

ZENCITY EXECUTIVE SUMMARY

# Parks and Recreation Evaluation Foster City, CA

December 2021



## Executive Summary

This report summarizes the results of a representative survey conducted for Foster City to understand how residents use city parks and the recreation center and get residents' feedback on how to improve them.

927 respondents were recruited online between November 23rd and December 17th using targeted ads on various platforms (e.g., social media, apps for android and apple, local websites) as well as online survey panels and different city channels. Using data from the Census Bureau, this survey employed quotas to match the distributions of race, ethnicity, age, and gender in Foster City.

Since the responses recruited via unaffiliated platforms are more representative and less susceptible to sampling bias, we limited the influence of the city channel responses to 30%. Weighting was used to balance out any remaining differences between the makeup of the survey respondents and the community to ensure representativeness.

There were three parts to the survey:

1. Use of city parks and the recreation center: respondents were asked how often they used parks and the recreation center in Foster City and what their main uses were.
2. Residents' preferences and suggestions: respondents were asked what they would like to see improved in city parks and the recreation center.
3. Breakdown by group characteristics (for details please see full report)

Key findings:

### **1. Use of city parks and the recreation center**

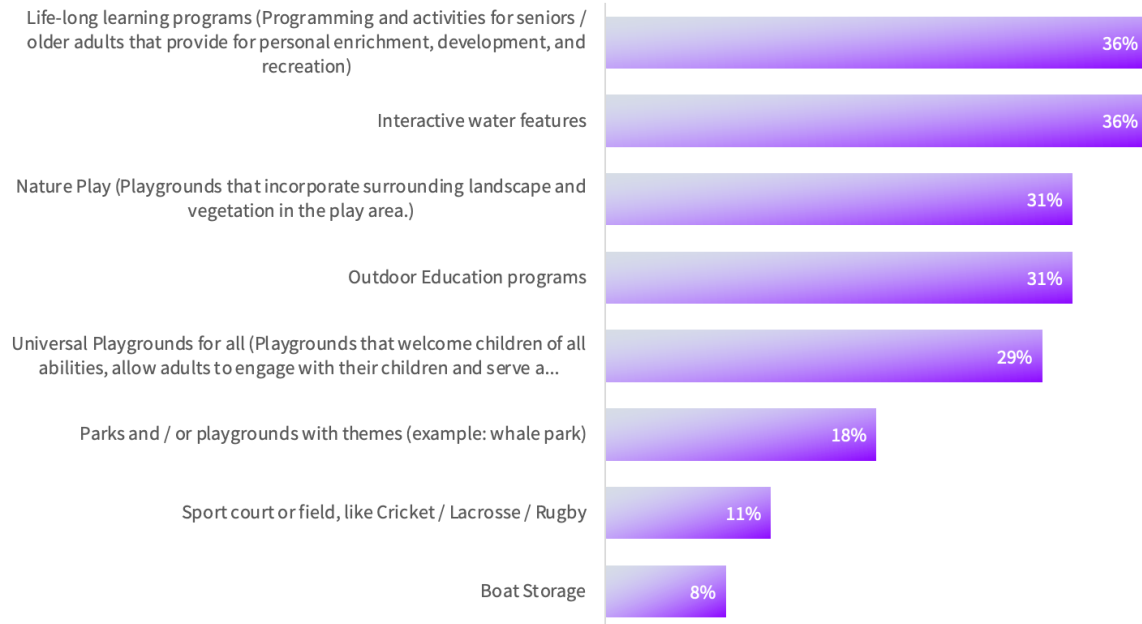
- a. 71% of respondents visit Foster City parks at least once a week, with 43% visiting them every day.
- b. 46% of respondents use the city recreation center once or a few times a year, and 23% never use it.
- c. Respondents mainly use city parks and the recreation center to exercise (59%), attend events (51%), and for picnics and leisure (50%).
- d. Over 50% of respondents use the picnic tables (70%), athletic facilities (60%), and the outdoor amphitheater (58%).

- e. Over 70% of respondents say that almost all amenities are available when they want them. The least available amenity is the pickleball courts, which are only used by 25% of respondents, but they claim that it is available only 56% of the time.
- f. Similar amounts of respondents used parks and the recreation center more(36%), used them less (32%) or didn't change how much they used them (31%). Of those who stated less use, many specifically used the recreation center less, and of those that stated more use, many specifically used parks more. Many of those who used parks and the recreation center the same amount changed how they used them to fit with COVID-19 protocols.
- g. Many respondents don't use the lake at all. The primary uses for the lagoon are kayaking (36% of all respondents) and boating (31% of all respondents). Respondents also mentioned that they enjoy walking around the lake (94 mentions) and enjoying the view (91 mentions).

## **2. Residents' preferences and suggestions:**

- a. Most respondents don't often visit parks and recreation centers in other cities, but 41% do. The groups most likely to visit other cities' parks and recreation centers are parents of children in elementary school (60%) and respondents aged 35-54 (55%).
- b. Respondents say they use parks and recreation centers in other cities mainly due to the fact that they are located conveniently near other destinations (49%). When asked what amenities other cities have that Foster City does not, respondents mentioned things such as swimming pools, better programs for seniors, more sports courts (specifically tennis and pickleball), and better dog parks.
- c. The thing that most limits respondents' ability to use parks and the recreation center in Foster City is lack of time (36%), but some also mentioned a lack of facilities or programs that they desire (21%).
- d. Respondents would most like to see additional amenities such as lifelong learning programs (36%) and interactive water features (36%) in Foster City parks.
- e. Respondents would most like the recreation center to offer a cafe (61%) or arts and performances programs (37%).
- f. Respondents would most like to see a restaurant or a cafe (36%) or an outdoor seating area (29%) added to the recreation center facilities.

**Question: Are there park amenities that are not currently offered that you would like to see?**



**Question: Which Recreation Center programs or amenities that are not currently offered (or offered on a limited basis) would you like to see?**

