

Appendix One: Survey Instrument

City of Dunwoody Parks & Recreation Master Planning Survey

May 2016



Dunwoody Parks & Recreation Master Planning Survey

name
address
city st zip

Dear Resident,

The City of Dunwoody is asking for your input as part of our efforts to update the Parks and Recreation Master Plan. The survey will help direct our planning efforts for public parks and recreation facilities along with programs and services for the coming years. Please support this effort by taking a few minutes to fill out the enclosed survey.

Only a **random sampling of households** received this survey, so your responses are very important to the process. Even if you do not use these facilities and services, we still appreciate hearing from you. **ALL** responses are important and will be kept confidential and reported in aggregate, or by the city district areas identified.

We invite you to discuss the following questions with other members of your household so answers reflect combined opinions. Return your questionnaire within 10 days in the enclosed self-addressed, postage-paid envelope to ensure all responses are recorded.

To save resources, you may complete the survey online instead, using the website below and logging in with the password provided:

www.dunwoodysurvey.org password: xxxxx

We appreciate your participation and thank you for your time. The planning of future parks and recreation facilities and services in Dunwoody relies on the feedback from our residents!

Thank you sincerely for participating,

Brent Walker
Parks & Recreation Director

We appreciate your participation in our survey and encourage you to enter a drawing to win!

Five winners will be randomly selected to each receive a \$50 Visa gift card.

To enter the drawing, simply follow the directions provided at the bottom of the page. Or, if you respond online, you will have the opportunity to enter the drawing after completing the survey. Winners of the random drawing will be contacted by phone and/or email.

City of Dunwoody Survey Drawing

To be entered in the prize drawing, please provide your first name and phone number for notification if you win, and return this slip with your survey to RRC Associates, 4770 Baseline Road, Suite 360, Boulder, CO 80303. (Note: if you complete the survey online, you will have the opportunity to provide your contact information at the end of that survey instead.)

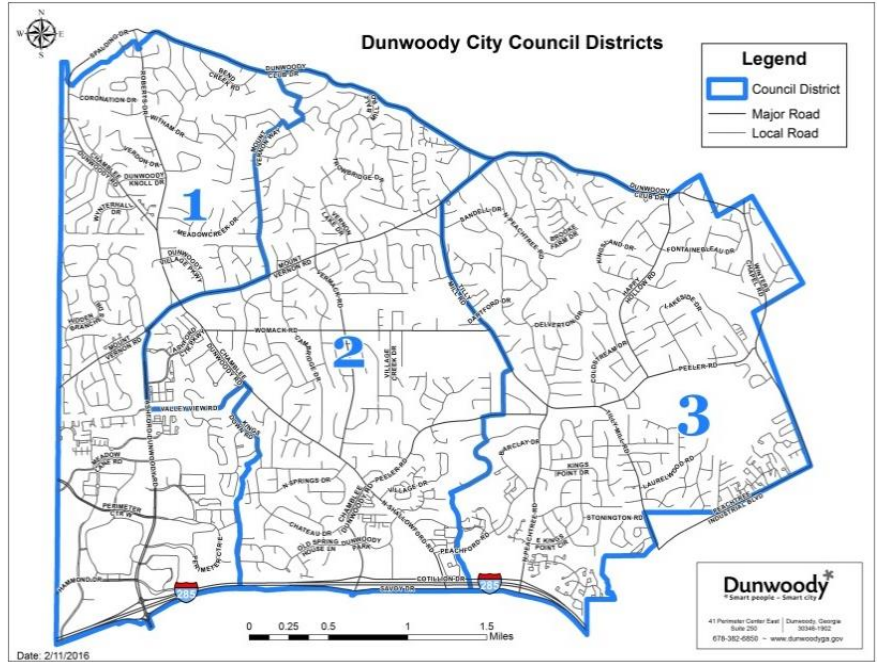
First Name: _____ Daytime Phone Number: _____
and/or e-mail address: _____

DUNWOODY PARKS & RECREATION MASTER PLAN SURVEY

1. **How long have you lived in Dunwoody?**
 _____ Years **OR** Check here if less than a year

2. **In what area of Dunwoody do you live?**
 (reference map to the right)
 District 1
 District 2
 District 3

3. **How knowledgeable/familiar are you and your household with parks and recreation facilities, programs and services the City provides?**
 1 – Not at all familiar
 2
 3 - Neutral
 4
 5 – Very familiar



VALUES AND VISION

4. **What top three areas should parks and recreation focus on improving? Insert a "1" to the left of the category that is your top priority. Then select up to 2 more issues that you think are priorities for improvement using either a checkmark or an 'X'. Please select only three items.**

_____ Accessibility _____ Land preservation/acquisition _____ Family-oriented activities _____ Pathway connectivity _____ Safety and security in parks _____ Maintenance of parks and facilities _____ Leveraging partnerships _____ Customer service	_____ Developing new parks in under-served areas _____ Community-wide special events _____ Develop programs and classes for all ages _____ Public art _____ Affordability of service _____ Signage/wayfinding _____ Other (Please explain: _____)
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Use this space to include comments on your responses here: _____

CURRENT PROGRAMS AND FACILITIES

5. **A) Please rate how important the following facilities or programs are to your household. B) Then rate how they are meeting the needs of your community. Please provide an answer for A and B whether you have used the facility/program or not. (DK/NA means "Don't Know" or "Not Applicable")**

FACILITIES	A) IMPORTANCE TO YOUR HOUSEHOLD						B) MEETING THE NEEDS OF DUNWOODY							
	NOT AT ALL IMPORTANT		NEUTRAL		VERY IMPORTANT		DK/NA	NOT AT ALL		SOMEWHAT		COMPLETELY		DK/NA
	1	2	3	4	5	X	1	2	3	4	5	X		
Athletic fields (soccer, softball, football etc.)	1	2	3	4	5	x	1	2	3	4	5	x		
Community gardens	1	2	3	4	5	x	1	2	3	4	5	x		
Cultural Arts Center	1	2	3	4	5	x	1	2	3	4	5	x		
Dog parks	1	2	3	4	5	x	1	2	3	4	5	x		
Event pavilions	1	2	3	4	5	x	1	2	3	4	5	x		
Historical sites	1	2	3	4	5	x	1	2	3	4	5	x		
Nature Center	1	2	3	4	5	x	1	2	3	4	5	x		
Outdoor courts (bocce ball, basketball, etc.)	1	2	3	4	5	x	1	2	3	4	5	x		
Picnic shelters	1	2	3	4	5	x	1	2	3	4	5	x		
Playgrounds	1	2	3	4	5	x	1	2	3	4	5	x		
Skate parks	1	2	3	4	5	x	1	2	3	4	5	x		
Trails/pathways	1	2	3	4	5	x	1	2	3	4	5	x		
Other facility: _____	1	2	3	4	5	x	1	2	3	4	5	x		

PROGRAMS	A) IMPORTANCE TO YOUR HOUSEHOLD						B) MEETING THE NEEDS OF DUNWOODY					
	NOT AT ALL IMPORTANT	1	2	3	4	5	VERY IMPORTANT	DK/NA	NOT AT ALL	SOMEWHAT	COMPLETELY	DK/NA
Adult education programs	1	2	3	4	5	x	1	2	3	4	5	x
Adult enrichment programs	1	2	3	4	5	x	1	2	3	4	5	x
Community events (festivals, concerts, etc.)	1	2	3	4	5	x	1	2	3	4	5	x
Senior programs	1	2	3	4	5	x	1	2	3	4	5	x
Special events	1	2	3	4	5	x	1	2	3	4	5	x
Teen programs	1	2	3	4	5	x	1	2	3	4	5	x
Wellness/health/yoga programs	1	2	3	4	5	x	1	2	3	4	5	x
Youth enrichment programs	1	2	3	4	5	x	1	2	3	4	5	x
Youth education programs	1	2	3	4	5	x	1	2	3	4	5	x
Youth sports	1	2	3	4	5	x	1	2	3	4	5	x
Other program: _____	1	2	3	4	5	x	1	2	3	4	5	x

6. Please rate how important the following facilities or programs are to your household. Please provide an answer whether you have used the facility/program or not.

	NOT AT ALL IMPORTANT	1	2	3	4	5	VERY IMPORTANT	DON'T KNOW/NOT APPLICABLE
Dunwoody Nature Center	1	2	3	4	5	x		
Dunwoody Senior Baseball	1	2	3	4	5	x		
Spruill Center for the Arts	1	2	3	4	5	x		
Chattahoochee Weavers Guild	1	2	3	4	5	x		
Stage Door Players	1	2	3	4	5	x		
Dunwoody Preservation Trust	1	2	3	4	5	x		

PROGRAMS, ACTIVITIES AND SPECIAL EVENTS

7. Please indicate if your family participates in or would like to participate in any of the following activities: (Please check all that apply):

- | | | |
|---|---|--|
| 01) <input type="checkbox"/> Adaptive recreation programs for individuals with disabilities | 07) <input type="checkbox"/> Community events (e.g. festivals, parades, concerts) | 14) <input type="checkbox"/> Senior programs |
| 02) <input type="checkbox"/> Adult enrichment classes | 08) <input type="checkbox"/> Cultural programs | 15) <input type="checkbox"/> Summer camps |
| 03) <input type="checkbox"/> After school programs | 09) <input type="checkbox"/> Family programs | 16) <input type="checkbox"/> Swim lessons/aquatic programs |
| 04) <input type="checkbox"/> Arts programs | 10) <input type="checkbox"/> Fitness and wellness programs | 17) <input type="checkbox"/> Teen programs |
| 05) <input type="checkbox"/> Athletic leagues - youth | 11) <input type="checkbox"/> Intergenerational programs | 18) <input type="checkbox"/> Tennis programs |
| 06) <input type="checkbox"/> Athletic leagues – adult | 12) <input type="checkbox"/> Outdoor recreation programs | 19) <input type="checkbox"/> Wildlife protection programs |
| | 13) <input type="checkbox"/> Nature programs | 20) <input type="checkbox"/> Youth enrichment classes |
| | | 21) <input type="checkbox"/> Other _____ |

8. Which three items from the list above are the highest priorities to you and your household in the City of Dunwoody? (INSERT NUMBERS)

Most important # _____ Second most important # _____ Third most important # _____

9. Which of the following park facilities do you or your family utilize for programmed activities? (Please check all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Area YMCA | <input type="checkbox"/> Morgan Falls Park |
| <input type="checkbox"/> Area churches | <input type="checkbox"/> MJCC |
| <input type="checkbox"/> Blackburn Park | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Murphy Candler Park | |

FUTURE FACILITIES, AMENITIES, AND SERVICES

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

- | | |
|--|--|
| 01) <input type="checkbox"/> Accessibility | 08) <input type="checkbox"/> Pricing/user fees |
| 02) <input type="checkbox"/> Additional facilities and amenities | 09) <input type="checkbox"/> Programs I want |
| 03) <input type="checkbox"/> Awareness of programs (communications) | 10) <input type="checkbox"/> Quality of equipment |
| 04) <input type="checkbox"/> Condition/maintenance of parks or buildings | 11) <input type="checkbox"/> Safety and security |
| 05) <input type="checkbox"/> Customer service/staff knowledge | 12) <input type="checkbox"/> WiFi connectivity |
| 06) <input type="checkbox"/> Hours of operation | 13) <input type="checkbox"/> Other (please specify: _____) |
| 07) <input type="checkbox"/> Parking | |

Please comment on or add to your responses here: _____

11. What are the greatest needs for indoor and outdoor facilities to be added or improved upon in Dunwoody over the next 5-10 years?

	NOT AT ALL IMPORTANT		NEUTRAL		VERY IMPORTANT
01) Indoor aquatics facility	1	2	3	4	5
02) Indoor sports facilities	1	2	3	4	5
03) New community/recreation center	1	2	3	4	5
04) Theatre/performing arts center (specify where: _____)	1	2	3	4	5
05) Disc golf	1	2	3	4	5
06) Exercise stations along trails in parks	1	2	3	4	5
07) Improved park amenities (drinking fountains, restrooms, benches, etc.)	1	2	3	4	5
08) Lights for outdoor athletic facilities	1	2	3	4	5
09) New parks (specify where: _____)	1	2	3	4	5
10) Outdoor pool	1	2	3	4	5
11) Open pavilion for concerts and performances	1	2	3	4	5
12) Outdoor athletic fields/courts (specify type: _____)	1	2	3	4	5
13) Pathways & trails (specify where: _____)	1	2	3	4	5
14) Playgrounds	1	2	3	4	5
15) Sand volleyball	1	2	3	4	5
16) Senior center	1	2	3	4	5
17) Splash pads	1	2	3	4	5
18) Volleyball courts	1	2	3	4	5
19) Other (indoor or outdoor facility: _____)	1	2	3	4	5

12. Please select your top three priorities from question 11. Insert one number from the list above that would be you and your household's highest priority to be added, expanded, or improved in the City of Dunwoody, followed by your second and third priorities.

Most important # _____ Second most important # _____ Third most important # _____

13. What are your top three priorities for new amenities or improvements to existing amenities in Brook Run Park?

Priority one: _____

Priority two: _____

Priority three: _____

FINANCIAL CHOICES/FEES

The City of Dunwoody receives taxes and grants to build parks, recreation and tourism facilities, and trails. Additional funds are required for the operations and maintenance of new facilities. User fees, grants, and donations offset some costs.

14. In order to construct a community center, theater/performing arts center, new trails, add restrooms, or make other improvements to parks and recreation facilities, additional capital funds will be needed.

Which of the following, if any, would you support to provide the necessary funds?

	DEFINITELY NOT SUPPORT	PROBABLY NOT SUPPORT	NEUTRAL	PROBABLY SUPPORT	DEFINITELY SUPPORT	DON'T KNOW/ UNCERTAIN
General property tax (mill levy)	1	2	3	4	5	x
Bond referendum	1	2	3	4	5	x
New dedicated sales tax	1	2	3	4	5	x
New dedicated property tax	1	2	3	4	5	x
User fees	1	2	3	4	5	x
Private donations	1	2	3	4	5	x

15. 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
- Moderate fee increases would limit my/our participation significantly
- Don't know/uncertain

16. If there were to be a bond referendum related to funding parks and recreation improvements on a future ballot, which of the following represents how you would likely vote on this issue?

- Definitely vote 'yes'
- Probably vote 'yes'
- Don't know/uncertain
- Definitely vote 'no'
- Probably vote 'no'

17. Using \$5 increments, if you had \$100 to spend on parks and recreation facilities, services and/or programs, how would you allocate that \$100 across the following categories? You may also leave any items blank for no allocation, but please make sure your total is \$100.

- \$_____ Make improvements and/or renovate and maintain existing park facilities
 - \$_____ Add new parks
 - \$_____ Add more pathways/trails
 - \$_____ Indoor sports complex
 - \$_____ Add outdoor athletic fields and courts
 - \$_____ Provide more City-wide special events
 - \$_____ Other enhancements such as: _____
- \$ 100**

COMMUNICATION

18. What is the best way to reach you with information on parks and recreation tourism facilities/services/programs? (CHECK ALL THAT APPLY)

- Local media (TV, radio, newspaper)
- Word of mouth
- Internet/website
- Social networking (e.g., Twitter, Facebook)
- E-mail from the City
- School flyers
- Other (Please specify: _____)

SUGGESTIONS

19. Do you have any additional comments or suggestions that you would like to offer regarding parks and recreation facilities, services and programs in the City of Dunwoody?

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

20. Please indicate your gender:

- Male
- Female

21. What is your age?

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

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

- Single, no children
- Single with children at home
- Single, grown children no longer at home
- Couple, no children
- Couple with children at home
- Couple, grown children no longer at home

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

- Own
- Rent
- Other

24. Are you registered to vote in the City of Dunwoody?

- Yes
- No

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

- Under \$25,000
- \$25,000 - 49,999
- \$50,000 - 74,999
- \$75,000 - 99,999
- \$100,000 - 149,999
- \$150,000 - 199,999
- \$200,000 - 249,999
- \$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 updating the Dunwoody Parks & Recreation Master Plan.