

DECISION RESOURCES, LTD.
3128 Dean Court
Minneapolis, Minnesota 55416

City of Eau Claire
Park & Recreation Issues Study
FINAL AUGUST 2006

**CITY OF EAU CLAIRE
(N=300)**

Hello, I'm _____ of Decision Resources, Ltd., a polling firm located in Minneapolis. We have been retained by the City of Eau Claire to speak with a random sample of residents about issues facing the community. This survey is being conducted because the City is interested in your opinions and suggestions about current and future park and recreation needs. I want to assure you that all individual responses will be held strictly confidential; only summaries of the entire sample will be reported.

- | | |
|---|---------------------------|
| 1. Approximately how many years have you lived in Eau Claire? | LESS THAN FIVE YEARS..12% |
| | SIX TO TEN YEARS.....13% |
| | 11 TO 20 YEARS.....20% |
| | 21 TO 30 YEARS.....19% |
| | OVER THIRTY YEARS.....37% |
| | DON'T KNOW/REFUSED.....0% |
| 2. Overall, how would you rate the parks and recreation facilities in City of Eau Claire -- excellent, good, only fair, or poor? | EXCELLENT.....32% |
| | GOOD.....61% |
| | ONLY FAIR.....7% |
| | POOR.....0% |
| | DON'T KNOW/REFUSED.....0% |
| 3. How safe do you feel in City parks, trails, and recreation facilities -- very safe, somewhat safe, not too safe, or not at all safe? | VERY SAFE.....65% |
| | SOMEWHAT SAFE.....32% |
| | NOT TOO SAFE.....0% |
| | NOT AT ALL SAFE.....0% |
| | DON'T KNOW/REFUSED.....2% |

IF "NOT TOO SAFE" OR "NOT AT ALL SAFE," ASK: (N=1)

4. What park, trail, or facility do you not feel safe at?
(PROBE)

MOUNT SIMON PARK, 100%

During the past two years, please tell me if you or members of your household have used any of the following park and recreation facilities in the City of Eau Claire -- frequently, occasionally, rarely or never? (ROTATE)

	FRE	OCC	RAR	NEV	DKR
5. Neighborhood playgrounds?	21%	22%	12%	45%	0%
6. Outdoor ice skating rinks?	3%	11%	14%	72%	0%
7. Baseball or softball fields?	16%	24%	13%	47%	0%
8. Soccer fields?	10%	11%	10%	68%	0%
9. Tennis courts?	3%	13%	11%	72%	0%
10. Hobbs Municipal Ice Center?	5%	11%	12%	71%	0%
11. Fairfax Park Municipal Pool?	14%	24%	12%	50%	0%
12. The Parks and Recreation Community Center?	3%	11%	17%	70%	0%
13. Large community parks, such as Carson, Riverview and Rod & Gun?	42%	42%	8%	8%	0%
14. Dog Park?	5%	4%	5%	84%	1%
15. Trails and bikeways?	26%	31%	9%	34%	0%

Now, I would like to read you a list of park and recreation facilities in your community. For each one, please tell me if you think there are currently too many or too much, too few or too little or about the right amount. (ROTATE)

	TOO MUC	TOO LIT	ABT RGT	DK/ REF
16. Baseball fields?	4%	4%	83%	8%
17. Basketball courts?	2%	22%	51%	24%
18. Beaches?	0%	57%	35%	7%
19. Boat launches?	1%	28%	52%	19%
20. Cross Country ski trails?	2%	21%	46%	30%
21. Golf courses?	10%	5%	73%	11%
22. Gymnasiums?	4%	16%	68%	11%
23. Outdoor hockey rinks?	4%	20%	53%	23%
24. Nature trails?	1%	28%	64%	7%
25. Picnic areas?	0%	17%	80%	3%
26. Neighborhood parks?	1%	19%	77%	3%
27. Outdoor ice skating rinks?	4%	15%	64%	17%
28. Soccer fields?	7%	10%	68%	16%
29. Tennis courts?	1%	15%	63%	21%
30. Playground equipment?	1%	20%	71%	8%
31. Dog parks?	5%	22%	45%	27%
32. Sledding or tubing areas?	2%	43%	39%	16%
33. Skateboard areas?	1%	30%	44%	25%
34. Adult slow pitch softball fields?	3%	9%	63%	25%
35. Weight training and physical fitness facilities?	7%	15%	64%	14%
36. Trails and bikeways?	3%	22%	72%	4%

I would like to read you a list of services and facilities that are or could be provided by the City of Eau Claire. For each one, please tell me how important that service or facility is to the community -- is it very important, somewhat important, not too important, or not at all important. (ROTATE)

	VIM	SIM	NTI	NAA	DKR
37. Youth sports programs?	85%	13%	2%	1%	0%
38. Youth enrichment programs, such as theater and art classes?	69%	24%	4%	2%	0%
39. Youth swimming lessons?	81%	18%	1%	0%	0%
40. Programs for youth and adults with special needs?	78%	20%	1%	0%	1%
41. Adult sports programs?	37%	51%	9%	2%	1%
42. Adult enrichment programs, such as art and dance classes?	28%	52%	15%	5%	0%
43. Supervision during the summer of neighborhood playgrounds for youth?	69%	17%	9%	3%	1%
44. Supervision of outdoor skating rinks?	58%	28%	10%	2%	2%
45. Movies and concerts in the parks?	45%	44%	7%	1%	2%
46. Operation of an outdoor swimming pool?	71%	24%	3%	1%	1%
47. Operation of an indoor ice center?	47%	42%	7%	1%	2%
48. Mowing grass in parks?	71%	24%	4%	1%	0%
49. Athletic fields for baseball and soccer?	59%	35%	5%	1%	1%
50. Maintaining cross country ski trails?	42%	44%	9%	1%	3%
51. Restrooms in parks?	81%	17%	1%	0%	0%
52. Trash and recycling in parks?	83%	15%	1%	1%	0%
53. "Off-Leash" dog parks?	32%	39%	16%	7%	6%
54. Camping?	39%	36%	15%	7%	3%
55. Mountain biking areas?	25%	48%	15%	7%	5%
56. Skateboard facilities?	30%	48%	14%	4%	4%
57. Snow boarding hill?	25%	46%	20%	5%	4%
58. Flower beds in city parks?	44%	40%	10%	5%	0%

Now, I would like to read you a list of different park and recreation facilities available in the community. For each one, please tell me if you would strongly support continued city funding of that facility, somewhat support, somewhat oppose, or strongly oppose the continued funding of that facility.

	STS	SMS	SMO	STO	DKR
59. Neighborhood parks and playgrounds?	71%	27%	1%	0%	0%
60. Community parks, such as Carson Park, Riverview Park and Mount Simon Park, Lowes Creek and Tower Ridge Park?	81%	17%	1%	1%	1%
61. Trails and bikeways?	65%	30%	5%	0%	0%
62. Fairfax Park Municipal Pool?	65%	30%	3%	1%	1%
63. Hobbs Ice Center?	44%	46%	6%	1%	2%
64. Parks and Recreation Community Center?	44%	44%	4%	2%	6%
65. Athletic fields and courts?	54%	42%	2%	1%	1%

Although no decision has been made, the City of Eau Claire may ask residents to approve a referendum for the construction of a multi-purpose Community Recreation Center. This type of facility could include a gymnasium, swimming pool, rooms for instructional classes, and an exercise and fitness area.

66. Do you think there is a need for a YES/STRONGLY.....	31%
Community Recreation Center? (WAIT YES.....	16%
FOR RESPONSE) Do you feel strong-	NO.....
ly that way?	21%
	NO/STRONGLY.....
	26%
	DON'T KNOW/REFUSED.....
	5%

For each of the following items please tell if you would strongly support a property tax increase to include that item in a new Community Recreation Center, somewhat support, somewhat oppose, or strongly oppose a property tax increase.

	STS	SMS	SMO	STO	DKR
67. Office space and storage?	5%	26%	28%	38%	2%
68. A gymnasium?	17%	27%	27%	27%	1%
69. Locker rooms?	16%	31%	25%	27%	1%
70. An indoor swimming pool?	17%	25%	27%	30%	1%
71. An aquatic center, including slides, a spa pool and lazy river?	15%	22%	27%	34%	1%
72. Indoor ice sheet?	10%	22%	32%	33%	3%
73. Meeting rooms?	9%	25%	32%	32%	2%
74. Fitness training room and equipment?	17%	28%	26%	28%	2%

75. How much would you be willing to see your property taxes increase per year to fund the construction of a Community Recreation Center? (CHOOSE A RANDOM STARTING POINT) Let's say, would you be willing to pay an additional \$___ per year? (DEPENDING ON RESPONSE, CHOOSE THE NEXT HIGHER OR LOWER CATEGORY) How about \$___ per year? (REPEAT PROCESS)

NOTHING.....	40%
\$15.00.....	9%
\$30.00.....	6%
\$45.00.....	14%
\$60.00.....	8%
\$75.00.....	7%
\$90.00.....	5%
\$105.00.....	9%
DON'T KNOW/REFUSED.....	2%

The Parks and Recreation Department tries to provide park and recreation services to all residents. It often has to make difficult choice on how to develop and operate parks. I would like to read you a few pairs of decisions the Parks and Recreation Department may have to make. For each one, please tell me which you prefer. (ROTATE OPTIONS)

76. A) Fix up existing park and recreational areas. OR B) Buy more parkland in developing areas? (WAIT FOR RESPONSE) Do you feel strongly that way?

STATEMENT A/STRONGLY..	60%
STATEMENT A.....	17%
STATEMENT B.....	5%
STATEMENT B/STRONGLY..	16%
DON'T KNOW/REFUSED.....	2%

77. A) Continue to have the City Parks and Recreation Department maintain all park areas. OR B) Encourage citizen volunteer groups to assist in the maintenance and upkeep of parks areas, such as through an "adopt a park" program, to reduce operating expenses? (WAIT FOR RESPONSE) Do you feel strongly that way?

STATEMENT A/STRONGLY..	29%
STATEMENT A.....	13%
STATEMENT B.....	13%
STATEMENT B/STRONGLY..	44%
DON'T KNOW/REFUSED.....	2%

78. A) Continue to have the City Parks and Recreation Department maintain all park areas at current levels. OR
 B) Reduce maintenance of parks, such as cutting the grass, in an effort to reduce operational costs?
 (WAIT FOR RESPONSE) Do you feel strongly that way?
79. Which of the following statements do you most agree with?
 A) The City should increase funding into parks and recreation improvements,
 B) The City should continue the same level of funding for parks and recreation improvements,
 C) The City should decrease funding for parks and recreation improvements?

IF "STATEMENT A," ASK: (N=75)

I would like to read you a list of possible funding sources for the increases in funding for parks and recreation improvements. For each one, please tell me if you strongly support it, somewhat support it, somewhat oppose it, or strongly oppose it. (ROTATE)

	STS	SMS	SMO	STO	DKR
80. Increase property taxes?	9%	75%	4%	11%	1%
81. Increase park user fees?	17%	40%	23%	17%	3%
82. Institute new park user fees?	16%	35%	21%	25%	3%
83. Require developers to pay a fee for new residential developments?	67%	21%	5%	4%	3%
84. Charge entrance fees to community parks?	5%	12%	21%	60%	1%

The City of Eau Claire Parks and Recreation Department may be asked in the future to combine and consolidate operations with parks departments, such as the Eau Claire County Parks and Forestry Department, City of Altoona or adjoining townships. This would result in reduction of costs, but also a reduction in the level of service offered to residents.

85. Would you support or oppose this consolidation? (WAIT FOR RESPONSE) Do you feel strongly that way?

STRONGLY SUPPORT.....	22%
SUPPORT.....	28%
OPPOSE.....	17%
STRONGLY OPPOSE.....	25%
DON'T KNOW/REFUSED.....	8%

Some cities have coordinated programs and services with area non-profit organizations, such as the YMCA, Boys and Girls Club, School District and UW-Eau Claire, to better serve their communities' needs.

86. Would you support or oppose this coordination with area non-profit organizations? (WAIT FOR RESPONSE) Do you feel strongly that way?

STRONGLY SUPPORT.....	60%
SUPPORT.....	33%
OPPOSE.....	3%
STRONGLY OPPOSE.....	2%
DON'T KNOW/REFUSED.....	3%

As you may know, the City owns two future community park sites each over 100 acres in size. One is located in the northwest portion of the City: north of the North crossing and west of the Chippewa River; while the other is located in the southeast portion: north of Interstate 94 and east of the WalMart and Sam's Club.

As the City begins to develop these parks, please tell me which site, if either, you would support that type of development, would you support it in the Northwest park location, the Southeast park location, both locations or neither. If you don't have an opinion, just say so....

	NW PK	SE PK	BOT PKS	NEI PKS	DK\ REF
87. Maintaining most of the parks in their natural state and providing only passive recreation activities, such as picnicking and walking trails.	21%	13%	51%	9%	6%
88. Developing an active recreation area with athletic fields for soccer and softball.	21%	10%	26%	37%	6%
89. Preserve environmentally sensitive areas.	9%	6%	71%	12%	1%

90. Develop off-road bicycle trails. 12% 6% 42% 32% 7%
91. Provide a winter sports areas for snow tubing, snowboarding and cross county skiing. 20% 11% 40% 25% 4%

I would like to read you a list of statements. For each one, please tell me if you strongly agree with it, somewhat agree, somewhat disagree, or strongly disagree with it.

STA SMA SMD STD DKR

92. Currently, the City operates public boat landings with no boat launch fee. I feel that boaters should be required to pay a fee to use these facilities. 24% 21% 22% 29% 4%
93. At the present time, the City of Eau Claire allows alcohol to be sold and consumed in larger community parks, such as Carson, Mount Simon, Rod & Gun, and Riverview Parks. This may include such events as Festival in the Pines and Sawdust City Days and at picnic pavilions, which are reserved by groups and organizations for social gatherings. The City should expand the number of parks where alcohol could be available for such events and gatherings. 17% 24% 22% 35% 2%
94. Eau Claire's newest park is Phoenix Park located downtown at the confluence of the Eau Claire and Chippewa Rivers. The City should allow alcohol to be sold and consumed at the pavilion area within this park. 22% 30% 13% 32% 3%
95. On a general basis, the City needs to provide approximately \$50,000 annually in operating funds to operate Hobb's Ice Center to offset revenue short-falls. The City should continue to operate the Ice Center even if the City needs to provide this level of operating funds. 19% 36% 24% 15% 7%
96. The City is considering the addition of several new amenities at Fairfax

Swimming Pool, such as a second water slide, a lazy river and splash pads. I think these additions are a good idea.

27% 34% 20% 15% 4%

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ASK NON-CITY RESIDENTS:

I would like to read you a list of services the City of Eau Claire could provide to your area. For each one, please tell me if you would be very interested in paying for that service, somewhat interested, not too interested, or not at all interested in paying for that service.

	VRI	SMI	NTI	NAA	DKR
97. Trimming trees along your street?	NA	NA	NA	NA	NA
98. Tree removal from boulevard areas?	NA	NA	NA	NA	NA
99. Replanting of trees along the street?	NA	NA	NA	NA	NA
100. Consultation with the City Forester about tree-related issues on your property?	NA	NA	NA	NA	NA
101. Disease diagnosis for trees on your property?	MA	NA	NA	NA	NA

IF "VERY INTERESTED" OR "SOMEWHAT INTERESTED," ASK:

102. How would you prefer to pay for using that service -- by increasing your property taxes or paying a fee for the service provided? (WAIT FOR RESPONSE) Do you feel strongly that way?

PROPERTY TAX/STRONGLY..	NA
PROPERTY TAX.....	NA
FEE.....	NA
FEE/STRONGLY.....	NA
DON'T KNOW/REFUSED.....	NA

As you may know, as a non-city resident, you are currently charged non-resident fees for enrolling in or using various City of Eau Claire programs and facilities.

103. Would you support or oppose a small increase in your property taxes to pay for these recreational programs and facilities and not pay a non-resident fee? (WAIT FOR RESPONSE) Do you feel strongly that way?

STRONGLY SUPPORT.....	NA
SUPPORT.....	NA
OPPOSE.....	NA
STRONGLY OPPOSE.....	NA
DON'T KNOW/REFUSED.....	NA

=====

Now, just a few more questions for demographic purposes....

Could you please tell me how many people in each of the following age groups live in your household.

104. Persons 65 or over?	NONE.....	75%
	ONE.....	11%
	TWO OR MORE.....	14%
105. Adults under 65?	NONE.....	22%
	ONE.....	17%
	TWO.....	53%
	THREE OR MORE.....	9%
106. School-aged children and pre-schoolers?	NONE.....	69%
	ONE.....	13%
	TWO.....	12%
	THREE OR MORE.....	6%
107. Do you own or rent your present residence?	OWN.....	71%
	RENT.....	29%
	DON'T KNOW/REFUSED.....	0%
108. What is your age, please?	18-24.....	6%
	25-34.....	13%
	35-44.....	16%
	45-54.....	21%
	55-64.....	21%
	65 OR OLDER.....	23%

And, one final question....

109. Which of the following categories contains your total household income for last year -- less than \$35,000, \$35,000-\$75,000, or over \$75,000?	LESS THAN \$35,000.....	21%
	\$35,000 TO \$75,000.....	43%
	OVER \$75,000.....	25%
	DON'T KNOW.....	1%
	REFUSED.....	10%
110. Gender (BY OBSERVATION)	MALE.....	48%
	FEMALE.....	52%
111. Region (FROM LIST)	CITY OF EAU CLAIRE...	100%
	REST OF THE COUNTY.....	0%

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**REST OF THE COUNTY RESIDENTS
(N=200)**

Hello, I'm _____ of Decision Resources, Ltd., a polling firm located in Minneapolis. We have been retained by the City of Eau Claire to speak with a random sample of residents about issues facing the community. This survey is being conducted because the City is interested in your opinions and suggestions about current and future park and recreation needs. I want to assure you that all individual responses will be held strictly confidential; only summaries of the entire sample will be reported.

- | | |
|---|---------------------------|
| 1. Approximately how many years have you lived in Eau Claire? | LESS THAN FIVE YEARS...9% |
| | SIX TO TEN YEARS.....16% |
| | 11 TO 20 YEARS.....16% |
| | 21 TO 30 YEARS.....18% |
| | OVER THIRTY YEARS.....42% |
| | DON'T KNOW/REFUSED.....0% |
| 2. Overall, how would you rate the parks and recreation facilities in City of Eau Claire -- excellent, good, only fair, or poor? | EXCELLENT.....17% |
| | GOOD.....63% |
| | ONLY FAIR.....12% |
| | POOR.....1% |
| | DON'T KNOW/REFUSED.....7% |
| 3. How safe do you feel in City parks, trails, and recreation facilities -- very safe, somewhat safe, not too safe, or not at all safe? | VERY SAFE.....47% |
| | SOMEWHAT SAFE.....47% |
| | NOT TOO SAFE.....2% |
| | NOT AT ALL SAFE.....0% |
| | DON'T KNOW/REFUSED.....6% |

IF "NOT TOO SAFE" OR "NOT AT ALL SAFE," ASK: (N=3)

4. What park, trail, or facility do you not feel safe at?
(PROBE)

CARSON, 67%; ROD & GUN, 33%.

During the past two years, please tell me if you or members of your household have used any of the following park and recreation facilities in the City of Eau Claire -- frequently, occasionally, rarely or never? (ROTATE)

	FRE	OCC	RAR	NEV	DKR
5. Neighborhood playgrounds?	11%	22%	18%	50%	0%
6. Outdoor ice skating rinks?	1%	8%	12%	80%	0%
7. Baseball or softball fields?	9%	16%	13%	63%	0%
8. Soccer fields?	4%	4%	11%	82%	0%
9. Tennis courts?	3%	9%	6%	84%	0%
10. Hobbs Municipal Ice Center?	5%	11%	12%	73%	0%
11. Fairfax Park Municipal Pool?	9%	27%	10%	54%	0%
12. The Parks and Recreation Community Center?	2%	9%	14%	75%	1%
13. Large community parks, such as Carson, Riverview and Rod & Gun?	20%	40%	9%	32%	0%
14. Dog Park?	2%	3%	3%	92%	0%
15. Trails and bikeways?	13%	32%	9%	48%	0%

Now, I would like to read you a list of park and recreation facilities in your community. For each one, please tell me if you think there are currently too many or too much, too few or too little or about the right amount. (ROTATE)

	TOO MUC	TOO LIT	ABT RGT	DK/ REF
16. Baseball fields?	1%	10%	71%	19%
17. Basketball courts?	1%	14%	63%	24%
18. Beaches?	0%	33%	58%	9%
19. Boat launches?	0%	19%	68%	14%
20. Cross Country ski trails?	0%	9%	56%	36%
21. Golf courses?	3%	9%	79%	10%
22. Gymnasiums?	0%	13%	64%	24%
23. Outdoor hockey rinks?	0%	14%	61%	26%
24. Nature trails?	0%	21%	72%	8%
25. Picnic areas?	0%	19%	75%	7%
26. Neighborhood parks?	0%	16%	78%	7%
27. Outdoor ice skating rinks?	1%	11%	64%	25%
28. Soccer fields?	2%	10%	60%	28%
29. Tennis courts?	1%	10%	61%	29%
30. Playground equipment?	1%	15%	65%	20%
31. Dog parks?	1%	11%	53%	36%
32. Sledding or tubing areas?	1%	21%	51%	28%
33. Skateboard areas?	0%	17%	52%	31%
34. Adult slow pitch softball fields?	1%	8%	68%	24%
35. Weight training and physical fitness facilities?	2%	12%	66%	20%
36. Trails and bikeways?	2%	19%	71%	9%

I would like to read you a list of services and facilities that are or could be provided by the City of Eau Claire. For each one, please tell me how important that service or facility is to the community -- is it very important, somewhat important, not too important, or not at all important. (ROTATE)

	VIM	SIM	NTI	NAA	DKR
37. Youth sports programs?	86%	12%	2%	1%	0%
38. Youth enrichment programs, such as theater and art classes?	73%	21%	6%	0%	1%
39. Youth swimming lessons?	77%	21%	1%	0%	2%
40. Programs for youth and adults with special needs?	76%	21%	3%	0%	1%
41. Adult sports programs?	26%	64%	10%	0%	1%
42. Adult enrichment programs, such as art and dance classes?	26%	52%	22%	1%	1%
43. Supervision during the summer of neighborhood playgrounds for youth?	55%	31%	14%	0%	1%
44. Supervision of outdoor skating rinks?	42%	43%	14%	0%	2%
45. Movies and concerts in the parks?	32%	50%	17%	1%	1%
46. Operation of an outdoor swimming pool?	52%	42%	5%	0%	1%
47. Operation of an indoor ice center?	43%	50%	6%	0%	2%
48. Mowing grass in parks?	76%	22%	2%	0%	1%
49. Athletic fields for baseball and soccer?	56%	41%	2%	0%	1%
50. Maintaining cross country ski trails?	36%	54%	9%	1%	2%
51. Restrooms in parks?	88%	11%	1%	0%	1%
52. Trash and recycling in parks?	86%	12%	2%	0%	1%
53. "Off-Leash" dog parks?	26%	49%	20%	3%	4%
54. Camping?	24%	51%	22%	1%	3%
55. Mountain biking areas?	19%	52%	25%	1%	5%
56. Skateboard facilities?	16%	57%	24%	1%	4%
57. Snow boarding hill?	18%	54%	24%	2%	4%
58. Flower beds in city parks?	51%	41%	7%	1%	1%

Now, I would like to read you a list of different park and recreation facilities available in the community. For each one, please tell me if you would strongly support continued city funding of that facility, somewhat support, somewhat oppose, or strongly oppose the continued funding of that facility.

	STS	SMS	SMO	STO	DKR
59. Neighborhood parks and playgrounds?	66%	32%	2%	0%	2%
60. Community parks, such as Carson Park, Riverview Park and Mount Simon Park, Lowes Creek and Tower Ridge Park?	66%	31%	2%	0%	2%
61. Trails and bikeways?	63%	32%	4%	0%	2%
62. Fairfax Park Municipal Pool?	56%	36%	4%	1%	4%
63. Hobbs Ice Center?	55%	34%	5%	0%	6%
64. Parks and Recreation Community Center?	55%	38%	3%	0%	5%
65. Athletic fields and courts?	60%	37%	2%	0%	1%

Although no decision has been made, the City of Eau Claire may ask residents to approve a referendum for the construction of a multi-purpose Community Recreation Center. This type of facility could include a gymnasium, swimming pool, rooms for instructional classes, and an exercise and fitness area.

66. Do you think there is a need for a YES/STRONGLY.....	14%
Community Recreation Center? (WAIT YES.....)	32%
FOR RESPONSE) Do you feel strongly that way?	
NO.....	42%
NO/STRONGLY.....	7%
DON'T KNOW/REFUSED.....	6%

For each of the following items please tell if you would strongly support a property tax increase to include that item in a new Community Recreation Center, somewhat support, somewhat oppose, or strongly oppose a property tax increase.

	STS	SMS	SMO	STO	DKR
67. Office space and storage?	6%	25%	50%	16%	4%
68. A gymnasium?	15%	28%	40%	13%	5%
69. Locker rooms?	13%	33%	39%	12%	4%
70. An indoor swimming pool?	17%	26%	41%	13%	4%
71. An aquatic center, including slides, a spa pool and lazy river?	14%	21%	48%	14%	4%
72. Indoor ice sheet?	8%	27%	46%	15%	5%
73. Meeting rooms?	6%	28%	50%	13%	4%
74. Fitness training room and equipment?	14%	28%	42%	13%	3%

75. How much would you be willing to see your property taxes increase per year to fund the construction of a Community Recreation Center? (CHOOSE A RANDOM STARTING POINT) Let's say, would you be willing to pay an additional \$___ per year? (DEPENDING ON RESPONSE, CHOOSE THE NEXT HIGHER OR LOWER CATEGORY) How about \$___ per year? (REPEAT PROCESS)

NOTHING.....	48%
\$15.00.....	19%
\$30.00.....	11%
\$45.00.....	8%
\$60.00.....	5%
\$75.00.....	2%
\$90.00.....	1%
\$105.00.....	2%
DON'T KNOW/REFUSED.....	6%

The Parks and Recreation Department tries to provide park and recreation services to all residents. It often has to make difficult choice on how to develop and operate parks. I would like to read you a few pairs of decisions the Parks and Recreation Department may have to make. For each one, please tell me which you prefer. (ROTATE OPTIONS)

76. A) Fix up existing park and recreational areas. OR B) Buy more parkland in developing areas? (WAIT FOR RESPONSE) Do you feel strongly that way?

STATEMENT A/STRONGLY..	25%
STATEMENT A.....	60%
STATEMENT B.....	12%
STATEMENT B/STRONGLY...	1%
DON'T KNOW/REFUSED.....	3%

77. A) Continue to have the City Parks and Recreation Department maintain all park areas. OR B) Encourage citizen volunteer groups to assist in the maintenance and upkeep of parks areas, such as through an "adopt a park" program, to reduce operating expenses? (WAIT FOR RESPONSE) Do you feel strongly that way?

STATEMENT A/STRONGLY..	11%
STATEMENT A.....	31%
STATEMENT B.....	48%
STATEMENT B/STRONGLY..	10%
DON'T KNOW/REFUSED.....	1%

78. A) Continue to have the City Parks and Recreation Department maintain all park areas at current levels. OR
 B) Reduce maintenance of parks, such as cutting the grass, in an effort to reduce operational costs?
 (WAIT FOR RESPONSE) Do you feel strongly that way?
79. Which of the following statements do you most agree with?
 A) The City should increase funding into parks and recreation improvements,
 B) The City should continue the same level of funding for parks and recreation improvements,
 C) The City should decrease funding for parks and recreation improvements?

IF "STATEMENT A," ASK: (N=13)

I would like to read you a list of possible funding sources for the increases in funding for parks and recreation improvements. For each one, please tell me if you strongly support it, somewhat support it, somewhat oppose it, or strongly oppose it. (ROTATE)

	STS	SMS	SMO	STO	DKR
80. Increase property taxes?	0%	62%	23%	15%	0%
81. Increase park user fees?	15%	62%	15%	0%	8%
82. Institute new park user fees?	0%	54%	39%	8%	0%
83. Require developers to pay a fee for new residential developments?	62%	15%	15%	0%	8%
84. Charge entrance fees to community parks?	0%	8%	77%	8%	8%

The City of Eau Claire Parks and Recreation Department may be asked in the future to combine and consolidate operations with

parks departments, such as the Eau Claire County Parks and Forestry Department, City of Altoona or adjoining townships. This would result in reduction of costs, but also a reduction in the level of service offered to residents.

85. Would you support or oppose this consolidation? (WAIT FOR RESPONSE) Do you feel strongly that way?

STRONGLY SUPPORT.....	5%
SUPPORT.....	58%
OPPOSE.....	27%
STRONGLY OPPOSE.....	5%
DON'T KNOW/REFUSED.....	7%

Some cities have coordinated programs and services with area non-profit organizations, such as the YMCA, Boys and Girls Club, School District and UW-Eau Claire, to better serve their communities' needs.

86. Would you support or oppose this coordination with area non-profit organizations? (WAIT FOR RESPONSE) Do you feel strongly that way?

STRONGLY SUPPORT.....	10%
SUPPORT.....	84%
OPPOSE.....	3%
STRONGLY OPPOSE.....	2%
DON'T KNOW/REFUSED.....	2%

As you may know, the City owns two future community park sites each over 100 acres in size. One is located in the northwest portion of the City: north of the North crossing and west of the Chippewa River; while the other is located in the southeast portion: north of Interstate 94 and east of the WalMart and Sam's Club.

As the City begins to develop these parks, please tell me which site, if either, you would support that type of development, would you support it in the Northwest park location, the Southeast park location, both locations or neither. If you don't have an opinion, just say so....

	NW PK	SE PK	BOT PKS	NEI PKS	DK\ REF
87. Maintaining most of the parks in their natural state and providing only passive recreation activities, such as picnicking and walking trails.	11%	13%	63%	11%	4%
88. Developing an active recreation area with athletic fields for soccer and softball.	5%	14%	37%	34%	11%
89. Preserve environmentally sensitive areas.	7%	3%	80%	8%	3%
90. Develop off-road bicycle trails.	4%	4%	45%	40%	7%
91. Provide a winter sports areas for snow					

tubing, snowboarding and cross county skiing.

4% 10% 49% 29% 9%

I would like to read you a list of statements. For each one, please tell me if you strongly agree with it, somewhat agree, somewhat disagree, or strongly disagree with it.

STA SMA SMD STD DKR

- | | | | | | | |
|-----|---|-----|-----|-----|-----|-----|
| 92. | Currently, the City operates public boat landings with no boat launch fee. I feel that boaters should be required to pay a fee to use these facilities. | 22% | 42% | 20% | 16% | 2% |
| 93. | At the present time, the City of Eau Claire allows alcohol to be sold and consumed in larger community parks, such as Carson, Mount Simon, Rod & Gun, and Riverview Parks. This may include such events as Festival in the Pines and Sawdust City Days and at picnic pavilions, which are reserved by groups and organizations for social gatherings. The City should expand the number of parks where alcohol could be available for such events and gatherings. | 7% | 42% | 28% | 22% | 3% |
| 94. | Eau Claire's newest park is Phoenix Park located downtown at the confluence of the Eau Claire and Chippewa Rivers. The City should allow alcohol to be sold and consumed at the pavilion area within this park. | 6% | 44% | 29% | 18% | 5% |
| 95. | On a general basis, the City needs to provide approximately \$50,000 annually in operating funds to operate Hobb's Ice Center to offset revenue short-falls. The City should continue to operate the Ice Center even if the City needs to provide this level of operating funds. | 5% | 43% | 26% | 10% | 17% |
| 96. | The City is considering the addition of several new amenities at Fairfax Swimming Pool, such as a second water slide, a lazy river and splash pads. | | | | | |

I think these additions are a good idea.

18% 46% 21% 8% 8%

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ASK NON-CITY RESIDENTS:

I would like to read you a list of services the City of Eau Claire could provide to your area. For each one, please tell me if you would be very interested in paying for that service, somewhat interested, not too interested, or not at all interested in paying for that service.

	VRI	SMI	NTI	NAA	DKR
97. Trimming trees along your street?	1%	16%	59%	23%	1%
98. Tree removal from boulevard areas?	1%	14%	64%	20%	2%
99. Replanting of trees along the street?	2%	17%	62%	18%	1%
100. Consultation with the City Forester about tree-related issues on your property?	2%	18%	61%	18%	1%
101. Disease diagnosis for trees on your property?	2%	25%	58%	14%	1%

IF "VERY INTERESTED" OR "SOMEWHAT INTERESTED," ASK: (N=75)

102. How would you prefer to pay for using that service -- by increasing your property taxes or paying a fee for the service provided? (WAIT FOR RESPONSE) Do you feel strongly that way?	PROPERTY TAX/STRONGLY..1%
	PROPERTY TAX.....13%
	FEE.....57%
	FEE/STRONGLY.....28%
	DON'T KNOW/REFUSED.....0%

As you may know, as a non-city resident, you are currently charged non-resident fees for enrolling in or using various City of Eau Claire programs and facilities.

103. Would you support or oppose a small increase in your property taxes to pay for these recreational programs and facilities and not pay a non-resident fee? (WAIT FOR RESPONSE) Do you feel strongly that way?	STRONGLY SUPPORT.....2%
	SUPPORT.....28%
	OPPOSE.....58%
	STRONGLY OPPOSE.....12%
	DON'T KNOW/REFUSED.....2%

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Now, just a few more questions for demographic purposes....

Could you please tell me how many people in each of the following age groups live in your household.

104. Persons 65 or over? NONE.....69%
ONE.....8%
TWO OR MORE.....23%

105. Adults under 65? NONE.....30%
ONE.....7%
TWO.....57%
THREE OR MORE..... 6%

106. School-aged children and pre-schoolers? NONE.....62%
ONE.....15%
TWO.....16%
THREE OR MORE.....8%

107. Do you own or rent your present residence? OWN.....81%
RENT.....19%
DON'T KNOW/REFUSED.....0%

108. What is your age, please? 18-24.....5%
25-34.....7%
35-44.....24%
45-54.....23%
55-64.....14%
65 OR OLDER.....29%

And, one final question....

109. Which of the following categories contains your total household income for last year -- less than \$35,000, \$35,000-\$75,000, or over \$75,000? LESS THAN \$35,000.....20%
\$35,000 TO \$75,000.....50%
OVER \$75,000.....22%
DON'T KNOW.....0%
REFUSED.....9%

110. Gender (BY OBSERVATION) MALE.....48%
FEMALE.....52%

111. Region (FROM LIST) CITY OF EAU CLAIRE.....0%
REST OF THE COUNTY...100%