SCHEDULE

- **2016**
  - Summer: Project start-up

- **2017**
  - Fall: Data gathering and assessments
  - Winter: Focus group meetings
  - Spring: 1st public workshop
  - Summer: Statistically valid survey
  - Fall: Online surveys, 2nd public workshop

- **2018**
  - Winter: Draft rec facilities capital investment options
  - Spring: Order of magnitude cost range
  - Summer: 80% draft master plan
  - Fall: 95% draft & public meetings

- Completion: Final plan & adoption
Designing the Survey Instrument

Iterative Process

- 5-page questionnaire
- Mostly fixed choice questions
Survey Methods

- Resources
- Survey Design
Selecting Survey Recipients

Target Population: Households in IVGID

= Member of sample (Selected to be surveyed)

Sampling Frame: List meant to comprehensively include the target population
Selecting Survey Recipients

Sampling Frame: List meant to comprehensively include the target population

Target Population: Owners of residential properties within IVGID boundaries

- = Member of sample (Selected to be surveyed)
Selecting Survey Recipients

Two-pronged approach

- All selected to be emailed an invitation to the survey online
- A random sample selected to receive survey by mail

1,957 with an email address
4,632 with NO email address

6,589 addresses
Selecting Survey Recipients

Population

Sample
Administering the Survey

Contact Design

Don Dillman
Administering the Survey

Email “Prong”

- Initial Email Invitation
- Reminder Invitation
- Final Reminder Invitation

1,957 sent, 123 bounced

549 completes
29.9% response rate
Administering the Survey

Prenotification Postcard

Initial Survey Packet

Reminder Survey Packet

Mail “Prong”

1,300 sent

289 completes
22.2% response rate
Scientific Survey Response Rate

Contacted: 3,134

Responded: 838

Response rate 26.7%

95% confidence interval ±3.4%
### Community Services Master Plan Survey

**What do you think?**

**Password:** 500-031

**Erin Caldwell**

44 Via Summa

Santa Fe NM 87507-8052

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#### 1. Please rate the quality of each of the following MFGR’s Community Services facilities.

<table>
<thead>
<tr>
<th>Facility Type</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>MFGR recreation facilities</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>MFGR recreation programs</td>
<td>7</td>
<td>2</td>
<td>3</td>
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<td>5</td>
</tr>
<tr>
<td>MFGR parks, trails &amp; open space</td>
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#### 2. On a scale from 1 to 10, where 1 is absolutely not and 10 absolutely yes, would you recommend MFGR’s Community Services offerings to your family, friends and colleagues? (Please circle a number)

<table>
<thead>
<tr>
<th>Rating</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
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#### 3. Please tell us why you would or would not recommend MFGR’s Community Services offerings.

<table>
<thead>
<tr>
<th>Reason</th>
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#### Additional Comments:

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<td>Desert Tennis Center</td>
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**Community Services Master Plan Survey**
Open Participation Opt-In Survey

- Email: Starting April 4, 2017
- Mailings: Starting April 17, 2017
- Publicized: Starting May 11, 2017

“Scientific” Survey

Opt-in Survey
Scientific Survey Results
Overall Ratings of IVGID

At least 9 in 10 residents rated:

- Overall quality of services provided
- Parks, trails and open space
- Recreation facilities
- Recreation programs

as excellent or good
Overall Ratings of IVGID

However, 8 in 10 residents rated:

- Availability of information about IVGID’s recreation offerings to the community (83%) as excellent or good
On a scale from 1 to 10, where 1=absolutely not and 10=absolutely yes, would you recommend IVGID’s Community Services offerings to your family, friends and colleagues?

Average rating: 8.24
Ratings of Specific Recreation Facilities

At least 9 in 10
- Burnt Cedar Beach
- Championship Golf Course
- The Chateau at Incline Village
- Preston Park

At least 8 in 10
- Incline Beach
- Diamond Peak Ski Resort
- Incline Park Ball Fields
- Incline Tennis Center
- Mountain Golf Course

77%
- Aspen Grove Community Center

rated as excellent or good
Ratings of Specific Activities

Of 45 total activities:

- 11 rated positively by at least 90%
- 22 rated positively by at least 80%
- 8 rated positively by at least 70%
- 4 rated positively by at least 60%
Nearly 6 in 10 felt the Recreation Fee and Beach Fee represented a very good or fairly good value.
Purposes for IVGID Offerings

- Maintain and improve health: 64%
- Promote a more beautiful community and greater “sense of place”: 64%
- Sports and recreational opportunities: 58%
- Enhance property values in the community: 58%
- Older adult recreational, social and health strengthening: 56%
- Attractive for family members with children to visit: 52%
- Positive activities for children and teens: 52%
- Promote social connections for residents: 41%
- Attract visitors and promote tourism: 25%

% who strongly agree
Importance of Programs

More important:

• Sports and recreation programs for:
  • Children (ages 12 and under)
  • Older adults (ages 55 and over)
  • Youth (ages 13 to 19)
  • Adults

• Programs for people with special needs

Less important:

• Environmental education and exploration
• Recreation Center programs
• Arts, cultural, natural history programs
• Seniors Excursion Programs

7 in 10
6 in 10
4 or 5 in 10
Support for Additional Recreation Programs

- Senior programs: 68%
- Teen programs: 68%
- Children sports: 64%
- Youth sports: 63%
- Special needs programs: 63%
- Adult programs: 62%
- Special events: 58%
- Intergenerational programs: 54%

% who strongly or somewhat support
Support for Additional Facilities

Majority support
- More trails within the District (81%)
- Cross-country ski facility (74%)
- Dedicated dog park (72%)
- Add’l kayak/paddleboard storage racks (72%)

Slim support
- Outdoor basketball courts (55%)
- Pickleball courts (51%)
- Additional multi-purpose courts (51%)

Lack of support
- Ice skating rink (48%)
- Field house (45%)
- Addt’l volleyball courts (45%)
- Indoor tennis courts (41%)
- Additional gymnasium (36%)
- Skate park expansion (30%)

% who strongly or somewhat support
Funding Priorities

Focus on taking better care of what we have and improve the condition and appeal of the recreation facilities and parks.

Invest in building or expanding recreation facilities in response to the increasing demand; be visionary for the future.

68%

32%
If new or expanded recreation facilities are desired by the community, one way to cover costs is to increase the annual Recreation Fee paid by parcel owners of IVGID. The Recreation Fee is currently $830 (with beach access) and $730 (with no beach access) per year. To what extent would you support or oppose the following increases in the annual Recreation Fee to invest in recreation facilities?

- An increase of $50 per year: 29% strongly support, 29% somewhat support, 58% total support.
- An increase of $100 per year: 17% strongly support, 25% somewhat support, 42% total support.
- An increase of $200 per year: 5% strongly support, 8% somewhat support, 13% total support.
- An increase of $500 per year: 3% total support.
Some residents feel access to IVGID facilities and programs should be included in the annual Recreation Fee.

To what extent would you support or oppose increasing the annual Recreation fee to approximately $2,300 and not having to pay a user fee to use the facilities and programs (non-residents would still pay a user fee)?

77% strongly oppose
Differences in Open Participation Responses

Open participation respondents:
• Tended to use facilities and programs
• Showed support for expanding recreation facilities

At a higher rate than Scientific Survey respondents
Questions?

Want to dig deeper?

https://www.yourtahoeplace.com/ivgid/resources/community-services-master-plan
Thanks you!

Erin Caldwell, Director of Research
www.n-r-c.com