

**The City of Santa Clara:
Perceptions Among City Residents
About Santa Clara's Park System**

April 22, 2014

Executive Summary, Synopsis of Results, Graphic Summary
(with text of questionnaire)



Strategic Research
A S S O C I A T E S

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Research Objectives

In February 2014, the City of Santa Clara commissioned Strategic Research Associates to conduct a telephone survey of city residents aged 18 and older. The survey's primary objectives were to measure current perceptions about Santa Clara's park system, explore level of interest in and the willingness to publicly fund each of a number of proposed park system changes, and investigate interest in improvements to the Santa Clara's International Swim Center (ISC). Other objectives included measuring recent use of the city's park facilities and assessing preferences regarding potential sites for new soccer fields.

These specific measurement areas are addressed in this report:

- **Reasons for choosing to live in Santa Clara**
- **Current use of Santa Clara park system facilities**
- **Perceptions about Santa Clara's existing park system**
- **Desirability of specific park system improvement options**
- **Perceptions about improvement options proposed for the International Swim Center**
- **Differences related to respondent background characteristics**

All reports in this volume are sub-divided by the first five objectives. The last was a general objective applicable within all sections.



Executive Review of Primary Findings

The *Executive Review* provides a brief summary of selected survey findings. The *Synopsis of Results* (pages 8 through 18) offers a more thorough summary, while a comprehensive, detailed analysis is given in this volume's *Graphic Summary*.

- **Reasons for choosing to live in Santa Clara**

The 400 respondents, asked to identify the most important reason for choosing to live in the City of Santa Clara, were most likely to answer that their home is near their place of employment, that they had grown up in the area, that Santa Clara is conveniently located, that the city seems safe, that it is a good place to live or it offers a high quality of life, and it exhibits a good sense of community.

- **Current use of Santa Clara park system facilities**

One-third (34%) said that, within the last six months, they had been visiting Santa Clara park system facilities “four or more times a month,” while 19% reported “two or three times a month” and 23%, a lower visiting frequency. About one-quarter (23%) had not visited any park facility within the last six months. Younger respondents, those with children, the more affluent were more likely than others to report frequent park system use. Six in ten (62%) had recently visited a city park other than Central Park and 59%, Central Park. Four in ten had visited a city playground (42%) or one of the city's biking or creek trails (40%) and three in ten, one of the city's recreational centers (32%) or a city-owned public athletic field (30%). Overall, 17% recalled visiting the International Swim Center within the last six months; those aged 50-64, the most affluent respondents, frequent park users, and those with the shortest drive times to Central Park were most likely to recall having done so.

- **Perceptions about Santa Clara's existing park system**

Six in ten (59%) rated the overall quality of the city's park and recreation facilities as “better than average” compared to other cities like Santa Clara, a positive result. Rating outcomes for maintenance and safety were just about as favorable. Only a small fraction (4% to 5%) rated each as “worse than average,” suggesting no serious-but-unaddressed park-related issues. Older respondents and more frequent park users were more likely than others to favorably evaluate each of the three park system elements. Asked to recommend the one most desirable improvement to the city's park system, respondents produced a range of answers, but little consensus. The most frequently cited recommendations included improving park equipment (such as playground equipment, tables, and benches), placing more emphasis on general maintenance, adding more restrooms, and giving more emphasis to retaining existing natural areas. Three percent (3%) recommended improving or renovating the International Swim Center.

Executive Review of Primary Findings (cont.)

- **Desirability of specific park system improvement options**

Respondents were asked to rate their degree of interest in each of six park system improvement options and then to judge their propensity to support additional funding for each. The results show that those reporting more (or less) interest in an improvement were more likely to favor (or oppose) funding for it. More than six in ten (63%) were “very interested” in expanding and improving the city jogging and biking trails to link city parks, an outcome significantly higher than all others. Two other options – incorporating more natural open space in existing city parks, and developing additional children’s playgrounds and play areas – also generated strong interest. About half or more said they would support additional public funding for each of the three. Among the sample’s consistent voters, more than half said they favor funding both city trails and natural open space. Respondents were also asked to evaluate the desirability of five potential locations for new soccer fields. For each of the two sites with the best outcomes – under-utilized land to be purchased inside Santa Clara near the dog park and Montague Park – the “favor” percentage was about 2.5 times higher than the “oppose” one. Finally, respondents were four times more likely to “favor” than “oppose” a proposal to increase developer parkland set-aside requirements from 3 to 4.6 acres.

- **Perceptions about improvement options proposed for the International Swim Center**

Overall, four in ten (38%) said they would be “very interested” in expanding and renovating the International Swim Center and 39%, in supporting additional public funding for it. (Among the six options described above and tested, these results placed the ISC renovation and expansion improvement option fifth.) Respondents were asked to rate their degree of interest in each of five improvement options proposed for the ISC. Among all respondents, two options – adding more facility parking, and adding community water play areas for families and children – scored significantly higher than the other three. Third in the rank-order was upgrading competition swimming facilities, attracting about one-third of the sample. However, among the 152 respondents previously indicating the strong general interest in ISC renovation, the most attractive improvement was the upgrading of competition facilities. “Very interested” percentages for this option and two others – adding water play areas and adding facility parking – were significantly higher than for the other two (including adding the International Hall of Fame, to which 36% were “very interested”). Asked to select their preferred location between the two proposed for the expanded ISC, respondents were almost three times more likely (49% to 17%) to recommend keeping the facility at its current location rather than moving it. To pay for ISC improvements, four in ten (42%) recommended “50% private and 50% public funding,” while 22% said “100% private funding,” and 5%, “100% public funding.” (The rest were not sure.) Finally, 15% claimed their household would be “very likely” to contribute to funding ISC improvements and 36%, “somewhat likely.” Members of the most affluent income category (\$120,000 or more) were significantly more likely than others to say they would help.

Synopsis of Results

● **Reasons for choosing to live in Santa Clara** (Figures 4 through 6 in *Graphic Summary Section One*)

- **Overall outcomes:** The 400 respondents were asked to identify, unaided, the most important reason for choosing to live in the City of Santa Clara. One in five (19%) said their home is near their place of employment; 15%, that they had grown up in the area; 14%, that Santa Clara is conveniently or centrally located; 12%, that the city seems safe; 12%, that it is a good place to live or it offers a high quality of life; 10%, that the city exhibits a good sense of community; 10%, that the area is affordable; 9%, that their location is near family; and 8%, that the city offers an above-average school system. Less frequently cited answers are listed in *Graphic Summary* Figure 4.
- **Outcomes by gender-age group:** Females 18 to 34 were disproportionately more likely than others to mention nearby family, low crime, the school system, and community. (For example, 22% of younger women noted family, versus 6% among all others.) Younger males were most likely to note proximity to work and growing up in the area, while middle-aged females tended to disproportionately note city amenities. Middle-aged and older males were most likely to mention the city's central location and its quality of life.

Detailed findings and additional results can be found in *Graphic Summary Section One* (“*Current Use of Santa Clara Park System Facilities*”). *Graphic Summary* Figure 6 displays a word cloud derived from the set of verbatim answers to unaided question Q1 (the most important reason for living in Santa Clara). Verbatim responses to Q1 are listed in this volume’s appendix.

● **Current use of Santa Clara park system facilities** (Figures 7 through 13 in *Graphic Summary Section Two*)

- **Frequency of park system use:** One-third (34%) said that, within the last six months, they had been visiting Santa Clara park system facilities “four or more times a month,” while 19% reported “two or three times a month” and 23%, a lower visiting frequency. About one-quarter (23%) had not visited any park facility within the last six months.

Statistically significant variations in park usage rates were observed among age, parental status, and household income categories:

- **Age:** Those aged 65 or older were roughly 1.6 times less likely than younger respondents to be visiting the city's park facilities at least twice a month. This age variation, however, was driven by the connection between age and parental status – 40% of those aged 18 to 64 had minor children, versus 5% for those aged 65 or older.
- **Parental status:** Those with children aged 17 or younger in Santa Clara were about 1.8 times more likely than others to report visits twice a month or more.
- **Household income:** The most affluent respondents were, as a group, visiting more frequently than others, but the income trend is not consistent. The variation, however, was significant even after adjusting for other background measurements.

Synopsis of Results (cont.)

Differences for gender, location, and voter status were not large enough to be statistically meaningful.

- **Recent visits to specific Santa Clara park facilities:** Respondents were asked to identify, among the 10 park-related locations listed in Table 2, those visited within the last six months. The table lists the percentages – among all respondents and among frequent park system users – having visited each location. The table’s color-coding is explained below.

Table 2
Percentages Having Visited Each of 10 Santa Clara Park System Facilities*

Park System Facility (rank-ordered using second column percentages)	All respondents (n=400, weighted)	Those Visiting the Santa Clara Park System Twice a Month or More (n=229, weighted)
Any city park other than Central Park	62%	86%
Central Park	59%	74%
Any city playground	42%	64%
Any of the city’s off-street biking or creek trails	40%	57%
Any of the city’s recreational centers, such as the Teen Center, Senior Center, or Youth Activity Center	32%	49%
Any city-owned public athletic field, like those for soccer, football, or basketball	30%	46%
The International Swim Center in Central Park	17%	25%
Any of the city’s public swimming pools	13%	21%
Ulistac Natural Area	12%	18%
Youth Soccer Park, next to the 49ers’ new Levi Stadium	10%	13%

* A difference of six percentage points or more can be considered meaningful.

Looking at the second column results – those for all 400 respondents – this was observed:

Synopsis of Results (cont.)

- **Well above-average visiting rate (burgundy in Table 2):** Six in ten (62%) had recently visited a city park other than Central Park. Almost the same number (59%) had visited Central Park. (Forty-six percent said “yes” to both and 75%, to at least one.) These usage rates were significantly higher than others.
- **Above-average visiting rates (turquoise):** About four in ten had visited a city playground (42%) or one of the city's biking or creek trails (40%).
- **Average visiting rates (green):** Approximately three in ten had visited one of the city’s recreational centers (32%) or a city-owned public athletic field (30%).
- **Below-average visiting rates (blue):** Less than one in five recalled visiting any of these four locations.

Overall, 17% recalled visiting the International Swim Center. (One-quarter [25%] of frequent park users had done so, compared to 7% for others.) Among 235 respondents visiting Central Park, 26% could recall visiting the ISC. Likelihood of visiting the ISC varied significantly by age, household income, frequency of overall park system use (as noted in Table 2), and driving time from home to Central Park. Respondents aged 50-64, the most affluent, frequent park users, and those with the shortest drive times were most likely to recall having visited the International Swim Center within the last six months, while younger respondents (aged 18-34), residents of zip code 95054 (that is, those tending to report the longest drive times), and infrequent park users were least likely.

Detailed findings and additional results can be found in *Graphic Summary Section Two (“Current Use of Santa Clara Park System Facilities”)*. Section Addendum Figures 12 and 13 list by-location visiting rates for gender, age, parental status, household income, location, overall park system use, and voter status categories, color-coded to indicate unusually high or low outcomes.

- **Perceptions about Santa Clara’s existing park system** (Figures 14 through 20 in *Graphic Summary Section Three*)
 - **Overall perceptions:** Respondents, asked to compare the city’s park system to what would be expected from a city like Santa Clara, produced the relatively favorable results shown in Table 3.

Synopsis of Results (cont.)

Table 3
Perception Rating Distributions for Elements of the Santa Clara Park System*

Rating Option	Overall Quality of Santa Clara Park and Recreation Facilities (n=400, weighted)	Maintenance of Santa Clara City Park and Recreation Facilities (n=400, weighted)	Safety of Santa Clara City Parks (n=400, weighted)
Better than average	59%	54%	56%
Average	36%	39%	35%
Worse than average	4%	4%	4%
Don't know	1%	2%	4%
Total	100%	100%	100%

* Unrounded percentages in each column sum to 100%..

In each case, a majority judged Santa Clara’s park system to be “better than average,” while only a small fraction (4% to 5%) rated each as “worse than average,” suggesting no serious-but-unaddressed park-related issues. As Table 3 shows, 54% rated park system maintenance as “better than average,” a marginally significant five-point decline from overall quality. (Younger to middle-aged respondents were more critical than older ones about park maintenance.)

The three measurements were all significantly correlated, meaning that those rating one measure favorably (or less so) also tended to do so with the others. That explains why the same respondents – older respondents and more frequent park users – were more likely than others to favorably evaluate each of the three park system elements.

- **The One Most Desirable Improvement to the Santa Clara Park System:** Asked to recommend, unaided, the one most desirable improvement to the city's park system, respondents produced a range of answers but exhibited little consensus. Seven percent (7%) suggested improving park equipment (such as playground equipment, tables and benches, batting cages, and other park amenities); 6%, placing more emphasis on general maintenance; 5%, adding more restrooms; 5%, giving more emphasis to retaining existing natural areas; 4%, adding more athletic fields or tennis courts; 4%, adding more dog parks; 4%, improving paths or trails; 4%, creating better lighting; 4%, improving park landscaping; and 4%, placing more emphasis on park cleanliness. Less frequently cited responses are listed in *Graphic Summary* Figure 19.

Three percent (3%) recommended improving or renovating the International Swim Center.

Frequent park system users were (by an 11% to 2% margin) more likely than others to recommend routine park equipment improvements, but other differences were relatively minor. Among frequent park users, 5% recommended improving or renovating the International Swim

Synopsis of Results (cont.)

Center. Among less frequent users, one respondent did, suggesting the ISC seems to have no top-of-mind presence within this group.

Detailed findings and additional results can be found in *Graphic Summary Section Three (“Perceptions About Santa Clara’s Existing Park System”)*. *Graphic Summary* Figure 20 displays a word cloud derived from the set of verbatim answers to unaided question Q6 (the most desirable improvement). Verbatim responses to Q6 are listed in this volume’s appendix.

- **Desirability of Specific Park System Improvement Options** (Figures 21 through 36 in *Graphic Summary Section Four*)
 - **Perceptions about six park system improvement options:** Respondents were first asked to rate their degree of interest in each of six park system improvement options listed in Table 4, and then to forecast their propensity to support additional funding for each. Table 4’s second column displays the overall percentage rating themselves “very interested” in each option and the third column lists the percentage who would “favor” more funding of each. (The columns’ rank-orderings match.) As Table 4 show, the degree of interest in a park system improvement option was correlated with the willingness to support additional public funding for it. Those tending to show more (or less) interest in an improvement were more likely to favor (or oppose) funding for it.

Table 4
Degree of Interest in and Propensity to Support More Public Funding for Six Improvement Options

Proposed Park System Improvement	“Very Interested” in this Option (n=400, weighted)*	“Favor” Additional Public Funding to Support this Option (n=400, weighted)*	Groups Exhibiting Significantly Higher Interest than Others in the Option
Expand and improve city jogging and biking trails to link city parks	63%	59%	Aged 18-49; using parks 4+ times a month
Incorporate more natural open space in existing city parks	57%	56%	Aged 18-34
Develop additional children’s playgrounds and play areas	53%	48%	Aged 18-49; parents; using parks 4+ times a month
Build a state-of-the-art community recreation center with gymnasium	41%	42%	Aged 18-34; using parks 2+ times a months
Renovate and expand the International Swim Center in Central Park	38%	39%	Aged 50-64; 95051 residents; infrequent park users; consistent voters
Build a new youth sports park to provide more soccer fields	34%	33%	Aged 18-34

* Within each column, a difference of six percentage points or more can be considered meaningful.

Synopsis of Results (cont.)

Table 4's color-codes indicate the levels of performance within each column. Options with the same color-code produced similar outcomes (that is, their outcome percentages were not significantly different), but better or worse outcomes than those in other color-coded groups. This was observed:

- **“Very interested” percentages:** More than six in ten (63%) were “very interested” in expanding and improving the city jogging and biking trails to link city parks, an outcome significantly higher than all others. Two other options – incorporating more natural open space in existing city parks, and developing additional children’s playgrounds and play areas – received endorsements from over half the sample, a significantly better performance than for the options ranked below them.
- **“Favor” percentages for public funding:** Majorities said they would “favor” public funding to expand and improve city jogging and biking trails, and to incorporate more natural open space within existing city parks. Not only did these two options score significantly better than all others, the confidence intervals for these measurements suggest that the majority of Santa Clara residents favor each. About half (48%) said they would support funding to develop additional children’s playgrounds and play areas, placing this improvement in the middle of the rank-ordering. “Favor” percentages for the other three options – building a state-of-the-art community recreation center with gymnasium, renovating and expanding the International Swim Center, and building a new youth sports park to provide more soccer fields – were well below 50%, indicating that “neutrals” will need persuading for each. The favorable news is that “favor”-“oppose” splits ignoring “neutrals” for the community center (63% to 37%) and the ISC (61% to 39%) were significantly better than 50%-50%.
 - **Overall propensity to favor additional public funding by background category:** In general, younger respondents exhibited the highest propensity to say they would “favor” additional funding for one or more park system improvements. The age variation was significant even after adjusting for other background measurements. (Unfortunately, younger residents are less likely to be consistent voters.)
 - **Support for additional public funding among consistent voters:** Among the sample’s 180 consistent voters – those currently registered to vote and declaring that they “always” vote in local elections – 54% said they would “favor” additional public funding for expanding and improving city jogging and biking trails; 53%, for incorporating more natural open space within existing city parks; 42%, for renovating and expanding the International Swim Center; 42%, for developing additional children’s playgrounds and play areas; 40%, for building a state-of-the-art community recreation center with gymnasium; and 30%, for building a new youth sports park to provide more soccer fields. (Among these results, a ten percentage point difference is meaningful.)
 - **Desirable locations for new soccer fields:** Respondents were asked to evaluate (using a three-point “favor” to “oppose” scale) the desirability of five potential locations for new soccer fields. Table 5 lists the percentage results for “favor” and “oppose” (with the table’s rank-ordering based upon the “favor” column).

Synopsis of Results (cont.)

Table 5
Percentages Favoring and Opposing Each of Five Proposed Sites to Accommodate New Soccer Fields

Proposed Site (n=400, weighted, for each question)	Favoring this Site	Opposing this Site	Favor/Oppose Ratio
Under-utilized industrial land to be purchased inside Santa Clara near the dog park	41%	16%	2.6
Montague Park	37%	15%	2.5
On vacant land available at the city's water treatment plant on Zanker Avenue outside the city limits	36%	28%	1.3
In a portion of undeveloped parkland like Ulistac Natural Area	21%	36%	0.6
Jenny Strand Park	14%	14%	1.0

* "Neutral" and "don't know" percentages are not shown.

For each of the two sites with the best outcomes – under-utilized land to be purchased inside Santa Clara near the dog park, and Montague Park – the “favor” percentage was about 2.5 times higher than the “oppose” one. Between the two, land near the dog park produced a slightly higher “favor” percentage (but the four point difference was not large enough to be statistically meaningful) and a lower “don't know” outcome.

For vacant land available at the city's water treatment plant on Zanker Avenue outside the city limits, the “favor” percentage was 1.3 times higher than the “oppose” one, not a bad performance but not in the class with the top two. Respondents clearly judged Ulistac Natural Area as undesirable as a site for soccer fields and many seemed unfamiliar with Jenny Strand Park. (Forty-two percent [42%] recorded “don't know's.”)

Among 137 respondents with children living in Santa Clara, the results also favored either land near the dog park or Montague Park. These sites were also favored by the 135 respondents rating themselves “very interested” in building a new youth sports park to accommodate soccer.

- **Perception About Increasing Developer Parkland Requirements:** Respondents, asked to evaluate a proposal to increase developer parkland set-aside requirements from 3 to 4.6 acres, were four times more likely to answer “favor” (61%) than “oppose” (16%).

The least affluent respondents (reporting under \$60,000 in household income) were, for some reason not measured, about 1.4 times less likely than others to “favor” the proposed parkland set-aside increase. The income effect was statistically significant even after adjusting for

Synopsis of Results (cont.)

differences in gender, age, parental status, and location. Gender, age, parental status, location, park system use, and voter status variations were not large enough to be statistically significant.

Detailed findings and additional results can be found in *Graphic Summary Section Four* (“*Desirability of Specific Park System Improvement Options*”). Section Addendum Figures 33 through 36 list “very interested” and “favor” funding percentages for gender, age, parental status, household income, location, overall park system use, and voter status categories, color-coded to indicate unusually high or low outcomes.

- **Perceptions about improvement options proposed for the International Swim Center** (Figures 37 through 50 in *Graphic Summary Section Five*)

As shown in Table 4, about four in ten (38%) said they would be “very interested” in expanding and renovating the International Swim Center, a result placing it fifth among the six options tested. About the same percentage (39%) said they “favor” additional funding for the ISC, again placing the option fifth among the six tested. (However, ignoring those without an opinion, funding’s “favor”-“oppose” split [61% to 39%] was significantly better than a 50%-50% one, a reasonably good performance taken on its own.)

- **Desirability of specific International Swim Center improvements:** Respondents were asked to rate (using a three-point scale) their degree of interest in each of five improvement options proposed for the International Swim Center. The results are shown in Table 6. The first column of Table 6 lists “very interested” percentages for the total sample, and the second, percentages for the 152 respondents enthusiastic about renovating and expanding the ISC (that is, the 38% from the second column in Table 4.) Each column displays a separate rank-ordering – they differed by group – with the table’s color-codings indicate performance levels within each column.

Synopsis of Results (cont.)

Table 6
Percentages “Very Interested” in Specific International Swim Center Improvements*

All Respondents (n=400, weighted)	Those “Very Interested” in Renovating and Expanding the ISC (from Q7f) (n=152, weighted)
Add more facility parking: 45%	Upgrade competition swimming facilities to attract additional competitive swimming events: 58%
Add community water play areas for families and kids: 43%	Add community water play areas for families and kids: 55%
Upgrade competition swimming facilities to attract additional competitive swimming events: 34%	Add more facility parking: 52%
Add an Olympic dry-land training facility with fitness, therapy, and weight-training equipment: 28%	Add an Olympic dry-land training facility with fitness, therapy, and weight-training equipment: 42%
Add the International Swimming Hall of Fame to the facility: 24%	Add the International Swimming Hall of Fame to the facility: 36%

* In the first column, a difference of 6 percentage points or more is meaningful; in the second, a difference of 10 points or more.

- **Total sample outcomes (Table 6’s first column):** Two options – adding more facility parking, and adding community water play areas for families and kids – scored significantly higher than the other three. More than four in ten said they would be “very interested” in each. About one in three (34%) were “very interested” in upgrading competition swimming facilities to attract additional major competitive swimming events.
- **Those most interested in ISC renovation and expansion (second column):** Members of this sub-group produced a different rank-ordering, placing the upgrading of competition facilities at the top of the rank-ordering. “Very interested” percentages for this option and two others – adding water play areas and adding facility parking – were significantly higher than for the other two, with more than half enthusiastic about each. None of the pairwise differences among the three were large enough to be statistically significant. They were less enthusiastic about the two lower scoring options, but 42% still said they are “very interested” in adding an Olympic dry-land training facility and 36%, in adding the International Swimming Hall of Fame.
- **Unduplicated reach:** Among all respondents, the highest three-option combination reach was achieved with the option-bundle of additional parking, water play areas, and upgraded competition facilities. Sixty-nine percent (69%) said “very interested” to at least one of these. (The maximum possible reach was 71%. See *Graphic Summary* Figure 43 for more details.)

Synopsis of Results (cont.)

Among the 152 ISC enthusiasts, the best three-option reach (83% would be interested in at least one) was achieved by the same combination: upgraded facilities, water play areas, and additional parking. (The maximum possible reach in this group was 84%. See *Graphic Summary Figure 45* for more details.)

- **The more desirable location for the upgraded International Swim Center:** Asked to select their preferred location between the two proposed for the expanded ISC, respondents were almost three times more likely (49% to 17%) to recommend “keep the facility where it's at [near its current location next to the library]” than “move the swim center [next to the Community Recreation Center].” A sizable number (34%), however, were “not sure.”

Within every gender, age, parental status, income, park use, and voter status sub-group, more respondents wanted to keep the ISC at its current location than to move it. Also, among those showing a special interest in the ISC, these results were observed:

- **Visited the ISC within the last six months (n=66, weighted):** 57% to keep the current site and 17% to move it
- **“Very interested” in ISC improvements (n=152; weighted):** 53% to 17%
- **“Favor” additional public funding for ISC improvements (n=156; weighted):** 54% to 21%

- **The best way to pay for International Swim Center improvements:** To pay for International Swim Center improvements, respondents were asked, should the city rely on “100% private funding,” “50% private and 50% public funding,” “100% public funding” or “you’re not sure.” Four in ten (42%) recommended “50% private and 50% public funding,” while 22% said “100% private funding,” and 5%, “100% public funding.” Thirty percent (30%) were “not sure.”

The most enthusiastic proponents of mixed public-private funding were those aged 18 to 34, 50% of whom recommended this option, compared to 38% of all others.

Those favoring either partial or full public funding of ISC improvements were asked to choose their preferred public funding method. Twenty-two percent (22%) said the city should rely on “charging developers on new residential development,” while 14% favored a “parcel tax or bond.” Most (65%), however, were “not sure.”

- **Likelihood of contributing to support ISC improvements:** Respondents were asked to rate the likelihood that members of their household would contribute to a funding campaign to help build an upgraded International Swim Center. Fifteen percent (15%) claimed their household would be “very likely” to contribute and 36%, “somewhat likely.” The “very likely” percentage statistically varied by household income, with members of the most affluent income category (\$120,000 or more) over three times more likely to report this answer than those with less than \$60,000 in income.

Synopsis of Results (cont.)

“Very likely” percentages were higher among those exhibiting interest in the ISC:

- **Visited the ISC within the last six months (n=66, weighted):** 28% were “very likely” to contribute.
- **“Very interested” in ISC renovation and expansion (n=152, weighted):** 23%
- **“Favor” additional public funding for ISC improvements (n=156, weighted):** 26%

Unfortunately, responses to contribution-related questions often suffer from biases and these results should be treated with caution and some skepticism.

Detailed findings and additional results can be found in *Graphic Summary Section Five (“Perceptions About Improvements to the International Swim Center”)*.

Reasons for Choosing to Live in Santa Clara

Graphic Summary Section One



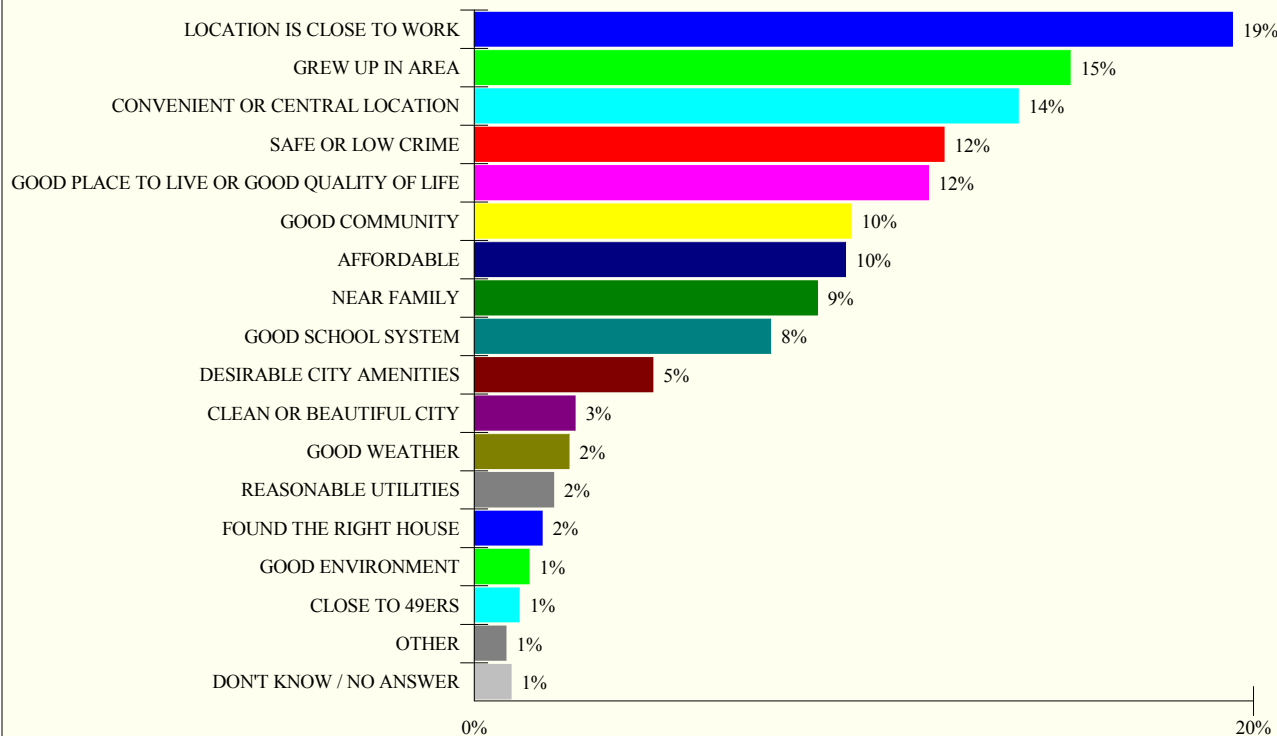
Figure 4

The Most Important Reason for Living in Santa Clara

Q1. "Thinking about the City of Santa Clara . . . In a sentence, what is the most important reason for your choosing to live in Santa Clara?"

Base for chart: Total sample (n=400, weighted)

Categorization of Unaided Responses



Notes

Respondents were asked to identify, unaided, the most important reason for choosing to live in the City of Santa Clara.* One in five (19%) said their home is near their place of employment; 15%, that they had grown up in the area; 14%, that Santa Clara is conveniently or centrally located; 12%, that the city seems safe; 12%, that it is a good place to live or it offers a high quality of life; 10%, that the city exhibits a good sense of community; 10%, that the area is affordable; 9%, that their location is near family; and 8%, that the city offers an above-average school system. Less frequently cited answers are listed.

The next chart examines differences in Q1's outcomes by gender-age groups. Section Addendum Figure 6 displays a word cloud derived from the verbatim responses to Q1.

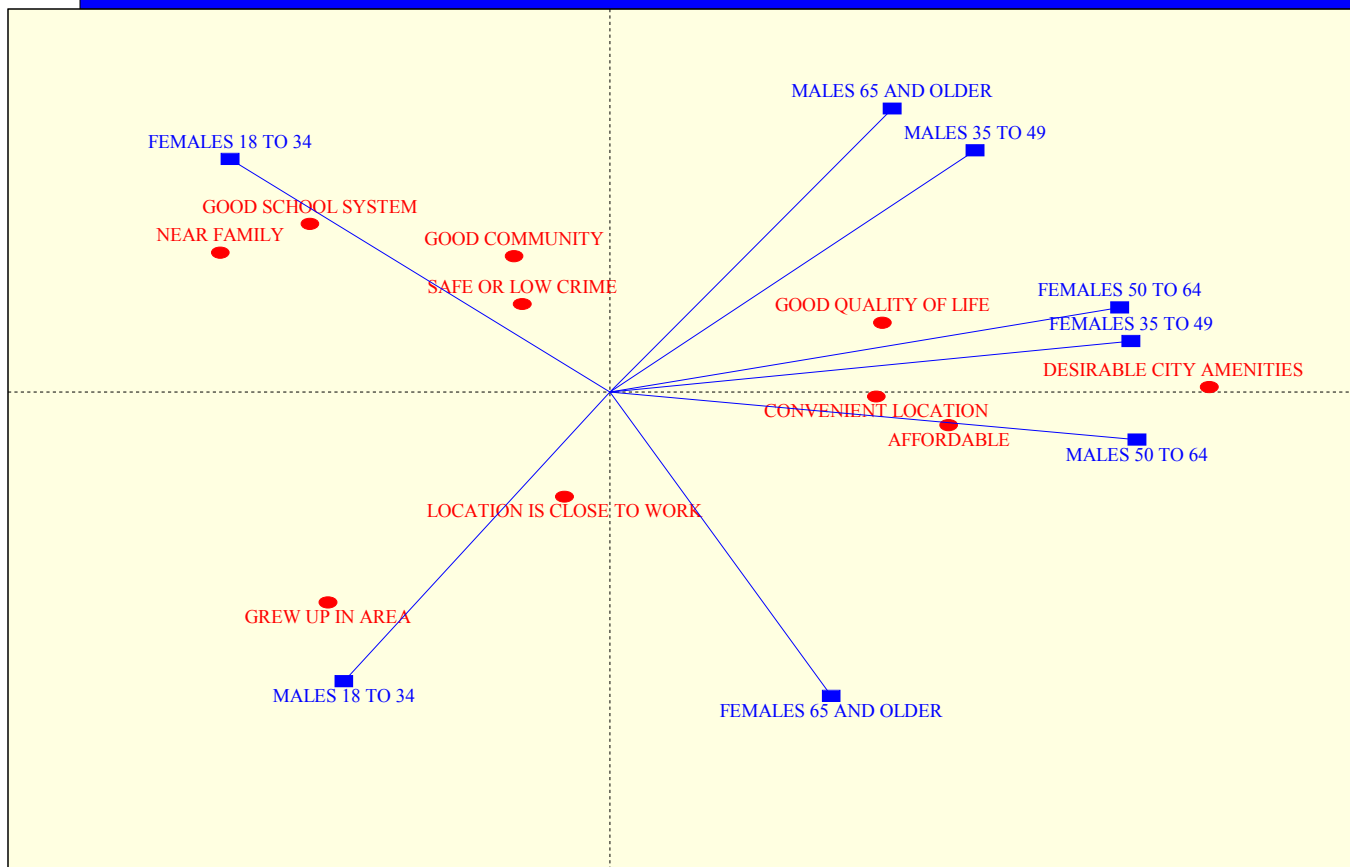
* The term "unaided" means that respondents were required to answer in their own words from memory rather than choosing among a list of options.

Figure 5

The Most Important Reason for Living in Santa Clara by Gender-Age Group

Q1. "Thinking about the City of Santa Clara . . . In a sentence, what is the most important reason for your choosing to live in Santa Clara?"

Base for chart: Total weighted sample: M18-34 (w=63), M35-49 (w=63), M50-54 (w=47), M65+ (w=27), F18-34 (w=60), F35-49 (w=55), F50-64 (w=49), F65+ (w=36)



Notes

This two dimensional map provides a quick, rough visual summary of the associations between the eight categories representing gender-age and the most frequently cited outcomes for Q1.* The gender-age vectors point toward outcomes members in these categories were disproportionately more likely to cite, and away from outcomes they are disproportionately less likely to mention. Vectors similarly positioned (like those for females 35-49 and females 50-64) indicate that respondents in these groups produced similar response sets to Q1. Outcomes to the left in the chart were cited more frequently by younger respondents; those to the right, by middle-aged and older respondents.

As shown, females 18-34 were disproportionately more likely than others to mention nearby family, low crime, the school system, and community. (For example, 22% of younger women noted family, versus 6% among all others.) Younger males were most likely to note proximity to work and growing up in the area, while females 35-49 and females 50-64 disproportionately noted city amenities. Middle-aged and older males were most likely to mention the city's central location and its quality of life. Other results are shown.

* This display – a correspondence analysis map in a biplot configuration – is an approximation only, explaining 72% of the association between gender-age and the Q1 categorizations. Several gender-age categories – M35-49, F35-49, and F65+ – are not optimally addressed. "Location close to work" is also not well explained; it was disproportionately cited by M18-34 (as shown) but also by M35-49 (which the map does not show).

Figure 6

Section Addendum: A Word Cloud for Responses to the Most Important Reason for Living in Santa Clara

Q1. "Thinking about the City of Santa Clara . . . In a sentence, what is the most important reason for your choosing to live in Santa Clara?"

Base for chart: Total sample (n=400, weighted)



Notes

This chart displays a word cloud – a graphic representation of the most frequently used words mentioned by respondents when answering about why they choose to live in Santa Clara. The size of each word reflects the number of times it was cited by respondents.

These words were most frequently used:

1. *Work*
2. *Good*
3. *Live*
4. *Close*
5. *Location*
6. *Santa Clara*
7. *Safe*

(The italicized words, above, are insightful for analysis.)

Other frequently employed words appear in the chart.

Current Use of Santa Clara Park System Facilities

Graphic Summary Section Two

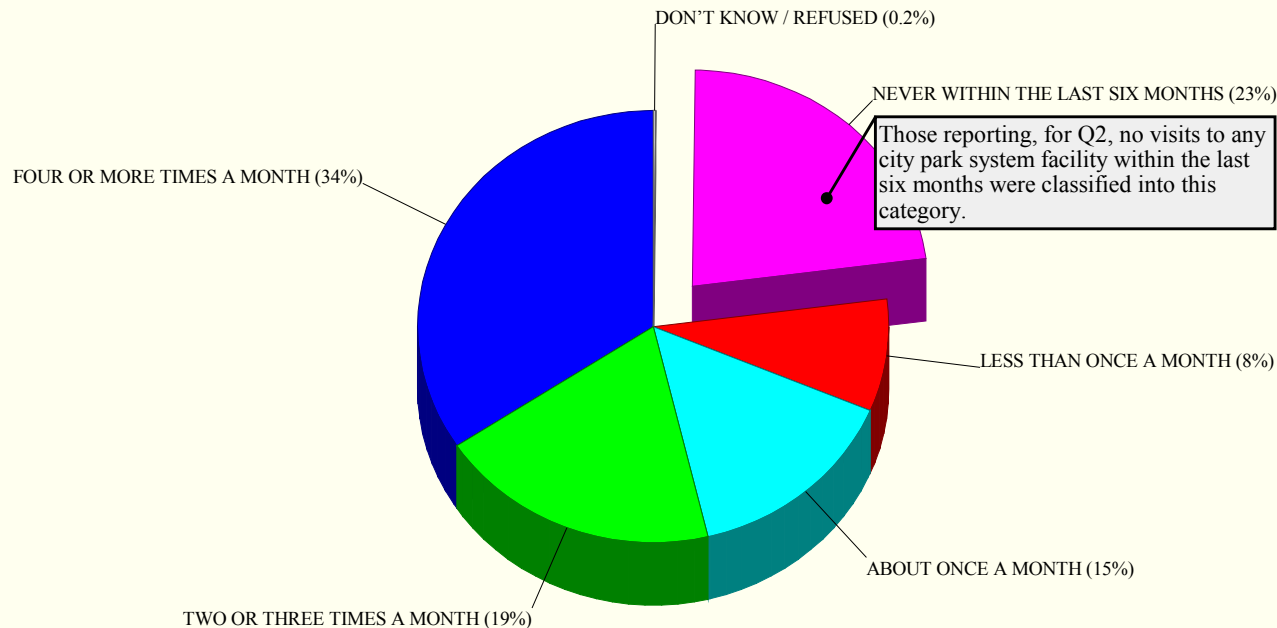
Figure 7

Frequency of Santa Clara Park System Use

Q2. "Within the last six months, do you recall visiting any of the City of Santa Clara's parks or recreational facilities – for example, any of its public playgrounds, public soccer or game fields, public swimming pools, parks, recreation centers, or other public recreational facilities?"

Q3. "Within the last six months, about how often have you had the chance to visit any of the city's parks or recreational facilities? Four or more times a month, two or three times a month, about once a month, or less than once a month?"

Base for chart: Total sample (n=400, weighted)



Notes

One-third (34%) said that, within the last six months, they had been visiting Santa Clara park system facilities "four or more times a month," while 19% reported "two or three times a month" and 23%, a lower visiting frequency. About one-quarter (23%) indicated, for Q2, not having visited any park facility within the last six months.*

The next chart, examining background measurement variations in the visiting rate, shows that younger to middle-aged respondents, those with children, and the most affluent were significantly more likely than others to say they visit the city's park facilities at least twice a month.

* Those reporting no visits within the last six months for Q2 were not asked to respond to Q3 or to Q4a-j (visits to specific city park system locations) and "no visits" were recorded for these individuals to these questions.

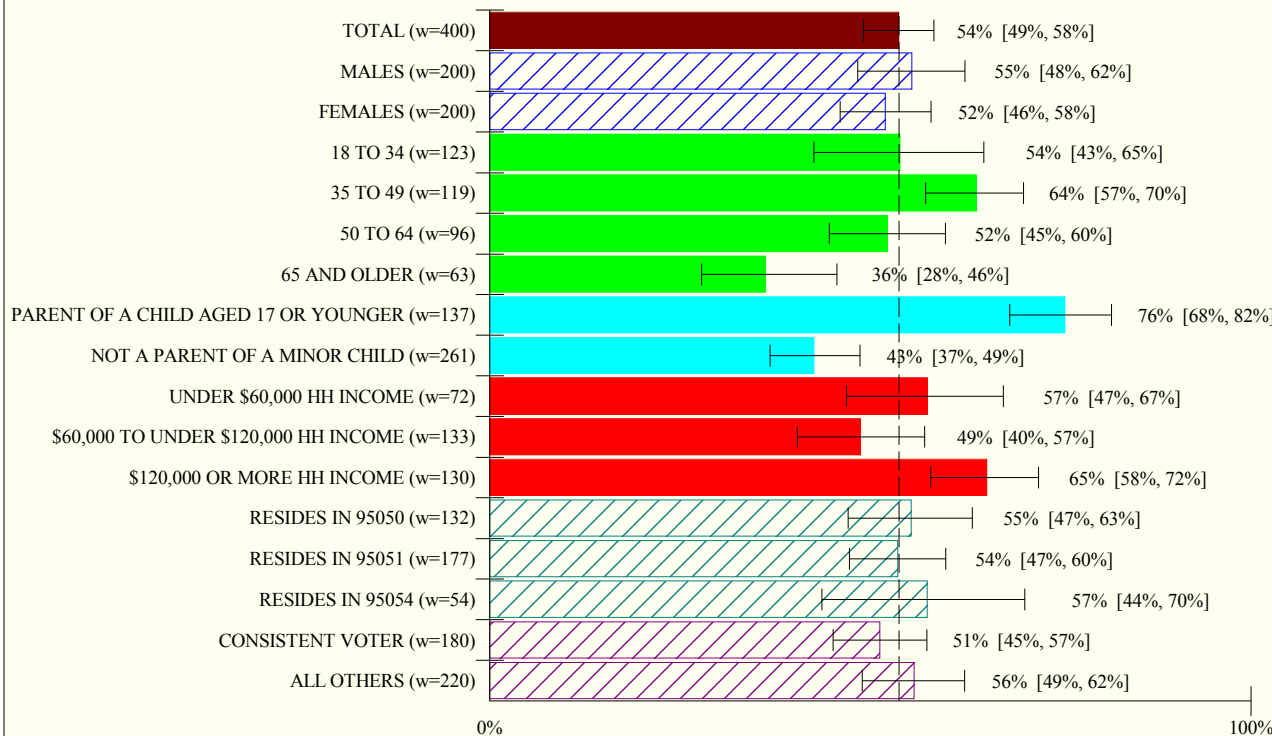
Figure 8

Frequency of Santa Clara Park System Use by Background Category

Q3. "Within the last six months, about how often have you had the chance to visit any of the city's parks or recreational facilities? Four or more times a month, two or three times a month, about once a month, or less than once a month?"

Base for chart: Total sample (n=400, weighted); weighted sub-sample sizes are listed

Percent Visiting Twice or More a Month (with 90% Confidence Intervals)



Notes

For each category listed, this chart shows the percentage visiting Santa Clara park system facilities at least twice a month. The confidence intervals indicate the ranges within which the actual population percentages would likely fall if all adults in the targeted area had been surveyed, rather than this random sample of 400. Overall (looking at the top bar), 54% identified themselves as frequent park facility users, but the actual percentage could be as high as 58% or as low as 49% (a statement made with 90% confidence). These statistically significant background measurement variations were also observed:

- Age:** Those aged 65 or older were roughly 1.6 times less likely than younger respondents to be visiting the city's park facilities at least twice a month. This age variation, however, was driven by the connection between age and parental status – 40% of those aged 18 to 64 had minor children, versus 5% for those aged 65 or older. Controlling for parental status, the age variation was not significant. That is, the age-related visiting rate seems primarily driven by the presence or absence of minor children.
- Parental status:** Those with children aged 17 or younger in Santa Clara were about 1.8 times more likely than others to report a high visiting rate.
- Household income:** While the most affluent respondents were, as a group, visiting more frequently than others, the income trend is not consistent and results are hard to interpret. The variation, however, was significant even after adjusting for other background measurements.

Differences for gender, location, and voter status were not large enough to be statistically meaningful. Categories in these measurement areas are represented at left with a crosshatched pattern.

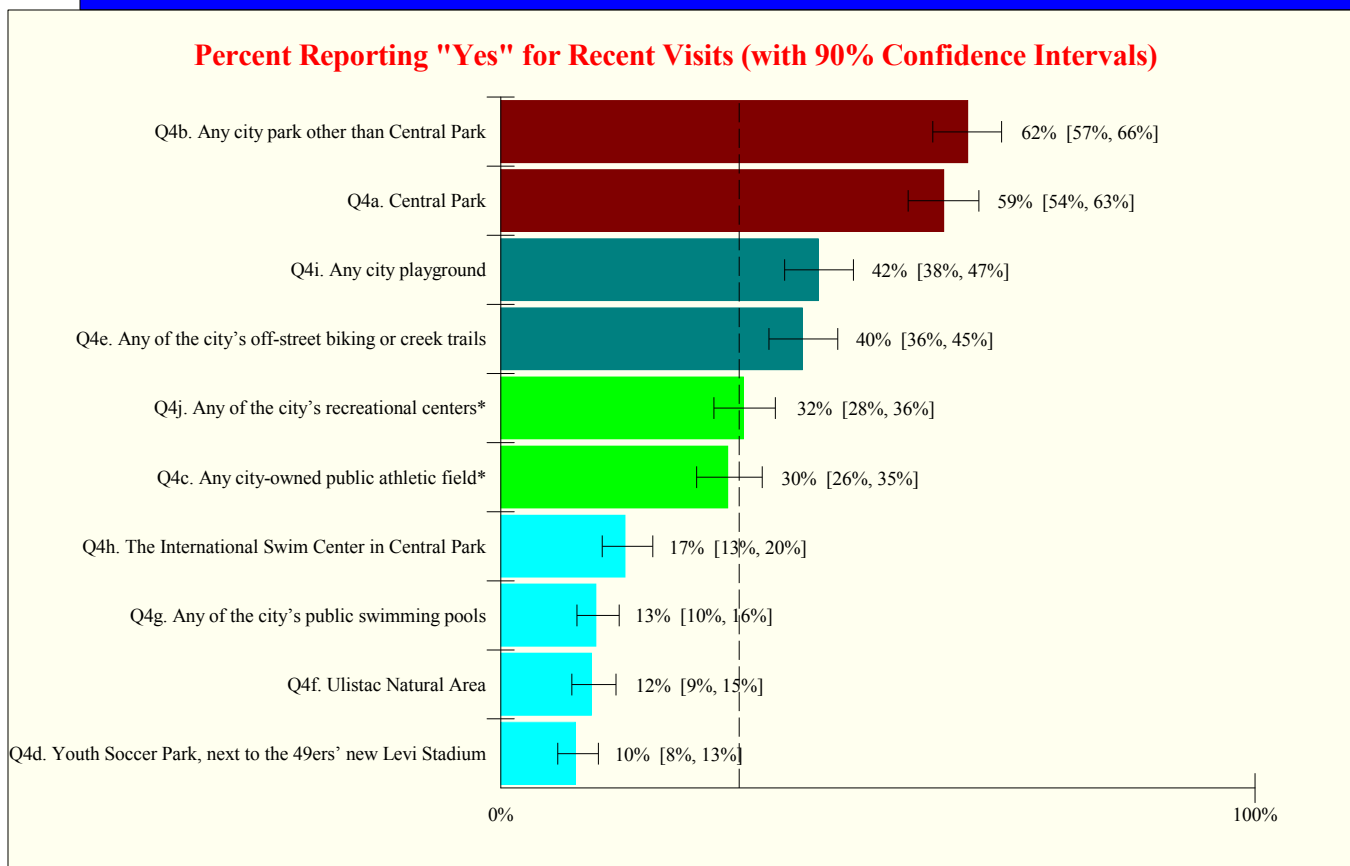
The dashed line indicates the total sample percentage. The confidence intervals are asymmetric.

Figure 9

Recent Visits to Specific Santa Clara Park Facilities

Q4a-j. "Within the last six months, do you recall ever having personally visited <insert location>?"

Base for chart: Total sample (n=400, weighted) for each question



Notes

Respondents were asked to identify, among the 10 park-related locations listed, those visited within the last six months. The percentages having visited the locations are shown, with bars color-coded (in standard deviation units, a measure of variation) to indicate degrees of distance above or below the dashed line (the average outcome). A difference of six percentage points or more can be considered meaningful. The confidence intervals indicate the ranges within which the population percentages would likely fall if all adult Santa Clara residents had been surveyed, rather than just this sample. This was observed:

- **Well above-average visiting rate (burgundy):** Six in ten (62%) had recently visited a city park other than Central Park. Almost the same number (59%) had visited Central Park. (Forty-six percent said "yes" to both and 75%, to at least one.) These usage rates were significantly higher than others.
- **Above-average visiting rates (turquoise):** About four in ten had visited a city playground (42%) or one of the city's biking or creek trails (40%).
- **Average visiting rates (green):** Approximately three in ten had visited one of the city's recreational centers (32%) or a city-owned public athletic field (30%).
- **Below-average visiting rates (blue):** Less than one in five recalled visiting any of these four locations. As shown, 17% had visited the International Swim Center.

Section Addendum Figures 12-13 list variations in the visiting percentage by gender, age, parental status, income, location, overall frequency of park use, and voter status.

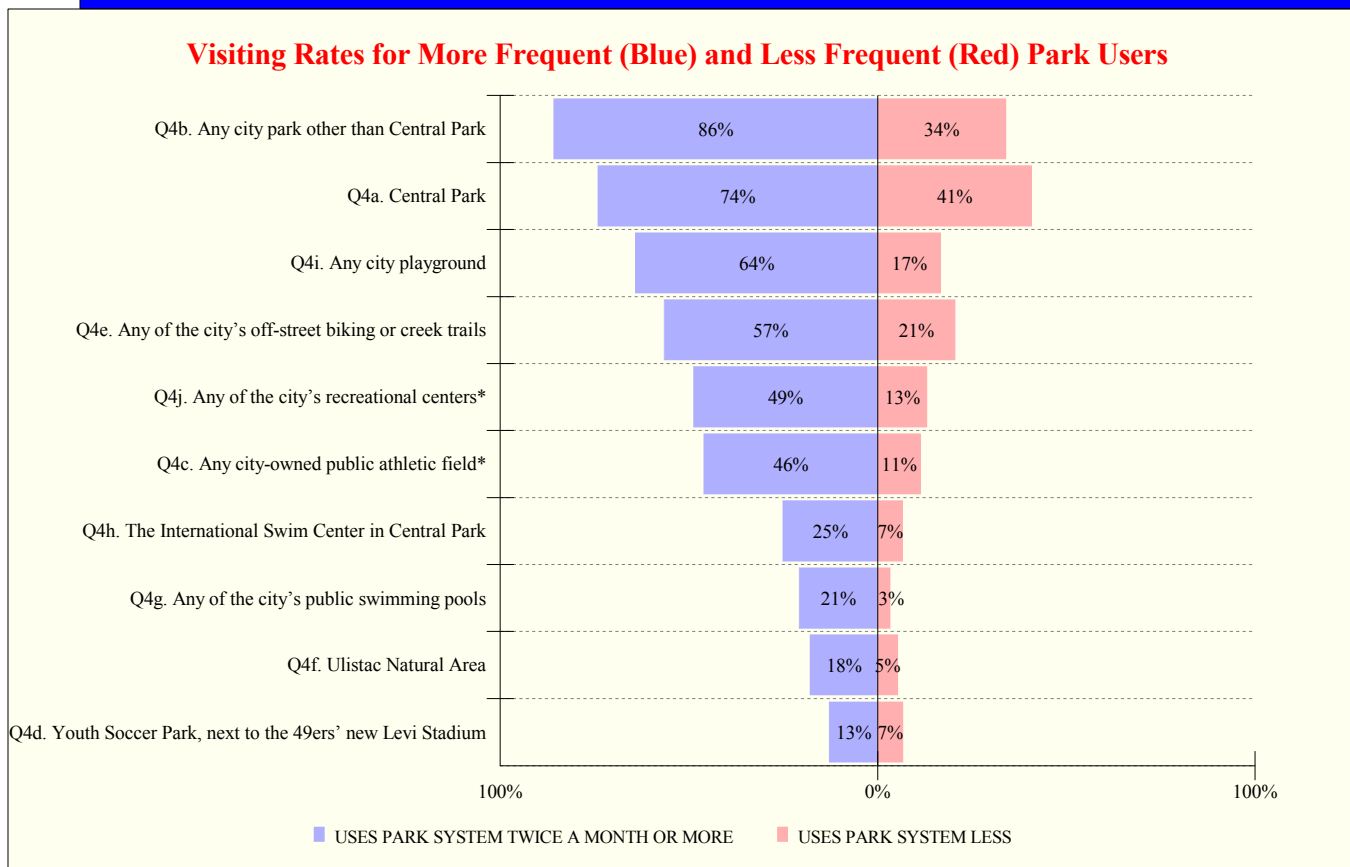
The dashed line indicates the average outcome. The confidence intervals are asymmetric.

Figure 10

Visiting Rates to Specific Santa Clara Park Facilities by Overall Frequency of Park Use

Q4a-j. "Within the last six months, do you recall ever having personally visited <insert location>?"

Base for chart: Those visiting the park system at least two times a month (w=215, weighted) and those visiting less (w=184, weighted) for each question



Notes

The chart compares location visiting percentages for respondents typically using Santa Clara's park system facilities at least twice a month with those for less frequent visitors. The rank-ordering matches Figure 9's.

Among frequent park users, 86% had visited a Santa Clara public park other than Central Park within the last six months; 74%, Central Park; 64%, any city playground; 57%, any of the city's off-street biking or creek trails; 49%, a city recreational centers; and 46%, a city-owned public athletic field.* As shown, more frequent users were typically two to four times more likely than less frequent ones to have visited each of the sites.

One-quarter (25%) of frequent park users recalled visiting the International Swim Center, compared to 7% of others.

* Among the set of results for frequent park users, a difference of eight percentage points or more can be considered meaningful.

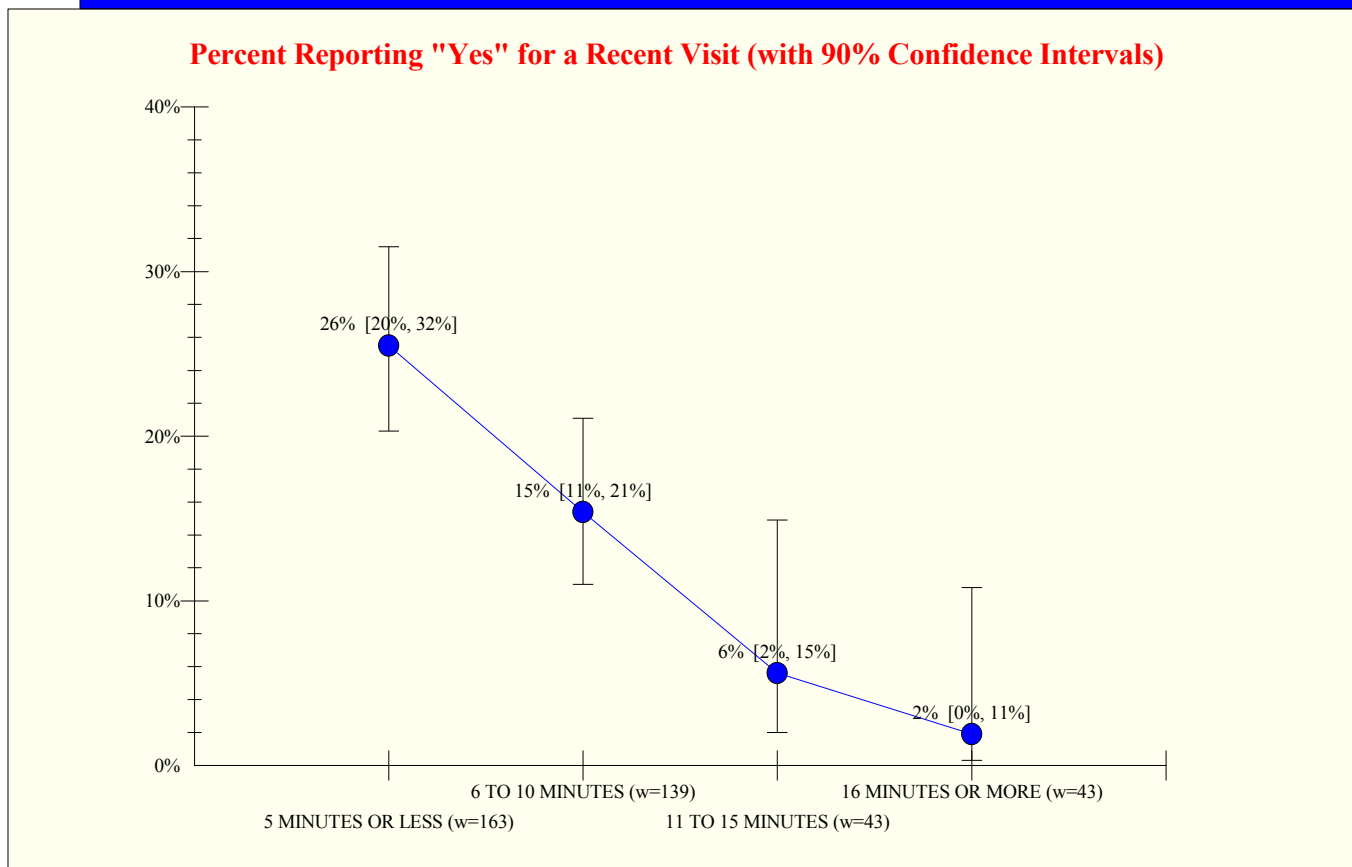
The rank-ordering, using "visiting twice a month or more" percentages, matches the previous chart's. An asterisk indicates an abridged wording.

Figure 11

Recent Visits to the International Swim Center by Driving Distance to Central Park

Q4h. "Within the last six months, do you recall ever having personally visited the International Swim Center in Central Park?"

Base for chart: Those reporting, for D2, a driving time to Central Park (w=388, weighted); weighted sub-sample sizes are listed



Notes

Overall, 17% said they had visited the International Swim Center at least once within the last six months. This percentage, however, varied statistically by driving distance to Central Park. Among those reporting a five-minute drive time, 26% had visited the ISC; for 6-10 minutes, 15%; for 11-15 minutes, 6%; and for 16 or more minutes, 2%.

In addition to this drive time variation, the results shown in the next two pages show that respondents aged 50-64, the most affluent, and frequent park users were most likely to recall having visited the International Swim Center within the last six months, while younger respondents (aged 18-34), residents of zip code 95054, and infrequent park users were least likely.*

* Driving time to Central Park was, on average, longest for residents of zip code 95054.

The confidence intervals are asymmetric.

Figure 12

Section Addendum: Recent Visits to Specific Santa Clara Park System Locations by Background Category (1)

Q4a-j. "Within the last six months, do you recall ever having personally visited <insert location>?"

Base for chart: Total sample (n=400, weighted) for each question; weighted sub-sample sizes are listed

Percent Reporting "Yes" for Having Visited Within the Last Six Months*

Proposed Improvement	Total (w=400)	Males (w=200)	Females (w=200)	18-34 (w=123)	35-49 (w=119)	50-64 (w=96)	65 or older (w=63)	Parent of child (w=137)	Not a parent (w=261)
Q4b. Any city park other than Central Park	62%	61%	63%	62%	69%	61%	49%	73%	57%
Q4a. Central Park	59%	56%	62%	48%	63%	67%	59%	66%	55%
Q4i. Any city playground	42%	41%	44%	40%	53%	40%	27%	65%	30%
Q4e. Any of the city's off-street biking or creek trails	40%	46%	34%	41%	49%	42%	19%	49%	35%
Q4j. Any of the city's recreational centers*	32%	28%	36%	14%	34%	43%	48%	41%	28%
Q4c. Any city-owned public athletic field*	30%	36%	25%	31%	36%	31%	15%	37%	27%
Q4h. The International Swim Center in Central Park	17%	17%	16%	11%	15%	27%	14%	17%	16%
Q4g. Any of the city's public swimming pools	13%	14%	11%	4%	12%	21%	19%	13%	13%
Q4f. Ulistac Natural Area	12%	13%	11%	9%	17%	13%	7%	19%	8%
Q4d. Youth Soccer Park, next to the 49ers' new Levi Stadium	10%	11%	9%	6%	15%	10%	8%	13%	8%

Notes

The table lists – for the total sample and for gender, age, and parental status categories – the percentages having visited these Santa Clara park system locations within the last six months. For example, 62% of all respondents had visited a city park other than Central Park (as shown in the second row). Among males, the visiting rate was 61%; among females, 63%; among those aged 18 to 34, 62%; among those aged 35 to 49, 69%; and so on.

The color-coding – blue indicates an unusually high visiting rate and yellow, the opposite – is defined as follows:

- **Light blue** indicates a statistically significant variation within the measurement area *and* an outcome percentage at least five points *higher* than the total sample's.*
- **Light yellow** indicates a statistically significant variation within the measurement area *and* an outcome percentage at least five points *lower* than the total sample's.

* The color-coding includes measurement areas in which there were only marginally significant differences.



Figure 13

Section Addendum: Recent Visits to Specific Santa Clara Park System Locations by Background Category (2)

Q4a-j. "Within the last six months, do you recall ever having personally visited <insert location>?"

Base for chart: Total sample (n=400, weighted) for each question; weighted sub-sample sizes are listed

Percent Reporting "Yes" for Having Visited Within the Last Six Months*

Santa Clara Park Facility	Total (w=400)	Under \$60,000 HH income (w=72)	\$60,000 to under \$120,000 HH income (w=133)	\$120,000 or more HH income (w=130)	Resides in 95050 (w=132)	Resides in 95051 (w=177)	Resides in 95054 (w=54)	Visits Park Facilities 4+ times a month (w=137)	Visits between 1-3 times a month (w=137)	Visits less or never (w=125)
Q4b. Any city park other than Central Park	62%	60%	57%	73%	63%	62%	66%	88%	78%	16%
Q4a. Central Park	59%	58%	60%	60%	57%	71%	47%	77%	73%	23%
Q4i. Any city playground	42%	43%	39%	49%	41%	42%	50%	69%	46%	8%
Q4e. Any of the city's off-street biking or creek trails	40%	29%	38%	53%	43%	34%	58%	59%	52%	6%
Q4j. Any of the city's recreational centers*	32%	40%	26%	35%	30%	42%	18%	53%	33%	10%
Q4c. Any city-owned public athletic field*	30%	24%	31%	36%	33%	31%	27%	50%	35%	3%
Q4h. The International Swim Center in Central Park	17%	19%	13%	24%	19%	21%	6%	26%	18%	5%
Q4g. Any of the city's public swimming pools	13%	17%	10%	15%	14%	16%	6%	23%	12%	2%
Q4f. Ulistac Natural Area	12%	8%	13%	16%	4%	10%	44%	18%	16%	1%
Q4d. Youth Soccer Park, next to the 49ers' new Levi Stadium	10%	9%	11%	9%	11%	8%	18%	13%	14%	2%

Notes

This second table lists visiting percentages for categories representing household income, overall park use, and voter status.

The color-coding definitions – blue indicates an unusually high visiting rate and yellow, the opposite – are the same:

- **Light blue** indicates a statistically significant variation within the measurement area *and* an outcome percentage at least five points *higher* than the total sample's.*
- **Light yellow** indicates a statistically significant variation within the measurement area *and* an outcome percentage at least five points *lower* than the total sample's.

* The color-coding includes measurement areas in which there were only marginally significant differences.



Perceptions About Santa Clara's Existing Park System

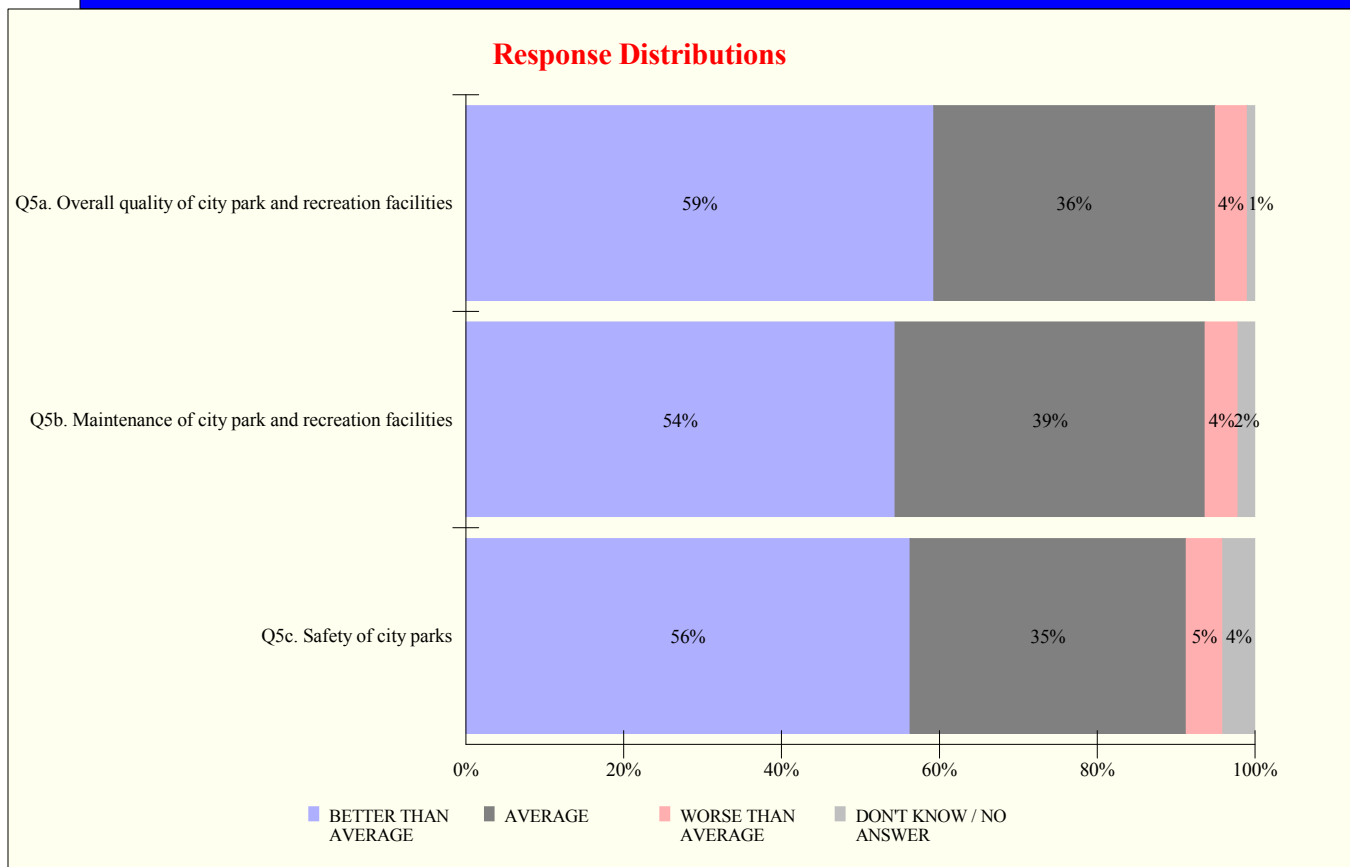
Graphic Summary Section Three

Figure 14

Overall Perceptions About the Santa Clara Park System

Q5a-c. "Compared with what you'd expect from a city like Santa Clara, would you say <insert statement> is better than average, average, or worse than average?"

Base for chart: Total sample (n=400, weighted) for each question



Notes

Respondents, asked to compare Santa Clara's park system to what would be expected from a city like Santa Clara, produced relatively favorable results:

- **The overall quality of Santa Clara's park and recreation facilities:** Six in ten (59%) rated the park system as "better than average," while 36% judged it "average."
- **The maintenance of Santa Clara's city park and recreation facilities:** Fifty-four percent (54%) judged the park system's maintenance to be "better than average," a marginally significant five-point decline from overall quality. (Figure 16 shows that younger to middle-aged respondents were more critical than older ones.) Four in ten (39%) characterized maintenance as "average."
- **The safety of Santa Clara city parks:** Fifty-six percent (56%) reported park safety is "better than average," while 35% said it is "average."

Only a small fraction (4% to 5%) rated each as "worse than average," suggesting no serious-but-unaddressed park-related issues.

The three measurements were all significantly correlated, meaning that those rating one measure favorably (or less so) also tended to do so with the others.* That explains why the same respondents – older respondents and more frequent park users – were more likely than others to favorably grade the Santa Clara Park System. Figures 15-17 describe these variations for each measure.

*The average rank order (tau-b) correlation for the three was a relatively strong +.40.

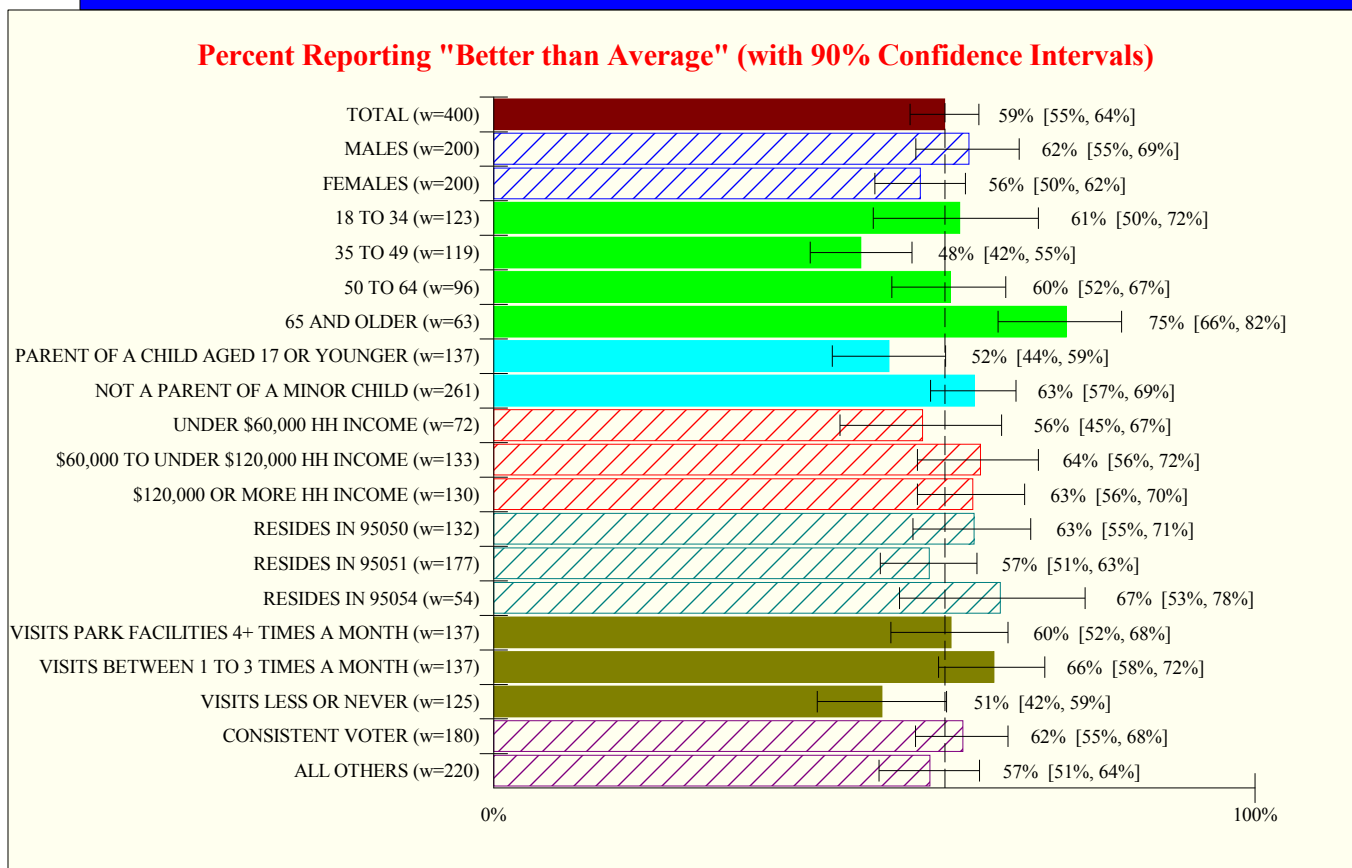
Segment percentages sum to 100% within each bar.

Figure 15

Perceptions About Overall Quality of the Santa Clara Park Facilities by Background Category

Q5a. "Compared with what you'd expect from a city like Santa Clara, would you say the overall quality of Santa Clara park and recreation facilities is better than average, average, or worse than average?"

Base for chart: Total sample (n=400, weighted); weighted sub-sample sizes are listed



Notes

For each category listed, the percentage rating the overall quality of Santa Clara's park and recreation facilities as being "better than average" is listed. The confidence intervals indicate the ranges within which the actual population percentages would likely be observed if all of Santa Clara's adult residents had been surveyed.

Overall, 59% characterized the quality of Santa Clara's park system as "better than average" (as shown in the graph's top bar). This percentage, however, varied significantly by age, parental status, and frequency of overall city park system use. Older respondents (less likely to have children, which explains the parental status variation) and more frequent users of Santa Clara's park facilities were more likely than others to favorably evaluate the park system.

Other measurement area variations were not large enough to be statistically meaningful.

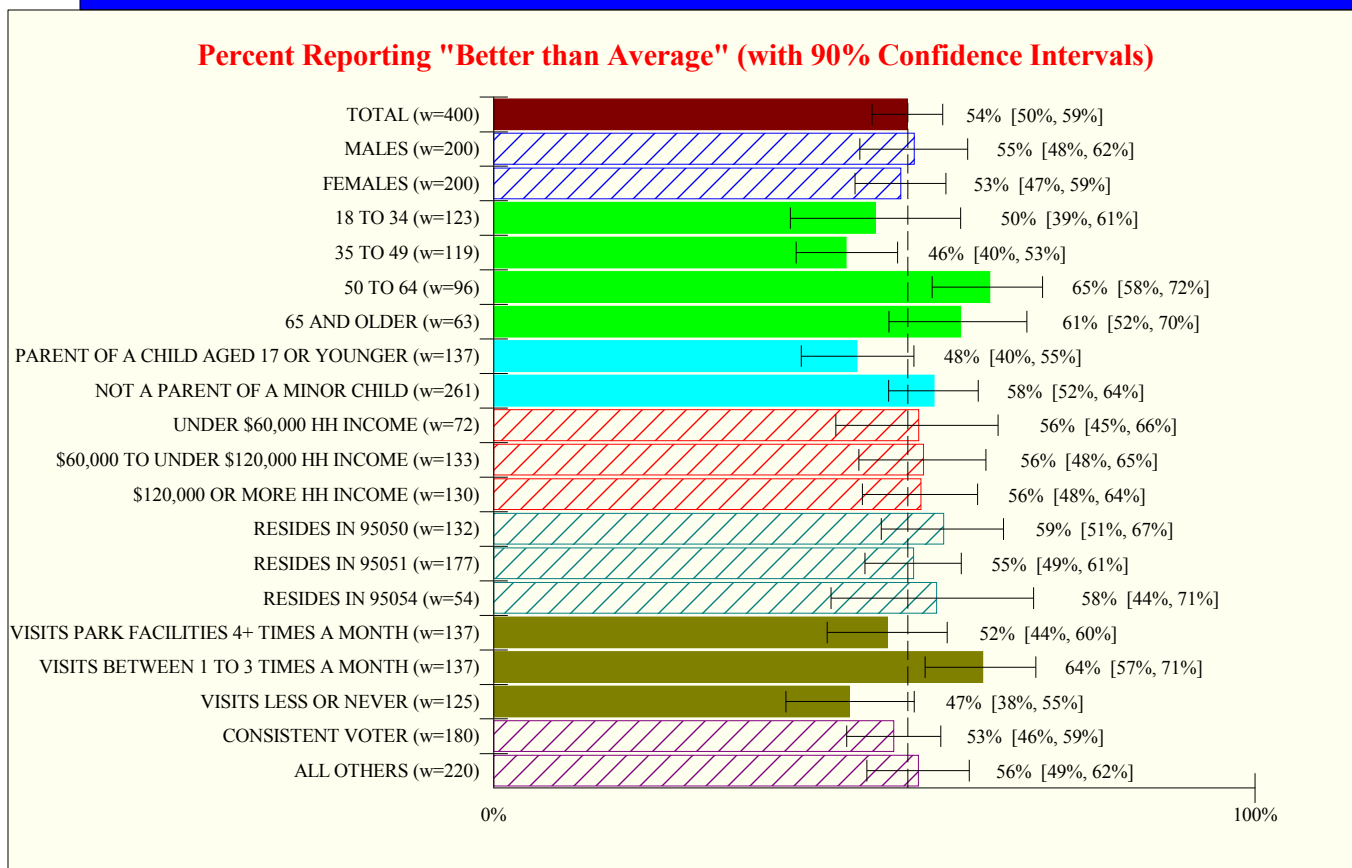
The dashed line indicates the total sample percentage. The confidence intervals are asymmetric.

Figure 16

Perceptions About Maintenance of Santa Clara Park Facilities by Background Category

Q5b. "Compared with what you'd expect from a city like Santa Clara, would you say the maintenance of Santa Clara city park and recreation facilities is better than average, average, or worse than average?"

Base for chart: Total sample (n=400, weighted); weighted sub-sample sizes are listed



Notes

Respondents aged 50 and older were roughly 1.3 times more likely than their younger counterparts to judge the maintenance of Santa Clara city park and recreation facilities as being "better than average." Frequent park users were also statistically more likely than others to arrive at the same conclusion (although the frequent-user trend was inconsistent, as shown).

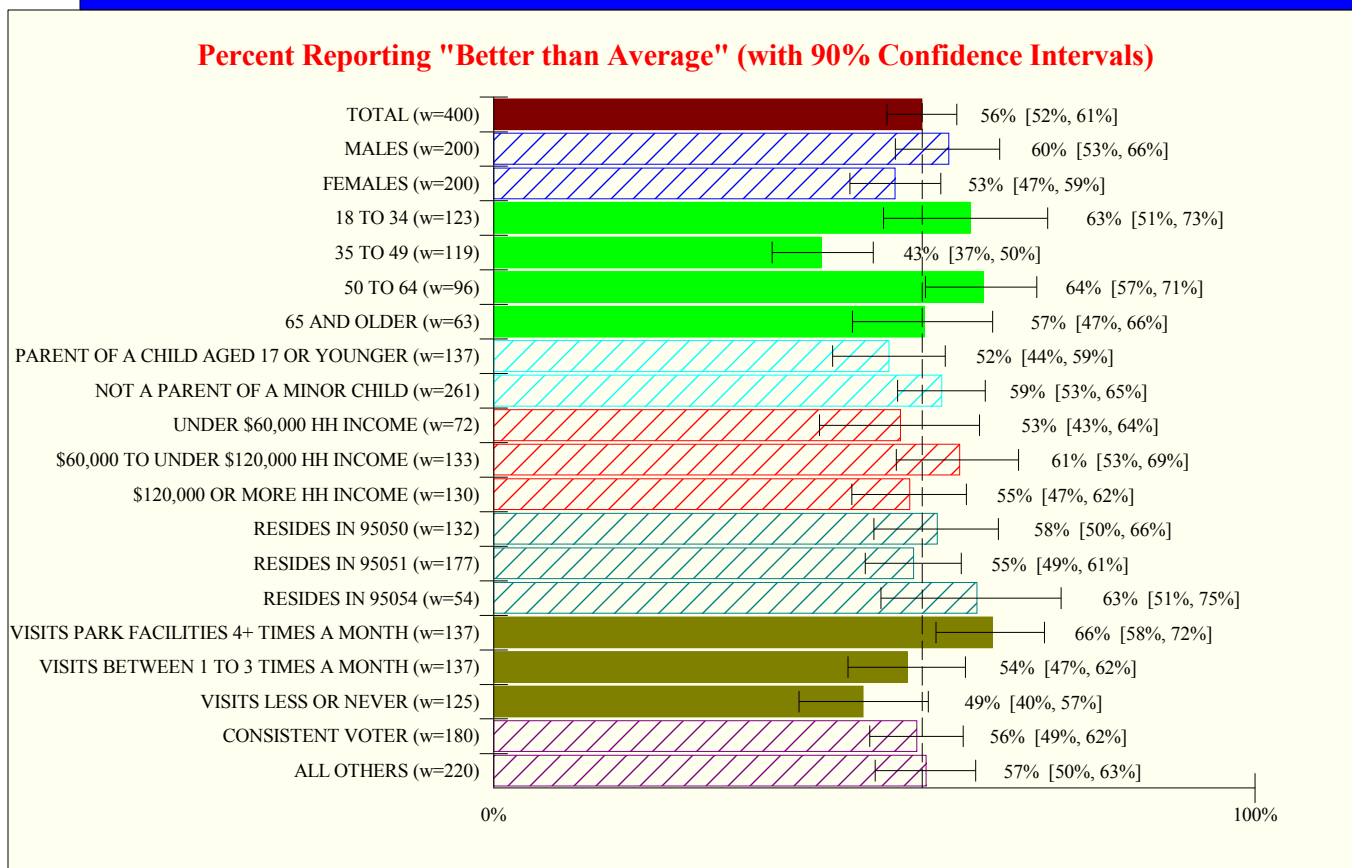
The dashed line indicates the total sample percentage. The confidence intervals are asymmetric.

Figure 17

Perceptions About Safety of Santa Clara Parks by Background Category

Q5c. "Compared with what you'd expect from a city like Santa Clara, would you say the safety of Santa Clara city parks is better than average, average, or worse than average?"

Base for chart: Total sample (n=400, weighted); weighted sub-sample sizes are listed



Notes

Overall, 56% rated the safety of Santa Clara parks as "better than average," but statistically significant variations in this outcome were found among age and frequency-of-park-use categories. Respondents aged 35 to 49 were approximately 1.4 times less likely than others to favorably rate park system safety, while the most frequent park users were about 1.4 times more likely than those visiting less than once a month to favorably rate it.

The dashed line indicates the total sample percentage. The confidence intervals are asymmetric.

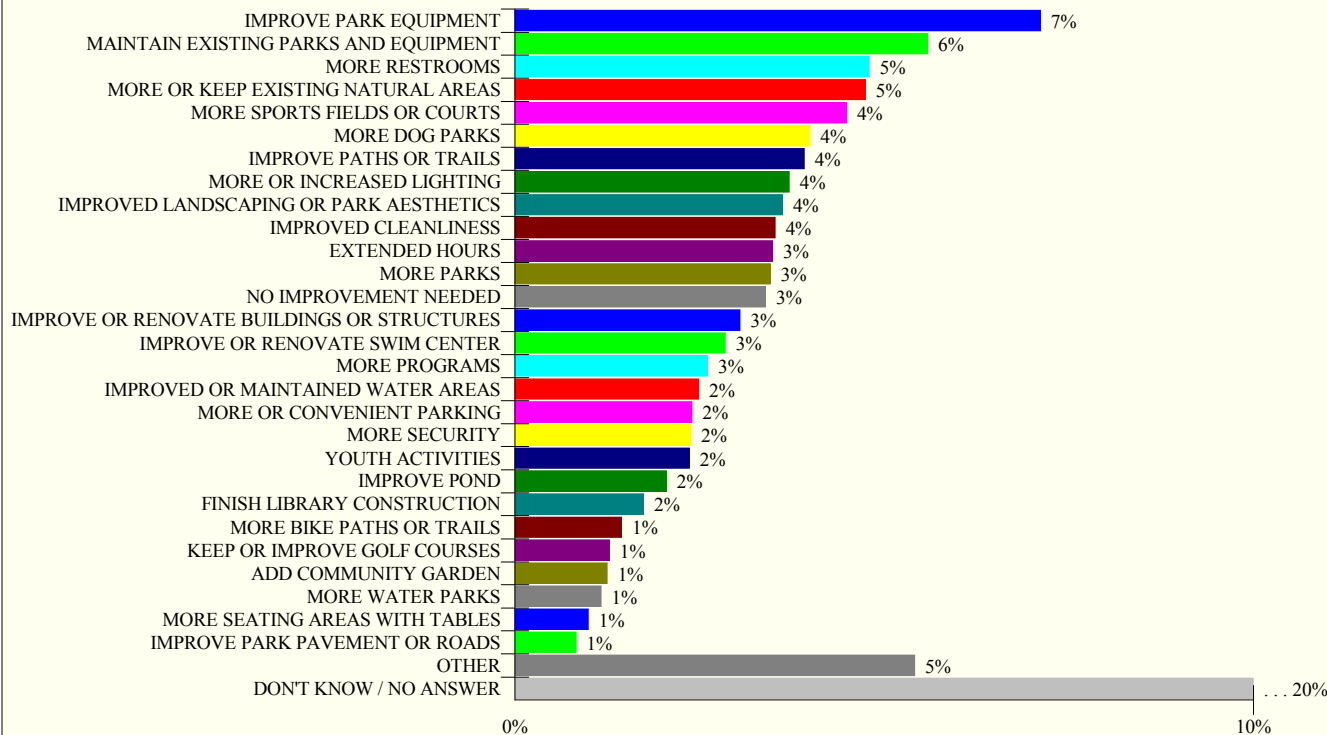
Figure 18

The One Most Desirable Improvement to the Santa Clara Park System

Q6. "In your own words, what one physical improvement or addition to the City of Santa Clara recreation and park system would you most like to see happen? And this could be any type of land or building improvement."

Base for chart: Total sample (n=400, weighted)

Categorization of Unaided Responses



Notes

Asked to recommend, unaided, the one most desirable improvement to the city's park system, respondents produced a range of answers but little consensus. Seven percent (7%) suggested improving park equipment (such as playground equipment, tables and benches, batting cages, and other park amenities); 6%, placing more emphasis on general maintenance; 5%, adding more restrooms; 5%, giving more emphasis to retaining existing natural areas; 4%, adding more athletic fields or tennis courts; 4%, adding more dog parks; 4%, improving paths or trails; 4%, creating better lighting; 4%, improving park landscaping; and 4%, placing more emphasis on park cleanliness. Less frequently cited responses are listed in the chart.

Three percent (3%) recommended improving or renovating the International Swim Center.

This next chart compares outcomes between frequent and less frequent park system users, and Section Addendum Figure 20 displays a word cloud developed from the verbatim responses to Q6.

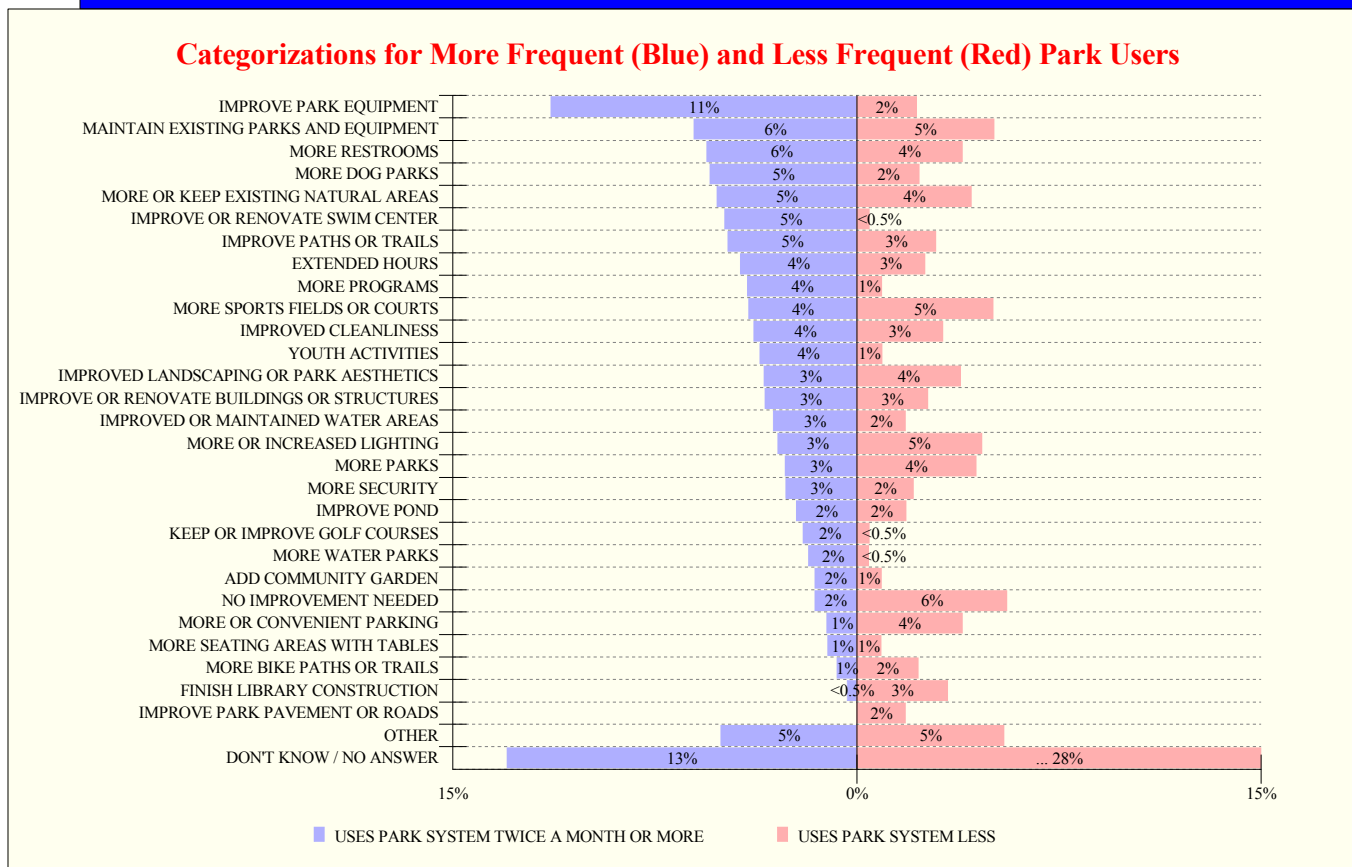


Figure 19

The One Most Desirable Improvement by Frequency of Park System Use

Q6. "In your own words, what one physical improvement or addition to the City of Santa Clara recreation and park system would you most like to see happen? And this could be any type of land or building improvement."

Base for chart: Those visiting the park system at least two times a month (w=215, weighted) and those visiting less (w=184, weighted) for each question



Notes

This chart addresses the question, "Did the recommendations from frequent park users differ from those of infrequent users?" The answer generally is no. As shown, frequent users were more likely (by an 11% to 2% margin) to recommend routine park equipment improvements, but other differences were relatively minor.

Among frequent park users, 5% recommended improving or recommending the International Swim Center. Among less frequent users, one respondent suggested this action, suggesting the ISC seems to have no top-of-mind presence among this group.

As shown, no significant problem areas among infrequent users were identified that would explain these respondents' failure to use the park system more often.

Desirability of Specific Park System Improvement Options

Graphic Summary Section Four

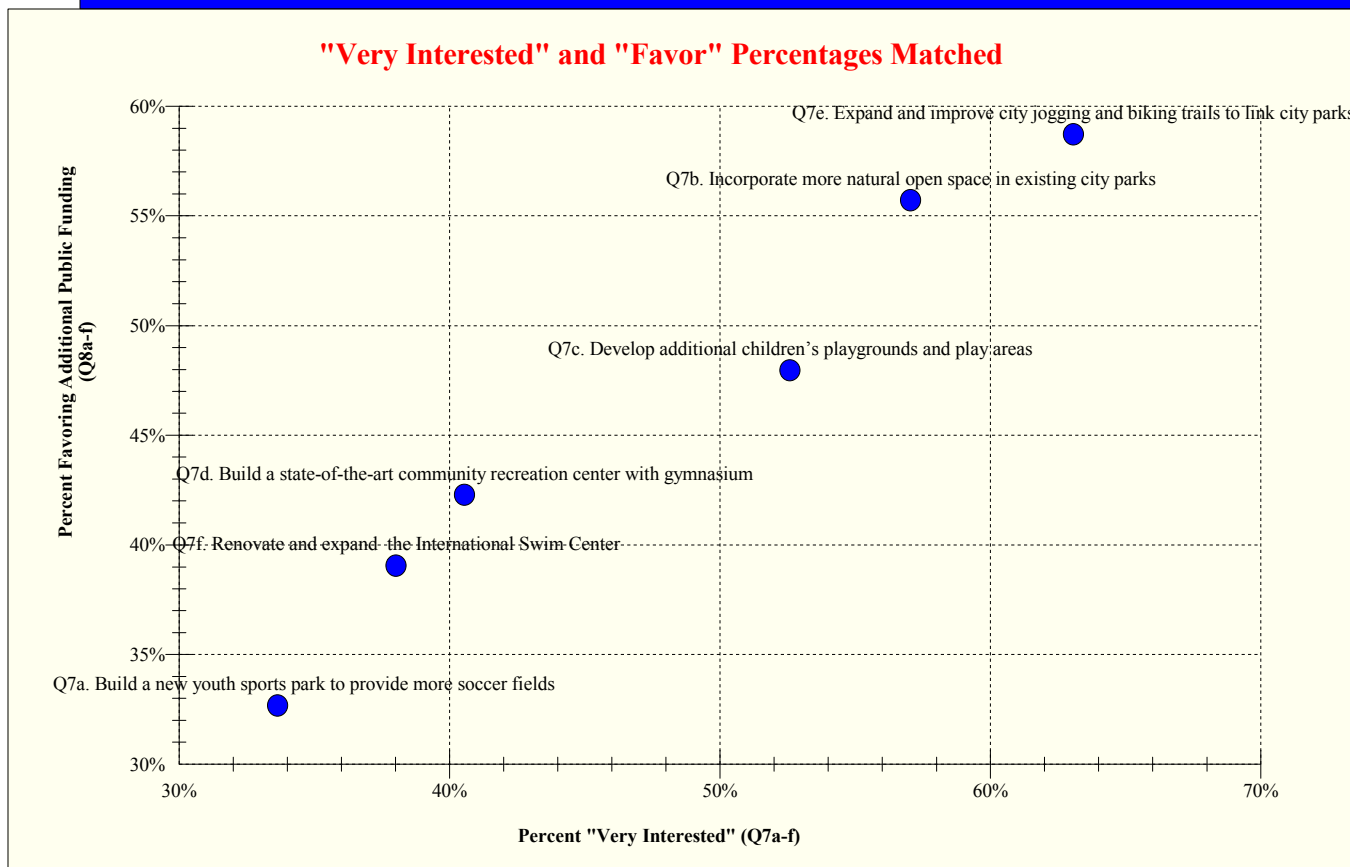
Figure 21

Section Introduction: Comparing Interest Levels with Support for Additional Funding for Six Park System Improvement Options

Q7a-f. "One option is to <insert statement>. Would you be very, moderately, or not very interested in this?"

Q8a-f. "Would you tend to favor, be neutral to, or oppose additional public funding to <insert statement>?"

Base for chart: Total sample (n=400, weighted) for each question in Q7a-f and Q8a-f



Notes

Respondents were first asked to rate their degree of interest in each of six park system improvement options (as measured in Q7a-f) and then to rate their propensity to support additional funding for each (Q8a-f). This chart briefly summarizes overall results and provides an introduction to the more detailed charts that follow in this section.

The degree of interest in a park system improvement option was correlated with the willingness to support additional public funding for it. Those tending to show more (or less) interest in an improvement were more likely to favor (or oppose) funding for it. The chart shows the close relationship between the two sets of measures.

As shown, the two sets of measures combined to produced a preference rank-ordering running from top-right to bottom-left. The chart suggests an almost linear decline in preference from the option receiving the most favorable feedback (expanding improving city jogging and biking trails to link city parks) to the one generating the least favorable response (building a new youth sports park to provide more soccer fields).

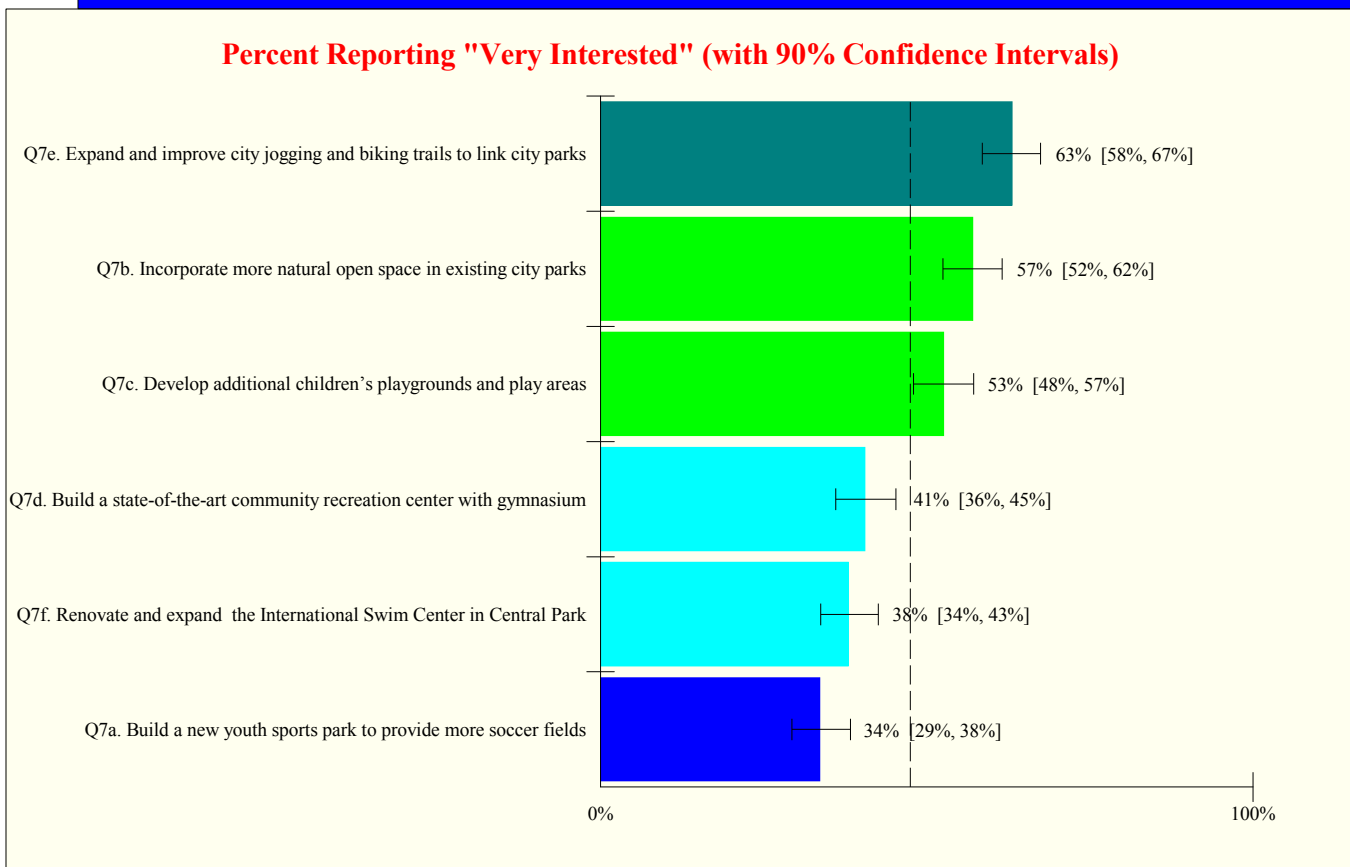
Figures 22-28 and 37-40 (in the next section) elaborate on various aspects of these results. Section Addendum Figures 33-36 provide outcome results by background measurement for categories representing gender, age, parental status, household income, location, overall park system use, and voter status.

Figure 22

Interest in Specific Park and Recreation Improvements (1)

Q7a-f. "The City of Santa Clara's Recreation and Park Department is exploring a number of proposed recreation and park system improvement options, and I'm going to ask you about them . . . One option is to <insert statement>. Would you be very, moderately, or not very interested in this?"

Base for chart: Total sample (n=400, weighted) for each question



Notes

Respondents were asked to rate (using a three-point scale) their degree of interest in each of the six park system improvement options listed. "Very interested" percentages are shown, with bars color-coded to indicate degrees of distance above or below the dashed line (the average outcome).* The confidence intervals show the ranges within which the population percentages would likely fall if all adult Santa Clara residents had been surveyed rather than just this sample of 400. These results was observed:

- **Well above-average relative interest (turquoise):** More than six in ten (63%) were "very interested" in expanding and improving the city jogging and biking trails to link city parks, an outcome significantly higher than all others.
- **Above-average relative interest (green):** Each of these two options – incorporating more natural open space in existing city parks, and developing additional children's playgrounds and play areas – received endorsements from over half the sample, a significantly better performance than for the options ranked below them.
- **Below-average relative interest (shades of blue):** These three options – building a state-of-the-art community recreation center with gymnasium, renovating and expanding the International Swim Center in Central Park, and building a new youth sports park to provide more soccer fields – generated significantly less interest than the others, placing them in the lower half of the rank-ordering.

The next chart lists the response distributions for Q7a-f.

* At left, a difference of six percentage points or more can be considered meaningful.

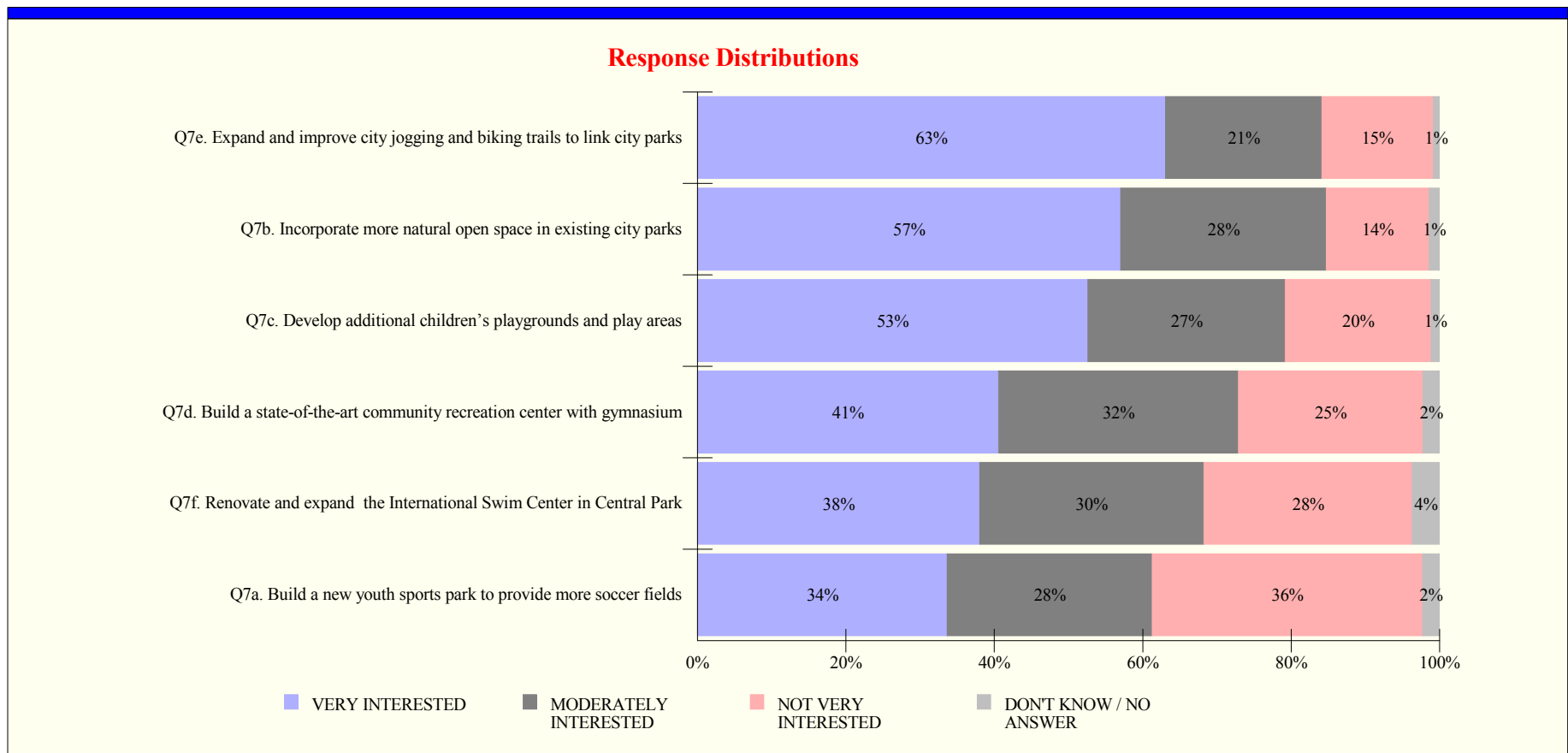
The dashed line indicates the average outcome. The confidence intervals are asymmetric.

Figure 23

Interest in Specific Park and Recreation Improvements (2)

Q7a-f. "The City of Santa Clara's Recreation and Park Department is exploring a number of proposed recreation and park system improvement options, and I'm going to ask you about them . . . One option is to <insert statement>. Would you be very, moderately, or not very interested in this?"

Base for chart: Total sample (n=400, weighted) for each question



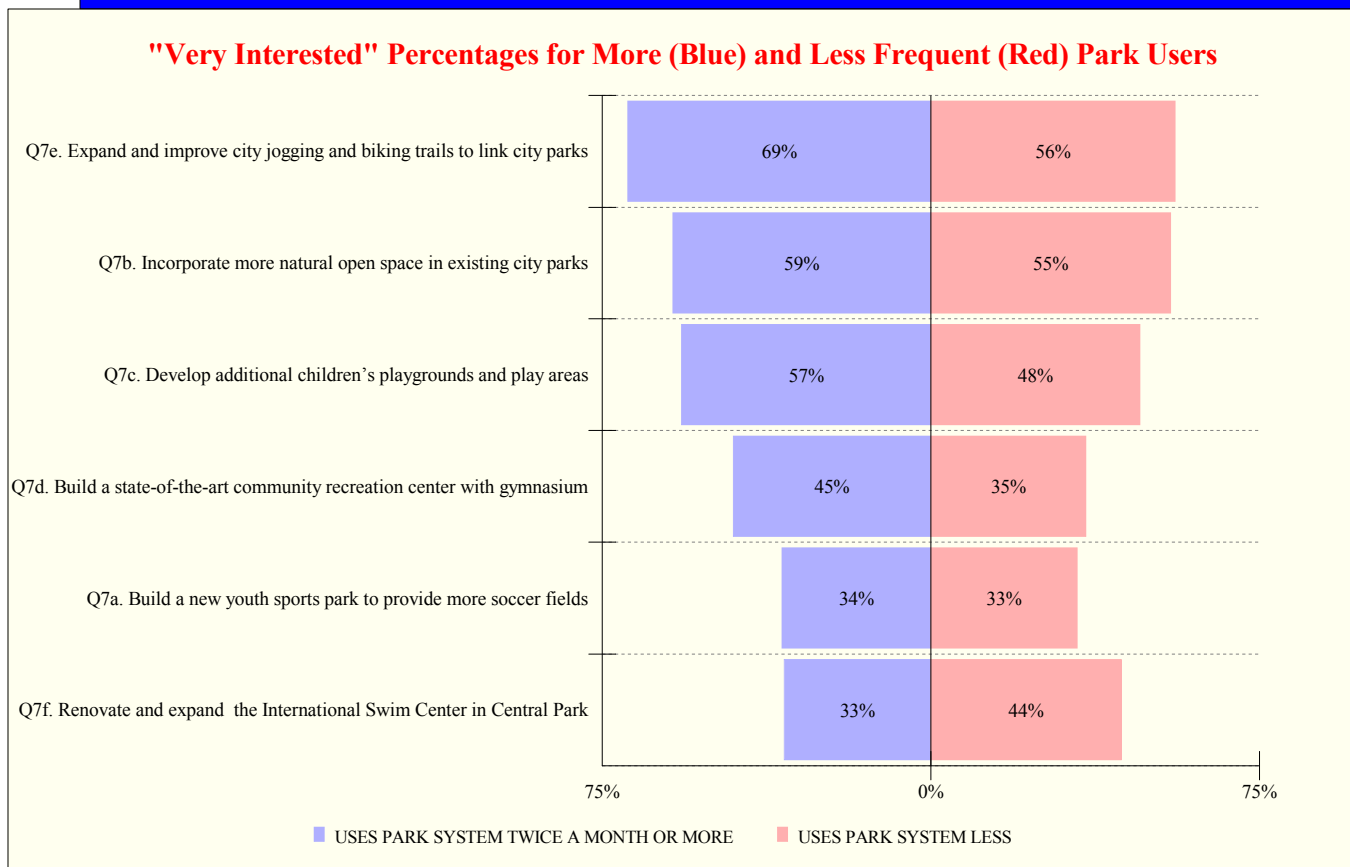
Segment percentages sum to 100% within each bar. Item rank-ordering matches the previous chart's.

Figure 24

Interest in Specific Park and Recreation Improvements by Overall Park System Use

Q7a-f. "The City of Santa Clara's Recreation and Park Department is exploring a number of proposed recreation and park system improvement options, and I'm going to ask you about them . . . One option is to <insert statement>. Would you be very, moderately, or not very interested in this?"

Base for chart: Those visiting the park system at least two times a month (w=215, weighted) and those visiting less (w=184, weighted) for each question



Notes

This chart lists the percentages within each frequency-of-use group answering "very interested" to the six options.

Overall, frequent park users – tending to be younger and more likely to have children; see Figure 8 – expressed stronger interest than others in expanding and improving city jogging and biking trails, developing additional children's playgrounds and play areas, and building a state-of-the-art community recreation center with gymnasium. (The frequent user percentage was between 9 and 13 points higher in each case.)

Less frequent park users were, surprisingly, significantly more interested than frequent ones in International Swim Center improvements, and just about as enthusiastic about incorporating more natural open space in existing parks and in building a new youth sports park.*

* Older respondents, most interested in ISC improvements (as shown in Figure 38) reported less frequent park system use.

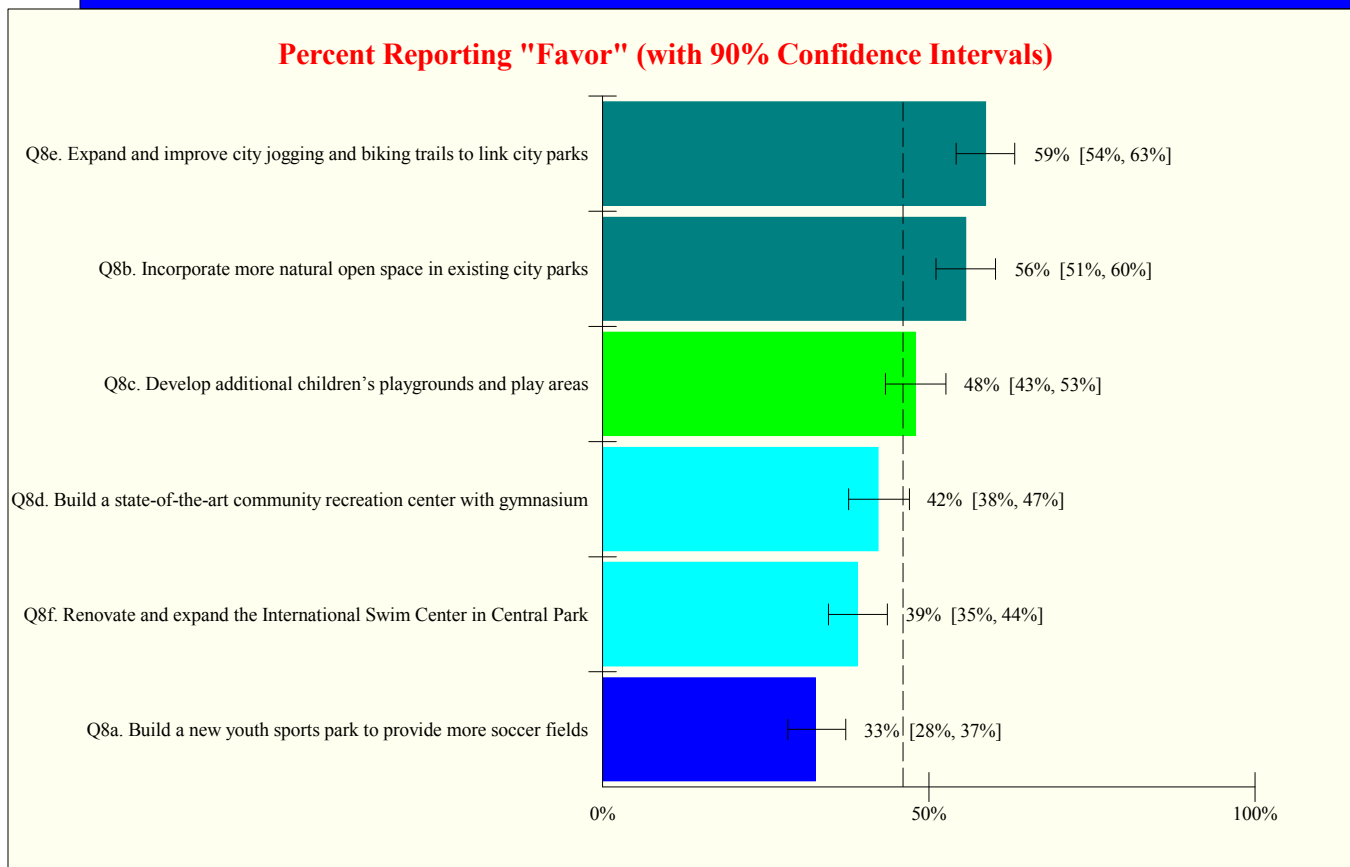
Item are rank-ordered by frequent user percentages.

Figure 25

Support for Additional Public Funding to Support Specific Improvements (1)

Q8a-f. "Would you tend to favor, be neutral to, or oppose additional public funding to <insert statement>?"

Base for chart: Total sample (n=400, weighted) for each question



Notes

For each improvement option, respondents were also asked to indicate whether they would "favor," "be neutral to," or "oppose" additional public funding to support it. The percentages favoring additional funding are displayed, with bars color-coded to show degrees of distance above or below the dashed line (the average outcome).* The confidence intervals indicate the ranges within which the "favor" percentages would likely fall if all Santa Clara residents had been surveyed. This was observed:

- **Well above-average "favor" percentage (turquoise):** Majorities said they would "favor" expanding and improving city jogging and biking trails, and incorporating more natural open space in existing city parks. Not only did these two options score significantly better than all others, their confidence intervals ranged above 50%, suggesting that the majority of Santa Clara residents favor each.
- **Average "favor" percentage (green):** About half (48%) said they would "favor" developing additional children's playgrounds and play areas, placing this improvement in the middle of the rank-ordering.
- **Below-average "favor" percentages (shades of blue):** "Favor" percentages for these three options – building a state-of-the-art community recreation center with gymnasium, renovating and expanding the International Swim Center, and building a new youth sports park to provide more soccer fields – were well below 50%, indicating that "neutrals" will need persuading for each. The favorable news, as the next chart shows, is that "favor"- "oppose" splits ignoring "neutrals" for the community center (63% to 37%) and the ISC (61% to 39%) were significantly better than 50%-50%.

* At left, a six percentage point difference is meaningful.

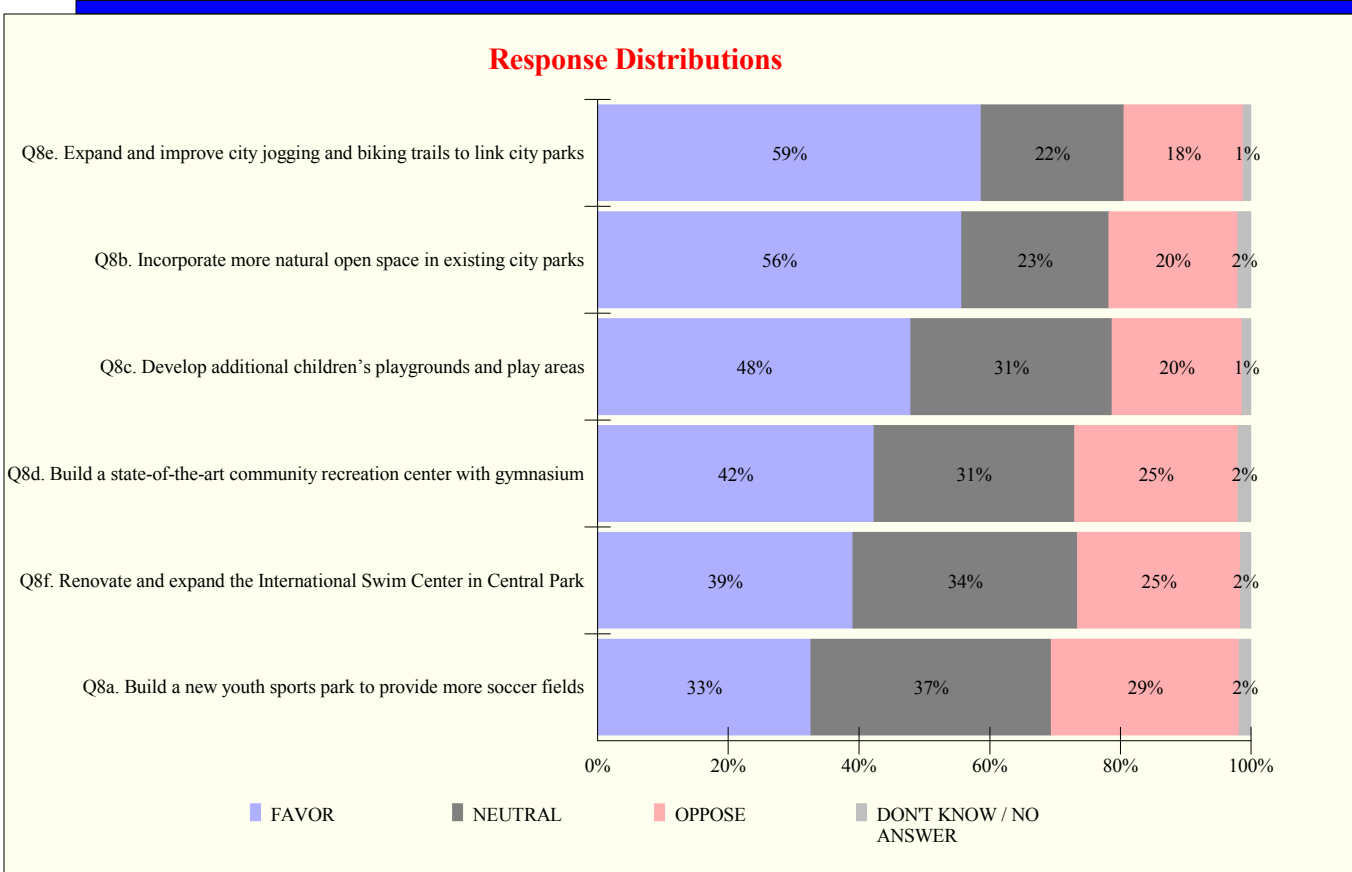
The dashed line indicates the average outcome. The confidence intervals are asymmetric.

Figure 26

Support for Additional Public Funding to Support Specific Improvements (2)

Q8a-f. "Would you tend to favor, be neutral to, or oppose additional public funding to <insert statement>?"

Base for chart: Total sample (n=400, weighted) for each question



Notes

The response distributions to Q8a-f are shown in this chart.

These were the "favor"- "oppose" splits, ignoring "neutrals" and "don't know's":

- **Expand and improve city jogging and biking trails to link city parks:** 76% "favor" to 24% "oppose"
- **Incorporate more natural open space in existing city parks:** 74% to 26%
- **Develop additional children's playgrounds and play areas:** 71% to 29%
- **Build a state-of-the-art community recreation center with gymnasium:** 63% to 37%
- **Renovate and expand the International Swim Center in Central Park:** 61% to 39%
- **Build a new youth sports park to provide more soccer fields:** 53% to 47% (not statistically different than a 50%-50% split)

Ignoring those without an opinion, for every improvement except for last, the "favor" percentage was significantly better than the "oppose" one.

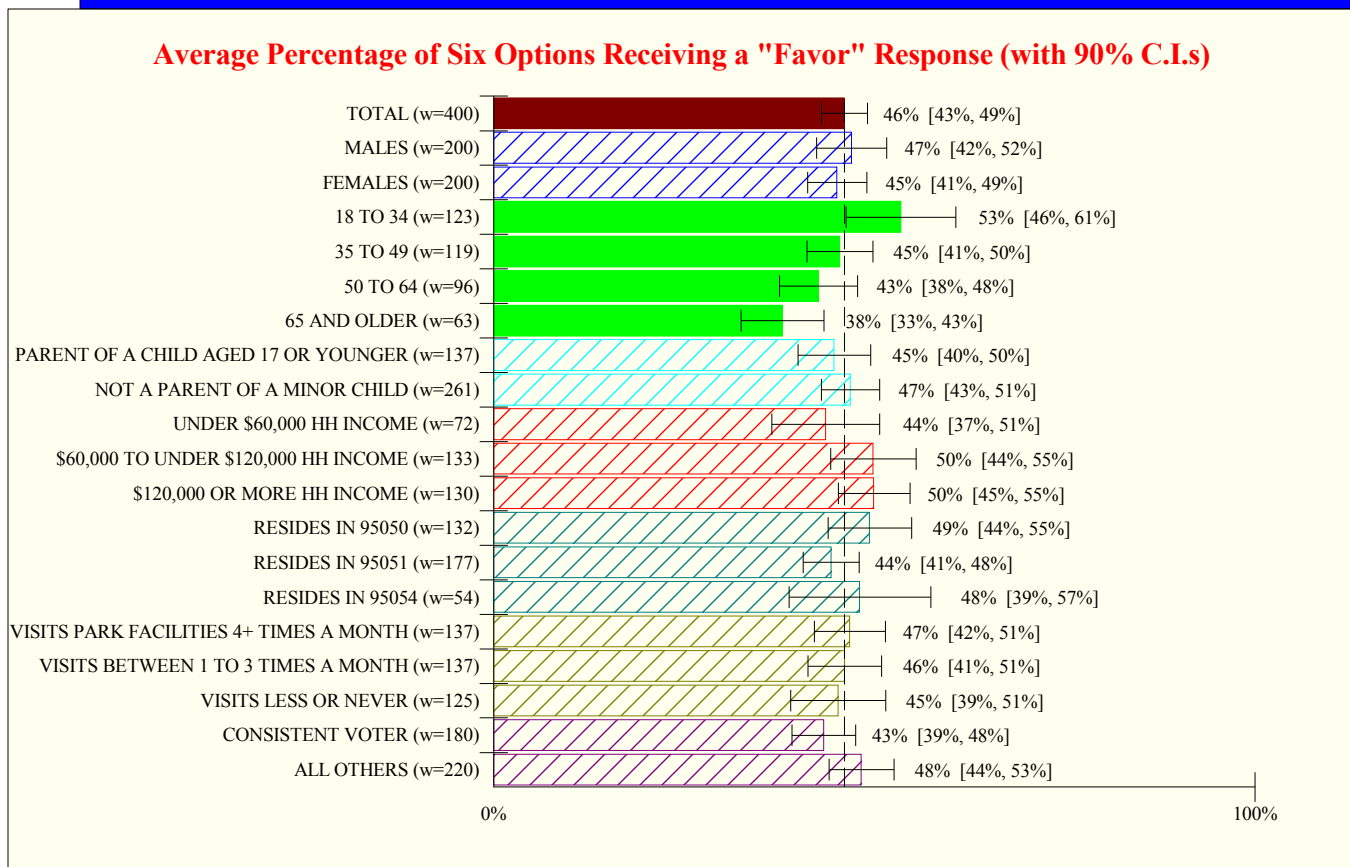
Segment percentages sum to 100% within each bar. Item rank-ordering matches the previous chart's.

Figure 27

Overall Propensity to Favor Additional Funding by Background Category

Q8a-f. "Would you tend to favor, be neutral to, or oppose additional public funding to <insert statement>?"

Base for chart: Total sample (n=400, weighted); weighted sub-sample sizes are listed



Notes

Every respondent evaluated six improvement options proposed for additional public funding. For each respondent, the percentage of "favor" responses (out of the six) was recorded. The chart lists the averaged percentage overall and by background category. As shown, the average respondent claimed to "favor" 46% of the options tested (or approximately three of six). Among males and females, the averages were 47% and 45%, respectively. Other percentages are interpreted similarly.

This (percentage) score is assumed to quantify overall perceptions about additional public funding for park system improvements. Looking at background differences in the score provides insight into the type of resident most likely to support additional funding for general improvements.

As shown, a statistically significant trend was found for age. Younger respondents exhibited a higher propensity than their older counterparts to say they would "favor" additional funding for the park system improvements.* (The age variation was significant even after adjusting for other background measurements.) Other background measurement variations were not large enough to be meaningful.

*Unfortunately, younger residents are less likely to be consistent voters.

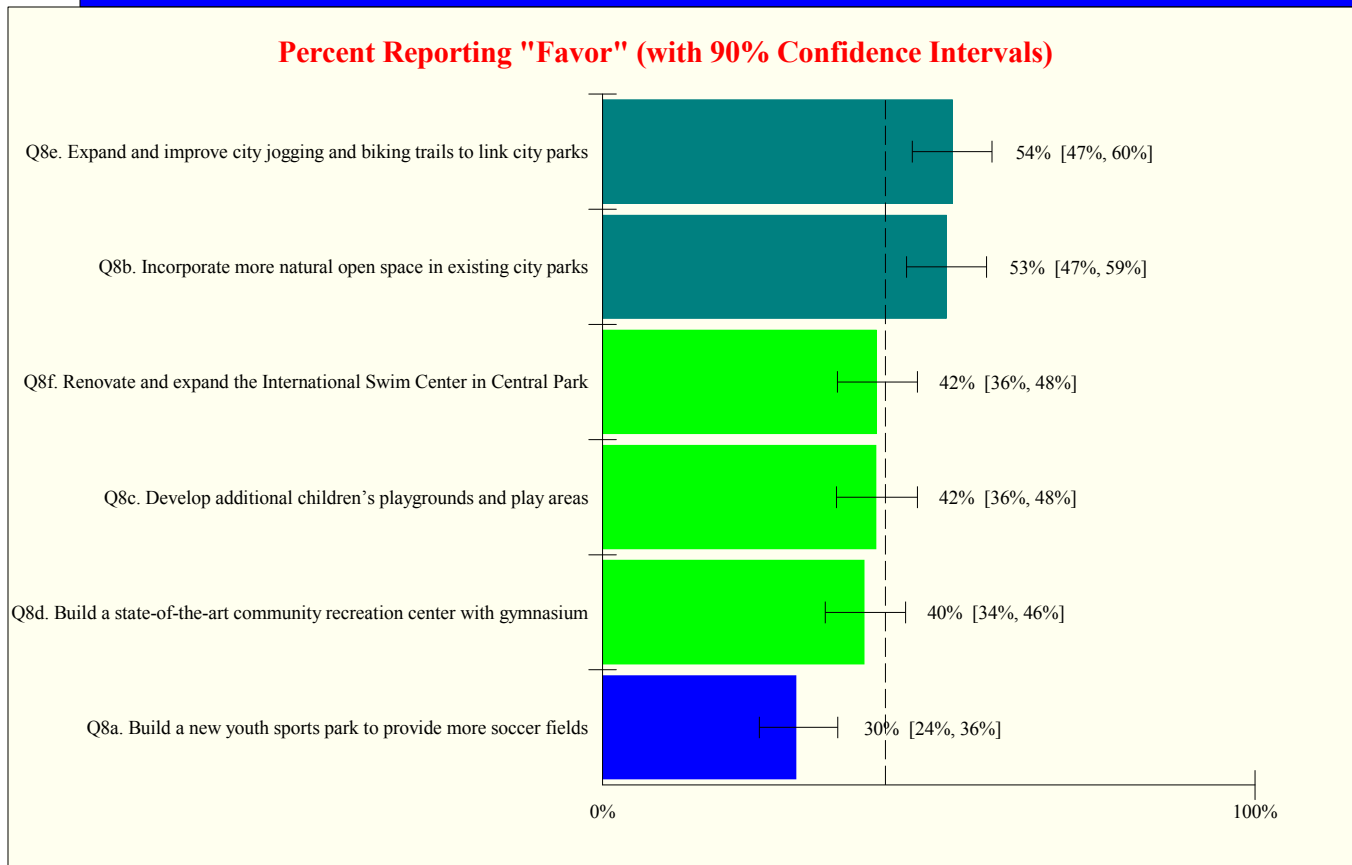
The dashed line indicates the total sample outcome.

Figure 28

Support for Additional Public Funding Among Consistent Voters

Q8a-f. "Would you tend to favor, be neutral to, or oppose additional public funding to <insert statement>?"

Base for chart: Those indicating being registered to vote and reporting, for D4, "always" voting in local elections (w=180, weighted) for each question



Notes

These are the "favor" percentages for the sample's consistent voters, with bars again color-coded to show degrees of distance above or below the dashed line (the average consistent voter outcome)*. The confidence intervals indicate the ranges within which the "favor" percentages would likely fall if all Santa Clara's consistent voters had been surveyed.

Among this sub-sample, 54% said they would "favor" additional public funding for expanding and improving city jogging and biking trails; 53%, for incorporating more natural open space in existing city parks; 42%, for renovating and expanding the International Swim Center; 42%, for developing additional children's playgrounds and play areas; 40%, for building a state-of-the-art community recreation center with gymnasium; and 30%, for building a new youth sports park to provide more soccer fields.

* At left, a ten percentage point difference is meaningful.

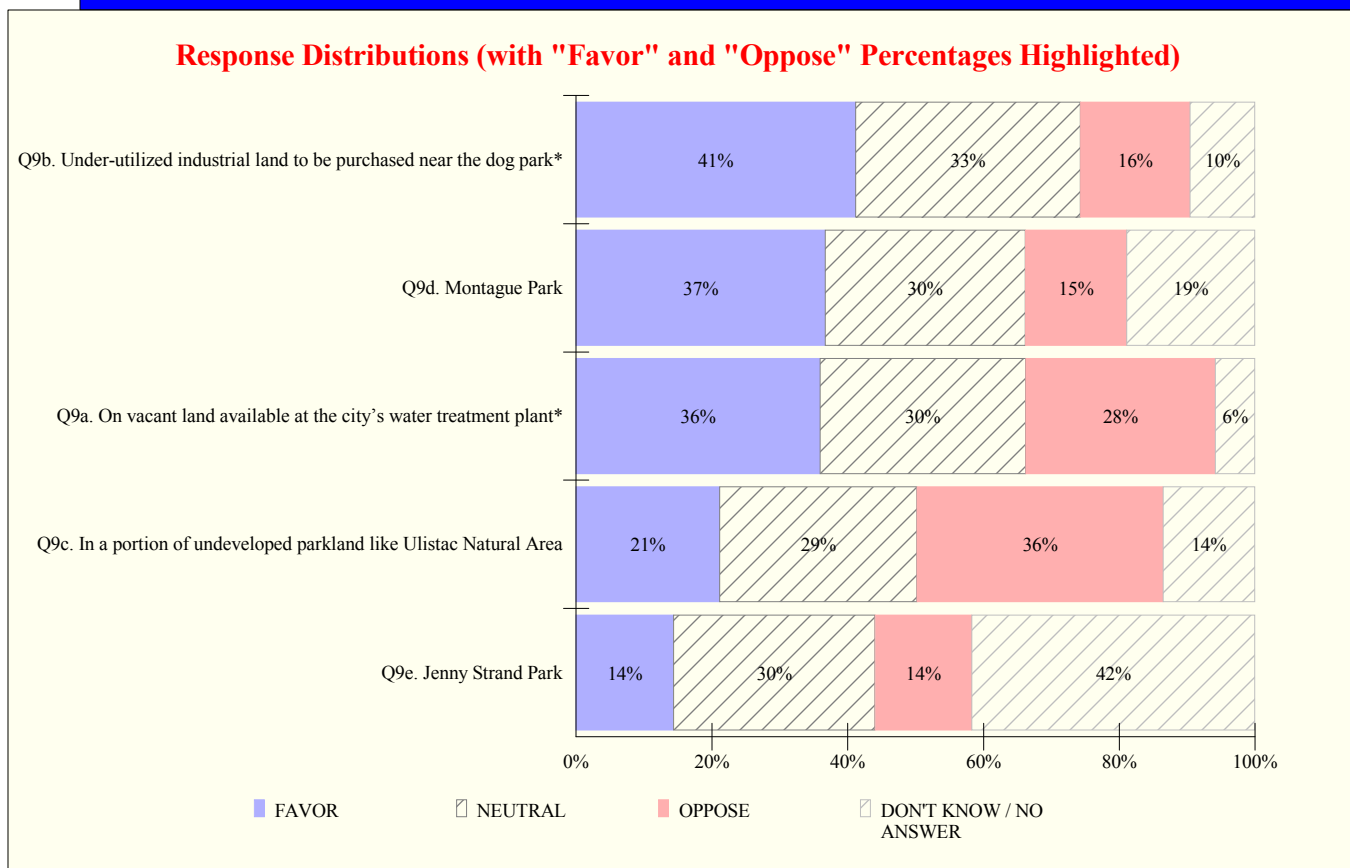
The dashed line indicates the average outcome. The confidence intervals are asymmetric.

Figure 29

Desirable Locations for New Soccer Fields

Q9a-e. "A question about soccer fields . . . Because of NFL stadium game day impacts, the Youth Soccer Park next door will be difficult to access and use for soccer on game and event days during the year. Several park locations have been suggested for accommodating new soccer fields. One suggested location is <insert location>. Would you tend to favor, be neutral to, or oppose this site?"

Base for chart: Total sample (n=400, weighted) for each question



Notes

Respondents were asked to evaluate (using a three-point "favor" to "oppose" scale) the desirability of five potential locations for new soccer fields. The response distributions for the questions are shown, with the rank-ordering based upon "favor" percentages.

- Relatively desirable locations:** Respondents tended to be enthusiastic about two sites – under-utilized land to be purchased inside Santa Clara near the dog park, and Montague Park. For each, the "favor" percentage was about 2.5 times higher than the "oppose" one. Between the two, land near the dog park produced a slightly higher "favor" percentage (but the four point difference was not large enough to be statistically meaningful) and a lower "don't know" outcome.
- Other sites:** For vacant land available at the city's water treatment plant on Zanker Avenue outside the city limits, the "favor" percentage was 1.3 times higher than the "oppose" one, not a bad performance but not in the class with those for land near the dog park and Montague Park. Respondents clearly judged Ulistac Natural Area as an undesirable location for soccer fields and many seemed unfamiliar with Jenny Strand Park. (Forty-two percent [42%] recorded "don't know's.")

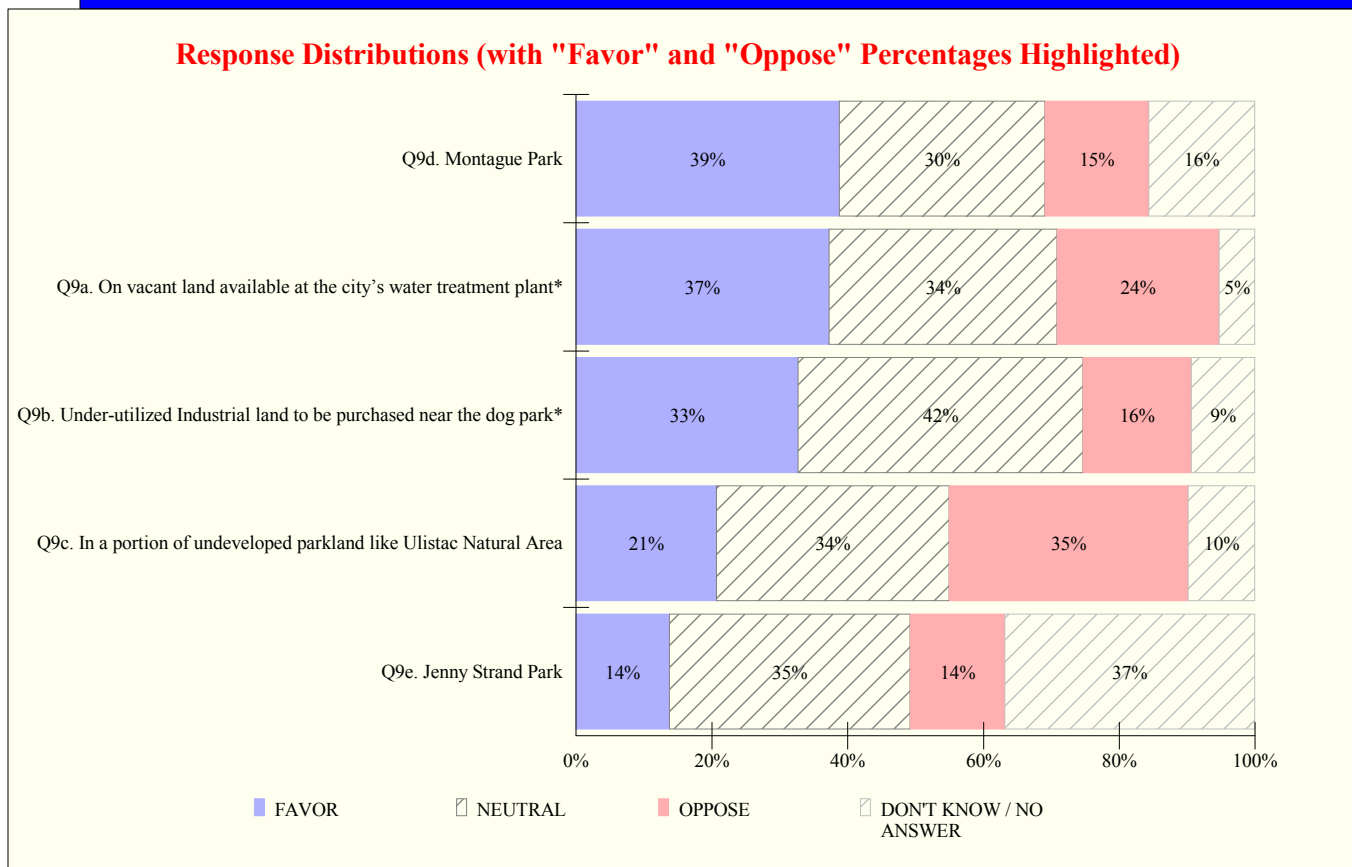
The next chart examines site location preferences among those with children aged 17 or younger living in Santa Clara.

Figure 30

Desirable Soccer Field Locations for Those with Children

Q9a-e. "A question about soccer fields . . . Because of NFL stadium game day impacts, the Youth Soccer Park next door will be difficult to access and use for soccer on game and event days during the year. Several park locations have been suggested for accommodating new soccer fields. One suggested location is <insert location>. Would you tend to favor, be neutral to, or oppose this site?"

Base for chart: Those with children aged 17 or younger currently living in Santa Clara (w=137, weighted) for each question



Notes

These were site preference results among those with children aged 17 or younger living in Santa Clara.* The rank-ordering, based on "favor" percentages, differs from the previous chart's.

- **Relatively desirable locations:** The chart's three top-ranked options each generated a "favor" percentage significantly higher than for "oppose". However, Montague Park's "favor"- "oppose" ratio – its "favor" percentage was 2.6 times higher – was superior to the dog park's (2.1), which in turn was higher than the water treatment plant's (1.5).
- **Other sites:** Parents were generally unenthusiastic about Ulistac Natural Area as a location for soccer fields and most were either "neutral" or unfamiliar with Jenny Strand Park.

*One could also examine the preferences of those "very interested" in building a new youth soccer park (for Q7a). Among this group of 135, land near the dog park (56% favoring and 10% opposing) and Montague Park (52% and 3%) significantly outperformed their competitors. Land near the water treatment plant (48% and 24%), Ulistac Natural Area (29% and 32%) and Jenny Strand Park (18% and 6%) produced less favorable results.

The conclusions drawn from this analysis generally match those from both the previous chart and the one at left: Residents would be most enthusiastic about either Montague Park or land near the dog park.

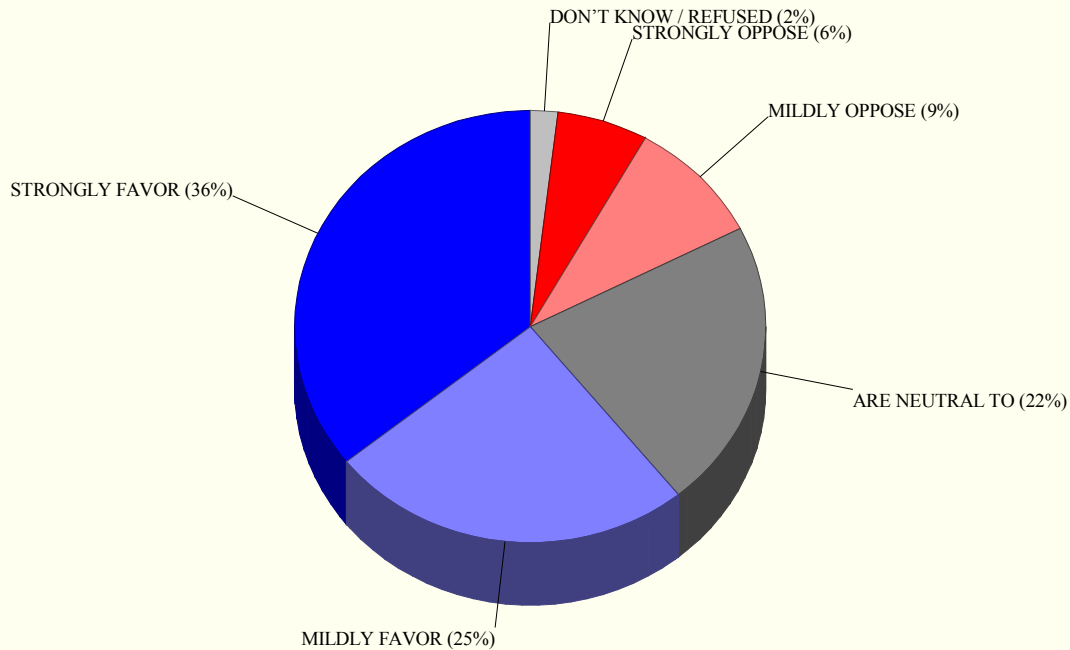
Interestingly, only a minority (27%) among this group reported children aged 17 or younger living in Santa Clara.

Figure 31

Perception About Increasing Developer Parkland Requirements

Q10. "Current City policy requires private developers to set aside 3 acres of parkland for every 1,000 residents in housing developments. The City is looking to increase this requirement to 4.6 acres. The requirement would add more parkland to the city but also adds to developers' costs. Do you strongly favor, mildly favor, are neutral to, mildly oppose, or strongly oppose this requirement?"

Base for chart: Total sample (n=400, weighted)



Notes

Respondents were asked to evaluate a proposal to increase developer parkland set-aside requirements from 3 to 4.6 acres. Respondents were almost four times more likely to answer "favor" (61%, either "strongly" or "mildly") than "oppose" (16%, either "strongly" or "mildly").

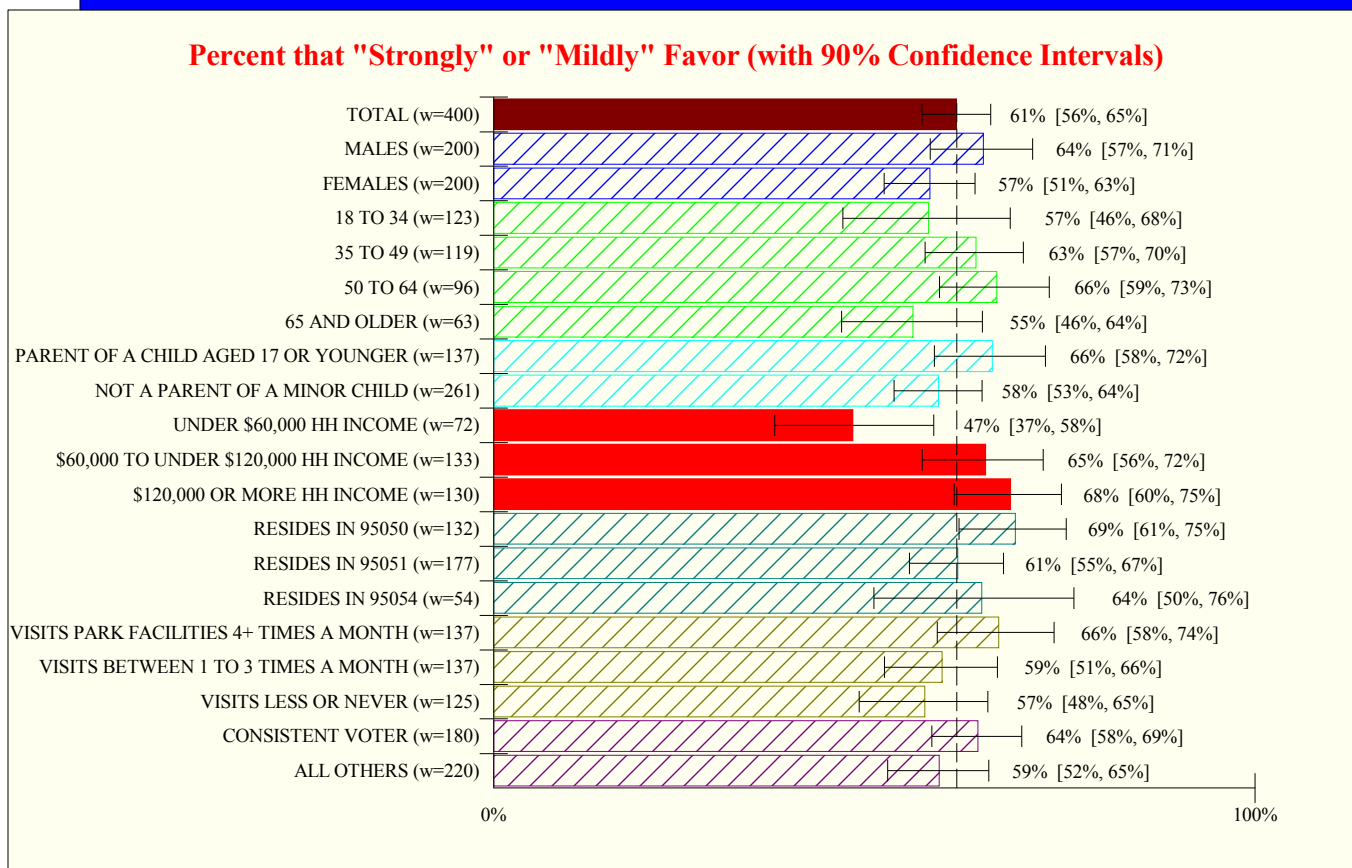
The "favor" percentage varied significantly by household income category, as the next chart shows.

Figure 32

Perception About Increasing Developer Parkland Requirements by Background Category

Q10. "Current City policy requires private developers to set aside 3 acres of parkland for every 1,000 residents in housing developments. The City is looking to increase this requirement to 4.6 acres. The requirement would add more parkland to the city but also adds to developers' costs. Do you strongly favor, mildly favor, are neutral to, mildly oppose, or strongly oppose this requirement?"

Base for chart: Total sample (n=400, weighted); weighted sub-sample sizes are listed



Notes

The least affluent respondents were (for some reason not measured in the survey) about 1.4 times less likely than others to "favor" the proposed parkland set-aside increase. The income effect was statistically significant even after adjusting for differences in gender, age, parental status, and location. Other measurement area variations were not large enough to be statistically significant.

The dashed line indicates the total sample percentage. The confidence intervals are asymmetric.

Figure 33

Section Addendum: Interest in Specific Park and Recreation Improvements by Background Category (1)

Q7a-f. "The City of Santa Clara's Recreation and Park Department is exploring a number of proposed recreation and park system improvement options, and I'm going to ask you about them . . . One option is to <insert statement>. Would you be very, moderately, or not very interested in this?"

Base for chart: Total sample (n=400, weighted) for each question; weighted sub-sample sizes are listed

Percent Reporting "Very Interested"

Proposed Improvement	Total (w=400)	Males (w=200)	Females (w=200)	18-34 (w=123)	35-49 (w=119)	50-64 (w=96)	65 or older (w=63)	Parent of child (w=137)	Not a parent (w=261)
Q7e. Expand and improve city jogging and biking trails to link city parks	63%	60%	66%	71%	68%	62%	41%	61%	64%
Q7b. Incorporate more natural open space in existing city parks	57%	60%	54%	66%	59%	57%	36%	53%	59%
Q7c. Develop additional children's playgrounds and play areas	53%	51%	54%	59%	61%	43%	39%	62%	48%
Q7d. Build a state-of-the-art community recreation center with gymnasium	41%	37%	44%	48%	40%	41%	28%	39%	42%
Q7f. Renovate and expand the International Swim Center in Central Park	38%	35%	41%	30%	38%	47%	39%	40%	37%
Q7a. Build a new youth sports park to provide more soccer fields	34%	35%	33%	40%	31%	32%	29%	26%	38%

Notes

The table lists – for the total sample and for gender, age, and parental status categories – the percentages answering "very interested" to each of the six park system improvement options. The color-coding – blue indicates an unusually high visiting rate and yellow, the opposite – is defined as follows:

- **Light blue** indicates a statistically significant variation within the measurement area *and* an outcome percentage at least five points *higher* than the total sample's.*
- **Light yellow** indicates a statistically significant variation within the measurement area *and* an outcome percentage at least five points *lower* than the total sample's.

* The color-coding includes measurement areas in which there were only marginally significant differences.

Figure 34

Section Addendum: Interest in Specific Park and Recreation Improvements by Background Category (2)

Q7a-f. "The City of Santa Clara's Recreation and Park Department is exploring a number of proposed recreation and park system improvement options, and I'm going to ask you about them . . . One option is to <insert statement>. Would you be very, moderately, or not very interested in this?"

Base for chart: Total sample (n=400, weighted) for each question; weighted sub-sample sizes are listed

Percent Reporting "Very Interested"

Proposed improvement	Total (w=400)	Under \$60,000 HH income (w=72)	\$60,000 to under \$120,000 HH income (w=133)	\$120,000 or more HH income (w=130)	Resides in 95050 (w=132)	Resides in 95051 (w=177)	Resides in 95054 (w=54)	Visits Park Facilities 4+ times a month (w=137)	Visits between 1-3 times a month (w=137)	Visits less or never (w=125)
Q7e. Expand and improve city jogging and biking trails to link city parks	63%	59%	67%	69%	69%	59%	66%	72%	58%	58%
Q7b. Incorporate more natural open space in existing city parks	57%	58%	56%	57%	61%	53%	59%	61%	48%	62%
Q7c. Develop additional children's playgrounds and play areas	53%	56%	58%	48%	54%	51%	52%	60%	43%	55%
Q7d. Build a state-of-the-art community recreation center with gymnasium	41%	39%	43%	44%	43%	38%	41%	42%	42%	38%
Q7f. Renovate and expand the International Swim Center in Central Park	38%	34%	35%	41%	37%	43%	26%	36%	28%	51%
Q7a. Build a new youth sports park to provide more soccer fields	34%	34%	36%	31%	32%	29%	40%	33%	31%	37%

Notes

The table lists – for the total sample and for household income, location, and overall park system use categories – the percentages answering "very interested" to each of the six park system improvement options. The color-coding – blue indicates an unusually high visiting rate and yellow, the opposite – is defined as follows:

- **Light blue** indicates a statistically significant variation within the measurement area *and* an outcome percentage at least five points *higher* than the total sample's.*
- **Light yellow** indicates a statistically significant variation within the measurement area *and* an outcome percentage at least five points *lower* than the total sample's.

* The color-coding includes measurement areas in which there were only marginally significant differences.

Figure 35

Section Addendum: Support for Additional Public Funding to Support Specific Improvements by Background Category (1)

Q8a-f. "Would you tend to favor, be neutral to, or oppose additional public funding to <insert statement>?"

Base for chart: Total sample (n=400, weighted) for each question; weighted sub-sample sizes are listed

Percent Reporting "Favor"

Proposed Improvement	Total (w=400)	Males (w=200)	Females (w=200)	18-34 (w=123)	35-49 (w=119)	50-64 (w=96)	65 or older (w=63)	Parent of child (w=137)	Not a parent (w=261)
Q8e. Expand and improve city jogging and biking trails to link city parks	59%	61%	57%	72%	58%	55%	40%	56%	60%
Q8b. Incorporate more natural open space in existing city parks	56%	61%	50%	67%	52%	54%	43%	49%	59%
Q8c. Develop additional children's playgrounds and play areas	48%	47%	49%	54%	54%	37%	42%	55%	44%
Q8d. Build a state-of-the-art community recreation center with gymnasium	42%	40%	45%	51%	43%	39%	27%	40%	44%
Q8f. Renovate and expand the International Swim Center in Central Park	39%	39%	39%	36%	37%	41%	46%	39%	39%
Q8a. Build a new youth sports park to provide more soccer fields	33%	35%	31%	40%	29%	31%	29%	29%	35%

Notes

The table lists – for the total sample and for gender, age, and parental status categories – the percentages who "favor" providing additional public funding to support each of the six park system improvement options. The color-coding – blue indicates an unusually high visiting rate and yellow, the opposite – is defined as follows:

- **Light blue** indicates a statistically significant variation within the measurement area *and* an outcome percentage at least five points *higher* than the total sample's.*
- **Light yellow** indicates a statistically significant variation within the measurement area *and* an outcome percentage at least five points *lower* than the total sample's.

* The color-coding includes measurement areas in which there were only marginally significant differences.

Figure 36

Section Addendum: Support for Additional Public Funding to Support Specific Improvements by Background Category (2)

Q8a-f. "Would you tend to favor, be neutral to, or oppose additional public funding to <insert statement>?"

Base for chart: Total sample (n=400, weighted) for each question; weighted sub-sample sizes are listed

Percent Reporting "Favor"

Proposed improvement	Total (w=400)	Under \$60,000 HH income (w=72)	\$60,000 to under \$120,000 HH income (w=133)	\$120,000 or more HH income (w=130)	Resides in 95050 (w=132)	Resides in 95051 (w=177)	Resides in 95054 (w=54)	Visits Park Facilities 4+ times a month (w=137)	Visits between 1-3 times a month (w=137)	Visits less or never (w=125)
Q8e. Expand and improve city jogging and biking trails to link city parks	59%	54%	59%	65%	62%	56%	56%	67%	56%	53%
Q8b. Incorporate more natural open space in existing city parks	56%	54%	58%	60%	62%	51%	64%	60%	54%	53%
Q8c. Develop additional children's playgrounds and play areas	48%	49%	53%	48%	48%	48%	47%	51%	45%	48%
Q8d. Build a state-of-the-art community recreation center with gymnasium	42%	35%	47%	48%	48%	39%	43%	39%	45%	42%
Q8f. Renovate and expand the International Swim Center in Central Park	39%	35%	41%	47%	42%	39%	40%	34%	39%	44%
Q8a. Build a new youth sports park to provide more soccer fields	33%	35%	41%	31%	33%	33%	38%	30%	36%	32%

Notes

The table lists – for the total sample and for household income, location, and overall park system use categories – the percentages who "favor" providing additional public funding to support each of the six park system improvement options. The color-coding – blue indicates an unusually high visiting rate and yellow, the opposite – is defined as follows:

- **Light blue** indicates a statistically significant variation within the measurement area *and* an outcome percentage at least five points *higher* than the total sample's.*
- **Light yellow** indicates a statistically significant variation within the measurement area *and* an outcome percentage at least five points *lower* than the total sample's.

* The color-coding includes measurement areas in which there were only marginally significant differences.

Perceptions About Improvement Options Proposed for the International Swim Center

Graphic Summary Section Five

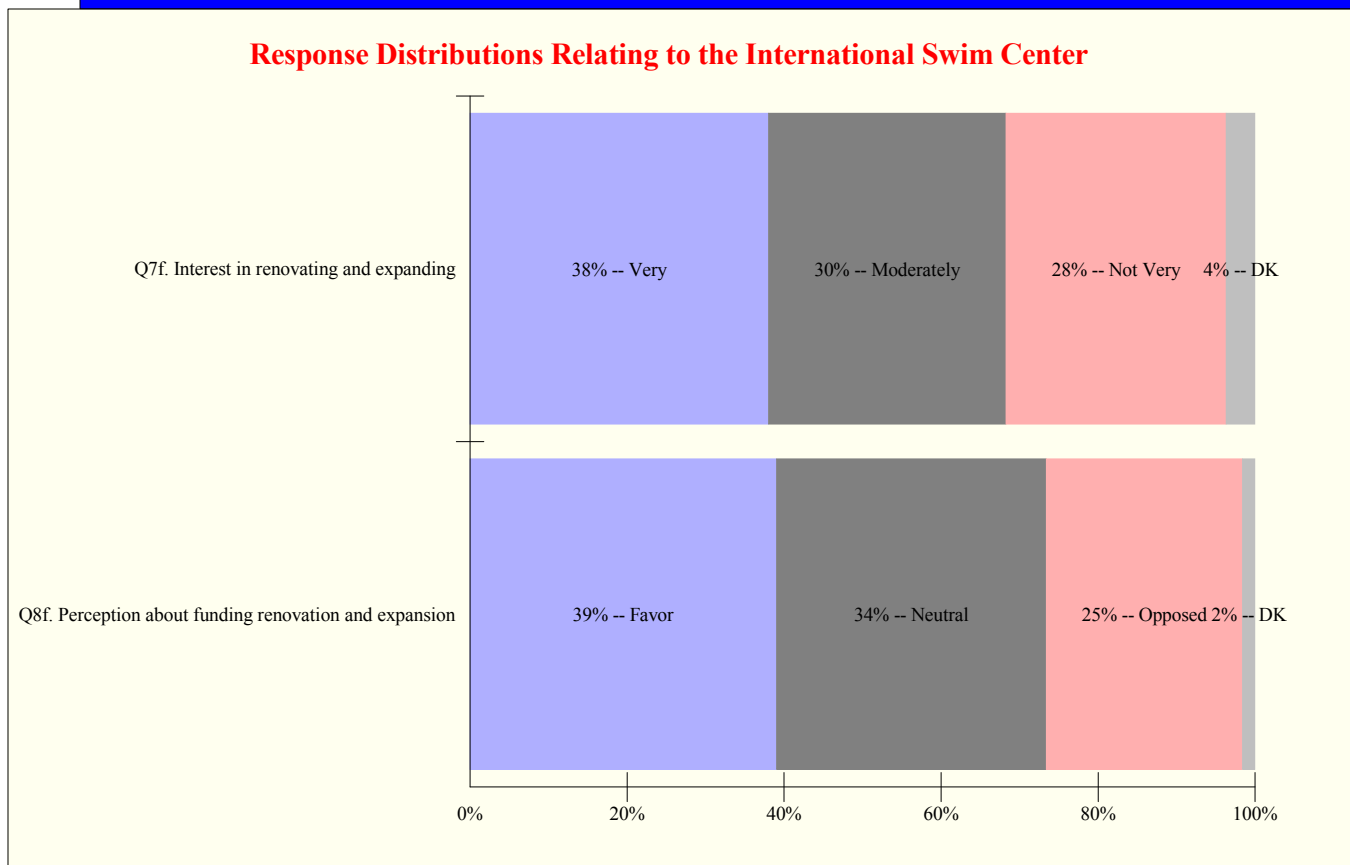
Figure 37

General Support for Improving the International Swim Center

Q7a-f. "One option is to renovate and expand the International Swim Center in Central Park. Would you be very, moderately, or not very interested in this?"

Q8a-f. "Would you tend to favor, be neutral to, or oppose additional public funding to renovate and expand the International Swim Center in Central Park?"

Base for chart: Total sample (n=400, weighted) for each question



Notes

This chart restates results, from Figures 23 and 26, relating to the proposal to renovate and expand the International Swim Center.

- **Interest in renovating and expanding the ISC:** About four in ten (38%) said they "very interested" in this option, a result placing it fifth among the six options tested.
- **Support for additional funding to renovate and expand the ISC:** About the same percentage (39%) said they "favor" additional funding for the ISC, again placing the option fifth among the six tested. However, ignoring those without an opinion, the "favor"- "oppose" split (61% to 39%) was significantly better than a 50%-50% one, a reasonably good performance.

The next three charts examine background measurement variations in Q7f and Q8f.

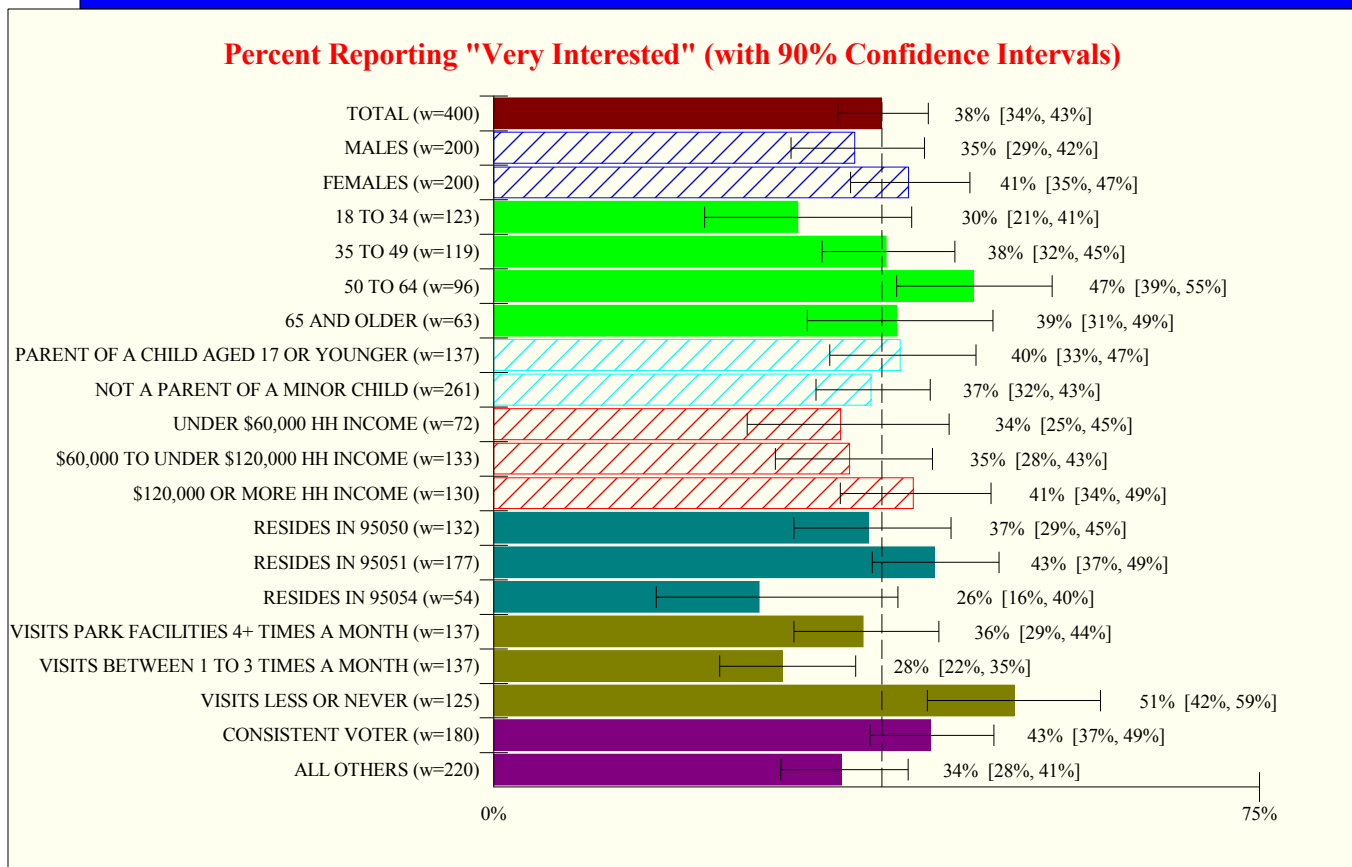
Segment percentages sum to 100% within each bar.

Figure 38

Interest for Improving the International Swim Center by Background Category

Q7f. "One option is to renovate and expand the International Swim Center in Central Park. Would you be very, moderately, or not very interested in this?"

Base for chart: Total sample (n=400, weighted); weighted sub-sample sizes are listed



Notes

Statistically significant variations in the percentage "very interested" in International Swim Center renovation and expansion were found for age, location, overall park system use, and voter status:

- **Age:** Middle-aged and older respondents were more likely than younger ones to say they are "very interested" in ISC improvements.
- **Location:** Residents of zip codes 95050 and 95051, combined, were roughly 1.6 times more likely than those in 95054 to be highly interested.* (Residents of 95054 reported drive times to Central Park that, on average, were longer than for others.)
- **Park system use:** The least frequent park users – tending to be older and without children – were much more likely than others to respond with "very interested."
- **Voter status:** Consistent voters were marginally more likely than other respondents to be "very interested."

Variations for gender, parental status, and income were not large enough to be statistically meaningful.

The next chart examines differences by driving time to Central Park.

* However, because of 95054's small sub-sample size, the 95054 result is imprecisely measured and its confidence interval is relatively wide.

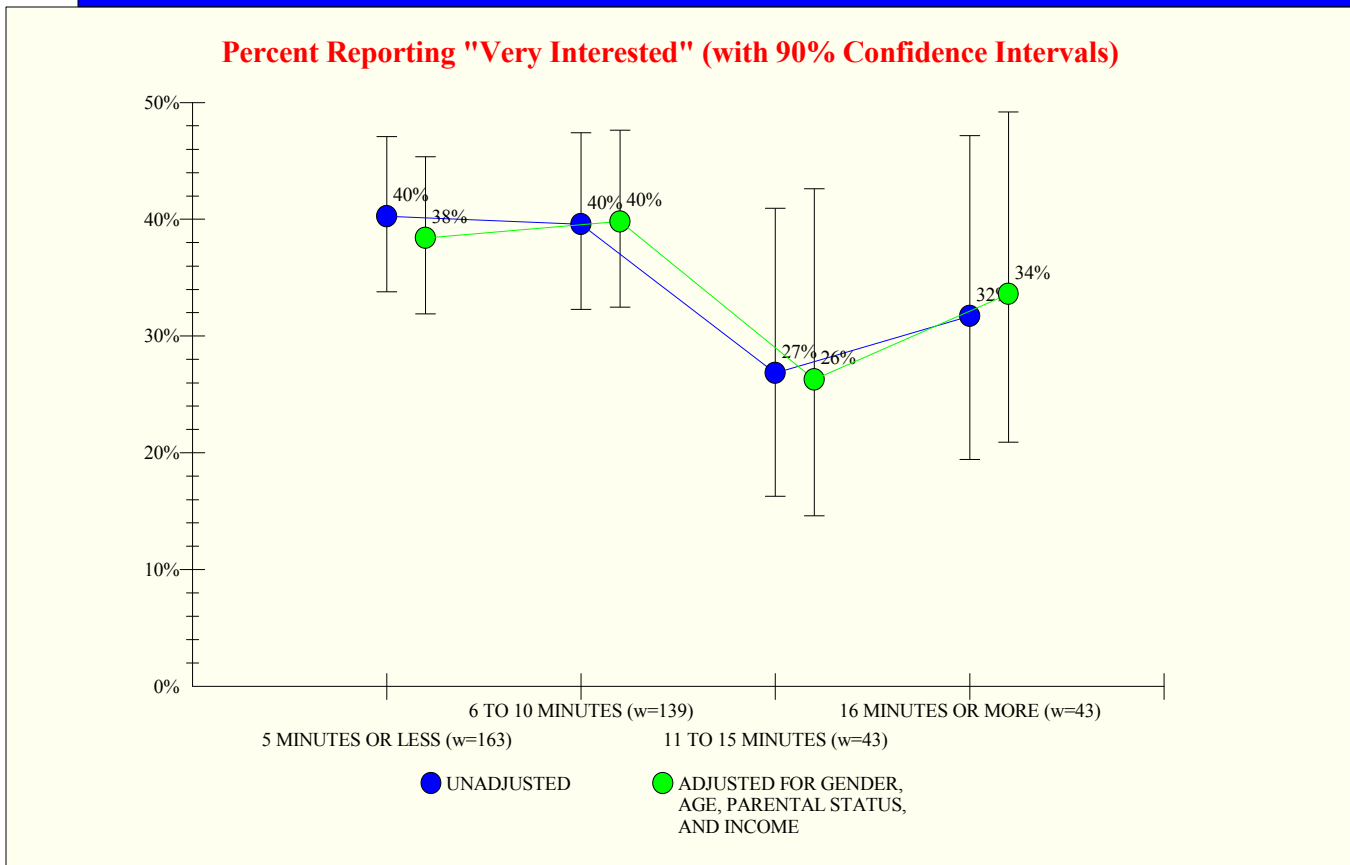
The dashed line indicates the total sample percentage. The confidence intervals are asymmetric.

Figure 39

Interest for Improving the International Swim Center by Drive Time

Q7f. "One option is to renovate and expand the International Swim Center in Central Park. Would you be very, moderately, or not very interested in this?"

Base for chart: Those reporting, for D2, a driving time to Central Park (w=388, weighted); adjusted results exclude missing for income (w=337, weighted)



Notes

The percentage having visited the International Swim Center at least once within the last six months varied significantly by driving distance to Central Park, as Figure 11 shows. Then, is interest in renovating and expanding the International Swim Center also highly correlated with driving distance to Central Park? These results suggest maybe not. Looking at unadjusted results by driving distance, the downward trend in interest with a longer (11 minute or more) drive time is evident but not strong enough to be statistically significant.* Adjusting for other background measurements reduces the trend a bit more.**

* However, sub-sample sizes for longer driving distances are small, weakening the statistical tests.

** The adjusted analysis asks, "What is the expected 'very interested' outcome for two individuals who have the same background characteristics – for gender, age, parental status, and income – but who vary in driving distance to Central Park?" This adjusted variation was not statistically significant.

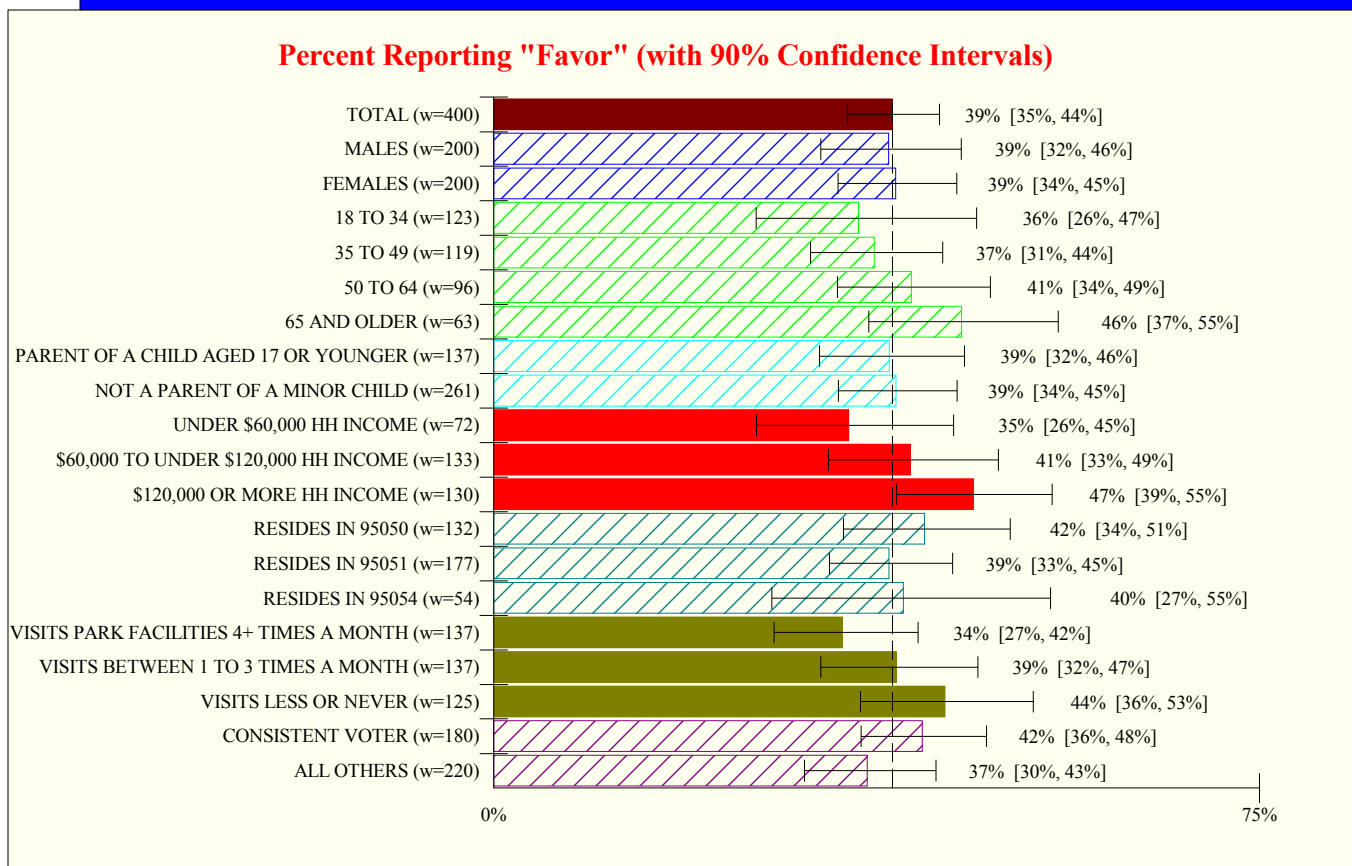
The confidence intervals are asymmetric.

Figure 40

Support for Funding International Swim Center Improvements by Background Category

Q8f. "Would you tend to favor, be neutral to, or oppose additional public funding to renovate and expand the International Swim Center in Central Park?"

Base for chart: Total sample (n=400, weighted); weighted sub-sample sizes are listed



Notes

Respondents propensity to "favor" additional public funding to renovate and expand the International Swim Center varied marginally by income and overall park system use:

- **Household income:** The trend shown at left was marginally significant, with the likelihood of favoring ISC funding increasing with level of affluence.
- **Park system use:** The propensity to "favor" ISC funding tended to increase as frequency of park use declined.

The existence of an age trend – older respondents were more likely to "favor" the proposal than younger ones – is noted, although it was not strong enough to be statistically significant. (That is, not enough evidence exists to allow generalizing this age trend to the population of Santa Clara residents.) It does correlate, however, with the result shown in the previous chart.

Other differences were not large enough to be statistically meaningful.

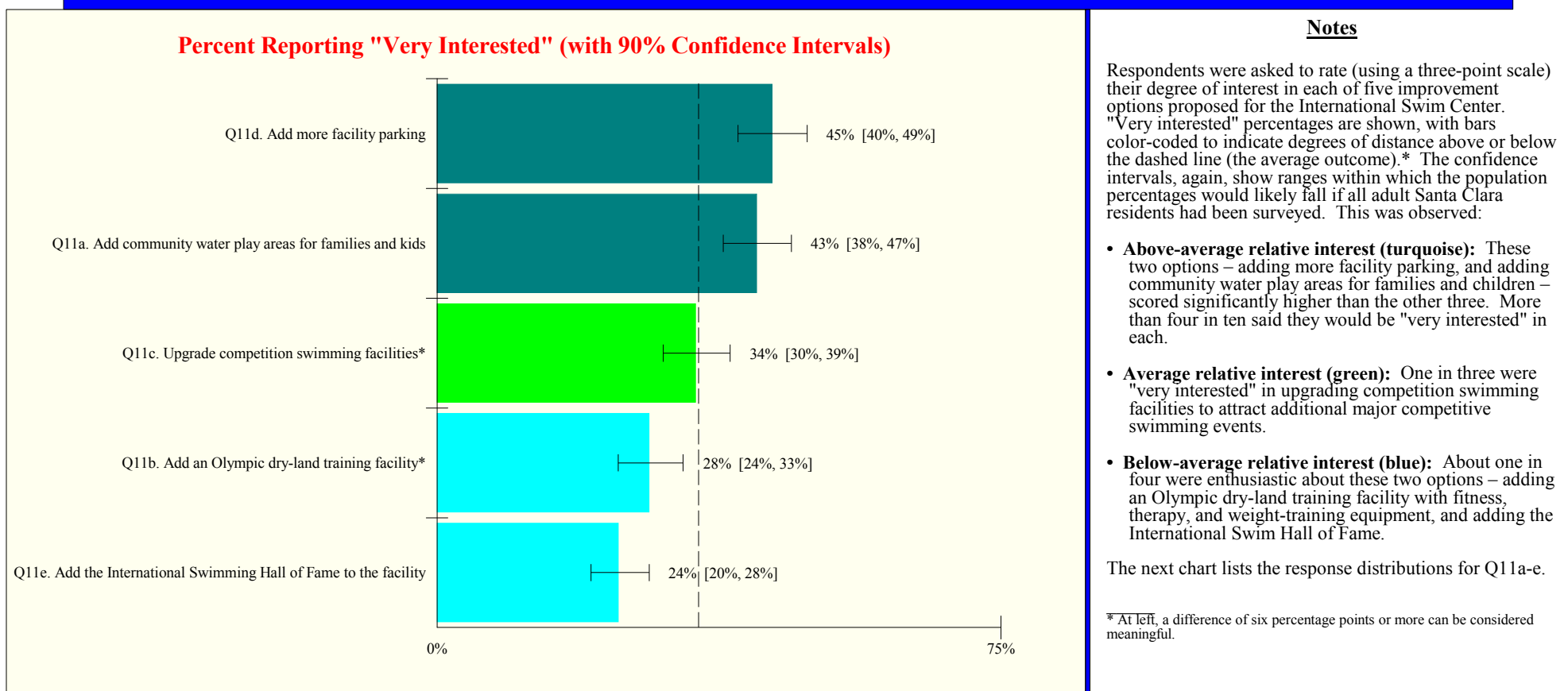
The dashed line indicates the total sample percentage. The confidence intervals are asymmetric.

Figure 41

Desirability of Specific International Swim Center Improvements (1)

Q11a-e. "The International Swim Center, located in Central Park, has a 50-meter pool, diving tank, and training pool, is used by numerous swim clubs, and hosts 28 major swim events annually. This 50-year old facility, however, has an aging infrastructure and the city is considering plans to modernize and enlarge it. . . . One suggested swim center improvement is to <insert statement>. Would you be very moderately, or not very interested in this?"

Base for chart: Total sample (n=400, weighted) for each question.



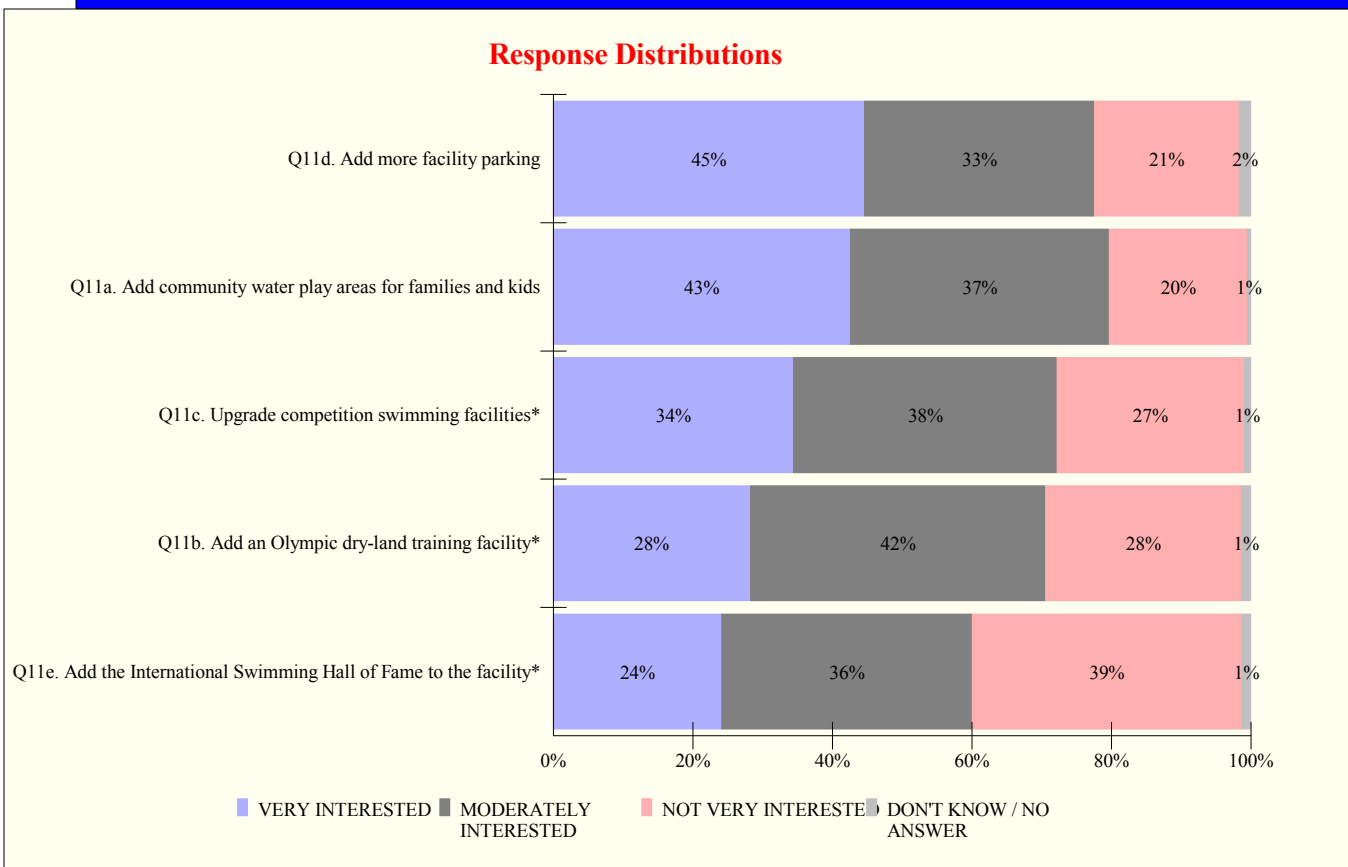
The dashed line indicates the average outcome. The confidence intervals are asymmetric. An asterisk indicates wording abridged from the questionnaire.

Figure 42

Desirability of Specific International Swim Center Improvements (2)

Q11a-e. "The International Swim Center, located in Central Park, has a 50-meter pool, diving tank, and training pool, is used by numerous swim clubs, and hosts 28 major swim events annually. This 50-year old facility, however, has an aging infrastructure and the city is considering plans to modernize and enlarge it. . . . One suggested swim center improvement is to <insert statement>. Would you be very moderately, or not very interested in this?"

Base for chart: Total sample (n=400, weighted) for each question.



Notes

The response distributions to Q11a-e are shown at left.

An alternative to comparing "very interested" percentages is to calculate averages (on a three-point scale, ignoring "don't know's").* If this is done, the same rank-ordering is generated and the same conclusions reach, with one exception: an Olympic dry-land training facility now significantly outperforms the International Swimming Hall of Fame (reflecting the latter's larger "not very interested" result).

* Averages were derived by scaling "very interested" as "3," "moderately" as "2," and "not very" as "1." From the top bar down, the calculated averages were 2.24, 2.23, 2.08, 2.00, and 1.85. A difference of 0.07 of a rating point or more is meaningful.

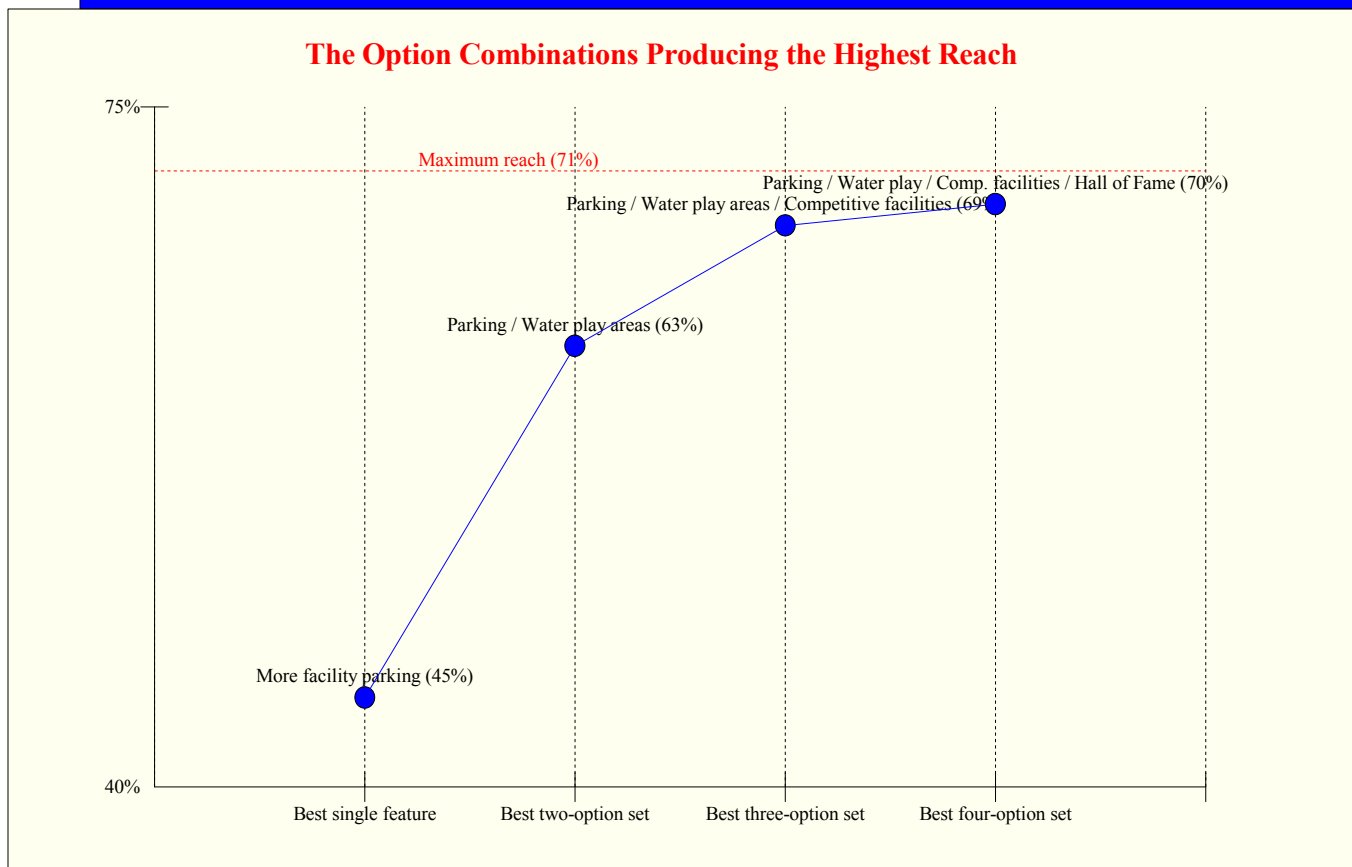
Segment percentages sum to 100% within each bar. An asterisk indicates wording abridged from the questionnaire.

Figure 43

ISC Improvement Option Combinations with the Highest Reach

Q11a-e. "The International Swim Center, located in Central Park, has a 50-meter pool, diving tank, and training pool, is used by numerous swim clubs, and hosts 28 major swim events annually. This 50-year old facility, however, has an aging infrastructure and the city is considering plans to modernize and enlarge it. . . . One suggested swim center improvement is to <insert statement>. Would you be very moderately, or not very interested in this?"

Base for chart: Total sample (n=400, weighted)



Notes

"Reach" is defined for this analysis as the sample percentage "very interested" in at least one of the Q11a-e ISC improvement options included in a specified option combination. This chart identifies the combinations generating the highest (unduplicated) reach.

The maximum possible reach was 71%. That is, considering all five improvement options as a group, 71% identified at least one in which they were "very interested." However, for planning and marketing purposes, it is possible to approach maximum reach by emphasizing two- to four-option combinations, rather than five. This was observed:

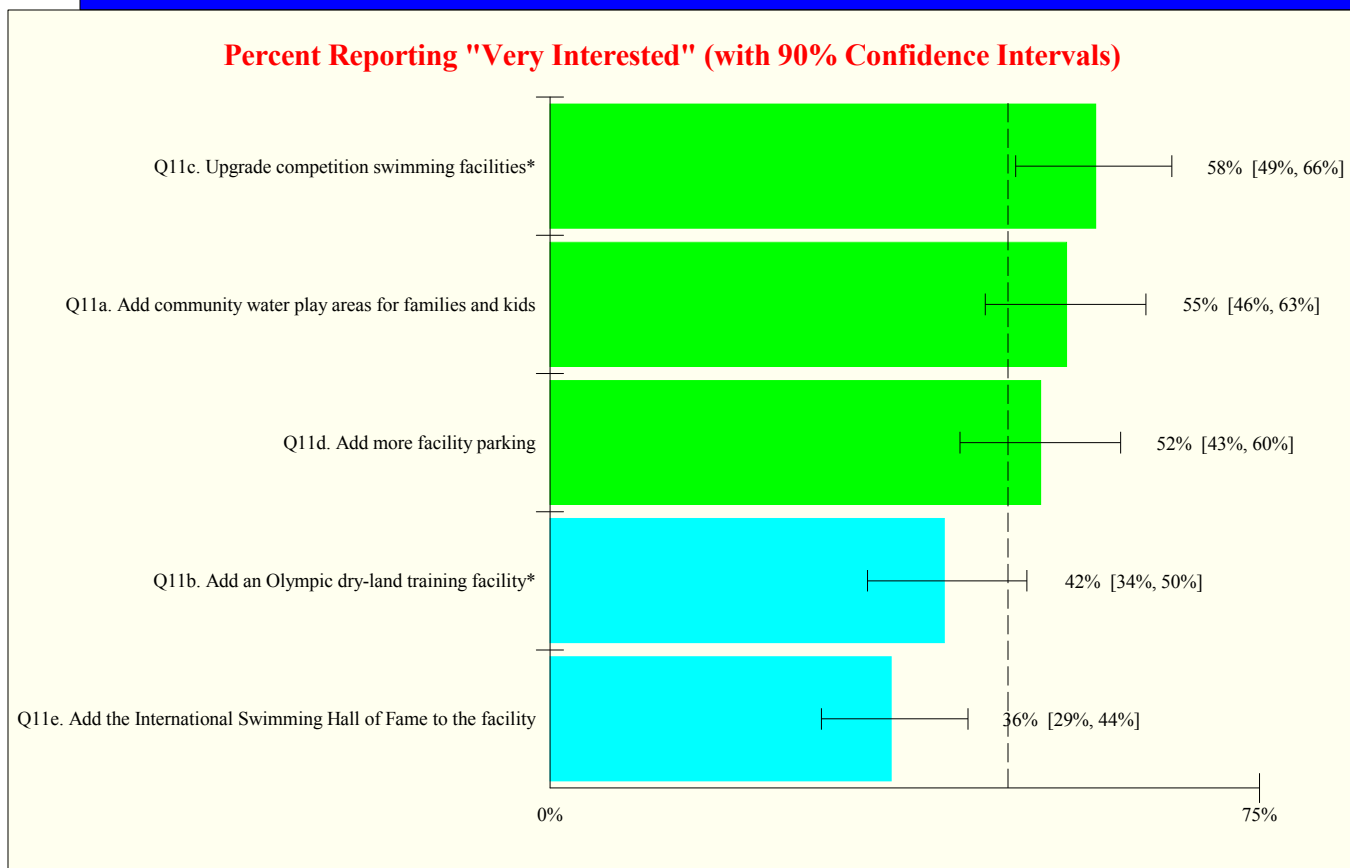
- **Highest reach for a single option:** Forty-five percent (45%) were "very interested" in more facility parking, the best outcome among the five.
- **Highest reach for two-option combinations:** Among 10 possible two-option combinations, the highest reach (63% "very interested" in one or both) was achieved by adding parking and adding community water play areas.
- **Highest reach for three-option combinations:** Among 10 possible three-option combinations, the highest reach was achieved by adding parking, adding water play areas, and upgrading competition facilities. Sixty-nine percent (69%) said "very interested" to at least one of these.
- **Highest reach for four-option combinations:** Among 5 possible combinations, the highest reach (70%) was achieved by adding parking, adding water play areas, upgrading competition facilities, and adding the International Hall of Fame.

Figure 44

Desirability of Specific ISC Improvements Among Those "Very Interested" in ISC Renovation and Expansion

Q11a-e. "The International Swim Center, located in Central Park, has a 50-meter pool, diving tank, and training pool, is used by numerous swim clubs, and hosts 28 major swim events annually. This 50-year old facility, however, has an aging infrastructure and the city is considering plans to modernize and enlarge it. . . . One suggested swim center improvement is to <insert statement>. Would you be very moderately, or not very interested in this?"

Base for chart: Those "very interested" (for Q7f) in renovation and expansion of the ISC (w=152) for each question



Notes

The 152 respondents rating themselves "very interested" in International Swim Center renovation and expansion produced an ISC-option rank-ordering different from Figure 41's. Members of this sub-group placed the upgrading of the center's competition swimming facilities at the top of the rank-ordering, while also generating higher "very interested" percentages for the other options. This was observed:

- **Above-average relative interest among this sub-group (green):** Among the 152, these three options – to each of which a majority answered "very interested" – scored significantly better than the remaining two. Among the three, none of the pairwise differences were large enough to be statistically significant.
- **Below-average relative interest among this sub-group (blue):** ISC supporters were less enthusiastic about these options, but 42% still said they "favor" adding an Olympic dry-land training facility and 36%, adding the International Swimming Hall of Fame.

* At left, a difference of ten percentage points or more can be considered meaningful.

The dashed line indicates the average outcome. The confidence intervals are asymmetric. An asterisk indicates wording abridged from the questionnaire.

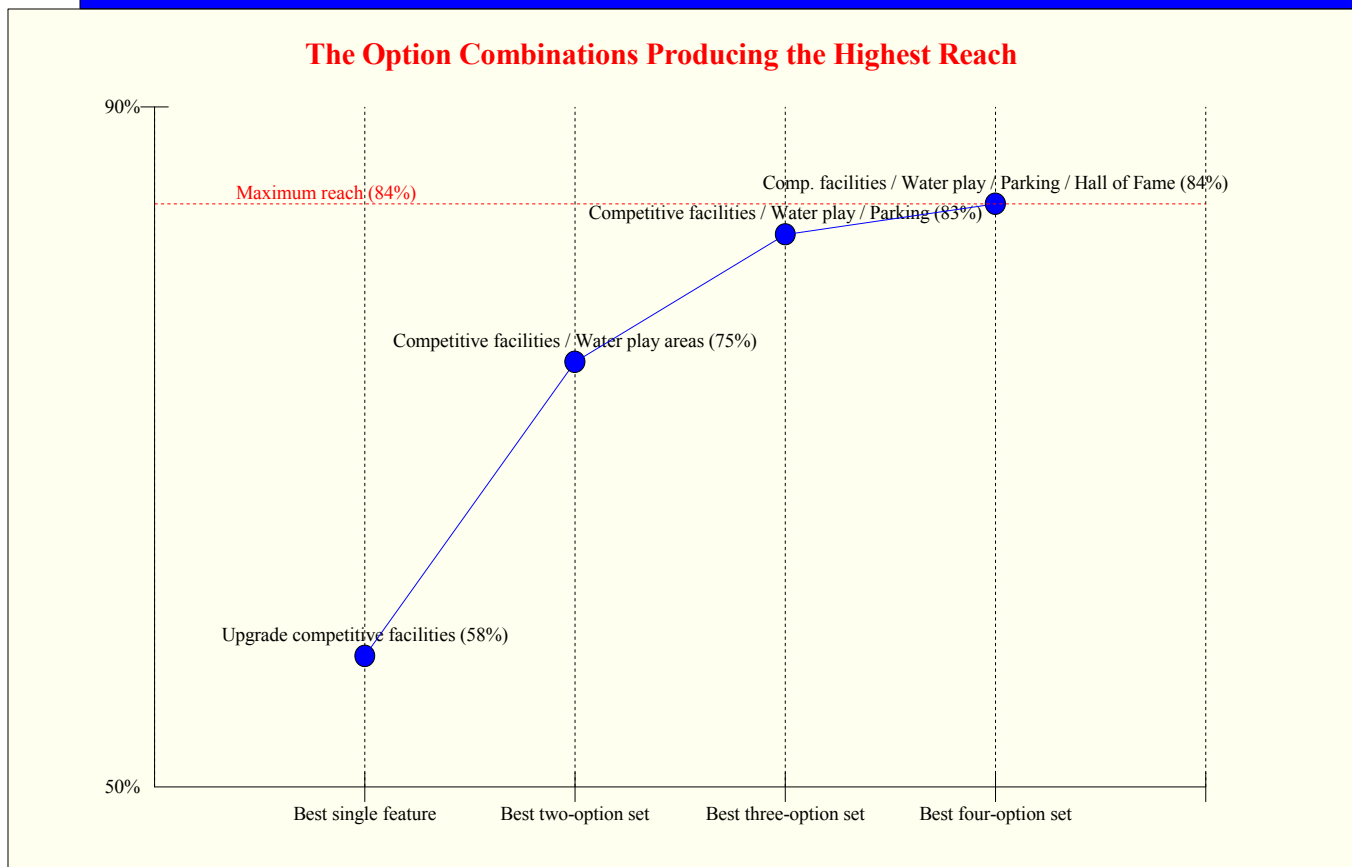


Figure 45

ISC Improvement Option Combinations with Highest Reach Among Those "Very Interested" in ISC Renovation and Expansion

Q11a-e. "The International Swim Center, located in Central Park, has a 50-meter pool, diving tank, and training pool, is used by numerous swim clubs, and hosts 28 major swim events annually. This 50-year old facility, however, has an aging infrastructure and the city is considering plans to modernize and enlarge it. . . . One suggested swim center improvement is to <insert statement>. Would you be very moderately, or not very interested in this?"

Base for chart: Those "very interested" (for Q7f) in renovation and expansion of the ISC (w=152) for each question



Notes

This chart is similar to Figure 44's, except that these reach percentages reflect the perceptions of the 152 respondents rating themselves "very interested" in International Swim Center renovations and expansion. The chart lists the option combinations generating the highest (unduplicated) reach among the 152.

Among them, the maximum possible reach was 84%. That is, considering all five improvement options as a group, 84% identified at least one in which they were "very interested." These results were also calculated:

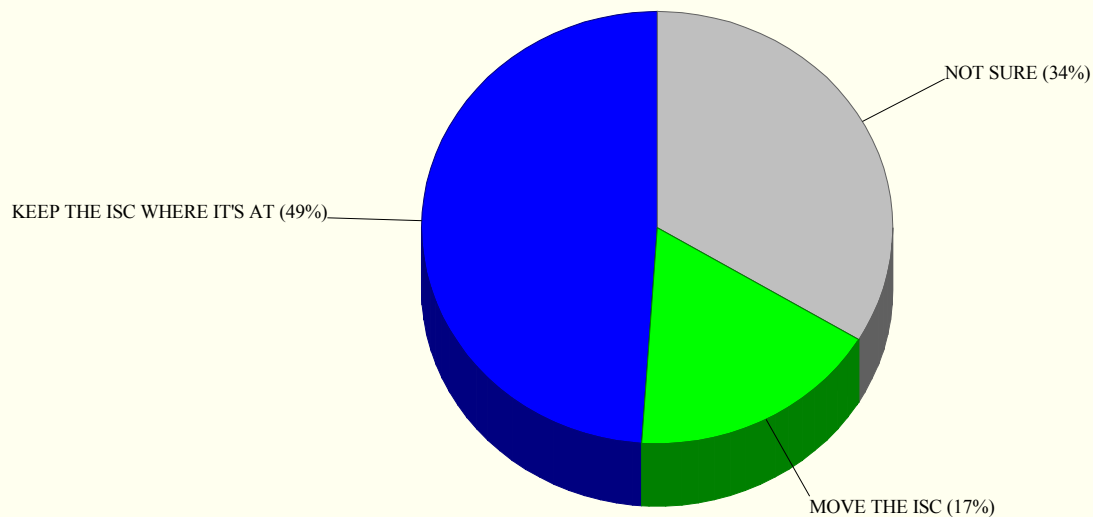
- **Highest reach for a single option:** Fifty-eight percent (58%) were "very interested" in upgrading competition swimming facilities.
- **Highest reach for two-option combinations:** Among 10 possible two-option combinations, the highest reach (75% "very interested" in one or both) was observed for upgrading facilities and adding water play areas.
- **Highest reach for three-option combinations:** Among 10 possible three-option combinations, the highest reach (83%) was achieved by upgrading facilities, adding water play areas, and adding more parking. (This specific combination matched the overall sample's for three-option reach; see Figure 43.)
- **Highest reach for four-option combinations:** Among 5 possible combinations, the highest reach (84%) was produced by upgrading facilities, adding water play areas, adding more parking, and adding the International Hall of Fame. (This four-option combination also matched the overall sample's.) The four-combination reach percentage equaled the maximum possible (84%), so adding the dry-land training facility option to this combination fails to increase total reach.

Figure 46

The More Desirable Location for the Upgraded ISC

Q12. "The city is considering two site options for the International Swim Center. The first is to build the new swim center and hall of fame next to the Community Recreation Center in Central Park. That would reduce traffic, noise and parking issues and provide space on the existing site for soccer fields or open space. The second option is to rebuild the International Swim Center near its current location next to the library. The two options cost about the same. Which would you recommend? Move the swim center, keep the swim center where it's at, or you're not sure?"

Base for chart: Total sample (n=400, weighted)



Notes

Asked to select their preferred location between the two proposed for the expanded International Swim Center, respondents were almost three times more likely (49% to 17%) to recommend "keep the facility where it's at" than "move the swim center." A sizable number (34%), however, were "not sure."

Among those showing a special interest in the ISC, these results were observed:

- **Visited the ISC within the last six months (w=66):** 57% to keep the current site and 17% to move it
- **"Very interested" in ISC improvements (w=152):** 53% to 17%
- **"Favor" additional public funding for ISC improvements (w=156):** 54% to 21%

The next chart explores variations in Q12's outcome by background measurement.

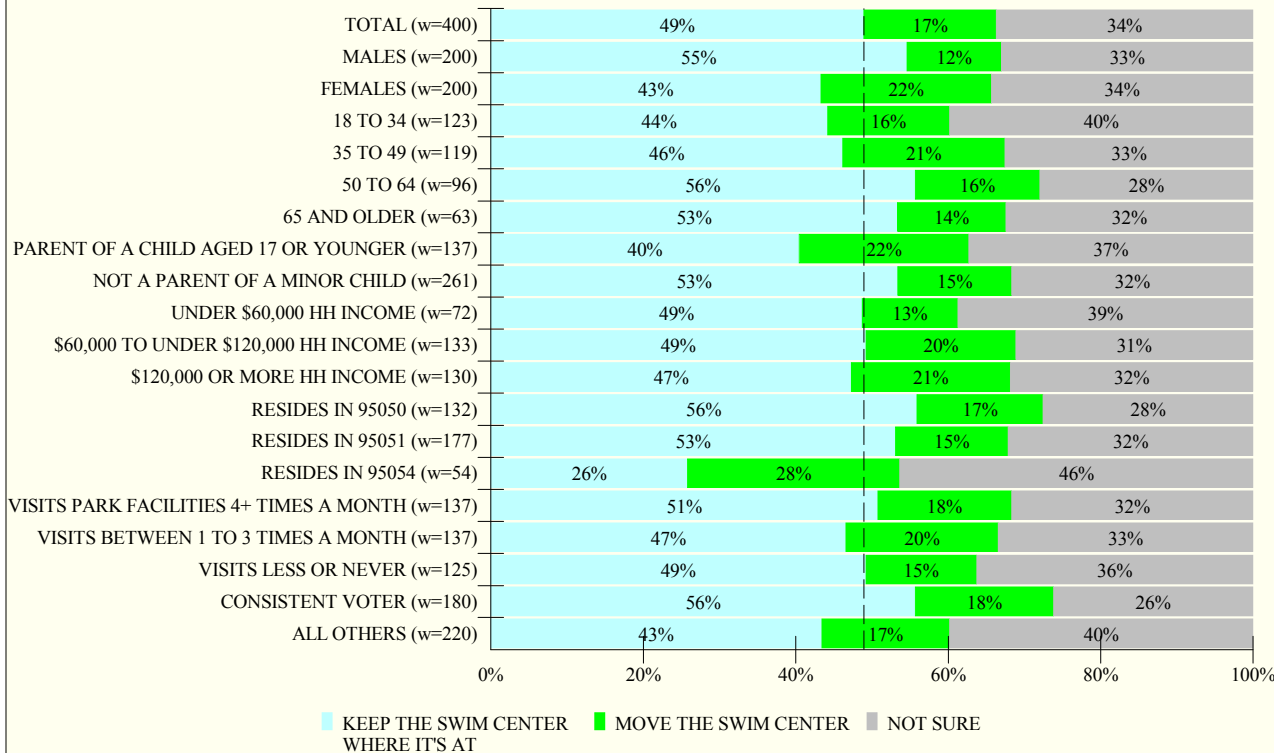
Figure 47

The More Desirable ISC Location by Background Category

Q12. "The city is considering two site options for the International Swim Center. The first is to build the new swim center and hall of fame next to the Community Recreation Center in Central Park. That would reduce traffic, noise and parking issues and provide space on the existing site for soccer fields or open space. The second option is to rebuild the International Swim Center near its current location next to the library. The two options cost about the same. Which would you recommend? Move the swim center, keep the swim center where it's at, or you're not sure?"

Base for chart: Total sample (n=400, weighted); weighted sub-sample sizes are listed

Response Distributions by Category



Notes

In every category listed except zip code 95054, more respondents wanted to keep the International Swim Center at its current location than to move it.*

Females, older respondents (marginally), those without children, residents of zip codes 95050 and 95051, and consistent voters – that is, those generally exhibiting more interest in the ISC's renovation and expansion – were statistically more likely than their opposites to favor keeping the facility at its current location.

* "Don't know" percentages were also relatively high in every category, suggesting that many would have preferred more information about the proposed move.

Segment percentages sum to 100% within each bar. The dashed line indicates the total sample percentage for "keep the swim center where it's at."



Figure 48

The Best Way to Pay for International Swim Center Improvements

Q13. "To pay for International Swim Center improvements, do you think the city should seek 100% private funding, 50% private and 50% public funding, 100% public funding, or you're not sure?"

Q14. "For public funding of swim center improvements, do you think the city should rely on a parcel tax or bond, charging developer fees on new residential development, or you're not sure?"

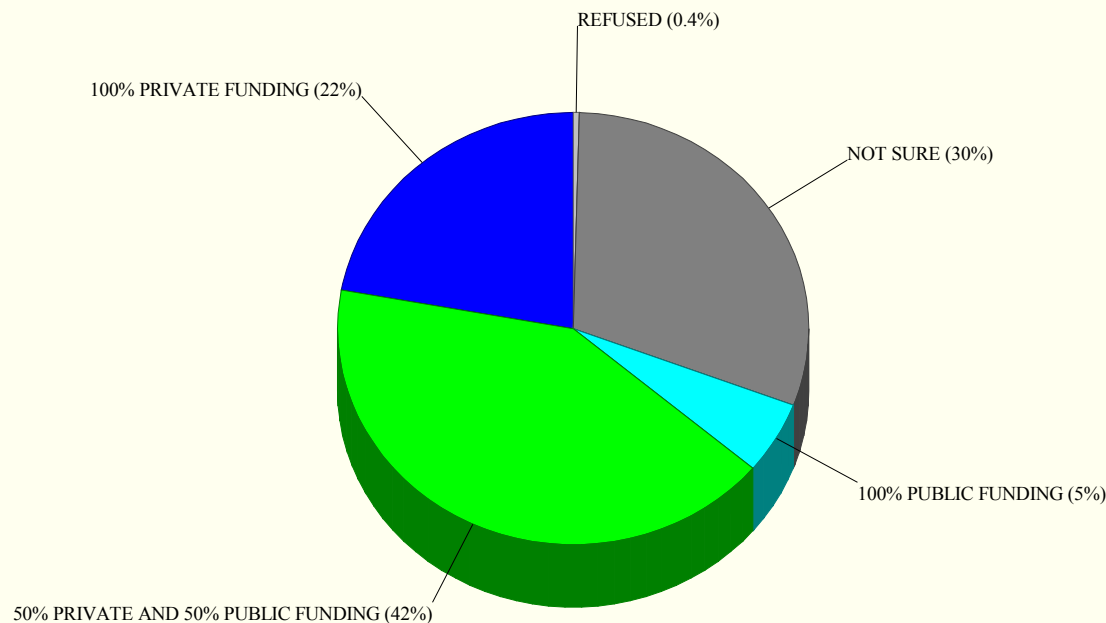
Base for chart: Total sample (n=400, weighted)

Notes

To pay for International Swim Center improvements, 42% recommended "50% private and 50% public funding," while 22% said "100% private funding," and 5%, "100% public funding."

The most enthusiastic proponents of mixed public-private funding were those aged 18 to 34, 50% of whom recommended this option, compared to 38% of all others.

The 188 respondents favoring either partial or full public funding of ISC improvements were asked to choose their preferred public funding method. As the inset chart shows, 22% said the city should rely on "charging developers on new residential development," while 14% favored a "parcel tax or bond." Most (65%), however, were "not sure."



Preferred Public Funding Method

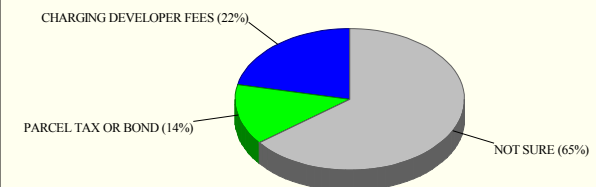
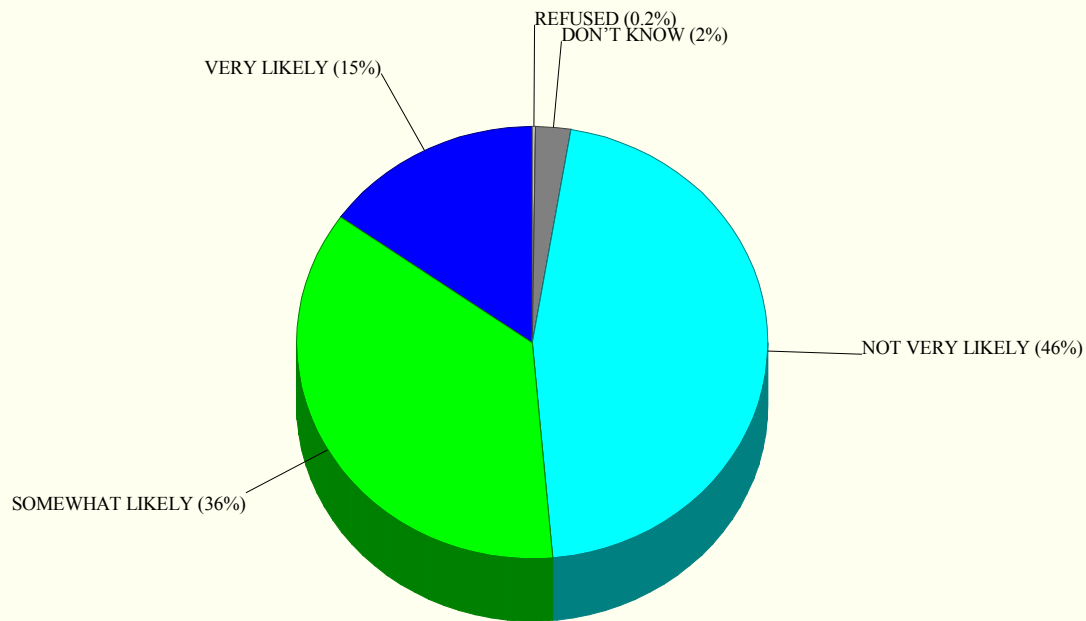


Figure 49

Likelihood of a Contribution to Support ISC Improvements

Q15. "The proposed changes to the International Swim Center may, as mentioned, rely at least partially on financial support from community residents. I have a question about this for survey purposes only. How likely do you think it will be for members of your household to contribute to a future funding campaign to help build an upgraded swim center? Very likely, somewhat likely, or not very likely?"

Base for chart: Total sample (n=400, weighted)



Notes

Respondents were asked to rate the likelihood that members of their household would contribute to a funding campaign to help build an upgraded International Swim Center. Fifteen percent (15%) claimed their household would be "very likely" to contribute and 36%, "somewhat likely."

"Very likely" percentages were higher among those exhibiting interest in the ISC:

- **Visited the ISC within the last six months (w=66):** 28% were "very likely" to contribute.
- **"Very interested" in ISC improvements (w=152):** 23%
- **"Favor" additional public funding for ISC improvements (w=156):** 26%

Responses to contribution-related questions often suffer from affirmation bias (the conscious or unconscious desire among some respondents to want to please the interviewer) and/or social desirability bias (the tendency among some respondents to identify with socially desirable behaviors). These results should be treated with caution and some skepticism.

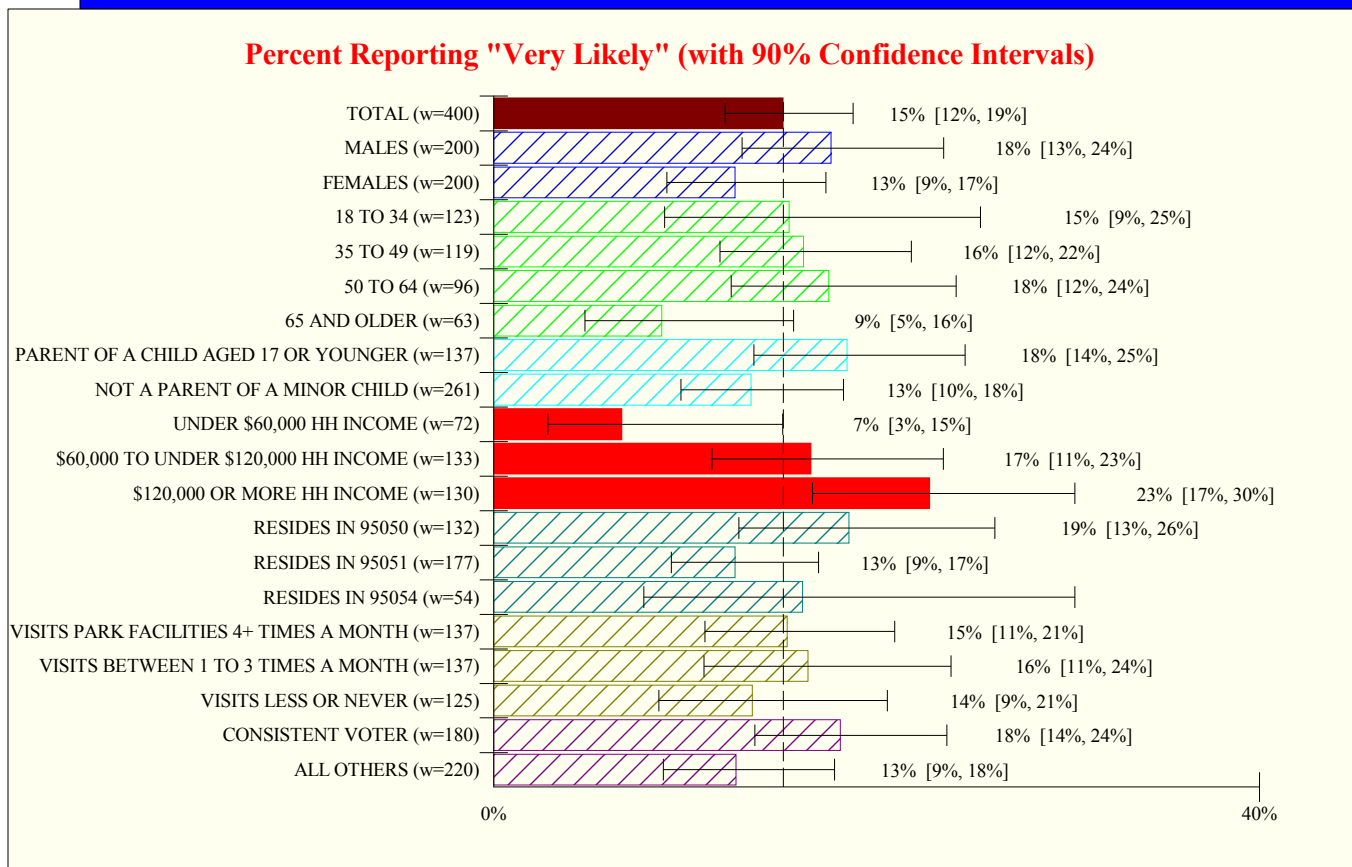
The next chart examines background measurement variations in willingness to contribute.

Figure 50

Likelihood of a Contribution by Background Category

Q15. "The proposed changes to the International Swim Center may, as mentioned, rely at least partially on financial support from community residents. I have a question about this for survey purposes only. How likely do you think it will be for members of your household to contribute to a future funding campaign to help build an upgraded swim center? Very likely, somewhat likely, or not very likely?"

Base for chart: Total sample (n=400, weighted); weighted sub-sample sizes are listed



Notes

Overall, 15% judged their household "very likely" to contribute to a funding campaign for the International Swim Center, but this percentage varied significantly by household income, as might be expected. Members of the most affluent income category (\$120,000 or more) were over three times more likely to answer "very likely" than those reporting less than \$60,000 income.

Other background measurement differences were not large enough to be statistically meaningful.

The dashed line indicates the total sample percentage. The confidence intervals are asymmetric.

Survey Questionnaire (annotated to show results)



Santa Clara Parks and Recreation Survey - Baseline

(March 5, 2014; V1.33; Strategic Research Associates; S.D.)

ID #: _____

Phone: _____

Date: __/____/14

Min.: _____

() Completed

Not completed

- () Refusal
- () Incomplete (respondent terminates)
- () Incomplete (interviewer terminates)

No contact:

- () Call back; attempts: _____
- () No call back

Interviewer ID: _____

First name: _____

Checked: _____	Date: __/____/14	_____
Monitored: _____	Date: __/____/14	_____
Validated: _____	Date: __/____/14	_____
Input: _____	Date: __/____/14	_____

Note: Because of rounding, percentages may not add up to 100%

Sample size is n=400 except where noted

Preliminary Script

[INTRO FOR ALL NUMBERS]

Hello. This is _____ from Strategic Research Associates and we're conducting an opinion poll about what Santa Clara residents think about a few crucial issues.

[CONTINUE FOR A LANDLINE TELEPHONE]

I'd like to speak with the [ADULT / MALE / FEMALE] aged 18 or older in your household with the most recent birthday. (Would that be you?) [IF REQUESTED HOUSEHOLD MEMBER IS NOT AVAILABLE, ASK FOR A CONVENIENT CALLBACK TIME. REPEAT INTRO IF ANOTHER ADULT COMES TO THE LINE]

[CONTINUE]

Your phone number was randomly generated using known telephone prefixes in the area and your responses will be combined with hundreds of others to insure confidentiality. The survey takes about twelve minutes to complete. Can we proceed? [IF NOT, REQUEST A MORE CONVENIENT CALLBACK TIME.]

Callback date/time #1: __/____/14 ____:____	Comment:
Callback date/time #2: __/____/14 ____:____	
Callback date/time #3: __/____/14 ____:____	

Preliminary Screening

S1. RECORD GENDER BY OBSERVATION: MALE 50%
FEMALE 50%

S2. First, please stop me when I read your correct age category. Are you <INSERT LIST>?

17 OR YOUNGER POLITELY TERMINATE
18-24 7%
25-34 23%
35-44 18%
45-49 12%
50-64 24%
65-79 12%
80 OR OLDER 3%
REFUSED [DON'T READ] .. POLITELY TERMINATE

S3. Do you currently live within the boundary of the City of Santa Clara? Yes or no?

YES 100%
 NO / DK **POLITELY TERMINATE**

S4. How long have you lived in the City of Santa Clara? **[READ LIST]**

LESS THAN SIX MONTHS .. **POLITELY TERMINATE**
 OR SIX MONTHS OR MORE 100%
 REFUSED **[DON'T READ]** .. **POLITELY TERMINATE**

Overall Frequency of Park Use

Q1. Thinking about the City of Santa Clara . . . In a sentence, what is the most important reason for your choosing to live in Santa Clara? **[TRY AND GET A SPECIFIC RECOMMENDATION; MULTIPLE ANSWERS ARE OKAY BUT DO NOT PROMPT FOR THEM]**

(20%) Close to work	(12%) Good place to live	(8%) Good schools	(2%) Reasonable utilities
(15%) Grew up here	(10%) Good community	(5%) City amenities	(2%) Found the right home
(14%) Good location	(10%) Affordable	(3%) Clean or beautiful	
(12%) Safe or low crime	(9%) Family nearby	(2%) Good weather	

Q2. Now, I'm going to ask about your personal use of public park facilities available within the City of Santa Clara. First . . .

Within the last six months, do you recall visiting any of the City of Santa Clara's parks or recreational facilities – for example, any of its public playgrounds, public soccer or game fields, public swimming pools, parks, recreation centers, or other public recreational facilities. Yes or no?

YES 77%
 NO / DON'T KNOW / REFUSED 23%

[IF RESPONDENT ANSWERS "NO," "DON'T KNOW," OR REFUSED, READ: Even if you haven't recently visited any park facilities, your answers are just as important as those who have. THEN SKIP TO Q5.]

Q3. Within the last six months, about how often have you had the chance to visit any of the city's parks or recreational facilities? **[READ LIST; REVERSE]**

FOUR OR MORE TIMES A MONTH 34%
 TWO OR THREE TIMES A MONTH 19%
 ABOUT ONCE A MONTH 15%
 LESS THAN ONCE A MONTH 8%
 NONE 23%
 DON'T KNOW / REFUSED **[DON'T READ]** ... <0.5%

Q4. Within the last *six months*, do you recall ever having personally visited **<INSERT LOCATION; RANDOMIZE>**; yes or no?

	YES	NO	DK/REFUSED
a. Central Park	59%	41%	1%
b. Any city park other than Central Park	62%	38%	0%
c. Any city-owned public athletic field, like those for soccer, football, or baseball	30%	70%	<0.5%
d. Youth Soccer Park, next to the 49ers' new Levi Stadium	10%	90%	0%
e. Any of the city's off-street biking or creek trails	40%	59%	1%
f. Ulistac Natural Area	12%	78%	10%
g. Any of the city's public swimming pools	13%	87%	0%
h. The International Swim Center in Central Park	17%	83%	<0.5%
i. Any city playground	42%	58%	<0.5%
j. Any of the city's recreational centers, such as the teen center, senior center, or youth activity center	32%	68%	0%

General Perceptions About Santa Clara's Existing Parks

Q5. Compared with what you'd expect from a city like Santa Clara, would you say **<INSERT LIST; RANDOMIZE b-c ONLY>** is **<INSERT LIST; REVERSE>**?

		BETTER THAN AVERAGE	AVERAGE	WORSE THAN AVERAGE	DK/ NA
a.	The overall quality of Santa Clara city recreation and park facilities	59%	36%	4%	1%
b.	The maintenance of Santa Clara city recreation and park facilities	54%	39%	4%	2%
c.	The safety of Santa Clara city parks	56%	35%	5%	4%

Q6. In your own words, what **one** physical improvement or addition to the City of Santa Clara recreation and park system would you most like to see happen? And this could be any type of land or building improvement. **[TRY AND GET A SPECIFIC RECOMMENDATION; MULTIPLE ANSWERS ARE OKAY BUT DO NOT PROMPT FOR THEM]**

(7%) Improve park equipment	(5%) More sports fields/courts	(4%) Improved park landscaping
(6%) Maintain existing parks	(4%) More dog parks	(4%) Improved cleanliness
(5%) More restrooms	(4%) Improve paths/trails	(4%) Extended hours
(5%) More natural areas	(4%) More lighting	(4%) More parks

Desirability of Specific Park and Facility Improvements

Q7. **[TREAT Q7 AND Q8 AS TWO SEPARATE SETS OF QUESTIONS; COMPLETE Q7 FROM STARTING Q8]**
The City of Santa Clara's Recreation and Park Department is exploring a number of proposed recreation and park system improvement options, and I'm going to ask you about them . . .

One option is to **<INSERT STATEMENT; RANDOMIZE ORDER>**: Would you be very, moderately, or not very interested in this? **[REVERSE SCALE]**

[AFTER THE FIRST STATEMENT, JUST SAY "very, moderately, or not very interested"]

Q8. The improvements I just listed may require additional public funding to implement. . .

Would you tend to favor, be neutral to, or oppose additional public funding to **<INSERT STATEMENT; RANDOMIZE; REVERSE SCALE>**?

[AFTER FIRST STATEMENT, JUST SAY "Would you favor, be neutral to, or oppose additional public funding to. . ."]

	Q7. Degree of Interest				Q8. Perception About Public Funding			
	VERY	MODERATELY	NOT VERY	DK/NA	FAVOR	NEUTRAL	OPPOSE	DK/ NA
a. Build a new youth sports park to provide more soccer fields	34%	28%	36%	2%	33%	37%	29%	2%
b. Incorporate more natural open space in existing city parks	57%	28%	14%	1%	56%	23%	20%	2%
c. Develop additional children's playgrounds and play areas	53%	27%	20%	1%	48%	31%	20%	1%
d. Build a state-of-the-art community recreation center with gymnasium	41%	32%	25%	2%	42%	31%	25%	2%

		Q7. Degree of Interest				Q8. Perception About Public Funding			
		VERY	MODER- ATELY	NOT VERY	DK/NA	FAVOR	NEUTRAL	OPPOSE	DK/ NA
e.	Expand and improve city jogging and biking trails to link city parks	63%	21%	15%	1%	59%	22%	18%	1%
f.	Renovate and expand the International Swim Center in Central Park	38%	30%	28%	4%	39%	34%	25%	2%

Q9. A question about soccer fields . . . Because of NFL stadium game day impacts, the Youth Soccer Park next door will be difficult to access and use for soccer on game and event days during the year. Several park locations have been suggested for accommodating new soccer fields.

One suggested location is <INSERT STATEMENT; RANDOMIZE>? Would you tend to favor, be neutral to, or oppose this site? [REVERSE SCALE]

		FAVOR	NEUTRAL	OPPOSE	DK/ NA
a.	On vacant land available at the city's water treatment plant on Zanker Avenue outside the city limits	36%	30%	28%	6%
b.	Under-utilized Industrial land to be purchased inside Santa Clara near the dog park	41%	33%	16%	10%
c.	In a portion of undeveloped parkland like Ulistac Natural Area	21%	29%	36%	14%
d.	Montague Park	37%	30%	15%	19%
e.	Jenny Strand Park	14%	30%	14%	42%

Q10. Current City policy requires private developers to set aside 3 acres of parkland for every 1,000 residents in housing developments. The City is looking to increase this requirement to 4.6 acres. The requirement would [add more parkland to the city] but [increase developers' costs]. [REVERSE THESE TWO PREVIOUS PHRASES] Do you <INSERT LIST; REVERSE> this requirement?

STRONGLY FAVOR 36%
MILDLY FAVOR 25%
ARE NEUTRAL TO 22%
MILDLY OPPOSE 9%
STRONGLY OPPOSE 6%
DON'T KNOW / REFUSED [DON'T READ] 2%

Desirability of Central Park Improvements

Q11. The International Swim Center, located in Central Park, has a 50-meter pool, diving tank, and training pool, is used by numerous swim clubs, and hosts 28 major swim events annually. This 50-year old facility, however, has an aging infrastructure and the city is considering plans to modernize and enlarge it.

One suggested swim center improvement is to <INSERT STATEMENT; RANDOMIZE ORDER>. Would you be very, moderately, or not very interested in this? [REVERSE SCALE]

[AFTER THE FIRST STATEMENT, JUST SAY "very, moderately, or not very interested"]

		VERY	MODER- ATELY	NOT VERY	DK/ NA
a.	Add community water play areas for families and kids	43%	37%	20%	1%

	VERY	MODER- ATELY	NOT VERY	DK/ NA
b. Add an Olympic dry-land training facility with fitness, therapy, and weight-training equipment	28%	42%	28%	1%
c. Upgrade competition swimming facilities to attract additional major competitive swimming events	34%	38%	27%	1%
d. Add more facility parking	45%	33%	21%	2%
e. Add the International Swimming Hall of Fame to the facility. This 7,500 square foot museum celebrates the history and benefits of swimming, diving, water polo, and synchronized swimming, and also holds the world's largest collection of aquatic and Olympic medals and memorabilia.	24%	36%	39%	1%

Q12. The city is considering two site options for the International Swim Center. The first is to [build the new swim center and hall of fame next to the Community Recreation Center in Central Park. That would reduce traffic, noise and parking issues and provide space on the existing site for soccer fields or open space..] The second option is to [rebuild the International Swim Center near its current location next to the library.] The two options cost about the same. **[REVERSE THE TWO SENTENCES]** Which would you recommend? **[READ LIST; REVERSE FIRST TWO OPTIONS AS IN PARAGRAPH]**

MOVE THE SWIM CENTER 17%
 KEEP THE SWIM CENTER WHERE IT'S AT 49%
 YOU'RE NOT SURE 34%
 REFUSED **[DON'T READ]** 0%

Q13. To pay for International Swim Center improvements, do you think the city should seek **<INSERT LIST; REVERSE FIRST THREE OPTIONS>?**

[SKIP TO Q14] ← 100% PRIVATE FUNDING 22%
 50% PRIVATE AND 50% PUBLIC FUNDING 42%
 100% PUBLIC FUNDING 5%
[SKIP TO Q14] ← YOU'RE NOT SURE 30%
[SKIP TO Q14] ← REFUSED **[DON'T READ]** <0.5%

Q14. For public funding of swim center improvements, do you think the city should rely on **<INSERT LIST; REVERSE FIRST TWO OPTIONS>?** (n=188)

A PARCEL TAX OR BOND 14%
 CHARGING DEVELOPER FEES ON NEW RESIDENTIAL DEVELOPMENT 22%
 YOU'RE NOT SURE 65%
 REFUSED **[DON'T READ]** 0%

Contributor Support and the Most Liked Characteristic

Q15. The proposed changes to the International Swim Center may, as mentioned, rely at least partially on financial support from community residents. I have a question about this for survey purposes only. How likely do you think it will be for members of your household to contribute to a future funding campaign to help build an upgraded swim center? **[READ LIST; REVERSE]**

VERY LIKELY 15%
 SOMEWHAT LIKELY 36%
 NOT VERY LIKELY 46%
 DON'T KNOW **[DON'T READ]** 2%
 REFUSED **[DON'T READ]** <0.5%

Demographics and Windup

D1. Finally, a few last questions for classifying your answers and we're done. . . .

What is the zip code of your primary home? **[DON'T READ]**

95050	33%
95051	44%
95054	14%
OTHER _____	8%
DON'T KNOW / REFUSED	1%

D2. In non-rush hour traffic, how many minutes does it take to drive to Central Park from your home? **[READ LIST; REVERSE]**

5 MINUTES OR LESS	41%
6 TO 10 MINUTES	35%
11 TO 15 MINUTES	11%
16 TO 20 MINUTES	8%
21 MINUTES OR MORE	3%
DON'T KNOW / REFUSED [DON'T READ]	3%

D3. Are you currently registered to vote in City of Santa Clara municipal elections? Yes or no?

YES	80%
[SKIP TO D5] ← NO / REFUSED	20%

D4. Typically how often do you vote in municipal elections? (n=320) **[READ LIST; REVERSE]**

ALWAYS	56%
MOST OF THE TIME	24%
SOME OF THE TIME	11%
NOT VERY OFTEN	8%
DON'T KNOW / REFUSED [DON'T READ]	1%

D5. How many adults aged 18 or older, including yourself, currently live in your household? **[READ LIST]**

JUST YOURSELF	11%
TWO	51%
THREE	20%
FOUR OR MORE	18%
REFUSED [DON'T READ]	<0.5%

D6. Are you the parent or guardian of at least one child aged 17 or younger currently living in Santa Clara? Yes or no?

YES	34%
NO	65%
REFUSED	<0.5%

D7. Is the total household income for all members in your household, aged 18 and over, *above* or *below* \$60,000 a year? **[GET "BELOW" OR "ABOVE" AND THEN:]** Please stop me when I reach your correct income category **[IF "BELOW" READ 1 TO 2, ELSE READ 3 TO 5]**

[IF BELOW \$60K, ASK] →	UNDER \$30,000	7%
	\$30,000 TO UNDER \$60,000	11%
[IF ABOVE \$60K, ASK] →	\$60,000 TO UNDER \$90,000	22%
	\$90,000 TO UNDER \$120,000	11%
	\$120,000 OR MORE	33%
	DON'T KNOW / REFUSED [DON'T READ]	16%

D8. May I ask your first name only, in case my supervisor calls to verify the courtesy and completeness of this interview?

[FIRST NAME]

Thank you so much for your time.