

Los Alamos County Community Services Department Integrated Community Services Master Plan

Survey Results

July 2022



RRC
ASSOCIATES

LOS ALAMOS
where discoveries are made



**Berry
Dunn**



Table of Contents

- Introduction
- Research Methods
- Sample Demographics
- Current Usage
- Current Conditions
- Future Facilities, Amenities and Services
- Communication
- Financial Choices/Fees
- Summary of Key Findings

Introduction

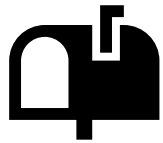
- The purpose of this study was to gather community feedback on the Los Alamos County (LAC) Community Services Department (CSD) as part of both the Integrated Community Services Master Plan and the ADA Audit and Transition Plan processes.
- The LAC CSD includes the Library, Parks, Recreation, Ice Rink, Aquatics and Golf Divisions. CSD also provides Social and Cultural Services for children, teens, seniors, and families through contracts with various outside agencies.
- This survey research effort and subsequent analysis were designed to assist the LAC CSD in integrating the community's needs and desires into the development of both plans.



Research Methods

1 = Statistically Valid (Invitation Survey)

Postcards were mailed to every residential address in Los Alamos County, with instructions to complete online through password protected website (1 response per household). Paper surveys and postage-paid return envelopes were also available upon request at libraries and senior centers in LA and WR.



911

Invitation surveys completed
+/- 3.2% Margin of Error

2 = Open Link Survey

Later, the online survey was made available to all LAC CSD stakeholders, including non-county residents (e.g., commuters, residents of nearby communities)



333

Open Link surveys completed

9,189 Postcards Mailed
(8,833 delivered)

1,244

Total
Surveys

Data Treatment:

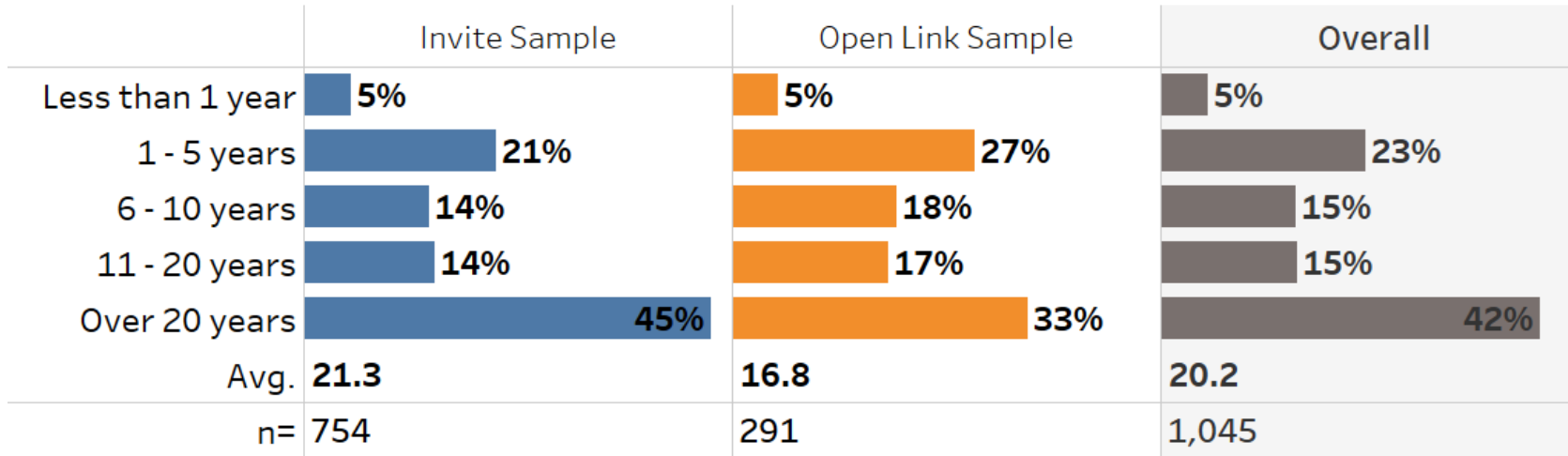
The Invite Sample data were weighted by age, gender, and ethnicity to ensure appropriate representation of **Los Alamos County residents** across different demographic cohorts.

Sample Demographics



Length of Time in Los Alamos

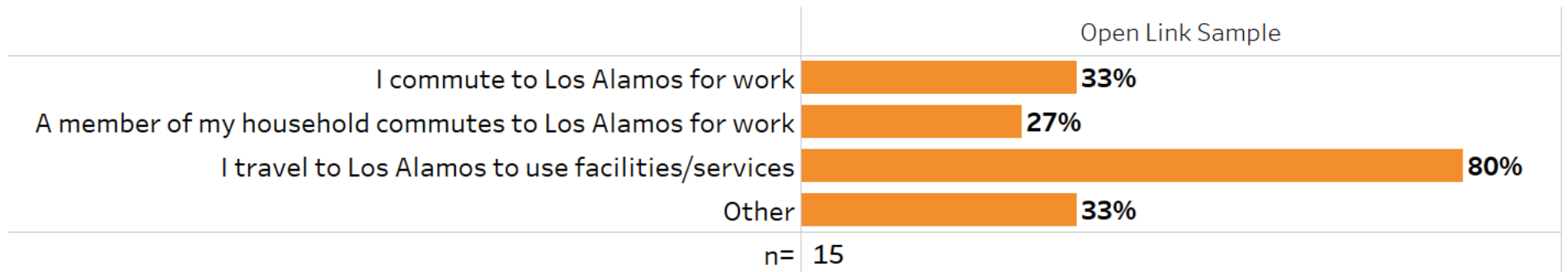
Q 1: (Residents) How long have you lived in Los Alamos County?



Invite Sample respondents indicate relatively long tenure, while Open Link respondents have lived in the area for less time, on average.

Source: RRC Associates

Q 2: (Non-residents) What is your connection to Los Alamos? (Check all that apply)



Just 5% of Open Link respondents lived outside of Los Alamos County.

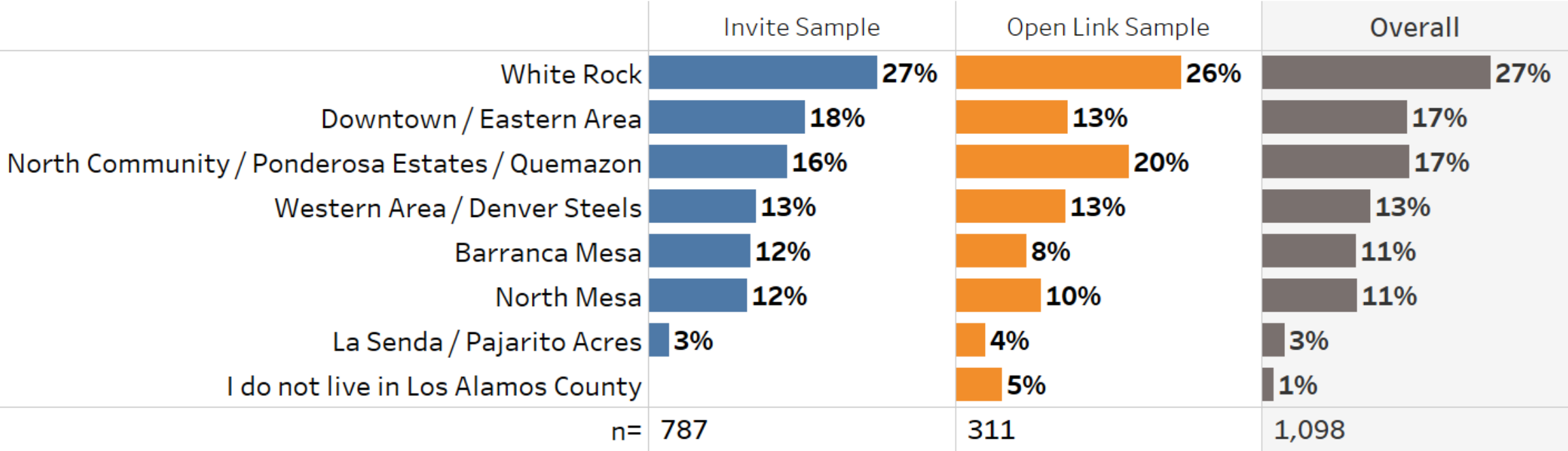
Source: RRC Associates

Location in Los Alamos

Survey Respondents: 30% White Rock | 70% Los Alamos

2021 Population Estimate: ~32% White Rock | 68% Los Alamos

Q 2: Where in Los Alamos County do you live?



Source: RRC Associates

Gender & Age

The Invite Sample was weighted by gender and age to better reflect the community profile of Los Alamos County.

Q 39: Gender Identity

	Invite Sample	Open Link Sample	Overall
Male	41%	36%	40%
Female	53%	59%	54%
Prefer not to answer	6%	4%	6%
Other		1%	0%
n=	687	226	913

Source: RRC Associates

Q 40: Age

	Invite Sample	Open Link Sample	Overall
18 - 24	1%	0%	1%
25 - 34	20%	20%	20%
35 - 44	16%	30%	19%
45 - 54	15%	19%	16%
55 - 64	21%	12%	19%
65 - 74	17%	14%	16%
75 or over	10%	4%	9%
n=	681	225	906

Source: RRC Associates

Ethnicity & Race

The Invite Sample was also weighted by race and ethnicity to better reflect the community profile of LAC.

Q 46: Are you of Hispanic, Latino, or Spanish origin?

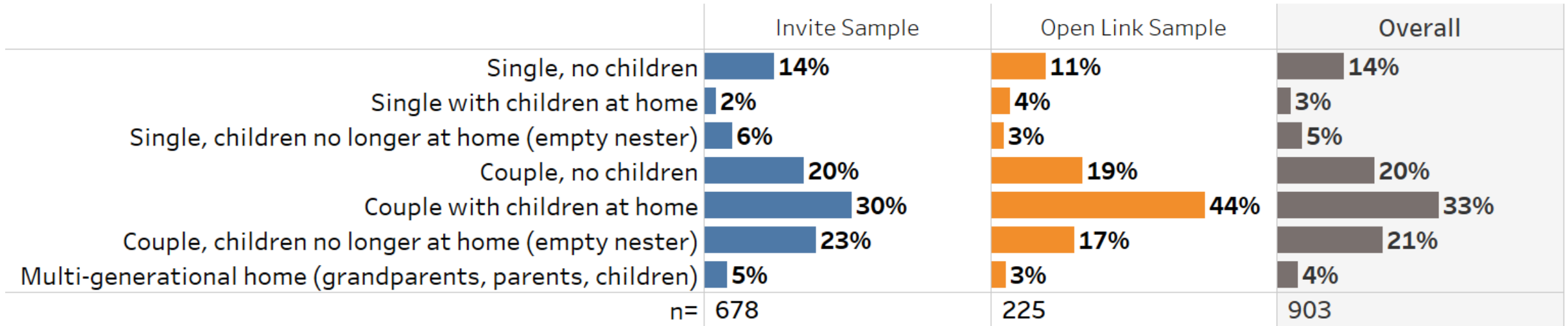
	Invite Sample	Open Link Sample	Overall
Yes	14%	13%	14%
No	86%	87%	86%
n=	650	217	867

Q 47: What race do you consider yourself to be? (Check all that apply)

	Invite Sample	Open Link Sample	Overall
White	93%	92%	93%
Some other race	7%	6%	6%
American Indian or Alaska Native	2%	3%	2%
Asian	2%	4%	2%
Black or African American	1%	2%	1%
Native Hawaiian or Other Pacific Islander	0%	1%	1%
n=	648	217	865

Household Makeup

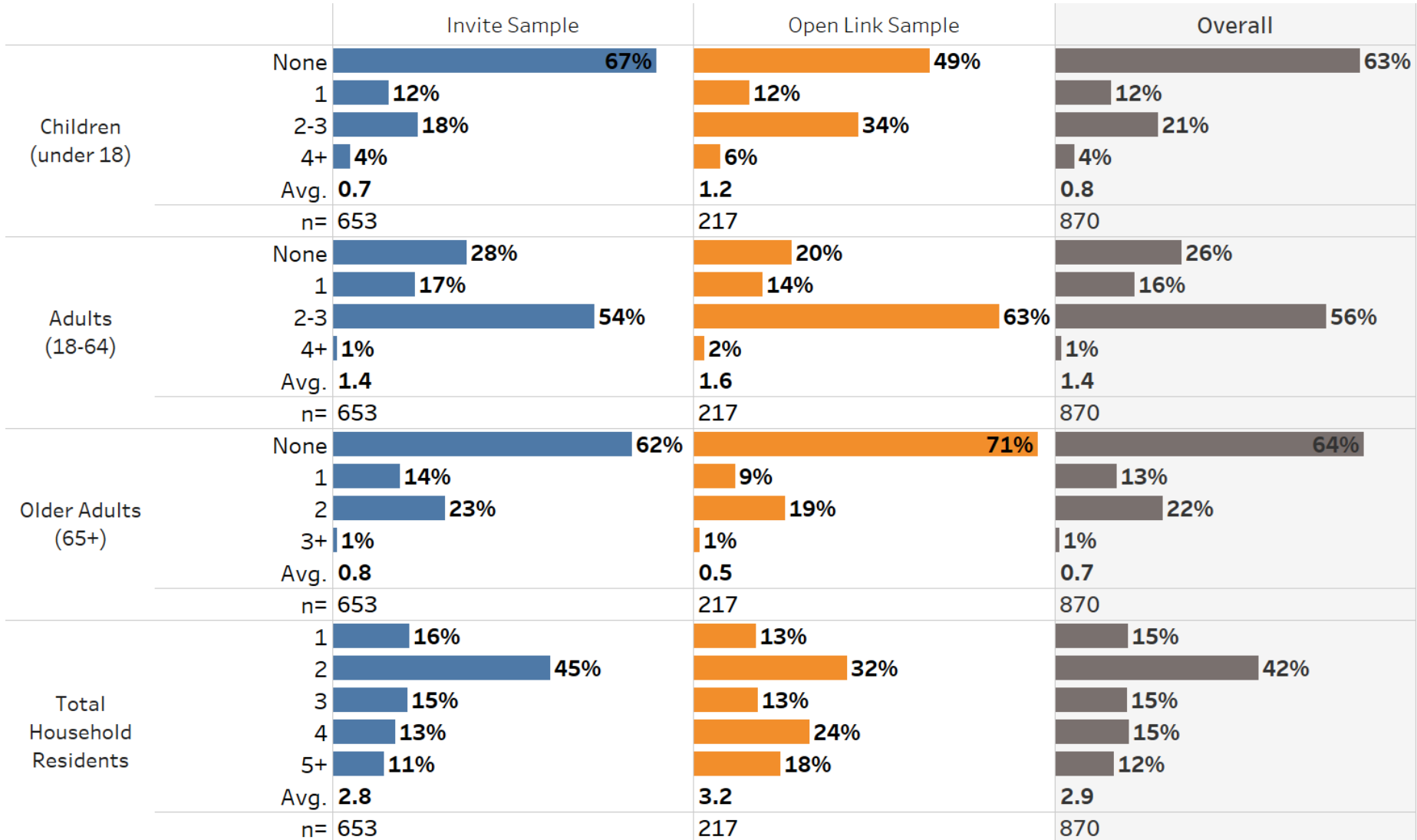
Q 41: Which of these categories best applies to your household?



Source: RRC Associates

Household Makeup

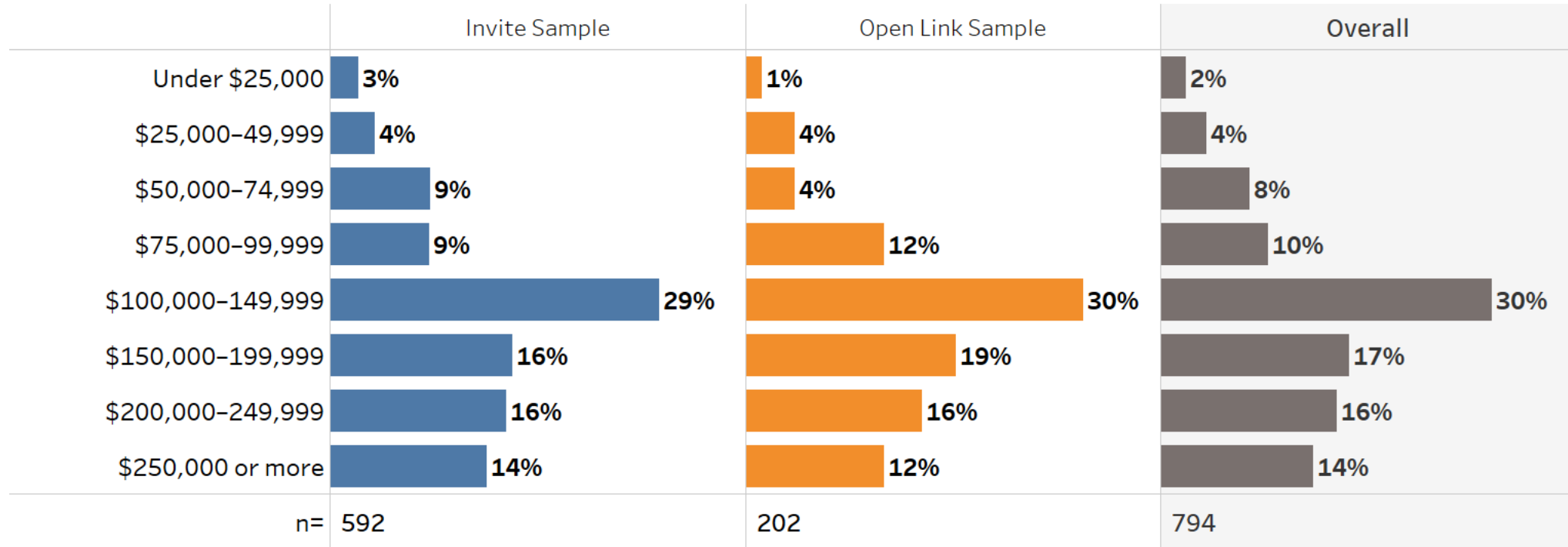
Q 42: How many people currently reside in your household?



Income

Respondents are relatively affluent, with about 30% of both samples earning between \$100-149,999 a year.

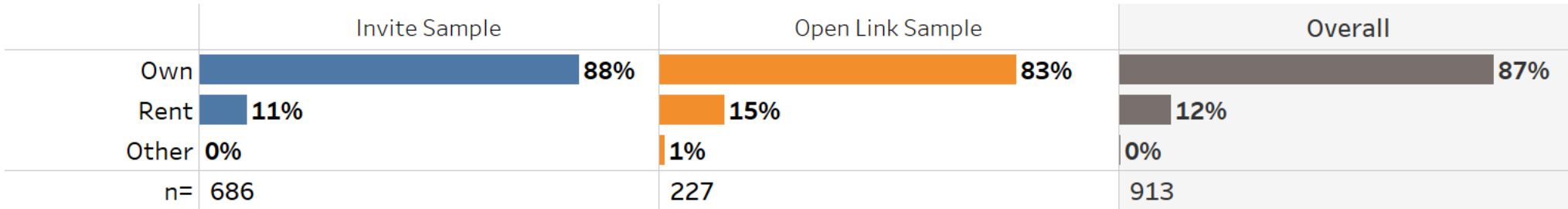
Q 48: Which of these categories best describes the total gross annual income of your household (before taxes)?



Source: RRC Associates

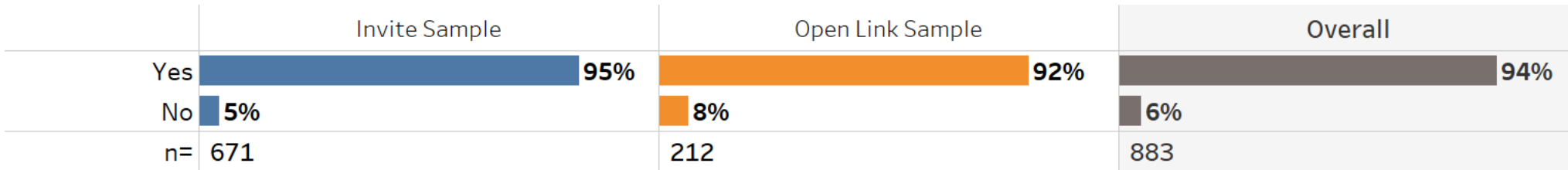
Additional Demographics

Q 43: Do you own or rent your residence?



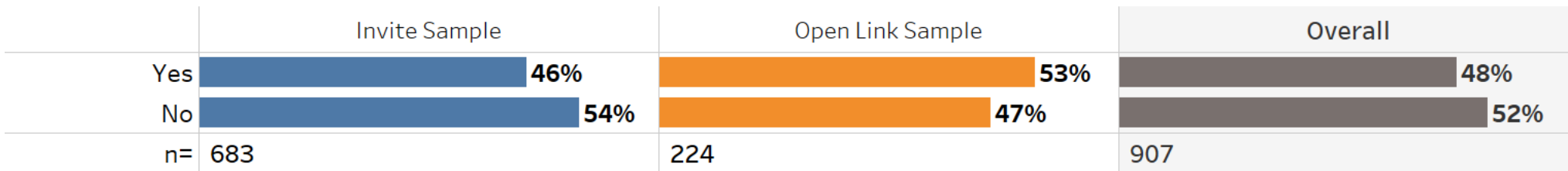
Source: RRC Associates

Q 44: Are you a registered voter in Los Alamos County?



Source: RRC Associates

Q 45: Do you or a member of your household own a dog?



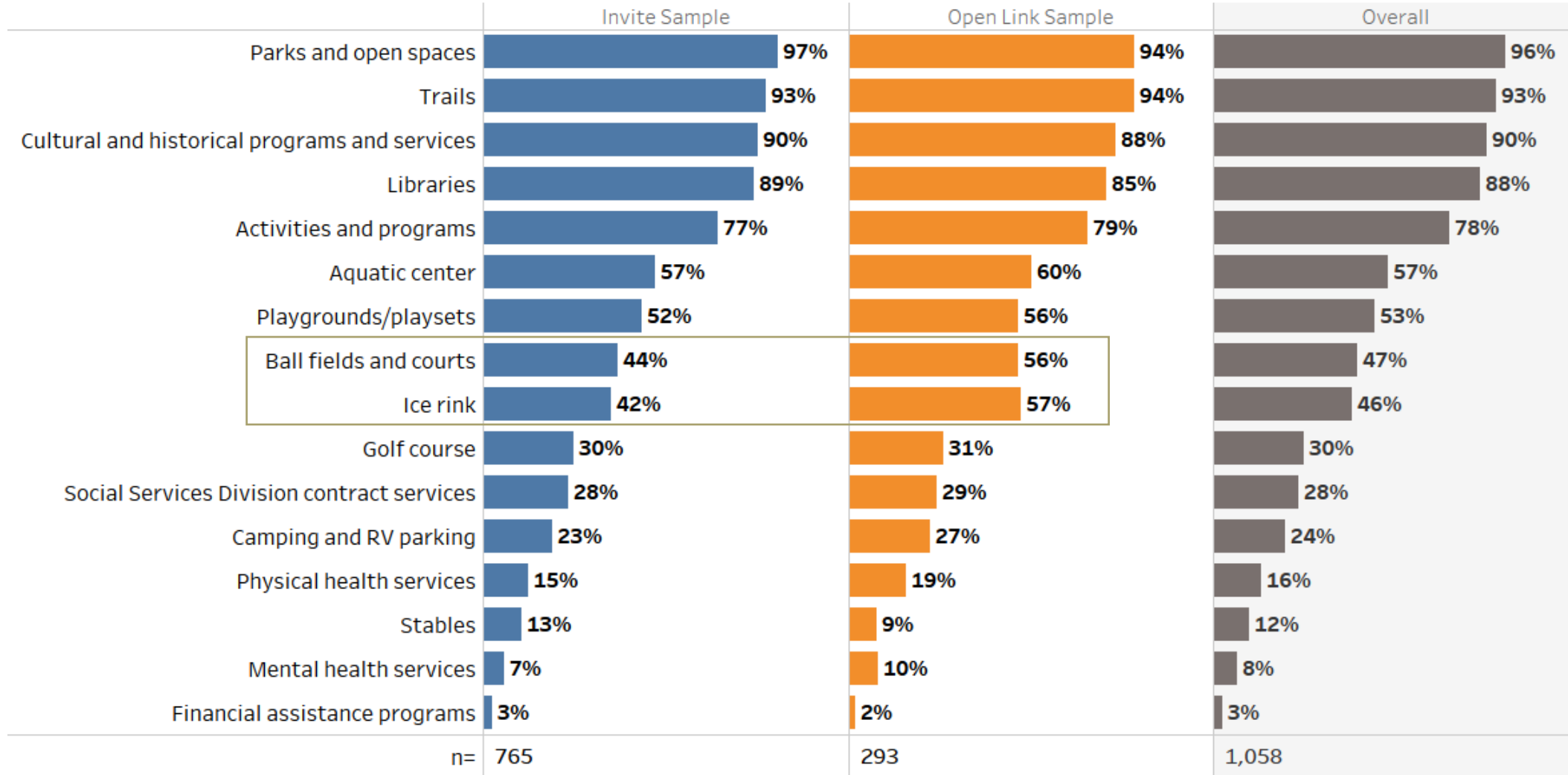
Source: RRC Associates

Current Usage



Use of LAC CSD Facilities & Services

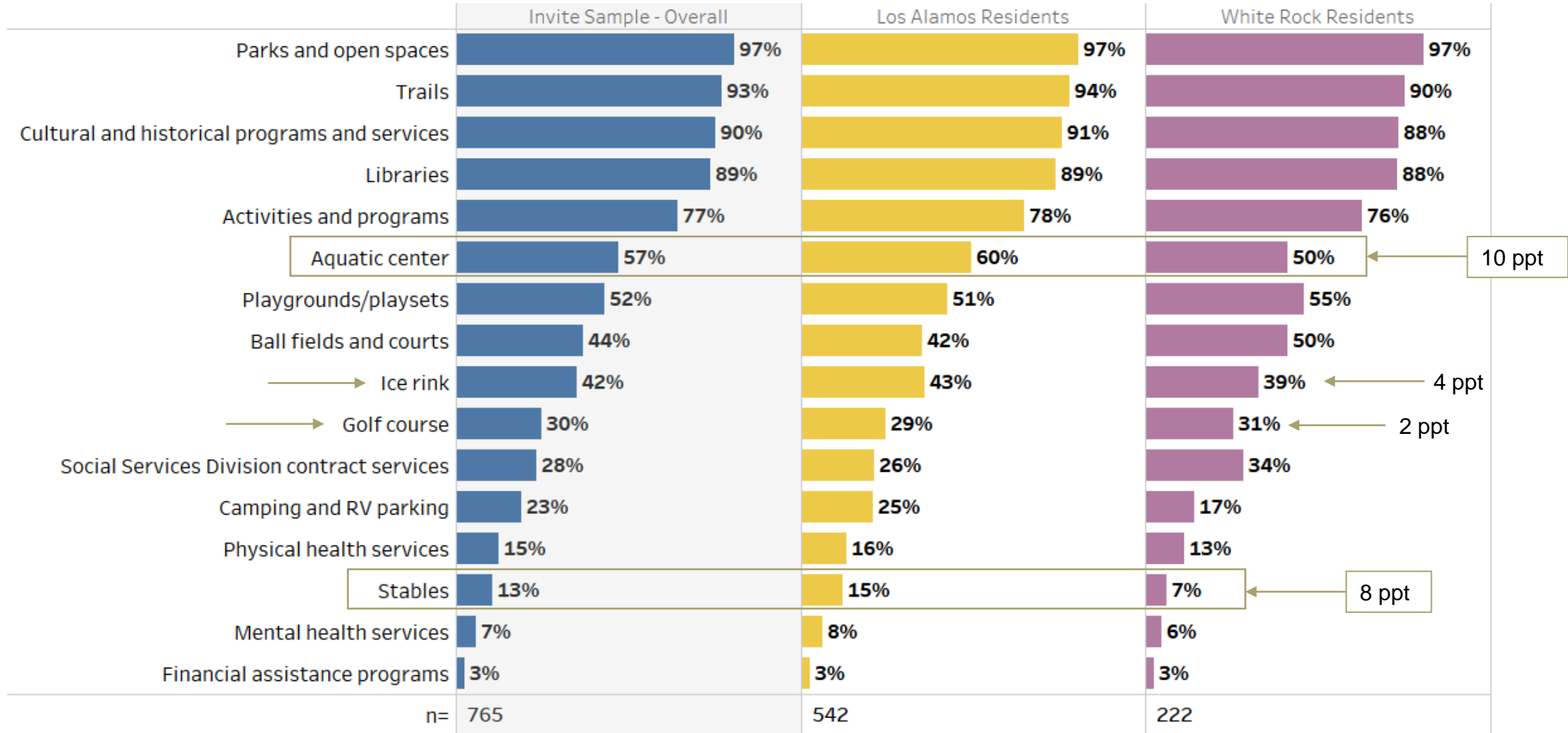
Q 6: Do you and/or members of your household ever use the following Los Alamos County CSD facilities and services?



Source: RRC Associates

Use of LAC CSD Facilities & Services

Q 6: Do you and/or members of your household ever use the following Los Alamos County CSD facilities and services?



Source: RRC Associates

“If there is a specific reason your household hasn’t used any of the facilities or services listed above (aside from personal lack of interest/need), please describe:”

Limited Hours



“Some of the services do not provide good hours for households with two working parents.”

“We would use the aquatic center, but the hours don't work for working parents (we need weekend hours).”

Cost



“In a community with more than adequate revenue, I believe that many of our facilities should be available to citizens at low/no cost.”

“Cost is often prohibitive.”

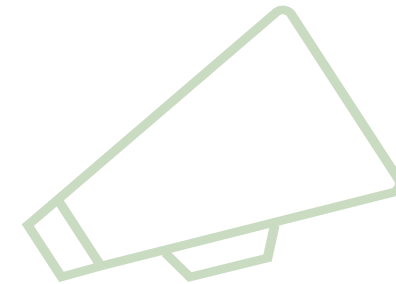
Mobility-impaired



“Mobility/pain management issues”

“My disabled child often doesn't do well. She gets very overwhelmed by sensory experiences. It is not vision impairment friendly”

Communication

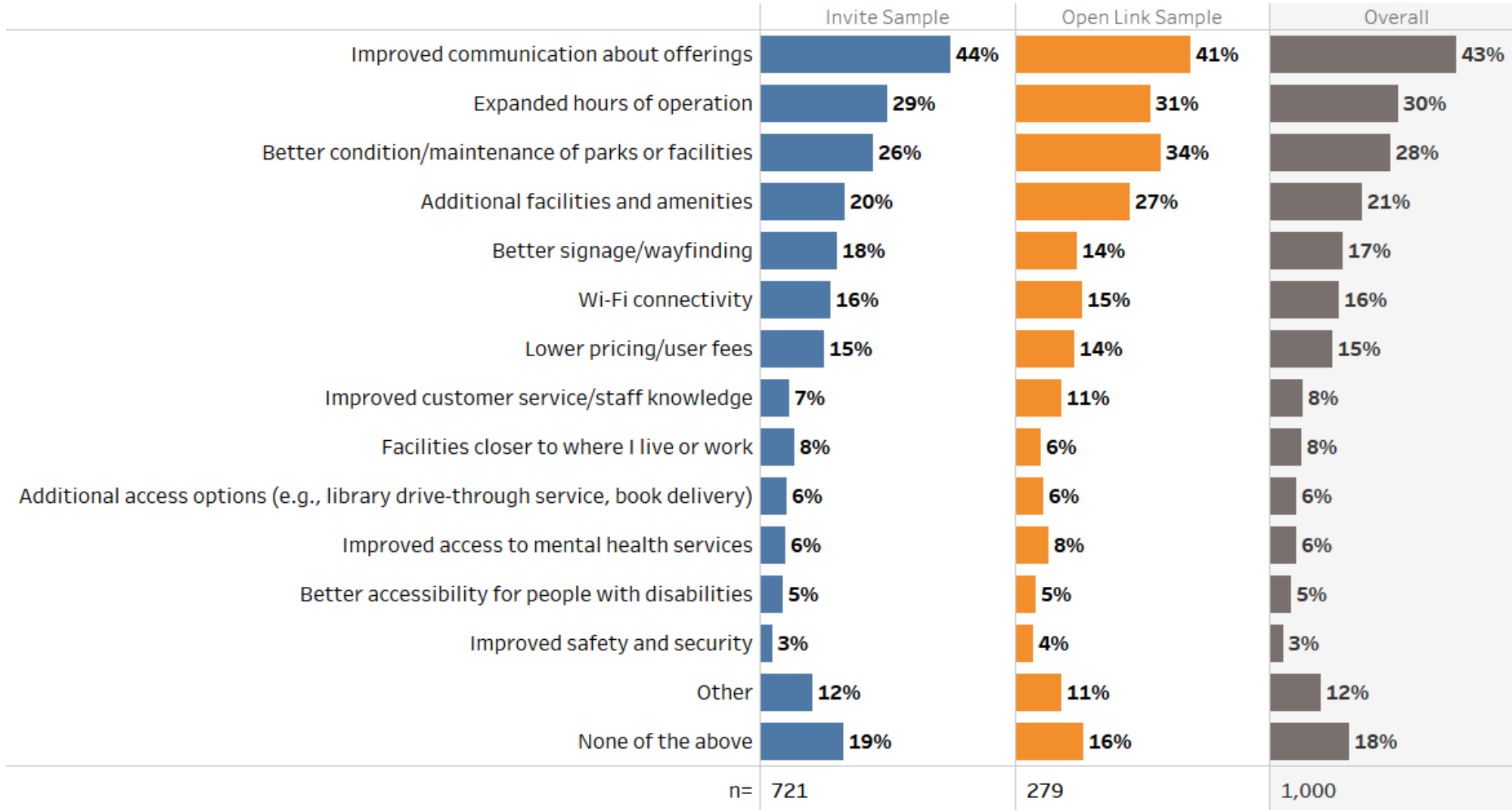


“We don't know about the other facilities or services. Lack of information is why we haven't used them.”

“Lack of awareness; didn't know facilities exist or weren't aware of events.”

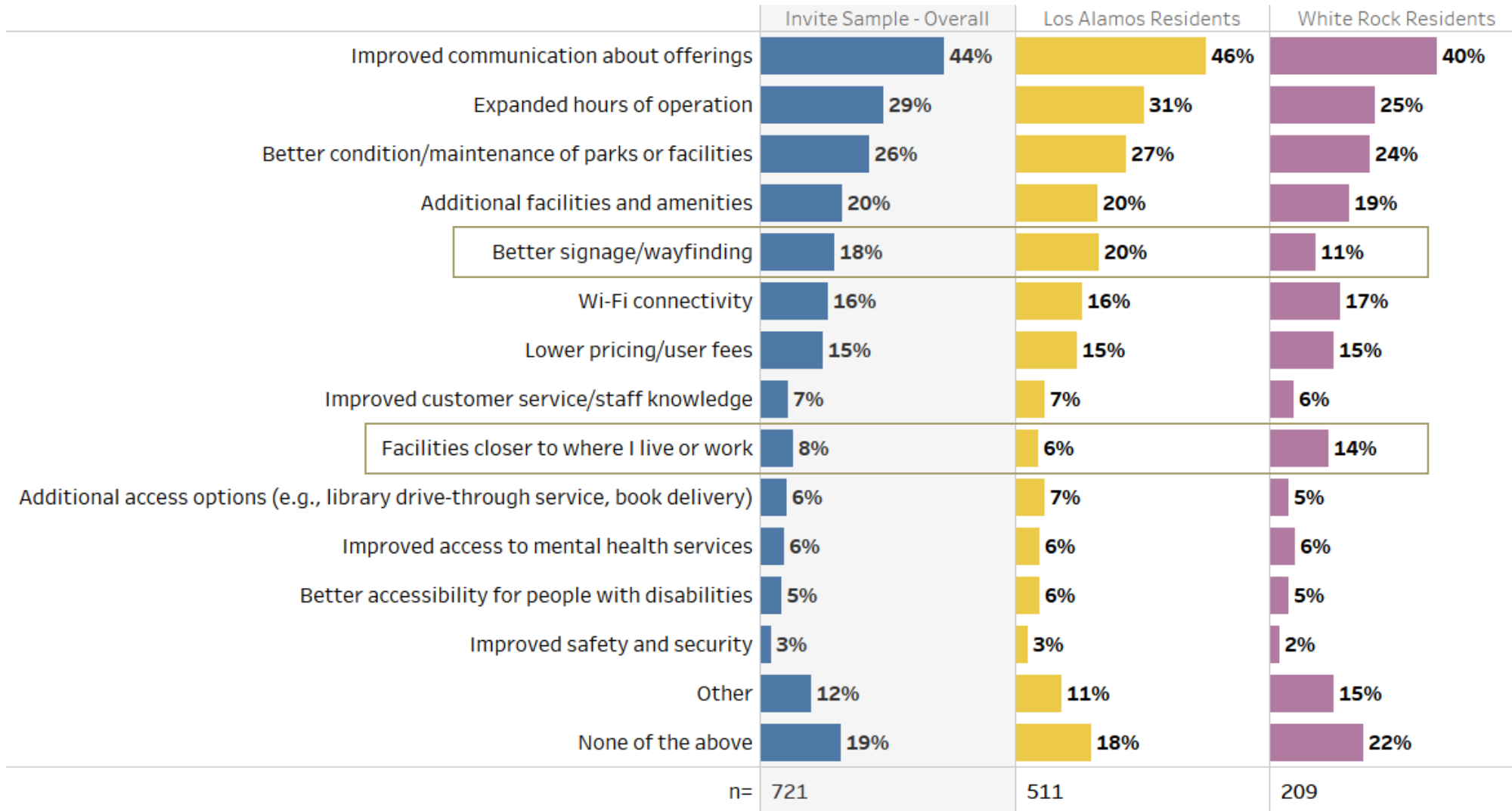
Assistance to use facilities/services

Q 18: What would assist you and/or members of your household in using Los Alamos County CSD facilities and/or services? (Check all that apply)



Assistance to use facilities/services

Q 18: What would assist you and/or members of your household in using Los Alamos County CSD facilities and/or services? (Check all that apply)



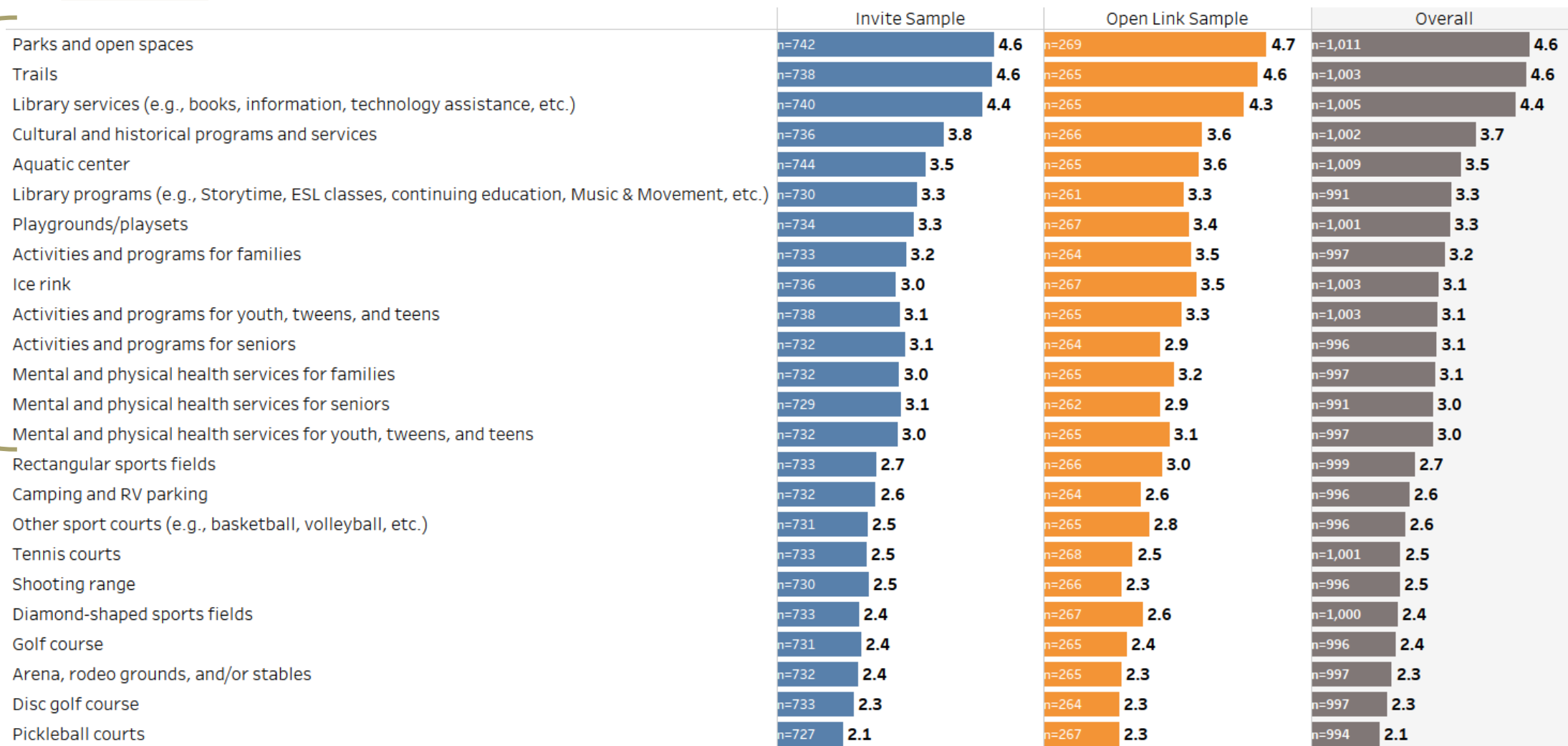
Source: RRC Associates

Current Conditions



Facilities and Services – Importance

Q 19: How important are the following facilities and services to your household?



*Ratings categories are sorted in descending order by the average rating of the invite sample.

Source: RRC Associates

Facilities and Services – Needs Met

Q 19: How well are the following facilities and services currently meeting the needs of your household?

	Invite Sample	Open Link Sample	Overall
Library services (e.g., books, information, technology assistance, etc.)	n=687 4.5	n=238 4.5	n=925 4.5
Trails	n=694 4.5	n=252 4.4	n=946 4.5
Parks and open spaces	n=714 4.4	n=264 4.3	n=978 4.4
Library programs (e.g., Storytime, ESL classes, continuing education, Music & Movement, etc.)	n=469 4.4	n=165 4.2	n=634 4.3
Cultural and historical programs and services	n=645 4.3	n=224 4.2	n=869 4.2
Playgrounds/playsets	n=473 4.2	n=175 4.0	n=648 4.1
Golf course	n=375 4.1	n=134 4.0	n=509 4.1
Activities and programs for seniors	n=411 4.1	n=108 3.9	n=519 4.0
Diamond-shaped sports fields	n=314 4.1	n=132 4.0	n=446 4.0
Shooting range	n=350 4.1	n=122 3.8	n=472 4.0
Tennis courts	n=392 4.0	n=137 4.1	n=529 4.0
Arena, rodeo grounds, and/or stables	n=321 4.0	n=109 4.0	n=430 4.0
Rectangular sports fields	n=376 4.0	n=161 4.0	n=537 4.0
Ice rink	n=463 4.1	n=195 3.5	n=658 3.9
Disc golf course	n=312 3.9	n=120 3.9	n=432 3.9
Aquatic center	n=567 3.9	n=205 3.7	n=772 3.9
Activities and programs for families	n=427 3.8	n=166 3.8	n=593 3.8
Other sport courts (e.g., basketball, volleyball, etc.)	n=352 3.7	n=137 3.8	n=489 3.7
Mental and physical health services for seniors	n=338 3.7	n=90 3.5	n=428 3.7
Camping and RV parking	n=379 3.6	n=145 3.7	n=524 3.6
Activities and programs for youth, tweens, and teens	n=350 3.7	n=136 3.6	n=486 3.6
Mental and physical health services for families	n=326 3.4	n=114 3.4	n=440 3.4
Mental and physical health services for youth, tweens, and teens	n=291 3.4	n=101 3.3	n=392 3.4
Pickleball courts	n=277 3.4	n=99 3.1	n=376 3.3

*Ratings categories are sorted in descending order by the average rating of the invite sample.

Source: RRC Associates

Facilities and Services – Needs Met

Q 19: How well are the following facilities and services currently meeting the needs of your household?

	Invite Sample - Overall	Los Alamos Residents	White Rock Residents
Library services (e.g., books, information, technology assistance, etc.)	n=687 4.5	n=489 4.6	n=197 4.4
Trails	n=694 4.5	n=493 4.5	n=200 4.4
Parks and open spaces	n=714 4.4	n=507 4.5	n=206 4.4
Library programs (e.g., Storytime, ESL classes, continuing education, Music & Movement, etc.)	n=469 4.4	n=335 4.4	n=134 4.3
Cultural and historical programs and services	n=645 4.3	n=454 4.3	n=190 4.3
Playgrounds/playsets	n=473 4.2	n=332 4.1	n=141 4.3
Golf course	n=375 4.1	n=261 4.2	n=113 4.1
Shooting range	n=350 4.1	n=233 4.1	n=116 4.0
Diamond-shaped sports fields	n=314 4.1	n=205 4.0	n=109 4.1
Activities and programs for seniors	n=411 4.1	n=273 4.0	n=138 4.1
Ice rink	n=463 4.1	n=333 4.0	n=129 4.1
Tennis courts	n=392 4.0	n=273 4.0	n=119 4.0
Arena, rodeo grounds, and/or stables	n=321 4.0	n=235 4.1	n=85 3.8
Rectangular sports fields	n=376 4.0	n=253 4.0	n=123 4.0
Aquatic center	n=567 3.9	n=413 3.9	n=153 3.9
Disc golf course	n=312 3.9	n=218 3.9	n=94 3.8
Activities and programs for families	n=427 3.8	n=302 3.8	n=124 3.8
Other sport courts (e.g., basketball, volleyball, etc.)	n=352 3.7	n=239 3.7	n=113 3.7
Mental and physical health services for seniors	n=338 3.7	n=221 3.7	n=117 3.7
Activities and programs for youth, tweens, and teens	n=350 3.7	n=242 3.7	n=108 3.6
Camping and RV parking	n=379 3.6	n=271 3.6	n=108 3.9
Mental and physical health services for families	n=326 3.4	n=224 3.4	n=102 3.5
Mental and physical health services for youth, tweens, and teens	n=291 3.4	n=202 3.4	n=89 3.5
Pickleball courts	n=277 3.4	n=189 3.5	n=88 3.2

*Ratings categories are sorted in descending order by the average rating of the invite sample.

Source: RRC Associates

Average Importance- Performance Matrix

**High importance/
Low needs met**

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

**High importance/
High needs met**

These amenities 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.

**Low importance/
Low needs met**

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

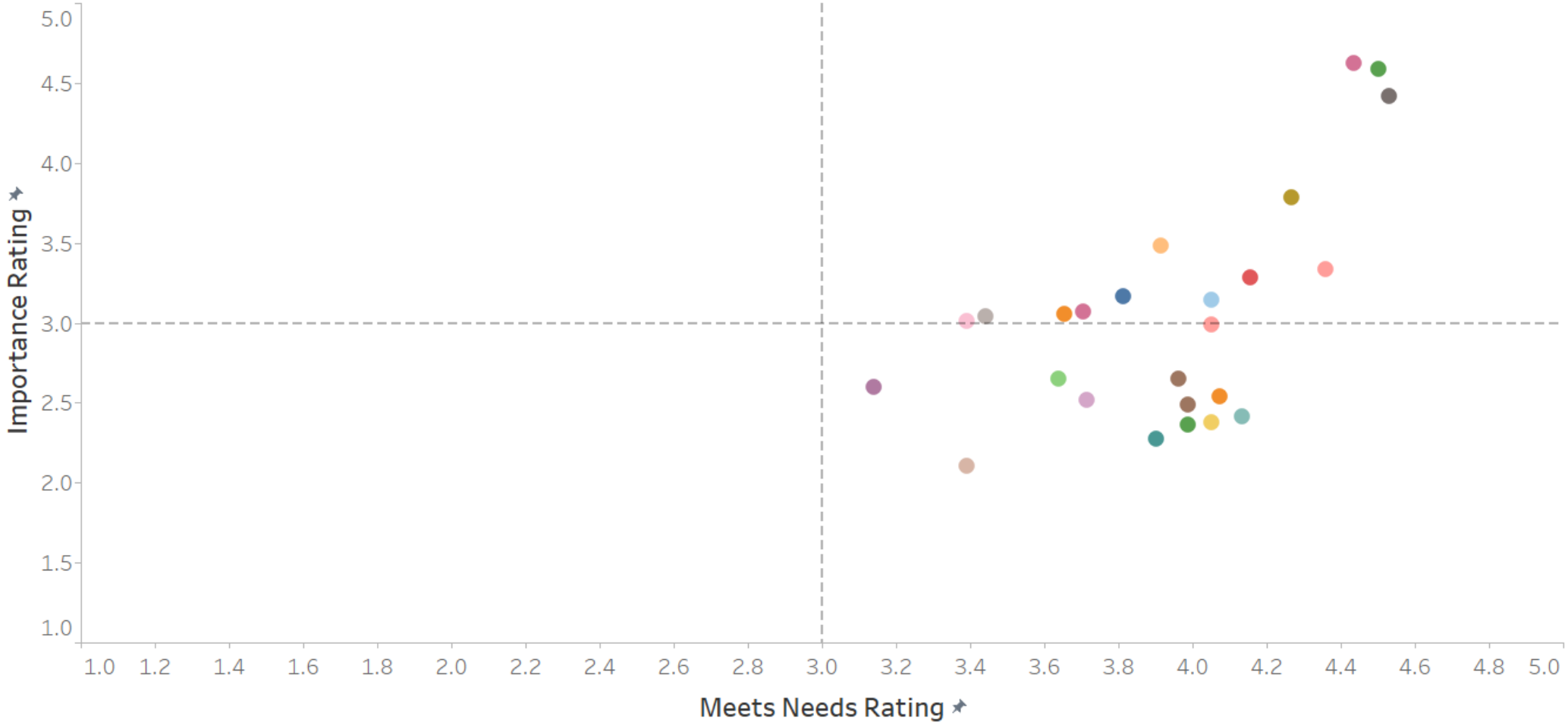
**Low importance/
High needs met**

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

Facilities and Services Importance/Needs Met Matrix

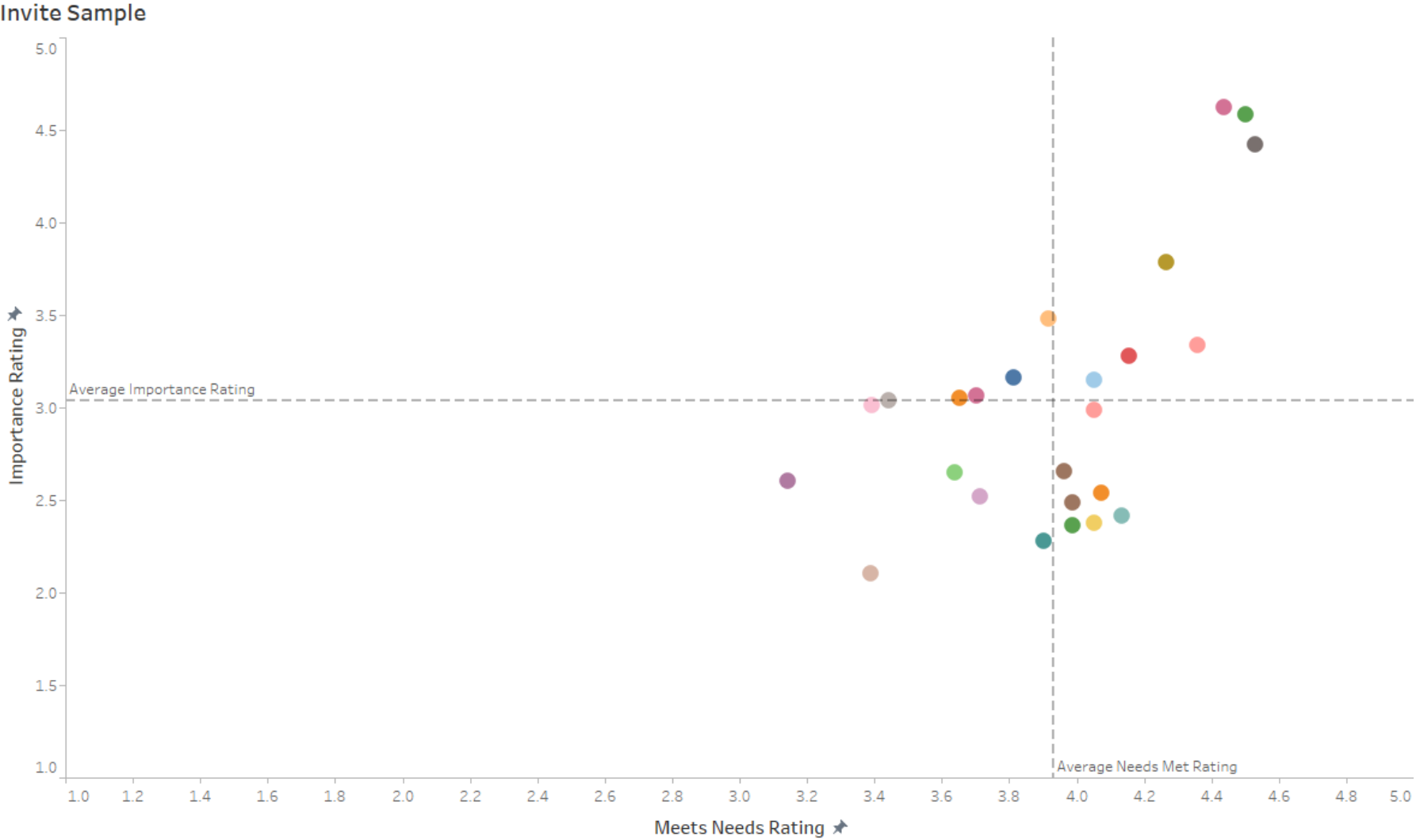
Objectively, all facilities and services meet the community's needs.

Invite Sample



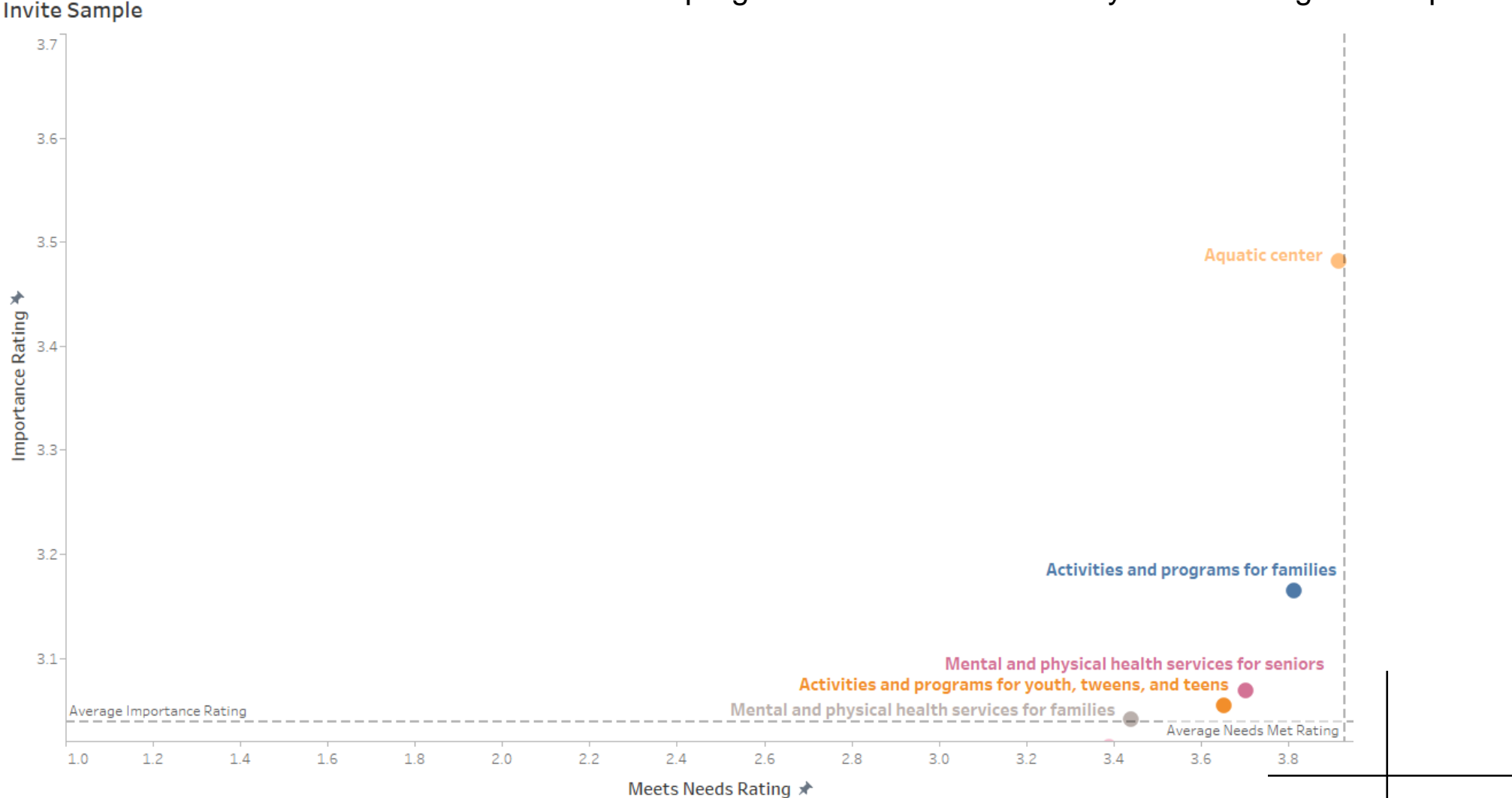
Facilities and Services Importance/Needs Met Matrix

However, there are comparative areas of strength and weakness.



High Importance / Low Needs Met

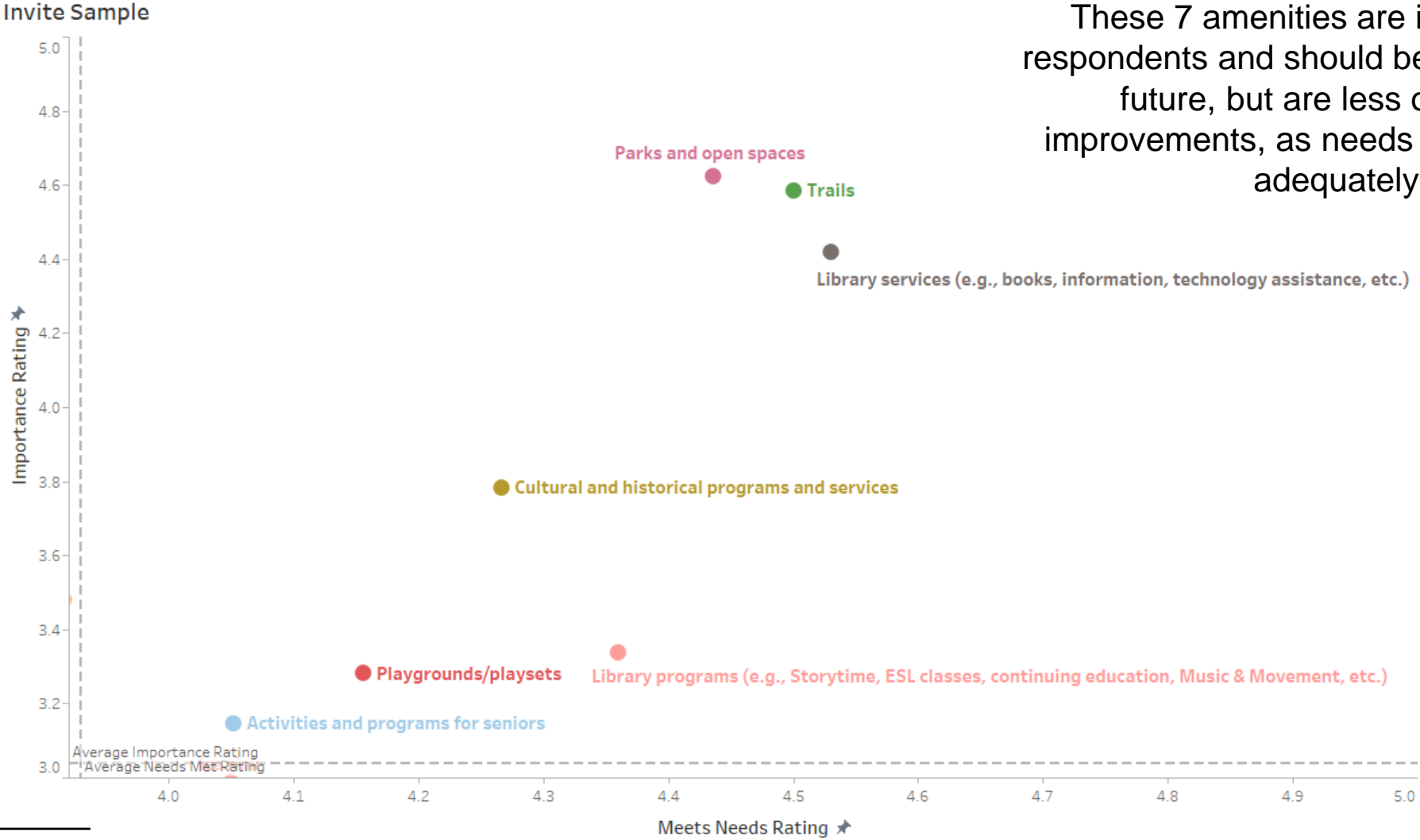
These 5 programs and services are key areas to target for improvement



Source: RRC Associates

High Importance / High Needs Met

These 7 amenities are important to most respondents and should be maintained into the future, but are less of a priority for improvements, as needs are currently being adequately met.

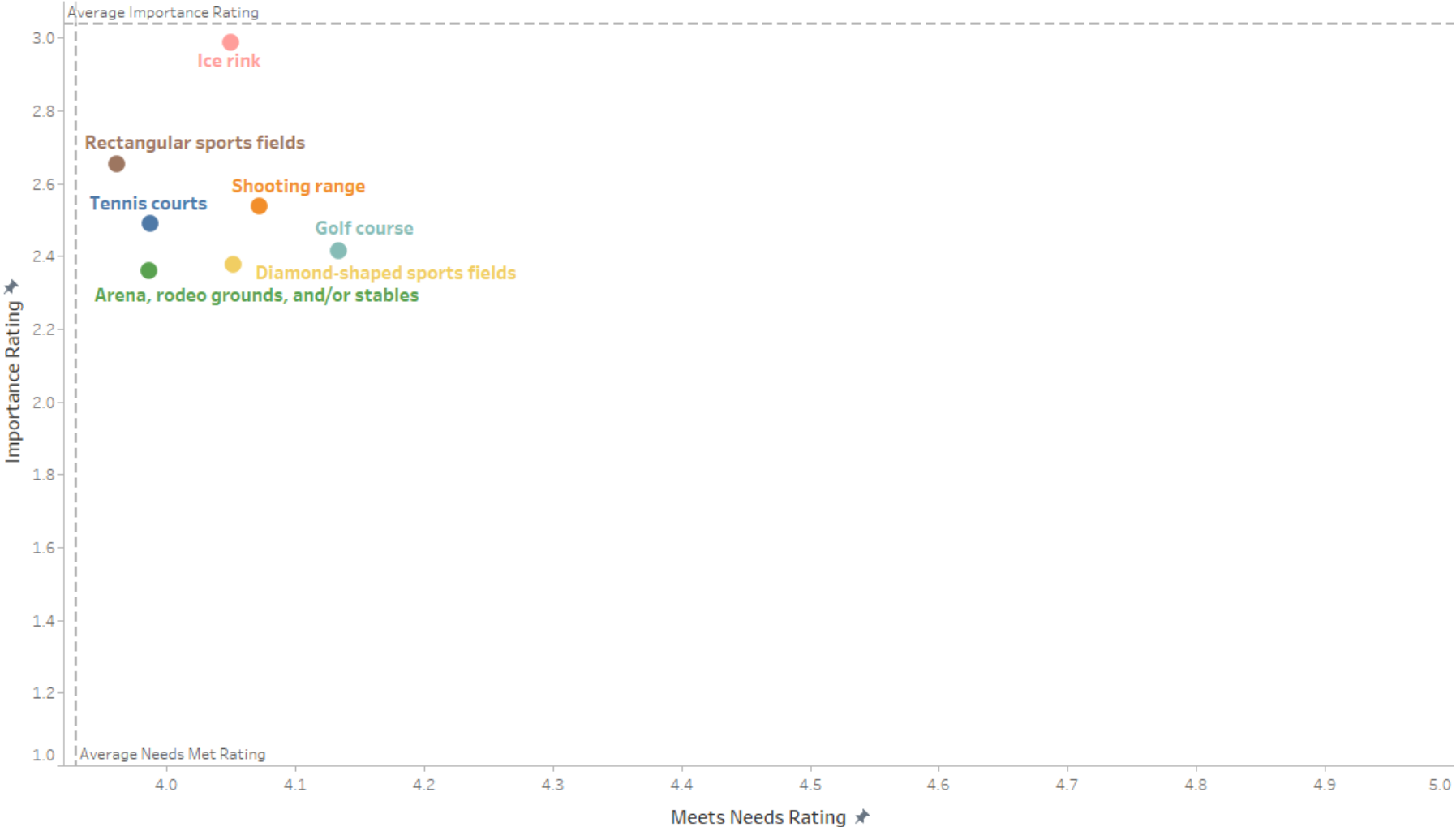


Source: RRC Associates

Low Importance / High Needs Met

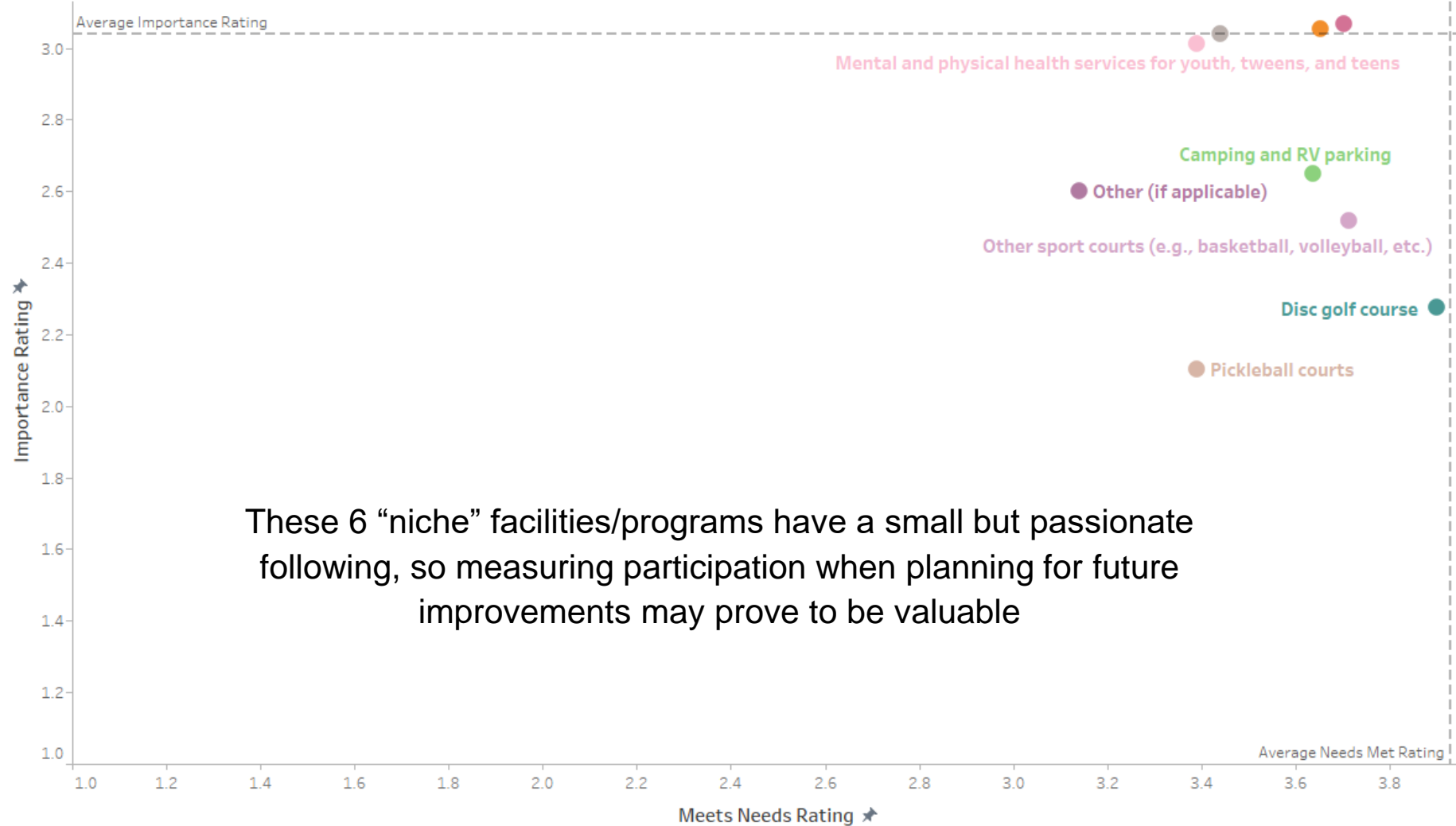
Future discussions evaluating whether the resources currently dedicated to supporting these 7 facilities/programs outweigh the benefits may be constructive

Invite Sample



Low Importance / Low Needs Met

Invite Sample



These 6 “niche” facilities/programs have a small but passionate following, so measuring participation when planning for future improvements may prove to be valuable

Why Facilities and Services are not Meeting Needs

Open-ended Comments

Campsites/RV Parking



“We need more RV parking/camping facilities. Entrada Park is not a park. Camp May needs improvement. I believe that the Golf Course is not an appropriate use of land or water in our small county.”

“RV storage would be much better if at a designated location (without so long a wait time to get in) instead of at a residence.”

Improved Ice Rink



“Ice rink definitely not meeting the needs of the community. We need to have a covered rink and parking to allow for longer season use. Hockey could potentially bring in a great deal of money to the community with changes to the facility.”

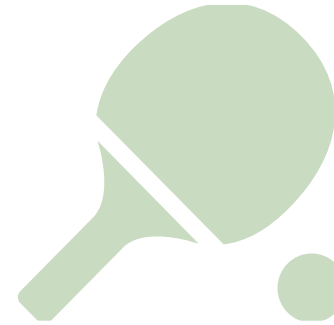
Field/Trail Maintenance



“Better trail maintenance and signage. Many of the trails are extremely rocky, so smoothing some out for an easier mountain bike trail could be great for lots of people. The trails could benefit from more signs.”

“Better turf and gopher control on sports fields. All the fields at Overlook are in very poor condition.”

Pickleball



“Pickleball is the fastest growing sport in the USA. LAC needs dedicated courts. Good for all ages and skill levels - much more so than tennis. It's becoming an important draw for tourists and other visitors.”

Aquatic Center



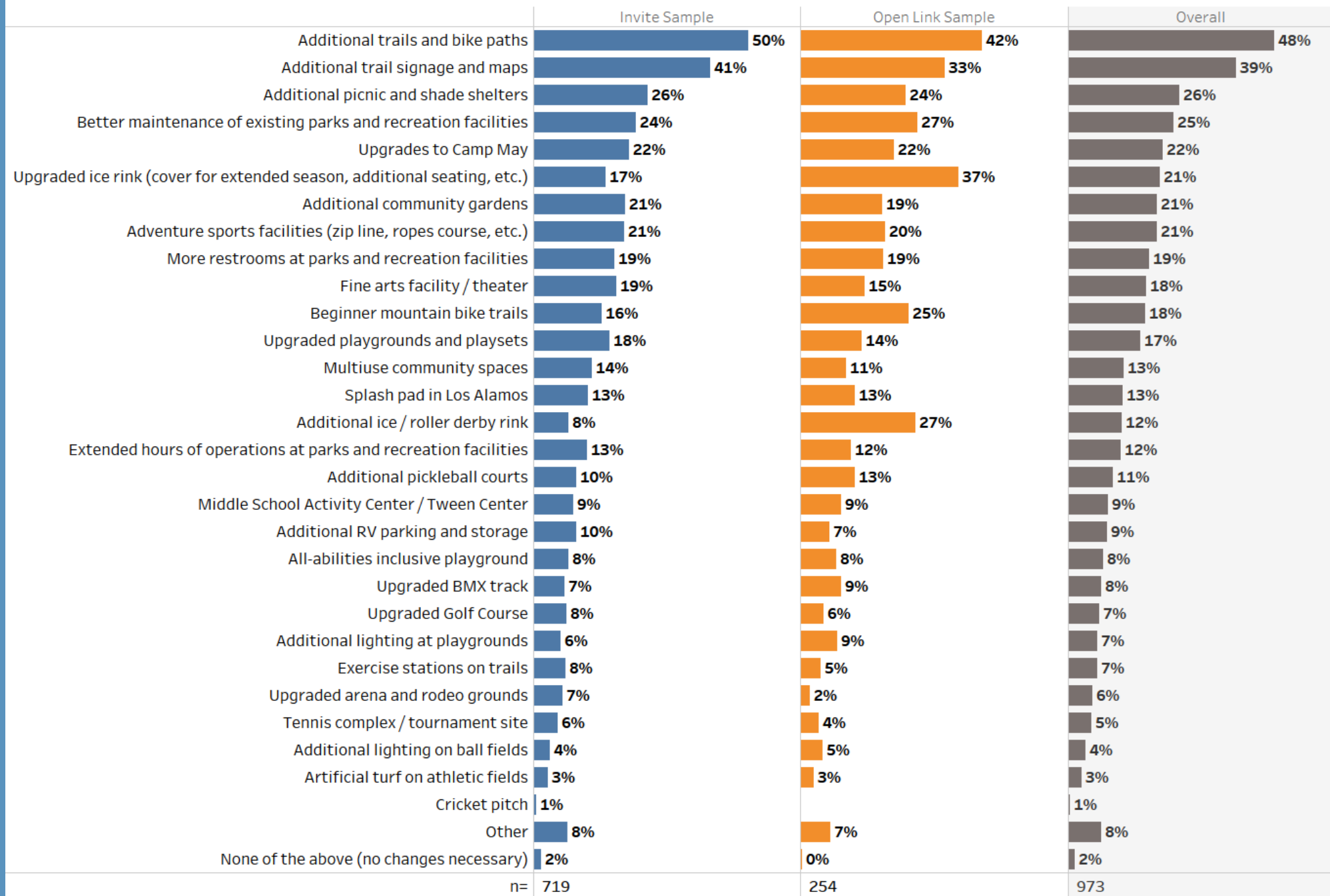
“Expanding/ adjusting hours for aquatic center to include weekend hours. Hours similar to like before pandemic. 8-5 M-F work schedules make it challenging to use pool during normal work hours. Great for retirees not great for those folks still working. Especially as work from home flexibility is getting more rigid.”

Future Facilities, Amenities and Services



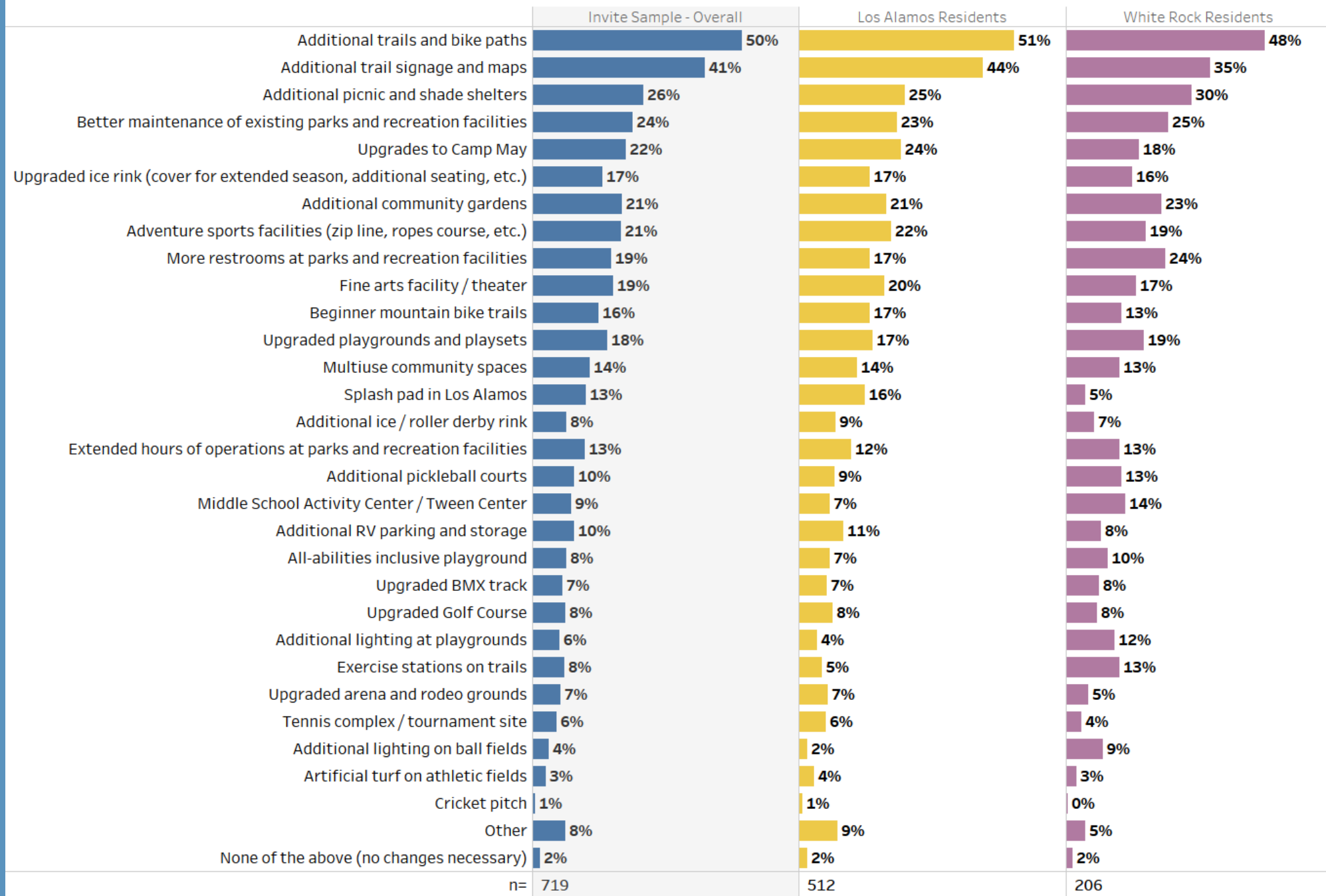
Top 5 Facilities & Amenities Priorities

Q 28: Top 5 Facilities and Amenities (Check up to 5)



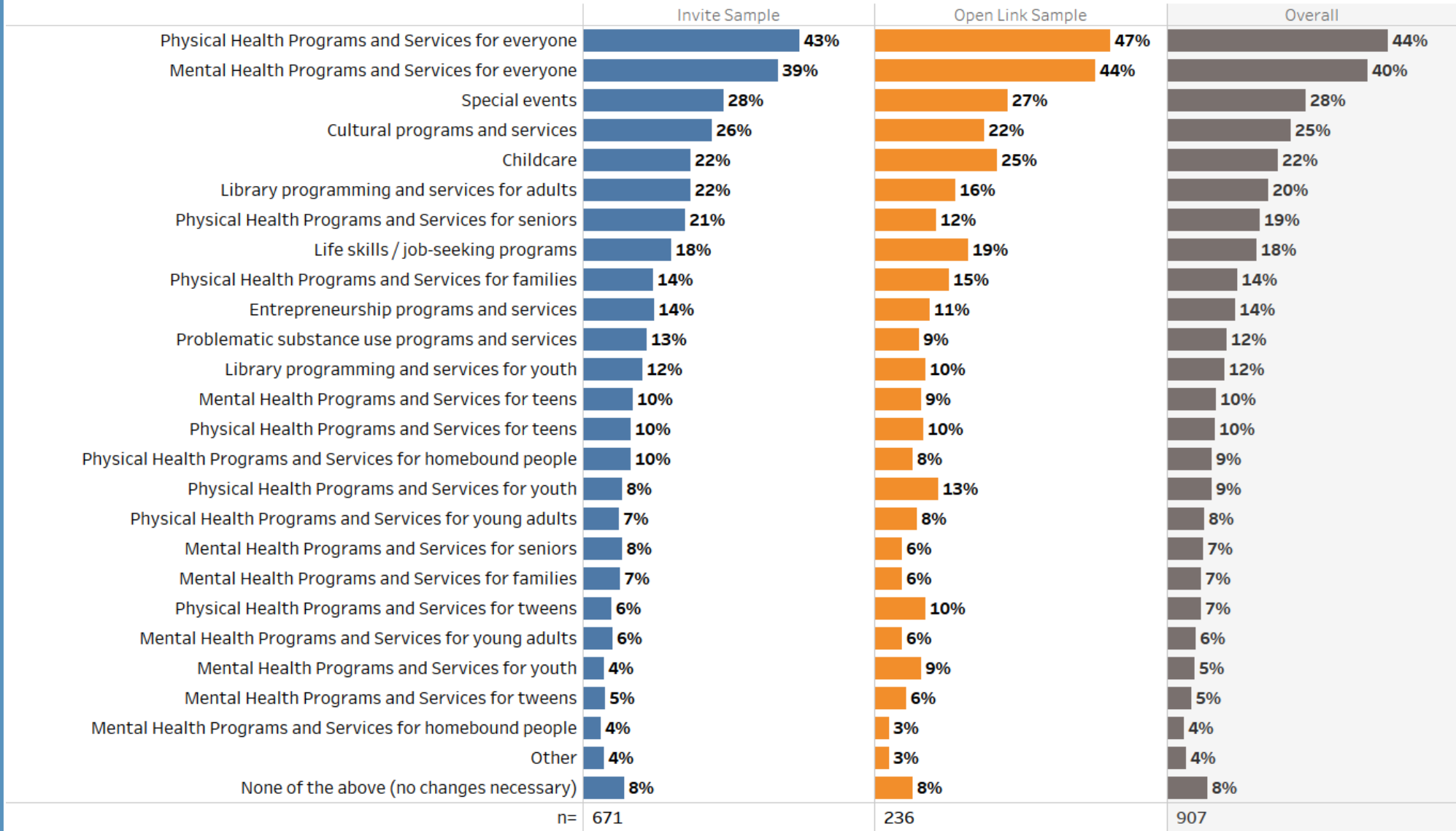
Top 5 Facilities & Amenities Priorities

Q 28: Top 5 Facilities and Amenities (Check up to 5)



Top 5 Programs & Services Priorities

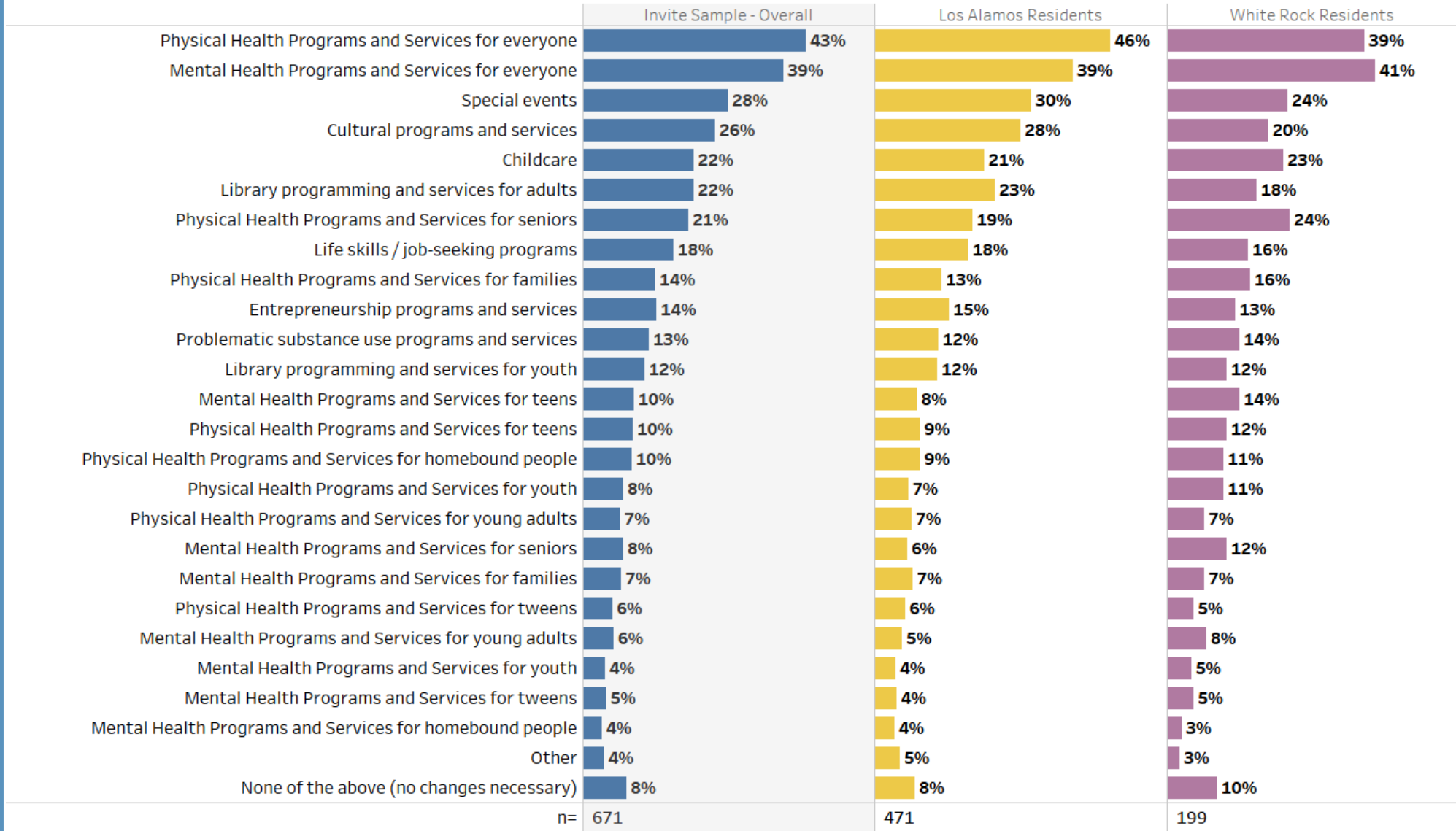
Q 29: Top 5 Programs and Services (Check up to 5)



Source: RRC Associates

Top 5 Programs & Services Priorities

Q 29: Top 5 Programs and Services (Check up to 5)



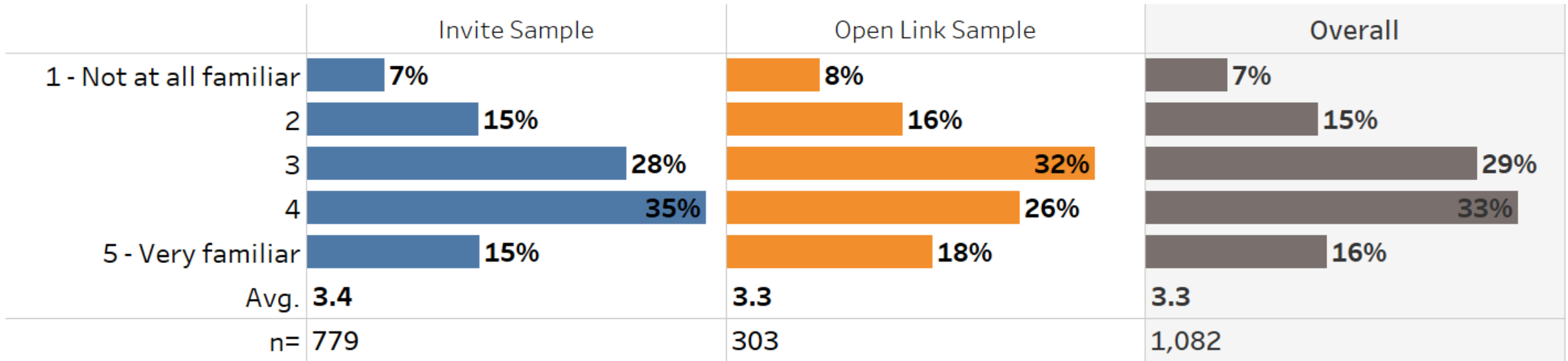
Source: RRC Associates

Communication



Familiarity with CSD Facilities

Q 3: How familiar are you with CSD opportunities, including facilities, services, and programs, in Los Alamos County?

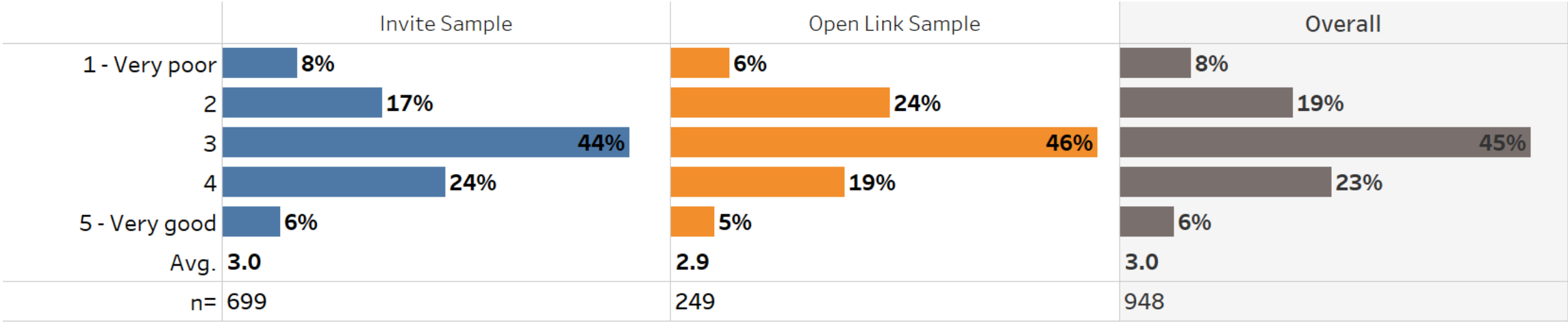


Source: RRC Associates

Effectiveness of Communication

There is some room for improvement when it comes to the availability of information and communications about CSD opportunities.

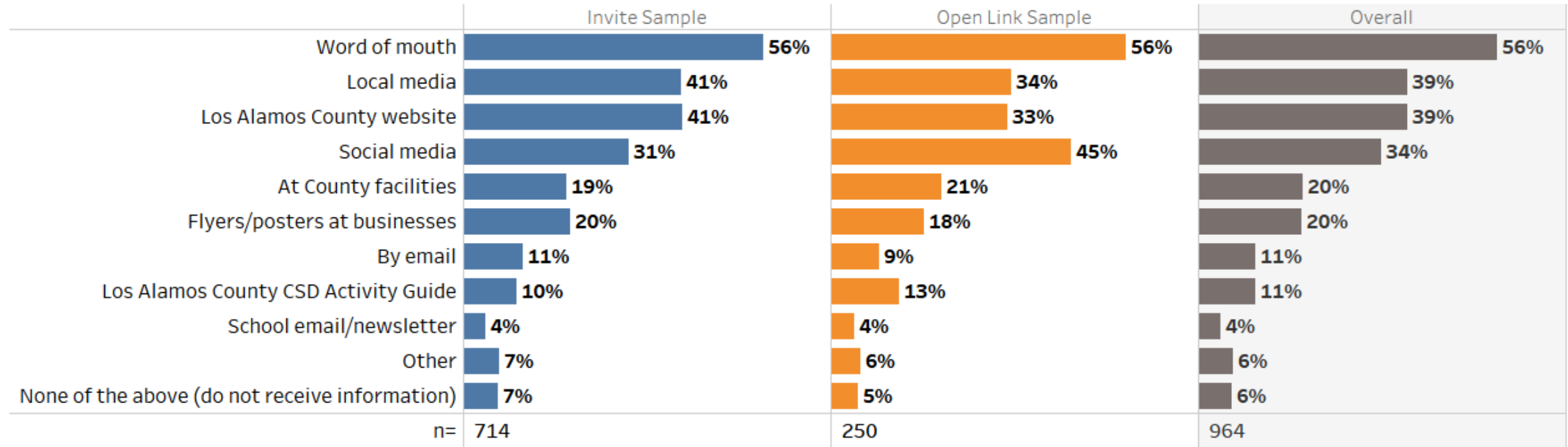
Q 30: How would you rate the availability of information and communication about CSD opportunities, including facilities, services, and programs?



Source: RRC Associates

Current Communication Methods

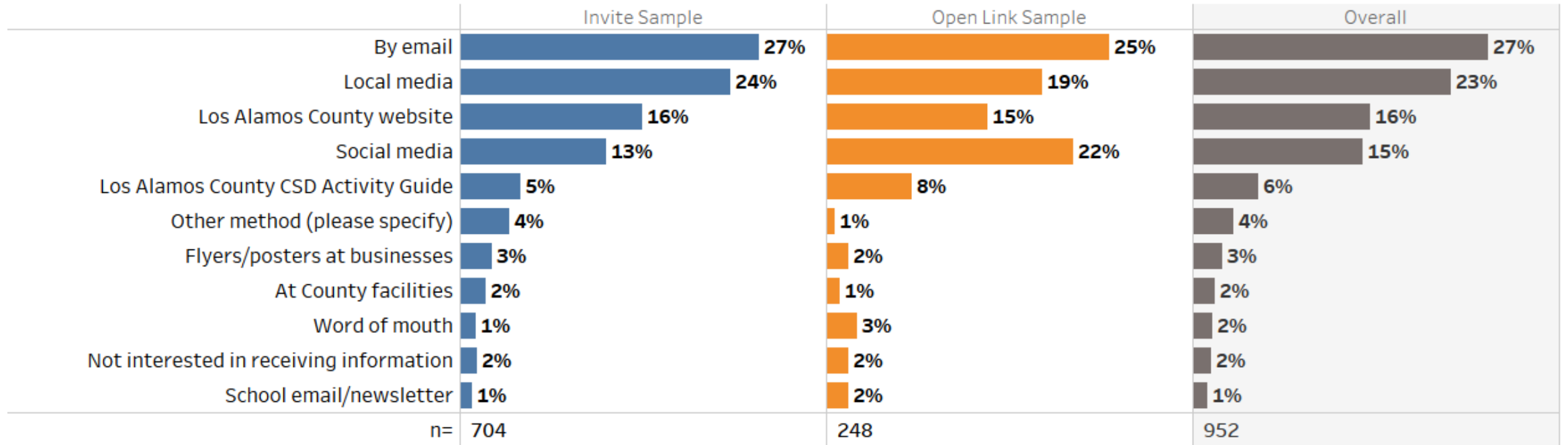
Q 31: How do you currently receive information on facilities and services offered by Los Alamos County CSD? (Check all that apply)



Source: RRC Associates

Preferred Communication

Q 36: What is your single most preferred method of receiving information about CSD facilities, services, and programs?

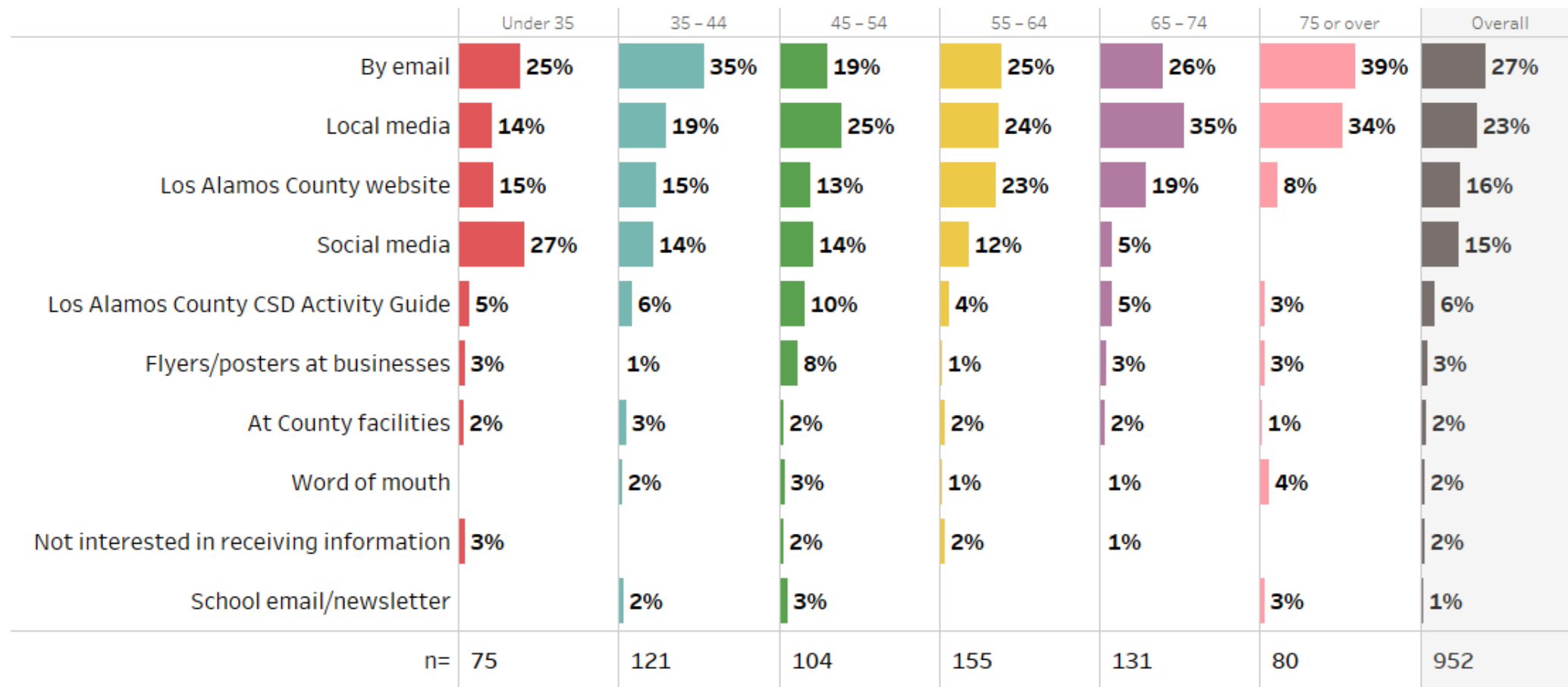


Source: RRC Associates

While most respondents currently receive information through word of mouth, just 2% indicate that as their *preferred* method.

Preferred Communication by Age

Q 36: What is your single most preferred method of receiving information about CSD facilities, services, and programs?



Source: RRC Associates

Financial Choices

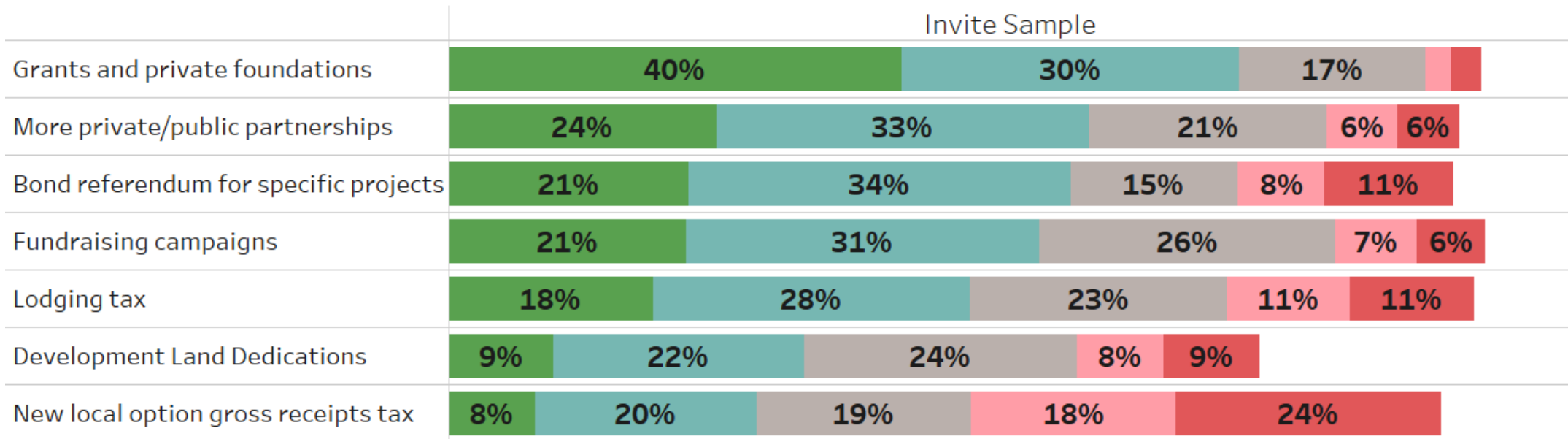


Types of Funding Support

Invite Sample

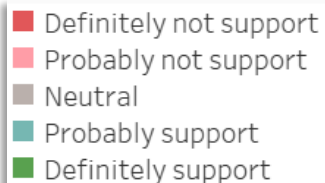
Q 37: How strongly do you support each of the following potential funding sources for the items you indicated as your top priority future needs for LAC CSD?

Invite Sample



Source: RRC Associates

Response options are sorted in descending order by level of support



Additional Comments/Suggestions

Open Space



“Please prioritize protection of our Open Spaces! They are the 'amenity' we use the most, and the reason we moved and remain here. They are vital to the quality of life in LAC, and should not be lost or harmed by development (either building, or modification for tourism, recreation or economic development.)”

Website



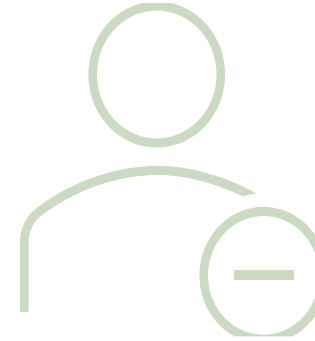
“website needs total overhaul - very difficult to navigate - search for specific things turns up either nothing or too much website would be preferred method of getting information if it was more user friendly”

Golf Course



“The golf course is a waste of water and space”
“Stop funding so much to the golf course. We live in the desert and are in extreme drought. Having so much green grass is extremely irresponsible.”

Community Input



“I would like to see more transparency and opportunities for citizen input.”
“I would like for the County to listen better when the community responds to surveys or questions.”

Movie Theater



“Please bring back the family movie theatre.”
“One of the most important things to me is re-opening the movie theater.”

Key Findings



Key Findings



Open Link respondents were comparatively more likely be families with children, women and/or renters. These differences should be considered when comparing results between the two samples.



Familiarity with Community Services Department (CSD) opportunities varies widely. There is some room for improvement for the County to increase the effectiveness of communication about opportunities.



Nearly all respondents have used parks and open spaces. Other widely used facilities include trails, cultural and historical programs and services, and libraries.



Relatively few respondents have used mental health services or financial assistance programs.

Key Findings



Parks and open spaces, trails, and library services are the most important facilities and amenities to respondents. Additionally, respondents were likely to indicate that their needs were met by these facilities/amenities.



Key areas to target for improvement (higher importance, lower needs-met) include mental and physical health services for families and seniors; activities and programs for youth, tweens, teens, and seniors; and the aquatic center



The top five *facilities and amenities* improvement priorities for the Invite sample are: additional trails and bike paths, additional trail signage and maps, additional picnic and shade shelters, better maintenance of existing parks and recreation facilities, and upgrades to Camp May.



The top five *programs and services* priorities for the Invite sample are: physical and mental health programs and services for everyone, special events, cultural programs and services, and childcare.



Questions?