



Parks, Recreation and Culture – Findings Update

August 12, 2019

Statistically Valid Survey Findings: Surveys



Statistically-Valid Survey

- Goal 375 responses
- Actual completed 400 responses
- Residents were able to return the survey by mail or complete it online
- 95% level of confidence and +/- 4.9% margin of error

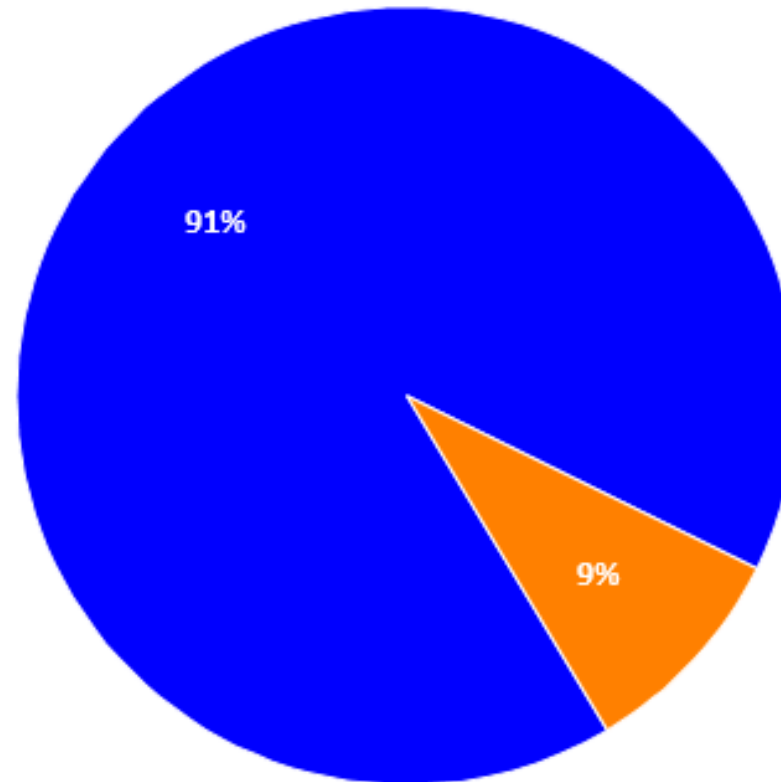
National
Average

Yes: 76%

No: 23%

Q1. Have you or members of your household visited any Town of Windsor Parks, Recreation and Culture Department parks or facilities during the past year?

by percentage of respondents



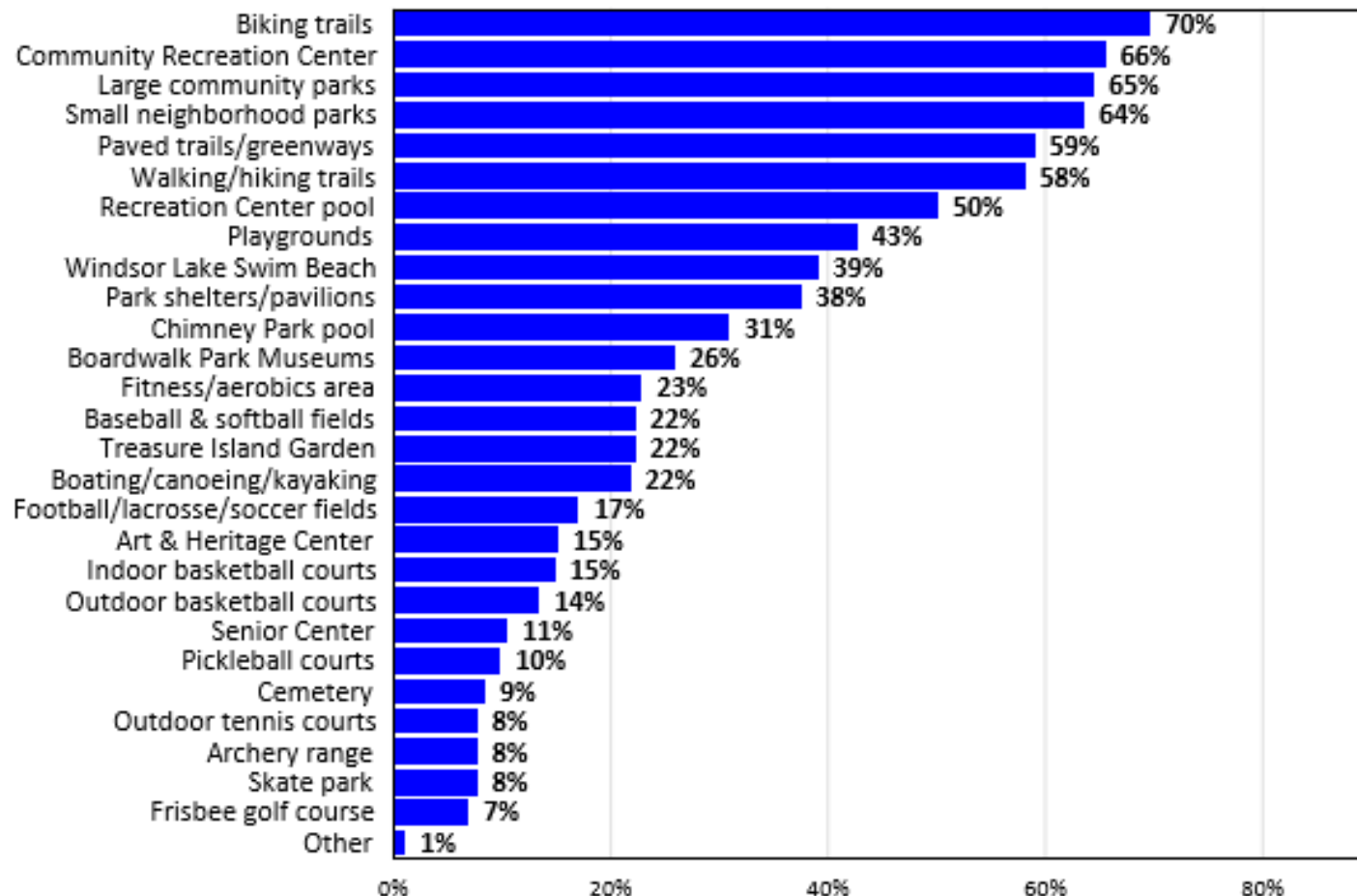
■ Yes ■ No

Source: ETC Institute (2019)

Types of Parks / Facilities Used

Q1a. Types of Parks/Facilities Respondent Households Have Used or Visited Over the Past 12 Months

by percentage of respondents who have visited parks or facilities

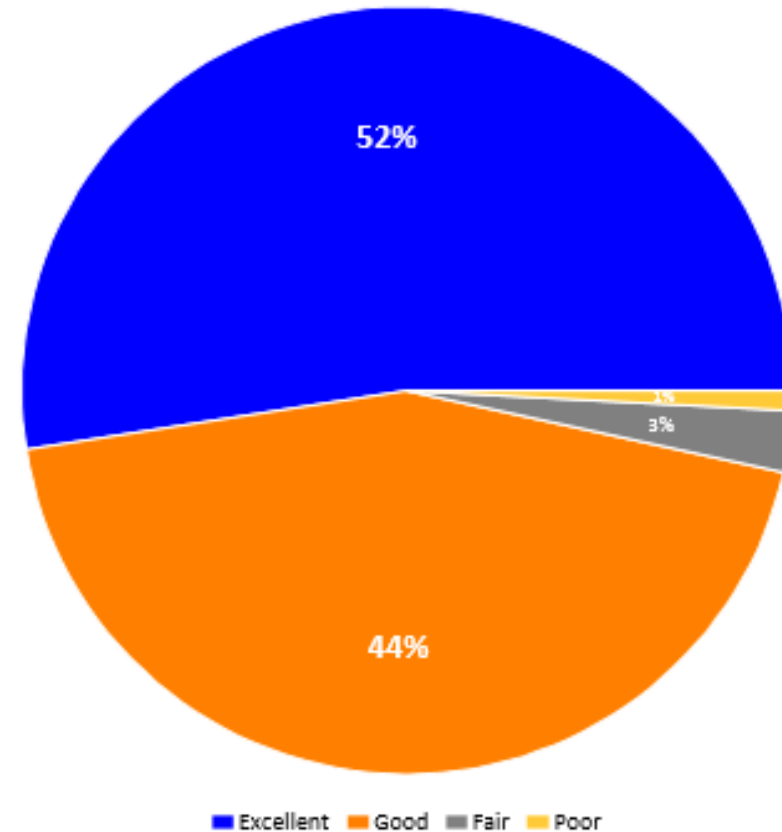


Source: ETC Institute (2019)

Rate the Overall Level of Maintenance

Q1b. Overall, how would you rate the level of maintenance of ALL of the parks/facilities of the Town of Windsor Parks, Recreation and Culture Department you have visited?

by percentage of respondents who have visited parks or facilities



Source: ETC Institute (2019)

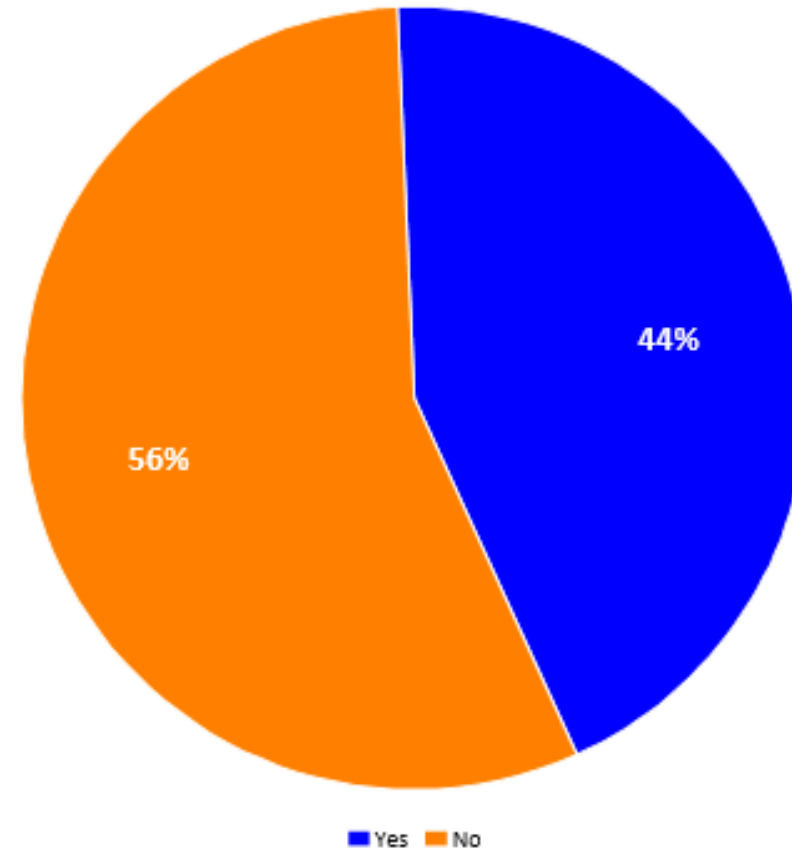
National
Average

Yes: 33%

No: 67%

Q2. Have you or other members of your household participated in any recreation programs offered by the Town of Windsor Parks, Recreation and Culture Department during the past 12 months?

by percentage of respondents

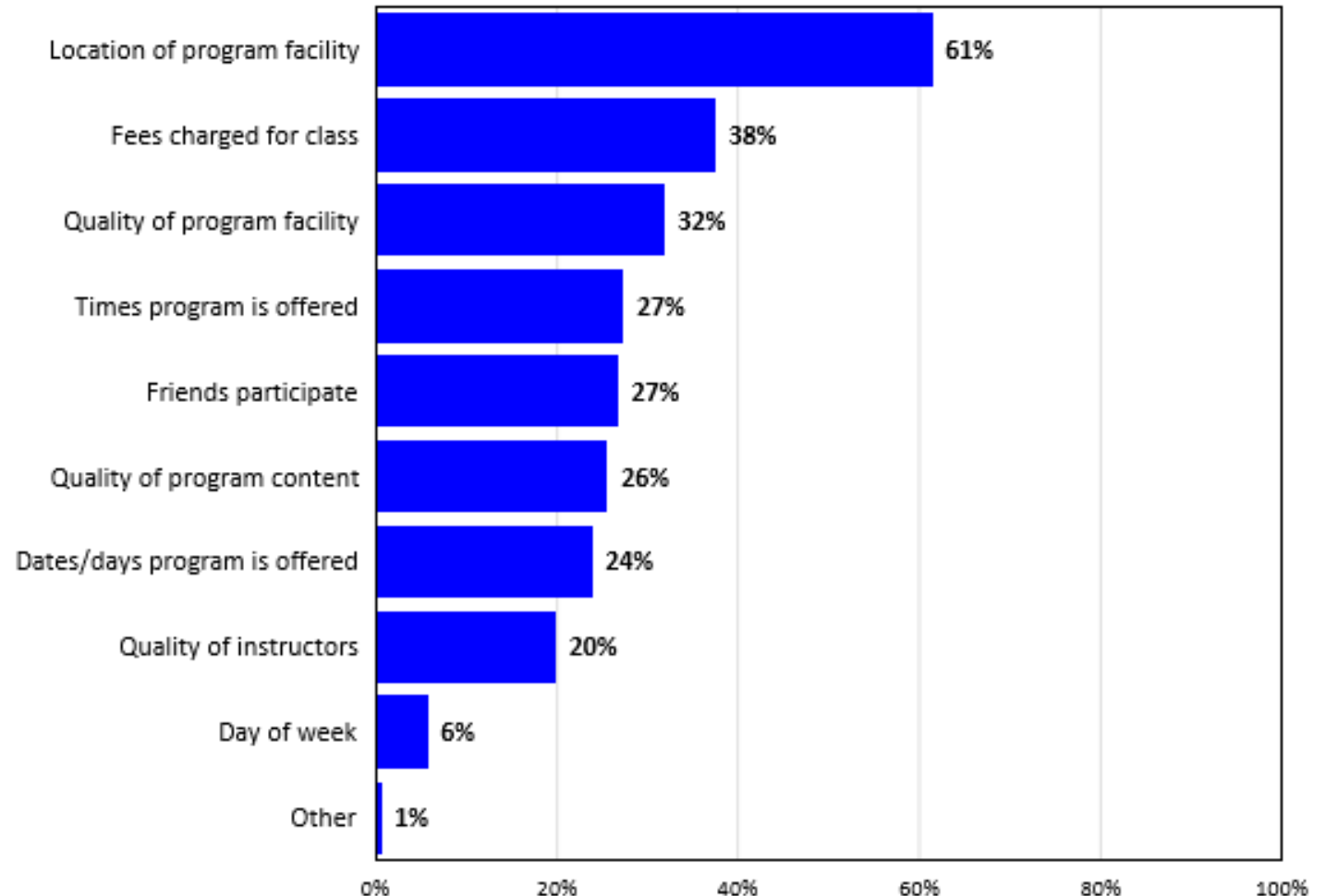


Source: ETC Institute (2019)

Reasons Respondents Participate

Q2b. Primary Reasons Respondent Households Participate in Programs

by percentage of respondents who participated and selected the items as one of their top three choices



Source: ETC Institute (2019)

National
Average:

Excellent: 33%

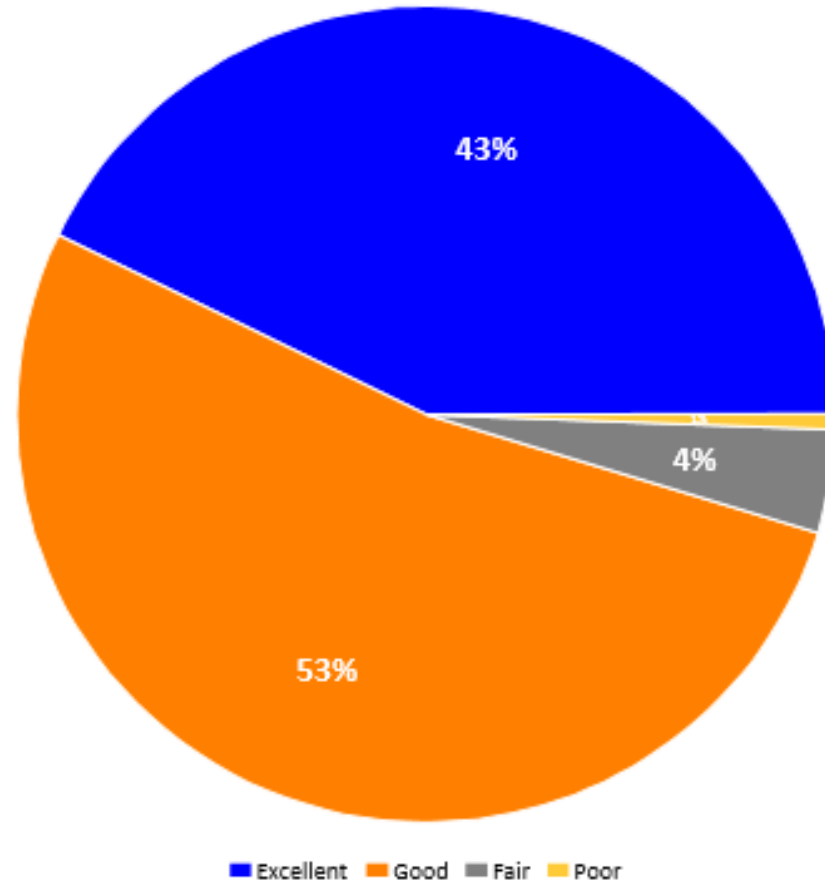
Good: 55%

Fair: 10%

Poor: 2%

Q2c. How Respondents Would Rate the Quality of Programs

by percentage of respondents who have participated



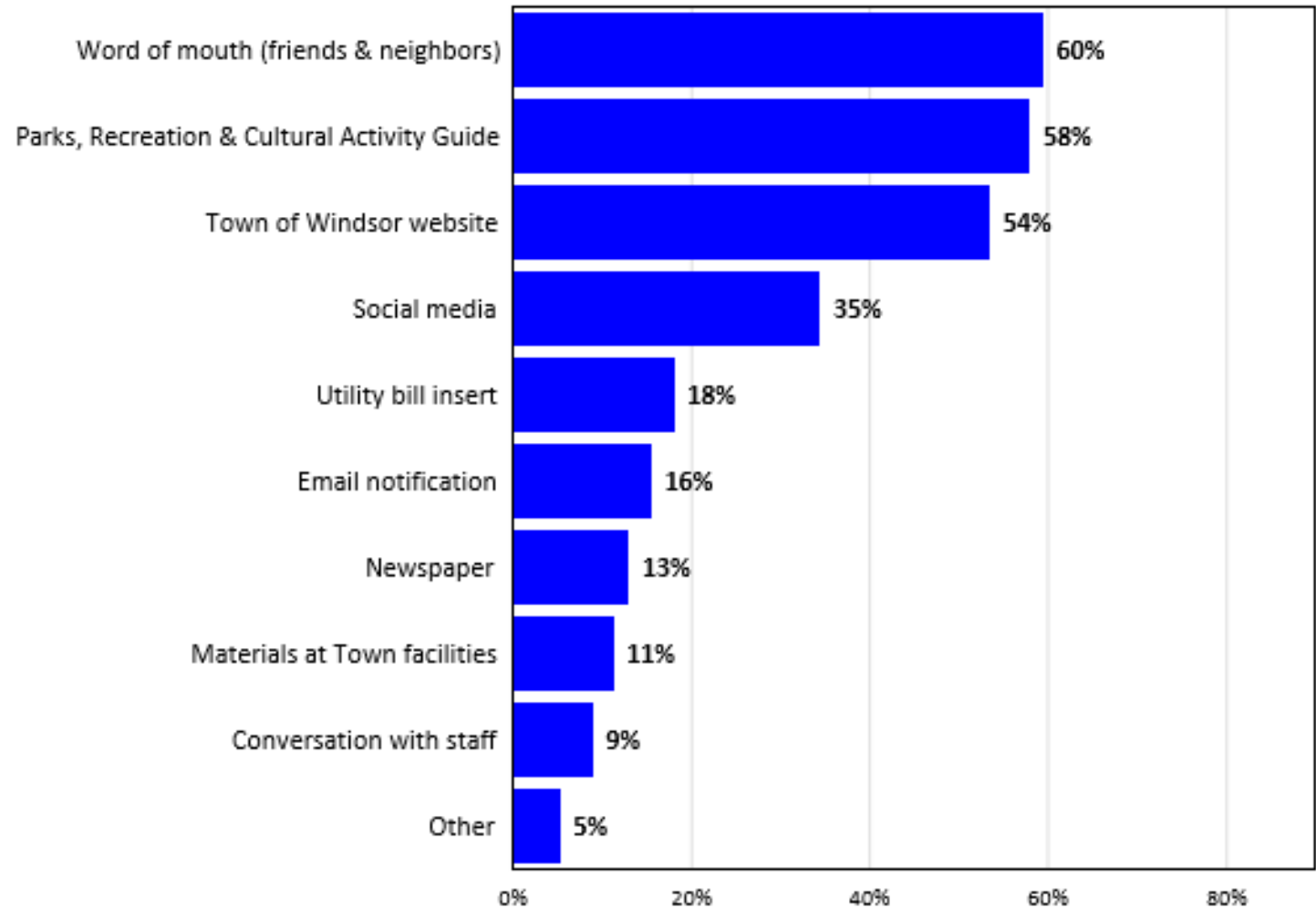
Source: ETC Institute (2019)

National Average

Word of Mouth: 48%
Park Guide: 39%
Park Website: 36%

Q3. Ways Respondents Learn About Programs and Activities

by percentage of respondents (multiple choices could be made)

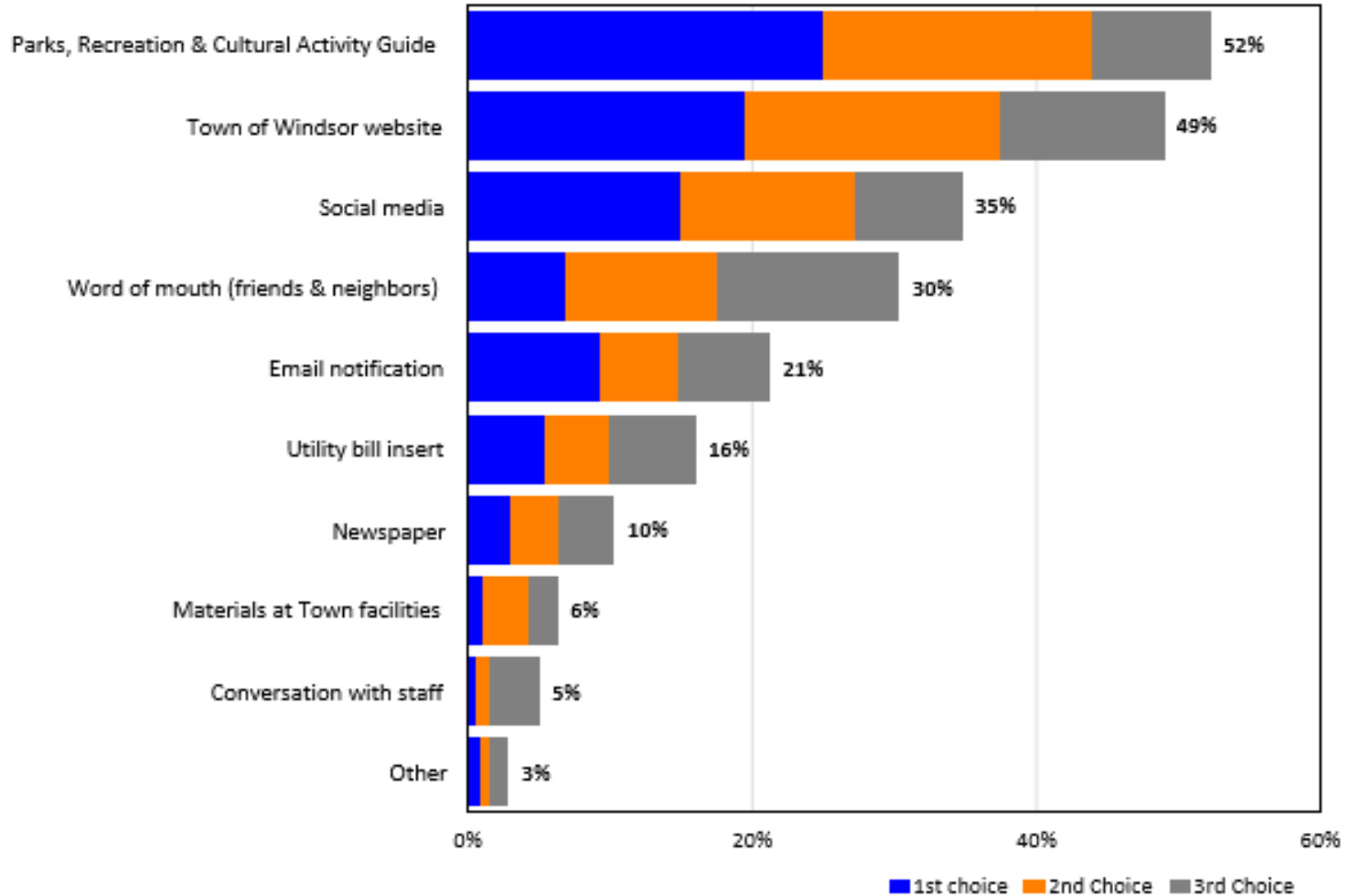


Source: ETC Institute (2019)

Preferred Sources of Information

Q4. Most Preferred Sources of Information

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



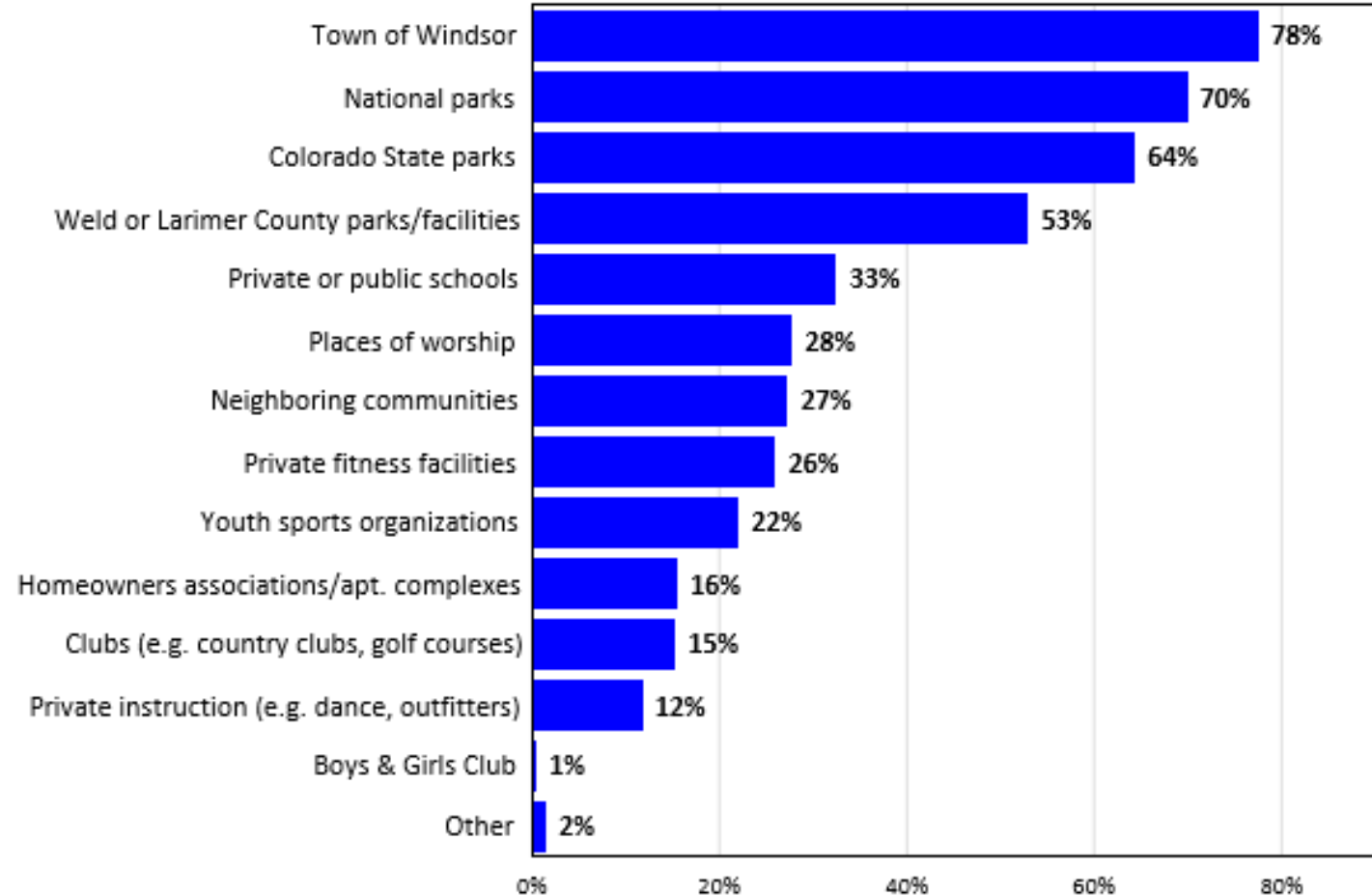
Source: ETC Institute (2019)

National Average

Local Agency: 50%
State Parks: 40%
County Parks: 58%

Q5. Organizations Respondent Households Use for Parks and Recreation Programs, Services, and Facilities

by percentage of respondents (multiple choices could be made)



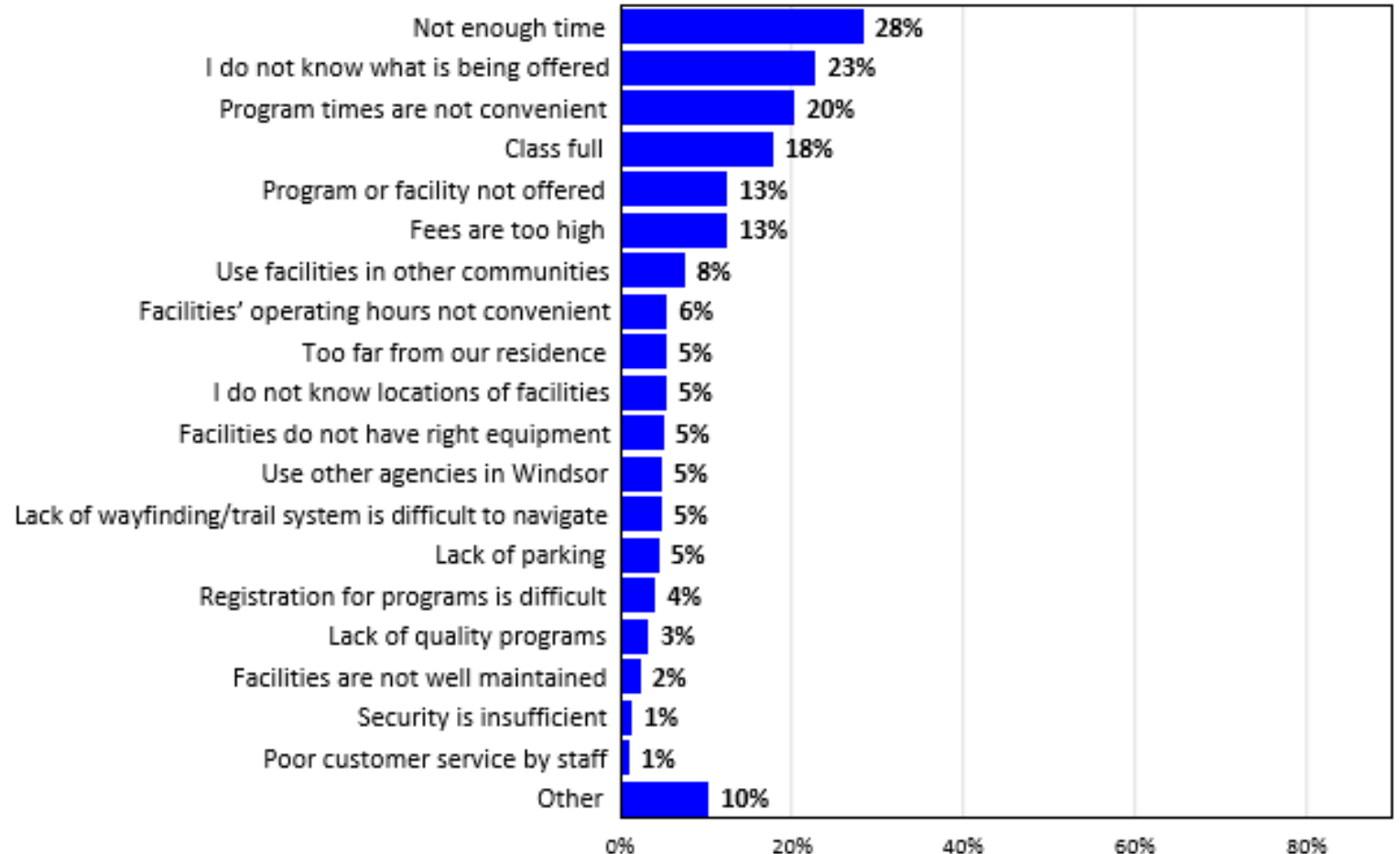
Source: ETC Institute (2019)

National Average

Not enough time: 32%
I don't know what is
being offered: 35%
Program times are not
convenient: 18%

Q6. Reasons Preventing Use of Parks, Recreation Facilities, and Programs

by percentage of respondents (multiple choices could be made)

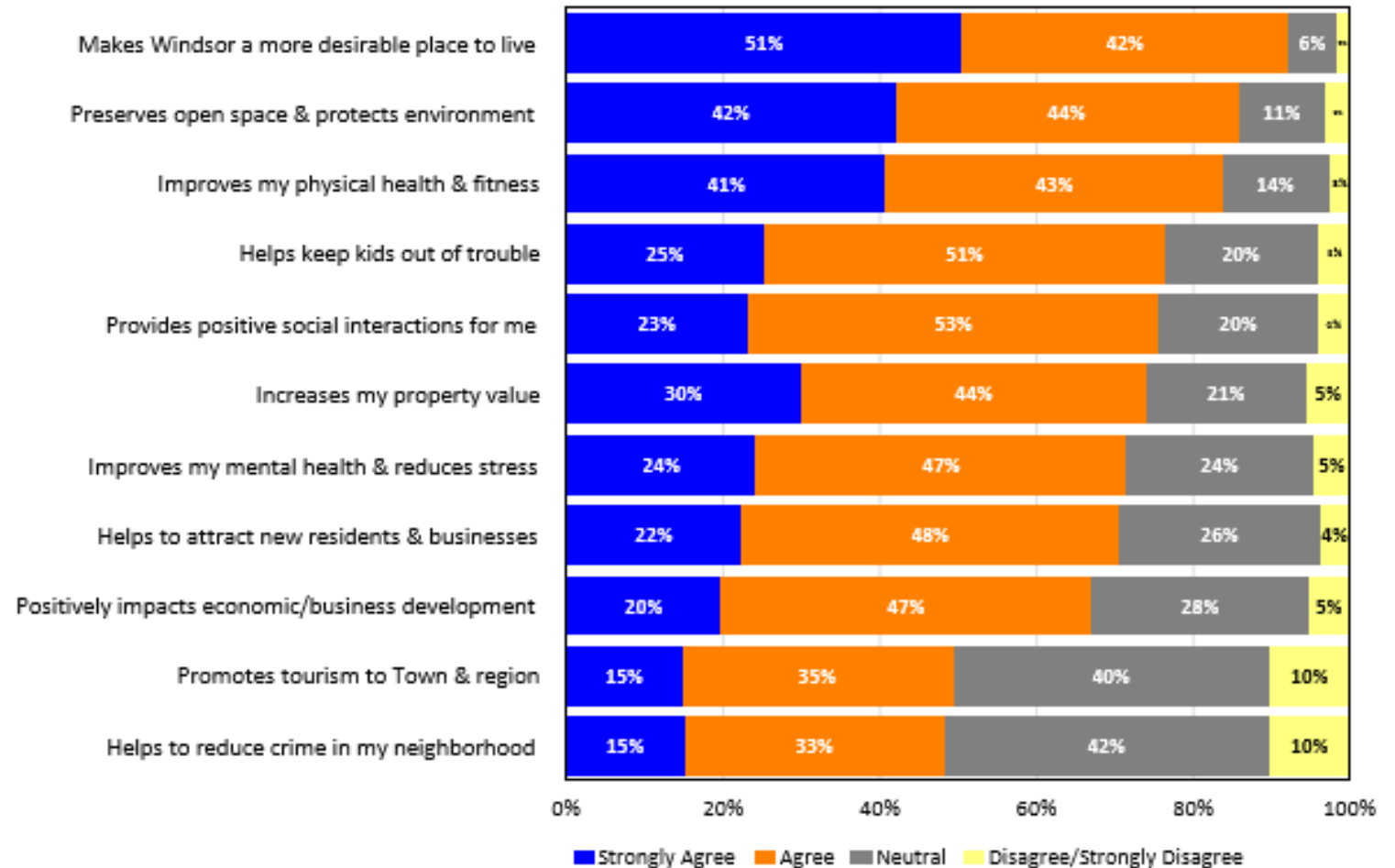


Source: ETC Institute (2019)

Level of Agreement With Various Statements

Q7. Level of Agreement With Various Statements Concerning Potential Benefits of Parks and Recreation System

by percentage of respondents

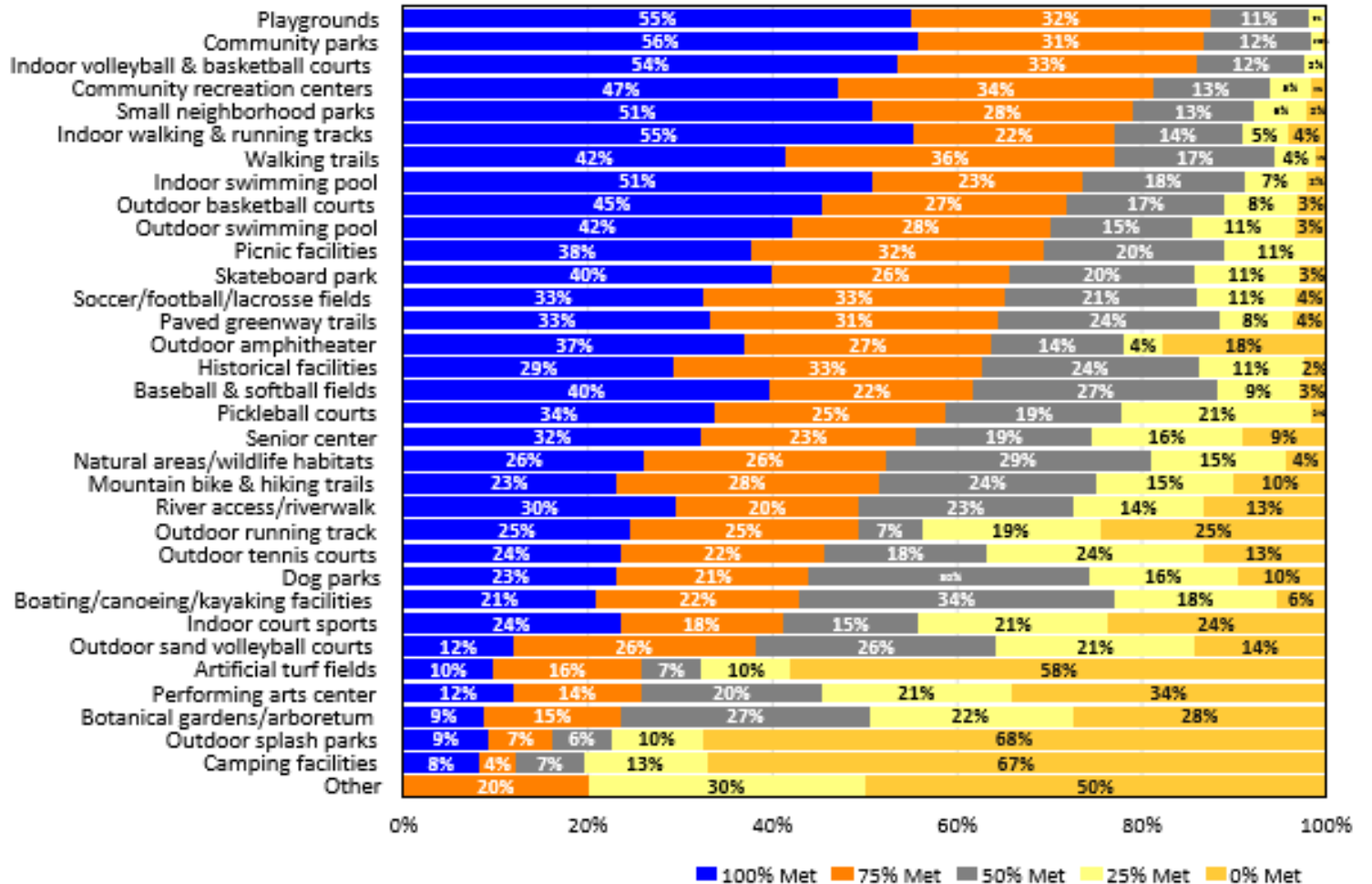


Source: ETC Institute (2019)

How Well Facilities Meet The Needs

Q8-2. How Well Facilities Meet the Needs of Respondent Households

by percentage of respondents with a need for facilities

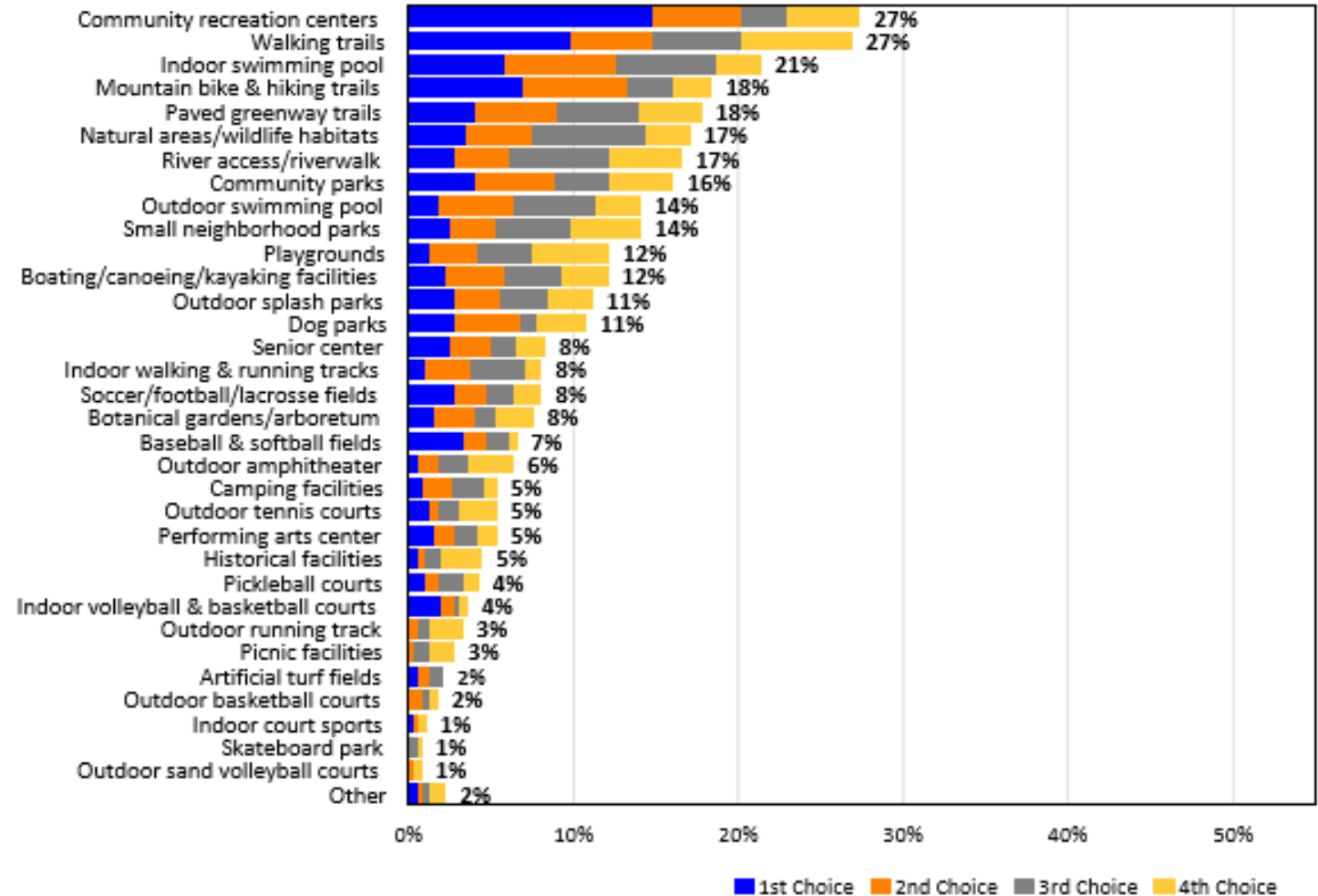


Source: ETC Institute (2019)

Most Important Parks / Facilities

Q9. Parks/Facilities That Are Most Important to Households

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

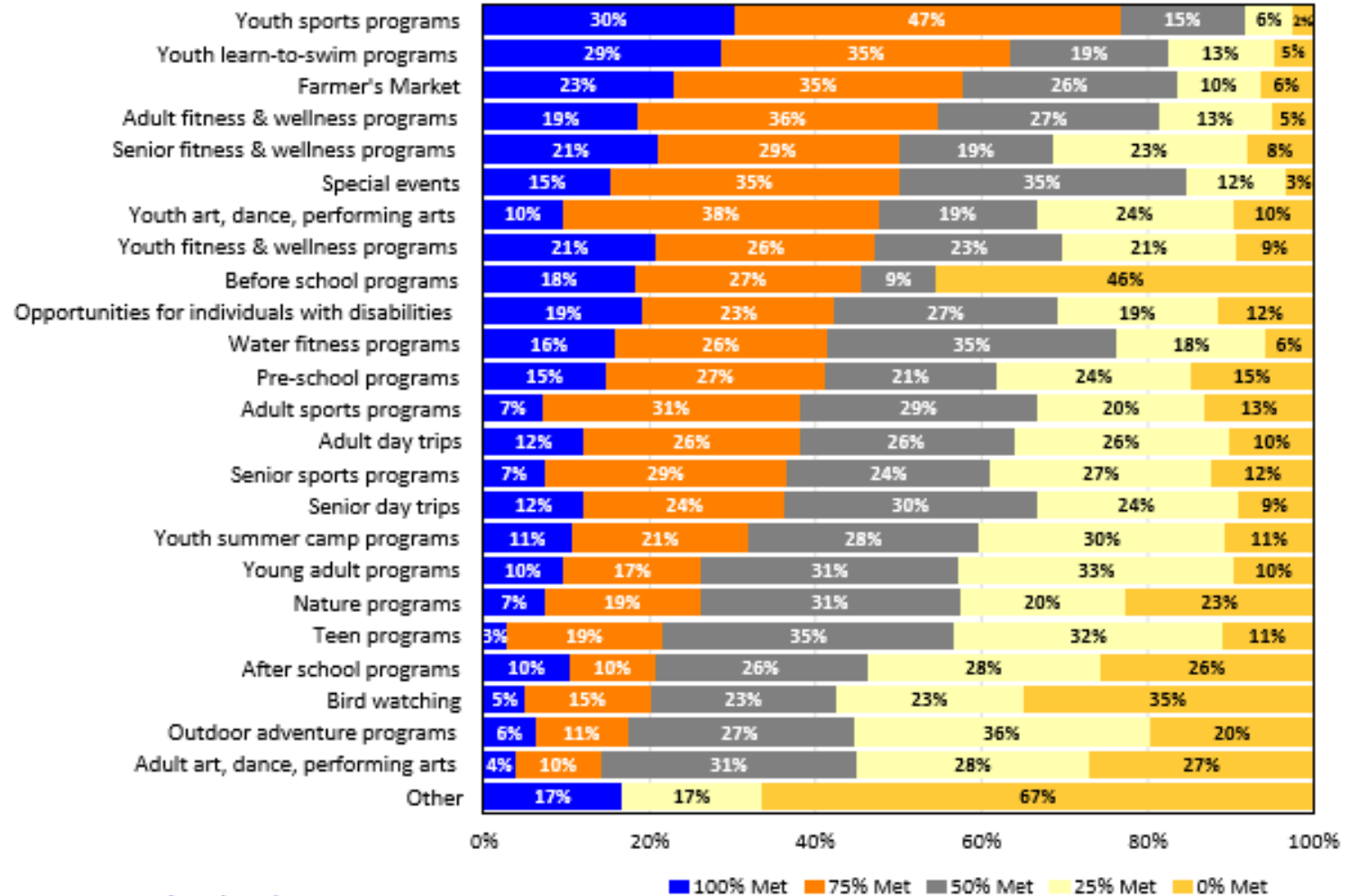


Source: ETC Institute (2019)

How Well Programs Meet Needs

Q10-2. How Well Programs Meet the Needs of Respondent Households

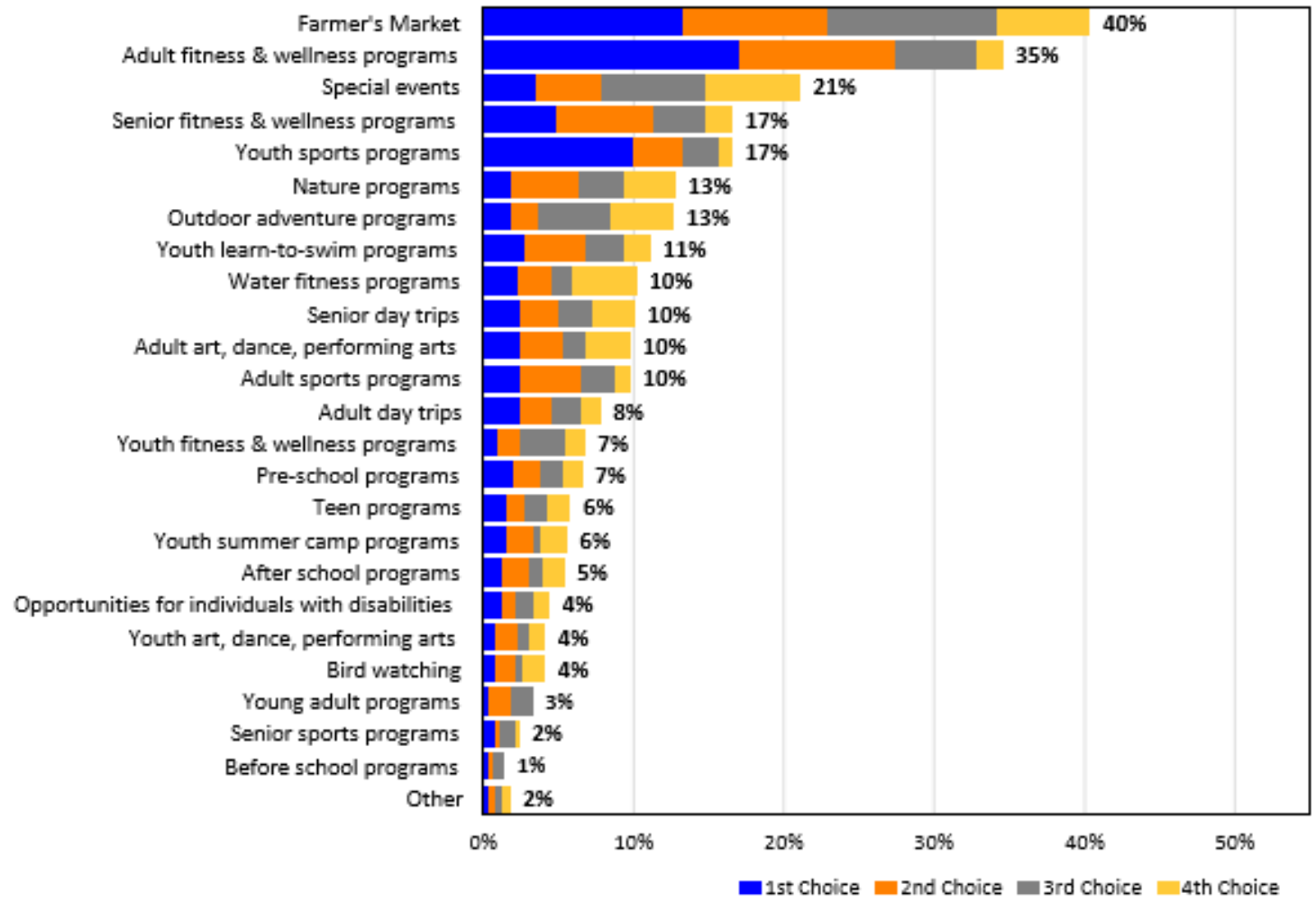
by percentage of respondents with a need for facilities



Most Important Programs

Q11. Programs That Are Most Important to Households

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

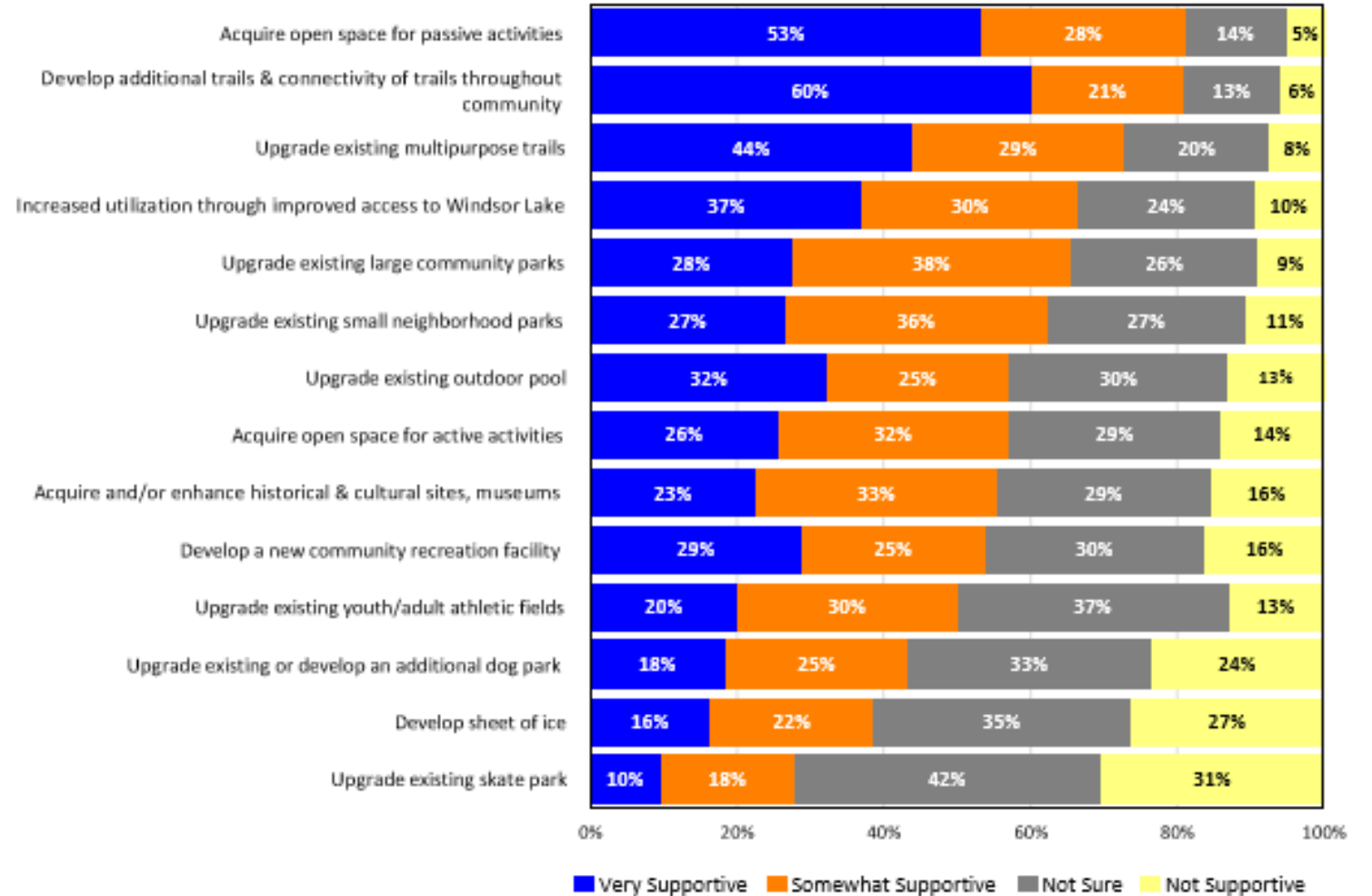


Source: ETC Institute (2019)

Level of Support of Major Actions

Q15. Level of Support of Major Actions

by percentage of respondents

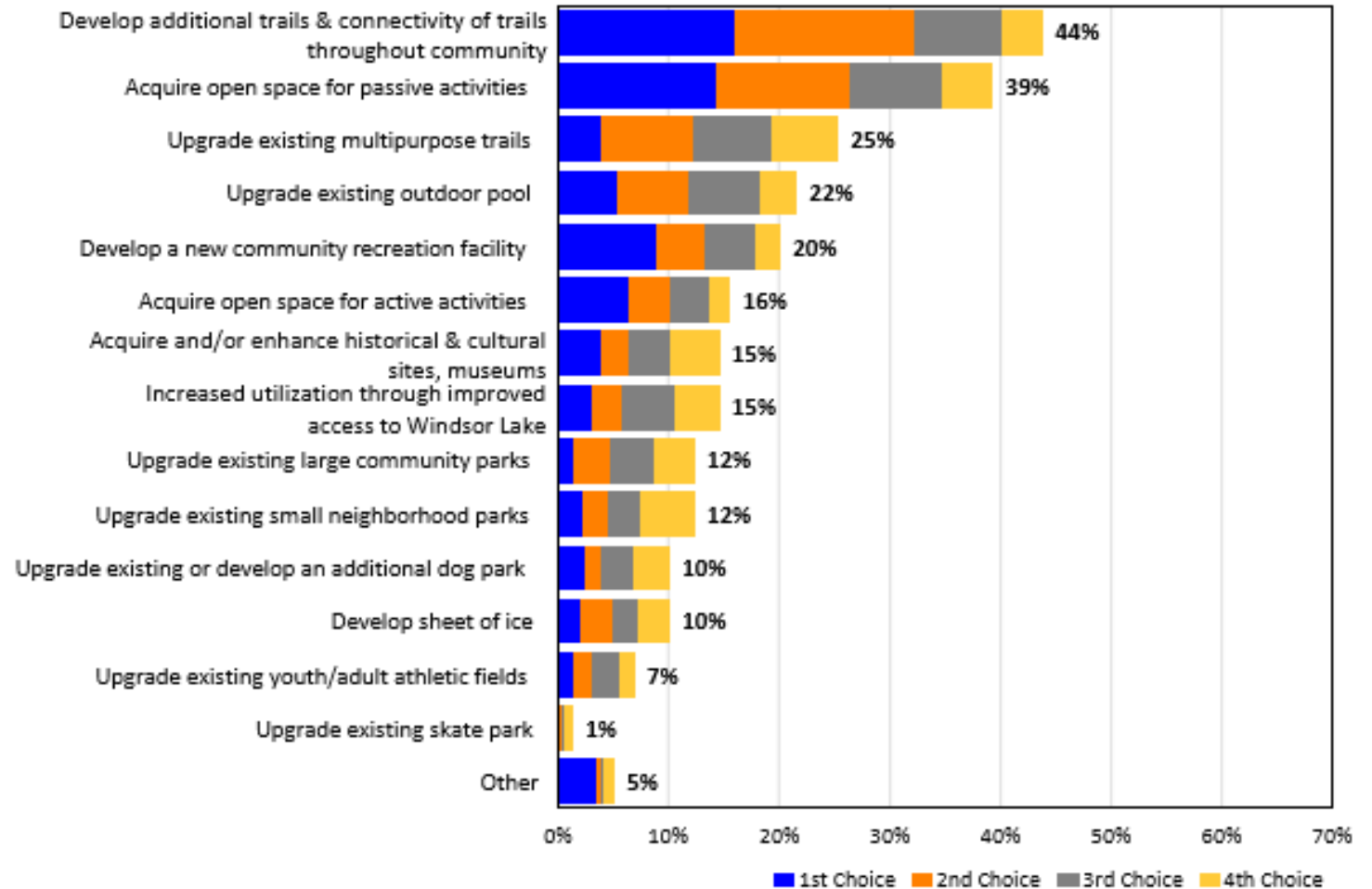


Source: ETC Institute (2019)

Most Willing To Fund With Tax Dollars

Q16. Items Most Willing to Fund With Tax Dollars

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

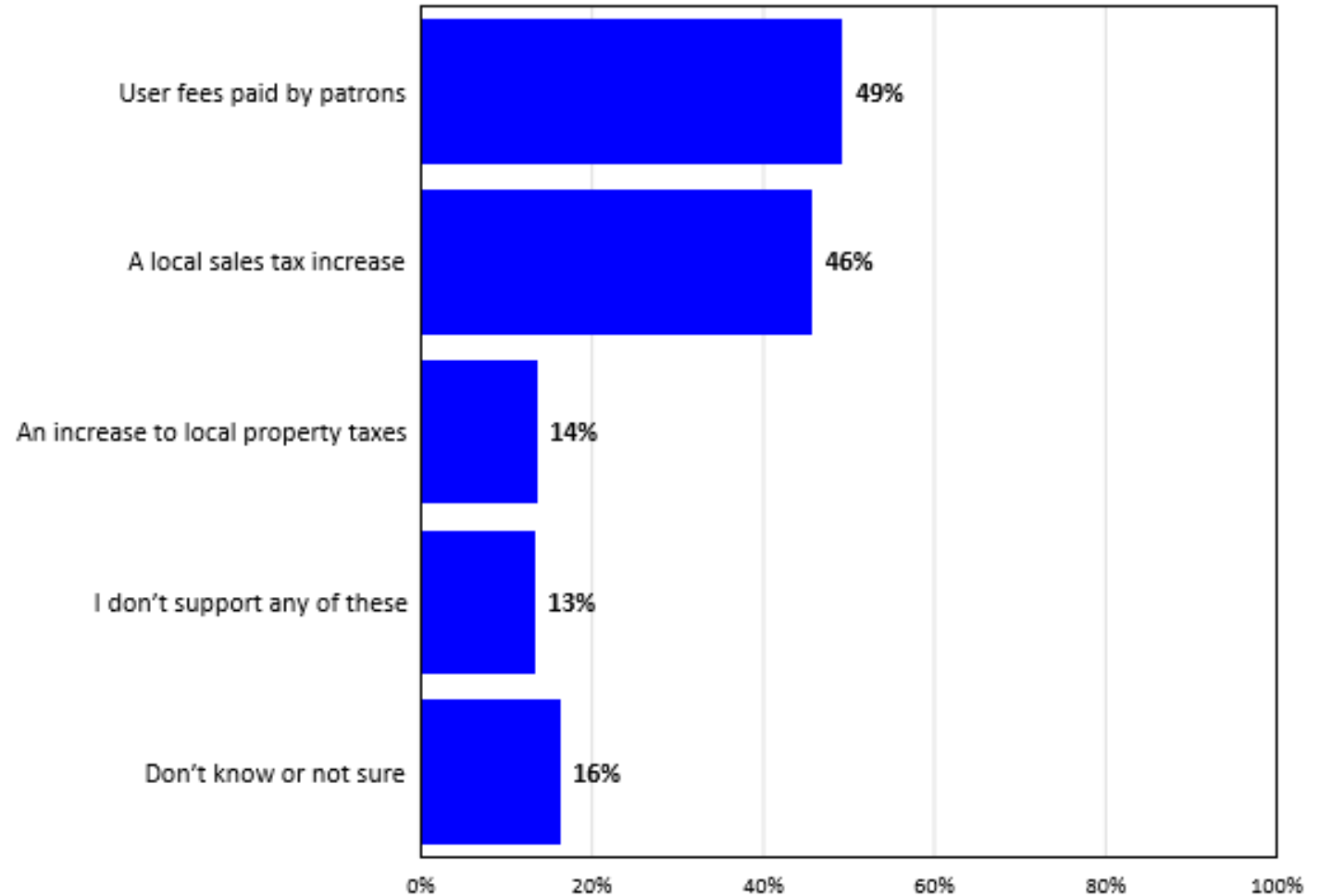


Source: ETC Institute (2019)

Funding Mechanisms Supported For Items

Q17. Mechanisms Respondents Most Support Using to Fund Items

by percentage of respondents who participated and selected the items as one of their top two choices

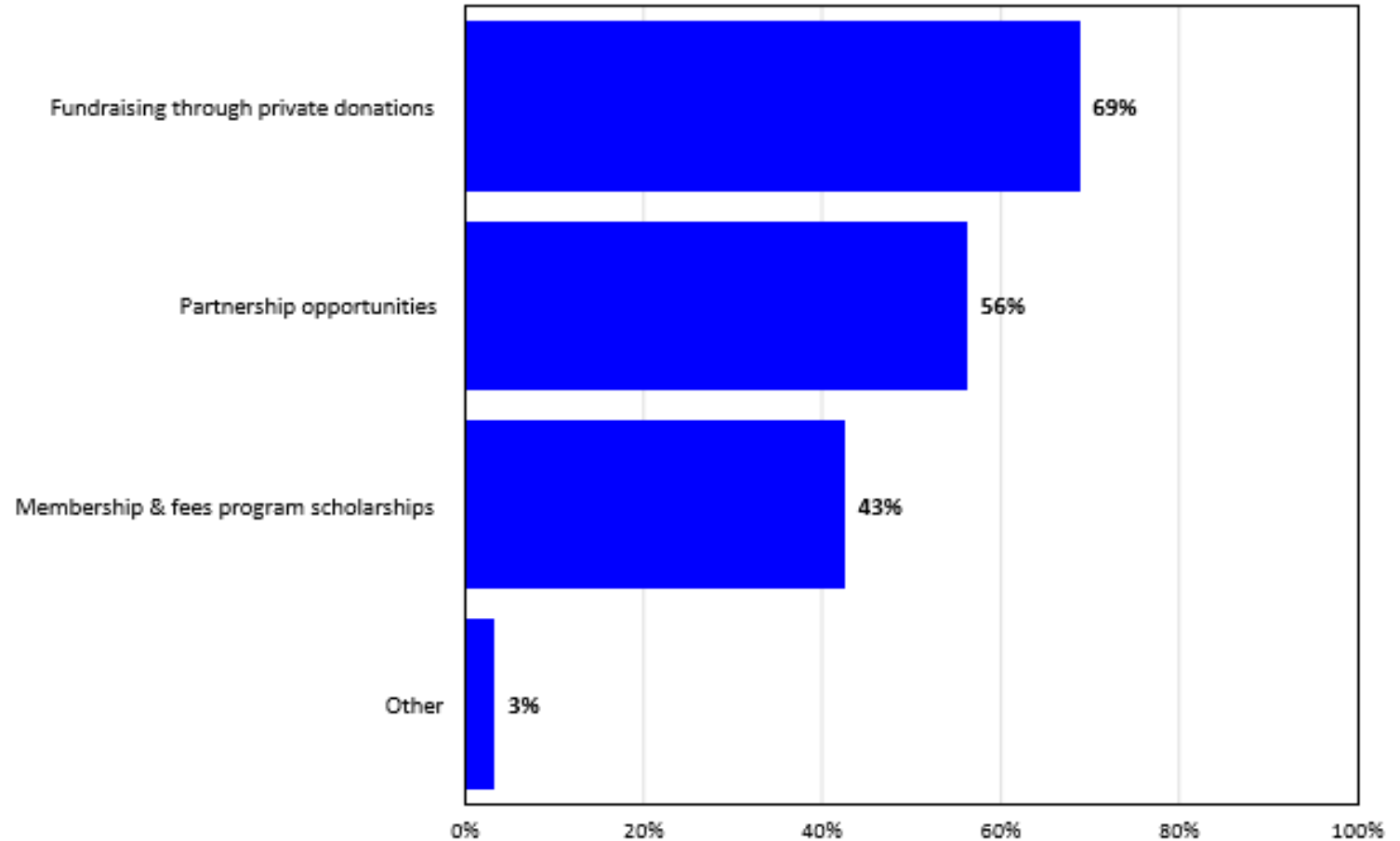


Source: ETC Institute (2019)

Support For Another Means of Financial Support

Q18. Options Respondents Would Support the Town Exploring as Another Means of Financial Support

by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

Prioritize \$100 For Parks and Recreation

26% Maintenance of
Parks / Trails & Facilities

25% Acquire / Construct
Open Space & Trails

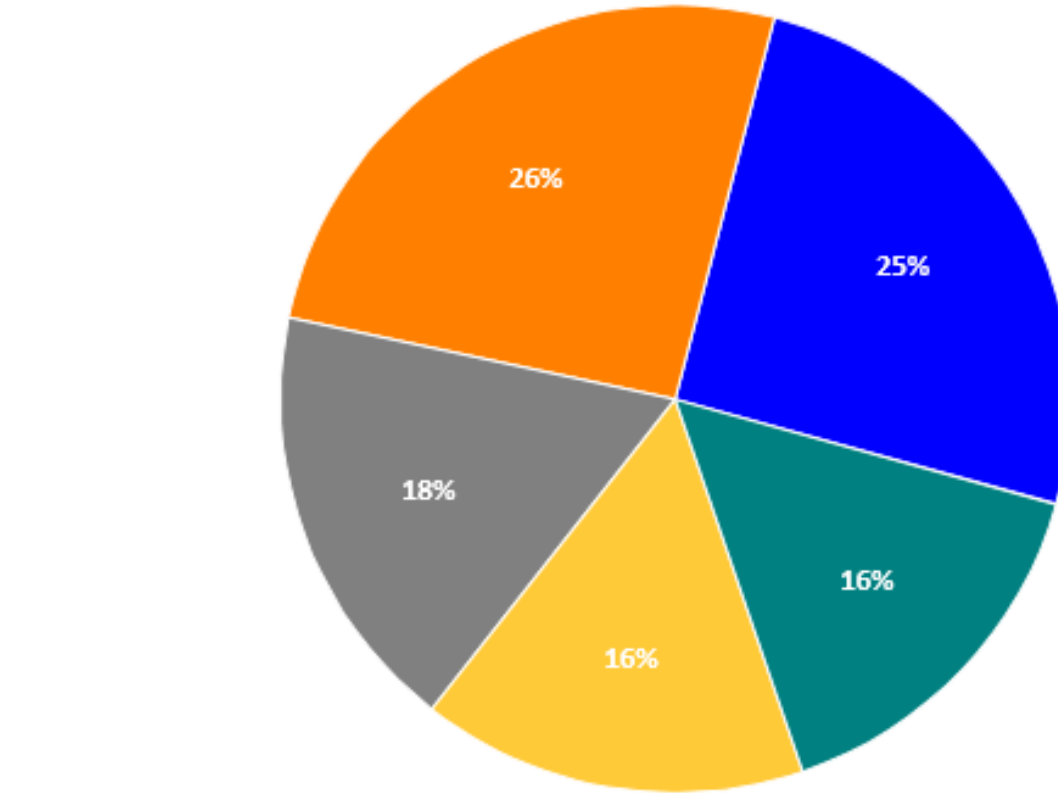
18% Indoor Multi-Generation,
Multi-Use Recreation Facilities

16% Outdoor Facilities
(Athletics, Parks, Etc.)

16% Other

Q19. Prioritization of \$100 For Parks and Recreation

by percentage of respondents



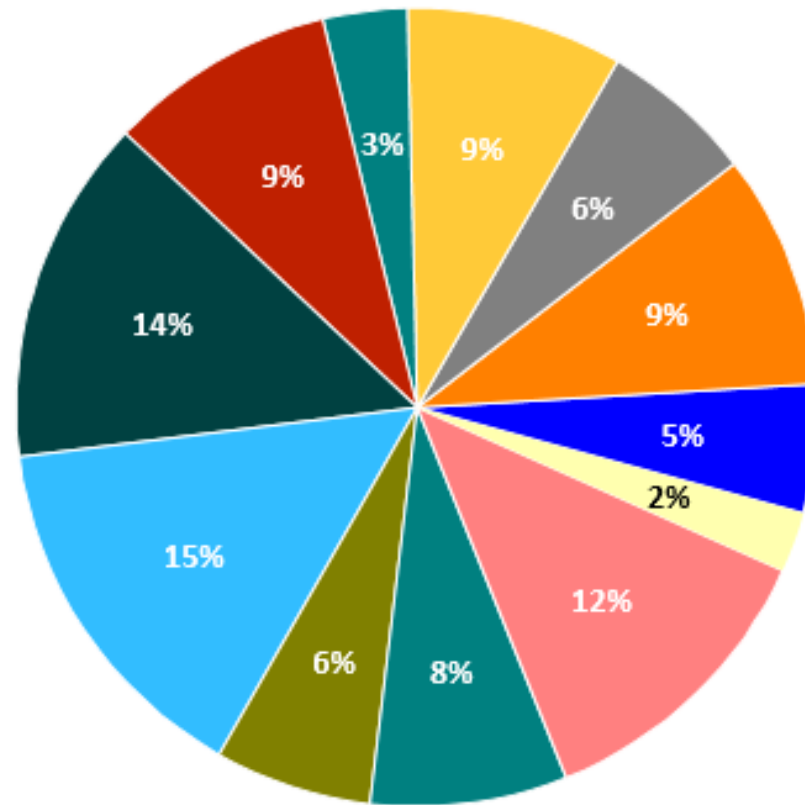
- Acquire/construct open space & trails
- Maintenance/upkeep of current parks, trails & facilities
- Acquire/construct indoor multigenerational, multiuse recreation facilities
- Acquire/construct outdoor facilities (athletics, parks, etc.)
- Other

Source: ETC Institute (2019)

Demographics: Ages of People in Household

Q20. Demographics: Ages of People in Household

by percentage of household occupants

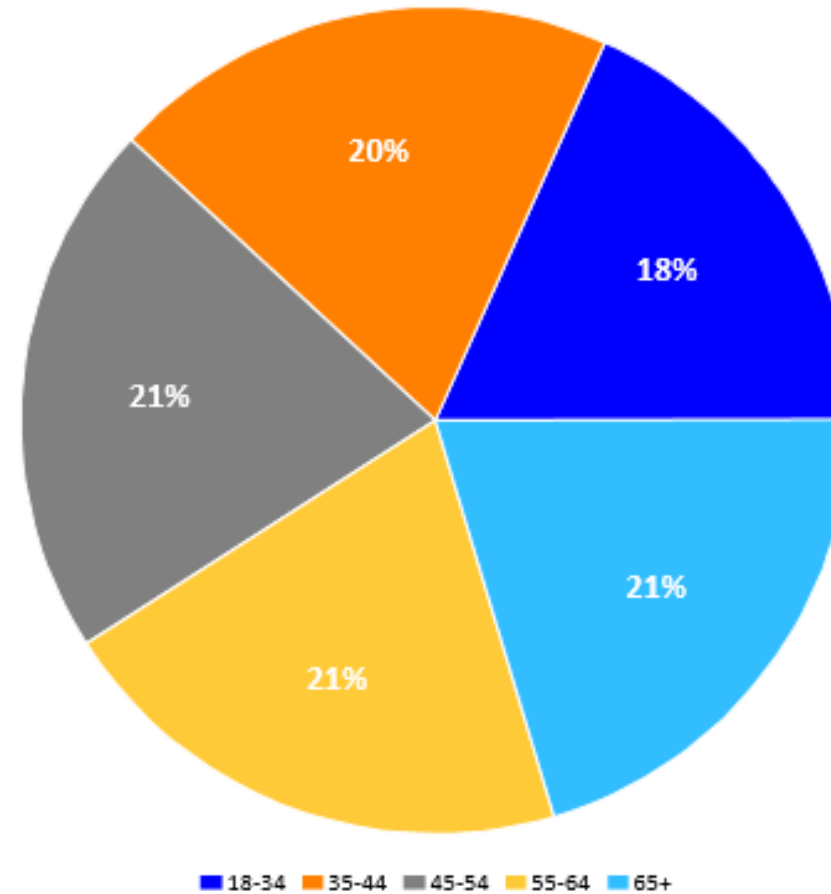


■ Under 5 years ■ 5-9 years ■ 10-14 years ■ 15-19 years ■ 20-24 years ■ 25-34 years
■ 35-44 years ■ 45-54 years ■ 55-59 years ■ 60-64 years ■ 65-74 years ■ 75+ years

Source: ETC Institute (2019)

Demographics: Age of Respondents

Q21. Demographics: What is your age?
by percentage of respondents

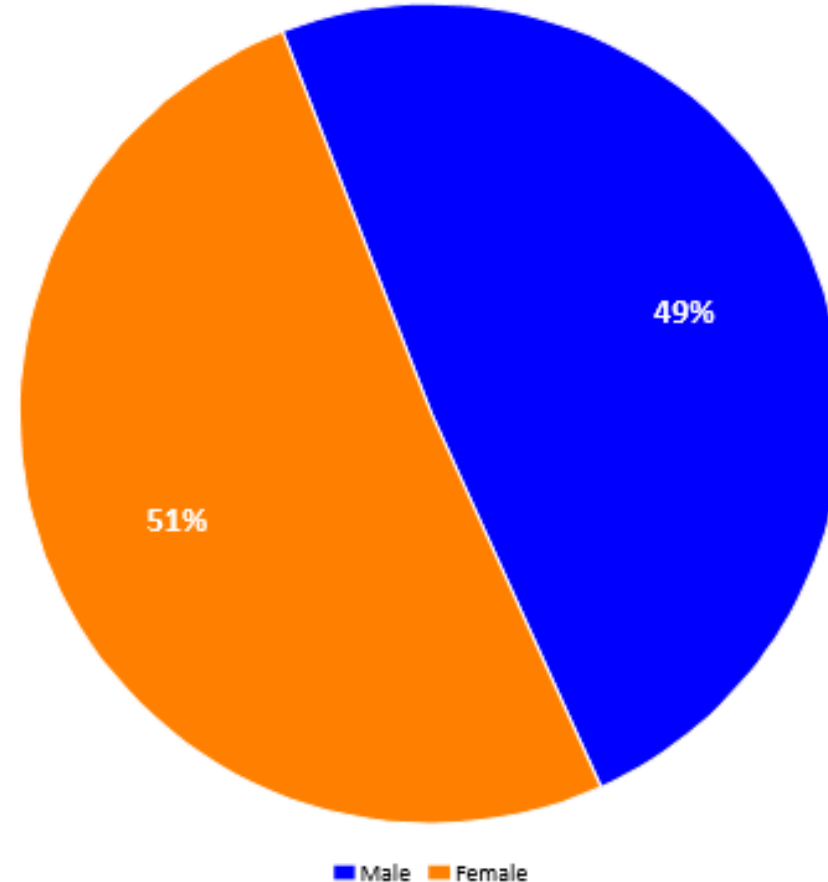


Source: ETC Institute (2019)

Demographics: Gender of Respondents

Q22. Demographics: What is your gender?

by percentage of respondents

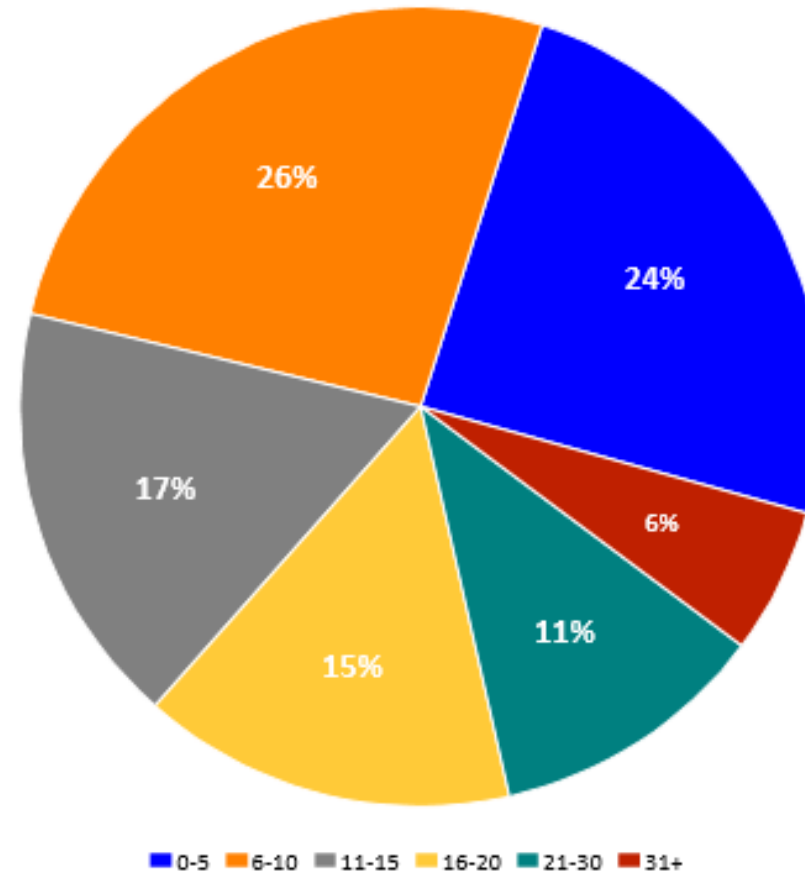


Source: ETC Institute (2019)

Demographics: Years Lived In Windsor

Q23. Demographics: How many years have you lived in the Town of Windsor?

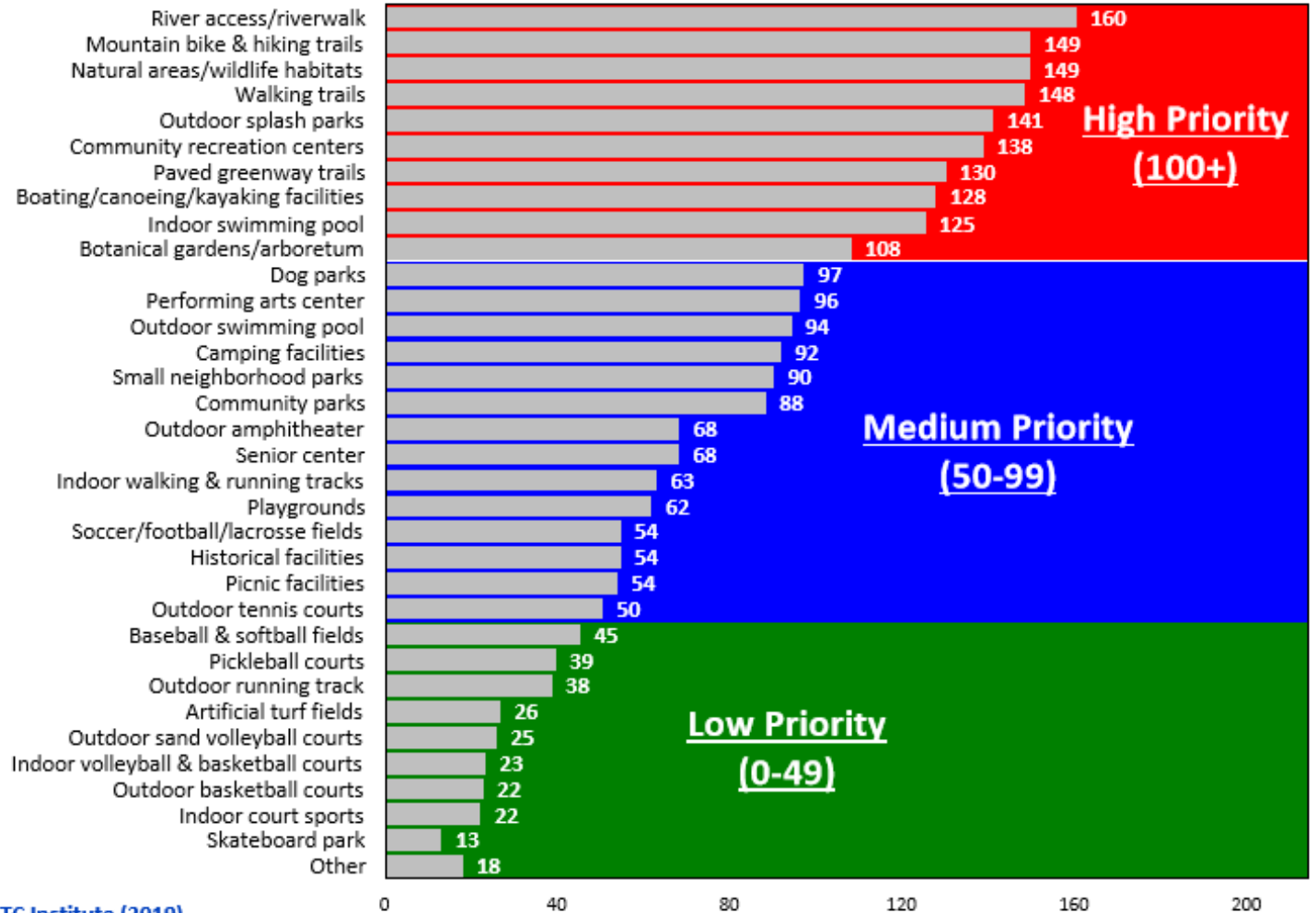
by percentage of respondents



Source: ETC Institute (2019)

Top Investment Priorities For Recreation Facilities

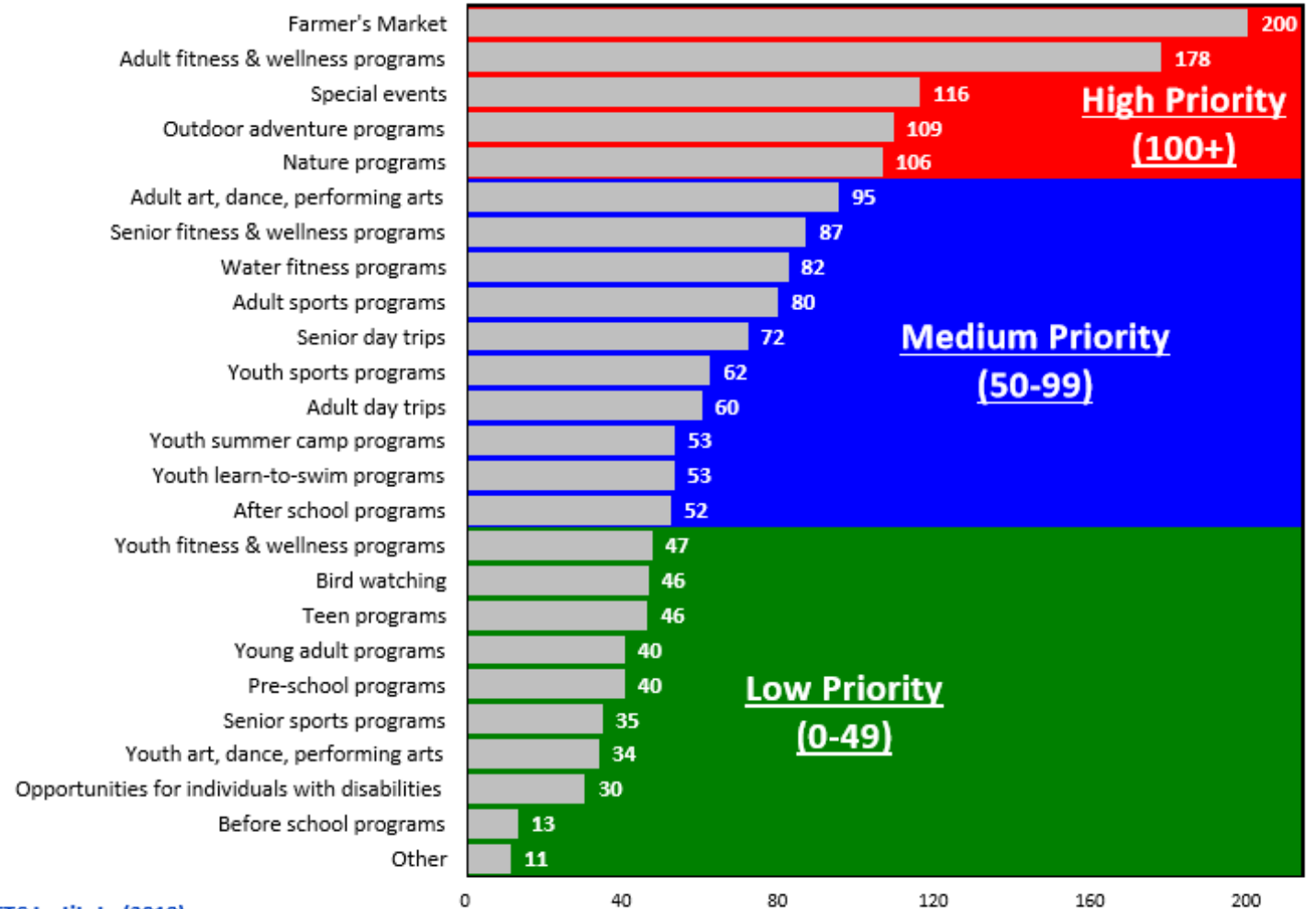
Top Priorities for Investment for Recreation Facilities Based on the Priority Investment Rating



Source: ETC Institute (2019)

Top Investment Priorities For Recreation Programs

Top Priorities for Investment for Recreation Programs Based on the Priority Investment Rating



Source: ETC Institute (2019)