CITY OF
SAN JOSE
CAPITAL OF SILICON VALLEY

Parks, Recreation and Neighborhood Services

Community Sports Fields Study

City of San José
October 2008

FOREWORD

By Rob MacDonald
Subcommittee Chair

The Community Sports Field Study is the result of collaboration between the City of San José's Department of Parks, Recreation and Neighborhood Services and concerned local citizens. When the City sought volunteers for the Community Sports Field Study, interested individuals stepped forward to provide assistance. By sharing their experiences, the needs of their organizations, and their enthusiasm, the volunteers worked with the City to study ways to address the growing needs of the community, such as improving existing fields and developing new fields and facilities.

Many challenges exist in creating and operating a successful network of sports fields and facilities that can meet the needs of the City's residents. As a volunteer for a local Little League, I was familiar with problems faced by sports teams, organizations and athletes. These individuals and groups need access to safe, well maintained local sports fields on which to pursue their competitive, recreational and fitness goals. I soon learned that there were many other aspects to consider as well.

During the Community Sports Field Study, it became abundantly clear that San José is a vibrant and diverse community with a wide variety of sports field needs. We needed to factor in the needs of both new and existing users, along with persons with disabilities. League and team boundaries were another issue. The very complexity of competing needs made working on the Study an interesting process.

Through meetings held in each Council District, and through other efforts to reach out to the community, we were able to reaffirm that San José's sports field needs are evolving. Traditional sports field users continue to need well maintained sports fields and facilities for their programs, while "new" sports are gaining in popularity and also need fields to accommodate their programs and athletes. Neighborhoods also need unscheduled access to local parks and sports fields for play and recreation.

The overriding conclusion of the Study is that the City does not have a sufficient number of fields to accommodate its population and meet the sports needs of the community. Overuse of existing facilities causes deterioration and damage, while creating maintenance and repair cost burdens that are disproportionate to the benefit derived from those efforts. The real issue though, is how to acquire and provide access to more sports fields and facilities, while maximizing the efficient use of existing fields.

It became evident to all who worked on the Study that the City's residents are willing and able to assist the City in improving and maintaining sports fields, facilities and services, if given the chance. Likewise, organizations are prepared to make financial

commitments to develop and maintain quality fields and facilities that accommodate the needs of their athletes. Other opportunities include partnerships with interested entities and organizations to open up access to new fields, a "Home Base" program to give organizations a stake in field preservation and improvement, and development of fields designed to meet the needs of specific groups of users. These potential future collaborations are all exciting and viable ways to achieve the goal of providing sports fields for the use and enjoyment of San José's citizens.

It was a goal of the Study to provide a strategic framework to guide future development and operations of the Citywide Sports program. We hope the Community Sports Fields Study will be a useful tool for the City of San José.

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Cambrian School District
Campbell Union School District
Campbell Union High School District
Cupertino Union School District
Eastside Union High School District
Evergreen School District
Franklin-McKinley School District
Fremont Union High School District
Luther Burbank School District
Moreland School District
Morgan Hill Union School District
Mount Pleasant School District
Oak Grove School District
Orchard School District
San José Unified School District
Santa Clara Unified School District
Union School District

SCHOOLS

The Harker School

EXECUTIVE SUMMARY

Need for A Community Sports Field Study

The City of San José is the third largest city in California and is expected to reach a population in excess of one million by 2009. Studies have shown that a quality parks system not only creates a more livable community but can also be an engine for economic growth.

Corporate CEOs cite quality of life for employees as the third-most important factor in locating a business, behind only access to domestic markets and availability of skilled labor.[i] Owners of small companies ranked recreation/parks/open space as the highest priority in choosing a new location for their business.[ii] The City of San José, with its good weather and active lifestyle, is an ideal location for a strong community sports program.

There are, however, an increasing number of factors that impact the City's ability to provide a strong community sports field program:

1) The total number of sports fields is significantly below standards established by the National Recreation and Park Association (NRPA)[iii];
2) A shift in demand from seasonal programming (soccer in the fall; baseball in the spring) to year-round programming to accommodate additional organized sports with parental involvement; select teams, fall-ball seasons, etc.;
3) The emergence of new sports users reflective of San José's growing diversity including sports such as cricket, lacrosse, and futsal[iv];
4) Increased awareness of obesity issues and the need for persons of all ages and physical capabilities to remain active throughout their lifetime;
5) Reduced access to school fields due to renovations or community use restrictions;
6) The growth of unpermitted users who do not pay for use of the fields, but add to the wear and tear of field conditions;
7) Budget reductions for on-going operations and maintenance activities that have resulted in a deterioration of fields;
8) Registration and use policies which are antiquated and cumbersome for the customer; and

9) The lack of a cohesive vision for the program that engages residents and encourages new partnerships within the City to expand services and lower on-going costs.

In 2006, the lack of community sports fields drew particular attention in the Almaden Valley community. A local school district was successful in securing funds to renovate their fields; which resulted in the closure of a number of school fields. As a result, 1,300 youth soccer players had only one City of San José park at which they could play. Residents adjacent to the park quickly expressed concerns regarding noise, traffic and public safety. It was clear that a solution had to be found.

Under the leadership of Councilmember Nancy Pyle who represents the Almaden Valley, the City Council authorized staff to conduct a citywide community sports field study to evaluate current conditions and to make recommendations to improve San José's sports field program. This report represents the culmination of that effort and is intended to serve as a guiding document for the development and enhancement of the City's sports field program for the next twenty years.

Study Objectives

The original Council direction approved on October 17, 2006 called for the development of a master plan that would include the following:

1) A current inventory of sports fields;
2) Inventory of organized sport groups;
3) An evaluation of opportunities and constraints related to partnerships;
4) An examination of current permitting and scheduling processes;
5) Identification of opportunities to enhance the current level of play;
6) Development of recommendations and cost estimates for new facilities; and
7) Opportunities for community and stakeholder input in each Council District.

In undertaking this master plan process, it was envisioned that the data collected would be used to inform the revision of the 20-year strategic plan for the Department of Parks, Recreation and Neighborhood Services (PRNS) – commonly referred to as the "Greenprint".

The overall intent of this report is to provide a framework for the development of community sports fields that both acknowledges the public's desire for additional sport field amenities and clearly defines the challenges the City faces, now and for the foreseeable future, within respect to on-going operations and maintenance.

As such, the recommendations contained in this report chart a reasonable and balanced course of action for sports field development that is based on input from residents, sports groups, non-participants and best practice data from comparable jurisdictions. It is intended to provide the data necessary to ensure that community sports fields contribute to the quality of life for San José residents and that the City is better positioned to meet the needs of its residents now and in the future.

Methodology

A variety of tools were used to collect information for this study including:

1) Community meetings in every Council District;
2) A multi-lingual telephone survey of residents[v];
3) Mail-in surveys from outside cities and organizations;
4) Focus groups with users, City staff, outside partners;
5) A dedicated webpage; and
6) Local media coverage.

It was originally envisioned that the study would be completed by an outside consultant. However, at the request of stakeholders, it was determined that a community-driven approach would be more appropriate. Community members felt strongly that there was enough expertise and commitment from users to complete the project in a manner that would be most relevant to San José.

It was agreed that specific tasks would require the financial assistance of outside consultants (the telephone survey, for example) but that the community's preference was that remaining funds be used as seed money to implement the study's final recommendations. While this decision for a community-driven approach resulted in a longer-than originally anticipated timeline, the end result has been a significant increase in the level of community awareness and support for the final recommendations. The feedback from the community has been very positive; and a major by-product of this process has been the development of a much stronger relationship between the City and its customer user groups.

Areas of Focus

As noted in the previous section, it was determined early on that the study would be conducted utilizing City staff with the support and participation of community stakeholders. To accomplish this, the following five subcommittees were established:

Subcommittee #1 – Review of existing field amenities and the identification of improvements that could be made to increase/enhance playability.

Subcommittee #2 – Inventory and prioritization of opportunities for land acquisition for new sports fields.

Subcommittee #3 – Inventory existing user groups, boundary limitations and field requirements.

Subcommittee #4 – Identify areas for operational efficiency based on best practice data collected from comparable agencies.

Subcommittee #5 – Examine current permitting and scheduling processes to streamline and enhance field reservation process.

Each subcommittee consisted of community stakeholders under the direction and guidance of City staff and a Community Co-Chair. The subcommittees established a regular meeting schedule, work plan and anticipated deliverables. Attachment A provides an overview of that information.

Key Highlights from Community Meetings

Community meetings were held in all ten Council Districts. While attendance varied greatly throughout the City, there were a number of consistent themes expressed by meeting participants. These themes are as follows:

1) The City must increase its inventory of sports fields to alleviate congestion and meet changing demands for service. The City also lacks the amenities to meet the needs of persons with disabilities or to meet the demand for new and emerging sports such as cricket, futsal and lacrosse that appeal to the growing diversity of San José residents.
2) In light of limited resources, the City should seek to leverage opportunities for shared development and joint operations of sports fields. This can best be accomplished through partnerships with local school districts.
3) Users are choosing to play in other cities due to the lack of sports fields as well as the conditions of the existing fields in San José. Many users indicated that it was just as important to upgrade existing fields (new turf, lighting, parking, etc) as it is to add new fields.
4) User groups are willing to invest in both capital development and operational maintenance in exchange for an extended use of a particular field.
5) Users reported that the current reservation process is cumbersome and not customer-friendly. Many users reported standing in line for up to 48 hours prior to the opening of registration in order to secure their desired fields. Others reported that many groups fail to secure the required permits which often results in conflicts at the field site. As such, users recommended that the City should improve its scheduling and field monitoring activities.
6) Some user groups reported that they often cannot reserve a field because they are either not aware of the process or because their organizations serve primarily adults and priority is given to youth-serving organizations.
7) The design of existing fields (soccer fields overlapping the outfields of baseball/softball fields) was also identified as an issue. While there may be 94 fields in the total inventory, many of the fields are overlapping and consequently, can only be used one at a time.
8) Users also expressed concern that overlapping fields results in more wear and tear of the fields as they are used year-round by different user groups. Some baseball/softball users complained that soccer played during inclement weather negatively impacted the playing conditions of the fields. Little league parents, in particular, were concerned that the volunteer labor they invested was often negated during the off-season due to such use. Soccer groups were primarily concerned with expanding the number of fields available as well as improving the field conditions of existing sites to remedy issues such as gofer holes, broken irrigation heads and overuse of fields.

Key Highlights from BW Research Telephone Survey

While much of the feedback from users was collected via community meetings and focus groups, it was important to the study that information also be collected from non-users and from individuals who might not otherwise attend a community meeting. With this in mind, the City retained the outside research firm of BW Research Partnership to conduct a statistically relevant study of San José residents. While the full survey report is enclosed as Attachment B, the following are key highlights from the survey in no particular order:

- Approximately 86% of residents agreed that sports programs and facilities are important to the community.
- Nearly 3 of 4 residents agreed that the City should look to partner with schools and other outside organizations to expand its inventory of fields.
- Approximately 66.7% of all households have used a sports field or facility in San José over the past 12 months.
- Programming for youth was cited as being the most important service by 81.2% of respondents.

While youth programming was cited as the most important program, 62% of respondents indicated that programming for adults was either important or very important. Moreover, 60% of respondents indicated that the City should subsidize the cost of sports program for youth and adults.

- Increasing the number of fields and building/improving restrooms were cited as top priorities by both users and non-users. Other priorities included: 1) improving lighting for evening use, 2) building shade structures, and 3) expanding or improving parking. Residents expressed concern that the lack of fields resulted in over-congestion of existing fields, which in turn, negatively impacted adjacent neighborhoods.

Latinos represent the largest user group with 84% of Latinos residents reporting that they had used a San José sports field in the past year compared to 62.9% of Caucasian residents and 54.1% of Asian residents.

Families with children were far more likely to have used a sports field and be advocates for a strong sports program.

Use correlated with the age of the respondent, with use decreasing as age increased (92.8% of residents in the 18-24 year age group reported use compared with 45.9% of the 65 and older group).

Swimming pools, youth baseball or softball fields, grass fields for soccer, rugby or football and outdoor basketball courts were viewed as the highest priorities in terms of building new sports fields and facilities.

Summer sports camps were noted as most popular program for youth. Soccer was the most popular adult program.

Current Conditions

Inventory

The current inventory of fields in San José includes 52 diamond fields[vi] and 42 rectangular fields for a total of 94 fields.

Of the existing diamond fields, nine are lighted; while none of the rectangular fields are lighted. In FY 2007-08, the City added its first artificial turf fields through the acquisition of the Smythe field from the Boys and Girls Club and the joint partnership with San José Unified School District for the construction of three fields at Leland High School.

The limited number of lighted and artificial turf fields has restricted programming during certain periods of the year. As a result, the majority of programming aligns to daylight savings time when weather conditions are better and extended daylight is available.

It is important to note that the total inventory of fields (94) is limited by the following additional constraints:

1) Master plans that define use as "informal play" or are turf areas and therefore, are not available for reservation (11 sites).

2) Overlapping designs between diamond and rectangular fields such that only one activity can be played on two fields. (31 sites.)

3) Organized groups like little leagues that traditionally require extended bookings at a specific park in order to meet the requirements of their governing body.

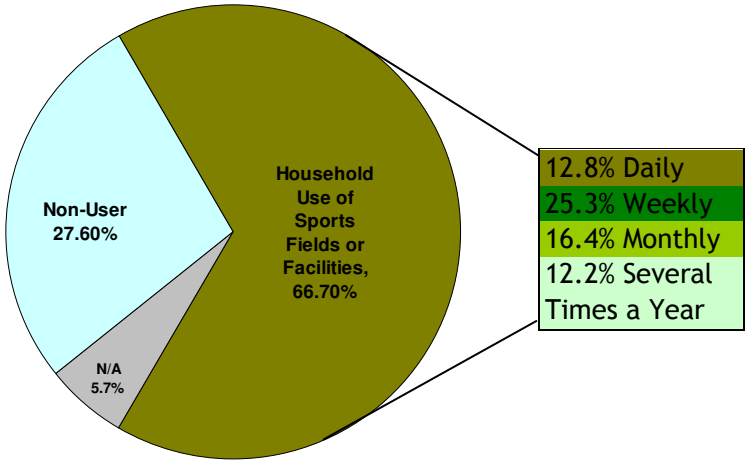
As a result of these constraints, the actual number of fields available for reservation at any given time is 52 fields.

Field Usage

According to current reservation statistics, fields in the western part of the City have the highest rates of reservation. Anecdotal information received during the study process included reports that many regular users fail to obtain necessary permits and are using the fields for more "informal" or "pick-up" games. As a result, the number of current field reservations may not be an accurate reflection of field usage. As a secondary indicator of usage, participants in the telephone survey were asked a variety of questions regarding their use of sports fields located in the City of San José.

According to the survey data, approximately 66.7% of households have used a City of San José sports field within the past twelve months. Of those who had reported using a San José field, 12.8% reported using the field almost daily; 25.3% used the field once a week; 16.4% once a month, and 12.2% reported using a City of San José field once to several times a year. The following graphic illustrates this information:

Figure 1: Household Use of Sports Fields and Facilities in Last 12 Months



Field Gap

As noted in the following table, the current inventory of sports fields in San José is well-below the standard established by the National Parks and Recreation Association (NRPA).

Table 1: Current inventory of sports fields in San José compared with NRPA Standards

Facility Type	Current Inventory of Fields (and per population)	Recommended NRPA* Standard*	2008 Service Level Gap Based on NRPA Standards
Current Population: 989,496			
Diamond Fields	**52** (1 field / 19,029	124 (1 field / 8,000)	72 fields
Rectangular Fields	**42** (1 field / 23,559)	99 (1 field / 10,000)	57 fields
Total Fields	**94 fields**	223	129 fields

Given land and budget constraints, it is unlikely that the City will be able to reach the NRPA standard on its own as it would require an additional 72 diamond fields (including 24 lighted fields) and 57 rectangular fields. Consequently, it is essential that the City explore innovative ways to expand its inventory through partnerships and redevelopment of existing fields to extend play (such as the installation of artificial turf) in addition to acquisition efforts. This report highlights the importance of partnerships and shared development as a key strategy in expanding San José's future inventory of sports fields.

Field Reservations

Under the current system, reservations are accepted twice a year on a first-come, first-served basis. First priority registration is given to City-sponsored youth and adult leagues/events. Second priority is given to external agencies, leagues and groups. The Citywide Sports Office accepts the reservation requests, assigns the fields, collects the fees and finds alternative locations to the extent possible when there are multiple and/or conflicting requests.

This process has proven to be a barrier to quality customer service. Organizations have learned that in order to reserve the fields of their choice, they must be first in line. As a result, organizations have stood in line up to 48 hours ahead of the initial opening of reservations. In addition, organizations often reserve more fields than they actually require simply as a safeguard to their programs. As a result, there are times when fields are reserved but go unused. A final area of concern has been that new and existing adult-based organizations often are unable to secure access to fields either because they have not learned the importance of early registration or because the fields are already booked by youth-serving agencies.

Maintenance

In 2003, there were 154 maintenance personnel to support turf maintenance. That number has decreased to 135 in 2008. This represents a 12% decrease in personnel over the past five-year period. At the current time, there are only 3.0 maintenance staff members allocated to support infield maintenance of 52 ball fields.

The reduction in staffing and funding has limited the Department's ability to pursue new design standards, alternative maintenance methods and maintain a desired level of preventative maintenance.

As part of this study, research was conducted on best practices from other agencies. The City of Edmonton, Canada was identified as an agency that had implemented an innovative approach to their sports field program.

This approach assigns a level of operations and maintenance commensurate with a field's intended use.

A tiered field system offers many benefits. It creates a playing environment appropriate for its intended use. It allows for a pricing structure to be put in place commensurate with the desired level of maintenance. Moreover, it provides a mechanism to partner with outside organizations to improve the overall quality of sports field conditions in exchange for priority use.

Currently, the City of San José does not have this type of flexibility. All fields are maintained at a common level of service regardless of the demand or individual wear and tear of the site.

Developing design guidelines and an appropriate level of maintenance would benefit the City greatly as it would improve the customer experience, provide a mechanism for adjusting fees and leverage City resources with those of outside users.

It is important to note, however, that there will be a significant cost associated with the conversion to a tiered field system. For that reason, the recommendations contained later in this report recognize that additional evaluation of design standards and cost

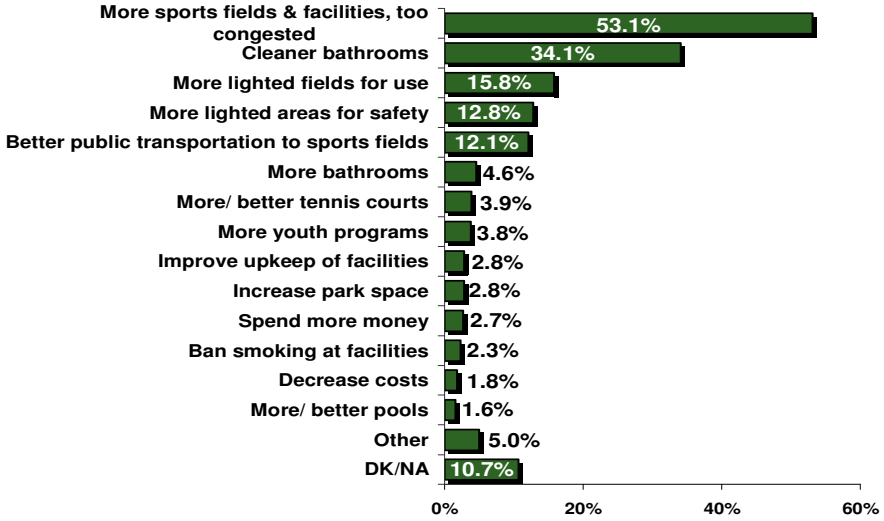
estimates must be done prior to the implementation of a tiered system.

Given the potential impact of such a conversion, it is recommended that conversion to a tiered system be conducted strategically in phases with an emphasis on utilizing partnerships with outside groups such as schools and user groups in the near term in order to afford the City greater opportunity to leverages its limited resources.

Customer Satisfaction

The results of the telephone survey conducted by BW Research reveal both similarities and differences with comparable parks and recreation surveys that have been conducted in California. From a big picture perspective, residents are typically focused on improving current parks and recreation facilities (quality), expanding the number of facilities (quantity) or they've indicated that the current facilities need to be improved as a way of improving access and availability of these resources. In San José, residents have embraced two possible solutions to the congestion and lack of access to sports fields. These potential solutions include increasing corporate partnerships and renovating schools to increase recreational opportunities. Approximately three in every four respondents agreed that San José should develop partnerships with organizations to expand and/or develop recreational facilities. Almost two-thirds of respondents indicated that renovating and improving school grounds to improve usage by the community for recreational purposes should be a high priority. Other ways to improve customer satisfaction are noted in the following chart:

Figure 2: Top Ways to Improve Satisfaction



Overwhelmingly, respondents indicated dissatisfaction with the current level of activity on San José sports fields and the congestion associated with that use. Again, an indication that the additional fields are needed to satisfy customer expectations.

Key Findings and Recommendations

In analyzing the information gathered during the data collection and community input processes, five key findings were identified:

1) There is a shortage of sports fields to meet the diversity of needs;
2) Sports fields are not designed and maintained to support the current level of use;

3) Users are willing to make higher contributions to cover the cost of field maintenance in exchange for longer-term negotiated use and a guarantee that those funds would be earmarked for field improvements;
4) There is a need for a strategic plan to shape program direction, set priorities and establish action steps to be implemented over the next twenty years;
5) Existing processes and systems are outdated, not customer-friendly and in need of streamlining.

To address these key findings, a variety of strategies and specific action steps are being proposed.

These items are presented in five categories, with specific strategies and action steps for each area:

A. Partnerships;
B. Design and Maintenance;
C. Resources;
D. Development; and
E. Streamline Opportunities

A. Partnerships

Key Finding: There is a shortage of sports fields to meet the diversity of needs.

Goal: Increase the inventory of new fields, enhance conditions of existing sports fields and utilize partnerships to augment City resources.

A1. Strategy

Work with potential partners (schools, water district, for and non-profit organizations) to identify opportunities for shared development and joint use.

A1. Action Steps

A-1a Complete memorandum of understanding with East Side Union School District for the shared development and joint use of recreational facilities. (November, 2008)

A-1b Complete negotiations with SJSU for construction of a soccer complex in the South Campus area. (Spring, 2009)

A-1c Through School/City Collaborative, develop template agreement for the shared use of sports fields and facilities. (June, 2009)

A-1d Initiate discussions with Santa Clara Unified regarding joint planning process for a new high school and sports fields in North San José. (Timeline TBD)

A2. Strategy

Maximize use of City free use provisions within existing contractual agreements.

A2. Action Steps

A-2a Create an inventory and database of existing contractual agreements and their provisions. This would include schools, universities, water districts, leased sites and public-private partnerships. (December, 2008)

A-2b Develop strategy to promote awareness of these opportunities. (June, 2009)

A3. Strategy

Issue Request for Proposals for potential partnerships that would restore/enhance a select number of fields in exchange for priority use (Home Base Program - a Home Base program being a program whereby an outside organization agrees to upgrade or contribute to the upgrade of a facility in exchange for a longer negotiated term of use).

A3. Action Steps

A-3a Issue Request for Proposal to operate and/or program Roosevelt Roller Hockey Rink. (February, 2009)

A-3b Issue Request for Proposal to pilot a Home Base program for a select number of sports fields. (June, 2009)

A4. Strategy

Establish consistent parameters for contractual agreements, consensus on general terms.

A4. Action Steps

A-4 Complete review of existing agreements and develop templates for future agreements. Work with affected stakeholders to implement in FY2009-2010. (June, 2009)

A5. Strategy

Create a working group committee to develop priorities for programming and facility development in collaboration with the Disability Advisory Commission (DAC) and the Senior Commission.

A5. Action Steps

A-5a Make presentation to the DAC following acceptance of the Sports Field Study by the City Council. Work with the DAC to develop appropriate action plan and report out to Outdoor Sports Advisory Group. (June, 2009)

A-5b Make presentation to the Seniors Commission following acceptance of the Sports Fields Study by the City Council. Work with the Senior Commission to develop appropriate action plan and report out to Outdoor Sports Advisory Group. (June, 2009)

A6. Strategy

Identify an opportunity to create sports facility for special populations.

A6. Action Steps

A-6 Based on work with Outdoor Sports Advisory Group and other stakeholders, work with Capital Facilities Unit to identify appropriate project and incorporate seed money into Capital Five-Year Budget if funding is available. (Fall, 2009)

A7. Strategy

Identify and pursue additional funding opportunities to purchase property for sports field development.

A7. Action Steps

A-7 Identify funding to underwrite the development or expansion of sports fields. (On-going)

B. Design and Maintenance

Key Finding: Sports fields are not designed, maintained and budgeted to support level of use.

Goal: Create design guidelines and maintenance program specifically for sports fields.

B1. Strategy

Research and create facility design guidelines for sports fields that address near and long-term operations and maintenance efficiencies.

A study tour at Harker School provided best practices lessons for the City's maintenance and operation teams.

B1. Action Steps

B-1 Develop design guidelines and present associated recommendations to City Council. (May, 2010)

B2. Strategy

Develop future high-use and premiere fields as either diamond or rectangular fields to minimize repairs and provide better overall customer experience.

B2. Action Steps

B-2a Codify preference for new development of sports fields as either diamond or rectangular as part of the City's Greenprint revision. (December, 2008)

B-2b Develop strategies to promote and program new fields such as Hitachi and Vista Montana as single use fields. (On-going)

B3. Strategy

Create a tiered inventory of fields (Premiere, High-Use, Standard, and Home Base fields) that would provide a standard of maintenance and operations in alignment with its intended level of use.

B3. Action Steps

B-3a Develop cost estimates and implementation strategy to create tiered field system. Present findings and cost implications to Council as part of the FY10-11 Budget Process. (May, 2010)

B-3b Increase pest management cycles, optimize staffing resources, establish a system of regular field rest and add perimeter fencing. Design and upgrade fields to withstand the impacts of sports play by implementing best practices following budget approval. (Fall, 2011)

B4. Strategy

Tap into City's Volunteer Program and explore use of Adopt-a-Park Program to help with sports field maintenance and beautification that will increase civic pride.

B4. Action Steps

B-4 Work with Volunteer Program, Parks Managers and business partnerships to organize a "volunteer spring cleaning" of sports fields throughout the City on an annual basis. (Spring, 2009)

B5. Strategy

Increase on-going communication and collaboration between sports field operations and maintenance system.

B5. Action Steps

B-5 Develop schedule for quarterly meetings between Park Managers, City-wide Sports Field Staff and Public Works to coordinate annual implementation. (November, 2008)

B6. Strategy

Construct fields to extend playing time (i.e. installation of lighting system and/or artificial turf fields).

B6. Action Steps

B-6a Convert one existing diamond and one rectangular field per planning area to "high use field." Allocate funds to support conversions of at least two fields per planning area over the next 15 years as part of the Capital and Operating Budget processes. The operational impacts will be identified (see B1). (Summer, 2023)

B-6b Ensure there is at least one premiere field per planning area and that premiere fields are geographically dispersed across the City. (Summer, 2023)

The survey found that sports groups were willing to contribute more for field improvements.

C. Resources

Key Finding: Users are willing to make higher contribution in exchange for field improvements.

Goal: Leverage outside resources in exchange for field access.

C1. Strategy

Pursue collaborative efforts and partnerships to address deferred capital needs and leverage resources (i.e. schools, water district).

C1. Action Steps

C-1 Identify at least one new partnership opportunity per year. (Annually through 2029)

C2. Strategy

Investigate alternative means to address capital and operating maintenance issues.

C2. Action Steps

C-2a Work collaboratively with City School Collaborative and sport organizations to identify best maintenance practices. (June, 2009)

C-2b Develop Capital and Operating Funding Strategies and identify maintenance and implementation costs to pilot more efficient maintenance systems. (June, 2010)

C-2c Allocate remaining funds from Community Sports Fields Study for additional capital improvement as recommended throughout the study. (May, 2009)

C3. Strategy

Aggressively research and apply for grant opportunities.

C3. Action Steps

C-3 Research and apply for at least one outside funding opportunity per year to support sports programs. (Annually through 2029)

C4. Strategy

Create new and formalized sponsorship policy for sports fields and program.

C4. Action Steps

C-4a Place initiative on November, 2008 ballot to lift charter provision regarding three-year limitation on leasing of parklands. (November, 2008)

C-4b Develop and submit sponsorship plan for sports fields to City Manager for approval. (June, 2009)

C5. Strategy

Develop strategies for marketing sponsorship opportunities to the local community.

C5. Action Steps

C-5 Create a catalog of sponsorship opportunities and post on-line. (July, 2009)

C6. Strategy

Seek opportunities for third-party development and operation of recreational facilities.

C6. Action Steps

C-6 Identify at least one opportunity for third party development and issue a Request for Proposal (RFP). (October, 2009)

C7. Strategy

Modify Fees and Charges Resolution to grant Director of Parks, Recreation and Neighborhood Services (PRNS) the authority to negotiate fees.

C7. Action Steps

C-7 Incorporate authority as part of the final proposals to be included in the PRNS Department Pricing and Revenue Plan. (March, 2009)

D. Program Development & Outreach

Key Finding: There is a need for a strategic plan to shape direction, set priorities, and establish action steps.

Goal: Establish ongoing communication and program implementation.

D1. Strategy

Develop a system to collaborate with businesses, residents and sports users for periodically evaluating the programs and services offered.

D1. Action Steps

D-1 Establish an outdoor sports working group to advise the Citywide Sports office that would meet twice a year. (March, 2009)

D2. Strategy

Develop a formalized evaluation and annual benchmarking program to solicit participant feedback and drive programming efforts.

D2. Action Steps

D-2 Develop a customer service survey by the end of the fiscal year. (June, 2009)

D3. Strategy

Improve field monitoring.

D3. Action Steps

D3 Include costs of field monitoring for all premiere and high use fields. (June, 2011)

D4. Strategy

Improve effective communication of signage for regulation of sports fields.

D4. Action Steps

D4 Transfer remaining funds from Community Sports Fields Study towards improvement of signage program. (December, 2009)

E. Streamline Opportunities

Key Finding: Existing systems are outdated and need streamlining.

Goal: Streamline and update operating policies and procedures for sports fields program.

E1. Strategy

Modify policies and procedures for field reservations in order to provide a fair and equitable process to all users.

E1. Action Steps

E-1a Implement a revised registration process whereby users submit their requests and conflicts are resolved through negotiation between the parties. If the parties cannot resolve, City staff would make the final determination. (January, 2009)

E-1b Update signage at all sports fields to reflect updated Citywide Sports policies and procedures, website, and current phone numbers. (December, 2009)

E-1c Create fact sheet for permitted users. (December 2008)

E-1d Develop strategy to actively manage fields. (December, 2008)

E2. Strategy

Utilize on-line registration system to streamline registration processes and allow for targeted marketing.

E2. Action Steps

E-2 Implement on-line registration system and webpage presence to facilitate better customer service. (Spring/Fall, 2009)

Conclusion

The Community Sports Field Study provides a strategic framework to guide future development and operations of the Citywide Sports Program. This report is the culmination of a nineteen month community visioning process that has included a wide range of stakeholder groups and diverse input strategies.

Study participants recognize the challenges associated with land and budget constraints. For this reason, a great deal of emphasis has been placed on innovative programming, partnerships and opportunities to lowering on-going costs.

Residents throughout the City have expressed their support for a strong community sports program and a willingness to work with the City to create a better program. Staff and the community leaders who authored this report would like to thank the hundreds of San José residents who came to meetings, participated in surveys and contributed their time to help create the recommendations contained in this report. With their continued support, we are confident that the City of San José will become the home of a premier sporting environment where people of all ages and abilities can experience the outdoors, develop their physical skills and learn the value of teamwork and good sportsmanship.

End Notes

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[i] National Park Service, 1995, 7-3.

[ii] John L. Crompton, Lisa L. Love, and Thomas A. More, "An Empirical Study of the Role of Recreation, Parks and Open Space in Companies' (Re) Location Decisions," Journal of Park and Recreation Administration (1997), 37-58.

[iii] NRPA standard for diamond fields = 1 field per 8,000 residents. San José's inventory includes 1 field per 23,559 residents. NRPA standard for lighted diamond fields = 1 field per 30,000 residents. San José's inventory includes 1 field per 109,944residents. NRPA standard for rectangular fields = 1 field per 10,000 residents. San José's inventory includes 1 field per 15,706 residents.

[iv] Futsal is a version of indoor soccer. See www.futsal.org for further information

v A statistically representative sample of 603 San José residents participated in the telephone survey. These residents were 18 years and older, from districts across the City and provided the opportunity to complete the survey in English, Spanish or Vietnamese.

[vi] Baseball/softball type fields.

1. INTRODUCTION & PLANNING PROCESS

I. Background

The City of San José has a long tradition of providing quality recreation and sports programs for the benefit of its residents. As a growing community, however, the City has become increasingly challenged to meet the demand for sports fields. Land is at a premium and the City's ability to develop new fields has been limited by concerns of on-going operational and maintenance costs.

Emerging trends such as the expansion of baseball and soccer from seasonal to year-round activities and interest in new sports such as ultimate frisbee, futsal and cricket have created additional burdens on a system already deficient in the number of available playing fields. According to a 2008 study conducted by the Trust for Public Lands (TPL), the City of San José ranks 68 out of 75 with respect to the number of sports fields available per 10,000 residents.

On October 17, 2006, the San José City Council approved an appropriation of $165,000 for the completion of a community sports field study. This study was initiated in an effort to better understand the challenges and opportunities for sports field development within the City.

As part of its original direction, the City Council requested that the study include the following eight items:

1) An inventory of existing sports field facilities within the boundaries of the City of San José, regardless of ownership and an analysis of existing conditions, use patterns, potential development opportunities and constraints such as ownership, lighting, access and parking;

2) An inventory of organized sports groups including their boundaries, number of participants, age groups, frequency of use and any special space requirements associated with their sport;

3) An evaluation of opportunities and/or constraints related to partnerships with school districts, the Police Amateur Athletic League and other organized sports groups. This evaluation should address issues such as public access, appropriate cost and revenue sharing strategies, the reservation of field space in exchange for capital investments and the use of volunteer labor

on City property for on-going maintenance and/or custodial services;

4) An examination of current permitting and scheduling processes to identify enhancements that can be made to improve access and optimize field availability;

5) Identification of opportunities to extend or enhance the current level of play at existing sites either through the use of new surfaces, lighting and additional amenities such as seating, restrooms, locker rooms or concession areas that will result in a better environment for the users. This review should also address accommodations that may be required to support adaptive sports groups and persons with disabilities;

6) Based on the unmet needs, develop recommendations and cost estimates for the appropriate mix and location of new facilities citywide with a goal of locating new facilities in each Council District. Recommendations should include strategies for funding capital development and maintenance as well as on-going staffing to schedule, monitor and oversee community sports activities;

7) Include multiple opportunities in each Council District for community and stakeholder input and, if possible, coordinate with scheduled meetings of the Parks and Recreation Commission; and

8) Be used to inform the Department of Parks, Recreation and Neighborhood Services Greenprint effort.

The overall intent of this report is to provide a framework for the development of community sports fields that both acknowledges the public's desire for additional sport field amenities and clearly defines the challenges the City faces, now and for the foreseeable future, within respect to on-going operations and maintenance.

As such, the recommendations contained in this report chart a reasonable and balanced course of action for sports field development that is based on input from residents, sports groups, non-participants and best practice data from comparable jurisdictions. It is intended to provide the data necessary to ensure that community sports fields contribute to the quality of life for San José residents and that the City is better positioned to meet the needs of its residents now and in the future.

II. Project Methodology

Originally, it was envisioned that the Department of Parks, Recreation and Neighborhood Services (PRNS) would retain the services of a consultant to conduct the community sports field study.

However, participant feedback was strongly in favor of conducting the sports field study using a community-driven approach. The overriding sentiment was that there was a sufficient level of expertise and interest within the San José community to complete the required data collection. The structure for this "community-driven approach" included the creation of five subcommittees—each with a staff and community volunteer co-chair. Each subcommittee was open to

March 3, 2008 Community Meeting

public participation and met on a regular basis throughout the course of the study.

III. Areas of Focus

The following is a short summary of the scope of each subcommittee:

Sub-committee	Objectives
1	Existing Sites: Review of existing field amenities and the identification of improvements that could be made to increase/enhance playability.
2	New Opportunity Sites: Inventory and prioritization of opportunities for land acquisition for new sports fields.
3	Inventory of Current User Groups: Inventory existing user groups, boundary limitations and field requirements.
4	Operational Efficiencies and Best Practices: Identify areas for operational efficiency based on best practice data collected from comparable agencies.
5	Current Permitting and Scheduling Processes: Examine current permitting and scheduling processes to streamline and enhance field reservation process.

IV. Highlights from Community Meetings

Community meetings were held in all ten Council Districts. The following table provides a summary of the various meetings that have been held as a part of this study:

Table 2 – Community Meeting Dates and Locations

Monday, February 26, 2007	**District 1** - Moreland West Community Center
Monday, March 12, 2007	**District 2** - Southside Community Center
Monday, April 9, 2007	**District 3** - City Hall Wing - Room 120
Monday, May 14, 2007	**District 4** - Berryessa Youth Center
Monday, June 11, 2007	**District 5** - Alum Rock Youth Center
Monday, August 13, 2007	**District 7** - Solari Community Center
Monday, September 10, 2007	**District 8** - Evergreen Community Center
Monday, October 01, 2007	**District 9** - Camden Community Center
Monday, November 05, 2007	**District 6** - Willows Senior Center
Monday, December 10, 2007	**District 10** - Almaden Community Center
Wednesday, December 05, 2007	Parks and Recreation Commission
Monday, March 03, 2008	**District 3** / Citywide Community Meeting (Review Data)
Wednesday, September 03, 2008	Parks and Recreation Commission
Wednesday, November 05, 2008	Parks and Recreation Commission (Adoption)
Thursday, November 13, 2008	Neighborhood Services and Education Committee
Tuesday, December 2, 2008	City Council Meeting

While attendance varied greatly throughout the City, consistent input was received from stakeholders on the following items:

The City must increase its inventory of sports fields to alleviate congestion and meeting changing demands for service.

The City lacks the amenities to meet the needs of persons with disabilities or to meet the demand for new and emerging sports such as cricket, futsal and lacrosse that appeal to the growing diversity of San José.

In light of limited resources, the City should seek to leverage opportunities for shared development and joint operations of sports fields. This can best be accomplished through partnerships with local school districts.

Users are choosing to play in other cities due to the lack of sports fields as well as the conditions of the existing fields in San José.

Many users indicated that it was just as important to upgrade existing fields (i.e., new turf, lighting, parking, etc as it is to add new fields).

User groups are willing to invest in both capital development and operational maintenance in exchange for extended use of a particular field.

The current reservation process is cumbersome and not customer friendly. Many users reported standing in line for up to 48 hours prior to the opening of registration in an effort to secure their preferred field. Others reported that many groups use the fields without securing the required permits which often results in problems at the site both in terms of wear and tear of the field as well as in resolving scheduling conflicts. As a result, stakeholders commented that there should be improved field monitoring.

New users often cannot reserve a field because they are either not aware of the process or because they serve adults and priority is given to youth-serving organizations.

The lack of available fields is exacerbated by the design of existing fields. Many fields are overlapping in design (soccer fields designed on the outfield of softball fields). As a result, while only one user group can reserve the space, two fields in the inventory are utilized. In addition, users commented that overlapping fields also result in more wear and tear as they are used year-round by different user groups.

Some baseball/softball users commented that use during inclement weather was an issue. Little league parents, in particular, were concerned that the volunteer labor they invested was often negated during the off-season due to such use. Soccer players expressed concern with the conditions of the fields stating that a higher level of maintenance should be provided in order to avoid gopher holes, broken irrigation heads and improve the overall playing conditions of the fields.

V. Highlights from BW Research Telephone Survey

While much of the feedback from users was collected via community meetings and focus groups, it was important that information also be collected from non-users and from individuals who might not otherwise attend a community meeting. With this in mind, the City retained the outside research firm of BW Research Partnership to conduct a statistically-relevant telephone survey of 600 San José residents. The survey was conducted during February 2008 with translation available as appropriate for Spanish and Vietnamese speakers.

The main research objective of the survey was to assess residents' satisfaction with the job the City does in providing sports fields and recreational facilities. A second objective was to identify household use of sports fields and facilities as well as participation in sports leagues and organized activities. Finally, the last objective focused on evaluating the sports field, facility, and programming priorities of residents, as well as the preference of current users and non-users.

While the full survey report is enclosed as Attachment B, the following are key highlights:

1) Of the five items surveyed, approximately 86% of residents agreed that sports programs and facilities are important to the community.
2) Nearly 3 of 4 residents agreed that the City should look to partner with schools and other outside organizations to expand its inventory of fields.
3) Approximately 66.7% of all households have used a sports field or facility in San José over the past 12 months.
4) Of the eight services and amenities evaluated, programming for youth was cited as the most important program by 81.2% of respondents.
5) Increasing the number of fields and building/improving restrooms were cited as top priorities by both users and non-users. This was followed by: Improving lighting for evening use, building shade structures, and expanding or improving parking. Residents expressed concern that the

lack of fields resulted in over-congestion of existing fields which then negatively impacted adjacent neighborhoods.

6) Latinos represent the largest user group with 84% of residents reporting having used a San José sports field in the past year compared to 62.9% of Caucasian residents and 54.1% of Asian residents.
7) Families with children were far more likely to have used a sports field and be advocates for a strong sports program.
8) Use correlated with the age of the respondent, with use decreasing as age increased (92.8% of residents in the 18-24 year age group reported use compared with 45.9% of the 65 and older group). Despite this correlation, it is significant that nearly half of the senior residents use sports facilities in San José.
9) Swimming pools, youth baseball or softball fields, grass fields for soccer, rugby or football and outdoor basketball courts were viewed as the highest priorities in terms of building new sports fields and facilities.
10) Summer sports camps were noted as most popular program for youth. Soccer was the most popular adult program.
11) While youth programming was cited as the most important program, 62% of respondents indicated that programming for adults was either important or very important. Moreover, 60% of respondents indicated that the City should subsidize the cost of sports program for youth and adults.

The Survey concluded that San José residents are active. They place a high value on sports fields and facilities in their community and a majority of households are using these resources at least on a monthly basis. One of the consistent concerns identified in the survey was a desire to alleviate congestion and find new ways to increase and improve access to fields and facilities. With this in mind, respondents placed a high priority on the following strategies to alleviate congestion and improve access:

- Provide lighting at sports fields to extend usage.
- Develop partnerships to expand facilities and access to services.
- Improve transportation access to fields and facilities (build facilities in close proximity to public transportation corridors)

The next section of this report will focus on current conditions of the City's program.

2. CURRENT CONDITIONS & KEY FINDINGS

I. Sports Fields Inventory

The current inventory of fields in San José includes 52 diamond fields and 42 rectangular fields for a total of 94 fields.

Of the existing diamond fields, nine are lighted. None of the rectangular fields are lighted. In FY 2007-08, the City added its first artificial turf fields through the acquisition of the Smythe field from the Boys and Girls Club and the joint partnership with San José Unified School District for the construction of three fields at Leland High School.

The limited number of lighted and artificial turf fields has restricted programming during certain periods of the year. As such, the majority of programming aligns to daylight savings time when weather conditions are better and extended daylight is available.

It is important to note that the total inventory of fields is further limited by the following constraints:

1. Master plans that define use for "informal" play and therefore, are not available for reservation (There are 11 of these sites).
2. Overlapping designs between diamond and rectangular fields such that only one activity can be played on two fields. (This reduces the overall available inventory by 31 such fields).
3. Organized groups like little leagues that traditionally require extended bookings at a specific park in order to meet the requirements of their governing body.

As a result of these constraints, there are only 52 fields that are available for reservation at any one particular time.

II. Field Usage

According to current reservation statistics, fields in the western part of the City have the highest reservation rates. However, anecdotal evidence indicates that field usage in other parts of San José may be underrepresented as stakeholder input indicated that many regular users fail to obtain the necessary permits and are using the fields for more "informal" or "pick-up" games.

III. Field Gap

Table 3 compares San José's inventory to the standard established by the National Recreation and Park Association (NRPA).

As the chart to the right illustrates, should the City of San José wish to meet the NRPA standard, an additional 72 diamond fields (including 24 lighted fields) and 57 rectangular fields would be needed based on current population statistics.

Given land and budget constraints, it is unlikely that San José will be able to reach this goal on its own. For this reason, this report recognizes the importance of partnerships and shared development as a key strategy to expanding San José's future inventory of sports fields. Four key recommendations were made from Subcommittee #2 with respect to the City's efforts to fill the field gap:

Ensure development of the Measure P Sport Complexes.

Shared development and joint use agreements should be a priority.

Focus efforts on the "top 10" sites identified by the Subcommittee (listed in Attachment C)

Secure land now for development in North San José.

Table 3: Field Inventory Data

Facility Type	Current Inventory of Fields (and per population)	Recommended NRPA* Standard*	2008 Service Level Gap Based on NRPA Standards
Diamond Fields	**52** (1 field / 19,029	124 (1 field / 8,000)	72 fields
Lighted Diamond Fields	**9*** (1 field / 109,944)	33 (1 field / 30,000)	24 fields
Rectangular Fields	**42** (1 field / 23,559)	99 (1 field / 10,000)	57 fields
Overlapping Fields	**31***		
Informal Fields	**11***		
Total Fields	**94 fields**	223	129 fields

* This number is already included in diamond field inventory.
2008 Population: 989,496

Field Types

As demographics change, so does the demand for new facilities and programming. Currently, the majority of San José's sports facilities are limited to traditional sports uses: soccer, football, baseball and softball. Recently, limit lines for field hockey have been added to the synthetic turf at Leland High School under the City's partnership agreement with San José Unified School District. As this study has progressed, a desire for facilities to meet the needs of new and/or emerging sports such as cricket and futsal has been expressed. While staff is reviewing opportunity sites to accommodate these emerging sports, the current inventory of fields and/or facilities does not include facilities to meet this demand for service.

It should be noted that while there is a need for indoor facilities, this report is focused on outdoor sports. The need for additional indoor facilities has been addressed in the Greenprint 2000 Strategic Plan and will be updated as part of the Greenprint 2008 Update Plan.

Fields for Persons with Disabilities

In reviewing best practice information from other jurisdictions, a new emerging trend in facility development was identified—facilities specifically designed to meet the needs of persons with disabilities. According to the 2006 American Community Survey, it was estimated that there are 96,000 disabled individuals living in the San José area. The City of San José is the only city in the area to offer adaptive sports in their recreation program. Two of the most popular sports are power soccer and tennis. Cities such as Sacramento and Visalia have recently completed construction of new facilities specifically designed to meet the needs of this segment of users. Currently, the City of San José does not have a facility designed to meet this need.

Playing field for athletes with disabilities in Sacramento.
Photo: Courtesy of Rivercats Independence Field
www.rivercatsindependencefield.com

Field Use for Senior Citizens

People over the age of 50 are one of the fastest growing segments of our population. As individuals continue to live longer, the demand for active recreation for this segment of the population has also increased.

In San José, we are fortunate to have many active senior users of City facilities. Vintage Softball League, a league for individuals age 50 and older, utilizes City fields on a daily basis. With both recreational and competitive teams, this group has indicated a growing demand for participation and a desire for additional fields to meet the needs of adult users. The condition of sports fields in San José is of particular concern to these users as they are more susceptible to injury. Feedback from these users indicated both a desire for additional fields and improved playing surfaces.

Safety

While 57% of the respondents to the telephone survey indicated that the conditions of the fields were excellent or good, input from active users indicated that safe playing conditions were a primary concern to them. Several issues related to safety were identified from stakeholders. First, the limited quantity of fields often resulted in overuse. Second, the level of maintenance was not sufficient to meet the demands of service. Stakeholders commented that the City should explore alternative means for improving maintenance and operations practices including the expanded use of volunteers, installation of artificial turf and dedicated funding for sports field maintenance. Stakeholders also commented that the design of overlapping fields contributed to the lack of reservable fields and created a higher level of wear and tear as fields were allowed to be programmed year-round. Reductions in the level of preventative maintenance were noted as a reason why many groups were choosing to play outside the City of San José.

Signage

The City has many rules and regulations intended to ensure appropriate use of sports fields. Signs are posted at all sports fields. However, as this picture illustrates, signs are not always visible to the users. In addition, signs are outdated and do not provide a contact number to call to resolve issues. As such, new signage has been identified as a current need.

Field Monitoring

Signage at Hamann Park

Ensuring a safe playing environment for users and neighborhoods is of paramount concern. Allegations of illegal

use of alcohol, unruly sports groups or negative parking impacts on neighborhoods are just some examples of concerns that have been expressed with respect to the need for improving the monitoring of use at sports fields.

Many users have complained that fields that are reserved and often go unused by the scheduled user. Feedback indicates that this is a consequence of groups overbooking fields as a safety precaution to ensure their needs are met.

The current level of staffing of the Citywide Sports office is insufficient to provide on-going field monitoring. As a result, field monitoring is limited to responding to complaints. As the City improves its sports field program, users have indicated a desire to ensure that resources are identified to enhance monitoring. The partnership with San José Unified School District for the shared development and operation of the Leland Sports Complex is a good example of how the City is looking for alternative ways to enhance field monitoring. As part of its cost-sharing plan with the District, a portion of fees collected has been allocated to support on-site monitoring of the facility. This helps to alleviate conflicts in use, deter littering and inappropriate behavior at the site. Stakeholder input indicated that this practice should be expanded to the extent possible.

Successful School Bond Measures

One of the most encouraging trends in recent years has been the success of local school bond measures. In districts such as San José Unified, East Side Union High School District and Santa Clara Unified School District, these funds are being used to renovate school ball fields and recreational amenities. While the success of these bond measures has created a greater demand for use of City ball fields in the short term, the City is committed to working with local school districts to explore the feasibility of shared development and joint use as a critical means of expanding the City's inventory of sports fields over the long term. The partnership with the San José Unified School District for the Leland Sports Complex was a prime example of a successful collaboration. Staff is currently working with the East Side Union High School District and San José State University to finalize similar partnerships. The goal is to eventually work with all 19 local school districts to ensure access to quality fields across the City.

IV. Field Reservation System

Under the current system, reservations are accepted twice a year on a first-come, first-serve basis. Priority registration is given to City-sponsored youth and adult leagues/events. Second consideration is given to external agencies, leagues and groups. The Citywide Sports Office accepts the reservation requests, assigns the fields, collects the fees and finds alternative locations to the extent possible when there are multiple and/or conflicting requests.

This process has proven to be a barrier to quality customer service. Organizations have learned that in order to reserve the fields of their choice, they must be first in-line. As a result, organizations have stood in-line up to 48 hours ahead of the initial opening of reservations. In addition, organizations often reserve more fields than they actually require simply as a safeguard to their programs. As a result, there are times when

fields are reserved but go unused. A final area of concern has been that new and existing adult-based organizations often are unable to secure access to fields either because they have not learned the importance of early registration or because the fields are already booked by youth-serving agencies.

In light of the stakeholder input, the current reservation process will be changed effective January 2009. Factors taken into consideration in the development of the new process include:

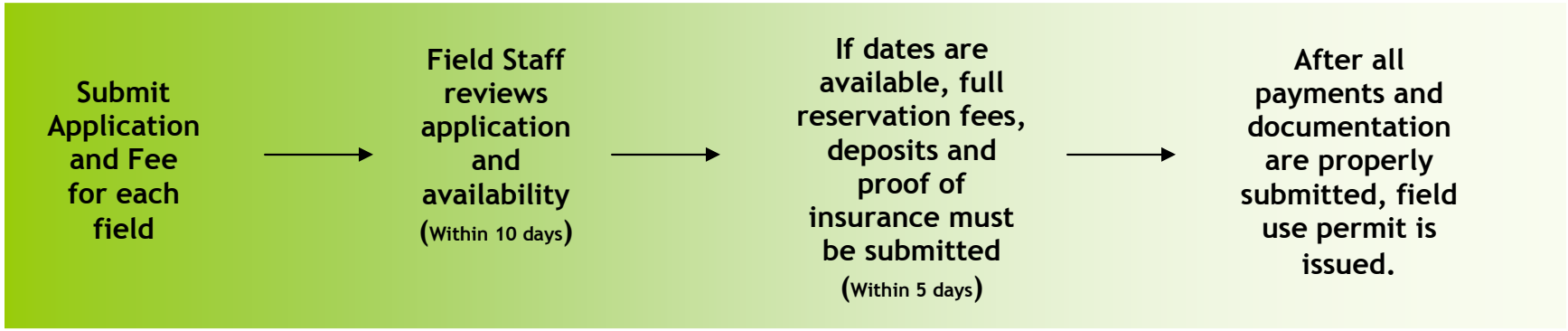
- A belief that the number of people in a group should drive the number of fields that can be reserved.
- Maintenance schedule should drive the number of days fields are available to program each week.
- First priority should continue to be given to youth-serving organizations.
- The process should be user-friendly and encourage collaborative problem solving.

After meeting with a focus group of current users, the following new process will be implemented:

a) All field reservation applications will be accepted over a five-day window for sport field prioritization beginning in January, 2009.
b) Organizations that have shared development agreements for a specific site and season would have first priority in accordance with their shared use agreement.
c) City of San José requests for City sport leagues will have second priority.
d) All user groups will have the opportunity to submit their field requests during an on-line application period. If no duplicate requests are received, the application will be processed automatically.
e) Category I applicants (typically non-profit and youth based organizations that do not charge fees or generate revenue), will be given third priority. These groups would negotiate conflicts and sites on a given date. Each request would be filled in its entirety (e.g. the request for a site for the entire season.) Each group will have the opportunity to receive permits for multiple fields, but each of these fields will be negotiated on a specific date and time at the Citywide Sports Office if there are multiple requests for the same field.

   The same process will take place for Category II applicants, (typically non-profits that charges for attendance/participation or generates revenue) at a subsequent date/time.
f) Category III applicants, (typically private based organizations that are not covered by the other categories) would be given fifth priority and will process in the same manner.
g) If for some reason a negotiation session is not successful for a given location, the candidates would be randomly ordered within their category, and the requests would be filled according to this random order.

This graphic provides an illustration of the proposed process:



Citywide Sports Program

The Citywide Sports Program consists of five major program elements: 1) organized sports leagues for adults; 2) special athletic events for both youth and adults; 3) program support of the Roosevelt Roller Hockey Rink; 4) contract negotiation and oversight of field use agreements; and 5) the coordination of community sports field reservations.

Staffing for the program includes: 1.0 FTE[1] Recreation Supervisor, 1.0 FTE Recreation Specialist, 1.0 Sr. Recreation Leader, .25 Sr. Recreation Leader, a .33 Office Specialist II and 1,456 part-time Recreation Leader hours.

The Citywide Sports Program currently sponsors organized leagues for adults in four sports: softball, basketball, soccer and volleyball.

Softball

The softball program consists of recreational and competitive leagues for women, men and co-ed teams. Leagues are offered in three seasons (spring, summer and fall) with approximately 70-90 teams participating each season. Currently, there are two corporate leagues - the Apple League and the Accountants' League (Price Waterhouse Cooper, Deloitte & Touche, Mohler, Nixon & Williams). In addition, the San José Women's Softball group participates in a league sponsored by Citywide Sports.

[1] FTE means a fulltime equivalent position.

Soccer

Two seasons of soccer leagues are offered through the Citywide Sports soccer program. There are generally 10-20 teams participating each season. Offered in the spring and summer, leagues include competitive, recreational, and 35 and older.

Basketball

The basketball program is one of the largest in the area, with approximately 30-40 teams participating each season. The leagues are offered year round at six city-owned or operated basketball gyms throughout San José, covering the east (Alum Rock), west (Moreland), north (Alviso and Berryessa) and the south (Almaden and Camden). Recreational and competitive leagues are offered for both women and men.

Volleyball

Volleyball is beginning in fall 2008 as a co-ed recreational league. It is intended to be a year-round opportunity in collaboration with local city gymnasiums.

These leagues are offered on a cost-recovery basis. Some of the current challenges for the program include: the lack of an on-line registration system, a demand for services which exceeds current resources and the need for a more comprehensive marketing outreach plan. In the Spring of 2009, it is anticipated that the City will have on-line registration capabilities. This will greatly enhance the program's ability to interface with users and to tailor its marketing efforts.

V. Field Maintenance

The majority of the City's parks are twenty-five to forty years old. While there is a consolidated parks maintenance management system, there are many more maintenance demands than can be accommodated within existing resources.

In 2003, there were 154 maintenance personnel to support turf maintenance. That number has decreased to 135 in 2008. This represents a 12% decrease in personnel over the past five-year period. At the current time, there are only 3.0 FTEs allocated to support infield maintenance of 52 ball fields.

The reduction in staffing and funding has limited the Department's ability to pursue new design standards, alternative maintenance methods and maintain a desired level of preventative maintenance.

As part of this study, research was conducted on best practices from other agencies. The City of Edmonton, Canada was identified as an agency that had implemented an innovative approach to their sports field program.

This approach assigns a level of operations and maintenance commensurate with a field's intended use. The chart on the following page provides an overview of this tiered field system:

Best Practices Study Tour - Field Maintenance, Harker School, San José, CA

Table 4: New Design Model: Overview of Tiered System: Premiere, High-Use, and Standard

Level	Purpose	Amenities	Maintenance
Premiere	The purpose of the premiere fields is to provide year round premium play with all supporting amenities. Conditioned for tournament play.	Lights, artificial turf, concessions, restrooms, parking, seating area.	Receiving a higher level than the high-use sports field maintenance.
High Use	The purpose of high use fields is to have them available for league use.	Does not have all the amenities of a premier location. High use fields will have a higher level of development and maintenance (sand-based system or similar) that captures best practices as well as additional rodent control activities, new irrigation system, higher mowing frequency.	Receiving a higher level than the standard sports field.
Standard	Practice fields available for reservation but constructed and maintained at same level as typical sports.	Ranges from none to varied.	Maintained at same level as typical sports field.

Upgrades and/or maintenance

Level	Purpose	Amenities	Maintenance
Home Base	Outside organization may upgrade and maintain an existing field in exchange for priority use.	Varies from Standard to Premiere level	Agreement between City and outside organization.

Examples of Field Levels

Premiere Field

Standard Field

High Use Field

Home Base Field

A tiered field system offers many benefits. It creates a playing environment appropriate for its intended use. It allows for a pricing structure to be put in place commensurate with the desired level of maintenance. Moreover, it provides a mechanism to partner with outside organization to improve the overall quality of sports field conditions in exchange for priority use.

Currently, the City of San José does not have this type of flexibility. All fields are maintained at a common level of service regardless of the demand or individual wear and tear of the site. Too often, the lack of pro-active preventive maintenance results in the need to completely shut down and re-turf a field.

While significant efforts are made to renovate fields as quickly as possible, this is not as cost effective a means of maintaining fields as might be possible through a tiered system of maintenance. Developing design guidelines and an appropriate level of maintenance would benefit the City greatly as it would improve the customer experience, provide a mechanism for adjusting fees and leverage City resources with those of outside users.

It is important to note, however, that there will be a significant capital and operating cost associated with the conversion to a tiered field system. For that reason, the recommendations contained later in this report recognize that additional evaluation of design standards and cost estimates must be done prior to the implementation of a tiered system. Table 5 provides an initial list of maintenance practices that should be considered in this evaluation.

Table 5: Maintenance Practices

❑ Sweeping/Vacuum	❑ Garbage Removal
❑ Grooming, dragging or brushing	❑ Field Rest
❑ Infill Replacement	❑ Surface Debris
❑ Initial Infill Replacement (due to settlement)	❑ Security Inspection
❑ Seam/Line Inspection	❑ Grade Repair
❑ Seam Repair	❑ Equipment Maintenance
❑ Heat Reduction	❑ Drainage Maintenance
❑ Disposal of Turf	❑ Safety Inspection Daily
❑ Spot Cleaning	❑ Signage/Enforcement
❑ Weed Abatement	❑ Field Security
❑ Aeration	❑ Watering
❑ Mowing Frequency	❑ Point Repair
❑ Pest Management	❑ Use Pattern/Divot Repair
❑ Fertilization	❑ Re-striping
❑ Irrigation	❑ Litter Removal
	Key:
	Artificial Fields only
	Natural Turf Only
	All Fields

Given the potential operating budget impact, it is recommended that conversion to a tiered system be conducted strategically in phases with an emphasis on utilizing partnerships with outside groups such as schools and user groups in the near term in order to afford the City greater opportunity to leverages its limited resources.

VI. Partnerships

The Department of Parks, Recreation and Neighborhood Services has a long history of collaboration and partnership. Over the years, the City has invested in numerous recreational amenities at school sites; however, community access to those amenities has been limited—too often with minimal benefit to the City.

A review of past agreements indicates that the City lacks a consistent method for determining requirements for shared development, joint use of facilities, or other partnership opportunities. For example, the amount of investment that the City varies greatly from agreement to agreement.

To address this issue, Subcommittee #2 recommended that the City adopt clear, measurable criteria and that potential partnership opportunities be subject to a process that takes into consideration the following:

Consistency with the City's Strategic Plan for Parks, Community Facilities and Programs (commonly referred to as the "Greenprint")

The potential for the partnership to fill a service gap or demonstrated need.

If the first two criteria are met, additional factors to be considered should include: staffing plans, operating costs, capital investment, financing plan, project schedule, impact to existing users, roles and responsibilities of the parties, financial wherewithal of the parties and past experience in providing the service.

In making these recommendations, the Subcommittee also recommended that this criterion be implemented on a pilot basis for a select number of projects to ensure that the process could be successfully implemented.

Given the lack of available land, partnerships represent the most viable option for the City to add significantly to its inventory of sports fields. Stakeholder input indicated a strong preference for collaboration between the City and School Districts as a means of expanding the City's inventory of sports fields with three of every four respondents in the telephone survey indicating support for this type of collaboration. These partnerships might include capital development, operations, maintenance or programming. With nineteen school districts serving San José residents, shared development opportunities are, without a doubt, one of the most promising strategies to improve the City's inventory of sports fields.

Field Use Agreements

There are approximately 15 agreements in place that provide for either the joint use of a school recreational facility for City programs or for the extended use of a City field by an outside provider. Historically, the City has had extended use agreements with certain groups like Little Leagues. However, this option has not been widely available to other users groups. Moreover, the requirements of these agreements have varied. As a result, there is a need to develop common parameters for the allocation of fields for extended field use so that all users groups can benefit as appropriate from these types of extended use agreements.

VII. Sources of Funding

Acquisition, renovation or construction of sports fields is supported largely through the use of Construction and Conveyance Tax (C&C) and Park Trust Funds. On-going maintenance for sports fields is included in the overall budget for parks maintenance.

In the Greenprint, (the Parks and Recreation Strategic Plan developed in 2000), newly developed parks were expected to be maintained at a cost $15,000/acre. The City of San José is currently funded at slightly over $11,000/acre for neighborhood parks. Moreover, user fees for field reservations are extremely low, with the rate to reserve a field for use by youth sports only $2.00 per hour. This level of funding is not sufficient to provide a quality sports field program.

To align with the Mayor and City Council's goal of eliminating the structural budget deficit and providing adequate funding for parks, pools, community centers and libraries, the Department of Parks, Recreation and Neighborhood Services has initiated the development of a pricing and revenue plan. To assist in this

process, PRNS has hired PROS Consulting to develop a more sustainable approach to pricing and revenue enhancement. Work on this effort started in August 2008 and it is anticipated that it will be completed by March 2009.

The anticipated outcomes of the project include:

- Development of a consistent pricing policy with associated strategies;
- The identification of methods to enhance department revenue; and
- A consistent discount policy to ensure equity of access

In light of this work, this report does not include specific recommendations related to pricing at this time. Instead, those recommendations will be included in the final report to be submitted by PROS Consulting in the Spring of 2009.

It should also be noted that in recent years, the City has experienced some benefit from turnkey development of sports fields as well as outside grant funding. In the coming year, a new soccer and softball field will come online at the old IBM site (now known as the Hitachi site) in South San José. While most new turnkey parks are too small to accommodate sports fields, this process does represent a valuable option for the City.

VIII. Opportunities and Challenges

As noted in this report, the responsibilities of the Citywide Sports Office are substantial and resources are limited. In recent years, the program has been impacted by the loss of 1.5 full time positions (a 25% cut) as well as budget cuts in park and field maintenance. Operational staffing for the program includes the equivalent of 3.58 full time staff members and an additional 1,456 hours annual for part time staff.

As a cost recovery program, one of the key elements for success is the ability to attract and retain program participants. This is largely dependent upon the City's ability to provide a quality customer experience. However, the declining conditions of sports fields have been a major source of customer dissatisfaction in recent years. The Citywide Sports Office has experienced a loss of several long-standing teams who have chosen to play in other cities due to declining field conditions. Consequently, the City's ability to meet revenue targets for both softball and soccer has become an increasingly more difficult.

With the acquisition of the Smythe soccer field from the Boys and Girls Club, the opening of the Leland sports complex, and the recent agreement with the Police Athletic League (PAL), however, the City's inventory of quality fields is growing. Moreover, the Community Sports Field Study has generated renewed community support for the program.

Leland Field, San José, CA

On-going discussions with San José State University regarding the development of sport fields in the South Campus area and with local school districts for access to school sports fields represent a significant opportunity to leverage resources and enhance the City's sports program.

Physical plant investments, however, are only part of the solution. On the operational side, implementation of the on-line registration system (RECS) will greatly improve the scheduling and permitting process. It is also anticipated that the RECS system will enable the Citywide Sports Program to benefit from targeted marketing and ease of registration.

To compensate for the reduction in staffing, alternative service delivery models are being explored. One opportunity that is being evaluated is to partner with outside providers to provide services at City facilities. With this in mind, staff will be issuing a Request for Proposal in the coming months to determine interest in such a partnership for the operation of the Roosevelt Roller Hockey Rink.

The Roosevelt Roller Hockey Rink was relocated two years ago in order to make way for the renovated Roosevelt Community Center. The rink re-opened last year, but it has not generated the level of participation it experienced prior to the relocation. Meanwhile, the City has been approached by several different outside agencies who have expressed some interest in a public/private partnership. If an appropriate partnership can be developed, existing resources currently allocated to the operation of the Rink could be re-directed to support other needs within the Citywide Sports Program.

A second opportunity for improvement is the coordination and oversight of joint use facility agreements. The lack of consistent guidelines and negotiating principles translates into significant workload obligations. To address this issue, staff will be working with the School/City Collaborative to develop common parameters for shared development agreements with local school districts. The goal is to develop a common template by the end of the fiscal year.

The Citywide Sports Program has had to grapple with reconciling divergent realities:

1. Increased public demand and expectation for quality sport fields;
2. A doubling of the number and size of groups requesting access to sports fields as a result of increases in the number of year-round and select teams over the past five years;
3. The limited number of quality, playable fields;
4. An increase in the number of joint-use agreements for facilities; and
5. A decline in Citywide Sports staffing levels.

This reality has pushed the City-wide Sports Program to become more creative in its service delivery and to expand its outreach to its users.

One of the most significant outcomes of the Community Sports Field Study has been the increase in collaboration and communication between the City and its users. One positive outcome of this improved communication is greater understanding of gaps in service (such as cricket fields or facilities to better serve persons with disabilities.) A second positive outcome has been improved collaboration between operations and maintenance staff so that the total needs of the program can now be properly addressed. This process has shown the importance of working closely with stakeholder groups to review and provide input on the Sports Field Program. With this in mind, staff will be establishing an Outdoors Sports Advisory Group to continue these conversations on an on-going basis.

With the improved communication has also come a recognition that traditional services need to change. As a result, new programs such as trail walking groups and weekend tournament opportunities will now be developed. One program that has shown significant promise is the "Get Active" campaign for City employees. Through this program, the Citywide Sports office has been able to offer City employees the opportunity to play in softball and volleyball leagues specifically for City employees. Six City departments organized teams and participated in this program. Approximately 80 individuals took part in the "My Own Marathon" program—a program that allowed participants to "walk a marathon" over a six month period with City Department Heads acting as docents on weekly excursions throughout the downtown area during lunch time. With approximately 7,000 City employees, there is tremendous potential to expand the "Get Active" campaign and improve the overall health of the City's workforce.

My Own Marathon Participants

While the current conditions of the City's sports field program are challenging, the Community Sports Field Study has been productive in identifying key areas of concern and the development of recommendations to advance the City's goal of creating a quality sports field program. The next chapter will highlight these key findings and recommendations.

3. RECOMMENDATIONS & ACTION STEPS

In analyzing the data collected, five key findings were identified:

1) There is a shortage of sports fields to meet the diversity of needs;
2) Sports fields are not designed and maintained to support the current level of use;
3) Users are willing to make higher contributions to cover the cost of field maintenance in exchange for longer-term negotiated use and a guarantee that those funds would be earmarked for enhanced field maintenance;
4) There is a need for a strategic plan to shape program direction, set priorities and establish action steps to be implemented over the next twenty years;
5) Existing processes and systems are outdated, not customer-friendly and in need of streamlining.

To address these key findings, a variety of strategies and specific action steps are being proposed.

These items are presented in the following five sections:

A. Partnerships;
B. Design and Maintenance;
C. Resources;
D. Development; and
E. Streamline Opportunities.

A. Partnerships

Key Finding: ***There is a shortage of sports fields to meet the diversity of needs.***

A. Goal: Increase the inventory and focus on enhancing existing sports fields.

	Strategy	Action Step	Time Frame
A1	Work with potential partners (schools, water district, for and non-profit organizations) to identify new opportunities for shared development and joint use.	a) Complete memorandum of understanding with East Side Union School District for construction of a softball complex, football/soccer stadium and use of other District fields.	November 2008
		b) Complete negotiations with SJSU for construction of a soccer complex in the South Campus Area.	Spring 2009
		c) Through the School/City Collaborative, develop agreement for the shared use of sports fields and facilities.	June 2009
		d) Initiate discussions with Santa Clara Unified regarding joint planning process for a new high school and sports fields in North San José.	TBD

	Strategy	Action Step	Time Frame
A2	Maximize use of City free use provisions within existing contractual agreements.	a) Create an inventory and database of existing contractual agreements and their provisions. This would include schools, universities, water districts, leased sites and public-private partnerships.	December 2008
		b) Develop strategy to promote awareness of these opportunities.	June 2009
A3	Issue Request for Proposals for potential partnerships that would restore/enhance a select number of fields in exchange for priority use (Home Base Program - a Home Base program being a program whereby an outside organization agrees to upgrade or contribute to the upgrade of a facility in exchange for a longer negotiated term of use).	a) Issue Request for Proposal to operate and/or program Roosevelt Roller Hockey Rink.	February 2009
		b) Issue Request for Proposal to pilot a Home Base program for a select number of sports fields.	June 2009
A4	Establish consistent parameters for contractual agreements, consensus on general terms.	a) Complete review of existing agreements by December, 2008. Develop templates by June 2009 and work with affected stakeholders to implement in FY2009-2010.	June 2009

	Strategy	Action Step	Time Frame
A5	Create a working group committee to develop priorities for programming and facility development in collaboration with the Disability Advisory Commission (DAC) and the Senior Commission.	a) Make presentation to the DAC following acceptance of Sports Field Study report and provide an update to the Outdoor Sports Working Group on proposed actions.	June 2009
		b) Make presentation to the Seniors Commission following acceptance of the Sports Fields Study by the City Council. Work with the Senior Commission to develop appropriate action plan and report out to Outdoor Sports Advisory Group.	June 2009
A6	Identify an opportunity to create a sports field's facility for special populations.	a) Based on work with Outdoor Sports Advisory Group and other stakeholders, work with Capital Facilities Unit to identify appropriate project and incorporate seed money into Capital Five-Year Budget if funding is available.	Fall, 2009
A7	Identify and pursue additional funding opportunities to purchase property for sports field development.	a) Locate funding to underwrite the development or expansion of sports fields.	Fall, 2029

B. Design and Maintenance

Key Finding: ***Sports fields are not designed, maintained and budgeted to support level of use.***

B. Goal: Create design guidelines and maintenance program specifically for sports fields.

	Strategy	Action Step	Time Frame
B1	Research and create facility design guidelines for sports fields that address near and long-term operational and maintenance efficiencies.	a) Develop design guidelines and present associated recommendations to City Council.	May 2010
B2	Develop future high-use and premiere fields as either diamond or rectangular fields to minimize repairs and provide better overall customer experience.	a) Codify preference for new development of high-use and premiere sports fields as either diamond or rectangular fields as part of the City's Design Guidelines and Greenprint update.	December 2008
		b) Develop strategies to promote and program new fields such as Hitachi and Vista Montana as single-use fields.	On-going

	Strategy	Action Step	Time Frame
B3	Create a tiered inventory of fields (Premiere, High-Use, Standard, and Home Base fields) that would provide a standard of maintenance and operations in alignment with its intended level of use.	a) Develop cost estimates and implementation strategy to create tiered field system. Present findings and cost implications to Council as part of the FY10-11 Budget Process. The number of programmable field days is directly linked to optimal turf maintenance practices and may change as a result of the gap analysis.	May 2010
		b) Increase pest management cycles, optimize staffing resources, establish a system of regular field rest and add perimeter fencing. Design and upgrade fields to withstand the impacts of sports play by implementing best practices following budget approval.	Fall 2011
B4	Work with Volunteer Program, Parks Managers and business partnerships to organize a "volunteer spring cleaning" of sports fields throughout the City on an annual basis.	a) Work with Volunteer Program, Parks Managers and business partnerships to organize a "volunteer spring cleaning" of sports fields throughout the City on an annual basis.	Spring, 2009
B5	Increase on-going communication and collaboration between sports fields operations and maintenance system.	a) Develop schedule for quarterly meetings between Park Managers, City-wide Sports Field Staff and Public Works to coordinate annual implementation.	November 2008
B6	Construct fields to extend playing time (i.e. lighting system, bleachers, and artificial fields).	a) Convert one existing diamond and one rectangular field per planning area to "high use field." Allocate funds to support conversions of at least two fields per planning area over the next 15 years as part of the Capital and Operating Budget processes. The operational impacts will be identified (see B1).	Summer, 2023
		b) Ensure there is at least one premiere field per planning area and that premiere fields are geographically dispersed across the City.	Summer, 2023

C. Resources

Key Finding: ***Users are willing to make higher contribution in exchange for enhanced field maintenance.***

C. Goal: Leverage outside resources in exchange for field access.

	Strategy	Action Step	Time Frame
C1	Pursue collaborative efforts and partnerships to address deferred capital needs and leverage resources (i.e. schools, water district).	a) Identify at least one new partnership opportunity per year.	Annually through 2029
C2	Investigate alternative means to address capital and operating maintenance issues.	a) Work collaboratively with City School Collaborative and sport organizations to identify best maintenance practices.	June 2009
		b) Develop Capital and Operating Funding Strategies and identify maintenance and implementation costs to pilot more efficient maintenance systems.	June 2010
		c) Allocate remaining funds from Community Sports Fields Study for additional capital improvement as recommended throughout the study.	May, 2009
C3	Aggressively research and apply for grant opportunities	a) Research and apply for at least one outside funding opportunity per year to support sports programs.	Annually through 2029

	Strategy	Action Step	Time Frame
C4	Create new and formalized sponsorship policy for sports fields and programs.	a) Place initiative on November, 2008 ballot to lift charter provision regarding three-year limitation on leasing of park lands.	November 2008
		b) Develop and submit sponsorship plan for sports fields to City Manager for approval.	June 2009
C5	Develop strategies for marketing sponsorship opportunities to the local community.	a) Create catalog of sponsorship opportunities and post on-line	July 2009
C6	Seek opportunities for third-party development and operation of recreational facilities.	a) Identify at least one opportunity for third party development and issue a Request for Proposal (RFP).	October, 2009
C7	Modify Fees and Charges Resolution to establish a new fee structure that authorizes the Director of Parks, Recreation and Neighborhood Services (PRNS) the authority to negotiate contracts.	a) Incorporate authority as part of the final proposals to be included in the PRNS Department Pricing and Revenue Plan.	March 2009

D. Develop Systems for Change

Key Finding: ***There is a need for a strategic plan to shape direction, set priorities, and establish action steps.***

D. Goal: Establish ongoing communication and program implementation

	Strategy	Action Step	Time Frame
D1	Develop a system to collaborate with businesses, residents and sports users for periodically evaluating the programs and services	a) Establish outdoor sports working group twice a year to gather customer feedback.	March 2009
D2	Develop a formalized evaluation and annual in-house benchmarking program to solicit participant feedback and drive programming efforts.	a) Develop customer service survey by end of the fiscal year.	June, 2009
D3	Improve field monitoring.	a) Include costs of field monitoring for all premiere and high use fields.	June, 2011
D4	Improve effective communication of signage for regulation of sports fields.	a) Transfer remaining funds from Community Sports Fields Study towards improvement of signage program.	December, 2009

E. Streamlining Opportunities

Key Finding: Existing systems are outdated and need streamlining.

E. Goal: Streamline and update sports fields systems.

	Strategy	Action Step	Time Frame
E1	Modify policies and procedures for field reservations in order to provide a fair and equitable process to all users.	a) Implement a revised registration process whereby users submit their requests and conflicts are resolved through negotiation between the parties. If the parties cannot resolve, City staff would make the final determination.	January 2009
		b) Update signage at all sports fields to reflect updated Citywide Sports policies and procedures, website, and current phone numbers.	December, 2009
		c) Create fact sheet for permitted users.	December 2008
		d) Develop strategy to actively manage the fields.	March 2009
E2	Utilize on-line registration system to streamline registration processes and allow for targeted marketing.	a) Implement on-line registration system and webpage presence to facilitate better customer service.	Spring/Fall, 2009

ATTACHMENT A: SUBCOMMITTEE WORK PLAN & DELIVERABLES

Outcome area	Resident lead	Staff Member	Committee meeting date (6:30-8 pm)	Deliverables
Updated inventory of existing City owned parks	Jan Uchiyama-Novak	Todd Capurso, 793-5563	1st Thursday of the month	1) Map of existing properties; 2) Database of each property with amenities, relevant data (location, size, etc); 3) Analysis of existing utilization 4) Prioritized action plan for site specific improvements.
Identify new opportunities	Don Gagliardi	Matt Cano, 535-3580	2nd Thursday of the month	1) Matrix of potential sites for development w/relevant data (sq. footage, parcel number, owner, site constraints, etc); 2) Overlay of existing properties w/potential sites 3) Criteria for appropriate mix of facilities by Council District. 4) Criteria for partnerships; identify potential partners. 5) Prioritization of new opportunities to guide future acquisitions based on gaps in service.
Inventory of current sports user groups	Chuck Shepherd	Joe Albayalde, 871-3826	3rd Thursday of the month	1) Map of existing sports field users w/service area boundaries 2) Database of user boundaries, hours of use, field requirements, special space needs; 3) Narrative identifying areas of potential conflict/overuse of fields requiring special surface or additional parkland; 4) Trends analysis with respect to new user groups 5) Recommendations on how to balance needs of competing user groups.
Identify operational efficiencies and best practices	Terry Thompson	Cynthia Bojorquez, 535-3581	1st Tuesday of the month	1) Survey tool to benchmark cost/operational models in other cities/jurisdictions. 2) Recommendations on how those models might be applied in San José. 3) Recommendations regarding fee structures, revenue sharing, operations & maintenance and use of volunteer labor.

Outcome area	Resident lead	Staff Member	Committee meeting date (6:30-8 pm)	Deliverables
Examine current permitting and scheduling processes	Jeff Dixon	Hal Spangenberg, 871-3827	4th Wednesday of the month	1) Survey tool to benchmark scheduling, permitting and enforcement activities; 2) Flowchart of existing process identifying opportunities and challenges 3) Recommendations for a new process including recommendations on how to address unauthorized use and use of for-profit entities.

Key Dates:

August 28, 2007	Progress report to Council; Draft to be written by August 10, 2007.
November 5, 2007	Review Final Draft of Report
December 5, 2007	Present Draft Report to Parks and Recreation Commission
January, 2008	Final report to Council

2008 Sports Field Survey Report

Presented to the City of San José

July 2008

Attachment B

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EXECUTIVE SUMMARY

INTRODUCTION

In January 2008, the City of San José partnered with BW Research to assess the sports field and facility needs of its diverse community of close to one million residents.

RESEARCH OBJECTIVES

The main research objectives of the study were to:

- Assess residents' satisfaction with the job the City is doing to provide sports fields and recreational facilities to residents;
- Identify household use of sports fields and facilities as well as participation in sports leagues and organized activities;
- Evaluate the sports field, facility, and programming priorities of residents, as well as the preferences of current users and non-users.

METHODOLOGY

The city-wide telephone survey of residents was conducted from February 13 through 24, 2008 and averaged 13 minutes in length. In total, a statistically representative sample of 603 San José residents 18 years and older completed a telephone survey in either English, Spanish, or Vietnamese, resulting in a maximum margin of error +/- 3.99 percent (at the 95 percent level of confidence) for questions answered by all 603 respondents.

HIGHLIGHTS

- Overall, 81 percent of residents who provided an opinion were satisfied with the job the City of San José is doing to provide sports fields and recreational facilities to residents.
- The majority of residents (53.1%) who were dissatisfied with the job the City is doing to provide sports fields and recreational facilities indicated that increasing the number of sports fields and facilities was the top way to improve their satisfaction.
- Approximately 86 percent of residents agreed that sports programs and facilities are important to the community and nearly three out of four residents also agreed that the City should develop partnerships with organizations and for-profit corporations to expand and develop recreational facilities and services.

- Approximately 211,536 out of the 317,146 households[1] in San José (66.7%) have used a sports field or facility provided by the City of San José in the last 12 months.
- Residents whose household had used City of San José sports fields and facilities within the last year provided the most favorable ratings to the overall condition of fields (57.0% “Excellent” or “Good”), followed by the availability of fields (52.9%), parking (52.3%), and safety and security at the fields (50.1%).
- Bathrooms received the lowest ratings, with approximately 25 percent of users rating their cleanliness as "Poor" or "Very poor" and close to 20 percent rating their availability as "Poor" or "Very poor".
- Close to the majority of residents (both users and non-users) viewed “Building or improving restrooms” as the top priority (48.6% “High priority”) for improving existing sports fields and facilities in their neighborhood. This was followed by “Providing lighting for evening use” (44.2%), “Building or expanding shade structures” (33.0%), and “Expanding and improving parking” (30.5%).
- “Swimming pools” (42.8% “High priority”), “Youth baseball or softball fields” (40.6%), “Grass fields for soccer, rugby, or football” (40.0%), and “Outdoor basketball courts” (39.7%) were viewed as the top priorities among the various types of fields and facilities that that City could build or develop in the future.
- Over 80 percent of residents viewed “Programming for youth” (81.2%) and “Restrooms” (80.4%) as the most important services or amenities for a new field. “Lighting for evening use” (71.3%) and “On-site parking” (71.2%) were also viewed as important amenities by over 70 percent of residents who provided an opinion.
- Approximately 73,261 out of the 317,146 households in San José (23.1%) have participated in a sports league or an organized sports activity in the last 12 months.
- Overall, 63.7 percent of households that participated in leagues and activities were categorized as participating in a youth league or organized sports activity, 32.6 percent in an adult-only activity, and 36.8 percent in a mixed or otherwise unknown activity.
- Approximately 10.2 percent of respondents, representing 32,349 households, indicated that they have participated in a sports league or activity organized or offered by the City of San José or a San José public school in the past year.
- Sports league and organized sports activity participants assigned the most favorable ratings to the availability of the sports leagues or activities in their neighborhood (71.9% “Excellent” or “Good”), the quality of the programs (69.7%), and the condition of the facilities that were used (67.7%).

[1] Department of Finance overall population estimate divided by 2006 American Community Survey estimate for average household size

CONCLUSIONS

- San José residents are active, they place a high value on sports fields and facilities in their community, and a majority of households are using these resources at least on a monthly basis.
- One of the central themes in the surveys findings is the need to alleviate **congestion** and find new ways to **increase and improve access** to sports fields and facilities.
- Residents placed a high priority on the following strategies to alleviate congestion and improve access to sports fields and facilities:
  - Provide lighting at sports fields to extend usage.
  - Develop partnerships to expand facilities and access to services.
  - Improve transportation access to fields and facilities.
- Residents were generally satisfied with the job the city is doing to provide sports fields, facilities and sports leagues in San José (eight out of ten were satisfied).
  - A majority of users gave an excellent or good rating for all of the characteristics examined in connection to the fields and facilities (except those related to restrooms).
- A detailed analysis of the survey results provides some direction on areas where the City can improve residents' satisfaction with sports fields and facilities even more.
  - **New residents (2 years or less)** indicated they were less satisfied with the job the City is doing to providing sports fields and facilities. One explanation for the relatively low satisfaction among newer residents can be tied to the need for more information and new residents' lack of awareness of the facilities and resources in their community.
  - **Restrooms** are typically an area that residents are less satisfied with and San José residents are no exception. Residents gave low ratings of satisfaction for restrooms and placed a high priority on building or improving restrooms. This is an area where small improvements in cleanliness and access are likely to yield relatively high increases in satisfaction.
  - **Very active** households are more likely by definition to be the super-users of the City's recreational resources. This group is typically more demanding in the types of recreational facilities that are available and it is not surprising that they are somewhat less satisfied than respondents from less active households. The building priorities of this group should be evaluated when considering building facilities as they are the most likely to use the new facilities.

INTRODUCTION

In January 2008, the City of San José partnered with BW Research to assess the sports field and facility needs of its diverse community of close to one million residents.

RESEARCH OBJECTIVES

Prior to beginning the project, BW Research Partnership met with the City of San José's Parks, Recreation, and Neighborhood Services Department to determine the research objectives for the study. The main research objectives of the study were to:

- Assess residents' satisfaction with the job the City is doing to provide sports fields and recreational facilities to residents;
- Identify household use of sports fields and facilities provided by the City of San José as well as participation in sports leagues and organized activities;
- Explore user ratings for the condition of San José fields and facilities and various aspects of San José leagues and organized sports activities;
- Evaluate the sports field, facility, and programming preferences of residents, as well as the preferences of current users and non-users.

METHODOLOGY

The table below provides an overview of the methodology utilized for the project.

Table 1 Overview of Project Methodology

Method	Telephone Survey in English, Spanish, and Vietnamese	**Average Length**	13 minutes
Universe	736,185 Residents 18 years and older within the City of San José	**Field Dates**	February 13 – 24, 2008
Number of Respondents	603 Residents Completed a Survey 502 in English (83.3%) 71 in Spanish (11.8%) 30 in Vietnamese (5.0%)	**Margin of Error**	The *maximum* margin of error for questions answered by all 603 respondents was +/-3.99% at the 95% level of confidence.

SURVEY DESIGN

Through an iterative process, BW Research worked closely with the City to develop a survey instrument that met all the research objectives of the study. In developing the instrument, BW Research utilized techniques to overcome known biases in survey research and minimize potential sources of measurement error within the survey.

SAMPLING METHODOLOGY

A random digit dial (RDD) methodology was utilized to interview a representative sample of residents 18 years and older within the City of San José. The RDD methodology is based on the concept that all residents with a telephone in their home have an equal probability of being called and invited to participate in the survey.

The RDD method includes both the listed and unlisted phone numbers that fall into the active telephone exchanges within a City (the exchange includes the area code and first three digits of the phone number). Since telephone exchanges often overlap with neighboring cities, screener questions were utilized at the beginning of the survey to ensure that the residents who participated in the survey lived within the City boundaries.

DATA COLLECTION

Prior to beginning data collection, BW Research conducted interviewer training and also pre-tested the survey instrument to ensure that all the words and questions were easily understood by respondents.

Interviews were generally conducted from 5:00 pm to 8:00 pm Monday through Friday and 10:00 am to 2:00 pm on Saturday and Sunday to ensure that residents who commuted or were not at home during the week had an opportunity to participate.

DATA PROCESSING

Prior to analysis, BW Research examined the demographic characteristics of the 1,000 respondents who completed a survey to the known universe of residents 18 years and older using the 2006 American Community Survey demographic estimates for the City of San José. It is estimated that among San José's 989,496[2] residents, 736,185 are 18 years and older (74.4%). After examining the dimensions of gender, ethnicity, and age, the data were weighted to appropriately represent the universe of adult residents and ensure generalizability of the results.

[2] The overall population estimate for San José is taken from the California Department of Finance for the City of San José as of January 1, 2008. The total number of households in the City of San José was derived by using the Department of Finance's overall population estimate (989,496) and dividing it by the average household size for the City of San José (3.12), provided by the 2006 American Community Survey results for the City of San José, for a total number of 317,346 households.

MARGIN OF ERROR AND ANALYSIS OF SUB-GROUPS

Although the overall margin of error for the study, at the 95% level of confidence, is between +/-2.39 percent and +/- 3.99 percent (depending on the distribution of each question) for questions answered by all 603 respondents, it is important to note that questions asked of smaller groups of respondents (such as questions that were only asked of users) or analysis of sub-groups (such as examining differences by length of residence or gender) will have a margin of error greater than +/-3.99 percent, with the exact margin of error dependant on the number of respondents in each sub-group. BW Research has utilized statistical testing to account for the margin of error within sub-groups and highlight statistically significant sub-group differences throughout this report.

DEFINITION OF TERMS

Margin of Error

If a question from this survey was asked a 100 times to different representative samples of city residents 18 years and older, the percentage of residents giving a particular answer would be within four points of the percentage who gave that same answer in this survey 95 out of those 100 times.

Open-Ended Questions

For certain questions, respondents were asked to detail a response without being provided with a list of options from which to choose. The verbatim responses were then recorded and coded into similar categories so they could be presented in the report.

Multiple Response Format

For certain survey questions, respondents were free to provide more than one answer to the question (for example: citing multiple organized sports activities in which they participate). The percentages displayed for multiple response questions will total more than 100 percent.

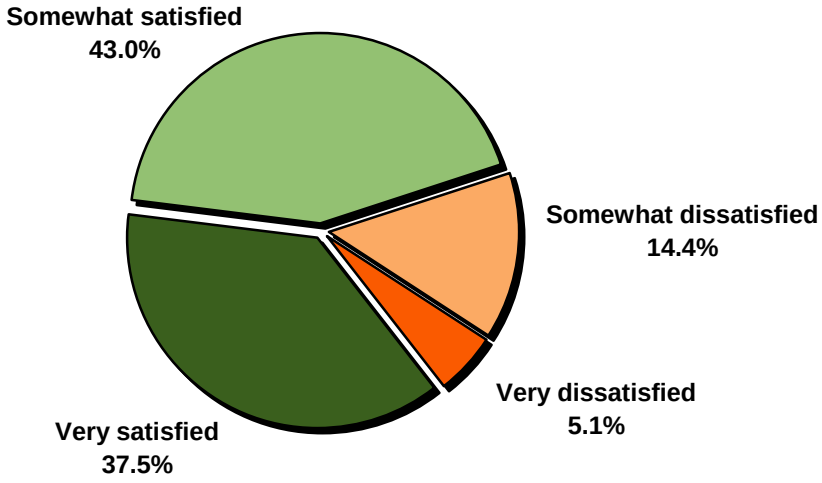
SURVEY RESULTS

SATISFACTION WITH CITY'S EFFORTS TO PROVIDE SPORTS FIELDS & RECREATION FACILITIES

Early in the survey, residents were asked to detail their level of satisfaction with the job the City of San José is doing to provide sports fields and recreational facilities to residents. All survey respondents were asked this question in an effort to assess perceptions regarding the provision of services. However, not all respondents felt comfortable providing a response, most likely due to their lack of direct experience with sports fields and facilities. To provide a more meaningful analysis, the 14.9 percent of respondents who declined to provide an opinion were factored out of the analysis for this question.

Overall, 80.5 percent of residents who provided an opinion were satisfied with the job the City of San José is doing to provide sports fields and recreational facilities to residents.

Figure 1 Satisfaction with Sports Fields and Facilities



One of the most notable findings when examining overall satisfaction ("Very" plus "Somewhat" satisfied) by sub-groups is the relative consistency reported among the various demographic sub-groups examined in this study. No statistically significant differences were found by household income, age group of respondent, gender, children in the home, age of children, ethnicity, interview language, or geography.

In addition, although respondents in households that had not used a sports fields or facility or participated in a sports league of organized sports activity in the last 12 months were more likely to decline to state their satisfaction, overall satisfaction among users and non-users was consistent when the "Don't know" responses were filtered out. In other words, even though they did not have direct experience, *perceptions* among non-users were just as positive as users.

Examining users in greater detail revealed some differences in the *intensity* of satisfaction among certain groups (although total satisfaction was consistent).

- Households that reported participating in youth sports leagues or organized sports activities were more likely to report being "Very satisfied" than those who participated in adult or mixed leagues and activities.
- A higher percentage of households that participated in sports leagues or sports activities organized by the City of San José (including San José schools) reported being "Very satisfied" as compared with residents who participated in an activity by a different organizer.

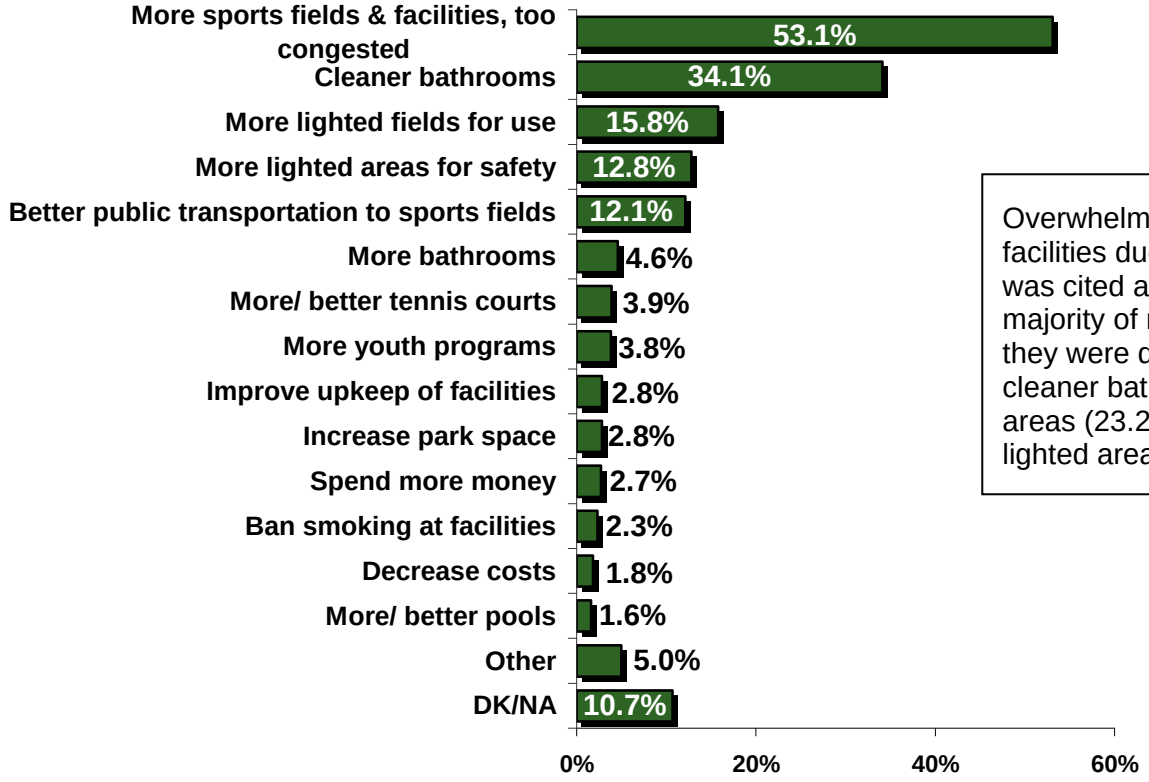
The discussion to follow details some of the differences that did emerge among sub-groups of respondents with regard to overall satisfaction with the job the City's is doing to provide sports fields and facilities to residents.

- Dissatisfaction was higher among residents who lived in "Very active" households (exercising or participating in physical activities several times a week) as compared to respondents who lived in less active households.
- Residents in a household that had used a San José sports field or facility in the past year and primarily walked or ran to it reported more dissatisfaction than residents who primarily drove.
- Although they only make up approximately six percent of adult residents, respondents who have lived in the City of San José for two years or less reported higher dissatisfaction than residents who have lived in the City more than two years (31.5% vs. 18.8%).

TOP WAYS TO IMPROVE SATISFACTION

Residents who indicated dissatisfaction with the job the City is doing to provide sports fields and recreational facilities to residents were next asked to reveal the most important thing(s) the City could do to improve sports programs, fields, and facilities for residents. Asked in an open-ended format, respondents were not constrained to choose their response from a list and were allowed to suggest two improvements. Given the nature of open-ended questions, it is rare that a majority of respondents will provide open-ended answers that can be grouped together into a similar category. When this occurs, it signals an issue that is of top-of-mind importance to a large number of residents.

Figure 2 Top Ways to Improve Satisfaction[3]



Overwhelmingly, the need for more sports fields and facilities due to congestion of current fields and facilities was cited as the top way to improve satisfaction by the majority of respondents (53.1%) who previously indicated they were dissatisfied. This was followed by the desire for cleaner bathrooms (34.1%) and more lighted fields and areas (23.2% indicated either more lighted fields or more lighted areas for safety).

[3] For this question, respondents were free to mention multiple responses; therefore, the percentages in the figure total more than 100 percent.

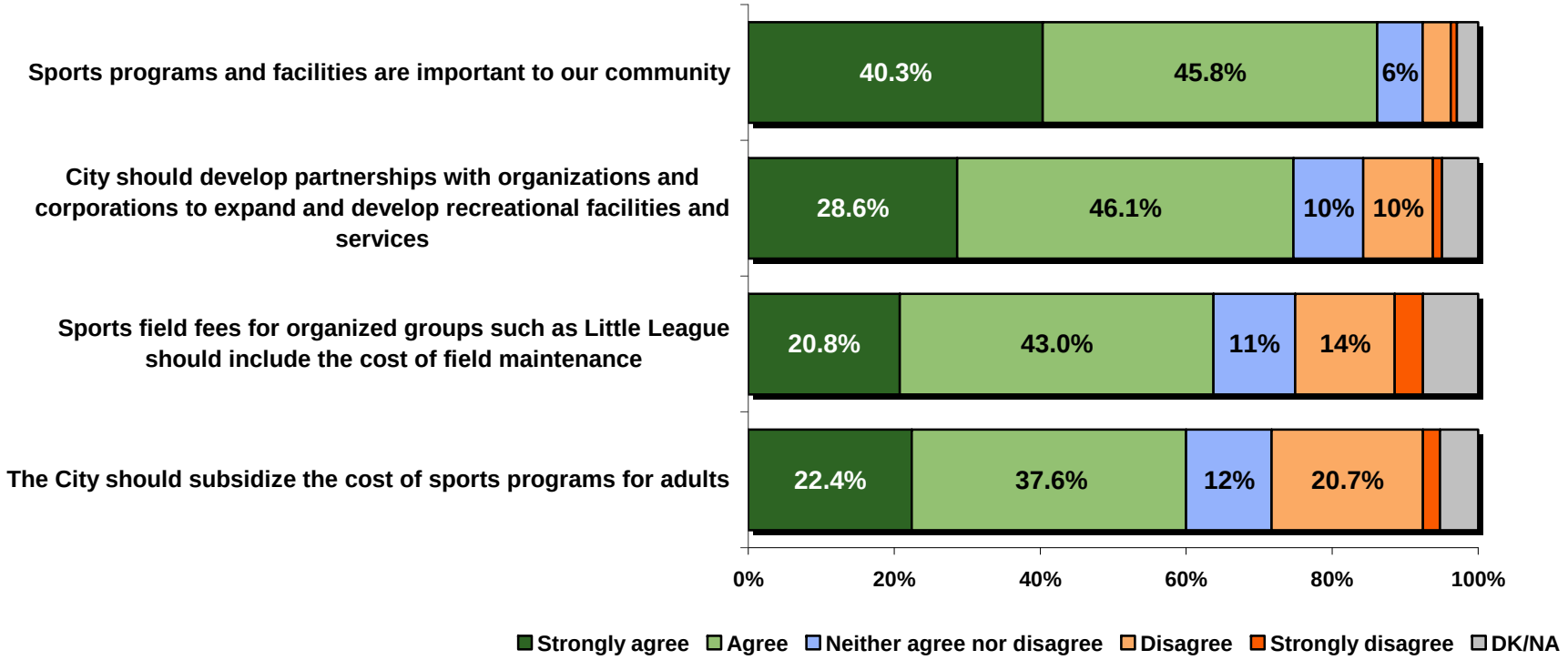
The 23.2% cited in the text box is a combined percentage, which is lower than the sum of the percentages in the figure since some respondents indicated both “more lighted fields for use” and “more lighted fields for safety” and the combined percentage was adjusted to only count those respondents once for the category.

FUNDING FOR SPORTS PROGRAMS AND FACILITIES

To assess perceptions regarding funding for sports programs and facilities in San José, residents were asked to detail their level of agreement with five statements related to the topic. Approximately 86 percent of residents agreed that sports programs and facilities are important to the community and nearly three out of four residents also agreed that the City should develop partnerships with organizations and for-profit corporations to expand and develop recreational facilities and services.

Sixty-four percent of residents agreed that sports field fees for organized groups such as Little League should include the cost of field maintenance and 60 percent agreed that the City should subsidize the cost of sports programs for adults. Although the majority of residents agreed with each statement, just over one out of five residents (23.1%) disagreed with the issue of subsidizing sports programs for adults.

Figure 3 Funding for Sports Programs and Facilities[4]



[4] Due to space constraints, the labels for categories with less than eight percent are not shown on the figure.

- As one might expect, households that had used a sports field or facility or participated in a league or organized sports activity in the past year reported higher levels of agreement with each statement than residents who had not used a facility or participated in a league.
- With the exception of the statement on subsidizing the cost of adult programs, respondents living in a “Very active” or “Active” household (exercising or engaging in physical activities at least once a week) reported higher levels of agreement with each of the other three statements as compared to respondents in less active households.
- Although no differences were found by general activity level, agreement with the statement “The City should subsidize the cost of sports programs for adults” was positively correlated with residents’ frequency of using San José sports fields and facilities. In other words, as residents’ frequency of using fields and facilities increased, so did their agreement with the statement.
    - In particular, residents whose household used San José fields or facilities just about every day were the most likely to agree that the City should subsidize the costs (84.4%) and those who had not used them were the least likely to agree (43.7%).
- Men were much more likely than women to agree with the statements related to sports field fees including the cost of maintenance and the City developing partnerships to expand and develop recreational facilities and services.
- When compared to those without children, households with children in their home, and in particular those with children over five years old, reported the highest level of agreement with the statement that “Sports programs and facilities are important to our community.”
- Residents in the Alviso, North, and Berryessa area of the City reported lower levels of agreement with statements “Sports programs and facilities are important to our community” and “The City should subsidize the cost of sports programs for adults” when compared to residents in other areas.

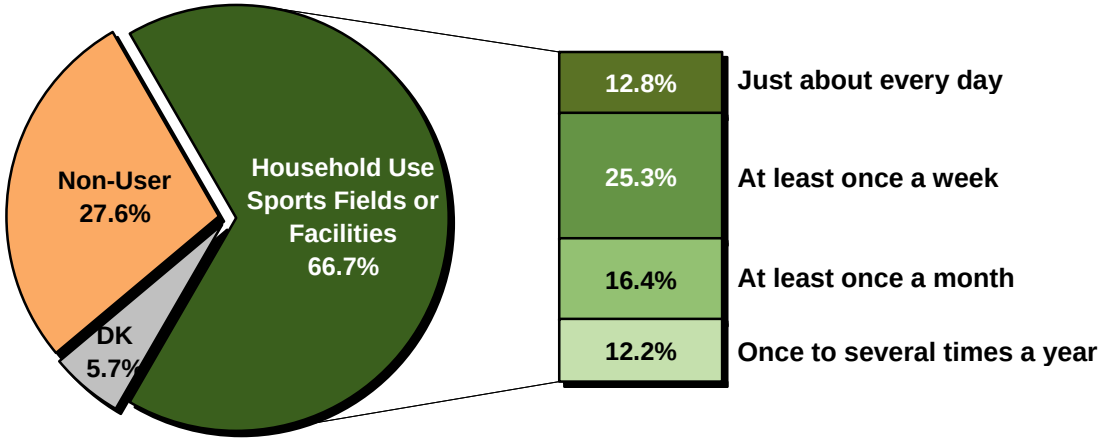
HOUSEHOLD USE OF SPORTS FIELDS AND FACILITIES

The next section of the survey results examines residents' use of sports fields and facilities provided by the City of San José.

Household Use

Approximately 211,536 out of the 317,146 households[5] in San José (66.7%) have used a sports field or facility provided by the City of San José in the last 12 months. Further, approximately 38 percent of households were classified as frequent users, having used a field or facility just about everyday or at least once a week.

Figure 4 Household Use of Sports Fields and Facilities in Last 12 Months



- As one might expect, household use of sports fields and facilities was positively correlated to household activity level, with use highest among the most active households. For example, 78.1 percent of "Very active" households reported use in the past year compared with 52.9 percent of "Relatively inactive" household reporting use (exercising less than once a month).
- Approximately 88 percent of households that participated in a sports league or organized sports activity in the past year have also used a sports field or facility provided by the City of San José.

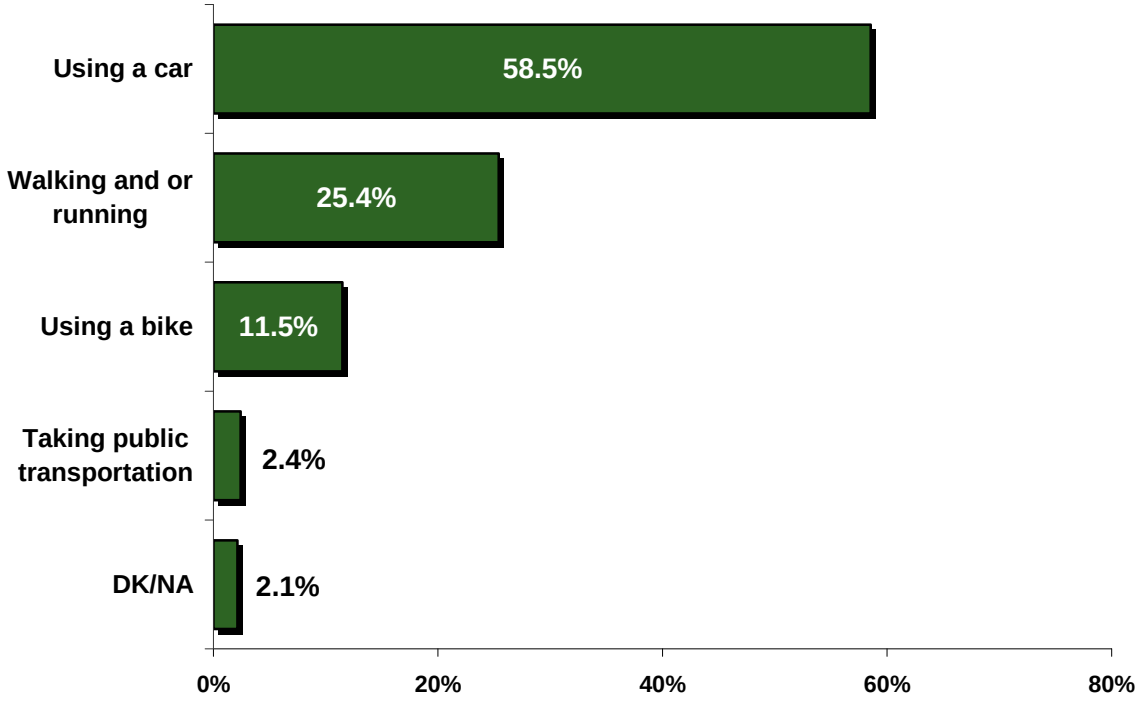
[5] Department of Finance overall population estimate divided by 2006 American Community Survey estimate for average household size

- Residents classified as “Competitors” (based on their psychographic profile) were the most likely to live in a household that had used a San José sports field or facility in the past year, followed by “Socializers” and then “Exercisers.”
- Residents with children in their home were more likely than those without children to have used sports fields or facilities in the past year and in particular, have used them at least once a week. Among those with children, households with two or more kids reported using fields and facilities more often than those with only one child, however, there were no differences by the ages of children.
- Household use of San José sports fields and facilities was negatively correlated with the age of the respondent, with use decreasing as age increased (92.8% of residents in the 18 to 24 year age group reported use compared with 45.9% of the 65 and older group).
- Eighty-four percent of Hispanic and Latino(a) residents reported using a San José sports field or facility in the past year compared with 62.9 percent of Caucasian residents and 54.1 percent of Asian respondents.
- Over 70 percent of residents in the West Valley, Willow Glen and Cambrian/Pioneer (West) and Central and South (Downtown) areas of the City had used a San José sports field or facility in the past year. Comparatively, use was lowest among residents in the Almaden, Calero, Edenvale and Coyote (South) area of the City (60.6%).
- There were no significant differences in household use of San José fields or facilities by length of residence, homeownership status, gender, or household income.

Travel Mode

Among residents who used San José sports fields and facilities, the majority primarily traveled to them by car (58.5%) and just over a quarter primarily walked or ran to the field or facility.

Figure 5 Primary Travel Mode to Sports Fields and Facilities



- Although the majority of respondents drove, households that used San José sports fields or facilities at least once a week were more likely to bike, walk, or run to the field or facility, whereas households that used facilities less often were more likely to use their car (67.5% vs. 51.8%).
- Renters and 18 to 24 year olds were more likely to walk or run to the field or facility, whereas homeowners and older residents were more likely to drive. Similarly, Asian and Hispanic/ Latino(a) residents were more likely to walk or run to the field or facility and Caucasian respondents were more likely to drive.

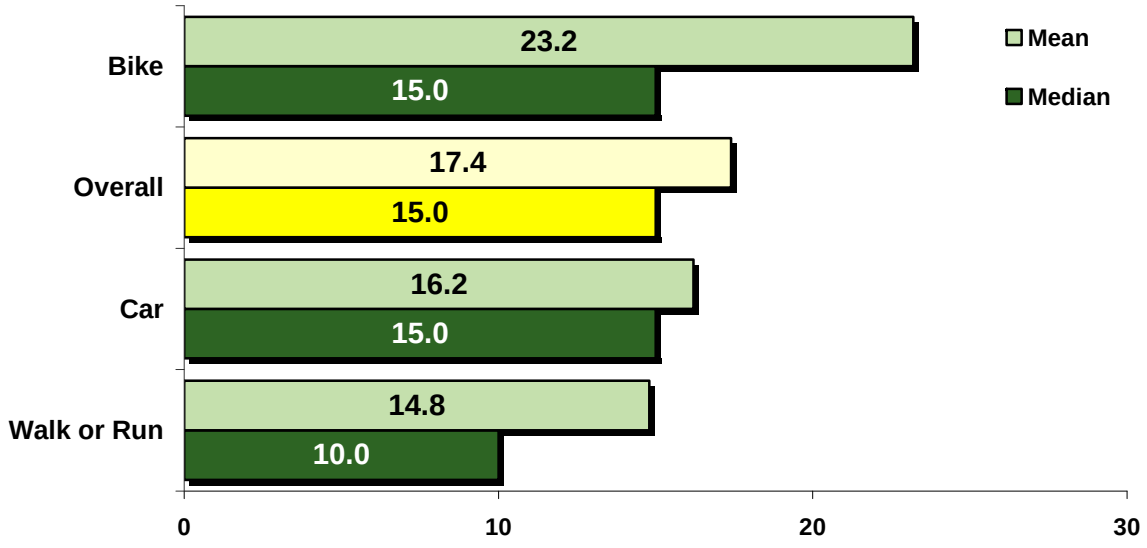
- Residents with children as well as those who have lived in San José for 20 years or more were more likely to drive than residents without children and those who have lived in the City less than 20 years.
- There were no statistically significant differences by geography, gender, or household income.

Minutes Willing to Travel to Fields and Facilities

The next question had respondents consider their primary form of travel to sports fields and facilities and asked them how many minutes they were typically willing to travel to get to a field or facility.

Residents who primarily traveled to sports fields or facilities by bicycling were willing to travel an average of 23.2 minutes, which was higher than the average across all travel modes (17.4 minutes). Residents who primarily traveled to fields and facilities by car were willing to travel an average of 16.2 minutes and those who primarily walked or ran were typically willing to walk or run for 14.8 minutes to get to a field or facility.

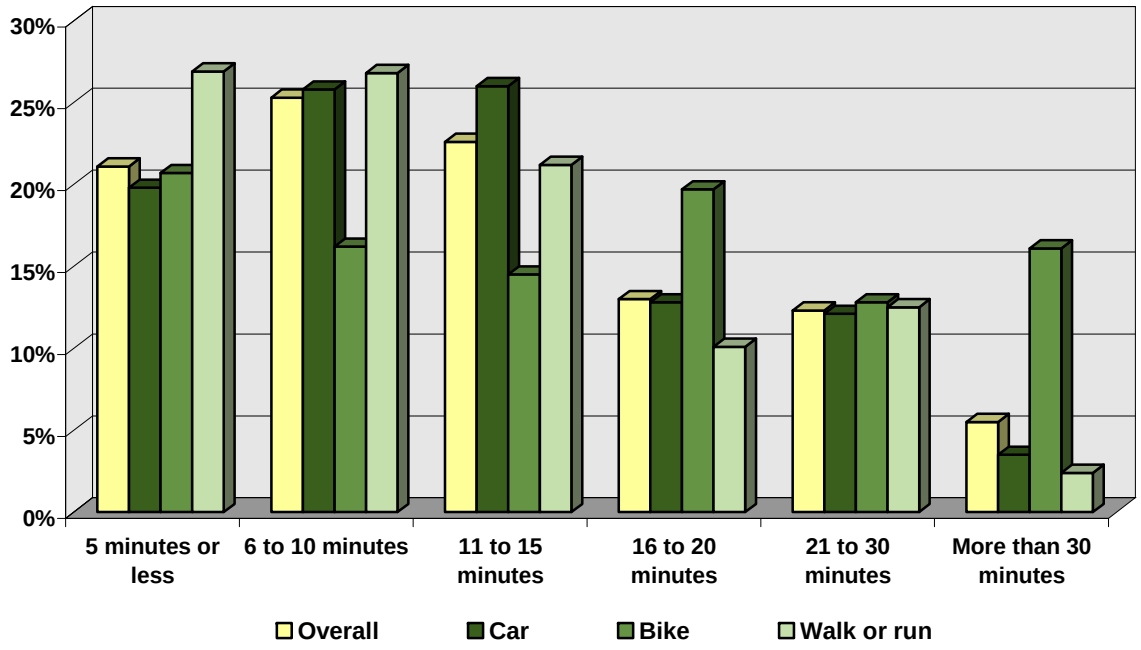
Figure 6 Minutes Willing to Travel to Sports Fields and Facilities by Travel Mode[6]



[6] Public transportation is not shown separately in Figure 6 and Figure 7 due to the small number of respondents, however, their responses are included in the overall average and median.

For the interested reader, Figure 7 shows a more detailed breakdown of responses by travel mode.

Figure 7 Breakdown of Minutes Willing to Travel to Field or Facility by Travel Mode[7]



[7] Responses of "Don't know/ No answer" were filtered out of the analysis for this question.

User Ratings for Condition of Sports Fields and Facilities

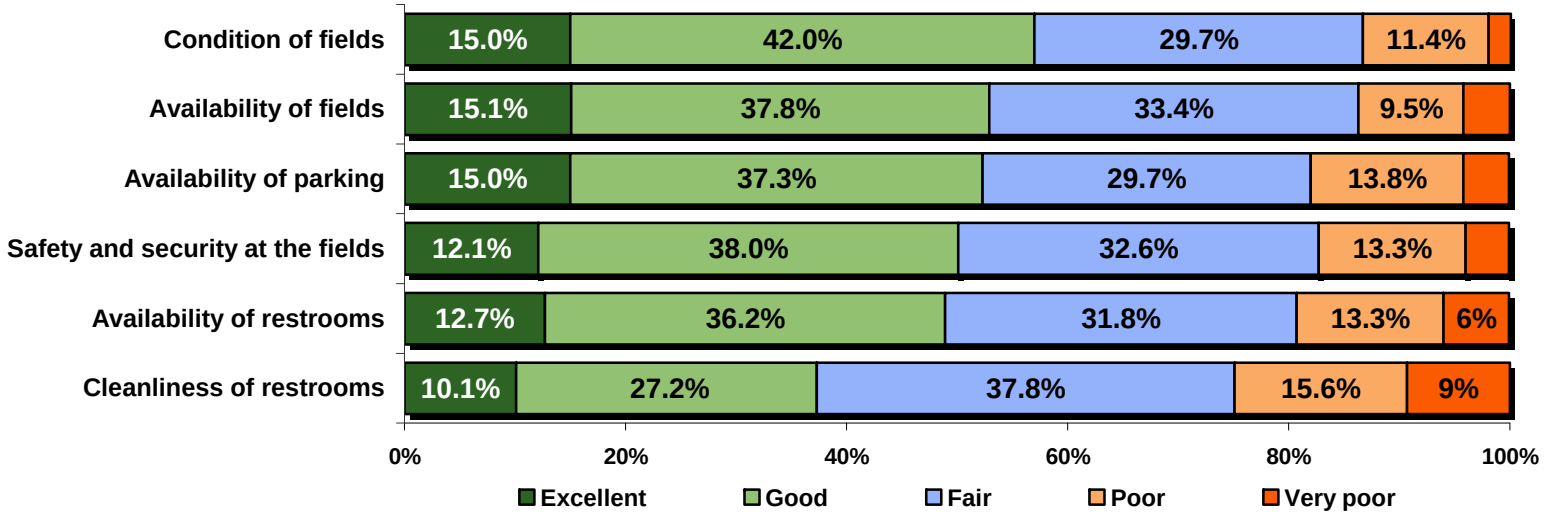
Residents whose household had used a City of San José sports field or facility within the last year were next asked to rate their condition on a variety of dimensions. For a question such as this, "Excellent" and "Good" ratings are considered positive, "Fair" is neutral, and "Poor" and "Very poor" ratings are perceived as negative. Figure 8 has been sorted based on the total percentage of positive responses.

Users provided the most favorable rating to the overall condition of fields (57.0% “Excellent” or “Good”), followed by the availability of fields (52.9%), parking (52.3%), and safety and security at the fields (50.1%).

As is often the case with park and recreation studies, bathrooms received the lowest ratings, with approximately 25 percent of users rating their cleanliness as "Poor" or "Very poor" (37.3% positive) and close to 20 percent rating their availability as "Poor" or "Very poor" (48.9% provided a positive rating).

Overall, user ratings for sports fields and facilities tended toward the middle on each dimension, with nearly two-thirds of residents providing either “Good” or “Fair” ratings and a relatively small percentage (between 10% and 15%) providing “Excellent” ratings.

Figure 8 User Ratings for Condition of Sports Fields and Facilities[8]



[8] Due to space constraints, the labels for categories with less than five percent are not shown on the figure.

Due to the higher than average percentage of “Don’t know/ No answer” responses for many items, those responses have been filtered out of the analysis for this series. The high percentage of “Don’t know/ No answer” is likely due to residents’ lack of direct experience with those specific items.

- Users in active households (exercising or engaging in physical activities at least once a week) rated each aspect of the sports fields and facilities more positively than less active households.
- With the exception of “Cleanliness or restrooms,” households with children rated each dimension more positively than those without children. In addition, households with only one child provided the most favorable ratings.
- Users who have lived in San José for less than 10 years provided more positive ratings than those who have lived in the City for 10 years or more, with the most pronounced differences evidenced for safety and security at the fields and the availability and cleanliness of restrooms.
- San José sports field and facility users who also participated in sports leagues and organized sports activities provided less positive ratings than those who did not participate in leagues and activities. However, this was driven by much lower ratings among those who participated in leagues and activities organized by non-profits as compared to those organized by the City of San José or San José schools. The biggest gap was evidenced for “Availability of fields,” with 49.8 percent of San José league or activity participants rating it positively compared with only 31.4 percent of those in a league or activity organized by a non-profit.

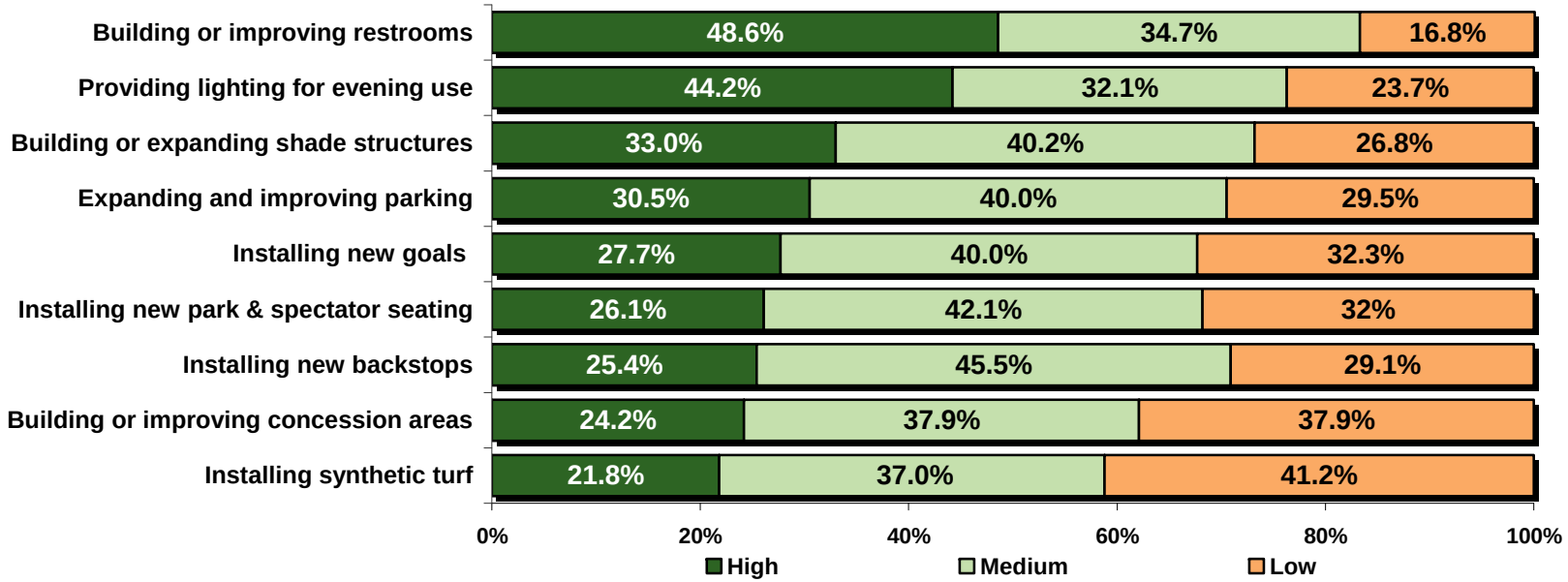
PRIORITIES FOR FUTURE INVESTMENTS

The next section of the results focuses on priorities for future investments to sports fields and facilities within the City of San José. All respondents (both users and non-users) were asked to think about the sports fields and facilities in their neighborhood and place a priority on different amenities that could be added to existing fields as well as prioritize different types of sports fields and facilities that could be developed in the future.

Improving Existing Sports Fields and Facilities

The first question series in this section asked respondents to prioritize different amenities to improve *existing* sports fields in their neighborhood. For this type of analysis, BW Research places emphasis on the percentage of "High priority" responses, and has sorted the figure below accordingly. Close to the majority of residents viewed "Building or improving restrooms" as the top priority (48.6% "High"), followed by "Providing lighting for evening use" (44.2%), "Building or expanding shade structures" (33.0%), and "Expanding and improving parking" (30.5%). Each of these four amenities was viewed as a high priority by more than 30 percent of the San José residents interviewed.

Figure 9 Priorities for Improving Existing Sports Fields and Facilities[9]



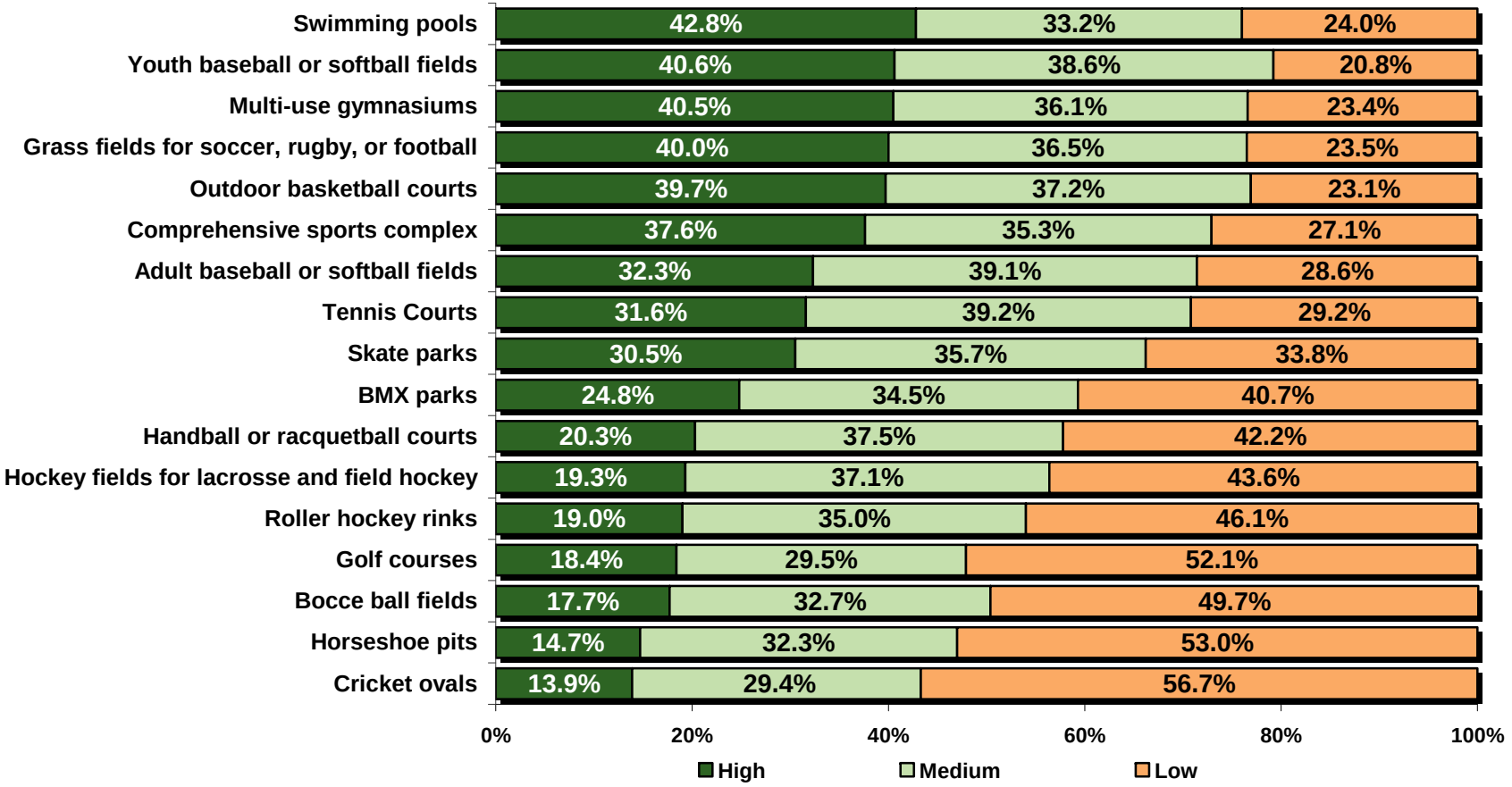
[9] Due to the higher than average percentage of "Don't know/ No answer" responses for many items, those responses have been filtered out of the analysis for this series. The high percentage of "Don't know/ No answer" is likely due to residents' lack of direct experience with sports fields and facilities.

- Consistent with the overall results, “Building or improving restrooms” was the top priority among nearly all of the sub-groups examined in the study. The exceptions were participants in adult sports leagues and activities, residents who have lived in San José two years or less, residents in the Alviso, North, and Berryessa area of the City, and households that used San José fields and facilities on average once a month. Each of these groups assigned the highest priority to “Providing lighting for evening use.”
- As one might expect, residents in active households as well as those that frequently used sports fields and facilities provided by the City of San José placed a higher prioritization on the items than less active households.
- Households that had used a San José sports field or facility in the past year placed a higher level of priority on “Installing new goals” and “Installing new park and spectator seating” than households that had not used a field or facility.
- Similarly, households that had participated in a sports league or organized sports activity in the past year were more likely than non-participants to place a high priority on:
  - Providing lighting for evening use
  - Installing new goals
  - Installing new backstops
  - Building or expanding concession areas
  - Installing synthetic turf.
- Residents with a household income less the $50,000 viewed each of the items as a higher priority than residents with a household income greater than $50,000 per year.
- Women provided higher prioritization ratings than men for “Building or expanding shade structures” and “Installing new park and spectator seating.”
- Hispanic or Latino(a) respondents assigned higher prioritization across the items as compared to residents in other ethnic groups, with the gap was most pronounced for:
  - Installing new park and spectator seating
  - Installing new goals
  - Installing synthetic turf
  - Building or improving concession areas.

Building New Sports Fields and Facilities

The second question series in this section asked respondents (both users and non-users) to think about the different types of sports fields and facilities in their neighborhood and place a high, medium, or low priority on the types of facilities that the City could build in the future. Overall, 17 different types of fields and facilities were tested. "Swimming pools" (42.8%), "Youth baseball or softball fields" (40.6%), "Grass fields for soccer, rugby, or football" (40.0%), and "Outdoor basketball courts" (39.7%) were viewed as the highest priorities by residents.

Figure 10 Priorities for Building New Sports Fields and Facilities[10]



[10] Due to the higher than average percentage of "Don't know/ No answer" responses for many items, those responses have been filtered out of the analysis for this series.

- Residents in active households (engaging in physical activities at least once a week) assigned a higher priority than less active households to multi-use gymnasiums, grass fields, a comprehensive sports complex, and tennis courts. The top four priorities were also different for the two groups, as shown below.

Active Households (Once a week or more)	Less Active Households
1. Swimming pools	1. Outdoor basketball courts
2. Multi-use gymnasiums	2. Youth baseball or softball fields
3. Grass fields (soccer, rugby or football)	3. Swimming pools
4. Comprehensive sports complex that offers multiple fields and facilities	4. Multi-use gymnasiums (basketball, soccer, volleyball)

- Although the order was different, the top five priorities were the same among competitors, socializers, and exercisers (consistent with the overall results).
- Residents with children in their household provided higher prioritization ratings across the items than residents without children, with the difference most pronounced for a comprehensive sports complex and multi-use gymnasiums. Comparatively, residents without children ranked grass fields (for soccer, rugby, or football) and tennis courts higher than households with children.
- Residents in Central and South (Downtown) area of the City provided the highest prioritization ratings across the items, and in particular, for youth baseball or softball fields. There were also differences in the top priorities by geography:

Alviso, North & Berryessa (North)

1. Outdoor basketball courts
2. Comprehensive sports complex

Central and South (Downtown)

1. Youth baseball or softball fields
2. Multi-use gymnasiums (for basketball, soccer, volleyball, etc)

Almaden, Calero, Edenvale and Coyote (South)

1. Swimming pools
2. Grass fields (soccer, rugby or football)

Alum Rock, Evergreen. San Felipe (East)

1. Outdoor basketball courts
2. Swimming pools

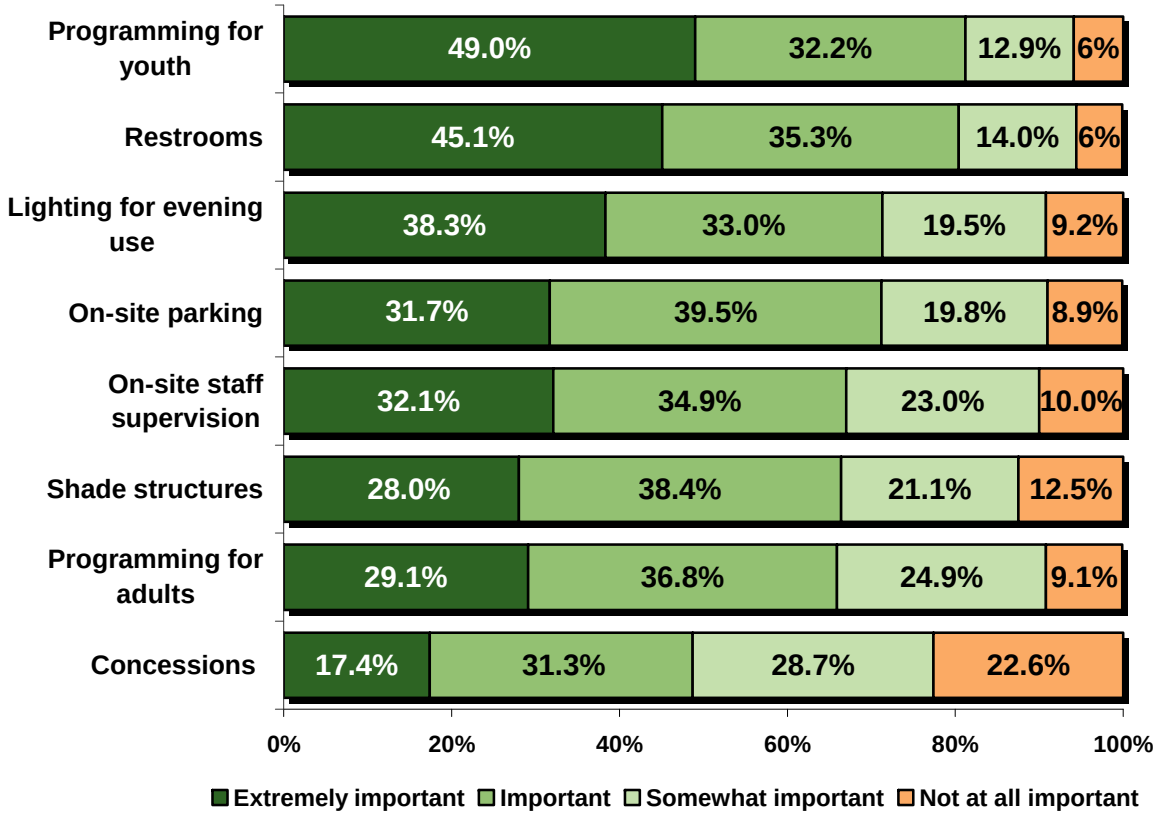
West Valley, Willow Glen and Cambrian/Pioneer (West)

1. Grass fields for soccer, rugby or football
2. Swimming pools

Importance of Services and Amenities for a New Sports Field

Residents were next asked to evaluate the importance of eight services and amenities for a new sports field in their neighborhood. Examining the combined percentage of "Extremely important" and "Important," over 80 percent of residents viewed "Programming for youth" (81.2%) and "Restrooms" (80.4%) as the most important services or amenities for a new field. "Lighting for evening use" (71.3%) and "On-site parking" (71.2%) were also viewed as important amenities by over 70 percent of residents who provided an opinion.

Figure 11 Importance of Services and Facilities for New Sports Fields and Facilities[11]



For this type of analysis, BW Research places emphasis on the combined percentage of "Extremely important" plus "Important," and has sorted the figure below accordingly.

[11] Due to the higher than average percentage of "Don't know/ No answer" responses for many items, those responses have been filtered out of the analysis for this series. The high percentage of "Don't know/ No answer" is likely due to residents' lack of direct experience with sports fields and facilities.

Consistent with the average across respondents, the top two amenities were generally consistent across sub-groups (youth programming and restrooms). However, differences emerged within some of the sub-groups with regard to the importance of specific services and amenities. Below are the highlights from the analysis.

- Residents living in active households (exercising or participating in physical activities at least once a week) placed a higher level of importance than less active households on on-site parking (ranked 3rd vs. 5th) and shade structures (ranked 5th vs. 7th).
- Residents whose household had used a San José sports field or facility in the past year assigned a higher importance level to each of the items as compared to non-users, with the difference most pronounced for shade structures.
- As one might expect, residents who participated in adult sports leagues or activities placed a higher than average level of importance on lighting for evening use and programming for adults.
- Competitors placed a higher level of importance on lighting for evening use, programming for adults, shade structures, and concessions as compared with socializers or exercisers.
- Households with children rated programming for youth, restrooms, lighting, on-site parking, and shade structures higher than households without children.
- Hispanic/ Latino(a) respondents provided a higher rating to each of the items than residents in other ethnic groups.
- Residents in the Central and South (Downtown) area of the City generally provided higher importance ratings to each of the amenities than residents in other areas.

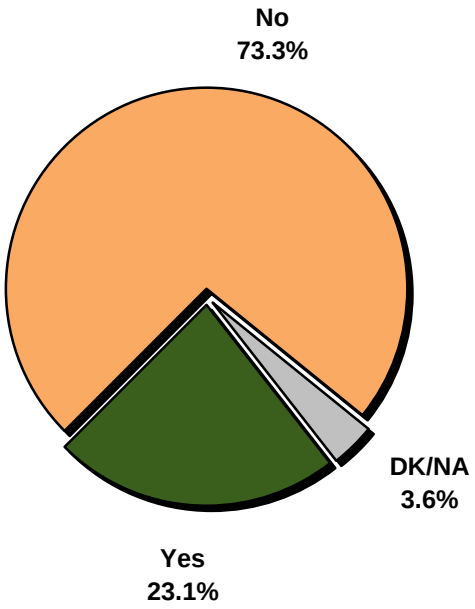
SPORTS PROGRAMS: PARTICIPATION AND RATINGS

The next section of the survey results assesses residents' participation in sports programs, leagues, and organized sports activities.

Household Participation in Leagues and Organized Sports

Approximately 73,261 out of the 317,146 households in San José (23.1%) have participated in a sports league or an organized sports activity in the last 12 months.

Figure 12 Household Participation in Leagues and Organized Sports in Past Year



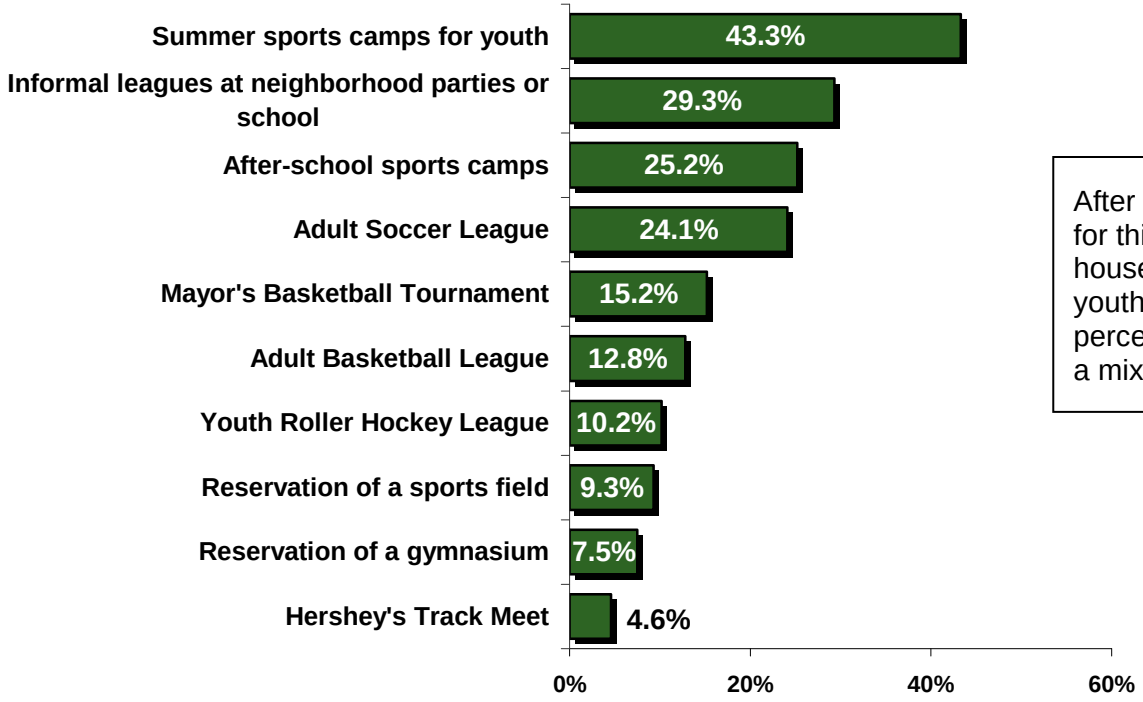
- As one might expect, household participation in sports leagues and organized sports activities was positively correlated to household activity level, with 29.8 percent of "Very active" households participating in the past year and 14.2 percent of "Relatively inactive" (exercising less than once a month) participating.
- Approximately 31 percent of households that had used a San José sports field or facility in the past year had also participated in sports programs and leagues.

- The two psychographic classifications most likely to participate in sports programs and leagues were the “Competitors” and “Socializers.”
- Residents with children in their home were more likely to have participated in leagues and organized activities in the past year as compared to residents without children. In addition, participation increased as the number of children in the household, as well as the ages of their children, increased.
- Residents in the 18 to 24 year and 65 and older age groups were the least likely to live in a household that participated in sports leagues or organized activities in the past year. The remaining age groups reported comparable levels of participation.
- Hispanic/ Latino(a) and Caucasian respondents reported similar levels of participation, both of which were much higher than participation among Asian respondents. Although the overall participation rate among Hispanic and Caucasian respondents was similar, respondents who took the survey in Spanish (i.e., monolingual respondents and those who felt more comfortable in Spanish) reported much higher participation than those who took the survey in English or Vietnamese.
- Approximately 16 percent of residents in the Alviso, North, and Berryessa area of the City compared with 28.6 percent of Alum Rock, Evergreen, and San Felipe (East) area of the City had participated in sports leagues or organized sports activities in the past year. The remaining three areas reported comparable participation rates (21.3% to 23.0%).
- There were no significant differences in household participation in leagues and organized sports activities by length of residence, homeownership status, gender of respondent, or household income.

Specific Leagues and Activities

Two of the top three leagues and organized activities were youth activities. Approximately 43 percent of households that participated in a sports program were involved with summer sports camps for youth, 29.3 percent participated in informal leagues at neighborhood parties or schools, and 25.2 percent were involved with after-school sports camps. The most popular adult activity was the adult soccer league, which was cited by 24.1 percent of households that had participated in a sports program in the past year.

Figure 13 Specific Sports Leagues and Organized Sports Activities[12]



After accounting for the multiple responses allowed for this question, approximately 63.7 percent of households were categorized as participating in a youth league or organized sports activity, 32.6 percent in an adult-only activity, and 36.8 percent in a mixed or otherwise unknown activity.

[12] Percentages based on respondents whose household has participated in sports leagues and organized sports activities. Please see Question 14 in Appendix A for percentages based on all respondents.

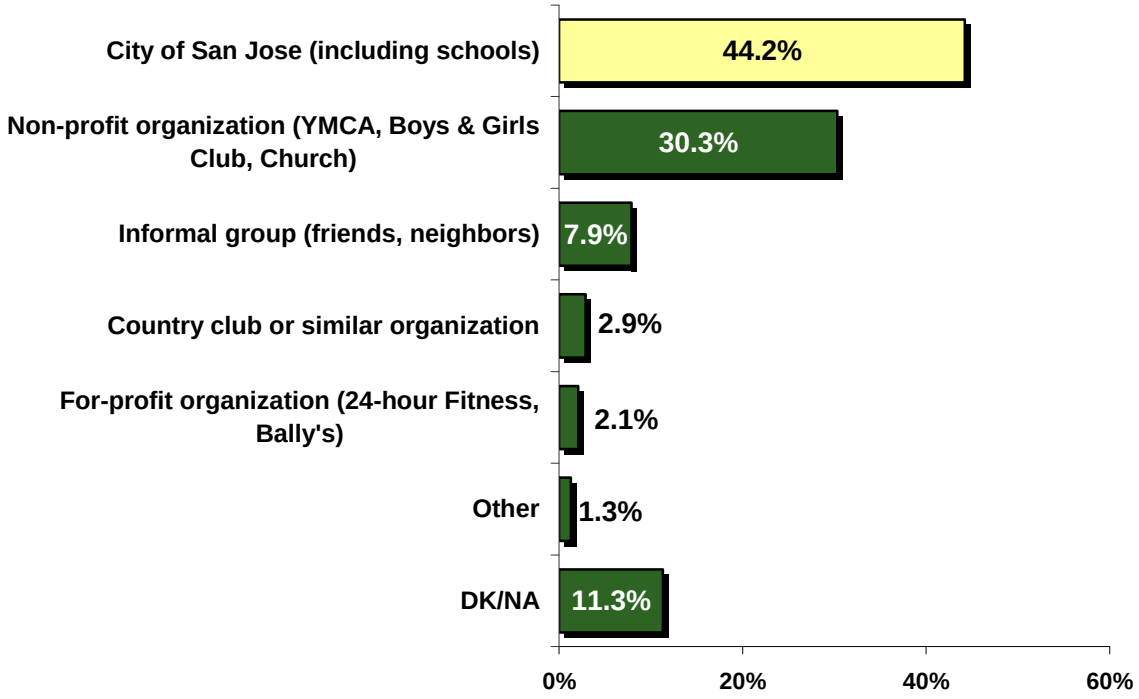
Since respondents were free to mention more than one response for this question, the percentages noted in the text box were adjusted to only count each respondent one time per category instead of simply adding the percentages from the figure. However the percentages in the text box will still sum to more than 100 percent since some households participated in more than one type of activity.

League or Activity Organizer

When asked who organized or offered the sports league or activity, most respondents mentioned either the City of San José (44.2%) or a non-profit organization, such as the YMCA, Boys and Girls Club, or Church (30.3%). It should be noted that the category of "City of San José" includes public schools, and thereby the percentage does not represent only those programs or activities organized by the Parks, Recreation, and Neighborhood Services Department.

Extrapolating this figure out to all households, results in approximately 10.2 percent, or 32,349 households, participating in a sports league or activity organized or offered by the City of San José or a San José public school.

Figure 14 Organizer of League or Sports Activity

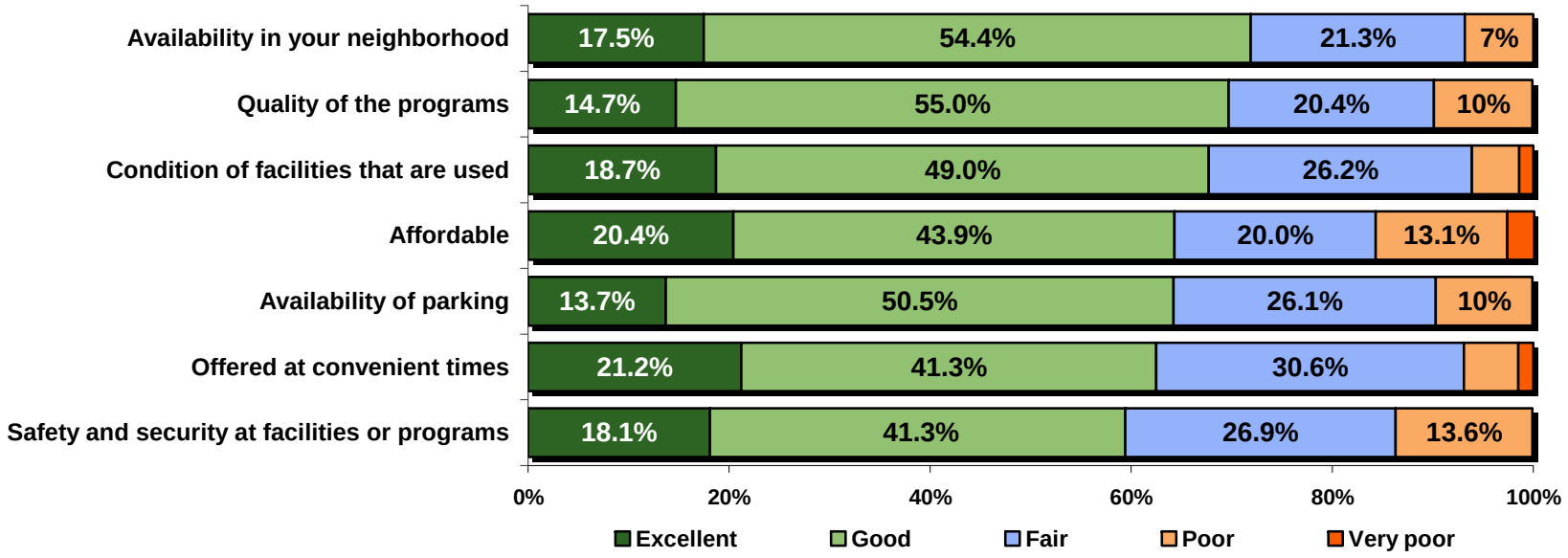


User Ratings for City Leagues & Organized Sports Activities

Respondents living in a household that had participated in a sports league or organized sports activity offered by the City of San José were next asked to rate various aspects of the program.

Participants assigned the most favorable ratings to the availability of the sports leagues or activities in their neighborhood (71.9% “Excellent” or “Good”), the quality of the programs (69.7%), and the condition of the facilities that were used (67.7%). Although safety and security ranked lowest on the chart with regard to the combined percentage of "Excellent" and "Good" responses (and 13.6% “Poor” or “Very poor” ratings), it is important to point out that affordability received the highest overall percentage of "Poor" and "Very poor ratings (15.8 percent). Respondents were much more likely to rate the affordability as either positive or negative, with less respondents tending toward the middle and rating it as “Fair.”

Figure 15 User Ratings for San José Leagues and Organized Sports Activities[13]



[13] Due to space constraints, the labels for categories with less than six percent are not shown on the figure.

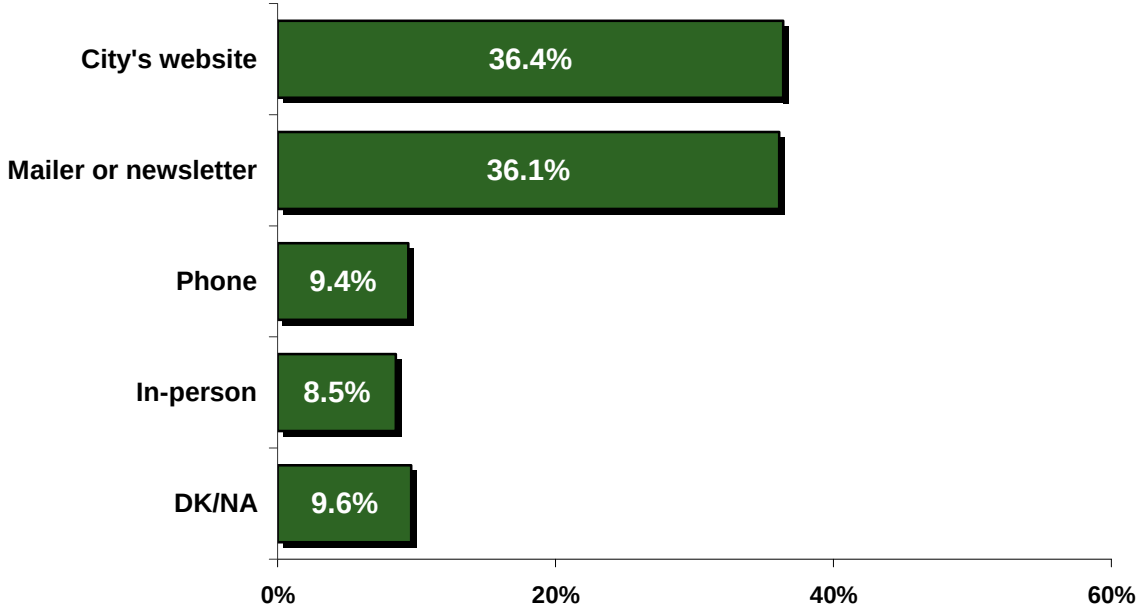
Due to the higher than average percentage of “Don’t know/ No answer” responses for many items, those responses have been filtered out of the analysis for this series. The high percentage of “Don’t know/ No answer” is likely due to residents’ lack of direct experience with those specific services.

PREFERENCE FOR ACCESSING INFORMATION ABOUT SPORTS PROGRAMS

The last substantive question of the survey asked respondents whether they would prefer to access information about city sports programs over the phone, in person, on the Internet using the City's website, or through a mailer or newsletter.

Residents were evenly split on their preference for accessing information through either the City's website (36.4%) or a mailer or newsletter (36.1%). Less than 10 percent of residents placed priority on accessing information about sports programs over the phone or in person, and an additional 10 percent of respondents did not have a preference or declined to state.

Figure 16 Preferred Method of Accessing Information about Sports Programs



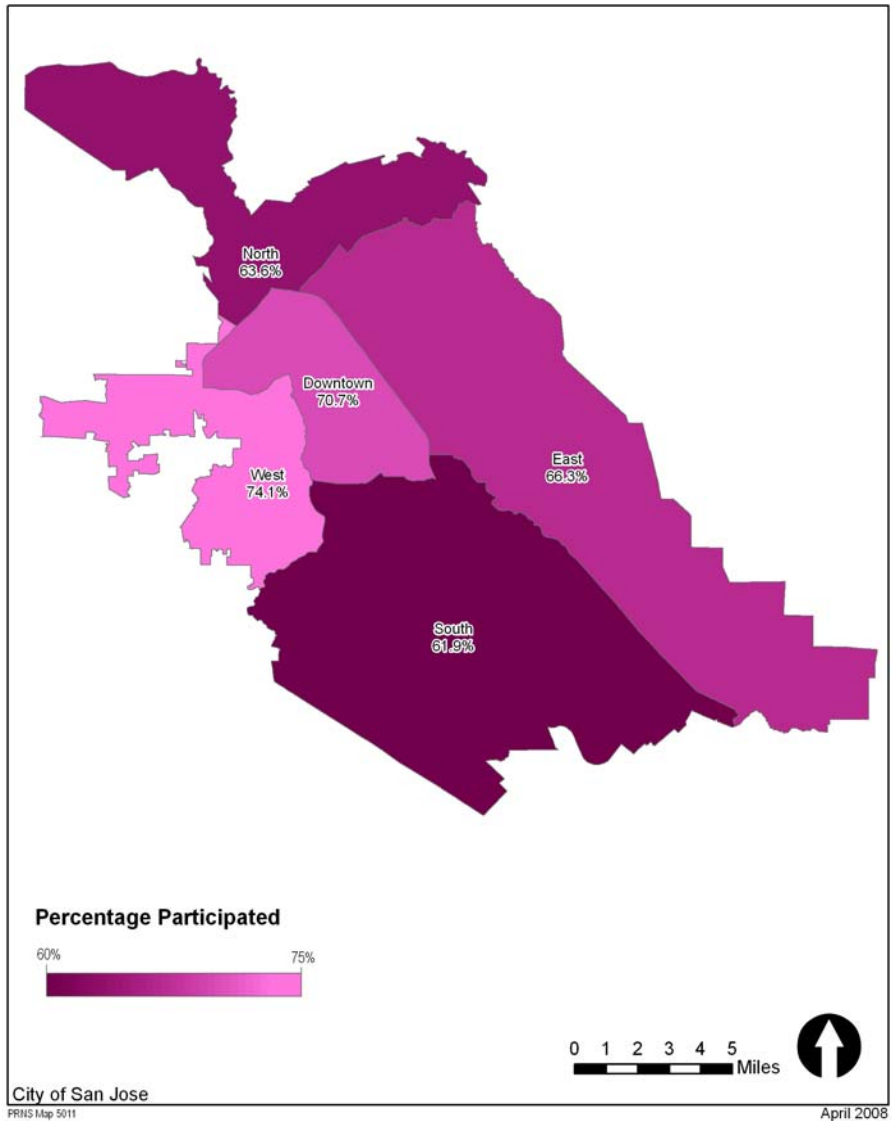
As one might expect, preferences varied by many of the demographic sub-groups examined in the study.

- Residents living in "Very active" households (exercising several times a week) as well as those that used San José sports fields or facilities just about every day cited their top preference as the City's website and were also much more likely than less active households to prefer accessing information in-person.

- Residents in households that engaged in physical activities once a week (but less than several times a week) preferred a mailer or newsletter, the “Somewhat active” group (once a month) were split on their preference, and the “Relatively inactive group” (less than once a month) preferred a mailer or newsletter.
  - Households that had used City sports fields and facilities generally followed the same pattern with the exception of those who used fields or facilities once to several times a year who showed a preference for the City’s website.
- Residents classified as either “Competitors” or “Exercisers” cited their top preference as the City’s website, whereas those classified as “Socializers” preferred a mailer or newsletter.
- Residents who have lived in the City less than 20 years indicated a stronger preference for accessing information on the City’s website, whereas those who have lived in the City 20 years or longer preferred a mailer or newsletter.
- Residents under 55 years of age preferred the City’s website for accessing information about sports programs, whereas residents 55 years and older preferred a mailer or newsletter.
- Residents with a household income less than $25,000 cited their top preference as the City’s website, but this was followed closely by accessing information in-person. The top preference among those with an income between $25,000 and $75,000 was a mailer or newsletter and the preference among those earning more than $75,000 was the City’s website.

HIGHLIGHTS: USE OF FIELDS, FACILITIES, LEAGUES & ORGANIZED SPORTS

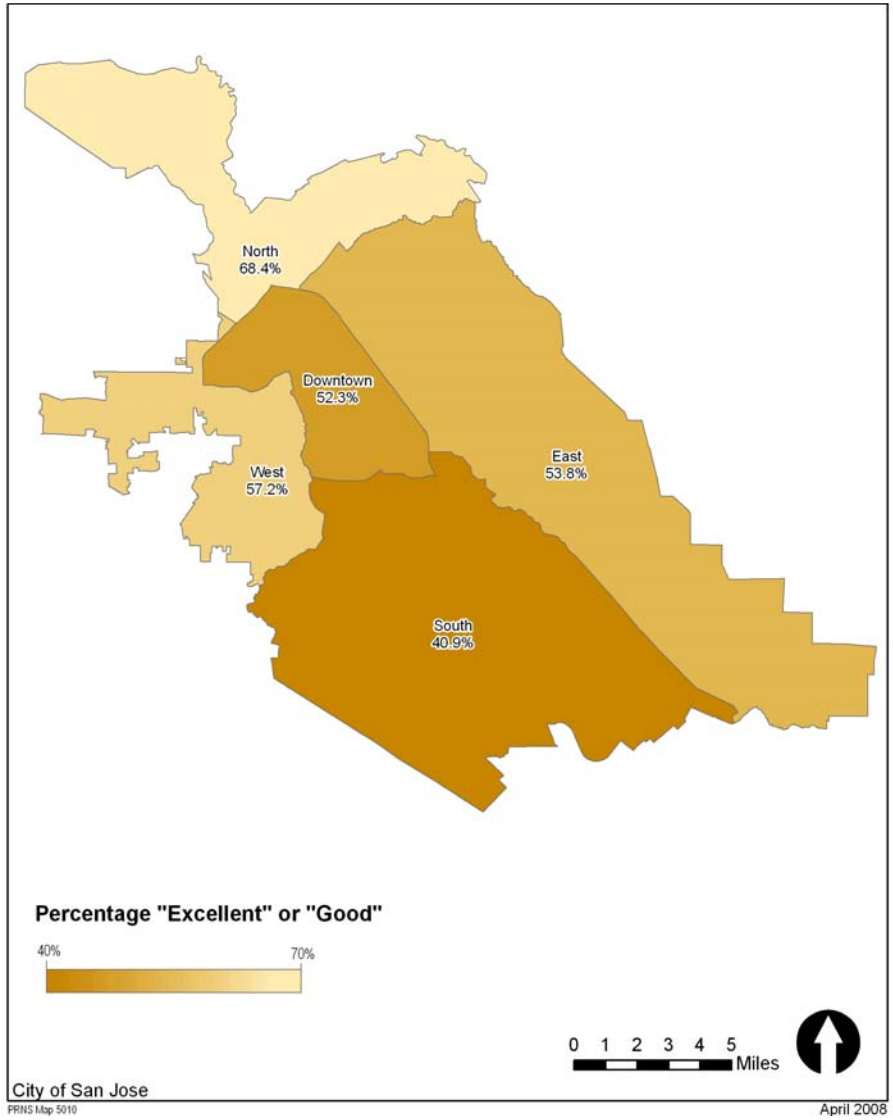
Figure 17 Household Use by Geographic Area



- The map to the left shows the percentage of households in each geographic area of the City that have used the City's sports fields, facilities, leagues, and organized sports activities over the past year. Household use of these facilities and services were highest in the Western part of San José (74%) followed by the downtown region (71%). Households in the Southern (62%) and Northern (64%) parts of the City had the lowest levels of usage.

USER RATINGS FOR FIELD AVAILABILITY

Figure 18 Positive Ratings for Availability of Fields by Geographic Area



- The map to the left shows the percentage of respondents who rated the availability of fields as either “Excellent” or “Good” by geographic area. Respondents from the Southern portion of the City and, to a lesser degree, respondents from the Downtown area were less likely to indicate that the availability of sports fields was “Excellent” or “Good”. At the other end of the spectrum, over two-thirds of respondents from the Northern portion of the City indicated that the availability of sports fields was either “Excellent” or “Good”.

NOTABLE DIFFERENCES BETWEEN USERS AND NON-USERS

One of the main objectives of the study was to understand the sports facility and programming needs of the San José community as a whole, as well as the preferences among different user groups. This section of the report provides information on residents based on their user and psychographic activity profiles.

Use of Fields, Facilities, Leagues, and Organized Sports Activities Provided by the City of San José

Previous sections of this report presented information separately on residents who have used a San José sports fields or facility and those who participated in sports leagues or organized sports activities (in general, not necessarily those offered by the City of San José). This section of the report combines San José field and facility users with those households that have participated in a sports league or recreational activity organized or offered by the City of San José or a San José public school. Taken together, they represent users of San José fields, facilities, leagues, and organized sports activities over the past year.

Overall, 67.5 percent of San José households have used a sports field or facility provided by the City of San José or participated in a sports league or organized sports activity offered or organized by the City of San José in the past year.

Below are the highlights from the comparative analysis of users and non-users.

- Sixty-eight percent of users lived in an "Active" household (exercising or engaging in physical activities at least once a week). Comparatively, 44.1 percent of non-users lived in an active household.
- The majority of users (57.1%) were classified as "Competitors" based on their psychographic profile[14], whereas non-users were typically more evenly split between the three psychographic profiles.
- A higher proportion of users were in the 18 to 24 year group, whereas a higher proportion of non-users were 55 and older. The median ages of respondents living in user and non-user households are shown below.
    - Median respondent age for user households: 39 years
    - Median respondent age for non-user households: 50 years.
- The majority of users had children, whereas the majority of non-users did not.
- Users were more likely to be Hispanic or Latino(a), whereas non-users were more likely to be Caucasian or Asian.

[14] For definitions of the psychographic profiles, please see page 39.

- Users and non-users provided comparable ratings for the level of priority that should be placed on *improvements to existing sports fields in their neighborhood*. Consistent with the overall survey results, the top three priorities among both users and non-users were:

  1. Building or improving restrooms
  2. Providing lighting for evening use
  3. Building or expanding shade structures.

- When asked about *building new sports fields and facilities in their neighborhood*, users, overall, felt each item was more of a priority than non-users. Users and non-users also expressed different rankings for the prioritization of a few of the facilities. Non-users rated outdoor basketball courts as their top priority (ranked 6th among users) and users ranked adult baseball or softball fields (ranked 7th by users and 10th by non-users) and roller hockey rinks higher (ranked 13th by users and 17th or last by non-users). Aside from these three items, however, the remaining rankings were comparable and were generally consistent with the overall results for this question (displayed on page 21).

Top Four Priorities among Users	Top Four Priorities among Non-Users
1. Swimming pools	1. Outdoor basketball courts
2. Youth baseball or softball fields	2. Swimming pools
3. Multi-use gymnasiums	3. Youth baseball or softball fields
4. Grass fields for soccer, rugby or football	4. Multi-use gymnasiums

- When asked to rate the importance of various *amenities that could be incorporated into a new sports field in their neighborhood*, users assigned higher importance ratings to each item than non-users. For example, 73.9 percent of users rated shade structures as important compared with 48.8 percent of non-users (ranked 5th among users and 7th of the 8 items among non-users).

- Both users and non-users viewed programming for youth and restrooms as the top two amenities, but differed on their third. Users viewed lighting for evening use as the third most important, whereas non-users ranked on-site parking third.

Most Important Amenities for Users	Most Important Amenities for Non-Users
1. Programming for youth	1. Restrooms
2. Restrooms	2. Programming for youth
3. Lighting for evening use	3. On-site parking

Household Intensity of Use: Sports Fields and Facilities

Overall, 38.1 percent of San José households have used a San José sports field or facilities at least once a week over the past year, and are classified as “frequent” users. Twenty-nine percent of households used a field or facility less than once a week and are classified as “infrequent” users. Twenty-eight percent of household have not used a field or facility in the past year, and six percent could not recall or declined to state.

Below are the highlights from a comparative analysis of frequent users, infrequent users, and non-users.

- As one might expect. frequent sports field and facility users were the most active overall, with the majority engaging in physical activities several times a week.
- Infrequent users were the most likely to drive to the field or facility, whereas frequent users were more likely to bike, walk, or run.
- The majority of both frequent users (63.0%) and infrequent users (50.4%) were classified as "Competitors" compared with 31.6 percent of non-users.
- The median ages of respondents living in frequent user, infrequent user, and non-user households are shown below.
    - Median respondent age for frequent user households: 38 years
    - Median respondent age for infrequent user households: 40 years
    - Median respondent age for non-user households: 47 years.

- Frequent users were the most likely to have children (60.5%) and in particular, have children 12 years or younger. Frequent users were also the most likely to have more than one child. The majority of infrequent users (51.2%) also had children, whereas the majority of non-users did not have children (59.5% no children).
- Both frequent and infrequent users were more likely to be Hispanic or Latino(a), whereas non-users were more likely to be Caucasian or Asian.
- Over 70 percent of residents in the West Valley, Willow Glen and Cambrian/Pioneer (West) and Central and South (Downtown) areas of the City had used a San José sports field or facility in the past year. Comparatively, use was lowest among residents in the Almaden, Calero, Edenvale and Coyote (South) area of the City (60.6%).
- There were no significant differences in household use of San José fields or facilities by length of residence, homeownership status, gender, or household income.
- Compared with infrequent users, frequent users provided slightly more positive ratings for the availability of restrooms and cleanliness of restrooms at fields and facilities, but were more likely to assign a negative rating to the condition of fields.
- Examining *improvements to existing sports fields in their neighborhood*, frequent users assigned a higher priority than both infrequent users and non-users to installing new backstops, installing new goal posts, and installing new park and spectator seating. Overall, the top three priorities were the same among the three groups, although the prioritization was slightly different for infrequent users.

Frequent Users	Infrequent Users	Non-Users
1. Building or improving restrooms	1. Providing lighting for evening use	1. Building or improving restrooms
2. Providing lighting for evening use	2. Building or improving restrooms	2. Providing lighting for evening use
3. Building or expanding shade structures	3. Building or expanding shade structures	3. Building or expanding shade structures

- When asked about *building new sports fields and facilities in their neighborhood*, frequent users, overall, felt each item was more of a priority than infrequent users who felt each was higher than non-users.
  - Overall, users assigned a higher prioritization to a comprehensive sports complex and adult baseball or softballs fields as compared with non-users.

- Frequent users assigned a higher prioritization to roller hockey rinks, hockey fields for lacrosse and field hockey, and bocce ball fields than infrequent users and non-users.
- Infrequent users assigned a higher prioritization to skate parks than both frequent users and non-users.

Frequent Users	Infrequent Users	Non-Users
1. Swimming pools	1. Grass fields for soccer, rugby or football	1. Outdoor basketball courts
2. Multi-use gymnasiums	2. Youth baseball or softball fields	2. Youth baseball or softball fields
3. Comprehensive sports complex that offers multiple fields and facilities	3. Swimming pools	3. Swimming pools
4. Grass fields for soccer, rugby or football	4. Comprehensive sports complex that offers multiple fields and facilities	4. Multi-use gymnasiums (for basketball, soccer, volleyball, etc)

- When asked to rate the importance of various *amenities that could be incorporated into a new sports field in their neighborhood*, frequent and infrequent users assigned comparable ratings to each item. The importance ratings assigned by both frequent and infrequent users were much higher than those assigned by non-users. Below are the top three amenities by user group.

Frequent Users	Infrequent Users	Non-Users
1. Programming for youth	1. Programming for youth	1. Restrooms
2. Restrooms	2. Restrooms	2. Programming for youth
3. Lighting for evening use	3. Lighting for evening use	3. On-site parking

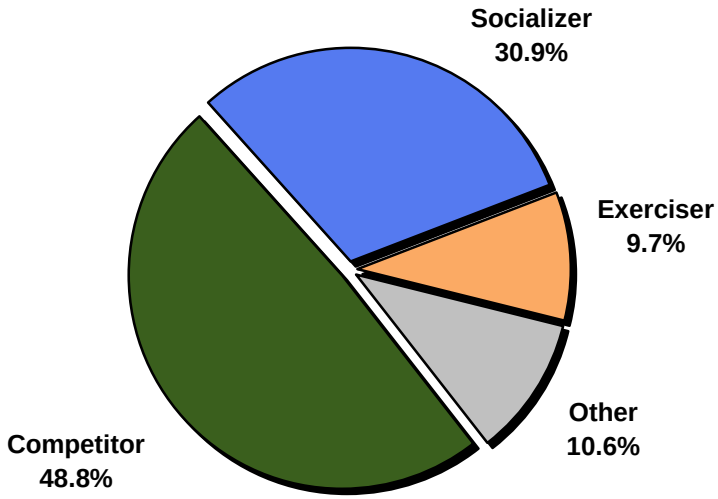
Psychographic Activity Profiles

During the survey, respondents were asked to detail their level of agreement with various statements about their motivation for exercising and participating in physical activities, sports, and athletics. An analysis of their responses to this question allows respondents to be grouped as either "Competitors," "Socializers," or "Exercisers."

Competitors were residents who agreed with the statement "I participate in sports and athletics because I like to test myself and compete against others." Socializers agreed with the statement "I participate in physical activities because it is a great way to spend time with friends and family," but did not agree with the statement about competition. "Exercisers" were those that did not agree with either of the first two statements but identified with at least one of the following statements "I exercise because of the health benefits of being active" or "I exercise because I want to look good and feel refreshed."

Overall, 48.8 percent of respondents were classified as competitors, 30.9 percent as socializers, and 9.7 percent as exercisers. The remaining 10.6 percent either disagreed or were neutral on the four questions and could not be classified into one of the three groups.

Figure 19 Psychographic Activity Profile



Below are the highlights from the comparative analysis of competitors, socializers, and exercisers.

- Competitors were the most active of the three groups, with 44.4 percent exercising or engaging in physical activities several times a week. Socializers were also active, although not quite as much as competitors. Socializers tended to engage in physical activities only once a week and exercisers were the least active of the three groups.
- Competitors were also more likely than the others to live in a household that has used a San José sports field or facility over the past year. However, competitors and socializers were equally likely to have participated in sports leagues or organized sports activity in the past year. Exercisers reported the lowest use of fields and facilities as well as sports leagues and organized activities.
- The majority of competitors were male, whereas the majority of socializers and exercisers were female. Competitors were also more likely to be Hispanic or Latino(a). In addition, monolingual Hispanic/ Latino(a) and those who felt more comfortable speaking Spanish were the most likely to be competitors.
- Of the three groups, exercisers were the most likely to own their home, be Caucasian, not have children in the home, and be 55 years or older.
- Competitors were the youngest of the three groups, followed by socializers, and then exercisers.
    - Median age for competitors: 38 years
    - Median age for socializers: 42 years
    - Median age for exercisers: 51 years.
- The median income of exercisers was slightly lower than the median income of competitors and socializers ($50,001 to $75,000 vs. $75,001 to $100,000).
- When asked to prioritize *improvements to existing sports fields in their neighborhood*, competitors, socializers, and exercisers each viewed building or improving restrooms and providing lighting for evening use as number one and two. However, competitors ranked expanding and improving parking as third, whereas the other two groups were consistent with the overall survey results and ranked building or expanding shade structures as third.
- As one might expect, both competitors and socializers were more likely than exercisers to view installing new park and spectator seating and building and improving concession areas as high priorities.

- When asked about *building new sports fields and facilities in their neighborhood*, competitors, socializers, and exercisers held similar views. Although the order was different for each group, the top five priorities were the same.

Competitors	Socializers	Exercisers
1. Swimming pools	1. Multi-use gymnasiums	1. Youth baseball or softball fields
2. Youth baseball or softball fields	2. Grass fields for soccer, rugby or football	2. Swimming pools
3. Multi-use gymnasiums	3. Swimming pools	3. Outdoor basketball courts
4. Grass fields for soccer, rugby or football	4. Youth baseball or softball fields	4. Multi-use gymnasiums
5. Outdoor basketball courts	5. Outdoor basketball courts	5. Grass fields for soccer, rugby or football

- When asked to rate the importance of various *amenities that could be incorporated into a new sports field in their neighborhood*, the three groups each rated programming for youth and restrooms as the top two. However, they each placed a different item in the third position. Competitors viewed lighting for evening use as third, socializers viewed on-site staff supervision third, and exercisers rated on-site parking third.

- In addition to lighting, competitors were the most likely to rate programming for adults, shade structures, and concessions as important amenities for a new field.

COMPARATIVE RESULTS

The results from San José's Sports Fields Survey reveal both similarities and differences with comparable parks and recreation surveys conducted in California and throughout the country. This section compares the priorities of San José residents with residents from other communities that have completed surveys on parks and recreation.

Improving Facilities to Expand Access and Availability to Sports Fields and Recreational Opportunities

From a big picture perspective, residents are typically focused on either improving current parks or recreation facilities (quality), expanding the number of parks and recreation facilities (quantity), or they indicated that both the quality of facilities and the quantity of parks and recreation amenities needs to be increased. In San José, residents indicated that current facilities need to be improved, but not because they are unhappy with the quality of current facilities, which is often the case in comparable communities, but because they view improving the current facilities as a way to improve access and availability of these resources.

Seldom do we see a majority of respondents agree on any open-ended questions related to parks and recreation. Yet among respondents who indicated they were dissatisfied with the City's efforts to provide sports fields and recreational facilities, over 50 percent revealed that the reason for their dissatisfaction was that there was not enough access to these resources or that they were too congested to use adequately. Similar results from the Greenprint Survey revealed that residents, while typically satisfied with the City's parks and recreation resources and services, wanted to see access increased at local schools and improvements made at local parks so a larger portion of residents could use these resources.

Compared to other cities, it is not atypical that San José residents place a high priority on increasing access to sports fields and other recreational facilities. In fact, residents' priorities among other communities often indicate lack of access to facilities and/or congestion at current facilities as an important problem that the city should focus on. However, although residents in other communities may often agree on the problem, they do not necessarily have agreement on how the problem should be dealt with. San José residents, on the other hand, embraced two possible solutions to the congestion and lack of access to sports fields and recreation facilities. These potential solutions include increasing corporate partnerships and renovating schools to increase recreational opportunities. The results of research revealed;

- About three in every four respondents agreed (either strongly agreed or just agreed) with the statement "The City of San José should develop partnerships with organizations and for-profit corporations to expand and develop recreational facilities and services."
- Almost two-thirds of respondents in the Greenprint Survey indicated that renovating and improving school grounds to improve usage by the community for recreational purposes should be a high priority, the highest ranking of the 11 issues that were examined in that set of questions[15].

[15] For more information on this question, see San José Greenprint Survey, 2008 BW Research Partnership Inc., Question 6a.

The Bathroom Dilemma

Residents from communities up and down California, and even regions outside the state, are typically not satisfied with the quality and availability of bathrooms. Bathrooms generally rate high in importance because it is something that everyone uses and generally low in satisfaction. Communities will often see bathrooms as a top three priority for new and improved facilities and San José is no exception. While typical survey results should not lead the City of San José to ignore the findings related to bathrooms, the City should recognize that it is unlikely that residents will ever place a high level of satisfaction on the bathrooms provided at sports fields and recreational facilities. Rather than focusing on high satisfaction as a goal for bathrooms, it is probably worth focusing on a relatively low level of dissatisfaction among bathroom users at sports fields and recreational facilities managed by the City.

Priority of Youth Sports vs. Adult Sports

Almost universally, residents place a higher priority on youth-related sports and recreation programs and services compared to their adult counterparts. A survey of residents in one of California's most populated counties had more than three times as many residents place a high priority on youth sports and recreation programs as compared to the amount of residents than placed a high priority on adult sports and recreation programs. The substantial priority differences between youth and adult programs and services is typical and if anything San José residents revealed less differences in youth vs. adult recreational priorities when compared to other survey results. The results of the Sports Fields Survey provide a few comparisons between new youth and adult programs and facilities, including;

- Over a quarter of residents (29%) placed a high priority on new adult baseball or softball fields, with just over a third of residents (36%) placing a high priority on new youth baseball or softball fields.
- In terms of new sports fields and recreational programming, well over half of residents (62%) indicated that programming for adults was either extremely important or important and just over three-quarters of residents (77%) indicated programming for youth was either extremely important or important.
- Sixty percent of San José residents agreed with the statement that "the City should subsidize the cost of sports programs for adults" and less than a quarter of residents (23%) disagreed with the statement.

Overall, it is worth noting the relative importance of adult sports facilities and programming among San José residents even it is considered somewhat less important than youth sports facilities and programming.

CONCLUSIONS

BW Research offers the following conclusions to San José's Parks, Recreation and Neighborhood Services;

Congestion and Expanding Access

San José residents are active, they place a high value on sports fields and facilities in their community, and a majority of households are using these resources at least on a monthly basis. Given the importance and demand for sports fields and facilities among residents, it should not be surprising that one of the central themes in the surveys findings is the need to alleviate **congestion** and find new ways to **increase and improve access** to sports fields and facilities.

Residents did not only consistently indicate a need to reduce congestion at sports fields and facilities they also placed a high priority on some strategies that could be used to alleviate that congestion and improve access to these valuable resources. These strategies include:

- **Provide lighting at sports fields to extend usage** – respondents consistently indicated that lighting at fields and recreational facilities should be a priority.
- **Develop partnerships to expand facilities and access to services** –over 70 percent of respondents agreed that partnerships, even with for profit corporations, should be developed to expand and extend facilities and services.
- **Improve transportation access to fields and facilities** – residents are willing to drive up to 15 minutes to get to a sports field or facility but are still indicating some need for improved parking and/or access to public transportation.

Given the importance of access to sports fields and recreational facilities, residents will likely be supportive of other creative strategies to expand their ability to use these scarce resources. This could include developing parks in old shopping centers as well as improving resources and access to facilities at schools and colleges.

Satisfaction Assessment

Residents were generally satisfied with the job the city is doing to provide sports fields, facilities and sports leagues in San José. Eight out of 10 respondents indicated they were satisfied with the job the City was doing providing sports fields and recreational facilities and a majority of users gave an excellent or good rating for all of the characteristics examined in connection to the fields and facilities except for those related to restrooms. A more detailed analysis of the survey results provides some direction on areas where the City can improve residents' satisfaction with sports fields and facilities even more.

- **New residents (2 years or less)** indicated they were less satisfied with the job the City is doing to providing sports fields and facilities. One explanation for the relatively low satisfaction among newer residents can be tied to the need for more information and new residents' lack of awareness of the facilities and resources in their community.

- **Restrooms** are typically an area that residents are less satisfied with and San José residents are no exception. Residents gave low ratings of satisfaction for restrooms and placed a high priority on building or improving restrooms. This is an area where small improvements in cleanliness and access are likely to yield relatively high increases in satisfaction.

- **Very active** households are more likely by definition to be the super-users of the City's recreational resources. This group is typically more demanding in the types of recreational facilities that are available and it is not surprising that they are somewhat less satisfied than respondents from less active households. The building priorities of this group should be evaluated when considering building facilities as they are the most likely to use the new facilities.

APPENDIX A: TOPLINE RESULTS

[bw] RESEARCH PARTNERSHIP

City of San José
Parks, Recreation
& Neighborhood Services
Resident Survey
February 2008

SPORTS-FIELDS

Preliminary Toplines (n=603)

Introduction:

Hello, my name is _____ and I'm calling on behalf of the City of San José. The City has hired BW Research, an independent research agency, to conduct a survey concerning issues in your community and we would like to get your opinions. This should just take a few minutes of your time.

I assure you that we are an independent research agency and that all of your responses will remain strictly confidential.

For statistical reasons, I would like to speak to the youngest adult currently at home that is at least 18 years of age.

(IF THERE IS NO ADULT AT LEAST 18 AVAILABLE, ASK FOR CALLBACK TIME)

(If needed): This is a study about issues of importance in your community – it is a survey only and we are not selling anything.

(If needed): This survey should only take a few minutes of your time.

(If the individual mentions the national do not call list, respond according to American Marketing Association guidelines): "Most types of opinion and marketing research studies are exempt under the law that congress recently passed. That law was passed to regulate the activities of the telemarketing industry. This is a legitimate research call. Your opinions count!")

PLEASE NOTE TRADITIONAL ROUNDING RULES APPLIED
NOT ALL PERCENTAGES WILL EQUAL EXACTLY 100%

Completed Surveys by Language:

502 in English (83.3%)
71 in Spanish (11.8%)
30 in Vietnamese (5.0%)

Screener Questions

A. What is your home zip code? (If respondent gives the PO Box zip codes, prompt them to give their home zip code for survey purposes).

100%	SEE ZIP CODES ON SPREAD SHEET
0%	Other [Specify:_____] [Thank and terminate]
0%	Don't know/ refused [Thank and terminate]

Only asked if live in zips 94089 or 95037 (n=19)
B. Before we begin, I want to confirm that you live within our study area. Are you currently a resident of the City of San José?

100%	Yes	
0%	No	[Thank and terminate]

``

I. INTRODUCTION AND BIG PICTURE ASSESSMENT WITH RECREATION AND SPORTS OPPORTUNITIES IN THE COMMUNITY

1. To begin, how long have you lived in the City of San José?

6.1%	2 years or less
5.3%	3 to 4 years
16.0%	5 to 9 years
25.8%	10 to 19 years
46.3%	20 years or more
0.6%	(Don't Read) DK/NA

Now I would like to ask you about recreation and sports opportunities in San José.

2. Are you satisfied or dissatisfied with the job the City of San José is doing to provide sports fields and recreational facilities for residents? (GET ANSWER, THEN ASK:) Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

All Respondents (n=603)		**With DK/NA Factored Out (n=513)**	
31.9%	Very satisfied	37.5%	Very satisfied
36.6%	Somewhat satisfied	43.0%	Somewhat satisfied
12.3%	Somewhat dissatisfied	14.4%	Somewhat dissatisfied
4.4%	Very dissatisfied	5.1%	Very dissatisfied
14.9%	(Don't Read) DK/NA		

Q3 only asked if indicated dissatisfaction in Q2 (n=100)

3. In your opinion, what is the most important thing that the City of San José could do to improve sports programs, fields and facilities for residents? (DO NOT READ – ALLOW TOP TWO RESPONSES)

53.1%	More sports fields and facilities, too congested
34.1%	Cleaner bathrooms
12.1%	Better public transportation to sports fields
15.8%	More lighted fields for use
12.8%	More lighted areas for safety
4.6%	More bathrooms
3.8%	More youth programs
3.9%	More/ better tennis courts
2.8%	Increase park space
1.6%	More/ better pools
2.8%	Improve upkeep of facilities
2.7%	Spend more money
2.3%	Ban smoking at facilities
1.8%	Decrease costs
5.0%	Other (please specify_____)
10.7%	(Don't Read) DK/NA

4. Overall, how would you characterize your household in terms of how active or how often you engage in physical activities and exercise?

34.0%	Very active, exercising several times a week
25.2%	Active, exercising once a week or more
20.8%	Somewhat active, exercising once a month or more
8.7%	Relatively inactive, exercising less than once a month
6.3%	(Don't Read) Depends, some household members are more active than others
5.0%	(Don't Read) DK/NA

II. FUNDING AND PARTNERSHIPS

5. Please tell me whether you agree or disagree with each of the following statements related to funding San José's sports programs and facilities.

   Here's the (first/next) one: _____. (READ ITEM AND ASK:) Do you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the statement?

RANDOMIZE

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	(DON'T) READ) DK/NA
A. Sports programs and facilities are important to our community	40.3%	45.8%	6.2%	3.8%	0.9%	2.9%
B. The City should subsidize the cost of sports programs for adults	22.4%	37.6%	11.7%	20.7%	2.4%	5.2%
C. Sports field fees for organized groups such as Little League should include the cost of field maintenance	20.8%	43.0%	11.2%	13.6%	3.9%	7.6%
D. The City of San José should develop partnerships with organizations and for-profit corporations to expand and develop recreational facilities and services	28.6%	46.1%	9.5%	9.5%	1.3%	4.9%

III. INTRODUCTION AND AN ASSESSMENT OF USAGE AND SATISFACTION OF SPORTS FIELDS AND FACILITIES

Now I want you to think about sports facilities run by the City of San José. These fields and facilities include grass fields for sports such as soccer and baseball and courts for sports such as basketball and roller hockey.

6. In the last 12 months, how often have you or members of your household used any of the sports fields or facilities provided by the City of San José?

12.8%	Just about every day
25.3%	At least once a week
16.4%	At least once a month
12.2%	Once to several times a year
27.6%	Have not used City's sports fields in the last 12 months **(SKIP TO Q10)**
5.7%	(Don't Read) DK/NA **(SKIP TO Q10)**

Q7 only asked if household has used a sports field or facility provided by the City in the past year (n=402)

7. How do you or members of your household primarily travel to sports fields or facilities, using a car, using a bike, taking public transportation, or walking and/or running?

58.5%	Using a car
11.5%	Using a bike
2.4%	Taking public transportation
25.4%	Walking and/or running
2.1%	(Don't Read) DK/NA

Q8 only asked if household has used a sports field or facility provided by the City in the past year (n=402)

8. Thinking about your primary form of travel to get to sports fields and facilities, how many minutes are you typically willing to travel to get to a sports field or facility?

Given the small sample size for those who took public transportation (10 respondents), caution should be utilized when generalizing their results.

		Q7 Primary travel method to sports fields or facilities			
	Overall	Using a car	Using a bike	Taking public transportation	Walking and or running
Base	402	235	46	10	102
5 minutes or less	19.1%	18.2%	16.7%	-	25.6%
6 to 10 minutes	22.8%	23.7%	13.1%	8.8%	25.5%
11 to 15 minutes	20.4%	23.8%	11.7%	-	20.2%
16 to 20 minutes	11.8%	11.8%	15.8%	15.2%	9.7%
21 to 30 minutes	11.1%	11.1%	10.3%	18.8%	11.9%
More than 30 minutes	5.0%	3.2%	13.0%	41.9%	2.3%
DK/NA	9.8%	8.2%	19.4%	15.2%	4.8%

	Overall	Car	Bike	Walking or Running
Mean	17.4 minutes	16.2 minutes	23.2 minutes	14.8 minutes
Median	15 minutes	15 minutes	15 minutes	10 minutes

Q9 only asked if household has used a sports field or facility provided by the City in the past year (n=402)

9. Now I would like to ask you about the sports fields in your neighborhood, please rate the local sports fields in the following areas.

RANDOMIZE

		Excellent	Good	Fair	Poor	Very Poor	(DON'T) READ) DK/NA
A.	Condition of fields	14.0%	39.4%	27.9%	10.7%	1.8%	6.2%
B.	Availability of fields	13.9%	34.8%	30.7%	8.7%	3.9%	8.0%
C.	Availability of parking	14.2%	35.3%	28.1%	13.0%	3.9%	5.5%
D.	Cleanliness of restrooms	9.0%	24.2%	33.6%	13.8%	8.2%	11.1%
E.	Availability of restrooms	11.4%	32.5%	28.6%	11.9%	5.3%	10.2%
F.	Safety and security at the fields	11.0%	34.6%	29.7%	12.2%	3.6%	8.9%

Question 9 with "Don't Know/ No Answer" (DK/NA) Filtered Out

RANDOMIZE

		Excellent	Good	Fair	Poor	Very Poor	(DON'T) READ) DK/NA
A.	Condition of fields	15.0%	42.0%	29.7%	11.4%	2.0%	
B.	Availability of fields	15.1%	37.8%	33.4%	9.5%	4.2%	
C.	Availability of parking	15.0%	37.3%	29.7%	13.8%	4.1%	
D.	Cleanliness of restrooms	10.1%	27.2%	37.8%	15.6%	9.3%	
E.	Availability of restrooms	12.7%	36.2%	31.8%	13.3%	5.9%	
F.	Safety and security at the fields	12.1%	38.0%	32.6%	13.3%	3.9%	

Next I am going to ask you about the use of San José's sports facilities and fields.

10. Thinking about existing sports fields in your neighborhood, which of the following improvements do you think should be a high, medium or low priority?

    For each one, please indicate if it should be a high, medium or low priority for improving existing sports fields in your neighborhood? (REPEAT SCALE AS NEEDED)

RANDOMIZE

		High	Medium	Low	(DON'T READ) DK/NA
A.	Installing synthetic turf	18.9%	32.0%	35.6%	13.5%
B.	Expanding and improving parking	27.2%	35.6%	26.3%	10.9%
C.	Building or improving restrooms	43.4%	30.9%	15.0%	10.7%
D.	Building or expanding shade structures	29.9%	36.4%	24.3%	9.4%
E.	Installing new park & spectator seating	23.1%	37.4%	28.2%	11.3%
F.	Installing new backstops	20.6%	36.9%	23.6%	18.8%
G.	Providing lighting for evening use	39.5%	28.7%	21.2%	10.6%
H.	Installing new goals	23.8%	34.3%	27.7%	14.3%
I.	Building or improving concession areas	21.0%	33.0%	33.0%	13.1%

Question 10 with "Don't Know/ No Answer" (DK/NA) Filtered Out

RANDOMIZE

		High	Medium	Low	(DON'T READ) DK/NA
A.	Installing synthetic turf	21.8%	37.0%	41.2%	
B.	Expanding and improving parking	30.5%	40.0%	29.5%	
C.	Building or improving restrooms	48.6%	34.7%	16.8%	
D.	Building or expanding shade structures	33.0%	40.2%	26.8%	
E.	Installing new park & spectator seating	26.1%	42.1%	31.8%	
F.	Installing new backstops	25.4%	45.5%	29.1%	
G.	Providing lighting for evening use	44.2%	32.1%	23.7%	
H.	Installing new goals	27.7%	40.0%	32.3%	
I.	Building or improving concession areas	24.2%	37.9%	37.9%	

III. PRIORITIES FOR BUILDING NEW SPORTS FIELDS AND FACILITIES

Now I want get your opinion regarding the development or building of new sports fields and facilities in San José.

11. Thinking about the different types of sports fields and facilities in your neighborhood, if the City was to build or develop a new field or facility which should be a high, medium or low priority?

    For each type of sports field or facility, please indicate if it should be a high, medium or low priority for building or developing in your neighborhood?

RANDOMIZE

		High	Medium	Low	(DON'T READ) DK/NA
A.	Tennis courts	28.4%	35.3%	26.3%	10.0%
B.	Grass fields for soccer, rugby or football	35.8%	32.7%	21.0%	10.5%
C.	Adult baseball or softball fields	28.6%	34.6%	25.3%	11.6%
D.	Youth baseball or softball fields	36.2%	34.4%	18.5%	10.9%
E.	Cricket ovals	11.4%	23.9%	46.1%	18.6%
F.	Outdoor basketball courts	36.2%	33.9%	21.0%	8.9%
G.	Multi-use gymnasiums (for basketball, soccer, volleyball, etc.)	36.1%	32.1%	20.8%	11.1%
H.	Skate parks	26.8%	31.4%	29.7%	12.1%
I.	Swimming pools	38.6%	30.0%	21.7%	9.8%
J.	Roller hockey rinks	16.5%	30.5%	40.1%	12.9%
K.	Comprehensive sports complex that offers multiple fields and facilities	33.6%	31.6%	24.2%	10.6%
L.	Handball or racquetball courts	18.0%	33.3%	37.4%	11.2%
M.	BMX parks	21.2%	29.6%	34.8%	14.4%
N.	Golf courses	16.4%	26.2%	46.3%	11.1%
O.	Bocce ball fields	14.3%	26.5%	40.3%	19.0%
P.	Horseshoe pits	12.6%	27.6%	45.3%	14.6%
Q.	Hockey fields for lacrosse and field hockey	16.7%	32.0%	37.6%	13.7%

Question 11 with "Don't Know/ No Answer" (DK/NA) Filtered Out

RANDOMIZE

		High	Medium	Low	(DON'T READ) DK/NA
A.	Tennis courts	31.6%	39.2%	29.2%	
B.	Grass fields for soccer, rugby or football	40.0%	36.5%	23.5%	
C.	Adult baseball or softball fields	32.3%	39.1%	28.6%	
D.	Youth baseball or softball fields	40.6%	38.6%	20.8%	
E.	Cricket ovals	13.9%	29.4%	56.7%	
F.	Outdoor basketball courts	39.7%	37.2%	23.1%	
G.	Multi-use gymnasiums (for basketball, soccer, volleyball, etc.)	40.5%	36.1%	23.4%	
H.	Skate parks	30.5%	35.7%	33.8%	
I.	Swimming pools	42.8%	33.2%	24.0%	
J.	Roller hockey rinks	19.0%	35.0%	46.1%	
K.	Comprehensive sports complex that offers multiple fields and facilities	37.6%	35.3%	27.1%	
L.	Handball or racquetball courts	20.3%	37.5%	42.2%	
M.	BMX parks	24.8%	34.5%	40.7%	
N.	Golf courses	18.4%	29.5%	52.1%	
O.	Bocce ball fields	17.7%	32.7%	49.7%	
P.	Horseshoe pits	14.7%	32.3%	53.0%	
Q.	Hockey fields for lacrosse and field hockey	19.3%	37.1%	43.6%	

12. Next, if a new sports field was built in your neighborhood how important are the following services and facilities at the field. For each service or facility, please tell me if it is extremely important, important (IF NEEDED just important), somewhat important or not at all important?

RANDOMIZE	Extremely Important	Important	Somewhat Important	Not at all Important	[Don't Read] No Opinion
A. Programming for youth	46.4%	30.5%	12.2%	5.6%	5.2%
B. Programming for adults	27.5%	34.8%	23.5%	8.6%	5.7%
C. On-site parking	30.4%	37.8%	19.0%	8.5%	4.3%
D. Concessions	16.3%	29.5%	27.0%	21.3%	5.9%
E. Restrooms	42.9%	33.6%	13.3%	5.3%	4.9%
F. Shade structures	26.7%	36.6%	20.1%	11.9%	4.7%
G. On-site staff supervision	30.8%	33.4%	22.0%	9.6%	4.2%
H. Lighting for evening use	36.5%	31.5%	18.6%	8.8%	4.5%

Question 12 with "No Opinion" Filtered Out

RANDOMIZE	Extremely Important	Important	Somewhat Important	Not at all Important	[Don't Read] No Opinion
A. Programming for youth	49.0%	32.2%	12.9%	5.9%	
B. Programming for adults	29.1%	36.8%	24.9%	9.1%	
C. On-site parking	31.7%	39.5%	19.8%	8.9%	
D. Concessions	17.4%	31.3%	28.7%	22.6%	
E. Restrooms	45.1%	35.3%	14.0%	5.5%	
F. Shade structures	28.0%	38.4%	21.1%	12.5%	
G. On-site staff supervision	32.1%	34.9%	23.0%	10.0%	
H. Lighting for evening use	38.3%	33.0%	19.5%	9.2%	

IV. PSYCHOGRAPHIC PROFILE OF EXERCISE BENEFITS

Now I would like to ask you about why you or members of your household participate in sports and athletics.

13. Please tell me whether you agree or disagree with each of the following statements.

Here's the (first/next) one: _____. (READ ITEM AND ASK:) Do you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the statement?

RANDOMIZE

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	(DON'T) READ) DK/NA
A. I participate in sports and athletics because I like to test myself and compete against others	16.5%	32.2%	18.3%	21.6%	5.1%	6.2%
B. I exercise because of the health benefits of being active	40.8%	43.3%	6.3%	3.2%	1.2%	5.2%
C. I exercise because I want to look good and feel refreshed	31.4%	42.1%	12.4%	7.9%	1.2%	5.1%
D. I participate in physical activities because it is a great way to spend time with friends and family	31.1%	46.4%	9.4%	7.1%	0.8%	5.3%

V. INTRODUCTION AND AN ASSESSMENT OF USAGE AND SATISFACTION OF SPORTS PROGRAMS

Next I would like you to think about the sports programs that are offered in the City of San José.

14. Have you or any members of your household participated in a sports league or an organized sports activity in the last 12 months, if so which leagues or which activities? [ALLOW MULTIPLE RESPONSES]

10.0%	Summer sports camps for youth
2.4%	Youth Roller Hockey League
3.5%	Mayor's Basketball Tournament
1.1%	Hershey's Track Meet
2.9%	Adult Basketball League
5.6%	Adult Soccer League
2.2%	Reservation of a sports field
1.7%	Reservation of a gymnasium
6.7%	Informal leagues at neighborhood parties or school
5.8%	After-school sports camps
3.6%	(Don't Read) DK/NA **(SKIP TO Q17)**
73.3%	No, no one in the household has participated in the last 12 months **(SKIP TO Q17)**

Q15 only asked if household has participated in a sports league or organized sports activity in the past year (n=139)

15. Who organizes or offers the sports league or sports activity? [IF NEEDED READ OPTIONS]

44.2%	City of San José (including schools)
30.3%	Non-profit organization (YMCA, Boys & Girls Club, Church)
2.1%	For-profit organization (24-hour Fitness, Bally's)
2.9%	Country club or similar organization
7.9%	Informal group (friends, neighbors)
1.3%	Other (please specify_____)
11.3%	(Don’t Read) DK/NA

Q16 only asked if household has participated in a sports league or organized sports activity in the past year *and* the City of San José was the organizer (n=59)

16. Now I would like to ask you to rate San José's sports programs on the following areas.

RANDOMIZE

		Excellent	Good	Fair	Poor	Very Poor	(DON'T) READ) DK/NA
A.	Condition of facilities that are used	17.5%	46.1%	24.6%	4.5%	1.3%	6.0%
B.	Quality of the programs	13.9%	51.8%	19.2%	9.2%	0.0%	6.0%
C.	Availability in your neighborhood	16.3%	50.4%	19.8%	6.3%	0.0%	7.3%
D.	Affordable	19.2%	41.3%	18.8%	12.3%	2.5%	6.0%
E.	Offered at convenient times	20.7%	40.2%	29.9%	5.2%	1.4%	2.5%
F.	Availability of parking	12.9%	47.5%	24.6%	9.0%	0.0%	6.0%
G.	Safety and security at facilities or at programs	16.9%	38.5%	25.1%	12.7%	0.0%	6.7%

Question 16 with "Don't Know/ No Answer" (DK/NA) Filtered Out

RANDOMIZE

		Excellent	Good	Fair	Poor	Very Poor	(DON'T) READ) DK/NA
A.	Condition of facilities that are used	18.7%	49.0%	26.2%	4.7%	1.4%	
B.	Quality of the programs	14.7%	55.0%	20.4%	9.8%	0.0%	
C.	Availability in your neighborhood	17.5%	54.4%	21.3%	6.8%	0.0%	
D.	Affordable	20.4%	43.9%	20.0%	13.1%	2.7%	
E.	Offered at convenient times	21.2%	41.3%	30.6%	5.4%	1.5%	
F.	Availability of parking	13.7%	50.5%	26.1%	9.6%	0.0%	
G.	Safety and security at facilities or at programs	18.1%	41.3%	26.9%	13.6%	0.0%	

Lastly, I want to ask about getting information about citywide sports programs

17. Of the following, which is your most preferred option for accessing information about city sports programs: over the phone, in person, on the Internet using the City's website, or through a mailer or newsletter? (READ RESPONSES AND ACCEPT FIRST RESPONSE ONLY)

9.4%	Phone
8.5%	In-person
36.4%	City's website
36.1%	Mailer or newsletter
9.6%	(Don't Read) DK/NA

To wrap things up, I just have a few background questions for comparison purposes only.

A. Do you own or rent the unit in which you live?

32.1%	Rent
60.9%	Own
6.9%	(Don't Read) Refused

B. In what year were you born? 19_ _ Recoded into Age

10.5%	18 to 24 years
16.3%	25 to 34 years
20.4%	35 to 44 years
17.1%	45 to 54 years
10.8%	55 to 64 years
11.2%	65 years or older
13.6%	(Don't Read) Refused

C. Please tell me how many children under 19 years of age live in your household?

17.1%	One
18.2%	Two
13.0%	Three or more
45.3%	None **(SKIP TO QE)**
6.4%	(Don't Read) Refused **(SKIP TO QE)**

QD only asked if household has children (n=291)

D. What are the ages of the Children living in your household? [ALLOW MULTIPLE RESPONSES]

47.9%	0 to 5 (pre-school)
48.9%	6 to 12 (grade-school)
39.1%	13 to 18 (middle and high school)
5.6%	(Don't Read) Refused

E. What ethnic group do you consider yourself a part of or feel closest to? (IF HESITATE, READ):

All Respondents (n=603)		**With DK/NA Factored Out (n=562)**	
12.9%	Asian - Vietnamese	13.9%	Asian - Vietnamese
1.6%	Asian - Japanese	1.7%	Asian - Japanese
3.5%	Asian - Filipino	3.8%	Asian - Filipino
4.5%	Asian - Chinese	4.9%	Asian - Chinese
5.9%	Asian - Other	6.4%	Asian - Other
1.0%	Pacific Islander	1.1%	Pacific Islander
3.0%	Black or African American	3.2%	Black or African American
27.0%	Hispanic or Latino	29.0%	Hispanic or Latino
31.7%	White	34.0%	White
2.0%	Other (Specify:_____)	2.1%	Other (Specify:_____)
6.8%	(Don't Read) DK/NA		

F. I am going to read some income categories, please stop when I reach the one that best describes your current total household income for the last 12 months? (IF HESITATE, READ):

8.4%	Below $25,000
16.7%	$25,000 to $50,000
15.5%	$50,001 to $75,000
19.6%	$75,001 to $100,000
12.1%	$100,001 to $150,000
8.3%	More than $150,000
19.4%	(Don't Read) DK/NA

G. Lastly, would you be interested in receiving program announcements and/or other information on recreation programs available to San José residents in the future. If so, can I get your name, phone, email address or mailing address for our records?

216 respondents indicated interest (36%), 208 provided contact information

A. Name _____

B. Preferred phone number

C. email _____

D. Mailing address _____

Those are all of the questions I have for you.
Thank you very much for participating!

H. Gender (Recorded from voice, not asked):

49.6%	Male
50.4%	Female

ATTACHMENT C – OPPORTUNITY SITES

Thirty nine total sites and/or opportunities were identified.

Twenty-four of these are "small" sites/opportunities and 15 are large sites/opportunities. Since small and large opportunity sites are extremely different in nature related to the final product and the ease of construction, they are divided into separate categories for these rankings.

Small Sites

The top 5 small site opportunities are as follows:

1. **Hitachi Fields:** Currently the City of San Jose is developing a turnkey agreement with Hitachi Corporation. The City should continue to pursue this agreement and encourage the developer to construct the fields as quickly as possible to help with the sports fields' inventory.
2. **Watson Park:** This former City parksite is currently closed as a result of soil contamination. City staff and the community are developing a master plan which indicates that two artificial turf lighted soccer fields should be constructed at this location when the park is redeveloped. The City should continue to make the construction of these soccer fields a priority.
3. **Vista Montana Soccer Facility:** The North San Jose Task Force, along with City and San Jose Redevelopment Agency staff, are in the process of planning the development of the North San Jose policy area. In late 2007, the city entered into a development agreement with Novellus Corporation for the development of a site on Vista Montana and North First Street. The development agreement included the dedication of a 1 acre park, as well as a 5 acre parksite. Preliminary plans indicate that the 5 acre parksite can accommodate two artificial turf lighted soccer fields. Since the North San Jose policy area will have nearly 100,000 new residents, it is critical to plan for adequate sports facilities at this early stage. Therefore, the City should continue to push for the development of a soccer facility at Vista Montana as quickly as possible.
4. **Alviso:** The City currently owns 26 acres of undeveloped land in Alviso adjacent to the existing Alviso Park. The City is planning on updating the master plan for Alviso Park next fiscal year and the subcommittee requests that the City investigate opportunities for improved or expanded sports opportunities during this master plan update.
5. **Overfelt:** The subcommittee was aware of preliminary discussions ongoing between the City of San Jose and the East Side Union High School District regarding potential improvements to the athletic fields at Overfelt High School. The subcommittee wanted to encourage these conversations and to request that the City engage in a global discussion with East Side Union High school District regarding access to a number of their fields.

Large Sites

The top 4 large sites are as follows:

1. **SJSU South Campus:** The City is currently under discussions with San Jose State University for the construction of a sports facility at the South Campus area. The preliminary phase of construction would likely be funded with the Measure P Sports Park funding and consist of four artificial turf lighted soccer fields. The City should continue to press forward with urgency on this project.
2. **Kelley Park:** The City has completed a feasibility study which indicates up to five soccer fields can be constructed on the undeveloped acreage on the southeast corner of Kelley Park. While funding is not currently available for this project, the City should continue to identify funding to pursue construction of soccer fields at this location. Soccer fields at this location would provide a much larger complex as they would be across the street and within walking distance of the potential soccer fields at SJSU South Campus. It should be noted that the current master plan for Kelley Park designates this location as a historical orchard so City staff would need to coordinate the potential soccer field use with impacted stakeholders through an open community process.
3. **County Fairgrounds:** The County of Santa Clara is currently reviewing development applications for a portion of the fairgrounds site. The subcommittee would like to strongly encourage the City of San Jose to stay involved in these discussions and to leverage every possible opportunity to partner on the development of sports fields or a sports complex at this site.
4. **North San Jose:** The North San Jose Urban Design Guidelines calls for new public recreational areas that are part of a larger open space network of parks, plaza trails, and paseos. One specific element of that guiding document notes the need to develop one large community park, or two smaller parks of equal total acreage in North San Jose. Therefore, the City should place a high priority on locating funding and/or finding a development partner to realize that vision.