



**Parks & Recreation Committee**  
**Monday, July 11, 2016**  
**4:30 p.m.**

**Cameron Park Community Services District**  
**2502 Country Club Drive, Cameron Park**

**Agenda**

Members: Chair Director Margaret Mohr (MM), Vice Chair Director Amy Blackmon (AB)  
Alternate Director Holly Morrison (HM)  
Staff: General Manager Mary Cahill, Recreation Supervisor Tina Helm,  
Interim Parks Superintendent J.R. Hichborn

**CALL TO ORDER**

**ROLL CALL**

**APPROVAL OF AGENDA**

**APPROVAL OF CONFORMED AGENDA**

**OPEN FORUM**

*At this time, members of the Committee or public may speak on any item not on the agenda that falls within the jurisdiction of this Committee; however, no action may be taken unless the Committee agrees to include the matter on a subsequent agenda.*

*Principal party on each side of an issue (where applicable) is allocated 10 minutes to speak, individual comments are limited to four minutes and individuals representing a group allocated five minutes. Individuals shall be allowed to speak to an item only once. The Committee reserves the right to waive said rules by a majority vote.*

**DEPARTMENT MATTERS**

***PUBLIC COMMENT***

*Public testimony will be received on each agenda item as it is called. Principal party on each side of an issue (where applicable) is allocated 10 minutes to speak, individual comments are limited to four minutes and individuals representing a group allocated five minutes. Individuals shall be allowed to speak to an item only once. The Committee reserves the right to waive said rules by a majority vote.*

**I. Recreation Updates**

- A. Summer Spectacular\*
- B. Adult Softball\*
- C. Kayak and Peddle Boat Usage

- D. Website\*
  - Marketing the website
  - Traffic information
  - Newsletter counts
- E. Special Events – Events through June 30, 2016 and Future Event Status July 1, 2016 through December 31, 2016\*
  - Trucks & Tunes
  - Pooch Plunge
  - Countryfest

**II. Parks Updates**

- A. Park Weed Abatement
- B. Parks Survey\* (Attachment I)
- C. Seating Area Honoring the Arnolds\*

**III. Items for August Agenda**

**MATTERS TO AND FROM COMMITTEE MEMBERS**

**ADJOURNMENT**

\* The items above with asterisks (\*) are the follow-up items from previous meetings.



**Parks & Recreation Committee**  
**Monday, June 6, 2016**  
**4:30 p.m.**

**Cameron Park Community Services District**  
**2502 Country Club Drive, Cameron Park**

**DRAFT Conformed Agenda**

Members: Chair Director Margaret Mohr (MM), Vice Chair Director Amy Blackmon (AB)  
Alternate Director Holly Morrison (HM)  
Staff: General Manager Mary Cahill, Recreation Supervisor Tina Helm,  
Interim Park Superintendent J.R. Hichborn

**CALL TO ORDER** – 4:30 p.m.

**ROLL CALL** – MM, AB

**APPROVAL OF AGENDA** - *Approved*

**APPROVAL OF CONFORMED AGENDA** - *Approved*

**OPEN FORUM**

*At this time, members of the Committee or public may speak on any item not on the agenda that falls within the jurisdiction of this Committee; however, no action may be taken unless the Committee agrees to include the matter on a subsequent agenda.*

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**DEPARTMENT MATTERS**

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**I. Recreation Updates**

- A. Summer Spectacular\*
- B. Adult Softball\*
- C. Seating Area Honoring the Arnolds\*

D. Special Events – Events through June 30, 2016 and Future Event Status July 1, 2016 through December 31, 2016

- Pooch Plunge
- Countryfest

**II. Parks Updates**

- A. Cameron Park Lake\*
- Purchasing Kayaks – cost, type, etc.
- B. Bocce Ball
- C. Parks Survey

**III. Items for July Agenda**

Seating Area Honoring the Arnolds\*

**MATTERS TO AND FROM COMMITTEE MEMBERS**

**ADJOURNMENT** – 6:24 p.m.

\* The items above with asterisks (\*) are the follow-up items from previous meetings.

# Parks & Recreation Committee Meeting

## July 11, 2016

### Recreation Program Updates

Submitted by: Tina Helm, Recreation Supervisor

#### I.A. Summer Spectacular

The 17<sup>th</sup> Annual Summer Spectacular took place on Saturday, June 25, 2016. Lots of people attended the event. They visited and purchased from the exhibitors, craft and food vendors, participated at the Mobile Rock Fun Zone, swam in the lagoon, ate watermelon at the watermelon eating contest, watched Dr. Solar's show, entered the raffle at the Chamber of Commerce Booth, took the parks survey at the Cameron Park Community Services District (CPCSD) Booth, danced to the music by the variety of musicians and of course saw the best fireworks show in El Dorado County. Staff is still reconciling the invoices from the event.

A draft budget from the event. (Attachment A)

There were 11 crafters, 16 exhibitors, and 13 food vendors for a total revenue of \$8,430.

Vendors	Goal	Attended	Budget Goal	Attended	Balance
Craft	15	11	\$1500	\$1100	(\$400)
Exhibitors	19	16	\$3300	\$3015	(\$285)
Food	11	13	\$3500	\$4315	\$815
Total	45	40	\$8300	\$8430	\$130

Pre-sale and day of event attendance for the event was 4,034

Shuttle information is not available at this time. Once all the invoices are submitted a full report will be submitted along with suggestions/recommendations for next year.

#### I.B. Adult Softball

The Adult Softball league started Thursday, June 23<sup>rd</sup>. Seven co-ed teams registered for the season. There are four games played each week, it is a seven-week season with playoffs for the top four teams being played on the eighth week. Games are played at Rasmussen Park on both the East and West fields. The two weeks that we have had games so far have gone smoothly.

The field preparations to start the league were quite lengthy. The pitching mounds were removed and base pegs were placed where needed. All of the bases and plates had to be measured out for the correct distance Amateur Softball Association (ASA) regulations for slow pitch co-ed softball. There was also a hole that had been dug around center field of the east fields that we had to fill.

The teams are evenly matched and the scores are close.

## **I.C. Kayak & Peddle Boat Rental**

To date there have been 118 peddle boats rentals. One week day rental – 24 – school group. A total of 94 boats rented which is about 16 a weekend (6 weekends so far). There has been no demand for the boats during the week. The kayaks have been purchased and staff is working on a means to secure them.

## **I.D. Website updates**

Please find attached the google analytics from the NEW website

- Audience Overview (Attachment B)
- New vs Returning (Attachment C)
- Data Overview (Attachment D)
- Data Frequency & Recency (Attachment E)
- Data Page View (Attachment F)

Please find attached the Mail Chimp report for the June Newsletter. (Attachment G)

## **I.E. Special Events (Attachment H)**

### **Community Campout**

The 5<sup>th</sup> Annual Cameron Park Community Campout is coming up on Saturday, July 23<sup>rd</sup> through the 24<sup>th</sup> at Cameron Park Lake. New this year we have the Boy Scouts involved. There are scouts that are going to help with dinner on the 23<sup>rd</sup>. The scouts are also going to help lead a craft – making a walking stick. The Observatory has a docent available to come out and lead stargazing. There will also be swimming in the lagoon, crafts, a BBQ dinner, a campfire, and breakfast in the morning! Cost per family is \$35 (up to four), with additional family members costing \$10. Flyers have been distributed to participants at Kidz Kamp and pre-schools as well as those who have participated in the past. Event line up and entertainment are being created and the event manual is being updated.

### **Trucks & Tunes**

The next Trucks & Tunes event is taking place Wednesday, July 27<sup>th</sup> at Christa McAuliffe Park. The event runs from 5:00-8:00pm. Proceeds for the event goes to the Cameron Park Community Foundation. The truck line up thus far includes: All Star Que, 7 Sisters, Cousins Lobster, Cowtown, Mortys, North Border Taco, and Smoothie Patrol – there may be additional ones. The Foundation will be selling drinks, and the live music provided by Rio Mojo. Staff is working with the Chamber of Commerce to have businesses participate at the event.

### **Pooch Plunge**

The Pooch Plunge/Laps at the Lake is Saturday, August 13<sup>th</sup> at Cameron Park Lake. Vendor forms have been sent out to previous participants and local businesses. Staff is working with the Chamber on the raffle.

### **Labor Day at the Pool**

Dollar Day at the pool will be Monday, September 5<sup>th</sup> at the Community Center Pool. \$1 for entry into the pool, \$1 hot dogs and more.

## **Country Fest**

The Country Fest will be held on Saturday, September 10<sup>th</sup> at Christa McAuliffe Park. The bands lined up are Robby James and the Streets of Bakersfield plus the Kenny Frye Band. Staff is working with the Chamber on the raffle and the Cameron Park Community Foundation.

Additional September events:

- Yard Sale/Mommy Market – September 17 – Community Center
  - Budget is \$345 for each event for marketing, supplies and staffing

October events:

- Community Showcase – October 13<sup>th</sup> – Community Center
  - Budget is \$1,000 for marketing, music, food, supplies and staffing
  - Staff is working with the Chamber, Rotary and the Cameron Park Community Foundation on this event
- Halloween Carnival – October 22<sup>nd</sup> – Cameron Park Lake
  - Budget is \$1,500 for marketing, entertainment, supplies and staffing

November Events

- Craft Faire – November 19<sup>th</sup> – Community Center
  - Budget is \$1,200 for marketing, supplies and staffing

December Events

- Santa Run/Pancake Breakfast – December 3<sup>rd</sup> – Community Center
  - Budget is \$1,100 for marketing, food, supplies and staffing

## **II. Parks Department Updates**

**Submitted by JR Hichborn – Interim Park Superintendent**

### **Cameron Park Lake**

This last month most of our efforts were focused on preparing the lake for two big events. The first being the car show and the second being the annual Summer Spectacular. We trimmed up low branches around the entire lake and removed six 30-yard dumpsters of green waste debris. We also had Cal Fire inmate crews working in the park for six days prior to the event. The crews were responsible for clearing Bonanza Park, cleaning VIP Island and cleaning the peninsula where Paul Ryan's family viewed the show. The hardest day of the year is always the Sunday after the big show. Kudos to Tina Helm, Mike Smith, Craig Schuler and Greg Dalbeck for making it possible for the park to open up at noon on Sunday.

### **Rasmussen Park**

The parking lot is now completely finished. The entire lot was re-slurried and restriped. Adult softball kicked off last month, which meant the fields had to be redone. We removed the two pitchers mounds and installed new bases on both the west and the east fields

### **Christa McAuliffe Park**

Last month we have been doing some irrigation work at the park. We had to replace two valves and a few sprinkler heads. We have been using a combination of sand and seeding soil to fill in the divots throughout the turf area.

### **Gateway Park**

We had two trees come down at Gateway Park over the last month. We have also had the Cal Fire inmate crew out there working on our vegetation management plan.

### **Weed abatement**

Our biggest weed abatement project last month was clearing Bonanza Park. We also spent a week out at Gateway Park.

### **Landscape and Lighting Assessment Districts (LLADs)**

Regular maintenance is occurring at all of the landscaped LLADs. Northview Park has received most of the attention this past month in an effort to clear the giant open space area in the center of the park. Bar J A also received some extra care last month as some of the undesirable landscape was removed and more decorative bark was added.

### **Community Center**

We have faced a few challenges with the ability to clean our pool on a regular basis due to the amount of usage we currently have. We had a pool company come out and give us a bid on what it would take to keep our pool looking the way we all feel it should. The solution to our problem is however going to be resolved in-house. We have adjusted staff hours so that the pool will be able to be cleaned six days a week instead of the one day it has currently been getting. We started this schedule last week and the results are very positive.

### **Vandalism**

Someone drove their car through the placards at Christa McAuliffe Park recently. The damage was two broken peeler cores - \$40 materials + \$35 staff time = \$75 total.

### **Training**

Staff has viewed two more videos focused primarily on heat related safety practices last month.



	2012 Actual	2013 Actual	2014 Actual	2015 Actual	2016 Budget	2016 Actual
<b>INCOME</b>						
<b>Sponsors</b>	<b>19,000</b>	<b>19,000</b>	<b>19,000</b>	<b>19,800</b>	<b>19,000</b>	<b>18,750</b>
Food & Beverage	4,560	3,390	3,920	3,200	3,500	4,315
Beer Booth	3,800	2,480	4,103	2,500	2,400	2,315
Lemonade Booth	1,692	754	414	580	500	620
Crafters	1,400	1,200	1,320	1,100	1,500	1,100
Commercial	3,135	3,620	2,890	3,000	3,300	3,015
<b>Total vendors:</b>	<b>14,587</b>	<b>11,444</b>	<b>12,647</b>	<b>10,380</b>	<b>11,200</b>	<b>11,365</b>
Gate sales	18,923	11,800	15,583	15,169	18,000	16,226
Wristband advance sales	4,971	5,447	4,359	3,678	5,200	5,292
	23,894	17,247	19,942	18,847	23,200	21,518
Fun Zone (15% of Revenue)	1,017	964	1,097	873	1,000	1,189
<b>Total Income:</b>	<b>58,498</b>	<b>48,655</b>	<b>52,686</b>	<b>49,900</b>	<b>54,400</b>	<b>52,822</b>
<b>EXPENSES</b>						
Fireworks	19,000	19,700	19,400	19,400	19,400	19,400
Credit Card Terminals	800	0	0	0	0	0
ATM Machine	500	500	500	100	500	500
Gate revenue transportation to bank	720	720	720	720	720	720
Band 1	2,200	900	900	800	900	700
Band 2	500	1,250	1,100	1,200	1,200	1,200
Dr.Solar/Kids Entertainment *			-500	500	500	600
Non-profit volunteer donation	1,657	1,816	1,453	1,240	1,800	1,323
Volunteer Food/Water	250	0	0	0	0	0
Volunteer shirts	445	471	590	581	600	749
Band: Food	77	0	0	0	0	0
Beer for Beer Booth	0	0	0	0	0	0
Event Management & Promotion Services	0	0	0	0	0	0
Marketing: Advertisements	0	0	0	0	0	0
Marketing: Printed Materials & Distribution	489	403	569	248	500	400
Banner updates	823	1,613	820	915	1,400	1,820
Program printing	1,351	1,110	1,324	991	1,400	794
Wristbands/ticket	276	308	291	263	263	263
Decorations	0	0	0	303	0	0
Postage	0	0	0	0	0	0
Staff: event preparation and management	2,651	4,079	4,140	4,200	4,200	3,685
Staff: clean up crew	122	122	0	150	150	
Staff: Lemonade	216	243	0	0	0	0
Food - Fire/clean up				526	0	0
Lemonade Supplies	702	652	0	0	0	0
Ice Chests	0	0	0	34	0	0
RV Rental	500	0	0	0	0	0
Tables, tents, and chair rentals	1,823	1,785	1,799	1,799	1,800	1,726
Traffic control supply rental	319	385	350	412	400	
Sound, stage and lights	2,603	2,603	2,603	2,603	2,603	2,603
Fencing	832	842	867	903	880	870
Golf carts	1,172	1,129	1,129	744	1,129	1,023
Portable Toilets	950	950	950	1,100	1,100	1,100
Power rentals	4,500	4,115	4,685	5,407	5,500	
Security (CHP)	842	946	1,246	1,918	1,800	1,900
Security: Front Gate/Private P	1,276	1,496	1,496	1,368	1,500	1,925
Security: Arcadia (2 traffic/2 foot)	584	600	1,200	300	1,200	400
Bus Transportation					2,200	
Garbage Cans	0	0	0	0	0	0
Master of Ceremony					300	500
Walkie talkie rental	212	0	97	0	200	0
<b>Total Expenses:</b>	<b>48,393</b>	<b>47,352</b>	<b>47,729</b>	<b>48,725</b>	<b>54,145</b>	<b>44,201</b>
<b>NET INCOME/(LOSS)</b>	<b>10,106</b>	<b>1,303</b>	<b>4,957</b>	<b>1,175</b>	<b>255</b>	<b>8,621</b>
<b>Attendance</b>						
day of event	3,785	2,360	3,117	3,034		2,711
Pre- sales	1,657	1,816	1,453	1,226		1,323
<b>Total</b>	<b>5,442</b>	<b>4,176</b>	<b>4,570</b>	<b>4,260</b>		<b>4,034</b>

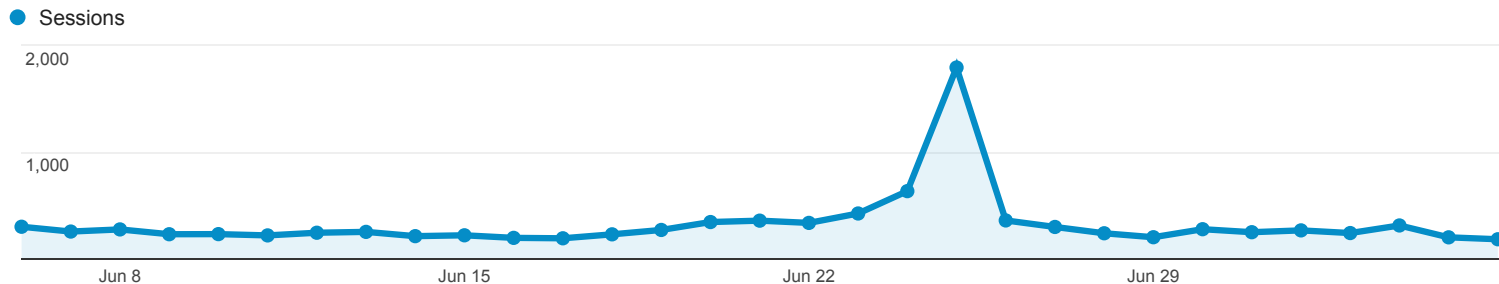
\* funded from external sponsor

Jun 6, 2016 - Jul 6, 2016

## Audience Overview

All Users  
100.00% Sessions

### Overview



Sessions  
**10,035**

Users  
**7,339**

Pageviews  
**19,969**

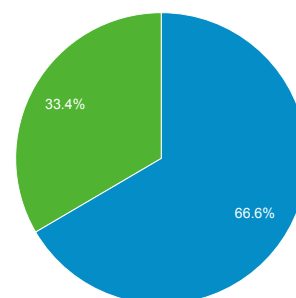
Pages / Session  
**1.99**

Avg. Session Duration  
**00:01:30**

Bounce Rate  
**54.48%**

% New Sessions  
**66.55%**

■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-us	9,873	98.39%
2. (not set)	68	0.68%
3. en-gb	27	0.27%
4. en	7	0.07%
5. en-au	6	0.06%
6. es-xl	6	0.06%
7. pt-br	6	0.06%
8. en-ca	5	0.05%
9. ru	5	0.05%
10. es-419	4	0.04%

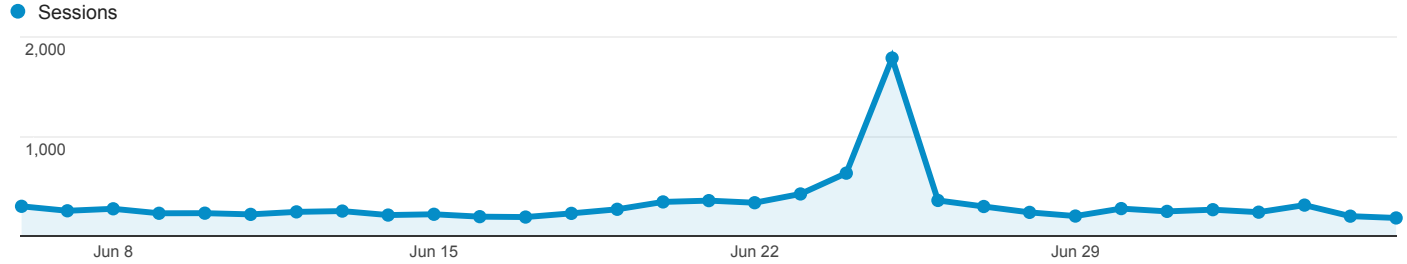
Jun 6, 2016 - Jul 6, 2016

New vs Returning

All Users  
100.00% Sessions

Explorer

Summary



User Type	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	10,035 % of Total: 100.00% (10,035)	66.56% Avg for View: 66.55% (0.01%)	6,679 % of Total: 100.01% (6,678)	54.48% Avg for View: 54.48% (0.00%)	1.99 Avg for View: 1.99 (0.00%)	00:01:30 Avg for View: 00:01:30 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. New Visitor	6,679 (66.56%)	100.00%	6,679(100.00%)	51.27%	2.05	00:01:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Returning Visitor	3,356 (33.44%)	0.00%	0 (0.00%)	60.88%	1.88	00:01:35	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 2 of 2

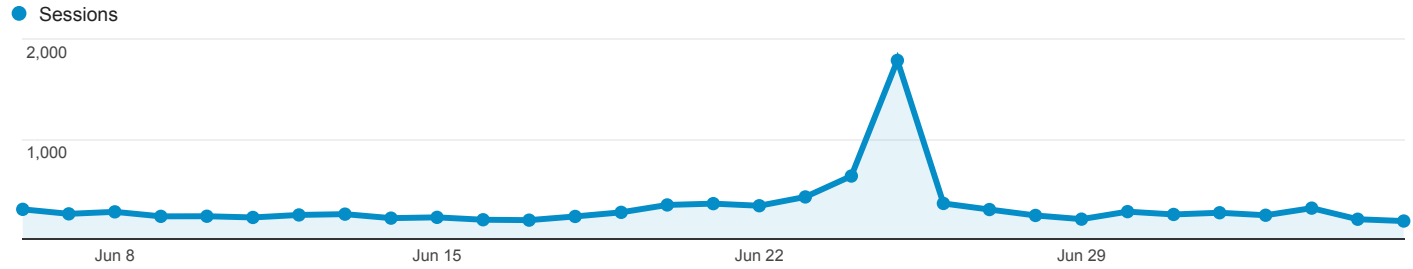
Jun 6, 2016 - Jul 6, 2016

Overview

All Users  
100.00% Sessions

Explorer

Summary



Device Category	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	10,035 % of Total: 100.00% (10,035)	66.56% Avg for View: 66.55% (0.01%)	6,679 % of Total: 100.01% (6,678)	54.48% Avg for View: 54.48% (0.00%)	1.99 Avg for View: 1.99 (0.00%)	00:01:30 Avg for View: 00:01:30 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. mobile	6,126 (61.05%)	63.63%	3,898 (58.36%)	58.11%	1.81	00:01:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. desktop	3,224 (32.13%)	72.08%	2,324 (34.80%)	47.67%	2.29	00:01:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. tablet	685 (6.83%)	66.72%	457 (6.84%)	54.01%	2.14	00:01:48	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 3 of 3

Jun 6, 2016 - Jul 6, 2016

## Frequency & Recency

 All Users  
100.00% Sessions

### Distribution

Count of Sessions

Sessions

























**10,035**

% of Total: 100.00% (10,035)

Pageviews

**19,969**

% of Total: 100.00% (19,969)

Count of Sessions	Sessions	Pageviews
1	6,679 	13,674 
2	1,689 	3,100 
3	650 	1,205 
4	336 	649 
5	185 	353 
6	119 	207 
7	68 	145 
8	58 	125 
9-14	136 	263 
15-25	72 	179 
26-50	21 	37 
51-100	22 	32 

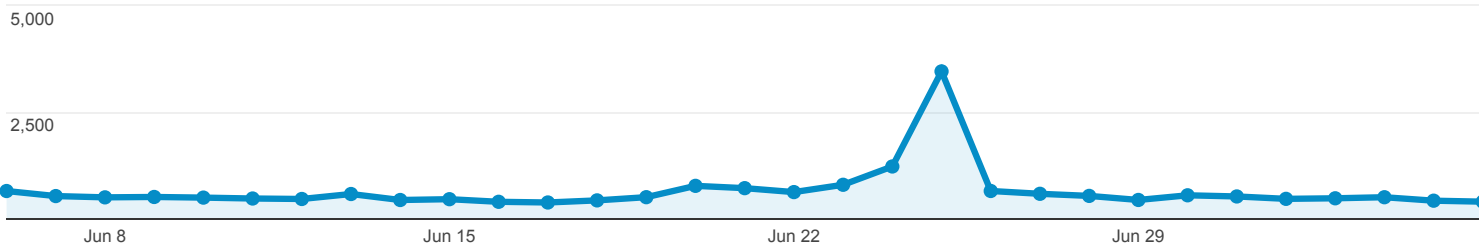
Jun 6, 2016 - Jul 6, 2016

Pages

All Users  
100.00% Pageviews

Explorer

Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	<b>19,969</b> % of Total: 100.00% (19,969)	<b>16,898</b> % of Total: 100.00% (16,898)	<b>00:01:31</b> Avg for View: 00:01:31 (0.00%)	<b>10,035</b> % of Total: 100.00% (10,035)	<b>54.48%</b> Avg for View: 54.48% (0.00%)	<b>50.25%</b> Avg for View: 50.25% (0.00%)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)
1. /	<b>7,966 (39.89%)</b>	6,682 (39.54%)	00:01:21	6,454 (64.31%)	46.14%	45.91%	\$0.00 (0.00%)
2. /events/summer-spectacular-a-g-olden-adventure/	<b>2,106 (10.55%)</b>	1,832 (10.84%)	00:03:44	909 (9.06%)	86.69%	77.97%	\$0.00 (0.00%)
3. /parks-facilities/cameron-park-lake/	<b>1,302 (6.52%)</b>	1,120 (6.63%)	00:01:52	514 (5.12%)	67.51%	59.45%	\$0.00 (0.00%)
4. /recreation/special-events/	<b>1,243 (6.22%)</b>	1,004 (5.94%)	00:01:01	199 (1.98%)	66.83%	39.98%	\$0.00 (0.00%)
5. /parks-facilities/aquatics-programs/	<b>1,071 (5.36%)</b>	901 (5.33%)	00:01:55	341 (3.40%)	67.45%	59.29%	\$0.00 (0.00%)
6. /recreation/aquatics/	<b>549 (2.75%)</b>	500 (2.96%)	00:02:56	108 (1.08%)	84.26%	70.49%	\$0.00 (0.00%)
7. /parks-facilities/community-center/	<b>492 (2.46%)</b>	429 (2.54%)	00:01:31	292 (2.91%)	55.48%	54.67%	\$0.00 (0.00%)
8. /parks-facilities/rentals/	<b>446 (2.23%)</b>	336 (1.99%)	00:01:40	40 (0.40%)	62.50%	41.48%	\$0.00 (0.00%)
9. /summer-spectacular-free-shuttle/	<b>405 (2.03%)</b>	352 (2.08%)	00:02:28	51 (0.51%)	88.24%	63.95%	\$0.00 (0.00%)
10. /cameron_park_lake.html	<b>239 (1.20%)</b>	214 (1.27%)	00:00:48	200 (1.99%)	38.00%	38.91%	\$0.00 (0.00%)

Rows 1 - 10 of 528

# June Newsletter

Sent

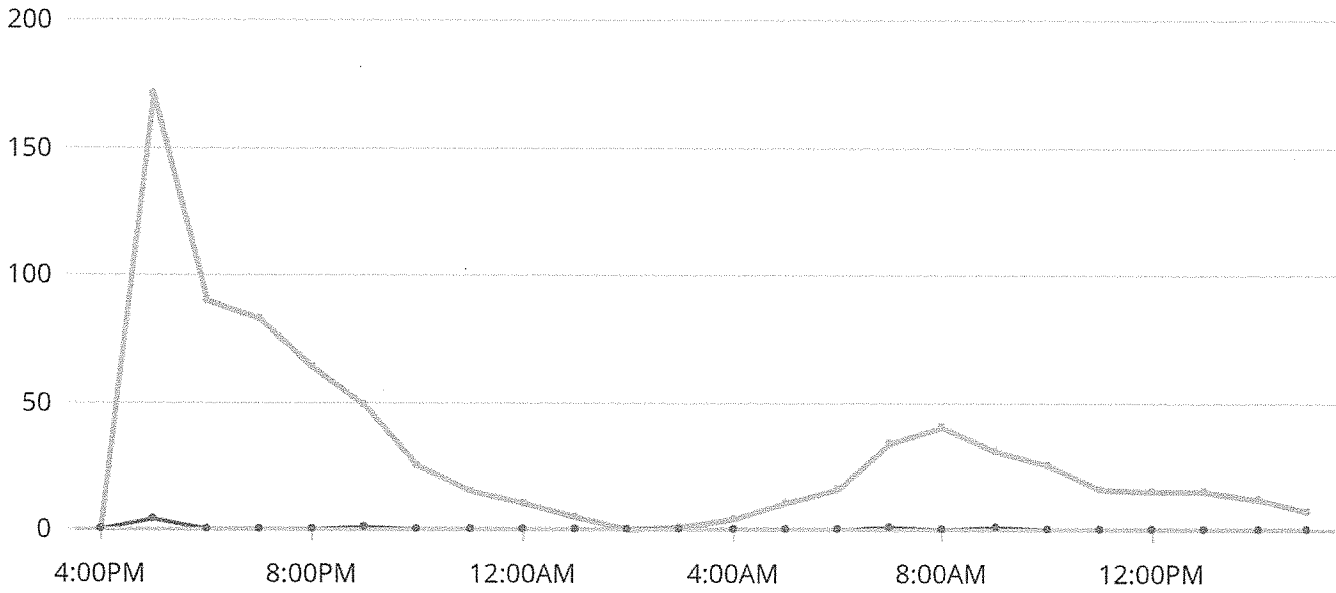
Fri, May 20, 2016 4:42 pm

## Subscriber activity

### 24-hour performance

Opens

Clicks



### Top links clicked

<a href="http://ucanr.edu/kidssmallgardens">http://ucanr.edu/kidssmallgardens</a>	7
<a href="http://www.cameronpark.org/">http://www.cameronpark.org/</a>	5
<a href="https://www.facebook.com/CPCSD/">https://www.facebook.com/CPCSD/</a>	0
<a href="https://twitter.com/CameronParkCSD1">https://twitter.com/CameronParkCSD1</a>	0
<a href="http://www.cameronpark.org">http://www.cameronpark.org</a>	0

### Subscribers with most opens

<a href="#">[Redacted]</a>	43
----------------------------	----





**Click performance**

---

URL	Total	Unique
<a href="http://ucanr.edu/kidssmallgardens">http://ucanr.edu/kidssmallgardens</a>	7 (58%)	7 (64%)
<a href="http://www.cameronpark.org/">http://www.cameronpark.org/</a>	5 (42%)	4 (36%)
<a href="https://www.facebook.com/CPCSD/">https://www.facebook.com/CPCSD/</a>	0 (0%)	0 (0%)
<a href="https://twitter.com/CameronParkCSD1">https://twitter.com/CameronParkCSD1</a>	0 (0%)	0 (0%)
<a href="http://www.cameronpark.org">http://www.cameronpark.org</a>	0 (0%)	0 (0%)

# Overview

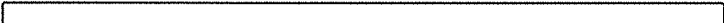

## 3,517 Recipients

List: CPCSD Newsletter 1

Delivered: Fri, May 20, 2016 4:42 pm

Subject: What's happening in June!!

<b>0</b> Orders	<b>\$0.00</b> Average order revenue	<b>\$0.00</b> Total revenue
--------------------	--	--------------------------------

Open rate	25.4%	Click rate	0.3%
			

List average	26.5%	List average	0.5%
--------------	-------	--------------	------

<b>890</b> Opened	<b>11</b> Clicked	<b>9</b> Bounced	<b>4</b> Unsubscribed
----------------------	----------------------	---------------------	--------------------------

Successful deliveries	3,508 99.7%	Clicks per unique opens	1.2%
Total opens	1,829	Total clicks	12
Last opened	7/7/16 2:45PM	Last clicked	5/30/16 7:58AM
Forwarded	0	Abuse reports	1

**Advanced reports**

---

**Email domain performance**

Domain	Email	Bounces	Opens	Clicks	Unsubs
yahoo.com	782 (22%)	0 (0%)	174 (22%)	1 (0%)	0 (0%)
gmail.com	765 (22%)	0 (0%)	210 (27%)	4 (1%)	0 (0%)
sbcglobal.net	517 (15%)	0 (0%)	182 (35%)	2 (0%)	2 (0%)
hotmail.com	326 (9%)	0 (0%)	89 (27%)	0 (0%)	1 (0%)
comcast.net	247 (7%)	1 (0%)	5 (2%)	0 (0%)	0 (0%)
Other	880 (25%)	8 (1%)	230 (26%)	4 (0%)	1 (0%)

# Special Events

Attachment H

## July Events

Draft

INCOME		Camp out	Trucks & Tunes
		July 23 - July 25 Budget	July 27 Budget
Sponsors		3,500	
Vendors	estimate		1,100
Participants	estimate	1,000	10% FoodTrucks
<b>Total Income:</b>		<b>4,500</b>	<b>1,100</b>
<b>EXPENSES</b>			
Marketing			
flyers/poster		105	105
Banners			
Entertainment		400	
Music			400
Food		600	
Supplies		100	
Maunaul		800	
Scholarships		400	
Staff		600	100
<b>Total Expenses:</b>		<b>3,005</b>	<b>605</b>
<b>NET INCOME/(LOSS)</b>		<b>1,495</b>	<b>495</b>

# Special Events

## August Events

Draft

Pooch Plunge

		August 13 Budget
Sponsors		
Vendors	estimate	1,000
Participants	estimate	1,000
Raffle	estimate	800
<b>Total Income:</b>		<b>2,800</b>
Marketing		
flyers/poster		105
Banners		200
Music		
Food		
Supplies		300
Staff		600
Monies to raffle		400
<b>Total Expenses:</b>		<b>1,605</b>
<b>NET INCOME(LOSS)</b>		<b>1,195</b>

# Special Events

Attachment H

September Ever

Draft

Labor day at the Pool

CountryFest

Yard Sale

Mommy Market

	Sept 5 Budget	Sept 10 Budget	Sept 17 Budget	Sept 17 Budget
Sponsors		2,000		
Vendors estimate	300	1,450	600	440
Participants estimate	400	800		
Raffle estimate		600		
<b>Total Income:</b>	<b>700</b>	<b>4,850</b>	<b>600</b>	<b>440</b>
Marketing				
flyers/poster	105	175	135	135
Banners	200	200	100	100
Music		1,400		
Food				
Supplies	70	1,000	10	10
Staff	200	600	100	100
Monies to raffle		300		
<b>Total Expenses:</b>	<b>575</b>	<b>3,675</b>	<b>345</b>	<b>345</b>
	<b>125</b>	<b>1,175</b>	<b>255</b>	<b>95</b>

# Special Events

Attachment H

## October Events

Community Showcase

Pumkin Patch

		Oct 13 Budget	Oct 22 Budget
Sponsors		300	1,000
Vendors	estimate	300	235
Participants	estimate		1,300
Raffle	estimate	450	
<b>Total Income:</b>		<b>1,050</b>	<b>2,535</b>
Marketing			
flyers/poster		125	105
Banners		200	125
Music		200	400
Food		125	
Supplies		120	350
Staff		200	350
Monies to raffle			
<b>Total Expenses:</b>		<b>970</b>	<b>1,330</b>
		<b>80</b>	<b>1,205</b>



# Special Events

## November Event

Craft Faire

Draft

		Nov 19
		Budget
Sponsors		
Vendors	estimate	4,500
Participants	estimate	
Raffle	estimate	
<b>Total Income:</b>		<b>4,500</b>
Marketing		
flyers/poster		345
Banners		150
Entertainment		
Music		
Food		
Supplies		25
Staff		600
Monies to raffle		
<b>Total Expenses:</b>		<b>1,120</b>
		<b>3,380</b>

# Special Events

## December Event

Draft

December Event		Santa Run
		Dec 3 Budget
Sponsors		750
Vendors	estimate	1,700
Participants	estimate	
Raffle	estimate	
<b>Total Income:</b>		<b>2,450</b>
Marketing		
flyers/poster		125
Banners		100
Music		
Food		500
Supplies		50
Staff		275
Monies to raffle		
<b>Total Expenses:</b>		<b>1,050</b>
		<b>1,400</b>



Upgrade CPCSD

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Park Survey

- Summary
- Design Survey
- Collect Responses
- Analyze Results

CURRENT VIEW

- + FILTER
- + COMPARE
- + SHOW

No rules applied

Rules allow you to FILTER, COMPARE and SHOW results to see trends and patterns. Learn more >

SAVED VIEWS (1)

Original View (No rules applied)  
+ Save as...

EXPORTS

SHARED DATA

No shared data

Sharing allows you to share your survey results with others. You can share all data, a saved view, or a single question summary. Learn more »

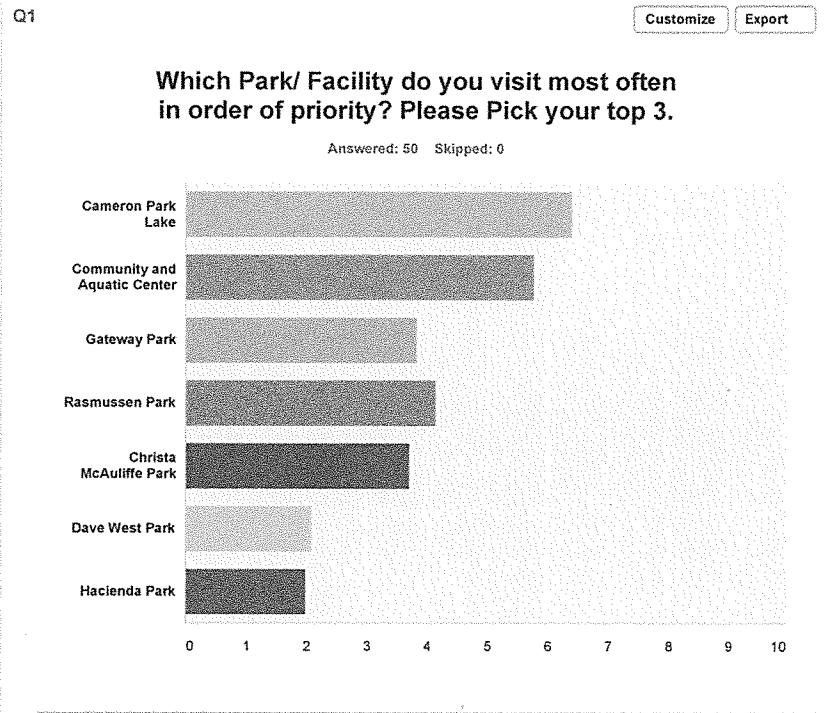
Share All

RESPONDENTS: 50 of 50

Export All Share All

- Question Summaries
- Data Trends
- Individual Responses

PAGE 1: Park Survey Drawing



	1	2	3	4	5	6	7	Total	Sc
▼ Cameron Park Lake	64.00% 32	20.00% 10	14.00% 7	0.00% 0	0.00% 0	0.00% 0	2.00% 1	50	€
▼ Community and Aquatic Center	28.00% 14	52.00% 26	6.00% 3	8.00% 4	0.00% 0	2.00% 1	4.00% 2	50	€
▼ Gateway Park	0.00% 0	4.00% 2	34.00% 17	34.00% 17	10.00% 5	6.00% 3	12.00% 6	50	€
▼ Rasmussen Park	4.00% 2	8.00% 4	20.00% 10	42.00% 21	22.00% 11	2.00% 1	2.00% 1	50	€
▼ Christa McAuliffe Park	2.00% 1	10.00% 5	20.00% 10	6.00% 3	50.00% 25	12.00% 6	0.00% 0	50	€
▼ Dave West Park	0.00% 0	0.00% 0	0.00% 0	6.00% 3	10.00% 5	72.00% 36	12.00% 6	50	€
▼ Hacienda Park	2.00% 1	6.00% 3	6.00% 3	4.00% 2	8.00% 4	6.00% 3	68.00% 34	50	€

Q2

Export

Please list comments park/facility not included above:

Answered: 19 Skipped: 31

Responses (19) Text Analysis My Categories

PRO FEATURE Use text analysis to search and categorize responses; see frequently-used words and phrases. To use Text Analysis, upgrade to a GOLD or PLATINUM plan.

Upgrade Learn more »

Categorize as... Filter by Category Search responses

Showing 19 responses

- Excellent place 7/7/2016 3:59 PM View respondent's answers
Mountain Bike trails 7/7/2016 3:56 PM View respondent's answers
Please keep pool clean 7/7/2016 3:26 PM View respondent's answers
Camerado Park as well 7/7/2016 3:16 PM View respondent's answers
Please let dogs into CP lake to keep away geese poop. 500 fine for dogs off leash. 7/7/2016 3:09 PM View respondent's answers
Year round swim, water polo the CSD would be awesome!! High School clinics and clubs 7/7/2016 3:03 PM View respondent's answers
Haven't had a circumstance to use all others (# 4 - # 7). Promontory Park for parties/ birthdays due to water features. 7/7/2016 3:00 PM View respondent's answers

Q3

Export

Why do you visit these parks?

Answered: 44 Skipped: 6

Responses (44) Text Analysis My Categories

PRO FEATURE Use text analysis to search and categorize responses; see frequently-used words and phrases. To use Text Analysis, upgrade to a GOLD or PLATINUM plan.

Upgrade Learn more »

Categorize as... Filter by Category Search responses

Showing 44 responses

- For kids to play and have fun 7/7/2016 5:13 PM View respondent's answers
fun for recreation- enjoy water 7/7/2016 3:59 PM View respondent's answers
Adventure, family outings 7/7/2016 3:56 PM View respondent's answers
kids love it 7/7/2016 3:50 PM View respondent's answers
Swimming and soccer 7/7/2016 3:39 PM View respondent's answers
I love to walk the lake and fish with my husband 7/7/2016 3:35 PM View respondent's answers
close to home and friends 7/7/2016 3:33 PM View respondent's answers

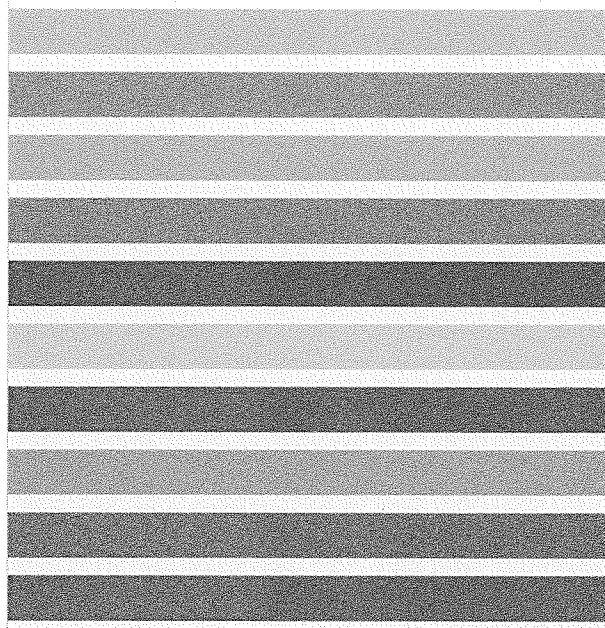
Q4

Customize Export

Would you be interested in attending any of our Special Events, playing or participating in any of the following activities at our parks? (Check ALL that apply)

Answered: 48 Skipped: 2

Disc Golf



YES

	YES	Total
▼ Disc Golf	100.00% 12	12
▼ Trails	100.00% 32	32
▼ Outdoor Fitness Stations	100.00% 23	23
▼ Boating (non motorized - peddle boats, kayaking, canoeing)	100.00% 29	29
▼ Outdoor Basketball Court	100.00% 9	9
▼ Bocce Ball	100.00% 14	14
▼ Community Garden	100.00% 20	20
▼ Fishing(with permits) Catch & Release	100.00% 17	17
▼ Biking	100.00% 24	24
▼ Special Events	100.00% 29	29
Comments (8)		

Q5

Export

### What other activities or services would you like to see added to the parks?

Answered: 21 Skipped: 29

● Responses (21)

⚙ Text Analysis

📁 My Categories

**PRO FEATURE**

Use text analysis to search and categorize responses; see frequently-used words and phrases. To use Text Analysis, upgrade to a GOLD or PLATINUM plan.

[Upgrade](#) [Learn more »](#)

[Categorize as...](#) [Filter by Category](#)  [🔍](#)

Showing 21 responses

- Better pool services for kids**  
7/7/2016 5:13 PM [View respondent's answers](#)

---

- kayak**  
7/7/2016 3:59 PM [View respondent's answers](#)

---

- Marion Cockwell Mountain bike trail leader. Sam's Town cyclery 530-313-3721**  
7/7/2016 3:56 PM [View respondent's answers](#)

---

- Horse shoes**  
7/7/2016 3:35 PM [View respondent's answers](#)

---

- Community Gardens**  
7/7/2016 3:33 PM [View respondent's answers](#)

---

- A professional pool**  
7/7/2016 3:30 PM [View respondent's answers](#)

---

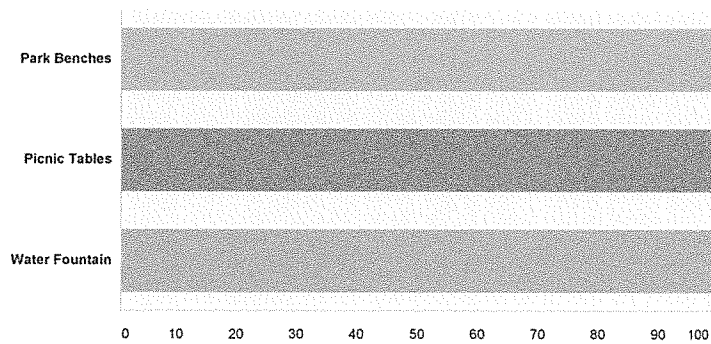
- music and food**  
7/7/2016 3:28 PM [View respondent's answers](#)

Q6

[Customize](#) [Export](#)

**We offer, through donations, ways of honoring friends, family and loved ones. Would you be interested in honoring a family member or loved one at one of our parks?**

Answered: 17 Skipped: 33



YES

	YES	Total
▼ <b>Park Benches</b>	100.00% 10	10
▼ <b>Picnic Tables</b>	100.00% 8	8
▼ <b>Water Fountain</b>	100.00% 4	4

Comments (8)

Q7

[Export](#)

**In order to be placed into the drawing please include the following:**

Answered: 43 Skipped: 7

[Answer Choices](#) [Responses](#)

Answer Choices	Responses	Responses
<b>Name:</b>	Responses	100.00% 43
<b>Email Address:</b>	Responses	95.35% 41
<b>Phone Number:</b>	Responses	100.00% 43

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