



CITY OF LA MIRADA



COMMUNITY SERVICES MASTER PLAN UPDATE



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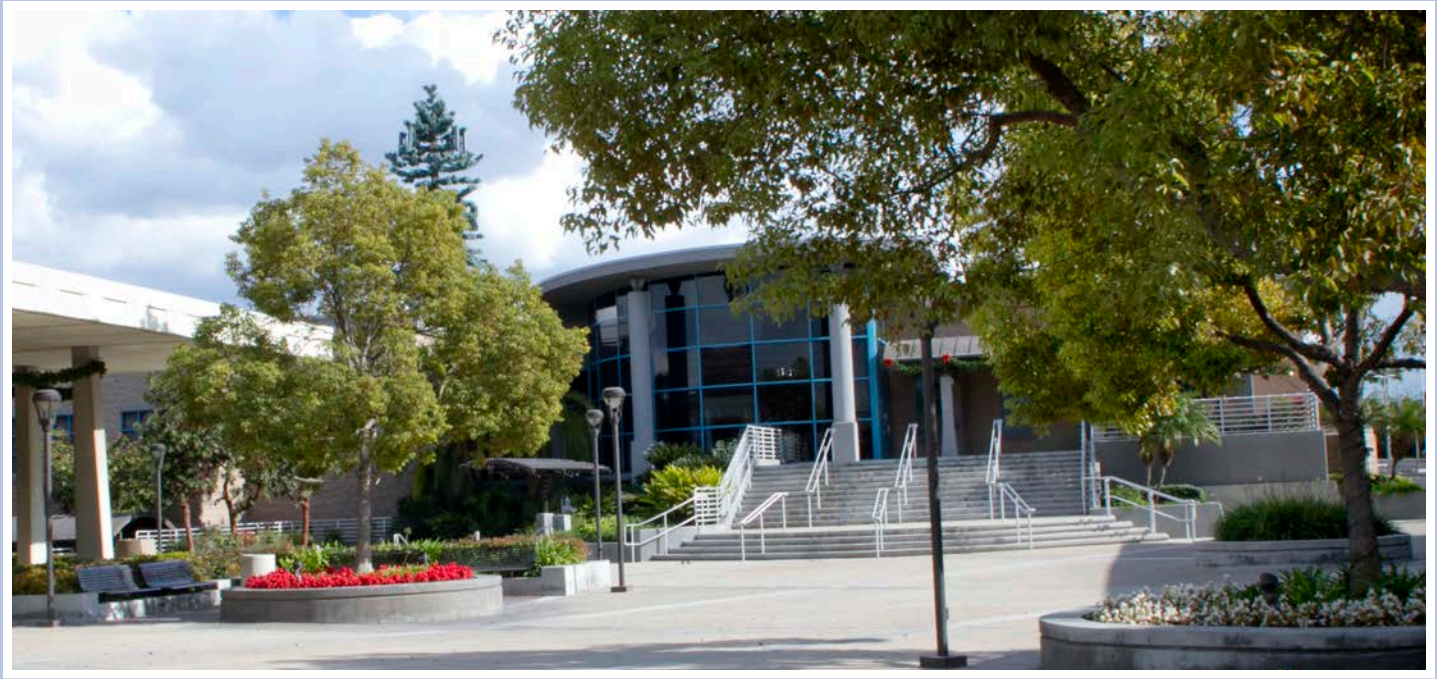
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PREFACE



Community Services offered by the City of La Mirada strengthen the community, improve health and well-being, enhance public safety, and contribute to the local economy. Through diverse and innovative programming, as well as creative partnerships, La Mirada's Community Services programs serve a major role in building a stronger community.

The City of La Mirada provides well-maintained parks and essential services that promote a high quality of life and bring people together.

The Community Services Department is responsible for a variety of services to meet the community's cultural, recreational and social needs. Community Services coordinates efforts between the City, residents and other agencies to expand La Mirada's social services opportunities; plans and administers City park and recreation programs; disseminates useful information on programs and services to residents; conducts programs to make life better in La Mirada; and assists in strengthening the community's identity. This Community Services Master Plan Up-

date includes goals and strategies to address key challenges and set priorities important to La Mirada residents. The City believes in a bright future for the La Mirada community achieved through continued dialogue and collaboration with residents and other key stakeholders.

The La Mirada Community Services Master Plan Update is a cooperative effort of the Community Services Commission and staff to recognize accomplishments, identify needs, and review service trends since the completion of the initial Community Services Master Plan in 2004. Like the 2004 Master Plan, this plan is designed to set the course for future community services activities, mark progress and achieve success in key areas.

La Mirada's Community Services Department continues to meet its high standards for quality programs and service, fiscal responsibility, and operational excellence. Through cooperation with numerous community stakeholders the Department aims to implement this updated vision for La Mirada's Community Services programs.

PURPOSE

The Community Services Master Plan Update is designed to guide Community Services in La Mirada over the next five to 10 years. It is intended to address current needs and capitalize on future opportunities through a number of goals and strategies.

The Community Services Master Plan Update is based on the City of La Mirada's Mission Statement:

The City of La Mirada is dedicated to preserving La Mirada as a superior place in which to live, work and invest.

The Community Services Master Plan Update is a comprehensive report, which incorporates community and stakeholder input, assesses current programs and facilities, considers emerging needs and community interests, and identifies financial resources and constraints. It supports the Core Strategies identified in the City's Strategic Plan 2015, which include:

1. Provide a Safe Community
2. Secure a Fiscally Sound Community
3. Ensure a Responsive City Government
4. Promote a High Quality of Life
5. Provide Quality Planning and Infrastructure
6. Promote a Strong Local Economy



EXECUTIVE SUMMARY



In recent years, local governments across the nation have been tested by the unprecedented economic recession. Cities were challenged to maintain high service levels with fewer resources. The City of La Mirada's proactive, disciplined approach to providing cost effective services has helped it respond to fiscal challenges. Through conservative budgeting, controlling costs, and forming community partnerships, La Mirada has continued to provide a high level of community services.

The Master Plan Update identifies six goals that serve as the broad framework to guide the Community Services Department into the future. Goals and strategies were identified through a number of sources including community feedback gathered through surveys and focus groups, the Community Services Commission, current trends, and general recommendations from the California Parks and Recreation Society, and the National Recreation and Park Association. The goals and strategies aim to further enhance the high quality of community services programs offered by the City.

In 2004, La Mirada completed an extensive Community Services Master Plan establishing the Department's focus for the future. The City was able to accomplish many of the goals identified in the 2004 Community Services Master Plan, most notably, the completion of Splash! La Mirada Regional Aquatics Center in 2007. The Community Services Master Plan Update aims to revisit the delivery of community services in La Mirada and develop a guide for the Department during the next five to 10 years.



COMMUNITY SERVICES OVERVIEW

The City of La Mirada provides a variety of recreational resources for the community through its Community Services Department. These resources include: 10 parks, five community centers, an aquatics center, a community gymnasium, equestrian trails, tennis courts, basketball courts, volleyball and badminton areas, multi-use athletic fields, amphitheaters, and horseshoe facilities. Recreation facilities include:

Ana J. Martin Park	16135 Avenida San Martin
Behringer Athletic Facilities	Alicante Road and Hillsborough Drive
Community Gymnasium	15105 Alicante Road
Frontier Park	13212 Marquardt Avenue
Gardenhill Park	14435 Gardenhill Drive
La Mirada Activity Center	13810 La Mirada Boulevard
La Mirada Creek Park	12021 Santa Gertrudes Avenue
La Mirada Regional Park*	13701 Adelfa Road
La Mirada Resource Center	13710 La Mirada Boulevard
Los Coyotes Athletic Facilities	Rosecrans Avenue and Beach Boulevard
Neff Park	14300 San Cristobal Drive
Windermere Park	15261 Cheshire Street
Splash! La Mirada Regional Aquatics Center	13806 La Mirada Boulevard

* *La Mirada Regional Park is operated and maintained by the County of Los Angeles*

The Community Services Department supports the California Parks and Recreation Society's (CPRS) "Parks Make Life Better!" statewide campaign. The goal of this campaign is to raise awareness of the importance of parks and recreation throughout California and to underscore the importance of quality community services to thriving cities.

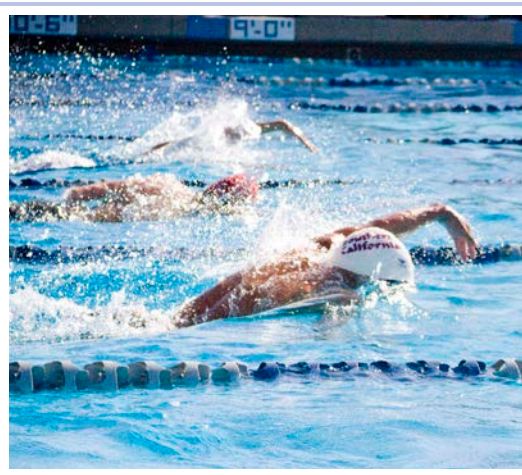
Community Services Achievements

Much has been achieved since the 2004 Community Services Master Plan was prepared. Notable accomplishments include:

- ***The completion of Splash! La Mirada Regional Aquatics Center. On November 10, 2007, some 7,000 people gathered to celebrate the grand opening of Splash!***
- ***Nearly 400 percent enrollment increase in Community Services programs, including the addition of aquatics programs.***
- ***Increased program cost recovery through self-sustaining programs and special event Sponsorships.***



- 2006: **Award of Excellence for Helping Hands**
California Parks and Recreation Society
- 2006: **Aging Section Award – Senior Mentoring Program**
California Parks and Recreation Society
- 2007: **Award of Excellence for Aquatics Facility**
California Parks and Recreation Society
- 2008: **Best of Aquatics Award – Splash!**
Aquatics International Magazine
- 2008: **Best Municipal Water Park – Splash!**
World Water Park Association
- 2008: **Innovative Architecture & Design Award in Recreation – Splash!**
Recreation Management Magazine
- 2008: **Outstanding New Sports Facility Award – Splash!**
Southern California Municipal Athletic Federation
- 2009: **Helen Putnam Award for Engaging Youth in City Government**
League of California Cities
- 2011: **Wave Review Award, Best Poster- Splash!**
World Waterpark Association
- 2012: **Best of Aquatics Award – Splash!**
Aquatics International Magazine



SPLASH! LA MIRADA REGIONAL AQUATICS CENTER

Focus group interviews completed as part of the Community Services Needs Assessment in 2002 identified strong community interest in enhanced aquatics facilities. In 2003, participants in the City's Youth in Government program recommended the development of an aquatics center in La Mirada Regional Park.

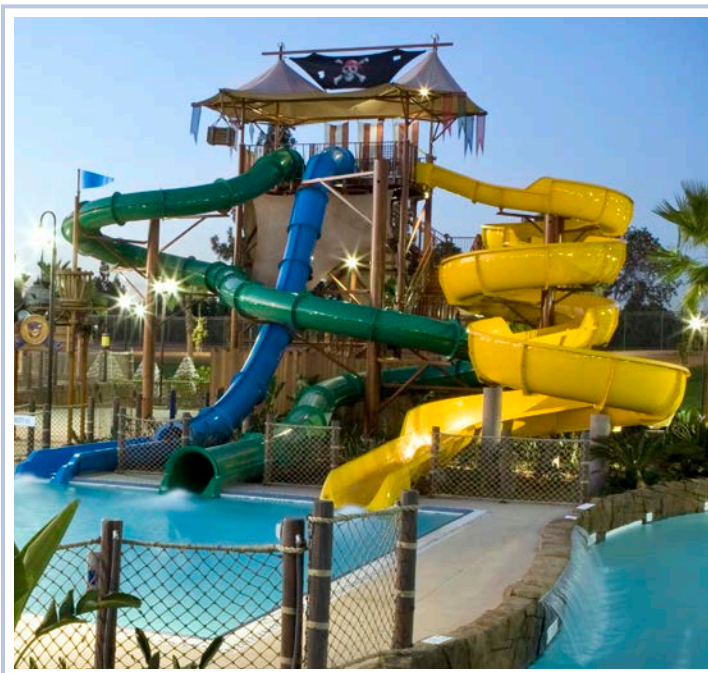
Reflecting the community's support, the development of an aquatics center was ranked as the highest priority for new recreation facilities in the 2004 Community Services Master Plan. Public interest in new aquatics facilities was confirmed by public opinion research conducted in the summer of 2005.

Since opening in November 2007, Splash! La Mirada Regional Aquatics Center has remained a highly popular venue, welcoming more than 1.5-million visitors and generating nearly \$10-million in revenue. By offering instructional, competitive, therapeutic, and recreational programs, the award-winning facility offers comprehensive aquatics programming to meet all interests and skill levels.

Prior to the opening of Splash!, aquatics needs in the community were served by an aging pool in La Mirada Regional Park that was open 10 weeks each year and limited use of Biola University's pool. The La Mirada High School swim team did not have access to a local pool, and had to travel to another city for its swim program.

The state-of-the-art Splash! Aquatics Center, located in the Civic Center adjacent to La Mirada Regional Park, stands among the first facilities to fully balance competitive and recreational aquatics interests in Southern California. The unique vision of Splash! was completed in response to the community's support for improved aquatics facilities and desire for increased aquatics programming.

The Splash! project was developed without additional assessments or taxes levied on the community. A combination of bond funding, money set aside in the City's general fund reserve, and the Make A Splash! capital fundraising campaign provided necessary support. The La Mirada Community Foundation led the fundraising campaign, which raised some \$4-million from over 400 contributors.





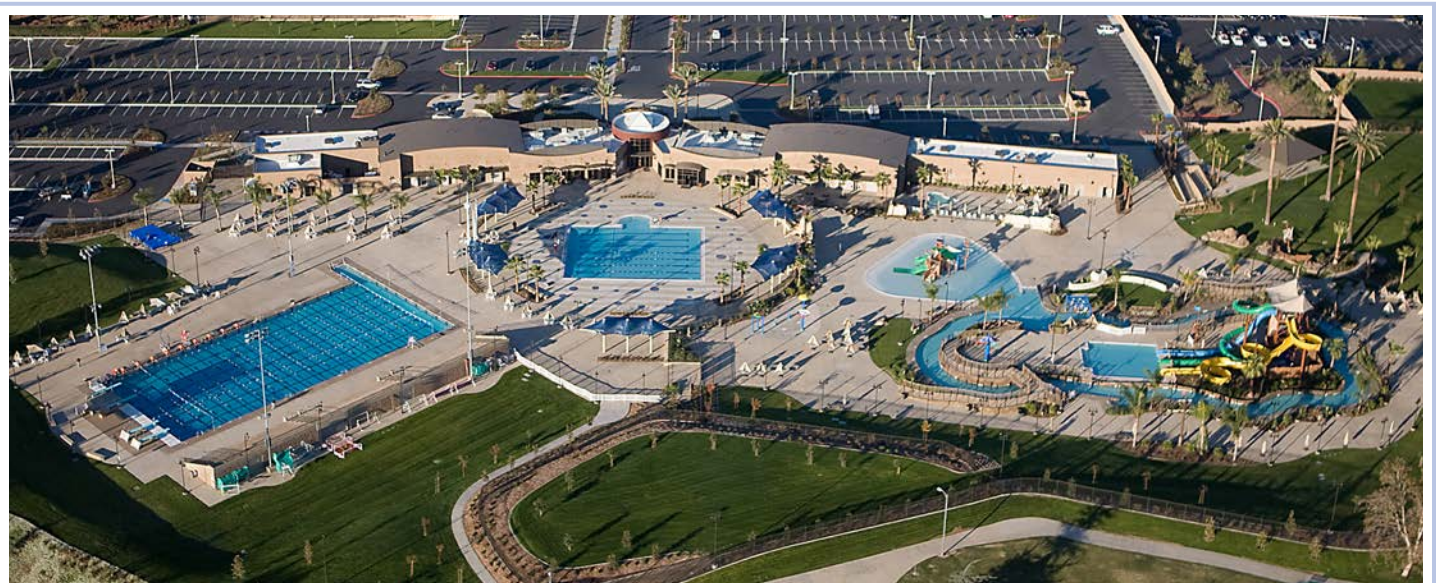
Splash! represents a truly collaborative effort among many individuals and partnering agencies. The City worked with the County of Los Angeles, federal and state elected officials, community groups, and many others to bring this project to fruition. Groundbreaking celebrations were held in July of 2006. Dedication ceremonies were held November 10, 2007.

The Splash! facility combines top quality competitive and instructional pools with a family-oriented water park across 18 acres. The family-fun Buccaneer Bay water park delivers the excitement of a water park with pirate themed elements. Buccaneer Bay features a 500 foot lazy river, three water slides, a children's interactive play structure, zero-depth beach entry, and two spray pad areas. A marooned ship, dramatic skull rock, shade canopies that resemble sails, cannon walls, wharf plank benches, and crow's nests complete the pirate theme design.

Since opening in 2007, Splash! has become a premiere destination for aquatics competitions of every level including international, diving and synchronized swimming competitions, college, high school and youth swim meets. Additionally, Splash! has become a top choice for television and film production shoots.

With annual attendance figures ranging from 244,725 to 387,909, and season pass sales to Buccaneer Bay water park reaching 11,386 passes sold, Splash! is proving to be well received by the community.

Splash! has exceeded attendance and revenue expectations. Splash! generated over \$2.6 million in revenue during Fiscal Year 2012-2013, exceeding direct expenses by over \$300,000. Splash! continues to be a well-respected facility in the aquatics industry. It is also a top employer of young adults in La Mirada.



LOCAL DEMAND FOR COMMUNITY SERVICES

The Community Services Master Plan 2004 was developed with responses to the Community Services Needs Assessment survey conducted in 2002 and input received from focus groups. The following findings were made from the nearly 400 responses received at the time.

- Residents had a very high level (97 percent) of resident satisfaction with the City's efforts to develop quality programs and facilities.
- The following facilities were identified as needing improvement or being inadequate and needing expansion: Aquatics, Bike and Jogging Trails/Paths, Classrooms (at schools), Scenic Walkways, and a Banquet Facility.
- Residents felt a need for a Teen Center, Aquatics Facility, and a Skate Park.
- The following strengths were identified: Classes, Customer Service, Excursions, Facilities and Fields, City Newsletter, Low

Cost of Classes, Quality Instructors and Staff, Older Adult Programs, Special Events, Sports, Spring Beautification, Teen Center/ Teen Programs, Tiny Tots, Variety of Quality Programs, Youth Development, Concerts Under the Stars, Volunteer Recognition.

- The following opportunities for Community Services were identified: Academic Based Classes, Adaptive/Therapeutic Recreation Classes, Adult Sports, Aquatics Facility, Athletic Fields (Additional), Child Care, Classes (re-evaluation of times offered), Community Newspaper, Early Childhood Classes (coordination with school schedules and parent classes), Fee Assistance/ Scholarship, Gymnasium (additional), Earlier Delivery of City Newsletter, More Classes, More Lectures and Learning Workshops, More Parks, Additional Older Adult Classes and Programs, Improved Parking, Skate Park, Increased Marketing of Social Services, Teen Programming, Tiny Tots Program Expansion.



The completion of Splash! La Mirada Regional Aquatics Center addressed the need for an aquatics facility. Additionally, Adaptive/Therapeutic classes were incorporated, and a variety of additional classes have been offered. A teen center operated for a number of years in the Resource Center building but was discontinued due to low attendance as part of the City's financial contingency plan to reduce costs. The additional opportunities identified were not pursued primarily due to the downturn; however they can be re-evaluated as the economy improves.

2013 Survey Results

Similar to the previous survey and assessment, the Master Plan Update is based on input gathered from community stakeholders.

An online survey and a series of community focus group meetings were held from June to September 2013 to facilitate the collection of feedback. Some 208 residents participated in the survey, including 107 focus group attendees. A comparison of the online survey results to the 2002 Community Needs Assessment Survey results is available in Appendix D Community Profile Changes. The information has been used to develop a plan that reflects the needs of La Mirada residents.

Based on the recent survey results, the highest used/attended community services by respondents were parks and playgrounds, special events, and aquatics. This is supported

by 86 percent (86%) of respondents stating they were satisfied or very satisfied with the City's ability to care for its park and recreation facilities. While many of the respondents did not use other Community Services programs, most respondents stated they were satisfied or very satisfied with the Department's ability to provide quality programs and services, and recommended continued attention on providing a high level of customer service. Respondents were also satisfied with the availability of information regarding services and programs.

If given \$100 of City funds to spend, most respondents would dedicate the money toward maintaining or enhancing existing parks and recreation facilities, followed by special events, additional recreation programs, and new park and recreation facilities. In response to an acceptable level of City support of programs, 42 percent (42%) of respondents support complete City funding of community events. Twenty one percent (21%) of respondents support complete City funding of adaptive special needs program. Most respondents support no City funding of adult programs including aquatics, recreation, and sports.

Most survey respondents felt activities and programs at park facilities should be scheduled or pre-planned. Respondents also supported more advanced or competitive sports options in the community with 67 percent (67%) expressing that Community Services should offer programs and facilities provided by others in the community.



In terms of marketing, respondents indicated they are most familiar with and use City marquees, the City newsletter, and the City website for information. The least used marketing tools are La Mirada E-News and the local newspaper. Respondents would not be in favor of hearing about Community Services programs via text or phone messages.

A high number, 87 percent (87%), of respondents participate in special events. Of those special events, respondents attended the Independence Celebration, Concerts Under the Stars, and Holiday events. They were least likely to attend the Salute to Veterans' event, Spring Beautification, and the Easter Egg Hunt. The least used Community Services programs are adaptive/special needs programs, historical preservation, pre-school, and afterschool and summer youth programs.

Respondents of the 2013 Community Services Survey identified recreation classes, non-City sports leagues, and neighborhood parks and playgrounds as the most important programs/services in Community Services. Afterschool and summer youth programs, aquatics, education classes, gymnasium activities, health and wellness, senior services, and special events were the next most important services offered by Community Services. The lowest priority was given to adaptive/special needs, City athletics, historical preservation, and preschool. This differs from 2004 when preschool and special events were ranked in the most important category.

Responses from the 2013 Community Services Survey continue to support a high quality of life, and a positive sense of community. Additionally, respondents feel it is important for Community Services to promote or provide community safety, special events, organized recreation programs and classes, with emphases on programs for seniors, and youth ages six to 17 years.

Survey respondents feel Community Services is best at providing aquatics services, followed by special events, and recreation classes.

Respondents feel the greatest areas for improvement are historical preservation, preschool, afterschool and summer youth programs. Programs and services offered through the City receive considerable use by residents.

2004 and 2013 Survey Comparison

A comparison of services used according to the 2004 Needs Assessment and the 2013 Community Survey shows the following:

- Survey results indicate that participation in City-sponsored events increased the most. The decrease in survey respondents who said they participated in classes and sports are contrary to actual participants which increased by 23 percent (23%) from 2004 to 2013.
- Despite budgetary constraints and reduction/elimination of some programs and services, all areas of Community Services have experienced an increase in the number of registrants. While survey respondents participated less in some programs, there were more registrants overall in 2013 than in 2004, which shows increased use of Community Services programs.
- Overall, respondents in 2013 were most satisfied with Community Services' ability to provide quality programs and services as well as maintain a visible presence in the community. City staff will continue to improve customer service and ensure the availability of information about facilities and programs. These responses are similar to responses from the 2004 Community Services Master Plan. In both cases, residents rated La Mirada as a favorable community and were satisfied with most Community Services programs and services.
- The City of La Mirada continues to be committed to promoting a high quality of life and is dedicated to providing well-balanced services. Based on community input, the Community Services Department will continue to provide quality programs, facilities, and parks with a focus on customer service and dedication to providing outstanding services.

CHALLENGES AND TRENDS

It is important to identify challenges currently facing the community in order to create solutions to effectively provide services in the future. It is equally important to identify trends to better understand changes occurring locally. The following section identifies some of the challenges and trends observed by Community Services.

Fiscal Constraints

Cities have faced budget challenges in recent years due to the largest economic recession in decades coupled with unprecedented take-aways from the state. While the economy has shown gradual growth in this era of limited resources, the City must continue to provide key services effectively.

Due to fiscal constraints and available resources, some previously identified priorities were not completed and remain eligible for future funding. Based on input from the community and staff, high priority items previously identified in the 2004 Capital Projects list that may be considered in the future include: Community Gymnasium expansion and enhanced fitness options, amphitheater and play equipment updates/renovation at Creek Park, additional and/

or renovated athletic fields, improved lighting at athletic fields, and additional picnic shelters.

La Mirada's commitment to the community and conservative financial philosophy has helped the City weather fiscal challenges. Through careful planning, cost control measures, and community partnerships, La Mirada has continued to provide a high level of community services.

Community Profile and Demographics

According to the 2010 Census, La Mirada is now serving a more diverse population than ever before. Decline in the number of young families as a percentage of households indicate that families have established deep roots in the community, and many residents are staying in La Mirada as their children grow older and leave the home.

La Mirada was characterized as a young community in the Community Services Master Plan 2004. In 2002, 26.2 percent of the population was under the age of 18 and the median age was 35.4 years. In 2010, 21.1 percent of the population was under the age of 18 and the median age was 37.9 years .





The age groups with the most notable increases from 2002 were the 20 to 24 year olds and 45 to 54 years old populations. Programs and activities must be continually evaluated to ensure they meet the community's changing needs.

Park Acreage and Usage

La Mirada is a built-out community with very little available space. Since 2004, there has not been an increase in park acreage or community center square footage. The most significant change since the 2004 Community Services Master Plan was the development of the Splash! La Mirada Regional Aquatics Center on former County Regional Park land.

Community Services Capital Projects

In 2004, a number of capital improvement projects were identified and prioritized. The projects with the highest priority level were addressed including the completion of Splash!, the renovation of the Civic Center Plaza, and installation of the Resource Center elevator.

Due to fiscal constraints and available resources, some of the projects were not completed and remain eligible for future funding. Based

on input from the community and staff, high priority items previously identified in the 2004 Capital Projects list that be considered in the future include: Behringer Park South renovation, Community Gymnasium expansion and enhanced fitness options, amphitheater and play equipment updates/renovation at Creek Park, improved lighting at athletic fields, and additional picnic shelters.

Recreation Park Open Space Standards and Guidelines

The City of La Mirada provides a number of parks, recreational facilities and programs. National parks and recreation standards have been developed for community resources and facilities by the National Recreation and Park Association (NRPA), and are considered the accepted convention throughout the United States. These standards serve as a guide for local communities. Local standards are developed by adjusting national standards to factor in climate, population diversity, and recreational trends. The chart on the following page identifies how La Mirada recreation programs compare to the NRPA standards.

AREA	NRPA STANDARD	LA MIRADA STATUS	NOTES
Parks	6 acres per 1,000 residents	4.9 acres per 1000 residents	La Mirada has 237 acres including memorial parks and corridors. This is 53 acres below the standard based on population.
Community Centers / Gymnasiums	1 center per 25,000 residents	3.1 centers per 25,000 residents	La Mirada meets the standard with Frontier Park, Gardenhill Park, and Windermere Park, Community Centers, Activity Center, Community Gymnasium, and the La Mirada Resource Center.
Basketball Courts	1 court per 5,000 residents	1.5 courts per 5,000 residents	La Mirada has over 13 outdoor courts and 2 indoor courts, which meets the standard.
Tennis Courts	1 court per 2,000 residents	0.6 courts per 2,000 residents	La Mirada has 15 courts, (including those at La Mirada Regional Park). Not included are approximately 5 private courts in homeowners associations and 6 additional courts at Biola University.
Football Fields	1 football field per 20,000 residents	1 football field	There is 1 field in La Mirada at La Mirada High School. Flag football is played on various multipurpose fields in the community.
Volleyball Courts	1 court per 5,000 residents	1.75 courts per 5,000 residents	La Mirada has 17 courts.
Soccer Fields	1 field per 10,000 residents	6.2 fields per 10,000 residents	La Mirada has 30 fields which include City and School District fields.
Playgrounds	1 playground per 3,000 residents	1 playground per 3,000 residents	La Mirada has 16 playgrounds, including school playgrounds.
Softball / Baseball / Fields	1 field per 5,000 residents	2.6 fields per 5,000 residents	There are 25 designated fields in La Mirada.
Swimming Pools	1 pool to accommodate competitions and special events per 20,000 residents	1.2 pools per 20,000 residents	Splash! La Mirada Regional Aquatics Center, exceed this standard.
Bike Trails	1 mile of trail per 5,000 residents	Very limited	Under evaluation for feasibility and funding sources
Golf Courses	1 course per 50,000 residents	1 course per 50,000 residents	The La Mirada Regional Golf course meets this standard.

The City of La Mirada exceeds national standards in all areas except park acreage, tennis courts, and bike trails. Additional recreational facilities may be available at local churches, homeowner associations, and Biola University.

Revenue and Expenditure Standards per Resident

BUDGET COMPARISON					
Fiscal Year	Revenues		Expenditures		Cost Recovery
	Total	Per Resident	Total	Per Resident	
FY 03-04	\$704,811	\$14.06	\$2,648,300	\$52.82	26.6%
FY 12-13	\$3,458,318	\$70.92	\$4,373,047	\$89.68	79.1%

The Community Services Department's Fiscal Year 03-04 expenditures were \$2,648,300 and revenues were \$704,811. In Fiscal Year 12-13 expenditures were \$4,373,047 and revenues were \$3,458,318.

Since 2004, the Department has seen an increase in the budget with the addition of Splash! The increase in revenues has outpaced the increase in expenditures. Moreover, the Department's cost-recovery in 2004 was 26.6 percent compared to 79 percent in 2013, resulting in reduced General Fund support.

Facilities and Programs

The Community Services Department is the primary provider of parks and recreation services to the community. The Norwalk-La Mirada Unified School District makes available its school fields for youth athletic groups to participate after school and on weekends. The County of Los Angeles also continues to offer various recreational programs at its facilities. Through efficient use of its resources and partnerships, Community Services continues to offer recreational, social, and leisure programs that promote a high quality of life.

Community Services programs, events and facilities are routinely evaluated for operational efficiency. Programs with low attendance are ad-

justed or eliminated to meet the demand for other key programs and services. Several programs that were recently adjusted were often identified in the City's Financial Contingency Plan.

Adjustments were made to facility hours at the Community Gymnasium, Activity Center and Splash! to provide optimal staffing to meet community demand. Events and programs with lower attendance were eliminated such as: Plaza Nights, Kids Night Out, Celebration in the Park, The Teen Basement Center, and Santa's Workshop. In addition, printing and mailing of the Community Calendar was eliminated; and an events calendar was made available on the City website. Some programs were reduced or consolidated including: Middle School Dances, Babes in Toyland, sports leagues, the Family Services Center, and Tiny Tots.

While the number of classes offered has decreased from 2004, overall participation in classes has increased as many of the programs were enhanced to meet community needs. The increase in aquatics class offerings has outpaced the decrease in recreation class offerings. The Community Services Department will continue to identify opportunities to enhance its facilities and programs.

Social Services

The City of La Mirada's Social Services Program is guided by its Social Services Master Plan. The Plan guides City resources and collaboration efforts for social services needs.

As the City has faced increased fiscal challenges, it has fostered relationships with partnering agencies to effectively provide social service resources to the community. Funding for social services is based on the level of community need determined by residents served.

The Community Services Department's primary role in this area is to provide funding resources and leadership in support of local initiatives aimed at addressing community challenges. During Fiscal Year 2012-2013 the City provided direct funding in the amount of \$109,381 to social services.

In addition to direct funding, the City provides in-kind services including office space to Meals on Wheels, Southeast Area Social Services Funding Authority, and Straight Talk Counseling.

The Community Services Department assesses the social service organizations through an annual review process. The process begins with social service agencies submitting requests to receive funding to provide services to the community. Applications include financial documents that are reviewed by the City's Administrative Services Department. Following review by City staff, qualifying organizations are reviewed and evaluated by the Community Services Commission. Recommendations from the Commission are then submitted to the City Council for discussion and final approval.



Trends Affecting Community Services

In addition to the items previously discussed, the California Park and Recreation Society has identified a number of trends affecting local communities. Community Services will continue to monitor these trends and their impacts on local service needs.

Key Trend Areas	Description/Implications
Aging of the Population	Increased demand for senior programming.
Multi-Generational families living together	Older children are moving back home or not leaving home. Grandparents living with families to help care for children.
Changing Patterns of Work and Leisure	“Lack of time” barrier for participation in programs and activities. Need for flexibility with programming and hours.
Changing Financial Status	Lower disposable income due to recession. Evaluate fees and attendance.
Ethnicity	Greater diversity may lead to demand for new sports, programs, and activities.
Children and Youth	Children are becoming less active. Need to explore better ways to engage those who are inactive. Focus on preventing childhood obesity and encourage healthy lifestyles.
Adult Activity Patterns	Adults should be encouraged to remain active so they may become healthier seniors as they age.
Popularity of Physical Recreation Activities	Increased use of outdoor fitness activities. Increased demand for unstructured and individual activities.
Fiscal Challenges	As the nation continues to emerge from a recession, local government must find new, innovative means to offer programs and services with potentially less funding and resources.
Volunteerism	Need to attract volunteers to enhance level of service provided to the community.
School District Budget Pressures	As school activities/offerings decline, there will be greater reliance on City programs and facilities.
Programming	Focus on teen and adult programming needs to increased, while maintaining early childhood programs.
Role of Government	Quality, accessibility, and transparency are priorities within a limited budget. Focus on partnering with community groups to maximize program availability on limited resources.
User Fees	Community Services should strive to recover a percentage of costs for services and facilities based on direction from City Council.

PRIORITIES, GOALS AND STRATEGIES

The Strategic Priorities developed as part of this Master Plan Update are in line with the core strategies identified in the City of La Mirada's Strategic Plan 2015:

1. Provide a Safe Community
2. Secure a Fiscally Sound Community
3. Ensure a Responsive City Government
4. Promote a High Quality of Life
5. Provide Quality Planning and Infrastructure
6. Promote a Strong Local Economy

The core strategies serve as the broad framework to guide the City into the future.

This Master Plan includes two components: (1) Goals that articulate what the City intends to accomplish or services it intends to provide, and (2) Strategies that articulate best practices in providing services.

The goals describe the expected results to be achieved through the implementation of this plan. They are intended to be enduring. They are also meant to reflect the Community Services Department's breadth of responsibilities as a community service provider.

Each strategy will be supported by an implementation plan and measurement framework to track performance and ensure compliance with the Master Plan Update.



(Goal #1) The Community Services Department will seek to address new areas of community interest in recreation, leisure, and social services programming.

Over time, the population and demographics of a community may change, and programming and activities should be adjusted to accommodate changing demands.

Strategies:

- 1.1 Continue to monitor changes in community needs by reviewing surveys and evaluations, and consider new offerings based on these findings.
- 1.2 Identify new service opportunities through staff training, educational opportunities, and evaluation of programs in other communities.
- 1.3 Routinely review class and program offerings to ensure programs offered have sufficient community demand.
- 1.4 Establish a standardized Departmental questionnaire for seeking feedback and suggestions from community members on class offerings.



(Goal #2) The Community Services Department will seek alternate funding to address fiscal constraints and improve cost recovery.

The Community Services Department will continue to be challenged to maintain and enhance services despite funding constraints. In order to address operating and capital budget constraints, improvements to service delivery efficiency and higher cost recovery must be explored.

Strategies:

- 2.1 Community Services will strive to reduce reliance on the General Fund by offsetting expenditures through improved cost recovery, partnerships, corporate sponsorships, and grant opportunities.
- 2.2 Establish user fees in accordance with guidelines set by City Council.
- 2.3 Evaluate staffing levels to ensure adequate personnel are assigned to programs.
- 2.4 Seek additional use of volunteers, sponsorships, and grants.



(Goal #3) The Community Services Department will continue to enhance customer service and provide timely and accurate information to the community.

It is imperative to provide outstanding customer service. The Department will aim to enhance communication and service delivery through new technology, social media, and improved procedures. All employees will be made aware of the Department's high customer service standards to provide dedicated service to the community.

Strategies:

- 3.1 Establish clear direction, goals, and objectives for community outreach.
- 3.2 Evaluate staffing levels to ensure adequate staff is assigned to programs.
- 3.3 Provide on-going customer service training for staff.
- 3.4 Establish customer service guidelines including the use of reference guides to enhance consistency of information provided.
- 3.5 Consider new technology to enhance customer service.
- 3.6 Ensure adequate outreach to all population segments.





(Goal #5) Community Services will work to increase bike trails in the community.

There is increased emphasis on healthy living and a growing interest in using alternate forms of transportation. A small portion of Coyote Creek runs through La Mirada. The La Habra portion of the creek includes a bike trail, and the expansion of this trail through La Mirada would create a regional trail to benefit local bicycle riders.

Strategy:

- 5.1 Research the feasibility of expanding the Coyote Creek Bike Trail connection from the City of La Habra to create a regional trail.

(Goal #4) Community Services will provide age appropriate programs for youth in a nurturing environment that encourages success.

Survey results indicate strong interest in enhancing after school/summer and preschool programs. Research suggests preschool programming plays an important role in childhood development. After school and summer activities provide opportunities for youth to participate in activities that focus on learning, physical fitness, and fun.

Strategies:

- 4.1 Identify programs and services offered by non-city agencies and youth groups in the community to avoid duplication of services.
- 4.2 Evaluate effectiveness of pre-school programs and program delivery to ensure quality programming is offered.
- 4.3 Continue to gather feedback to determine wants and needs of participants in after school and summer programs.
- 4.4 Identify trends and needs of the community's diverse population.
- 4.5 Establish partnerships with the School District and other service providers.



(Goal #6) Community Services will continue to make Splash! operations self-sufficient, and identify future aquatics opportunities.

It remains important to continue to offer top quality aquatic programs while recovering an appropriate percentage of costs.

Strategy:

- 6.1 Work to increase revenue, increase facility reservations, and control costs.
- 6.2 Evaluate course offerings to meet the needs of the community.
- 6.3 Research the feasibility of implementing additional aquatics features including a second 50 meter pool, a therapy pool, and additional water park enhancements.

APPENDIX A

COMMUNITY SERVICES

DEPARTMENT OVERVIEW

As the City of La Mirada enters Fiscal Year 2013-14, it operates on a \$60,134,599 budget (including a capital improvement budget of \$25,240,435) and employs 66 full time and over 220 part-time employees. The City’s Community Services Department operates on a \$4,373,047 budget (excluding the Communications Division) with 8.75 full time and over 200 part-time staff.

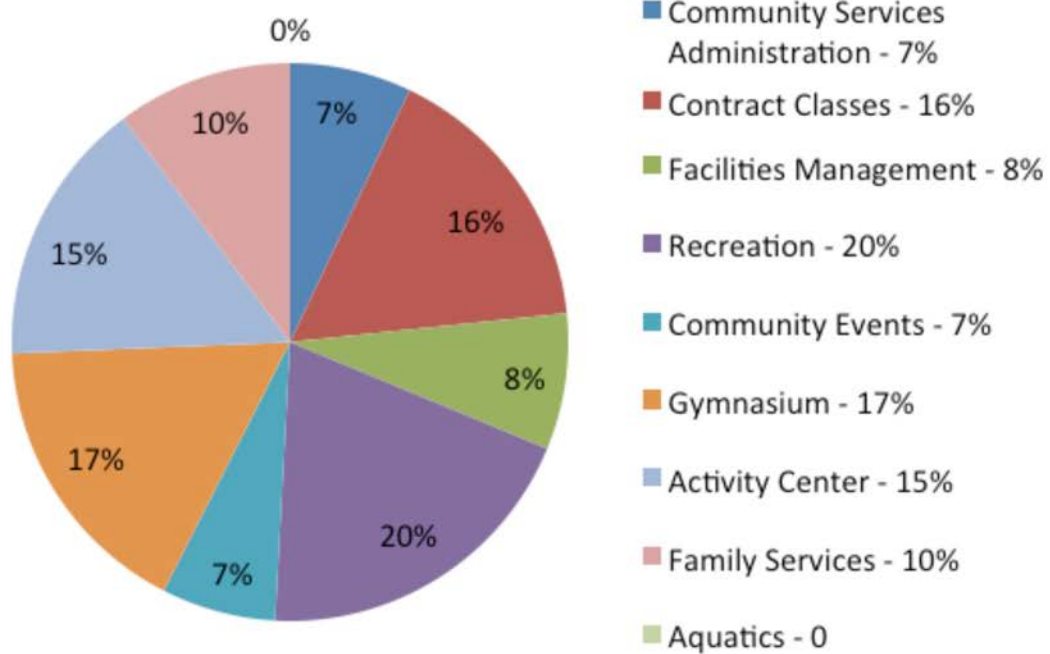
A comparative breakdown of the Department’s budget by program allocation is illustrated in the following charts:

Community Services Budget

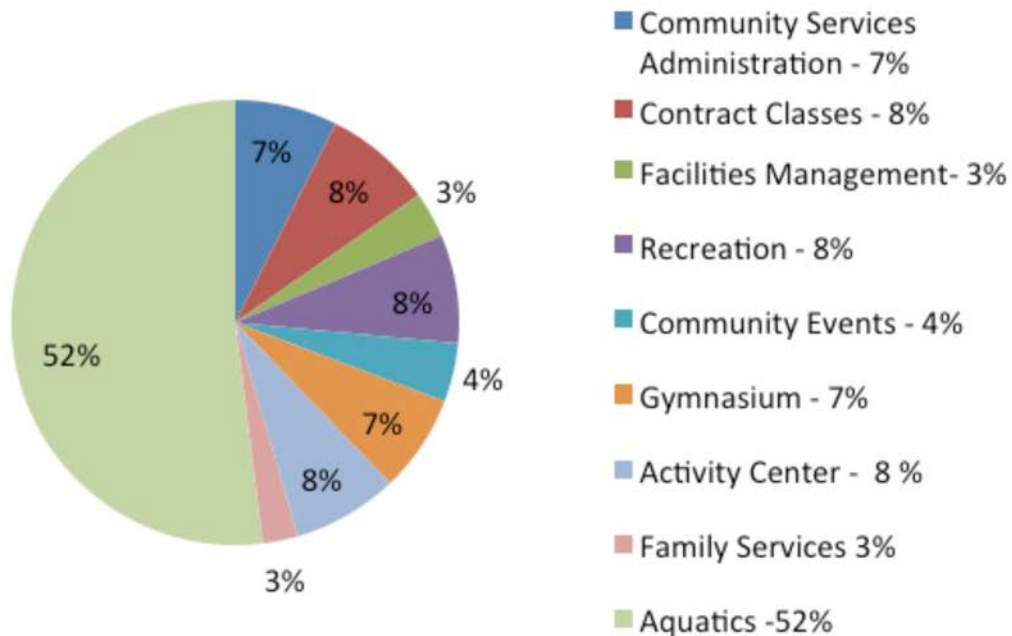
	2003-2004	2013-2014
Community Events	\$175,350	\$186,291
Community Services Administration	\$186,750	\$325,874
Facilities Management	\$209,900	\$144,729
Family Services	\$270,250	\$111,764
Activity Center	\$409,150	\$335,337
Contract Classes	\$431,500	\$344,400
Gymnasium	\$446,700	\$308,868
Recreation	\$518,700	\$343,206
Aquatics	N/A	\$2,272,578
Total	\$2,648,300	\$4,373,047

Since the 2004 Community Services Master Plan, the Department budget has increased by 165 percent. The increase is attributed to the addition of Splash! The comparison of the Fiscal Year 2003-04 Community Services budget and the Fiscal Year 2013-14 Community Services budget excluding Splash! has decreased by 9 percent. This is primarily due to City wide expenditure reductions and staffing cuts.

Community Services 2003-2004

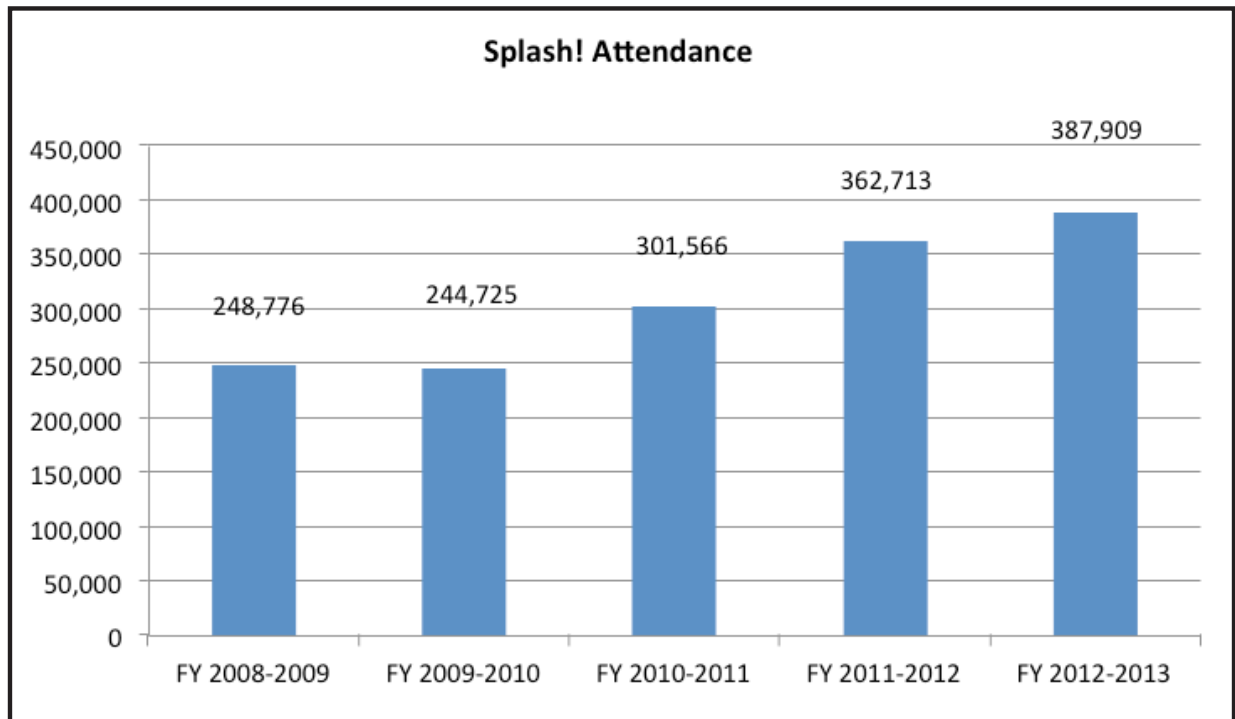


Community Services 2013-2014



APPENDIX B

SPLASH! ATTENDANCE AND REVENUE



APPENDIX C

STATUS OF COMMUNITY SERVICES CAPITAL PROJECTS

In 2004, several capital improvement projects were identified and prioritized. Due to fiscal constraints and the overall economic climate, many of the items were not completed. For those same reasons, capital improvement projects were not discussed during the Master Plan Update 2013. In lieu of a new capital projects list, the current status of projects identified in 2004 is noted below:

2004 Ranking	PROJECT	STATUS SINCE 2004		
		COMPLETE	IN PROGRESS	UNDER REVIEW
1	Aquatics Center and Civic Center Parking Improvements	X		
2	Civic Center Plaza Improvements	X		
3	Boundless Playground		X	
4	Gymnasium Expansion			X
5	Resource Center Elevator	X		
6	Behringer Park Renovation			X
7	Behringer Park Playground			X
8	Creek Park Bridge Replacements		X	
9	Gymnasium Food Service Area			X
10	Creek Park Lighting and Renovation			X
11	Coyote Creek Bike Trail			X
12	Creek Park Amphitheater Renovation			X
13	Athletic Fields – Additional			X
14	Creek Park Play Equipment			X
15	Park Play Equipment	X	X	
16	Central Irrigation System		X	
17	Neff Park Restoration		X	
18	Gardenhill Park Amphitheater Renovation			X
19	Roller Hockey and Ball Court or Skate Park			X
20	Frontier Park Ball Wall			X
21	Picnic Shelters – Frontier Park			X
22	Play Area Resurfacing		X	
23	Picnic Shelters – Behringer Park			X
24	Lighting and Security Upgrade	X	X	
25	Picnic Shelters – Gardenhill Park			X
26	Dog Park			X
27	Parks – Additional			X
28	La Mirada Rail Station (Historical / Cultural)			X
29	Park Monument Signage	X		

Reference Ranking	Comments
#3, #22	Playground improvements are in progress.
#24	Lighting and security upgrade, complete yet ongoing.
#29	Park monument signage, complete yet ongoing.

APPENDIX D

COMMUNITY PROFILE CHANGES

City Incorporation Date:	March 23, 1960
City Motto:	Dedication to Service
Location:	Southeast Los Angeles County, California
<i>*Population:</i>	48,527 (50,136 in 2004)
<i>*Registered Voters:</i>	27,616 (25,700 in 2002)
Area:	7.8 square miles
Miles of City Streets:	116.16
Elevation at City Hall:	115 feet above sea level
<i>*Residential Units:</i>	15,255 (14,826 in 2003)
Average Household Size:	3.1
<i>*Number of Business Licenses:</i>	1,302 includes home-based, industrial, and commercial (1,470 in 2004)
<i>*Number of Industries:</i>	182 (185 in 2003)
Number of Parks:	10
Number of Public Schools:	12
<i>*Median Home Purchase Price:</i>	\$341,473 (\$335,000 in 2003)
Oldest Building:	George House, Neff Park
Tallest Building:	Holiday Inn
Tallest Structure:	KFI Radio Antenna
<i>*Assessed Valuation:</i>	\$5.32 billion (\$3.5 billion in 2002-03 Fiscal Year)
<i>*Sales Tax Revenue:</i>	\$ 9.6 million (6.3 million in 2002-03 Fiscal Year)
Form of Government:	General Law, City Council/City Manager

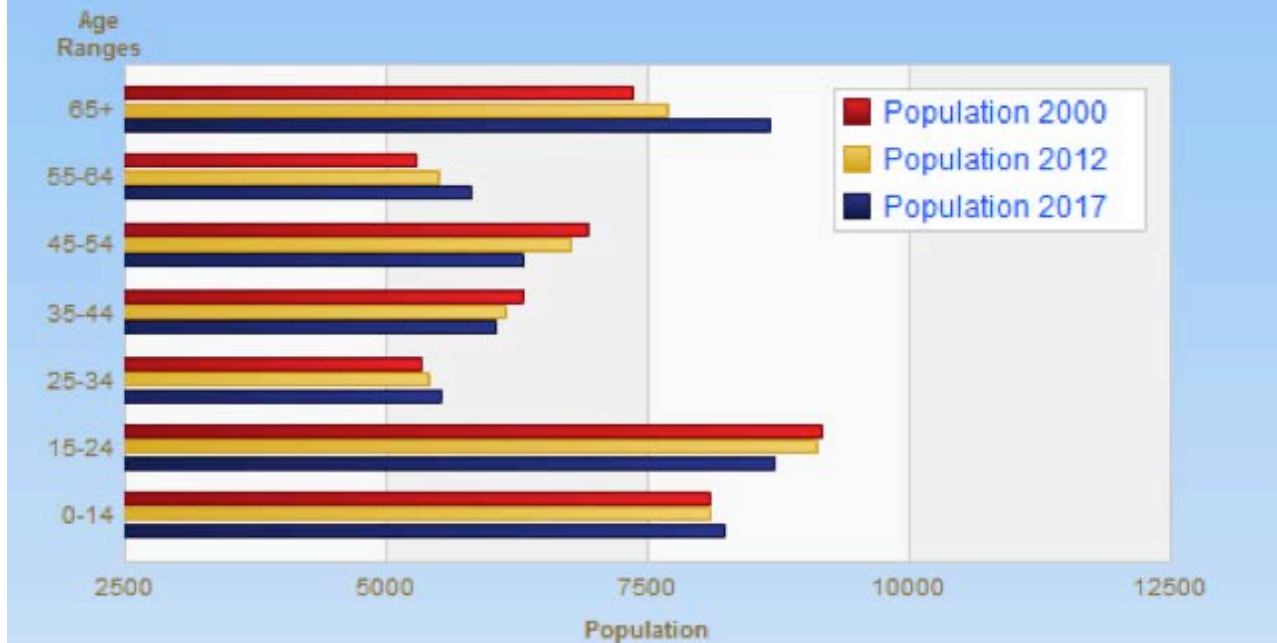
** Indicates a change since the Community Services Master Plan 2004*

Information has been collected from sources deemed reliable including: US Census, GCR Marketing Network, ESRI, HDL, and City, County & State information

Ethnicity	2000	2010	Percent Change
White	22,058	19,719	-10.6
Hispanic	15,657	19,195	22.6
Asian	6,963	8,297	19.1
African American	903	929	2.87
Other	727	60	-91.7
American Indian	350	284	-18.8
Pacific Islander	125	43	-65.5

Population by Age

The majority of La Mirada residents are in the higher and lower age ranges. About 35 percent of La Mirada's population is under the age of 25. Another 25 percent is above 55 years. The remaining 40 percent is between the ages of 25 and 54.

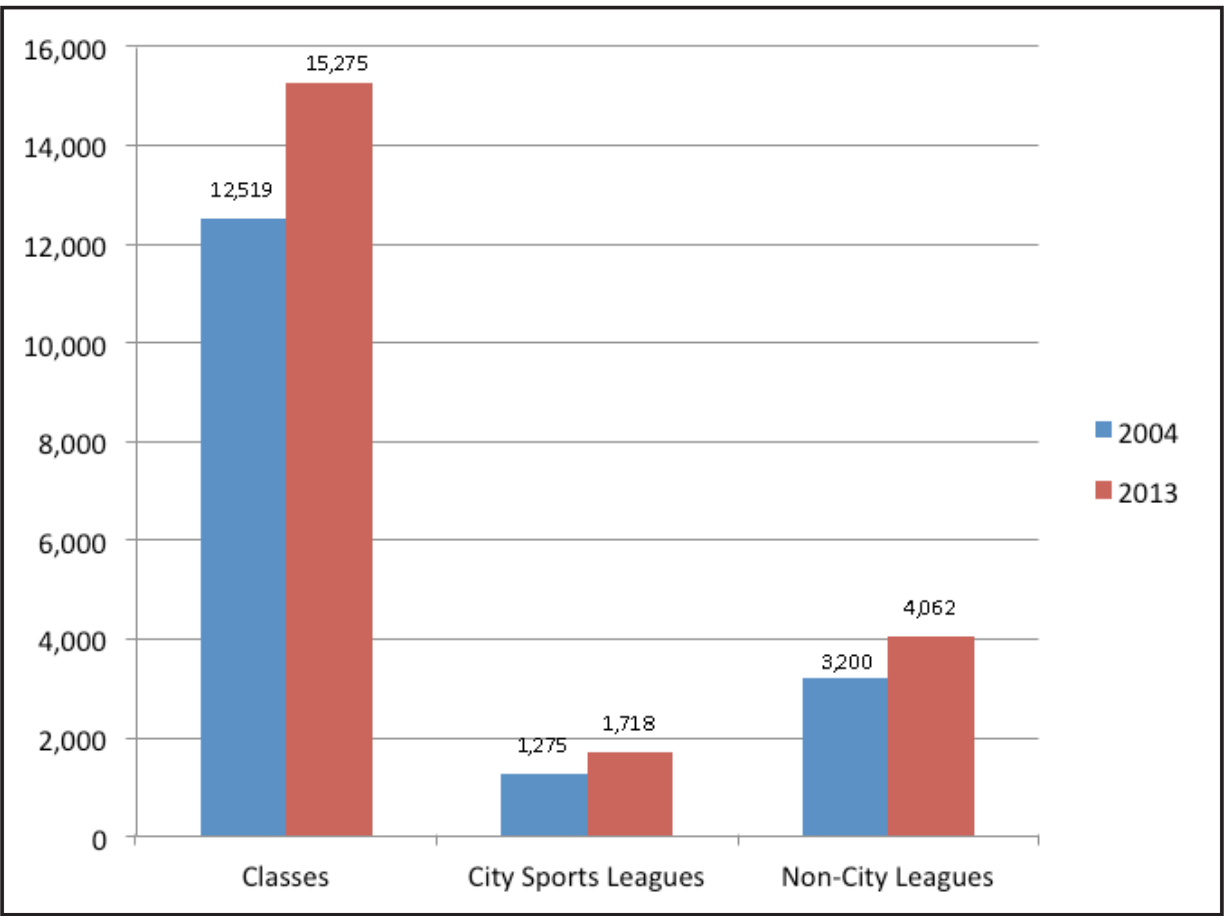


Information has been collected from sources deemed reliable including: US Census, GCR Marketing Network, ESRI, HDL, and City, County & State information

Community Services Master Plan Update 2013 Survey Results

Program/Service	Percentage of Respondents who participated in 2004	Percentage of Respondents who participated in 2013	Difference
City Sponsored Events	53%	87%	+34%
Classes	52%	42%	-10%
Sports	38%	22%	-16%
Older Adult Programs	25%	21%	-4%
Disabled Services	4%	4%	No Change

Number of program registrants



APPENDIX E

COMMUNITY SERVICES SURVEY RESULTS

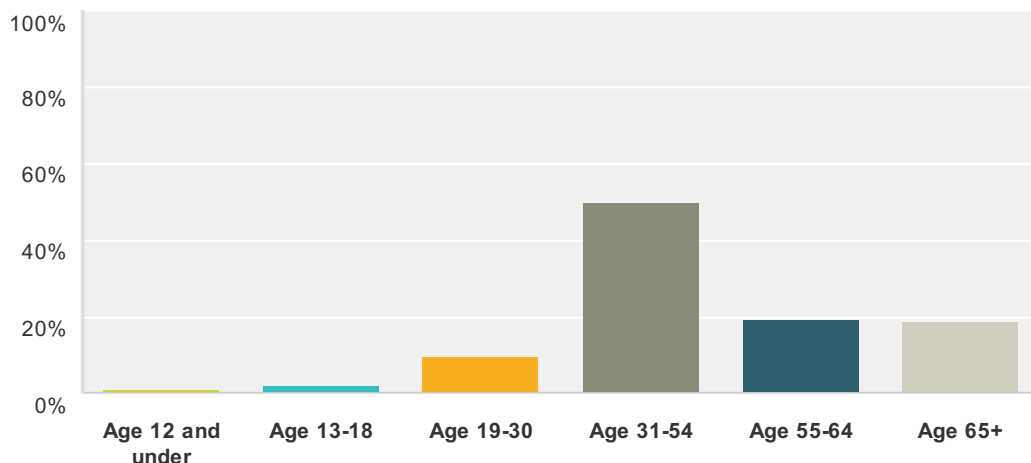
Q1 Did you participate in a Focus Group as a part of taking this survey? If so, please indicate which Focus Group you participated in:

Answered: 197 Skipped: 11

Answer Choices	Responses
N/A - I did not participate in a Focus Group	51.27% 101
City Hourly Staff (Mon, July 8)	3.55% 7
Planning Commission (Thurs, July 18)	2.54% 5
Senior Council & Older Adults (55+) (Weds, July 24)	5.08% 10
Community Services Foundation (Weds, Aug 28)	2.03% 4
La Mirada Service Clubs - Rotary, Kiwanis, Lions (Weds, July 31)	2.03% 4
Residents (General Public) (Weds, Aug. 7)	0.51% 1
Historical Council (Thurs, Aug. 8)	4.06% 8
Athletic Council (Mon, Aug. 12)	3.55% 7
Parent Teacher Assoc. (PTA) (Mon, Aug. 19)	0.51% 1
Faith-Based Community (Weds, Aug 21)	1.52% 3
Public Safety Commission (Thurs, Aug. 22)	2.54% 5
Youth Council & Teens (Weds, Aug. 28)	2.54% 5
Biola University (Thurs, Sept. 5)	18.27% 36
Total	197

Q3 Your age range

Answered: 198 Skipped: 10



Q4 Your gender

Answered: 198 Skipped: 10

Answer Choices	Responses	
Male	43.94%	87
Female	56.06%	111
Total		198

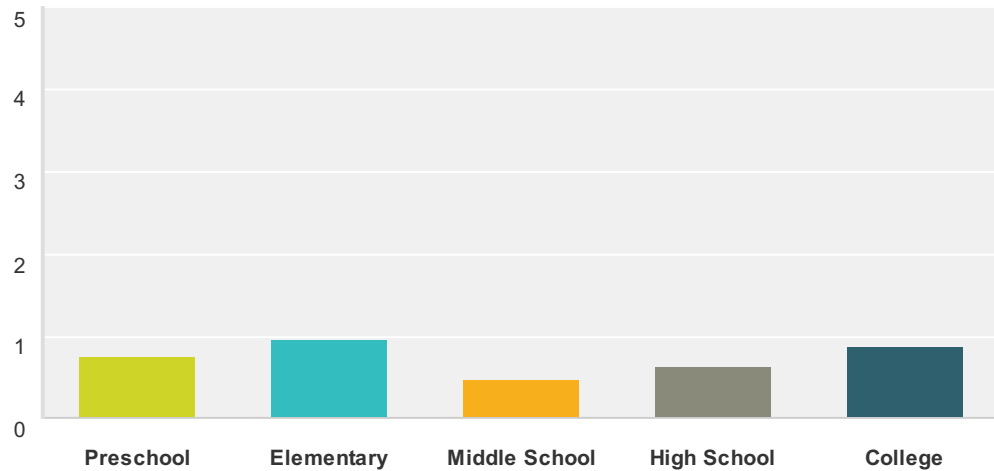
Q5 Are you a La Mirada resident?

Answered: 198 Skipped: 10

Answer Choices	Responses	
Yes	88.89%	176
No	11.11%	22
Total		198

Q7 How many children live in your home?

Answered: 139 Skipped: 69



Answer Choices	Average Number	Total Number	Responses
Preschool	1	46	61
Elementary	1	71	73
Middle School	0	21	45
High School	1	37	57
College	1	63	72
Total Respondents: 139			

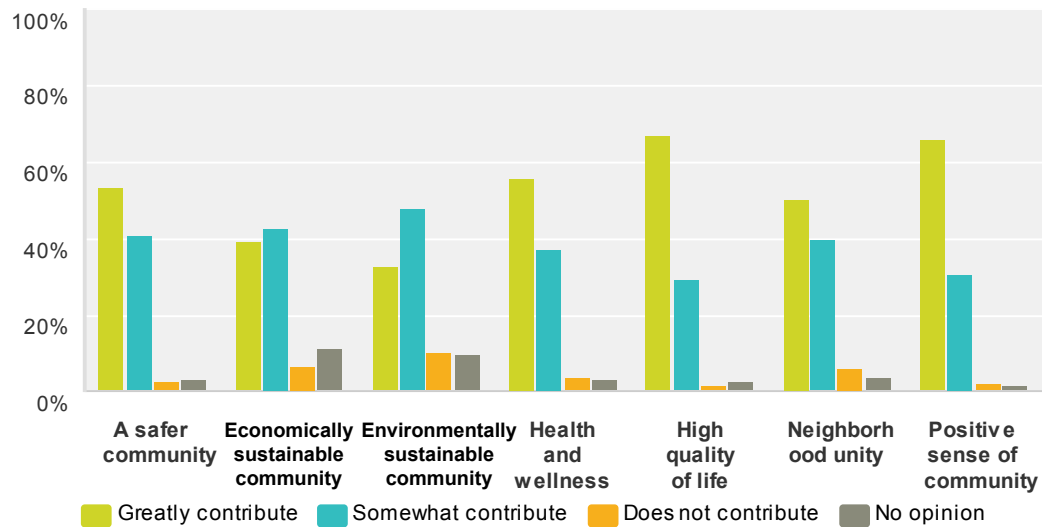
Q8 How often do you or your household participate in the following programs?

Answered: 196 Skipped: 12

	Daily	A few times a week	A few times a month	A few times a year	Not at all	Total
Adaptive special needs	0.53% 1	0.53% 1	0.53% 1	2.67% 5	95.72% 179	187
Afterschool and summer youth	6.22% 12	2.07% 4	3.11% 6	9.33% 18	79.27% 153	193
Aquatics	4.15% 8	4.66% 9	7.77% 15	29.02% 56	54.40% 105	193
Recreation classes (art, dance, gymnastics, music etc.)	1.60% 3	3.72% 7	4.26% 8	31.91% 60	58.51% 110	188
Educational classes	2.14% 4	3.21% 6	3.74% 7	22.99% 43	67.91% 127	187
Sports leagues (non city - i.e. little league, soccer etc.)	8.90% 17	10.47% 20	5.76% 11	13.61% 26	61.26% 117	191
City athletics	3.16% 6	4.74% 9	3.16% 6	10.53% 20	78.42% 149	190
Gymnasium usage	1.06% 2	5.82% 11	5.29% 10	12.70% 24	75.13% 142	189
Health, fitness, and wellness	3.16% 6	11.05% 21	5.26% 10	15.26% 29	65.26% 124	190
Historical preservation	1.05% 2	0.53% 1	4.74% 9	11.58% 22	82.11% 156	190
Visit neighborhood parks and playgrounds	6.70% 13	20.62% 40	36.08% 70	26.80% 52	9.79% 19	194
Preschool	1.60% 3	3.19% 6	1.06% 2	4.79% 9	89.36% 168	188
Senior	3.16% 6	3.68% 7	3.68% 7	10.53% 20	78.95% 150	190
Special Events	2.05% 4	0.51% 1	18.46% 36	65.64% 128	13.33% 26	195

Q9 How much do Community Services programs contribute to the following in La Mirada?

Answered: 188 Skipped: 20



Q10 How important is it for the Community Services Department to promote or provide:

Answered: 191 Skipped: 17

	Very Important	Somewhat Important	Not Important	No opinion	Total
Community safety	79.06% 151	17.28% 33	1.05% 2	2.62% 5	191
Economic vitality	57.89% 110	28.95% 55	7.37% 14	5.79% 11	190
Overall quality of life	73.54% 139	22.22% 42	1.59% 3	2.65% 5	189
Health, fitness, and wellness	66.49% 127	28.27% 54	3.14% 6	2.09% 4	191
Special Events	64.74% 123	34.21% 65	0.53% 1	0.53% 1	190
Organized recreation programs and classes	72.25% 138	25.13% 48	1.57% 3	1.05% 2	191
Programming for preschool (age 0-5)	55.56% 105	32.28% 61	4.23% 8	7.94% 15	189
Programming for youth (ages 6-17)	66.14% 125	27.51% 52	1.59% 3	4.76% 9	189
Programming for adults (ages 18-54)	47.37% 90	45.26% 86	4.74% 9	2.63% 5	190
Programming for seniors (ages 55+)	66.32% 126	31.58% 60	0% 0	2.11% 4	190
Programming for adaptive special needs community members	58.95% 112	33.16% 63	2.11% 4	5.79% 11	190

Q11 How important are the following programs/services?

Answered: 188 Skipped: 20

	Very important	Somewhat important	Not at all important	No opinion	Total
Adaptive special needs	55.32% 104	32.45% 61	2.66% 5	9.57% 18	188
Afterschool and summer youth	72.87% 137	19.68% 37	3.72% 7	3.72% 7	188
Aquatics	54.79% 103	37.77% 71	3.72% 7	3.72% 7	188
Recreation classes (art, dance, gymnastics, music etc.)	56.68% 106	39.57% 74	1.07% 2	2.67% 5	187
City athletics	55.61% 104	36.90% 69	3.74% 7	3.74% 7	187
Sports leagues (non city - i.e. little league, soccer etc.)	64.36% 121	32.98% 62	0% 0	2.66% 5	188
Education classes	58.29% 109	37.43% 70	2.14% 4	2.14% 4	187
Gymnasium usage	47.06% 88	47.59% 89	2.14% 4	3.21% 6	187
Health, fitness, and wellness	62.37% 116	33.33% 62	1.61% 3	2.69% 5	186
Historical preservation	47.06% 88	42.25% 79	5.35% 10	5.35% 10	187
Neighborhood parks and playgrounds	90.91% 170	8.02% 15	0% 0	1.07% 2	187
Preschool	51.34% 96	38.50% 72	3.74% 7	6.42% 12	187
Senior	64.71% 121	32.09% 60	1.07% 2	2.14% 4	187
Special Events	59.14% 110	37.10% 69	3.23% 6	0.54% 1	186

Q12 In your opinion, how well does the Community Services Department provide the following services?

Answered: 186 Skipped: 22

	Very satisfied	Somewhat satisfied	Not at all satisfied	No opinion	Total
Adaptive special needs	11.83% 22	17.74% 33	3.23% 6	67.20% 125	186
Afterschool and summer youth	29.73% 55	23.78% 44	2.16% 4	44.32% 82	185
Aquatics	58.60% 109	20.97% 39	3.23% 6	17.20% 32	186
Recreation classes (art, dance, gymnastics, music etc.)	44.09% 82	32.26% 60	2.15% 4	21.51% 40	186
Educational classes	33.33% 62	31.72% 59	2.69% 5	32.26% 60	186
Sports leagues (non city - i.e. little league, soccer etc.)	47.85% 89	22.58% 42	2.69% 5	26.88% 50	186
City athletics	36.76% 68	22.70% 42	3.24% 6	37.30% 69	185
Gymnasium usage	26.49% 49	30.81% 57	4.32% 8	38.38% 71	185
Health, fitness, and wellness	37.10% 69	31.18% 58	3.76% 7	27.96% 52	186
Historical preservation	29.03% 54	33.87% 63	0.54% 1	36.56% 68	186
Preschool	27.57% 51	20% 37	1.62% 3	50.81% 94	185
Senior	36.22% 67	23.24% 43	0.54% 1	40% 74	185
Special Events	48.11% 89	37.30% 69	0.54% 1	14.05% 26	185

Q13 Overall how satisfied are you with the Community Services Department's:

Answered: 183 Skipped: 25

	Very satisfied	Somewhat satisfied	No opinion	Somewhat dissatisfied	Very dissatisfied	Total
Ability to care for park and recreation facilities?	55.74% 102	36.07% 66	2.73% 5	3.83% 7	1.64% 3	183
Ability to provide quality programs and services?	51.10% 93	41.21% 75	4.40% 8	3.30% 6	0% 0	182
Availability of information about facilities and programs?	48.62% 88	38.12% 69	3.31% 6	7.18% 13	2.76% 5	181
Customer service?	45.60% 83	32.97% 60	15.93% 29	2.20% 4	3.30% 6	182
Presence and visibility in the community?	49.17% 89	39.23% 71	5.52% 10	6.08% 11	0% 0	181

Q14 How would you divide \$100 of City funds in the categories below?

Answered: 183 Skipped: 25



Answer Choices	Average Number	Total Number	Responses
Adding new park and recreation facilities	\$16.44	3,008	141
Maintaining or enhancing existing park and recreation facilities	\$45.05	8,245	180
Providing additional recreation programs	\$18.65	3,413	157
Special Events	\$19.86	3,634	163
Total Respondents: 183			

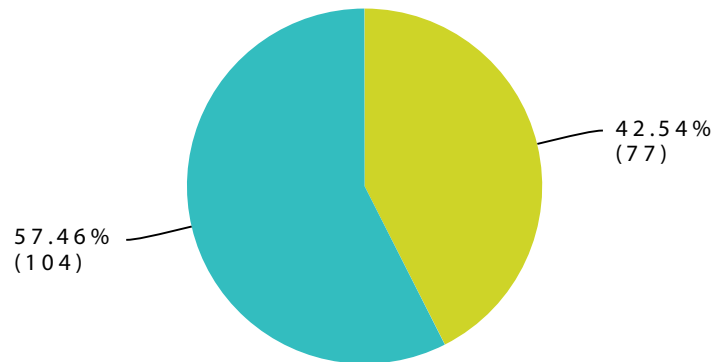
Q15 The amount of funding covered by the City for programs varies significantly. For each of the following programs, please indicate what you believe is the appropriate percentage of funding that should be provided by the City and the User. NOTE: The amount of subsidy currently provided by the City varies depending on the program. Subsidies for *Senior and *After-school programs are funded at a higher level. Specialty and recreation programs are more self sustaining.

Answered: 173 Skipped: 35

	Funded 100% by City	75% City, 25% User	50% User, 50% City	75% User, 25% City	100% User	Total
Aquatics for pre-schoolers	7.06% 12	14.12% 24	24.71% 42	27.06% 46	27.06% 46	170
Aquatics for youth	2.35% 4	15.29% 26	28.82% 49	29.41% 50	24.12% 41	170
Aquatics for adults	2.94% 5	3.53% 6	20% 34	32.35% 55	41.18% 70	170
Aquatics for seniors	9.41% 16	18.82% 32	27.65% 47	29.41% 50	14.71% 25	170
*After school programs	16.96% 29	24.56% 42	31.58% 54	16.96% 29	9.94% 17	171
* Senior programming	16.96% 29	30.41% 52	25.15% 43	18.71% 32	8.77% 15	171
Beginner level recreation classes for pre-schoolers	7.65% 13	12.35% 21	26.47% 45	28.82% 49	24.71% 42	170
Beginner level recreation classes for youth	5.26% 9	13.45% 23	30.99% 53	26.90% 46	23.39% 40	171
Beginner level recreation classes for adults	2.34% 4	8.19% 14	26.90% 46	27.49% 47	35.09% 60	171
Advanced level recreation classes for preschoolers	3.51% 6	9.94% 17	21.05% 36	33.33% 57	32.16% 55	171
Advanced level recreation classes for youth	2.92% 5	8.77% 15	23.98% 41	32.16% 55	32.16% 55	171
Advanced level recreation classes for adults	1.75% 3	5.85% 10	21.05% 36	24.56% 42	46.78% 80	171
Programs for adaptive special needs community members	20.93% 36	24.42% 42	29.07% 50	14.53% 25	11.05% 19	172
Sports classes or teams for youth	2.96% 5	11.24% 19	34.91% 59	30.18% 51	20.71% 35	169
Sports classes or teams for adults	2.34% 4	6.43% 11	22.22% 38	28.65% 49	40.35% 69	171
Community Events	42.11% 72	23.98% 41	21.64% 37	5.26% 9	7.02% 12	171

Q16 Which statement do you agree with most?

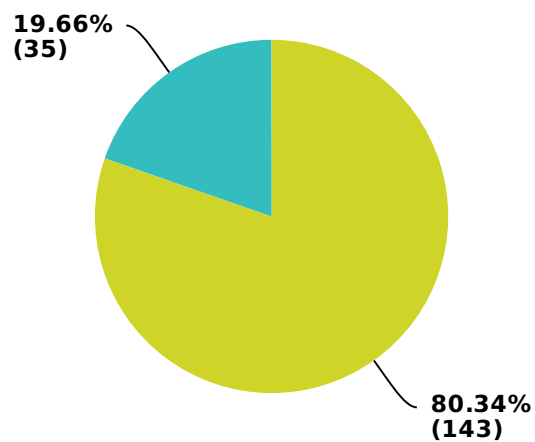
Answered: 181 Skipped: 27



- Parks and recreation programs should focus primarily on developing skills at beginner or intermediate levels.
- Parks and recreation programs should serve all different skill levels, beginner to advanced.

Q17 Which statement do you agree with most?

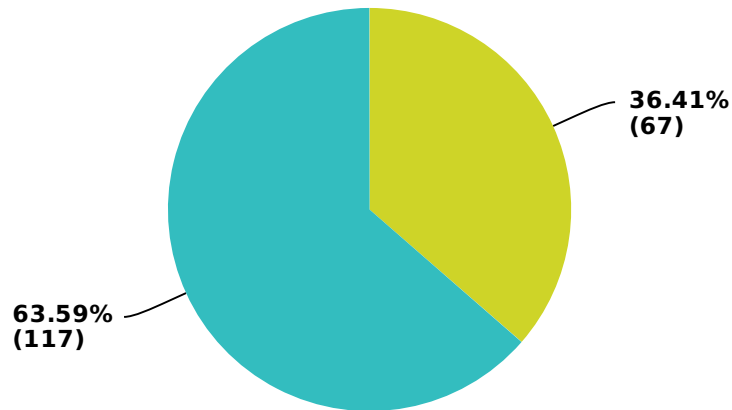
Answered: 178 Skipped: 30



- Activities and programs at parks facilities should mostly be scheduled or pre-planned.
- Activities and programs at parks facilities should mostly be available for drop in use.

Q18 Which statement do you agree with most?

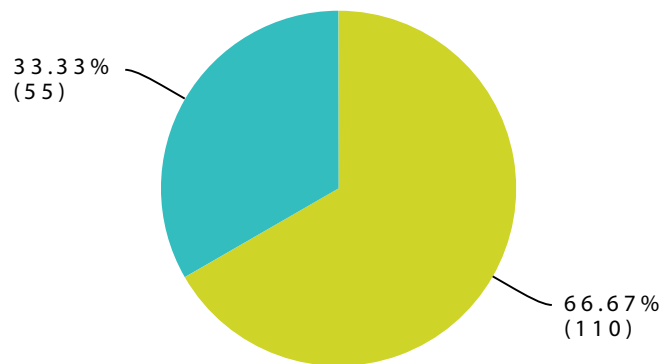
Answered: 184 Skipped: 24



- Community Services programs should focus mostly on popular sports and fitness activities.
- Some popular sports and fitness programs should be offered but so should diverse or less popular activities.

Q19 Which statement do you agree with most?

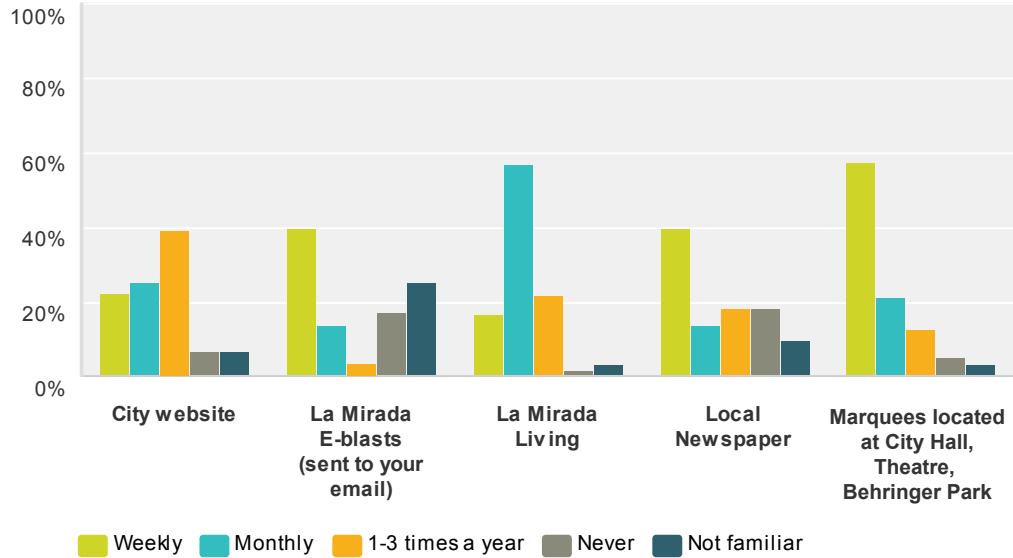
Answered: 165 Skipped: 43



- The Community Services Department should offer programs and facilities that are provided by others in the community.
- The Community Services Department should NOT offer programs and facilities that are provided by others in the community.

Q20 How often do you view or visit the following?

Answered: 180 Skipped: 28



Q21 How would you prefer to find out about Community Services programs? (classes, programs, special events etc.)

Rate from 1 to 7, with 1 being most preferred.

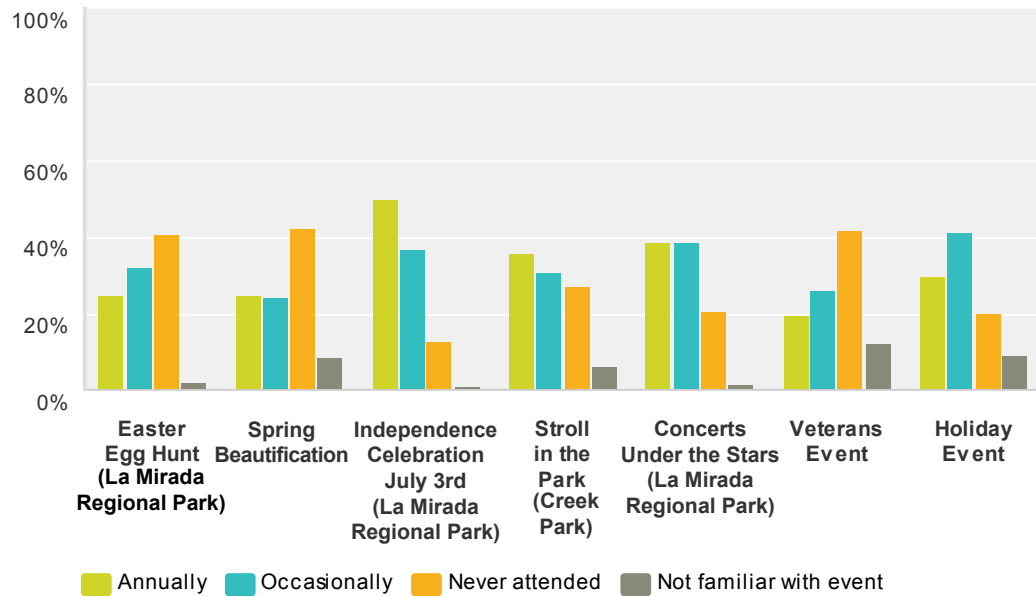
Answered: 178 Skipped: 30

Ranking	Method of Communication
1	La Mirada Living
2	City Website
3	La Mirada E-blasts (sent to your email)
4	Marquees located at City Hall, Theatre, Behringer Park
5	Local Newspaper
6	Text message
7	Recorded message sent to your phone

Answer Options	Response Average	Response Total	Response Count
La Mirada Living	2.22	387	174
City Website	2.99	511	174
La Mirada E-blasts (sent to your email)	3.06	527	172
Marquees located at City Hall, Theatre, Behringer Park	3.93	672	171
Local Newspaper	4.18	706	169
Text message	5.38	899	167
Recorded message sent to your phone	5.52	916	166
Lowest response average represents most preferred.			

Q23 How often do you attend or participate in the following events?

Answered: 183 Skipped: 25



	Annually	Occasionally	Never attended	Not familiar with event	Total
Easter Egg Hunt (La Mirada Regional Park)	24.73% 45	32.42% 59	40.66% 74	2.20% 4	182
Spring Beautification	24.86% 45	24.31% 44	41.99% 76	8.84% 16	181
Independence Celebration July 3rd (La Mirada Regional Park)	49.73% 91	36.61% 67	12.57% 23	1.09% 2	183
Stroll in the Park (Creek Park)	35.71% 65	30.77% 56	27.47% 50	6.04% 11	182
Concerts Under the Stars (La Mirada Regional Park)	38.80% 71	38.80% 71	20.77% 38	1.64% 3	183
Veterans Event	19.78% 36	26.37% 48	41.76% 76	12.09% 22	182
Holiday Event	29.51% 54	40.98% 75	20.22% 37	9.29% 17	183