


TO: BOARD OF DIRECTORS
FROM: BRUCE BUEL 
DATE: JULY 20, 2007



RECEIVE DRAFT PARKS SURVEY AND ORDER EDITS

ITEM

Receive draft parks survey and order edits [RECOMMEND ADOPTION].

BACKGROUND

Your Honorable Board previously retained Campbell-Rinker to perform a survey of property owners to determine property owner willingness to pay for parks facilities, community support for activation of parks authority, community preferences for types of parks and community preferences for facilities at proposed parks. Campbell-Rinker has submitted the attached survey report (revised from the previously distributed version to reflect requests from the Parks Committee). Campbell-Rinker has also submitted a two-volume set of detailed cross tabs to allow for correlation of responses with demographic sub-groups (previously distributed and available at www.NCSD.CA.GOV or at the NCSD office).

The Parks Committee on July 18th did review an earlier version of the survey results and requested that Campbell-Rinker make edits to the draft report and to present additional information at this meeting (see attached minutes). Justin Cross of Campbell-Rinker is scheduled to present the report and the additional information at this meeting.

The report indicates that:

- Property Owners in the District are willing to pay a modest amount for new park facilities;
- There is support within the District for activation of Parks authority;
- The community would prefer new neighborhood parks; and
- The community would prefer playgrounds for small children, passive recreation facilities, paved walking and jogging trails and sports fields.

RECOMMENDATION

Staff believes that the Survey Results are valuable and that the report is well done. Staff recommends that your Honorable Board accept the report (with appropriate edits) and authorize Campbell-Rinker to publish the final report.

ATTACHMENTS

- Survey Report
- Minutes from July 18th Parks Committee Meeting



Campbell Rinker

Marketing Research for the Nonprofit World

2007 Parks Survey Report

Nipomo Community Services District

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Introduction and Methodology

The Nipomo Community Services District contracted Campbell Rinker to conduct a phone survey among property owners within the District and the District's sphere of influence (SOI). Homeowners represent approximately 66% of residents in the area (2000 Census of Nipomo CDP* residents). Owners of business properties in the area were also allowed to complete the survey.

In May of 2007 Campbell Rinker conducted 300 phone surveys (200 within the District and 100 within the SOI). The margin of error for 300 respondents is $\pm 5.4\%$ with 95% confidence (using 4,035 occupied housing units within the Nipomo CDP as the population size- fine-tuning the population size would not impact the margin of error).

Surveys were conducted in both English and Spanish. The length of the survey was 10.9 minutes. The survey was originally tested at about seven to eight minutes in length, but Nipomo homeowners were very talkative with our callers.

The Census data referenced in the report is from the 2000 U.S. Decennial Census. Census data represents either all residents within the Nipomo CDP (census-designated place), or specifically homeowners within Nipomo CDP.

The term "Base" is used in this report, representing the number of respondents represented in a specific tabulation or cross-tabulation. Since not all questions were required, and not all respondents qualified to answer all questions, many questions will have a base below 300.

Whenever relevant, the questions are provided (in boxes) as they were presented in the survey.

**A Census Designated Place (CDP) is a geographic entity that serves as the statistical counterpart of an incorporated place for the purpose of presenting census data for an area with a concentration of population, housing, and commercial structures that is identifiable by name, but is not within an incorporated place. CDPs usually are delineated cooperatively with state, local, and tribal officials based on U.S. Census Bureau guidelines.*

Phone number for those within the District were provided to us by NCSD. In addition, we acquired the phone numbers of those within the 93444 zip code from our preferred list broker. Mapping software was used to isolate those phone numbers that are within the SOI. Below is a screen-shot of what the process looks like.

| Disposition | Count | Percent |
|---|-------|---------|
| 2 No Answer | 264 | 16.6% |
| 3 Busy | 20 | 1.3% |
| 4 Answering Machine (No Message) | 305 | 19.2% |
| 5 Left 800 | 2 | 0.1% |
| 6 Left Message | 0 | 0.0% |
| 7 Disconnected Number | 72 | 4.5% |
| 8 Beeper/Fax/Modem | 23 | 1.4% |
| 9 Caller Id Blocking | 58 | 3.7% |
| 10 Business/Residential Number | 27 | 1.7% |
| 11 Language Problem | 3 | 0.2% |
| 12 Ill/Hard Of Hearing | 6 | 0.4% |
| 13 Not Available During Study Dates | 18 | 1.1% |
| 14 Initial Refusal | 113 | 7.1% |
| 16 Callback - Indefinite | 149 | 9.4% |
| 17 Callback - Definite (Not Respondent) | 13 | 0.8% |
| 18 Callback - Definite (Respondent) | 8 | 0.5% |
| 20 Wrong Number | 63 | 4.0% |
| 21 Area Code Changed | 0 | 0.0% |
| 22 Company Does Not Do Surveys | 1 | 0.1% |
| 23 Take Off List | 9 | 0.6% |
| 24 Respondent Deceased | 10 | 0.6% |
| 25 Maximum Attempts Reached | 0 | 0.0% |
| 26 Spanish Callback | 22 | 1.4% |
| 51 Over-Quota - Soi | 0 | 0.0% |
| 52 Over-Quota - District | 0 | 0.0% |
| 101 Q20 Unsure About Owning Property | 3 | 0.2% |
| 103 Extra Tipcode | 37 | 2.3% |
| 1 Complete | 300 | 18.9% |
| 15 Mid-Term | 41 | 2.6% |
| 19 Callback - Partial | 20 | 1.3% |

Demographics

Gender

There is a very close split between male and female respondents. We see that those within the District are more likely to be female, while those in the SOI are more likely to be male.

| | | Census: | | |
|--------|--------------|-----------------|------------|------------|
| | Total | District | SOI | All |
| Base | 300 | 200 | 100 | 12,626 |
| Female | 49% | 53% | 42% | 51% |
| Male | 51% | 48% | 58% | 49% |

Household Income

Q. Please stop me when I read the range that applies to your household's annual income...

No one income category dominated the response to this survey. Nipomo homeowners are naturally wealthier than the average respondent to the Census, which included renters.

Hispanic/Latino homeowners make up 27% of the households that earn less than \$75,000 a year, but only 9% of the households that earn \$75,000 or more. Forty-five percent of households where the respondent was Hispanic or Latino earn less than \$50,000.

| | Total | District | SOI | Census: All Households |
|---------------------------------|-------|----------|-----|------------------------|
| Base | 237 | 164 | 73 | 4,038 |
| Less than \$25,000 | 7% | 7% | 8% | 19% |
| \$25,000 to less than \$50,000 | 19% | 17% | 25% | 31% |
| \$50,000 to less than \$75,000 | 27% | 29% | 22% | 24% |
| \$75,000 to less than \$100,000 | 19% | 21% | 14% | 13% |
| \$100,000 or greater | 28% | 27% | 32% | 13% |

Property Tax

Q. About how much do you pay each year in property taxes for your property within Nipomo and surrounding areas? \$ _____

Those within the District report paying about \$900 a year more than those in the SOI.

Households with incomes under \$75,000 report paying \$3,036, while households with incomes of \$75,000 or more report paying \$5,251.

| | Total | District | SOI |
|--------------------|--------------|-----------------|------------|
| Base | 197 | 132 | 65 |
| Less than \$1,000 | 11% | 8% | 15% |
| \$1,000 to \$1,999 | 12% | 11% | 15% |
| \$2,000 to \$2,999 | 12% | 14% | 9% |
| \$3,000 to \$3,999 | 20% | 15% | 31% |
| \$4,000 to \$4,999 | 16% | 20% | 8% |
| \$5,000 or more | 29% | 33% | 22% |
| Mean | \$3,970 | \$4,269 | \$3,363 |

Location of Residence

Q. Do you live... (read options)

1. In the Nipomo area, east of Highway 101
2. In the Nipomo area, west of Highway 101, or
3. Outside of the area
4. (do not read) In the Nipomo, not sure what side

Respondents living outside of the Nipomo area own property within the District or SOI.

| | Total | District | SOI |
|--|--------------|-----------------|------------|
| Base | 300 | 200 | 100 |
| In the Nipomo area, east of Highway 101 | 12% | 16% | 6% |
| In the Nipomo area, west of Highway 101 | 83% | 81% | 87% |
| Outside of the area | 2% | 2% | 2% |
| In the Nipomo area, not sure what side | 3% | 2% | 5% |

Household Size

The average Nipomo CDP family size based on the Census is 3.1, so this study closely mirrors that with an average of 3.2. The most common number was two in the home. Zero represents an unoccupied home, most likely for sale or rent. These results are compiled from the three questions that ask how many within specific age ranges are living in the home.

Twenty-four percent of respondents from households with 3 or more persons were Hispanic or Latino, versus only 9% of respondents from homes with 2 or less persons.

The average age of respondents from homes with 2 or less person is 66, versus 48 for those from homes with 3 or more.

| | Total | District | SOI |
|------------|-------|----------|-----|
| Base | 293 | 195 | 98 |
| 0 | 0% | 0% | 1% |
| 1 | 10% | 8% | 12% |
| 2 | 38% | 34% | 45% |
| 3 | 15% | 18% | 8% |
| 4 | 20% | 23% | 14% |
| 5 | 7% | 8% | 6% |
| 6 | 5% | 5% | 7% |
| 7 | 2% | 2% | 1% |
| 8 | 1% | 1% | 2% |
| 9 | 1% | 0% | 2% |
| 10 or more | 1% | 2% | 1% |
| Mean | 3.2 | 3.2 | 3.2 |

Elderly in the Home

Q. How many people living in your home are at least 65 years old?

Forty-three percent of responding households have an elderly person living in them. Twenty-four percent of households had an elderly person living in the household, but no other non-elderly adults. Very few households have 3 or more elderly persons living in them.

| | Total | District | SOI |
|-----------|--------------|-----------------|------------|
| Base | 294 | 196 | 98 |
| 0 | 57% | 62% | 47% |
| 1 | 19% | 16% | 24% |
| 2 | 23% | 20% | 28% |
| 3 or more | 1% | 2% | 1% |
| Mean | 0.8 | 0.6 | 1.0 |

Non-elderly Adults in the Home

Q. How many people living in your home are between 19 and 64 years old?

Two non-elderly adults in the household is the most common.

| | Total | District | SOI |
|------|--------------|-----------------|------------|
| Base | 293 | 195 | 98 |
| 0 | 26% | 22% | 35% |
| 1 | 15% | 16% | 12% |
| 2 | 43% | 45% | 40% |
| 3 | 9% | 10% | 8% |
| 4 | 6% | 7% | 4% |
| 5 | 1% | 1% | 1% |
| 6 | 0% | 1% | 0% |
| Mean | 1.6 | 1.7 | 1.4 |

Children in the Home

Q. How many people living in your home are 18 years old or younger?

Forty-two percent of responding households have children. When looking only within the SOI, the number drops to only 35% of households having children. Within the District there is an average of one child for every home, with homes that have children averaging 2.2 children.

Respondents age 45 and younger had an average of 1.6 children in the home. Five responding households had children but no adults in the home (probably persons close to turning 18).

Households with \$75,000 or more income had an average of 1.2 children, versus 0.9 children for less affluent households.

The households of Caucasian respondents have an average of 0.7 children, versus 1.5 for the households of minority respondents.

Twenty-eight percent of respondents from households with children are Hispanic or Latino. Hispanics and Latinos only make up 9% of households without children.

| | Total | District | SOI |
|-----------|-------|----------|-----|
| Base | 295 | 197 | 98 |
| 0 | 58% | 55% | 65% |
| 1 | 14% | 15% | 11% |
| 2 | 14% | 16% | 10% |
| 3 | 9% | 11% | 6% |
| 4 | 4% | 3% | 6% |
| 5 or more | 1% | 1% | 1% |
| Mean | 0.9 | 1.0 | 0.8 |

Age

Q. What is your age?

The average age of respondents is 56. The age ranges provided by the census are higher at the younger end because they include renters, which tend to be younger in age.

Those within the SOI are, on average, older than those within the District. This explains why fewer households within the SOI have children in the home.

The average age of frequent park visitors is 52, versus 63 for infrequent visitors.

| | Total | District | SOI | Census: All* |
|----------|-------|----------|-----|-----------------|
| Base | 279 | 183 | 96 | 8417 |
| Under 35 | 9% | 13% | 3% | 24% |
| 35 to 39 | 16% | 18% | 10% | 26% |
| 45 to 49 | 24% | 25% | 22% | 20% |
| 55 to 59 | 6% | 8% | 2% | 7% |
| 60 to 64 | 10% | 6% | 19% | 6% |
| 65 to 69 | 20% | 16% | 25% | 11% |
| 75+ | 15% | 13% | 19% | 8% |
| Mean | 56 | 54 | 62 | |

**Only adults 20 and older included in census data. Children not included because this was a survey of property owners.*

Ethnicity

Q. What is your ethnicity? (do not read; select one; try to fit responses into the first five options when possible)

About three in four respondents are Caucasian, but only 64% of respondents 45 years old and younger are Caucasian. The younger population in Nipomo is a greater proportion Hispanic and Latino than the older population. The average age of responding Caucasians is 59, versus 49 for minorities.

| | Total | District | SOI | Census: Homeowners* |
|------------------------------------|-------|----------|-----|------------------------|
| Base | 274 | 182 | 92 | — |
| White/Caucasian | 77% | 76% | 79% | 84% |
| Hispanic/Latino | 16% | 18% | 14% | 22% |
| Black/African American | 0% | 0% | 0% | ** |
| Asian/Pacific Islander | 2% | 2% | 1% | |
| Native American/ Alaskan Native | 1% | 1% | 1% | |
| Other | 4% | 3% | 4% | |

**Census identifies Hispanic/Latin American separately from the other designations.*

***Census privacy rules prohibit the release of data specific to less than 100 persons.*

Language

Surveys were either conducted in Spanish or English. As seen below, 5% of the surveys were conducted in Spanish.

In the census, 11% of residents 5 years and older spoke English less than “very well.” We would expect this number to be lower when looking specifically at homeowners.

None of the respondents who took the survey in Spanish are 65 years old or older. All of the Spanish-language respondents...

- › have household incomes of less than \$75,000
- › have children in the home
- › have 3 or more persons in the home (except one respondent)

| | Total | District | SOI |
|---------------------|--------------|-----------------|------------|
| Base | 300 | 200 | 100 |
| Continue in English | 95% | 96% | 94% |
| Continue in Spanish | 5% | 4% | 6% |

Findings

Awareness of NCSD

Q. Have you heard of the Nipomo Community Services District, the NCSD?

About nine in ten within the District and eight in ten within the SOI have heard of the NCSD.

Ninety-one percent of Caucasians have heard of the NCSD, while only 71% of minorities (i.e., all non-Caucasians combined).

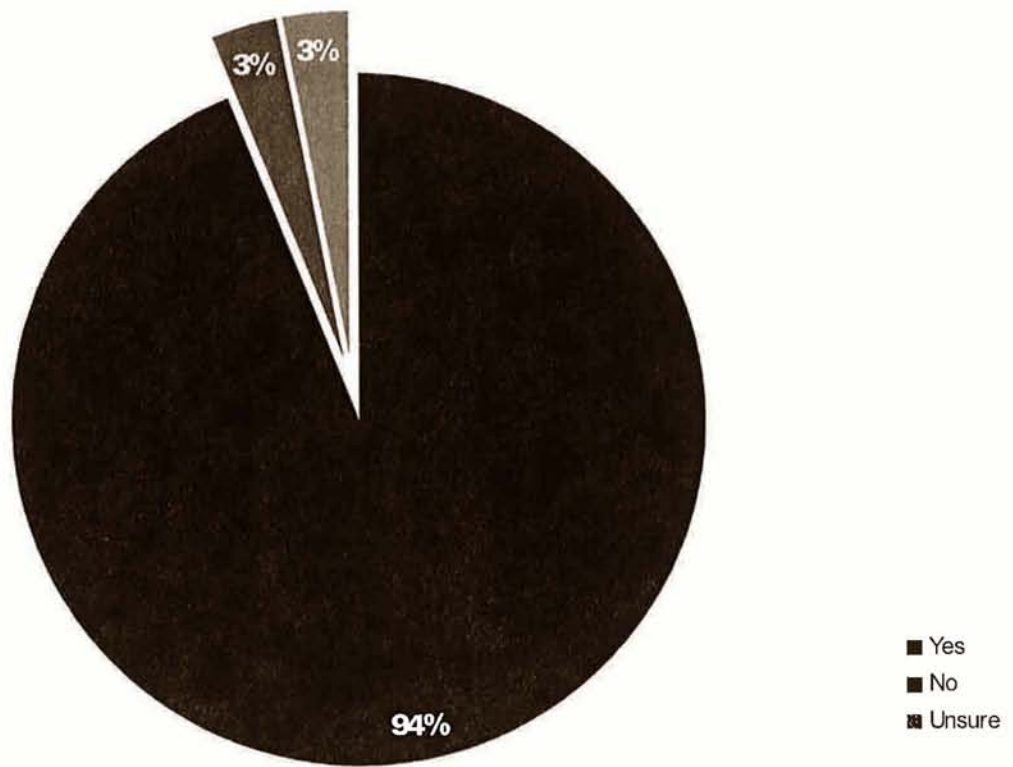
| | Total | District | SOI |
|-----------|--------------|-----------------|------------|
| Base | 300 | 200 | 100 |
| Yes | 86% | 89% | 81% |
| No | 13% | 11% | 18% |
| Unsure/DK | 1% | 1% | 1% |

Water and Sewer Customers

Q. Does the NCSD provide your water or sewer service?

This question was only asked of those within the District.

(Base=177)

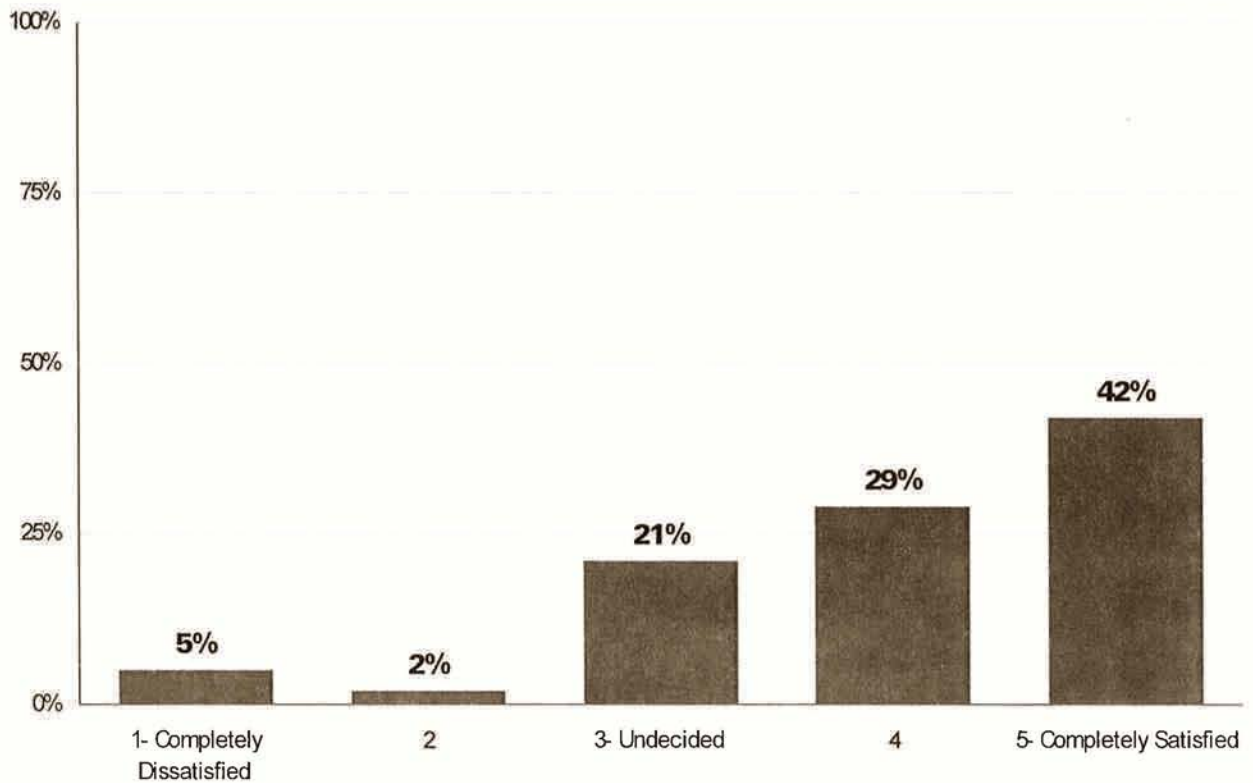


Water Service Satisfaction Rating

Q. On a scale of one to five where five is 'Completely satisfied', three is 'Undecided' and one is 'Completely dissatisfied', how do you rate your overall experience with your water service?

The average score was 4.0. Minorities rated their water service somewhat lower, at 3.7. Water service is the lowest rated service of the three.

(Base=165)

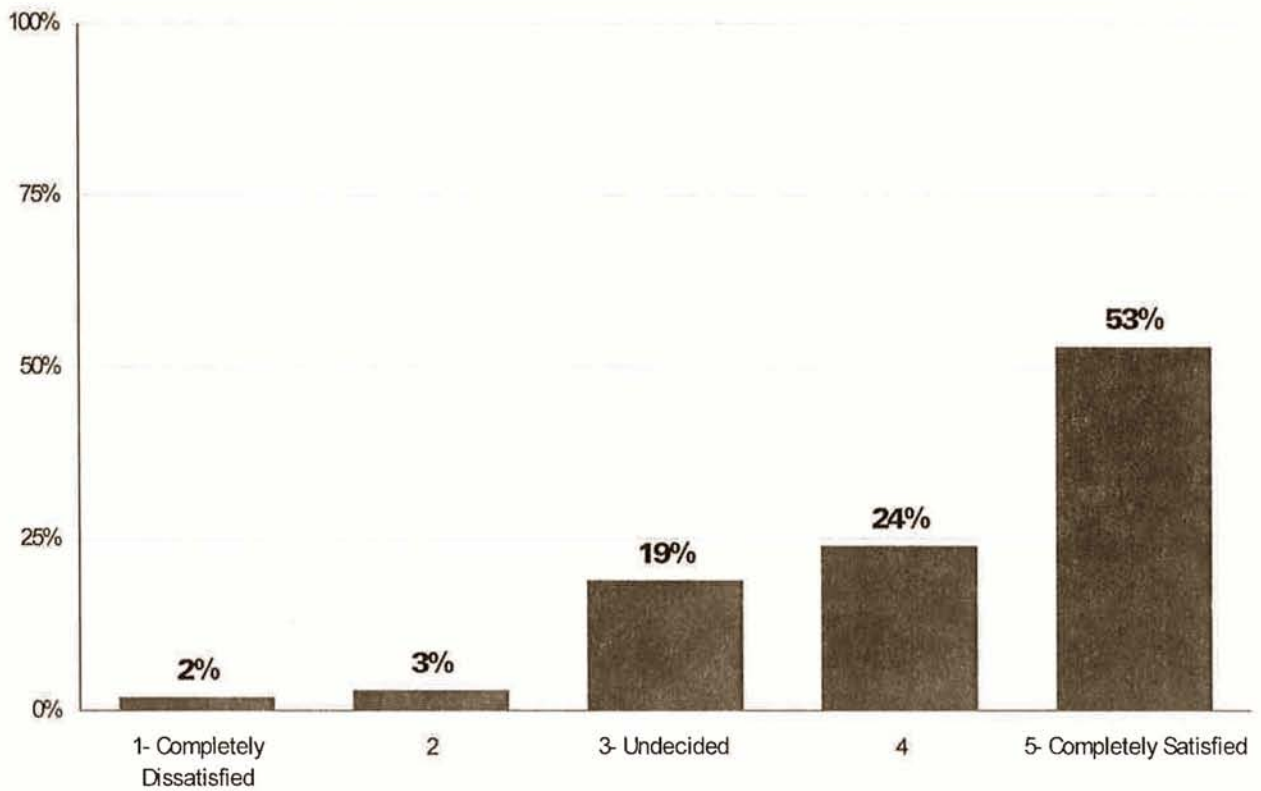


Sewer Service Satisfaction Rating

Q. On a scale of one to five where five is 'Completely satisfied', three is 'Undecided' and one is 'Completely dissatisfied', how do you rate your overall experience with your sewer service?

The average score was 4.2, 0.2 higher than the score water service received.

(Base=117)

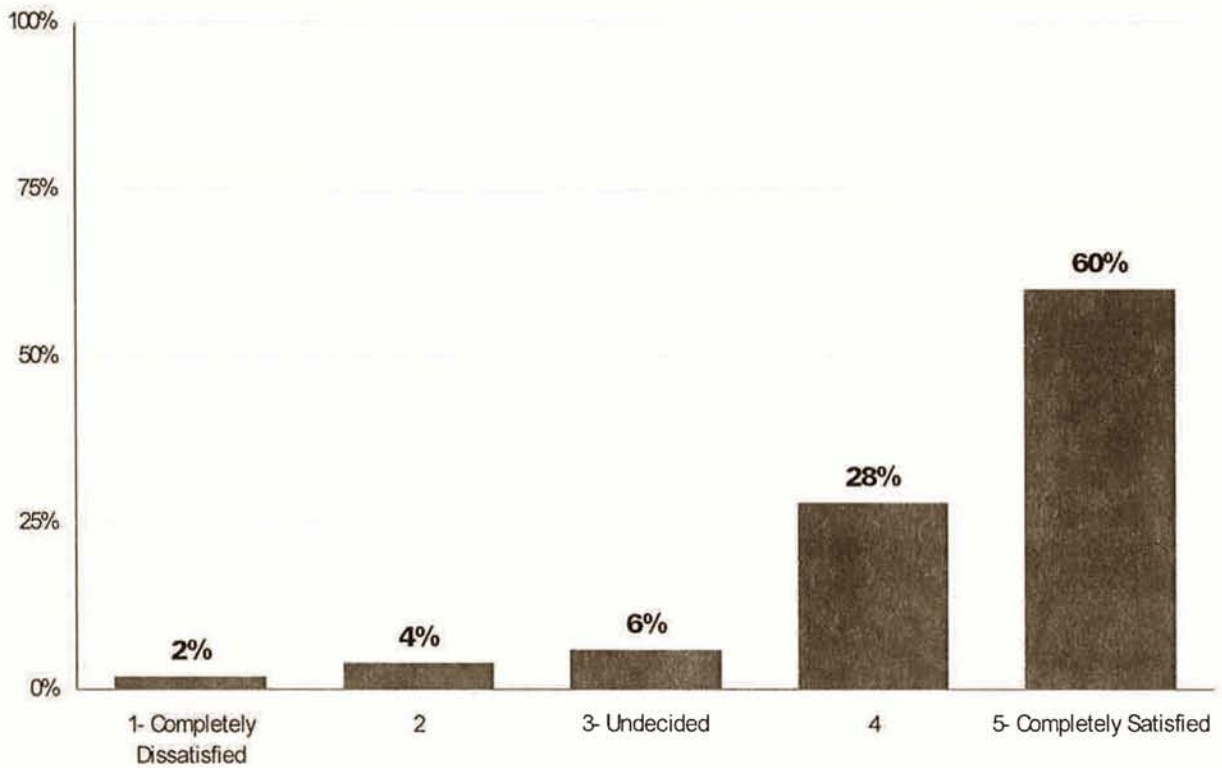


Trash and Recycling Service Satisfaction Rating

Q. On a scale of one to five where five is 'Completely satisfied', three is 'Undecided' and one is 'Completely dissatisfied', how do you rate your overall experience with your trash and recycling pickup service?

The average score was 4.4, the highest of the services rated. Minorities rated their trash and recycling service somewhat lower, at 3.9.

(Base=167)



Frequency of Park Visits

Q. Approximately how often do members of your household visit Nipomo Community Park?

No one level of frequency is dominant. Those in the District visit the park more often, perhaps because they are younger and are more likely to have children.

All that took the survey in Spanish were frequent park visitors. Forty-two percent of minority respondents visit the Nipomo Community Park at least once a week, compared to only 24% of Caucasians.

Households that visit Nipomo Community Park frequently have an average of 1.3 children, versus only 0.4 children for households that do not visit frequently.

Frequent park visitors report paying an average of \$4,400 in property tax annually, while infrequent visitors report paying \$3,302.

| | Total | District | SOI |
|-----------------------|--------------|-----------------|------------|
| Base | 295 | 197 | 98 |
| At least once a week | 28% | 29% | 24% |
| At least once a month | 30% | 33% | 23% |
| At least once a year | 24% | 22% | 29% |
| Less than once a year | 13% | 11% | 15% |
| Never | 6% | 5% | 8% |

The table below shows results broken out by presence of children in the home.

| | Total | Children in the Home | |
|-----------------------|-------|----------------------|-----|
| | | Yes | No |
| Base | 295 | 122 | 173 |
| At least once a week | 28% | 48% | 14% |
| At least once a month | 30% | 31% | 29% |
| At least once a year | 24% | 13% | 32% |
| Less than once a year | 13% | 7% | 17% |
| Never | 6% | 2% | 9% |

Number of Parks Needed

Q. For each of the following, please indicate whether Nipomo has too many, not enough, or just the right number. [randomize list, provide 'DK/Unsure' option]

Homeowners were asked if Nipomo had too many, not enough, or just the right number of parks. The same was also asked about public schools and bus stops, but only to initially hide the purpose of the survey.

A majority of those surveyed feel that Nipomo needs new parks. Almost none felt that Nipomo had too many. Those in the SOI feel they are less in need of new parks than those in the District. Homeowners do not feel that Nipomo has the same need for new bus stops and public schools. This question deals with the present, and certainly NCSD is interested in planning for the future. If a majority of homeowners are interested in new parks now, we anticipate that this interest will continue to grow.

Interestingly, 59% of women surveyed feel that Nipomo does not have enough parks, compared to only 47% of men. If the person is a frequent park visitor, there is a 65% chance they feel that Nipomo does not have enough parks (compared to only 38% of infrequent visitors). The average age of those that feel Nipomo needs more parks is 54, versus 59 for those that do not. The average number of children in households where the respondent felt Nipomo needed more parks was 1.2, versus 0.7 for households where the respondent did not.

Parks

| | Total | District | SOI |
|-----------------------|-------|----------|-----|
| Base | 300 | 200 | 100 |
| Not Enough | 53% | 59% | 42% |
| Just the Right Number | 42% | 37% | 52% |
| Too Many | 2% | 2% | 3% |
| Don't Know/Unsure | 3% | 3% | 3% |

Bus Stops

| | Total | | |
|-----------------------|-------|----------|-----|
| | | District | SOI |
| Base | 300 | 200 | 100 |
| Not Enough | 31% | 29% | 36% |
| Just the Right Number | 25% | 26% | 25% |
| Too Many | 4% | 2% | 2% |
| Don't Know/Unsure | 42% | 45% | 37% |

Public Schools

| | Total | | |
|-----------------------|-------|----------|-----|
| | | District | SOI |
| Base | 300 | 200 | 100 |
| Not Enough | 13% | 12% | 15% |
| Just the Right Number | 67% | 67% | 67% |
| Too Many | 4% | 2% | 8% |
| Don't Know/Unsure | 16% | 20% | 10% |

Local Spending

Q. Please indicate whether you feel more, less, or the same amount should be spent in Nipomo on each of the following items...

When a list of items is rated like this, it is usually most beneficial to assign a numeric value to each and then rank them. We've done this below, with 3=More, 2=Same, and 1=Less. So the higher the number, the more support there is for each. Adding new parks is rated high, though not as high as improving roads or reducing crime (though those are the responsibility of the county).

| Item | Overall Score |
|---|---------------|
| Improving roads | 2.7 |
| Crime reduction | 2.6 |
| Adding new parks | 2.4 |
| Graffiti removal | 2.4 |
| Improving mass transit | 2.3 |
| Helping the County with library expansion | 2.3 |
| Starting a local cemetery | 1.7 |

Below you'll find results for each option in greater detail.

Adding new parks

| | Total | District | SOI |
|-------------------|-------|----------|-----|
| Base | 300 | 200 | 100 |
| More | 54% | 57% | 47% |
| Less | 10% | 8% | 13% |
| Same | 34% | 31% | 40% |
| Don't Know/Unsure | 3% | 4% | 0% |

Improving roads

| | Total | | |
|-------------------|-------|----------|-----|
| | | District | SOI |
| Base | 300 | 200 | 100 |
| More | 78% | 77% | 81% |
| Less | 2% | 2% | 2% |
| Same | 19% | 20% | 16% |
| Don't Know/Unsure | 2% | 2% | 1% |

Crime reduction

| | Total | | |
|-------------------|-------|----------|-----|
| | | District | SOI |
| Base | 300 | 200 | 100 |
| More | 65% | 61% | 72% |
| Less | 3% | 3% | 4% |
| Same | 29% | 33% | 23% |
| Don't Know/Unsure | 3% | 4% | 1% |

Graffiti removal

| | Total | | |
|-------------------|-------|----------|-----|
| | | District | SOI |
| Base | 300 | 200 | 100 |
| More | 50% | 52% | 46% |
| Less | 5% | 4% | 6% |
| Same | 41% | 39% | 45% |
| Don't Know/Unsure | 5% | 6% | 3% |

Improving mass transit (buses, elderly pick-up, etc.)

| | Total | District | SOI |
|-------------------|--------------|-----------------|------------|
| Base | 300 | 200 | 100 |
| More | 53% | 51% | 58% |
| Less | 4% | 4% | 6% |
| Same | 34% | 38% | 26% |
| Don't Know/Unsure | 9% | 9% | 10% |

Helping the County with library expansion

| | Total | District | SOI |
|-------------------|--------------|-----------------|------------|
| Base | 300 | 200 | 100 |
| More | 46% | 44% | 49% |
| Less | 9% | 8% | 11% |
| Same | 40% | 44% | 34% |
| Don't Know/Unsure | 5% | 5% | 6% |

Starting a local cemetery

| | Total | District | SOI |
|-------------------|--------------|-----------------|------------|
| Base | 300 | 200 | 100 |
| More | 30% | 30% | 32% |
| Less | 28% | 29% | 25% |
| Same | 28% | 29% | 25% |
| Don't Know/Unsure | 14% | 13% | 18% |

Effects of Outside Funding

Q. What is your opinion of the District adding new parks if funding from outside of the community paid for one-fourth of the initial cost? Would you support such an initiative, oppose such an initiative, or are unsure?

Those that did not say more should be spent on adding new parks in Nipomo were asked about their support of new parks if one-fourth of their funding came from outside of the community. Eighteen percent said they would then support the new parks.

| | Total | District | SOI |
|---------|--------------|-----------------|------------|
| Base | 131 | 78 | 53 |
| Support | 18% | 19% | 17% |
| Oppose | 33% | 32% | 34% |
| Unsure | 49% | 49% | 49% |

Q. And if funding from outside of the community paid for half of the initial cost, would you support such an initiative, oppose such an initiative, or are unsure?

And when we increase the amount of outside support to 50%, another small group turns into supporters.

The group that still will not support the addition of new parks in Nipomo represents 11% of responding homeowners. This group will be against almost any new parks initiative, regardless of the details.

With this scenario of 50% outside support, only 5% of responding females would still oppose an initiative for new parks, while 16% of men would still oppose.

With over two-thirds of respondents either deciding to support new parks or becoming unsure about their opinions, a public information campaign about the outside funding would most likely cause a majority of non-supporters to become supporters.

| | Total | District | SOI |
|---------|--------------|-----------------|------------|
| Base | 107 | 63 | 44 |
| Support | 17% | 19% | 14% |
| Oppose | 30% | 29% | 32% |
| Unsure | 53% | 52% | 55% |

Annual Financial Support of New Parks

Q. How much would your household be willing to pay annually for a new neighborhood park? Assume that the park would be on the other side of town, but not supporting it would eliminate any chance of a park being added to your neighborhood in the near future. (read options)

This scenario is of more importance to NCSO than the next one, where the respondent is guaranteed that the new park will be close to them. Since NCSO cannot provide this guarantee to everyone, the next scenario's main purpose is to identify the top of mind importance that park location plays.

A greater proportion of homeowners in the SOI than those in the District would choose to provide nothing. This is expected, since they are less likely to visit the parks (see the Frequency of Park Visits section).

Only fifteen percent of respondents aged 45 and younger would chose to provide no funding (22% of those aged 46 to 64, and 35% of those aged 65 and older). The average age of those willing to pay over \$40 is 53, versus 61 for those that would pay \$40 or less.

Campbell Rinker suggests requesting support at a level that meets the needs of what Nipomo homeowners are looking for in a park. The alternative method, providing parks based on what homeowners are willing to pay for, is not optimal because there is no consensus on how much they would be willing to pay. We can say that the \$41 to \$60 level is as high as the NCSO can go without going against the wishes of a majority of homeowners.

| | Total | District | SOI |
|---------------|-------|----------|-----|
| Base | 258 | 173 | 85 |
| Over \$100 | 12% | 10% | 15% |
| \$81 to \$100 | 18% | 18% | 18% |
| \$61 to \$80 | 8% | 10% | 5% |
| \$41 to \$60 | 17% | 19% | 14% |
| \$21 to \$40 | 10% | 10% | 8% |
| \$1 to \$20 | 11% | 12% | 9% |
| Nothing | 24% | 20% | 31% |

The table below breaks out the results for this question by household income.

| | Total | Household Income | |
|---------------|-------|------------------|---------------|
| | | Less than \$75k | \$75k or More |
| Base | 258 | 101 | 105 |
| Over \$100 | 12% | 11% | 17% |
| \$81 to \$100 | 18% | 19% | 20% |
| \$61 to \$80 | 8% | 10% | 9% |
| \$41 to \$60 | 17% | 19% | 16% |
| \$21 to \$40 | 10% | 11% | 10% |
| \$1 to \$20 | 11% | 9% | 14% |
| Nothing | 24% | 22% | 14% |

Q. How much would your household be willing to pay annually if the new park were going to be less than five blocks from your home? (read options)

This question sought to find out how financial support would change when a park would be placed in close proximity to the homeowners. We see that most would pay a little more, but the location of the parks is not one of the main concerns of residents.

| | Total | District | SOI |
|---------------|--------------|-----------------|------------|
| Base | 258 | 173 | 85 |
| Over \$100 | 16% | 16% | 15% |
| \$81 to \$100 | 21% | 21% | 19% |
| \$61 to \$80 | 5% | 6% | 4% |
| \$41 to \$60 | 16% | 17% | 14% |
| \$21 to \$40 | 7% | 9% | 5% |
| \$1 to \$20 | 9% | 10% | 8% |
| Nothing | 26% | 21% | 35% |

Preference for Funding Options

Q. If the NCSD is building new parks in Nipomo, to what degree does each method of paying for them appeal to you? Please keep in mind that this question is not asking whether you would support new parks. Rate each option on a scale of one to five where five is 'Strongly support', three is 'Neutral', and one is 'Strongly oppose.'

Average scores are provided for each method of funding. The higher the score, the greater the support for them.

Minorities are less fond of small fees paid when reserving facilities at the park (3.5) and special fees on newly constructed homes (2.9) than Caucasians, but more fond of a new fee billed every two months (2.4). Support for special fees on newly constructed homes jumps to 3.4 for households with incomes of \$75,000 or more.

Raising property taxes was very unpopular. Fees at the time of park visitation and on newly constructed homes were the most popular.

Unfortunately funding an ongoing commitment with these preferred methods may be difficult. New home construction comes in waves, and the administrative and enforcement costs associated with reservation fees may be significant. The most sensible option may be a combination of both a special fee on new home construction and a fee added to current NCSD billing. If they are low enough, it may be best to add the fees to current NCSD bills on a less frequent basis, such as three or four times a year.

| | Total | District | SOI |
|--|-------|----------|-----|
| Base | 258 | 200 | 100 |
| Small fee paid when reserving facilities at the park | 3.6 | 3.6 | 3.7 |
| Special fee on newly constructed homes | 3.1 | 3.1 | 3.1 |
| A new fee billed every two months, much like how the NCSD currently bills for water and sewer services | 2.2 | 2.3 | 2.0 |
| An increase in property taxes | 2.0 | 2.0 | 1.8 |

The table below shows results broken out by age of respondents.

| | Total | Age | | |
|--|-------|----------------|----------|--------------|
| | | 45 and Younger | 46 to 64 | 65 and Older |
| Base | 258 | 95 | 108 | 97 |
| Small fee paid when reserving facilities at the park | 3.6 | 3.5 | 3.9 | 3.5 |
| Special fee on newly constructed homes | 3.1 | 3.1 | 3.2 | 3.0 |
| A new fee billed every two months, much like how the NCSD currently bills for water and sewer services | 2.2 | 2.4 | 2.0 | 2.3 |
| An increase in property taxes | 2.0 | 2.2 | 1.8 | 1.9 |

Preference on Type of Parks

Q. Regardless of whether or not you feel Nipomo needs new parks, do you feel that citizens would benefit more from...

A majority of people in the area feel that new multiple neighborhood parks would benefit them more than a new large park. A greater proportion of people in the SOI than the District think a new large park would be best.

Those that say they do not want more parks, or do not want to pay more than \$40 a year for them, are significantly more likely prefer the addition of a large one (33% and 36% prefer a large one, respectively).

There were no significant differences in how different demographic groups responded to this question.

| | Total | District | SOI |
|--|--------------|-----------------|------------|
| Base | 300 | 200 | 100 |
| One large park in a location that is convenient for many | 26% | 23% | 33% |
| Several smaller neighborhood parks that are spread throughout Nipomo | 70% | 73% | 63% |
| Unsure | 4% | 5% | 4% |

Support for Potential Activities and Facilities for New Parks

Q. Regardless of your support of new parks in Nipomo, we are interested in understanding what activities and features you would want in a Nipomo park. Rate each option on a scale of one to five where five is 'Strongly support', three is 'Neutral', and one is 'Strongly oppose.' (read each)

The average scores each item received are reported below. Five is the highest score, indicating the strongest level of support.

When looking at the preferences of respondents from the District and respondents from the SOI, the only statistically significant difference is for off-leash dog areas. Those in the District support them significantly more.

The results of this question are only a starting point. Cost considerations, the overall theme of the park, etc. may make some highly rate items unwanted or unobtainable.

| | Total | | |
|---|-------|----------|-----|
| | | District | SOI |
| Base | 300 | 200 | 100 |
| Playground for small children | 4.2 | 4.2 | 4.2 |
| Trees and lawns with benches for sitting | 4.1 | 4.1 | 4.2 |
| Barbeque grills with picnic tables | 4.0 | 4.0 | 3.9 |
| Sports fields such as softball and soccer | 4.0 | 3.9 | 4.0 |
| Reservable areas for group events | 3.9 | 3.9 | 3.9 |
| Paved walking and jogging paths | 3.9 | 4.0 | 3.9 |
| Outdoor basketball courts | 3.7 | 3.7 | 3.6 |
| Tennis courts | 3.5 | 3.5 | 3.4 |
| Volleyball courts | 3.5 | 3.4 | 3.6 |
| Landscaping with flowering plants | 3.4 | 3.5 | 3.3 |
| Recreation center with a gymnasium | 3.4 | 3.5 | 3.3 |
| Amphitheater for outdoor performing arts | 3.3 | 3.4 | 3.2 |
| Swimming pool | 3.3 | 3.3 | 3.3 |
| Horseshoe pits | 3.2 | 3.2 | 3.3 |
| Off-leash dog area | 3.1 | 3.2 | 2.8 |
| Skateboard and skating park | 3.1 | 3.1 | 3.0 |
| Daycare center | 3.0 | 3.1 | 2.9 |
| Community center with no gymnasium | 2.9 | 3.0 | 2.9 |
| Shuffleboard areas | 2.7 | 2.7 | 2.9 |
| Lawn bowling area | 2.7 | 2.6 | 2.8 |

Questionnaire

English Version

Hello, my name is _____. I am calling on behalf of the Nipomo Community Services District. Is [NAME] available?

[FOR RECORDS THAT DO NOT HAVE A NAME, INSERT "THE OWNER OF (ADDRESS)" INTO THE FIRST NAME FIELD OF EACH]
[PEOPLE WITH A PO BOX CAN BE COUNTED TOWARDS EITHER QUOTA.]
[REINTRODUCE IF NEEDED]

The District is making this call to ask for the opinions of Nipomo property owners. All of your responses are completely confidential and I am not a sales person.

Q10 Have you heard of the Nipomo Community Services District, the NCSD?

1. Yes [skip Q15]
2. No
3. Unsure/DK

Q15 The Nipomo Community Services District was formed in 1965 to provide the community with public services. The NCSD provides water, sewer, and trash collection services to District residents.

[reschedule if needed; if they ask how long it will take, respond about seven minutes]

[skip to Q30 if Address on file is a PO Box]

Q20 Do you own the property at [street address on file]?

1. Yes [skip Q30]
2. No
3. Unsure [terminate]

[if they are not the owner but the owner is available, the caller may survey the correct owner]

Q30 Do you currently own any property or a home in Nipomo?

1. Yes
2. No [terminate]
3. Unsure [terminate]

Q40 Do you live... (read options)

1. In the Nipomo area, east of Highway 101
2. In the Nipomo area, west of Highway 101, or
3. Outside of the area
4. (do not read) In the Nipomo, not sure what side

[if list field Area = 'SOI', or Q10.2 or Q10.3 are selected, skip to Q200]

Q110 Does the NCSD provide your water or sewer service?

1. Yes
2. No [skip next two questions]
3. Unsure [skip next two questions]

Q120 On a scale of one to five where five is 'Completely satisfied', three is 'Undecided' and one is 'Completely dissatisfied', how do you rate your overall experience with your water service? [99= DK/Unsure]

Q150 On a scale of one to five where five is 'Completely satisfied', three is 'Undecided' and one is 'Completely dissatisfied', how do you rate your overall experience with your sewer service? [99= DK/Unsure]

Q170 On a scale of one to five where five is 'Completely satisfied', three is 'Undecided' and one is 'Completely dissatisfied', how do you rate your overall experience with your trash and recycling pickup service? [99= DK/Unsure]

Q200 About how much do you pay each year in property taxes for your property within Nipomo and surrounding areas? \$ _____ [enter '0' if they do not know]

Q205 For each of the following, please indicate whether Nipomo has too many, not enough, or just the right number. [randomize list, provide 'DK/Unsure' option]

1. Public schools
2. Bus stops
3. Parks

Q210 Please indicate whether you feel more, less, or the same amount should be spent in Nipomo on each of the following items... [randomize list, provide 'DK/Unsure' option]

1. Crime reduction
2. Improving roads
3. Improving mass transit (buses, elderly pick-up, etc.)
4. Adding new parks
5. Graffiti removal
6. Starting a local cemetery
7. Helping the County with library expansion

[skip to Q260 unless 'less' or 'the same amount' are selected for Q210's 'Adding new parks']

Q230 If new parks are created, additional funding will be needed. What is your opinion of the District adding new parks if funding from outside of the community paid for one-fourth of the initial cost? Would you support such an initiative, oppose such an initiative, or are unsure?

1. Support [skip next question]
2. Oppose
3. Unsure

Q240 And if funding from outside of the community paid for half of the initial cost, would you support such an initiative, oppose such an initiative, or are unsure?

1. Support
2. Oppose
3. Unsure

Q260 Regardless of whether or not you feel Nipomo needs new parks, do you feel that citizens would benefit more from...

1. One large park in a location that is convenient for many, or
2. Several smaller neighborhood parks that are spread throughout Nipomo
3. (do not read) Unsure

Q270 Regardless of your support of new parks in Nipomo, we are interested in understanding what activities and features you would want in a Nipomo park. Rate each option on a scale of one to five where five is 'Strongly support', three is 'Neutral', and one is 'Strongly oppose.' (read each) [randomize selection, but can we keep option 19 coming before option 20?]

1. Off-leash dog area
2. Barbeque grills with picnic tables
3. Reservable areas for group events
4. Playground for small children
5. Paved walking and jogging paths
6. Outdoor basketball courts
7. Horseshoe pits
8. Tennis courts
9. Volleyball courts
10. Amphitheater for outdoor performing arts
11. Shuffleboard areas
12. Lawn bowling area
13. Skateboard and skating park
14. Swimming pool
15. Sports fields such as softball and soccer
16. Daycare center
17. Trees and lawns with benches for sitting
18. Landscaping with flowering plants
19. Recreation center with a gymnasium
20. Community center with no gymnasium

[skip to Q388 if Q40 = Option 3]

Q300 Approximately how often do members of your household visit Nipomo Community Park? (read options)

1. At least once a week
2. At least once a month
3. At least once a year
4. Less than once a year
5. Never

Q380 How much would your household be willing to pay annually for a new neighborhood park? Assume that the park would be on the other side of town, but not supporting it would eliminate any chance of a park being added to your neighborhood in the near future. (read options)

1. Over \$100
2. \$81 to \$100
3. \$61 to \$80
4. \$41 to \$60
5. \$21 to \$40
6. \$1 to \$20
7. Nothing
8. Or you are unsure because you do not make decisions about finances in your household [skip next question]

Q384 How much would your household be willing to pay annually if the new park were going to be less than five blocks from your home? (read options)

1. Over \$100
2. \$81 to \$100
3. \$61 to \$80
4. \$41 to \$60
5. \$21 to \$40
6. \$1 to \$20
7. Nothing

[skip next question if Q40, option 3 is NOT selected]

Q388 How much would you be willing to pay annually for new parks to be added in Nipomo? (read options)

1. Over \$100
2. \$81 to \$100
3. \$61 to \$80
4. \$41 to \$60
5. \$21 to \$40
6. \$1 to \$20
7. Nothing

Q390 If the NCSD is building new parks in Nipomo, to what degree does each method of paying for them appeal to you? Please keep in mind that this question is not asking whether you would support new parks. Rate each option on a scale of one to five where five is 'Strongly support', three is 'Neutral', and one is 'Strongly oppose.' (read options)

1. Special fee on newly constructed homes
2. An increase in property taxes
3. A new fee billed every two months, much like how the NCSD currently bills for water and sewer services
4. Small fee paid when reserving facilities at the park

Q400 What is your ethnicity? (do not read; select one; try to fit responses into the first five options when possible)

1. White/Caucasian
2. Hispanic/Latino
3. Black/African American
4. Asian/Pacific Islander
5. Native American/Alaskan native
6. Other
7. Decline

Q430 What is your age? ___ [enter '0' for refusals]

Q440 How many people living in your home are 18 years old or younger? _____ [enter '99' for refusals]

Q450 How many people living in your home are between 19 and 64 years old? _____ [enter '99' for refusals]

Q460 How many people living in your home are at least 65 years old? _____ [enter '99' for refusals]

Q470 Please stop me when I read the range that applies to your household's annual income...

1. Less than \$25,000
2. \$25,000 to less than \$50,000
3. \$50,000 to less than \$75,000
4. \$75,000 to less than \$100,000
5. \$100,000 or greater
6. Decline

Closing: That completes our survey. Thank you for helping us with this research. Your feedback will be instrumental in the NCSD's evaluation. Have a good day/evening!

Q.490 (Record Gender)

1. Female
2. Male

Termination: This specific survey is for Nipomo property owners. Thank you for your time and willingness to participate in our survey. Have a great day/evening.

Spanish Version

Hola, mi nombre es _____. Estoy llamando de parte del Distrito de Servicios Comunitario de Nipomo. Me permite hablar con [NAME] ?

[FOR RECORDS THAT DO NOT HAVE A NAME, PLEASE INSERT "THE OWNER OF (ADDRESS)" INTO THE FIRST NAME FIELD OF EACH] [ALSO, PEOPLE WITH A PO BOX CAN BE COUNTED TOWARDS EITHER QUOTA.]

[reintroduce if needed] Hola, mi nombre es _____. Estoy llamando de parte del Distrito de Servicios Comunitario de Nipomo.

El Distrito esta haciendo llamadas para pedir las opiniones de dueños de propiedad de Nipomo. Todas sus respuestas son completamente confidenciales y no soy personal de ventas.

Q10 ¿Ha escuchado usted del Distrito de Servicios Comunitario de Nipomo "NCSD" (Nipomo Community Services District)?

1. Yes [skip Q15]
2. No
3. Unsure/DK

Q15 El Distrito de Servicios Comunitario de Nipomo fue formado en 1965 para proveer a la comunidad con servicios públicos. El "NCSD" proporciona agua potable, servicio de alcantarillado, y servicios de recolección de basura a residentes del Distrito.

[reschedule if needed; if they ask how long it will take, respond about seven minutes]

[skip to Q30 if Address on file is a PO Box]

Q20 ¿Es usted dueño de la propiedad localizada en [street address on file]?

1. Yes [skip Q30]
2. No
3. Unsure [terminate]

[if they are not the owner but the owner is available, the caller may survey the correct owner]

Q30 ¿Actualmente es usted dueño de cualquier propiedad o casa en Nipomo?

1. Yes

2. No [terminate]
3. Unsure [terminate]

Q40 Vive usted ... (read options)

1. En el área de Nipomo, al este de la carretera 101 (Highway 101)
2. En el área de Nipomo, al oeste de la carretera 101 (Highway 101)
3. Fuera del área
4. (do not read) En el Nipomo, no seguro de que lado

[if list field Area = 'SOI', or Q10.2 or Q10.3 are selected, skip to Q200]

Q110 ¿Proporciona el NCSD (Distrito de Servicios Comunitario de Nipomo) su agua potable o servicio de alcantarillado?

1. Yes
2. No [skip next two questions]
3. Unsure [skip next two questions]

Q120 ¿En una escala del uno al cinco donde el '5' es "Completamente Satisfecho" el '3' es "Indeciso" y el '1' es "Completamente insatisfecho" como calificaría su experiencia general de su servicio de agua potable?
[99= DK/Unsure]

Q150 ¿En una escala del uno al cinco donde el '5' es "Completamente Satisfecho" el '3' es "Indeciso" y el '1' es "Completamente insatisfecho" como calificaría su experiencia general de su servicio de alcantarillado?
[99= DK/Unsure]

Q170 ¿En una escala del uno al cinco donde el '5' es "Completamente Satisfecho" el '3' es "Indeciso" y el '1' es "Completamente insatisfecho" como calificaría su experiencia general de su servicio de recolección de basura y el servicio de recolección de reciclajes? [99= DK/Unsure]

Q200 Aproximadamente cuanto paga usted cada año en impuestos sobre propiedad inmobiliaria para su propiedad dentro de Nipomo y áreas circundantes? \$ _____ [enter 'x' if they do not know]

Q205 Por cada uno de los siguientes, por favor indique si Nipomo tiene demasiado, no mucho(a)s , o el número perfecto de. [randomize list, provide 'DK/Unsure' option]

1. Escuelas Públicas
2. Paradas de Autobuses
3. Parques

Q210 Indica por favor si usted siente que mas, menos o la misma cantidad debería ser gastado por Nipomo en cada uno de los siguientes artículos... [randomize list, provide 'DK/Unsure' option]

1. Reducción del crimen
2. Mejorar carreteras
3. Mejorar el transporte público (autobuses, recogimiento de personas ancianas, etc.)
4. Agregando nuevos parques
5. Eliminación del Graffiti
6. Empezar un cementerio local
7. Ayudando al Condado con la expansión de bibliotecas

[skip to Q260 unless 'less' or 'the same amount' are selected for Q210's 'Adding new parks']

Q230 Si nuevos parques son creados, fondos adicionales serán necesarios. ¿Cuál es su opinión sobre el Distrito agregando nuevos parques, si los fondos son adquiridos fuera de la comunidad, pagaran por un cuarto de los costos iniciales? Usted apoyaría tal iniciativa o no apoyaría tal iniciativa, o esta inseguro?

1. Si apoyaría[skip next question]
2. No apoyaría
3. Inseguro

Q240 Y si los fondos adquiridos fuera de la comunidad pagara por la mitad de los costos iniciales, usted apoyaría tal iniciativa, no apoyaría tal iniciativa o esta inseguro?

1. Si apoyaría
2. No apoyaría
3. Inseguro

Q260 Aunque usted siente o no siente que Nipomo necesita nuevos parques, usted siente que los ciudadanos beneficiarían mas de....

1. Un parque grande en una ubicación mas conveniente para todos, o
2. Varios parques vecindarios pequeños esparcidos por Nipomo.
3. (do not read) Unsure

Q270 A pesar de su apoyo de nuevos parques en Nipomo, estamos interesados en entender cuales actividades y características le gustaría tener en el parque de Nipomo. Califique cada opción usando un a escala del 'uno' al 'cinco' donde el 'cinco' es 'Fuertemente apoya' 'tres' es 'Neutral' y el 'uno' es 'Fuertemente se opone' (read each) [randomize selection, but can we keep option 19 coming before option 20]

1. Área para perros sin correa
2. Asadores con mesas tipo picnic

3. Áreas reservables para eventos en grupo.
4. Área de juego para niños
5. Caminos pavimentados para caminar y correr.
6. Canchas de básquetbol al aire libre
7. Área para juego de Horseshoe
8. Canchas de tenis
9. Canchas de voleibol.
10. Un anfiteatro para artes interpretativas al aire libre
11. Área para juegos de shuffleboard
12. Área en el césped para boliche
13. Parque para patines y patineta.
14. Piscina
15. Campo de deportes tales como para béisbol y fútbol
16. Guardería
17. Árboles y céspedes con bancas para tomar asiento.
18. Jardines con plantas que florecen.
19. Centro recreativo con gimnasio.
20. Centro comunitario sin gimnasio.

Q280 (do not read) Others, if they say we forgot some:

[skip to Q388 if Q40 = Option 3]

Q300 ¿Aproximadamente con que frecuencia los miembros de su hogar visitan el Parque Comunitario de Nipomo (Nipomo Community Park)?
(read options)

1. Al menos una vez a la semana
2. Al menos una vez al mes
3. Al menos una vez al año
4. Menos de una vez al año.
5. Nunca

Q380 ¿Cuánto dinero estaría su hogar dispuesto en pagar anualmente para un nuevo parque en la comunidad? Asumiendo que el parque estaría al otro lado del pueblo, pero al no apoyarlo se eliminaría la oportunidad para que un parque sea agregado en su comunidad en el futuro cercano.
(read options)

1. mas de \$100
2. \$81 a \$100
3. \$61 a \$80
4. \$41 a \$60
5. \$21 a \$40
6. \$1 a \$20
7. Nada

8. usted es inseguro porque usted no hace las decisiones financieras en su hogar [skip next question]

Q384 ¿Cuánto dinero estaría su hogar dispuesto en pagar anualmente si el nuevo parque estaría a menos de cinco cuerdas de su hogar? (read options)

1. Mas de \$100
2. \$81 a \$100
3. \$61 a \$80
4. \$41 a \$60
5. \$21 a \$40
6. \$1 a \$20
7. Nada

[skip next question if Q40, option 3 is NOT selected]

Q388 ¿Cuánto dinero estaría dispuesto usted en pagar anualmente para que un parque nuevo sea agregado en Nipomo? (read options)

1. Mas de \$100
2. \$81 a \$100
3. \$61 a \$80
4. \$41 a \$60
5. \$21 a \$40
6. \$1 a \$20
7. Nada

Q390 Si el NCSO (Distrito de Servicios Comunitario de Nipomo) estuviera construyendo nuevos parques en Nipomo, hasta que grado cada uno de los siguientes métodos de pago para estos son de su agrado? Por favor tenga en mente que no estamos preguntando si usted apoya los nuevos parques. Califique cada opción en una escala del uno al cinco donde el cinco es 'Fuertemente apoya' tres es 'Neutral' y el uno es 'Fuertemente se opone' (read options)

1. Una cuota especial sobre casas recién construidas
2. Un aumento sobre los impuestos de propiedad inmobiliaria.
3. Una cuota cobrada cada dos meses, tal como es cobrado por el NCSO para el agua potable y para los servicios de alcantarillado.
4. Una cuota pequeña cuando se reservan las facilidades en el parque.

Q400 ¿Cuál es su origen étnico? (do not read; select all that apply, but do not encourage multiple responses; try to fit responses into the first five options when possible)

1. Blanco/Caucásico
2. Hispano/Latino
3. Negro/Africano Americano

4. Asiático/Isleño del Pacífico
5. Indio Nativo Americano/Nativo de Alaska
6. Otro
7. Rehúsa

Q430 ¿Cuál es su edad? ___ [enter 'x' for refusals]

Q440 ¿De las personas viviendo en su hogar cuantos de ellos tienen 18 años de edad o menos? _____ [enter 'x' for refusals]

Q450 De las personas viviendo en su hogar cuantos de ellos tienen entre 19 y 64 años de edad? _____ [enter 'x' for refusals]

Q460 De las personas viviendo en su hogar cuantos de ellos tienen al menos 65 años de edad? _____ [enter 'x' for refusals]

Q470 Por favor de decirme cuando llegue a la gama que aplica a los ingresos anuales de su hogar...

1. Menos de \$25,000
2. \$25,000 a menos de \$50,000
3. \$50,000 a menos de \$75,000
4. \$75,000 a menos de \$100,000
5. \$100,000 o mas
6. Rehúsa

Closing: Este es el final de nuestra encuesta. Gracias por ayudarnos. Sus respuestas serán instrumentales en la evaluación del NCSD. Tenga usted unas buenos(as) días/noches

Q.490 (Record Gender)

1. Female
2. Male

Termination: Esta encuesta es específicamente para dueños de propiedad en Nipomo. Gracias por su tiempo y por su deseo de participar en nuestra encuesta. Tenga usted unas buenos(as) días/noches



NIPOMO COMMUNITY SERVICES DISTRICT

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MINUTES OF THE 7/18/07 MEETING OF THE PARKS COMMITTEE

1. CALL TO ORDER, ROLL CALL AND FLAG SALUTE

Chairman Winn called the Special Meeting to order at 10:00am in the NCSD Board Chambers. Both Chairman Winn and Director Harrison were in attendance along with General Manager Bruce Buel, Assistant to the General Manager Faith Watkins, Justin Cross from Campbell-Rinker, Kari Wagner of the Wallace Group and five members of the public. Chairman Winn described the purpose and format of the meeting. There was no public comment on this item.

2. DISCUSS ACTIVATION AND PARK DEVELOPMENT STATUS

Mike Winn summarized the results of his meeting with SLO County Supervisor Achadjian and County staff members regarding the development of the proposed Miller Park including the conclusion that an MOU was not necessary, that the concept design resulted in significant "General Benefit", and that it would be possible to save capital cost by specifying pre-fabricated restrooms. Mike Winn also reported on his interaction with Cal Poly Professor Gary Clay with the conclusion Dr. Clay was willing to display the results from his student's evaluation of potential Miller Park design at a subsequent meeting in Nipomo. Bonnie Eisner asked if the County would also waive the adoption of an MOU for the Kaminaka property. Bruce Buel responded that the answer to Ms. Eisner's question was unknown but the two projects were different. Gary Halverson asked if NCSD would be asking property owners outside of the District to pay for development of parks. Bruce Buel responded that NCSD could only propose charges inside its boundaries.

3. REVIEW PARKS SURVEY QUESTIONNAIRE RESULTS

Bruce Buel summarized the process for development of the survey, distributed copies of the Cross-Tabs, and introduced Justin Cross from the firm that implemented the survey, Campbell-Rinker. Mr. Cross provided an overview of the survey results and then led a discussion of the specific results on a page by page basis. Mike Winn requested that the Cross-Tabs be posted on NCSD's Website. Mike Winn also requested that Mr. Cross provide to the District a copy of the Spanish language version of the questionnaire and present to the Board an evaluation of the significance of the responses to the Support for Potential Activities and Facilities for New Parks. The Committee, by consensus requested edits to the language of the presentation on pages 27 and 32. Gary Halverson offered his perspective that Nipomo would be better served by lobbying the County to develop new parks rather than adding that authority to NCSD. The Committee did not make a recommendation to the Board.

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4. REVIEW FUNDING DISTRICT BOUNDARY ISSUES AND TIMELINE

Bruce Buel summarized the scope of work with the Wallace Group and introduced Kari Wagner of the Wallace Group. Ms. Wagner distributed a draft timeline, described the boundary of the Olde Towne "Downtown Study Area" and requested feedback from the Committee regarding potential boundaries for the various zones of benefit. Following significant Committee discussion, the Committee agreed that the Downtown Study Area was the logical area for the primary benefit zone; that the remaining area east of the Freeway and west of Thompson was a logical area for secondary benefits; and that the remainder of the District may be considered for a nominal assessment to capture General Benefits. Bruce Buel cautioned that large assessment districts were expensive to create and to maintain. The Committee requested that the Wallace Group provide the District with a cost scale for creating and maintaining assessment districts.

There was no public input.

5. SET MEETING DATE(S) FOR SUBSEQUENT MEETINGS

The Committee agreed that Chairman Winn would call a subsequent meeting when it was needed.

There was no public comment.

6. ADJOURNMENT

Chairman Winn thanked the public for participating and adjourned the meeting at 11:46 a.m.

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