

**CITY OF FOLSOM
ARTS AND CULTURE COMMISSION
SPECIAL MEETING
6:30 P.M. – SEPTEMBER 13, 2021
CITY COUNCIL CHAMBERS
50 NATOMA STREET
www.folsom.ca.us**

Pursuant to Governor Newsom's Executive Order N-29-20, members of the Arts & Culture Commission and staff may participate in this meeting by virtual means or teleconference.

Due to the coronavirus (COVID-19) public health emergency, the City of Folsom is allowing for remote public input during Arts & Culture Commission meetings. Members of the public may participate by emailing comments to dklamm@folsom.ca.us and, if desired specifically requesting that their comments be read into the record. Emailed comments must be received no later than 6:00pm the day of the meeting. Please make your comments brief. Written comments submitted and read into the public record must adhere to the principles of the three-minute speaking time permitted for in-person public comment at Arts & Culture Commission meetings. Members of the public wishing to participate in this meeting via teleconference may email dklamm@folsom.ca.us no later than thirty minutes before the meeting to obtain call-in information. Each meeting may have different call-in information. Verbal comments via teleconference must adhere to the principles of the three-minute speaking time permitted for in-person public comment at Arts & Culture Commission meetings.

1. **CALL TO ORDER:**
2. **ROLL CALL:** Commission Members: Allaman, Hall, Mitchell, Sinha, Winward, Wyatt
3. **PLEDGE OF ALLEGIANCE**
4. **BUSINESS FROM THE FLOOR:**
Members of the public are entitled to address the Commission concerning any item within the Folsom Commission's subject matter jurisdiction. Public comments are limited to no more than three minutes. Except for certain specific exceptions, the Commission is prohibited from discussing or taking action on any item not appearing on the posted agenda.
5. **SCHEDULED PRESENTATIONS:**
A. Demonstration of the Folsom Cash Art Trail Website
6. **APPROVAL OF MINUTES:**
A. July 8, 2021 Regular Meeting
7. **DISCUSSION ITEMS:**
A. Johnny Cash Trail Fundraising Strategies

8. **INFORMATIONAL ITEMS:**

- A. Upcoming Art Gallery Exhibit – “Found in Nature” on October 15, 2021
- B. City of Folsom 2021 Park & Recreation Needs Assessment Survey
- C. October is National Arts & Humanities Month
- D. Manager’s Update

9. **COMMISSION MEMBER COMMENTS:**

10. **ADJOURNMENT:**

*Notice: Members of the Public are entitled to directly address the Commission concerning any item that is described in the notice of this meeting, before or during consideration of that item. If you wish to address the Commission on an issue, which is on this agenda, please raise your hand and when your name is called, you may unmute and be recognized by the Chairperson and then proceed to speak. If you wish to address the Commission on any other item of interest to the public, when the Chairperson asks if there is any “**Business from the Floor**,” follow the same procedure as described above. Please limit your comments to three minutes or less.*

As presiding officer, the Chairperson has the authority to preserve order at all Arts & Culture Commission meetings, to remove or cause the removal of any person from any such meeting for disorderly conduct, or for making personal, impertinent, or slanderous remarks, using profanity, or becoming boisterous, threatening or personally abusive while addressing said Commission, and to enforce the rules of the Commission.

In compliance with the Americans with Disabilities Act, if you are a disabled person and need a disability-related modification or accommodation to participate in this meeting, please contact the City Clerk’s Office at (916) 461-6035 or dklammm@folsom.ca.us. Requests must be made as early as possible and at least two-full business days before the start of the meeting.

Any documents produced by the city and distributed to the Arts & Culture Commission regarding any item on this agenda will be made available at the Parks & Recreation Department at 50 Natoma Street, Folsom, California during normal business hours.

**CITY OF FOLSOM
ARTS AND CULTURE COMMISSION
THURSDAY, JULY 8, 2021
REGULAR MEETING MINUTES**

Pursuant to Governor Newsom's Executive Order N-29-20, members of the Folsom Arts and Culture Commission and staff may participate in this meeting via teleconference.

1. CALL TO ORDER:

The Arts and Culture Commission meeting was called to order at 6:33 p.m. with Chair Maribel Wyatt presiding.

2. ROLL CALL:

Commission Members Present: Marc Allaman, Commissioner
 John Hall, Commissioner
 Sunny Mitchell, Commissioner
 Shivesh Sinha, Commissioner
 Lucinda Winward, Vice-Chair
 Maribel Wyatt, Chair

Commission Members Absent:

Staff Present/Speaking Tom Hellmann, Community & Cultural Services Manager
 Cindy Abraham, Recreation Art Specialist

3. PLEDGE OF ALLEGIANCE:

The Pledge of Allegiance was recited.

4. BUSINESS FROM THE FLOOR:

None

5. SCHEDULED PRESENTATIONS:

A. Presentation of the Brown Act

Assistant City Attorney, Sari Dierking provided an overview of the Ralph M. Brown Act and responded to questions from the commission.

6. APPROVAL OF MINUTES:

A. May 13, 2021 Regular Meeting Minutes

Motion by Commission Member John Hall, second by Commission Member Lucinda Winward to approve the minutes of May 13, 2021. Motion carried with the following vote:

AYES: Commissioner(s): Allaman, Hall, Mitchell, Sinha, Winward, Wyatt
NOES: Commissioner(s): None
ABSENT: Commissioner(s): None
ABSTAIN: Commissioner(s): None

7. DISCUSSION ITEMS:

A. Johnny Cash Trail Fundraising Strategies

The commission discussed ideas and strategies to assist in fundraising efforts to support the Johnny Cash Trail Art Experience. Commissioners had visited the www.folsomcashaarttrail.com website that is the main website for the trail but would like staff to provide a demonstration of the website and the information available. One strategy suggestion was to look at the signs that currently adorn the trail and to add a QR Code that will provide trail visitors the opportunity to donate or purchase a donor wall plaque while on the trail. Signage could be updated to be more targeted in requesting donations to further progress the art experiences. Another opportunity that the commission was interested in, was learning of the materials listed needed to construct Cash's Pick No. 1 so that possible outreach could be conducted to discuss possible donations of materials and labor for construction.

Staff will look into these suggestions and report back to the commission at the next meeting. Additionally, the commission has request that this item remain as a reoccurring agenda item for further discussions.

8. INFORMATIONAL ITEMS:

A. Update on the Art Center Programming

Cindy Abraham, Recreation Art Specialist provided the commission with a written report that gives updates on programs and services provided to the community.

B. Art Gallery Exhibit – “Body of Work”

Cindy Abraham, Recreation Art Specialist shared that the new exhibit will premier and open to the public on Friday, July 16 with available gallery hours of 9 a.m. to 3 p.m., Monday through Friday. The gallery is free to the public with art available for purchase. Planning is underway for a gallery reception to be hosted on Friday, August 27 for the community to meet the artists and enjoy an evening in the art gallery. More details to come.

C. Manager's Report

Community and Cultural Services Manager, Tom Hellmann provided a written report to the commission and highlighted the upcoming Summer of Music concert series, as well as the partnership with the Wildwood Performing Arts Foundation to produce Folsom Americana Fest which is a music festival that begins July 30 & 31 and continues for 4 months that will benefit the Johnny Cash Trail Art Experience.

9. COMMISSION MEMBER COMMENTS:

Commissioner John Hall no comments at this time.

Commissioner Sunny Mitchell no comments at this time

Commissioner Lucinda Winward commented about engaging the Parks & Recreation Commission during park planning process to discuss incorporating art in parks.

Commissioner Maribel Wyatt no comments at this time.

Commissioner Marc Allaman had no comments at this time.

Commissioner Shivesh Sinha had no comments at this time.

10. ADJOURNMENT:

There being no more business brought before the Folsom Arts and Culture Commission, the meeting was adjourned at 8:24 p.m.

RESPECTFULLY SUBMITTED:

ATTEST:

Tom Hellmann,
Community & Cultural Services Manager

Maribel Wyatt, Chair

DISCUSSION ITEM 7A
Arts and Culture Commission
September 13, 2021

TO: Arts and Culture Commission
FROM: Tom Hellmann, Community and Cultural Services Manager
SUBJECT: Johnny Cash Trail Fundraising Strategies

During the July 8, 2021, commission meeting the discussion around ideas and strategies for fundraising for the Johnny Cash Trail Art Experience took place. Commissioners shared their thoughts and suggestions for strategies to promote the art experience. Here was a list of ideas shared by the commission:

- Update the signs on the trail with more specific language asking for donations.
- Include a QR Code to the sign that will direct individuals directly to the site to donate or purchase a donor wall plaque
- Develop a breakdown of materials needed to construct Cash's Pick No. 1
- Network with area businesses and companies to see about donating the materials identified and or volunteer labor
- Discuss with other city departments on future CIP projects that could include some level of work at the art experience sites
- Receive a demonstration of the Folsom Cash Art Trail website that is the main site for the Johnny Cash Trail Art Experience. www.folsomcasharttrail.com
- The City is partnering with the Wildwood Performing Arts Foundation to host the Folsom Americana Fest with a portion of the proceeds benefiting the Johnny Cash Trail Art Experience.

UPDATE

- Tonight, the commission received a demonstration from Toby Briggs representing the company GROW who is contracted with the City of Folsom for the engagement and enhancement of social and digital properties related to the Johnny Cash Trail.
- A draft design of the updated signage that would replace the signs at Cash's Pick No. 1, Cash's Pick No. 2 and at the JCT Donor Wall is provided to you.
- City staff are working with RRM Design Group who is the landscape architect that is under contract with the City of Folsom to design Cash's Pick No. 1. They are working on finalizing the design plans and which will include a materials list.
- The Folsom Americana Fest is ongoing and two weekends of music have been conducted with musicians from around the country coming to Folsom to play. The next weekend of music is on September 17 & 18 with the final weekend on October 15 & 16.

ACTION

What additional strategies and opportunities could be available to continue progress on the Johnny Cash Trail Art Experience?

INFORMATIONAL ITEM 8B

Arts and Culture Commission

September 13, 2021

TO: Arts and Culture Commission

FROM: Tom Hellmann, Community & Cultural Services Manager

SUBJECT: CITY OF FOLSOM 2021 PARK & RECREATION NEEDS ASSESSMENT SURVEY

BACKGROUND

The Parks & Recreation Department entered into a contract with Godbe Research to conduct a Needs Assessment survey of Folsom residents on the programs, facilities, activities, and services provided. The survey was launched in May 2021 that provides data on the current services we provide and how the community views our service delivery.

ANALYSIS

During the July 22, 2021, Parks and Recreation Commission meeting a presentation by Dr. Brian Godbe from Godbe Research was given to the commission to summarize the Needs Assessment Survey results. Attached you will find the survey results along with a presentation from Dr. Godbe that was shared with the Parks & Recreation Commission.

I would recommend that you review the attached materials, and you can watch the July 22, 2021, Parks & Recreation Commission meeting for the presentation given by Dr. Godbe.

Parks and Recreation Commission Meeting Video

The presentation by Dr. Godbe begins at 36:00 and runs until 56:00. At this time, he opens it up for commissioner questions in which a few commissioners engage him with questions. I would also add that at 49:00, Dr. Godbe reports the survey results of the question related to Arts and Cultural activities.

ATTACHMENTS

1. City of Folsom Park & Recreation Needs Assessment Survey Results
2. City of Folsom Park & Recreation Needs Assessment Survey Presentation

RECOMMENDATION

This is for your information and no action is needed

ATTACHMENT 1

City of Folsom Park & Recreation Needs Assessment Survey Results



GODBE RESEARCH
Gain Insight

CITY OF FOLSOM

2021 Park & Recreation Needs Assessment Survey

Topline Report

n=787

23 minutes

Residents / Registered Voters Hybrid Sample

June 7, 2021

www.godberesearch.com

Northern California and Corporate Offices
1220 Howard Avenue, Suite 250
Burlingame, CA 94010

Nevada
59 Damonte Ranch Parkway, Suite B309
Reno, NV 89521

METHODOLOGY

Sample Universe:

- 62,742 Folsom Residents Adults 18 or older (based on 2019 American Community Survey)

Sample Type & Size:

n=787 Folsom Voters and Residents Adults 18 or older (weighted to Adults 18+ from 2019 ACS data)

Data Collection Methodology:

n=27 Landline

n=7 Cell

n=591 Online from text invitation

n=162 Online from email invitation

Margin of Error:

- Folsom Residents Adults 18 or older = $\pm 3.47\%$

Interview Dates: May 18 to 25, 2021

Interview Length: 23 minutes

QUALITY OF LIFE & CITY SERVICES

		Total		
		Column N %	Count	Σ or Mean
1A. Do you have a favorable or unfavorable opinion of the job the <u>State of California</u> is doing to address the Coronavirus crisis in your area?	Very Favorable	23.0%	181	
	Somewhat Favorable	34.2%	269	
	Somewhat Unfavorable	13.7%	107	
	Very Unfavorable	23.9%	188	
	DK/NA	5.2%	41	
	Total Favorable	57.2%		
	Total Unfavorable	37.6%		
	Ratio Fav to Unfav	1.52		
1B. Do you have a favorable or unfavorable opinion of the job the <u>City of Folsom</u> is doing to address the Coronavirus crisis in your area?	Very Favorable	28.1%	221	
	Somewhat Favorable	39.2%	309	
	Somewhat Unfavorable	12.9%	101	
	Very Unfavorable	5.6%	44	
	DK/NA	14.2%	112	
	Total Favorable	67.3%		
	Total Unfavorable	18.5%		
	Ratio Fav to Unfav	3.64		
2. Generally speaking, are you satisfied or dissatisfied with the job that the City's existing system of 48 parks does meeting your recreational needs?	Very satisfied	53.7%	422	
	Somewhat satisfied	35.0%	275	
	Somewhat dissatisfied	6.0%	47	
	Very dissatisfied	2.5%	19	
	DK/NA	2.9%	23	
	Total Satisfied	88.7%		
	Total Dissatisfied	8.4%		
	Ratio Sat to Dissat	10.51		

IMPORTANCE OF PARK/REC ACTIVITIES, FACILITIES & EVENTS

		Total		
		Column N %	Count	Σ or Mean
3. In the past 12 months, if you, or anyone in your household, have used one of the Folsom, parks, recreation facilities or recreation programs, would you say that Folsom park facilities, and programs are excellent, good, fair, poor, or very poor?	Excellent	32.9%	259	
	Good	44.4%	349	
	Fair	8.0%	63	
	Poor	2.1%	17	
	Very poor	1.4%	11	
	Not used Folsom parks or recreation programs	10.2%	80	
	DK/NA	1.0%	8	
	Total Exc + Good	77.3%		
	Total Poor + Very Poor	3.5%		
	Ratio Pos to Neg	21.80		
4A Tennis	Extremely important	15.9%	125	46.7%
	Very important	30.8%	243	
	Not too important	31.2%	246	
	Not at all important	19.9%	157	
	DK/NA	2.1%	16	
4B Basketball	Extremely important	21.3%	168	51.4%
	Very important	30.1%	237	
	Not too important	26.9%	211	
	Not at all important	20.0%	157	
	DK/NA	1.7%	14	
4C Softball	Extremely important	15.0%	118	41.5%
	Very important	26.6%	209	
	Not too important	29.2%	230	
	Not at all important	26.3%	207	
	DK/NA	2.9%	23	
4D Baseball	Extremely important	18.6%	147	48.9%
	Very important	30.2%	238	
	Not too important	24.2%	190	
	Not at all important	24.5%	193	
	DK/NA	2.4%	19	
4E Volleyball	Extremely important	12.8%	101	44.7%
	Very important	31.8%	251	
	Not too important	30.1%	237	
	Not at all important	21.8%	172	
	DK/NA	3.5%	27	
4F Soccer	Extremely important	23.9%	188	55.7%
	Very important	31.8%	250	
	Not too important	20.4%	160	
	Not at all important	21.9%	172	
	DK/NA	2.0%	16	

		Total		
		Column N %	Count	Σ or Mean
4G Flag football	Extremely important	8.8%	69	28.9%
	Very important	20.1%	158	
	Not too important	33.1%	260	
	Not at all important	33.3%	262	
	DK/NA	4.8%	37	
4H Roller hockey	Extremely important	5.8%	46	14.9%
	Very important	9.1%	71	
	Not too important	31.4%	247	
	Not at all important	48.3%	380	
	DK/NA	5.4%	43	
4I Fishing	Extremely important	21.3%	168	47.0%
	Very important	25.7%	202	
	Not too important	26.1%	206	
	Not at all important	23.6%	186	
	DK/NA	3.3%	26	
4J Swimming	Extremely important	31.1%	245	71.9%
	Very important	40.8%	321	
	Not too important	17.0%	134	
	Not at all important	9.8%	77	
	DK/NA	1.2%	10	
4K Walking or hiking	Extremely important	68.3%	538	94.6%
	Very important	26.2%	206	
	Not too important	4.2%	33	
	Not at all important	0.8%	6	
	DK/NA	0.4%	4	
4L Jogging	Extremely important	35.0%	275	72.5%
	Very important	37.5%	295	
	Not too important	17.1%	135	
	Not at all important	8.8%	69	
	DK/NA	1.5%	12	
4M Canoeing, kayaking or boat rowing	Extremely important	33.7%	265	74.2%
	Very important	40.5%	319	
	Not too important	16.8%	133	
	Not at all important	7.2%	57	
	DK/NA	1.7%	13	
4N Lacrosse	Extremely important	6.8%	54	19.3%
	Very important	12.5%	98	
	Not too important	32.8%	259	
	Not at all important	41.5%	327	
	DK/NA	6.3%	50	

		Total		
		Column N %	Count	Σ or Mean
4O BMX or mountain biking	Extremely important	16.5%	129	45.8%
	Very important	29.4%	231	
	Not too important	27.4%	215	
	Not at all important	23.4%	184	
	DK/NA	3.4%	27	
4P Cycling	EXTREMELY IMPORTANT	36.5%	288	75.6%
	VERY IMPORTANT	39.0%	307	
	NOT TOO IMPORTANT	14.8%	116	
	NOT AT ALL IMPORTANT	8.6%	68	
	DK/NA	1.1%	8	
4Q Pickleball	Extremely important	6.6%	52	24.6%
	Very important	18.0%	142	
	Not too important	30.6%	241	
	Not at all important	35.7%	281	
	DK/NA	9.1%	72	
4R Disc golf	Extremely important	8.9%	70	26.3%
	Very important	17.4%	137	
	Not too important	36.3%	286	
	Not at all important	31.5%	248	
	DK/NA	5.9%	46	
4S Skateboarding	Extremely important	6.2%	49	29.2%
	Very important	23.0%	181	
	Not too important	33.4%	263	
	Not at all important	34.5%	272	
	DK/NA	2.8%	22	
4T Futsal	Extremely important	3.4%	27	11.5%
	Very important	8.1%	64	
	Not too important	20.1%	158	
	Not at all important	41.4%	326	
	DK/NA	27.1%	213	
4U Table tennis	Extremely important	7.2%	56	23.3%
	Very important	16.1%	127	
	Not too important	39.7%	312	
	Not at all important	34.2%	269	
	DK/NA	2.8%	22	
4V Rugby	Extremely important	4.7%	37	14.6%
	Very important	9.9%	78	
	Not too important	34.0%	268	
	Not at all important	45.4%	358	
	DK/NA	5.9%	47	

		Total		
		Column N %	Count	Σ or Mean
4W Yoga	Extremely important	15.7%	124	50.6%
	Very important	34.9%	275	
	Not too important	27.3%	215	
	Not at all important	18.8%	148	
	DK/NA	3.2%	25	
4X Cricket	Extremely important	6.4%	50	13.7%
	Very important	7.3%	58	
	Not too important	28.2%	222	
	Not at all important	53.0%	417	
	DK/NA	5.1%	40	
4K Walking or hiking				2.63
4P Cycling				2.05
4M Canoeing, kayaking or boat rowing				2.02
4L Jogging				2.00
4J Swimming				1.94
4F Soccer				1.59
4B Basketball				1.54
4W Yoga				1.49
4I Fishing				1.46
4D Baseball				1.44
4A Tennis				1.44
4O BMX or mountain biking				1.40
4E Volleyball				1.37
4C Softball				1.31
4G Flag football				1.05
4R Disc golf				1.04
4S Skateboarding				1.01
4U Table tennis				0.96
4Q Pickleball				0.95
4N Lacrosse				0.84
4V Rugby				0.72
4H Roller hockey				0.71
4X Cricket				0.65
4T Futsal				0.64

		Total		
		Column N %	Count	Σ or Mean
5A Outdoor fitness area with equipment	Extremely important	29.4%	231	63.0%
	Very important	33.6%	265	
	Not too important	26.3%	207	
	Not at all important	8.5%	67	
	DK/NA	2.2%	17	
5B Arena or amphitheater	Extremely important	30.6%	241	69.2%
	Very important	38.7%	304	
	Not too important	22.3%	176	
	Not at all important	5.2%	41	
	DK/NA	3.3%	26	
5C Picnic areas	Extremely important	47.3%	372	88.8%
	Very important	41.5%	326	
	Not too important	7.9%	62	
	Not at all important	2.3%	18	
	DK/NA	1.0%	8	
5D Folsom City Zoo Sanctuary	Extremely important	51.6%	406	85.2%
	Very important	33.6%	264	
	Not too important	10.6%	83	
	Not at all important	3.4%	27	
	DK/NA	0.8%	6	
5E Group barbeque areas	Extremely important	25.4%	200	67.8%
	Very important	42.4%	334	
	Not too important	21.9%	173	
	Not at all important	8.1%	64	
	DK/NA	2.1%	17	
5F Children's play areas	Extremely important	50.8%	400	83.8%
	Very important	32.9%	259	
	Not too important	9.1%	71	
	Not at all important	6.2%	49	
	DK/NA	0.9%	7	
5G Nature center	Extremely important	42.7%	336	78.9%
	Very important	36.2%	285	
	Not too important	12.5%	99	
	Not at all important	6.1%	48	
	DK/NA	2.5%	20	
5H Senior facility	Extremely important	31.2%	245	66.8%
	Very important	35.6%	280	
	Not too important	17.7%	139	
	Not at all important	11.8%	93	
	DK/NA	3.7%	29	

		Total		
		Column N %	Count	Σ or Mean
5I Visual arts gallery and programming	Extremely important	22.3%	176	60.6%
	Very important	38.2%	301	
	Not too important	25.1%	197	
	Not at all important	11.1%	87	
	DK/NA	3.3%	26	
5J Art classrooms	Extremely important	23.9%	188	62.7%
	Very important	38.8%	305	
	Not too important	25.3%	199	
	Not at all important	10.0%	79	
	DK/NA	2.0%	16	
5K Andy Morin Sports Complex	Extremely important	32.4%	255	63.5%
	Very important	31.1%	245	
	Not too important	19.4%	153	
	Not at all important	7.4%	58	
	DK/NA	9.7%	76	
5L Children's play equipment with shade structures	Extremely important	51.1%	402	83.2%
	Very important	32.2%	253	
	Not too important	10.1%	80	
	Not at all important	5.6%	44	
	DK/NA	1.0%	8	
5M Trails	Extremely important	76.4%	602	97.3%
	Very important	20.8%	164	
	Not too important	1.3%	10	
	Not at all important	1.0%	8	
	DK/NA	0.5%	4	
5N A BMX or mountain bike track	Extremely important	17.9%	141	42.7%
	Very important	24.8%	195	
	Not too important	31.6%	248	
	Not at all important	22.9%	180	
	DK/NA	2.8%	22	
5O Steve Miklos Aquatic Center	Extremely important	39.3%	309	75.4%
	Very important	36.1%	284	
	Not too important	13.8%	108	
	Not at all important	8.1%	64	
	DK/NA	2.7%	21	
5P Open space	Extremely important	68.7%	540	94.7%
	Very important	26.0%	205	
	Not too important	3.3%	26	
	Not at all important	0.7%	5	
	DK/NA	1.3%	11	

		Total		
		Column N %	Count	Σ or Mean
5Q Cummings Skate Park	Extremely important	16.9%	133	47.9%
	Very important	31.0%	244	
	Not too important	26.1%	205	
	Not at all important	19.0%	150	
	DK/NA	7.0%	55	
5R Dog park	Extremely important	31.4%	247	59.8%
	Very important	28.4%	224	
	Not too important	21.4%	168	
	Not at all important	16.6%	130	
	DK/NA	2.2%	18	
5S Cross-country course	Extremely important	16.3%	129	42.1%
	Very important	25.7%	202	
	Not too important	34.0%	267	
	Not at all important	18.5%	145	
	DK/NA	5.5%	43	
5M Trails				2.73
5P Open space				2.65
5C Picnic areas				2.35
5D Folsom City Zoo Sanctuary				2.34
5L Children's play equipment with shade structures				2.30
5F Children's play areas				2.30
5G Nature center				2.18
5O Steve Miklos Aquatic Center				2.10
5K Andy Morin Sports Complex				1.98
5B Arena or amphitheater				1.98
5H Senior facility				1.89
5E Group barbeque areas				1.87
5A Outdoor fitness area with equipment				1.86
5J Art classrooms				1.78
5R Dog park				1.76
5I Visual arts gallery and programming				1.74
5Q Cummings Skate Park				1.49
5S Cross-country course				1.42
5N A BMX or mountain bike track				1.39

		Total		
		Column N %	Count	Σ or Mean
6A Concerts	Extremely important	39.2%	309	78.2%
	Very important	39.0%	307	
	Not too important	15.0%	118	
	Not at all important	5.1%	40	
	DK/NA	1.7%	13	
6B Fairs and festivals	Extremely important	42.9%	338	81.2%
	Very important	38.3%	301	
	Not too important	13.5%	106	
	Not at all important	3.9%	31	
	DK/NA	1.4%	11	
6C Visual arts exhibitions	Extremely important	19.4%	153	61.3%
	Very important	41.8%	329	
	Not too important	25.0%	197	
	Not at all important	10.1%	79	
	DK/NA	3.6%	29	
6D Arts and craft classes	Extremely important	25.2%	199	66.8%
	Very important	41.6%	327	
	Not too important	21.8%	172	
	Not at all important	8.6%	68	
	DK/NA	2.7%	21	
6E Dance performances	Extremely important	17.4%	137	55.4%
	Very important	38.1%	300	
	Not too important	28.7%	226	
	Not at all important	12.5%	98	
	DK/NA	3.4%	27	
6F Dance classes	Extremely important	17.0%	134	54.5%
	Very important	37.6%	296	
	Not too important	28.7%	226	
	Not at all important	14.6%	115	
	DK/NA	2.1%	17	
6G Theater performances	Extremely important	26.7%	210	69.3%
	Very important	42.7%	336	
	Not too important	19.3%	152	
	Not at all important	8.9%	70	
	DK/NA	2.4%	19	
6H Theater classes	Extremely important	16.3%	128	49.4%
	Very important	33.1%	261	
	Not too important	33.1%	261	
	Not at all important	15.2%	120	
	DK/NA	2.2%	18	

		Total		
		Column N %	Count	Σ or Mean
6I Cultural heritage programs	Extremely important	25.9%	204	62.9%
	Very important	37.0%	291	
	Not too important	21.7%	170	
	Not at all important	11.4%	90	
	DK/NA	4.0%	32	
6J Art in public places	Extremely important	24.8%	195	68.1%
	Very important	43.2%	340	
	Not too important	22.5%	177	
	Not at all important	8.0%	63	
	DK/NA	1.5%	12	
6K Parades	Extremely important	21.7%	171	51.6%
	Very important	29.9%	235	
	Not too important	31.0%	244	
	Not at all important	15.2%	120	
	DK/NA	2.2%	17	
6B Fairs and festivals				2.22
6A Concerts				2.14
6G Theater performances				1.89
6J Art in public places				1.86
6D Arts and craft classes				1.86
6I Cultural heritage programs				1.81
6C Visual arts exhibitions				1.73
6E Dance performances				1.62
6K Parades				1.59
6F Dance classes				1.58
6H Theater classes				1.52

USAGE OF PARK/REC ACTIVITIES, FACILITIES & EVENTS

		Total		
		Column N %	Count	Σ or Mean
7A Tennis	Once a week or more	6.4%	51	16.5%
	Few times a month	10.1%	79	
	Few times a year	24.7%	194	
	Not at all	57.3%	451	
	DK/NA	1.5%	12	
7B Basketball	Once a week or more	10.8%	85	25.3%
	Few times a month	14.5%	114	
	Few times a year	22.8%	179	
	Not at all	50.6%	398	
	DK/NA	1.4%	11	
7C Softball	Once a week or more	6.7%	53	12.5%
	Few times a month	5.8%	46	
	Few times a year	14.3%	113	
	Not at all	71.2%	560	
	DK/NA	1.9%	15	
7D Baseball	Once a week or more	10.1%	80	17.3%
	Few times a month	7.2%	57	
	Few times a year	15.5%	122	
	Not at all	65.4%	514	
	DK/NA	1.8%	14	
7E Volleyball	Once a week or more	5.6%	44	13.3%
	Few times a month	7.7%	61	
	Few times a year	26.0%	205	
	Not at all	59.2%	466	
	DK/NA	1.4%	11	
7F Soccer	Once a week or more	15.2%	120	25.9%
	Few times a month	10.7%	84	
	Few times a year	17.8%	140	
	Not at all	54.7%	431	
	DK/NA	1.6%	13	
7G Flag football	Once a week or more	3.2%	25	5.5%
	Few times a month	2.3%	18	
	Few times a year	10.8%	85	
	Not at all	81.1%	638	
	DK/NA	2.6%	21	
7H Roller hockey	Once a week or more	1.5%	12	3.2%
	Few times a month	1.7%	13	
	Few times a year	3.0%	24	
	Not at all	91.6%	721	
	DK/NA	2.2%	17	

		Total		
		Column N %	Count	Σ or Mean
7I Fishing	Once a week or more	7.7%	61	19.0%
	Few times a month	11.2%	89	
	Few times a year	30.1%	237	
	Not at all	48.8%	384	
	DK/NA	2.1%	17	
7J Swimming	Once a week or more	24.8%	195	47.9%
	Few times a month	23.1%	182	
	Few times a year	26.0%	205	
	Not at all	25.0%	197	
	DK/NA	1.1%	9	
7K Walking or hiking	Once a week or more	77.9%	613	93.6%
	Few times a month	15.6%	123	
	Few times a year	3.8%	30	
	Not at all	2.2%	18	
	DK/NA	0.4%	3	
7L Jogging	Once a week or more	38.7%	305	62.3%
	Few times a month	23.5%	185	
	Few times a year	15.3%	120	
	Not at all	21.5%	169	
	DK/NA	1.0%	8	
7M Canoeing, kayaking or boat rowing	Once a week or more	12.5%	98	34.5%
	Few times a month	22.0%	173	
	Few times a year	38.1%	300	
	Not at all	26.2%	206	
	DK/NA	1.2%	10	
7N Lacrosse	Once a week or more	2.8%	22	4.1%
	Few times a month	1.3%	10	
	Few times a year	3.9%	30	
	Not at all	90.6%	713	
	DK/NA	1.4%	11	
7O BMX or mountain biking	Once a week or more	10.6%	84	21.5%
	Few times a month	10.9%	86	
	Few times a year	17.7%	140	
	Not at all	58.7%	462	
	DK/NA	2.0%	16	
7P Cycling	Once a week or more	35.1%	276	58.8%
	Few times a month	23.7%	186	
	Few times a year	19.0%	149	
	Not at all	21.5%	169	
	DK/NA	0.7%	5	

		Total		
		Column N %	Count	Σ or Mean
7Q Pickleball	Once a week or more	3.0%	23	6.4%
	Few times a month	3.5%	27	
	Few times a year	11.8%	93	
	Not at all	78.5%	617	
	DK/NA	3.3%	26	
7R Disc golf	Once a week or more	3.2%	25	6.6%
	Few times a month	3.4%	27	
	Few times a year	17.9%	141	
	Not at all	72.7%	572	
	DK/NA	2.8%	22	
7S Skateboarding	Once a week or more	6.0%	47	12.5%
	Few times a month	6.6%	52	
	Few times a year	12.6%	99	
	Not at all	73.8%	581	
	DK/NA	1.0%	8	
7T Futsal	Once a week or more	1.5%	12	3.9%
	Few times a month	2.4%	19	
	Few times a year	3.0%	24	
	Not at all	83.2%	655	
	DK/NA	9.9%	78	
7U Table tennis	Once a week or more	4.9%	38	9.1%
	Few times a month	4.3%	33	
	Few times a year	20.6%	162	
	Not at all	69.1%	544	
	DK/NA	1.2%	10	
7V Rugby	Once a week or more	1.3%	10	2.8%
	Few times a month	1.5%	12	
	Few times a year	3.0%	24	
	Not at all	91.7%	722	
	DK/NA	2.5%	19	
7W Yoga	Once a week or more	19.4%	153	36.0%
	Few times a month	16.5%	130	
	Few times a year	21.9%	172	
	Not at all	40.9%	322	
	DK/NA	1.2%	10	
7X Cricket	Once a week or more	3.4%	27	4.5%
	Few times a month	1.1%	9	
	Few times a year	4.9%	39	
	Not at all	89.2%	702	
	DK/NA	1.4%	11	

		Total		
		Column N %	Count	Σ or Mean
8A Outdoor fitness area with equipment	Once a week or more	11.7%	92	26.5%
	Few times a month	14.8%	117	
	Few times a year	20.1%	158	
	Not at all	50.4%	397	
	DK/NA	2.9%	23	
8B Arena or amphitheater	Once a week or more	3.0%	24	10.1%
	Few times a month	7.1%	56	
	Few times a year	43.8%	344	
	Not at all	42.8%	337	
	DK/NA	3.3%	26	
8C Picnic areas	Once a week or more	12.4%	98	35.0%
	Few times a month	22.6%	178	
	Few times a year	43.7%	344	
	Not at all	20.1%	159	
	DK/NA	1.1%	9	
8D Folsom City Zoo Sanctuary	Once a week or more	3.8%	30	12.6%
	Few times a month	8.8%	69	
	Few times a year	60.1%	473	
	Not at all	25.7%	202	
	DK/NA	1.7%	13	
8E Group barbeque areas	Once a week or more	4.5%	36	17.0%
	Few times a month	12.5%	98	
	Few times a year	39.2%	308	
	Not at all	41.8%	329	
	DK/NA	2.0%	16	
8F Children's play areas	Once a week or more	25.7%	203	44.3%
	Few times a month	18.5%	146	
	Few times a year	18.4%	145	
	Not at all	36.1%	284	
	DK/NA	1.2%	9	
8G Nature center	Once a week or more	7.4%	58	18.4%
	Few times a month	11.0%	86	
	Few times a year	37.0%	291	
	Not at all	41.4%	326	
	DK/NA	3.3%	26	
8H Senior facility	Once a week or more	3.4%	26	7.6%
	Few times a month	4.2%	33	
	Few times a year	12.5%	99	
	Not at all	76.3%	601	
	DK/NA	3.5%	28	

		Total		
		Column N %	Count	Σ or Mean
8I Visual arts gallery and programming	Once a week or more	3.2%	25	8.1%
	Few times a month	4.9%	39	
	Few times a year	33.2%	261	
	Not at all	55.6%	438	
	DK/NA	3.1%	24	
8J Art classrooms	Once a week or more	2.8%	22	6.7%
	Few times a month	3.9%	31	
	Few times a year	21.1%	166	
	Not at all	68.5%	539	
	DK/NA	3.7%	29	
8K Andy Morin Sports Complex	Once a week or more	5.9%	47	15.8%
	Few times a month	9.9%	78	
	Few times a year	30.3%	238	
	Not at all	50.5%	397	
	DK/NA	3.4%	27	
8L Children's play equipment with shade structures	Once a week or more	25.3%	199	40.9%
	Few times a month	15.6%	123	
	Few times a year	19.5%	154	
	Not at all	38.0%	299	
	DK/NA	1.5%	12	
8M Trails	Once a week or more	65.0%	511	84.4%
	Few times a month	19.4%	153	
	Few times a year	11.2%	88	
	Not at all	3.6%	28	
	DK/NA	0.8%	6	
8N BMX or mountain bike track	Once a week or more	8.5%	67	16.4%
	Few times a month	7.9%	62	
	Few times a year	13.1%	103	
	Not at all	68.7%	540	
	DK/NA	1.8%	14	
8O Steve Miklos Aquatic Center	Once a week or more	6.8%	54	16.8%
	Few times a month	10.0%	79	
	Few times a year	30.4%	239	
	Not at all	50.5%	398	
	DK/NA	2.3%	18	
8P Open space	Once a week or more	53.7%	422	74.7%
	Few times a month	21.0%	165	
	Few times a year	16.6%	130	
	Not at all	6.2%	49	
	DK/NA	2.6%	20	

		Total		
		Column N %	Count	Σ or Mean
8Q Cummings Skate Park	Once a week or more	6.0%	47	12.3%
	Few times a month	6.3%	49	
	Few times a year	15.5%	122	
	Not at all	69.6%	548	
	DK/NA	2.6%	21	
8R Dog park	Once a week or more	11.7%	92	25.9%
	Few times a month	14.2%	111	
	Few times a year	17.5%	137	
	Not at all	54.7%	430	
	DK/NA	1.9%	15	
8S Cross-country course	Once a week or more	4.4%	35	11.4%
	Few times a month	7.0%	55	
	Few times a year	12.7%	100	
	Not at all	73.3%	577	
	DK/NA	2.5%	20	

NEW PARKS & UPDATES

		Total		
		Column N %	Count	Σ or Mean
9. Next, here are three choices for the future of Folsom parks. Is it more important to:	Renovate existing parks to keep current, including replacing degraded benches, score boards, signs and fencing?	38.4%	302	
	Finish incomplete parks, including adding restrooms, parking, and an amphitheater?	25.7%	202	
	Complete a new park in the current master plan, including a new sports field or active park, a new picnic or passive park, or a new dog park?	12.1%	95	
	Mixed opinions	18.7%	147	
	Other (please specify ____)	4.0%	31	
	DK/NA	1.1%	9	
10. When thinking about potential new parks in Folsom, would you prefer:	Active parks with areas for sports, athletics, playgrounds and parking	42.4%	333	
	Passive parks with open space, trees and no areas for sports or athletic programming	25.2%	198	
	Mixed opinions	30.0%	236	
	Other (please specify ____)	1.2%	9	
	DK/NA	1.3%	10	

DEMOGRAPHICS (ENTIRE SAMPLE)

		Total		
		Column N %	Count	Σ or Mean
A. Gender	Male	48.8%	384	
	Female	51.2%	403	
	Other/Non-Binary	0.1%	1	
B. Age	18-29	16.8%	132	
	30-39	17.0%	134	
	40-49	21.0%	165	
	50-64	27.0%	212	
	65+	18.2%	143	
	Not coded	0.1%	1	
C. Do you own or rent your home?	Owner	56.9%	448	
	Renter	24.3%	192	
	Not sure/DK/NA	18.8%	148	
D. What ethnic group do you consider yourself a part of or feel closest to?	African American/Black	1.6%	13	
	American Indian/Alaska Native	0.4%	3	
	Asian	16.2%	128	
	Caucasian/White	61.5%	484	
	Hispanic/Latino	8.0%	63	
	Native Hawaiian/Pacific Islander	0.4%	3	
	Two or more races	5.9%	47	
	Some other race	1.5%	11	
E. If you have children under the age of 18 living in your household, what are the ages of those children? (n=787)	Not sure/DK/NA	4.4%	35	
	0 to 4 years	14.5%	114	
	5 to 11 years	20.9%	165	
	12 to 13 years	10.3%	81	
	14 to 17 years	17.6%	139	
	None	0.0%	0	
	DK/NA	0.9%	7	

DEMOGRAPHICS (FOR WEIGHTING VOTER FILE PART OF SAMPLE)

		Total		
		Column N %	Count	Σ or Mean
F. Gender	Male	47.6%	283	
	Female	52.4%	312	
	Unknown	0.0%	0	
G. Age	18-29	16.3%	97	
	30-39	13.4%	80	
	40-49	18.0%	107	
	50-64	30.0%	178	
	65+	22.2%	132	
	Not coded	0.0%	0	
H. Broad Ethnic Groupings	East and South Asian	10.4%	62	
	European	65.1%	387	
	Hispanic and Portuguese	9.5%	56	
	Likely African-American	0.4%	2	
	Other	5.1%	30	
	Unknown	9.6%	57	
I. Marital Status	Single or Unknown	44.5%	265	
	Married	44.3%	263	
	Non-Traditional	11.1%	66	
J. Area	Area A	pending geo-coding		
	Area B			
	Area C			
	Area D			
	Area E			
	Unknown			
K. Homeownership Status	Owner	57.5%	342	
	Renter	17.7%	105	
	Unknown	24.8%	147	
L. Estimated Income Range	\$1,000-\$14,999	0.2%	1	
	\$15,000-\$24,999	1.0%	6	
	\$25,000-\$34,999	1.1%	6	
	\$35,000-\$49,999	2.5%	15	
	\$50,000-\$74,999	7.9%	47	
	\$75,000-\$99,999	6.6%	39	
	\$100,000-\$124,999	17.3%	103	
	\$125,000-\$149,999	23.5%	140	
	\$150,000-\$174,999	11.9%	71	
	\$175,000-\$199,999	11.8%	70	
	\$200,000-\$249,999	6.4%	38	
	\$250,000 and up	9.6%	57	
	Unknown	0.3%	2	

		Total		
		Column N %	Count	Σ or Mean
M. Estimated Home Value Range	\$0K to \$19K	0.3%	2	
	\$20K to \$49K	0.0%	0	
	\$50K to \$99K	0.0%	0	
	\$100K to \$149K	0.6%	4	
	\$150K to \$174K	0.2%	1	
	\$175K to \$199K	0.0%	0	
	\$200K to \$249K	0.7%	4	
	\$250K to \$299K	1.9%	11	
	\$300K to \$399K	11.2%	66	
	\$400K to \$499K	20.5%	122	
	\$500K to \$749K	52.8%	314	
	\$750K to \$999K	9.6%	57	
	\$1000K to 1M and over	2.0%	12	
	Unknown	0.3%	2	
N. Social Economic Ladder	2	1.8%	11	
	4	2.5%	15	
	5	6.5%	38	
	6	6.9%	41	
	7	17.4%	103	
	8	56.6%	337	
	9	7.8%	46	
	Unknown	0.6%	3	
O. Individual Party	American Independent	3.9%	23	
	Democratic	34.4%	204	
	Green	0.0%	0	
	Libertarian	1.7%	10	
	Natural Law	0.0%	0	
	Non-Partisan	23.7%	141	
	Other	0.0%	0	
	Peace and Freedom	0.0%	0	
	Reform	0.0%	0	
	Republican	35.3%	210	
	Unknown	1.0%	6	
	No data	0.0%	0	
P. Household Party Type	Dem	22.2%	132	
	Dem&Ind	14.3%	85	
	Dem&Rep	7.6%	45	
	Dem&Rep&Ind	3.1%	19	
	Ind	16.1%	96	
	Rep	23.3%	138	
	Rep&Ind	13.4%	80	
	No data	0.0%	0	

		Total		
		Column N %	Count	Σ or Mean
Q. Household Gender Composition	Mixed Gender Household	69.2%	411	
	Female Only Household	17.1%	101	
	Male Only Household	12.3%	73	
	Cannot Determine	1.4%	8	
	No data	0.0%	0	
R. Registration Date	2017 to present	75.9%	451	
	2013-2016	8.1%	48	
	2009-2012	3.7%	22	
	2005-2008	3.3%	20	
	2001-2004	4.0%	24	
	1997-2000	1.1%	7	
	1993-1996	1.5%	9	
	1981-1992	2.2%	13	
	1980 or before	0.0%	0	
S. Voting Frequency	Not coded	0.0%	0	
	0	2.1%	12	
	1	9.6%	57	
	2	8.7%	52	
	3	9.7%	57	
	4	7.4%	44	
	5	7.0%	41	
	6	11.0%	65	
	7	8.0%	48	
	8	10.6%	63	
	9	10.3%	61	
	10	15.7%	93	
T. Voting History		see detailed crosstabs		
U. Household Voter Count	1	23.7%	141	
	2	52.3%	311	
	3	17.5%	104	
	4	5.6%	33	
	5	0.4%	3	
	6	0.2%	1	
	7	0.2%	1	
	No data	0.0%	0	
V. Permanent Absentee Voter	Military	0.6%	4	
	Permanent US	99.4%	590	
	Unknown	0.0%	0	
W. Sample	Voters	75.5%	594	
	Non-voters	24.5%	193	

ATTACHMENT 2

City of Folsom Park & Recreation Needs Assessment Survey Presentation



GODDE RESEARCH
Gain Insight



City of Folsom: 2021 Park & Recreation Needs Assessment Survey

June 2021

Overview and Research Objectives

The City of Folsom commissioned Godbe Research to conduct a survey of voters with the following research objectives:

- Assess opinion on State and local governments' efforts to address the Coronavirus crisis;
- Gauge satisfaction with the City's system of parks;
- Determine relative importance and usage of City park and recreation activities, facilities and events;
- Assess preferences for the future of current parks and potential new parks; and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

Methodology Overview

- Data Collection
Landline (27), cell (7), text to online (591), and email to online (162) interviewing
- Universe
62,742 Folsom Residents Adults 18 or older
(based on 2019 American Community Survey)
- Fielding Dates
May 18 through 25, 2021
- Interview Length
23 minutes
- Sample Size
n=787
- Margin of Error
± 3.47%

The data have been weighted to reflect the actual population characteristics based on the 2019 American Community Survey (ACS) for gender, age, ethnicity and homeownership.

GODBE RESEARCH
Gain Insight

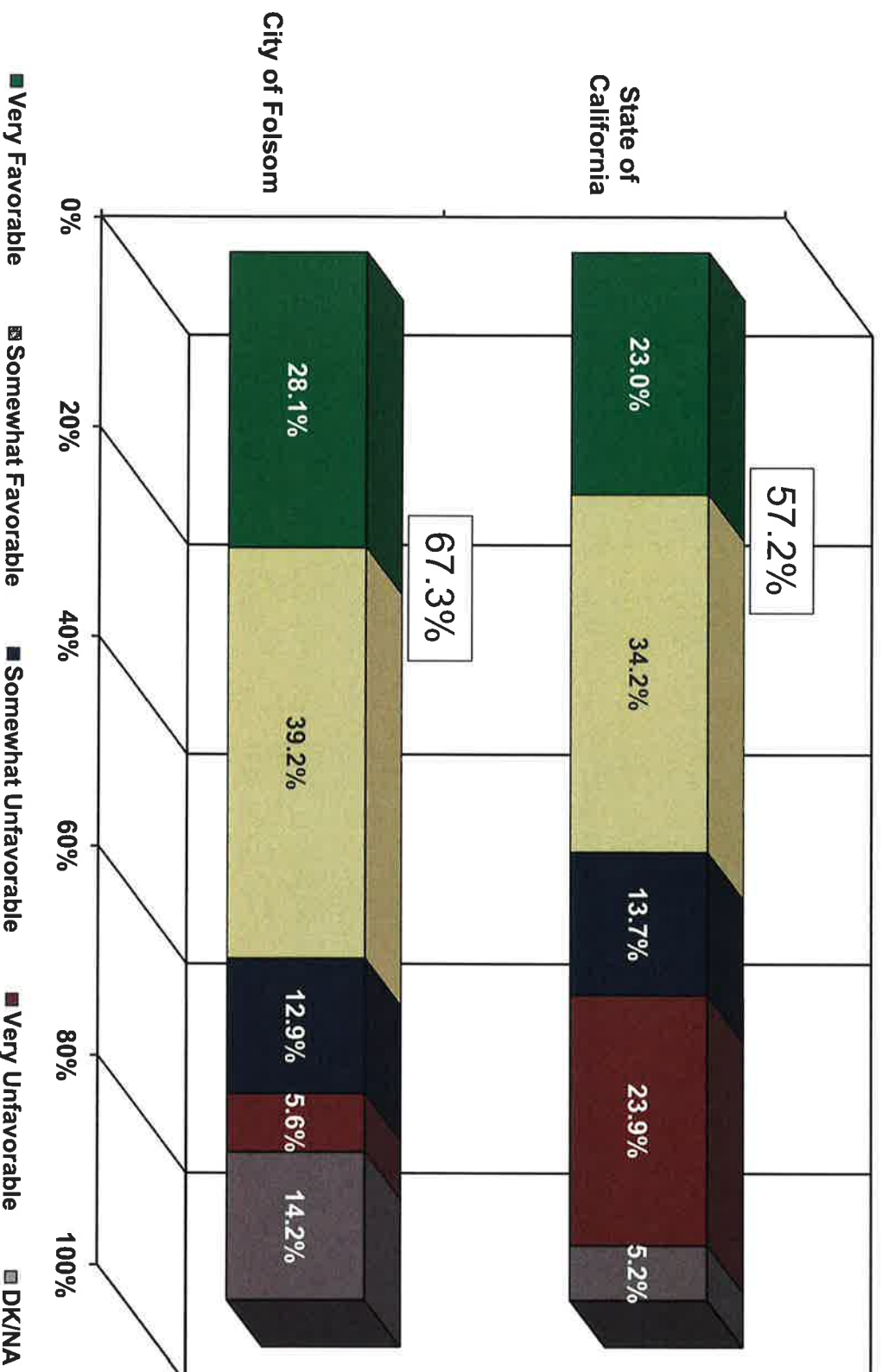


Key Findings



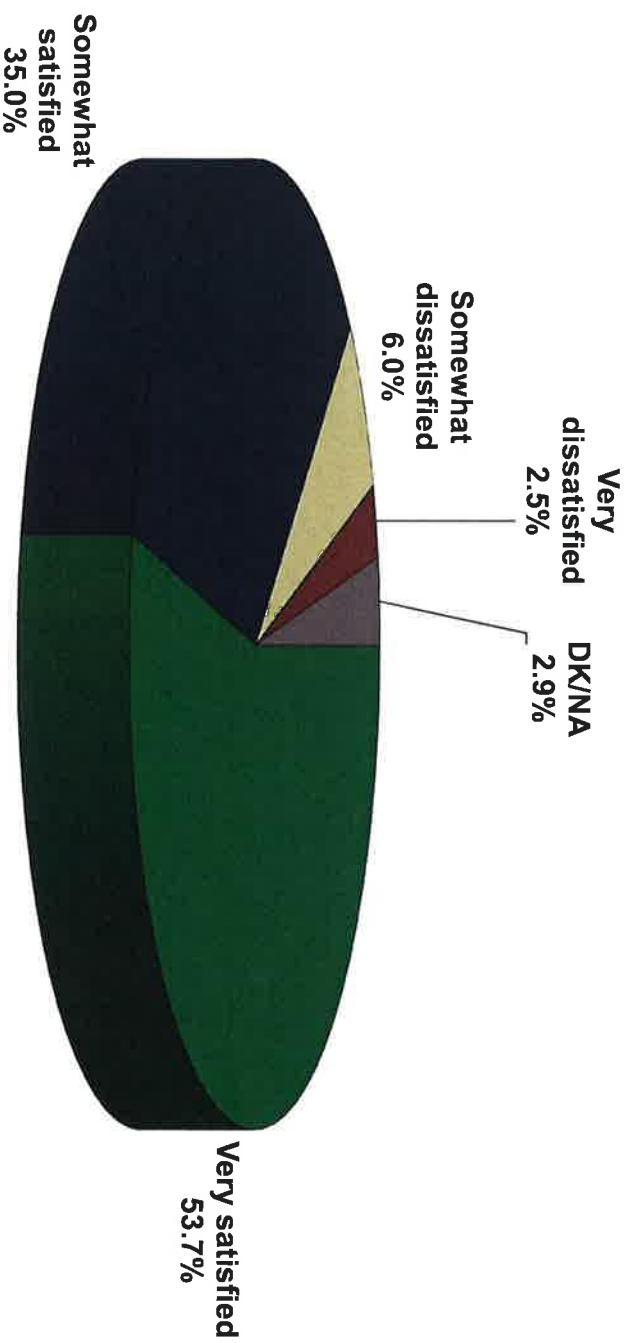
Q1. Favorability Rating of How Governments are Addressing Coronavirus Adults 18+

GODBE RESEARCH
Gain Insight



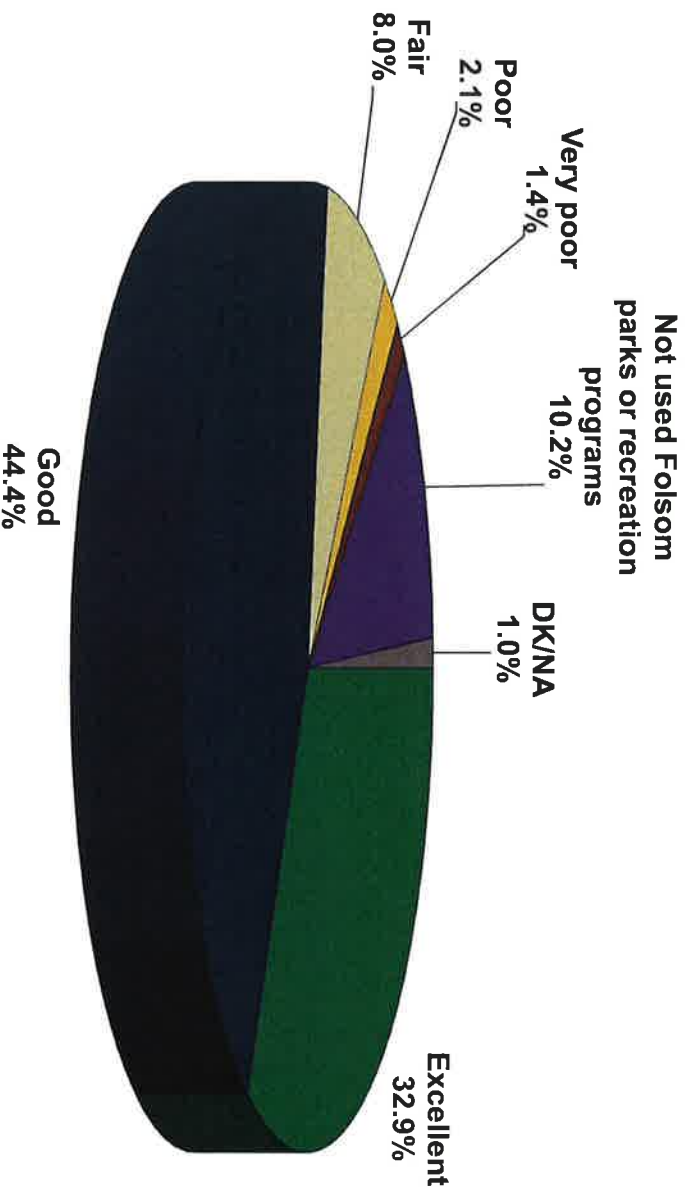
Q2. Satisfaction With City's System of Parks Adults 18+

GODBE RESEARCH
Gain Insight



Total Satisfied	May 2021
Total Dissatisfied	88.7%
Ratio Sat to Dissat	8.4%
	10.51

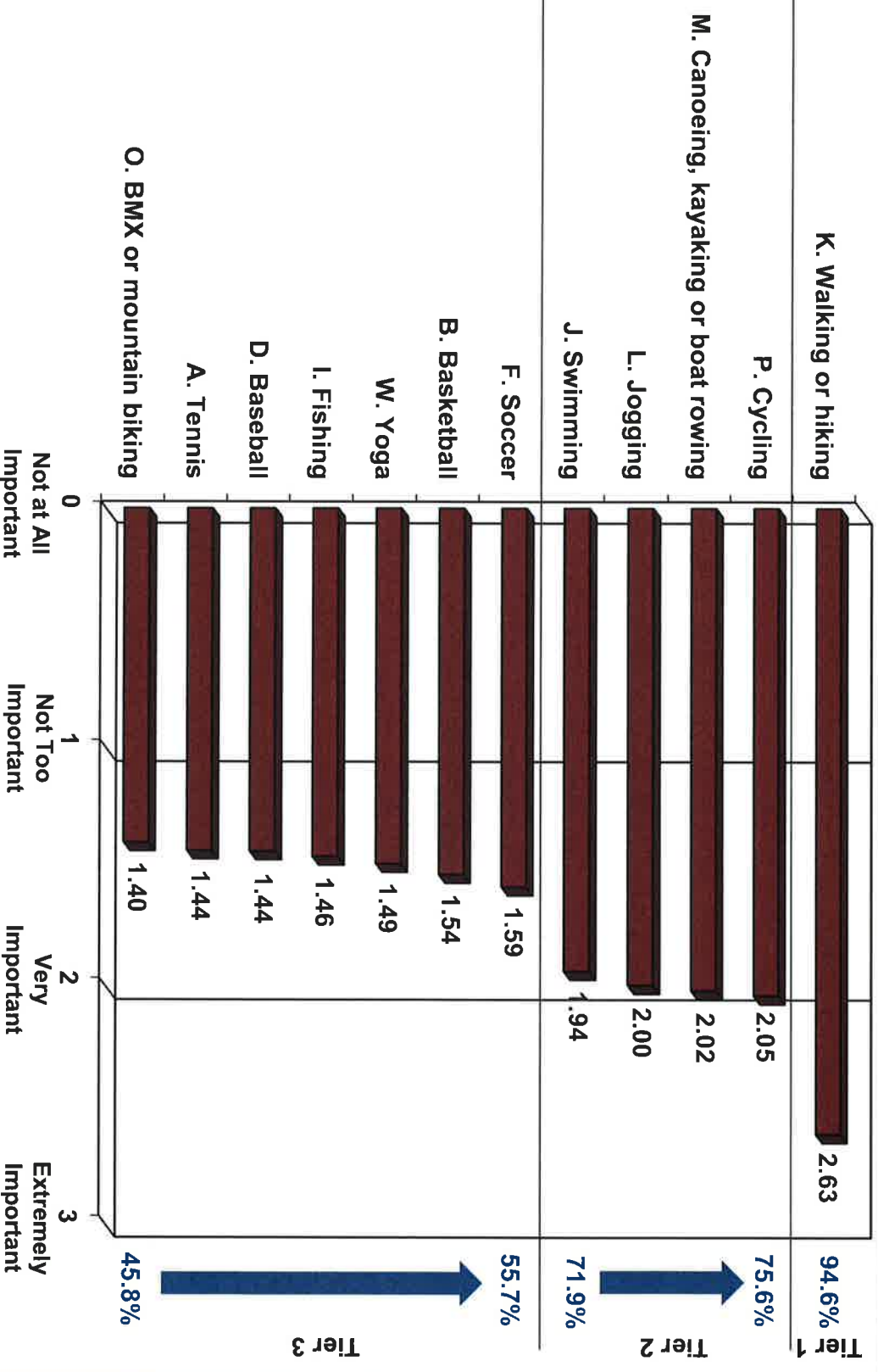
Q3. Rating of City Park and Recreation Facilities and Recreation Programs Adults 18+



Total Exc + Good	May 2021
	77.3%
Total Poor + Very Poor	3.5%
Ratio Pos to Neg	21.80

Q4. Importance of Sports and Recreational Activities | Adults 18+

GODBE RESEARCH
Gain Insight

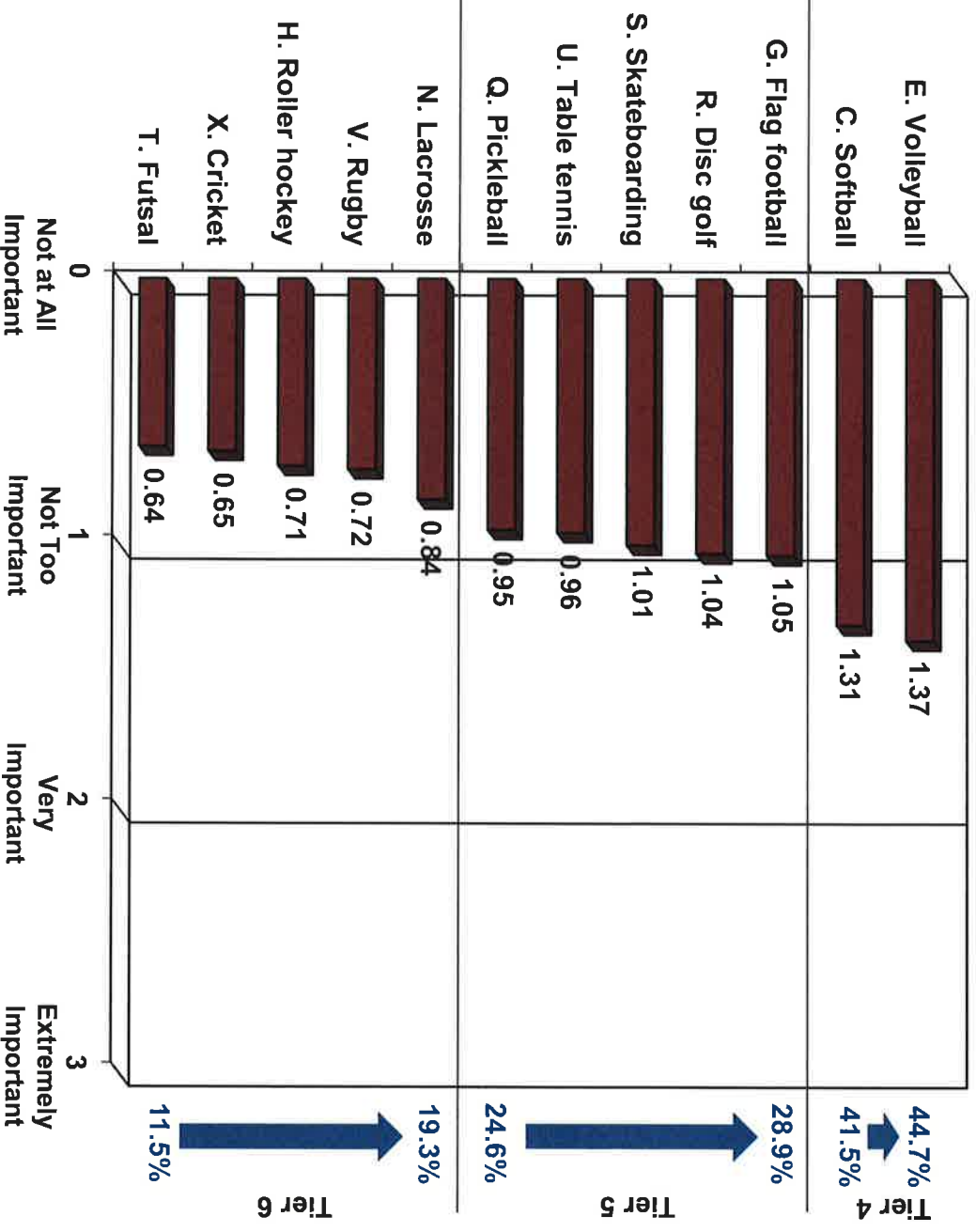


Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Extremely Important" = +4, "Very Important" = +3, "Not Too Important" = +2, and "Not at All Important" = 0. Sums = Extremely + Very Important.

Q4. Importance of Sports and Recreational Activities II

Adults 18+

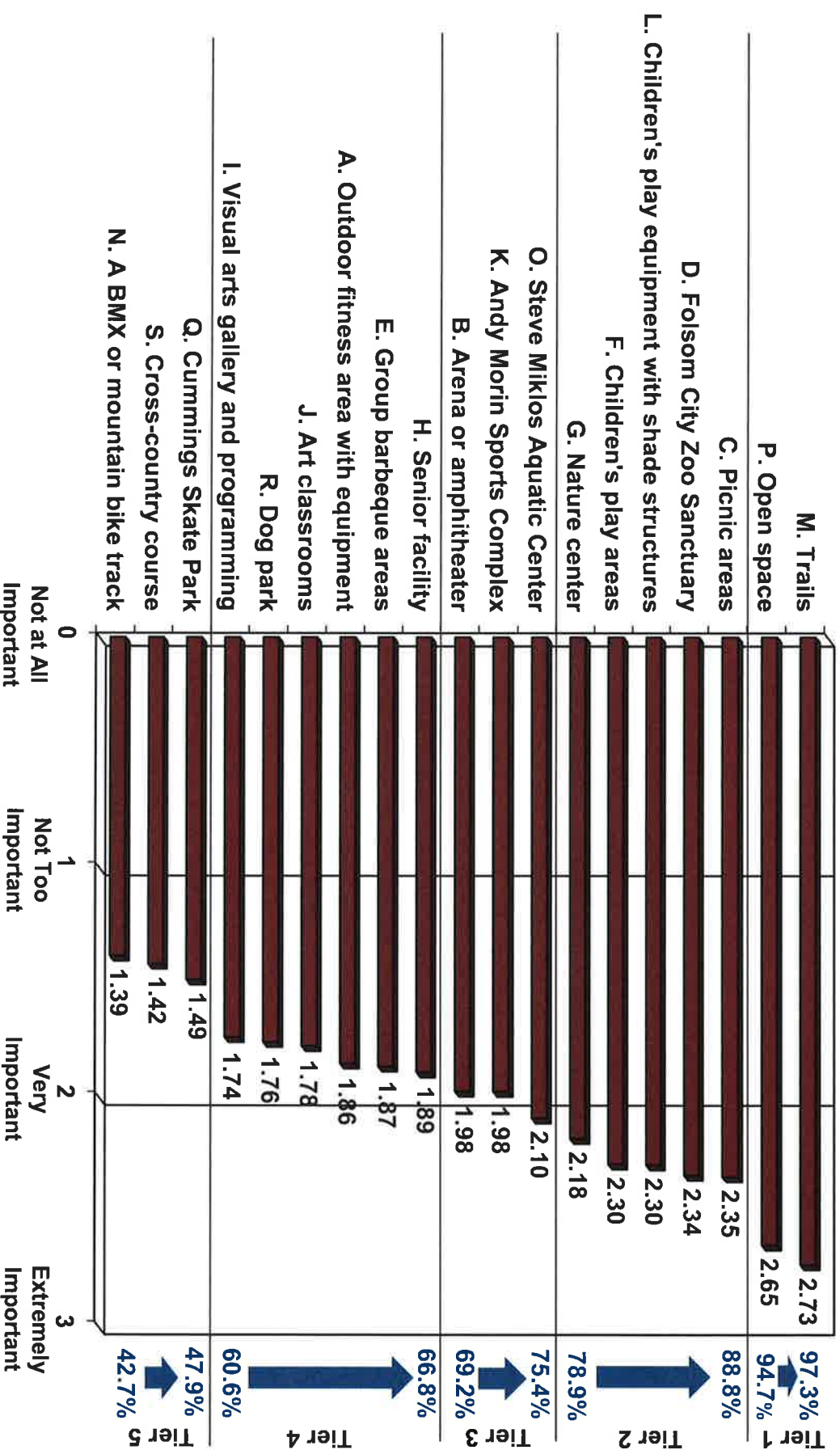
GODBE RESEARCH
Gain Insight



Note: The above rating questions have been abbreviated for charting purposes, and responses were recorded to calculate mean scores: "Extremely Important" = +4, "Very Important" = +3, "Not Too Important" = +2, and "Not at All Important" = 0. Sums = Extremely + Very Important.

Q5. Importance of Facilities or Sites for Recreation Adults 18+

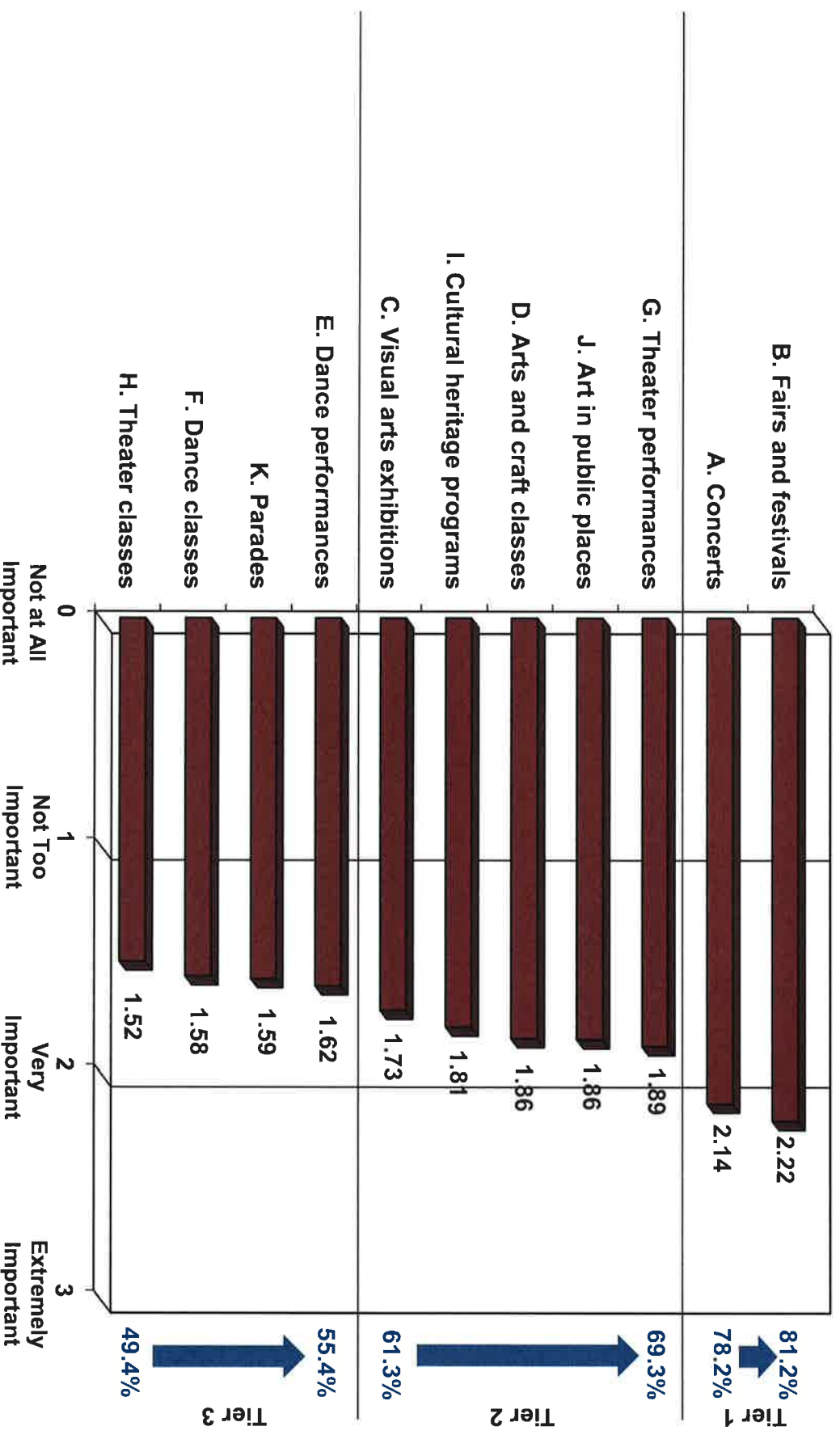
GODBE RESEARCH
Gain Insight



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Extremely Important" = +4, "Very Important" = +3, "Not Too Important" = +2, and "Not at All Important" = 0. Sums = Extremely + Very Important.

Q6. Importance of Art and Cultural Programs and Events Adults 18+

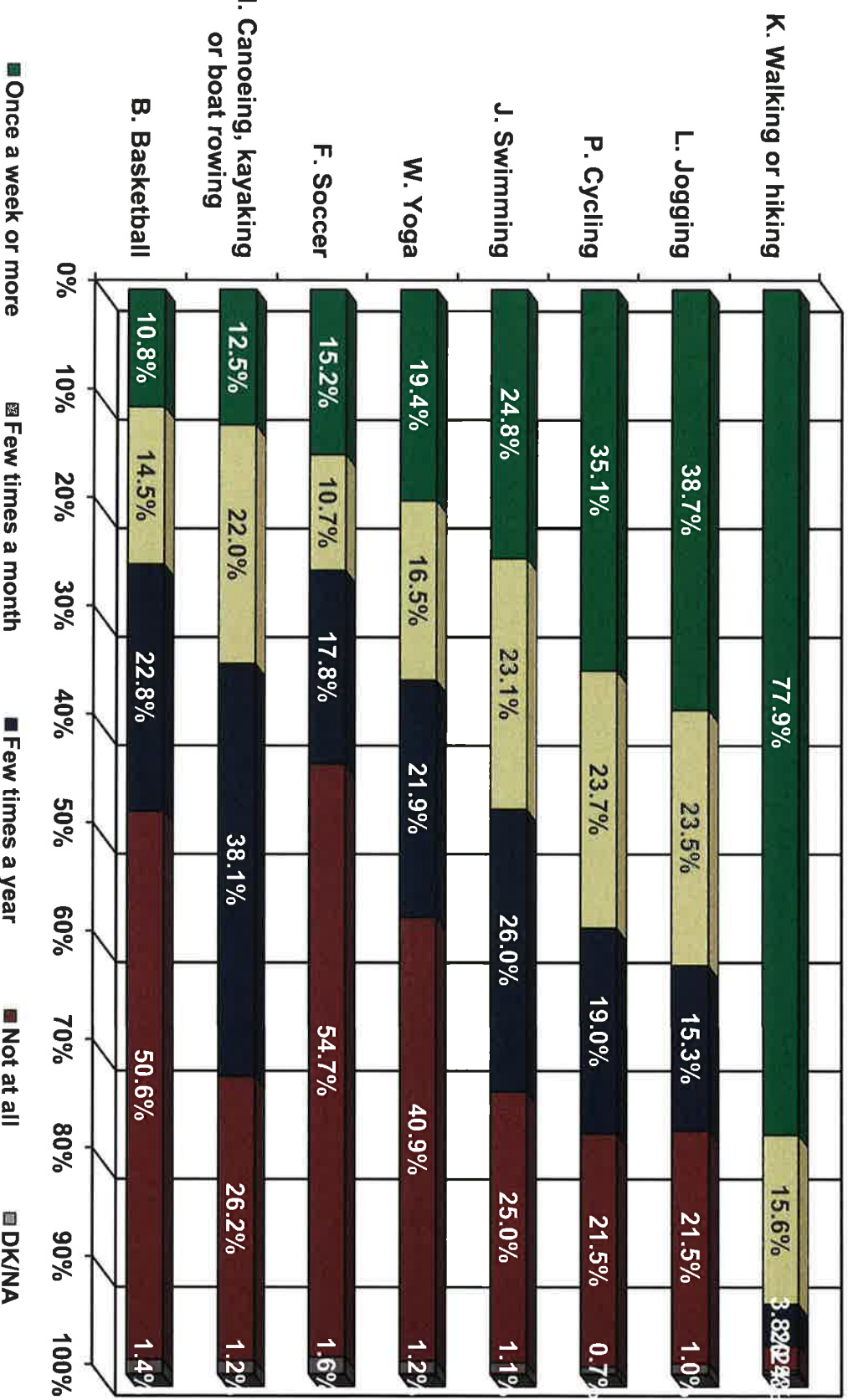
GODBE RESEARCH
Gain Insight



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Extremely Important" = +4, "Very Important" = +3, "Not Too Important" = +2, and "Not at All Important" = 0. Sums = Extremely + Very Important.

Q7. Usage of Park and Recreation Activities, Facilities and Events | Adults 18+

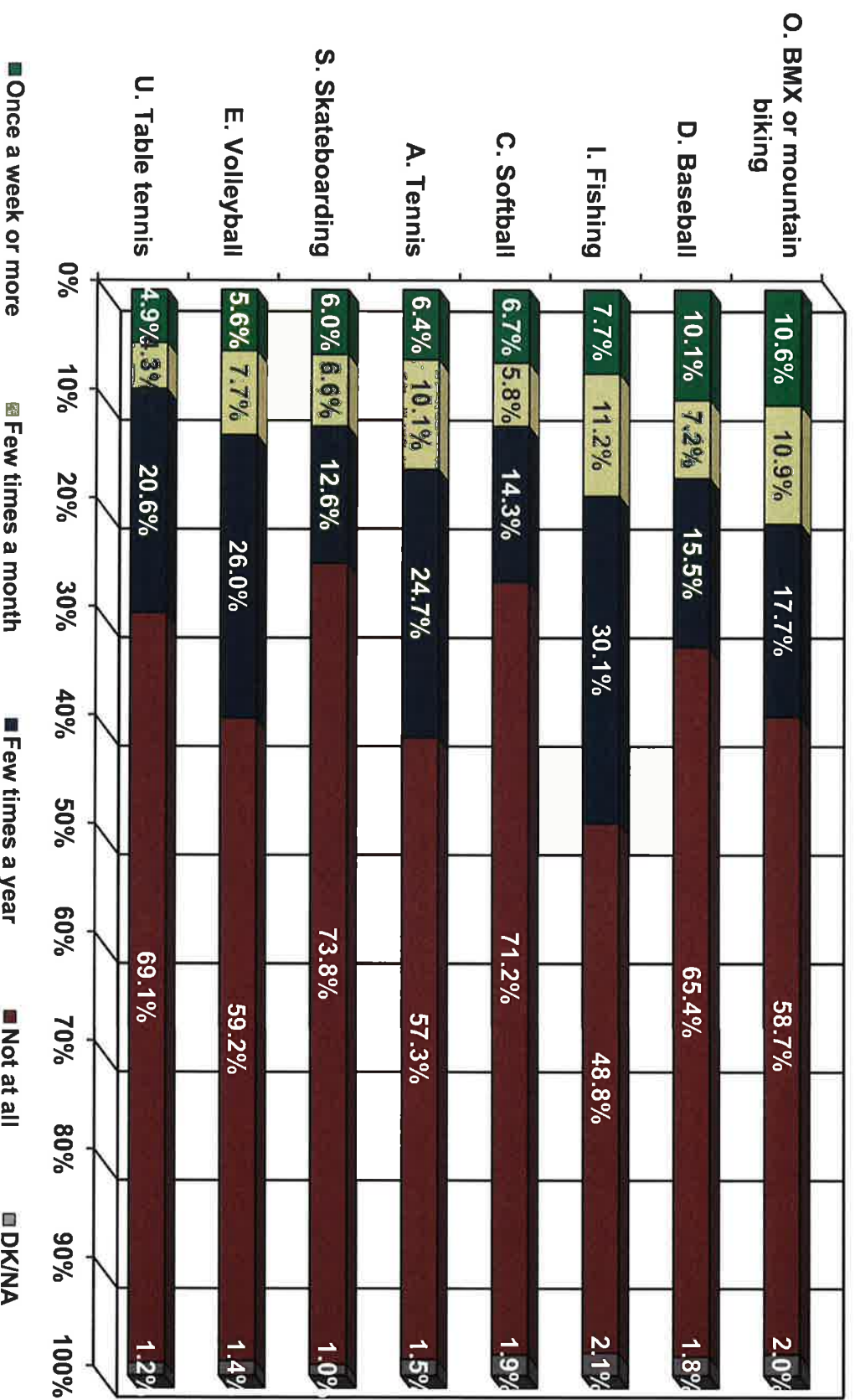
GODBE RESEARCH
Gain Insight



Ranked by percent "Once a week or more".

Q7. Usage of Park and Recreation Activities, Facilities and Events II Adults 18+

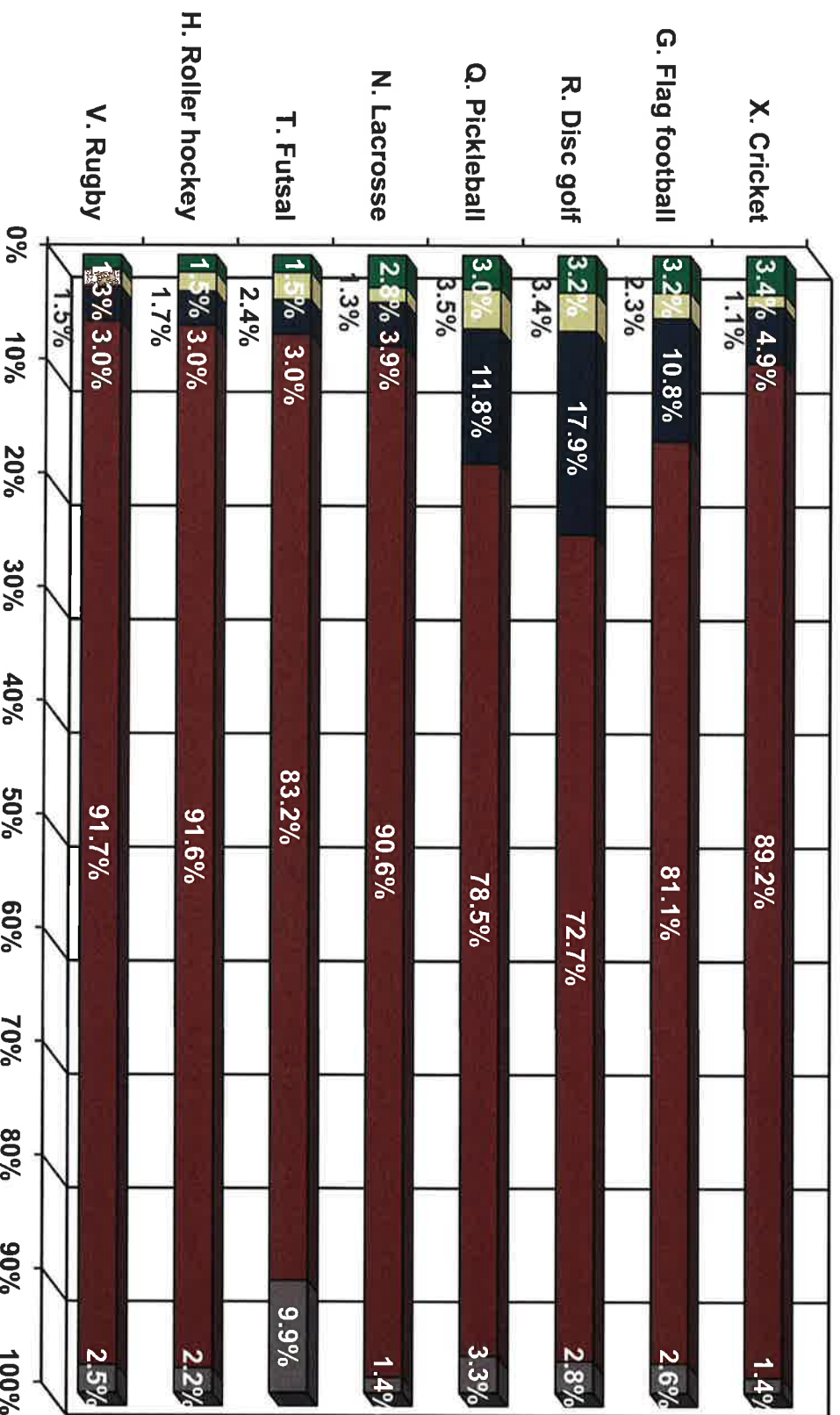
GODFREY RESEARCH
Gain Insight



Ranked by percent "Once a week or more"

Q7. Usage of Park and Recreation Activities, Facilities and Events III Adults 18+

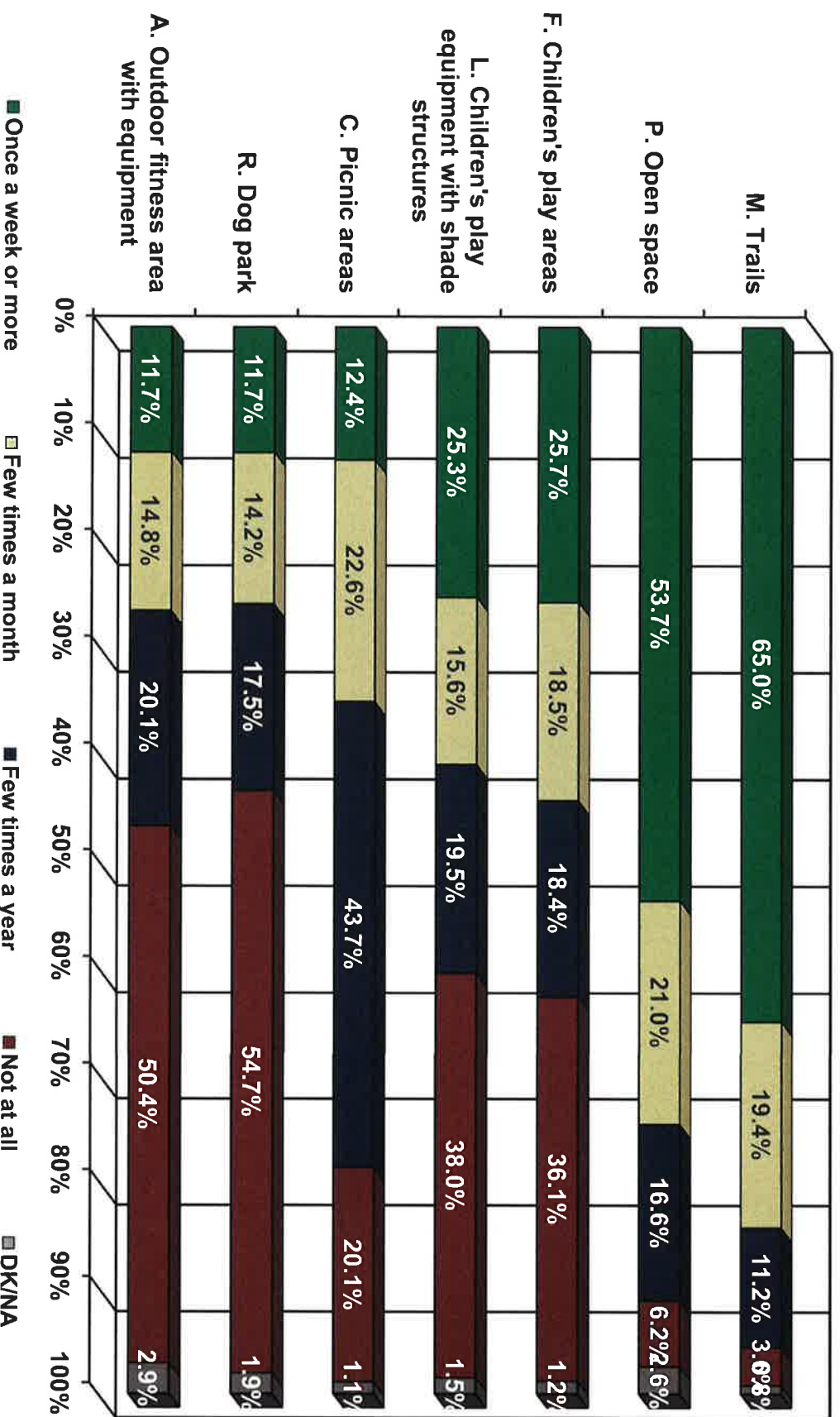
GODFREY RESEARCH
Gain Insight



Ranked by percent "Once a week or more"

Q8. Usage of Local Park or Recreational Facilities | Adults 18+

GODBE RESEARCH
Gain Insight

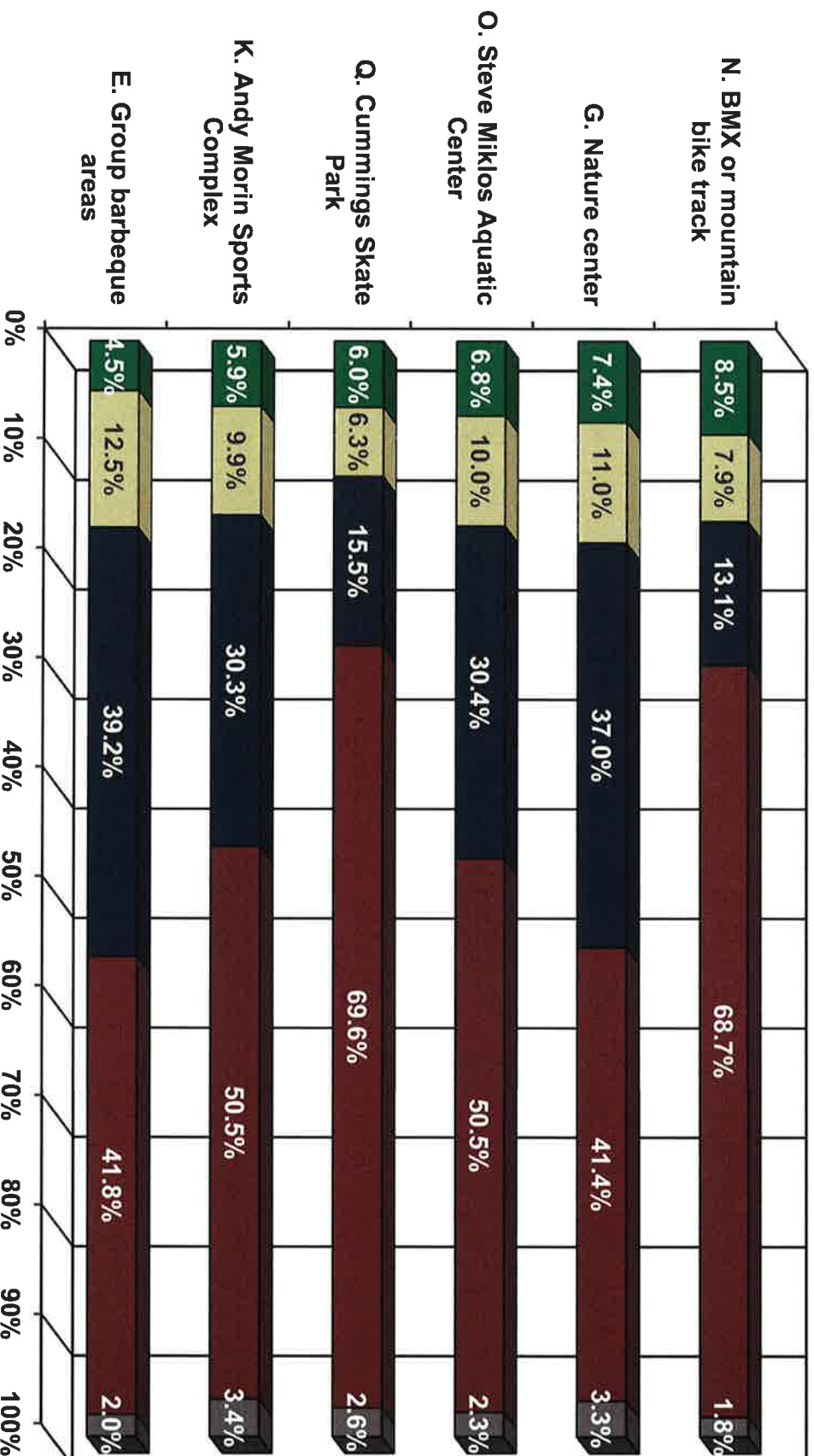


Ranked by percent "Once a week or more"

Q8. Usage of Local Park or Recreational Facilities II

Adults 18+

GODFREY RESEARCH
Gain Insight



■ Once a week or more

■ Few times a month

■ Few times a year

■ Not at all

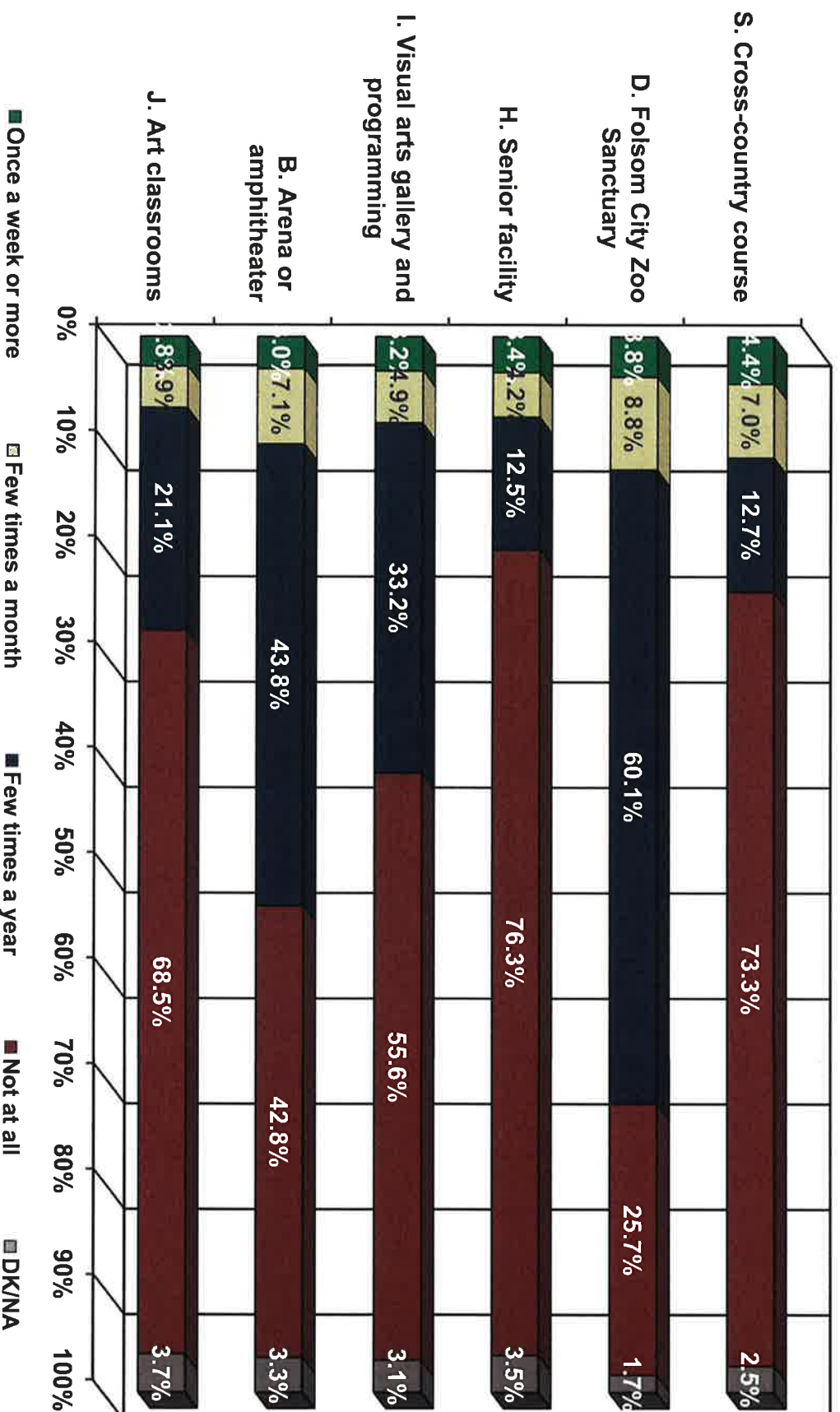
■ DK/NA

Ranked by percent "Once a week or more"

Q8. Usage of Local Park or Recreational Facilities III

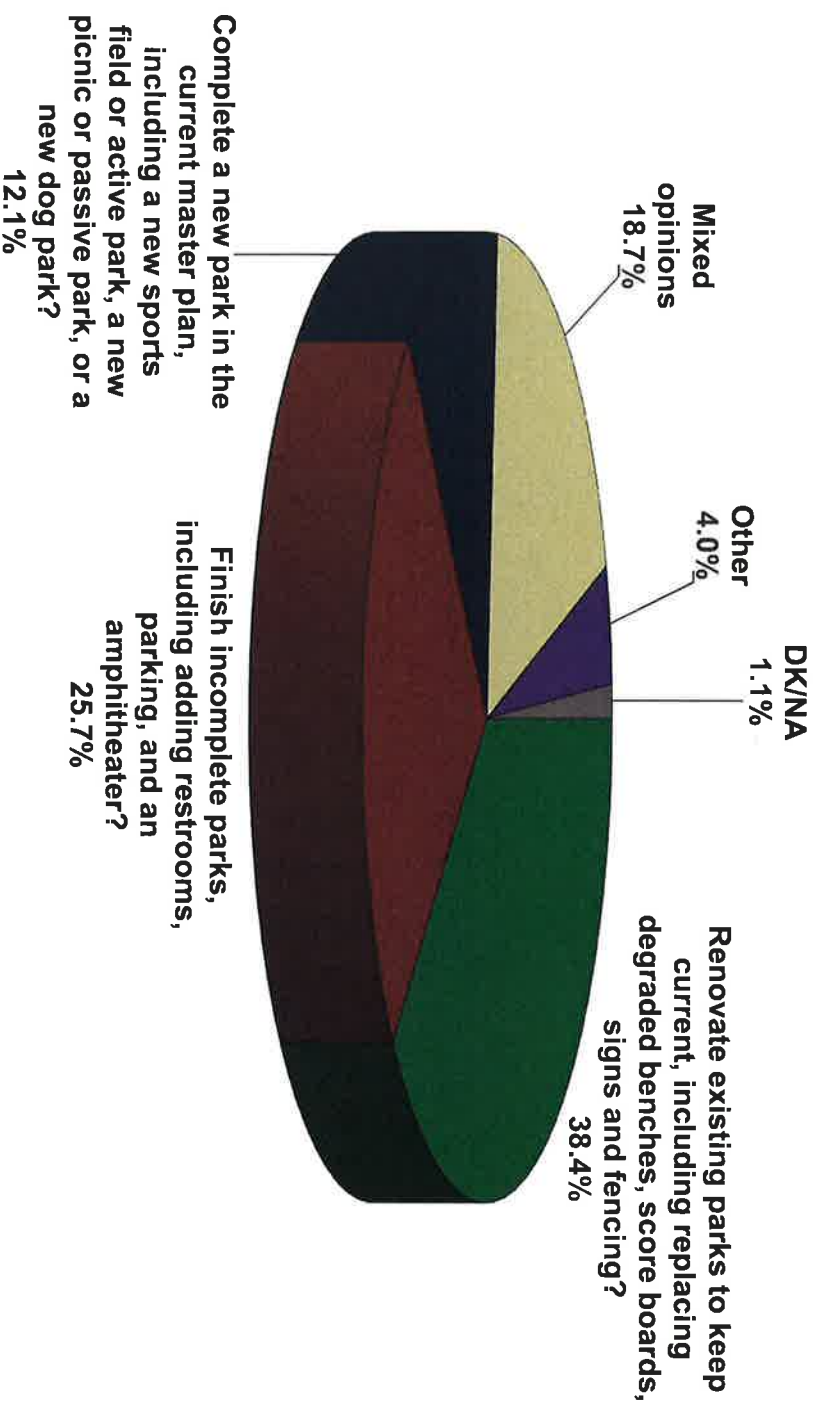
Adults 18+

GODFREY RESEARCH
Gain Insight



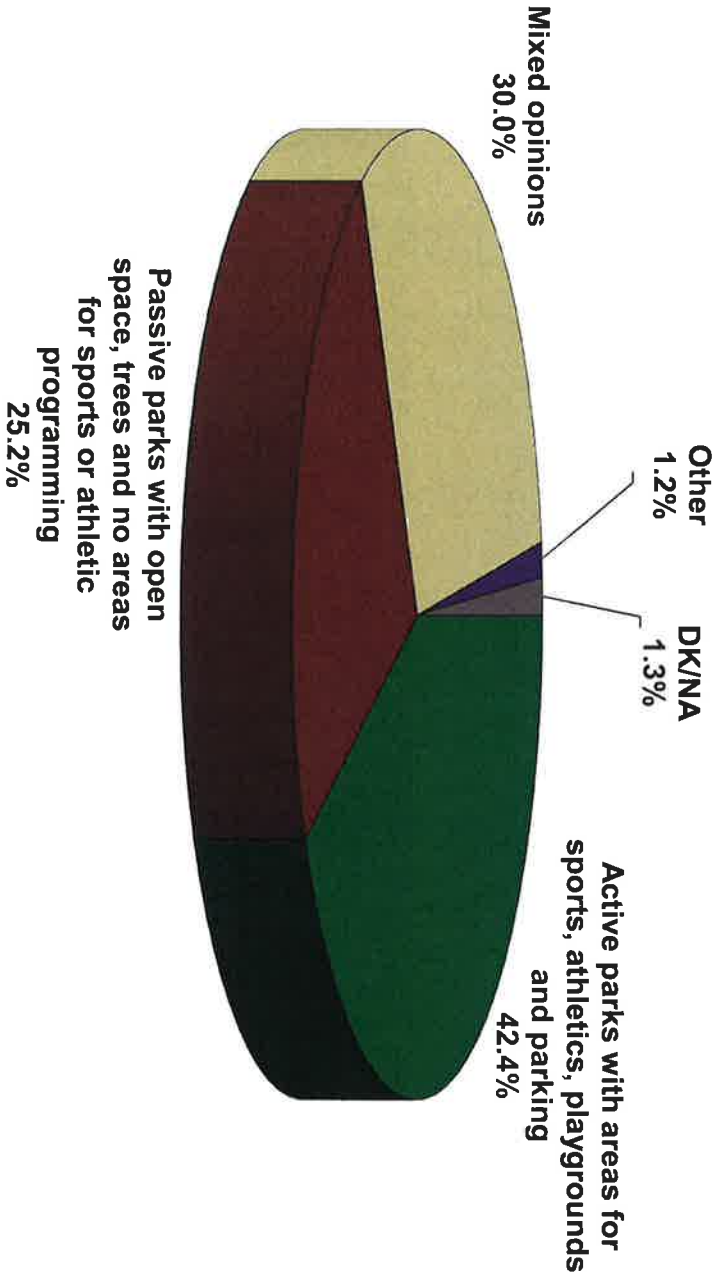
Q9. Preferences for the Future of Folsom Parks Adults 18+

GODBE RESEARCH
Gain Insight



Q10. Preferences for Active vs. Passive Parks

Adults 18+



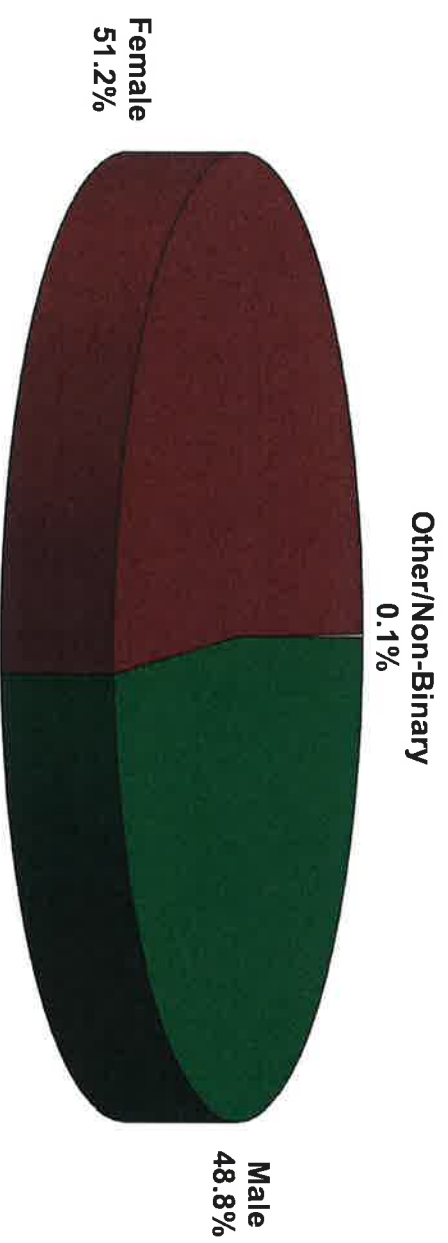
GODBE RESEARCH
Gain Insight



Appendix A: Additional Demographic Information

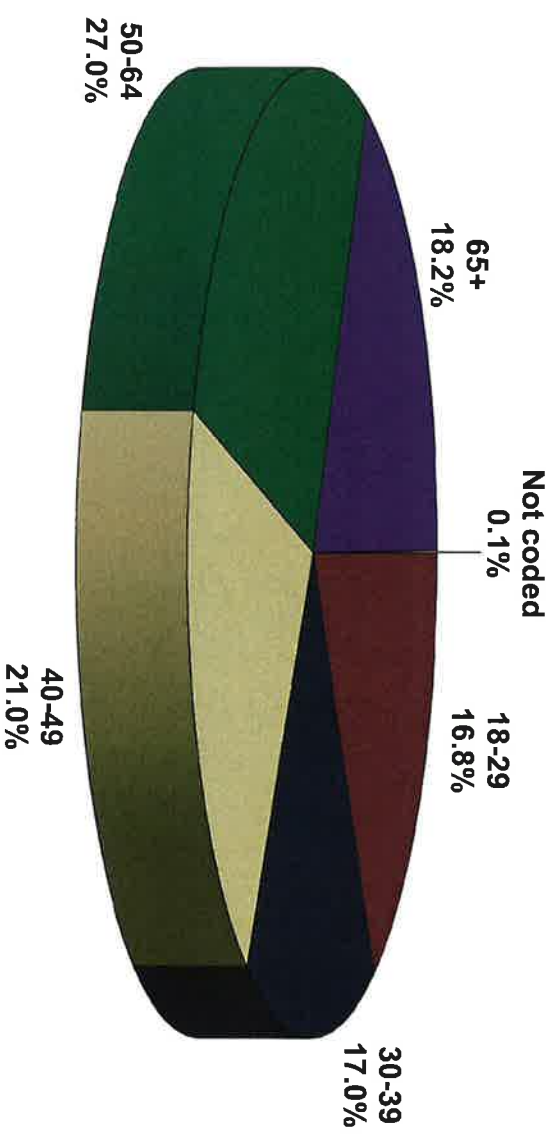
QA. Gender Adults 18+

GODBE RESEARCH
Gain Insight



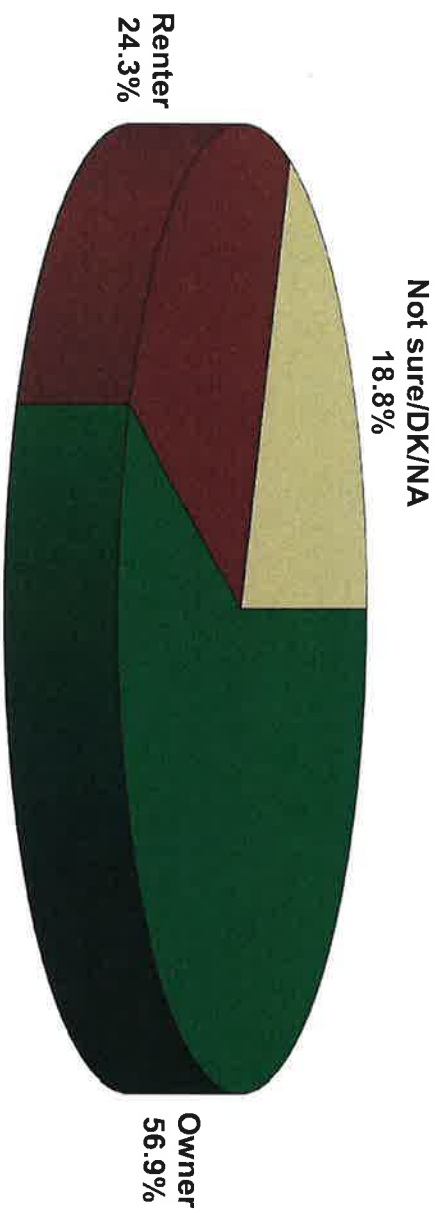
QB. Age Adults 18+

GODBE RESEARCH
Gain Insight



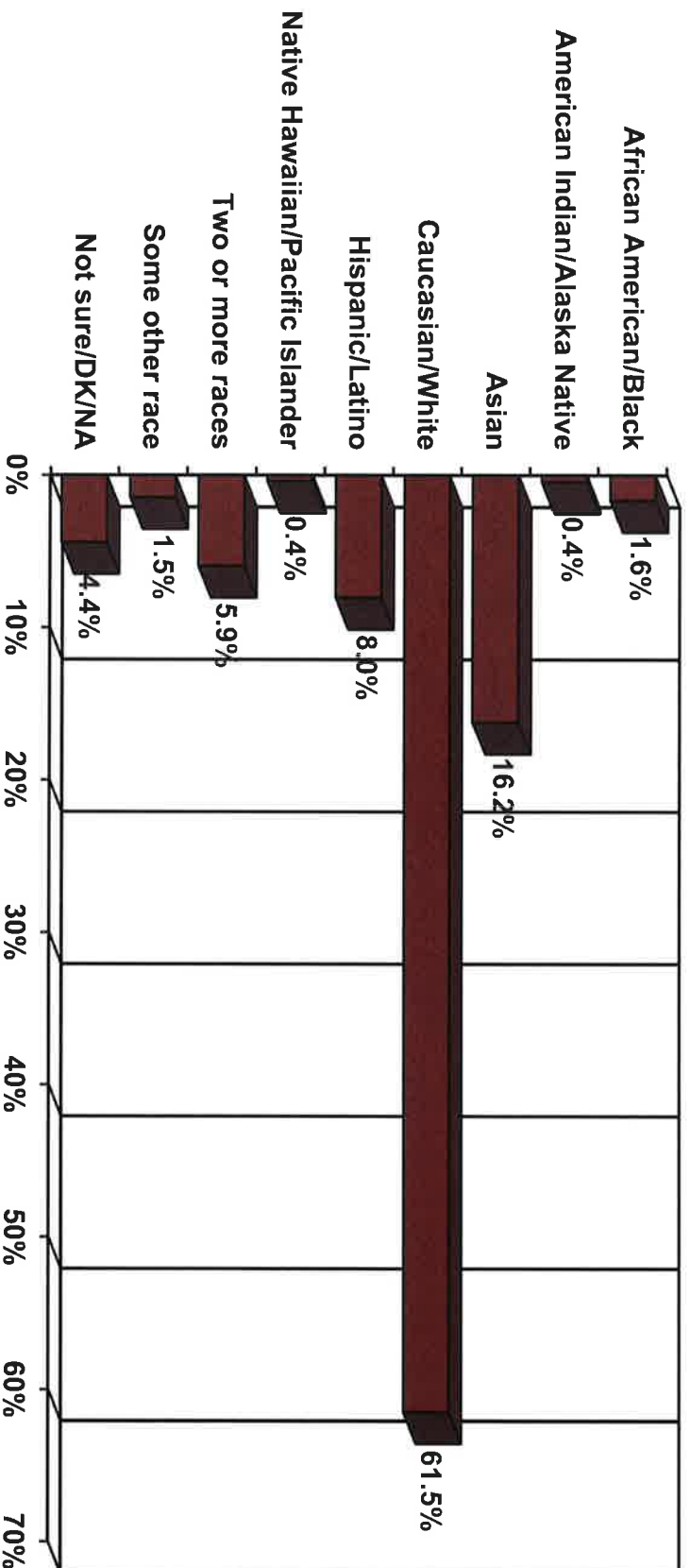
QC. Home Ownership Adults 18+

GODBE RESEARCH
Gain Insight

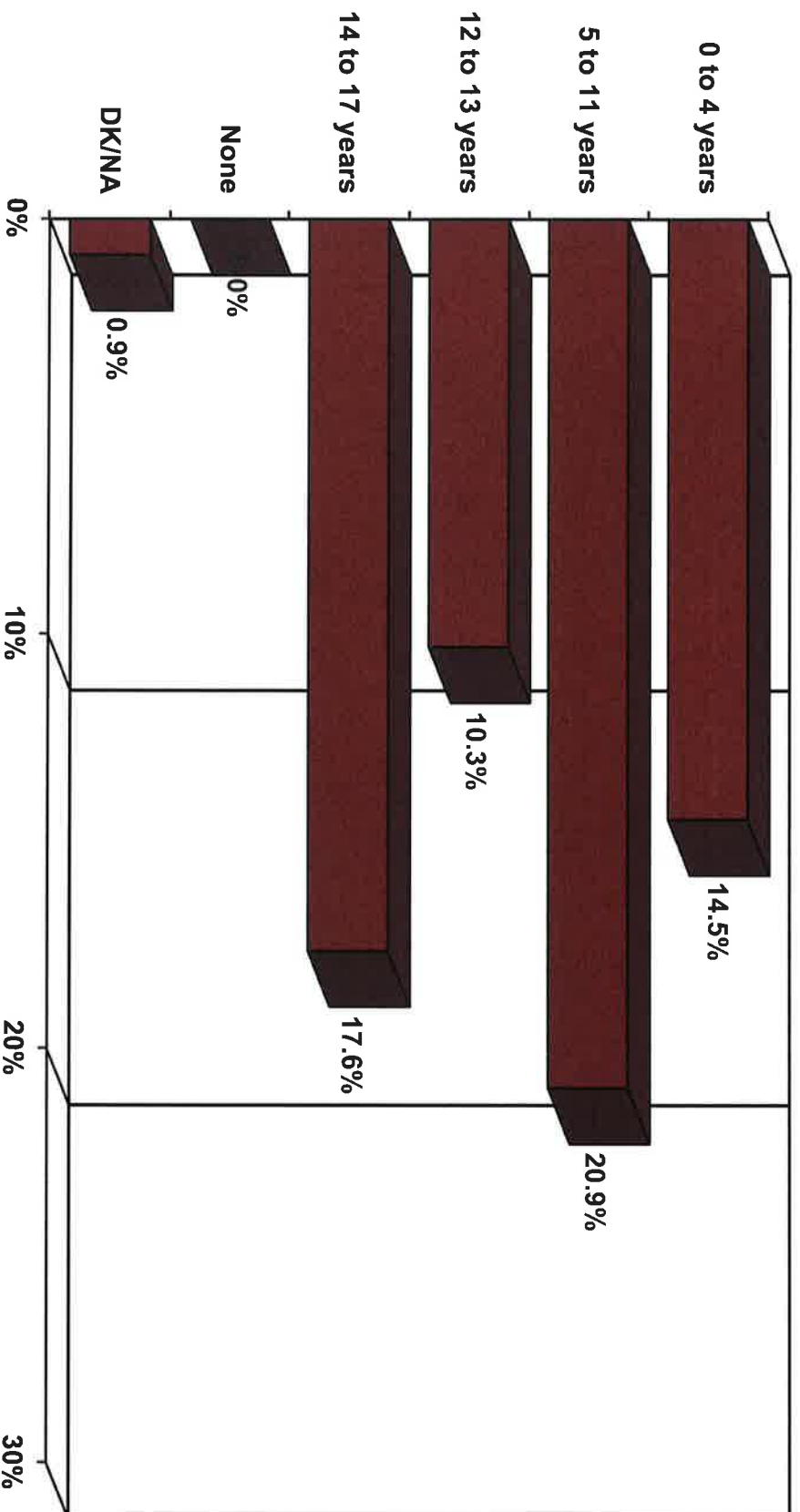


QD. Ethnicity

Adults 18+



QE. Ages of Children in Household Adults 18+ (n=787)



GODBE RESEARCH
Gain Insight



Appendix B: Topline Report



GODBE RESEARCH

Gain Insight

CITY OF FOLSOM

2021 Park & Recreation Needs Assessment Survey

Topic: Report

n=787

23 minutes

Residents / Registered Voters Hybrid Sample

June 7, 2021

www.godberesearch.com

Northern California and Corporate Offices
1229 Howard Avenue, Suite 250
Burlingame, CA 94010

Nevada
58 Darnielle Ranch Parkway, Suite F339
Reno, NV 89521

GODBE RESEARCH
Folsom - 2021 Park Recreation Needs Assessment Survey

METHODOLOGY

Sample Universe:

- 62,742 Folsom Residents Adults 18 or older (based on 2019 American Community Survey)

Sample Type & Size:

n=787 Folsom Voters and Residents Adults 18 or older (weighted to Adults 18+ from 2019 ACS data)

Data Collection Methodology:

n=27 Landline

n=7 Cell

n=591 Online from text invitation

n=162 Online from email invitation

Margin of Error:

- Folsom Residents Adults 18 or older = $\pm 3.47\%$

Interview Dates: May 18 to 25, 2021

Interview Length: 23 minutes

QUALITY OF LIFE & CITY SERVICES

	Total		
	Column N %	Count	3 or Mean
1A. Do you have a favorable or unfavorable opinion of the job the State of California is doing to address the Coronavirus crisis in your area?	Very Favorable	23.0%	181
	Somewhat Favorable	34.2%	269
	Somewhat Unfavorable	13.7%	107
	Very Unfavorable	23.9%	188
	DK/NA	5.2%	41
1B. Do you have a favorable or unfavorable opinion of the job the City of Folsom is doing to address the Coronavirus crisis in your area?	Total Favorable	57.2%	
	Total Unfavorable	37.6%	
	Ratio Fav to Unfav	1.52	
	Very Favorable	28.1%	221
	Somewhat Favorable	39.2%	309
2. Generally speaking, are you satisfied or dissatisfied with the job that the City's existing system of all parks does meeting your recreational needs?	Somewhat Unfavorable	12.9%	101
	Very Unfavorable	5.6%	44
	DK/NA	14.2%	112
	Total Favorable	67.3%	
	Total Unfavorable	18.5%	
	Ratio Fav to Unfav	3.64	
	Very satisfied	53.7%	422
	Somewhat satisfied	35.0%	275
	Somewhat dissatisfied	6.0%	47
	Very dissatisfied	2.5%	19
	DK/NA	2.9%	23
	Total Satisfied	88.7%	
	Total Dissatisfied	8.4%	
	Ratio Sat to Dissat	10.51	

IMPORTANCE OF PARK/REC ACTIVITIES, FACILITIES & EVENTS

	Total		
	Column N %	Count	Σ or Mean
3. In the past 12 months, if you, or anyone in your household, have used one of the Folsom parks, recreation facilities or recreation programs, would you say that Folsom park facilities, and programs are excellent, good, fair, poor, or very poor?	Excellent	32.9%	259
	Good	44.4%	349
	Fair	8.0%	63
	Poor	2.1%	17
	Very poor	1.4%	11
	Not used Folsom parks or recreation programs	10.2%	80
	DKNA	1.0%	8
	Total Exc + Good	77.3%	
	Total Poor + Very Poor	3.5%	
	Ratio Pos to Neg	21.80	
4A Tennis	Extremely important	15.9%	125
	Very important	30.8%	243
	Not too important	31.2%	246
	Not at all important	19.9%	157
	DKNA	2.1%	16
	Extremely important	21.3%	168
	Very important	30.1%	237
	Not too important	26.9%	211
	Not at all important	20.0%	157
	DKNA	1.7%	14
4B Basketball	Extremely important	15.0%	118
	Very important	26.6%	209
	Not too important	29.2%	230
	Not at all important	26.3%	207
	DKNA	2.9%	23
	Extremely important	18.6%	147
	Very important	30.2%	238
	Not too important	24.2%	190
	Not at all important	24.5%	193
	DKNA	2.4%	19
4C Softball	Extremely important	12.8%	101
	Very important	31.8%	251
	Not too important	30.1%	237
	Not at all important	21.8%	172
	DKNA	3.5%	27
	Extremely important	23.9%	188
	Very important	31.8%	250
	Not too important	20.4%	160
	Not at all important	21.9%	172
	DKNA	2.0%	16
4D Baseball	Extremely important	12.8%	101
	Very important	31.8%	251
	Not too important	30.1%	237
	Not at all important	21.8%	172
	DKNA	3.5%	27
	Extremely important	23.9%	188
	Very important	31.8%	250
	Not too important	20.4%	160
	Not at all important	21.9%	172
	DKNA	2.0%	16
4E Volleyball	Extremely important	12.8%	101
	Very important	31.8%	251
	Not too important	30.1%	237
	Not at all important	21.8%	172
	DKNA	3.5%	27
	Extremely important	23.9%	188
	Very important	31.8%	250
	Not too important	20.4%	160
	Not at all important	21.9%	172
	DKNA	2.0%	16
4F Soccer	Extremely important	12.8%	101
	Very important	31.8%	251
	Not too important	30.1%	237
	Not at all important	21.8%	172
	DKNA	3.5%	27
	Extremely important	23.9%	188
	Very important	31.8%	250
	Not too important	20.4%	160
	Not at all important	21.9%	172
	DKNA	2.0%	16

	Total		
	Column N %	Count	Σ or Mean
4G Flag football	Extremely important	8.6%	69
	Very important	20.1%	158
	Not too important	33.1%	260
	Not at all important	33.3%	262
	DKNA	4.8%	37
	Extremely important	5.8%	46
	Very important	9.1%	71
	Not too important	31.4%	247
	Not at all important	48.3%	380
	DKNA	5.4%	43
4H Roller hockey	Extremely important	21.3%	168
	Very important	25.7%	202
	Not too important	26.1%	206
	Not at all important	23.6%	186
	DKNA	3.3%	26
	Extremely important	31.1%	245
	Very important	40.8%	321
	Not too important	17.0%	134
	Not at all important	9.8%	77
	DKNA	1.2%	10
4I Swimming	Extremely important	68.3%	538
	Very important	26.2%	206
	Not too important	4.2%	33
	Not at all important	0.8%	6
	DKNA	0.4%	4
	Extremely important	35.0%	275
	Very important	37.5%	295
	Not too important	17.1%	135
	Not at all important	8.8%	69
	DKNA	1.5%	12
4J Jogging	Extremely important	33.7%	265
	Very important	40.5%	319
	Not too important	16.8%	133
	Not at all important	7.2%	57
	DKNA	1.7%	13
	Extremely important	6.8%	54
	Very important	12.5%	98
	Not too important	32.8%	259
	Not at all important	41.5%	327
	DKNA	6.3%	50
4K Walking or hiking	Extremely important	68.3%	538
	Very important	26.2%	206
	Not too important	4.2%	33
	Not at all important	0.8%	6
	DKNA	0.4%	4
	Extremely important	35.0%	275
	Very important	37.5%	295
	Not too important	17.1%	135
	Not at all important	8.8%	69
	DKNA	1.5%	12
4L Canoeing, kayaking or boat rowing	Extremely important	33.7%	265
	Very important	40.5%	319
	Not too important	16.8%	133
	Not at all important	7.2%	57
	DKNA	1.7%	13
	Extremely important	6.8%	54
	Very important	12.5%	98
	Not too important	32.8%	259
	Not at all important	41.5%	327
	DKNA	6.3%	50
4M Lacrosse	Extremely important	6.8%	54
	Very important	12.5%	98
	Not too important	32.8%	259
	Not at all important	41.5%	327
	DKNA	6.3%	50
	Extremely important	6.8%	54
	Very important	12.5%	98
	Not too important	32.8%	259
	Not at all important	41.5%	327
	DKNA	6.3%	50

	Total		
	Column N %	Count	Σ or Mean
40 BMX or mountain biking	Extremely important	16.5%	129
	Very important	29.4%	231
	Not too important	27.4%	215
	Not at all important	23.4%	184
	DK/NA	3.4%	27
4P Cycling	EXTREMELY IMPORTANT	36.5%	288
	VERY IMPORTANT	39.0%	307
	NOT TOO IMPORTANT	14.8%	116
	NOT AT ALL IMPORTANT	8.6%	68
	DK/NA	1.1%	8
4Q Pickleball	Extremely important	6.6%	52
	Very important	18.0%	142
	Not too important	30.6%	241
	Not at all important	35.7%	281
	DK/NA	9.1%	72
4R Disc golf	Extremely important	8.9%	70
	Very important	17.4%	137
	Not too important	36.3%	286
	Not at all important	31.5%	248
	DK/NA	5.9%	46
4S Skateboarding	Extremely important	6.2%	49
	Very important	23.0%	181
	Not too important	33.4%	263
	Not at all important	34.5%	272
	DK/NA	2.8%	22
4T Futsal	Extremely important	3.4%	27
	Very important	8.1%	64
	Not too important	20.1%	158
	Not at all important	41.4%	326
	DK/NA	27.1%	213
4U Table tennis	Extremely important	7.2%	56
	Very important	16.1%	127
	Not too important	39.7%	312
	Not at all important	34.2%	269
	DK/NA	2.8%	22
4V Rugby	Extremely important	4.7%	37
	Very important	9.9%	78
	Not too important	34.0%	268
	Not at all important	45.4%	358
	DK/NA	5.9%	47

	Total		
	Column N %	Count	Σ or Mean
4W Yoga	Extremely important	15.7%	124
	Very important	34.9%	275
	Not too important	27.3%	215
	Not at all important	18.8%	148
	DK/NA	3.2%	25
4X Cricket	Extremely important	6.4%	50
	Very important	7.3%	58
	Not too important	28.2%	222
	Not at all important	53.0%	417
	DK/NA	5.1%	40
4K Walking or hiking			2.63
4P Cycling			2.05
4M Canoeing, kayaking or boat rowing			2.02
4L Jogging			2.00
4J Swimming			1.94
4F Soccer			1.59
4B Basketball			1.54
4W Yoga			1.49
4I Fishing			1.46
4D Baseball			1.44
4A Tennis			1.44
4O BMX or mountain biking			1.40
4E Volleyball			1.37
4C Softball			1.31
4G Flag football			1.05
4R Disc golf			1.04
4S Skateboarding			1.01
4U Table tennis			0.96
4Q Pickleball			0.95
4N Lacrosse			0.84
4V Rugby			0.72
4I Roller hockey			0.71
4X Cricket			0.65
4T Futsal			0.64

	Total		
	Column N %	Count	Σ or Mean
5A Outdoor fitness area with equipment	Extremely important	231	63.0%
	Very important	265	
	Not too important	207	
	Not at all important	67	
	DK/NA	17	
	Extremely important	241	69.2%
	Very important	304	
	Not too important	176	
5B Arena or amphitheater	Not at all important	41	
	DK/NA	26	
	Extremely important	372	89.8%
	Very important	326	
5C Picnic areas	Not too important	62	
	Not at all important	18	
	DK/NA	8	
	Extremely important	406	85.2%
5D Folsom City Zoo Sanctuary	Very important	264	
	Not too important	83	
	Not at all important	27	
	DK/NA	6	
5E Group barbecue areas	Extremely important	200	67.8%
	Very important	334	
	Not too important	173	
	Not at all important	64	
	DK/NA	17	
	Extremely important	400	83.8%
	Very important	259	
	Not too important	71	
5F Children's play areas	Not at all important	49	
	DK/NA	7	
	Extremely important	336	78.9%
	Very important	285	
5G Nature center	Not too important	99	
	Not at all important	48	
	DK/NA	20	
	Extremely important	245	66.6%
5H Senior facility	Very important	280	
	Not too important	139	
	Not at all important	93	
	DK/NA	29	

	Total		
	Column N %	Count	Σ or Mean
5I Visual arts gallery and programming	Extremely important	176	60.6%
	Very important	301	
	Not too important	197	
	Not at all important	87	
	DK/NA	26	
	Extremely important	188	62.7%
	Very important	305	
	Not too important	199	
5J Art classrooms	Not at all important	79	
	DK/NA	16	
	Extremely important	255	63.5%
	Very important	245	
5K Andy Morth Sports Complex	Not too important	153	
	Not at all important	58	
	DK/NA	76	
	Extremely important	402	83.2%
5L Children's play equipment with shade structures	Very important	253	
	Not too important	80	
	Not at all important	44	
	DK/NA	8	
5M Trails	Extremely important	602	97.3%
	Very important	164	
	Not too important	10	
	Not at all important	8	
	DK/NA	4	
	Extremely important	141	42.7%
	Very important	195	
	Not too important	248	
5N A BMX or mountain bike track	Not at all important	180	
	DK/NA	22	
	Extremely important	309	75.4%
	Very important	284	
5O Steve Mikos Aquatic Center	Not too important	108	
	Not at all important	64	
	DK/NA	21	
	Extremely important	540	94.7%
5P Open space	Very important	265	
	Not too important	25	
	Not at all important	5	
	DK/NA	11	

	Total		
	Column N %	Count	Σ or Mean
50 Cummings Skate Park	Extremely important	16.9%	133
	Very important	31.0%	244
	Not too important	26.1%	205
	Not at all important	19.0%	150
56 Dog park	DK/NA	7.0%	55
	Extremely important	31.4%	247
	Very important	28.4%	224
	Not too important	21.4%	168
55 Cross-country course	Not at all important	16.6%	130
	DK/NA	2.2%	18
	Extremely important	16.3%	129
	Very important	25.7%	202
54M Trails	Not too important	34.0%	267
	Not at all important	18.5%	145
	DK/NA	5.5%	43
			2.73
56 Open space			2.65
50 Picnic areas			2.35
50 Folsom City Zoo Sanctuary			2.34
51 Children's play equipment with shade structures			2.30
5F Children's play areas			2.18
56 Nature center			2.10
50 Steve Miklos Aquatic Center			1.98
5K Andy Morth Sports Complex			1.98
58 Arena or amphitheater			1.89
5H Senior facility			1.87
5E Group barbeque areas			1.86
5A Outdoor fitness area with equipment			1.78
5J Art classrooms			1.76
5I Visual arts gallery and programming			1.74
50 Cummings Skate Park			1.49
55 Cross-country course			1.42
5N A BMX or mountain bike track			1.39

	Total		
	Column N %	Count	Σ or Mean
6A Concerts	Extremely important	39.2%	309
	Very important	39.0%	307
	Not too important	15.0%	118
	Not at all important	5.1%	40
6B Fairs and festivals	DK/NA	1.7%	13
	Extremely important	42.9%	338
	Very important	38.3%	301
	Not too important	13.5%	106
6C Visual arts exhibitions	Not at all important	3.9%	31
	DK/NA	1.4%	11
	Extremely important	19.4%	153
	Very important	41.6%	329
6D Arts and craft classes	Not too important	25.0%	197
	Not at all important	10.1%	79
	DK/NA	3.6%	29
	Extremely important	25.2%	199
6E Dance performances	Very important	41.6%	327
	Not too important	21.8%	172
	Not at all important	8.6%	68
	DK/NA	2.7%	21
6F Dance classes	Extremely important	17.4%	137
	Very important	38.1%	300
	Not too important	28.7%	226
	Not at all important	12.5%	98
6G Theater performances	DK/NA	3.4%	27
	Extremely important	17.0%	134
	Very important	37.6%	296
	Not too important	28.7%	226
6H Theater classes	Not at all important	14.6%	115
	DK/NA	2.1%	17
	Extremely important	26.7%	210
	Very important	42.7%	336
6I Theater classes	Not too important	19.3%	152
	Not at all important	8.9%	70
	DK/NA	2.4%	19
	Extremely important	16.3%	128
6J Theater classes	Very important	33.1%	261
	Not too important	33.1%	261
	Not at all important	15.2%	120
	DK/NA	2.2%	18

	Total		
	Column N %	Count	Σ or Mean
6I Cultural heritage programs	Extremely important	25.9%	204
	Very important	37.0%	291
	Not too important	21.7%	170
	Not at all important	11.4%	90
6J Art in public places	DK/NA	4.0%	32
	Extremely important	24.8%	195
	Very important	43.2%	340
	Not too important	22.5%	177
6K Parades	Not at all important	8.0%	63
	DK/NA	1.5%	12
	Extremely important	21.7%	171
	Very important	29.9%	235
6L Fairs and festivals	Not too important	31.0%	244
	Not at all important	15.2%	120
	DK/NA	2.2%	17
			2.22
6M Concerts			2.14
6N Theater performances			1.89
6O Art in public places			1.86
6P Arts and craft classes			1.86
6Q Cultural heritage programs			1.81
6R Visual arts exhibitions			1.73
6S Dance performances			1.82
6T Parades			1.59
6U Dance classes			1.58
6V Theater classes			1.52

USAGE OF PARK/REC ACTIVITIES, FACILITIES & EVENTS

	Total		
	Column N %	Count	Σ or Mean
7A Tennis	Once a week or more	6.4%	51
	Few times a month	10.1%	79
	Few times a year	24.7%	194
	Not at all	57.3%	451
7B Basketball	DK/NA	1.5%	12
	Once a week or more	10.8%	85
	Few times a month	14.5%	114
	Few times a year	22.8%	179
7C Softball	Not at all	50.6%	398
	DK/NA	1.4%	11
	Once a week or more	6.7%	53
	Few times a month	5.6%	46
7D Baseball	Few times a year	14.3%	113
	Not at all	71.2%	560
	DK/NA	1.9%	15
	Once a week or more	10.1%	80
7E Volleyball	Few times a month	7.2%	57
	Few times a year	15.5%	122
	Not at all	65.4%	514
	DK/NA	1.8%	14
7F Soccer	Once a week or more	5.6%	44
	Few times a month	7.7%	61
	Few times a year	26.0%	205
	Not at all	59.2%	466
7G Flag football	DK/NA	1.4%	11
	Once a week or more	15.2%	120
	Few times a month	10.7%	84
	Few times a year	17.8%	140
7H Roller hockey	Not at all	54.7%	431
	DK/NA	1.6%	13
	Once a week or more	3.2%	25
	Few times a month	2.3%	18
7I Other	Few times a year	10.8%	85
	Not at all	81.1%	638
	DK/NA	2.6%	21
	Once a week or more	1.5%	12
7J Other	Few times a month	1.7%	13
	Few times a year	3.0%	24
	Not at all	91.6%	721
	DK/NA	2.2%	17

	Total		
	Column N %	Count	Σ or Mean
7I Fishing	Once a week or more	7.7%	61
	Few times a month	11.2%	89
	Few times a year	30.1%	237
	Not at all	48.8%	384
	DK/NA	2.1%	17
7J Swimming	Once a week or more	24.8%	195
	Few times a month	23.1%	182
	Few times a year	26.0%	205
	Not at all	25.0%	197
	DK/NA	1.1%	9
7K Walking or hiking	Once a week or more	77.9%	613
	Few times a month	15.6%	123
	Few times a year	3.8%	30
	Not at all	2.2%	18
	DK/NA	0.4%	3
7L Jogging	Once a week or more	38.7%	305
	Few times a month	23.5%	185
	Few times a year	15.3%	120
	Not at all	21.5%	169
	DK/NA	1.0%	8
7M Canoeing, kayaking or boat rowing	Once a week or more	12.5%	98
	Few times a month	22.0%	173
	Few times a year	38.1%	300
	Not at all	26.2%	206
	DK/NA	1.2%	10
7N Lacrosse	Once a week or more	2.8%	22
	Few times a month	1.3%	10
	Few times a year	3.9%	30
	Not at all	90.6%	713
	DK/NA	1.4%	11
7O BMX or mountain biking	Once a week or more	10.6%	84
	Few times a month	10.9%	86
	Few times a year	17.7%	140
	Not at all	58.7%	462
	DK/NA	2.0%	16
7P Cycling	Once a week or more	35.1%	276
	Few times a month	23.7%	186
	Few times a year	19.0%	149
	Not at all	21.5%	169
	DK/NA	0.7%	5

	Total		
	Column N %	Count	Σ or Mean
7Q Pickleball	Once a week or more	3.0%	23
	Few times a month	3.5%	27
	Few times a year	11.8%	93
	Not at all	78.5%	617
	DK/NA	3.3%	26
7R Disc golf	Once a week or more	3.2%	25
	Few times a month	3.4%	27
	Few times a year	17.9%	141
	Not at all	72.7%	572
	DK/NA	2.8%	22
7S Skateboarding	Once a week or more	6.0%	47
	Few times a month	6.6%	52
	Few times a year	12.6%	99
	Not at all	73.8%	581
	DK/NA	1.0%	8
7T Futsal	Once a week or more	1.5%	12
	Few times a month	2.4%	19
	Few times a year	3.0%	24
	Not at all	83.2%	655
	DK/NA	9.9%	78
7U Table tennis	Once a week or more	4.9%	38
	Few times a month	4.3%	33
	Few times a year	20.6%	162
	Not at all	69.1%	544
	DK/NA	1.2%	10
7V Rugby	Once a week or more	1.3%	10
	Few times a month	1.5%	12
	Few times a year	3.0%	24
	Not at all	91.7%	722
	DK/NA	2.5%	19
7W Yoga	Once a week or more	19.1%	153
	Few times a month	16.5%	130
	Few times a year	21.9%	172
	Not at all	40.9%	322
	DK/NA	1.2%	10
7X Cricket	Once a week or more	3.4%	27
	Few times a month	1.1%	9
	Few times a year	4.9%	39
	Not at all	89.2%	702
	DK/NA	1.4%	11

	Total		
	Column N %	Count	3 or Mean
8A Outdoor fitness area with equipment	Once a week or more	11.7%	92
	Few times a month	14.8%	117
	Few times a year	20.1%	156
	Not at all	50.4%	397
8B Arena or amphitheater	DK/NA	2.9%	23
	Once a week or more	3.0%	24
	Few times a month	7.1%	56
	Few times a year	43.8%	344
8C Picnic areas	Not at all	42.8%	337
	DK/NA	3.3%	26
	Once a week or more	12.4%	98
	Few times a month	22.6%	178
8D Folsom City Zoo Sanctuary	Few times a year	43.7%	344
	Not at all	20.1%	159
	DK/NA	1.1%	9
	Once a week or more	3.8%	30
8E Group barbeque areas	Few times a month	8.6%	69
	Few times a year	60.1%	473
	Not at all	25.7%	202
	DK/NA	1.7%	13
8F Children's play areas	Once a week or more	4.5%	36
	Few times a month	12.5%	98
	Few times a year	39.2%	308
	Not at all	41.8%	329
8G Nature center	DK/NA	2.0%	16
	Once a week or more	25.7%	203
	Few times a month	18.5%	146
	Few times a year	18.4%	145
8H Senior facility	Not at all	36.1%	284
	DK/NA	1.2%	9
	Once a week or more	7.4%	58
	Few times a month	11.0%	86
	Few times a year	37.0%	291
	Not at all	41.4%	326
	DK/NA	3.3%	26
	Once a week or more	3.4%	26
	Few times a month	4.2%	33
	Few times a year	12.5%	99
	Not at all	76.3%	601
	DK/NA	3.5%	28

	Total		
	Column N %	Count	3 or Mean
8I Visual arts gallery and programming	Once a week or more	3.2%	25
	Few times a month	4.9%	39
	Few times a year	33.2%	261
	Not at all	55.6%	438
8J Art classrooms	DK/NA	3.1%	24
	Once a week or more	2.8%	22
	Few times a month	3.5%	31
	Few times a year	21.1%	166
8K Andy Morn Sports Complex	Not at all	68.5%	539
	DK/NA	3.7%	29
	Once a week or more	5.0%	47
	Few times a month	9.9%	78
8L Children's play equipment with shade structures	Few times a year	30.3%	238
	Not at all	50.5%	387
	DK/NA	3.4%	27
	Once a week or more	25.3%	199
8M Trails	Few times a month	15.6%	123
	Few times a year	19.5%	154
	Not at all	38.0%	299
	DK/NA	1.5%	12
8N BMX or mountain bike track	Once a week or more	65.0%	511
	Few times a month	19.4%	153
	Few times a year	11.2%	88
	Not at all	3.6%	28
8O Steve Mikos Aquatic Center	DK/NA	0.8%	6
	Once a week or more	8.5%	67
	Few times a month	7.9%	62
	Few times a year	13.1%	103
8P Open space	Not at all	68.7%	540
	DK/NA	1.8%	14
	Once a week or more	6.8%	54
	Few times a month	10.0%	79
	Few times a year	30.4%	239
	Not at all	50.5%	398
	DK/NA	2.3%	18
	Once a week or more	53.7%	422
	Few times a month	21.0%	165
	Few times a year	16.6%	130
	Not at all	6.2%	49
	DK/NA	2.6%	20

	Total		
	Column N %	Count	Σ or Mean
80 Cummings Skate Park	Once a week or more	47	12.3%
	Few times a month	49	
	Few times a year	122	
	Not at all	548	
	DK/NA	21	
88 Dog park	Once a week or more	92	25.9%
	Few times a month	111	
	Few times a year	137	
	Not at all	430	
	DK/NA	15	
85 Cross-country course	Once a week or more	35	11.4%
	Few times a month	55	
	Few times a year	100	
	Not at all	577	
	DK/NA	20	

NEW PARKS & UPDATES

	Total		
	Column N %	Count	Σ or Mean
9. Next, here are three choices for the future of Folsom parks. Is it more important to:	Renovate existing parks to keep current, including replacing degraded benches, score boards, signs and fencing?	302	
	Finish incomplete parks, including adding restrooms, parking, and an amphitheater?	202	
	Complete a new park in the current master plan, including a new sports field or active park, a new picnic or passive park, or a new dog park?	95	
	Mixed opinions	147	
	Other (please specify ____)	31	
10. When thinking about potential new parks in Folsom, would you prefer:	DK/NA	9	
	Active parks with areas for sports, athletics, playgrounds and parking	333	
	Passive parks with open space, trees and no areas for sports or athletic programming	198	
	Mixed opinions	236	
	Other (please specify ____)	9	
	DK/NA	10	

DEMOGRAPHICS (ENTIRE SAMPLE)

	Total		
	Column N %	Count	Σ or Mean
A. Gender	Male	48.8%	394
	Female	51.2%	403
	Other/Non-Binary	0.1%	1
	18-29	16.8%	132
	30-39	17.0%	134
B. Age	40-49	21.0%	165
	50-64	27.0%	212
	65+	18.2%	143
	Not coded	0.1%	1
C. Do you own or rent your home?	Owner	56.9%	448
	Renter	24.3%	192
	Not sure/DK/NA	18.8%	148
	African American/Black	1.6%	13
	American Indian/Alaska Native	0.4%	3
D. What ethnic group do you consider yourself a part of or feel closest to?	Asian	16.2%	128
	Caucasian/White	61.5%	484
	Hispanic/Latino	8.0%	63
	Native Hawaiian/Pacific Islander	0.4%	3
	Two or more races	5.9%	47
E. If you have children under the age of 18 living in your household, what are the ages of those children? (n=787)	Some other race	1.5%	11
	Not sure/DK/NA	4.4%	35
	0 to 4 years	14.5%	114
	5 to 11 years	20.9%	165
	12 to 13 years	10.3%	81
	14 to 17 years	17.6%	139
	None	0.0%	0
	DK/NA	0.9%	7

DEMOGRAPHICS (FOR WEIGHTING VOTER FILE PART OF SAMPLE)

	Total		
	Column N %	Count	Σ or Mean
F. Gender	Male	47.6%	283
	Female	52.4%	312
	Unknown	0.0%	0
	18-29	16.3%	97
	30-39	13.4%	80
G. Age	40-49	18.0%	107
	50-64	30.0%	178
	65+	22.2%	132
	Not coded	0.0%	0
H. Broad Ethnic Groupings	East and South Asian	10.4%	62
	European	65.1%	387
	Hispanic and Portuguese	9.5%	56
	Likely African-American	0.4%	2
	Other	5.1%	30
I. Marital Status	Unknown	9.6%	57
	Single or Unknown	44.5%	265
	Married	44.3%	263
	Non-Traditional	11.1%	66
J. Area	Area A	pending geo-coding	
	Area B		
	Area C		
	Area D		
	Area E		
K. Homeownership Status	Unknown	57.5%	342
	Owner	17.7%	105
	Renter	24.8%	147
	Unknown	0.2%	1
	\$1,000-\$14,999	1.0%	6
L. Estimated Income Range	\$15,000-\$24,999	1.1%	6
	\$25,000-\$34,999	2.5%	15
	\$35,000-\$49,999	7.9%	47
	\$50,000-\$74,999	6.6%	39
	\$75,000-\$99,999	17.3%	103
	\$100,000-\$124,999	23.5%	140
	\$125,000-\$149,999	11.9%	71
	\$150,000-\$174,999	11.8%	70
	\$175,000-\$199,999	6.4%	38
	\$200,000-\$249,999	9.6%	57
	\$250,000 and up	0.3%	2
	Unknown		

	Total		
	Column N %	Count	± or Mean
M. Estimated Home Value Range	\$0K to \$19K	0.3%	2
	\$20K to \$49K	0.0%	0
	\$50K to \$99K	0.0%	0
	\$100K to \$149K	0.6%	4
	\$150K to \$174K	0.2%	1
	\$175K to \$199K	0.0%	0
	\$200K to \$249K	0.7%	4
	\$250K to \$299K	1.9%	11
	\$300K to \$399K	11.2%	66
	\$400K to \$499K	20.5%	122
N. Social Economic Ladder	\$500K to \$749K	52.8%	314
	\$750K to \$999K	9.6%	57
	\$1000K to 1M and over	2.0%	12
	Unknown	0.3%	2
	2	1.8%	11
	4	2.5%	15
	5	6.5%	38
	6	6.9%	41
	7	17.4%	103
	8	56.6%	337
O. Individual Party	9	7.8%	46
	Unknown	0.6%	3
	American Independent	3.9%	23
	Democratic	34.4%	204
	Green	0.0%	0
	Libertarian	1.7%	10
	Natural Law	0.0%	0
	Non-Partisan	23.7%	141
	Other	0.0%	0
	Peace and Freedom	0.0%	0
P. Household Party Type	Reform	0.0%	0
	Republican	35.3%	210
	Unknown	1.0%	6
	No data	0.0%	0
	Dem	22.2%	132
	Dem&Ind	14.3%	85
	Dem&Rep	7.6%	45
	Dem&Rep&Ind	3.1%	19
	Ind	16.1%	96
	Rep	23.3%	138
W. Sample	Rep&Ind	13.4%	80
	No data	0.0%	0

	Total		
	Column N %	Count	± or Mean
Q. Household Gender Composition	Mixed Gender Household	69.2%	411
	Female Only Household	17.1%	101
	Male Only Household	12.3%	73
	Cannot Determine	1.4%	8
	No data	0.0%	0
	2017 to present	75.9%	451
	2013-2016	8.1%	48
	2009-2012	3.7%	22
	2005-2008	3.3%	20
	2001-2004	4.0%	24
R. Registration Date	1997-2000	1.1%	7
	1993-1996	1.5%	9
	1981-1992	2.2%	13
	1980 or before	0.0%	0
	Not coded	0.0%	0
	0	2.1%	12
	1	9.6%	57
	2	8.7%	52
	3	9.7%	57
	4	7.4%	44
S. Voting Frequency	5	7.0%	41
	6	11.0%	65
	7	8.0%	48
	8	10.6%	63
	9	10.3%	61
	10	15.7%	93
T. Voting History	see detailed cross-tabs		
	1	23.7%	141
	2	52.3%	311
	3	17.5%	104
	4	5.6%	33
	5	0.4%	3
	6	0.2%	1
	7	0.2%	1
	No data	0.0%	0
	Military	0.6%	4
U. Household Voter Count	Permanent US	99.4%	590
	Unknown	0.0%	0
	Voters	75.5%	594
V. Permanent Absentee Voter	Non-voters	24.5%	193

GODDE RESEARCH
Gain Insight



Appendix C: Questionnaire

GODBE RESEARCH
Gain Insight



CITY OF FOLSOM

2021 Park & Recreation Needs Assessment Survey

Questionnaire

n=400

23 minutes (longer survey approved)

Residents / Registered Voters Hybrid Sample

June 22, 2021

FINAL

www.godberesearch.com

Northern California and Corporate Offices
1220 Howard Avenue, Suite 250
Burlingame, CA 94010

NEVADA
58 Daltonville Ranch Parkway, Suite B309
Reno, NV 89521

Godbe Research
Folsom - 2021 Park & Recreation Needs Assessment Survey

EMAIL INVITATION

From: city.survey@folsom.ca.us.

Reply to: city.survey@folsom.ca.us.

Subject: Participate in this important study about our community

Dear [insert name],

The City of Folsom has commissioned GRA and McGuire Research, independent research firms, to conduct research on important issues in the City of Folsom.

Your individual responses are entirely confidential and will be used for research purposes only. Your data will not be sold or provided to anyone. You will not be approached for any other reason - we are only interested in your opinions.

To access the survey, simply click on the link below. If your email does not support links, cut and paste the entire link into your browser.

<survey link with unique voter file id>

We ask that you please complete the survey on or before _____, 2021, after which it will be closed.

Thank you in advance for your participation.
Sincerely,

Lorraine Poggione
Parks and Recreation Director
City of Folsom

Technical Issues: If you have technical issues or questions with the survey link, password or completing the survey form please contact Technical Assistance (ljwood@mcguire-research.com).

Questions about the City or this Survey: If you have questions about the City of Folsom, or the purpose of this survey please contact: city.survey@folsom.ca.us.

Note: Email addresses for this survey were obtained from public records at the Registrar of Voters in Sacramento County and the City of Folsom. If you no longer wish to receive invitations or reminders for this research please click HERE to unsubscribe.

TEXT MESSAGE INVITATION

The City of Folsom is conducting research on important issues in Folsom.

Your responses are strictly confidential and used for research only. Your personal data will not be sold to anyone.

To participate, please click the link below:

<survey link>

Please complete the survey on or before __-__-21.

Thank you,

Lorraine Poggione
Parks and Recreation Director
City of Folsom

If you do not wish to be recontacted please reply STOP.

TEXT SOURCING LETTER

June 22, 2021

Toskr, Inc.
1330 Broadway, 3rd Floor
Oakland, CA 94612

Attn: Daniel Souweine, CEO

Folsom is a Charter City with a City Council/City Manager form of government, and a community-oriented, performance-based management system at the core of decision-making. As its governing body, Folsom's City Council is comprised of five council members, one of them serves as the Mayor.

The source of the sample that Godbe Research and McGuire Research Services are using are publicly available, county voter registration records from Sacramento County that voters have opted to provide both landline and cell numbers, and email address. The landline or cell number is optional field and is not required to register to vote. Additionally, the survey invitation used by Godbe Research and McGuire Research Services clearly identifies the source of the list and allows participants to opt out of the process and ensures they will not be texted again for this research study.

We would appreciate the opportunity to complete this project which allows us to communicate with our constituents and allows registered voter to participate in the governmental process.

Sincerely,

Lorraine Poggione
Parks and Recreation Director
City of Folsom

CLIENT EMAIL SETUP INFORMATION

Step 1

The City of Folsom needs to establish an email address for use by Godbe Research to send out email invitations. This email address should be:
city.survey@folsom.ca.us.

Step 2

After the email has been established, have your IT Department forward all of the emails sent to the account to: city.survey@folsom.ca.us. We will handle any tech support questions sent to this account and forward any substantive emails that may require a response from a City representative.

Step 3

Provide Godbe Research with City email lists for matching with the voter file. The data needs to include separate fields for first name, last name, street address, home phone, cell phone and email address. The format in an excel files should be:

First Name	Last Name	Street Address	City	State	Zip	Home Phone	Cell Phone	Email
Ernest	Godbe	1575 Old Bypass Highway	Burnham	CA	94010	(925) 288-3127	(925) 520-9150	ernest@godberesearch.com
Leanne	Godbe	1575 Old Bypass Highway	Burnham	CA	94010	(925) 288-3028	(925) 520-9220	leanne@godberesearch.com

This single person/record format is critical as it matches the format of the voter file.

Client Check List

- ☐ Verify email address.
- ☐ Auto forward all email from new account to surveys.gra@gmail.com.
- ☐ Notify Godbe Research on completion of above so the email can be tested.
- ☐ Send email list as discussed to Godbe Research.
- ☐ Print "Text" compliance letter on City Stationary, sign and scan or fax to Godbe Research.

SCREENERS

[ONLINE INTRODUCTION]

Thank you for your interest in taking our survey concerning some important issues in the City of Folsom. All of your answers to the survey will be kept strictly anonymous and confidential.

Survey Instructions:

Once you have answered all the questions on a page, click the "Next" button to continue. If you have any technical difficulties with the survey, please email: Technical Assistance (lpwood@mcquire-research.com).

[PHONE INTERVIEW]

Hello, May I speak with _____? Hello, my name is _____ and I'm calling on behalf of G.R.A., a public opinion research firm. We're conducting a survey concerning some important issues in the City of Folsom, and we would like to hear your opinions, we really appreciate your time. [IF NEEDED]: This is a study about issues of importance in your area. It is a survey only and I am not selling anything.

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 WITH GUIDELINES FROM THE MARKETING RESEARCH ASSOCIATION, IF THE INDIVIDUAL SAYS: "There's a law that says you can't call me," RESPOND WITH: "Most types of opinion research studies are exempt under the law that Congress passed. That law was passed to regulate the activities of the telemarketing industry. This is a legitimate research call. Your opinions count!".

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

- i. But first, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

Yes, cell and can talk safely 1
Yes, cell but cannot talk safely 2 [CALL BACK LATER]
No, not on cell 3
[DON'T READ] DKNA/REFUSED 99 [CALL BACK LATER]

[ALL RESPONDENTS]

- ii. Do you work for the City of Folsom, or are you elected or appointed to any City of Folsom, county or school district council, committee or commission?

Yes 1 [CONTINUE TO Q11 TEXT]
No 2 [GO TO Q1]
[ONLINE] Not sure / 2 [GO TO Q1]
[PHONE DON'T READ] DKNA 99 [CONTINUE TO Q11 TEXT]

- iii. 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 to this question, you are not eligible to complete the survey. Thank you again for your time. [TERMINATE]

QUALITY OF LIFE & CITY SERVICES

1. Do you have a favorable or unfavorable opinion of the job each of the following agencies are doing to address the Coronavirus crisis in your area?

[PHONE:] Here's the (first)next one: [GET ANSWER, THEN ASK:] Is that very (favorable/unfavorable) or somewhat (favorable/unfavorable)?

[RANDOMIZE]

	Very favorable	Some favorable	Some unfavorable	Very unfavorable	Not sure
	1	2	3	4	99
A. The State of California	1	2	3	4	99
B. The City of Folsom	1	2	3	4	99

2. [ONLINE] Generally speaking, are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the job that the City's existing system of 48 parks does meeting your recreational needs?

[PHONE:] Generally speaking, are you satisfied or dissatisfied with the job that the City's existing system of 48 parks does meeting your recreational needs? [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
[ONLINE] Not sure /	99
[PHONE DON'T READ] DKNA	99

IMPORTANCE OF PARK & REC ACTIVITIES, FACILITIES & EVENTS

3. In the past 12 months, if you, or anyone in your household, have used one of the Folsom, parks, recreation facilities or recreation programs, would you say that Folsom park and recreation facilities, and recreation programs are excellent, good, fair, poor, or very poor?

Excellent	1
Good	2
Fair	3
Poor	4
Very poor	5
Not used Folsom parks or recreation programs	6
[ONLINE] Not sure /	99
[PHONE DON'T READ] DKNA	99

4. Next, here's a list of sports and recreational activities. How important is it for you, or members of your household, to be able to participate in these activities in Folsom.

[ONLINE] Is each sports or recreational activity extremely important, very important, not too important or not at all important to you?

[PHONE] Here's the (first)next one, is _____ extremely important, very important, not too important or not at all important.

	Extremely Important	Very Important	Not Too Important	Not At All Important	(DON'T READ) DKNA
A. Tennis	1	2	3	4	99
B. Basketball	1	2	3	4	99
C. Softball	1	2	3	4	99
D. Baseball	1	2	3	4	99
E. Volleyball	1	2	3	4	99
F. Soccer	1	2	3	4	99
G. Flag football	1	2	3	4	99
H. Roller hockey	1	2	3	4	99
I. Fishing	1	2	3	4	99
J. Swimming	1	2	3	4	99
K. Walking or hiking	1	2	3	4	99
L. Jogging	1	2	3	4	99
M. Canoeing, kayaking or boat rowing	1	2	3	4	99
N. Lacrosse	1	2	3	4	99
O. BMX or mountain biking	1	2	3	4	99
P. Cycling	1	2	3	4	99
Q. Pickleball	1	2	3	4	99
R. Disc golf	1	2	3	4	99
S. Skateboarding	1	2	3	4	99
T. Futsal	1	2	3	4	99
U. Table tennis	1	2	3	4	99
V. Rugby	1	2	3	4	99
W. Yoga	1	2	3	4	99
X. Cricket	1	2	3	4	99

5. Next, here's a list of facilities or sites for recreation. How important is it for these facilities or sites to be available in Folsom to you, or members of your household.

[ONLINE] Is each one extremely important, very important, not too important or not at all important to you?

[PHONE] Here's the (first/next) one, (is/are) _____ extremely important, very important, not too important or not at all important.

RANDOMIZE

	Extremely Important	Very Important	Not Too Important	Not At All Important	(DON'T READ) DK/NA
A. Outdoor fitness area with equipment	1	2	3	4	99
B. Arena or amphitheater	1	2	3	4	99
C. Picnic areas	1	2	3	4	99
D. Folsom City Zoo Sanctuary	1	2	3	4	99
E. Group barbecue areas	1	2	3	4	99
F. Children's play areas	1	2	3	4	99
G. Nature center	1	2	3	4	99
H. Senior facility	1	2	3	4	99
I. Visual arts gallery and programming	1	2	3	4	99
J. Art classrooms	1	2	3	4	99
K. Andy Morin Sports Complex	1	2	3	4	99
L. Children's play equipment with shade structures	1	2	3	4	99
M. Trails	1	2	3	4	99
N. BMX or mountain bike track	1	2	3	4	99
O. Steve Mikos Aquatic Center	1	2	3	4	99
P. Open space	1	2	3	4	99
Q. Cummings Skate Park	1	2	3	4	99
R. Dog park	1	2	3	4	99
S. Cross-country course	1	2	3	4	99

6. Next, here's a list of art and cultural programs and events. How important is it for these types of art and cultural opportunities to be available in Folsom to you, or members of your household.

[ONLINE] Is each one extremely important, very important, not too important or not at all important?

[PHONE] Here's the (first/next) one, (is/are) _____ extremely important, very important, not too important or not at all important.

RANDOMIZE

	Extremely Important	Very Important	Not Too Important	Not At All Important	(DON'T READ) DK/NA
A. Concerts	1	2	3	4	99
B. Fairs and festivals	1	2	3	4	99
C. Visual arts exhibitions	1	2	3	4	99
D. Arts and craft classes	1	2	3	4	99
E. Dance performances	1	2	3	4	99
F. Dance classes	1	2	3	4	99
G. Theater performances	1	2	3	4	99
H. Theater classes	1	2	3	4	99
I. Cultural heritage programs	1	2	3	4	99
J. Art in public places	1	2	3	4	99
K. Parades	1	2	3	4	99

USAGE OF PARK & REC ACTIVITIES, FACILITIES & EVENTS

7. Now, how often have you, or members of your household, participated in each of the following activities during the past year.

[ONLINE] Did you, or members of your household, participate once a week or more, a few times a month, a few times a year, or not at all in the following activities?

[PHONE:] In the past year, how often did you, or members of your household, participate in (READ FROM LIST BELOW)? _____ ? Was it about once a week or more, a few times a month, a few times a year, or not at all?

RANDOMIZE - SAME ORDER AS Q4

	Once a week or more	Few times a month	Few times a year	Not at all	(DON'T READ) DK/NA
A. Tennis	1	2	3	4	99
B. Basketball	1	2	3	4	99
C. Softball	1	2	3	4	99
D. Baseball	1	2	3	4	99
E. Volleyball	1	2	3	4	99
F. Soccer	1	2	3	4	99
G. Flag football	1	2	3	4	99
H. Roller hockey	1	2	3	4	99
I. Fishing	1	2	3	4	99
J. Swimming	1	2	3	4	99
K. Walking or hiking	1	2	3	4	99
L. Jogging	1	2	3	4	99
M. Canoeing, kayaking or boat rowing	1	2	3	4	99
N. Lacrosse	1	2	3	4	99
O. BMX or mountain biking	1	2	3	4	99
P. Cycling	1	2	3	4	99
Q. Pickleball	1	2	3	4	99
R. Disc golf	1	2	3	4	99
S. Skateboarding	1	2	3	4	99
T. Futsal	1	2	3	4	99
U. Table tennis	1	2	3	4	99
V. Rugby	1	2	3	4	99
W. Yoga	1	2	3	4	99
X. Cricket	1	2	3	4	99

8. Next, how often have you, or members of your household, used a local park or recreational facilities during the past year.

[ONLINE] Did you, or members of your household, use each local park or recreational facility once a week or more, a few times a month, a few times a year, or not at all?

[PHONE:] Did you, or members of your household, use the (READ FROM LIST BELOW):

_____ ? Was it once a week or more, a few times a month, a few times a year, or not at all?

	RANDOMIZE				Not at all	DK/NA
	Once a week or more	Few times a month	Few times a year	Not at all		
A. Outdoor fitness area with equipment	1	2	3	4	99	
B. Arena or amphitheater	1	2	3	4	99	
C. Picnic areas	1	2	3	4	99	
D. Folsom City Zoo Sanctuary	1	2	3	4	99	
E. Group barbeque areas	1	2	3	4	99	
F. Children's play areas	1	2	3	4	99	
G. Nature center	1	2	3	4	99	
H. Senior facility	1	2	3	4	99	
I. Visual arts gallery and programming	1	2	3	4	99	
J. Art classrooms	1	2	3	4	99	
K. Andy Morin Sports Complex	1	2	3	4	99	
L. Children's play equipment with shade structures	1	2	3	4	99	
M. Trails	1	2	3	4	99	
N. BMX or mountain bike track	1	2	3	4	99	
O. Steve Miklos Aquatic Center	1	2	3	4	99	
P. Open space	1	2	3	4	99	
Q. Cummings Skate Park	1	2	3	4	99	
R. Dog park	1	2	3	4	99	
S. Cross-country course	1	2	3	4	99	

NEW PARKS & UPDATES

9. Next, here are three choices for the future of Folsom parks. Is it more important to: [PHONE: READ OPTION 1, 2 AND 3 BEFORE ACCEPTING ANSWER, ROTATE ORDER, SINGLE RESPONSE ONLY; ONLINE SHOW LIST]

Renovate existing parks to keep current, including replacing degraded benches, score boards, signs and fencing?-----1

Finish incomplete parks, including adding restrooms, parking, and an amphitheater?-----2

Complete a new park in the current master plan, including a new sports field or active park, a new picnic or passive park, or a new dog park? -3

[ONLINE: SHOW; PHONE DONT READ] Mixed opinions-----4

[ONLINE: SHOW; PHONE DONT READ] Other (please specify:)-----5

[ONLINE] Not sure / [PHONE DONT READ] DK/NA-----99

10. When thinking about potential new parks in Folsom, would you prefer: [PHONE: READ OPTION 1 AND 2 BEFORE ACCEPTING ANSWER; ONLINE SHOW LIST]

Active parks with areas for sports, athletics, playgrounds and parking-----1

Or

Passive parks with open space, trees and no areas for sports or athletic programming-----2

[ONLINE: SHOW; PHONE DONT READ] Mixed opinions-----3

[ONLINE: SHOW; PHONE DONT READ] Other (please specify:)-----4

[ONLINE] Not sure / [PHONE DONT READ] DK/NA-----99

DEMOGRAPHICS (ASKED)

Now, just a few background questions for comparison purposes.

[ASK ONLY NON-VOTER SAMPLE A, B & C:]

A. Gender [ONLINE: ASK // PHONE: DO NOT ASK, RECORD BY VOICE]:

Male-----1
Female-----2
Non-binary-----3

B. What is your age?

18 to 24-----1
25 to 29-----2
30 to 34-----3
35 to 39-----4
40 to 44-----5
45 to 49-----6
50 to 54-----7
55 to 59-----8
60 to 64-----9
65 to 69-----10
70 to 74-----11
75 and over-----12
[ONLINE] Not sure /
[PHONE DON'T READ] DKNA-----99

C. Do you own or rent your home?

Own-----1
Rent-----2
[ONLINE] Not sure /
[PHONE DON'T READ] DKNA-----99

[ASK ALL RESPONDENTS D & E:]

D. What ethnic group do you consider yourself a part of or feel closest to? [PHONE: IF RESPONDENT HESITATES, READ LIST. DO NOT RANDOMIZE.]

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
[ONLINE] Not sure /
[PHONE DON'T READ] DKNA-----99

E. If you have children under the age of 18 living in your household, what are the ages of those children? [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
None-----5
[ONLINE] Not sure /
[PHONE DON'T READ] DKNA-----99

Thank you very much for participating

DEMOGRAPHICS (FROM VOTER FILE PORTION OF SAMPLE)

The following information is included in voter registration records and will not be asked

F. Gender

Male.....1
Female.....2
Unknown.....3

G. Age

18-29 years.....1
30-39 years.....2
40-49 years.....3
50-64 years.....4
65+ years.....5
Not coded.....6

H. Broad Ethnic Groupings:

East and South Asian.....1
European.....2
Hispanic and Portuguese.....3
Likely African-American.....4
Other.....5
Unknown.....6

I. Marital Status

Single or Unknown.....1
Married.....2
Non-Traditional.....3

J. Area [Voter from precinct codes / Non-Voter to be coded by City Staff]

Area A.....1
Area B.....2
Area C.....3
Area D.....4
Area E.....5

K. Homeownership Status

Owner.....1
Renter.....0

L. Estimated Income Range

\$1,000-\$14,999.....1
\$15,000-\$24,999.....2
\$25,000-\$34,999.....3
\$35,000-\$49,999.....4
\$50,000-\$74,999.....5
\$75,000-\$99,999.....6
\$100,000-\$124,999.....7
\$125,000-\$149,999.....8
\$150,000-\$174,999.....9
\$175,000-\$199,999.....10
\$200,000-\$249,999.....11
\$250,000 and up.....12
Unknown.....13

M. Estimated Home Value Range

\$0K to \$19K.....1
\$20K to \$49K.....2
\$50K to \$99K.....3
\$100K to \$149K.....4
\$150K to \$174K.....5
\$175K to \$199K.....6
\$200K to \$249K.....7
\$250K to \$299K.....8
\$300K to \$399K.....9
\$400K to \$499K.....10
\$500K to \$749K.....11
\$750K to \$999K.....12
\$1000K to 1M and over.....13
Unknown.....14

N. Social Economic Ladder (SPSA)

1.....1
2.....2
3.....3
4.....4
5.....5
6.....6
7.....7
8.....8
9.....9
Unknown.....99

O. Individual Party

American Independent.....1
Democratic.....2
Green.....3
Libertarian.....4

Natural Law ----- 5
Non-Partisan ----- 6
Other ----- 7
Peace and Freedom ----- 8
Reform ----- 9
Republican ----- 10
Unknown ----- 11

P. Household Party Type

Democratic ----- 1
Democratic & Independent ----- 2
Democratic & Republican ----- 3
Democratic & Republican & Independent ----- 4
Independent ----- 5
Republican ----- 6
Republican & Independent ----- 7

Q. Household Gender Composition

Mixed Gender Household ----- 1
Female Only Household ----- 2
Male Only Household ----- 3
Cannot Determine ----- 4

R. Registration Date

2017 to present ----- 1
2013 to 2016 ----- 2
2009 to 2012 ----- 3
2005 to 2008 ----- 4
2001 to 2004 ----- 5
1997 to 2000 ----- 6
1993 to 1996 ----- 7
1981 to 1992 ----- 8
1980 or before ----- 9
Not coded ----- 10

S. Voting Frequency

0 ----- 0
1 ----- 1
2 ----- 2
3 ----- 3
4 ----- 4
5 ----- 5
6 ----- 6
7 ----- 7
8 ----- 8

T. Voting History

	No	Poll	Mail
Voted 2/08 -----	0	1	2
Voted 6/08 -----	0	1	2
Voted 11/08 -----	0	1	2
Voted 5/09 -----	0	1	2
Voted 11/09 <i>(if applicable)</i> -----	0	1	2
Voted 06/10 -----	0	1	2
Voted 11/10 -----	0	1	2
Voted 11/11 <i>(if available)</i> -----	0	1	2
Voted 06/12 -----	0	1	2
Voted 11/12 -----	0	1	2
Voted 11/13 <i>(if available)</i> -----	0	1	2
Voted 06/14 -----	0	1	2
Voted 11/14 -----	0	1	2
Voted 11/15 <i>(if available)</i> -----	0	1	2
Voted 06/16 -----	0	1	2
Voted 11/16 -----	0	1	2
Voted 11/17 <i>(if available)</i> -----	0	1	2
Voted 06/18 -----	0	1	2
Voted 11/18 -----	0	1	2

U. Household Voter Count

1 ----- 1
2 ----- 2
3 ----- 3
4 ----- 4
5 ----- 5
6 ----- 6
7 ----- 7

V. Permanent Absentee Voter

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

W. Likely November 2020 Voter

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

X. Street address [FROM CITY SAMPLE LIST ONLY]:

Y. Precinct Number: -----

Z. Date of Interview: -----

INFORMATIONAL ITEM 8C

Arts and Culture Commission

September 13, 2021

TO: Arts and Culture Commission

FROM: Tom Hellmann, Community & Cultural Services Manager

SUBJECT: OCTOBER IS NATIONAL ARTS AND HUMANITIES MONTH

BACKGROUND

October is **National Arts & Humanities Month (NAHM)**—a coast-to-coast collective recognition of the importance of culture in America. NAHM was launched by Americans for the Arts more than 30 years ago as National Arts Week in honor of the twentieth anniversary of the National Endowment for the Arts. In 1993, it was reestablished by Americans for the Arts and national arts partners as a month-long celebration, with goals of:

FOCUSING on equitable access to the arts at local, state, and national levels;

ENCOURAGING individuals, organizations, and diverse communities to participate in the arts;

ALLOWING governments and businesses to show their support of the arts; and

RAISING public awareness about the role the arts and humanities play in our communities and lives.

The arts and humanities have played a critically important role in getting us through the COVID-19 pandemic and in amplifying the need for racial equity across the country. National Arts & Humanities Month is the time for communities to come together in unified celebration of the power of the arts to make a difference and change our lives for the better.

ANYALYSIS

Annually, the Folsom City Council will receive a proclamation from staff recognizing National Arts & Humanities Month. The draft proclamation is attached for your information and viewing. Staff are submitting this proclamation to be added to the September 28, 2021, Folsom City Council Agenda.

ATTACHEMENT

1. National Arts & Humanities Month Proclamation

RECOMMENDATION

This is for your information and no action is needed

ATTACHMENT 1
National Arts & Humanities Month Proclamation

**PROCLAMATION
OF THE MAYOR OF THE CITY OF FOLSOM
PROCLAIMING OCTOBER 2021
as
NATIONAL ARTS AND HUMANITIES MONTH**

- WHEREAS,** the coronavirus has had a devastating impact on America's arts sector, with 99% of producing and presenting organizations having canceled events and artists being among the most severely affected segment of the nation's workforce; yet notwithstanding this fact, the arts have helped collectively lead us throughout the darkest times of the pandemic—lifting our spirits, unifying communities, and jump-starting the economy; and
- WHEREAS,** the City Council recognizes that arts and cultural activities benefit the residents and visitors of Folsom, and are a significant contributor to Folsom's quality of life; and
- WHEREAS,** the nation's 120,000 nonprofit arts organizations, the National Endowment for the Arts, the National Endowment for the Humanities, the nation's 4,500 local arts agencies, and the arts and humanities councils of the 50 states and the six U.S. jurisdictions have regularly issued official proclamations on an annual basis designating October as National Arts and Humanities Month; and
- WHEREAS,** the arts and humanities enhance and enrich the lives of every resident; and
- WHEREAS,** the arts and humanities play a unique role in the lives of our families, our communities, and our country; and
- WHEREAS,** the Arts and Cultural Commission works with the community to increase public awareness of, understanding of, and participation in the humanities and the arts; and
- WHEREAS,** every attendee to an arts event spends \$31.47 per person, per event, beyond the cost of admission on items such as meals, parking and lodging; and
- WHEREAS,** Folsom has a diverse and vibrant arts scene with local organizations providing opportunities for the public to celebrate and participate in performances, exhibits and events throughout the year to embrace arts and humanities; and

NOW, THEREFORE, I, MIKE KOZLOWSKI, Mayor of the City of Folsom, do hereby proclaim October 2021 as *Arts and Humanities Month* in the City of Folsom and invite our residents to recognize the contributions of the arts to the community. I encourage all members of the community to attend these special cultural activities.

PROCLAIMED this 28th day of September 2021.

Michael D. Kozlowski, MAYOR

ATTEST:

Christa Freemantle, CITY CLERK

INFORMATIONAL ITEM 8D

Arts and Culture Commission

September 13, 2021

TO: Arts and Culture Commission

FROM: Tom Hellmann, Community & Cultural Services Manager

SUBJECT: MANAGER'S REPORT

Recap/Upcoming City Council Meetings:

- On August 24, the Folsom City Council received recommendations from staff on how to spend money received from the American Rescue Plan Act with council direction to staff. The city is expected to receive \$8.4 million, and they discussed how to identify areas for one-time funds. It would be beneficial to watch the discussion and ideas from the City Council.

Upcoming Events:

- September 18: Folsom Community Service Day
- September 17 & 18: Folsom Americana Fest
- September 24: Folsom Mayor's Cup Golf Tournament
 - Benefiting our Teen Services and CAVE programs
- Renaissance Faire: September 25 & 26
- October 9 & 10: Glass Pumpkin Patch
- October 15 & 16: Folsom Americana Fest
- November 11: Veteran's Day Celebration

November ACC Meeting

- Thursday, November 11 is Veteran's Holiday
Propose a meeting on:
 - Monday, November 8
 - Wednesday, November 10