



City of Ontario Recreation & Parks Master Plan Survey

January 2020



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Introduction

The purpose of this survey program was to gather community feedback on City of Ontario Recreation and Parks amenities and programs, and to provide a statistical foundation to support future planning. Survey input is intended to assist the City in developing parks, open spaces, and trails and programs that reflect the community's needs and desires.



Survey Methods

■ Invite Sample: n=270 +/- 5.9 Margin of Error



Survey was mailed to a sample of City of Ontario residents using a list provided by Melissa Data, a commercial vendor. This survey was available in English and Spanish.

Using U.S. Census Data, the underlying data from the Invite sample survey were weighted by Hispanic/Latino/Spanish origin and age to more closely match the actual population profile of City of Ontario residents.

■ Open Link Sample: n=663



Online survey made available to residents in the City of Ontario through a variety of publicized contacts of the Department of Recreation and Parks including camping lists, web site, and social media. This survey form was available in English and Spanish.

Sample sizes include completed surveys as well as partially completed surveys. Sample sizes vary by question and are labelled in figures throughout the report.

933

Total Surveys

Key Findings

INTERPRETING THE RESULTS



The survey consisted of a “statistically valid” Invite survey based on a random sampling of residents of Ontario, together with Open responses that were obtained from interested residents based on announcements through email lists, newsletters, public meetings, etc. While both sets of responses are important and valid, the Invite responses receive particular attention in this report.

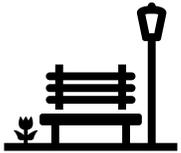
SATISFACTION WITH ONTARIO PARKS, FACILITIES, AND RECREATION SERVICES



Satisfaction with parks, recreation facilities, and recreation programs/services were rated, and more than 63% of Invite respondents provided high ratings of satisfaction, either a “4” or “5” in all four categories. About 9% - 15% indicated dissatisfaction, providing a rating of 1 or 2 on the scale. These measures provide a metric to evaluate the overall programs in the future.

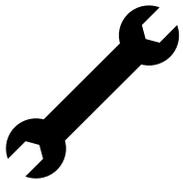
Key Findings

Current Usage



From a list of 41 City parks and facilities, respondents were most likely to have used Westwind Park within the last 12 months (31%), followed by Ontario Town Square (23%), De Anza Park (21%), and Westwind Community Center (21%). The same four facilities were also identified as the most-used facilities by respondents. The greatest share of respondents live closest to Westwind Park, followed by Anthony Munoz Park, and John Gavin Park. For 60% of the Invite sample, their closest park/facility is also their most-used park/facility.

Parks/Facilities in Need of Maintenance



Results indicate that De Anza Park, cited by 11% of respondents, is in most in need of major improvements or additional amenities in order to become a better-quality park that can support recreational needs into the future. It was followed by John Galvin Park (8%), Anthony Munoz Park (7%), and Whispering Lakes Golf Course & Dog Park (7%); all were identified as in relatively higher need of improvement. It is notable, however, that about 40% of respondents didn't know which parks were in most need of maintenance. In general, the Open Link respondents were more familiar with parks and amenities and identified more maintenance needs.

Key Findings

Transportation



On average, it takes respondents 14 minutes to walk to their closest park, with nearly three-quarters of respondents indicating that it takes them 15 minutes or less. Motor vehicles are both the transportation method most typically utilized by respondents (75%), as well as the most-preferred mode of transportation (53%). Data suggest that there is significant use of modes other than motor vehicles, and strong interest in other options for the future.

Additional Connections



The survey asked about potential use of additional trail connections, bike lanes, pedestrian walkways, and/or street crossings if developed. Results indicate that residents would likely walk or ride bicycles to parks and facilities more often (4.1 average/5). Over half of respondents, 51%, indicated that they “definitely would” walk or ride bicycles more often if available.

Key Findings

WHAT IS IMPORTANT TO RESIDENTS & HOW WELL ARE NEEDS BEING MET?

The survey shows that trails and pathways, amenities at City parks (e.g. picnic areas, restrooms), and City parks and open spaces are the most important existing facilities and amenities out of a list of six categories that were rated.



Special events, youth clubs/camps and sports programs, and adult recreation and sport programs were the most important programs and services based on ratings of eight categories.

These importance ratings were then coupled with results from a question that asked how well the needs of the residents are being met across these same categories. The resulting analysis presents a means of identifying what is important and how well the city is doing. Facilities and services that are very important and performing well include amenities at City parks, City parks and open spaces. The survey results show, in relatively clear terms, that trails and pathways, and to a lesser extent special events received above average importance ratings but below average needs-met ratings. Trails and special events are key areas that could be targeted for improvement. Generally speaking, facilities and amenities were rated as more important and better meeting needs than programs and services.

Key Findings

IMPEDIMENTS TO USE



The survey asked what hinders use of facilities, programs, and services. A lack of awareness of programs/facilities was identified most often by a large margin (34% of Invite respondents). Safety and security, overall condition/maintenance of locations, and hours of operation/time offered were all secondary deterrents among the Invite sample, but all were identified by a sizeable group (19% or more). The opportunity to expand awareness through communications of many types is a clear opportunity indicated by survey responses. This topic is further noted in the two findings below.

COMMUNICATIONS



When asked about the “effectiveness” of communications, about two in five Invite respondents rated the City of Ontario effective or very effective (4 or 5). However, about one in five (22%) rated the effectiveness of receiving information in the low category (1 or 2). Clearly, there is an opportunity to target and improve on these results.

The greatest share of respondents, about 2 in 5, currently receive parks and recreation related information via the City of Ontario website, followed by word of mouth, social media, and local media; however, respondents indicate that email is the best way to reach them with information.

Key Findings

PRIORITIES FOR THE FUTURE



The survey contained several questions aimed at understanding future needs. In terms of most important needs to be addressed by the City over the next 5 – 10 years, the top priorities were to add more trails and walking areas in or outside of parks, add more linear parks that include natural areas with paths, and expand current park amenities and activities.

Topping this list of non-traditional recreation facility and/or activities were walking trails, improved lighting, and botanical gardens. The Open Link sample was especially likely to indicate spray-grounds/splash pads for water fun.

WiFi at every park was the top technology that respondents would like to see implemented at parks and community centers, cited by over half of respondents. Interactive kiosks and park-related mobile apps were also commonly identified.

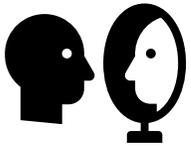
Special-Use Fields



Roughly three quarters of respondents in each sample would visit their local school playground or sports field if the City had joint-use agreements with the school districts. Fifty-eight percent of Invite sample respondents believe there are enough special-use fields in the City, compared to 49% of open-link sample respondents.

Key Findings

PARKS, RECREATION, & OPEN SPACE PURPOSES



The most-highly rated purpose of parks, recreation, and open space among the Invite sample was providing a high level of safety and security at facilities. Ensuring parks and recreation opportunities are accessible to all residents, and encouraging active lifestyles and promoting health, wellness, and fitness were also identified as important.

IMPACTS OF COVID-19 ON PARKS & RECREATION



The survey instrument acknowledged that this study is being done during the pandemic and posed several relevant questions. Most respondents, 85%, are now more appreciative of their access to parks having experienced pandemic-related closures. Over half, 57%, feel the City handled closures appropriately during the COVID-19 pandemic.

In light of likely budget constraints due to the pandemic, respondents feel the city should prioritize increasing maintenance, repairs, and security improvements. Secondly, they should focus on upgrading and retrofitting existing facilities throughout the City.

Key Findings

OPEN ENDED COMMENTS



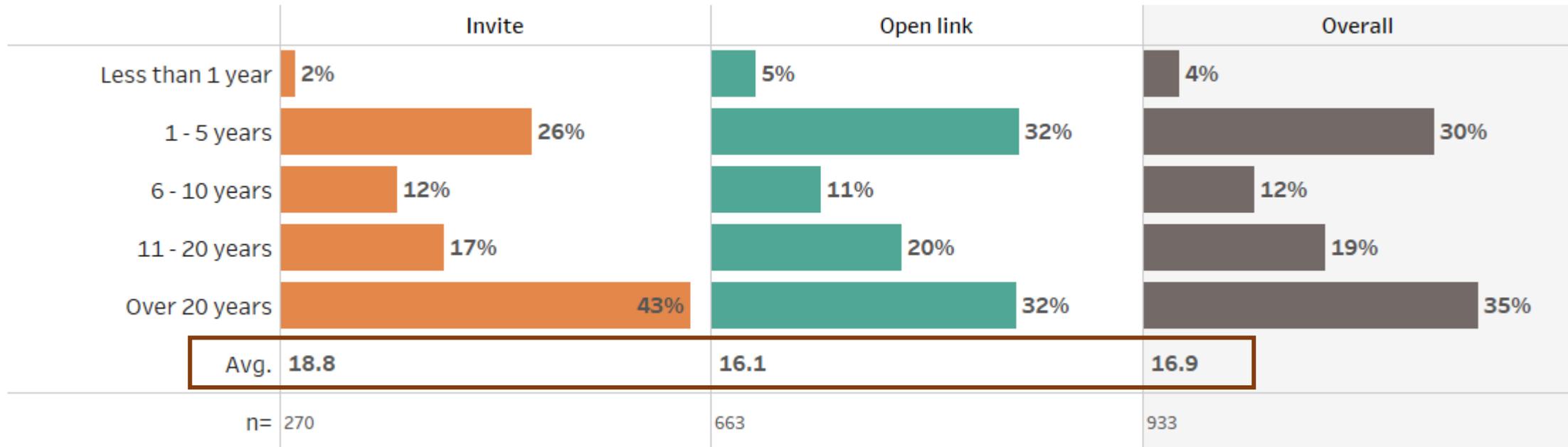
The survey generated an extensive number of open-ended comments that provide additional insight on many topics that were explored. These comments have been presented verbatim under separate cover. In addition, a sampling of a few representative comments is included in this report. The thoughtful, and in many cases very specific and detailed suggestions, are worthy of further consideration as some of the specifics of the Plan develop and priorities are probed.

Demographics

Time in City of Ontario

The survey included a series of demographic questions that provide an overall profile of survey respondents and a means of segmenting (crosstabulating) responses. Invite respondents have lived in the City of Ontario an average of 19 years, with 28% residing there 5 or fewer years, 39% 6 – 20 years, and 43% over 20 years. Open link respondents have resided in Ontario an average of 16 years and were more likely to have lived in Ontario 5 or fewer years (37%).

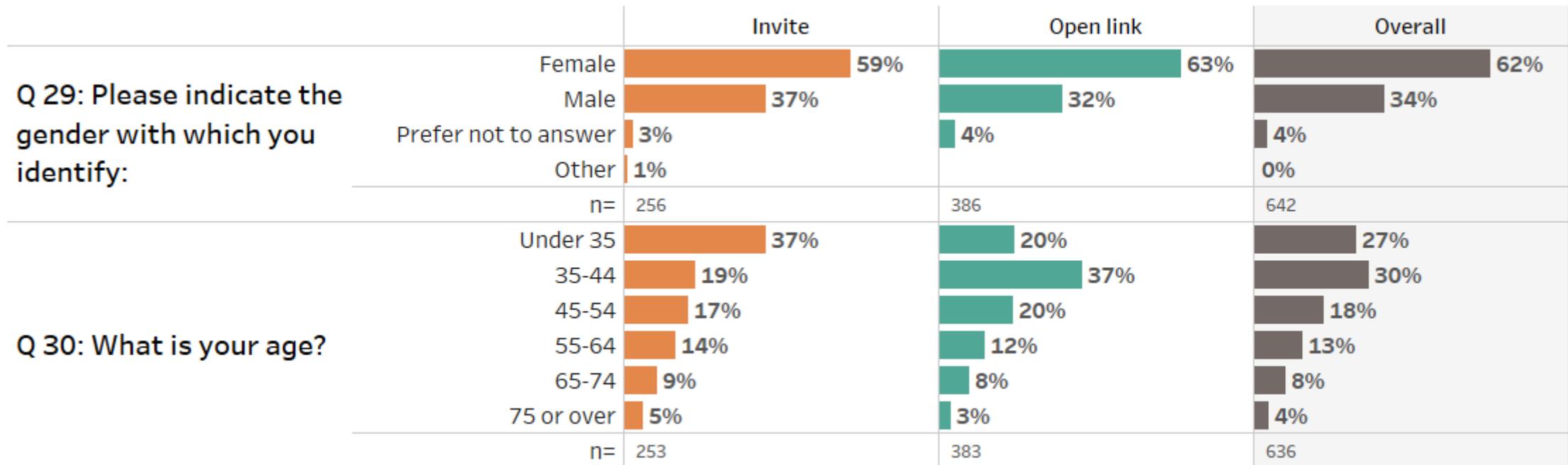
Q 1: How long have you lived in the City of Ontario?



Source: RRC Associates and KTUA

Gender & Age

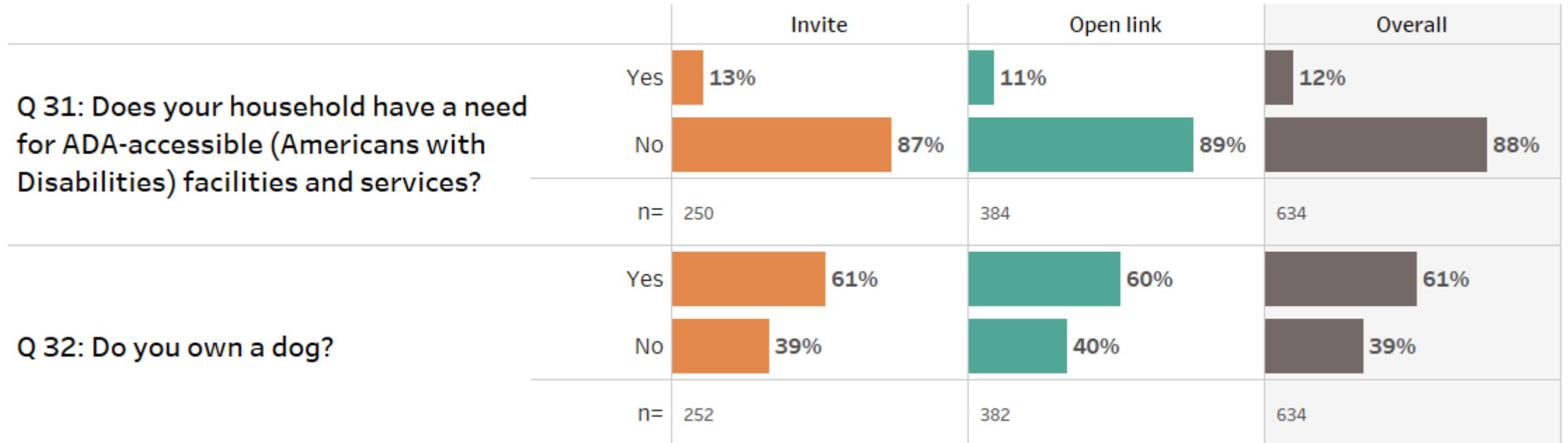
Female respondents were more likely than males to participate in the survey (59% vs. 37% among the Invite sample). Despite this difference, analysis showed responses from males and females were similar enough that the data did not warrant being weighted by sex. 37% percent of the Invite sample was under 35 years of age, while 36% were between 35 and 54, and 27% were aged 55 or older.



Source: RRC Associates and KTUA

ADA Accessibility & Dog Ownership

13% of Invite respondents live in households with a need for ADA-accessible facilities and services. 61% of Invite respondents are dog owners.

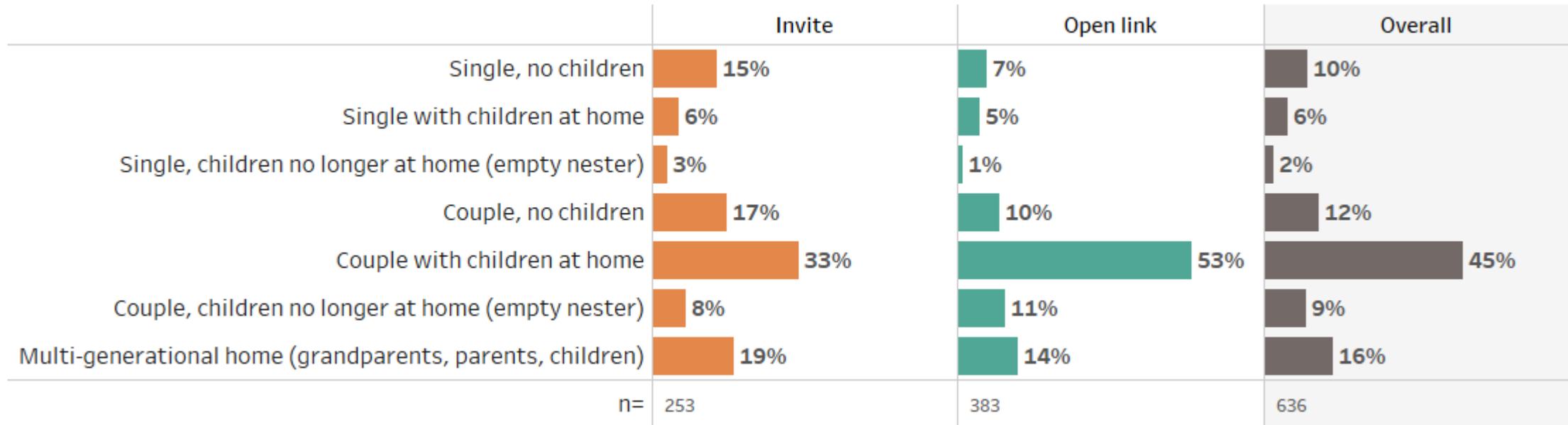


Source: RRC Associates and KTUA

Household Makeup

39% of Invite respondents have children at home, 32% do not have children, 11% no longer have children at home (“empty-nesters”), and 11% live in multi-generational households. Open link respondents were more likely to have children at home (58%), a demographic difference that accounts for some of the differences in results among Open Link respondents.

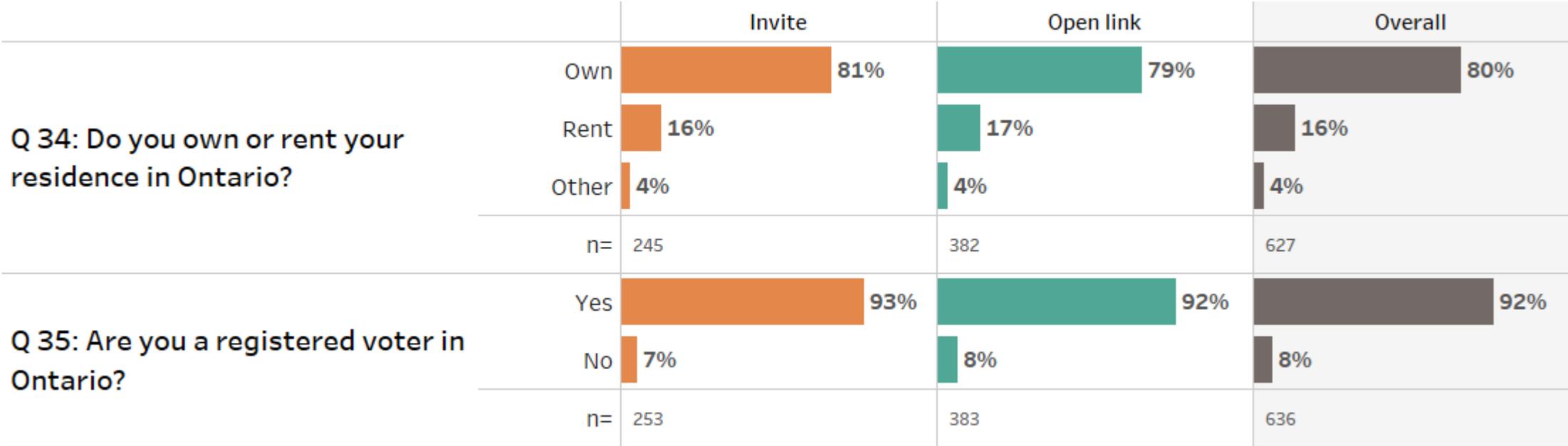
Q 33: Which of these categories best applies to your household?



Source: RRC Associates and KTUA

Own vs. Rent & Voter Registration

Four in five (81%) Invite respondents own while 16% rent their residence in Ontario. A large majority, 93%, are registered voters. Responses among the Invite and Open Link samples are similar.



Source: RRC Associates and KTUA

Hispanic Origin & Race

Invite sample data was weighted according to the American Community Survey. As such, the share of respondents of Hispanic/Latino/Spanish origin accurately represents the City of Ontario. Open link respondents were slightly less likely to be of Hispanic/Latino/Spanish origin. 64% of respondents describe their race as white, and 27% are “some other race.” The remaining races account for 8% or fewer respondents each.

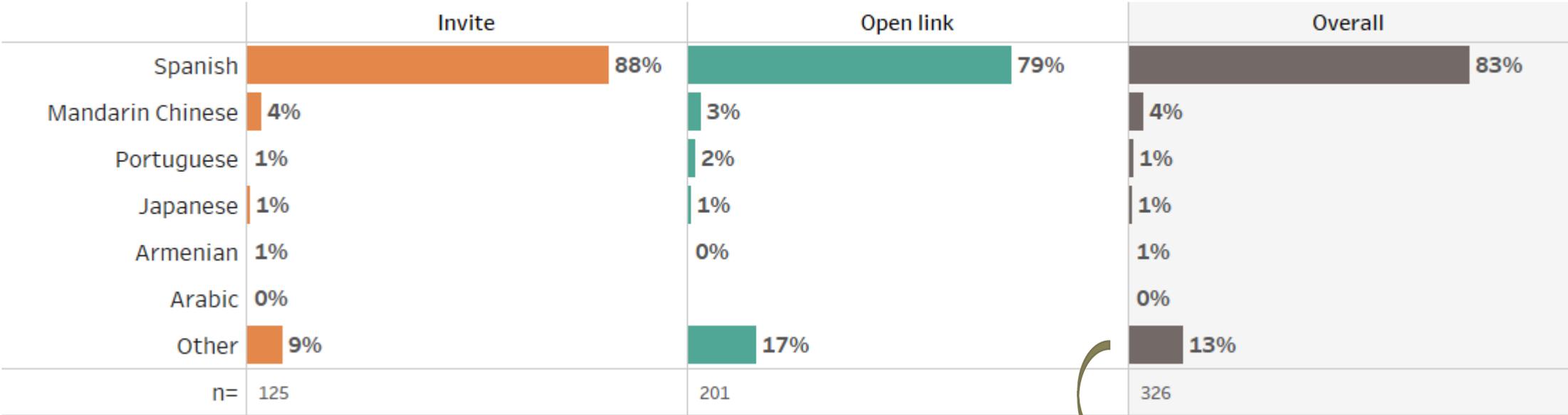
		Invite	Open link	Overall
Q 36: Are you of Hispanic, Latino or Spanish origin?	Yes	69%	52%	59%
	No	31%	48%	41%
	n=	248	375	623
Q 37: What race to you consider yourself to be? (Check all that apply)	White	64%	61%	62%
	Some other race	27%	23%	24%
	Asian	8%	9%	9%
	Black or African American	5%	8%	6%
	American Indian and Alaska Native	7%	6%	6%
	Native Hawaiian and Other Pacific Islander	2%	2%	2%
	n=	235	358	593

Source: RRC Associates and KTUA

Other Languages

Besides English, Spanish is the most-used language in Ontario households by a large margin, followed by Mandarin Chinese. Among the 13% of overall respondents that indicated “other,” the most prevalent write-in response was Tagalog, accounting for roughly 3% of total responses.

Q 38: Are there any languages other than English used in your household to communicate? If so, please indicate below (Check all that apply)



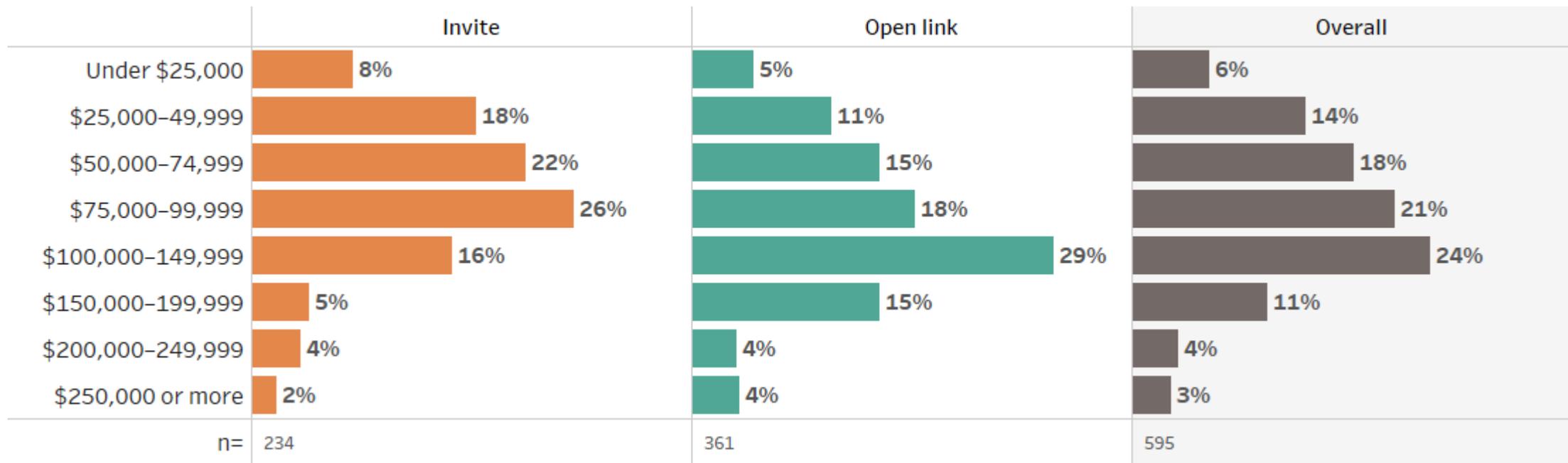
Tagalog: 3%

Source: RRC Associates and KTUA

Household Income

Nearly half (48%) of Invite respondents reported an annual household income of less than \$75,000. Roughly 42% earn between \$75,000 and \$149,000, while 11% earn more than \$150,000. The Open Link sample skews slightly more affluent and has a larger share of respondents earning over \$100,000 annually.

Q 39: Which of these categories best describes the total gross annual income of your household (before taxes)?



Source: RRC Associates and KTUA

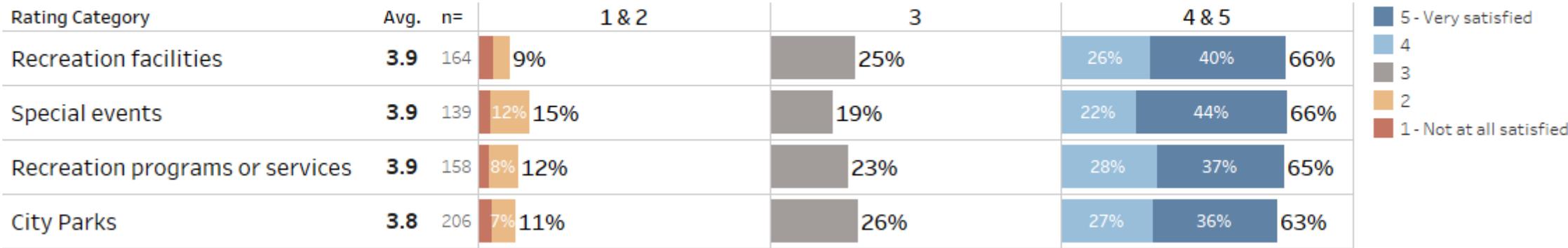
Satisfaction & Current Usage

Satisfaction

Invite Sample

Resident satisfaction was rated through the survey. Across four categories evaluated, between 63% and 66% (roughly two-thirds) of invite respondents are satisfied with the overall quality of Ontario parks, recreation programs/services, facilities, and events (responding “4” or “5 – Very satisfied”). Satisfaction was highest for recreation facilities, followed by special events, recreation programs or services, and city parks. While special events rank second in terms of their average rating, they also received the greatest share of dissatisfied respondents (15% responding 1 & 2).

Q 2: How satisfied has your household been with the overall quality of parks, recreation programs/services, facilities, and events you have used in the past 12 months? (Please respond in the context prior to the impacts due to COVID-19) Invite Sample Only



Categories are sorted in descending order by the average rating.
Source: RRC Associates and KTUA

Satisfaction

Average Rating by Sample

The following figure compares the mean rating of the Invite and Open Link samples. In each category, the Open Link respondents were slightly less satisfied relative to Invite respondents, especially with the quality of Ontario recreation facilities.

Q 2: How satisfied has your household been with the overall quality of parks, recreation programs/services, facilities, and events you have used in the past 12 months? (Please respond in the context prior to the impacts due to COVID-19)

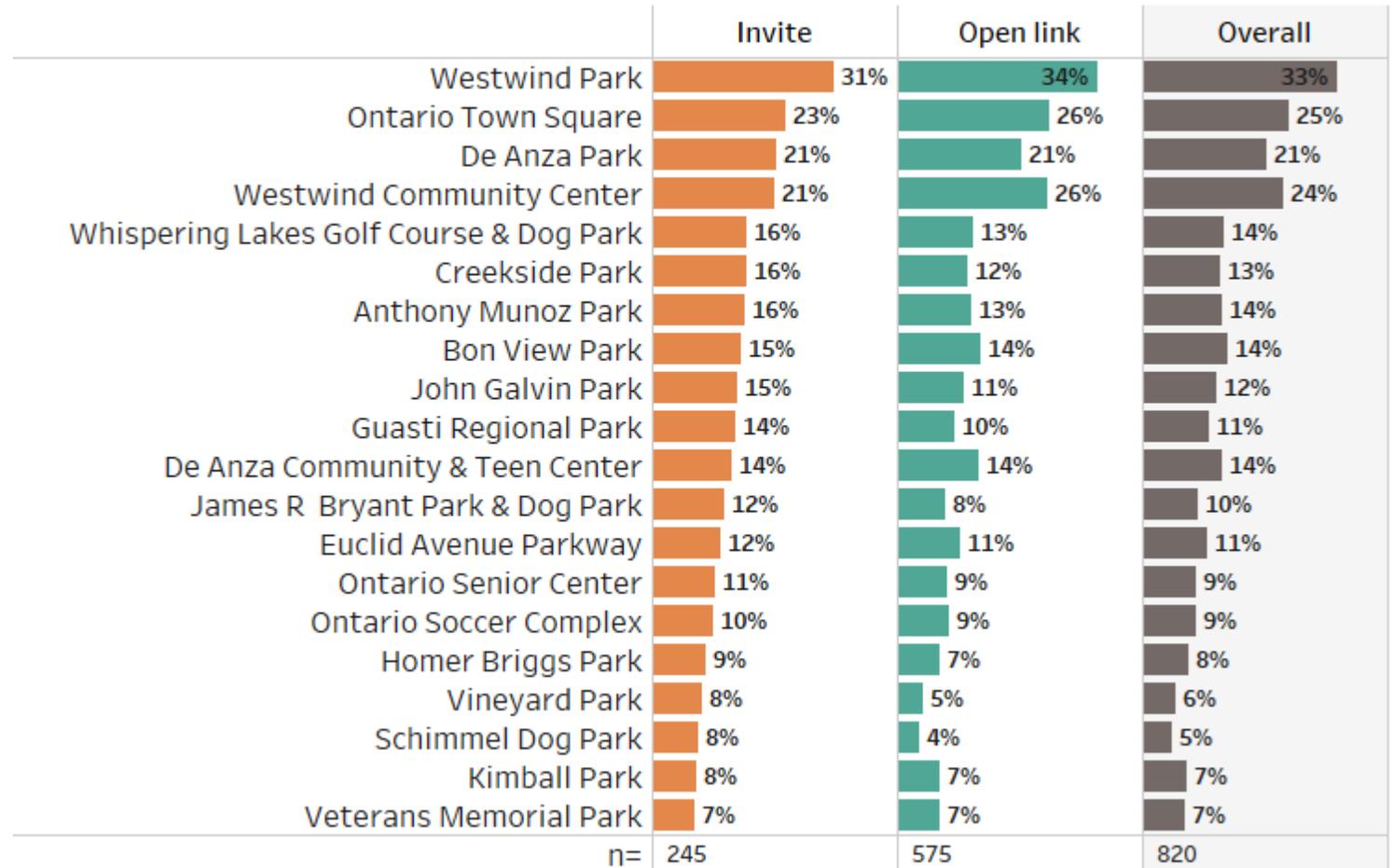
	Invite	Open link	Overall
Recreation facilities	n=164 3.9	n=488 3.6	n=652 3.7
Special events	n=139 3.9	n=476 3.7	n=615 3.8
Recreation programs or services	n=158 3.9	n=505 3.6	n=663 3.7
City Parks	n=206 3.8	n=555 3.6	n=761 3.6

Source: RRC Associates and KTUA

Parks/Recreation Facility Usage (1 of 2)

From a list of 41 City parks and recreation facilities, the most-used facility is Westwind Park, with 31% of Invite respondent households indicating usage within the previous 12 months. Ontario Town Square was second (23%), followed by De Anza Park, and Westwind Community Center (21%). The rank order of facilities is similar between the two samples; however, Open Link respondents were more likely to have used the Westwind Community Center. The figure at right portrays the top 20 facilities only, while the remaining facilities are shown on the following slide.

Q 3: Which city parks/recreation facilities have been used by your household in the past 12 months? (Check all that apply)

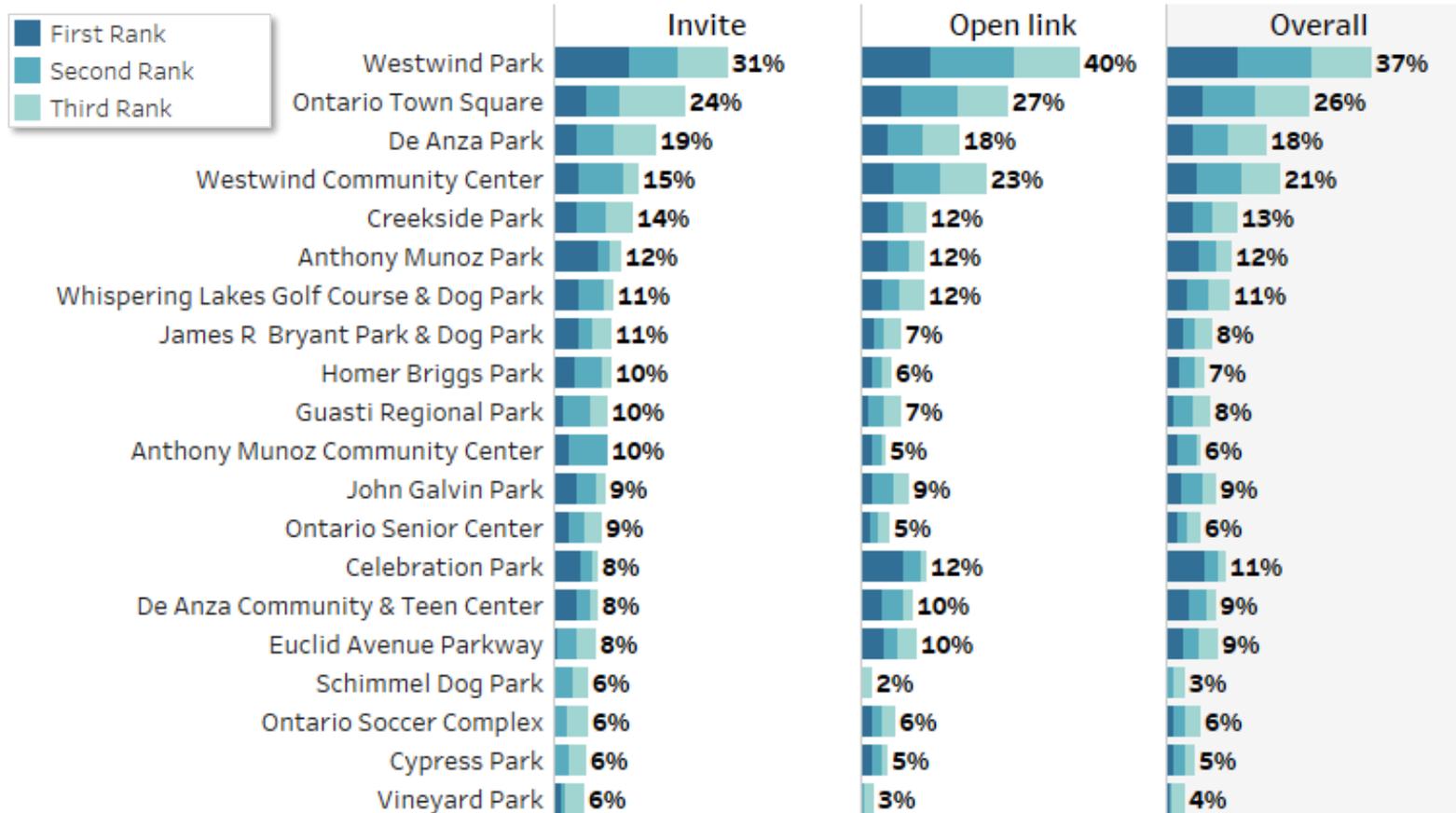


Parks/Recreation Facility Usage (2 of 2)

	Invite	Open link	Overall
West Cucamonga Creek Trail	7%	4%	5%
Celebration Park	7%	10%	9%
Anthony Munoz Community Center	7%	9%	8%
Jay Littleton Ball Park	6%	5%	5%
South Bon View Park	6%	5%	6%
Centennial Park	6%	8%	8%
Cypress Park	6%	4%	5%
Dorothy A Quesada Community Center	6%	11%	10%
Ontario Motor Speedway Park	5%	3%	4%
Armstrong Community Center	5%	11%	9%
Grove Memorial Park	5%	4%	4%
MT View School Park	5%	4%	4%
North Celebration Park	4%	6%	5%
Del Rancho Park	3%	2%	2%
Ranch Park	3%	2%	2%
Conservation Park	3%	5%	4%
James Galanis Park	3%	1%	1%
Sam Alba Park	2%	1%	2%
George Gibbs Park	2%	1%	1%
Nugent's Park	2%	1%	1%
Veterans Memorial Community Center	1%	2%	2%
Other	8%	8%	8%
n=	245	575	820

Most-Used Facilities (1 of 2)

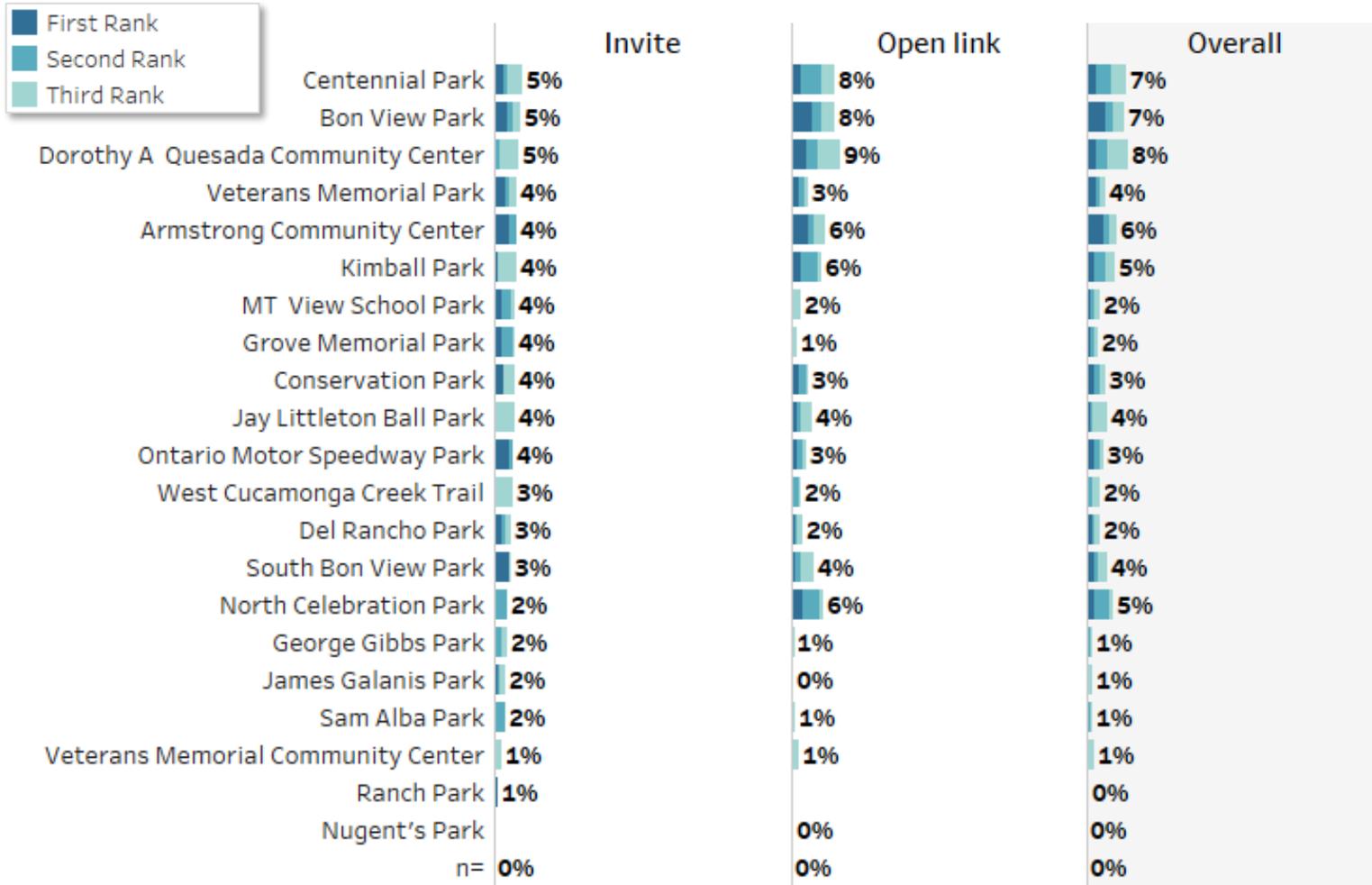
Q 4: From the list in the previous question, which THREE parks/recreation facilities does your household use most frequently?



Respondents were also asked to identify which three parks and recreation facilities their household uses most frequently. The figure at left portrays the percent that identified a facility within their top three most-used facilities. The top four facilities identified among the Invite sample were the same as in the previous question: Westwind Park, Ontario Town Square, De Anza Park, and the Westwind Community Center.

Source: RRC Associates and KTUA

Most-Used Facilities (2 of 2)

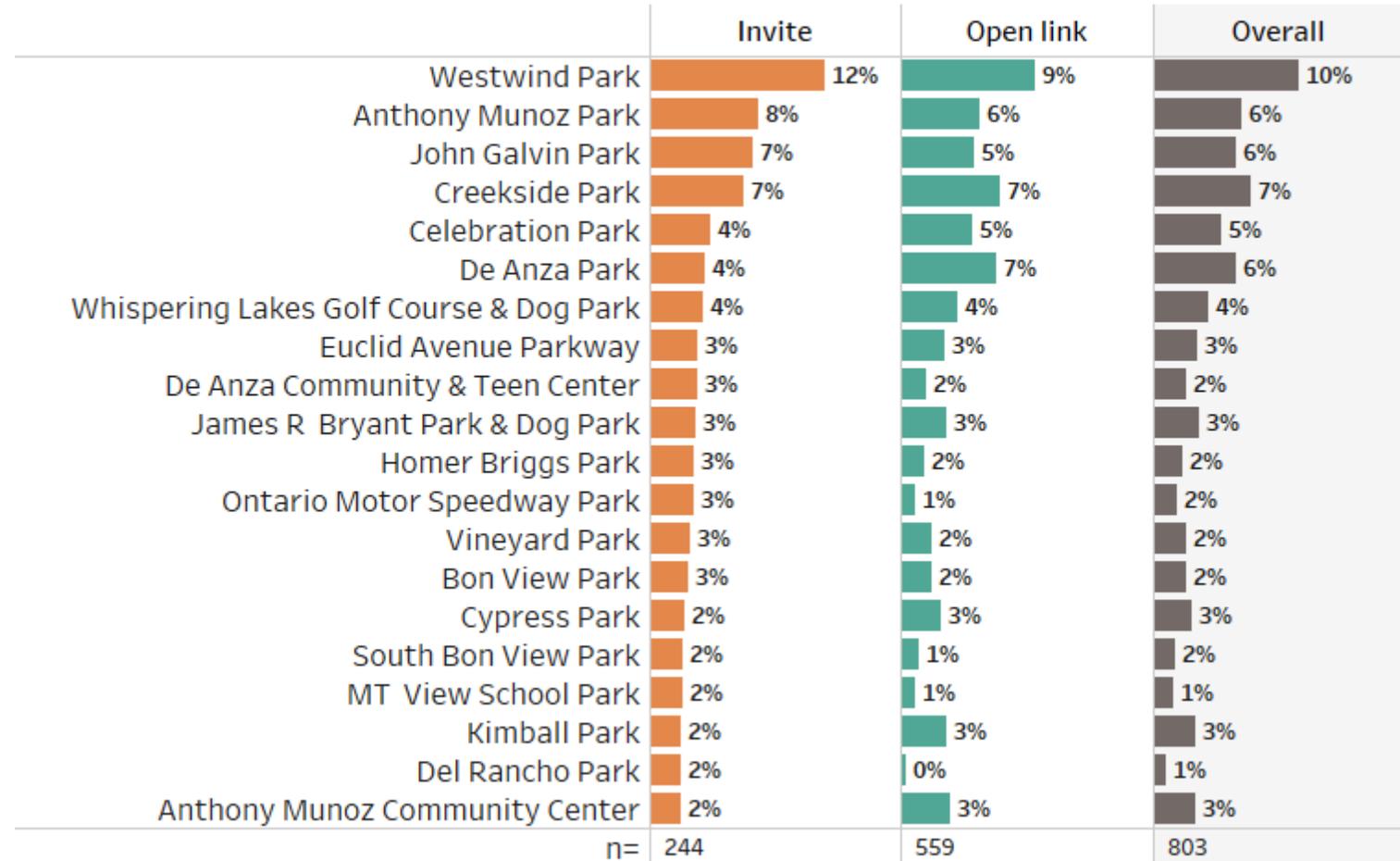


Source: RRC Associates and KTUA

Closest Park (1 of 2)

The greatest share of respondents live closest to Westwind Park (12%), followed by Anthony Munoz Park (8%), John Galvin Park (7%), and Creekside Park (7%). The remaining parks were all cited by 4% or fewer of respondents.

Q 5: From the same list of parks in the previous question, which park do you live closest to?

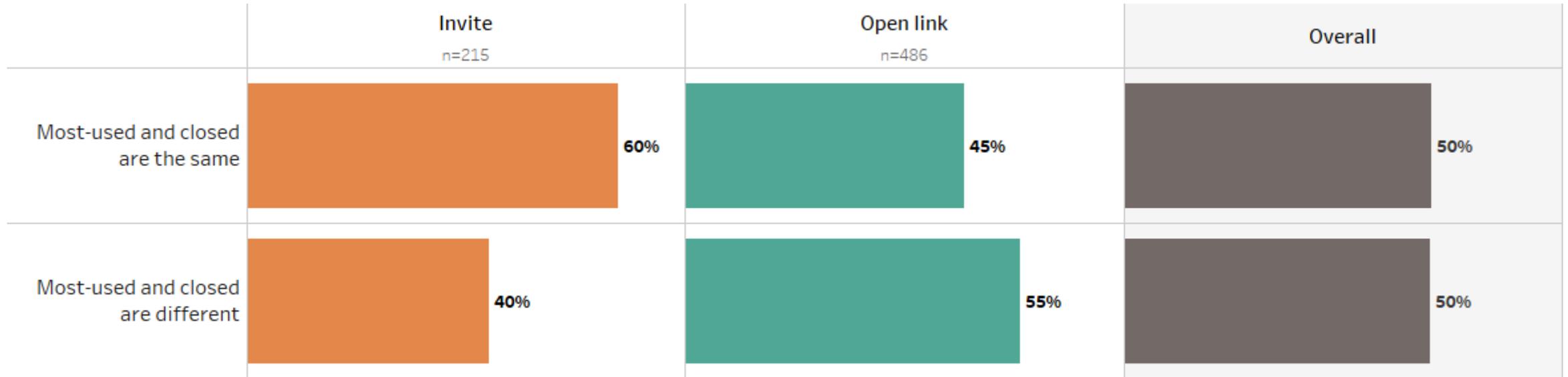


Closest Park (2 of 2)

	Invite	Open link	Overall
Veterans Memorial Park	2%	1%	2%
Westwind Community Center	2%	4%	4%
Ontario Town Square	2%	5%	4%
Ontario Senior Center	2%	1%	1%
Grove Memorial Park	1%	0%	1%
Armstrong Community Center	1%	0%	1%
Centennial Park	1%	2%	2%
North Celebration Park	1%	3%	2%
Ranch Park	1%	0%	0%
Conservation Park	1%	1%	1%
Schimmel Dog Park	0%	0%	0%
West Cucamonga Creek Trail	0%		0%
Sam Alba Park	0%	0%	0%
James Galanis Park	0%		0%
Guasti Regional Park	0%	1%	1%
George Gibbs Park	0%	0%	0%
Jay Littleton Ball Park	0%	1%	1%
Dorothy A Quesada Community Center		1%	1%
Ontario Soccer Complex		1%	1%
Don't know	2%	6%	5%
Other	1%	2%	2%
n=	244	559	803

Most-Used and Closest Park

For 60% of Invite respondents, their most-used park is also their closest, while for 40% of respondents their most-used park differs from their closest park. Open link respondents are more willing to travel and less likely to identify the same park in both questions.



Source: RRC Associates and KTUA

Parks/Facilities in Need of Maintenance (1 of 2)

Q 6: Which of the city parks/recreation facilities, if any, do you feel needs major improvements and additional amenities to become a better-quality park that can support recreational needs into the future? (Check all that apply)

	Invite	Open link	Overall
De Anza Park	11%	16%	14%
John Galvin Park	8%	11%	10%
Anthony Munoz Park	7%	9%	8%
Whispering Lakes Golf Course & Dog Park	7%	7%	7%
Westwind Park	6%	11%	9%
Creekside Park	6%	6%	6%
Guasti Regional Park	5%	4%	5%
Bon View Park	4%	6%	6%
Vineyard Park	4%	2%	3%
Westwind Community Center	4%	7%	6%
De Anza Community & Teen Center	4%	7%	6%
Ontario Motor Speedway Park	3%	1%	2%
James R. Bryant Park & Dog Park	2%	3%	3%
West Cucamonga Creek Trail	2%	1%	1%
Del Rancho Park	2%	1%	2%
MT View School Park	2%	3%	3%
Centennial Park	2%	3%	2%
Schimmel Dog Park	2%	2%	2%
Jay Littleton Ball Park	2%	3%	3%
South Bon View Park	3%	1%	2%
n=	235	492	727

Respondents were most likely to identify De Anza Park as most needing major improvements or repairs. The next most-cited Park was John Galvin Park (8%), followed by Anthony Munoz Park (7%) and Whispering Lakes golf Course & Dog Park (7%). The remaining parks and facilities had 6% or fewer respondents identifying them as in most-need of maintenance. 40% of respondents did not know which park was in most need of maintenance (portrayed on the following slide).

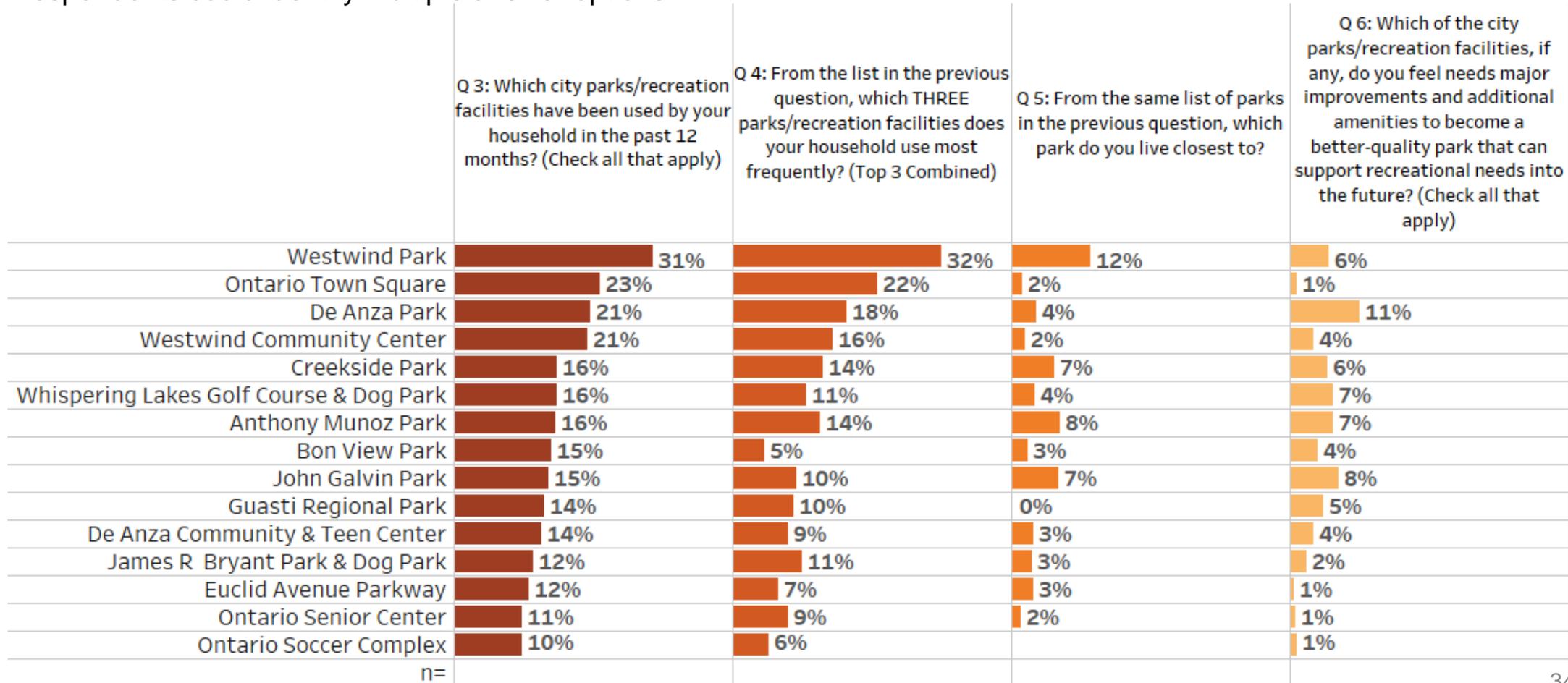
Parks/Facilities in Need of Maintenance (2 of 2)

	Invite	Open link	Overall
Veterans Memorial Park	2%	4%	3%
Ranch Park	2%	1%	1%
Anthony Munoz Community Center	2%	6%	4%
Homer Briggs Park	1%	2%	2%
Celebration Park	1%	3%	2%
North Celebration Park	1%	2%	2%
James Galanis Park	1%	0%	1%
Grove Memorial Park	1%	1%	1%
Ontario Soccer Complex	1%	1%	1%
Kimball Park	1%	5%	3%
Ontario Town Square	1%	3%	2%
Veterans Memorial Community Center	1%	2%	2%
Ontario Senior Center	1%	3%	2%
Cypress Park	1%	4%	3%
Euclid Avenue Parkway	1%	5%	3%
Dorothy A Quesada Community Center	1%	4%	3%
Sam Alba Park	1%	2%	2%
Armstrong Community Center	0%	2%	2%
Conservation Park	0%	1%	1%
George Gibbs Park	0%	1%	0%
Nugent's Park	0%	1%	1%
Don't know	40%	32%	35%
Other	1%	1%	1%
n=	235	492	727

Current Parks/Recreation Facilities

Invite Sample

The following figure puts the results of the four parks/facility-related questions side-by-side for the Invite sample in order more easily enable comparisons across questions. It portrays the top 15 parks most likely to have been used by respondent households in the previous 12 months. Questions three and four were multiple response questions, meaning respondents could identify multiple answer options.



Time to Closest Park

On average, it takes Invite sample respondents 14 minutes to walk one-way to the closest park, community center, and or other recreation facility from their home. For nearly three quarters of respondents, it takes 15 minutes or less. Responses among the Invite and Open Link samples are similar.

Q 7: If you and/or a member of your household were to walk to the closest park, community center and/or other recreation facility to your home, approximately how long would it take to get there (one direction)?

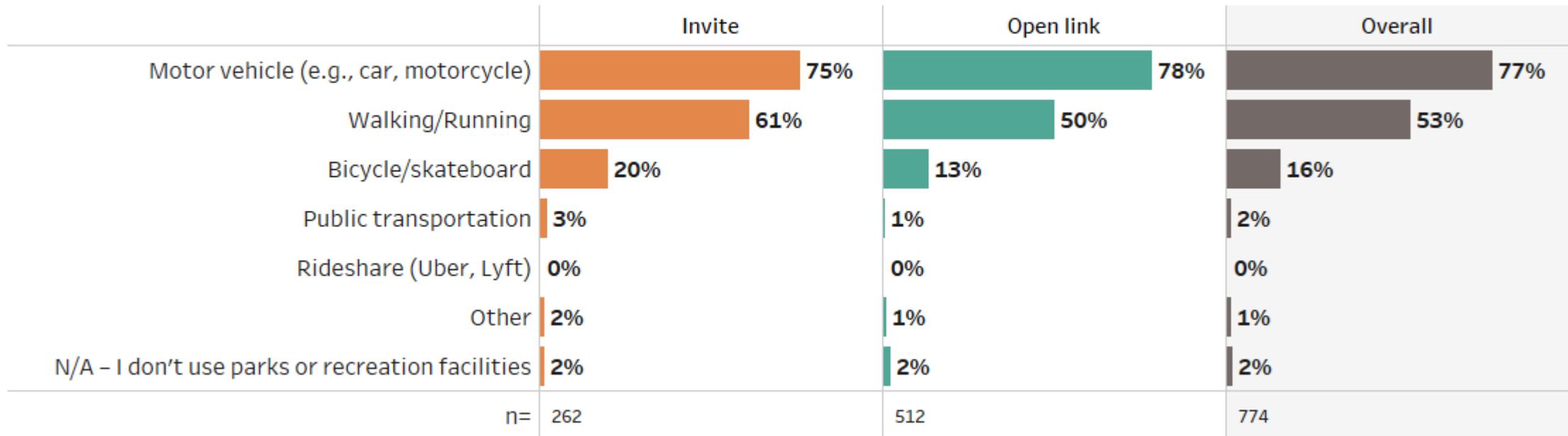
	Invite	Open link	Overall
15 minutes or less	74%	74%	74%
16 - 30 minutes	21%	22%	22%
31 - 45 minutes	4%	3%	3%
46 - 60 minutes	1%	1%	1%
Over 1 hour		0%	0%
Avg. Minutes	14.0	13.9	13.9
n=	225	427	652

Source: RRC Associates and KTUA

Mode of Transportation

Three quarters of respondents typically utilize a motor vehicle (car/motorcycle) to visit parks, community centers, and/or recreation facilities. 61% walk or run, followed by 20% that bicycle/skateboard. Invite respondents selected an average of 1.6 modes of transportation, indicating many “typically” use multiple modes. Relative to the Open Link sample, Invite respondents were slightly less likely to drive and slightly more likely to utilize alternative means of transportation, although use of public transportation and rideshares was small (3%).

Q 8: When you and/or your household visit parks, community centers and/or recreation facilities, which mode(s) of transportation do you typically use? (Check all that apply)

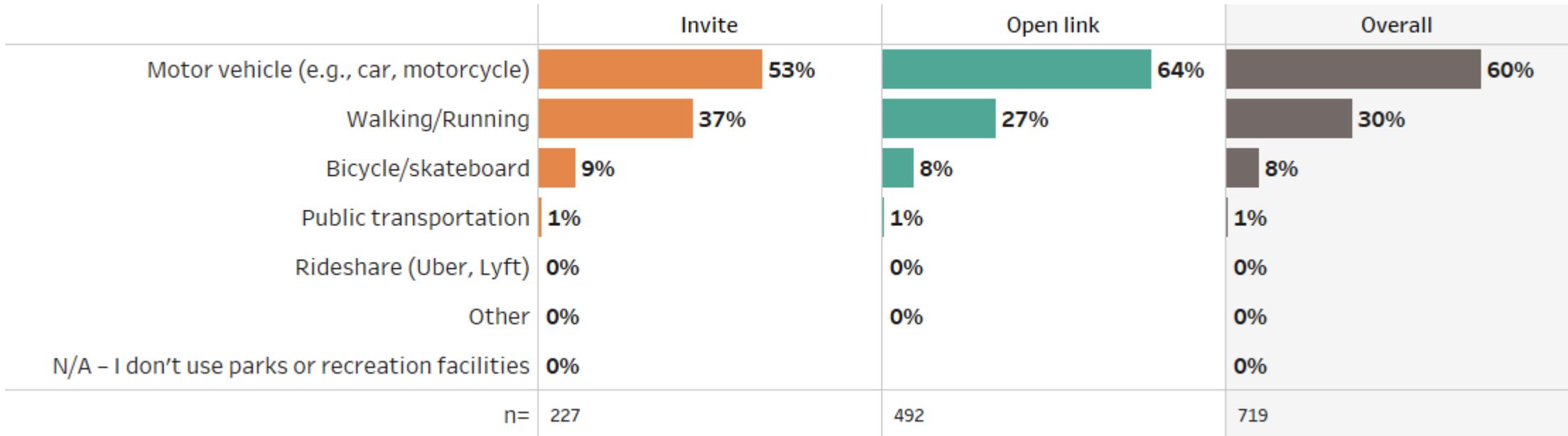


Source: RRC Associates and KTUA

Preferred Mode of Transportation

Over half of Invite respondents (53%) prefer to use a motor vehicle to visit parks and recreation facilities, while 37% prefer to walk/run. The share of respondents that prefer public transportation, rideshares, and other means is negligible. Open link respondents are slightly more likely to prefer motor vehicles. This result may be explained by the relatively large number of Open Link respondents that indicate they have children in their households.

Q 9: From the list in the previous question, what is your preferred mode of transportation?



Source: RRC Associates and KTUA

Typical & Preferred Modes of Transportation

Overall Sample

The following figure segments typical modes of transportation by the respondent's preferred mode of transportation. Respondents are more likely to typically use their preferred mode, although most still use multiple modes. For example, among those that prefer walking to parks, 59% "typically" utilize a motor vehicle.

Q 8: When you and/or your household visit parks, community centers and/or recreation facilities, which mode(s) of transportation do you typically use? (Check all that apply)

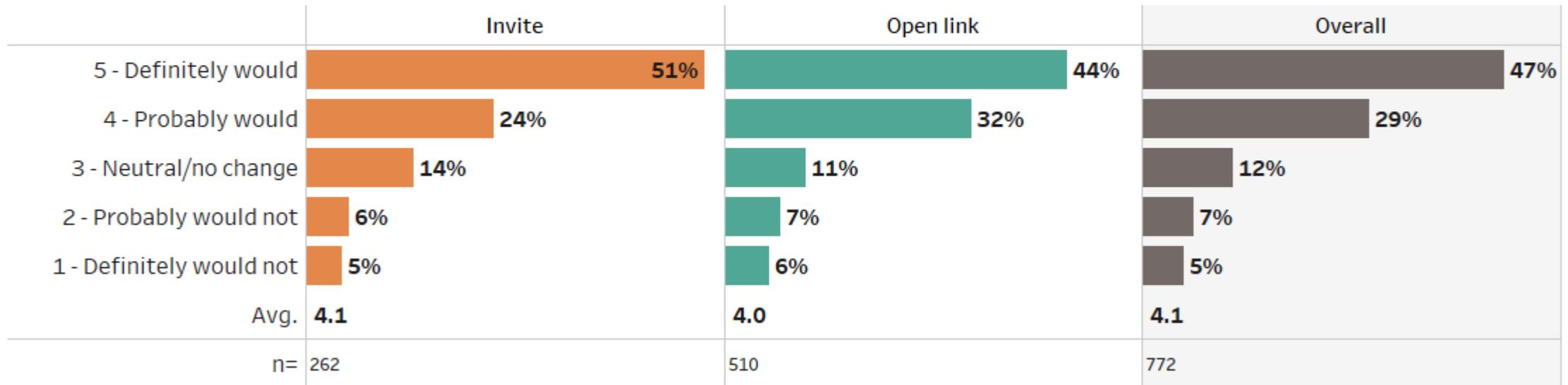
	Preferred Mode of Transportation		
	Motor vehicle (e.g., car, motorcycle)	Walking/Running	Bicycle/skateboard
Motor vehicle (e.g., car, motorcycle)	92%	59%	67%
Walking/Running	35%	88%	67%
Bicycle/skateboard	8%	15%	74%
Public transportation	1%		3%
Rideshare (Uber, Lyft)			
Other	1%	1%	
N/A – I don't use parks or recreation facilities	0%		
n=	440	212	54

Source: RRC Associates and KTUA

Additional Connections

The addition of trails/paths/walkways/street crossings would likely result in residents walking or biking to recreation facilities more often. The average rating was 4.1 out of five among the Invite sample, with over half (51%) responding “5 – Definitely would.”

Q 10: If additional trail connections, bike lanes/paths, pedestrian walkways and/or street crossings were developed, would you and/or your household walk or ride a bicycle to get to parks, neighborhood centers and/or recreation facilities more often?



Source: RRC Associates and KTUA

Current Conditions

Current Conditions

The survey contained two blocks of questions that provide insight on parks and recreation opportunities in the city of Ontario. Respondents were asked to rate six facilities and amenities by how important they are to their household, and then asked to rate how well they are meeting the needs of the community. The same two ratings questions were then asked of eight programs and services.

Results of each individual ratings question are presented on the following slides, followed by figures that portray the results of both questions together in an “importance/needs met” matrix.

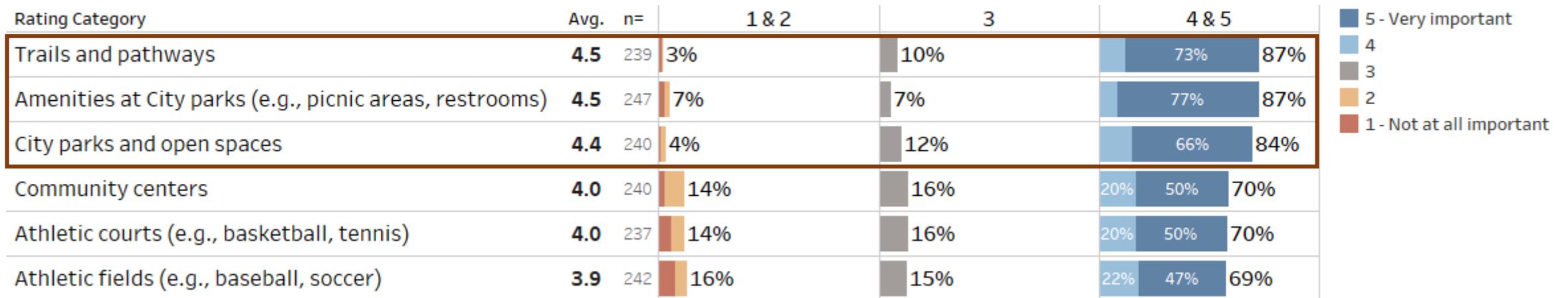


Facility & Amenity Ratings: Importance

Invite Sample Only

Among the Invite sample, trails and pathways were rated as the most important facility/amenity, with nearly 9 in 10 respondents (87%) rating them important or very important (4 or 5). “Amenities at City parks” and “City parks and open spaces” are also very important at 87% and 84% responding 4 or 5 respectively. Community centers and athletic courts and fields received lower importance ratings; however, 69% or more of respondents still rated them important or very important.

Q 11: Facilities and Amenities: Please rate A: how important are the following facilities and services to your household: Invite Sample Only



Categories are sorted in descending order by the average rating.

Source: RRC Associates and KTUA

Facility & Amenity Ratings: Importance

Average Rating by Sample

Ratings among the Invite and Open Link samples were similar, with the same three facilities/amenities rated closely at the top. City parks and open spaces were more important among Open Link sample respondents.

Q 11: Facilities and Amenities: Please rate A: how important are the following facilities and services to your household:

	Invite	Open link	Overall
Trails and pathways	n=239 4.5	n=480 4.4	n=719 4.4
Amenities at City parks (e.g., picnic areas, restrooms)	n=247 4.5	n=477 4.4	n=724 4.5
City parks and open spaces	n=240 4.4	n=475 4.5	n=715 4.5
Community centers	n=240 4.0	n=474 4.0	n=714 4.0
Athletic courts (e.g., basketball, tennis)	n=237 4.0	n=475 3.8	n=712 3.9
Athletic fields (e.g., baseball, soccer)	n=242 3.9	n=472 3.7	n=714 3.8

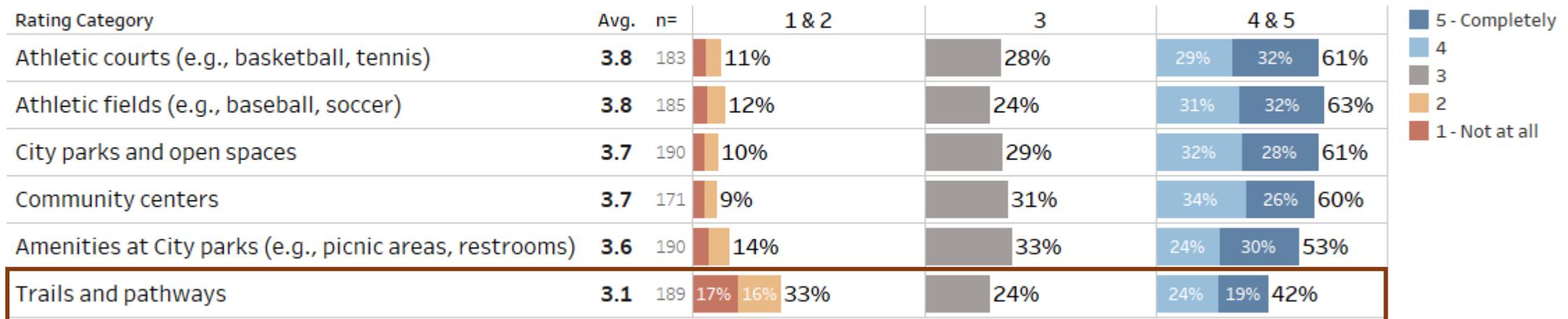
Source: RRC Associates and KTUA

Facility & Amenity Ratings: Needs Met

Invite Sample Only

A follow-up question asked about the six categories of facilities/amenities in terms of “meeting the needs of your community.” Among the Invite sample, athletic courts and athletic fields are best meeting the needs of Ontario households. City parks and open spaces and community centers followed, while trails and pathways were rated lowest in terms of needs met by a large margin.

Q 11: Facilities and Amenities: Please rate B: how you think they are currently meeting the needs of the community: Invite Sample Only



Categories are sorted in descending order by the average rating.

Source: RRC Associates and KTUA

Facility & Amenity Ratings: Needs Met

Average Rating by Sample

Comparing the average ratings from the Invite sample to the Open Link sample shows some differences. In general, the Invite group is more likely to say their needs are being met, especially when it comes to athletic courts and fields. In both samples, trails and pathways received the lowest ratings.

Q 11: Facilities and Amenities: Please rate B: how you think they are currently meeting the needs of the community:

	Invite	Open link	Overall
Athletic courts (e.g., basketball, tennis)	n=183 3.8	n=331 3.2	n=514 3.4
Athletic fields (e.g., baseball, soccer)	n=185 3.8	n=327 3.3	n=512 3.5
City parks and open spaces	n=190 3.7	n=366 3.5	n=556 3.6
Community centers	n=171 3.7	n=328 3.4	n=499 3.5
Amenities at City parks (e.g., picnic areas, restrooms)	n=190 3.6	n=347 3.2	n=537 3.4
Trails and pathways	n=189 3.1	n=341 2.7	n=530 2.9

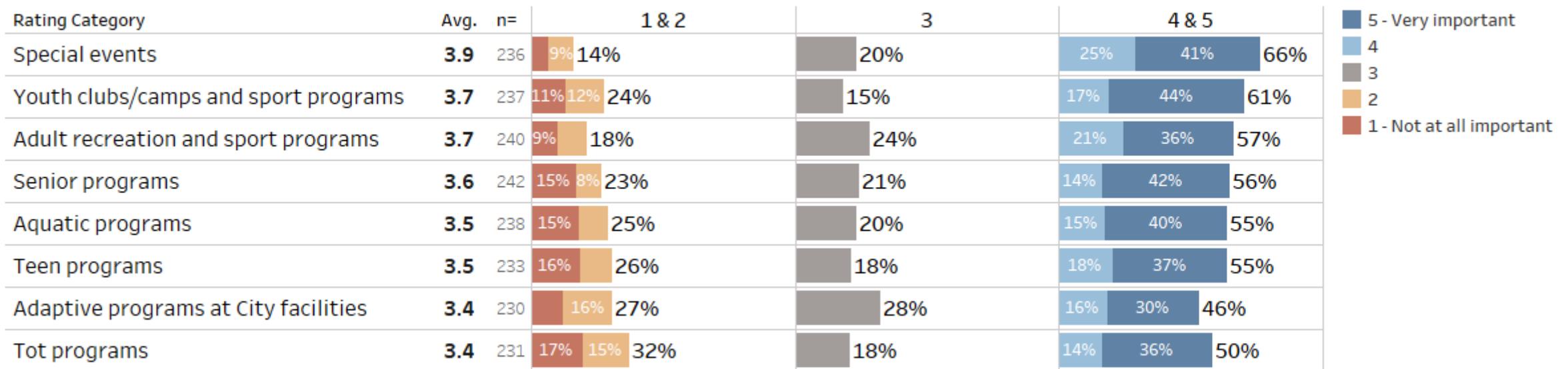
Source: RRC Associates and KTUA

Program & Service Ratings: Importance

Invite Sample Only

When it comes to the importance of various programs and services to Ontario households, special events were rated as the most important with two thirds of Invite respondents rating it important or very important (4 or 5). Youth clubs/camps and sports programs and adult recreation and sport programs followed. Adaptive programs at City facilities and tot programs are of relatively less importance; however, they were still important or very important for 46% or more of respondents.

Q 11: Programs and Services: Please rate A: how important are the following facilities and services to your household: Invite Sample Only



Categories are sorted in descending order by the average rating.

Source: RRC Associates and KTUA

Program & Service Ratings: Importance

Average Rating by Sample

Special events were the most important program/service among both Invite and Open Link respondents. The rank order of programs was similar in both samples, although aquatic programs were of relatively higher importance to Open Link respondents.

Q 11: Programs and Services: Please rate A: how important are the following facilities and services to your household:

	Invite	Open link	Overall
Special events	n=236 3.9	n=474 3.9	n=710 3.9
Youth clubs/camps and sport programs	n=237 3.7	n=474 3.9	n=711 3.8
Adult recreation and sport programs	n=240 3.7	n=471 3.6	n=711 3.6
Senior programs	n=242 3.6	n=473 3.4	n=715 3.5
Aquatic programs	n=238 3.5	n=470 3.8	n=708 3.7
Teen programs	n=233 3.5	n=469 3.6	n=702 3.5
Adaptive programs at City facilities	n=230 3.4	n=469 3.5	n=699 3.4
Tot programs	n=231 3.4	n=467 3.4	n=698 3.4

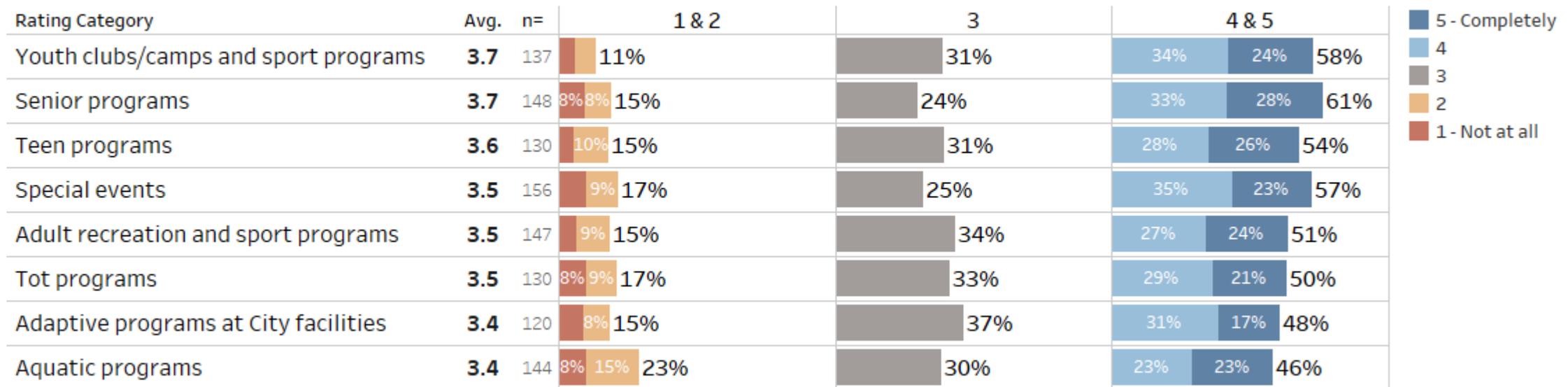
Source: RRC Associates and KTUA

Program & Service Ratings: Needs Met

Invite Sample Only

Youth clubs/camps and sport programs, senior programs, and teen programs all received the highest ratings in terms of how well they are meeting household needs. Aquatic programs ranked lowest, both in terms of its average rating (3.4/5) and the percent responding “2” or “1 – Not at all.”

Q 11: Programs and Services: Please rate B: how you think they are currently meeting the needs of the community: Invite Sample Only



Categories are sorted in descending order by the average rating.

Source: RRC Associates and KTUA

Program & Service Ratings: Needs Met

Average Rating by Sample

Across all programs and services, Invite respondents provided higher needs met ratings than Open Link respondents. Relative to other programs within the sample,

Q 11: Programs and Services: Please rate B: how you think they are currently meeting the needs of the community:

	Invite	Open link	Overall
Youth clubs/camps and sport programs	n=137 3.7	n=264 3.2	n=401 3.4
Senior programs	n=148 3.7	n=239 3.1	n=387 3.3
Teen programs	n=130 3.6	n=231 3.0	n=361 3.2
Special events	n=156 3.5	n=306 3.4	n=462 3.4
Adult recreation and sport programs	n=147 3.5	n=270 3.1	n=417 3.2
Tot programs	n=130 3.5	n=255 3.2	n=385 3.3
Adaptive programs at City facilities	n=120 3.4	n=239 3.0	n=359 3.1
Aquatic programs	n=144 3.4	n=285 3.1	n=429 3.2

Source: RRC Associates and KTUA

Importance-Needs Met Matrix

High importance/ Low needs met

These are key areas for potential improvements. Improving these would likely positively affect the degree to which community needs are met overall.

High importance/ High needs met

These are important to most respondents and should be maintained in the future, but are less of a priority for improvements as needs are currently being adequately met.

These “niche” facilities/programs have a small but passionate following, so measuring participation when planning for future improvements may prove to be valuable.

Low importance/ Low needs met

Current levels of support appear to be adequate. Future discussions evaluating whether the resources supporting these facilities/programs outweigh the benefits may be constructive.

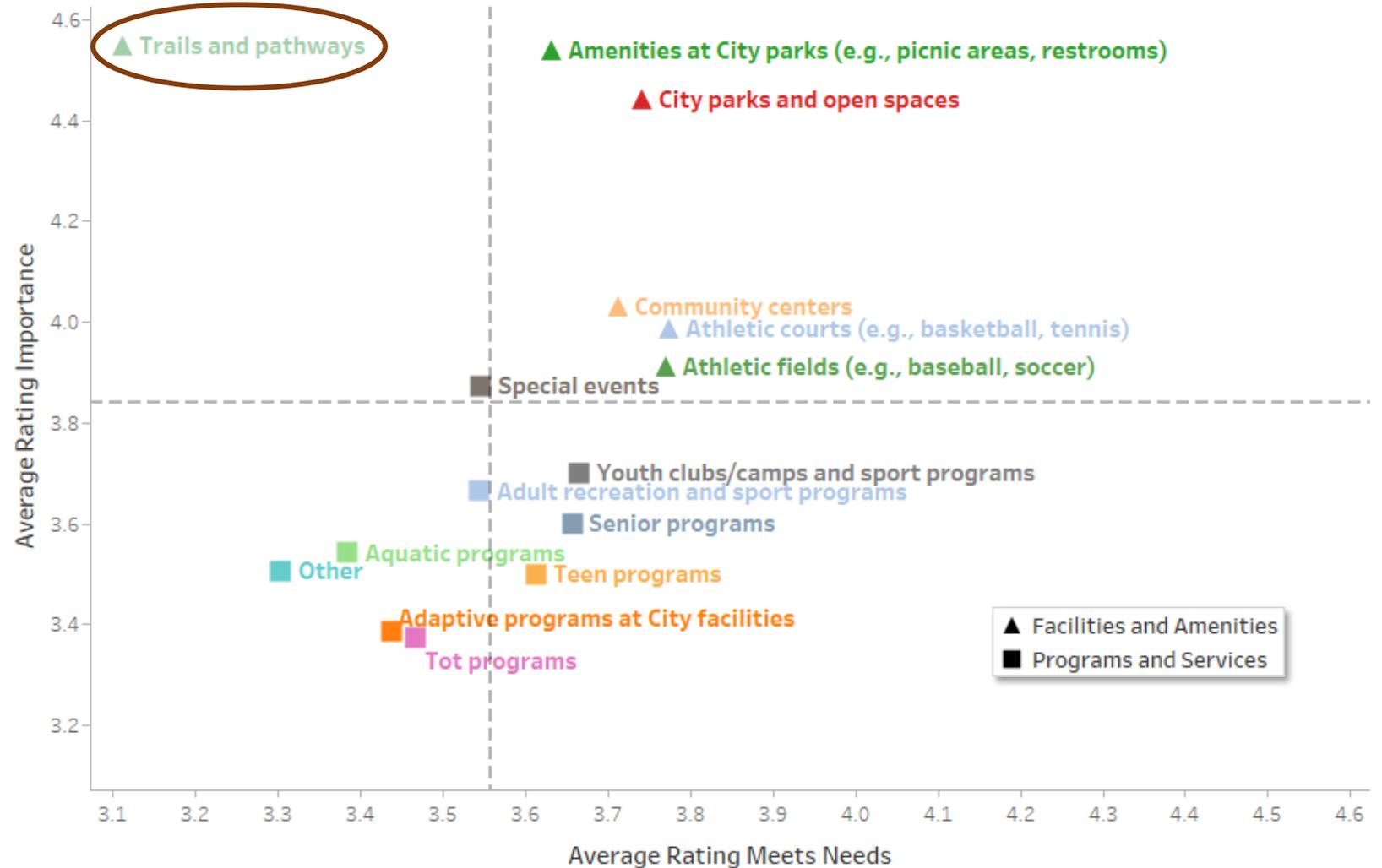
Low importance/ High needs met

Importance-Performance Matrix

Invite Sample Only

Based on this method for evaluating responses, several offerings are particularly important, and needs are being met. These include amenities at City parks, City parks and open spaces, Community centers, and Athletic courts/fields. Trails and pathways, and to a lesser degree, special events, are relatively important to respondents but needs are relatively less likely to be currently met. Generally speaking, programs and services (portrayed as squares in the figure) received lower ratings both in terms of importance and needs met relative to facilities and amenities.

Invite Sample Only



Importance-Performance Matrix

Open Link Sample Only

As with Invite respondents, Open Link respondents rated trails and pathways among the most important offerings, but relatively low (with the exception of “other”) in terms of how well they are currently meeting needs.

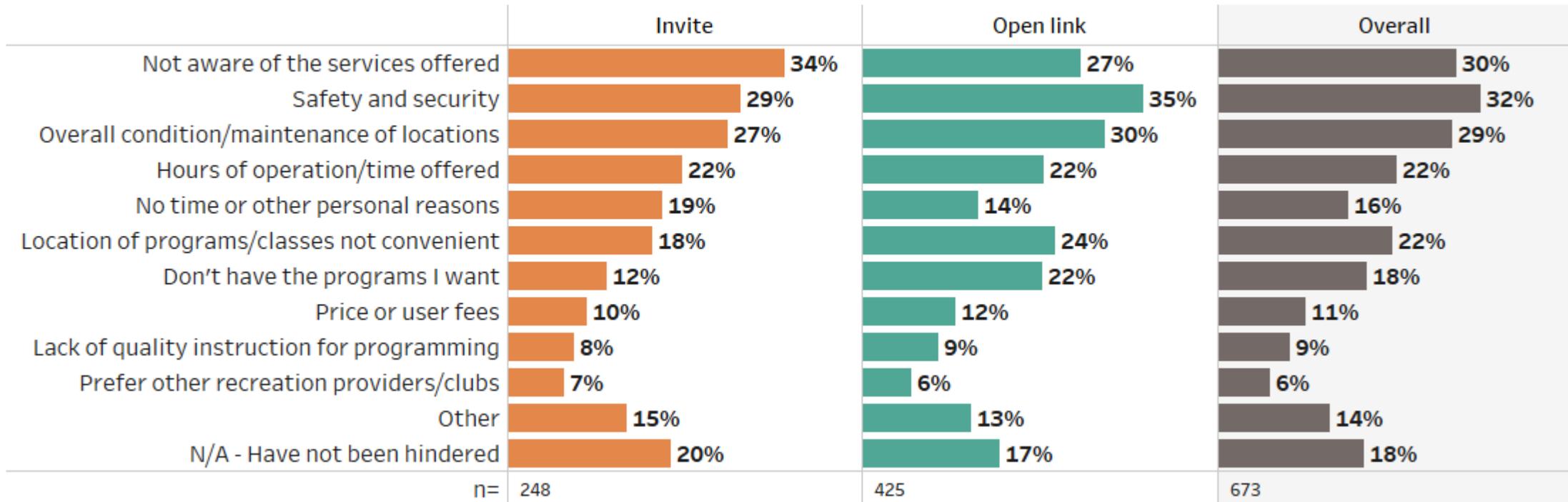
Open Link Sample Only



Factors that Hinder Use

The survey asked about factors that have hindered use of Ontario facilities, services, and programs in the past. In an important finding, “not aware of the services offered” was top-rated by Invite respondents, identified by over a third of respondents (34%). Safety and security is also a notable deterrent to use. 20% of respondents said that they had “not been hindered.” The responses on this question can be considered along with responses that address methods of communication. The data suggest that there may be opportunities to enhance communications in the City to more fully address the desire for parks and recreation among residents.

Q 12: From the list below, indicate which factors have hindered your use of Ontario recreation and park facilities, services, and programs in the past? (Check all that apply)

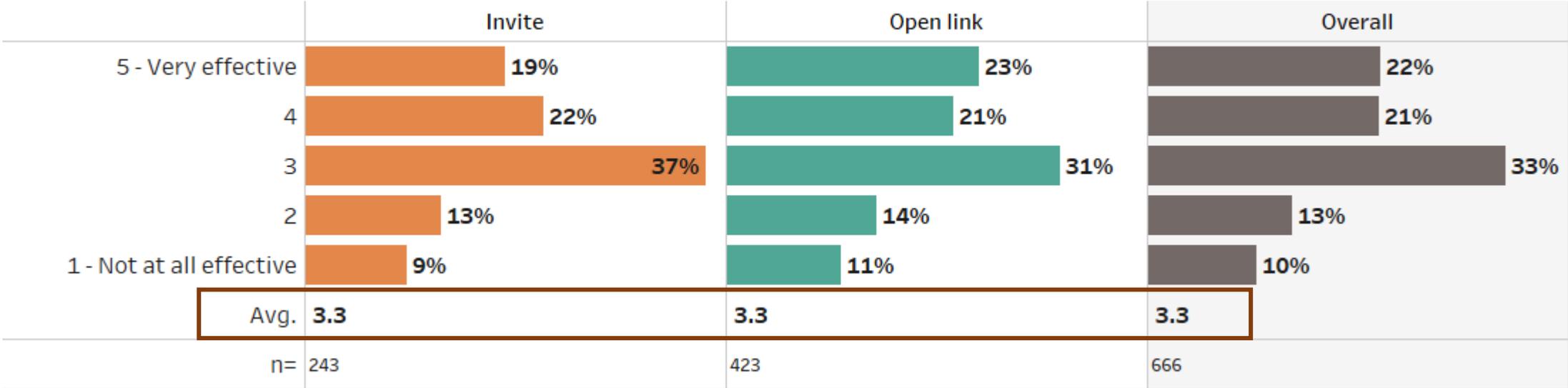


Communication

Communication Effectiveness

Among both samples, there is room for improvement in delivering information about Ontario parks and recreation facilities, services, and programs. Two in five Invite respondents (41%) rating communication a 4 or 5 (effective) on the five-point scale, 37% were neutral (3), and 22% rated is ineffective (1 or 2).

Q 13: How effective is the City of Ontario at reaching you with information on parks and recreation facilities, services, and programs?



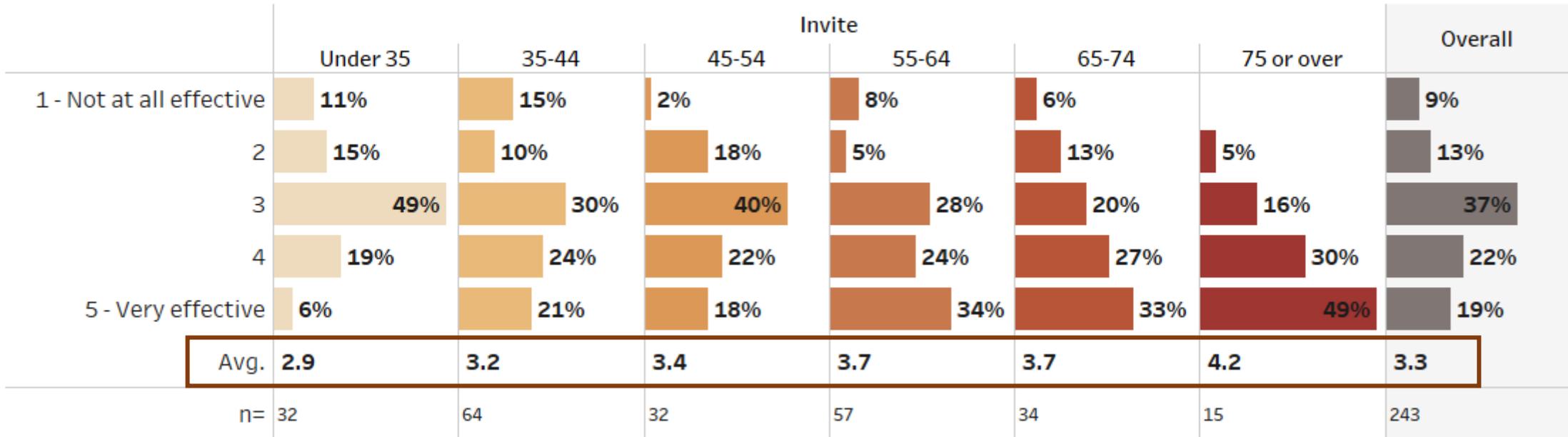
Source: RRC Associates and KTUA

Communication Effectiveness

Invite Sample By Age

Measured by the average rating (boxed below), communications are least effective among Invite respondents under age 35 (2.9) and most effective among older respondents.

Q 13: How effective is the City of Ontario at reaching you with information on parks and recreation facilities, services, and programs?

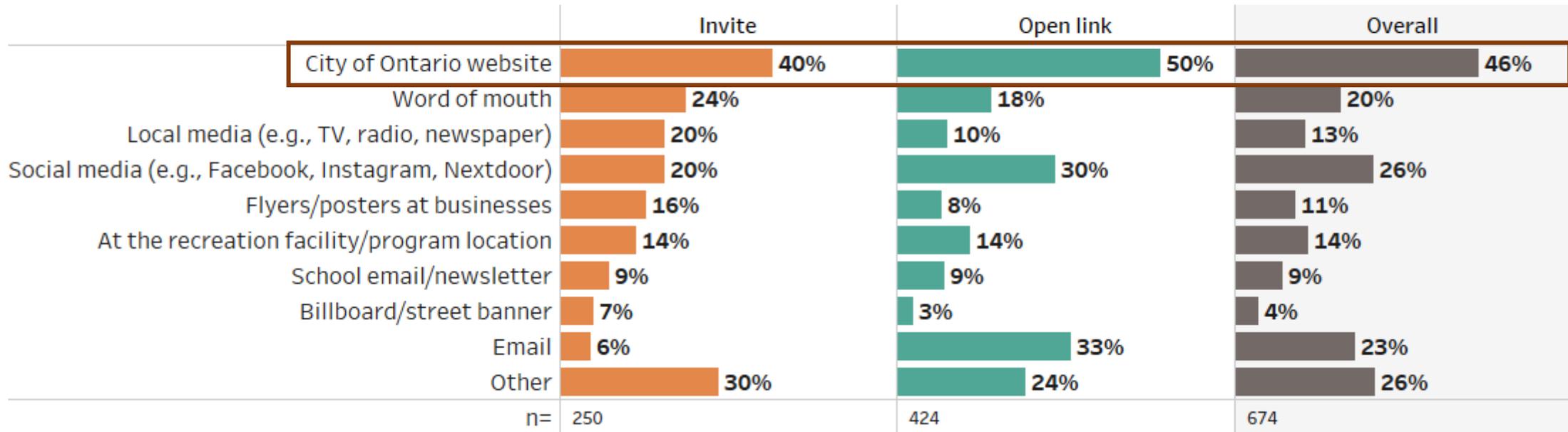


Source: RRC Associates and KTUA

Current Methods of Receiving Information

The City of Ontario website was the most-identified source of information on parks and recreation facilities, services, and programs, followed by word of mouth, local media, and social media. Open link respondents were relatively more likely to cite social media and email as sources of information.

Q 14: How do you currently receive information on parks and recreation facilities, services, and programs? (Check all that apply)



Source: RRC Associates and KTUA

Current Methods of Receiving Information

Invite Sample by Age

Sources of information differ by age. While local media, flyers/posters at businesses, and “at the recreation facility/program location” should be considered effective means of reaching older residents, they are less effective at reaching those under 35. Similarly, social media ranks among the top categories for each age group below 64 years of age; however, it should not be considered an effective means of reaching residents 65 or older.

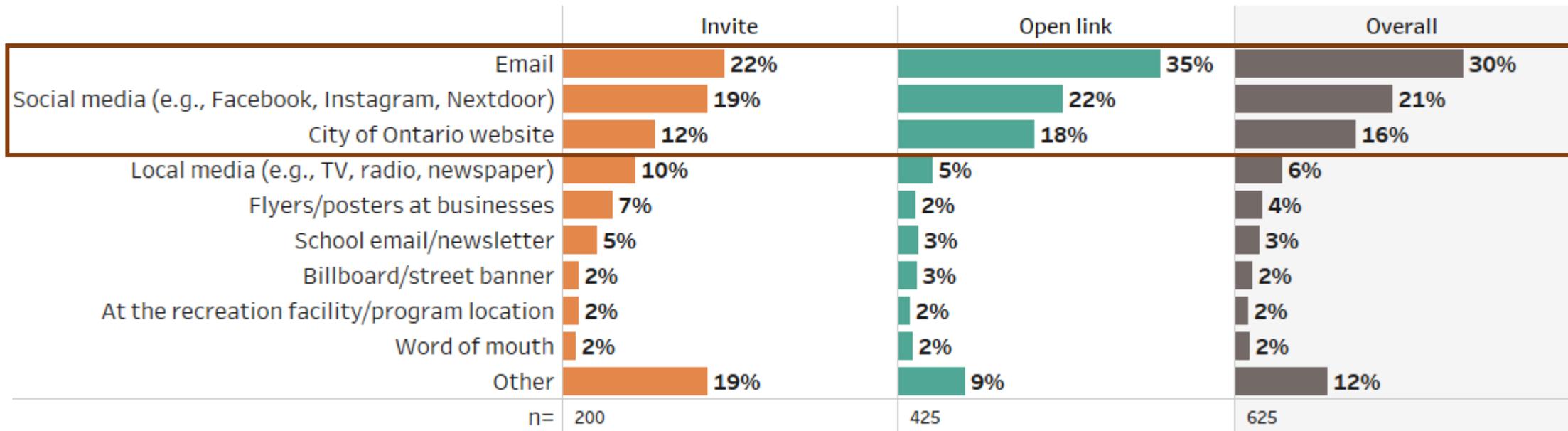
Q 14: How do you currently receive information on parks and recreation facilities, services, and programs? (Check all that apply)

	Invite						Overall
	Under 35	35-44	45-54	55-64	65-74	75 or over	
City of Ontario website	38%	53%	34%	35%	36%	29%	40%
Word of mouth	34%	13%	22%	13%	20%	37%	24%
Local media (e.g., TV, radio, newspaper)	16%	24%	16%	21%	16%	49%	20%
Social media (e.g., Facebook, Instagram, Nextdoor)	26%	20%	26%	15%	2%	4%	20%
Flyers/posters at businesses	6%	23%	24%	13%	24%	34%	16%
At the recreation facility/program location	10%	29%	6%	7%	14%	33%	14%
School email/newsletter	8%	15%	6%	9%	9%	7%	9%
Billboard/street banner		6%	18%	6%	7%	15%	7%
Email	2%	13%	6%	9%	4%	4%	6%
Other	21%	36%	12%	58%	49%	29%	30%
n=	31	64	32	59	35	20	250

Best Way to Receive Information

A follow-up communications question asked respondents to identify their preferred method of receiving information. Email ranked first, cited by 22% of respondents, followed by social media (19%), and the City of Ontario website (12%). The rank order of responses was similar among both samples; however, Invite respondents were most likely to cite local media, flyers/posters at businesses, and school email/newsletter.

Q 15: What is the best way for you to receive information on parks and recreation facilities, services, and programs?

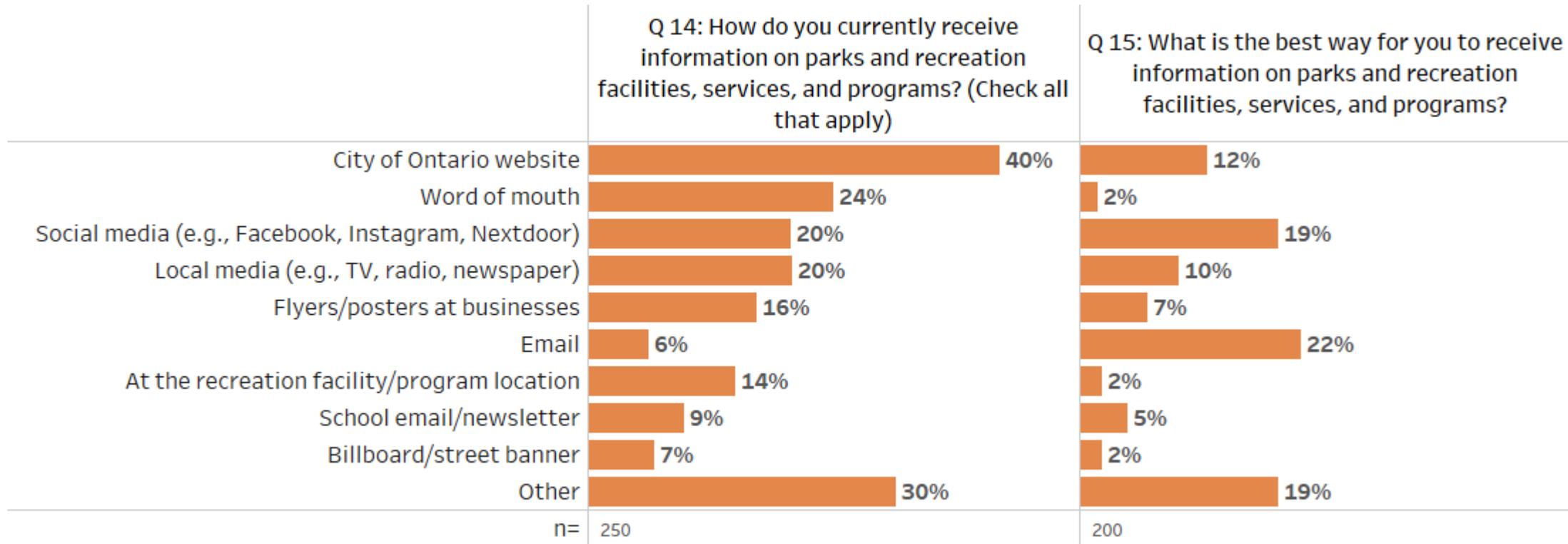


Source: RRC Associates and KTUA

Current Methods & Best Way to Receive Information

Invite Sample Only

The following figure compares current methods of receiving information with the respondent's preferred method of receiving information among Invite respondents. While the City of Ontario website is the most-utilized source of information, it ranks fourth in terms of preferred methods behind Email, social media, and "other" (Ontario Living Magazine).



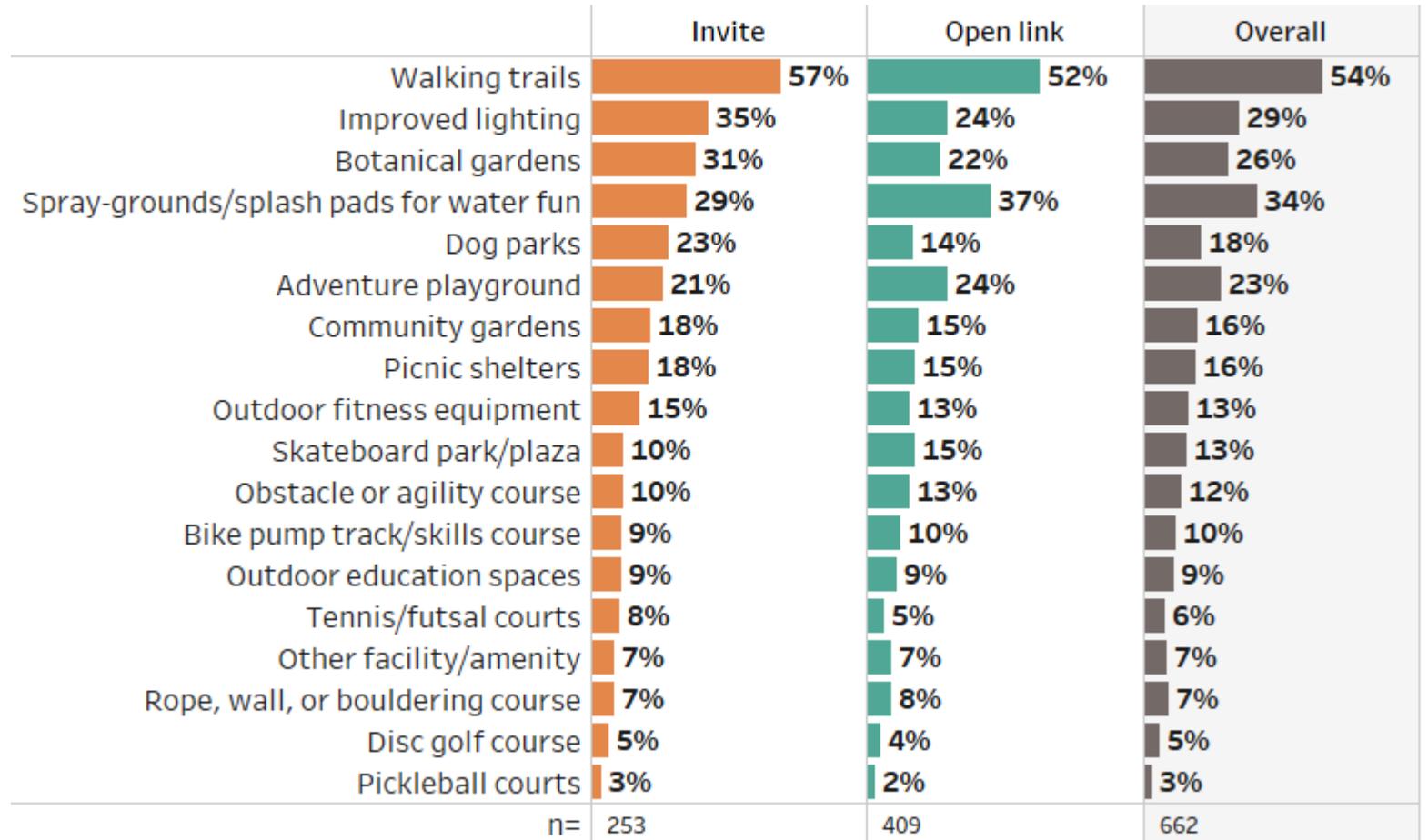
Source: RRC Associates and KTUA

Future Facilities, Amenities, & Programs

Non-Traditional Considerations

Respondents were most likely to cite walking trails as an amenity that should be seriously considered by the City over the next 5 years. Improved lighting, botanical gardens, and spray grounds/splash pads were also commonly cited.

Q 16: Which THREE of the following non-traditional recreational facilities and/or activities do you feel should be seriously considered by the City of Ontario over the next 5 years? (Check up to three)

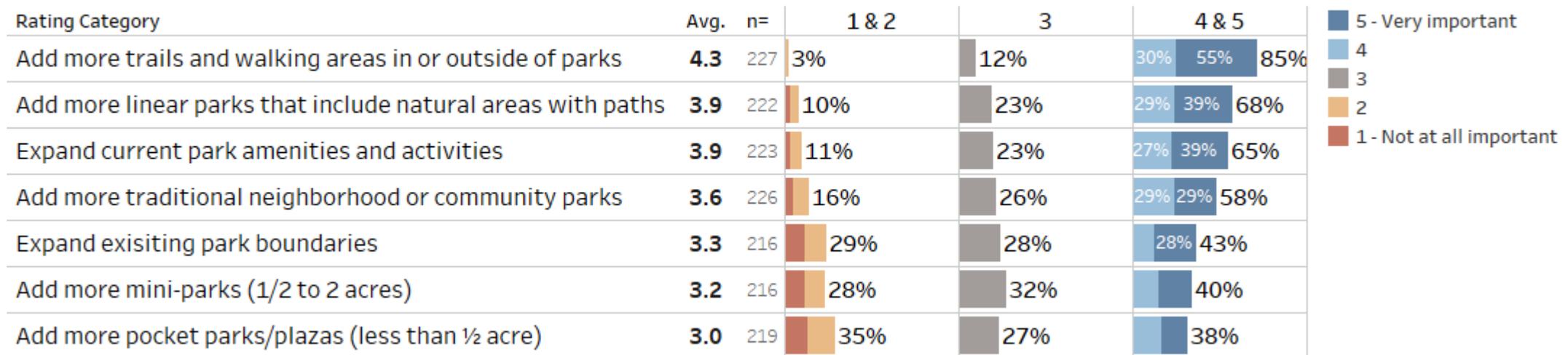


Future Needs

Invite Sample Only

The survey provided information on the most important future needs to be addressed by the City in the next 5 to 10 years. The top three actions identified by Invite respondents were: add more trails and walking areas in or outside of parks, add more linear parks that include natural areas with paths, and expand current park amenities and activities. All of the measures proposed received support among 38% or more of respondents (rating needs a 4 or 5 on the five-point scale of importance).

Q 17: What are the most important needs to be addressed by the City of Ontario over the next 5 to 10 years? Invite Sample Only



Categories are sorted in descending order by the average rating.

Source: RRC Associates and KTUA

Future Needs

Average Rating by Sample

Ratings of future needs were very similar in both samples. Both samples showed trails and walking areas as top priorities for the future, followed by strong support for linear parks, as well.

Q 17: What are the most important needs to be addressed by the City of Ontario over the next 5 to 10 years?

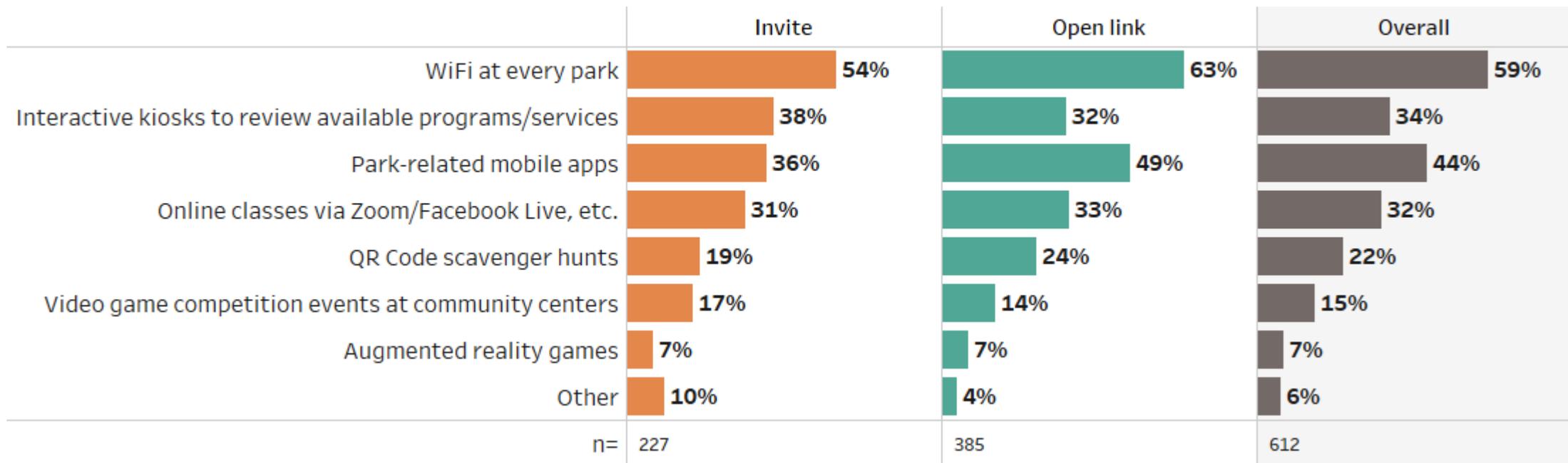
	Invite	Open link	Overall
Add more trails and walking areas in or outside of parks	n=227 4.3	n=402 4.4	n=629 4.4
Add more linear parks that include natural areas with paths	n=222 3.9	n=394 4.1	n=616 4.0
Expand current park amenities and activities	n=223 3.9	n=395 4.0	n=618 4.0
Add more traditional neighborhood or community parks	n=226 3.6	n=382 3.8	n=608 3.7
Expand existing park boundaries	n=216 3.3	n=386 3.4	n=602 3.4
Add more mini-parks (1/2 to 2 acres)	n=216 3.2	n=387 3.4	n=603 3.3
Add more pocket parks/plazas (less than 1/2 acre)	n=219 3.0	n=388 3.3	n=607 3.2

Source: RRC Associates and KTUA

Program/Amenity Technologies

Respondents were asked which uses of technology they might like to see implemented at parks and community centers. In both samples, WiFi at every park ranked first and was cited by over half of respondents. Interactive kiosks and park-related mobile apps were also popular, while game-related uses of technology, augmented reality games, and video game competition events at community centers were of relatively less importance.

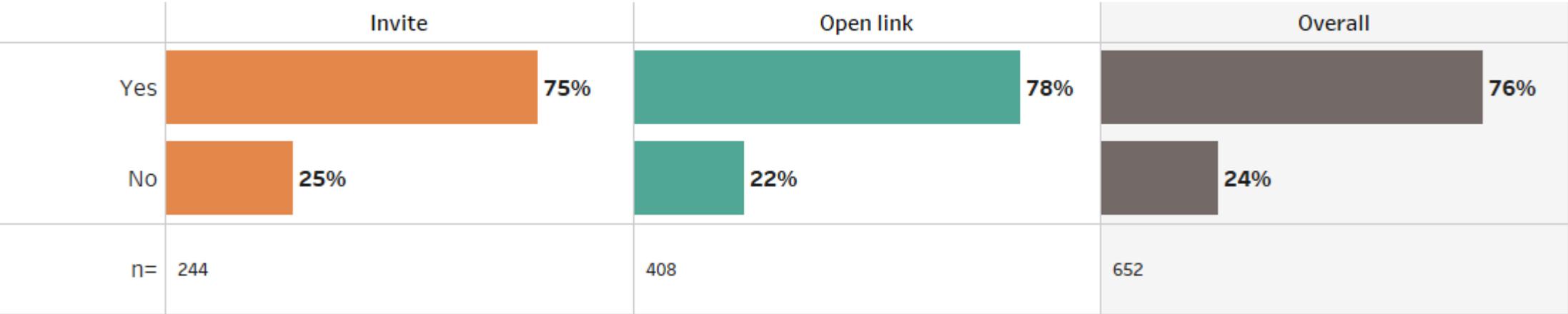
Q 18: Technology is a major part of everyone's lives Please select the following types of amenities or programs you'd like to see implemented at parks and community centers (Check up to three)



Use of Local Playgrounds/School Sports Fields

Roughly three quarters of respondents in each sample would visit their local school playground or sports field if the City had joint-use agreements with the school districts.

Q 19: Would you visit your local school playground or school sports field if the City had joint-use agreements with the school districts?

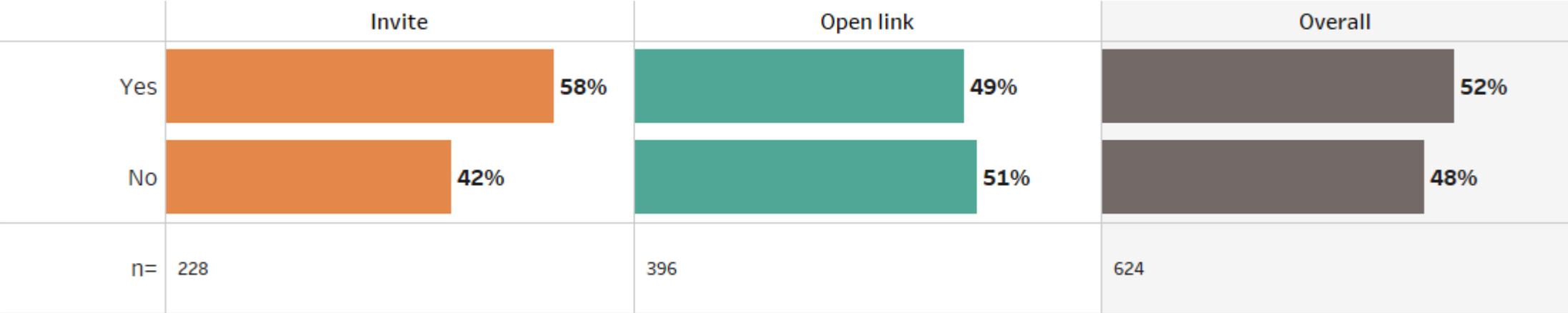


Source: RRC Associates and KTUA

Special-Use Fields

Three in five (58%) of Invite respondents believe there are enough special-use fields such as soccer, baseball, and softball fields in the City of Ontario. Open link respondents were split relatively evenly, and that sample was more likely to indicate the number of special-use fields to be insufficient.

Q 20: Are there enough special-use fields such as soccer, baseball, and softball fields in the City of Ontario?



Source: RRC Associates and KTUA

Values & Vision

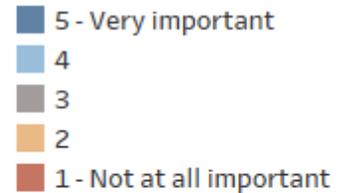
Purposes of Parks, Recreation, & Open Space

Invite Sample Only

While all purposes were rated important, providing a high level of safety and security at facilities was the highest rated purpose of parks, recreation, and open space in Ontario. Ensuring accessibility, and encouraging active lifestyles were also highly rated. Creating economic benefit and providing family-oriented activities were rated relatively low in terms of importance.

Q 21: Parks, recreation, and open space opportunities are offered in Ontario for a variety of purposes and to serve the needs of a diverse population. Please mark the box for how important each of the following purposes in Ontario is to you and your household. Invite Sample Only

Rating Category	Avg.	n=	1 & 2	3	4 & 5
Provide a high level of safety and security at facilities	4.7	244	1%	8%	79% 91%
Ensure parks and recreation opportunities are accessible to all residents (including safe walkable routes, trail connections, and transportation options)	4.6	244	1%	7%	74% 92%
Encourage active lifestyles and promote health, wellness, and fitness	4.6	242	1%	9%	66% 90%
Ensure facilities and programs are affordable to all residents of Ontario	4.5	243	2%	10%	66% 88%
Strengthen community image and sense of place	4.4	242	3%	9%	28% 60% 88%
Ensure environmental sustainability in park design and maintenance practices	4.3	242	4%	13%	29% 54% 83%
Offer cultural events, festivals, and activities to reflect diversity and inclusivity	4.1	240	11%	12%	27% 51% 77%
Create economic benefit through attraction of businesses and enhanced property values	4.1	241	8%	18%	29% 45% 74%
Focus on providing family-oriented activities	4.0	241	11%	22%	47% 68%



Categories are sorted in descending order by the average rating.

Source: RRC Associates and KTUA

Purposes of Parks, Recreation, & Open Space

Average Rating by Sample

The rank order of purposes were similar in both the Invite and Open Link samples. Open link respondents were relatively likely to place importance on family-oriented activities, a logical finding due to the greater share of Open Link respondents with children at home.

Q 21: Parks, recreation, and open space opportunities are offered in Ontario for a variety of purposes and to serve the needs of a diverse population. Please mark the box for how important each of the following purposes in Ontario is to you and your household.

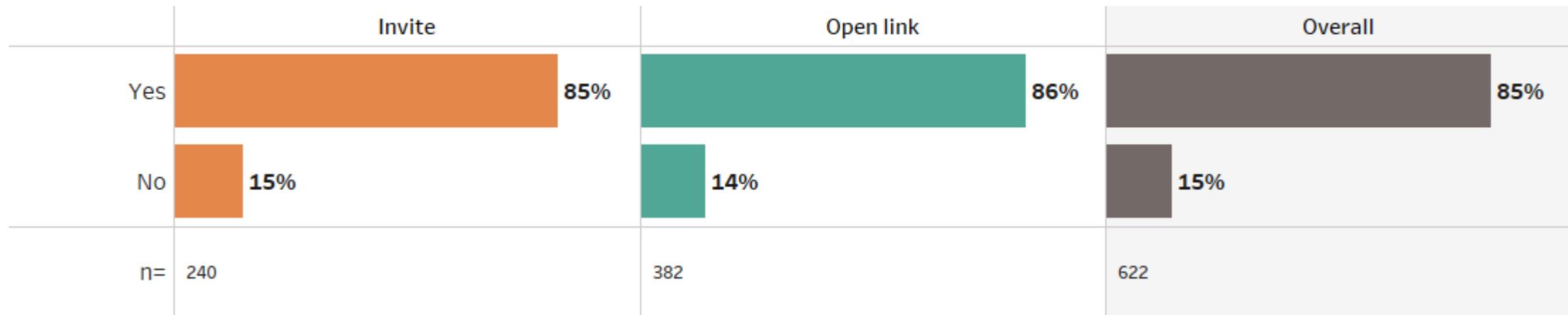
	Invite	Open link	Overall
Provide a high level of safety and security at facilities	n=244 4.7	n=393 4.8	n=637 4.8
Ensure parks and recreation opportunities are accessible to all residents (including safe walkable routes, trail connections, and transportation options)	n=244 4.6	n=393 4.7	n=637 4.7
Encourage active lifestyles and promote health, wellness, and fitness	n=242 4.6	n=393 4.6	n=635 4.6
Ensure facilities and programs are affordable to all residents of Ontario	n=243 4.5	n=392 4.6	n=635 4.5
Strengthen community image and sense of place	n=242 4.4	n=391 4.5	n=633 4.5
Ensure environmental sustainability in park design and maintenance practices	n=242 4.3	n=392 4.3	n=634 4.3
Offer cultural events, festivals, and activities to reflect diversity and inclusivity	n=240 4.1	n=393 4.2	n=633 4.2
Create economic benefit through attraction of businesses and enhanced property values	n=241 4.1	n=393 4.1	n=634 4.1
Focus on providing family-oriented activities	n=241 4.0	n=393 4.3	n=634 4.2

COVID-19 Assessment

Appreciation for Parks

A series of questions aimed to better understand the impacts of COVID-19 on Ontario parks and recreation operations. The majority of respondents in both samples (~85%) are now more appreciative of access to parks considering restrictions on accessing parks.

Q 22: Given the pandemic, CDC guidelines and restrictions on accessing parks and recreational facilities that were put into effect for COVID-19, are you now more appreciative of your parks and getting access to them?

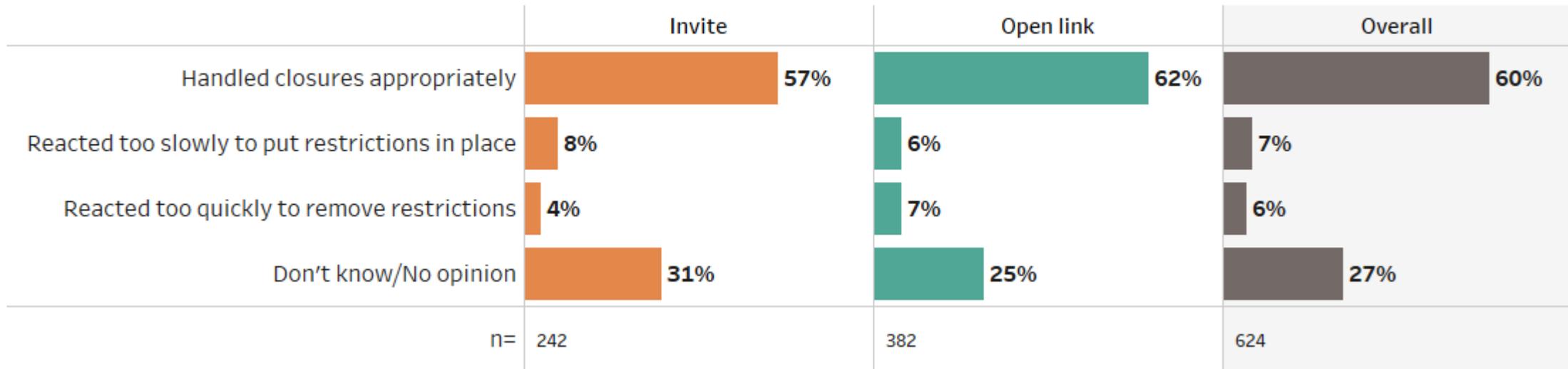


Source: RRC Associates and KTUA

Handling of Parks & Recreation Closures

The majority of respondents feel the City of Ontario handled closures appropriately during the COVID-19 pandemic. A small share (8% Invite / 6% Open Link) feel the city reacted too slowly to put restrictions in place, and a slightly smaller share (4% Invite / 7% Open Link) believe they reacted too quickly to remove restrictions. Nearly a third (31%) did not know or did not have an opinion.

Q 24: How do you feel about how the City of Ontario handled parks and recreation closures during the COVID-19 pandemic?



Source: RRC Associates and KTUA

Priorities for Outdoor Park Spaces

Two clear priorities for outdoor park spaces emerged as the City faces likely budget issues influenced by the COVID-19 pandemic: increasing maintenance, repairs, and security measures and upgrading and retrofitting existing facilities throughout the City. The bottom four categories all received very similar shares of responses.

Q 25: Given likely budget issues influenced in part by COVID-19 for the City of Ontario over the next few years, what are the top two priorities that should be implemented for outdoor park spaces? (Please select only two)

	Invite	Open link	Overall
Increased maintenance, repairs, and security improvements	71%	58%	63%
Upgrading and retrofitting of existing facilities throughout the city	44%	43%	44%
Only build new parks if they are driven by demand from new development and that this development pays for their fair share of these facilities	21%	20%	20%
Increase use of parks resulting from increased programs and activities	19%	21%	20%
Building new parks in areas of new growth or to address inequities in park access to different areas of the city	19%	23%	21%
Increase use of parks resulting from adding infill amenities to existing parks	15%	18%	17%
n=	249	382	631

Priorities for Community Center Programs

In terms of community center program priorities given likely budget constraints, again, increasing maintenance, repairs and security improvements was the most-cited priority (59%), followed by upgrading and retrofitting existing community center spaces/rooms throughout the City (50%). Increasing the diversity of available programs and services each community center offers ranked third. Results were similar across both samples.

Q 26: Given likely budget issues influenced in part by COVID-19 for the City of Ontario over the next few years, what are the top two priorities that should be implemented for community center programs? (Please select only two)

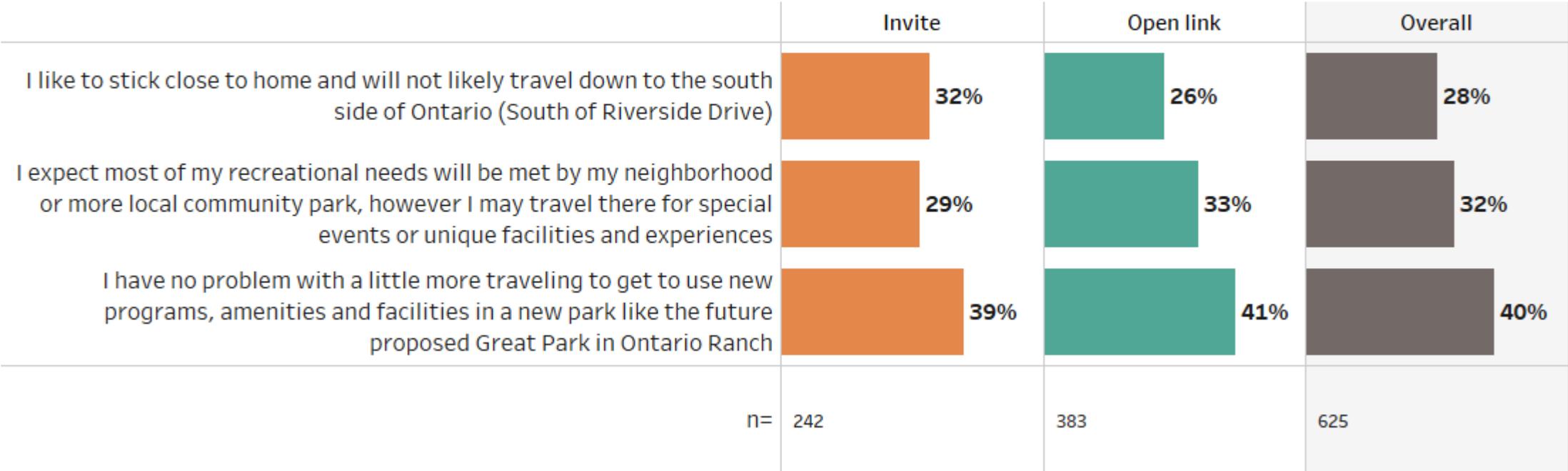
	Invite	Open link	Overall
Increased maintenance, repairs, and security improvements	59%	57%	58%
Upgrading and retrofitting of existing community center spaces/rooms throughout the city	50%	45%	47%
Increase the diversity of available programs and services each community center offers	38%	32%	34%
Only build new community centers if they are driven by demand from new development and that this development pays for their fair share of these facilities	19%	23%	22%
Building new parks in areas of new growth or to address inequities in park access to different areas of the city	19%	24%	22%
n=	242	374	616

Source: RRC Associates and KTUA

Change in Travel Patterns

Asked about how the expansion of Ontario Ranch might impact travel patterns, respondents in both samples were slightly more likely to indicate that they will have no problem traveling to get to new programs, amenities, and facilities in Ontario ranch. Open link respondents were more likely to indicate willingness to travel outside their neighborhood to access these new features.

Q 27: With Ontario Ranch expanding the city population on the south side of Ontario, as well as new park development and recreation amenities, how do you expect your travel patterns may change from your current residential location to take advantage of these new city-wide amenities?



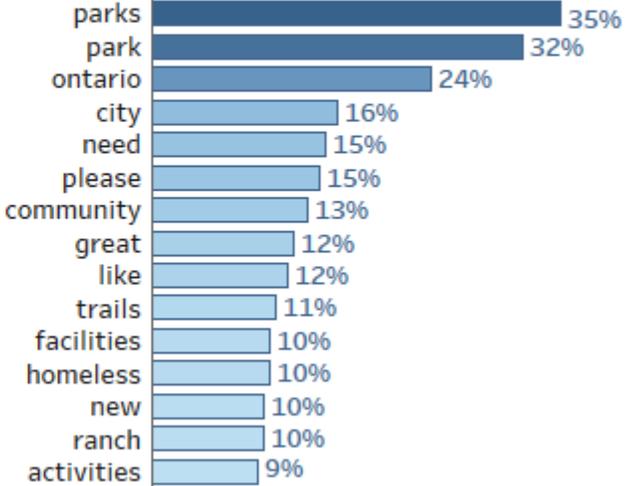
Source: RRC Associates and KTUA

Suggestions & Additional Comments

Suggestions & Additional Comments

At the end of the survey, respondents were given the opportunity to provide any additional comments about parks and recreation facilities, programs, needs and opportunities in Ontario. The following word cloud and bar chart summarize the most-used words in these comments. Comments were diverse in nature, and a selection of verbatim responses follows. A full listing of responses is provided in the appendix.

Q28: Do you have any further comments about parks and recreation facilities and programs in Ontario?



201 Total Comments

A Selection of Additional Comments

I believe your doing a good job.

I have always appreciated the many parks throughout the city and the extensive programs offered, including swim lessons where my kids learned. I think the city is doing a great job, even though I am at a stage of life currently where I don't utilize what's available. I like that it is available for when family visits and when I retire I want to take advantage of the many great programs offered that I don't currently have time to enjoy. Keep it up, Ontario!!

I would like to see parks open up for the children. So many children are stuck at home inside and depend on these facilities to get out and exercise. It would be nice to see the city open up with safety measures. I think Ontario has great potential with its existing facilities but need to invest what already exists. Parks need to appeal to the residents and there should be security to help residents feel safe. It would be nice to have recreation activities ran by youth at parks that do not have community centers.

I would travel to South Ontario to visit a park but the thing is: I shouldn't have to. Many parks in North Ontario should be upgraded and focused on just as much as the development in the South. North Ontario residents exist and should not have to travel out of their way to use a park when they have parks in their own communities. The only reason people are traveling to South Ontario parks from the North is because of the features of the playgrounds that are not found in North parks and because the South parks are much safer. The City is ignoring the disparities they are causing between the North/South. The newer residents of Ontario Ranch have more income than the North residents and are being treated as such. The same amenities are simply not offered on the North side as they are being offered in the South. The low-income neighborhoods have to worry about issues of amenities and safety at their parks whereas the higher income neighborhoods do not have that problem. However, even Westwind could benefit from an upgrade/expansion to the building if possible. De Anza Park has a great adult outdoor fitness system. I am unaware if this exists at other parks but would like to see more of it. Dorothy A Quesada has a great, free gym that would be nice to see at other recreation facilities like perhaps at Westwind if the building ever expands.

improve restrooms and security at all parks especially at night

It seems like a lot of park and recreation activities are done in North Ontario, while South Ontario (south of 60 fwy) doesn't have enough parks or trails and park are old. I would like to see South Ontario,not Ontario Ranch, being taken care of.

just a suggestion when closing the parks they also need to lock the restrooms. Vineyard park was shut down but bathrooms remained open which people were using for their illegal activities

Our local Park Centennial Park on Riverside and Campus has old outdated bathrooms with no doors on them and those definitely need to be updated please and thank you!