



City of Tempe Parks and Recreation Master Plan Survey

Summer 2019



Table of Contents

- ▶ Background (pp. 3–6)
- ▶ Summary (pp. 7–11)
- ▶ Respondent Demographic Information (pp. 12–15)
- ▶ Perception and Use of Tempe Park & Rec Facilities (pp. 17–23)
- ▶ Facilities Used for Activities (pp. 24–32)
- ▶ Transportation to Parks & Recreation Facilities (pp. 32–45)
- ▶ Barriers to Using Facilities and Participating in Programs (pp. 46–48)
- ▶ Spending Priorities and Funding Mechanisms (pp. 49–53)
- ▶ Communication (pp. 54–57)

Background Information



As part of the update to the City of Tempe Parks and Recreation Master Plan being conducted by PLAN*et Communities, WestGroup Research (WGR) was commissioned to conduct quantitative on-line surveys regarding attitudes about and usage of the City's parks and recreational facilities and programming.

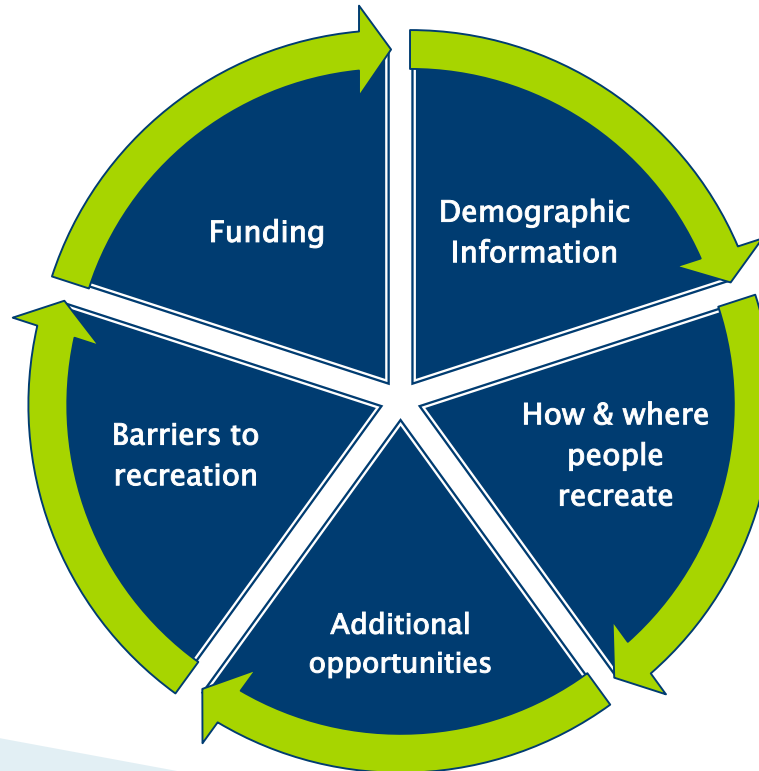
The survey was a fully opt-in study, which allowed all residents and park and recreational users the opportunity to provide their input. The survey was open to anyone aware of it who wanted to participate. All responses were retained, regardless of amount completed. No one was disqualified and a balanced representation from the Tempe community was sought. The City of Tempe publicized the survey multiple times through various sources and provided follow-up, targeted outreach to under-represented parts of the community throughout the survey process.

In all, a total of 1,857 respondents completed a meaningful portion of the on-line survey between May 20, 2019 and July 1, 2019. A three-quarters majority (77%) were Tempe residents and 43% of respondents reported working in Tempe.

The survey was available in both English and Spanish. Participants were offered the opportunity to be entered into a prize drawing in exchange for their participation.

Survey organizing structure

- ▶ The survey was outlined in such a way to provide quantitative information about who, how and where people recreated in Tempe, as well as barriers to recreation. Additionally, interest in new amenities and programming opportunities were explored, as well as gauging interest in possible funding priorities and sources, as well as how people hear about recreational opportunities.
- ▶ The following graphic provides a general representation of how the survey flowed:



Question response size and open-ended comments

- ▶ Due to the overwhelming interest in the survey, more respondents completed the survey than expected. Responses were accepted from everyone who completed the screening questions and answered the first survey question, regardless of how many questions were answered after the first question.
- ▶ As is common, respondents discontinued the survey at various points throughout the questionnaire for various reasons. Consequently, the sample bases for the questions decrease from the first questions to the last within the survey instrument.
- ▶ Also, there were numerous open-ended questions throughout the survey that provided respondents the opportunity to type in their responses to the proposed questions. This important information has been retained for future analysis, but has not been included in this survey report.
- ▶ The City of Tempe and PLAN*et Communities were provided an export of all open-ended comments.

Summary



Summary (1)

The following provides a summary of the various responses. A more detailed description provides full graphic results and analysis.

- More than three-quarters (77%) of survey respondents were residents of Tempe.
- Fewer than one-half reported working in Tempe (43%). Residents were significantly more likely than non-residents to report having a job in Tempe (45% vs. 36%).
- A total of 3% of survey participants were ASU students (4% residents / 3% non-residents).
- Residents of the Alameda, Kiwanis/The Lakes and Corona/South Tempe areas had the highest levels of participation in the survey.
- Non-residents were most likely to live in Phoenix, Chandler and Mesa.
- A majority of respondents were female (63%) and just under one-half (48%) had children in the household.
- Minority ethnicities make up 17% of the respondent base with one in ten reporting they are Hispanic.
- There was a wide range of ages and household income levels represented.
- One in ten (11%) reported a member of their household has a disability. Physical disabilities were most prevalent (62%).

Summary (2)

- Four in five respondents (80%) rated the overall quality of Tempe’s parks and recreation facilities as “excellent” or “good”. Similarly, 79% reported the City’s parks, recreation facilities, and programs meet their needs.
 - Non-residents were more likely than residents of Tempe to feel their needs are met (85% vs. 77%).
- More than one-half of all respondents (54%) reported at least weekly household use of Tempe’s parks or recreational facilities.
- Survey respondents were most likely to report that in the past year they used local trails and paths (85%), parks (grassy areas, 83% or ramadas/playgrounds/picnic areas, 81%), or attended outdoor events (74%).
 - There was also strong survey representation from those who participated in water activities, sports, and races/walks or runs (one-half to two-thirds report doing so in the past year).
 - Roughly one-third reported household involvement in adult, senior or youth programs or classes in the past year.
 - Fewer respondents reported taking part in adaptive recreation programs (17%) or teen programs (12%).
- Two-thirds of respondents reported someone in their household had used Kiwanis Park, the Kiwanis Recreation Center/Wave Pool, the Kiwanis Tennis Center or Kiwanis Batting Range in the past year. Information was sought during this system-wide survey process for the concurrent Kiwanis Park Management Planning process.

Summary (3)

- Nearly two-thirds (63%) indicated they had met new people or made friends through their activities at City of Tempe parks and recreation facilities.
- A vast majority (90%) reported they generally drive to parks and recreational activities. Although 82% reported living within walking distance to a public park or recreational area, just over one-half (53%) reported walking to parks and recreation activities.
- Overall, the proportion of all respondents who felt the City of Tempe “needs more” of any of the types of parks or facilities evaluated ranged from 7% to 37%. The greatest interest was for more unpaved (37%) and/or paved trails (35%).
- When asked to evaluate if they felt there was a need for “more” of 12 specific amenities and furnishings, respondents expressed the greatest demand for more shade structures at city parks. Two-thirds selected “needs more” shade structures followed by one-half selecting “needs more” bathrooms and recycling bins. Grills and more signage received the least interest with only 16%–17% wanting “more”.
- The top five factors respondents felt prevented or limited their use of City of Tempe parks and recreational facilities were a lack of shade, restrooms, cleanliness and lighting as well as concerns over safety. Notably, one in four stated that nothing restricted their use.
- The primary barrier to participating in programs was the day or time programs were offered, mentioned by three in ten respondents. The types, cost and location of programs completed the top four challenges to participation.

Summary (4)

- When asked for the best way to inform them about events, programs or services, respondents most often selected the City of Tempe website, emails and social media.
 - The 44% who mentioned the Tempe Opportunities Brochure were evenly split in their preference for a paper brochure or online brochure.
- Among only the Tempe residents who responded to the survey, maintaining current parks and facilities ranked as the number one spending priority with 71% rating it a “high priority.” Maintaining the city’s current recreation programs and services ranked second with one-half of residents rating it a “high priority.” In comparison, fewer than one in four residents placed a “high priority” on expanding either facilities or programs/services.
- If it was necessary to raise additional money for park and recreation funding, a majority of Tempe residents who participated in the survey supported developing partnerships with private entities (74%) or offering recreation facility naming rights or sponsorships (70%).

Respondent Demographic Information



Respondent Profile

- More than three-quarters of survey respondents were residents of Tempe.
- Fewer than one-half reported working in Tempe (43%). Residents were significantly more likely than non-residents to report having a job in Tempe (45% vs. 36%).
- A total of 3% of survey participants were ASU students (4% residents/3% non-residents).
- Residents of the Alameda, Kiwanis/The Lakes and Corona/South Tempe areas had the highest levels of participation in the survey.
- Non-residents were most likely to live in Phoenix, Chandler and Mesa.

Residency (n=1,857)	
Tempe Residents	77%
Non-Residents	23%
Work in Tempe (n=1,857)	
Total	43%
Residents	45%
Non-residents	36%
ASU Student (n=1,857)	
Total	3%
Residents	4%
Non-Residents	3%

Tempe Residents Home Zip codes	
85281	28%
85282	30%
85283	26%
85284	16%
85287	.2%
Other	.3%

Non-Resident City of Residence	
Phoenix	34%
Chandler	19%
Mesa	18%
Scottsdale	12%
Gilbert	7%
Other	10%

Tempe Character Area (n=1367)	
Alameda	22%
Kiwanis/The Lakes	22%
Corona/South Tempe	18%
Rio Salado/DT/ASU/ NW neighborhoods	14%
Mills/Emerald	9%
Papago/North Tempe	7%
Apache	6%
Diablo/Double Butte	2%

Respondent Demographics

	Total (n=1 857)		Total (n=1 857)
Gender	(n=1377)	Children in HH	
Female	63%	None	52%
Male	32%	Under 6 years old	21%
No answer	5%	6 to 12 years old	24%
		13 to 17 years old	15%
Ethnicity	(n=1375)	Prefer not to answer	4%
White	75%	Income	(n=1373)
Hispanic/Latino/Spanish	9%	<\$40,000	8%
Black or African American	3%	\$40,000 to \$59,999	11%
Asian/Pacific Islander	3%	\$60,000 to \$79,999	11%
Native American/Eskimo	2%	\$80,000 to \$99,999	13%
Prefer not to answer	12%	\$100,000 to \$149,999	18%
		\$150,000+	16%
		Prefer not to answer	23%
Age			
Under 18	.2%		
18 to 24	2%	HH member with Disability	11%
25 to 34	17%	Type of Disability	(n=198)
35 to 44	26%	Physical disability	62%
45 to 54	18%	Intellectual/developmental	28%
55 to 64	17%	Other	15%
65 to 74	14%	Prefer not to answer	7%
75 or older	4%		
Prefer not to answer	2%		

- A majority of respondents were female (63%) and just under one-half (48%) had children in the household.
- Minority ethnicities make up 17% of the respondent base with one in ten reporting they are Hispanic.
- There was a wide range of ages and household income levels represented.
- One in ten (11%) reported a member of their household has a disability. Physical disabilities were most prevalent (62%).

Demographics – Resident vs. Non-Resident

	Resident (n=1429)	Non-Resident (n=428)		Resident (n=1429)	Non-Resident (n=428)
Gender	(n=1098)	(n=279)	Children in HH		
Female	65%	53%	None	52%	53%
Male	30%	42%	Under 6 years old	22%	17%
No answer	5%	5%	6 to 12 years old	23%	26%
			13 to 17 years old	13%	21%
Ethnicity	(n=1096)	(n=279)	Prefer not to answer	4%	2%
White	75%	75%	Income	(n=1094)	(n=279)
Hispanic/Latino/Spanish	10%	8%	<\$40,000	8%	8%
Black or African American	3%	6%	\$40,000 to \$59,999	10%	14%
Asian/Pacific Islander	3%	5%	\$60,000 to \$79,999	11%	12%
Native American/Eskimo	2%	1%	\$80,000 to \$99,999	13%	11%
Prefer not to answer	12%	13%	\$100,000 to \$149,999	19%	16%
			\$150,000+	16%	15%
Age			Prefer not to answer	23%	25%
Under 18	.2%	.2%			
18 to 24	2%	2%	HH member with Disability	11%	11%
25 to 34	18%	15%	Type of Disability	(n= 150)	(n=48)
35 to 44	26%	26%	Physical disability	63%	56%
45 to 54	17%	23%	Intellectual/developmental	27%	31%
55 to 64	16%	19%	Other	14%	19%
65 to 74	15%	11%	Prefer not to answer	8%	2%
75 or older	4%	3%			
Prefer not to answer	2%	1%			

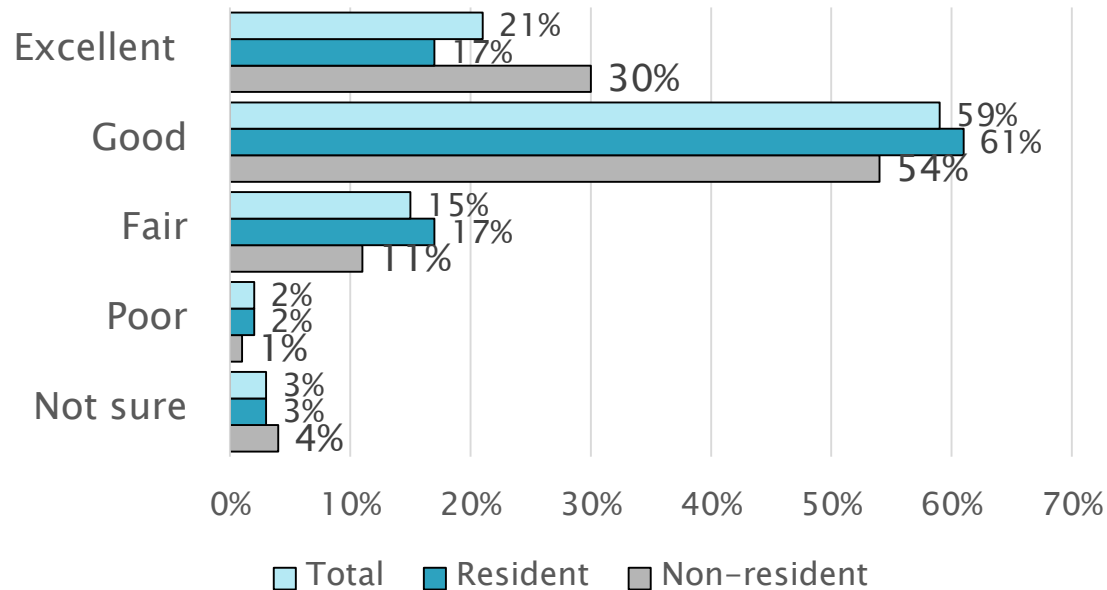
Perception & Use of Tempe Parks and Rec Facilities



Overall Quality of Tempe's Parks and Recreational Facilities

- Four in five respondents (80%) rated the overall quality of Tempe's parks and recreational facilities as excellent (21%) or good (59%).
- Non-residents rated overall quality higher than residents of Tempe (84% vs. 78% Excellent/Good). Whereas non-residents were more likely to rate the quality of Tempe's parks and recreational facilities as "excellent," Tempe residents were more likely to provide a "good" rating.

Overall Quality

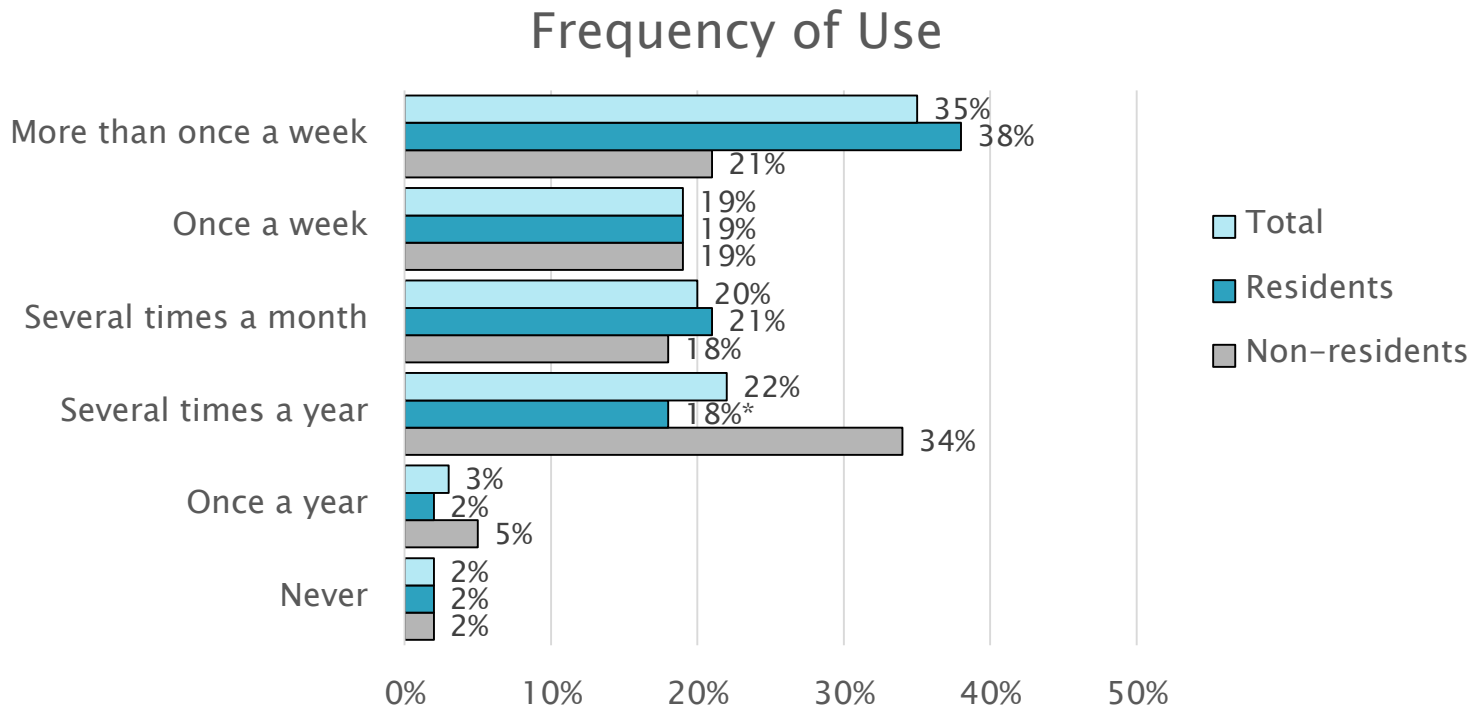


Q1: How would you rate the overall quality of Tempe's parks and recreational facilities?

Total n = 1857, Residents n=1429, Non-residents n=428

Frequency of Using Tempe Parks and Recreational Facilities

- More than one-half (54%) of respondents reported their households use parks or recreational facilities in Tempe at least once a week with just over one-third (35%) using them “more than once a week.”
- Tempe residents were more likely than non-residents to report the most frequent level of use – 32% of residents use Tempe parks or recreational facilities “more than once a week” compared to 21% of non-residents. However, the proportion reporting “once a week” usage was 19% for everyone.
- Non-residents were more likely to use Tempe’s parks and recreational facilities “several times a year” or “once a year.”

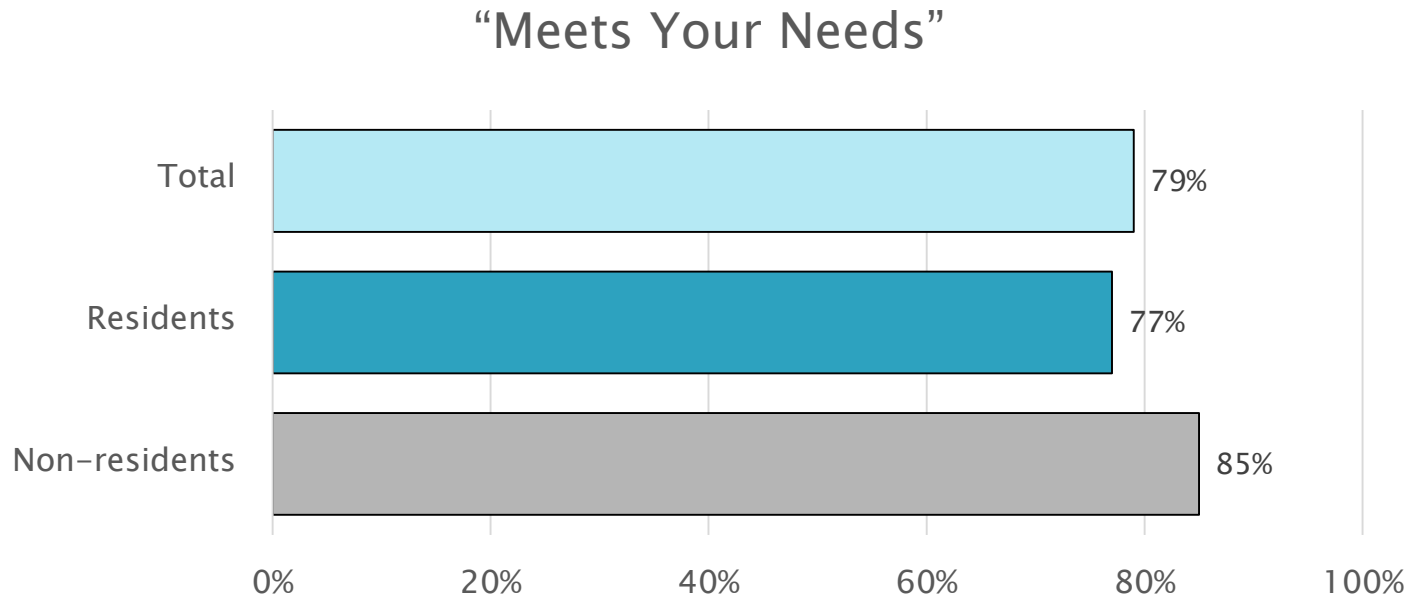


Q2: How often do you or other members of your household use parks or recreational facilities in Tempe?

Total n = 1788, Residents n=1389, Non-residents n=399 (Among all)

Tempe's City Parks, Recreational Facilities and Programs Meet Needs

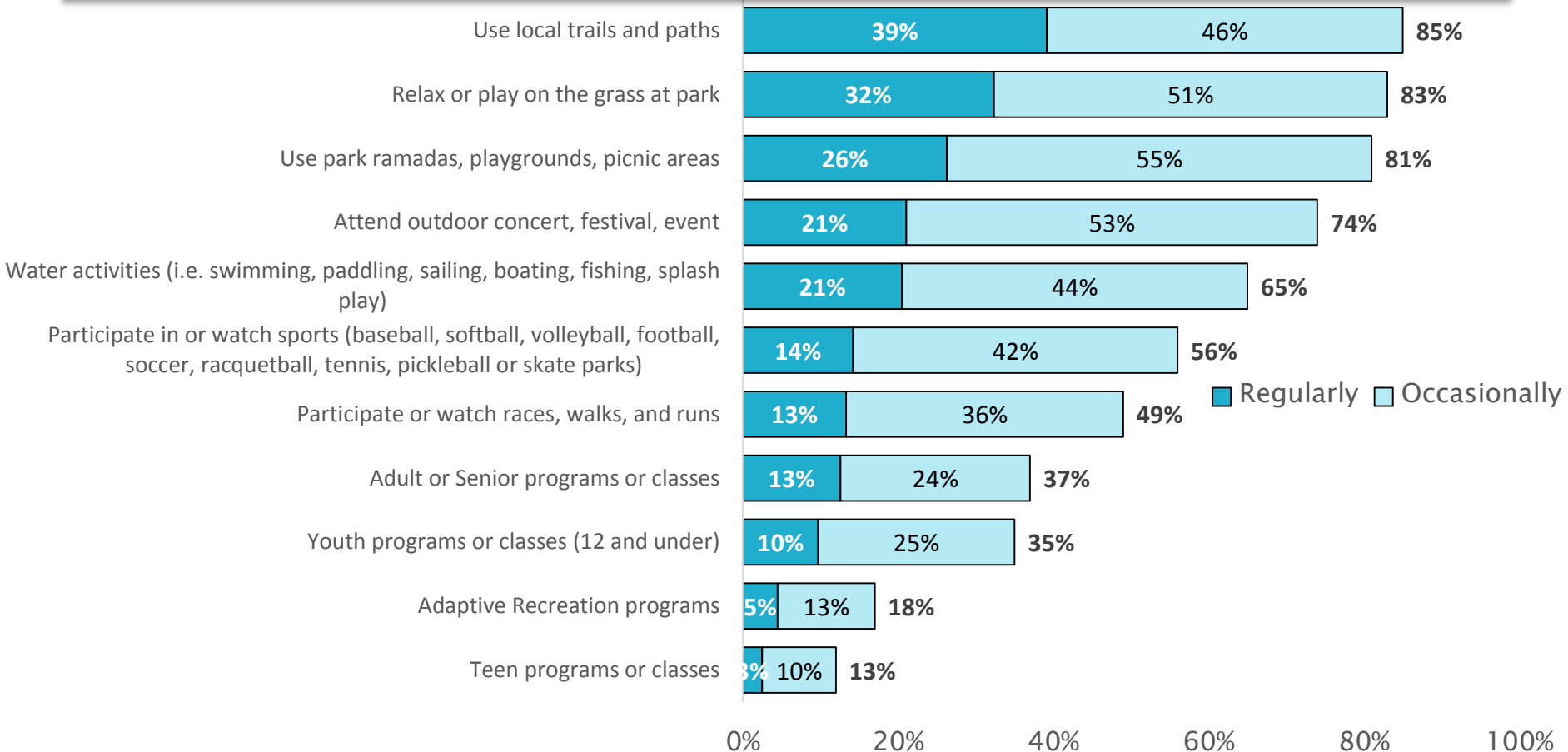
- Four in five respondents (79%) reported Tempe's city parks, recreational facilities and programs meet their needs.
- Although more than three in four Tempe residents stated their "needs are met" (77%), non-residents were more likely to feel Tempe's parks, facilities and programs and meet their needs (85%).



*Q3: Do Tempe's city parks, recreation facilities and programs meet your needs?
Total n = 1777 , Residents n=1384, Non-residents n=393*

Past Year Household Participation in Activities – Total

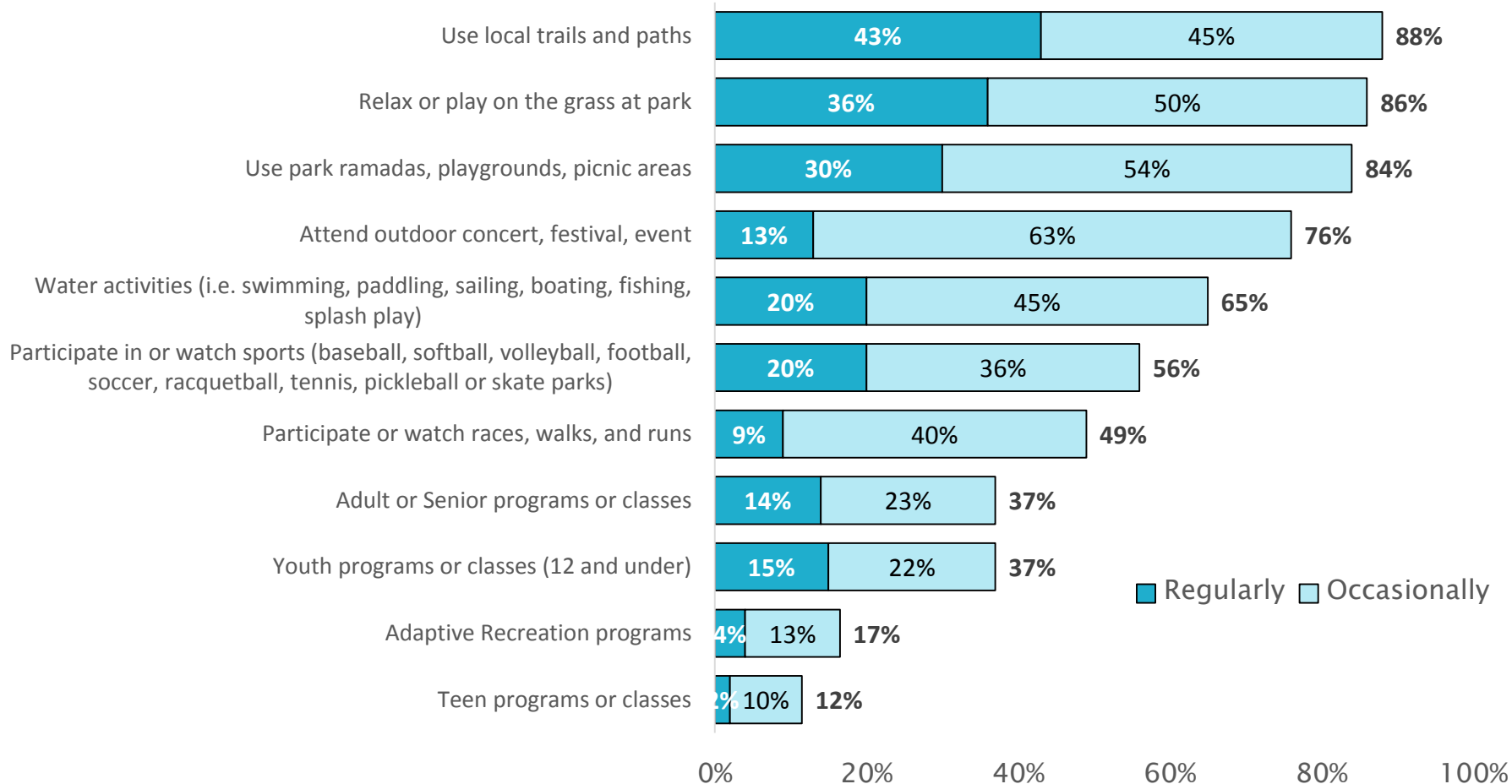
- Survey respondents were most likely to report that in the past year their households have “occasionally” or “regularly” used Tempe’s local trails and paths (85%) or enjoyed time at City parks either on the grass (83%) or using ramadas playgrounds and picnic areas (81%).



*Q4: Please tell us how often you or other members of your household have participated in these activities in the past year... (regularly/occasionally/never)
n= 1614 (Among those who use Tempe park & rec facilities at least once per year, required question)*

Past Year Participation in Activities – Tempe Residents Only

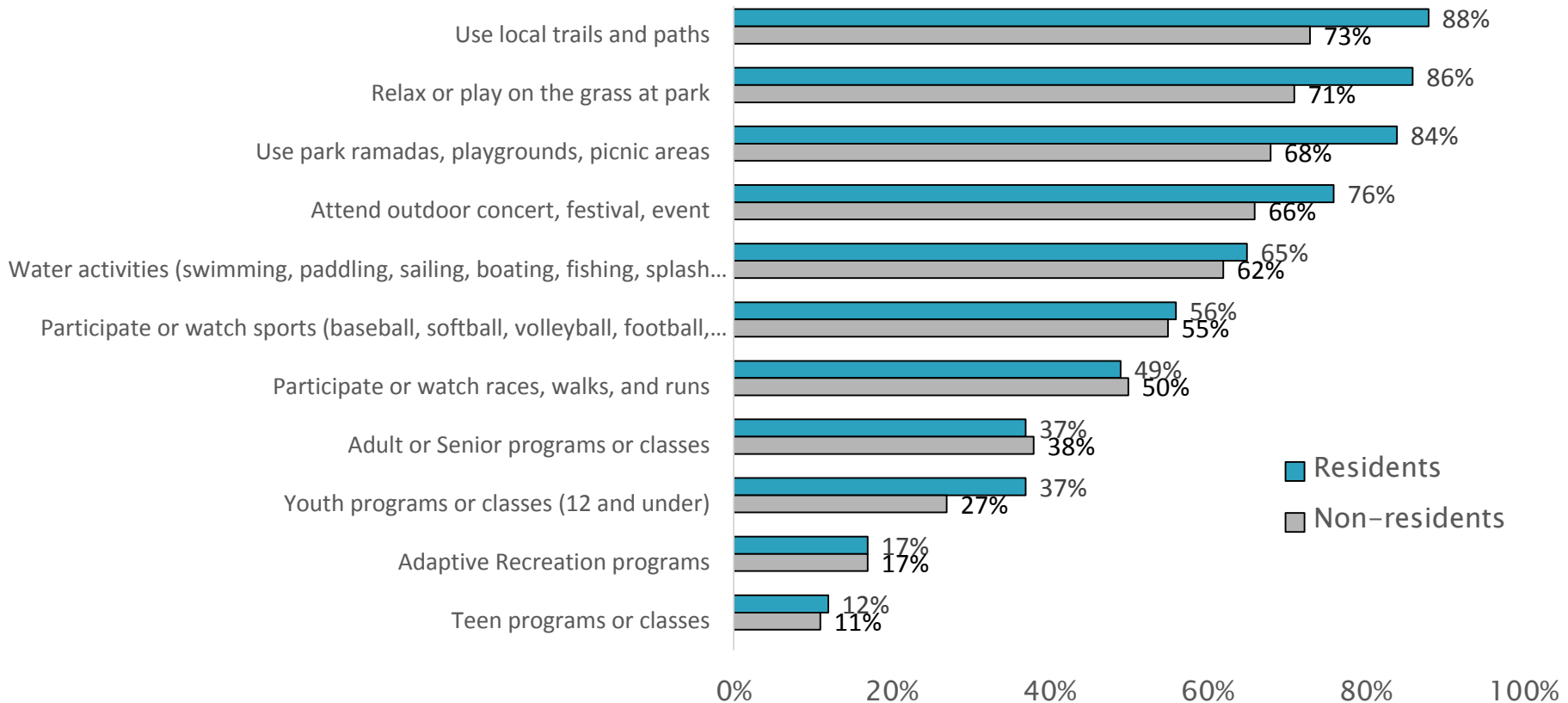
- Residents of Tempe who participated in the survey were most likely to report past year usage of local trails and paths (88%), grass at parks (86%), and park ramadas, playgrounds and picnic areas (84%).



*Q4: Please tell us how often you or other members of your household have participated in these activities in the past year... (regularly/occasionally/never)
 n= 1262 (Among Tempe residents who use Tempe park & rec facilities at least once per year, required question)*

Regular & Occasional Past Year Participation in Activities – Residents vs. Non-residents

- Residents were more likely than non-residents to report past year usage in every category excluding participate or watch races, walks, and runs, and Adult or Senior programs or classes.

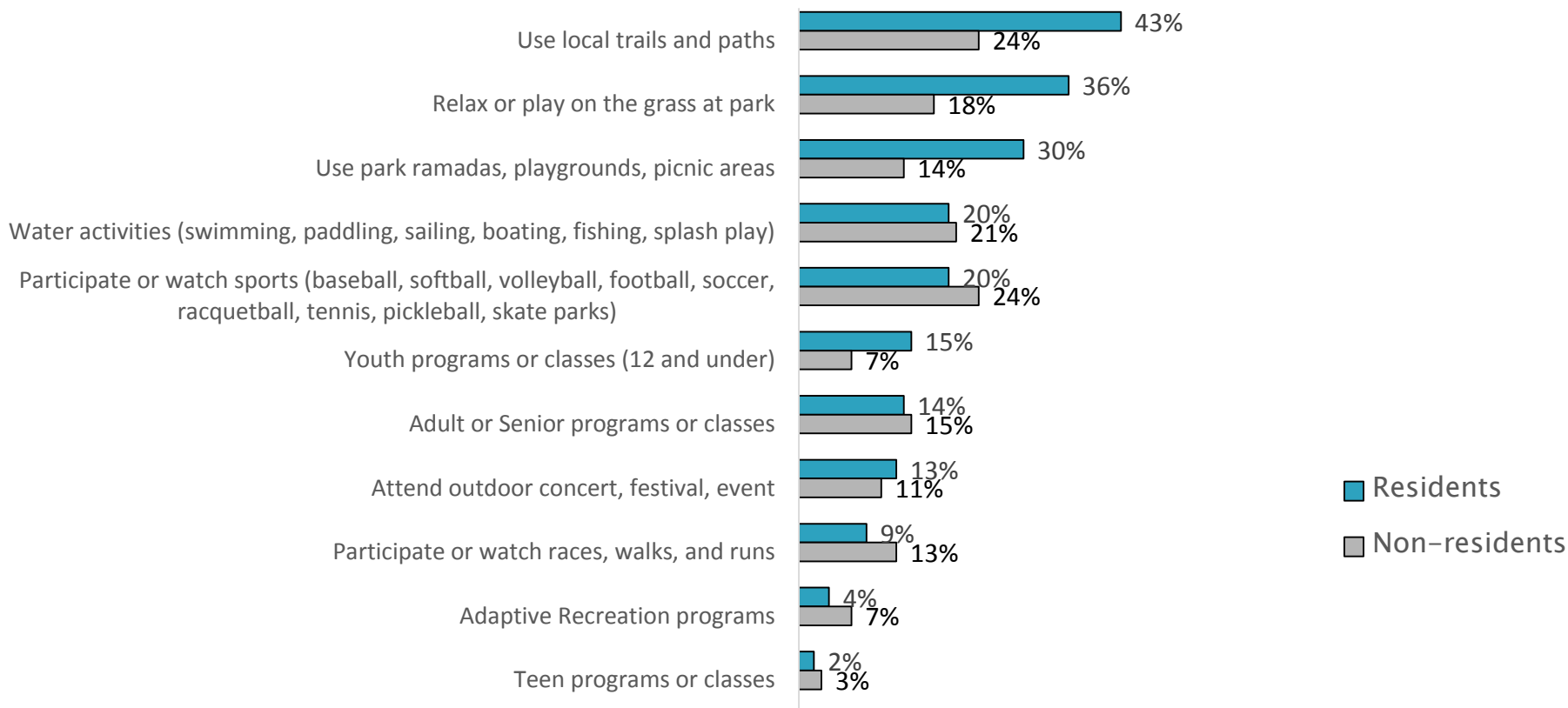


Residents n= 1262 (Residents that use Tempe park & rec facilities at least once per year, required question)

Non-residents n= 352 (Non-residents that use Tempe park & rec facilities at least once per year, required question)

Regular Past Year Participation in Activities – Regularly Participate Residents vs. Non-residents

- A review of respondents who reported “regularly” participating in activities revealed that while residents of Tempe were more likely to regularly use local trails/paths, parks, and youth programs, as well as attend outdoor concert, festival, and event, non-residents were as or more likely to regularly participate in the other activities.



Residents n= 1262 (Residents that use Tempe park & rec facilities at least once per year, required question)

Non-residents n= 352 (Non-residents that use Tempe park & rec facilities at least once per year, required question)

Facilities Used for Activities

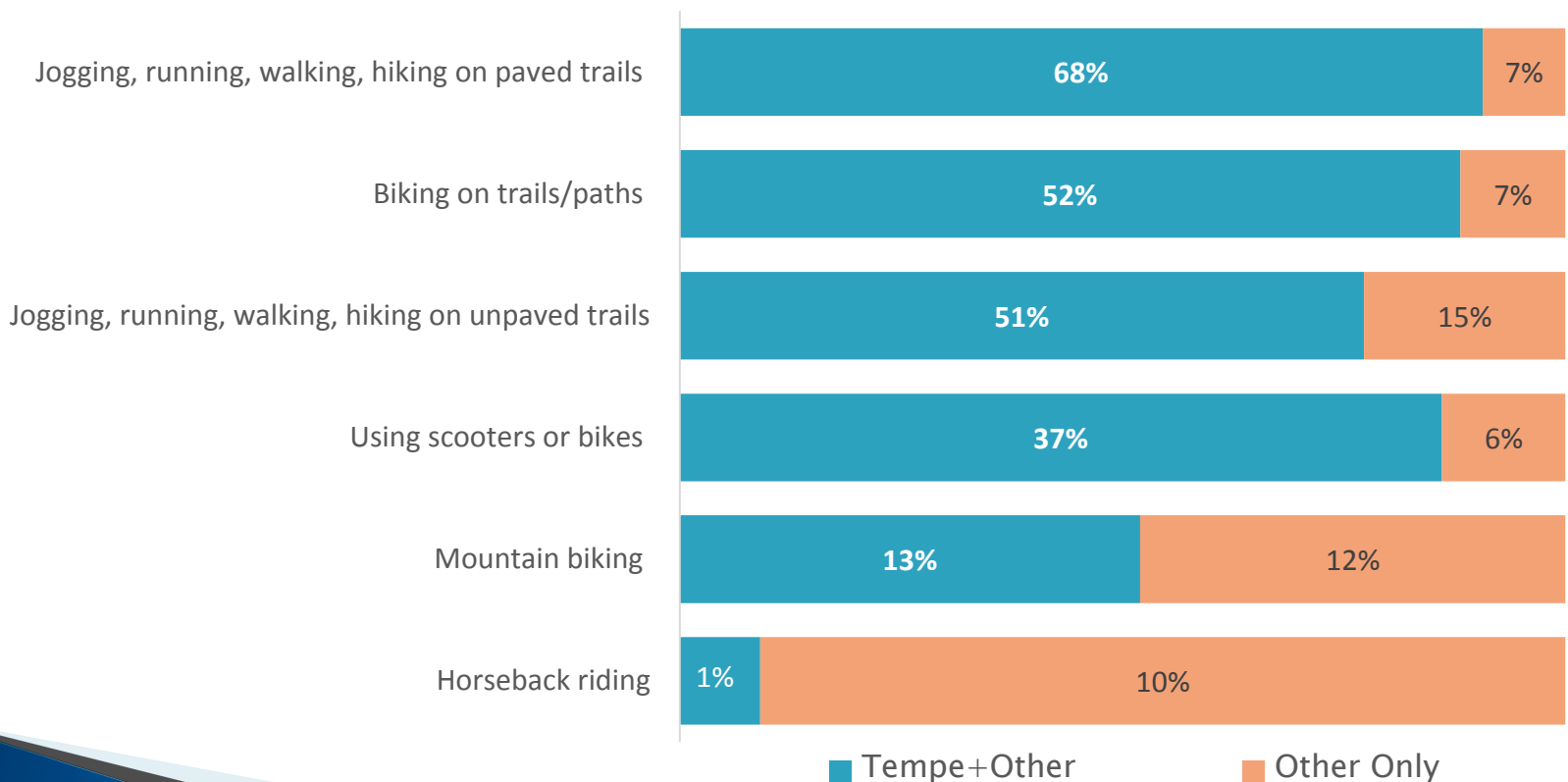


Facilities Used for Trail and Path Activities – Total

A majority (85%) of those who have used Tempe City Park & Rec facilities in the past year reported regularly or occasionally using local trails and paths.

Among local trail and path users:

- More than two-thirds (68%) indicated they jog, run, walk or hike on paved City of Tempe trails.
- Just over one-half reported use of Tempe facilities for biking (52%) or to jog, run, walk, or hike on unpaved trails (51%).
- The use of mountain biking trails were fairly split between using Tempe trails (13%) and only using non-Tempe trails (12%). Horseback riding on Tempe trails was least popular among these residents (1%).



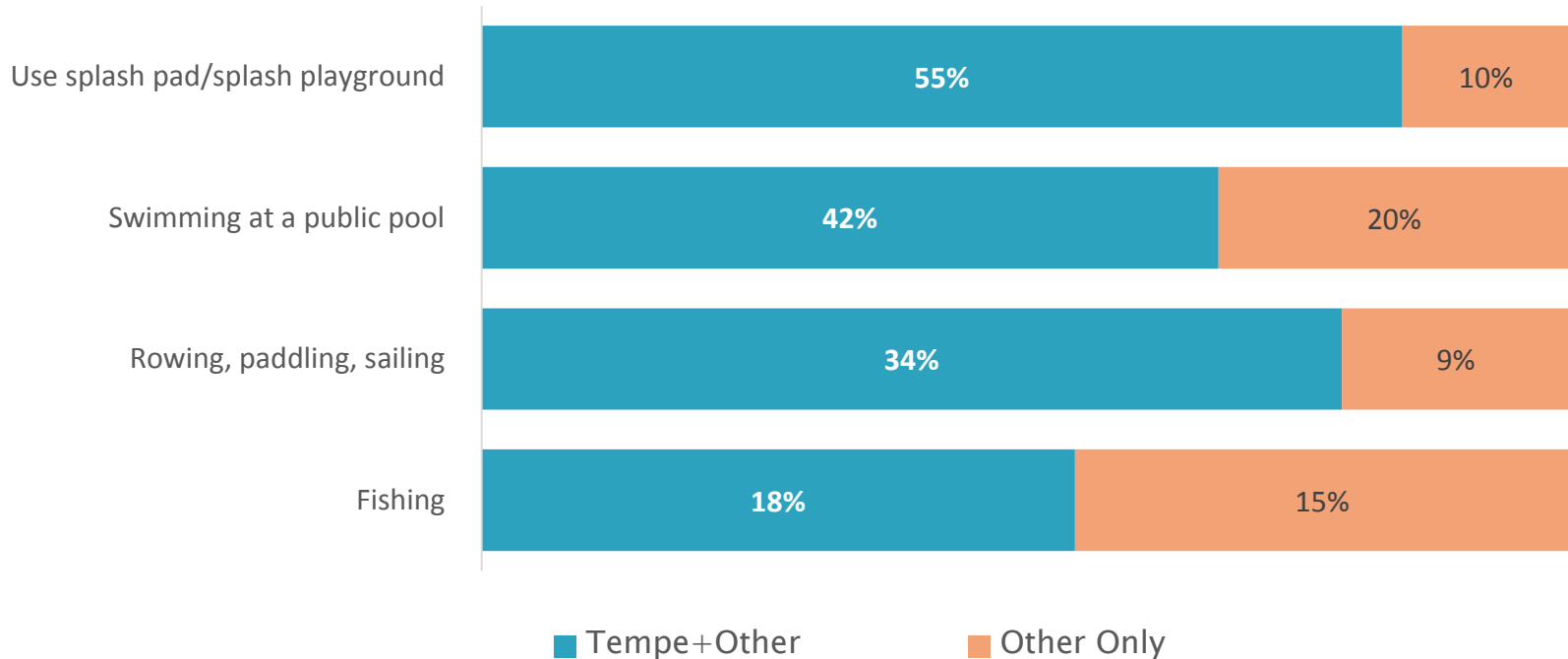
n= 1,271 (Among those who use Tempe Park/Rec facilities at least once per year and use local trails and paths)

Facilities Used for Water Activities – Total

Two-thirds (65%) of those who have used Tempe City Park & Rec facilities in the past year reported regularly or occasionally participating in water activities.

Among water activity participants:

- More than one-half (55%) used Tempe splash play areas.
- A total of 42% reported using Tempe public swimming pools.
- One-third (34%) reported rowing, paddling or sailing using City waterways.
- Nearly one in five (18%) used Tempe facilities for fishing and only slightly fewer (15%) fish elsewhere only.



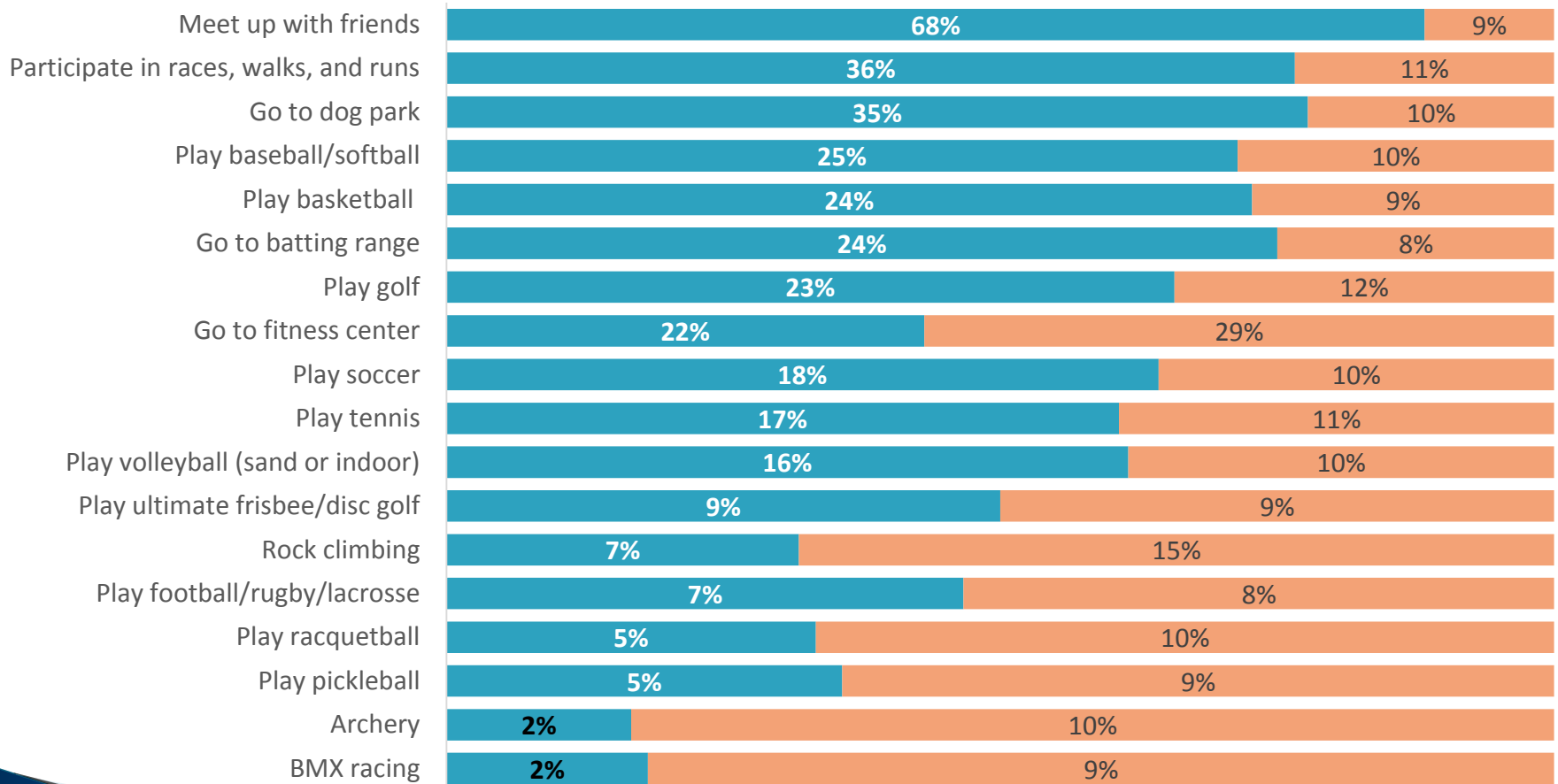
n= 999 (Among those who use Tempe Park/Rec facilities at least once per year and participate in water activities)

Facilities Used for Sports/Races, Walks or Runs – Total

Roughly one-half of those who have used Tempe City Park & Rec facilities in the past year have household members regularly or occasionally participate in or watch sports (56%) or races, walks or runs (49%)

Among sports/running activity participants:

- Respondents were most likely to rely on City facilities for “meeting up with friends,” races/walks/runs, and dog parks.



■ Tempe+Other

■ Other Only

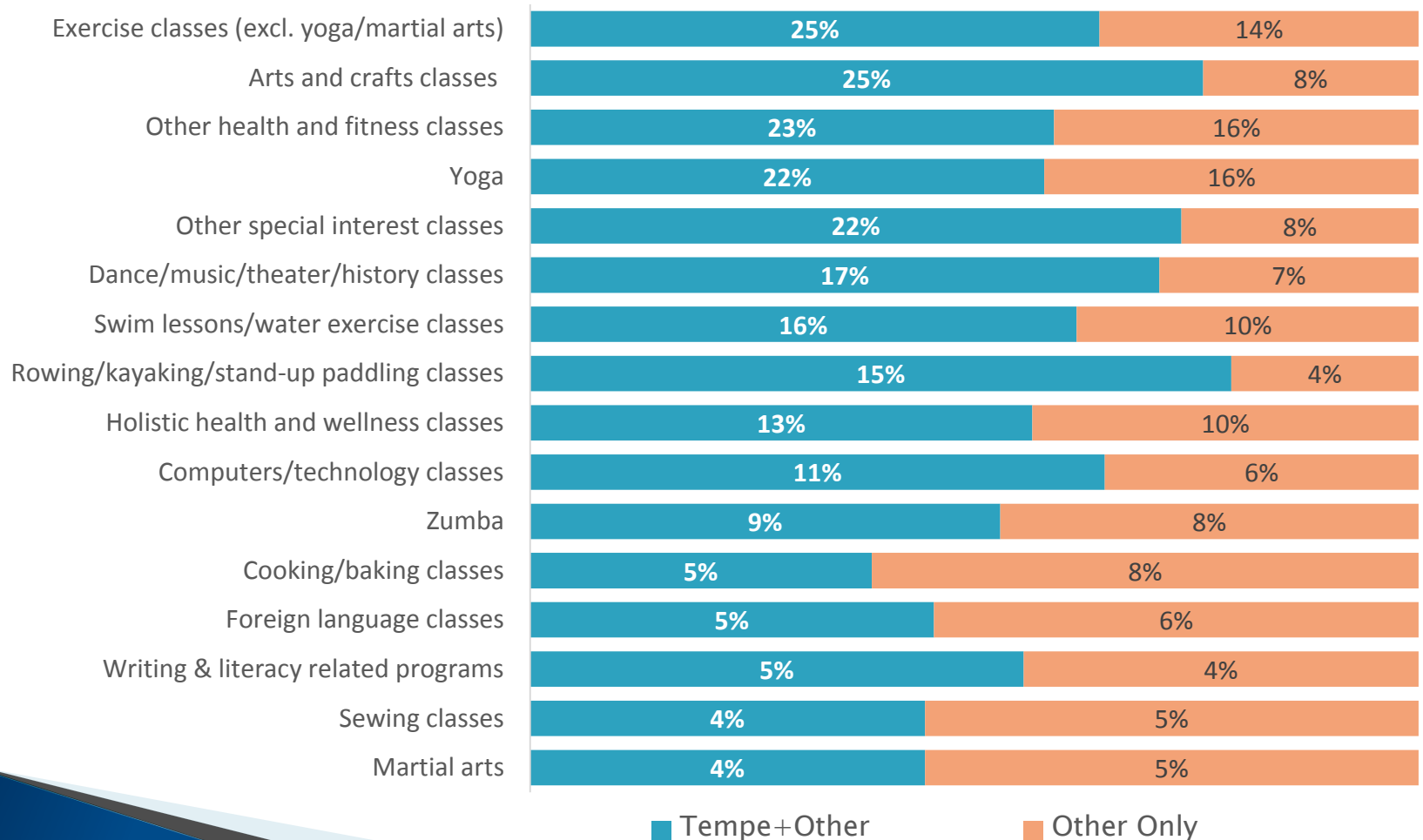
Total n= 924 (Among those who use Tempe Park/Rec facilities at least once per year and participate in or watch sports or walks/runs)

Facilities Used for Adult or Senior Programs or Classes – Total

More than one third of respondents (37%) reported having household members regularly or occasionally participate in adult or senior programs or classes.

Among adult/senior program or class participants:

- The top five classes participated in at City of Tempe facilities were exercise classes, arts and crafts classes, health and fitness classes, yoga and other special interest classes (25% to 22%).



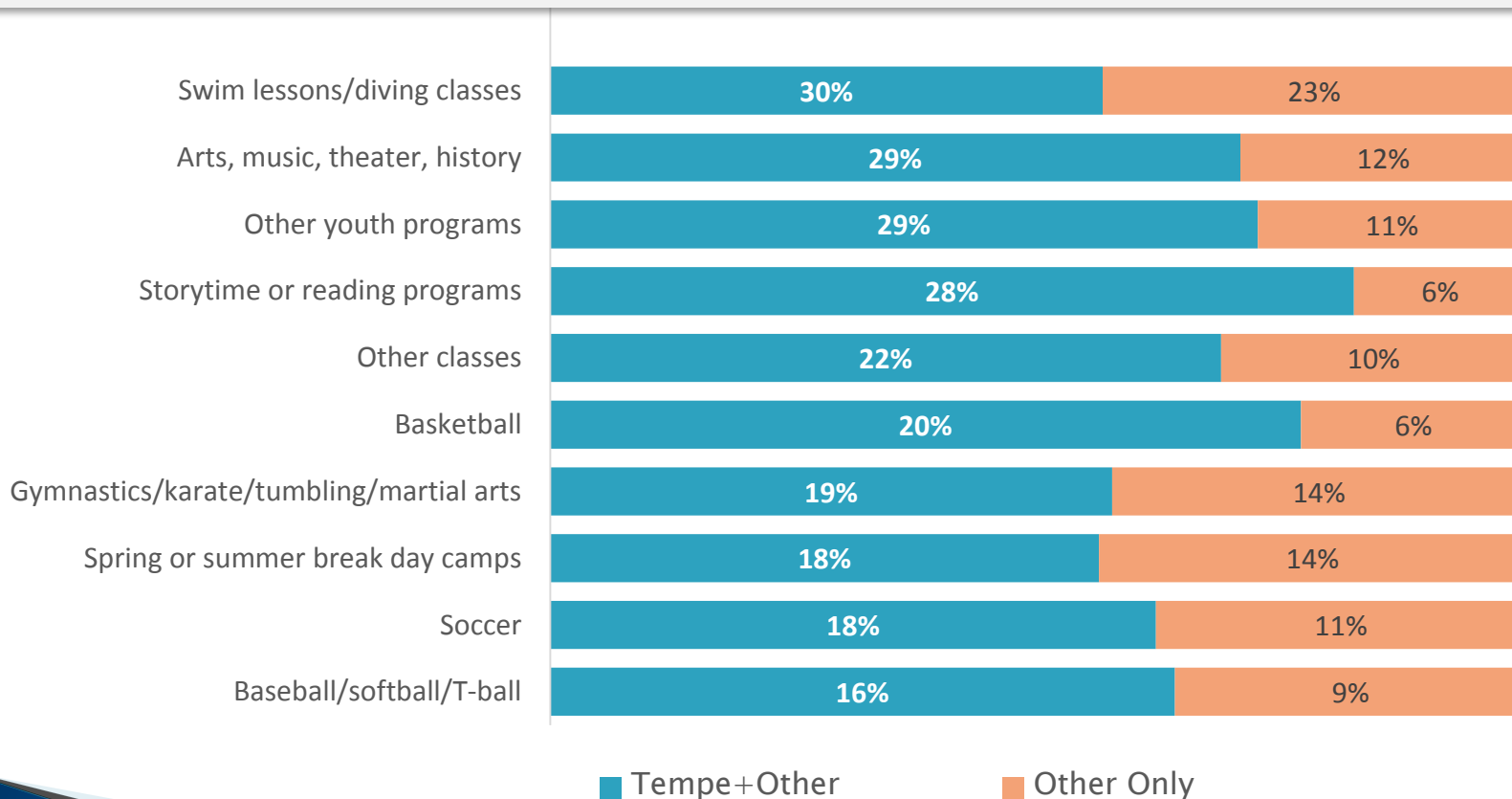
n= 567 (Among those who use Tempe Park/Rec facilities at least once per year and participate in adult/senior classes or programs)

Facilities Used for Youth or Teen Programs (continues on following page) – Total

One-third (35%) of respondents reported having a child participate in youth programs/classes and 12% have teens who participate in programs or classes.

Among youth or teen program participants:

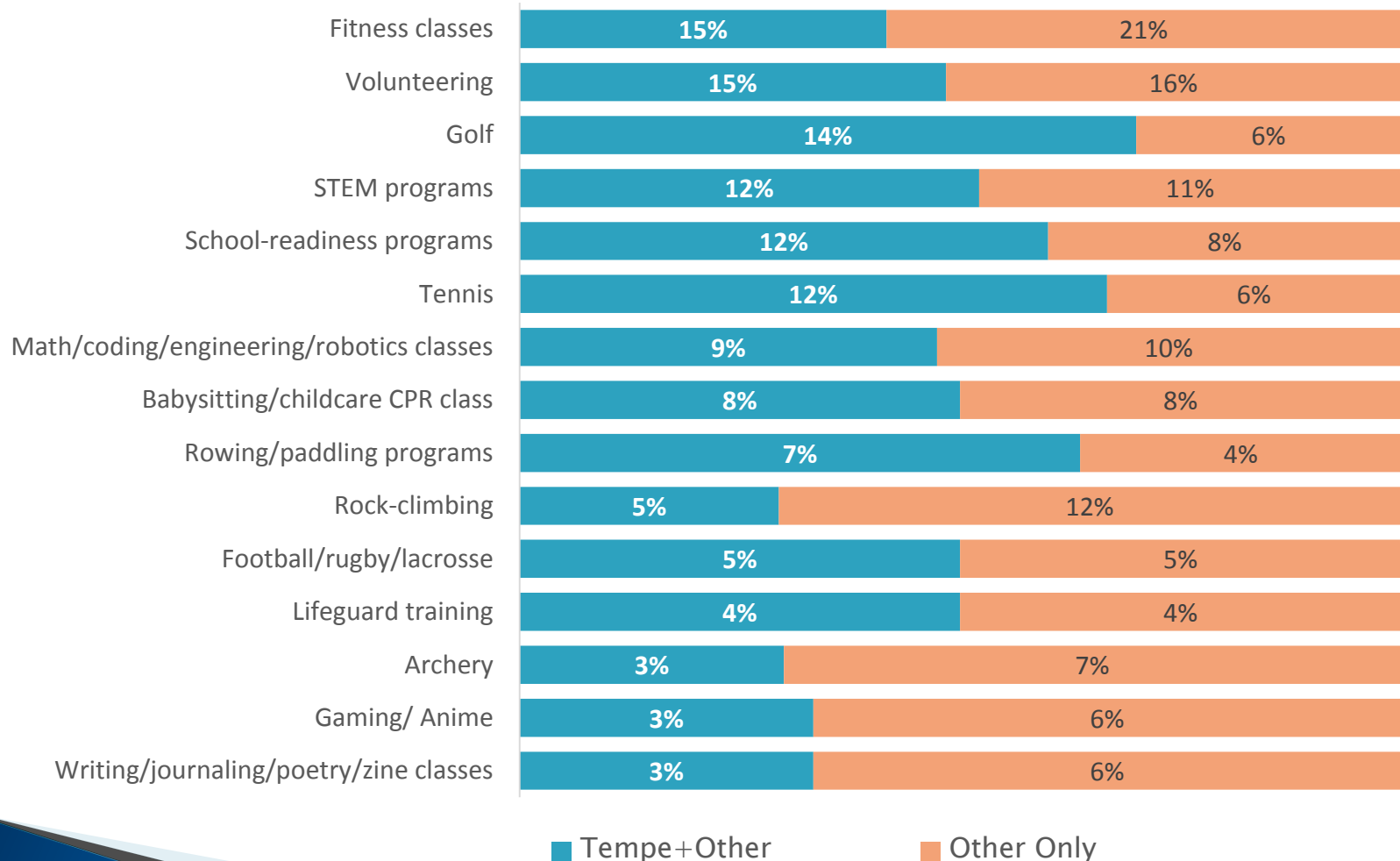
- Tempe facilities were the most popular for swim lessons or diving programs (30%), arts/music/theater or history classes (29%), “other” youth programs (29%), and Storytime or reading classes (28%).
- Reliance on non-Tempe facilities was most prevalent for swim/dive lessons (23%), fitness classes (21%), and volunteering (16%).



n= 575 (Among those who use Tempe Park/Rec facilities at least once per year and participate in youth/teen classes or programs)

Use Tempe Park & Rec for Youth or Teen Programs (Continued) – Total

- Among those who use Tempe facility for youth/teen programs, the exclusive use of non-Tempe facilities outweighed use of City facilities for fitness classes and rock climbing, however there was comparable use of non-Tempe youth and teen programs by many of the surveyed respondents.

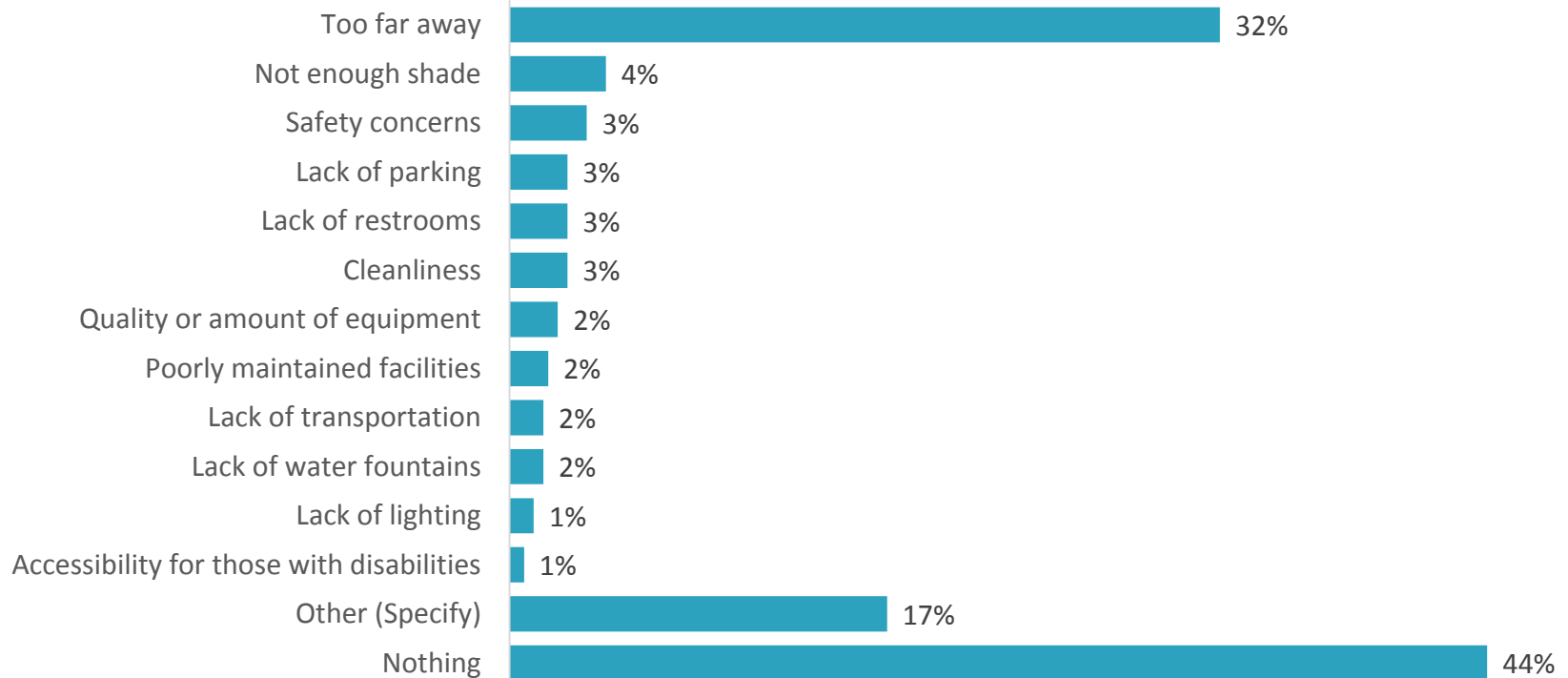


n= 575 (Among those who use Tempe Park/Rec facilities at least once per year and participate in youth/teen classes or programs)

Use of Kiwanis – Total

- Two-thirds of respondents (67%) reported they or someone in their household has used Kiwanis Park, the Kiwanis Recreation Center/Wave Pool, the Kiwanis Tennis Center or Kiwanis Batting Range in the past year.
- Among those who have not taken advantage of any of the Kiwanis offerings (33% of respondents), the primary reason given was that it was too far away (32%). However, 44% provided no reason.

Reasons for Not Using Kiwanis in Past Year

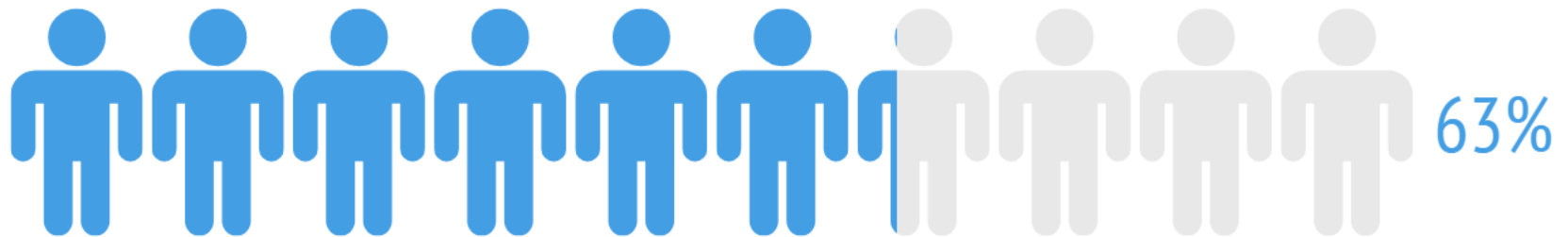


Q12. In the past year, have you or anyone in your household used Kiwanis Park, the Kiwanis Recreation Center/Wave Pool, the Kiwanis Tennis Center, or the Kiwanis Batting Range? n= 1408 (Required)

Q12a: Why not? n=461 (Asked of those who have not used Kiwanis in past year)

Met People/Made Friends through Tempe Parks & Rec Activities – Total

- Nearly two-thirds of respondents indicated they had met new people or made new friends through their activities at City of Tempe parks and recreation facilities.



Q4g: Have you met new people or made new friends through your activities at the City of Tempe parks and recreation facilities? n = 1503 (Among those with household members who have used Tempe park and rec facilities in the past year and participated in at least one of the activities evaluated).

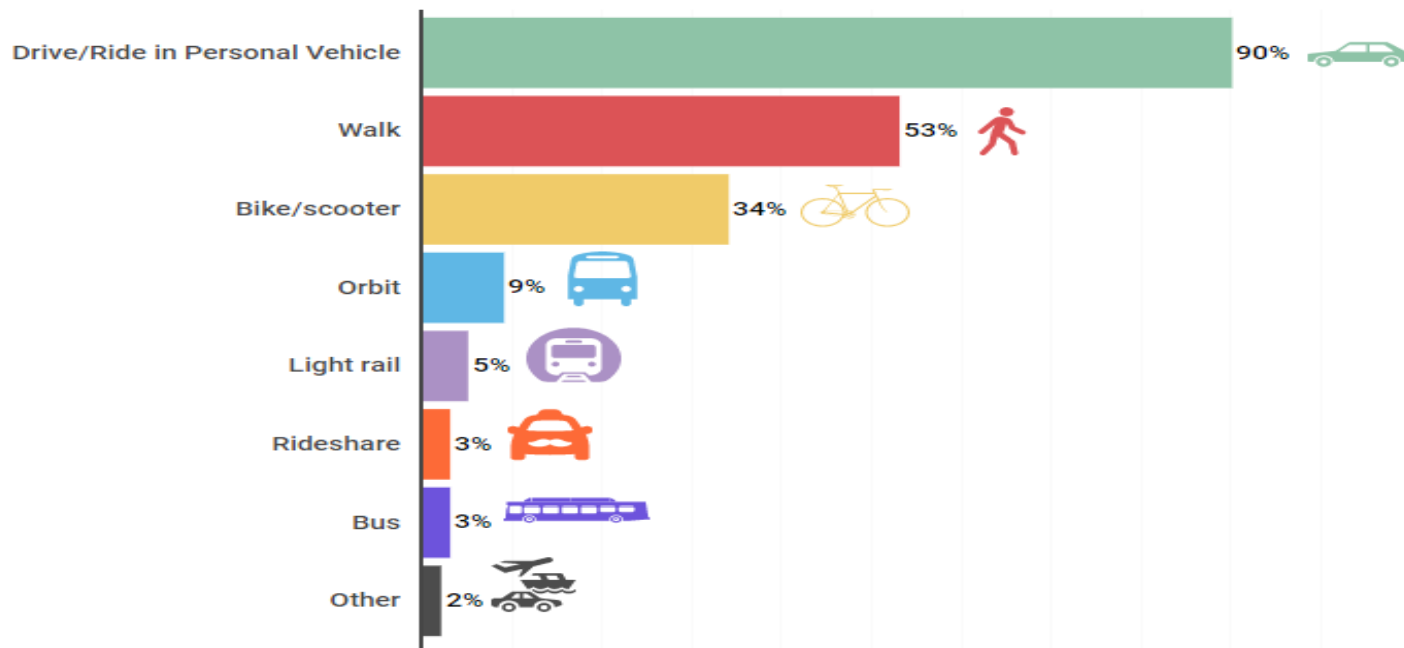
Transportation to Parks & Recreation Facilities



Transportation to Park/Rec Activities – Total

- A vast majority of respondents who use have used Tempe parks/recreational facilities in the past year (90%) reported using a personal vehicle, as either the driver or passenger, to get to parks and recreation activities.
- While 82% reported living within walking distance to a public park or recreational area, just over one-half (53%) reported walking to parks and rec activities.
- One-third biked or scooted to get to a park or recreational activity. More than one in ten (13%) reported using some form of public transit (Orbit, bus, light rail) to travel to park and rec activities.

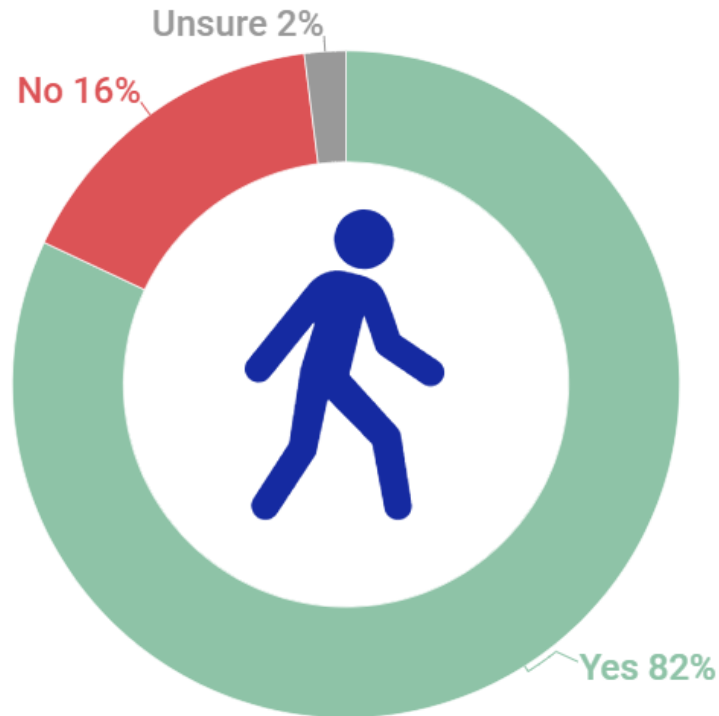
Transportation to Parks & Rec Activities



Q6. In general, how do you get to parks and recreational activities? Select all that apply. n= 1484 (Asked of all who use Tempe Park/Rec facilities at least once a year, Required response)

Ability to Walk to Park/Rec Activities – Total

Public Park or Rec Area in Walking Distance



Q7: Do you have a public park or recreational area within walking distance of your residence?

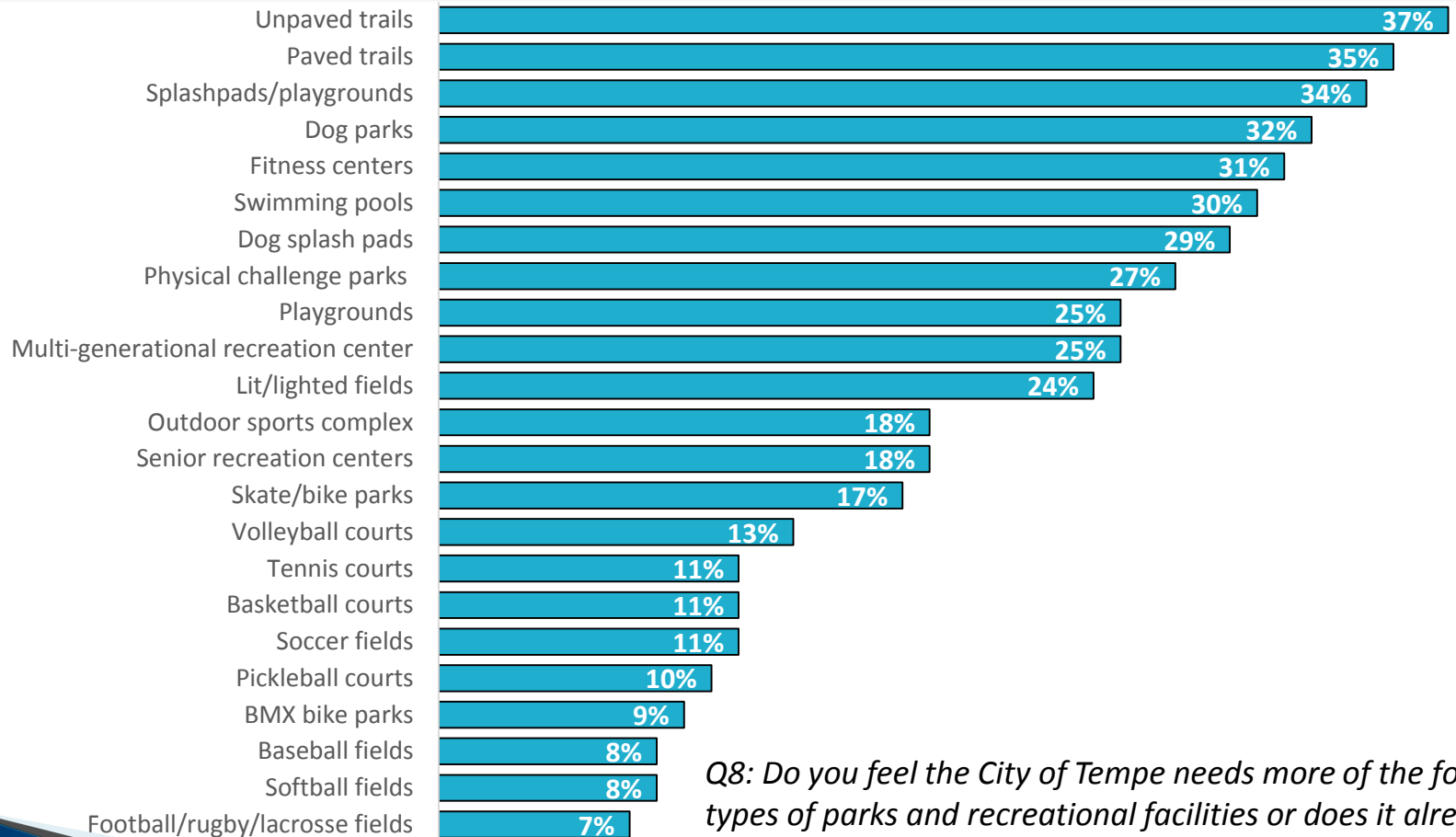
*(Walking distance is considered to be 0.5 miles or 10 minutes). n = 1512
(Asked of all, Required response).*

Additional Programs, Facilities and Amenities Needed



Summary of “Needs More” Parks and Rec Facilities – Total

- Overall, the proportion of all respondents who felt the City of Tempe “needs more” of any of the types of parks or facilities listed ranged from 7% to 37%. The greatest interest was for more unpaved (37%) and/or paved trails (35%).
- Of importance, 45% to 64% of respondents did not share an opinion on the need for the 23 park and facility types listed (i.e. did not choose “needs more” or “has enough”).

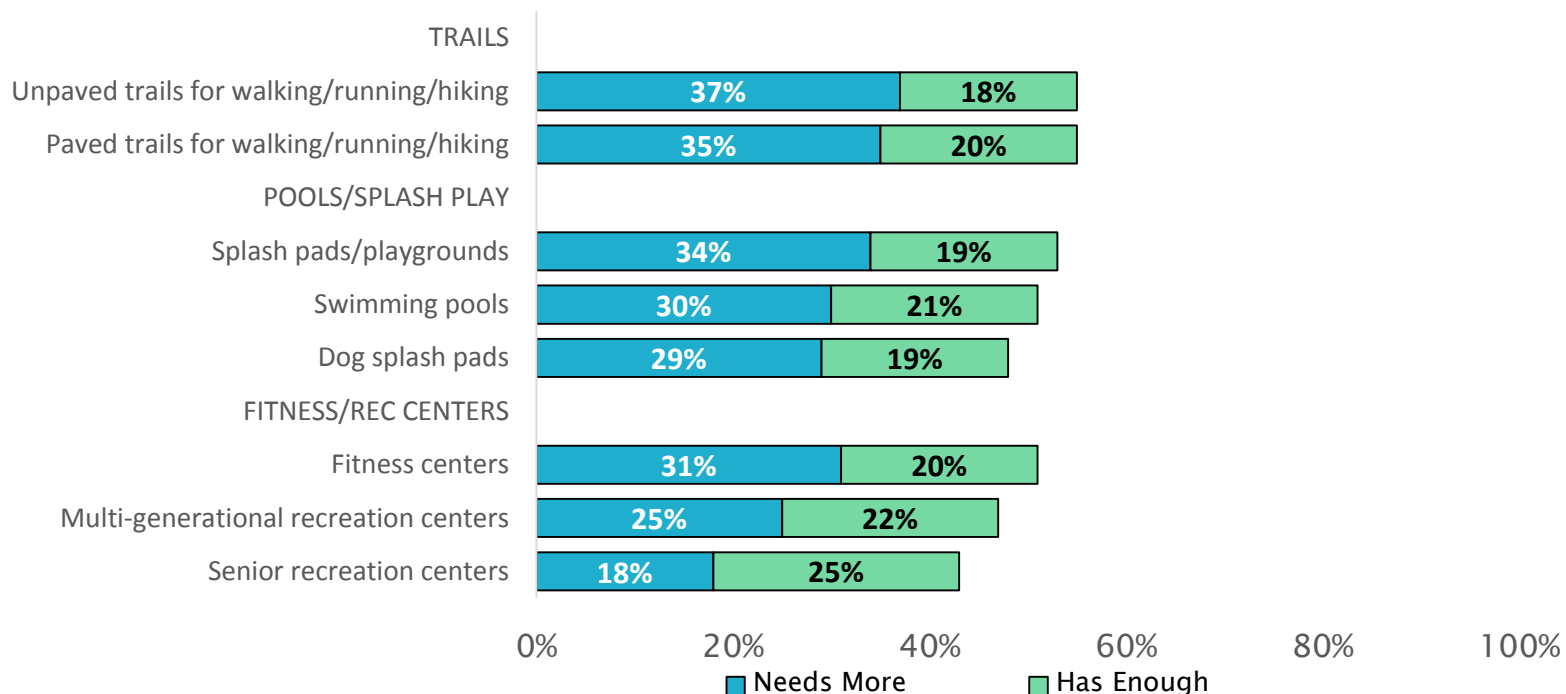


Q8: Do you feel the City of Tempe needs more of the following types of parks and recreational facilities or does it already have enough of each?

n=1468 (Shown to all)

Sufficiency of Trails, Pools/Splash Play, or Fitness/Rec Centers – Total

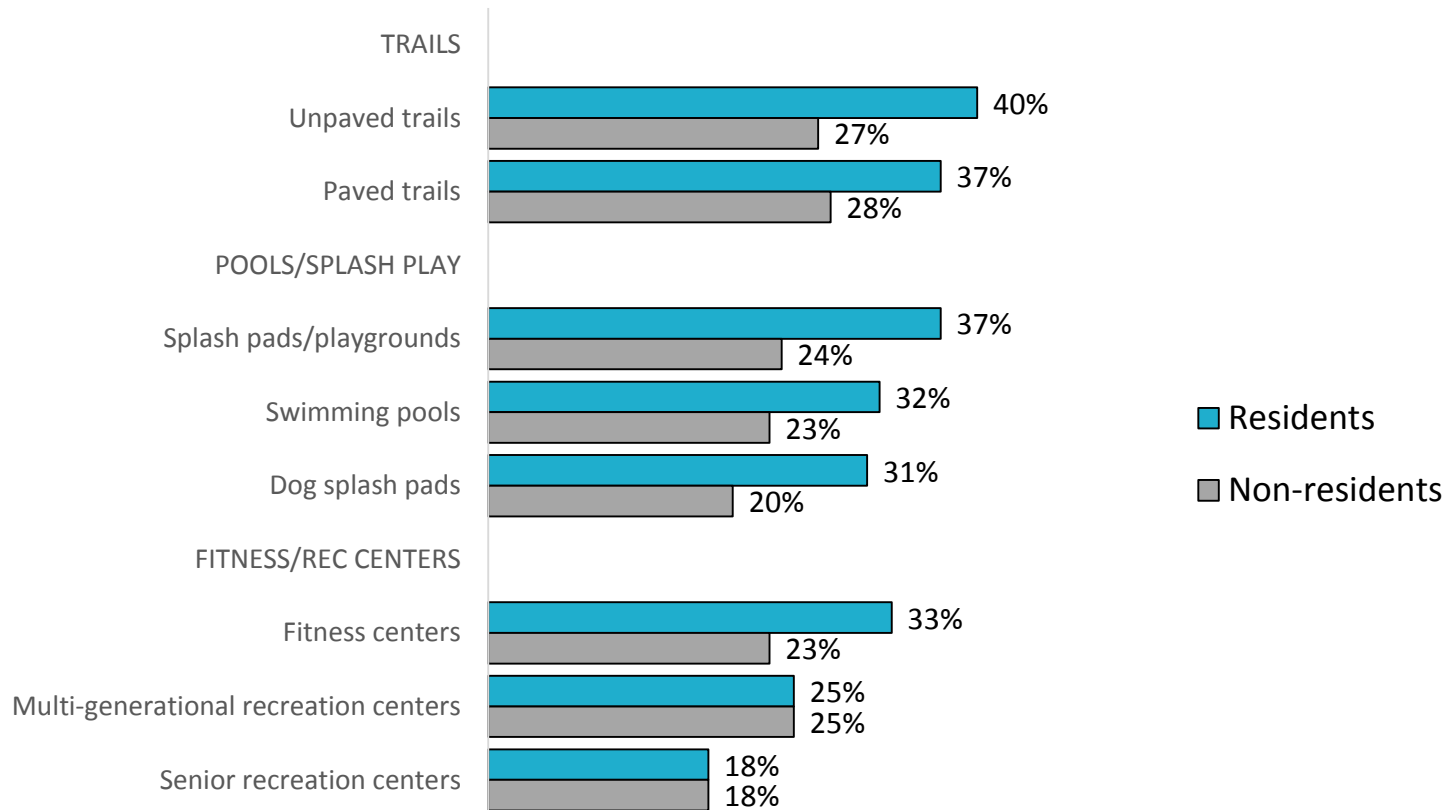
- More than one-third felt the City of Tempe “needs more” paved (37%) and/or paved (35%) trails for walking, running or hiking.
- One-third thought Tempe “needs more” splash pads and slightly fewer wanted more swimming pools (30%) and/or dog splash pads (29%).
- Nearly one-third (31%) assessed that Tempe “needs more” fitness centers. While 25% wanted to see more multi-generational recreation centers in Tempe, fewer felt there was a need for more senior rec centers (18%).



Q8: Do you feel the City of Tempe needs more of the following types of parks and recreational facilities or does it already have enough of each? n= 1468 (Shown to all)

Summary of “Needs More” Trails, Pools/Splash Play, Fitness/Rec Centers – Residents vs. Non-residents

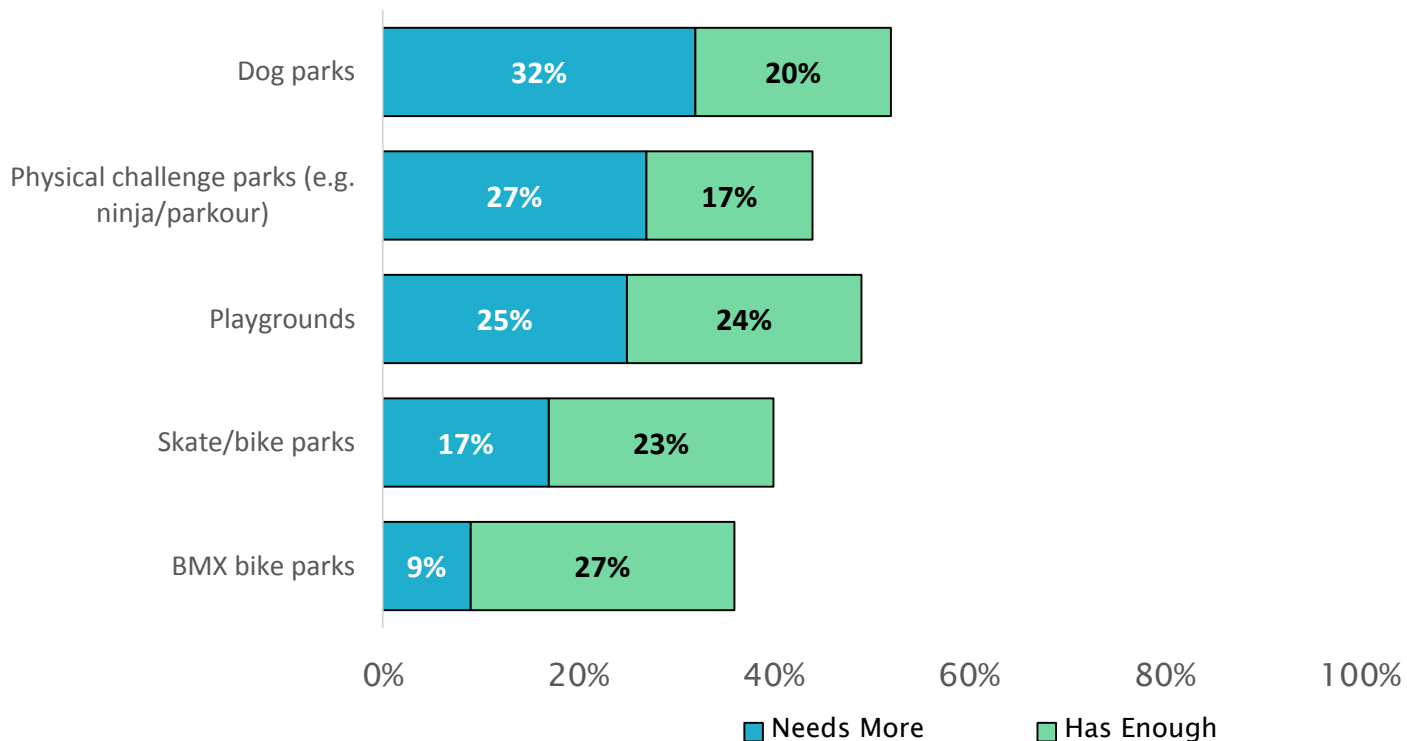
- Tempe residents were more likely than non-residents to feel Tempe “needs more” trails (paved and unpaved), pools and splash pads. Residents were also more likely to express interest in more fitness centers in Tempe.



Q8: Do you feel the City of Tempe needs more of the following types of parks and recreational facilities or does it already have enough of each?
 Residents n= 1166, Non-residents n=302 (Shown to all)

Sufficiency of Specialty Parks/Playgrounds – Total

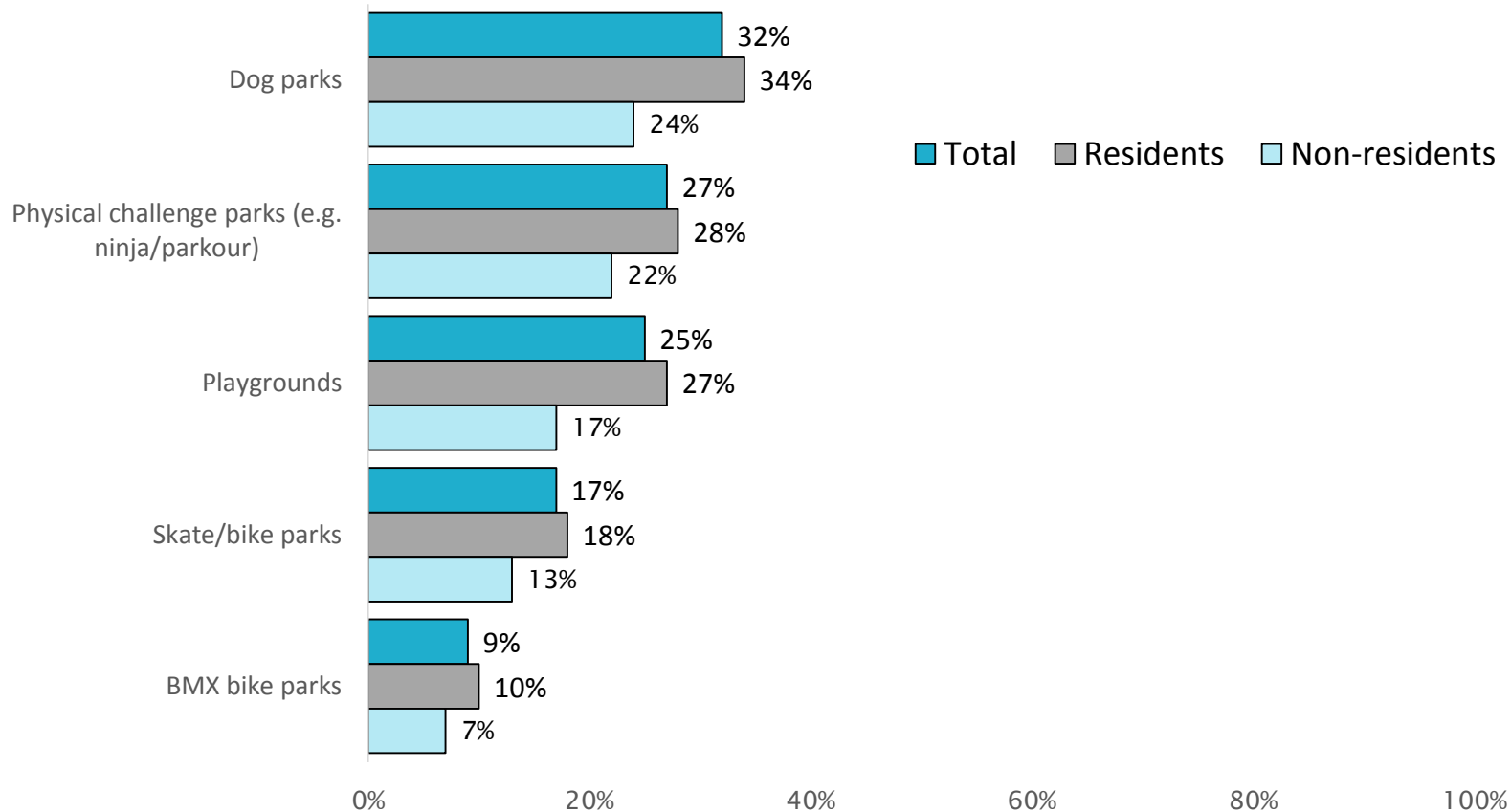
- Overall, fewer than one-third of respondents felt the City of Tempe “needs more” of any of the additional parks and recreational facilities listed. The greatest interest was for more dog parks (32%), followed by physical challenge parks (27%) and playgrounds (25%).
- Respondents were least likely to feel the City of Tempe “needs more” BMX bike parks (9%) and the most likely to feel it “has enough” (27%).
- Notably, 48% to 64% did not give an opinion on the five park facilities listed.



Q8: Do you feel the City of Tempe needs more of the following types of parks and recreational facilities or does it already have enough of each? n=1468 (Shown to all)

Summary of “Needs More” Specialty Parks/Playgrounds

- Tempe residents were most likely to feel Tempe “needs more” dog parks (34%), followed by physical challenge parks (28%) and playgrounds (27%).
- Tempe residents were more likely than non-residents to express a desire for more of all five types of parks and facilities listed.

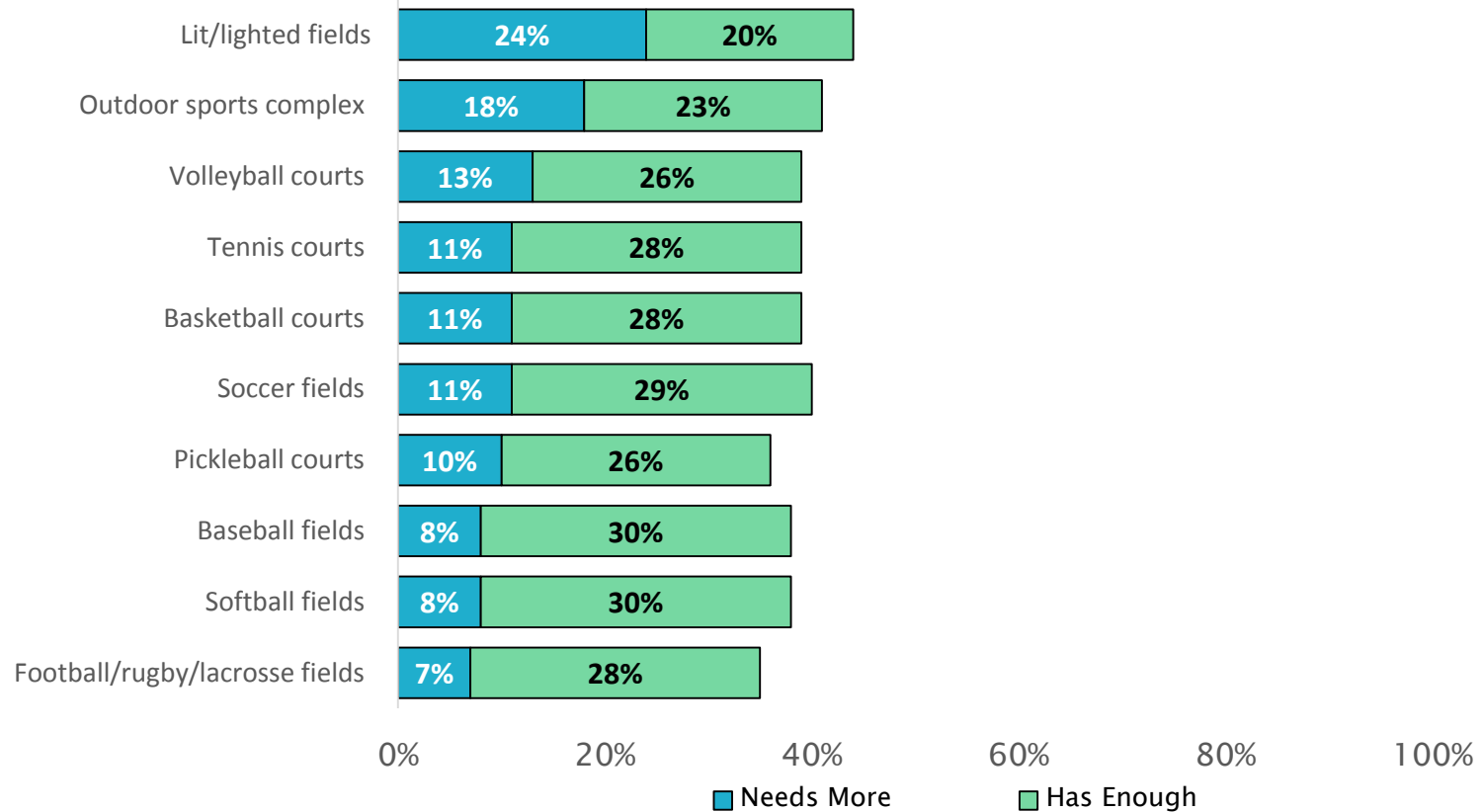


Q8: Do you feel the City of Tempe needs more of the following types of parks and recreational facilities or does it already have enough of each?

Residents n= 1166, Non-residents n=302 (Shown to all)

Sufficiency of Athletic Facilities – Total

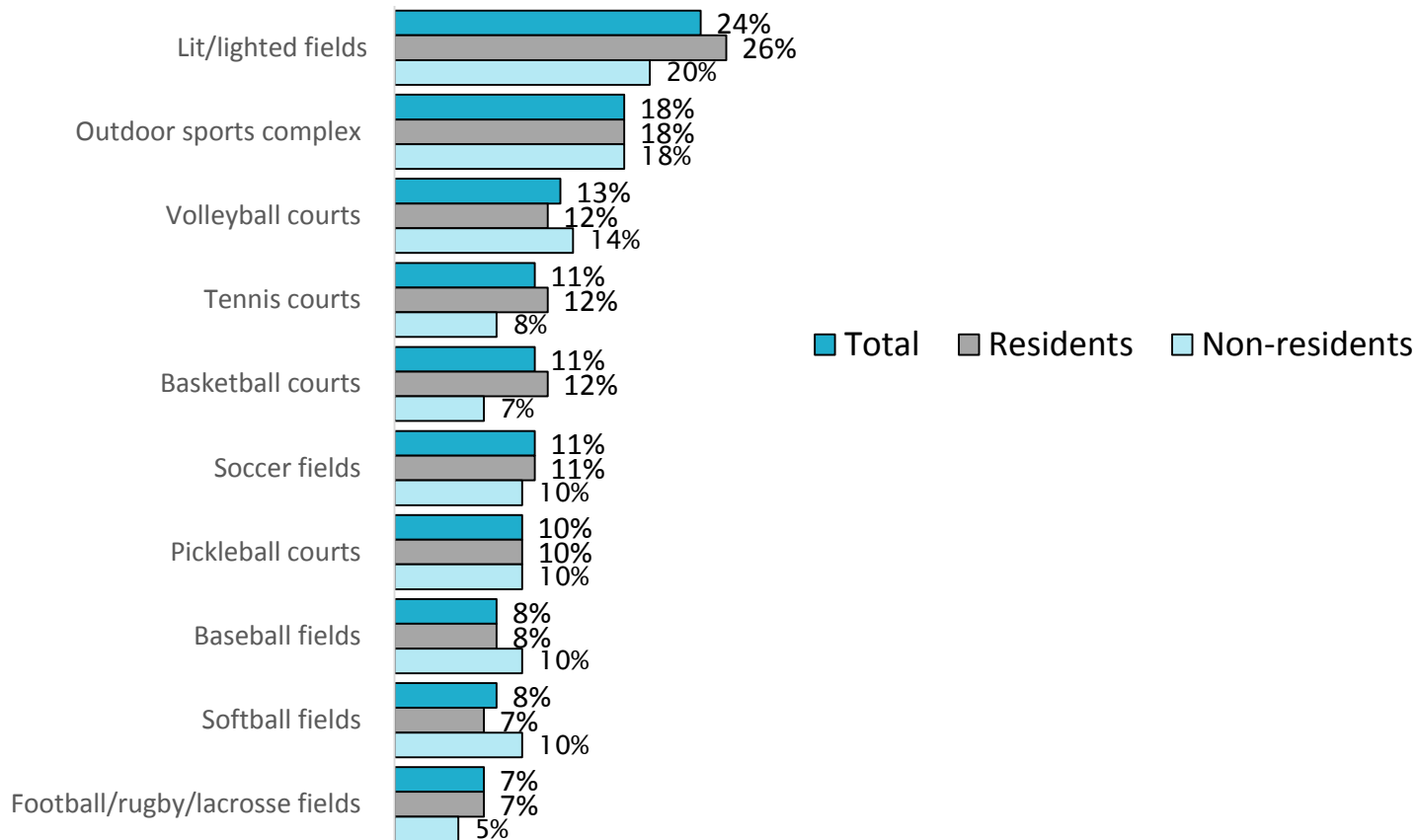
- Overall, fewer than one in four respondents (7% to 24%) felt the City of Tempe “needs more” of any of the athletic facilities listed. The greatest interest was for more lighted fields (24%), followed by an outdoor sports complex (18%).
- More than one half of respondents did not share an opinion on the need for the ten facility types listed (56% to 65% “no answer”).



Q8: Do you feel the City of Tempe needs more of the following types of parks and recreational facilities or does it already have enough of each?
n=1468 (shown to all)

Summary of “Needs More” Athletic Facilities

- Tempe residents were most likely to feel Tempe “needs more” lighted fields (26%), followed by an outdoor sports complex (18%).
- Non-Tempe residents were more likely than residents to express a desire for more volleyball courts, baseball fields, and softball fields.

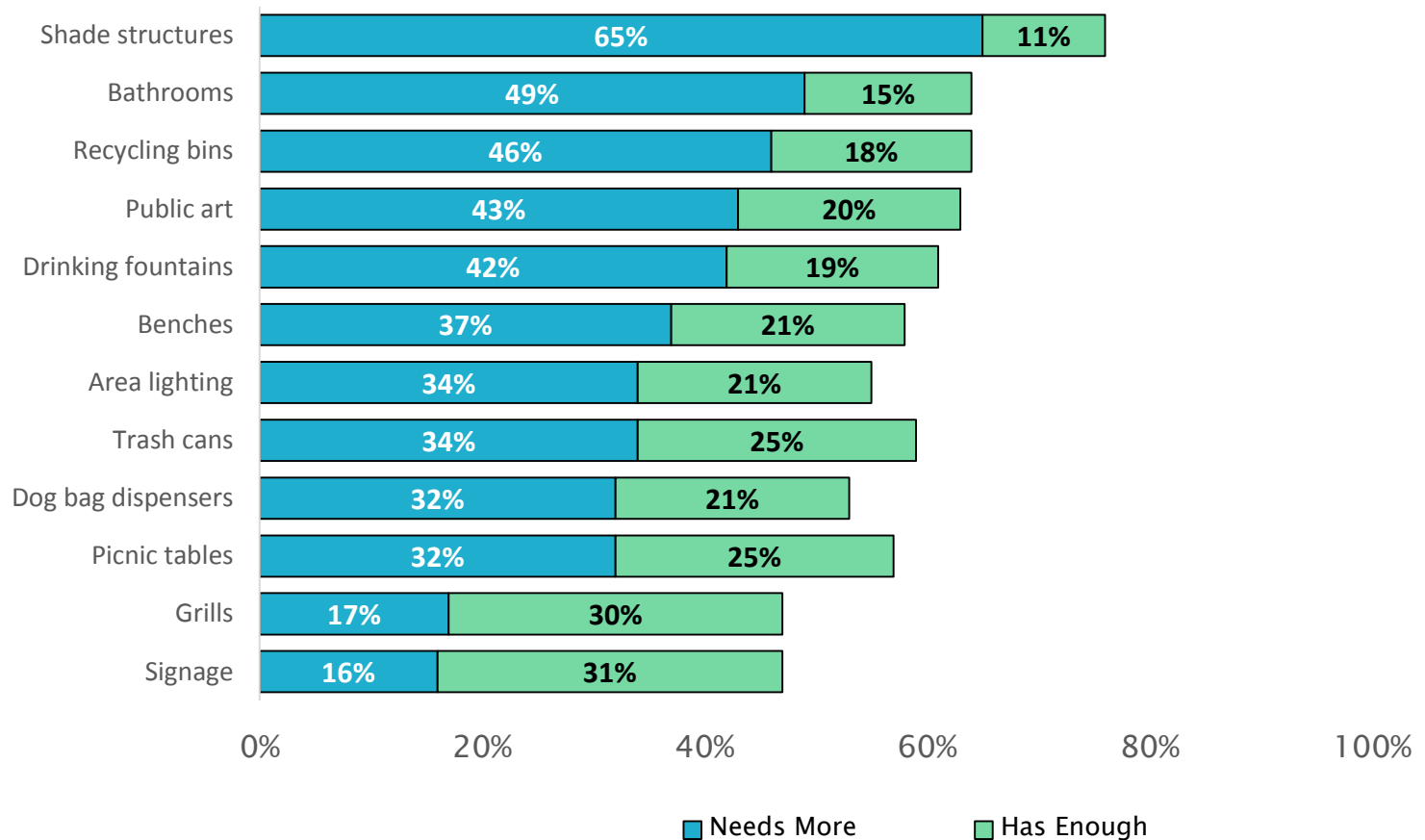


Q8: Do you feel the City of Tempe needs more of the following types of parks and recreational facilities or does it already have enough of each?

Residents n= 1166, Non-residents n=302 (Shown to all)

Sufficiency of Amenities and Furnishings – Total

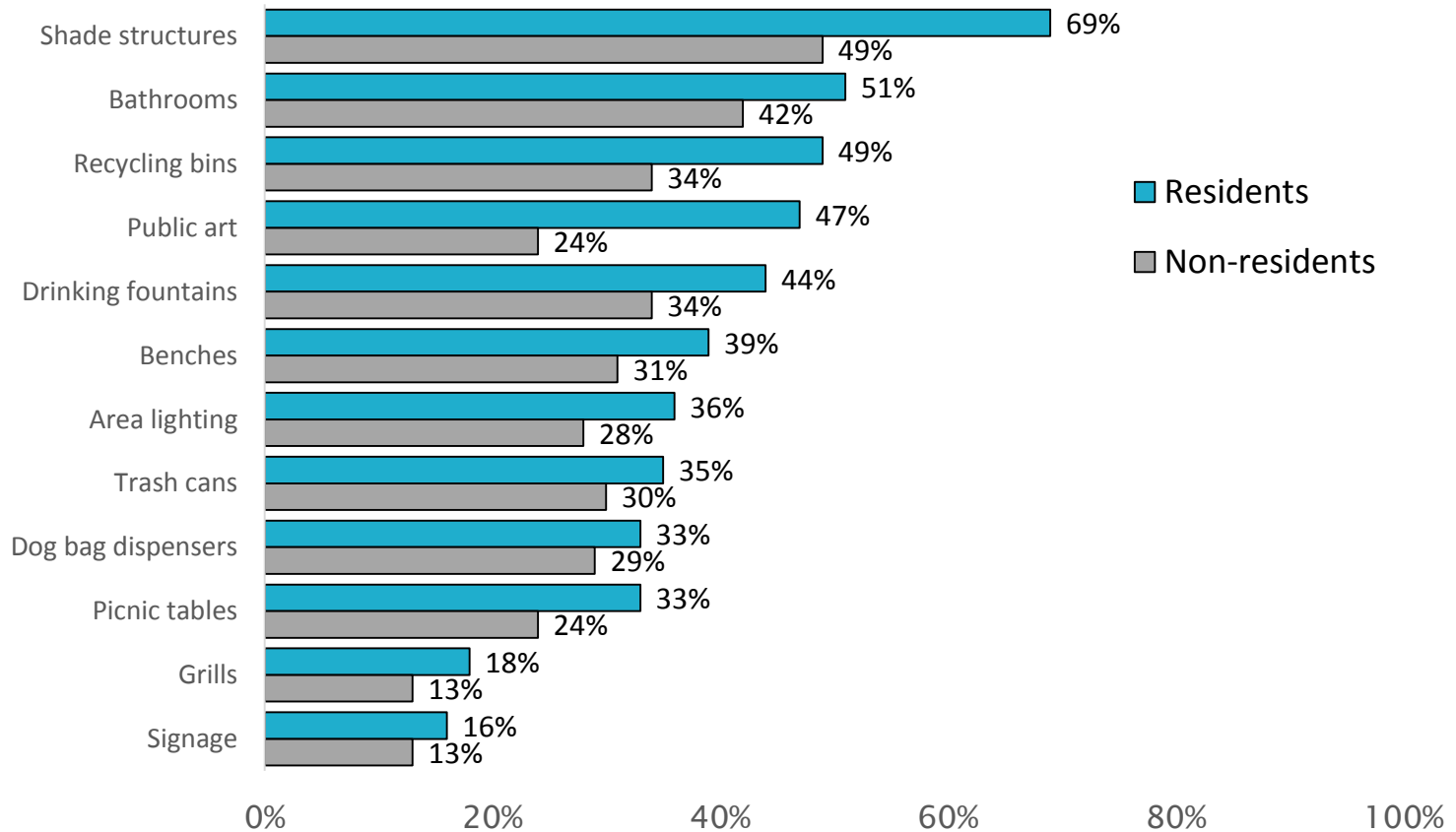
- Respondents expressed the greatest desire for more shade structures at city parks. Two-thirds selected “needs more” shade structures and only 11% indicated city parks have “enough”.
- Nearly half feel city parks need more bathrooms (49%) and recycling bins (46%).



*Q9: Do you feel that city parks need more or have enough of the following amenities and furnishings?
n= 1430 (Shown to all)*

Summary of “Needs More” Amenities & Furnishings – Residents vs. Non-residents

- Tempe residents were more likely than non-residents to express a desire for more of all of the amenities.
- The top four most desired amenities among Tempe residents were more shade structures (69%), bathrooms (51%), recycling bins (49%) and public art (47%) at city parks.



Q9: Do you feel that city parks need more or have enough of the following amenities and furnishings?

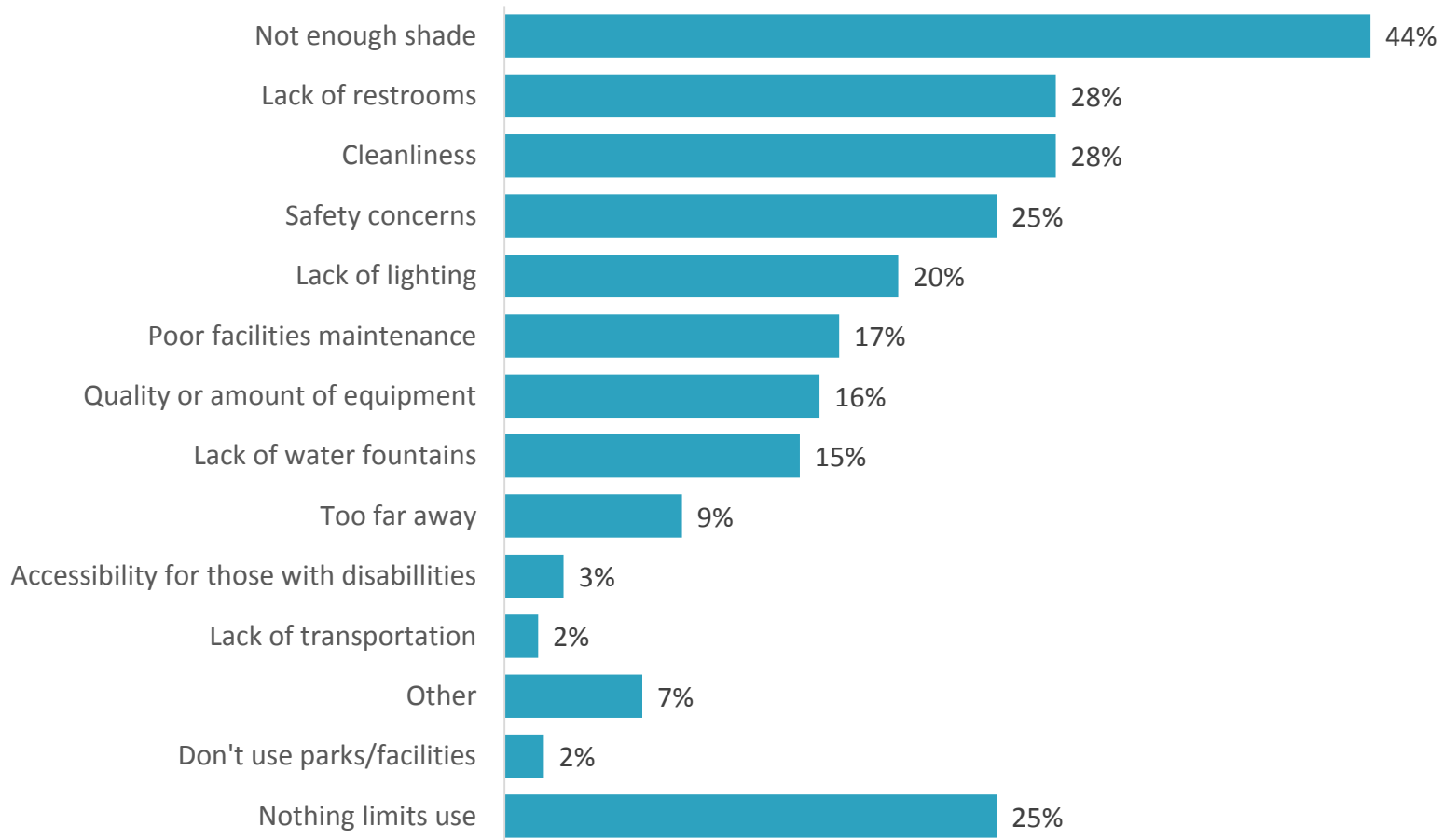
Residents n= 1136, Non-residents n=294 (Among all)

Barriers to Using Facilities & Participating in Programs



Factors Preventing/Limiting Use of Parks and Rec Facilities – Total

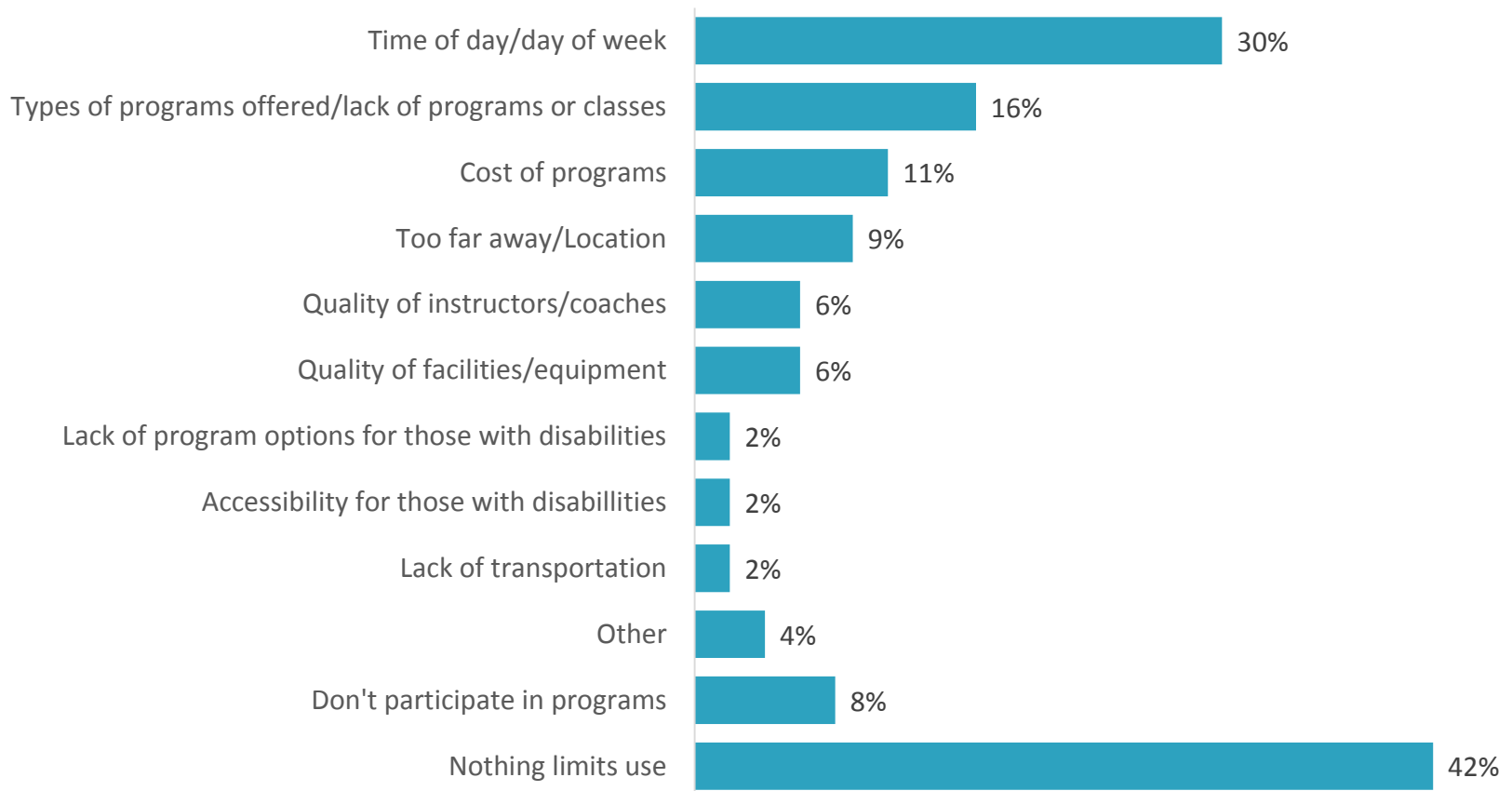
- The top five factors preventing or limiting use of City of Tempe parks and recreational facilities were a lack of shade, restrooms, cleanliness and lighting as well as concerns over safety.
- One in four indicated that that nothing prevents or limits their use of City parks or facilities.



*Q10. Do any of the factors listed below prevent or limit your use of City of Tempe parks and recreation facilities? SELECT ALL THAT APPLY
n= 1422 (Among all)*

Factors Preventing/Limiting Use of Parks and Rec Programs – Total

- The timing of programs was most often selected as a factor preventing or limiting participation in programs (30% selected time of day/day of week). The types, cost and location of programs complete the top four barriers to participation.
- One-half indicated that they do not face any barriers to using park and rec programs (42% “nothing prevents participation” + 8% do not participate).



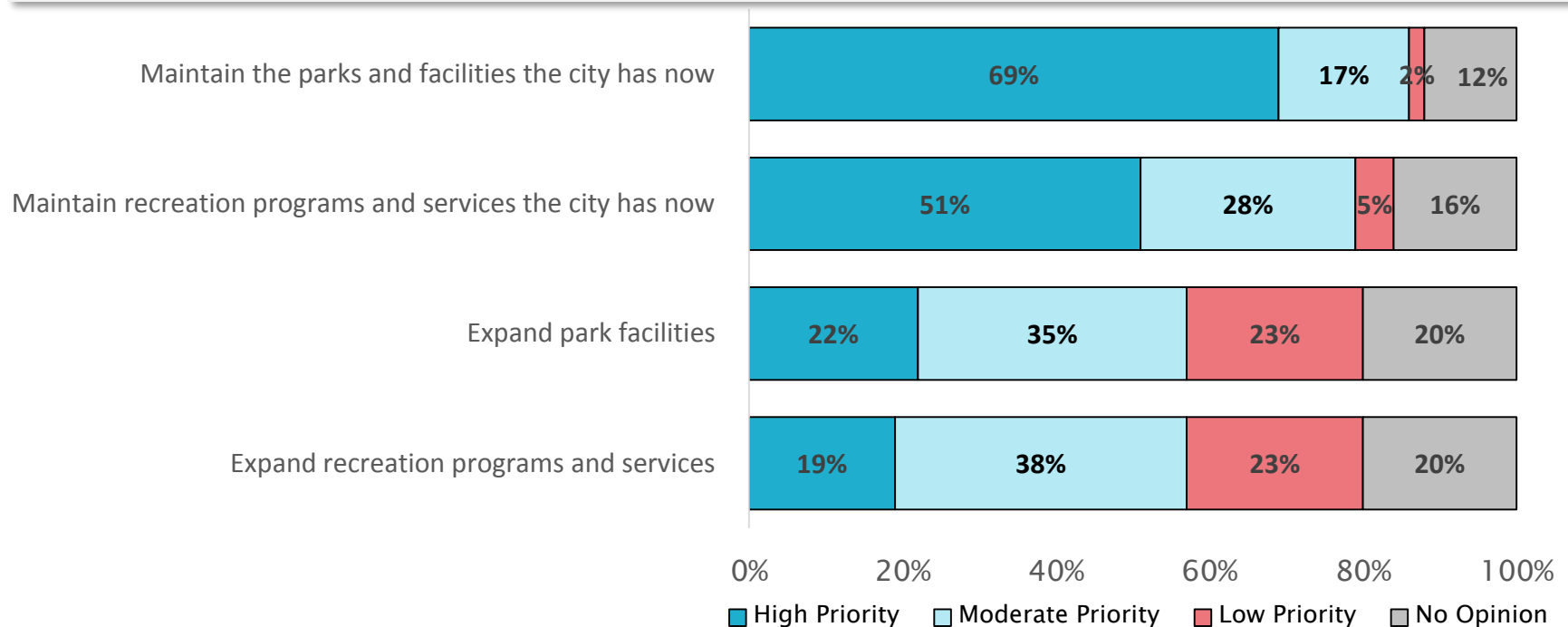
Q11. Do any of the factors listed below prevent or limit your use of City of Tempe parks and recreation programs? SELECT ALL THAT APPLY n= 1409 (Among All)

Spending Priorities & Funding Mechanisms



Spending Priorities – Total

- Maintaining the current parks and facilities in the city received the strongest funding support with 69% rating it a “high priority” and an additional 17% rated it a “moderate priority.” Only 2% rated it a “low” spending priority.”
- Maintaining the city’s current recreation programs and services ranked second with just over one-half selecting it as a “high priority” and 28% rating it a “moderator priority.” Only 5% rated it a low priority.
- Spending on expanding facilities or programs and services received similar priority ratings with only one in five ranking them as “high” priorities and 23% rating them a “low priority” for spending. The largest proportion of respondents felt these should be a “moderate priority” (35%–38%).

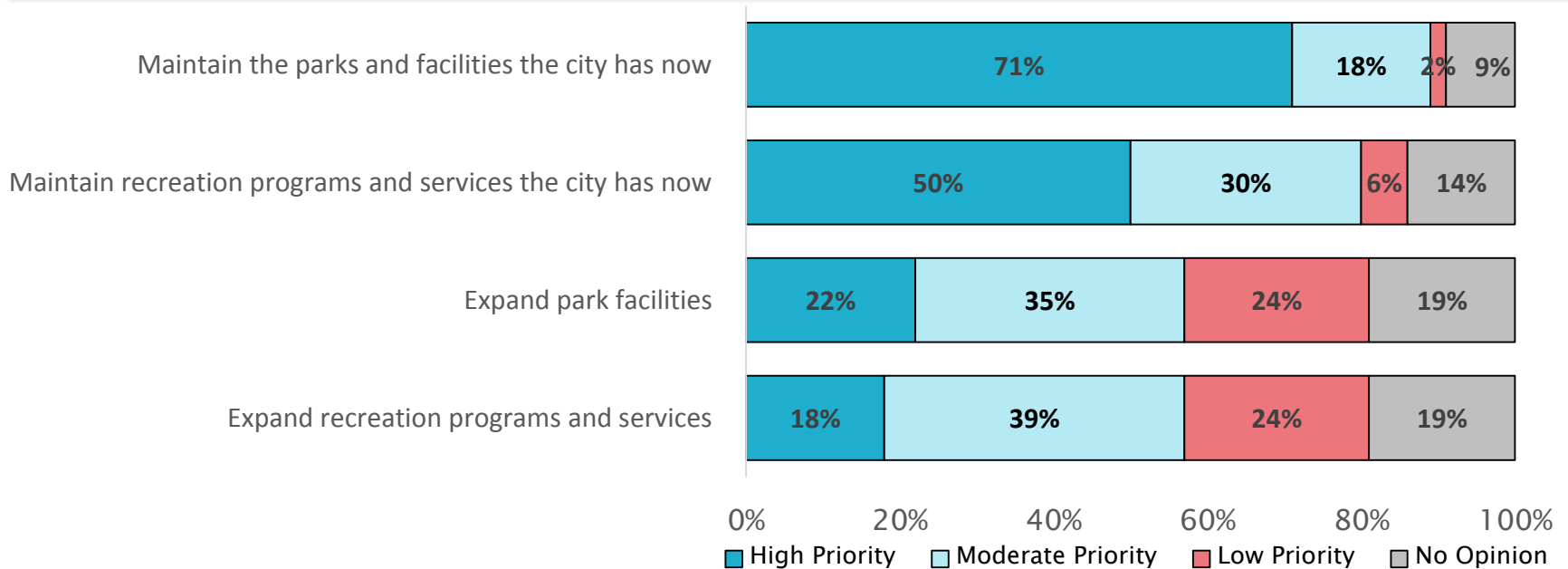


Q13: Given the fact that the amount of money available for parks and recreation improvements is limited, how much spending priority do you feel each of the following aspects of parks and recreation should receive in Tempe? To indicate you have no opinion, simply make no selection.

n = 1394 (Among all)

Spending Priorities – Tempe Residents Only

- A majority of Tempe residents who responded to the survey (71%) felt maintaining the current parks and facilities the city has now should be a “high” spending priority and an additional 18% feel it should be a “moderate priority.”
- Maintaining the city’s current recreation programs and services ranked second among Tempe residents with one-half selecting it as a “high priority” and 30% rating it a “moderate priority.”
- Spending on expanding facilities or programs and services received similar lower priority ratings with only approximately one in five ranking them as “high” priorities and 24% rating them a “low priority” for spending. The largest proportion of residents felt these should be a “moderate priority” (35%–39%).

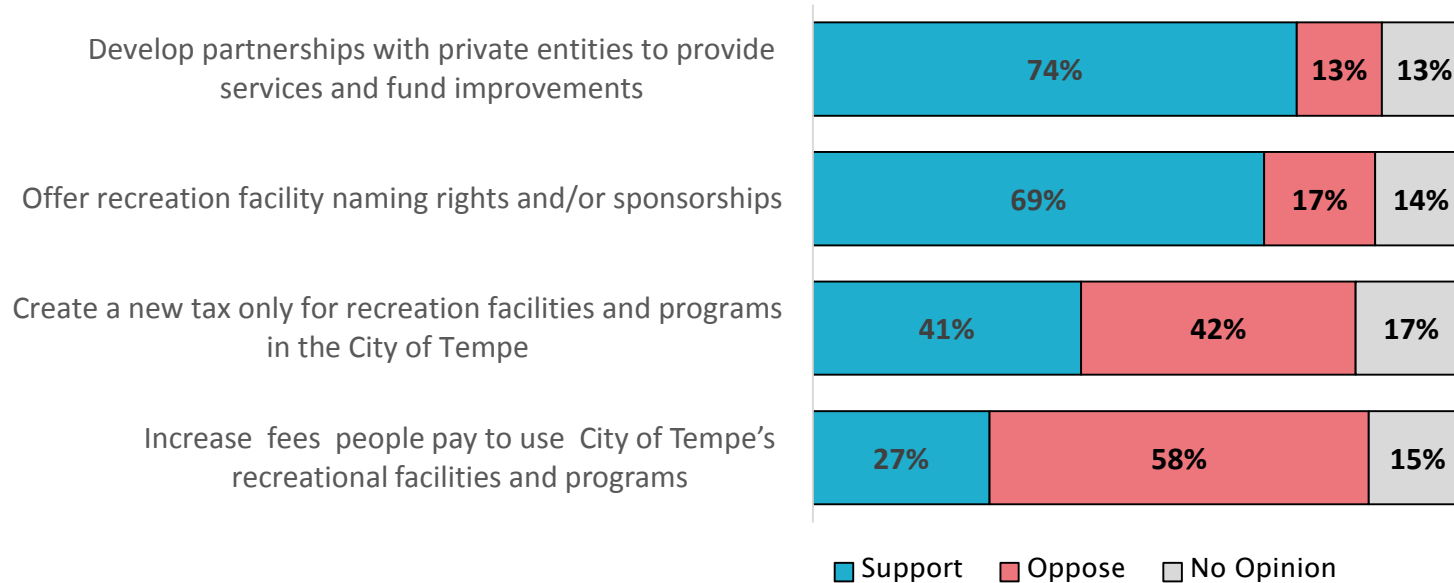


Q13: Given the fact that the amount of money available for parks and recreation improvements is limited, how much spending priority do you feel each of the following aspects of parks and recreation should receive in Tempe? To indicate you have no opinion, simply make no selection.

Tempe Residents n = 1111 (Among all)

Support for Raising Additional Funds – Total

- Respondents expressed the most support for raising funds to improve parks, facilities and programs by developing private partnerships (74% “support) and offering facility naming rights or sponsorships (69% “support”).
- Support was lowest for increasing the fees people pay to use the City’s facilities and programs (27%).

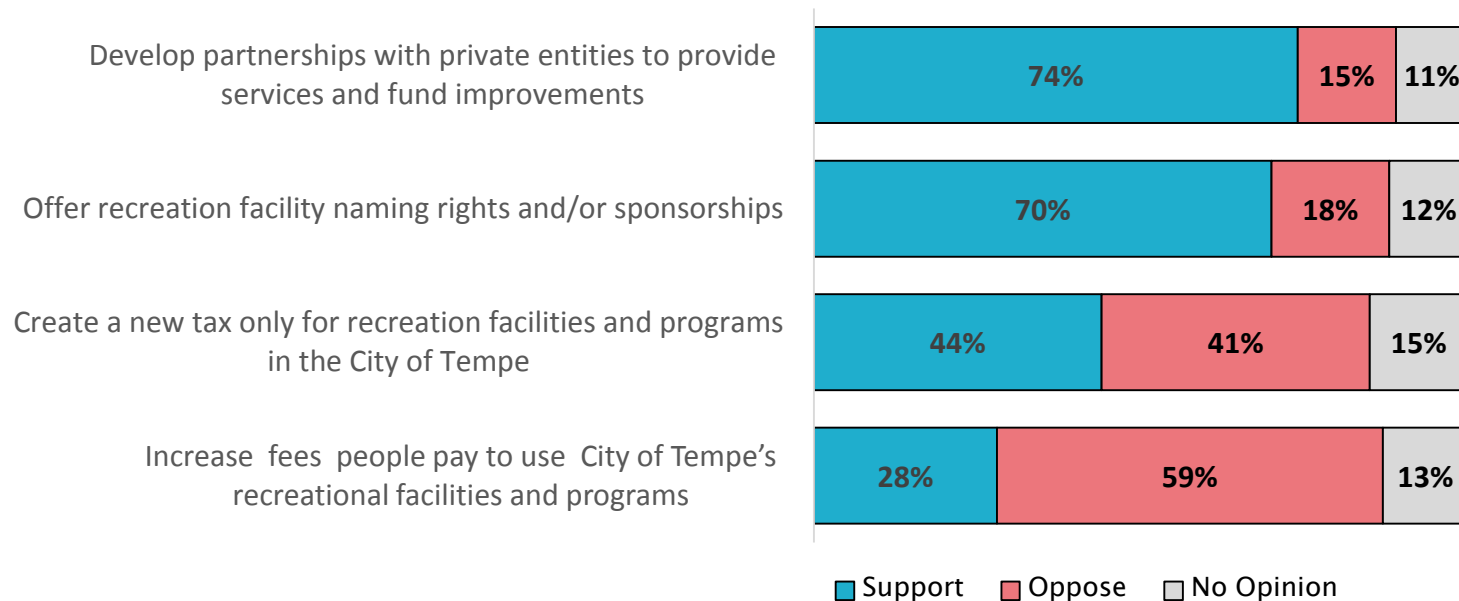


Q14: If it became necessary to raise additional money in order to fund improved parks and recreation facilities and programs, would you support or oppose each of the following methods of doing so? To indicate you have no opinion, simply do not make a selection.

n= 1380 (Among all)

Support for Raising Additional Funds – Tempe Residents Only

- Tempe residents who responded to the survey were the most supportive of raising funds by developing private partnerships (74% “support) and offering facility naming rights or sponsorships (70% “support”). Fewer than one in five residents opposed to these methods.
- Tempe residents were more likely than non-residents to support creating a dedicated tax (44% vs. 30%) and/or increasing fees (28% vs. 22%). A slight majority of Tempe residents “oppose” increasing fees (59%).



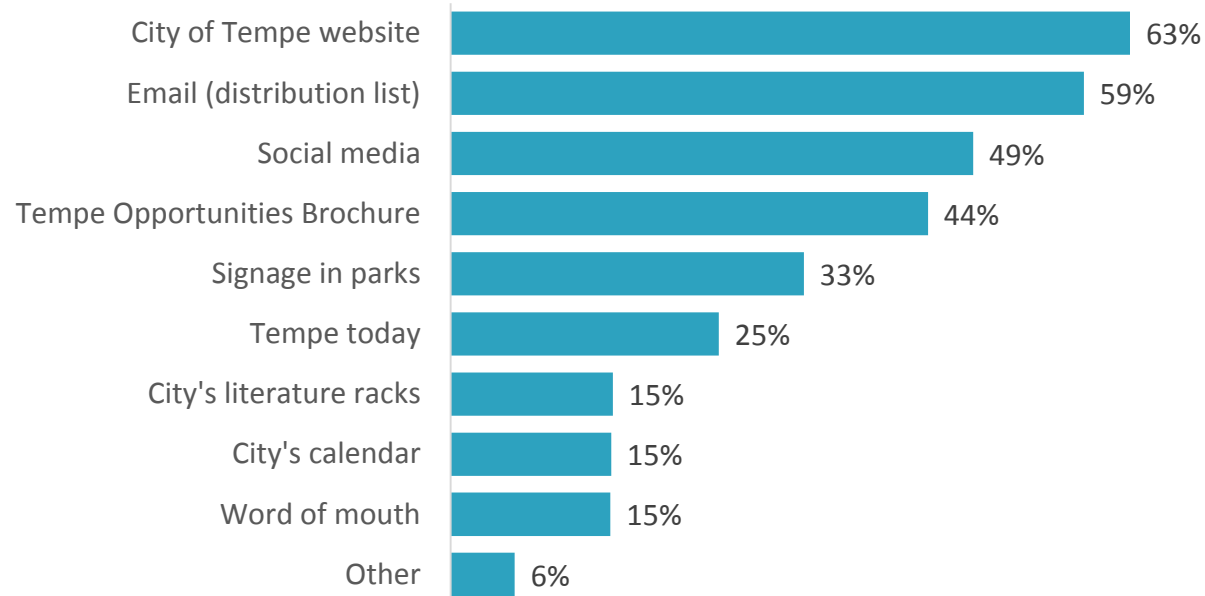
Q14: If it became necessary to raise additional money in order to fund improved parks and recreation facilities and programs, would you support or oppose each of the following methods of doing so? To indicate you have no opinion, simply do not make a selection. n= 1380 (Among all)

Communication



Preferred Communication Methods – Total

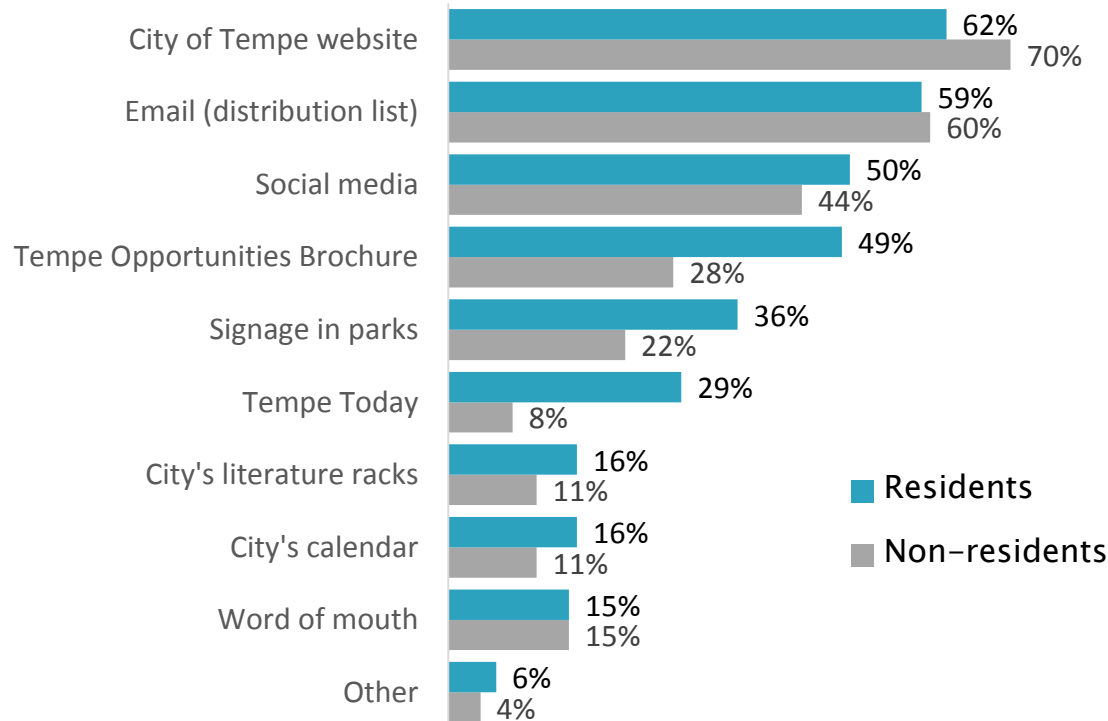
- Respondents most often selected the City of Tempe website (63%), emails (59%) and social media (49%) as the best ways to inform them about events, programs and services.
- Preference for social media increased as age decreases: two-thirds (66%) of those under 35 prefer it compared to 25% of those 65 and older.
- The Tempe Opportunities Brochure and literature racks were more popular among women and those 65 and older.
- Whereas signage in parks was more strongly preferred by those under the age of 45, Tempe Today was more popular among respondents 45 and older.



*Q15: What is the best way to inform you of our events, programs, and services?
Select all that apply.
n = 1378 (Among all)*

Preferred Communication Methods – Residents vs. Non-residents

- While non-residents were more likely than residents to report relying on the City of Tempe website for information about events, programs and services (70% vs. 62% for residents), residents were more likely to choose the Tempe Opportunities Brochure, signage in the parks, Tempe Today, the City’s literature racks and the City’s calendar as the best ways to inform them.

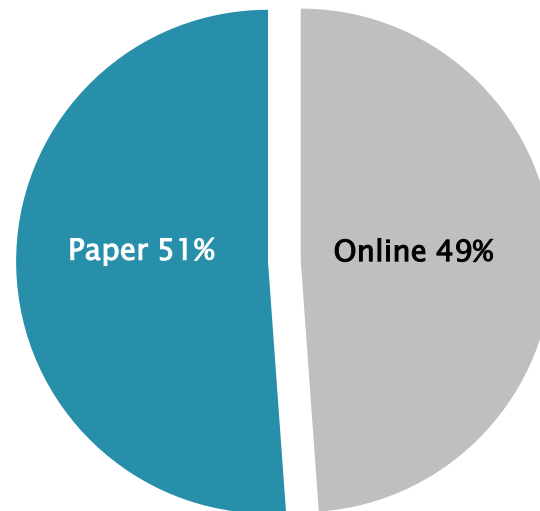


Q15: What is the best way to inform you of our events, programs, and services? Select all that apply. Residents n = 1099, Non-residents n=279 (Among all)

Preferred Communication Methods – Total

- The 44% who prefer the Tempe Opportunities Brochure were split in their preference for a paper brochure or online brochure. This split was true for Tempe residents (52% paper/48% online) and non-residents (45% paper/55% online). Residents 65 and older expressed a stronger interest for a paper brochure (64% vs. 39% of those under 35 and 45%–51% of those 35–64 years old).

Among those who prefer Tempe Opportunities Brochure



Q15c: You indicated a Tempe Opportunities Brochure would be a good way to inform you of events, programs and services. Are you most likely to look for a paper or online brochure? n=613 (Among those answering who selected “Tempe Opportunities Brochure” at Q15)