

PARKS ACTION PLAN UPDATE COMMITTEE



11-29-2017

Results of Citizen Survey

This survey was conducted during the Summer and Fall of 2017 (mid-August through October 23) to obtain feedback on the City of Wildwood's current efforts and future goals for parks and recreation.

Parks Action Plan Update Committee

RESULTS OF CITIZEN SURVEY

INTENT OF SURVEY

A 12-question survey was distributed to Wildwood residents to ascertain their current and past use habits at the City's parks, trails, and events. It also sought feedback on what additions are desired in these three (3) areas. The final purpose of the survey was to ascertain how these improvements would be funded.

DISTRIBUTION OF SURVEY

The survey was included in the City's printed newsletter, *The Gazette*, which is mailed to all households in the City (approximately 14,000). Of the nearly 14,000 households receiving a survey, twenty-nine (29) provided a response. This response rate accounts for 0.21% of households. The City's Master Plan currently estimates the City's population at 36,765 residents. Therefore, this response accounts for the opinion of 0.08% of residents.

The survey was also available on the City's website and could be completed digitally. A total of four hundred fifteen (415) digital responses were received. There is no scientific way to guarantee a user did not complete the survey in both paper and digital form; however, all surveys were evaluated and no identical answers were submitted. IP addresses were also reviewed to ensure the results were not skewed by a single individual. This review found twenty-three (23) IP addresses were repeated, however, none of the responses were the same, and none were repeated more than three (3) times. Most repeated IP addresses were only used two (2) times. The assumption would be that multiple people in the same household completed the survey, accounting for the same IP address and a difference in opinion. This response rate accounts for 2.9% of households and 1.1% of total residents.

In an effort to gather the largest response rate, the City used the following marketing/publication measures:

- Printed survey in *The Gazette*, sent by direct mailer to all households;
- Notification of survey and request for responses, with a link to the online survey, was posted each week for several months in the City's Weekly E-Newsletter, which is distributed to over 1,500 recipients; and
- A social media campaign on the City's Facebook (over 4,000 followers), Twitter (over 1,400 followers), and Instagram (over 500 followers) pages to promote the survey and encourage responses.

The total number of completed responses received was four hundred forty-four (444). This accounts for 3.2% of all households, or 1.2% of all residents. It should be noted that a high percentage of the surveys appear to have been completed by a contingent from a mountain biking group, which, due to the low number of overall responses, appears to have impacted the results. Additionally, while the response rate is not what was hoped for when undertaken and impacts the overall confidence level and margin of error on the survey, it does provide the Committee with some insight on the information the survey requested.

Based upon 14,000 households, this response rate provides a 95% confidence level¹ and a margin of error² between four (4) and five (5) percent. These levels are acceptable in calculating the survey responses; however, a higher return would have provided a greater confidence level and less error.

SURVEY QUESTIONS & RESPONSES

Each of the twelve (12) survey questions, followed by the responses, are listed in table and chart form below. Each table identifies the responses that were received, the quantity of respondents with the same answer, and the percentage of overall respondents who made the same selection. The responses have been arranged with the most popular answer at the top of each table. Each chart shows the percentage of answers; however, in an effort to make them more usable, any answer that was only provided by a single individual is not reflected in the chart. An analysis has also been provided for each set of answers.

QUESTION #1

The first survey question was intended to assess current use patterns within existing parks and upon trails.

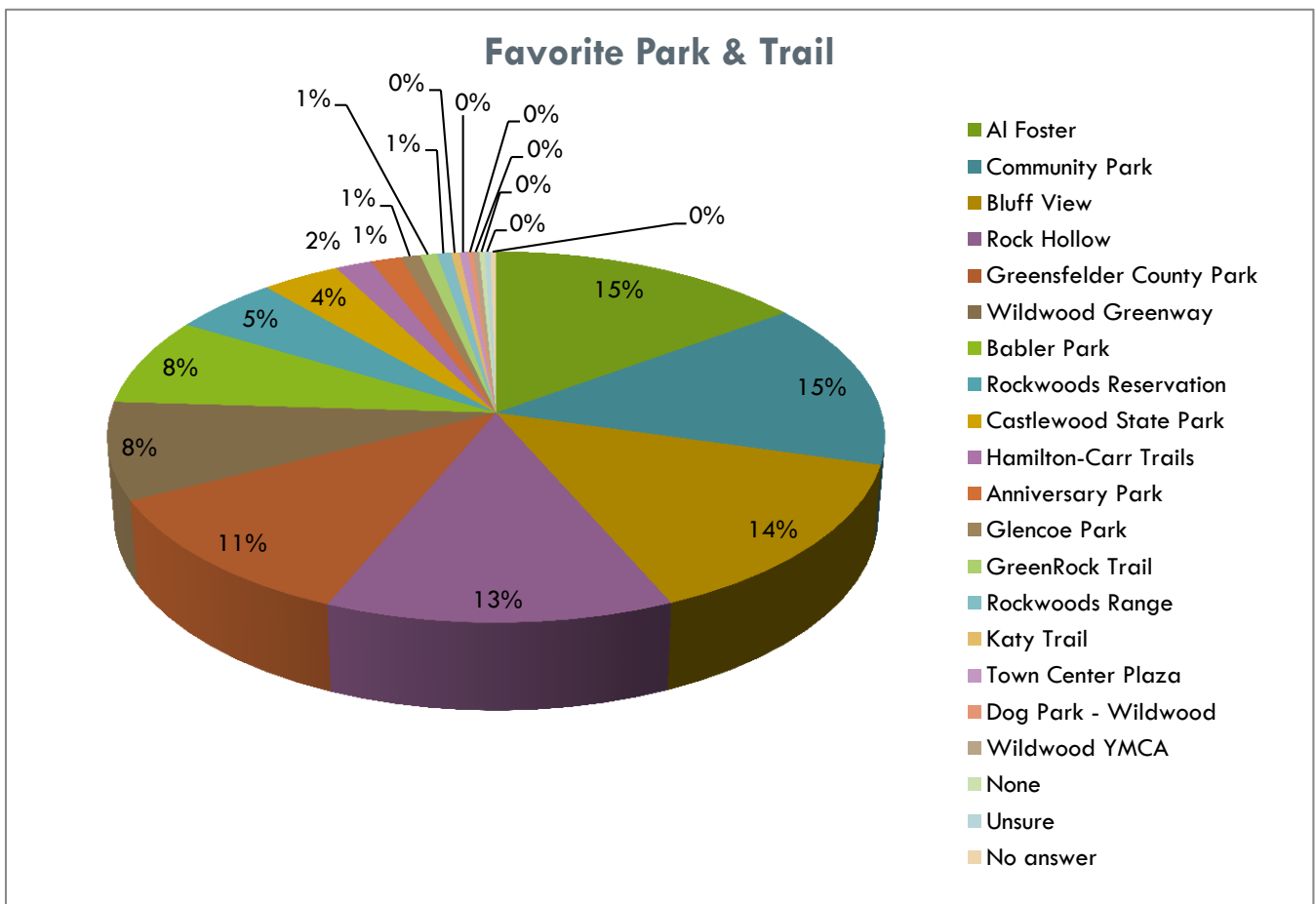
1. Within the City of Wildwood, there are many options for park use and trail activities. Both State, County, and Wildwood parks and trails are available for residents of this community. What is your favorite park facility and trail corridor (it can be a State, County, or Wildwood facility)?

Question #1 Responses in Table Format:

Question #1 Responses	Qty	%
Al Foster	113	14.71%
Community Park	110	14.32%
Bluff View	106	13.80%
Rock Hollow	97	12.63%
Greensfelder County Park	85	11.07%
Wildwood Greenway	64	8.33%
Babler Park	58	7.55%
Rockwoods Reservation	38	4.95%
Castlewood State Park	28	3.65%
Hamilton-Carr Trails	13	1.69%
Anniversary Park	11	1.43%
Glencoe Park	7	0.91%
GreenRock Trail	6	0.78%
Rockwoods Range	5	0.65%
Katy Trail	3	0.39%
Town Center Plaza	3	0.39%
Dog Park - Wildwood	2	0.26%
Wildwood YMCA	2	0.26%

None	2	0.26%
Unsure	2	0.26%
No answer	2	0.26%
Bluebird Park (Ellisville)	1	0.13%
Chesterfield Park	1	0.13%
Chubb Trail	1	0.13%
Creve Coeur Park	1	0.13%
Faust Park	1	0.13%
Forest Park	1	0.13%
Happy Hounds Dog Park	1	0.13%
Longview Park	1	0.13%
North Point (Ballwin)	1	0.13%
Queeny Park	1	0.13%
Penrose Park Velodrome	1	0.13%
Totals	0	0.00%

Question #1 Responses in Chart Format:



The top four (4) responses to this question are all City of Wildwood facilities. Al Foster, Bluff View, and Rock Hollow are listed as the most popular trails, while Community Park ranked as the favorite park facility. Bluff

View and Rock Hollow Trails, and the single-track trail that connects them, are popular places for mountain bikers and hikers. The Bluff View Trail is one of the few in the area that allows equestrian use, increasing its appeal to a variety of users.

QUESTION #2

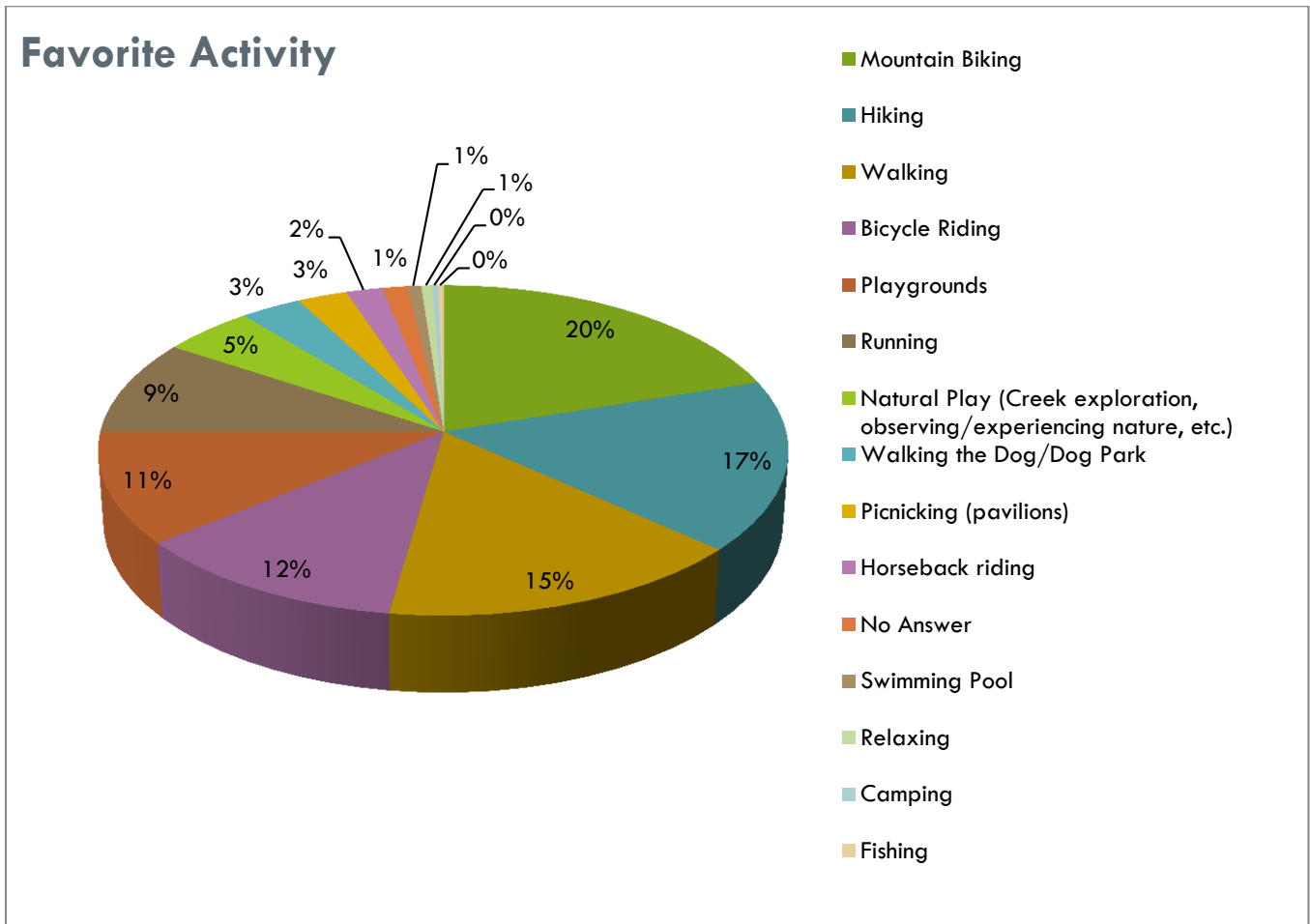
The second survey question queried respondents on their favorite activities within the parks and trails identified in Question #1.

2. What is your favorite activity to enjoy when at these facilities or trail corridors?

Question #2 Responses in Table Format:

Activity	Responses	% of Responses
Mountain Biking	137	19.77%
Hiking	115	16.59%
Walking	107	15.44%
Bicycle Riding	81	11.69%
Playgrounds	75	10.82%
Running	64	9.24%
Natural Play (Creek exploration, observing/experiencing nature, etc.)	33	4.76%
Walking the Dog/Dog Park	22	3.17%
Picnicking (pavilions)	18	2.60%
Horseback riding	13	1.88%
No Answer	9	1.30%
Swimming Pool	5	0.72%
Relaxing	4	0.58%
Camping	2	0.29%
Fishing	2	0.29%
Community Events	1	0.14%
Community Garden (at YMCA)	1	0.14%
Fly kites	1	0.14%
Mushroom Hunting	1	0.14%
Photography	1	0.14%
Total	692	99.86%

Question #2 Responses in Chart Format:



It is apparent from the responses that approximately twenty percent (20%) of respondents noted mountain biking as one of their favorite activities. This sport is definitely popular in Wildwood and a favorite activity of a fair amount of residents and visitors, but this number may be slightly elevated due to the volume of survey responses from that interest group. It is reaffirming the top six (6) responses include walking, running, hiking, and some type of bicycle riding, since much of the City’s focus has been on trail development and linkages.

QUESTION #3

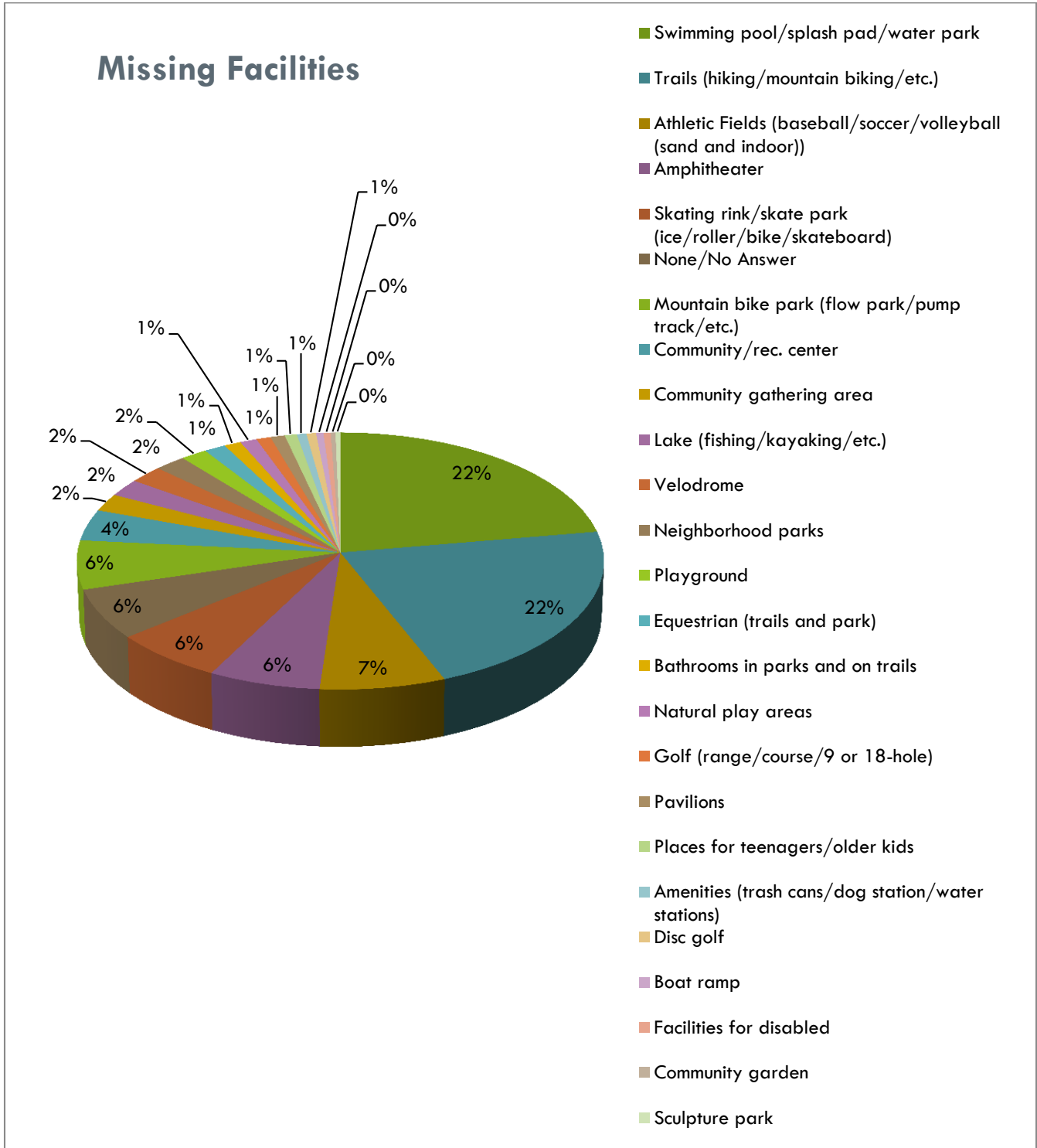
The third survey question polls respondents on what type of facilities they would like added by the City.

3. Acknowledging the number of parks and trail corridors located within the City of Wildwood, what facilities or play venues are missing that you would support additional funding towards in the next ten (10) years?

Question #3 Responses in Table Format:

Activity	Responses	% of Responses
Swimming pool/splash pad/water park	142	22.05%
Trails (hiking/mountain biking/etc.)	137	21.27%
Athletic Fields (baseball/soccer/volleyball (sand and indoor))	46	7.14%
Amphitheater	41	6.37%
Skating rink/skate park (ice/roller/bike/skateboard)	41	6.37%
None/No Answer	40	6.21%
Mountain bike park (flow park/pump track/etc.)	39	6.06%
Community/rec. center	25	3.88%
Community gathering area	14	2.17%
Lake (fishing/kayaking/etc.)	14	2.17%
Velodrome	14	2.17%
Neighborhood parks	13	2.02%
Playground	11	1.71%
Equestrian (trails and park)	9	1.40%
Bathrooms in parks and on trails	7	1.09%
Natural play areas	7	1.09%
Golf (range/course/9 or 18-hole)	6	0.93%
Pavilions	6	0.93%
Places for teenagers/older kids	5	0.78%
Amenities (trash cans/dog station/water stations)	4	0.62%
Disc golf	4	0.62%
Boat ramp	3	0.47%
Facilities for disabled	3	0.47%
Community garden	2	0.31%
Sculpture park	2	0.31%
ATV trails	1	0.16%
Benches	1	0.16%
Camping	1	0.16%
Dog park	1	0.16%
Fitness equipment on trails	1	0.16%
In-ground bounce bubbles	1	0.16%
Long roller slide (Japan)	1	0.16%
Public beach	1	0.16%
Tree drop-off/mulch facility	1	0.16%
Total	644	100.00%

Question #3 Responses in Chart Format:



These results show twenty-two percent (22%) of respondents are interested in some type of municipal swimming pool, water park, or sprayground. Additionally, another twenty-two percent (22%) would like to see additional trails built and added to the current network. Respondents mentioned the importance of

providing key connections within the system to close gaps and connect regional parks and trail systems. These two (2) responses were by far the most requested 'missing' facility in the survey.

QUESTION #4

The fourth survey question queried respondents on the type of facility, whether passive or active, they would like the City to invest in relative to the future.

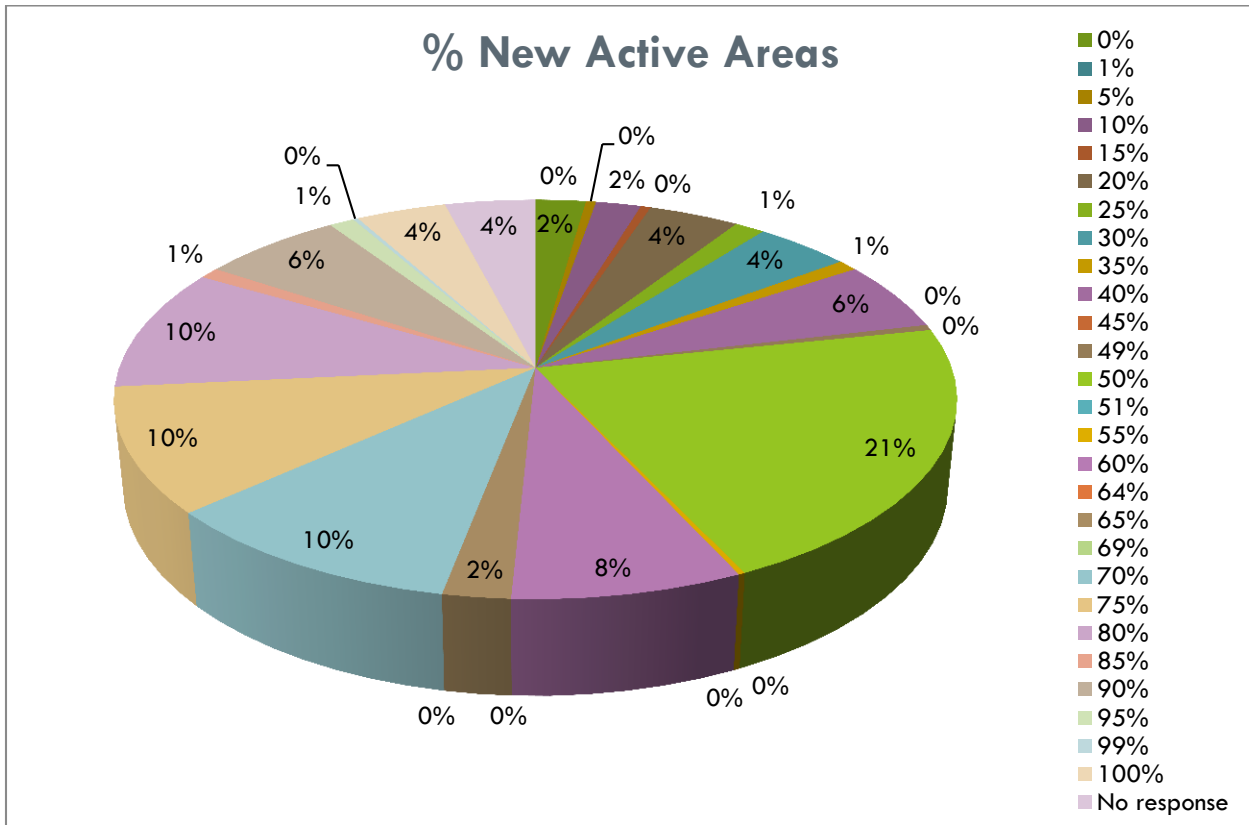
4. As the City considers strategic purchases of property for specific needs, both active and passive uses of them are being considered. What percentage of any new parkland areas should be active or passive (assuming a total of one hundred (100) percent)? a. % Active (athletic fields, courts, playgrounds, multiple-use trails, skate parks, band shells, and horse arenas) b. Passive (picnic areas, pavilions, gardens, and open grass and native/wild flower plantings)

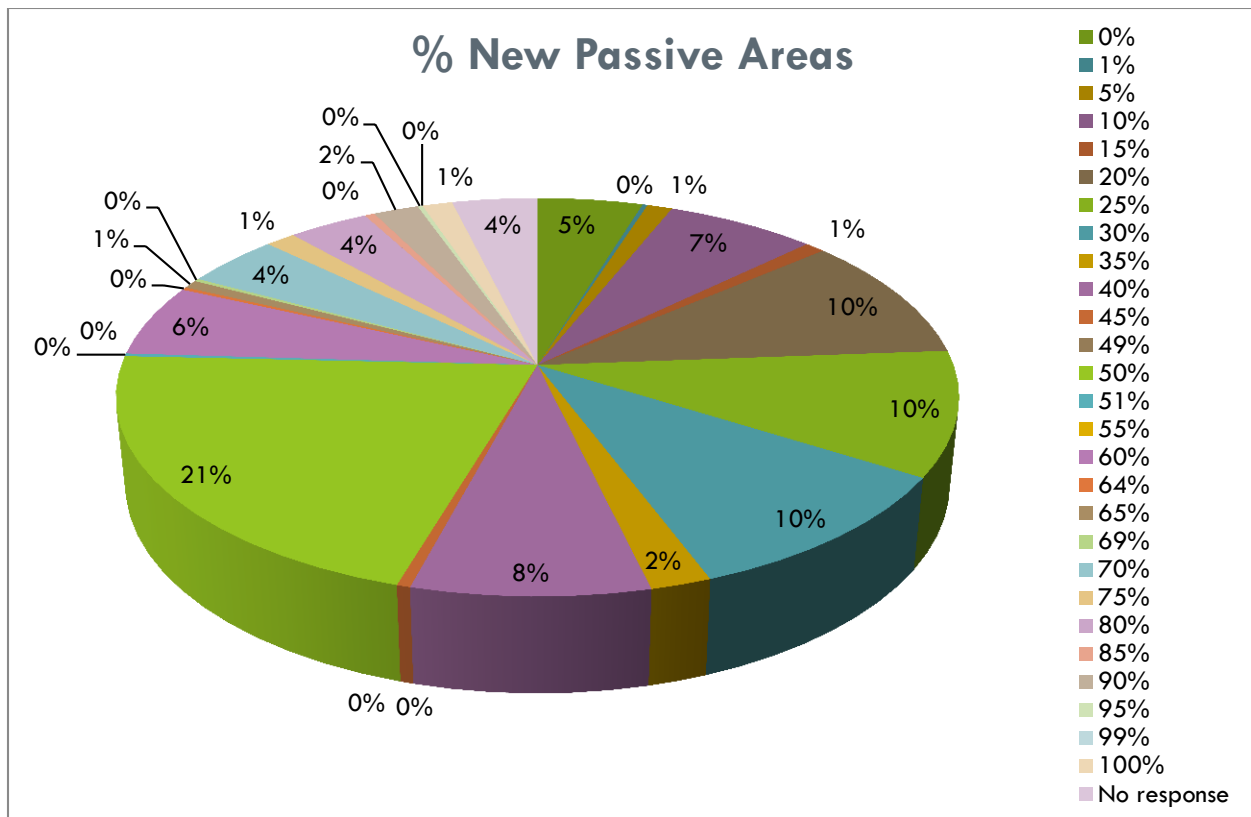
Question #4 Responses in Table Format:

Question # 4 Response	Active Qty	Active %	Passive Qty	Passive %
0%	10	2.25%	21	4.72%
1%	0	0.00%	1	0.22%
5%	2	0.45%	5	1.12%
10%	9	2.02%	30	6.74%
15%	2	0.45%	4	0.90%
20%	18	4.04%	45	10.11%
25%	6	1.35%	45	10.11%
30%	19	4.27%	46	10.34%
35%	4	0.90%	9	2.02%
40%	25	5.62%	35	7.87%
45%	0	0.00%	2	0.45%
49%	2	0.45%	0	0.00%
50%	94	21.12%	94	21.12%
51%	0	0.00%	1	0.22%
55%	1	0.22%	0	0.00%
60%	34	7.64%	26	5.84%
64%	0	0.00%	1	0.22%
65%	10	2.25%	3	0.67%
69%	0	0.00%	1	0.22%
70%	46	10.34%	19	4.27%
75%	45	10.11%	6	1.35%
80%	44	9.89%	16	3.60%
85%	4	0.90%	2	0.45%

90%	28	6.29%	9	2.02%
95%	5	1.12%	1	0.22%
99%	1	0.22%	0	0.00%
100%	18	4.04%	6	1.35%
No response	18	4.04%	17	3.82%
Totals	445	100.00%	445	100.00%

Question #4 Responses in Chart Format:





The largest response was a 50/50 split of monies to be spent on both active and passive areas, with over twenty percent (20%) of respondents noting the budget should be spent equally on both types of facilities.

QUESTION #5

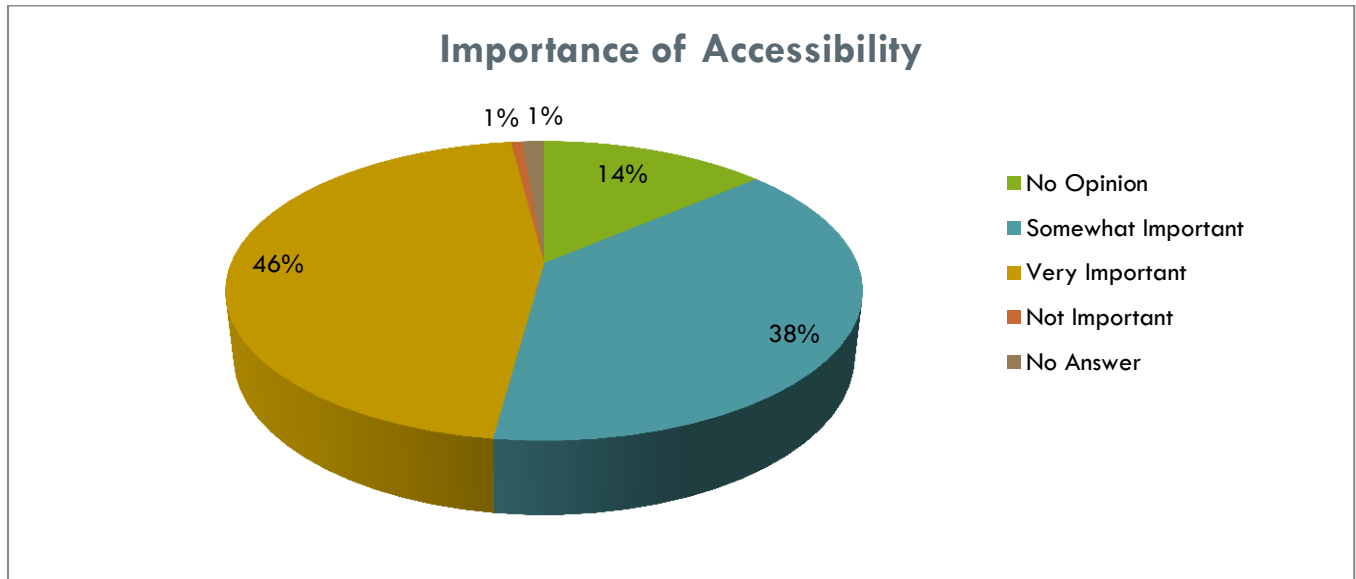
The fifth survey question queried respondents on their desire to see playground amenities that can be used by individuals of all abilities.

5. How important is it for the city to develop the amenities of an all-inclusive environment in all of our playgrounds, such as the one in Community Park?

Question #5 Responses in Table Format:

Question #5 Responses	Qty	%
No Opinion	61	13.71%
Somewhat Important	171	38.43%
Very Important	204	45.84%
Not Important	3	0.67%
No Answer	6	1.35%
Totals	445	100.00%

Question #5 Responses in Chart Format:



These results show nearly half of all respondents believe having City facilities accessible to people of all abilities is very important. With fifteen percent (15%) of the population having some type of special need, the support of inclusion is essential to making sure all of Wildwood’s residents have access to its facilities.

QUESTION #6

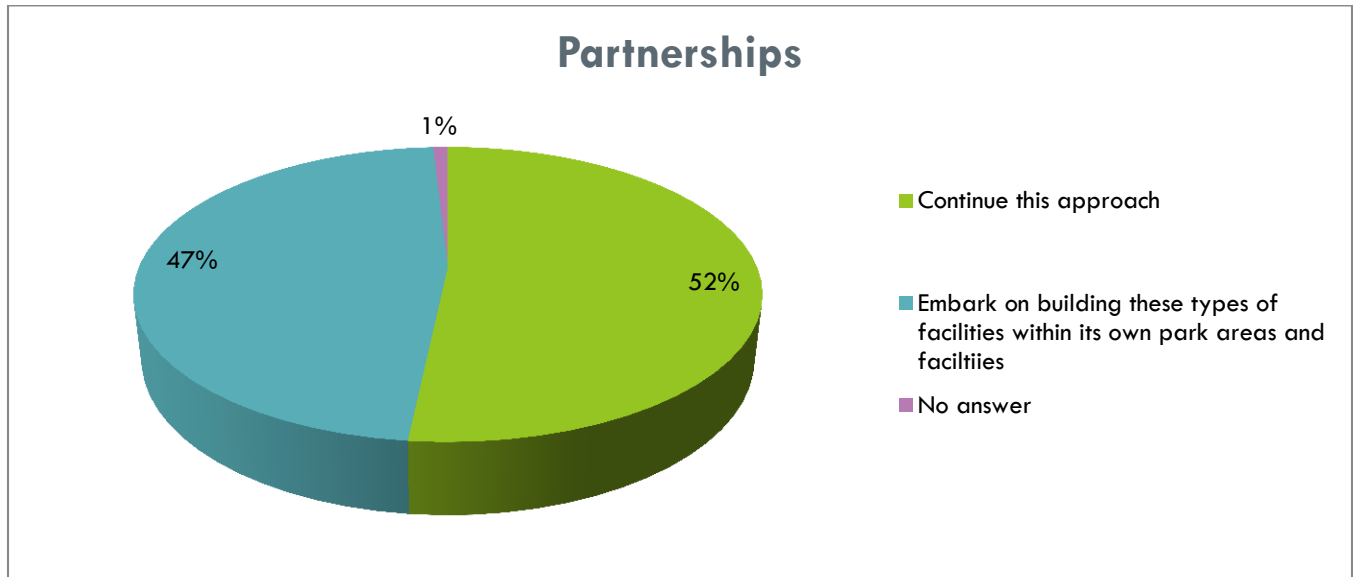
The sixth survey question sought respondents’ opinions on partnering with organizations and neighboring communities or building its own facilities to serve all needs.

6. The City of Wildwood has always capitalized on partnering with other providers of parks and recreational opportunities in meeting residents' needs. The Summer Swimming Pool Pass Program with the Cities of Ballwin and Ellisville is an example. Should the City of Wildwood:

Question #6 Responses in Table Format:

Question #6 Responses	Qty	%
Continue this approach	230	51.69%
Embark on building these types of facilities within its own park areas and facilities	211	47.42%
No answer	4	0.90%
Totals	445	100.00%

Question #6 Responses in Chart Format:



These results will pose a challenge for the Committee to determine an approach within the revised Action Plan, since the results were so close between those that believe partnerships should be continued and those that believe the City should build its own facilities.

QUESTION #7

The seventh survey question queried respondents on what type of facilities they believe are missing from the City’s current parks.

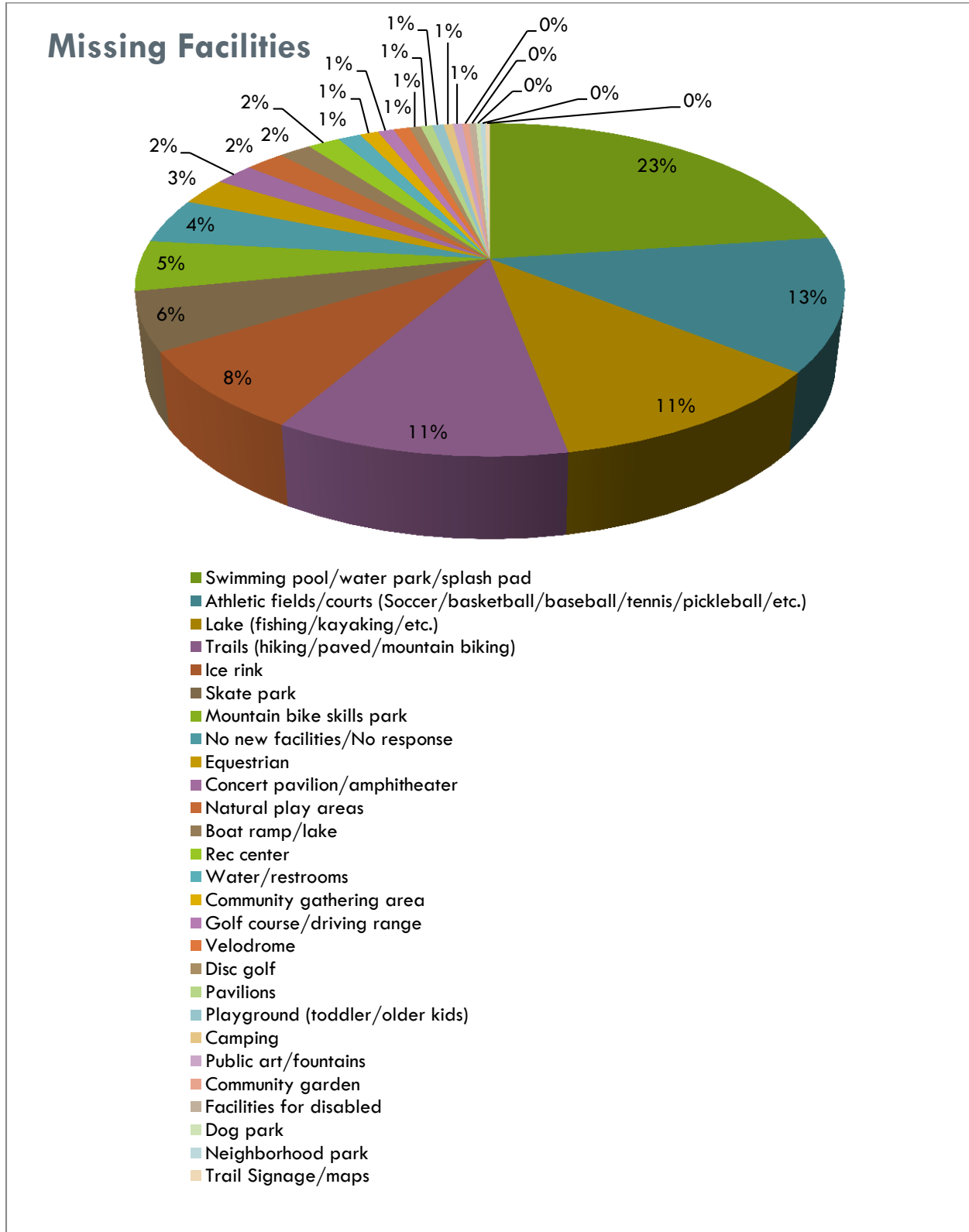
7. What should future Wildwood park facilities include that is currently missing within them (athletic fields, equestrian facilities and trails, boat ramps, fishing lakes, skate parks, tennis and other hard court areas, ice rinks, outdoor swimming pools, etc.)?

Question #7 Responses in Table Format:

Facility	Responses	% of Responses
Swimming pool/water park/splash pad	182	22.69%
Athletic fields/courts (Soccer/basketball/baseball/tennis/pickleball/etc.)	103	12.84%
Lake (fishing/kayaking/etc.)	90	11.22%
Trails (hiking/paved/mountain biking)	90	11.22%
Ice rink	63	7.86%
Skate park	45	5.61%
Mountain bike skills park	39	4.86%
No new facilities/No response	35	4.36%
Equestrian	21	2.62%

Concert pavilion/amphitheater	17	2.12%
Natural play areas	17	2.12%
Boat ramp/lake	14	1.75%
Rec center	14	1.75%
Water/restrooms	10	1.25%
Community gathering area	8	1.00%
Golf course/driving range	7	0.87%
Velodrome	7	0.87%
Disc golf	5	0.62%
Pavilions	5	0.62%
Playground (toddler/older kids)	5	0.62%
Camping	4	0.50%
Public art/fountains	4	0.50%
Community garden	3	0.37%
Facilities for disabled	3	0.37%
Dog park	2	0.25%
Neighborhood park	2	0.25%
Trail Signage/maps	2	0.25%
American Ninja Warrior Course	1	0.12%
Archery	1	0.12%
ATV trails	1	0.12%
Outdoor movie theater	1	0.12%
Performing arts center	1	0.12%
Total	802	100.00%

Question #7 Responses in Chart Format:



This question is very similar to Question #3. Each of these questions were asked in a slightly different manner, and reflective of this approach, with the responses varying slightly. These responses do, however, again provide insight to the desire for some type of swimming facility, with twenty-three percent (23%) noting this as a missing amenity. Trails did not rank quite as high in this response, while athletic fields and a lake both had significantly more responses with the question worded this way, versus its format in Question #3.

QUESTION #8

The eighth survey question sought information in how respondents would budget City funds to pay for park and recreation facilities.

8. If it were up to you, and assuming each cost were the same, how would you spend \$100.00 among each of the following park and recreation facilities in the City of Wildwood?

- a. Acquisition of additional properties for parkland, trail, and open space purposes;**
- b. Development of active indoor recreational facilities;**
- c. Development of parks and outdoor recreational facilities and fields;**
- d. Implementation on new programming utilizing existing and nearby facilities;**
- e. \$100.00 total**

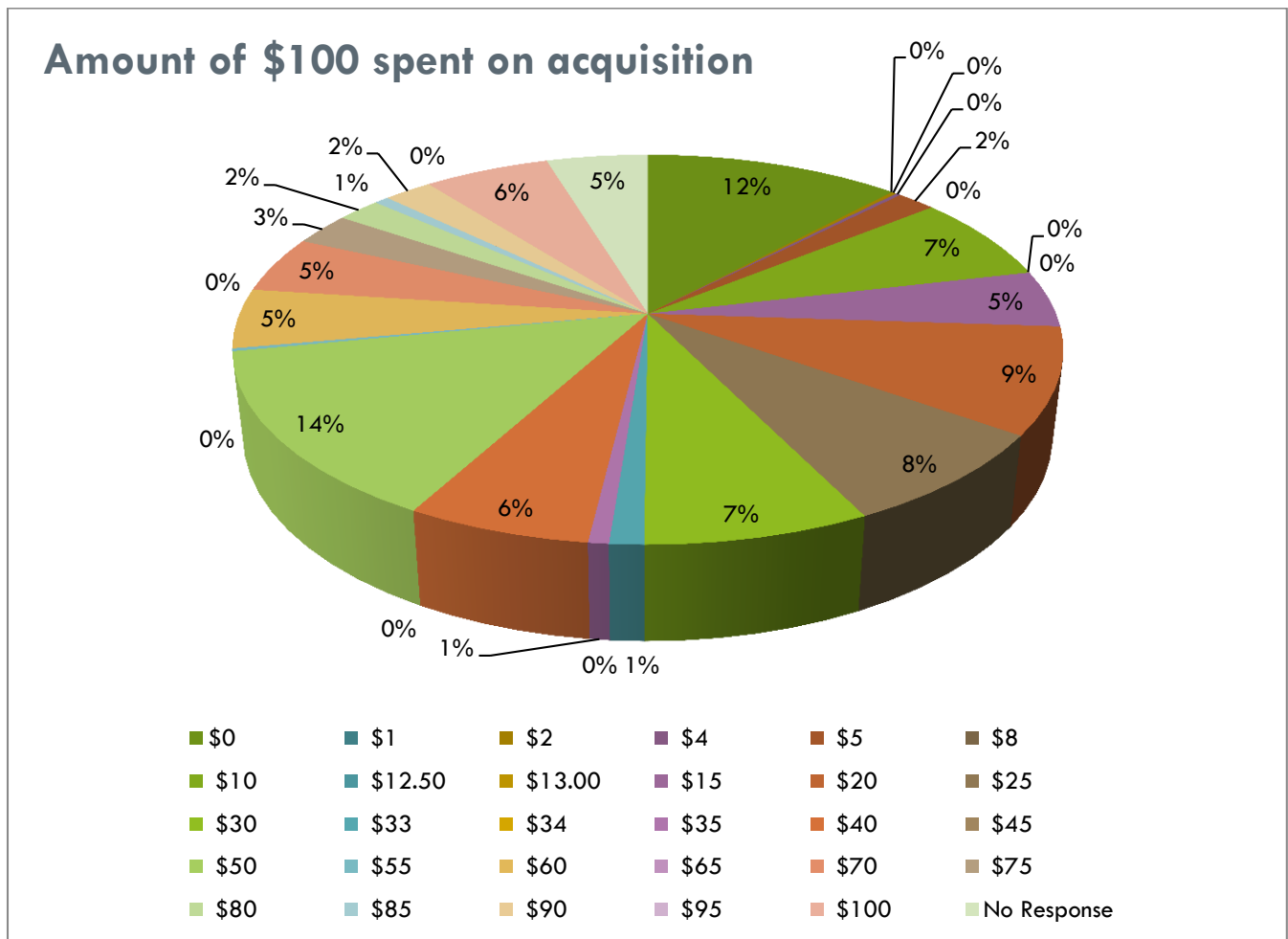
Question #8 Responses in Table Format:

Question #8 Responses (in dollars)	a. Acquisition Qty.	a. Acquisition %	b. Indoor	b. Indoor %	c. Outdoor	c. Outdoor %	d. Programing	d. Programing %
\$0	53	11.91%	148	33.26%	56	12.58%	118	26.52%
\$1	0	0.00%	0	0.00%	0	0.00%	1	0.22%
\$2	1	0.22%	1	0.22%	0	0.00%	0	0.00%
\$4	1	0.22%	1	0.22%	0	0.00%	0	0.00%
\$5	8	1.80%	18	4.04%	14	3.15%	26	5.84%
\$8	0	0.00%	0	0.00%	0	0.00%	1	0.22%
\$10	32	7.19%	62	13.93%	36	8.09%	101	22.70%
\$12.50	0	0.00%	1	0.22%	1	0.22%	0	0.00%
\$13	0	0.00%	0	0.00%	0	0.00%	1	0.22%
\$15	21	4.72%	12	2.70%	12	2.70%	16	3.60%
\$20	39	8.76%	53	11.91%	56	12.58%	57	12.81%
\$25	35	7.87%	32	7.19%	52	11.69%	50	11.24%
\$30	33	7.42%	36	8.09%	46	10.34%	11	2.47%
\$33	5	1.12%	2	0.45%	4	0.90%	1	0.22%
\$34	0	0.00%	1	0.22%	1	0.22%	1	0.22%
\$35	3	0.67%	3	0.67%	5	1.12%	3	0.67%
\$40	27	6.07%	22	4.94%	48	10.79%	8	1.80%

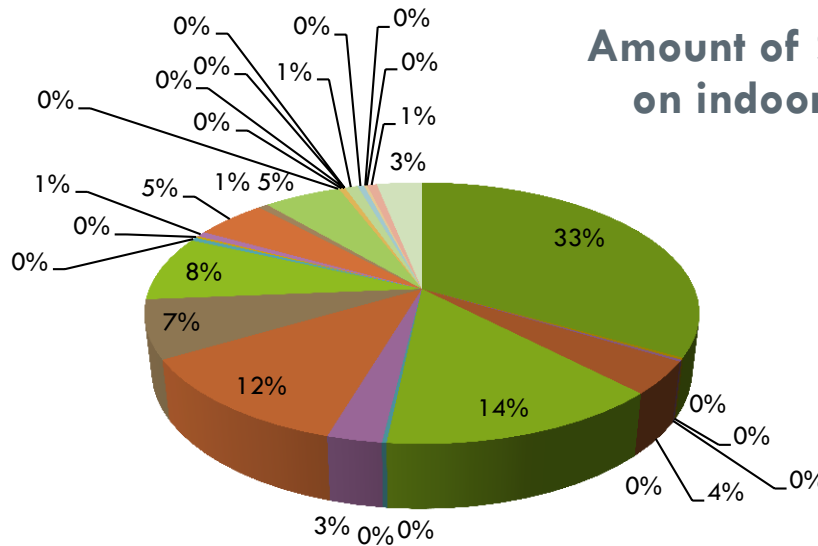
Parks Action Plan Update Committee

\$45	0	0.00%	3	0.67%	6	1.35%	1	0.22%
\$50	62	13.93%	24	5.39%	55	12.36%	15	3.37%
\$55	1	0.22%	0	0.00%	1	0.22%	0	0.00%
\$60	22	4.94%	2	0.45%	10	2.25%	2	0.45%
\$65	0	0.00%	0	0.00%	2	0.45%	0	0.00%
\$70	21	4.72%	0	0.00%	8	1.80%	0	0.00%
\$75	12	2.70%	0	0.00%	8	1.80%	2	0.45%
\$80	9	2.02%	4	0.90%	0	0.00%	0	0.00%
\$85	3	0.67%	2	0.45%	0	0.00%	0	0.00%
\$90	10	2.25%	1	0.22%	2	0.45%	1	0.22%
\$95	0	0.00%	0	0.00%	0	0.00%	1	0.22%
\$100	26	5.84%	3	0.67%	10	2.25%	13	2.92%
No Response	21	4.72%	14	3.15%	12	2.70%	15	3.37%
Totals	445	100.00%	445	100.00%	445	100.00%	445	100.00%

Question #8 Responses in Chart Format:

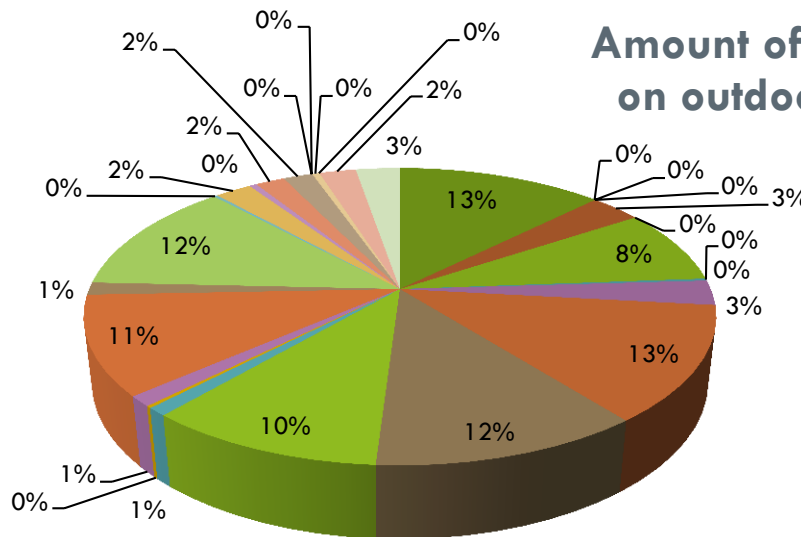


Amount of \$100 spent on indoor facilities

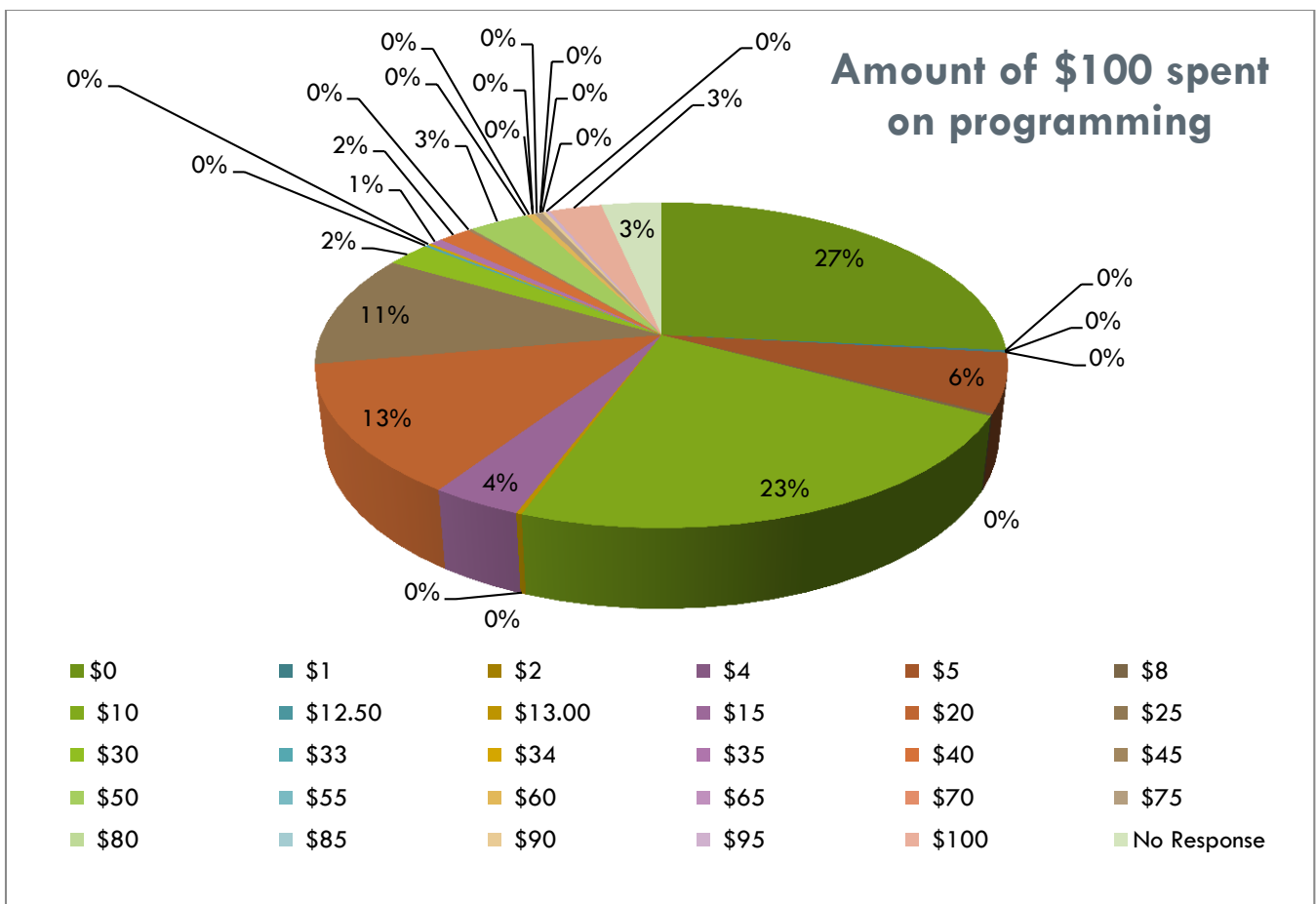


- | | | | | | |
|--------|-----------|-----------|--------|---------|---------------|
| ■ \$0 | ■ \$1 | ■ \$2 | ■ \$4 | ■ \$5 | ■ \$8 |
| ■ \$10 | ■ \$12.50 | ■ \$13.00 | ■ \$15 | ■ \$20 | ■ \$25 |
| ■ \$30 | ■ \$33 | ■ \$34 | ■ \$35 | ■ \$40 | ■ \$45 |
| ■ \$50 | ■ \$55 | ■ \$60 | ■ \$65 | ■ \$70 | ■ \$75 |
| ■ \$80 | ■ \$85 | ■ \$90 | ■ \$95 | ■ \$100 | ■ No Response |

Amount of \$100 spent on outdoor facilities



- | | | | | | |
|--------|-----------|-----------|--------|---------|---------------|
| ■ \$0 | ■ \$1 | ■ \$2 | ■ \$4 | ■ \$5 | ■ \$8 |
| ■ \$10 | ■ \$12.50 | ■ \$13.00 | ■ \$15 | ■ \$20 | ■ \$25 |
| ■ \$30 | ■ \$33 | ■ \$34 | ■ \$35 | ■ \$40 | ■ \$45 |
| ■ \$50 | ■ \$55 | ■ \$60 | ■ \$65 | ■ \$70 | ■ \$75 |
| ■ \$80 | ■ \$85 | ■ \$90 | ■ \$95 | ■ \$100 | ■ No Response |



The responses to this question show the highest amount of votes for the following:

- \$50 of every \$100 to be spent on acquisition (14%);
- \$0 of every \$100 to be spent on indoor facilities (33%);
- (tie) \$0 of every \$100 and \$20 of every \$100 to be spent on outdoor facilities (13%); and
- \$0 of every \$100 to be spent on programming (27%)

These responses again provide a challenge for the Committee on how to balance the need for parks, trails, and programming requested by respondents, yet satisfying their desire on how the money is spent. If the highest selected dollar amount to be used in acquisition (\$50 of every \$100) is a guideline, how does the plan balance the use of these acquired facilities with the remaining fifty percent (50%) of the budget amount?

QUESTION #9

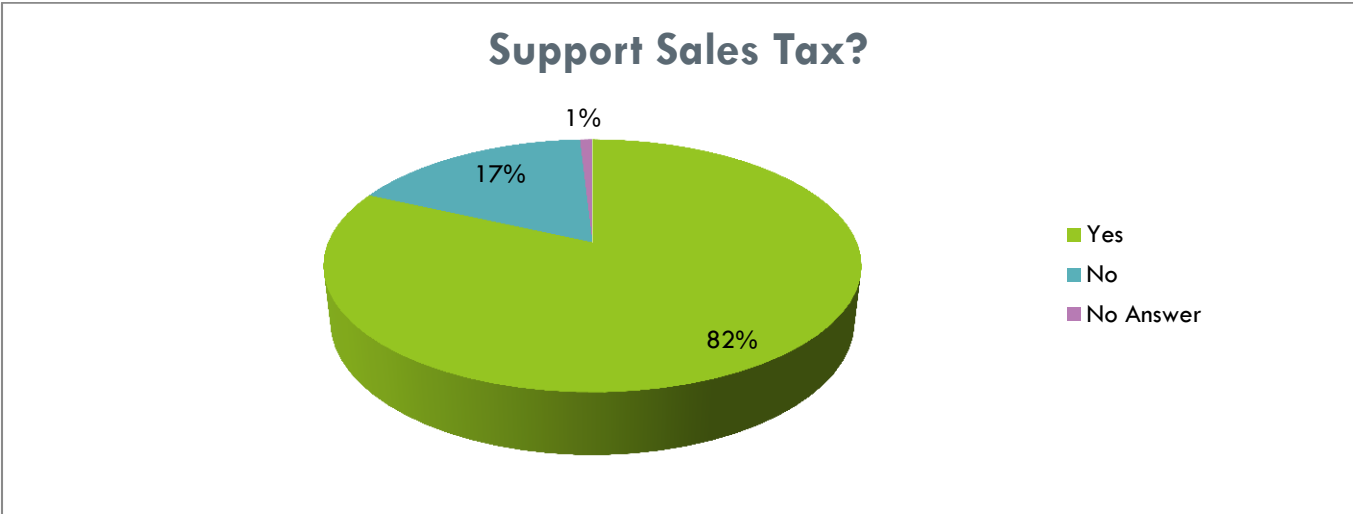
The ninth survey question queried respondents on if they would support a sales tax dedicated to park and trail development and maintenance.

9. Many communities adjoining the City of Wildwood have been successful in having their residents support a sales tax increase to support park and trail development, along with maintenance. Would you support a park sales tax, if presented to the voters of Wildwood within the next ten (10) years?

Question #9 Responses in Table Format:

Question #9 Responses	Qty	%
Yes	364	81.80%
No	77	17.30%
No Answer	4	0.90%
Totals	445	100.00%

Question #9 Responses in Chart Format:



These results show substantial support of a majority of respondents for a park/trail dedicated sales tax within the next decade.

QUESTION #10

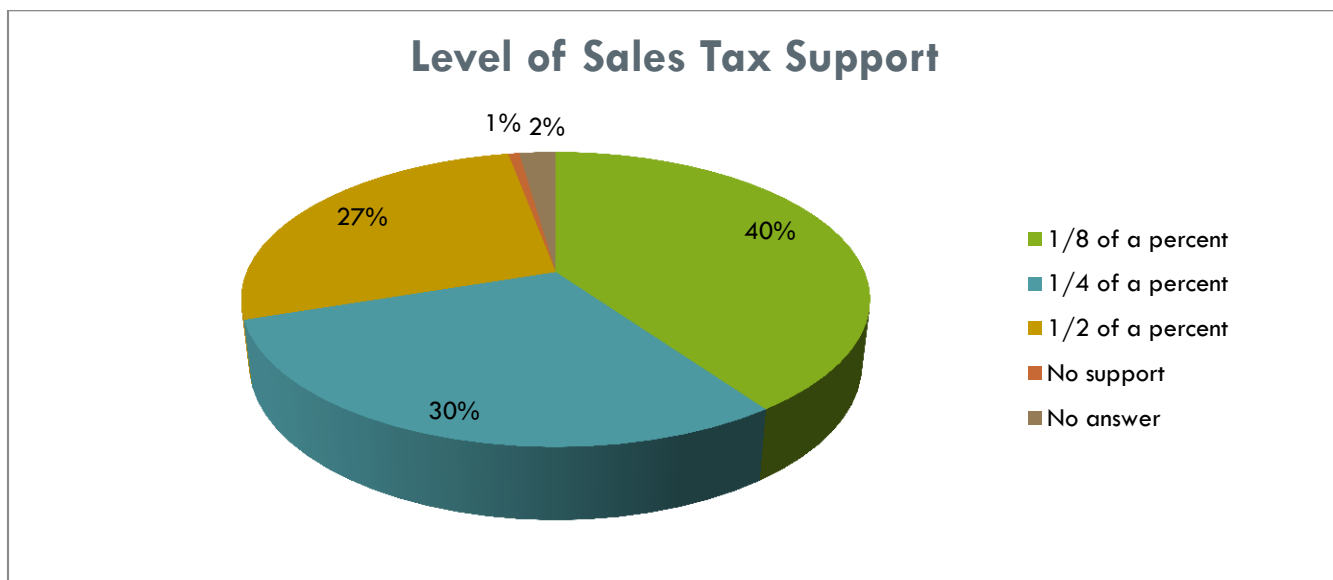
The tenth survey question queried respondents on the amount of tax they would support.

10. This sales tax for park, trail, and recreational purposes can range from one-eighth of a percent to one-half of a (1) percent, with the potential to raise up to \$750,000.00 per year for these purposes. Assuming you support a park sales tax, what level do you believe is appropriate:

Question #10 Responses in Table Format:

Question #10 Responses	Qty.	%
1/8 of a percent	179	40.22%
1/4 of a percent	132	29.66%
1/2 of a percent	121	27.19%
No support	3	0.67%
No answer	10	2.25%
Totals	445	100.00%

Question #10 Responses in Chart Format:



These results indicate the majority of those respondents that answered this question selected 1/8 of a percent. The online version of the survey did not include an option of 'none', so some respondents were upset that a selection had to be made. However, noting that over eighty percent (80%) of those individuals responding did support some type of tax, this data is still reasonably accurate.

QUESTION #11

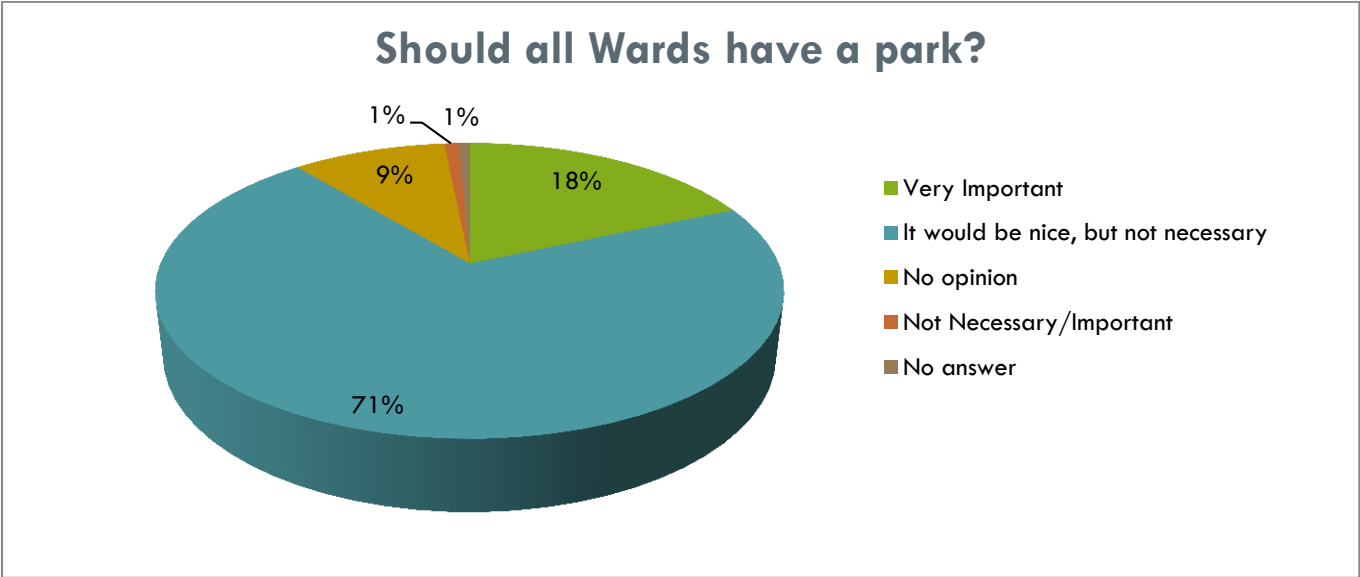
The eleventh survey question asked respondents if they believed it was necessary to have a park facility in each of the City's eight (8) wards.

11. Of the City of Wildwood's eight (8) wards some do not have a park facility located within them. How important is it to you that every ward have a park?

Question #11 Responses in Table Format:

Question #11 Responses	Qty	%
Very Important	82	18.43%
It would be nice, but not necessary	314	70.56%
No opinion	42	9.44%
Not Necessary/Important	4	0.90%
No answer	3	0.67%
Totals	445	100.00%

Question #11 Responses in Chart Format:



The vast majority of respondents believe it would be nice if each of the City’s wards contained a park, but they believed it was not necessary. It should be noted, the following wards are currently without a City, County, or State park facility within their boundaries: Two, Three, Five, Seven, and Eight. It should also be noted that, following the 2020 census, the City’s ward boundaries will be redistricted to ensure the population is nearly equal among them.

QUESTION #12

The twelfth survey question queried respondents on their favorite programs they have attended over the years, as well as new offerings they would like to see in the City.

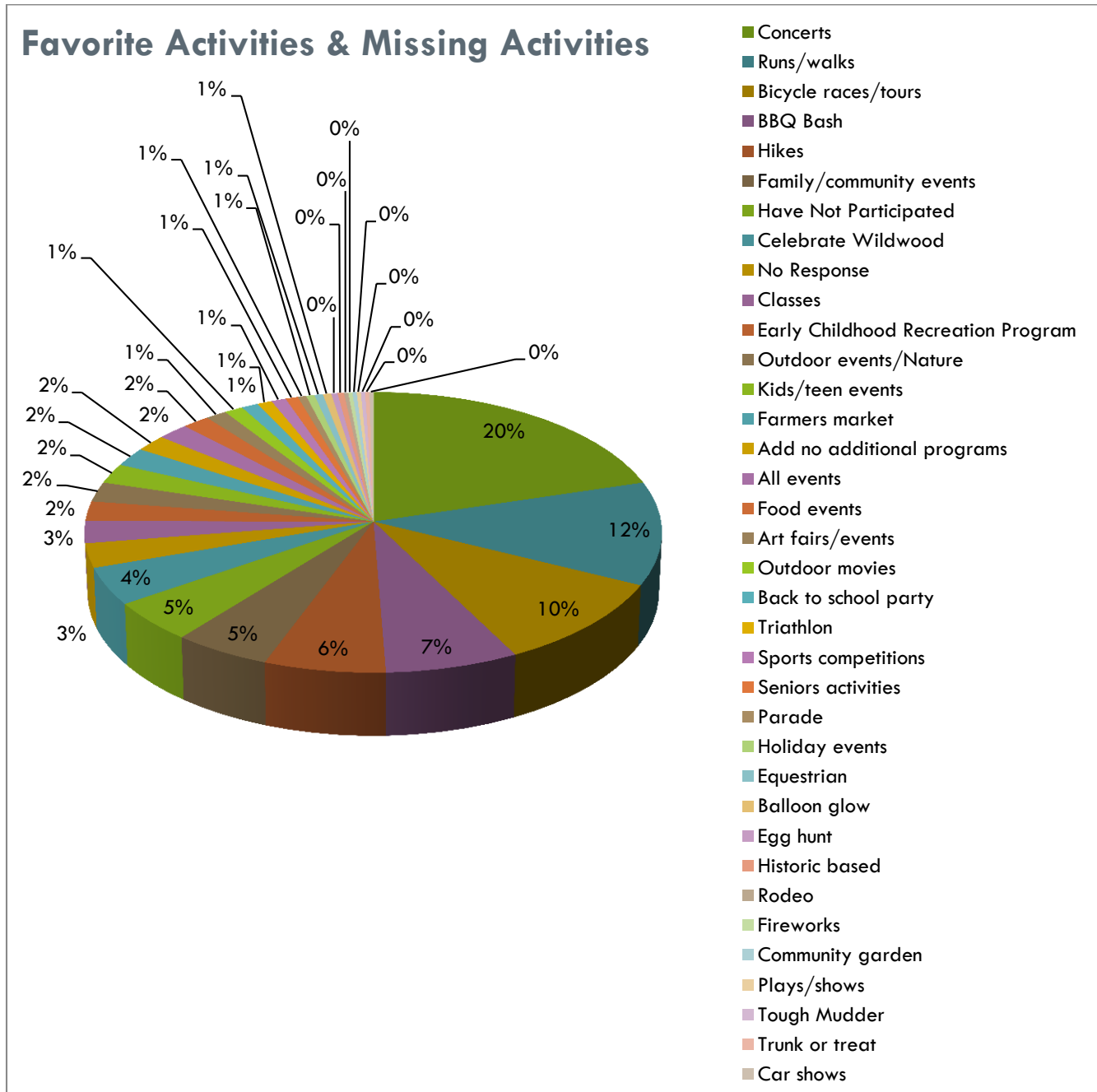
12. Over the years, the City of Wildwood has offered a range of recreational opportunities, from races and hikes to concerts and classes. Assuming you have participated in one (1) or more of these activities, which were your favorites and, in your opinion, what opportunities should the City be considering for the next ten (10) years for its residents from a recreation programming standpoint?

Question #12 Responses in Table Format:

Activity	Responses	% of Responses
Concerts	161	20.13%
Runs/walks	94	11.75%
Bicycle races/tours	80	10.00%
BBQ Bash	55	6.88%
Hikes	50	6.25%
Family/community events	40	5.00%
Have Not Participated	37	4.63%
Celebrate Wildwood	34	4.25%
No Response	22	2.75%
Classes	20	2.50%
Early Childhood Recreation Program	18	2.25%
Outdoor events/Nature	18	2.25%
Kids/teen events	18	2.25%
Farmers market	17	2.13%
Add no additional programs	15	1.88%
All events	15	1.88%
Food events	13	1.63%
Art fairs/events	10	1.25%
Outdoor movies	9	1.13%
Back to school party	8	1.00%
Triathlon	7	0.88%
Sports competitions	7	0.88%
Seniors activities	6	0.75%
Parade	4	0.50%
Holiday events	4	0.50%
Equestrian	4	0.50%
Balloon glow	4	0.50%
Egg hunt	3	0.38%
Historic based	3	0.38%
Rodeo	2	0.25%
Fireworks	2	0.25%
Community garden	2	0.25%

Plays/shows	2	0.25%
Tough Mudder	2	0.25%
Trunk or treat	2	0.25%
Car shows	2	0.25%
Dog Show	1	0.13%
Scrapbooking	1	0.13%
Hay ride	1	0.13%
Inclusive events	1	0.13%
Pub crawl	1	0.13%
Carnival	1	0.13%
Ski day at Hidden Valley	1	0.13%
Day where Wildwood residents get reduced rates at businesses	1	0.13%
Tree lighting	1	0.13%
Maple festival	1	0.13%
Total	800	100.00%

Question #12 Responses in Chart Format:



These results indicate that one (1) in every five (5) of the survey respondents noted concerts were their favorite program and/or they would like to see more live music offerings. Additionally, over one-quarter (1/4) of respondents have participated and/or would like to see more active outdoor events, such as runs (5K and half-marathon), walks, hikes, and bicycling events. There is a desire from respondents for activities for teens and the continuation/addition of family/community events, as well as programming of classes and events for senior citizens.

Overall the survey reiterated many of the current items in the City's Action Plan for Parks and Recreation (2007). The responses also provide the Committee with some great starting points for discussion and guidance,

as the 2017 version of the plan is created. As noted previously, even though the overall response was less than desired, the data gathered is helpful to this current review process.

¹ A survey's confidence level assesses how reliable the results are for use. With a 95% confidence level, the Committee can be assured that, if the survey was to be repeated one hundred (100) times, ninety-five (95) of the responses would be somewhere within the margin of error.

² A survey's margin of error provides insight on how much the opinions provided in the survey are likely to deviate from the total. A smaller margin of error provides a higher level of accuracy.