

Clark County Parks & Recreation Community Needs Assessment 2000



Survey results from residents in each
of the seven County Commissioner
Districts of Clark County, Nevada

CLARK COUNTY PARKS AND RECREATION

**2000 COMMUNITY NEEDS ASSESSMENT
SURVEY RESULTS FROM RESIDENTS
IN 7 CLARK COUNTY COMMISSION DISTRICTS**

BY

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SECTION I

EXECUTIVE SUMMARY

Introduction

The assessment of the leisure behaviors, attitudes, and opinions of Clark County residents serves as an important component in the development of a Comprehensive Plan for the Clark County Parks and Recreation Department. The information obtained through this assessment will assist the Clark County Parks and Recreation Department (CCPRD) in the formulation of goals and policies, and in the development of program areas and facilities for Clark County residents. The overall goal of this study was to gather and analyze information that would allow the Clark County Parks and Recreation Department to plan for and provide facilities and programs that adequately serve the current and future needs of the residents.

Method

A telephone survey of Clark County community residents in the urban unincorporated County area was conducted. The sample for this study was drawn from each of the seven Clark County Commission Districts. These Districts were chosen as a geographic reference. Seven hundred and five interviews were completed with county residents. A representative group of residents from each of the Districts was interviewed thereby allowing the opportunity to make comparisons between Districts as well as assess the unincorporated County as a whole. The demographic makeup of the sample closely reflects the overall County in terms of age, gender, and ethnicity.

Major Findings of the 2000 Community Survey

This section summarizes the major findings of the Needs Assessment Community Survey. Detailed results of the survey are presented in Section II.

Overall Opinion of Clark County Parks and Recreation Department

- Overall, 82% of respondents indicated that the CCPR Department facilities in their community add to their quality of life.
- Overall, 72% of respondents had a favorable impression of CCPRD.

Marketing

- A majority of respondents (50%) were familiar with CCPR Department cultural, recreational, or senior citizen programs or services.
- Most respondents (68%) received information about CCPR Department programs through television followed by word of mouth (62%) and newspapers (61%).
- Forty-eight percent of respondents were aware of the Desert Wetlands Park.
- Thirty-five percent of respondents indicated they watched parks and recreation programs on Government channel 4.

Parks

- Overall, 71% of respondents had a favorable impression of County parks.
- A majority of respondents (73%) indicated they had visited a Clark County park in the last year.
- A majority of respondents (61%) indicated that they visited parks at least once per month.

Recreation and Cultural Facilities

- Forty-one percent of respondents indicated they had visited a Clark County recreation or cultural facility in the last year.
- A majority of the respondents (52%) reported that they visited a recreation or cultural facility at least six to seven times a year.
- Respondents who had visited a Clark County recreation or cultural facility in the last year rated their quality positively.

Recreation Programs

- Twenty-two percent of respondents had participated in a recreation program in the past year.
- Respondents who had participated in a recreation program in the last year rated their program quality positively (88%).

Community Needs for Expansion of CCPR Department Services

- Respondents rated anti-drug/gang programs, activities for teens, senior programs, safekey programs, education, and playground programs most in need of improvement and expansion.
- Service improvement areas rated as a high or medium priority by at least 90% of respondents were: activities for teens, anti-drug/gang programs, special events, walking, hiking and biking trails, and safekey programs.

Policy Issues, Funding, and CCPR Department Evaluation

- Over 70% of respondents expressed a positive opinion of the CCPR Department and staff.
- Over 90% of respondents indicated that the CCPR Department has an important role in providing programs regardless of income and the conservation and preservation of open space.
- Over 85% of respondents indicated that the CCPRD should develop more large parks as well as address social issues.
- A majority of respondents (59%) indicated that more current tax dollars should be allocated to the CCPR Department.
- A majority of respondents (70%) indicated a willingness to pay for new programs and that current fees are affordable.

Constraints to Participation

- A majority of respondents (57%) and their friends (53%) lacked knowledge of CCPRD programs and services.
- Lack of time and inconvenient facility and program locations were also identified as barriers to participation.

Recommendations

The findings of this study offer a number of important recommendations derived from county residents. There are significant challenges in the short-term to meet all of the needs identified in this report. It is incumbent on the Clark County Commissioners along with Parks and Recreation professionals to address those recommendations that are compatible with the Department's mission and goals and are the best use of the resources available.

1. **Increase the marketing of CCPR Department with particular attention to information on parks, recreation and cultural facilities, and recreation and cultural programs.**
 - a. Develop a "Tell Your Friends" campaign to inform residents through word of mouth
 - b. Utilize television advertising or public service announcements
 - c. Increase publicity for the Department through newspaper articles
 - d. Continue to utilize a diverse set of communication tools to provide information to residents on CCPR Department programs and facilities
2. **Increase the role of CCPR Department in addressing social issues.**
 - a. Expand anti-drug/gang prevention programs
 - b. Expand youth-at-risk outreach efforts
 - d. Offer more subsidized opportunities for low income individuals
 - e. Increase the presence of park police
 - f. Identify and expand the programs offered to individuals with disabilities
3. **Develop strategies for capital development projects.**
 - a. Expand the conservation and preservation of open space
 - b. Develop walking, hiking, and biking trails
 - c. Develop more large parks
4. **Increase program offerings.**
 - a. Identify and expand the activities provided for teens
 - b. Continue to provide activities for all ages
 - c. Expand outdoor performances and special events, safekey programs and playground activities
5. **Increase revenue to meet the expressed needs of residents.**
 - a. Seek larger share of tax dollar allocation from County government
 - b. Investigate additional funding sources
6. **Address structural constraints to participation in CCPRD programs and facilities.**
 - a. Increase marketing efforts to disseminate information on the Department and its offerings.
 - b. Adjust program scheduling to minimize facility crowding.
 - c. Offer convenient time and locations for programs.
7. **Recognize and develop strategies to meet the needs of residents in each Clark County Commission District and the county as a whole.**
8. **Continue to conduct comprehensive urban county surveys at regular intervals in order to track resident needs and trends.**

SECTION II

INTRODUCTION TO STUDY

The assessment of the leisure behaviors, attitudes, and opinions of Clark County residents serves as an important component in the development of a Comprehensive Plan for the Clark County Parks and Recreation Department. The information obtained through this assessment will assist the Clark County Parks and Recreation Department (CCPRD) in the formulation of goals and policies, and in the development of program areas and facilities for Clark County residents. The overall goal of this study was to gather and analyze information that would allow the Clark County Parks and Recreation Department to provide facilities and programs that adequately serve the current and future needs of the residents. The basic objectives of this study were as follows:

1. To gather information that the Clark County Parks and Recreation staff can use to gain a better understanding of its constituency.
2. To assess the public's perception of the extent to which the Department's current recreation programs and services satisfy the needs of participants.
3. To determine the most effective methods of disseminating information to the public about recreation/cultural programs, facilities, and opportunities.
4. To assess the public's attitudes and opinions regarding the Department's programs and policies.
5. To determine the community's need for new programs and facilities.
6. To gain the public's input regarding important policy issues facing the Department.
7. To afford community residents the opportunity to offer suggestions, comments and concerns related to the recreational/cultural opportunities provided by the Department.

SECTION III

METHODS AND PROCEDURES

Development Of Questionnaire

The development of the questionnaire began with meetings between the project staff and personnel of the Clark County Parks and Recreation Department to identify issues and concerns that should be addressed through the survey. The Project Director developed a draft of the questionnaire on the basis of these discussions which was reviewed by Department staff. Several revisions of the questionnaire were undertaken after receiving Department feedback. A pilot test of the questionnaire was conducted with selected residents of the Clark County community. A final refined version of the questionnaire was drafted which incorporated the comments of the pilot group.

The final questionnaire consisted of 35 pages. The first five pages were used to serve two purposes. First the purpose of the survey was conveyed to residents and they were asked to participate. Second, there were several questions that were aimed at determining the exact Clark County Commission District in which that individual resided. Commission Districts were used as a geographic reference. The remainder of the questionnaire addressed eight major content areas including (1) marketing information, (2) parks and recreation facility usage, (3) participation in recreation programs, (4) recreation facility and program expansion, (5) priorities for projects or service improvements, (6) future directions and (7) constraints to participation, and (8) demographic make-up of respondents. A complete copy of the questionnaire is provided in Appendix A.

Method

A telephone survey of Clark County community residents in the unincorporated County area was conducted. Random digit dialing techniques were used to select respondent households. The sampling frame was constructed using the most current telephone exchange data available. Telephone exchanges refer to the 3-digit prefix included in any telephone number. A proportionate, stratified random sample based on the seven geographic locations of exchanges and on the proportion of residential listings in the exchange area were drawn. The seven geographic locations represent recreation and park service districts. Exchange digits were matched with randomly generated four-digit numbers to produce a seven-digit number called by interviewers.

Computer assisted telephone interviewing was used. Interviews were only conducted with adults 18 years and older. Interviewers called telephone numbers up to 10 different times in order to increase the probability of obtaining a valid respondent. The entire telephone interview lasted from 20 to 40 minutes.

SECTION IV DESCRIPTION OF THE SURVEY SAMPLE

Clark County Commission Districts

The sample for this study was drawn from each of the seven Clark County Commission Districts that were chosen as geographic references. Seven hundred and five interviews were completed with county residents. A representative group of residents from each of the Districts was interviewed thereby allowing the opportunity to make comparisons between Districts as well as assess the urban County as a whole. District D posed the most difficult problem in identifying individuals from the unincorporated County population of approximately 6,500 residents. The small sample of District D residents (n=35) in this study makes an interpretation of this District tenuous. While some of the findings are presented for each District, it is best to interpret District D in relation to the overall sample (n=705) or in relation to other similar Districts. A final breakdown of residents from each of the Districts is presented in Table 1.

Table 1. Description of Sample by District

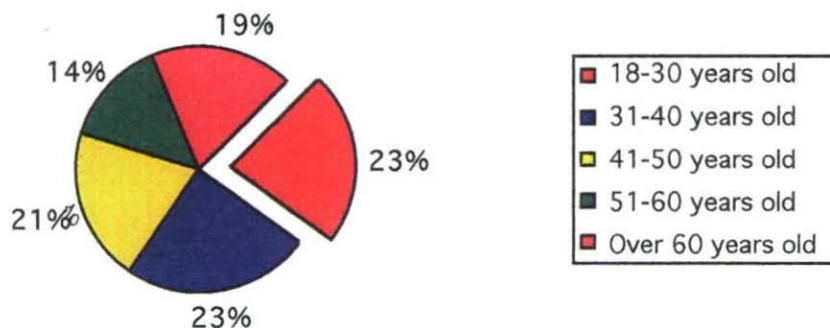
District	Number of Respondents	Percentage of Sample
A	133	19%
B	157	22%
C	84	12%
D	35	5%
E	117	17%
F	91	13%
G	88	13%

Demographic Information

Age (Question D1)

The sample consisted of adults whose age ranged from 18 years old to 89 years old. Five age groups were used to categorize respondents. Age group representation ranged from 14 to 23 percent of the sample. Figure 1 below provides a further breakdown of the respondents' ages.

Figure 1. Age Groups for All Respondents (n=705)

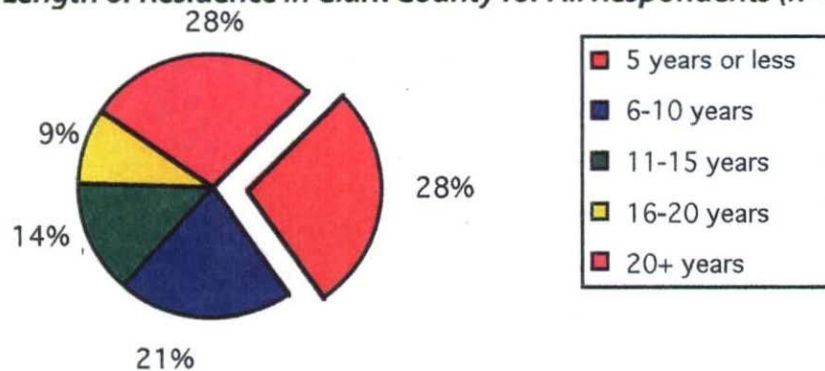


The Las Vegas Perspective (2000) reported the ages of adults in the general population of Clark County as: 18-24 years (14%), 25-34 years (25%), 35-44 years (21%), 45-54 years (15%), 55-64 years (12%), and over 65 years (14%). While a direct comparison of the age represented in the sample versus the community is difficult because of the different age categories used, it would appear that the sample is fairly representative of the age distribution in the community.

Length of Residence in Clark County (Question D2)

The respondents' length of residence in Clark County ranged from less than one year to sixty-eight years. More specifically, the respondents' length of residence was as follows: 5 years or less (28%), 6-10 years (21%), 11-15 years (14%), 16-20 years (9%), more than 20 years (28%).

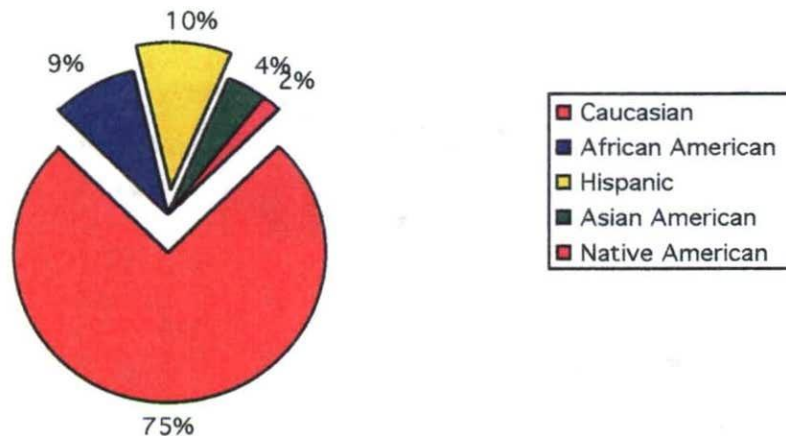
Figure 2. Length of Residence in Clark County for All Respondents (n=705)



Race/Ethnicity (Question D3)

The ethnic makeup of the sample was predominantly Caucasian (75%). African Americans, Hispanics, Asian Americans, and Native Americans were also represented in the sample. Figure 3 below provides further detail on the race/ethnicity of respondents.

Figure 3. Race/Ethnicity for All Respondents (n=705)

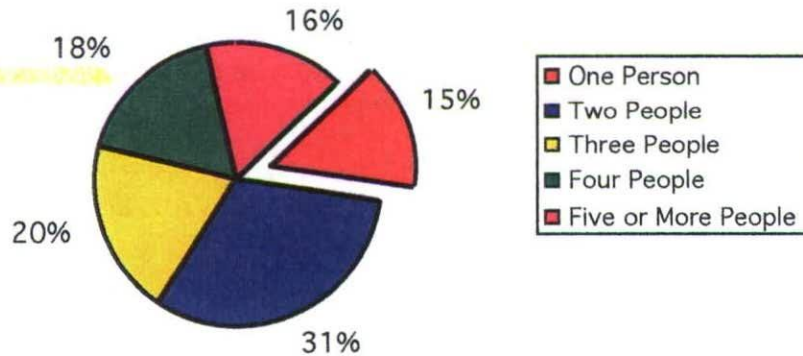


The 2000 Las Vegas Perspective reported the racial/ethnic backgrounds of residents of Clark County as: White (72%), Black (9%), Hispanic (13%), Asian (5%), and American Indian (.9%). It appears that the respondents in this study reflect the race/ethnicity of the County.

Household Size (Question D4)

The size of respondents' households ranged from 1 to 14 people. The majority of households (66%) had up to three people in residence. Thirty-one percent were two person households, and 15% were single households. The figure below provides further detail on the size of households of respondents.

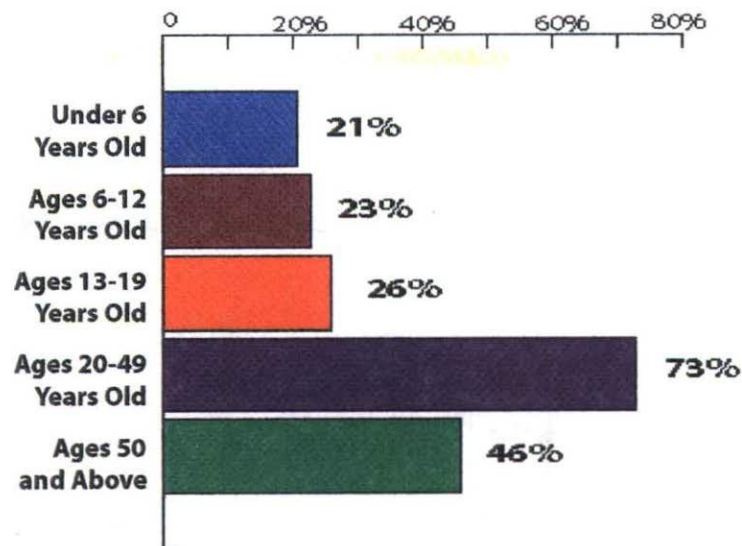
Figure 4. Size of Household for All Respondents (n=705)



Household Ages (Question D5)

Respondents were asked to provide the ages of individuals living in the household. As seen in Figure 5, the largest age group represented in households was 20-49 years old. Almost half of the sample had members of the household aged 50 and above. The largest group of children in the household was in the teenage group, closely followed by 6-12 year olds and children under 6 years old.

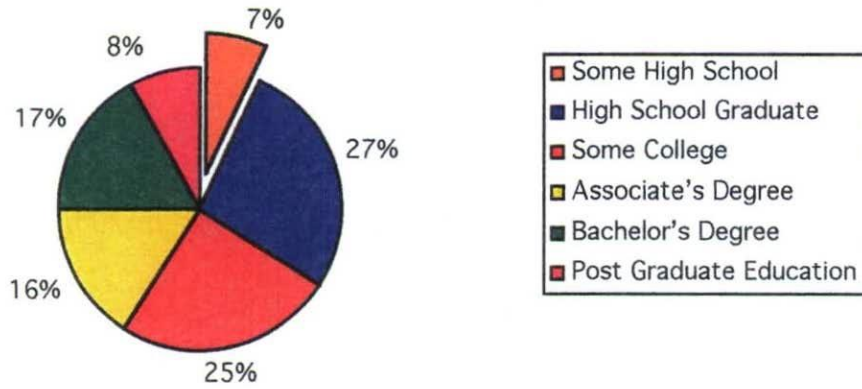
Figure 5. Percentage of Household Members by Age for All Respondents (n=705)



Level of Education (Question D6)

The educational level of respondents ranged from those with some high school education to individuals who had completed college and gone on to post graduate education. The largest group of individuals had obtained a High School Diploma (27%), followed closely by those with some college education. The smallest educational level represented in the sample were those who had completed some high school (7%). The figure below provides a breakdown of respondents level of education.

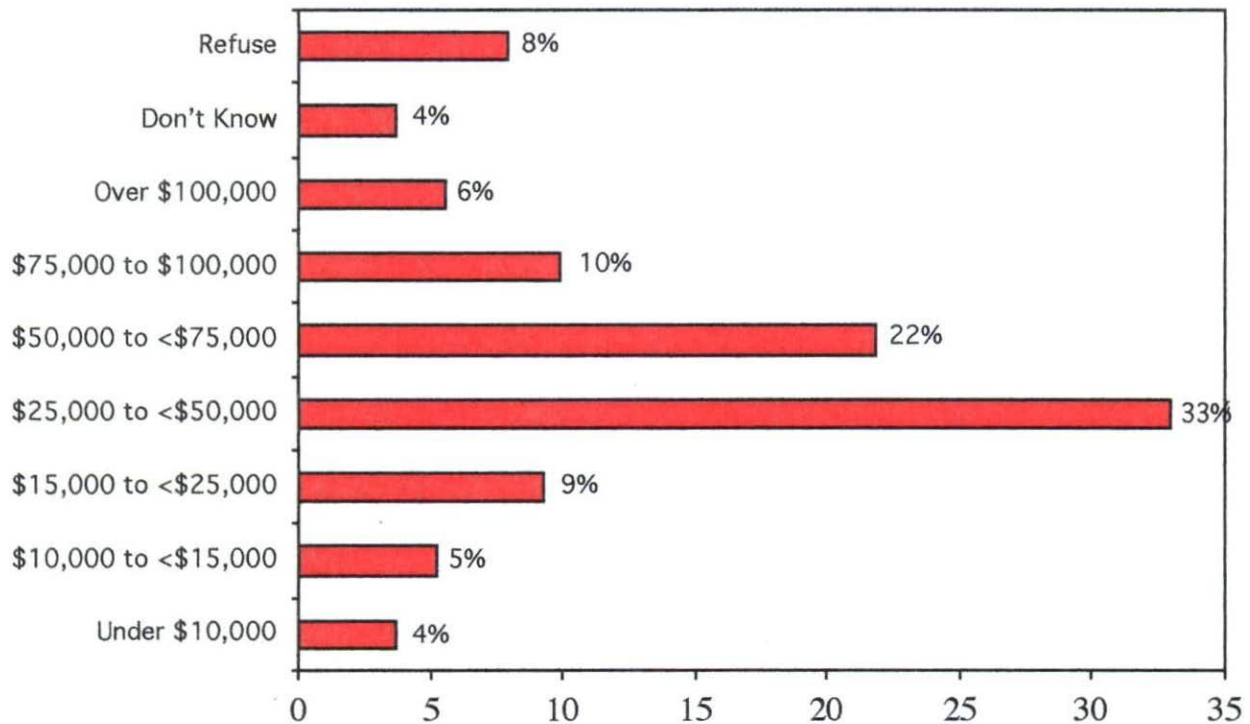
Figure 6. Level of Education for All Respondents (n=705)



Income (Question D7)

The annual household income level of respondents ranged from below \$10,000 to above \$100,000. Most respondents (33%) were in the \$25,000 - \$50,000 category. Figure 7 below provides further detail on the income of respondents with percentages for each category.

Figure 7. Income Level for All Respondents (n=705)

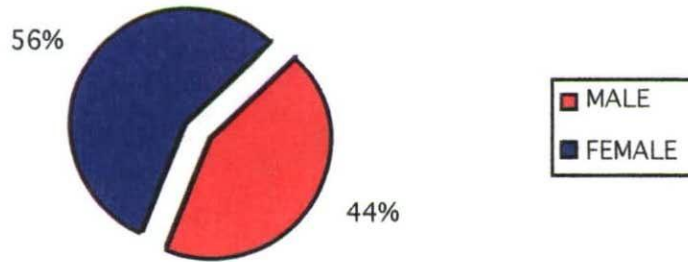


The 2000 Las Vegas Perspective reported the household income of residents of Clark County as: under \$14,900 (11%), \$15,000 - \$19,900 (9%), \$20,000 - \$24,900 (11%), \$25,000-\$34,900 (18%), \$35,000-\$49,900 (20%), \$50,000-\$74,900 (18%), \$75,000-\$100,000 (7%), over \$100,000 (7%). The respondents in this sample appear to be similar in the income levels throughout the County.

Gender (Question D8)

The gender makeup of the sample consisted of a slightly larger percentage of females (56%) than males (44%). The gender make-up of the sample closely mirrors the data reported in the Las Vegas Perspective (2000) which indicated that females represented 54% of the population and males 46%.

Figure 8. Gender of All Respondents (n=705)

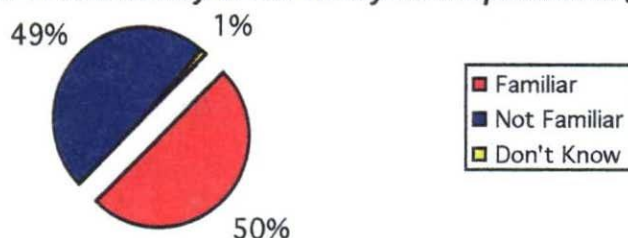


SECTION V SURVEY FINDINGS

Familiarity with Cultural, Recreational, or Senior Citizen Programs or Services (Question 1)

Residents were asked if they were familiar with the CCPRD cultural, recreational, or senior citizen programs or services. Fifty percent of residents said that they were familiar with these programs and services, and 49% said they were not. One percent of respondents were not sure.

Figure 9. Familiarity of CCPRD by All Respondents (n=705)



The level of respondent familiarity with CCPRD varied by Clark County Commission District. The percentage of those familiar were as follows: District A (45%), District B (48%), District C (57%), District D (57%), District E (50%), District F (48%), and District G (53%). Districts C, D and E had the highest level of familiarity with CCPRD while District B and D were not as familiar with these programs and services. A high percentage of residents in District B and D reside in Las Vegas and North Las Vegas.

Source of Information (Questions 2a-2i)

Residents were asked what information sources they used to learn about CCPRD programs and services. Sixty-eight percent identified television, 62% word of mouth followed by newspaper articles (61%). CCPRD activity guide (35%) and cable channel 4 (36%) received the lowest rating as an information source. The following figure (10) and Table 2 provide further detail on the sources of information used by all respondents, as well as the sources of information by district.

Figure 10. Sources of Information (%) Used by All Respondents (n=360)

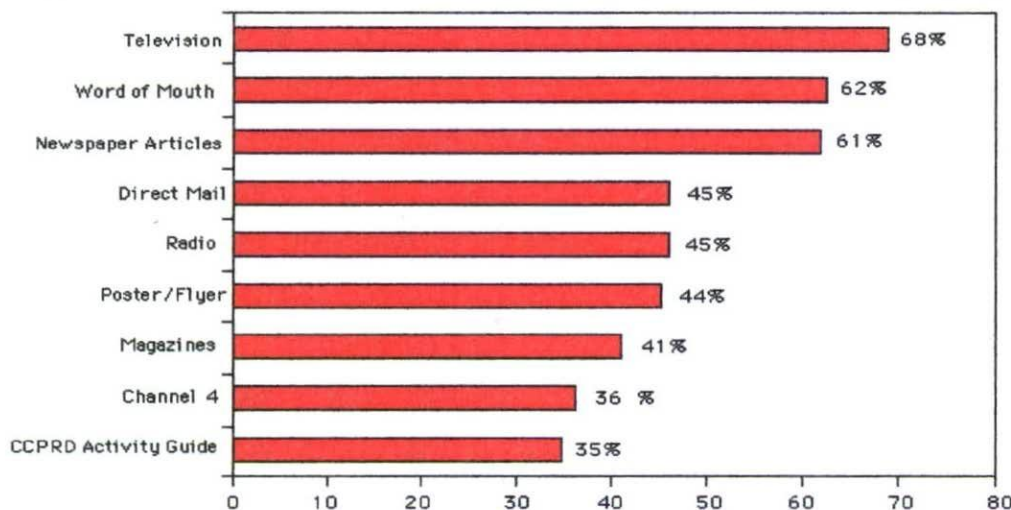


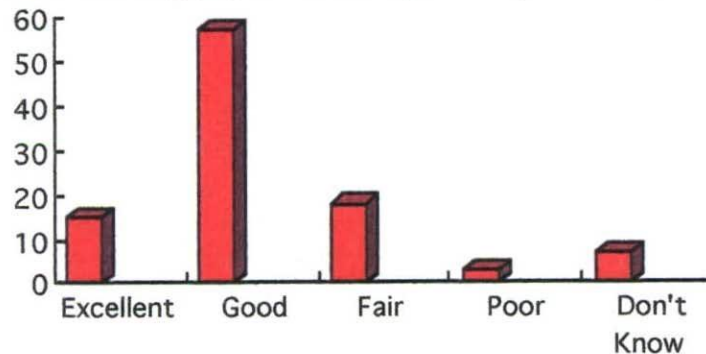
Table 2. Sources (%) of Information Used by Respondent's District

District	Guide	Mag.	News.	TV	Radio	Direct Mail	Poster Flyer	Word of Mouth	Ch. 4
A	32%	44%	56%	66%	34%	40%	44%	67%	35%
B	36%	35%	63%	79%	47%	51%	49%	64%	46%
C	44%	42%	70%	67%	51%	42%	42%	63%	31%
D	30%	45%	75%	70%	35%	40%	25%	75%	60%
E	40%	34%	58%	69%	49%	42%	50%	50%	29%
F	34%	36%	61%	62%	47%	55%	40%	68%	34%
G	27%	52%	56%	73%	45%	43%	39%	55%	29%

Overall Impression of Programs and Services Provided by CCPRD (Question 3)

Respondents were asked their overall impression of programs and services provided by the CCPRD. Fifteen percent of residents gave a rating of excellent, 57% good, 18% fair, and 3% poor. This suggests that 72% of residents have a favorable impression of CCPRD.

Figure 11. Rating (%) of CCPRD by All Respondents (n=369)



The ratings of CCPRD by Clark County Commission District are provided in Table 3. There was some variability in the ratings of respondents by district. District D had the largest number of respondents rating CCPRD as excellent followed by District G (22%). In all Districts, over 60% of respondents rated CCPRD programs and services as excellent or good. District E had the largest ratings of fair or poor (28%).

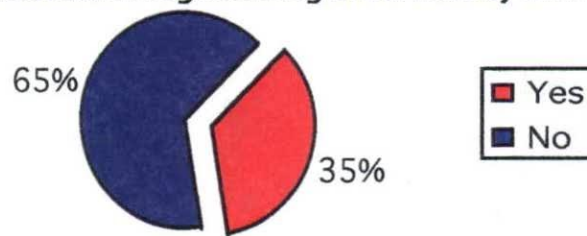
Table 3. Rating (%) of CCPRD by Respondent's District

District	Excellent	Good	Fair	Poor
A	16%	59%	16%	5%
B	13%	56%	21%	3%
C	16%	61%	14%	2%
D	30%	30%	20%	5%
E	8%	56%	23%	5%
F	13%	61%	20%	2%
G	22%	57%	12%	2%

Watch Parks, Recreation and Cultural Programs on Channel 4 (Question 4)

Respondents were asked if they watch programs about recreation and cultural activities on the Government channel (Cable 4). Most respondents (65%) indicated that they did not watch channel 4 while 35% said they did.

Figure 12. Television Programming of Services by All Respondents (n=705)

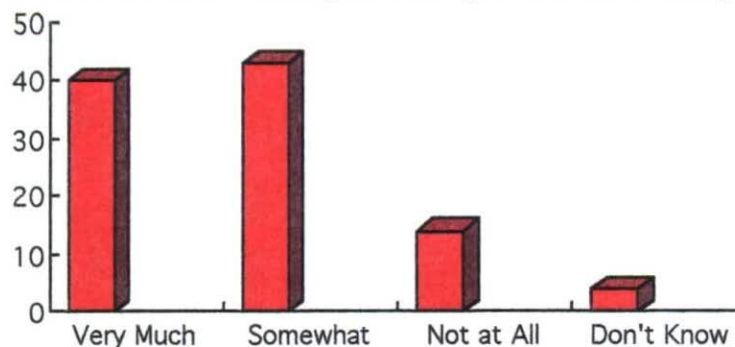


By Commission District, respondents in District B (42%) and D (50%) had the highest viewership of Channel 4, while District G had the lowest at 22%. The remaining breakdown was as follows: District A (37%), District C (31%), District E (34%), and District F (33%).

Quality of Life (Question 5)

Respondents were asked how much CCPRD facilities in their community add to their quality of life. Thirty nine percent of residents indicated that CCPRD facilities contributed very much; 43% somewhat; 14% not at all; and 4% did not know. This suggests that for 82% of respondents parks and recreation facilities in the community make a positive contribution to their quality of life.

Figure 13. CCPRD Facilities Contributing to Quality of Life for All Respondents (n=640)



The majority of respondents in all of the districts indicated that CCPRD facilities contributed to their quality of life. Over 81% of the respondents in Districts A, B, C, F, and G indicated that these facilities either contributed very much or somewhat. Respondents in District D (74%) and E (72%) rated the contribution of CCPRD facilities less favorably. Table 4 presents the District breakdown for quality of life.

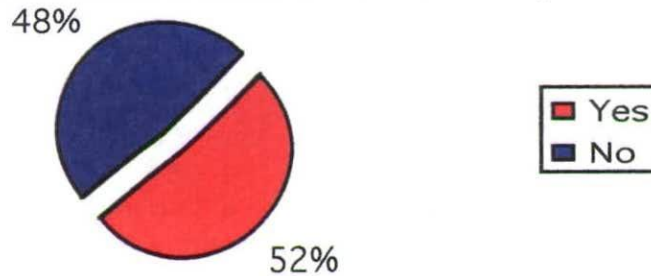
Table 4. Facilities Contribute to Quality of Life by Respondent's District (%)

District	Very Much	Somewhat	Not at All	Don't Know
A	35%	50%	14%	2%
B	33%	48%	13%	6%
C	43%	39%	16%	2%
D	40%	34%	23%	3%
E	36%	36%	23%	5%
F	48%	39%	8%	6%
G	49%	41%	7%	4%

Awareness of Wetlands Park (Question 6)

Respondents were asked if they were aware of the natural conservation area, the Wetlands Park, located in the southeast part of the valley. A majority of residents (52%) were aware of Wetlands Park, while 48% of residents were not aware of the park.

Figure 14. Aware of Wetlands Park for All Respondents (n=705)

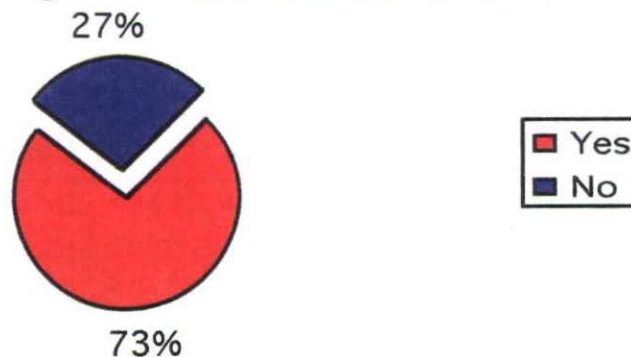


The level of respondent awareness with the Wetlands park varied by Clark County Commission District. The percentages of those familiar were as follows: District A (56%), District B (54%), District C (45%), District D (43%), District E (52%), District F (47%), and District G (52%). Districts A, B, E and G had over 50% of their residents familiar with Wetlands Park.

Park Usage (Question 7)

Residents were asked if they had visited a Clark County park in the last year. Seventy-three percent of respondents stated that they had, while 27% stated they had not.

Figure 15. Visited Clark County Parks (n=705)

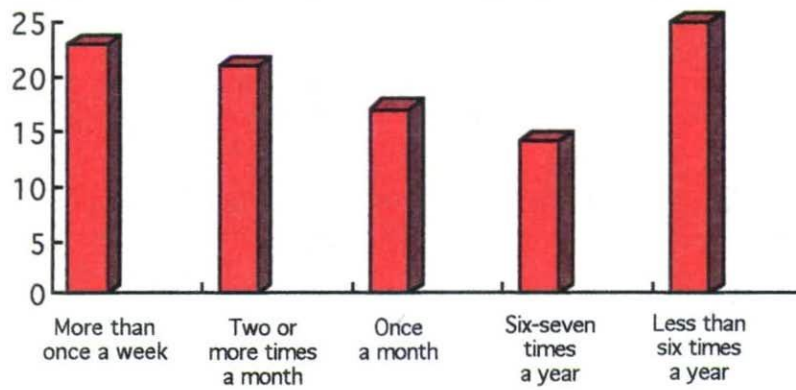


The level of respondent usage of parks varied by Clark County Commission District. The percentages of those visiting the parks last year were as follows: District A (73%), District B (69%), District C (77%), District D (80%), District E (73%), District F (71%), and District G (73%). A strong majority of respondents in each District visit Clark County parks.

Frequency of Park Usage (Question 8)

When asked how often they visited a park in the last year, the majority of respondents (61%) indicated that they visited parks at least once per month, while 23% used parks more than once per week. The frequency of use for all respondents was as follows: more than once a week (23%), two or more times a month (21%), once a month (17%), six to seven times a year (14%), and less than six times a year (25%).

Figure 16. Frequency of Park Usage by All Respondents



The frequency of park usage was fairly similar across Clark County Commission Districts. Table 8 below shows the percentage of respondents and their park usage by district.

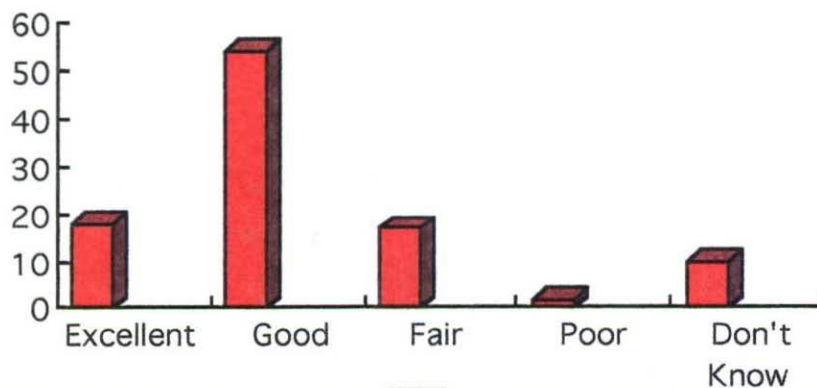
Table 5. Frequency of Park Usage by Respondents District

District	More than Once a Week	Two or More Times a Month	Once a Month	Six/Seven Times a Year	Less Than Six Times a Year
A	16%	14%	19%	21%	29%
B	21%	49%	19%	1%	9%
C	25%	26%	12%	15%	20%
D	21%	29%	32%	11%	7%
E	24%	25%	7%	11%	34%
F	20%	29%	20%	8%	22%
G	23%	8%	30%	15%	25%

Quality of Clark County Parks (Question 9)

Respondents were asked their overall impression of the quality of parks provided by the CCPRD. Eighteen percent of residents gave a rating of excellent, 54% good, 17% fair, and 2% poor. This suggests that 71% of residents have a favorable impression of CCPRD parks.

Figure 17. Overall Quality of Parks (n=702)



The quality ratings of parks by respondents varied by Clark County Commission District. The percentages of those rating parks as excellent or good were as follows: District A (74%), District B (71%), District C (73%), District D (51%), District E (74%), District F (69%), and District G (76%). District B had the highest percentage of respondents rating parks as excellent (22%), while 14% of District D residents rated parks as excellent. Table 6 below provides the complete ratings for respondents by district.

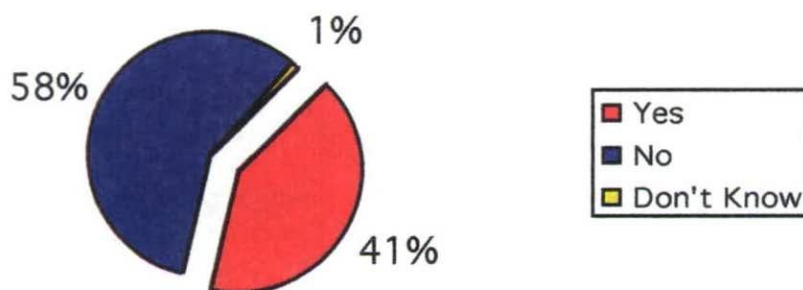
Table 6. Quality of Parks by Respondent's District (%)

District	Excellent	Good	Fair	Poor	Don't Know
A	19%	55%	16%	3%	8%
B	22%	49%	19%	1%	9%
C	17%	56%	19%	2%	6%
D	14%	37%	31%	3%	14%
E	15%	59%	13%	3%	11%
F	19%	51%	14%	1%	15%
G	16%	59%	13%	-	12%

Recreation or Cultural Facility Usage (Question 10)

In addition to the respondents' usage of parks, respondents were asked if they visited a recreation or cultural facility in the last year. The majority of respondents (58%) had not visited a recreation or cultural facility over the course of last year, while 41% had. One percent were not sure.

Figure 18. Recreation or Cultural Facility Usage (n=703)

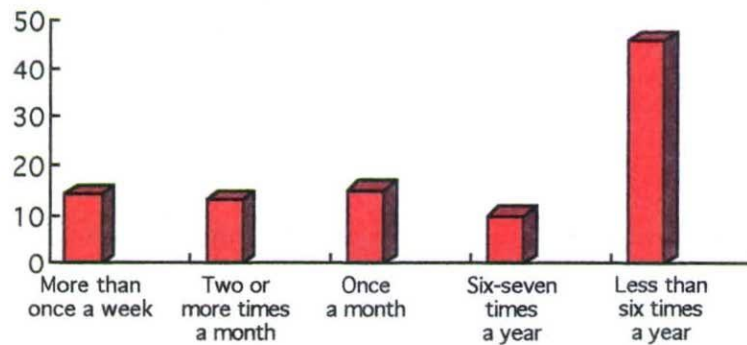


Facility usage was fairly consistent across respondent districts with residents. The breakdown of facility usage by District was as follows: District A (36%), District B (46%), District C (41%), District D (49%), District E (40%), District F (41%) and District G (38%).

Frequency of Recreation or Cultural Facilities Usage (Question 11)

When asked how often they visited a recreation or cultural facility in the last year, the majority of respondents (52%) indicated that they visited recreation or cultural facilities six to seven times a year or less. The frequency of use for all respondents was as follows: more than once a week (14%), two or more times a month (13%), once a month (15%), six to seven times a year (10%), and less than six times a year (46%).

Figure 19. Recreation or Cultural Facility Usage by All Respondents (n=243)



The frequency of usage of recreation or cultural facilities varied by Clark County Commission District. The percentages of those using recreation or cultural facilities at least once a month last year were as follows: District A (45%), District B (38%), District C (42%), District D (48%), District E (49%), District F (41%), and District G (45%). District G had the highest frequency of recreation or cultural facility usage, while District E (9%) had the lowest. The table below provides a complete breakdown by respondent district.

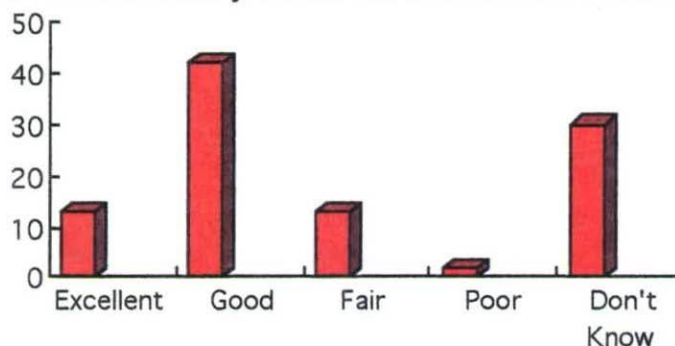
Table 7. Frequency of Facility Usage by Respondents District (%)

District	More than Once a Week	Two or More Times a Month	Once a Month	Six/Seven Times a Year	Less Than Six Times a Year
A	15%	15%	15%	13%	42%
B	10%	9%	17%	9%	51%
C	18%	15%	9%	6%	53%
D	12%	24%	12%	29%	24%
E	9%	20%	20%	9%	39%
F	19%	14%	8%	8%	51%
G	21%	3%	21%	6%	49%

Quality of Recreation or Cultural Facilities (Question 12)

Respondents were asked to rate the quality of recreation or cultural facilities provided by the CCPRD. Thirteen percent of residents gave a rating of excellent, 42% good, 13% fair, 2% poor and 30% did not know. This suggests that 55% of residents have a favorable rating of CCPRD recreation or cultural facilities.

Figure 20. Overall Quality of Recreation/Cultural Facilities (n=697)



The frequency of usage of recreation or cultural facilities varied by Clark County Commission District. The percentages of those rating recreation or cultural facilities as excellent or good were as follows: District A (52%), District B (61%), District C (62%), District D (42%), District E (51%), District F (52%), and District G (56%). District C (23%) had the highest frequency of excellent ratings of recreation or cultural facilities, while District G (8%), had the lowest percentage of excellent ratings. The table (8) below provides a complete breakdown by respondent district.

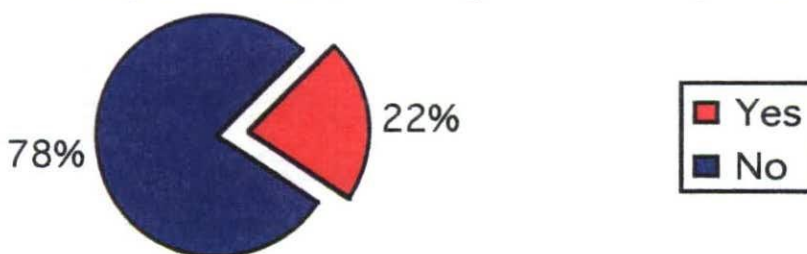
Table 8. Quality of Recreation/Cultural Facilities by Respondent District (%)

District	Excellent	Good	Fair	Poor	Don't Know
A	14%	38%	12%	2%	34%
B	12%	49%	14%	2%	24%
C	23%	39%	13%	1%	24%
D	11%	31%	14%	9%	34%
E	13%	38%	14%	3%	32%
F	10%	42%	11%	3%	34%
G	8%	48%	10%	-	33%

Participation in Recreation Programs (Question 13)

In addition to respondents' usage of parks and recreation and cultural facilities, the study investigated whether respondents had participated in recreation programs. A significant majority of respondents (78%) had not participated in recreation programs, while 22% had participated over the past year.

Figure 21. Participation in Recreation Programs for All Respondents (n=702)



The level of respondent participation in recreation programs varied by Clark County Commission District. The percentages of those participating in recreation programs last year were as follows: District A (21%), District B (21%), District C (16%), District D (40%), District E (22%), District F (25%), and District G (17%). District D had the highest percentage level of participation in recreation programs, while District G had the lowest.

Rating of Recreation Classes (Question 14)

Residents were asked to rate the quality of CCPRD recreation classes. Of those who responded to this question, 88% rated recreation classes as excellent or good, while 7% rated classes as fair, poor 3%, and 2% did not know.

Figure 22. Overall Rating of Recreation Classes (n=106)

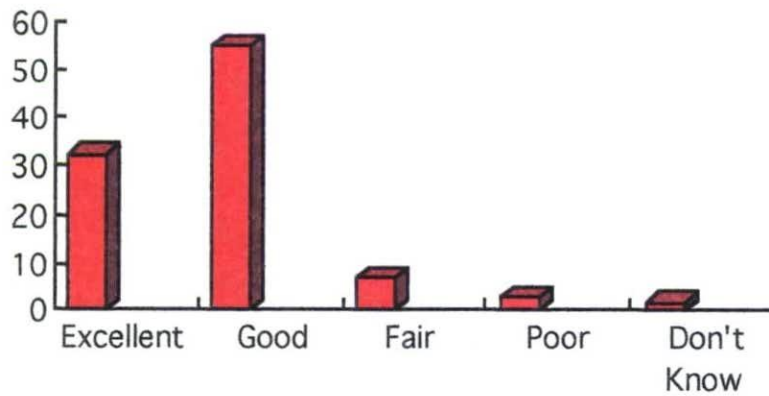


Table 9 below provides the rating by respondents of recreation classes by district. Most respondents in each district rated recreation classes as excellent or good.

Table 9. Overall Rating of Recreation Classes (%)

District	Excellent	Good	Fair	Poor	Don't Know
A	36%	55%	-	-	9%
B	13%	67%	7%	-	13%
C	14%	71%	14%	-	-
D	17%	50%	33%	-	-
E	43%	48%	10%	-	-
F	17%	61%	11%	6%	6%
G	29%	62%	10%	-	-

Community Needs for CCPRD Expansion (Question 15a-w)

Respondents were asked their opinion about 23 recreation facilities or programs that might be improved or expanded by CCPRD. For each recreation facility or program, respondents were asked if there was a need for 1) a lot of expansion, 2) some expansion, or 3) no expansion. The top five areas that respondents indicated a lot of improvement were: anti-drug or anti-gang programs for youth (73%), activities for teens (64%), safekey programs (60%), education (59%), and playground programs (56%). When the response categories of a lot of expansion and some expansion are combined the top five areas of community need were: activities for teens (91%), anti-drug or anti-gang programs for youth (88%), education (88%), special events (87%) and walking, hiking, and/or biking trails, senior programs (85%) as well as safekey programs (84%).

Table 10. Need for Expansion of Recreation Facilities and Programs for All Respondents (n=705)

Community Need	A lot of Expansion	Some Expansion	No Expansion	Don't Know
Exercise/fitness	30%	48%	12%	10%
Swimming/water Sports	42%	40%	14%	5%
Arts/cultural Programs	39%	45%	11%	5%
Crafts/hobbies	31%	48%	13%	7%
Sports	41%	39%	16%	5%
Picnicking	37%	42%	16%	4%
Playground Programs	56%	28%	11%	5%
Education	59%	29%	7%	5%
Anti-drug/gang Programs	73%	17%	9%	3%
Outdoor Activities	34%	43%	19%	4%
Nature Programs	40%	44%	12%	5%
Golf Courses	12%	18%	67%	3%
Field Trips	35%	42%	16%	8%
Special Events	44%	44%	10%	3%
Walking/biking Trails	48%	37%	12%	3%
Films/lectures	20%	48%	24%	8%
History/museum Programs	39%	43%	15%	4%
Teen Activities	64%	27%	6%	3%
Art Exhibits	31%	47%	19%	4%
Senior Activities	50%	35%	8%	8%
Safekey Programs	60%	25%	11%	5%
Preschool Activities	50%	31%	14%	5%
Camping Sites	40%	37%	17%	5%

Respondents opinions about the need for improved or expanded recreation facilities and programs varied by district and are presented in Table 11. The top five areas that respondents indicated a lot of improvement and some improvement by district were as follows:

- District A:** anti-drug or anti-gang programs for youth (92%), activities for teens (92%), classes (91%), walking, hiking, and/or biking trails (90%), activities for seniors (89%)
- District B:** activities for teens (94%), classes (91%), anti-drug or anti-gang programs for youth (90%), arts program (90%), special events (90%), activities for seniors (90%);
- District C:** senior programs (87%), anti-drug or anti-gang programs for youth (86%), activities for teens (86%), special events (84%), water sports (83%);
- District D:** walking, hiking, and/or biking trails (97%), activities for teens (97%), classes (94%), picnic areas (91%), nature programs (91%), safekey programs (91%);

- District E:** classes (90%), activities for teens (90%), special events (85%), anti-drug or anti-gang programs for youth (84%), arts programs, playground programs, museum programs, safekey programs (81%);
- District F:** special events (86%), activities for teens (86%), playground programs (85%), walking, hiking, and/or biking trails (84%), anti-drug or anti-gang programs for youth (83%);
- District G:** anti-drug or anti-gang programs for youth (93%), activities for teens (93%), classes (91%), special events (89%), playground programs (87%).

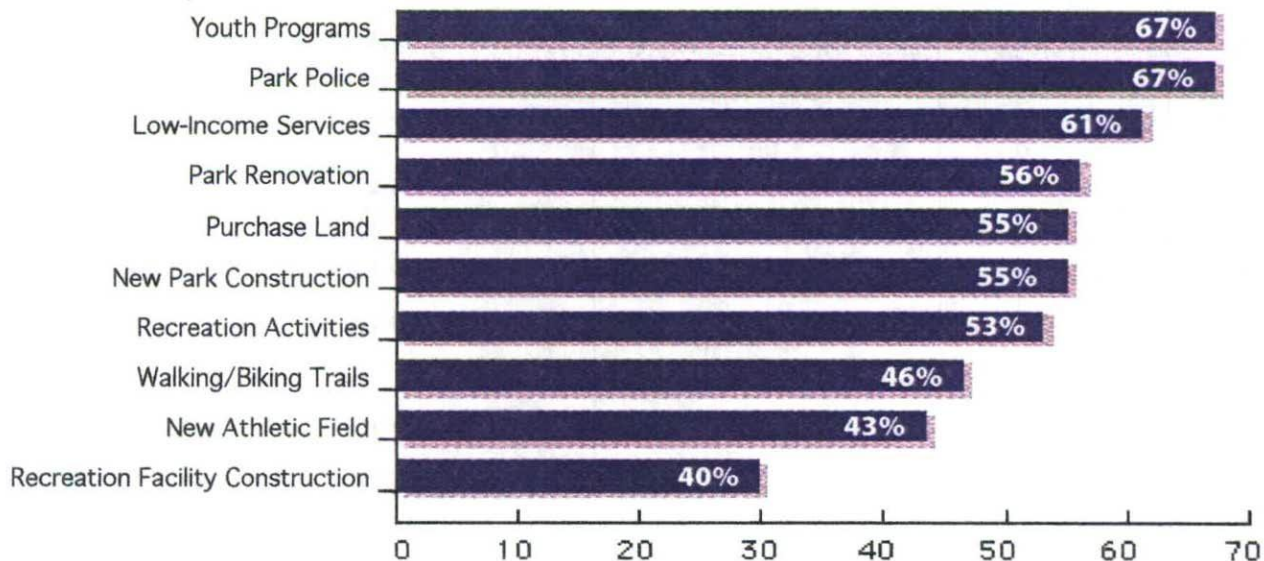
*Table 11. Need for Expansion of Recreation Facilities and Programs
By Respondent District (n=705)*

Need	Total Sample	District A	District B	District C	District D	District E	District F	District G
Fitness	78%	83%	80%	79%	89%	71%	78%	75%
Water Sports	82%	82%	81%	83%	89%	78%	82%	82%
Arts Program	84%	83%	90%	77%	86%	81%	82%	85%
Crafts	80%	85%	84%	76%	86%	76%	71%	79%
Sports	80%	84%	80%	79%	88%	78%	71%	81%
Picnic	80%	79%	83%	81%	91%	71%	76%	84%
Playground	84%	87%	87%	73%	89%	81%	85%	87%
Classes	88%	91%	91%	79%	94%	90%	82%	91%
Gang Program	88%	92%	90%	86%	89%	84%	83%	93%
Outdoor Activities	77%	75%	77%	79%	80%	74%	79%	82%
Nature	83%	86%	86%	80%	91%	80%	76%	86%
Field	77%	83%	74%	73%	89%	72%	80%	76%
Golf Courses	30%	34%	31%	33%	23%	28%	30%	25%
Special Events	87%	88%	90%	84%	88%	85%	86%	89%
Trails	85%	90%	86%	82%	97%	77%	84%	85%
Films	68%	71%	70%	64%	83%	66%	64%	69%
Museum Program	82%	82%	88%	73%	86%	81%	78%	81%
Teens	91%	92%	94%	86%	97%	90%	86%	93%
Exhibits	78%	85%	82%	71%	77%	73%	72%	78%
Seniors	85%	89%	90%	87%	83%	77%	79%	83%
Safekey Program	84%	87%	88%	81%	91%	81%	80%	81%
Pre-School	81%	82%	81%	79%	87%	80%	80%	84%
Camping	78%	82%	81%	74%	80%	70%	80%	76%

Priorities for CCPRD (Question 16a-16j)

Respondents were asked which projects or service improvements should be given priority if additional funds became available to CCPRD. Seven out of the eleven projects or service improvements were rated a high priority by over 50% of respondents. The two highest priority areas were youth outreach activities (67%) and park police (67%). See the figure below for the percentage of individuals who perceived each project or service improvement as a high priority.

Figure 23. High Priorities for All Respondents (n=705)



All of the eleven projects or service improvements were considered a high or moderate priority by at least 80% of the respondents. Ninety percent or more of the respondents identified "Park Police," "Youth Outreach Activities," and "New Park Construction" as high to moderate priorities if additional funds become available to CCPRD. See figure below for the percentages of individuals who perceived each project or service project as either a high or moderate priority.

Figure 24. High and Medium Priorities for All Respondents (n=705)

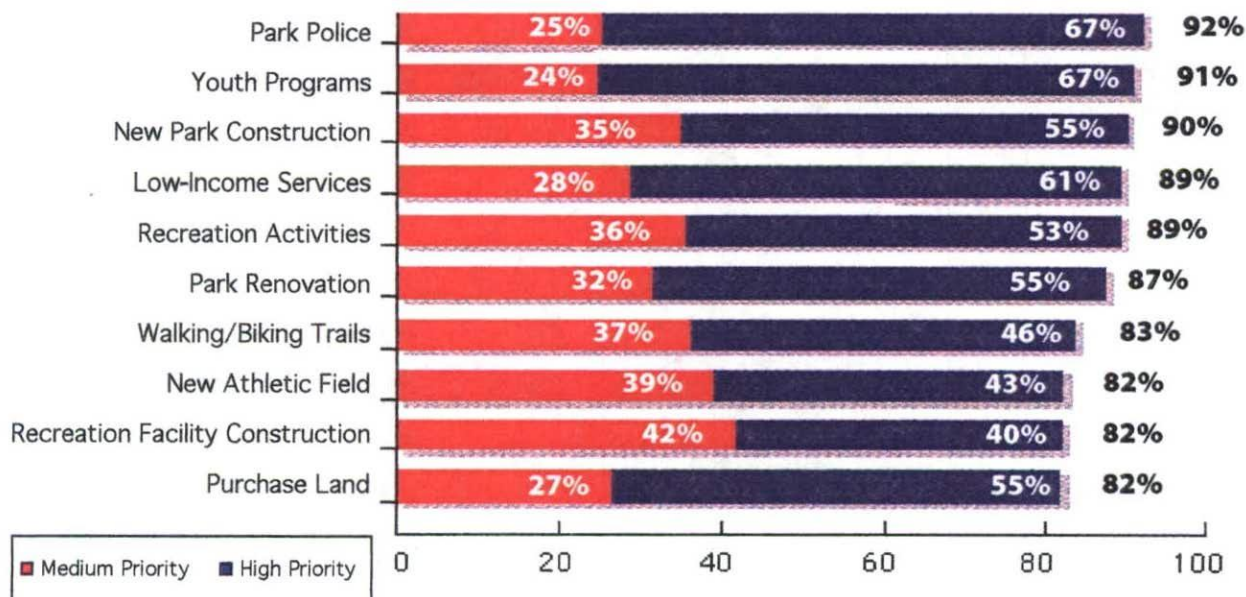


Table 12 provides the percentage of respondents in each district that rated the community need as either a high or medium priority. The findings suggest that respondents are in general agreement as to the priorities across the urban valley.

Table 12. High & Medium Priorities Compared to Total Sample by Respondent District (%)

Priority Need	Total Sample	District A	District B	District C	District D	District E	District F	District G
Purchase Land	82%	84%	77%	86%	85%	78%	79%	90%
Recreation Activities	89%	92%	91%	85%	94%	87%	88%	89%
Low Income	89%	93%	88%	86%	97%	85%	86%	94%
Youth Programs	91%	95%	89%	89%	100%	87%	90%	94%
Park Police	92%	95%	95%	85%	89%	88%	97%	89%
Walking Trails	83%	89%	83%	88%	86%	72%	79%	86%
Athletic Fields	81%	87%	79%	86%	86%	78%	75%	84%
Recreation Facilities	81%	85%	81%	81%	86%	74%	79%	86%
Park Renovation	88%	90%	87%	85%	97%	85%	82%	93%
New Parks	90%	92%	92%	89%	91%	83%	91%	92%

Future Directions of CCPRD (Question 17a-17i)

Respondents were asked their level of agreement with possible future directions of the CCPRD. Respondents were most likely to strongly agree that the Department should address social issues (50%), provide programs regardless of income (50%) and conserve and preserve open spaces/environment (46%). They also favored the development of large parks (44%) compared to medium (27%) and small parks (20%). They were least likely to strongly agree that the CCPRD should provide tourist activities (11%). See Figure 25 below for the percentages of individuals who strongly agreed with each of the future directions.

When the respondents who either strongly agreed or agreed with each of the future directions were combined, 92% of the respondents agreed that CCPRD should provide programs regardless of income, conserve and preserve open spaces (92%); and develop large parks (88%) as well as address social issues (88%). See Figure 25 below for the percentages of respondents who either strongly agreed or agreed with each of the future directions.

Figure 25. CCPRD Policy Issues

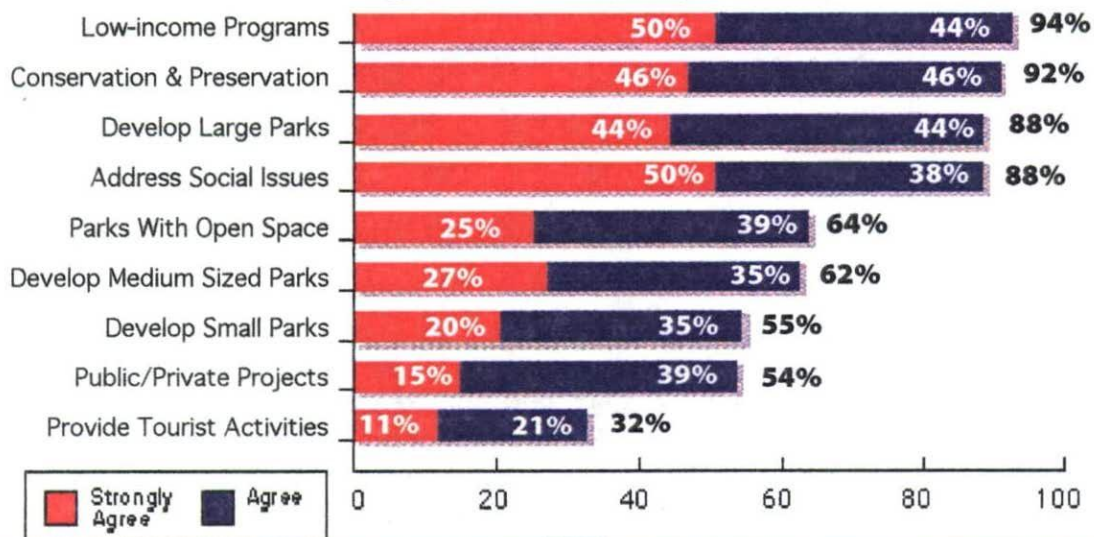
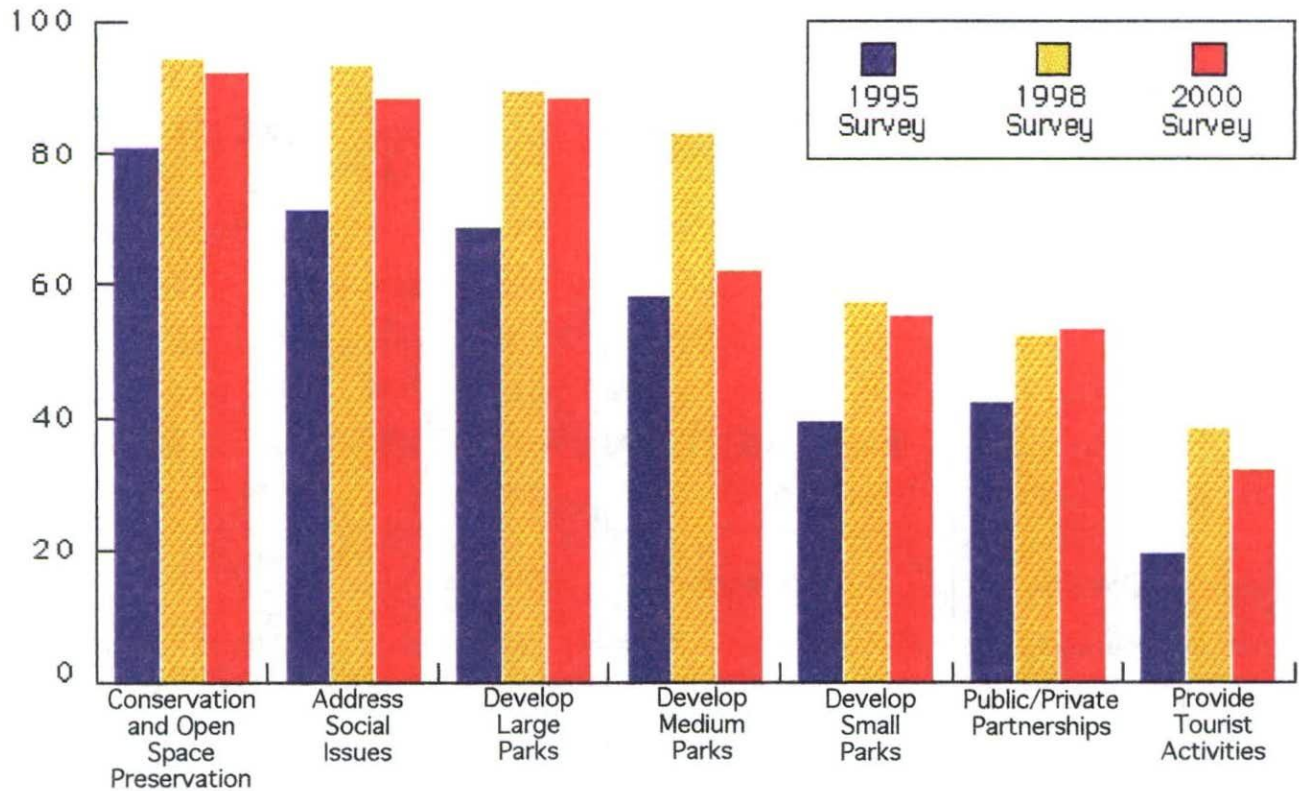


Figure 26 provides a comparison of policy issues that residents were asked in the 1995, 1998 and the 2000 survey. In each of the eight policy issues that were repeated in the surveys, there has been a consistent priority of the issues rated by residents. Conservation and open space preservation, addressing social issues and the development of large parks have consistently emerged as the most important directions for CCPRD.

Figure 26. Comparison of Policy Issues Between 1995, 1998 and 2000 Surveys (%)



Evaluation of CCPRD and Funding Issues (Question 17j-17m)

The respondents were asked their level of agreement with statements regarding the quality of staff, willingness to pay more for fees for new programs, increasing the allocation of tax revenue to parks and recreation.

Table 13. Evaluation of CCPRD and Funding Issues

Policy Issue	Strongly Agree	Agree
Higher Taxes for Parks	13%	46%
Courteous Staff	17%	57%
Fees Affordable	12%	59%
Pay Fees for New Programs	10%	60%

The respondents who either strongly agreed or agreed with each of the statements were combined. Over 70% of respondents strongly agreed or agreed that the CCPRD staff was courteous and helpful; that CCPRD fees are affordable; and that they were willing to pay a fee for new programs. Fifty-nine percent strongly agreed or agreed that they would be willing to pay higher taxes to fund new parks. See Table 13 for the percentages of respondents who strongly agreed or agreed with each of these statements.

The CCPRD policy issues are presented in Table 14 by District. Generally, there is much agreement across District residents regarding the policy issues facing CCPRD.

Table 14. Policy Issues by District Compared to All Respondents (%)

CCPRD Policy	Total Sample	District A	District B	District C	District D	District E	District F	District G
Preserve	93%	91%	94%	95%	94%	90%	93%	93%
Large Parks	89%	93%	86%	93%	91%	85%	86%	92%
Medium Parks	82%	84%	80%	82%	74%	82%	80%	88%
Small Parks	55%	55%	56%	52%	60%	50%	62%	56%
Open Space	65%	64%	70%	64%	66%	60%	62%	64%
Social Issues	89%	94%	88%	91%	89%	81%	90%	95%
Tourist Activities	33%	38%	37%	24%	23%	33%	21%	41%
Low Income Program	94%	94%	94%	95%	97%	91%	89%	98%
Public Private Projects	54%	56%	55%	56%	66%	43%	53%	56%
Higher Taxes	59%	67%	62%	60%	51%	54%	52%	58%
Helpful Staff	74%	77%	74%	69%	57%	74%	79%	74%
Afford Fees	70%	72%	74%	69%	63%	66%	67%	75%
Pay Fee	70%	72%	69%	68%	63%	68%	75%	72%

Constraints to Participation (Questions 18a-18u)

Respondents were asked a series of questions that address constraints to participation in park and recreation programs and services. There were 21 constraints presented to respondents that represented three major areas; Intrapersonal (n=7); Interpersonal (n=7) and Structural (n=7). Table 15 provides the list of constraints by area and respondents agreement with each statement. The strongly agree and agree categories for each statement were combined. Respondents indicated that intrapersonal constraints were not much of a barrier for most residents. There were more interpersonal constraints with respondents indicating that their friends don't have time (43%) and that friends don't know what programs are offered (53%). Of the three constraint areas, structural constraints were experienced the most. Respondents experienced too many commitments (57%) as well as lack of knowledge of what is available (57%). In addition, lack of time (47%), facilities too crowded (34%) and inconvenient facility locations (32%) were also constraining participation.

Table 15. Constraints to Participation

Constraint	Strongly Agree	Agree
<i>INTRAPERSONAL CONSTRAINTS</i>		
Too Shy	4%	9%
Family wouldn't approve	3%	5%
Feel uncomfortable	3%	8%
Friends wouldn't approve	3%	2%
Against religious beliefs	3%	2%
Would feel self-conscious	3%	7%
Don't have skills	3%	9%
<i>INTERPERSONAL CONSTRAINTS</i>		
Friends live too far away	4%	16%
Friends don't have time	5%	38%
Friends don't have money	4%	24%
Friends have too many family obligations	6%	31%
Friends don't know what programs are offered	7%	46%
Friends don't have skills	1%	8%
Friends don't have transportation	3%	14%
<i>STRUCTURAL CONSTRAINTS</i>		
Facilities too crowded	5%	29%
Too many commitments	8%	49%
Lack of transportation	4%	11%
Don't know what is available	11%	46%
Locations not convenient	7%	25%
Don't have time	9%	38%
Don't have money	4%	14%

SECTION VI

COMPARISONS BETWEEN THE 1998 AND 2000 NEEDS ASSESSMENT SURVEYS

The availability of the 1998 Clark County Parks and Recreation Needs Assessment survey and the current 2000 survey provides an opportunity to make preliminary comparisons. Both surveys were conducted by telephone and had similar samples sizes of urban county residents. Tracking the trends of residents' needs over time provides valuable information to management. Early data points provide benchmarks or baseline data that can be used to identify consistent priorities of residents, as well as to determine changes in needs that may emerge. The collection of trend data is especially beneficial here in Clark County where the population is growing at such a significant rate.

The Tables in this section note the percentage of resident responses for several question areas for both 1998 and 2000. In addition, the percentage change between the two surveys is provided. Caution should be exercised when examining changes noted between the two surveys. First, some change in the percentage responses is expected due to sampling error. That is, small fluctuations in the responses are attributable to the specific sample of residents that participated in the survey. Second, two administrations of a survey do not constitute a trend. While the information below is informative, continued data collection in subsequent years would enhance confidence in the validity of consistent patterns or any marked changes. Given these cautions, brief descriptions of each section of comparisons are provided below.

Table 16 provides the survey comparisons of marketing related information. The familiarity of residents with CCPRD programs and services remains relatively unchanged. Some changes are noted in the types of sources utilized by residents to obtain information on CCPRD programs and services. Television, newspaper articles, radio and magazines were identified as more useful in 2000 compared to the 1998 survey while others were relatively unchanged. The favorable impression of CCPR and the contribution of facilities to residents' quality of life remained high across the survey years.

Table 16. Marketing Related Comparisons

Survey Question	1998	2000	% Change
Familiarity of Programs or Services	54%	50%	-4%
Information Sources Used			
Television	47%	68%	+21
Word of Mouth	72%	62%	-10%
Newspaper Articles	43%	61%	+18%
Direct Mail	44%	45%	+1%
Radio	38%	45%	+7%
Poster/Flyer	45%	44%	-1%
Magazines	22%	41%	+19%
Channel 4	—	36%	—
CCPRD Activity Guide	38%	35%	-3%
Favorable Impression of CCPRD	75%	72%	-3%
CCPRD Facilities Contribute to Quality of Life	82%	82%	—

Table 17 provides the survey comparisons of parks, recreation and cultural facilities and recreation programs. There was an increase in the percentage of residents from 1998 to 2000 who were aware of the Wetlands Park. Visitation and frequency of park usage remained relatively stable. There may be the early signs of a shift in park usage to more frequent visitation. The perceived quality of parks as well as recreation and cultural facilities declined. Frequency of visits to recreation and cultural facilities remained unchanged. Participation in recreation programs increased slightly while the perceived quality continued to be high. Finally, the constraints to participation in recreation programs, including lack of program knowledge, lack of time and inconvenient locations, all increased. This increase may be due to a change in the way constraints were addressed from the 1998 to 2000 survey.

Table 17. Parks, Recreation and Cultural Facilities and Recreation Program Related Comparisons

Survey Question	1998	2000	% Change
Awareness of Wetlands Park	37%	52%	+15%
Visited Parks Last Year	70%	73%	+3%
Frequency of Park Usage			
More than once a week	20%	23%	+3%
Two or more times a month	20%	21%	+1%
Once a month	12%	17%	+5%
Six-seven times a year	19%	14%	-5%
Less than six times a year	29%	25%	-4%
Favorable Quality of Parks	81%	71%	-10%
Visited Recreation or Cultural Facility	38%	41%	+3%
Frequency of Recreation or Cultural Facility Usage			
More than once a week	10%	14%	+4%
Two or more times a month	14%	13%	-1%
Once a month	11%	15%	+4%
Six-seven times a year	15%	10%	-5%
Less than six times a year	47%	46%	-1%
Favorable Quality of Recreation or Cultural Facilities	77%	55%	-22%
Participation in Recreation Programs	16%	22%	+6%
Favorable Quality of Recreation Classes	85%	88%	+3%
Constraints to participation			
Lack of Program Knowledge	13%	57%	+44%
Lack of Time	37%	47%	+10%
Inconvenient Facility Locations	2%	32%	+30%

Table 18 provides the survey comparisons of the needs for recreation facility and program expansion. For each identified programmatic need, residents indicated an increased desire for expansion from 1998 to 2000. Furthermore, 21 of the 23 recreation facilities and programs received a double-digit increase. The need for golf courses remained relatively stable and a low priority for residents. The increase for gang prevention programs was the only other identified need that did not capture a double-digit increase. However, the need for gang prevention programs was relatively high in the 1998 survey and continued to be one of the highest identified needs of residents.

Table 18. Comparisons of Identified Needs for Recreation Facility and Program Expansion

Survey Question	1998	2000	% Change
Recreation Facility and Program Expansion Needs			
Fitness	54%	78%	+24%
Water Sports	60%	82%	+22%
Arts Program	56%	84%	+28%
Crafts	55%	80%	+25%
Sports	56%	80%	+24%
Picnic	62%	80%	+18%
Playgrounds	66%	84%	+18%
Classes	69%	88%	+19%
Gang Programs	81%	88%	+7%
Outdoor Activities	55%	77%	+22%
Nature	64%	83%	+19%
Field Trips	59%	77%	+18%
Golf Courses	27%	30%	+3%
Special Events	70%	87%	+17%
Trails	69%	85%	+16%
Films	56%	68%	+12%
Museum Programs	65%	82%	+17%
Teens	76%	91%	+15%
Exhibits	62%	78%	+16%
Seniors	63%	85%	+22%
Safekey Program	68%	84%	+16%
Pre-school	64%	81%	+17%
Camping	64%	78%	+14%

Table 19 provides the survey comparisons for service improvements desired by residents. The comparisons are provided for the combined high and medium priorities. Each of these service improvement priorities remained stable across survey administrations. In addition, these service improvements are of high importance to residents.

Table 19. Comparisons of Service Improvements Desired

Survey Question	1998	2000	% Change
High & Medium Priorities for Service Improvements			
Park Police	88%	92%	+4%
Youth Programs	91%	91%	—
Low Income Services	91%	89%	-2%
Purchase Land	84%	82%	-2%
Walking and Biking Trails	85%	83%	-2%
New Athletic Fields	80%	82%	+2%

Table 20 provides the survey comparisons for policy directions supported by residents. There were a couple of changes in the level of support for three policies. Support for parks with open spaces declined slightly, but remained high. The provision of tourist activities declined slightly. The development of medium parks received the largest decline from 1998 to 2000.

Table 20. Comparisons of Desired Policy Directions for CCPRD

Survey Question	1998	2000	% Change
Desired Policy Directions			
Conservation & Preservation	94%	92%	-2%
Develop Large Parks	89%	88%	-1%
Address Social Issues	93%	88%	-5%
Parks with Open Space	71%	64%	-7%
Develop Medium Parks	83%	62%	-19%
Develop Small Parks	57%	55%	-2%
Public/Private Projects	52%	54%	+2%
Provide Tourist Activities	38%	32%	-6%

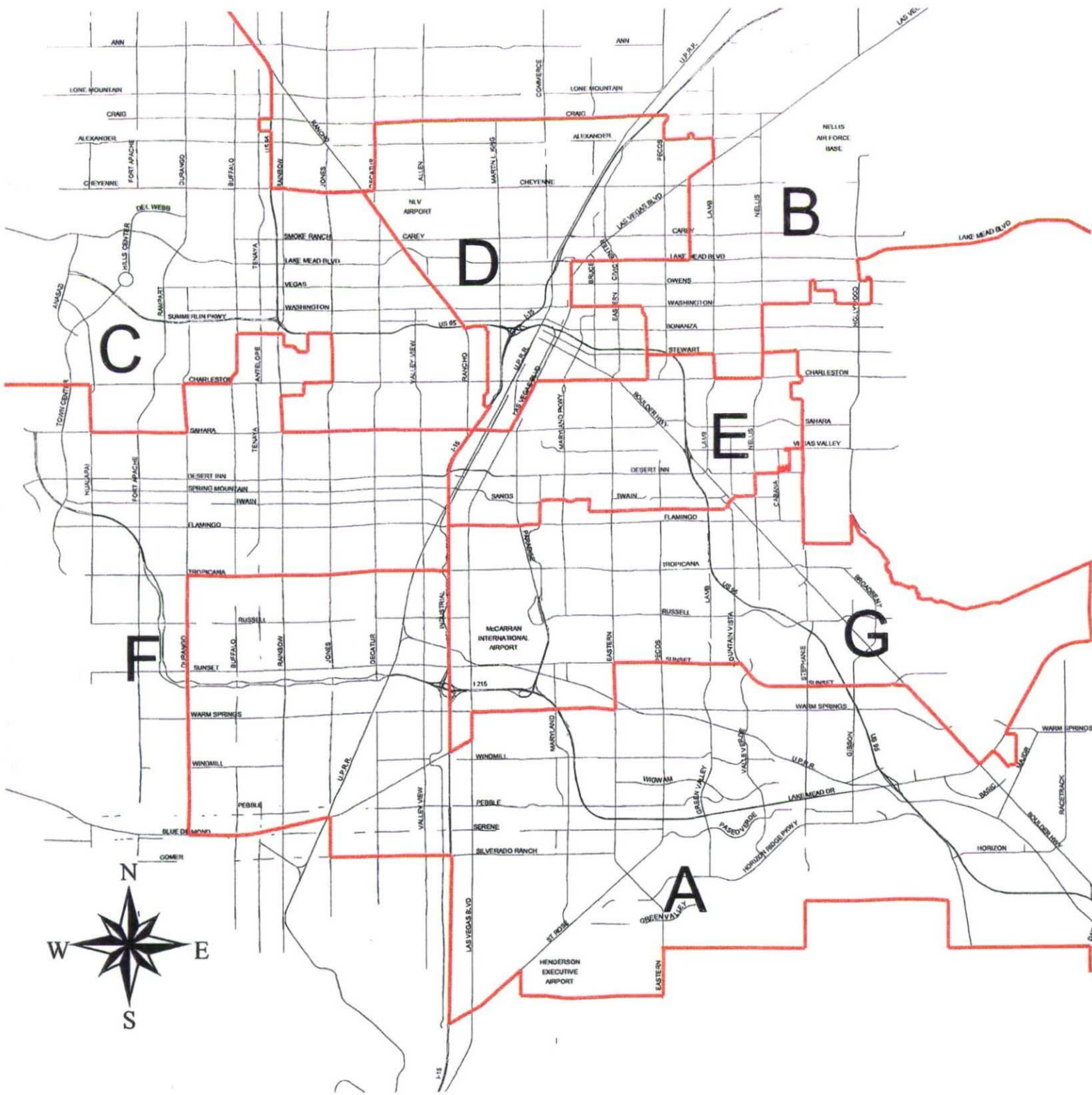
Table 21 provides the survey comparisons of funding issues and evaluation of CCPRD. There were no changes across these four issues from 1998 to 2000.

Table 21. Comparisons of Funding Issues and Evaluation of CCPRD

Survey Question	1998	2000	% Change
Willing to pay higher taxes for parks	60%	59%	-1%
Willing to pay fees for new programs	71%	70%	-1%
Current fees are affordable	75%	71%	-4%
Staff are courteous and helpful	74%	74%	—

APPENDIX A

**MAP OF SEVEN GEOGRAPHIC
CLARK COUNTY COMMISSION DISTRICTS**



APPENDIX B

NEEDS ASSESSMENT TELEPHONE QUESTIONNAIRE

INTRODUCTION

Hello, this is _____. I'm calling from the University of Nevada, Las Vegas. We are conducting research about parks and recreation facilities in Las Vegas. Your household has been randomly selected for participation in this study. I'm not selling anything and won't ask your name. The survey only takes a few minutes to complete and all of your answers will be kept strictly confidential. Your participation is voluntary; we would like to include your opinions in this study. OK?

Yes, Select Participant

Callback

Refused to participate

End Call

Previous

SCREENER (This is phone number: {prefix}-{suffix})

First of all, what is your zip code?

- 89005 89104 89120 89138 89052
- 89011 89106 89121 89139 89156
- 89012 89107 89122 89141 DON'T KNOW
- 89014 89108 89123 89142 REFUSE
- 89015 89109 89124 89143 OTHER
- 89030 89110 89128 89144
- 89031 89113 89129 89145 89040 Moapa
- 89032 89115 89130 89146 89025 Overton
- 89101 89117 89131 89147
- 89102 89118 89134 89148
- 89103 89119 89135 89149

Previous

NEXT

Specify other zip:

READ IF RESPONDENT REFUSES TO GIVE ZIP CODE OR DOESN'T KNOW ZIP CODE:

For this study, we are trying to reach residents who live within the city limits of Las Vegas. The easiest way we can determine this is by asking you your zip code. If you do not know your zip code or do not wish to provide it, we cannot proceed with the survey. Thank you for your time.

If respondent reconsiders and gives zip code, press here to continue survey:

Continue survey

If respondent refuses to give zip code, end call and code as "soft refusal."

End call

If respondent doesn't know zip code, end call and code as "over quota."

PARK 2000

S3. Do you live East of Boulder Highway or West of Boulder Highway?

EAST OF BOULDER HIGHWAY IS AWAY FROM DOWNTOWN

- EAST
- West
- Don't Know

PARK 2000

Do you live East or West of NELLIS Blvd?

EAST OF NELLIS IS AWAY FROM DOWNTOWN AND CLOSER TO
SUNRISE MOUNTAIN

EAST

West

Don't
Know

PARK 2000

S5. Do you live North of Desert Inn or South of Desert Inn?

North

South

Don't
Know

PARK 2000

S6. Do you live North or South of Sahara?

- North
- South
- Don't Know

PARK 2000

S7. Do you live East or West of Durango?

- EAST
- West
- Don't Know

PARK 2000

S8. Do you have sewer services or a septic tank system?

- Sewer
- Septic Tank
- Don't know

IF ASKED: We are trying to determine if you live within the Las Vegas city limits or in Clark County. In your area, Las Vegas residents have sewer services and Clark County residents have septic tanks.

S9. IF RESPONDENT IS UNSURE: Do you know is you pay your sewer bills to the City of Las Vegas or Clark County?

- City of Las Vegas
- Clark County
- Don't Know

PARK 2000

S10. What are your nearest cross streets?

READ IF NECESSARY: This information will not be used to identify you in any way. We are trying to determine which County Commission District you live in so that we can compare the responses of all people in your district with all the people in the other districts.

IF RESPONDENT REFUSES: I am unable to continue the survey without that information, but thank you for agreeing to participate in the first place.

SELECT REFUSE BUTTON AND CODE THE CALL AS "TERMINATE"

REFUSE

Next / Begin

BEGIN SURVEY (This is phone number: {prefix}-{suffix})

Start time:

Define 24 hr military time

(Use military time and hit <ENTER>)

I'd like to ask you how familiar you are with some Clark County services.

Q1. First are you familiar with any of Clark County Parks and Recreation Departments cultural, recreational, or senior citizen programs or services?

Yes No DONT KNOW REFUSE

Next

Previous

PARK 2000

Q2. Please answer yes or no to the following sources where you might have heard about Clark County services.

- Q2a. The department activity guide? Yes No DONT KNOW REFUSE
- Q2b Magazines? Yes No DONT KNOW REFUSE
- Q2c. Newspaper articles? Yes No DONT KNOW REFUSE
- Q2d. Television? Yes No DONT KNOW REFUSE
- Q2e Radio? Yes No DONT KNOW REFUSE

Next

Previous

- Q2f. Direct mail to your home? Yes No DON'T KNOW REFUSE
- Q2g. Poster or Flyer? Yes No DON'T KNOW REFUSE
- Q2h. Word of mouth? Yes No DON'T KNOW REFUSE
- Q2i. Cable Channel 4 Yes No DON'T KNOW REFUSE

Q2j. Are there any other sources that I did not mention?

Q3. In general, do you feel that the programs and services provided by the Clark County Parks and Recreation Department are excellent, good, fair, or poor?

- excellent
- good
- fair
- poor
- DON'T KNOW
- REFUSE

Q4. Do you watch programs about Parks, Recreation . Cultural activities on the Government Channel in Cable channel 4?

- Yes No DON'T KNOW REFUSED

Next

Previous

Q5. How much do you think parks and recreation facilities in your community add to your quality of life? Would you say...

- Very Much
 Somewhat
 Not at all
 Don't know
 Refuse

Q6. Are you aware of the natural conservation area, THE WETLAND PARK, which is located in the southeast part of town?

- Yes No DON'T KNOW REFUSE Next Previous

PARK 2000

Q7. In the past 12 months, have you or anyone in your household, including any children, used or visited Clark County parks?

- Yes No DON'T KNOW REFUSE

Q8. About how often did you, or anyone in your household visit a park or recreation facility in the last year?

- More than once a week
 Two or more times a month
 Once a month
 Six or seven times a year
 Less than 6 times a year
 Don't know
 Refuse

Next

Previous

PARK 2000

Q9. Overall, would you say the quality of Clark County Parks is excellent, good, fair, or poor?

- excellent
 good
 fair
 poor
 DON'T KNOW
 REFUSE

Next

Previous

Q10. In the past 12 months, have you or anyone in your household, including any children, used or visited Clark County recreation or cultural facilities such as community centers, senior centers, or museums?

- Yes No DON'T KNOW REFUSED

[Next](#)

[Previous](#)

Q11. About how often did you use a recreation center or cultural facility in the past year?

- More than once a week
 Two or more times a month
 Once a month
 Six or seven times a year
 Less than 6 times a year
 Don't know
 Refuse

[Next](#)

[Previous](#)

PARK 2000

Q12. Overall, would you say that the quality of Clark County recreation and/or cultural facilities is excellent, good, fair, or poor?

excellent

good

fair

poor

DON'T
KNOW

REFUSE

Next

Previous

PARK 2000

Now, I have some questions about recreation programs.

Q13. In the past 12 months, have you or anyone in your household including children, participated in any recreation programs, classes or special events that were sponsored by the Clark County Parks and Recreation Department? (These include such things as tennis or swimming lessons, pottery or music classes and the Clark County Fair Rib Burn Off)

Yes

No

DON'T
KNOW

REFUSE

Next

Previous

Q14. Overall, would you say that the Clark County recreation programs, classes and special events are excellent, good, fair, or poor?

- excellent
- good
- fair
- poor
- DON'T KNOW
- REFUSE

Next

Previous

The next set of questions concern recreational and cultural services that might be expanded by the County. As I read this list of services please tell me whether you think these types of services need a "LOT OF EXPANSION" "SOME EXPANSION" OR "NO EXPANSION". It doesn't matter if you have not used these services, we simply want your opinion on what types of services and programs need to be expanded or not.

Q15a. What about exercise or fitness programs? Should they be:

- Lot of Expansion
- Some Expansion
- No Expansion
- Don't Know
- Refuse

INTERVIEWERS: you don't have to read the scale each time!

Next

Previous

PARK 2000

Q15f. Picknicking

- Lot of Expansion
- Some Expansion
- No Expansion
- Don't Know
- Refuse

Q15g. Playground programs for children

- Lot of Expansion
- Some Expansion
- No Expansion
- Don't Know
- Refuse

Next

Previous

PARK 2000

Q15h. Education programs

- Lot of Expansion
- Some Expansion
- No Expansion
- Don't Know
- Refuse

Q15i. Anti-drug or anti-gang programs for youth

- Lot of Expansion
- Some Expansion
- No Expansion
- Don't Know
- Refuse

Next

Previous

PARK 2000

Q15j. Boating, fishing, and/or outdoor adventure activities

- Lot of Expansion
- Some Expansion
- No Expansion
- Don't Know
- Refuse

Q15k. Nature Programs

- Lot of Expansion
- Some Expansion
- No Expansion
- Don't Know
- Refuse

Next

Previous

PARK 2000

Q15l. Field trips

- Lot of Expansion
- Some Expansion
- No Expansion
- Don't Know
- Refuse

Q15m. Golf courses

- Lot of Expansion
- Some Expansion
- No Expansion
- Don't Know
- Refuse

Next

Previous

Q15n. Outdoor performance and/or special events

- Lot of Expansion
- Some Expansion
- No Expansion
- Don't Know
- Refuse

Q15o. Walking, hiking, and/or biking trails

- Lot of Expansion
- Some Expansion
- No Expansion
- Don't Know
- Refuse

Next

Previous

Q15p. Films and/or lectures

- Lot of Expansion
- Some Expansion
- No Expansion
- Don't Know
- Refuse

Q15 q. History and/or museum programs

- Lot of Expansion
- Some Expansion
- No Expansion
- Don't Know
- Refuse

Next

Previous

What About. . .

Q15r. Activities for teens

- Lot of Expansion
- Some Expansion
- No Expansion
- Don't Know
- Refuse

Q15s. Art Exhibits

- Lot of Expansion
- Some Expansion
- No Expansion
- Don't Know
- Refuse

Next

Previous

Q15t. Activities for seniors

- Lot of Expansion
- Some Expansion
- No Expansion
- Don't Know
- Refuse

Q15u. Safekey programs

- Lot of Expansion
- Some Expansion
- No Expansion
- Don't Know
- Refuse

Next

Previous

Q15v. Activities for pre-school kids

- Lot of Expansion
- Some Expansion
- No Expansion
- Don't Know
- Refuse

Q15w. Camping Sites

- Lot of Expansion
- Some Expansion
- No Expansion
- Don't Know
- Refuse

Next

Previous

Q15x. Are there any other programs or facilities that you would like to see added or expanded?

- Yes
- No
- DON'T KNOW
- REFUSED

Q15X Specify Other

Next

Previous

If additional funds become available for the Clark County Parks and Recreation Department, which of the following projects or service improvements should be given priority? For each of the following items, please indicate whether the item should receive "HIGH PRIORITY", "MEDIUM PRIORITY", or "LOW PRIORITY".

Q16a. Should the construction of more new parks and open spaces receive...

- High Priority
- Medium Priority
- Low Priority
- Dont Know
- Refuse

INTERVIEWERS: you only need to repeat the scale as necessary

Next

Previous

INTERVIEWERS: you only need to repeat the scale as necessary

Q16b. Renovation of all existing parks to excellent condition.

- High Priority
- Medium Priority
- Low Priority
- Dont Know
- Refuse

Q16c. Construction of more recreation and cultural centers.

- High Priority
- Medium Priority
- Low Priority
- Dont Know
- Refuse

Next

Previous

PARK 2000

Q16d. Add athletic fields and outdoor sports courts

- High Priority
- Medium Priority
- Low Priority
- Dont Know
- Refuse

Q16e. Increased walking, hiking and bicycle trails.

- High Priority
- Medium Priority
- Low Priority
- Dont Know
- Refuse

Next

Previous

PARK 2000

Q16f. Increased park police visibility.

- High Priority
- Medium Priority
- Low Priority
- Dont Know
- Refuse

Q16g. Expanded activities for youth.

- High Priority
- Medium Priority
- Low Priority
- Dont Know
- Refuse

Next

Previous

Q16h. Increased services to people with low income and disabilities

- High Priority
- Medium Priority
- Low Priority
- Dont Know
- Refuse

Q16i. Additional recreation and cultural activities for all ages

- High Priority
- Medium Priority
- Low Priority
- Dont Know
- Refuse

Next

Previous

Q16j. Buy more land for future parks, recreation, preservation and open spaces.

- High Priority
- Medium Priority
- Low Priority
- Dont Know
- Refuse

Next

Previous

PARK 2000

Q16k. Is there anything else you think is a priority that I didn't mention?

Yes

No

DON'T
KNOW

REFUSED

Q16 k Specify yes

Next

Previous

PARK 2000

Now, I'd like to ask your opinion about issues that will direct future decisions by Clark County Parks and Recreation Department. As I read a list of statements, please tell me whether you "STRONGLY AGREE", AGREE, "DISAGREE" OR "STRONGLY DISAGREE" with the following.

Q17a. Conservation and preservation of natural, open spaces and the environment is an important role for the Department.

Strongly agree

agree

Disagree

Strongly Disagree

Don't
Know

Refuse

Next

Previous

PARK 2000

Q17b. The Department should develop more large parks with a range of lighted activity areas such as Sunset Park or Desert Breeze Park.

- Strongly agree agree Disagree Strongly Disagree Don't Know Refuse

Next

Previous

PARK 2000

Q17c. The Department should develop more medium sized parks with some lighted activity areas such as Paradise or Winterwood Parks.

- Strongly agree agree Disagree Strongly Disagree Don't Know Refuse

Next

Previous

Q17d. The Department should develop more small neighborhood parks with limited non-lighted activity areas such as Davis Park.

- Strongly agree agree Disagree Strongly Disagree Don't Know Refuse

Next

Previous

Q17E. The department should develop more parks with trees and landscaping as open natural spaces with no organized sport or play activity areas.

- Strongly agree agree Disagree Strongly Disagree Don't Know Refuse

Next

Previous

Q17f. The Department should continue to offer programs which help to address social issues such as substance abuse education, after school recreation and youth at risk programs.

- Strongly agree agree Disagree Strongly Disagree Don't Know Refuse

Next

Previous

Q17g. The Department should provide activities which will attract tourists.

- Strongly agree agree Disagree Strongly Disagree Don't Know Refuse

Next

Previous

Q17h. The Department should provide programs to every resident regardless of income.

- Strongly agree agree Disagree Strongly Disagree Don't Know Refuse

Next

Previous

Q17i. The Department should consider public/private projects such as allowing private business to locate in County parks in order to finance other parks and recreation services.

- Strongly agree agree Disagree Strongly Disagree Don't Know Refuse

Next

Previous

Q17j. I would be willing to pay higher taxes to fund new parks, recreation and cultural facilities and conservation areas.

- Strongly agree agree Disagree Strongly Disagree Don't Know Refuse

Next

Previous

Q17k. The department staff is courteous and helpful.

- Strongly agree agree Disagree Strongly Disagree Don't Know Refuse

Next

Previous

Q17L. The current fees and charges are affordable.

- Strongly agree agree Disagree Strongly Disagree Don't Know Refuse

Next

Previous

Q17m. I am willing to pay a fee for new programs.

- Strongly agree agree Disagree Strongly Disagree Don't Know Refuse

Next

Previous

Now we would like to know what may prevent your from participating in Clark County Parks and Recreation activity or becoming more involved. For each of the following statements, please tell me how important it is in preventing you from participating by indicating if you STRONGLY AGREE, AGREE, DISAGREE OR STRONGLY DISAGREE.

Q18a. I'm too shy to participate.

- Strongly agree agree Disagree Strongly Disagree Don't Know Refuse

Q18b. My family wouldn't approve. (of my being involved)

- Strongly agree agree Disagree Strongly Disagree Don't Know Refuse

Next

Previous

Q18c. I feel uncomfortable.

- Strongly agree agree Disagree Strongly Disagree Don't Know Refuse

Q18d. My friends wouldn't approve

- Strongly agree agree Disagree Strongly Disagree Don't Know Refuse

Q18e. It is not in keeping with my religious beliefs

- Strongly agree agree Disagree Strongly Disagree Don't Know Refuse

Next

Previous

Q18 f. I would feel self-conscious

- Strongly agree agree Disagree Strongly Disagree Don't Know Refuse

Q18g. I don't have the skills.

- Strongly agree agree Disagree Strongly Disagree Don't Know Refuse

Q18h. The people I know live too far away to go with me.

- Strongly agree agree Disagree Strongly Disagree Don't Know Refuse

Next

Next

Q18i. The people I know don't have time to go with me.

- Strongly agree agree Disagree Strongly Disagree Don't Know Refuse

Q18j. The people I know usually have enough money to go with me.

- Strongly agree agree Disagree Strongly Disagree Don't Know Refuse

Q18k. The people I know have too many family obligations to go with me.

- Strongly agree agree Disagree Strongly Disagree Don't Know Refuse

Next

Previous

Q18L. The people I know usually know what recreational activities are offered.

- Strongly agree agree Disagree Strongly Disagree Don't Know Refuse

Q18M. The people I know don't have enough skills to go with me.

- Strongly agree agree Disagree Strongly Disagree Don't Know Refuse

Q18n. The people I know usually don't have transportation to go with me.

- Strongly agree agree Disagree Strongly Disagree Don't Know Refuse

Next

Previous

Q18o. The facilities are too crowded.

- Strongly agree agree Disagree Strongly Disagree Don't Know Refuse

Q18p. Other commitments keep me from participating.

- Strongly agree agree Disagree Strongly Disagree Don't Know Refuse

Q18Q. Lack of transportation keeps me from participating.

- Strongly agree agree Disagree Strongly Disagree Don't Know Refuse

Next

Previous

Q18R. I don't know what is available.

- Strongly agree agree Disagree Strongly Disagree Don't Know Refuse

Q18s. The program and facility locations are not convenient.

- Strongly agree agree Disagree Strongly Disagree Don't Know Refuse

Q18T. I don't have time.

- Strongly Agree Agree Disagree Strongly Disagree Don't Know Refuse

Q18U. I don't have enough money.

- Strongly agree agree Disagree Strongly Disagree Don't Know Refuse

NEXT

Previous

Finally, I'd like to ask you some background questions about yourself for statistical purposes only.

D1. What is your age?

Record in years. Enter "97" if age is 97 or more.
If respondent refuses, enter "98."

QD2. How long have you lived in Clark County?

RECORD IN YEARS: USE 2 DIGITS: 00 = LESS THAN ONE YEAR, 97 = 97 +, 98 = REFUSE

NEXT

PREVIOUS

D3. What racial or ethnic category would you say best describes you?

READ CATEGORIES ONLY IF NECESSARY.

- Caucasian / White
- Black / African-American
- Hispanic or Latino/a
- Asian American or Pacific Islander
- Indian/Native American/American Indian
- OTHER (SPECIFY)

Specify other ethnic/racial group:

- DON'T KNOW
- REFUSED

NEXT

PREVIOUS

PARK 2000

D4. Counting yourself, how many people are currently living in your home?

What are the ages of the other people in your household?

QD5a. Are there any persons under age 6? YES NO

QD5b. Are there any persons between the ages of 6 - 12? YES NO

Qd5c. Are there any teenagers 13 - 19? YES NO

QD5 e. Are there adults between 20 - 49? YES NO

QD5f. Any seniors 50 and over? YES NO

NEXT

PREVIOUS

D6. What is the highest level of formal education you have completed?

- Some high school or less
- High school / trade school graduate
- Some college
- 2-year college degree
- 4-year college degree
- Post-Graduate / Professional study
- REFUSED

NEXT

PREVIOUS

D7. I'm going to read several income brackets to you. Please tell me when I reach the bracket that best describes your annual household income (before taxes).

- Under \$10,000
- \$10,000 to < \$15,000
- \$15,000 to <\$25,000
- \$25,000 to <\$50,000
- \$50,000 to <\$75,000
- \$75,000 to <\$100,000
- \$100,000 or more
- DON'T KNOW
- REFUSED

NEXT

PREVIOUS

That's all the questions we have. Thank you very much.

**D8. RECORD THE GENDER OF THE RESPONDENT
(ASK IF YOU ARE NOT SURE)**

MALE

FEMALE

End time:

(Use military time then hit <ENTER>)

Record Call Disposition

PREVIOUS

APPENDIX C

FREQUENCY TABLES OF SURVEY QUESTIONS FOR ALL RESPONDENTS