

Tiburon Peninsula Recreation Needs and Existing Condition Assessment Study



Accepted by Town Council
July 20, 2011

Tiburon Peninsula

Recreation Needs and Existing Condition Assessment Study

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EXECUTIVE SUMMARY

Background

The Sports Management Group was retained by the Town of Tiburon and the City of Belvedere to conduct an assessment of the recreation needs and existing conditions of recreational services on the Tiburon Peninsula. The assessment included data collection and synthesis, demographic analysis, analysis of recreation-related trends, an inventory of programs and services provided by Belvedere Tiburon Joint Recreation (BTJR), an inventory of private and commercial recreation service providers on the Tiburon Peninsula, and a statistically projectable survey of public opinion regarding recreation. This information was used to evaluate the effectiveness of current facilities and programming to meet community demand and to achieve resident satisfaction. A “gap analysis” was conducted to assess existing conditions and identify any gaps in service or facility capacity.

Demographics & Trends

The Tiburon Peninsula population is older, more educated, and higher-earning than county or state averages. Population growth is not a factor that will likely result in increased demand for recreation programs. There will be only minor changes in age cohorts, with current trends indicating a growing population of young children and older adults.

Relevant recreational trends that are identified and discussed in the assessment include the aging Tiburon Peninsula population, increased focus on health and wellness, growing commercial recreation opportunities, environmental (i.e., green) design of parks and other facilities, economic influences, and an increasing prevalence of a “pay as you go” approach to public recreation programming, with limited public subsidization. The BTJR has largely operated under this approach since its inception in 1975.

Key Survey Findings

A representative public opinion survey of 300 adult Peninsula residents was conducted in August 2010. Key findings from the survey include:

- The current availability of recreational opportunities are generally sufficient to meet the needs of local households.
- Residents are mostly satisfied with the availability of recreation facilities.
- Important facilities to residents include children’s outdoor play areas/equipment, facilities for after-school programs, outdoor sports fields and courts, outdoor gathering space for community events, and a community center with space for programs, classes, and events for all ages.
- Providing gathering places for the community is of high importance. There is satisfaction with and appreciation for open space, walking paths, and parks. Residents enjoy unstructured leisure activities as well as community events held in these open spaces. Residents indicated they would like to have more of these opportunities.

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- Facilities for after-school programs for children are a top-priority among households with children, as well as households with seniors.
- There is a very high level of satisfaction with current recreation programs and facilities offered by BTJR. Ninety percent (90%) of residents indicated that they are “very satisfied” or “somewhat satisfied” with the availability of recreation programs, classes, and events. The results suggest that current recreation programs offered by BTJR are largely meeting the needs of residents, and that BTJR is providing a quality service to the community.
- Important programs and events include teen programs, after-school programs for children, arts and cultural programs and classes, and community special events.
- The gap analysis indicated no obviously underserved categories. Ratings of “teen programs” were the closest category to approaching a level where increasing availability would be recommended, but the statistics did not constitute a strong endorsement for additional teen programs. Residents were roughly split between satisfied and dissatisfied with the current teen program offerings, a common result found in recreation-related community surveys.
- Residents are utilizing other sources of recreation facilities and programs to meet their needs. Residents reported frequent use of local private and public facilities in neighboring communities. Only 19% of surveyed residents reported use of local public facilities on a weekly basis, versus 37% for local private facilities and 28% for neighboring community public facilities. Based on the level of satisfaction with the availability of facilities, residents using facilities in neighboring communities do not report dissatisfaction with the availability of facilities.
- Despite the limited public recreation facilities on the Tiburon Peninsula, residents report a high degree of satisfaction with the availability of facilities and programs. The dissatisfaction commonly expressed by residents of other communities, who often must leave their own community to use recreational facilities, is not in evidence here. The use of neighboring communities’ recreation facilities appears relatively seamless to the end user. The study team believes this may be attributable to a number of factors:
 - The Peninsula has a relatively high number of private clubs and yacht clubs catering to the recreational interests of residents. Those residents who can afford these clubs appear to have their recreational needs well served.
 - Residents frequently leave the Peninsula to work, shop, and play. Within three miles of the center of Tiburon there are numerous private and public recreation facilities that are easily accessed and residents seem satisfied with using these facilities. This is aided by the relatively small geographic scale of southern Marin County, and a perception of the southern Marin area as a larger “community” of its own.
 - The high household income of many residents allows them to travel to recreation destinations and purchase commercial or private recreation to meet their needs.
 - Residents value open space and the small village character of the Town. Sites suitable for the development of a large public facility are rare, would require scarce and valuable land, would require significant space for parking, and could be disruptive to nearby neighborhoods.

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Conclusions and Recommendations

Principal conclusions and recommendations of the assessment include the following:

- There is a very high level of resident satisfaction with recreation programs and facilities. There is some evidence that lack of awareness has inhibited participation in BTJR programs. Additional marketing is suggested to increase awareness of programs and facilities, both existing and new.
- The limited availability of public recreation facilities on the Peninsula has an impact on the scheduling and flexibility of BTJR recreational programs, but the addition of flexible and dedicated space would allow BTJR to increase programming and increase revenue from facility rentals. The proposed Ned's Way facility could provide such additional space.
- To reflect trends in its recreation and long-term planning, the community should allow for multi-generational ("family" places) and social activities, accommodate increased park use and hours of operation, and add cultural, informational, and art elements to park spaces.
- Within its limited scope and resources, the assessment and opinion survey touched upon the issue of demand for a community center. The term "community center" is broad and means different things to different people. While 48% of residents surveyed rated the importance of a community center with space for programs, classes, and events as "extremely" or "very important", the survey fell short of identifying strong support for pursuing a community center on the Peninsula.
- In any future study that includes a public outreach process, the interest level in and desired features of a community center should be explored. The proposed addition of a large public meeting space at the Tiburon Library might serve some of this demand.

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SECTION 1: Overview

The Sports Management Group was retained by the Town of Tiburon and the City of Belvedere in June, 2010 to conduct an assessment of the recreation needs and existing conditions of recreational services on the Tiburon Peninsula. The study included data collection and synthesis, demographic analysis, analysis of trends impacting recreation, an inventory of programs and services provided by Joint Recreation, inventory of private and commercial recreation service providers on the Tiburon Peninsula, and a statistically projectable survey of public opinion regarding recreation.

This information was used to evaluate the effectiveness of current programming to meet community demand and to achieve resident satisfaction. A “gap analysis” was conducted to assess the capacity of the existing facilities to meet the demand and to determine if there are gaps in service or capacity.

SECTION 2: Setting & Recreation Policy

The Town of Tiburon and the adjacent City of Belvedere are located in Marin County on the Tiburon Peninsula. The Tiburon Peninsula is a landform with rolling hills and lush vegetation, surrounded by the San Francisco Bay on three sides. It provides spectacular views of San Francisco, the Golden Gate Bridge, Mt. Tamalpais, Angel Island, and Sausalito.

The Town of Tiburon includes most of the Tiburon Peninsula, encompassing a land area of 4.5 square miles. The 2010 Census reports a population of 8,735. The City of Belvedere occupies the southeast end of the Peninsula and is less than one square mile in size with a built-out population of 2,125.



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Both communities seek to maintain a high quality of residential living and to preserve the natural beauty that makes the Tiburon Peninsula one of the most desirable areas in the country to live. A high quality of life includes providing recreational opportunities to its citizenry.

The Parks and Recreation Element of the 2020 Town of Tiburon General Plan includes among its recreation goals:

“To provide sufficient land and facilities for a balanced system of parks and recreation opportunities that serve all ages ...To anticipate population growth and to plan for and provide funds for the acquisition of adequate lands or installation of adequate facilities to address future parks and recreation needs of the community.”

The City of Belvedere 2030 General Plan Guiding Principles states among its goals:

“Promoting a high quality of residential living through well-designed and walkable neighborhoods that have access to jobs, schools, shopping, transit, recreation and other community services.”

SECTION 3: Data Collection and Synthesis

The Needs Assessment began with a review of existing information that provided important project background and understanding. The documents and data analyzed for this study include:

- Town of Tiburon General Plan 2020
- City of Belvedere General Plan 2030
- Belvedere-Tiburon Recreation Program Guides
- 2009-2010 Recreation Participation Data
- Reed Union School District Strategic Plan, 2006 -2011
- Tiburon Open Space Resource Management Plan, 2010
- Census Data, 2000
- City of Belvedere 2009 Resident Survey
- Belvedere - Tiburon Library Strategic Plan, 2009 - 2013

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SECTION 4: Demographic Analysis and Community Profile

Demographic Analysis

Demographics are an effective instrument for making conclusions about recreation needs and interests. Recreation interest, as well as park and facility usage, vary based on differences in age, income, education, household composition, race, and ethnicity. To assist in the development of the Tiburon Peninsula Needs Assessment, The Sports Management Group analyzed demographic information for the area. The demographic data

are reported in this section and the conclusions about recreation needs based on demographics are reported in Section 5: Trends Impacting Recreation.

Town of Tiburon

The Town of Tiburon includes most of the Tiburon Peninsula, encompassing a land area of 4.5 square miles. At the time of the 2000 census, the population was 8,666 with 3,712 households. 27.7% (1,028) of the households included children under the age of 18 and 9.5% (353) households had someone living alone who was 65 years of

View of Downtown Tiburon, below.



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age or older. The average household size was 2.31 and the average family size was 2.82. Preliminary results from the 2010 census report a 0.85% growth since 2000 to a population total of 8,735. Detailed 2010 census data is not yet available to analyze the changes in the composition of the population. Between 1990 and 2000 there was a 15% increase in the population, with the greatest increase in the percentages of young children and older (75 years and older) adults. Age reporting has not yet been released to determine if this trend has continued; however, school enrollment projections and anecdotal observations suggest it has. At the time of the 2000 census, 21.9% (1,898) of the Tiburon population was under the age of 18, 2.8% (243) within the ages of 18 to 24, 24.4% (2,115) within the ages of 25 to 44, 34.3% (2,972) within the ages of 45 to 64, and 16.6% (1,439) were 65 years of age or older. The median age was 45 years, compared to 33.3 for the State. The census also reported that 69.9% of the population over the age of 25 had a bachelor's degree or higher, with 33.7% earning a graduate or professional degree. The racial composition of the town was 90.9% White, 4.4% Asian, 0.9% African American, 0.2% Native American, 0.1% Pacific Islander, 0.8% from other races, and 2.7% from two or more races. Hispanic or Latino of any race was 3.7% of the population. The estimated 2009 median income family was \$133,094, and the per capita income for the Town was \$98,419.

The City of Belvedere

The City of Belvedere is located on the southwest end of the Tiburon Peninsula. With an area of less than one square mile, Belvedere is a small, built-out city with a population of 2,125 residing within three neighborhoods: Belvedere Island, Belvedere Lagoon, and Corinthian Island. At the time of the 2000 census, there were 956 households with 24% of the households (229) including children under the age of 18. 15.3% of all households (146) had someone living alone who was 65 years of age or older. The average household size was 2.22 and the average family size was 2.68. Age distribution included 20.0% under the age of 18 (425), 2.2% from 18 to 24 (47), 14.9% from 25 to 44 (316), 35.8% from 45 to 64 (761), and 27.1% (576) aged 65 and older. The median age of residents in 2000 was 52.7 years compared to 33.3 years for the State as a whole. 75.4% of the population over the age of 25 has a bachelor's degree or higher with 34.7% earning a graduate or professional degree. At the time of reporting, the racial composition of the city was predominately White at 96.9%, followed by 1.8% Asian, 0.1% Black or African American, 0.05% Native American, 0.05% Pacific Islander, 0.5% from other races, and 0.6% from two or more races. A total of 1.9% of the population at the 2000 census was Hispanic or Latino of any race. The median household income in Belvedere for 2009 is estimated to be \$163,287 with an average household income of \$259,994. The per capita income was \$130,050.

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View of the City of Belvedere, above.

Population Changes

The Town of Tiburon and the City of Belvedere each report a growth in the population of young families with children. This growing demographic significantly impacts the delivery of recreational services, since families with children tend to be the largest consumer of public recreation.

The impact of the growing boomer population, adults born within the period of 1946 to 1964, has been characterized as the greatest trend impacting recreation. The section that follows provides analysis of trends impacting recreation and implications for serving likely recreation needs and interests on the Tiburon Peninsula.

Demographic Implications for Recreation Services

There is very high demand and interest among all residents to provide programs for children, youth, and teens. There is increased interest among families with children, which is evidenced by the demand for after-school programs.

The affluence of the population suggests that residents have access to many recreational opportunities. Many Tiburon Peninsula residents have sufficient income to travel, purchase commercial recreation offerings, and join private facilities that match their recreational interests and service requirements.

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Not all households on the Tiburon Peninsula are affluent. As of 2008, an estimated 3% of Tiburon residents and 5% of Belvedere residents have income below the poverty level. Historically, public recreation has been the service provider for those who cannot afford or do not prefer private and commercial recreation.

A substantial portion of this population is the “Baby Boom Generation,” those born within the birth spike from 1946-1964. Nearly 35% of Tiburon and Belvedere’s population are considered “Boomers” and 53% of the population is over 45 years of age. As studies show, this generation is unlike any other generation before it. Boomers are expected to live longer than previous generations, to age in place, to have an increased care in their health, and to be more active in their recreation. Exercise walking has become the most popular recreation activity for this age group. A recent study indicates that older adults seem to prefer moderate activity and intellectual pursuits as part of their leisure activities. The extensive trail system and Multi-Use Path serve this interest. Tiburon and Belvedere can address this recreational interest by providing safe, visually interesting areas to walk and explore. Through its long-term planning, the community should consider multi-generational (“family” places) and social activities, accommodate increased park use and hours of operation, and add cultural, informational, and art elements to park spaces.



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SECTION 5: Trends Impacting Recreation

Trend Analysis

Trend analyses can be useful to anticipate recreation programming or facility needs but must be balanced against the unique character of the community, its residents, and the priorities and policies of the town and city. Understanding these trends allows the policy makers and Belvedere-Tiburon Joint Recreation to consider the impacts these trends will have on the 1) programming, 2) facilities, 3) parks, 4) open space, and 5) operating culture. In some cases, it appears that the residents of the Tiburon Peninsula are leading the trends and, in other cases, the state or national trends seem less applicable.

Trends that are potential indicators of future recreation demand within the Tiburon Peninsula are demographics, health and wellness, community design, environmental stewardship, economics, and government.

Demographics

Recreation interests and park usage vary based on differences in age, income, education, household structure, race, and ethnicity. Where race and ethnicity are not indicators for the Tiburon Peninsula, the growing number of households with young families is an indicator of increased

demand for children’s programming and family recreation. In the decade between 1990 and 2000, there was an 8% increase in the percentage of children under the age of 17. In May, 2011 the U.S. Census Bureau will release the detailed data to determine if this trend has continued; however, projected school enrollment figures suggest it has. Additionally, there are 2,433 in the category of “family forming adults” (ages 25-44) which also suggests a likely increase in the number of young children.

Income and Education

Income and education are highly correlated, with frequent and regular participation in fitness activities and recreation activity, according to a report co-published by American Sports and Data, Inc. and the International Health, Racquet, and Sportsclub Association.ⁱ The study found a positive correlation for households with an income above \$75,000 and among persons with some college education. The correlation increases with more income and education. Residents of the Tiburon Peninsula greatly exceed this threshold.

Aging Population

The aging of the population is having a tremendous impact at all levels of government and society. A substantial portion of this population are members of the “Baby Boomer Generation” (a birth spike from 1946-1964). Nearly

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35% of Belvedere and Tiburon's population are "boomers." As studies show, this generation is unlike any other generation before it. Boomers are expected to live longer than previous generations, to age in place, to have an increased desire to care for their health, and to be more active in their recreation. Boomers will continue to be active beyond retirement age and have an interest in performing meaningful volunteerism. Many are part of the Sandwich Generation, raising a child while providing assistance to parents. The census data does not collect or report on this number so it cannot be definitively identified as a trend impacting recreational services on the Tiburon Peninsula. However, the American Association of Retired Person (AARP) and the National Alliance of Caregivers report that 65.7 million Americans are caregivers to a child and a parent and that the average caregiver is a 49 year-old woman. It is likely this is a trend that impacts some Peninsula residents.

A recent study indicates that older adults seem to prefer moderate activity and intellectual pursuits as a part of their leisure activities.ⁱⁱ Further, walking has become the most popular recreation activity for Americans over age 45.ⁱⁱⁱ Through its long-term planning, the community should consider multi-generational "family" places and social activities, accommodate increased park use and hours of operation, and add cultural, informational elements, and art to park spaces.

Health and Wellness

According to researchers at John Hopkins Bloomberg School of Public Health, "by 2015, 75% of adults will be overweight; 14% will be obese."^{iv} While slow in comparison to many other states, California's obesity rate is rising. Over the last decade, California has experienced one of the fastest rates of increase in adult obesity of any state in the nation.^v For years, parks and recreation agencies have been aware of the valuable role they play in fighting the obesity epidemic by providing active recreational activities and programming. Now parks and recreation departments are focusing their efforts on encouraging the public to make a connection between parks and recreation and health, thereby utilizing the services they offer. Some of these efforts have included maximizing activities, community outreach, marketing, and ensuring that the facilities are accessible by public transportation and/or trail systems.

Community Design

Cities throughout the state and the nation are working to address the issue of social alienation and physical inactivity through community design. As inactivity and social isolation increase, so does the incidence of obesity, heart disease, diabetes, depression, and mental illness.^{vi} Until recently, the relationship between community design and public health was relatively un-researched and not a discussion point within recreation. The

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first proactive solutions related to public health and community design have been “constructing sidewalks, transit facilities, recreation facilities, and greenways closer to people’s home.”^{vii} However, Project for Public Spaces (PPS) believes that to be successful in forging the connection between community design and public health, strategies need to focus on creating social, public spaces that are available by many modes of transportation, including walking, bicycling, or driving. Research has shown that psychologically, thriving public spaces give residents a strong sense of community and facilitate social bonds that make neighborhoods safer and healthier.

Thus, the trend within recreation is to make parks usable, vibrant social meeting places. “Project for Public Spaces” has researched what attributes most social places share. The Sports Management Group found that a good place provides a range of things to do (‘uses and activities’); is easy to get to and connected to the surrounding community (‘access’); is safe, clean, attractive (‘comfort and image’); and, perhaps, most important, is a place to meet other people (‘sociability’).^{viii} The design of the park itself also has an impact on sociability. The trend in park design is toward triangulation, creating mini-destinations, and clustering elements within a park to promote circulation, interaction, and socialization. (For example, a bench by itself will be used far less than, say, a bench that’s placed near a trash receptacle and a map kiosk.)

Park departments are not only concerned with making parks social meeting places. They are also responding to the demands of the rising Sandwich Generation and extended families by making parks multi-generational family destinations. No longer is a parent dropping a child off at the ball field; today, a parent will join the child with, perhaps, a grandparent to enjoy park and recreational time while the child is nearby. This trend reiterates the need for parks to combine active and passive uses and provide for a variety of activities within close proximity of each other.

Creating new facilities that can serve as gathering spaces is a challenge for Tiburon and Belvedere, due to a lack of open land for development. The terms “community centers” and “community spaces” are used interchangeably in the current discussions of recreation. When faced with limitations such as the lack of funding for construction, the need to meet cost recovery goals, and the dwindling funding sources for budgets, cities must think creatively about what a community space should - or could - be. Community spaces can be outdoor places to gather, interact, and celebrate.

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There is also a positive response to community celebrations and a desire to have more of these opportunities. The community space in this instance might be the gathering of people, rather than a particular building. This type of community space might be a focal point in a park or open space area that serves as a hub for activity. Walking paths to and around this central point would be well used by the residents in these communities.

Environmental Design

The Departments of Parks and Recreation have a long history of environmental stewardship, and the concept of environmental design has revolutionized the construction of parks and recreation facilities. The trend is toward environmental sensitivity in design by reclaiming land, preserving open space, acknowledging environmental principles (i.e. grass does not grow under trees, native plants are lower maintenance), recycling water, conserving resources and using environmentally friendly “green” materials.

Green components and materials can be included in almost any park or facility. Further, these components are not only environmentally responsible; they are economically beneficial. At the onset, green materials, components, and designs may seem financially prohibitive, yet they have a significant impact on the cost of operating and maintaining facilities and generally pay off in the long run. Typically, green facility operators

report savings of over 30 percent in the areas of energy, water use, and waste cost.^{ix} Green parks minimize the ecological costs of construction and ongoing use, and can enhance the environment and wildlife habitat.^x

Economics

There is an increasing divide between those that have access to recreation and those that do not. For affluent households with more discretionary income, these resources are often used for leisure activities, including travel and entertainment. A more affluent population has access to greater recreational opportunities. The increasing division between the affluent and the less affluent has prompted interest in developing separate strategies for the provision of recreation services for the affluent and the non-affluent. Economic stratification exists on the Tiburon Peninsula and the mandate for recreation services to be self-sufficient encourages popular programming that targets those who can afford to pay.

Commercial Recreation

An increase in commercial recreation providers is another trend impacting public recreation. The commercial sector is recognizing both public interest and the revenue potential from offering pre-school programs, children’s enrichment classes, sports camps, sports clinics, and summer camps. Participants now have a greater variety of choices

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for their leisure time. Commercial fitness studios provide residents opportunities that are highly specialized and not available through BTJR, such as Gyrotonics and Pilates. Commercial providers also offer yoga classes, which are available through BTJR. However, the popularity and wide range of yoga styles means BTJR offerings cannot fully meet demand. Although BTJR has experienced increased competition for these programs, resulting in a decline in revenues, commercial providers supplement the BTJR offerings and are valuable in serving resident interest.

Government

The Town of Tiburon and the City of Belvedere have been ahead of the state and national trend regarding subsidized recreation and the development of joint programming. Many communities around the state and the country are experiencing fiscal pressure that is adversely impacting recreational services and recreation facility development. This is attributable to the scarcity and/or high cost of land, revenue limits, and public sentiment regarding taxes and government spending. For example, the City of Belvedere is fully developed and lacks available open space for development of additional parks or recreation facilities. It should be noted that there is no adult sport or youth sport programming offered through the BTJR. In stakeholder interview, it was stated that 700 youth enroll in the soccer program

with 90% resident youth participants. Program capacity is not full; however, limited use of school grass fields and seasonal impacts on availability of grass fields have youth sport organizers reviewing options for turf field development.

Many agencies are finding it difficult to maintain subsidized programs and minimal user fees, despite the general agreement that recreation is a public good that benefits the community and contributes to a high quality of community life. Public recreation provides an experience that is distinct from private and commercial recreation. It seeks to provide opportunities to residents of all ages, abilities, and income and to provide programming that is responsive to the needs and interests of the community it serves.

The community center is the social heart of many communities: it is the place that allows its residents to gather and celebrate, and it reinforces a sense of community and place. It is a source of connection to one another and to the community.

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SECTION 6: Inventory of Existing Programs

Belvedere-Tiburon Joint Recreation

In 1975, the Town of Tiburon and the City of Belvedere established a joint powers agreement to provide enhanced recreation service offerings. The formation of the Belvedere - Tiburon Joint Recreation (BTJR) was a visionary partnership to offer recreational programs and services for these communities. The goal of establishing this separate public agency was to ensure that recreation services would be self-supported through participant fees rather than through support from the General Fund. BTJR provides programs for youth and adults, coordinates special events, and manages six tennis courts at three locations.

The Belvedere - Tiburon Joint Recreation mission statement reads:

"Our purpose is to provide quality recreation and education programs that inspire and enrich the lives of children and adults in the community while maintaining a self-supporting agency."

Existing Programs

BTJR offers a wide array of programs, providing classes and activities for toddlers through older adults. Approximately 70% of programming is for children, including the after-school Academy Program and summer camps. Special Events, Adult Programs and Other Programs comprise approximately 30% of the programming. The Community Opinion Survey found that nearly half of the residents (47%) reported their households had attended a BTJR sponsored program, class, or event. The ability to be "seamless" to the participant enhances services provided to both communities. The number and diversity of classes offered and the number of activities and events hosted by BTJR is high when compared to surrounding recreation agencies that have more staff and larger operating budgets.

The 2010 program offerings are summarized below with the average number of participants per week noted.

Current Program Offerings — Children

Kindergarten Club - 90 Children/wk

Academy Club - 75 Children/wk

- Art, Sports, Science, Cooking, Reading, Theater

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Bel Aire & Del Mar - 500 Children/wk

- Lunch Time
- Teen Works
- Babysitting Training
- Art Lessons
- Cooking
- Harry Potter
- DJ Training
- Theater Classes
- Sports Clinics

Ballet School - 80 Children/wk

- Ballet Recitals
- New Hip Hop
- Modern Dance
- Dance for Boys

Contract After School Programs - 130 Children/wk

- Chess Club
- Spanish
- Lego Engineering
- Gymnastics
- Junior Animation Alive
- Piano, Violin, and Guitar Lessons

Tennis - 125 Children/wk

Pee Wee Program, 2-5 Year Old Toddlers - 30 Children/wk

Progressive Sports Program

- Basketball, Soccer, Baseball, Golf, All Sport

Mommy & Me Music Program

Mommy & Me Play Center

- Art, Science, Building, Dress-Up

Academy Program - After School Environment

Sept. - June - 200 6th grade boys & girls

- Cotillion
- Tennis
- Taekwondo

Taekwondo Academy - 80 Children/wk

Cotillion Program - 200 6th graders

Summer Camps - 500+ children/wk

- Angel Island
- Art and Garden Camp
- Dance Camps
- Campus Kids – Crafts
- Swimming/Tennis - 16 children/wk
- Cooking Camps
- Harry Potter Camp
- Sports Camps

Current Program Offerings — Adult

Adult Programs - 150 classes, 150+ Adults/wk

- Yoga/Pilates/Tai Chi
- Bridge - 100 Adults/wk
- Watercolors & Acrylics
- Cooking

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- Write Your Own Obit
- Dog Obedience
- How to Talk to Your Parents
- Hiking
- Sailing Lessons
- Improv Comedy Workshop

Current Program Offerings — Special Events

- Santa's Breakfast
- Father Daughter Valentine Dance
- Bunny Brunch
- Tiburon Art Festival
- Walk Your History
- Haunted House
- Labor Day Parade
- 6th Grade Dances
- Bingo Nights
- Downtown Holiday Ice Rink

and greater "pay for play." In this regard, Tiburon and Belvedere have been ahead of the national trend. As in other communities, the public policy-makers of Tiburon and Belvedere continue to define the role of recreation and determine how resources should be allocated. The challenge is finding a balance between community needs and funding. The question ultimately becomes, "What value does recreation bring to the community and how is that determined?"

BTJR is limited in its ability to offer programs and classes of interest to residents by 1) A lack of facilities for those programs; and 2) Financial limitations attributable to the mandate to be self-supporting. By contrast, most municipal recreation departments are heavily subsidized to provide community recreation programs to lower-income residents, to seniors who may be living on limited fixed income, and to teens. In the "new economy," however, in which most communities must now operate, the trend is towards reduced subsidy

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SECTION 7: Inventory of Existing Facilities

Existing Facilities

Facilities used for Belvedere – Tiburon recreation programs are offered at publicly owned facilities, parks, and tennis courts at various locations on the Peninsula and on Angel Island. Most facilities are owned by the Town of Tiburon, City of Belvedere, or the Reed Union School District and are made available to the BTJR through cooperative agreements. BTJR has also creatively partnered with the private sector to provide programs for the community for which it does not have facilities. For example, the BTJR provides swim lessons using the pool and staff at the Tiburon Peninsula Club. The responsibility of offering programs, services, and facilities that are self-sustaining requires creative partnerships. It also requires a business approach to decision-making regarding the type of services to offer and the facilities it can afford to build and operate. This is a built-in limitation for the BTJR in responding to user group requests for specialty facilities, such as an Aquatics Center. For instance, 4% of the respondents indicated that a public Aquatics facility was not available for general use. The cost to build, maintain, and operate a municipal Aquatics Center is expensive and there is limited land to pursue this option.

Although BTJR has been creative in working with facility deficiencies, the availability of facilities has an impact on the scheduling and flexibility of recreational programs, as well as the number and types of programs that can be offered. Aquatics, fitness, sports, arts, and senior programming are impacted by limited facilities. Additionally, the use of shared space is tenuous; for example, the Reed Union School District determined the District could no longer make classroom space available for the very popular after-school program operated by BTJR at Reed Elementary School. With shared-use facilities not controlled by BTJR, programs are at risk. The Town of Tiburon recently decided to proceed with plans for a new modular building to house after-school programs and provide needed space for other programming, meeting space, and office space for the BTJR. This does much to address classroom and small meeting space needs for BTJR programming. With flexible and dedicated space, BTJR can increase programming and have an additional source of revenue from facility rentals.

Belvedere–Tiburon Joint Recreation Program Locations

- Angel Island
- Bel Aire School
- Belvedere Community Center
- Belvedere Park
- Belvedere - Tiburon Childcare Center

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- Del Mar School
- Paradise Beach Park
- Reed School (Agreement Ending)
- Tiburon Community Room (Town Hall)

Community Centers

BELVEDERE COMMUNITY CENTER

This is a historic timber and stucco Tudor Style building with two primary rooms on a hardwood floor. The Founders Room is a space for adults with seating for 25. The multi-purpose room accommodates 100 people with hardwood floors and fully equipped commercial kitchen. It is located next to the Harry B. Allen Park.

TIBURON COMMUNITY ROOM

This serves as a meeting room with seating for 25 and has a small kitchen. It is located on the second floor of Tiburon Town Hall.

STRAWBERRY DISTRICT RECREATION CENTER

This recreation center operates a 9,700sf community center, a gymnasium, four tennis courts, a 5-lane pool, a wading pool, a spa and sauna, two baseball fields, a soccer field, parks, a public dock, and walking trails. It has a population of 5,000 and is located 3.3 miles from Tiburon Town Hall.

MILL VALLEY COMMUNITY CENTER

The city-owned and operated 37,000 square foot community center includes an indoor pool with lap lanes, a waterslide and retractable roof and walls, hardwood floor dance and aerobics studio, fitness room, locker rooms, birthday party room, senior center, teen center room, drop-in child watch, classrooms and meeting rooms, and large multi-purpose community hall with seating for up to 285 guests. There are fields for soccer, baseball, softball, football, and a community garden. The Community Center is located approximately 5 miles from Tiburon Town Hall.

Public School Facilities

Reed School, Bel Aire Elementary School and Del Mar Middle School Playgrounds and playing fields are available at restricted times by permit from the School District. The Reed Union School District fields provide youth sport play for soccer, softball, and baseball. The School District closes the fields during the rainy season of November through March. Softball, baseball, and soccer youth organizing are currently options to improve the existing school fields.

Playing Fields

Neither the Town nor the City provides playing fields for organized sports. Adult sports are not offered except for private clubs. Youth sports are offered through youth organizations that include softball, baseball, and soccer.



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Belvedere - Tiburon Public Library

The Belvedere – Tiburon Library is a 10,500 square foot facility that opened in 1997, adjacent to the Tiburon Town Hall. The Library was originally intended as a branch outlet for the Marin County Library and became an independent library after Belvedere and Tiburon negotiated a withdrawal from the County system and established a separate Joint Powers Agency. The Library defines its role as “a learning and cultural center, and a community place for Belvedere and Tiburon.”

The Library is actively engaged in the planning of an expansion to the Library. The expansion will provide space for an expanded children’s room, space for teens to study together with resources relevant to teens, meeting rooms for adults, expanded area for technology training, café, and expanded Library collection and storage.

The preliminary plans will double the size of the Founder’s Program Room, and make it divisible into two rooms for after-school programs and for other community needs. In 2010, 536 programs and meetings were held in the Library. The teen area plans include private study rooms, a student study zone, and computers. The twenty-workstation computer in the new technology training center will make it possible to expand offerings. The café will offer a coffee bar with drinks and limited snacks and will contribute to the sense of community place.

Public Park Land

Public park land plays an important role in providing passive and active outdoor recreation, contributing to the health of the community, providing a respite from the built environment, enhancing the value of property, and protecting the natural environment. Public Park Land is listed below and the features and amenities are reported in Table 1.

Town of Tiburon Parks

- Richardson Bay Lineal Park
 - Blackie’s Pasture*
 - McKegney Green*
 - South of Knoll Park & Playground*
 - Multi-Use Path*
 - Cypress Grove Garden Park*
- Shoreline Park
- Belvedere Park
- Zelinsky Park
- Teather Park Tennis Courts
- Paradise Cay Park
- Cypress Hollow Park
- Belveron Mini Park
- Angel Island State Park
- Belveron Mini-Park
- Bel Aire Park
- Cypress Hollow Park

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TABLE 1 - Public Park Land

Park Name	Land Acres	Restroom(s)	Developed Turf Area	Bay Access	Open/Space Natural Area	Playground	Developed Picnic Areas	Paths/Trails	Parking
Richardson Bay Lineal Park	74.5	●	●	●	●	●		●	●
Blackie's Pasture		●		●	●			●	●
McKegney Green		●	●					●	
South of Knoll Park & Playground		●	●		●	●		●	
Multi-Use Path								●	●
Cypress Grove Garden Park				●					
Paradise Beach Park ¹	12.0	●	●	●			●	●	●
Shoreline Park (non-tidal)	2.4		●					●	
Elephant Rock Fishing Pier	0.1								
Paradise Cay Park ²	1.0								
Zelinsky Park	0.2		●					●	●
Community Park (Belvedere)	1.6	●	●			●	●		●
Tom Price Park (Belvedere)	1.0		●						●
Belveron Mini-Park	2.0		●					●	
Bel Aire Park	0.6								
Cypress Hollow Park	0.5		●			●	●	●	
Land Company Park (Belvedere)	0.2								
Teather Park and Tennis Courts	1.5								●
Angel Island State Park ²	740.0	●		●	●		●	●	
Total	834.9								

¹County of Marin Facility
²State of California Lands

Source: Town of Tiburon General Plan Update: Tiburon 2020
 Source: City of Belvedere Public Works

Note: Unless stated otherwise, the listed parks are part of the Town Tiburon.



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Aerial view of Angel Island State Park, above.

City of Belvedere Parks

- Community Park
- Tom Price Park
- Land Company Park

Open Space

Open space and preservation of the natural environment are valued and defining characteristics of the Tiburon Peninsula. The open space not only serves to maintain the natural scenic beauty of the peninsula but it also adds to the passive outdoor recreation offerings that are important to the community. In addition, McKegney Green is rented by the Tiburon Youth Soccer League for practice and competition.

Peninsula Open Space

There are more than 800 acres of protected and publicly-owned open space on the Tiburon Peninsula. The Peninsula includes the incorporated Town of Tiburon, the City of Belvedere, the unincorporated properties located along Paradise Drive, and the unincorporated properties located north of Tiburon Boulevard between the Town's western corporate limits and U.S. Highway 101. The unincorporated areas include the roughly 390-acre Ring Mountain Nature Preserve, owned by the Marin County Open Space District.

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On the Peninsula, there are approximately 115 acres of private open space protected from development through easement or other legal instrument. These open space areas are generally not open to public use.

ANGEL ISLAND

The incorporated Town of Tiburon includes 726 of the 740 acres of Angel Island State Park; the remaining 14 acres are located in the City and County of San Francisco. This historic park offers peninsula residents and visitors unique opportunities for hiking, biking, camping and boating in San Francisco Bay. Belvedere-Tiburon Joint Recreation provides popular youth summer camps on Angel Island.

TRAILS

When complete, the Tiburon Ridge Trail will connect the full length of the Tiburon Peninsula along the Tiburon Ridge and Eagle Rock Ridge, including numerous side trails to the Bay and Downtown Tiburon. The Ridge Trail with its stunning vistas provides residents a spectacular walking and jogging trail and provides alternate connections between neighborhoods.

WILDLIFE REFUGES

There are two wildlife refuges associated with the Tiburon Peninsula, Richardson Bay Audubon Center and Sanctuary, and the Mount Tamalpais Wildlife Refuge.



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SECTION 8: Commercial and Private Service Providers

Public, private, and commercial providers serve a portion of the demand for recreational programs and facilities. Tiburon Peninsula residents report frequent use of local private facilities on the Peninsula and the use of commercial and public facilities in neighboring communities. 19% of the residents reported use of local public facilities on a weekly basis versus 37% and 28% for local private facilities and neighboring public facilities, respectively. Facilities located on the Tiburon Peninsula were inventoried to assess the capacity of not-for-profit, private, and commercial recreation providers to meet recreation, fitness, and aquatics demand.

Commercial Providers

Commercial fitness facilities on the Peninsula are limited to small and specialized studios offering Pilates, yoga, and movement classes. These include Indigo Healing Arts, Marin Gyrotonic, Pilates Studio Tiburon, and the Red Dragon Yoga Studio. Residents must leave the Peninsula to access public or commercial health clubs, fitness centers, and swimming pools. Two private clubs located on the Tiburon Peninsula, the Belvedere Tennis Club and the Tiburon Peninsula Club offer their members access to private fitness facilities, pools, and other recreation and social amenities.



Pictured above: the Belvedere Tennis Club and the Tiburon Peninsula Club, below.

Private Clubs

BELVEDERE TENNIS CLUB

Amenities include: One swimming pool, 7 tennis courts, fitness center, clubhouse, and cafe.

TIBURON PENINSULA CLUB

Amenities include: Four swimming pools, 12 tennis courts, fitness center, exercise studio, childwatch room, clubhouse, and cafe.

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Yacht Clubs

The Tiburon Peninsula, surrounded on three sides by the San Francisco Bay, is home to three private yacht clubs: the Corinthian Yacht Club, San Francisco Yacht Club, and the Tiburon Yacht Club. Boating has a long tradition on the Tiburon Peninsula, dating back to the 1880's. The clubs offer members and their families boating instruction, classes in boating safety, cruising, racing, and a wide variety of social events. The Corinthian and San Francisco Yacht Club provide boat slips and the Tiburon Yacht Club has berths nearby, available from Paradise Cay Yacht Harbor. All three clubs include dining space and space for social gatherings. Only the Corinthian Yacht Club has rentals available to non-members.

CORINTHIAN YACHT CLUB

The Corinthian Yacht Club has a solarium and grand ballroom that are available for non-member rentals. The solarium seats up to 115 and the ballroom will seat 250 at tables or seat 300 meeting-style. Rental fees range from \$1,500 to \$4,000 and catering ranges from \$65 to \$85 per person with a 20% service charge. Bar prices range from \$30 to \$55 per person.



View looking towards the Corinthian Yacht Club, above, and pictured up close, below.

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Recreation Needs and Existing Condition Assessment Study

SECTION 8 CONTINUED

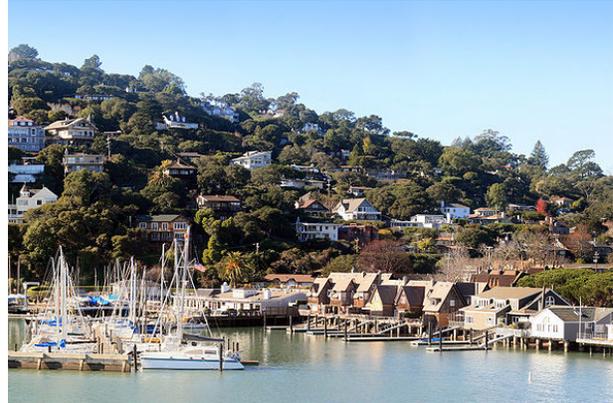
SAN FRANCISCO YACHT CLUB

The San Francisco Yacht Club has an elegant clubhouse with a main dining room that seats up to 175 people. This room is available for rentals only on Monday and Tuesday. The Cove House is an historic building that can seat 70 with additional seating for 55 on the outdoor patio. Facilities are available to members of the Club and their guests.

TIBURON YACHT CLUB

The Tiburon Yacht Clubhouse is not available to non-members for rentals. While the commercial and private service providers offer residents a wide range of recreational and fitness opportunities, access requires membership for use.

For residents who cannot afford or do not choose private club membership, there are limited or no equivalent public offerings in the Town of Tiburon and the City of Belvedere for certain activities, specifically, swimming and fitness machines. The nearest public facilities with these offerings are the Strawberry Recreation Center and the Mill Valley Community Center.



Views of the San Francisco Yacht Club, above, and the Tiburon Yacht Club, below.

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SECTION 9: Community Opinion Survey

Overview

Godbe Research, in partnership with The Sports Management Group, conducted a telephone survey of Tiburon Peninsula residents to assess the community's recreation needs. The study assessed residents' use of existing recreation facilities and programs, and the importance of the availability of local recreation services. Of particular interest to the Town of Tiburon and the City of Belvedere were the community's opinions toward local public recreation facilities for after-school programs. This interest was precipitated by the Reed Union School District's decision to no longer provide classroom space at Reed School, currently used by Joint Recreation for the after-school programs. (See full survey and the Topline Report in the Appendix.)

General Research Objectives

The general research objectives of the Community Opinion Survey were:

- a. Survey the current use of local parks, playgrounds, and recreation facilities and programs on the Tiburon Peninsula;
- b. Identify the barriers to attending recreation programs, classes and events;

- c. Gauge resident-perceived importance and satisfaction with the availability of recreation programs, classes, and events;
- d. Assess the importance of potential public facilities for recreation and sports in the area; and
- e. Identify any differences in opinions due to demographic or behavioral characteristics.

Methodology

Interviews were conducted from August 16 through August 22, 2010. The average interview time was 15 minutes, and 300 adult residents participated in the survey. The study parameters resulted in a margin of error of plus or minus 5.6 percent, which is typical for a planning study conducted in a community of this population size. The survey sample is representative of adult residents of the Tiburon Peninsula in terms of gender, age, and other key demographics.

Summary of Findings

The findings of the survey indicate that there is a high level of satisfaction with current recreation programs and facilities, although there is significant support for additional programs and facilities for children and teens. Important facilities to residents include: children's outdoor play areas and equipment, facilities for after-school programs, outdoor sports fields and courts, outdoor gathering space for community events, and a community center with space

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for programs, classes, and events for all ages. Important programs and events include: teen programs, after-school programs for children, arts and cultural programs and classes, and community special events. There is some evidence that lack of awareness has inhibited participation, so additional marketing for new and existing programs and facilities is suggested. The availability of facilities and programs is generally sufficient, although many go elsewhere for these services. Below is a detailed summary of the findings of the survey excerpted from the reports provided by Godbe Research.

After-School Programs

Availability of after-school programs and facilities emerged as a leading priority. The results of the Recreation Needs Assessment Survey strongly recommend that access to public recreation facilities for after-school programs be maintained on the Tiburon Peninsula. In addition to a high use of local public recreation programs and facilities among households with children, the availability of after-school facilities and programs emerged as a leading priority across the community.

The survey asked residents to consider the importance of the availability of 11 different types of public facilities for recreation and sports on the Tiburon Peninsula, including an indoor swimming pool, gymnasium, community center, fitness center, outdoor sports fields and courts, and others.

Across the community, local public recreation facilities for after-school programs were rated as the most important. As much as 53% of residents rated these facilities as “extremely” or “very important,” and another 20 percent indicated a rating of “somewhat important.” As might be expected, local public recreation facilities for after-school programs were particularly important to households with children. Overall, 70 percent of households with children rated the availability of these facilities as “extremely” or “very important,” and another 16 percent indicated a rating of “somewhat important.”

The importance of after-school program availability for children further emphasized the priority of these facilities on the Tiburon Peninsula. The survey also asked residents to consider the availability of 10 different types of recreation programs and events, including community special events, programs for adults, programs for seniors, organized sports leagues, and others. After-school programs for children were rated as among the most important across the community. In this case, 51 percent of residents rated the availability of these programs as “extremely” or “very important,” and another 16 percent indicated a rating of “somewhat important.” Furthermore, households with children rated after-school programs as particularly important. Approximately 66 percent of households with children rated the availability of these programs as “extremely”

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or “very important,” and another 15 percent indicated a rating of “somewhat important.”

Households with children are highly involved with public recreation facilities and programs on the Tiburon Peninsula. Overall, two-thirds of households with children reported that they use local public recreation facilities. Moreover, many households with children use these facilities on a regular basis – fully one-third use these on a weekly basis. The survey also found that households with children in grade school use local public recreation facilities most often. Among households with children ages 5 to 11 years, three-quarters reported that they use these facilities, with close to half using these on a weekly basis. The survey also found that a majority of households with children have attended a recreation program, class, or event sponsored by Belvedere-Tiburon Joint Recreation. Here as well, attendance of recreation programs was significantly higher among households with children ages 5 to 11 years, and two-thirds of these households reported that they had attended a program within the past 12 months.

The results suggest that it will be critical to communicate the need for new public recreation facilities for after-school programs to residents. Although local public recreation facilities for after-school programs emerged as a priority, the survey found that many residents are unaware of

the current availability of after-school programs. When asked to rate their satisfaction with the current availability, close to 3 out of 5 residents did not have an opinion. These results are not surprising given that 58 percent of the residents surveyed did not have children in their household. On the other hand, most of the residents with an opinion were satisfied with the availability of after-school programs at the time the survey was conducted, with satisfied residents outnumbering dissatisfied residents by 5 to 1. Overall, the results suggest that building awareness of the upcoming loss of facilities for after-school programs will be critical to residents’ understanding the availability of new facilities.

Use of Recreation Facilities

Of the categories tested in the survey, residents reported the highest use of local parks, playgrounds, public tennis courts and the multi-use path. More than 9 out of 10 residents reported that their households use local parks and these other outdoor spaces. Further, 70 percent of the residents reported using these facilities on a weekly basis. The households with children reported more frequent use than other households; however, a majority of households with seniors and households with neither children nor seniors reported using these facilities on a weekly basis.

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Given the limited availability of public recreation facilities on the Tiburon Peninsula, residents are turning to other sources of recreation facilities to meet their needs. Residents reported more frequent use of local private facilities and public facilities in neighboring communities. More specifically, just 19 percent of the residents reported use of local public facilities on a weekly basis versus 37 percent and 28 percent for local private facilities and neighboring community public facilities, respectively. Again the households with children reported more frequent use of each type of recreation facility. Notably, the pattern was most pronounced for use of local public recreation facilities, which may reflect current program offerings. Roughly two-thirds of the households with children use local public facilities, with fully one-third using these on a weekly basis.

Satisfaction with Availability of Local Facilities

Residents are largely satisfied with the availability of recreation facilities on the Tiburon Peninsula, which suggests that the current availability is generally sufficient to meet the local recreation needs of households. Fully 60 percent of the residents reported being “very satisfied” and another 27 percent reported being “somewhat satisfied” with the availability. In comparison, just 11 percent of the residents were dissatisfied. To further investigate responses, a follow-up question explored residents’ opinions. In response, roughly

three-quarters of the residents make only positive comments regarding the availability of facilities and the remaining one-quarter indicated areas of improvement. Notably, satisfaction with the availability of facilities was generally consistent across demographic groups, including gender, age, household income, and composition.

In explaining their opinion on availability of local facilities, the residents who indicated areas of improvement mentioned a variety of additional facilities as open-ended responses. Taking these comments in the context of the overall sample, the following facilities were suggested: more or better facilities in general (5%), public swimming pool (4%), more activities for children and teens (3%), more playgrounds or sports fields (3%), gym and exercise classes (2%), dog park (2%), community center (1%), and skate park (1%). In this question, 6 percent of the residents mentioned that facilities or activities are too expensive, and this response was the most frequent among the “dissatisfied” residents. However, this question addressed recreation facilities in general on the Tiburon Peninsula, so these results could reflect the cost of private recreation.

Importance of Recreation Facilities

Residents were asked to rate the importance of the availability of 11 types of public facilities for recreation and sports. On average, these additional facilities were rated as moderately

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important, and the following emerged as a priority among residents:

- a. Children’s outdoor play areas and play equipment (54% extremely or very important)
- b. Facilities for after-school programs for children (53% extremely or very important)
- c. Outdoor sports fields and courts (53% extremely or very important)
- d. Outdoor gathering space for community events (51% extremely or very important)
- e. Community center with space for programs, classes and events for all ages
- f. (48% extremely or very important)

Facilities for after-school programs for children emerged as a top-priority among households with children, as well as households with seniors. Among households with children or seniors, after-school facilities received the relatively highest importance rating of the 11 types of recreation facilities tested in the survey. On average, facilities for after-school programs were rated as “very important” by households with and between “somewhat” and “very important” by households with seniors. Given the importance of the availability of facilities for after-school programs, the survey results strongly recommend that the current level of availability be maintained.

Attendance of Recreation Programs

Roughly half of the residents (47%) reported that their household had attended a recreation program, class, or event sponsored by Belvedere-Tiburon Recreation. Among residents as a whole, the following program types had the highest reported attendance: community special event (24%), program for adults (16%), and after-school programs for children (9%). In keeping with findings on use of facilities, the households with children reported higher attendance of recreation programs (57%). Further, roughly two-thirds of the households with children ages 13 and under reported attendance.

The results suggest that current recreation programs offered by Belvedere-Tiburon Recreation are largely meeting the needs of residents. More specifically, the residents from households that had not attended a program sponsored by Belvedere-Tiburon Recreation (51%) most frequently mentioned that personal reasons had prevented them, rather than problems with the quality or availability of the programs. Approximately 33 percent of these residents reported that they had no time to attend, and another 20 percent mentioned that they simply were not interested in attending more activities. In comparison, 13 percent of these residents needed more information on offerings and 10 percent felt that the current programs and events

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were not interesting. Need for information was particularly high among men and younger residents. Just 4 percent reported that fees are too high which suggests that the cost of programs is not a key barrier. To address these concerns, Belvedere-Tiburon Recreation could consider a scholarship or discount program for the residents who find the costs to be prohibitive.

Satisfaction with Program Quality and Availability

Overall, residents who had attended a program, class, or event sponsored by Belvedere-Tiburon Recreation were highly satisfied with the quality. Close to two-thirds of the attendees were “very satisfied,” and another 30 percent were “somewhat satisfied.” Just 5 percent of the attendees were dissatisfied with the quality. Further, satisfaction with the quality was consistently high across the six different categories of programs and events measured in the survey. Satisfaction with the quality was higher among the residents ages 65 and over, those with lower household income, and the households with younger children.

Residents also are generally satisfied with the availability of recreation programs, classes, and events on the Tiburon Peninsula which suggests that current availability is sufficient to meet the needs of households. On average, residents

were between “somewhat” and “very satisfied” with the availability of 9 of the 10 categories of recreation programs tested in the survey. The highest satisfaction was reported for the availability of community special events, programs for preschoolers, and organized sports leagues. In comparison, the lowest satisfaction was reported for the availability of teen programs, with split opinions between satisfied and dissatisfied. It is important to note that a majority of the residents did not have an opinion of the availability of half of the categories of recreation programs tested in the survey. This response pattern suggests that households may need additional information on the programs and events that are available for specific age groups.

Importance of Program Availability

Similar to the results on recreation facilities, the availability of the 10 types of recreation programs and events was rated as moderately important. The following emerged as a priority among residents:

- a. Teen programs (53% extremely or very important)
- b. After-school programs for children (51% extremely or very important)
- c. Arts and cultural programs and classes (46% extremely or very important)
- d. Community special events (42% extremely or very important)

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As might be expected, after-school programs for children emerged as a priority for households with children. Among households with children, after-school programs received the relatively highest importance rating, and, on average, these residents indicated a rating near “very important.” Again, given the importance of the availability of after-school programs, the survey results strongly recommend that the current level of availability be maintained. Overall, the results suggest that the current availability of recreation programs, classes, and events largely meets the needs of residents. For each of the recreation programs and events tested in the survey, the proportion of “very satisfied” or “somewhat satisfied” residents was greater than the proportion of residents who indicated an “extremely” or “very important” rating. However, ratings of teen programs approached the level where increasing availability would be recommended, given that approximately half of the residents rated these programs as highly important, but they were roughly split between satisfied and dissatisfied.

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SECTION 10: Conclusions

Primary conclusions of the Recreation Assessment are as follows:

- According to the Association of Bay Area Governments (ABAG), the population of the Tiburon Peninsula is unlikely to change significantly. There will be minor changes in age cohorts with the current trend indicating a growing population of young children and aging adults. Residents are likely to age in place, continuing the growth of this age cohort. Population growth is not a factor that will likely result in increased demand for recreation programs.
- The statistically projectable survey conducted by Godbe Research and The Sports Management Group indicates that residents are highly satisfied with the availability of recreation programs and events in Belvedere and Tiburon. Overall, 90% of residents indicated that they are “very satisfied” or “somewhat satisfied” with the availability of recreation programs, classes and events. The results suggest that current recreation programs offered by Belvedere-Tiburon Recreation are largely meeting the needs of residents. The BTJR is providing a quality service to the community.
- The survey found that residents are mostly satisfied with the availability of recreation facilities on the Tiburon Peninsula. This suggests that the current availability is generally sufficient to meet the local recreation needs of households.
- Facilities for after-school programs for children are a top-priority among households with children, as well as households with seniors. Based on the survey results, the decision by the Town and City to pursue additional classroom space is a positive decision for resident satisfaction.
- Providing gathering places for the community is of high importance. There is satisfaction and appreciation for open space, walking paths, and parks. Residents enjoy the unstructured leisure activities, as well as the community events, held in these open spaces. Residents indicated they would like to have more of these opportunities.
- Gap analyses were performed to identify the recreation programs and events that are a priority for increased availability. The gap analyses show the difference between the importance of recreation programs and residents’ satisfaction with the current

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availability. Results suggest that the current offerings are largely meeting the needs of residents. However, the ratings of teen programs are approaching the level where increasing availability would be recommended, given that approximately half of the residents rated these programs as highly important, but they were roughly split between satisfied and dissatisfied with the current offerings. That said, programming for teen interest is challenging. Even if the community provided space for a dedicated teen center, teen centers have a poor rate of success and are costly to operate because of the need for full-time supervision. Programs of interest to teens typically require access to facilities, such as gymnasium space, that is not available to the BTJR. Teen programs are heavily subsidized, which again is not supported by the current funding model. The proposed addition of a dedicated teen area at the Library may address some of the service needs of this age group.

- Although the Tiburon Peninsula has very limited public recreation facilities, residents report a high degree of satisfaction in the provision of facilities and programs. This may be attributable to a number of factors. One, residents value open space and the small village character of the Town. The

development of a large public facility would require scarce and valuable land and would require significant space for parking. Two, residents leave the Peninsula to work, shop, and play. Within three miles of the center of Tiburon there are numerous private and public recreation facilities that are easily accessed and residents seem satisfied with using these facilities. The dissatisfaction commonly expressed by residents of other communities who must leave their community to use facilities, is not evidenced here. Three, the high household income of many residents allows them to travel to recreation destinations and purchase commercial or private recreation that is satisfying their needs. And four, the Peninsula has a relatively high number of private clubs and yacht clubs catering to the recreational interests of residents. For those who can afford these clubs, their recreational needs appear to be well served.

- Although residents were largely satisfied with the availability of recreation facilities, 48% of residents rate the importance of a community center with space for programs, classes, and events as “extremely” or “very important”. There is a shortage of large, public, indoor social gather space on the Tiburon Peninsula. The term “community center” is broad and

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in any future study that includes a public outreach process, the interest and specific features of a community center should be explored. The proposed addition of large meeting space and classroom space at the Tiburon Library might serve some of this unmet need, as could additional program space at a Ned's Way recreation facility.

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ENDNOTES

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Tiburon Peninsula

*Recreation Needs and Existing Condition
Assessment Study*

APPENDICES

- Appendix A: Community Demographics
- Appendix B: Stakeholder Interview
- Appendix C: Topline Report



Tiburon Peninsula Recreation Needs and Existing Condition Assessment Study

Appendix Items

- A. Community Demographics
- B. Stakeholder Interview
- C. Topline Report



Accepted by Town Council
July 20, 2011

Tiburon Peninsula

Recreation Needs and Existing Condition
Assessment Study

Appendix A

2000 Census Report

	Tiburon	Belvedere	Total	Percent of Total Population
Households with Children	1,028	229	1,257	
Household with Person 65+ Living Alone	353	258	611	
Total Population	8,666	2,125		10,791
Under 5	520	96	616	5.7%
5 - 9	563	126	689	6.4%
10 - 14	545	130	675	6.3%
15 - 19	348	97	445	4.1%
20 - 24	164	22	186	1.7%
25 - 44	2,116	317	2433	22.5%
45 - 64	2,976	761	3737	34.6%
65 - 74	790	298	1088	10.1%
75 - 84	486	224	710	6.6%
85 and Over	158	54	212	2.0%
				100.0%
Persons 19 and Under	1,976	449	2,425	22.5%
Person 20 and Older	6,690	1,676	8,366	77.5%
Families Living in Poverty	38	19	57	
Persons Living in Poverty	287	121	408	
Person Over 65 Living in Poverty	21	26	47	

Source: U.S. Bureau of the Census, Census 2000

Tiburon Peninsula

Appendix B

Recreation Needs and Existing Condition Assessment Study

Stakeholder Interview – March 2, 2011

Tiburon Peninsula Soccer League

Field Coordinator: Vicki Sodaro

Tiburon Peninsula Soccer League (TPSL)

- 90% youth soccer participants are Tiburon-Belevedere residents
 - Reed Union School District boundaries
- 700 youth soccer participants; can handle more
- 7 competitive teams, 40 recreation teams
- Rent Reed School District fields and Tiburon's McKegney Open Space
- No full size playing fields available
- Summer: programs close down

Reed Union School District Fields

- Tiburon Girl's Softball, Tiburon Peninsula Little League, and Tiburon Peninsula Soccer League use school fields
- Contract with vendor to provide mowing, seeding, aerating
- School fields are closed from November to March. Youth sports moves to blacktops or rent turf fields outside of area.
- No lighted fields
- Field sizes are smaller (Under 10 size)
- Adult sports not permitted on fields

Youth Sport Organization Representatives

- Quarterly Youth Sport Field Users meeting to schedule and discuss field issues
- Reviewing options to provide 3 turf fields on school grounds

McKegney Green

- Considered open space
- Youth soccer has been playing there for 25 years
- 1 playing field approx. 100 yds x 50 yds
- 3 practice areas
- No hardball play allowed
- TPSL paints the fields

General Comments

- Marin culture recreation does not include organized sports
- No adult sports program provided
- Stakeholder stated that the availability of fields is inadequate; turf fields are desired. Consider Blackie's Pasture as a location to build turf fields



Appendix C: Topline Report

Prepared by Godbe Research

TOWN OF TIBURON and CITY OF BELVEDERE
Recreation Needs Assessment – Tiburon Peninsula
Topline Report
September 2010

The Town of Tiburon and the City of Belvedere commissioned Godbe Research, in partnership with Sports Management Group, to conduct a survey of residents to assess the recreation needs of the community. The study was designed with the following research objectives: (a) survey the current use of local parks, playgrounds, and recreation facilities and programs on the Tiburon Peninsula; (b) identify the barriers to attending recreation programs, classes and events; (c) gauge resident-perceived importance and satisfaction with existing recreation programs, classes and events; and (d) assess the importance of potential public facilities for recreation and sports in the area.

SURVEY METHODOLOGY

Overall, 300 residents on the Tiburon Peninsula completed the telephone survey, representing a total universe of approximately 10,191 adult residents in the zip code 94920 (based on the 2000 US Census Data). These study parameters resulted in a margin of error of plus or minus 5.6 percent. Interviews were conducted from August 16 through August 22, 2010, and the average interview time was approximately 15 minutes.

Once collected, the sample of residents was compared with the adult resident population on the Tiburon Peninsula to examine possible differences between the demographics of the sample of respondents and the actual universe. The data were weighted to correct any differences, and the results presented are representative of the adult resident characteristics in terms of gender and age.

QUESTIONNAIRE METHODOLOGY

To avoid the problem of systematic position bias, where the order in which a series of questions is asked systematically influences the answers, several questions in the survey were randomized such that the respondents were not consistently asked the questions in the same order. The series of items in Questions 12, 13 and 14 were randomized to avoid such position bias.

Questions 6, 10 and 15 were open-ended and the residents' verbatim responses have been coded to allow multiple response categories. Similarly, Questions 8, 11 and B allowed the residents surveyed to mention multiple responses. For this reason, the response percentages sum to more than 100, and these represent the percent of the residents who mentioned a particular response, rather than the percent of total responses.

MEAN SCORES AND ROUNDING

In addition to the percentage breakdown of responses to each question, results for the questions relating to the satisfaction and importance of recreation programs, classes and events (Q12 and Q13); and the importance of potential public facilities for recreation and sports (Q14) include a mean score. For example, to derive the overall importance of a recreation program, class or event (Q13), a number value was assigned to each response category – in this case, "Extremely Important" = +3, "Very Important" = +2, "Somewhat Important" = +1, and "Not Important" = 0. The number values that correspond to respondents' answers were then averaged to produce a final score that reflects the overall importance of that feature. The resulting mean score makes the interpretation of the data considerably easier. Responses of "Don't Know" (DK/NA) were not included in the calculations of the means for any questions.

Conventional rounding rules apply to the percentages shown in this report. .5 or above was rounded up to the next number, and .4 or below was rounded down to the previous number. As a result, the percentages may not add up to 100 percent.

1. How often do you or a member of your household use local parks, playgrounds, public tennis courts or the multi-use path?

More than once a week	55%
Once a week	15%
Few times a month	11%
Once a month	5%
Few times a year or less	10%
Never	4%
DK/NA	<1%

2. How often do you or a member of your household use public recreation facilities on the Tiburon Peninsula, such as the Tiburon Town Hall Community Room, Belvedere City Hall Community Center, or after-school recreation programs at Reed or Bel Aire Schools?

More than once a week	11%
Once a week	8%
Few times a month	3%
Once a month	5%
Few times a year or less	22%
Never	50%
DK/NA	1%

3. How often do you or a member of your household use private recreation facilities on the Tiburon Peninsula, such as a private fitness club, the Belvedere Tennis Club, the Tiburon Peninsula Club, or any of the three yacht clubs?

More than once a week	30%
Once a week	7%
Few times a month	5%
Once a month	4%
Few times a year or less	11%
Never	43%

4. Finally, how often do you or a member of your household use public recreation facilities in neighboring communities, such as Strawberry, Corte Madera, or Mill Valley?

More than once a week	16%
Once a week	12%
Few times a month	8%
Once a month	9%
Few times a year or less	21%
Never	34%
DK/NA	<1%

5. Next, I'd like you to consider whether there are enough recreation facilities on the Tiburon Peninsula to meet the needs of your household.

In general, are you satisfied or dissatisfied with the availability of recreation facilities on the Tiburon Peninsula? Is that very or somewhat (satisfied/dissatisfied)?

Very satisfied	60%
Somewhat satisfied	27%
Somewhat dissatisfied	6%
Very dissatisfied	5%
DK/NA	2%

6. Why would you say you are satisfied/dissatisfied?

[Q5 = VERY SATISFIED; n = 180]

There are a lot of facilities and activities / options for everyone	46%
They meet our needs	19%
The facilities are good / nice	11%
They are available / not crowded	10%
They are clean / well-maintained	8%
They are accessible / easy to get to	8%
We have no complaints	2%
Other	7%
DK/NA	5%

[Q5 = SOMEWHAT SATISFIED; n = 80]

They meet our needs	18%
Need more / better public recreation facilities / classes	10%
Facilities / activities are too expensive	9%
Need more activities for children / teens	7%
Need a dog park / dog-friendly facilities	7%
Need more playgrounds / sports fields	7%
There are a lot of facilities and activities / options for everyone	7%
Need a public swimming pool	6%
Need a gym / exercise classes	4%
The facilities are good / nice	3%
We have no complaints	1%
Need more parks	1%
They are accessible / easy to get to	1%
They are clean / well-maintained	1%
Need a skate park	1%
They are available / not crowded	1%
Other	8%
DK/NA	16%

[Q5 = DISSATISFIED; n = 35]

Facilities / activities are too expensive	32%
Need more / better public recreation facilities / classes	19%
Need a public swimming pool	18%
Need a community center	11%
Need more activities for children / teens	11%
Need more playgrounds / sports fields	10%
Need a gym / exercise classes	7%
Need a skate park	5%
Need more parks	4%
They are clean / well-maintained	2%
Other	21%

7. Moving on, the Belvedere-Tiburon Recreation Department offers recreation programs, classes and events for residents of all ages, including after-school and summer programs for youth, the Tiburon Art Festival, and Halloween Haunt.

In the past 12 months, have you or a member of your household attended any recreation program, class or event sponsored by Belvedere-Tiburon Recreation?

Yes	47%
No	51%
DK/NA	2%

8. [IF Q7 = YES; n = 141] Which of the following have you or a member of your household attended? [MULTIPLE RESPONSES]

Community special event	51%
Program for adults	34%
Program for tots and preschoolers up to 5 years old	13%
After-school program for children ages 5 to 13 years	20%
Other program for children ages 5 to 13 years	11%
Teen program	6%
DK/NA	4%

9. [IF Q7 = YES; n = 141] In general, are you satisfied or dissatisfied with the quality of these programs, classes or events your household has attended? Is that very or somewhat (satisfied/dissatisfied)?

Very satisfied	63%
Somewhat satisfied	30%
Somewhat dissatisfied	4%
Very dissatisfied	1%
DK/NA	1%

10. Why would you say you are satisfied/dissatisfied?

[Q9 = VERY SATISFIED; n = 89]

They are fun / enjoyable	48%
They are well-organized	16%
The staff / instructors are nice / well-trained	11%
They meet our needs	10%
Good opportunity to socialize	7%
They are affordable	6%
There are a lot of options	5%
Information is available on the programs / activities	2%
They are not interesting / relevant to my household	1%
Other	6%
DK/NA	6%

[Q9 = SOMEWHAT SATISFIED; n = 43]

They meet our needs	18%
They are fun / enjoyable	14%
The quality / variety could be better	13%
They are not well-organized	7%
They are affordable	2%
Information is available on the programs / activities	2%
They are not interesting / relevant to my household	2%
Other	22%
DK/NA	26%

[Q9 = DISSATISFIED; n = 7]

They are not interesting / relevant to my household	3
They are not well-organized	3
The quality / variety could be better	1
Other	2

11. [IF Q7 = NO; n = 154] What are the main reasons why you or a member of your household have not attended? [MULTIPLE RESPONSES]

No time	33%
Not interested in participating in more activities	20%
Need more information on available programs	13%
Program or class offerings were not interesting	10%
Have no / grown-up children	9%
Elderly or other health reasons	7%
Schedule of programs is inconvenient	6%
Use programs at a private facility instead	6%
Fees or costs of programs are too high	4%
No reason to use	3%
Lack of facilities	2%
Other	3%
DK/NA	3%

12. Moving on, I'd like you to consider whether there are enough recreation programs, classes, and events on the Tiburon Peninsula to meet the needs of your household. For each of the following, please tell me whether you are satisfied or dissatisfied with the availability.

Are satisfied or dissatisfied with the: _____? Would that be very or somewhat (satisfied/dissatisfied)?

	Mean Score	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	DK/NA
12A. Availability of community special events	2.5	48%	36%	5%	1%	11%
12B. Availability of programs for tots and preschoolers up to 5 years old	2.5	23%	10%	3%	1%	63%
12C. Availability of after-school programs for children ages 5 to 13 years	2.4	25%	10%	5%	2%	57%
12D. Availability of other programs for children ages 5 to 13 years	2.3	18%	15%	6%	1%	61%
12E. Availability of teen programs	1.6	9%	10%	11%	6%	64%
12F. Availability of programs for adults	2.2	31%	33%	8%	3%	25%
12G. Availability of programs for seniors	2.2	16%	13%	5%	2%	64%
12H. Availability of arts and cultural programs and classes	2.3	30%	30%	8%	1%	31%
12I. Availability of adult fitness programs and sports events	2.1	24%	25%	12%	3%	35%
12J. Availability of organized sports leagues	2.5	32%	16%	4%	2%	46%

Computation of Mean Scores:
 "Very Satisfied" = +3, "Somewhat Satisfied" = +2, "Somewhat Dissatisfied" = +1, and "Very Dissatisfied" = 0.

13. Next, I'm going to read the same list of recreation programs, classes, and events. This time, please tell me how important it is to you or a member of your household that these be available on the Tiburon Peninsula.

Here is the (first/next): _____. Is it extremely important, very important, somewhat important, or not important that these be available locally?

	Mean Score	Extremely Important	Very Important	Somewhat Important	Not Important	DK/NA
13A. Community special events	1.5	13%	29%	47%	10%	1%
13B. Programs for tots and preschoolers up to 5 years old	1.3	17%	25%	16%	32%	10%
13C. After-school programs for children ages 5 to 13 years	1.5	19%	32%	16%	23%	10%
13D. Other programs for children ages 5 to 13 years	1.4	15%	29%	23%	22%	11%
13E. Teen programs	1.5	15%	38%	21%	18%	8%
13F. Programs for adults	1.3	8%	28%	48%	13%	3%
13G. Programs for seniors	1.4	11%	33%	26%	22%	8%
13H. Arts and cultural programs and classes	1.5	13%	33%	42%	11%	1%
13I. Adult fitness programs and sports events	1.3	10%	30%	40%	18%	1%
13J. Organized sports leagues	1.3	11%	33%	27%	23%	6%

Computation of Mean Scores:
 "Extremely Important" = +3, "Very Important" = +2, "Somewhat Important" = +1, and "Not Important" = 0.

14. Next, I'm going to read a list of public facilities for recreation and sports. If these facilities could be offered on the Tiburon Peninsula in the future, please tell me how important the availability of this type of facility would be to you or a member of your household.

Here is the (first/next): _____. Is it extremely important, very important, somewhat important, or not important that this type of facility be available locally?

	Mean Score	Extremely Important	Very Important	Somewhat Important	Not Important	DK/NA
14A. Indoor swimming pool	1.0	14%	18%	20%	48%	<1%
14B. Gymnasium with indoor sports courts for youth and adults	1.3	15%	25%	28%	28%	3%
14C. Facilities for after-school programs for children	1.6	21%	32%	20%	19%	7%
14D. Community center with space for programs, classes, and events for all ages	1.5	16%	32%	33%	16%	3%
14E. Kitchen classroom for cooking and nutrition programs	1.0	5%	21%	37%	36%	1%
14F. Fitness center with cardio equipment and weight training	1.2	14%	25%	30%	30%	1%
14G. Children's outdoor play areas and play equipment	1.5	21%	33%	16%	26%	4%
14H. Children's indoor play areas and play equipment	1.0	11%	20%	23%	39%	7%
14I. Outdoor sports fields and courts	1.5	18%	35%	24%	22%	1%
14J. Outdoor gathering space for community events	1.5	14%	37%	29%	19%	1%
14K. Small boat launch area for kayaks, canoes, wind surfers, and other water sports equipment	1.3	18%	22%	31%	26%	3%

Computation of Mean Scores:
 "Extremely Important" = +3, "Very Important" = +2, "Somewhat Important" = +1, and "Not Important" = 0.

15. Do you have any additional comments on local recreation services or facilities that you would like to share?

More facilities / programs for teens	5%
Free / affordable facilities / programs	5%
More facilities / programs for children	4%
Public indoor / outdoor swimming pool	3%
Community center	2%
More parks, playgrounds or sports fields	2%
More information on facilities / programs	2%
More facilities / programs for adults	2%
Gym / exercise classes	1%
Dog park	1%
More facilities / programs for seniors	1%
Childcare for working mothers	1%
Ice skating rink	1%
Other	5%
Nothing	39%
DK/NA	30%

Additional Respondent Information

A. Do any children under the age of 18 live in your household?

Yes	42%
No	58%
DK/NA	<1%

B. [IF QA = YES; n = 126] What are the ages of the children living in your household?
[MULTIPLE RESPONSES]

0 to 4 years (pre-school)	29%
5 to 11 years (grade-school)	49%
12 to 13 years (middle-school)	28%
14 to 17 years (high-school)	40%
DK/NA	1%

C. Including yourself, if applicable, how many adults ages 65 and over live in your household?

None	63%
One	16%
Two	20%
Three or more	1%
DK/NA	1%

D. Again, just for comparison purposes, what was the total income of your household before taxes in 2009? Was it . . .

Less than \$50,000	5%
\$50,000 to less than \$100,000	9%
\$100,000 to less than \$150,000	15%
\$150,000 to less than \$200,000	16%
\$200,000 to less than \$250,000	5%
\$250,000 or more	26%
DK/NA	25%

E. Respondent's Gender [Recorded from voice]:

Male	46%
Female	54%

INFORMATION FROM VOTER FILE: *All information was included in voter registration records, and these items were not asked during interviews.*

F. Age:

18 to 24 years	3%
25 to 34 years	9%
35 to 44 years	21%
45 to 54 years	24%
55 to 59 years	11%
60 to 64 years	8%
65 to 74 years	12%
75 years and over	11%

G. Homeownership Status:

Owner	69%
Renter	31%

**TOWN OF TIBURON and CITY OF BELVEDERE
Recreation Needs Assessment – Greater Tiburon Peninsula
Draft 4: (n = 300; 15 min)**

Hello. May I speak with _____? My name is _____ and I'm calling on behalf of GRA, a public opinion research firm. We're conducting a survey concerning issues that are important to residents of the Greater Tiburon Peninsula, the area that includes Tiburon and Belvedere, and I'd like to ask you a few questions.

[IF NEEDED:] This survey was commissioned by the Town of Tiburon and the City of Belvedere to better understand the opinions and priorities of local residents.

[IF NEEDED:] I can assure you that I am not trying to sell you anything – this is a study about local issues and your opinion is extremely valuable.

[IF THE PERSON ASKS WHY YOU ONLY WANT TO TALK TO THE INDIVIDUAL LISTED ON THE SAMPLE, OR ASKS IF THEY ARE ABLE TO PARTICIPATE INSTEAD OF THE INDIVIDUAL, THEN SAY:] "I'm sorry, but for statistical purposes this survey must only be completed by this particular individual."

[IF THE INDIVIDUAL SAYS THEY ARE ON THE NATIONAL DO NOT CALL LIST, RESPOND BASED ON THE GUIDELINES FROM THE MARKETING RESEARCH ASSOCIATION. FOR EXAMPLE, IF THE INDIVIDUAL SAYS: "There's a law that says you can't call me," RESPOND WITH:] "This type of opinion research is exempt under the law that Congress recently passed. That law was passed to regulate the activities of the telemarketing industry. This is a legitimate research call, and we would appreciate your input. Your opinions count!"

Before we get started, I'd like to verify that you are eligible to complete the survey.

- i. Are you or a member of your household associated with any town or city government board, committee, or commission?

Yes----- 1 [CONTINUE TO Qii TEXT]
No ----- 2 [GO TO SURVEY]
[DON'T READ] DK/NA -----99 [CONTINUE TO Qii TEXT]

- ii. Thank you for your time, but the focus of this survey is on the general public's opinion of local issues. Due to your response, you are not eligible to complete the survey. Thank you again for your time. [TERMINATE]
-

To begin, I'd like to ask you a few questions about recreation on the Greater Tiburon Peninsula – the area that includes Tiburon and Belvedere.

1. In the past 12 months, have you or a member of your household visited any parks, trails, or community recreation facilities on the Greater Tiburon Peninsula?

Yes----- 1 [CONTINUE]
 No ----- 2 [GO TO Q4]
 [DON'T READ] DK/NA -----99 [GO TO Q4]

2. [IF Q1 = 1, YES] Which local parks, trails, or community recreation facilities have you or a member of your household visited in the past 12 months? [IF RESPONDENT HESITATES, READ CHOICES; RECORD MULTIPLE RESPONSES]

Belvedere Community Center ----- 1
 Biking path ----- 2
 Blackie's Pasture ----- 3
 Program at Reed or Bel Aire Schools ----- 4
 Paradise Beach Park ----- 5
 Richardson Bay Audubon Center----- 6
 Tiburon Community Room ----- 7
 Tiburon Uplands Nature Preserve----- 8
 Walking paths or steps ----- 9
 Other [SPECIFY: _____]-----98
 [DON'T READ] DK/NA -----99

3. How often do you or a member of your household visit these local parks, trails, or community recreation facilities?

More than once a week ----- 1
 Once a week----- 2
 Few times a month----- 3
 Once a month ----- 4
 Few times a year or less----- 5
 [DON'T READ] DK/NA -----99

4. In the past 12 months, have you or a member of your household visited any community recreation facilities in neighboring communities, such as Mill Valley?

- Yes----- 1 [CONTINUE]
- No----- 2 [GO TO Q6]
- [DON'T READ] DK/NA -----99 [GO TO Q6]

5. [IF Q4 = 1, YES] How often do you or a member of your household visit community recreation facilities in neighboring communities?

- More than once a week ----- 1
- Once a week----- 2
- Few times a month ----- 3
- Once a month ----- 4
- Few times a year or less----- 5
- [DON'T READ] DK/NA -----99

6. Moving on, the Belvedere-Tiburon Recreation Department offers recreation programs, classes and events for residents, including after-school programs for youth, the Tiburon Art Show, and Halloween Haunt.

In general, are you satisfied or dissatisfied with the overall quality of the programs, classes and events offered by Belvedere-Tiburon Recreation? [GET ANSWER, THEN ASK:] Is that very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

- Very satisfied ----- 1
- Somewhat satisfied ----- 2
- Somewhat dissatisfied ----- 3
- Very dissatisfied ----- 4
- [DON'T READ] DK/NA -----99 [GO TO Q8]

7. Why would you say you are [PIPE IN RESPONSE FROM Q6]?

[OPEN-ENDED RESPONSE; DK/NA = 99]

8. In the past 12 months, have you or a member of your household attended any recreation program, class or event sponsored by Belvedere-Tiburon Recreation?

Yes----- 1 [CONTINUE]
 No----- 2 [GO TO Q10]
 [DON'T READ] DK/NA -----99 [GO TO Q11]

9. [IF Q8 = 1, YES] Which of the following have you or a member of your household attended?
 [RECORD MULTIPLE RESPONSES]

Community special event----- 1
 Youth or teen program or class ----- 2
 Adult program or class ----- 3
 [DON'T READ] Other [SPECIFY: _____] ----98
 [DON'T READ] DK/NA -----99

10. [IF Q8 = 2, NO] What are the main reasons why you or a member of your household have not attended? [DON'T READ CHOICES; RECORD MULTIPLE RESPONSES]

Fees or costs of programs are too high ----- 1
 Lack of facilities ----- 2
 Need more information on available programs----- 3
 No time----- 4
 Not interested in participating in more activities----- 5
 Poorly maintained facilities ----- 6
 Programs or classes were full ----- 7
 Program or class offerings were not interesting----- 8
 Schedule of programs is inconvenient ----- 9
 Other [SPECIFY: _____]----- 98
 DK/NA----- 99

11. Moving on, I'm going to ask you about a number of recreation services. For each one, please tell me how satisfied you are with the job Belvedere-Tiburon Recreation is doing to provide the service.

Would you say you are satisfied or dissatisfied with the: _____? [GET ANSWER, THEN ASK:] Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

[ASK A FIRST; RANDOMIZE B TO K]

	<u>Very Satisfied</u>	<u>Sw. Satisfied</u>	<u>Sw. Dissat.</u>	<u>Very Dissat.</u>	<u>[DON'T READ] DK/NA</u>
A. Affordability of fees for programs, classes and events	1	2	3	4	99
B. Availability of recreation facilities	1	2	3	4	99
C. Availability of community special events	1	2	3	4	99
D. Availability of programs for tots and preschoolers	1	2	3	4	99
E. Availability of after-school programs for children	1	2	3	4	99
F. Availability of teen programs	1	2	3	4	99
G. Availability of programs for adults	1	2	3	4	99
H. Availability of programs for seniors	1	2	3	4	99
I. Availability of arts and cultural programs and classes	1	2	3	4	99
J. Availability of health and fitness programs	1	2	3	4	99
K. Availability of organized sports leagues	1	2	3	4	99

12. Next, I'm going to read a list of recreation programs and classes. For each one, please tell me how important it is to you or a member of your household that it be available from Belvedere-Tiburon Recreation.

Here is the (first/next) [READ FROM LIST BELOW]: _____. [AS NEEDED:] Is it extremely important, very important, somewhat important, or not important that these be available from Belvedere-Tiburon Recreation?

[RANDOMIZE]

	<u>Extremely Imp.</u>	<u>Very Imp.</u>	<u>Sw. Imp.</u>	<u>Not Imp.</u>	<u>[DON'T READ] DK/NA</u>
A. Community special events	1	2	3	4	99
B. Programs for tots and preschoolers	1	2	3	4	99
C. After-school programs for children	1	2	3	4	99
D. Teen programs	1	2	3	4	99
E. Programs for adults	1	2	3	4	99
F. Programs for seniors	1	2	3	4	99
G. Arts and cultural programs and classes	1	2	3	4	99
H. Health and fitness programs	1	2	3	4	99
I. Organized sports leagues	1	2	3	4	99

13. Next, I'm going to read a list of facilities for recreation and sports that could be offered by Belvedere-Tiburon Recreation in the future. For each one, please tell me how important the availability of this type of facility is to you or a member of your household.

Here is the (first/next) [READ FROM LIST BELOW]: _____. [AS NEEDED:] Is it extremely important, very important, somewhat important, or not important that this type of facility be available from Belvedere-Tiburon Recreation?

[RANDOMIZE]

	Extremely <u>Imp.</u>	Very <u>Imp.</u>	Swt. <u>Imp.</u>	Not <u>Imp.</u>	[DON'T READ] <u>DK/NA</u>
A. Indoor swimming pool-----	1	2	3	4	99
B. Gymnasium with indoor sports courts for youth and adults-----	1	2	3	4	99
C. Facilities for after-school programs for children-----	1	2	3	4	99
D. Community center with space for programs, classes, and events for all ages -----	1	2	3	4	99
E. Kitchen classroom for cooking and nutrition programs ---	1	2	3	4	99
F. A large community room for public and private events-----	1	2	3	4	99
G. Fitness center with cardio equipment and weight training-	1	2	3	4	99
H. Children's outdoor play areas and play equipment -----	1	2	3	4	99
I. Children's indoor play areas and play equipment -----	1	2	3	4	99
J. Outdoor sports fields and courts -----	1	2	3	4	99
K. Outdoor gathering space for community events-----	1	2	3	4	99
L. Small boat launch area for kayaks, canoes, wind surfers, and other water sports equipment -----	1	2	3	4	99

14. Next, I'm going to read that same list of facilities for recreation and sports that could be offered by Belvedere-Tiburon Recreation in the future. This time, please tell me how often you or a member of your household would use the facility.

Here is the (first/next) [READ FROM LIST BELOW]: _____. [AS NEEDED:] Would your household use this facility on a weekly basis, a monthly basis, a few times a year, or never?

[HOLD RANDOMIZED ORDER FROM Q13]

	<u>Weekly</u>	<u>Monthly</u>	<u>Few times a year</u>	<u>Never</u>	<u>[DON'T READ] DK/NA</u>
A. Indoor swimming pool-----	1	2	3	4	99
B. Gymnasium with indoor sports courts for youth and adults-----	1	2	3	4	99
C. Facilities for after-school programs for children-----	1	2	3	4	99
D. Community center with space for programs, classes, and events for all ages -----	1	2	3	4	99
E. Kitchen classroom for cooking and nutrition programs ---	1	2	3	4	99
F. A large community room for public and private events-----	1	2	3	4	99
G. Fitness center with cardio equipment and weight training-	1	2	3	4	99
H. Children's outdoor play areas and play equipment -----	1	2	3	4	99
I. Children's indoor play areas and play equipment -----	1	2	3	4	99
J. Outdoor sports fields and courts -----	1	2	3	4	99
K. Outdoor gathering space for community events-----	1	2	3	4	99
L. Small boat launch area for kayaks, canoes, wind surfers, and other water sports equipment -----	1	2	3	4	99

15. Do you have any additional comments on local recreation services or facilities that you would like to share? [OPEN-ENDED RESPONSE; DK/NA = 99]

16. Placeholder for question(s) on willingness to pay for recreation programs or facilities. Details to be discussed during conference call on August 2nd.

Now, just a few background questions for comparison purposes.

A. Do any children under the age of 18 live in your household?

- Yes----- 1 [CONTINUE]
- No ----- 2 [GO TO QC]
- [DON'T READ] DK/NA -----99 [GO TO QC]

B. [IF QA = 1, YES] What are the ages of the children living in your household? [MULTIPLE RESPONSES PERMITTED. IF NECESSARY, PROMPT WITH GRADE LEVELS]

- 0 to 4 years (pre-school)----- 1
- 5 to 11 years (grade-school)----- 2
- 12 to 13 years (middle-school) ----- 3
- 14 to 17 years (high-school) ----- 4
- [DON'T READ] DK/NA -----99

C. Including yourself, if applicable, how many adults ages 65 and over live in your household?

- None----- 0
- One ----- 1
- Two ----- 2
- Three or more ----- 3
- [DON'T READ] DK/NA -----99

D. What ethnic group do you consider yourself a part of? [IF RESPONDENT HESITATES, READ LIST]

- African-American or Black----- 1
- American Indian or Alaska Native ----- 2
- Asian ----- 3
- Caucasian or White ----- 4
- Hispanic or Latino ----- 5
- Native Hawaiian or other Pacific Islander----- 6
- Two or more races ----- 7
- Some other race -----98
- [DON'T READ] DK/NA -----99

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

E. Respondent's Gender [DON'T ASK]:

- Male ----- 1
- Female ----- 2

INFORMATION FROM VOTER FILE: *All information is included in voter registration records, and these items will not be asked during interviews.*

F. Voting History:

	<u>No</u>	<u>Poll</u>	<u>Mail</u>
a. Voted 3/04 -----	0	1	2
b. Voted 11/04 -----	0	1	2
c. Voted 11/05 -----	0	1	2
d. Voted 6/06 -----	0	1	2
e. Voted 11/06 -----	0	1	2
f. Voted 11/07 <i>(if applicable)</i> -----	0	1	2
g. Voted 2/08 -----	0	1	2
h. Voted 6/08 -----	0	1	2
i. Voted 11/08 -----	0	1	2
j. Voted 5/09 -----	0	1	2
k. Voted 11/09 <i>(if applicable)</i> -----	0	1	2

G. [PLEASE COUNT TIMES VOTED IN QF] Times Voted in Past Elections: _____

H. [PLEASE COUNT TIMES VOTED BY MAIL IN QF] Absentee Voter: _____

I. Party:

Democrat -----	1
Republican -----	2
Other -----	3
DTS -----	4

J. Age [VOTER GROUPINGS]:

18 to 29 years -----	1
30 to 39 years -----	2
40 to 49 years -----	3
50 to 64 years -----	4
65 years and over -----	5
Not coded -----	6

K. Age [CENSUS GROUPINGS]:

18 to 24 years -----	1
25 to 34 years -----	2
35 to 44 years -----	3
45 to 54 years -----	4
55 to 59 years -----	5
60 to 64 years -----	6
65 to 74 years -----	7
75 years and over -----	8
Not coded -----	9

L. Household Party Type:

Democrat (1)-----	1
Democrat (2+)-----	2
Republican (1)-----	3
Republican (2+)-----	4
Other (1)-----	5
Other (2+)-----	6
Democrat & Republican-----	7
Democrat & Other-----	8
Republican & Other-----	9
Democrat, Republican, & Other-----	0

M. Homeownership Status:

Owner -----	1
Renter -----	2

N. Permanent Absentee Voter:

Yes-----	1
No-----	2

O. PRECINCT NUMBER [REQUIRED] _____

NAME _____ PHONE _____

ADDRESS _____

DATE OF INTERVIEW _____ VALIDATED BY _____