

**CITY OF CHARLOTTESVILLE, VIRGINIA  
CITY COUNCIL AGENDA**



|                  |   |
|------------------|---|
| Agenda Date:     | July 2, 2018  |
| Action Required: | Presentation  |
| Presenter:       | Brian Daly, Director, Parks and Recreation  |
| Staff Contacts:  | Brian Daly, Director, Parks and Recreation<br>Vic Garber, Recreation Division Manager<br>Doug Ehman, Parks Division Manager |
| Title:           | <b>Parks and Recreation Citizen Survey Results</b>  |

**Background:**

The 2017 Citywide Efficiency Study included a recommendation that the City establish a community wide Parks and Recreation Master Plan. Recommendation 31 stated in part:

*The Parks and Recreation Department has historically engaged in strategic planning with respect to individual parks and assets, including the City's trail system. For example, in 2015 the Department completed a planning process for McIntire Park which contemplates improvements to the park's amenities and infrastructure. Additionally, Park Master Plans have been developed for a number of City parks including the west side of McIntire Park, Rives Park, Forest Hills Park, Meade Park, the Meadow Creek Valley (which includes Greenbrier Park and Meadowcreek Gardens) and Azalea Park.*

*The City's commitment to ongoing park planning and the provision of quality recreation services is a primary driver behind the health and robust condition of its parks and recreation programming. However, as the Department continues to evolve and grow toward providing fully accredited services, it is important to create a comprehensive Parks and Recreation Master Plan which considers the entirety of the Department's assets and operations.*

**Discussion:**

The first step in completing a community-wide Master Plan is a citizen survey of needs related to parks and recreation services. The most recent in-depth community survey of this type occurred in 2005/2006 and led to the 2006 Parks and Recreation Needs Assessment, which guided capital project decisions and organizational improvement for many years.

Staff engaged in 2017 with the University of Virginia's Center for Survey Research (CSR) to conduct the citizen survey. After staff work with the CSR staff to complete the survey instrument and agree upon the survey methodology, the survey was administered by CSR beginning in December of 2017 and was completed and the results delivered to Parks and Recreation in March

and April of 2018.

Parks and Recreation staff have evaluated the data resulting from the survey and conducted a staff retreat in May of 2018 to discuss the findings and identify actions to take as a result, which will be included in the Department's Strategic Plan Workplan. Additionally, the findings will be presented in a series of public community meetings later in 2018 which will inform the drafting of a Community wide Parks and Recreation Master Plan.

Staff from Parks and Recreation and the Center for Survey Research will make a presentation of the survey findings at the Council meeting.

**Alignment with City Council's Vision and Strategic Plan:**

The project supports City Council's Green City Vision and Goal 2 of the Strategic Plan for a Healthy and Safe Community.

**Community Engagement:**

The survey was limited to households within the City limits of Charlottesville. Twenty-one hundred (2,100) surveys were initially mailed, and four hundred ninety-one (491) surveys were completed and returned. This sample is statistically valid with a ninety-five (95) percent confidence level and sampling error margin of 4.4%. The survey was distributed geographically across the City and the responses represent geographic diversity.

**Budgetary Impact:**

There is currently no fiscal impact associated with the presentation of the survey results. Final cost to the City for the survey is approximately \$30,000, funded within the FY18 general fund budget.

**Recommendation:**

As this is a presentation of information, staff has no further specific recommendations for Council action. However, staff have begun using the survey results to guide decision making for programming expansion and enhancement of customer service.

**Alternatives:**

N/A

**Attachments:**

Citizen Survey Documents & Results

December 2017

ID: «CSRID»

CHARLOTTESVILLE RESIDENTS LIVING AT«AddressBlock»

Dear Charlottesville Residents:

The City of Charlottesville is starting to create a Parks and Recreation Master Plan which will identify recreation needs and services for everyone in the community. Asking residents like you about your recreation needs and opinions is an important first step in this process. Even if you don't use recreational facilities often – or at all – it is very important that we hear from you to get a complete picture of all city residents.

The Charlottesville Department of Parks and Recreation has contracted with the Center for Survey Research (CSR) at the University of Virginia to conduct a survey of city residents. We are writing to inform you about the survey and to ask for your cooperation with it.

In the next week, you will receive a survey packet in the mail. The packet will contain a questionnaire for you to complete and a business reply envelope to use to return the survey directly to CSR.

The results of the survey will provide important input to the city's Parks and Recreation Master Plan process. On behalf of the Department of Parks and Recreation and the staff of the Center for Survey Research, we thank you in advance for taking the time to be part of the survey.

If you have any questions, please don't hesitate to contact Jim Ellis, Director of Research at the Center for Survey Research, at [jimellis@virginia.edu](mailto:jimellis@virginia.edu) or (434) 243-5224.

Sincerely,



Brian Daly, Director  
Charlottesville Parks and Recreation



Office: 434.970.3260



P.O. Box 911  
Charlottesville, VA 22902



[www.charlottesville.org/parksandrec](http://www.charlottesville.org/parksandrec)

November 2017

ID: «CSRID»

Charlottesville Residents Living At «AddressBlock»

Dear Charlottesville Residents,

We are asking for your help with the City of Charlottesville's new Parks and Recreation Master Plan. As a token of our appreciation, we have included two free passes for admission to selected City of Charlottesville recreational facilities. You can help us by completing and returning the enclosed survey. Even if you don't use recreational facilities or parks, it is very important that we hear from you to get a complete picture of all Charlottesville residents.

Asking residents like you about your recreation needs and opinions is an important first step in the Master Plan process. Your address is part of a small random sample of City addresses selected to receive this survey, so your participation is important.

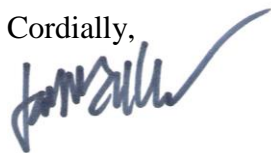
Your responses to the survey will be confidential. Our sample list does not include names. It only has addresses. Your answers will never be reported with your address. The study ID number on this letter and other survey materials is used only to allow us to track responses and send additional mailings if we don't hear from someone at your address.

Who should complete the survey? The person or people in your household who are most familiar with the entire household's use of recreational facilities and parks should complete it.

But if your household is roommates living together and you don't know the information for other people living at your address, you can treat yourself as a household of one person and complete the survey.

If you have any questions or comments about the survey or need assistance to complete it, please contact me at [jimellis@virginia.edu](mailto:jimellis@virginia.edu) or 434-243-5224. Thank you very much for helping with this important study.

Cordially,



James M. Ellis, Jr., Ph.D.  
Director of Research  
Center for Survey Research



Weldon Cooper Center  
for Public Service  
Center for Survey Research



## 2017 CHARLOTTESVILLE PARKS AND RECREATION SURVEY

### Purpose of the survey

The City of Charlottesville is starting to create a Parks and Recreation Master Plan, which will identify recreation needs and services for everyone in the community. Asking residents like you about your recreation needs is an important first step in this process. Thank you for taking the time to share your thoughts with us!

### Completely confidential

- Your answers are completely confidential.
- Your name or contact information will not be reported with your survey responses.

### General instructions

- There are no right or wrong answers. Your best guesses and estimates are OK.
- Circle the number of your response to the question or check the box(es) that apply.  
Skip activities and items that do not apply to you.
- When you finish, put your survey in the envelope provided, and mail it. **No postage is required.**

### Who can participate?

- An adult 18 or older and who lives in the City of Charlottesville.

### How long will it take?

- It will probably take about 15-20 minutes depending on your answers.

### When to send it back?

- Please return the completed survey before **December 31**.

### For more information

- Jim Ellis, Director of Research, Center for Survey Research, [jimellis@virginia.edu](mailto:jimellis@virginia.edu) or 434-243-5224
- Doug Ehman, Charlottesville Department of Parks and Recreation, [ehmand@charlottesville.org](mailto:ehmand@charlottesville.org) or 434-970-3021
- UVa Institutional Review Board (SBS), [irbsbshelp@virginia.edu](mailto:irbsbshelp@virginia.edu), 434-924-5999

## A. Parks and Recreation

A1. Please indicate the following information for the members of your household. If there are more than 12 people in your household, please use additional paper or list the oldest 12 household members.

| Person in your household   | Gender<br>(circle one) | Age in years |
|----------------------------|------------------------|--------------|
| a. YOURSELF                | M F Other              |              |
| b. 2 <sup>nd</sup> person  | M F Other              |              |
| c. 3 <sup>rd</sup> person  | M F Other              |              |
| d. 4 <sup>th</sup> person  | M F Other              |              |
| e. 5 <sup>th</sup> person  | M F Other              |              |
| f. 6 <sup>th</sup> person  | M F Other              |              |
| g. 7 <sup>th</sup> person  | M F Other              |              |
| h. 8 <sup>th</sup> person  | M F Other              |              |
| i. 9 <sup>th</sup> person  | M F Other              |              |
| j. 10 <sup>th</sup> person | M F Other              |              |
| k. 11 <sup>th</sup> person | M F Other              |              |
| l. 12 <sup>th</sup> person | M F Other              |              |

A2. Thinking of all the City of Charlottesville Parks & Recreation Department parks, trails, and recreation facilities you have visited in the past 12 months, how would you rate their physical condition overall?

- 1 Excellent
- 2 Good
- 3 Fair
- 4 Poor
- 5 Have not visited any in the last 12 months
- 6 Don't know/Prefer not to say

A3. Please indicate below the parks you have visited for recreational purposes in the last 12 months.

| Park Locations   | Check box next to any parks you have visited in past 12 months | For each park you visited, how often did you visit? |                      |                       |                        |
|--|--|---|----------------------|-----------------------|------------------------|
|  |  | Almost every day                                    | Once or twice a week | Once or twice a month | Less than once a month |
| A. <b>Azalea Park</b><br>304 Old Lynchburg Rd.                         | <input type="checkbox"/>                                       | 4   | 3                    | 2                     | 1                      |
| B. <b>Belmont Park</b><br>725 Stonehenge Ave.                          | <input type="checkbox"/>                                       | 4   | 3                    | 2                     | 1                      |
| C. <b>Darden Towe Park</b><br>1445 Darden Towe Park Drive              | <input type="checkbox"/>                                       | 4   | 3                    | 2                     | 1                      |
| D. <b>Downtown Mall</b><br>E. Main St.                                 | <input type="checkbox"/>                                       | 4   | 3                    | 2                     | 1                      |
| E. <b>Fifeville Park</b><br>1200 King Street                           | <input type="checkbox"/>                                       | 4   | 3                    | 2                     | 1                      |
| F. <b>Forest Hills Park</b><br>1022 Forest Hills Ave.                  | <input type="checkbox"/>                                       | 4   | 3                    | 2                     | 1                      |
| G. <b>Greenbrier Park</b><br>1933 Greenbrier Drive                     | <input type="checkbox"/>                                       | 4   | 3                    | 2                     | 1                      |
| H. <b>Greenleaf Park</b><br>1598 Rose Hill Dr.                         | <input type="checkbox"/>                                       | 4   | 3                    | 2                     | 1                      |
| I. <b>Justice Park</b> (formerly Jackson Park)<br>405 E High Street    | <input type="checkbox"/>                                       | 4   | 3                    | 2                     | 1                      |
| J. <b>Jordan Park</b><br>1607 6th Street SE                            | <input type="checkbox"/>                                       | 4   | 3                    | 2                     | 1                      |
| K. <b>Emancipation Park</b> (formerly Lee Park)<br>101 E Market Street | <input type="checkbox"/>                                       | 4   | 3                    | 2                     | 1                      |
| L. <b>McGuffey Park</b><br>201 2nd Street NW                           | <input type="checkbox"/>                                       | 4   | 3                    | 2                     | 1                      |
| M. <b>McIntire Park</b><br>375 Route 250 Bypass                        | <input type="checkbox"/>                                       | 4   | 3                    | 2                     | 1                      |
| N. <b>Meade Park/Onesty Pool</b><br>300 Meade Avenue                   | <input type="checkbox"/>                                       | 4   | 3                    | 2                     | 1                      |
| O. <b>Meadow Creek Valley</b><br>Brandywine Drive                      | <input type="checkbox"/>                                       | 4   | 3                    | 2                     | 1                      |
| P. <b>Northeast Park</b><br>1001 Sheridan Avenue                       | <input type="checkbox"/>                                       | 4   | 3                    | 2                     | 1                      |
| Q. <b>Pen Park</b><br>1300 Pen Park Road                               | <input type="checkbox"/>                                       | 4   | 3                    | 2                     | 1                      |
| R. <b>Quarry Park</b><br>427 Quarry Road                               | <input type="checkbox"/>                                       | 4   | 3                    | 2                     | 1                      |
| S. <b>Riverview Park &amp; Trail</b><br>298 Riverside Avenue           | <input type="checkbox"/>                                       | 4   | 3                    | 2                     | 1                      |
| T. <b>Rives Park</b><br>926 Rives Street                               | <input type="checkbox"/>                                       | 4   | 3                    | 2                     | 1                      |
| U. <b>Schenk's Greenway</b><br>711 McIntire Road                       | <input type="checkbox"/>                                       | 4   | 3                    | 2                     | 1                      |
| V. <b>Starr Hill Park</b><br>7th Street NW & Elsom Street              | <input type="checkbox"/>                                       | 4   | 3                    | 2                     | 1                      |
| W. <b>Tonsler Park</b><br>500 Cherry Avenue                            | <input type="checkbox"/>                                       | 4   | 3                    | 2                     | 1                      |
| X. <b>Washington Park/Pool</b><br>1001 Preston Avenue                  | <input type="checkbox"/>                                       | 4   | 3                    | 2                     | 1                      |
| Y. <b>Warner Parkway Trail</b><br>250 Bypass to Rio Road               | <input type="checkbox"/>                                       | 4   | 3                    | 2                     | 1                      |

A3 (continued). Please indicate below the parks you have visited for recreational purposes in the last 12 months.

| Park Locations |  | Check box next to any parks you have visited in past 12 months | For each park you visited, how often did you visit? |                      |                       |                        |
|----------------|--|--|---|----------------------|-----------------------|------------------------|
|                |  |  | Almost every day                                    | Once or twice a week | Once or twice a month | Less than once a month |
| AA.            | <b>Greenstone on 5<sup>th</sup> Community Center</b><br>752 Blue Ridge Commons | <input type="checkbox"/>                                       | 4   | 3                    | 2                     | 1                      |
| BB.            | <b>Friendship Court Community Center</b><br>418 Garret Street                  | <input type="checkbox"/>                                       | 4   | 3                    | 2                     | 1                      |
| CC.            | <b>South First Street Community Center</b><br>1001 S. First Street             | <input type="checkbox"/>                                       | 4   | 3                    | 2                     | 1                      |
| DD.            | <b>Westhaven Community Center</b><br>801 Hardy Drive                           | <input type="checkbox"/>                                       | 4   | 3                    | 2                     | 1                      |
| EE.            | <b>Smith Aquatics &amp; Fitness Center</b><br>1000-A Cherry Avenue             | <input type="checkbox"/>                                       | 4   | 3                    | 2                     | 1                      |
| FF.            | <b>Crow Recreation Center</b><br>1700 Rose Hill Drive                          | <input type="checkbox"/>                                       | 4   | 3                    | 2                     | 1                      |
| GG.            | <b>Key Recreation Center</b><br>800 Market Street                              | <input type="checkbox"/>                                       | 4   | 3                    | 2                     | 1                      |
| HH.            | <b>Washington Park Recreation Center</b><br>1001 Preston Avenue                | <input type="checkbox"/>                                       | 4   | 3                    | 2                     | 1                      |
| II.            | <b>Carver Recreation Center</b><br>233 4 <sup>th</sup> Street NW               | <input type="checkbox"/>                                       | 4   | 3                    | 2                     | 1                      |
| JJ.            | <b>Meadowcreek Gardens</b><br>Behind Old English Inn                           | <input type="checkbox"/>                                       | 4   | 3                    | 2                     | 1                      |



A4. On a scale of 5 to 1 where 5 means “Strongly Agree” and 1 means “Strongly Disagree,” please indicate how much you agree or disagree with the following statements:

| I think it is important for the Parks & Recreation Department to... |  | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---|--|----------------|-------|---------|----------|-------------------|
| A.  | Provide opportunities to improve physical health and fitness   | 5              | 4     | 3       | 2        | 1                 |
| B.  | Provide opportunities for people to make social connections and strengthen our sense of community  | 5              | 4     | 3       | 2        | 1                 |
| C.  | Preserve open space and the environment  | 5              | 4     | 3       | 2        | 1                 |
| D.  | Conserve and educate people about natural resources  | 5              | 4     | 3       | 2        | 1                 |
| E.  | Conserve and educate people about historic sites   | 5              | 4     | 3       | 2        | 1                 |
| F.  | Improve mental health and reduce stress  | 5              | 4     | 3       | 2        | 1                 |
| G.  | Contribute to the economic vitality of the community   | 5              | 4     | 3       | 2        | 1                 |
| H.  | Provide recreational facilities/programs for children and teens  | 5              | 4     | 3       | 2        | 1                 |
| I.  | Provide recreational facilities/programs for adults (18-49 years old)  | 5              | 4     | 3       | 2        | 1                 |
| J.  | Provide recreational facilities/programs for older adults (50+)  | 5              | 4     | 3       | 2        | 1                 |
| K.  | Provide recreational opportunities for people who might otherwise be unable to participate (i.e., lower income households, people with disabilities) | 5              | 4     | 3       | 2        | 1                 |

A5. Which **THREE** statements from the list in Question A4 (above) are **MOST IMPORTANT** for the **Parks & Recreation Dept. to do for you and members of your household**? [Use the letters in Question A4 above to indicate your 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> choices, or circle ‘NONE OF THE ABOVE.’]

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_ NONE OF THE ABOVE

A6. Which **THREE** from the list in Question A4 (above) are **MOST IMPORTANT** for the **Parks & Recreation Dept. to do for the future of Charlottesville**? [Use the letters in Question A4 above to indicate your 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> choices, or circle ‘NONE OF THE ABOVE.’]

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_ NONE OF THE ABOVE

A7. In the table below, please indicate if YOU or any member of your HOUSEHOLD has a need for each type of park or facility listed in Charlottesville.

If YES, please answer the questions to the right of the park or facility regarding “How Well are Your Needs Being Met?” and “How Many Times Did You Use this Type of Park or Facility During the Past 12 Months?” If NO, please go to the next type of park or facility.

| Type of Park or Facility in Charlottesville |  | Check box if you have a need for this type of park or facility in C'ville | For each one you have a need for, how well are your needs being met? (Circle ONE Response) |            |            |         | For each one you have a need for, how many times did you use this type of park or facility in Charlottesville in the past 12 months? |                      |                       |                        |
|---|--|---|--|------------|------------|---------|--|----------------------|-----------------------|------------------------|
|   |  |   | Fully Met  | Mostly Met | Partly Met | Not Met | Almost every day   | Once or twice a week | Once or twice a month | Less than once a month |
| A.  | Small neighborhood parks you can walk to | <input type="checkbox"/>  | 4  | 3          | 2          | 1       | 4  | 3                    | 2                     | 1                      |
| B.  | Multi-use parks near your home           | <input type="checkbox"/>  | 4  | 3          | 2          | 1       | 4  | 3                    | 2                     | 1                      |
| C.  | Parks along streams or the Rivanna River | <input type="checkbox"/>  | 4  | 3          | 2          | 1       | 4  | 3                    | 2                     | 1                      |
| D.  | Playgrounds                              | <input type="checkbox"/>  | 4  | 3          | 2          | 1       | 4  | 3                    | 2                     | 1                      |
| E.  | Open play areas                          | <input type="checkbox"/>  | 4  | 3          | 2          | 1       | 4  | 3                    | 2                     | 1                      |
| F.  | Picnic shelters/areas                    | <input type="checkbox"/>  | 4  | 3          | 2          | 1       | 4  | 3                    | 2                     | 1                      |
| G.  | Off-leash dog parks                      | <input type="checkbox"/>  | 4  | 3          | 2          | 1       | 4  | 3                    | 2                     | 1                      |
| H.  | Open Space areas                         | <input type="checkbox"/>  | 4  | 3          | 2          | 1       | 4  | 3                    | 2                     | 1                      |
| I.  | Community garden plots                   | <input type="checkbox"/>  | 4  | 3          | 2          | 1       | 4  | 3                    | 2                     | 1                      |
| J.  | Paved trails                             | <input type="checkbox"/>  | 4  | 3          | 2          | 1       | 4  | 3                    | 2                     | 1                      |
| K.  | Unpaved paths                            | <input type="checkbox"/>  | 4  | 3          | 2          | 1       | 4  | 3                    | 2                     | 1                      |
| L.  | Hard surface trails used for commuting   | <input type="checkbox"/>  | 4  | 3          | 2          | 1       | 4  | 3                    | 2                     | 1                      |

A8. Which **THREE** of the parks or facilities from the list in Question A7 (above) are **MOST IMPORTANT** to your household? [Use the letters in Question A7 above to indicate your 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup>, choices, or circle 'NONE OF THE ABOVE'.]

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_

NONE OF THE ABOVE

A9. Please indicate if YOU or any member of your HOUSEHOLD has a need for each type of Outdoor or Indoor facility listed below.

If you do have a need, please answer the questions to the right of the facility regarding “how well are your needs being met?” and “how many times did you use this type of park or facility during the past 12 months?”

| Type of Park or Facility  |  | Check box if you have a need for this type of facility | For each one you have a need for, how well are your needs being met? (Circle ONE Response) |            |            |         | For each one you have a need for, how many times did you use this type of facility in the past 12 months? |                      |                       |                        |
|---------------------------|--|--|--|------------|------------|---------|---|----------------------|-----------------------|------------------------|
|                           |  |  | Fully Met  | Mostly Met | Partly Met | Not Met | Almost every day  | Once or twice a week | Once or twice a month | Less than once a month |
| <b>Outdoor Facilities</b> |  |  |  |            |            |         |   |                      |                       |                        |
| A.                        | Adult Baseball                                     | <input type="checkbox"/>                               | 4  | 3          | 2          | 1       | 4   | 3                    | 2                     | 1                      |
| B.                        | Little League Baseball                             | <input type="checkbox"/>                               | 4  | 3          | 2          | 1       | 4   | 3                    | 2                     | 1                      |
| C.                        | Adult and Girls Softball fields                    | <input type="checkbox"/>                               | 4  | 3          | 2          | 1       | 4   | 3                    | 2                     | 1                      |
| D.                        | Soccer/football/lacrosse/field hockey/rugby fields | <input type="checkbox"/>                               | 4  | 3          | 2          | 1       | 4   | 3                    | 2                     | 1                      |
| E.                        | Outdoor Pickle Ball courts                         | <input type="checkbox"/>                               | 4  | 3          | 2          | 1       | 4   | 3                    | 2                     | 1                      |
| F.                        | Outdoor tennis courts                              | <input type="checkbox"/>                               | 4  | 3          | 2          | 1       | 4   | 3                    | 2                     | 1                      |
| G.                        | Basketball/multi-use courts                        | <input type="checkbox"/>                               | 4  | 3          | 2          | 1       | 4   | 3                    | 2                     | 1                      |
| H.                        | Golf courses                                       | <input type="checkbox"/>                               | 4  | 3          | 2          | 1       | 4   | 3                    | 2                     | 1                      |
| I.                        | Skate Park   | <input type="checkbox"/>                               | 4  | 3          | 2          | 1       | 4   | 3                    | 2                     | 1                      |
| J.                        | Water parks & spray-grounds                        | <input type="checkbox"/>                               | 4  | 3          | 2          | 1       | 4   | 3                    | 2                     | 1                      |
| K.                        | Batting Cages                                      | <input type="checkbox"/>                               | 4  | 3          | 2          | 1       | 4   | 3                    | 2                     | 1                      |
| L.                        | Miniature Golf                                     | <input type="checkbox"/>                               | 4  | 3          | 2          | 1       | 4   | 3                    | 2                     | 1                      |
| <b>Indoor Facilities</b>  |  |  |  |            |            |         |   |                      |                       |                        |
| M.                        | Gyms (basketball, volleyball, etc.)                | <input type="checkbox"/>                               | 4  | 3          | 2          | 1       | 4   | 3                    | 2                     | 1                      |
| N.                        | Indoor swimming pools                              | <input type="checkbox"/>                               | 4  | 3          | 2          | 1       | 4   | 3                    | 2                     | 1                      |
| O.                        | Exercise & fitness facilities                      | <input type="checkbox"/>                               | 4  | 3          | 2          | 1       | 4   | 3                    | 2                     | 1                      |
| P.                        | Indoor rock climbing walls                         | <input type="checkbox"/>                               | 4  | 3          | 2          | 1       | 4   | 3                    | 2                     | 1                      |
| Q.                        | Indoor fields                                      | <input type="checkbox"/>                               | 4  | 3          | 2          | 1       | 4   | 3                    | 2                     | 1                      |
| R.                        | Indoor Pickle Ball courts                          | <input type="checkbox"/>                               | 4  | 3          | 2          | 1       | 4   | 3                    | 2                     | 1                      |
| S.                        | Indoor tennis courts                               | <input type="checkbox"/>                               | 4  | 3          | 2          | 1       | 4   | 3                    | 2                     | 1                      |
| T.                        | Gymnastics   | <input type="checkbox"/>                               | 4  | 3          | 2          | 1       | 4   | 3                    | 2                     | 1                      |
| U.                        | Community Center                                   | <input type="checkbox"/>                               | 4  | 3          | 2          | 1       | 4   | 3                    | 2                     | 1                      |
| V.                        | Recreation Center                                  | <input type="checkbox"/>                               | 4  | 3          | 2          | 1       | 4   | 3                    | 2                     | 1                      |
| W.                        | Nature Centers                                     | <input type="checkbox"/>                               | 4  | 3          | 2          | 1       | 4   | 3                    | 2                     | 1                      |

A10. Which THREE of the outdoor or indoor facilities from the list in Question A9 (above) are MOST IMPORTANT to your household? [Use the letters in Question A9 above to indicate your 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> choices, or circle 'NONE OF THE ABOVE'.]

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_

NONE OF THE ABOVE

A11. Please indicate if YOU or any member of your HOUSEHOLD has a need for each Program or Activity listed below. If YES, please answer the other questions on the row.

| Type of Program or Activity   | Check box if you have a need for this program or activity | If you have this need: How well are your needs being met? |            |            |         | If you have this need:, Check box if you have used this program or activity during the past 12 months |
|---|---|---|------------|------------|---------|---|
|   |   | Fully Met   | Mostly Met | Partly Met | Not Met |   |
| A. Summer/Holiday day camps   | <input type="checkbox"/>                                  | 4   | 3          | 2          | 1       | <input type="checkbox"/>  |
| B. Community Special events, concerts   | <input type="checkbox"/>                                  | 4   | 3          | 2          | 1       | <input type="checkbox"/>  |
| C. Volunteering   | <input type="checkbox"/>                                  | 4   | 3          | 2          | 1       | <input type="checkbox"/>  |
| D. Programs that families participate in  | <input type="checkbox"/>                                  | 4   | 3          | 2          | 1       | <input type="checkbox"/>  |
| E. Programs for people with disabilities  | <input type="checkbox"/>                                  | 4   | 3          | 2          | 1       | <input type="checkbox"/>  |
| F. Swim lessons   | <input type="checkbox"/>                                  | 4   | 3          | 2          | 1       | <input type="checkbox"/>  |
| G. Competitive swimming   | <input type="checkbox"/>                                  | 4   | 3          | 2          | 1       | <input type="checkbox"/>  |
| H. Adult exercise/fitness   | <input type="checkbox"/>                                  | 4   | 3          | 2          | 1       | <input type="checkbox"/>  |
| I. Early Childhood Programming  | <input type="checkbox"/>                                  | 4   | 3          | 2          | 1       | <input type="checkbox"/>  |
| J. Youth art, dance, music, performing arts   | <input type="checkbox"/>                                  | 4   | 3          | 2          | 1       | <input type="checkbox"/>  |
| K. Jogging/Running leagues and competitions   | <input type="checkbox"/>                                  | 4   | 3          | 2          | 1       | <input type="checkbox"/>  |
| L. Nature/environmental programs, camps   | <input type="checkbox"/>                                  | 4   | 3          | 2          | 1       | <input type="checkbox"/>  |
| M. Pickleball lessons, leagues, competition   | <input type="checkbox"/>                                  | 4   | 3          | 2          | 1       | <input type="checkbox"/>  |
| N. Science/technology programs  | <input type="checkbox"/>                                  | 4   | 3          | 2          | 1       | <input type="checkbox"/>  |
| O. Golf lessons, leagues  | <input type="checkbox"/>                                  | 4   | 3          | 2          | 1       | <input type="checkbox"/>  |
| P. Active Senior Programming  | <input type="checkbox"/>                                  | 4   | 3          | 2          | 1       | <input type="checkbox"/>  |
| Q. Skateboard lessons, competition  | <input type="checkbox"/>                                  | 4   | 3          | 2          | 1       | <input type="checkbox"/>  |
| R. Adult art, dance, music, performing arts   | <input type="checkbox"/>                                  | 4   | 3          | 2          | 1       | <input type="checkbox"/>  |
| S. Tennis lessons, leagues, tournaments   | <input type="checkbox"/>                                  | 4   | 3          | 2          | 1       | <input type="checkbox"/>  |
| T. Gymnastics & Tumbling  | <input type="checkbox"/>                                  | 4   | 3          | 2          | 1       | <input type="checkbox"/>  |
| U. Outdoor Adventure Programs (kayaking, backpacking, rappelling, climbing, travel) | <input type="checkbox"/>                                  | 4   | 3          | 2          | 1       | <input type="checkbox"/>  |
| V. Drop-in Child Care   | <input type="checkbox"/>                                  | 4   | 3          | 2          | 1       | <input type="checkbox"/>  |
| W. Youth Sports Programs  | <input type="checkbox"/>                                  | 4   | 3          | 2          | 1       | <input type="checkbox"/>  |
| X. Open Gym Drop-in Play (Pickup basketball, volleyball, etc.)                      | <input type="checkbox"/>                                  | 4   | 3          | 2          | 1       | <input type="checkbox"/>  |
| Y. Adult sports programs (leagues, competition)                                     | <input type="checkbox"/>                                  | 4   | 3          | 2          | 1       | <input type="checkbox"/>  |

A12. Which **THREE** programs in Question A11 (above) are **MOST IMPORTANT** to each member of your household? [For each member of your household, write-in their age and the letter of the programs from Question A11 that are your 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> choices.]

|                                      | Age | 1 <sup>st</sup> program | 2 <sup>nd</sup> program | 3 <sup>rd</sup> program |
|--------------------------------------|-----|-------------------------|-------------------------|-------------------------|
| 1 <sup>st</sup> member of household  |     |                         |                         |                         |
| 2 <sup>nd</sup> member of household  |     |                         |                         |                         |
| 3 <sup>rd</sup> member of household  |     |                         |                         |                         |
| 4 <sup>th</sup> member of household  |     |                         |                         |                         |
| 5 <sup>th</sup> member of household  |     |                         |                         |                         |
| 6 <sup>th</sup> member of household  |     |                         |                         |                         |
| 7 <sup>th</sup> member of household  |     |                         |                         |                         |
| 8 <sup>th</sup> member of household  |     |                         |                         |                         |
| 9 <sup>th</sup> member of household  |     |                         |                         |                         |
| 10 <sup>th</sup> member of household |     |                         |                         |                         |
| 11 <sup>th</sup> member of household |     |                         |                         |                         |
| 12 <sup>th</sup> member of household |     |                         |                         |                         |

**A13. The following are actions the Parks & Recreation Department could take to improve the Parks and Recreation system. Please indicate whether you would be very supportive, somewhat supportive, not supportive, or not sure of each action by circling the number next to the action.**

| How supportive are you of having the City... |   | Very Supportive | Somewhat Supportive | Not Supportive | Not Sure |
|--|---|-----------------|---------------------|----------------|----------|
| A.   | Purchase land to preserve open space and natural areas  | 1               | 2                   | 3              | 9        |
| B.   | Upgrade/renovate existing park buildings and facilities   | 1               | 2                   | 3              | 9        |
| C.   | Restore/maintain natural areas  | 1               | 2                   | 3              | 9        |
| D.   | Purchase land for developing athletic fields  | 1               | 2                   | 3              | 9        |
| E.   | Expand/renovate walking/biking trails and connect existing trails                               | 1               | 2                   | 3              | 9        |
| F.   | Develop smaller parks with a greater variety of recreational facilities that serve a wider area | 1               | 2                   | 3              | 9        |
| G.   | Expand/renovate program and class spaces  | 1               | 2                   | 3              | 9        |
| H.   | Purchase land for passive recreational uses (such as trails, picnic areas, and shelters)        | 1               | 2                   | 3              | 9        |
| I.   | Upgrade/renovate athletic fields, including lighting  | 1               | 2                   | 3              | 9        |
| J.   | Develop new athletic fields   | 1               | 2                   | 3              | 9        |
| K.   | Purchase historic sites for preservation  | 1               | 2                   | 3              | 9        |
| L.   | Upgrade/renovate aquatic facilities at existing recreation centers                              | 1               | 2                   | 3              | 9        |
| M.   | Ensure there are parks in all parts of the City   | 1               | 2                   | 3              | 9        |
| N.   | Restore/maintain historic areas   | 1               | 2                   | 3              | 9        |
| O.   | Upgrade/renovate fitness facilities at existing recreation centers                              | 1               | 2                   | 3              | 9        |
| P.   | Purchase land for recreational facilities   | 1               | 2                   | 3              | 9        |
| Q.   | Develop large parks with a greater variety of recreational facilities that serve a wider area   | 1               | 2                   | 3              | 9        |
| R.   | Upgrade/renovate existing golf facilities   | 1               | 2                   | 3              | 9        |

**A14. Which THREE items from the list in question A13 (above) would you be most willing to fund with your City tax dollars? [Write in the letters below using the letters from the list in Question A13 above or circle 'NONE'.]**

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_ NONE

A15. If an additional \$100 were available for Parks and Recreation facilities in Charlottesville, how would you allocate the funds among the items listed below? [Please be sure your allocation adds to \$100.]

\$\_\_\_\_\_ Acquire new parkland and open space  
 \$\_\_\_\_\_ Repair/maintain existing parks and infrastructure  
 \$\_\_\_\_\_ Conserve and maintain natural resources  
 \$\_\_\_\_\_ Conserve and maintain historic resources  
 \$\_\_\_\_\_ Upgrade/expand existing park & recreation facilities  
 \$\_\_\_\_\_ Develop new recreation and parks facilities  
 \$ **100** **TOTAL**

## B. Farmers Markets

B1. Please indicate if YOU or any member of your HOUSEHOLD has a need for each type of Farmers Market listed below by checking the box.

If YES, please answer the questions to the right of the farmers market regarding “how well are your needs being met?” and “how many times did you use this type of farmers market in the past 12 months?”

| Type of Farmers Market |  | Check box if you have a need for this Farmers Market? | If Yes, how well are your needs being met? |            |            |         | For each one you have a need for, how many times did you use this type of farmers market in the past 12 months? |                      |                       |                        |
|------------------------|--|---|--|------------|------------|---------|---|----------------------|-----------------------|------------------------|
|                        |  |   | Fully Met                                  | Mostly Met | Partly Met | Not Met | Almost every day  | Once or twice a week | Once or twice a month | Less than once a month |
| A.                     | City Market (April thru Thanksgiving)      | <input type="checkbox"/>                              | 4  | 3          | 2          | 1       | 4   | 3                    | 2                     | 1                      |
| B.                     | Farmers in the Park (May thru September)   | <input type="checkbox"/>                              | 4  | 3          | 2          | 1       | 4   | 3                    | 2                     | 1                      |
| C.                     | Holiday Market (Thanksgiving to Christmas) | <input type="checkbox"/>                              | 4  | 3          | 2          | 1       | 4   | 3                    | 2                     | 1                      |

## C. Other issues

C1. On a scale of 10 to 1, with 10 being “Excellent” and 1 being “Poor,” please circle the number that best represents how you would rate your satisfaction with the Charlottesville park system overall?

| <u>Excellent</u> |   |   |   |   | <u>Neutral</u> |   |   |   |   | <u>Poor</u> |
|------------------|---|---|---|---|----------------|---|---|---|---|-------------|
| 10               | 9 | 8 | 7 | 6 | 5              | 4 | 3 | 2 | 1 |             |

C2. How important are high-quality parks, trails, recreation facilities and services to the quality of life in Charlottesville? (*Read list, select one*)

- 1 Very important
- 2 Important
- 3 Somewhat important
- 4 Neutral
- 5 Somewhat unimportant
- 6 Unimportant
- 7 Very unimportant

C3. How would you rate the overall performance of Charlottesville Parks & Recreation in communicating and informing the public on programs and services? (*Read list, select one*)

- 1 Excellent
- 2 Above Average
- 3 Average
- 4 Below Average
- 5 Poor

C4. Please inform us of all the ways that you learn about Charlottesville Parks & Recreation programs and services. (*Check all that apply*)

- ☐ News Media (TV, radio, newspaper)
- ☐ Social Media
- ☐ School Fliers
- ☐ Email Communications
- ☐ Program Guide
- ☐ Website
- ☐ Visited/Called a Parks & Recreation Office
- ☐ Charlottesville Parks & Recreation App
- ☐ Word of Mouth
- ☐ Other (specify): \_\_\_\_\_
- ☐ Don't Know/Don't Recall

## D. Demographics

D1. What is your age? \_\_\_\_\_

D2. How many years have you lived in the City of Charlottesville? \_\_\_\_\_ years

D3. Are you a full-time college student attending a school located in Charlottesville?

- 1 Yes
- 2 No
- 3 Don't know/Prefer not to say

D4. What is your gender?

- 1 Male
- 2 Female
- 3 Other
- 4 Prefer not to say

D5. Which of the following best describes your home?

- 1 Single-family house
- 2 Townhouse/duplex
- 3 Apartment
- 4 Condominium
- 5 Other (please specify): \_\_\_\_\_

D6. Are you or other members of your household of Hispanic, Latino, or Spanish ancestry?

- 1 Yes
- 2 No
- 3 Don't know/Prefer not to say

D7. Which of the following best describes your race? (Check all that apply.)

- ☐ African American/Black
- ☐ American Indian/Native American
- ☐ Asian/Pacific Islander
- ☐ White/Caucasian
- ☐ Other: \_\_\_\_\_

D8. What was your approximate pre-tax household income in the 2016 calendar year?

- 1 Under \$25,000
- 2 \$25,000-\$49,999
- 3 \$50,000-\$74,999
- 4 \$75,000-\$99,999
- 5 \$100,000-\$149,999
- 6 \$150,000 or more
- 7 Don't know/Prefer not to say

D9. Please share any additional park & recreation comments or concerns you or your household may have:

---

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*This concludes the survey. Thank you for your time!*



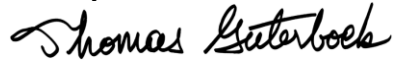
Dear Charlottesville City Resident:

Recently the Center for Survey Research (CSR) at the University of Virginia mailed you a survey asking for your input to help guide the City of Charlottesville's new Parks and Recreation Master Plan.

If you have already returned your survey, please accept our sincere thanks.  
You don't need to do anything more. If you have not responded yet, please try to do so today.

Your address was randomly selected in a small sample drawn from a large number of Charlottesville addresses; therefore, your individual response is very important.

If by some chance you did not receive the survey, please e-mail or call us (surveys@virginia.edu, 434-243-5232) and we will send you a replacement. Thank you!



Thomas M. Guterbock, Director  
Center for Survey Research  
University of Virginia

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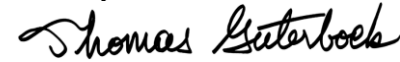
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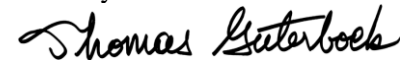
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Thomas M. Guterbock, Director  
Center for Survey Research  
University of Virginia



Weldon Cooper Center  
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Center for Survey Research

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Charlottesville VA 22904-4767



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*for Public Service*  
Center for Survey Research

Center for Survey Research  
University of Virginia  
PO Box 400767  
Charlottesville VA 22904-4767

December 2017

ID: «CSRID»

Charlottesville Residents Living At«AddressBlock»

Dear Charlottesville Residents:

We've tried to contact you recently by mail to ask for your help with an important survey. We haven't registered a response yet, so we're trying one more time. The City of Charlottesville is creating a new Parks and Recreation Master Plan. Your opinions can influence that plan. Your address is part of a small random sample of City addresses selected to receive this survey, so your participation is important.

Please complete and return the enclosed survey. The survey will close on December 31. Even if you don't use recreational facilities or parks, it is very important that we hear from you to get a complete picture of all Charlottesville residents.

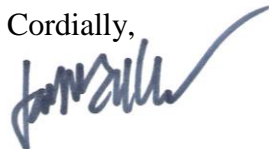
Your answers will be confidential. Our sample list does not include names. It only has addresses. Your answers will never be reported with your address. The study ID number on this letter and other survey materials is used only to allow us to track responses.

Who should complete the survey? The person or people in your household who are most familiar with the entire household's use of recreational facilities and parks should complete it.

But if your household is roommates living together and you don't know the information for other people living at your address, you can treat yourself as a household of one person and complete the survey.

If you have any questions or comments about the survey or need assistance to complete it, please contact me at [jimellis@virginia.edu](mailto:jimellis@virginia.edu) or 434-243-5224. Thank you very much for helping with this important study.

Cordially,



James M. Ellis, Jr., Ph.D.  
Director of Research  
Center for Survey Research



Weldon Cooper Center  
for Public Service  
Center for Survey Research



## 2017 CHARLOTTESVILLE PARKS AND RECREATION SURVEY

### SUMMARY REPORT

#### Purpose of the survey

The 2017 Charlottesville Parks and Recreation Survey was designed to capture and provide feedback on residents' experience with Charlottesville Parks, facilities and programs. The survey also was designed to elicit feedback about potential future parks, athletic opportunities (indoor/outdoor), and programs.

The survey was sponsored and funded by the City of Charlottesville Division of Parks ("Parks"). Its development and administration was a collaborative effort between Parks and the Center for Survey Research (CSR), a unit of the Weldon Cooper Center for Public Service (CCPS) at the University of Virginia.

#### Summary of Findings

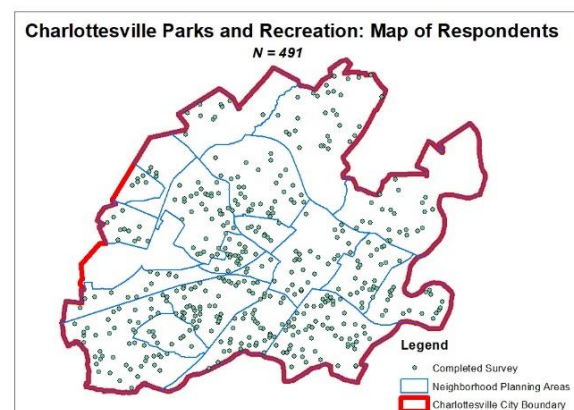
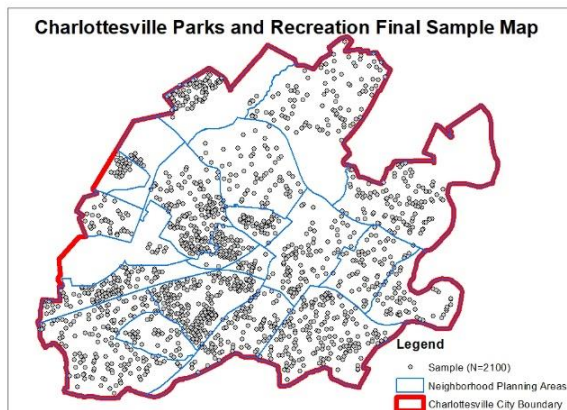
- 80% of Charlottesville residents rate the physical condition of they city's park, trails, and facilities as "excellent" or "good."
- Eight-in-10 residents rate their overall satisfaction with the city's park system as 7 or higher on a 10-point scale (6-in-10 rate it 8 or higher).
- When asked what they would most like Parks and Recreation to prioritize, most frequently identified was to preserve open space and the environment, to provide recreation opportunities for people who otherwise would be unable to (particularly for children and teens), and to offer opportunities to improve physical health and fitness.
- Residents are most looking for small neighborhood parks they can walk to, parks along streams or the Rivanna River, and more paved trails and unpaved paths.
- Regarding outdoor facilities, water parks and spray-grounds, outdoor tennis courts, and athletic fields received the most support.
- As for indoor facilities, exercise and fitness centers, indoor swimming pools, and gymnasiums got the most backing.
- For activities and programs, community special events like concerts, adult exercise/fitness, and outdoor adventure programs received the most attention.

## Methodology

All Charlottesville residents 18 years old and over were included in the sample and had a chance of being included in the 2,100 residents who received an invitation to participate (Map 1, next page). Neighborhoods of the city with traditionally low response rates to surveys were oversampled.<sup>1</sup> Those randomly chosen received a paper advance notification letter and then later were mailed a paper survey. The questionnaire asked for detailed feedback about respondents' experience with Charlottesville parks, programs, and facilities. Respondents were promised confidentiality.

Of the 2,100 Charlottesville residents who received a survey, 491 sent back a completed response (Map 2, next page). All completed cases were included in the final data file and analyses reflect only complete responses. During the collection stage, it was discovered that 280 surveys were sent to residents who lived outside the city limits. These were identified and were not included in the final tally. To offset this, a new batch of 280 invitations were sent to city residents and were ultimately integrated in with the other eligible completes. The final response rate for the survey was 23.4%.

The questionnaire was designed and developed through collaboration among CSR and Parks staff. It was only administered in English.



The data were not weighted for analysis. The sampling error for the survey at the 95% level of confidence is +/- 4.4 percentage points.

The demographics of those who participated in the survey differed in some important ways from the known demographics of Charlottesville's population. As detailed in the table below (next page), there was a higher percent of survey participants that are women, white, over 65 years of age, live in a single-family home, and in higher income groups. This is a typical occurrence in non-quota probability surveys in the United States presently.

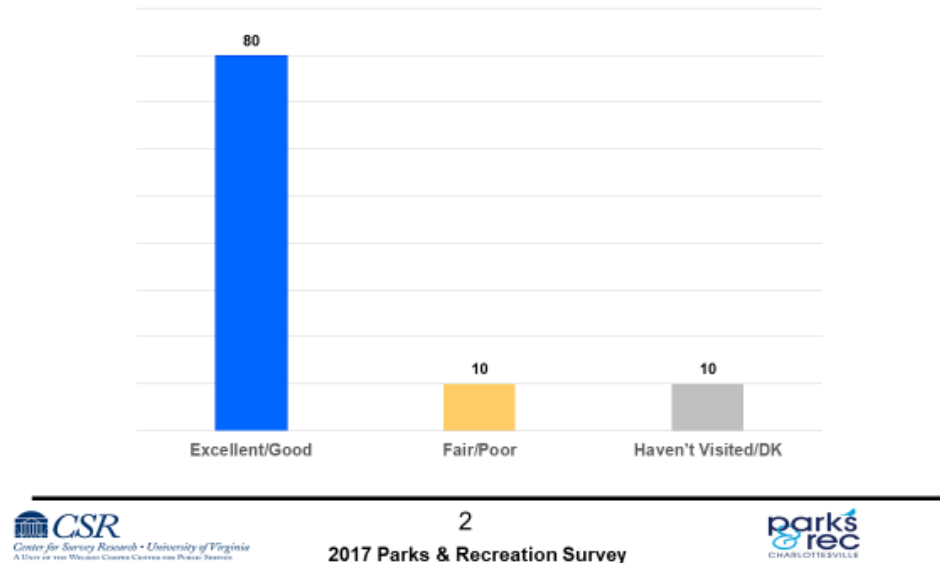
<sup>1</sup> 10<sup>th</sup> & Page, Barracks Road, Fifeville, Jefferson Park Ave, Lewis Mtn., Ridge St., Rose Hill, Starr Hill, The Meadows, Venable.

| DEMOGRAPHIC COMPARISON |                           |                 |        |
|------------------------|---------------------------|-----------------|--------|
|                        |                           | Charlottesville | Survey |
| Gender                 | Female                    | 52%             | 64%    |
|                        | Male                      | 48%             | 36%    |
|                        |                           |                 |        |
| Hispanic               | Yes                       | 5%              | 5%     |
|                        | No                        | 95%             | 95%    |
|                        |                           |                 |        |
| Race                   | White                     | 70%             | 77%    |
|                        | Black or African American | 19%             | 11%    |
|                        | Asian                     | 8%              | 7%     |
|                        | Other                     | 3%              | 5%     |
|                        |                           |                 |        |
| Age                    | 18-24                     | 16%             | 8%     |
|                        | 25-39                     | 28%             | 35%    |
|                        | 40-64                     | 30%             | 37%    |
|                        | 65+                       | 10%             | 21%    |
|                        |                           |                 |        |
| Type of house          | Single Family House       | 51%             | 63%    |
|                        | Townhouse/duplex          | 10%             | 12%    |
|                        | Apartment/Condo           | 38%             | 23%    |
|                        | Other                     | 1%              | 1%     |
|                        |                           |                 |        |
| Household income       | Under \$25,000            | 28%             | 17%    |
|                        | \$25,000 - \$49,999       | 21%             | 23%    |
|                        | \$50,000 - \$74,999       | 15%             | 19%    |
|                        | \$75,000 - \$99,999       | 11%             | 15%    |
|                        | \$100,000 - \$149,999     | 13%             | 15%    |
|                        | \$150,000 or more         | 11%             | 13%    |
|                        |                           |                 |        |

Main Findings

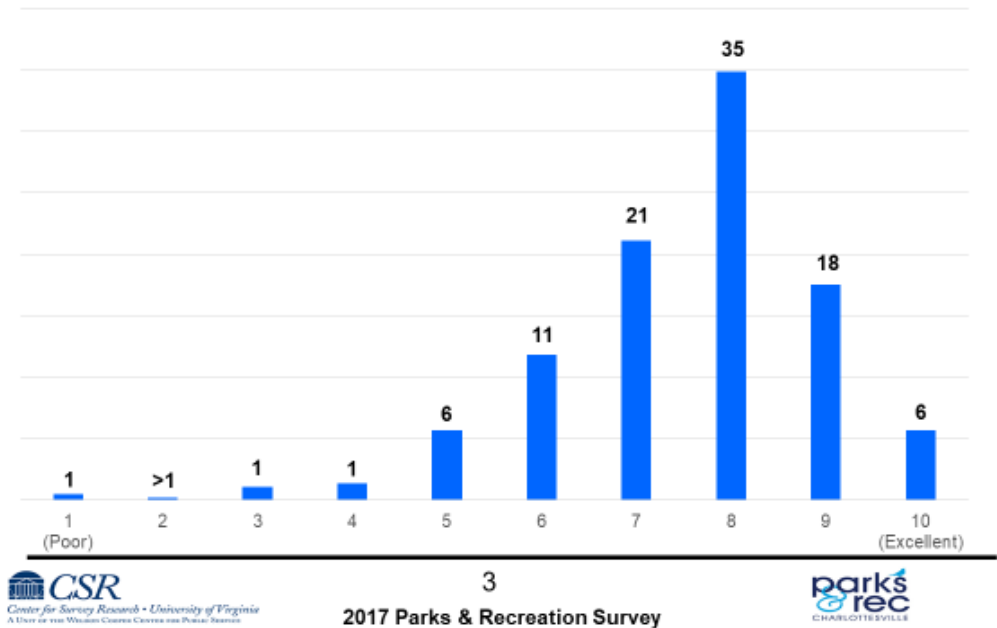
Physical condition of all parks, trails, and facilities visited in the past 12 months

All numbers are percents



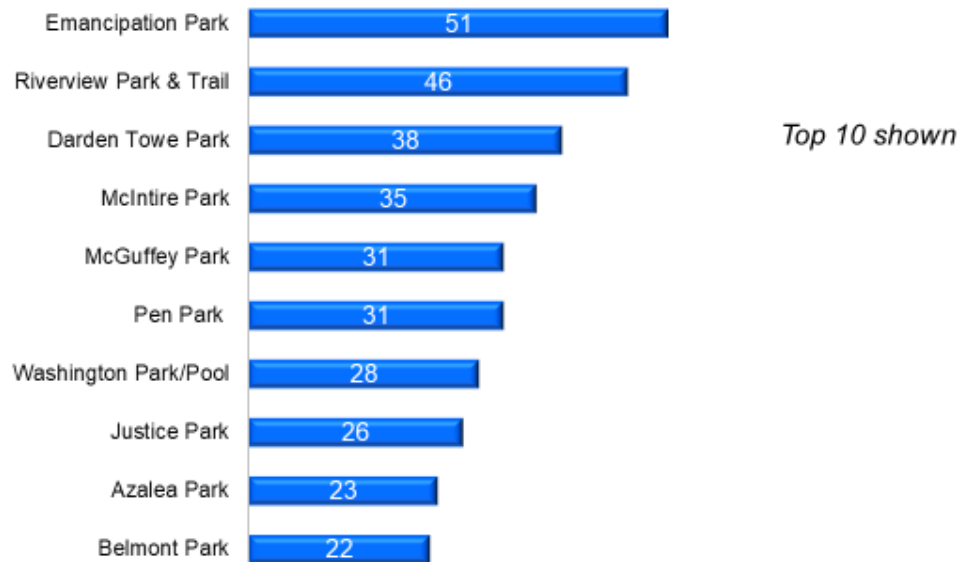
Overall Satisfaction with Charlottesville Park System

Percent of those ranking on a 1-10 scale

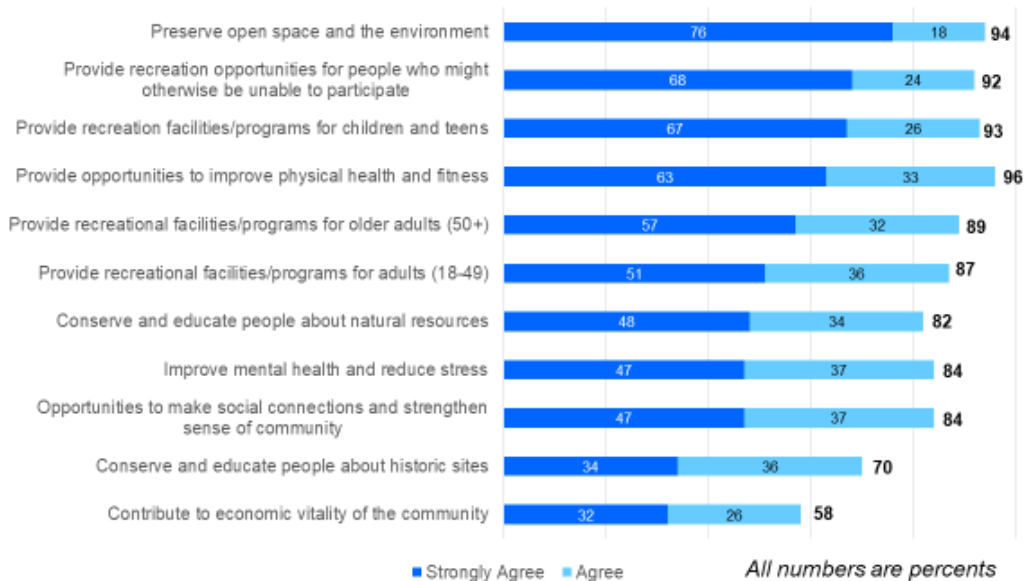


### Most Visited Parks

Numbers are percent of those who visited it once in the past 12 months



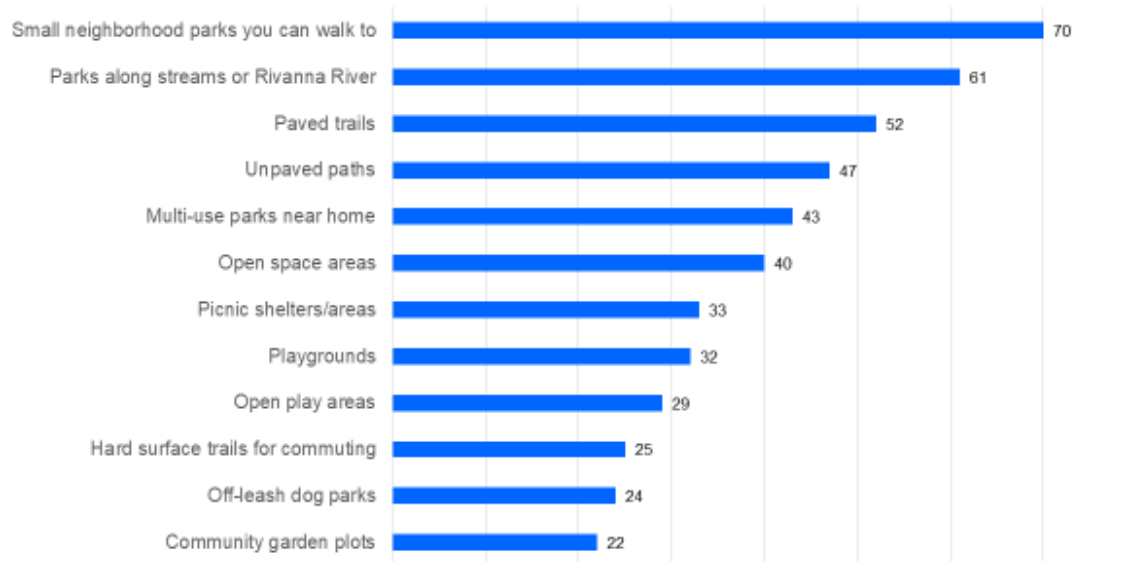
### Actions wanted from Parks and Recreation





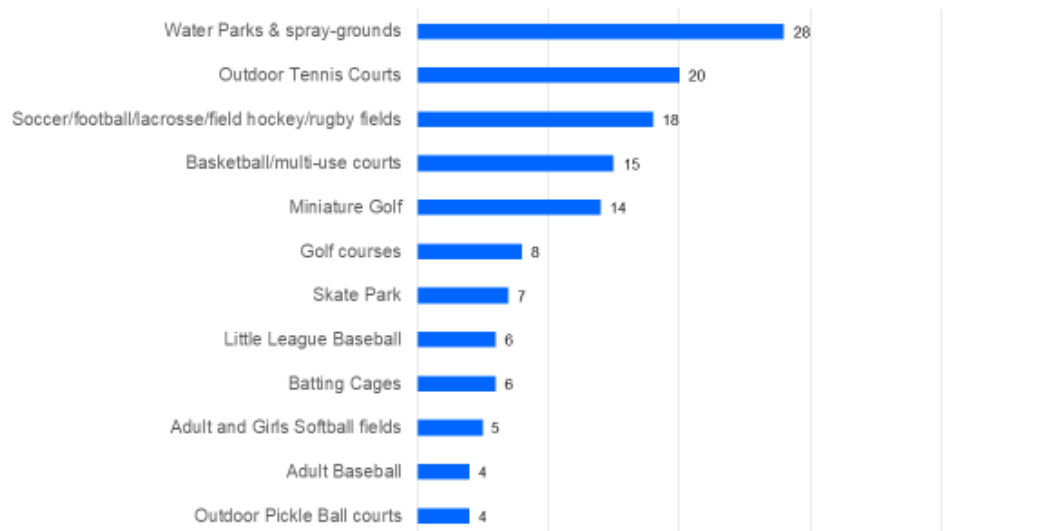
## Needs in Charlottesville

Percent saying Charlottesville needs this type of park or facility



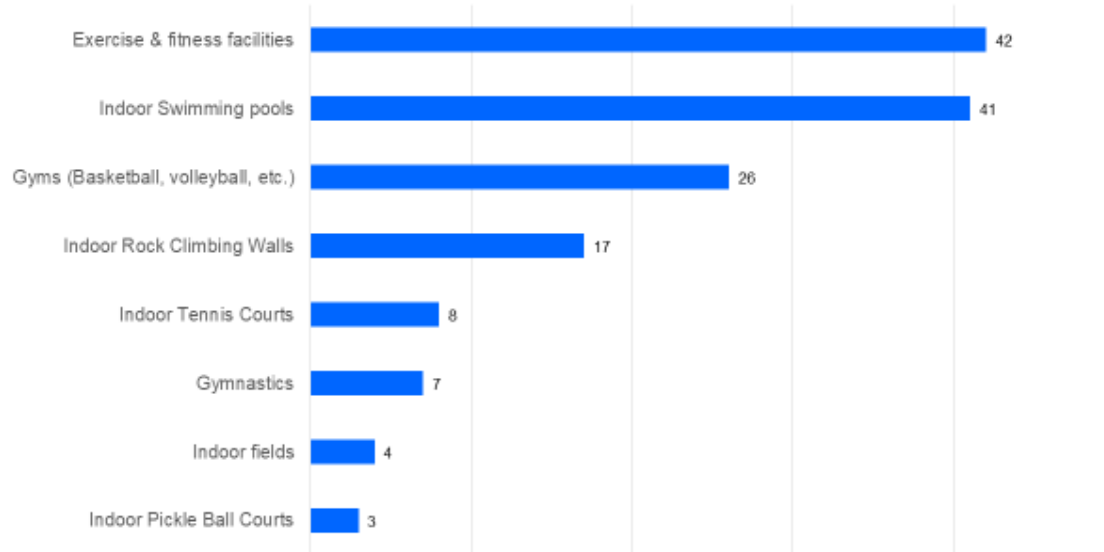
## Need for Outdoor Facilities

Percent saying Charlottesville needs this type of outdoor facility



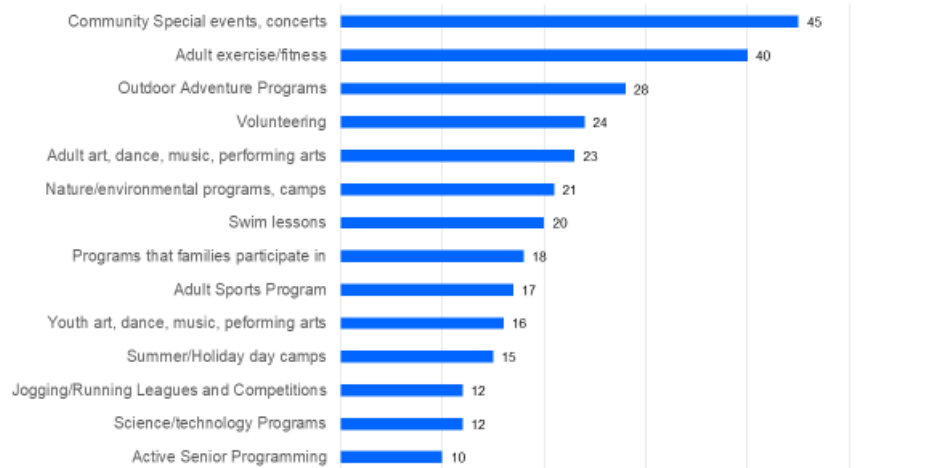
### Need for Indoor Facilities

Percent saying Charlottesville needs this type of indoor facility



### Need for Different Programs

Percent saying Charlottesville needs this type of program or activity



## APPENDIX 1

### Open-Ended Responses

#### Suggestions for playgrounds/parks/outdoor space

Would love to see more playgrounds.

Please, please, please consider fencing in a playground such as Claudius Crozet Park. It is so helpful for little ones and their caregivers.

The tall playground at McGuffey Park seems very dangerous so we stopped going due to the risk of falling.

We attended and loved the Super Hero Run and Masquerade Ball. We are excited about date night drop offs and love activities at the Carver. Would like to see unique upgraded playground equipment at some parks.

Provide shelter for people who are living/sleeping on downtown mall area.

Tonsler Park continuously has older adults selling drugs and participating in what appears as inappropriate behavior. it has a great playground but the sketchy crowd has definitely been a deterrent. Carver Recreation Center needs a baby changing station in the downstairs bathroom.

Please get serious about invasive plant species. They are devouring and destroying our environment. Turn off sports field lights when not in use. The Charlottesville High School lights are horrible.

As Charlottesville continues to grow and get denser, it is vital that open space & trees are preserved, not developed. Also, more swim lessons are needed - they fill up within 10 minutes of registration.

If you all are going to expand natural areas, be sure to consult on natural, non-invasive species!

Shade especially from trees is really important to help stay outside! Plus roots, leaves, etc. are very interesting to kids and adults--strongly prefer more trees to more open space/fields/mowing lawns. Thank you!

Replant trees in parks when they are lost; support passive recreation, improve trails, work with other departments to maximize resources.

Preservation of trees and green areas is most critical. You also do an excellent job with the flowers in parks and along streets. Thank you!

Belmont park has no shelter.

Washington Park needs a complete makeover exercise and family shelters for events.

Thank you for your hard work! I would love some type of water in Meadowcreek Community Garden.

We live near Greenleaf Park and would love for the pavilion to be reservable. The park gets wild with birthday parties over the summer and there is always trash left that animals get into. Greenleaf could also use a large shade canopy over the baby swings.

Belmont park has no shelter.

We struggle to feel safe using some facilities, especially trails and parks, alone/at dark. I know this is a bigger issue than just the Parks & Rec service can fix, but this dramatically impacts our use of the public facilities.

I would like to feel that the parking is safe at the parks so I feel like my car is safe while I am walking.

Natural area - Ivy Creek does not need more rec usage. Downtown mall maintenance.

## Dog Parks

I love going to the parks. I use Beaver Creek Crozet and Mount Springs a lot. I hate off leash dogs running up on me, stop building in the parks, stop improving them, raising the prices so folks can't use unless they are low income and get a waiver. You put basketball hoops in Fifeville park and now teens linger in the park at night and make noise. People from other neighborhoods come use the hoops. I used to go to McIntire before it was ruined, why put a membership needed in a public park? No parking downtown, Meade Park is too crowded, Riverview Park and Trail used to be nice, but now the running club yuppies have taken it over, Tonsler Park has drug dealers out in the open. You took the pools for the kids what's next? (provide recreational facilities/programs for children and teens A4) My neighborhood first had a Habitat Community added to one side and now UVA expanding onto the other. I don't want anymore so-called improvements to my neighborhood, UVA is pushing us out! Taking our homes for UVA rentals and out streets for free parking. Stay out of my neighborhood. If you keep up historical sites, will you pick and choose which ones are politically correct? Only black history has any interest to cville. White history is being erased.

I need large off-leash dog parks! I like to train my dogs to walk off leash, but there aren't enough large, fenced areas to practice. Plenty of tiny pens, but that doesn't work at all.

Azalea and Darden Towe dog parks are great, except they have become mud pits after the drought. Please seed or sod or mulch when possible!

Please create an off-leash walkable trail/dog park or designate one of the many parks we have for this purpose.

More dog parks/off leash street trails.

The city would be well served to create a much friendlier dog environment for the huge number of pet owners! There are people that would use the parks daily regardless of weather. Take a lesson from Boulder, CO.

I like to walk my dog. Azalea Dog Park is not suitable to me. it's horrible.

Charlottesville is a great city but it definitely needs more off leash dog parks.

Please develop more off-leash dog parks and consider a rowing/paddling/kayak rec activity.

Maintenance of Azalea dog park sorely needed! More dog parks and off leash trails please!

Our neighborhood (Meadows) has no park, and no where to take our dog off-leash.

Need off leash dog park space, especially in Belmont Park or River Park.

## Restroom/trash

Please update restroom facilities at parks.

Add water fountains to parks. C'ville has never had water fountains at park or on the mall.

Everything is good, but they need to more focus on restrooms, because they are dirty and sometimes there is no toilet paper.

Please make sure that bathrooms at the parks are improved re: foul smells. There must be a product out there that can do this.

Ensure that the public parks have public fountains, restrooms, and recycling bins. We also think that including solar panels on top of the restrooms.

Police current parks better to avoid trash dumping.

If Parks and Rec is supposed to keep the downtown mall area clean and free of litter, they don't do it. Main route to mall from Water St. parking garage always filthy and an embarrassment--also mentioned by tourists and football game folks.

There are not enough trash cans around the city and in the parks. Please finish the Botanical Gardens - if they are anything like Duke or Dallas, they will be very popular.

We need a bigger space for the garden at Muchie Drive and a watering system and a trash can. The fence is also too low.

### **Suggestions for programs and gym facilities**

I am disappointed in lack of fitness classes. There was a large number when I joined (zumba, pump 360) but constant turnover in instructors has left a very empty schedule

Planning to rejoin gym in 2018. Smith and Carver have good gym facilities if combined. Have to plan ahead which gym depending on type of workout.

I would love an adult exercise facility that is cheaper than other options in town.

The worst changes made by Parks and Rec was the elimination of the summer outdoor day camps at the neighborhood parks. Children use to be conditioned to play outside. Now they just want an electronic device.

Need camps and recreation services for youth on the autism spectrum, there are services for more severe disabilities and for neuro-typical youth but not for ASD.

I would like to see more scholarship funding for parks and rec. As a single mom, the pricing for the programs is often times too expensive for me to afford.

More activities for youth that would be free to teenagers. Skating program could be offered more days. No parking for seniors at farmers in the park.

We need better parks close to our house with some fun activities, competitions.

I would like a "conversation park" where it would [be] easy to talk to other citizens about life in Charlottesville.

I like things like the rain barrel workshop. [I] was hoping for it again but didn't hear about it if they did.

My friends and i would like to be able to hold scrabble tournaments using a low cost recreation center for a weekend.

Skate park will make this city much more community oriented.

We love and use the parks all the time. We would love to see more rec/fitness facilities. We wish city market was year round!!!!

This survey focuses too much on facilities and not nearly enough on recreation, the department's weakness. The department's many day time classes for young children cater to affluent, mostly Caucasian families. Also no questions about staff, some of whom are great, and some of whom are unfriendly and surly.

It would be so wonderful to have free fitness, aquatic sauna and steam room, and hot tub facilities for the community. The fitness equipment could be developed to generate energy instead of using it, thus sustainable and accessible!

More swimming lessons.

I would be 150% more likely to regularly use the Smith Aquatic Center if it had a sauna or hot tub, even just a small one. I've gone swimming there before and I got cold! it was not fun. Indoor pools are great for winter exercise but not if I can't warm back up. Thank you. (also, I love the free roller skating at Carver. Please keep this wonderful program!)

At my age, the aquatics are the most doable and useful if full range health. I require (need) hot tub jets that massage aches and joints and do not require tips. Purification in sauna is also a health plus! Thank you.

I think P&R is doing a good job. Keep Washington Park pool alive!

The fees for entering pool facilities is too high.

**Sports Facilities**

We need small lighted outdoor urban soccer surfaces. Can be on an old/underused tennis court.

We want racquetball courts through Parks and Rec.

Wife would like outdoor racquet ball courts.

Please make more outdoor basketball courts, particularly at Meade Park.

Thank you for conducting this survey. I think it is important and helps inform your decisions! Outdoor tennis courts are only available if I want to drive to them.

Charlottesville desperately needs large, multi-use athletic parks like Richmond has. There is no public baseball facility for kids over age 12 teaching the sport in this area. Competitive players have to travel to Richmond to compete. Please consider more safe bike trails so kids can safely bike within city limits. Bike trails separate from the road, not just narrow bike lanes.

Washington Park top basketball court in need of repair. Court has been cracked uneven for over 5-7 years which cause a hazard when playing on basketball court. Poor lighting on playground and basketball court.

You didn't include school-sited parks (CHS, Burnley Moran) which I mostly use. I understand they are maintained by Parks and Rec. Both of these schools have good basketball courts and CHS is great for lap running and tennis, too! I play basketball and I'd love to play [at Washington Park] more but it's too dangerous. The court out-of-bounds line ends right where the pavement ends. So if you step out of bounds you step off of the pavement and the drop is several inches. I feel like you can't play hard under the basket or you might step out and twist or break your ankle! Please fix the court at Washington Park! And could you put in a water fountain?

Open field space for soccer, frisbee, football, with lighting and public use doesn't seem to exist.

Pen Park tennis courts are in need of repair and lighting of the other 4 courts.

I think that providing affordable access to parks and fitness facilities for as many residents as possible should be the central goal of Parks & Rec. Playground accessible to children with disabilities.

**Programs for Adults**

Most men over 40 yrs old have lower back issues. Yoga classes are almost exclusively for women. No whirlpools in aquatic center which is a glorified kiddie pool No abdominal and back exercise machines at any facility.

We used more facilities when we had a school age child. As adults it would be nice to have more adult programs that are meaningful and thought provoking.

Provide an adult flag football league. 'Cville social' league is poorly run and most players are looking for alternative to that organization.

Senior basketball program should have been maintained with original times and rules. Meadowcreek Golf Course should be more accommodating of VSGA members.

Could you add adult outdoor free to use fitness equipment? I've seen it in parks in Indiana, Texas, Canada, and Europe. I see folks doing dips and exercise on bike racks and so forth.

More evening classes for 50+ years including "arthritis" and other swim classes currently available only during day time.

We are two single women in our 30's and would love more (any!?) opportunities to meet other adults - without having the activity tied to children.

Need more senior activities.

**Bikes & Trails**

We love to bike. Please give us more trails paved for that. Trails away from roads are best. Thank you!

We would really like to have extensive park trails away from cars, parking lots, etc. for hiking.

I want more paved wheelchair usable trails in nature.

More bike lanes and connecting trails! More green spaces!

Trails are not well maintained and need more developments and connections.

Most of all, I'd like to see a safe network of paths (like the John Warner trail) connecting the existing parks. More than a sidewalk, less than a road.

The walking/biking trails are not very long and do not come near my house. Please connect them.

We really need safe bike paths to get downtown. Currently they are not continuous, and I've heard of cars hurting cyclists.

Safe bike trails for more commuting around town.

Would love a really good bike trail, off the road, for commuting from downtown to UVA and a bathroom at each park!

More safe bike commuting options - to commute to work and for recreation, It would make a big difference in day to day life.

More trails and expand existing trail system for recreational and alternative transportation use. Partner with Albemarle County, developers, and private organizations (like the Rivanna Trail).

Appreciate what you do and wish for you to do all you can to make C-ville a more pedestrian friendly, nature-filled city! Bike trails!

We really enjoy the trail systems (paved and dirt trails). I enjoy trail running and I also cycle to work every day. This town needs more street lights. Very dark and dangerous for commuters. Thanks!

I don't feel safe on Riverview trail. It always show signs of people living there. Charlottesville trails like Monticello trails.

Existing parks and trails and community facilities are very adequate! Safety is now an important factor for outdoor trails.

Expanding/renovating walking/biking trails and connecting existing trails would be our family's suggestion for Cville Parks and Rec's focus. Thank you.

Mountain bike trail access is the top priority for my wife and I as that is our primary form of recreation/exercise.

More bike and running trails.

Bike trails would be great!

Parks and Recreation should work with city transportation and Albemarle to expand and improve the trail/bike lane network.

Running trails and cycling commuting infrastructure are most important to us. Upgrading and fixing overly polluting buses that are underused is also key!

Charlottesville needs more corridors for pleasant walking and cycling--parkways for pedestrians.

We would use parks more if there were walkable parks and trails. Also we used to use the parks almost daily when our kids were little. Lots of great playgrounds.

### **Rivanna River**

Lighting system in Forest Hills Park has been spotty. Rivanna Trail System needs work. [There are] lots of old trail pieces and old signs, easy to get lost near 5th st.

Retired. Enjoy the peace and quiet along the Rivanna Trail. The trail needs to be maintained. The trees are not very healthy. My husband pulls the vines whenever he walks past a tree that is choking!

Safety of Rivanna Trail and reduction of roots and things you can trip on.

Please preserve and restore land along the Rivanna - improve its presence in our city (for the public)! Thank you!

Build access tunnel for Rivanna Trail under Rivanna River and build bridge at Moore's Creek - complete the loop.

I would like water's edge car access to Ragged Mt. Reservoir for canoe/kayak (i.e. unlock the gate) use. Also ban mountain bikes at Ragged Mt. Reservoir

Not sure if part of Charlottesville Parks and Rec, but please connect the entire Rivanna Trail loop!!!

Enjoy the Rivanna Trail frequently.

You're doing great. My neighborhood (Locust Grove) would LOVE to see improvement to the Rivanna River - especially the strip on River Rd. Imagine if there were parks and community gathering spaces instead of parking lots and industrial zones. Who doesn't want to hang out next to a river?? Thanks!!

### **Confederate Statues**

Do not try to change history. Remember that we have to know the past as not to repeat it in the future.

Please do not destroy historical sites. Educate, re-contextualize. Destruction is a dereliction of your duty. It is the easy way out. Teach People.

Covering and attempting to remove General Lee's statue is a disgrace to the U.S. and its history. You should be ashamed. He dedicated his entire life to this nation and the Commonwealth of Virginia. He serves as a lasting reminder of valor, integrity, and honor. "Virginia is my country, her I will obey, however lamentable the fate to which it may subject me." R. E. Lee.

Very disappointed in City Council's decision to move monuments from historic parks. i personally know hundreds of long time c'ville residents that agree!!! that have no voice.

The garbage bags covering the statues in Lee Park and Jackson Park are an eyesore.

Keep up the great work! However the plastic tarps are an eyesore in our lovely parks. Please remove them. Better to improve fitness in our town.

I would prefer that Lee Park and Jackson Park keep their traditional names.

I would not like any of my tax money to go toward preserving confederate statues or memorabilia even if they are considered "historic". Thank you.

There are too many Nazis in our parks.

Keep our historic monuments. Stop injecting politics and erasing facts-real tragedy. We enjoy [the] large number of parks available.

I think they need to uncover the monuments.

Protect historic statues and monuments.

Please stop wasting money on Lee and Jackson Parks. We could have some really great programs and parks with all that money.

Fuck Nazis. Abolish the police (would drastically improve this town).

The Jackson statue is beautiful with the angels--the Lee statue is not--but both shrouds must come down. Cover the Lewis + Clark statue--why is Sacagawea cowering?

The city's P+R system does improve quality of life in Cville. The city should focus on maintaining what they have instead of expanding w/ more of the same and invest in preserving historical spaces. Don't try to compete with the YMCA for indoor fitness facilities.

### **City Markets**

Please bring back the flea market! I miss Dan Carpenter! Please make renting out less expensive, so others (low income persons) can use it. (afford it.) Thank you! \*thanks for the passes!

City market could use a friendlier manager.

Regarding the farmers market, more affordable local produce like Staunton's would be an improvement.



I gave up on the farmers market because of the outrageous prices the farmers charge & it's hard to park. Such markets are supposed to offer local produce [??] for top dollar. The farmers charge more than integral yoga for comparative produce, and integral yoga has overhead.

### Other Suggestions

Keep preserving and expanding!

I like that Charlottesville has a lot of public space. i have concerns about UVA students encroachment into neighborhoods (I live in Fifeville.)

Losing Main St. Arena will be bad for Charlottesville. Work with Friends of Cville Icepark and BRCC to get ice [rink] back in Charlottesville ASAP.

Maintain what we have. Conservatively expand.

It is great to know about these parks being present in Charlottesville, but I am not aware of any in my neighborhood. Had I known, I would frequent them more often!

Interested in finding out more about resources and opportunities to use parks and recreation.

Didn't know there are so many parks in Charlottesville.

I do not go to these parks, don't know anything about them.

I'm new to the area. It would be nice to receive a packet as to what is available.

I was a Parks & Rec employee in another county and utilized the resources frequently! However, I feel the presence of this organization is not as strong in Charlottesville. You have such a large outdoor's community, but programs/events are limited.

I am not sure how parks and recs communicate about programs and services, but I haven't seen anything. Perhaps an annual mailer with a review of available services would be beneficial.

Get community more involved in maintaining parks so they feel more ownership of them too.

The Meadows neighborhood need some Parks & Rec attention!

Excellent parks and park system. Too many parks hurt a community. Do not expand. Maintain.

It would be helpful if future versions of this survey started with a brief summary of what programs parks and rec includes (e.g., I didn't realize downtown mall and farmers' market were under your purview).

This survey is too long for working folks. And there were no passes included.

Spend less money on studies and more on implementation.

I hope city funds did not pay for this survey as it is too long and tedious to consume.

The water near Quarry Park needs attention.

### Other

Now that I am retired, I don't use the parks and trails as I did when the boys were young.

As we plan to have children, having a park within easy walking distance is becoming more of a priority- currently a 20 plus minute walk. Otherwise our priorities are more focused on conservation and maintaining public space than on classes, programming or fitness centers.

I do NOT use any of these recreational services. I'm 75 years old, husband 79 and in nursing home! Thanks

Now that Gold's Gym has closed and the pool option is no longer available, I will be using #1 Crow pool and #2 Smith pool on a regular basis. Now, I'll need to explore the City's facilities.

I'm still learning about all that the P & R department has to offer!

We work for UVA, so UVA facilities take care of a lot of our needs but we do rely on Parks and Rec for our kids' needs.

There are no parks within 2 miles of my home. I usually go to the Ragged Mountain Nature Area on O'hill to walk.

I approve of all that is in the questionnaire but as you can see by my age many do not affect me.

Previously lived in Charlottesville for 8 years but just moved back.

I'm not concerned about the lack of good municipal golf in C'ville.

Equal access to recreational facilities and activities for all members of our diverse community is one of our values.

### **Positives**

The parks are beautiful and very useful to the people of C'ville. i just don't get around very easily. Thank you.

Have a dog and use McIntire and Greenleaf Park almost daily. Love the sense of community these parks bring out - athletic fields and activities in McIntire are great and always in use. One of the reasons I've stayed in my neighborhood is the locations and maintenance of the parks (McIntire and Greenleaf).

Great job on the Carver Center and Meadowcreek trail! Best improvements [since] we moved here.

I think you do a good job with the funds given to you. As soon as my broken foot heals, I'll be on walking trails again.

Rives park looks very nice. The city has done a great job on the park.

We love the old golf course/McIntire park. It's a really special place to be and all golf courses would be better if we stopped mowing them.

We are pretty happy with the locations and facilities available in the city, and judging from the number of others we see each time we go, other people are as well.

Charlottesville is a wonderful place to live and I appreciate Parks and Rec. efforts.

As compared to other cities I've lived in (New Orleans, Huntington Beach, CA, Savannah. GA) Charlottesville is beautifully green! Keep it up!

Love trails, golf course and playing fields (Splash parks, softball, playgrounds). Kept in great shape!!!

Overall amazing parks program.

We love Northeast Park!

Parks, recreation, trails, pools, and sports areas are very important. I wish they were used by everyone!

Thank you for low-income opportunities you provide.

Keep up the great work! Our family has gotten so much joy out of the Parks and Rec department and its facilities.

Washington Pool staff were great to us this year!!!

I am always impressed by the number and size of parks in this town and how well cared they are!

We love the John Warner Parkway trail and connections. And we are REALLY looking forward to the McIntire Botanical Garden being developed!

Thank you for asking!

Very impressed with the number of city parks, and also that the city has conducted this survey to get resident input.

Thanks for taking the time to get our opinions!

I like all the park and recreation in the Charlottesville areas and want to take this time to thank the Charlottesville Authority for their good works. Thanks.

The local parks, farmers market and trails are invaluable to our family. Thanks for all that you do for us.

Our household is adequately served.

Thanks for all you do.

Keep up the good work!

Thanks.

Hope you have a happy holidays! Thanks for all the hard work you put in every day.

Thanks for all your hard work! I like the paved walking trails in nature like Riverview Park best.

Overall amazing parks program.

Thank you for all that you all do!

Keep up the good work.

Thank you Parks and Rec for providing great spaces for our family to enjoy together!

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## APPENDIX 2

### Full Methods Statement

#### ACKNOWLEDGMENTS

The 2017 Charlottesville Parks and Recreation Survey was sponsored and funded by the City of Charlottesville Division of Parks (“Parks”). The survey’s development and administration was a collaborative effort between Parks and the Center for Survey Research (CSR), a unit of the Weldon Cooper Center for Public Service (CCPS) at the University of Virginia.

At CCPS, Jim Ellis and Shawn Bird supported this collaboration and brought CSR and Parks staff together in a staff meeting to help begin the process of conceptualizing the project.

At Parks, Doug Ehman and Brian Daly led the process of designing the questionnaire, along with input from staff.

Staff at CSR implemented the data collection protocol, performed data cleaning, analysis, and reporting under an agreement with Parks. Jim Ellis, Shawn Bird, Kara Fitzgibbon, Shayne Zaslow, Julia Nguyen, Hannah Shadowen, and Rena Yuan were responsible for day-to-day operations and worked on the project in a hands-on fashion. Dr. Thomas Guterbock, CSR Director, provided important guidance and direction in the development stages of the project.

CSR offers many thanks for all of these contributions, but our most important thanks go to the Charlottesville residents who took the time to participate in the survey. Their willingness to share their opinions and ideas for improving Charlottesville parks, programs and facilities is greatly appreciated.

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## **SURVEY METHODS**

### **Purpose of the Survey**

The survey was designed to capture and provide feedback on residents' experience with current Charlottesville Parks, facilities and programs. The survey also was designed to elicit feedback about potential future parks, athletic opportunities (indoor/outdoor), and programs.

### **General Approach**

To control production costs, it was decided to offer the survey to a sample of Charlottesville residents rather than attempt to contact all residents. All Charlottesville residents 18 years old and over were included in this probability sampling frame. Mail was selected as the mode of contact and a paper-based survey was the mode of data collection. All sampled residents with addresses were invited to participate in the survey. All sampled residents received a paper advance notification letter.

The questionnaire asked for detailed feedback about respondents' experience with Charlottesville Parks, programs, and facilities. Respondents were promised confidentiality and were advised that open-ended comments would be made available to Parks staff verbatim.

### **Managing the List of Residents**

The population of interest for this project was captured in a sample of 2,100 records acquired from the Marketing Systems Group. The total amount of surveys mailed in actuality was 2,380 because in the first batch of surveys delivered, there were 280 addresses outside of the City of Charlottesville, making them ineligible for the survey. As a result, another 280 households were sampled to replace the ineligible households from the original sample. The final sample discounts the 280 households in the original dataset leading to a final count of 2,100 geographically eligible households.

### **Questionnaire Design and Development**

The questionnaire was designed and developed through collaboration among CSR and Parks leadership. First, CSR staff attended a meeting of Parks staff to become oriented to the programs and the current issues under consideration. CSR then sent a draft questionnaire to Parks for review and comment. After several rounds of drafts and comments, including Parks leadership vetting the questionnaire with others, the questionnaire was deemed ready for data collection.

The questionnaire was relatively straightforward. First, residents were asked to provide general opinion about the Charlottesville parks, trails and recreation facilities. Residents were asked about the perceived benefits of recreation services. Residents were asked to indicate if they visited any Charlottesville Parks in the last year and how often they visited them. Then, residents were asked to provide feedback on recreational needs. They were asked to specifically indicate type of parks or facilities that are needed in Charlottesville, how well their needs are met in respect to their needs and how many times a year they used the park or facility they indicated was a priority. These questions were also asked for Charlottesville programs and activities. Residents were further asked about their support of possible future actions Parks could take to improve the Parks and Recreation system. Residents were also asked about their need for Farmers Markets, how well their needs have been met and how many times they utilized the particular Farmers Market. Next, respondents were asked to provide general opinions about the performance of Parks and demographic information. Finally, all respondents had a chance to contribute any other open-ended comments they wanted to make. The questionnaire was only administered in English.

## Survey Protocol

A confidential protocol was used for this survey; that is, the respondent's identity is known to CSR but the identity or associated responses are not shared with Parks and Recreation staff. This protocol allows the researcher to know explicitly who responded to the survey and who did not, thus allowing targeted follow-up communications to non-responders. The confidential protocol also provides strong protections against "ballot box stuffing," in which a single respondent or a small group of respondents could theoretically fill out many surveys in an attempt to bias the results.

The survey was conducted using the following steps.

1. An advance notification letter was sent to all sampled residents in the sample by first-class U.S. mail. This letter alerted the recipient to the upcoming survey.
2. A survey packet was sent to all sampled residents.
3. A reminder postcard was sent to non-respondents, reminding them about the survey and encouraging them to respond.
4. A thank-you postcard was sent to those who had responded to the survey to that point.
5. A second survey packet was sent to non-respondents, reminding them about the survey and setting a closeout date for data collection.

## Data Collection

The original advance letters were sent in early November 2017 and the paper survey was launched in mid-November 2017. Table 1 below shows the dates on which specific tasks were accomplished. In December, the 280 replacement addresses were contacted with the advance letter being sent in mid-December 2017 and the paper survey being mailed in late December. Table 2 below shows the dates on which specific tasks were accomplished for the second mail series.

**Table 1: Data collection tasks and dates for Original Mail Series**

| <b>Task</b>                                 | <b>Date</b> |
|---|-------------|
| Send advance notification letters (batch 1) | 11/6/2017   |
| Mail Survey packet #1                       | 11/14/2017  |
| Reminder Postcard                           | 11/20/2017  |
| Thank You Postcard                          | 11/20/2017  |
| Mail Survey Packet #2                       | 12/5/2017   |
| Closeout Data Collection                    | 2/6/2018    |

**Table 2: Data collection tasks and dates for Mail Series 2**

| <b>Task</b>                                 | <b>Date</b> |
|---|-------------|
| Send advance notification letters (batch 2) | 12/19/2017  |
| Mail Survey packet #1                       | 12/21/2017  |
| Reminder Postcard                           | 1/3/2017    |
| Thank You Postcard                          | 1/3/2017    |
| Mail Survey Packet #2                       | 1/22/2018   |
| Closeout Data Collection                    | 2/6/2018    |

## Response Rate

As noted, the survey invitation was emailed to 2,100 Charlottesville Residents. The survey was completed by 491 people with 35 partial completions. The partial completes include cases in which the respondent took a look at the first page or two and did not contribute any data, others are cases in which the respondent started the survey and terminated at some point before completing it. All 491 completed cases were included in the final data file and analyses reflect only complete responses. Table 3 shows the final dispositions for all cases. As noted above, part-way through data collection, 280 cases were deemed ineligible, so 280 new cases were added to replace the ineligible cases. The response rate disregards the original 280 ineligible, which is why the base remains 2,100.

**Table 3: Overall final dispositions**

| <b>Final Disposition</b>    | <b>N</b>     | <b>Percent</b> |
|-----------------------------|--------------|----------------|
| Complete                    | 491          | 23.4%          |
| Partial                     | 35           | 1.7%           |
| Ineligible                  | 3            | 0.1%           |
| Refused                     | 5            | 0.2%           |
| Bad Address                 | 245          | 11.7%          |
| No participation or contact | 1221         | 58.1%          |
| <b>Total</b>                | <b>2,100</b> | <b>100.0%</b>  |

The response rate for the survey was calculated following the recommendations made by the American Association for Public Opinion Research.<sup>2</sup> AAPOR RR3, which does not count partial completions in the numerator yielded a response rate of 23.4%.

## Sample Weighting

The data were not weighted for analysis.

## Sampling Error and Survey Limitations

The sampling error for the survey at the 95% level of confidence, assuming the minimum number of completed interviews (n=491) is +/- 4.4 percentage points. This means that if the survey were conducted 100 times and a random sample of size 491 residents responded to it each time, the results of this survey would be within 4.4 percentage points 95 out of 100 times.

Note that surveys are susceptible to other sources of error besides sampling error that may be difficult or even impossible to measure. Survey results should be used and interpreted with appropriate care.

For more information on the methods used in this study, please contact CSR at the University of Virginia: <https://csr.coopercenter.org/>

<sup>2</sup>The American Association for Public Opinion Research. *Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for RDD Telephone Surveys and In-Person Household Surveys*. AAPOR. See also the AAPOR website, [www.aapor.org](http://www.aapor.org).

**A2. Physical Condition of all parks, trails and facilities visited in the past 12 months**

| Condition           | Frequency | Percent | Cumulative Percent |
|---------------------|-----------|---------|--------------------|
| Excellent           | 87        | 19.2%   | 19.2%              |
| Good                | 274       | 60.4%   | 79.5%              |
| Fair                | 46        | 10.1%   | 89.6%              |
| Poor                | 1         | 0.2%    | 89.9%              |
| Haven't visited any | 39        | 8.6%    | 98.5%              |
| Don't know          | 7         | 1.5%    | 100.0%             |
| Total               | 454       | 100.0%  |                    |
| Missing             | 37        |         |                    |
| Total + Missing     | 491       |         |                    |

**A3. Parks visited in the past 12 Months**

| Park Locations |  | Parks visited in past 12 months | For each park you visited, how often did you visit? |                      |                       |                        |
|----------------|--|---------------------------------|---|----------------------|-----------------------|------------------------|
|                |  |                                 | Almost every day                                    | Once or twice a week | Once or twice a month | Less than once a month |
| A.             | Azalea Park<br>304 Old Lynchburg Rd.                         | 23.0%                           | 1.7%  | 9.6%                 | 21.7%                 | 67.0%                  |
| B.             | Belmont Park<br>725 Stonehenge Ave.                          | 22.4%                           | 7.3%  | 8.2%                 | 18.2%                 | 66.4%                  |
| C.             | Darden Towe Park<br>1445 Darden Towe Park Drive              | 37.9%                           | 0.0%  | 8.9%                 | 25.8%                 | 65.3%                  |
| D.             | Downtown Mall<br>E. Main St.                                 | 76.8%                           | 16.5%   | 34.4%                | 37.6%                 | 11.5%                  |
| E.             | Fifeville Park<br>1200 King Street                           | 5.3%                            | 8.0%  | 8.0%                 | 0.0%                  | 84.0%                  |
| F.             | Forest Hills Park<br>1022 Forest Hills Ave.                  | 18.7%                           | 3.2%  | 12.9%                | 23.7%                 | 60.2%                  |
| G.             | Greenbrier Park<br>1933 Greenbrier Drive                     | 11.0%                           | 13.5%   | 11.5%                | 17.3%                 | 57.7%                  |
| H.             | Greenleaf Park<br>1598 Rose Hill Dr.                         | 19.8%                           | 1.0%  | 9.3%                 | 24.7%                 | 64.9%                  |
| I.             | Justice Park (formerly Jackson Park)<br>405 E High Street    | 25.9%                           | 4.8%  | 10.4%                | 25.6%                 | 59.2%                  |
| J.             | Jordan Park<br>1607 6th Street SE                            | 3.7%                            | 10.5%   | 0.0%                 | 26.3%                 | 63.2%                  |
| K.             | Emancipation Park (formerly Lee Park)<br>101 E Market Street | 50.7%                           | 4.4%  | 10.0%                | 33.3%                 | 52.2%                  |
| L.             | McGuffey Park<br>201 2nd Street NW                           | 30.5%                           | 2.7%  | 6.0%                 | 20.8%                 | 70.5%                  |
| M.             | McIntire Park<br>375 Route 250 Bypass                        | 35.0%                           | 4.2%  | 12.6%                | 25.1%                 | 58.1%                  |
| N.             | Meade Park/Onesty Pool<br>300 Meade Avenue                   | 21.8%                           | 5.5%  | 11.0%                | 19.3%                 | 64.2%                  |
| O.             | Meadow Creek Valley<br>Brandywine Drive                      | 4.7%                            | 8.3%  | 20.8%                | 37.5%                 | 33.3%                  |
| P.             | Northeast Park<br>1001 Sheridan Avenue                       | 7.3%                            | 2.7%  | 10.8%                | 37.8%                 | 48.6%                  |
| Q.             | Pen Park<br>1300 Pen Park Road                               | 30.5%                           | 0.0%  | 8.8%                 | 23.8%                 | 67.3%                  |
| R.             | Quarry Park<br>427 Quarry Road                               | 4.3%                            | 4.0%  | 24.0%                | 16.0%                 | 56.0%                  |



| Park Locations |  | Parks visited<br>in past 12<br>months | For each park you visited, how often did you visit? |                         |                          |                           |
|----------------|--|---------------------------------------|---|-------------------------|--------------------------|---------------------------|
|                |  |                                       | Almost<br>every day                                 | Once or<br>twice a week | Once or twice<br>a month | Less than<br>once a month |
| S.             | Riverview Park & Trail<br>298 Riverside Avenue                           | 46.4%                                 | 3.9%  | 17.0%                   | 32.8%                    | 46.3%                     |
| T.             | Rives Park<br>926 Rives Street   | 6.5%                                  | 0.0%  | 8.8%                    | 23.5%                    | 67.6%                     |
| U.             | Schenk's Greenway<br>711 McIntire Road                                   | 7.7%                                  | 2.6%  | 5.1%                    | 15.4%                    | 76.9%                     |
| V.             | Starr Hill Park<br>7th Street NW & Elsom Street                          | 3.1%                                  | 5.6%  | 0.0%                    | 11.1%                    | 83.3%                     |
| W.             | Tonsler Park<br>500 Cherry Avenue  | 23.2%                                 | 3.4%  | 10.3%                   | 23.1%                    | 63.2%                     |
| X.             | Washington Park/Pool<br>1001 Preston Avenue                              | 28.3%                                 | 4.1%  | 10.8%                   | 23.7%                    | 61.2%                     |
| Y.             | Warner Parkway Trail<br>250 Bypass to Rio Road                           | 15.3%                                 | 6.8%  | 17.6%                   | 25.7%                    | 50.0%                     |
| Park Locations |  | Parks visited<br>in past 12<br>months | For each park you visited, how often did you visit? |                         |                          |                           |
|                |  |                                       | Almost<br>every day                                 | Once or<br>twice a week | Once or twice<br>a month | Less than<br>once a month |
| AA.            | Greenstone on 5 <sup>th</sup> Community Center<br>752 Blue Ridge Commons | 2.4%                                  | 10.0%   | 0.0%                    | 40.0%                    | 50.0%                     |
| BB.            | Friendship Court Community Center<br>418 Garret Street                   | 3.1%                                  | 6.7%  | 6.7%                    | 20.0%                    | 66.7%                     |
| CC.            | South First Street Community Center<br>1001 S. First Street              | 2.0%                                  | 11.1%   | 0.0%                    | 33.3%                    | 55.6%                     |
| DD.            | Westhaven Community Center<br>801 Hardy Drive                            | 3.1%                                  | 7.7%  | 7.7%                    | 15.4%                    | 69.2%                     |
| EE.            | Smith Aquatics & Fitness Center<br>1000-A Cherry Avenue                  | 21.6%                                 | 5.7%  | 18.1%                   | 12.4%                    | 63.8%                     |
| FF.            | Crow Recreation Center<br>1700 Rose Hill Drive                           | 3.3%                                  | 12.5%   | 6.3%                    | 6.3%                     | 75.0%                     |
| GG.            | Key Recreation Center<br>800 Market Street                               | 6.1%                                  | 0.0%  | 10.0%                   | 13.3%                    | 76.7%                     |
| HH.            | Washington Park Recreation Center<br>1001 Preston Avenue                 | 9.4%                                  | 4.3%  | 8.7%                    | 13.0%                    | 73.9%                     |
| II.            | Carver Recreation Center<br>233 4 <sup>th</sup> Street NW                | 25.3%                                 | 0.8%  | 14.4%                   | 28.8%                    | 56.0%                     |
| JJ.            | Meadowcreek Gardens<br>Behind Old English Inn                            | 6.7%                                  | 0.0%  | 5.9%                    | 14.7%                    | 79.4%                     |

#### A4. Agree/disagree with actions needed from the Parks and Recreation Department

| I think it is important for the Parks & Recreation Department to... |   | Strongly<br>Agree | Agree | Neutral | Disagree | Strongly<br>Disagree |
|---|---|-------------------|-------|---------|----------|----------------------|
| A.  | Provide opportunities to improve physical health and fitness                                      | 62.8%             | 32.7% | 3.9%    | 0.2%     | 0.4%                 |
| B.  | Provide opportunities for people to make social connections and strengthen our sense of community | 46.9%             | 36.5% | 13.5%   | 1.7%     | 1.3%                 |

|    |  |       |       |       |      |      |
|----|--|-------|-------|-------|------|------|
| C. | Preserve open space and the environment  | 76.3% | 18.3% | 3.9%  | 0.9% | 0.7% |
| D. | Conserve and educate people about natural resources  | 47.7% | 33.7% | 15.3% | 2.6% | 0.7% |
| E. | Conserve and educate people about historic sites   | 34.0% | 35.9% | 23.4% | 5.2% | 1.5% |
| F. | Improve mental health and reduce stress  | 46.8% | 36.8% | 12.9% | 2.4% | 1.1% |
| G. | Contribute to the economic vitality of the community   | 31.6% | 25.9% | 32.7% | 6.6% | 3.1% |
| H. | Provide recreational facilities/programs for children and teens  | 66.9% | 25.8% | 5.6%  | 0.6% | 1.1% |
| I. | Provide recreational facilities/programs for adults (18-49 years old)  | 50.8% | 36.3% | 10.7% | 1.1% | 1.1% |
| J. | Provide recreational facilities/programs for older adults (50+)  | 56.7% | 32.0% | 8.9%  | 1.5% | 0.9% |
| K. | Provide recreational opportunities for people who might otherwise be unable to participate (i.e., lower income households, people with disabilities) | 68.0% | 24.2% | 6.9%  | 0.2% | 0.6% |

**A5\_1. Three actions from A4 that are most important for the Parks and Recreation Department to do for the respondent and his/her family as frequencies**

| I think it is important for the Parks & Recreation Department to... |  | Most important | Second most | Third most | Total |
|---|--|----------------|-------------|------------|-------|
| A.  | Provide opportunities to improve physical health and fitness   | 116            | 68          | 68         | 252   |
| B.  | Provide opportunities for people to make social connections and strengthen our sense of community  | 27             | 49          | 54         | 130   |
| C.  | Preserve open space and the environment  | 132            | 89          | 60         | 281   |
| D.  | Conserve and educate people about natural resources  | 8              | 45          | 25         | 78    |
| E.  | Conserve and educate people about historic sites   | 5              | 16          | 25         | 46    |
| F.  | Improve mental health and reduce stress  | 15             | 41          | 45         | 101   |
| G.  | Contribute to the economic vitality of the community   | 0              | 4           | 10         | 14    |
| H.  | Provide recreational facilities/programs for children and teens  | 62             | 53          | 37         | 152   |
| I.  | Provide recreational facilities/programs for adults (18-49 years old)  | 17             | 19          | 28         | 64    |
| J.  | Provide recreational facilities/programs for older adults (50+)  | 18             | 22          | 29         | 69    |
| K.  | Provide recreational opportunities for people who might otherwise be unable to participate (i.e., lower income households, people with disabilities) | 44             | 32          | 49         | 125   |
| Missing   |  | 47             | 53          | 61         | 161   |
| Total   |  | 491            | 491         | 491        | 1473  |

**A5\_2. Three actions from A4 that are most important for the Parks and Recreation Department to do for the respondent and his/her family as percentages**

| I think it is important for the Parks & Recreation Department to... |   | Most important | Second most | Third most |
|---|---|----------------|-------------|------------|
| A.  | Provide opportunities to improve physical health and fitness                                      | 23.6%          | 13.8%       | 13.8%      |
| B.  | Provide opportunities for people to make social connections and strengthen our sense of community | 5.5%           | 10.0%       | 11.0%      |
| C.  | Preserve open space and the environment   | 26.9%          | 18.1%       | 12.2%      |
| D.  | Conserve and educate people about natural resources   | 1.6%           | 9.2%        | 5.1%       |

|         |  |        |        |        |
|---------|--|--------|--------|--------|
| E.      | Conserve and educate people about historic sites   | 1.0%   | 3.3%   | 5.1%   |
| F.      | Improve mental health and reduce stress  | 3.1%   | 8.4%   | 9.2%   |
| G.      | Contribute to the economic vitality of the community   | 0.0%   | 0.8%   | 2.0%   |
| H.      | Provide recreational facilities/programs for children and teens  | 12.6%  | 10.8%  | 7.5%   |
| I.      | Provide recreational facilities/programs for adults (18-49 years old)  | 3.5%   | 3.9%   | 5.7%   |
| J.      | Provide recreational facilities/programs for older adults (50+)  | 3.7%   | 4.5%   | 5.9%   |
| K.      | Provide recreational opportunities for people who might otherwise be unable to participate (i.e., lower income households, people with disabilities) | 9.0%   | 6.5%   | 10.0%  |
| Missing |  | 9.6%   | 10.8%  | 12.4%  |
| Total   |  | 100.0% | 100.0% | 100.0% |

**A5\_3. No actions from A4 are important for the Parks and Recreation Department to do for the respondent and his/her family**

| None Important | Frequency | Percent of Total |
|----------------|-----------|------------------|
| None Important | 45        | 9.2%             |
| Total          | 491       |                  |

**A6\_1. Three actions from A4 that are most important for the Parks and Recreation Department to do for the future of Charlottesville as frequencies**

| I think it is important for the Parks & Recreation Department to... |  | Most important | Second most | Third most | Total |
|---|--|----------------|-------------|------------|-------|
| A.  | Provide opportunities to improve physical health and fitness   | 66             | 38          | 53         | 157   |
| B.  | Provide opportunities for people to make social connections and strengthen our sense of community  | 47             | 47          | 48         | 142   |
| C.  | Preserve open space and the environment  | 139            | 84          | 44         | 267   |
| D.  | Conserve and educate people about natural resources  | 18             | 61          | 32         | 111   |
| E.  | Conserve and educate people about historic sites   | 17             | 24          | 25         | 66    |
| F.  | Improve mental health and reduce stress  | 12             | 28          | 35         | 75    |
| G.  | Contribute to the economic vitality of the community   | 12             | 16          | 39         | 67    |
| H.  | Provide recreational facilities/programs for children and teens  | 41             | 52          | 34         | 127   |
| I.  | Provide recreational facilities/programs for adults (18-49 years old)  | 5              | 14          | 15         | 34    |
| J.  | Provide recreational facilities/programs for older adults (50+)  | 9              | 13          | 28         | 50    |
| K.  | Provide recreational opportunities for people who might otherwise be unable to participate (i.e., lower income households, people with disabilities) | 76             | 63          | 80         | 219   |
| Missing   |  | 49             | 51          | 58         | 158   |
| Total   |  | 491            | 491         | 491        | 1473  |

**A6\_2. Three actions from A4 that are most important for the Parks and Recreation Department to do for the future of Charlottesville as percentages**

| I think it is important for the Parks & Recreation Department to... |  | Most important | Second most | Third most |
|---|--|----------------|-------------|------------|
| A.  | Provide opportunities to improve physical health and fitness   | 13.4%          | 7.7%        | 10.8%      |
| B.  | Provide opportunities for people to make social connections and strengthen our sense of community  | 9.6%           | 9.6%        | 9.8%       |
| C.  | Preserve open space and the environment  | 28.3%          | 17.1%       | 9.0%       |
| D.  | Conserve and educate people about natural resources  | 3.7%           | 12.4%       | 6.5%       |
| E.  | Conserve and educate people about historic sites   | 3.5%           | 4.9%        | 5.1%       |
| F.  | Improve mental health and reduce stress  | 2.4%           | 5.7%        | 7.1%       |
| G.  | Contribute to the economic vitality of the community   | 2.4%           | 3.3%        | 7.9%       |
| H.  | Provide recreational facilities/programs for children and teens  | 8.4%           | 10.6%       | 6.9%       |
| I.  | Provide recreational facilities/programs for adults (18-49 years old)  | 1.0%           | 2.9%        | 3.1%       |
| J.  | Provide recreational facilities/programs for older adults (50+)  | 1.8%           | 2.6%        | 5.7%       |
| K.  | Provide recreational opportunities for people who might otherwise be unable to participate (i.e., lower income households, people with disabilities) | 15.5%          | 12.8%       | 16.3%      |
| Missing   |  | 10.0%          | 10.4%       | 11.8%      |
| Total   |  | 100.0%         | 100.0%      | 100.0%     |

**A6\_3. No actions from A4 are important for the Parks and Recreation Department to do for the future of Charlottesville**

| None Important | Frequency | Percent of Total |
|----------------|-----------|------------------|
| None Important | 45        | 9.2%             |
| Total          | 491       |                  |

**A7. A need for different parks or facilities in Charlottesville**

| Type of Park or Facility in Charlottesville |  | Need for this type of park or facility in Cville | For each one you have a need for, how well are your needs being met? (Circle ONE Response) |            |            |         | For each one you have a need for, how many times did you use this type of park or facility in Charlottesville in the past 12 months? |                      |                       |                        |
|---|--|--|--|------------|------------|---------|--|----------------------|-----------------------|------------------------|
|   |  |  | Fully Met  | Mostly Met | Partly Met | Not Met | Almost every day   | Once or twice a week | Once or twice a month | Less than once a month |
| A.  | Small neighborhood parks you can walk to | 70.3%  | 42.4%  | 27.1%      | 20.7%      | 9.8%    | 17.2%  | 30.1%                | 29.1%                 | 23.5%                  |
| B.  | Multi-use parks near your home           | 43.2%  | 39.3%  | 31.3%      | 18.7%      | 10.7%   | 10.6%  | 33.0%                | 31.3%                 | 25.1%                  |
| C.  | Parks along streams or the Rivanna River | 61.3%  | 39.0%  | 35.6%      | 18.5%      | 6.8%    | 8.6%   | 22.3%                | 34.2%                 | 34.9%                  |

|    |  |       |       |       |       |       |       |       |       |       |
|----|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| D. | Playgrounds                            | 31.8% | 49.0% | 33.1% | 10.8% | 7.0%  | 17.4% | 34.0% | 29.9% | 18.8% |
| E. | Open play areas                        | 28.5% | 42.1% | 29.0% | 22.1% | 6.9%  | 12.0% | 23.2% | 36.0% | 28.8% |
| F. | Picnic shelters/areas                  | 32.8% | 41.4% | 31.2% | 17.2% | 10.2% | 3.7%  | 3.7%  | 27.4% | 65.2% |
| G. | Off-leash dog parks                    | 24.2% | 21.3% | 22.1% | 38.5% | 18.0% | 14.4% | 20.2% | 19.2% | 46.2% |
| H. | Open Space areas                       | 39.7% | 27.5% | 31.2% | 31.2% | 10.1% | 11.4% | 16.3% | 37.3% | 34.9% |
| I. | Community garden plots                 | 22.0% | 16.8% | 11.2% | 26.2% | 45.8% | 4.1%  | 16.2% | 20.3% | 59.5% |
| J. | Paved trails                           | 51.9% | 24.9% | 34.8% | 27.7% | 12.6% | 8.5%  | 28.7% | 34.5% | 28.3% |
| K. | Unpaved paths                          | 47.3% | 27.1% | 35.6% | 24.9% | 12.4% | 8.3%  | 27.2% | 35.9% | 28.6% |
| L. | Hard surface trails used for commuting | 26.1% | 8.7%  | 22.0% | 31.5% | 37.8% | 21.2% | 20.2% | 22.1% | 36.5% |

**A8\_1. Three parks or facilities from A7 that are most important to the respondent's household as frequencies**

| Type of Park or Facility in Charlottesville |  | Most important | Second most important | Third most important | Total |
|---|--|----------------|-----------------------|----------------------|-------|
| A.  | Small neighborhood parks you can walk to | 158            | 44                    | 49                   | 251   |
| B.  | Multi-use parks near your home           | 27             | 33                    | 27                   | 87    |
| C.  | Parks along streams or the Rivanna River | 48             | 56                    | 54                   | 158   |
| D.  | Playgrounds                              | 30             | 32                    | 25                   | 87    |
| E.  | Open play areas                          | 2              | 14                    | 13                   | 29    |
| F.  | Picnic shelters/areas                    | 3              | 21                    | 20                   | 44    |
| G.  | Off-leash dog parks                      | 22             | 35                    | 25                   | 82    |
| H.  | Open Space areas                         | 11             | 25                    | 24                   | 60    |
| I.  | Community garden plots                   | 8              | 12                    | 9                    | 29    |
| J.  | Paved trails                             | 32             | 41                    | 46                   | 119   |
| K.  | Unpaved paths                            | 25             | 31                    | 43                   | 99    |
| L.  | Hard surface trails used for commuting   | 21             | 22                    | 21                   | 64    |
| Missing                                     |  | 104            | 125                   | 135                  | 364   |
| Total                                       |  | 491            | 491                   | 491                  | 1473  |

**A8\_2. Three parks or facilities from A7 that are most important to the respondent's household as percentages**

| Type of Park or Facility in Charlottesville |  | Most important | Second most important | Third most important |
|---|--|----------------|-----------------------|----------------------|
| A.  | Small neighborhood parks you can walk to | 32.2%          | 9.0%                  | 10.0%                |
| B.  | Multi-use parks near your home           | 5.5%           | 6.7%                  | 5.5%                 |
| C.  | Parks along streams or the Rivanna River | 9.8%           | 11.4%                 | 11.0%                |
| D.  | Playgrounds                              | 6.1%           | 6.5%                  | 5.1%                 |

|         |  |        |        |        |
|---------|--|--------|--------|--------|
| E.      | Open play areas                        | 0.4%   | 2.9%   | 2.6%   |
| F.      | Picnic shelters/areas                  | 0.6 %  | 4.3%   | 4.1%   |
| G.      | Off-leash dog parks                    | 4.5%   | 7.1%   | 5.1%   |
| H.      | Open Space areas                       | 2.2%   | 5.1%   | 4.9%   |
| I.      | Community garden plots                 | 1.6%   | 2.4%   | 1.8%   |
| J.      | Paved trails                           | 6.5%   | 8.4%   | 9.4%   |
| K.      | Unpaved paths                          | 5.1%   | 6.3%   | 8.8%   |
| L.      | Hard surface trails used for commuting | 4.3%   | 4.5%   | 4.3%   |
| Missing |  | 21.2%  | 25.5%  | 27.6%  |
| Total   |  | 100.0% | 100.0% | 100.0% |

### A8\_3. No parks or facilities from A7 are important to the respondent's household

| None Important | Frequency | Percent of Total |
|----------------|-----------|------------------|
| None Important | 104       | 21.2%            |
| Total          | 491       |                  |

### A9. A need for different indoor and outdoor facilities.

| Type of Park or Facility |  | Need for this type of facility | For each one you have a need for, how well are your needs being met? |            |            |         | For each one you have a need for, how many times did you use this type of facility in the past 12 months? |                      |                       |                        |
|--------------------------|--|--------------------------------|--|------------|------------|---------|---|----------------------|-----------------------|------------------------|
|                          |  |                                | Fully Met  | Mostly Met | Partly Met | Not Met | Almost every day  | Once or twice a week | Once or twice a month | Less than once a month |
| Outdoor Facilities       |  |                                |  |            |            |         |   |                      |                       |                        |
| A.                       | Adult Baseball                                     | 4.3%                           | 41.7%  | 25.0%      | 16.7%      | 16.7%   | 10.0%   | 20.0%                | 30.0%                 | 40.0%                  |
| B.                       | Little League Baseball                             | 5.5%                           | 50.0%  | 27.3%      | 18.2%      | 4.5%    | 8.3%  | 29.2%                | 33.3%                 | 29.2%                  |
| C.                       | Adult and Girls Softball fields                    | 5.3%                           | 33.3%  | 51.9%      | 11.1%      | 3.7%    | 3.6%  | 46.4%                | 25.0%                 | 25.0%                  |
| D.                       | Soccer/football/lacrosse/field hockey/rugby fields | 18.3%                          | 25.0%  | 35.2%      | 34.1%      | 5.7%    | 3.8%  | 30.4%                | 38.0%                 | 27.8%                  |
| E.                       | Outdoor Pickle Ball courts                         | 4.1%                           | 5.6%   | 5.6%       | 44.4%      | 44.4%   | 0.0%  | 22.2%                | 27.8%                 | 50.0%                  |
| F.                       | Outdoor tennis courts                              | 20.4%                          | 34.3%  | 27.3%      | 29.3%      | 9.1%    | 1.1%  | 13.3%                | 34.4%                 | 51.1%                  |
| G.                       | Basketball/multi-use courts                        | 14.9%                          | 31.1%  | 33.8%      | 33.8%      | 1.4%    | 7.9%  | 17.5%                | 42.9%                 | 31.7%                  |
| H.                       | Golf courses                                       | 7.9%                           | 38.5%  | 30.8%      | 17.9%      | 12.8%   | 5.7%  | 14.3%                | 20.0%                 | 60.0%                  |
| I.                       | Skate Park   | 7.3%                           | 18.9%  | 18.9%      | 24.3%      | 37.8%   | 9.7%  | 0.0%                 | 35.5%                 | 54.8%                  |
| J.                       | Water parks & spray-grounds                        | 27.9%                          | 54.5%  | 32.8%      | 8.2%       | 4.5%    | 7.2%  | 22.4%                | 36.8%                 | 33.6%                  |
| K.                       | Batting Cages                                      | 5.5%                           | 7.1%   | 7.1%       | 14.3%      | 71.4%   | 4.5%  | 13.6%                | 18.2%                 | 63.6%                  |
| L.                       | Miniature Golf                                     | 13.6%                          | 9.2%   | 4.6%       | 15.4%      | 70.8%   | 0.0%  | 2.0%                 | 14.0%                 | 84.0%                  |
| Indoor Facilities        |  |                                |  |            |            |         |   |                      |                       |                        |
| M.                       | Gyms (basketball, volleyball, etc.)                | 26.3%                          | 30.4%  | 36.5%      | 25.2%      | 7.8%    | 9.9%  | 25.7%                | 19.8%                 | 44.6%                  |
| N.                       | Indoor swimming pools                              | 41.1%                          | 39.0%  | 31.9%      | 19.2%      | 9.9%    | 7.9%  | 18.3%                | 23.2%                 | 50.6%                  |
| O.                       | Exercise & fitness facilities                      | 42.2%                          | 35.7%  | 29.7%      | 20.9%      | 13.7%   | 15.2%   | 35.4%                | 13.4%                 | 36.0%                  |

|    |                            |       |       |       |       |       |       |       |       |       |
|----|----------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| P. | Indoor rock climbing walls | 17.3% | 6.6%  | 3.9%  | 19.7% | 69.7% | 2.9%  | 10.3% | 11.8% | 75.0% |
| Q. | Indoor fields              | 4.3%  | 4.3%  | 8.7%  | 13.0% | 73.9% | 10.0% | 0.0%  | 10.0% | 80.0% |
| R. | Indoor Pickle Ball courts  | 3.1%  | 7.1%  | 21.4% | 35.7% | 35.7% | 0.0%  | 25.0% | 25.0% | 50.0% |
| S. | Indoor tennis courts       | 8.4%  | 10.3% | 5.1%  | 15.4% | 69.2% | 3.3%  | 10.0% | 30.0% | 56.7% |
| T. | Gymnastics                 | 6.5%  | 35.5% | 35.5% | 16.1% | 12.9% | 6.7%  | 26.7% | 26.7% | 30.0% |
| U. | Community Center           | 18.3% | 29.5% | 24.4% | 24.4% | 21.8% | 3.0%  | 10.4% | 31.3% | 55.2% |

**A10\_1. Three outdoor or indoor facilities from A9 that are most important to the respondent's household as frequencies**

| Type of Park or Facility in Charlottesville |  | Most important | Second most important | Third most important | Total |
|---|--|----------------|-----------------------|----------------------|-------|
| <b>Outdoor Facilities</b>                   |  |                |                       |                      |       |
| A.  | Adult Baseball                                     | 3              | 2                     | 0                    | 5     |
| B.  | Little League Baseball                             | 6              | 3                     | 2                    | 11    |
| C.  | Adult and Girls Softball fields                    | 7              | 4                     | 3                    | 14    |
| D.  | Soccer/football/lacrosse/field hockey/rugby fields | 23             | 17                    | 7                    | 47    |
| E.  | Outdoor Pickle Ball courts                         | 2              | 2                     | 2                    | 6     |
| F.  | Outdoor tennis courts                              | 18             | 15                    | 9                    | 42    |
| G.  | Basketball/multi-use courts                        | 16             | 9                     | 10                   | 35    |
| H.  | Golf courses                                       | 8              | 5                     | 3                    | 16    |
| I.  | Skate Park   | 6              | 4                     | 2                    | 12    |
| J.  | Water parks & spray-grounds                        | 45             | 24                    | 19                   | 88    |
| K.  | Batting Cages                                      | 3              | 5                     | 3                    | 11    |
| L.  | Miniature Golf                                     | 5              | 7                     | 7                    | 19    |
| <b>Indoor Facilities</b>                    |  |                |                       |                      |       |
| M.  | Gyms (basketball, volleyball, etc.)                | 19             | 16                    | 20                   | 55    |
| N.  | Indoor swimming pools                              | 40             | 41                    | 28                   | 109   |
| O.  | Exercise & fitness facilities                      | 57             | 43                    | 26                   | 126   |
| P.  | Indoor rock climbing walls                         | 7              | 13                    | 16                   | 36    |
| Q.  | Indoor fields                                      | 0              | 5                     | 2                    | 7     |
| R.  | Indoor Pickle Ball courts                          | 1              | 1                     | 1                    | 3     |
| S.  | Indoor tennis courts                               | 8              | 12                    | 4                    | 24    |
| T.  | Gymnastics   | 2              | 5                     | 6                    | 13    |
| U.  | Community Center                                   | 13             | 13                    | 18                   | 44    |
| Missing                                     |  | 170            | 206                   | 249                  | 625   |
| Total                                       |  | 491            | 491                   | 491                  | 1348  |

**A10\_2. Three outdoor or indoor facilities from A9 that are most important to the respondent's household as percentages**

| Type of Park or Facility in Charlottesville |  | Most important | Second most important | Third most important |
|---|--|----------------|-----------------------|----------------------|
| <b>Outdoor Facilities</b>                   |  |                |                       |                      |
| A.  | Adult Baseball                                     | 0.6%           | 0.4%                  | 0.0%                 |
| B.  | Little League Baseball                             | 1.2%           | 0.6%                  | 0.4%                 |
| C.  | Adult and Girls Softball fields                    | 1.4%           | 0.8%                  | 0.6%                 |
| D.  | Soccer/football/lacrosse/field hockey/rugby fields | 4.7%           | 3.5%                  | 1.4%                 |
| E.  | Outdoor Pickle Ball courts                         | 0.4%           | 0.4%                  | 0.4%                 |
| F.  | Outdoor tennis courts                              | 3.7%           | 3.1%                  | 1.8%                 |
| G.  | Basketball/multi-use courts                        | 3.3%           | 1.8%                  | 2.0%                 |
| H.  | Golf courses                                       | 1.6%           | 1.0%                  | 0.6%                 |
| I.  | Skate Park   | 1.2%           | 0.8%                  | 0.4%                 |
| J.  | Water parks & spray-grounds                        | 9.2%           | 4.9%                  | 3.9%                 |
| K.  | Batting Cages                                      | 0.6%           | 1.0%                  | 0.6%                 |
| L.  | Miniature Golf                                     | 1.05%          | 1.4%                  | 1.4%                 |
| <b>Indoor Facilities</b>                    |  |                |                       |                      |
| M.  | Gyms (basketball, volleyball, etc.)                | 3.9%           | 3.3%                  | 4.1%                 |
| N.  | Indoor swimming pools                              | 8.1%           | 8.4%                  | 5.7%                 |
| O.  | Exercise & fitness facilities                      | 11.6%          | 8.8%                  | 5.3%                 |
| P.  | Indoor rock climbing walls                         | 1.4%           | 2.6%                  | 3.3%                 |
| Q.  | Indoor fields                                      | 0.0%           | 1.0%                  | 0.4%                 |
| R.  | Indoor Pickle Ball courts                          | 0.2%           | 0.2%                  | 0.2%                 |
| S.  | Indoor tennis courts                               | 1.6%           | 2.0%                  | 0.8%                 |
| T.  | Gymnastics   | 0.4%           | 1.0%                  | 1.2%                 |
| U.  | Community Center                                   | 2.6%           | 2.6%                  | 3.7%                 |
| Missing                                     |  | 34.6%          | 42.0%                 | 50.7%                |
| Total                                       |  | 491            | 491                   | 491                  |

**A10\_3. No outdoor or indoor facilities from A9 are important to the respondent's household**

| None Important | Frequency | Percent of Total |
|----------------|-----------|------------------|
| None Important | 170       | 34.6%            |
| Total          | 491       |                  |



**A11. The need for different programs, how well the need is being met, and use of need in the past 12 months.**

| Type of Program or Activity |  | Need for this program or activity | If you have this need: How well are your needs being met? |            |            |         | If you have this need:, Check box if you have used this program or activity during the past 12 months |
|-----------------------------|--|-----------------------------------|---|------------|------------|---------|---|
|                             |  |                                   | Fully Met   | Mostly Met | Partly Met | Not Met |   |
| A.                          | Summer/Holiday day camps   | 15.1%                             | 18.8%   | 25.0%      | 35.9%      | 20.3%   | 5.3%  |
| B.                          | Community Special events, concerts   | 44.6%                             | 24.5%   | 35.8%      | 31.4%      | 8.3%    | 27.1%   |
| C.                          | Volunteering   | 24.2%                             | 20.8%   | 21.7%      | 37.7%      | 19.8%   | 9.0%  |
| D.                          | Programs that families participate in  | 18.3%                             | 18.2%   | 22.1%      | 40.3%      | 19.5%   | 7.1%  |
| E.                          | Programs for people with disabilities  | 5.9%                              | 23.1%   | 11.5%      | 26.9%      | 38.5%   | 1.2%  |
| F.                          | Swim lessons   | 20.0%                             | 30.6%   | 20.0%      | 25.9%      | 23.5%   | 7.1%  |
| G.                          | Competitive swimming   | 5.7%                              | 28.6%   | 17.9%      | 14.3%      | 39.3%   | 1.6%  |
| H.                          | Adult exercise/fitness   | 39.9%                             | 22.7%   | 34.3%      | 30.2%      | 12.8%   | 16.5%   |
| I.                          | Early Childhood Programming  | 9.2%                              | 17.9%   | 25.6%      | 35.9%      | 20.5%   | 2.4%  |
| J.                          | Youth art, dance, music, performing arts   | 16.1%                             | 22.4%   | 20.9%      | 34.3%      | 22.4%   | 6.1%  |
| K.                          | Jogging/Running leagues and competitions   | 12.2%                             | 13.6%   | 28.8%      | 28.8%      | 28.8%   | 5.5%  |
| L.                          | Nature/environmental programs, camps   | 21.2%                             | 9.2%  | 13.8%      | 43.7%      | 33.3%   | 4.1%  |
| M.                          | Pickle ball lessons, leagues, competition  | 3.9%                              | 10.5%   | 10.5%      | 31.6%      | 47.4%   | 0.8%  |
| N.                          | Science/technology programs  | 12.2%                             | 9.8%  | 15.7%      | 27.5%      | 47.1%   | 2.4%  |
| O.                          | Golf lessons, leagues  | 5.5%                              | 11.1%   | 11.1%      | 40.7%      | 37.0%   | 1.2%  |
| P.                          | Active Senior Programming  | 10.0%                             | 7.1%  | 21.4%      | 31.0%      | 40.5%   | 2.0%  |
| Q.                          | Skateboard lessons, competition  | 2.4%                              | 18.2%   | 0.0%       | 18.2%      | 63.6%   | 0.6%  |
| R.                          | Adult art, dance, music, performing arts   | 23.2%                             | 15.0%   | 21.5%      | 33.6%      | 29.9%   | 6.3%  |
| S.                          | Tennis lessons, leagues, tournaments   | 9.2%                              | 12.8%   | 10.3%      | 53.8%      | 23.1%   | 2.4%  |
| T.                          | Gymnastics & Tumbling  | 7.3%                              | 47.2%   | 25.0%      | 16.7%      | 11.1%   | 4.1%  |
| U.                          | Outdoor Adventure Programs (kayaking, backpacking, rappelling, climbing, travel) | 27.7%                             | 4.1%  | 13.0%      | 29.3%      | 53.7%   | 5.7%  |
| V.                          | Drop-in Child Care   | 9.2%                              | 5.3%  | 7.9%       | 18.4%      | 68.4%   | 1.2%  |
| W.                          | Youth Sports Programs  | 9.8%                              | 21.4%   | 35.7%      | 19.0%      | 23.8%   | 3.3%  |
| X.                          | Open Gym Drop-in Play (Pickup basketball, volleyball, etc.)                      | 9.6%                              | 17.1%   | 22.0%      | 34.1%      | 26.8%   | 3.7%  |
| Y.                          | Adult sports programs (leagues, competition)                                     | 16.7%                             | 16.0%   | 25.9%      | 33.3%      | 24.7%   | 6.5%  |

**A13. Extent of support for improvements to the Parks and Recreation system**

| How supportive are you of having the City... |   | Very Supportive | Somewhat Supportive | Not Supportive | Not Sure |
|--|---|-----------------|---------------------|----------------|----------|
| A.   | Purchase land to preserve open space and natural areas  | 72.4%           | 17.8%               | 3.6%           | 6.2%     |
| B.   | Upgrade/renovate existing park buildings and facilities   | 52.4%           | 37.1%               | 3.8%           | 6.7%     |
| C.   | Restore/maintain natural areas  | 80.3%           | 15.2%               | 2.8%           | 1.7%     |
| D.   | Purchase land for developing athletic fields  | 17.4%           | 40.9%               | 24.0%          | 17.7%    |
| E.   | Expand/renovate walking/biking trails and connect existing trails                               | 72.5%           | 18.5%               | 3.4%           | 5.6%     |
| F.   | Develop smaller parks with a greater variety of recreational facilities that serve a wider area | 46.1%           | 32.5%               | 7.6%           | 13.8%    |
| G.   | Expand/renovate program and class spaces  | 29.3%           | 37.7%               | 11.7%          | 21.4%    |
| H.   | Purchase land for passive recreational uses   | 48.4%           | 33.1%               | 6.9%           | 11.6%    |

|    |   |       |       |       |       |
|----|---|-------|-------|-------|-------|
|    | (such as trails, picnic areas, and shelters)  |       |       |       |       |
| I. | Upgrade/renovate athletic fields, including lighting  | 25.8% | 41.4% | 15.8% | 17.0% |
| J. | Develop new athletic fields   | 14.6% | 34.4% | 29.7% | 21.3% |
| K. | Purchase historic sites for preservation  | 34.3% | 30.8% | 19.0% | 15.8% |
| L. | Upgrade/renovate aquatic facilities at existing recreation centers                            | 34.3% | 39.6% | 10.3% | 15.8% |
| M. | Ensure there are parks in all parts of the City   | 74.1% | 17.7% | 3.1%  | 5.1%  |
| N. | Restore/maintain historic areas   | 40.3% | 35.0% | 11.3% | 12.5% |
| O. | Upgrade/renovate fitness facilities at existing recreation centers                            | 37.7% | 42.2% | 6.9%  | 13.2% |
| P. | Purchase land for recreational facilities   | 22.9% | 35.6% | 21.6% | 19.8% |
| Q. | Develop large parks with a greater variety of recreational facilities that serve a wider area | 34.1% | 35.6% | 14.6% | 15.7% |
| R. | Upgrade/renovate existing golf facilities   | 10.2% | 19.1% | 53.6% | 17.1% |

**A13. Extent of support for improvements to the Parks and Recreation system - Frequencies**

| How supportive are you of having the City... |   | Very Supportive | Somewhat Supportive | Not Supportive | Not Sure |
|--|---|-----------------|---------------------|----------------|----------|
| A.   | Purchase land to preserve open space and natural areas  | 305             | 75                  | 15             | 26       |
| B.   | Upgrade/renovate existing park buildings and facilities   | 219             | 155                 | 16             | 28       |
| C.   | Restore/maintain natural areas  | 339             | 64                  | 12             | 7        |
| D.   | Purchase land for developing athletic fields  | 67              | 157                 | 92             | 68       |
| E.   | Expand/renovate walking/biking trails and connect existing trails                               | 298             | 76                  | 14             | 23       |
| F.   | Develop smaller parks with a greater variety of recreational facilities that serve a wider area | 187             | 132                 | 31             | 56       |
| G.   | Expand/renovate program and class spaces  | 115             | 148                 | 46             | 84       |
| H.   | Purchase land for passive recreational uses (such as trails, picnic areas, and shelters)        | 196             | 134                 | 28             | 47       |
| I.   | Upgrade/renovate athletic fields, including lighting  | 103             | 165                 | 63             | 68       |
| J.   | Develop new athletic fields   | 57              | 134                 | 116            | 83       |
| K.   | Purchase historic sites for preservation  | 137             | 123                 | 76             | 63       |
| L.   | Upgrade/renovate aquatic facilities at existing recreation centers                              | 137             | 158                 | 41             | 63       |
| M.   | Ensure there are parks in all parts of the City   | 306             | 73                  | 13             | 21       |
| N.   | Restore/maintain historic areas   | 162             | 142                 | 48             | 50       |
| O.   | Upgrade/renovate fitness facilities at existing recreation centers                              | 152             | 170                 | 28             | 53       |
| P.   | Purchase land for recreational facilities   | 90              | 140                 | 85             | 78       |
| Q.   | Develop large parks with a greater variety of recreational facilities that serve a wider area   | 135             | 141                 | 58             | 62       |
| R.   | Upgrade/renovate existing golf facilities   | 40              | 75                  | 210            | 67       |
| Missing                                      |   |                 |                     |                |          |

|       |     |     |     |      |
|-------|-----|-----|-----|------|
| Total | 491 | 491 | 491 | 1348 |
|-------|-----|-----|-----|------|

**A14\_2. Three items from A13 respondents would be most willing to fund with their City Tax dollars as percentages**

| How supportive are you of having the City... |   | Most important | Second most important | Third most important |
|--|---|----------------|-----------------------|----------------------|
| A.   | Purchase land to preserve open space and natural areas  | 24.4%          | 8.8%                  | 6.5%                 |
| B.   | Upgrade/renovate existing park buildings and facilities   | 7.9%           | 4.9%                  | 3.3%                 |
| C.   | Restore/maintain natural areas  | 6.5%           | 16.5%                 | 11.6%                |
| D.   | Purchase land for developing athletic fields  | 0.6%           | 1.0%                  | 1.0%                 |
| E.   | Expand/renovate walking/biking trails and connect existing trails                               | 18.9%          | 13.6%                 | 8.1%                 |
| F.   | Develop smaller parks with a greater variety of recreational facilities that serve a wider area | 3.7%           | 7.3%                  | 5.3%                 |
| G.   | Expand/renovate program and class spaces  | 1.2%           | 1.6%                  | 2.4%                 |
| H.   | Purchase land for passive recreational uses (such as trails, picnic areas, and shelters)        | 1.8%           | 5.7%                  | 6.3%                 |
| I.   | Upgrade/renovate athletic fields, including lighting  | 2.2%           | 1.4%                  | 2.9%                 |
| J.   | Develop new athletic fields   | 0.2%           | 0.8%                  | 1.4%                 |
| K.   | Purchase historic sites for preservation  | 1.4%           | 2.6%                  | 3.3%                 |
| L.   | Upgrade/renovate aquatic facilities at existing recreation centers                              | 2.6%           | 3.7%                  | 3.3%                 |
| M.   | Ensure there are parks in all parts of the City   | 7.5%           | 8.4%                  | 11.4%                |
| N.   | Restore/maintain historic areas   | 1.4%           | 1.8%                  | 2.9%                 |
| O.   | Upgrade/renovate fitness facilities at existing recreation centers                              | 2.0%           | 3.7%                  | 3.1%                 |
| P.   | Purchase land for recreational facilities   | 0.2%           | 0.2%                  | 1.2%                 |
| Q.   | Develop large parks with a greater variety of recreational facilities that serve a wider area   | 1.8%           | 0.6%                  | 4.7%                 |
| R.   | Upgrade/renovate existing golf facilities   | 0.6%           | 0.6%                  | 1.4%                 |
| Missing                                      |   | 14.7%          | 16.7%                 | 19.6%                |
| Total  |   | 100.0%         | 100.0%                | 100.0%               |

**A14\_3. Would not be willing to fund any items from A13 with their City tax dollars**

| Not Willing to Fund | Frequency | Percent of Total |
|---------------------|-----------|------------------|
| Not Willing to Fund | 71        | 14.5%            |
| Total               | 491       |                  |

### B1. Need for the different Farmers Markets

| Type of Farmers Market |  | Need for this Farmers Market | If Yes, how well are your needs being met? |            |            |         | For each one you have a need for, how many times did you use this type of farmers market in the past 12 months? |                      |                       |                        |
|------------------------|--|------------------------------|--|------------|------------|---------|---|----------------------|-----------------------|------------------------|
|                        |  |                              | Fully Met                                  | Mostly Met | Partly Met | Not Met | Almost every day  | Once or twice a week | Once or twice a month | Less than once a month |
| A.                     | City Market (April thru Thanksgiving)      | 71.3%                        | 53.2%                                      | 34.1%      | 10.4%      | 2.3%    | 0.9%  | 25.1%                | 43.7%                 | 30.3%                  |
| B.                     | Farmers in the Park (May thru September)   | 49.9%                        | 45.6%                                      | 35.0%      | 15.2%      | 4.2%    | 0.8%  | 23.0%                | 35.1%                 | 41.0%                  |
| C.                     | Holiday Market (Thanksgiving to Christmas) | 46.0%                        | 46.5%                                      | 31.8%      | 12.9%      | 8.8%    | 0.9%  | 19.4%                | 29.6%                 | 50.0%                  |

### C1. Satisfaction with the Charlottesville Park System Overall

| Satisfaction Rating   | Frequency | Percent | Cumulative Percent |
|-----------------------|-----------|---------|--------------------|
| <b>1 (Poor)</b>       | 2         | 0.5%    | 0.5%               |
| <b>2</b>              | 1         | 0.2%    | 0.7%               |
| <b>3</b>              | 5         | 1.1%    | 1.8%               |
| <b>4</b>              | 6         | 1.4%    | 3.2%               |
| <b>5</b>              | 25        | 5.7%    | 8.9%               |
| <b>5.5 (Neutral)</b>  | 1         | 0.2%    | 9.1%               |
| <b>6</b>              | 52        | 11.8%   | 20.9%              |
| <b>7</b>              | 93        | 21.1%   | 42.0%              |
| <b>8</b>              | 153       | 34.8%   | 76.8%              |
| <b>9</b>              | 77        | 17.5%   | 94.3%              |
| <b>10 (Excellent)</b> | 25        | 5.7%    | 100.0%             |
| <b>Missing</b>        | 51        |         |                    |
| <b>Total</b>          | 491       |         |                    |

**C4. Ways in which respondents learn about Charlottesville Parks & Recreation programs and services**

| <b>Ways to learn about programs and Services</b>      | <b>Number of Respondents</b> |
|---|------------------------------|
| <b>News Media (TV, radio, newspaper)</b>              | 193                          |
| <b>Social Media</b>                                   | 126                          |
| <b>Social Fliers</b>                                  | 57                           |
| <b>Email Communications</b>                           | 66                           |
| <b>Program Guide</b>                                  | 177                          |
| <b>Website</b>  | 199                          |
| <b>Visited/Called a Parks &amp; Recreation Office</b> | 79                           |
| <b>Charlottesville Parks &amp; Recreation App</b>     | 13                           |
| <b>Word of Mouth</b>                                  | 255                          |
| <b>Other</b>  | 39                           |
| <b>Don't know/don't recall</b>                        | 65                           |

**D1. Age of Respondents**

| <b>Age</b>             | <b>Frequency</b> | <b>Percent</b> | <b>Cumulative Percent</b> |
|------------------------|------------------|----------------|---------------------------|
| <b>18-24</b>           | 38               | 8%             | 8.0%                      |
| <b>25-39</b>           | 166              | 34.8%          | 42.8%                     |
| <b>40-64</b>           | 177              | 37.1%          | 79.9%                     |
| <b>65+</b>             | 96               | 20.7%          | 100.0%                    |
| <b>Total</b>           | 477              | 100.0%         |                           |
| <b>Missing</b>         | 14               |                |                           |
| <b>Total + Missing</b> | 491              |                |                           |

**D2. Years Lived in Charlottesville**

| <b>Years Lived in Charlottesville</b> | <b>Frequency</b> | <b>Percent</b> | <b>Cumulative Percent</b> |
|---------------------------------------|------------------|----------------|---------------------------|
| <b>Less than 1 Year</b>               | 4                | 0.8%           | 0.8%                      |
| <b>1 to less than 2 Years</b>         | 45               | 9.4%           | 10.2%                     |
| <b>2 to less than 5 Years</b>         | 92               | 19.2%          | 29.4%                     |
| <b>5 to less than 7 Years</b>         | 35               | 7.3%           | 36.7%                     |
| <b>7 to less than 15 Years</b>        | 89               | 18.6%          | 55.3%                     |
| <b>15 to less than 30 Years</b>       | 85               | 17.8%          | 73.1%                     |
| <b>30 to less than 60 Years</b>       | 99               | 20.7%          | 93.8%                     |
| <b>Over 60 Years</b>                  | 29               | 6.1%           | 100.0%                    |
| <b>Total</b>                          | 478              | 100.0%         |                           |
| <b>Missing</b>                        | 13               |                |                           |
| <b>Total + Missing</b>                | 491              |                |                           |

**D3. Asks if respondent is a college student in Charlottesville**

| <b>College Student</b> | <b>Frequency</b> | <b>Percent</b> | <b>Cumulative Percent</b> |
|------------------------|------------------|----------------|---------------------------|
| <b>Yes</b>             | 47               | 9.9%           | 9.9%                      |
| <b>No</b>              | 428              | 90.1%          | 100.0%                    |

|                        |     |        |  |
|------------------------|-----|--------|--|
| <b>Total</b>           | 475 | 100.0% |  |
| <b>Missing</b>         | 16  |        |  |
| <b>Total + Missing</b> | 491 |        |  |

#### **D5. Type of Home**

| <b>Type of Home</b>        | <b>Frequency</b> | <b>Percent</b> | <b>Cumulative Percent</b> |
|----------------------------|------------------|----------------|---------------------------|
| <b>Single Family House</b> | 306              | 63.4%          | 63.4%                     |
| <b>Townhouse/duplex</b>    | 60               | 12.4%          | 75.8%                     |
| <b>Apartment</b>           | 102              | 21.1%          | 96.9%                     |
| <b>Condominium</b>         | 10               | 2.1%           | 99.0%                     |
| <b>Other</b>               | 5                | 1.0%           | 100.0%                    |
| <b>Total</b>               | 483              | 100.0%         |                           |
| <b>Missing</b>             | 8                |                |                           |
| <b>Total + Missing</b>     | 491              |                |                           |

#### **D8. Pre-Tax Household Income in the 2016 Calendar Year**

| <b>Income</b>                | <b>Frequency</b> | <b>Percent</b> | <b>Cumulative Percent</b> |
|------------------------------|------------------|----------------|---------------------------|
| <b>Under \$25,000</b>        | 69               | 16.6%          | 16.6%                     |
| <b>\$25,000 - \$49,999</b>   | 95               | 22.9%          | 39.5%                     |
| <b>\$50,000 - \$74,999</b>   | 78               | 18.8%          | 58.3%                     |
| <b>\$75,000 - \$99,999</b>   | 60               | 14.5%          | 72.8%                     |
| <b>\$100,000 - \$149,999</b> | 60               | 14.5%          | 87.2%                     |
| <b>\$150,000 or more</b>     | 53               | 12.8%          | 100.0%                    |
| <b>Total</b>                 | 415              | 100.0%         |                           |
| <b>Missing</b>               | 76               |                |                           |
| <b>Total + Missing</b>       | 491              |                |                           |