

Executive Summary West U 2020 Parks & Recreation Survey

Park Use

- Almost half of the West U 2020 park survey participants used at least one West U park at least once a month (46%).
- Playgrounds, walking paths, and open spaces were features consistently reported as amenities used in parks.
- Participants reported Time Outdoors, Time with Family and to Socialize and Physical Activity as key reasons for using parks in West U.
- Over 40% of residents were considered Rec Center users (at least once a month or more).
- Over 50% of participants indicated they used the Rec Center for Physical Activity. Sub target groups use the Rec Center for Time with Family (11%), Time Outdoors (12%), and Socialization (8%).

Service Quality

- A majority of survey respondents were satisfied with West U parks (82%). Participants also indicated West U has a “park-like” ambiance (73%).
- Residents also agree parks and playgrounds are well-maintained (90% and 68%, respectively), and parks are safe (90%).
- 91% of residents indicated members of their household can easily walk to West U park facilities, and 94% agreed a park is within walking distance of their home. About 15% of respondents indicate concerns with traffic speeds around parks.
- There are opportunities for enhanced *Communication* (see below) and for specific concerns with target groups (cultural relevance, equipment space at Rec Center). Overall there was minimal dissatisfaction reported.
- Current participant use rates and the percentage of citizens being reached appear feasible in relation to staffing, facility and community size in West U. Additional data have been provided to guide staff in program delivery (e.g., time and activity preferences).

Opportunities for Communications

- Only 55% of respondents indicated they were well-informed about West U recreation programs. Lack of knowledge was also reported for Rec Center activities, pricing and pool memberships (18%, 23%, 38%).
- Park use data also indicated opportunities to communicate about parks and types of amenities in parks.
- Communication preferences indicated a diverse outreach model will be needed to enhance communication, emphasizing traditional outlets such as newsletters, guides and the webpage.
- Lack of knowledge is an historic issue faced by park and recreation agencies. As information overload continues to be an issue in modern times, the field, in general, is seeing an additional need to develop and implement diverse and targeted communication outreach plans.

Respondents

- There were a total of 1268 residents that participated in the survey, in which 49% were male and 51% were female.
- Of the participants, 46% were park users.
- There was good representation in geography, gender and household composition
- There was overrepresentation of the Senior 65+ population.

Participants Age Demographics	
Age Range	Percent
18 – 30	1%
31 – 49	24%
50 – 64	32%
65 – 74	30%
75+	13%