

## CHAPTER 4 COMMUNITY INPUT AND DEMOGRAPHIC ANALYSIS

In Chapter 2 of the *Cordova Recreation and Park District Inventory and Assessment Plan*, PROS Consulting describe the outreach and analysis process which is reproduced here as Chapter 4. The District expanded the community engagement process to capture more up-to-date needs based information and to respond to comments gathered during our peer and administrative review phases of the document preparation. Additional feedback includes interviews with athletic organizations, school districts, Sacramento County Regional Parks Department and Cordova Recreation and Park District recreation and facilities staff. Results and records of this outreach can be found in Appendix I of this document. While many of the questions and analyses completed by PRO's Consulting are not specific to new park and facility development, the entire Chapter has been included to ensure consistency for the reader.



## CHAPTER TWO - COMMUNITY INPUT RESULTS AND DEMOGRAPHIC AND TRENDS ANALYSIS

### 2.1 COMMUNITY INPUT SUMMARY

One of the most important elements of the Strategic Master Plan process is the community input, which provides residents with an opportunity to express their perspectives of the Cordova Recreation and Park District's ("District") services. PROS Consulting, LLC ("PROS") facilitated a series of focus groups, key leader interviews, and a public meeting. These groups were organized by the District and the invitations to attend were sent out accordingly.

Specifically, this included:

- Fourteen key leader interviews
- Two focus groups, the Community Council and the Senior Advisory Board, consisting of nine attendees
- A public meeting

*Note: These meetings were held in late 2008 and as such reflect the reality of that time. PROS recognizes that many of the issues may have changed from that point but still need to document what the community has expressed at that time.*

The following represents a summary of the information provided. Each question is listed with a summary of the responses while the detailed responses are provided in **Appendix 1**.

#### 2.1.1 HAVE YOU USED ANY OF THE PARKS AND RECREATION AMENITIES OFFERED BY THE DISTRICT? IF SO WHAT HAVE YOU USED?

The respondents primarily named Hagan Park. Otherwise, they predominantly named outdoor activities such as sports and events. They have used rental facilities and taken advantage of the Senior Center.

#### 2.1.2 WHAT ARE THE STRENGTHS OF THE DISTRICT THAT WE NEED TO BUILD ON FOR THIS MASTER PLAN?

Respondents cited the staff as a strength. They cited the abundance of parks and their locations as definite strengths. The maintenance of the parks is also viewed positively. Respondents also responded favorably about the Senior Center. They appreciated the new attitude present among the staff and the willingness to work with the seniors.

#### 2.1.3 WHAT ARE THE KEY ISSUES FACING THE DISTRICT AS IT APPLIES TO PARKS AND RECREATION THAT WE NEED TO ADDRESS IN THIS MASTER PLAN?

Respondents named finance, internal and external communication, and marketing as three of the major issues, with finance being the number one issue. The financial situation in California is affecting every agency, including the District. As a result of the lack of financial resources, the interview and focus group participants mentioned the need for more staff. Reference was made to unfilled key positions in the District that are in great need of being filled.

Public input participants feel there is not enough communication among the employees within the District or between the District and the public. Examples were given of groups using a park and not getting returned phone calls or not receiving the help and support they were counting on from District staff. Safety issues, staffing issues, and leadership issues were also mentioned. There does not seem to be leadership presence in the community, at community events, or establishing relationships with key players in the community. Community Council members expressed concern about the District not reaching out enough to community groups.

The lack of District marketing was also mentioned as a key area. There is not enough promotional effort, building relationships with the business community, and people seem unaware of what the District is doing. There should be new signs at all parks and updated signage to reflect a consistent brand.

#### 2.1.4 HOW BALANCED DO YOU THINK THE PARKS AND RECREATION SYSTEMS ARE IN THE DISTRICT IN TERMS OF PARK TYPES (NEIGHBORHOOD, COMMUNITY, REGIONAL, AND TRAILS)?

In talking about the balance of systems in the District, respondents replied that there were amenities missing at some parks, such as restrooms or drinking fountains and that the ones with these amenities, had non-functioning ones. Hagan Park was mentioned by several respondents. They mentioned that the park closes early enough that several residents cannot utilize it. They also mentioned the lack of programming as an issue that seems to need some balance. There was discussion of expanding the Senior Center and creating a Teen Center as well. Respondents feel as if there is not an adequate balance of programs and they would like to see a better balance between old and new programs.

#### 2.1.5 WHAT TYPES OF RECREATION FACILITIES OR AMENITIES ARE MISSING IN THE COMMUNITY THAT THIS PLAN NEEDS TO ADDRESS?

The main thing mentioned by respondents is that the existing facilities need to be renovated and updated. The District is 50 years old and it seems that several of the parks and facilities have not been updated in over 10 years. Specific things to add that were mentioned were additional skate parks, dog parks, urban campgrounds, and facilities with electricity. There is inadequate ADA access at some of the parks, specifically Dave Roberts Park.

#### 2.1.6 WHAT ARE THE RECREATION PROGRAM NEEDS YOU HEAR ABOUT THAT ARE NEEDED IN RANCHO CORDOVA?

Several respondents mentioned programs for youth, and specifically for at-risk youth. Several participants commented that the Police Activities League offers programs the District should be offering. Programs for active seniors were also suggested, such as sports leagues. They also mentioned that there is difficulty registering for the existing classes and programs which could be causing attendance numbers to be down.

#### 2.1.7 ARE THERE ANY OPERATIONAL OR MAINTENANCE ISSUES THAT NEED TO BE ADDRESSED IN THIS PLAN?

Respondents named a number of issues related to updating and renovating. Security issues included the maintenance yard and administrative building, which have both been broken into. There have also been several robberies that should be addressed. Also, there are cosmetic issues in various places. The Senior Center needs a lot of attention such as a designated cross walk, designated van parking, more parking for times that the pool is in use, and a new roof installed.

**2.1.8 ARE THERE OPPORTUNITIES FOR PARTNERING FOR THE DEVELOPMENT OR DELIVERY OF PARKS, RECREATION FACILITIES OR PROGRAMS THAT THE RECREATION AND PARK DISTRICT SHOULD BE WORKING TOWARDS?**

Many respondents mentioned private partnerships without naming specific ideas. They also mentioned closer partnerships with the City and with the School District. Another partnership type named was business partnerships. There is an existing partnership with the school District that respondents would like to see strengthened. They would also like to see all parks labeled with the District's name to create more visibility for the District. The partnership mentioned that is lacking in closeness and strength is with the Chamber and tourism industry. Strengthening these partnerships will increase the ability to have tournaments in the area.

**2.1.9 HOW WOULD YOU ASSESS PUBLIC INFORMATION, COMMUNICATIONS, AND MARKETING OF PROGRAMS AND SERVICES FROM THE DISTRICT?**

Respondents assessed the public information, communication and marketing as needing significant help. The communications about activities were cited as good, but anything else, including expansion and development, is cited as needing improvement. The respondents would like to see more online communication and information in a consistently updated Web site and social networking sites. They were in favor of a mailed newsletter, citing the use of the City newsletter, and the District is currently in the process of developing a mailing list. This would predominantly be for the older citizens who do not have a computer or internet access.

**2.1.10 WHAT OUTCOMES WOULD YOU LIKE TO SEE AS A RESULT OF THIS PLAN?**

The chief outcome that respondents would like to see is an achievable plan that would be implemented. There were several things that the respondents would like to see as a result of this plan, among them modernized parks, improved management, and better safety in all the parks and facilities. The participants' referenced previous master plans that were not implemented as well as they would have liked. The respondents would like to see better inclusion of people. There should be more services for the youth. The administration needs to work on being more transparent and being more available to their constituents.

## 2.2 COMMUNITY INTEREST AND OPINION SURVEY

### 2.2.1 OVERVIEW OF THE METHODOLOGY

The Cordova Recreation and Park District conducted a Community Interest and Opinion Survey during October and November of 2010. The purpose of the survey was to help establish priorities for the future improvement of parks and recreation facilities, programs and services within the community. The survey was designed to obtain statistically valid results from households in the District. The survey was administered by a combination of mail and phone.

Leisure Vision worked extensively with Cordova Recreation and Park District officials, as well as members of the PROS Consulting project team in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the future system.

Leisure Vision mailed surveys to a random sample of 2,000 households throughout the District. Approximately three days after the surveys were mailed each household that received a survey also received an electronic voice message encouraging them to complete the survey. In addition, about two weeks after the surveys were mailed Leisure Vision began contacting households by phone. Those who indicated they had not returned the survey were given the option of completing it by phone. The goal was to obtain a total of at least 400 completed surveys from District households. This goal was accomplished, with a total of 410 surveys having been completed. The results of the random sample of 410 households have a 95% level of confidence with a precision of at least +/-4.8%. The following pages summarize major survey findings.

### 2.2.2 VISITING CRPD PARKS, RECREATION FACILITIES & SPORTS FIELDS

Seventy-two percent (72%) of households have visited Cordova Recreation and Park District parks, recreation facilities, or sports fields during the past year (Figure 1).

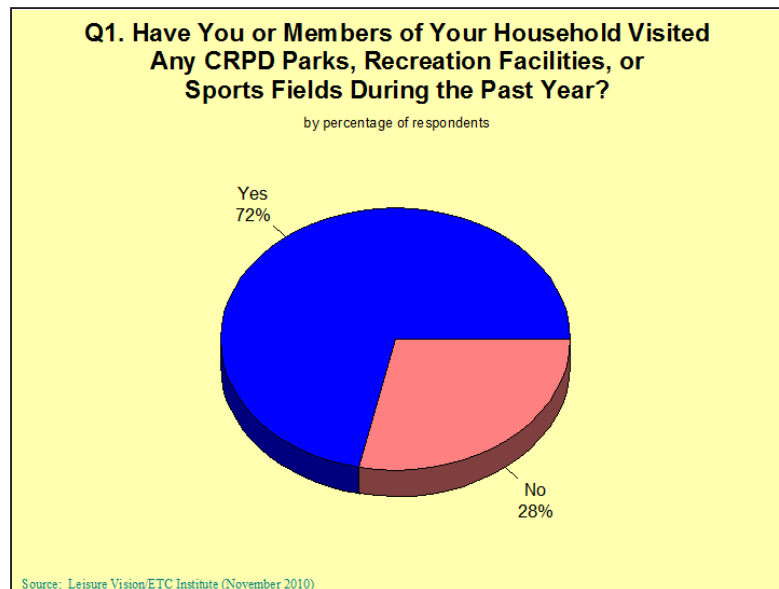


Figure 1 - Visiting CRPD Parks, Recreation Facilities & Sports Fields

**2.2.3 FREQUENCY OF VISITING CRPD PARKS, RECREATION FACILITIES & SPORTS FIELDS**

Of the 72% of households that have visited Cordova Recreation and Park District parks, recreation facilities, or sports fields during the past year, 71% have visited them at once a month or more. This includes 34% that have visited CRPD parks, recreation facilities or sports fields at least once a week, 24% that have visited them a few times a month, and 13% that have visited them at least once a month (Figure 2).

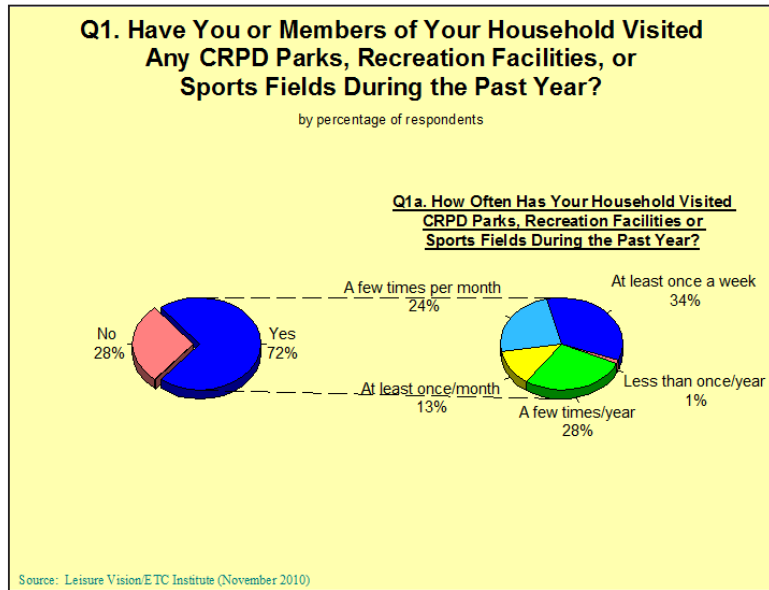


Figure 2 - Frequency of Visiting CRPD Parks, Recreation Facilities & Sports Fields

**2.2.4 RATING THE PHYSICAL CONDITION OF CRPD PARKS, RECREATION FACILITIES & SPORTS FIELDS**

Of the 72% of households that have visited CRPD parks, recreation facilities, or sports fields during the past year, 63% rated the physical condition as either excellent (24%) or above average (39%). Thirty-two percent (32%) of households rated the parks, facilities and sports fields as average, and only 5% rated them as below average (4%) or poor (1%) (Figure 3).

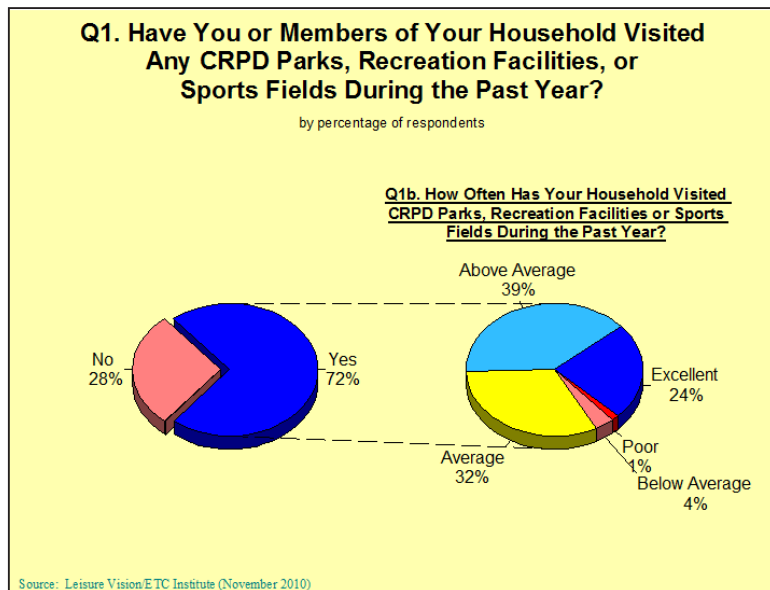


Figure 3 - Rating the Physical Condition of CRPD Parks, Recreation Facilities & Sports Fields

**2.2.5 CONCERNS WITH CRPD PARKS, RECREATION FACILITIES AND SPORTS FIELDS**

Of the 72% of households that have visited CRPD parks, recreation facilities, or sports fields during the past year, 36% indicated they have no concerns. The most frequently mentioned concerns respondents do have with CRPD parks, facilities, or sports fields are: security and safety issues (24%) and park maintenance and cleanliness (22%) (Figure 4).

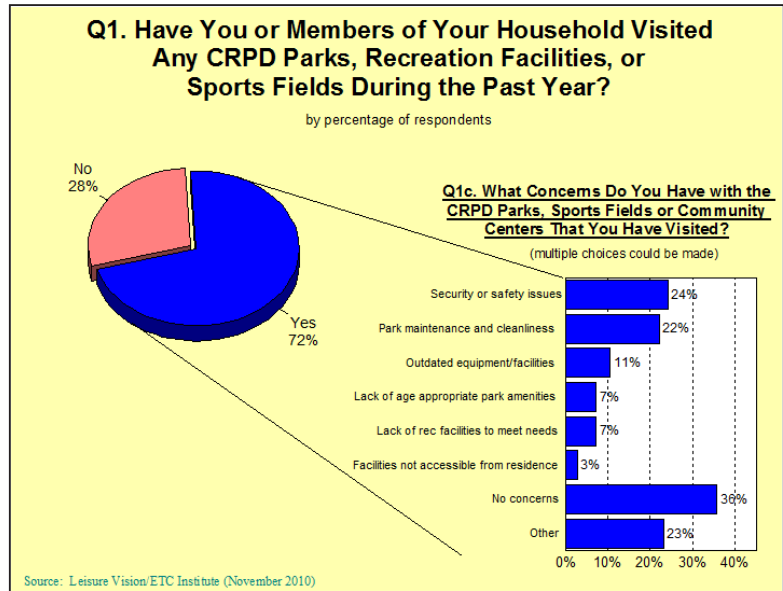


Figure 4 - Concerns with CRPD Parks, Recreation Facilities and Sports Fields

**2.2.6 FREQUENCY OF VISITING VARIOUS CRPD FACILITIES**

Of the 72% of households that have visited CRPD parks, recreation facilities, or sports fields during the past year, 24% have visited the Hagan Park Community Center at least once a month, and 19% have visited the Mather Sports Center at least once a month (Figure 5).

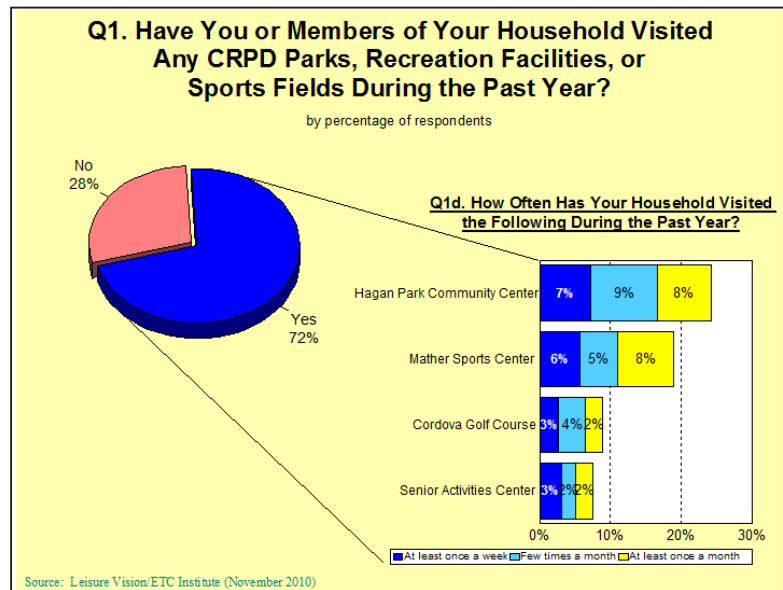


Figure 5 - Frequency of Visiting Various CRPD Facilities

**2.2.7 PARTICIPATION IN CRPD PROGRAMS/ACTIVITIES**

Twenty-seven percent (27%) of households have participated in programs or activities offered by the CRPD during the past 12 months (Figure 6).

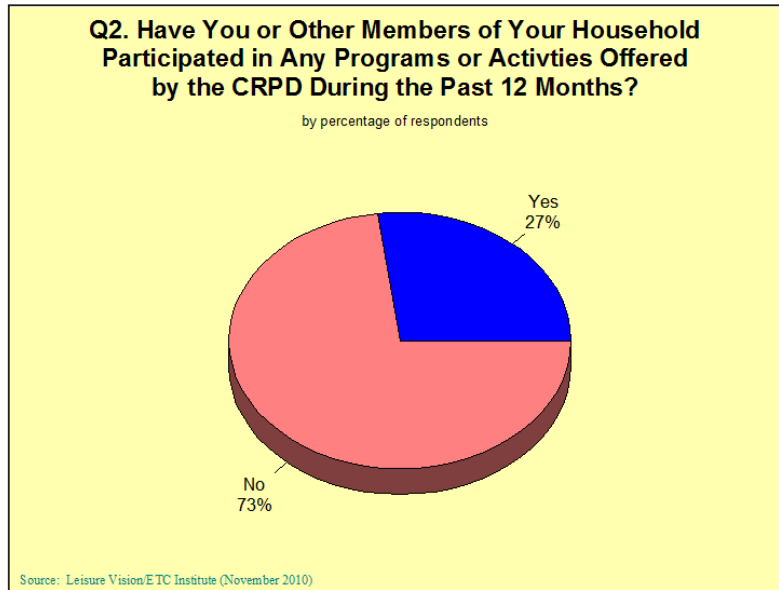


Figure 6 - Participation in CRPD Programs/Activities

**2.2.8 RATING OF THE OVERALL QUALITY OF CRPD PROGRAMS/ACTIVITIES**

Of the 27% of households that have participated in CRPD programs/activities, 82% rated the overall quality of programs or activities they've participated in as either excellent (37%) or above average (45%). Sixteen percent (16%) rated them as "average", 2% rated them as "below average", and no respondents rated them as "poor" (Figure 7).

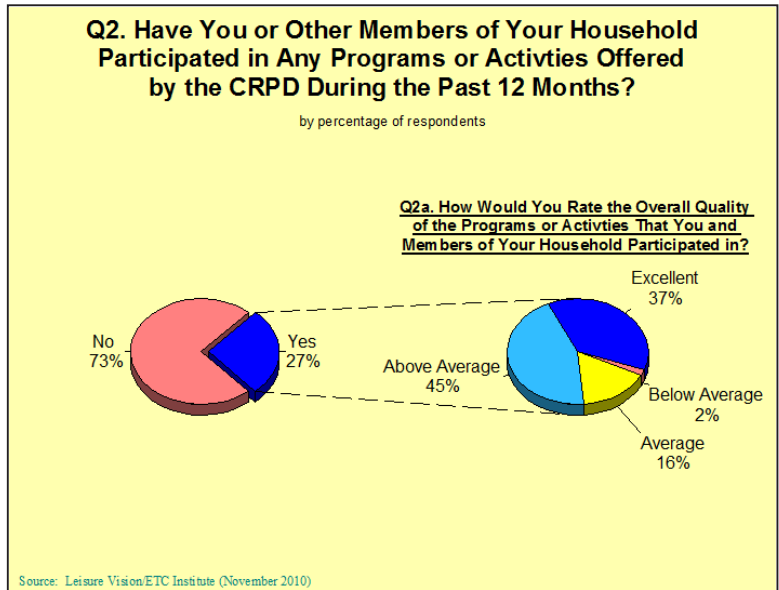


Figure 7 - Rating of the Overall Quality of CRPD Programs/Activities



**2.2.9 PARTICIPATION IN CRPD EVENTS**

Twenty-one percent (21%) of households have participated in events offered by the CRPD during the past 12 months (**Figure 8**).

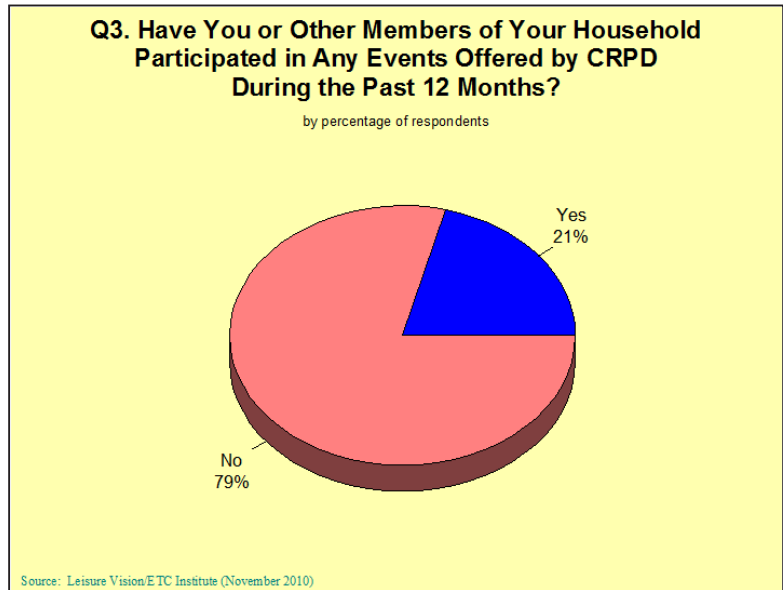


Figure 8 - Participation in CRPD Events

**2.2.10 RATING OF THE OVERALL QUALITY OF CRPD EVENTS**

Of the 21% of households that have participated in CRPD events, 81% rated the overall quality of the events they've participated in as either excellent (44%) or above average (37%). Nineteen percent (19%) rated the events as "average" and no respondents rated them as "below average" or "poor" (**Figure 9**).

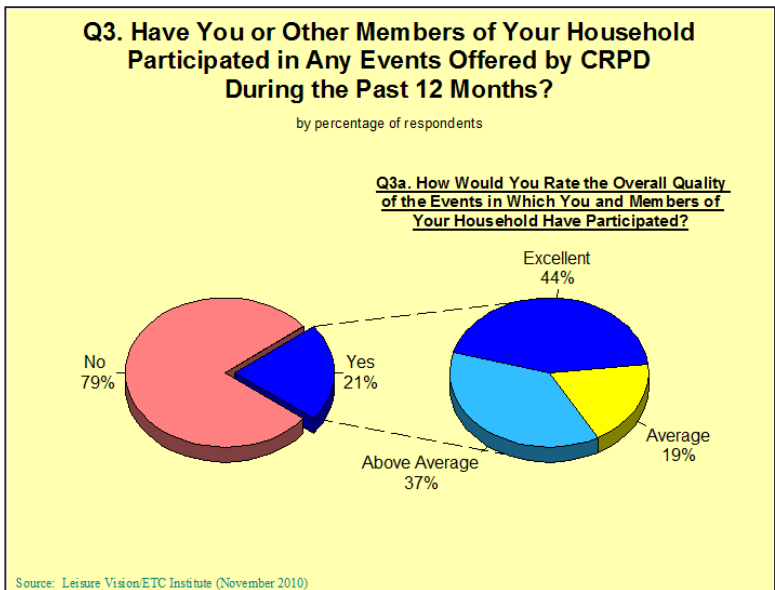


Figure 9 - Rating of the Overall Quality of CRPD Events

**2.2.11 WAYS RESPONDENTS LEARN ABOUT CRPD PROGRAMS AND ACTIVITIES**

The most frequently mentioned ways that respondents have learned about CRPD programs and activities are: flyers/newsletter (47%), Tri-Annual Activity Guide (44%), from friends and neighbors (29%), and newspaper (26%) (Figure 10).

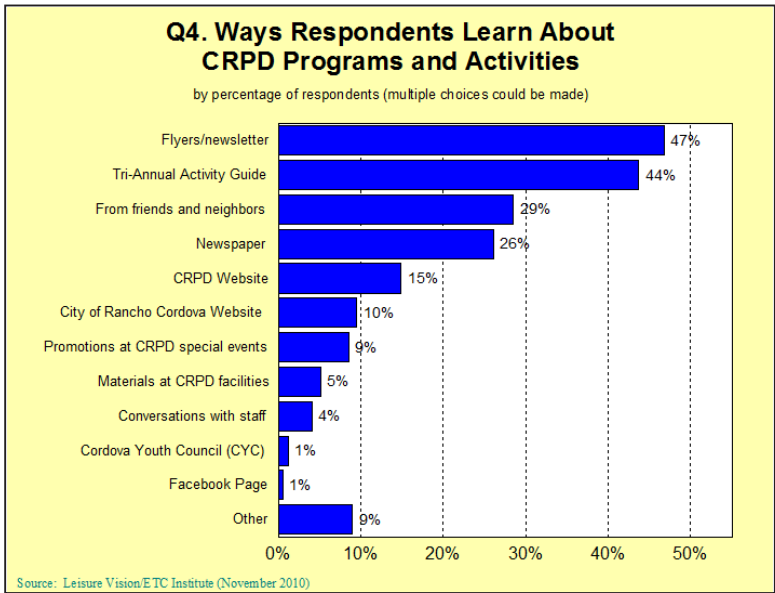


Figure 10 - Ways Respondents Learn About CRPD Programs and Activities

**2.2.12 REASONS PREVENTING THE USE OF CRPD PARKS, FACILITIES, PROGRAMS MORE OFTEN**

“Too busy/not enough time” (17%) is the most frequently mentioned reason preventing households from using CRPD parks, recreation facilities or programs more often (Figure 11). Other frequently mentioned reasons include: “program times are not convenient” (16%), “do not know what is being offered” (11%), and “fees are too high” (11%).

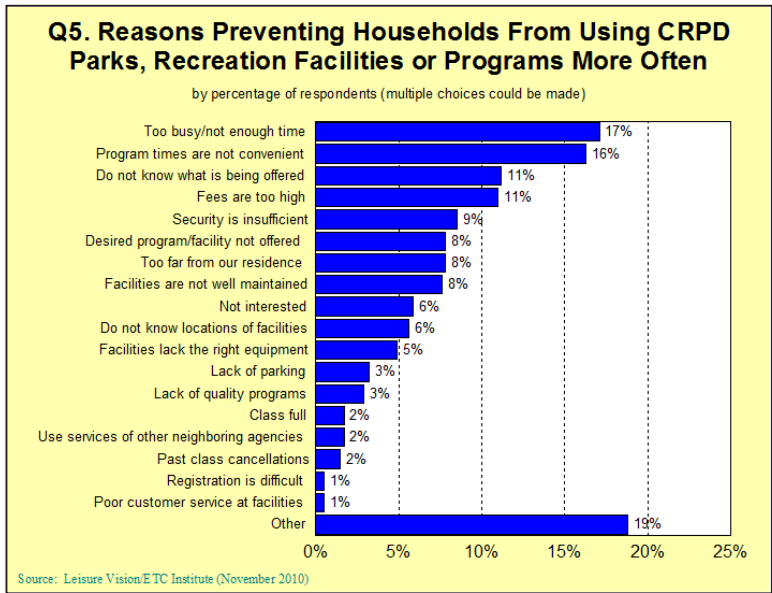


Figure 11 - Reasons Preventing the Use of CRPD Parks, Facilities, Programs More Often

**2.2.13 LEVEL OF SATISFACTION WITH THE CUSTOMER SERVICE EXPERIENCE RECEIVED WHEN USING CRPD FACILITIES AND PROGRAMS**

Sixty percent (60%) of respondents are either very satisfied (35%) or somewhat satisfied (25%) with the customer service experience they receive when using CRPD facilities and programs (Figure 12). Only 4% of respondents are somewhat dissatisfied or very dissatisfied with the customer service experience they receive when using CRPD facilities and programs. In addition, 36% of respondents rated the customer service experience they receive as “neutral”.

**Q6. Level of Satisfaction with the Customer Service Experience Households Receive When Using CRPD Facilities and Programs**

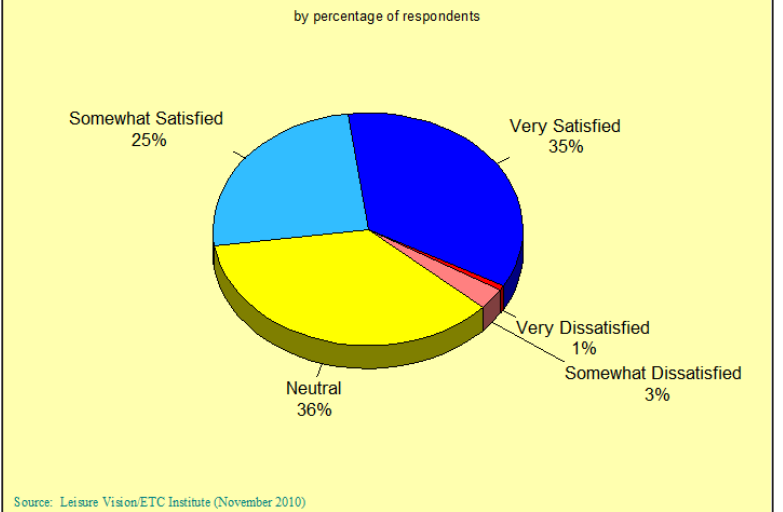


Figure 12 - Level of Satisfaction with the Customer Service Experience Received When Using CRPD Facilities and Programs

**2.2.14 NEED FOR PARKS AND RECREATION FACILITIES**

The parks and recreation facilities that the highest percentage of households has a need for are: walking, biking trails, and greenways (64%), small family picnic areas and shelters (60%), small neighborhood parks (59%), large community parks (46%), and playground equipment (44%) (Figure 13).

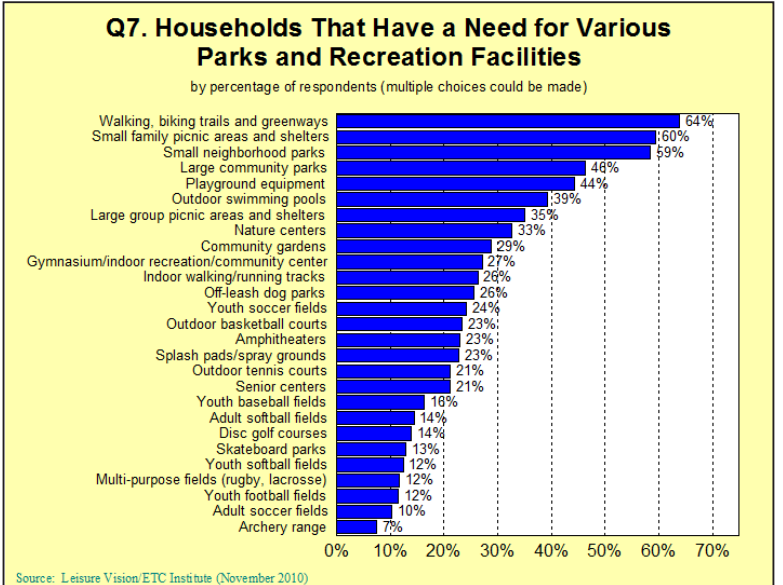


Figure 13 - Need for Parks and Recreation Facilities

2.2.15 NEED FOR PARKS AND RECREATION FACILITIES IN THE CRPD

From a list of 27 various parks and recreation facilities, respondents were asked to indicate all of the ones that members of their household have a need for. Figure 14 shows the estimated number of households in the Cordova Recreation and Park District that have a need for various parks and recreation facilities, based on 34,300 households in the District.

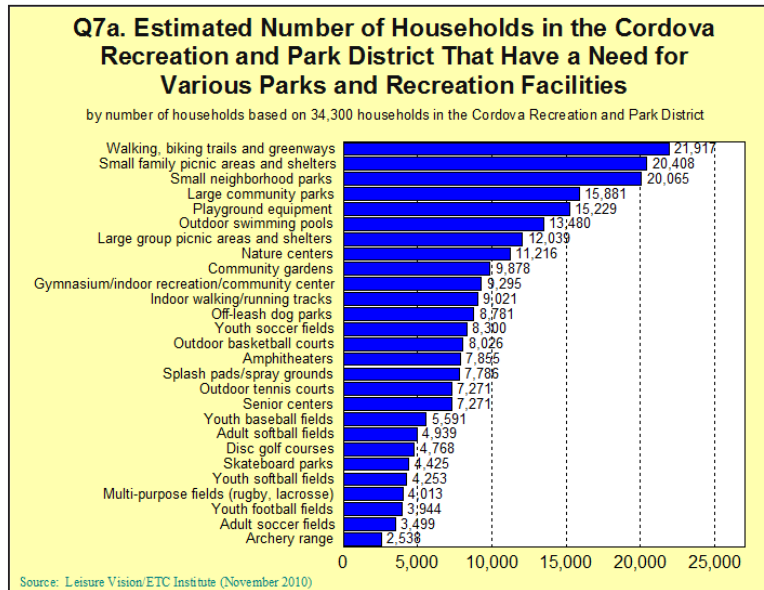


Figure 14 - Need for Parks and Recreation Facilities in the CRPD

2.2.16 HOW WELL PARKS AND RECREATION FACILITIES MEET NEEDS

For all parks and facilities, 55% or less of respondents indicated that the park/facility completely meets the needs of their household (Figure 15).

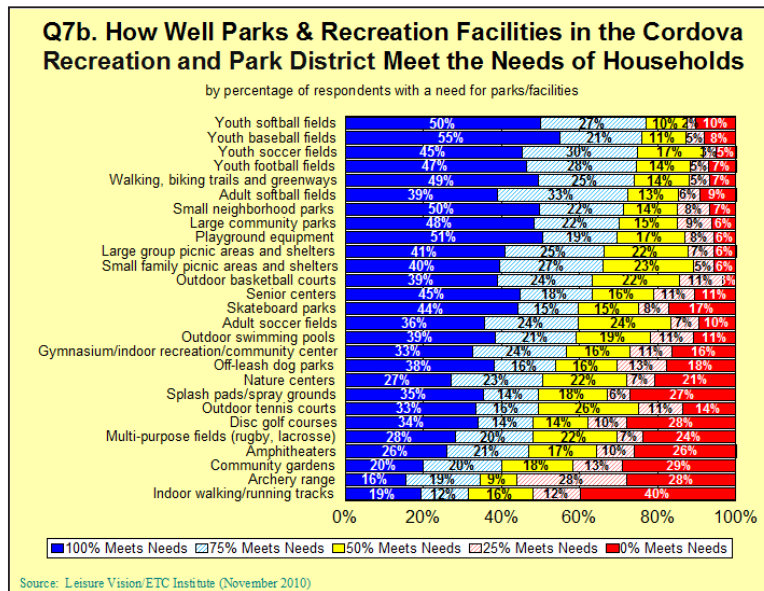


Figure 15 - How Well Parks and Recreation Facilities Meet Needs

2.2.17 CRPD HOUSEHOLDS WITH THEIR FACILITY NEEDS BEING 50% MET OR LESS

From the list of 27 parks and recreation facilities, households that have a need for parks/facilities were asked to indicate how well these types of parks/facilities in the Cordova Recreation and Park District meet their needs. **Figure 16** shows the estimated number of households in the Cordova Recreation and Park District whose needs for parks/facilities are only being 50% met or less, based on 34,300 households in the District.

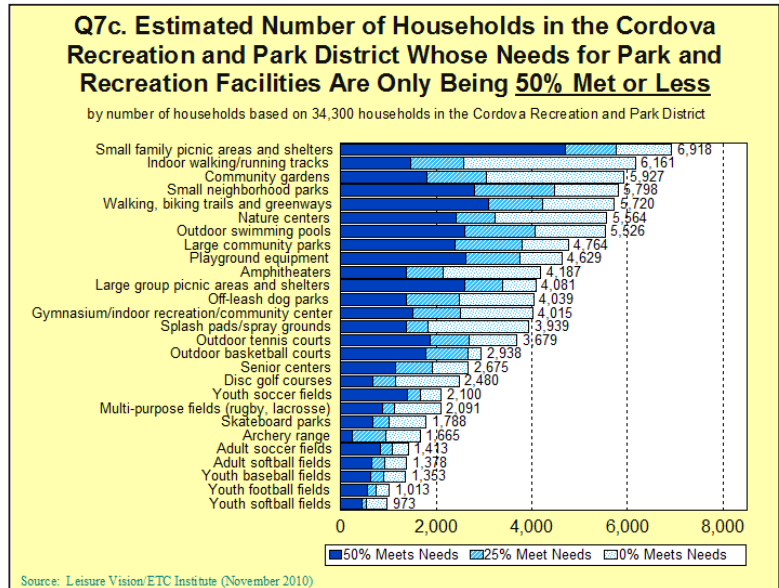


Figure 16 - CRPD Households with Their Facility Needs Being 50% Met or Less

2.2.18 MOST IMPORTANT PARKS AND RECREATION FACILITIES

Based on the sum of their top four choices, the parks and recreation facilities that households rated as the most important include: walking, biking trails, and greenways (34%), small family picnic areas and shelters (29%), small neighborhood parks (28%), playground equipment (24%), and outdoor swimming pools (20%). It should also be noted that walking, biking trails and greenways had the highest percentage of respondents select it as their first choice as the most important park/facility (**Figure 17**).

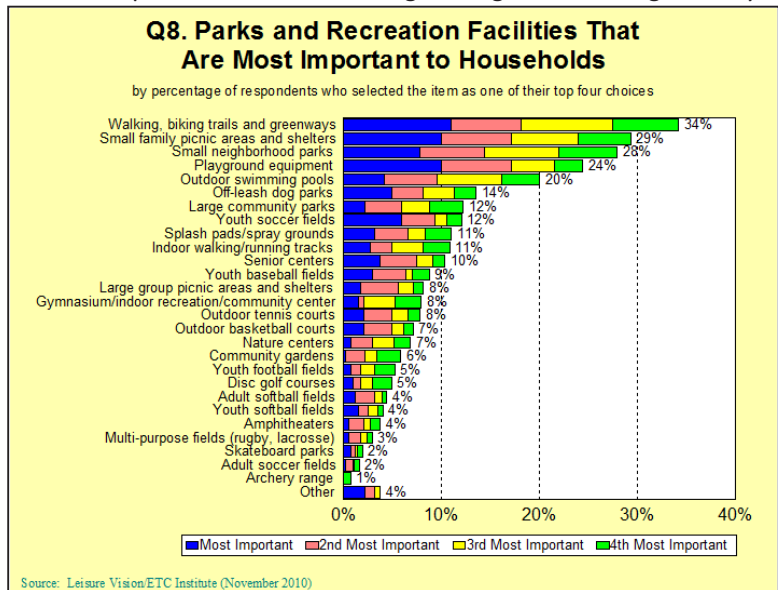


Figure 17 - Most Important Parks and Recreation Facilities

2.2.19 NEED FOR RECREATION PROGRAMS

The recreation programs that the highest percentage of households has a need for are: adult fitness and wellness programs (36%), community-wide special events (35%), swim lessons/aquatics programs (32%), and cultural programs (25%) (Figure 18).

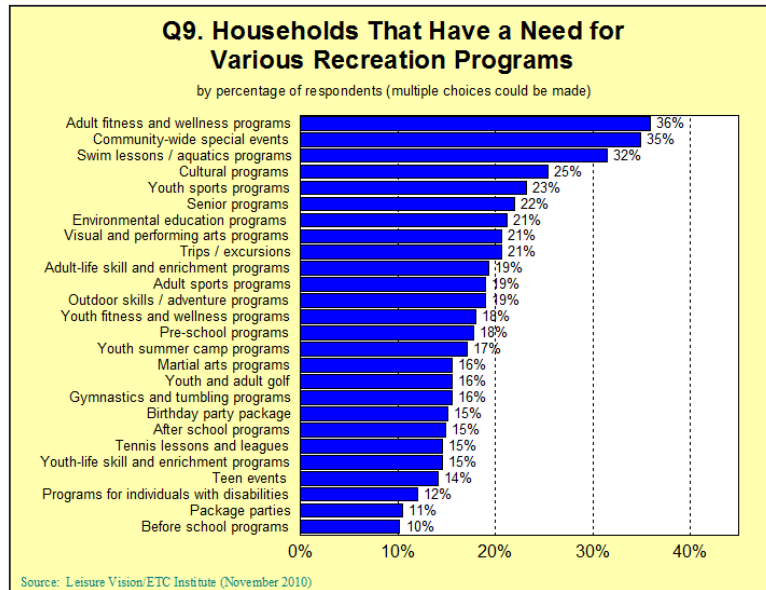


Figure 18 - Need for Recreation Programs

2.2.20 NEED FOR RECREATION PROGRAMS IN THE CRPD

From a list of 26 recreation programs, respondents were asked to indicate all of the ones that members of their household have a need for. Figure 19 shows the estimated number of households in the Cordova Recreation and Park District that have a need for recreation programs, based on 34,300 households in the District.

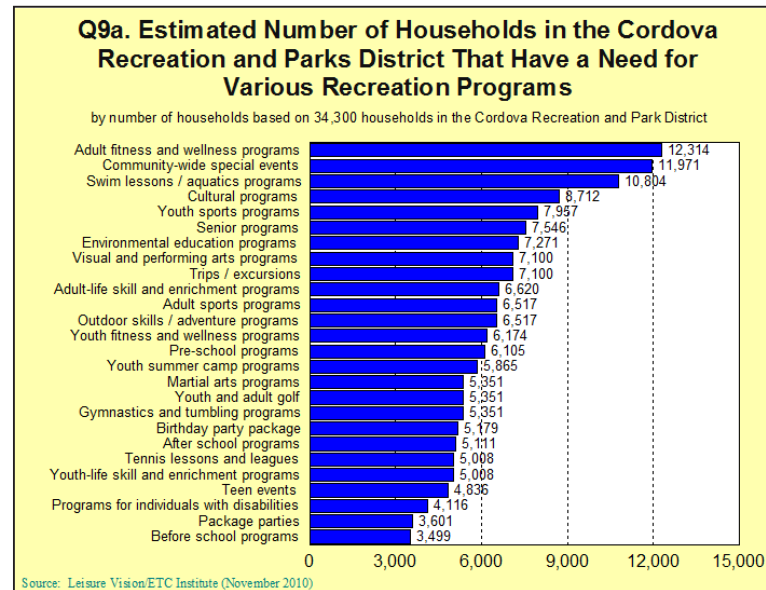


Figure 19 - Need for Recreation Programs in the CRPD

2.2.21 HOW WELL RECREATION PROGRAMS MEET NEEDS

For all 26 recreation programs, less than 45% of respondents indicated that the program completely meets the needs of their household (Figure 20).

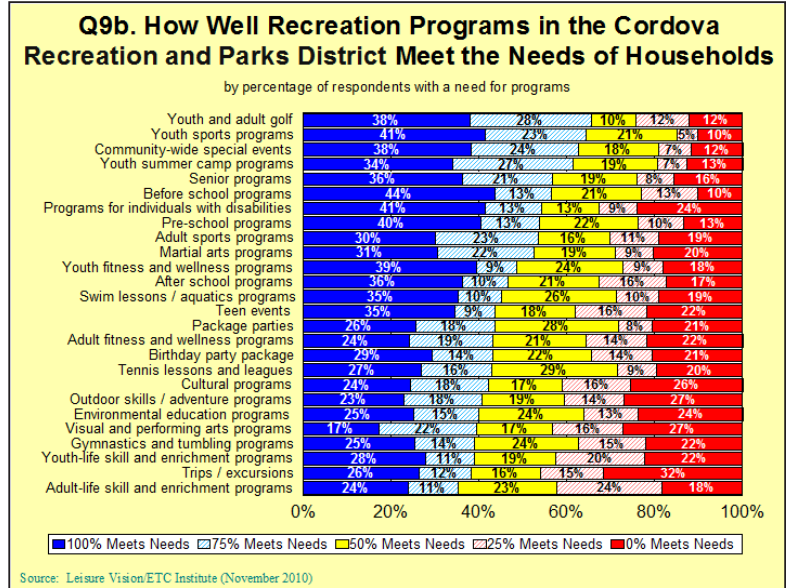


Figure 20 - How Well Recreation Programs Meet Needs

2.2.22 CRPD HOUSEHOLDS WITH THEIR PROGRAM NEEDS BEING 50% MET OR LESS

From a list of 26 recreation programs, households that have a need for programs were asked to indicate how well these types of programs in the Cordova Recreation and Park District meet their needs. Figure 21 shows the estimated number of households in the Cordova Recreation and Park District whose needs for programs are only being 50% met or less, based on 34,300 households in the District.

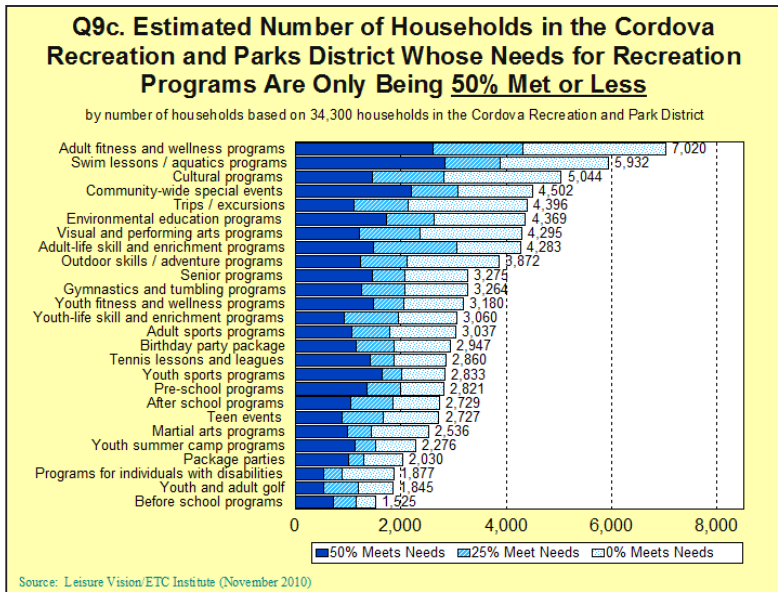


Figure 21 - CRPD Households with Their Program Needs Being 50% Met or Less

**2.2.23 MOST IMPORTANT RECREATION PROGRAMS**

Based on the sum of their top four choices, the recreation programs that households rated as the most important include: swim lessons/aquatics programs (19%), adult fitness and wellness programs and community-wide special events (19%), youth sports programs (19%), community-wide special events (16%), and senior programs (14%). It should also be noted that swim lessons/aquatic programs had the highest percentage of respondents select it as their first choice as the most important program to their household (Figure 22).

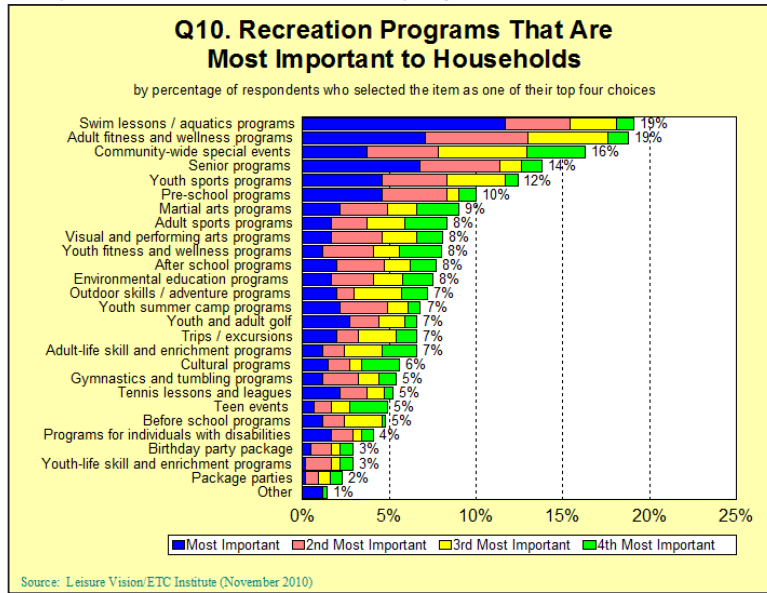


Figure 22 - Most Important Recreation Programs

**2.2.24 MOST FREQUENTLY USED METHOD TO ACCESS CRPD PARKS & RECREATION FACILITIES**

Seventy percent (70%) of households indicated that “driving” is their most frequently used method to access CRPD parks and recreation facilities (Figure 23). In addition, 24% of respondents walk to CRPD parks and facilities, and 11% bike to CRPD parks and recreation facilities.

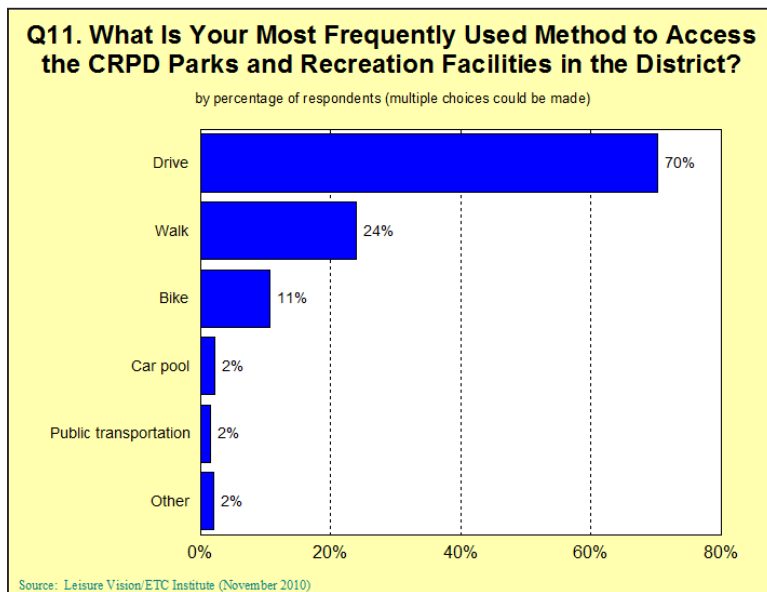


Figure 23 - Most Frequently Used Method to Access CRPD Parks & Recreation Facilities



**2.2.25 LEVEL OF SUPPORT FOR DEVELOPING WALKING/BIKING TRAILS TO CREATE AN INTERCONNECTED COMMUNITY AND A SUSTAINABLE BUILT ENVIRONMENT**

Eighty-two percent (82%) of respondents are either very supportive (54%) or somewhat supportive (28%) of an effort to develop walking/biking trails to create an interconnected community and a sustainable built environment (Figure 24). Only 6% of respondents are mildly against or completely against it, and 12% indicated “not sure”.

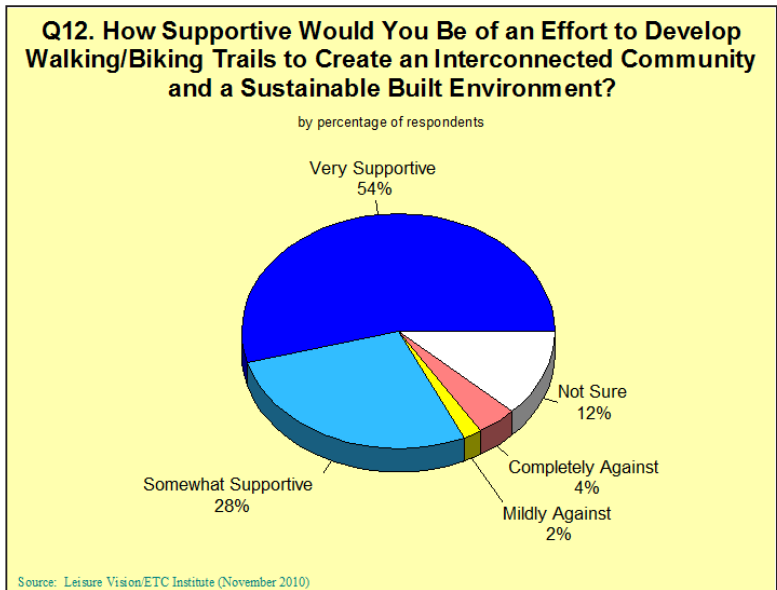


Figure 24 - Level of Support for Developing Walking/Biking Trails to Create an Interconnected Community and a Sustainable Built Environment

**2.2.26 SUPPORT FOR ACTIONS TO IMPROVE/EXPAND PARKS AND RECREATION FACILITIES**

There are four actions that over 45% of respondents are very supportive of CRPD taking to improve and expand parks and recreation facilities: renovate/develop greenways for walking and biking (55%), acquire land to use for greenways and trails (52%), acquire land to develop small neighborhood parks (49%), and renovate/develop playgrounds and picnics (48%) (Figure 25).

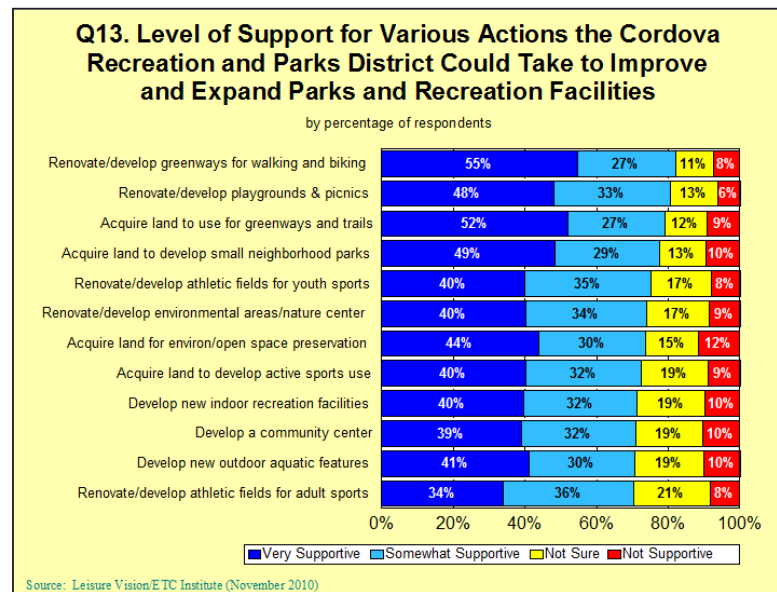


Figure 25 - Support for Actions to Improve/Expand Parks and Recreation Facilities

**2.2.27 MOST IMPORTANT ACTIONS TO IMPROVE/EXPAND PARKS & RECREATION FACILITIES**

Based on the sum of their top four choices, the most important actions that CRPD could take to improve/expand parks and recreation facilities are: renovate/develop greenways for walking and biking (45%) renovate/develop playgrounds and picnics (28%), acquire land to develop for small neighborhood parks (28%), and acquire land to use for greenways and trails (27%). It should also be noted that renovate/develop greenways for walking and biking had the highest percentage of respondents select it as their first choice as the most important park/facility to improve/expand.

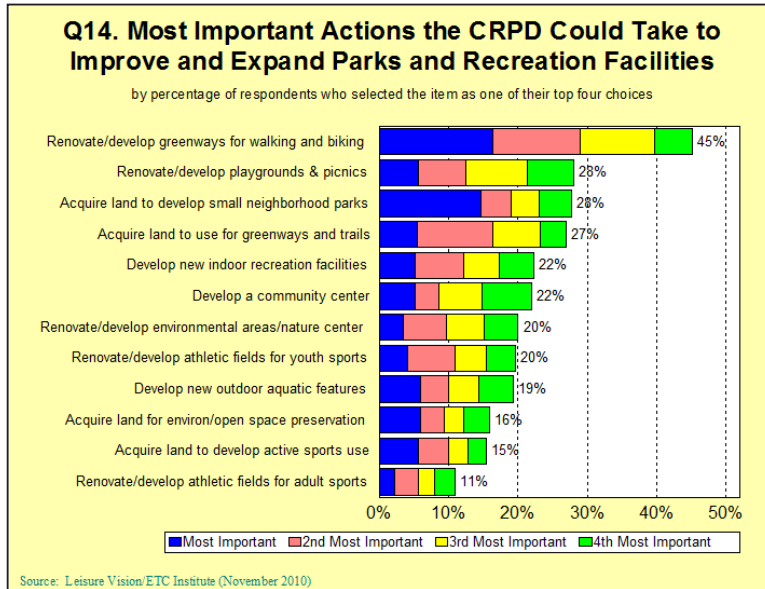


Figure 26 - Most Important Actions to Improve/Expand Parks & Recreation Facilities

**2.2.28 ALLOCATION OF \$100 AMONG VARIOUS PARKS AND RECREATION CATEGORIES**

Respondents would allocate \$49 out of \$100 towards the improvements/maintenance of existing parks, trails, sports, and recreation facilities (Figure 27). The remaining \$51 were allocated as follows: development of new parks, trails, and sports facilities (\$20), development of new community center/recreation facilities (\$16), and acquisition of new park land and open space (\$15).

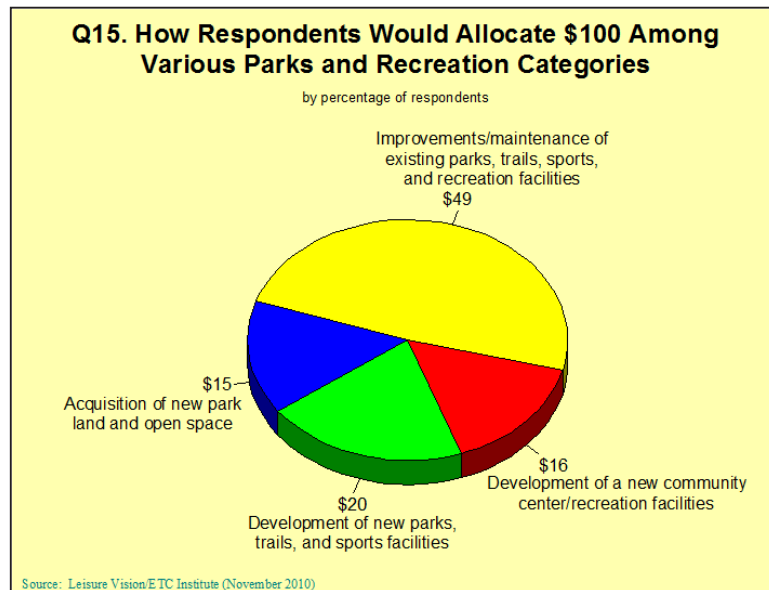


Figure 27 - Allocation of \$100 among Various Parks and Recreation Categories

2.2.29 LEVEL OF SUPPORT FOR VARIOUS MONTHLY ASSESSMENTS TO FUND PARKS, GREENWAYS, OPEN SPACE, AND RECREATION FACILITIES

Fifty-one percent (51%) of respondents are either strongly supportive (39%) or somewhat supportive (12%) of paying \$5 per month to fund the development and operations of parks, greenways, open space, and recreation facilities that are most important to their household (Figure 28).

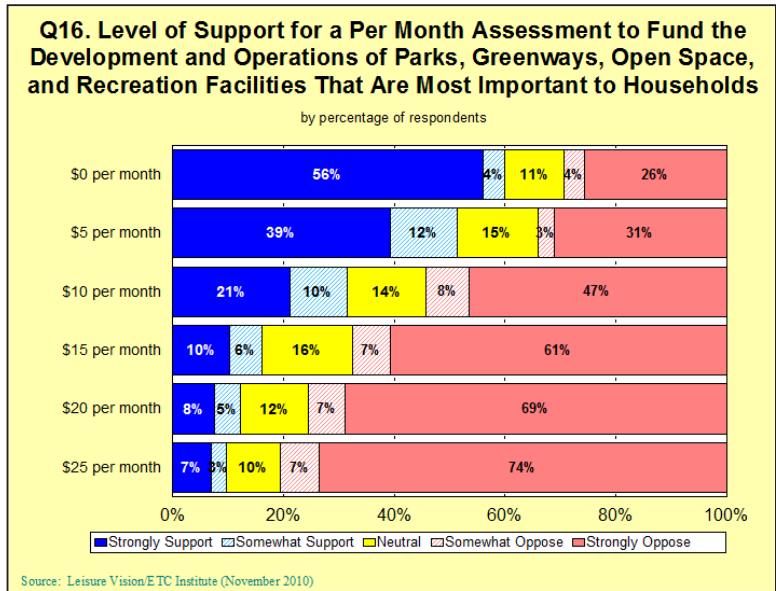


Figure 28 - Level of Support for Various Monthly Assessments to Fund Parks, Greenways, Open Space, and Recreation Facilities

2.2.30 DEMOGRAPHICS

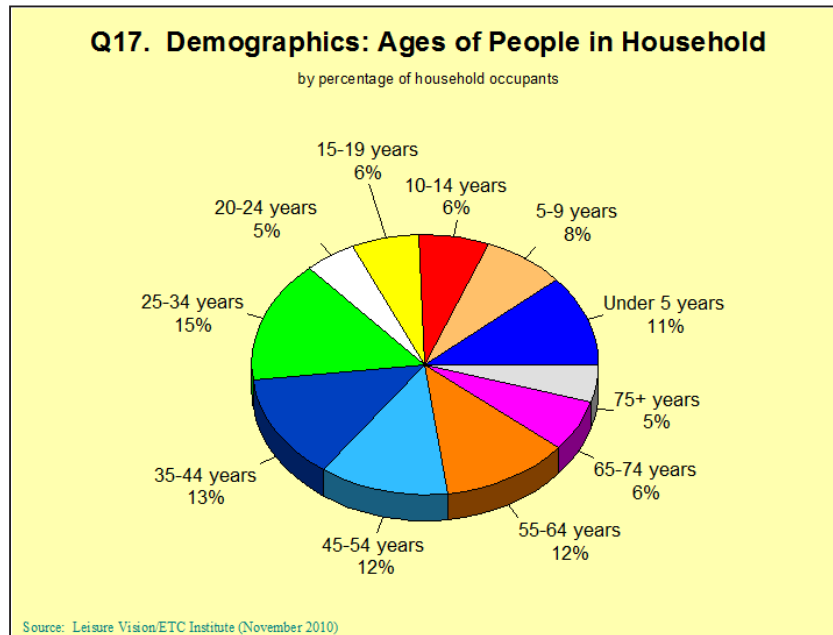


Figure 29 - Ages of People in Household

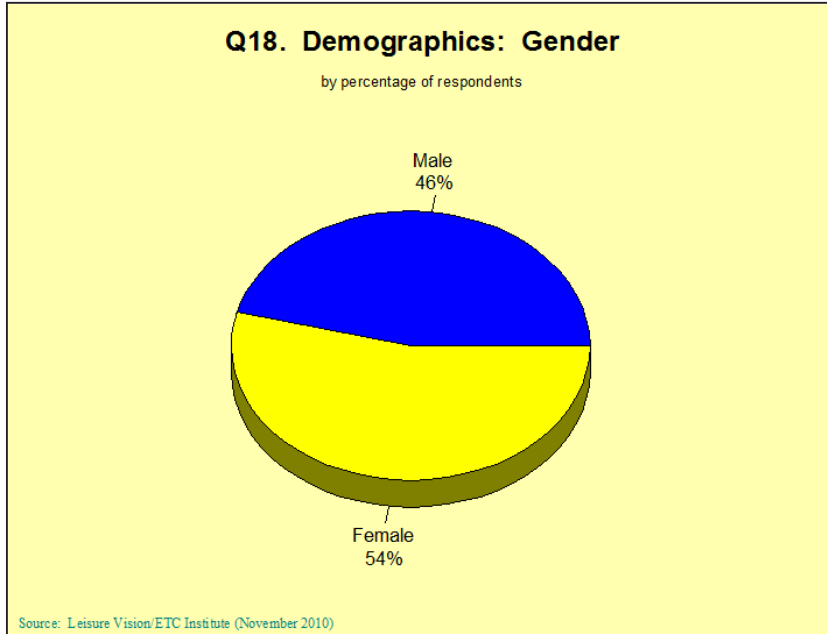


Figure 30 - Gender

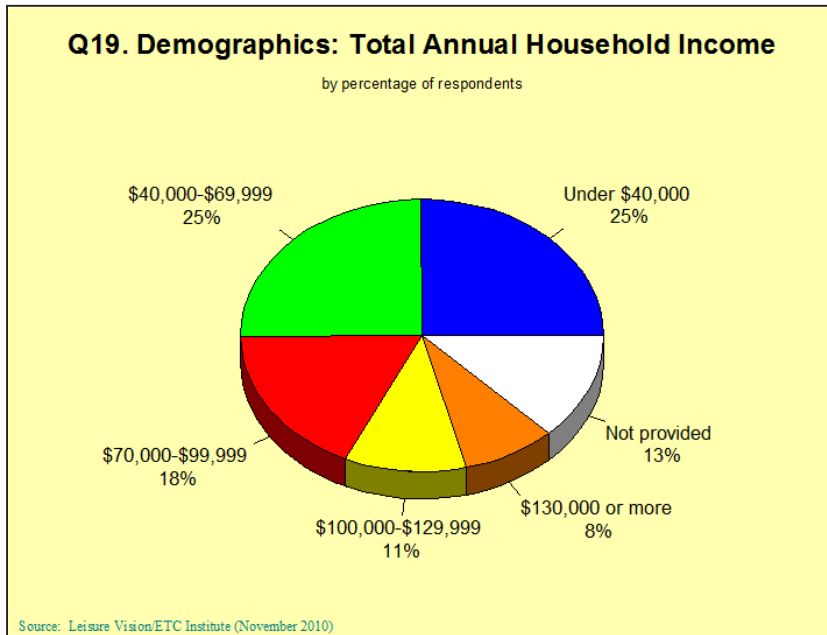


Figure 31 - Total Annual Household Income

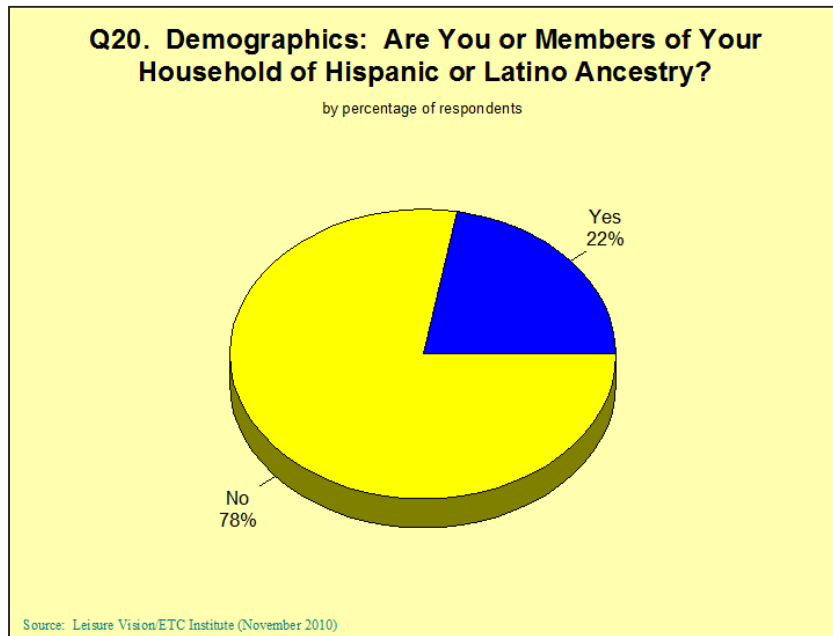


Figure 32 - Are You or Members of Your Household of Hispanic or Latino Ancestry

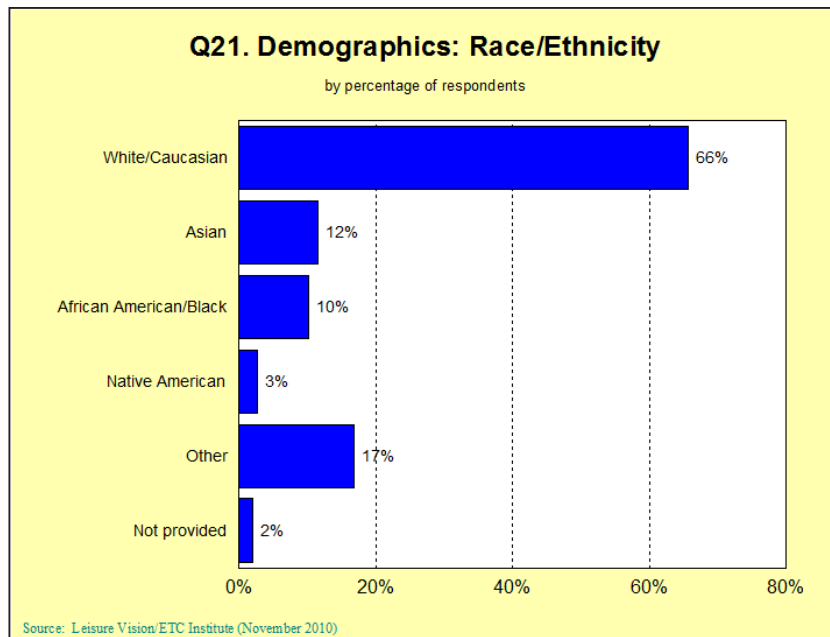


Figure 33 - Race/Ethnicity

## 2.3 DEMOGRAPHICS AND TRENDS ANALYSIS

The Demographic Analysis provides a better understanding of the population composition of the Cordova Census-Designated Place (CDP) as defined by the U.S. Census Bureau. This analysis helps define the characteristics of overall population based on age segment, race and ethnicity, and income characteristics of the residents.

All future demographic projections are based on observed historical trends. The projections must be considered with the caveat that unforeseen circumstances during or after the time of the projections could have a significant bearing on the validity of the final projections.

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### 2.3.1 SUMMARY

The **total population** of the Cordova CDP service area has exhibited a rapid growth pattern over the last decade. From 2000 to 2009, the service area population grew by 12.3% to a total population of 110,662. This entails an increase of 13,663 total persons at an annual growth rate of 1.5%. The projected population growth is 5.6% from 2009 – 2014, 5.6% from 2014 – 2019 and 5.5% from 2019 – 2024 respectively.

From an **age segment** standpoint, the highest age group by numbers is the 35-54 age group which comprises 27% of the population or 29,921 individuals. This is a slight reduction from 28.8% in 2000 and it is projected to further decrease to 23.9% by 2024. This reduction is offset by the consistent increase in the 55+ age segment which is projected to increase from 22.3% currently to 27.3% by 2024.

From a **race** standpoint, the District service area has a racially and ethnically diverse population. Much like the national demographic trends, the District service area's diversity is projected to increase in the years to come. The majority, White Alone population, is expected to reduce from 68% in 2000 to 60% in 2009 and as low as 50% by 2024. Effectively, this means that by 2024 one out of two individuals within the District service area will not identify as White Alone. The largest shift being witnessed is with those who identify as being of Hispanic / Latino origin, of any race. This segment is expected to grow significantly from 12% in 2000 to 15.7% in 2009 and increasing up to 21% by 2024.

The **income characteristics** are average at best. The service area's current median household income is \$54,270 and it is projected to grow to \$66,657 by 2024. The per capita income, too, is projected to increase from \$24,792 currently to \$28,605 by 2024. However, the Cordova CDP's income characteristics are lower in comparison with that of the State and National averages.

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### 2.3.2 METHODOLOGY

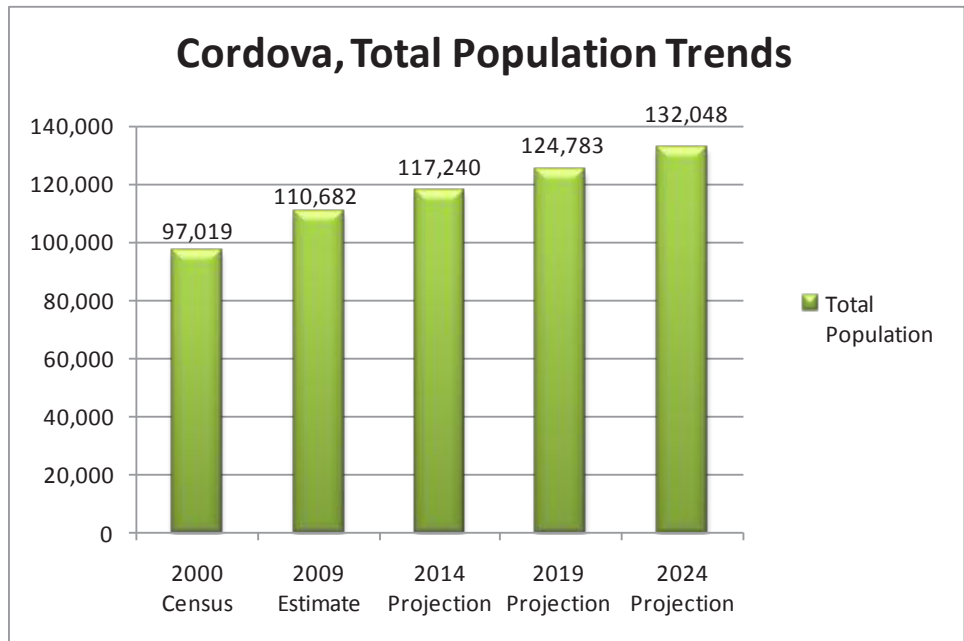
All data used in this analysis was obtained from Environmental Systems Research Institute, Inc. (ESRI), the largest research and development organization dedicated to Geographical Information Systems (GIS) and specializing in population projections and market trends. All data was acquired in March 2010, and reflects actual numbers as reported in the 2000 Census and demographic projections for 2009 and 2014 as estimated by ESRI; straight line linear regression was utilized for projected 2019 and 2024 demographics. The Cordova Recreation and Park District service area was utilized as the boundary for the demographic analysis.

### 2.3.3 DISTRICT SERVICE AREA

#### 2.3.3.1 POPULATION

The District CDP service area has exhibited a rapid growth pattern over the last decade. From 2000 to 2009, the service area population grew by 12.3% to a total population of 110,662. This entails an increase of 13,663 total persons at an annual growth rate of 1.5%. In comparison, the U.S. population grew at an annual rate of 0.9% over the same time frame.

Future projections indicate that the growth rate is expected to increase at a decreasing rate. The projected population growth is 5.6% from 2009 – 2014, 5.6% from 2014 – 2019 and 5.5% from 2019 – 2024 respectively. This would result in approximately 132,048 total residents in the service area by 2024. The number of households would also increase from 42,413 currently to 51,311 by 2024 (**Figure 34**).



**Figure 34 –Total Population Trends**

**2.3.3.2 AGE SEGMENT**

Evaluating the age segment breakup, the Cordova CDP population exhibits a very balanced age segment distribution with a mild aging pattern (**Figure 35**).

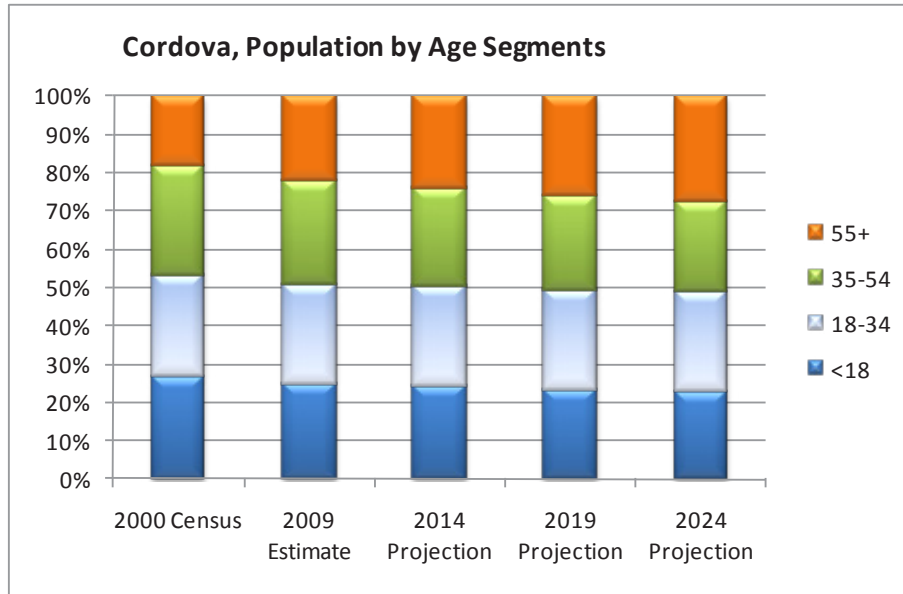


Figure 35 - Population by Major Age Segment

Currently, the highest age group by numbers is the 35-54 age group which comprises 27% of the population or 29,921 individuals. This is a slight reduction from 28.8% in 2000 and it is projected to further decrease to 23.9% by 2024. This reduction is offset by the consistent increase in the 55+ age segment which is projected to increase from 22.3% currently to 27.3% by 2024. While this entails a noticeable growth in the 55+ age group, it is less in comparison to national trends and those exhibited by many surrounding communities in the area.

One potential reason for that is the high influx of younger families in the area. The rapid population growth seems to have been driven by younger families with children moving into the Cordova Recreation and Park District area. This would explain the consistent 18-34 population mix (almost 26% throughout the study period) and also the relatively high rate of U-18 individuals (25% currently).

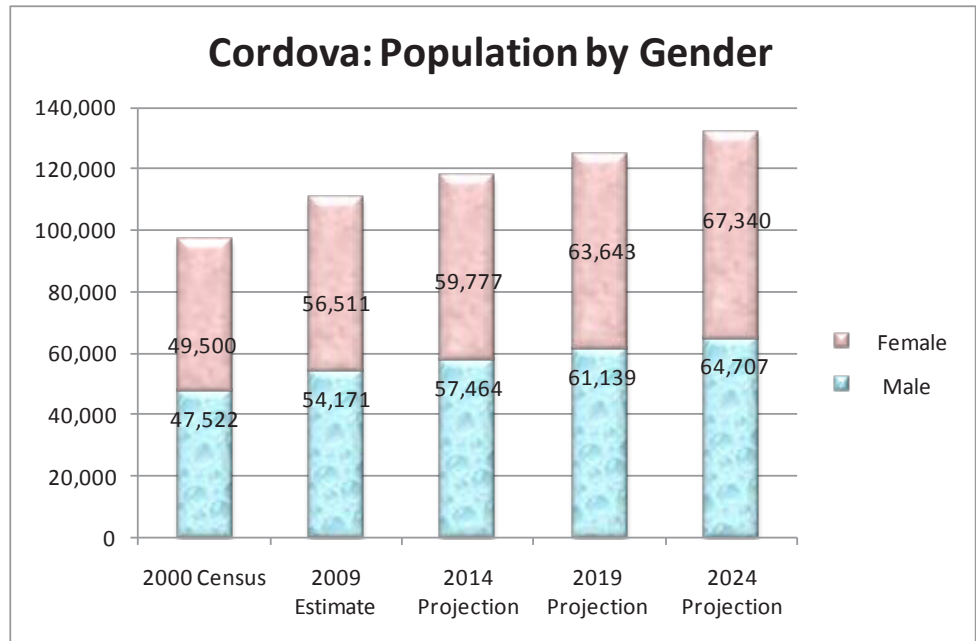
Thus, the District truly caters to a very wide and diverse population base and the program offering would have to focus on youth centered programs as a means to continue attracting younger families and fresh job seekers. Some programs types include youth based programming, learn to swim programs, before and after school programs as well as youth and adult sports leagues and tournaments catered to them. At the same time, the active adult population would certainly demand increased availability of fitness and wellness programs, life skill programs, aquatics – aquarobics, therapeutic recreation and leisure activities.



Overall, in order to create the sense of community and tie the diverse segments together, it would be beneficial to have a variety of special events and family-based recreation opportunities for a multi-generational audience.

**2.3.3.3 GENDER**

The gender distribution does indicate a slight skew towards the female population. The ratio of females to males within the service area is expected to be around 51% females to 49% males over the entire study period (**Figure 36**)



**Figure 36 –Population by Gender**

Recreational trends from the last few years indicate that, on average, Americans participate in a sport or recreational activity of some kind at a relatively high rate (65%). Female participation rates, however, are slightly lower than their male counterparts – 61% of females participate at least once per year in a sport or recreational activity compared to a 69% participation rate of men. According to recreational trends research performed in the industry over the past twenty years, the top ten recreational activities for females are currently:

1. Walking
2. Aerobics
3. General exercising
4. Biking
5. Jogging
6. Basketball

7. Lifting weights
8. Golf
9. Swimming
10. Tennis

The top ten recreational activities for males are:

1. Golf
2. Basketball
3. Walking
4. Jogging
5. Biking
6. Lifting weights
7. Football
8. Hiking
9. Fishing
10. Hunting

While men and women have some common activities among the top ten, the frequency of participation in their preferred activities is higher in men than it is in women over a ninety-day span. With more women not only comprising a larger portion of the general populace during the mature stages of the lifecycle, but also participating in recreational activities further into adulthood, a relatively new market has appeared over the last two decades.

This mature female demographic is opting for less team oriented activities which dominate the female youth recreational environment, instead shifting more towards a diverse selection of individual participant activities, as evident in the top ten recreational activities mentioned above.

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#### 2.3.3.4 RACE AND ETHNICITY

From a race standpoint, the Cordova CDP service area has racially and ethnically diverse population and this diverse mix is projected to increase in the years to come (**Figure 37**). The majority White Alone population is expected to reduce from 68% in 2000 to 50% by 2024. At the same time, the Black Alone and Asian population will increase to 11% and 15% respectively by 2024. Also, those belonging to two or more races will comprise 13% of the population by 2024. This diverse racial composition also results in a varied program preference as will be seen by Participation Trends by Race / Ethnicity later in this section.

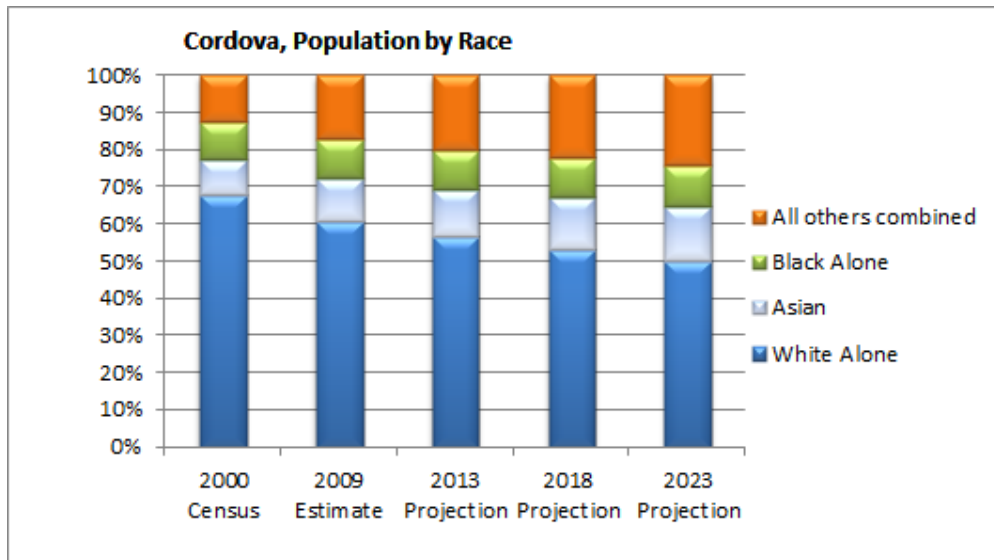


Figure 37 - Population by Race/Ethnicity

Another shift, from an ethnicity standpoint, is being witnessed in those being classified as being of Hispanic / Latino origin of any race. This segment is expected to grow significantly from 12% in 2000 to 21% by 2024 (Figure 38).

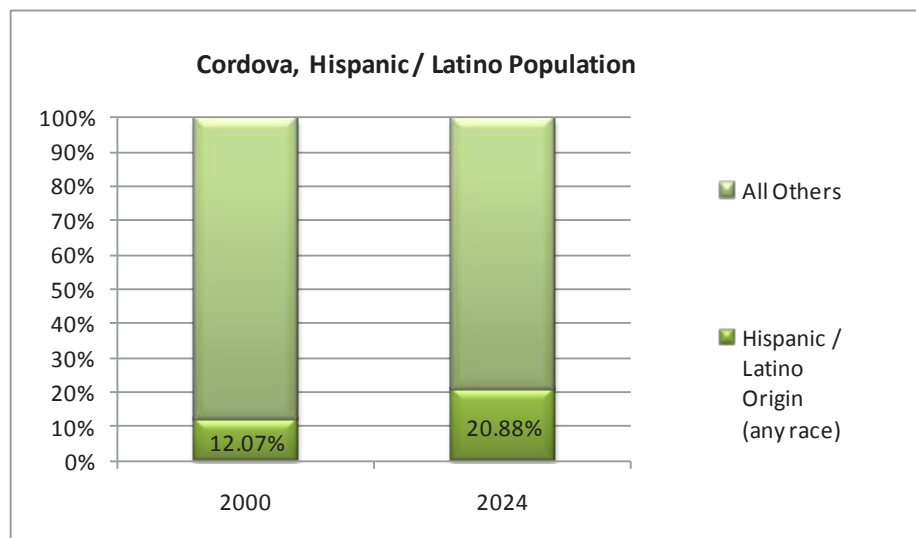


Figure 38 - Percentage of Individuals of Hispanic / Latino origin

**PARTICIPATION TRENDS BY RACE/ETHNICITY**

The White Alone population as a whole participates in a wide range of activities, including both team and individual sports of a land and water based variety; however, the White Alone populace has an affinity for outdoor non-traditional sports.

Ethnic minority groups in the United States are strongly regionalized and urbanized, with the exception of Native Americans, and these trends are projected to continue. Different ethnic groups have different needs when it comes to recreational activities. Ethnic minority groups, along with Generations X and Y, are coming in ever-greater contact with Caucasian middle-class baby-boomers with different recreational habits and preferences. This can be a sensitive subject since many baby-boomers are the last demographic to have graduated high school in segregated environments, and the generational gap magnifies numerous ideals and values differences which many baby-boomers are accustomed to. This trend is projected to increase as more baby-boomers begin to retire, and both the minority and youth populations continue to increase.

Hispanic and Latino Americans have strong cultural and community traditions with an emphasis placed on the extended family, many times gathering in large recreational groups where multiple activities geared towards all age segments of the group exist. Large group pavilions with picnicking amenities and multi-purpose fields are integral in the communal pastime shared by many Hispanics / Latinos.

The Black Alone population has historically been an ethnic group that participates in active team sports, most notably football, basketball, and baseball. The African-American populace exhibits a strong sense of neighborhood and local community through large special events and gatherings with extended family and friends, including family reunions. Outdoor and water based activities, such as, hiking, water skiing, rafting, and mountain biking, are not much of a factor in the participatory recreational activities.

The Asian population is a very different yet distinct ethnic group compared with the three main groups in the U.S. – Caucasian, African-American, and Hispanic. The Asian population has some similarities to the Hispanic population, but many seem to shy away from traditional team sports and outdoor and water based activities. They are often involved in walking/running, bowling and racket sports such as tennis, ping pong and badminton.

Utilizing the Ethnicity Study performed by American Sports Data, Inc., a national leader in sports and fitness trends, participation rates among recreational and sporting activities were analyzed and applied to each race/ethnic group.

A participation index was also reviewed. An index is a gauge of likelihood that a specific ethnic group will participate in an activity as compared to the U.S. population as a whole. An index of 100 signifies that participation is on par with the general population; an index less than 100 means that the segment is less likely to participate, more than 100 signifies the group is more likely than the general public to participate.

The most popular activities for those classified as **White Alone** in terms of total participation percentage, the percentage by which you can multiply the entire population by to arrive at activity participation of at least once in the past twelve months, are:

1. Recreational Swimming – 38.9% participation rate (38.9% of the population has participated at least once in the last year)
2. Recreational Walking – 37.0% participation rate
3. Recreational Bicycling – 20.6% participation rate
4. Bowling – 20.4% participation rate

5. Treadmill Exercise – 19.1% participation rate

High participation percentages in freshwater fishing (17.3% participation rate), hiking (17.2% participation rate), and tent camping (17.2% participation rate) demonstrate the high value that the Caucasian population places on outdoor activities. Sailing (Index of 124), kayaking (Index of 121), and golf (Index of 120) are three activities that the Caucasian population is more likely to participate in than the general public.

The five most popular activities for those of **Hispanic / Latino descent** are:

1. Recreational Swimming – 33.2% participation rate
2. Recreational Walking – 31.2% participation rate
3. Recreational Bicycling – 19.7% participation rate
4. Bowling – 18.5% participation rate
5. Running/Jogging – 18.0% participation rate

In terms of participation index, the Hispanic populace is more than twice as likely as the general population to participate in boxing (Index of 264), very likely to participate in soccer (Index of 177), and more likely to participate in paintball (Index of 155) than any other ethnic group. For comparison reasons, although Hispanics are nearly twice as likely to participate in soccer as any other race, only 9.0% of the Hispanic population participated in the sport at least once in the last year.

The top five recreational activities for the **Asian** populace in regards to participation percentages are:

1. Recreational Walking – 33.3% participation rate
2. Recreational Swimming – 31.9% participation rate
3. Running/Jogging – 21.6% participation rate
4. Bowling – 20.5% participation rate
5. Treadmill Exercise – 20.3% participation rate

The Asian populace participates in multiple recreational activities at a greater rate than the general population, with lacrosse being the activity boasting the greatest index of 615. Squash (Index Of 414), mountain/rock climbing (Index of 262), yoga/tai chi (Index 229), martial arts (227), artificial wall climbing (224), badminton (222), and rowing machine exercise (206) each represent an activity that Asians are more than twice as likely to participate in than the general public.

Analyzing the top five activities that the **Black Alone** populace participates in at the greatest rate results in:

1. Recreational Walking – 26.7% participation rate
2. Recreational Swimming – 20.2% participation rate
3. Basketball – 19.8% participation rate
4. Bowling – 17.5% participation rate

5. Running/Jogging – 14.3% participation rate

The African-American population, like the Hispanic population, is more than twice as likely to participate in boxing (Index of 208). Football (Index of 199) and basketball (Index of 160) are also among the higher participated in activities among the African-American populace.

2.3.3.5 HOUSEHOLD INCOME

The Cordova CDP’s income characteristics are average and projected to grow at a slow pace in the upcoming years.

The service area’s current median household income is \$54,270 and it is projected to grow to \$66,657 by 2024. The median household income represents the earnings of all persons age 16 years or older living together in a housing unit. The per capita income, too, is projected to increase from \$24,792 currently to \$28,605 by 2024 (Figure 39).

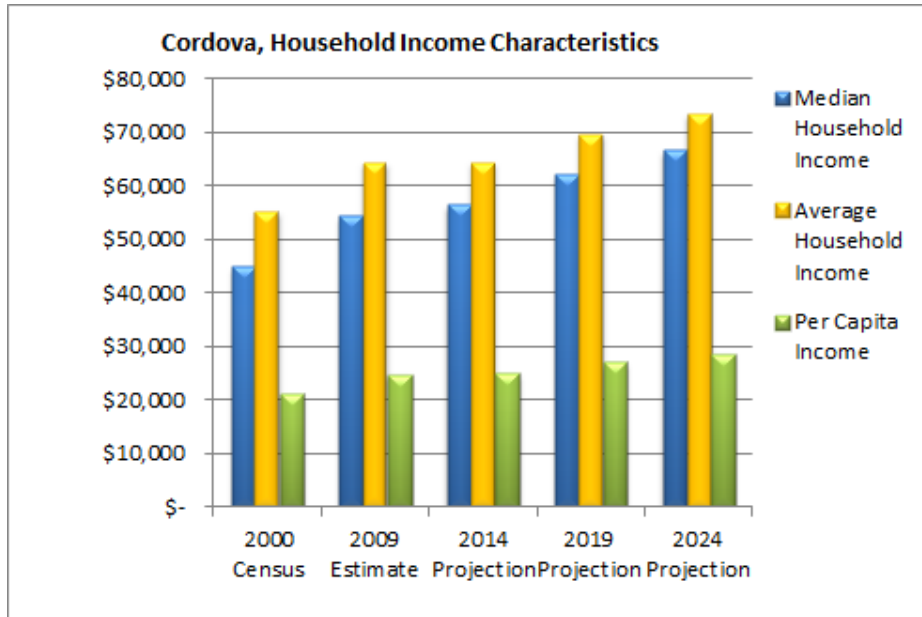
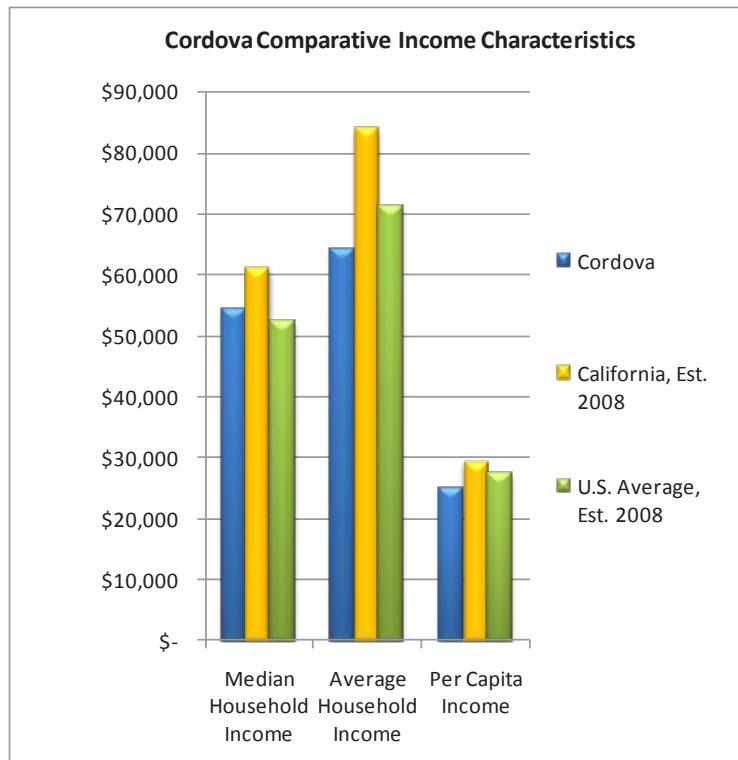


Figure 39 –Cordova Income Characteristics

As seen in **Figure 40**, Cordova CDP's income characteristics are lower in comparison with that of the State and National averages. The median household income, the average household income and the per capita income are all lower than state and national averages. Part of this could be attributed to the presence of a large number of younger families that are newer in the workforce and also not at the same education levels, thus depressing their earnings. Given these characteristics, it would be important to focus on offerings that target family-based recreation and provide a good value for money.



**Figure 40 - Comparative Income Characteristics**

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