



Recreation Programming Study

City Council – September 13, 2023



Agenda

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



COMMUNITY ENGAGEMENT IN PERSON MEETINGS

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)
- 2 Park, Recreation and Education Committee Meetings

In Person - 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**

In Person - 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 ENGAGEMENT

SURVEY MONKEY SURVEY RESULTS

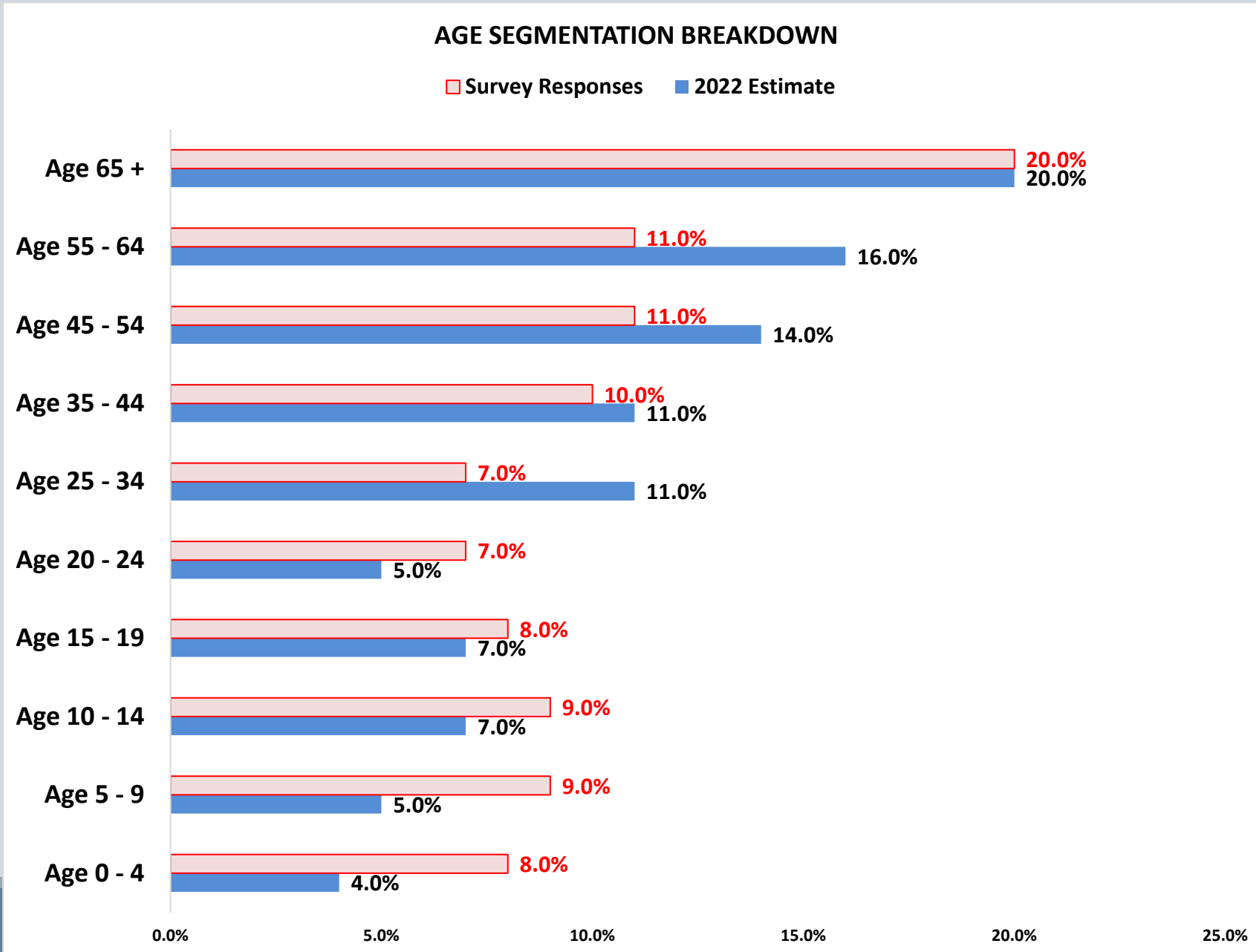


SURVEY MONKEY (ONLINE ONLY)

- Open ended online only survey – available to residents and non-residents
- Developed in Partnership with the City.
- Abbreviated version of the Statistically Valid Survey
- Administered via SurveyMonkey
- 448 surveys received
- ***Survey Conducted July 7th - August 20th***

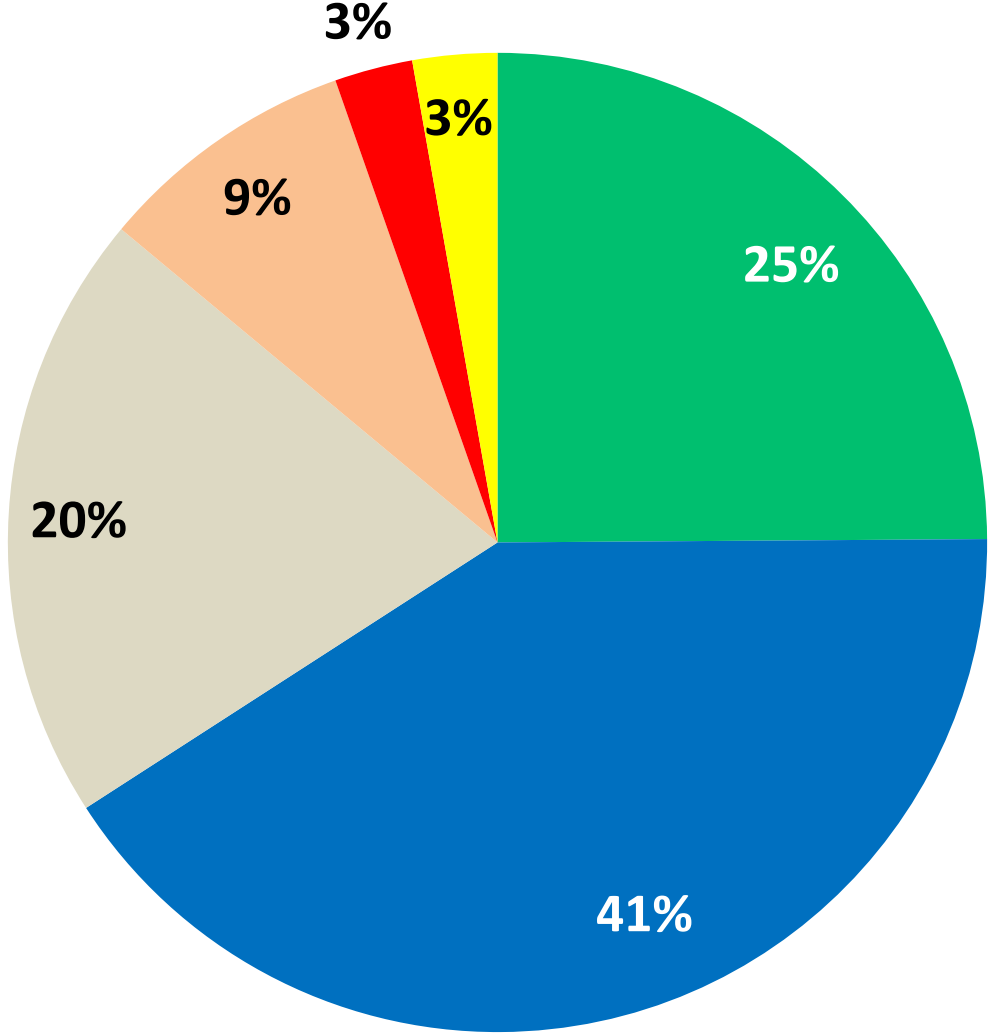
www.surveymonkey.com/r/CalabasasInterceptSurvey

Ages Represented By Survey Respondents



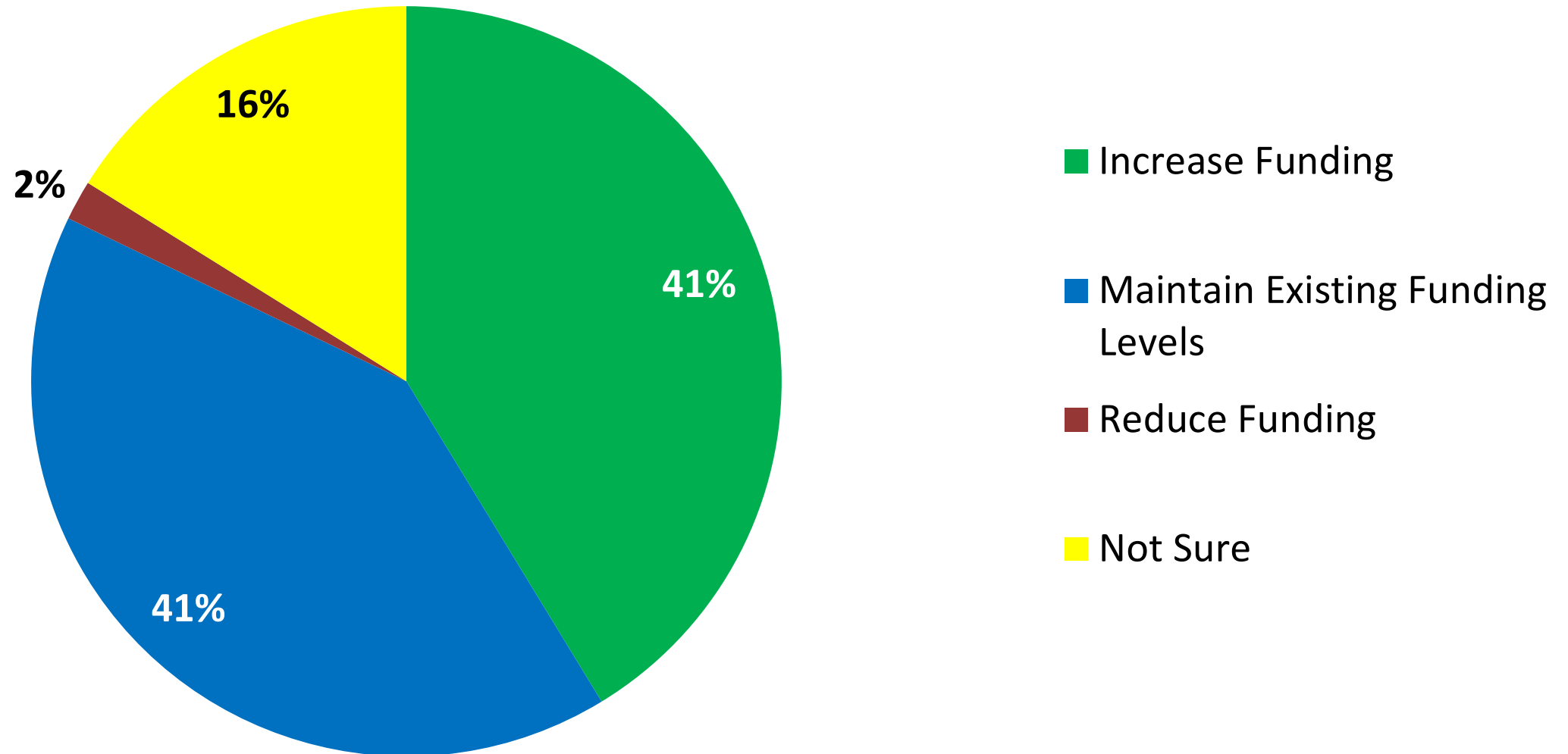
**2022 Population Estimate
Source – Environmental
Systems Research Institute**

Level of Satisfaction



- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- Don't Know

Future Funding for Recreation



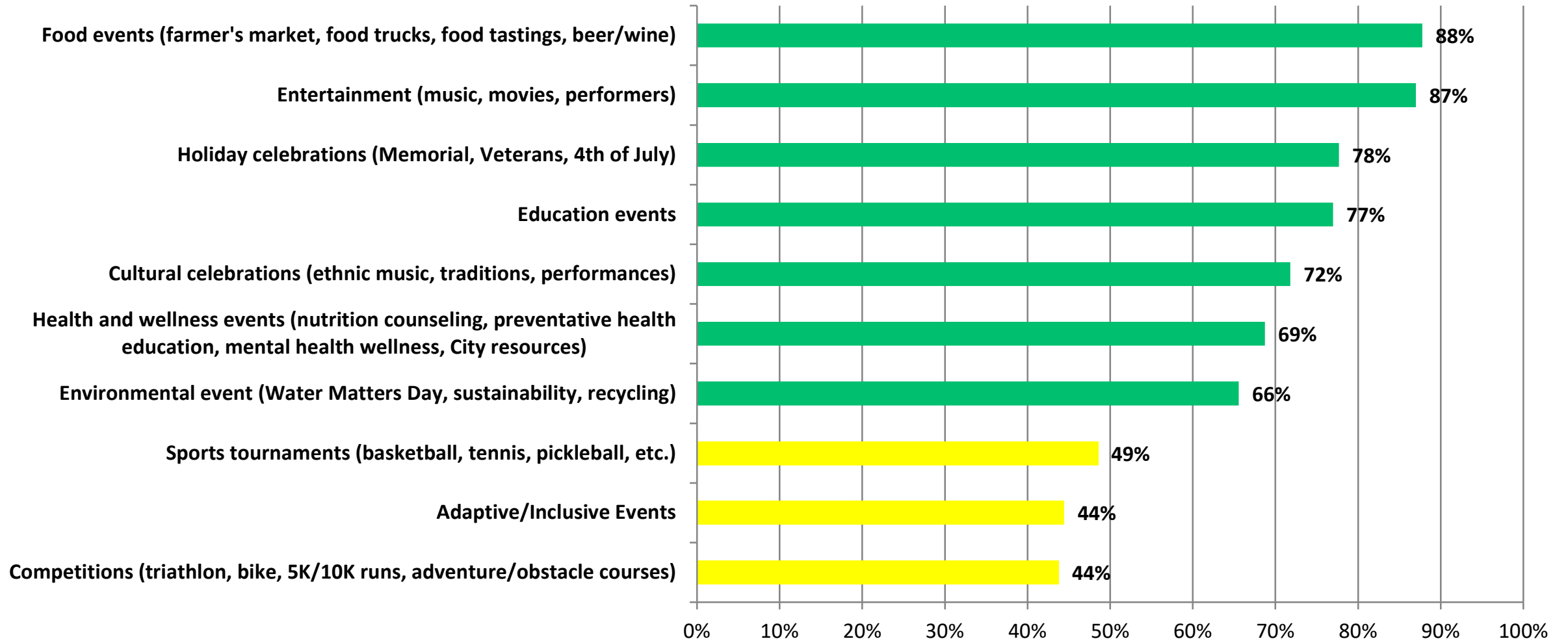
Prioritized Programs and Services

Survey Monkey Survey Results Only

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



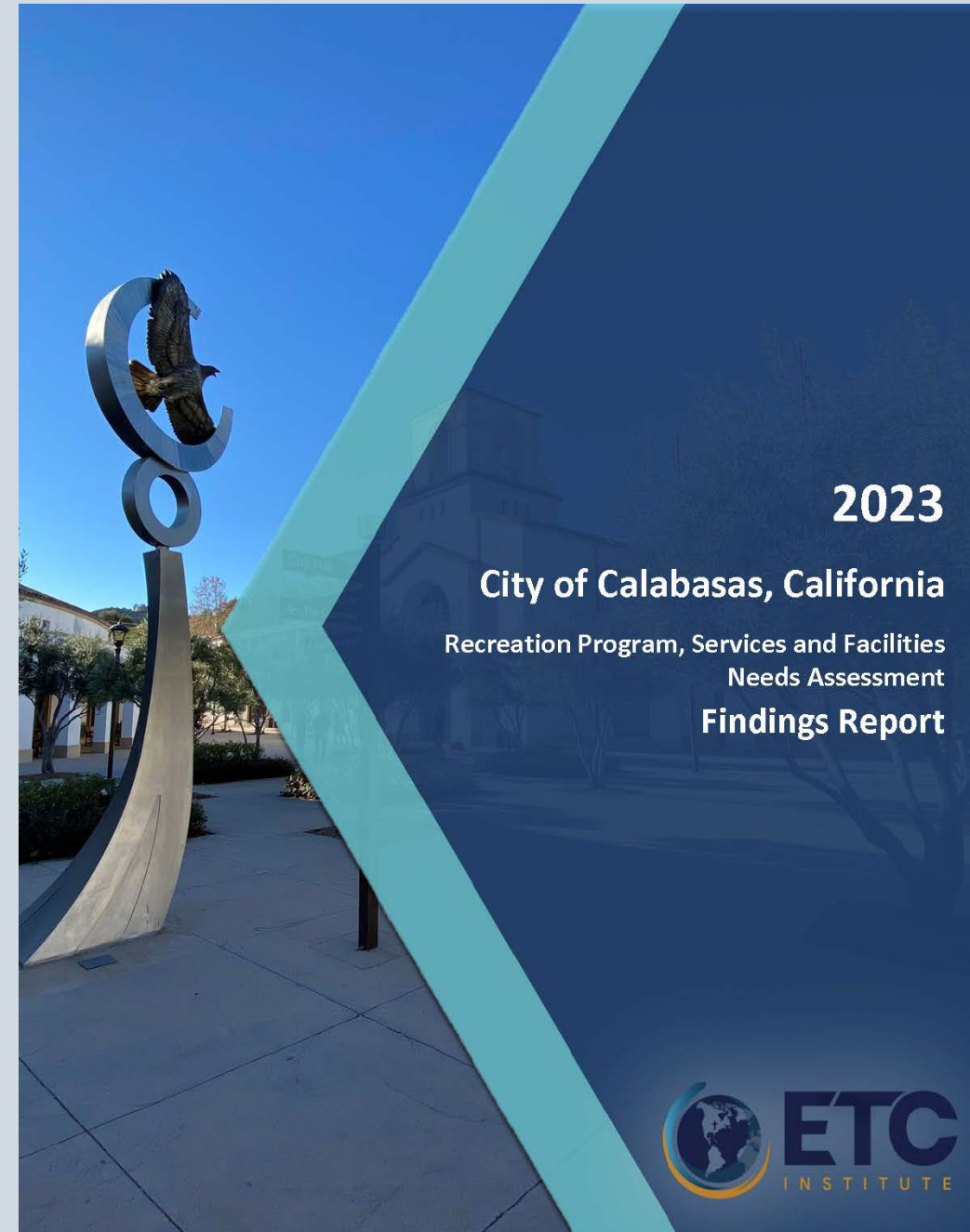


COMMUNITY SURVEY

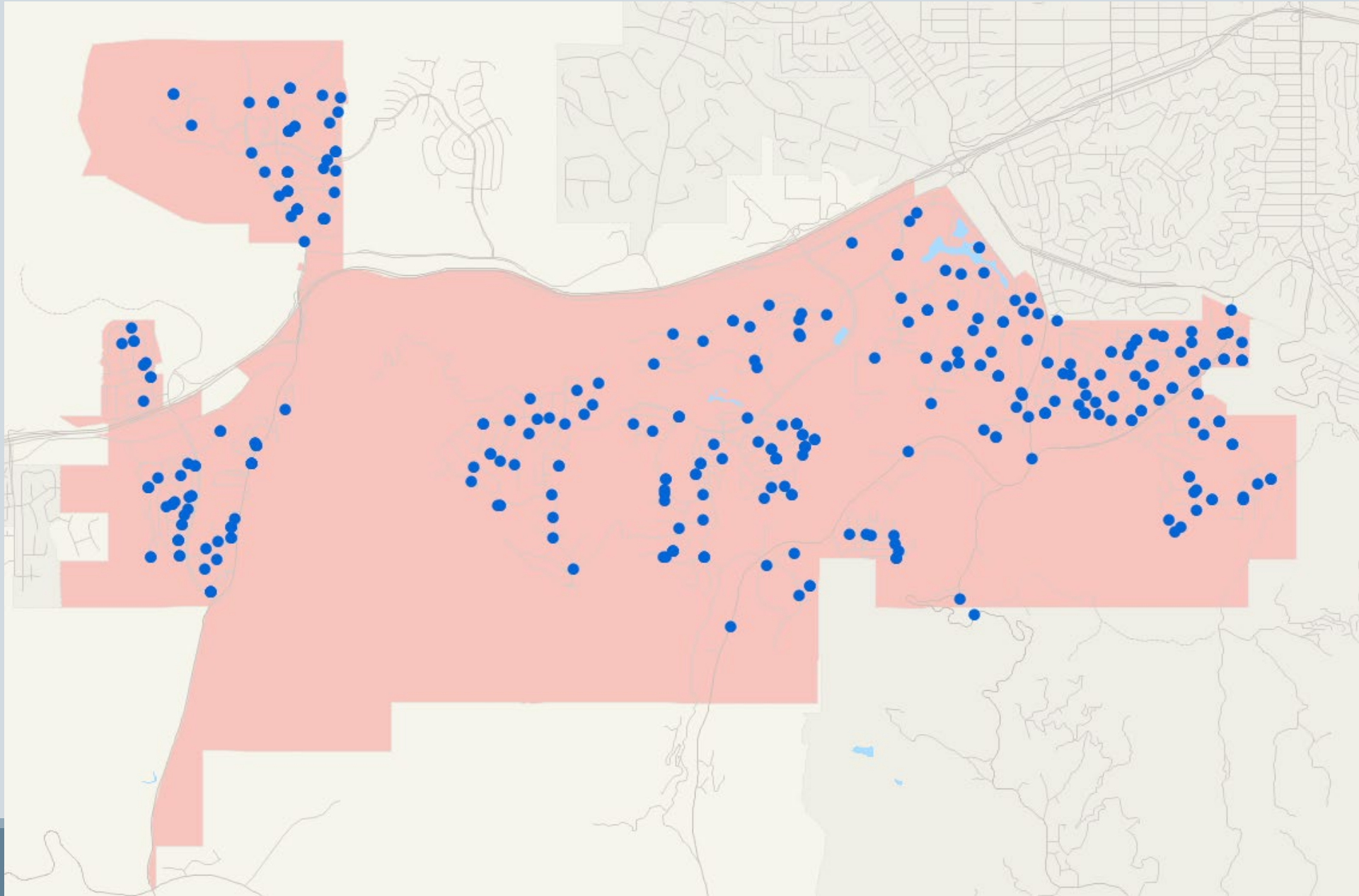
STATISTICALLY VALID SURVEY

Statistically-Valid Survey (SVS)

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



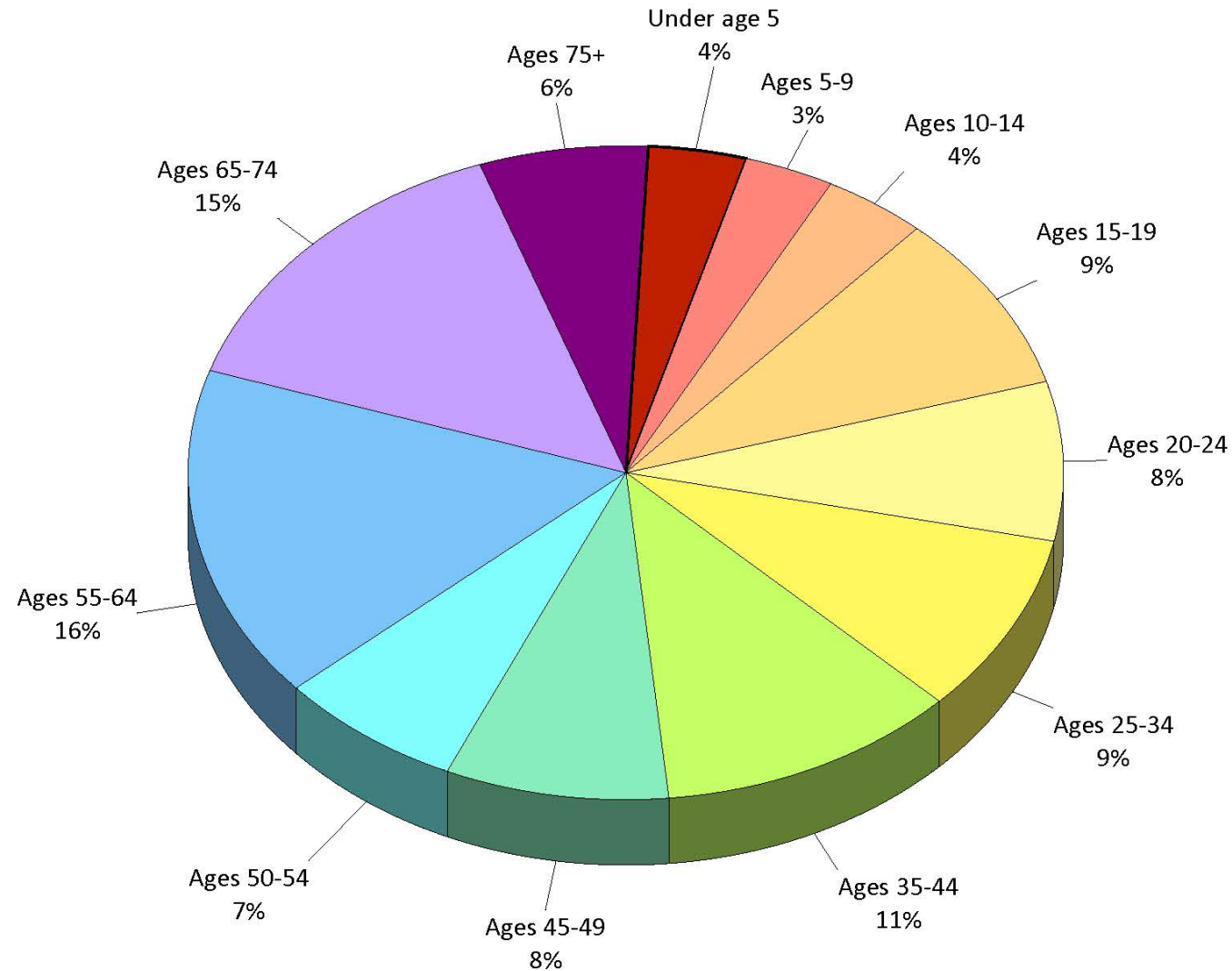
SVS Response Location Map



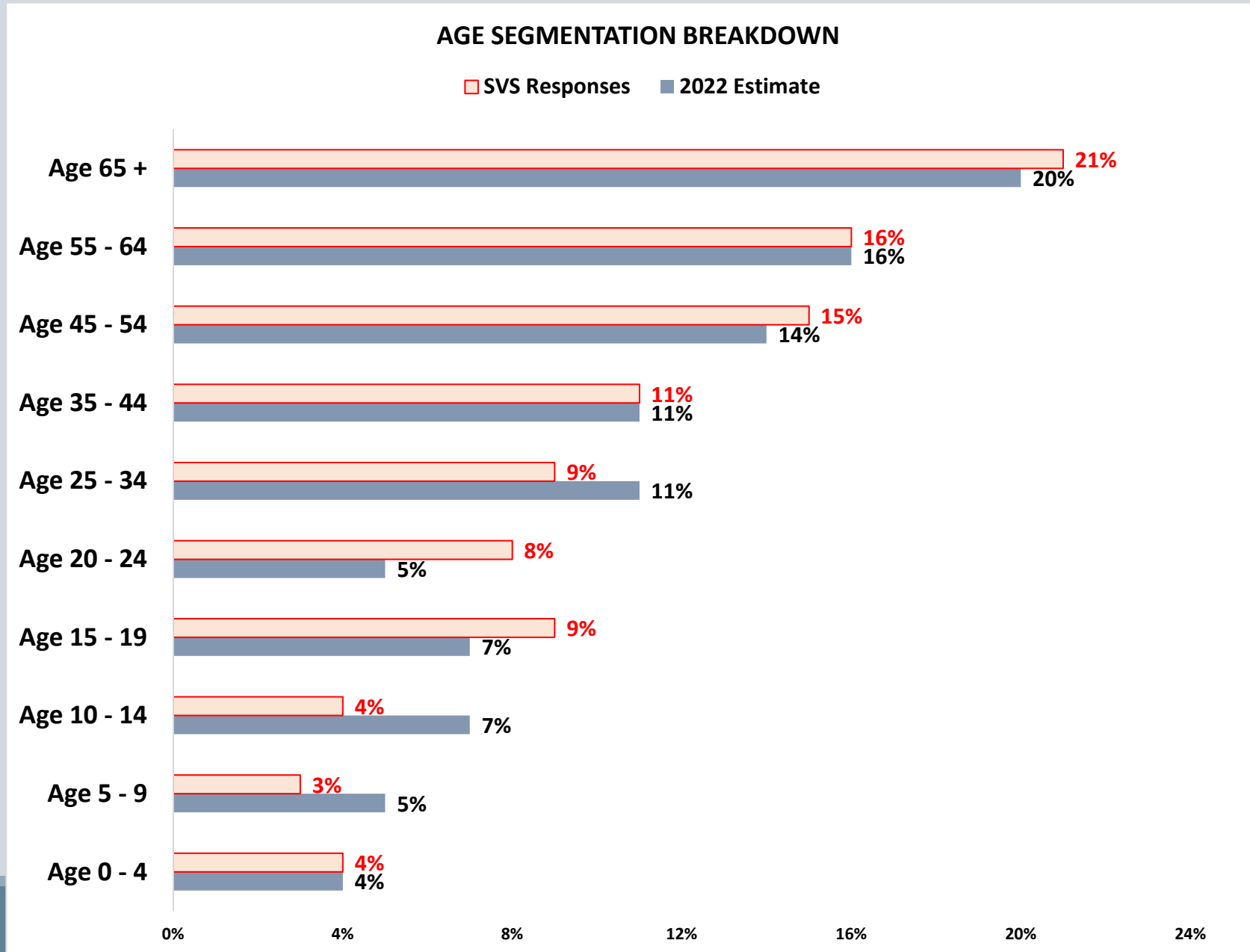
SVS Response - Age Representation

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

by percentage of persons in household



SVS Response - Age Representation



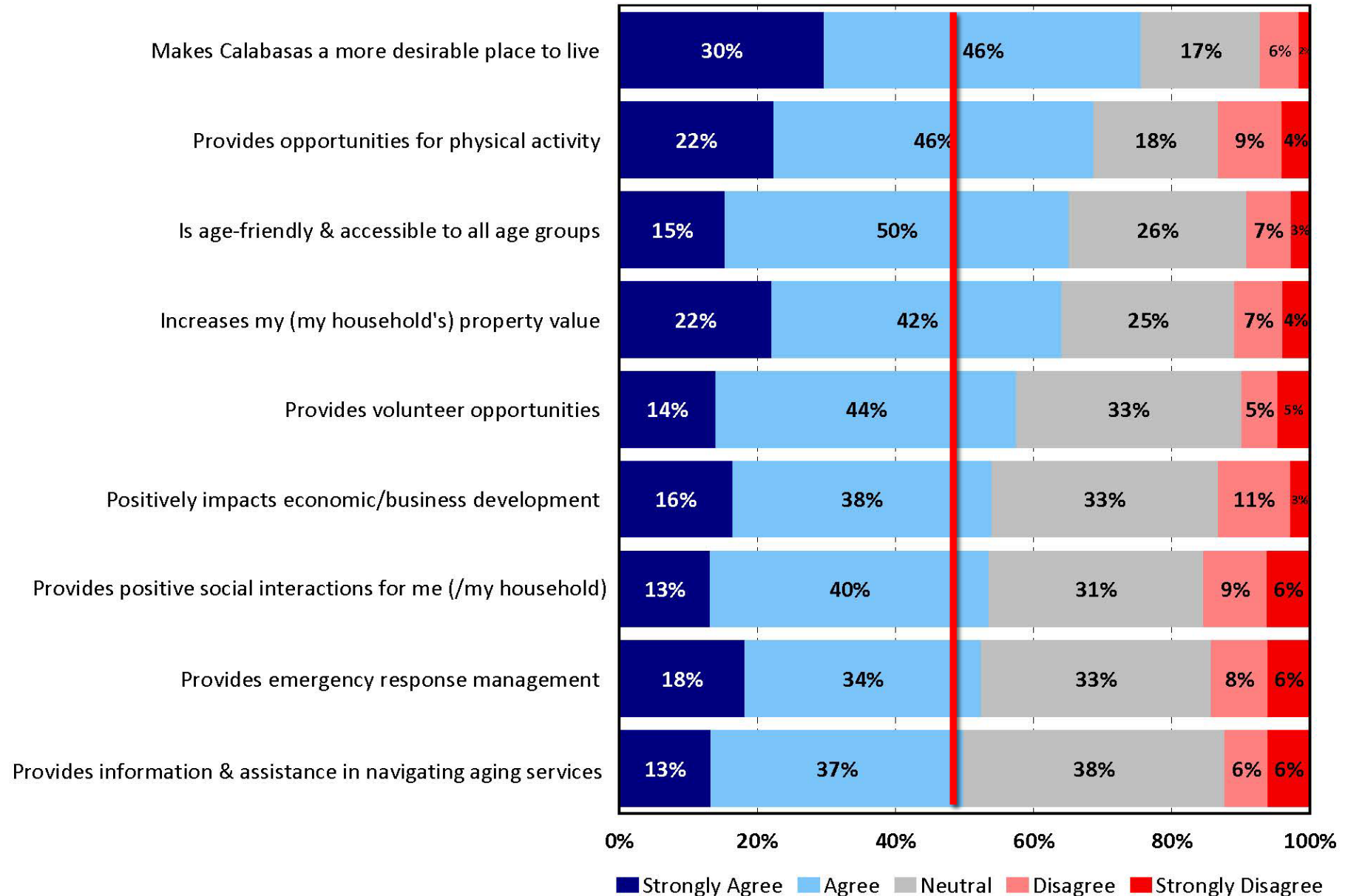
**2022 Population Estimate
Source – Environmental
Systems Research Institute**



ADVOCACY

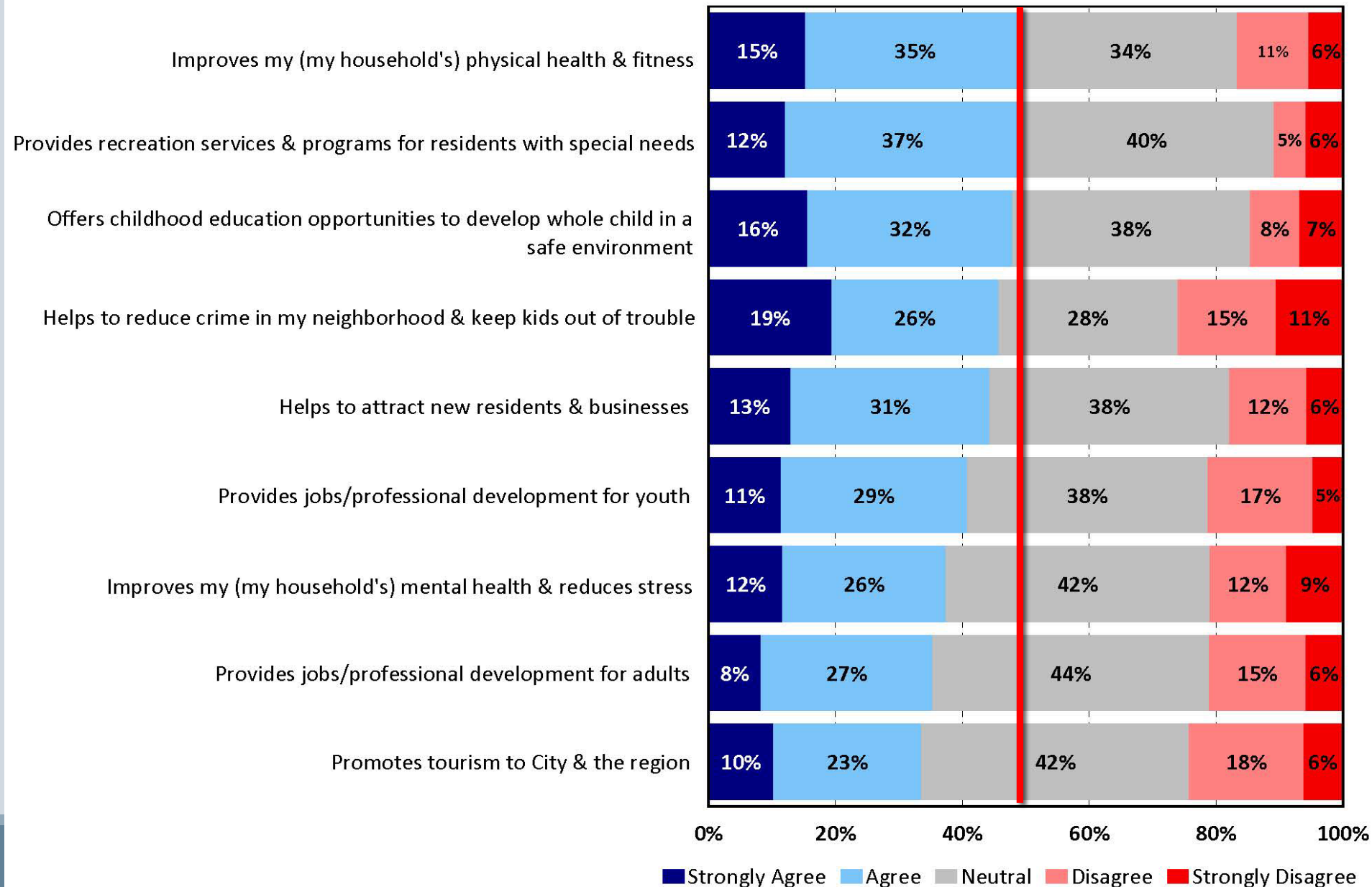
Q12. Level of agreement with statements concerning potential benefits of Calabasas's recreation facilities, programs, or services

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



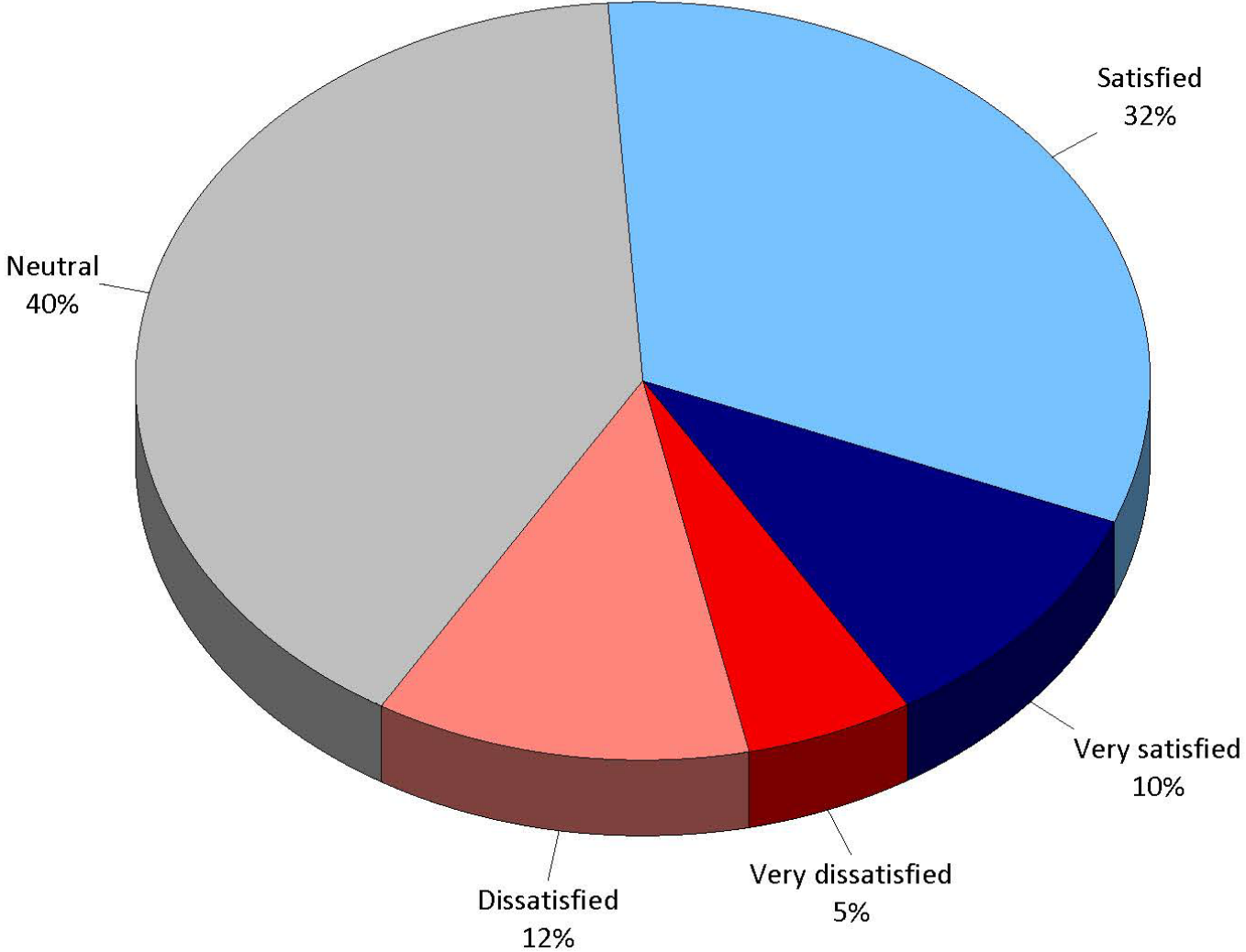
(Continued) Q12. Level of agreement with statements concerning potential benefits of Calabasas's recreation facilities, programs, or services

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")



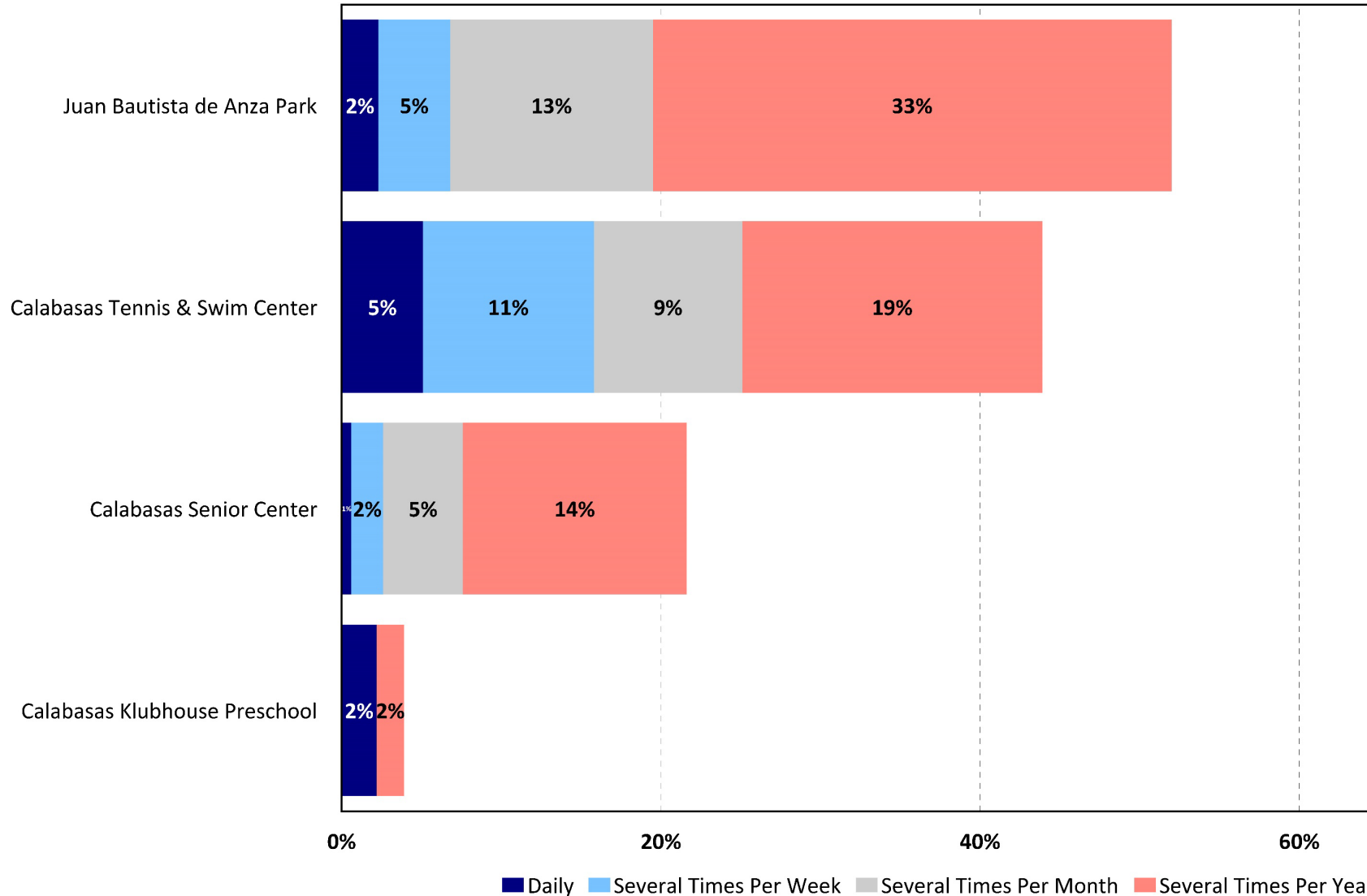


CURRENT FACILITY VISITATION AND BARRIERS

Facility Use

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

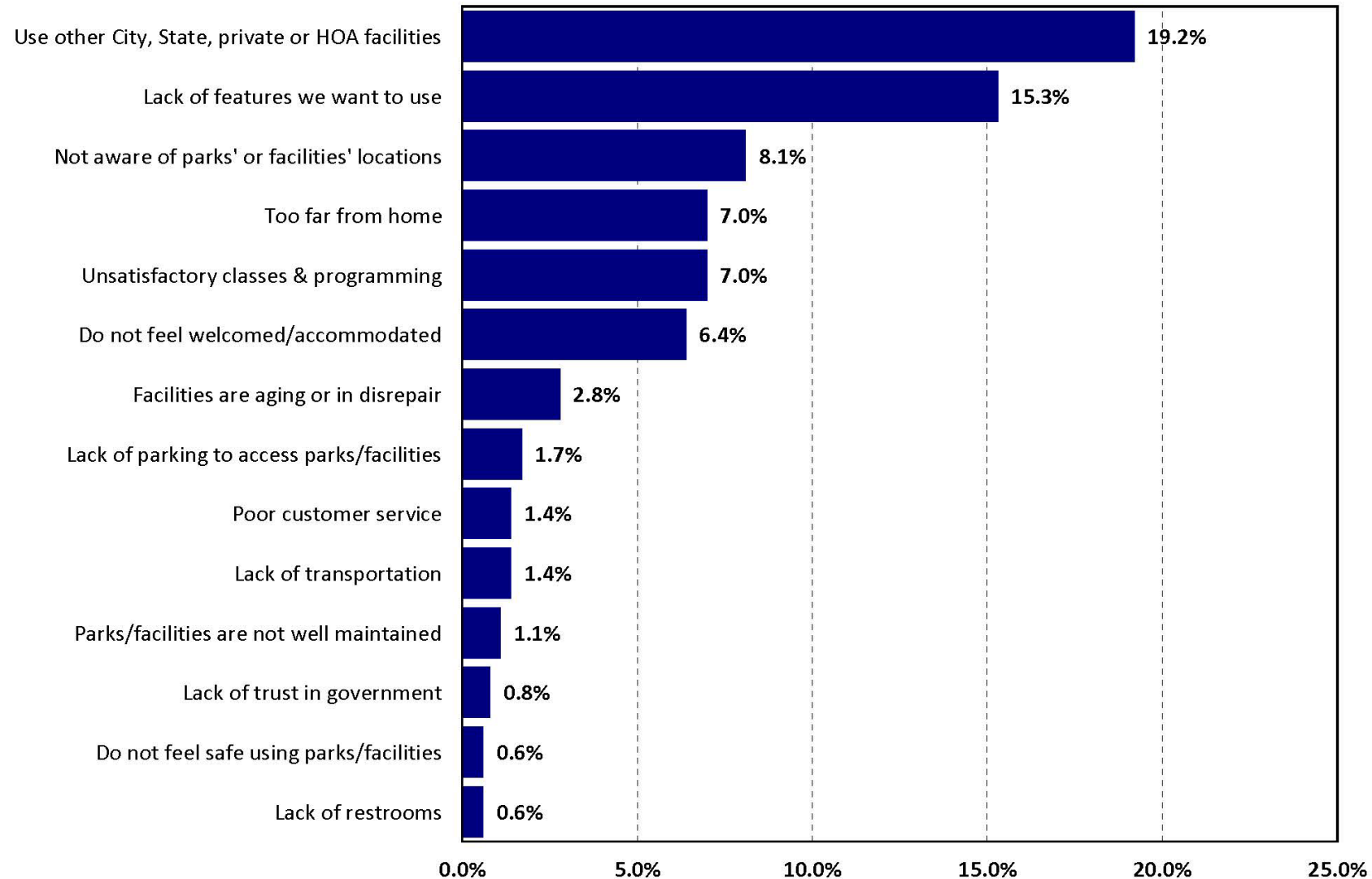
by percentage of respondents (excluding "not provided" and "never" responses)



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.

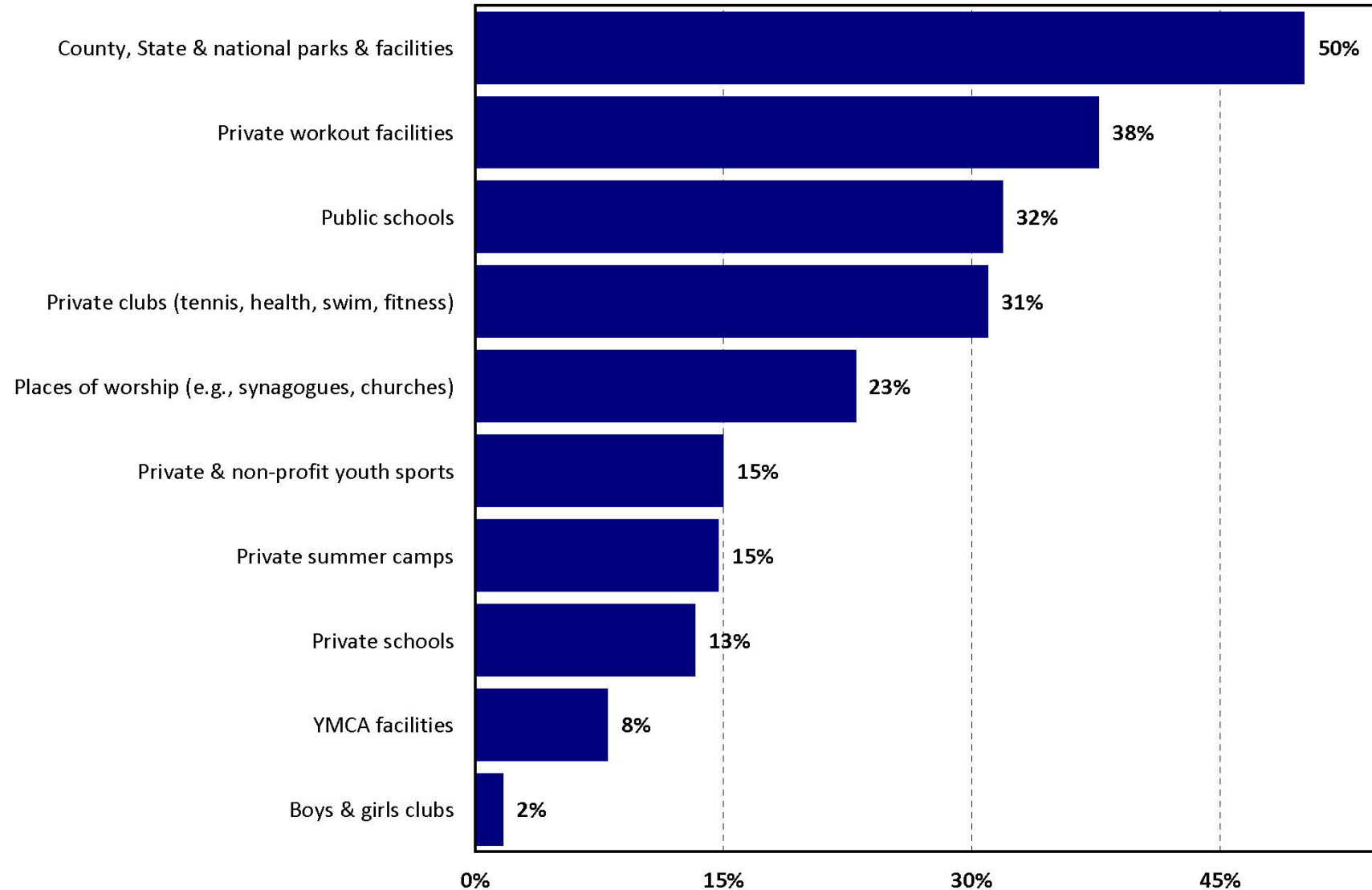
by percentage of respondents



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

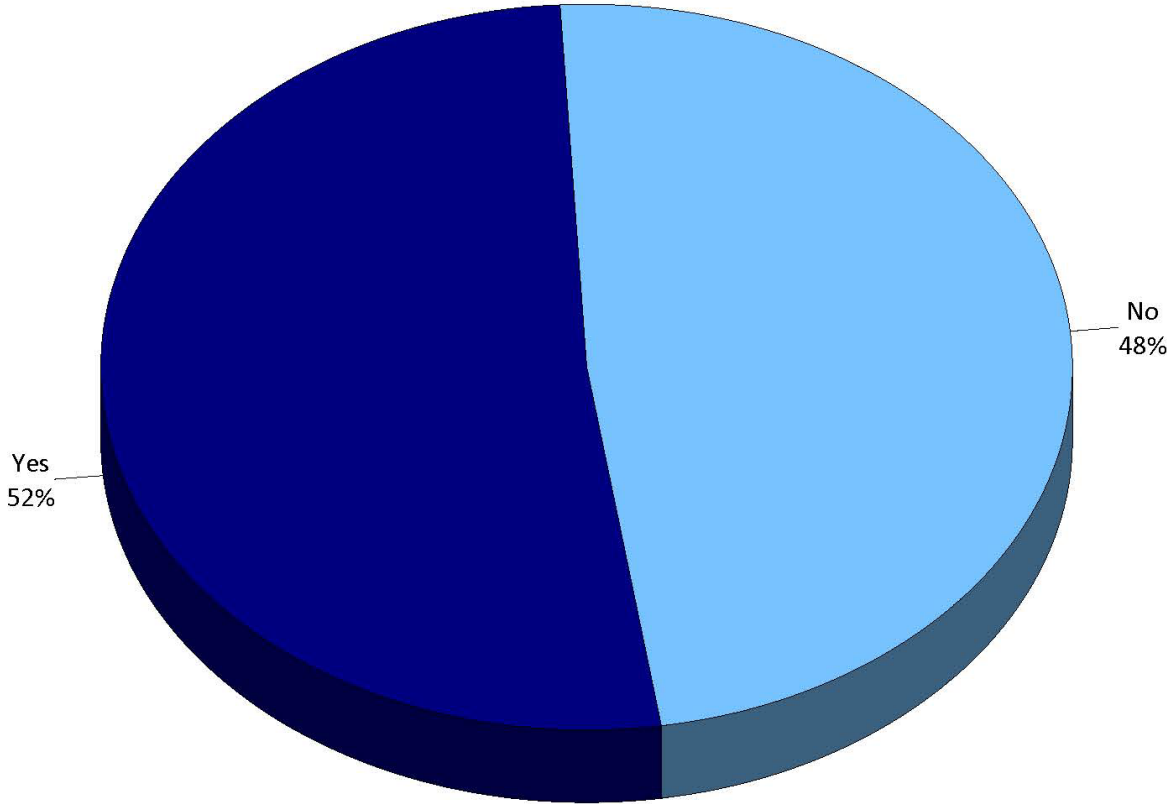




PROGRAM PARTICIPATION AND QUALITY

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

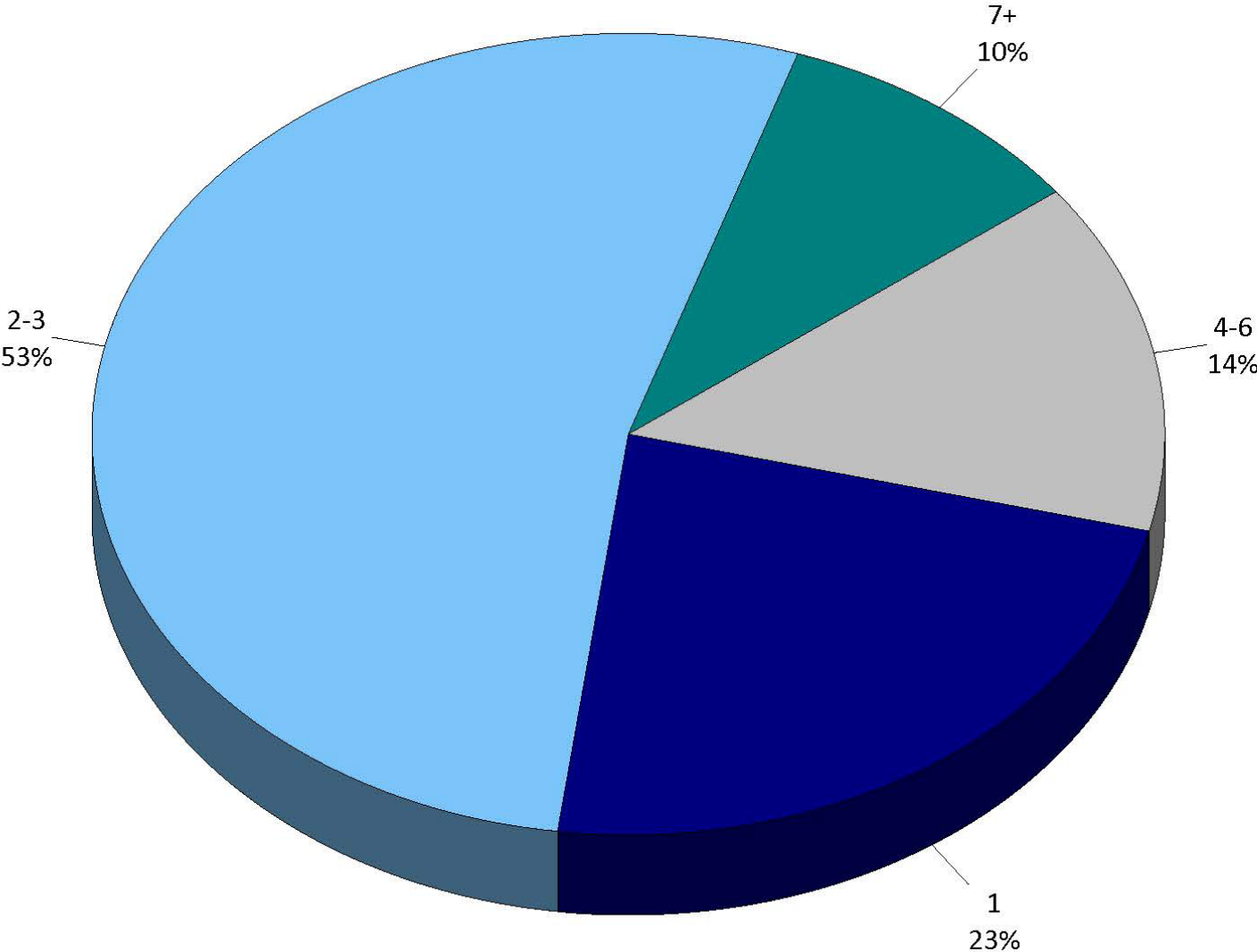


National Benchmark for “Yes” = 32%

***Source – ETC Institute Surveys**

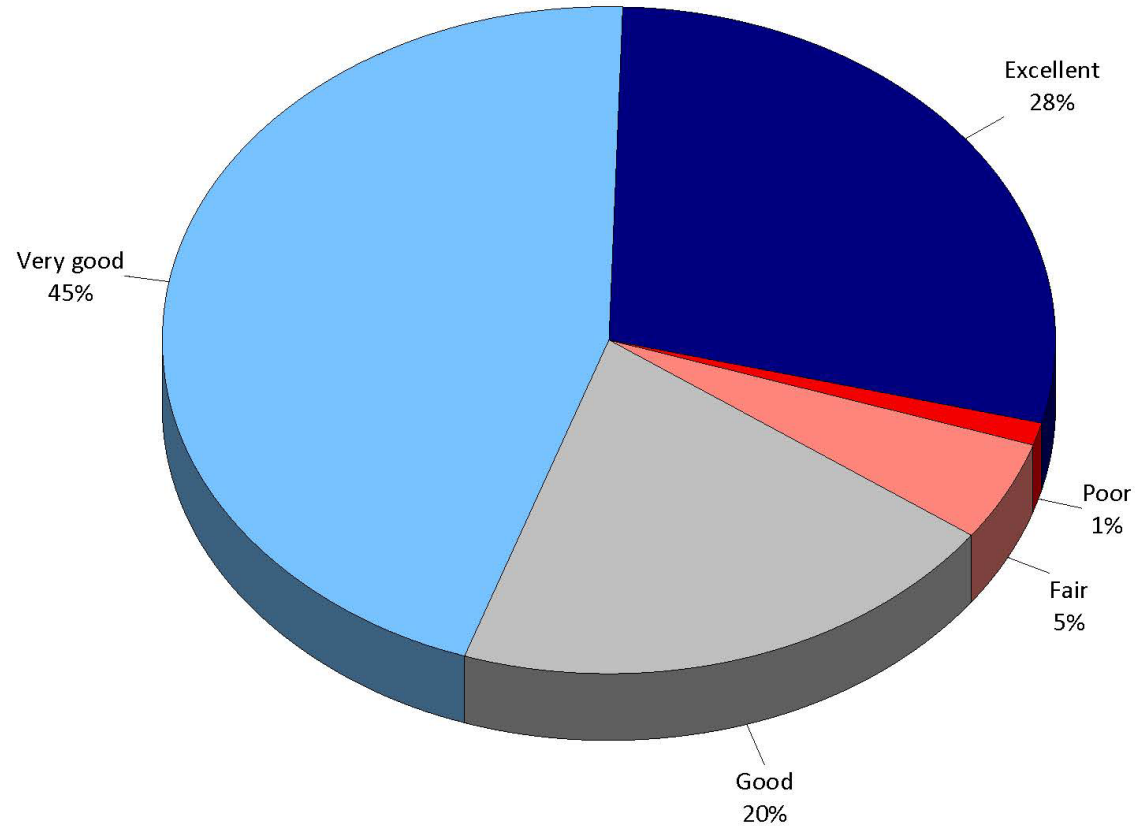
Q6a. How many programs/events offered and/or hosted by Community Services have you or members of your household participated in during the past 12 months?

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?

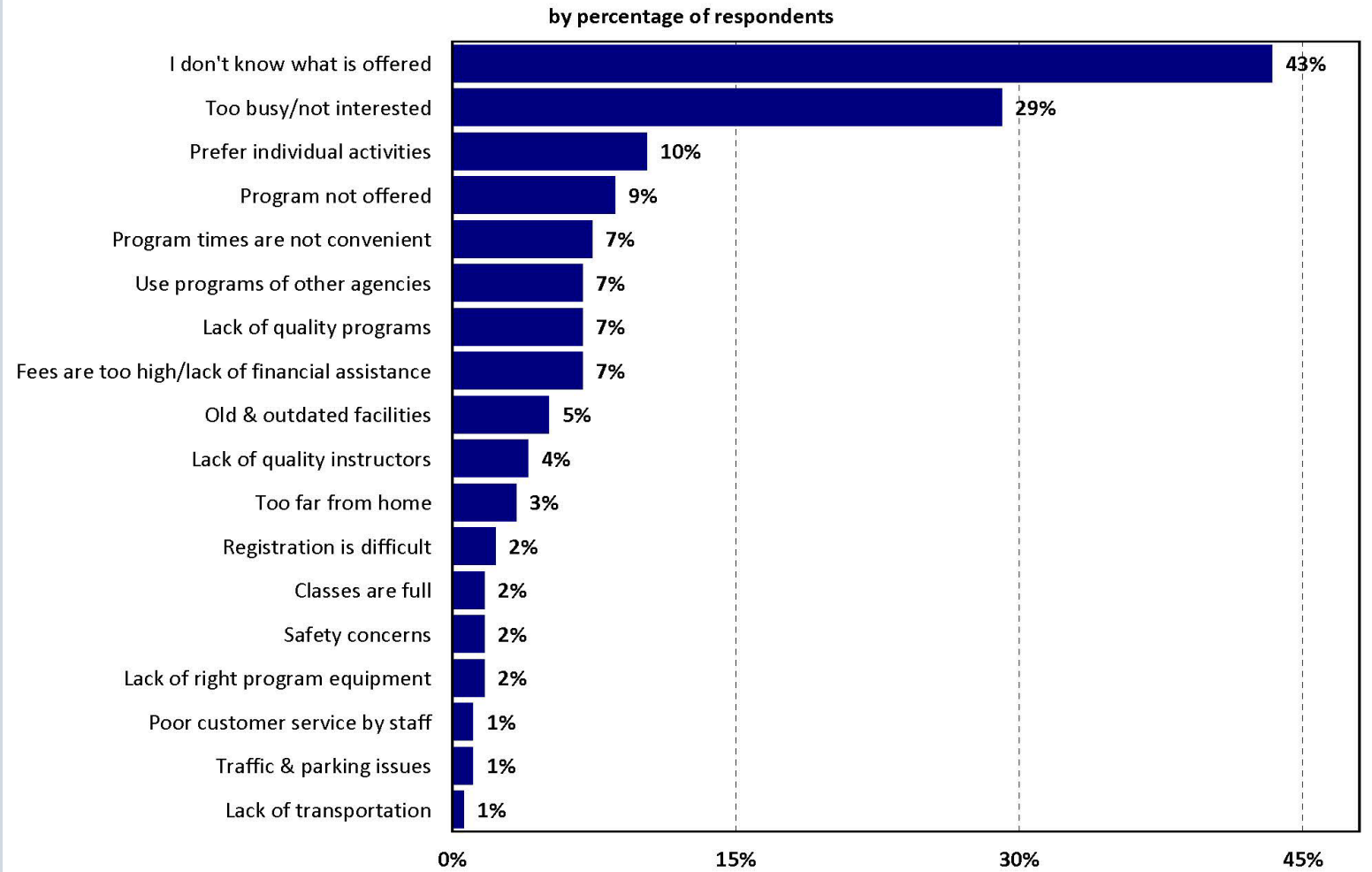
by percentage of respondents (excluding "not provided")



National Benchmark for "Excellent" = 23%

***Source – ETC Institute Surveys**

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.

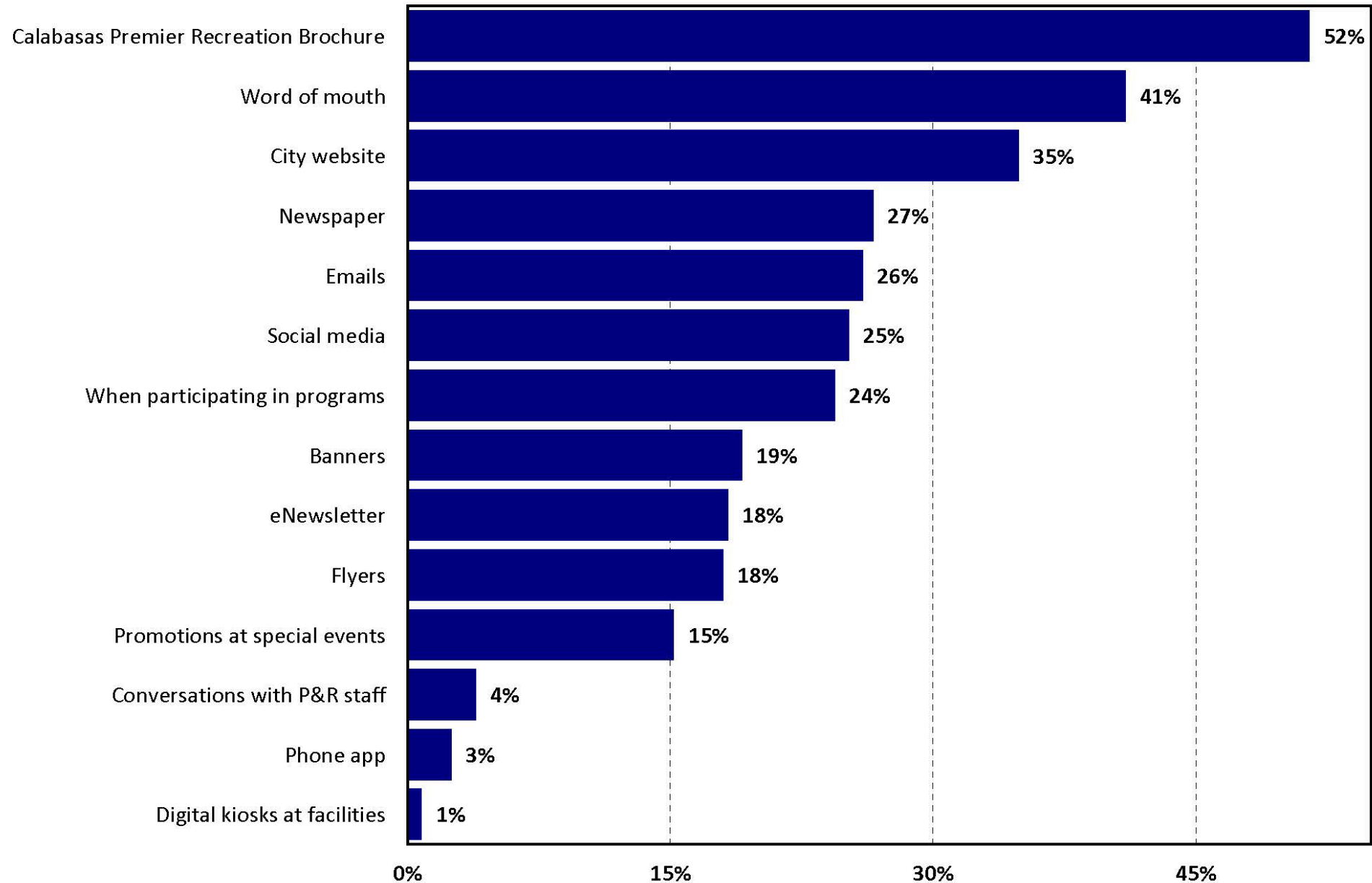


National Benchmark for “I Don’t Know What is Offered” = 33%

***Source – ETC Institute Surveys**

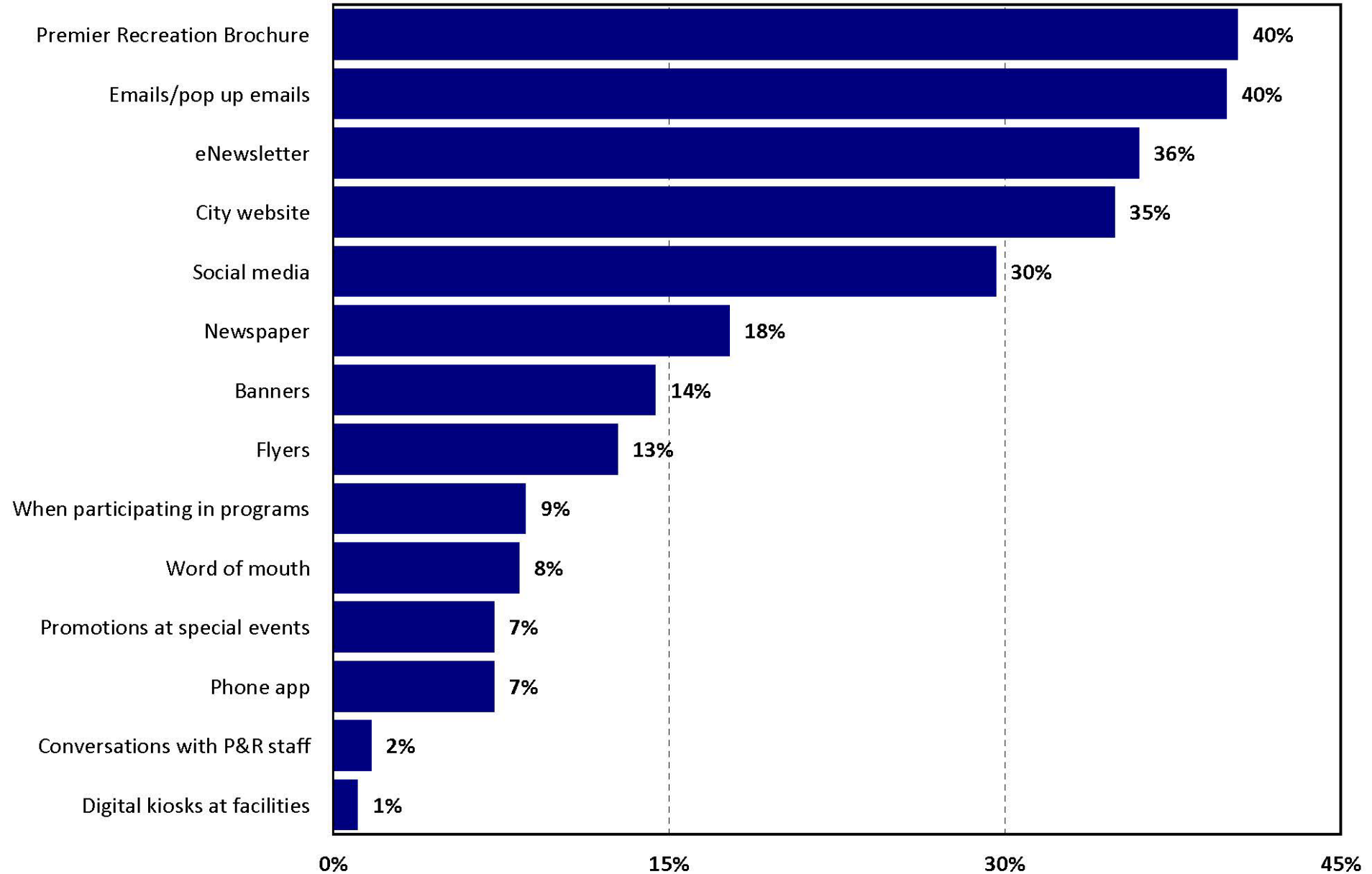
Q4. From the following list, please CHECK ALL the ways you learn about Calabasas recreation programs and services.

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

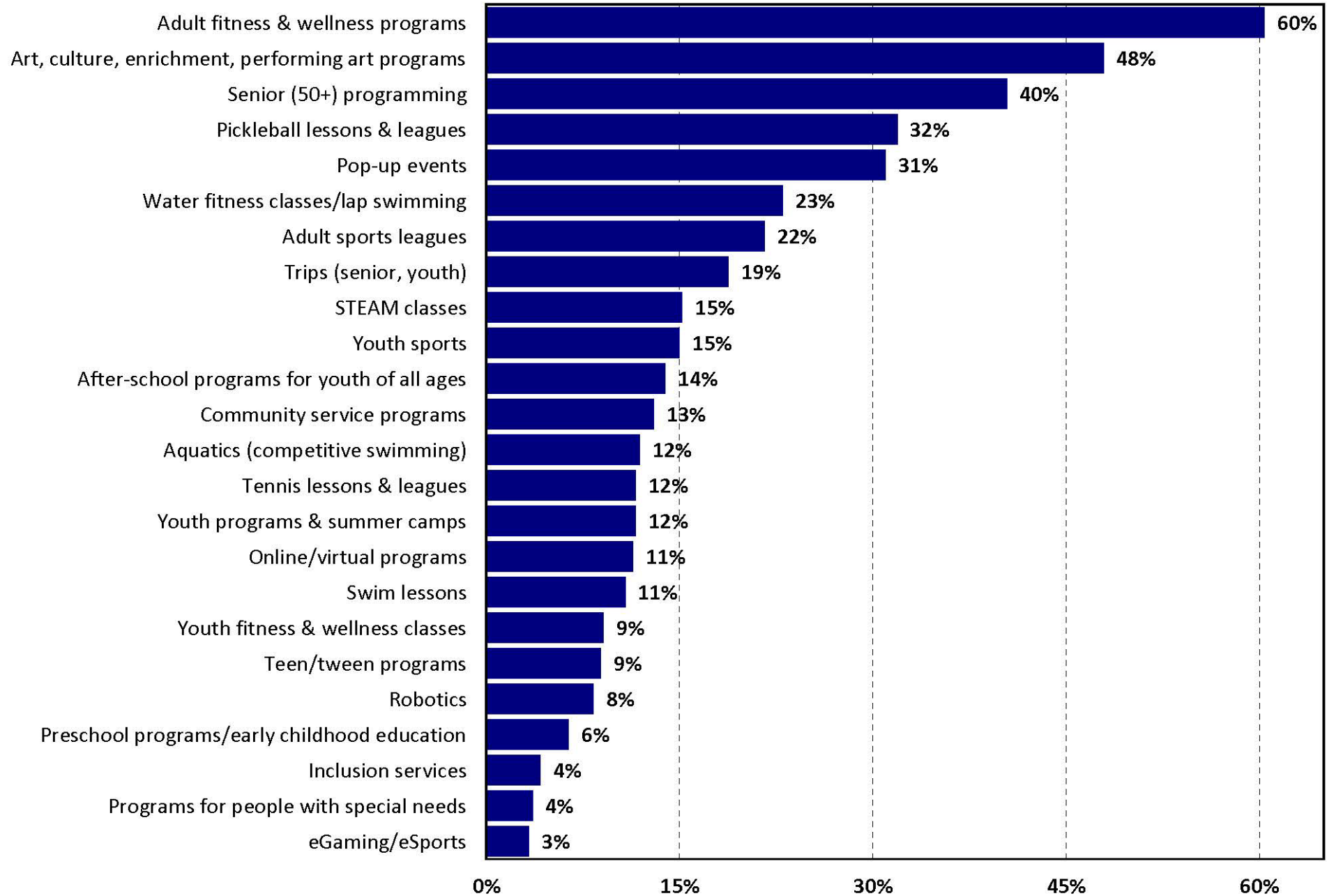




RECREATION PROGRAM NEEDS

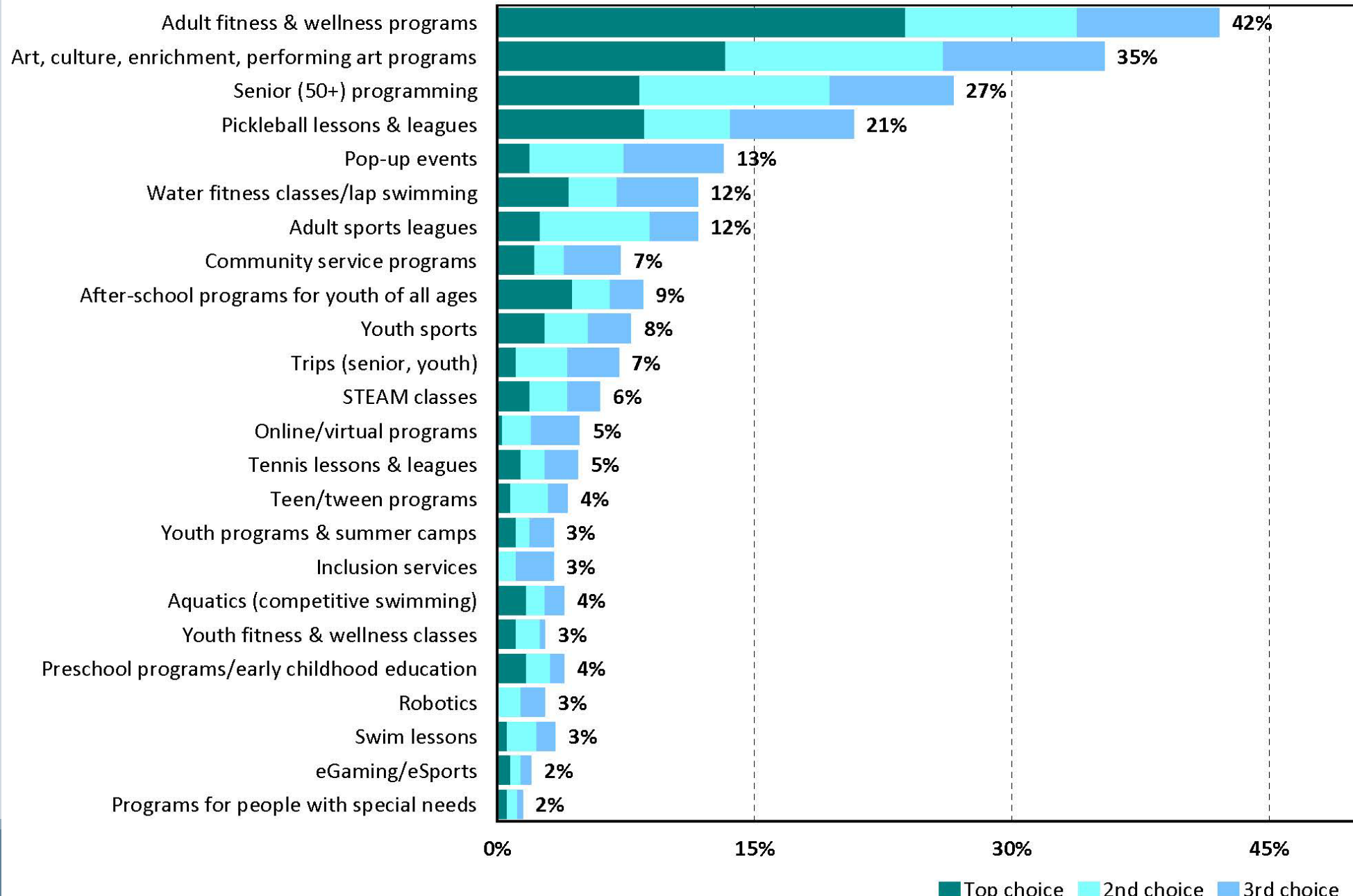
Q8. Respondents With Need for Programs

by percentage of respondents



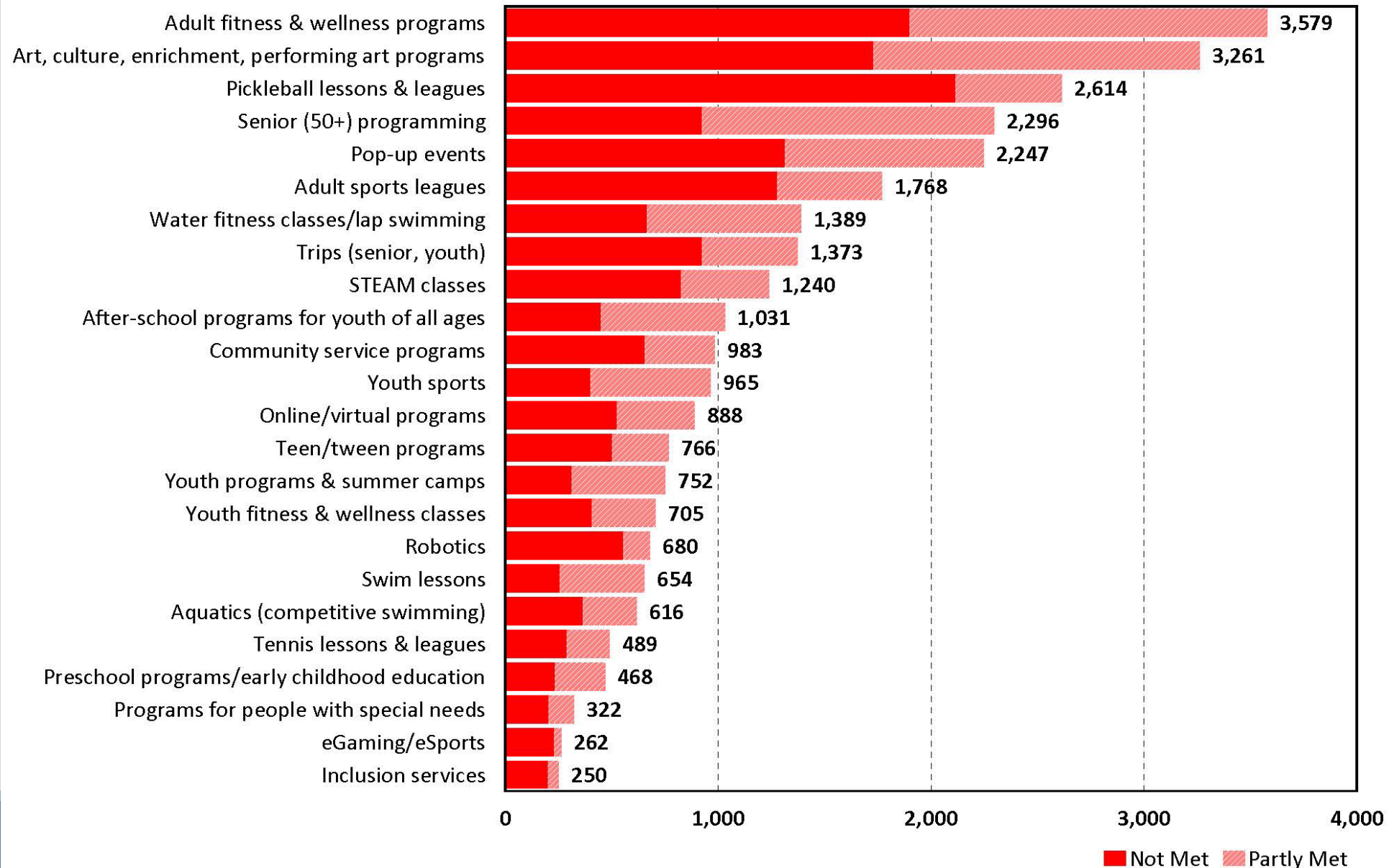
Q9. Programs Most Important to Households

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

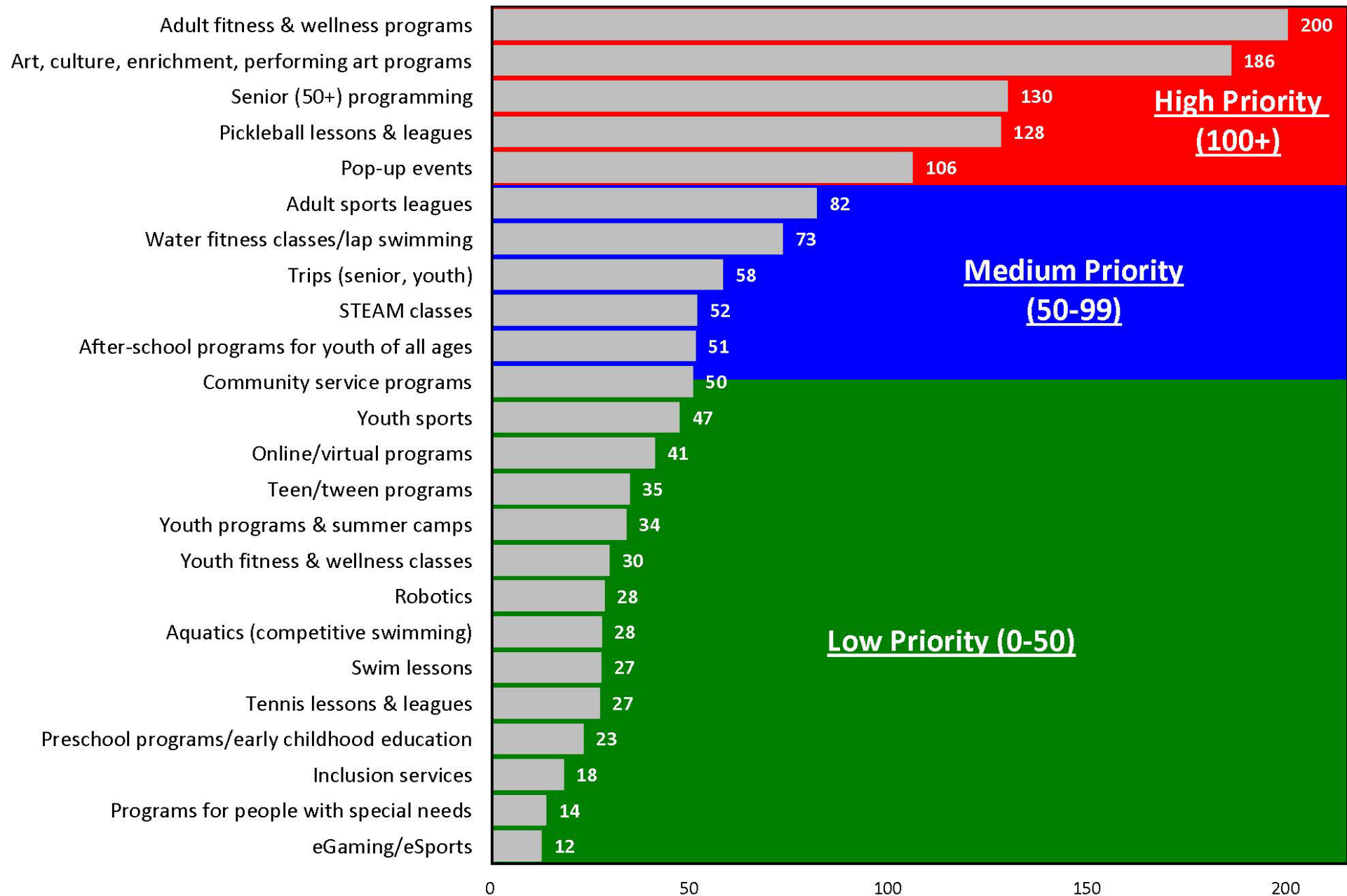


Q8c. Estimated Number of Households Whose Program Needs Are Only “Partly Met” or “Not Met”

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

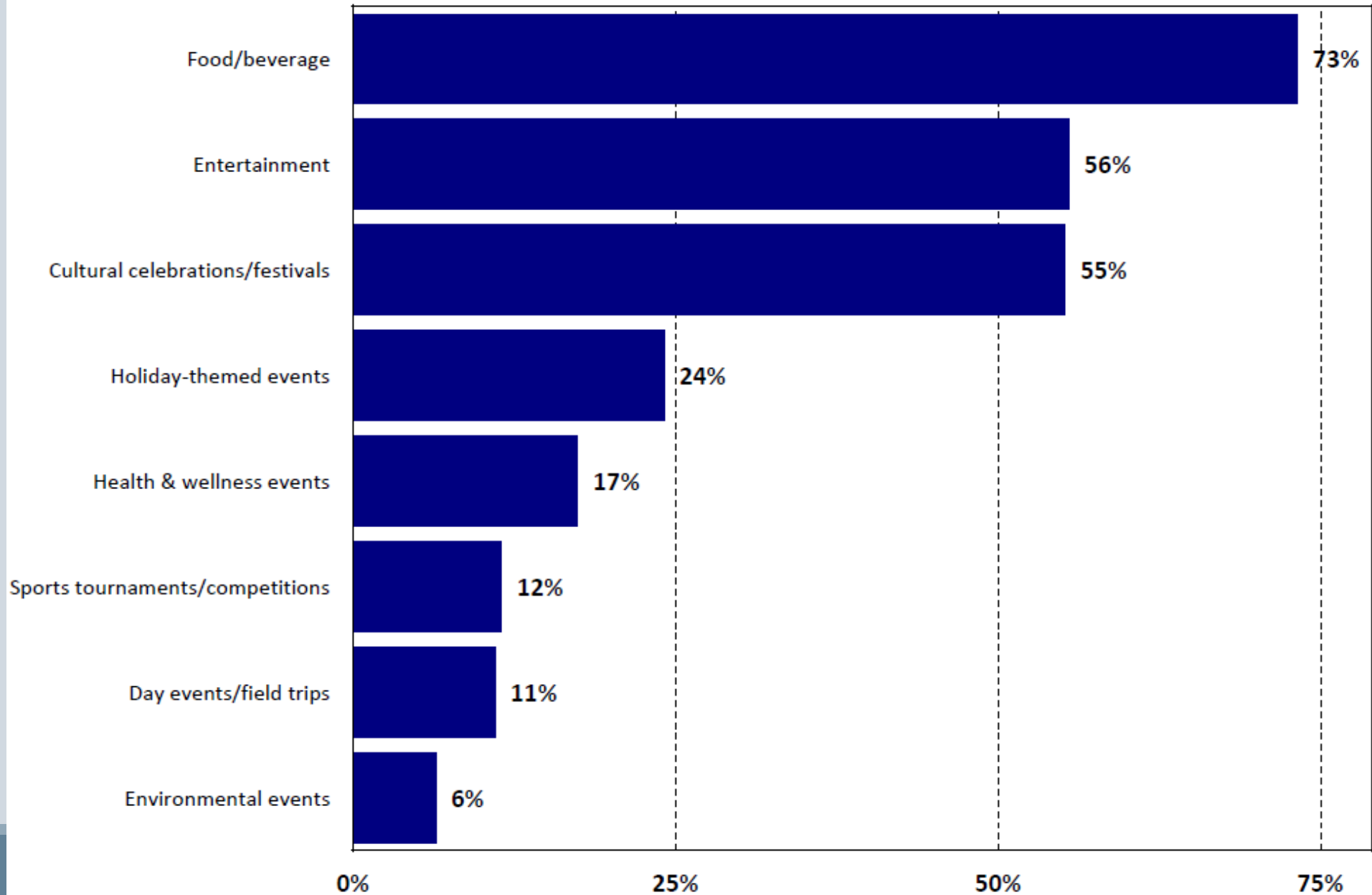


Top Priorities for Investment for Programs Based on Priority Investment Rating



Q10. Special Event Concepts Respondents are Most Interested In

by percentage of respondents

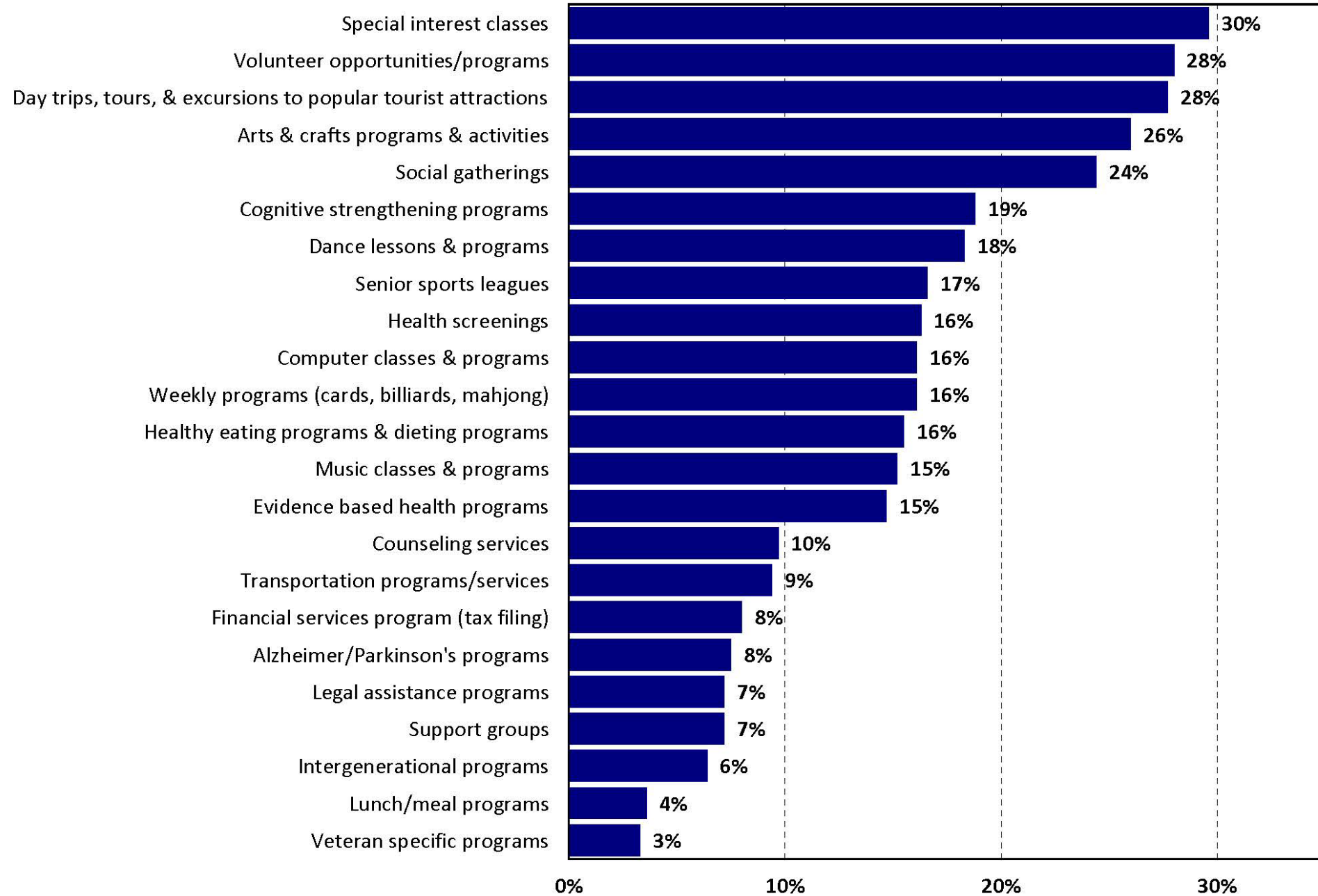




ACTIVE AGING PROGRAM/SERVICE NEEDS

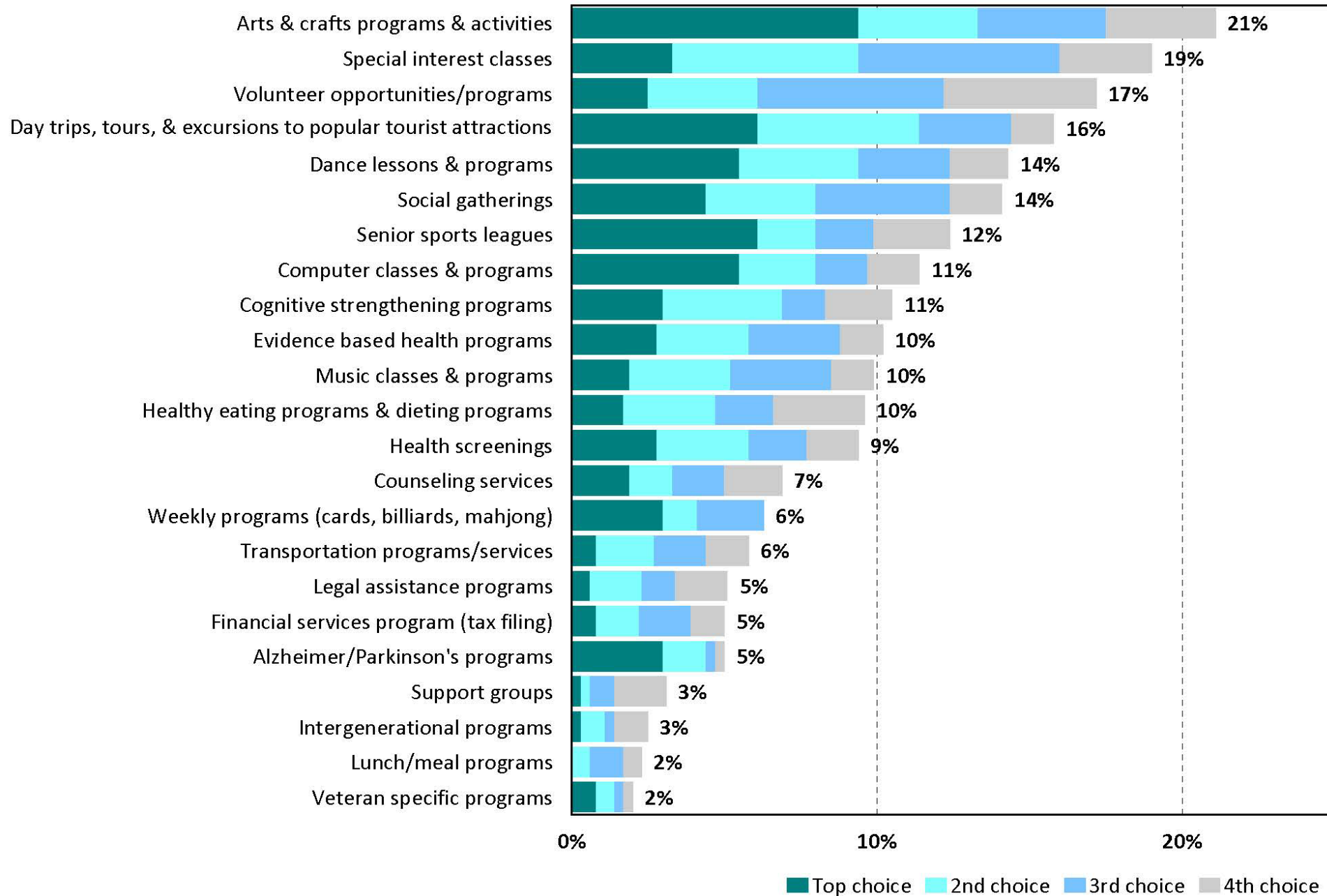
Q10. Respondents With Need for Active Aging Programs/Services

by percentage of respondents



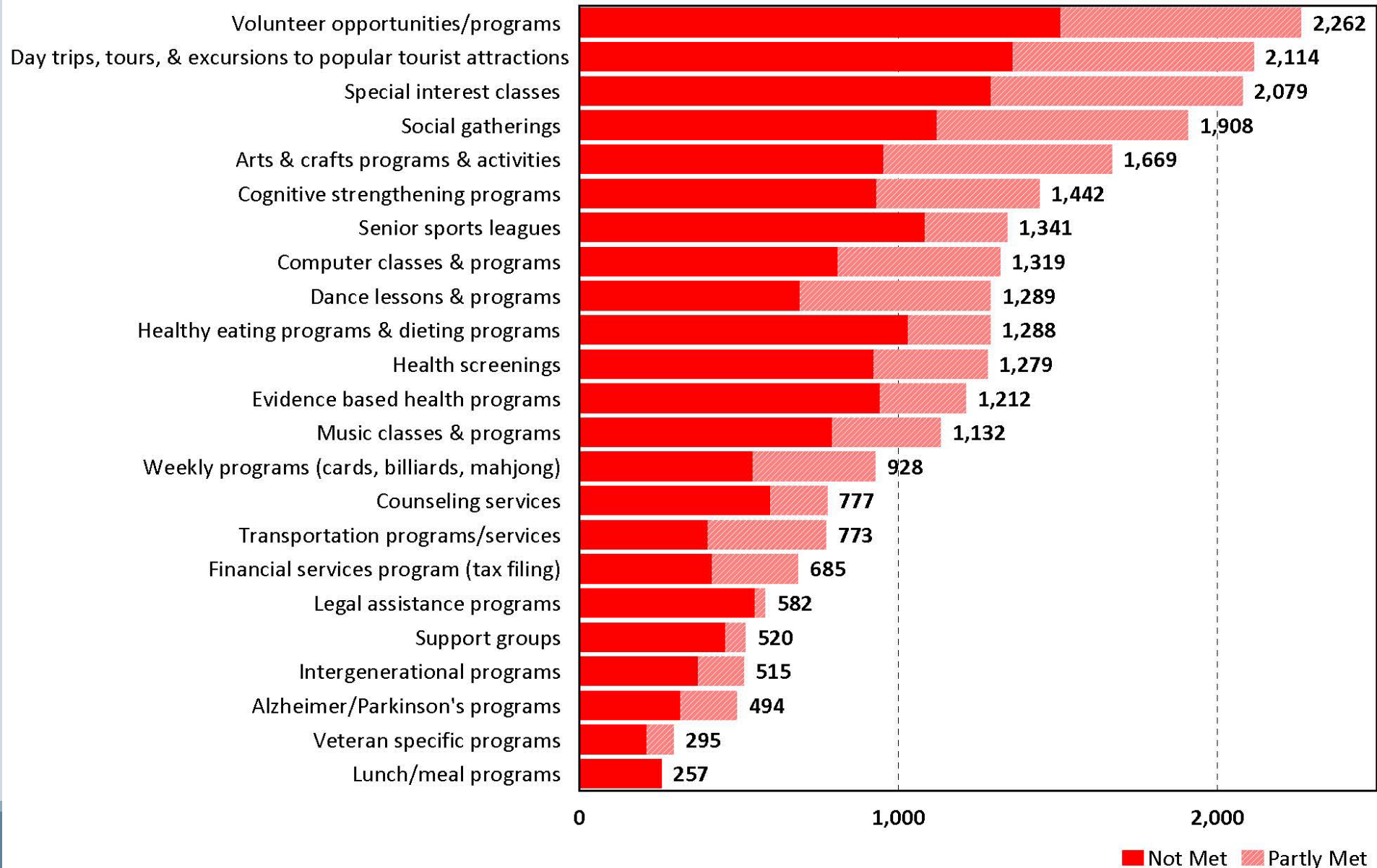
Q11. Active Aging Programs Most Important to Households

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

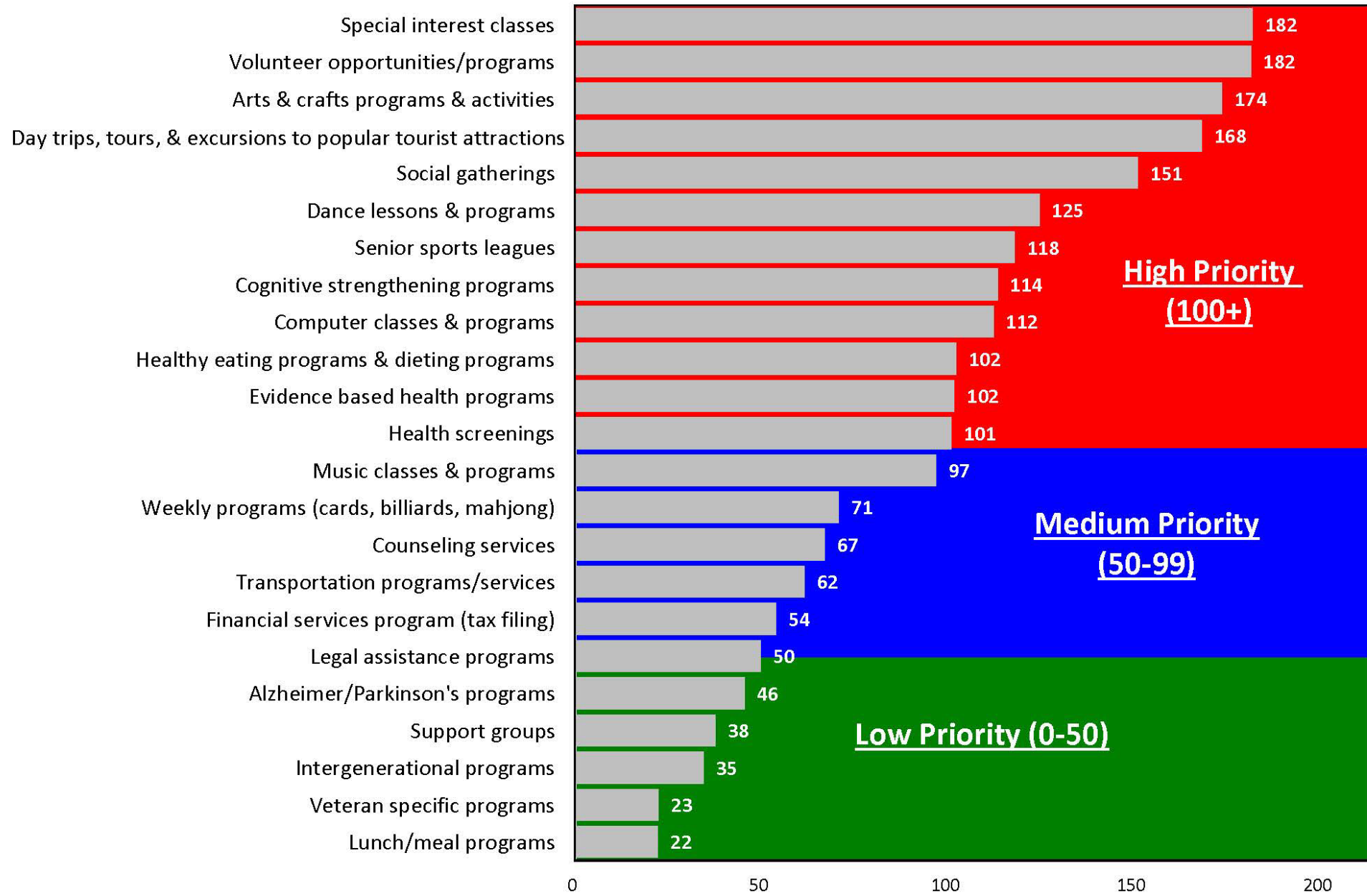


Q10c. Estimated Number of Households Whose Active Aging Program Needs Are Only “Partly Met” or “Not Met”

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

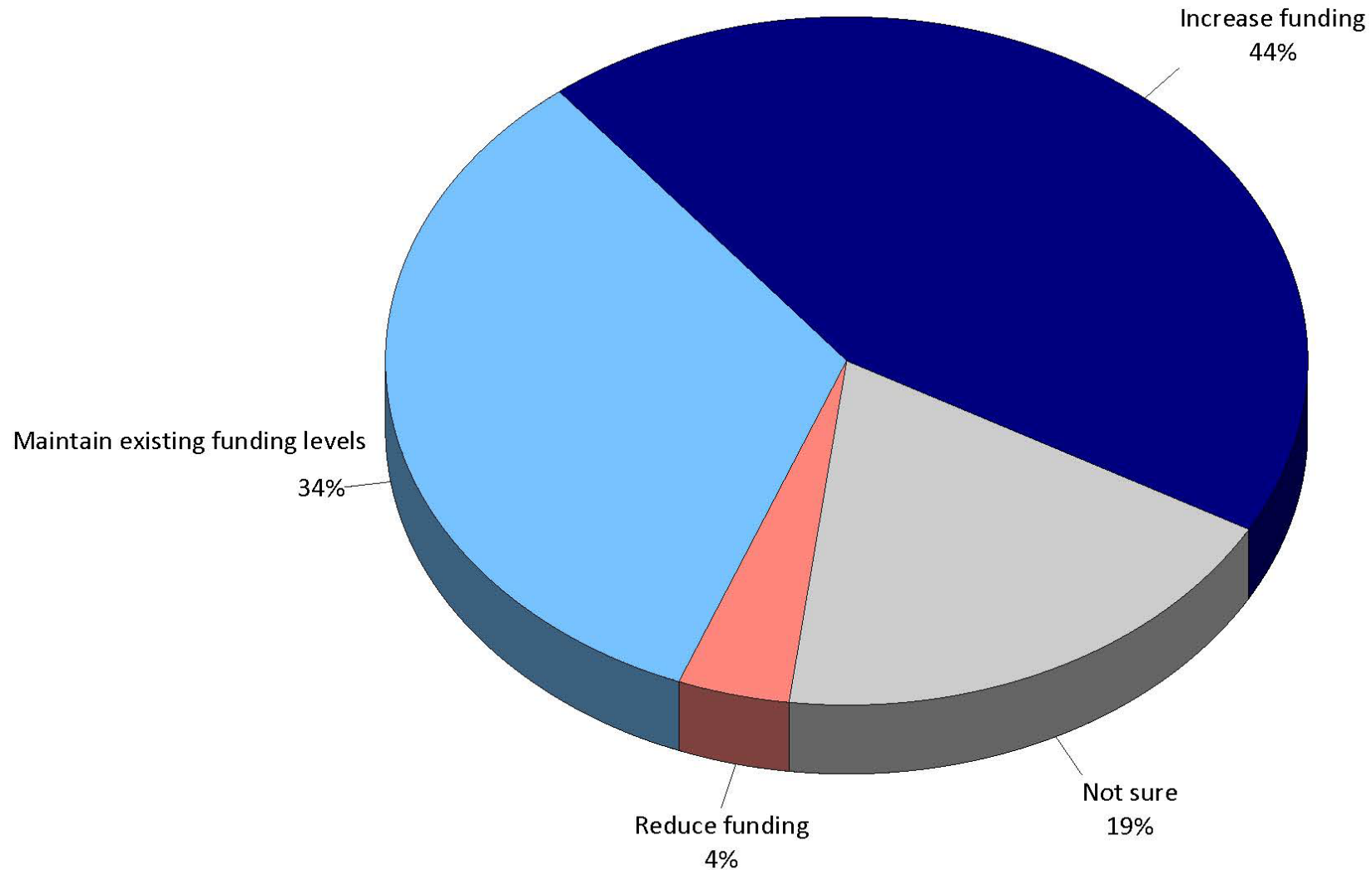




COMMUNITY SUPPORT

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")



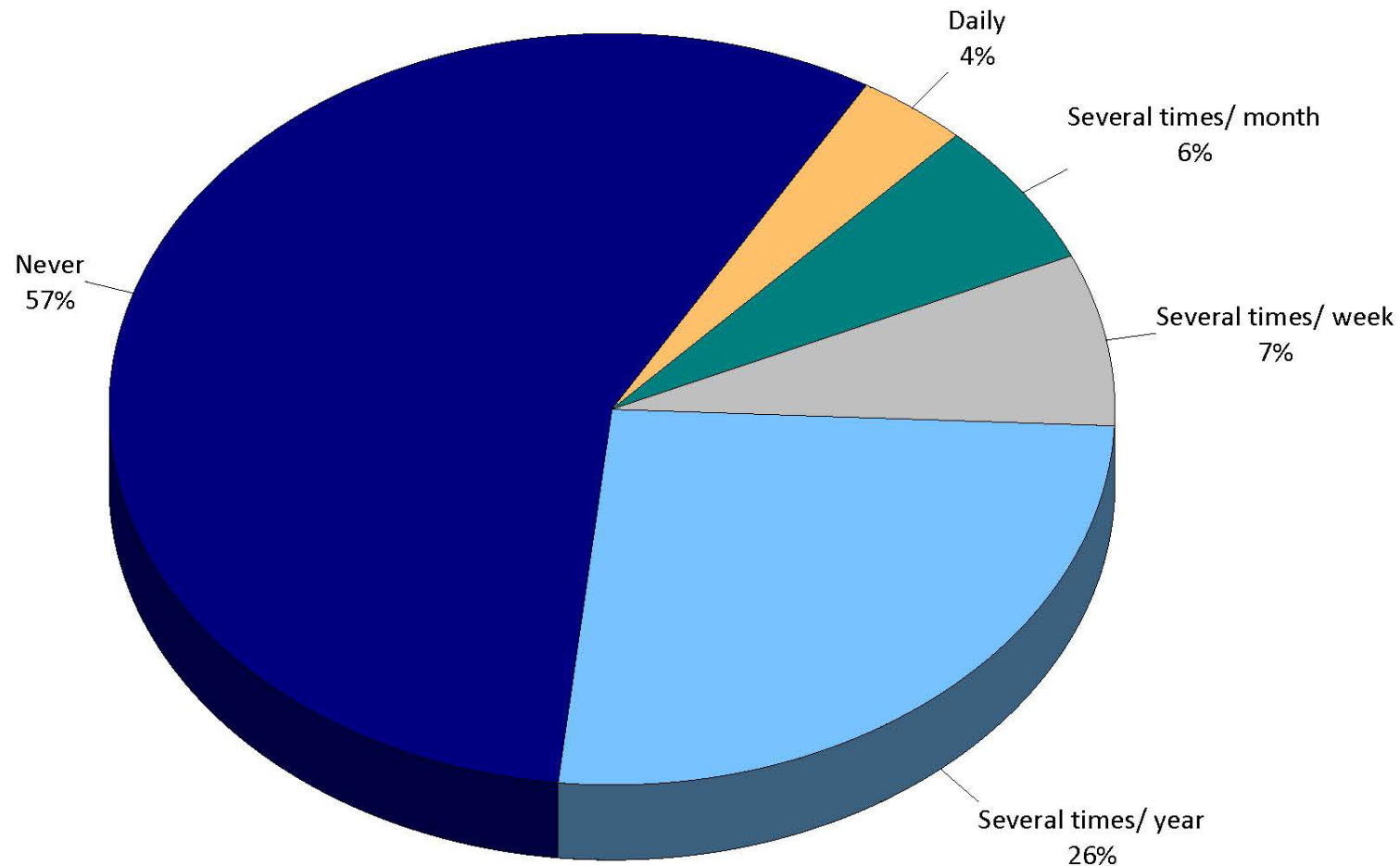


AGOURA HILLS CALABASAS COMMUNITY CENTER

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?

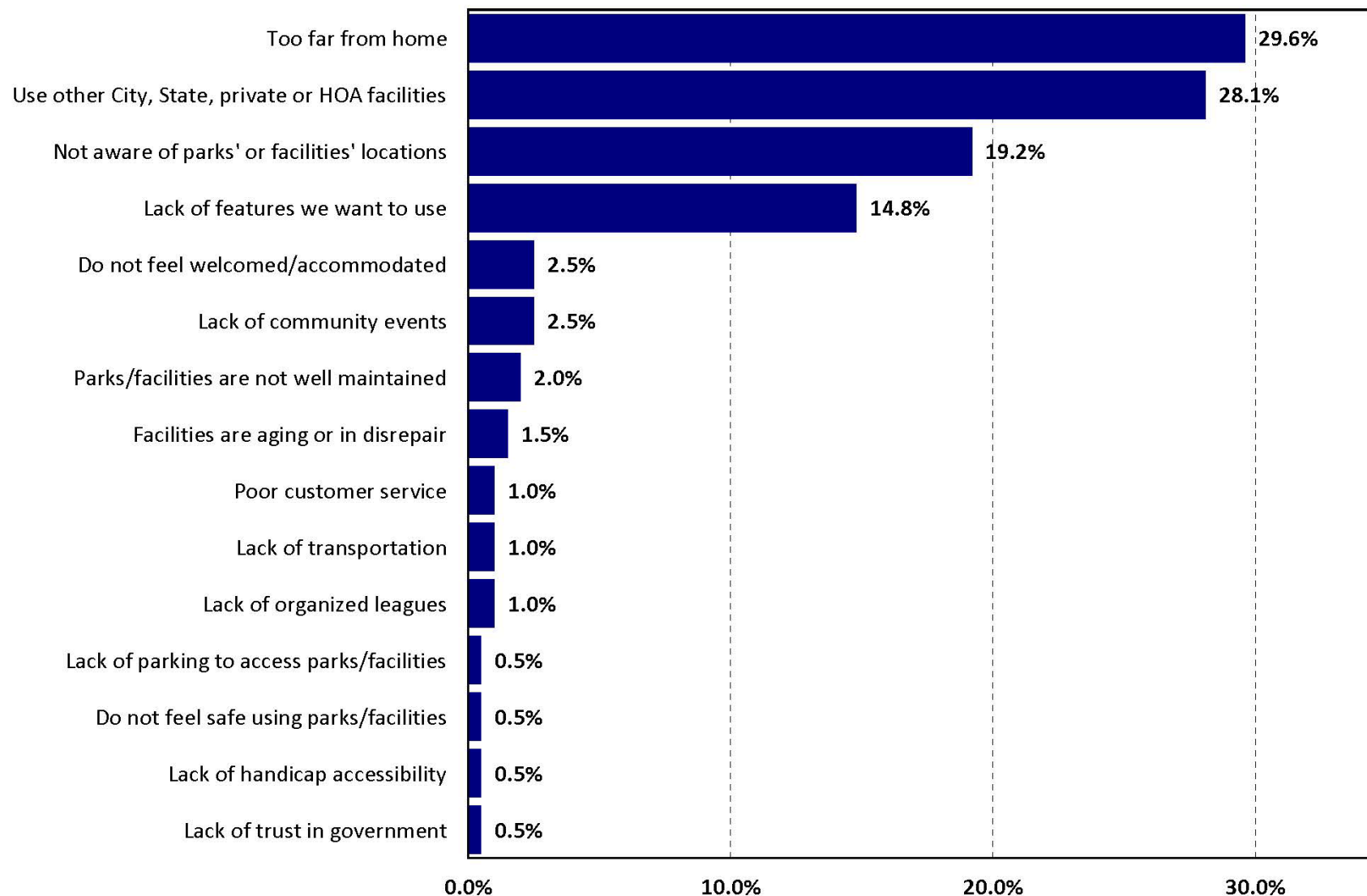
by percentage of respondents (excluding "not provided")



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





USING THE COMMUNITY NEED INFORMATION

Highest Prioritized Programs and Services By Household Type

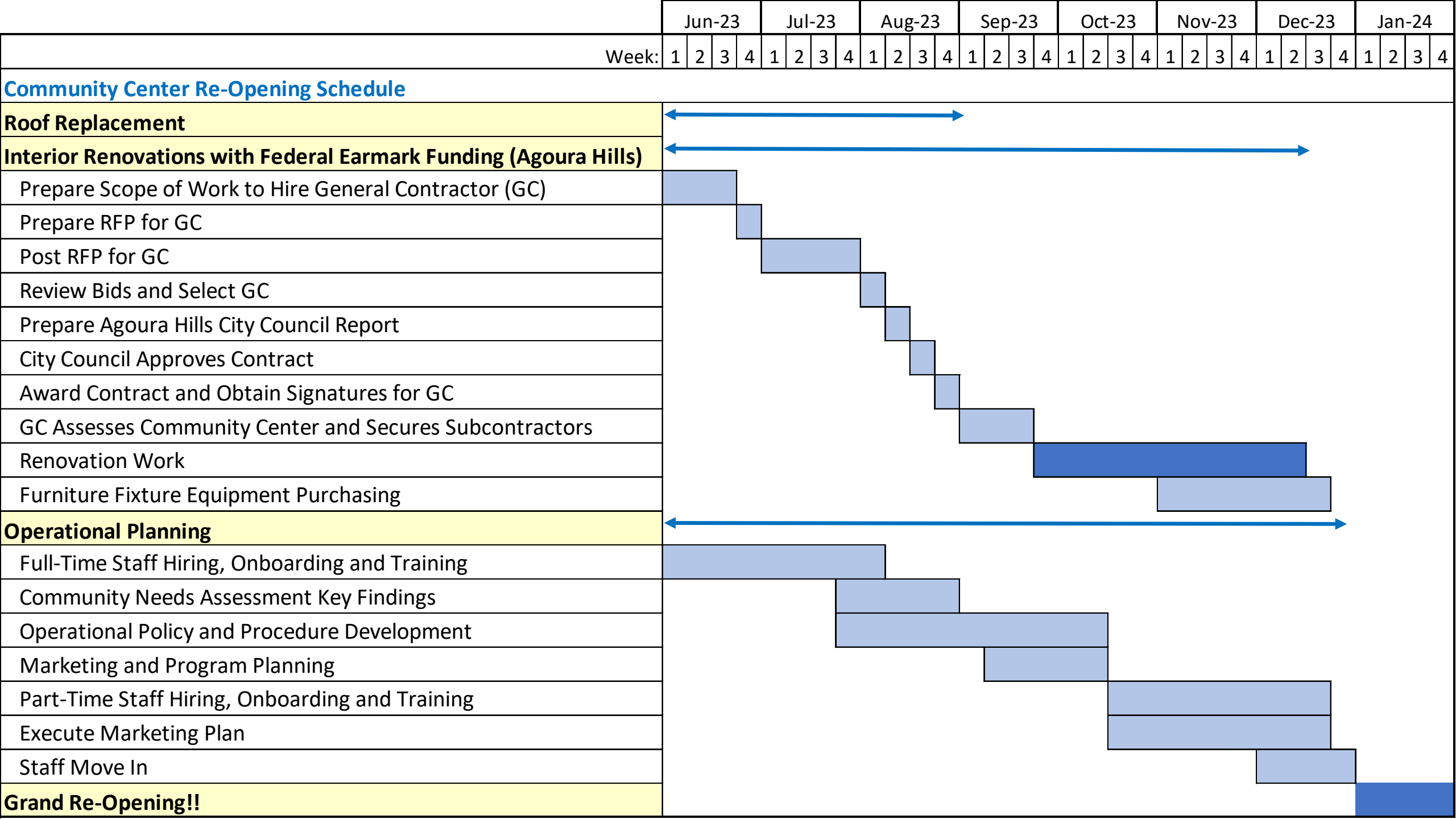
Recreation Program and Service Prioritization by Household Type					
High Priority Programs and Services	City Wide	Households with Young Children Ages 0-9	Households with Teens/Young Adults Children Ages 10-19	Households Young/Middle Age Adults Ages 20-54 NO Children	Households Ages 55+ NO Children
Adult fitness & wellness programs	●	●	●	●	●
Art, culture, enrichment, performing art programs	●	●	●	●	●
Senior (50+) programming	●		●	●	●
Pickleball lessons & leagues	●		●	●	●
Pop-up events	●	●	●	●	
After-school programs for youth of all		●			
Youth sports (leagues, classes,		●			
STEAM (science, technology,		●			
Youth summer camps		●			
Robotics		●			
Swim lessons		●			
Adult sports leagues			●	●	
Teen/tween programs			●		
Water fitness classes/lap swimming			●		

Meeting Community Needs

Recreation Programs and Services		Location to Offer Program							
PROGRAMS AND SERVICES	COMMUNITY NEED	AHCCC	Park System	Civic Center	De Anza	Founders Hall	Pre School	Senior Center	Tennis and Swim
Adult fitness & wellness programs	High	X							X
Art, culture, enrichment, performing art programs	High	X		X	X	X		X	
Senior (50+) programming	High	X						X	
Rentals and reservations	High	X	X						X
Pickleball lessons & leagues	High	X	X						X
Pop-up events	High	X	X	X		X			
Adult sports leagues	Medium	X	X						X
Water fitness classes/lap swimming	Medium								X
Trips (senior, youth)	Medium	X			X			X	
STEAM classes	Medium	X			X				
After-school programs for youth of all ages	Medium	X			X				

AHCCC Re-Opening Assumptions – In Development

- **Operating Hours**
- **Balancing Community Use/ Program Use/ Reservations and Rentals**
- **Membership Structure**
- **Utilization Schedules by Functional Space**
- **Staffing Levels and Schedules**



Next Steps

Anticipated Timeframe	Purpose
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 th 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?