

INTRODUCTION/METHODOLOGY

The Master Plan Survey was conducted through a mailback methodology. The survey was originally sent to the 3,353 households located in the Prospect Recreation & Park District. The primary list source used for the mailing was the County Assessor's property list, in addition to a list provided by the district of property owners West of Easley Road. Completed surveys received totaled 456 out of a net estimated 3,335 delivered (approximately 18 surveys out of the 3,353 originally mailed were returned "undeliverable" due to invalid addresses and/or residents who have moved and no longer reside at a particular address). This represents a good response rate of approximately 13.7%. Based upon the total sample size of 456 responses received, overall results have a margin of error of approximately +/- 4.6 percentage points calculated for questions at 50% response¹. Also, note that the resultant database is weighted by age of respondent to ensure appropriate representation of District residents across different age cohorts in the overall sample.

RESPONDENT PROFILE

Based on US Census data and the 2007 ESRI forecast for the Prospect Recreation & Park District, the age profile of District residents is distributed as follows (which is the basis for the weighting of the survey data): 14 percent are between 20 and 34 years old, 17 percent between 35 and 44 years, 26 percent between 45 and 54 years, 21 percent between 55 and 64 years, and 22 percent 65 years or over.

Forty-one percent of responding households have kids living at home, 15 percent are couples without kids, 36 percent are empty-nesters (couples and singles with kids no longer at home), and 7 percent are single without kids. Respondents have an average length of residency of about 17 years (although 42 percent of respondents have lived in the area 10 years or less). Fifty-five percent of respondents live in Applewood (south of Clear Creek), compared to 42 percent in Fairmount (north of Clear Creek), and 3 percent west of Easley Road. In regards to household income, 55 percent of responding households had annual incomes less than \$100,000.

¹ For the total sample size of 456, margin of error is +/- 4.6 percent calculated for questions at 50% response (if the response for a particular question is "50%"—the standard way to generalize margin of error is to state the larger margin, which occurs for responses at 50%). Note that the margin of error is different for every single question response on the survey depending on the resultant sample sizes, proportion of responses, and number of answer categories for each question. Comparison of differences in the data between various segments, therefore, should take into consideration these factors. As a general comment, it is sometimes more appropriate to focus attention on the general trends and patterns in the data rather than on the individual percentages.

**Figure 1
Respondent Demographics**

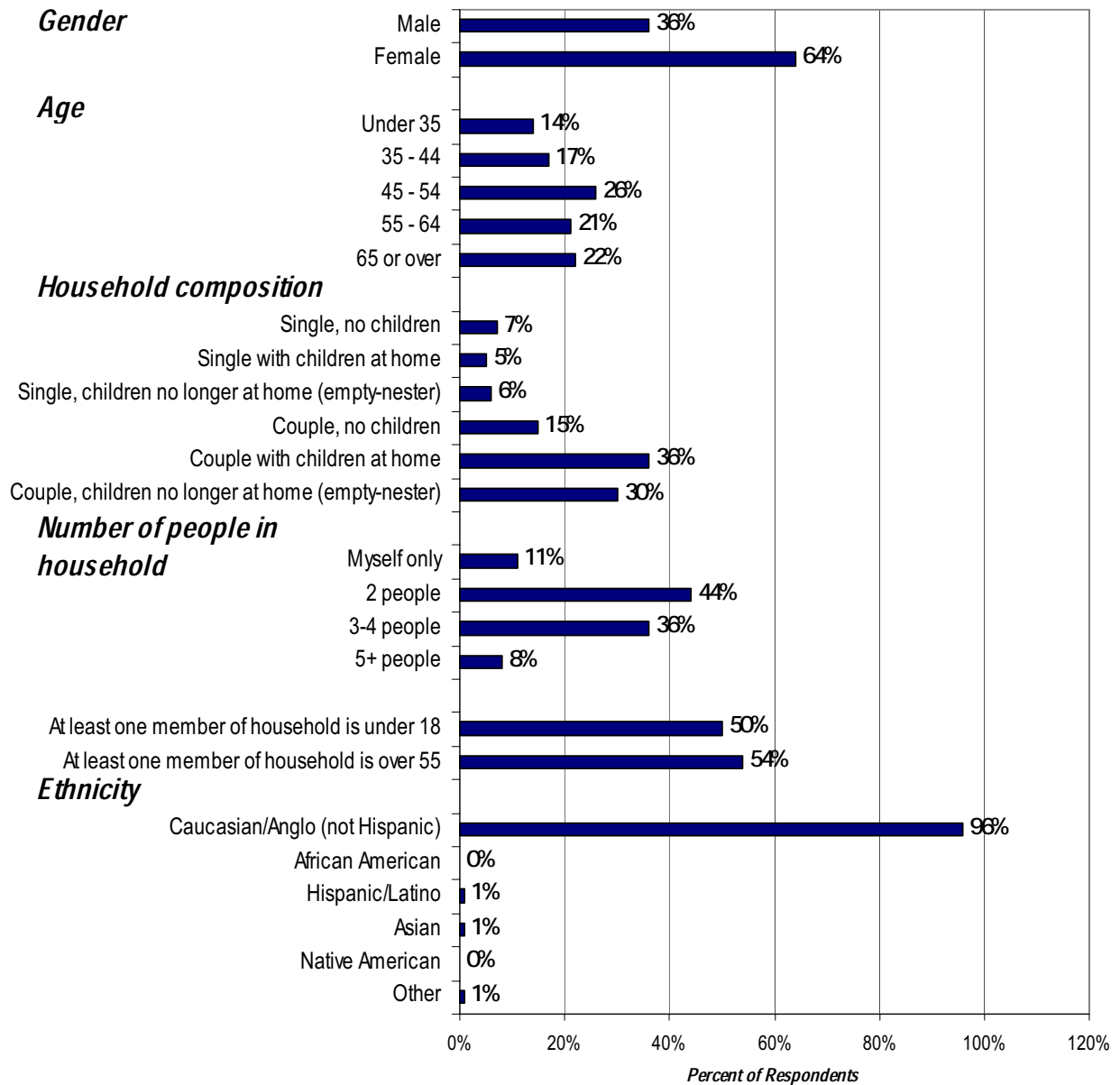
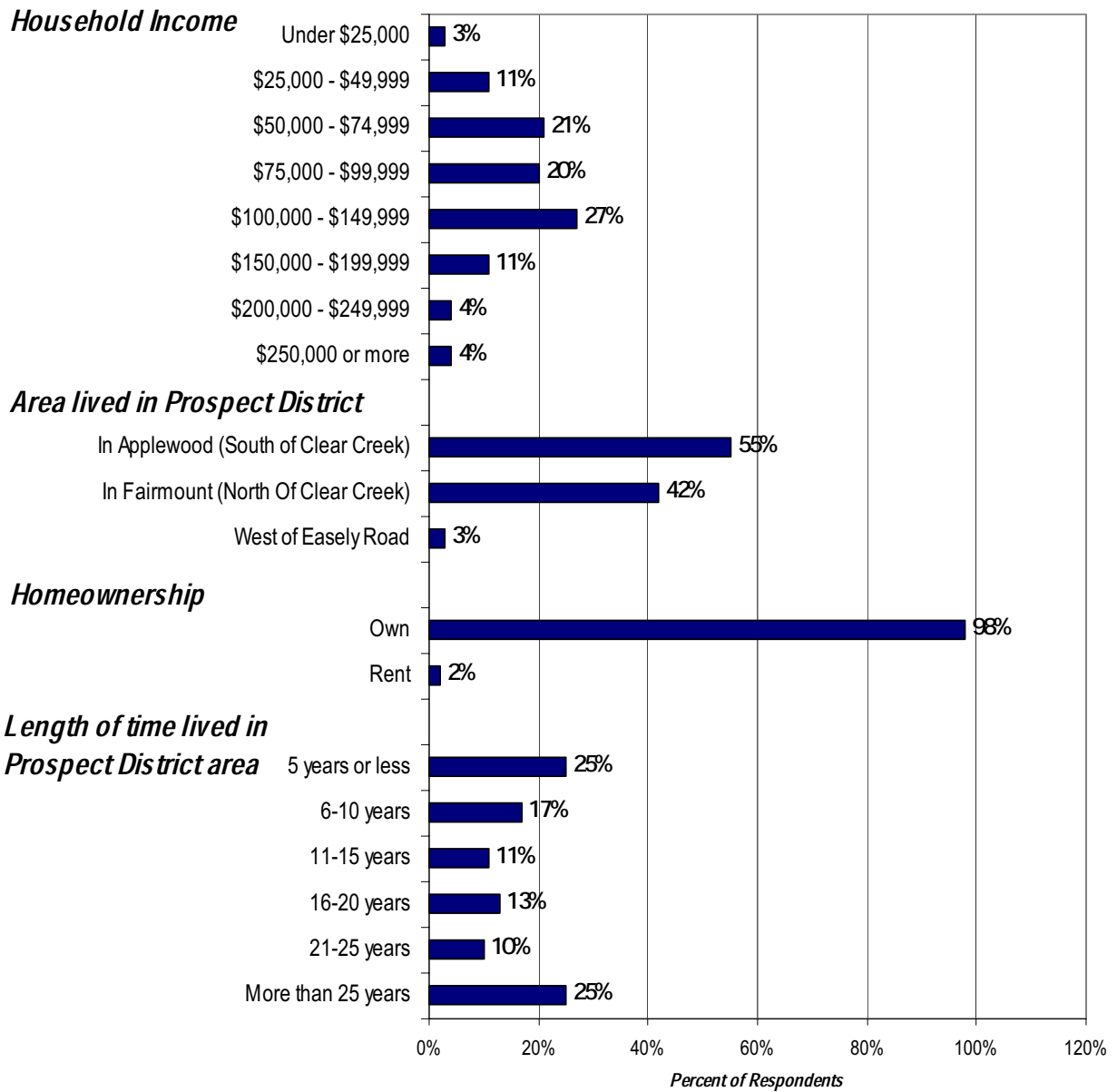


Figure 2
Respondent Demographics



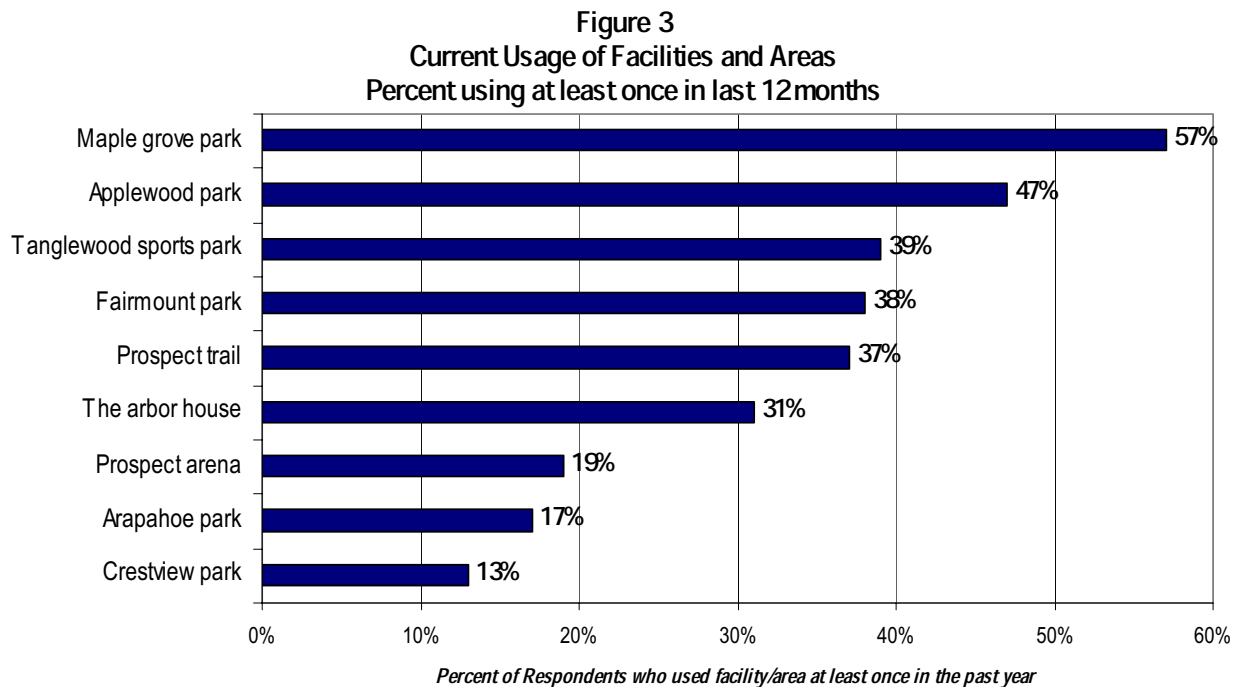
HIGHLIGHTS FROM THE ANALYSIS OF RESULTS

Key findings from the study are summarized below. Additionally, several of the questions on the survey form allowed respondents to “write in” their response or comment. Major themes that emerge from the comments are summarized in the report, while a complete set of the comments is provided as an appendix section.

In addition to overall responses, results are also segmented comparing respondents by location of residence, length of time lived in the District, household status, and age. This segmentation of the results helps to further “explain” local opinions and provides additional insight to parks and recreation issues in the area. Two sets of data tables showing these segmentations are provided as appendix sections.

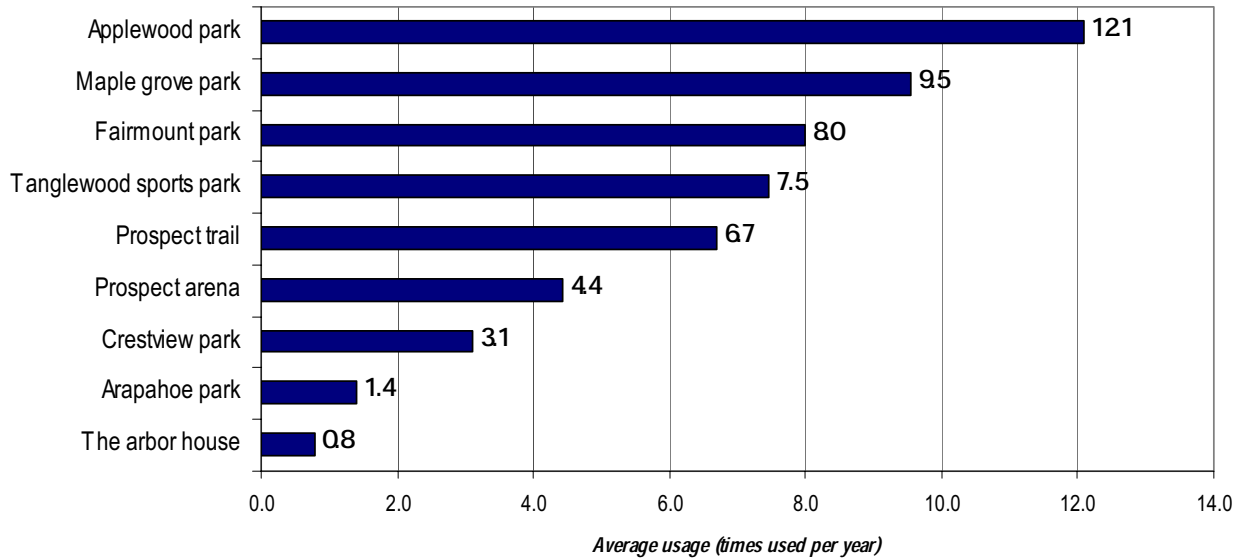
Current Parks, Trails, and Recreation Facilities

Usage levels. Among the facilities and amenities currently available in the Prospect District, Maple Grove Park was visited by the greatest proportion of respondents (57 percent of respondents have visited the park in the last 12 months), followed by Applewood Park (47 percent), then Tanglewood Sports Park, Fairmount Park, and the Prospect Trail (37-39 percent of respondents have used each in the last 12 months).



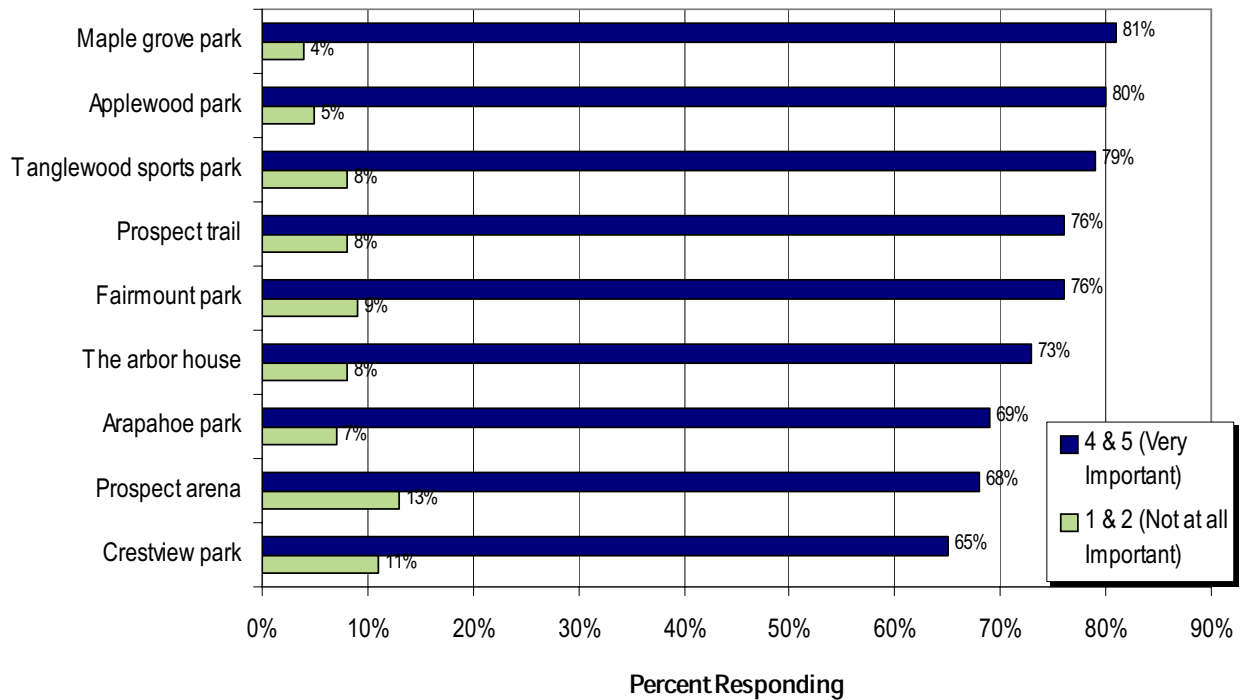
When asked about their frequency of use, respondents indicated the highest number of average visits per year to Applewood Park (12.1 times per year) and Maple Grove Park (9.5 times per year). Fairmount Park, Tanglewood Sports Park, and the Prospect Trail were also used frequently throughout the year (between 6.7 and 8 times per year). Frequency of use is lowest for the Arbor House, Arapahoe Park, Crestview Park, and Prospect Arena (between 0.8 and 4.4 times per year).

Figure 4
Current Usage of Facilities and Areas
Average number of visits in last 12 months



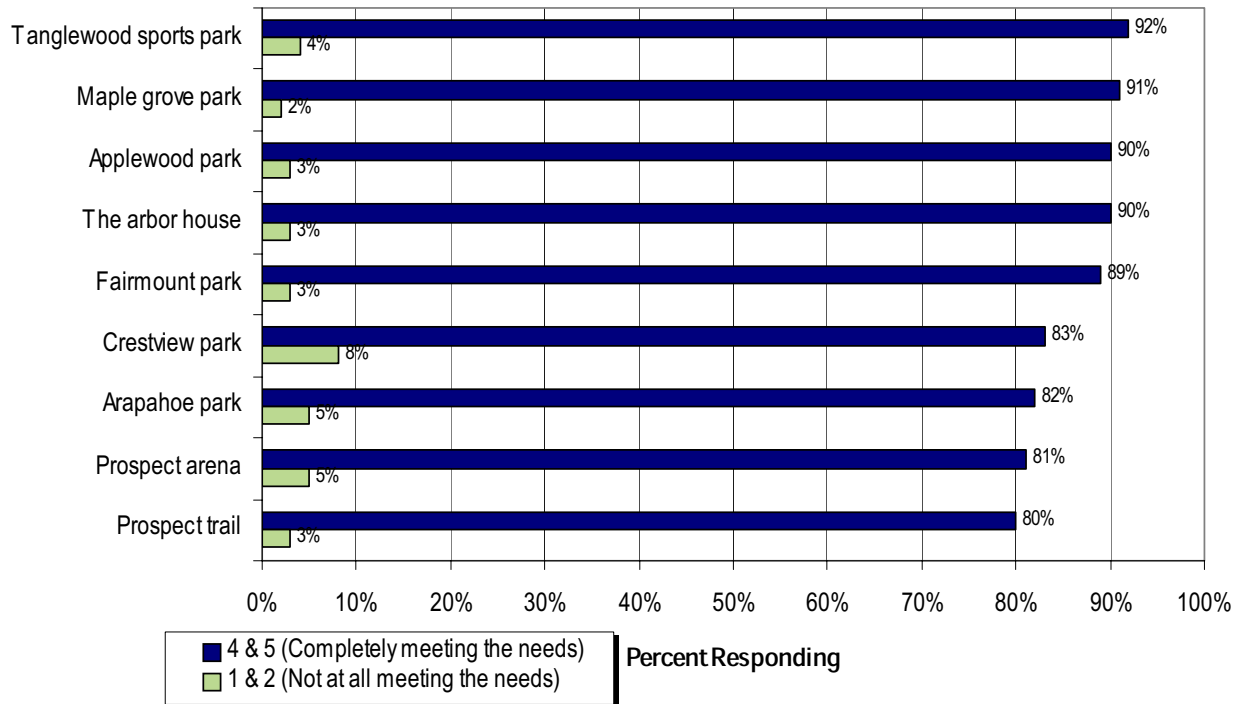
Importance to the community. Respondents were then asked to indicate how important each of these parks and recreation amenities are to the community. While the majority of facilities and amenities are rated as being relatively important to the community, Maple Grove Park (81 percent of respondents rated it “very important,” a 4 or 5 on a 5-point scale) was rated the highest, followed by Applewood Park (80 percent), Tanglewood Sports Park (79 percent), the Prospect Trail (76 percent), Fairmount Park (76 percent), and the Arbor House (73 percent). Also important to the community, but at a slightly lower level were Arapahoe Park (69 percent), Prospect Arena (68 percent), and Crestview Park (65 percent).

Figure 5
Importance of each facility and area to the community



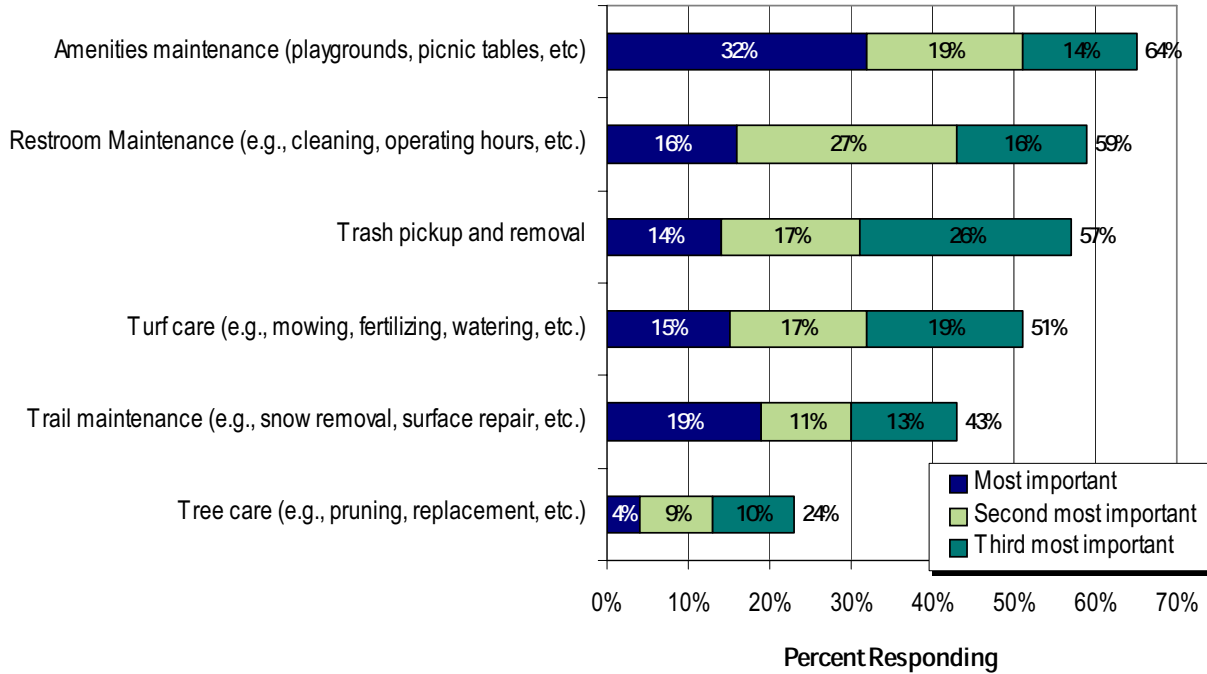
How well are parks, trails, and recreation facilities currently meeting the needs of the community? Overall, most parks, trails, and facilities available in the district received relatively positive satisfaction ratings. Respondents indicated that Tanglewood Sports Park, Maple Grove Park, Applewood Park, the Arbor House, and Fairmount Park are meeting the needs of the community the most (each with 89 percent or more of respondents indicating “completely meeting the needs,” a 4 or 5 on a 5-point scale). Crestview Park, Arapahoe Park, Prospect Arena, and Prospect Trail also received relatively high satisfaction ratings, although at a level slightly lower (between 80 and 83 percent of respondents indicating “completely meeting the needs”).

Figure 6
How well are parks, trails, and recreation facilities meeting the needs of the community?



Maintenance improvements for parks, athletic fields, and trails. When given the opportunity to pick three maintenance priorities they would like to see addressed, 64 percent of respondents indicated amenities maintenance is important (e.g., playgrounds, water fountains, picnic tables, shelters, signage, etc.), followed by restroom maintenance (e.g., scheduled cleaning, longer operating hours), trash pickup and removal, and turf care. Lower priorities include trail maintenance (e.g., snow removal, surface repair, etc.) and tree care (e.g. pruning, replacement, etc.).

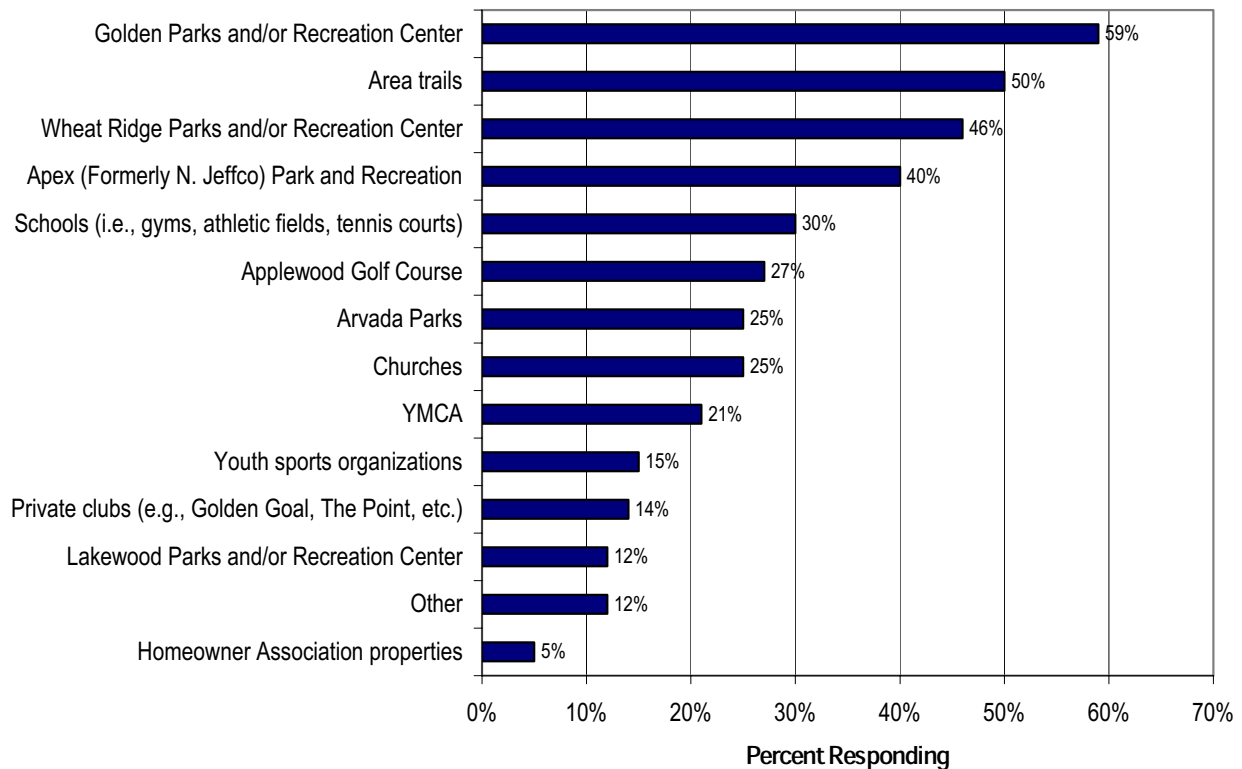
Figure 7
Most important maintenance category



Use of Area Recreation Centers Outside of the Prospect District

Other recreation facilities used. When asked what other organizations respondents and their household members use, 59 percent of respondents indicated that they use Golden Parks and/or Recreation Center, along with 50 percent who identified area trails, 46 percent Wheat Ridge Parks and/or Recreation Center, and 40 percent Apex Parks and Recreation. Other facilities used include schools (i.e. gyms, athletic fields, tennis courts) (30 percent), Applewood Golf Course (27 percent), Arvada Parks (25 percent), churches (25 percent), and the YMCA (21 percent).

**Figure 8
Other Recreation Facilities Used**



Currently, residents of the Prospect Recreation & Park District receive special rates at the North Jeffco Apex Center in Arvada. When asked if they or members of their household use the Apex Center, 41 percent of respondents overall indicated that they do. Apex Center usage is higher among Fairmount residents (58 percent, compared to 29 percent of Applewood residents).

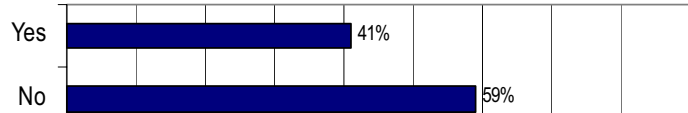
When asked if they had interest in the Prospect District pursuing similar special rates at other area recreation centers, such as in Wheat Ridge, Golden, and Lakewood, 80 percent of respondents indicated that they would have an interest. Applewood residents showed a slightly higher level of interest than other areas (85 percent of Applewood residents, compared to 76 percent of Fairmount, and 72 percent of residents west of Easley Road).

The Golden Community Center or Splash were the centers currently used most by respondents (71 percent) and had the highest potential for future use (77 percent of respondents indicating they would use it in the future). The Wheat Ridge Recreation Center was also identified by

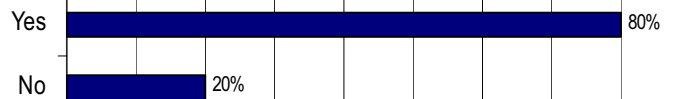
many respondents (62 percent currently use it and 63 percent would use it in the future). At the same time, only 14 percent currently use Lakewood Recreation Centers and only 20 percent would use it in the future.

**Figure 9
Other Recreation Facilities**

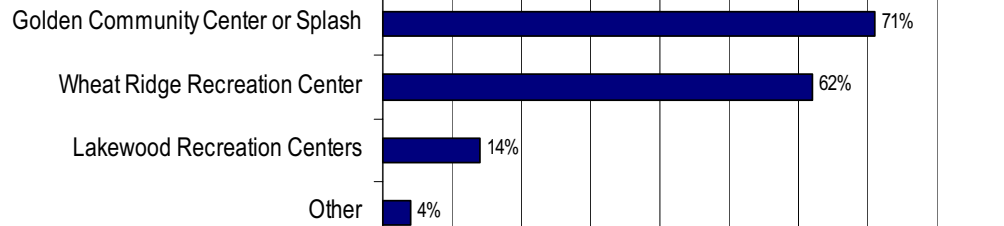
DO YOU OR MEMBERS OF YOUR HOUSEHOLD USE THE APEX CENTER?



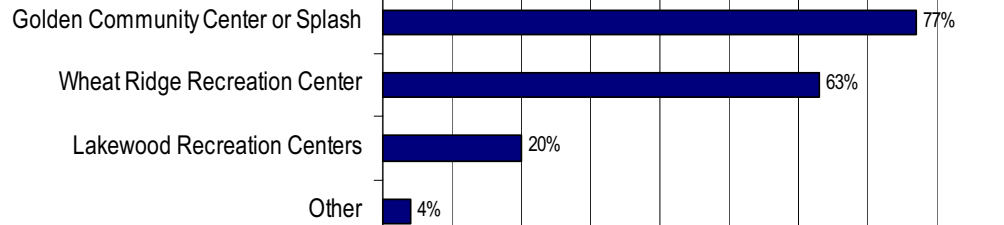
DO YOU OR MEMBERS OF YOUR HOUSEHOLD HAVE INTEREST IN THE PROSPECT DISTRICT PURSUING SPECIAL RATES AT OTHER AREA RECREATION CENTERS



(IF YES) WHICH RECREATION CENTERS DO YOU OR MEMBERS OF YOUR HOUSEHOLD CURRENTLY USE



(IF YES) WHICH RECREATION CENTERS WOULD YOU OR MEMBERS OF YOUR HOUSEHOLD POTENTIALLY USE IN THE FUTURE



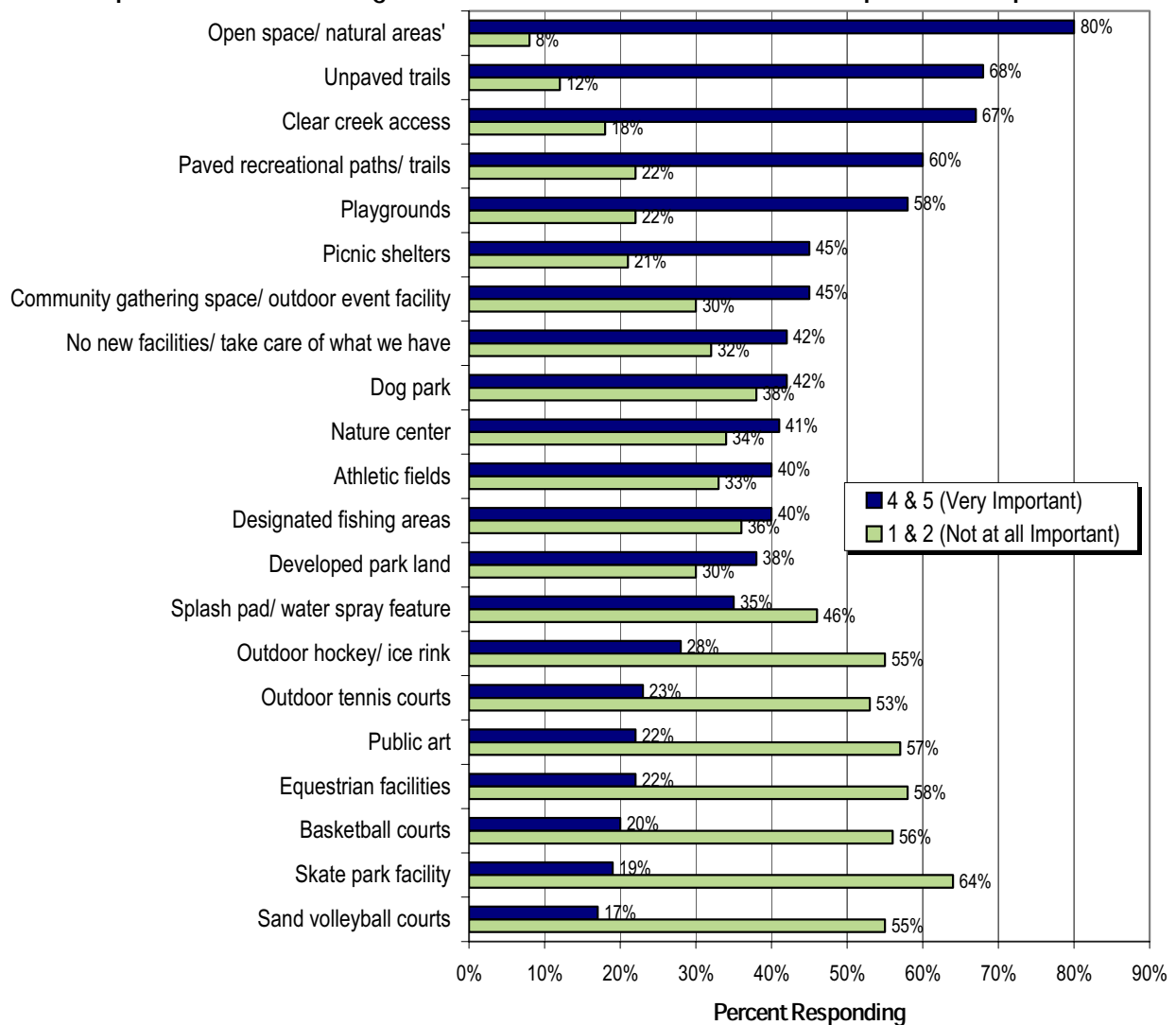
0% 10% 20% 30% 40% 50% 60% 70% 80% 90%

Percent Responding

Future Recreation Facilities and Amenities

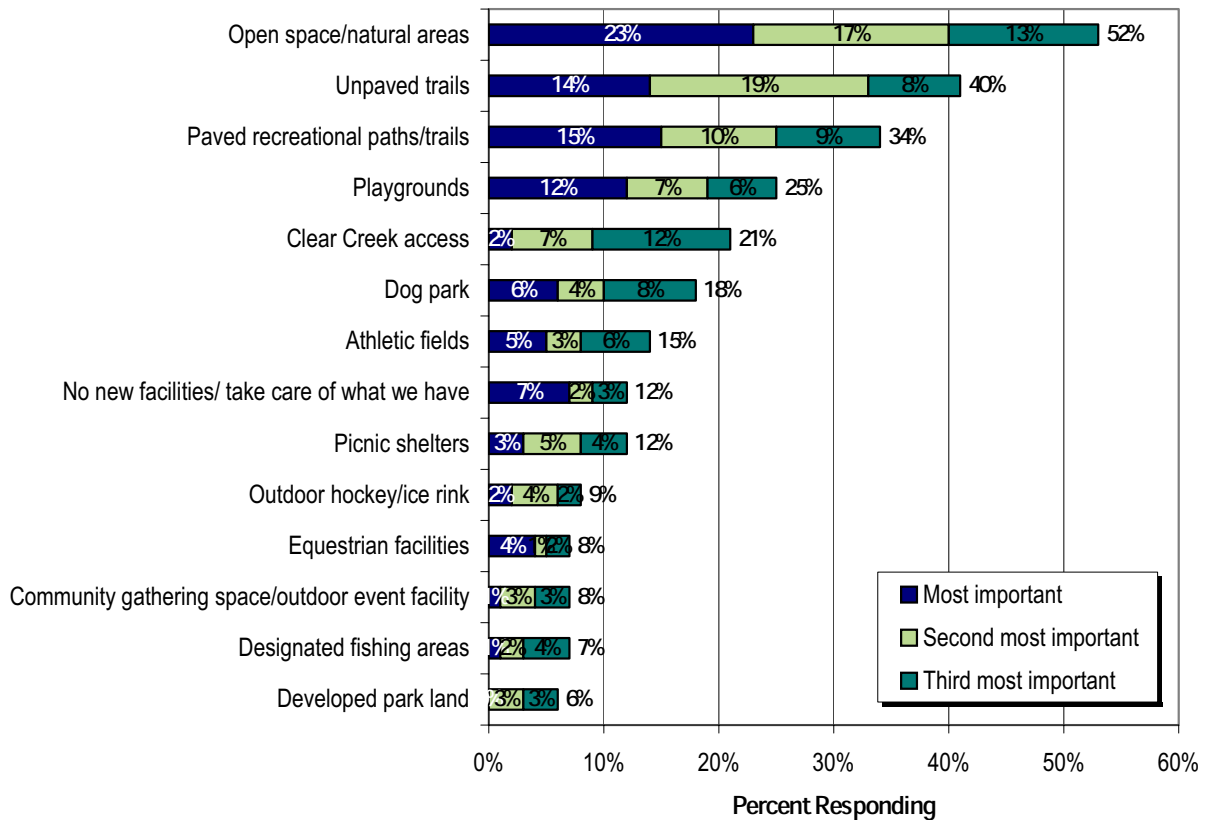
Importance of adding, expanding, or improving outdoor recreation facilities. The survey provided a list of outdoor facilities/amenities that could be added, expanded, or improved in the Prospect District. The results show that respondents feel open space/natural areas are the most important to add, expand, or improve (80 percent of respondents rating it as “very important”). Also important to respondents are unpaved trails, access to Clear Creek, paved recreational paths/trails, and playgrounds (ratings of “very important” between 58 and 68 percent). Skate park facilities, equestrian facilities, public art, basketball courts, sand volleyball courts, outdoor hockey/ice rink, outdoor tennis courts, and splash pad/water spray feature were among the least important.

Figure 10
Importance of the following outdoor recreation facilities to be added, expanded, or improved



Respondents were also asked to indicate which of the potential facilities and amenities were the three most important to them and their household. This provides the opportunity to not only see what amenities are important to respondents, but also to get an idea of how the same amenities are viewed in relation to each other, allowing priorities to become more evident. Open space/natural areas remained as the clear top priority (23 percent of respondents listing it as their number one priority and 52 percent of respondents listing it as one of their top three priorities), followed by unpaved trails (14 percent listing it as their number one priority and 40 percent listing it as one of their top three priorities), and paved recreational paths/trails (15 percent listing it as their number one priority and 34 percent listing it as one of their top three priorities). Although somewhat lower, playgrounds were also listed as a relatively high priority (12 percent listing it as their number one priority and 25 percent listing it as one of their top three priorities).

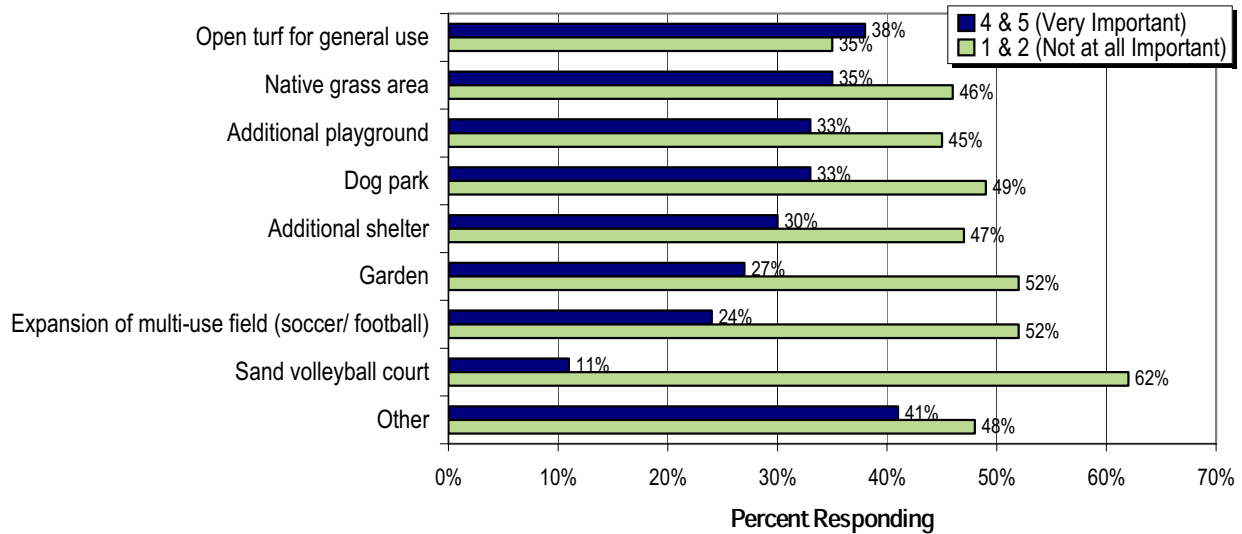
Figure 11
Most important outdoor facilities to be added, expanded, or improved



Tanglewood Sports Park

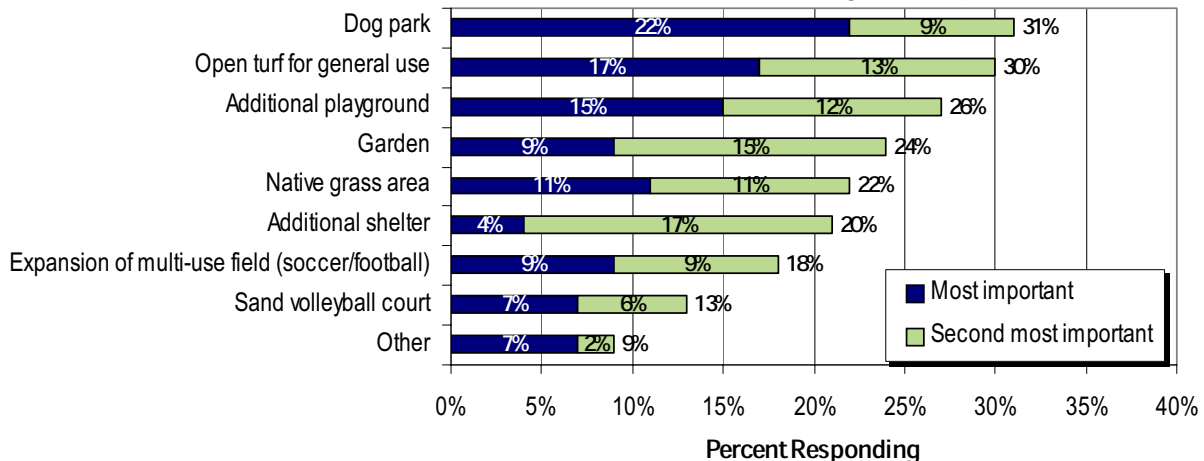
The survey provided a list of outdoor recreation facilities that could be added to the Tanglewood Sports Park, and asked respondents to indicate which facilities would be most important to them. Overall, respondents were generally not supportive of adding facilities to the Sports Park. Thirty-eight percent of respondents indicated that open turf for general use was “very important,” but 35 percent indicated that it is “not important at all.” Each of the remaining potential facilities provided in the list received more “not at all important” ratings than “very important” ratings.

Figure 12
Importance of the following outdoor recreation facilities to be added to Tanglewood Sports Park



Similar to the previous outdoor priority question, respondents were also asked to indicate which of the potential facilities that could be added to Tanglewood Sports Park were the two most important to them and their household. The dog park increased in priority over the other options, followed by open turf for general use, and an additional playground. However, based on the low ratings indicated in the graph above, it is not evident that even these top three are important to only about one third of the responding households.

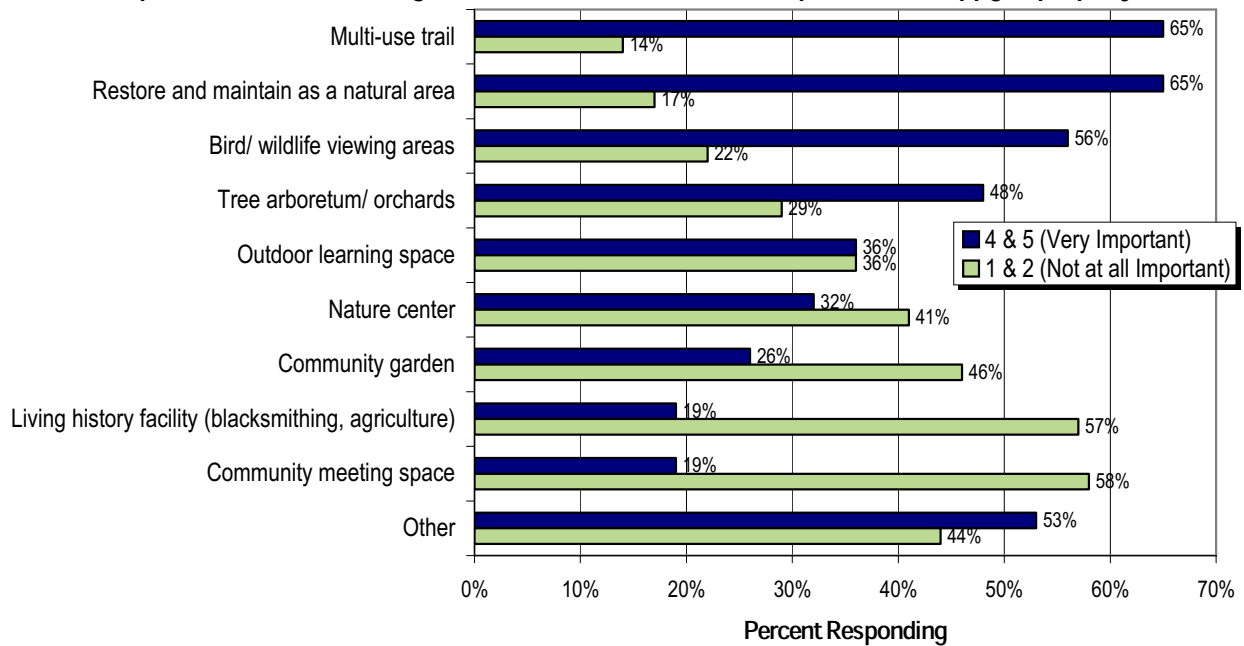
Figure 13
Most important outdoor recreation facilities to be added to Tanglewood Sports Park



Strippgen Property

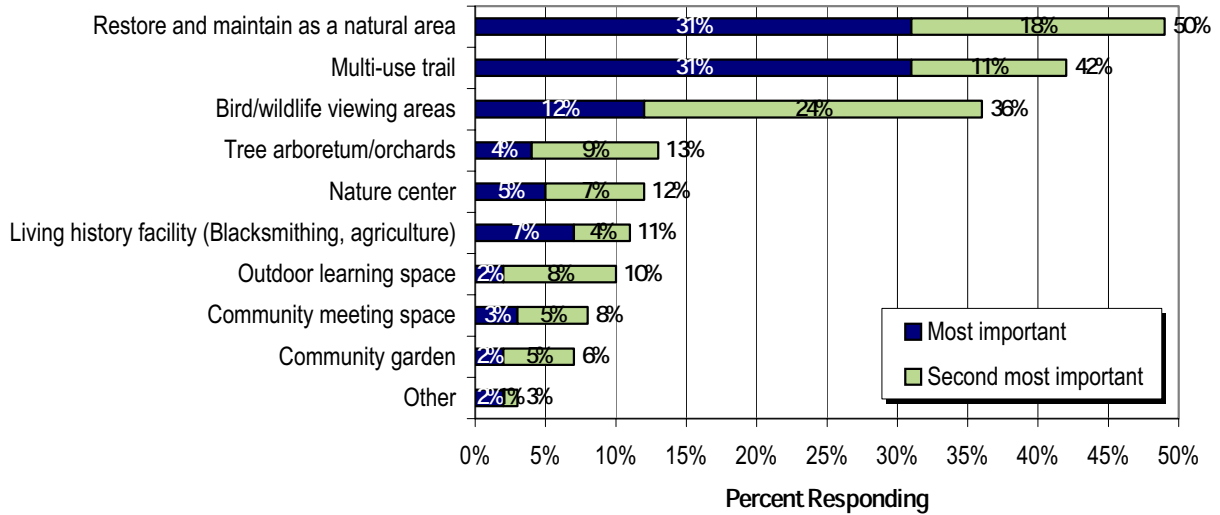
The survey provided a list of recreation facilities that could be developed at the Strippgen property, and asked respondents to indicate which facilities would be most important to them. The results show that a multi-use trail and restoration and maintenance of the property as a natural area are the most important options among responding households (each with 65 percent of respondents indicating a 4 or 5 on a 5-point scale). Also important are bird/wildlife areas (56 percent) and tree arboretum/orchards (48 percent). The least important options are community meeting space, living history facility, community garden, and nature center (each with 41 to 58 percent of respondents indicating a 1 or 2 on a 5-point scale).

Figure 14
Importance of the following recreation facilities to be developed at the Strippgen property



When asked to indicate which of the potential facilities that could be developed at the Strippgen property were the two most important to them and their household, restoration and maintenance as a natural area emerged as the clear priority (31percent listing it as their number one priority and 50 percent listing it as one of their top two priorities), followed by a multi-use trail (31 percent as number one priority and 42 percent as one of their top two priorities) and bird/wildlife viewing areas (12 percent as number one priority and 36 percent as one of their top two priorities).

Figure 15
Most important recreation facilities to be developed at the Strippgen property



Programs, Activities, and Special Events

The survey listed a variety of programs, activities, and special events that are currently available in the Prospect District or could be added in the future. Respondents were asked to indicate which ones members of their household participate in and which should be expanded, improved, or added.

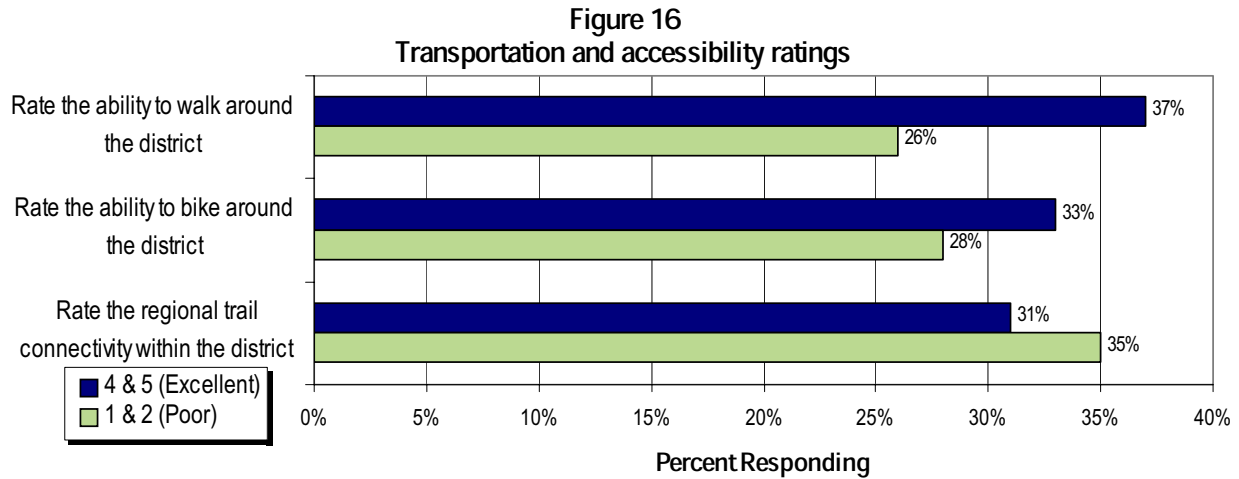
Programs, activities, and special events participation. Individual activities such as biking and hiking (73 percent of respondents), special events such as Pumpkin Fest, Easter Egg Hunt, and Holiday Tea (43 percent), athletic fields for youth (24 percent), and golf (21 percent) were indicated to have the highest participation rates among responding households (other activities had participation rates of 12 percent or less).

Programs, activities, and special events that should be expanded/improved. Among the same list, individual activities (52 percent), athletic fields for youth (25 percent), special events (20 percent), golf (20 percent), and adult classes and programs (19 percent) were the most frequently identified as potentials for expansion or improvement (other activities received 16 percent or less).

Programs, activities, and special events that should be added. Programs, activities, or special events respondents indicated that they would like to see added in the District include individual activities (37 percent), children's summer programs (28 percent), adult classes and programs (22 percent), golf (22 percent), senior classes and programs (22 percent), and tennis (20 percent).

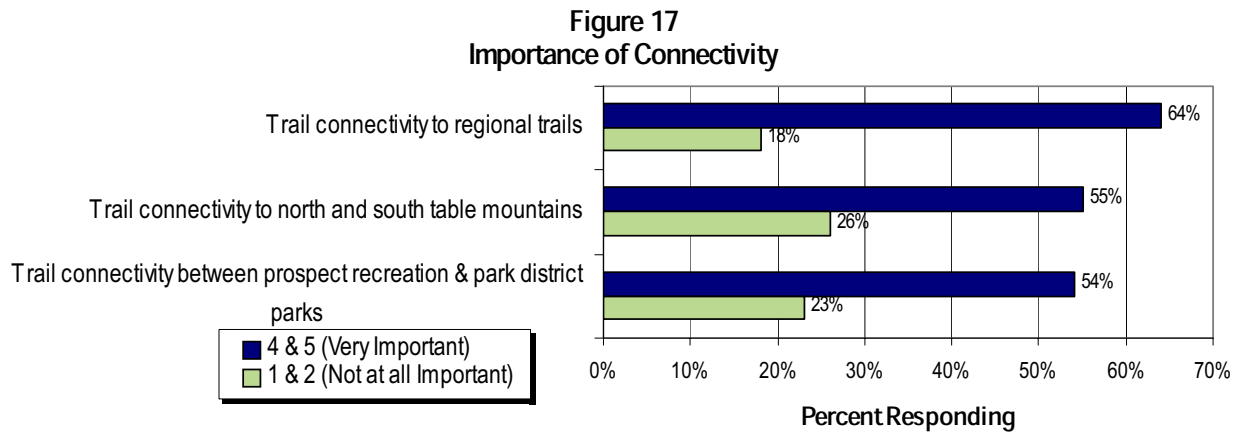
Trail Accessibility/Connectivity

Transportation. Respondents rated their ability to get to parks, recreation facilities, and programs in the District using alternative means of transportation average overall. Using a 1 to 5 scale (5 being “excellent” and 1 being “poor”), 37 percent of respondents rated their ability to walk around the district “excellent” and 26 percent “poor” (average rating of 3.1) while 33 percent rated their ability to bike around the district “excellent” and 28 percent “poor” (average rating of 3.0) and 31 percent rated the regional trail connectivity within the district “excellent” and 35 percent “poor” (average rating of 2.9).



When asked what it is that most influences their decision to walk or bike to parks and recreation facilities in the District, 56 percent of respondents cited a “safe and enjoyable route,” followed by distance (26 percent), and overall atmosphere/quality of the park (20 percent).

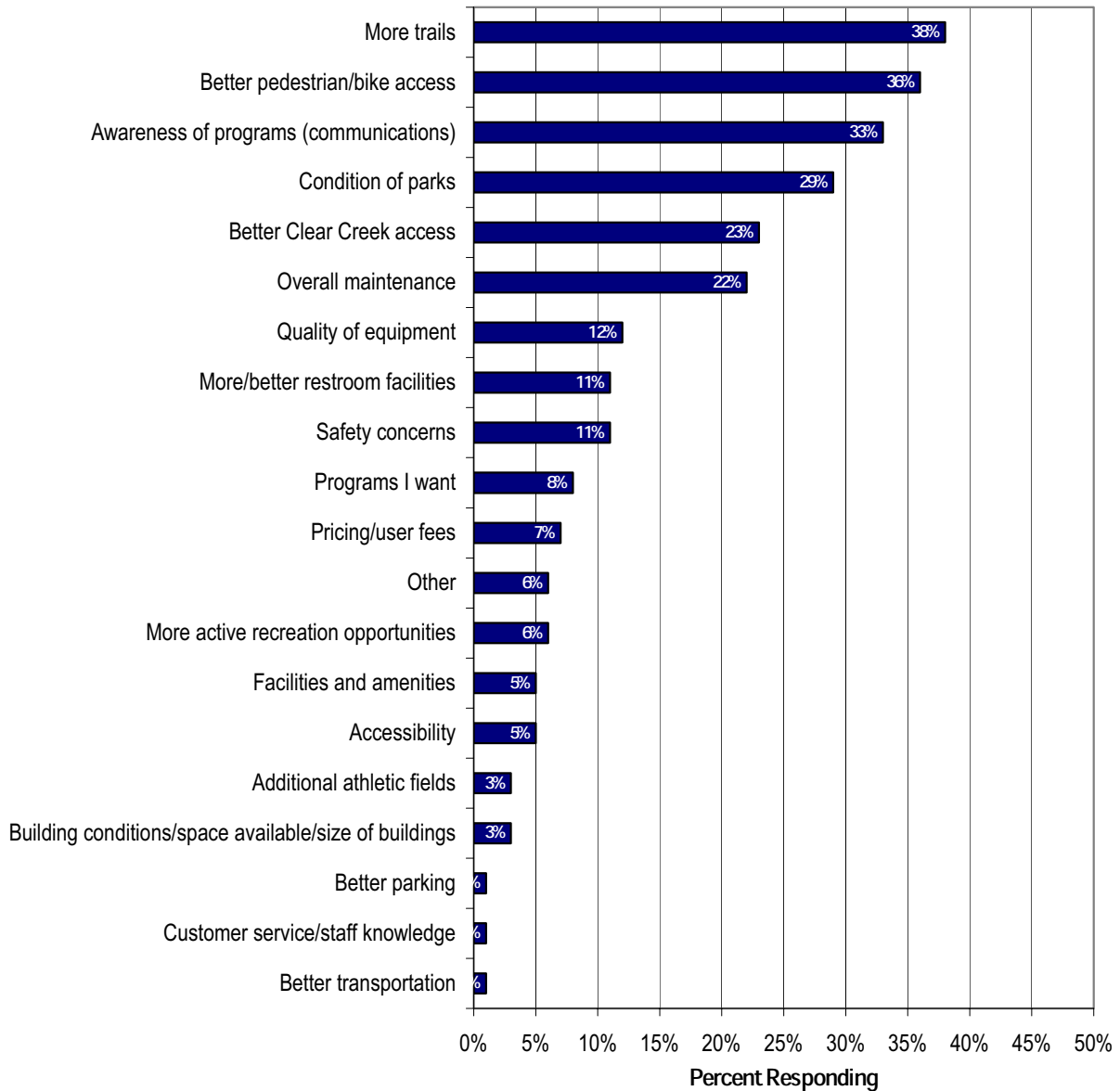
In regards to connectivity throughout the District, “trail connectivity to regional trails” was the most important to respondents (64 percent indicating that it is “very important”), followed by connectivity to North and South Table Mountains (55 percent), and connectivity between Prospect District Parks (54 percent).



Most Important Concerns

What are the three most important concerns for the Prospect Recreation & Park District to address through the Master Plan Update? The top priorities indicated by respondents include “more trails” (38 percent), “better pedestrian/bike access (36 percent), awareness of programs (33 percent), and condition of parks (29 percent).

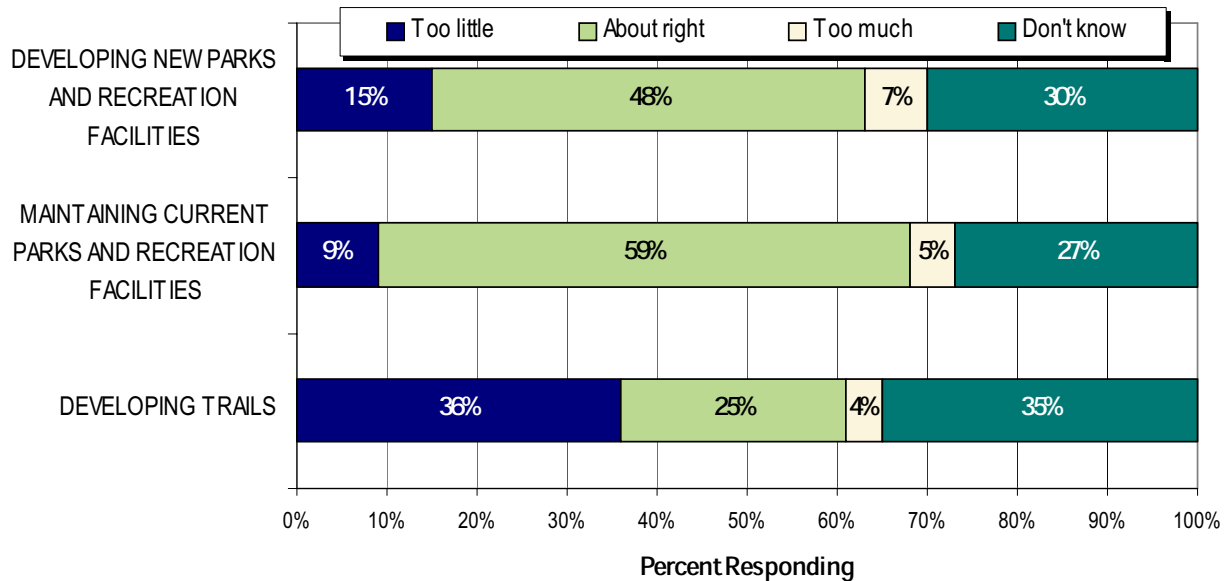
Figure 18
Three most important concerns for the District to address that would increase your utilization



Financial Choices

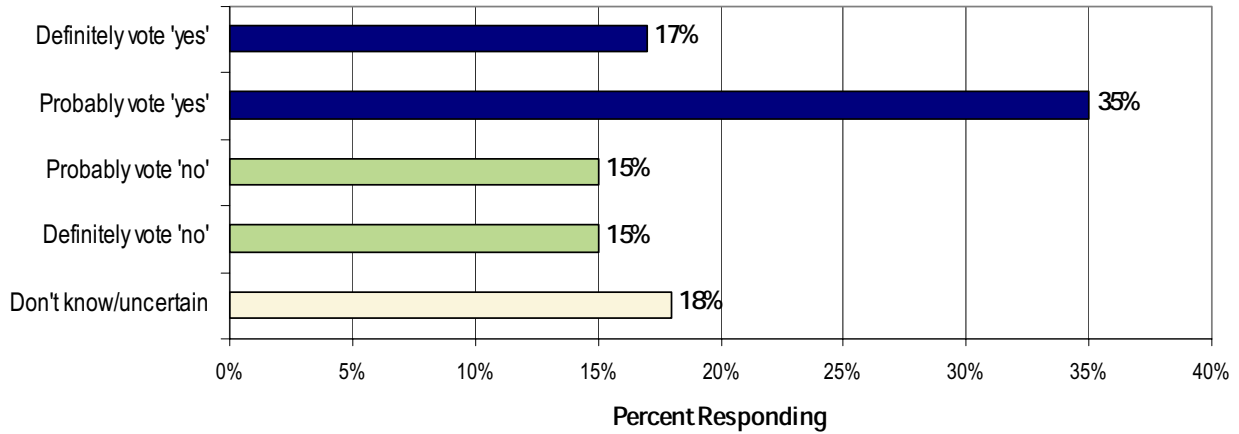
Amount of money currently being spent by the District. Respondents were asked what their opinion is concerning how much money is currently being spent to develop new parks and recreation facilities, maintain current parks and recreation facilities, and develop new trails. For all three categories, about one-third of the overall respondents are unsure about how much is currently being spent (27 to 35 percent). In regards to developing new and maintaining current facilities, most respondents indicated that about the right amount is being spent (between 48 and 59 percent). In regards to developing new trails, however, only 25 percent of respondents feel the right amount is being spent, and 36 percent feel too little is being spent.

Figure 19
What is your opinion concerning the amount of money currently being spent in:



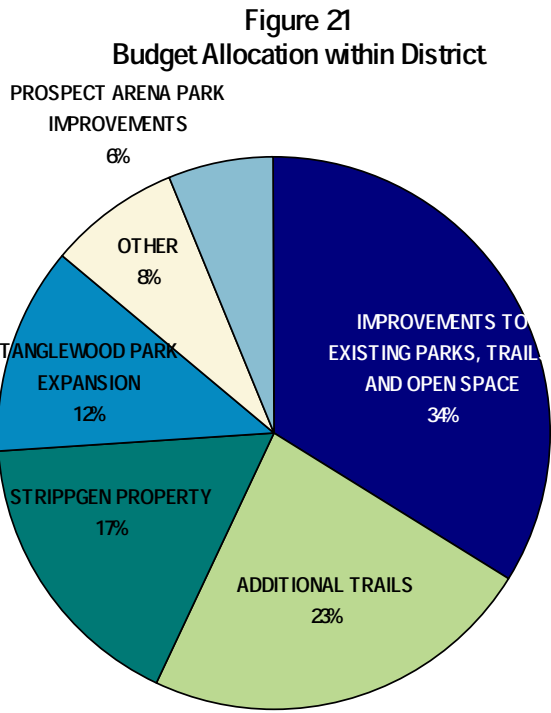
In order to allow the District to support land acquisition, or the development, maintenance, and operation of new park and recreation properties that are most important to you and your household, would you support a property tax increase for this purpose? When asked how they would likely vote if such a proposal were to appear on a future District ballot, 52 percent of respondents indicated that they would definitely or probably vote “yes,” while 18 percent were unsure, and 30 percent indicated they would definitely or probably vote “no.” Support was relatively consistent among all respondent types.

Figure 20
Support of property tax increase



*99 percent of respondents indicated that they are a registered voter.

Priorities for budgeting taxpayer revenue. It was explained in the survey that “the District is responsible for developing and managing a variety of park services and facilities. If you were responsible for budgeting \$100 of District funds, how would you spend it?” As illustrated in the following figure, residents clearly distributed the greatest share to existing parks, trails, and open space improvements—\$34 or 34% of their total \$100 allocation. Allocations to other categories include additional trails (\$23), Strippgen property (\$17), Tanglewood Park expansion (\$12), other (\$8), and Prospect Arena Park improvements (\$6).



Communication

Many respondents currently get information on recreation services and programs from the PRPD Newsletter (77 percent), followed by PRPD Banners (33 percent), the Golden Transcript (29 percent), and the PRPD website (11 percent). When asked how the District can best communicate with them, the PRPD Newsletter was again mentioned the most (by 58 percent of respondents), followed by PRPD website (16 percent), Golden Transcript (11 percent), and PRPD Banners (4 percent).

Other – Applewood Golf Course

Within the Prospect Recreation & Park District boundaries, Applewood Golf Course is one of the few remaining large pieces of property that is undeveloped. Applewood Golf Course is privately owned and is not currently for sale. Survey respondents were asked to rate the importance of conserving a property such as the Applewood Golf Course property as a golf course or for open space/recreational uses. Seventy percent of respondents indicated that this is “very important” to them, while 15 percent indicated that it is “not at all important.”

Understanding that the Applewood Golf Course is not currently for sale, if there were ever an opportunity in the future for the Prospect District to participate with other agencies in the acquisition, management and/or operation of a property such as the Applewood Golf Course (in order to preserve it as a golf course or for open space/recreational uses), would you be supportive? Seventy-eight percent of respondents indicated that they would definitely or probably be supportive, while 9 percent were unsure, and 13 percent indicated they would definitely or probably not be supportive.

If such an opportunity were to present itself in the future, would you support a tax increase (mill levy or bond issue) to preserve the Applewood Golf Course as a golf course or for open space/recreational uses? When asked how they would likely vote, 62 percent of respondents indicated that they would definitely or probably vote “yes,” while 14 percent were unsure, and 24 percent indicated they would definitely or probably vote “no.”

While the proportion of respondents who would be supportive of a tax increase to preserve the golf course (62 percent) is greater than the proportion that indicated support for a tax increase to acquire, develop, and maintain new parks and recreation facilities within the district (52 percent), it is important to note that comparisons between these two responses may not be directly comparable (for example, the question pertaining to the golf course addresses a specific, existing facility while the other question is broader and more general in its purpose as to what a tax increase would pay for).

Additionally, it should be noted that support for a tax increase to preserve the golf course is much stronger among residents of Applewood than it is in Fairmont—66 percent of Applewood residents would definitely (41 percent) or probably (25 percent) vote in favor, as compared to 59 percent of Fairmont residents (just 23 percent definitely plus 36 percent probably). As such, although substantial at 62 percent in favor overall, it is not a sure thing at this level that a ballot issue would pass, and any future ballot initiative to preserve the golf course would likely still require an extensive public relations outreach program to better inform and educate residents, in all areas of the district, on the benefits that could be realized by the community if such an initiative were to pass.

Figure 22
Applewood Golf Course

