

CITY OF WINCHESTER — PARKS & RECREATION NEEDS ASSESSMENT SURVEY

1. How long have you lived in the Winchester area? _____ Years OR Check here if less than a year

VALUES AND VISION

2. What **top five** community issues should parks & recreation services focus on improving? Insert a "1" to the left of the category that is your top priority, a "2" for your second priority, a "3" for your third priority, and so on up to 5. Please rank only five items.

- | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| _____ Strengthen sense of community
_____ Affordability of programs
_____ Beautification of public areas
_____ Connectivity/alternative transportation (trails, bikeway, etc.)
_____ Maintenance and upkeep of parks and open space
_____ Cultural and historic preservation
_____ Protecting the environment
_____ Promoting healthy active lifestyles | _____ Implementing planned parks and trails projects
_____ Land preservation/acquisition
_____ Maintaining what we have
_____ Positive activities for youth
_____ Connecting people with nature
_____ Providing athletic fields
_____ Other (Please explain: _____) |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

3. On a scale of 1 to 5, how important to you and your household is the availability of local parks & recreation opportunities in Winchester?

NOT AT ALL IMPORTANT
NEUTRAL
VERY IMPORTANT

1
2
3
4
5

4. Have you registered for any classes or programs with the Winchester Parks & Recreation Department in the past 12 months?

Yes No (*GO TO Q. 5*)

If yes, how would you rate the service you received?

POOR
AVERAGE
EXCELLENT

1
2
3
4
5

5. A. Please indicate the approximate number of times **your household** has used any of the following parks and facilities owned and/or operated by Winchester Parks & Recreation in the last 12 months (enter "0" if you have not used).

B. Rate how important they are to your household. Please provide an answer for A and B below whether you have used the park/facility or not. (NA/DK means Not Applicable or Don't Know)

A. FREQUENCY OF USE (ANNUAL)

B. IMPORTANCE TO YOUR HOUSEHOLD

	NUMBER OF TIMES USED	B. IMPORTANCE TO YOUR HOUSEHOLD					
		NOT AT ALL IMPORTANT	NEUTRAL	VERY IMPORTANT	NA/ DK		
Jim Barnett Park	_____	1	2	3	4	5	X
Whittier Park	_____	1	2	3	4	5	X
Frederick Douglas Park	_____	1	2	3	4	5	X
Friendship Park	_____	1	2	3	4	5	X
Timbrook Park	_____	1	2	3	4	5	X
Park Place Park	_____	1	2	3	4	5	X
Harvest Ridge Park	_____	1	2	3	4	5	X
NSEW	_____	1	2	3	4	5	X
Shawnee Springs Preserve	_____	1	2	3	4	5	X
Abrams Creek Wetlands Preserve	_____	1	2	3	4	5	X
Weaver Park	_____	1	2	3	4	5	X
Wilkins Lake	_____	1	2	3	4	5	X
Potts Courts	_____	1	2	3	4	5	X
War Memorial Building (Rec Center)	_____	1	2	3	4	5	X
Pavilions (park shelters)	_____	1	2	3	4	5	X
Athletic fields	_____	1	2	3	4	5	X
Tennis courts	_____	1	2	3	4	5	X
Horseshoe pits	_____	1	2	3	4	5	X
Disc golf	_____	1	2	3	4	5	X
Green Circle Trail	_____	1	2	3	4	5	X
Indoor pool	_____	1	2	3	4	5	X
Outdoor pool	_____	1	2	3	4	5	X
Dog Park	_____	1	2	3	4	5	X
BMX Track	_____	1	2	3	4	5	X
Other: _____	_____	1	2	3	4	5	X

6. Do you have any comments/suggestions for how these parks and facilities mentioned in question #5 can be improved to better meet the needs of your household and/or the community?

7. Overall, how well are the following facilities/services meeting the needs of your household?

	NOT				
	NOT AT ALL	VERY MUCH	SOMEWHAT	MOSTLY	COMPLETELY
Community/neighborhood parks	1	2	3	4	5
Open space areas and trails	1	2	3	4	5
Athletic fields/courts/track	1	2	3	4	5
Swimming pools/aquatics	1	2	3	4	5
Recreation center/fitness facilities	1	2	3	4	5
Recreation programs	1	2	3	4	5
Overall facilities and services provided by Winchester Parks and Rec.	1	2	3	4	5

8. What are the three most important areas that, if addressed by the City, would increase your utilization of Winchester parks and recreation facilities? Please select up to 3 choices.

- 01) Awareness of programs (communications)
- 02) Programs I want (such as: _____)
- 03) Additional facilities and amenities (such as: _____)
- 04) Hours of operation (such as: _____)
- 05) Condition/maintenance of parks or buildings (please explain: _____)
- 06) Accessibility (please explain: _____)
- 07) Personal safety (please explain: _____)
- 08) Customer service/staff knowledge
- 09) Pricing/user fees
- 10) Quality of equipment
- 11) Other (please specify: _____)

FUTURE FACILITIES, AMENITIES, AND SERVICES

9. What are the greatest needs for indoor and outdoor facilities to be added, expanded, or improved in Winchester over the next 5 or 10 years?

	NOT AT ALL	NEUTRAL			VERY
	IMPORTANT				IMPORTANT
01) Weight/cardio/fitness space	1	2	3	4	5
02) Outdoor athletic fields/courts (specify type: _____)	1	2	3	4	5
03) Outdoor pool	1	2	3	4	5
04) Indoor aquatics facility/water park	1	2	3	4	5
05) Outdoor amphitheater/special events venue	1	2	3	4	5
06) Picnic areas/pavilions	1	2	3	4	5
07) Playgrounds	1	2	3	4	5
08) Skateboard park	1	2	3	4	5
09) Splash pad	1	2	3	4	5
10) Disc golf	1	2	3	4	5
11) Complete Green Circle Trail	1	2	3	4	5
12) Dog park	1	2	3	4	5
13) Community gardens	1	2	3	4	5
14) Expanded opportunities at neighborhood parks	1	2	3	4	5
15) Indoor gymnasium space (non-school)	1	2	3	4	5
16) BMX Track	1	2	3	4	5
17) Other: _____	1	2	3	4	5

10. Insert one number from the list above in question #9 for you and your household's highest priority to be added, expanded, or improved in Winchester. Please also indicate your second and third priorities.

_____ Most important _____ Second most important _____ Third most important

PROGRAMS, ACTIVITIES AND SPECIAL EVENTS

11. A. Please indicate whether your household has a need for the following; B. If YES, please rate the programs currently available from the City on a 1-to-5 scale, where 1 means "NONE OF YOUR NEEDS ARE BEING MET" and 5 means "100% OF YOUR NEEDS ARE BEING MET."

	HAVE A NEED?		B. MEETING THE NEEDS OF YOUR HOUSEHOLD				
	Y	N	0% MET	25% MET	50% MET	75% MET	100% MET
01) Athletic leagues - youth	Y	N	1	2	3	4	5
02) Athletic leagues - adult	Y	N	1	2	3	4	5
03) Swim lessons/aquatic programs	Y	N	1	2	3	4	5
04) After school programs	Y	N	1	2	3	4	5
05) Summer camps - youth	Y	N	1	2	3	4	5
06) Arts and crafts programs	Y	N	1	2	3	4	5
07) Youth sports camps	Y	N	1	2	3	4	5
08) Outdoor recreation	Y	N	1	2	3	4	5
09) 55+ programs	Y	N	1	2	3	4	5
10) Family programs	Y	N	1	2	3	4	5
11) Fitness and wellness programs	Y	N	1	2	3	4	5
12) Special events (e.g. festivals, parades, outdoor concerts)	Y	N	1	2	3	4	5
13) Teen programs	Y	N	1	2	3	4	5
14) Volunteer opportunities	Y	N	1	2	3	4	5
15) Cooking/enrichment classes	Y	N	1	2	3	4	5
16) Public art space	Y	N	1	2	3	4	5
17) Other: _____	Y	N	1	2	3	4	5

COMMUNICATION

12. How do you usually receive information on parks & recreation facilities, services, and programs? (CHECK ALL THAT APPLY)

- | | |
|----------------------------------------------------------------------------|-----------------------------------------------------------------------------|
| 01) <input type="checkbox"/> Local newspaper (Winchester Star) | 07) <input type="checkbox"/> Social networking (e.g., Twitter, Facebook) |
| 02) <input type="checkbox"/> Local channel (Cable Channel 6) | 08) <input type="checkbox"/> E-mail from the city (CitE-News/ActivitE-News) |
| 03) <input type="checkbox"/> Parks & Recreation Activity Guide | 09) <input type="checkbox"/> School flyers |
| 04) <input type="checkbox"/> At the recreation facilities/program location | 10) <input type="checkbox"/> Posters |
| 05) <input type="checkbox"/> Word of mouth | 11) <input type="checkbox"/> Radio |
| 06) <input type="checkbox"/> Internet/website | 12) <input type="checkbox"/> Northern Virginia Daily |
| | 13) <input type="checkbox"/> Other (Please specify: _____) |

OPEN SPACE

13. With respect to Winchester open space, how important are the following to you and members of your household? Use a scale from 1 to 5, where 1 means "Not at all important" and 5 means "Very important."

	NOT AT ALL IMPORTANT		NEUTRAL		VERY IMPORTANT
Preserve wildlife habitat	1	2	3	4	5
Preserve cultural and historic land uses	1	2	3	4	5
Protect historic character of Winchester	1	2	3	4	5
Improve or provide access to natural areas	1	2	3	4	5
Preserve existing open space (Shawnee Spring/Abrams Creek Wetlands, Parkland)	1	2	3	4	5
Other: _____	1	2	3	4	5

TRANSPORTATION

14. How would you rate the following modes of travel for ease of access to Winchester’s parks, recreation facilities, and programs?

	POOR		AVERAGE		EXCELLENT	NA/DON'T USE
Walking	1	2	3	4	5	x
Biking	1	2	3	4	5	x
Driving	1	2	3	4	5	x
City bus system	1	2	3	4	5	x

FINANCIAL CHOICES/FEEES

15. How do you feel about the current program and facility fees charged directly to you by WPRD? (These fees do **NOT** include private sports association fees whose programs are held on WPRD property but are RUN by other agencies). Please provide an answer for program and facility fees.

- | <u>PROGRAMS</u> | <u>FACILITIES</u> | |
|--------------------------|--------------------------|---------------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Fees are underpriced for the value received |
| <input type="checkbox"/> | <input type="checkbox"/> | Fees are acceptable for the value received |
| <input type="checkbox"/> | <input type="checkbox"/> | Fees are too high for the value received |
| <input type="checkbox"/> | <input type="checkbox"/> | Don't know/unsure |

16. If adjustments to fees were made due to increasing costs to provide the programs or services you use or the facilities you visit, which of the following best describes the potential impact, if any, that fee increases would have on your current level of participation:

- Moderate fee increases would not limit my/our ability to participate at all
- Moderate fee increases would limit my/our participation somewhat or would have a minor impact on the ability to participate
- Moderate fee increases would limit my/our participation significantly
- Don't know/Uncertain

17. Please indicate how many times within a 12-month period you or any member of your house would attend the following programs or events in an Outdoor Amphitheatre, as well as how much you would be willing to pay to attend each of these types of events.

Type of Event	How many of this type of event would you and your household attend annually? Enter "0" if none.	How much would you be willing to pay for a ticket for each event? (CIRCLE YOUR CHOICE FOR EACH EVENT TYPE)			
		None	\$1 to \$10	\$11 to \$20	More than \$20
Concerts					
Theater					
Children's programming					

SUGGESTIONS

18. Do you have any additional comments or suggestions that you would like to offer regarding parks, recreation facilities, natural areas, trails, and programs in Winchester?

DEMOGRAPHICS

Just a few more questions about yourself to assist in classifying your responses . . .

19. Please indicate your gender:

- Male Female

20. What is your age?

- Under 25 55 - 64
 25 - 34 65 - 74
 35 - 44 75 or over
 45 - 54

21. Which of these categories best applies to your household?

- Single, no children
 Single with children at home
 Single, children no longer at home (empty nester)
 Couple, no children
 Couple with children at home
 Couple, children no longer at home (empty nester)

22. _____ Including yourself, how many people live in your household?

_____ How many members of your household are under age 18?

_____ Including yourself, how many members of your household are over age 55?

23. Do you own or rent your residence in Winchester?

- Own Rent Other

24. Are you a registered voter in the City of Winchester?

- Yes No

25. Which of these categories best describes the total gross annual income of your household (before taxes)?

- Under \$25,000 \$100,000 – 149,999
 \$25,000 – 49,999 \$150,000 – 199,999
 \$50,000 – 74,999 \$200,000 – 249,999
 \$75,000 – 99,999 \$250,000 or more

26. Are you of Hispanic, Latino or Spanish origin?

- Yes No

27. What race do you consider yourself to be?

- White
 Asian, Asian Indian or Pacific Islander
 Native American
 Black or African American
 Other: _____

Thank you for taking the time to share your opinions.
Your input will be of value in helping us develop our Needs Assessment.