

City of Stamford Parks and Facilities

Parks Satisfaction Survey

7/15/2023

I. Survey Overview

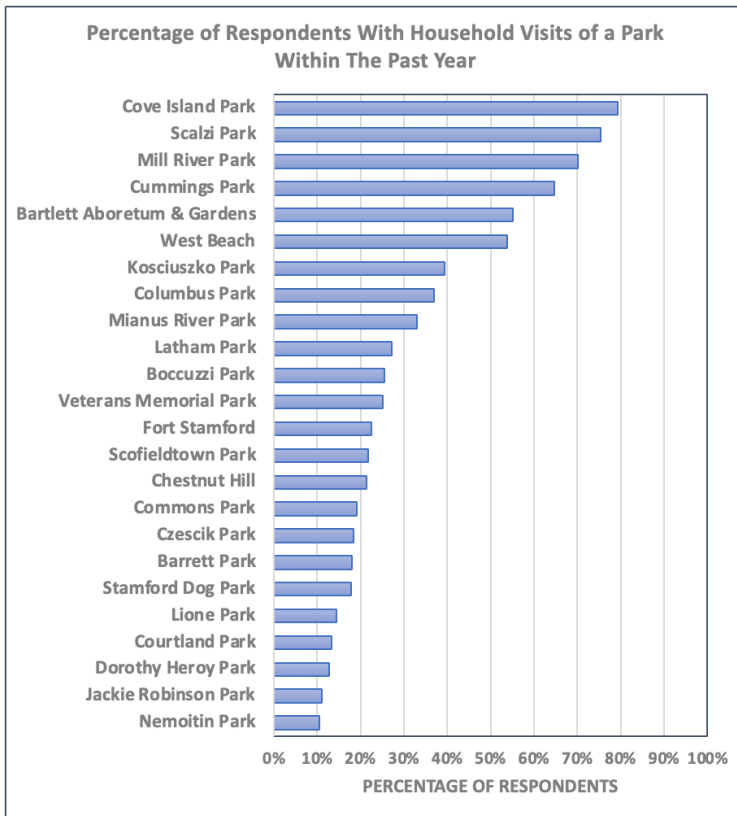
The parks satisfaction survey was available from April 16th to June 30th, 2023 in both English and Spanish versions. The survey was posted to the cities website and outreach was performed through city representatives. The survey contained 12 questions regarding park visits, upkeep, safety, and potential improvements. Respondents were permitted to answer as many or as few questions as they chose. At the completion of this period, 533 responses were received with 68% of those who initiated the survey completing it. All primary questions were completed by at least 80% of those submitting the survey, with follow-up questions being completed at a substantially lower rate.

In terms of location data, residents were only asked to provide their street and parks visited. As a result, no stratification system was made in proportioning response rate to census tracts or neighborhood. This decision was based on the likelihood of receiving a sufficient and representative enough sample to take this approach. Outreach efforts occurred through the course of the survey to those areas which appeared to be lacking in response rate. Based on information available from other sources, as expected, those responding to the survey were more likely to be frequent park visitors than the average Stamford resident.

Residents were asked which parks they had visited in the past year, however questions were generalized to parks as a whole. Therefore, conditional probabilities are available to compare responses given a park had been visited, however these responses should not be interpreted as being specific to that park.

A complete list of survey questions and summary data are available upon request.

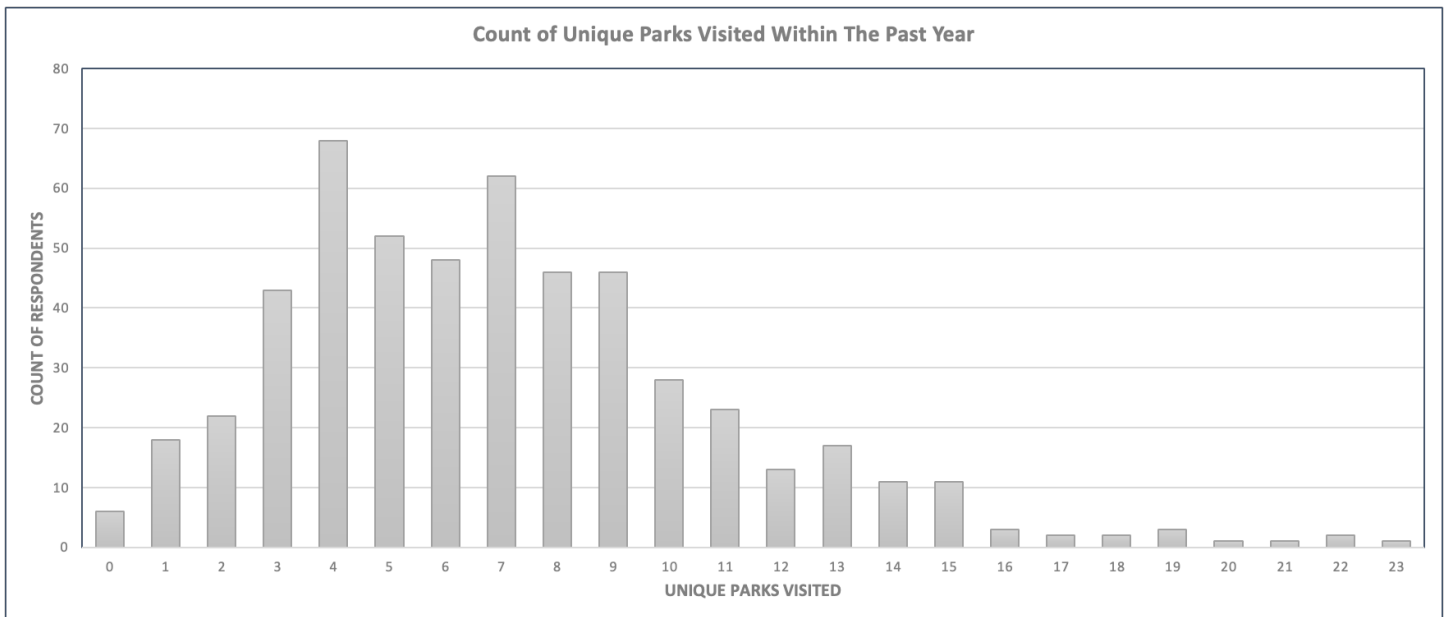
II. Survey Responses



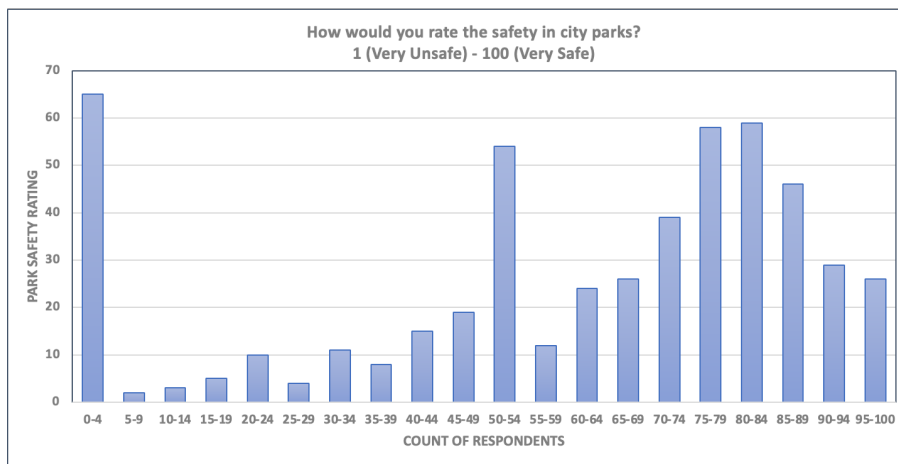
To provide a picture of the overall respondent sample, the chart to the left displays the percentage of respondents reporting having a member of their household visit a given park in the past year. This chart is limited to those parks in which more than 10% of respondents reported a visit (24 of 39 parks). The highest rate occurred with 79.36% of respondents listing visits to Cove Island Park within the past year. For six of Stamford's parks, more than 50% of respondents reported visits within the past year.

In the chart below, the number of unique parks visited by respondents is provided. The distribution is centered around 3-9 different parks visited per household, with ~70% of respondents falling within this range. Around 1 in 5 respondents reported visits of 10 or more parks within the past year. Responses generally fell similarly when looking at different subsets of the population based on these variables (i.e. opinion of park safety by those visiting few or many parks), however when

noticeable distinctions occurred, they are noted within the report.



III. Parks Safety and Rule Enforcement



of responses falling between 65-100. Successfully smaller groups of respondents view the city's parks as neither unsafe or safe, and unsafe.

When asked to rate safety in city parks, the mean and median responses were 59 and 69 out of 100 respectively. The distribution of the data provides more insight into how residents responded. There were three modes to the data; narrow peaks at 0-4, 50-54, and a broader normal distribution of responses centered at 80-84. This suggests that a slight majority of residents feel positively about safety in city parks, with 54.95%

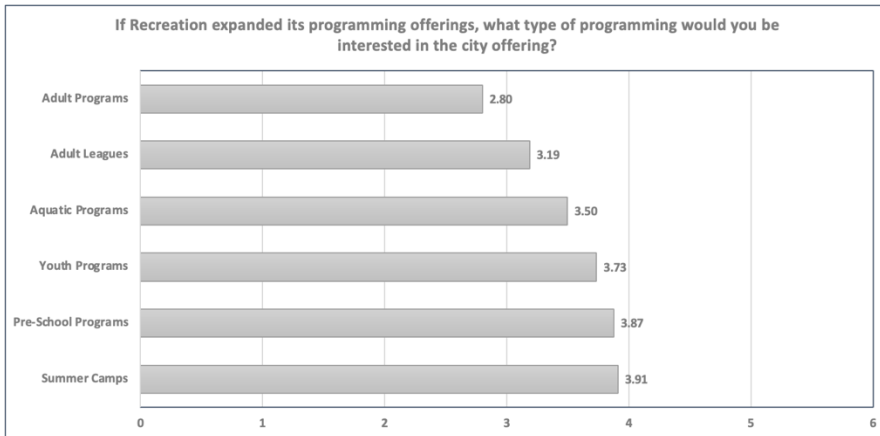


Individuals were asked whether they believe that existing park rules and regulations are adequately enforced. Overall, 51.07% of respondents said that they are adequately enforced. When we compare responses to this question to that of our previous question, we can see that, generally as park safety rating decreases so does the percentage of individuals who believe that rules are adequately enforced.

Despite this, those rating park safety at its lowest point (0-19) are an outlier from the trend of the remaining subgroups. Also notable, among those who rate parks as safe or very safe, 20-40% still do not believe that park rules are adequately enforced.

Residents were also provided an open-ended question in the case that they did not believe park rules and regulations were adequately enforced in which they could specify which one rules and regulations are an issue. Of the 233 "No" responses, 193 provided a response for the follow up question. Due to the open-ended nature of this question, we are unable to categorize responses discretely however a limited number of issues were frequent. In alphabetical order, dogs (off leash and waste), noise, drug and alcohol use, and littering were involved in the majority of complaints. A general trend was also visible in that dog related issues were especially prevalent among those visiting either Mianus River and Bartlett Arboretum while noise related issues were most prevalent among those having visited multiple beach parks.

IV. Expanded Program Offering



Survey takers were asked to rank a list of six program offerings from 1 (most interested) to 6 (least interested). The average rankings are shown to the left, with adult leagues possessing the most average interest while pre-school programs and summer camps possessing the lowest interest average.

In the chart below is a count of the individual responses by ranking.

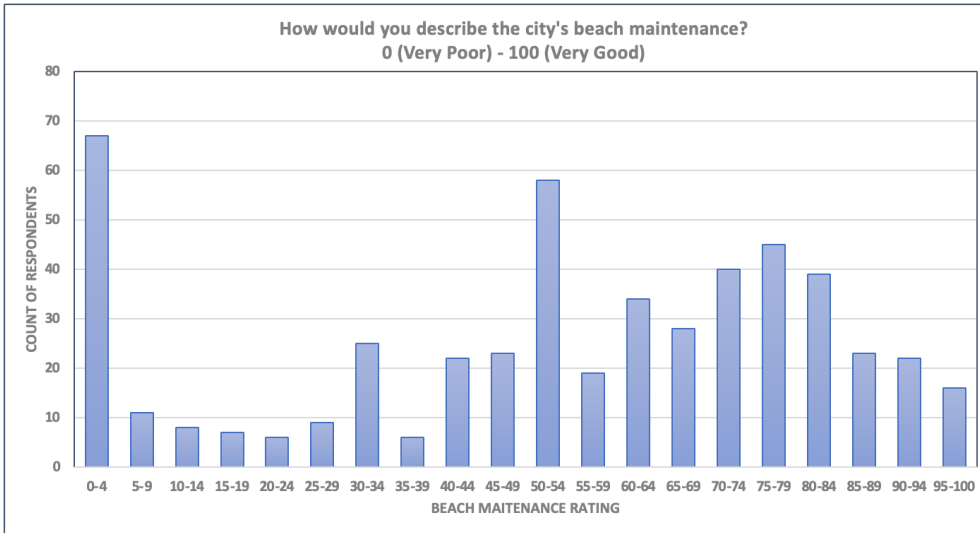
Adult programs were both the selected first overall more frequently than any other choice, as well as the least frequently for sixth overall. Adult leagues display a slightly less drastic version of the same trend. From there, responses become a bit less differentiable. While aquatic programs possess the next lowest average ranking, a higher percentage of individuals select youth programs as their first or second choice. The average for youth programs is raised by a high number of respondents selecting this as their sixth choice. Therefore, choices made with respect to program offerings, beyond adult leagues and programs, would be dependent on whether the desired outcome is to provide the next choice for the population as a whole or to serve a wider subset of individuals who did not have a high interest in the two most popular programs.

Lastly, a point of caution in our responses for this case. Questions were not required with the goal of allowing residents to answer those questions they were interested in, however ranking any program required ranking the complete set of six. In looking at our responses we can see that, outside of adult programs vs adult leagues, the most prevalent ordering choice corresponds to alphabetical order. This raises the concern that individuals may have been unaware they did not have to answer the question or were interested in ranking a limited number of programs and from there filled them in sequentially. Of 494 individuals responding to the question, 83 selected adult leagues and adult programs as some combination of 1 and 2, and the remaining choices in alphabetical order. In this case, randomization should have been used, and was an error when publishing the survey.

If Recreation expanded its programming offerings, what type of programming would you be interested in the city offering?

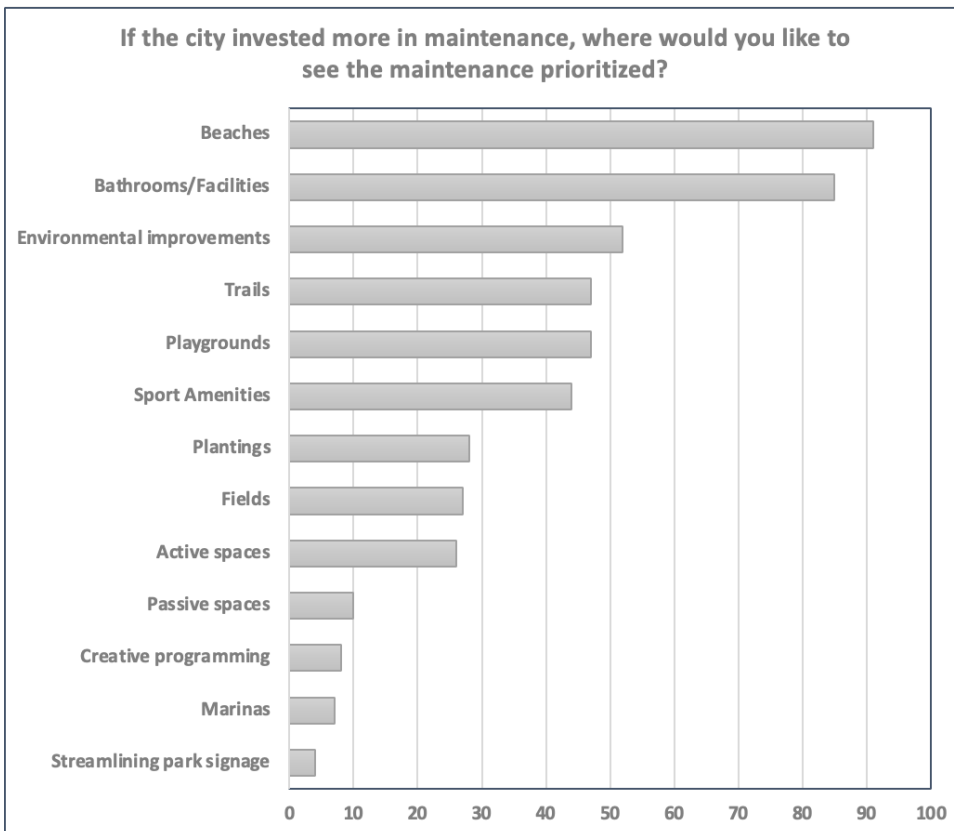
	1	2	3	4	5	6
Adult Leagues	121	107	64	40	85	77
Adult Programs	141	131	55	63	61	43
Aquatic Programs	51	64	165	90	51	73
Pre-School Programs	51	38	67	190	62	86
Summer Camps	36	75	74	66	199	44
Youth Programs	94	79	69	45	36	171

IV. Park Maintenance



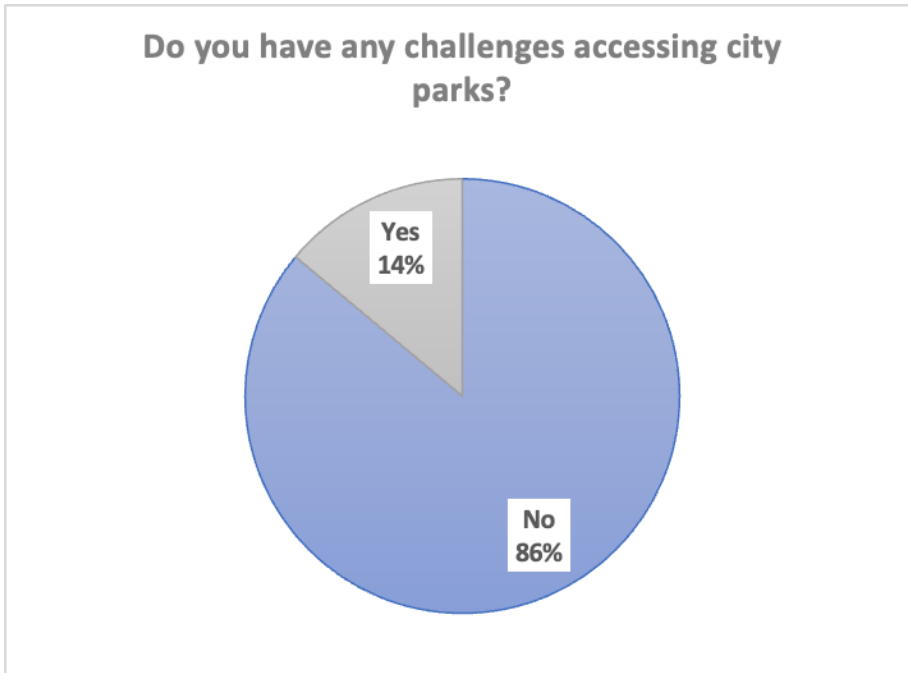
Similar to views on park safety, beach maintenance has three evident clusters of respondents. When comparing the two questions, the number of respondents who believe beach maintenance is very poor or neither good or poor is higher than that of park safety while those following into the higher ranking group is more limited. The subset of respondents listing visits to multiple beach parks was more likely to have a

negative opinion of city beach maintenance than those visiting 0 or 1 of these parks.

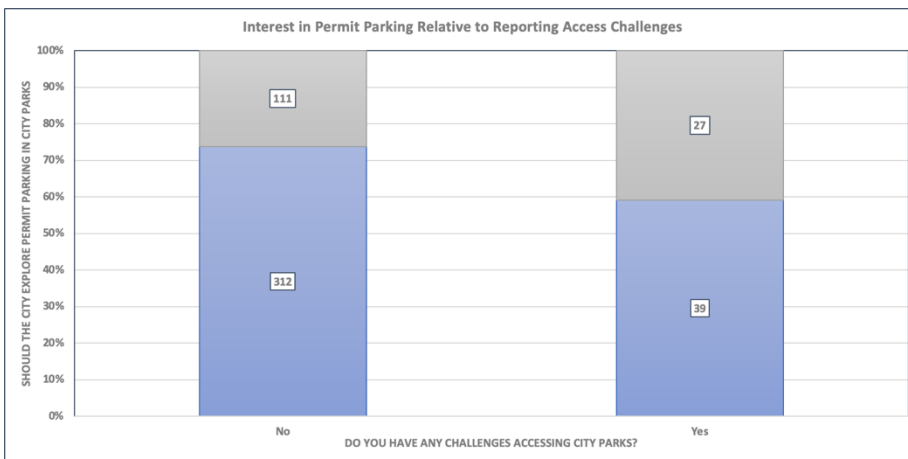


The trends that we had seen with respect to beach maintenance and capital investments are also visible when asked where citizens would like to see maintenance prioritized. Beaches (19.11%) and Bathrooms/Facilities (17.87%) were selected at a rate almost twice as high as the next selection. Marinas, much like in the case of capital investments, drew little interest.

VI. Access Challenges

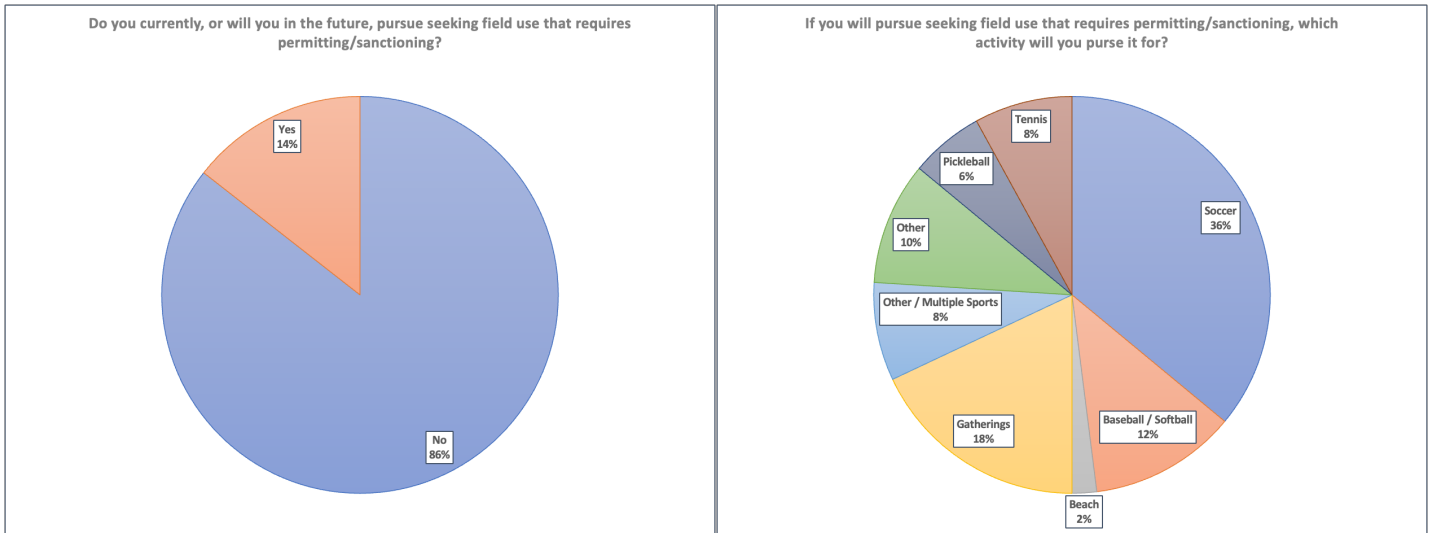


Around 1 in 6 respondents reported having challenges in accessing city parks. As a followup question an open ended question was provided in order to list access challenges. No single dominant answer was present, however parking, distance, crime and ADA accessibility were the most prevalent among diverse responses. Similar park visits compositions were present among those reporting access issues, therefore while an issue for visitors, interest appears to remain high among those experiencing these issues.



Respondents were also asked if they had interest in permit parking at city parks. 72% of those answering the question did not believe the city should do so. We did see a significant shift among those experiencing access issues with 26% of those not experiencing access issues in favor of permit parking while 41% of those who did experience access issues in favor.

VII. Permitting and Sanctioning



Among respondents, 14% currently or in the future intended to pursue permitting or sanctioning for field usage. Soccer was the most popular response for a specific activity, receiving 36% of specific responses as well as being prevalent among those listing multiple sports. Outside of the specific sports listed in the chart above, gatherings includes those listing family events, and parties.