

Section 6

Survey Instrument



Dear City of Chandler Resident,

Your response to the attached/linked survey is very important.

The City of Chandler's Community Services Department is conducting a Parks Strategic Master Plan needs assessment survey. The results of this survey will be used to establish priorities for improvements to our current park system and future park development.

Your household was one of a limited number selected at random to receive this survey, therefore it is very important that you participate. We greatly value your time and feedback.

The City of Chandler has selected ETC Institute, an independent consulting company, as our partner to administer this survey. They will compile the data received and present the results to the Chandler City Council. ***Your responses will remain confidential.***

We expect this survey to take approximately 10-15 minutes to complete, however, each question is important. The time you invest in completing this survey will help us take a resident-driven approach to making decisions about the future of our municipal park system.

Please return your completed survey in the enclosed postage-paid envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061.

If you have questions, please feel free to contact me at 480-782-2707 or andy.bass@chandleraz.gov.

Sincerely,

Andy Bass, Community Services Director

City of Chandler - Parks Needs Assessment Survey

Let your voice be heard today! The City of Chandler would like your input to help determine park experience priorities for our community. Parks contribute significantly to your quality of life, and your opinions are very important to us. This survey will take 10-15 minutes to complete. We greatly appreciate your time. If you would prefer to complete the survey on-line, please go to ChandlerParkSurvey.org.

1. Please indicate how important high-quality park and trail experiences are to the quality of life in the City of Chandler.

- | | |
|-----------------------|-----------------------------|
| ___(1) Very Important | ___(4) Not Important |
| ___(2) Important | ___(5) Not at all Important |
| ___(3) Neutral | ___(9) Don't Know |

2. Overall, how would you rate your satisfaction with the physical condition of ALL the park and trail experiences offered by the City of Chandler Community Services Department that you have utilized in the past year?

- | | |
|-----------------------|--------------------------|
| ___(1) Very Satisfied | ___(4) Dissatisfied |
| ___(2) Satisfied | ___(5) Very Dissatisfied |
| ___(3) Neutral | ___(9) Don't Know |

3. Please indicate if you or any member of your household has used each of the Parks facilities listed below in the past 12 months by circling either "Yes" or "No" next to each facility. If "Yes", please rate the facilities of this type using a scale of 4 to 1, where 4 means "Excellent" and 1 means "Poor".

| Type of facility | Have you used this facility? | | If "Yes", please rate the condition of this facility. | | | | |
|--|------------------------------|----|---|------|------|------|------------|
| | Yes | No | Excellent | Good | Fair | Poor | Don't Know |
| 1. General Parks | Yes | No | 4 | 3 | 2 | 1 | 9 |
| 2. Trails | Yes | No | 4 | 3 | 2 | 1 | 9 |
| 3. Diamond Athletic Fields (baseball, softball, t-ball) | Yes | No | 4 | 3 | 2 | 1 | 9 |
| 4. Multi-Purpose Athletic Fields (soccer, football, lacrosse, field hockey, rugby) | Yes | No | 4 | 3 | 2 | 1 | 9 |

3a. If your household has NOT visited any City of Chandler parks or trails in the past 12 months, please CHECK ALL of the following reasons you have NOT visited.

- | | |
|--|--|
| ___(01) Use parks/trails in other cities | ___(07) Lack of handicap accessibility |
| ___(02) Too far from residence | ___(08) Not aware of parks or trails locations |
| ___(03) Parks/trails are not well maintained | ___(09) Lack of transportation |
| ___(04) Lack of features we want to use | ___(10) Other: _____ |
| ___(05) Lack of parking to access parks/trails | ___(11) None |
| ___(06) Do not feel safe using parks/trails | |

4. From the following list, please CHECK ALL of the following ways you learn about Chandler Parks and Trails.

- | | |
|---|---------------------------------|
| ___(01) Activity Guide | ___(08) Banners around the City |
| ___(02) City website | ___(09) Emails |
| ___(03) Flyers posted at kiosks at parks/facilities | ___(10) Facebook |
| ___(04) Conversations with park staff | ___(11) Twitter |
| ___(05) Newspaper | ___(12) Instagram |
| ___(06) Friends and neighbors | ___(13) City Council meetings |
| ___(07) Promotions at special events | ___(14) Other: _____ |

5. From the list in Question 4, which THREE methods of communication would you MOST PREFER the City to use to communicate with you about parks and trails? [Write-in your answers below using the numbers from the list in Question 4, or circle "NONE".]

1st: ___ 2nd: ___ 3rd: ___ NONE

6. Please indicate your level of agreement with the following statements concerning some potential benefits of the City of Chandler's Park system.

| The Parks system in Chandler... | | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | Don't Know |
|---------------------------------|--|----------------|-------|---------|----------|-------------------|------------|
| 01. | Improves my (my household's) physical health and fitness | 5 | 4 | 3 | 2 | 1 | 9 |
| 02. | Helps to reduce crime in my neighborhood and keep kids out of trouble | 5 | 4 | 3 | 2 | 1 | 9 |
| 03. | Makes Chandler a more desirable place to live | 5 | 4 | 3 | 2 | 1 | 9 |
| 04. | Preserves open space and protects the environment | 5 | 4 | 3 | 2 | 1 | 9 |
| 05. | Increases my (my household's) property value | 5 | 4 | 3 | 2 | 1 | 9 |
| 06. | Improves my (my household's) mental health and reduces stress | 5 | 4 | 3 | 2 | 1 | 9 |
| 07. | Provides positive social interactions for me (my household) | 5 | 4 | 3 | 2 | 1 | 9 |
| 08. | Provides clean/aesthetically pleasing landscaping along public streets | 5 | 4 | 3 | 2 | 1 | 9 |
| 09. | Helps to attract new residents and businesses | 5 | 4 | 3 | 2 | 1 | 9 |
| 10. | Promotes tourism to the city and the region | 5 | 4 | 3 | 2 | 1 | 9 |
| 11. | Positively impacts economic/business development | 5 | 4 | 3 | 2 | 1 | 9 |
| 12. | Is age-friendly and accessible to all age groups | 5 | 4 | 3 | 2 | 1 | 9 |

7. Which FOUR benefits from the list in Question 6 are MOST IMPORTANT to you and members of your household? [Write-in your answers below using the numbers from the list in Question 6, or circle "NONE".]

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

8. Please indicate if you or any member of your household has a need for each of the Park facilities listed below by circling "Yes" or "No". If "Yes", please rate all of the following parks FACILITIES of this type on a scale of 5 to 1, where 5 means the needs of your household are "100% Met" and 1 means "0% Met".

| Type of Facility | Do you have a need for this facility? | | If "Yes", how well are your needs being met? | | | | |
|--|---------------------------------------|----|--|---------|---------|---------|--------|
| | Yes | No | 100% Met | 75% Met | 50% Met | 25% Met | 0% Met |
| 01. Adventure area (ropes course, zipline, etc.) | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 02. All Abilities Playground/Park | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 03. Amphitheater | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 04. Community gardens | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 05. Covered picnic areas/ramadas | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 06. Cricket Fields | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 07. Diamond Athletic Fields, Baseball (Teen/Adult) | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 08. Diamond Athletic Fields, Girls Fast Pitch Softball | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 09. Diamond Athletic Fields, Little League | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 10. Diamond Athletic Fields, Softball (Youth/Adult) | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 11. Disc Golf Course | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 12. Equestrian trails | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 13. Large community parks | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 14. Multi-Purpose Fields (Football/Lacrosse/Rugby) | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 15. Multi-Purpose Fields (Soccer) | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 16. Off-leash dog park | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 17. Open space conservation areas/trails | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 18. Outdoor basketball/volleyball courts | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 19. Paved walking and biking trails | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 20. Pickleball courts | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 21. Playgrounds | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 22. Skateboarding/BMX/pump tracks | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 23. Small neighborhood parks | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 24. Soft surface walking and biking trails | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 25. Splash pads | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 26. Tennis courts | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 27. Other: _____ | Yes | No | 5 | 4 | 3 | 2 | 1 |

9. Which FOUR facilities from the list in Question 8 are MOST IMPORTANT to your household? [Write-in your answers below using the numbers from the list in Question 8, or circle "NONE".]

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

10. Do you feel the athletic fields at current locations are easily accessible? ____ (1) Yes ____ (2) No

11. Please indicate if you or any member of your household has a need for each of the experiences listed below by circling "Yes" or "No". If "Yes", please rate all of the following park and trail experiences of this type on a scale of 5 to 1, where 5 means the needs of your household are "100% Met" and 1 means "0% Met".

| Type of Program | Do you have a need for this experience? | | If "Yes", how well are your needs being met? | | | | |
|---|---|----|--|---------|---------|---------|--------|
| | Yes | No | 100% Met | 75% Met | 50% Met | 25% Met | 0% Met |
| 01. Adult Baseball | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 02. Adult Flag Football | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 03. Adult Soccer | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 04. Adult Softball | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 05. Archery | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 06. Basketball | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 07. Cricket | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 08. Equestrian Riding | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 09. Fishing | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 10. Fitness and Wellness | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 11. General Visitation of Parks | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 12. Mountain Biking | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 13. Nature Programs | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 14. Outdoor/Adventure Programs | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 15. Park Experiences for Individuals with Special Needs | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 16. Pickleball | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 17. Reservation/rental of athletic fields | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 18. Reservation/rental of picnic shelters | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 19. Rugby | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 20. Sand Volleyball | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 21. Socialization with Dogs | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 22. Special Events | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 23. Swimming | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 24. Tennis | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 25. Walking/Jogging/Biking/Hiking | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 26. Youth Baseball | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 27. Youth Football | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 28. Youth Lacrosse | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 29. Youth Soccer | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 30. Youth Softball | Yes | No | 5 | 4 | 3 | 2 | 1 |

12. Which FOUR park and trail experiences from the list in Question 11 are MOST IMPORTANT to your household? [Write-in your answers below using the numbers from the list in Question 11, or circle "NONE".]

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

13. The following is a list of actions the City of Chandler could take to improve the park and trail system. Please indicate your support for each potential action by circling the corresponding number to the right of the item.

| Types of Improvements | | Very Supportive | Somewhat Supportive | Not Sure | Not Supportive |
|---|---|-----------------|---------------------|----------|----------------|
| Improvements to <u>Existing</u> Facilities | | | | | |
| 01. | General repair and increase maintenance of parks | 4 | 3 | 2 | 1 |
| 02. | Improve existing athletic fields (synthetic turf, lighting, etc.) | 4 | 3 | 2 | 1 |
| 03. | Improve existing trail systems (paved trails, mountain biking trails, unpaved walking trails, etc.) | 4 | 3 | 2 | 1 |
| 04. | Add/expand trails/walking loops in existing parks | 4 | 3 | 2 | 1 |
| 05. | Improve ADA/disabled persons accessibility at parks | 4 | 3 | 2 | 1 |
| 06. | Improve/expand open space/natural turf areas in existing parks | 4 | 3 | 2 | 1 |
| 07. | Improve restroom facilities in existing parks | 4 | 3 | 2 | 1 |
| 08. | Add playgrounds to existing parks | 4 | 3 | 2 | 1 |
| 09. | Add splash pads to existing parks | 4 | 3 | 2 | 1 |
| 10. | Add amphitheater to an existing park | 4 | 3 | 2 | 1 |
| 11. | Add Wi-Fi/Other Technology improvements to existing parks | 4 | 3 | 2 | 1 |
| 12. | Add fitness equipment along walkways/trails | 4 | 3 | 2 | 1 |
| 13. | Add more dog parks (large dogs and small dogs) | 4 | 3 | 2 | 1 |
| Developing <u>New</u> Facilities | | | | | |
| 14. | Generally develop new parks that meet the highest needs of the community | 4 | 3 | 2 | 1 |
| 15. | Develop new sports facilities (athletic fields, disc golf, basketball, pickleball, etc.) | 4 | 3 | 2 | 1 |
| 16. | Develop new off-leash dog parks | 4 | 3 | 2 | 1 |
| 17. | Develop new walking, biking, equestrian trails with connections to other amenities | 4 | 3 | 2 | 1 |
| 18. | Develop new area for community-wide events | 4 | 3 | 2 | 1 |
| 19. | Develop area for remote control activities (i.e. drones, model airplanes) | 4 | 3 | 2 | 1 |
| 20. | Develop an outdoor adventure area (ropes course, ziplines, etc.) | 4 | 3 | 2 | 1 |
| 21. | Develop a new skate/bike park (skateboards, BMX, pump tracks, etc.) | 4 | 3 | 2 | 1 |
| 22. | Design and develop more parks that focus on passive experiences | 4 | 3 | 2 | 1 |

14. Which FOUR of the items listed in Question 13 would you be MOST WILLING to fund? [Write-in your answers below using the numbers from the list in Question 13, or circle "NONE".]

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

15. Please rate your level of satisfaction with the overall value that your household receives from the City of Chandler Parks and Trail System.

- ____ (1) Very Satisfied
- ____ (2) Satisfied
- ____ (3) Neutral
- ____ (4) Dissatisfied
- ____ (5) Very Dissatisfied
- ____ (9) Don't Know

16. Counting yourself, how many people in your household are...

- Under age 5: ____
- Ages 5-9: ____
- Ages 10-14: ____
- Ages 15-19: ____
- Ages 20-24: ____
- Ages 25-34: ____
- Ages 35-44: ____
- Ages 45-54: ____
- Ages 55-64: ____
- Ages 65-74: ____
- Ages 75+: ____

17. What is your age? ____ years

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

- ____ (1) Yes
- ____ (2) No

19. Which of the following best describes your race? [Check all that apply.]

- (1) Asian (3) Native American (5) White/Caucasian
 (2) African American/Black (4) Pacific Islander (6) Other: _____

20. Your Gender: (1) Male (2) Female

21. How many years have you lived in Chandler? _____ years

This concludes the survey – Thank you for your time!
Please return your completed survey in the enclosed return-reply envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The address information printed to the right will ONLY be used to help identify areas with specific needs. Thank you.