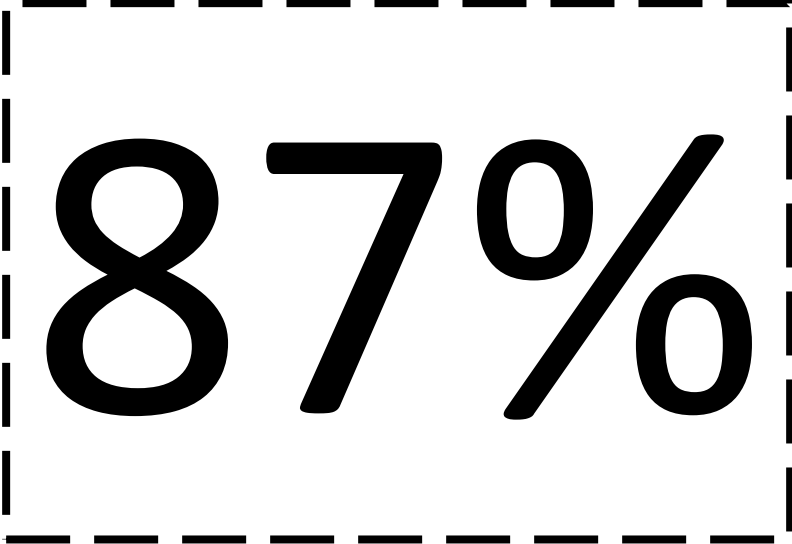


UDP&R
Parks & Recreation Use Survey

Survey

- Developed by P&R Staff
- Randomly mailed to 2400 (25%) UD households
- **666** responses (**28%** return rate)
 - 400 online responses – not random
- **64%** of households that responded do not have children in the household - good representation of community

How the Parks are Being Used

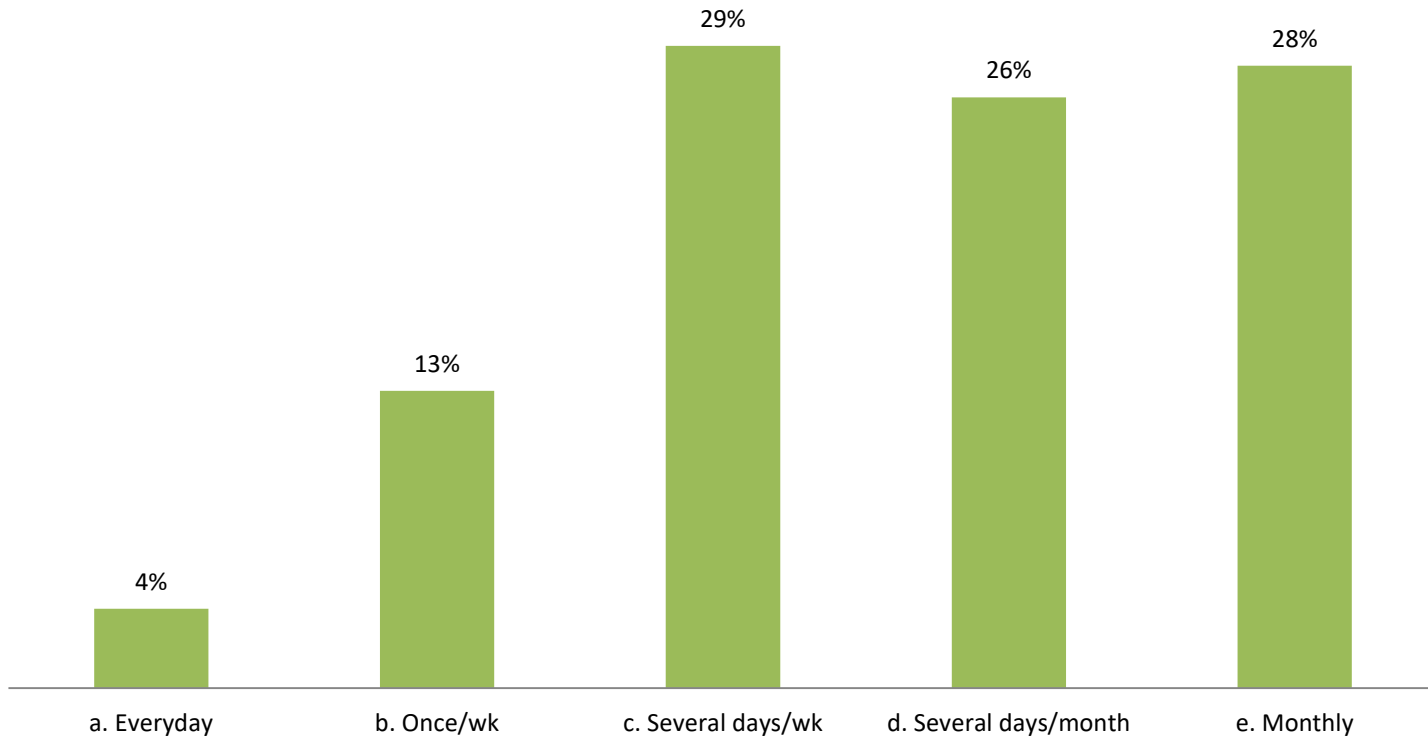


87%

Households who visited UD
Parks within the last year

How the Parks are Being Used

Frequency of UD Park Usage



How the Parks are Being Used

How are residents getting to our parks?

- **94%** will drive
- **40%** will walk/run
- **10%** will bike

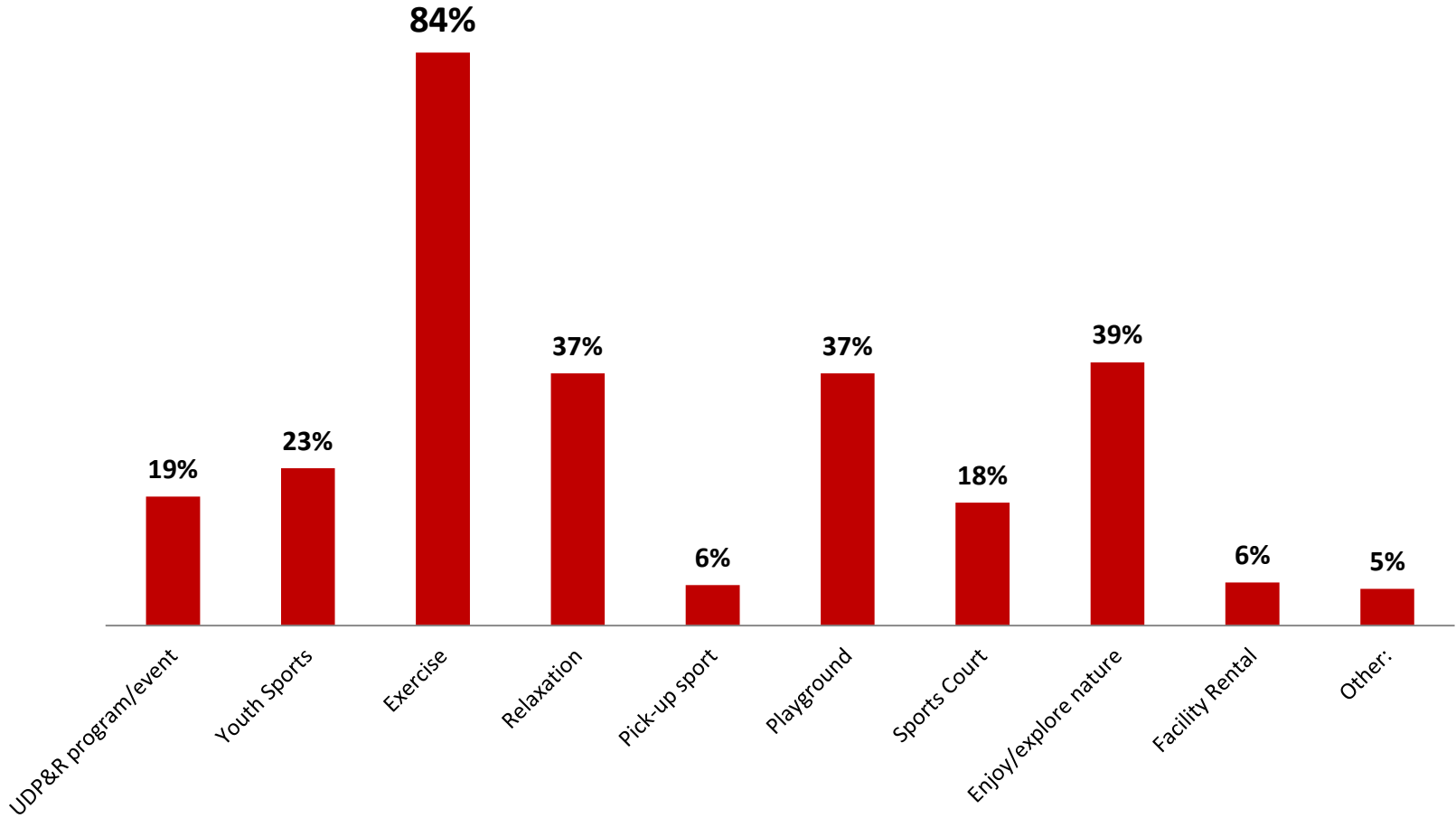
How the Parks are Being Used

Top 5 Most Visited Parks

1. **Mondauk Common (86%)**
2. **Mondauk Manor (36%)** – dog park w/ paved trails
3. **Robbins Park (33%)**
4. **SPARK (29%)**
5. **CHAC (23%)**

How the Parks are Being Used

What are People Doing in Our Parks?



What are the Parks Missing?

Time is valuable, but Residents want to stay at the parks longer . . .

- Increase presence of restrooms
- Bring pets (especially dogs) with them
- Update and increase diversity of playgrounds
- Increase distance of connected trails/pathways*
 - Enhance walkability
- Parking*

How Recreation Services are Being Used

Top 5 Most Used Recreation Services

1. **Discount Tickets (56%)**
2. **Adult Programs (31%)**
3. **Summer Concert Series (28%)**
4. **Elementary Aged Programs (24%)**
5. **Family-oriented Special Events (19%)**

Summer Programs generate **70%**
of department's net revenues

25%

*Households who use
recreation services*

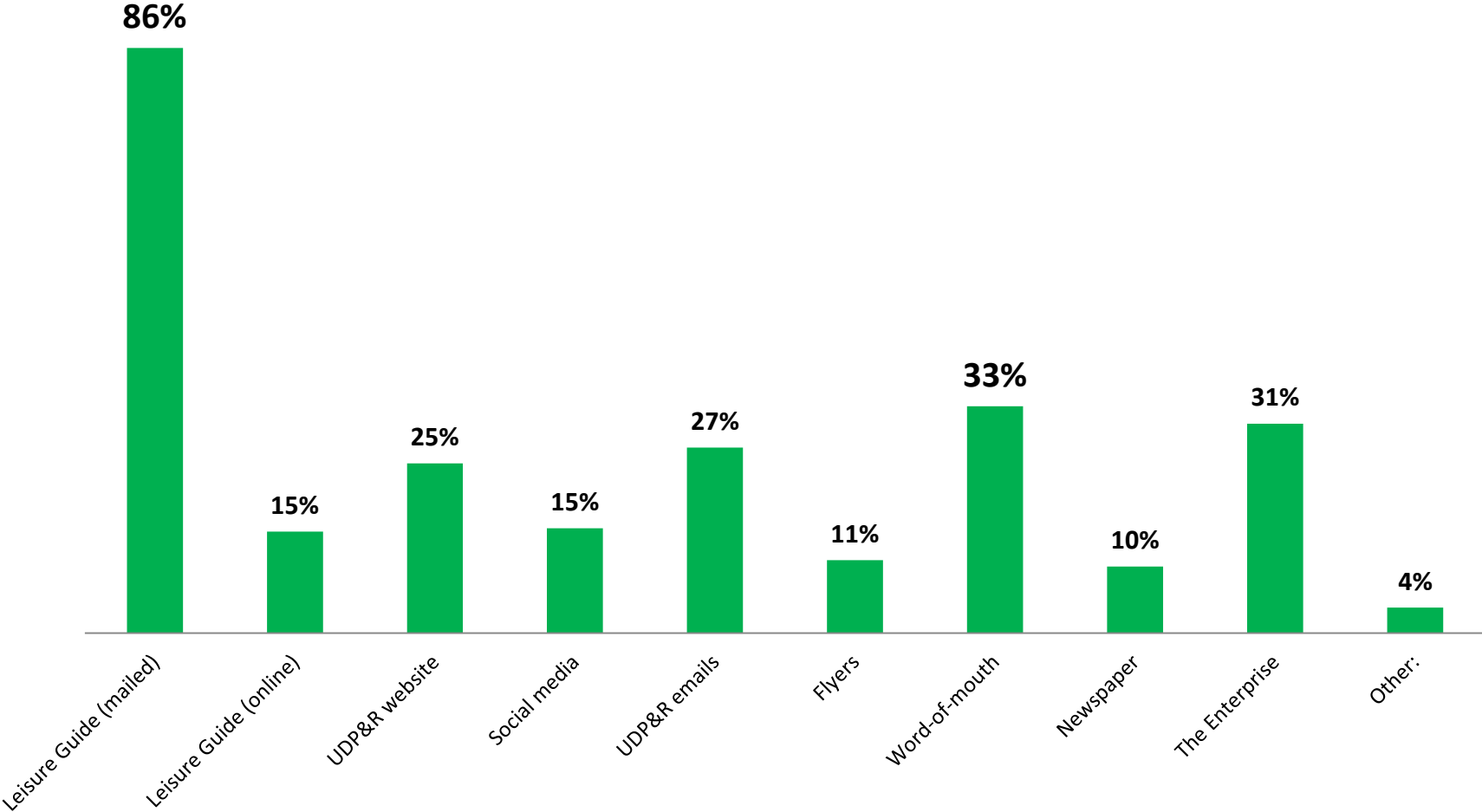
How Recreation Services are Being Used

Residents would like . . .

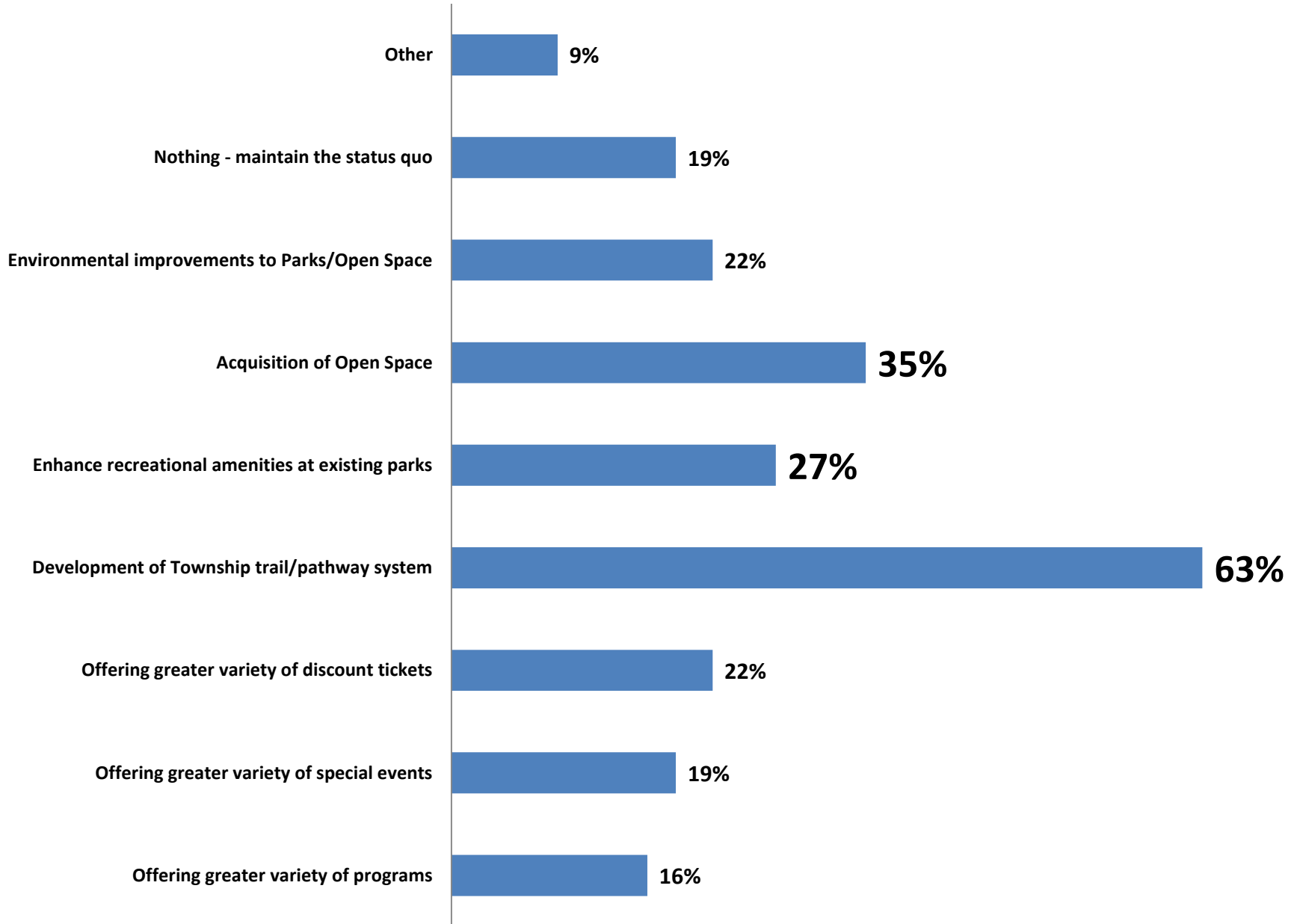
- Programs/Events for Young Adults
- Increase in one-time enrichment programs
- Option to drop-in at programs
- Greater variety of discount tickets
- Affordable programs for those with disabilities/limitations
- Multi-Generational Events

Stay the course, but continue marketing push

How Do Residents Hear About Us?



UDP&R 3 to 5 Year Focus



Questions & Comments

UDP&R

Parks & Recreation Use Survey