

APPENDICES

Appendix-A: Telephone Survey

Appendix-B: Community Workshop

Appendix-C: Cost/Maintenance Matrix

Appendix-D: Grant and Foundation Funding Sources



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APPENDIX-A: TELEPHONE SURVEY

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Summary of Respondent Background Characteristics

Graphic Summary Preface

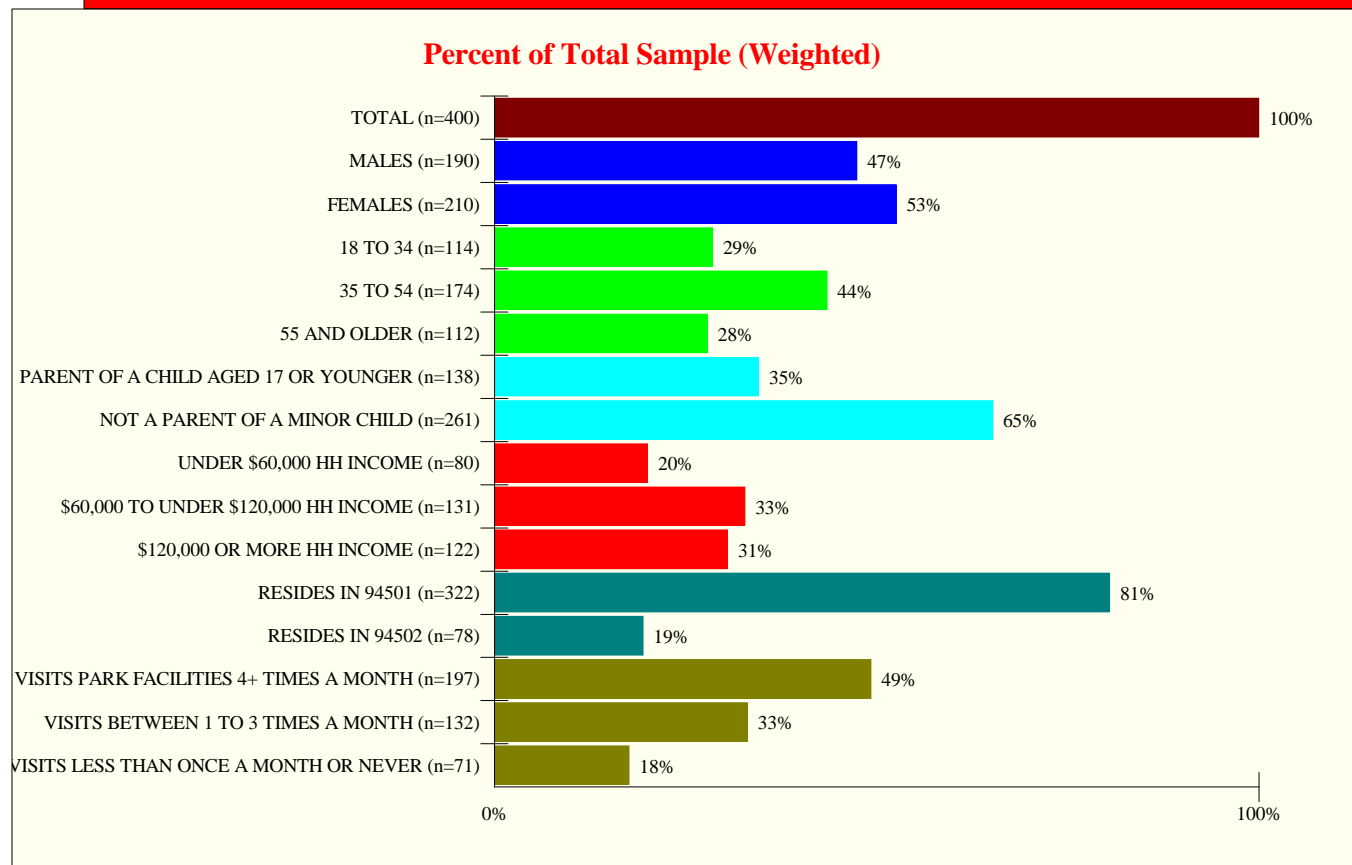


Figure 1

Composition of Weighted Sample

Percent of Total Weighted Sample by Background Category

Base for chart: Total sample (n=400, weighted); weighted sub-sample sizes are listed



Notes

Between February 17 and March 12, 2011, 400 City of Alameda residents aged 18 and older were interviewed by telephone.* Households within the target geographic area (zip codes 94501 and 94502) were randomly selected (using a form of random-digit dialing), with one adult in each randomly chosen for interviewing.

Because of the difficulty in reaching younger adults (aged 18 to 34), members of this age group were under-represented in the final sample. To compensate, weighting was used to ensure that sample gender-by-age proportions would match the target population's. All results in this volume, except those for Figure 2 (listing unweighted percentages), were derived from weighted data.

Weighted sub-sample sizes are listed at left for demographic categories representing gender, age, parental status, annual household income, and location of residence. The final set of categories at left describes results of a behavioral measurement – frequency of visiting Alameda's recreation facilities and parks.** These measurements have been used to help explain the survey results presented in this volume.

* Interviews with those reporting having lived in the city of Alameda less than six months were politely terminated.

** Results for this measurement are described in more detail in Figure 4.

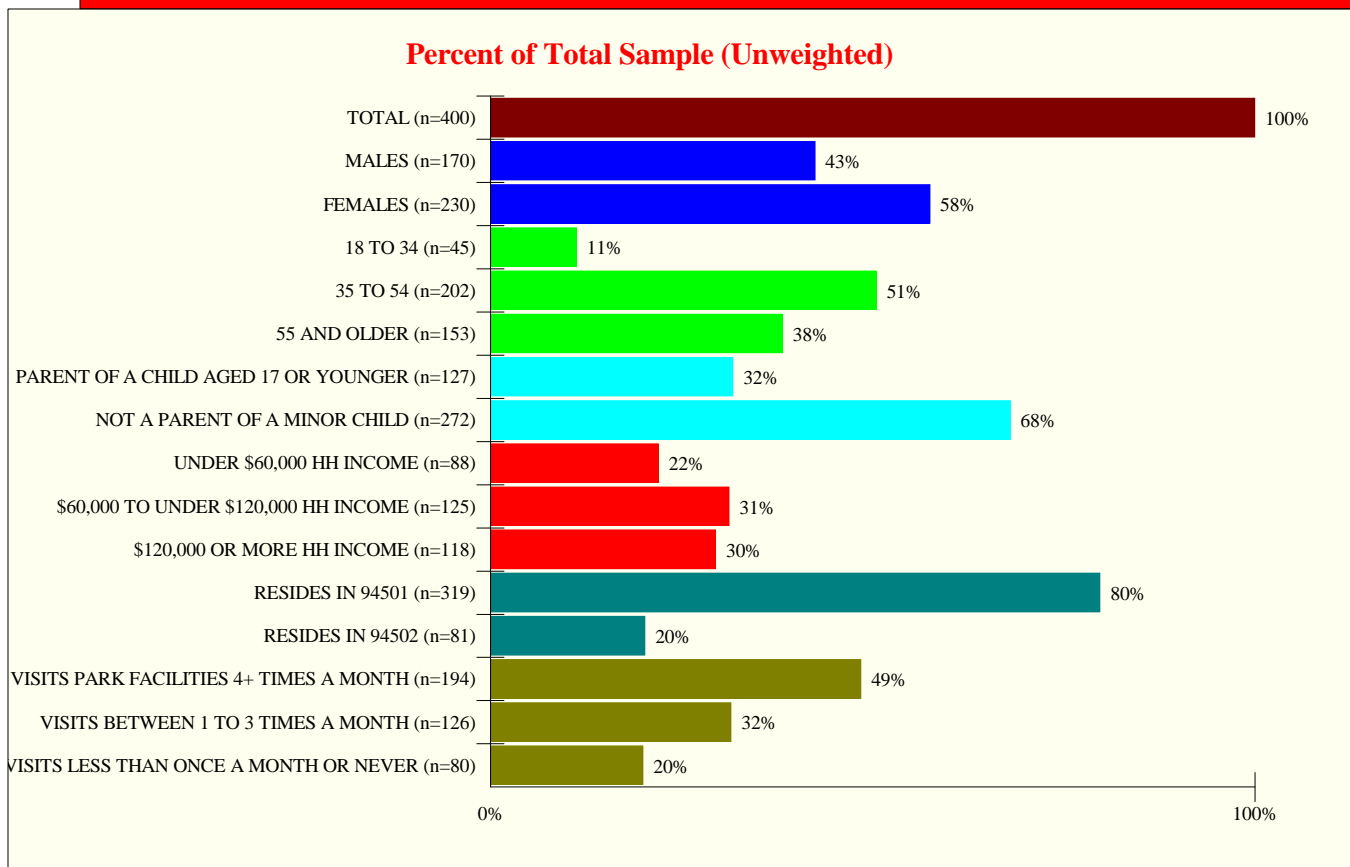
Percentages (and counts) exclude those failing to provide information about parental status and household income.

Figure 2

Composition of Unweighted Sample

Percent of Total Unweighted Sample by Background Category

Base for chart: Total sample (n=400, unweighted); unweighted sub-sample sizes are listed



Notes

These were the original background category sub-sample sizes before data weighting.

To correct for sample imbalances (especially among those aged 18 to 34), weights were applied to force sample gender-by-age proportions to match those for all adults living in the targeted geographic area. (Each individual was assigned a weight representing the relative contribution that individual's data would make to overall results. The weighted sub-sample sizes are shown in the previous chart.) This procedure ensured that no gender or age group would be over- or under-represented and also helped alleviate sample-versus-population discrepancies for parental status, household income, and other background variables.

As described in the *Synopsis*, weighting was also applied to adjust for unequal probability of selection within households. (The probability varies by household size.) The original total sample count (400) was unchanged by weighting.

Percentages (and counts) exclude those failing to provide information about parental status and household income.



Overall Frequency of Alameda Park System Use

Graphic Summary Section One



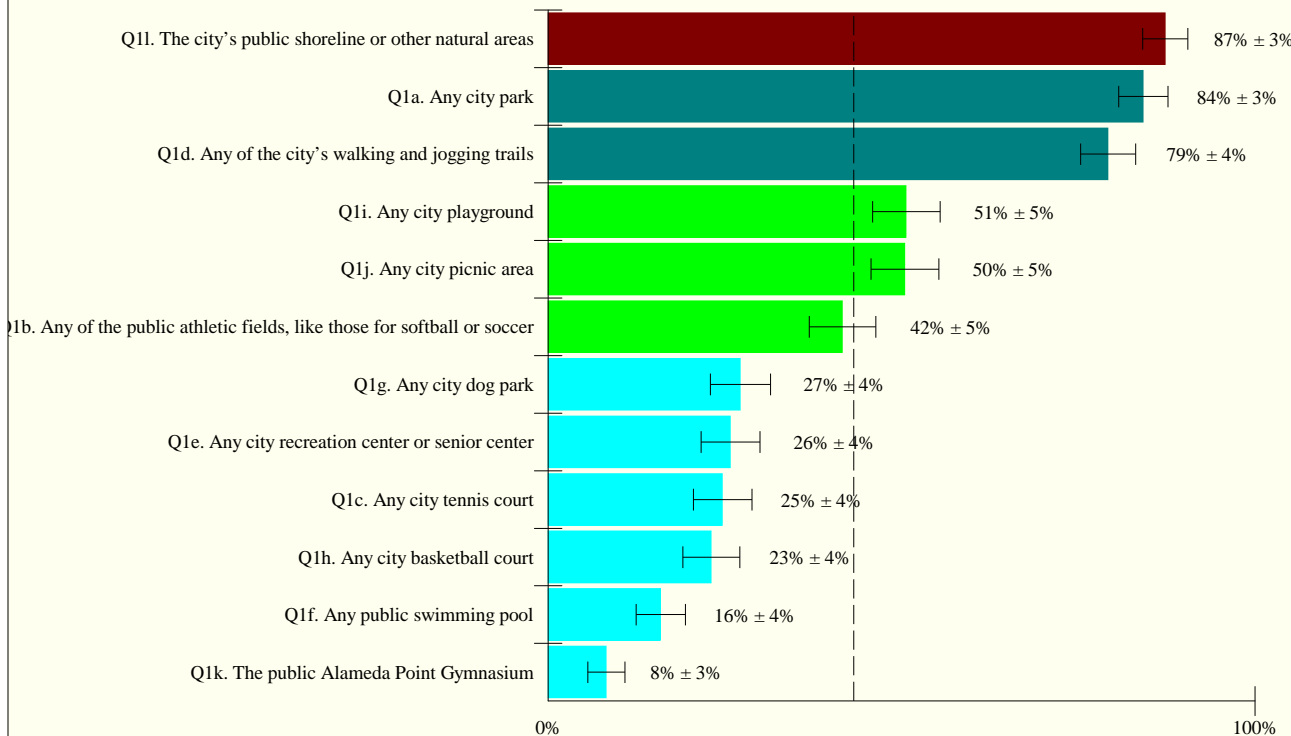
Figure 3

Recent Use of Alameda Recreation and Park Facilities

Q1a-l. "Now, I'm going to ask you about your personal use of public park facilities available within the City of Alameda. First . . . Within the last six months, do you recall ever having personally visited <insert location>?"

Base for chart: Total sample (n=400, weighted) for each question

Percent Reporting "Yes" for Recent Visits (with 90% Confidence Bands)



Notes

Respondents were asked to identify, among the 12 locations listed, those they had visited within the last six months. The percentages having visited the locations are shown, with bars color-coded (in standard deviation units, a measure of variation) to indicate degrees of distance above or below the dashed line (the average outcome). A difference of six percentage points or more can be considered meaningful. The plus/minus bars indicate ranges within which the population percentages would likely fall if all adult residents in Alameda had been surveyed (rather than just this sample). This was observed:

- **Well above-average visiting rate (burgundy and turquoise):** Nearly nine in ten (87%) reported having recently visited Alameda's public shoreline or other natural areas; 84%, a city park; and 79%, a city walking and jogging trail. These visiting rates were significantly higher than others.
- **Average visiting rates (green):** About half reported visiting a city playground (51%) or a city picnic area (50%). Slightly fewer (42%) had been to any of the city's public athletic fields.
- **Below-average visiting rates (blue):** About one in four claimed a visit to a city dog park (27%), city recreation center or senior center (26%), a city tennis court (25%), or a city basketball court (23%). Significantly fewer had visited a city pool (16%) or the Alameda Point Gymnasium (8%).

Section Addendum Figure 7 reviews visiting rate differences by background measurement.

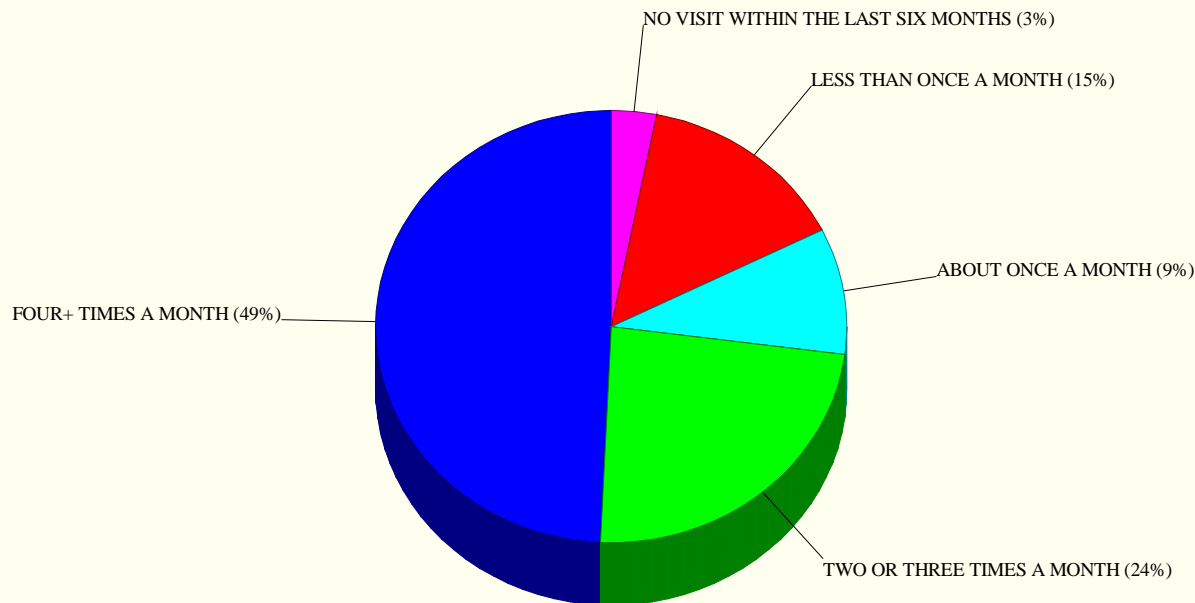
The dashed line indicates the average outcome.

Figure 4

Frequency of Visiting Alameda Recreation and Park Facilities

Q2. "Within the last six months, about how often have you visited any of the city's recreational facilities or parks? Four or more times a month, two or three times a month, about once a month, or less than once a month?"

Base for chart: Total sample (n=400, weighted)



Notes

About half (49%) said they were currently visiting Alameda park facilities "four or more times a month," while one-quarter (24%) reported "two or three times a month," and 24%, a lower rate. Three percent (3%) had not visited any Alameda park facility within the last six months.*

The next chart, displaying frequency-of-visiting results by background measurement, suggests that those least likely to use Alameda's park system tend to be older, less affluent, and without children aged 17 or younger.

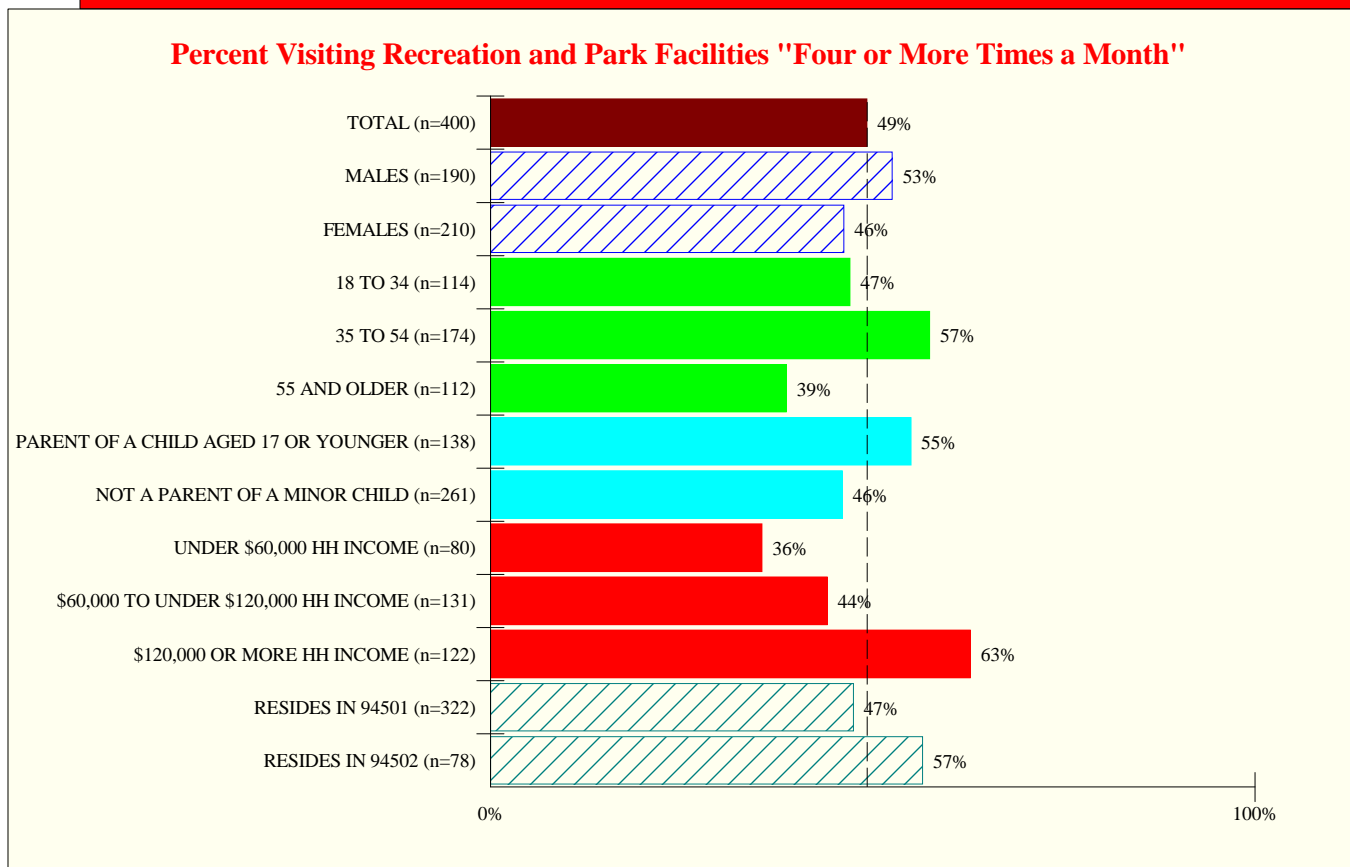
* Twelve respondents (the unweighted total was 15) had not visited any of the 12 park facility locations listed in the previous chart (for Q1a-l). They were not asked to answer Q2, but were included in a "no visit" category. Among those answering Q2, none reported "don't know."

Figure 5

Frequency of Visiting Park Facilities by Background Category

Q2. "Within the last six months, about how often have you visited any of the city's recreational facilities or parks? Four or more times a month, two or three times a month, about once a month, or less than once a month?"

Base for chart: Total sample (n=400, weighted); weighted sub-sample sizes are listed



Notes

Overall, 49% reported visiting city recreational facilities or parks at least "four or more times a month" within the last six months. This percentage, however, varied significantly by age, parental status, and household income:

- **Age:** On average, younger to middle-aged respondents (aged 18 to 54) were 1.4 times more likely than those aged 55 and older to report visiting "four or more times a month."
- **Parental status:** The significant variation is explained by the higher likelihood of those with children aged 12 or younger to visit frequently. (Among this group of 113, 58% reported visits "four or more times a month.") Percentages for those with teenage children aged 13 to 17 (49%) and those without any children (46%) were not meaningfully different.
- **Household income:** Those in the most affluent income category (\$120,000 or more annually) were 1.8 times more likely than those in the least affluent one to report a high visiting frequency.

Differences for gender and location of residence were not large enough to be statistically meaningful. (Categories in these measurement areas are represented with a crosshatched pattern.)

The dashed line indicates the total sample percentage.

Figure 6

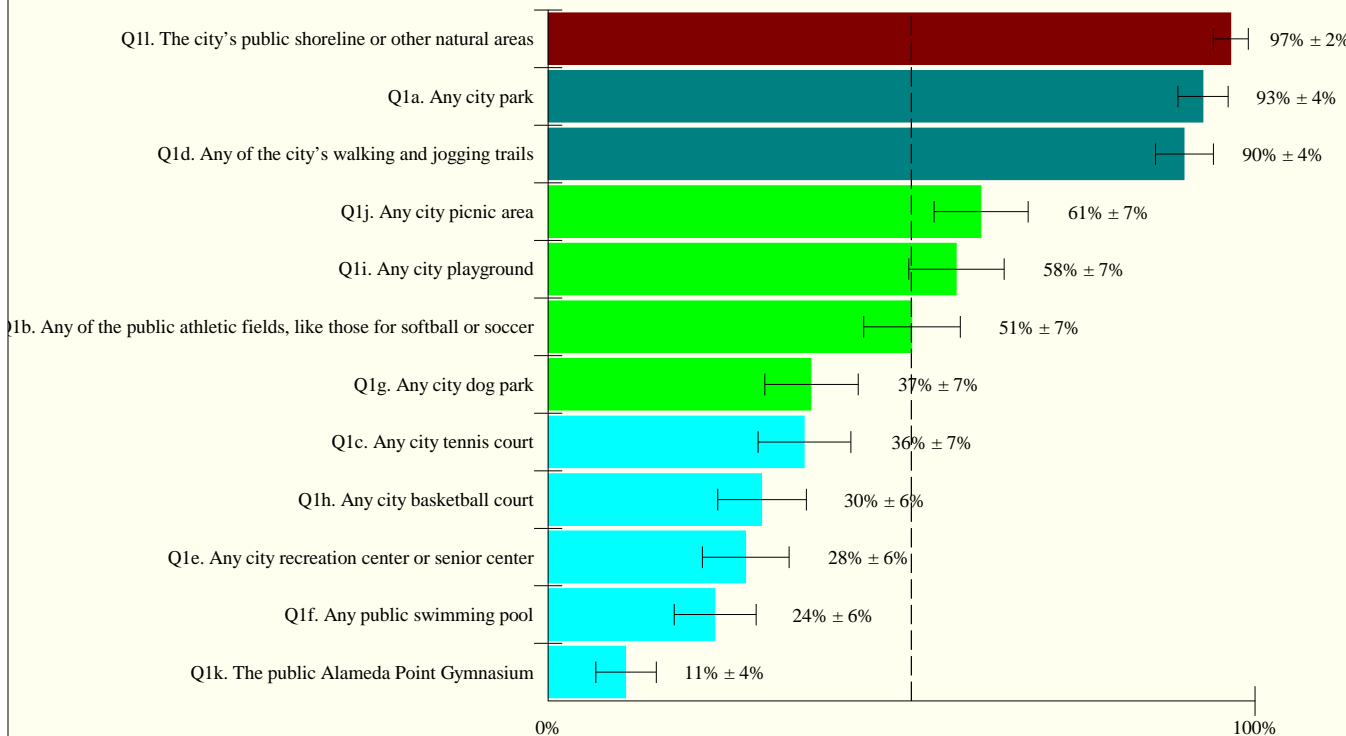
Recent Park Facility Use Among Frequent Visitors

Q1a-l. "Within the last six months, do you recall ever having personally visited <insert location>?"

Q2. "Within the last six months, about how often have you visited any of the city's recreational facilities or parks? Four or more times a month, two or three times a month, about once a month, or less than once a month?"

Base for chart: Those reporting, for Q2, visiting park facilities four or more times a month (n=197, weighted) for each question

Percent Reporting "Yes" for Recent Visits (with 90% Confidence Bands)



Notes

Among 197 respondents reporting four or more visits per month to Alameda recreation and park facilities, these percentages had visited the locations listed (within the last six months). As in Figure 3, bars are color-coded to indicate degrees of distance above or below the dashed line (the average outcome).* A difference of eight percentage points or more can be considered meaningful. As in Figure 3, the plus/minus bars indicate ranges within which the population percentages would likely fall if all adult Alameda residents had been surveyed.

As shown, 97% of frequent visitors said they had been to the city's public shoreline or other natural areas; 92%, to a city park; and 90%, to a city trail. Between five and six in ten had visited one of the city's picnic areas, playgrounds, or athletic fields. Between three and four in ten had visited one of the city's dog parks, tennis courts, or basketball courts.

* The rank-ordering in this chart is similar to Figure 3's, but the average outcome percentage is eight points higher.

The dashed line indicates the average outcome.

Figure 7

Section Addendum: Recent Use of Alameda Recreation and Park Facilities by Background Category

Q1a-l. "Now, I'm going to ask you about your personal use of public park facilities available within the City of Alameda. First . . . Within the last six months, do you recall ever having personally visited <insert location>?"

Base for chart: Total sample (n=400, weighted) for each question; weighted sub-sample sizes are listed

Percent Reporting "Yes" for Having Visited Within the Last Six Months

Measurement	Total (n=400)	Males (n=190)	Females (n=210)	18 to 34 (n=114)	35 to 54 (n=174)	55 and older (n=112)	Parent of a child (n=138)
Q1l. The city's public shoreline or other natural areas	87%	87%	88%	89%	92%	78%	89%
Q1a. Any city park	84%	86%	83%	87%	91%	71%	92%
Q1d. Any of the city's walking and jogging trails	79%	80%	78%	83%	86%	65%	85%
Q1i. Any city playground	51%	48%	53%	57%	60%	30%	79%
Q1j. Any city picnic area	50%	47%	53%	60%	56%	32%	66%
Q1b. Any of the public athletic fields, like those for softball or soccer	42%	40%	43%	51%	47%	25%	60%
Q1g. Any city dog park	27%	28%	27%	34%	28%	18%	32%
Q1e. Any city recreation center or senior center	26%	18%	33%	8%	28%	40%	29%
Q1c. Any city tennis court	25%	23%	26%	40%	25%	8%	34%
Q1h. Any city basketball court	23%	26%	20%	28%	30%	7%	40%
Q1f. Any public swimming pool	16%	10%	21%	19%	20%	6%	28%
Q1k. The public Alameda Point Gymnasium	8%	6%	10%	9%	6%	10%	12%

Notes

This table lists – for the total sample, for gender categories, for age categories, and for one parental status category (those with children 17 or younger) – the percentages having visited the locations shown in the table. For example, 87% of all respondents had visited the city's public shoreline or other natural areas within the past six months (as shown in the second row). Among males, the observed visiting rate was 87%; among females, 88%; among those aged 18 to 34, 89%; among those aged 35 to 54, 92%; and so on.

The color-coding – blue indicates an unusually high visiting rate and yellow, the opposite – is defined as follows:

- **Light blue** indicates a statistically significant variation within the measurement area *and* an outcome percentage at least five percentage points *higher* than the total sample's.*
- **Light yellow** indicates a statistically significant variation within the measurement area *and* an outcome percentage at least five percentage points *lower* than the total sample's.

* The color-coding includes measurement areas in which there were only marginally significant differences.

Items are rank-ordered on "total" percentages. No multiple-test adjustments were made in the statistical testing.

Perceptions About Alameda's Existing Recreation and Park System

Graphic Summary Section Two

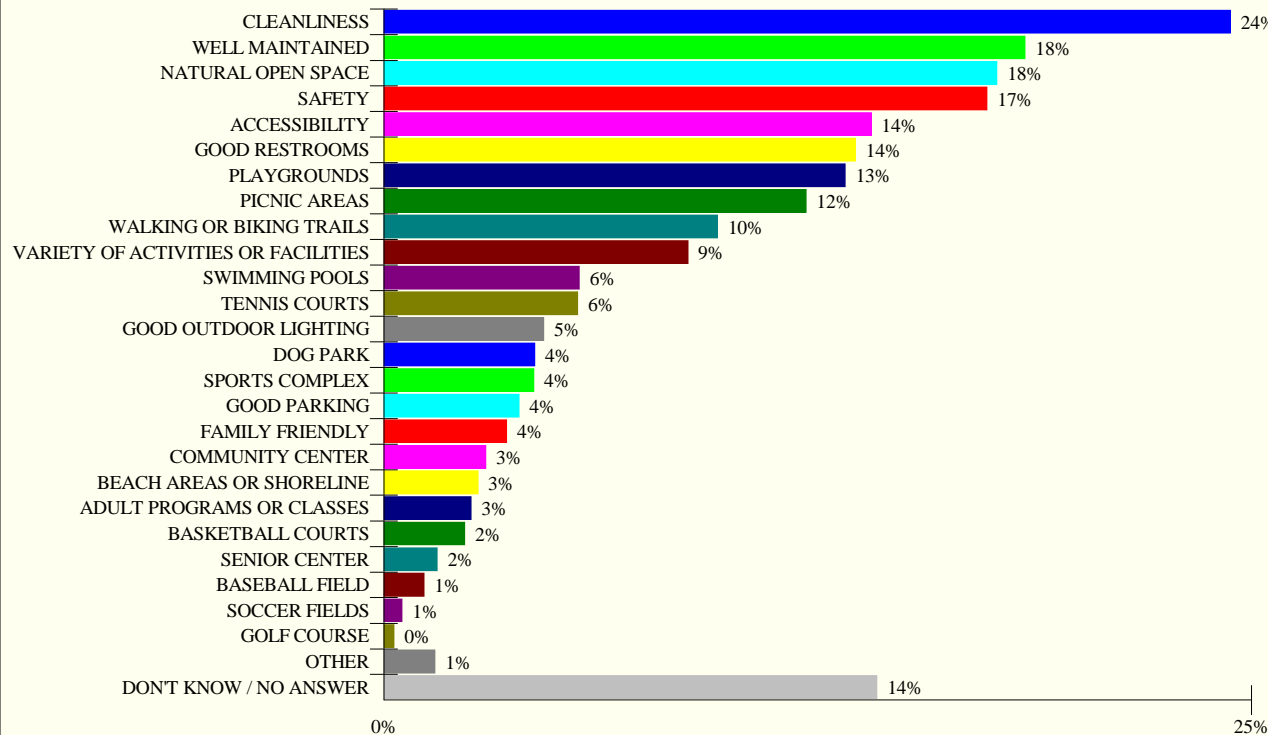
Figure 8

Perceptions About What a Good Community Park System Should Have

Q3. "Please think for a second about how you would describe a really exceptional community park system. For you personally, what should a community park system have to make it really good? And this could be anything – facilities, layout, benefits to the community or anything else."

Base for chart: Total sample (n=400, weighted)

Categorization of Unaided Responses



Notes

Respondents were asked to describe, unaided, the factors contributing to a good community park system. One in four (24%) cited the cleanliness of facilities; 18%, that they are well-maintained; 18%, the presence of natural open-space; 17%, the park system's overall safety; and 14%, its accessibility. This was also observed:*

- **Aesthetics:** Thirty-six percent (36%) cited factors – maintenance, well-maintained restrooms, or cleanliness – related to the general attractiveness of parks.
- **Natural spaces:** Three in ten (28%) said natural open space, beach areas, or trails were attributes of a good park system.
- **Children:** Among 18%, children's areas – children's play areas or family-friendly areas – were important characteristics.
- **Accessibility:** Eighteen percent (18%) cited accessible facilities or convenient parking.
- **Athletic fields or courts:** One in ten (11%) cited tennis courts, basketball courts, a sports complex, baseball fields or soccer fields.

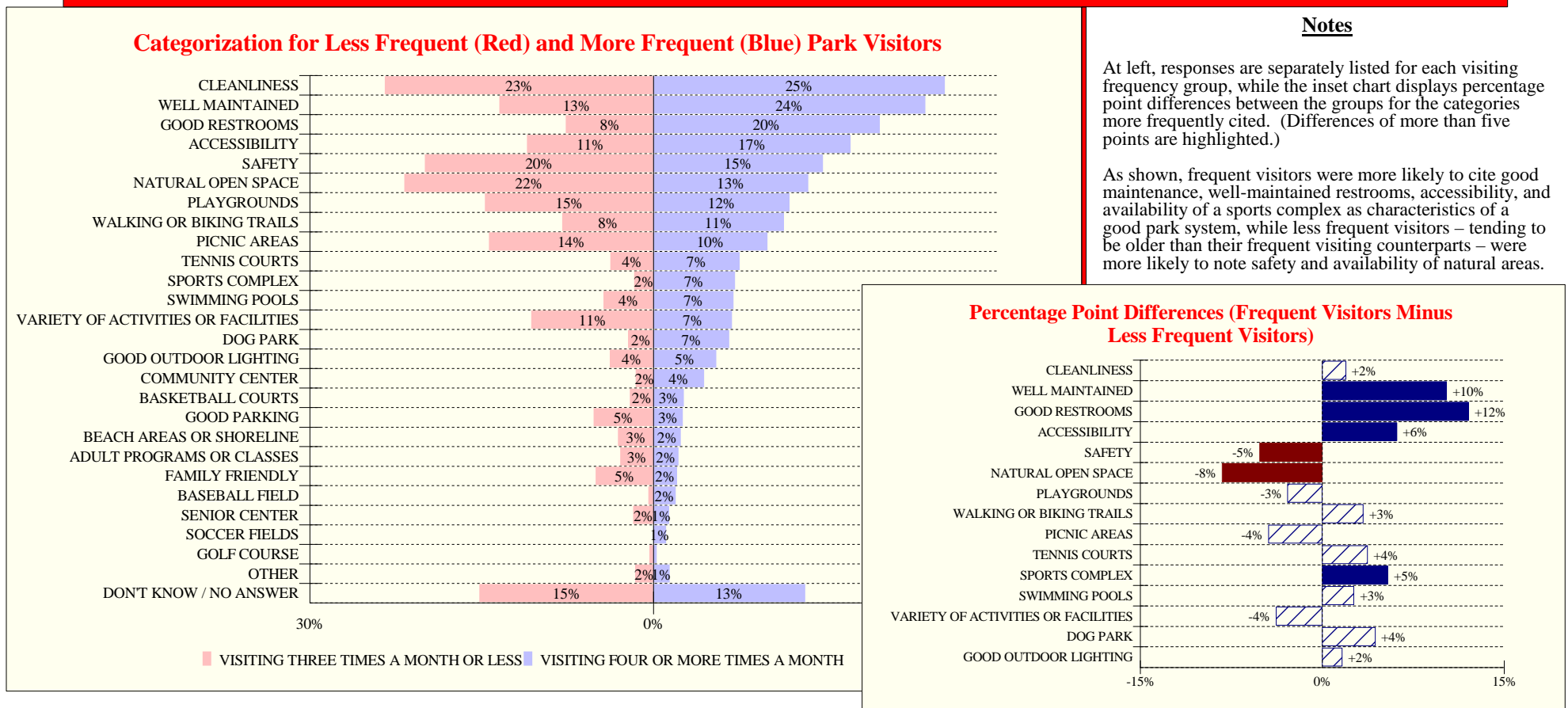
* Because respondents could give more than one answer, none of the percentages at left can be added together. (Summing them might double- or triple-count some respondents.) Each sub-total listed above is less than the sum of its component percentages.

Figure 9

Perceptions About What a Good Park System Should Have by Park Visiting Rate

Q3. "Please think for a second about how you would describe a really exceptional community park system. For you personally, what should a community park system have to make it really good? And this could be anything – facilities, layout, benefits to the community or anything else."

Base for chart: Those reporting, for Q2, visiting recreation and park facilities "four or more times a month" (n=197, weighted) and all others (n=203, weighted)



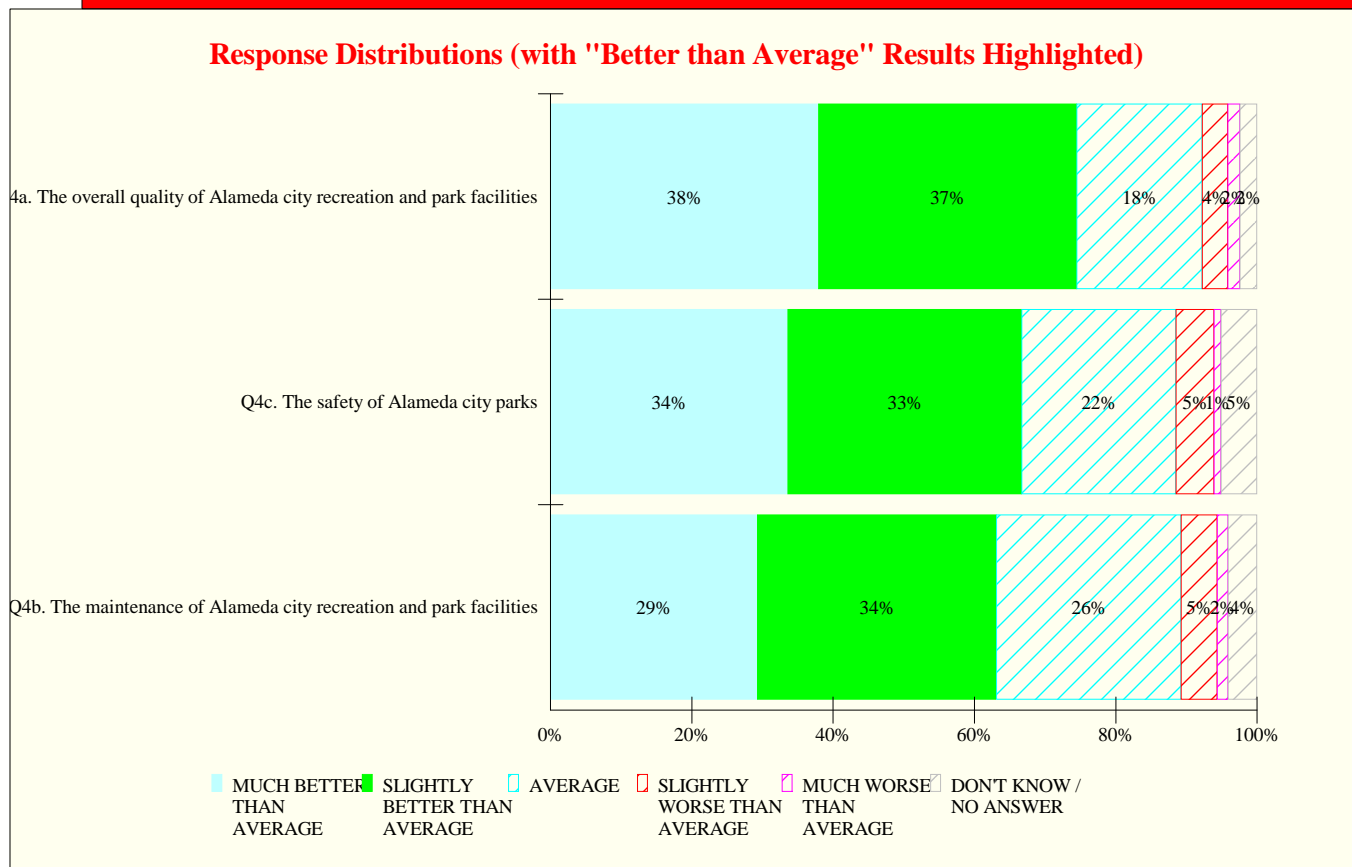
Percentages sum to more than 100% within each group because some gave more than one answer. Verbatim responses to Q3 are listed in this volume's appendix.

Figure 10

Overall Perceptions About Alameda Recreation and Park Facilities

Q4a-c. "Compared with what you'd expect from a city like Alameda, would you say <insert statement> is much better than average, slightly better than average, average, slightly worse than average, or much worse than average?"

Base for chart: Total sample (n=400, weighted) for each question



Notes

Respondents, asked to compare Alameda's current park system to what they would expect from a city the size of Alameda, produced these relatively favorable outcomes:

- **The overall quality of Alameda city recreation and park facilities:** Three in four (74%) judged Alameda's facilities to be at least "slightly" above expectations (including 38% who said "well above"). Respondents were slightly more likely to report a favorable grade for overall quality than for their parks' maintenance or safety.
- **The safety of Alameda city parks:** Sixty-seven percent (67%) rated their parks' safety as at least "slightly" above expectations (including 34% with "well above"), a marginally better statistical performance than for maintenance (but the difference is not large enough to be of practical importance).
- **The maintenance of Alameda city recreation and park facilities:** Sixty-three percent (63%) judged this factor to be at least "slightly" above expectations (including 29% indicating "well above").

The next three charts examine background measurement variations in Q4a-c results.

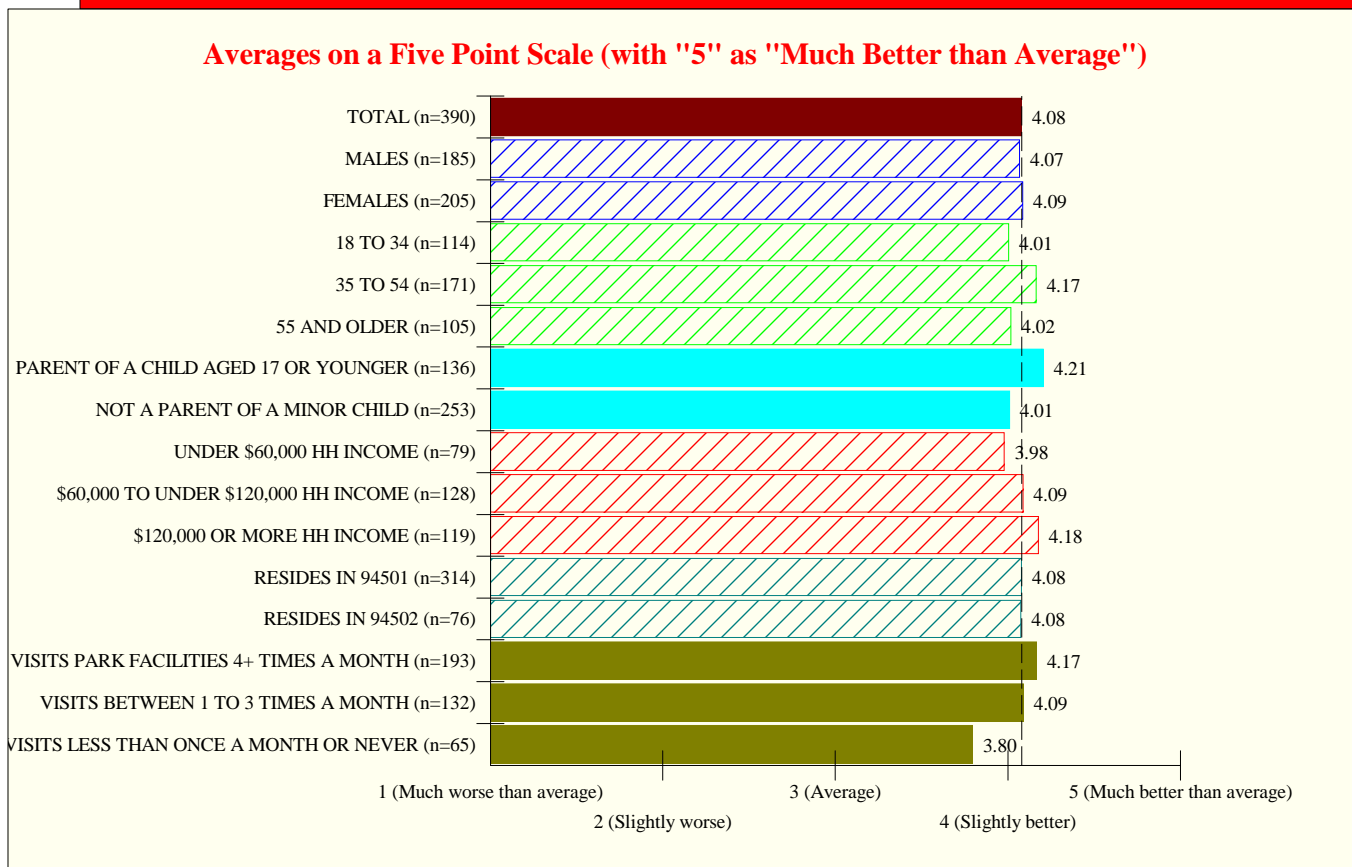
Segment percentages sum to 100% within each bar.

Figure 11

Perception About Overall Quality of Recreation and Park Facilities by Background Category

Q4a. "Compared with what you'd expect from a city like Alameda, would you say the overall quality of Alameda city recreation and park facilities is much better than average, slightly better than average, average, slightly worse than average, or much worse than average?"

Base for chart: Total sample (n=390 excluding "don't know's," weighted); weighted sub-sample sizes are listed



Notes

There were two marginally significant variations in the Alameda's overall park system rating: Parents of at least one child aged 17 or younger were slightly more likely than those without minor children to favorably rate the system, and frequent users of the city's park facilities were slightly more likely than less frequent users to do the same.*

Variations by gender, age, household income, and location of residence were not large enough to be meaningful.

* Parents of children aged 12 or younger were more enthusiastic than others about the park system, while those with only teenaged children produced an average not significantly different from those without children.

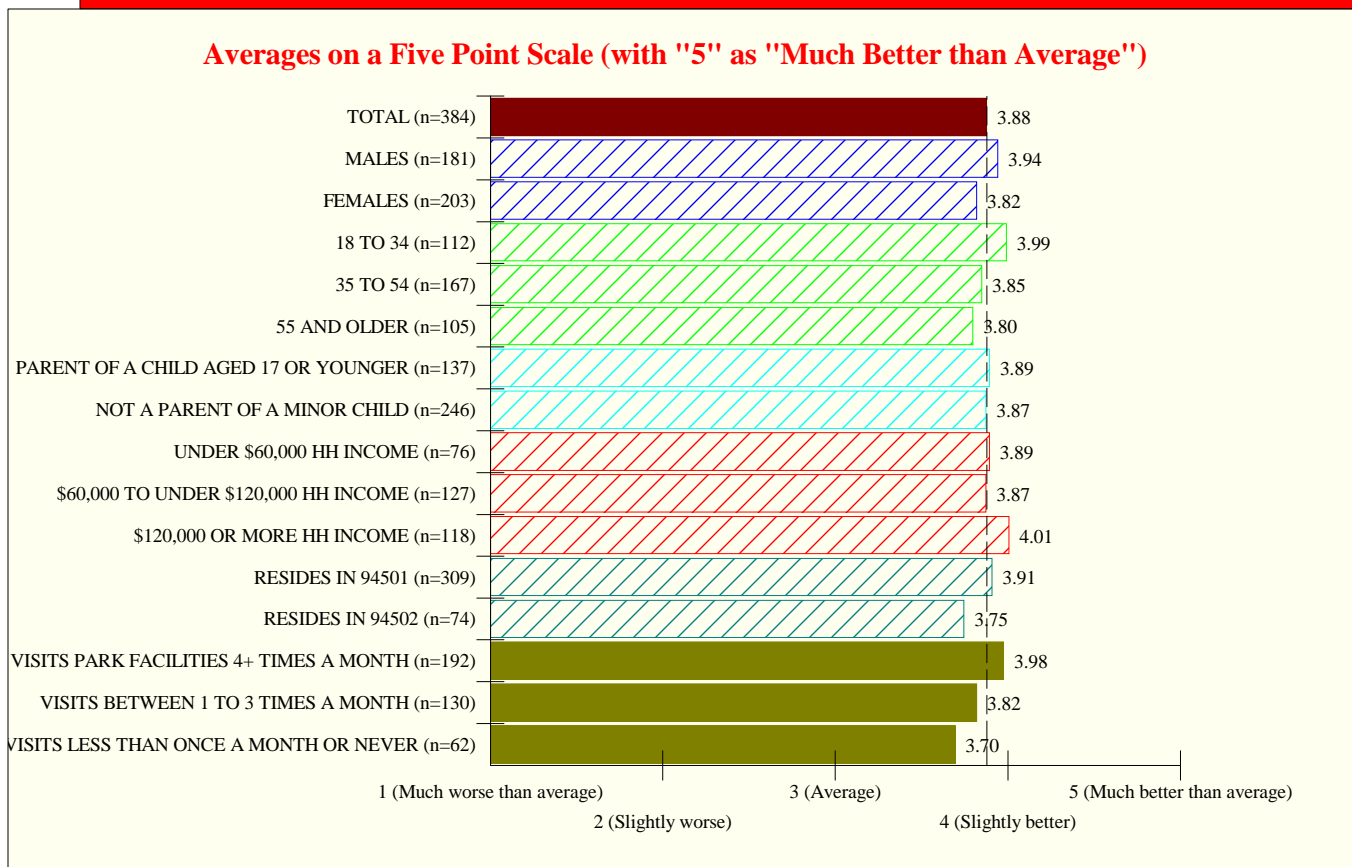
The dashed line indicates the total sample average.

Figure 12

Perception About the Maintenance of Alameda City Recreation and Park Facilities

Q4b. "Compared with what you'd expect from a city like Alameda, would you say the maintenance of Alameda city recreation and park facilities is much better than average, slightly better than average, average, slightly worse than average, or much worse than average?"

Base for chart: Total sample (n=384 excluding "don't know's," weighted); weighted sub-sample sizes are listed



Notes

The average performance rating for Alameda park maintenance varied marginally by park visiting rates, with more frequent park users slightly more enthusiastic than less frequent ones. Other differences were not significant, indicating broad agreement about the (relatively favorable) current state of park maintenance.

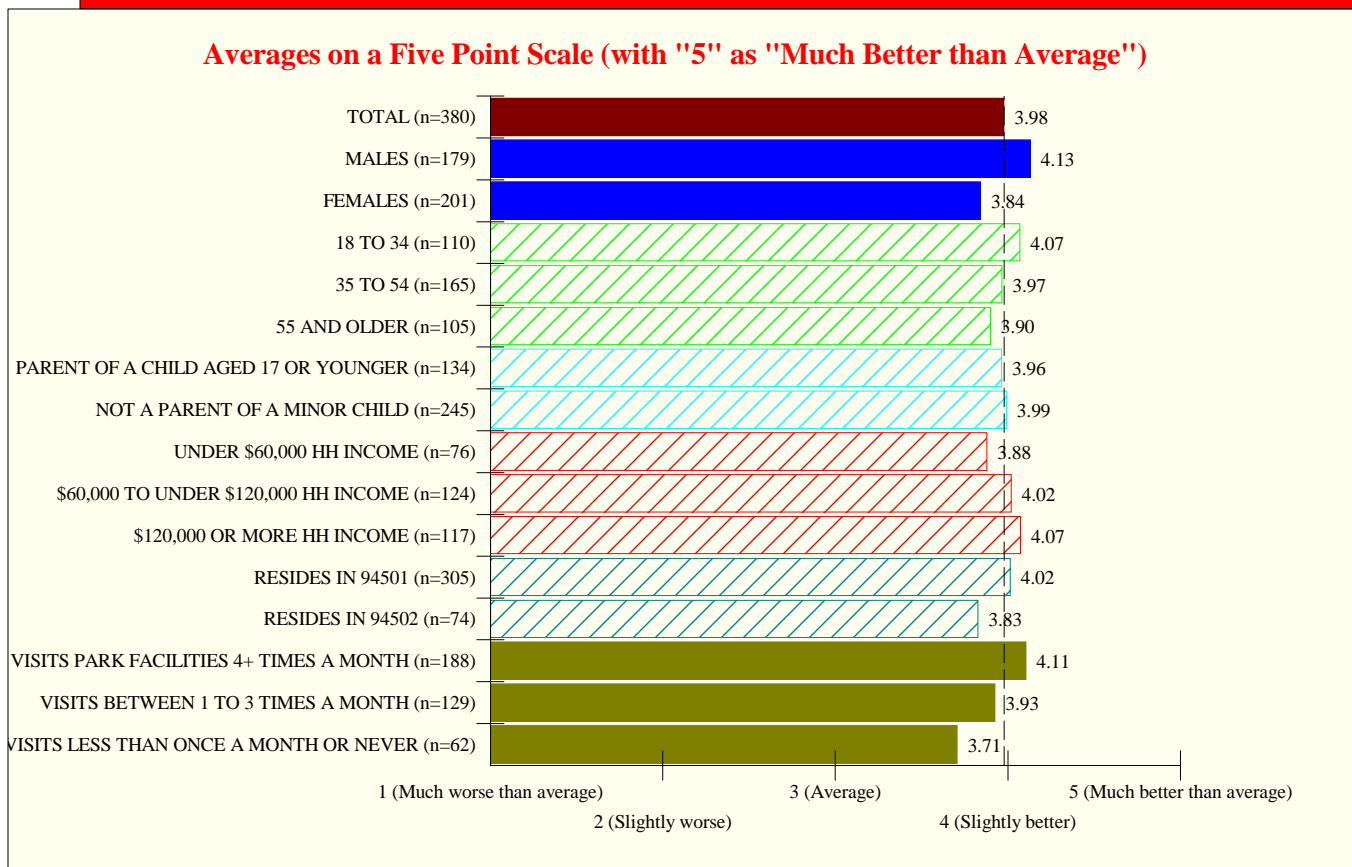
The dashed line indicates the total sample average.

Figure 13

Perception About the Safety of Alameda City Parks by Background Category

Q4c. "Compared with what you'd expect from a city like Alameda, would you say the safety of Alameda city parks is much better than average, slightly better than average, average, slightly worse than average, or much worse than average?"

Base for chart: Total sample (n=380 excluding "don't know's," weighted); weighted sub-sample sizes are listed



Notes

Significant differences in the average safety performance rating were found for gender and frequency of park visits. Males and frequent park users were more likely than females and less frequent users to favorably rate the safety of the city's parks. Other variations were not large enough to be meaningful.

The dashed line indicates the total sample average.

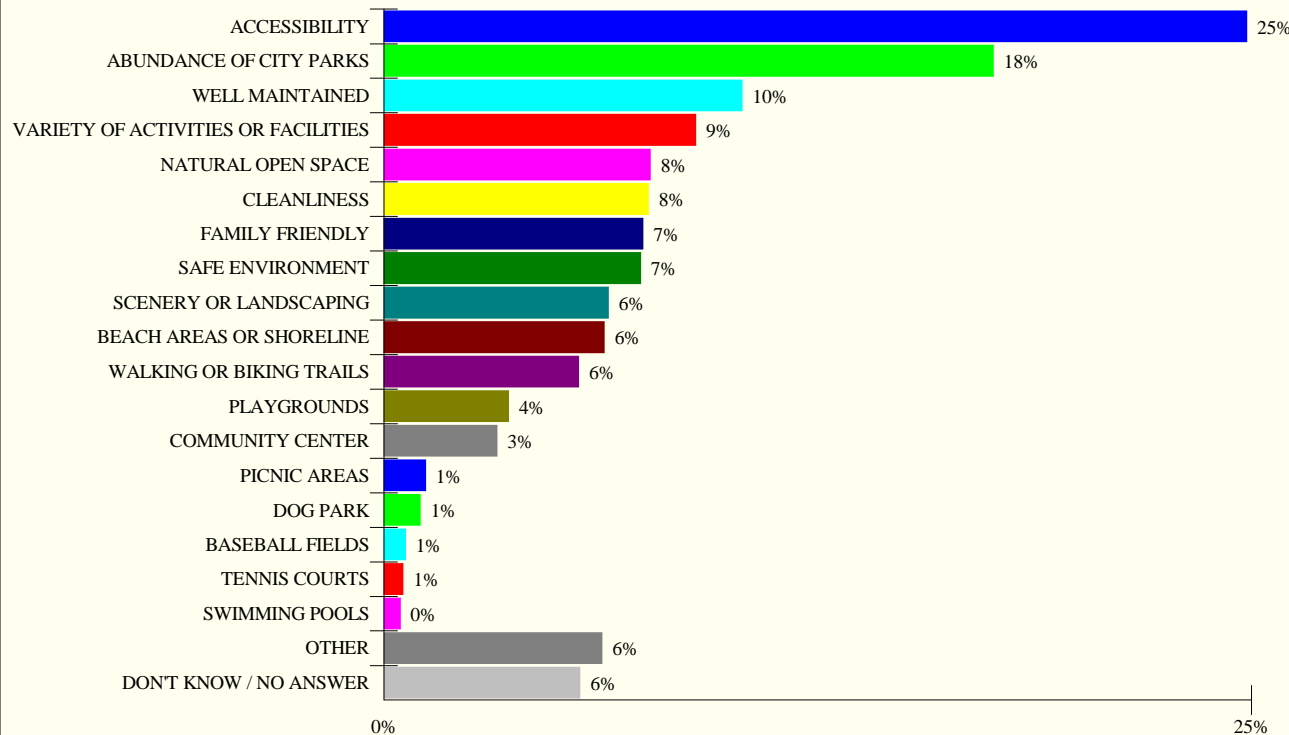
Figure 14

The Most Liked Characteristic of Alameda's Recreation and Park System

Q5. "In your own words, can you describe the one characteristic you tend to like most about Alameda's recreation and park system?"

Base for chart: Total sample (n=400, weighted)

Categorization of Unaided Responses



Notes

Respondents, asked to identify, unaided, the characteristic liked most about Alameda's recreation and park system, produced this set of (categorized) responses: One-quarter (25%) appreciated the system's accessibility; 18%, the abundance of city parks; 10%, the parks' seemingly well-maintained state; 9%, the variety of activities or facilities; 8%, the inclusion of natural open space; 8%, the parks' and facilities' cleanliness; 7%, their seeming family-friendliness; and 7%, their safety.

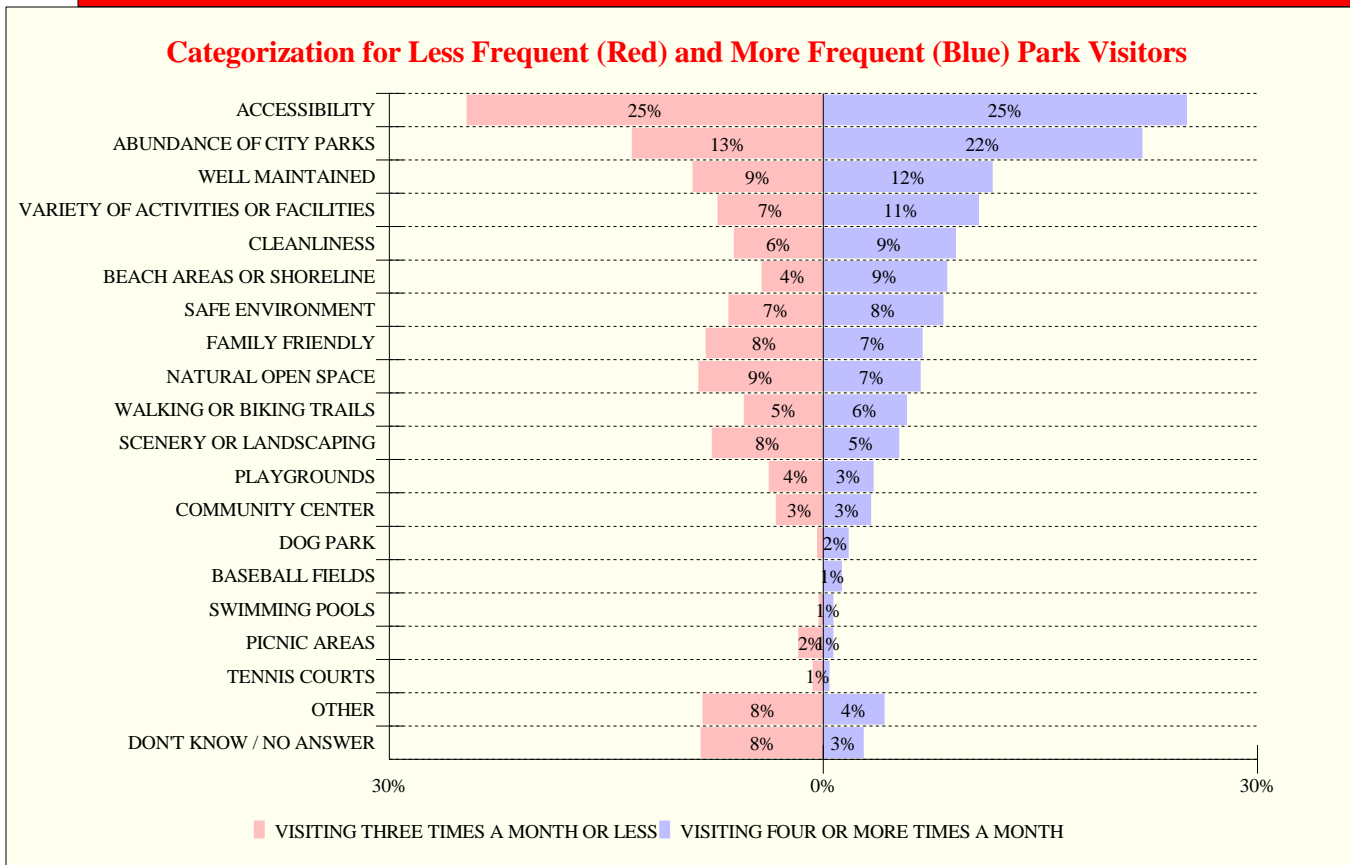
The next chart examines responses to Q5 by visiting frequency.

Figure 15

The Most Liked Characteristic of Alameda's Recreation and Park System by Visiting Rate

Q5. "In your own words, can you describe the one characteristic you tend to like most about Alameda's recreation and park system?"

Base for chart: Those reporting, for Q2, visiting recreation and park facilities "four or more times a month" (n=197, weighted) and all others (n=203, weighted)



Notes

Among both more frequent park users and less frequent ones, park system accessibility was most frequently cited as the most valued park system characteristic. (This was top-of-mind for 25% within each group.) Response percentages for other categorizations were relatively similar between groups, with one exception. Twenty-two percent (22%) of frequent park users cited the value of an abundance of city parks and facilities, versus 13% for their opposites. (This response was, however, the second most cited within each group.)

Percentages sum to more than 100% because some respondents gave more than one answer. Verbatim responses to Q5 are listed in this volume's appendix.



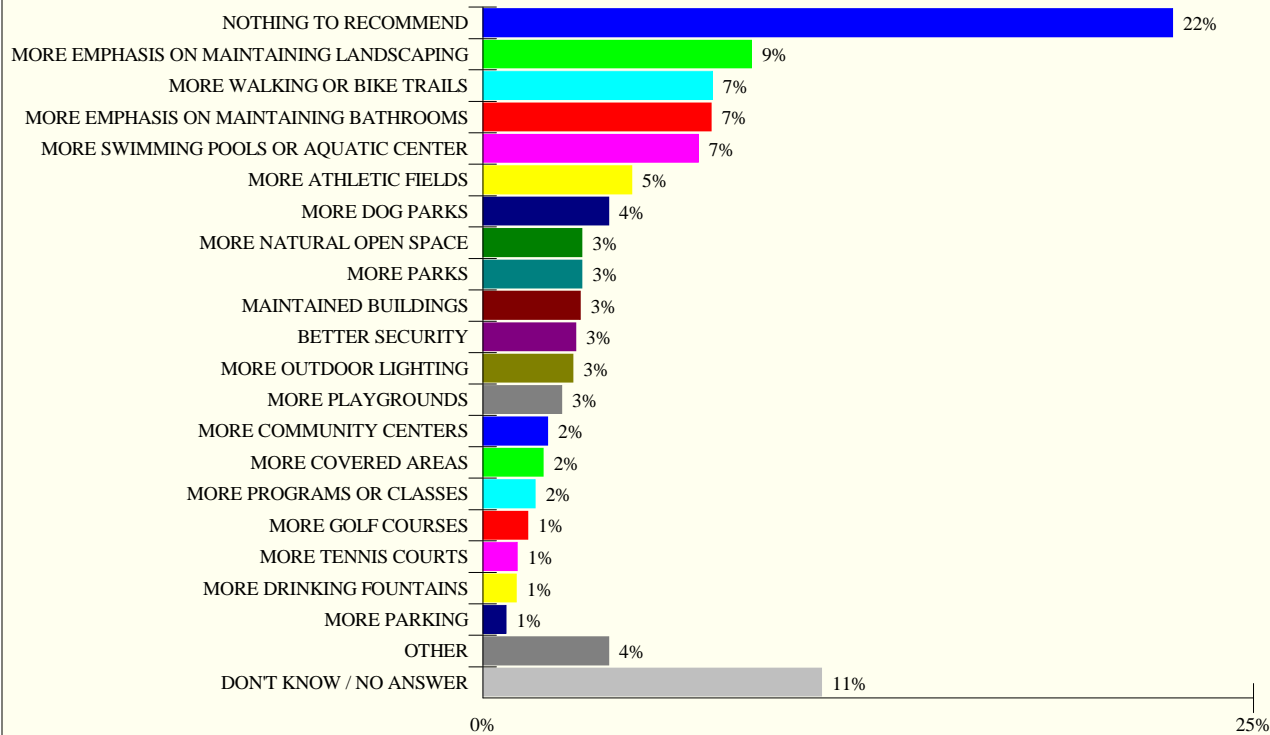
Figure 16

The Most Desirable Improvement or Addition

Q6. "What one physical improvement or addition to the Alameda recreation and park system would you most like to see happen? And this could be any type of land or building improvement."

Base for chart: Total sample (n=400, weighted)

Categorization of Unaided Responses



Notes

Asked to name, unaided, the one most desirable physical improvement or addition to the Alameda park system, respondents failed to produce any consensus set of recommendations – a favorable result, since no serious problem areas were identified in their set of responses. As shown, 9% said they want more emphasis on maintaining landscaping; 7%, more walking or biking trails; 7%, more emphasis on maintaining bathrooms; 7%, additional swimming pools; 5%, more athletic fields; and 4%, more dog parks.* (One-third [33%] did not report an answer.)

The next chart reviews differences in Q6 citation rates by visiting frequency.

* These results list the one or two improvements respondents could think of first, not necessarily the one or two of most interest or importance. The rank-ordering varies from Figure 18's, listing the percentages "very interested" in each of 15 specific improvements. Figure 18's results are more informative and reliable.

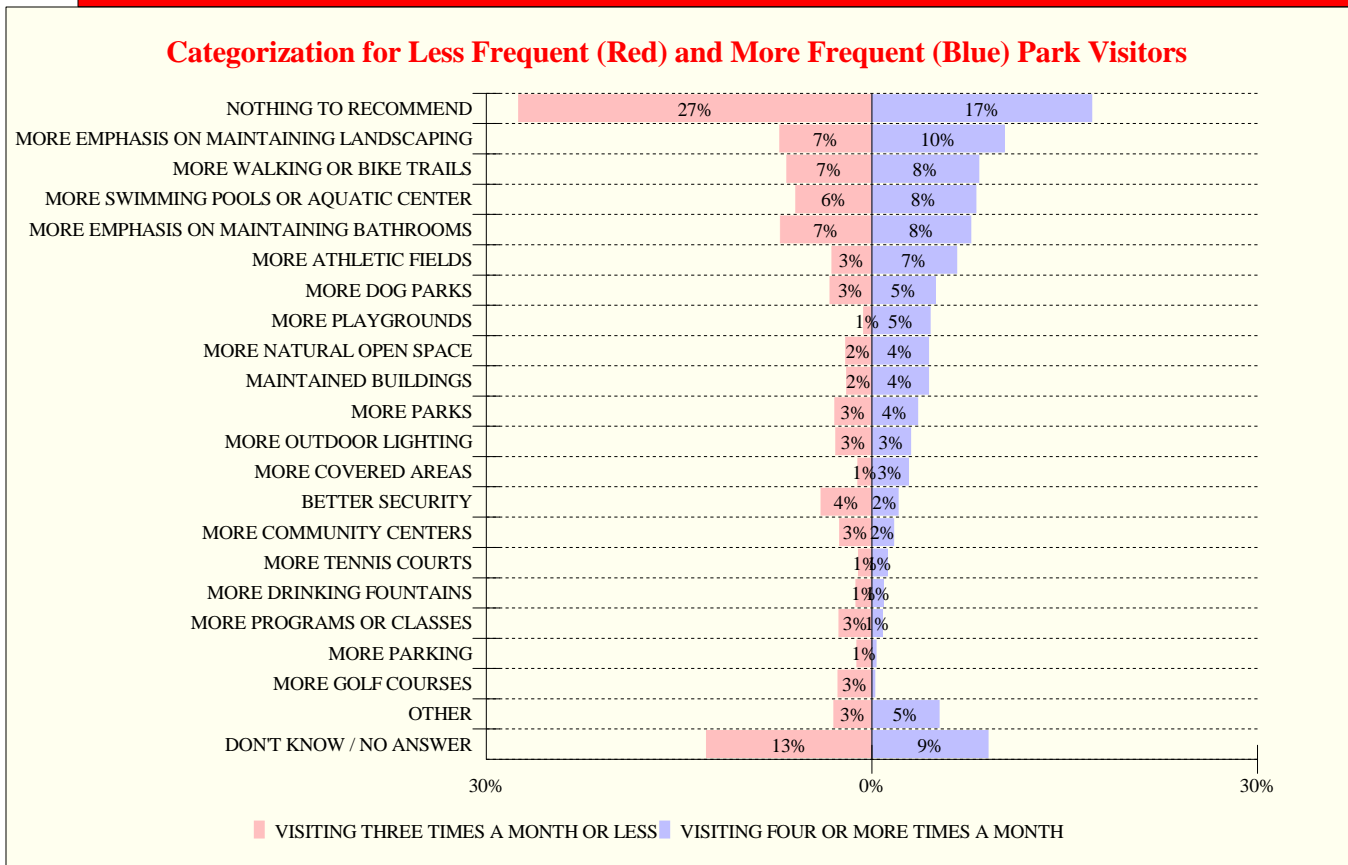


Figure 17

The Most Desirable Improvement or Addition

Q6. "What one physical improvement or addition to the Alameda recreation and park system would you most like to see happen? And this could be any type of land or building improvement."

Base for chart: Those reporting, for Q2, visiting recreation and park facilities "four or more times a month" (n=197, weighted) and all others (n=203, weighted)



Notes

Other than for the response of "nothing to recommend" – which less frequent park visitors were 1.6 times more likely than frequent ones to cite – no important differences were found between the way members of the two groups responded to this question.



Desirability of Specific Recreation and Park Improvement Options

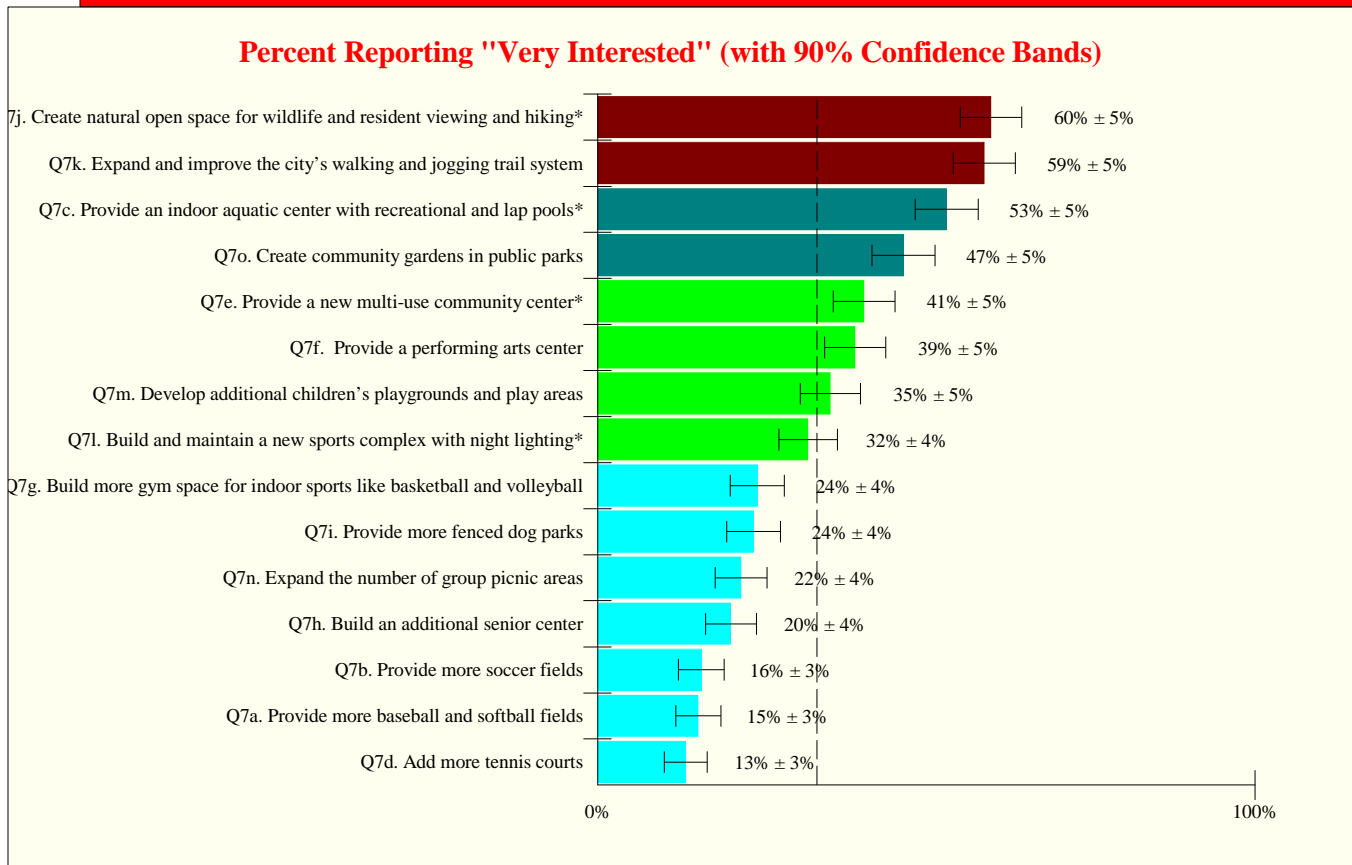
Graphic Summary Section Three

Figure 18

Interest in Specific Recreation and Park Improvements (1)

Q7a-o. "The Alameda Recreation and Park Department is exploring opinions about some proposed recreation and park system options, and I'm going to ask you about them. . . . One option is to <insert statement>. Would you be very, moderately, or not very interested in this?"

Base for chart: Total sample (n=400, weighted) for each question



Notes (continued on the next chart)

Respondents were asked to rate (using a three-point scale) their degree of interest in each of the 15 park system improvement options listed. "Very interested" percentages are shown, with bars color-coded to indicate degrees of distance above or below the dashed line (the average outcome).* The plus/minus bars indicate ranges within which the population percentages would likely fall if all adult residents in Alameda had been surveyed (rather than just this sample of 400). This was observed:

- **Well above-average interest (burgundy):** About six in ten were "very interested" in the options to create natural open space for wildlife habitat and resident viewing and hiking and to expand and improve the city's walking and jogging trail system. Percentages for the two improvements were significantly higher than those for other test items.
- **Above-average interest (turquoise):** Two improvements – providing an indoor aquatic center with recreational and lap pools and water play features, and creating community gardens in public parks – received endorsements from about one in two, placing them near the top of the rank-ordering.
- **Average interest (green):** Four options – related to a new multi-use community center, a new performing arts center, additional children's playgrounds and play areas, and a new sports complex with night lighting – produced average results, relative to all the options measured.

* At left, a difference of six percentage points or more can be considered meaningful.

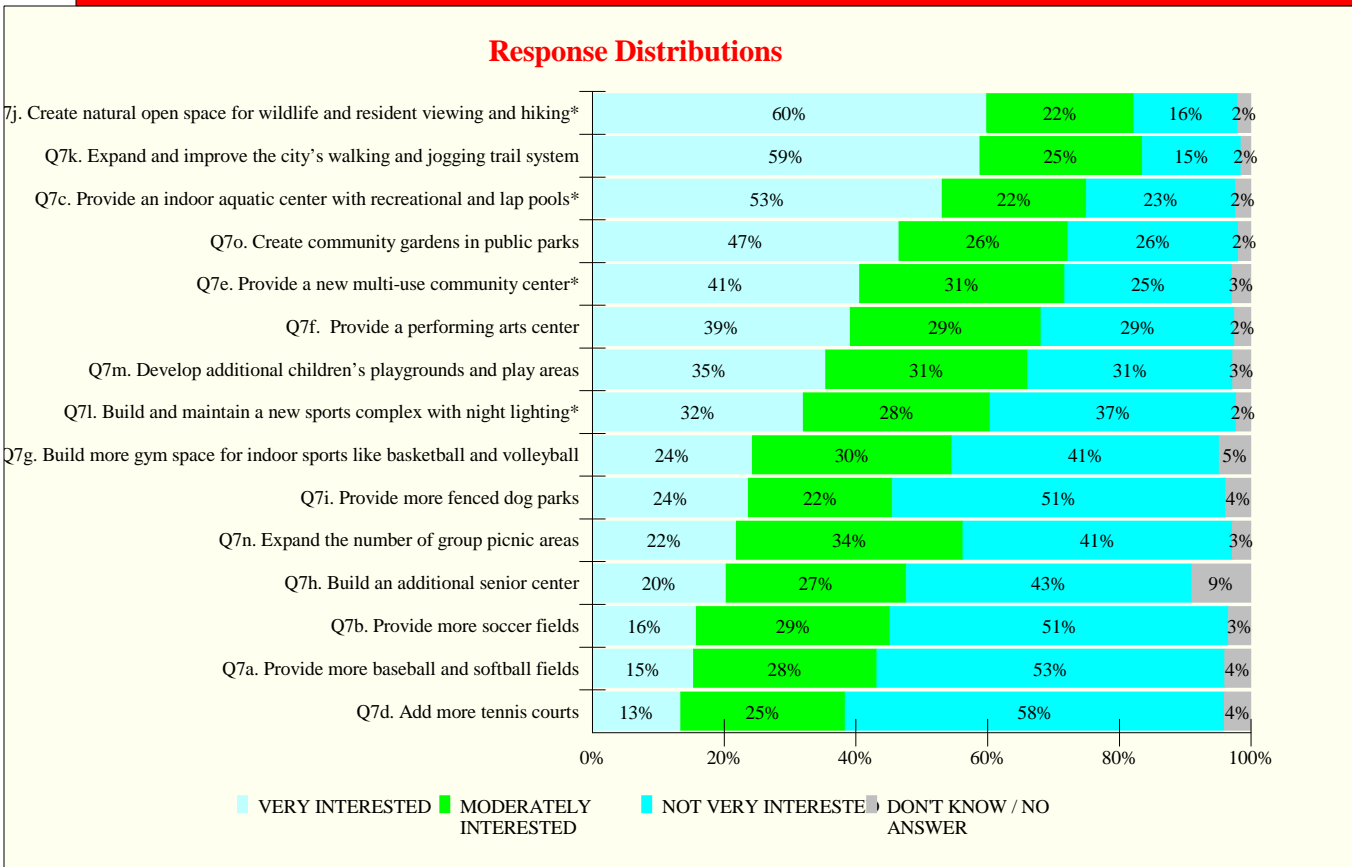
The dashed line indicates the average outcome. An asterisk indicates a statement abridged from the questionnaire's wording.

Figure 19

Interest in Specific Recreation and Park Improvements (2)

Q7a-o. "The Alameda Recreation and Park Department is exploring opinions about some proposed recreation and park system options, and I'm going to ask you about them. . . . One option is to <insert statement>. Would you be very, moderately, or not very interested in this?"

Base for chart: Total sample (n=400, weighted) for each question



Notes (continued from the previous chart)

- **Below-average interest (blue):** Respondents exhibited below-average levels of enthusiasm (relative to all the improvements being tested) for building more gym space, providing more fenced dog parks, expanding the number of group picnic areas, building an additional senior center, providing more soccer fields, providing more baseball and softball fields, and adding more tennis courts. Between 24% and 13% said they would be "very interested" in each.

The chart at left displays the rating distribution for each improvement option.

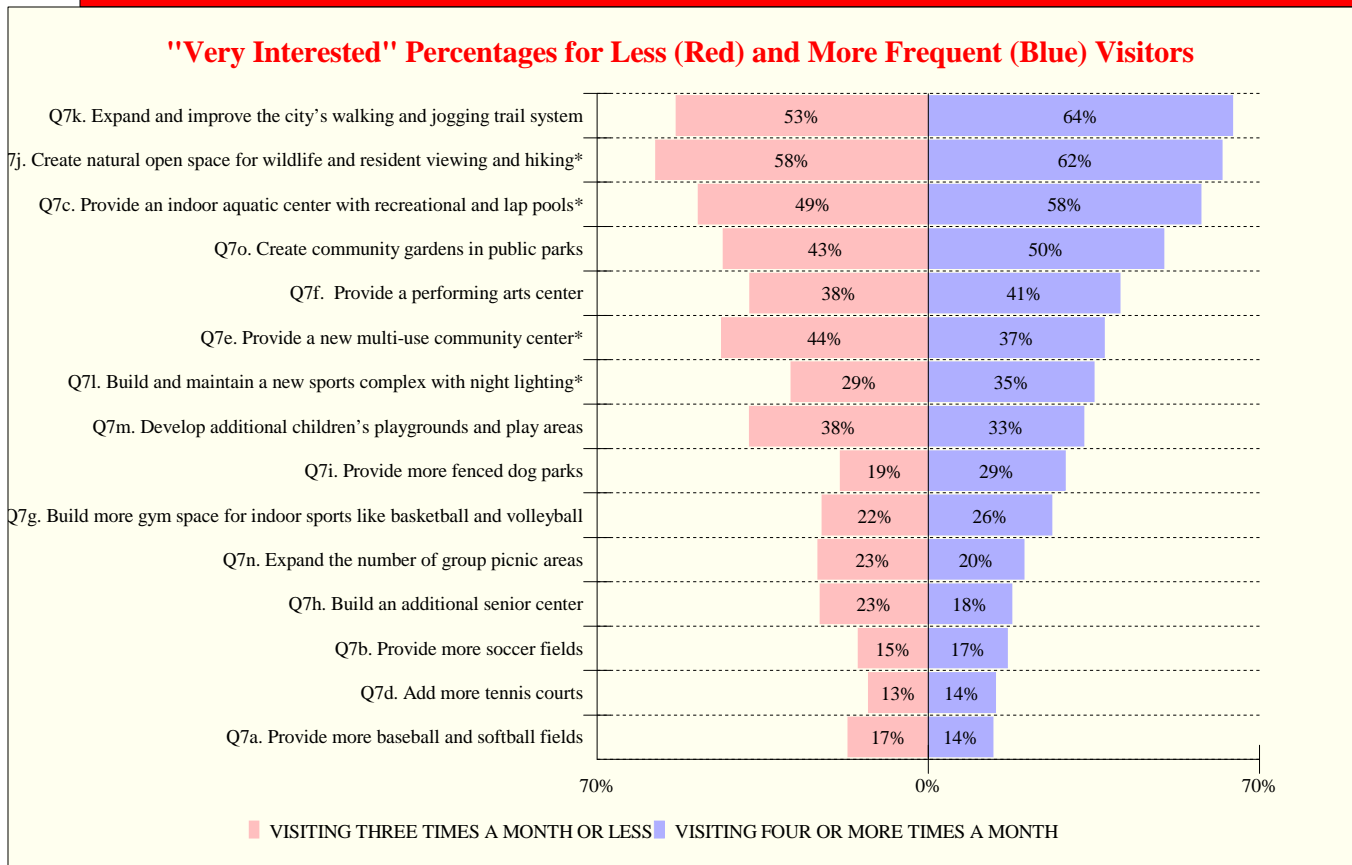
Segment percentages sum to 100% within each bar. Item rank-ordering matches the previous chart's. An asterisk indicates an abridged statement.

Figure 20

Interest in Specific Recreation and Park Improvements by Visiting Rate

Q7a-o. "The Alameda Recreation and Park Department is exploring opinions about some proposed recreation and park system options, and I'm going to ask you about them. . . . One option is to <insert statement>. Would you be very, moderately, or not very interested in this?"

Base for chart: Those reporting, for Q2, visiting recreation and park facilities "four or more times a month" (n=197, weighted) and all others (n=203, weighted)



Notes

The rank-ordering of the 15 improvements was roughly similar within each of the two frequency-of-visiting groups.* Within each, expanding the trail system and creating natural open space were the two top-ranked categories. Members in each group were also enthusiastic about providing an indoor aquatic center, a community garden, a performing arts center, and a multi-use community center.

Two statistically significant differences between the groups were found:

- Expand and improve the city's walking and jogging trail system:** Frequent visitors were more likely (by an 11 percentage point margin) to be very interested in this improvement. This was because those most likely to favor the option – tending to be middle-aged, with children, and more affluent – were also more likely than others to be frequent park users. (The option nevertheless was well-received within both groups, as shown.)
- Provide more fenced dog parks:** By a 10 point margin, frequent visitors were more likely to be very interested in dog parks. Enthusiasm for the option peaked among younger adults, more likely to be frequent park users than those aged 55 and older.

Other differences were not large enough to be statistically meaningful.

* The average "very interested" percentage (35%) for more frequent visitors was only two percentage points higher than that for less frequent ones.

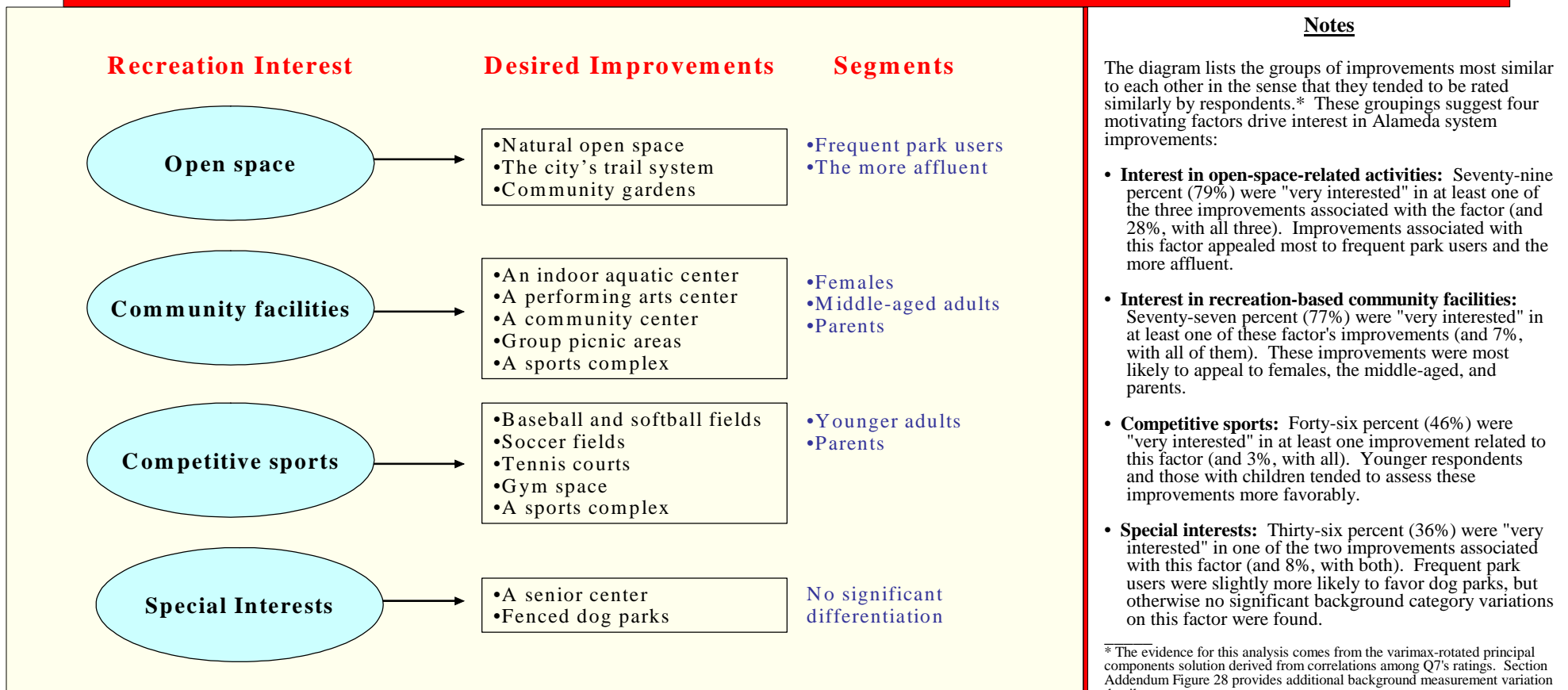
The rank-ordering uses frequent visitor percentages. An asterisk indicates a statement abridged from the questionnaire's wording.

Figure 21

Factors Driving Interest in Recreation and Park Improvements

Q7a-o. "The Alameda Recreation and Park Department is exploring opinions about some proposed recreation and park system options, and I'm going to ask you about them. . . . One option is to <insert statement>. Would you be very, moderately, or not very interested in this?"

Base for chart: Total sample (n=400, weighted)



Notes

The diagram lists the groups of improvements most similar to each other in the sense that they tended to be rated similarly by respondents.* These groupings suggest four motivating factors drive interest in Alameda system improvements:

- **Interest in open-space-related activities:** Seventy-nine percent (79%) were "very interested" in at least one of the three improvements associated with the factor (and 28%, with all three). Improvements associated with this factor appealed most to frequent park users and the more affluent.
- **Interest in recreation-based community facilities:** Seventy-seven percent (77%) were "very interested" in at least one of these factor's improvements (and 7%, with all of them). These improvements were most likely to appeal to females, the middle-aged, and parents.
- **Competitive sports:** Forty-six percent (46%) were "very interested" in at least one improvement related to this factor (and 3%, with all). Younger respondents and those with children tended to assess these improvements more favorably.
- **Special interests:** Thirty-six percent (36%) were "very interested" in one of the two improvements associated with this factor (and 8%, with both). Frequent park users were slightly more likely to favor dog parks, but otherwise no significant background category variations on this factor were found.

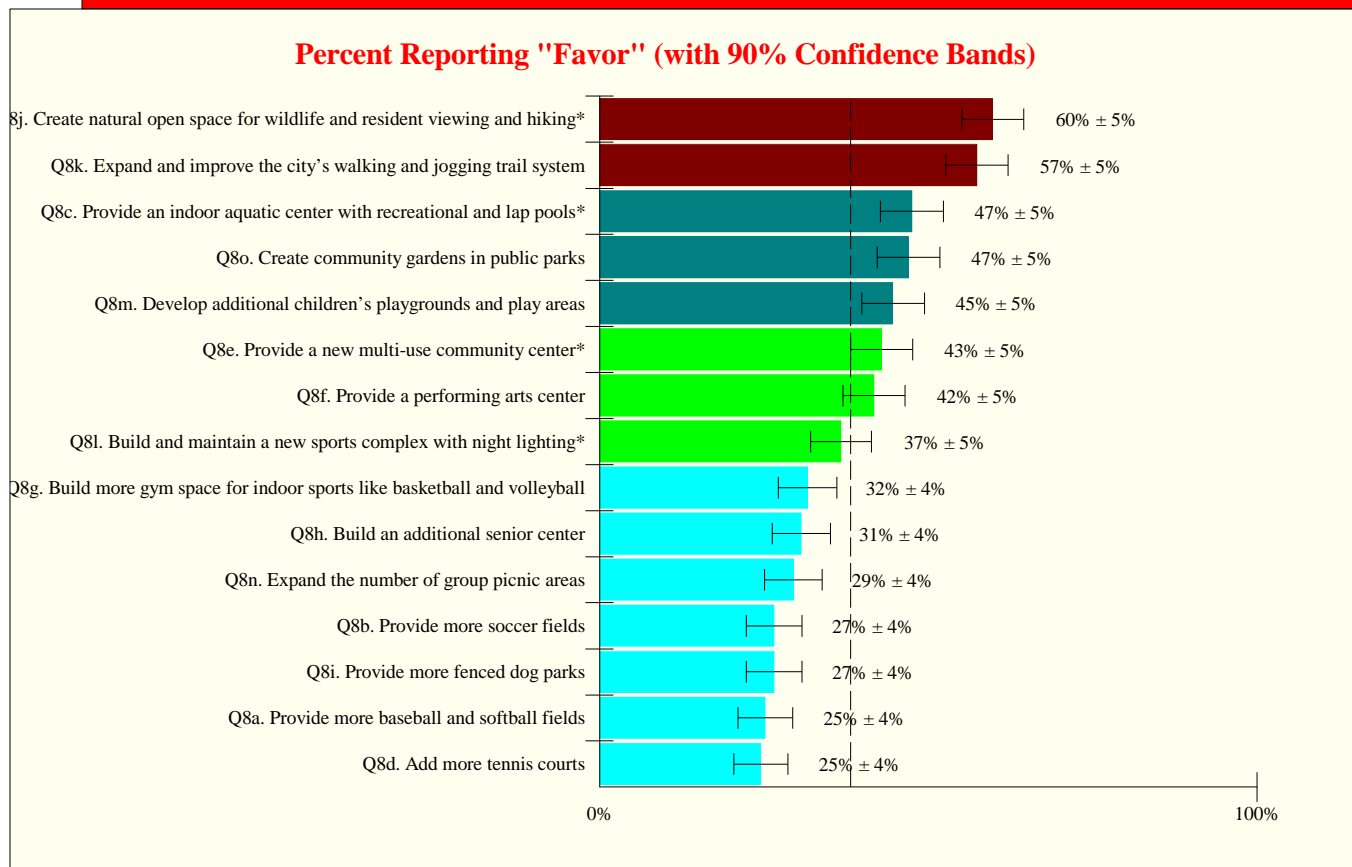
*The evidence for this analysis comes from the varimax-rotated principal components solution derived from correlations among Q7's ratings. Section Addendum Figure 28 provides additional background measurement variation details.

Figure 22

Degree of Support for Additional Public Funding to Support Improvements (1)

Q8a-o. "Would you tend to favor, be neutral to, or oppose additional public funding to <insert statement>?"

Base for chart: Total sample (n=400, weighted) for each question



Notes

For each option listed, respondents were asked to indicate whether they would tend to "favor," "be neutral to," or "oppose" additional funding to support it. The percentages who would "favor" additional funding are displayed, with bars color-coded to show degrees of distance above or below the dashed line (the average outcome).* The plus/minus bars indicate ranges within which "favor" percentages would likely fall if all heads-of-household living in Alameda had been surveyed. This was observed:

- Well above-average "favor" percentages (burgundy):** About six in ten would "favor" creating natural open space and expanding the city's trail system. As with Q7's results, Q8's outcomes for the two improvements were significantly better than for others.
- Above-average "favor" percentages (turquoise):** These improvements – providing an indoor aquatic center, creating community gardens in public parks, and developing additional children's playgrounds and play areas – produced "favor" percentages between 47% and 45%.
- Average "favor" percentages (green):** About four in ten would "favor" an indoor aquatic center, a performing arts center, and a new sports complex. For a sports complex (with less favorable favor/oppose ratio; see the next chart), the "neutral's" would need to be persuaded to support it.
- Below-average "favor" percentages (blue):** One-third or fewer would favor additional funding for each of these.

* At left, a five percentage point difference is meaningful.

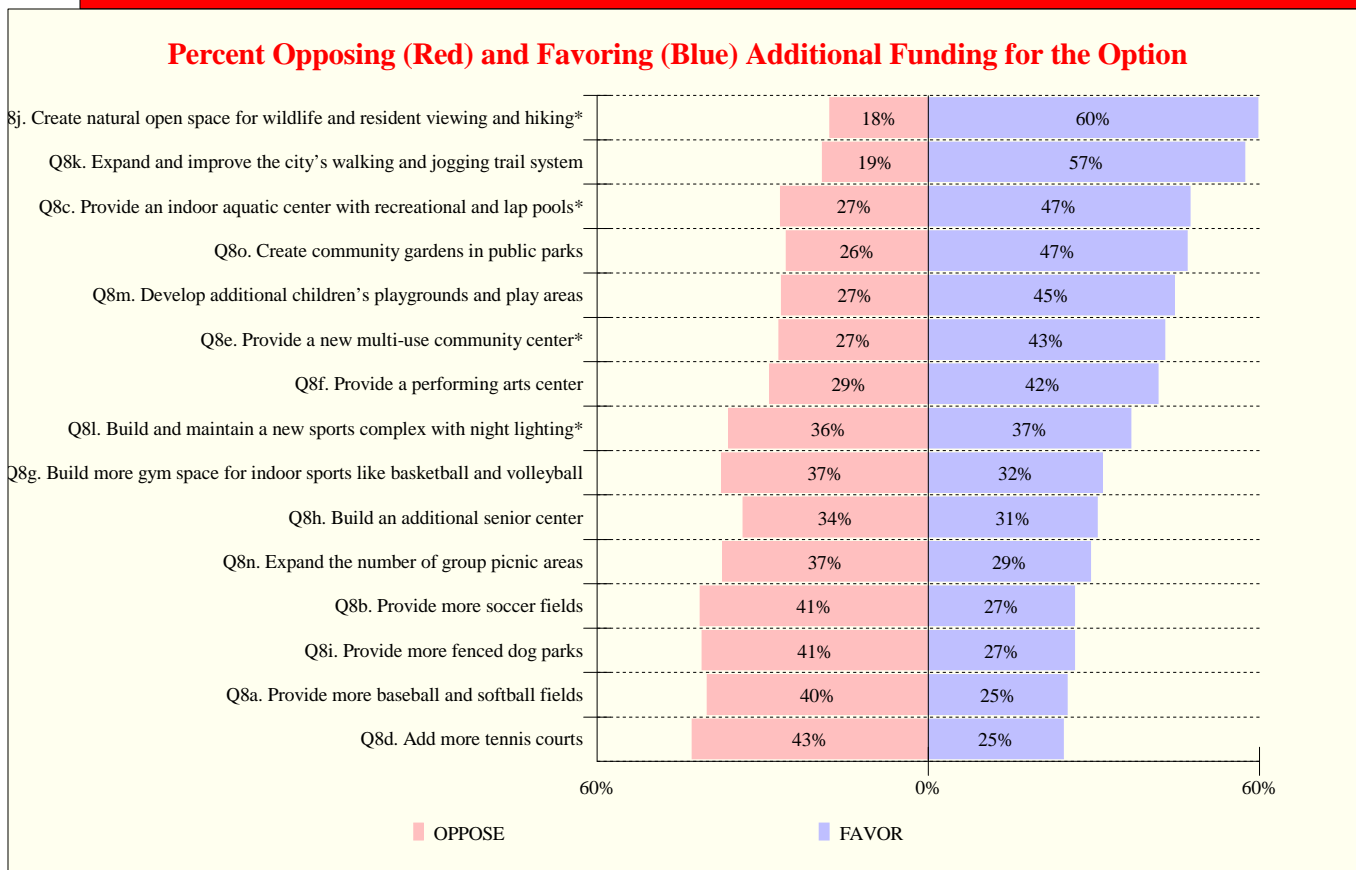
The dashed line indicates the average outcome. An asterisk indicates a statement abridged from the questionnaire's wording.

Figure 23

Degree of Support for Additional Public Funding to Support Improvements (2)

Q8a-o. "Would you tend to favor, be neutral to, or oppose additional public funding to <insert statement>?"

Base for chart: Total sample (n=400, weighted) for each question



Notes

The blue bars, at left, indicate the percentages favoring additional taxes to support the options listed, while those in red indicate the opposite.

The seven highest-ranking improvement options – creating natural open space, improving the trail system, providing an indoor aquatic center, creating community gardens in public parks, developing additional children's play areas, providing a new multi-use community center, and providing a performing arts center – generated a favor/oppose split significantly better than 50/50. That is, ignoring those "neutral" to each, the "favor" percentage was significantly better than the "oppose" one.

The bottom four options listed at left – providing more soccer fields, providing more fenced dog parks, providing more baseball and softball fields, and adding more tennis courts – produced a favor/oppose split significantly worse than 50/50. These options clearly lack community support for additional funding.

Response distributions for Q8a-o are shown next. (This chart lists the "neutral" and "don't know" percentages as well as those for "favor" and "oppose.") Figure 25 describes the type of respondent most likely to support additional funding for recreational improvements. Figure 26, summarizing rating outcomes for both Q7a-o and Q8a-o, shows that these rating sets were strongly correlated. That is, those tending to show higher interest in an improvement were also more likely to favor additional funding for it. Section Addendum Figure 29 offers additional details.

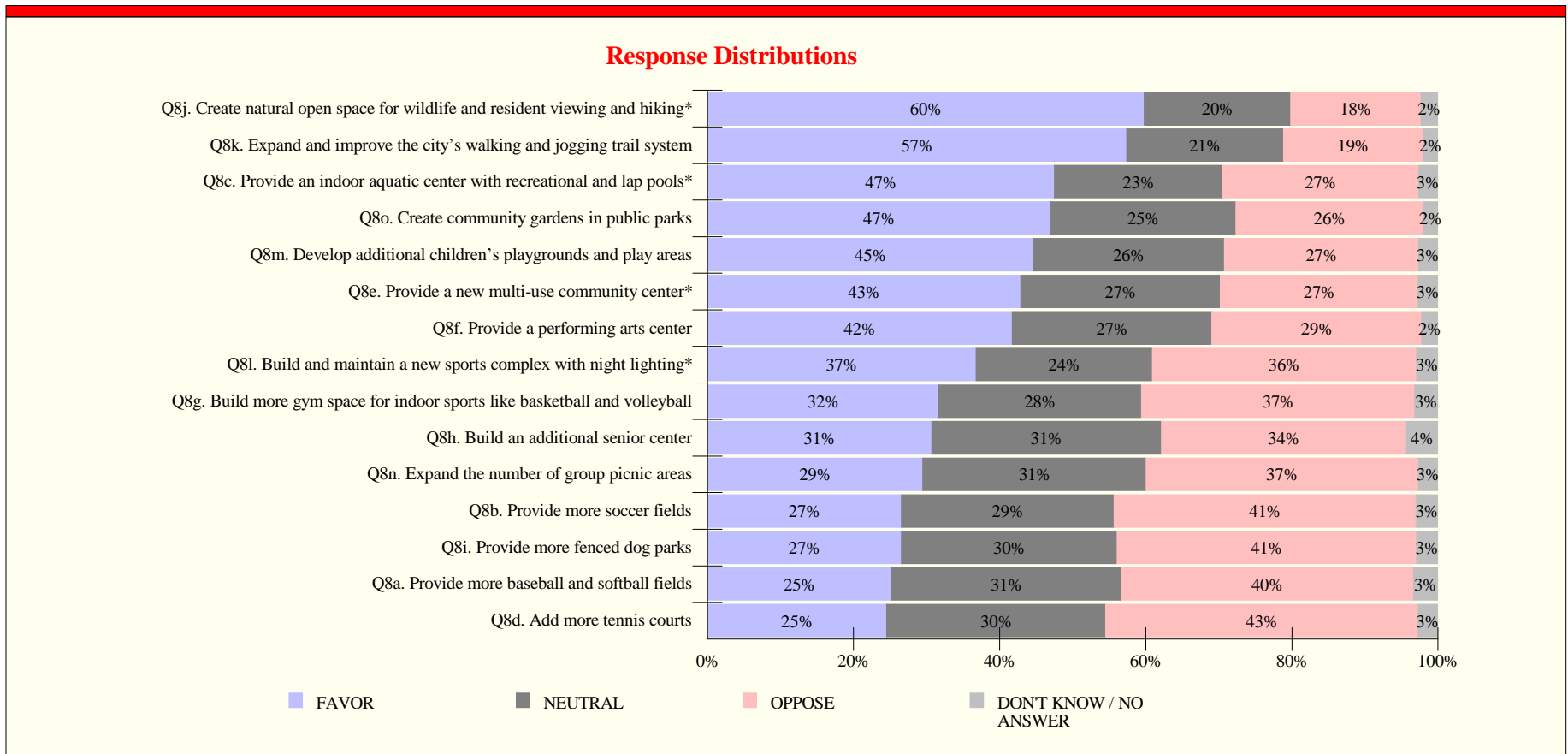
The chart's rank-ordering, using "favor" percentages, matches the previous chart's. An asterisk indicates an abridged statement.

Figure 24

Degree of Support for Additional Public Funding to Support Improvements (3)

Q8a-o. "Would you tend to favor, be neutral to, or oppose additional public funding to <insert statement>?"

Base for chart: Total sample (n=400, weighted) for each question



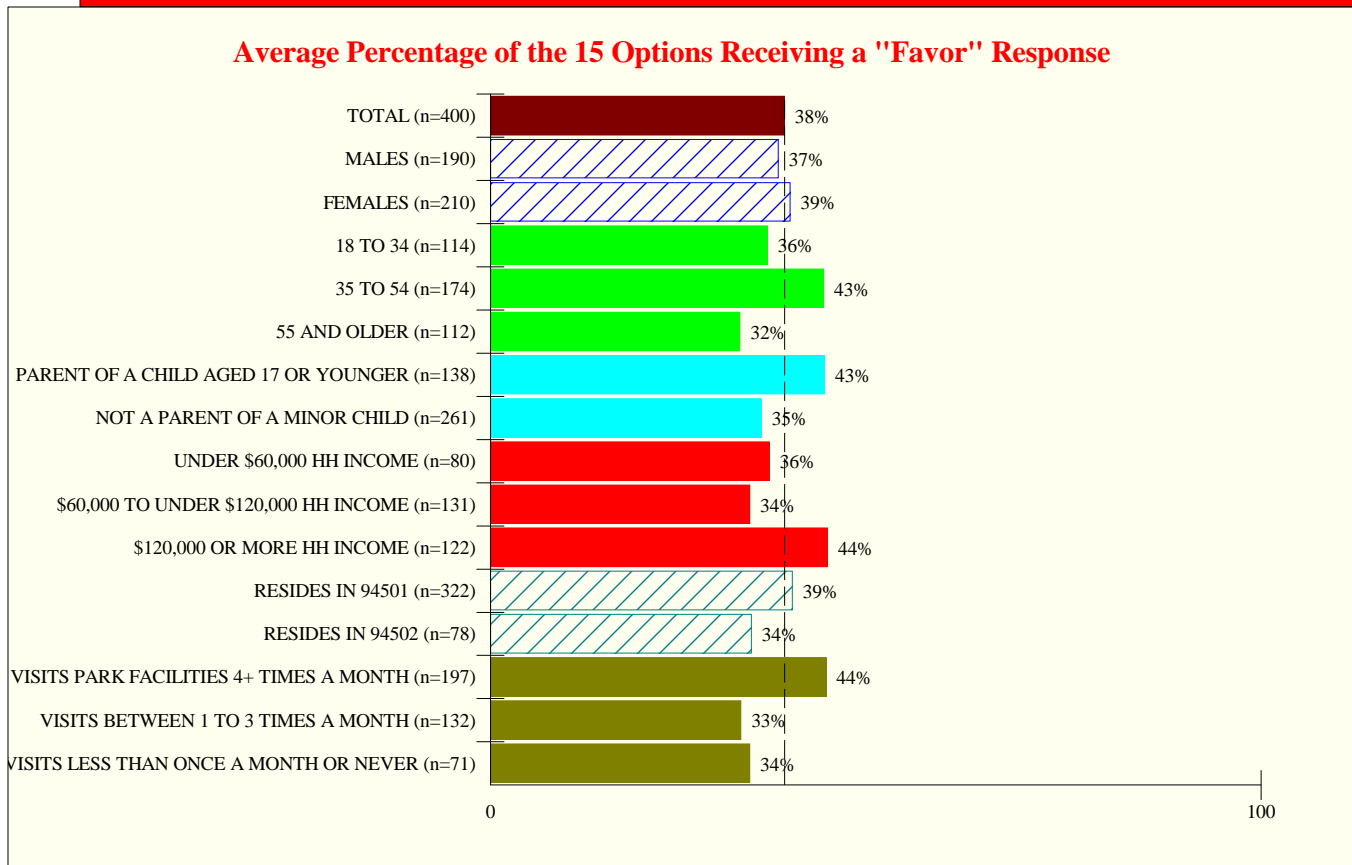
Segment Percentages sum to 100% within each bar. Item rank-ordering matches the previous chart's. An asterisk indicates an abridged statement.

Figure 25

Propensity to Favor Additional Funding by Background Category

Q8a-o. "Would you tend to favor, be neutral to, or oppose additional public funding to <insert statement>?"

Base for chart: Total sample (n=400, weighted) excluding "don't know's"; weighted sample sizes are listed



Notes

Each respondent evaluated 15 options proposed for additional funding. For each, the percentage of "favor" responses (out of the 15) was recorded. The chart lists the averaged percentage overall and by background category. As shown, the average respondent claimed to "favor" 38% of the options offered (or roughly 6 of 15). Among males and females, the averages were 37% and 39%, respectively. Other percentages are interpreted similarly.

This (percentage) score is assumed to quantify overall perceptions about additional public funding for parks and recreation improvements. Looking at background differences in the score provides insight into the type of resident most likely to support general improvements.

Statistically significant variations were found for categories representing age, parental status, household income, and frequency of park use. Middle-aged respondents (in this survey the group most likely to have children), parents, the most affluent, and those visiting Alameda recreation and park facilities at least four times a month all exhibited a higher propensity than others to say they would "favor" additional funding for any of the Q8 options.* Differences for gender and location were not large enough to be meaningful.

* Adjusting for age, the parental status-by-score association was not significant. Adjusting for all other background factors, the variation in visiting frequency remained significant.

The dashed line indicates the total sample percentage. An asterisk indicates a statement abridged from the questionnaire's wording.

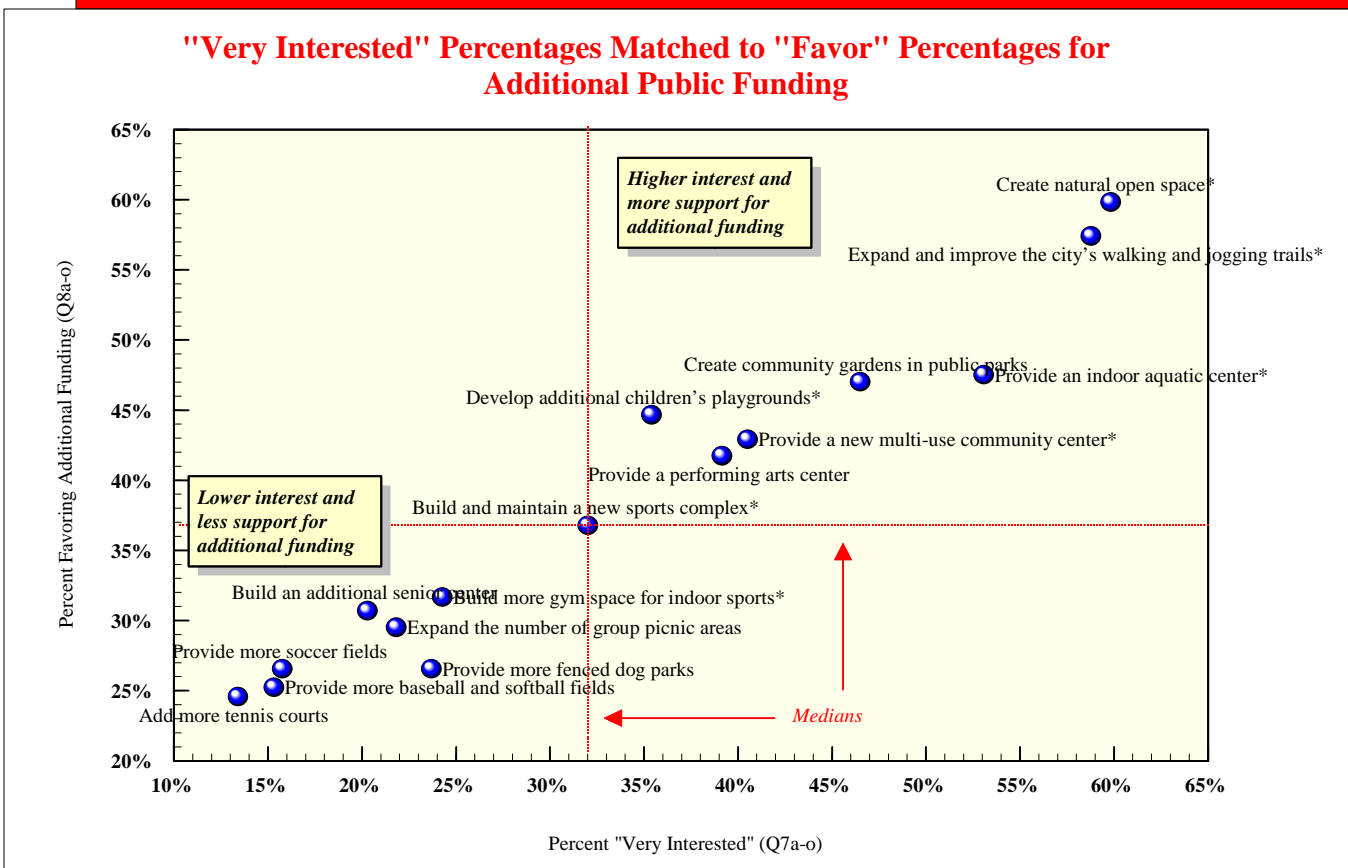
Figure 26

Comparing Interest Levels with Support for Additional Funding

Q7a-o. "The Alameda Recreation and Park Department is exploring opinions about some proposed recreation and park system options, and I'm going to ask you about them. . . . One option is to <insert statement>. Would you be very, moderately, or not very interested in this?"

Q8a-o. "Would you tend to favor, be neutral to, or oppose additional public funding to <insert statement>?"

Base for chart: Total sample (n=400; weighted) for each question on Q7a-o and Q8a-o



Notes

Those tending to report a higher (lower) interest rating for an improvement were more likely to favor (oppose) additional funding to support it.* These four improvements produced highest levels of interest as well as the strongest support for public funding:

- **Create natural open space for wildlife habitat and resident viewing and hiking:** Sixty percent (60%) were "very interested" in this option, and 60% favored additional funding for it.
- **Expand and improve the city's walking and jogging trail system:** 59% and 57%
- **Provide an indoor aquatic center with recreational and lap pools and water play features:** 53% and 47%
- **Create community gardens in public parks:** 47% and 47%

* The rank-order correlation between the two result sets was very high (+.96, with the maximum possible being +1.0). The two sets of ratings (Q7's and Q8's) were collected separately – all the Q7 questions were read in random order, then Q8's in random order – to help avoid order bias.

An asterisk indicates a statement abridged from the questionnaire's wording.

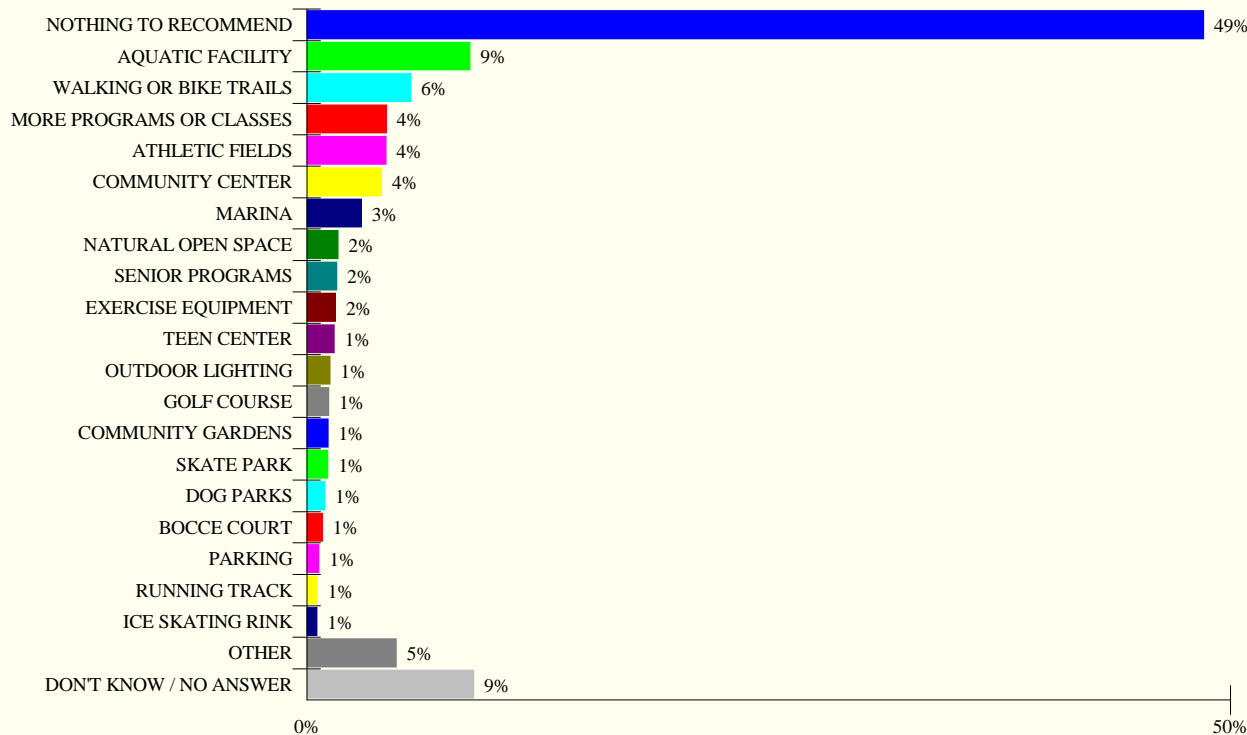
Figure 27

Other Recreational Amenities the City Should Consider Offering

Q9. "What other recreational amenities, if any, would you like the city to offer that it doesn't offer now?"

Base for chart: Total sample (n=400, weighted)

Categorization of Unaided Responses



Notes

As a follow-up to the Q7-Q8 question sets (testing the 15 improvement options), respondents were asked to recommend, unaided, additional park-related amenities the city should be offering. In general, respondents had little new to offer and the percentages listed at left are not insightful. Nine percent (9%) suggested an aquatic facility; 6%, walking or biking trails; 4%, more programs or classes for adults; 4%, additional athletic fields; and 4%, a community center.

Over half (58%) did not provide a response. (They either had nothing to recommend or did not know.)

Figure 28

Section Addendum: Interest in Specific Park and Recreation Improvements by Background Category

Q7a-o. "The Alameda Recreation and Park Department is exploring opinions about some proposed recreation and park system options, and I'm going to ask you about them. . . . One option is to <insert statement>. Would you be very, moderately, or not very interested in this?"

Base for chart: Total sample (n=400, weighted) for each question; weighted sub-sample sizes are listed

Percent Reporting "Very Interested"

Measurement	Total (n=400)	Males (n=190)	Females (n=210)	18 to 34 (n=114)	35 to 54 (n=174)	55 and older (n=112)	Parent of a child (n=138)
Q7j. Create natural open space*	60%	60%	60%	57%	64%	56%	59%
Q7k. Expand and improve the city's trail system*	59%	58%	60%	59%	64%	50%	66%
Q7c. Provide an indoor aquatic center*	53%	49%	57%	61%	58%	37%	65%
Q7o. Create community gardens in public parks	47%	40%	53%	41%	51%	46%	46%
Q7e. Provide a new multi-use community center*	41%	36%	44%	36%	47%	35%	47%
Q7f. Provide a performing arts center	39%	38%	40%	34%	42%	39%	48%
Q7m. Develop additional children's play areas*	35%	35%	36%	30%	41%	32%	53%
Q7l. Build a new sports complex with night lighting*	32%	36%	28%	37%	34%	23%	37%
Q7g. Build more gym space for indoor sports*	24%	25%	23%	31%	25%	16%	33%
Q7i. Provide more fenced dog parks	24%	26%	22%	35%	20%	18%	22%
Q7n. Expand the number of group picnic areas	22%	23%	21%	22%	23%	20%	27%
Q7h. Build an additional senior center	20%	18%	22%	13%	24%	21%	19%
Q7b. Provide more soccer fields	16%	17%	15%	16%	14%	18%	16%
Q7a. Provide more baseball and softball fields	15%	17%	14%	13%	17%	15%	23%
Q7d. Add more tennis courts	13%	12%	14%	16%	14%	10%	17%

Notes

For the gender, age, and parental status categories shown, this table lists the percentages reporting "very interested" (the top response of a three-point scale) for the 15 tested improvements.

The table's color-coding, used to signal unusually high or low interest rates, is interpreted similarly to Figure 7's:

- **Light blue** indicates a statistically significant variation within the measurement area **and** an outcome percentage at least five percentage points **higher** than the total sample's.*
- **Light yellow** indicates a statistically significant variation within the measurement area **and** an outcome percentage at least five percentage points **lower** than the total sample's.

* The color-coding includes measurement areas in which there were only marginally significant differences.

Items are rank-ordered on "total" percentages. No multiple-test adjustments were made in the statistical testing.

Figure 29

Section Addendum: Degree of Support for Additional Public Funding by Background Category

Q8a-o. "Would you tend to favor, be neutral to, or oppose additional public funding to <insert statement>?"

Base for chart: Total sample (n=400, weighted) for each question; weighted sub-sample sizes are listed

Percent Reporting "Favor"

Measurement	Total (n=400)	Males (n=190)	Females (n=210)	18 to 34 (n=114)	35 to 54 (n=174)	55 and older (n=112)	Parent of a child (n=138)
Q8j. Create natural open space*	60%	60%	60%	60%	65%	51%	65%
Q8k. Expand and improve the city's trail system*	57%	56%	58%	54%	65%	49%	58%
Q8c. Provide an indoor aquatic center*	47%	43%	51%	47%	56%	34%	61%
Q8o. Create community gardens in public parks	47%	44%	50%	36%	56%	44%	51%
Q8m. Develop additional children's play areas*	45%	45%	44%	46%	50%	35%	61%
Q8e. Provide a new multi-use community center*	43%	36%	49%	46%	50%	28%	53%
Q8f. Provide a performing arts center	42%	38%	45%	36%	46%	41%	51%
Q8l. Build a new sports complex with night lighting*	37%	40%	34%	39%	42%	26%	41%
Q8g. Build more gym space for indoor sports*	32%	33%	31%	31%	36%	25%	38%
Q8h. Build an additional senior center	31%	27%	34%	28%	34%	28%	34%
Q8n. Expand the number of group picnic areas	29%	28%	30%	22%	35%	29%	32%
Q8b. Provide more soccer fields	27%	29%	24%	25%	28%	25%	24%
Q8i. Provide more fenced dog parks	27%	29%	25%	25%	29%	24%	28%
Q8a. Provide more baseball and softball fields	25%	27%	24%	21%	28%	25%	30%
Q8d. Add more tennis courts	25%	24%	25%	24%	28%	20%	24%

Notes

For the categories shown, this table lists the percentages that would "favor" (the top response of a three-point scale) additional funding to support the tested improvements listed.

The table's color-coding, used to signal unusually high or low "favor" rates, is interpreted like the previous chart's:

- **Light blue** indicates a statistically significant variation within the measurement area **and** an outcome percentage at least five percentage points **higher** than the total sample's.*
- **Light yellow** indicates a statistically significant variation within the measurement area **and** an outcome percentage at least five percentage points **lower** than the total sample's.

* The color-coding includes measurement areas in which there were only marginally significant differences.

Items are rank-ordered on "total" percentages. No multiple-test adjustments were made in the statistical testing.



Recommendations About Alameda Point

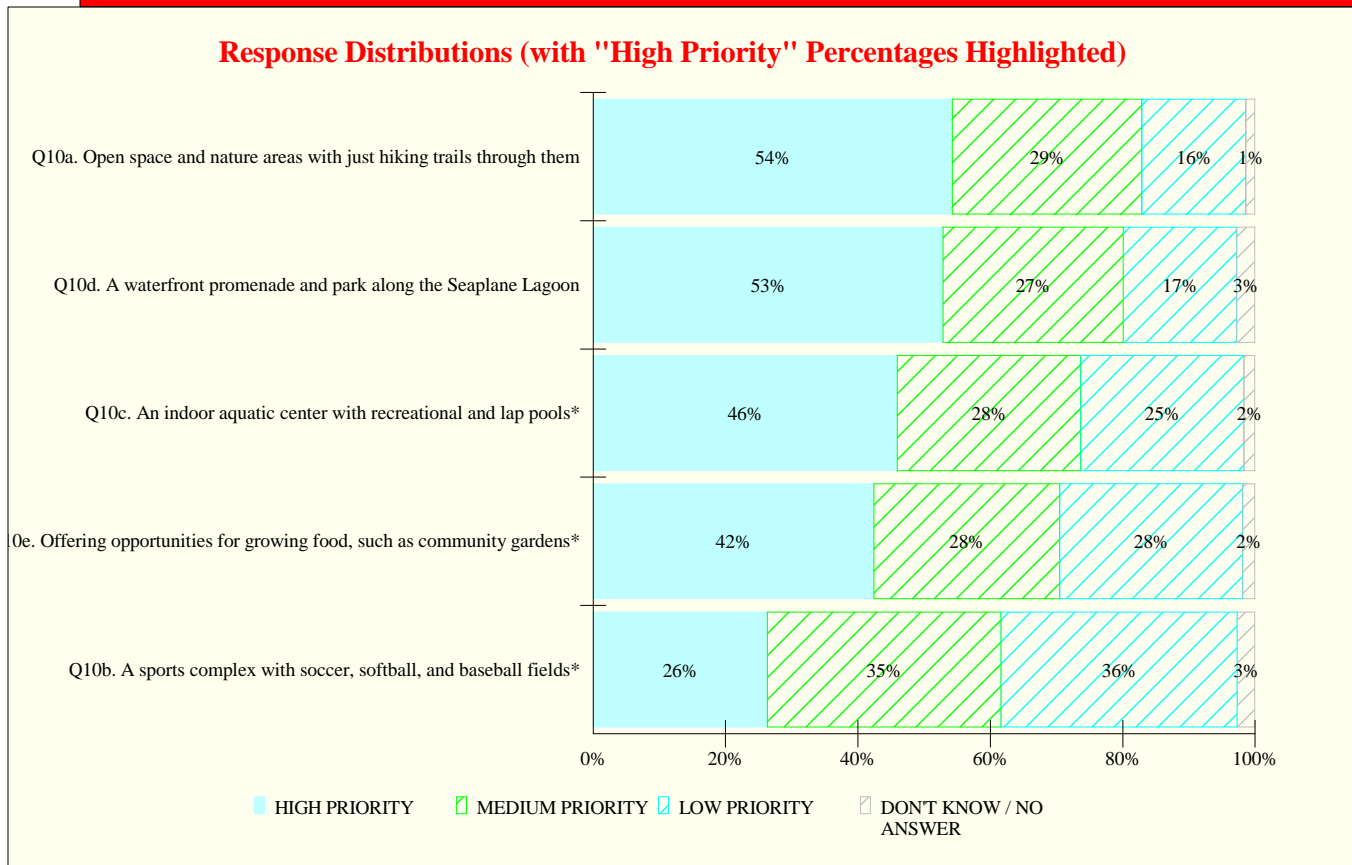
Graphic Summary Section Four

Figure 30

Recommendations About Recreational Priorities for Alameda Point

Q10a-e. "Now, a few questions about Alameda Point. . . . Alameda Point, originally a naval base, is available to the city for future development and the city seeks your recommendations. In addition to neighborhood parks to serve Alameda Point residents, what types of community-wide recreation or park facilities would you like to see? One suggestion for Alameda Point is <insert statement>. Do you think this should get high, medium, or low priority?"

Base for chart: Total sample (n=400, weighted) for each question



Notes

Respondents were asked to evaluate each of five park development strategies for Alameda Point. Should, they were asked, each option receive "high," "medium," or "low" priority from the city?

Respondents were most likely to recommend "high" priority be given to providing open space and nature areas with just hiking trails through them (54%) and providing a waterfront promenade and park along the Seaplane Lagoon (53%).

The options to provide an indoor aquatic center with recreational and lap pools, and children's play features (46%) and to offer opportunities for growing food, such as community gardens and urban farms (42%) were received slightly less enthusiastically. Finally, only 26% said that "high priority" be place on developing a sports complex with soccer, softball, and baseball fields to hold major tournaments.

Variations by background category for each of these measurements are examined in the next five charts (Figures 31 to 35).

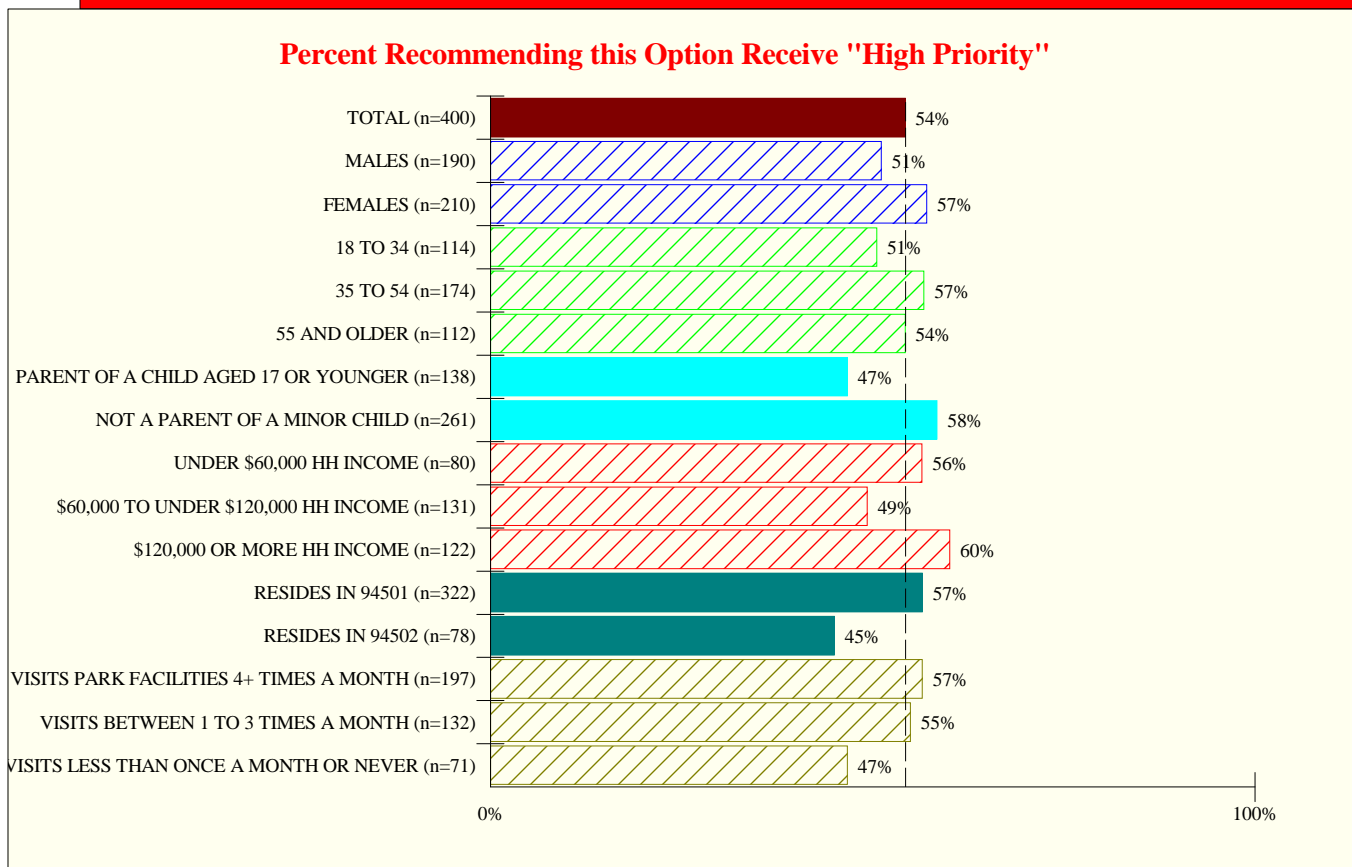
Segment percentages sum to 100% within each bar. Item are rank-ordered using "high priority" percentages.

Figure 31

Recommendation About Emphasizing Open Space and Nature Areas with Hiking Trails for Alameda Point

Q10a. "One suggestion for Alameda Point is open space and nature areas with just hiking trails through them. Do you think this should get high, medium, or low priority?"

Base for chart: Total sample (n=400, weighted); weighted sub-sample sizes are listed



Notes

This option received relatively strong support overall (with 54% recommending "high priority") and within most of the background categories listed. However, those with children aged 17 or younger and those residing in zip code 94501 were marginally less likely enthusiastic than others.* Variations in other measurement areas were not significant.

* The parental status difference was significant even after controlling for other background measurements. The unexpected variation for location is explained by attitude differences among the most affluent within each of the two zip codes. (Affluent respondents were more likely than others to be attracted to the idea of natural open space; see Figure 21.) Zip code 94501's most affluent respondents (those with household incomes of \$120,000 or more) were more roughly 1.3 times more likely than their counterparts in 94502 to recommend this option receive "high priority." Controlling for income, the zip code difference was not significant.

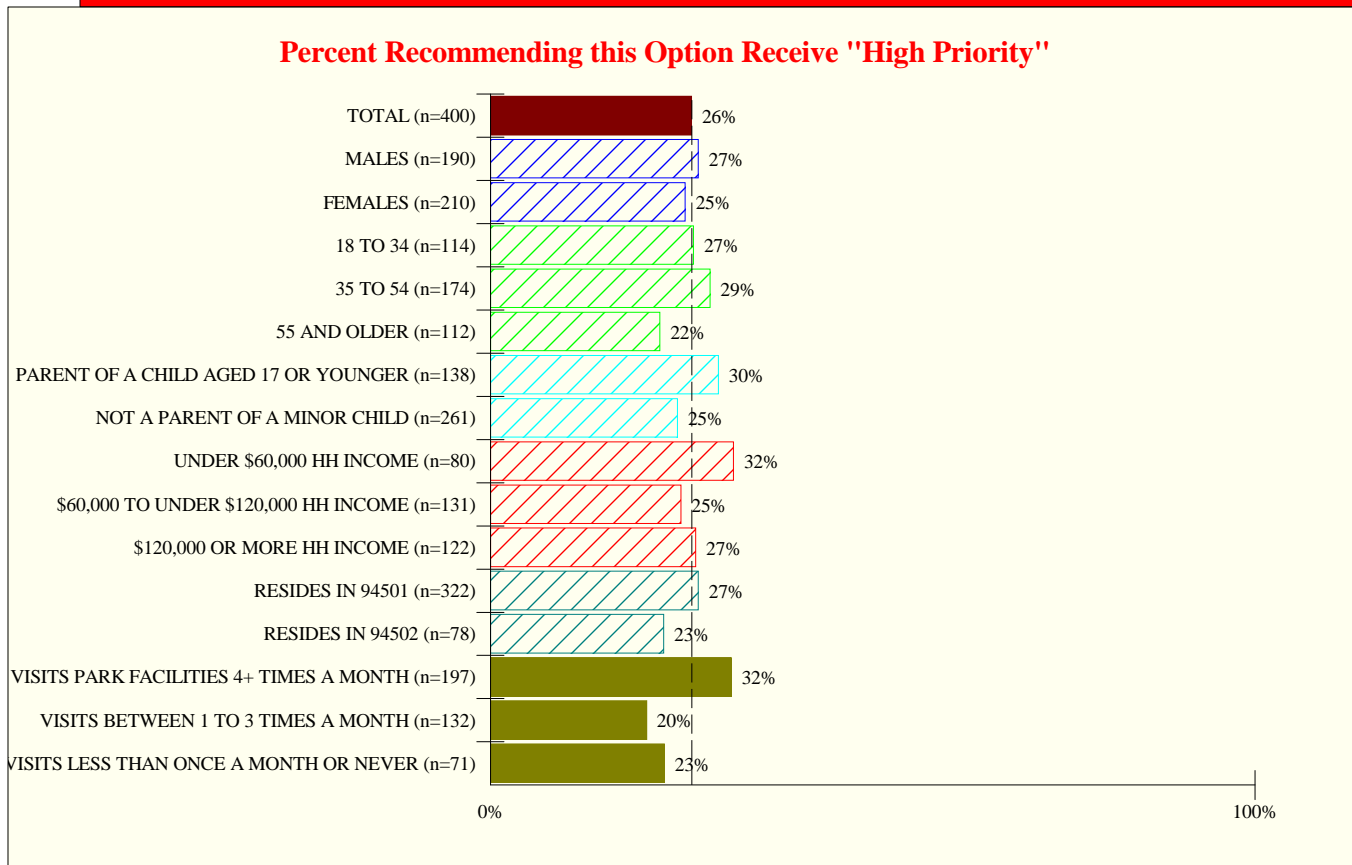
The dashed line indicates the total sample percentage.

Figure 32

Recommendation About Emphasizing a Sports Complex with Soccer, Softball, and Baseball Fields for Alameda Point

Q10b. "One suggestion for Alameda Point is a sports complex with soccer, softball, and baseball fields to hold major tournaments. Do you think this should get high, medium, or low priority?"

Base for chart: Total sample (n=400, weighted); weighted sub-sample sizes are listed



Notes

Overall, 26% recommended a sports complex receive "high priority," a relatively weak showing. Frequent park visitors were marginally more likely than others to favor the strategy, but even within this category only 32% were enthusiastic.

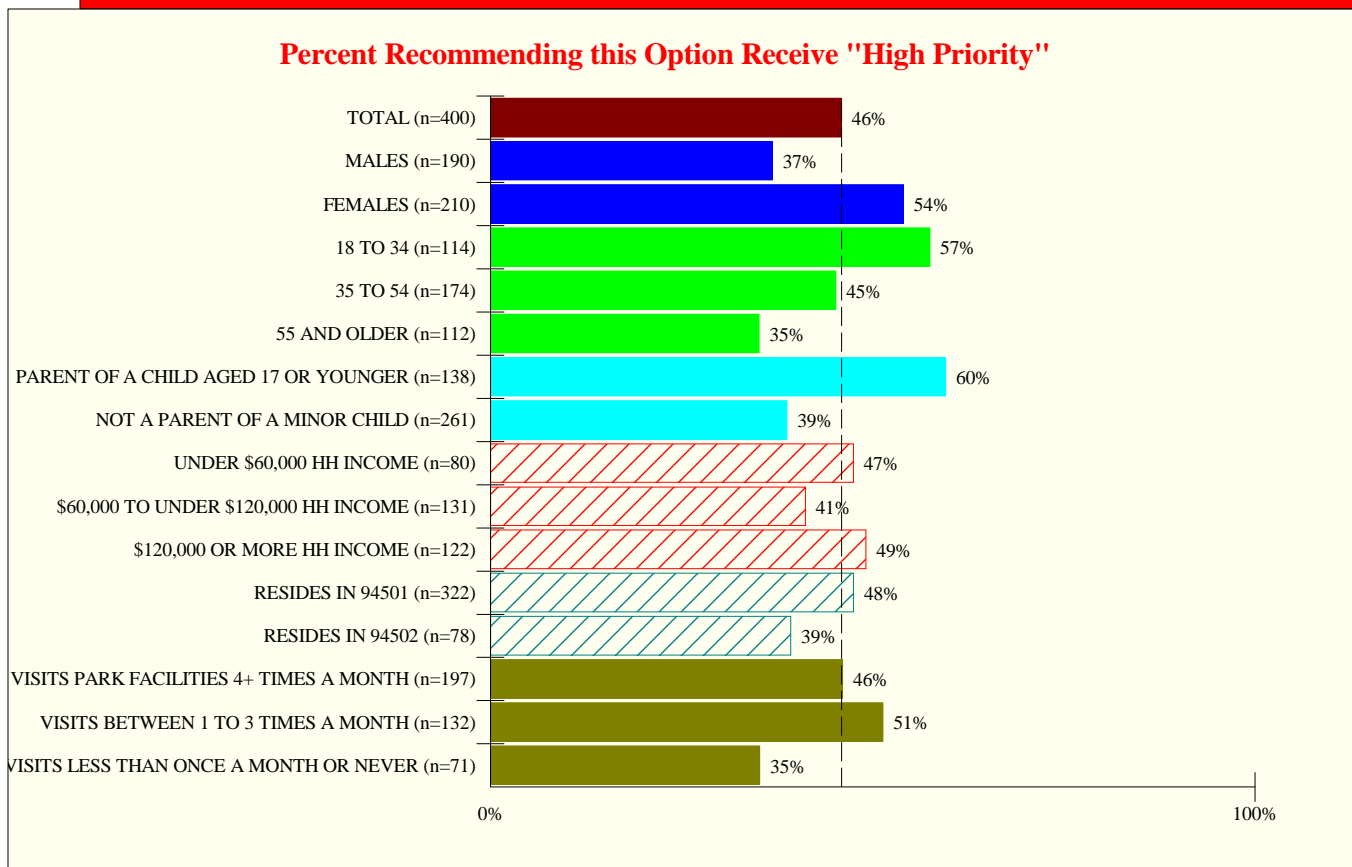
The dashed line indicates the total sample percentage.

Figure 33

Recommendation About Emphasizing an Indoor Aquatic Center for Alameda Point

Q10c. "One suggestion for Alameda Point is an indoor aquatic center with recreational and lap pools, and children's play areas. Do you think this should get high, medium, or low priority?"

Base for chart: Total sample (n=400, weighted); weighted sub-sample sizes are listed



Notes

Forty-six percent (46%) said an indoor aquatic center should receive "high priority," placing it third among the five options tested. Parents were most enthusiastic – 64% of those with children aged 12 or younger recommended it receive "high priority" – and significant variations were also observed in measurements related to parental status: gender, age, and (marginally) visiting rate. Females, younger respondents, those with children, and more frequent visitors to the Alameda park system were more likely than their opposites to highly rate this option. Differences for income and location of residence were not significant.

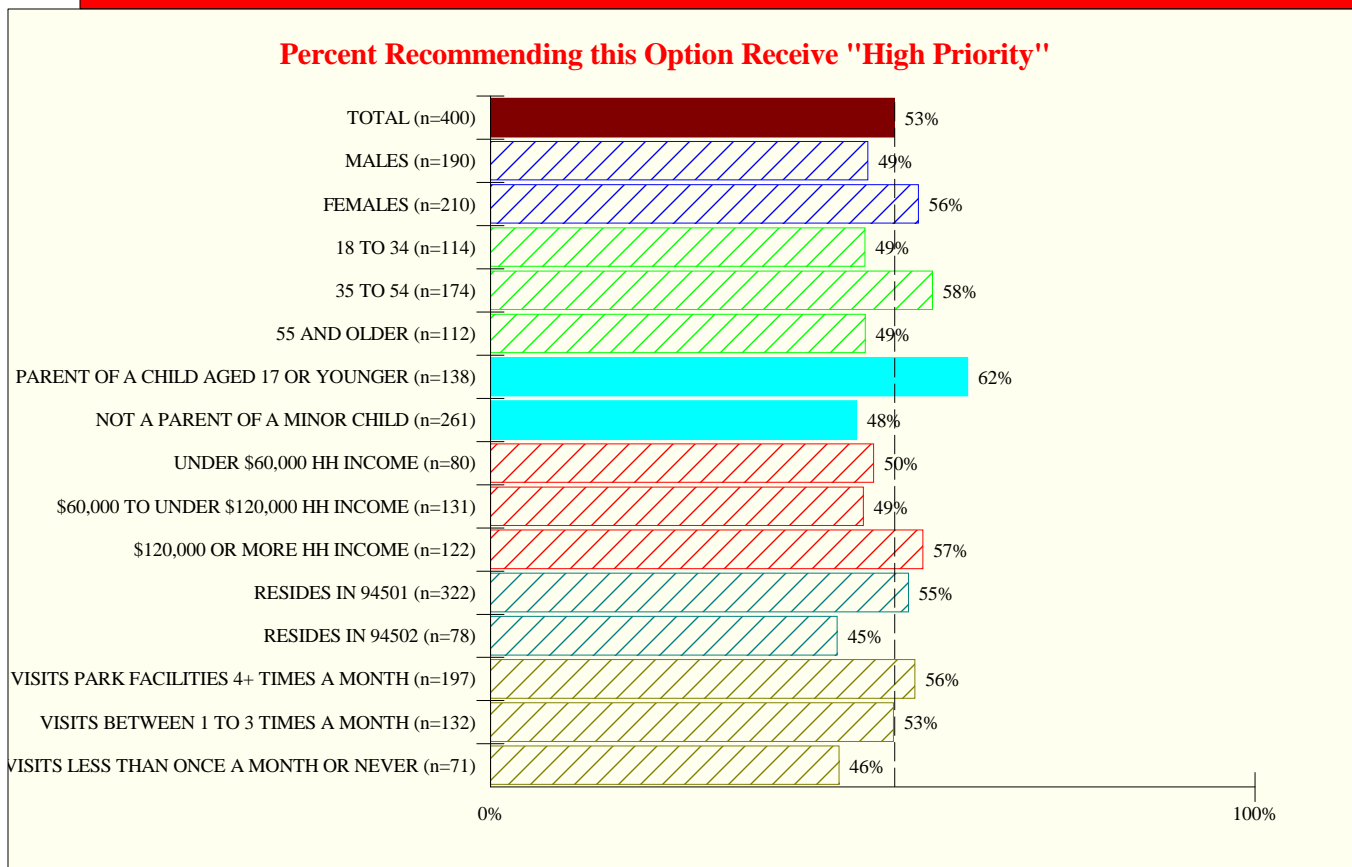
The dashed line indicates the total sample percentage.

Figure 34

Recommendation About Emphasizing a Waterfront Promenade and Park Along the Seaplane Lagoon for Alameda Point

Q10d. "One suggestion for Alameda Point is a waterfront promenade and park along the Seaplane Lagoon. Do you think this should get high, medium, or low priority?"

Base for chart: Total sample (n=400, weighted); weighted sub-sample sizes are listed



Notes

Slightly over half (53%) were enthusiastic about a waterfront promenade and park for Alameda Point. Parents (including those with teenaged children) were significantly more likely than others to react favorably, but no other meaningful variations were found.

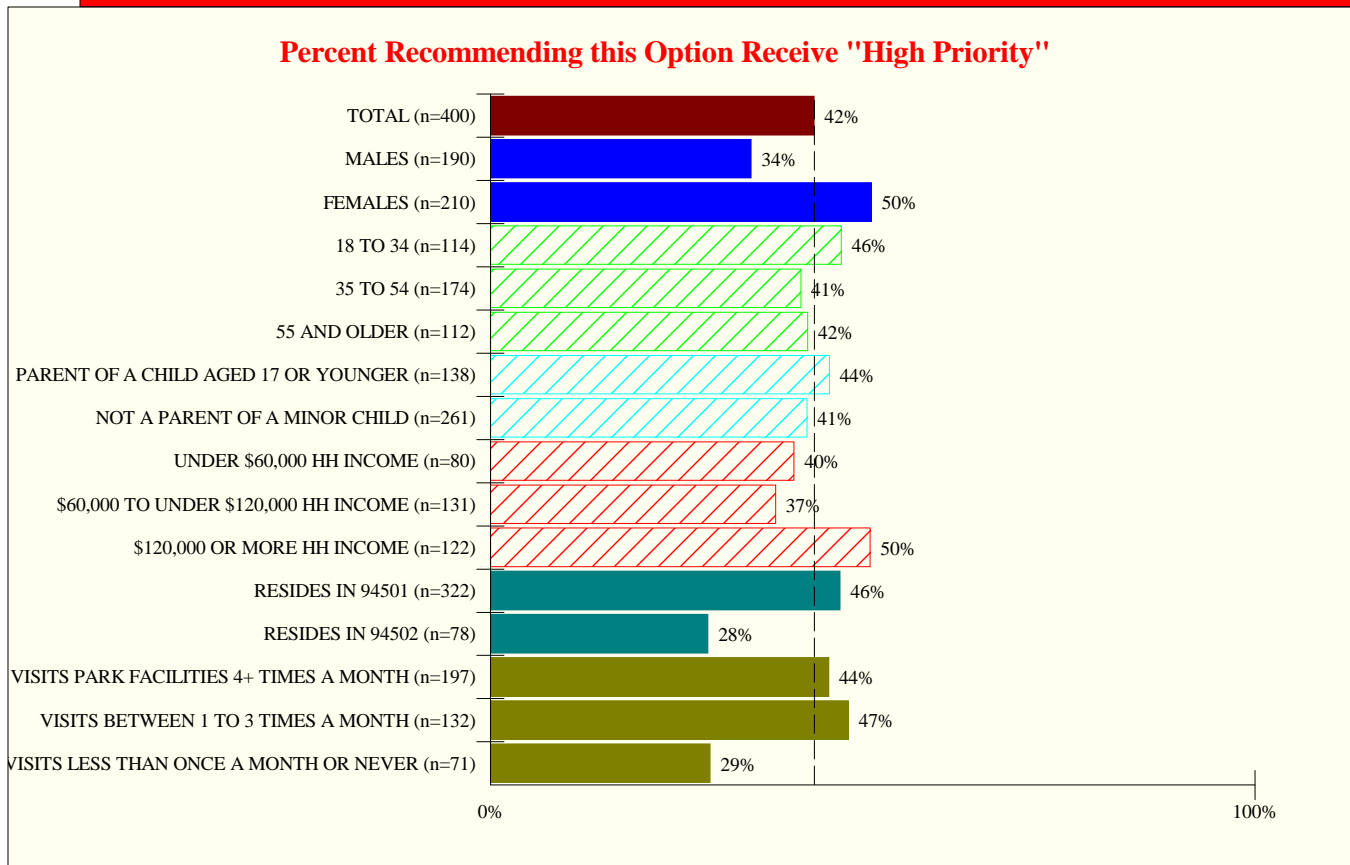
The dashed line indicates the total sample percentage.

Figure 35

Recommendation About Emphasizing Community Gardens and Urban Farms for Alameda Point

Q10e. "One suggestion for Alameda Point is offering opportunities for growing food, such as community gardens and urban farms. Do you think this should get high, medium, or low priority?"

Base for chart: Total sample (n=400, weighted); weighted sub-sample sizes are listed



Notes

Overall, the option to emphasize community gardens and urban farms received a relatively lukewarm evaluation, with 42% recommending it receive "high priority." Females, those residing in zip code 94501, and more frequent park visitors were statistically more likely than others to favor this strategy.* Variations by age, parental status, and household income were not significant.

* Each of these variations was significant even after controlling for other background measurements.

The dashed line indicates the total sample percentage.

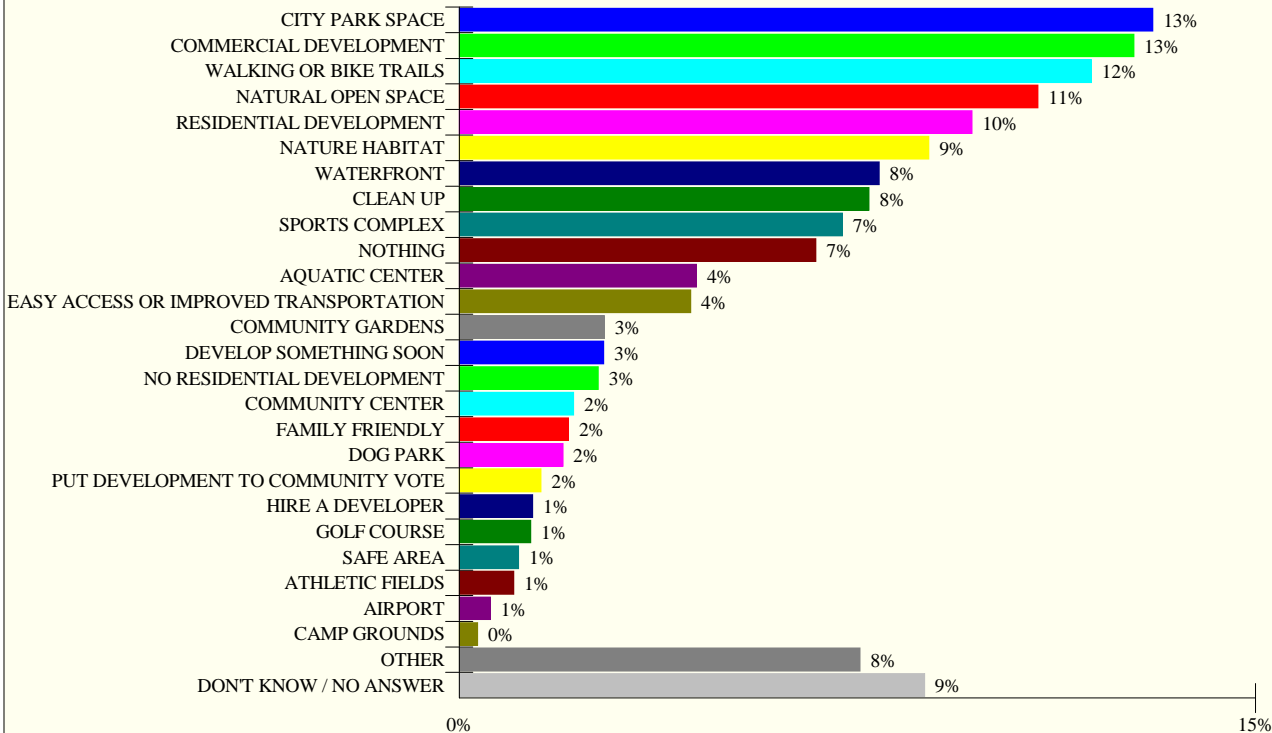
Figure 36

The Best Solution for Alameda Point

Q11. "In your own words, what, if anything, would you most recommend the city's recreation and park department do with Alameda Point?"

Base for chart: Total sample (n=400, weighted)

Categorization of Unaided Responses



Notes

Respondents, asked to recommend, unaided, a single best strategy for Alameda Point, produced a range of suggestions, categorized at left. Among the most frequently cited recommendations, 13% suggested the area be converted into a large park; 13%, that it be commercially developed; 12%, that walking or bike trails be included in it; 11% that natural open space be preserved; 10%, that it be developed for residences; 9%, that it become a nature habitat; 8%, that its waterfront be enhanced; 8%, that it be cleaned up; and 7%, that a sports complex be build.

In total, 28% offered open-space-related recommendations (natural areas, a nature habitat, walking and hiking trails, or campgrounds), while 19% suggested some kind of development (commercial, residential, or hiring a developer). Only 8% cited athletic-field-related uses (a sports complex or athletic fields).*

* Because respondents were allowed more than one answer, each of the three percentages listed in this paragraph is less than the sum of its components. Percentages in this chart cannot be added together.



Interest in Activities Related to Community Gardens

Graphic Summary Section Five

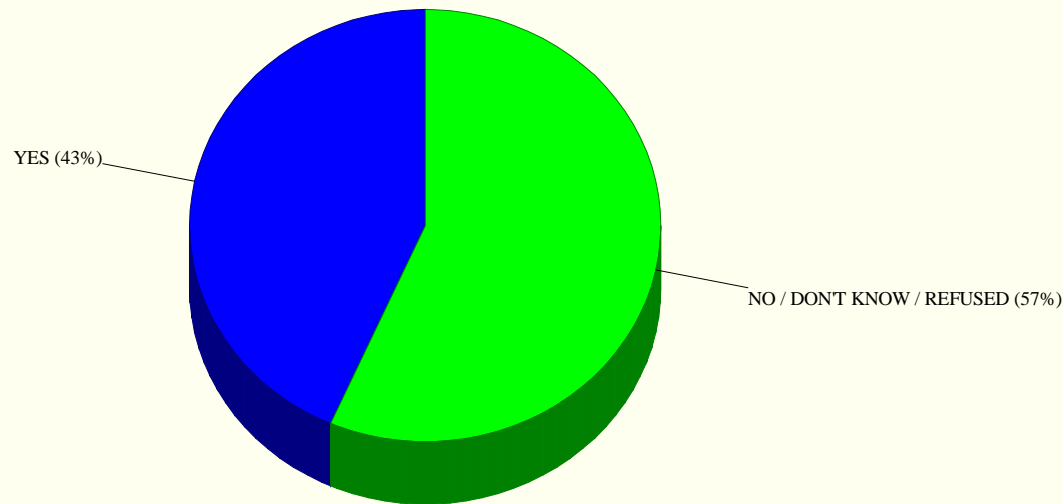


Figure 37

Current Use of an At-Home Garden

Q12. "Do you currently grow any type of food in an at-home garden?"

Base for chart: Total sample (n=400; weighted)



Notes

Among 400 respondents, 43% said they currently grow some type of food in an at-home garden.

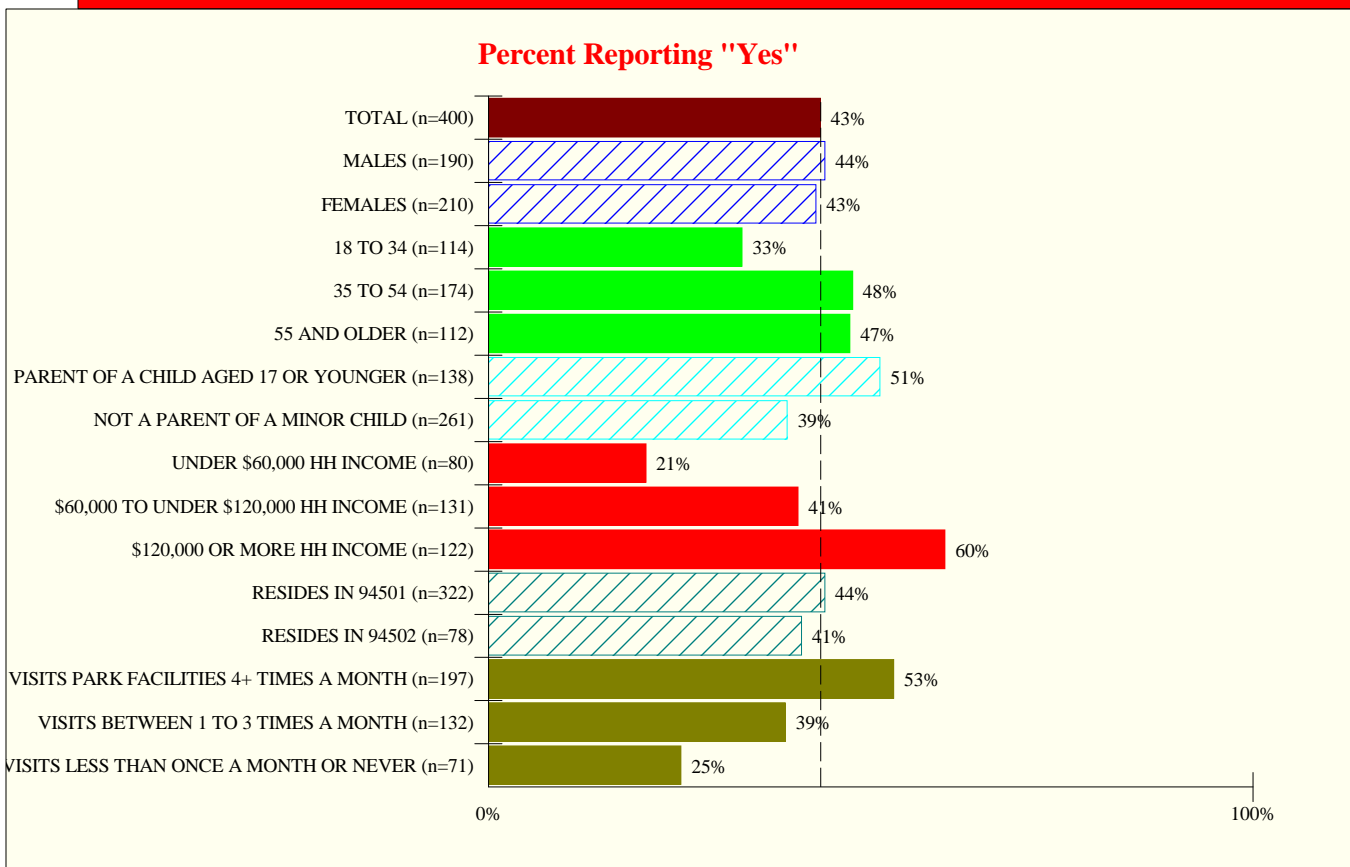
The next chart, listing background measurement variations in Q12's "yes" percentage, shows that older, more affluent respondents were more likely than others to produce food from an in-home garden.

Figure 38

Current Use of an At-Home Garden by Background Category

Q12. "Do you currently grow any type of food in an at-home garden?"

Base for chart: Total sample (n=400; weighted); weighted sub-sample sizes are listed



Notes

Significant variations in the "yes" percentage were found among age, household income, and park visiting frequency categories.* Middle-aged and older respondents, the more affluent, and more frequent park users were significantly more likely than their opposites to report an at-home food garden. Differences for gender, parental status, and location of residence were not meaningful.

* Each variation remained significant after adjusting for other background measurements.

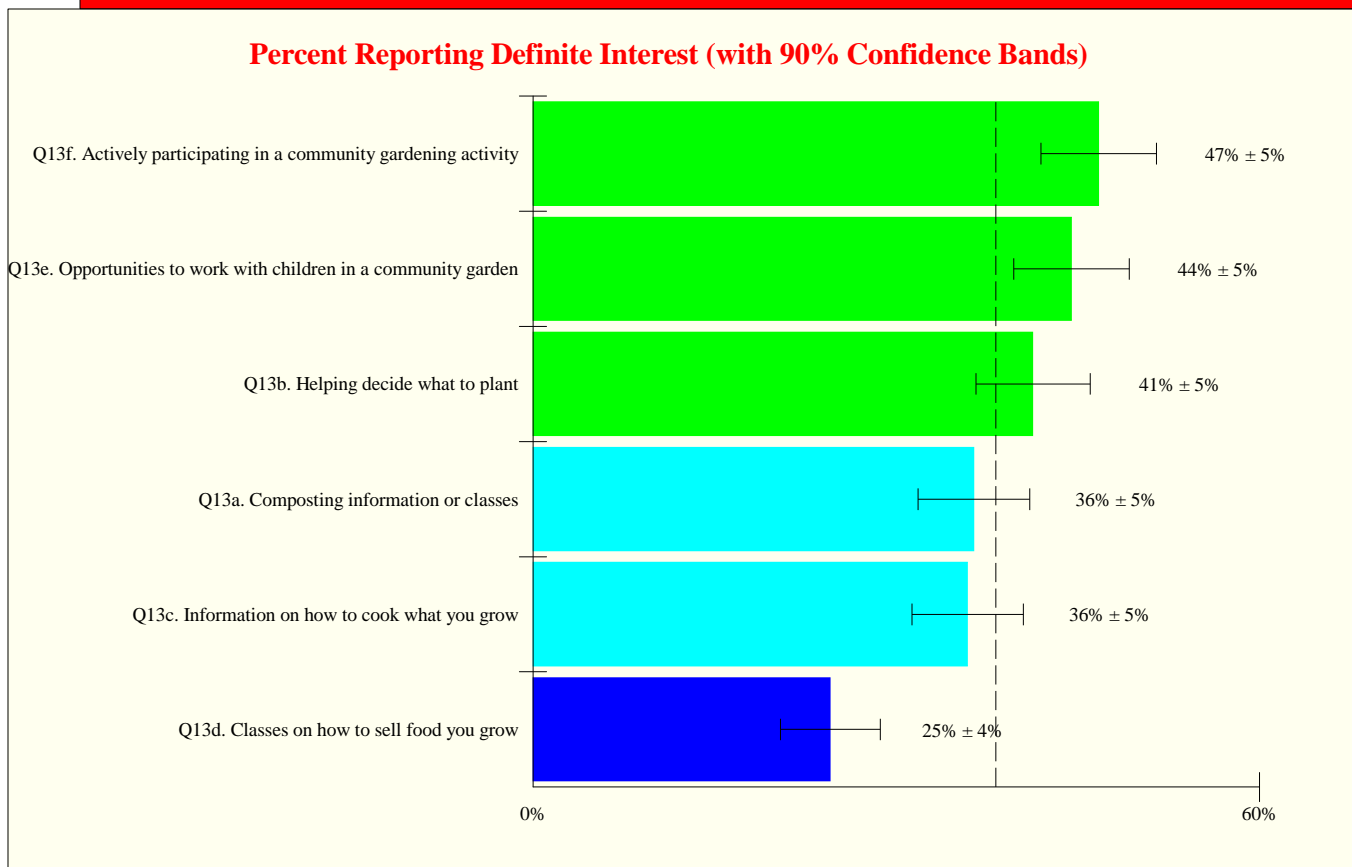
The dashed line indicates the total sample percentage.

Figure 39

Interest in Activities Associated with Community Gardening

Q13a-f. "Would you definitely be interested in any of these community-garden-related activities? <Insert statement>; yes or no?"

Base for chart: Total sample (n=400; weighted) for each question



Notes

Respondents were asked to reply "yes" or "no" to having "definite interest" in each of the six activities listed. The chart displays "yes" percentage for each, with bars color-coded to show degrees of distance above or below the dashed line (the average outcome).* The plus/minus bars indicate ranges within which the population percentages would likely fall if all adult residents in Alameda had been surveyed (rather than just this sample). This was observed:

- Above-average outcomes (green):** Four in ten or more reported interest in actively participating in a community gardening activity, working with children in a community garden, or helping decide what to plant in a garden. Over half (57%) reported definite interest in at least one of the three options and 30%, in all three.
- Below-average outcomes (shades of blue):** Thirty-six percent (36%) were interested in composting information; 36%, in guidance on how to cook what you grow; and 25%, in classes on how to sell home-grown food.

* A difference of six percentage points or more can be considered meaningful.

The dashed line indicates the average outcome.

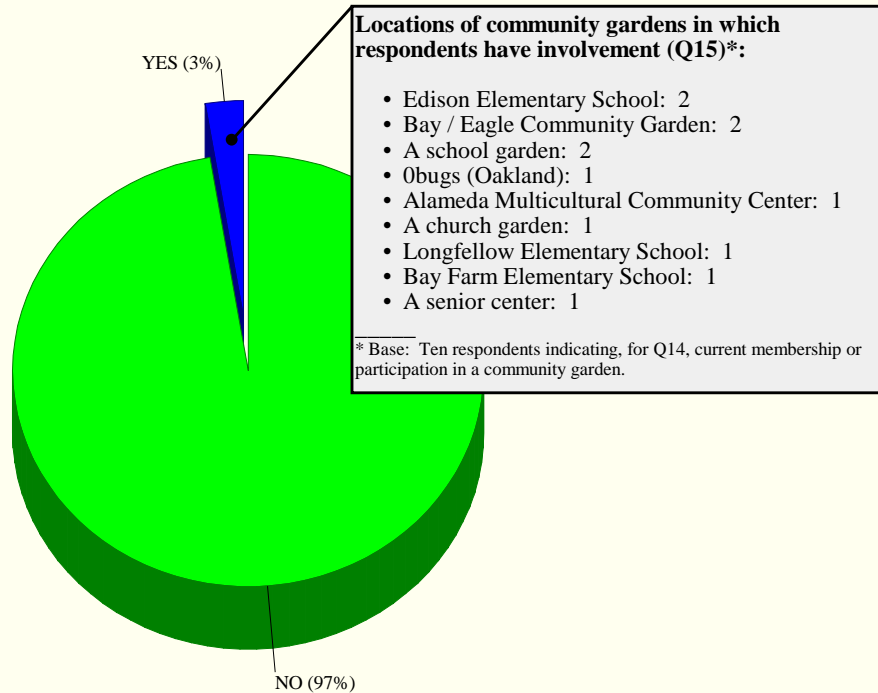
Figure 40

Current Membership in a Community Garden

Q14. "Are you currently a member of any type of community garden?"

Q15. "Where is this community garden located?"

Base for chart: For Q14, the total sample (n=400; weighted); for Q15, the 10 respondents reporting "yes" to Q14



Notes

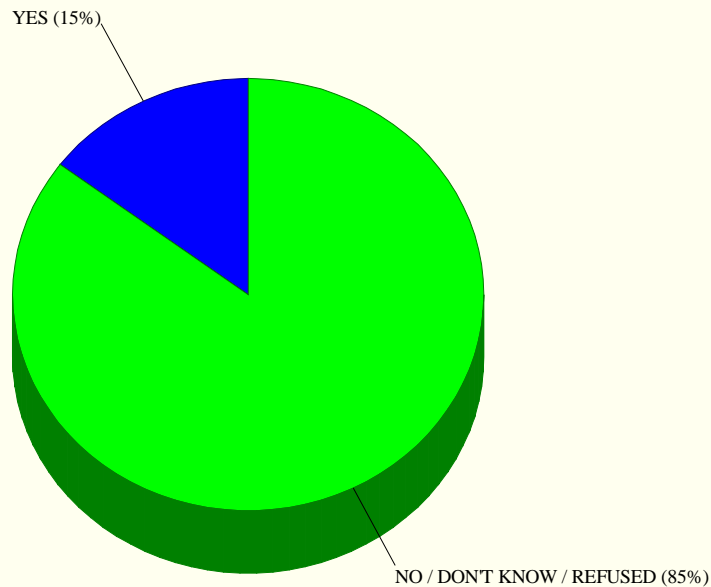
Ten respondents reported current involvement in a community garden. The locations of their gardens are listed in the chart.

Figure 41

Interest in Selling Home- or Community-Grown Food

Q16. "Are you interested in selling the food you grow yourself at home, in a community garden, or urban farm?"

Base for chart: Those reporting, for Q12, growing food in a home garden or, for Q14, participating in a community garden (n=176, weighted)



Notes

Among the 176 respondents growing food either at home or in a community garden, 15% said they would be interested in selling it.

The next chart reviews background measurement variations in Q16's "yes" percentage.

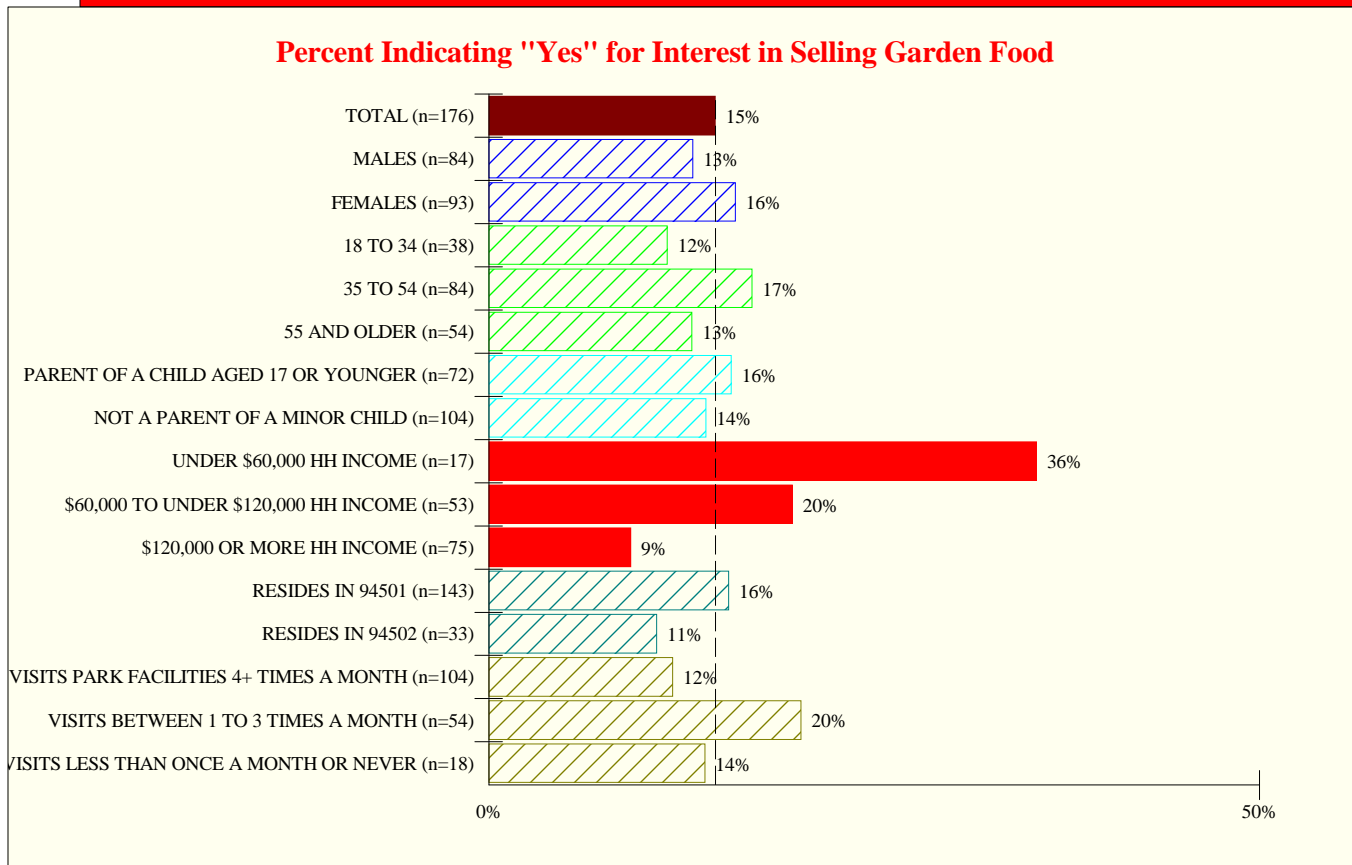


Figure 42

Interest in Selling Home- or Community-Grown Food by Background Category

Q16. "Are you interested in selling the food you grow yourself at home, in a community garden, or urban farm?"

Base for chart: Those reporting, for Q12, growing food in a home garden or, for Q14, participating in a community garden (n=176, weighted)



Notes

Among 176 respondents currently producing home- or community-grown food, interest levels about selling it varied significantly by household income category. The least affluent exhibited the most enthusiasm and the most affluent, the least, about the idea (as might be expected). Other background measurement associations were not significant.

The dashed line indicates the total chart base percentage.

Respondent Background Characteristics

*Graphic Summary Addendum
(Additional Background Measurement Results)*



Figure 43

Gender and Age

S1. Gender by Observation

S2. Please stop me when I read your current age category . . . "

Base for chart: Total sample (n=400, weighted)

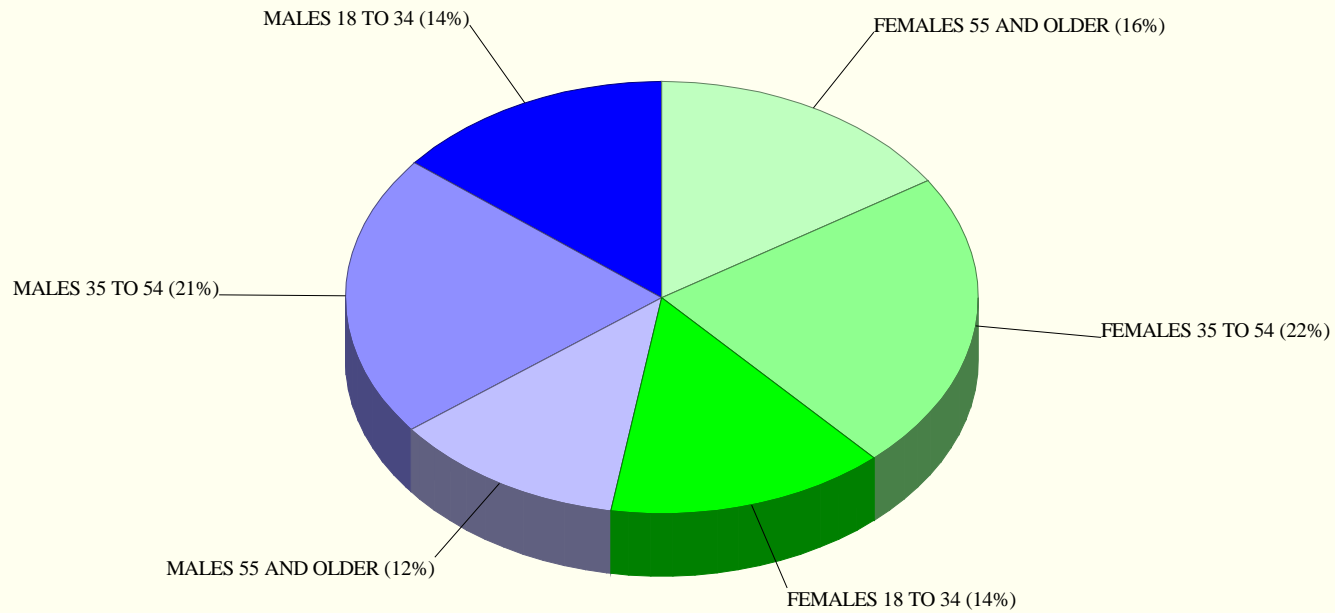
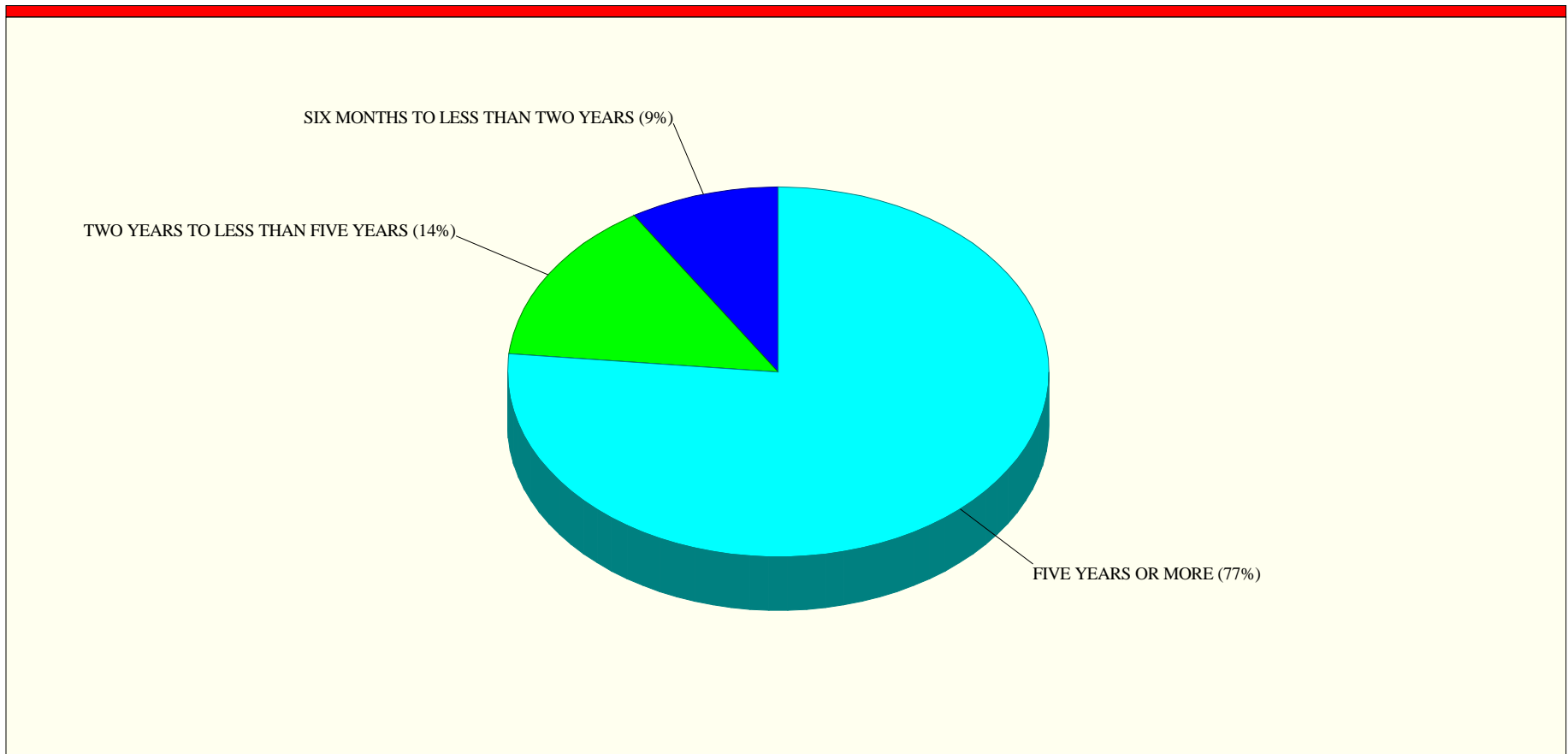


Figure 44

Length of Residence in Alameda

S4. "How long have you lived in the city of Alameda? Less than six months, six months to less than two years, two years to less than five years, or five years or more?"

Base for chart: Total sample (n=400, weighted)



Interviews with those answering "less than six months" were politely terminated.



Figure 45

Number of Adults in the Household

D2. "How many adults aged 18 or older, including yourself, currently live in your household? Just yourself, two, three, or four or more?"

Base for chart: Total sample (n=400, weighted)

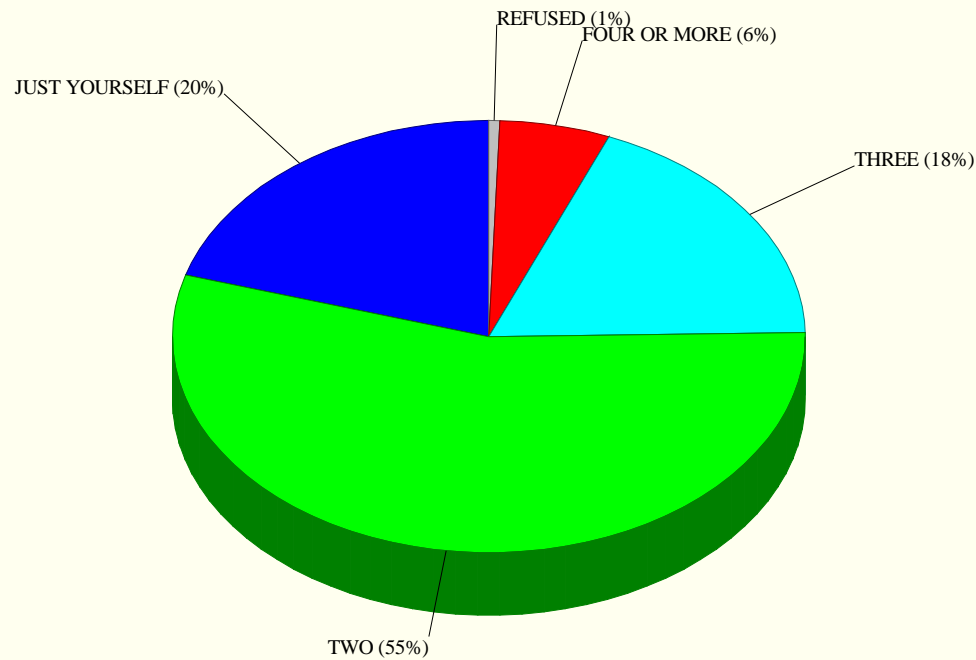
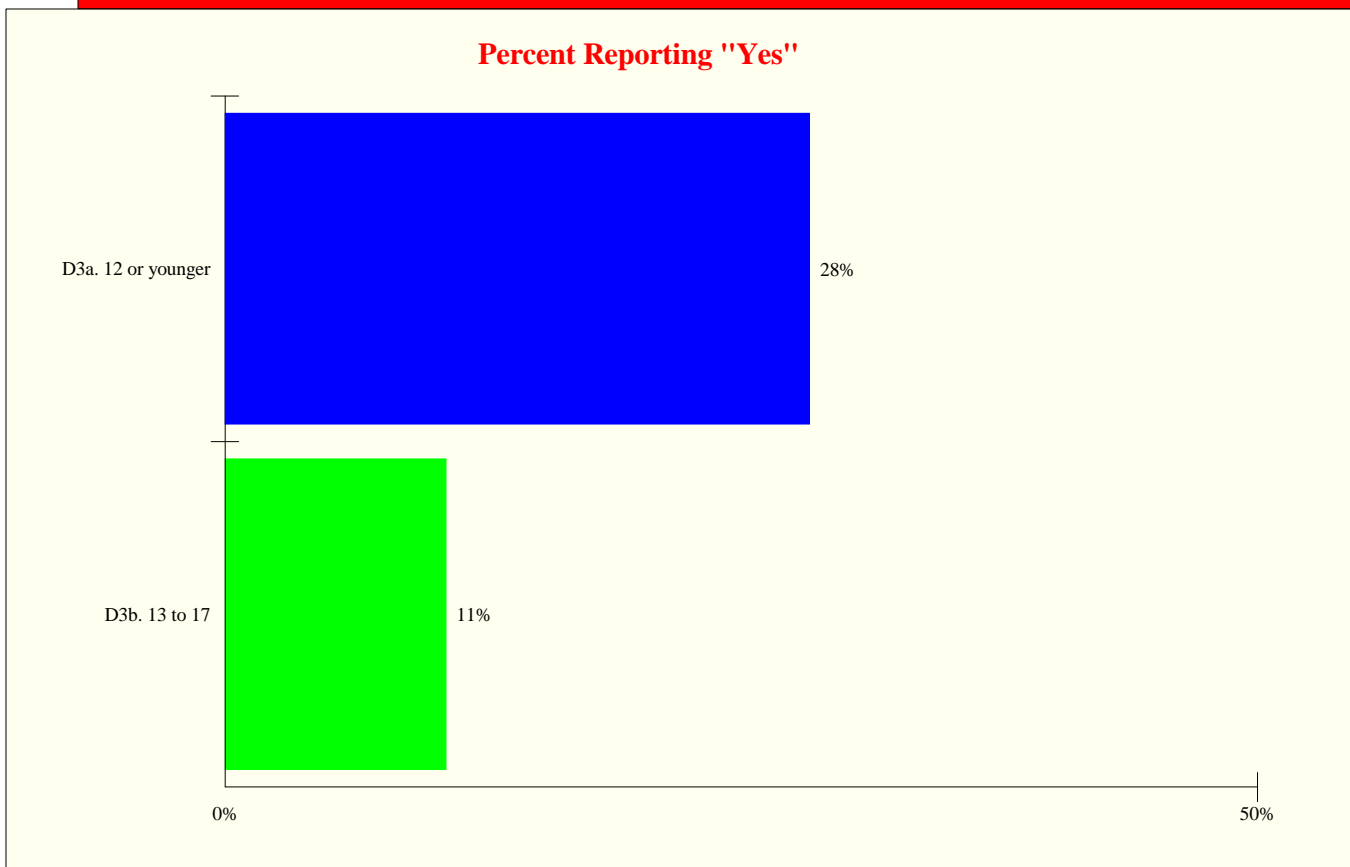


Figure 46

Parental Status by Age of Child

D3a-b. "Are you the parent or guardian of at least one child aged <insert age range> currently living in Alameda?"

Base for chart: Total sample (n=400, weighted) for each question



Notes

In total, 35% reported being a parent to at least one child currently aged 17 or younger. Four percent (4%) of the sample had both teenagers and younger children.

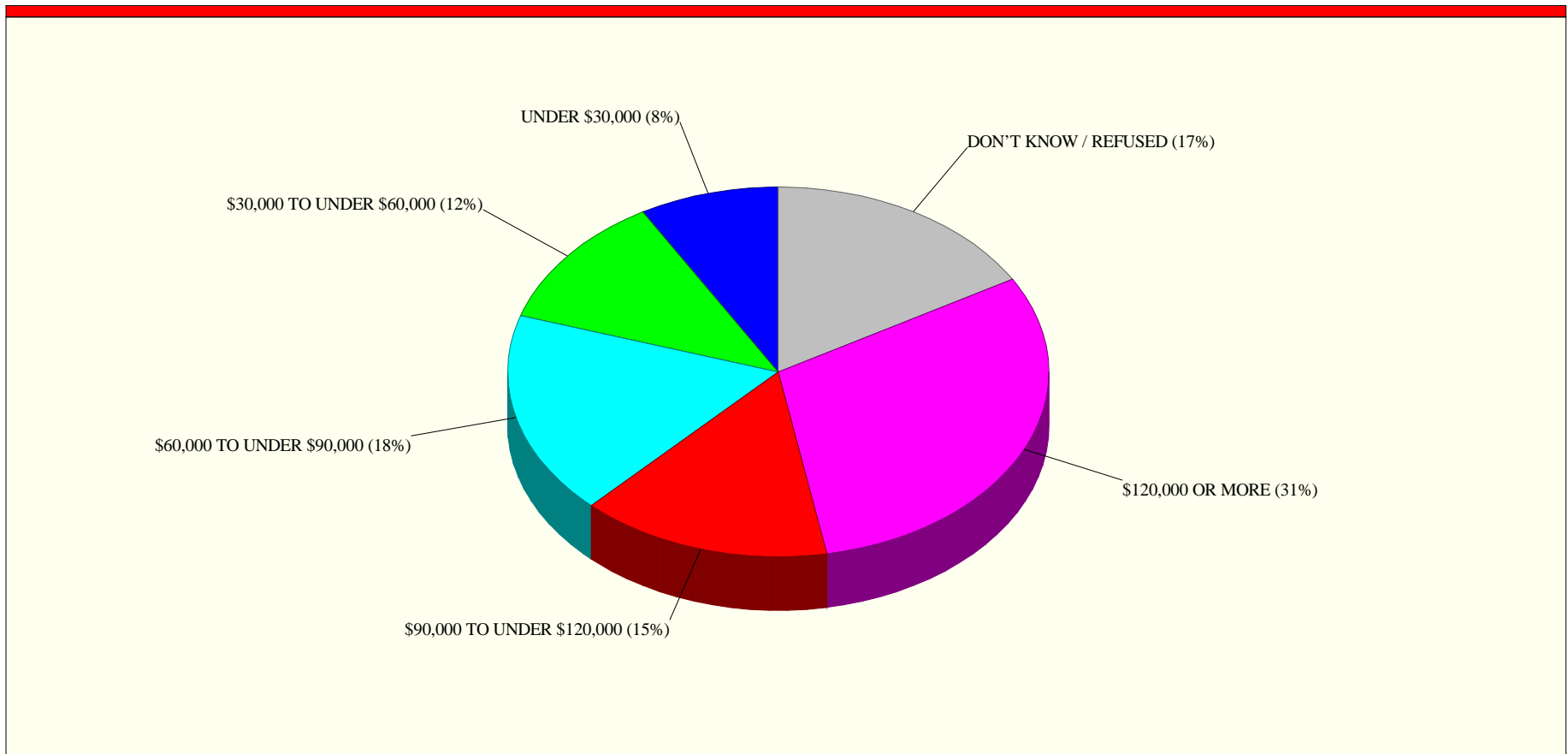


Figure 47

Total Household Income

D4. "Please stop me when I reach your correct income category. [Is it] under \$30,000, \$30,000 to under \$60,000, \$60,000 to under \$90,000, \$90,000 to under \$120,000, or \$120,000 or more?"

Base for chart: Total sample (n=400, weighted)



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Survey Questionnaire (annotated to show base survey results)

Research Objectives

In late 2010, The Sports Management Group, in conjunction with Gates + Associates and the City of Alameda, California, commissioned Strategic Research Associates to conduct a telephone survey of Alameda residents aged 18 and older. The survey's primary objectives were to explore current perceptions about Alameda's recreation and park system, investigate the desirability of a number of proposed improvements or additions to this system, and measure the willingness of residents to support these changes. Other objectives included exploring preferences about park-related strategy options for Alameda Point and assessing attitudes toward local activities associated with community gardening.

These specific measurement areas are addressed in this report:

- **Overall frequency of Alameda park system use**
- **Perceptions about Alameda's existing recreation and park system**
- **Desirability of specific recreation and park improvement options**
- **Recommendations about Alameda Point**
- **Interest in activities related to community gardens**
- **Differences related to respondent background characteristics**

All reports in this volume are sub-divided by the first five objectives. The last was a general objective applicable within all sections.

Executive Review of Primary Findings

The *Executive Review* provides a brief summary of selected survey findings. The *Synopsis of Results* (pages 8 through 16) offers a more thorough summary, while a comprehensive, detailed analysis is given in this volume's *Graphic Summary*.

- **Overall frequency of Alameda park system use**

Among the 400 respondents, nearly nine in ten (87%) had recently visited Alameda's public shoreline or other natural areas; 84%, a city park; 79%, a city walking and jogging trail; 51%, a city playground; and 50%, a city picnic area. Slightly fewer (42%) had been to any of the city's public athletic fields. Visiting rates to other park locations were lower. Approximately half (49%) said they were currently visiting Alameda recreation and park facilities "four or more times a month," while one-quarter (24%) reported "two or three times a month." Younger to middle-aged respondents, those with children aged 17 or younger, and the more affluent were more likely than others to be frequent visitors.

- **Perceptions about Alameda's existing recreation and park system**

Asked to describe a good community park system, 36% cited factors (like maintenance, well-maintained restrooms, or cleanliness) related to aesthetics; 28%, to natural open space, trails, or beach areas; 18%, to play areas appropriate for children; 18%, to park and facility accessibility; and 11%, to the presence of athletic fields or courts. Respondents tended to favorably rate Alameda's recreation and park system, with 74% judging its overall quality as above expectations (including 38% who rated it well-above). (The system's safety and maintenance received slightly lower but still favorable assessments.) Asked to identify, unaided, the characteristic liked most about Alameda's recreation and park system, the most frequently cited responses included system accessibility, abundance of city parks, the parks' seemingly well-maintained state, the variety of activities or facilities, the inclusion of natural open space, and the parks' and facilities' cleanliness. Asked to recommend, unaided, the one most desirable physical improvement, respondents failed to produce any consensus set of recommendations – a favorable result, since no serious problem areas were identified. The most frequently mentioned answers (all cited by less than 10%) included maintaining landscaping, more walking or biking trails, more emphasis on maintaining bathrooms, and additional swimming pools.

- **Desirability of specific recreation and park improvement options**

Respondents were asked to rate their level of interest in each of 15 park system improvement options and then to indicate if they would "favor," "be neutral to," or "oppose" additional funding for each. Among the 15, the improvements generating the most favorable interest ratings – creating natural open space, expanding the city's walking and jogging trail system, providing an indoor aquatic center, and creating community gardens in public parks – were also the most likely to be favored for additional funding. (Among these four, creating natural open space and expanding the trail system produced the best results.) A second set of four options – for a new multi-use community center, a performing arts center, additional children's play areas, and a sports complex with night lighting – received moderately favorable assessments (relative to all the improvements tested).

Executive Review of Primary Findings (cont.)

The respondents most drawn to open-space-related improvements tended to be frequent park users and more affluent, while those interested in recreation-based community facility improvements were more likely to be female, middle-aged, and with children. Those attracted to improvements related to competitive or team sports improvements were more likely to be younger and with children.

In general, middle-aged respondents, parents, the more affluent, and those visiting Alameda recreation and park facilities at least four times a month all exhibited a higher propensity than others to support additional funding options.

- **Recommendations about Alameda Point**

Respondents were asked to judge the level of priority the city should give to each of five park development strategies for Alameda Point. Slightly over half said they would recommend “high priority” be given to open space and nature areas and to a waterfront promenade and park along the Seaplane Lagoon. Slightly fewer (between 42% and 46%) suggested the same for an indoor aquatic center and for offering opportunities for growing food, such as community gardens and urban farms. Only 26% said “high priority” should be granted to a sports complex with soccer, softball, and baseball fields to hold major tournaments.

- **Interest in activities related to community gardens**

Forty-three percent (43%) claimed to grow some type of food in an at-home garden. Asked to indicate (from a list) which community garden activities would be of “definite interest,” 47% said “yes” to participating in a community gardening activity; 44%, to working with children in a community garden; 41%, to helping decide what to plant in a garden; 36%, to receiving composting information; 36%, to receiving guidance on how to cook what one grows; and 25%, to taking classes on how to sell home-grown food. Among those growing food either at home or in a community garden, 15% said they would be interested in selling it; the least affluent displayed the most enthusiasm about the idea.

How the Survey was Conducted

- **A telephone survey with 400 completed interviews**

- The population of interest was defined to include adults aged 18 and older, currently living within the boundary of the City of Alameda (in zip codes 94501 and 94502). Interviews with those living outside the city boundary or indicating having lived in Alameda less than six months were politely terminated.
- Interviewing was conducted between February 17 and March 12, 2011.
- Households were randomly selected using a form of random digit dialing. (Residential prefix numbers known to cover the area within zip codes 94501 and 94502 were attached to randomly generated suffix numbers.) This provided coverage of both listed and unlisted landline numbers. In order to randomly obtain one adult in each household, interviewers asked to speak to the household occupant aged 18 or older with the most recent birthday. Only one person in each household was interviewed.
- Weighting of data
 - Because probability of selection of one adult within a household varies with the number of adult occupants residing in that household, base weights were applied to adjust for this. (The probability of within-household selection equals the reciprocal of the number of adult household occupants.)
 - To correct for sample imbalances, especially under-representation of those aged 18 to 34, (poststratification) weights were also applied to force sample gender-by-age proportions to match those for all adults living in the targeted area. All results described in the volume (except those for Figure 2 in the *Graphic Summary*) were generated from weighted data. This procedure ensured that no age or gender group would be over- or under-represented and also helped minimize sample-versus-population discrepancies for other demographic background variables (like parental status). The weighting procedure is described below.
- Most interviews were conducted between 4PM and 9PM on weekdays and between 10AM and 5PM on weekends. A few interviews were administered during weekday daytime hours to contact those difficult to reach in the evening. Professionally trained and supervised employees of SRA, working from the company's Spokane office, conducted all interviewing. The computer-aided workstations used by interviewers for this survey allowed randomization and rotation of question order, reducing potential biases. A significant proportion of interviews were monitored on-line to verify for courtesy and completeness of interviewing, and one in ten respondents were re-interviewed to confirm interviewer professionalism.
- To reach a qualified contact, interviewers were allowed up to four call attempts per targeted telephone number.

How the Survey was Conducted (cont.)

● The questionnaire

The questionnaire script included 74 questions, 6 of which were unaided (requiring respondents to answer in their own words rather than to choose among a list of options). With only one minor skip pattern included in the script, respondents were required to answer all but one question. The average interview took between 14 and 15 minutes to complete.

● Precision of estimates (for a weighted sample of 400)

With weighting, the survey's precision was slightly reduced (with margins-of-error being widened by the factor of roughly 1.15):

- At 95% confidence: $\pm 5.7\%$
- At 90% confidence: $\pm 4.8\%$
- Margins of error for sub-groups (for example, females or those aged 18 to 34) are less precise.

● Presentation of results

- This volume is divided into sections. The presentation includes, in order, *Contents of this Report*, *Research Objectives*, *Executive Review of Primary Findings*, *How the Survey was Conducted*, *Synopsis of Results*, and *Graphic Summary*. Appendices include a *Verbatim Responses* section listing word-for-word responses to all unaided survey questions and a *Questionnaire* section displaying an annotated copy of the questionnaire with baseline results.

The *Synopsis* provides an overview of results, while the *Graphic Summary* contains a comprehensive analysis using a chart-based format. The *Executive Review* offers a capsule briefing. A companion volume of crosstabulated results augments the presentation in this volume.

- Regarding the charts displayed in this volume:
 - Responses to unaided questions were categorized and coded, with the coded results included in quantitative summaries.
 - All percentages are shown rounded to integer digits to enhance ease of review and interpretation. Because of this rounding, totals may not always seem to sum to 100%, but displayed values are nevertheless correct. Chart bar lengths reflect exact (unrounded) values, which is why two bars marked with the same value may sometimes vary slightly in length. Chart labels shown in uppercase identify a list of response options to a single question (or a list of background category measurements), while those in lowercase identify a set of different survey questions, the results for which are to be compared.

How the Survey was Conducted (cont.)

- Appropriate inferential statistical tests were sometimes conducted to determine whether chance could be excluded from the list of possible causes of differences or associations in the sample data. For statistical tests, a probability level of .05 was used as the criterion to determine a statistically significant result. (The term “marginally significant” is sometimes used to refer to a result significant at the .10 level.) All tests were conducted using statistical procedures designed for weighted data. Statistically significant results are noted in the summaries and chart annotations.

- **The sample versus target population**

Base weights were applied first to the data to compensate for unequal probability of within-household selection of one adult. (These weights were a function of the reciprocal of the number of adults in a household, but truncated to reduce the negative effect of the weighting on margin-of-error.) To correct for sample-versus-population imbalances (especially significant under-sampling of younger adults), an additional set of weights (termed poststratification weights) was applied to force sample gender-by-age proportions to match the target population’s. Each individual in the sample was assigned a weight representing the relative contribution that individual’s data would make to final overall results. This procedure ensured that no age or gender group would be over- or under-represented and also helped to diminish sample-versus-population discrepancies for measurements like parental status. Table 1 lists population targets, unweighted and weighted sample compositions, and the weights employed.

Table 1
Target Percentages and Compositions of Unweighted and Weighted Samples*

Category	Population Targets	Sample Composition After Base Weighting	Sample Composition After Poststratification Weighting	Poststratification Weights
Males 18 to 34	14.3%	6.1%	14.3%	2.343
Males 35 to 54	21.1%	19.5%	21.1%	1.084
Males 55+	12.0%	17.8%	12.0%	0.675
Females 18 to 34	14.3%	5.6%	14.3%	2.529
Females 35 to 54	22.4%	30.5%	22.4%	0.734
Females 55+	15.9%	20.5%	15.9%	0.774
Total	100.0%	100.0%	100.0%	

* Population targets are from 2000 Census data; the target area including zip codes 94501 and 94502. Weights were calculated using unrounded values. The total sample size of 400 was unchanged by weighting.



How the Survey was Conducted (cont.)

Figures 1 and 2 in the *Graphic Summary Preface* (“*Summary of Respondent Background Characteristics*”) provide summary background category information, listing percent-of-total outcomes for categories representing gender, age, parental status, household income, location of residence, and frequency of park system use (a behavioral measurement). (Figure 2 shows the original unweighted sub-sample results.) Figures 43 to 47 in the *Graphic Summary Addendum* (“*Respondent Background Characteristics*”) provide additional details.



Synopsis of Results

- **Overall frequency of Alameda park system use** (Figures 3 through 7 in *Graphic Summary Section One*)

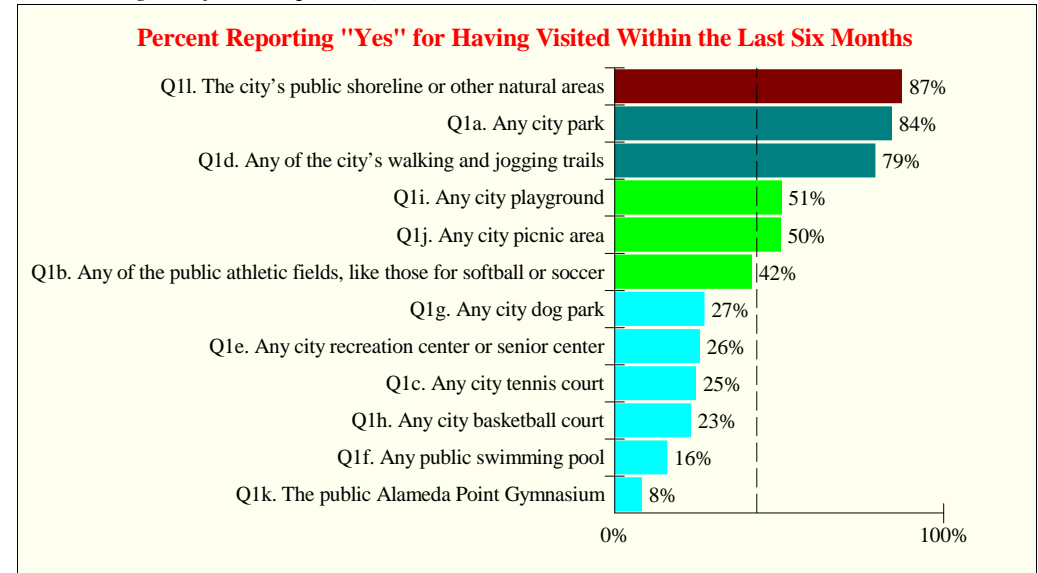
- **Recent Use of Alameda Recreation and Park Facilities:** Respondents were asked to identify, among the 12 locations listed at Figure 1-S, those they had visited within the last six months. The percentages having visited the identified locations are shown in the figure, with bars color-coded to indicate degrees of distance above or below the dashed line (the average outcome). This was observed:
 - **Well above-average visiting rate (burgundy and turquoise):** Nearly nine in ten (87%) reported having recently visiting Alameda's public shoreline or other natural areas; 84%, a city park; and 79%, a city walking and jogging trail. These visiting rates were significantly higher than others.
 - **Average visiting rates (green):** About half reported visiting a city playground (51%) or a city picnic area (50%). Slightly fewer (42%) had been to any of the city's public athletic fields.
 - **Below-average visiting rates (blue):** About one in four claimed a visit to a city dog park (27%), city recreation center or senior center (26%), a city tennis court (25%), or a city basketball court (23%). Significantly fewer had visited a city pool (16%) or the Alameda Point Gymnasium (8%).

- **Frequency of Visiting Alameda Recreation and Park Facilities:** Approximately half (49%) said they were currently visiting Alameda park facilities “four or more times a month,” while one-quarter (24%) reported “two or three times a month,” and 24%, a lower rate. Three percent (3%) had not visited any Alameda park facility within the last six months.

Frequency of visiting varied significantly by age, parental status, and household income:

- **Age:** On average, younger to middle-aged respondents (aged 18 to 34) were 1.4 times more likely than those aged 55 and older to report visiting “four or more times a month.”

Figure 1-S: Recent Use of Alameda Recreation and Park System Facilities (Total sample [n=400, weighted] for each question)



Synopsis of Results (cont.)

- **Parental status:** Parents with children aged 12 or younger were more likely than others to visit frequently. (Among this group of 113, 58% reported visits “four or more times a month.”) Percentages for those with teenage children aged 13 to 17 (49%) and those without any children (46%) were not meaningfully different.
- **Household income:** Those in the most affluent income category (\$120,000 or more annually) were 1.8 times more likely than those in the least affluent one to report a high visiting frequency.

Among those averaging four or more monthly visits, 97% said they had been to the city's public shoreline or another natural areas; 92%, to a city park; and 90%, to a city trail. Between five and six in ten had visited one of the city's picnic areas, playgrounds, or athletic fields. Between three and four in ten had visited one of the city's dog parks, tennis courts, or basketball courts.

Detailed findings and additional results can be found in *Graphic Summary Section One* (“Overall Frequency of Alameda Park System Use”). Section Addendum Figure 7 lists by-location visiting rates for gender, age, and parental status categories.

- **Perceptions about Alameda’s existing recreation and park system** (Figures 8 through 17 in *Graphic Summary Section Two*)
 - **Perceptions about what a good community park system should have:** Respondents were asked to describe, unaided, the factors contributing to a good community park system. One in four (24%) cited the cleanliness of facilities; 18%, that they are well-maintained; 18%, the presence of natural open-space; 17%, the park system's overall safety; and 14%, its accessibility. This was also observed:
 - **Aesthetics:** Thirty-six percent (36%) cited factors – maintenance, well-maintained restrooms, or cleanliness – related to the general attractiveness of parks.
 - **Natural spaces:** Three in ten (28%) said natural open space, beach areas, or trails were attributes of a good park system.
 - **Children:** Among 18%, children's areas – children's play areas or family-friendly areas – were important characteristics.
 - **Accessibility:** Eighteen percent (18%) cited accessible facilities or convenient parking.
 - **Athletic fields or courts:** One in ten (11%) cited tennis courts, basketball courts, a sports complex, baseball fields, or soccer fields.

Frequent park visitors were more likely to cite good maintenance, well-maintained restrooms, accessibility, and availability of a sports complex as characteristics of a good park system, while less frequent ones – tending to be older than their frequent visiting counterparts – were more likely to note safety and availability of natural areas.

Synopsis of Results (cont.)

- **Overall Perceptions About Alameda recreation and park facilities:** Respondents, asked to judge Alameda's current park system against what they would expect from a city the size of Alameda, produced the relatively favorable rating distributions shown in Table 2.

Table 2
Rating Distributions for Comparisons of the Alameda Recreation and Park System to Expectations

Rating Option	Overall Quality of Alameda City Recreation and Park (n=400)		Safety of Alameda City Parks (n=400)		Maintenance of Alameda City Recreation and Park Facilities (n=400)	
Much better than average	38%	74%	34%	67%	29%	63%
Slightly better than average	37%		33%		34%	
Average	18%	18%	22%	22%	26%	26%
Slightly worse than average	4%	5%	5%	6%	5%	7%
Much worse than average	2%		1%		2%	
Don't know	2%	2%	5%	5%	4%	4%
Total	100%	100%	100%	100%	100%	100%

Each option's sub-totals are listed in blue. Unrounded percentages were used to produce sub-totals and column totals. Unrounded percentages in each column sum to 100%.

Table 2's outcomes show that respondents were slightly more likely to highly rate overall quality than their parks' maintenance or safety. (Nevertheless, all of Table 2's results still appear favorable.) The ratings for safety were marginally better statistically than for maintenance, but the difference was small enough to be of little practical importance.

Frequent park users were more likely than others to report favorable ratings for each of the three measurements. In addition, parents of at least one child aged 17 or younger were statistically more enthusiastic than others about overall quality, and for safety, the average rating for males was significantly higher than for females.

- **The most liked characteristic of Alameda's recreation and park system:** Respondents were asked to identify, unaided, the characteristic liked most about Alameda's recreation and park system. One-quarter (25%) said they appreciated the system's accessibility; 18%, the abundance of city parks; 10%, the parks' seemingly well-maintained state; 9%, the variety of activities or facilities; 8%, the inclusion of natural open space; 8%, the parks' and facilities' cleanliness; 7%, their seeming family-friendliness; and 7%, their safety.

Synopsis of Results (cont.)

Among both more frequent park users and less frequent ones, park system accessibility was most frequently cited as the most valued park system characteristic. (This was top-of-mind for 25% within each group.) Response percentages for other categorizations were relatively similar between groups, with one exception. Twenty-two percent (22%) of frequent park users cited the value of an abundance of city parks and facilities, versus 13% for their opposites. (This response was, however, still the second most cited within each group.)

- **The Most Desirable Improvement or Addition:** Asked to name, unaided, the one most desirable physical improvement or addition to the Alameda park system, respondents failed to produce any consensus set of recommendations – a favorable result, since no serious problem areas were identified in their set of responses. Nine percent (9%) wanted more emphasis on maintaining landscaping; 7%, more walking or biking trails; 7%, more emphasis on maintaining bathrooms; 7%, additional swimming pools; 5%, more athletic fields; and 4%, more dog parks. (One-third [33%] did not report an answer.) No important differences were found between the way frequent park users and non-frequent ones responded to the question.

Detailed findings and additional results can be found in *Graphic Summary Section Two* (“Perceptions about Alameda’s Existing Parks”). Verbatim responses to unaided questions Q3 (what makes an exceptional park system), Q5 (the characteristic most liked about Alameda’s park system), and Q6 (the one physical addition or improvement to recommend for Alameda’s park system) are listed in this volume’s appendix.

● **Desirability of specific recreation and park improvement options** (Figures 18 through 29 in *Graphic Summary Section Three*)

- **Reactions to specific recreation and park improvement options:** Respondents were asked to rate (using a three point scale) their degree of interest in each of the 15 park system improvement options listed in Table 3. The table’s second column lists the percentages “very interested” in these options (and table items are rank-ordered on these percentages). As shown, about six in ten were “very interested” in either creating natural open space or expanding the city’s walking and jogging trail system. (Percentages for the two improvements were significantly higher than those for other test items.) About half were “very interested” in two other improvements: providing an indoor aquatic center and creating community gardens in public parks.

A little later in the interview, respondents were asked to indicate whether they would “favor,” “be neutral to,” or “oppose” additional funding to support each of the 15 improvement options. The percentages who would “favor” additional funding are displayed in the third column of Table 3. The results indicate that those tending to report a higher (lower) interest rating for an improvement were more likely to favor (oppose) additional funding to support it. (The rank-order correlation between the two sets of results was very high.) The four improvements generating the highest levels of interest – creating natural open space, expanding the city’s trail system, providing an indoor aquatic center, and creating community gardens – were also those most likely to be favored for additional funding.

Table 3 identifies these four highest performing improvements with a blue coding and a second group – each of which produced a relatively moderate level of enthusiasm – with green.

Synopsis of Results (cont.)

Table 3
Degree of Interest and Propensity to Support Funding for Each of 15 Proposed Park-Related Improvements*

Improvement Options Tested (n=400, weighted, for each option)	Percent Reporting "Very Interested"	Percent Favoring Additional Funding for Option
Create natural open space for wildlife habitat and resident viewing and hiking	60%	60%
Expand and improve the city's walking and jogging trail system	59%	57%
Provide an indoor aquatic center with recreational and lap pools and water play features	53%	47%
Create community gardens in public parks	47%	47%
Provide a new multi-use community center that could include exercise equipment, classrooms, meeting rooms, and art facilities	41%	43%
Provide a performing arts center	39%	42%
Develop additional children's playgrounds and play areas	35%	45%
Build and maintain a new sports complex with night lighting that could include baseball, softball, and soccer fields	32%	37%
Build more gym space for indoor sports like basketball and volleyball	24%	32%
Provide more fenced dog parks	24%	27%
Expand the number of group picnic areas	22%	29%
Build an additional senior center	20%	31%
Provide more soccer fields	16%	27%
Provide more baseball and softball fields	15%	25%
Add more tennis courts	13%	25%

*Items were read to respondents in random order. The two sets of ratings were not collected simultaneously.

Synopsis of Results (cont.)

The seven highest-ranking improvement options in Table 3 – creating natural open space, improving the trail system, providing an indoor aquatic center, creating community gardens in public parks, providing a new multi-use community center, providing a performing arts center, and developing additional children's play areas – generated a favor/oppose split for additional funding significantly better than 50/50. That is, ignoring those “neutral” to each, the “favor” percentage for funding was significantly better than the “oppose” one.

- **Interest in specific recreation and park improvements by visiting rate:** In general, frequent park users and less frequent users each produced rank-orderings of the 15 improvements very similar to Table 3’s. However, by an 11 percentage point margin, frequent visitors were significantly more interested in expanding the city’s trail system. This was because those most likely to favor the option – tending to be middle-aged, with children, and more affluent – were also more likely than others to be frequent park users. (The option nevertheless was well-received within both groups.) Frequent visitors were also more enthusiastic about fenced dog parks (an improvement tending to generate more interest among younger adults, more likely to be park users than those aged 55 and older).
- **Factors driving interest in recreation and park improvements:** The list below identifies improvements most similar to each other in that they tended to be rated similarly by respondents. The groupings suggest that four motivating factors drive interest in Alameda system improvements:
 - **Interest in open-space-related activities:** Seventy-nine percent (79%) were “very interested” in either natural open space, the trail system, or community gardens. Improvements associated with this factor appealed most to frequent park users and the more affluent.
 - **Interest in recreation-based community facilities:** Seventy-seven percent (77%) were “very interested” in at least one of five related improvements: an indoor aquatic center, a performing arts center, a community center, group picnic areas, or a sports complex. These improvements were most likely to appeal to females, the middle-aged, and parents.
 - **Competitive sports:** Forty-six percent (46%) were “very interested” in either baseball and softball fields, soccer fields, tennis courts, gym space, or a sports complex. Younger respondents and those with children tended to assess these improvements most favorably.
 - **Special interests:** Thirty-six percent (36%) were “very interested” in either a senior center or dog parks. Frequent park users were slightly more likely to favor dog parks, but otherwise no significant background category variations on this factor were found.
- **Propensity to Favor Additional Funding by Background Category:** In general, middle-aged respondents (in this survey the group most likely to have children), parents, the more affluent, and those visiting Alameda recreation and park facilities at least four times a month all exhibited a higher propensity than others to say they would “favor” additional funding for any of the options.

Detailed findings and additional results can be found in *Graphic Summary Section Three (“Desirability of Specific Recreation and Park Improvement Options”)*. Verbatim responses to unaided question Q9 (other recreational amenities to recommend) are listed in this volume’s appendix. (Q9’s results

Synopsis of Results (cont.)

are not insightful and not described in this *Synopsis*; see Figure 27 for the results.) Section Addendum Figures 28 and 29 show “very interested” and “favor” scores for gender, age, and parental status categories.

- **Recommendations about Alameda Point** (Figures 30 through 36 in *Graphic Summary Section Four*)
 - **Recommendations About Recreational Priorities for Alameda Point:** Respondents were asked to judge the level of priority the city should give to each of five park development strategies for Alameda Point. Should each, they were asked, be given “high,” “medium,” or “low priority”? Table 4 lists, for each strategy option, the percentage recommending it receive “high priority” and the background measurement disagreements associated with it. As the table shows, respondents were most likely to recommend “high” priority be given to open space and nature areas and to a waterfront promenade and park along the Seaplane Lagoon.

Table 4
Rating Outcomes for Five Alameda Point Strategy Options*

Strategy Options	Percent Recommending “High Priority”	Notes on Background Measurement Variations
Open space and nature areas with just hiking trails through them	54%	While this option received relatively strong support, those with children aged 17 or younger and those residing in zip code 94502 were marginally less likely enthusiastic than others. (See <i>Graphic Summary</i> Figure 31 for additional notes on these variations.)
A waterfront promenade and park along the Seaplane Lagoon	53%	Parents (including those with teenaged children) were significantly more likely than others to react favorably, but no other meaningful variations were found.
An indoor aquatic center with recreational and lap pools, and children’s play features	46%	Among those with children aged 17 or younger, 64% recommended an aquatic center receive “high priority.” Females, younger respondents, and more frequent visitors to the Alameda park system were also more likely than others to recommend this strategy.

Synopsis of Results (cont.)

Strategy Options	Percent Recommending “High Priority”	Notes on Background Measurement Variations
Offering opportunities for growing food, such as community gardens and urban farms	42%	Females, those residing in zip code 94501, and more frequent park visitors were statistically more likely than others to favor this option.
A sports complex with soccer, softball, and baseball fields to hold major tournaments	26%	Frequent park visitors were marginally more likely than others to favor a sports complex, but even among this group, only 32% were enthusiastic.

**Items were read to respondents in random order.*

- **The best solution for Alameda Point:** Respondents, asked to recommend, unaided, a single best strategy for Alameda Point, produced a range of suggestions. Among the most frequently cited recommendations, 13% suggested the area be converted into a large park; 13%, that it be commercially developed; 12%, that walking or bike trails be included in it; 11% that natural open space be preserved; 10%, that it be developed for residences; 9%, that it become a nature habitat; 8%, that its waterfront be enhanced; 8%, that it be cleaned up; and 7%, that a sports complex be build.

In total, 28% offered open-space-related recommendations (natural areas, a nature habitat, walking and hiking trails, or campgrounds), while 19% suggested some kind of development (commercial, residential, or hiring a developer). Only 8% cited athletic-field-related uses (a sports complex or athletic fields).

Detailed findings and additional results can be found in *Graphic Summary Section Four (“Recommendations About Alameda Point”)*. Verbatim responses to unaided questions Q11 (the best solution for Alameda Point) are listed in this volume’s appendix.

- **Interest in activities related to community gardens** (Figures 37 through 42 in *Graphic Summary Section Five*)

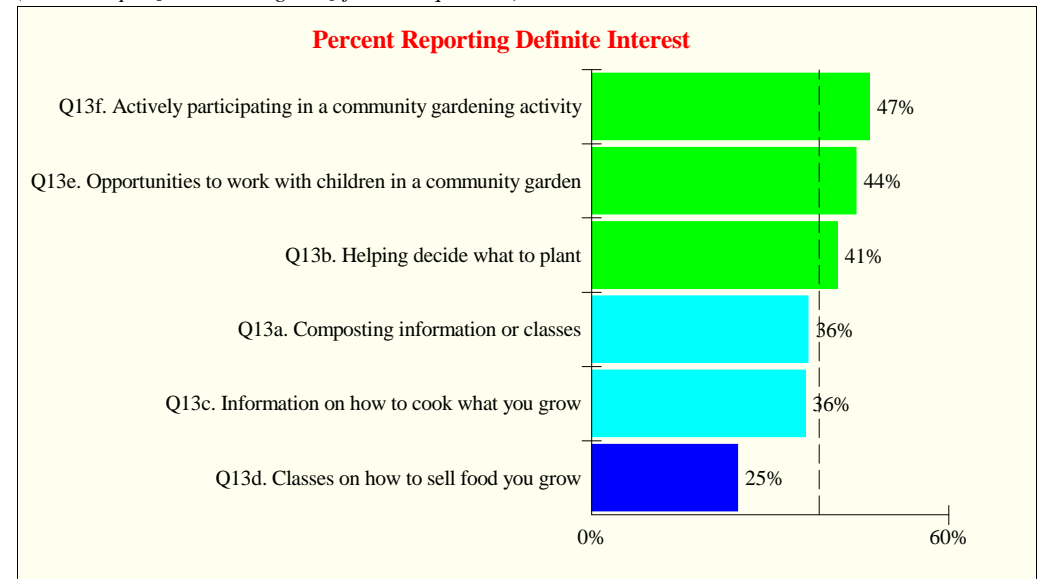
- **Interest in Community-Garden Related Activities:** Forty-three percent (43%) said they currently grow some type of food in an at-home garden. Middle-aged and older respondents, the more affluent, and more frequent park users were significantly more likely than their opposites to report an at-home food garden.



Synopsis of Results (cont.)

- **Interest in activities associated with community gardening:** Respondents were asked to reply “yes” or “no” to having “definite interest” in each of the six activities listed in Figure 2-S. The chart displays the “yes” percentage for each, with bars color-coded to show degrees of distance above or below the dashed line (the average outcome). This was observed:
 - **Above-average outcomes (green):** Four in ten or more reported interest in actively participating in a community gardening activity, working with children in a community garden, or helping decide what to plant in a garden. Over half (57%) reported definite interest in at least one of the three options and 30%, in all three.
 - **Below-average outcomes (shades of blue):** Thirty-six percent (36%) were interested in composting information; 36%, in guidance on how to cook what one grows; and 25%, in classes on how to sell home-grown food.
- **Current membership in a community garden:** Ten respondents reported current involvement in a community garden. The locations of their gardens are listed in the *Graphic Summary’s* Figure 40.
- **Interest in selling home- or community-grown food:** Among the 176 respondents growing food either at home or in a community garden, 15% said they would be interested in marketing it. The least affluent exhibited the most enthusiasm and the most affluent, the least, about the idea. Other background measurement associations were not significant.

Figure 2-S: “Definite Interest” in Each of Six Activities Related to Community Gardens
(Total sample [n=400, weighted] for each question)



Detailed findings and additional results can be found in *Graphic Summary Section Five (“Interest in Activities Related to Community Gardens”)*.

APPENDIX-B: COMMUNITY WORKSHOP

ALAMEDA URBAN GREENING WORKSHOPS

Following are some of the materials presented at the June 15 and 16, 2011 Urban Greening Workshops, as well as examples of the type of feedback received during the table exercises and open house portions of the workshops. For the table exercises, aerial maps and contextual information was provided to participants, and each table created graphic representations of their visions for Belt Line Park and Alameda Point. Each table presented the results of their discussions, and the presentations are summarized in the bulleted lists below. During the open house portion of the workshop, displays pertaining to each existing park and recreation facility were displayed, and participants were able to provide written comments.

June 15 Workshop Table Presentations:

BELT LINE PARK – Table 1

- 1/2 Sports, 1/2 Urban agriculture
- Community gardens, orchards, nut and fruit trees throughout
- Amphitheatre
- Dog park
- Storm water basin / Habitat area
- Adult & youth soccer
- Community center, use for cooking and events
- Bocce and play areas next to community center at U-Haul end
- Volleyball

BELT LINE PARK – Table 2

- Areas for multiple age groups to interact
- Campground
- Disk golf
- Miniature golf
- Urban farming with food stand
- Education program, animals
- Green roof on community center
- Native plant/bay-friendly landscape demonstration garden
- Amphitheatre
- 1 mile fitness course around perimeter
- Family area with water play elements
- Model airplane flying field
- Dog park
- BMX / mountain bike / skate park
- Tree house with zip line

ALAMEDA POINT – Table 2

- Consolidate for community sports complex – 2 hardball, 2 little league, 2 soccer, multi-use field (rugby, football), concession stand
- Buffer wind and cold
- Model airplane flying field
- Re-open campground at Enterprise Park
- Drive-in movie theater

BELT LINE PARK – Table 3

- Create a Central Park
- Large passive water feature (solar pump system), including boat rental
- Aquatic center
- Urban agriculture (viticulture, forestry)
- Educational features
- Wildlife habitat / pond
- Horticultural park
- Low maintenance and construction costs
- Equestrian trail
- Archery range
- More intensive uses at U-Haul end

ALAMEDA POINT – Table 3

- Add camping, re-open old campsites
- Dog camp, dog walking on beach
- Boat harbor for small boats at Enterprise Park

June 16 Workshop Table Presentations:

BELT LINE PARK – Table 1

- From active at west side to passive at east side
- Trail multi-purpose - bike/wheelchair (loop spur)
- Central water feature
- Multi-generational
- Playgrounds
- Community gardens throughout
- Amphitheater / events
- Basketball court
- Small community center
- Share parking with business park

- Picnic areas near parking
- Neighborhood access points

ALAMEDA POINT – Table 1

- Sport complex / active recreation by skate park
- Campground at Enterprise Park, also café / concession
- Natural shoreline / passive recreation @ Seaplane Lagoon / Buffer zone to mitigate sea level rise
- Water access – kayak, canoe, boat rental concession

BELT LINE - PARENTAL VIEWPOINT – Table 2 (also notes from 6/15)

- Active
- Group BBQ
- Themed play structure
- Community center - Teen dances
- Safe for youth, secure play area for small children
- Low maze – herbs, rocks, with fountain
- Theme play area
- Water play area – spray park
- BMX, skate park, water play, remote control car park
- Shaded picnic tables
- Secure restrooms
- Natural hill for rolling down
- Garden area with paths, climbing rock, local artists, butterfly garden
- Baseball with snack bar
- ROTC-type fitness course
- Play area with basketball
- Volleyball

BELT LINE – URBAN AGRICULTURE – Table 3

- 5,700 people use the Food Bank - community gardens should be distributed throughout
- 2nd community garden and orchard by Food Bank
- Bathroom
- Active area in the middle of the site
- Community center near 9th and Wood
- Bocce
- Amphitheater
- 2 play areas

- Dog park
- Bike and walking trail (bike friendly park)
- Fitness course
- Stormwater / Habitat planting with trail - “Lose the Lawn”
- Pollinators, natural planting – beautiful, low maintenance Bay Friendly planting
- Trail benches (rest stops)
- NO soccer, baseball, BMX

ALAMEDA POINT – Table 3

- Tidelands Trust
- Passive open space by Encinal High School
- Trail on Estuary side
- Concerned with cost of sports complex
- Soccer field outside of Tidelands Trust area

BELT LINE – Table 4

- Play area, nature oriented
- Community center/ classes on gardening, amphitheater at U-Haul end (buffers noise)
- Community garden, orchard, forest garden (nuts & fruit mixed with forest trees)
- Swales for rain water ponds, demonstration gardens
- Natural, berry bushes
- Water catchment systems, swales, streams, etc.
- Botanical garden
- Garden plots and food for Food Bank
- Bike paths (DG as well as asphalt)
- Multiple parking spaces and access
- Informal open space, basketball, less organized sports
- Butterfly and bee garden, native bees
- Demonstration garden
- Chickens & small animals

ALAMEDA POINT – Table 4

- Sports complex should go out here rather than at Belt Line

BELT LINE PARK – HERITAGE HISTORICAL PARK – Table 5

- Move through Alameda agricultural history
- Atlantic Ave side - native plants restoration area – open, native, passive area with walks
- Truck gardens
- Commercial, local restaurant plots
- Modern agriculture by Food Bank
- Ardenwood type facility - commercial operation, teaching components
- Linear park

ALAMEDA POINT – Table 5

- Local community businesses, food related commercial businesses
- Community gardens
- Dog park
- Organized sports complex
- Waterfront Trails

BELT LINE PARK – 22-ACRE FARM – Table 6

- From small scale garden plots to large meadows
- Community garden plots for families
- Production farm site on 2-3 acres, job training program (alternative – 22 acre farm)
- Pumpkin patch, corn maze community events
- Orchard
- Native plants meadow
- Meandering trail (spurs, loop)
- Groups of trees
- Both wide open and more intimate spaces
- Picnic areas (open and secluded)
- Play areas
- Bocce ball
- NO amphitheater here
- Lots of access points
- Soccer field

URBAN AGRICULTURE - Table 6

- Community gardens at every school (1/8 acre can fit)
- Gardens - urban agricultural trail (blueberries / strawberry patch)
- Consider using buildings (aquaponics)

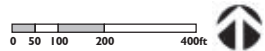
ALAMEDA POINT – ADDITIONAL COMMENTS

- The City of Alameda plans a walking path around Alameda Point. You can imagine the wonderful views of yachts sailing on famous SF Bay. The City of Alameda would prosper from parking fees while throngs of tourists enjoy year around mild weather on the vast picnic grounds.
- Put 3 pools in the Alameda Point Gym/Pool complex.

MISCELLANEOUS ADDITIONAL COMMENTS

- We need a quality indoor aquatic area including:
 1. 0-depth to 3 feet with water play structure
 2. Lazy river and water slides
 3. Lap pool and swim lessons

Table Exercise Materials - Belt Line Park Size Comparison



Krusi Park (7.46 acres)



Godfrey Park (5.45 acres)



Bayport Park (4.25 acres)



Littlejohn Park (3.45 acres)



Longfellow Park (1.14 acres)

PARK SIZE COMPARISON

Urban Greening Workshop - Alameda, California

June 2011

BELTLINE PARK

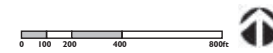
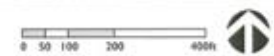


Table Exercise Example

June 15 2011



Beltline Park (22 acres)



Urban Greening Workshop - Alameda, California

June 2011

June 15 - Table #1

Table Exercise Example

June 16 - #2



Beltline Park (22 acres)



Urban Greening Workshop - Alameda, California

June 2011

June 16 - Table #2



Table Exercise Materials -
Alameda Point Sample Option



Regional Sports Complex



Alameda Point Option I



Community Sports Complex



Alameda Point Option 2



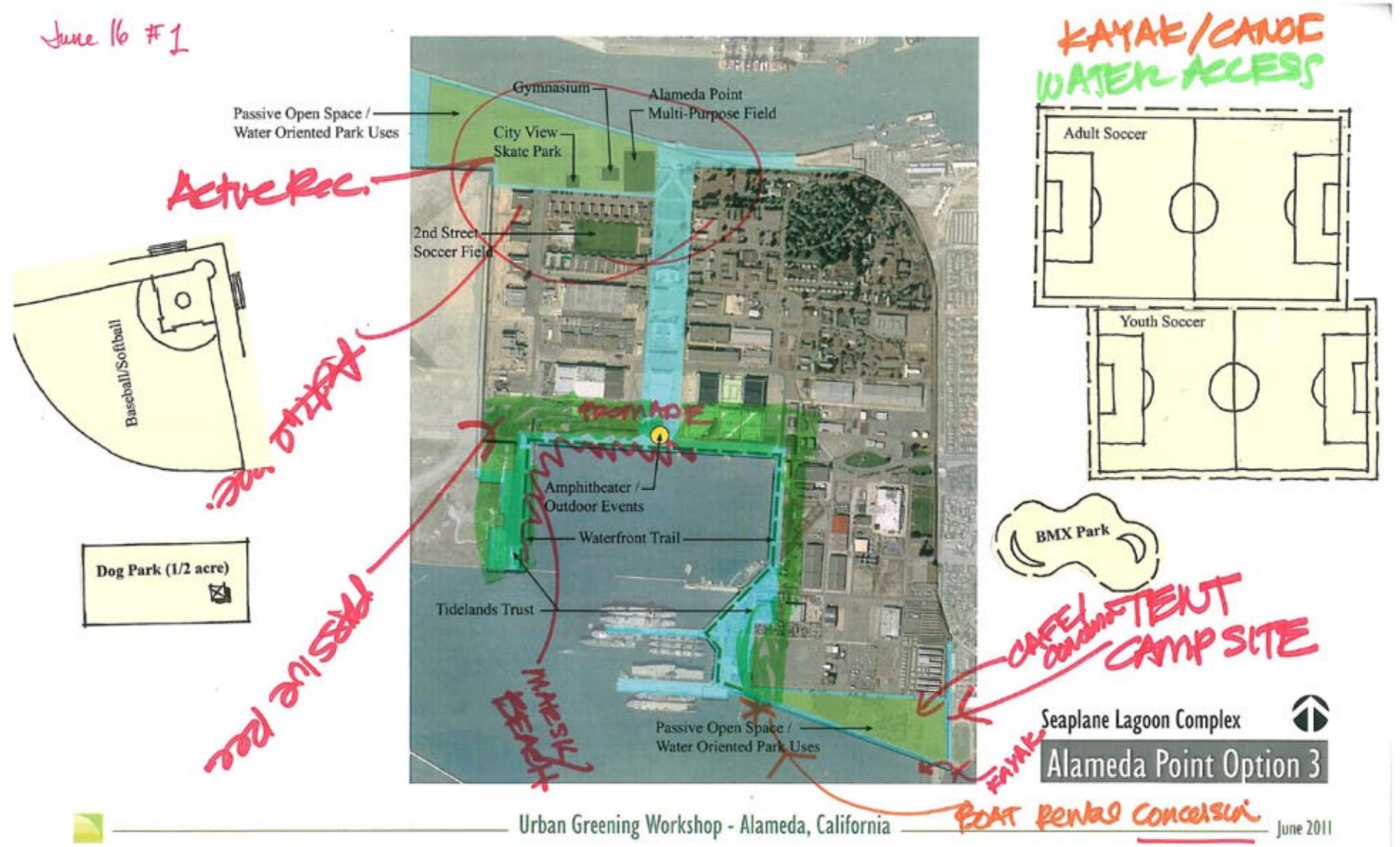
Table Exercise Materials -
Alameda Point Sample Option



Seaplane Lagoon Complex

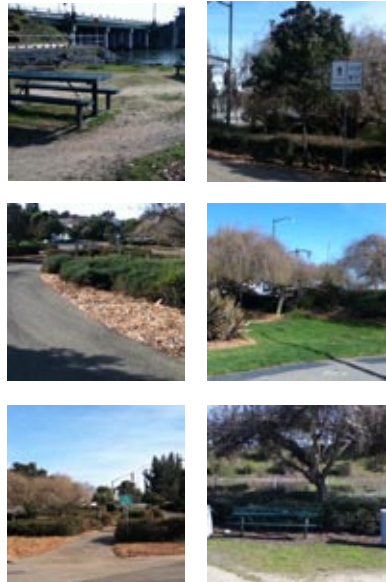


Alameda Point Option 3



June 16 - Table #1

TOWATA PARK



SUMMARY
 Location: 3315 Bridgeway Isle (1.55 acres)

Towata Park serves as a visual gateway between the main island and Bay Farm Island. Accommodating passive uses, the park features decorative planting areas, a picnic area on the water and some walking/bike paths that create linkages beyond the park. It lacks bike racks.



KEY MAP

Towata Park

INVENTORY OF EXISTING FACILITIES

Features	Quantity	Condition	Description	Comments
Picnic Areas	1	Fair	One group area with three tables and three trash receptacles	Tables are not ADA accessible
Paths/Walks	Yes	Good/Fair	9' paths signed for bicycles	Asphalt deteriorating in some areas
Park Signage	Yes	Good	Park monument sign, bike route sign	
Lighting	Yes	Good	Lighting near picnic area	
Benches	Yes	Fair	Wood benches	Benches chipping/peeling paint
Trash Receptacles	Yes	Good	Concrete trash	
Parking	Yes	Fair/Poor	2 handicap stalls provided	Handicap striping faded

RECOMMENDATIONS

- Upgrade picnic areas for ADA access _____
- Repair asphalt at paths _____
- Add community garden areas _____

COMMUNITY WORKSHOP COMMENTS

- Underused! With a windbreak it could make a great community garden! _____
- Demonstration garden _____

APPENDIX-C: COST/MAINTENANCE MATRIX

DRAFT

PLANNING LEVEL COST ESTIMATE

For planning reference, the following table lists a sample of potential park facilities. Estimated construction costs are provided based on the cost components listed in the Description/Assumptions column. A construction contingency of 20% and “soft” costs estimate of 30% have been shown for reference. Soft costs include design, engineering, construction administration, plan review and permitting. Approximate annual replacement and maintenance costs are also provided. Estimated replacement costs were calculated by amortizing the initial construction cost over the life cycle of each cost component with a cost escalation rate of 1.5% annually. The annual maintenance estimate includes a premium of 5% for incidentals and vandalism, and an administration cost of 4%.

Facility	Description/Assumptions	Approx. Construction Cost	Construction + Contingency (20%)	Construction + 'Soft' Costs (30%)	Approx. Area/ Facility	Approx. Replacement Cost (annual)	Approx. Maintenance Cost (annual)	Approx. Total Annual Costs
Basic Park Improvements (per acre) - Small Parks	Grading, drainage, utility connections, concrete walks, turf, trees, irrigation, lighting, benches, trash receptacle, bike rack	\$270,000	\$324,000	\$421,200	1 acre	\$9,000	\$13,500	\$22,500
Basic Park Improvements (per acre) - Large Parks	Grading, drainage, utility connections, concrete walks, turf, trees, irrigation, lighting, benches, trash receptacle, bike rack	\$250,000	\$300,000	\$390,000	1 acre	\$8,500	\$13,500	\$22,000
Natural Park/Trail (per acre)	Grading, soil prep, hydroseed, decomposed granite paths, bench, trash, trees	\$215,000	\$258,000	\$335,400	1 acre	\$8,500	\$7,000	\$15,500
Baseball Field - Adult - Lighted	Grading, field drainage, turf, backstop, outfield fencing, chain link dugouts, infield, electronic scoreboard, bleacher seating, shade, lighting for night play	\$1,200,000	\$1,440,000	\$1,872,000	4 acres	\$65,000	\$65,000	\$130,000
Baseball Field - Little League - Unlighted	Grading, turf, backstop, outfield fencing, chain link dugout, infield, electronic scoreboard, bleacher seating, shade	\$600,000	\$720,000	\$936,000	2 acres	\$25,000	\$22,000	\$47,000
Softball Field - Girls - Unlighted	Grading, turf, backstop, outfield fencing, chain link dugout, infield, electronic scoreboard, bleacher seating, shade	\$500,000	\$600,000	\$780,000	1.5 acres	\$25,000	\$15,000	\$40,000
Soccer Field - Regulation - Synthetic Turf - Lighted	Grading, synthetic turf, field drainage, lighting for night play, goal posts, field markers, bleacher seating	\$1,400,000	\$1,680,000	\$2,184,000	3 acres	\$90,000	\$13,000	\$103,000
Soccer Field - Regulation - Natural Turf - Unlighted	Grading, turf, field drainage, goal posts, field markers, bleacher seating	\$415,000	\$498,000	\$647,400	3 acres	\$17,000	\$33,000	\$50,000

Facility	Description/Assumptions	Approx. Construction Cost	Construction + Contingency (20%)	Construction + Contingency + 'Soft' Costs (30%)	Approx. Area/ Facility	Approx. Replacement Cost (annual)	Approx. Maintenance Cost (annual)	Approx. Total Annual Costs
Soccer Field - Bantam	Grading, turf, goal posts, field markers, players bench	\$275,000	\$330,000	\$429,000	2 acres	\$10,000	\$9,500	\$19,500
Skate Park	Skate structure with concrete bowls, lighting for night use, perimeter rail fence, shade structure, planting, seatwalls, bike racks	\$1,200,000	\$1,440,000	\$1,872,000	1.5 acres	\$60,000	\$25,000	\$85,000
Skate/BMX Spots	Set of skate features such as grind rail, grind boxes, flat ledges, trash receptacles	\$95,000	\$114,000	\$148,200	4,500 sf	\$4,500	\$13,500	\$18,000
Dog Park	Perimeter fencing for 1.5 acre park, water faucet, decomposed granite area, lawn area, trash/doggy station, shade, signage	\$370,000	\$444,000	\$577,200	1.5 acres	\$23,000	\$25,000	\$48,000
Play Area	Grading, play equipment (2-5 years and 5-12 years), swings, synthetic safety surfacing, seating, shade, trash receptacles	\$310,000	\$372,000	\$483,600	5,000 sf	\$25,000	\$10,500	\$35,500
Restrooms - Small	Prefabricated ADA restroom with one toilet and sink each gender, concrete foundation, storage, photo-sensor locks, drinking fountain, trash receptacle, planting	\$155,000	\$186,000	\$241,800	500 sf	\$7,500	\$12,500	\$20,000
Restroom/Concession	1,700 sf ADA restroom/concession/office, concrete foundation, 3 toilets each gender, drinking fountain, trash receptacle, planting	\$720,000	\$864,000	\$1,123,200	2,000 sf	\$35,000	\$25,000	\$60,000
Multi-Use Turf - Small	Grading, natural turf, drainage, goals	\$375,000	\$450,000	\$585,000	1.5 acres	\$11,700	\$19,750	\$31,450
Multi-Use Turf - Large	Grading, natural turf, drainage, goals	\$250,000	\$300,000	\$390,000	3 acres	\$6,500	\$15,000	\$21,500
Picnic Area - Small	Picnic tables (2), BBQ grills, 800 sf concrete paving, drinking fountain with spigot, trash receptacle, trees or structure for shade	\$75,000	\$90,000	\$117,000	3,000 sf	\$3,500	\$3,500	\$7,000
Group Picnic - Medium	Picnic tables (6), BBQ grills, 1,600 sf concrete paving, drinking fountain with spigot, trash receptacle, trees or structure for shade	\$125,000	\$150,000	\$195,000	6,000 sf	\$5,500	\$4,500	\$10,000
Neighborhood Gathering Place	Entry feature/signage, 4,000 sf gathering plaza, shade structure, enhanced planting	\$150,000	\$180,000	\$234,000	6,000 sf	\$7,000	\$1,500	\$8,500
Community Gathering Place	Entry feature/signage, 10,000 sf gathering plaza, shade structure, enhanced planting, water feature	\$550,000	\$660,000	\$858,000	20,000 sf	\$30,000	\$7,000	\$37,000

APPENDIX-D: GRANT AND FOUNDATION FUNDING SOURCES

DRAFT

Grant and Foundation Funding Sources										
	Land Acquisition	Planning	Capital Improvements	Natural Resource Management	Education	Volunteerism	Trails	Arts	Historic Preservation	Cultural Resources
Federal Sources										
Army Corps of Engineers		x	x	x						
Department of Education					x					
Department of Housing and Urban Development			x						x	
Environmental Protection Agency	x	x	x	x	x	x				
Federal Highway Administration	x		x		x		x		x	x
Fish and Wildlife Service	x	x	x	x	x					
Forest Service		x		x	x					
National Endowment for the Arts					x			x		x
National Endowment for the Humanities		x			x				x	x
National Oceanic and Atmospheric Administration	x		x	x	x		x			
National Center for Cultural Resource Stewardship and Partnerships	x	x	x		x				x	x
National Center for Recreation and Conservation	x	x	x	x	x		x		x	x
Natural Resources Conservation Service	x	x	x	x	x					

	Land Acquisition	Planning	Capital Improvements	Natural Resource Management	Education	Volunteerism	Trails	Arts	Historic Preservation	Cultural Resources
State of California Sources										
CalFED Bay-Delta Program		x	x	x	x					x
California Air Resources Board			x		x		x			
California Arts Council					x			x		x
California Council for the Humanities								x		x
California Conservation Corps			x	x	x		x			
California Department of Boating and Waterways		x	x	x	x					
Conservation, Division of Land Resource Protection	x								x	
Conservation, Division of Recycling			x	x	x					
Education					x			x		
Fish and Game		x	x	x						
Forestry and Fire Protection	x	x	x	x	x					
Housing and Community Development			x						x	
Parks and Recreation, Office of Grants and Local Services	x		x	x	x		x			
Transportation	x	x	x		x		x			
Water Resources		x	x	x	x					
California Integrated Waste Management Board			x	x	x					
California Resources Agency	x		x	x			x		x	x
California State Library					x				x	x

	Land Acquisition	Planning	Capital Improvements	Natural Resource Management	Education	Volunteerism	Trails	Arts	Historic Preservation	Cultural Resources
Selected Foundations										
Aquatic Outreach Institute				x	x	x				
Annenberg Foundation					x	x				
Bikes Belong Coalition, Ltd.		x			x		x			
California State Parks Foundation	x		x	x	x	x	x		x	x
California Wildlife Foundation				x	x					
Candle Foundation				x	x	x				
Comerica Charitable Foundation			x					x	x	x
Conservation Fund	x	x	x	x			x		x	x
Doris Duke Charitable Foundation	x	x		x	x	x		x		
Ducks Unlimited	x		x	x	x	x		x		x
East Bay Community Foundation				x	x	x		x		x
James Marston Fitch Charitable Foundation, Inc.									x	
Ford Foundation	x	x	x	x	x			x		x
Fred Gellert Family Foundation				x	x			x		
Wallace Alexander Gerbode Foundation				x				x		x
J. Paul Getty Trust		x			x	x				x
Great valley Center		x							x	x
Walter and Elise Haas Fund			x		x			x		
William and Flora Hewlett Foundation	x	x		x	x					
Home Depot Foundation			x	x	x	x			x	
James Irvine Foundation	x	x		x	x					x
Robert Wood Johnson Foundation			x		x	x	x			
W. M. keck Foundation		x			x	x		x		x
W. K. Kellogg Foundation		x			x	x				
Henry Luce Foundation, Inc.		x		x	x	x		x		
Louis R. Lurie, Foundation					x					x
John D. and Catherine T. Macarthur Foundation	x								x	
Robert R. McCormick Tribune Foundation					x	x				
Andrew W. Mellon Foundation	x	x		x	x			x		x
National Gardening Association				x	x	x				
National Geographic Society Education Foundation				x	x					x
National Tree Trust		x		x	x	x				
National Trust for Historic Preservation		x	x		x				x	

Source: California Department of Parks and Recreation, Planning Division, Parks and Recreation and Recreation Technical Services

