

pleasanton  
Youth Master Plan

Appendix

E



Youth Web Survey



## WEB SURVEY - FOR YOUTH AGE 22 AND UNDER

### Help us identify how best to meet the needs of Pleasanton youth!

The City of Pleasanton is updating its Youth Master Plan, a strategic plan to address youth needs ages 0-22. We'd like your opinion about the most important issues affecting Pleasanton youth and some input on how best to meet their needs.

Your responses will provide valuable information that will help the City update this Plan and be more responsive to the needs of youth in our community. The City will be hosting a community meeting in Fall 2009 to share the results of this survey and other feedback we have received over the past several months.

Please answer each question below, even if the question is about someone older or younger than you. If you don't know or don't have an answer to any questions, please select N/A so that we have a response for every question. Thanks!

- How well do you believe the needs of youth are met in Pleasanton? Please answer by age group and rate your answer on a scale of 1-5. 1 = poorly served, 5 = very well-served, N/A = no answer/don't know. Please circle one answer per age group.**

	Poorly Served					Very Well-Served	
Prenatal stage to age 5	1	2	3	4	5	N/A	
Youth 6-12	1	2	3	4	5	N/A	
Teens 13-18	1	2	3	4	5	N/A	
Young adults 19-22	1	2	3	4	5	N/A	

- What do you believe are the top issues facing youth (ages 6-12) in Pleasanton? (Select up to three)**

- Getting along with parents or family members
- Mental health issues (such as anxiety or depression)
- Nothing to do during free time
- Peer pressure/bullying
- Pressure to achieve and get good grades
- Sports and recreational activities
- Kids home alone
- Lack of free time
- Financial pressures or economic uncertainty
- Substance abuse
- Other (please fill in): \_\_\_\_\_
- N/A or don't know

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**3. What do you believe are the top issues facing teens (ages 13-18) in Pleasanton? (Select up to four)**

- Alcohol
- Access to jobs
- Drugs
- Financial pressures or economic uncertainty
- Getting along with parents or family members
- Kids home alone
- Lack of free time
- Mental health issues (such as anxiety or depression)
- Nothing to do during free time
- Peer pressure
- Pressure to achieve and get good grades
- Other (please fill in): \_\_\_\_\_
- N/A or don't know

**4. Where do the kids you know (ages 6-12) spend their free time? Include yourself if you are age 6-12. (Select up to three)**

- At home
- At a friend's house
- Organized afterschool program (hosted by city or community organization)
- Library
- Parks
- Skate parks
- Sports facility
- Other (please tell us where): \_\_\_\_\_
- N/A or don't know

**5. Where do the teens you know (ages 13-18) spend their free time? Include yourself if you are age 13-18. (Select up to three)**

- At home
- At a friend's house

- Afterschool program (hosted by city or community organization)
- Library
- Parks
- Skate parks
- Sports facility
- Movies
- Downtown
- Mall
- Other (please tell us where): \_\_\_\_\_
- N/A or don't know

**6. Where do the kids you know (ages 6-12) go for organized programs and activities outside of school? Include yourself if you are age 6-12. (Select up to three)**

- School
- Church or faith based organization
- Club or local organization
- City facility
- Library
- Sports Facility
- Park
- Don't participate in organized programs
- Other, including places outside of Pleasanton (please fill in): \_\_\_\_\_
- N/A or don't know

**7. Where do the teens you know (ages 13 -18) go for organized programs and activities outside of school? Include yourself if you are age 13-18. (Select up to three)**

- School
- Church or faith based organization
- Club or local organization
- City facility
- Library

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- Sports facility
- Park
- Places outside of Pleasanton
- Don't participate in organized programs
- Work
- Other, including places outside of Pleasanton (please fill in) :

- 
- N/A or don't know

### 8. What barriers or challenges prevent you from participating in programs and services in the City of Pleasanton? (Select up to three)

- Not enough time
- Fees are too high
- Lack of transportation
- Programs are not interesting
- Not conveniently located
- Program schedule is not convenient
- Not enough variety
- Program filled
- Don't feel there are any barriers to participation
- N/A or don't know

### 9. What types of program spaces are most needed by youth and teens in Pleasanton? (Select up to three)

- Safe place for informal gathering or hanging out
- Space for local musical performances
- Space for theater classes and performances (open mics, improv, comedy, etc.)
- Space to recreate and gather with friends and family of all ages
- Space for job training and leadership skills
- Space for informal sports and games
- Space for visual arts (painting, drawing, art classes)

- Space for organized sports/games (please fill in):

- \_\_\_\_\_

- No additional program space is needed
- N/A or don't know

**10. What are the best ways for youth and teens to get information about local activities, events or programs of interest to them in Pleasanton? (Select up to four)**

- Flyers posted around town
- Friends/word-of-mouth
- Parents/adults they interact with
- Email
- Facebook
- MySpace
- Twitter
- City newspapers
- School announcements
- School newspapers
- City Activities Guide
- Websites/internet
- Other (please fill in): \_\_\_\_\_
- N/A or don't know

**11. How can we best meet the needs of young adults ages 19-22 in Pleasanton? (Select up to three)**

- Provide job training
- Provide education and career counseling
- Provide sports activities on evenings and weekends
- Provide social activities (dance, music, etc.)
- Provide affordable housing opportunities
- Provide low cost health insurance
- No additional programs needed

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- Other (please fill in): \_\_\_\_\_
- N/A or don't know

## 12. Tell us about yourself

- What is your age?  
\_\_\_\_\_ 6-12  
\_\_\_\_\_ 13 -18  
\_\_\_\_\_ 19-22

- What is your gender?  
Male \_\_\_\_\_  
Female \_\_\_\_\_

### Optional:

- What school do you attend?
- What ethnic group do you consider yourself a part of or feel closest to? (please check)  
African-American/Black  
Asian  
Caucasian/White  
Latino(a)/Hispanic  
Pacific Islander  
Two or More Races  
Other  
Don't know  
Decline to answer
- Is there anything else you would like to add? (please fill in)  
\_\_\_\_\_

# Pleasanton

Youth Master Plan

Appendix

# F



## Adult Web Survey



## WEB SURVEY - FOR ADULTS

### Help us identify how best to meet the needs of Pleasanton youth!

The City of Pleasanton is updating its Youth Master Plan, a strategic plan to meet needs of youth ages 0-22. We'd like your opinion about the most important issues affecting Pleasanton youth and some input to help determine how best to meet their needs.

As a parent, teacher, volunteer, or community member who interacts with youth, your responses will provide valuable information that will help the City update this Plan and be responsive to the needs of youth in our community.

The City will be hosting a community meeting in Fall 2009 to share the results of this survey and other feedback we have received over the past several months. Please complete the survey questions below. We appreciate your participation!

- How well do you believe the needs of youth are met in Pleasanton? Please answer by age group and rate your answer on a scale of 1-5. 1 = poorly served, 5 = very well-served, N/A = no answer/don't know. Please circle one answer per age group.**

	Poorly Served				Very Well-Served		
Prenatal stage to age 5	1	2	3	4	5	N/A	
Youth 6-12	1	2	3	4	5	N/A	
Teens 13-18	1	2	3	4	5	N/A	
Young adults 19-22	1	2	3	4	5	N/A	

- What do you believe are the greatest areas of need for children from the prenatal stage to age 5 and their families in your community today? (Select up to four)**

- Knowing if children are growing and learning as they should
- Parenting skills
- Available, affordable, quality infant care (age 0-2)
- Available, affordable, quality toddler care (age 3-5)
- Available, affordable, quality preschool
- Help with children's behavior (such as temper, sadness, shyness, discipline issues)
- Opportunities for exercise and physical activity
- Accessible information for developmental disabilities
- Affordable/accessible vaccinations/baby shots
- Affordable/accessible healthcare services
- Affordable/accessible dental care

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- Organized social activities for young children and families
- Child care information referral agency
- N/A or don't know
- Other (please fill in): \_\_\_\_\_
- N/A or don't know

**3. What do you consider to be the best places to get information about current services on how best to help young children (ages 5 and under) grow healthy and be prepared for school? (Select up to two)**

- The place where I worship
- A local community clinic
- A hospital or medical office
- My child(ren)'s school
- A local community center or library
- Other (please fill in): \_\_\_\_\_
- N/A or don't know

**4. On a scale of 1-5, how useful would it be for you to be able to get information from the following sources about services on how best to help young children (ages 5 and under) grow healthy and be prepared for school?**

	Not Useful				Very Useful	
One phone number to call	1	2	3	4	5	N/A
One website to visit	1	2	3	4	5	N/A
One place in my community	1	2	3	4	5	N/A

**5. What do you believe are the top issues facing youth (ages 6-12) in Pleasanton? (Select up to three)**

- Getting along with parents or family members
- Mental health issues (such as anxiety or depression)
- Nothing to do during free time
- Peer pressure/bullying
- Pressure to achieve and get good grades
- Sports and recreational activities

- Kids home alone
- Lack of free time
- Financial pressures or economic uncertainty
- Substance abuse
- Other (please fill in): \_\_\_\_\_
- N/A or don't know

**6. What do you believe are the top issues facing teens (ages 13-18) in Pleasanton? (Select up to four)**

- Alcohol
- Access to jobs
- Drugs
- Financial pressures or economic uncertainty
- Getting along with parents or family members
- Kids home alone
- Lack of free time
- Mental health issues (such as anxiety or depression)
- Nothing to do during free time
- Peer pressure
- Pressure to achieve and get good grades
- Other (please fill in): \_\_\_\_\_
- N/A or don't know

**7. Where do your children or the youth (ages 6-12) you interact with spend their free time? (Select up to three)**

- At home
- At a friend's house
- Organized afterschool program (hosted by city or community organization)
- Library
- Parks
- Skate parks
- Sports facility

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- Other (please tell us where): \_\_\_\_\_
- N/A or don't interact with this age group

### 8. Where do your children or the teens (ages 13-18) you interact with spend their free time? (Select up to three)

- At home
- At a friend's house
- Afterschool program (hosted by city or community organization)
- Library
- Parks
- Skate parks
- Sports Facility
- Mall
- Downtown
- Movies
- Other (please tell us where): \_\_\_\_\_
- N/A or don't interact with this age group

### 9. Where do your children or the youth (ages 6-12) you interact with go for organized programs and activities outside of school? (Select up to three)

- School
- Church or faith based organization
- Club or local organization
- City facility
- Library
- Sports facility
- Park
- Don't participate in organized programs
- Other, include places outside of Pleasanton (please fill in):  
\_\_\_\_\_
- N/A or don't know

**10. Where do your children or the teens (ages 13 -18) you interact with go for organized programs and activities outside of school? (Select up to three)**

- School
- Church or faith based organization
- Club or local organization
- City facility
- Library
- Sports facility
- Park
- Don't participate in organized programs
- Other, include places outside of Pleasanton (please fill in):

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- N/A or don't know

**11. What barriers or challenges prevent your children or the youth and teens you interact with from participating in programs and services in Pleasanton? (Select up to three)**

- Not enough time
- Fees are too high
- Lack of transportation
- Programs are not interesting
- Not conveniently located
- Program schedule is not convenient
- Not enough variety
- Program filled
- Don't feel there are any barriers to participation
- N/A or don't know

**12. What types of program spaces are most needed by youth and teens in Pleasanton? (Select up to three)**

- Safe place for informal gathering or hanging out
- Space for local musical performances
- Space for theater classes and performances (open mics, improv, comedy, etc.)

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- Space to recreate and gather with friends and family of all ages
- Space for job training and leadership skills
- Space for informal sports and games
- Space for visual arts (painting, drawing, art classes)
- Space for organized sports (please fill in):  
\_\_\_\_\_

- No additional program space is needed
- N/A or don't know

### 13. What is the best way to get information about local activities, events or programs of interest to youth and teens in Pleasanton? (Select up to four)

- Flyers posted around town
- Friends/word-of-mouth
- Parents/adults they interact with
- Email
- Facebook
- MySpace
- Twitter
- City newspapers
- School announcements
- School newspapers
- City Activities Guide
- Websites/internet
- Other (please fill in): \_\_\_\_\_
- N/A or don't know

### 14. How can we best meet the needs of young adults ages 19-22 in Pleasanton? (Select up to three)

- Provide job training
- Provide education and career counseling
- Provide sports activities on evenings and weekends
- Provide social activities (dance, music, etc.)

- Provide affordable housing opportunities
- Provide low cost health insurance
- No additional programs needed
- Other (please fill in): \_\_\_\_\_
- N/A or don't know

**15. Tell us about yourself**

- What is your gender?  
Male \_\_\_\_  
Female \_\_\_\_
- What is your age?  
\_\_\_\_ 22 and under  
\_\_\_\_ 23-35  
\_\_\_\_ 36-45  
\_\_\_\_ 46-55  
\_\_\_\_ 56-65  
\_\_\_\_ 66 and over
- If you are a parent, how many children do you have? \_\_\_\_
- Tell us the age(s) of your children  
How many are ages:  
\_\_\_\_ 0-5  
\_\_\_\_ 6-12  
\_\_\_\_ 13-18  
\_\_\_\_ 19-22  
\_\_\_\_ 23 or older  
\_\_\_\_ 66 and over
- What is your affiliation with youth in Pleasanton? Please check all that apply:  
\_\_\_\_ Parent  
\_\_\_\_ Coach  
\_\_\_\_ Community volunteer  
\_\_\_\_ School teacher, counselor or administrator

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- Staff at organization that serves youth
- Other affiliation with youth (please fill in): \_\_\_\_\_
- Resident of Pleasanton
- Employed in Pleasanton

### Optional:

- What ethnic group do you consider yourself a part of or feel closest to? (please check)

African-American/Black

Asian

Caucasian/White

Latino(a)/Hispanic

Pacific Islander

Two or More Races

Other

Don't know

Decline to answer

- Is there anything else you would like to add? (please fill in)

\_\_\_\_\_

# Pleasanton

Youth Master Plan

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## Web Survey Results



**Bernal Community Park**  
Dedicated September 12, 2009

**City Council**

James Gallegos, Mayor  
Lorey Cook, Vice Mayor  
Linda McClellan  
Mona Brubaker  
Jerry Turner

**Parks and Recreation Commission**

James Dillane, Chairman  
Jack Smith, Vice Chairman  
Terry Kinsler  
Kurt Kummer  
Steve Miller

**City Staff**

Nelson Gallo, City Manager  
Susan Andrade, Vice Director of Parks  
and Community Services

City of  
PLEASANTON

## WEB SURVEY - FOR YOUTH AGE 22 AND UNDER

### Key Findings

- 1. How well do you believe the needs of youth are met in Pleasanton? Please answer by age group and rate your answer on a scale of 1-5. 1 = poorly served, 5 = very well-served, N/A = no answer/don't know. Please circle one answer per age group.**

Youth survey respondents provided the following ratings:

- Prenatal stage to age 5 - mostly 4 and 5
- Youth 6-12 - mostly 4 and 5
- Teens 13-18 - mostly 3 and 4
- Young adults 19-22 - mostly 2, 3 and 4

- 2. What do you believe are the top issues facing youth (ages 6-12) in Pleasanton? (Select up to three)**

Youth survey respondents reported the following top issues:

- Peer pressure/bullying
- Pressure to achieve and get good grades
- Getting along with parents or family members
- Nothing to do during free time
- Sports and recreational activities
- Kids home alone

- 3. What do you believe are the top issues facing teens (ages 13-18) in Pleasanton? (Select up to four)**

Youth survey respondents reported the following top issues:

- Pressure to achieve and get good grades
- Alcohol
- Access to jobs
- Getting along with parents or family members

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**4. Where do the kids you know (ages 6-12) spend their free time? Include yourself if you are age 6-12. (Select up to three)**

Youth survey respondents identified the following:

- At home
- At a friend's house

**5. Where do the teens you know (ages 13-18) spend their free time? Include yourself if you are age 13-18. (Select up to three)**

Youth survey respondents identified the following:

- At home
- At a friend's house

**6. Where do the kids you know (ages 6-12) go for organized programs and activities outside of school? Include yourself if you are age 6-12. (Select up to three)**

Youth survey respondents identified the following:

- School
- Church or faith based organization
- Sports Facility

**7. Where do the teens you know (ages 13 -18) go for organized programs and activities outside of school? Include yourself if you are age 13-18. (Select up to three)**

Youth survey respondents identified the following:

- School
- Church or faith based organization
- Sports Facility

**8. What barriers or challenges prevent you from participating in programs and services in the City of Pleasanton? (Select up to three)**

Youth survey respondents reported the following barriers or challenges:

- Not enough time
- Fees are too high
- Lack of transportation

**9. What types of program spaces are most needed by youth and teens in Pleasanton? (Select up to three)**

Youth survey respondents reported the following types of program spaces as most needed:

- Safe place for informal gathering or hanging out
- Space for local musical performances
- Space for job training and leadership skills

**10. What are the best ways for youth and teens to get information about local activities, events or programs of interest to them in Pleasanton? (Select up to four)**

Youth survey respondents identified the following information tools as best:

- Friends/word-of-mouth
- Facebook
- School announcements

**11. How can we best meet the needs of young adults ages 19-22 in Pleasanton? (Select up to three)**

Youth survey respondents identified the following:

- Provide social activities (dance, music, etc.)
- Provide job training
- Provide affordable housing opportunities

# Appendix G

## 12. Tell us about yourself

- Most youth respondents were ages 13 to 18
- Approximately 1/2 of youth respondents were female and 1/2 were male
- Most youth respondents attend:
  - Amador Valley High School
  - Foothill Valley High School
- Most youth survey respondents identified themselves as Asian or Caucasian/White

## WEB SURVEY - FOR ADULTS

### Key Findings

1. **How well do you believe the needs of youth are met in Pleasanton? Please answer by age group and rate your answer on a scale of 1-5. 1 = poorly served, 5 = very well-served, N/A = no answer/don't know. Please circle one answer per age group.**

Adult survey respondents provided the following ratings:

- Prenatal stage to age 5 tend to be very well-served
- Youth 6-12 tend to be well-served
- Teens 13-18 tend to be moderately served
- Young adults 19-22 tend to be less-well and poorly served

2. **What do you believe are the greatest areas of need for children from the prenatal stage to age 5 and their families in your community today? (Select up to four)**

Adult survey respondents identified the following greatest needs:

- Parenting skills and support
- Available, affordable, quality infant care (age 0-2)
- Available, affordable, quality toddler care (3-5)
- Available, affordable, quality preschool
- Opportunities for exercise and physical activity

3. **What do you consider to be the best places to get information about current services on how best to help young children (ages 5 and under) grow healthy and be prepared for school? (Select up to two)**

Adult survey respondents identified the following best places:

- A hospital or medical office
- My child(ren)'s school
- A local community center or library

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**4. On a scale of 1-5, how useful would it be for you to be able to get information from the following sources about services on how best to help young children (ages 5 and under) grow healthy and be prepared for school?**

Adult survey respondents provided the following ratings:

- One phone number to call is most useful
- One website to visit is most useful
- One place in my community is also useful

**5. What do you believe are the top issues facing youth (ages 6-12) in Pleasanton? (Select up to three)**

Adult survey respondents identified the following top issues:

- Peer pressure/bullying
- Pressure to achieve and get good grades
- Mental health issues (such as anxiety or depression)
- Kids home alone
- Lack of free time
- Substance abuse

**6. What do you believe are the top issues facing teens (ages 13-18) in Pleasanton? (Select up to four)**

Adult survey respondents identified the following top issues:

- Alcohol
- Drugs
- Pressure to achieve and get good grades
- Mental health issues (such as anxiety or depression)
- Peer pressure

**7. Where do your children or the youth (ages 6-12) you interact with spend their free time? (Select up to three)**

Adult survey respondents identified the following:

- At home
- At a friend's house

**8. Where do your children or the teens (ages 13-18) you interact with spend their free time? (Select up to three)**

Adult survey respondents identified the following:

- At home
- At a friend's house

**9. Where do your children or the youth (ages 6-12) you interact with go for organized programs and activities outside of school? (Select up to three)**

Adult survey respondents identified the following:

- Sports facility
- Church or faith based organization
- Club or local organization

**10. Where do your children or the teens (ages 13 -18) you interact with go for organized programs and activities outside of school? (Select up to three)**

Adult survey respondents identified the following:

- Church or faith based organization
- Club or local organization
- N/A or don't know

**11. What barriers or challenges prevent your children or the youth and teens you interact with from participating in programs and services in Pleasanton? (Select up to three)**

Adult survey respondents reported the following barriers or challenges:

- Not enough time
- Fees are too high

**12. What types of program spaces are most needed by youth and teens in Pleasanton? (Select up to three)**

Adult survey respondents identified the following types of program spaces as most needed:

- Space for local musical performances
- Space to recreate and gather with friends and family of all ages

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### 13. What is the best way to get information about local activities, events or programs of interest to youth and teens in Pleasanton? (Select up to four)

Adult survey respondents identified the following information tools:

- Friends/word-of-mouth
- Email
- Facebook
- MySpace
- School announcements
- City Activities Guide
- Websites/internet

### 14. How can we best meet the needs of young adults ages 19-22 in Pleasanton? (Select up to three)

Adult survey respondents identified the following:

- Provide education and career counseling
- Provide social activities (dance, music, etc.)
- Provide job training

### 15. Tell us about yourself

- Over ¾ of adult survey respondents were female
- Most adult survey respondents have 2 children
- Most adult survey respondents' affiliation with youth in Pleasanton include:
  - Parent
  - Other affiliation with youth
  - Resident of Pleasanton
- Most adult survey respondents identified themselves as Caucasian/White