



# Recreation Programming Study

PRE Meeting August 31, 2023



# Agenda

- ***Community Engagement***
  - **Public Meeting/Focus Group/Stakeholder Interview Themes**
  - **Online Survey**
  - **Statistically Valid Survey**
- **Prioritized Community Need**
- **Next Steps**



# COMMUNITY ENGAGEMENT

AGOURA I

2021

CALABASAS COMMUNITY SERVICES  
DEPARTMENT & PROS CONSULTING, INC.  
PRESENT

# COMMUNITY MEETING

TOPIC OF DISCUSSION

**CALABASAS COMMUNITY SERVICES  
DEPARTMENT PROGRAMMING NEEDS &  
ASSESSMENT**

[www.cityofcalabasas.com/communityservices](http://www.cityofcalabasas.com/communityservices)  
818.224.1600 • [communityservicesinfo@cityofcalabasas.com](mailto:communityservicesinfo@cityofcalabasas.com)

FOUNDERS HALL, 200 CIVIC CENTER WAY

CITY of CALABASAS  
BE PART OF THE DISCUSSION

**COME ONE, COME ALL  
TO FOUNDERS HALL!**

**WEDNESDAY**   
May 30, 2023

**START AT**   
6:00 P.M.

**LOCATION** 

CALABASAS COMMUNITY SERVICES  
DEPARTMENT & PROS CONSULTING, INC.  
PRESENT

# Virtual COMMUNITY MEETING

TOPIC OF DISCUSSION

**CALABASAS COMMUNITY SERVICES  
DEPARTMENT RECREATION PROGRAMMING  
NEEDS & ASSESSMENT**

*(Recreation programs held at the Senior Center, Tennis and Swim Center, DeAnza Park, Creekside Klubhouse, and Agoura Hills Calabasas Community Center)*

[www.cityofcalabasas.com/communityservices](http://www.cityofcalabasas.com/communityservices)  
818.224.1600 • [communityservicesinfo@cityofcalabasas.com](mailto:communityservicesinfo@cityofcalabasas.com)

Zoom link available at [Cityofcalabasas.com/government/calendar](http://Cityofcalabasas.com/government/calendar)

CITY of CALABASAS  
BE PART OF THE DISCUSSION

**BE PART OF THE  
DISCUSSION**

**MONDAY**   
JUNE 26, 2023

**START AT**   
6:00 P.M.

**VIRTUAL** 

# COMMUNITY ENGAGEMENT

# In Person Community Engagement To Date

- 2 Public Meetings
- 5 External Focus Groups
- 6 Leadership Interviews – Mayor - Council - City Management
- 15 Stakeholder Interviews – PRE, JPA, Agoura Hills
- 2 Focus Groups - Senior Center Advisory Board
- 1 Focus Group with Teens (Mayor Youth Council)

# Emerging Themes - General

- Overall quality: Good to Very Good
- East Side (facilities) and West Side (parks)
- Need to leverage partnerships with schools and universities
- Special Events are appreciated
- The Community Services Department serves residents and non-residents.
- Senior Center is loved but need to increase utilization
- Programming needs to evolve at De Anza Park
- Tennis and Swim Center needs reinvestment plan

# Emerging Themes – AHCCC

- Facility that will serve the west side
- **Gymnasium is exceptionally important (basketball and pickleball)**
- Demand for facility rentals for events but need to reinvest in kitchen to maximize use and revenue
- **Overall subsidy should be no more than \$100-\$200K annually**
- Possible partnership with Pepperdine University
- **Afterschool programming is desired**
- Remove climbing wall, use space for storage which is currently limited
- **Hub for special events on west side of community**
- What is the demand for fitness center/programs at the facility



# COMMUNITY SURVEYS



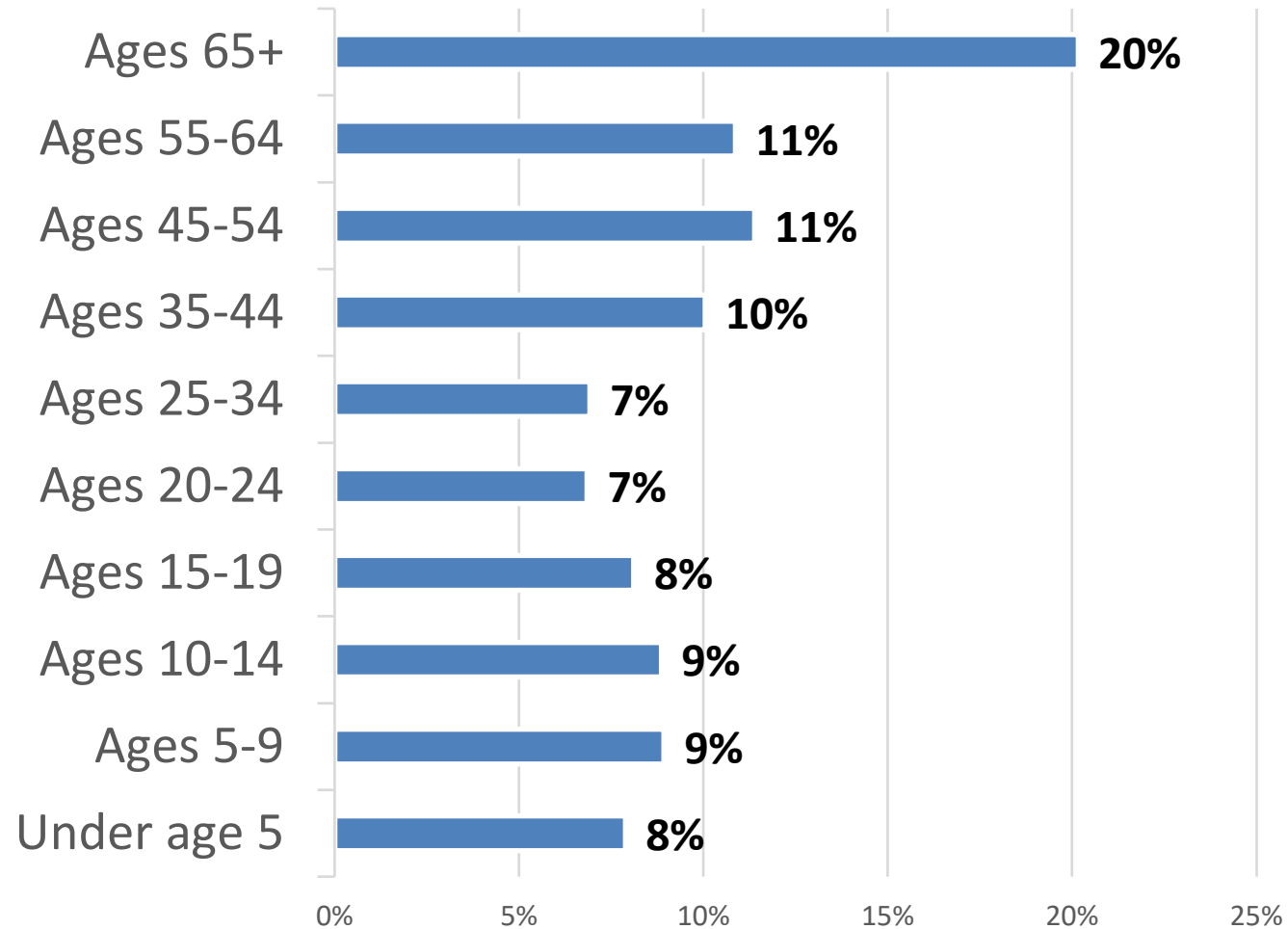
# ONLINE SURVEY



- Open ended online survey
- Developed in Partnership with the City.
- Abbreviated version of the Statistically Valid Survey
- Administered via SurveyMonkey
- 448 surveys received
- ***Survey Conducted July 7<sup>th</sup> - August 20<sup>th</sup>***

[www.surveymonkey.com/r/CalabasasInterceptSurvey](http://www.surveymonkey.com/r/CalabasasInterceptSurvey)

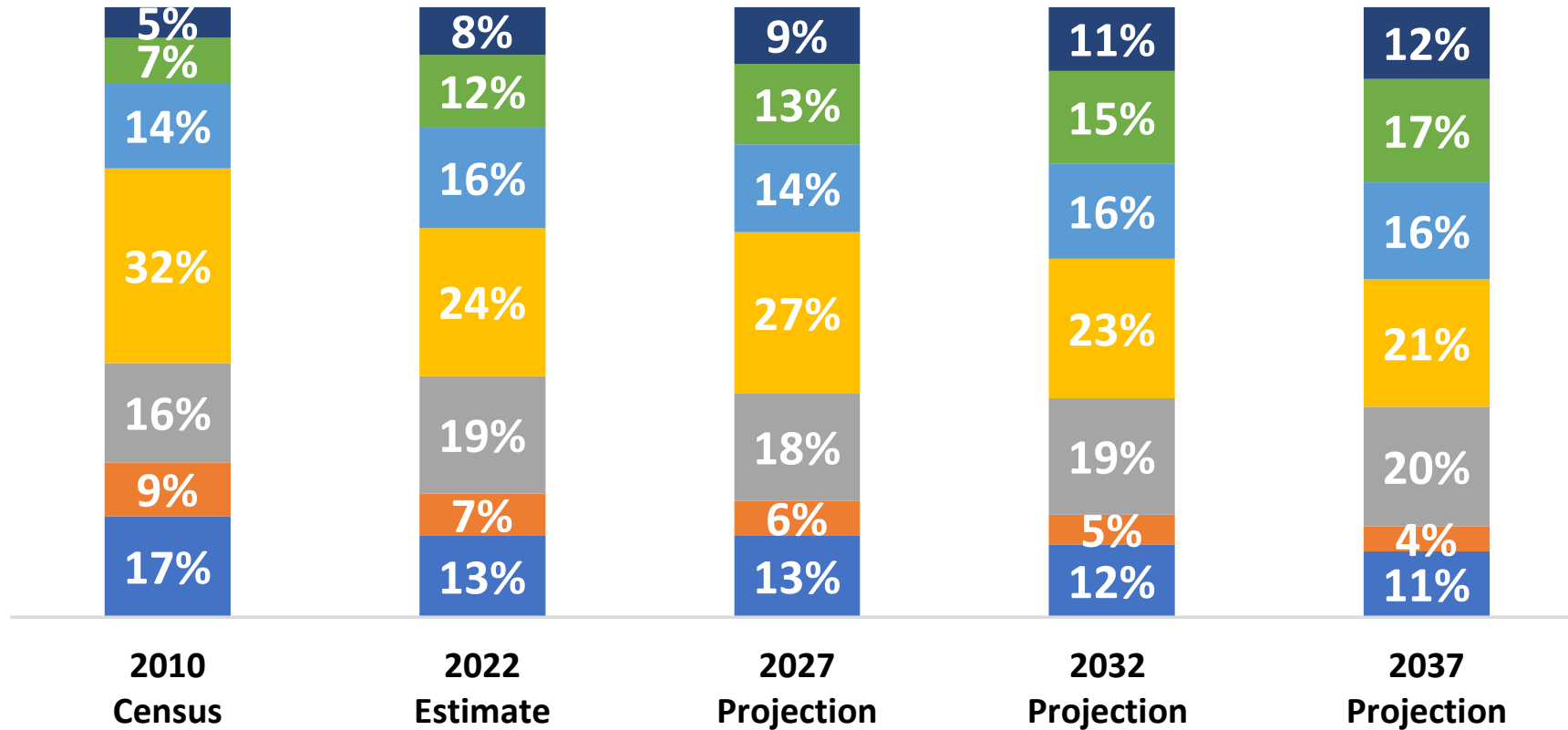
## Ages Represented by Survey Respondents



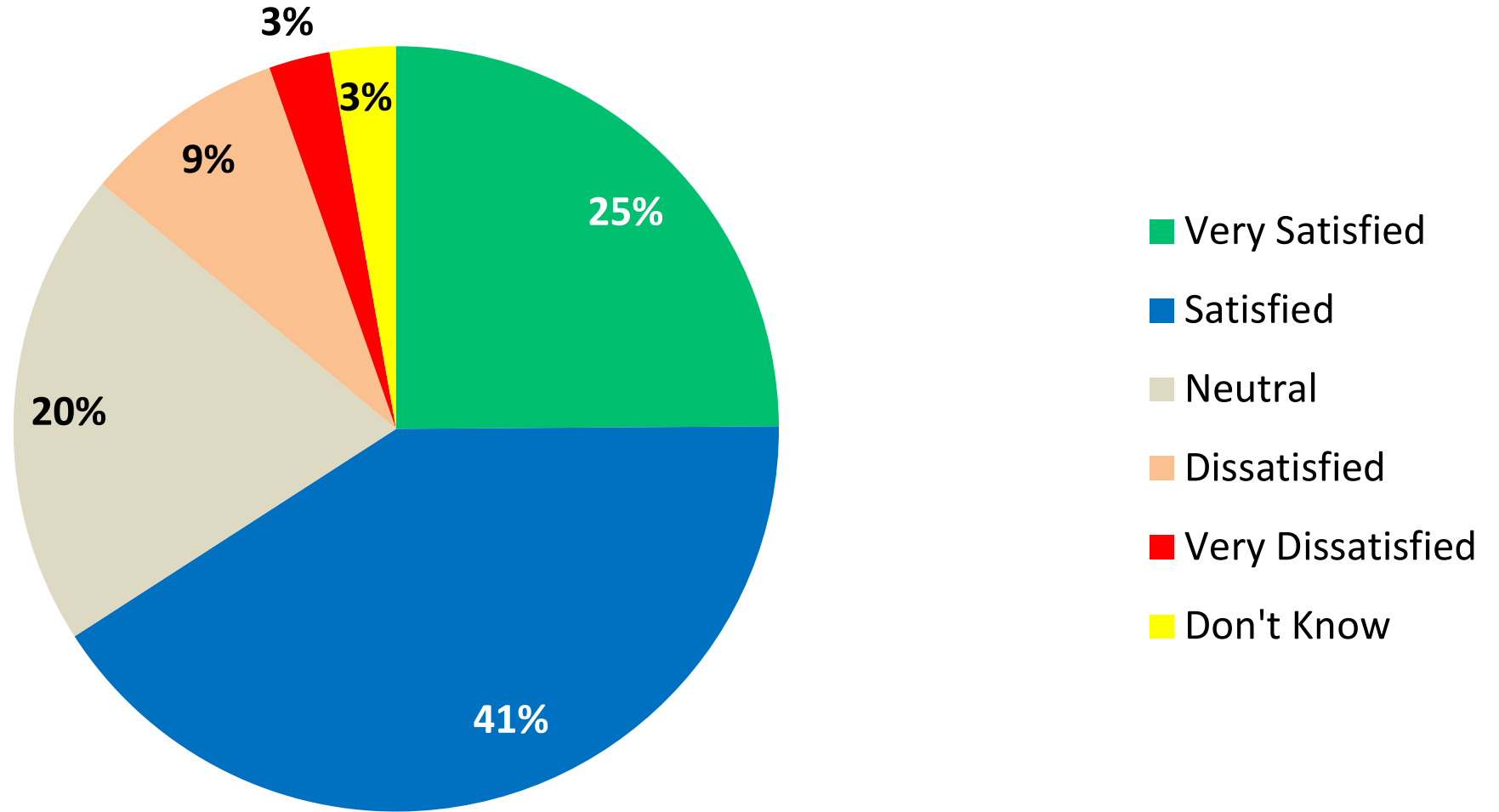
# Calabasas Age Segmentation

## POPULATION BY AGE SEGMENTS

■ 0-12 ■ 13-17 ■ 18-34 ■ 35-54 ■ 55-64 ■ 65-74 ■ 75+



# Level of Satisfaction

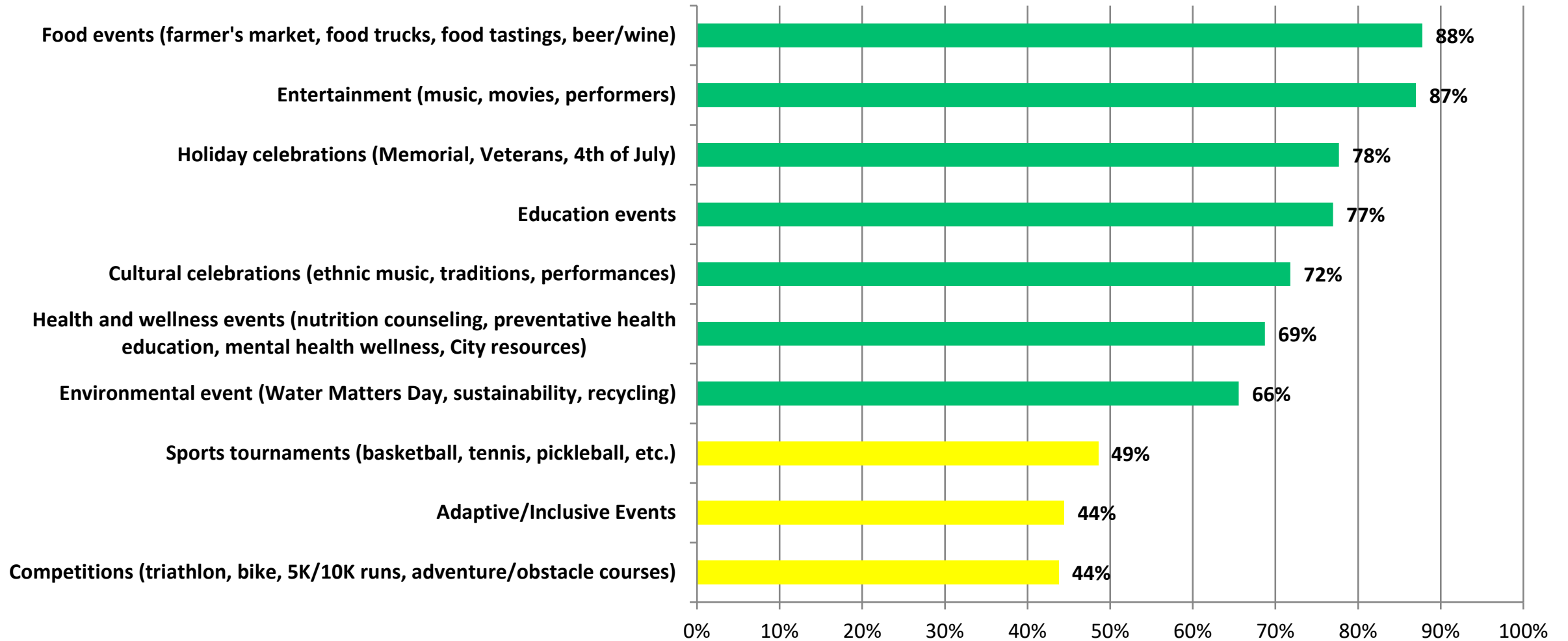


# Overall Prioritized Programs and Services

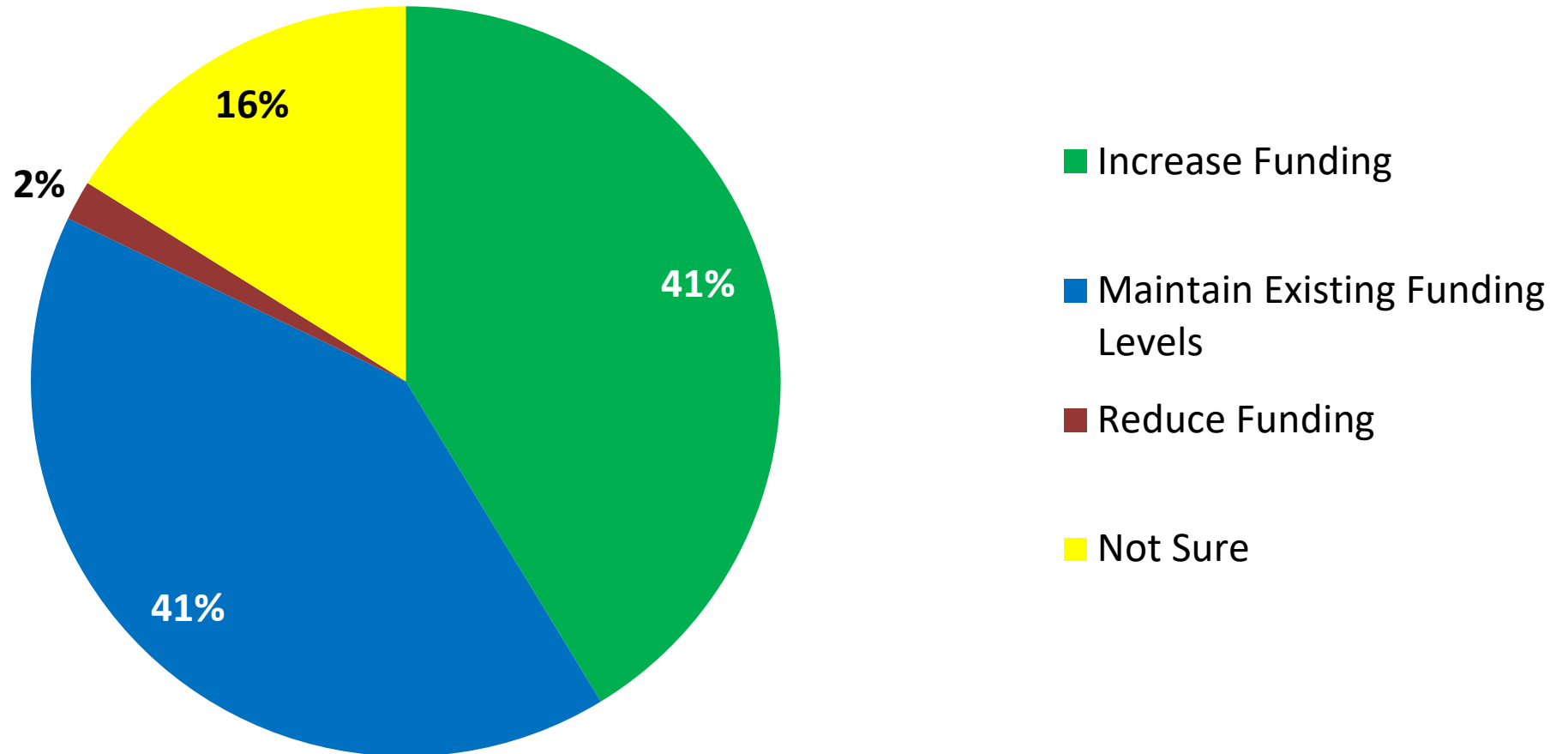
PROGRAMS AND SERVICES	COMMUNITY NEED
Fitness, Health and Wellness	High
Special Events	High
Performing Arts	High
Educational/Lifelong Learning	High
Enrichment (arts, crafts, etc.)	High
Outdoor Recreation	High
Environmental Programs	Medium
Senior (50+) Programs and Services	Medium
Tennis/Pickleball	Medium
Aquatic/Swimming	Medium
Facility Rentals (event centers, picnic shelters, community rooms)	Medium
Sports (basketball, volleyball, soccer, baseball, football)	Medium
E-Sports/Gaming	Low
Out of School (before/after school, camps)	Low
Therapeutic/Special Needs Programs/Services	Low

# Special Event Concepts Preferred

## Special Event Preferences

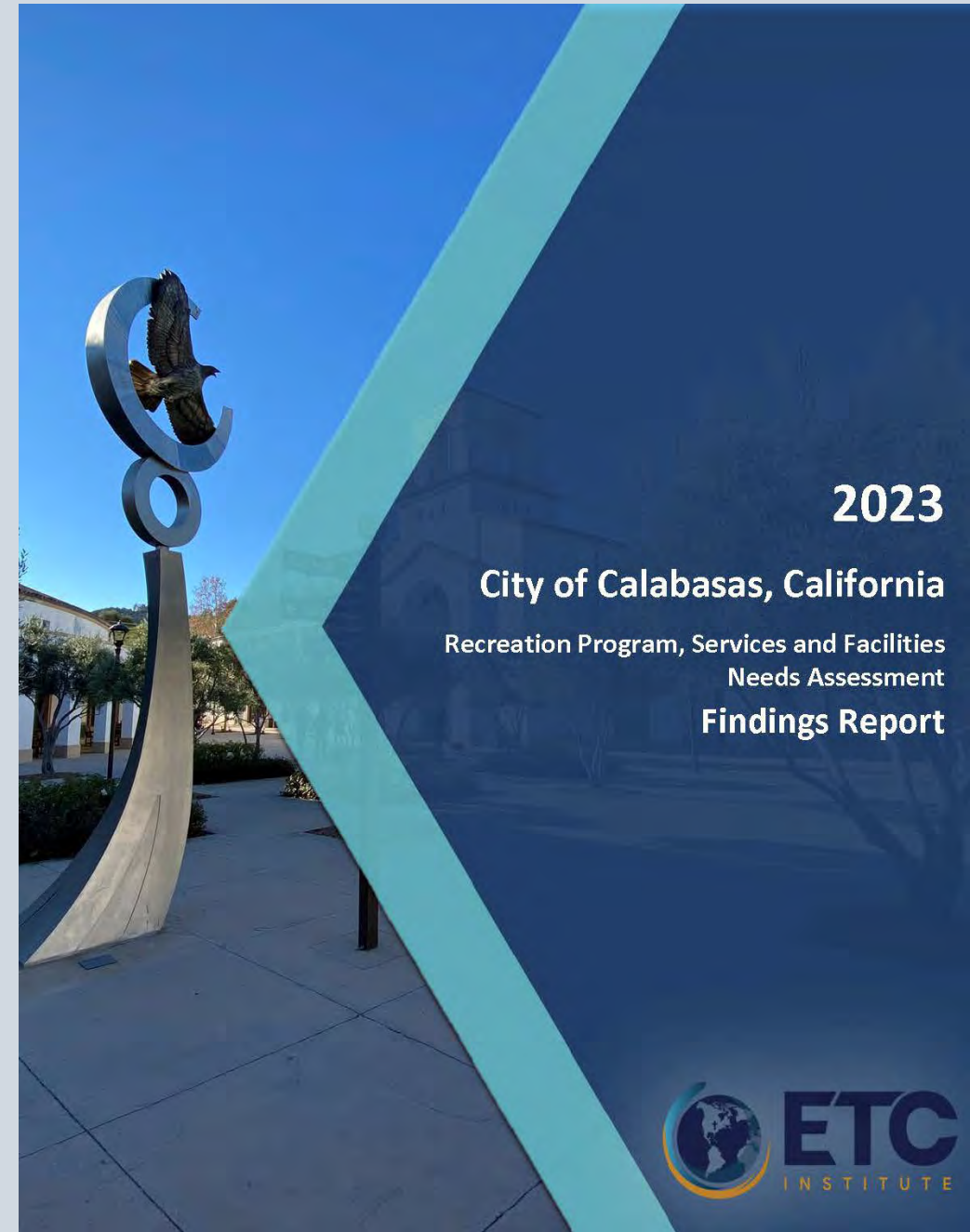


# Future Funding for Recreation



# Statistically-Valid Survey

- Developed in partnership with the City
- Administered by mail/phone/web
- Conducted Spring/Summer 2023
- Total of **361** completed surveys, 95% level of confidence with a margin of error of +/- 5.1% **(Goal was 350)**



2023

City of Calabasas, California

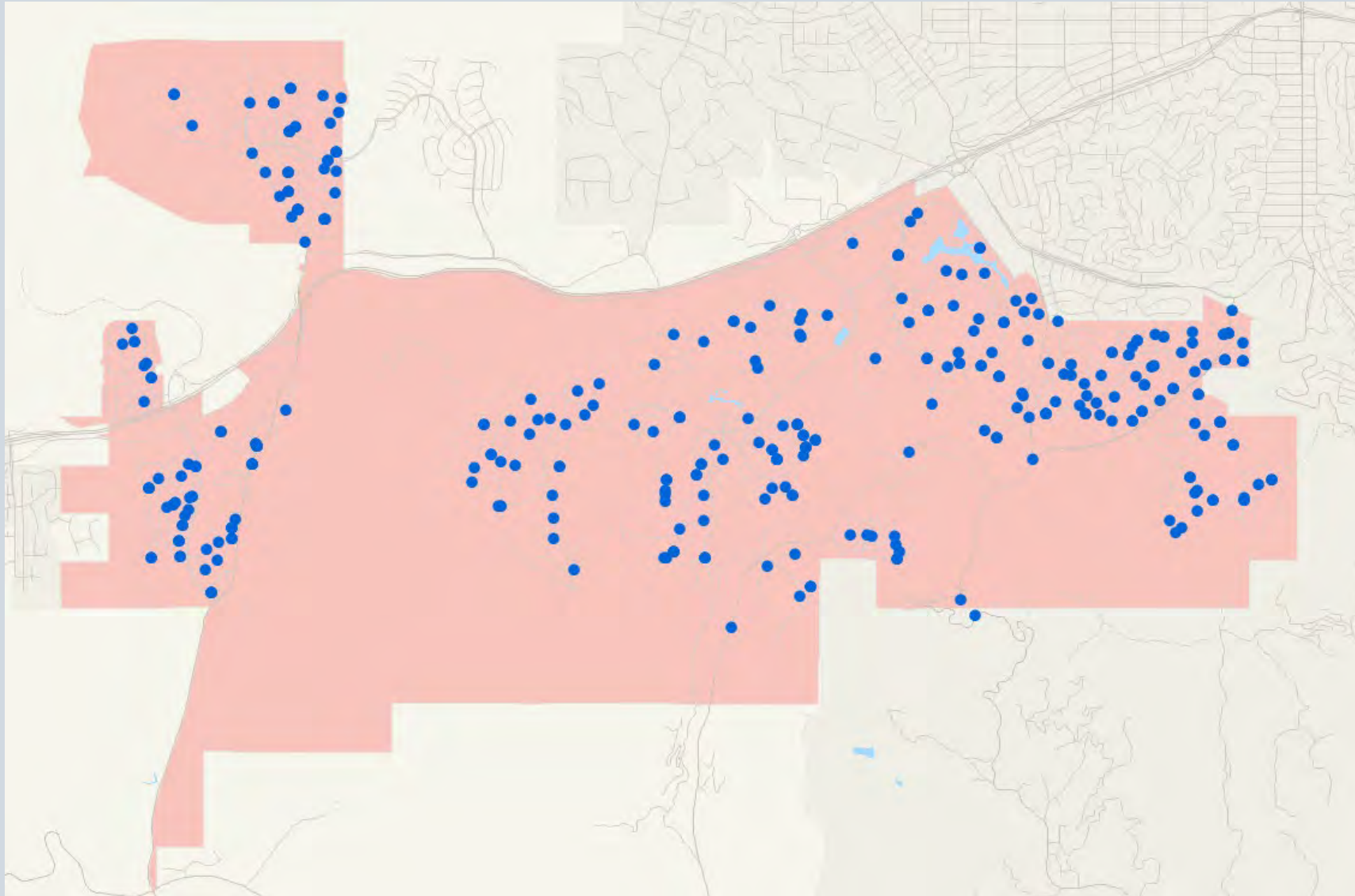
Recreation Program, Services and Facilities  
Needs Assessment

Findings Report





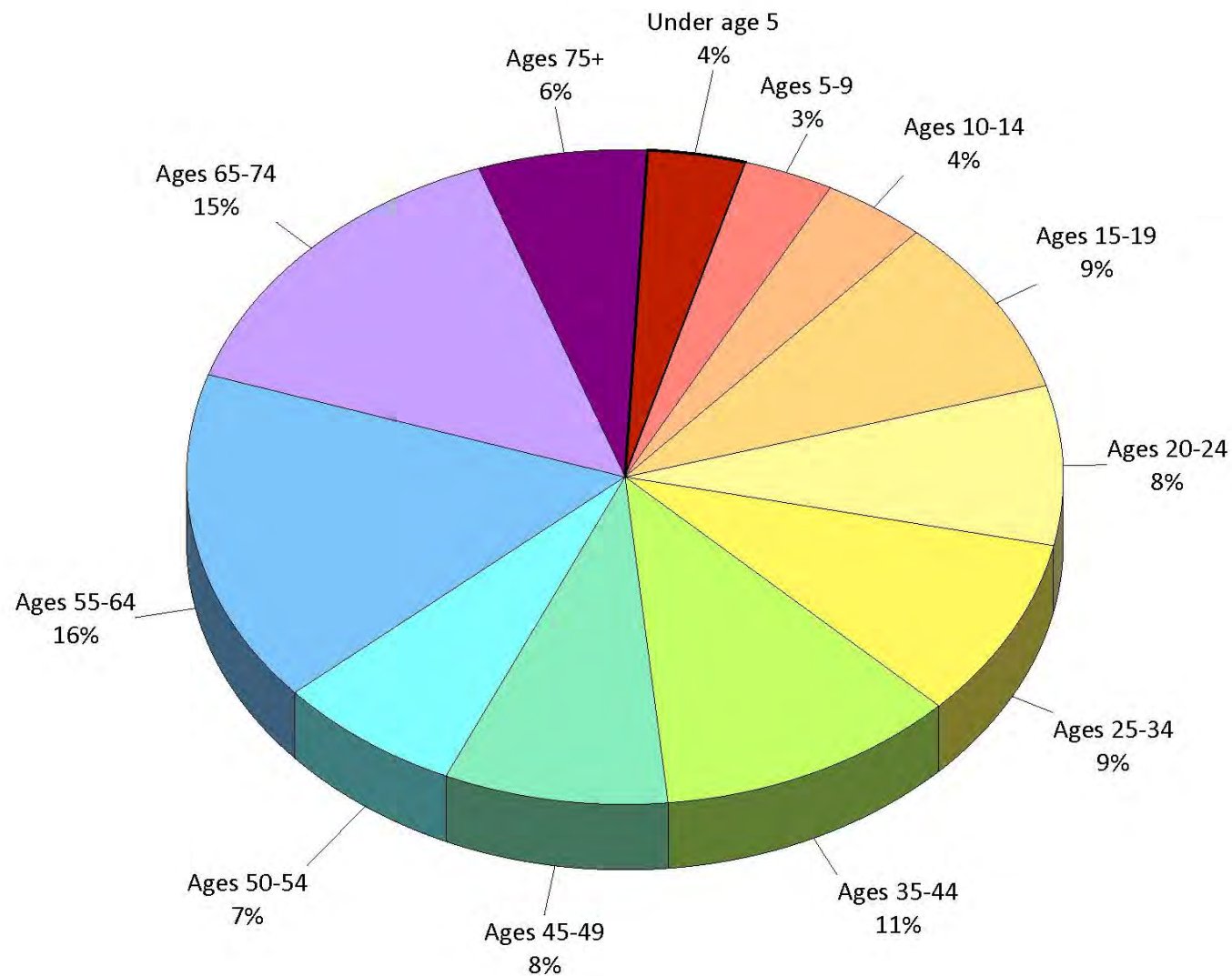
# Survey Response – Location Map



# Survey Response - Household Age Segmentation

Q18. Including yourself, how many people in your household are in the following age groups?

by percentage of persons in household

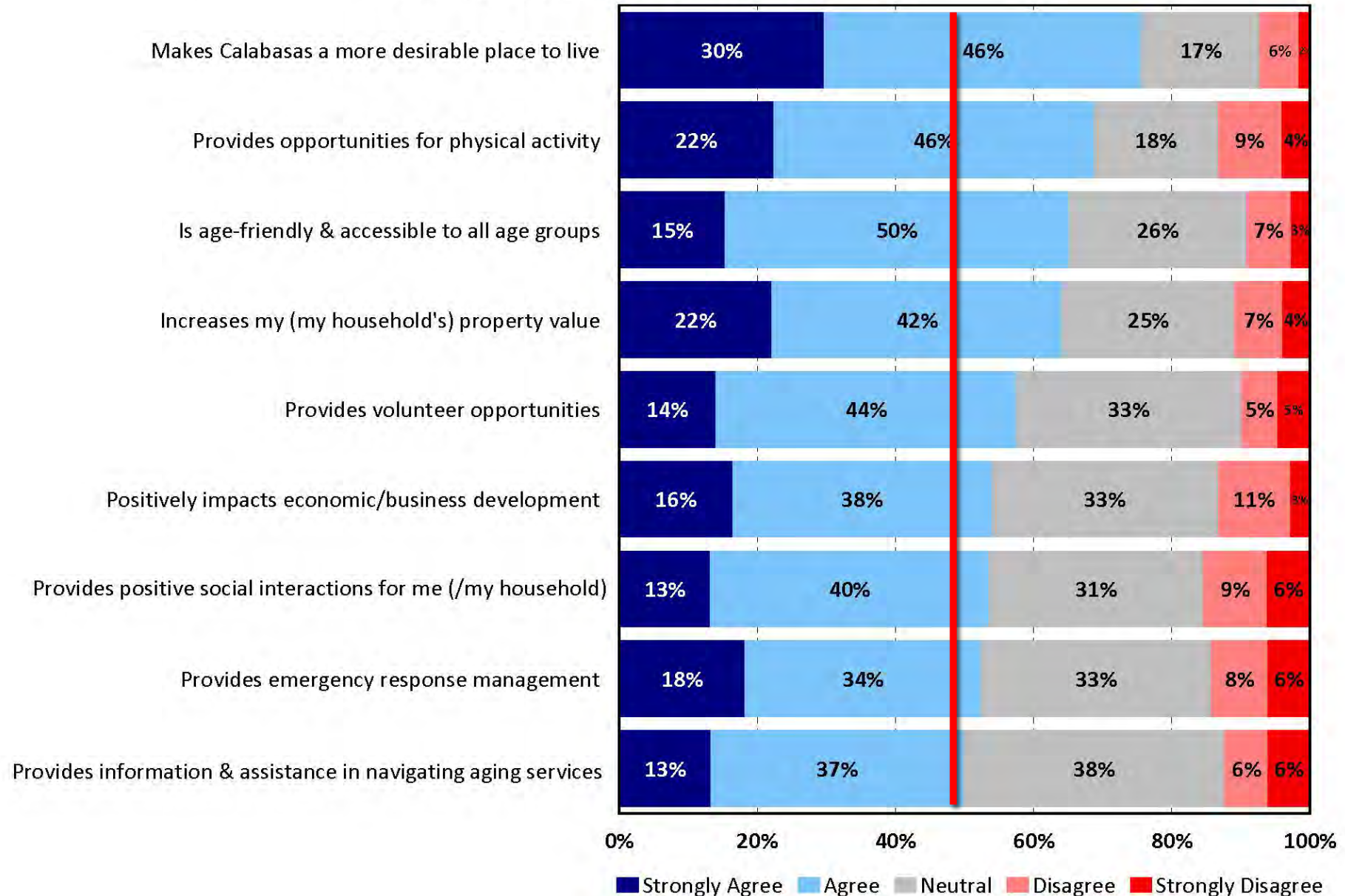




# ADVOCACY

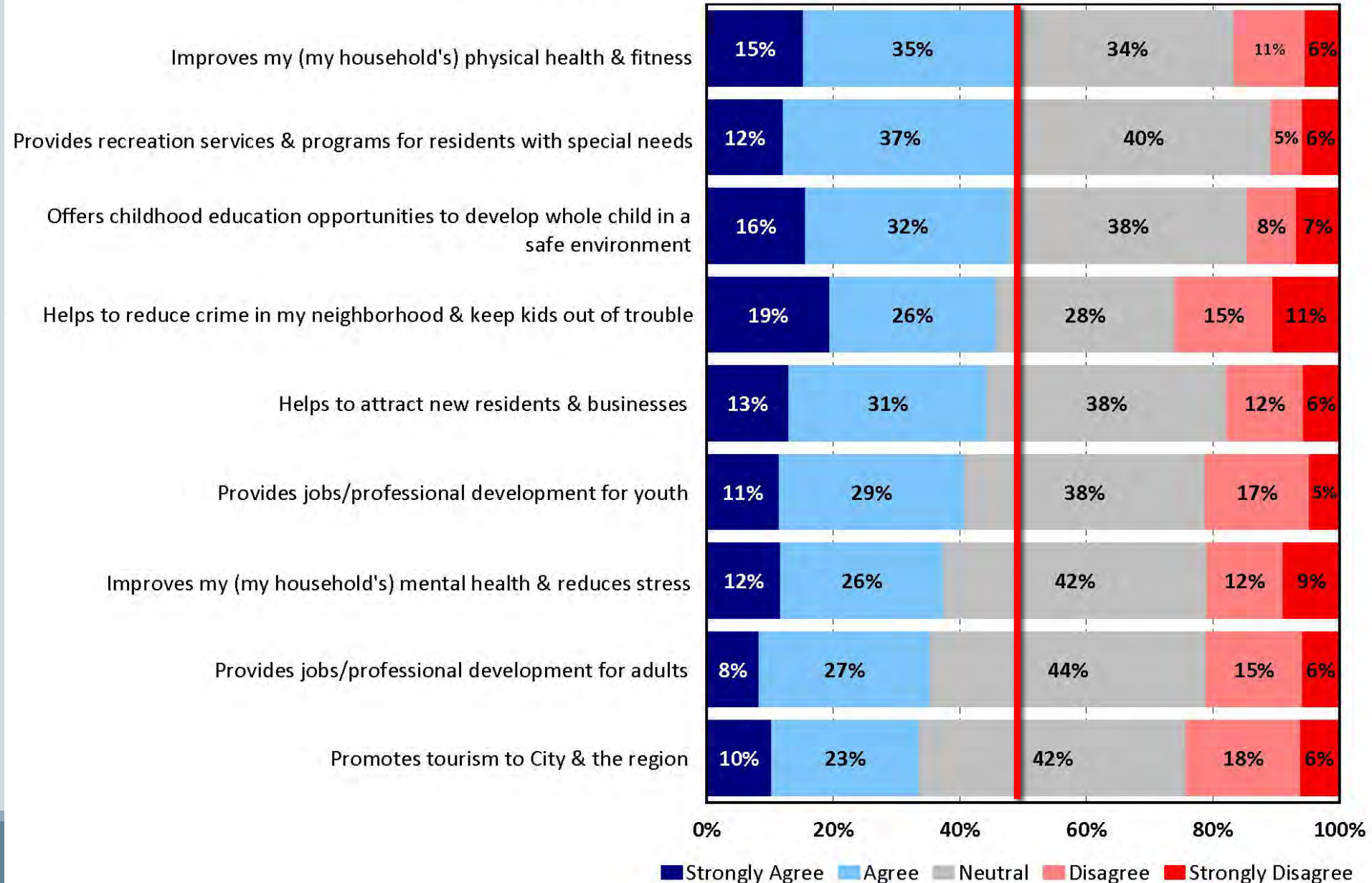
# Q12. Level of agreement with statements concerning potential benefits of Calabasas's recreation facilities, programs, or services

by percentage of respondents (excluding "don't know")



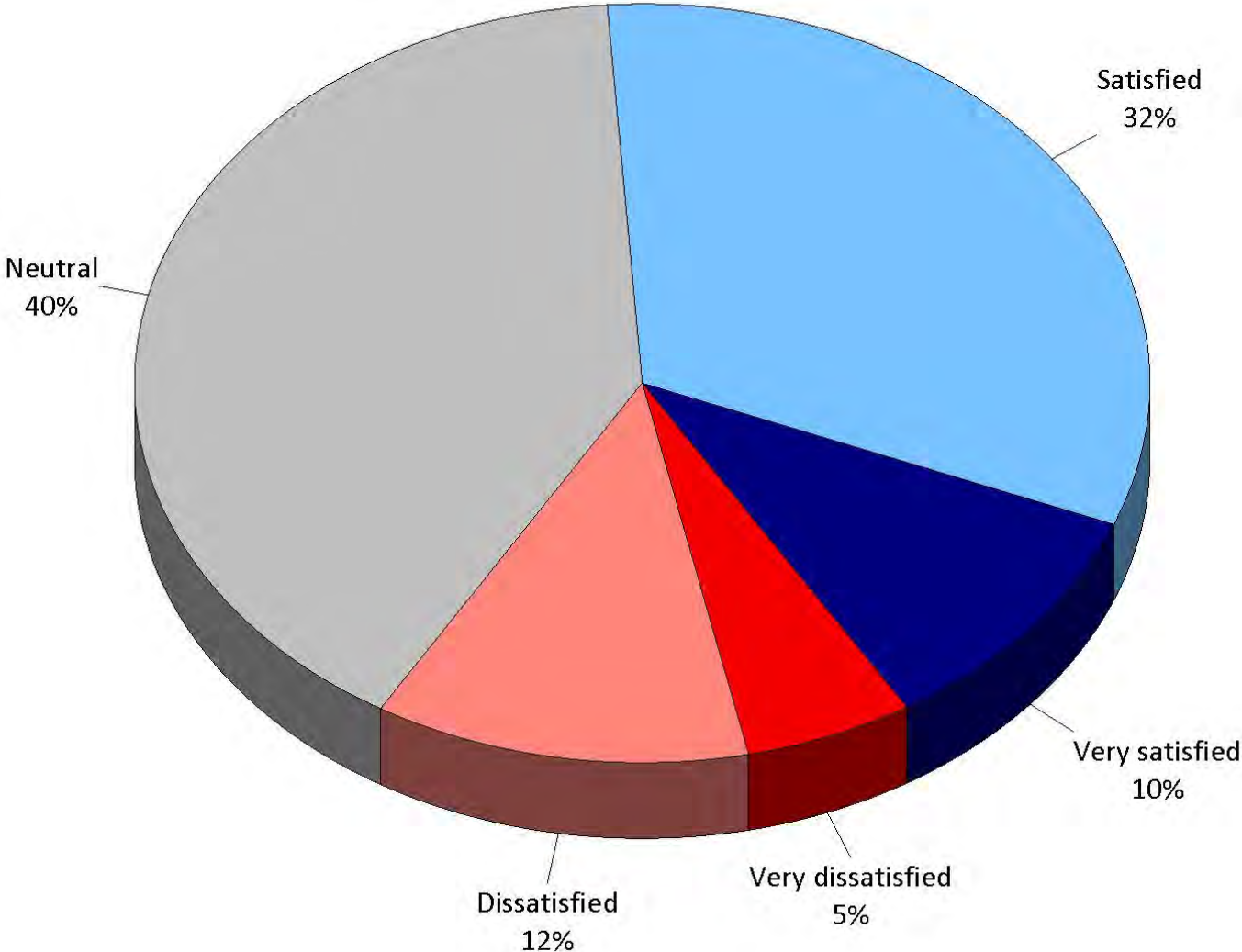
# (Continued) Q12. Level of agreement with statements concerning potential benefits of Calabasas's recreation facilities, programs, or services

by percentage of respondents (excluding "don't know")



# Q14. Level of satisfaction with the overall value that your household receives from Community Services facilities, programs, or services.

by percentage of respondents (excluding "don't know")



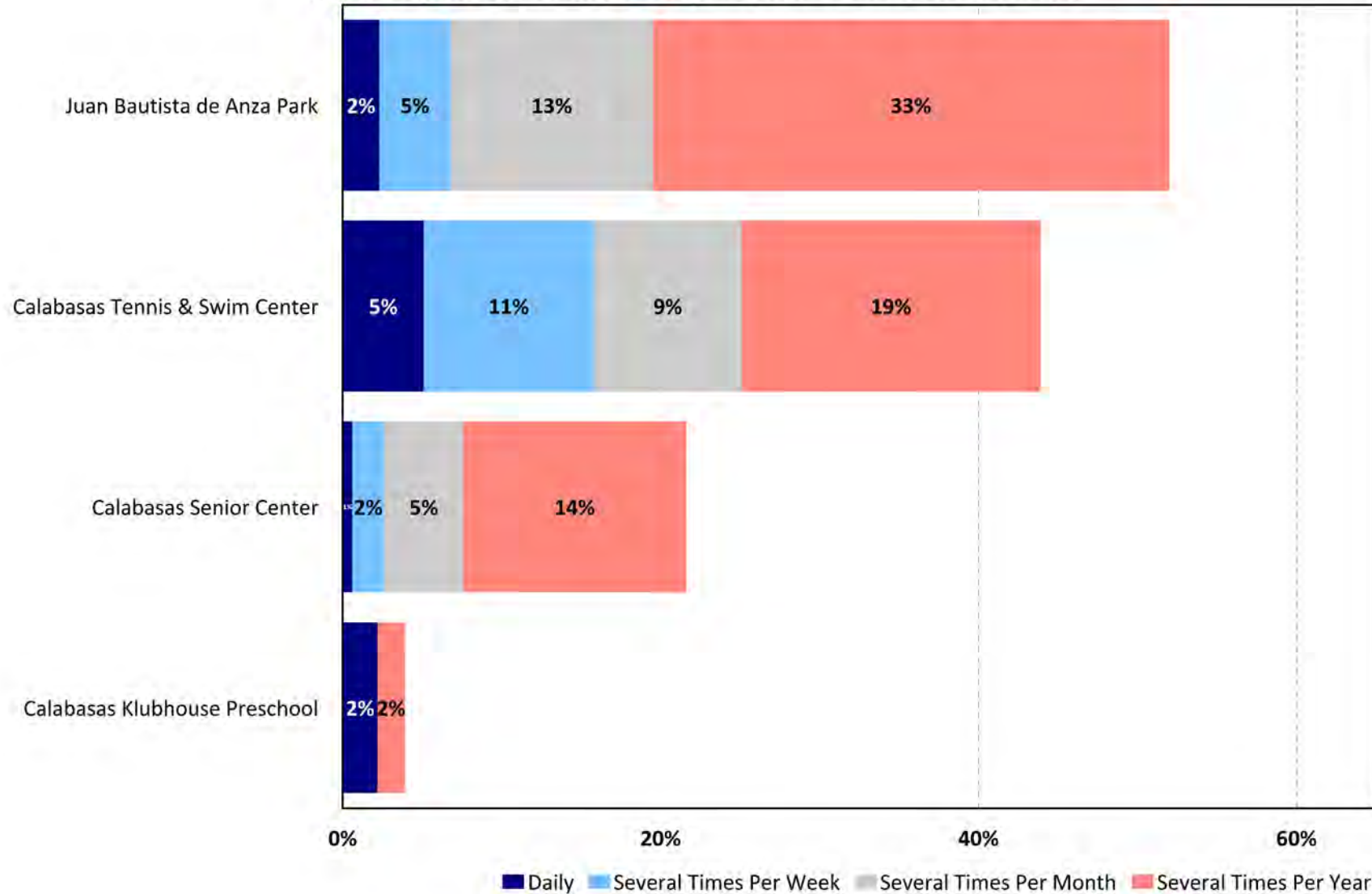


# CURRENT FACILITY VISITATION AND BARRIERS

# Facility Use

**Q1. Facility Use. For each of the following, please indicate how often you or members of your household use or visit**

by percentage of respondents (excluding "not provided" and "never" responses)

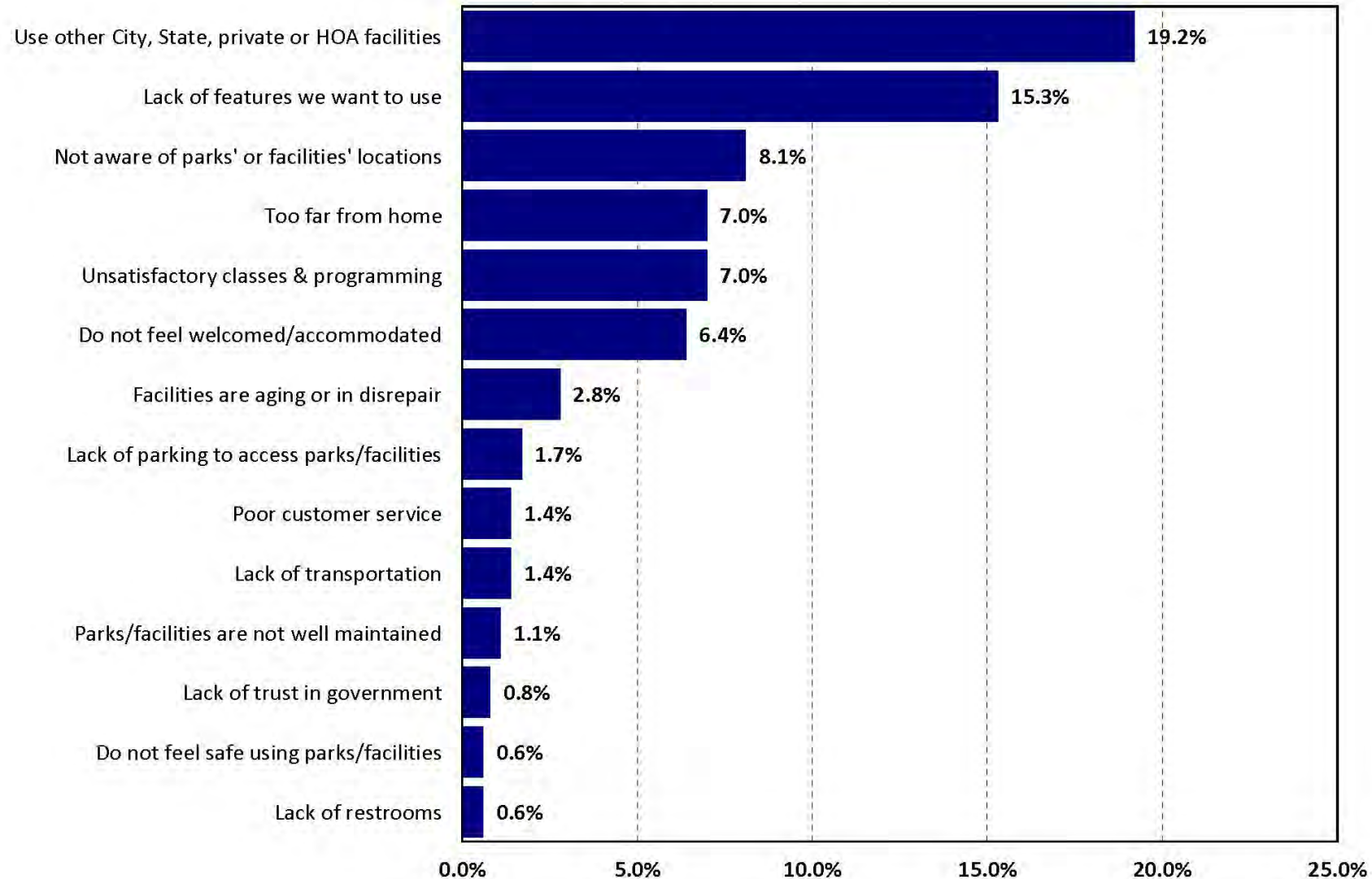




# Barriers to Usage

**Q1a. If your household has NOT visited any facilities during the past 12 months, please CHECK ALL of the following reasons why you have NOT visited.**

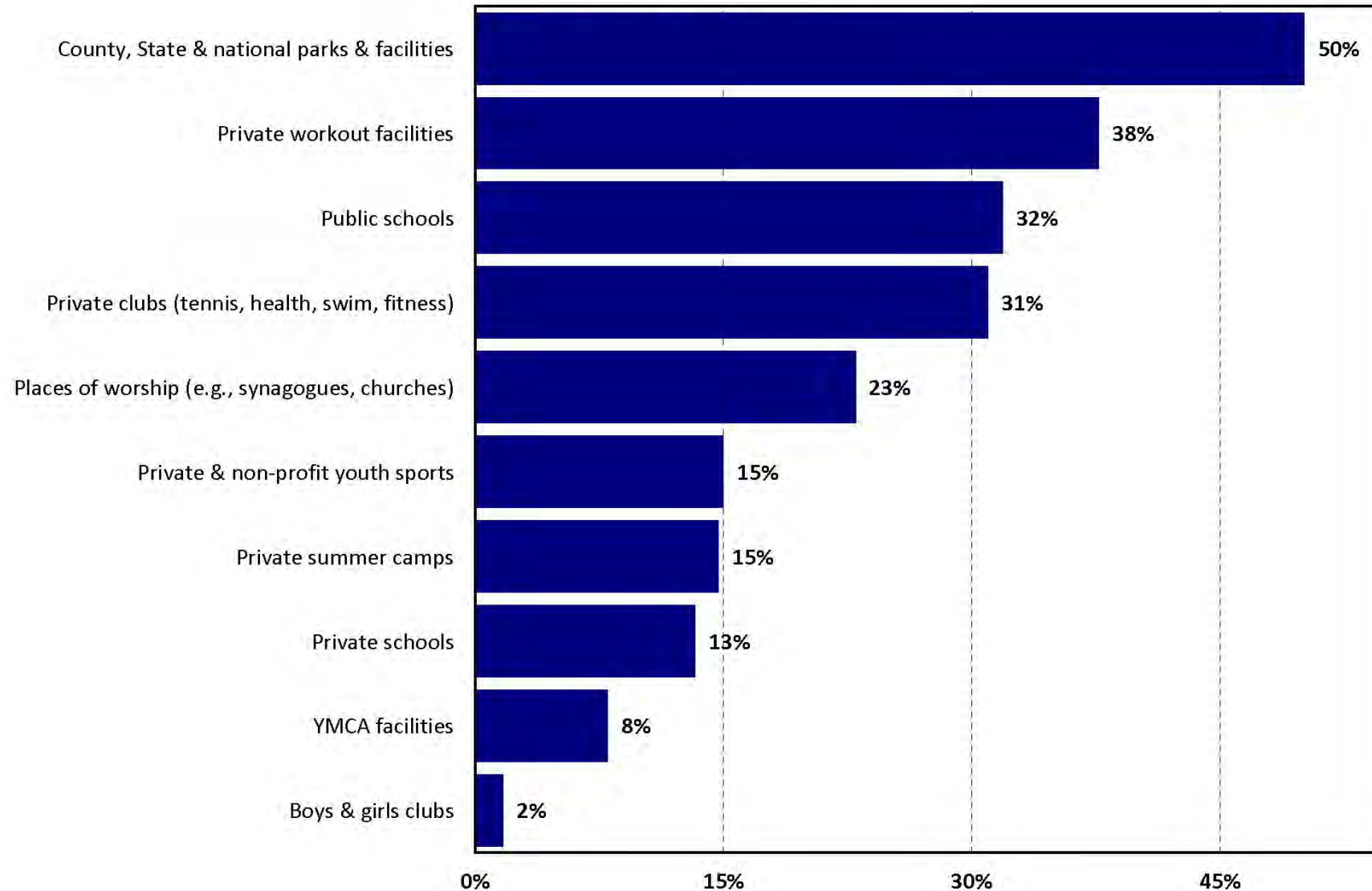
by percentage of respondents



# Other Usage

**Q3. Please CHECK ALL of the non-City organizations that your household has used for recreation and/or sports activities during the last 12 months.**

by percentage of respondents

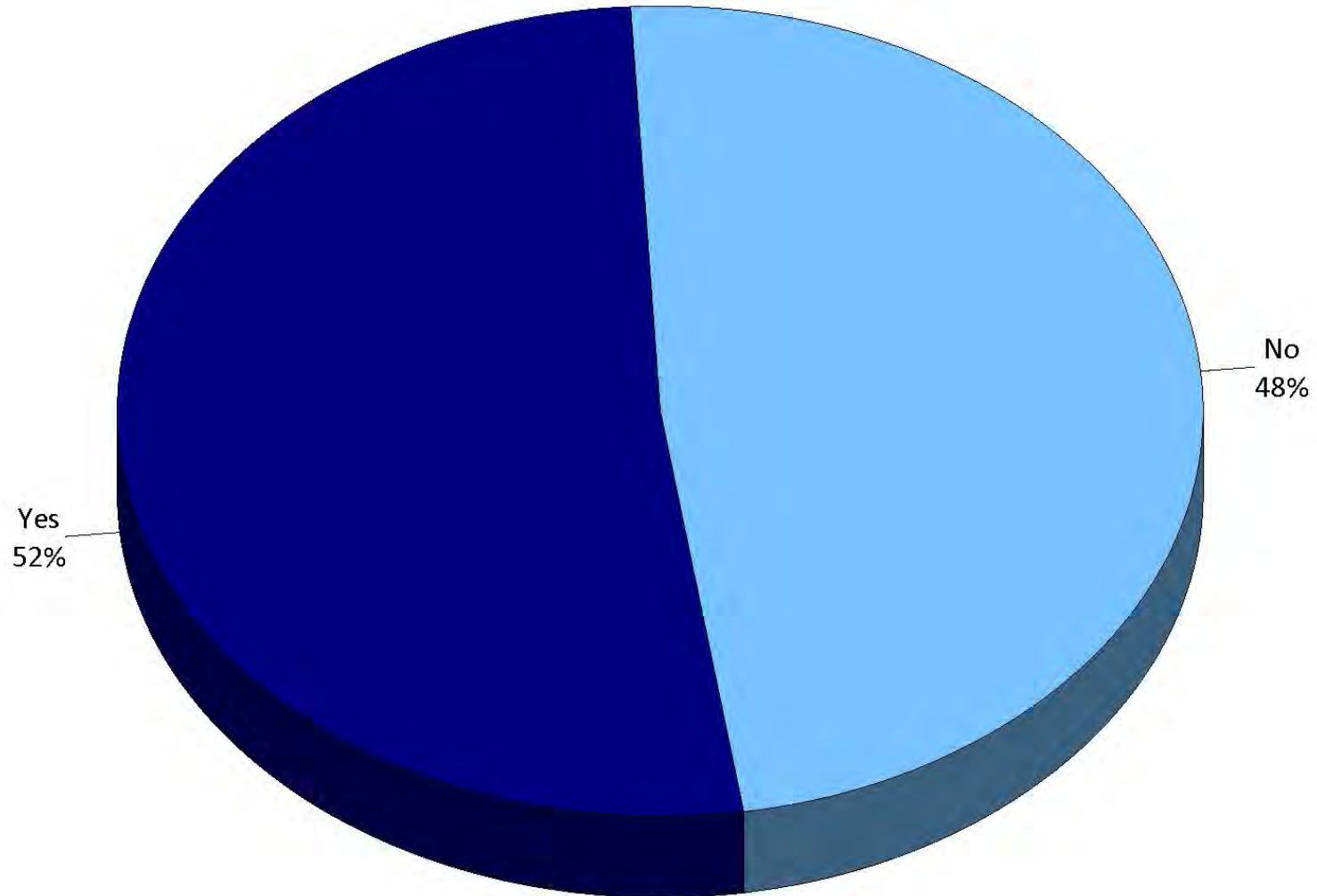




# PROGRAM PARTICIPATION AND QUALITY

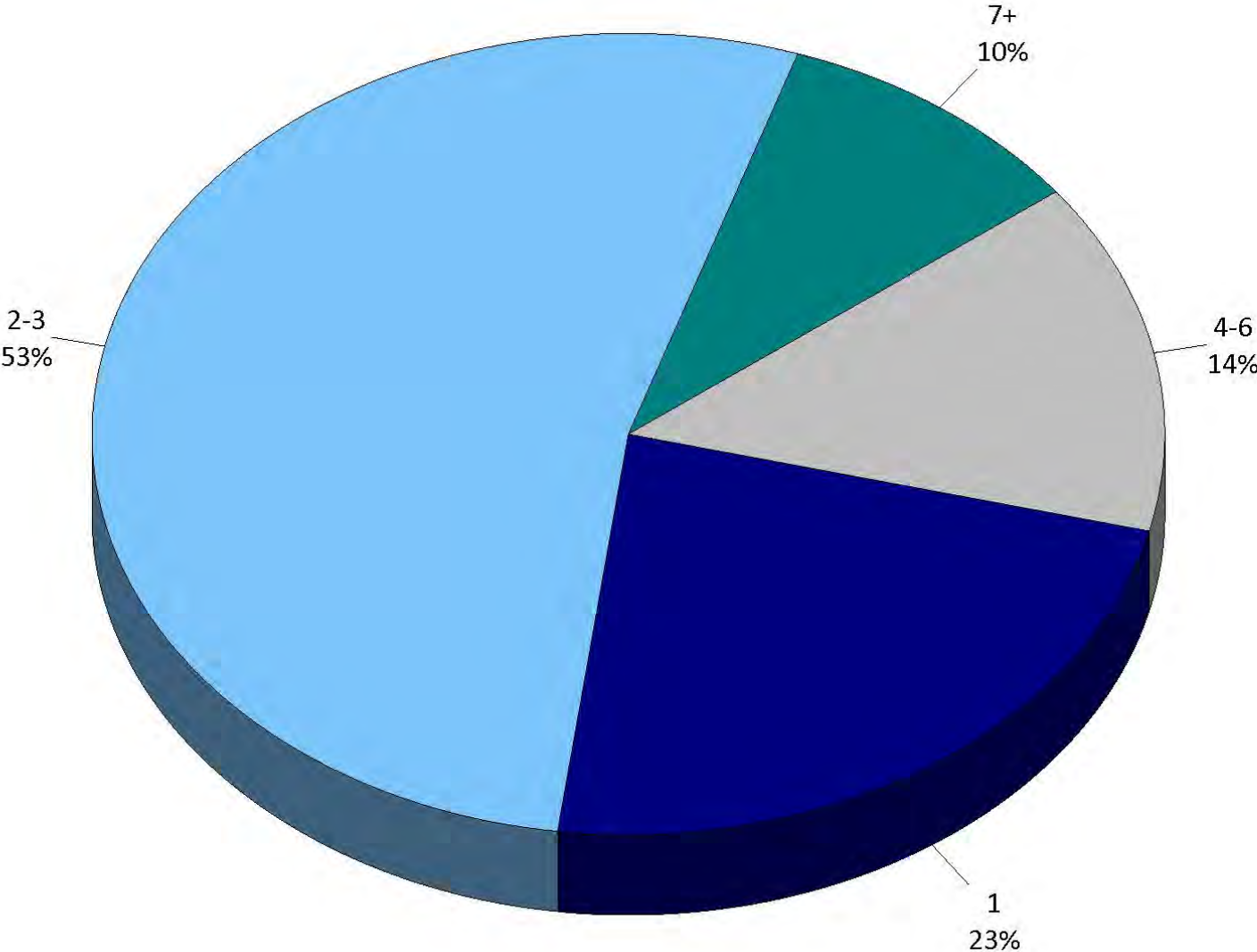
**Q6. Has your household participated in any programs/events offered and/or hosted by the City of Calabasas during the past 12 months?**

by percentage of respondents



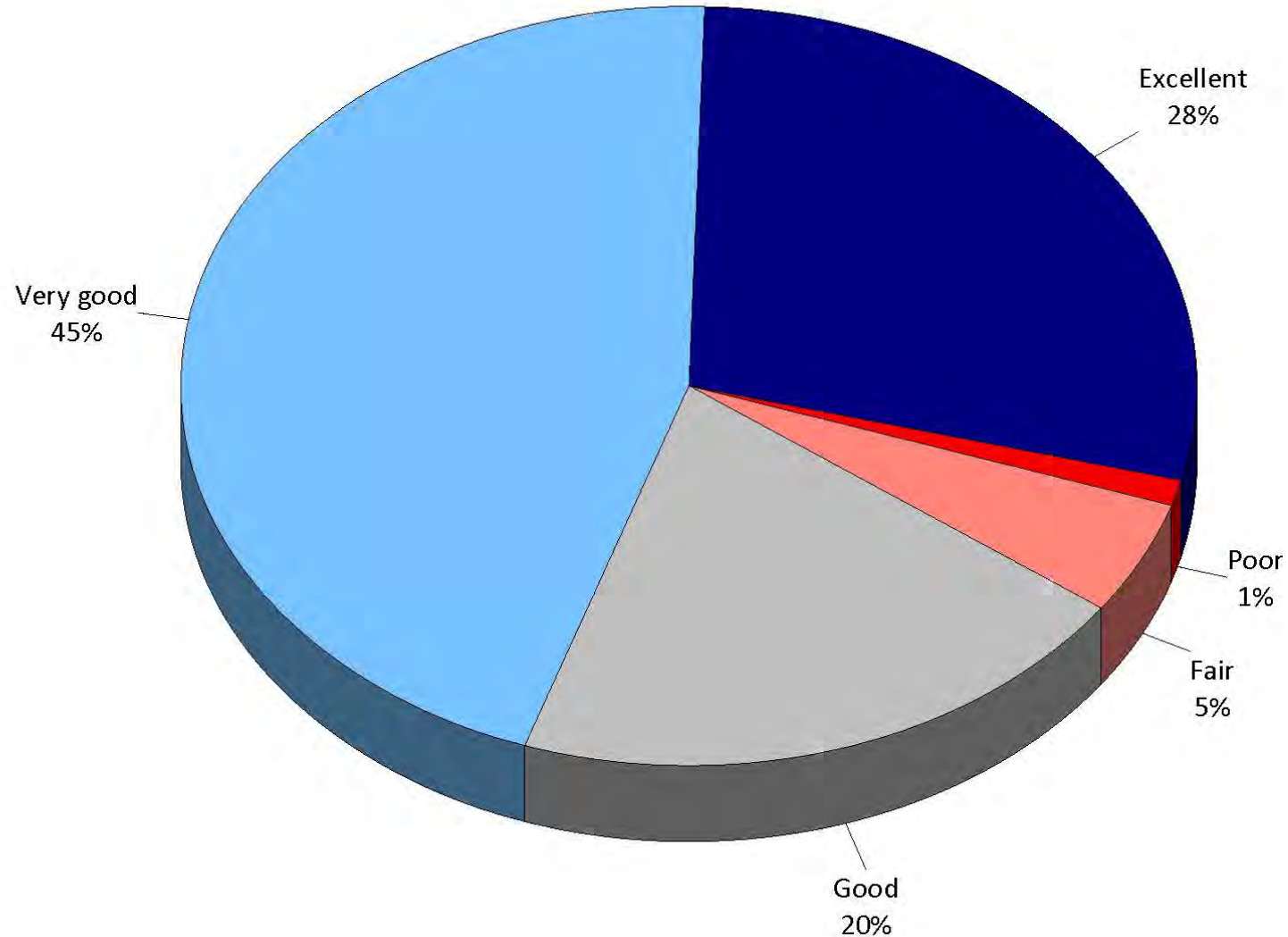
**Q6a. How many programs/events offered and/or hosted by Community Services have you or members of your household participated in during the past 12 months?**

by percentage of respondents (excluding "not provided")



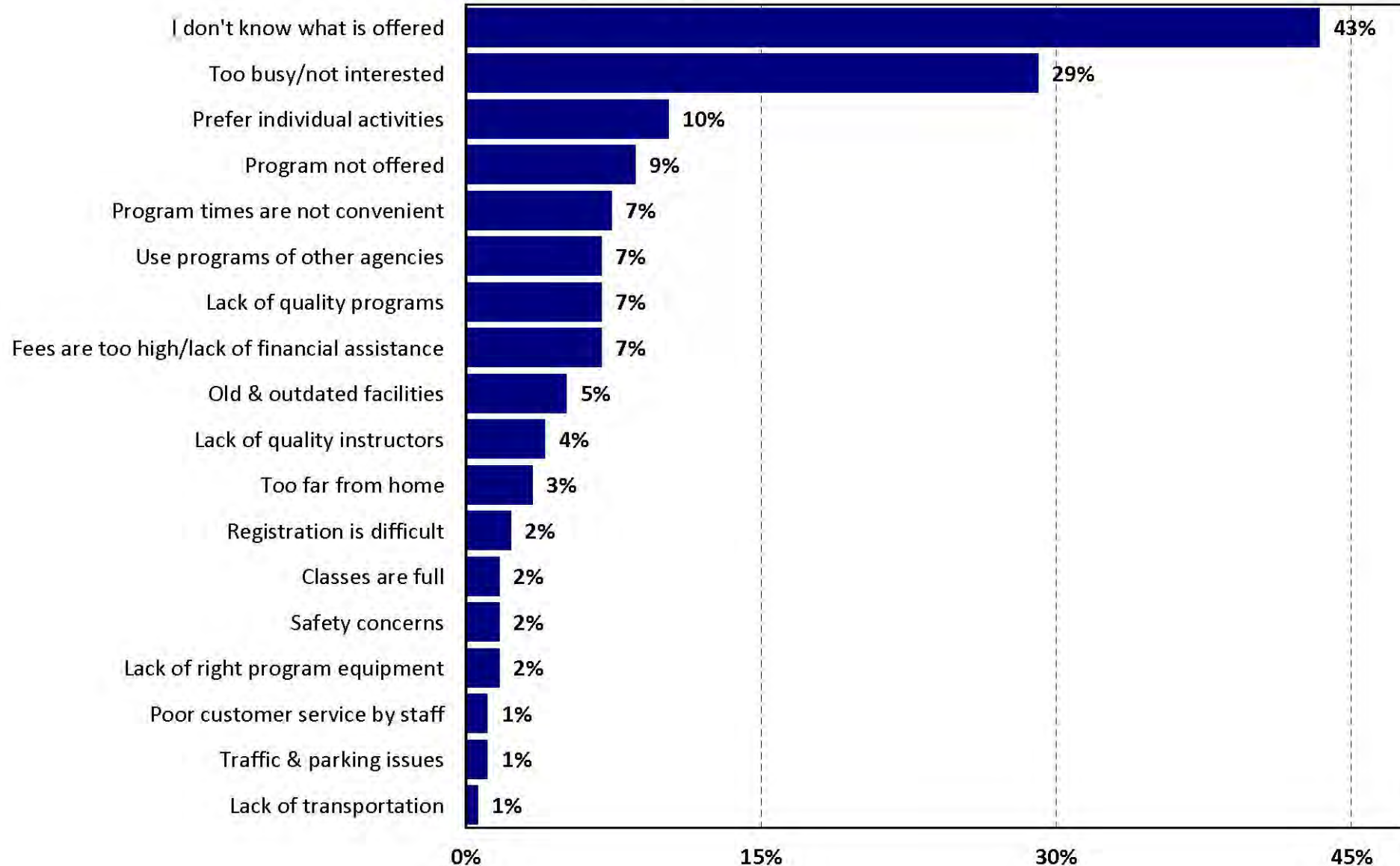
# Q6b. How would you rate the overall quality of Community Services programs/events in which your household has participated?

by percentage of respondents (excluding "not provided")



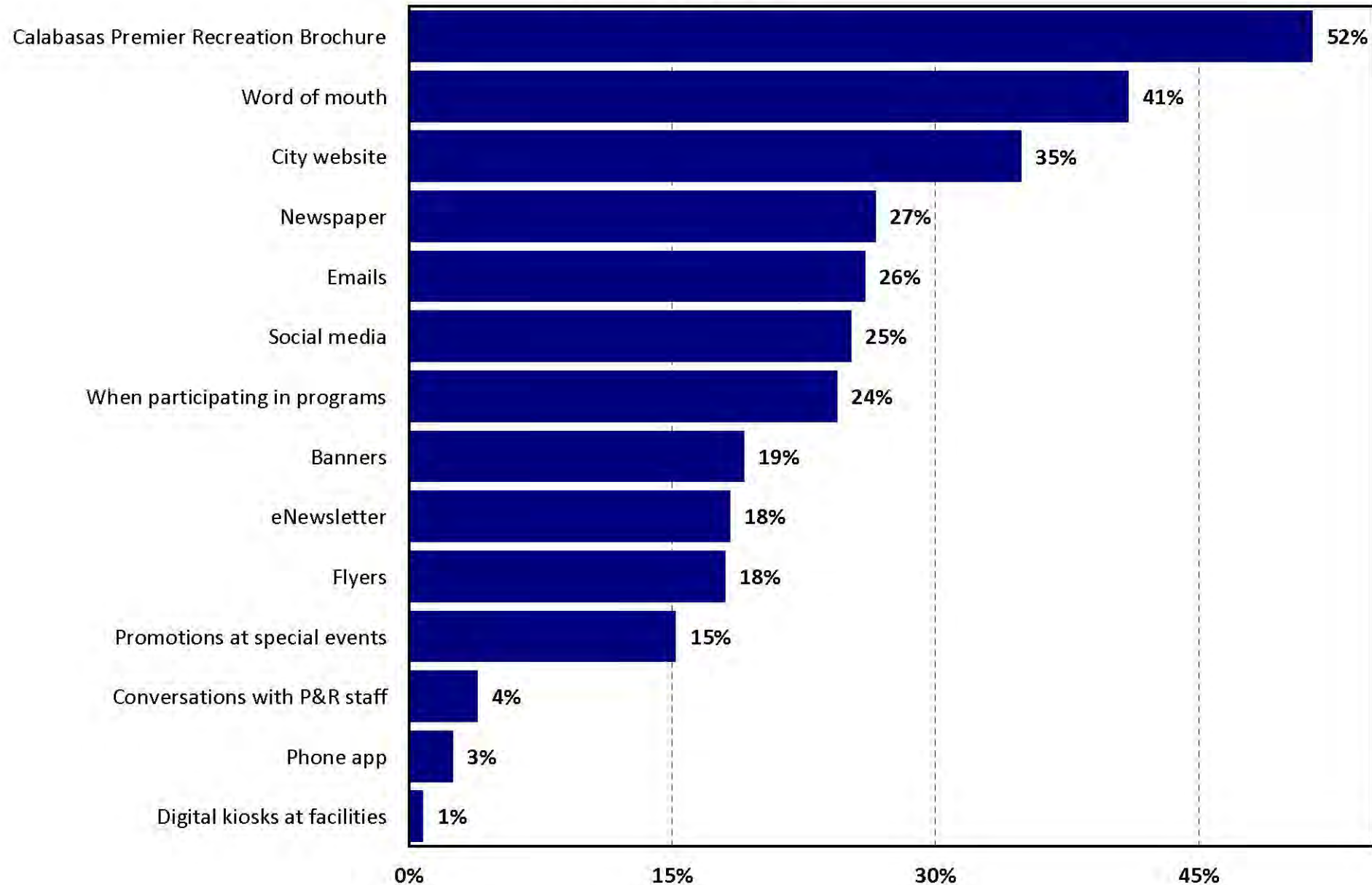
**Q6c. If your household has NOT participated in any Community Services programs/events during the past 12 months, please CHECK ALL of the following reasons why you may have NOT participated.**

by percentage of respondents



# Q4. From the following list, please CHECK ALL the ways you learn about Calabasas recreation programs and services.

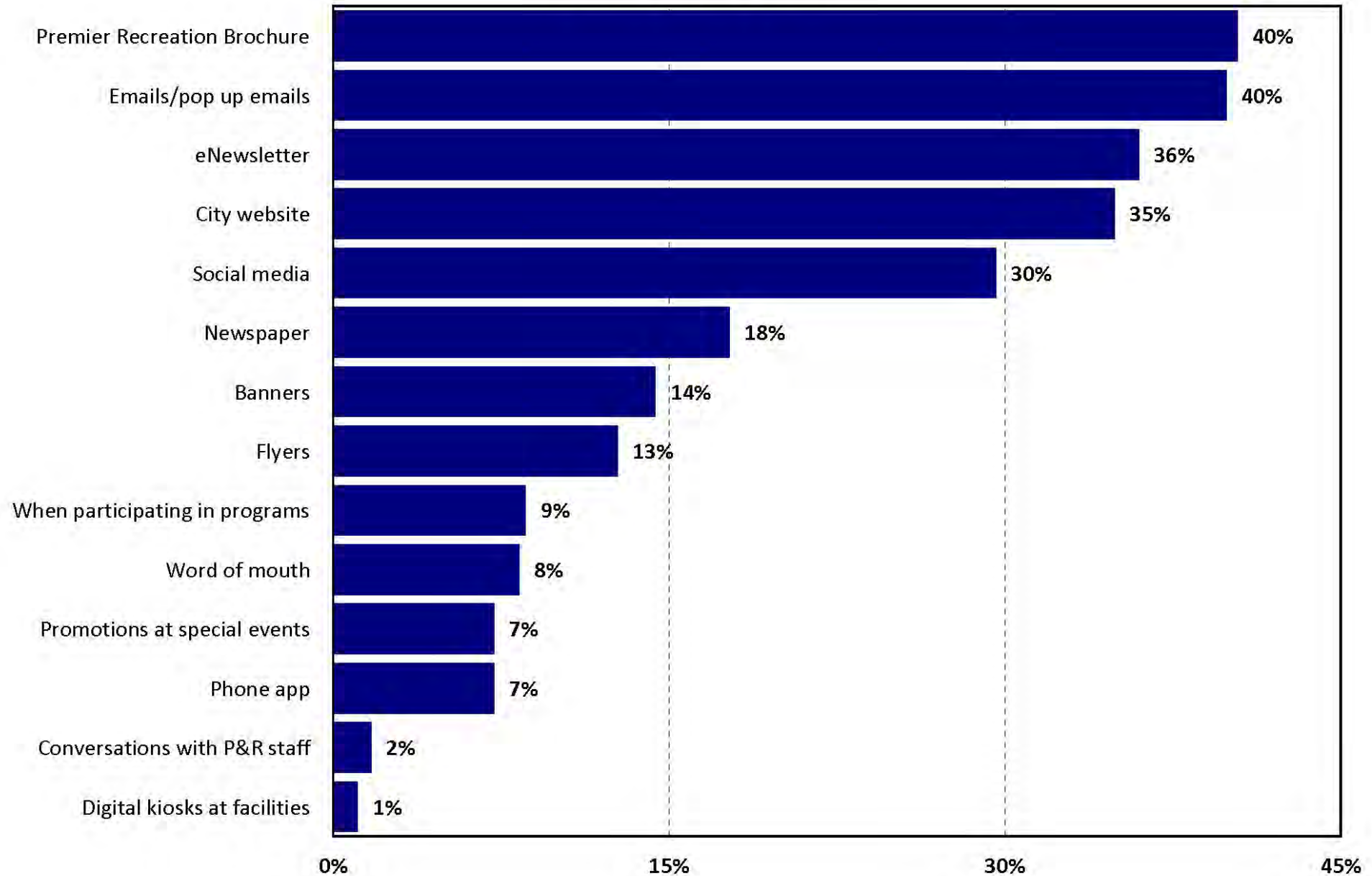
by percentage of respondents





# Q5. Which THREE methods of communication would you MOST PREFER the City use to communicate with you about recreation programs and services?

by percentage of respondents

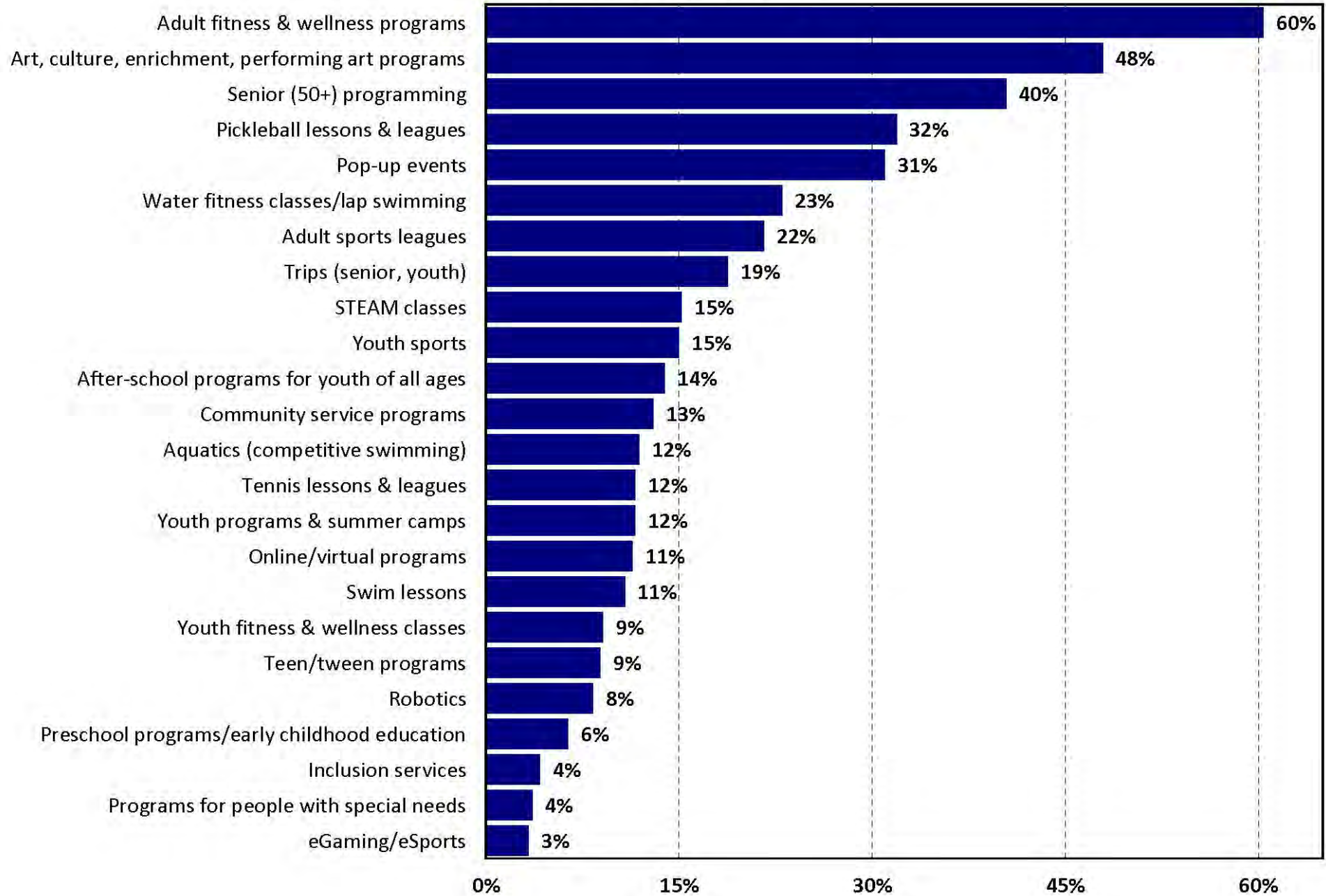




# RECREATION PROGRAM NEEDS

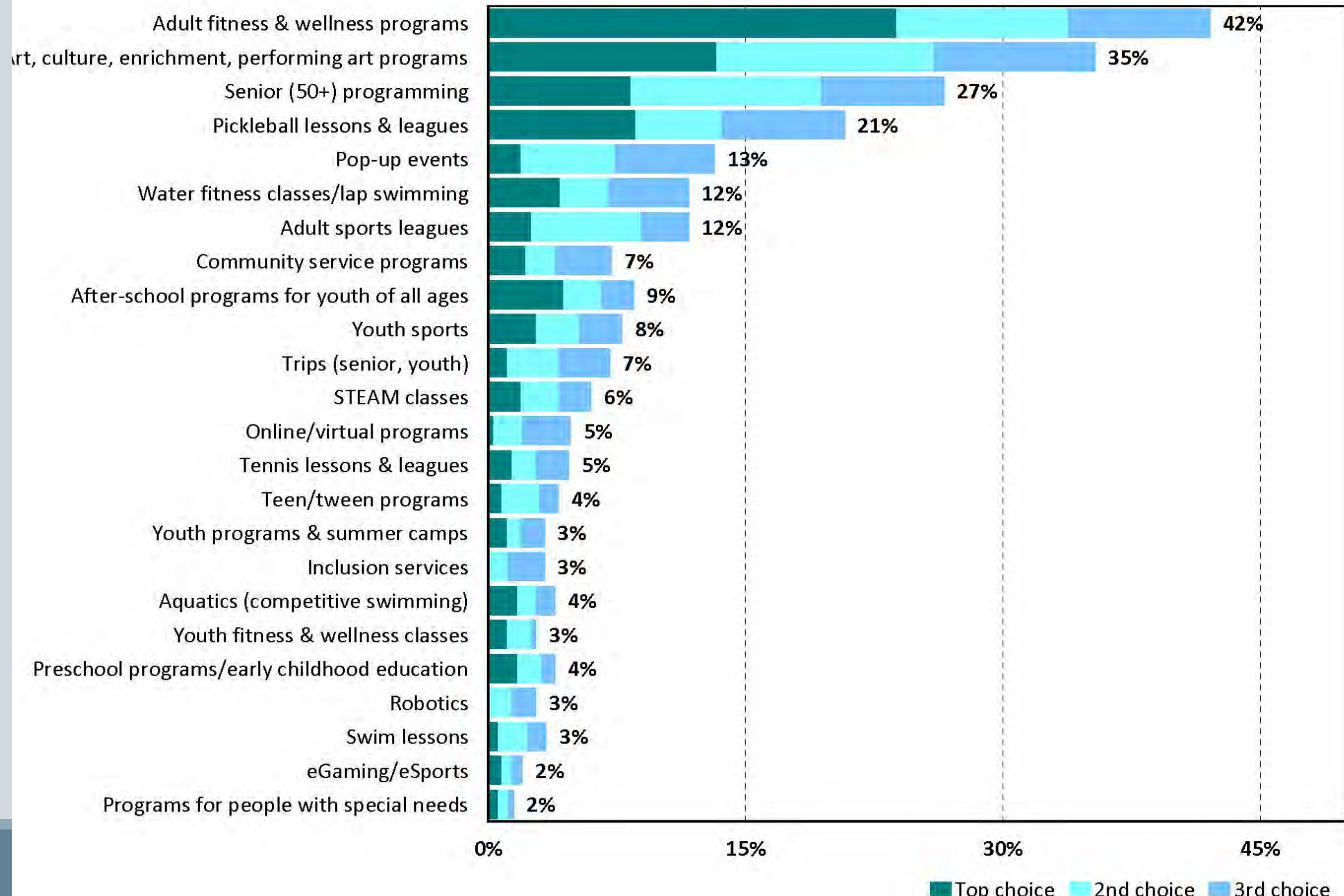
# Q8. Respondents With Need for Programs

by percentage of respondents



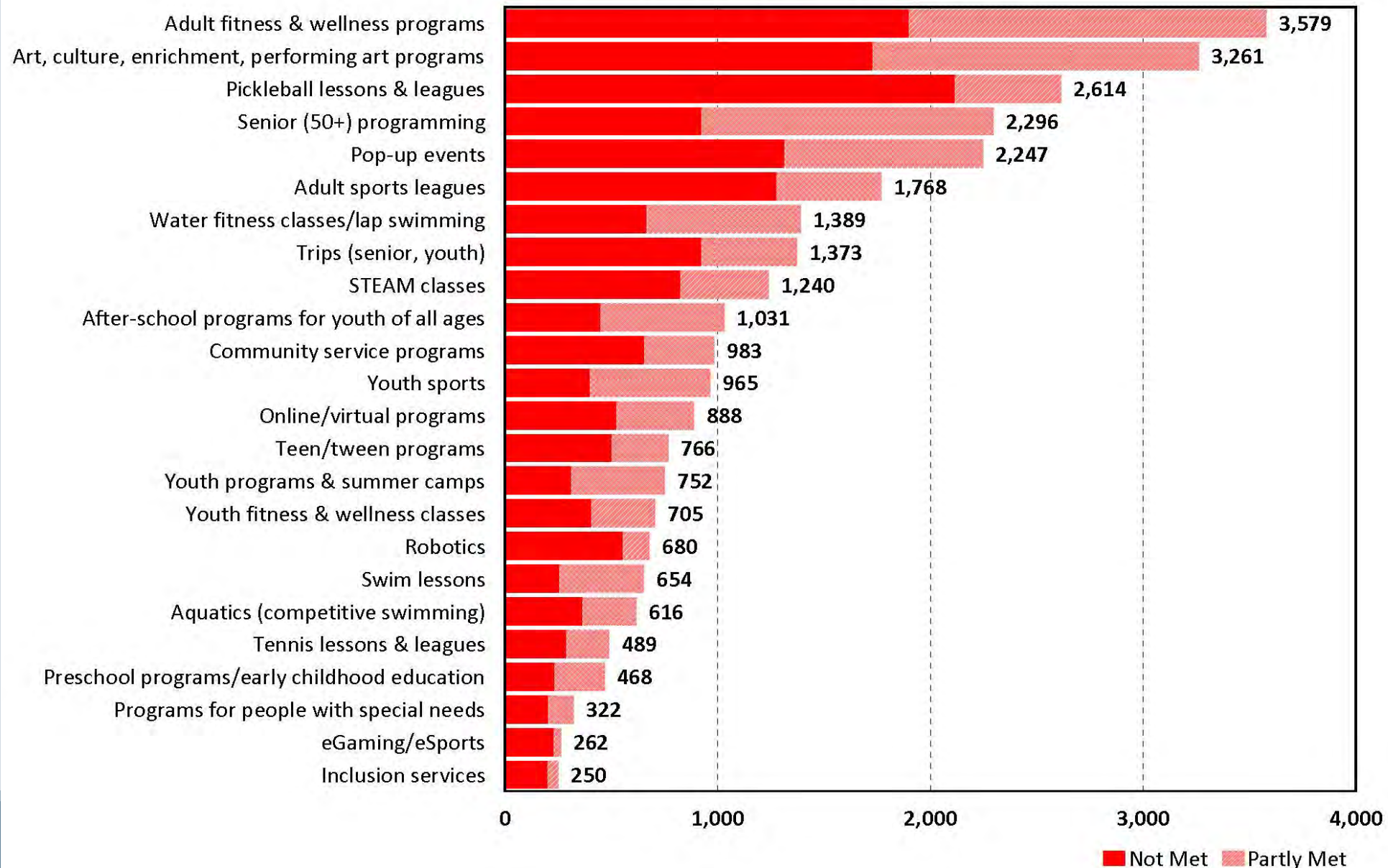
# Q9. Programs Most Important to Households

by percentage of respondents who selected the items as one of their top three choices

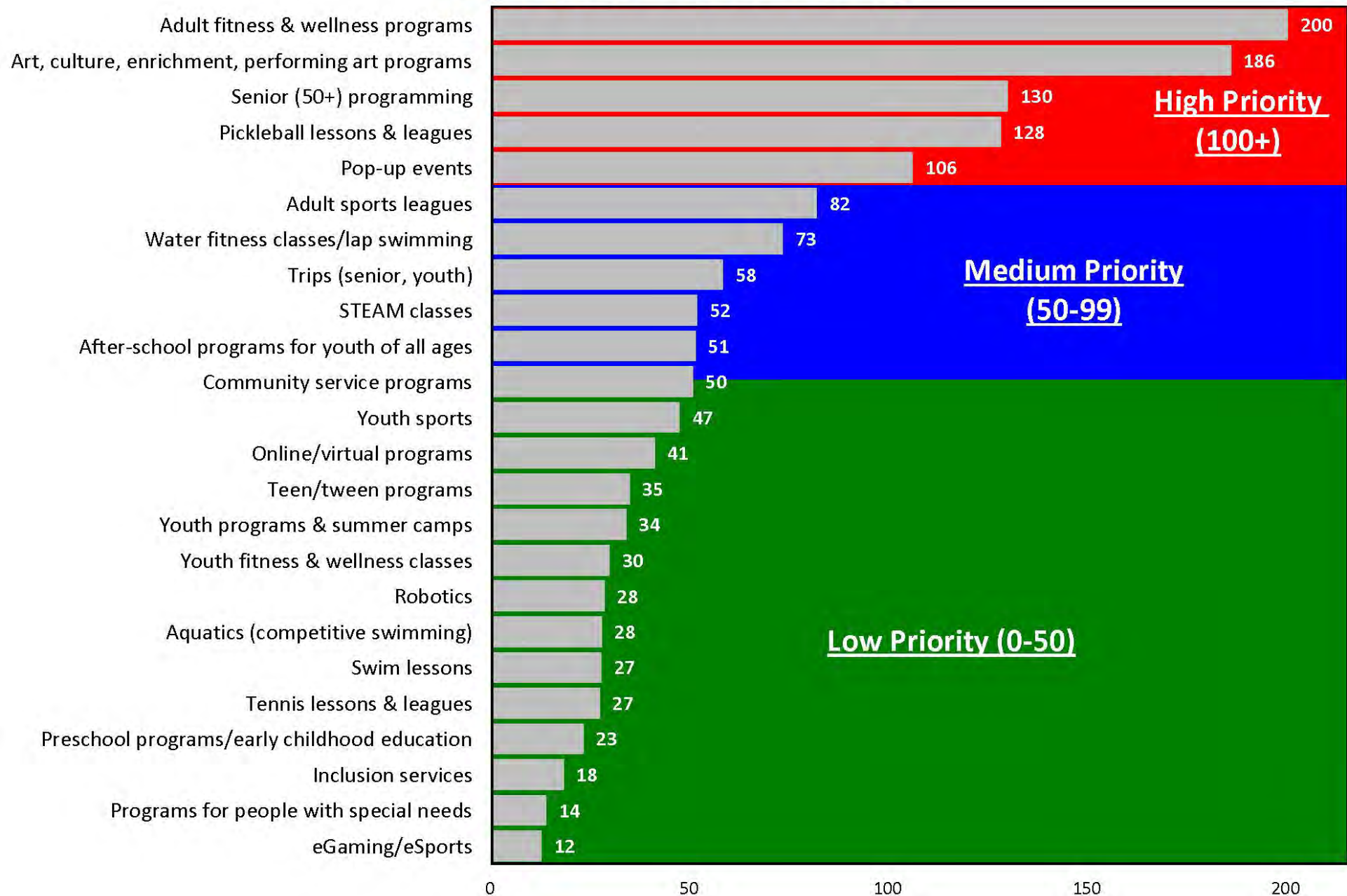


# Q8c. Estimated Number of Households Whose Program Needs Are Only “Partly Met” or “Not Met”

by number of households with need based on an estimated 8,936 households

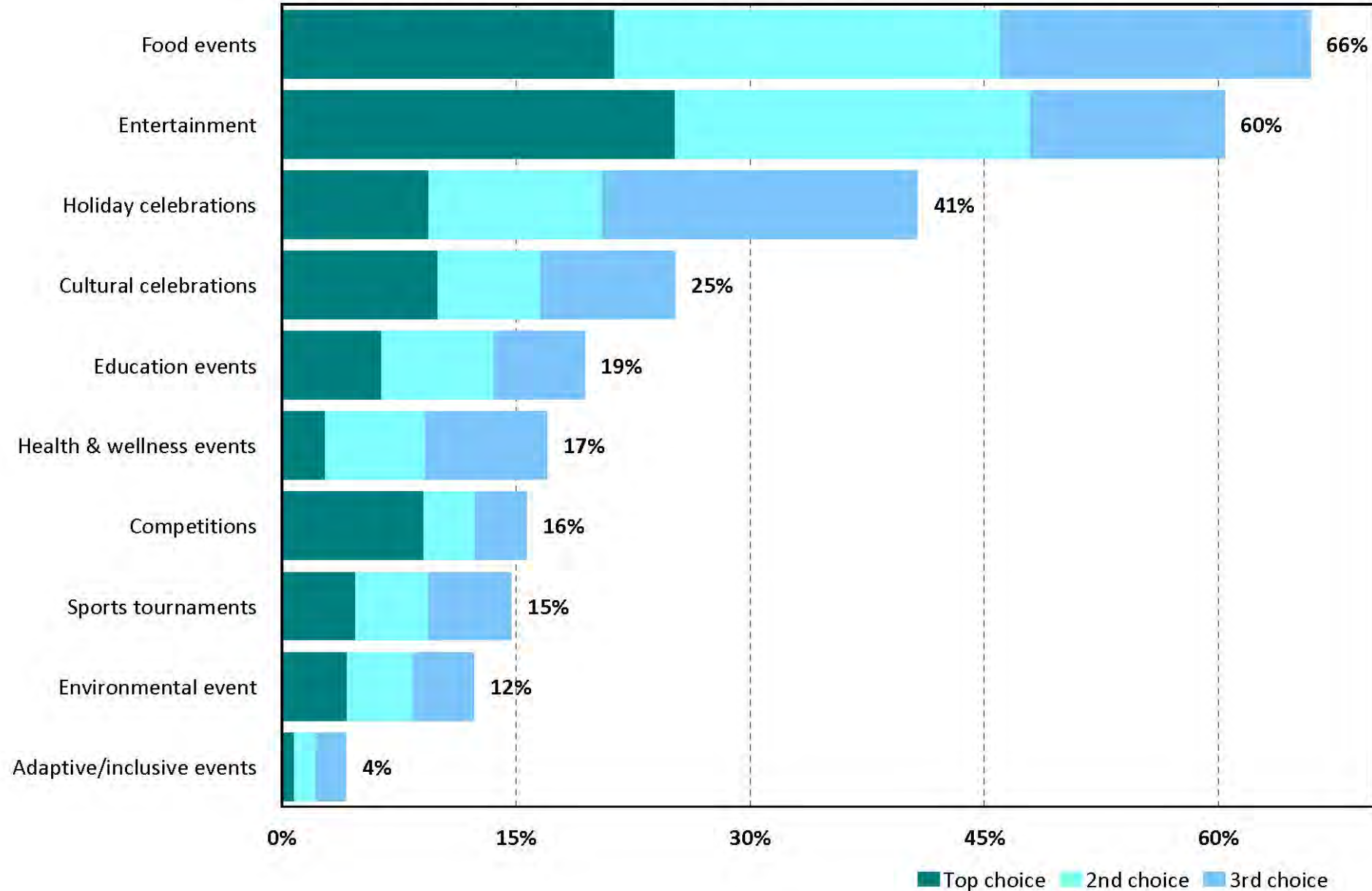


# Top Priorities for Investment for Programs Based on Priority Investment Rating



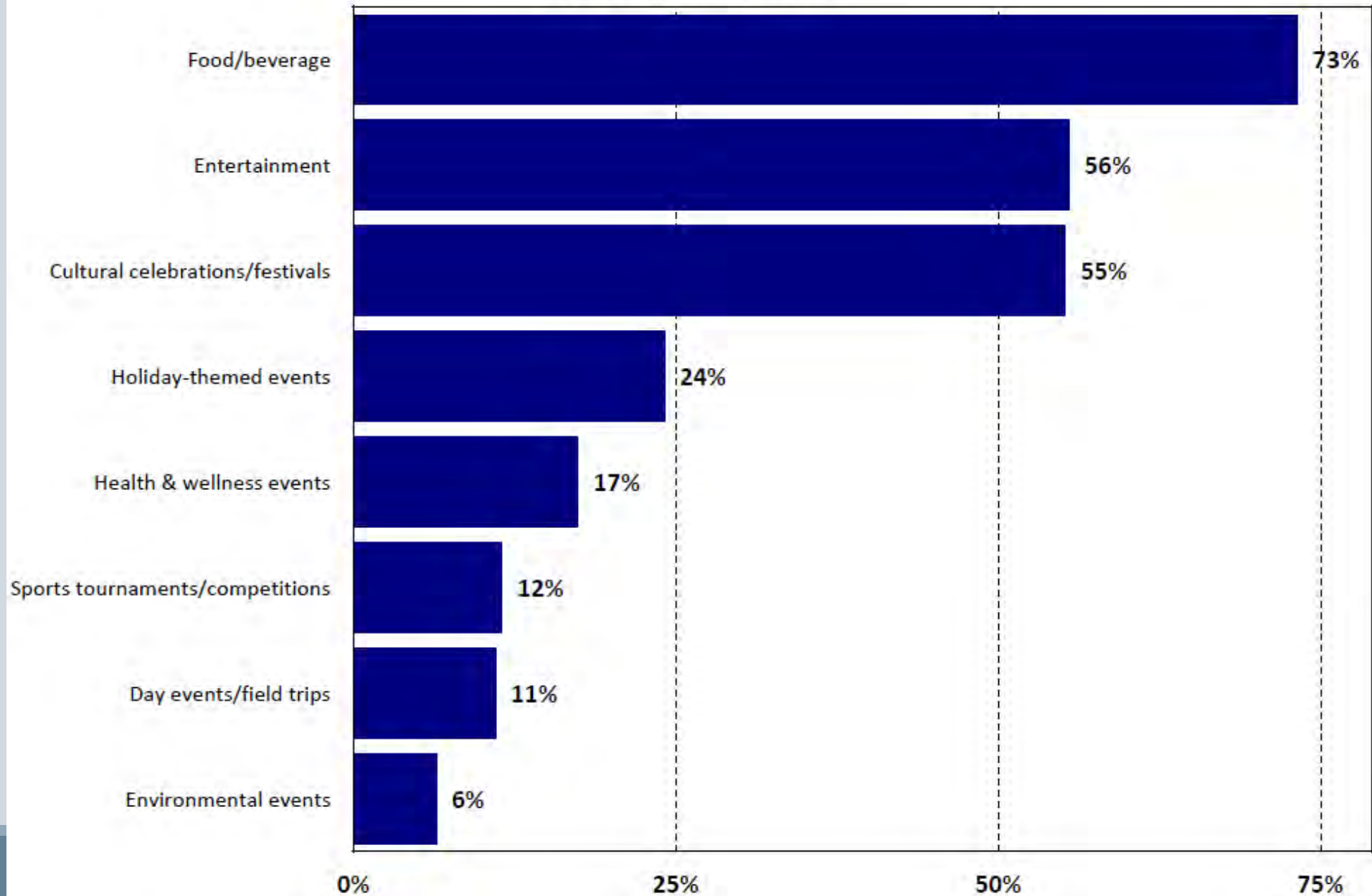
# Q7. Which THREE single or multi-day event concepts would you and members of your household would be MOST INTERESTED in?

by percentage of respondents who selected the items as one of their top three choices



# Q10. Special Event Concepts Respondents are Most Interested In

by percentage of respondents



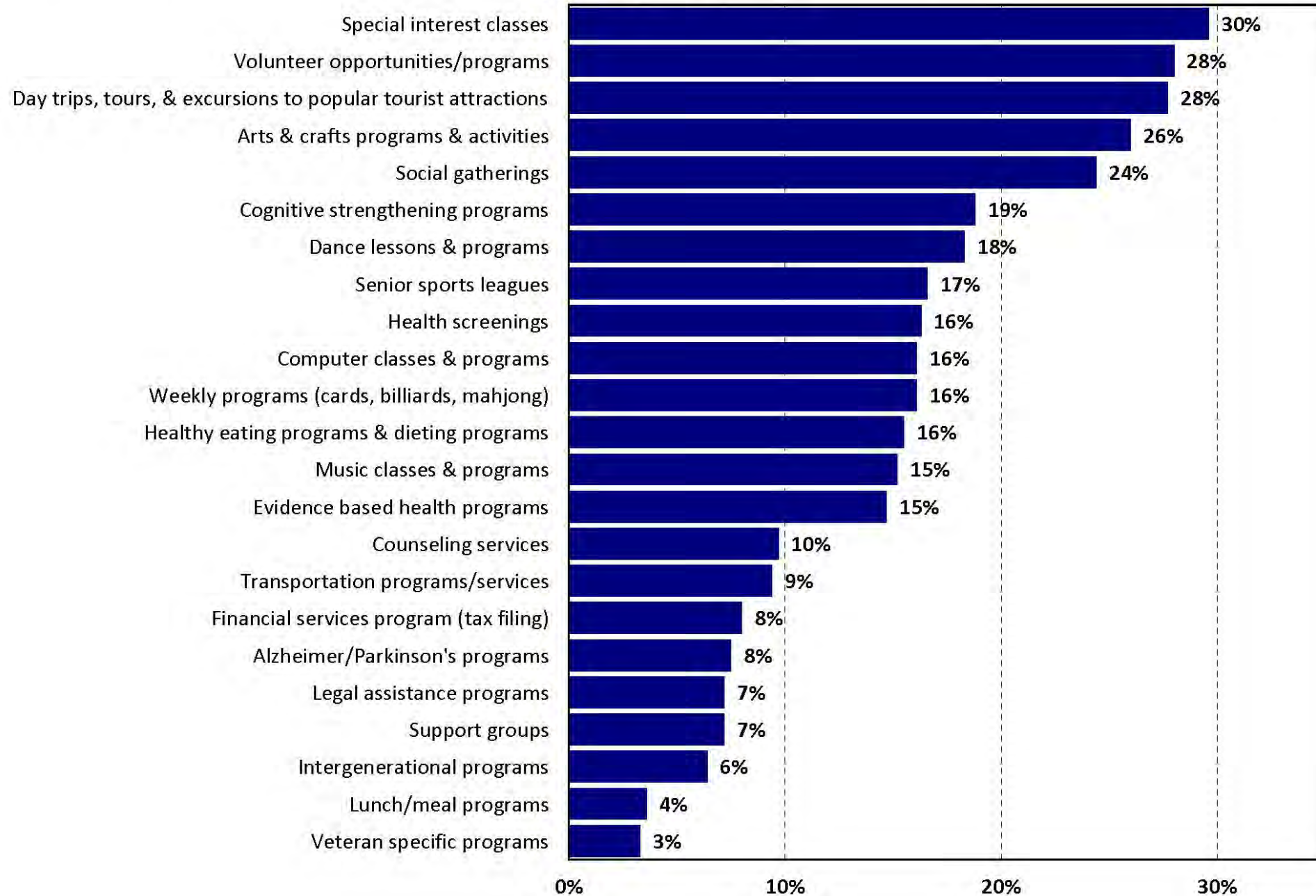




# ACTIVE AGING PROGRAM/SERVICE NEEDS

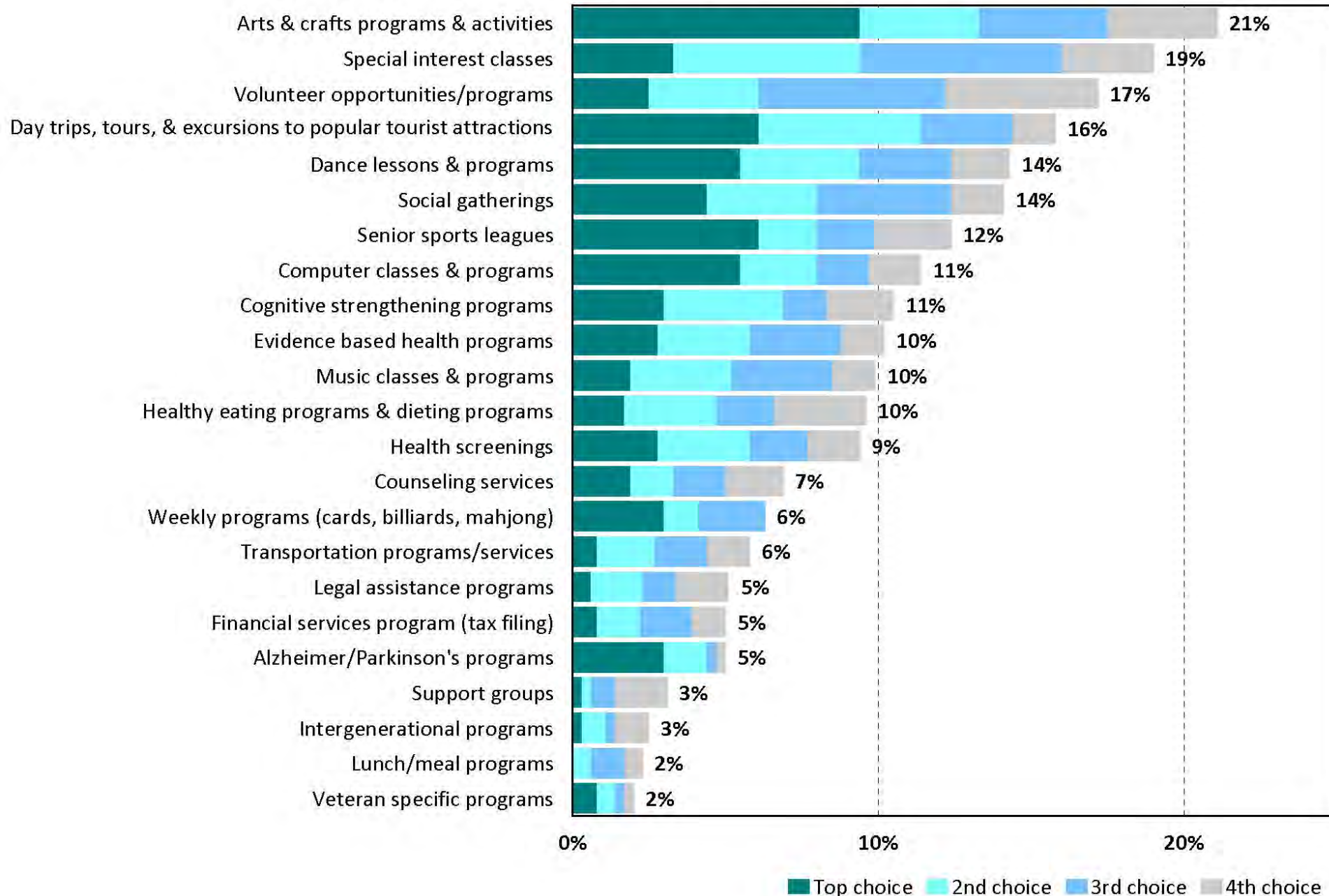
# Q10. Respondents With Need for Active Aging Programs/Services

by percentage of respondents



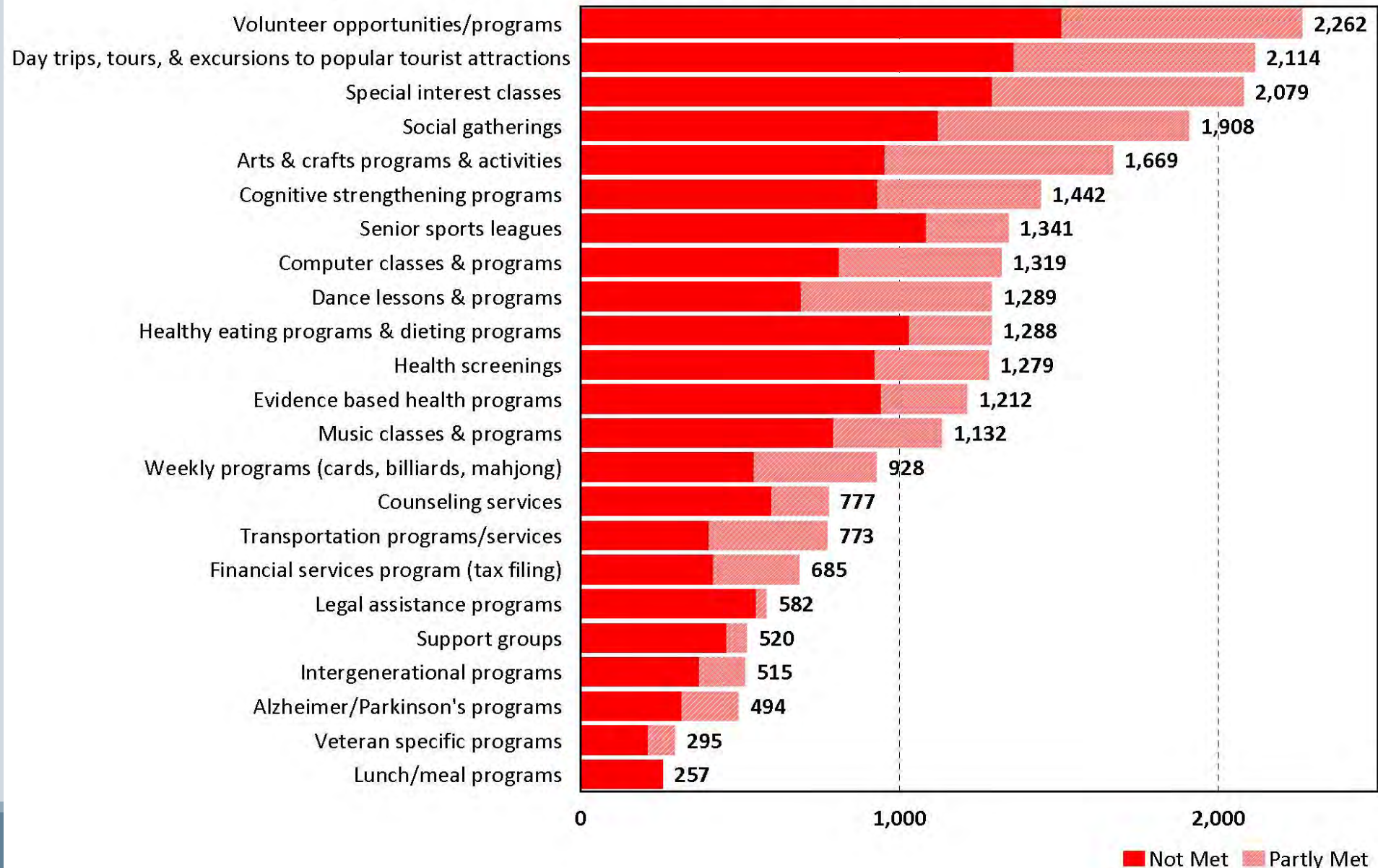
# Q11. Active Aging Programs Most Important to Households

by percentage of respondents who selected the items as one of their top four choices

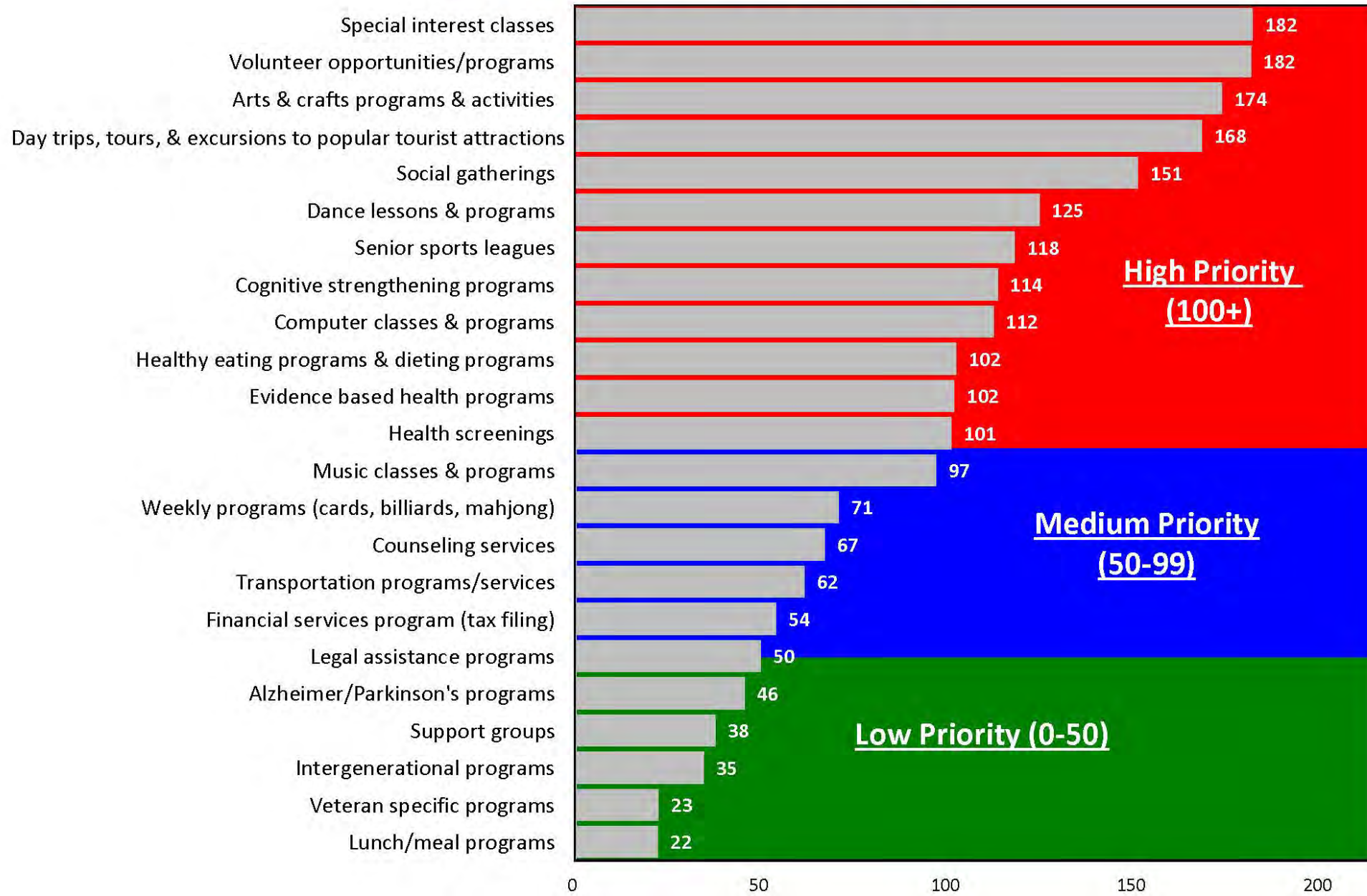


# Q10c. Estimated Number of Households Whose Active Aging Program Needs Are Only "Partly Met" or "Not Met"

by number of households with need based on an estimated 8,936 households



# Top Priorities for Investment for Active Aging Programs Based on Priority Investment Rating

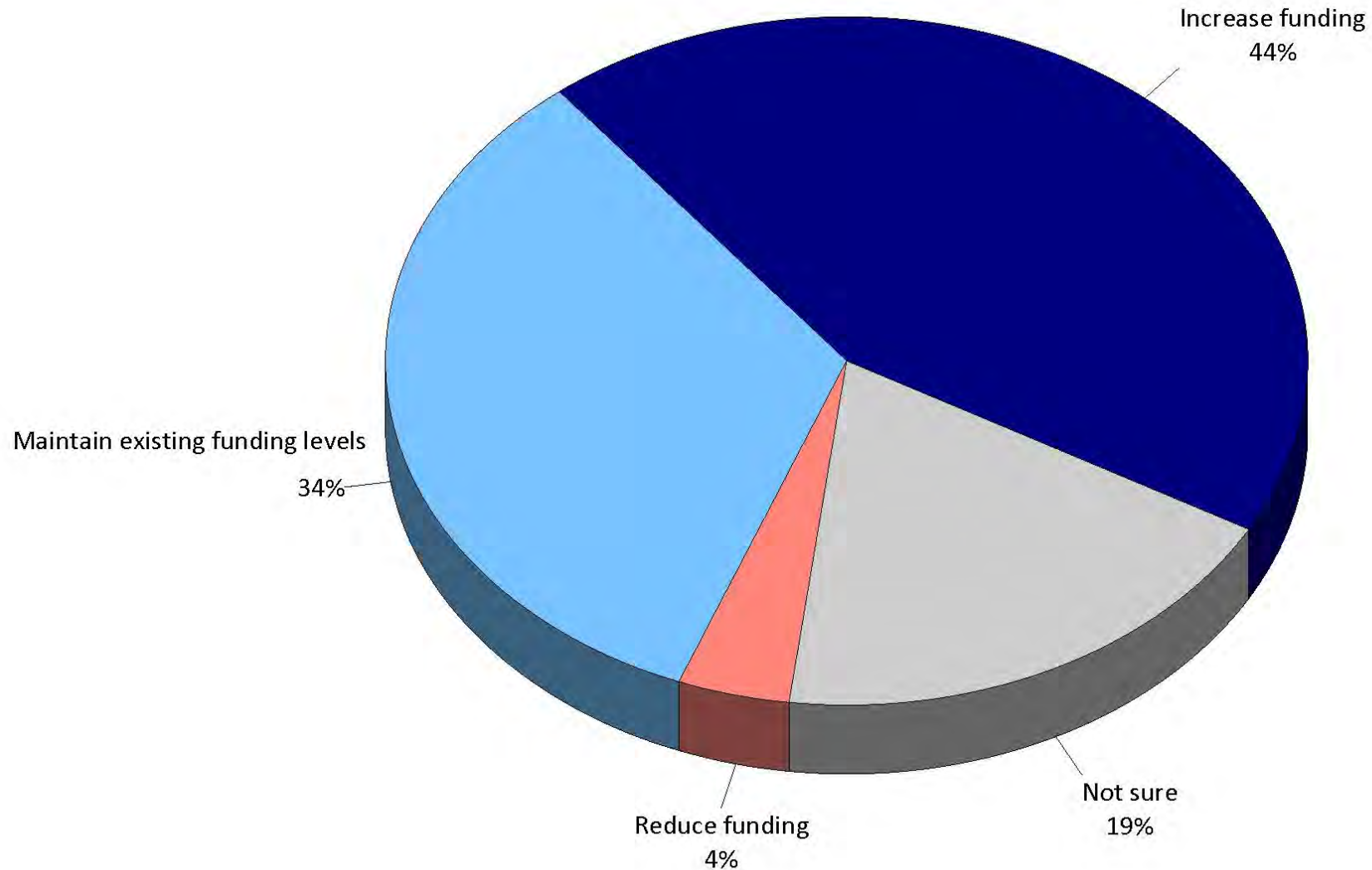




# COMMUNITY SUPPORT

# Q16. Based on your perception of value, how would you want the City to fund future recreation needs?

by percentage of respondents (excluding "not provided")





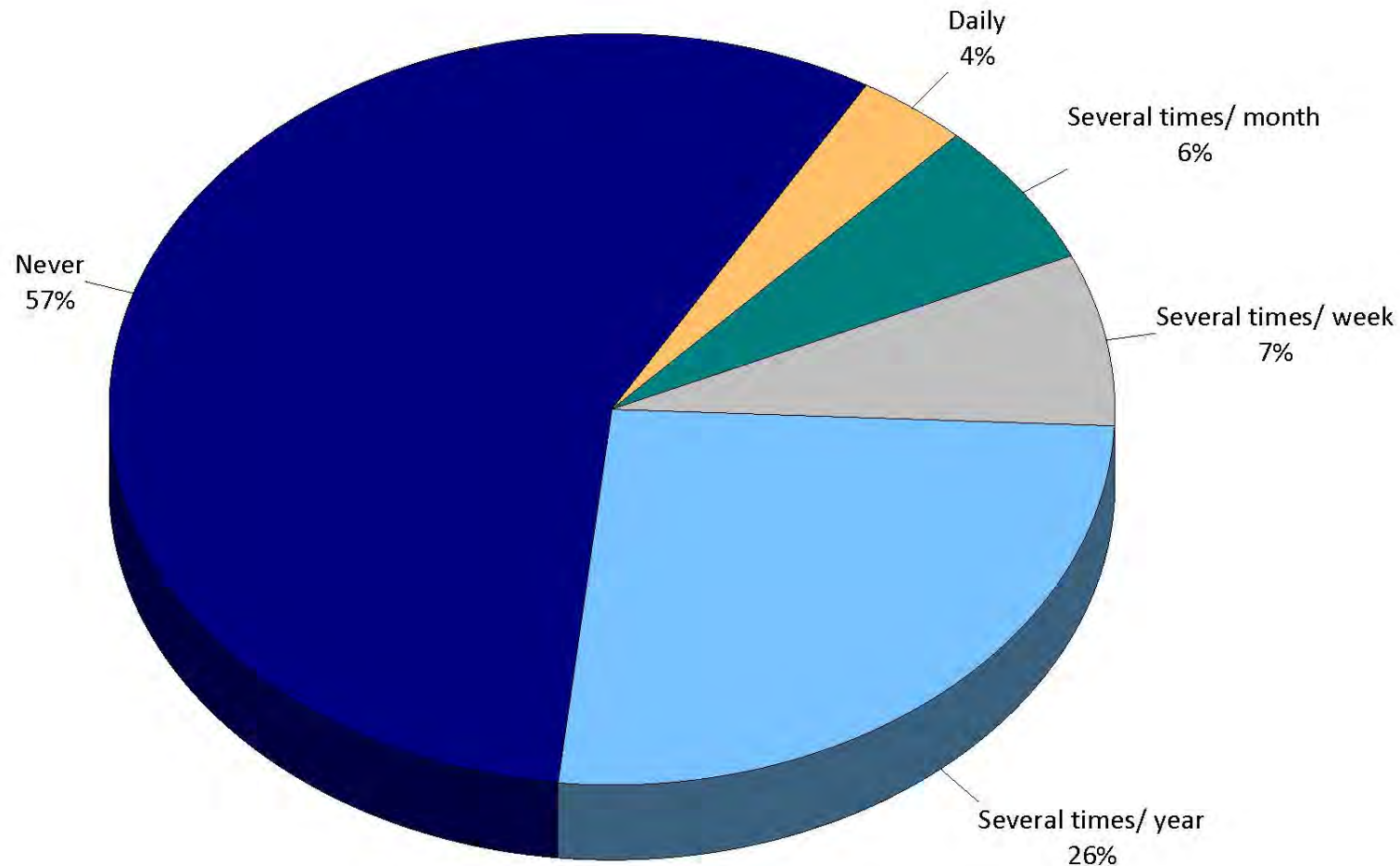
# AGOURA HILLS CALABASAS COMMUNITY CENTER



# AHCCC Usage Prior to Closure

**Q2. Prior to its closure in 2020, please indicate how often you or the members of your household used or visited the Agoura Hills Calabasas Community Center?**

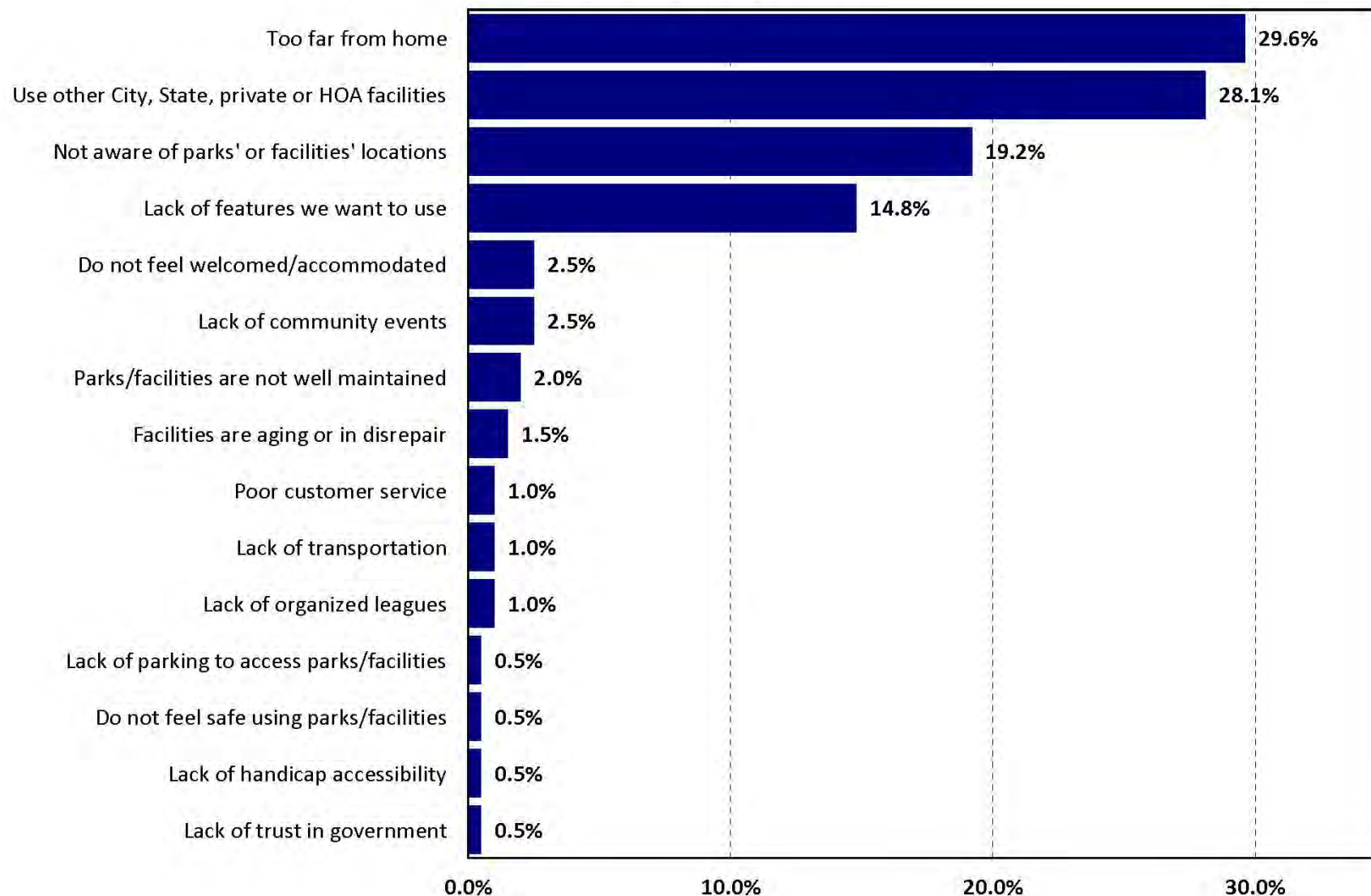
by percentage of respondents (excluding "not provided")



# Barriers to AHCCC Usage

**Q2a. If your household did NOT visit the AHCCC when it was open, please CHECK ALL of the following reasons why you did NOT visit.**

by percentage of respondents



# Next Steps

<b>Anticipated Timeframe</b>	<b>Purpose</b>
Week of August 21 (IN PERSON)	Community Needs Assessment; Program Plan Framework; and Staff Operational Workshop; focus groups with Senior Advisory Committee
August 31, 2023	Community Needs Assessment; Core Program Determination – Presentation to PRE
September 13 <sup>th</sup> 2023 – In person	Construction Update; Staff Onboarding Update; Community Needs Assessment; Core Program Determination; Operational Assumptions – Presentation to Council
End of September 2023 - ZOOM	Workshop with Staff; Confirm AHCCC Business Plan components – Org structure; operational standards; staffing levels; financial pro forma; Program Action Plan for other locations.
November/December 2023	Presentations of Final Plan and Recommendations

**QUESTIONS?**