

WEST UNIVERSITY PLACE

2020

PARKS & REC SURVEY

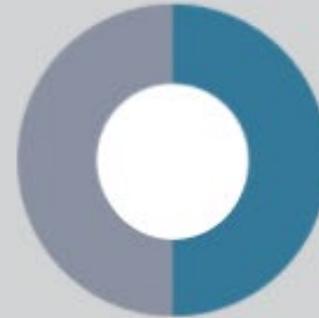




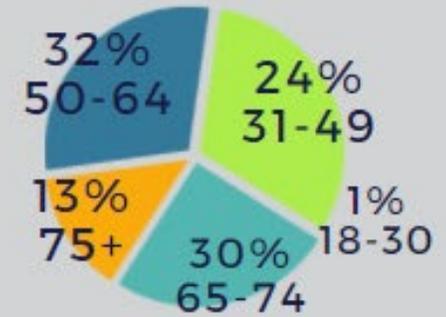
PARTICIPANTS



PARK USERS



49% MALE
51 % FEMALE



AGE

- Over representation of Seniors 65+
- Representative geographically, gender, and household composition
- Qualitative comments indicate some COVID-19 bias might be impacting survey results in relation to park & facility use data and service quality indicators.

73%

**OF RESPONDENTS
INDICATE WEST U HAS A
PARK-LIKE AMBIANCE**

82%

**OF RESPONDENTS ARE
SATISFIED WITH WEST U
PARKS**

**PARKS ARE WELL-
MAINTAINED & SAFE (90%)**

**RESIDENTS CAN SAFELY
WALK TO WEST U PARK
FACILITIES (91%)**

**RESIDENTS USE PARKS
FOR TIME OUTDOORS,
TIME WITH FAMILY, & FOR
PHYSICAL ACTIVITY**

**PLAYGROUNDS,
WALKING PATHS, AND
OPEN SPACES ARE KEY
AMMENITIES IN PARKS**



OPPORTUNITIES FOR COMMUNICATION
ONLY 55% OF RESPONDENTS INDICATED THEY ARE
WELL-INFORMED ABOUT WEST U RECREATION
PROGRAMS.



PARK USE DATA ALSO INDICATE OPPORTUNITIES TO
COMMUNICATE ABOUT PARKS AND TYPES OF AMENITIES IN PARKS.

COMMUNICATION PREFERENCES INDICATE A DIVERSE OUTREACH
MODEL WILL BE NEEDED TO ENHANCE COMMUNICATION WITH AN
EMPHASIS ON TRADITIONAL OUTLETS SUCH AS NEWSLETTERS,
GUIDES, AND THE WEBPAGE.



Picture from <https://freiwalddlaw.com/news-item/big-data-legal-system>

Will work with PARD staff to use data for decision making on micro level.

WEST U SENIOR SERVICES

CITIZEN SURVEY

95 +%

SATISFACTION

Very few respondents indicated they were unsatisfied with Senior Services. All indicators were below 5% except for concerns about parking and sidewalks .



IMPORTANCE



90% PLUS

Senior Services ranked medium to high importance by more than 90% - 95% of respondents of all age groups.

EDUCATE

Lack of knowledge about
specific services was reported

by: § 50% - 94% < age 64

§ 42%- 87% ages 50+

§ 29% - 86% ages 64+

COMMUNICATION



BENEFITS

65+



Respondents 65+ ranked programs offering **physical activity**, **intellectual stimulation**, and **transportation** of high importance by 71%, 66%, and 63%, respectively.



Picture from: mergersandinquisitions.com)

Will work with PARD staff to look at data by various groups. Particularly by age, user vs. non user, and those who have knowledge vs. no knowledge.



OPPORTUNITIES TO COMMUNICATE & GROW

There is an opportunity to inform the general population about Senior Service programs and the Community Building. Essentially, educate everyone on what they have locally.

Senior Services is staffed by approximately 2 FTEs – serving 27% of seniors participating in the survey. Level of importance of Senior programs indicate a need to ensure adequate staffing and facilities are available for programs and the City is ready to respond if --or as the Senior population increases in West U.

