

Embudo Valley Library Park Survey Results

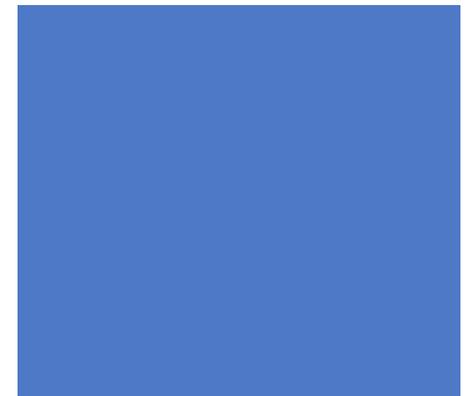
Program: Embudo Valley Library Grounds Improvement

Goal Statement: To make improvements to library grounds that result in greater community health, social connection, safe places and activities for children and families, and financial sustainability for Embudo Valley Library.

Thank you to the UNM Center for Regional Studies for supporting MPA candidate Felicity Fonseca to do this work for Embudo Valley Library.



April 22, 2020



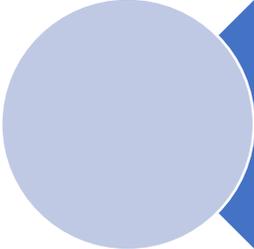
3 surveys, 228 Total Responses

Survey	Responses	Breakdown	
Park Survey	153	93 paper surveys from Fiesta attendees, Afterschool parents, Early Literacy parents, Library patrons	60 responses online
Children's Survey	37	27 from afterschool students	10 from 5 th /6 th grade students
Library/Store Oral Histories	38	4 interviews	34 Survey responses
Total Responses	228		

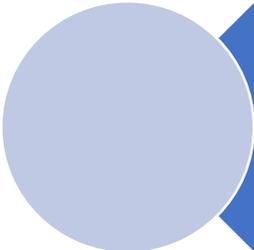
35 afterschool children use the library grounds approximately 3,000 times a year. Another 75 +/- use the grounds independently or in other library programs. The afterschool program meets 4 times a week during the school year. These are the results from the children's survey with 37 responses. With 65 students at Dixon elementary, this represents 57% of the elementary school population.

Favorite Memory	What would you like to change?	Draw a picture of what you'd like to see (responses from afterschool students)	Tell us about a special event or experience that happened at Embudo Valley Library and where it took place.	Is there anything you'd like to do on the grounds of Embudo Valley Library that you can't do now?
Apple trees (see the world from the trees, build confidence climbing trees, trees make them feel happy)	More playground equipment (swings, slides, monkey bars, jungle gym, climbing things, lizard slide)	Treehouse accessible by ladder or stairs	Fiestas	Swim
Meet friends and have fun	Tree house	Slide or elevator to get down from tree house	Playing games outside	Skate park
Fiestas	Apple playhouse	Monkey bars	Library programs like STEM and summer reading	Playground
Baile Folklorico	Skate park	Mazes		
Being able to ride a bike there	Playground	Pools		
Playing outdoor games in open space	Open space to run around	Lizard slide		
	Pave road behind library	Apple house		
	Flower garden near weeping willow			

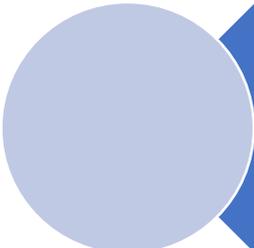
Top Requests from children were:



Playground Features

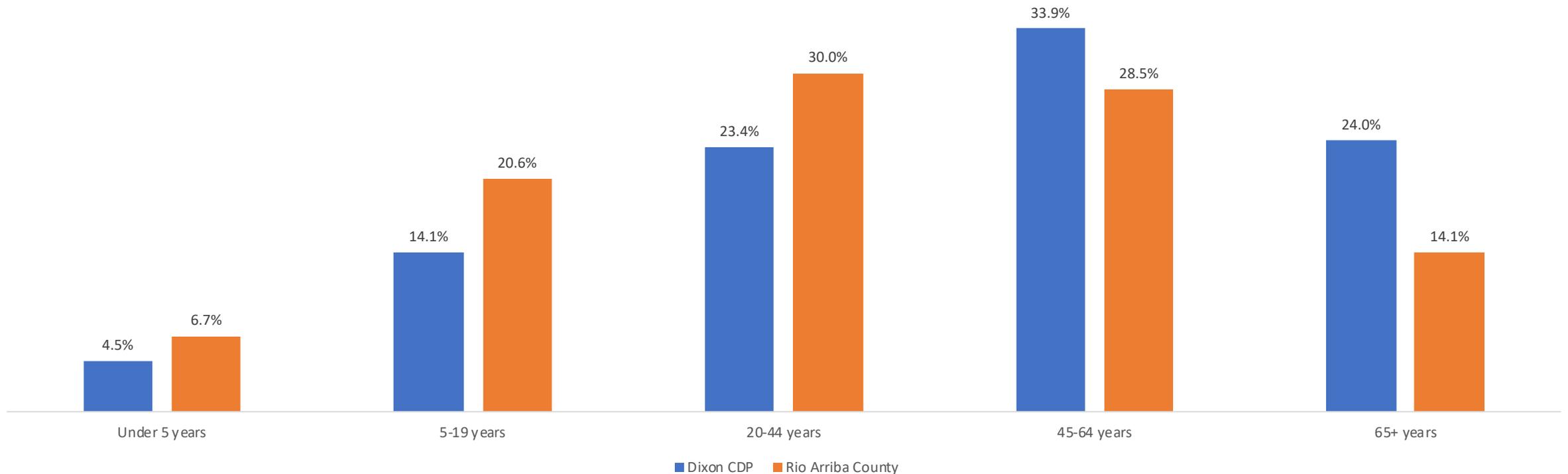


Bike and Skate Features



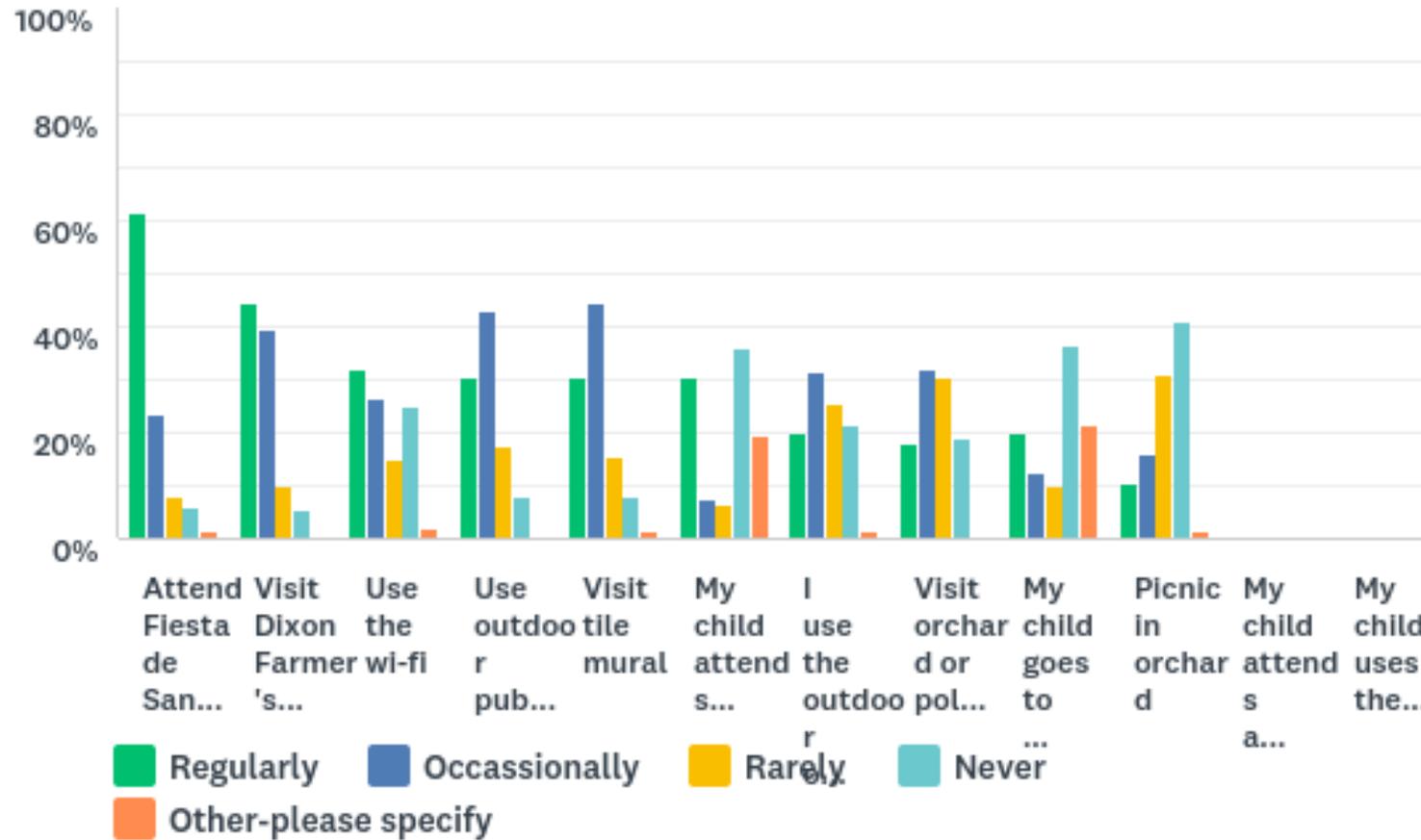
Open Space

Park Survey had 153 responses.
While 24% of the population according to 2010 census is 65 or older, 41% of park survey respondents were 65 or older. The survey results represent an older demographic in the community. Dixon is older than the rest of the county.



Age of Dixon residents compared to Rio Arriba County. Source: 2010 American Community Survey.

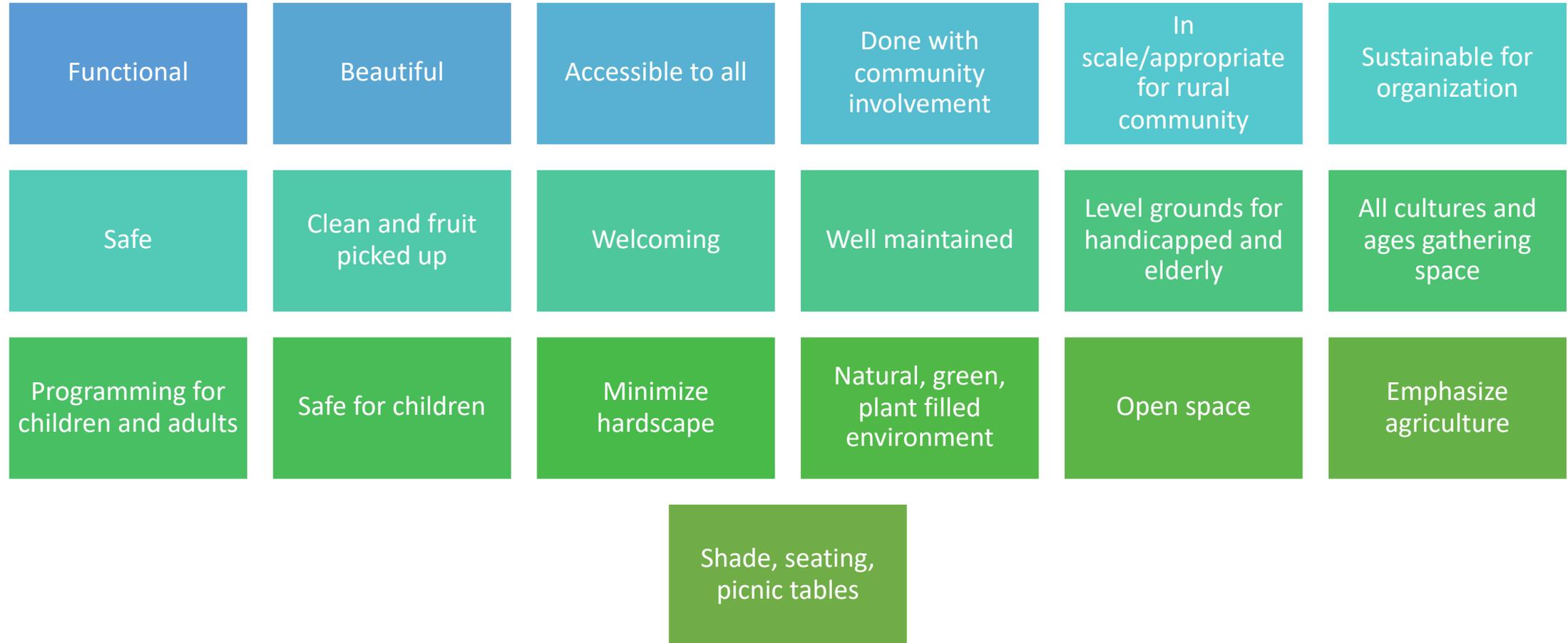
Q1 How do you use library grounds and how often?



Top three uses of Library grounds for adult survey respondents are:

1. Attend Fiesta de Santa Rosa 61.3%
2. Visit Dixon Farmer's Market 44.3 %
3. Use the wi-fi 31.8%
4. Outdoor public seating(30.4%), visit tile mural (30.4%), my child attends library programs(30.3) were next highest uses

Data analysis: What matters most to you in developing library grounds?

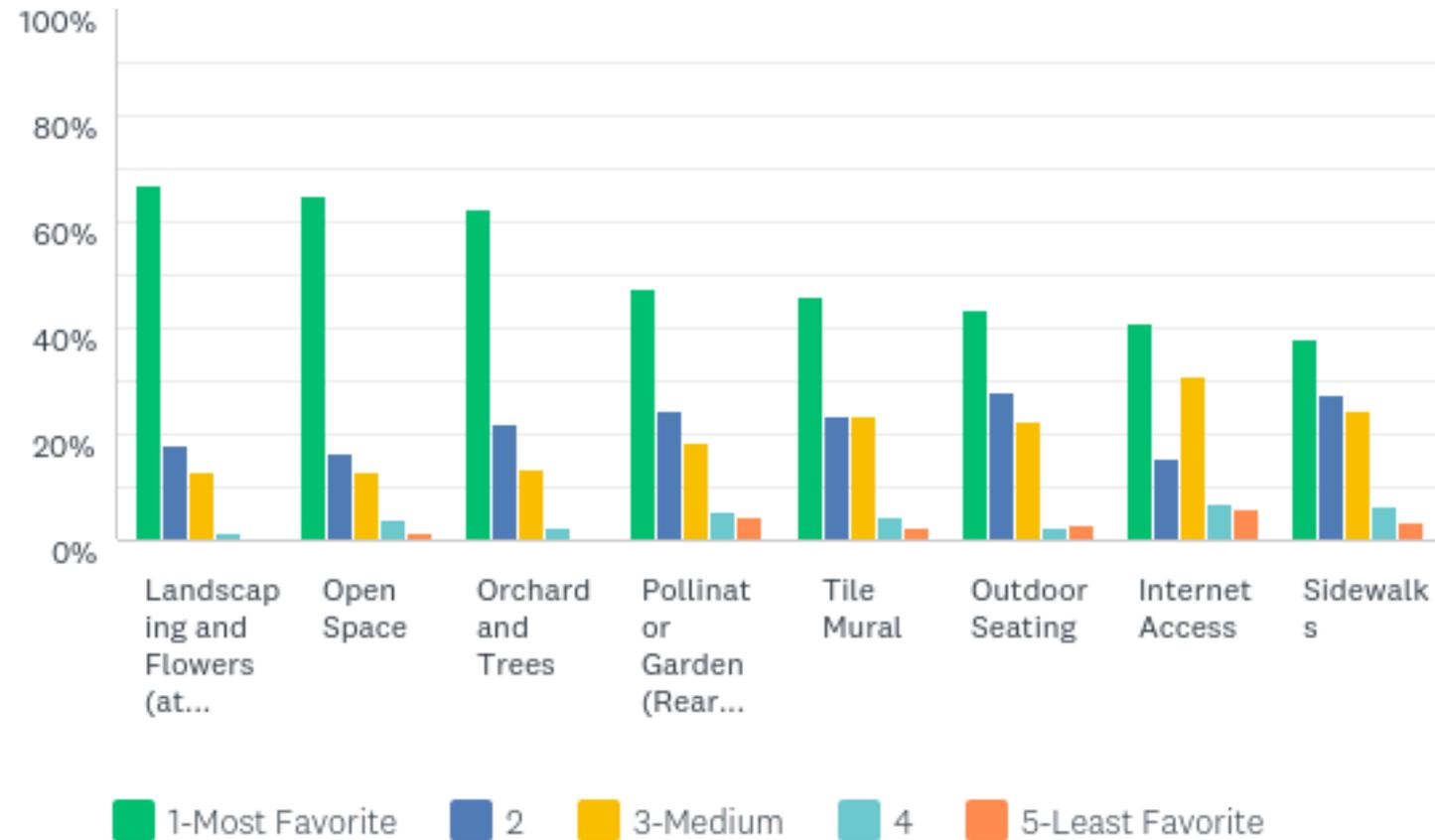


What would you like to be able to do on library grounds that you can't do now?

Themes	Coded Responses
<p>Park amenities requested by the community included shaded seating, playground features for children, level grounds, space for healthy living activities, and outdoor programming.</p>	<ul style="list-style-type: none">• Benches• Picnic areas• Shaded comfortable seating• Events like outdoor movies, music, and theater• Gazebo• Level area to dance and move around• Greenery• Playground• Skate park• Activities for teens• Place to do yoga/dance/ tai chi• Horse shoes, corn hole toss, etc.• Cooking/horno/barbeque• Gardening with native plants and pollinators• Outdoor exercise equipment.

Q4: What are your favorite parts of the library grounds? Please rank from 1 to 5, with 1 as most favorite, 5 as least favorite.

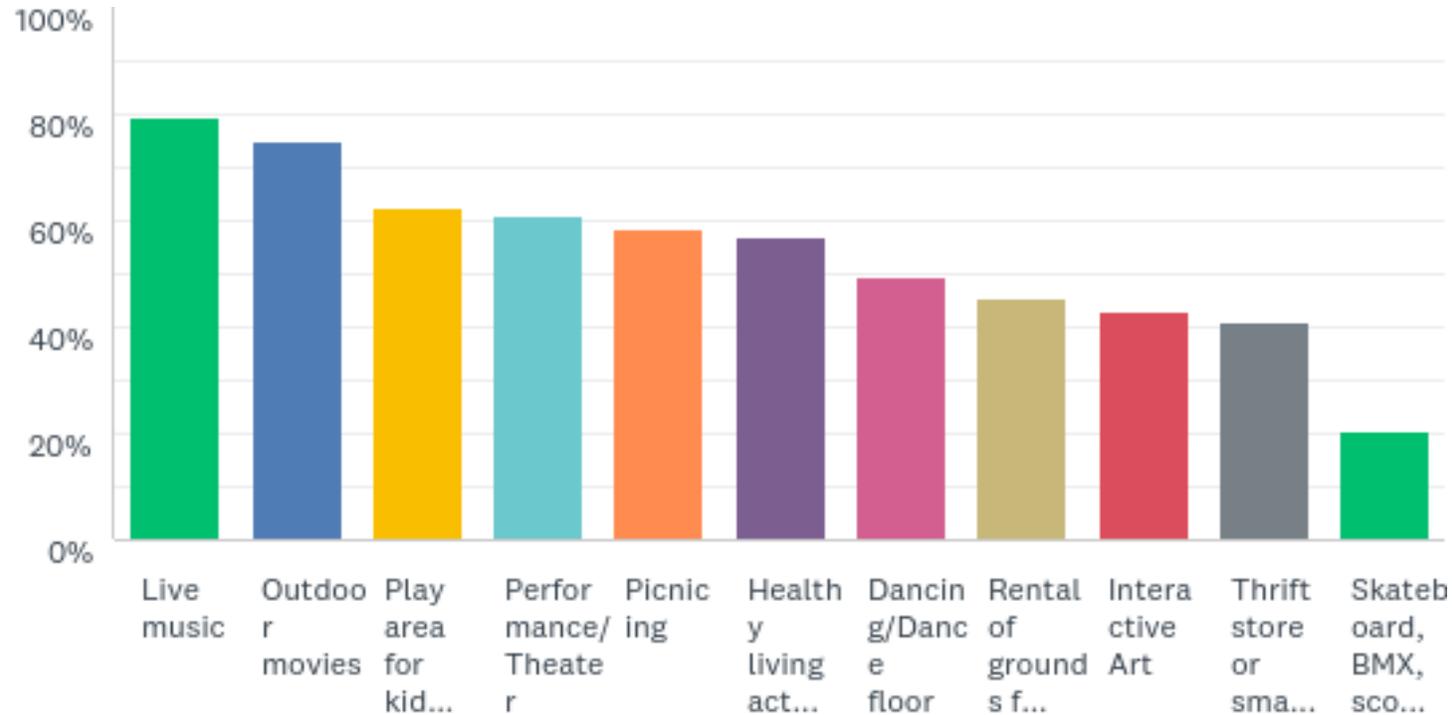
Answered: 146 Skipped: 7



- Three most favorite parts of grounds are:
1. Landscaping and flowers at entrance (67%)
 2. Open space (65%)
 3. Orchard and Trees (62%)

Q5: What programs or activities would you use or attend on library grounds?

Answered: 147 Skipped: 6



Three highest adult requests for new programs/activities are:

- 1. Live music**
- 2. Outdoor movies**
- 3. Play area for kids**

What other programming would you like to see?

Programs to bring Anglo/Hispanic community together

Acequia days/ holiday related events

Parking improvements

Outside teen activities

Tree house for kids

Cooking classes

Badminton, ping-pong

Seating, wi-fi, benches, tables

Movies in park

Interactive playground

Music, yoga, tai chi

Outdoor restroom

Make apple juice as a community event

Overall Concerns

Organizational Capacity

Overtaxing staff

Things are fine as they are

Don't see a need for a stage

Using irrigated land for permanent structures; losing water rights

Parking

Outdoor restrooms

Tent at Fiesta de Santa Rosa be closer to stage

Healthier food at Fiesta de Santa Rosa

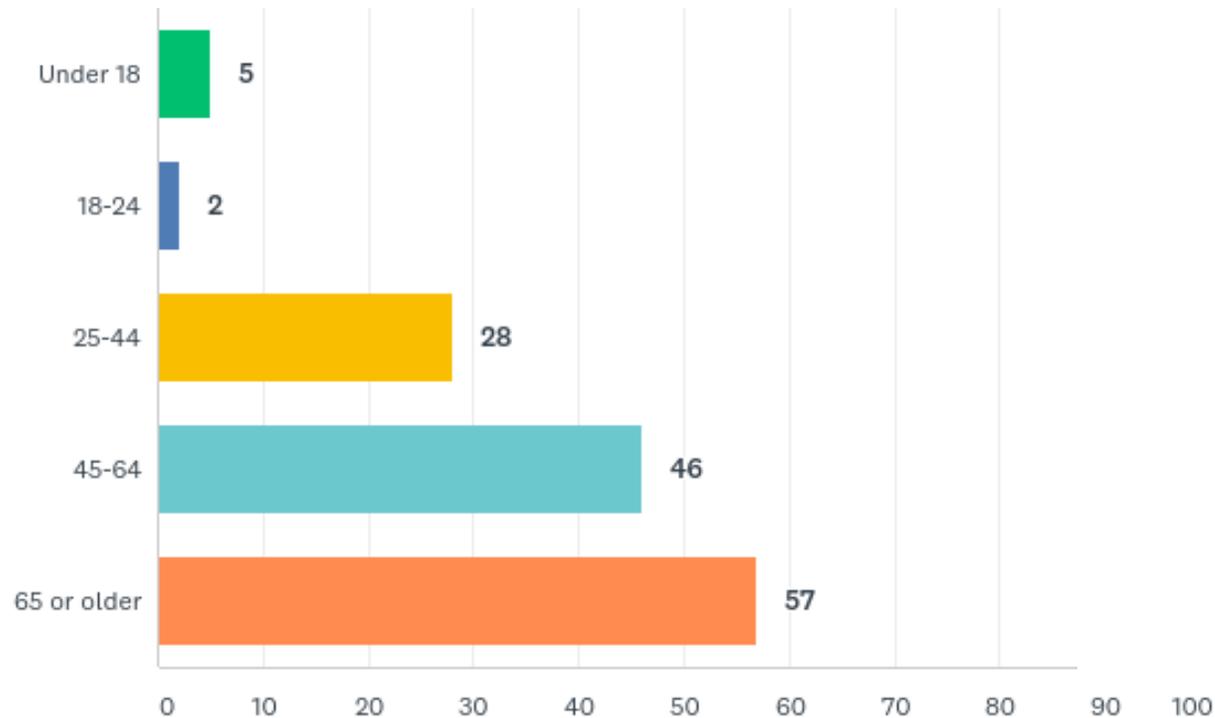
More shady seating at Fiesta de Santa Rosa

Level ground for Fiesta de Santa Rosa

Demographics of respondents

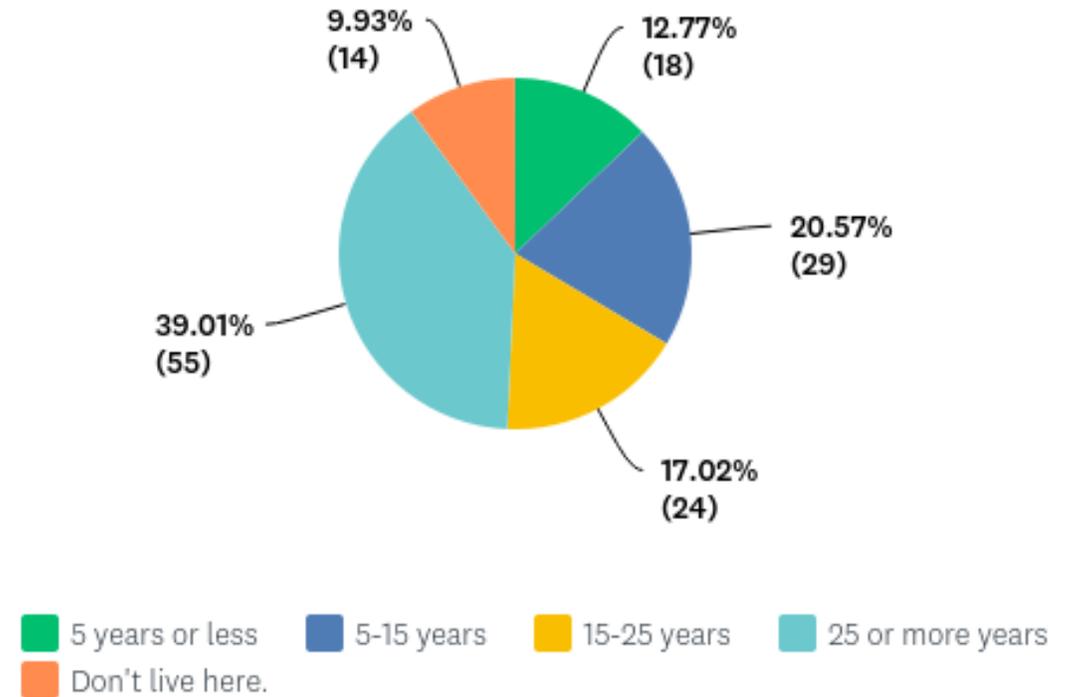
How old are you?

Answered: 138 Skipped: 15



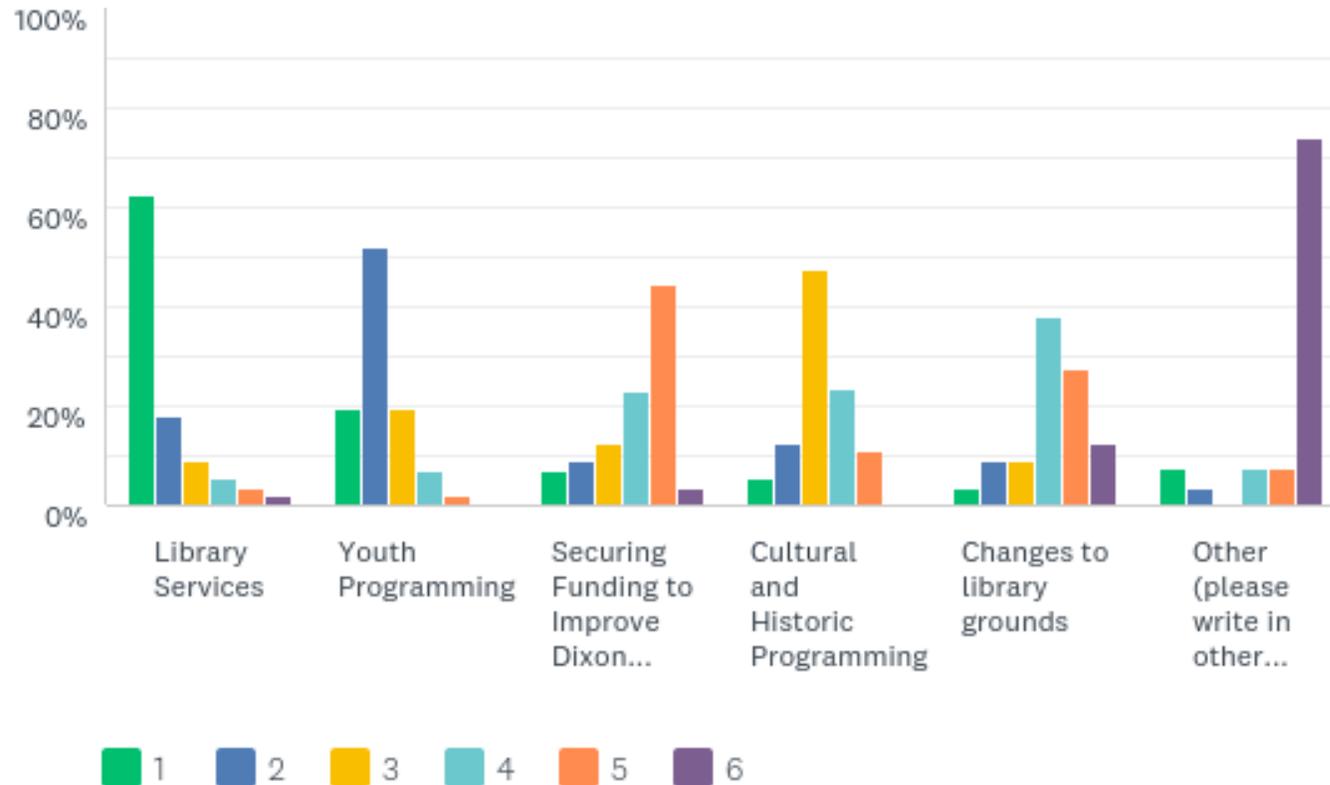
How long have you lived in Dixon/Embudo/Rinconada?

Answered: 141 Skipped: 12



Q10: Embudo Valley Library has limited staff and board time and funding. What are your priorities for how the library should use it's time and funds? Please rank the following, from #1 most important to #6, least important.

Answered: 60 Skipped: 93



Priorities to spend library resources on:

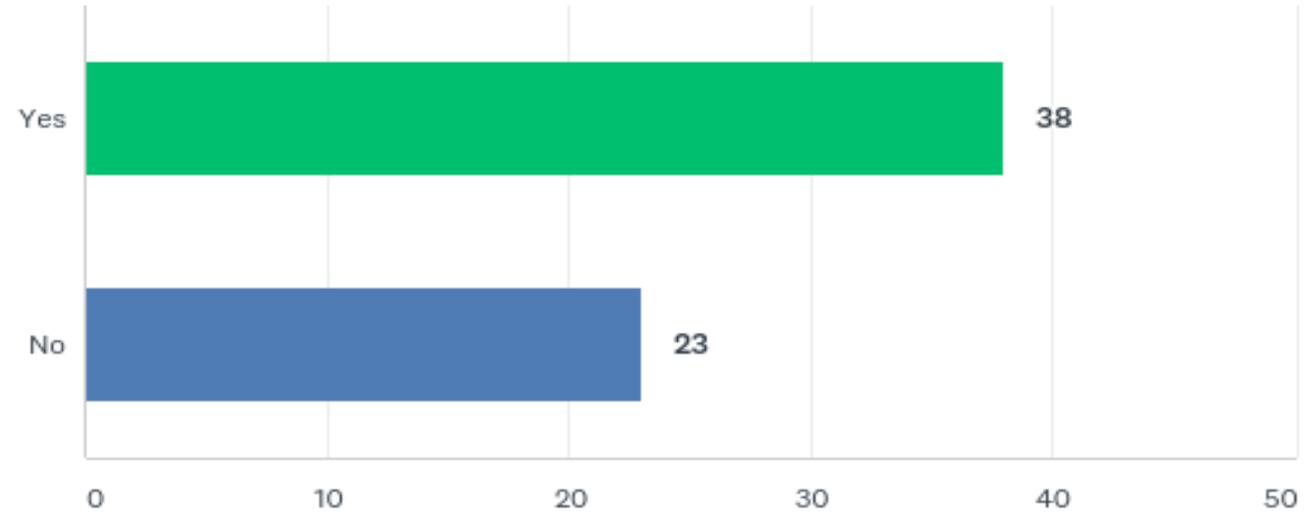
on:

1. Library services
2. Youth programming
3. Cultural and Historic programming
4. Funding for Dixon Coop
5. Changes to library grounds

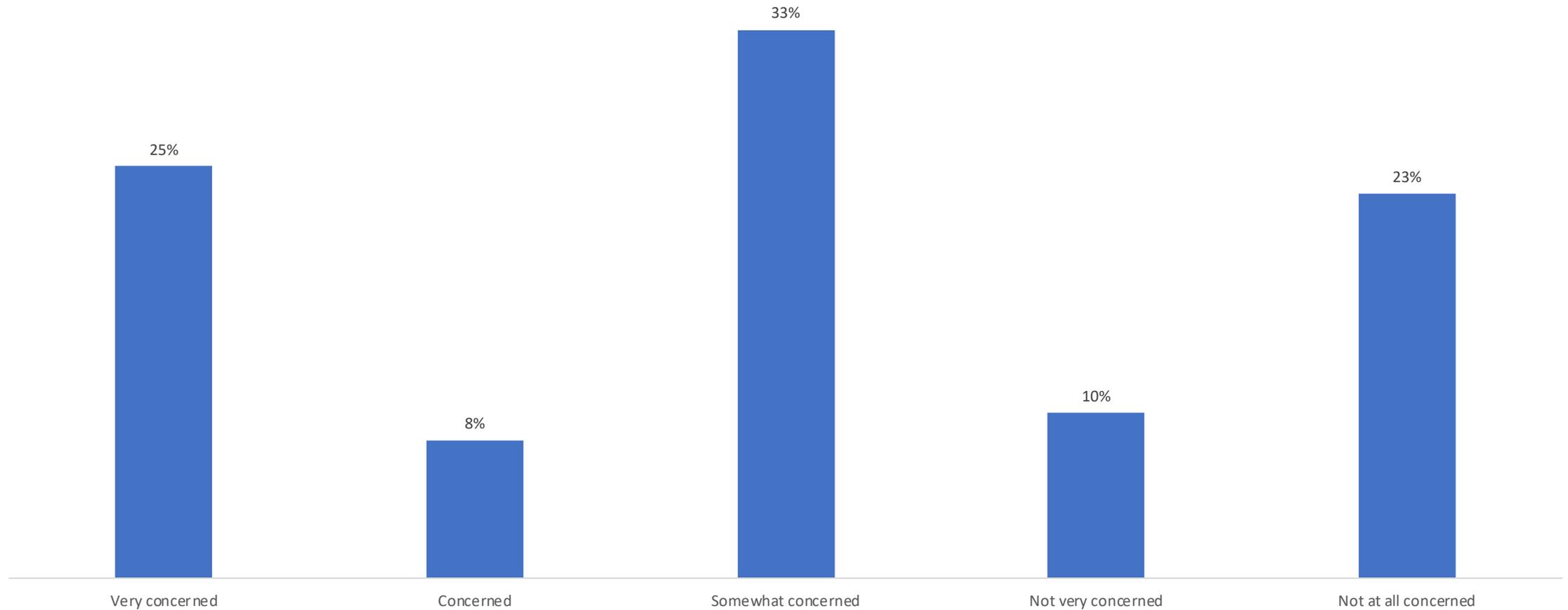
Note: This question wasn't on the paper survey.

Q11: Some of the activities mentioned previously, such as music performances or theater performances, might require a stage. Would you like to see a permanent stage constructed on library grounds?

This question wasn't on the paper survey and was added later. Only on-line respondents answered this question. 38 yes (63%) to a stage, 23 no (38%) to a stage. (Numbers don't add up to 60.)



Some of the activities asked about previously would potentially affect downtown Dixon by increasing traffic, parking, and amplified sound levels from movie soundtracks, music, and theater. How concerned are you about these affects? Please rate, 1 'very concerned' to 5 'not at all concerned.' There were 60 Responses.



There were 38 oral history interviews and survey responses to help the library understand our community history and perceptions of change.

Q1: What is special to you about library grounds?

Many community members have roots and memories on the property from their whole life, from childhood, and some for many generations. The property used to be private and house an orchard. The library grounds are a commons where people can meet and children can play and just get together and it's kind of like the town square. One person said, "It means so much to the town, it's the heart of the town." Many people commented that the landscaping is nice and well cared for, they value the orchard, green space, and community programming.

Q2: What events have happened to you on the library grounds or at the store (Dixon Coop/Lebeo's/Zellers' store) that have been memorable or meaningful?

Things that are most memorable about the property are its long connection to Zellers' and Lebeo's store and also its connection to the long tradition of the fiestas. One person said "The store has always been a good place for people to gather, talk, and socialize." The store was the identity of Dixon for a long time. The store was a place to know and to be known. One person commented "I used to visit Zeller's store every time I visited Dixon as a child. To me, Zellers/Lebeo's WAS Dixon. Lebeo always remembered our names. It was about the only time in our lives that we were handed a dollar to buy anything we wanted." The library is linked to the community's long history of Fiestas, because they happen on the property now. There are some great fiesta traditions, like the bands would charge a dime a dance; you could dance 10 dances for a dollar. A community member recounted "One band that used to come here was from Peñasco, his name was Luz. They used to play all over. But his wife used to go out and collect and she wouldn't miss anybody. She was pretty good at it, because we would try and hide from her and it wouldn't work. " Many residents have good memories of the store from childhood. One community member left the community and state for work as a young adult but would come back every year during August. He said "Coming to Dixon in August served two purposes- we were after the chile verde and we could also attend the fiesta." After he retired, he returned to the state. He said, "I came back to Dixon because my parents were still alive and I was born and raised here. I had had plenty of California. California has good money and everything, but there's too many people. All you do is stand in line."

Q3: How has the store/library/Zeller's property and the people who use it changed over the years?

There are some long-term changes between 1940's Dixon and 2019 Dixon. In the 1940s on up into the 1970s, residents used to do almost all their shopping at the local stores, as very few people had vehicles. One community member said "Residents stayed in town more in the old days. People grew more of their own food and also didn't have access to vehicles to drive to town." He recounted that people didn't drive all the way to Espanola just to go shopping. "A lot of people didn't have the vehicle to go on." He said, "We'd go to Santa Fe once or twice a year and that was it." Growing up they ate beans and potatoes, had their own milking cows, and raised pigs, and chile. In the 1940s hardly anyone worked out of town and most people at this time lived from their own little farms. The store sold things on credit to most customers. The community was nearly 100% Hispanic/mestizo, with only 1 Anglo man living in Dixon in the 1940's. His name was Hickox and he was a cowboy and horse trainer. Now, there are many more white people living in the community. One person said "Here in Dixon, it's amazing when white people showed up and multiplied. That changed Dixon dramatically." Back in the 1940s and on up into the 1970s, there were four or five gas stations, four or five stores, three dance halls, and at least three bars. Now there is just 1 store, no gas stations, and three winery/breweries. The bars and dance halls used to be part of the fiesta, whereas now the wineries and brewery aren't integrated into the festivities. There would sometimes be three different dances going at one time at the three dance halls. One resident observed that the store used to serve only locals, and that more outsiders shopped at the store now. There is a sense of loss and change between old time Dixon and what it is now, with a few residents saying the coop is expensive and things have changed too much. For the most part though, while people have fond memories of how things used to be, there is an appreciation for how the store and library work together to create a community center where people can see their neighbors. There is a general agreement that the store offers a good variety of products and that the library services and programs are appreciated. Overall, community members view the space as a busy community hub where people can see their neighbors.

Q4: What role has the store/library/Zellers' property played in the community's history?

While at one time there were a number of stores, gas stations, dance halls, and bars, Zeller's store was very important to the community. As one person said, Doc Zellers "took care of the whole community of Dixon. The people in the community would depend on that store." Most residents used to do their shopping in Dixon, so the store was very significant. Now, that has changed, but having the store grouped with the library and community center has created a town square of sorts. Numerous people identified this in different ways, as a central gathering space, resources for the community, that it is geographically central but also becoming socially and culturally central to the community, that information was and is dispersed through both the library and store, that it is "connected community space," the new plaza of Dixon, the hub of the town. One community member said "In recent times the store and library have expanded the health and well being of every person including children, here. Our community is a thriving community now...attracting beautiful people to live here, young with new children and older too. Now to just see how we can afford to pay well all who work at both places and create more work so young people can stay in town to offer their hands and hearts to the community and be paid well. "

Q5: Describe the people who use the library grounds.

Community members described library grounds as being used by the whole community, "Most of everybody," but especially families and children. People identified that the main uses of the grounds are for children and the fiesta, or connected to some kind of library program. The Fiesta de Santa Rosa and the Volunteer Fire Department Pancake Breakfast are the two main social events for the town. In the last few years it has been noticeable that fewer Hispanic people attend the pancake breakfast. But as one resident stated, "The locals will really come out for the Fiestas." While many of the newer Anglos, "You don't see them at all over here (at the Fiestas). Every year I've noticed it more and more." The town has changed in that there are many newcomers and people from out of state. Almost all respondents saw "the whole community in some way" using the library grounds. There were a number of suggestions to do more community events on the grounds, including movie nights. Another identified use was people living on the edge who need warmth and internet, hikers, and some tourists in the summer who sit at the picnic tables.

Q6:How have local people contributed to making the library grounds a better place?

Community members have contributed to the library grounds in many ways, by donating money to buy the property initially, by volunteering as board members, by volunteering to take care of the grounds, by volunteering as fiesta committee members, and by attending library events and programs. The Fiestas are a hugely important way that the community uses the property. One community member said about the fiestas and how they have changed, that, "The fiesta is basically the same. The people behind it work their tails off and brought it back. You got to give them a lot of credit. We lost the fiesta for awhile because nobody would pay attention." Another said, "To me, I think it's the community taking full advantage of the property. What's really nice is that we did relocate the fiestas. It used to happen across the arroyo from the fire station." A number of people noted that the Fiestas are our largest annual community event, and the continued involvement in the fiestas "keep people invested in the outside grounds." One community member noted that public places are very important and in short supply. They said "We're very lucky to have a public place like the library. It's proximity to the school is really fortuitous, because people can go from the school, to the library, store, and the post office, and not have to get in their cars, and I think that's crucial to a community."
