

2021 TOWN OF NASHVILLE PARKS, RECREATION, AND CULTURAL RESOURCES SURVEY Findings Report

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Presented To
NASHVILLE,
NORTH CAROLINA

MARCH 2022

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Section 1: Executive Summary

Purpose & Methodology

Purpose

The Town of Nashville, NC is in the process of developing a Comprehensive Parks and Recreation Master Plan, the primary guide for the future of parks, programs, and facilities in the community. An important part of the planning process is gathering input from residents about their recreational needs and wants. ETC Institute administered a Parks, Recreation, and Cultural Resources Survey on behalf of the Town in the Winter of 2021. Data compiled from this survey will be used by Town leaders to deliver Parks and Recreation services that match the needs of the community.

Methodology

ETC Institute mailed a survey packet to all households in Nashville. Each survey contained a cover letter, a copy of the survey, and a postage-paid return envelope. Households who received the survey were given the option of returning the survey by mail or completing it online at NashvilleParksSurvey.org

To encourage participation, approximately ten days after the surveys were mailed, ETC Institute sent emails/text messages to all Town households that received the survey. The email/text contained a link to the online version of the survey to make it simple for households to complete.

To prevent people who were not a part of the sample, everyone who completed the survey online were required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to collect 200 completed surveys from Town residents. The goal was reached with a total of 225 surveys being completed. The overall results for a sample of 225 surveys have a precision of at least +/-6.4% at the 95% level of confidence.

This Report Contains:

- An executive summary of the needs assessment survey findings
- Charts and graphs showing the overall results of the survey
- Benchmark analysis comparing the Town's results to the national averages
- Priority investment analysis, which identifies priorities of investment by the Priority Investment Rating (PIR), for facilities/amenities and recreation programs
- Tabular data showing the overall results for all questions on the survey
- A copy of the cover letter and survey instrument

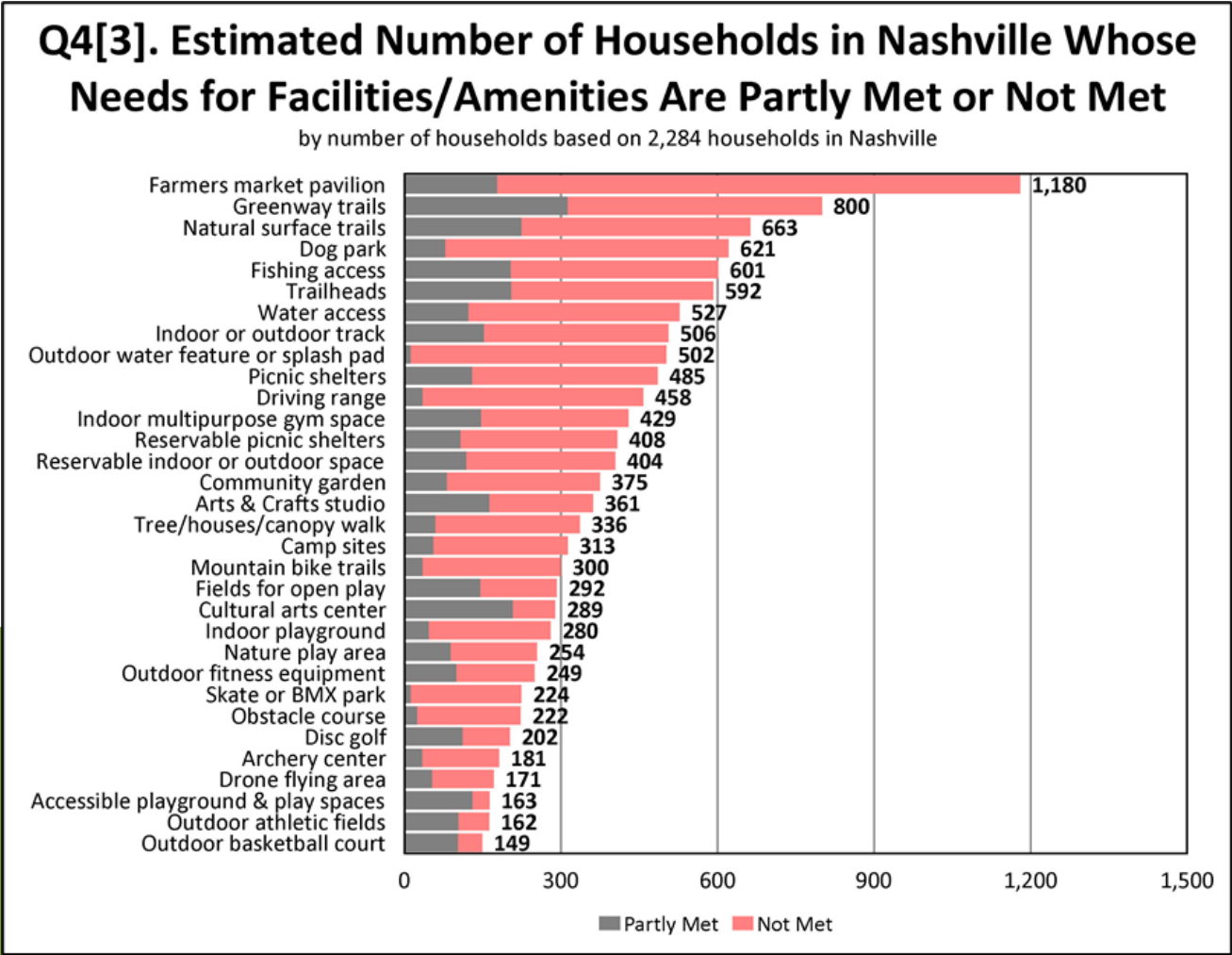
Facility/Amenity Needs & Priorities

Parks & Recreation Facility/Amenity Needs

Households were asked to identify if they had a need for 32 facilities/amenities and rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various facilities/amenities. The two facilities/amenities with the highest percentage of households whose needs are only currently being partly or not met are listed below.

- Farmers market pavilion - 1,180 households (51.7%)
- Greenway trails - 800 households (35.0%)

The estimated number of households that have unmet needs for each of the 32 facilities/amenities are shown in the graph below.



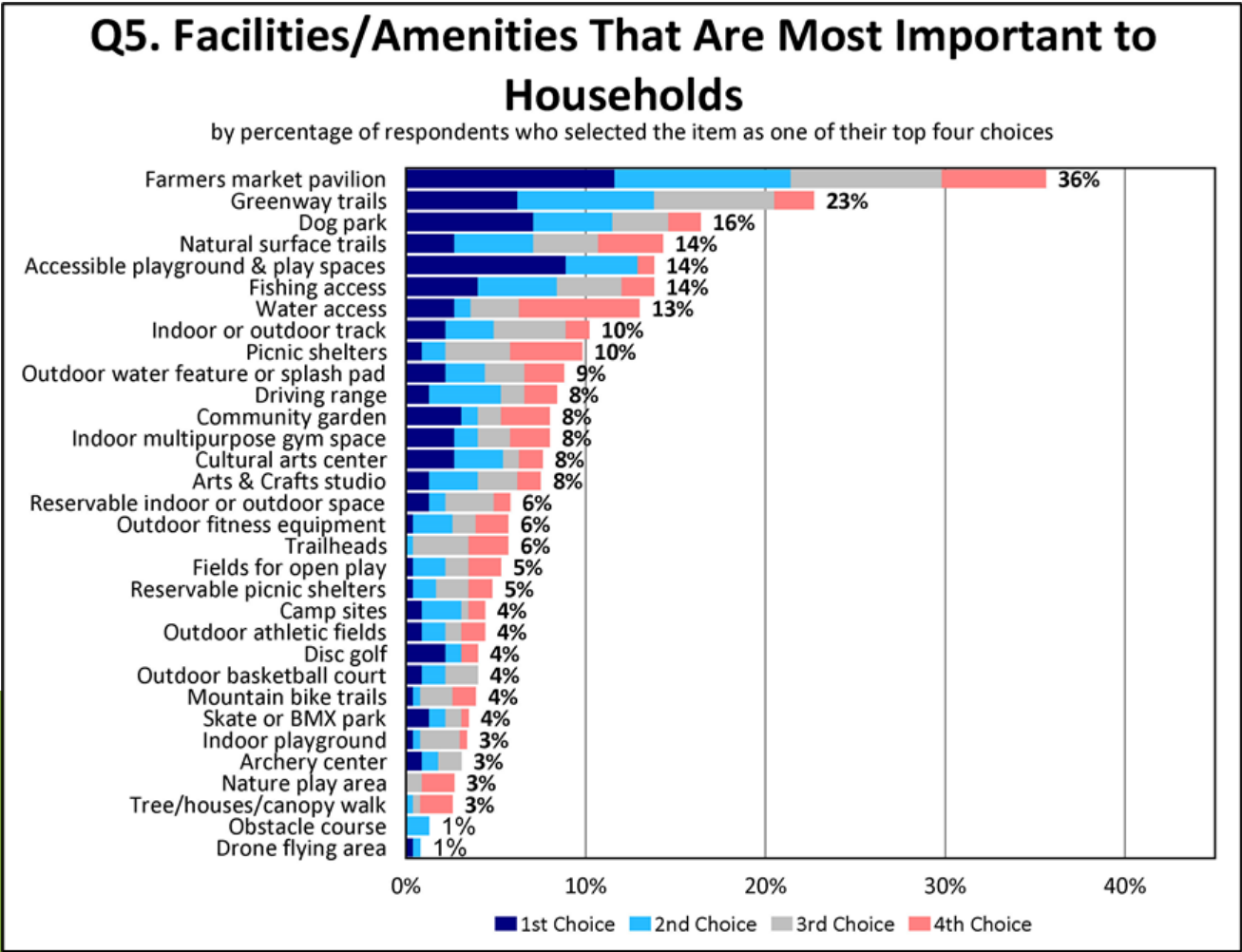
Facility/Amenity Needs & Priorities

Parks & Recreation Facility/Amenity Importance

In addition to assessing the needs for each facility and amenity, ETC Institute also evaluated the importance that households placed on each one. Based on the sum of respondents' top four choices, the two Parks and Recreation facilities/amenities most important to respondents are listed below.

- Farmers market pavilion (36%)
- Greenway trails (23%)

The percentage of households that selected each facility/amenity as one of their top four choices is shown in the graph below.



Facility/Amenity Needs & Priorities

Priorities for Facility/Amenity Investments

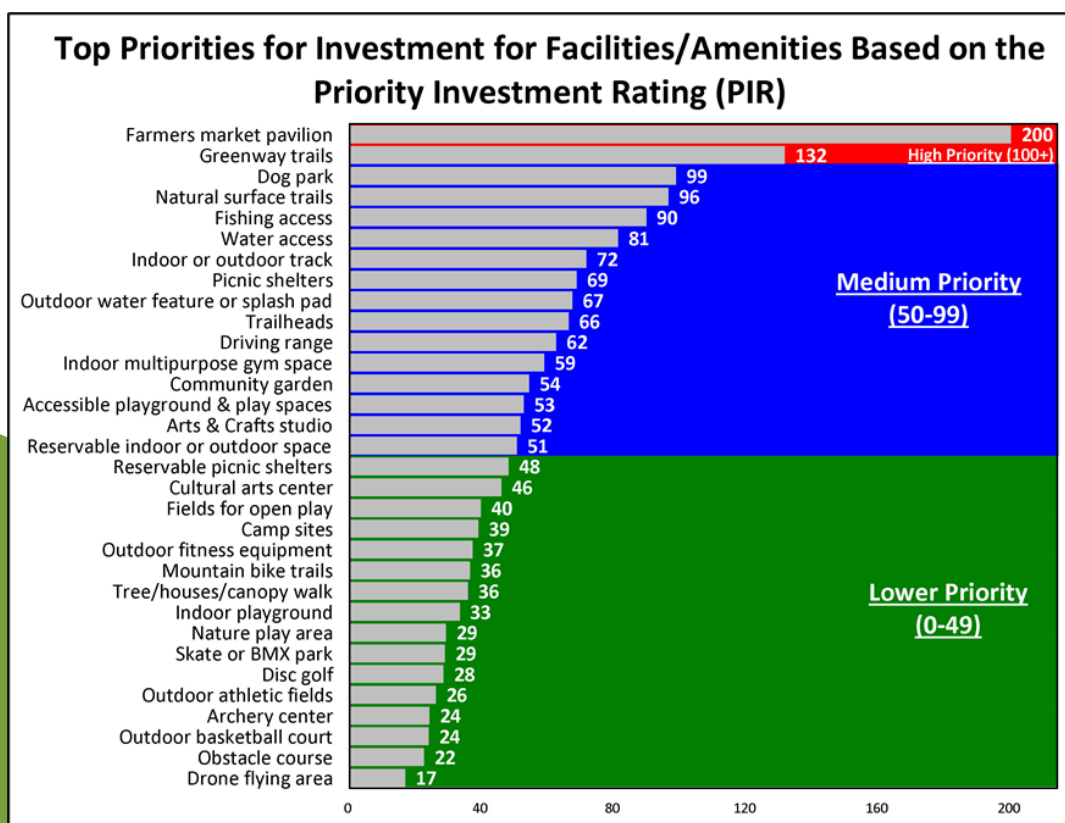
The Priority Investment Rating (PIR) was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on Parks and Recreation investments. The Priority Investment Rating (PIR) equally weighs:

1. the importance that households place on each facility/amenity/program and
2. how many households have unmet needs for the facility/amenity/program.

Details regarding the methodology for this analysis are provided in Section 4 of this report. Based on the Priority Investment Rating (PIR), the two facilities/amenities that were rated as high priorities for investment are listed in the table below.

<u>Facility/Amenity</u>	<u>Priority Investment Rating</u>
Farmers market pavilion	200
Greenway trails	132

The Priority Investment Ratings for each facility/amenity is shown in the graph below.



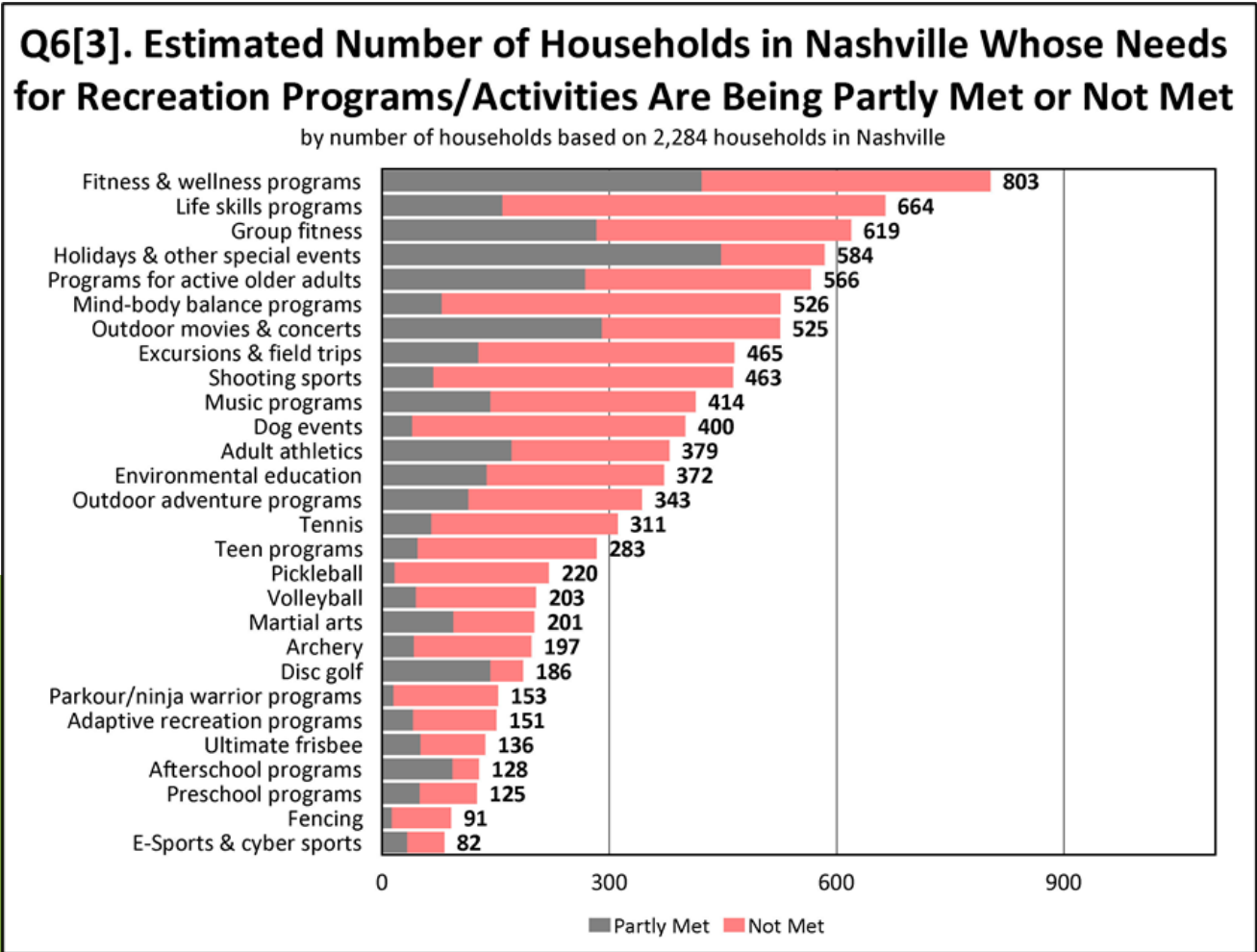
Recreation Program Needs & Priorities

Recreation Program Needs

Households were asked to identify if they had a need for 28 recreation programs/activities and rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various programs/activities. The five programs/activities with the highest percentage of households whose needs are only currently being partly or not met are listed below.

- Fitness and wellness programs - 803 households (35.2%)
- Life skills programs - 664 households (29.1%)
- Group fitness - 619 households (27.1%)
- Holidays and other special events - 584 households (25.6%)
- Programs for active older adults - 566 households (24.8%)

The estimated number of households that have unmet needs for each of the 28 recreation programs/activities are shown in the graph below.



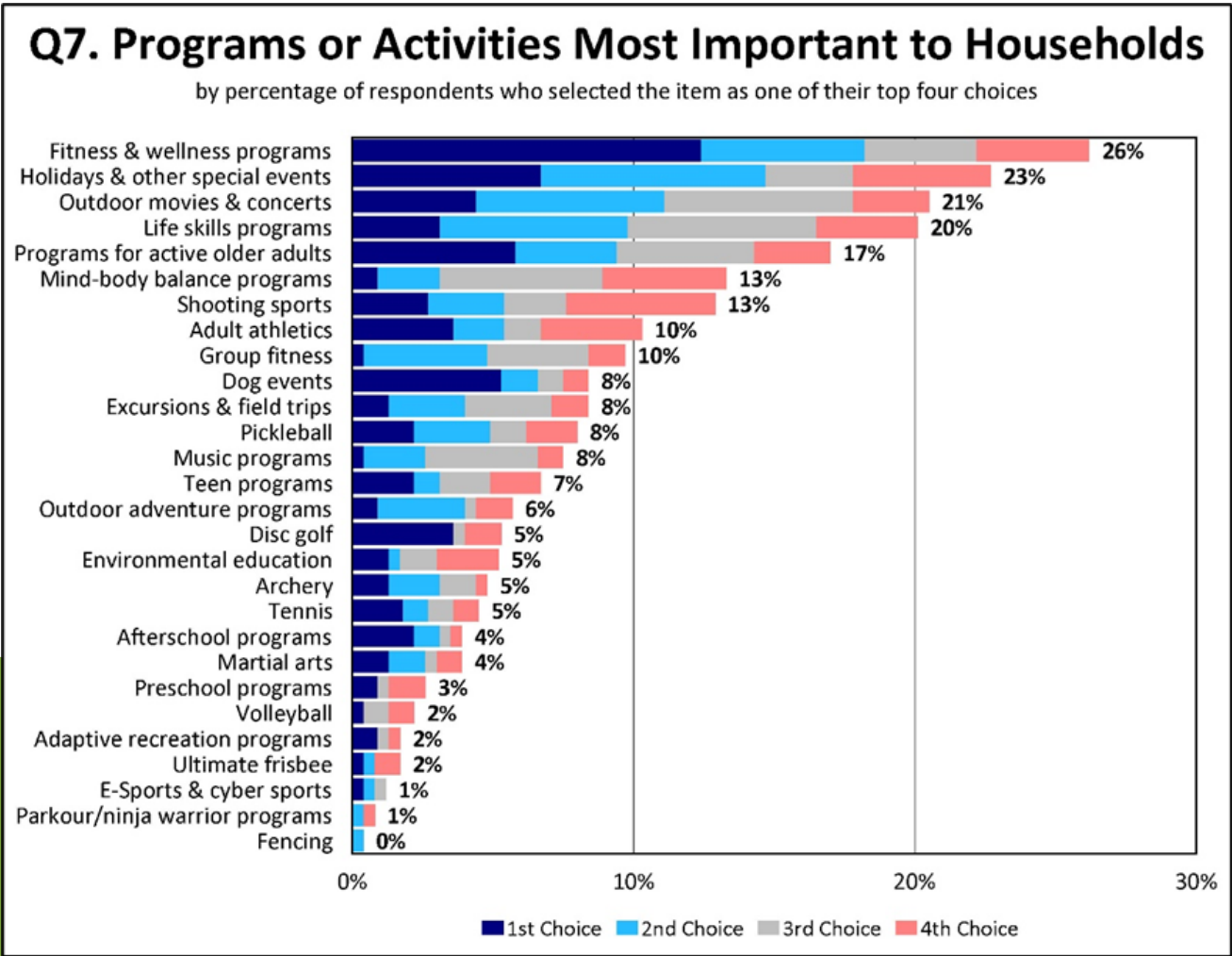
Recreation Program Needs & Priorities

Recreation Program Importance

In addition to assessing the needs for each recreation program and activity, ETC Institute also evaluated the importance that households placed on each one. Based on the sum of respondents' top four choices, the four recreation programs and activities most important to respondents are listed below.

- Fitness and wellness programs (26%)
- Holidays and other special events (23%)
- Outdoor movies and concerts (21%)
- Life skills programs (20%)

The percentage of households that selected each program/activity as one of their top four choices is shown in the graph below.



Recreation Program Needs & Priorities

Priorities for Recreation Program Investments

The Priority Investment Rating (PIR) was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on Parks and Recreation investments. The Priority Investment Rating (PIR) equally weighs:

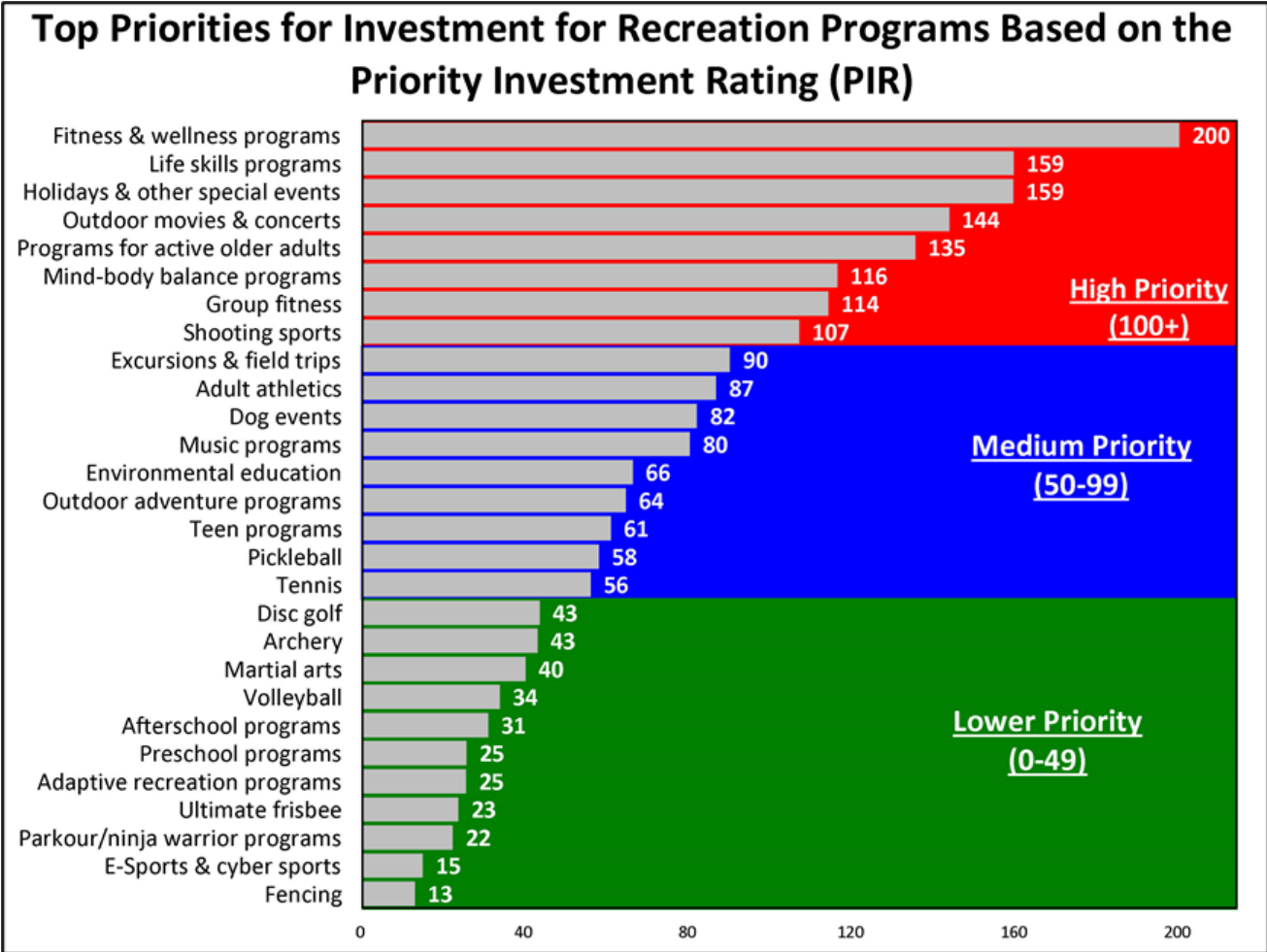
1. the importance that households place on each facility/amenity/program and
2. how many households have unmet needs for the facility/amenity/program.

Details regarding the methodology for this analysis are provided in Section 4 of this report. Based on the Priority Investment Rating (PIR), the following eight recreation programs/activities that were rated as high priorities for investment are listed in the table below.

<u>Facility/Amenity</u>	<u>Priority Investment Rating</u>
Fitness and wellness programs	200
Life skills programs	159
Holidays and other special events	159
Outdoor movies and concerts	144
Programs for active older adults	135
Mind-body balance programs	116
Group fitness	114
Shooting sports	107

Recreation Program/ Activity Priority Investment Ratings

The Priority Investment Ratings for each program/activity is shown in the graph below.



Parks, Recreation, & Cultural Resources Use & Ratings

- Majority of households (50%) used Town of Nashville Parks, Recreation, Cultural Resources during the past year. Almost all (43%) of these households used J.W. Glover Park during the past year. Of the percentage of households that visited Town facilities, three out of five households (60%) visited at least six or more times, during the past year.
- Four out of five households (80%) rated the overall quality of all the parks and facilities, offered by the Town of Nashville that they or members of their household visited, as either "excellent" or "good."
- Over one-third of households (38%) have used Nashville Parks, Recreation, and Cultural Resources for their recreation needs. At least two out of nine households have used the fitness centers (23%), State or Federal Parks (23%), or churches/other religious organizations (22%) to meet their recreation needs.
- Twenty-three percent (23%) of households use Nashville Parks, Recreation, and Cultural Resources most for their recreation needs.

Communication

- Based on households' top two choices, the top five sources of information that households would most prefer to use, to learn about Town parks, facilities, and special events, are listed below.
 - Town newsletter (40%)
 - Social media (32%)
 - Banners in public places (23%)
 - Town of Nashville website (21%)
 - Direct email (20%)
- Households were given fifteen (15) potential reasons that could be preventing them from using parks, facilities, and programs offered by the Town of Nashville. The top two reasons were they do not have enough time/too busy (34%) and because of the lack of information/they do not know what is being offered (30%).

Additional Findings

- In regards to the Town of Nashville parks, facilities, and special events, the majority of households agree with the following statements:
 - *Public parks add to the quality of life* (92%)
 - *Recreation and parks are an essential service to the Town* (87%)
 - *I feel safe when visiting parks in Nashville* (64%)
- Based on the sum of households' top three choices, the following actions, that the Town could take to improve the Parks and Recreation system, had the highest responses for households most willing to support with tax dollars:
 - *Constructing a permanent farmers market pavilion* (50%)
 - *Developing trails to connect existing trails* (37%)
 - *Developing an indoor recreation center* (32%)
 - *Having a dedicated space for seniors and active adults* (32%)

Conclusions

To ensure that the Town continues to meet the needs and expectations of the community, based on our Priority Investment Rating (PIR) Analysis, ETC Institute recommends that the Parks, Recreation, and Cultural Resources Department and the Town sustain and/or improve the performance in areas that were identified as High Priority Areas (by the PIR). The ratings for Parks and Recreation facilities/amenities and recreation programs/activities are listed below.

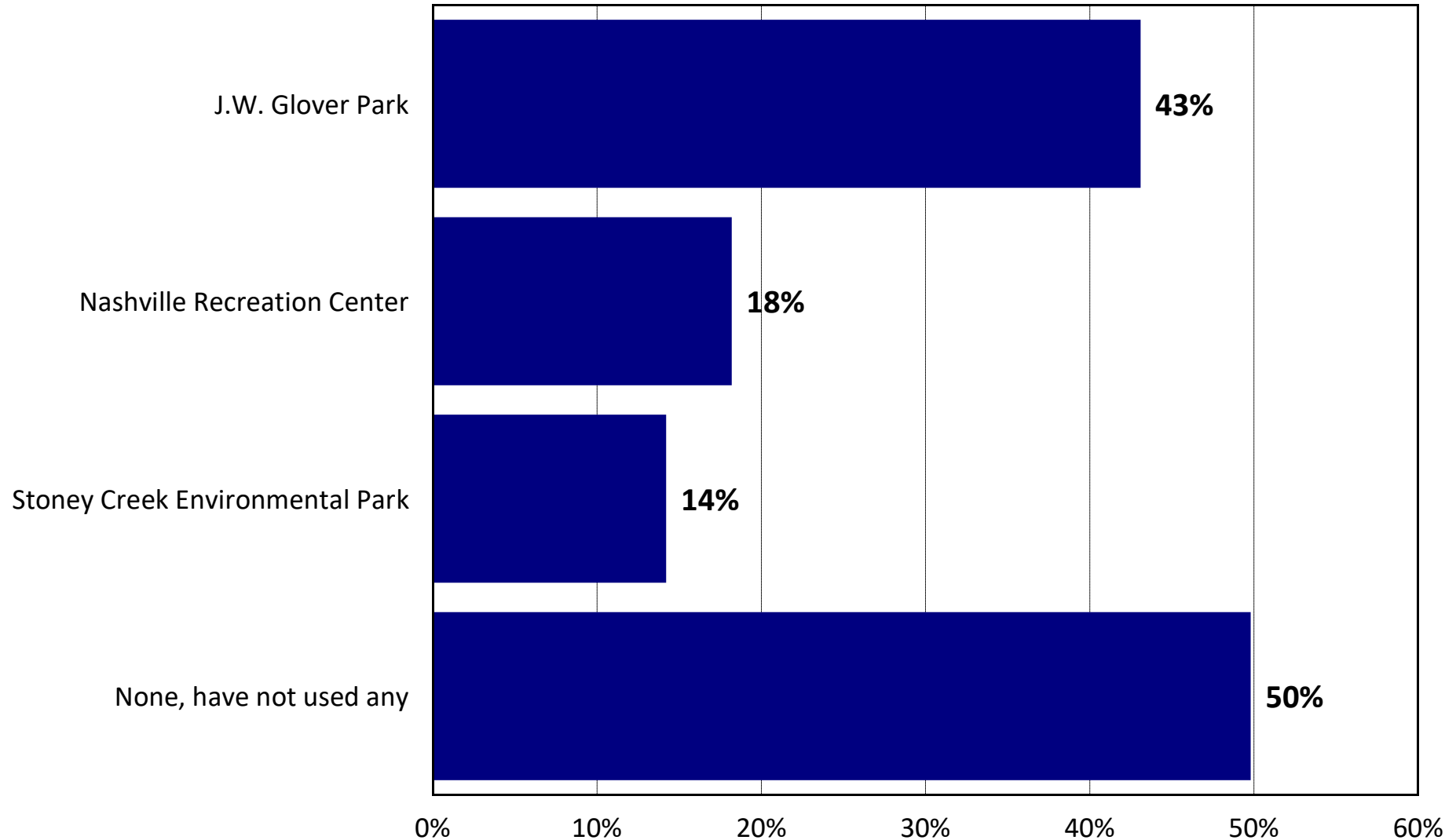
- Priorities of Investment - Facilities/Amenities
 - Farmers market pavilion (PIR=200)
 - Greenway trails (PIR=132)

- Priorities of Investment - Programs/Activities
 - Fitness and wellness programs (PIR=200)
 - Life skills programs (PIR=159)
 - Holidays and other special events (PIR=159)
 - Outdoor movies and concerts (PIR=144)
 - Programs for active older adults (PIR=135)
 - Mind-body balance programs (PIR=116)
 - Group fitness (PIR=114)
 - Shooting sports (PIR=107)

Section 2: Charts and Graphs of Overall Results

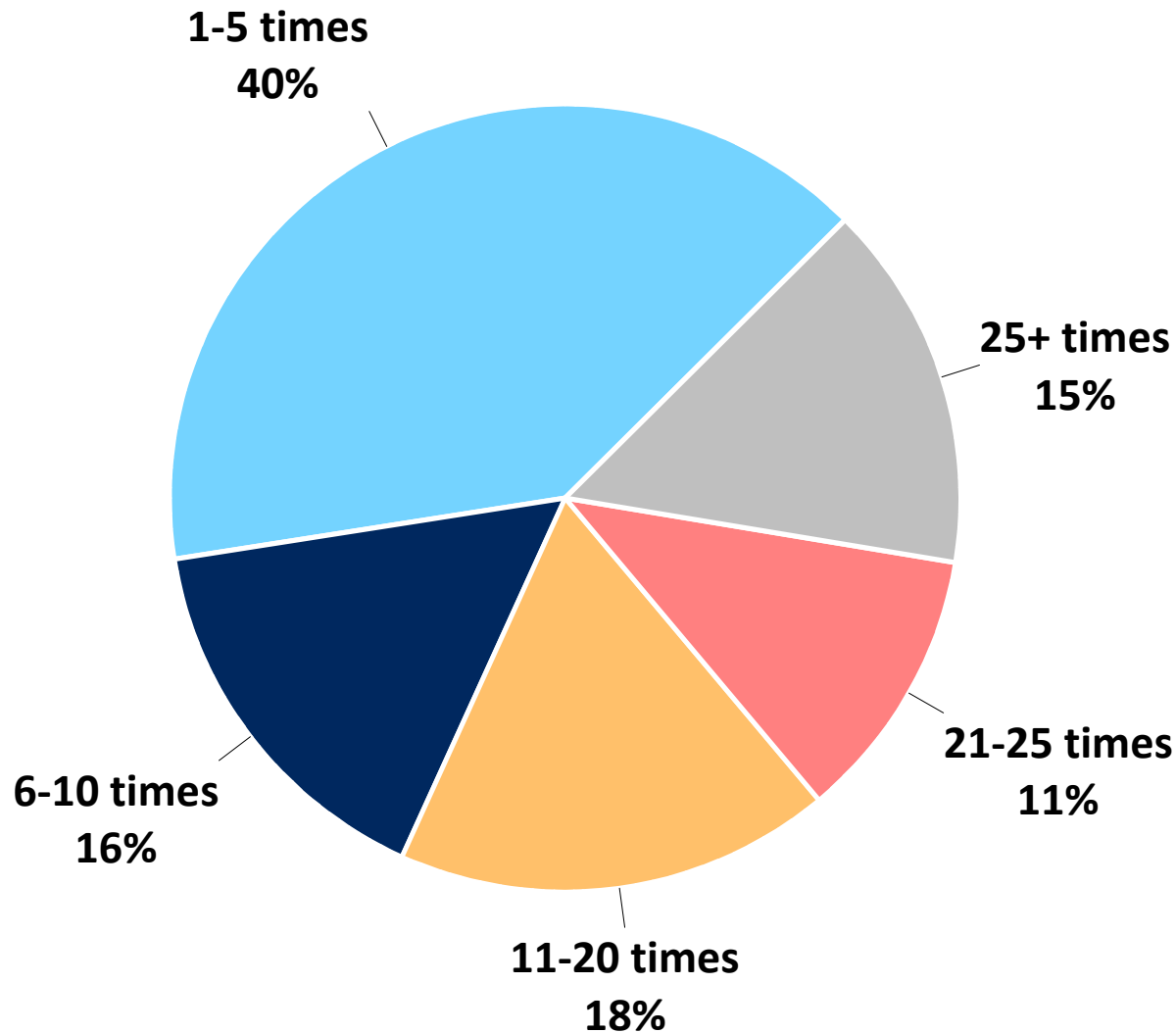
Q1. Facilities Operated by the Town of Nashville Parks, Recreation, and Cultural Resources Department Respondent Households Have Used During the Past Year

by percentage of respondents (multiple selections could be made)



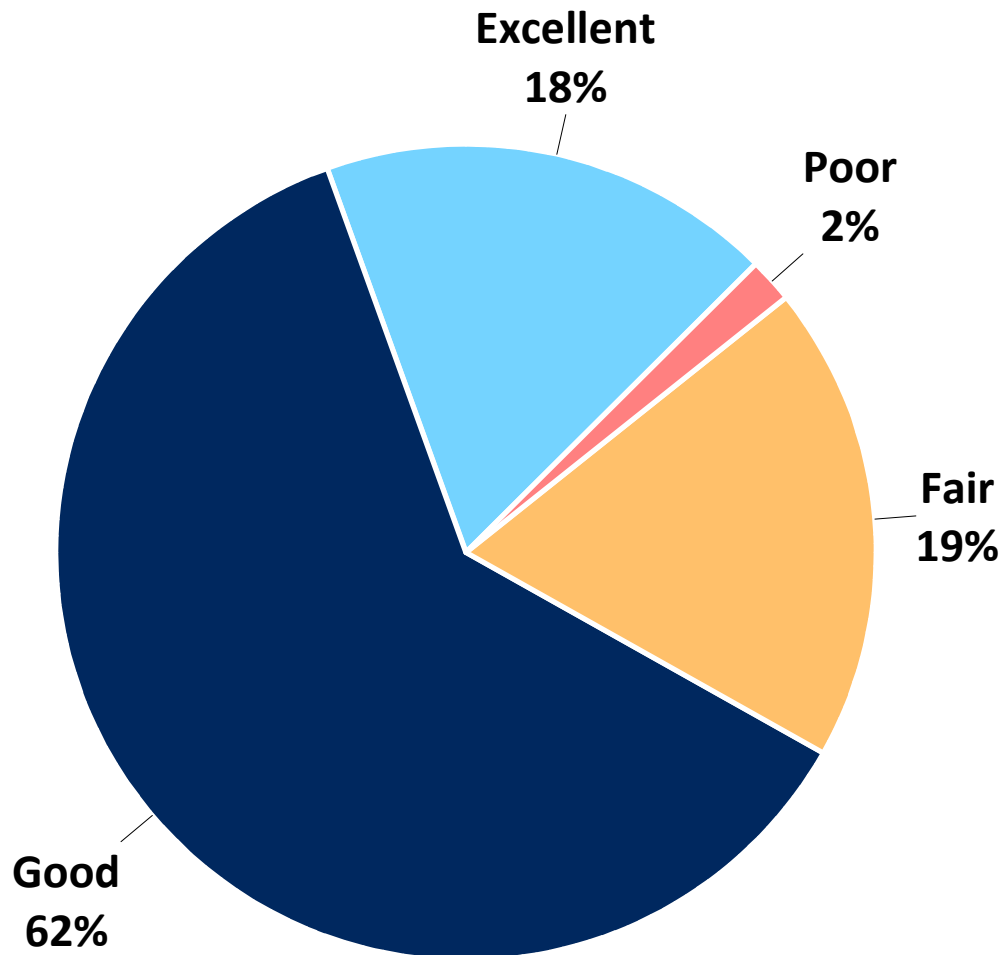
Q1a. Approximately how many times have you or members of your household visited any Town of Nashville Parks, Recreation, and Cultural Resources facilities during the past year?

by percentage of households that have used Nashville parks or facilities



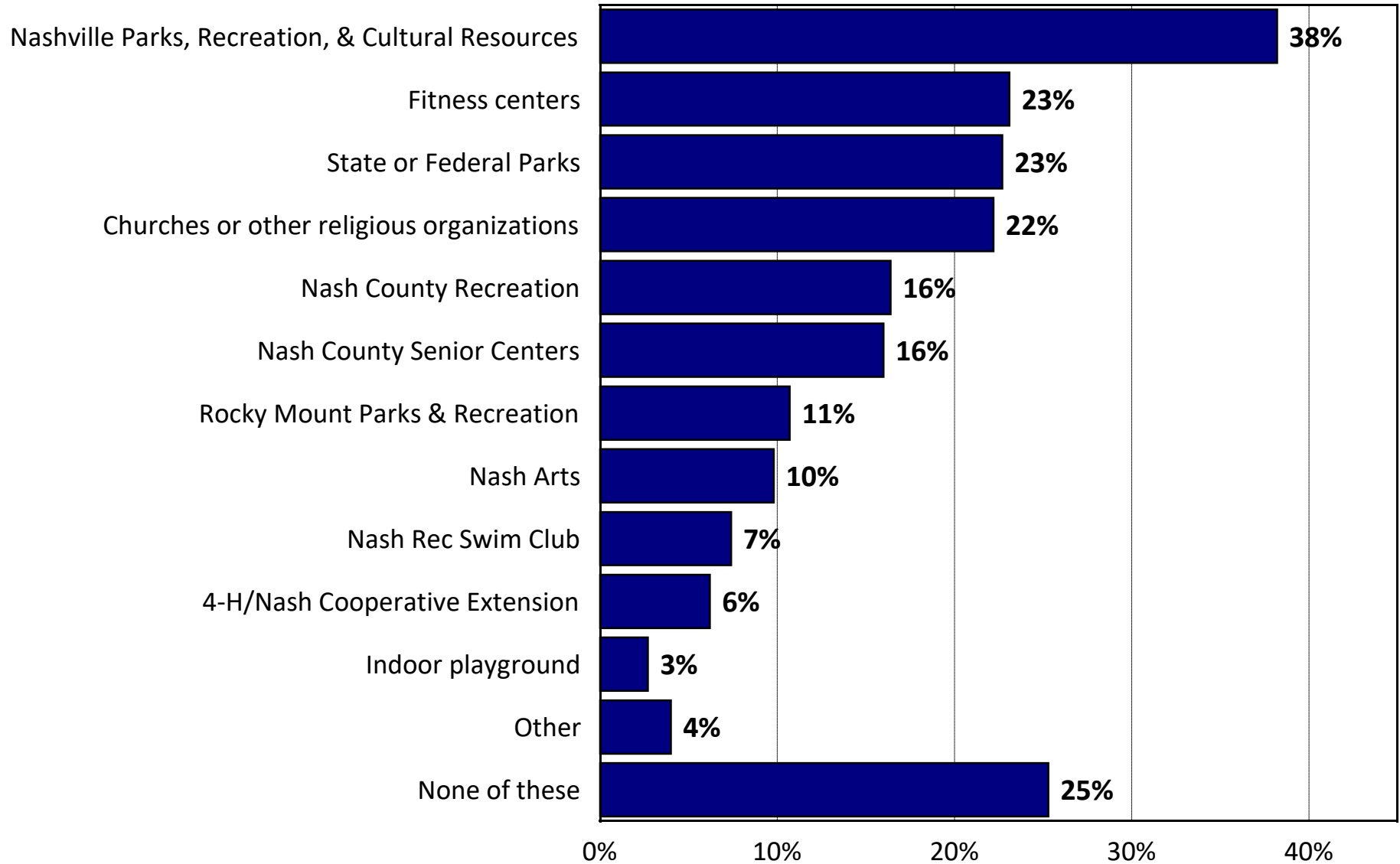
Q1b. How would you rate the overall quality of all the parks or facilities offered by the Town of Nashville you or members of your household have used during the past 12 months?

by percentage of households that have used Nashville parks or facilities



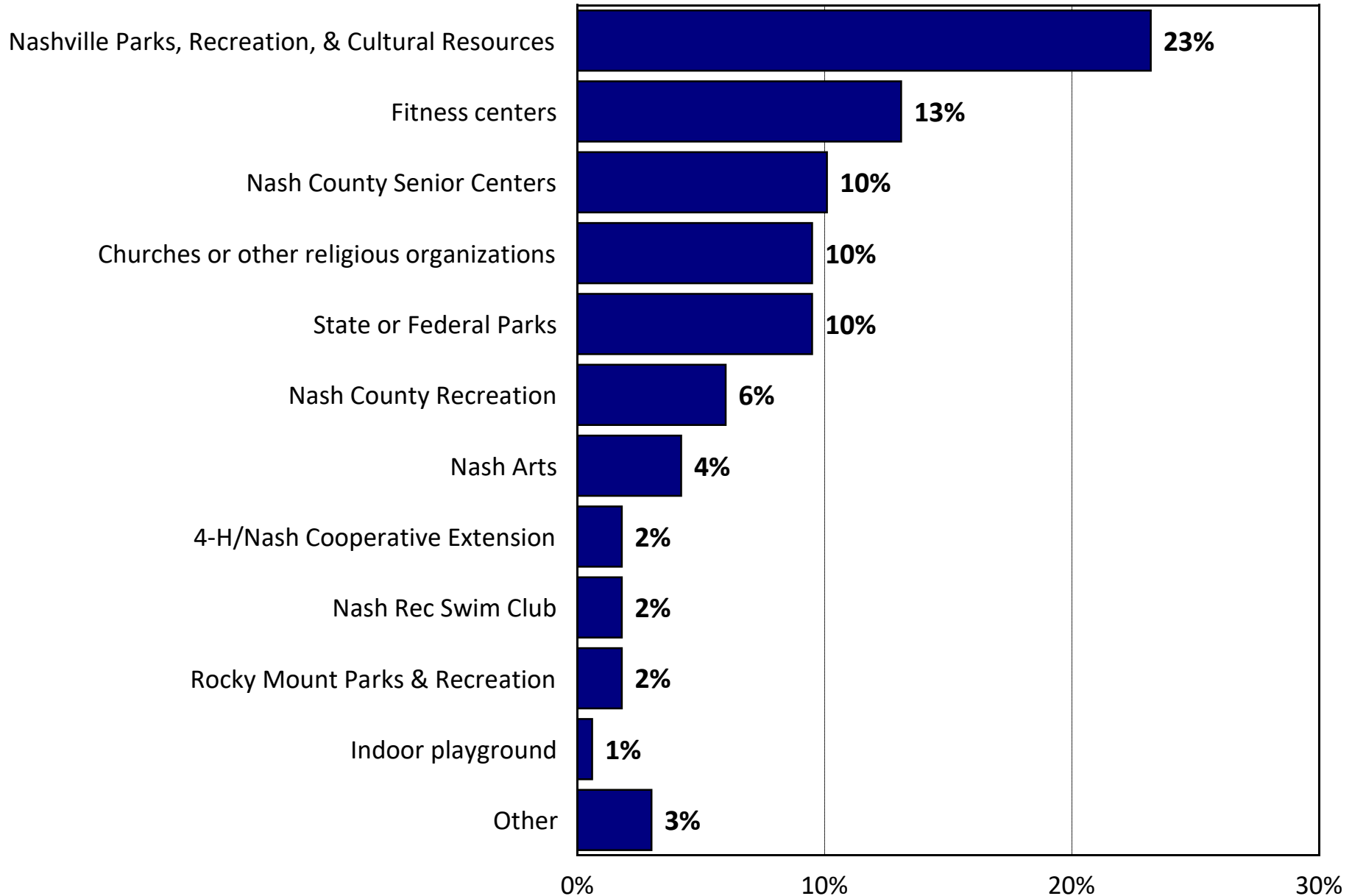
Q2. Organizations Households Have Used for Recreation Needs

by percentage of respondents (multiple selections could be made)



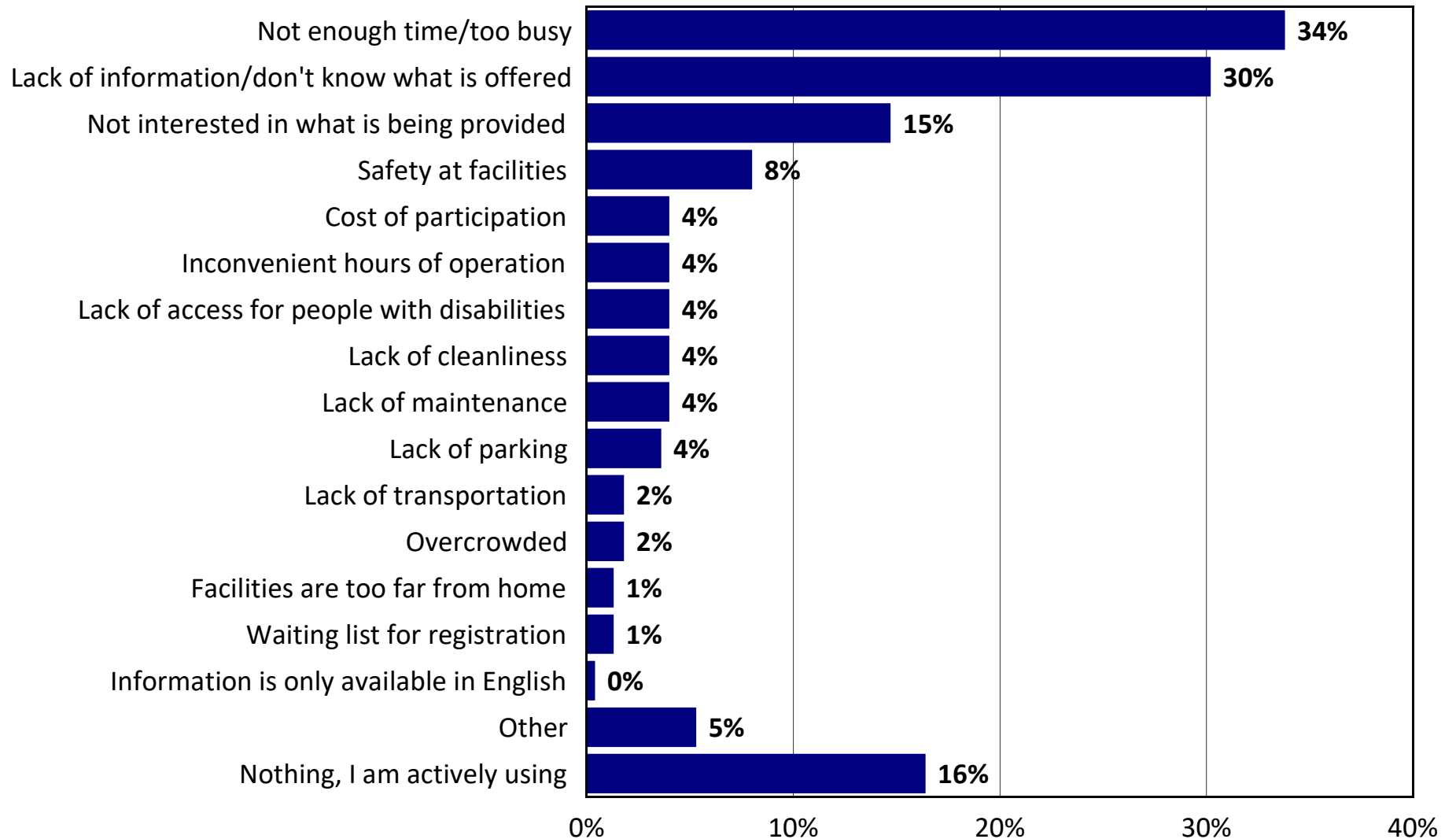
Q2a. Facilities Households Use Most For Recreation Needs

by percentage of household occupants



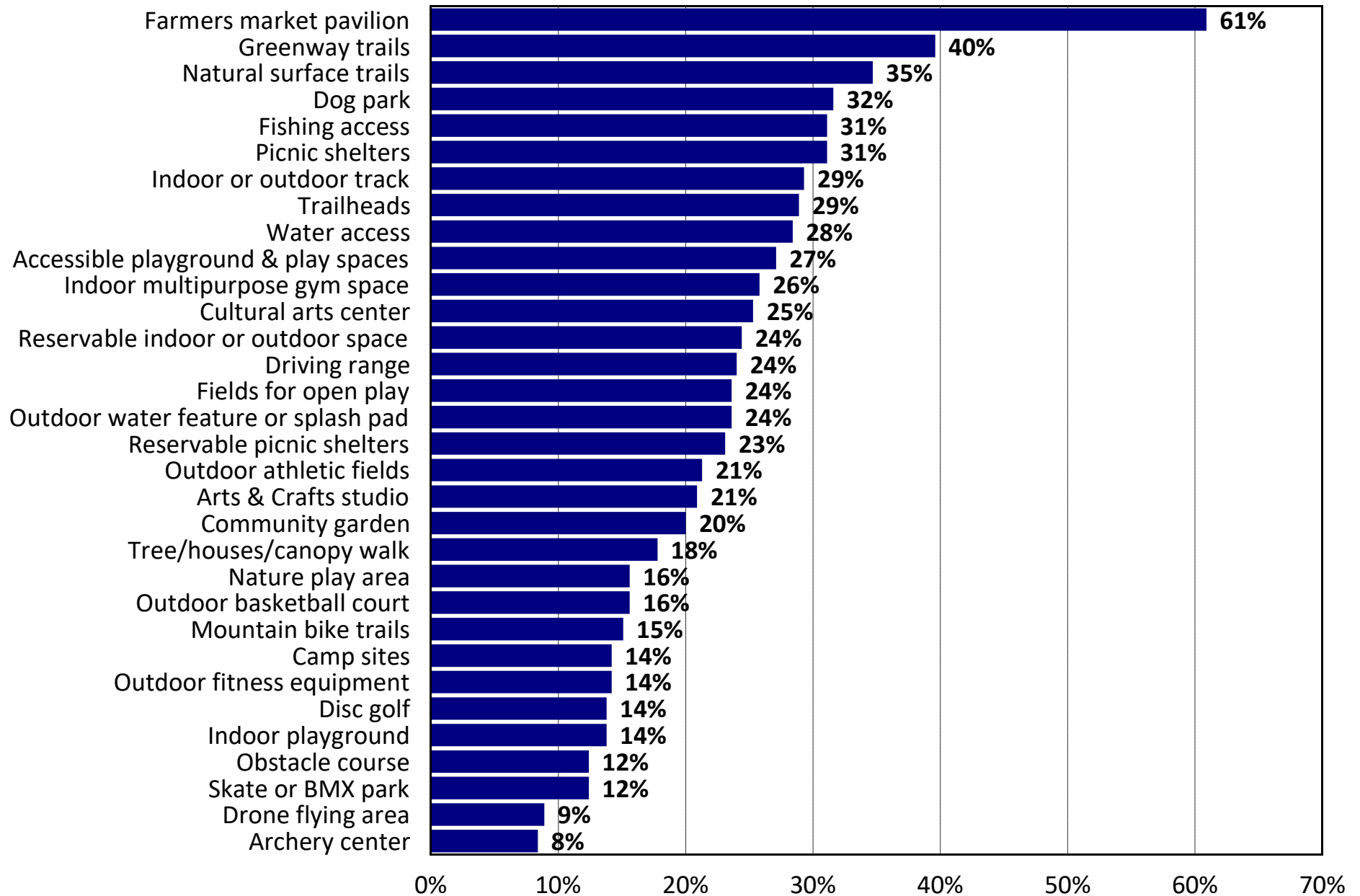
Q3. Reasons preventing households from using parks, facilities, and programs offered by the Town of Nashville Recreation and Parks Department

by percentage of respondents (multiple selections could be made)



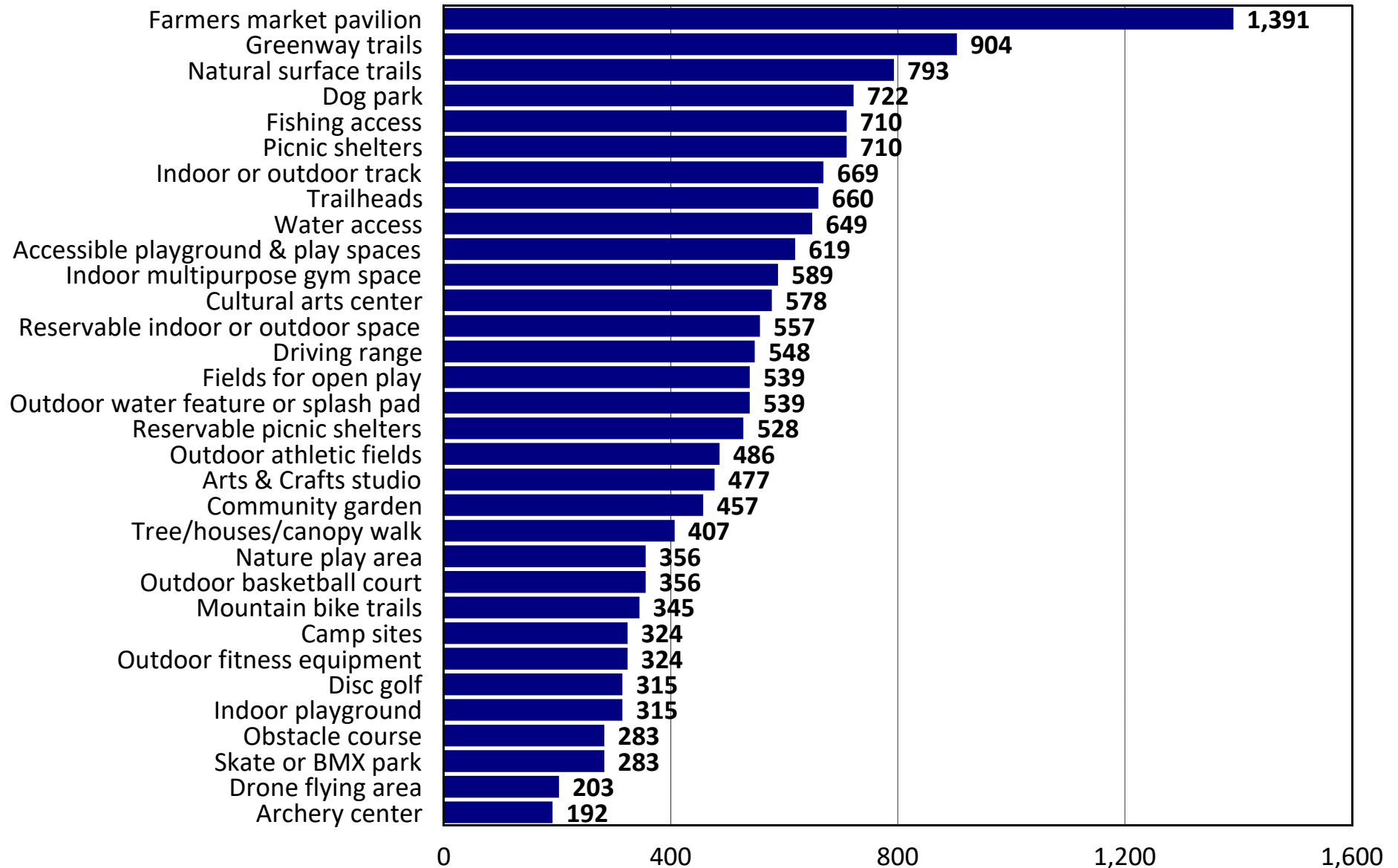
Q4[1]. Households That Have a Need for Facilities/Amenities

by percentage of respondents (multiple selections could be made)



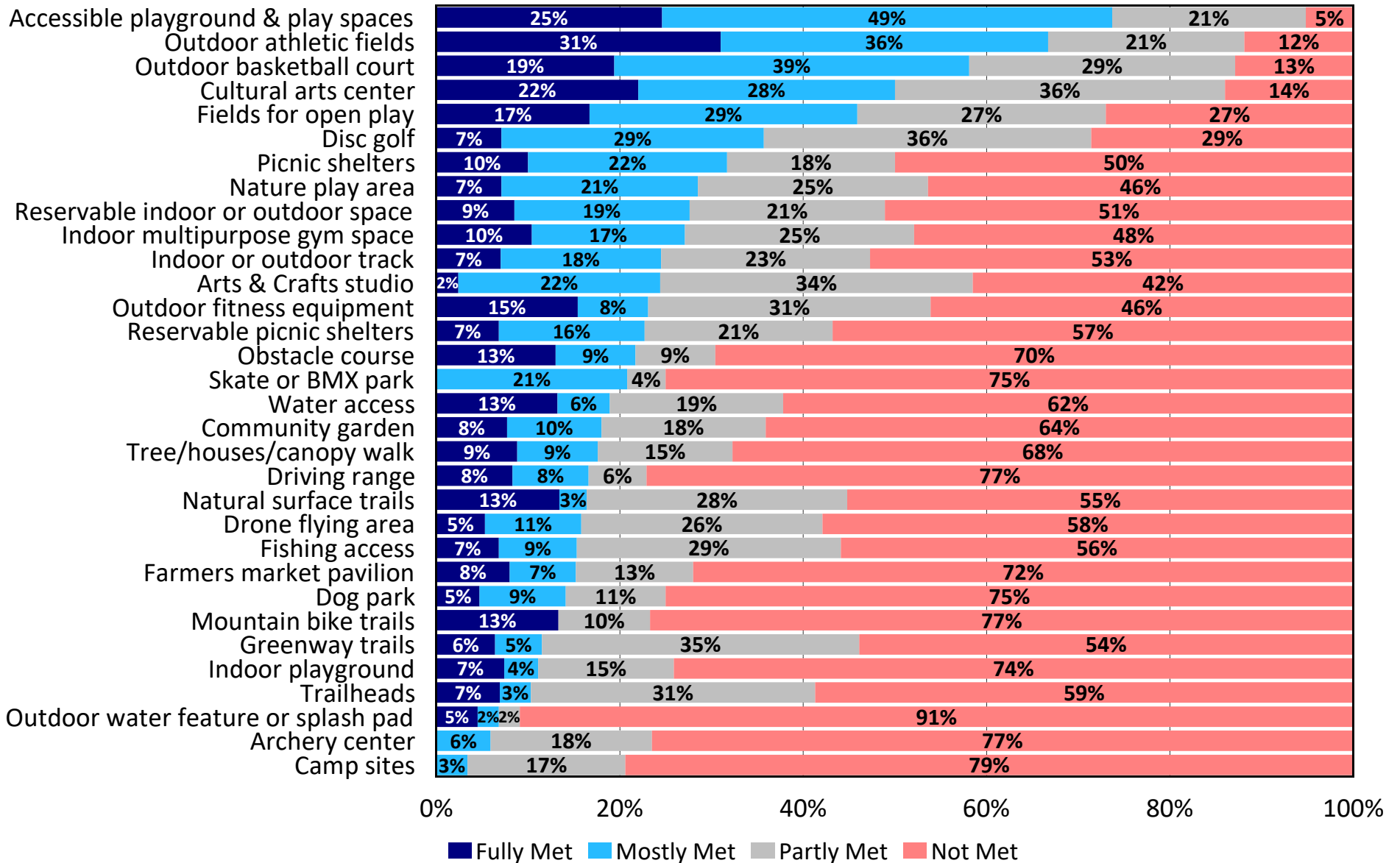
Q4[1]. Estimated Number of Households in Nashville That Have a Need for Facilities/Amenities

by number of households based on 2,284 households in Nashville



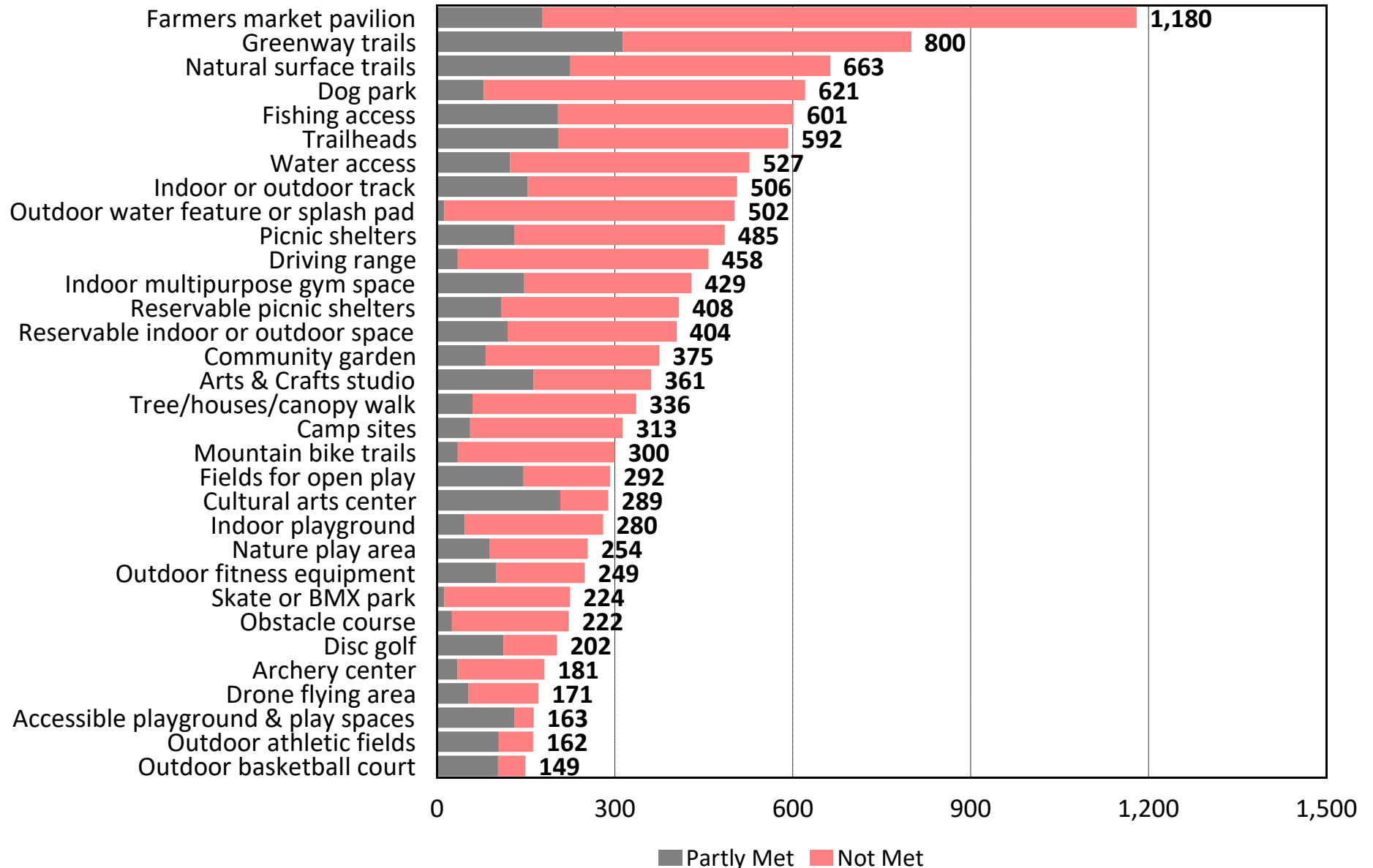
Q4[2]. How Well Facilities/Amenities in Nashville Meet the Needs of Households

by percentage of households that have a need for facilities/amenities



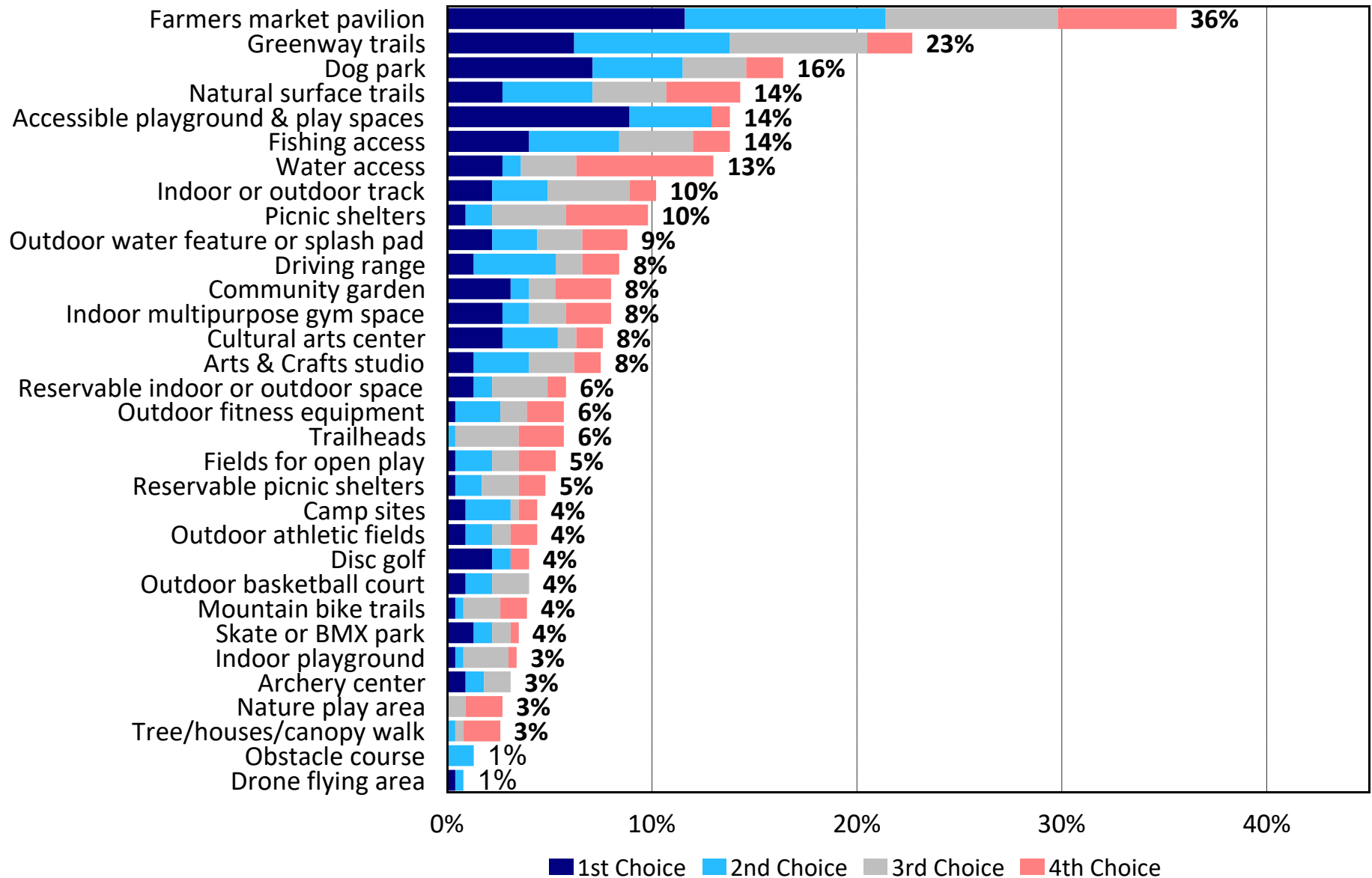
Q4[3]. Estimated Number of Households in Nashville Whose Needs for Facilities/Amenities Are Partly Met or Not Met

by number of households based on 2,284 households in Nashville



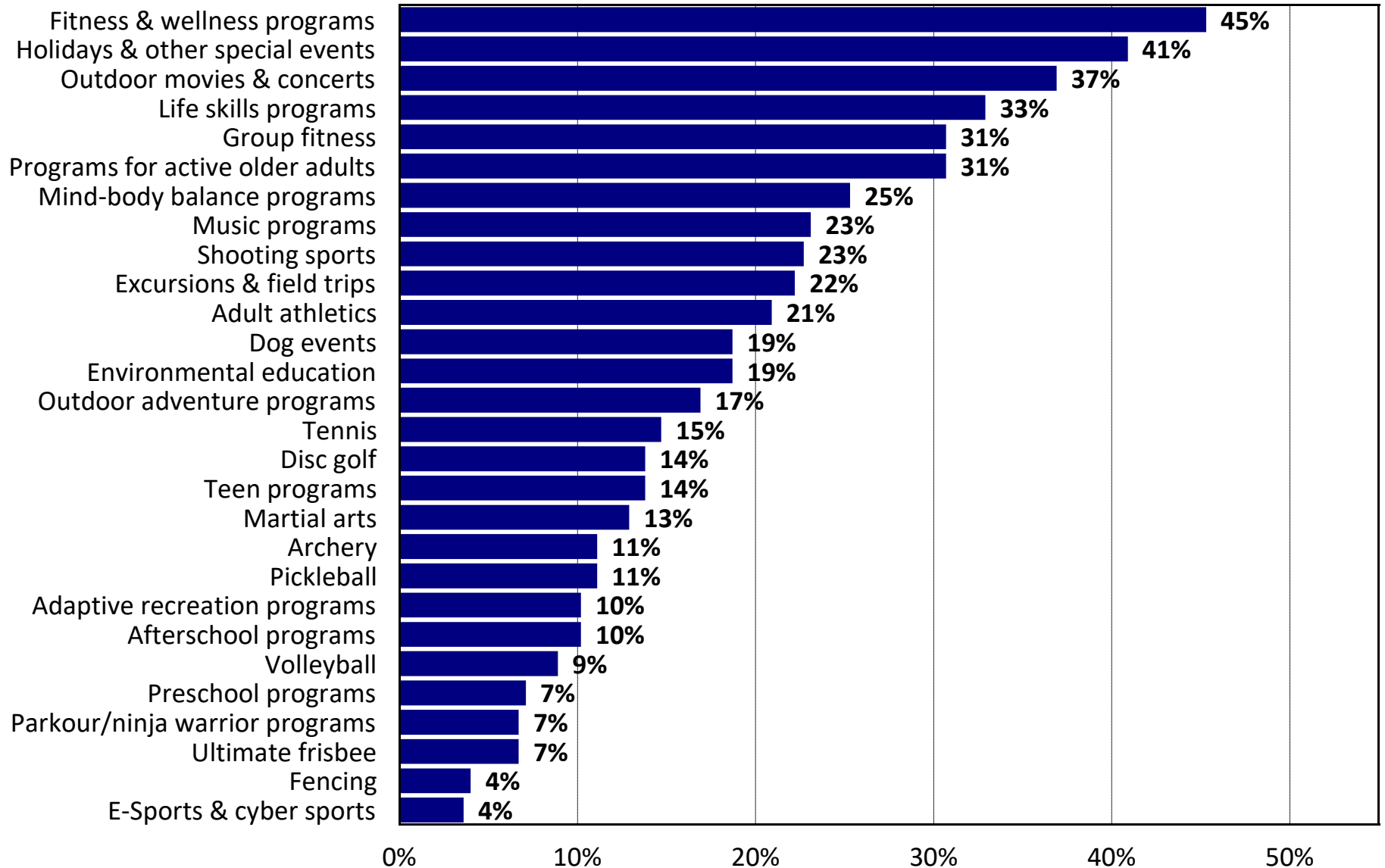
Q5. Facilities/Amenities That Are Most Important to Households

by percentage of respondents who selected the item as one of their top four choices



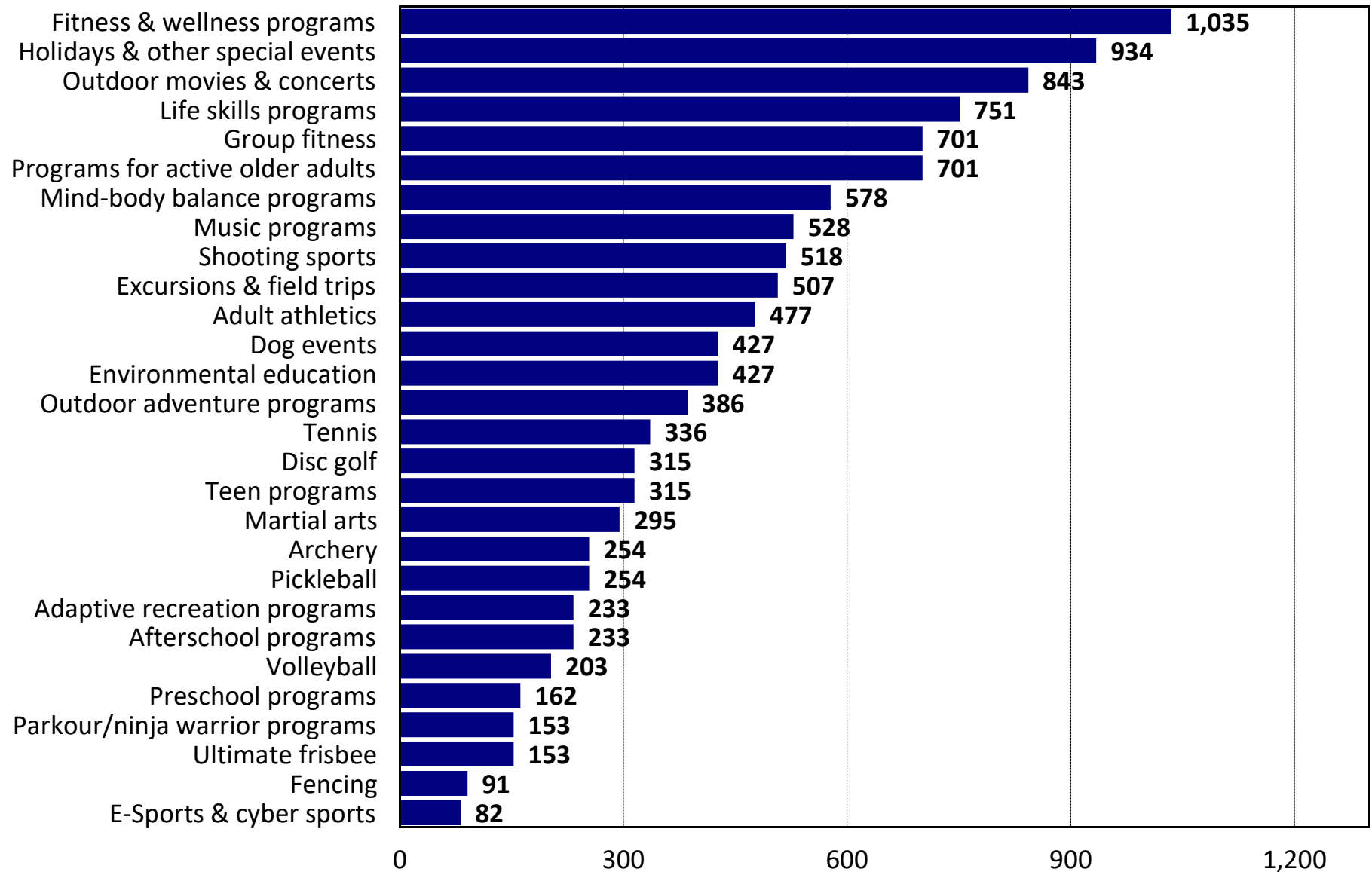
Q6[1]. Households That Have a Need for Recreation Programs or Activities

by percentage of respondents (multiple selections could be made)



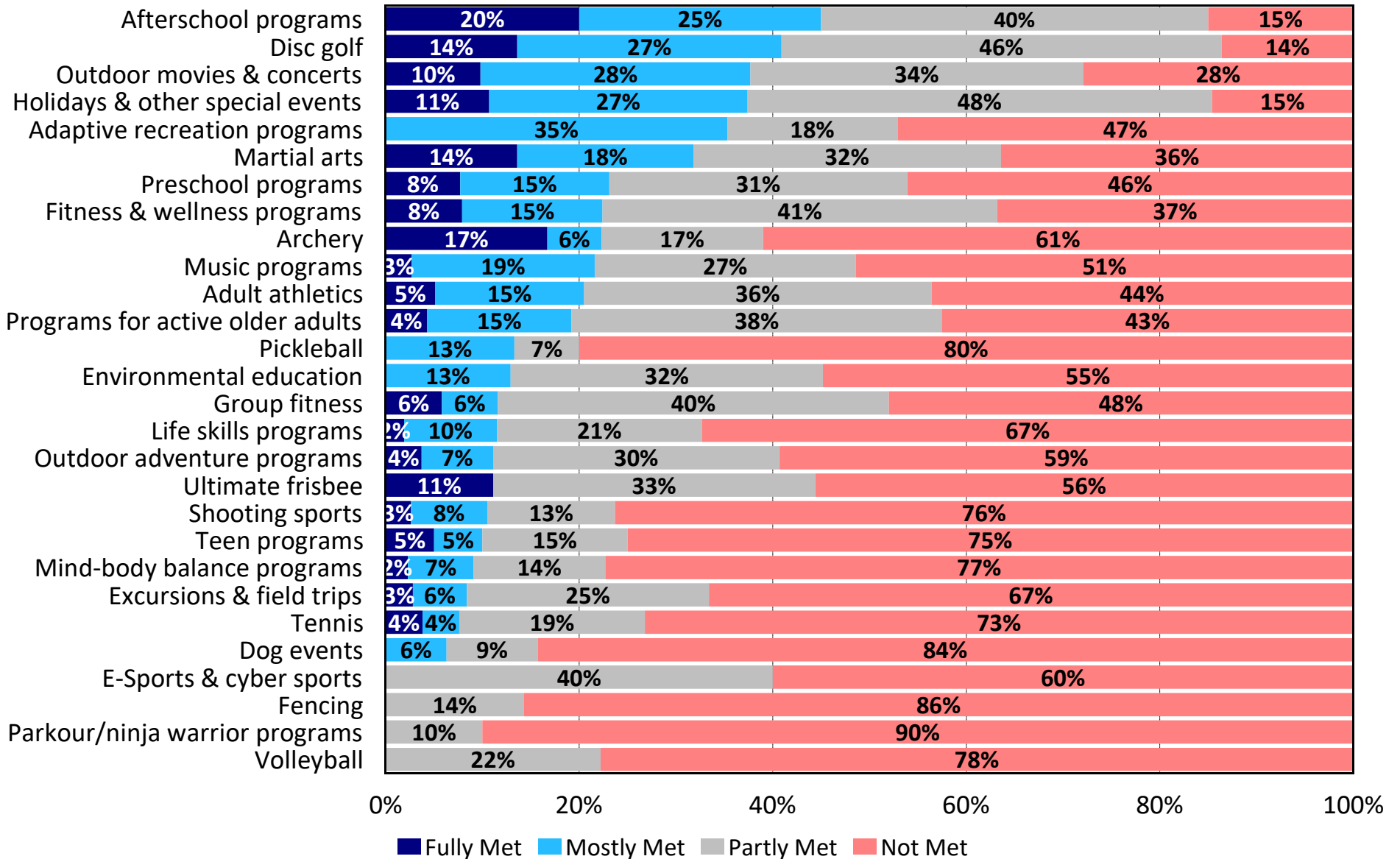
Q6[1]. Estimated Number of Households in Nashville That Have a Need for Recreation Programs or Activities

by number of households based on 2,284 households in Nashville



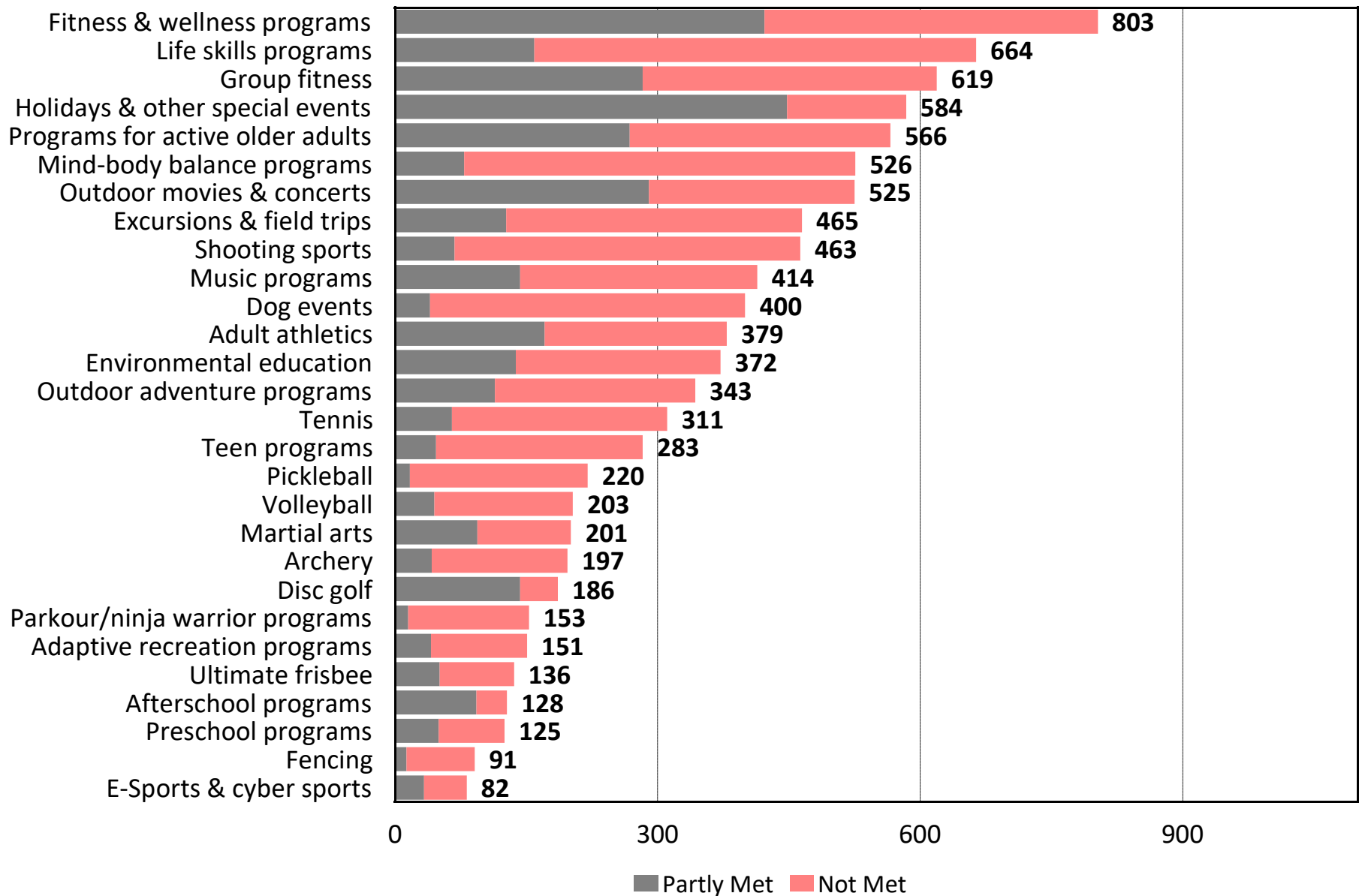
Q6[2]. How Well Programs or Activities in Nashville Meet the Needs of Households

by percentage of households that have a need for programs



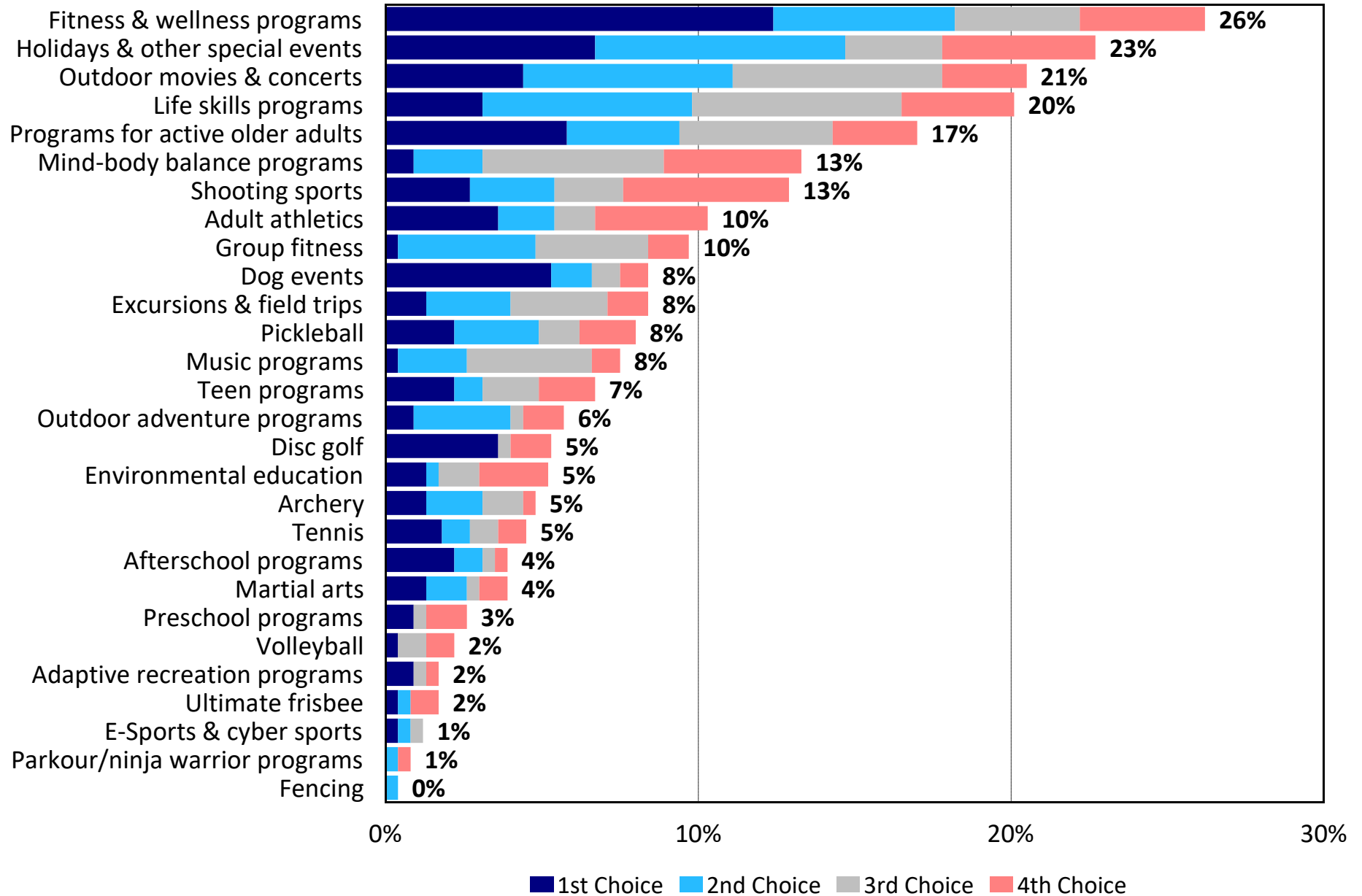
Q6[3]. Estimated Number of Households in Nashville Whose Needs for Recreation Programs/Activities Are Being Partly Met or Not Met

by number of households based on 2,284 households in Nashville



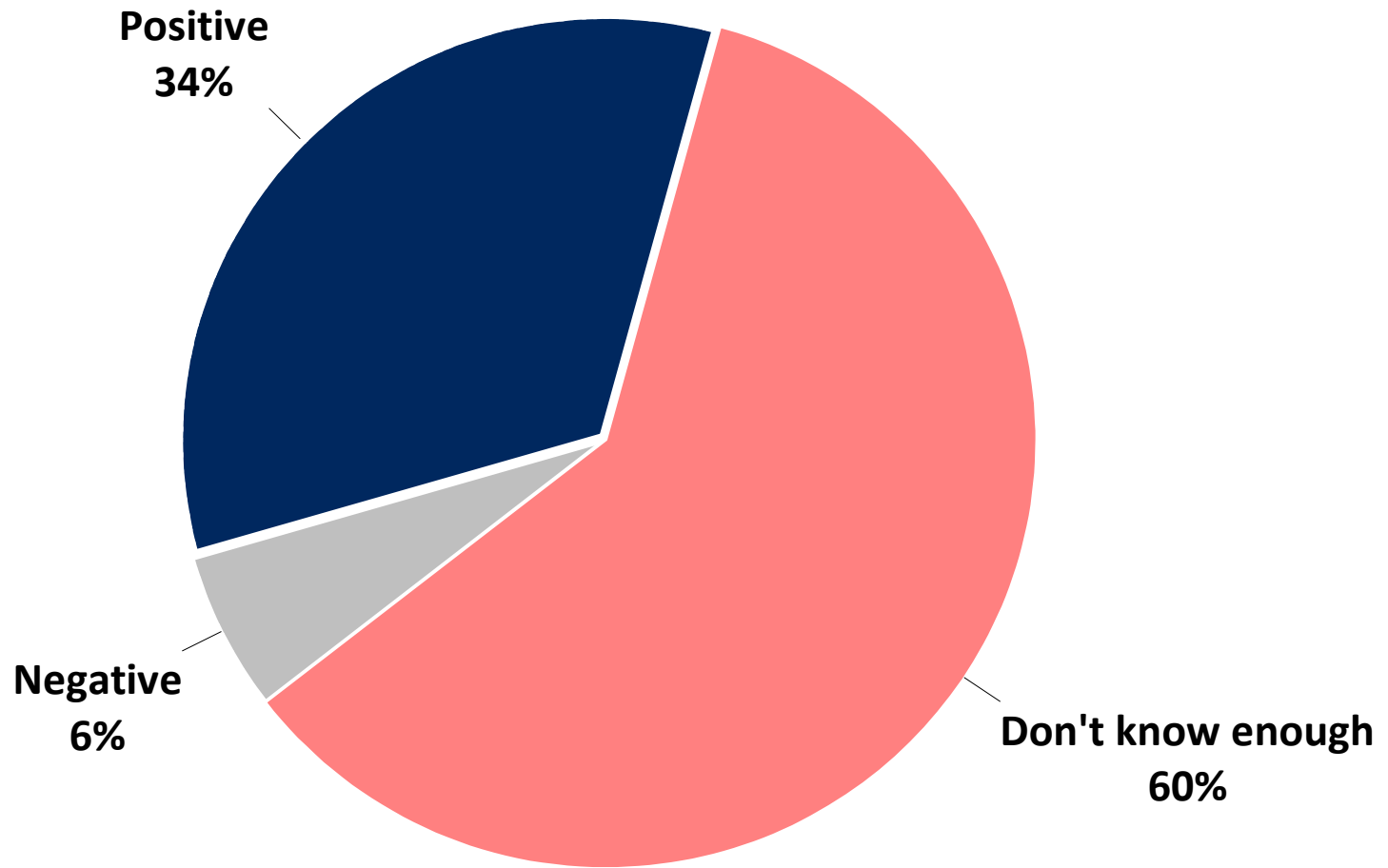
Q7. Programs or Activities Most Important to Households

by percentage of respondents who selected the item as one of their top four choices



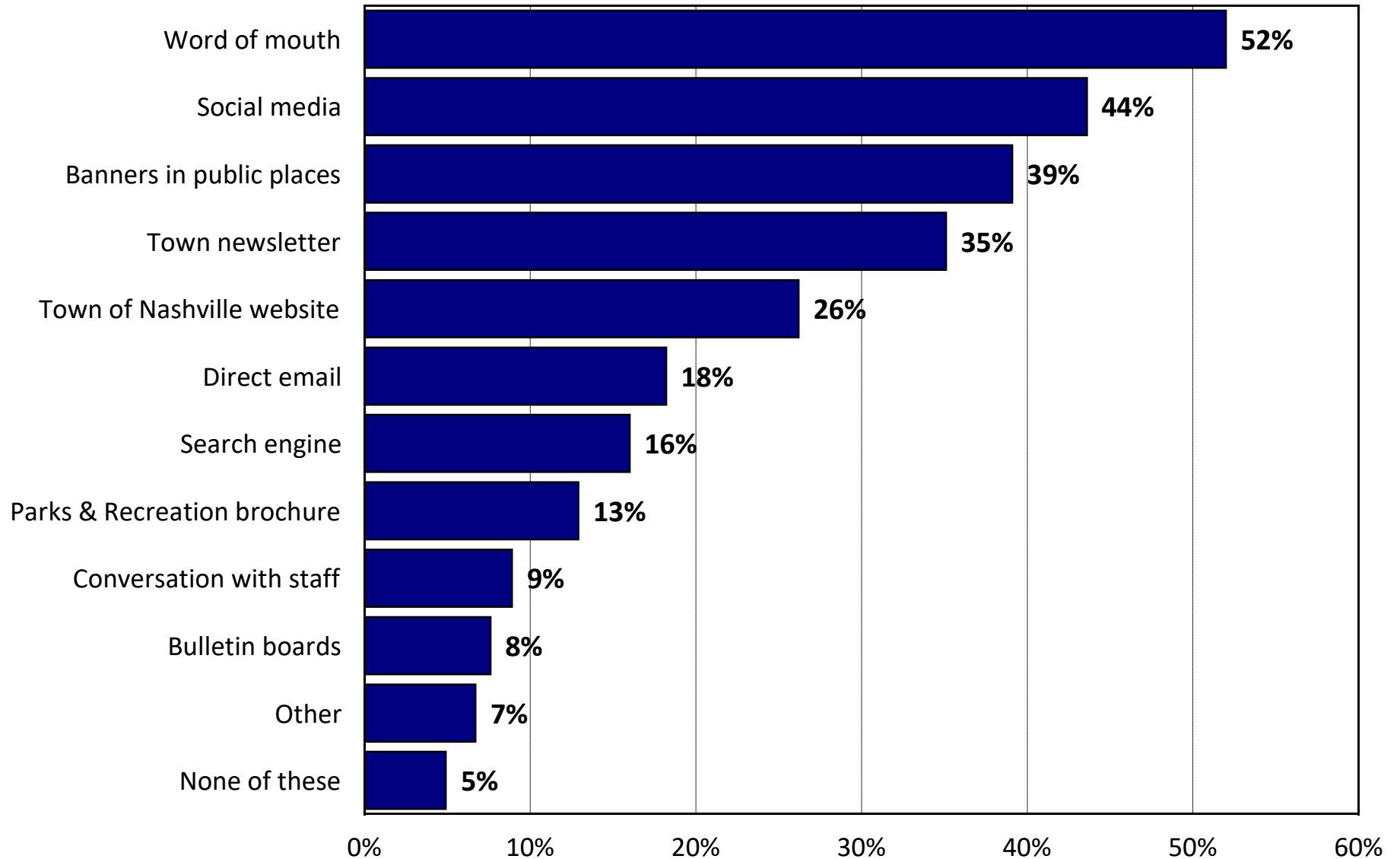
Q8. What is your perception of the Town of Nashville/Nash County partnership?

by percentage of respondents



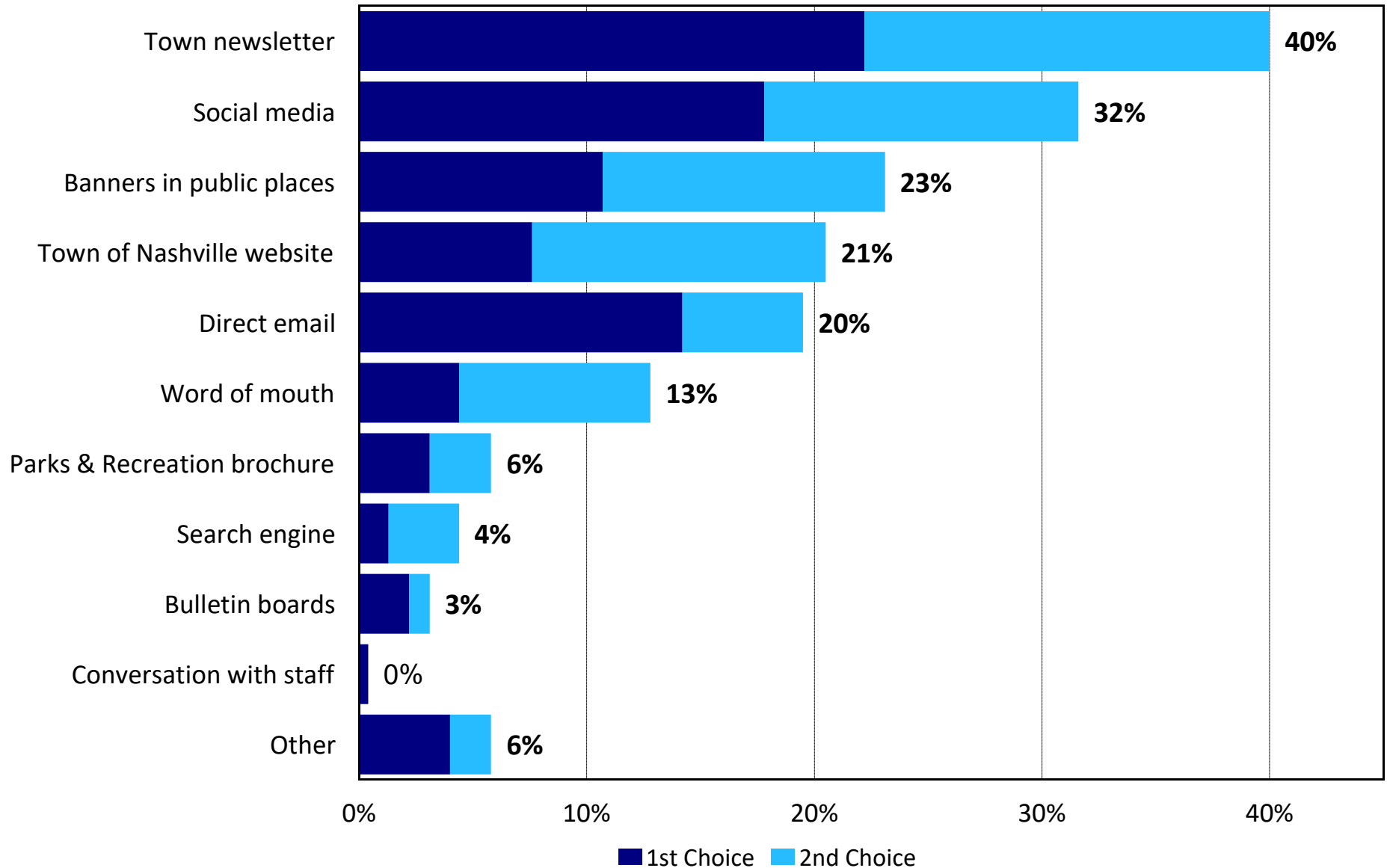
Q9. Ways you would like to learn about Town of Nashville parks, facilities, and special events

by percentage of respondents (multiple selections could be made)



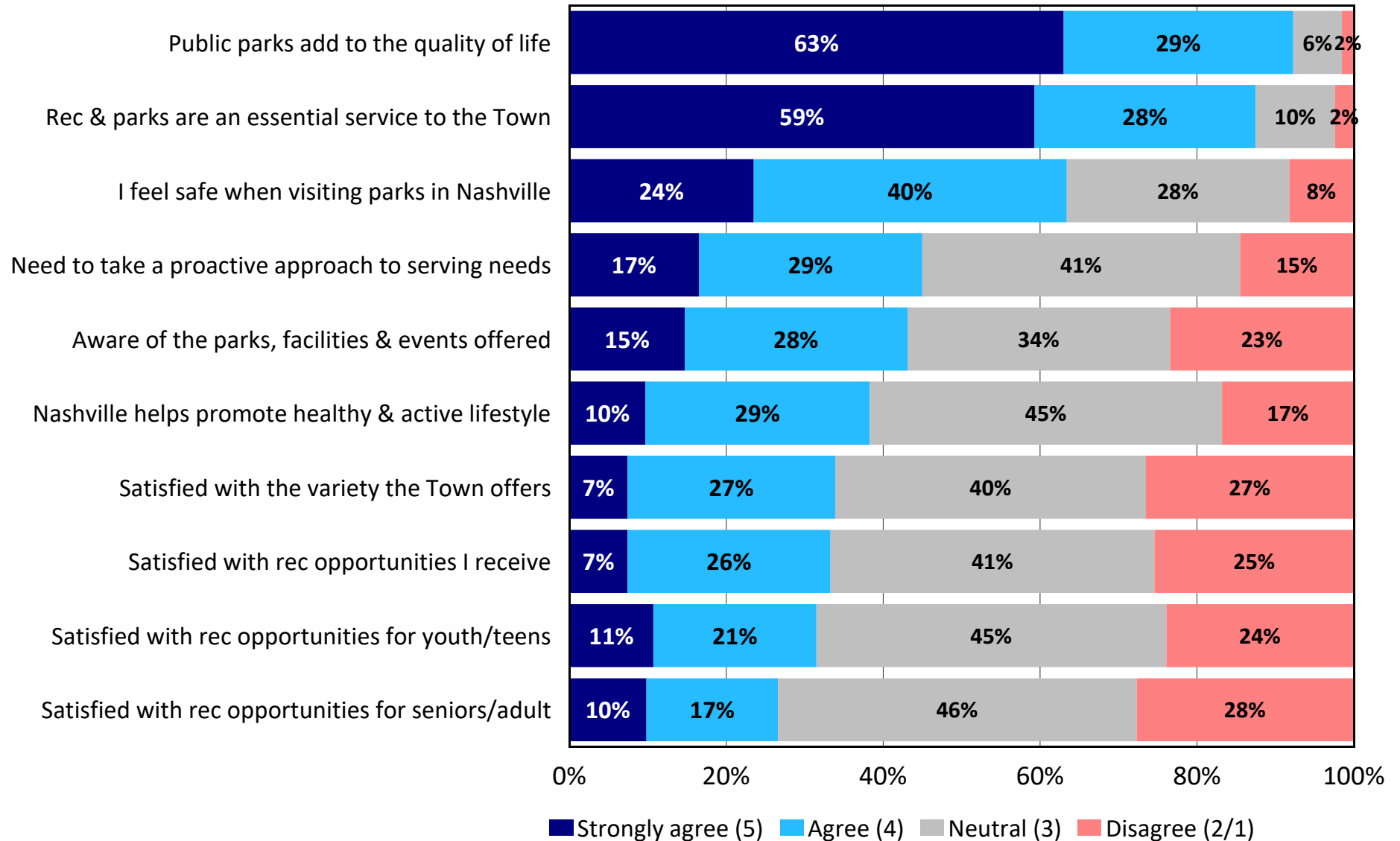
Q10. Sources of information most prefer to use to learn about Town of Nashville parks, facilities, and special events

by percentage of respondents who selected the item as one of their top two choices



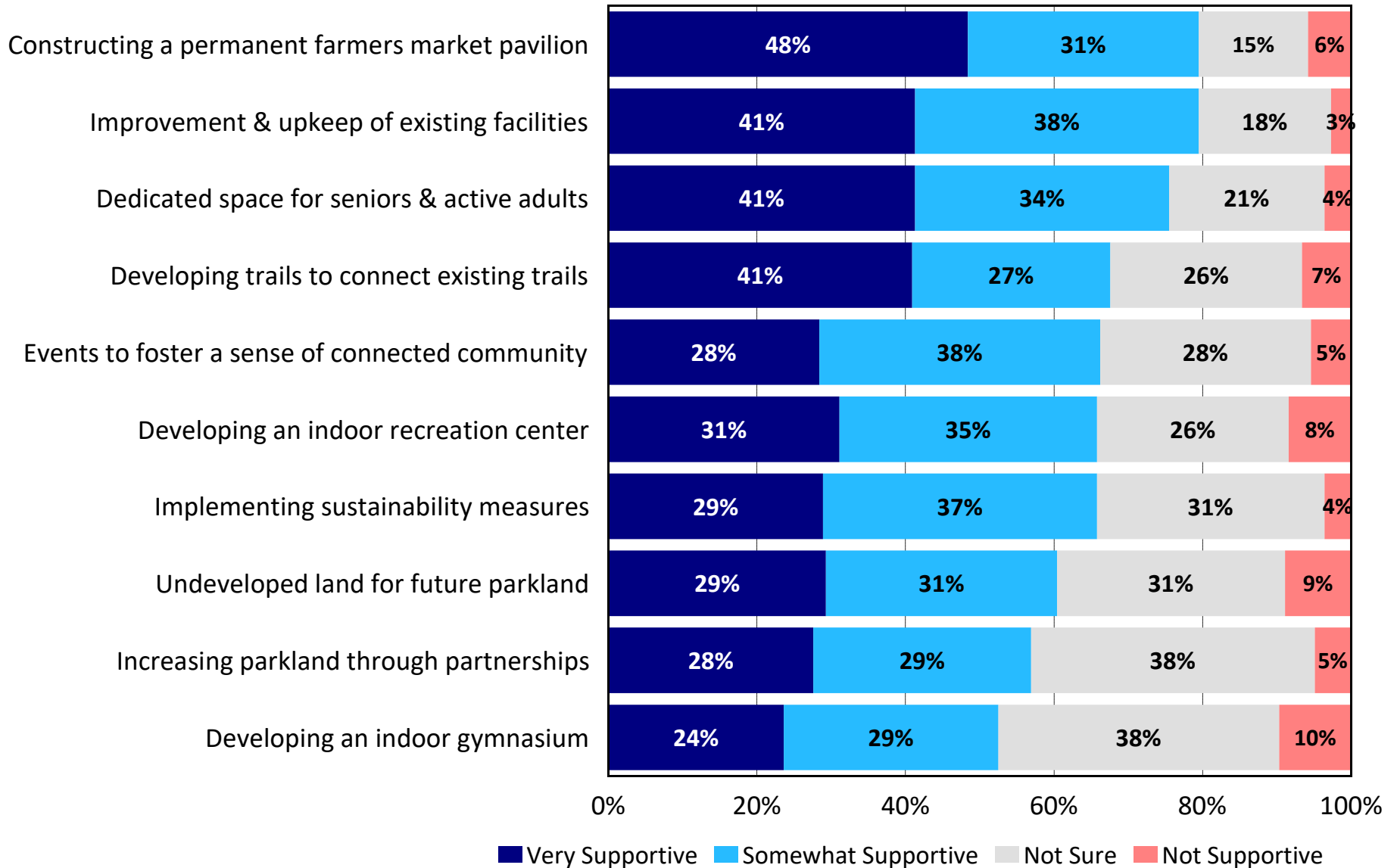
Q11. Level of Agreement with Statements Regarding the Town of Nashville Parks, Facilities, and Special Events

by percentage of respondents (excluding “don’t know”)



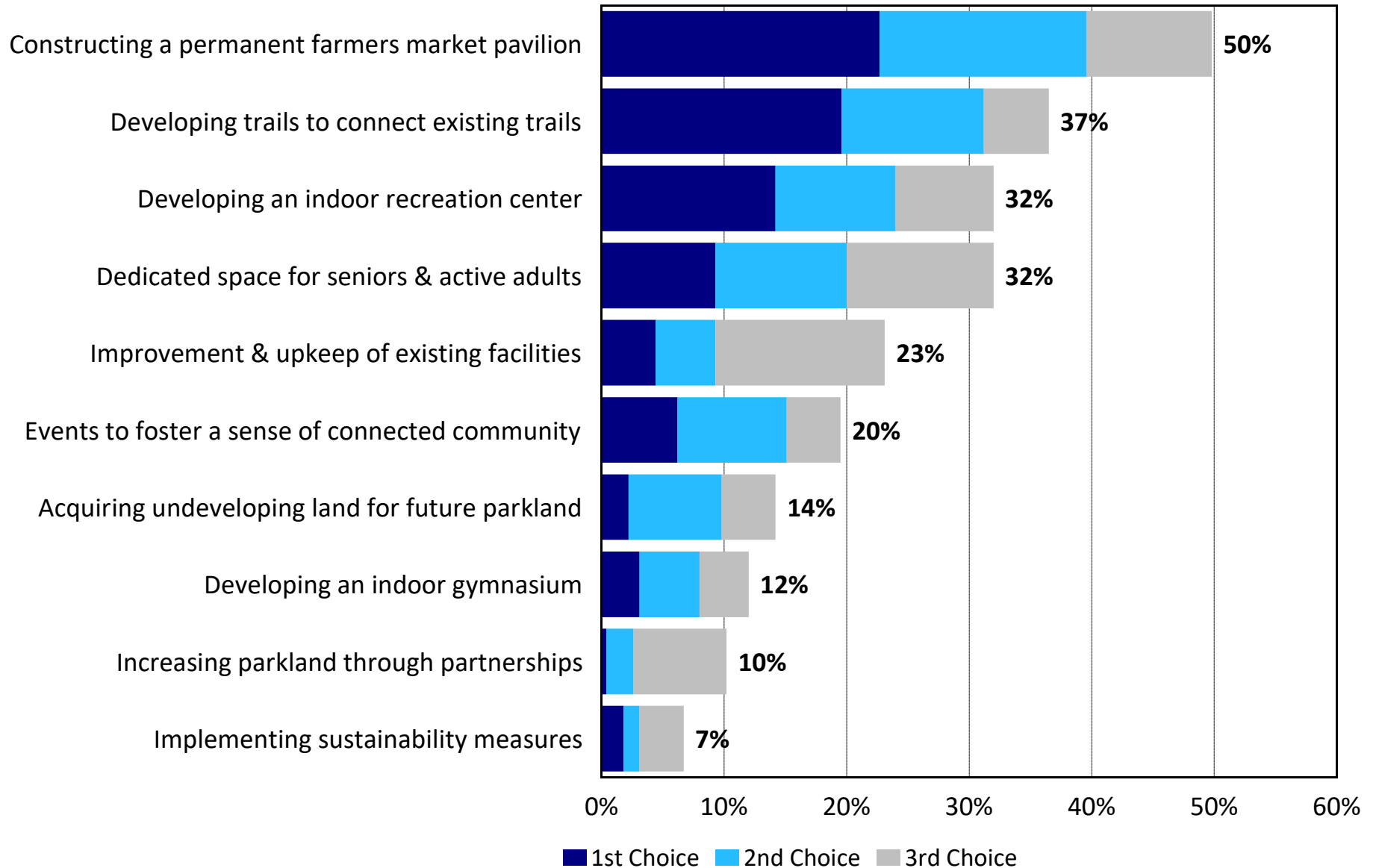
Q12. Support for Actions the Town of Nashville Could Take to Improve the Parks and Recreation System

by percentage of respondents



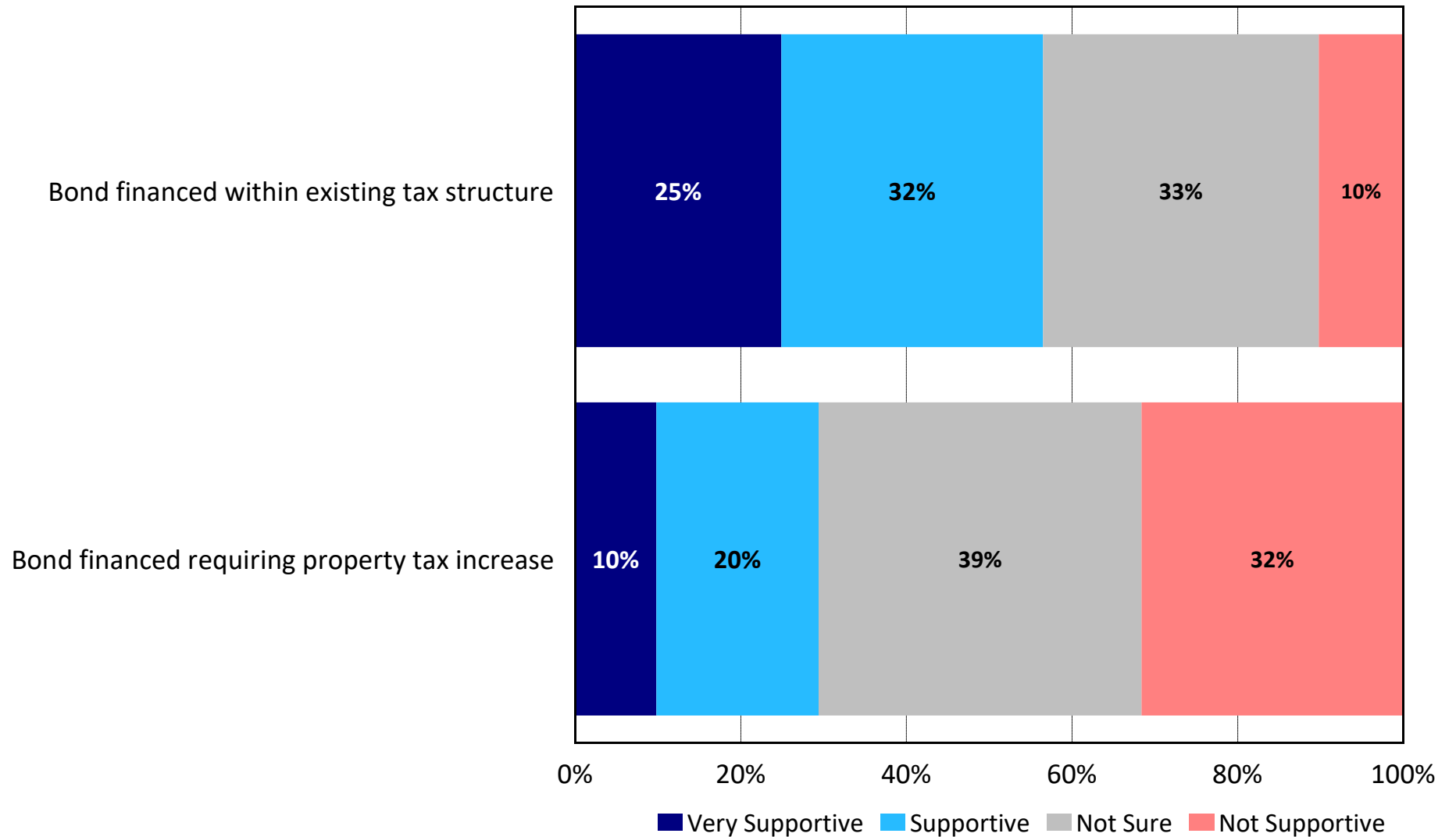
Q13. Parks and Recreation Actions That Respondents Would Be Most Willing to Support with Tax Dollars

by percentage of respondents who selected the item as one of their top three choices



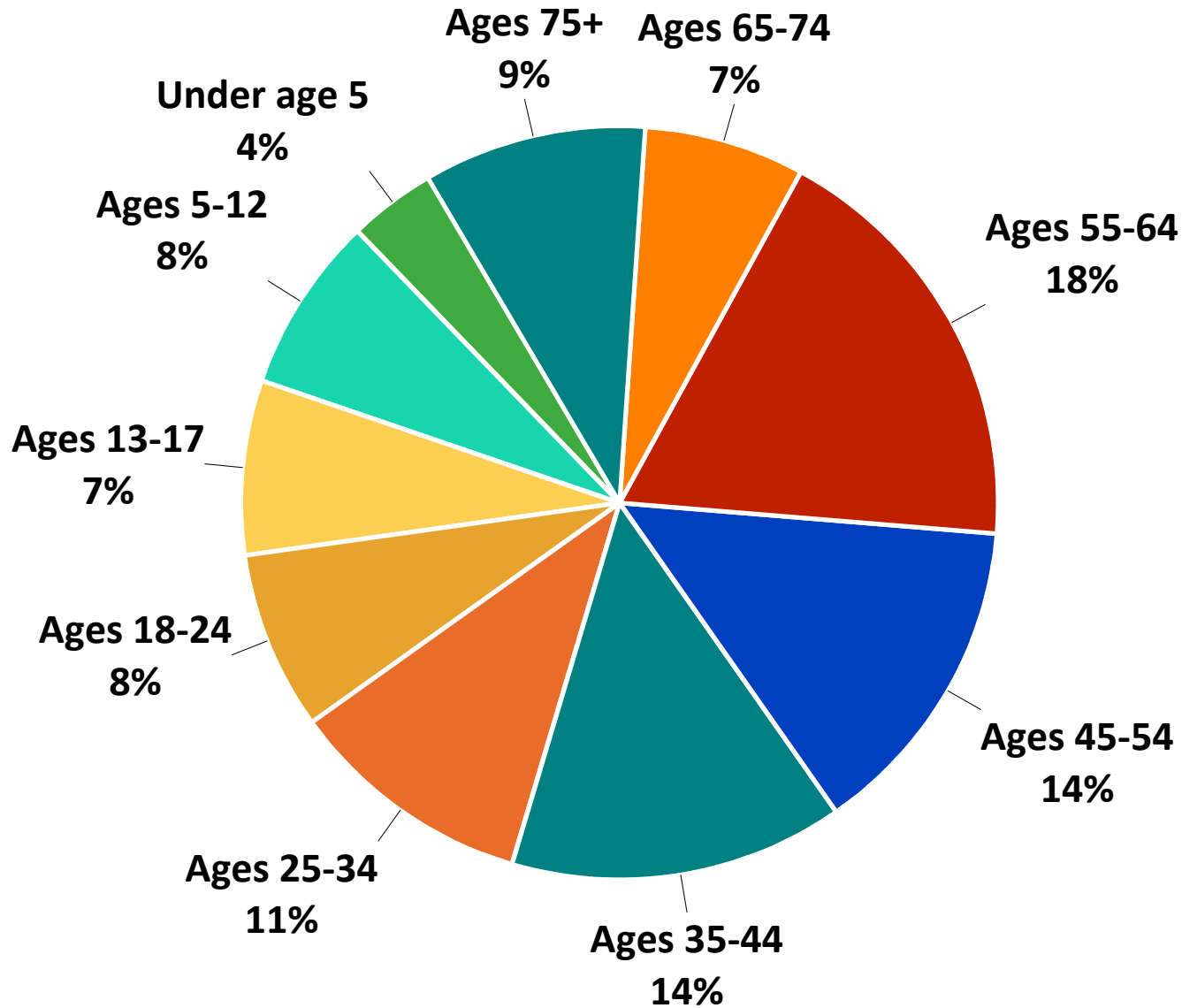
Q14. Level of Support of the Town of Nashville Taking Actions to Fund Improvements and Expansions of the Parks and Recreation System in the Town

by percentage of respondents



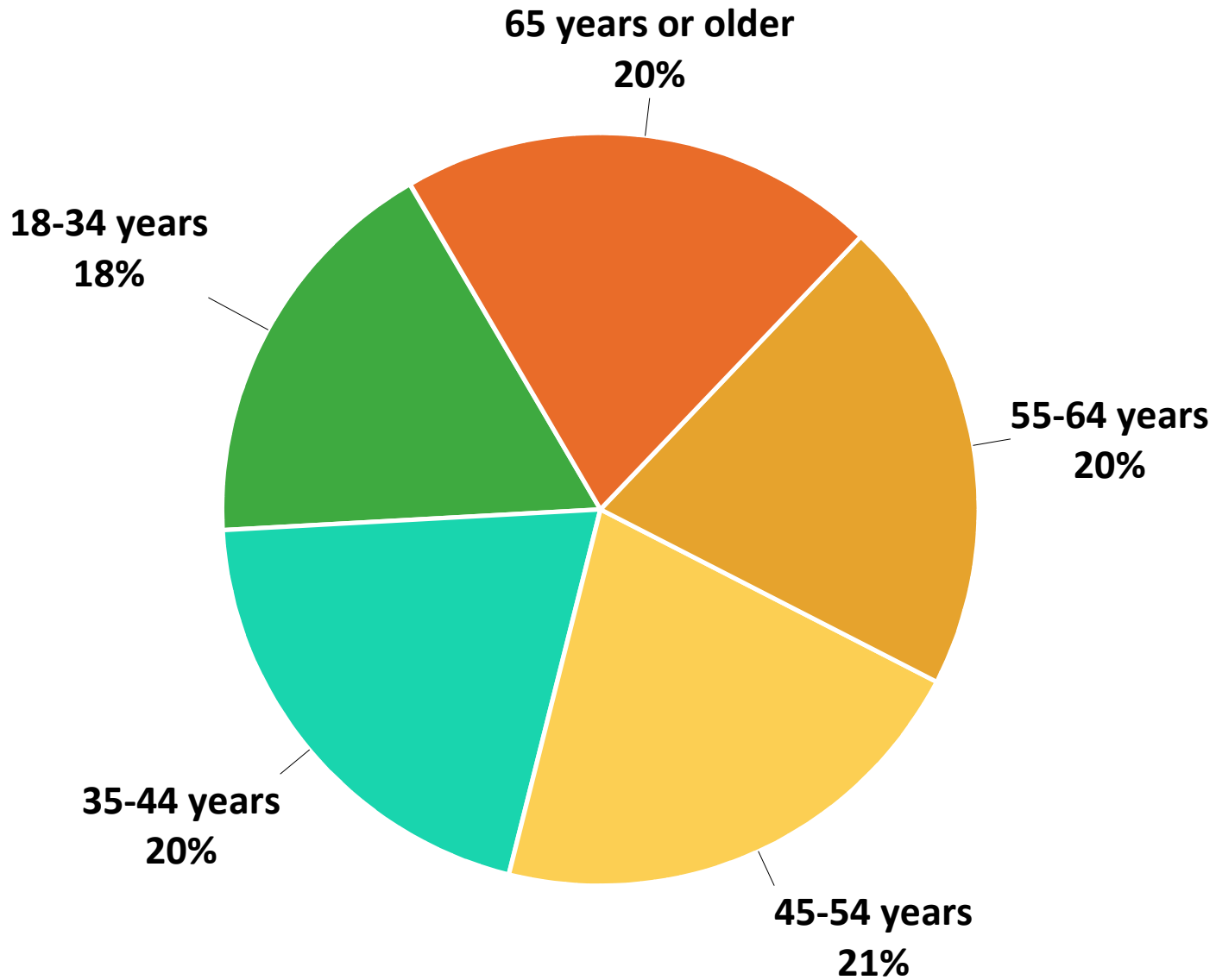
Demographics: Q15. Including yourself, how many people in your household are...

by percentage of household occupants



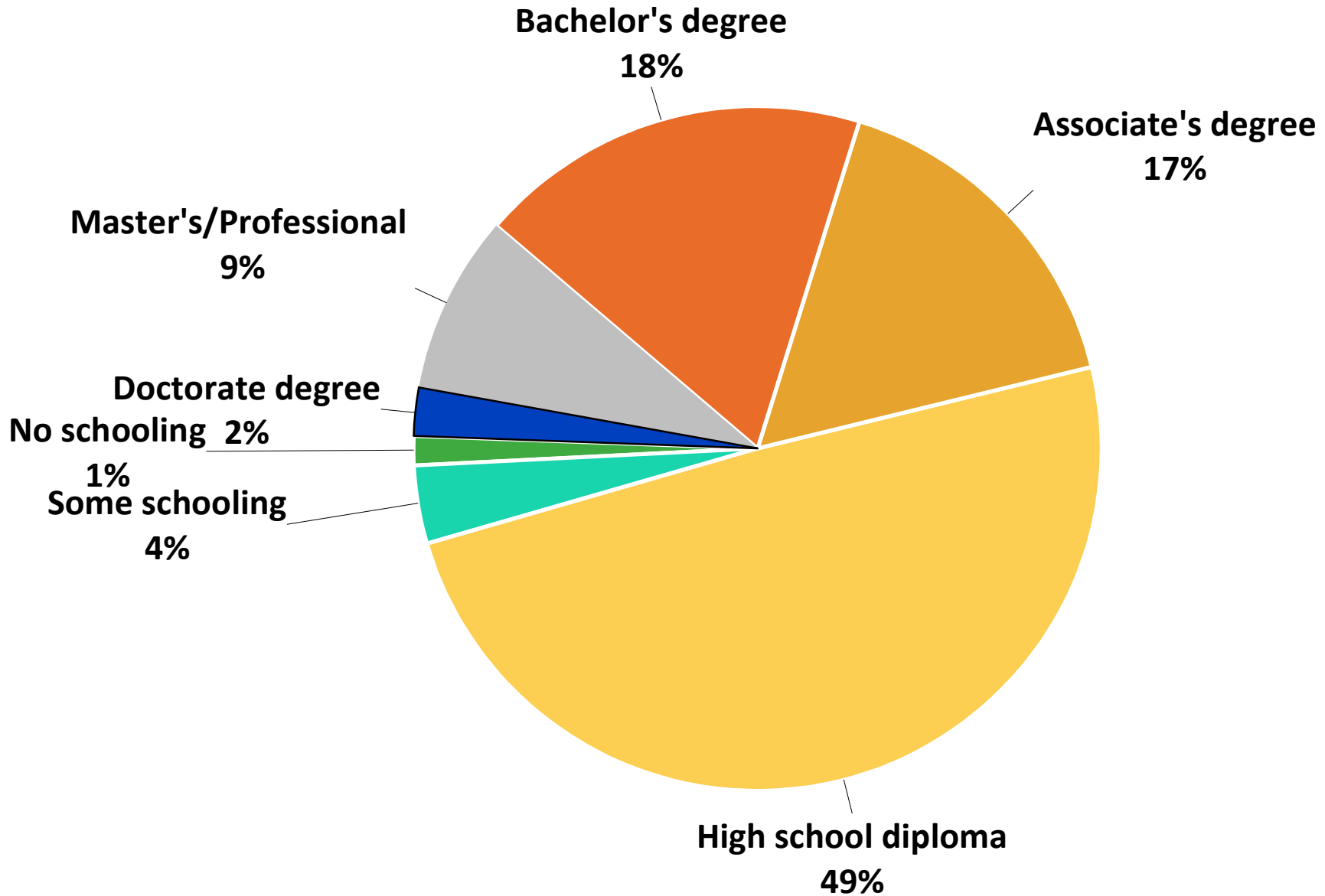
Demographics: Q16. Your age:

by percentage of respondents



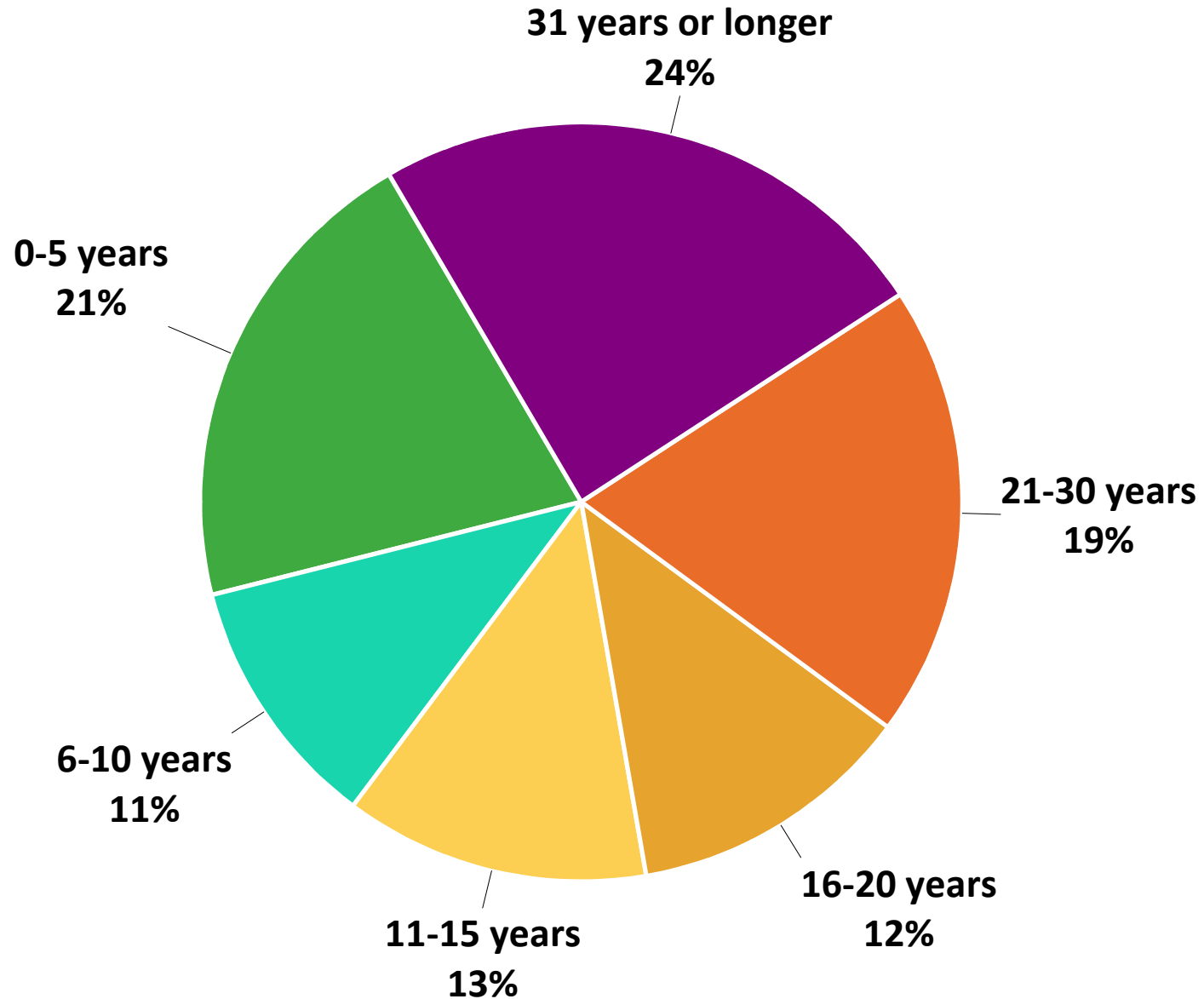
Demographics: Q17. What is the highest degree or level of school you have completed?

by percentage of respondents



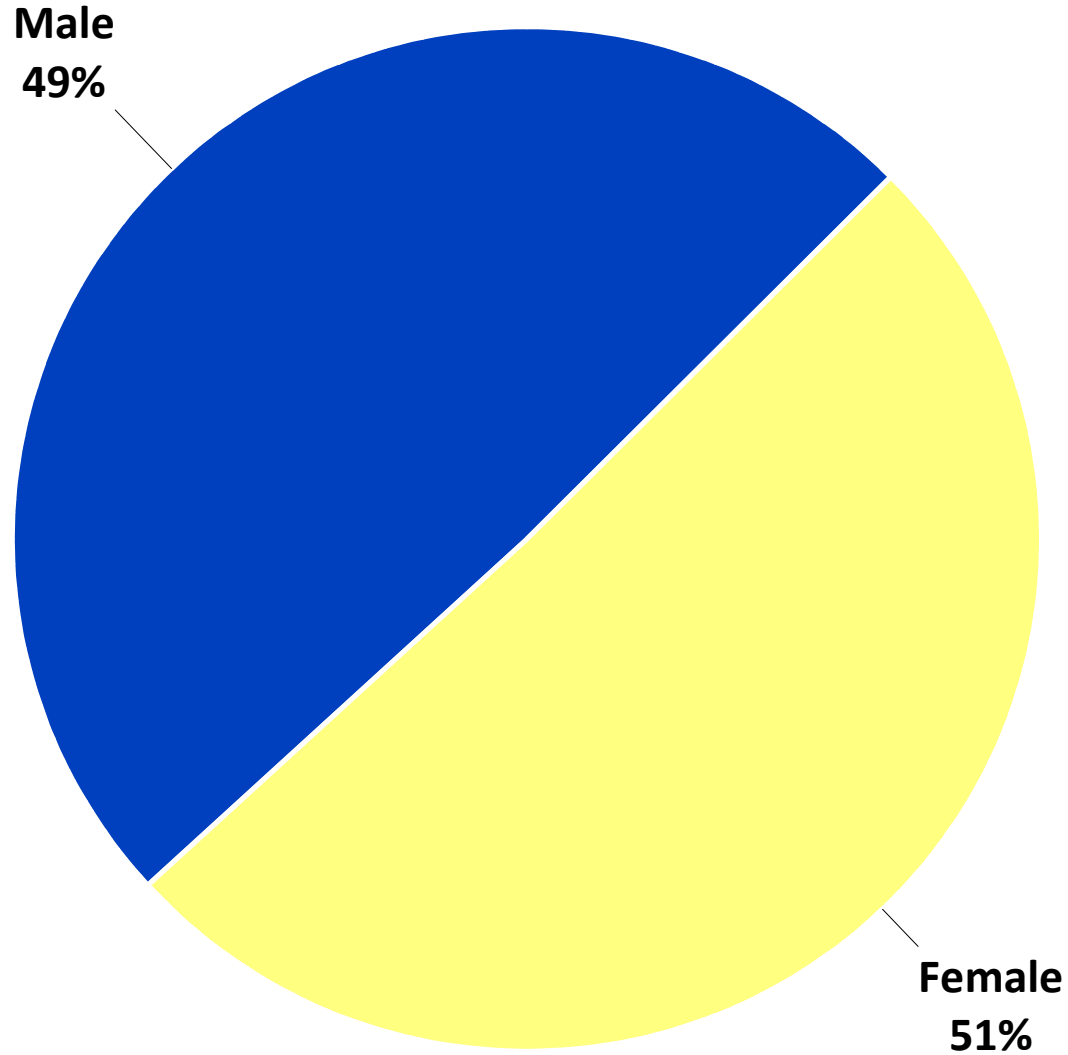
Demographics: Q18. Approximately how many years have you lived in the Town of Nashville?

by percentage of respondents



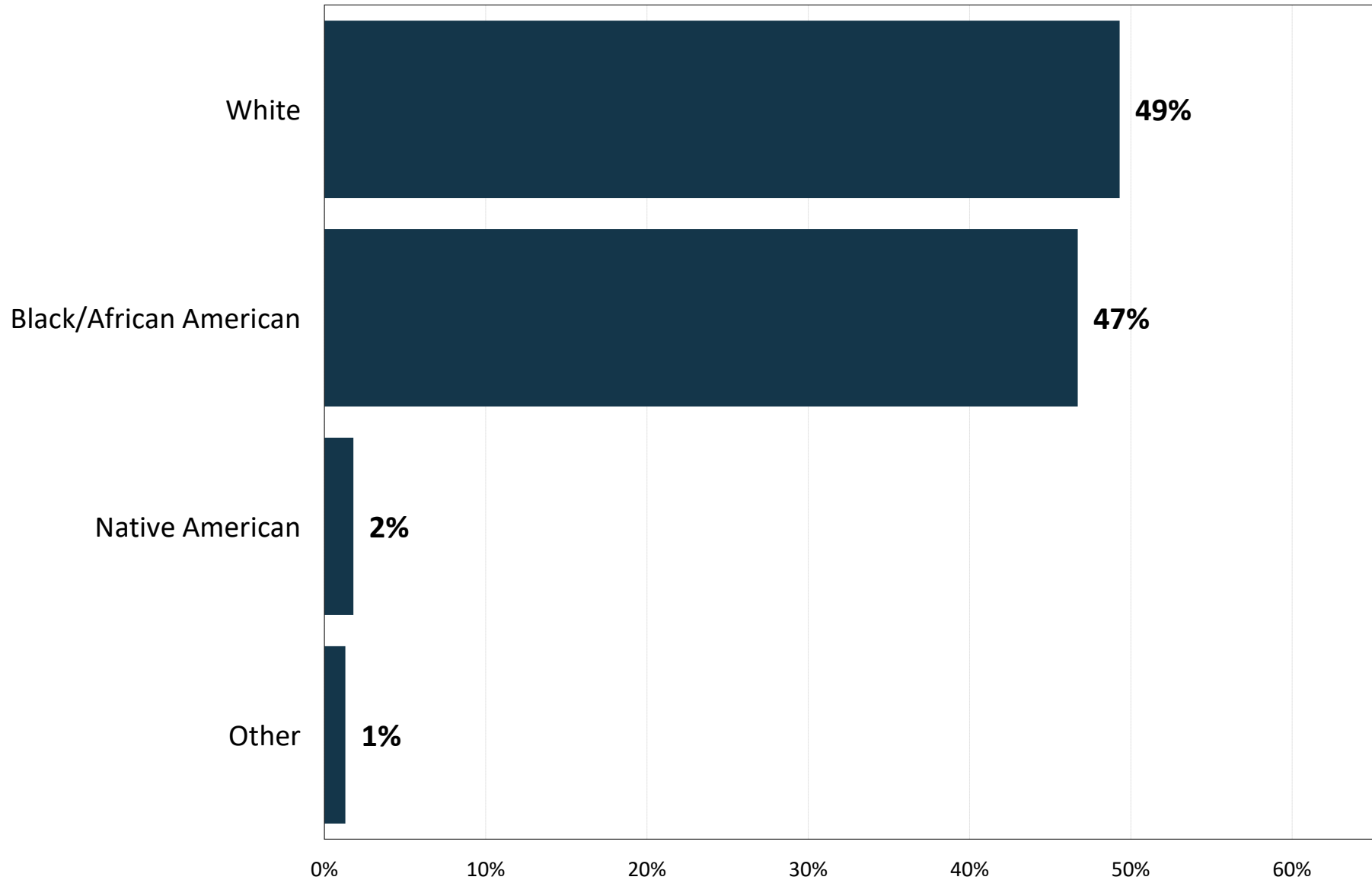
Demographics: Q19. Your gender:

by percentage of respondents



Demographics: Q20. Which of the following best describes your race/ethnicity?

by percentage of respondents (multiple choices could be selected)



Section 3: Benchmark Analysis

Benchmark Analysis

Since 1998, ETC Institute has conducted household surveys for needs assessments, feasibility studies, customer satisfaction, fees and charges comparisons, and other parks and recreation issues in more than 500 communities in 49 states across the country.

The results of these surveys have provided an unparalleled data base of information to compare responses from household residents in client communities to “National Averages” and therefore provide a unique tool to “assist organizations in better decision making.”

Communities within the data base include a full range of municipal and county governments from 20,000 in population through over 1 million in population. They include communities in warm weather climates and cold weather climates, mature communities and some of the fastest growing cities and counties in the country.

“National Averages” have been developed for numerous strategically important parks and recreation planning and management issues including: customer satisfaction and usage of parks and programs; methods for receiving marketing information; reasons that prevent members of households from using parks and recreation facilities more often; priority recreation programs, parks, facilities and trails to improve or develop; priority programming spaces to have in planned community centers and aquatic facilities; potential attendance for planned indoor community centers and outdoor aquatic centers; etc.

To keep the benchmarking data base current with changing trends, ETC Institute’s benchmarking data base is updated on a regular basis. The “National Average” included on the following pages only include the results of surveys ETC Institute has administered over the past five years.

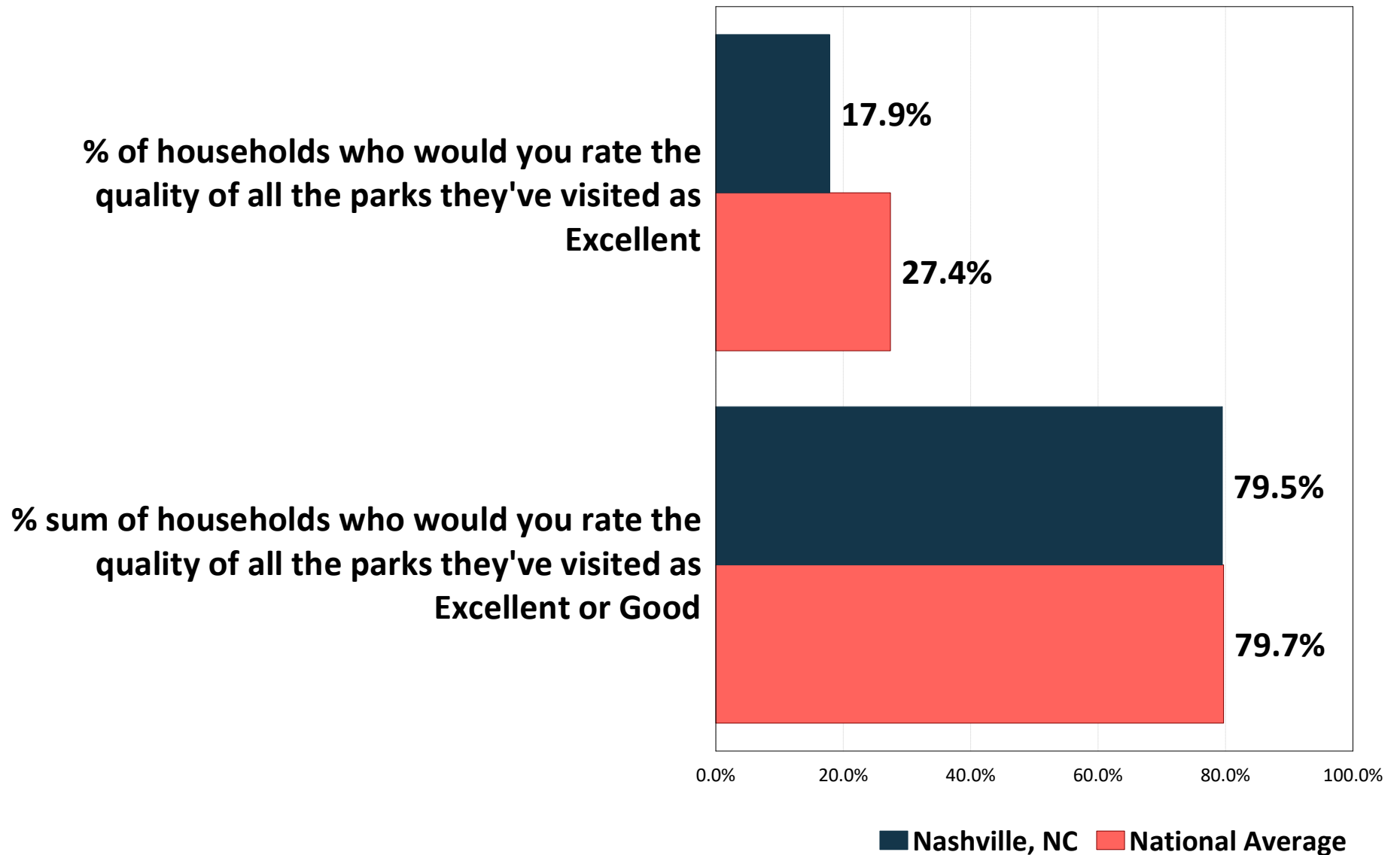
Results from household responses for Nashville, NC were compared to National Benchmarks to gain further strategic information. Graphs of all tabular comparisons are on the following pages.

The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the Town of Nashville, NC are not authorized without written consent from ETC Institute.

**Benchmarks
Nashville, NC (2021)
Compared to
National Averages**

Percent Excellent & Excellent/Good Ratings of the Quality of all Community Parks

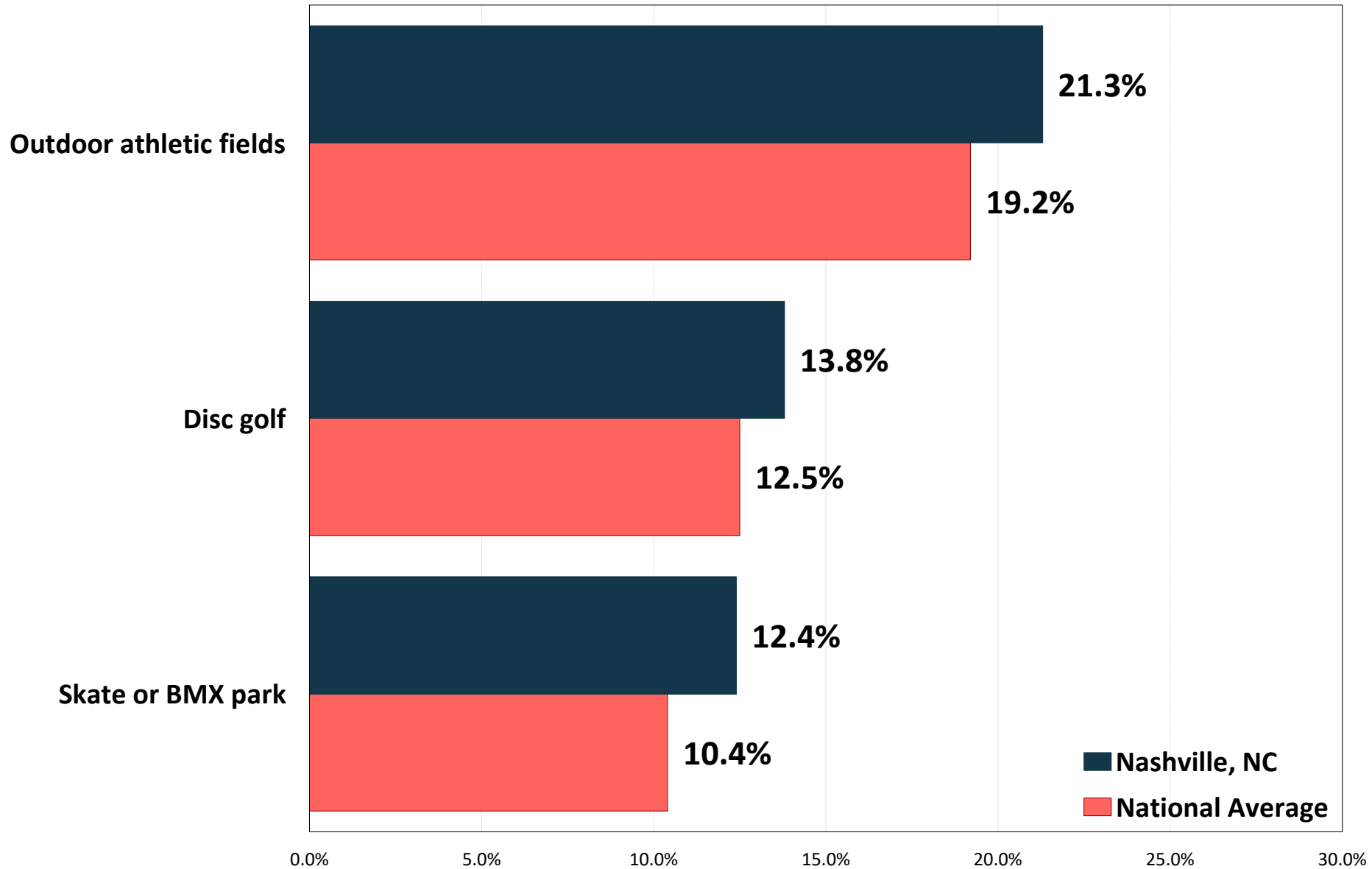
by the percentage of households who have visited community parks within the past year



**Benchmarks
Nashville, NC (2021)
Compared to
National Averages**

Percent of Households With Needs For Sports Facilities

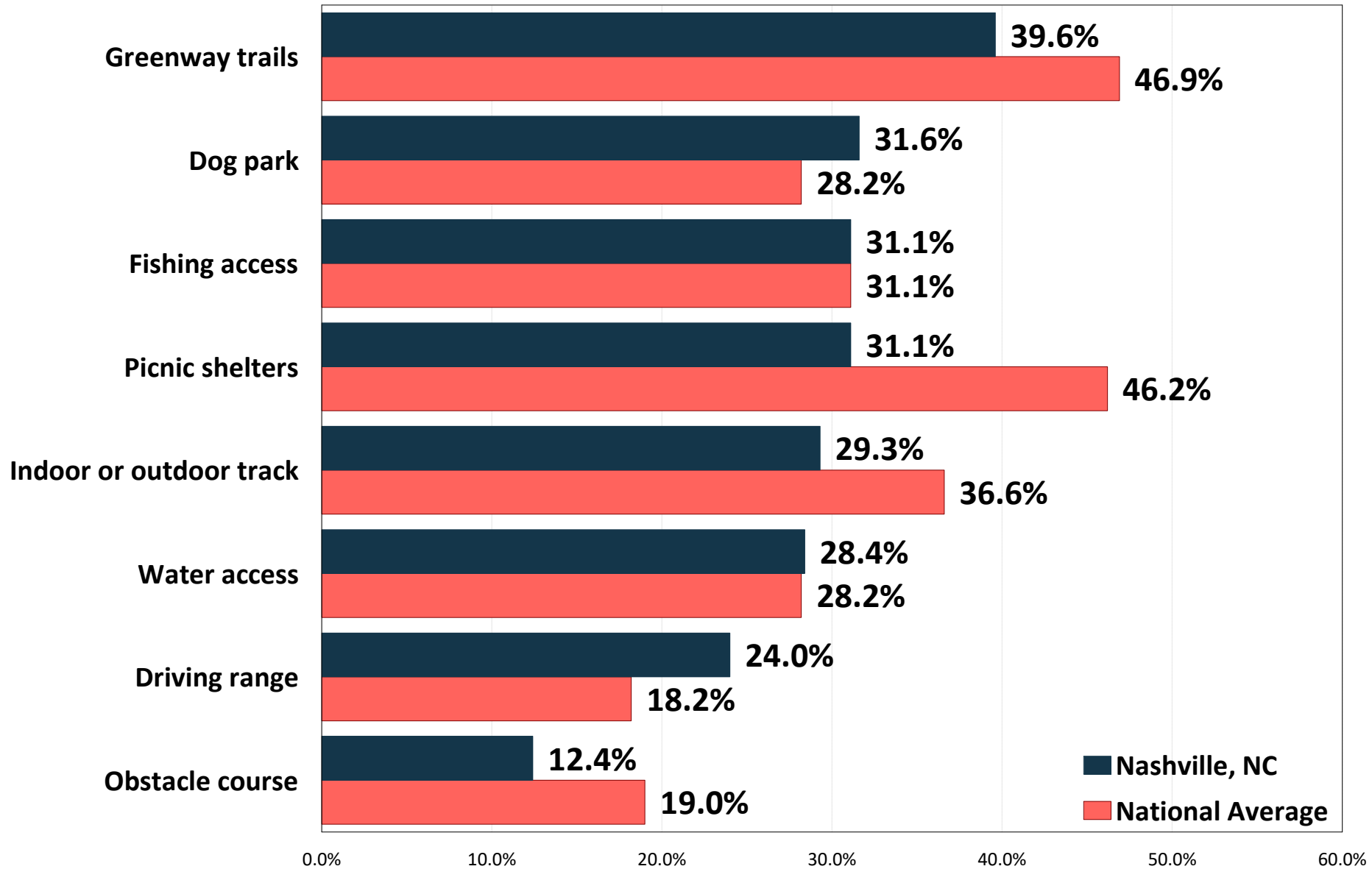
by %Yes of households that have a need for sports facilities



**Benchmarks
Nashville, NC (2021)
Compared to
National Averages**

Percent of Households With Needs For Other Recreation Facilities

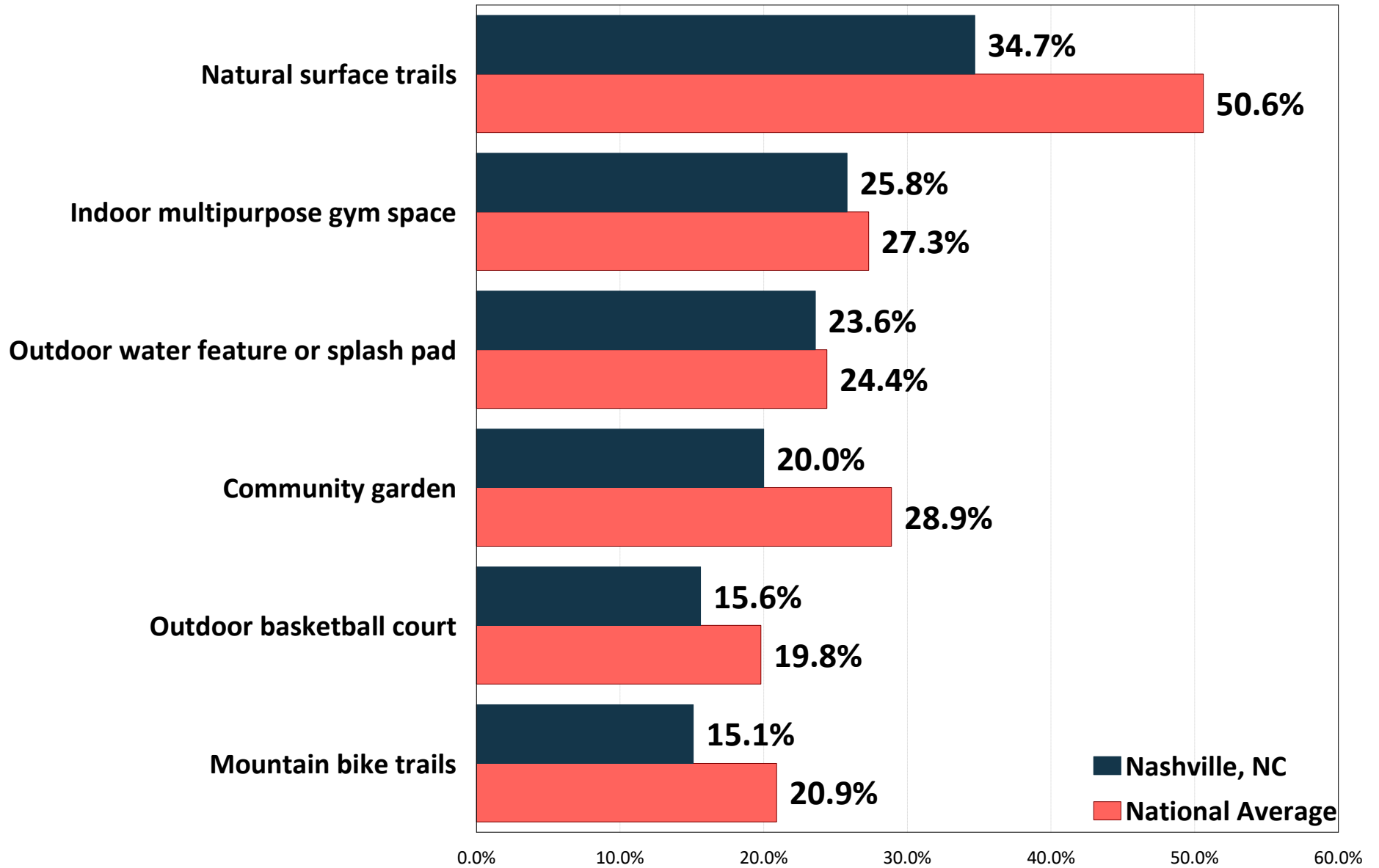
by %yes of households that have a need for recreation facilities



**Benchmarks
Nashville, NC (2021)
Compared to
National Averages**

Percent of Households With Needs For Other Recreation Facilities (Continued)

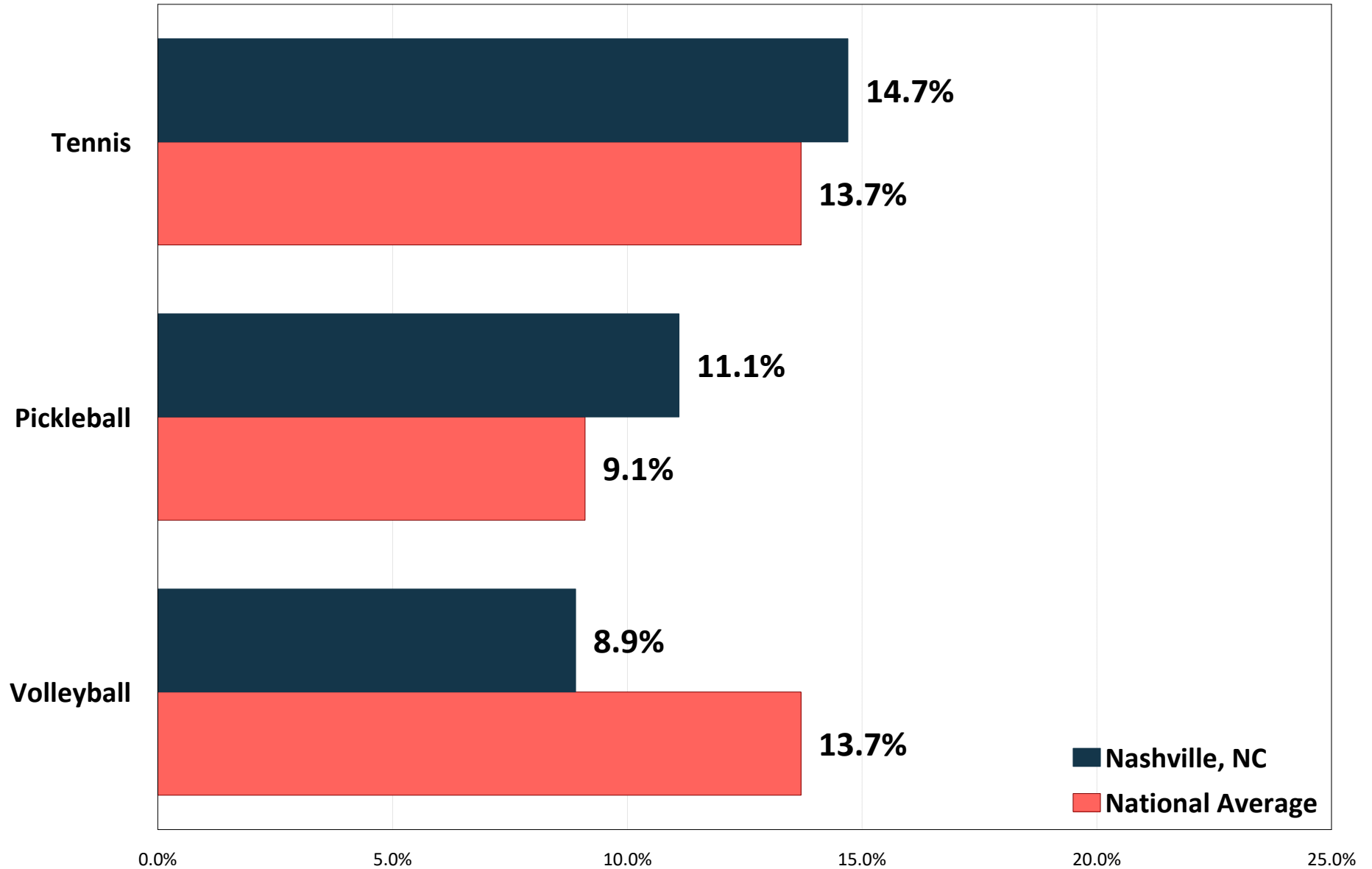
by %yes of households that have a need for recreation facilities



**Benchmarks
Nashville, NC (2021)
Compared to
National Averages**

Percent of Households With Needs For Sports Programs

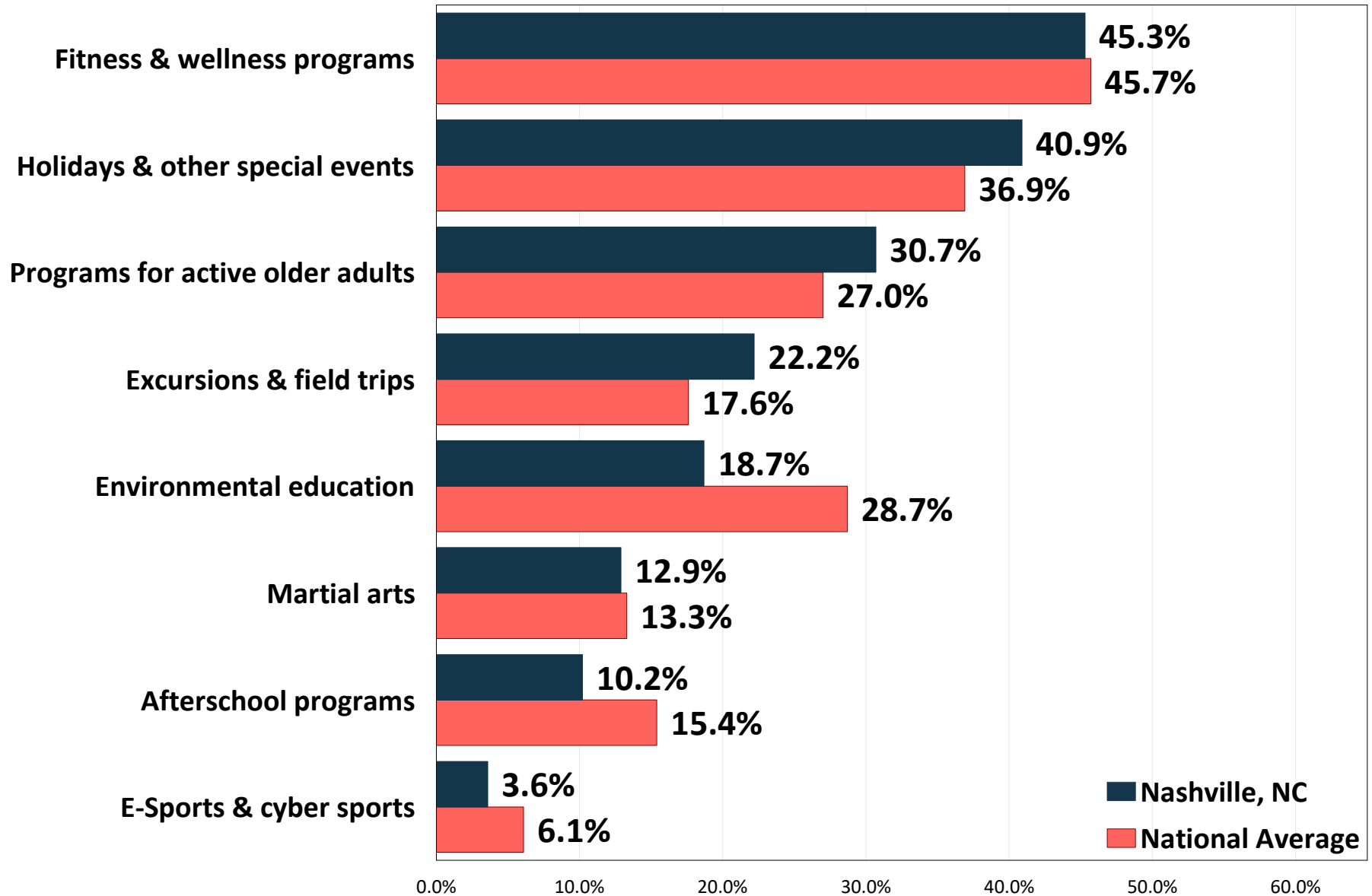
by %Yes of households that have a need for sports programs



**Benchmarks
Nashville, NC (2021)
Compared to
National Averages**

Percent of Households With Needs For Other Recreation Programs

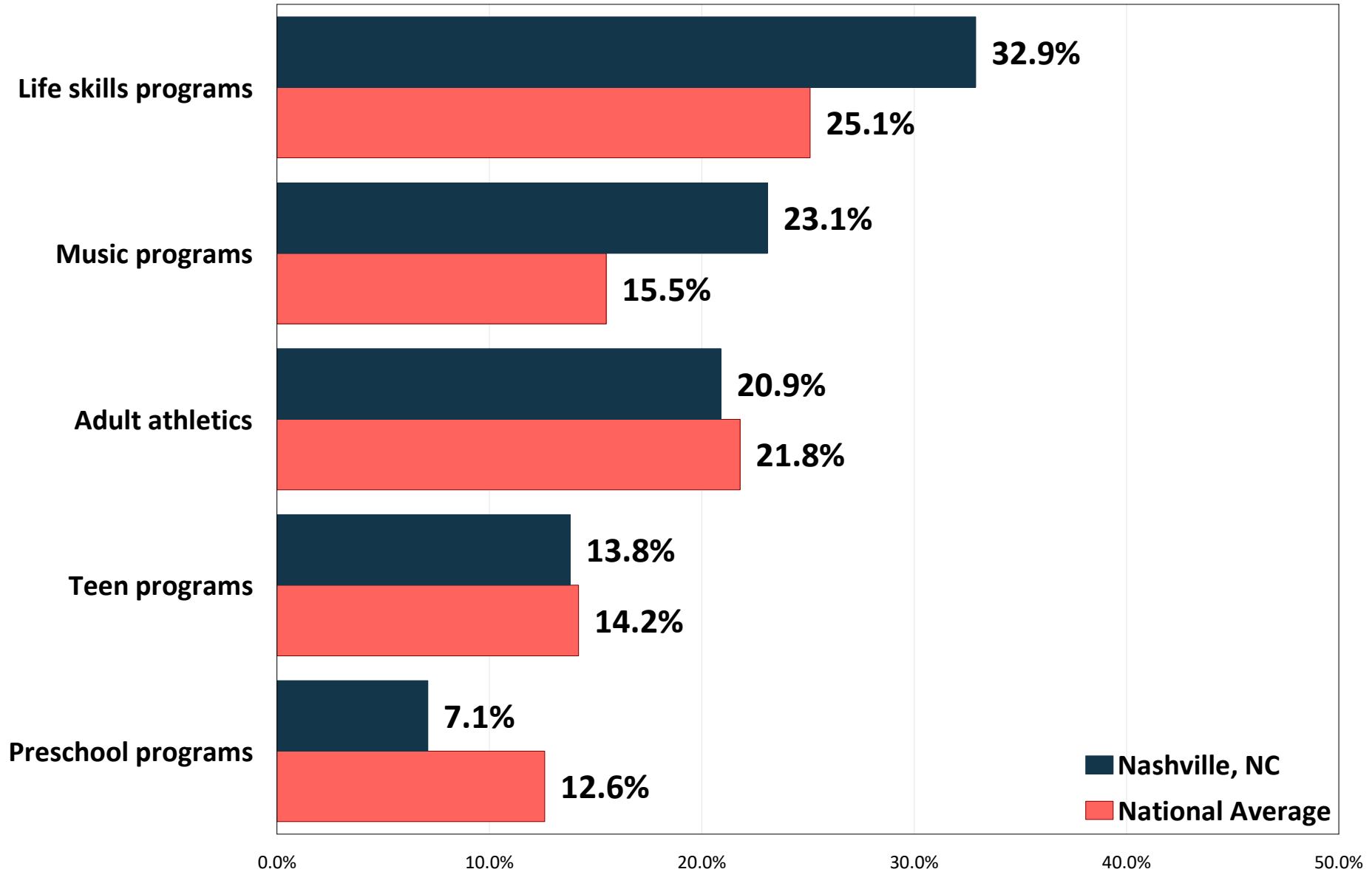
by %Yes of households that have a need for recreation programs



**Benchmarks
Nashville, NC (2021)
Compared to
National Averages**

Percent of Households With Needs For Other Recreation Programs (Continued)

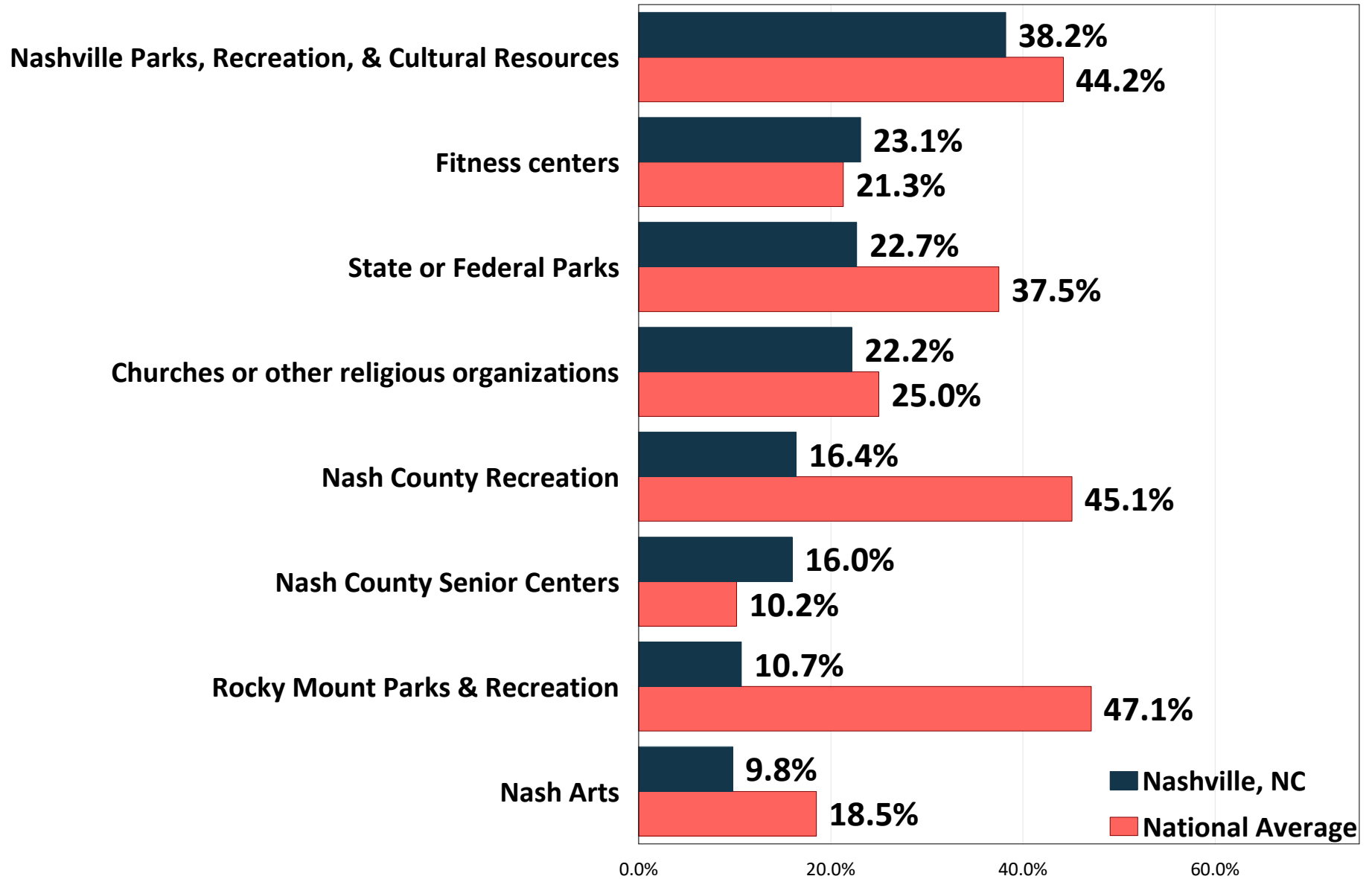
by %Yes of households that have a need for recreation programs



**Benchmarks
Nashville, NC (2021)
Compared to
National Averages**

Organizations Used for Parks & Recreation Programs and Facilities by Households

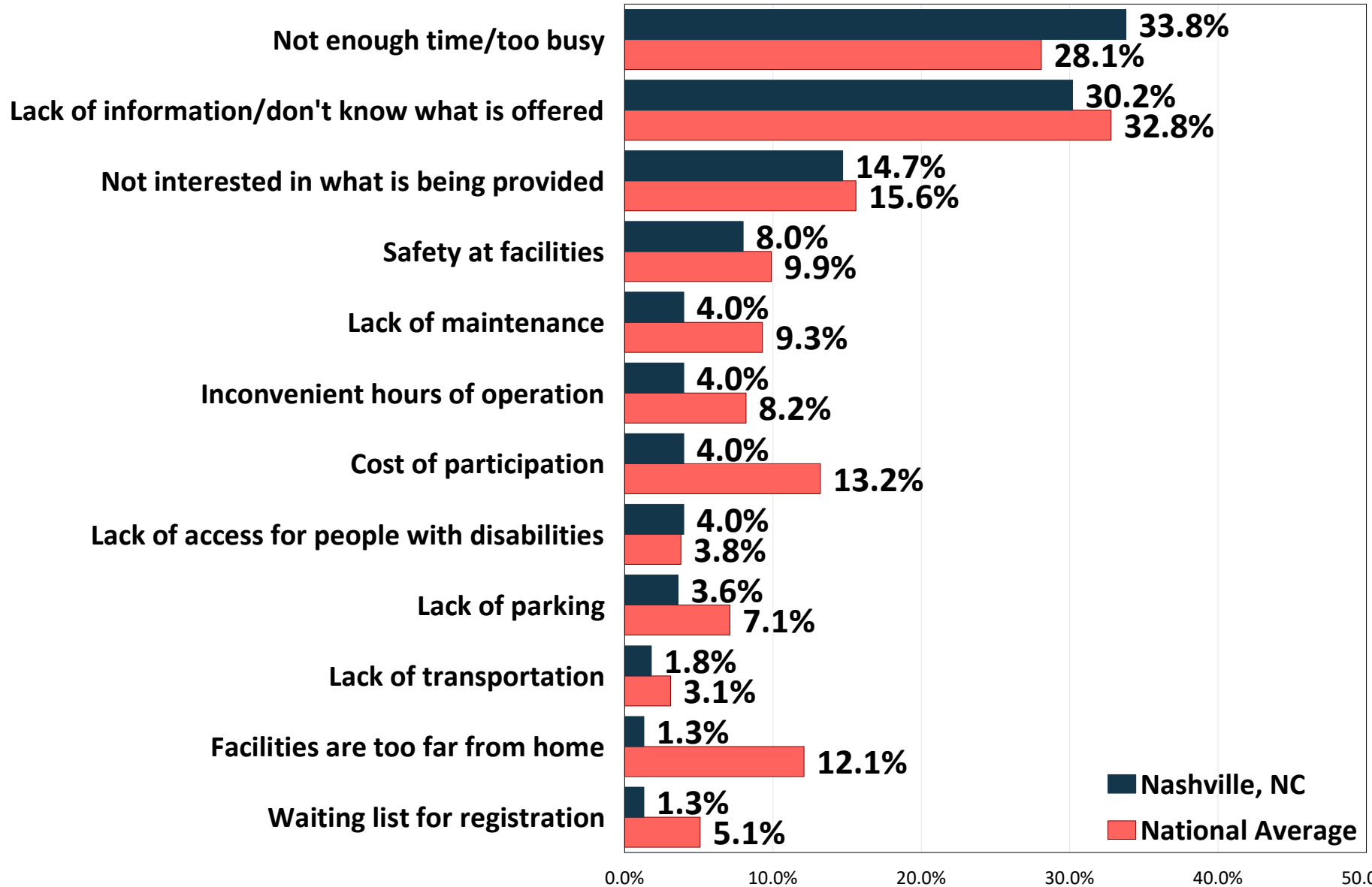
by %Yes of households that reported using the organization



**Benchmarks
Nashville, NC (2021)
Compared to
National Averages**

Sources of Information Used by Households to Learn About Recreation Programs/Activities

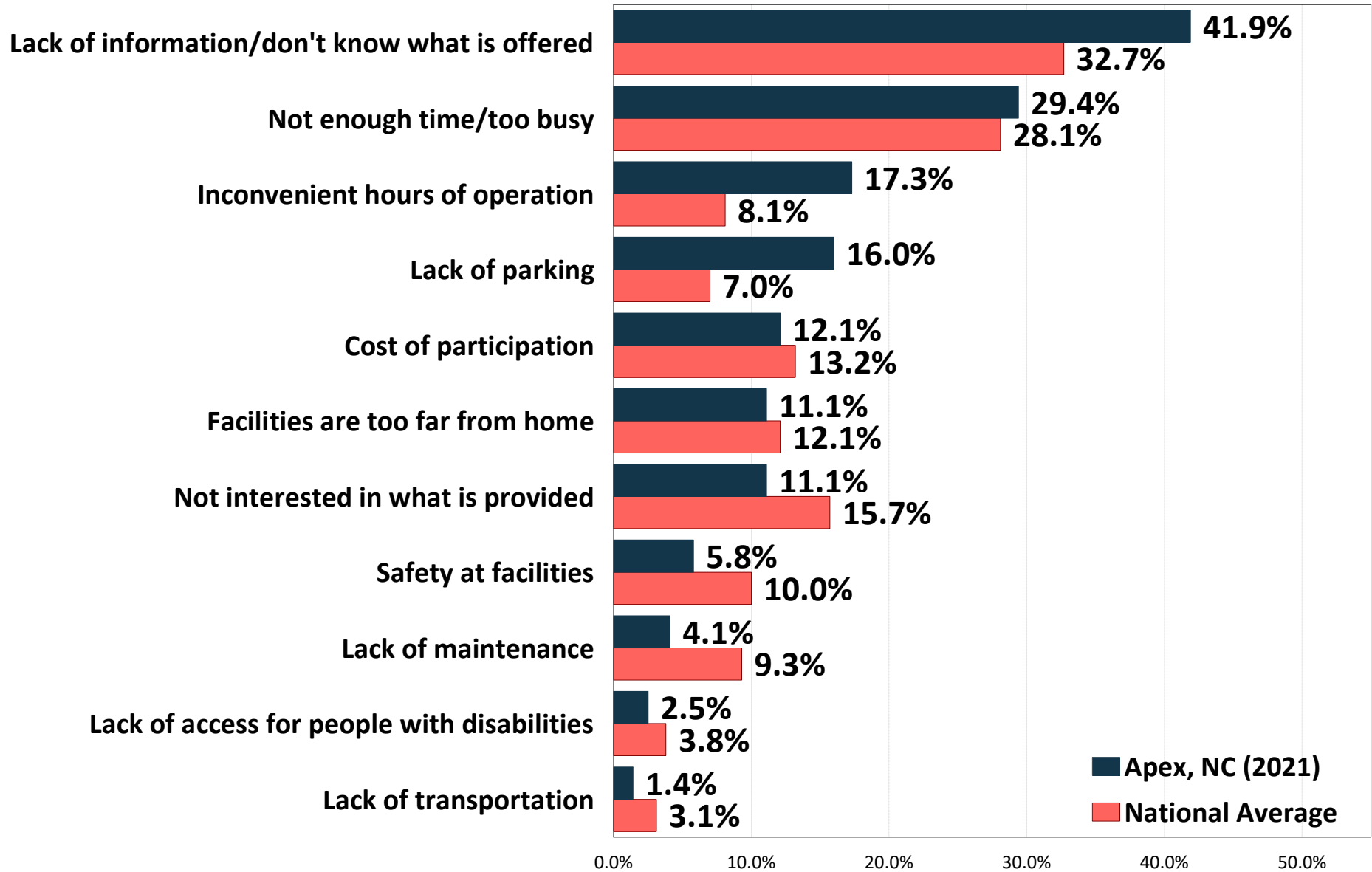
by %Yes of households that use the source of information



**Benchmarks
Nashville, NC (2021)
Compared to
National Averages**

Reasons Preventing Households Use of Parks & Recreation Facilities More Often

by %Yes of households that reported the item as a reason



Section 4: Priority Investment Analysis

Priority Investment Analysis

The Priority Investment Rating (PIR) was developed by ETC Institute to provide government leaders with an objective tool for evaluating the priority that should be placed on parks and recreation investments. The primary purpose of the Priority Investment Rating is to identify the facilities, amenities, and programs households think should receive the highest priority for investment. The Priority Investment Rating has two components:

- the importance households place on items (sum of top four choices) and
- households' unmet needs (needs that are only being 50% or less).

Since decisions related to future investments should consider both the level of unmet need and the importance of facilities, amenities, and programs, the Priority Investment Rating weights each of these components equally. Essentially, the equation for the Priority Investment Rating is the sum of the Unmet Needs Rating (UNR) and the Importance Rating (IR) as shown in the equation below:

$$\text{PIR} = \text{UNR} + \text{IR}$$

For example, suppose the Unmet Needs Rating for mountain bike trails is 25.4 (out of 100) and the Importance Rating for mountain bike trails is 11.0 (out of 100), therefore the Priority Investment Rating for mountain bike trails is 36.4 (out of 200). A Priority Investment Rating of 36.4 would indicate that campgrounds are a High Priority for investment.

How to Analyze the Charts:

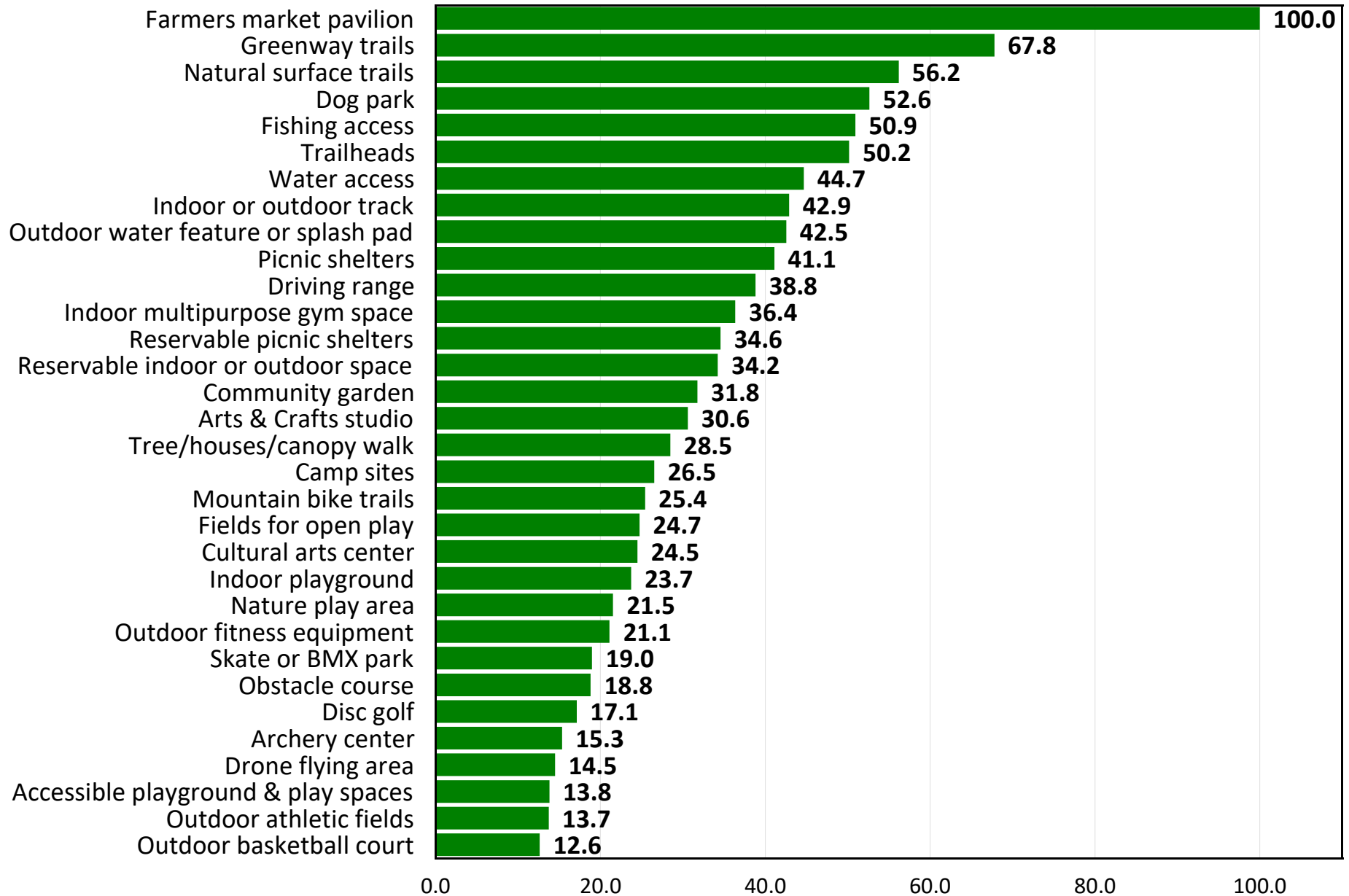
- High Priority Areas are those with a PIR of at least 100. A rating of 100 or above generally indicates there is a relatively high level of unmet need and households generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact on the greatest number of households.
- Medium Priority Areas are those with a PIR of 50-99. A rating in this range generally indicates there is a medium to high level of unmet need or a significant percentage of households generally think it is important to fund improvements in these areas.
- Low Priority Areas are those with a PIR below 50. A rating in this range generally indicates there is a relatively low level of unmet need and households do not think it is important to fund improvements in these areas. Improvements may be warranted if the needs of very specialized populations are being targeted.

The following pages show the Unmet Needs Rating, Importance Rating, and Priority Investment Rating (PIR) for Parks and Recreation facilities, amenities, and recreation programs.

Unmet Needs Rating for Facilities/Amenities

the rating for the item with the most unmet need=100

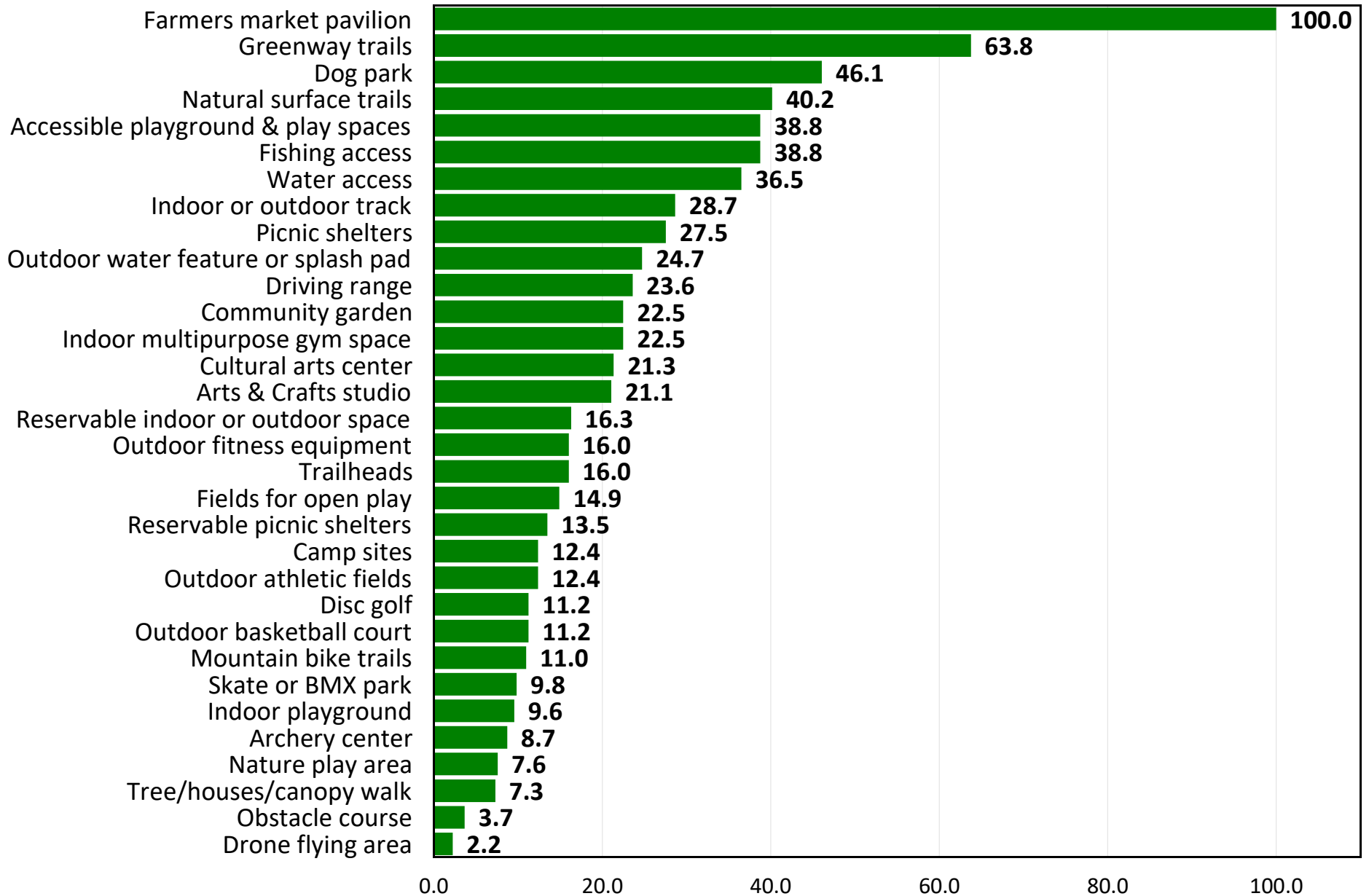
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



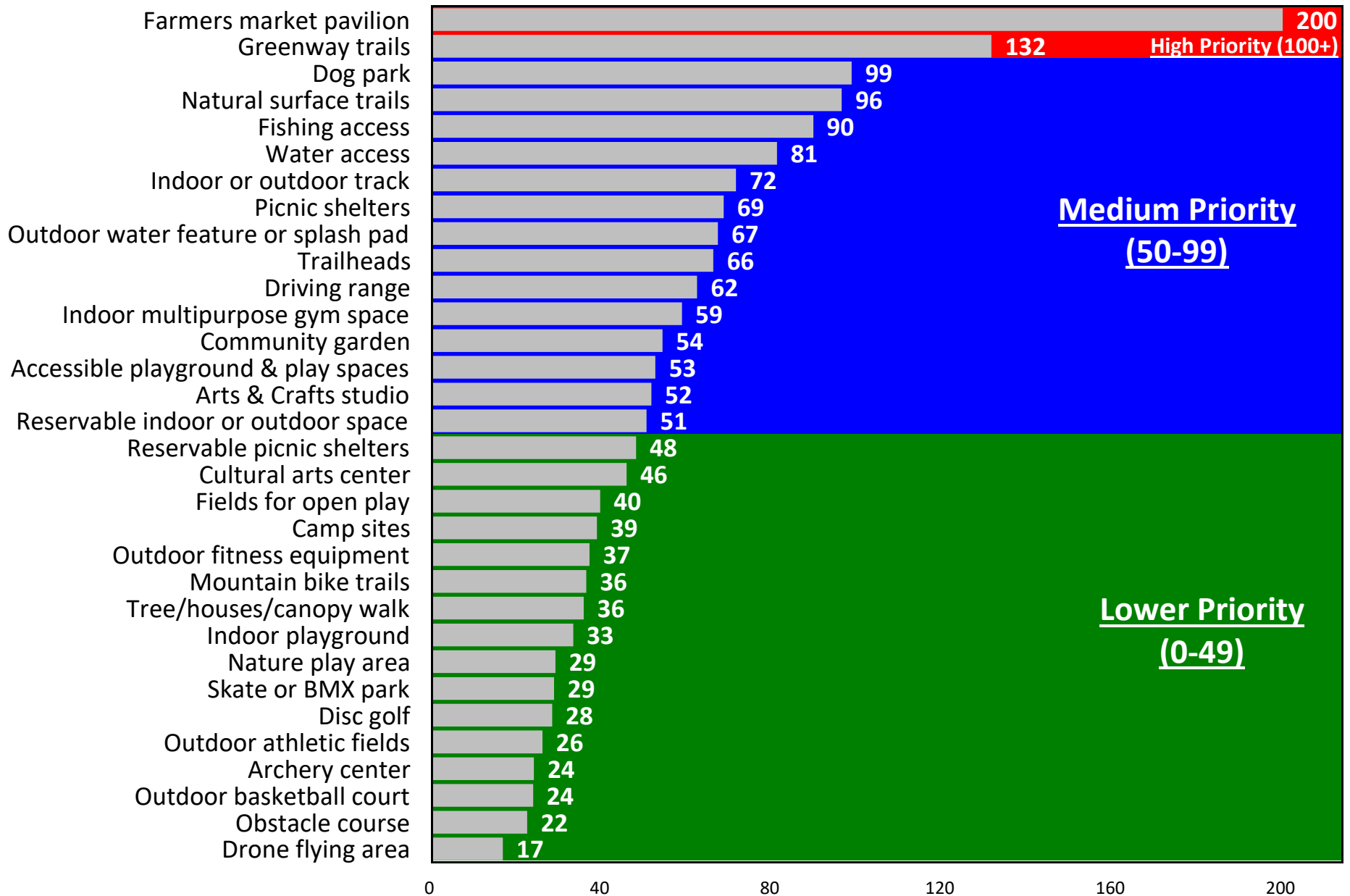
Importance Rating for Facilities/Amenities

the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



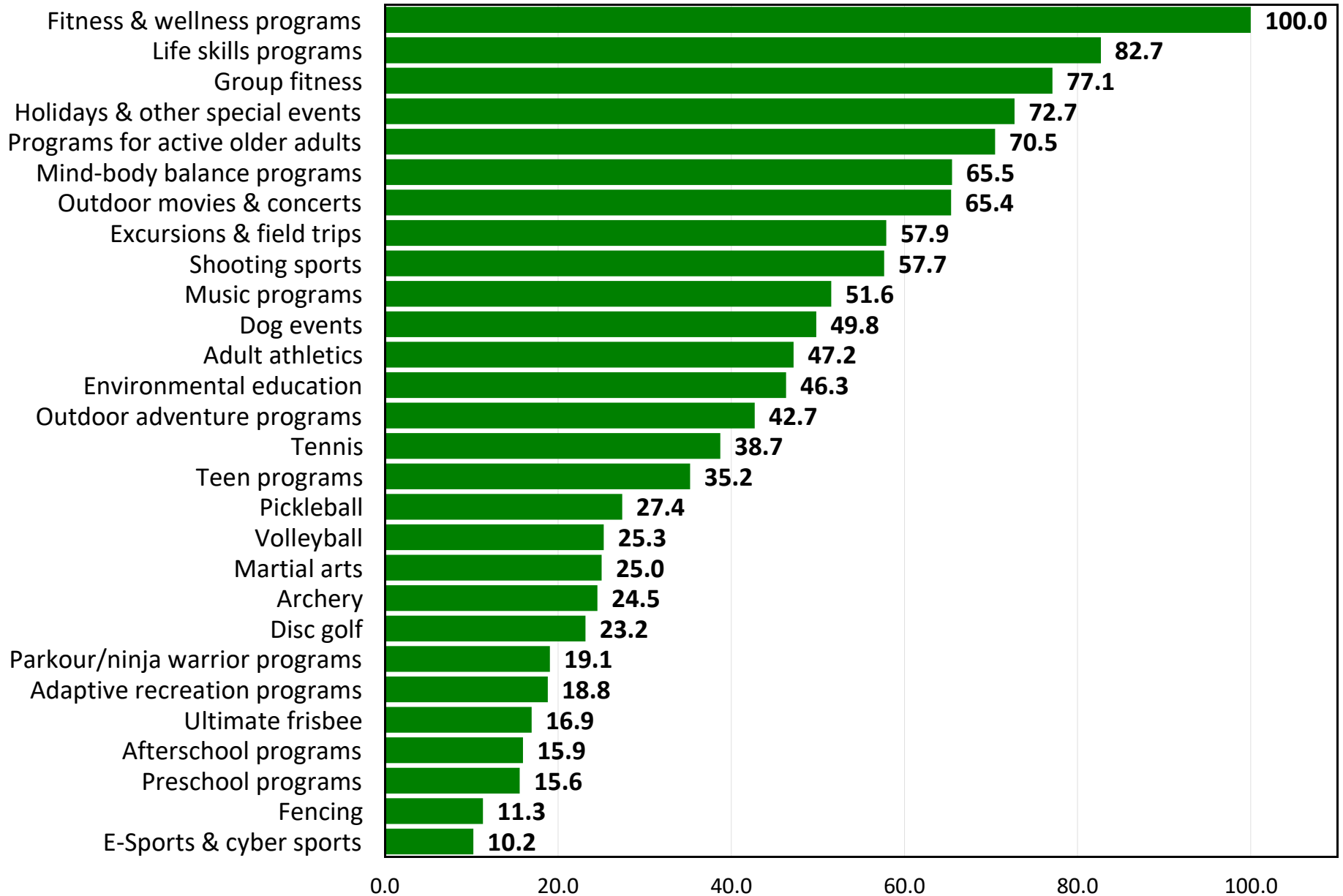
Top Priorities for Investment for Facilities/Amenities Based on the Priority Investment Rating (PIR)



Unmet Needs Rating for Recreation Programs

the rating for the item with the most unmet need=100

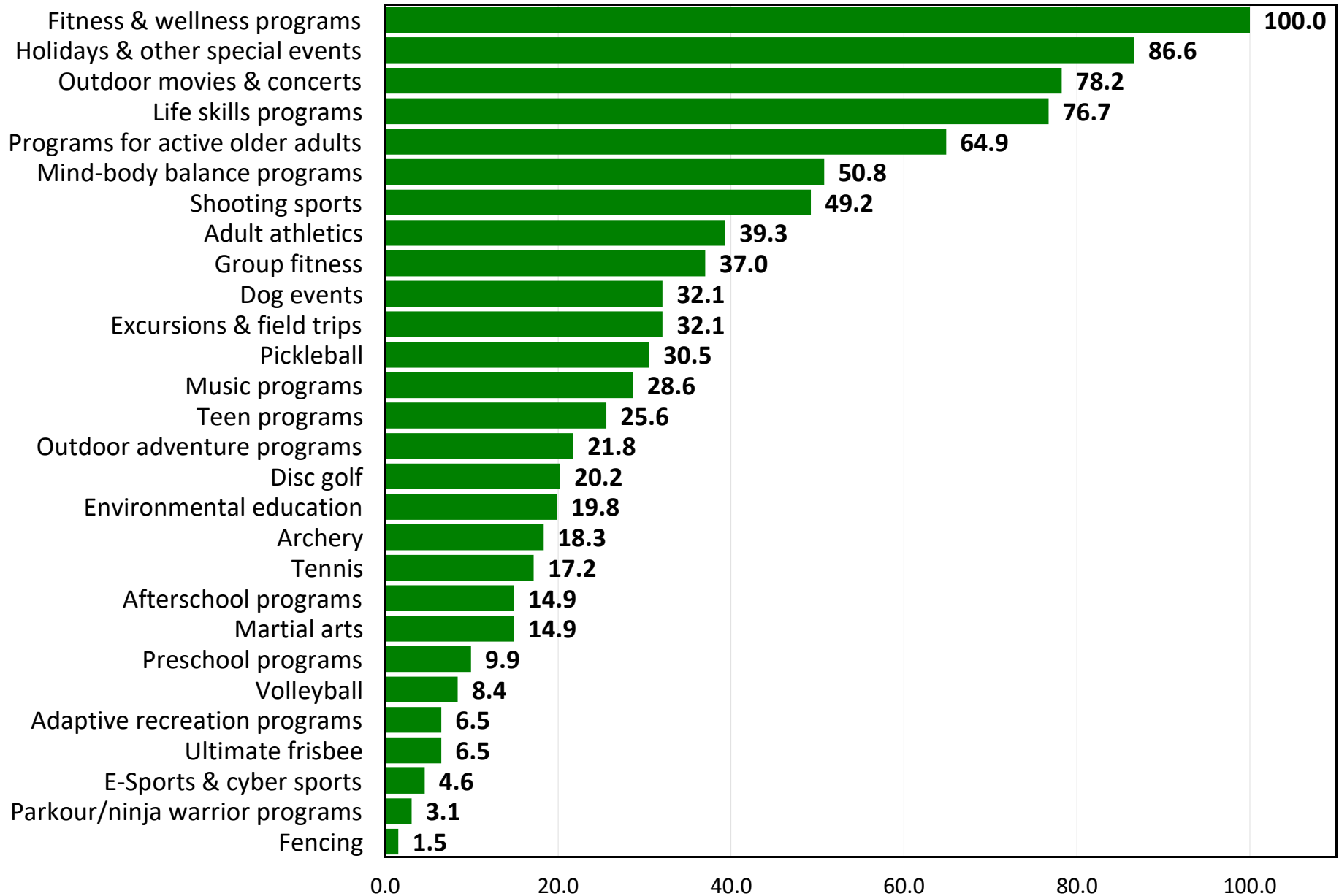
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



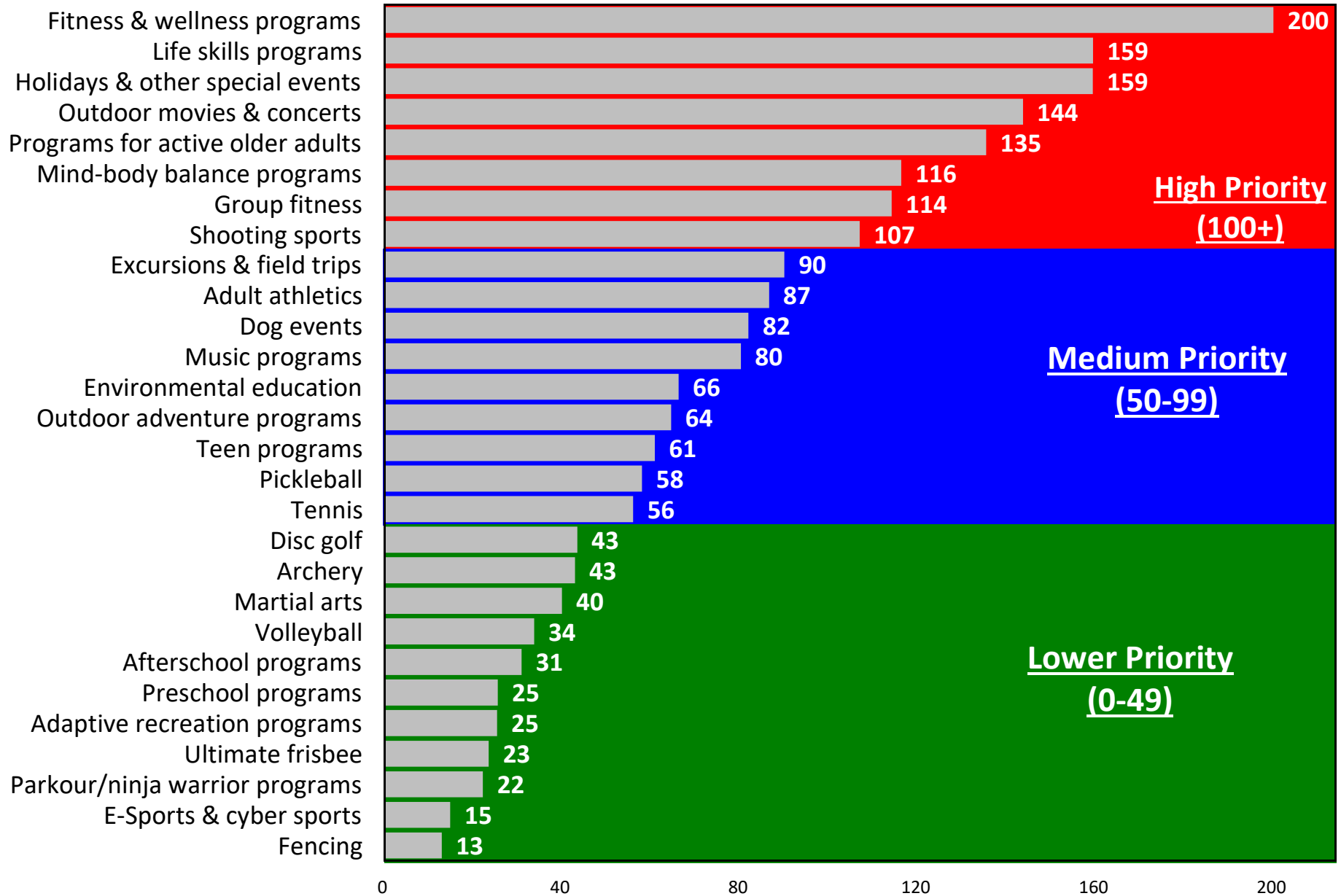
Importance Rating for Recreation Programs

the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Top Priorities for Investment for Recreation Programs Based on the Priority Investment Rating (PIR)



Section 5: Tabular Data

Q1. Have you or other members of your household used any of the following facilities operated by the Town of Nashville Parks, Recreation, and Cultural Resources Department during the past year?

Q1. Have members of your household used any Town facilities during past year	Number	Percent
J.W. Glover Park	97	43.1 %
Stoney Creek Environmental Park	32	14.2 %
Nashville Recreation Center	41	18.2 %
None, have not used any	112	49.8 %
Total	282	

Q1a. Approximately how many times have you or members of your household visited any Town of Nashville Parks, Recreation, and Cultural Resources facilities during the past year?

Q1a. How many times have you visited any Town facilities during past year	Number	Percent
1-5 times	45	39.8 %
6-10 times	18	15.9 %
11-20 times	20	17.7 %
21-25 times	13	11.5 %
25+ times	17	15.0 %
Total	113	100.0 %

Q1b. How would you rate the overall quality of all the parks or facilities offered by the Town of Nashville you or members of your household have used during the past 12 months?

Q1b. How would you rate overall quality of all Town parks or facilities	Number	Percent
Excellent	20	17.7 %
Good	69	61.1 %
Fair	21	18.6 %
Poor	2	1.8 %
Not provided	1	0.9 %
Total	113	100.0 %

Q2. Which of the following organizations provide the recreation FACILITIES that you and other members of your household use?

Q2. Which organizations provide recreation facilities members of your household use	Number	Percent
Nashville Parks, Recreation, & Cultural Resources	86	38.2 %
4-H/Nash Cooperative Extension	14	6.2 %
Churches or other religious organizations	50	22.2 %
Fitness centers	52	23.1 %
Indoor playground (commercial)	6	2.7 %
Nash Arts (quasi-county)	22	9.8 %
Nash County Recreation	37	16.4 %
Nash County Senior Centers	36	16.0 %
Nash Rec Swim Club (membership based)	17	7.6 %
Rocky Mount Parks & Recreation	24	10.7 %
State or federal parks	51	22.7 %
Other	9	4.0 %
None of these	57	25.3 %
Total	461	

Q2-4. Which fitness centers?

Q2-4. Which fitness centers	Number	Percent
24-hr gym in Nashville	1	3.4 %
3D Fitness	8	27.6 %
Battle Park	1	3.4 %
Body Image	1	3.4 %
Elite	1	3.4 %
Home	1	3.4 %
Key Fitness	5	17.2 %
Planet Fitness	2	6.9 %
Power House	4	13.8 %
YMCA	5	17.2 %
Total	29	100.0 %

Q2-12. Other

<u>Q2-12. Other</u>	<u>Number</u>	<u>Percent</u>
Birchwood Golf	1	14.3 %
School playground	1	14.3 %
School sports	1	14.3 %
Skate park	1	14.3 %
Sylvan Heights	1	14.3 %
YMCA	1	14.3 %
Yoga	1	14.3 %
Total	7	100.0 %

Q2a. Of the organizations listed in Question 2, which ONE do you USE MOST for your household's recreation needs?

<u>Q2a. Organization used most</u>	<u>Number</u>	<u>Percent</u>
Nashville Parks, Recreation, & Cultural Resources	39	23.2 %
4-H/Nash Cooperative Extension	3	1.8 %
Churches or other religious organizations	16	9.5 %
Fitness centers	22	13.1 %
Indoor playground (commercial)	1	0.6 %
Nash Arts (quasi-county)	7	4.2 %
Nash County Recreation	10	6.0 %
Nash County Senior Centers	17	10.1 %
Nash Rec Swim Club (membership based)	3	1.8 %
Rocky Mount Parks & Recreation	3	1.8 %
State or federal parks	16	9.5 %
Other	5	3.0 %
None chosen	26	15.5 %
Total	168	100.0 %

Q3. Please CHECK ALL of the following reasons that may prevent you or other members of your household from using the parks, facilities and programs offered by the Town of Nashville Recreation and Parks Department (or, if you currently use them, what prevents you from using them more often).

Q3. All reasons that may prevent members of your household from using Town parks, facilities & programs

	Number	Percent
Cost of participation	9	4.0 %
Facilities are too far from home	3	1.3 %
Inconvenient hours of operation	9	4.0 %
Information is only available in English	1	0.4 %
Lack of access for people with disabilities	9	4.0 %
Lack of cleanliness	9	4.0 %
Lack of information/don't know what is offered	68	30.2 %
Lack of maintenance	9	4.0 %
Lack of parking	8	3.6 %
Lack of transportation	4	1.8 %
Not enough time/too busy	76	33.8 %
Not interested in what is provided	33	14.7 %
Overcrowding	4	1.8 %
Safety at facilities	18	8.0 %
Waiting list for registration	3	1.3 %
Other	12	5.3 %
Nothing. I am actively using Town's parks & facilities	37	16.4 %
Total	312	

Q3-16. Other

Q3-16. Other	Number	Percent
Age	3	27.3 %
How to contact	1	9.1 %
Lack of bathrooms at the Glover park when there's no games	1	9.1 %
Need programs for disabled youth and adults	1	9.1 %
No fishing access	1	9.1 %
Not enough disability parking	1	9.1 %
Sidewalks need repair	1	9.1 %
Types of programs	1	9.1 %
Walking trail needs work	1	9.1 %
Total	11	100.0 %

Q4. Please indicate if you have a need for each of the following recreation facilities or amenities.

(N=225)

	Yes	No
Q4-1. Accessible playground & play spaces	27.1%	72.9%
Q4-2. Archery center	8.4%	91.6%
Q4-3. Arts & crafts studio	20.9%	79.1%
Q4-4. Camp sites	14.2%	85.8%
Q4-5. Community garden	20.0%	80.0%
Q4-6. Cultural arts center	25.3%	74.7%
Q4-7. Disc golf	13.8%	86.2%
Q4-8. Dog park	31.6%	68.4%
Q4-9. Driving range	24.0%	76.0%
Q4-10. Drone flying area	8.9%	91.1%
Q4-11. Farmers market pavilion	60.9%	39.1%
Q4-12. Fields for open play	23.6%	76.4%
Q4-13. Fishing access	31.1%	68.9%
Q4-14. Greenway trails	39.6%	60.4%
Q4-15. Indoor multipurpose gym space	25.8%	74.2%
Q4-16. Indoor or outdoor track	29.3%	70.7%
Q4-17. Indoor playground	13.8%	86.2%
Q4-18. Mountain bike trails	15.1%	84.9%
Q4-19. Natural surface trails	34.7%	65.3%
Q4-20. Nature play area	15.6%	84.4%
Q4-21. Obstacle course	12.4%	87.6%
Q4-22. Outdoor athletic fields	21.3%	78.7%

Q4. Please indicate if you have a need for each of the following recreation facilities or amenities.

	Yes	No
Q4-23. Outdoor basketball court	15.6%	84.4%
Q4-24. Outdoor fitness equipment	14.2%	85.8%
Q4-25. Outdoor water feature or splash pad	23.6%	76.4%
Q4-26. Picnic shelters	31.1%	68.9%
Q4-27. Reservable indoor or outdoor space	24.4%	75.6%
Q4-28. Reservable picnic shelters	23.1%	76.9%
Q4-29. Skate or BMX park	12.4%	87.6%
Q4-30. Trailheads (restrooms, parking)	28.9%	71.1%
Q4-31. Treehouses/canopy walk	17.8%	82.2%
Q4-32. Water access (boating, kayaking, canoeing)	28.4%	71.6%
Q4-33. Other	5.3%	94.7%

Q4. If "Yes," how well are your needs being met?

(N=194)

	Fully met	Mostly met	Partly met	Not met
Q4-1. Accessible playground & play spaces	24.6%	49.1%	21.1%	5.3%
Q4-2. Archery center	0.0%	5.9%	17.6%	76.5%
Q4-3. Arts & crafts studio	2.4%	22.0%	34.1%	41.5%
Q4-4. Camp sites	0.0%	3.4%	17.2%	79.3%
Q4-5. Community garden	7.7%	10.3%	17.9%	64.1%
Q4-6. Cultural arts center	22.0%	28.0%	36.0%	14.0%
Q4-7. Disc golf	7.1%	28.6%	35.7%	28.6%
Q4-8. Dog park	4.7%	9.4%	10.9%	75.0%
Q4-9. Driving range	8.3%	8.3%	6.3%	77.1%
Q4-10. Drone flying area	5.3%	10.5%	26.3%	57.9%
Q4-11. Farmers market pavilion	8.0%	7.2%	12.8%	72.0%
Q4-12. Fields for open play	16.7%	29.2%	27.1%	27.1%
Q4-13. Fishing access	6.8%	8.5%	28.8%	55.9%
Q4-14. Greenway trails	6.4%	5.1%	34.6%	53.8%
Q4-15. Indoor multipurpose gym space	10.4%	16.7%	25.0%	47.9%
Q4-16. Indoor or outdoor track	7.0%	17.5%	22.8%	52.6%
Q4-17. Indoor playground	7.4%	3.7%	14.8%	74.1%
Q4-18. Mountain bike trails	13.3%	0.0%	10.0%	76.7%
Q4-19. Natural surface trails	13.4%	3.0%	28.4%	55.2%
Q4-20. Nature play area	7.1%	21.4%	25.0%	46.4%
Q4-21. Obstacle course	13.0%	8.7%	8.7%	69.6%
Q4-22. Outdoor athletic fields	31.0%	35.7%	21.4%	11.9%

Q4. If "Yes," how well are your needs being met?

	Fully met	Mostly met	Partly met	Not met
Q4-23. Outdoor basketball court	19.4%	38.7%	29.0%	12.9%
Q4-24. Outdoor fitness equipment	15.4%	7.7%	30.8%	46.2%
Q4-25. Outdoor water feature or splash pad	4.5%	2.3%	2.3%	90.9%
Q4-26. Picnic shelters	10.0%	21.7%	18.3%	50.0%
Q4-27. Reservable indoor or outdoor space	8.5%	19.1%	21.3%	51.1%
Q4-28. Reservable picnic shelters	6.8%	15.9%	20.5%	56.8%
Q4-29. Skate or BMX park	0.0%	20.8%	4.2%	75.0%
Q4-30. Trailheads (restrooms, parking)	6.9%	3.4%	31.0%	58.6%
Q4-31. Treehouses/canopy walk	8.8%	8.8%	14.7%	67.6%
Q4-32. Water access (boating, kayaking, canoeing)	13.2%	5.7%	18.9%	62.3%
Q4-33. Other	0.0%	0.0%	8.3%	91.7%

Q4-33. Other

Q4-33. Other	Number	Percent
Bike lanes	1	8.3 %
Fishing	1	8.3 %
Golf	1	8.3 %
Pickleball	1	8.3 %
Pool	1	8.3 %
Rec center service	1	8.3 %
Shooting range	1	8.3 %
Sidewalks	1	8.3 %
Swimming	2	16.7 %
Tennis courts	1	8.3 %
Zipline	1	8.3 %
Total	12	100.0 %

Q5. Which FOUR of the facilities or amenities from the list in Question 4 are MOST IMPORTANT to your household?

<u>Q5. Top choice</u>	<u>Number</u>	<u>Percent</u>
Accessible playground & play spaces	20	8.9 %
Archery center	2	0.9 %
Arts & crafts studio	3	1.3 %
Camp sites	2	0.9 %
Community garden	7	3.1 %
Cultural arts center	6	2.7 %
Disc golf	5	2.2 %
Dog park	16	7.1 %
Driving range	3	1.3 %
Drone flying area	1	0.4 %
Farmers market pavilion	26	11.6 %
Fields for open play	1	0.4 %
Fishing access	9	4.0 %
Greenway trails	14	6.2 %
Indoor multipurpose gym space	6	2.7 %
Indoor or outdoor track	5	2.2 %
Indoor playground	1	0.4 %
Mountain bike trails	1	0.4 %
Natural surface trails	6	2.7 %
Outdoor athletic fields	2	0.9 %
Outdoor basketball court	2	0.9 %
Outdoor fitness equipment	1	0.4 %
Outdoor water feature or splash pad	5	2.2 %
Picnic shelters	2	0.9 %
Reservable indoor or outdoor space	3	1.3 %
Reservable picnic shelters	1	0.4 %
Skate or BMX park	3	1.3 %
Water access (boating, kayaking, canoeing)	6	2.7 %
Other	8	3.6 %
None chosen	58	25.8 %
Total	225	100.0 %

Q5. Which FOUR of the facilities or amenities from the list in Question 4 are MOST IMPORTANT to your household?

<u>Q5. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Accessible playground & play spaces	9	4.0 %
Archery center	2	0.9 %
Arts & crafts studio	6	2.7 %
Camp sites	5	2.2 %
Community garden	2	0.9 %
Cultural arts center	6	2.7 %
Disc golf	2	0.9 %
Dog park	10	4.4 %
Driving range	9	4.0 %
Drone flying area	1	0.4 %
Farmers market pavilion	22	9.8 %
Fields for open play	4	1.8 %
Fishing access	10	4.4 %
Greenway trails	17	7.6 %
Indoor multipurpose gym space	3	1.3 %
Indoor or outdoor track	6	2.7 %
Indoor playground	1	0.4 %
Mountain bike trails	1	0.4 %
Natural surface trails	10	4.4 %
Obstacle course	3	1.3 %
Outdoor athletic fields	3	1.3 %
Outdoor basketball court	3	1.3 %
Outdoor fitness equipment	5	2.2 %
Outdoor water feature or splash pad	5	2.2 %
Picnic shelters	3	1.3 %
Reservable indoor or outdoor space	2	0.9 %
Reservable picnic shelters	3	1.3 %
Skate or BMX park	2	0.9 %
Trailheads (restrooms, parking)	1	0.4 %
Treehouses/canopy walk	1	0.4 %
Water access (boating, kayaking, canoeing)	2	0.9 %
<u>None chosen</u>	<u>66</u>	<u>29.3 %</u>
Total	225	100.0 %

Q5. Which FOUR of the facilities or amenities from the list in Question 4 are MOST IMPORTANT to your household?

<u>Q5. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Archery center	3	1.3 %
Arts & crafts studio	5	2.2 %
Camp sites	1	0.4 %
Community garden	3	1.3 %
Cultural arts center	2	0.9 %
Dog park	7	3.1 %
Driving range	3	1.3 %
Farmers market pavilion	19	8.4 %
Fields for open play	3	1.3 %
Fishing access	8	3.6 %
Greenway trails	15	6.7 %
Indoor multipurpose gym space	4	1.8 %
Indoor or outdoor track	9	4.0 %
Indoor playground	5	2.2 %
Mountain bike trails	4	1.8 %
Natural surface trails	8	3.6 %
Nature play area	2	0.9 %
Outdoor athletic fields	2	0.9 %
Outdoor basketball court	4	1.8 %
Outdoor fitness equipment	3	1.3 %
Outdoor water feature or splash pad	5	2.2 %
Picnic shelters	8	3.6 %
Reservable indoor or outdoor space	6	2.7 %
Reservable picnic shelters	4	1.8 %
Skate or BMX park	2	0.9 %
Trailheads (restrooms, parking)	7	3.1 %
Treehouses/canopy walk	1	0.4 %
Water access (boating, kayaking, canoeing)	6	2.7 %
<u>None chosen</u>	<u>76</u>	<u>33.8 %</u>
Total	225	100.0 %

Q5. Which FOUR of the facilities or amenities from the list in Question 4 are MOST IMPORTANT to your household?

<u>Q5. 4th choice</u>	<u>Number</u>	<u>Percent</u>
Accessible playground & play spaces	2	0.9 %
Arts & crafts studio	3	1.3 %
Camp sites	2	0.9 %
Community garden	6	2.7 %
Cultural arts center	3	1.3 %
Disc golf	2	0.9 %
Dog park	4	1.8 %
Driving range	4	1.8 %
Farmers market pavilion	13	5.8 %
Fields for open play	4	1.8 %
Fishing access	4	1.8 %
Greenway trails	5	2.2 %
Indoor multipurpose gym space	5	2.2 %
Indoor or outdoor track	3	1.3 %
Indoor playground	1	0.4 %
Mountain bike trails	3	1.3 %
Natural surface trails	8	3.6 %
Nature play area	4	1.8 %
Outdoor athletic fields	3	1.3 %
Outdoor fitness equipment	4	1.8 %
Outdoor water feature or splash pad	5	2.2 %
Picnic shelters	9	4.0 %
Reservable indoor or outdoor space	2	0.9 %
Reservable picnic shelters	3	1.3 %
Skate or BMX park	1	0.4 %
Trailheads (restrooms, parking)	5	2.2 %
Treehouses/canopy walk	4	1.8 %
Water access (boating, kayaking, canoeing)	15	6.7 %
None chosen	98	43.6 %
Total	225	100.0 %

SUM OF TOP 4 CHOICES**Q5. Which FOUR of the facilities or amenities from the list in Question 4 are MOST IMPORTANT to your household? (top 4)**

Q5. Sum of Top 4 Choices	Number	Percent
Accessible playground & play spaces	31	13.8 %
Archery center	7	3.1 %
Arts & crafts studio	17	7.6 %
Camp sites	10	4.4 %
Community garden	18	8.0 %
Cultural arts center	17	7.6 %
Disc golf	9	4.0 %
Dog park	37	16.4 %
Driving range	19	8.4 %
Drone flying area	2	0.9 %
Farmers market pavilion	80	35.6 %
Fields for open play	12	5.3 %
Fishing access	31	13.8 %
Greenway trails	51	22.7 %
Indoor multipurpose gym space	18	8.0 %
Indoor or outdoor track	23	10.2 %
Indoor playground	8	3.6 %
Mountain bike trails	9	4.0 %
Natural surface trails	32	14.2 %
Nature play area	6	2.7 %
Obstacle course	3	1.3 %
Outdoor athletic fields	10	4.4 %
Outdoor basketball court	9	4.0 %
Outdoor fitness equipment	13	5.8 %
Outdoor water feature or splash pad	20	8.9 %
Picnic shelters	22	9.8 %
Reservable indoor or outdoor space	13	5.8 %
Reservable picnic shelters	11	4.9 %
Skate or BMX park	8	3.6 %
Trailheads (restrooms, parking)	13	5.8 %
Treehouses/canopy walk	6	2.7 %
Water access (boating, kayaking, canoeing)	29	12.9 %
Other	8	3.6 %
None chosen	58	25.8 %
Total	660	

Q6. Please indicate if you have a desire to participate in each of the following recreation programs or activities.

(N=225)

	Yes	No
Q6-1. Adaptive recreation programs	10.2%	89.8%
Q6-2. Adult athletics	20.9%	79.1%
Q6-3. Afterschool programs	10.2%	89.8%
Q6-4. Archery	11.1%	88.9%
Q6-5. Disc golf	13.8%	86.2%
Q6-6. Dog events	18.7%	81.3%
Q6-7. Environmental education	18.7%	81.3%
Q6-8. eSports & cyber sports	3.6%	96.4%
Q6-9. Excursions & field trips	22.2%	77.8%
Q6-10. Fencing	4.0%	96.0%
Q6-11. Fitness & wellness programs	45.3%	54.7%
Q6-12. Group fitness	30.7%	69.3%
Q6-13. Holidays & other special events	40.9%	59.1%
Q6-14. Life skills programs (e.g., cooking, budgeting, self-defense)	32.9%	67.1%
Q6-15. Martial arts	12.9%	87.1%
Q6-16. Mind-body balance programs (e.g., yoga)	25.3%	74.7%
Q6-17. Music programs	23.1%	76.9%
Q6-18. Outdoor adventure programs	16.9%	83.1%
Q6-19. Outdoor movies & concerts	36.9%	63.1%
Q6-20. Parkour/ninja warrior programs	6.7%	93.3%
Q6-21. Pickleball	11.1%	88.9%

Q6. Please indicate if you have a desire to participate in each of the following recreation programs or activities.

	Yes	No
Q6-22. Preschool programs	7.1%	92.9%
Q6-23. Programs for active older adults	30.7%	69.3%
Q6-24. Shooting sports	22.7%	77.3%
Q6-25. Teen programs	13.8%	86.2%
Q6-26. Tennis	14.7%	85.3%
Q6-27. Ultimate frisbee	6.7%	93.3%
Q6-28. Volleyball	8.9%	91.1%
Q6-29. Other	4.0%	96.0%

Q6. If "Yes," how well are your needs being met?

(N=175)

	Fully met	Mostly met	Partly met	Not met
Q6-1. Adaptive recreation programs	0.0%	35.3%	17.6%	47.1%
Q6-2. Adult athletics	5.1%	15.4%	35.9%	43.6%
Q6-3. Afterschool programs	20.0%	25.0%	40.0%	15.0%
Q6-4. Archery	16.7%	5.6%	16.7%	61.1%
Q6-5. Disc golf	13.6%	27.3%	45.5%	13.6%
Q6-6. Dog events	0.0%	6.3%	9.4%	84.4%
Q6-7. Environmental education	0.0%	12.9%	32.3%	54.8%
Q6-8. eSports & cyber sports	0.0%	0.0%	40.0%	60.0%
Q6-9. Excursions & field trips	2.8%	5.6%	25.0%	66.7%
Q6-10. Fencing	0.0%	0.0%	14.3%	85.7%
Q6-11. Fitness & wellness programs	7.9%	14.5%	40.8%	36.8%
Q6-12. Group fitness	5.8%	5.8%	40.4%	48.1%
Q6-13. Holidays & other special events	10.7%	26.7%	48.0%	14.7%
Q6-14. Life skills programs (e.g., cooking, budgeting, self-defense)	1.9%	9.6%	21.2%	67.3%
Q6-15. Martial arts	13.6%	18.2%	31.8%	36.4%
Q6-16. Mind-body balance programs (e.g., yoga)	2.3%	6.8%	13.6%	77.3%
Q6-17. Music programs	2.7%	18.9%	27.0%	51.4%
Q6-18. Outdoor adventure programs	3.7%	7.4%	29.6%	59.3%
Q6-19. Outdoor movies & concerts	9.8%	27.9%	34.4%	27.9%
Q6-20. Parkour/ninja warrior programs	0.0%	0.0%	10.0%	90.0%
Q6-21. Pickleball	0.0%	13.3%	6.7%	80.0%

Q6. If "Yes," how well are your needs being met?

	Fully met	Mostly met	Partly met	Not met
Q6-22. Preschool programs	7.7%	15.4%	30.8%	46.2%
Q6-23. Programs for active older adults	4.3%	14.9%	38.3%	42.6%
Q6-24. Shooting sports	2.6%	7.9%	13.2%	76.3%
Q6-25. Teen programs	5.0%	5.0%	15.0%	75.0%
Q6-26. Tennis	3.8%	3.8%	19.2%	73.1%
Q6-27. Ultimate frisbee	11.1%	0.0%	33.3%	55.6%
Q6-28. Volleyball	0.0%	0.0%	22.2%	77.8%
Q6-29. Other	14.3%	14.3%	28.6%	42.9%

Q6-29. Other

<u>Q6-29. Other</u>	<u>Number</u>	<u>Percent</u>
Activities for disabled children	1	11.1 %
Basketball	1	11.1 %
Exercise room	1	11.1 %
Fishing	1	11.1 %
Kayak	1	11.1 %
Programs for disabled youth and adults	1	11.1 %
Soccer	1	11.1 %
Trail running	1	11.1 %
Walking	1	11.1 %
Total	9	100.0 %

Q7. Which FOUR of the programs or activities listed in Question 6 do you think are MOST IMPORTANT to your household?

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Adaptive recreation programs	2	0.9 %
Adult athletics	8	3.6 %
Afterschool programs	5	2.2 %
Archery	3	1.3 %
Disc golf	8	3.6 %
Dog events	12	5.3 %
Environmental education	3	1.3 %
eSports & cyber sports	1	0.4 %
Excursions & field trips	3	1.3 %
Fitness & wellness programs	28	12.4 %
Group fitness	1	0.4 %
Holidays & other special events	15	6.7 %
Life skills programs (e.g., cooking, budgeting, self- defense)	7	3.1 %
Martial arts	3	1.3 %
Mind-body balance programs (e.g., yoga)	2	0.9 %
Music programs	1	0.4 %
Outdoor adventure programs	2	0.9 %
Outdoor movies & concerts	10	4.4 %
Pickleball	5	2.2 %
Preschool programs	2	0.9 %
Programs for active older adults	13	5.8 %
Shooting sports	6	2.7 %
Teen programs	5	2.2 %
Tennis	4	1.8 %
Ultimate frisbee	1	0.4 %
Volleyball	1	0.4 %
Other	5	2.2 %
None chosen	69	30.7 %
Total	225	100.0 %

Q7. Which FOUR of the programs or activities listed in Question 6 do you think are MOST IMPORTANT to your household?

<u>Q7. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Adult athletics	4	1.8 %
Afterschool programs	2	0.9 %
Archery	4	1.8 %
Dog events	3	1.3 %
Environmental education	1	0.4 %
eSports & cyber sports	1	0.4 %
Excursions & field trips	6	2.7 %
Fencing	1	0.4 %
Fitness & wellness programs	13	5.8 %
Group fitness	10	4.4 %
Holidays & other special events	18	8.0 %
Life skills programs (e.g., cooking, budgeting, self-defense)	15	6.7 %
Martial arts	3	1.3 %
Mind-body balance programs (e.g., yoga)	5	2.2 %
Music programs	5	2.2 %
Outdoor adventure programs	7	3.1 %
Outdoor movies & concerts	15	6.7 %
Parkour/ninja warrior programs	1	0.4 %
Pickleball	6	2.7 %
Programs for active older adults	8	3.6 %
Shooting sports	6	2.7 %
Teen programs	2	0.9 %
Tennis	2	0.9 %
Ultimate frisbee	1	0.4 %
<u>None chosen</u>	<u>86</u>	<u>38.2 %</u>
Total	225	100.0 %

Q7. Which FOUR of the programs or activities listed in Question 6 do you think are MOST IMPORTANT to your household?

<u>Q7. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Adaptive recreation programs	1	0.4 %
Adult athletics	3	1.3 %
Afterschool programs	1	0.4 %
Archery	3	1.3 %
Disc golf	1	0.4 %
Dog events	2	0.9 %
Environmental education	3	1.3 %
eSports & cyber sports	1	0.4 %
Excursions & field trips	7	3.1 %
Fitness & wellness programs	9	4.0 %
Group fitness	8	3.6 %
Holidays & other special events	7	3.1 %
Life skills programs (e.g., cooking, budgeting, self-defense)	15	6.7 %
Martial arts	1	0.4 %
Mind-body balance programs (e.g., yoga)	13	5.8 %
Music programs	9	4.0 %
Outdoor adventure programs	1	0.4 %
Outdoor movies & concerts	15	6.7 %
Pickleball	3	1.3 %
Preschool programs	1	0.4 %
Programs for active older adults	11	4.9 %
Shooting sports	5	2.2 %
Teen programs	4	1.8 %
Tennis	2	0.9 %
Volleyball	2	0.9 %
None chosen	97	43.1 %
Total	225	100.0 %

Q7. Which FOUR of the programs or activities listed in Question 6 do you think are MOST IMPORTANT to your household?

<u>Q7. 4th choice</u>	<u>Number</u>	<u>Percent</u>
Adaptive recreation programs	1	0.4 %
Adult athletics	8	3.6 %
Afterschool programs	1	0.4 %
Archery	1	0.4 %
Disc golf	3	1.3 %
Dog events	2	0.9 %
Environmental education	5	2.2 %
Excursions & field trips	3	1.3 %
Fitness & wellness programs	9	4.0 %
Group fitness	3	1.3 %
Holidays & other special events	11	4.9 %
Life skills programs (e.g., cooking, budgeting, self-defense)	8	3.6 %
Martial arts	2	0.9 %
Mind-body balance programs (e.g., yoga)	10	4.4 %
Music programs	2	0.9 %
Outdoor adventure programs	3	1.3 %
Outdoor movies & concerts	6	2.7 %
Parkour/ninja warrior programs	1	0.4 %
Pickleball	4	1.8 %
Preschool programs	3	1.3 %
Programs for active older adults	6	2.7 %
Shooting sports	12	5.3 %
Teen programs	4	1.8 %
Tennis	2	0.9 %
Ultimate frisbee	2	0.9 %
Volleyball	2	0.9 %
None chosen	111	49.3 %
Total	225	100.0 %

SUM OF TOP 4 CHOICES**Q7. Which FOUR of the programs or activities listed in Question 6 do you think are MOST IMPORTANT to your household? (top 4)**

Q7. Sum of Top 4 Choices	Number	Percent
Adaptive recreation programs	4	1.8 %
Adult athletics	23	10.2 %
Afterschool programs	9	4.0 %
Archery	11	4.9 %
Disc golf	12	5.3 %
Dog events	19	8.4 %
Environmental education	12	5.3 %
eSports & cyber sports	3	1.3 %
Excursions & field trips	19	8.4 %
Fencing	1	0.4 %
Fitness & wellness programs	59	26.2 %
Group fitness	22	9.8 %
Holidays & other special events	51	22.7 %
Life skills programs (e.g., cooking, budgeting, self-defense)	45	20.0 %
Martial arts	9	4.0 %
Mind-body balance programs (e.g., yoga)	30	13.3 %
Music programs	17	7.6 %
Outdoor adventure programs	13	5.8 %
Outdoor movies & concerts	46	20.4 %
Parkour/ninja warrior programs	2	0.9 %
Pickleball	18	8.0 %
Preschool programs	6	2.7 %
Programs for active older adults	38	16.9 %
Shooting sports	29	12.9 %
Teen programs	15	6.7 %
Tennis	10	4.4 %
Ultimate frisbee	4	1.8 %
Volleyball	5	2.2 %
Other	5	2.2 %
None chosen	69	30.7 %
Total	606	

Q8. The Town of Nashville and Nash County have partnered to provide a variety of recreational resources to Nashville residents and residents of the County. The partnership kicked off in 2020 allowing the County to become the primary provider of youth athletic programs and enabling the Town of Nashville to cast a wide net in terms of the recreation programs, activities, and events it provides primarily to its own community. What is your perception of the Town of Nashville/Nash County partnership?

Q8. What is your perception of Town of Nashville/ Nash County partnership	Number	Percent
I have a positive perception of the partnership & believe it is in Nashville residents' best interest	71	31.6 %
I have a negative perception of the partnership & believe it is not in Nashville residents' best interest	13	5.8 %
I do not know enough about the partnership to comment	128	56.9 %
Not provided	13	5.8 %
Total	225	100.0 %

Q9. From the following list, please CHECK ALL of the ways you learn about Town of Nashville parks, facilities, and special events.

Q9. All the ways you learn about Town parks, facilities, & special events	Number	Percent
Banners in public places (Sandwich Boards)	88	39.1 %
Bulletin boards	17	7.6 %
Conversation with staff	20	8.9 %
Direct email	41	18.2 %
Parks & Recreation brochure	29	12.9 %
Search engine (e.g., Google, Yahoo, Bing)	36	16.0 %
Social media (e.g., Facebook, Twitter, Instagram)	98	43.6 %
Town newsletter (insert in water bill)	79	35.1 %
Town of Nashville website	59	26.2 %
Word of mouth	117	52.0 %
Other	15	6.7 %
None of these	11	4.9 %
Total	610	

Q9-11. Other:

Q9-11. Other	Number	Percent
Facebook	1	6.7 %
Nashville Graphic	11	73.3 %
Newspaper	2	13.3 %
Sr Center Bulletin	1	6.7 %
Total	15	100.0 %

Q10. Which TWO of the sources of information listed in Question 9 do you most prefer to use to learn about Town of Nashville parks, facilities, and special events?

Q10. Top choice	Number	Percent
Banners in public places (Sandwich Boards)	24	10.7 %
Bulletin boards	5	2.2 %
Conversation with staff	1	0.4 %
Direct email	32	14.2 %
Parks & Recreation brochure	7	3.1 %
Search engine (e.g., Google, Yahoo, Bing)	3	1.3 %
Social media (e.g., Facebook, Twitter, Instagram)	40	17.8 %
Town newsletter (insert in water bill)	50	22.2 %
Town of Nashville website	17	7.6 %
Word of mouth	10	4.4 %
Other	9	4.0 %
None chosen	27	12.0 %
Total	225	100.0 %

Q10. Which TWO of the sources of information listed in Question 9 do you most prefer to use to learn about Town of Nashville parks, facilities, and special events?

Q10. 2nd choice	Number	Percent
Banners in public places (Sandwich Boards)	28	12.4 %
Bulletin boards	2	0.9 %
Direct email	12	5.3 %
Parks & Recreation brochure	6	2.7 %
Search engine (e.g., Google, Yahoo, Bing)	7	3.1 %
Social media (e.g., Facebook, Twitter, Instagram)	31	13.8 %
Town newsletter (insert in water bill)	40	17.8 %
Town of Nashville website	29	12.9 %
Word of mouth	19	8.4 %
Other	4	1.8 %
None chosen	47	20.9 %
Total	225	100.0 %

SUM OF TOP 2 CHOICES**Q10. Which TWO of the sources of information listed in Question 9 do you most prefer to use to learn about Town of Nashville parks, facilities, and special events? (top 2)**

<u>Q10. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Banners in public places (Sandwich Boards)	52	23.1 %
Bulletin boards	7	3.1 %
Conversation with staff	1	0.4 %
Direct email	44	19.6 %
Parks & Recreation brochure	13	5.8 %
Search engine (e.g., Google, Yahoo, Bing)	10	4.4 %
Social media (e.g., Facebook, Twitter, Instagram)	71	31.6 %
Town newsletter (insert in water bill)	90	40.0 %
Town of Nashville website	46	20.4 %
Word of mouth	29	12.9 %
Other	13	5.8 %
None chosen	27	12.0 %
Total	403	

Q11. Please indicate your level of agreement with each of the following statements regarding the Town of Nashville Parks and Recreation system, where 5 is "Strongly Agree" and 1 is "Strongly Disagree."

(N=225)

	Strongl- y agree	Agree	Neutral	Disagr- ee	Strongl- y disagree	Don't know
Q11-1. Recreation & parks are an essential service to Town	55.1%	26.2%	9.3%	0.9%	1.3%	7.1%
Q11-2. Public parks add to quality of life in the community	58.2%	27.1%	5.8%	0.4%	0.9%	7.6%
Q11-3. I am aware of parks, facilities & events that are offered	12.9%	24.9%	29.3%	10.7%	9.8%	12.4%
Q11-4. I am satisfied with recreation opportunities I receive for my tax dollars	6.2%	21.8%	34.7%	14.2%	7.1%	16.0%
Q11-5. I am satisfied with variety of parks, facilities, & events Town offers	6.2%	22.2%	33.3%	16.4%	5.8%	16.0%
Q11-6. I think Town needs to take a more proactive approach to serving my general health & wellness needs	14.7%	25.3%	36.0%	8.4%	4.4%	11.1%
Q11-7. I feel safe when visiting parks in Nashville	19.1%	32.4%	23.1%	4.9%	1.8%	18.7%
Q11-8. Town of Nashville helps promote healthy & active lifestyles	8.0%	23.6%	36.9%	10.2%	3.6%	17.8%
Q11-9. I am satisfied with recreation opportunities for youth & teens in Nashville	8.0%	15.6%	33.3%	13.8%	4.0%	25.3%
Q11-10. I am satisfied with recreation opportunities for seniors & active adults in Nashville	7.6%	12.9%	35.1%	15.1%	6.2%	23.1%

WITHOUT DON'T KNOW

Q11. Please indicate your level of agreement with each of the following statements regarding the Town of Nashville Parks and Recreation system, where 5 is "Strongly Agree" and 1 is "Strongly Disagree." (without "don't know")

(N=225)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q11-1. Recreation & parks are an essential service to Town	59.3%	28.2%	10.0%	1.0%	1.4%
Q11-2. Public parks add to quality of life in the community	63.0%	29.3%	6.3%	0.5%	1.0%
Q11-3. I am aware of parks, facilities & events that are offered	14.7%	28.4%	33.5%	12.2%	11.2%
Q11-4. I am satisfied with recreation opportunities I receive for my tax dollars	7.4%	25.9%	41.3%	16.9%	8.5%
Q11-5. I am satisfied with variety of parks, facilities, & events Town offers	7.4%	26.5%	39.7%	19.6%	6.9%
Q11-6. I think Town needs to take a more proactive approach to serving my general health & wellness needs	16.5%	28.5%	40.5%	9.5%	5.0%
Q11-7. I feel safe when visiting parks in Nashville	23.5%	39.9%	28.4%	6.0%	2.2%
Q11-8. Town of Nashville helps promote healthy & active lifestyles	9.7%	28.6%	44.9%	12.4%	4.3%
Q11-9. I am satisfied with recreation opportunities for youth & teens in Nashville	10.7%	20.8%	44.6%	18.5%	5.4%
Q11-10. I am satisfied with recreation opportunities for seniors & active adults in Nashville	9.8%	16.8%	45.7%	19.7%	8.1%

Q12. Please indicate how supportive you would be of the Town of Nashville taking the following actions to improve the parks and recreation system in the Town.

(N=225)

	Very supportive	Supportive	Not sure	Not supportive
Q12-1. Developing greenway trails to connect Town's existing greenway trail segments	40.9%	26.7%	25.8%	6.7%
Q12-2. Developing an indoor, multi-purpose recreation center	31.1%	34.7%	25.8%	8.4%
Q12-3. Developing an indoor gymnasium	23.6%	28.9%	37.8%	9.8%
Q12-4. Hosting events to foster a sense of connected community	28.4%	37.8%	28.4%	5.3%
Q12-5. Acquiring undeveloped land for future parkland locations	29.3%	31.1%	30.7%	8.9%
Q12-6. Increasing parkland through public/private partnerships	27.6%	29.3%	38.2%	4.9%
Q12-7. Constructing a permanent farmers market pavilion	48.4%	31.1%	14.7%	5.8%
Q12-8. Creating a dedicated space for seniors & active adults	41.3%	34.2%	20.9%	3.6%
Q12-9. Investing in improvement & upkeep of existing facilities	41.3%	38.2%	17.8%	2.7%
Q12-10. Implementing sustainability measures to minimize environmental impact of parks & recreation facilities	28.9%	36.9%	30.7%	3.6%

Q13. Which THREE of the items in Question 12 would you be most willing to support with your tax dollars?

<u>Q13. Top choice</u>	<u>Number</u>	<u>Percent</u>
Developing greenway trails to connect Town's existing greenway trail segments	44	19.6 %
Developing an indoor, multi-purpose recreation center	32	14.2 %
Developing an indoor gymnasium	7	3.1 %
Hosting events to foster a sense of connected community	14	6.2 %
Acquiring undeveloped land for future parkland locations	5	2.2 %
Increasing parkland through public/private partnerships	1	0.4 %
Constructing a permanent farmers market pavilion	51	22.7 %
Creating a dedicated space for seniors & active adults	21	9.3 %
Investing in improvement & upkeep of existing facilities	10	4.4 %
Implementing sustainability measures to minimize environmental impact of parks & recreation facilities	4	1.8 %
None chosen	36	16.0 %
Total	225	100.0 %

Q13. Which THREE of the items in Question 12 would you be most willing to support with your tax dollars?

<u>Q13. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Developing greenway trails to connect Town's existing greenway trail segments	26	11.6 %
Developing an indoor, multi-purpose recreation center	22	9.8 %
Developing an indoor gymnasium	11	4.9 %
Hosting events to foster a sense of connected community	20	8.9 %
Acquiring undeveloped land for future parkland locations	17	7.6 %
Increasing parkland through public/private partnerships	5	2.2 %
Constructing a permanent farmers market pavilion	38	16.9 %
Creating a dedicated space for seniors & active adults	24	10.7 %
Investing in improvement & upkeep of existing facilities	11	4.9 %
Implementing sustainability measures to minimize environmental impact of parks & recreation facilities	3	1.3 %
None chosen	48	21.3 %
Total	225	100.0 %

Q13. Which THREE of the items in Question 12 would you be most willing to support with your tax dollars?

<u>Q13. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Developing greenway trails to connect Town's existing greenway trail segments	12	5.3 %
Developing an indoor, multi-purpose recreation center	18	8.0 %
Developing an indoor gymnasium	9	4.0 %
Hosting events to foster a sense of connected community	10	4.4 %
Acquiring undeveloped land for future parkland locations	10	4.4 %
Increasing parkland through public/private partnerships	17	7.6 %
Constructing a permanent farmers market pavilion	23	10.2 %
Creating a dedicated space for seniors & active adults	27	12.0 %
Investing in improvement & upkeep of existing facilities	31	13.8 %
Implementing sustainability measures to minimize environmental impact of parks & recreation facilities	8	3.6 %
None chosen	60	26.7 %
Total	225	100.0 %

SUM OF TOP 3 CHOICES**Q13. Which THREE of the items in Question 12 would you be most willing to support with your tax dollars? (top 3)**

<u>Q13. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Developing greenway trails to connect Town's existing greenway trail segments	82	36.4 %
Developing an indoor, multi-purpose recreation center	72	32.0 %
Developing an indoor gymnasium	27	12.0 %
Hosting events to foster a sense of connected community	44	19.6 %
Acquiring undeveloped land for future parkland locations	32	14.2 %
Increasing parkland through public/private partnerships	23	10.2 %
Constructing a permanent farmers market pavilion	112	49.8 %
Creating a dedicated space for seniors & active adults	72	32.0 %
Investing in improvement & upkeep of existing facilities	52	23.1 %
Implementing sustainability measures to minimize environmental impact of parks & recreation facilities	15	6.7 %
None chosen	36	16.0 %
Total	567	

Q14. Please indicate how supportive you would be of the Town of Nashville taking the following actions to fund improvements and expansions of the parks and recreation system in the Town.

(N=225)

	Very supportive	Supportive	Not sure	Not supportive
Q14-1. Fund parks & recreation improvements & expansions with a future bond financed within existing property tax rate structure (understanding this option would likely result in the ability to undertake fewer improvements & expansions when compared to the scenario below).	24.9%	31.6%	33.3%	10.2%
Q14-2. Fund parks & recreation improvements & expansions with a future bond that would require a property tax rate increase to finance the debt (understanding this option would likely result in the ability to undertake a greater number of improvements & expansions when compared to the scenario above).	9.8%	19.6%	39.1%	31.6%

Q15. Including yourself, how many people in your household are...

	Number	Percent
Under age 5	19	3.9%
Ages 5-12	37	7.5%
Ages 13-17	36	7.3%
Ages 18-24	38	7.7%
Ages 25-34	52	10.6%
Ages 35-44	69	14.0%
Ages 45-54	70	14.2%
Ages 55-64	90	18.3%
Ages 65-74	34	6.9%
Ages 75+	47	9.6%
Total	492	100.0%

Q16. What is your age?

<u>Q16. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	37	16.4 %
35-44	43	19.1 %
45-54	45	20.0 %
55-64	43	19.1 %
65+	43	19.1 %
Not provided	14	6.2 %
Total	225	100.0 %

Q17. What is the highest degree or level of school you have COMPLETED?

<u>Q17. Highest degree or level of school you have completed</u>	<u>Number</u>	<u>Percent</u>
No schooling completed	3	1.3 %
Completed some schooling	8	3.6 %
High school diploma or equivalent	110	48.9 %
Associate's degree	37	16.4 %
Bachelor's degree	41	18.2 %
Master's degree or professional degree	19	8.4 %
Doctorate degree	5	2.2 %
Not provided	2	0.9 %
Total	225	100.0 %

Q18. Approximately how many years have you lived in the Town of Nashville?

<u>Q18. How many years have you lived in Town of Nashville</u>	<u>Number</u>	<u>Percent</u>
0-5	45	20.0 %
6-10	24	10.7 %
11-15	28	12.4 %
16-20	27	12.0 %
21-30	42	18.7 %
31+	53	23.6 %
Not provided	6	2.7 %
Total	225	100.0 %

Q19. Your gender:

<u>Q19. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	110	48.9 %
Female	113	50.2 %
Not provided	2	0.9 %
Total	225	100.0 %

Q20. Please CHECK ALL of the following that best describe your race/ethnicity.

<u>Q20. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Black/African American	105	46.7 %
Native American	4	1.8 %
White	111	49.3 %
Hispanic/Latino	1	0.4 %
Other	2	0.9 %
Total	223	

Q20-6. Self-describe your race/ethnicity:

<u>Q20-6. Self-describe your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Mixed	1	50.0 %
More than one	1	50.0 %
Total	2	100.0 %

Section 6: Survey Instrument

Town of Nashville

BRENDA BROWN
MAYOR

RANDY LANSING
TOWN MANAGER



TOWN COUNCIL
LOUISE W. HINTON
KATE C. BURNS
LYNNE HOBBS
LARRY D. TAYLOR

November 5, 2021

Dear Town of Nashville Resident,

Your response to the enclosed survey is extremely important.

The Town of Nashville Parks, Recreation and Cultural Resources Department strives to meet the recreational needs of our community. To continue meeting this goal, the Town of Nashville is developing a Comprehensive Parks and Recreation Master Plan, the primary guide for the future of parks, programs, and facilities in Nashville. The most important part of this planning process is gathering input from residents about their recreational needs and wants.

We appreciate your time.

This survey will take approximately 10 to 15 minutes to complete, and each question is important. The time you invest in completing this survey will aid the Department in taking a resident-driven approach to making decisions that will enrich the future of our community and positively affect the lives of residents.

Please complete and return your survey within the next two weeks.

We have 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 Town.

Your responses will remain confidential.

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 any questions, please contact Koy Worrell with the Parks, Recreation and Cultural Resources Department at koy.worrell@townofnashvillenc.gov. The survey is a tool that will benefit all residents. Please take this opportunity to have your voice heard.

Sincerely,

Koy Worrell, Director
Town of Nashville
Parks, Recreation and Cultural Resources Department

Post Office Box 987. Nashville, North Carolina 27856. Telephone: (252) 459-4511. Fax: (252) 459-8926



2021 Town of Nashville Parks, Recreation, and Cultural Resources Survey

Your input will be used to assess community Parks, Recreation, and Cultural Resources needs and priorities for the Town of Nashville Parks, Recreation, and Cultural Resources Department. If you prefer, you may complete the survey online at NashvilleParksSurvey.org.

1. Have you or other members of your household used any of the following facilities operated by the Town of Nashville Parks, Recreation, and Cultural Resources Department during the past year? [Check all that apply.]

- (1) J.W. Glover Park
- (2) Stoney Creek Environmental Park
- (3) Nashville Recreation Center
- (4) None, have not used any [Skip to Q2.]

1a. Approximately how many times have you or members of your household visited any Town of Nashville Parks, Recreation, and Cultural Resources facilities during the past year?

- (1) 1-5 times
- (2) 6-10 times
- (3) 11-20 times
- (4) 21-25 times
- (5) 25+ times

1b. How would you rate the overall quality of all the parks or facilities offered by the Town of Nashville you or members of your household have used during the past 12 months?

- (1) Excellent
- (2) Good
- (3) Fair
- (4) Poor

2. Which of the following organizations provide the recreation FACILITIES that you and other members of your household use? [Check all that apply.]

- (01) Nashville Parks, Recreation, and Cultural Resources
- (02) 4-H/Nash Cooperative Extension
- (03) Churches or other religious organizations
- (04) Fitness centers: _____
- (05) Indoor playground (commercial)
- (06) Nash Arts (quasi-county)
- (07) Nash County Recreation
- (08) Nash County Senior Centers
- (09) Nash Rec Swim Club (membership based)
- (10) Rocky Mount Parks & Recreation
- (11) State or Federal Parks
- (12) Other: _____
- (13) None of these [Skip to Q3.]

2a. Of the organizations listed in Question 2, which ONE do you USE MOST for your household's recreation needs? [Write in your answer below using the numbers from the list in Question 2.]

Organization used most: _____

3. Please CHECK ALL of the following reasons that may prevent you or other members of your household from using the parks, facilities and programs offered by the Town of Nashville Recreation and Parks Department (or, if you currently use them, what prevents you from using them more often).

- (01) Cost of participation
- (02) Facilities are too far from home
- (03) Inconvenient hours of operation
- (04) Information is only available in English
- (05) Lack of access for people with disabilities
- (06) Lack of cleanliness
- (07) Lack of information/don't know what is offered
- (08) Lack of maintenance
- (09) Lack of parking
- (10) Lack of transportation
- (11) Not enough time/too busy
- (12) Not interested in what is provided
- (13) Overcrowding
- (14) Safety at facilities
- (15) Waiting list for registration
- (16) Other: _____
- (17) Nothing; I am actively using the Town's parks and facilities

4. Please indicate if you have a need for each of the following recreation facilities or amenities by circling either "Yes" or "No." If "Yes," answer the question in the shaded area to the right.

Facilities and Amenities	Do you have a need for this facility or amenity?		If "Yes," how well are your needs being met?			
	Yes	No	Fully Met	Mostly Met	Partly Met	Not Met
01. Accessible playground and play spaces	Yes	No	4	3	2	1
02. Archery center	Yes	No	4	3	2	1
03. Arts and Crafts studio	Yes	No	4	3	2	1
04. Camp sites	Yes	No	4	3	2	1
05. Community garden	Yes	No	4	3	2	1
06. Cultural arts center	Yes	No	4	3	2	1
07. Disc golf	Yes	No	4	3	2	1
08. Dog park	Yes	No	4	3	2	1
09. Driving range	Yes	No	4	3	2	1
10. Drone flying area	Yes	No	4	3	2	1
11. Farmers market pavilion	Yes	No	4	3	2	1
12. Fields for open play	Yes	No	4	3	2	1
13. Fishing access	Yes	No	4	3	2	1
14. Greenway trails	Yes	No	4	3	2	1
15. Indoor multipurpose gym space	Yes	No	4	3	2	1
16. Indoor or outdoor track	Yes	No	4	3	2	1
17. Indoor playground	Yes	No	4	3	2	1
18. Mountain bike trails	Yes	No	4	3	2	1
19. Natural surface trails	Yes	No	4	3	2	1
20. Nature play area	Yes	No	4	3	2	1
21. Obstacle course	Yes	No	4	3	2	1
22. Outdoor athletic fields	Yes	No	4	3	2	1
23. Outdoor basketball court	Yes	No	4	3	2	1
24. Outdoor fitness equipment	Yes	No	4	3	2	1
25. Outdoor water feature or splash pad	Yes	No	4	3	2	1
26. Picnic shelters	Yes	No	4	3	2	1
27. Reservable indoor or outdoor space	Yes	No	4	3	2	1
28. Reservable picnic shelters	Yes	No	4	3	2	1
29. Skate or BMX park	Yes	No	4	3	2	1
30. Trailheads (restrooms, parking)	Yes	No	4	3	2	1
31. Treehouses/canopy walk	Yes	No	4	3	2	1
32. Water access (boating, kayaking, canoeing)	Yes	No	4	3	2	1
33. Other: _____	Yes	No	4	3	2	1

5. Which FOUR of the facilities or amenities from the list in Question 4 are MOST IMPORTANT to your household? [Write in your answers below using the item numbers from the list in Question 4, or circle "NONE."]

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

6. Please indicate if you have a desire to participate in each of the following recreation programs or activities by circling either "Yes" or "No." If "Yes," answer the question in the shaded area to the right.

Programs and Activities	Do you have a desire to participate in this activity?		If "Yes," how well are your needs being met?			
	Yes	No	Fully Met	Mostly Met	Partly Met	Not Met
01. Adaptive recreation programs	Yes	No	4	3	2	1
02. Adult athletics	Yes	No	4	3	2	1
03. Afterschool programs	Yes	No	4	3	2	1
04. Archery	Yes	No	4	3	2	1
05. Disc golf	Yes	No	4	3	2	1
06. Dog events	Yes	No	4	3	2	1
07. Environmental education	Yes	No	4	3	2	1
08. E-Sports and cyber sports	Yes	No	4	3	2	1
09. Excursions and field trips	Yes	No	4	3	2	1
10. Fencing	Yes	No	4	3	2	1
11. Fitness and wellness programs	Yes	No	4	3	2	1
12. Group fitness	Yes	No	4	3	2	1
13. Holidays and other special events	Yes	No	4	3	2	1
14. Life skills programs (e.g., cooking, budgeting, self-defense)	Yes	No	4	3	2	1
15. Martial arts	Yes	No	4	3	2	1
16. Mind-body balance programs (e.g., yoga)	Yes	No	4	3	2	1
17. Music programs	Yes	No	4	3	2	1
18. Outdoor adventure programs	Yes	No	4	3	2	1
19. Outdoor movies and concerts	Yes	No	4	3	2	1
20. Parkour/ninja warrior programs	Yes	No	4	3	2	1
21. Pickleball	Yes	No	4	3	2	1
22. Preschool programs	Yes	No	4	3	2	1
23. Programs for active older adults	Yes	No	4	3	2	1
24. Shooting sports	Yes	No	4	3	2	1
25. Teen programs	Yes	No	4	3	2	1
26. Tennis	Yes	No	4	3	2	1
27. Ultimate frisbee	Yes	No	4	3	2	1
28. Volleyball	Yes	No	4	3	2	1
29. Other: _____	Yes	No	4	3	2	1

7. Which FOUR of the programs or activities listed in Question 6 do you think are MOST IMPORTANT to your household? [Write in your answers below using the item numbers from the list in Question 6, or circle "NONE."]

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

8. The Town of Nashville and Nash County have partnered to provide a variety of recreational resources to Nashville residents and residents of the County. The partnership kicked off in 2020 allowing the county to become the primary provider of youth athletic programs and enabling the Town of Nashville to cast a wide net in terms of the recreation programs, activities, and events it provides primarily to its own community. What is your perception of the Town of Nashville/Nash County partnership?

____(1) I have a positive perception of the partnership and believe it is in Nashville residents' best interest

____(2) I have a negative perception of the partnership and believe it is not in Nashville residents' best interest

____(3) I do not know enough about the partnership to comment

9. From the following list, please CHECK ALL of the ways you learn about Town of Nashville parks, facilities, and special events.

- | | |
|--|---|
| <input type="checkbox"/> (01) Banners in public places (Sandwich Boards) | <input type="checkbox"/> (07) Social media (e.g., Facebook, Twitter, Instagram) |
| <input type="checkbox"/> (02) Bulletin boards | <input type="checkbox"/> (08) Town newsletter (insert in water bill) |
| <input type="checkbox"/> (03) Conversation with staff | <input type="checkbox"/> (09) Town of Nashville website |
| <input type="checkbox"/> (04) Direct email | <input type="checkbox"/> (10) Word of mouth |
| <input type="checkbox"/> (05) Parks and Recreation brochure | <input type="checkbox"/> (11) Other: _____ |
| <input type="checkbox"/> (06) Search engine (e.g., Google, Yahoo, Bing) | <input type="checkbox"/> (12) None of these |

10. Which TWO of the sources of information listed in Question 9 do you most prefer to use to learn about Town of Nashville parks, facilities, and special events? [Write in your answers below using the item numbers from the list in Question 9.]

1st: _____ 2nd: _____

11. Please indicate your level of agreement with each of the following statements regarding the Town of Nashville Parks and Recreation system, where 5 is "Strongly Agree" and 1 is "Strongly Disagree."

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
01. Recreation and parks are an essential service to the Town	5	4	3	2	1	9
02. Public parks add to the quality of life in the community	5	4	3	2	1	9
03. I am aware of the parks, facilities and events that are offered	5	4	3	2	1	9
04. I am satisfied with recreation opportunities I receive for my tax dollars	5	4	3	2	1	9
05. I am satisfied with the variety of parks, facilities, and events the Town offers	5	4	3	2	1	9
06. I think the Town needs to take a more proactive approach to serving my general health and wellness needs	5	4	3	2	1	9
07. I feel safe when visiting parks in Nashville	5	4	3	2	1	9
08. The Town of Nashville helps promote healthy and active lifestyles	5	4	3	2	1	9
09. I am satisfied with the recreation opportunities for youth and teens in Nashville	5	4	3	2	1	9
10. I am satisfied with the recreation opportunities for seniors and active adults in Nashville	5	4	3	2	1	9

12. Please indicate how supportive you would be of the Town of Nashville taking the following actions to improve the parks and recreation system in the Town.

How supportive are you of:	Very Supportive	Supportive	Not Sure	Not Supportive
01. Developing greenway trails to connect the Town's existing greenway trail segments	4	3	2	1
02. Developing an indoor, multi-purpose recreation center	4	3	2	1
03. Developing an indoor gymnasium	4	3	2	1
04. Hosting events to foster a sense of connected community	4	3	2	1
05. Acquiring undeveloped land for future parkland locations	4	3	2	1
06. Increasing parkland through public/private partnerships	4	3	2	1
07. Constructing a permanent farmers market pavilion	4	3	2	1
08. Creating a dedicated space for seniors and active adults	4	3	2	1
09. Investing in improvement and upkeep of existing facilities	4	3	2	1
10. Implementing sustainability measures to minimize the environmental impact of parks and recreation facilities	4	3	2	1

13. Which THREE of the items in Question 12 would you be most willing to support with your tax dollars? [Write in your answers below using the item numbers from the list in Question 12, or circle "NONE."]

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

14. Please indicate how supportive you would be of the Town of Nashville taking the following actions to fund improvements and expansions of the parks and recreation system in the Town.

How supportive are you of...		Very Supportive	Supportive	Not Sure	Not Supportive
1.	Fund parks and recreation improvements and expansions with a future bond financed within the existing property tax rate structure (understanding this option would likely result in the ability to undertake fewer improvements and expansions when compared to the scenario below).	4	3	2	1
2.	Fund parks and recreation improvements and expansions with a future bond that would require a property tax rate increase to finance the debt (understanding this option would likely result in the ability to undertake a greater number of improvements and expansions when compared to the scenario above).	4	3	2	1

15. Including yourself, how many people in your household are...

Under age 5: ____ Ages 18-24: ____ Ages 45-54: ____ Ages 75+: ____
 Ages 5-12: ____ Ages 25-34: ____ Ages 55-64: ____
 Ages 13-17: ____ Ages 35-44: ____ Ages 65-74: ____

16. What is your age? _____ years

17. What is the highest degree or level of school you have COMPLETED?

____(1) No schooling completed ____ (5) Bachelor's degree
 ____ (2) Completed some schooling ____ (6) Master's degree or Professional degree
 ____ (3) High school diploma or equivalent ____ (7) Doctorate degree
 ____ (4) Associate's degree

18. Approximately how many years have you lived in the Town of Nashville? [Write "0" if less than one year.]

_____ years

19. Your gender: ____ (1) Male ____ (2) Female ____ (3) Non-binary

20. Please CHECK ALL of the following that best describe your race/ethnicity.

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

This concludes the survey. Thank you for your time!

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

Your responses will remain completely confidential. The information to the right will ONLY be used to help identify the level of need in your area. Thank you!