

APPENDIX C

DEMAND ASSESSMENT

DEMAND ANALYSIS METHODS

Cities provide public services in response to residents' needs, or "demand". As a provider of public services, it is important for the City to determine the community's demand for those services. If demand is underestimated, facilities deteriorate through overuse. Conversely, if demand is overestimated, facilities are underused and represent wasted resources. The Parks Master Plan employed the following techniques to determine demand:

- Inventory of existing supply of park and recreation facilities
- Analysis of demographic trends
- Analysis of available recreation trends surveys
- Comparison with comparable communities
- Analysis of current General Plan standards
- Review of National Park and Recreation Society standards
- Public involvement workshop
- Informal written questionnaires
- Interviews with City Professional Staff
- Professional judgment

SUMMARY OF DEMAND

The results of these initiatives are described in greater detail in this chapter. Based on the various components of the demand analysis, the following summary of demand is presented (not in order of importance):

- **Balanced Recreation Opportunities:** Most Rio Vista residents value both active and passive recreation activities, and would like to see facilities developed for both broad categories of recreational pursuits.
- **Walking, Running, and Bicycling –** strong interest was expressed in these activities. Public participation rate surveys consistently rank recreational walking as the #1 activity. Developing a system of paths and trails is a high priority.
- **Community Facilities:** Rio Vista has a strong need for constructed indoor facilities to serve the entire population. A community center, teen center, senior center, and youth center would be well used by various segments of the population. These facilities would be designed to support a wide range of organized recreation and community services programs.
- **Recreation and Community Services Programs:** The entire age range is interested in organized programs targeted to individual interests. Responders to the written questionnaire cited a desire for such programs as classes in martial arts, yoga, cooking, nutrition, gardening, and bridge; cultural activities such as concerts and plays; and additional recreation activities not presently available such as indoor gymnastics and swimming. The City should consider construction of facilities to accommodate these needs, whether in separate venues, combined in a single facility, or some combination of both.
- **Family-oriented Neighborhood Parks:** Rio Vista contains a significant percentage of families with children, and will continue to attract families as the population increases. Nearby parks with playgrounds, picnic areas, and other family and children's facilities will continue to be very popular throughout the 20-year planning horizon.

- **Activities for Teens:** Local teens report a lack of facilities and activities to keep them productively occupied. Many teens are “hanging out” with nowhere to go during after school and weekend times. A teen center and recreation programs oriented toward teens are needed, as is a well-designed skatepark.
- **Swimming Pool:** The existing pool is in need of significant repair, and is limited in being open only part of the year. Strong community interest exists in both upgrading the existing pool and building a new pool. Both competitive and recreational swimming are desired.
- **Dog Park:** Both families and seniors have a need for acceptable venues for pet exercise and play.
- **Sports Fields and Courts:** The Comparative Facilities Study has projected a need for an additional six to eight softball/baseball fields, four additional multi-use fields, four basketball courts, one volleyball court, and four tennis courts.
- **Waterfront Access and Development:** The Sacramento riverfront is perhaps Rio Vista’s greatest asset, the development of which will create significant recreational opportunities as well as economic and civic development. People are naturally attracted to waterfronts for views, a sense of open space, and enjoyment. Every effort should be made to require and ensure generous public access to the water’s edge as development moves forward. A riverfront public access pathway in combination with a waterfront park would be of great benefit to the community.
- **Senior’s Programs and Facilities:** To respond to a growing senior population, facilities and programs are needed that provide opportunities for socialization, cultural enrichment, continuing education, and fitness.
- **Children and Youth Programs and Facilities:** To respond to a growing youth population, facilities and programs are needed that provide opportunities for socialization and fitness.

DEMOGRAPHICS ANALYSIS

The population of California is expected to dramatically increase over the foreseeable future, with a disproportionate amount of growth occurring in the Central Valley. Rio Vista is part of this anticipated growth.

Rio Vista Demographic Trends

Rio Vista’s current (year 2005) population is estimated to be 7,053. In 2000, the U.S. Census reported the population to have been 4,571. Rio Vista is expected to experience continued population growth. The anticipated build out population is 24,000.

The 2000 U.S. Census reported the following statistics for the City of Rio Vista:

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|--|------------|
| • Median Age: | 40.7 years |
| • Population under 18 years old: | 25.7% |
| • Population over 65 years old: | 12.4% |
| • Caucasian: | 75.1% |
| • Hispanic: | 12.5% |
| • African American: | 12.3% |
| • Individuals below the poverty level: | 10% |
| • Speak a language other than English at home: | 17.9% |
| • Disability status | 19.3% |
| • Over 25 with high school diploma: | 84.0% |
| • Over 25 with Bachelor’s Degree: | 24.4% |

Future demographic trends indicate that the city will experience rapid growth in the senior category due to the Trilogy development. Trilogy's population was 477 in 2000, rose to 2,500 in 2005, and is anticipated to reach 5,400 at build out. These households by definition will be composed of couples or singles with no children. The city will also experience significant growth in families with children, as new residents move into the future single-family subdivisions. The city is not anticipated to see a significant increase in the number of singles or couples without children. These demographic trends indicate that the future population will include significant numbers of people of all ages, from children through seniors.

State of California Demographic Trends

The population of California on April 1, 2000 was 33,871,648, according to the U.S. Census. The state's population is expected to experience an approximately 150% increase by the year 2025. A disproportionate percentage of this growth will occur in the Central Valley and Inland Empire.

In 2010, one in five Californians will be over 60 years old. In 2020, the state's senior population will be double what it is today. The state will also experience significant growth in the younger demographic, fueled primarily by immigration. California's population is currently two years younger on average than the United States at large.

California is a diverse state. Of the country's Asian American population, 36.1% live in California. Of the country's Hispanic population, 31.1% live in California. 26% of Californians were born outside of the United States.

The Baby Boomers

The single greatest trend affecting recreation and community services is not participation in various types of recreational activities; rather it is the level of participation in recreational pursuits by the "Baby Boom" generation. This generation is defined as persons born between 1946 and 1964. Over the 20-year planning horizon, there is a projected 59 percent increase in seniors statewide. Increased life expectancy also will increase the number of senior adults in the future. This projected growth indicates there will be a significantly higher demand for senior services in the future. In addition to social services, there will be an increased demand for fitness, health and wellness activities. National trends indicate that older adults are increasingly demanding recreational facilities and programs, especially fitness activities and enrichment classes. Baby boomers have demonstrated a high degree of interest in maintaining their health and quality of life.

Along with these changes, traditional concepts of age, fitness, interests, and work expectations are also changing. Today's seniors have a youthful self-concept. They feel younger than they are, do not begin to feel "older" until the age of 60, are not afraid of aging, expect to live longer than their parents, and have a positive orientation toward good health and staying in shape. This high degree of interest in fitness is a key factor in planning for senior services. Adults 55 and over are the fastest growing health club group. Insurers increasingly prefer to pay for health not disease. Over half of Baby Boomers expect to exercise regularly into retirement.

Seniors value both their independence and opportunities for socialization. Community facilities and services that create easy accessibility meet other people, provide activities to share common interests, fight depression and reduce the fear of being alone, and reduce the difficulty of finding a companion are in high demand.

Trends in Recreation for Children

California finds itself in a unique position in relation to the rest of the United States of having a growing youth population along with the growing senior population. The challenge for every municipality is how to allocate limited resources to appropriately respond to the physical, social, and health needs and interests of both growing demographics.

The recreation needs for children are in direct response to the national epidemic of overweight and obesity among children and adolescents in the United States. During the past three decades the prevalence of overweight among children aged 6 to 11 years in this country has more than tripled, and more than doubled among adolescents aged 12 to 19 years. In addition, the percentage of overweight children is higher in California than the national average and is increasing every year. Poor eating habits and inadequate physical activity put California children at risk for diabetes and other chronic diseases in their youth, leads to expensive and preventable adult illness, and reduces their life expectancy. Children and adolescents that are overweight are likely to have risk factors for cardiovascular disease, behavioral problems, depression, and are at increased risk for type II diabetes, asthma, and orthopedic problems.

This increasing prevalence of overweight had been linked to a variety of social, cultural, and environmental factors, including increased overall caloric intake; consumption of soft drinks and high-fat, high-calorie foods; low levels of physical activity; and increasing amounts of time spent in sedentary activities such as television watching, video games, and using computers. Subdivision design over the last half of the 20th century has also contributed to the decline in physical activity, as children typically no longer walk or ride their bicycles to school on a daily basis. The automobile-centric design of our communities has also made it more difficult for children and youth to get together for play and socialization.

At a time when physical activity is so important, there has been a negative trend in youth sports that has been attributed to the win-at-all-costs competition. The July 2004 cover story for the U.S. News and World Report reported a drop-out rate from children in youth sports of 70%; 44% of parents stating their children dropped out because it made them unhappy; an increase in stress injuries; children beginning sports too young, even when experts say child stars are not created by starting early in sports; and 20% to 30% of children playing on “elite” teams while only 2% to 5% have the skill to do so.

Children and adolescents are more likely to become physically active and fit if they have a wide range of accessible, safe, and affordable opportunities. The recreational experience must be enjoyable to sufficiently motivate participation in physical activities. Clearly there is a demand for convenient, close to home parks and recreation facilities that are conveniently accessed by children and youth without the use of the automobile. Families also play a key role, as children are more likely to be active if siblings or parents themselves are active, and are also supportive of the child’s participation.

A wider range of offerings is needed to adequately serve children and youth. Programs that offer a limited set of team sports and that do not also offer noncompetitive, lifetime fitness and recreational activities do not adequately serve the many young people who are less skilled, less physically fit, or not attracted to team sports. The trends for children and adolescents are programs designed to engage children in physical activity and to teach skills that they will maintain throughout their adult life. The newest trends are in programs that include the parent and child in the same activity.

PUBLIC PARTICIPATION

Community Workshop #1

The first citywide workshop session was held on August 29, 2005. The workshop was widely advertised and was open to all interested people. All comments were recorded and transcribed. Twenty community members participated, and several City staff members were present. Adults and teens attended.

An initial presentation was made by the consultant team. Then public input was facilitated and recorded on a large wall chart. Then, participants were afforded the opportunity to express those comments that were of high priority individually, by placing dot stickers next to those points which they felt were the most important. The following is a summary of the main points made by the public. Please refer to Appendix C for a detailed transcript.

- Additional soccer and baseball fields were highly prioritized.
- A new or improved pool was also highly desired.
- A youth center, community center, and senior center were very highly desired.
- Trails and bikeways were highly desired.
- A dog park was desired.
- Additional basketball and tennis courts were desired.
- The semi-rural character and open space surrounding Rio Vista were highly valued.

Community Workshop #2

The second citywide workshop session was held on March 7, 2006. The workshop was widely advertised and was open to all interested people. All comments were recorded and transcribed. Twelve community members and City staff members were present.

The Draft Master Plan diagram was presented by the consultant team. Then public input was facilitated and recorded. The following is a summary of the main points made by the public. Please refer to Appendix C for a detailed transcript.

- Joint use of school grounds makes sense. Do not provide redundant resources.
- Question: will the landfill site be recommended as a community park site?
- The landfill site has good road access.
- The Army Base site has poor road access.
- Question: will the athletic fields be concentrated or dispersed among several park sites?
- Rio Vista needs more than one pool, because swimming is a very popular activity, it is hot here, and the existing pool is overused in part due to demand from nearby non-Rio Vista residents.
- The wetlands area is privately owned.
- The senior center should be located in the downtown area.
- Elk Grove has a new community center which is a good model.
- A combined community center and pool complex would be an efficient use of resources.
- The community center should be in a highly visible location central to all residents.
- A waterfront park should be shown on the plan. Waterfront access is very important.
- The well sites should be used as community gardens.
- A roadside rest stop in Highway 12 would be a nice amenity for travelers passing through town

Written Questionnaire

An informal written questionnaire was distributed to interested community members. 38 responses were gathered. Appendix E provides a summary of the results.

COMPARABLE COMMUNITIES COMPARISON

The *City of Rio Vista Park and Community Facilities Comparative Study*, prepared June 8, 2004 by the Goodwin Consulting Group, analyzed park acreage and recreation facilities currently provided by several “benchmark” communities. Based on an analysis of eight comparable communities, Rio Vista’s park acreage standard of 5 acres per 1000 population falls in the middle of the range, and is therefore a reasonable standard. In addition, 5 acres per 1000 population is the maximum amount legally allowed for cities to exact from new development. Therefore this Master Plan does not recommend any change in this standard.

RECREATION TRENDS SURVEYS

Several recent, statistically-valid public opinion surveys regarding recreation participation are available. Survey data relevant to Rio Vista are summarized here.

Statewide Recreation Trends

The State Department of Parks and Recreation publishes public opinion survey data in a document entitled *Public Opinions and Attitudes on Outdoor Recreation in California*. The 1997 edition listed the 20 activities with the highest adult participation rates (defined as one or more days per year participation in each of 43 listed activities):

1. Walking - recreational (84.8%)
2. Visiting museums or historic sites (74.6%)
3. Use of open turf areas for casual and unstructured activities (68.4%)
4. Driving for pleasure (68.3%)
5. Beach activities (67.8%)
6. Visiting zoos and arboretums (66.3%)
7. Picnicking in developed sites (65.0%)
8. Trail hiking (58.0%)
9. Swimming in lakes, rivers, and the ocean - not in pools (57.2%)
10. Attending outdoor cultural events (56.0%)
11. General nature study & wildlife viewing (54.0%)
12. Attending outdoor sports (51.9%)
13. Camping in developed sites (51.8%)
14. Swimming - in outdoor pools (48.0%)
15. Bicycling - on paved surfaces (42.8%)
16. Use of play equipment, tot lots (40.0%)
17. Fishing – freshwater (37.3%)
18. Jogging and running (28.6%)
19. Softball and baseball (26.4%)
20. Camping in primitive areas (25.8%)

By contrast, participation rates for organized, active sports other than baseball and softball were lower:

25. Basketball (18.1%)
26. Golf (17.9%)
33. Soccer (13.8%)
35. Tennis (12.6%)
38. Football (8.5%)

The ten activities with the highest youth activity days per year were:

1. Walking (94.7 days per year)
2. Bicycling on paved surfaces (61.0)
3. Use of open turf areas for casual and unstructured activities (57.5)
4. Jogging and running (51.8)
5. Basketball (37.4)
6. Use of play equipment, tot lots (34.9)
7. Swimming in outdoor pools (27.7)
8. Soccer (17.0)
9. Football (15.9)
10. Beach activities (11.0)

A separate (written) survey of youth aged 8 to 17 was conducted by the State concurrently with the adult survey. The ten activities with the highest participation rates were:

1. Use of open turf areas for casual and unstructured activities (93.2%)
2. (tie) Walking (89.5%)
2. (tie) Bicycling on paved surfaces (89.5%)
4. Picnicking in developed sites (83.4%)
5. Beach activities (81.8%)
6. Jogging and running (81.1%)
7. Visiting museums, historic sites (80.9%)
8. Basketball (80.1%)
9. Softball and baseball (79.0%)
10. Use of play equipment, tot lots (73.6%)

It can be seen that active sports such as basketball, softball, baseball, soccer, and football have a greater participation rate among youth than among adults. However, general outdoor activities such as walking, bicycling, and open turf use, are important to both youth and adults.

National Sporting Goods Association Survey

The National Sporting Goods Association (NSGA) conducts an annual survey of recreation activity participation. In 2004 the top ten (of 49) activities, as measured by percentage of respondents participating more than one day per year, were:

1. Exercise walking (84.7%)
2. Camping (55.3%)
3. Swimming (53.4%)

4. Exercising with equipment (52.2%)
5. Bowling (43.8%)
6. Fishing (41.2%)
7. Bicycle riding (40.3%)
8. Billiards/pool (34.2%)
9. Workout at club (31.8%)
10. Aerobic exercising (29.5%)

Between 1994 and 2004, an **increase** in participation was experienced in the following major recreation activities:

- Aerobic exercising
- Backpacking
- Bowling
- Camping
- Exercise walking
- Exercising with equipment
- Golf
- Hiking
- Running/jogging
- Skateboarding

Between 1994 and 2004, a **decrease** in participation was experienced in the following major recreation activities:

- Bicycle riding
- Fishing
- Roller Skating (in-line)
- Skiing (alpine)
- Skiing (cross country)
- Softball
- Swimming
- Tennis
- Volleyball

Between 1994 and 2004, participation levels remained flat in the following major recreation activities:

- Baseball
- Basketball
- Billiards/pool
- Boating
- Golf
- Hiking
- Soccer

University of Southern California Survey

The U.S.C. School of Policy, Planning, and Development, produced a study entitled *CA 2000: The Future of Recreation in California*. This study incorporated data from the National Sporting Goods Association's annual survey. Eight activities were tracked by U.S.C. These included exercise walking, exercise with equipment, baseball, softball, basketball, tennis, soccer, and golf. The following trends were noted:

- Participation in baseball, especially youth baseball, is expected to increase over the next 20 years by 100%, while participation in soccer and basketball is expected to increase by 200%.
- Tennis and volleyball experienced a decline in participation between 1986 and 1996.
- Exercise walking continues to be the exercise of choice after 18 years of age. Participation increase steadily with age, peaking in the 55 to 64 year old age group.
- Overall, younger age groups will demand team sports facilities, while adults and seniors will demand fitness-oriented facilities.