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## **Shape the Future of Parks and Recreation in Coachella Valley Residents Encouraged to Take Community Survey**

3/13/19– The Desert Recreation District, in collaboration with cities within the District and Riverside County, has commissioned a community-wide survey to better understand residents’ needs and desires for parks and recreation facilities, programs, and services. Input received will be used to update the District’s Master Plan – we need your help so this plan reflects the community’s priorities!

A random sampling of residents will be invited to take a phone survey, and these responses will provide statistically valid results. Only a random sampling of households will be called to participate in the phone survey, so those responses will be very important to the Master Plan process. Even if you do not currently use these facilities and services, we would still like to hear from you.

In addition, the District invites all residents to provide input through an open-link survey that will go live later this month. We’ll also be collecting surveys at a number of community events and at recreation facilities, so keep an eye out for those opportunities.

The results of this survey will provide critical information in determining community recreation interests, future priorities, and demographics for the District’s long-term planning efforts. Questions will be asked about what types of programs and services residents want in their parks system and where priorities should be placed.

In appreciation for your participation, all survey participants will have an opportunity to enter a prize drawing for one of ten \$100 Visa gift cards.

This project is led by RRC Associates. We will collect a total of 2,500 phone surveys throughout the Valley and this will comprise the statistically-valid sample. The open-link survey will give all residents an opportunity to provide feedback, and their responses will be included in the final report. While open-link results will be kept separate from the statistically valid responses, these responses will none-the-less provide valuable feedback for the District.