

# Farmington Parks, Recreation and Cultural Affairs Survey 2014



**April 2014**

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## METHODOLOGY

The purpose of this study was to gather public feedback on City of Farmington parks, recreation and cultural facilities. This survey research effort and subsequent analysis was designed to assist the City of Farmington in the creation of a *Comprehensive Parks, Recreation and Cultural Affairs Master Plan* for existing and possibly future enhancements, facilities, and services.

The survey was conducted using three primary methods: 1) a mail-back survey, 2) an online, invitation-only web survey to further encourage response from those residents already within the defined random sample, and 3) an open-link online survey for members of the public who were not part of the random sample. The analysis herein focuses on the combined results of these methods. A close analysis revealed that demographics and response patterns among random sample and open link respondents were similar enough to permit the merging of these sources. Aggregating these data sources also contributes to a larger sample size, allowing for more meaningful segmentation of the data by variables of interest.

The primary list source used for the mailing was a third party list purchased from Melissa Data Corp., a leading provider of data with emphasis on U.S., Canadian, and international address and phone verification and postal software. Use of the Melissa Data list also includes renters in the sample who are frequently missed in other list sources such as utility billing lists.

A total of 4,000 surveys were mailed to a random sample of City of Farmington residents in January 2014. The final sample size for this statistically valid survey was 424 (268 from the random sample and 156 from open-link responses), resulting in a margin of error of approximately +/- 4.8 percentage points calculated for questions at 50% response<sup>1</sup>.

The underlying data for the random sample responses were weighted by age to ensure appropriate representation of City of Farmington residents across different demographic cohorts in the sample.

As noted, the survey was sent to a randomly selected sample of 4,000 residents throughout the City of Farmington. Due to variable response rates by some segments of the population, the underlying results, while weighted to best match the overall demographics of city residents, may not be completely representative of some sub-groups of the population, including younger residents and those in the Latino community.

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<sup>1</sup> For the total sample size of 424, margin of error is +/- 4.9 percent calculated for questions at 50% response (if the response for a particular question is "50%"—the standard way to generalize margin of error is to state the larger margin, which occurs for responses at 50%). Note that the margin of error is different for every single question response on the survey depending on the resultant sample sizes, proportion of responses, and number of answer categories for each question. Comparison of differences in the data between various segments, therefore, should take into consideration these factors. As a general comment, it is sometimes more appropriate to focus attention on the general trends and patterns in the data rather than on the individual percentages.

## RESPONDENT PROFILE

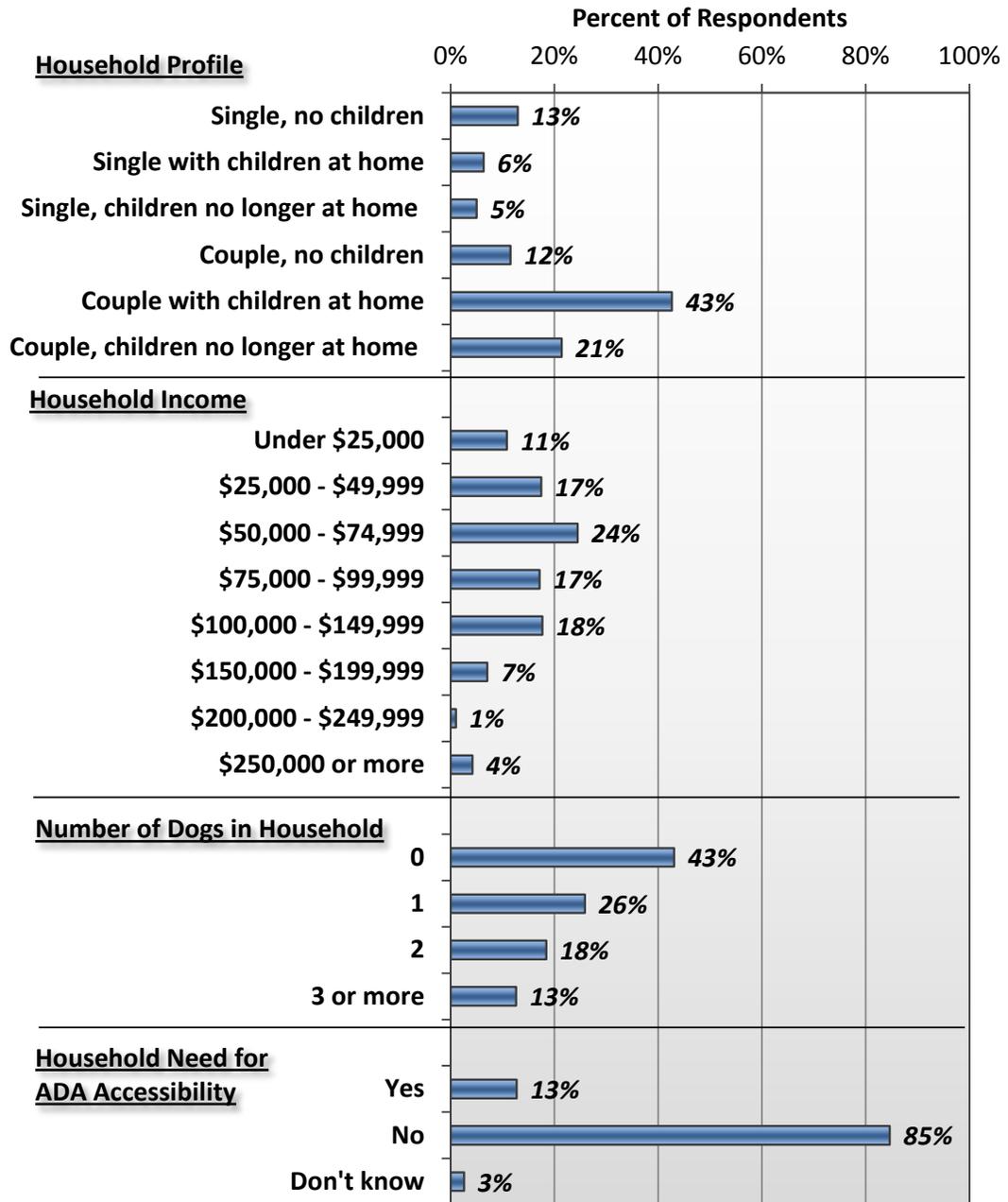
### Household Characteristics

- Couples with children living at home comprised the largest share of respondents (43 percent), followed by couples with children no longer at home (21 percent). A majority of respondents reported being in a couple, either with or without children (76 percent), while 24 percent of respondents were single, either with or without children.
- The majority of households (59 percent) earn an annual income between \$50,000 and \$150,000. Roughly a quarter of respondents earn less than \$50,000 and 12 percent earn more than \$150,000.
- A notable portion of respondents own a dog. Over half of all respondents have at least one dog (57 percent)—26 percent of respondents have one dog at home, 18 percent have 2, and 13 percent have 3 or more.
- Thirteen percent of respondents are in households with needs for ADA-accessible facilities, services, or programs.
- Overall, respondents have been long-time residents of Farmington, having lived in the area for 21.6 years on average. Fifteen percent are relatively new residents, having been in Farmington for less than 5 years.
- Respondents indicated an average of 3.0 persons living in the household. On average, the following age groups are most represented within respondent households: residents between the ages of 30 and 39, between the ages 10 and 19, and age 9 and younger.
- Most respondents own their home (78 percent), while 17 percent rent at their current residence. For nearly all respondents, Farmington is the location of their primary residence.

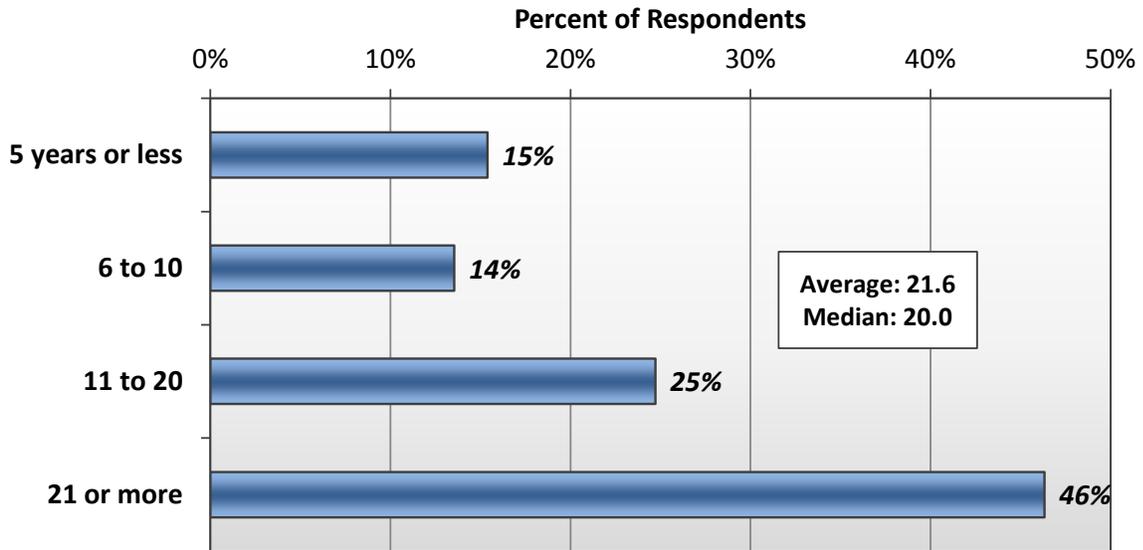
### Respondent Characteristics

- Most respondents are female (68 percent), while just under a third of respondents are male (32 percent).
- The average age of respondents is 47.9 (with a median of 46.0).

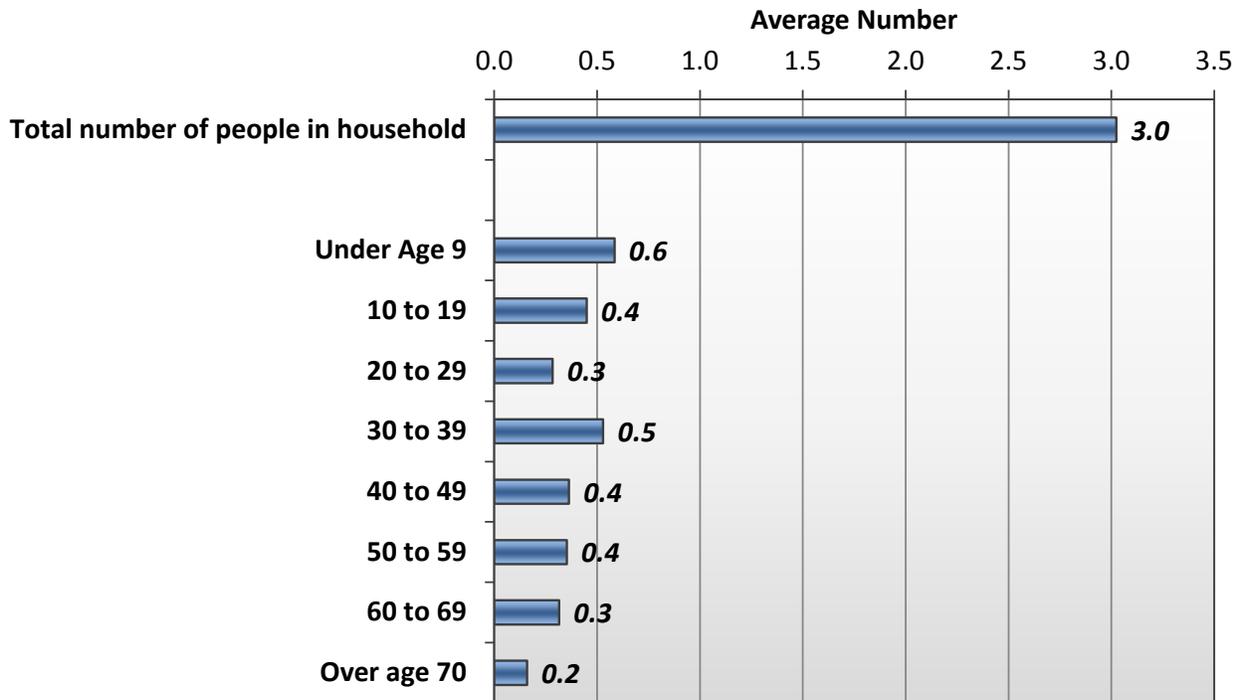
**Figure 1**  
**Household Characteristics (Part 1)**



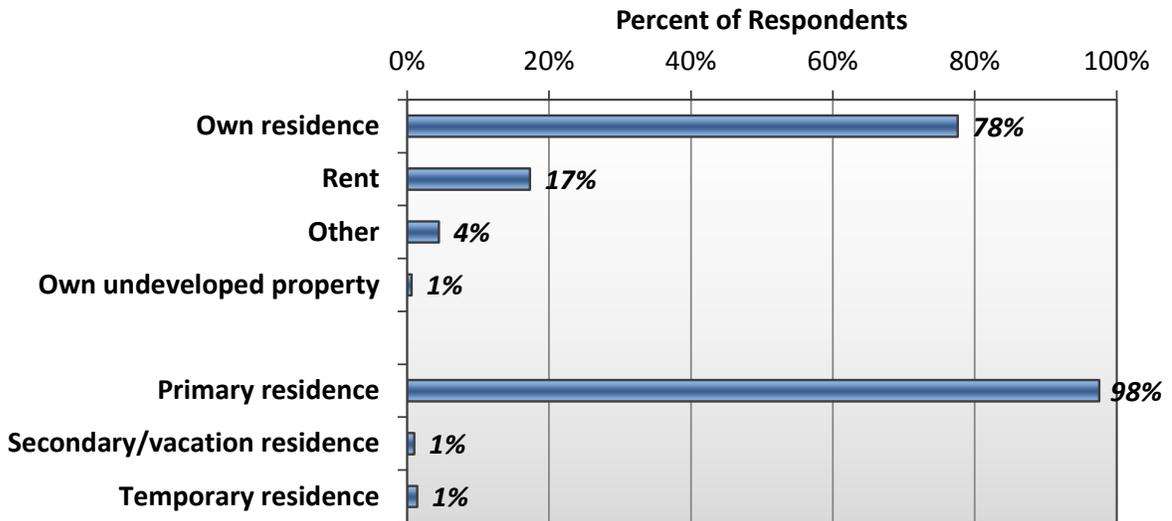
**Figure 2**  
**Years Living in Farmington**



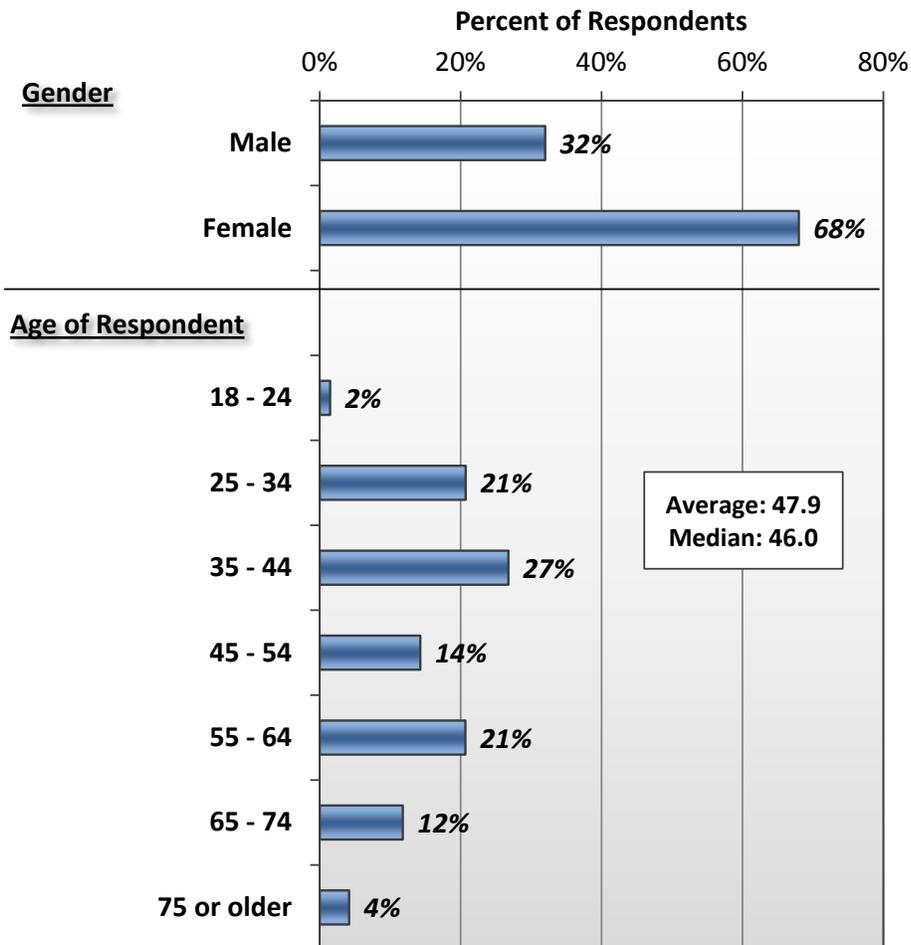
**Figure 3**  
**Household Characteristics (Part 2)**



**Figure 4**  
**Household Characteristics (Part 3)**



**Figure 5**  
**Respondent Characteristics**



## CURRENT PROGRAMS AND FACILITIES

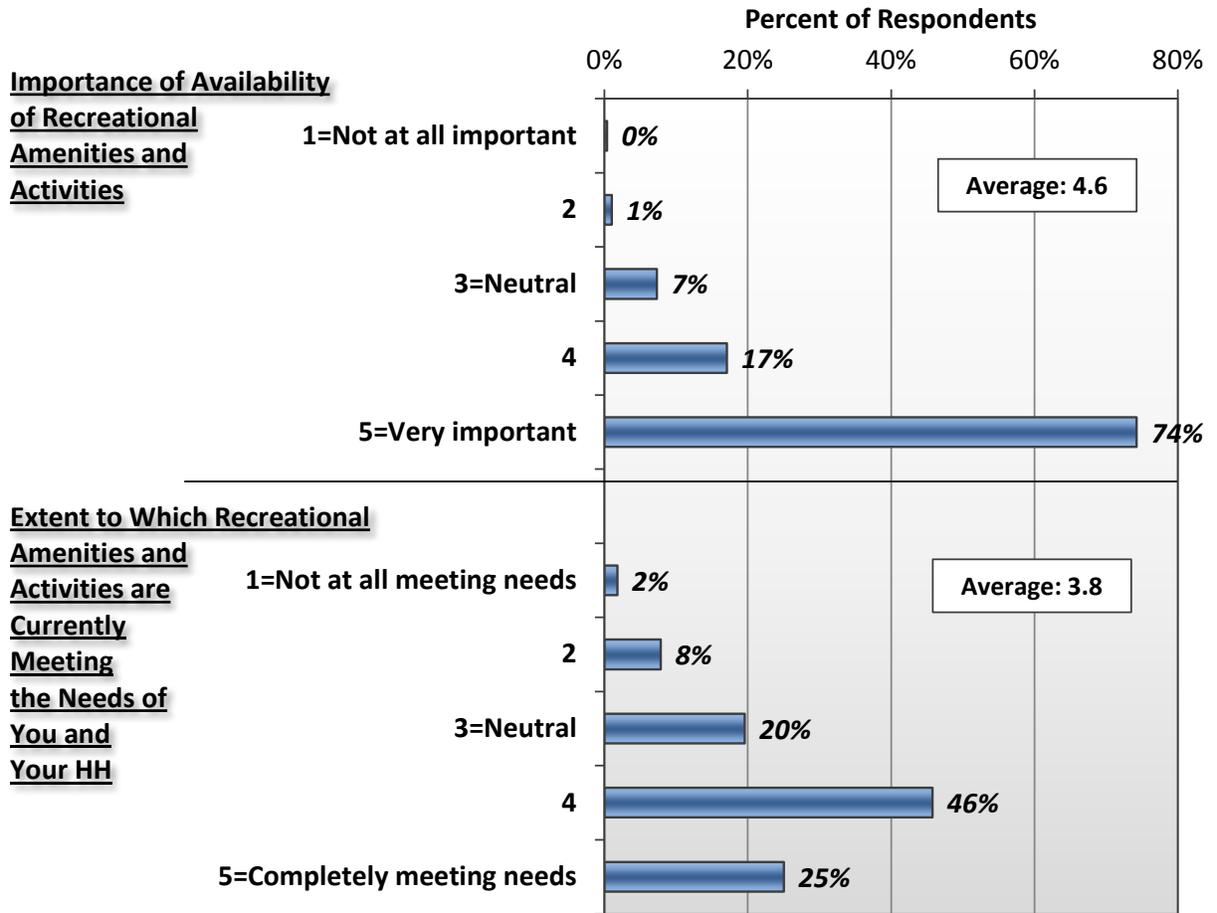
### **Importance of Recreational Amenities/Activities and Degree to Which Needs are Being Met**

Respondents were asked to indicate how important the availability of recreational amenities and activities provided through Farmington PRCA is to them, their household, and out-of-town visitors. For a majority of respondents, the availability of such amenities and activities is very important, with 91 percent of respondents giving a rating of “4” or “5=Very important” (average of 4.6).

Respondents were also asked to indicate the extent to which recreational amenities and activities provided through the PRCA are currently meeting their needs. While most respondents reported that their needs were being met (71 percent gave a rating of “4” or “5”), just a quarter of all respondents said their needs were completely being met.

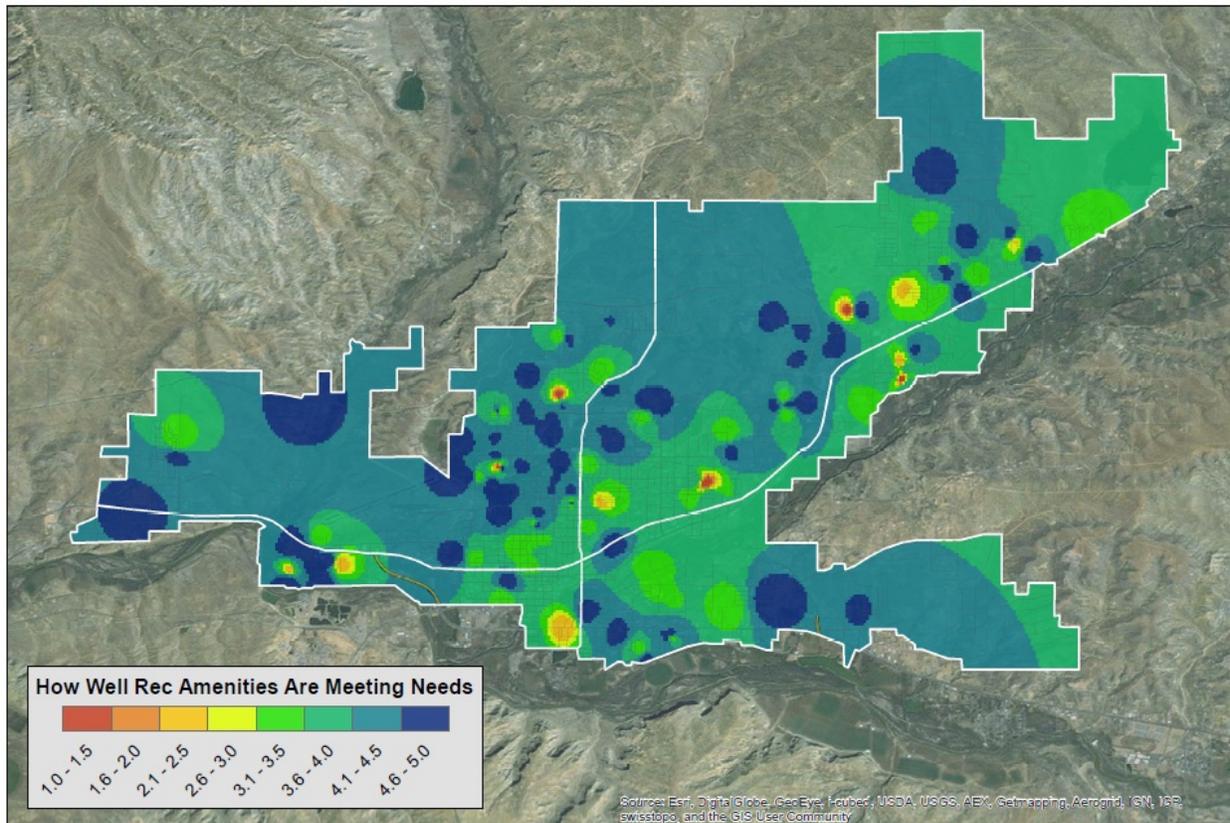
This set of questions was followed by an open-ended prompt for respondents to comment on their responses. The full set of comments (included as an appendix to this report) provides rich insight into the diverse interests and needs among community members. However, some common themes that appeared for those who gave a rating of between “1” and “3” (needs not met) include: more options geared toward residents without children, more arts and cultural events, better advertising, and expanded bike paths.

**Figure 6**  
**Current Services and Facilities – Importance and Degree to Which Needs are Being Met**



An additional analysis was performed in order to identify to what extent needs being met differed by location of residence within Farmington. The figure below maps responses to the question about whether the amenities and activities provided through the PRCA are meeting the needs of resident households. The green-blue color-coding indicates higher levels of needs being met, with dark blue coloring indicating the most satisfied respondents. Meanwhile, the red-yellow color coding reveals lower levels of needs being met, with red indicating the least satisfied respondents. As shown, respondents in the northwest quadrant seem to have higher levels of needs being met, as a notable share of respondents who live in that quadrant gave an average rating of at least 4.1. Meanwhile, the northeast and southwest quadrants show more clusters of red, orange, and yellow, signifying the presence of residents who feel their needs are not being met as fully. In the southeast quadrant, all respondents gave an average rating of at least 3.1, suggesting that residents of this area of the city have generally high levels of needs being met. Exploring needs met by area of residence is helpful in providing insight into where future amenities and facilities could be placed in order to best meet the needs of community members.

**Figure 7**  
***Degree to Which Needs are Being Met by Location of Residence***



### Satisfaction with Amenities and Services

Respondents indicated their satisfaction with current PRCA recreational amenities and services using a scale of 1 to 5, where 1=Not at all Satisfied, 3=Somewhat Satisfied, and 5=Completely Satisfied. As show in Figure 8 to follow, residents are generally quite satisfied with amenities and services in the area.

The following had the highest averages and most frequently reported “4” or “5” ratings:

- Quality and maintenance of the grounds, trails, and natural areas (with an average rating of 4.3, 85 percent of respondents provided a rating of 4 or 5)
- Quality and maintenance of recreational amenities (4.1 average; 82 percent rated 4 or 5)
- Customer service of PRCA staff (4.1 average; 75 percent rated 4 or 5)
- Proximity of amenities to my home (4.1 average; 76 percent rated 4 or 5)
- Recreation providing a positive economic benefit to the community (4.0 average; 74 percent rated 4 or 5)
- Safety while visiting PRCA facilities (4.0 average; 72 percent rated 4 or 5)
- Safety of the grounds, trails, and natural areas (4.0 average; 74 percent rated 4 or 5)

Second tier of amenities and services includes:

- Number of trails and natural areas (3.8 average; 70 percent rated 4 or 5)
- Hours of operation and activities (3.8 average; 68 percent rated 4 or 5)
- Recreational activities offered (3.7 average; 62 percent rated 4 or 5)

Respondents seem to be relatively dissatisfied with restroom availability (3.3 average; 25 percent rated 1 or 2) and promotions and publicity of programs (3.3 average; 26 percent rated 1 or 2).

**Figure 8**  
**Satisfaction with Recreational Amenities and Services – Average Rating**

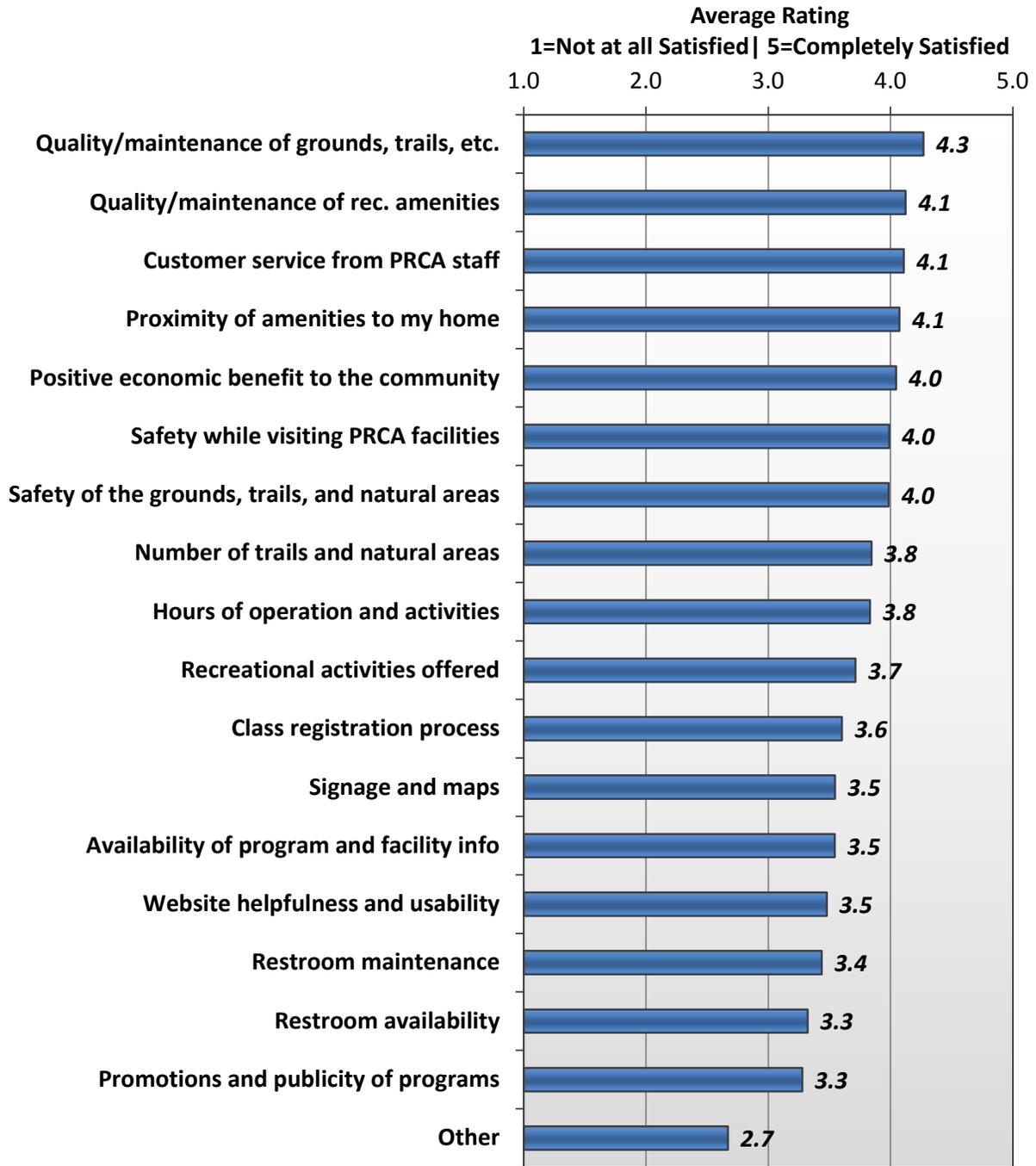
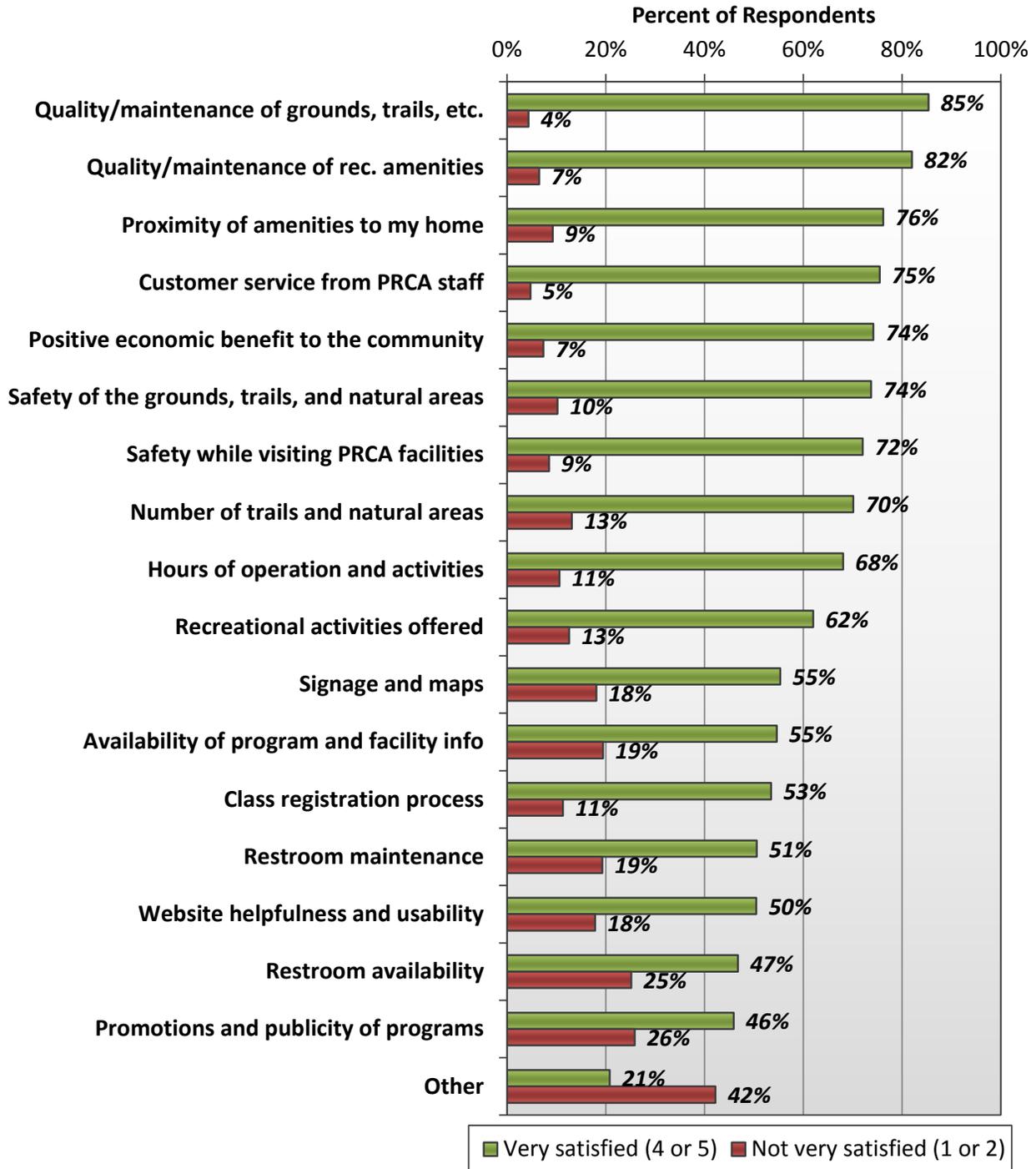


Figure 9

Satisfaction with Recreational Amenities and Services – Percentage Satisfied vs. Not Satisfied



### Outdoor Amenities and Activities Usage Frequency

Farmington residents use PRCA owned and/or operated amenities and activities with varying degrees of frequency. Although some amenities and activities are engaged in by resident households just a few times per year on average, they may still be used by a large majority of households in the area. Therefore, this section explores both average times used and the percentage of households that use a given amenity or activity:

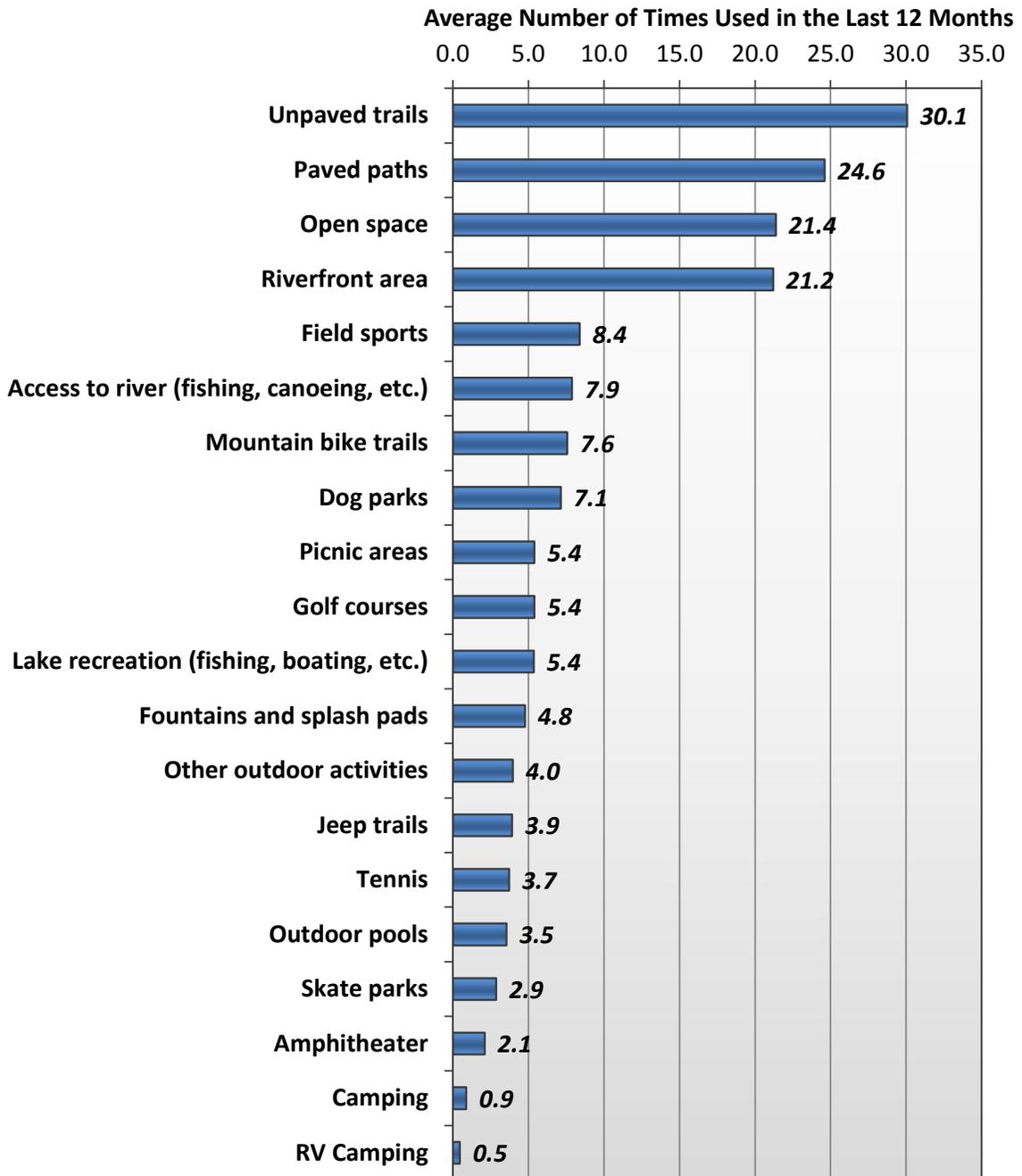
The following facilities were used at least once in the past year by the majority of households:

- Paved trails (used 24.6 times on average, with 80 percent of households using paved trails at least once in the past 12 months)
- Unpaved trails (30.1 times on average; 78 percent of households)
- Riverfront area (21.2 times on average; 76 percent of households)
- Open space (21.4 times on average; 71 percent of households)
- Picnic areas (5.4 times on average; 69 percent of households)

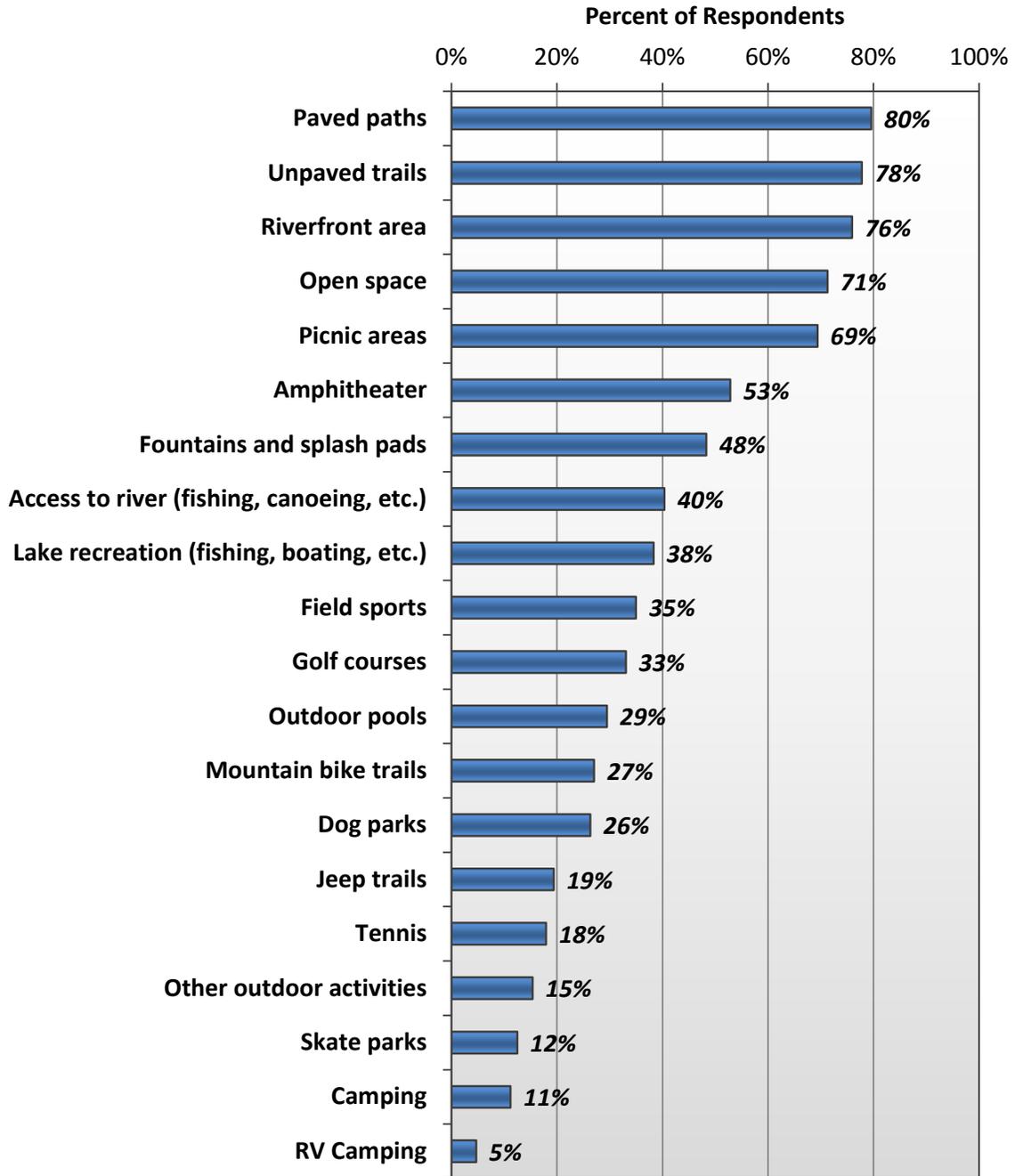
Second tier of households:

- Amphitheater (2.1 times on average; 53 percent of households)
- Fountains and splash pads (4.8 times on average; 48 percent of households)
- Access to river (fishing, canoeing, kayaking, etc.) (7.9 times on average; 40 percent of households)
- Lake recreation (fishing, boating, swimming, etc.) (5.4 times on average; 38 percent of households)
- Field sports (8.4 times on average; 35 percent of households)
- Golf courses (5.4 times on average; 33 percent of households)

**Figure 10**  
**Outdoor Amenities and Activities - Frequency of Use of Past 12 Months**



**Figure 11**  
**Outdoor Amenities and Activities – Percentage of Households Who Used Programs and Facilities in Past 12 Months**



### Degree to Which Outdoor Amenities and Activities are Meeting Household Needs

Respondents were additionally asked to indicate the extent to which these outdoor amenities were meeting the needs of their household on a scale of 1 to 5, where 1=Not at All, 3=Somewhat, and 5=Completely.

The following outdoor amenities and activities received the highest averages and had the highest percentages of respondents providing a rating of “4” or “5”:

- Amphitheater (with an average rating of 4.0, 77 percent of respondents rated the amphitheater a 4 or 5)
- Picnic areas (4.0 average; 74 percent rated 4 or 5)
- Paved paths (4.0 average; 77 percent rated 4 or 5)
- Unpaved trails (4.0 average; 75 percent rated 4 or 5)
- Open space (4.0 average; 75 percent rated 4 or 5)

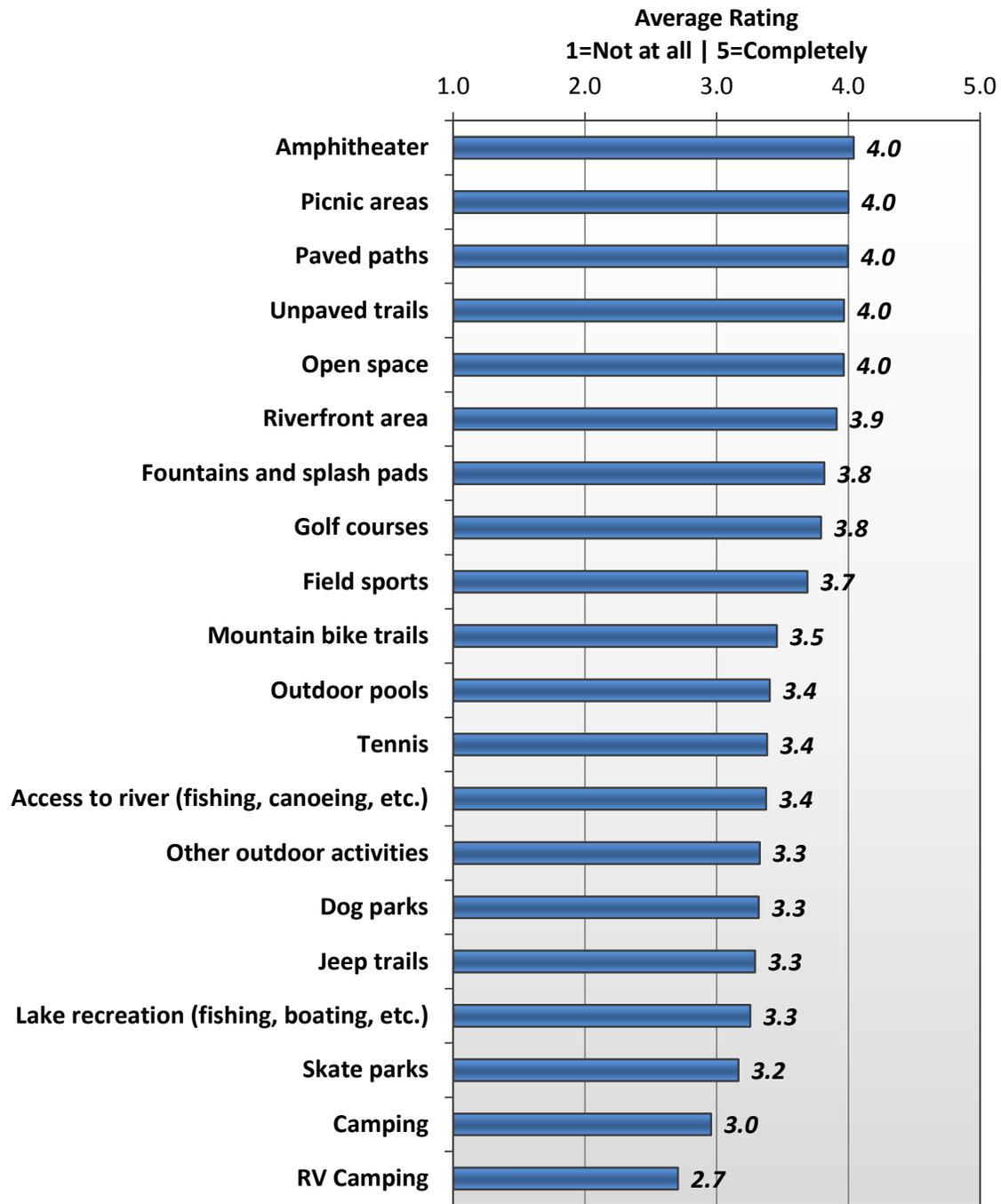
Second tier of outdoor amenities and activities which are meeting household needs include:

- Riverfront area (3.9 average; 70 percent rated 4 or 5)
- Fountains and splash pads (3.8 average; 66 percent rated 4 or 5)
- Golf courses (3.8 average; 70 percent rated 4 or 5)
- Field sports (3.7 average; 61 percent rated 4 or 5)
- Mountain bike trails (3.5 average; 57 percent rated 4 or 5)
- Outdoor pools (3.4 average; 53 percent rated 4 or 5)
- Tennis (3.4 average; 51 percent rated 4 or 5)
- Access to river (fishing, canoeing, kayaking, etc.) (3.4 average; 49 percent rated 4 or 5)

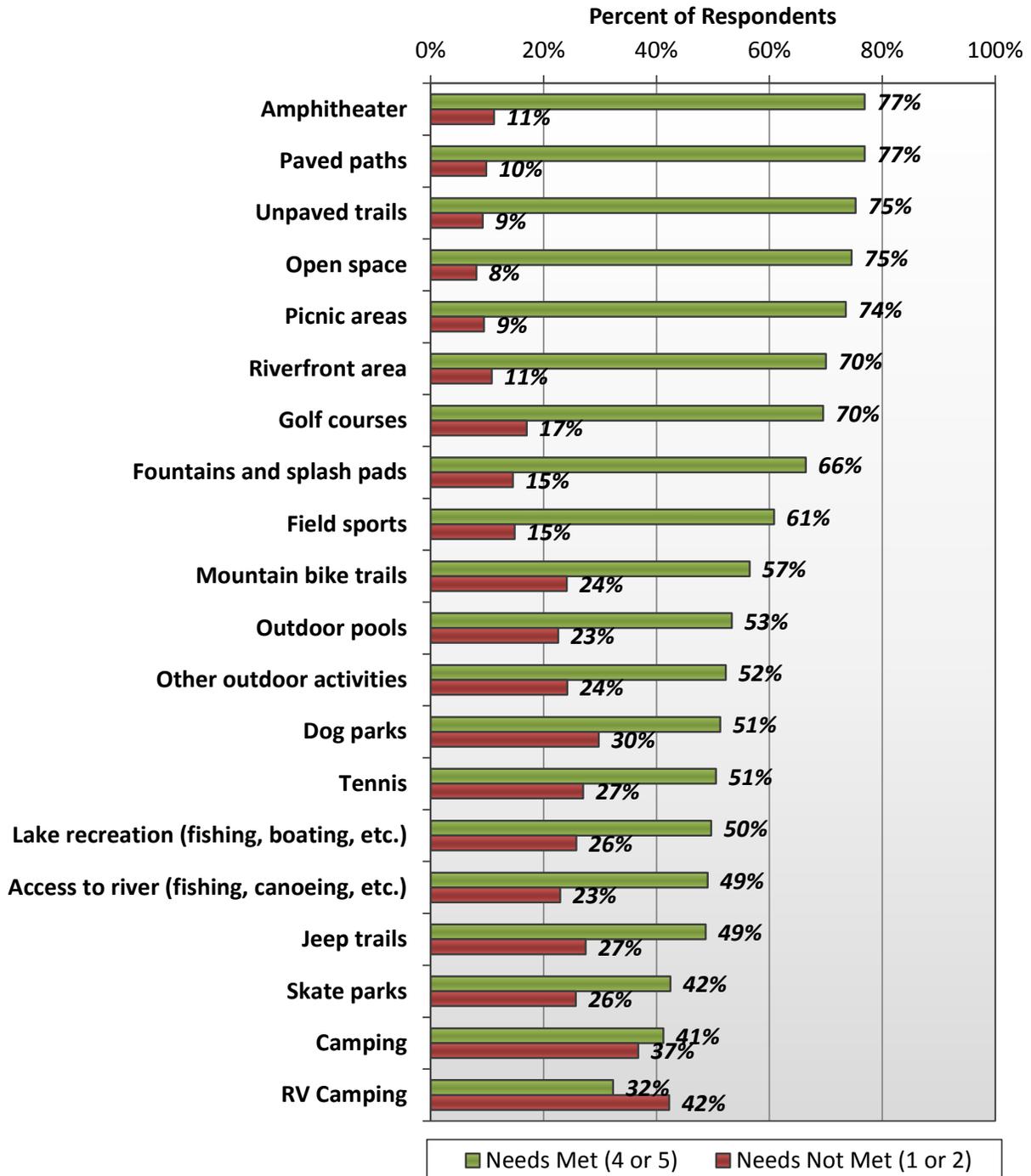
Some areas amenities and activities received more polarized responses. The following had the highest percentages of respondents giving a rating of “1” or “2”:

- RV Camping (32 percent rated 4 or 5 and 42 percent rated 1 or 2)
- Camping (41 percent rated 4 or 5 and 37 percent rated 1 or 2)
- Dog parks (51 percent rated 4 or 5 and 30 percent rated 1 or 2)

**Figure 12**  
**Outdoor Amenities and Activities – Degree to Which Needs are Being Met – Average Rating**



**Figure 13**  
**Outdoor Amenities and Activities – Degree to Which Needs are Being Met –Percentage of Needs Met vs. Not Met**



### **Indoor Amenities and Activities Usage Frequency**

Respondents also indicated to what extent they use various indoor amenities and activities, and to what degree their household's needs are being met.

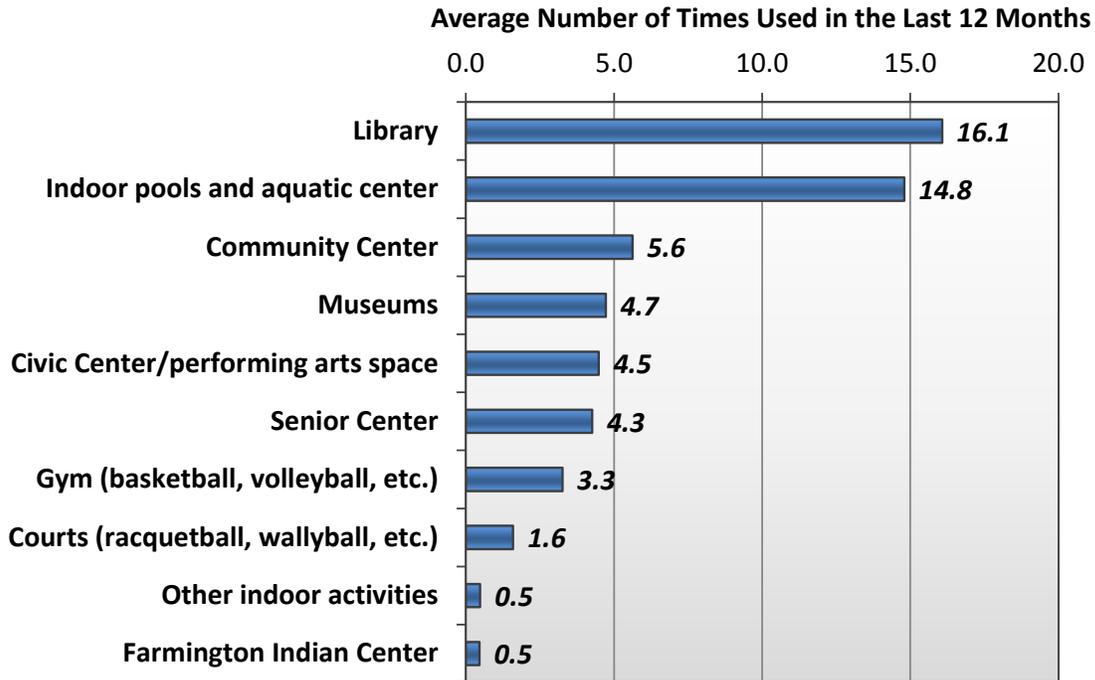
The following indoor activities and amenities were used most frequently by respondents:

- Library (used 16.1 times on average, with 86 percent of households using the library at least once in the past 12 months)
- Civic Center/performing arts space (14.8 times on average; 82 percent of households)
- Museums (4.7 times on average; 78 percent of households)
- Indoor pools and aquatic center (4.5 times on average; 60 percent of households)

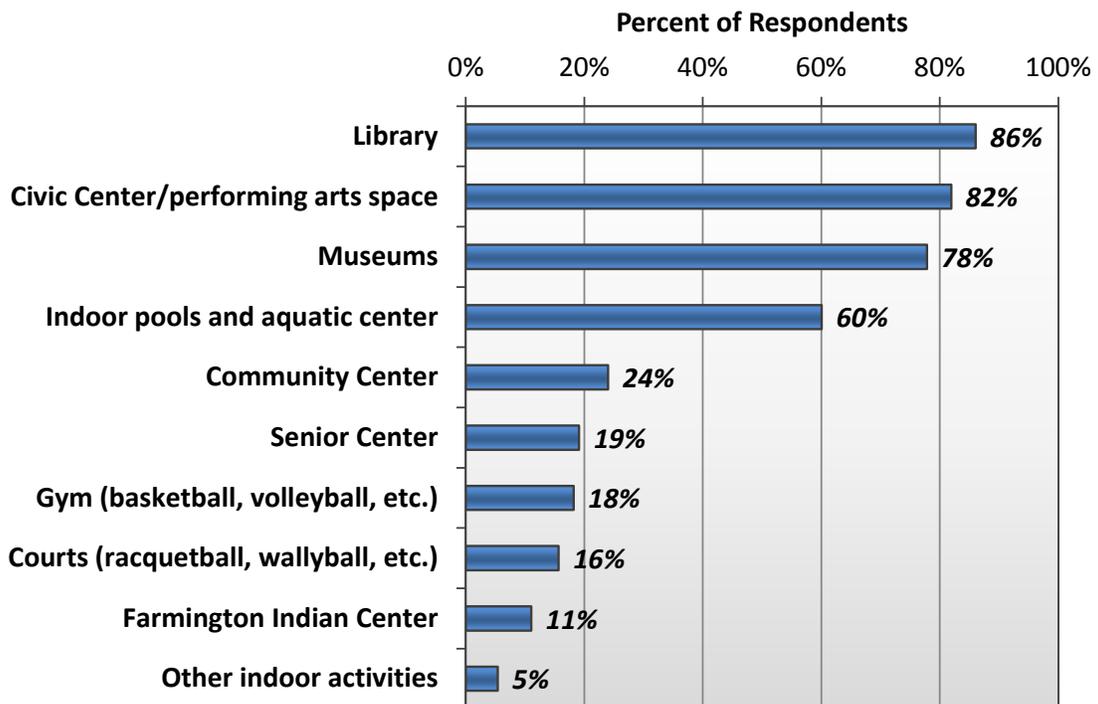
Second tier of households:

- Community Center (5.6 times on average; 24 percent of households)
- Senior Center (4.3 times on average; 19 percent of households)
- Gym (basketball, volleyball, etc.) (3.3 times on average; 18 percent of households)
- Courts (racquetball, wallyball, etc.) (1.6 times on average; 16 percent of households)
- Farmington Indian Center (0.5 times on average; 11 percent of households)

**Figure 14**  
*Indoor Amenities and Activities - Frequency of Use of Past 12 Months*



**Figure 15**  
*Indoor Amenities and Activities – Percentage of Households Who Used Programs and Facilities in Past 12 Months*



**Degree to Which Indoor Amenities and Activities are Meeting Household Needs**

Respondents were then asked to indicate the extent to which these indoor amenities were meeting the needs of their household on a scale of 1 to 5, where 1=Not at All, 3=Somewhat, and 5=Completely.

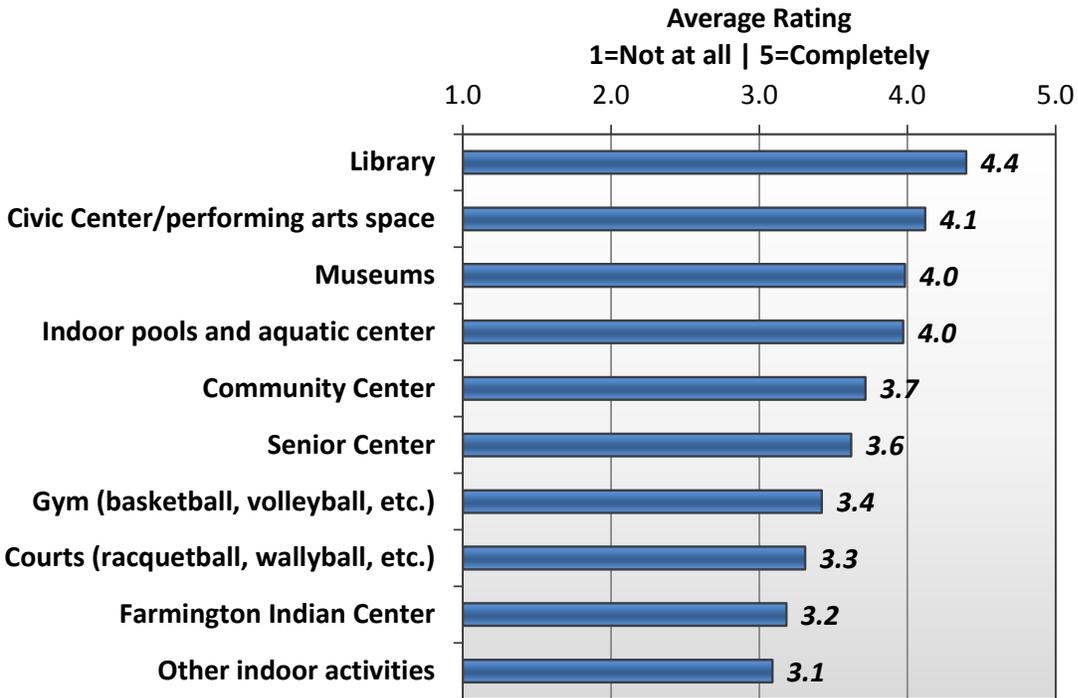
Indoor amenities and activities with the highest degree of needs being met include:

- Library (with an average rating of 4.4, 88 percent of respondents rated the amphitheater a 4 or 5)
- Civic Center/performing arts space (4.1 average; 80 percent rated 4 or 5)
- Museums (4.0 average; 72 percent rated 4 or 5)
- Indoor pools and aquatic center (4.0 average; 75 percent rated 4 or 5)

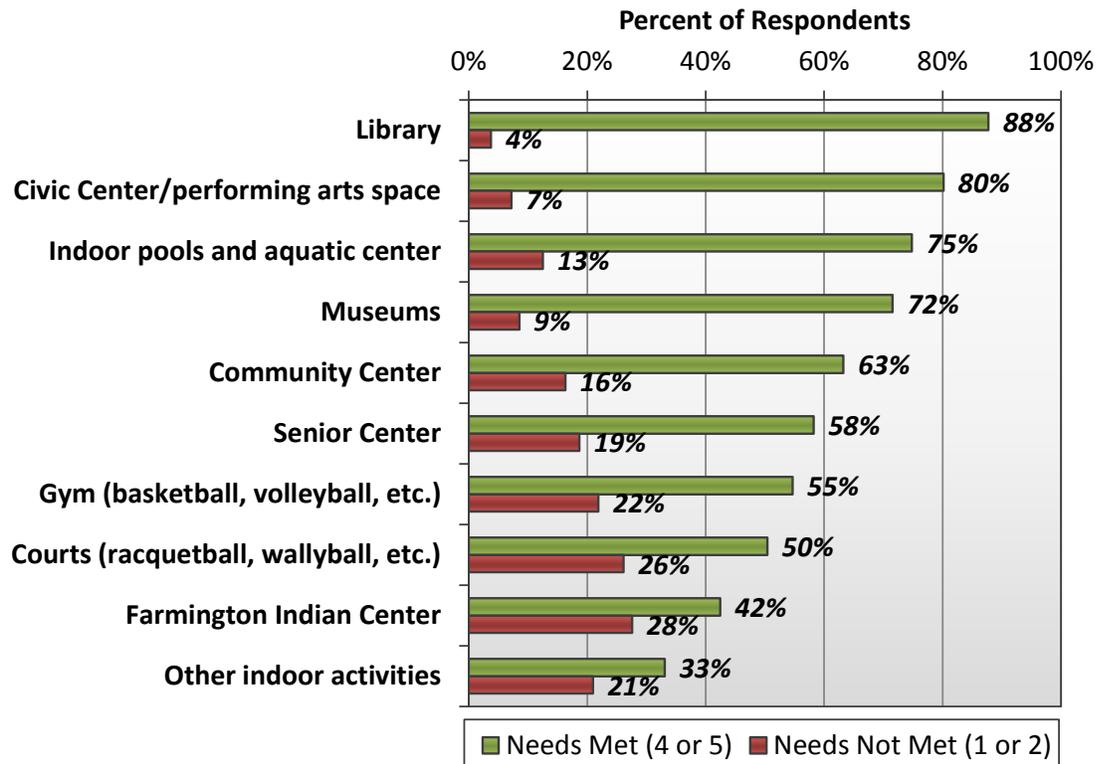
Second tier of indoor amenities and activities which are meeting household needs include:

- Community Center (3.7 average; 63 percent rated 4 or 5)
- Senior Center (3.6 average; 58 percent rated 4 or 5)
- Gym (basketball, volleyball, etc.) (3.4 average; 55 percent rated 4 or 5)
- Courts (racquetball, wallyball, etc.) (3.3 average; 50 percent rated 4 or 5)
- Farmington Indian Center (3.2 average; 42 percent rated 4 or 5)

**Figure 16**  
*Indoor Amenities and Activities – Degree to Which Needs are Being Met – Average Rating*



**Figure 17**  
*Indoor Amenities and Activities – Degree to Which Needs are Being Met – Percentage of Needs Met vs. Not Met*



### Top 3 Priorities for Amenities/Activities to be Added, Expanded, Improved

From the list of rated outdoor and indoor amenities and activities, respondents were prompted to indicate the top three priorities for their household to be added, expanded, or improved.

By combining the top three ranked outdoor and indoor amenities and activities to be added, expanded, or improved, the following were most cited by respondents as important:

- Unpaved trails (25 percent of respondents reported this outdoor amenity as one of the top three most important amenities or activities to be added, expanded, or improved)
- Paved paths (21 percent of households)
- Library (20 percent of households; additionally had the highest share of respondents indicating this to be the most important priority—9 percent)
- Civic Center/performing arts space (19 percent of households)
- Riverfront area (18 percent of households)
- Indoor pools and aquatic center (18 percent of households)

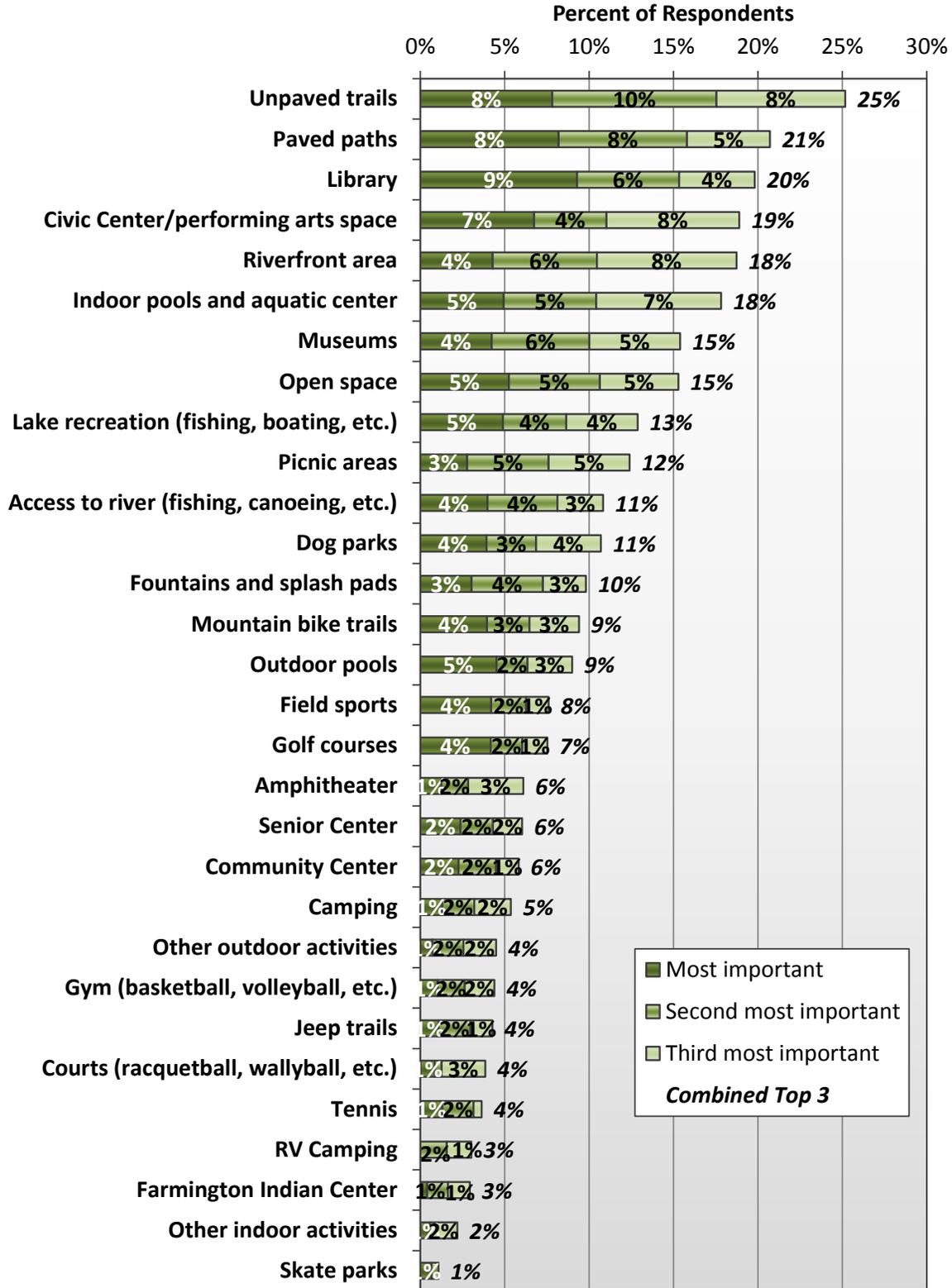
Second tier of most important outdoor and indoor amenities and activities to be added, expanded, or improved include:

- Museums (15 percent of households)
- Open space (15 percent of households)
- Lake recreation (fishing, boating, swimming, etc.) (13 percent of households)
- Picnic areas (12 percent of households)
- Access to river (fishing, canoeing, kayaking, etc.) (11 percent of households)
- Dog parks (11 percent of households)

The following amenities and activities seem to be of relatively less importance to respondents, with less than 5 percent of all respondents indicating these to be one of the top three most important priorities: gym (basketball, volleyball, etc.), jeep trails, courts (racquetball, wallyball, etc.), tennis, RV camping, Farmington Indian Center, and skate parks.

Figure 18

Current Amenities and Activities – Highest Ranked Priorities to be Added, Expanded, Improved



## Comments and Suggestions for Improvement

Respondents were given the opportunity to write in additional comments and suggestions about current outdoor and indoor activities and amenities if they rated any as a “1,” “2,” or a “3” (not meeting needs). Many of the comments varied in range and approach to improvement; however, some common themes were evident.

### Improve Aquatic Facilities...

- *New play structure at the aquatic center for the kids. Improve locker room*
- *There is not sufficient seating in the splash pad area. There is no shade at the Brookside pool.*
- *Water is too cold at Aquatic Center for many seniors Expand services at the Lion's Pool - like mid day aquacise classes*

### Improve Civic Center...

- *Civic Center is too small to accommodate large crowds; events are held mid-week sometimes making attendance difficult; eating selection for fine dining is very limited.*
- *My family has purchased season tickets for many, many years and used to attend 3 to 5 the Performing Arts stage performances each year. We are disappointed in not having the shows this year and hope that they will be brought back next year.*
- *The Civic Center needs some upgrading. Often seems somewhat dirty and dark.*

### Expand Arts/Cultural Amenities...

- *Really enjoyed the special art exhibit that the Farmington Museum Director brought to Farmington. Would like to see more cultural events come to Farmington.*
- *The children's museum needs to be updated. Gateway museum has a nice appearance but needs new exhibits. More funding would help.*
- *You are doing well with what we have experienced, but we would love to have more. We do the art walks downtown, but would love to see more art and creative themed things downtown. I have very small children, but they have responded well to the art classes we get downtown, and the pottery and music too. Indoor is so much easier for us. Our kids are too little to enjoy so many of the things offered, but it won't be like that for long.*

### Enhance Safety/Security at Recreational Areas...

- *The biggest reason we don't use the river walk is we don't feel safe there or like being approached for money.*
- *City leaders need to make stricter law concerning allowing all the drunks to ruin all the places my family use to enjoy.*
- *I love the dog park on the East end of town at Saddleback park. I wish there was more lighting though for when it gets to be dusk and we aren't quite ready to go home. I feel relatively safe at the park but I wouldn't want to be alone up there as the neighborhood around it feels a little iffy and there are some suspicious people without dogs or kids that have been hanging around the parking lot.*

## Additional and Related Comments of Interest...

- *Again, most of these places are geared towards regular people. Anyone with a limitation, they handle it by addressing the physical limitation. There are not any activities for those with mental limitations.*
- *Again, we need a new Recreation Center with better racquetball courts, another full-size gym, a weight room, and an indoor walking track. The Civic Center needs more performances and better meeting rooms, the Senior Center has great staff but the building is old.*
- *Brookside Pools changing room area for women is out of date, unsanitary and needs to be updated. It is also unsafe and without enough changing and showering privacy. Fountain and splash pads at Berg Park are damaged in some cases and do not go out the opening in cement pad correctly, and cement pad needs to be repainted in order to improve appearance.*
- *I love the community centers, but if I want to participate in events, play basketball, or play pool I have to go clear across town because the community center in Crouch Mesa doesn't have it or they are closed.*
- *I would like to see more money invested into programs for young kids, toddlers mainly before preschool. The museum and the library programs seemed to be geared towards families that home school, and in a way feels like an easy outlet for them. I personally don't and happen to stay home with my young son and there isn't much for us to do, especially in the winter.*
- *The rivers could use much more organization of information on how to use them and better put-ins. There could be more unpaved trails.*
- *You are doing well with what we have experienced, but we would love to have more. We do the art walks downtown, but would love to see more art and creative themed things downtown. I have very small children, but they have responded well to the art classes we get downtown, and the pottery and music too. Indoor is so much easier for us. Our kids are too little to enjoy so many of the things offered, but it won't be like that for long.*

**Reasons for Not Using Programs and Amenities**

Respondents were asked why they do not use PRCA recreational programs or amenities. They were able to select as many options that applied to them as reasons for not using PRCA offerings.

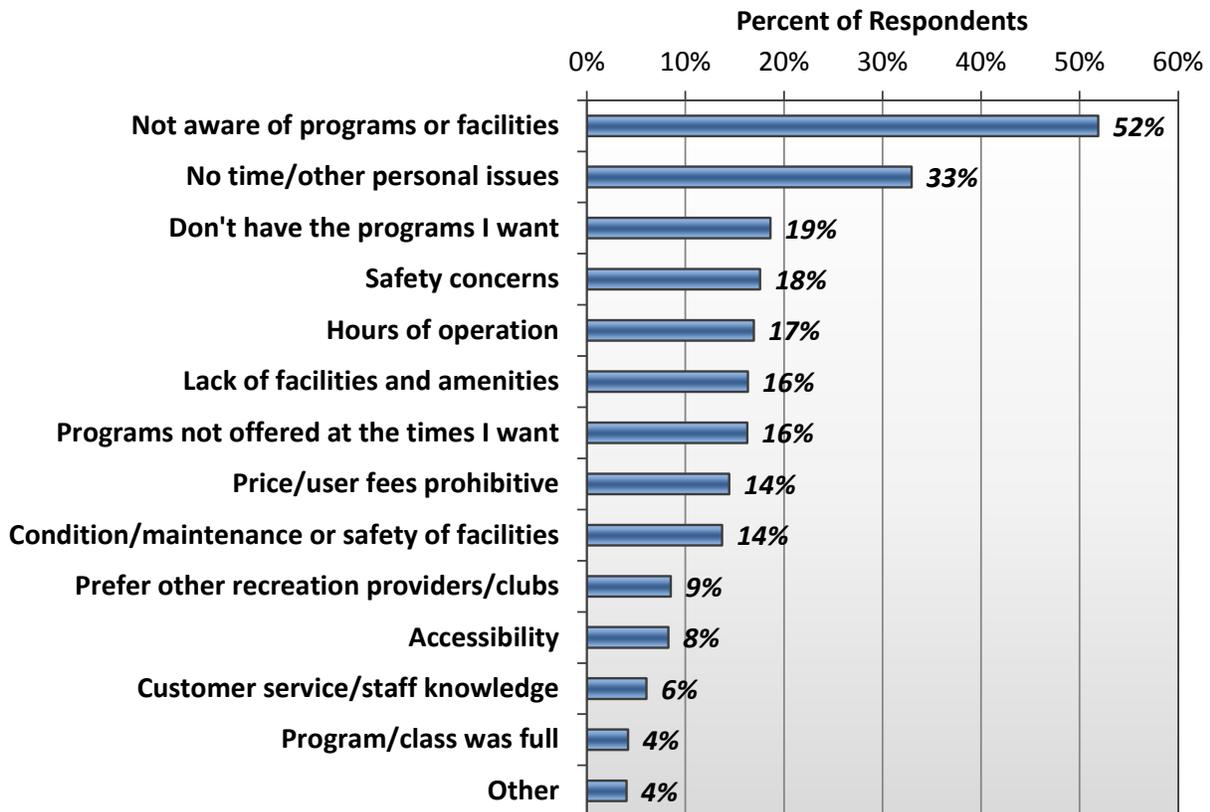
The main reasons for not using Farmington program or amenities include:

- Not aware of programs or facilities (52 percent of households)
- No time/other personal issues (33 percent of households)

Second tier of reasons for not using programs or amenities:

- Don't have the programs I want (19 percent)
- Safety concerns (18 percent)
- Hours of operation (17 percent)
- Lack of facilities and amenities (16 percent)
- Programs not offered at the times I want (16 percent)
- Price/users fees prohibitive (14 percent)
- Condition/maintenance or safety of facilities (14 percent)

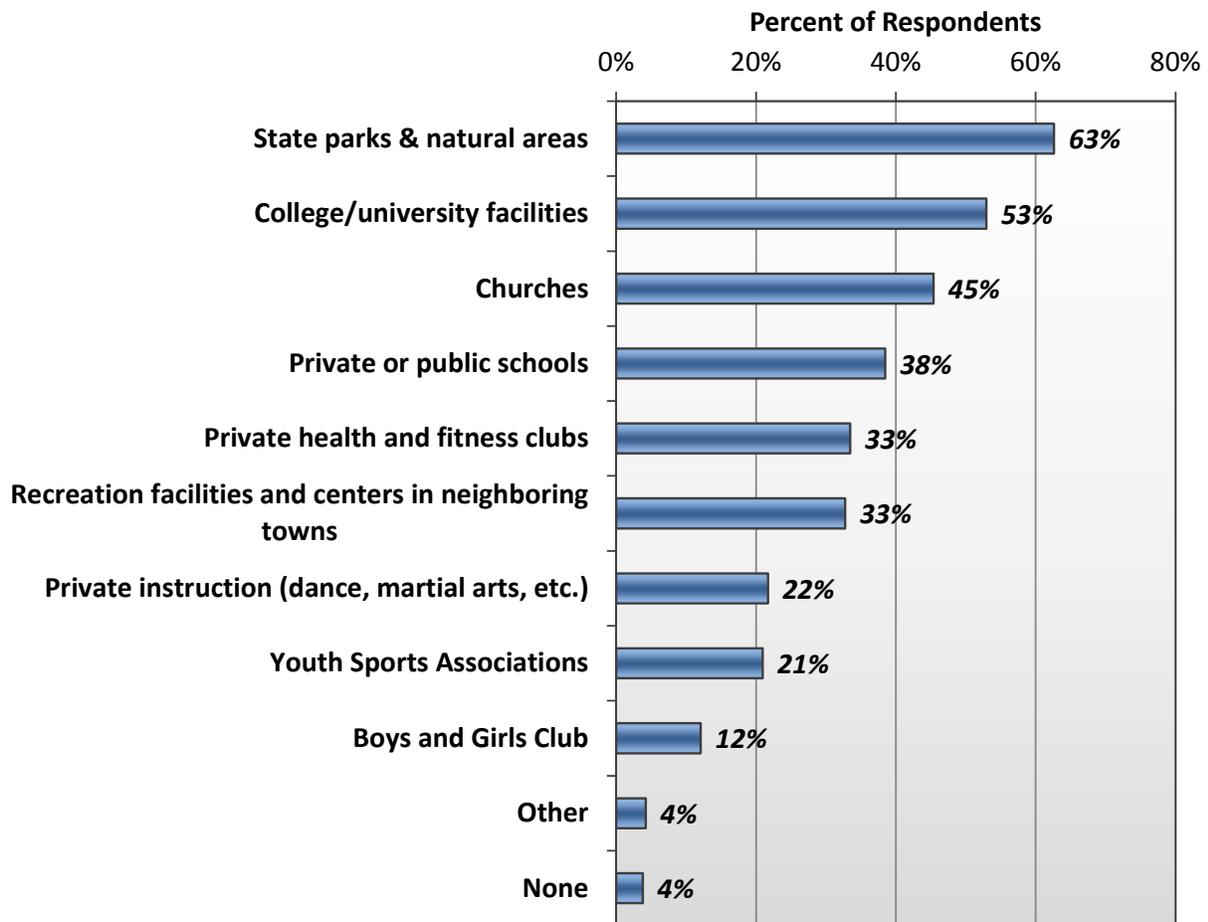
**Figure 19**  
**Programs and Amenities - Reasons Do Not Use/Improvements Needed**



**Other Recreational Providers Used by Farmington Households**

When asked about use of other service providers, Farmington households indicated state parks and natural areas as the most frequently used other provider/facility (63 percent of households). College/university facilities (53 percent), churches (45 percent), private or public schools (38 percent), private health and fitness clubs (33 percent), and recreation facilities and center in neighboring towns (33 percent) followed. A slim four percent of Farmington households reported not using any other facility/provider.

*Figure 20  
Current Programs and Facilities – Other Providers Used by Households*



## PROGRAMS, ACTIVITIES, AND SPECIAL EVENTS

### Degree to Which Programs, Activities, and Special Events are Meeting Household Needs

To assess the need for certain programs and how well certain programs meet the needs of Farmington households, respondents were asked directly if they have a need for several specific programs. If they did have a need, they were asked how well their needs are being met by the City. The majority of households indicated they had a need for the following programs, activities, and special events:

- Special events (e.g., concerts, festivals) (86 percent of households indicate they have a need; these households indicate this need as being 50 percent met on average)
- Health and wellness programs (66 percent have a need; 46 percent met)
- Walking/running programs (65 percent have a need; 49 percent met)
- Fitness programs (64 percent have a need; 46 percent met)
- Programming and activities along river (63 percent have a need; 53 percent met)
- Swimming programs (62 percent have a need; 57 percent met)

Second tier programs include:

- Naturalist and outdoor education programs (56 percent have a need; 52 percent met)
- River programs (kayaking, canoeing, etc.) (52 percent have a need; 33 percent met)
- Summer programs – youth (51 percent have a need; 56 percent met)
- Volunteer programs (50 percent have a need; 50 percent met)
- Athletic leagues – youth (46 percent have a need; 65 percent met)

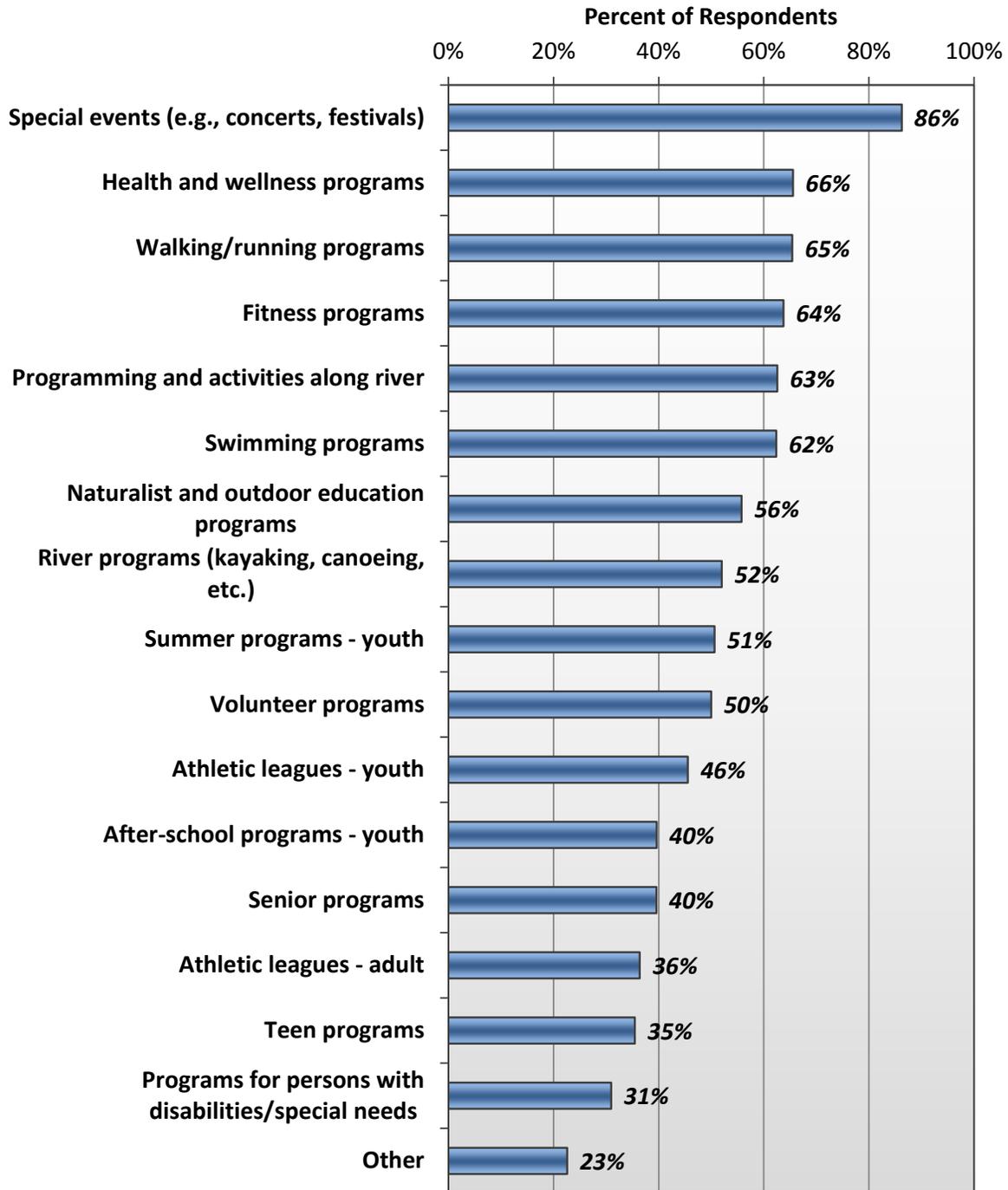
Programs, activities, and special events with the highest levels of needs being met (respondents indicating their needs were either “75% MET” or “100% MET”) include:

- Athletic leagues – youth (61 percent of respondents reporting their needs were 75 or 100 percent met)
- Senior programs (49 percent met)
- Swimming programs (44 percent met)
- Summer programs – youth (44 percent met)

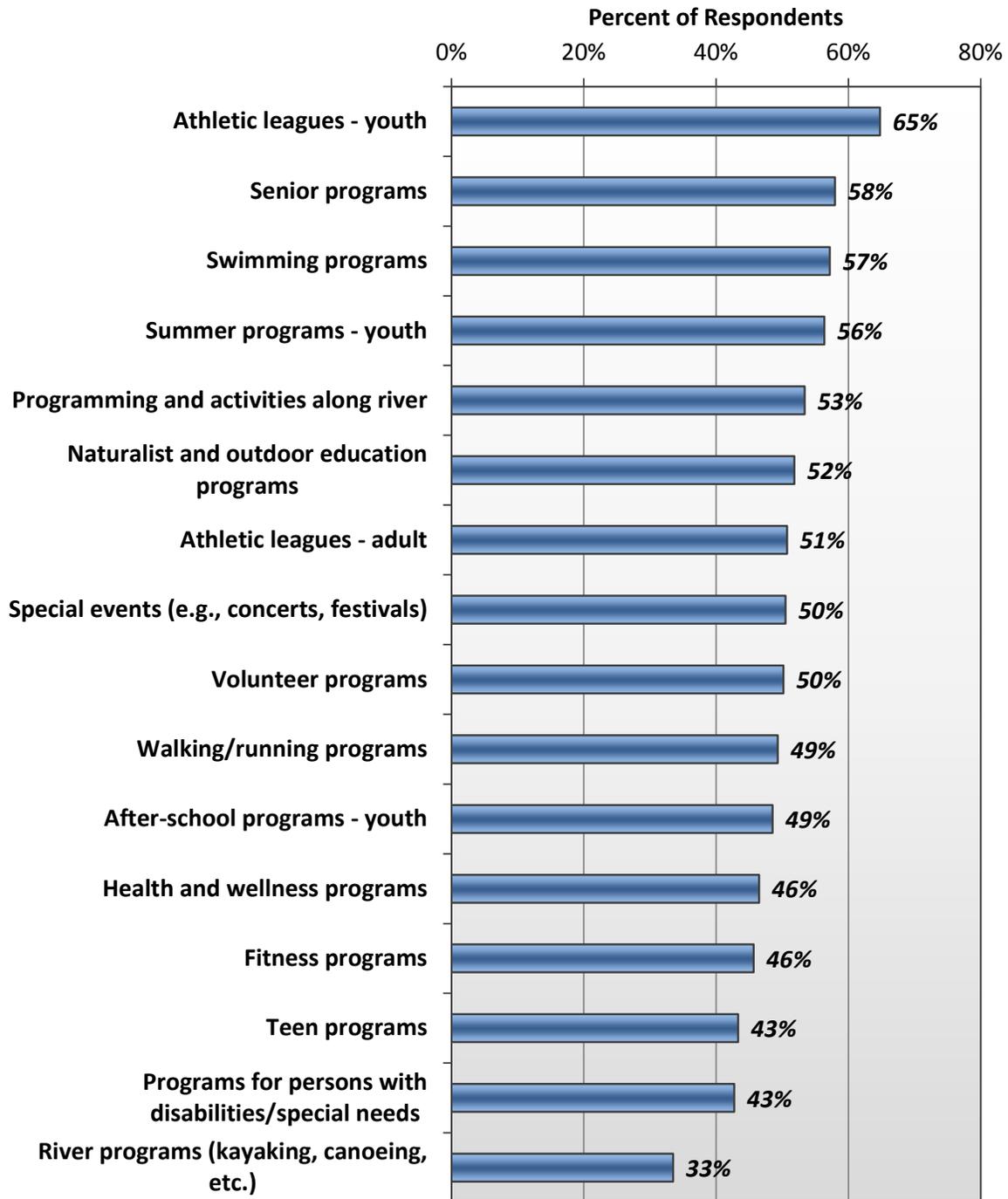
Areas in which a high share of respondents indicated their needs were not being met (respondents reporting their needs were either “0% MET” or “25% MET”) include:

- River programs (kayaking, canoeing, etc.) (54 percent of respondents reporting their needs were 0 or 25 percent met)
- “Other,” to which a small subset of respondents wrote in a program or activity option, the most common of which was bicycling (53 percent not met)
- Teen programs (49 percent not met)
- Programs for persons with disabilities/special needs (44 percent not met)

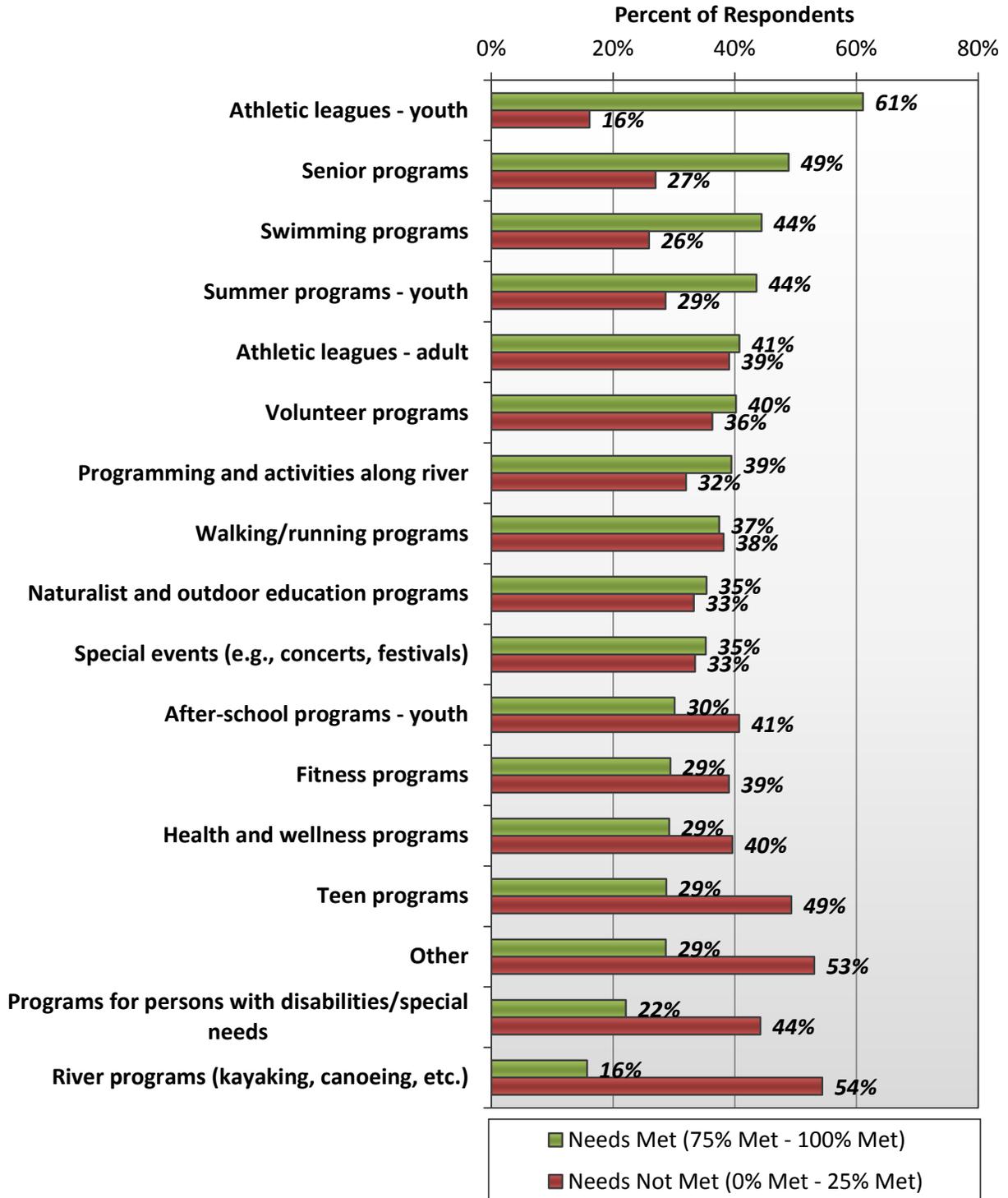
**Figure 21**  
**Programs, Activities, and Special Events – Percentage of Households Stating a Need**



**Figure 22**  
**Programs, Activities, and Special Events – Degree to Which Needs are Being Met – Average Percentage Overall**



**Figure 23**  
**Programs, Activities, and Special Events – Degree to Which Needs are Being Met – Percentage Needs Met vs. Needs Not Met**



### In-Need vs. Needs-Met Matrix –Programs, Activities, and Special Events

It is informative to plot and compare the programs, activities, and special event scores for households in need and needs being met using an “In-Need vs. Needs-Met” matrix. In Figure 24, scores are displayed in this matrix using the mid-points for both questions to divide into four quadrants (the In-Need scale midpoint was 51 percent (51 percent of households indicated having a need for a program); Needs-Met midpoint was 50 percent (households indicating a need rated this need as being 50 percent met). A positioning of each location in comparison to each other is detailed.

The upper right quadrant shows the programs, activities, and special events that had more households in need of a program and that program need was being well met. The following are programs that have a high percentage of households in need and are meeting those needs well:

- Swimming programs
- Summer program - youth
- Programming and activities along river
- Naturalist and outdoor education programs

Programs located in the upper left quadrant are programs with relatively high importance that could be improved. Improving these programs would have a strong impact on the degree to which needs are being met overall. Referring back to Figure 23, although these programs were not listed as the absolute most important to households, the degree to which needs are currently being met have the most potential for improvement. These programs include:

- Special events (e.g., concerts, festivals)
- Walking/running programs
- Health and wellness programs
- Fitness programs
- River programs (kayaking, canoeing, etc.)

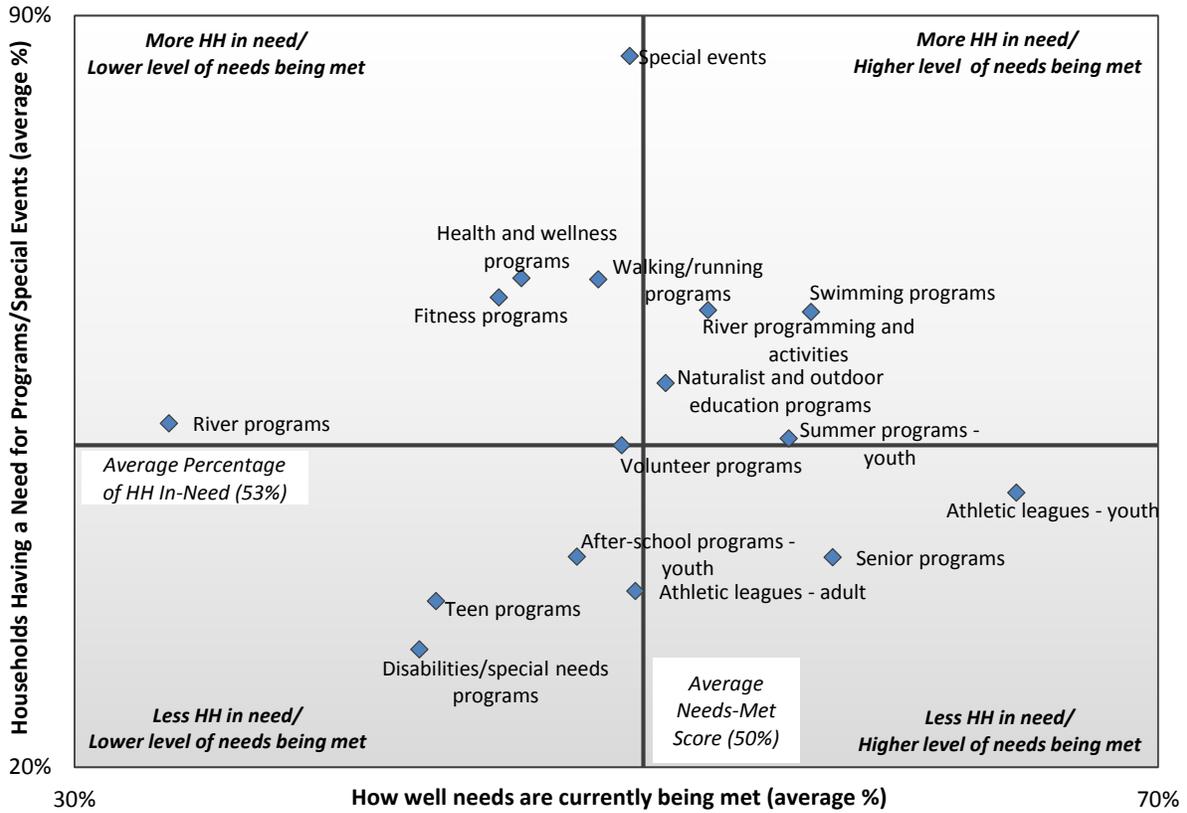
Programs found in the lower left quadrant, further below the in-need midpoint, are programs not meeting needs well; however, they are important to fewer members of the community. These “niche programs” have a small but passionate following; therefore, there is merit to measuring participation and planning for potential future enhancements accordingly.

- Athletic leagues – adult
- Volunteer programs
- After-school programs - youth
- Teen programs
- Programs for persons with disabilities/special needs

The lower right quadrant shows programs that are not important to many households, yet are meeting their needs very well. It would be beneficial to evaluate if the resources supporting these programs outweigh the benefits. If resources used to support these programs are exuberant, reallocating these resources to the programs in the upper left quadrant would be a more efficient use of resources.

- Athletic leagues – youth
- Senior programs

**Figure 24**  
**Programs, Activities, and Special Events – In-Need vs. Needs Met Matrix**



### Top 3 Priorities for Programs, Activities, and Special Events to be Added, Expanded, Improved

From the list of programs, activities, and special events, respondents were prompted to indicate the top three priorities for their household to be added, expanded, or improved.

By combining the top three ranked programs, activities, and special events to be added, expanded, or improved, the following were most cited by respondents as important:

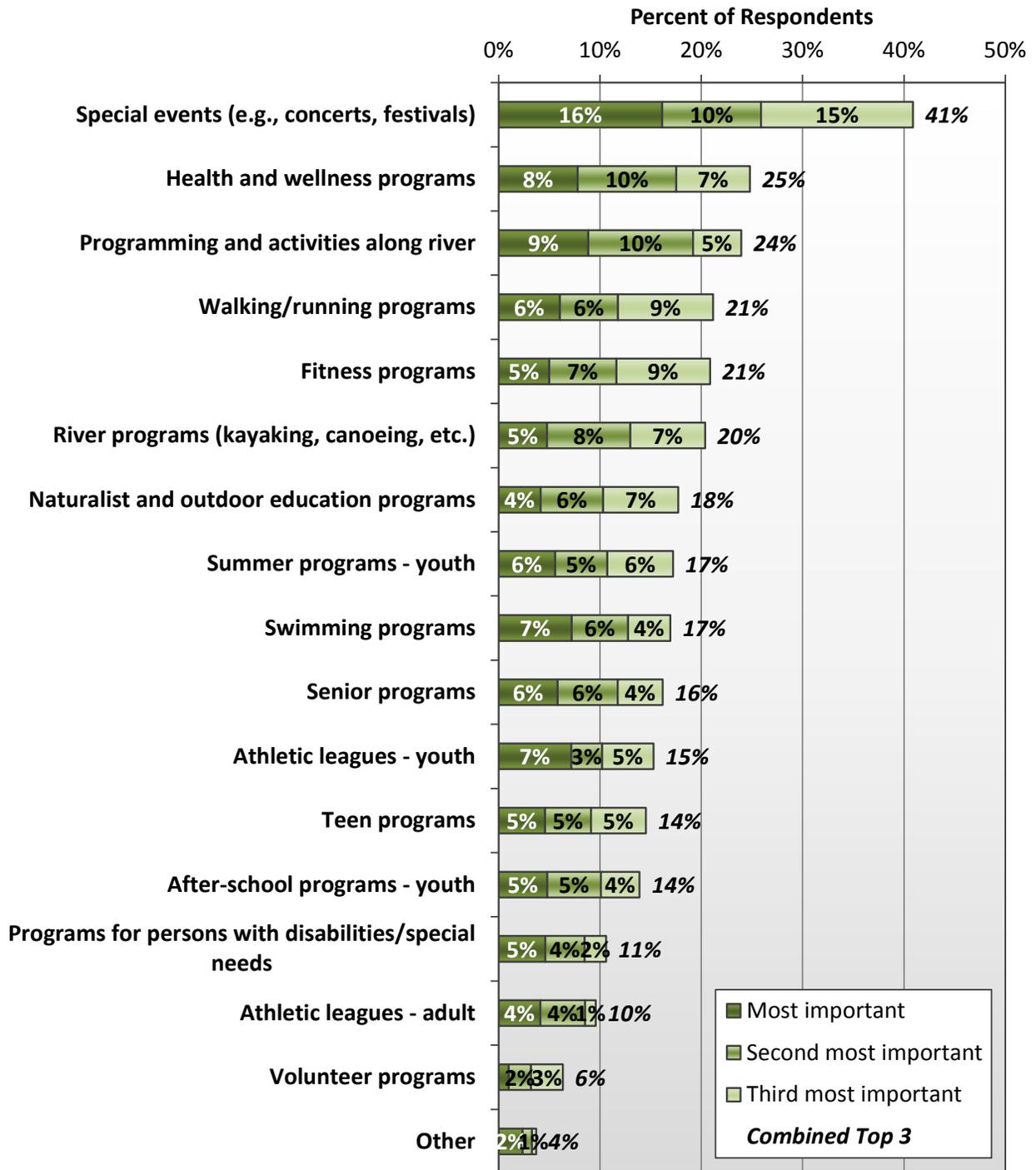
- Special events (e.g., concerts, festivals) (41 percent of respondents reported this as one of the top three most important programs, activities, or special events to be added, expanded, or improved; also had the highest share of respondents indicating this to be the most important priority—16 percent)
- Health and wellness programs (25 percent of households)
- Programming and activities along river (24 percent of households)
- Walking/running programs (21 percent of households)
- Fitness programs (21 percent of households)
- River programs (kayaking, canoeing, etc.) (20 percent of households)

Second tier of most important programs, activities, and special events to be added, expanded, or improved include:

- Naturalist and outdoor education programs (18 percent of households)
- Summer programs – youth (17 percent of households)
- Swimming programs (17 percent of households)
- Senior programs (16 percent of households)
- Athletic leagues – youth (15 percent of households)
- Teen programs (14 percent of households)
- After-school programs – youth (14 percent of households)

Figure 25

Programs, Activities, and Special Events – Highest Ranked Priorities to be Added, Expanded, Improved



## FUTURE FACILITIES, AMENITIES, AND SERVICES

### Facilities/Amenities to be Added, Expanded, or Improved Over Next 5 to 10 Years

Respondents were informed of the following statement:

*“Farmington PRCA funds recreational facilities, operations and maintenance with your tax dollars and use fees. As you answer the following questions, please keep in mind that additional funds would be required to build, operate, and maintain new recreational facilities and amenities.”*

Based on this information, respondents first indicated if they would participate in or use various facilities and amenities. They subsequently rated the importance of these listed facilities/amenities to be added, repurposed, expanded, or improved over the next 5 or 10 years using a 5 point scale where 1=Not at All Important, 3=Neutral, and 5=Very Important.

The facilities that had the highest rates of potential participation among residents include:

- River trails expanded (62 percent of respondents “would participate”)
- Riverfront park and amenities update (52 percent)
- Miniature golf course (51 percent)
- Connector paths and trails (50 percent)
- Civic center theater upgrade (47 percent)
- New water park (44 percent)
- Renovate existing recreation center (41 percent)
- Lions Wilderness Park (41 percent)

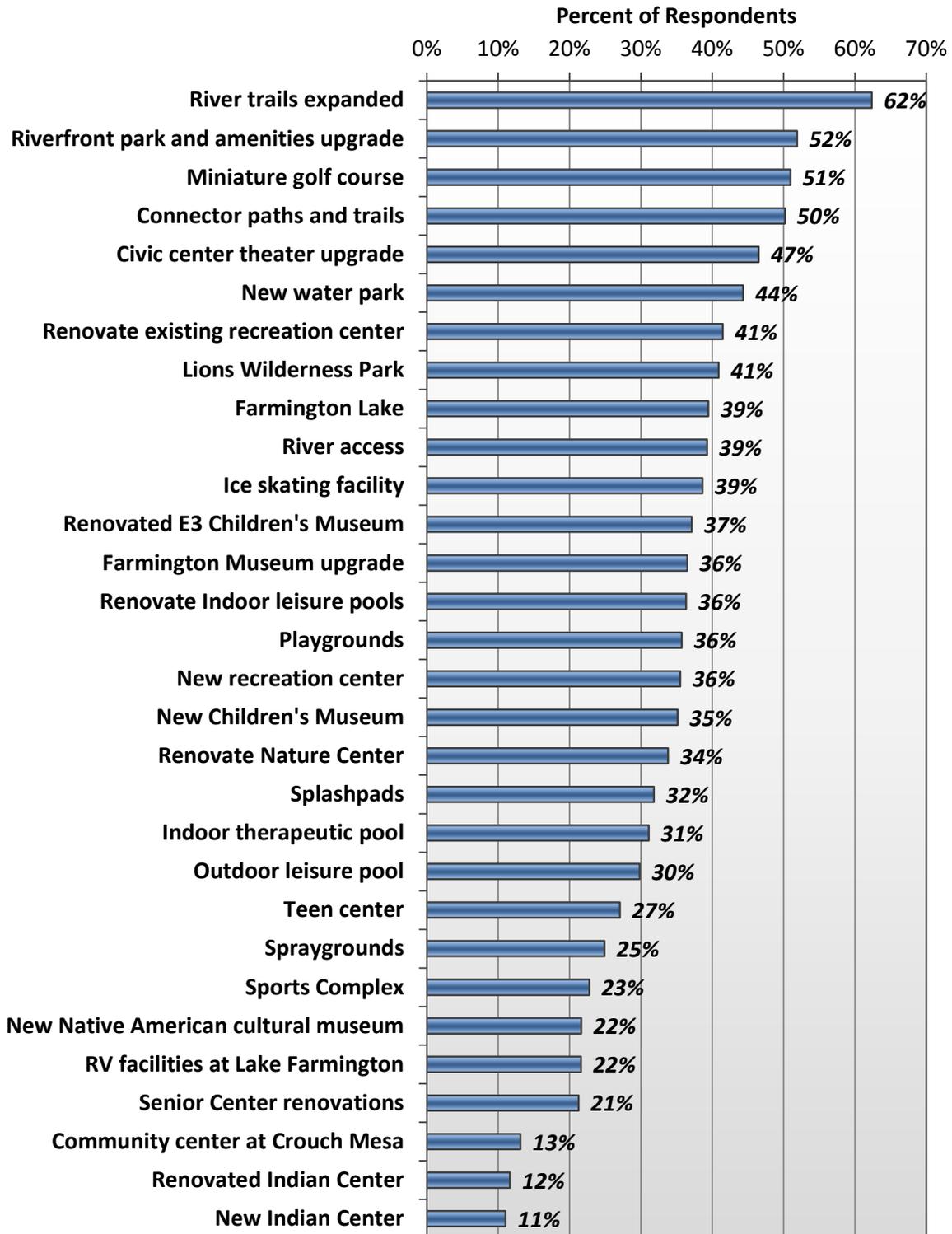
The facilities that had the highest average rating of importance, and the highest percentage of households indicating a “4” or “5” include:

- River trails expanded (with an average rating of 4.1, 76 percent of respondents rated this a 4 or 5)
- Connector paths and trails (4.0 average; 71 percent rated 4 or 5)
- Riverfront park and amenities upgrade (4.0 average; 72 percent rated 4 or 5)
- River access (3.8 average; 64 percent rated 4 or 5)
- Farmington Lake (3.8 average; 64 percent rated 4 or 5)
- Playgrounds (3.7 average; 62 percent rated 4 or 5)
- Renovated E3 Children’s Museum (3.7 average; 65 percent rated 4 or 5)
- Lions Wilderness Park (3.7 average; 58 percent rated 4 or 5)
- Civic center theater upgrade (3.7 average; 58 percent rated 4 or 5)

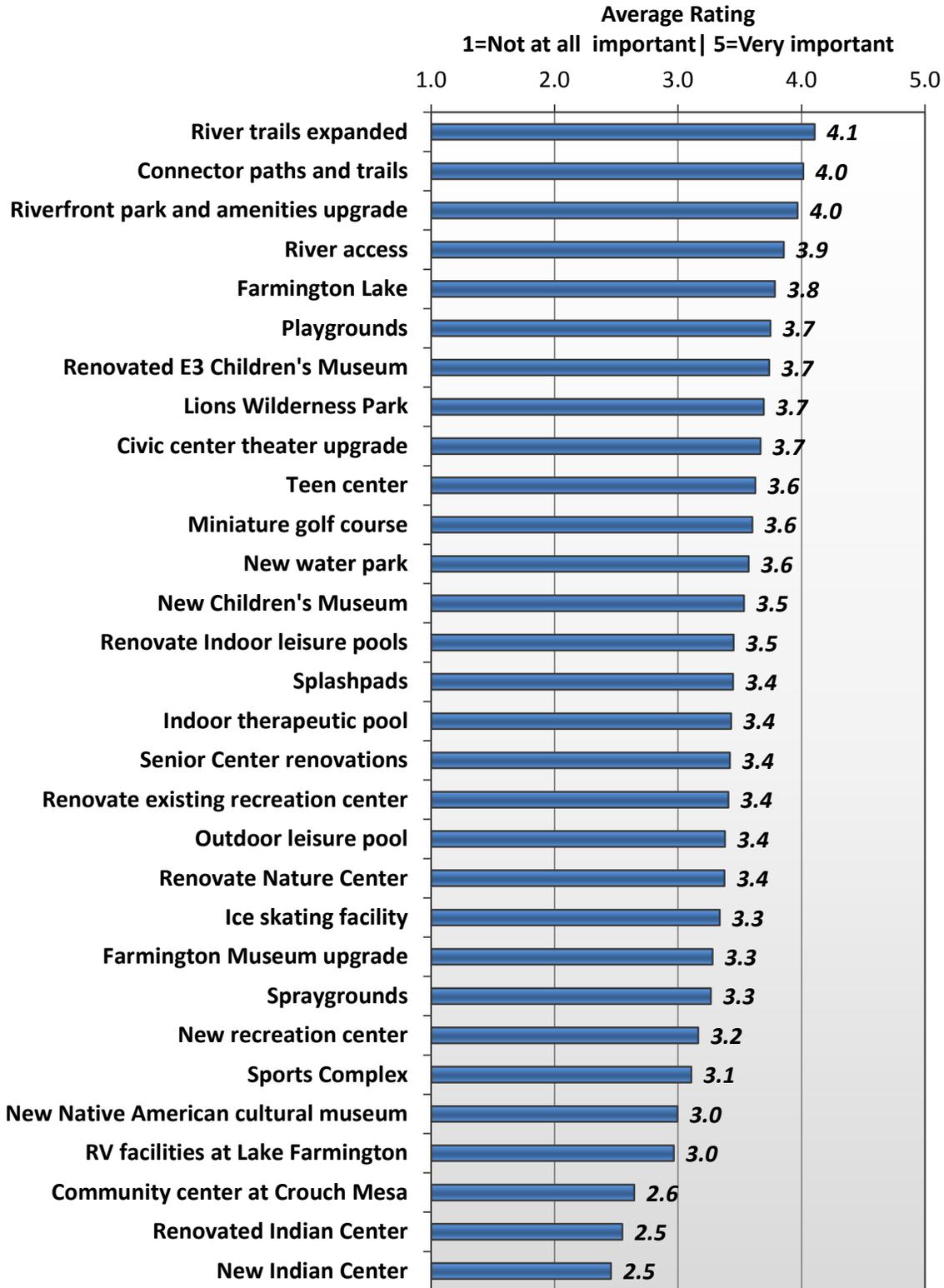
Facilities with the smallest differentials between potential use and deemed importance include:

- Renovate existing recreation center (41 percent would use; 48 percent rated 4 or 5)
- New recreation center (36 percent would use; 41 percent rated 4 or 5)
- Miniature golf course (51 percent would use; 60 percent rated 4 or 5)
- River trails expanded (61 percent would use; 76 percent rated 4 or 5)
- Civic center theater upgrade (47 percent would use; 47 percent rated 4 or 5)

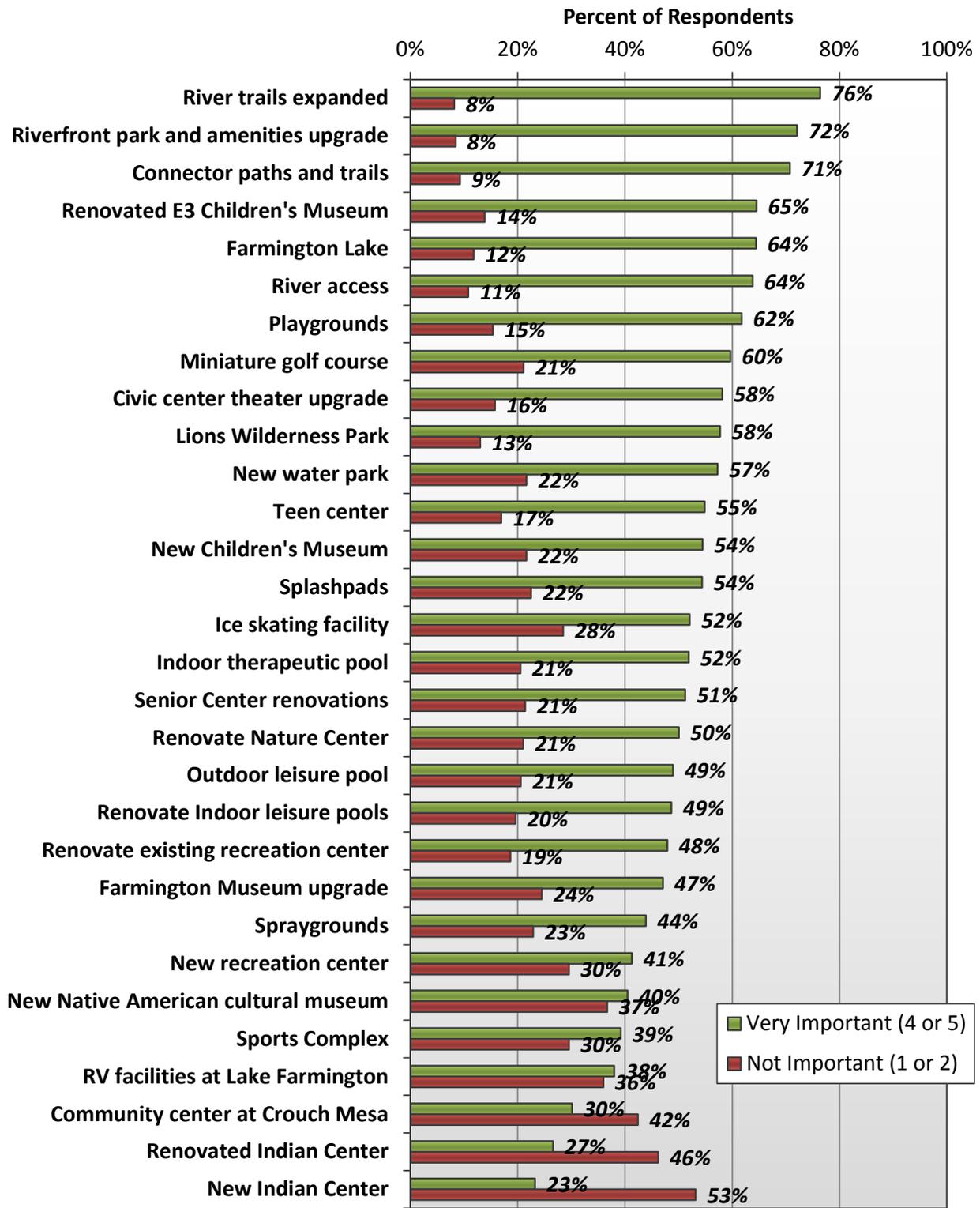
**Figure 26**  
**Facilities/Amenities – Percentage of Households Who Would Participate**



**Figure 27**  
**Facilities/Amenities – Importance to Households – Average Rating**



**Figure 28**  
**Facilities/Amenities - Importance to Households – Percentage of Important vs. Not Important**



## Comments and Suggestions Regarding Future Facilities, Amenities, and Services

Respondents were given the opportunity to comment on their responses regarding potential participation and perceived importance of future facilities, amenities, and services. Many of the comments varied in topic, however comments did center on a few common areas:

### Farmington Lake...

- *Farmington Lake should have permanent bathroom facilities on both sides of the lake that are safe and well lit.*
- *I think it would be very beneficial to allow boats in Farmington Lake again.*
- *I would like to see the ban on non-motorized watercraft at Farmington Lake lifted. Kayakers and paddlers need a place other than the river.*
- *If no boats/rafts, canoes, wading are allowed on Farmington Lake, campgrounds are frustrating. Have sub-teen grandkids, and would love to see a teen center other than Animas Mall & Wal-Mart on eastside*

### Ice Skating Rink...

- *An ice skating rink would be fantastic and would keep from having to go to Durango to skate. More trails and connections would provide more options for travel and recreation.*
- *I would ask to build a Ice Skating Facility to draw in revenue from visitors and people using the facility. We need to look to the future. This area already has several golf courses....please consider ice rink.*
- *We love the parks and their facilities. It would be fun to have miniature golf and ice skating. We would participate in those.*

### More Programs and Activities for Teens...

- *Having a place for teens to go would be nice to see. We need more family attractions like mini-golf.*
- *Many teens can not drive to facilities so they just walk the streets. More neighborhood facilities is my preference. Boys and girls club is too expensive for many parents to send their kids. Membership, League play and other activities at a cheaper price would keep more kids off the streets.*

### Expand Trails/Connectivity...

- *Connector paths and trails is most important to allow use of good but separate facilities. Farmington Lake needs canoe and kayak access for it to have any recreational value.*
- *having safer paths, trails, and roads connect the parks, using bridges or tunnels around main street, have routes to parks well marked through low traffic areas. get rid of invasive trees and plants next to waterways, while respecting the rights of adjoining property owners.*
- *I would love to see a riverside or old rail line path between the three cities. and would be willing to pay higher taxes to make it happen*
- *We need an indoor walking path*

### Top 3 Priorities for the PRCA Over the Next 5 to 10 Years

Farmington residents indicated the top three general priorities they feel PRCA should pursue over the next 5 to 10 years.

By combining the top three future priorities for PRCA, the following were most cited by respondents as important:

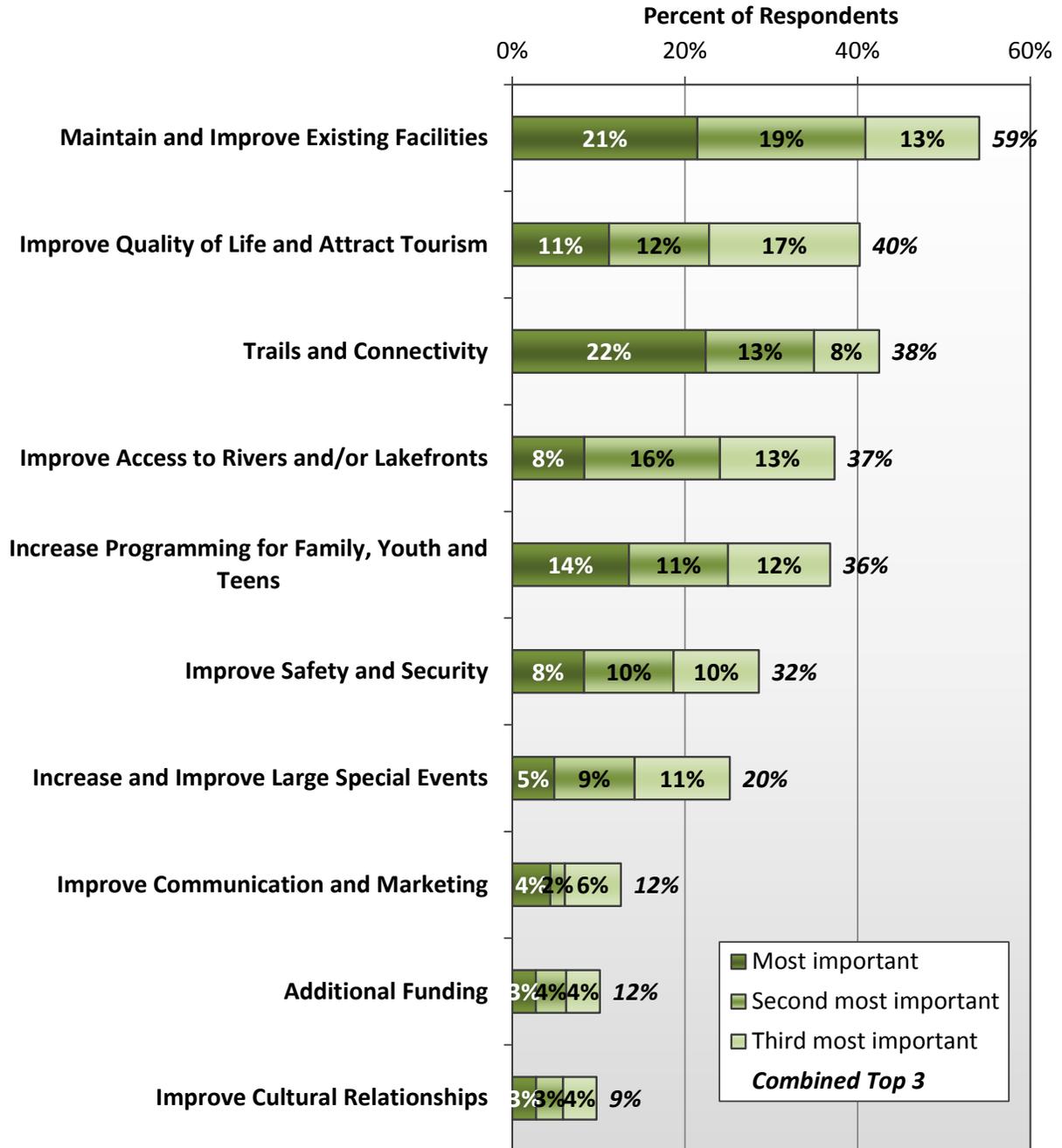
- Maintain and improve existing facilities (59 percent of respondents reported this as one of the top three priorities)
- Improve quality of life and attract tourism (40 percent of households)
- Trails and connectivity (38 percent of households; also had the highest share of respondents indicating this to be the most important priority—22 percent)
- Improve access to rivers and/or lakefront (37 percent of households)
- Increase programming for family, youth and teens (36 percent of households)

Overall, respondents seem to be relatively less interested in the following areas of focus:

- Improve communication and marketing (12 percent of households)
- Additional funding (12 percent of households)
- Improve cultural relationships (9 percent of households)

Figure 29

Top Priorities Over Next 5 to 10 Years – Highest Ranked Priorities to be Added, Expanded, Improved



## FINANCIAL CHOICES

### Opinions Regarding Fees and Support for Tax Increment Levels

Respondents were asked their opinion regarding the current program and facility fees charged directly to them by the PRCA. Relative to user fees, most respondents indicated that the fees are acceptable for the value received (49 percent). Similar shares of respondents see the fees as either too high (11 percent) or underpriced (9 percent) for the value received. Nearly one-third of respondents did not know or were not sure.

Opinions regarding assessment fees received a generally similar distribution of responses, except for receiving a proportionately higher share of respondents indicating they did not know or were not sure (48 percent). Among the just over half of respondents who did have an opinion, 4 percent reported the fees are underpriced, 38 percent said they are acceptable, and 9 percent indicated they are too high for the value received.

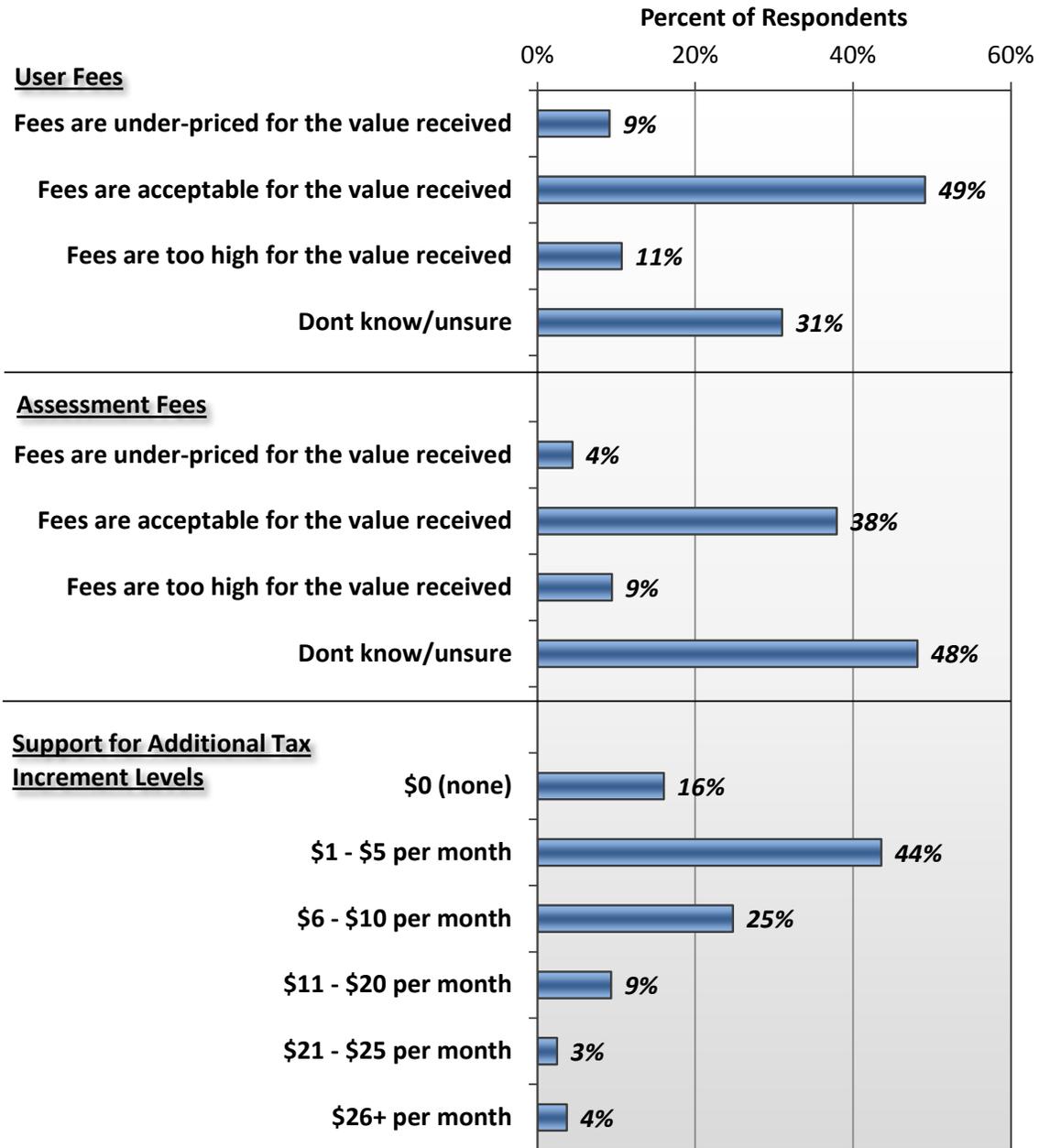
After providing their opinions on the user and assessment fees, respondents were then prompted with the following statement:

*“Farmington PRCA funds recreational facilities, operations and maintenance with your tax dollars. Additional funds would be required to build, renovate, operate and maintain new recreational facilities and amenities.”*

Based on this information, respondents were asked to indicate to what level they would support a small additional tax increment dedicated to operating, renovating, building, and maintaining the specific facilities and activities they would like to see in Farmington over the next 10 years. Eighty-four percent of all respondents indicated they would be willing to pay at least some amount per month to fund such activity, with responses skewing toward the lower tax increments. Most respondents support a \$1 to \$5 per month additional tax increment (44 percent), followed by a quarter of respondents who support the \$6 to \$10 level, 9 percent who support the \$11 to \$20 level, 3 percent who support the \$21 to \$25 level, and 4 percent of respondents who are supportive of being taxed at least \$26 per month for such efforts.

Figure 30

Financial Choices - Opinions Concerning Fees and Support for Additional Tax Increment Levels



## COMMUNICATION

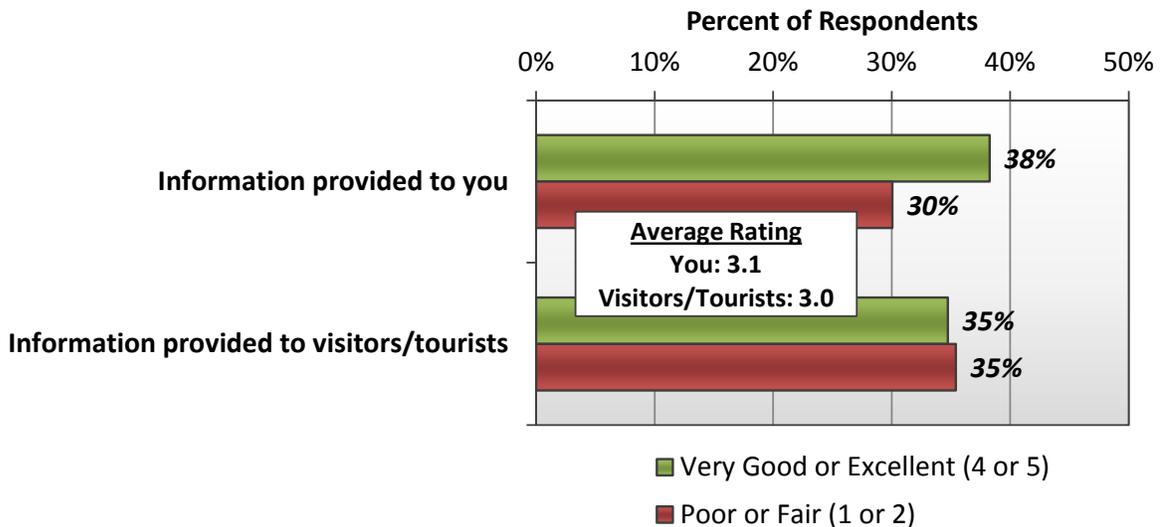
### Satisfaction with Current Communication Efforts

Respondents were asked to indicate how good a job PRCA does in providing them with information about recreational facilities, natural areas, trails, and/or activities. They were also asked to indicate how good a job PRCA and the City do in providing visitors and tourists with this information. Respondents used a 5 point scale where 1=Poor, 2=Fair, 3=Satisfactory, 4=Very Good, and 5=Excellent.

- 38 percent of respondents feel that PRCA is doing a “very good” or “excellent” job in providing them with information, while 30 percent of respondents indicate they are doing a “poor” or “fair” job. Respondents gave an average rating of 3.1.
- Relative to information provided to visitors or tourists, respondents were slightly less satisfied with PRCA and the City in their communication efforts. Thirty-five percent of respondents gave a rating of 4 or 5 and an additional 35 percent of respondents gave a rating of 1 or 2. Respondents gave an overall average rating of 3.0.

**Figure 31**

**Communication – Performance on Providing Information on Parks, Recreation Facilities, Open Space, Trails, and/or Programs**

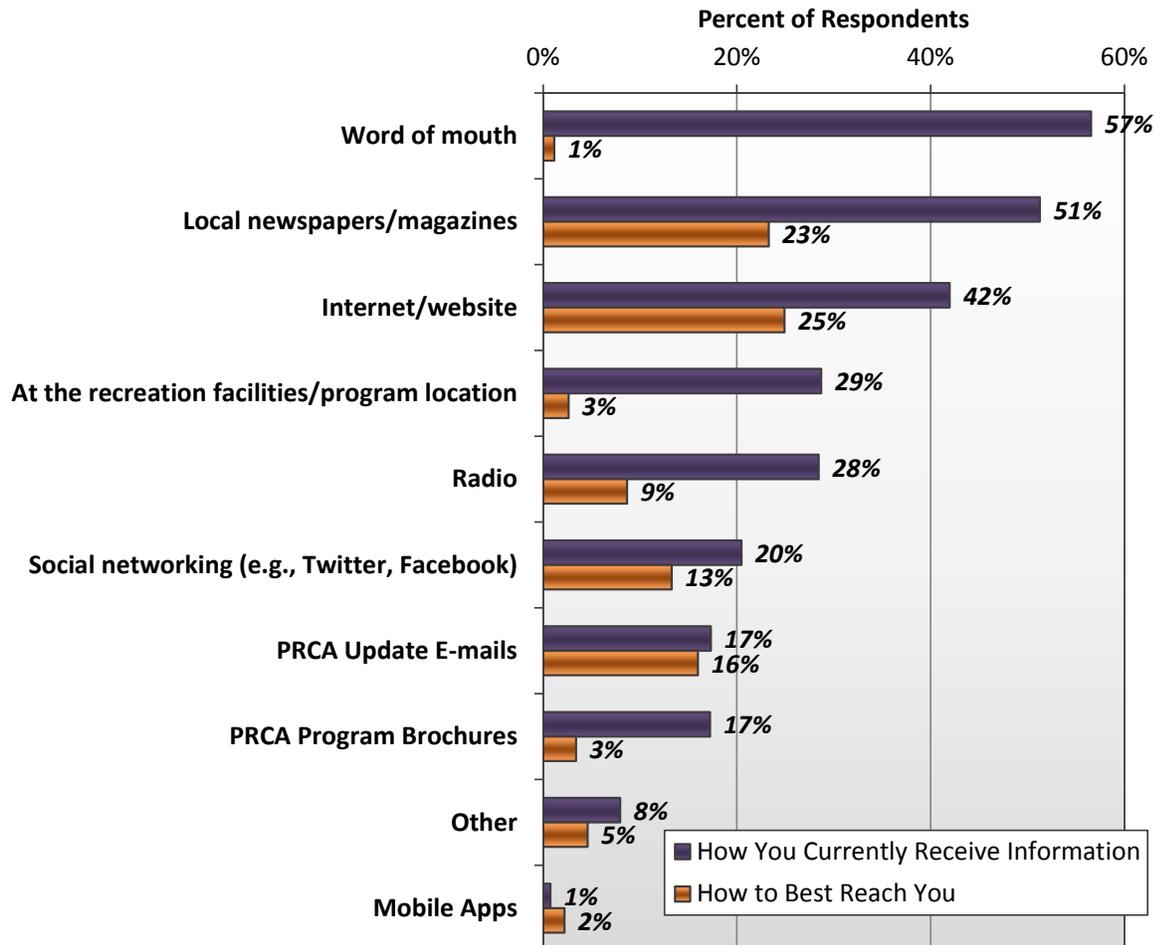


**Current vs. Best Method of Receiving Information**

Respondents indicated how they usually receive information on PRCA recreational facilities, services, and programs (by checking all that applied to them). From this same list, they also indicated their number one preferred method of receiving information, with keeping in mind that “there is a cost to communicating with you.”

- Households most often receive information through word of mouth (57 percent), closely followed by just over half of respondents receive information through local newspapers/magazines.
- Communication outlets that have relatively high shares of respondents receiving information through these methods currently, but relatively low shares of respondents stating this as a preferred outlet for information include: word of mouth (57 percent current vs. 1 percent best), on location (29 percent current vs. 3 percent best), and program brochures (17 percent current vs. 3 percent best).
- The most identified “best” outlets include: Internet/website (25 percent), local newspapers/magazines (23 percent), PRCA update emails (16 percent), and social networking sites (13 percent).

**Figure 32**  
**Communication – Current vs. Best Method of Receiving Information**

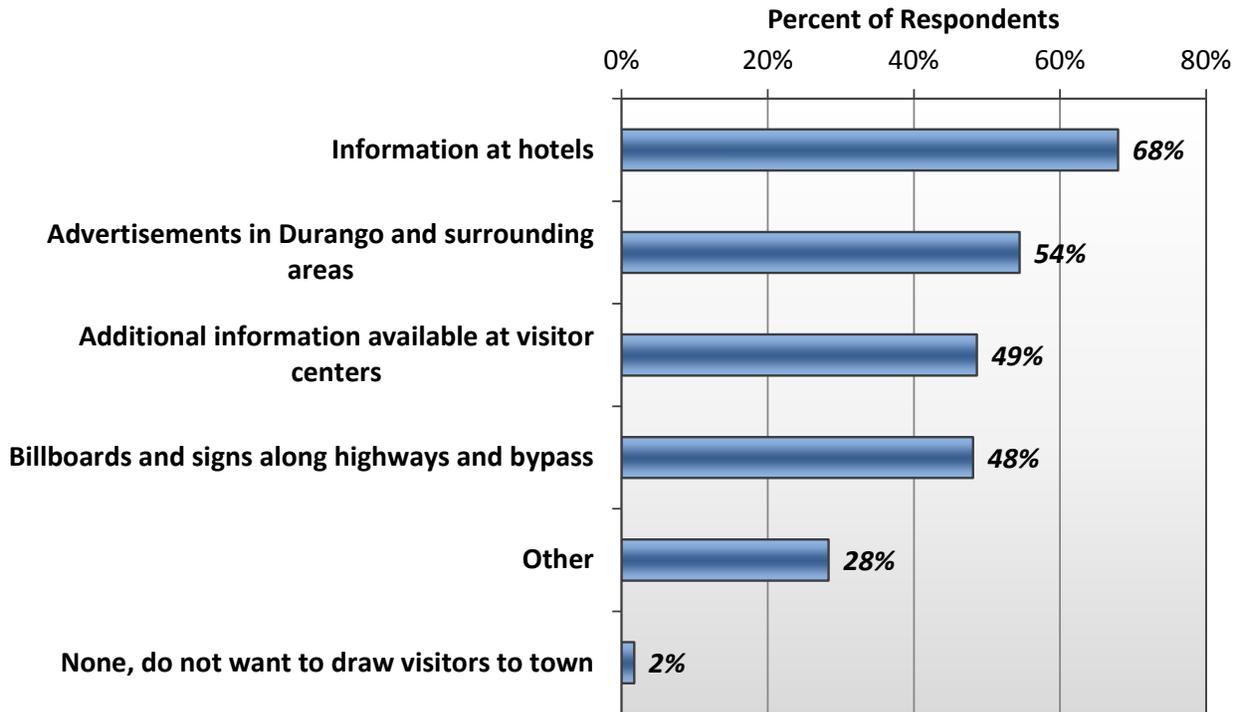


**Methods for Reaching Out-of-Town Visitors and Tourists**

Respondents were additionally asked to provide input regarding the best method for reaching visitors and tourists, in order to draw them to Farmington’s natural resource amenities and special events. Most cited was information at hotels (68 percent), followed by advertisements in Durango and surrounding areas (54 percent), additional information at visitor centers (49 percent), and billboards and signs along highways and bypass (48 percent). Just a slim two percent of respondents indicated they do not want to draw visitors to town.

Just over a quarter of respondents suggested “other” methods of best communicating with visitors and tourists. Some suggestions included via a special visitor website, airline magazines, City website, Facebook, New Mexico Magazine, and TV advertisements, among others.

**Figure 33**  
*Communication – Best Method for Communicating with Visitors/Tourists*



## SUGGESTIONS / OPEN ENDED COMMENTS

Respondents were given the opportunity to list any additional comments or suggestions regarding recreational amenities and activities in the Farmington PRCA. The resulting comments cover a wide variety of issues important to residents as well as a number of specific areas for potential improvements. The full set of comments, which can be found in the appendix, should be viewed in order to understand the extent of issues covered and the specific types and location of these issues.

Overall, there were some themes that emerged, including expanding the trails network, tailoring programs and activities to younger community members, focusing on arts and special events, and modifying payment structures for programs and activities, among others. Several respondents also used this section as an opportunity to compliment the work of the PRCA.

### Example Comments

- *As previously mentioned, the membership fees and other fees are much too high for many parents - especially with multiple children. Perhaps most of these fees can be subsidized or a surcharge placed on all utility bills to help reduce pricing for the children to participate.*
- *I feel that there are enough funds going to support Native American activities and programs. I would support a tax increase if it was directed towards demographics that live within Farmington city limits or bring visitors (outside of the reservation) in to add revenue to the area.*
- *I Love that your taking a survey of what the community thinks. Healthy active lifestyles make healthy communities. thank you, I hope to see some improvements over the next couple of years.*
- *I would like to see the city partner with the elementary school to offer at least 2 days per school year for each class to come swimming as part of the school's PE program.*
- *Please address the need for an Art Center downtown. Programs and activities there would benefit the ambience of the area and would possibly have a positive economic impact also.*
- *Promote more Intellectual interests, get schools involved through field trips, after school programs. sports are adequately funded already. I don't want brute strength -I want more balanced children and adults. Support programs that do this. Creativity should be promoted more than it is in Farmington. Green grass is nice, wonderful indeed but a paintbrush and carving tools use almost no water and the human mind is nourished. If tennis and golf are that important let those in the extremely limited population that use these facilities pay for them from their pockets. Feed the poor, educate the children, don't use my money for rich peoples sports.*
- *We have lots of great facilities that are adequately maintained, if not policed, but need to connect them by paths and safe traffic crossing areas and bike lanes on side streets rather than major thoroughfares.*
- *We would love to see the river park at Westland Park connect to the River Walk.*