



COMMUNITY SERVICES MASTER PLAN

2016–2017

Community Services Master Plan Survey



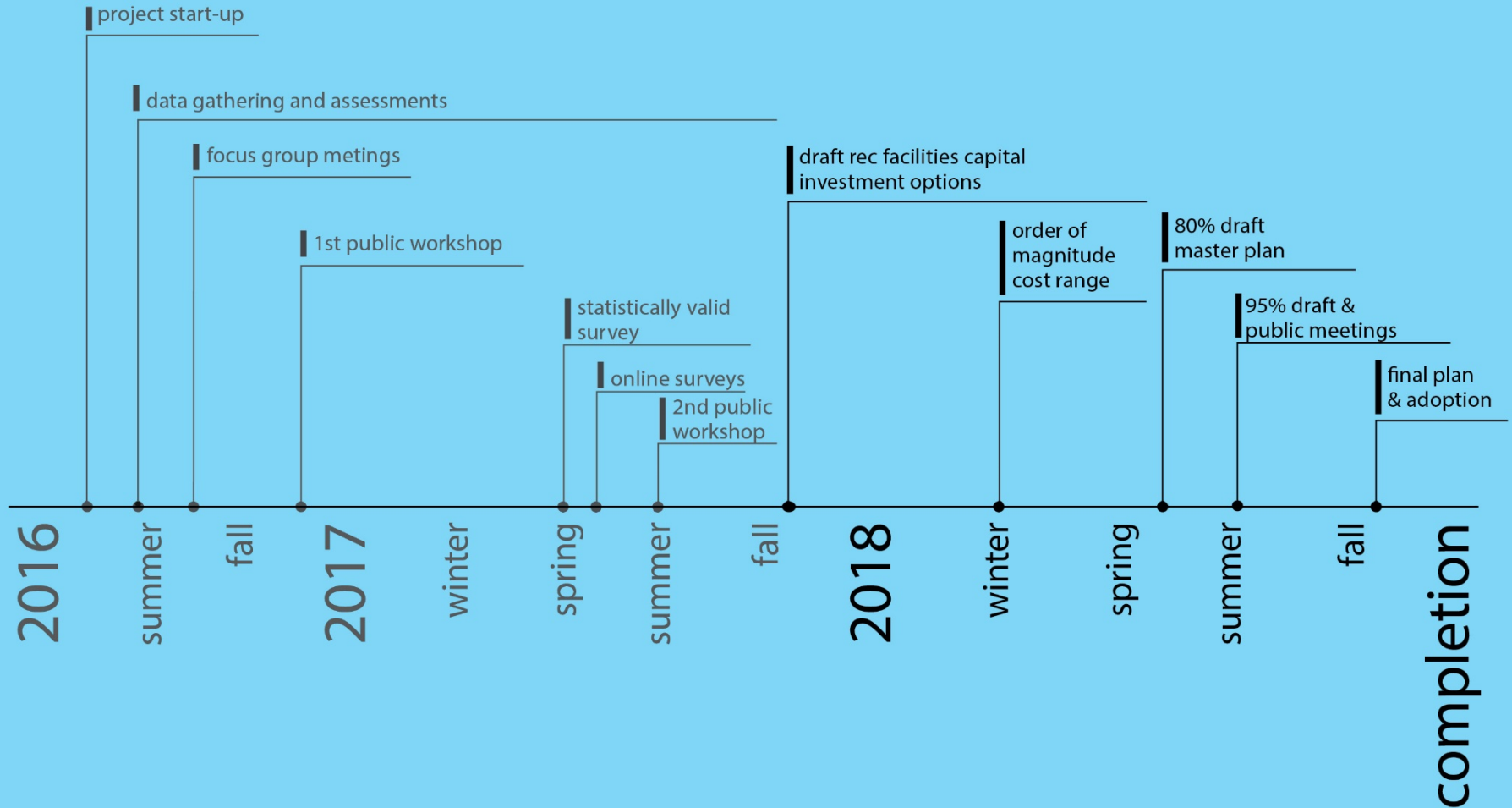
DESIGNWORKSHOP

Prepared by



NRC
National Research Center Inc

SCHEDULE

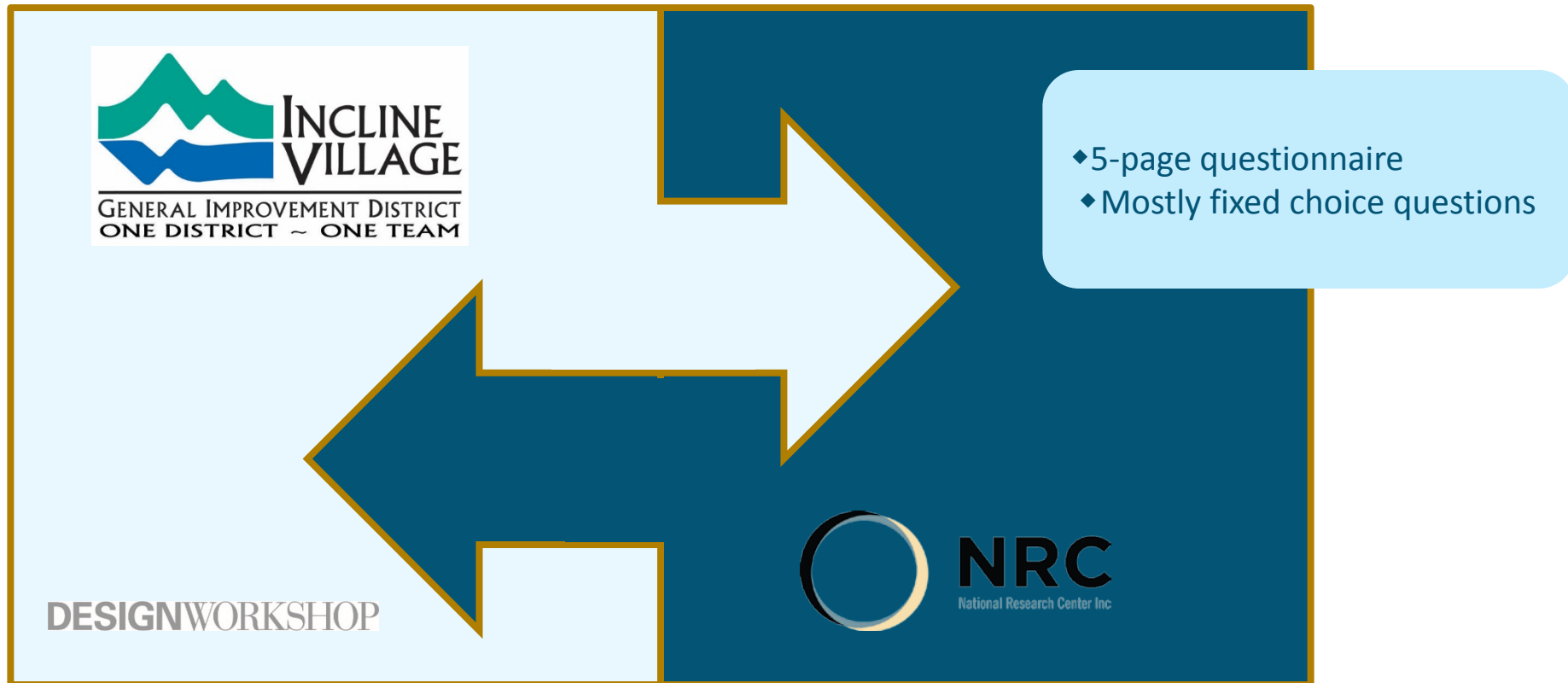


Scientific Survey Research Process Overview

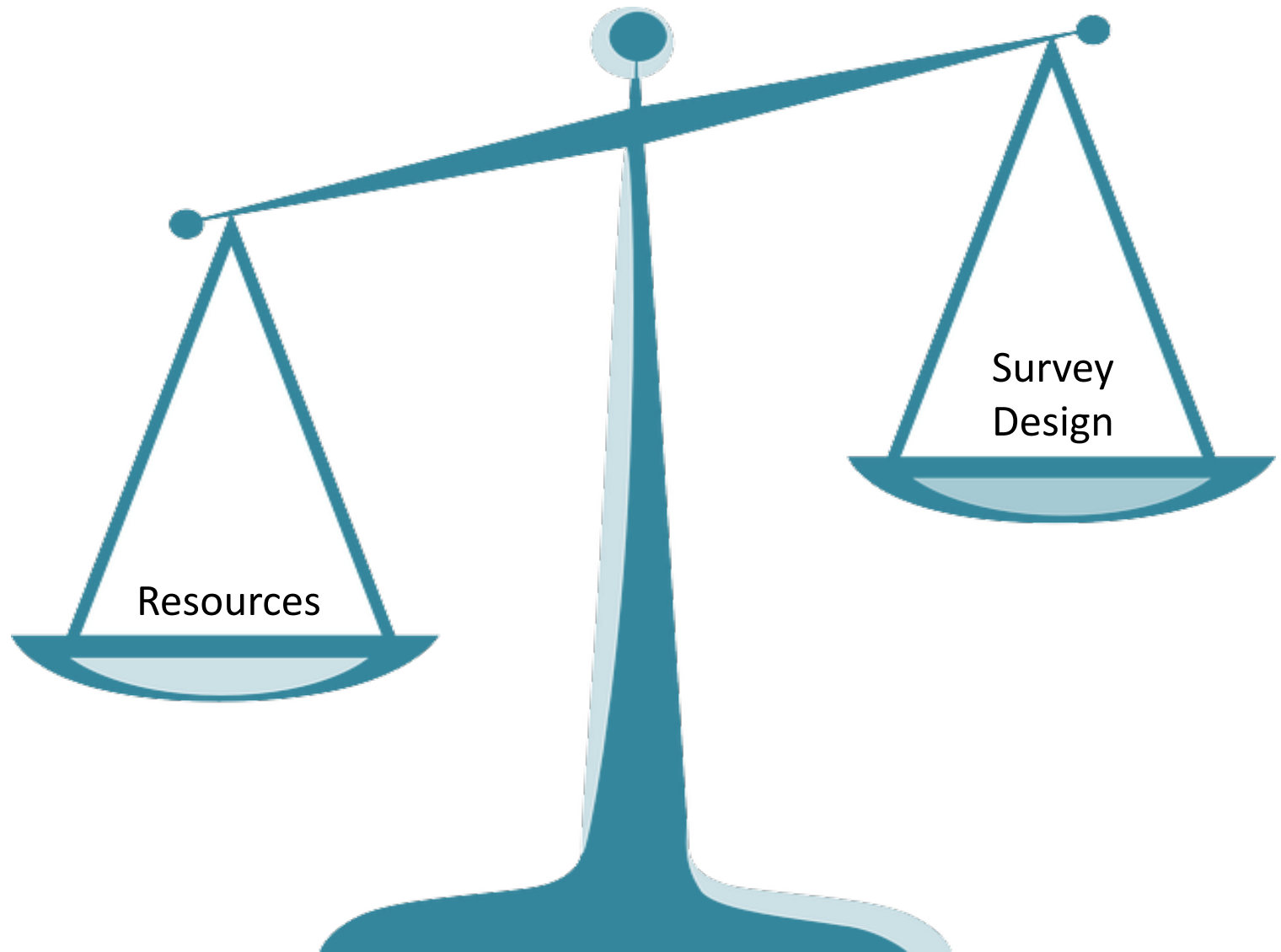


Designing the Survey Instrument

Iterative Process

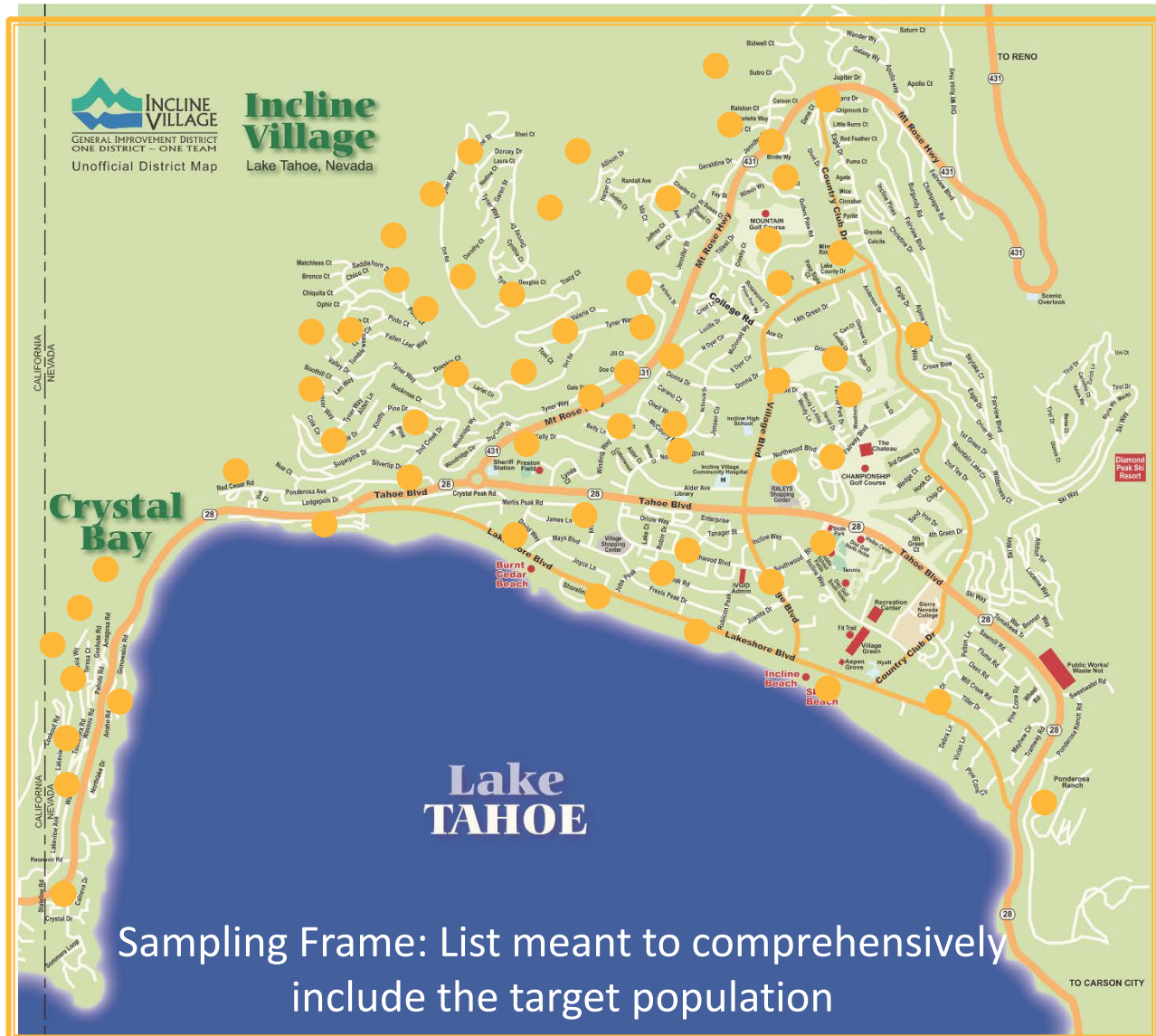


Survey Methods



Selecting Survey Recipients

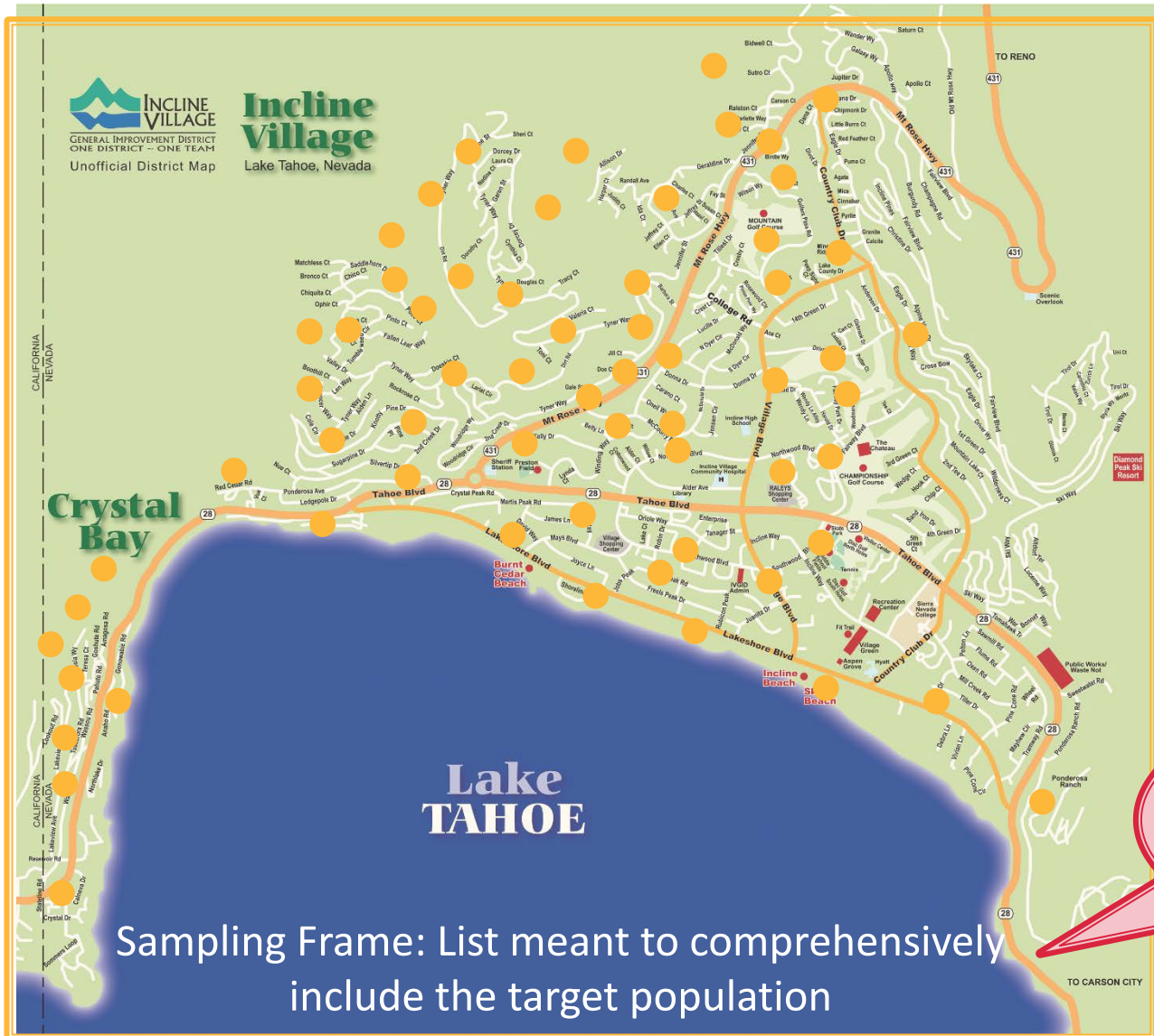
Target Population: Households in IVGID



● = Member of sample
(Selected to be surveyed)

Selecting Survey Recipients

Target Population: Owners of residential properties within IVGID boundaries



● = Member of sample
(Selected to be surveyed)

Challenge

Sampling Frame: List meant to comprehensively include the target population

Selecting Survey Recipients

Two-pronged approach

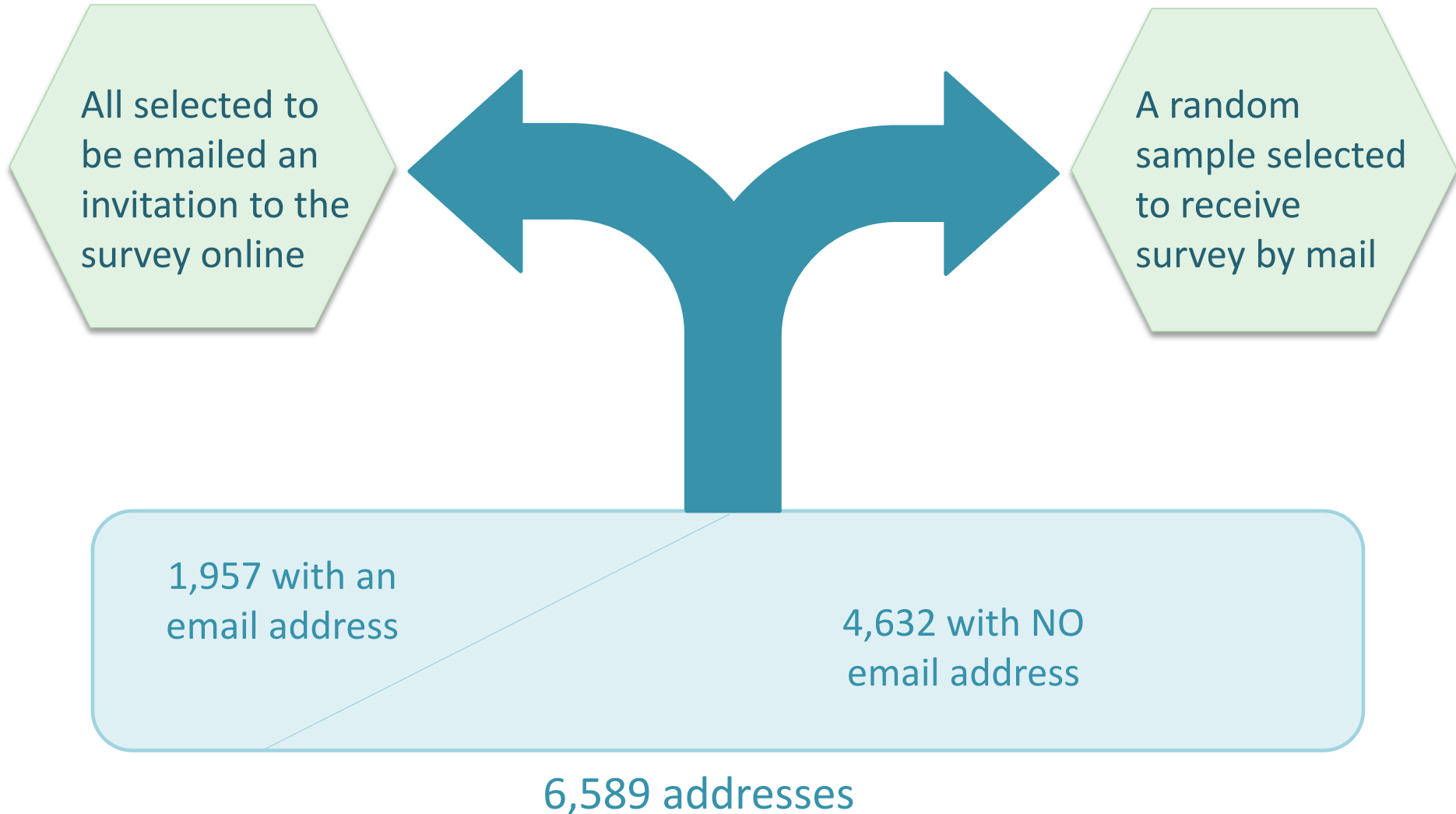
All selected to
be emailed an
invitation to the
survey online

A random
sample selected
to receive
survey by mail

1,957 with an
email address

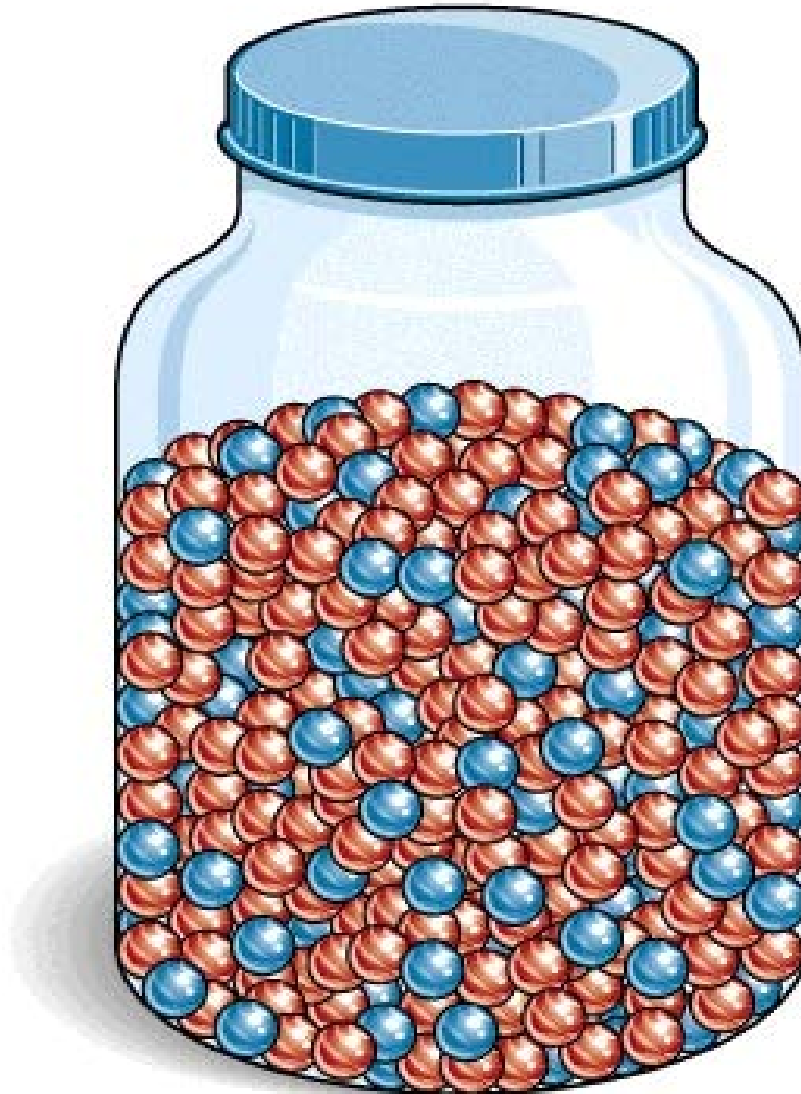
4,632 with NO
email address

6,589 addresses



Selecting Survey Recipients

Population

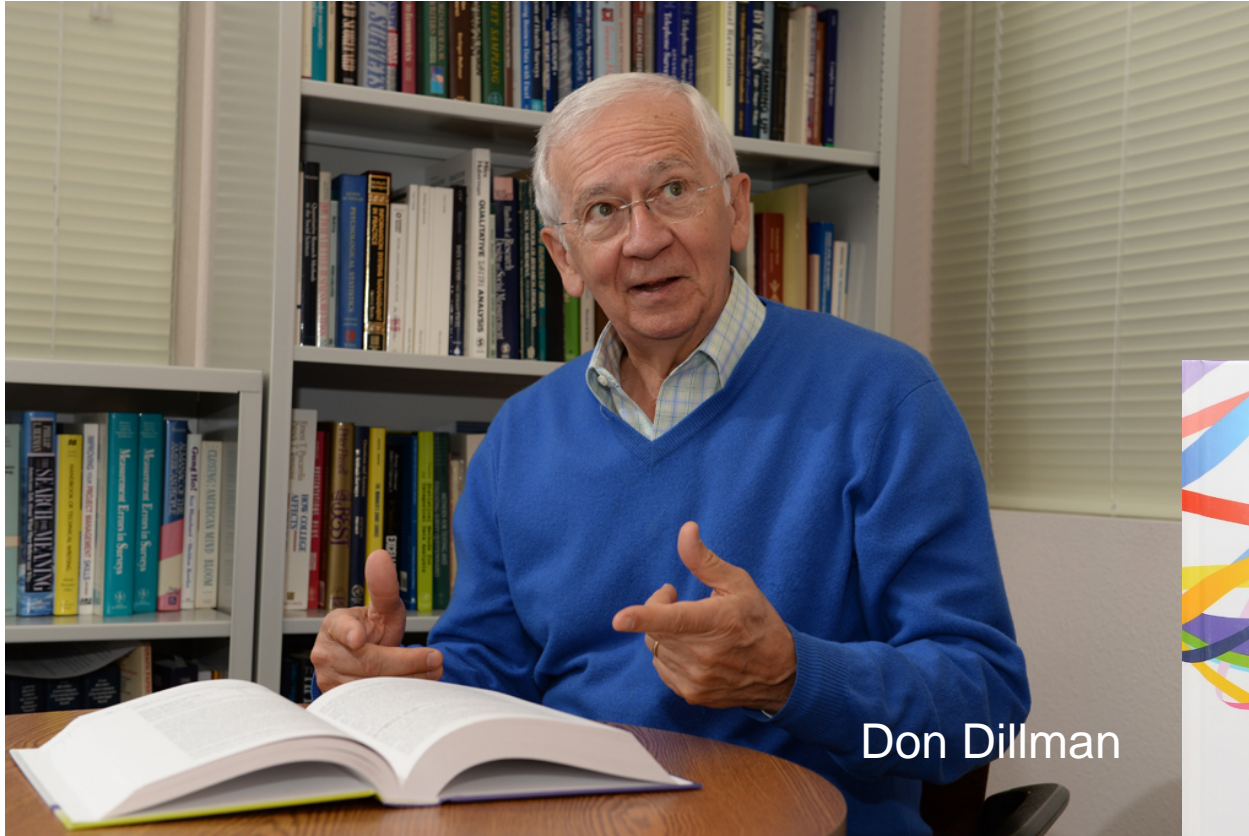


Sample

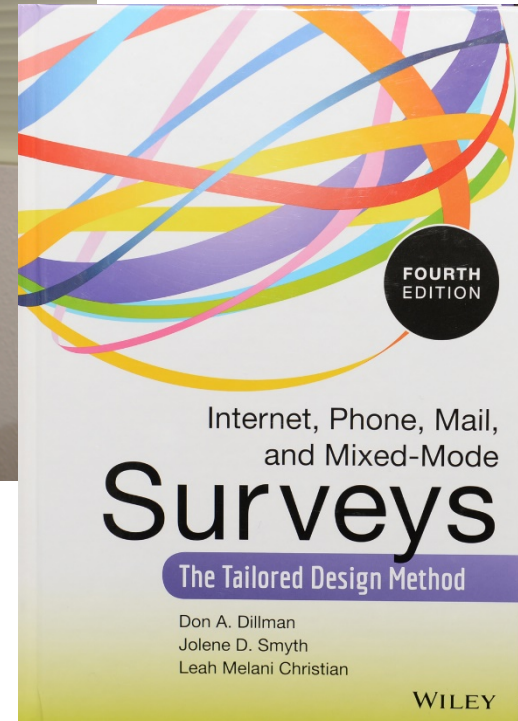


Administering the Survey

Contact Design



Don Dillman



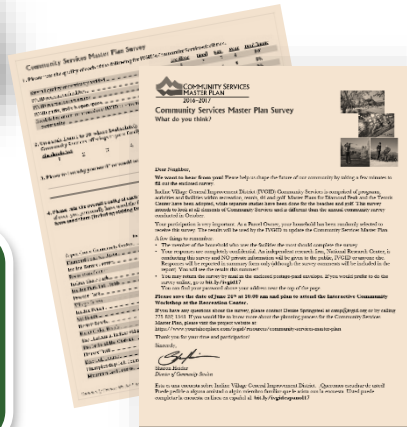
The image is a screenshot of a survey title page. At the top right, the NRC logo is displayed, consisting of a stylized circular graphic and the text "NRC National Research Center Inc.". Below this, the survey title "COMMUNITY SERVICES MASTER PLAN" is centered, with "2016-2017" underneath it. A horizontal line separates the title from the subtitle. The main heading "Community Services Master Plan Survey" is prominently displayed in a large, bold font. Below the heading, a paragraph of text informs the user that the survey is difficult to complete on mobile devices and is best done on a desktop or laptop. At the bottom of the page, there is a small rectangular box and a navigation button with the text ">>". The footer of the slide indicates the survey is powered by Qualtrics.

Administering the Survey

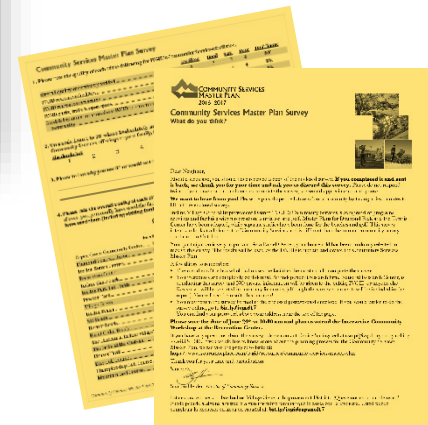
Prenotification
Postcard



Initial
Survey Packet

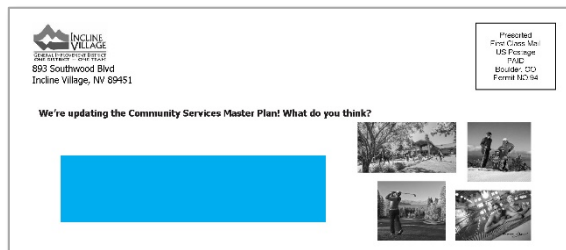


Reminder
Survey Packet



1,300 sent

Mail "Prong"



289 completes
22.2% response rate

Scientific Survey Response Rate



Contacted:
3,134

Responded:
838

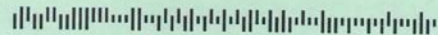
Response rate
26.7%

95% confidence interval
 $\pm 3.4\%$

Electronic Dataset of Survey Responses



Community Services Master Plan Survey What do you think?



*****AUTO**MIXED AADC 800

PASSWORD: 50001
ERIN CALDWELL
44 VIA SUMMA
SANTA FE NM 87507-8052

6
9

Community Services Master Plan Survey

1. Please rate the quality of each of the following for IVGID's Community Services facilities.

	Excellent	Good	Fair	Poor	Don't know
Overall quality of services provided	1	2	3	4	DK
IVGID recreation facilities	1	2	3	4	DK
IVGID recreation programs	1	2	3	4	DK
IVGID parks, trails & open space	1	2	3	4	DK
Availability of information about IVGID's recreation offerings to the community	1	2	3	4	DK

2. 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? (Please circle a number.)

Absolutely Not	1	2	3	4	5	6	7	8	9	Absolutely Yes
									9	

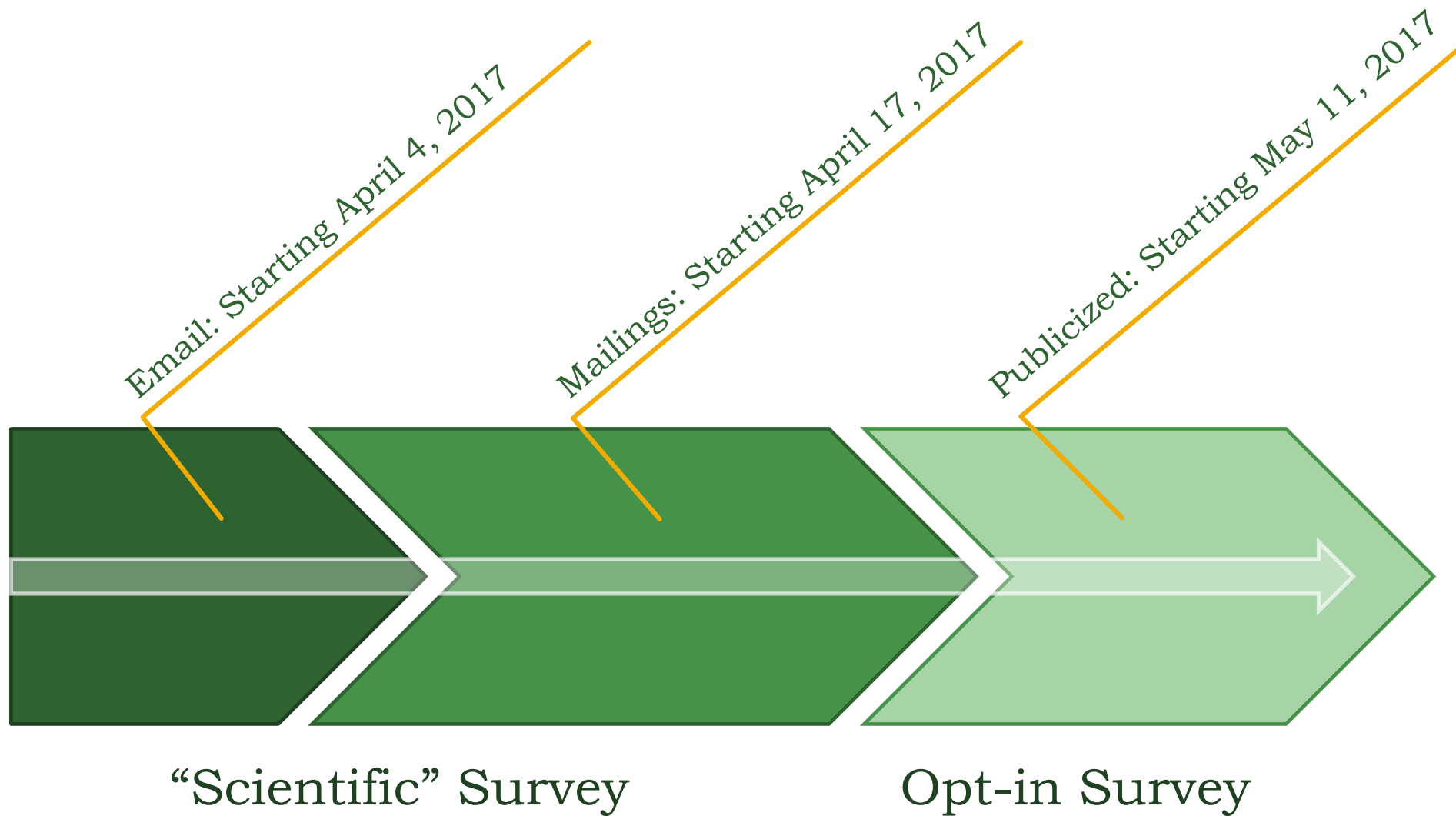
3. Please tell us why you would or would not recommend IVGID's Community Services offerings.

4. Please rate the overall quality of each of the following IVGID recreation facilities. Then indicate how often, if ever, you personally have used the facility in the last 12 months, and how often others in your household have used them (including visiting family or friends).

	Overall quality					How often used by:					
	Excellent	Good	Fair	Poor	Don't know	You, personally	1-5	6+	Others in your household	1-5	6+
Aspen Grove Community Center	1	2	3	4	DK	0	1	2	0	1	2
Diamond Peak Ski Resort	1	2	3	4	DK	0	1	2	0	1	2
Incline Tennis Center	1	2	3	4	DK	0	1	2	0	1	2
Recreation Center	1	2	3	4	DK	0	1	2	0	1	2
Incline Skans Park	1	2	3	4	DK	0	1	2	0	1	2
Incline Park Ball Fields	1	2	3	4	DK	0	1	2	0	1	2
Preston Park	1	2	3	4	DK	0	1	2	0	1	2
Village Green	1	2	3	4	DK	0	1	2	0	1	2
Incline Beach	1	2	3	4	DK	0	1	2	0	1	2
Six Beach	1	2	3	4	DK	0	1	2	0	1	2
Hermits Beach	1	2	3	4	DK	0	1	2	0	1	2
Burnt Cedar Beach	1	2	3	4	DK	0	1	2	0	1	2
The Chateau at Incline Village	1	2	3	4	DK	0	1	2	0	1	2
The Grille at the Chateau	1	2	3	4	DK	0	1	2	0	1	2
Fitness Trail	1	2	3	4	DK	0	1	2	0	1	2
Edic Golf Course	1	2	3	4	DK	0	1	2	0	1	2
Championship Golf Course	1	2	3	4	DK	0	1	2	0	1	2
Mountain Golf Course	1	2	3	4	DK	0	1	2	0	1	2



Open Participation 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

Recommend to Others

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
- Incline Beach
- Diamond Peak Ski Resort
- Incline Park Ball Fields
- Incline Tennis Center
- Mountain Golf Course

At least
8 in 10

- Ski Beach
- The Grille at the Chateau
- Village Green
- Recreation Center
- Incline Skate Park
- Hermit Beach
- Disc Golf Course
- Fitness Trail

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%

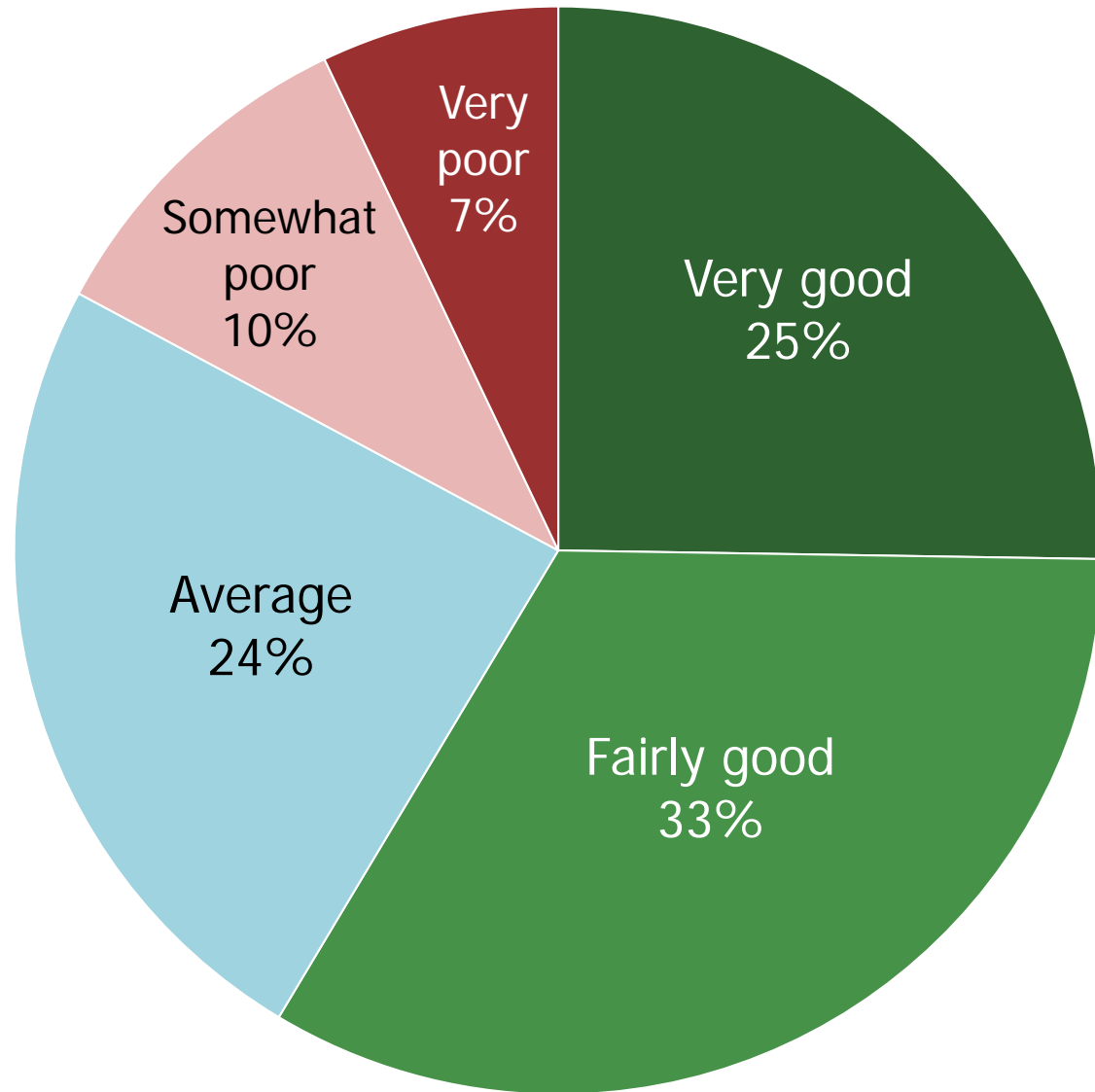


Recreation Fee and Beach Fee

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

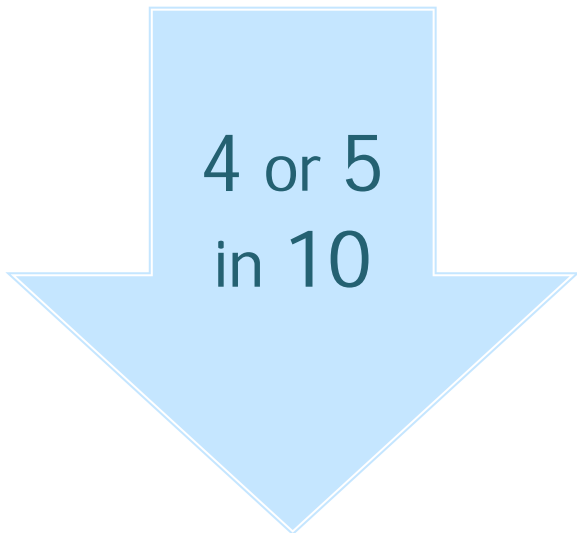
Importance of Programs



7 in 10



6 in 10



4 or 5
in 10

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

% rating as essential or very important

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%)
- Snowplay/sledding (68%)
- Warm water pool (64%)
- Bocce ball courts (63%)

Slim support

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

Lack of support

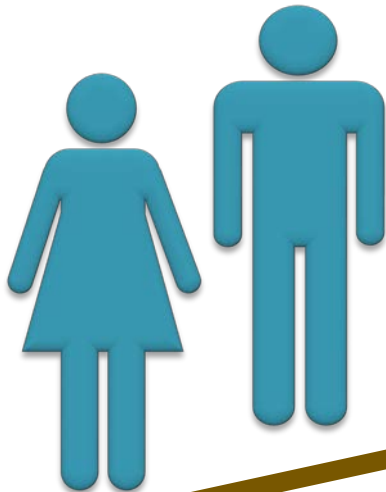
- Ice skating rink (48%)
- Field house (45%)
- Addt'l volleyball courts (45%)
- Indoor tennis courts (41%)
- Additional gymnasium (36%)
- Skate park expansion (30%)

% 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.

68%



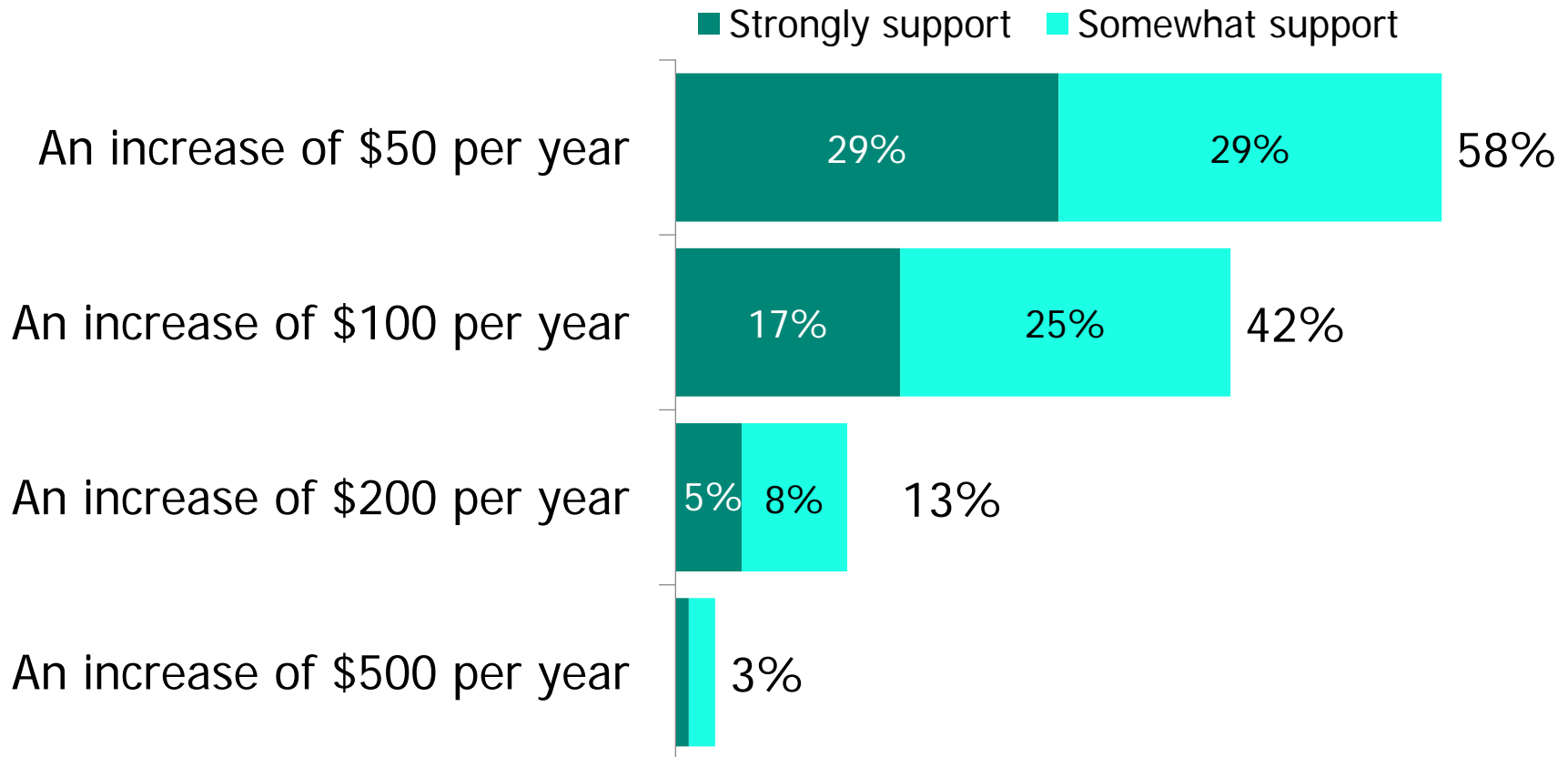
Invest in building or expanding recreation facilities in response to the increasing demand; be visionary for the future.

32%



Increases in Recreation Fee for Rec Facilities

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?



Increase Annual Fee to Eliminate User Fees

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>

Thank you!



NRC

National Research Center Inc

Erin Caldwell, Director of Research

www.n-r-c.com