

2023

Town of Gilbert, AZ

Parks and Recreation Needs Assessment Survey

Findings Report



ETC
INSTITUTE



Contents

Section 1: Executive Summary.....	4
Section 2: Charts and Graphs.....	14
Section 3: Priority Investment Rating.....	50
Section 4: National Benchmarks.....	58
Section 5: Importance-Satisfaction Rating.....	66
Section 6: Tabular Data.....	70
Section 7: Open-Ended Responses.....	110
Section 8: Survey Instrument.....	121



Executive Summary

2023 Town of Gilbert Parks and Recreation Needs Assessment Survey Executive Summary

Overview

ETC Institute administered a Parks and Recreation Needs Assessment Survey for the Town of Gilbert Parks and Recreation Department during the months of spring 2023. The survey will help the Parks and Recreation Department determine priorities that should be considered while developing their master plan.

Methodology

ETC Institute mailed a survey packet to a random sample of households in the Town of Gilbert. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it online at *GilbertAZ.gov/PRMasterPlan*.

After the surveys were mailed, ETC Institute followed up with residents to encourage participation. To prevent people who were not residents of Gilbert from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not included in the final database for this report.

The goal was to complete a minimum of 500 completed surveys from town residents. The goal was met with 537 completed surveys collected. The overall results for the sample of 537 households have a precision of at least +/-4.2 at the 95% level of confidence.

This report contains the following:

- Charts showing the overall results of the survey (Section 2)
- Priority Investment Rating (PIR) that identifies priorities for facilities and programs (Section 3)
- Benchmarks comparing data from Gilbert to national averages (Section 4)
- Importance-Satisfaction Analysis that helps identifies priorities for improvements and investments (Section 5)
- Tabular data showing the overall results for all questions on the survey (Section 6)
- Answers to open-ended questions (Section 7)
- A copy of the survey instrument (Section 8)

The major findings of the survey are summarized on the following pages.

Gilbert Parks and Recreation Facilities

Use of Parks/Facilities: Respondents were asked to indicate if their household had visited any parks and recreation facilities offered by the Town in the past year. Most respondents (89%) visited a park or recreation facility during the past year. The highest percentage of respondents (43%) visited parks or facilities weekly followed by 37% visiting monthly. The parks/facilities visited most often were Riparian Preserve at Water Ranch (69%), Gilbert Regional Park (63%), and Freestone District Park (54%).

Rating Condition of Parks/Facilities: Respondents were asked to rate the condition of each park/facility their household had visited. The parks/facilities that were rated the highest (as “excellent” or “good”) were Hetchler Park and Village II Park (100% rated “good”), and Vista Allegre Park and Nichols Park (50% rated “good” and 50% rated “excellent”).

Barriers to Use: The top reasons respondents did not utilize Gilbert parks and recreation facilities/parks more often were busy schedules (35%), distance from home (35%), and lack of shaded areas (21%).

Gilbert Parks and Recreation Programs, Activities, and Events

Use of Programs: Respondents were asked to indicate if their household participated in any Parks and Recreation programs during the past year. Sixty-one percent (61%) of respondents participated in the last year. Of those participants, 43% did 2-3 programs. Most respondents (93%) rated these programs as either good (49%) or excellent (44%).

Barriers to Participation. Respondents were asked to select all the reasons they had not participated in Gilbert recreation programs more during the past year. Respondents most often listed that they didn’t know what was offered (36%), being too busy (24%), or classes being too full (24%).

Ways Households Learn about Programs and Activities: Respondents were asked to select all the ways they learned about Gilbert Parks and Recreation programs and events or ways they would like to learn about them. The highest number of respondents selected Email/eBlasts from the town (66%), the town parks and recreation guide (45%), or the town website (44%).

Multi-Use Paths

Use of Paths Respondents were asked to indicate how often they use multi-use paths in the Town of Gilbert. The answers ranged from 9% of respondents using the paths once per week to 24% responding that they had never used paths in the Town of Gilbert.

Path Satisfaction and Priorities. Most respondents (56%) would rate the multi-use paths in Gilbert as either much better (23%) or somewhat better (33%) than paths outside of the town. Respondents who had used the paths were asked to rate their satisfaction with five aspects of the paths. Respondents were most satisfied (rating “satisfied” or “very satisfied”) with the maintenance of multi-use paths (83%) and the feeling of safety on multi-use paths (79%). Respondents were then asked to select the three aspects they think the town should emphasize most over the next five years. Maintenance of multi-use paths (67%), adequacy of lighting along multi-use paths (62%), and feeling of safety on multi-use paths (61%).

Overall Value, Improvements, and Developments

Value and Importance of Parks and Recreation. Most respondents (93%) say high-quality park and multi-use path experiences are either important (27%) or very important (66%) to the quality of life in the Town of Gilbert. Regarding overall satisfaction with the value households receive from the parks and recreation system, most respondents (69%) say they are either satisfied (44%) or very satisfied (25%).

Improvements and New Developments: Respondents were asked to rate their level of support for 23 potential improvements and developments to parks and facilities. Respondents most supported (rating “very supportive” or “somewhat supportive”) general repairs and increasing maintenance (79%), improving restroom facilities in existing parks (78%), and adding/expanding multi-use paths and walking loops in existing parks (77%). Respondents were then asked to select the five types of improvements/developments they would be most willing to support if funding were made available. These were the five items selected most often:

- Add splashpads to existing parks (32%)
- Improve existing multi-use path systems (29%)
- Develop new paths with connections to other amenities (29%)
- General repair and increase maintenance (28%)
- Improve restroom facilities in existing parks (25%) and add/expand multi-use paths and walking loops in existing parks (25%)

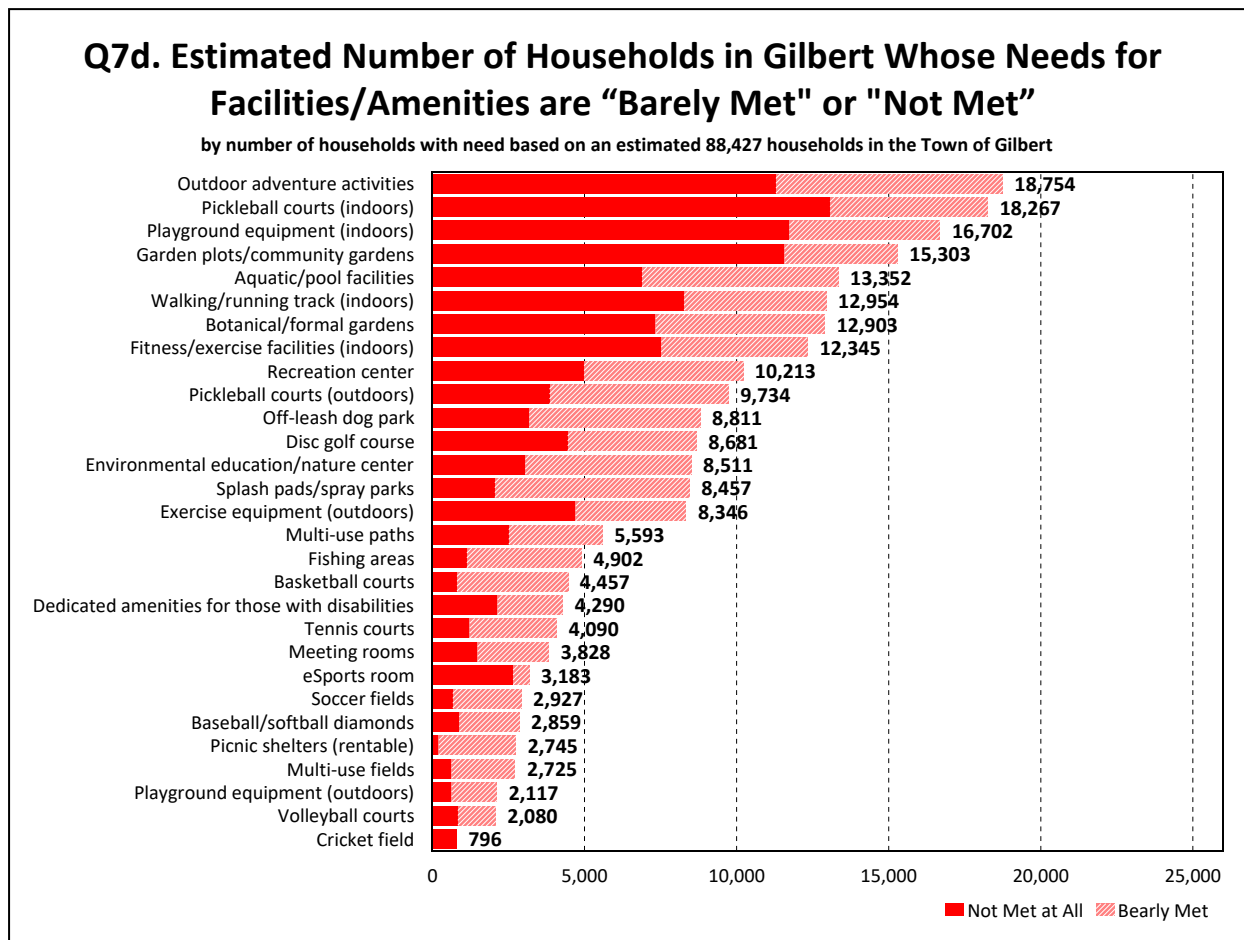
Parks and Recreation Facilities and Amenities Needs and Priorities

Facility/Amenity Needs: Respondents were asked to identify if their household had a need for 29 parks and recreation facilities/amenities and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various facilities/amenities.

The three parks and recreation facilities/amenities with the highest percentage of households that have an unmet need:

1. Outdoor adventure activities– 18,754 households
2. Pickleball courts (indoors) – 18,267 households
3. Playground equipment (indoors) – 16,702 households

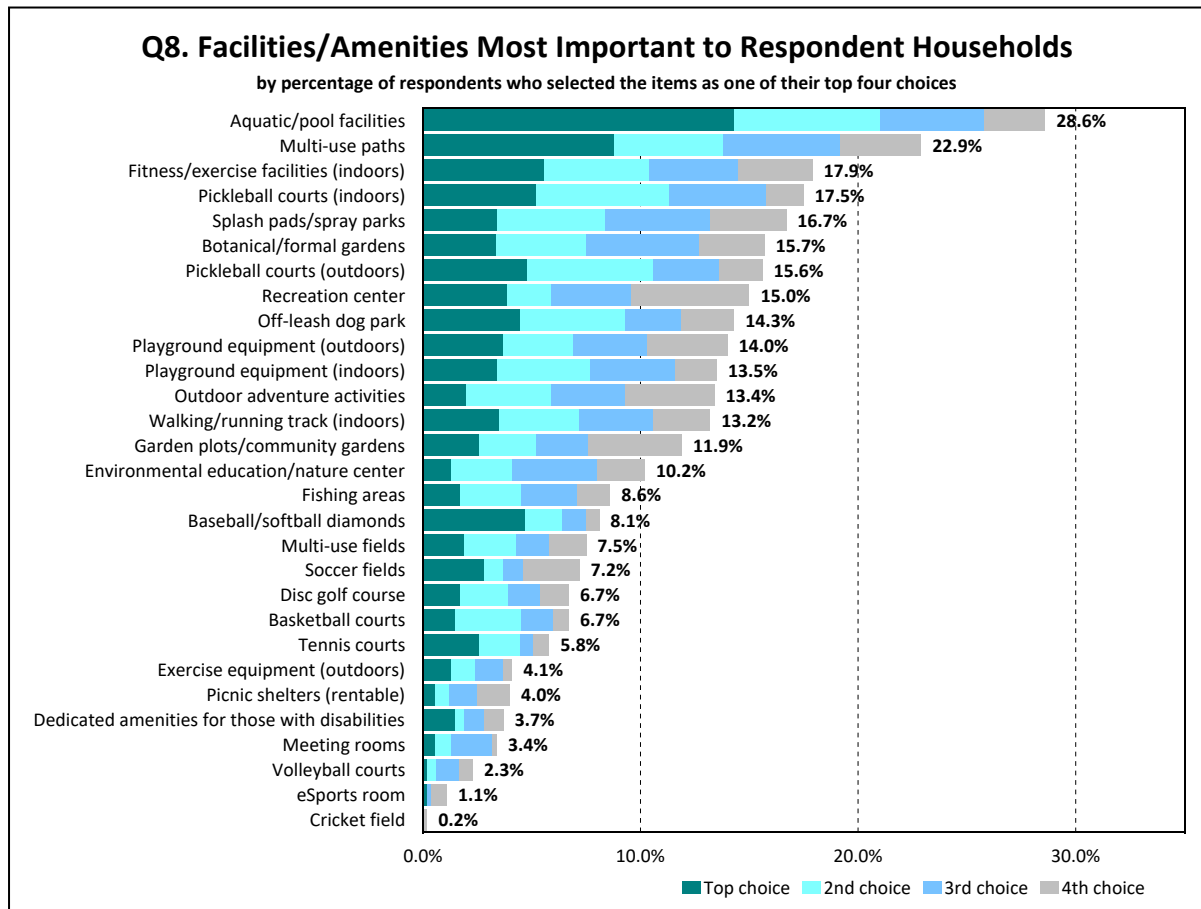
The estimated number of households that have unmet needs for each of the 29 parks and recreation amenities assessed is shown in the chart below.



Facilities and Amenities Importance: In addition to assessing the needs for each parks and recreation facility and amenity, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents’ top four choices, these were the four facilities/amenities ranked most important to residents:

1. Aquatic/pool facilities (29%)
2. Multi-use paths (23%)
3. Fitness/exercise facilities (indoors) (18%)
4. Pickleball courts (indoors) (18%)

The percentage of residents who selected each facility/amenity as one of their top four choices is shown in the chart below.

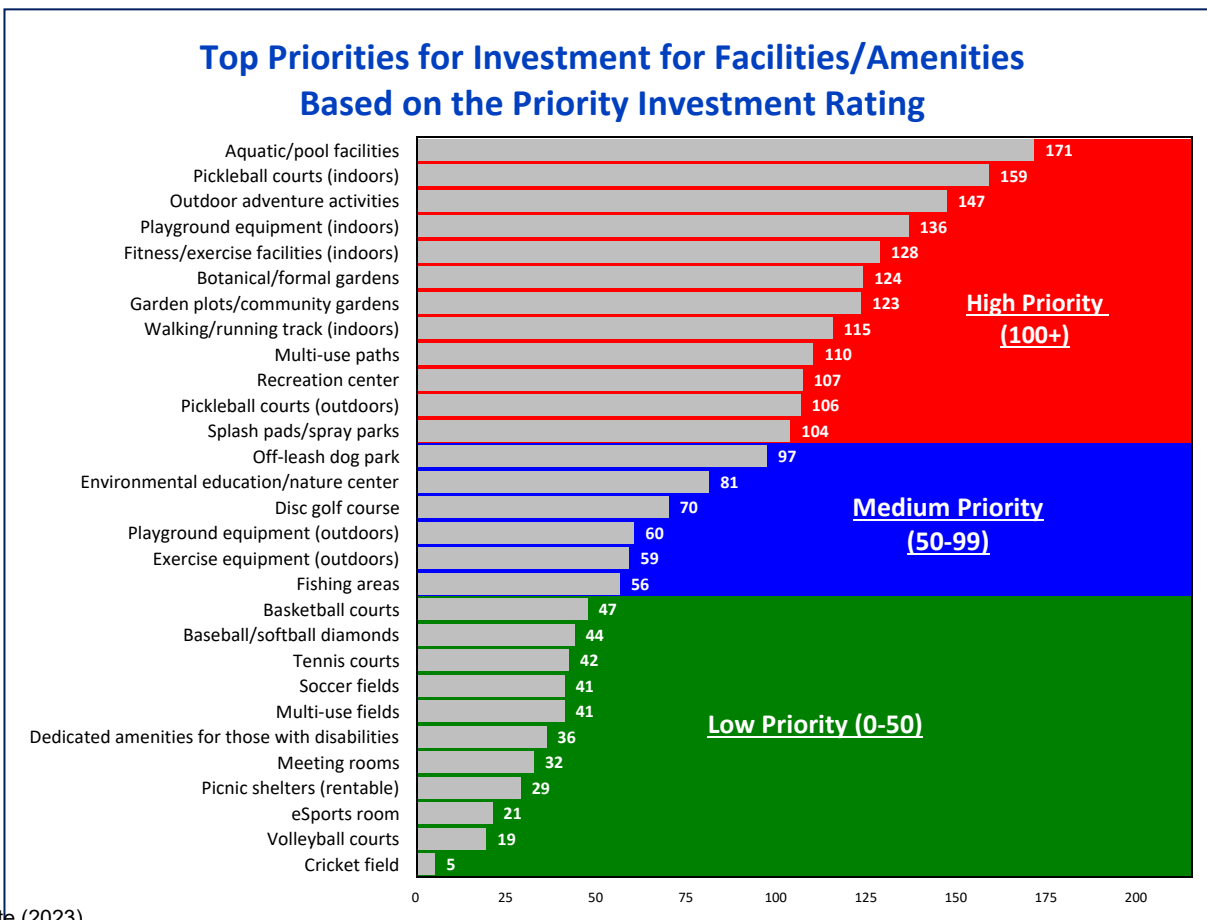


Priorities for Facility Investments: The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on amenities and (2) how many residents have unmet needs for the amenity. [Details regarding the methodology for this analysis are provided in Section 3 of this report.]

Based the Priority Investment Rating (PIR), the following parks and recreation facilities/amenities were rated as high priorities for investment:

- Aquatic/pool facilities (PIR= 171)
- Pickleball courts (indoors) (PIR= 159)
- Outdoor adventure activities (PIR= 147)
- Playground equipment (indoors) (PIR= 136)
- Fitness/exercise facilities (indoors) (PIR= 128)
- Botanical/formal gardens (PIR= 124)
- Garden plots/community gardens (PIR= 123)
- Walking/running track (indoors) (PIR= 115)
- Multi-use paths (PIR= 110)
- Recreation center (PIR= 107)
- Pickleball courts (outdoors) (PIR=106)
- Splash pads/spray parks (PIR=104)

The chart below shows the Priority Investment Rating for each of the 29 recreation facilities assessed on the survey.



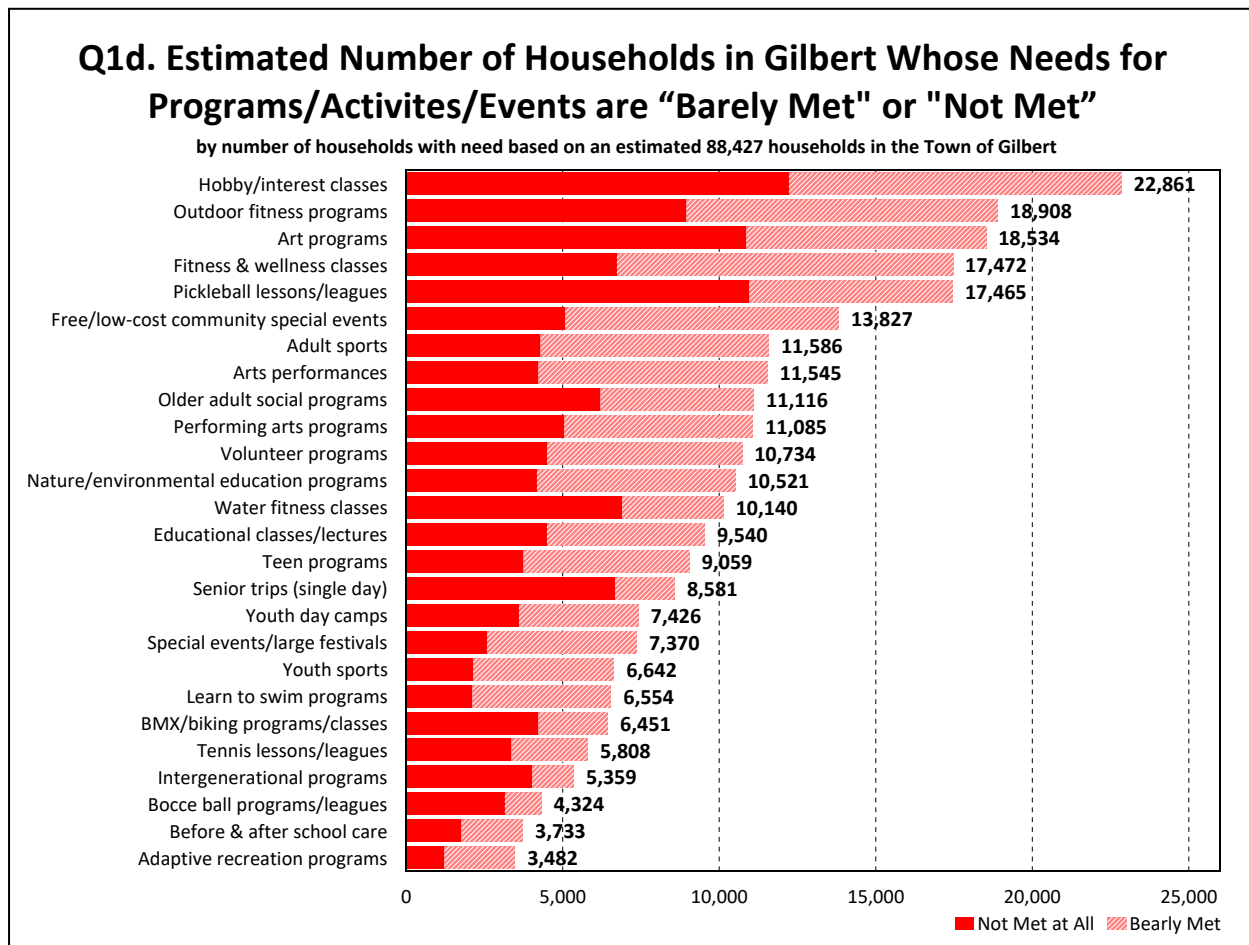
Gilbert Programs, Activities, and Events Needs and Priorities

Program Needs: Respondents were asked to identify if their household had a need for 26 programs, activities, and events and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various recreation programs.

The three programs with the highest percentage of households that have an unmet need:

1. Hobby/interest classes – 22,861 households
2. Outdoor fitness programs – 18,908 households
3. Art programs – 18,534 households

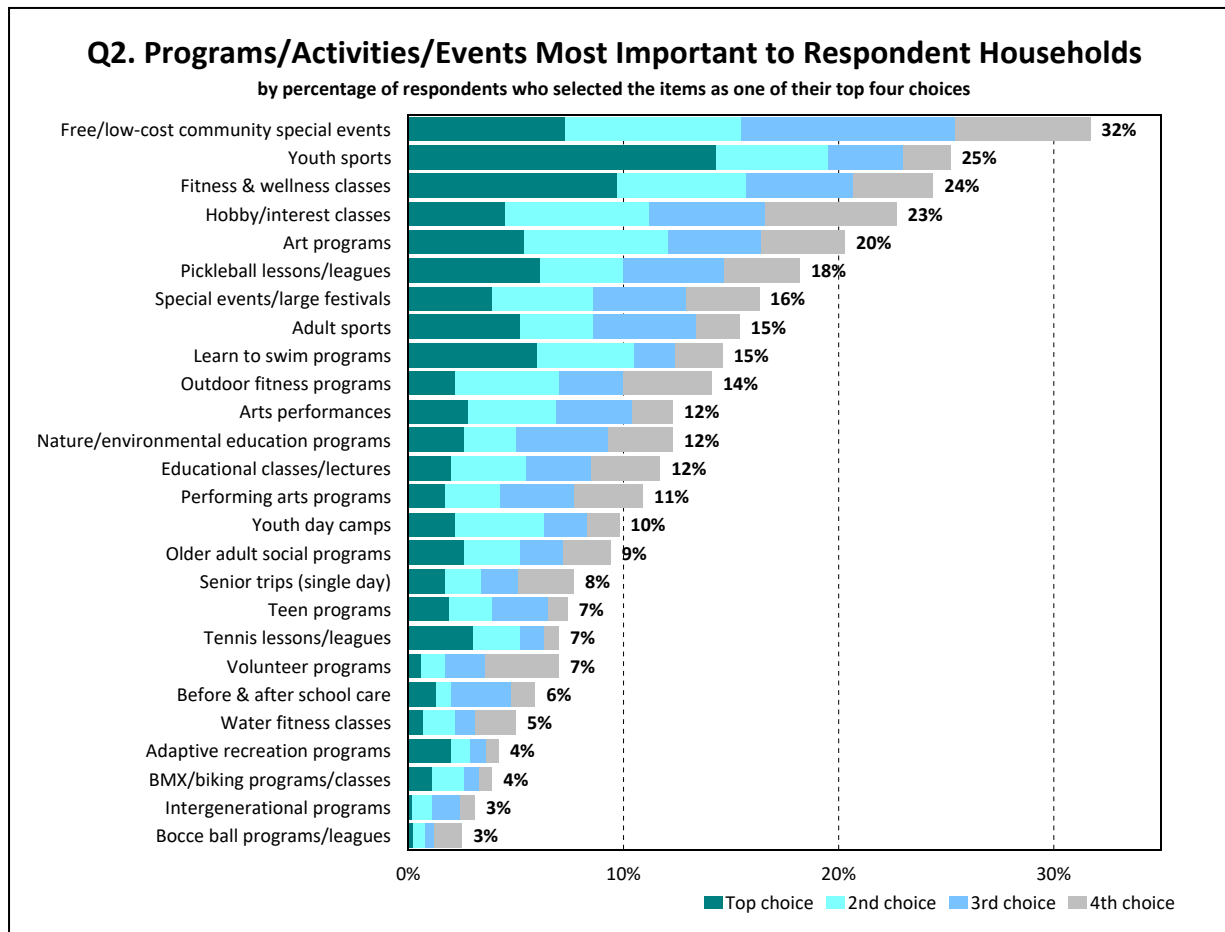
The estimated number of households that have unmet needs for each of the 26 parks and recreation programs assessed is shown in the chart below.



Programs Importance: In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents' top four choices, these are the four most important programs to residents:

1. Free/low-cost community special events (32%)
2. Youth sports (25%)
3. Fitness & wellness classes (24%)
4. Hobby/interest classes (24%)

The percentage of residents who selected each program as one of their top four choices is shown in the chart below.

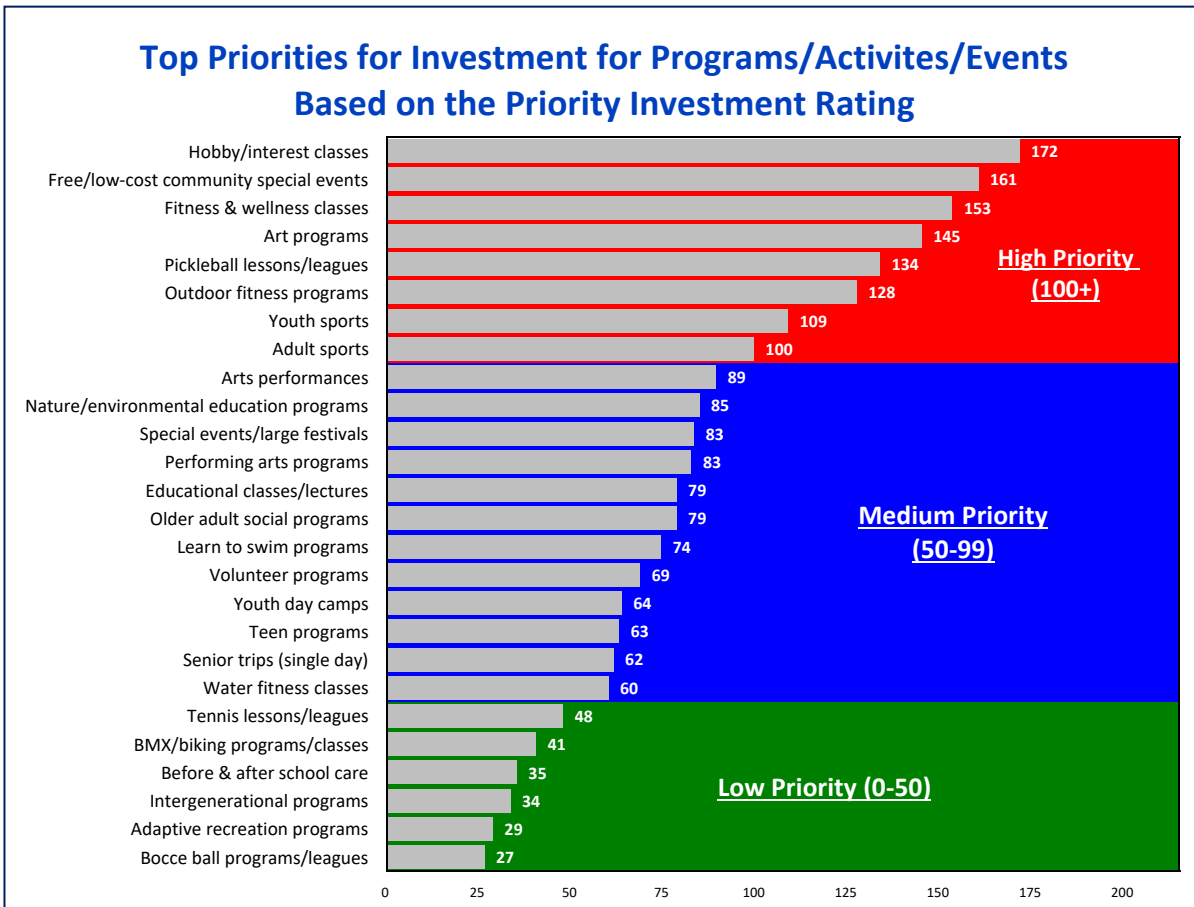


Priorities for Program Investments: The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The Priority Investment Rating (PIR) equally weights (1) the importance that residents place on each program and (2) how many residents have unmet needs for the program. [Details regarding the methodology for this analysis are provided in Section 3 of this report.]

Based the Priority Investment Rating (PIR), the following Gilbert programs were rated as high priorities for investment:

- Hobby/interest classes (PIR=172)
- Free/low-cost community special events (PIR=161)
- Fitness & wellness classes (PIR=153)
- Art programs (PIR=145)
- Pickleball lessons/leagues (PIR=134)
- Outdoor fitness programs (PIR=128)
- Youth sports (PIR=109)
- Adult sports (PIR=100)

The chart below shows the Priority Investment Rating for each of the 26 programs assessed.

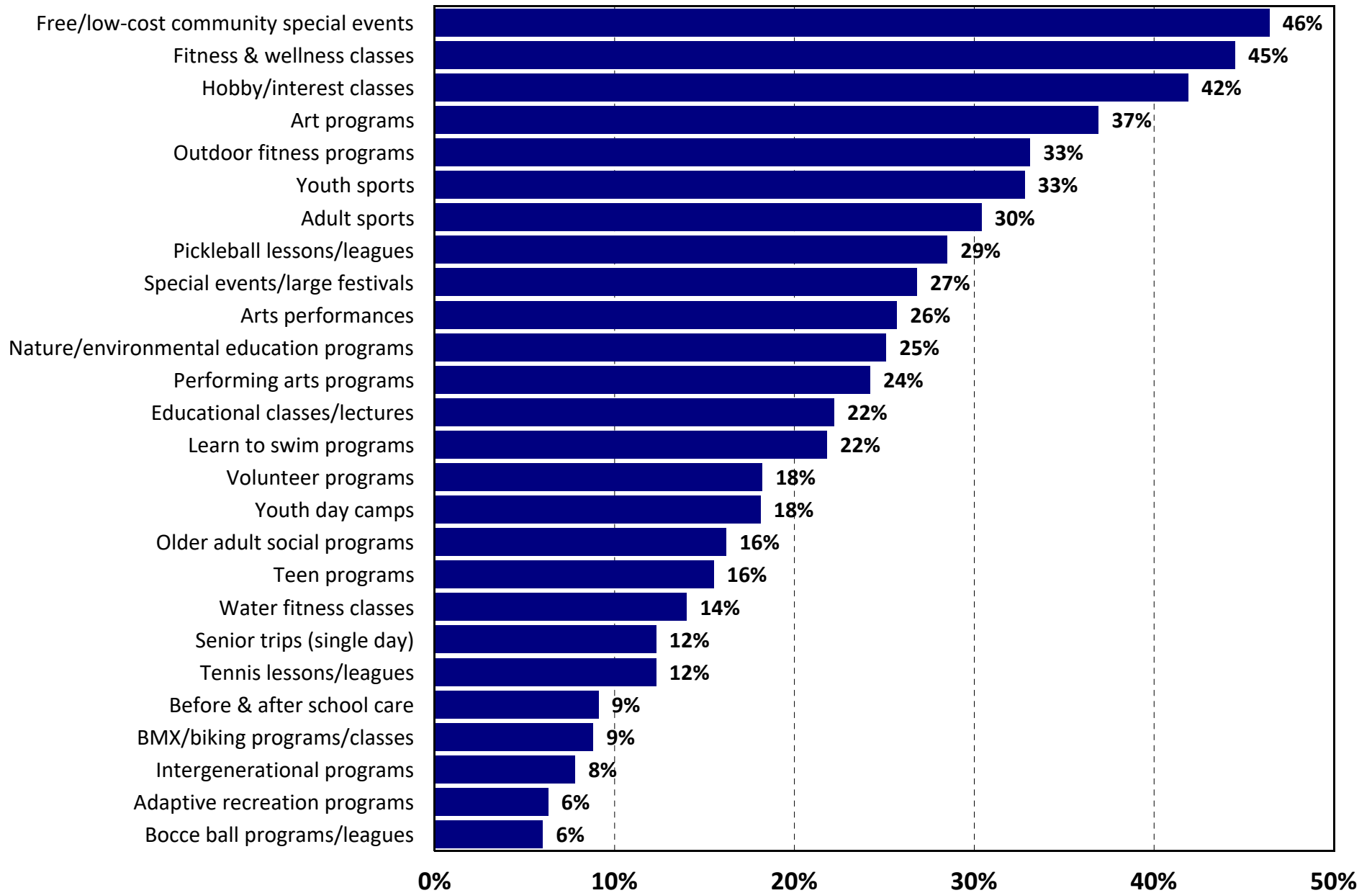


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Charts & Graphs

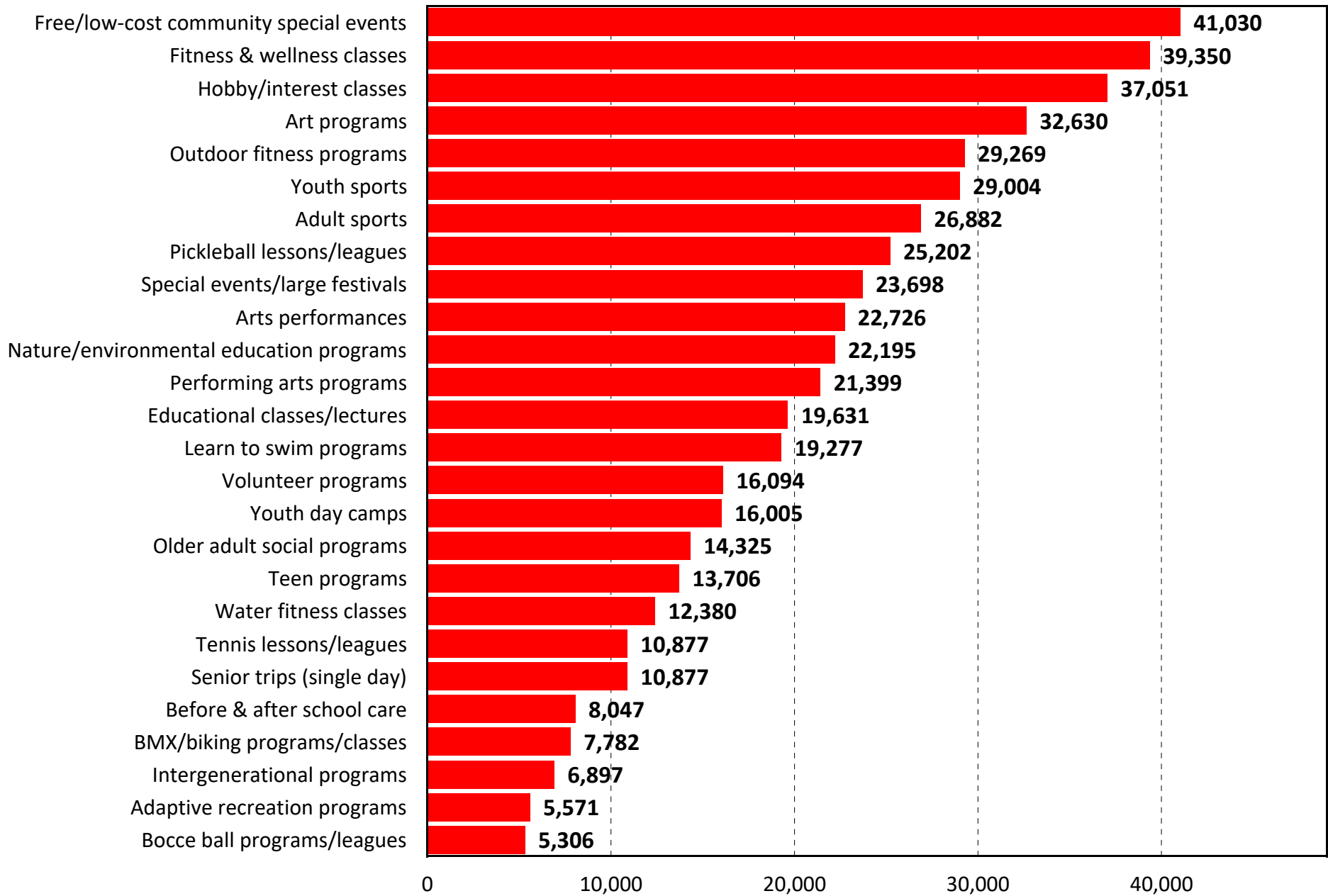
Q1. Please indicate if you or any household members have a need for the following programs, activities, or events.

by percentage of respondents



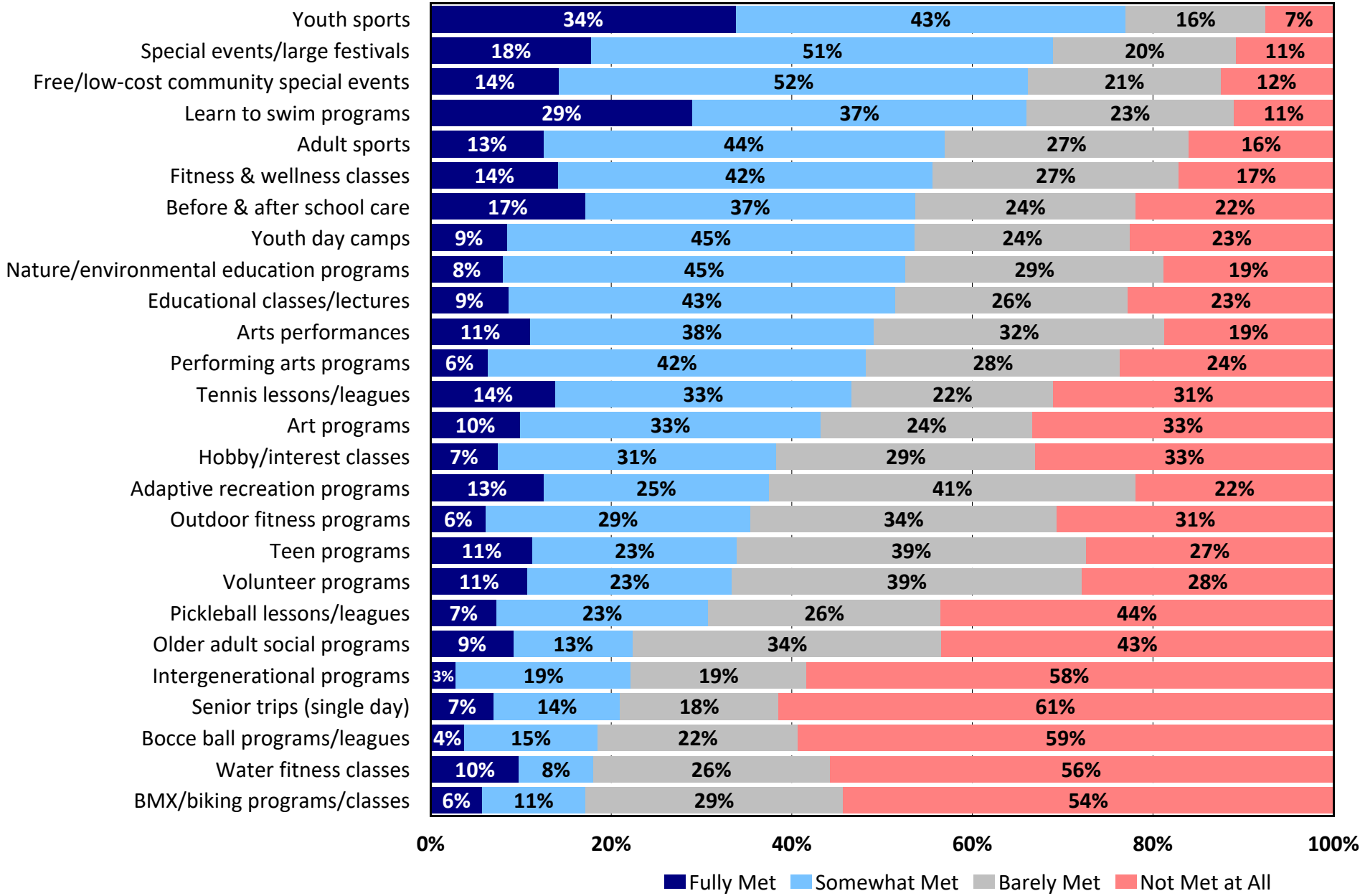
Q1b. Estimated Number of Households With Need For Programs/Activities/Events

by number of households based on an estimated 88,427 households in the Town of Gilbert



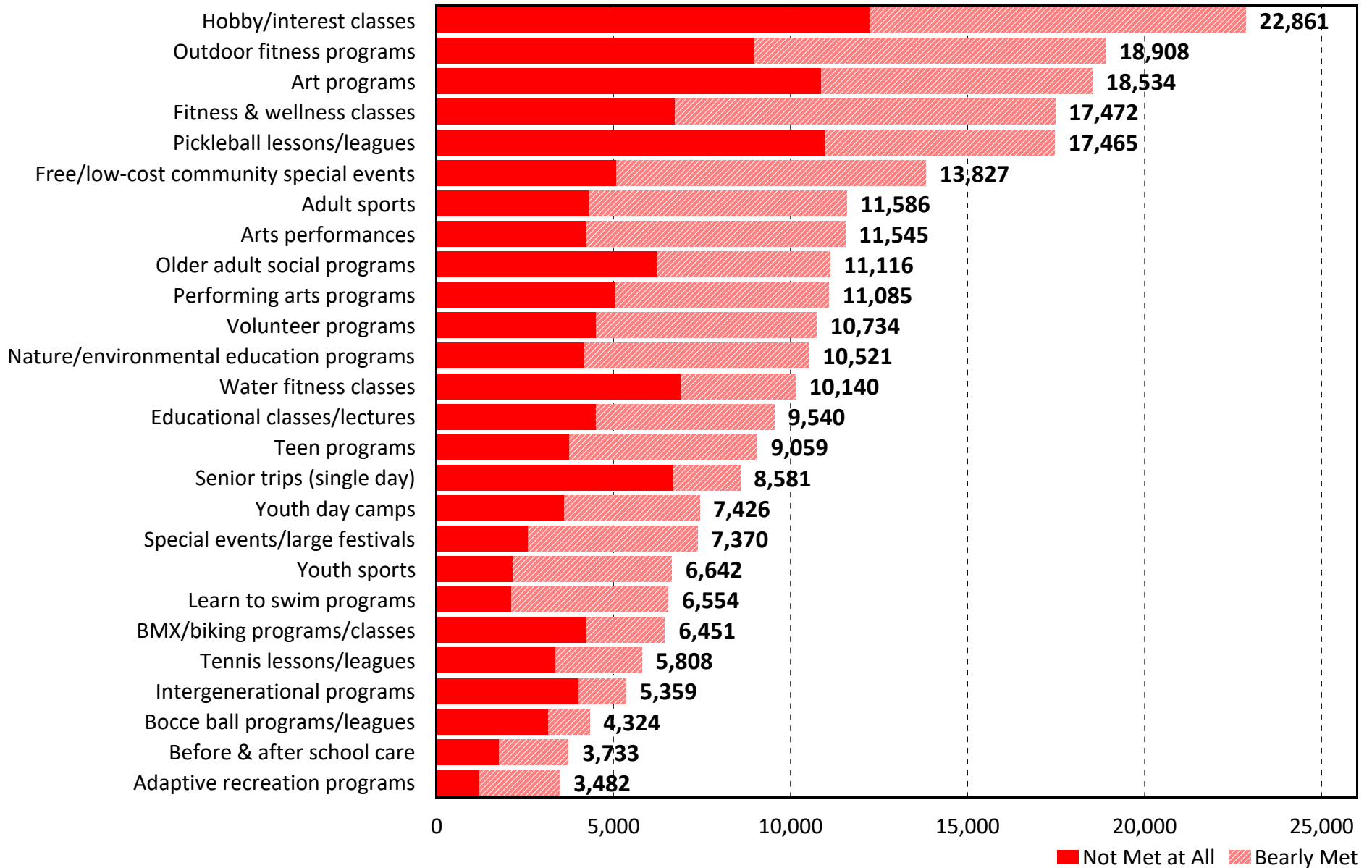
Q1. If you have indicated a need, please describe how well your need is currently being met for that program, event, or activity.

by percentage of respondents



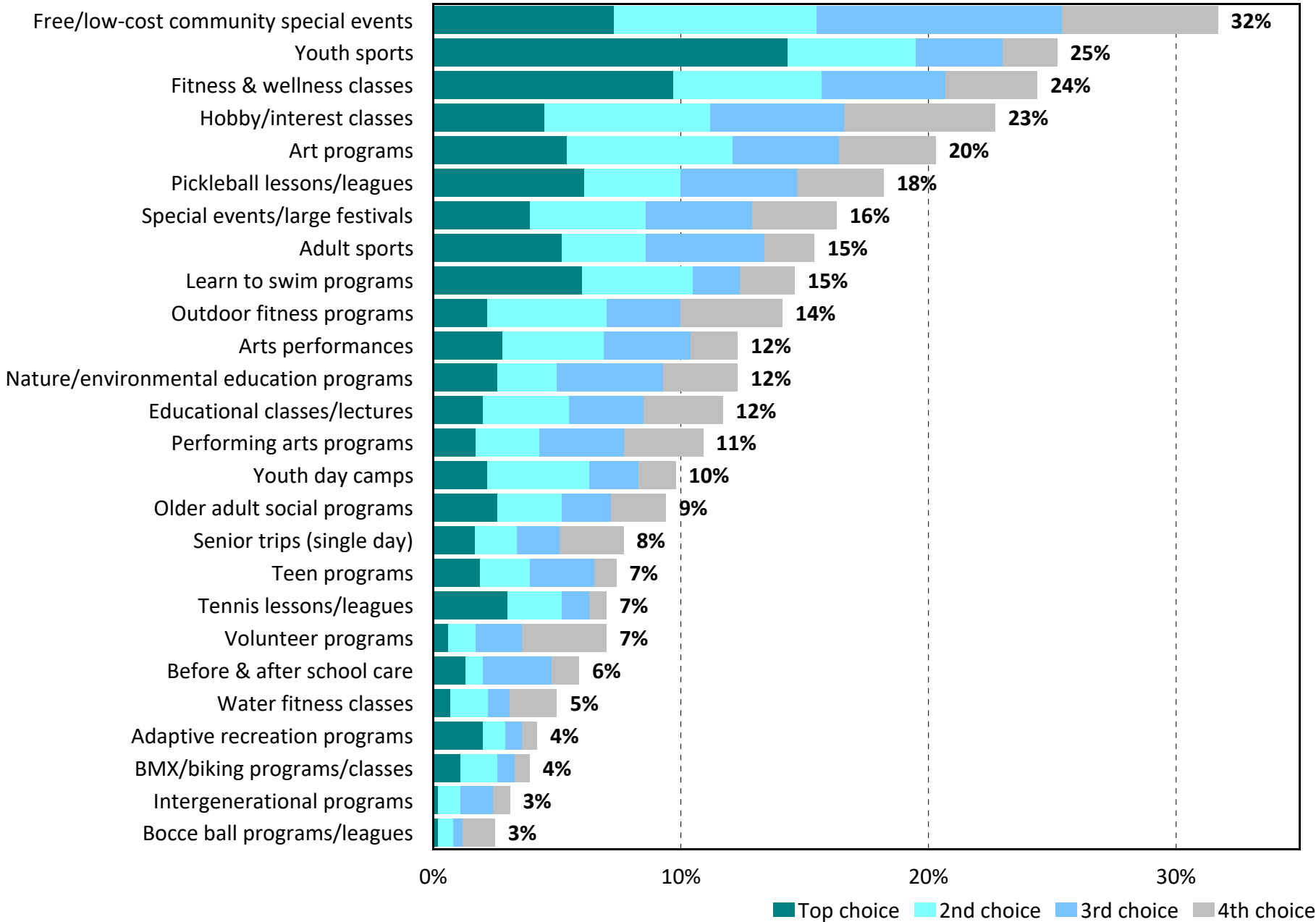
Q1d. Estimated Number of Households in Gilbert Whose Needs for Programs/Activities/Events are "Barely Met" or "Not Met"

by number of households with need based on an estimated 88,427 households in the Town of Gilbert



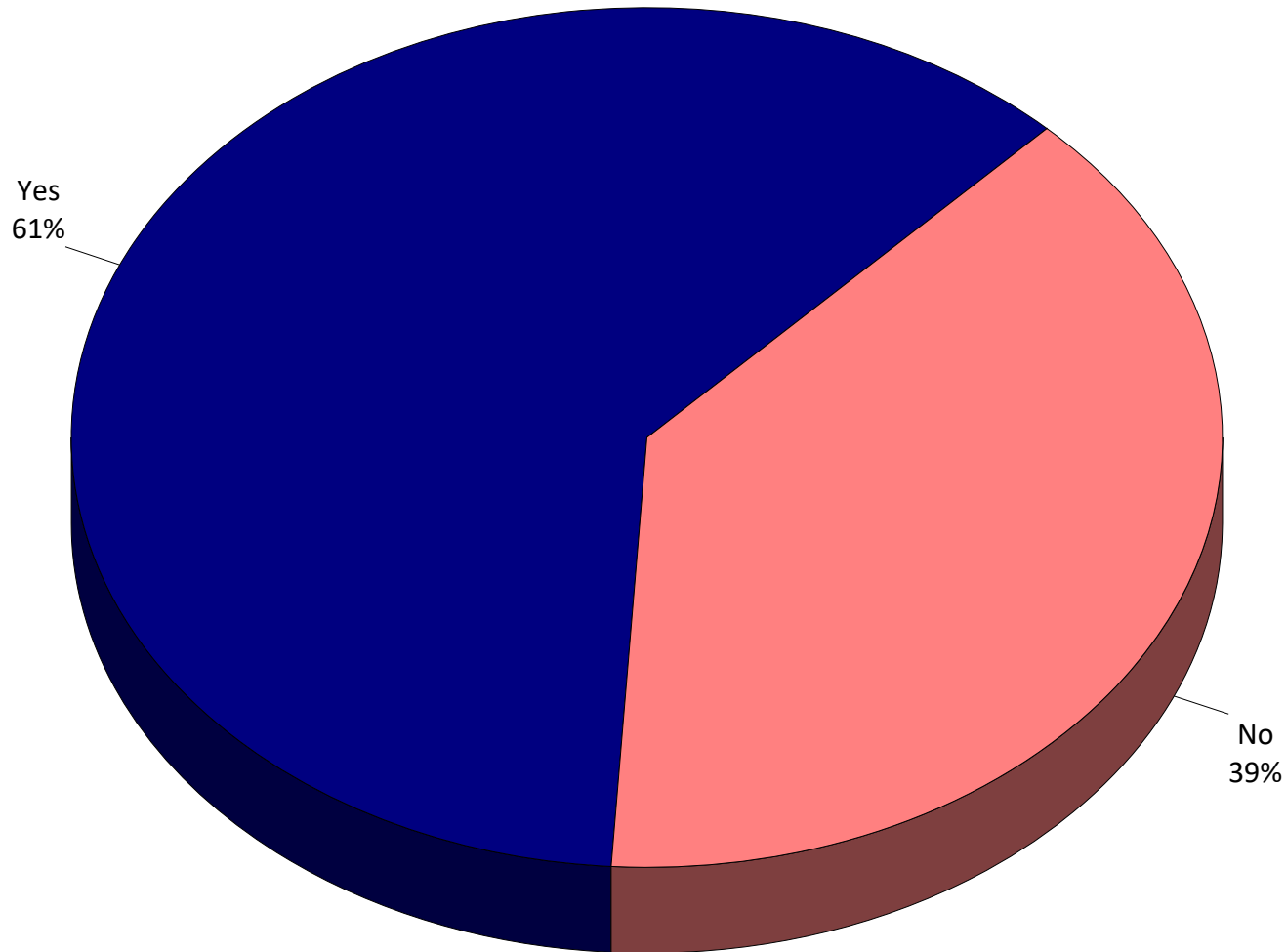
Q2. Programs/Activities/Events Most Important to Respondent Households

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



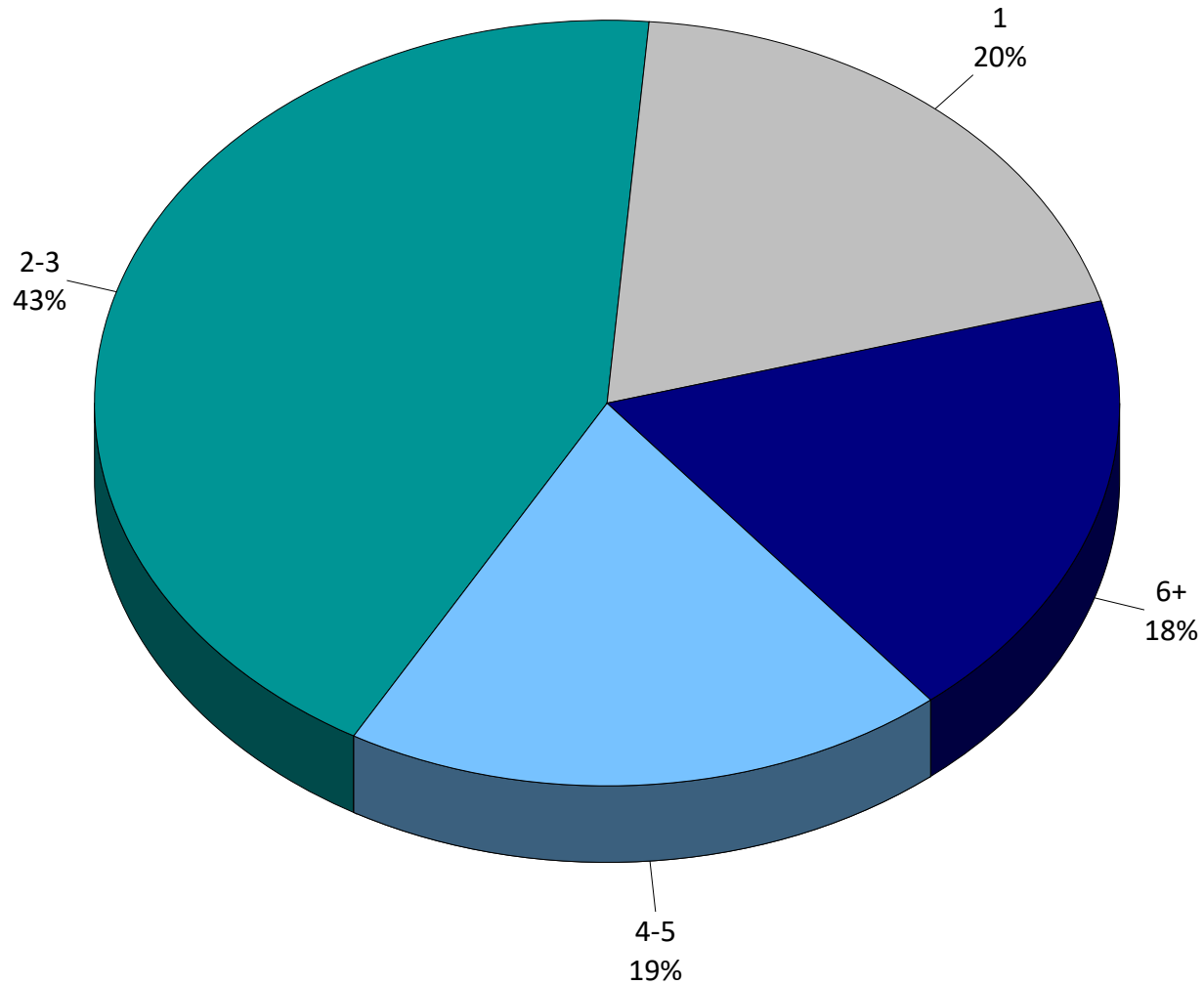
Q3. Have you and/or members of your household participated in any programs/activities/events offered by the Gilbert Parks & Recreation Department during the past year?

by percentage of respondents



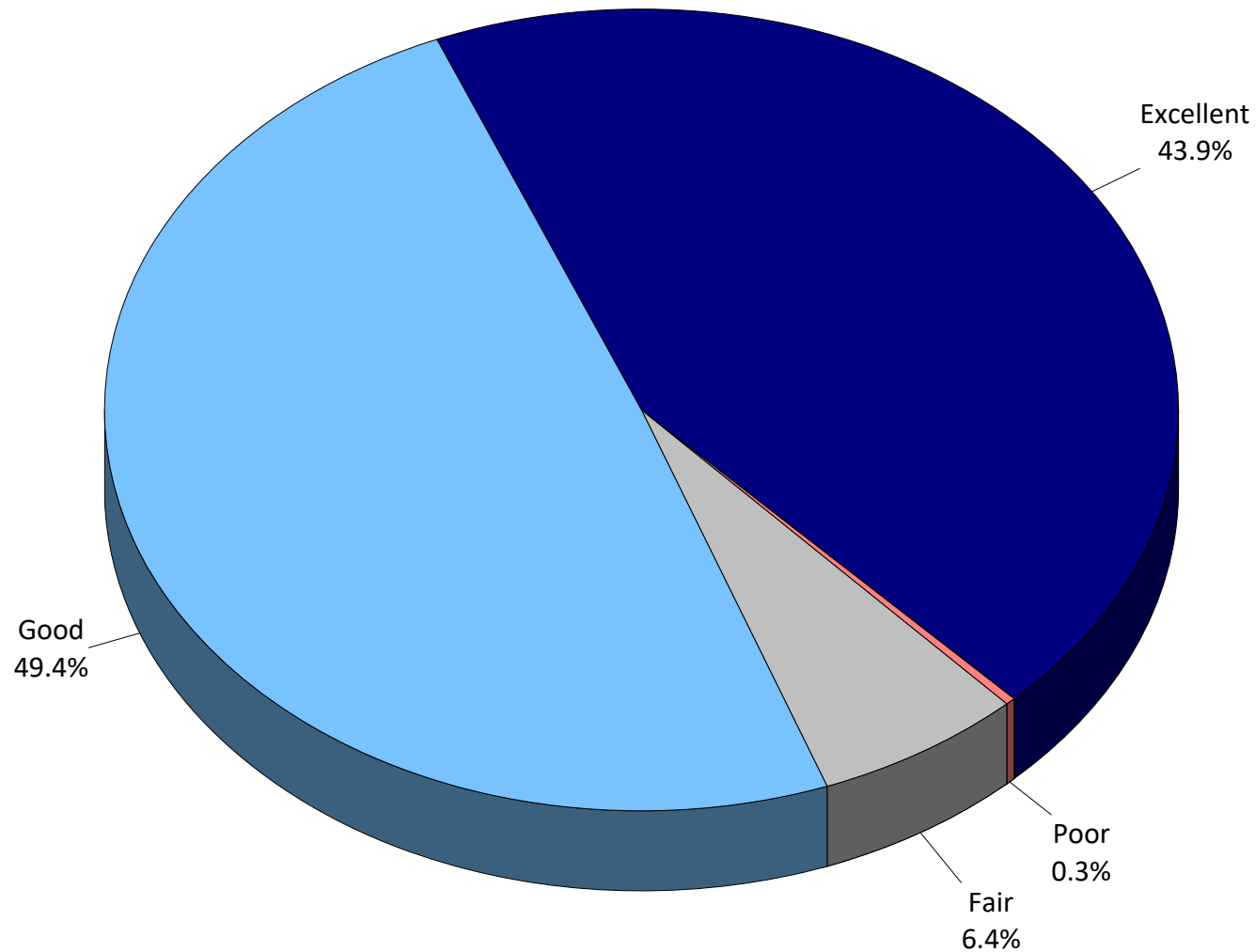
Q3a. How many programs/activities/events have you and the members of your household participated in during the past year?

by percentage of respondents (excluding "not provided")



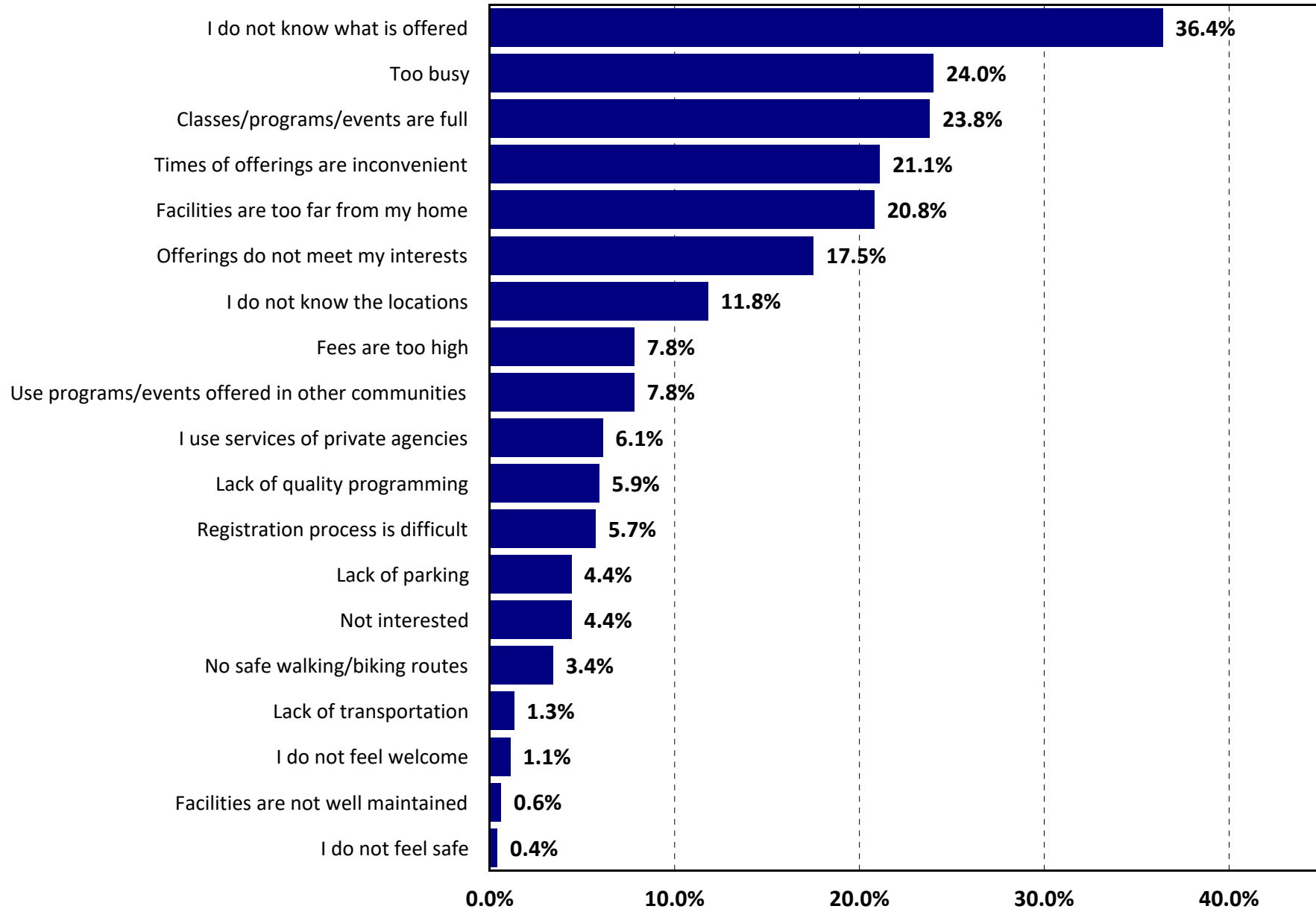
Q3b. How would you rate the programs/activities/events you and the members of your household have participated in during the past year?

by percentage of respondents (excluding "not provided")



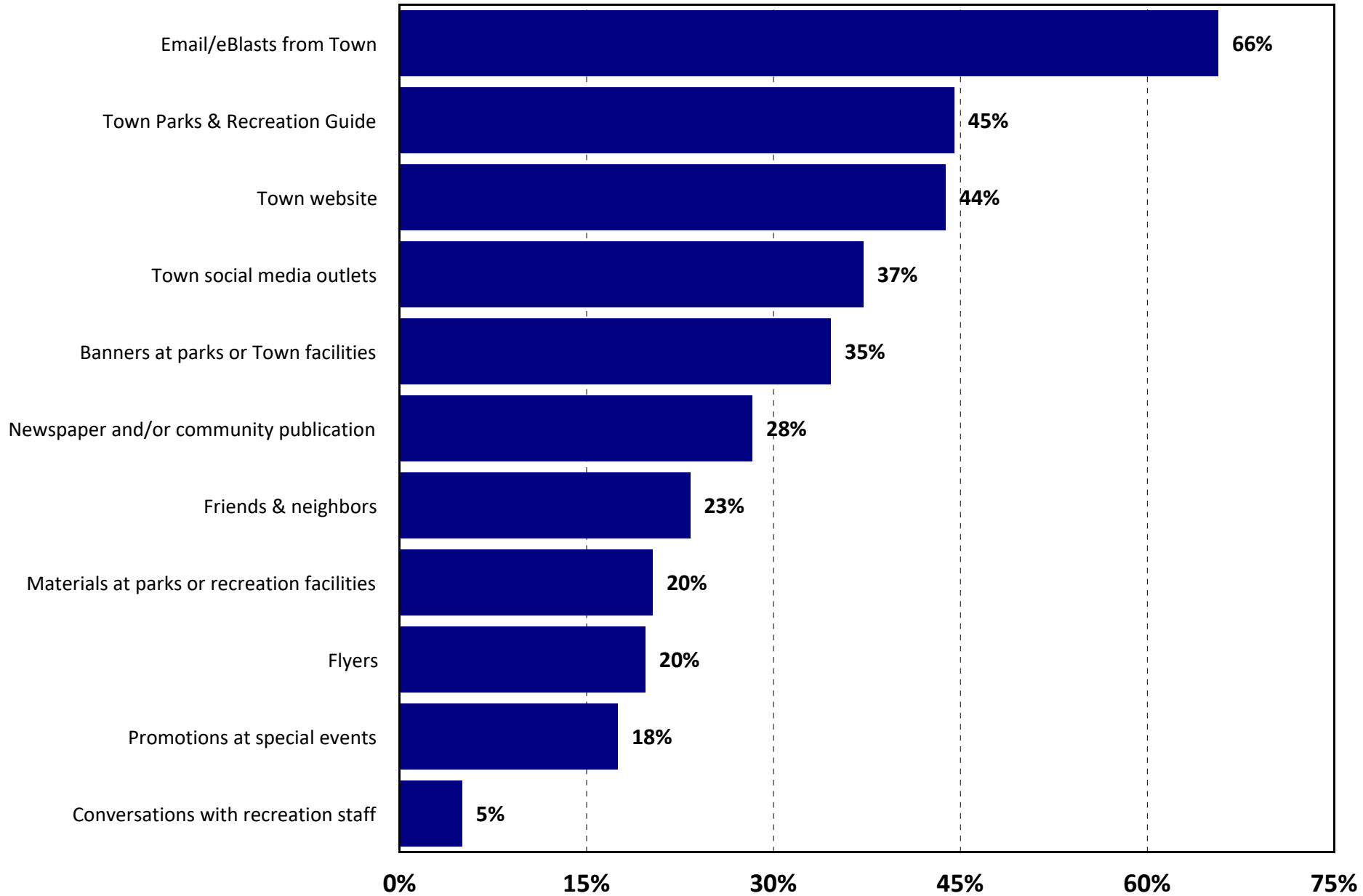
Q4. What are the reasons you have not participated or have not participated more often in Gilbert Parks & Recreation programs/activities/events?

by percentage of respondents (excluding "not provided")



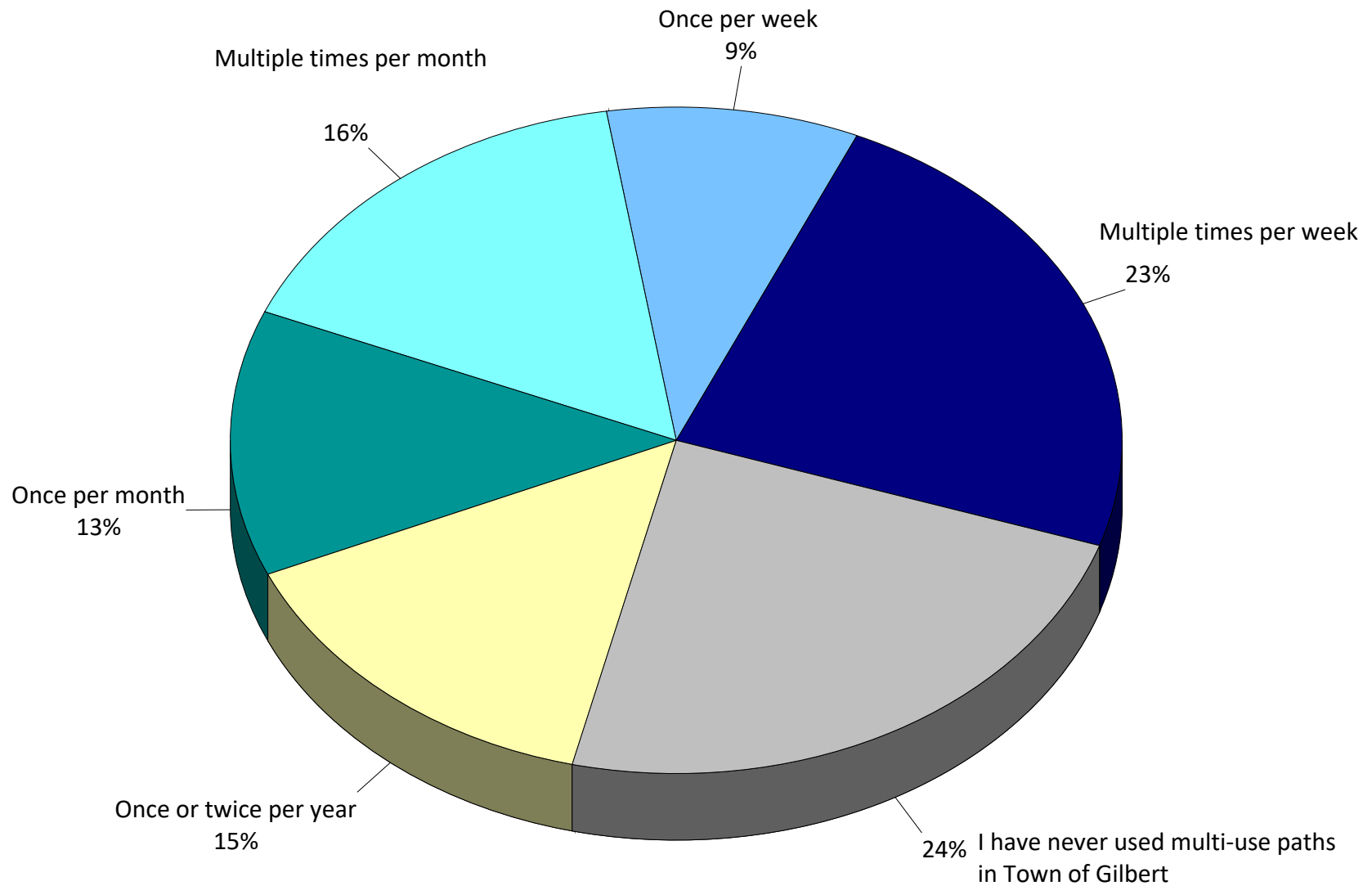
Q5. Please CHECK ALL of the ways you currently use or would like to use to learn about the Gilbert Parks & Recreation Department's programs, activities, and events.

by percentage of respondents (multiple selections could be made)



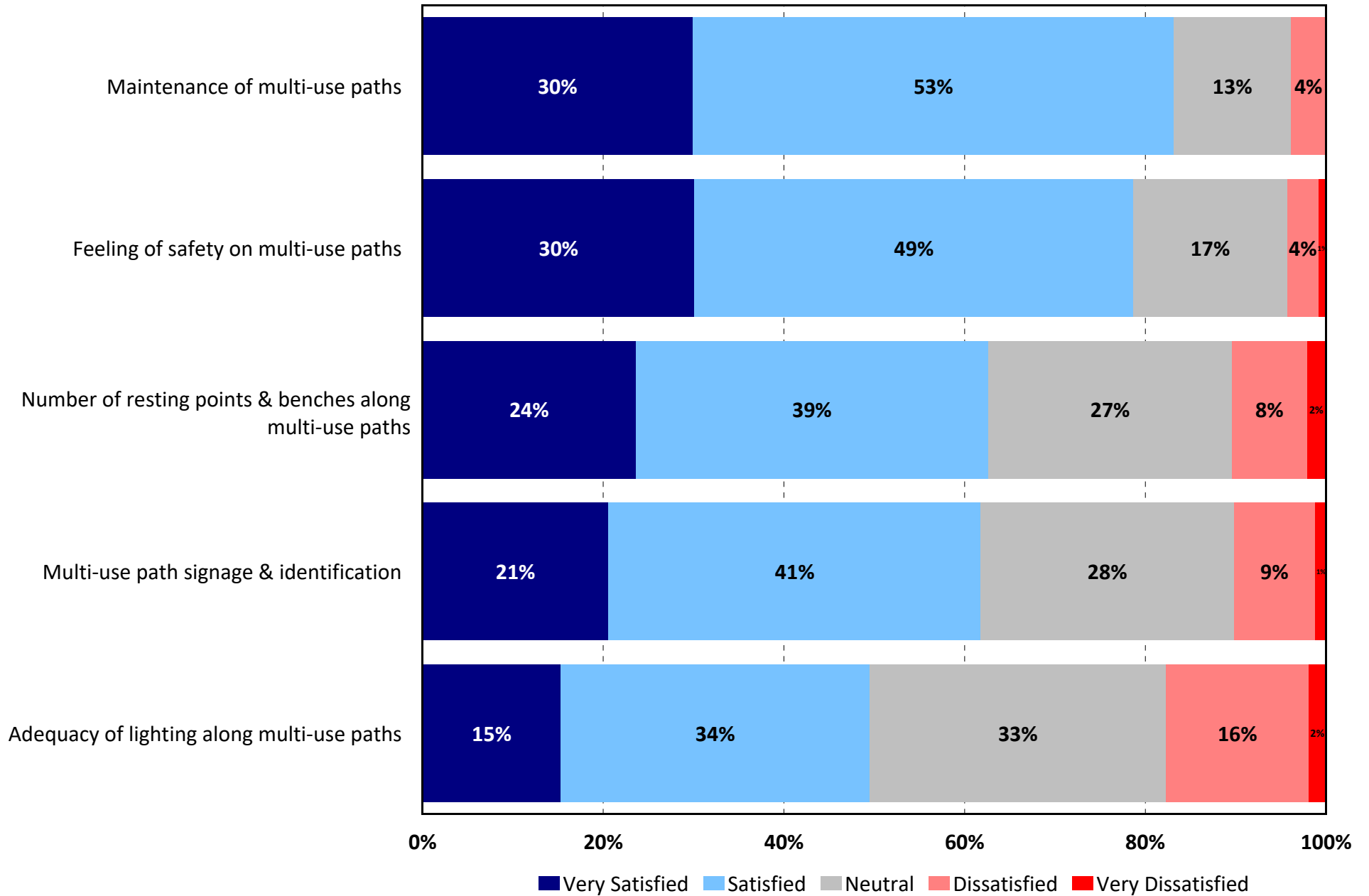
Q6. How often do you use the multi-use paths in the Town of Gilbert?

by percentage of respondents (multiple selections could be made)



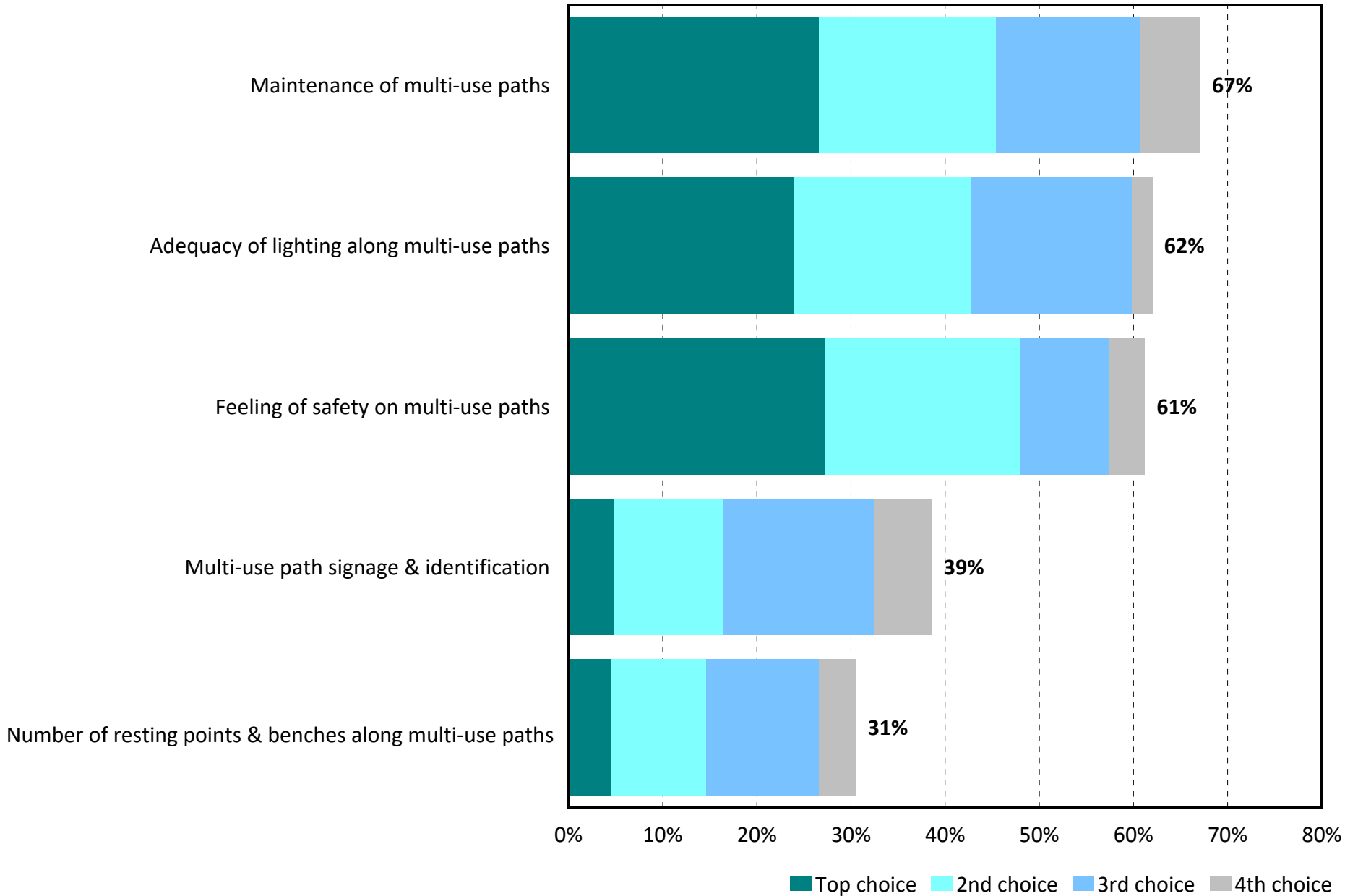
Q6a. Please rate your level of satisfaction with the following.

by percentage of respondents (excluding "not provided")



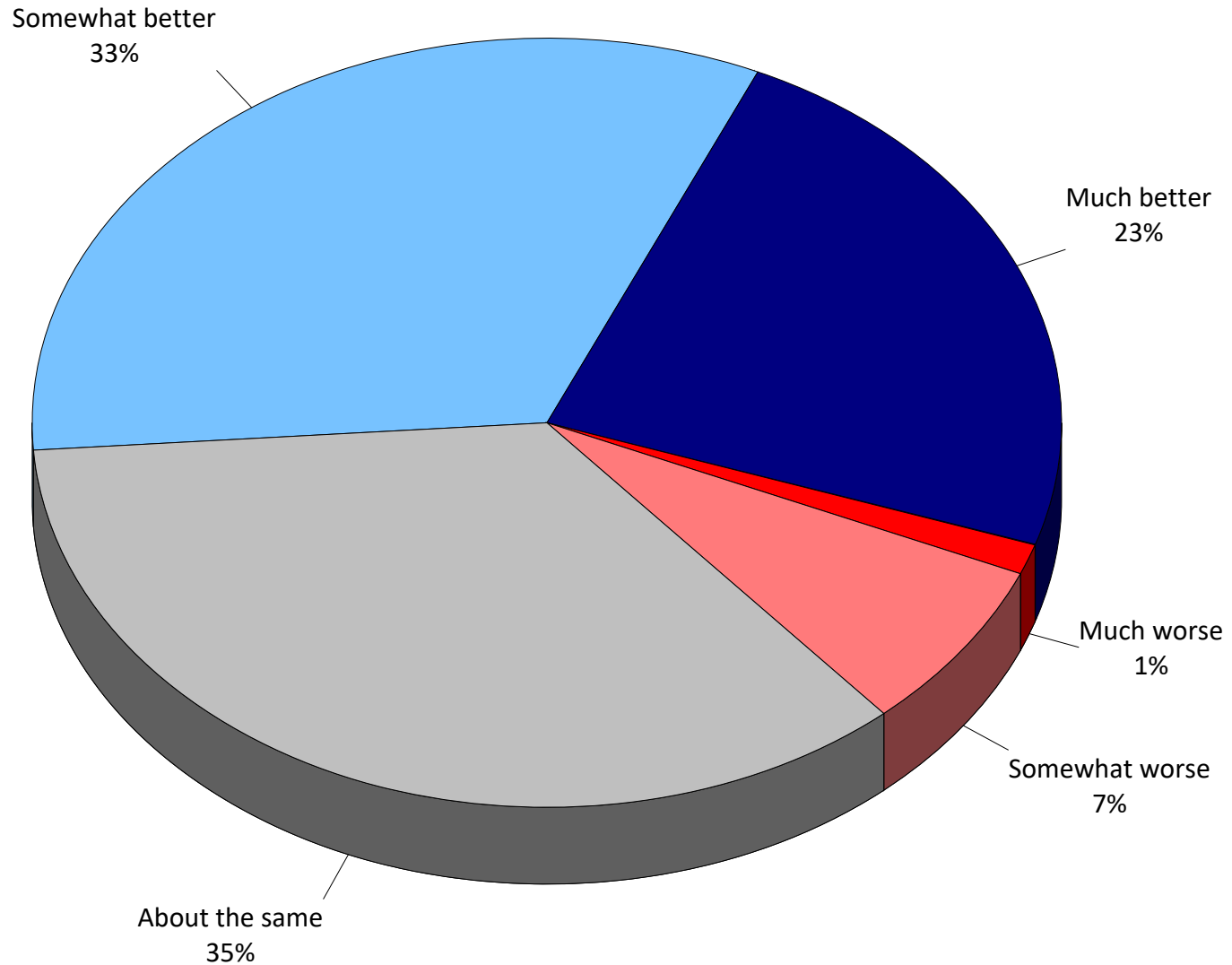
Q6b. Which THREE items from the list in Question 6a should receive the MOST EMPHASIS over the next five years?

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



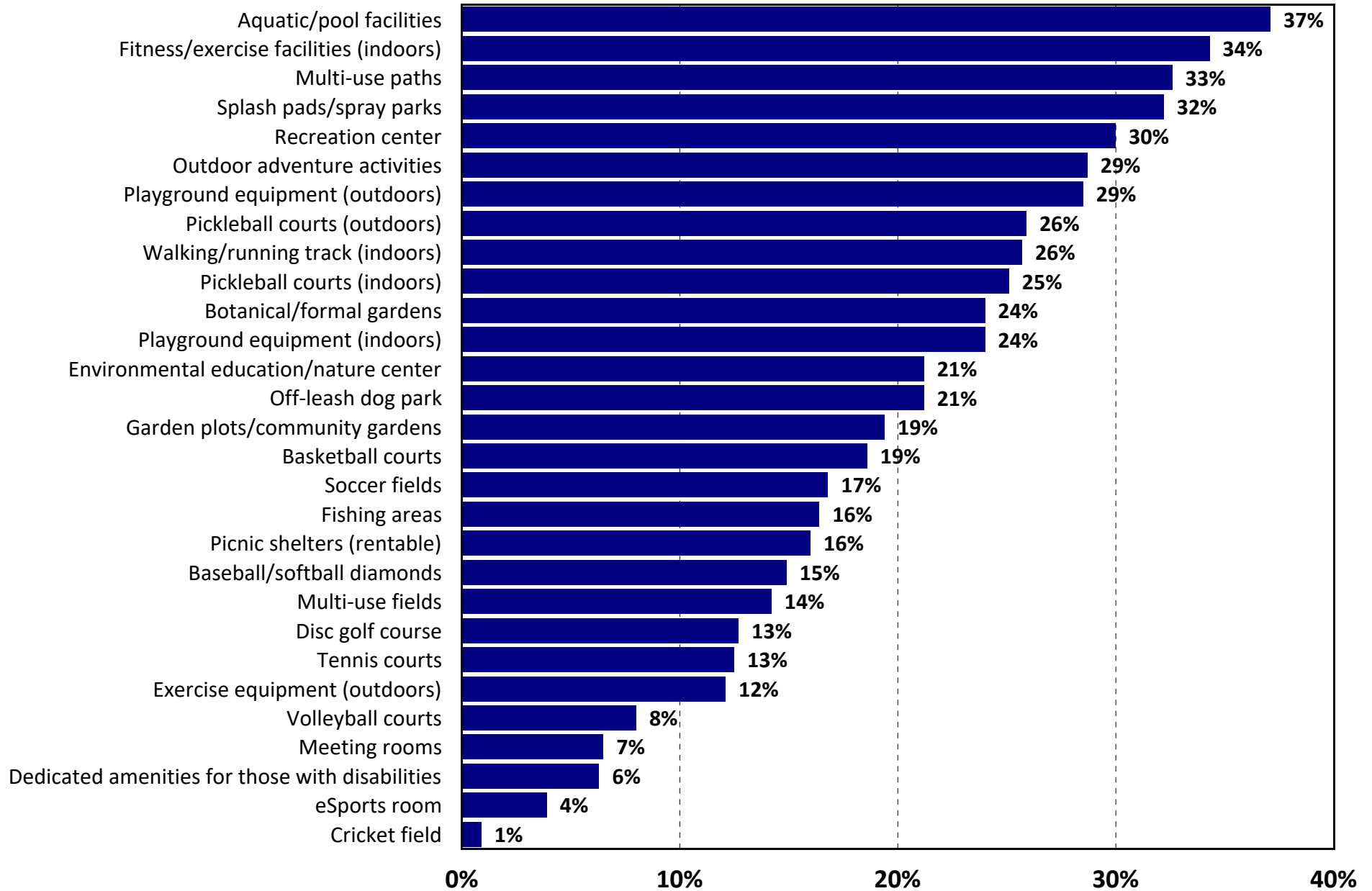
Q6c. Compared to other multi-use paths outside of Gilbert, are Gilbert's paths better or worse?

by percentage of respondents (excluding "I have not used any multi-use paths outside of the Town of Gilbert")



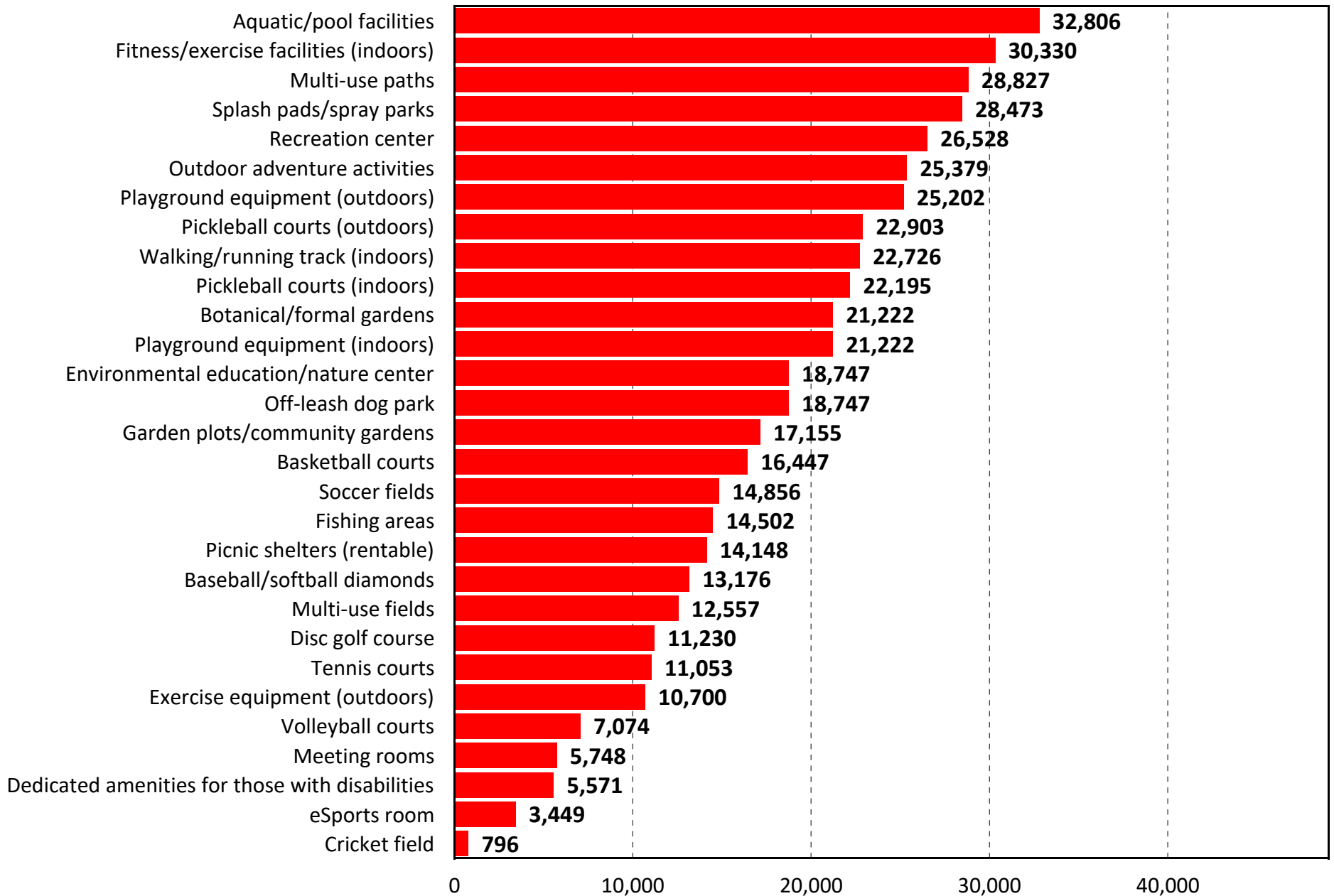
Q7. Please indicate if you or any household members have a need for the following facilities or amenities

by percentage of respondents



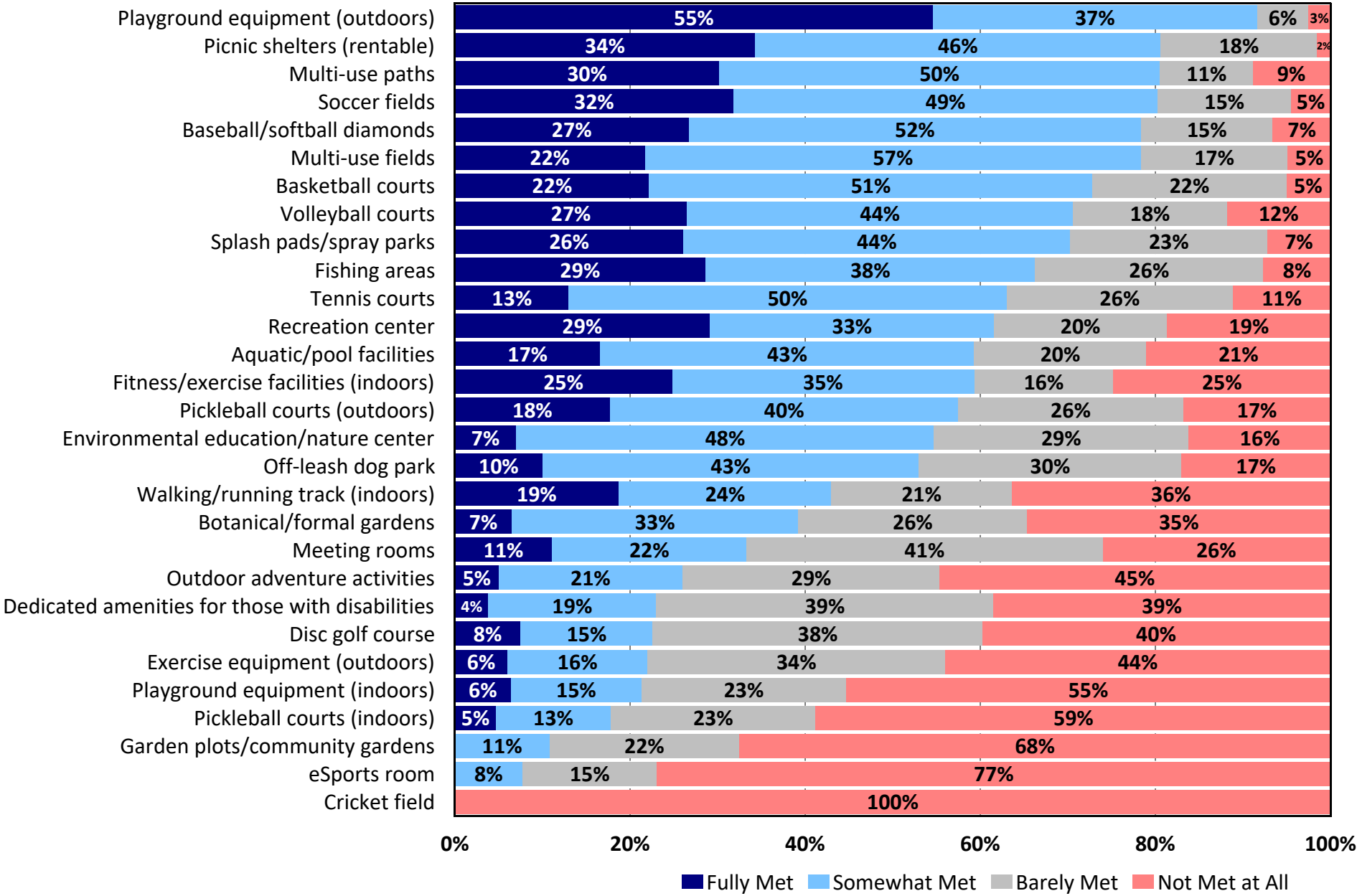
Q7b. Estimated Number of Households With Need For Programs/Activities/Events

by number of households based on an estimated 88,427 households in the Town of Gilbert



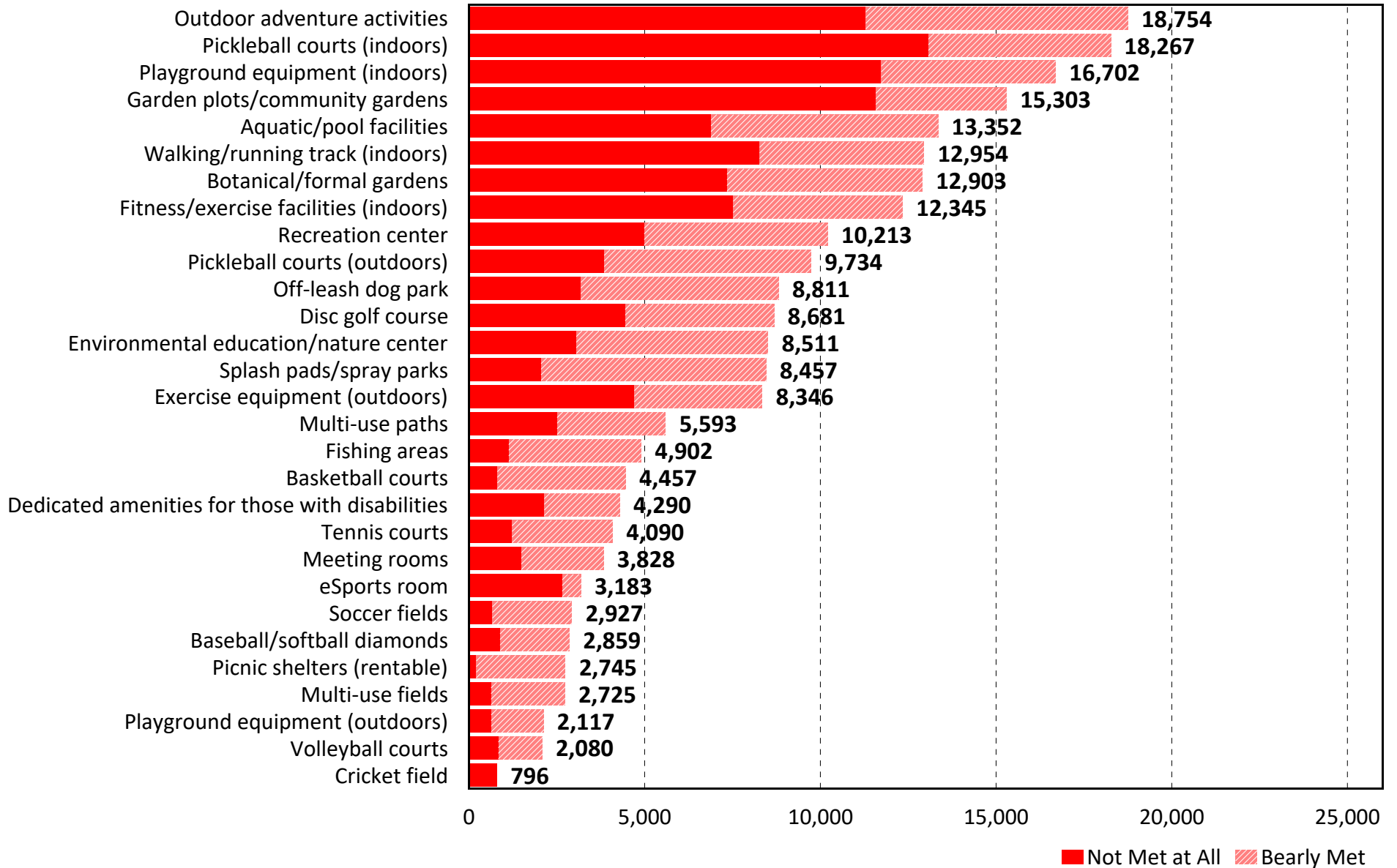
Q7. If you have indicated a need, please describe how well your need is currently being met for that facility/amenity.

by percentage of respondents



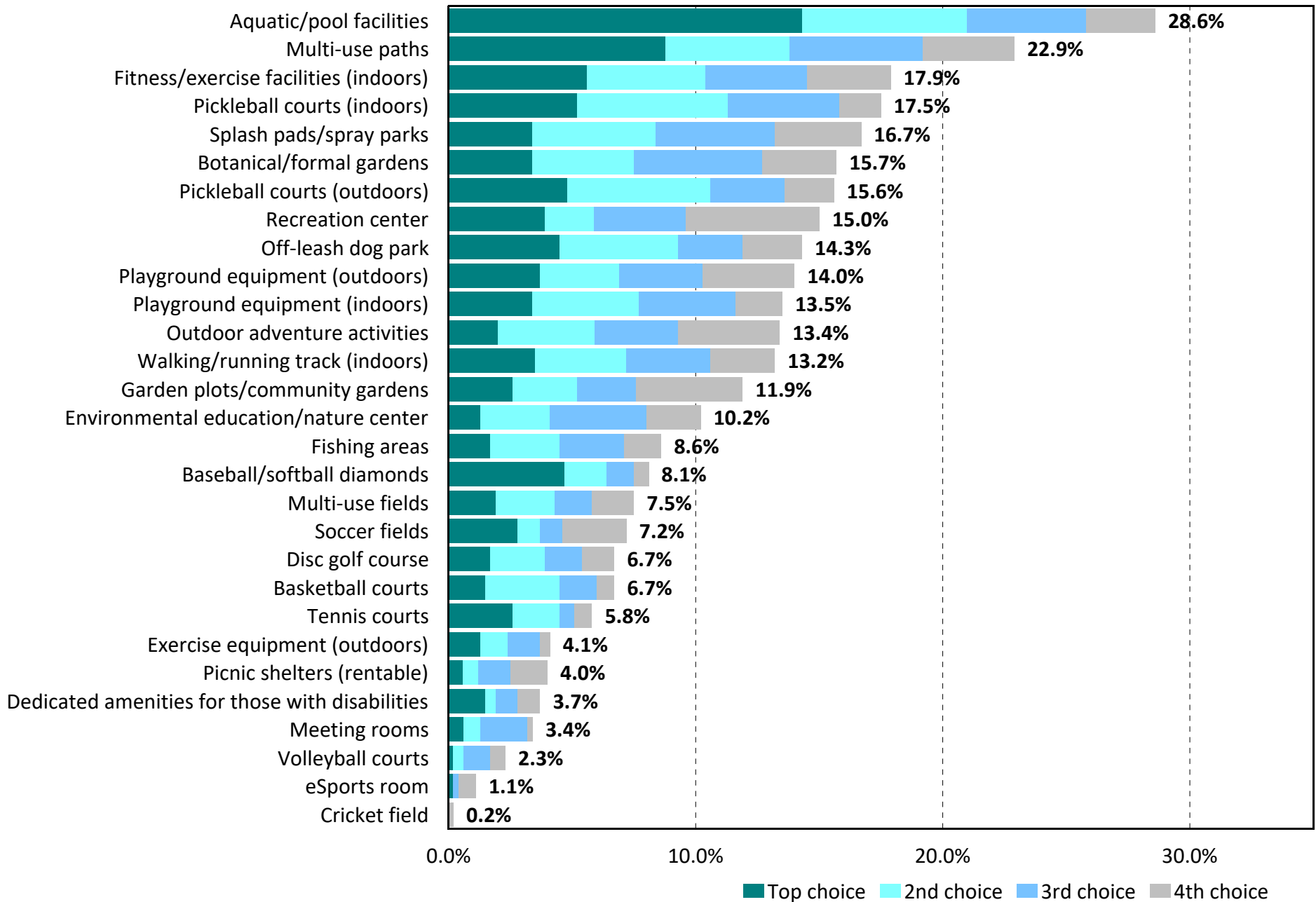
Q7d. Estimated Number of Households in Gilbert Whose Needs for Facilities/Amenities are "Barely Met" or "Not Met"

by number of households with need based on an estimated 88,427 households in the Town of Gilbert



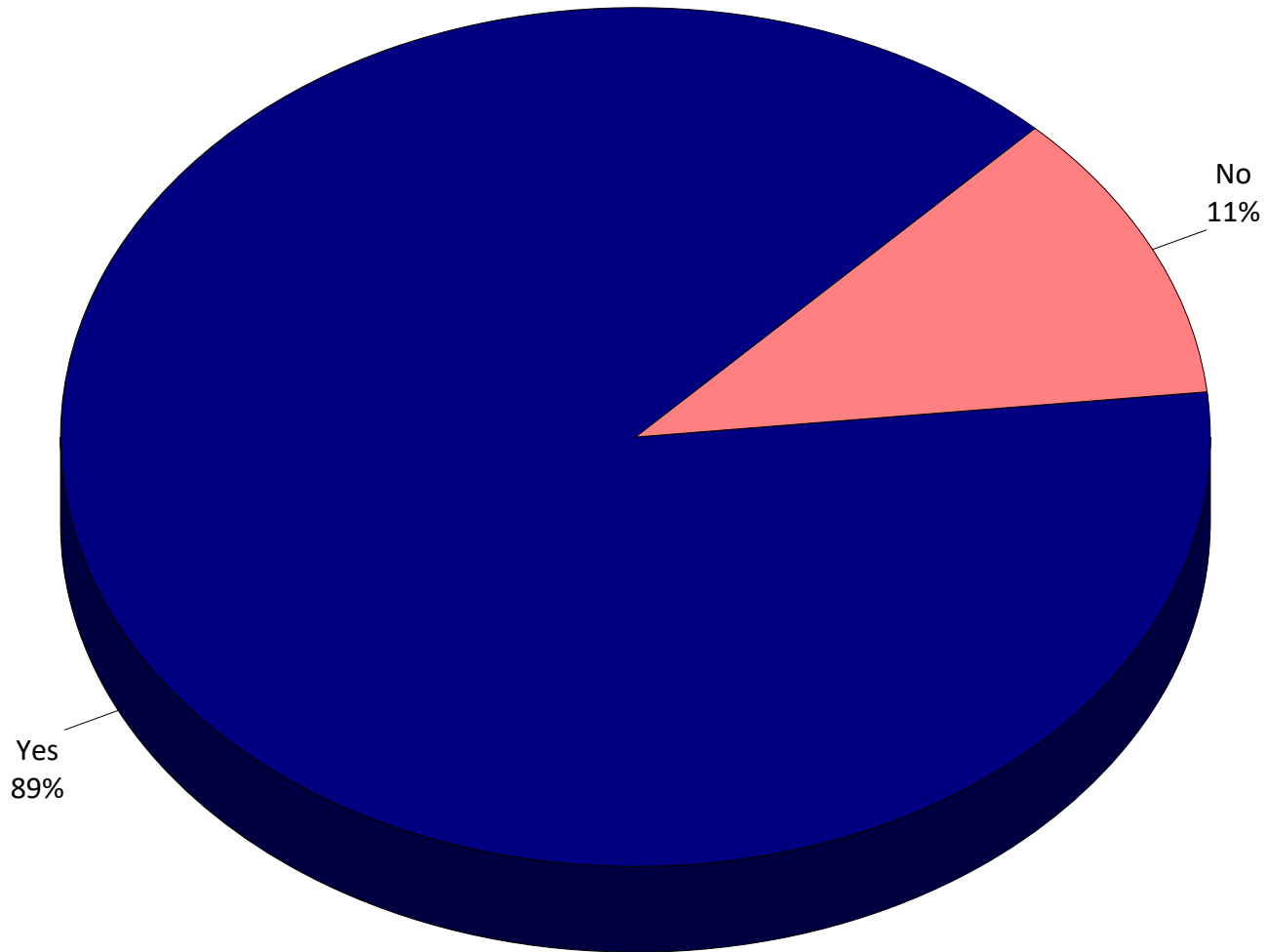
Q8. Facilities/Amenities Most Important to Respondent Households

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



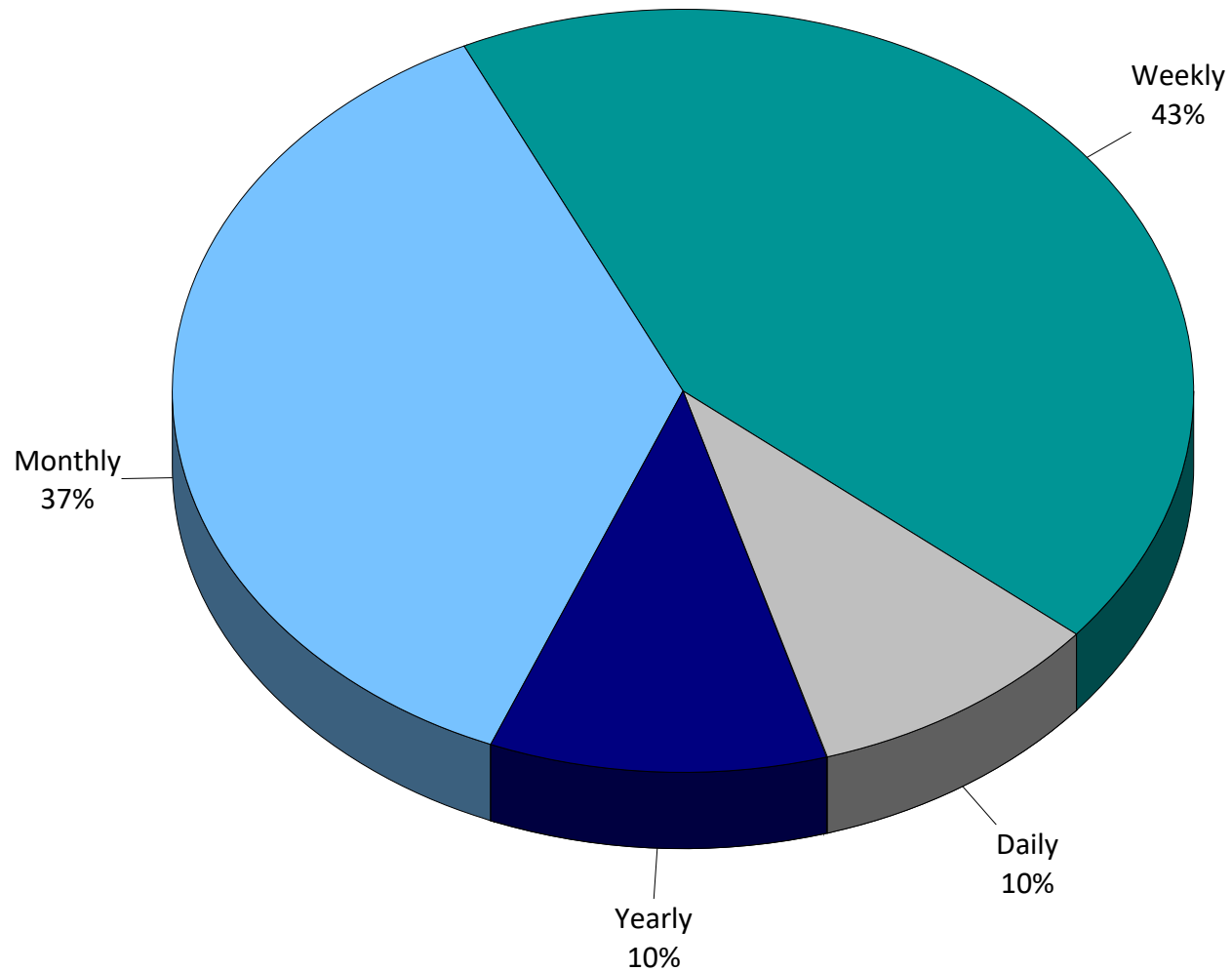
Q9. Have you and/or members of your household visited any parks or recreation facilities offered by the Town during the past year?

by percentage of respondents (excluding "not provided")



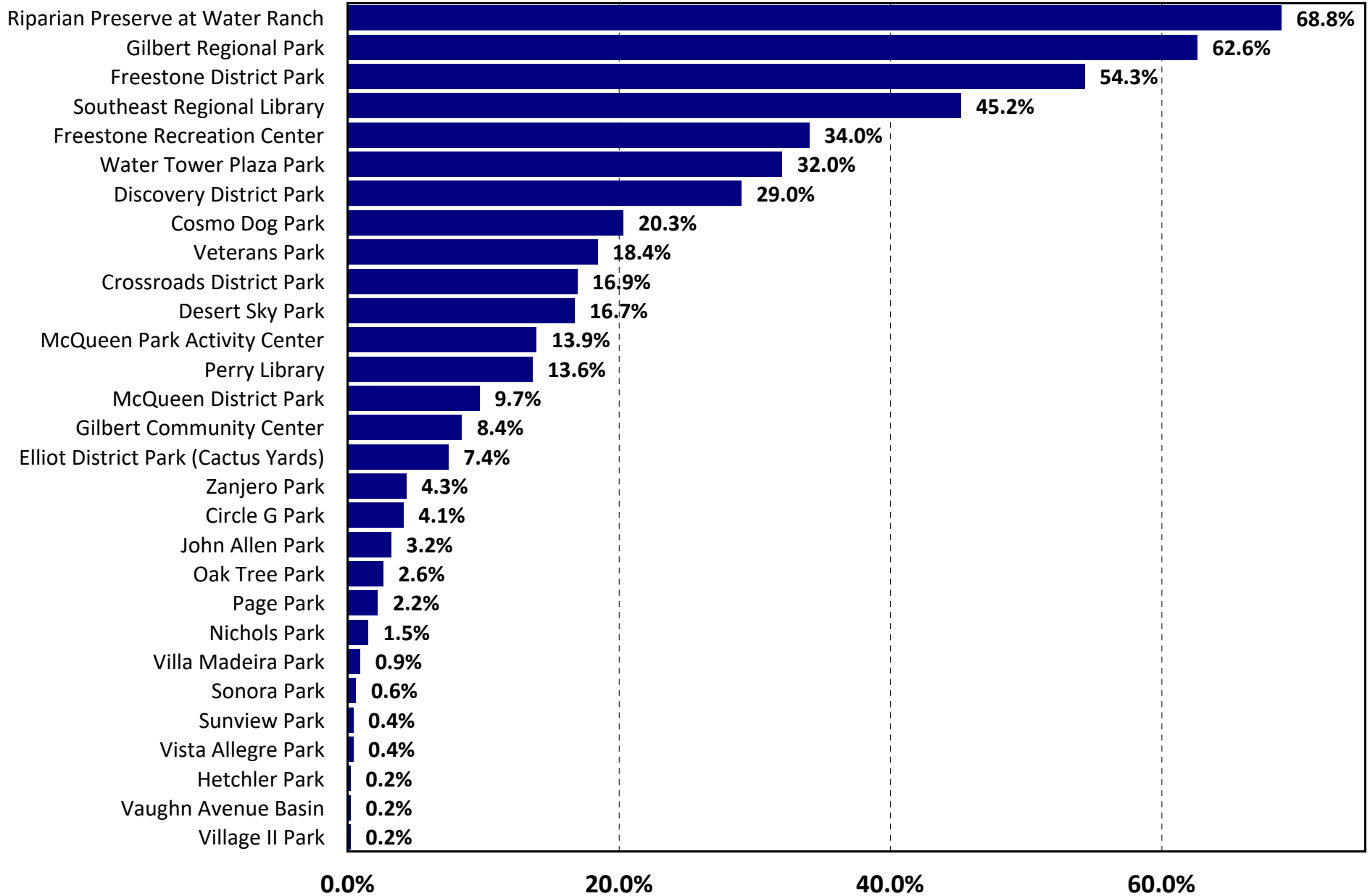
Q9a. How often have you and the members of your household visited parks or facilities offered by the Town during the past year?

by percentage of respondents who indicated they have visited parks/facilities in the past year (excluding “not provided”)



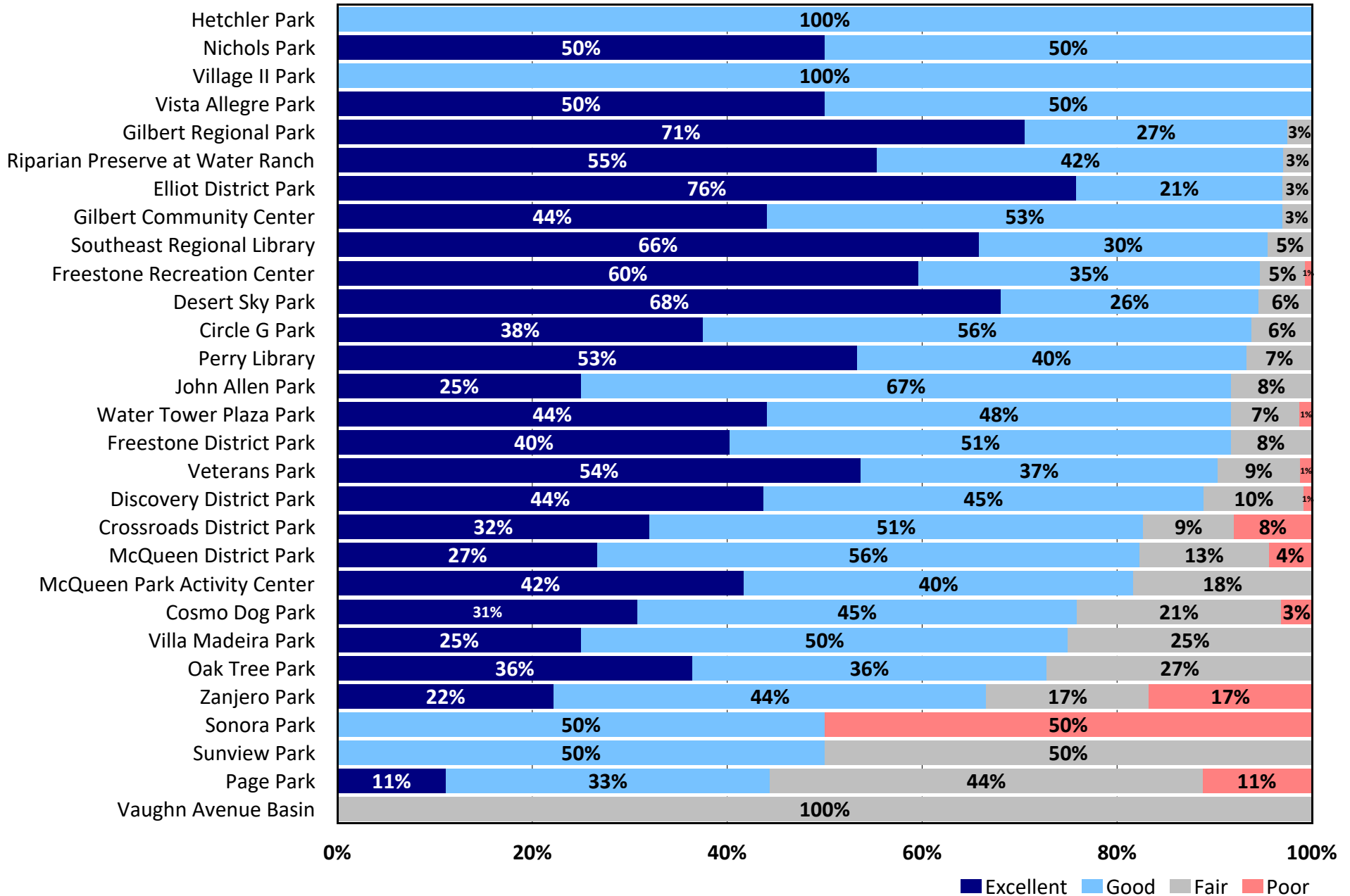
Q9b. Please indicate if you or any household members have used any of the following Town parks and/or facilities during the past year.

by percentage of respondents who indicated they have visited parks/facilities in the past year



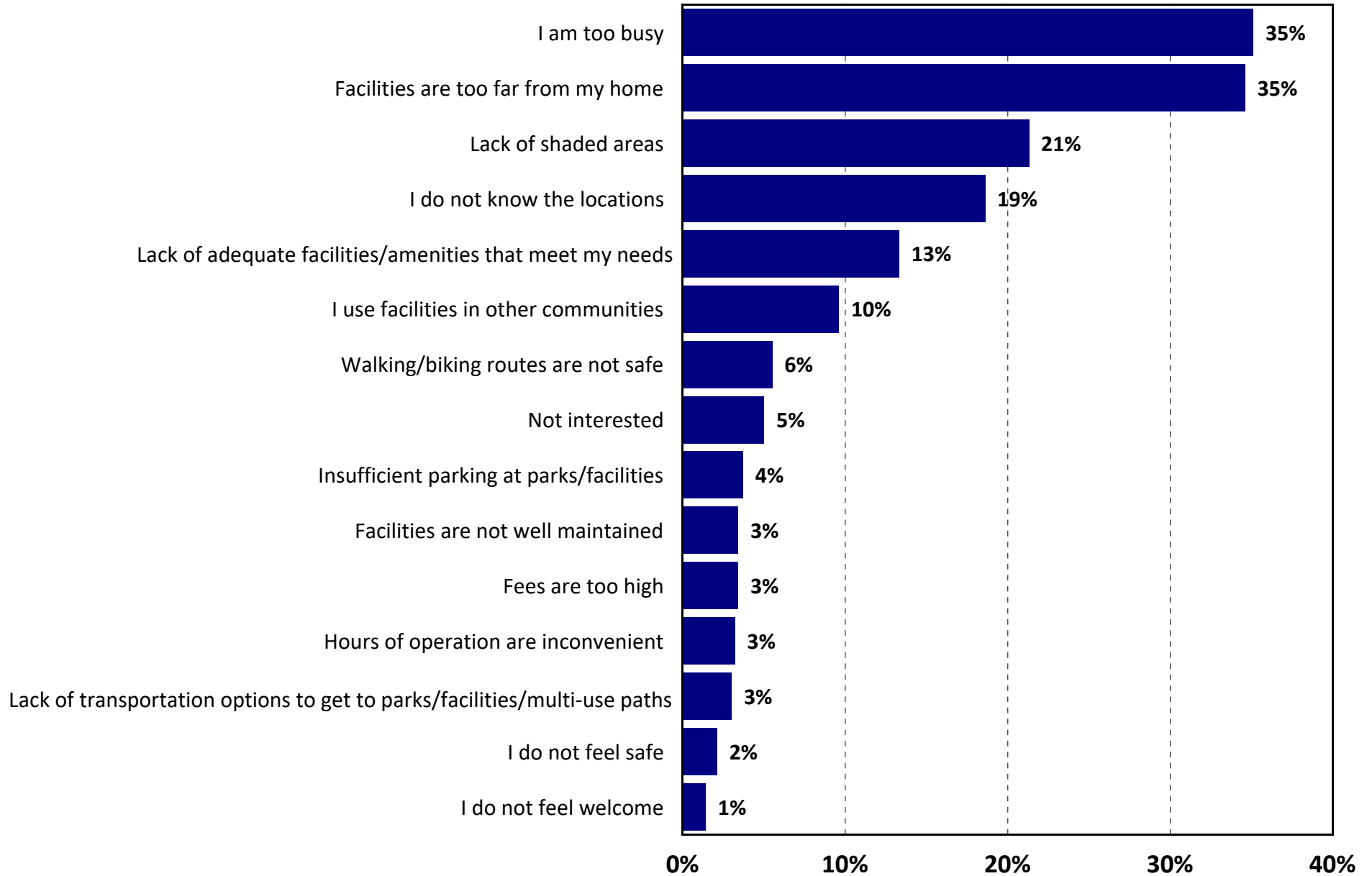
Q9b. If "Yes," please the condition of the park/facility

by percentage of respondents who have visited the park/facility in the past year



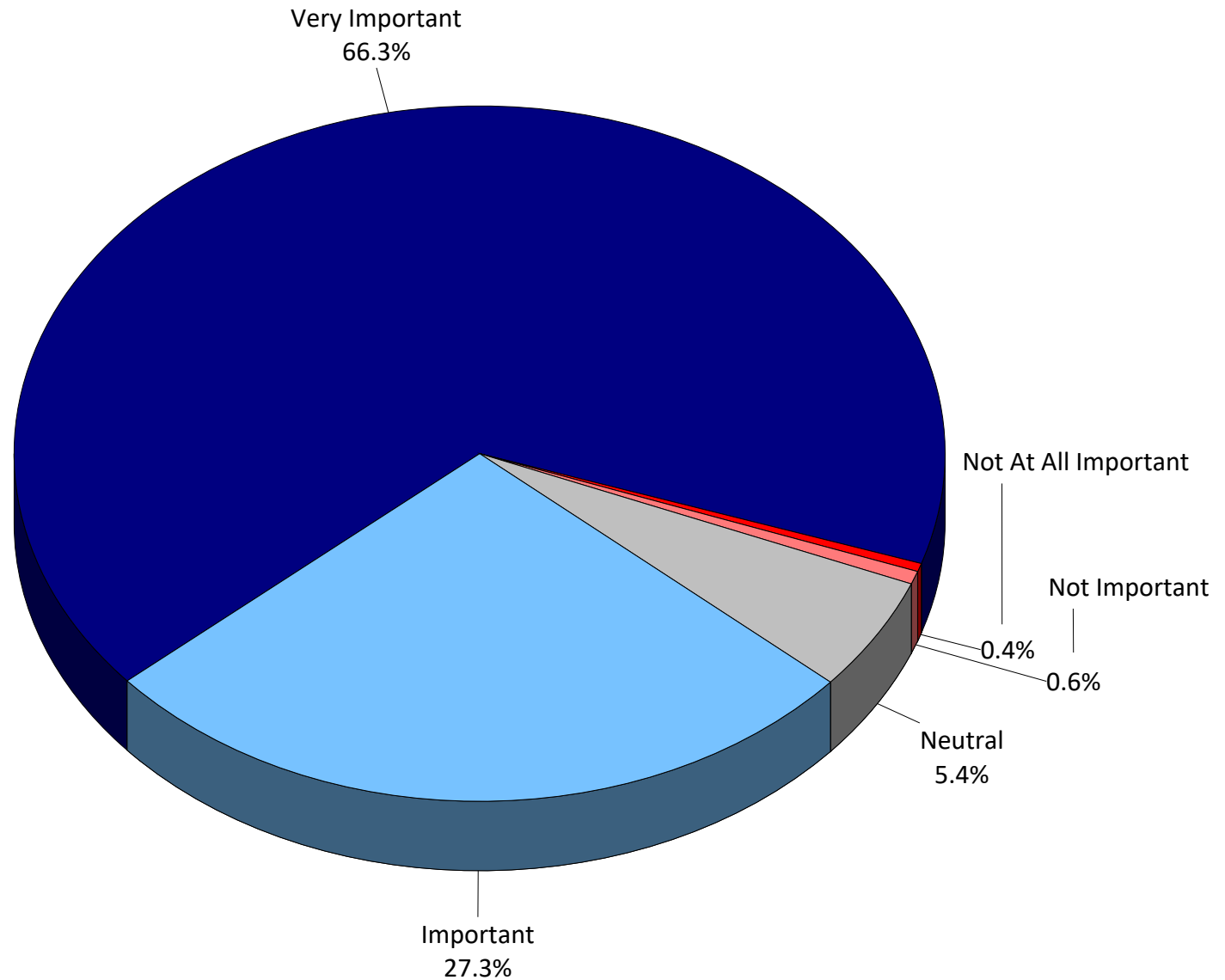
Q10. What are the reasons you have not visited or have not visited the Town parks/facilities more often?

by percentage of respondents (multiple selections could be made)



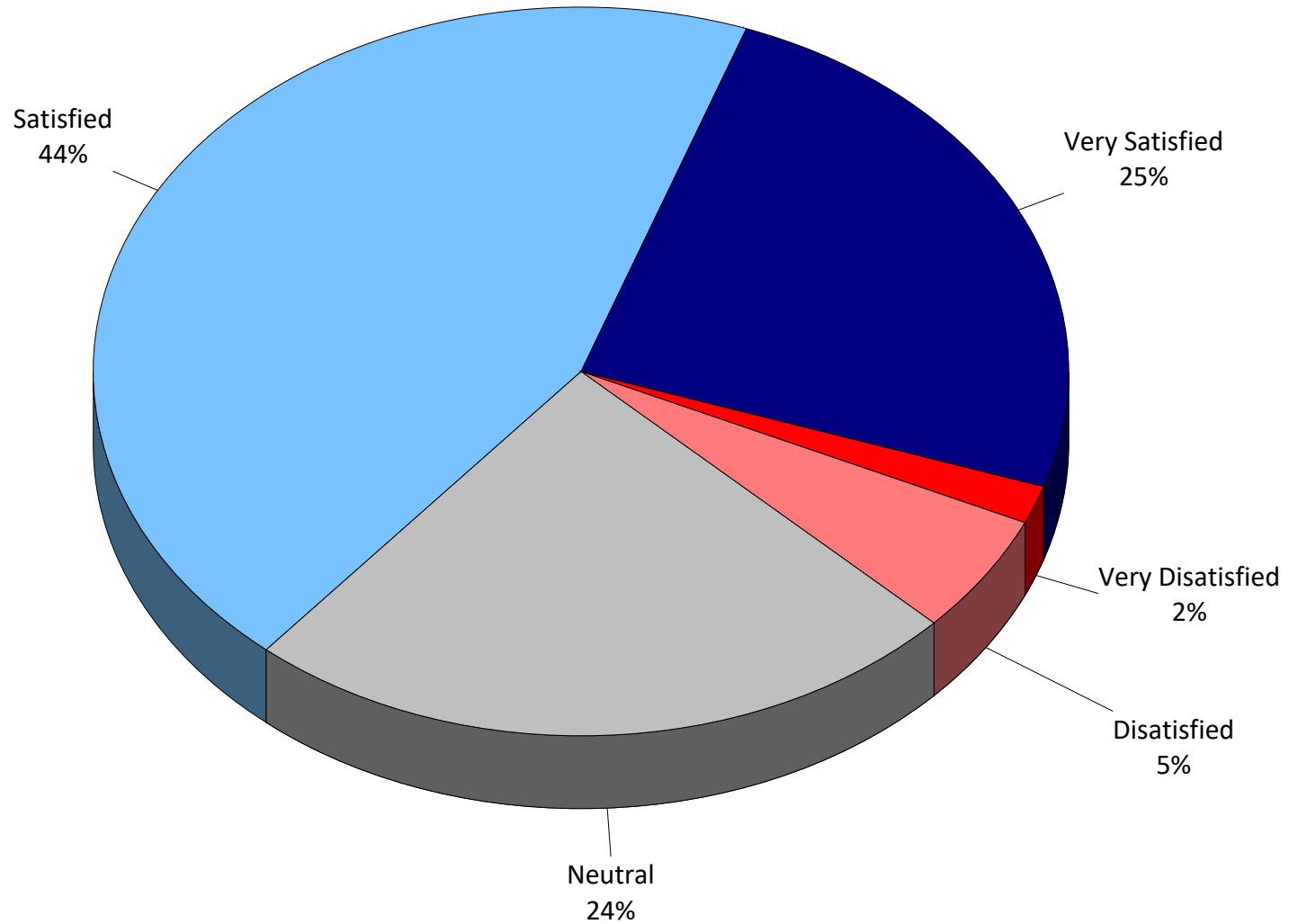
Q11. Please indicate how important high-quality park and multi-use path experiences are to the quality of life in the Town of Gilbert.

by percentage of respondents (excluding "not provided")



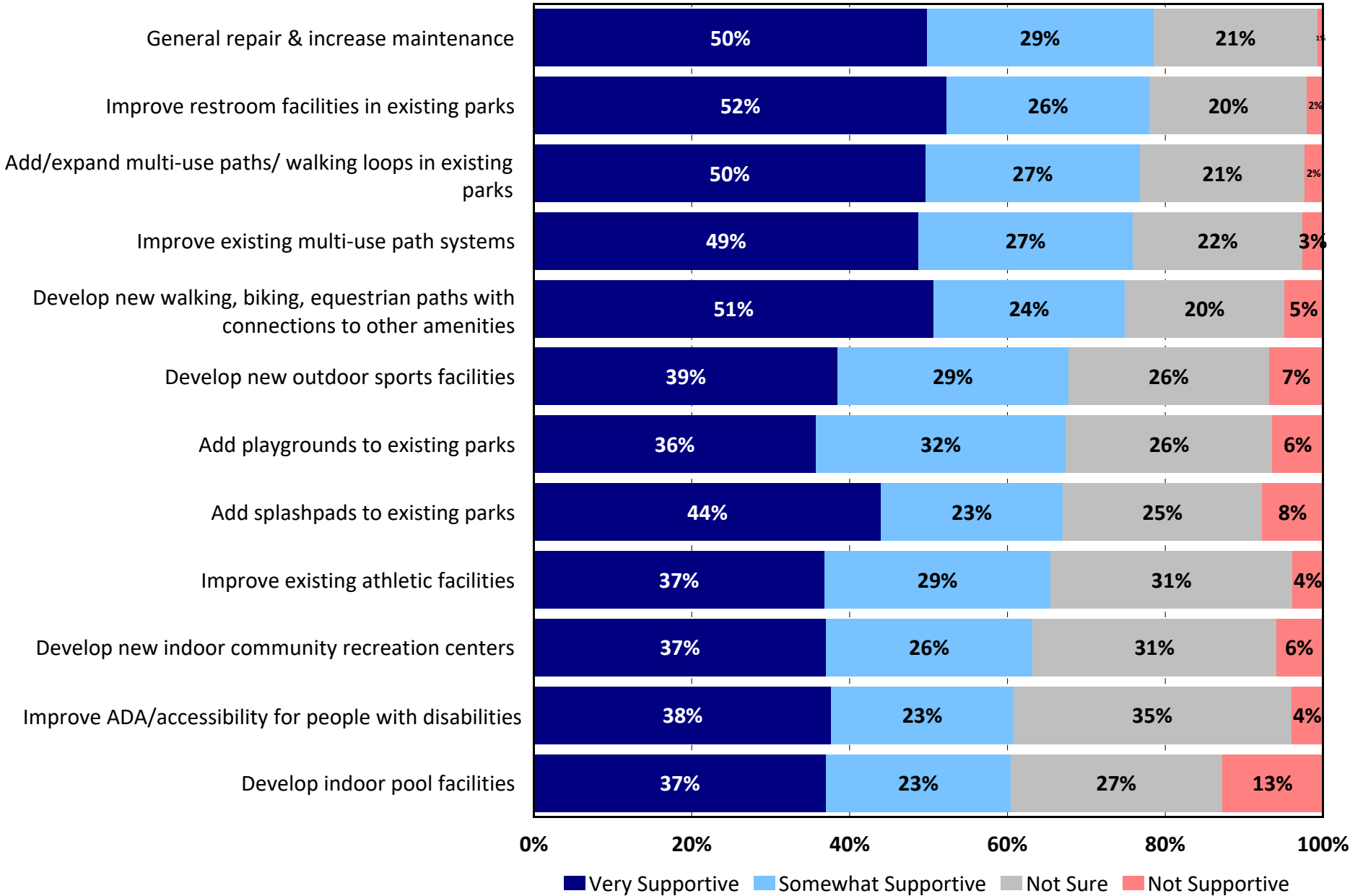
Q12. Please rate your level of satisfaction with the overall value your household receives from the Gilbert Parks and Recreation system.

by percentage of respondents (excluding "not provided")



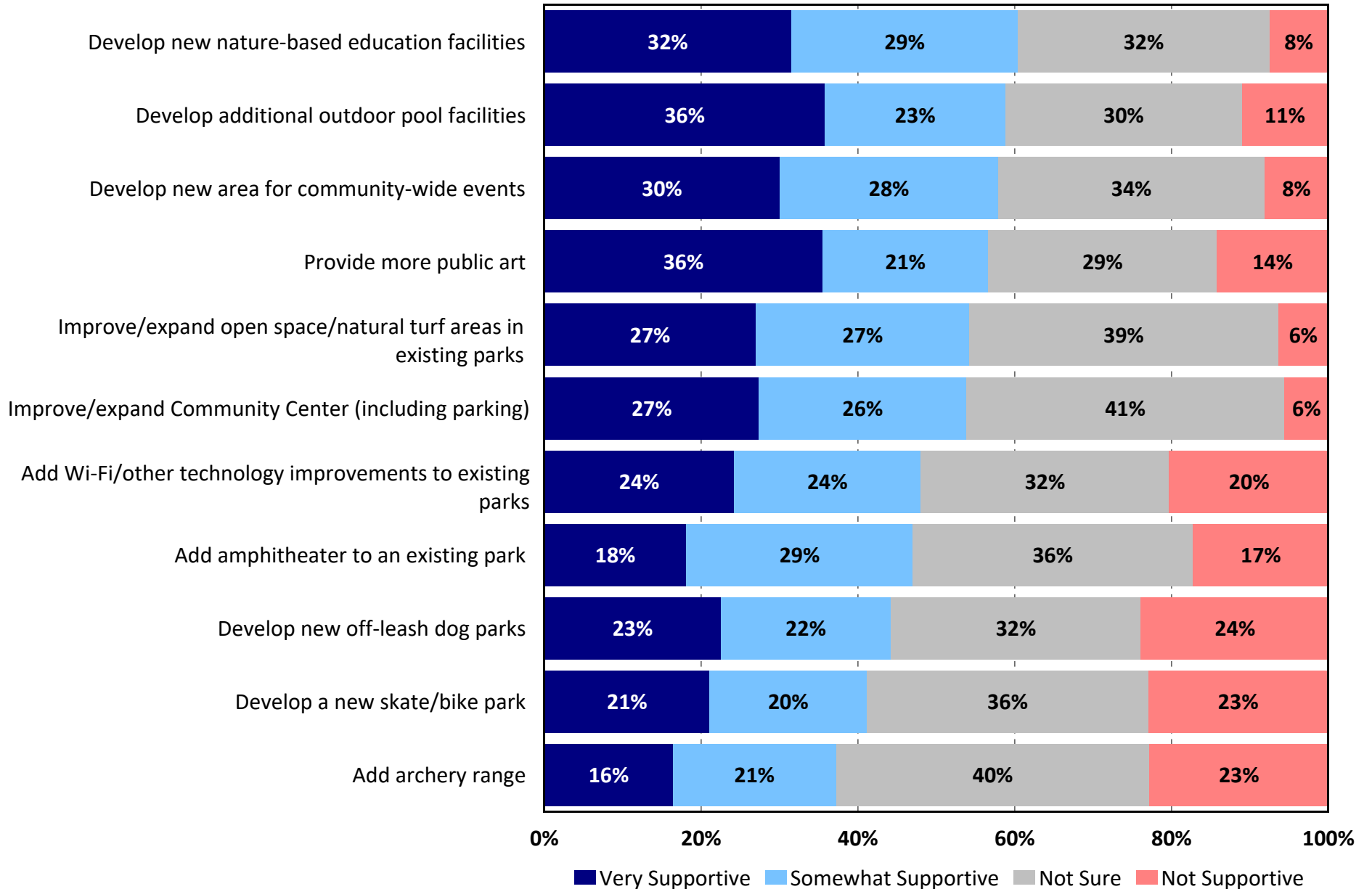
Q13(1-12). Improvements to Existing Parks and Facilities: Please rate your level of support for each potential action.

by percentage of respondents (excluding "not provided")



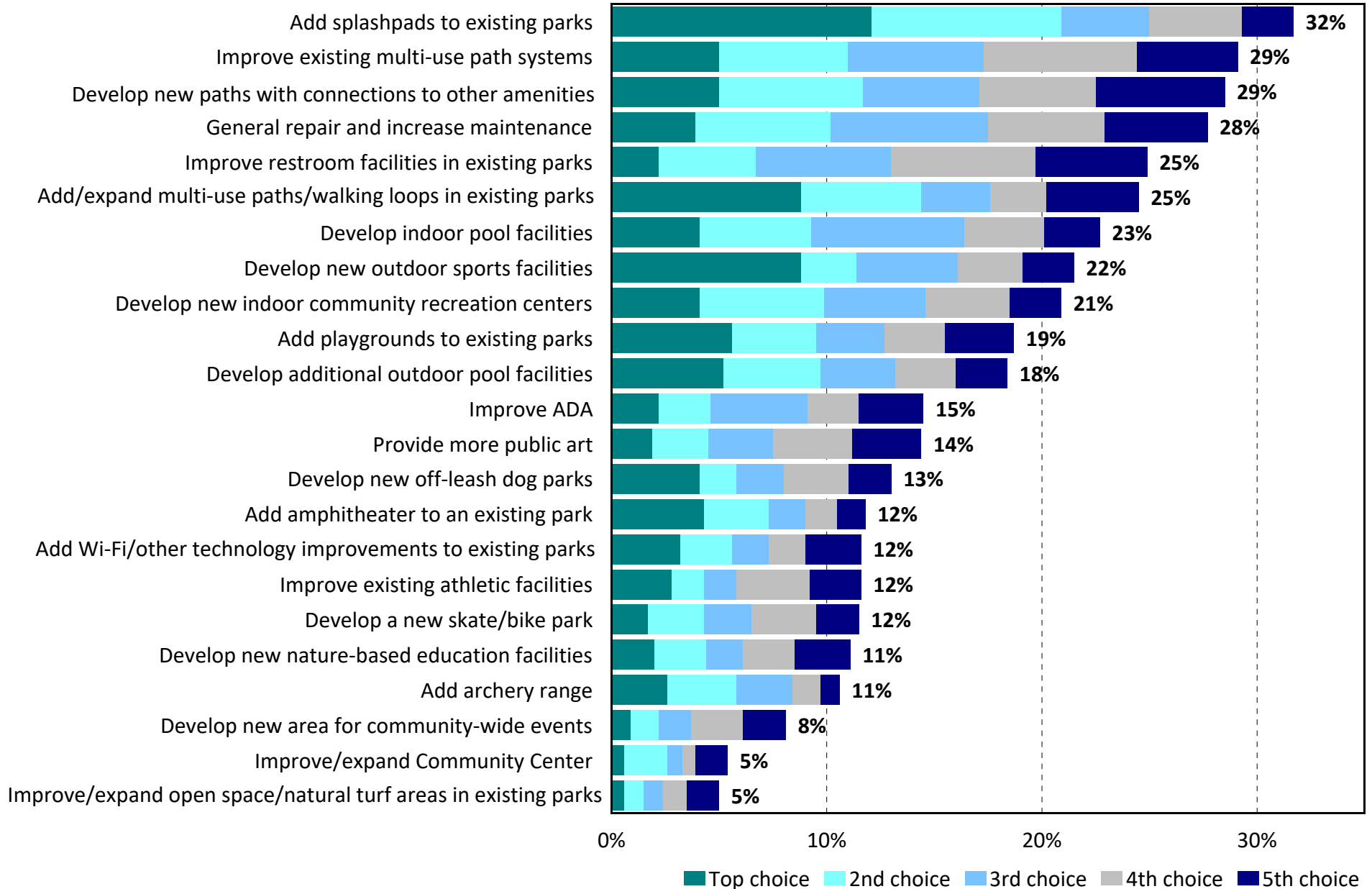
Q13(13-23). Improvements to Existing Parks and Facilities: Please rate your level of support for each potential action.

by percentage of respondents (excluding "not provided")



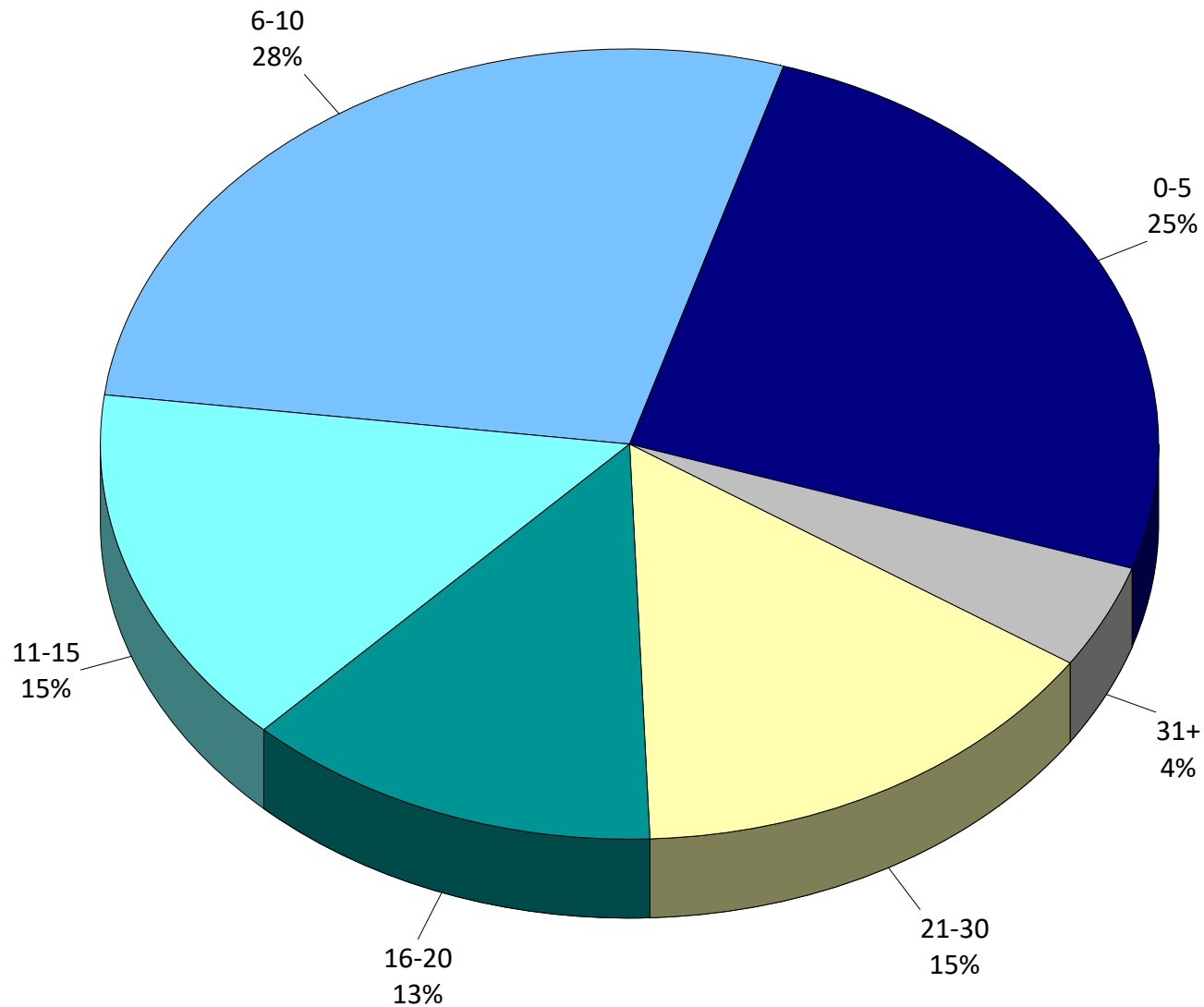
Q14. If funding were made available, which FIVE types of IMPROVEMENT/DEVELOPMENT actions would you be most willing to support?

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



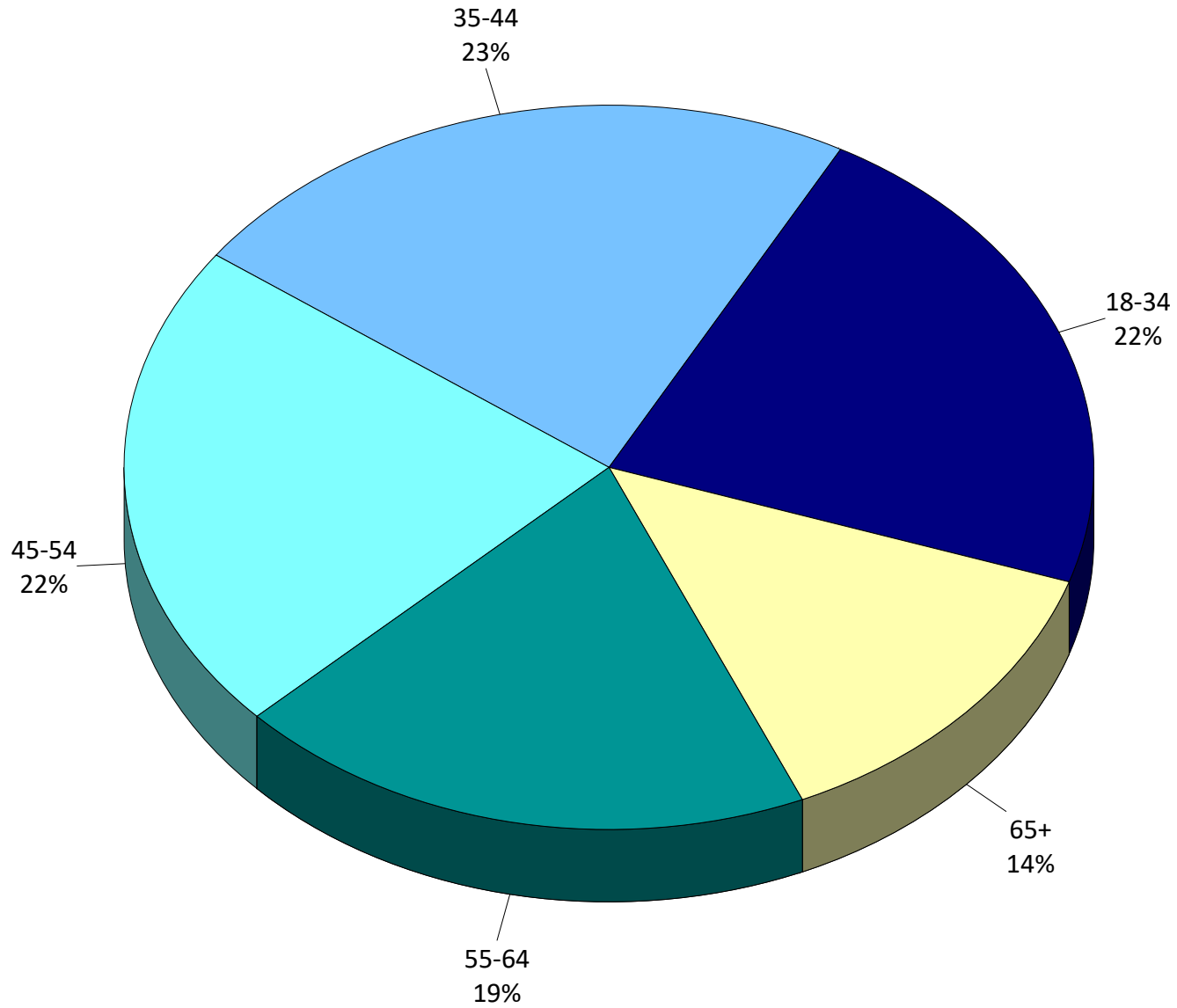
Q15. How many years have you lived in the Town of Gilbert?

by percentage of respondents (excluding "not provided")



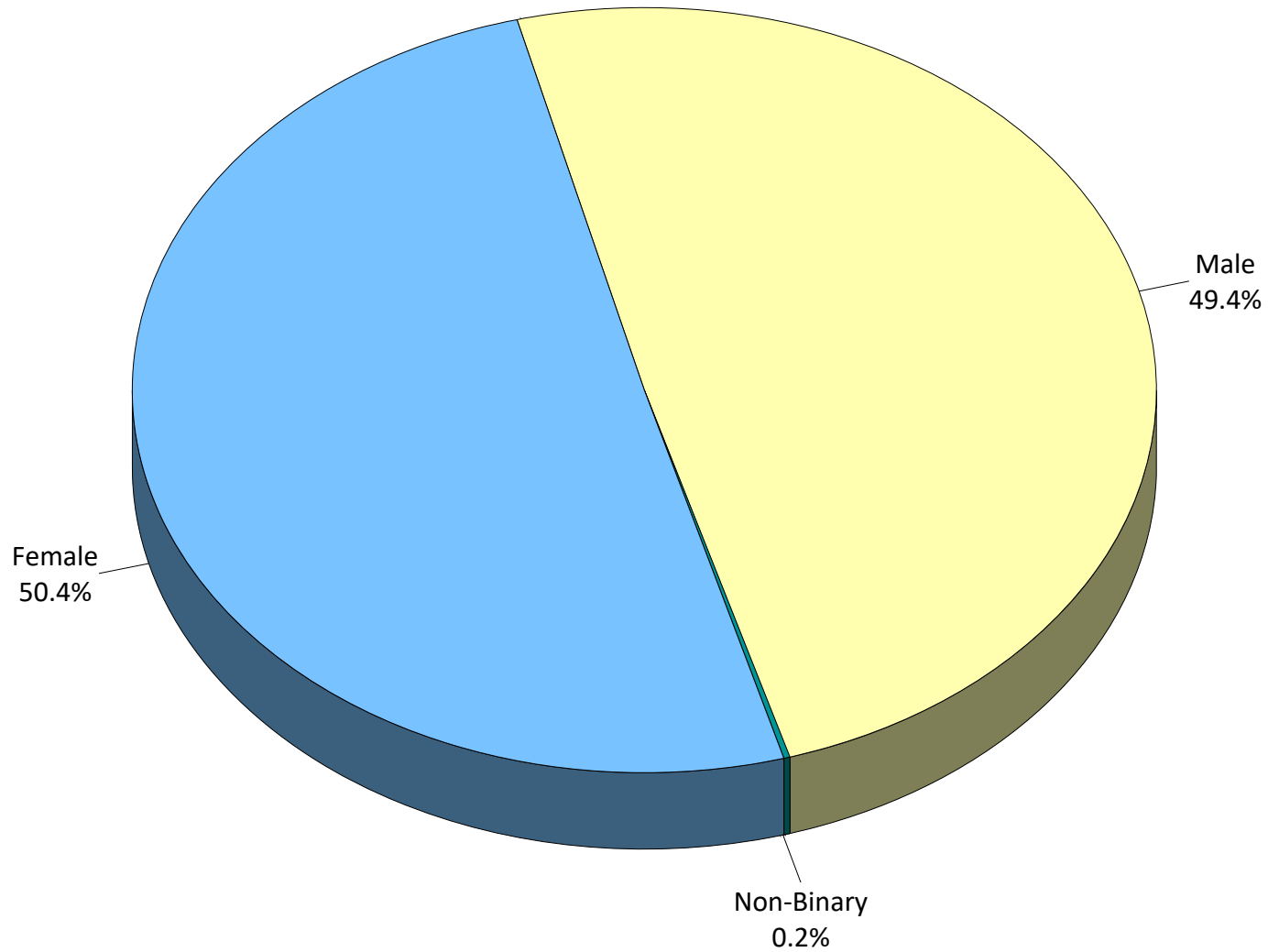
Q16. What is your age?

by percentage of respondents (excluding "not provided")

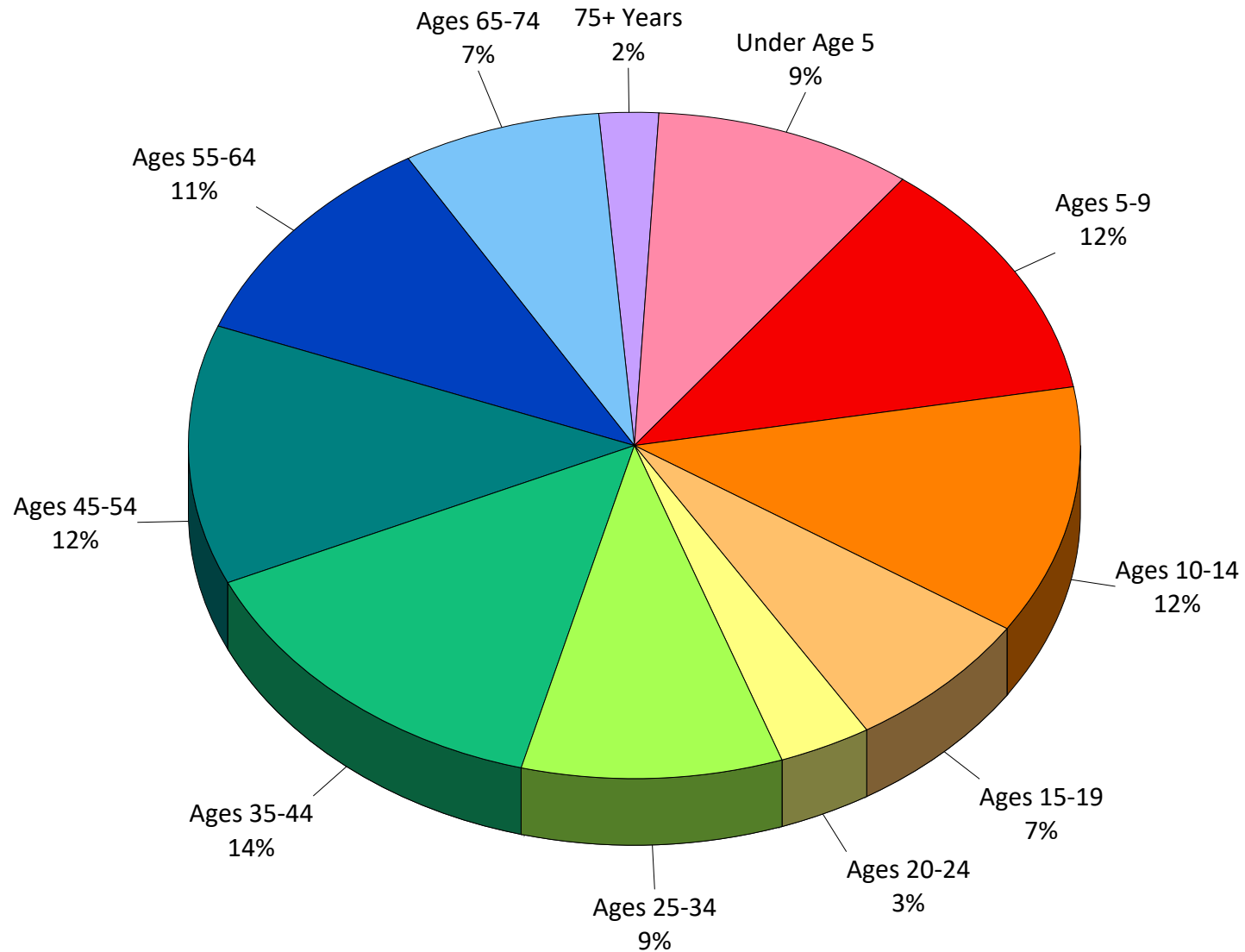


Q17. What is your gender?

by percentage of respondents (excluding "not provided")

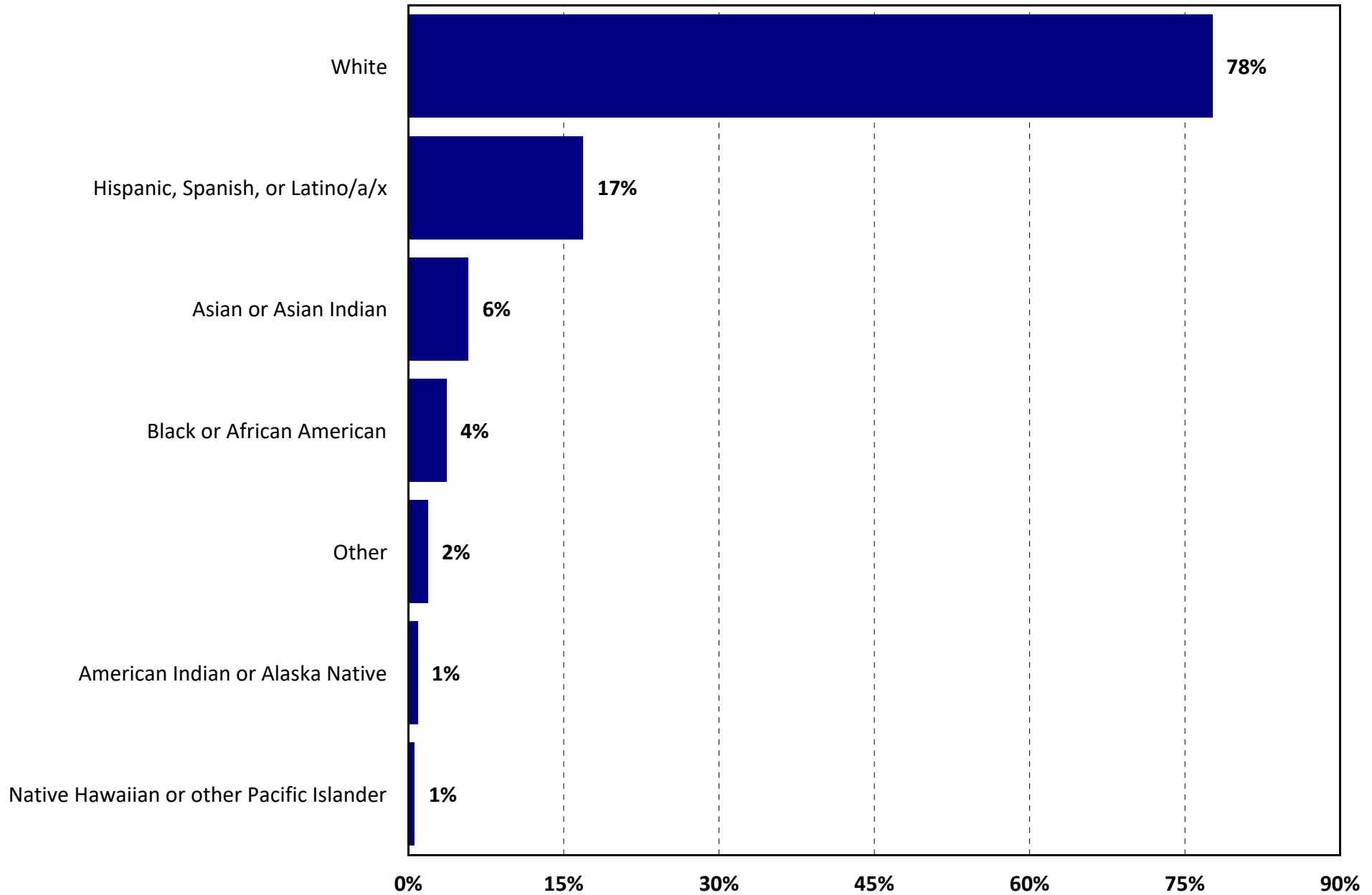


Q18. Counting yourself, how many people in your household are...



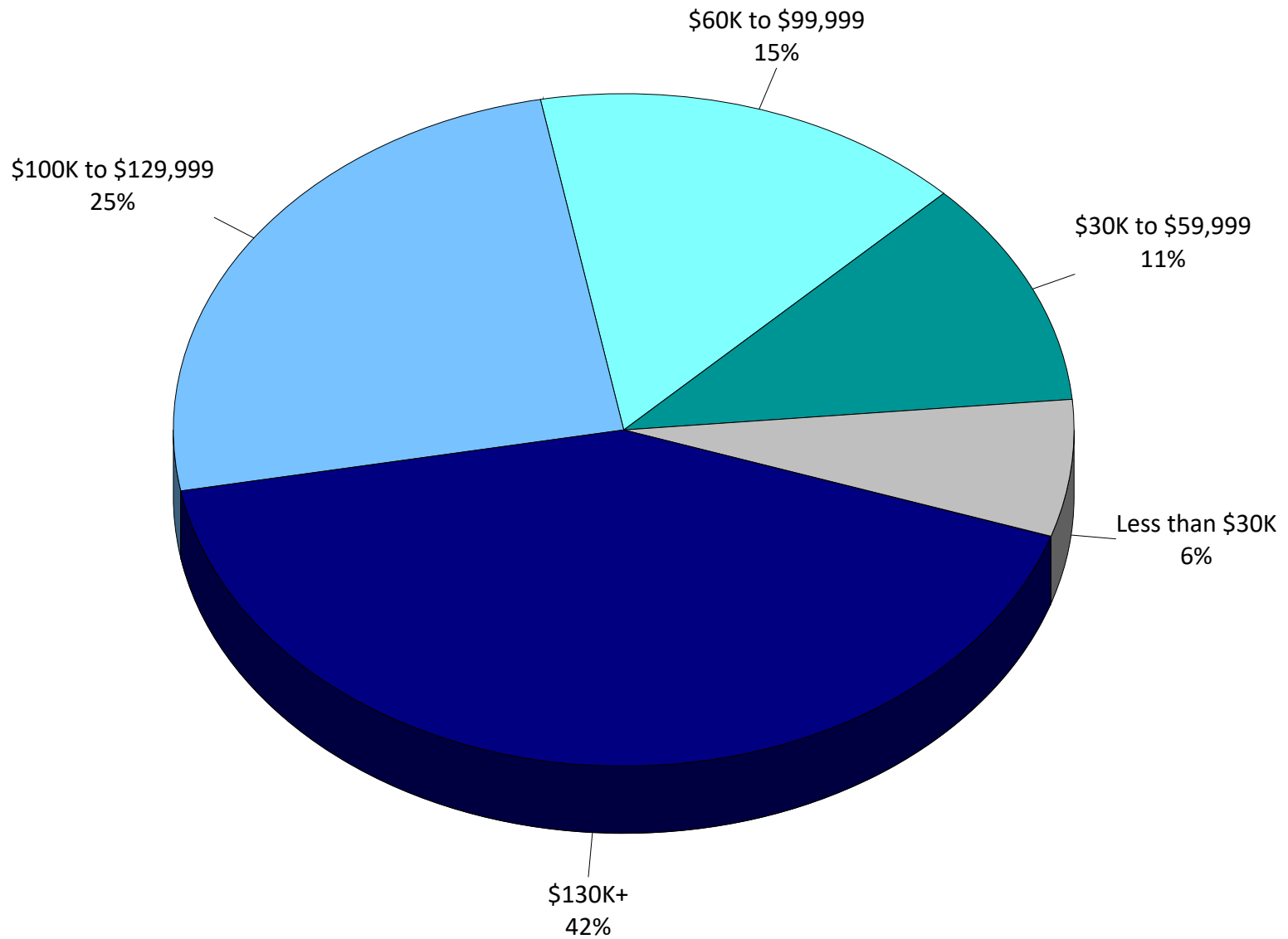
Q19. Which of the following best describes your race?

by percentage of respondents



Q20. What is your annual household income?

by percentage of respondents (excluding "not provided")



3

**Priority Investment
Rating**

Priority Investment Rating

Gilbert, Arizona

The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide governments with an objective tool for evaluating the priority that should be placed on parks and recreation investments. The Priority Investment Rating was developed by ETC Institute to identify the facilities and programs residents think should receive the highest priority for investment. The priority investment rating reflects the importance residents place on items (sum of top 4 choices) and the unmet needs (needs that are not met or only partly met) for each facility/program relative to the facility/program that rated the highest overall. Since decisions related to future investments should consider both the level of unmet need and the importance of facilities and programs, the PIR weights each of these components equally.

The PIR reflects the sum of the Unmet Needs Rating and the Importance Rating as shown in the equation below:

$$\text{PIR} = \text{UNR} + \text{IR}$$

For example, if the Unmet Needs Rating for Community Gardens were 98.9 (out of 100) and the Importance Rating for Community Gardens were 21.6 (out of 100), the Priority Investment Rating for the Farmer's Market would be 120.5 (out of 200).

How to Analyze the Charts:

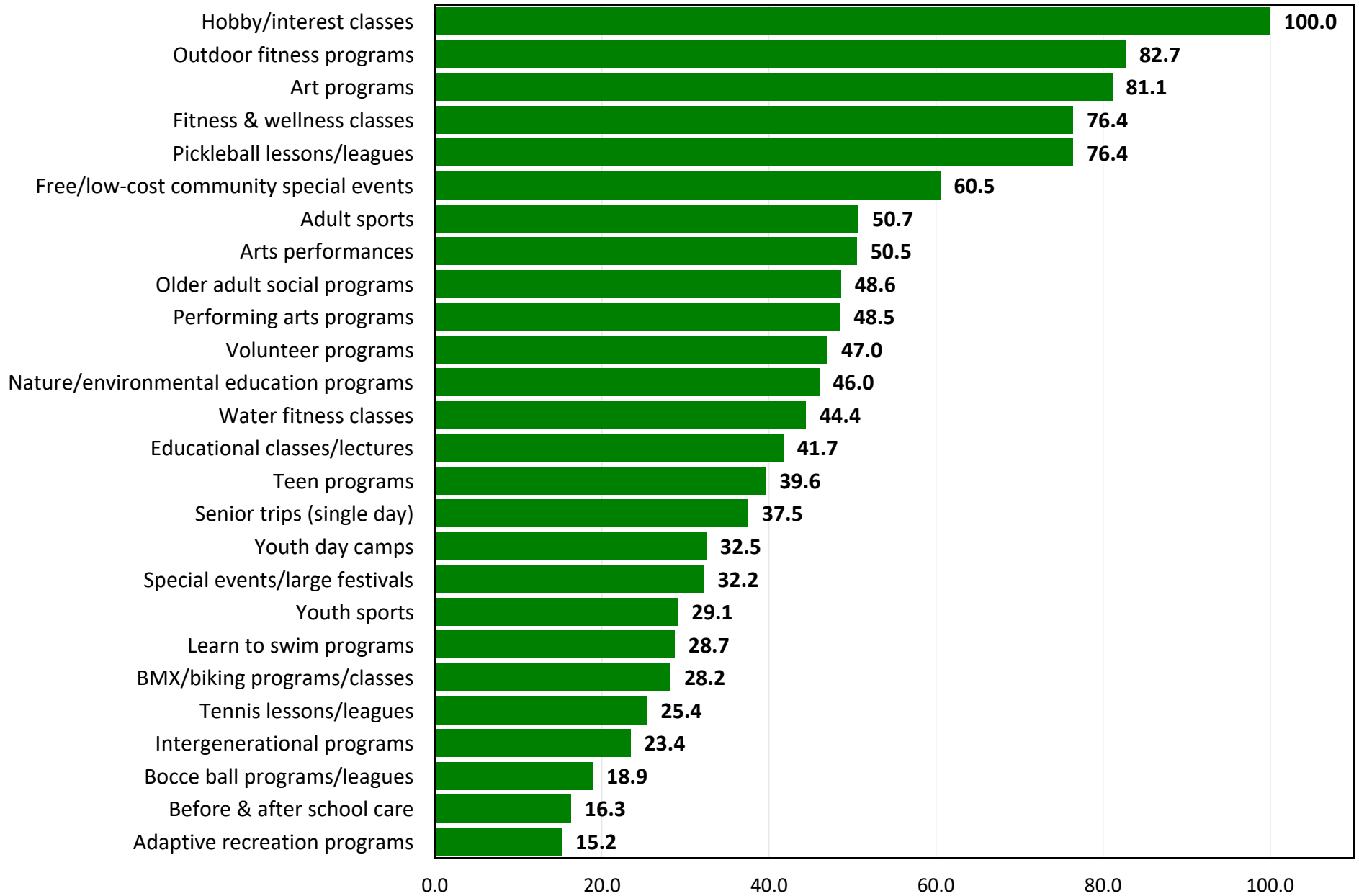
- **High Priority Areas** are those with a PIR of at least 100. A rating of 100 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact on the greatest number of households.
- **Medium Priority Areas** are those with a PIR of 50-99. A rating in this range generally indicates there is a medium to high level of unmet need or a significant percentage of residents generally think it is important to fund improvements in these areas.
- **Low Priority Areas** are those with a PIR below 50. A rating in this range generally indicates there is a relatively low level of unmet need and residents do not think it is important to fund improvements in these areas. Improvements may be warranted if the needs of very specialized populations are being targeted.

The following pages show the Unmet Needs Rating, Importance Rating, and Priority Investment Rating for facilities and programs.

Unmet Needs Rating for Programs/Activities/Events

the rating for the item with the most unmet need=100

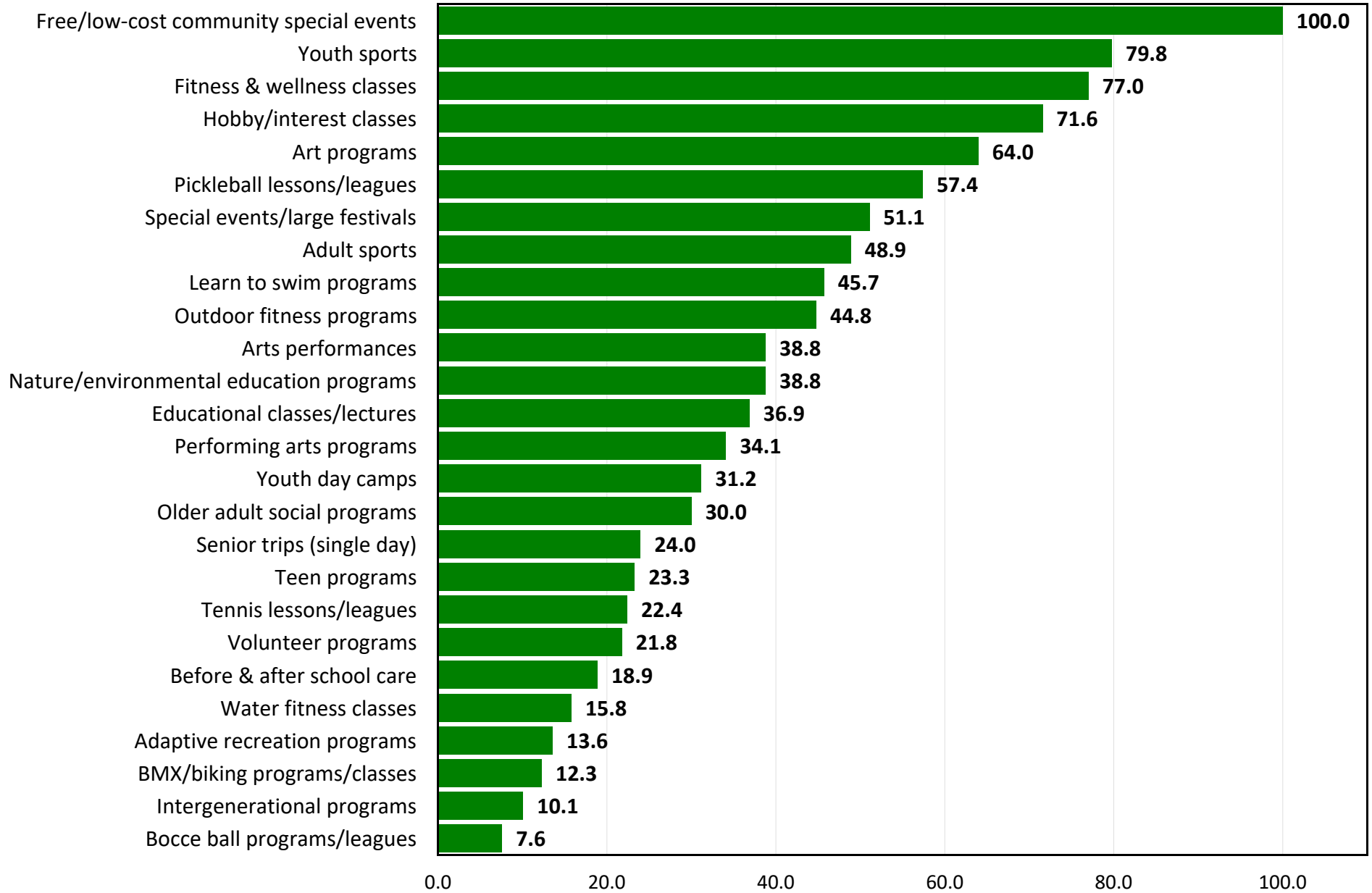
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



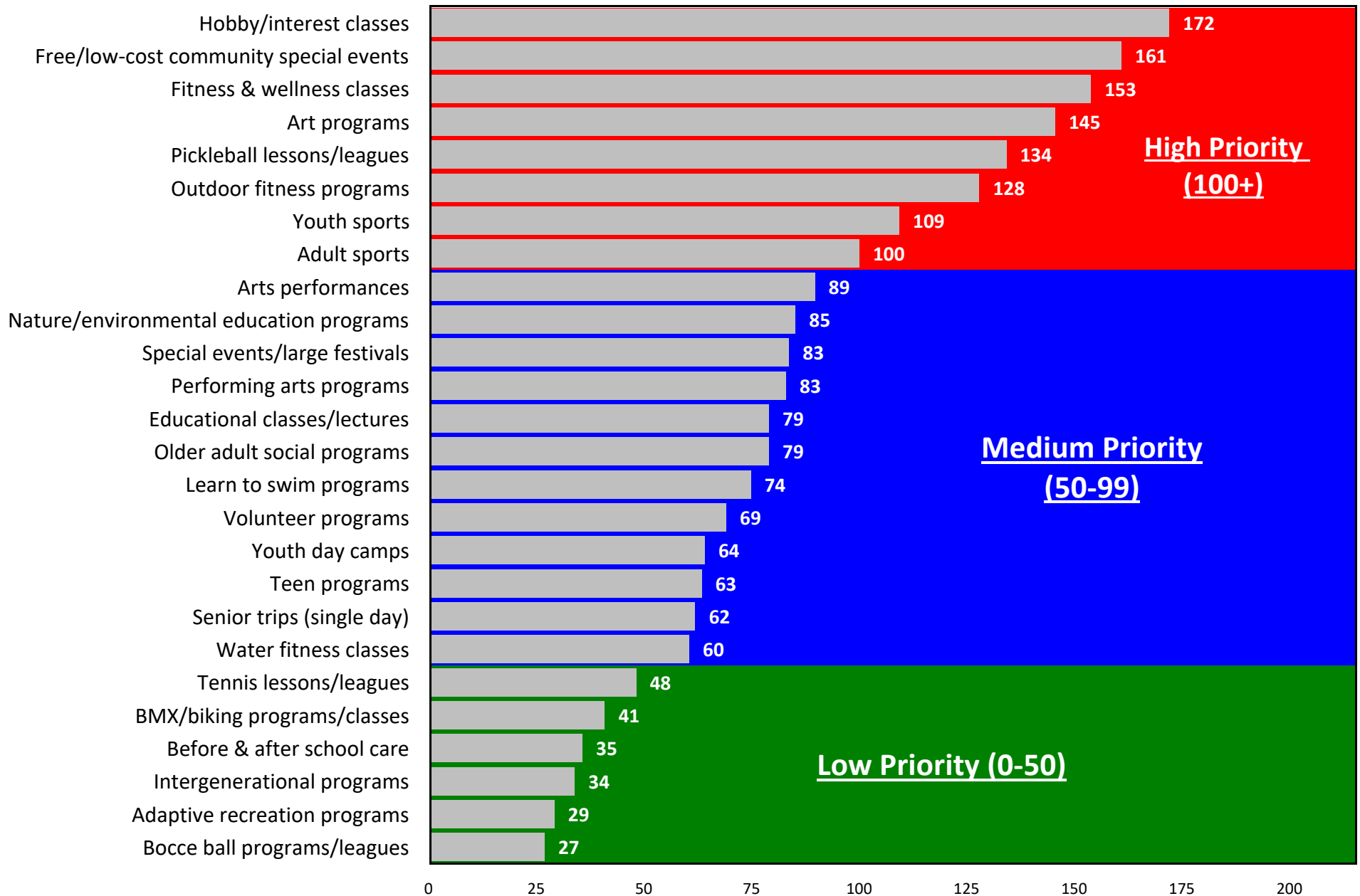
Importance Rating for Programs/Activities/Events

the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



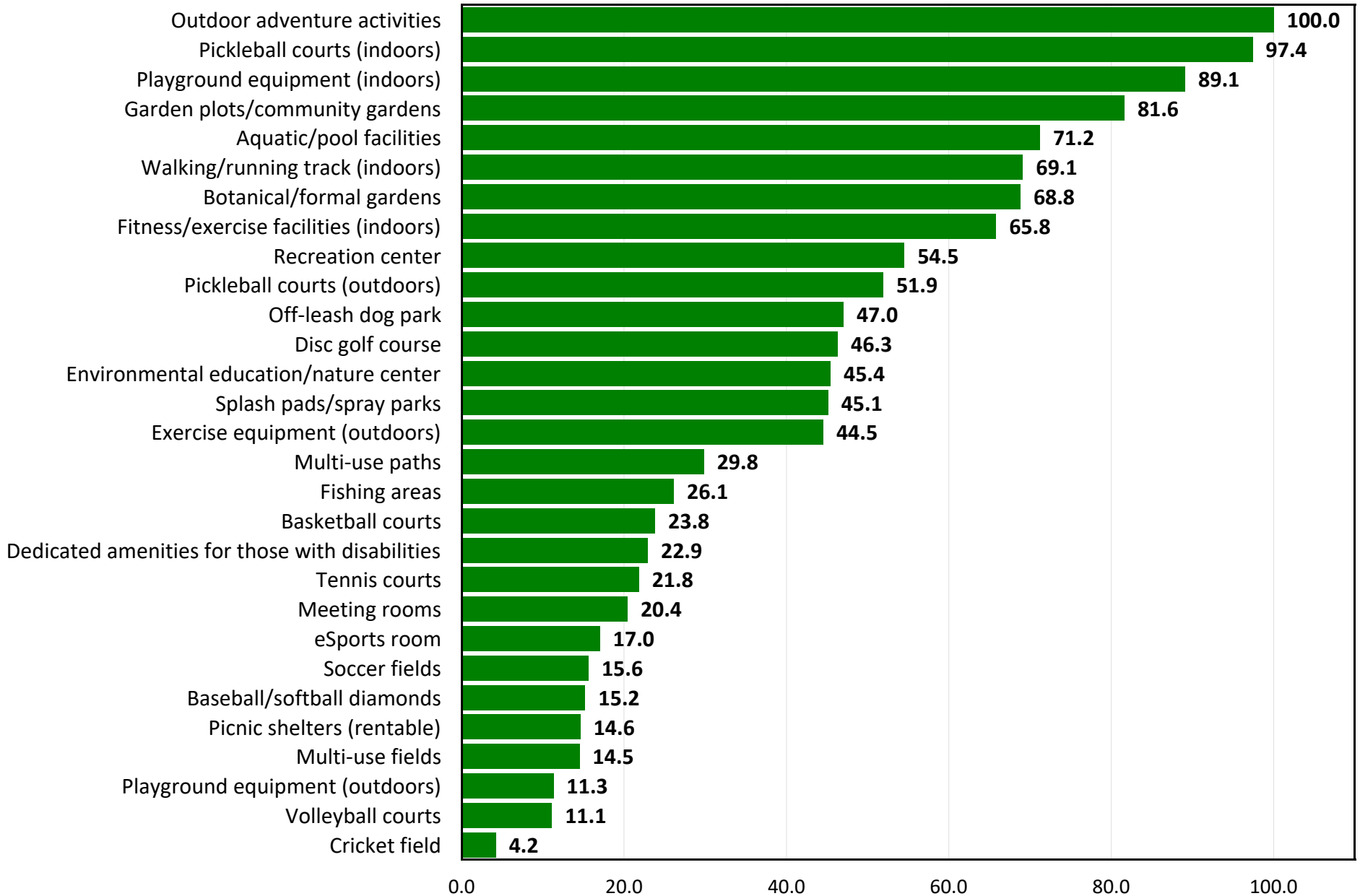
Top Priorities for Investment for Programs/Activities/Events Based on the Priority Investment Rating



Unmet Needs Rating for Facilities/Amenities

the rating for the item with the most unmet need=100

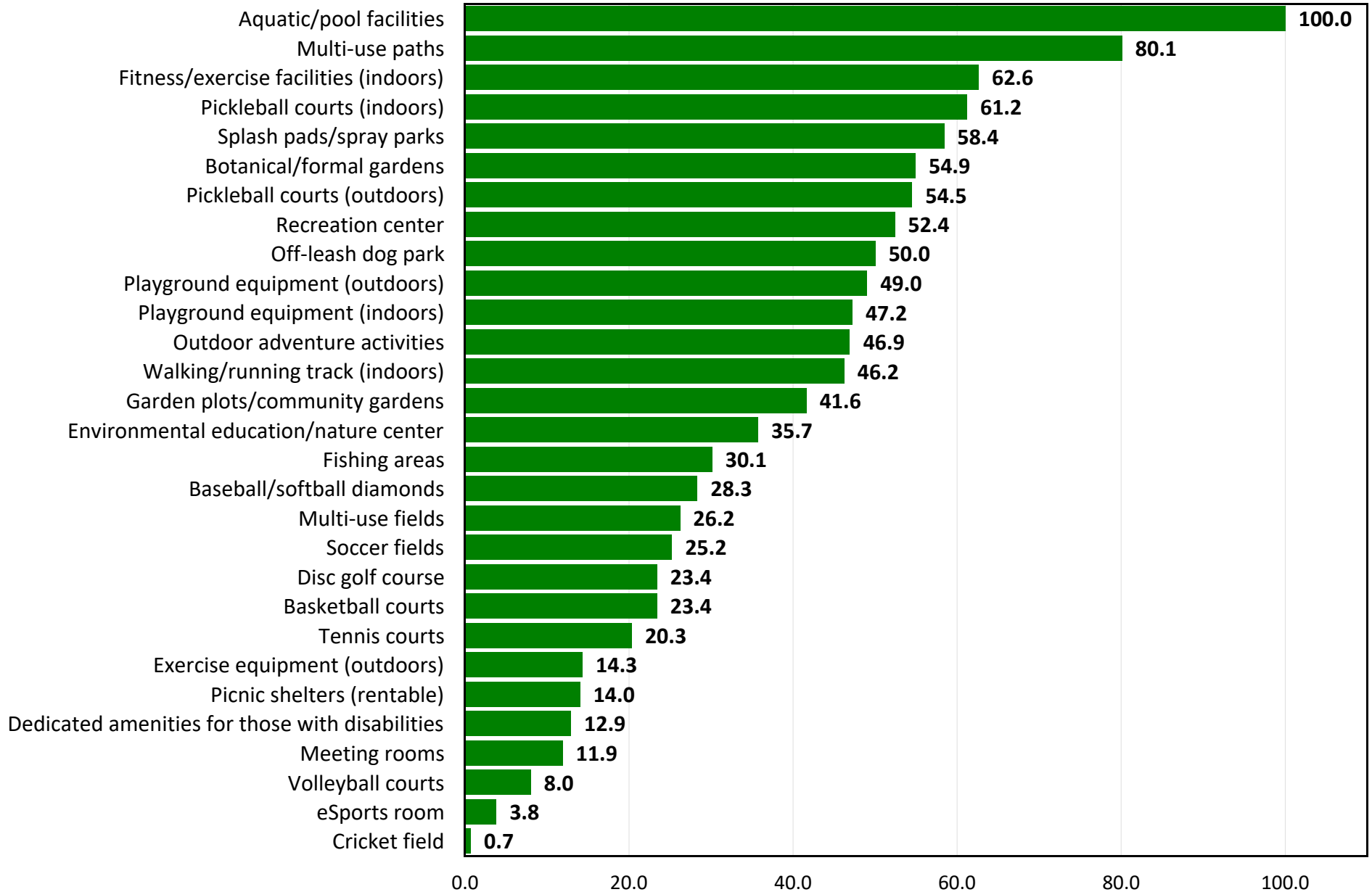
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



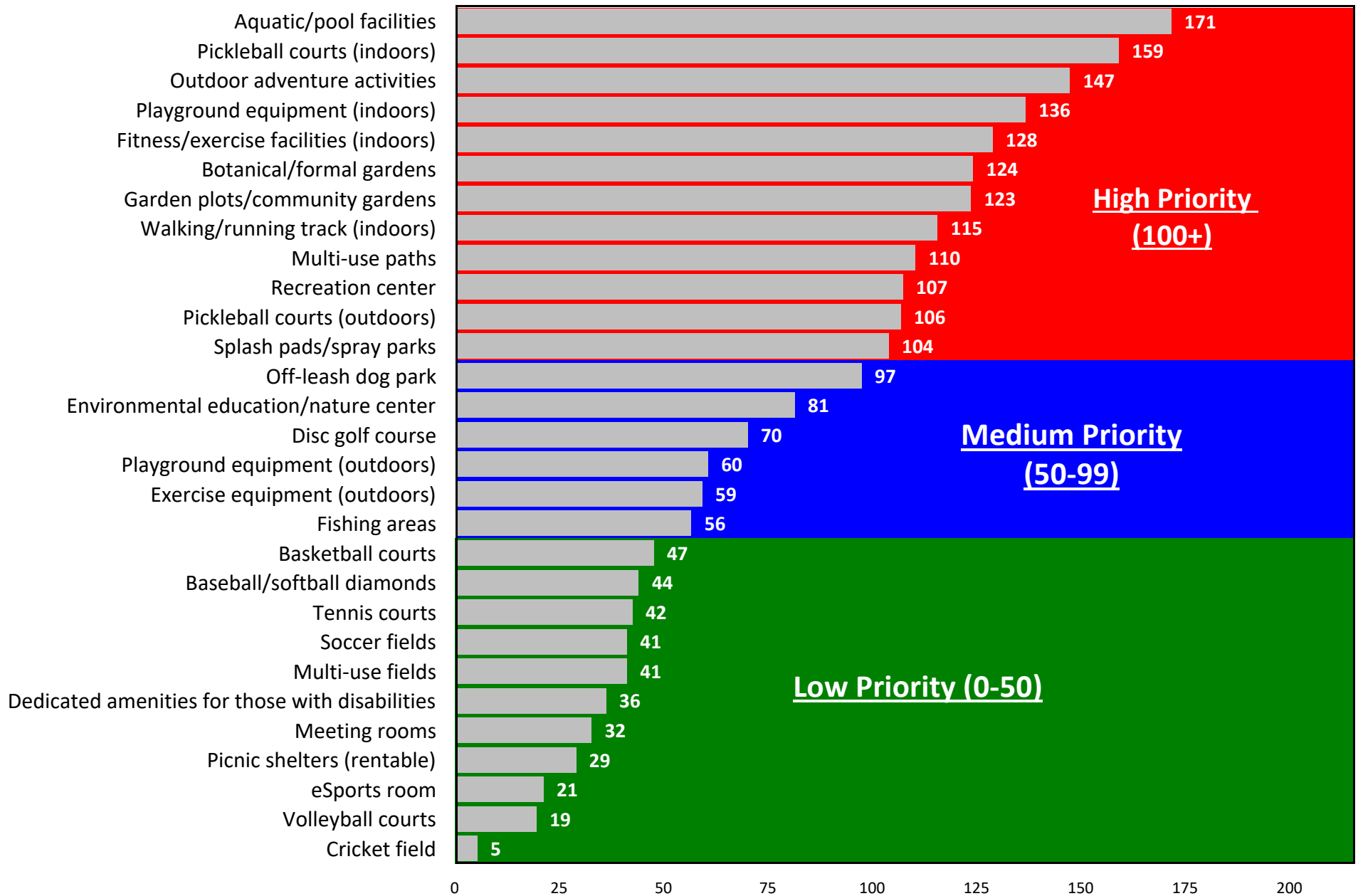
Importance Rating for Facilities/Amenities

the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Top Priorities for Investment for Facilities/Amenities Based on the Priority Investment Rating



4

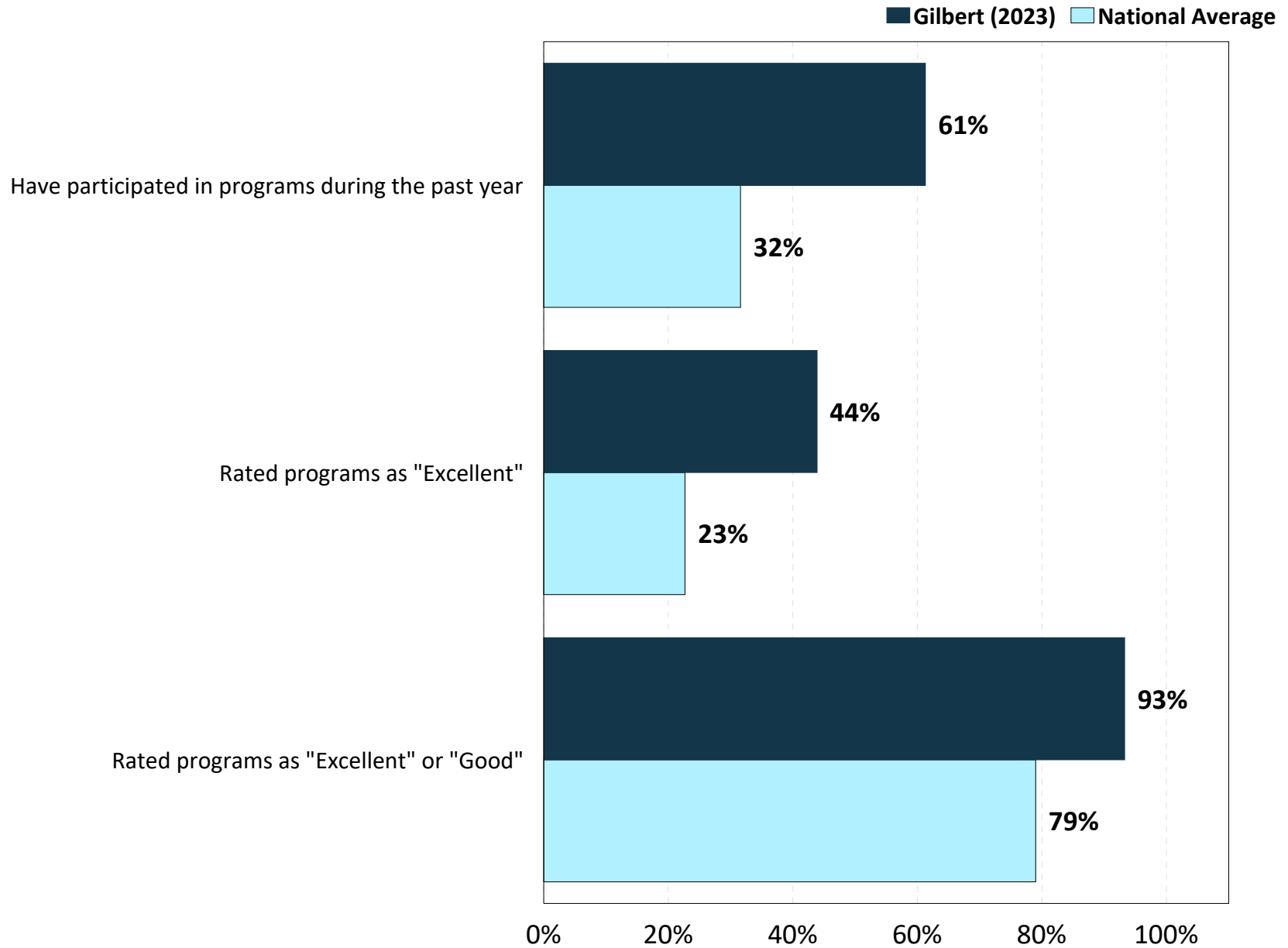
Benchmarks

National Benchmarks

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Use and Rating of Recreation Programs

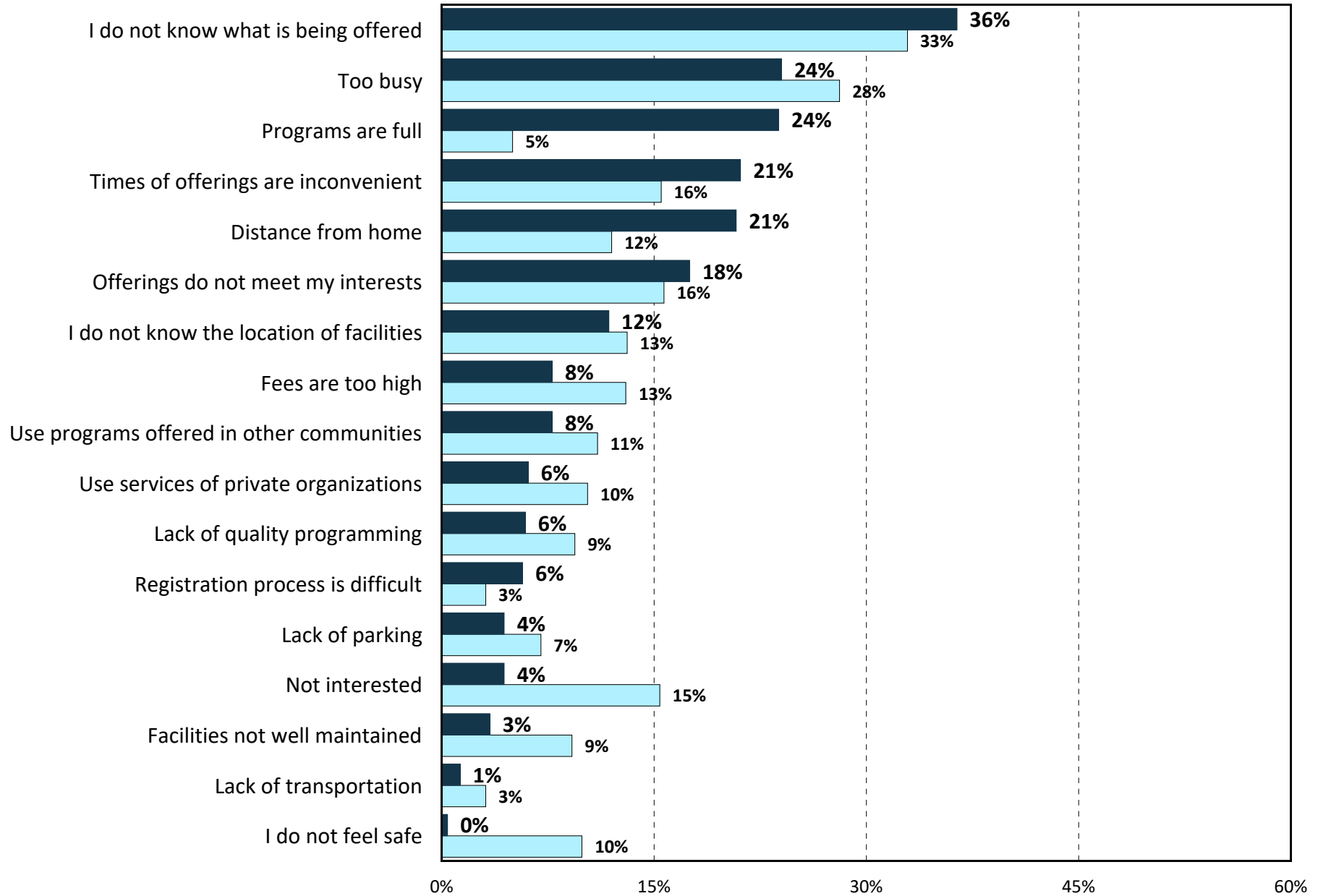
by percentage of respondents



Barriers to Parks, Facilities, and Programs Use

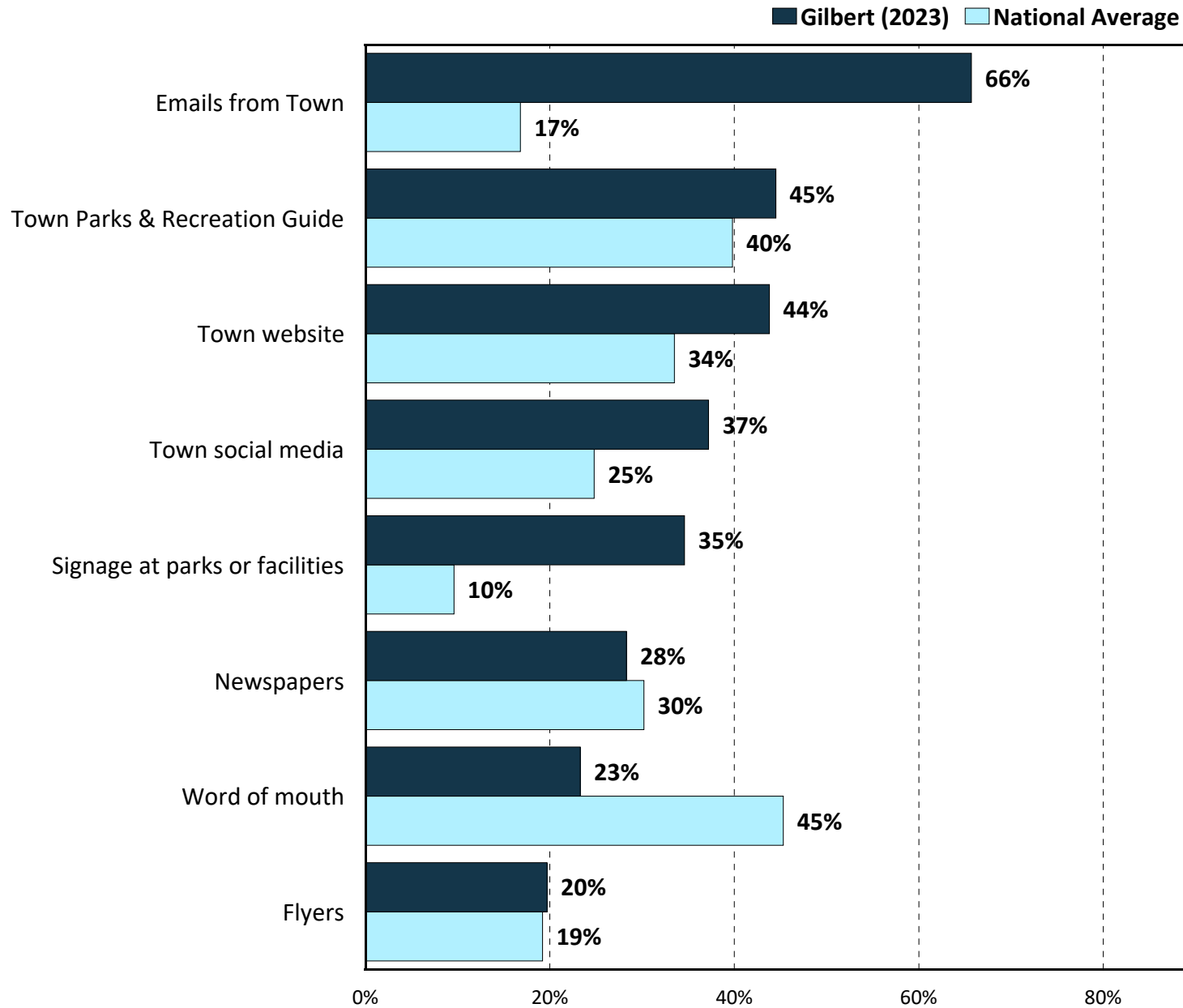
by % of respondents

■ Gilbert (2023) ■ National Average



Ways households learn about activities and events

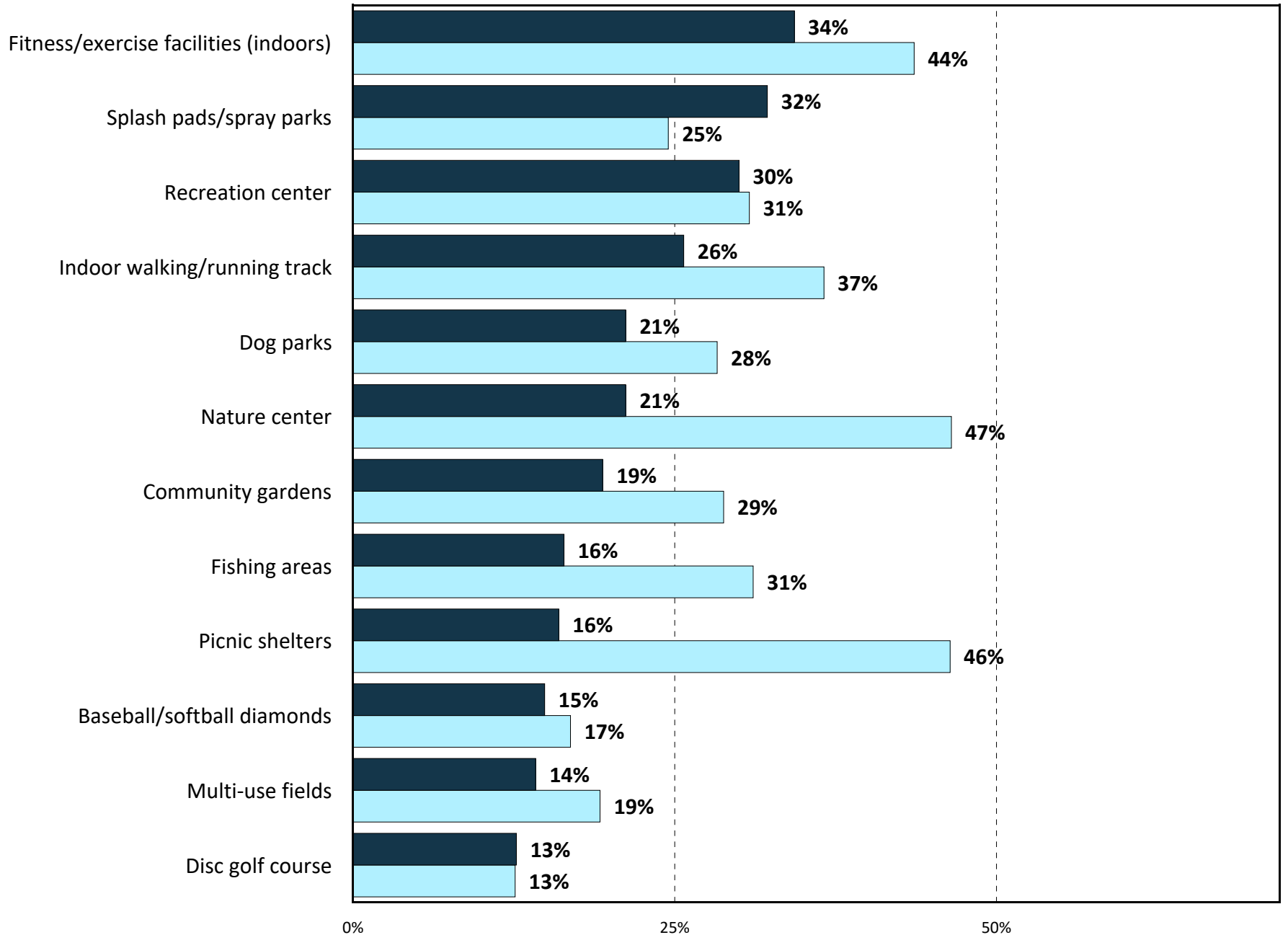
by percentage of respondents



Respondents with Need for Facilities and Amenities

by percentage of respondents

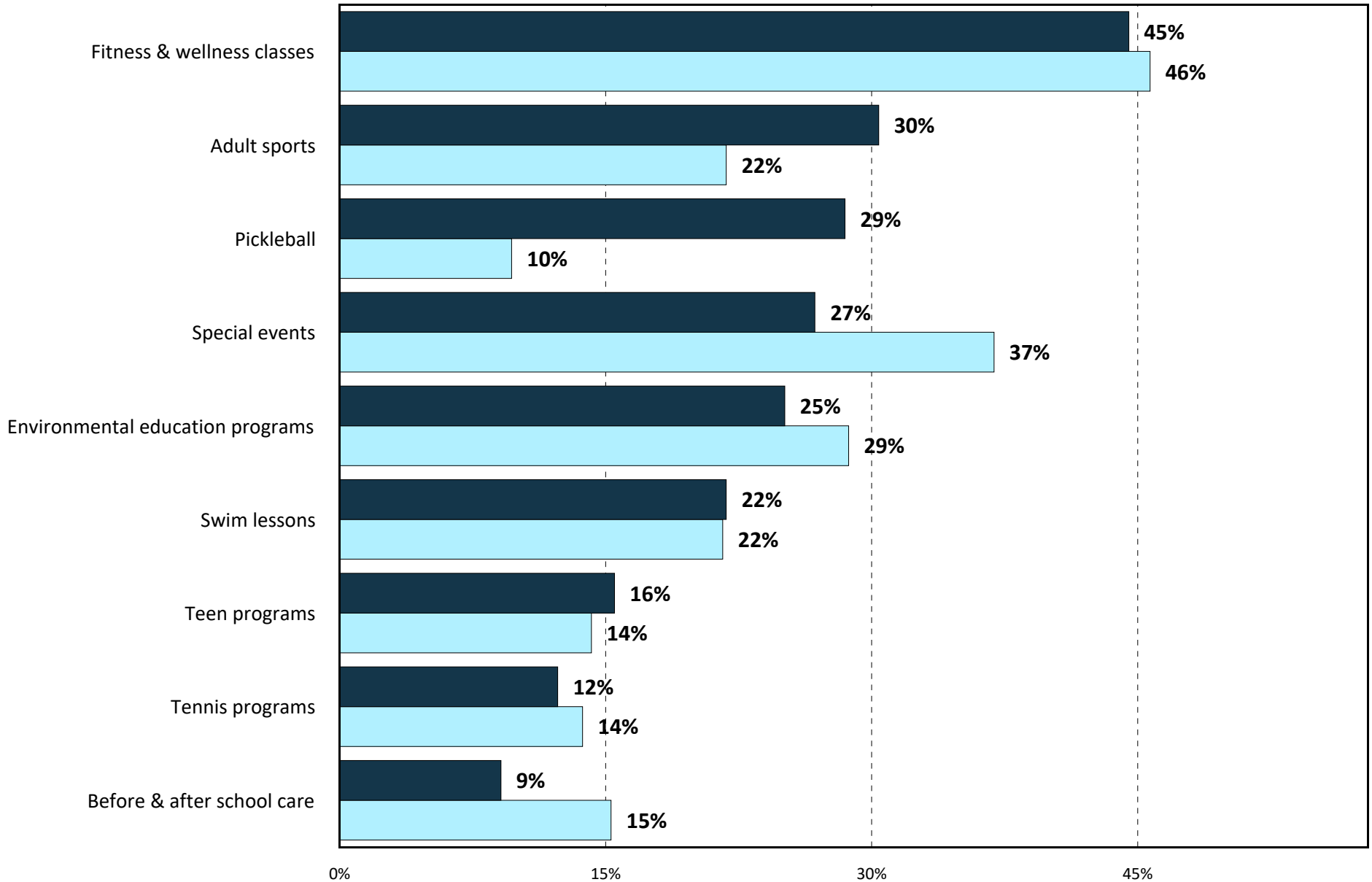
■ Gilbert (2023) ■ National Average



Respondents with Need for Recreation Programs

by percentage of respondents

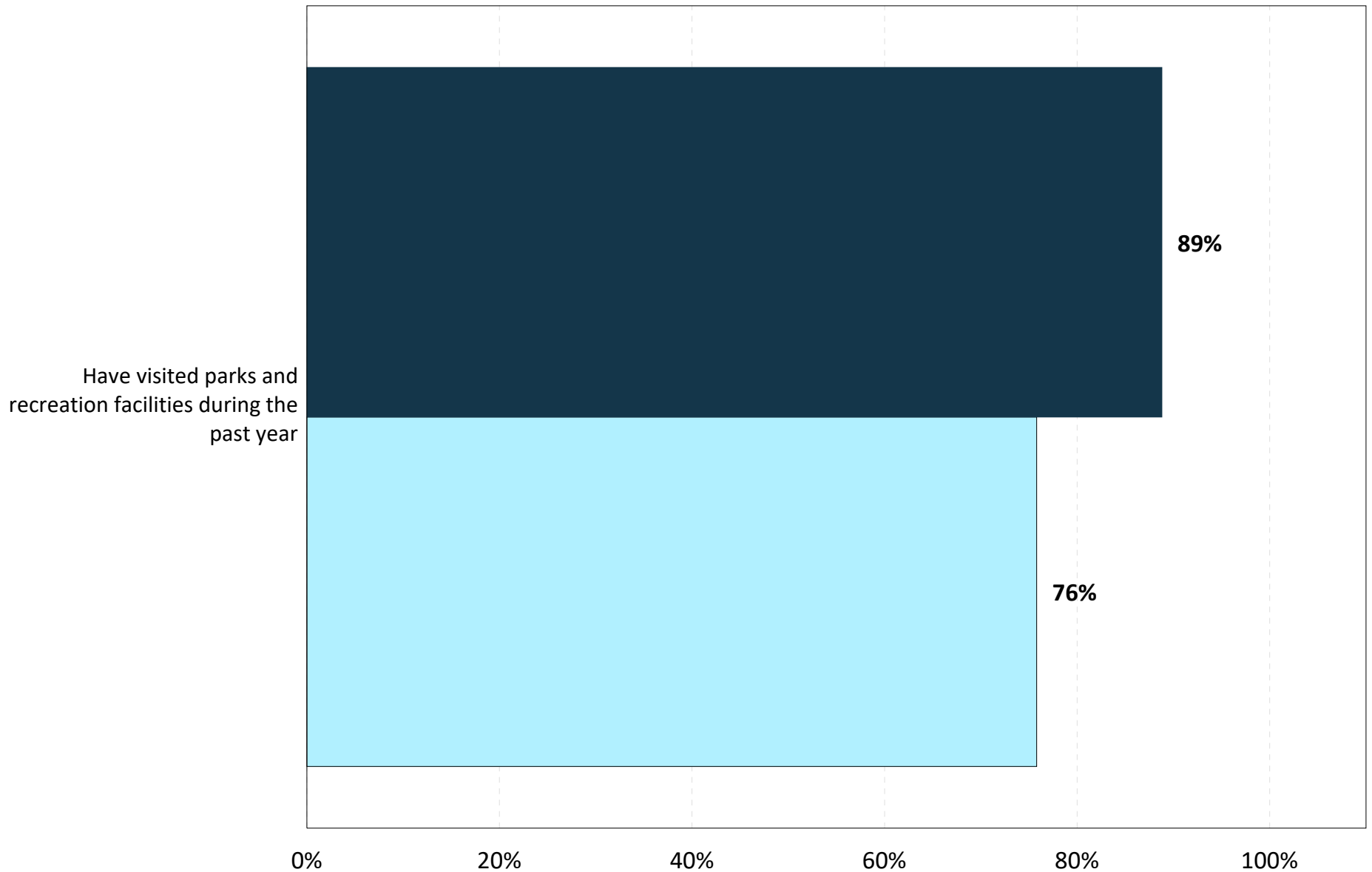
Gilbert (2023) **National Average**



Use of Parks and Recreation Facilities

by percentage of respondents

■ Gilbert (2023) ■ National Average



5

**Importance-
Satisfaction Rating**

Importance-Satisfaction Analysis

Gilbert, Arizona

Overview

Today, town officials have limited resources which need to be targeted to actions that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as one of the most important items for the city to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the town's performance in the related area (the sum of the ratings of 4 ("good") and 5 ("excellent") on a 5-point scale excluding "don't know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation: In an example scenario, respondents were asked to rate their satisfaction with trail features then select the top three most important features to their household.

For example, twenty-seven percent (27%) of respondents selected *adequacy of lighting along trails* as one of the most important features.

Regarding satisfaction, 52% of respondents surveyed rated the town's overall performance in the *adequacy of lighting along trails* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for *adequacy of lighting along trails* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 27% was multiplied by 48% (1-0.52). This example calculation yielded an I-S rating of 0.1304.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one for the three most important areas for the city to emphasize over the next five years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis* ($IS \geq 0.20$)
- *Increase Current Emphasis* ($0.10 \leq IS < 0.20$)
- *Maintain Current Emphasis* ($IS < 0.10$)

The results for the Town of Gilbert are provided on the following pages.

2023 Importance-Satisfaction Rating Gilbert Parks & Recreation Needs Assessment Multi-Use Paths

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Adequacy of lighting along multi-use paths	60%	2	50%	5	0.3020	1
High Priority (IS .10-.20)						
Multi-use path signage & identification	33%	4	62%	4	0.1242	2
Feeling of safety on multi-use paths	58%	3	79%	2	0.1225	3
Maintenance of multi-use paths	61%	1	83%	1	0.1021	4
Medium Priority (IS <.10)						
Number of resting points & benches along multi-use paths	27%	5	63%	3	0.0995	5

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis from City leaders

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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6

Tabular Data

Q1. Please indicate if you or any household members have a need for the following programs, activities, or events.

(N=537)

	Yes	No
Q1-1. Adaptive recreation programs	6.3%	93.7%
Q1-2. Adult sports	30.4%	69.6%
Q1-3. Art programs (painting, drawing, digital, ceramics, etc.)	36.9%	63.1%
Q1-4. Arts performances (band, choir, dance, festivals, orchestra, exhibitions)	25.7%	74.3%
Q1-5. Before & after school care	9.1%	90.9%
Q1-6. BMX/biking programs/classes	8.8%	91.2%
Q1-7. Bocce ball programs/leagues	6.0%	94.0%
Q1-8. Educational classes/lectures	22.2%	77.8%
Q1-9. Fitness & wellness classes (yoga, martial arts, etc.)	44.5%	55.5%
Q1-10. Free/low-cost community special events	46.4%	53.6%
Q1-11. Hobby/interest classes (cooking, gardening, crafts, skills)	41.9%	58.1%
Q1-12. Intergenerational programs	7.8%	92.2%
Q1-13. Learn to swim programs	21.8%	78.2%
Q1-14. Nature/environmental education programs	25.1%	74.9%
Q1-15. Older adult social programs	16.2%	83.8%
Q1-16. Outdoor fitness programs (boot camp, yoga, walking, hiking, etc.)	33.1%	66.9%
Q1-17. Performing arts programs (dance, music, theatre)	24.2%	75.8%
Q1-18. Pickleball lessons/leagues	28.5%	71.5%

Q1. Please indicate if you or any household members have a need for the following programs, activities, or events.

	Yes	No
Q1-19. Senior trips (single day)	12.3%	87.7%
Q1-20. Special events/large festivals	26.8%	73.2%
Q1-21. Teen programs	15.5%	84.5%
Q1-22. Tennis lessons/leagues	12.3%	87.7%
Q1-23. Volunteer programs	18.2%	81.8%
Q1-24. Water fitness classes	14.0%	86.0%
Q1-25. Youth day camps	18.1%	81.9%
Q1-26. Youth sports	32.8%	67.2%
Q1-27. Other	4.3%	95.7%

Q1. If you have indicated a need, please describe how well your need is currently being met for that program, event, or activity.

(N=500)

	Fully	Somewhat	Barely	Not met at all
Q1-1. Adaptive recreation programs	12.5%	25.0%	40.6%	21.9%
Q1-2. Adult sports	12.5%	44.4%	27.1%	16.0%
Q1-3. Art programs (painting, drawing, digital, ceramics, etc.)	9.9%	33.3%	23.5%	33.3%
Q1-4. Arts performances (band, choir, dance, festivals, orchestra, exhibitions)	11.0%	38.1%	32.2%	18.6%
Q1-5. Before & after school care	17.1%	36.6%	24.4%	22.0%
Q1-6. BMX/biking programs/classes	5.7%	11.4%	28.6%	54.3%
Q1-7. Bocce ball programs/leagues	3.7%	14.8%	22.2%	59.3%
Q1-8. Educational classes/lectures	8.6%	42.9%	25.7%	22.9%
Q1-9. Fitness & wellness classes (yoga, martial arts, etc.)	14.1%	41.5%	27.3%	17.1%
Q1-10. Free/low-cost community special events	14.2%	52.0%	21.3%	12.4%
Q1-11. Hobby/interest classes (cooking, gardening, crafts, skills)	7.4%	30.9%	28.7%	33.0%
Q1-12. Intergenerational programs	2.8%	19.4%	19.4%	58.3%
Q1-13. Learn to swim programs	29.0%	37.0%	23.0%	11.0%
Q1-14. Nature/environmental education programs	8.0%	44.6%	28.6%	18.8%
Q1-15. Older adult social programs	9.2%	13.2%	34.2%	43.4%
Q1-16. Outdoor fitness programs (boot camp, yoga, walking, hiking, etc.)	6.1%	29.3%	34.0%	30.6%
Q1-17. Performing arts programs (dance, music, theatre)	6.4%	41.8%	28.2%	23.6%
Q1-18. Pickleball lessons/leagues	7.3%	23.4%	25.8%	43.5%

Q1. If you have indicated a need, please describe how well your need is currently being met for that program, event, or activity.

	Fully	Somewhat	Barely	Not met at all
Q1-19. Senior trips (single day)	7.0%	14.0%	17.5%	61.4%
Q1-20. Special events/large festivals	17.8%	51.2%	20.2%	10.9%
Q1-21. Teen programs	11.3%	22.6%	38.7%	27.4%
Q1-22. Tennis lessons/leagues	13.8%	32.8%	22.4%	31.0%
Q1-23. Volunteer programs	10.7%	22.7%	38.7%	28.0%
Q1-24. Water fitness classes	9.8%	8.2%	26.2%	55.7%
Q1-25. Youth day camps	8.5%	45.1%	23.9%	22.5%
Q1-26. Youth sports	33.8%	43.2%	15.5%	7.4%
Q1-27. Other	11.8%	29.4%	23.5%	35.3%

(SUM OF TOP 4)**Q2. Which FOUR types of PROGRAMS/ACTIVITIES/EVENTS from the list in Question 1 are MOST IMPORTANT to your household? (top 4)**

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Adaptive recreation programs	23	4.3 %
Adult sports	83	15.5 %
Art programs (painting, drawing, digital, ceramics, etc.)	109	20.3 %
Arts performances (band, choir, dance, festivals, orchestra, exhibitions)	66	12.3 %
Before & after school care	32	6.0 %
BMX/biking programs/classes	21	3.9 %
Bocce ball programs/leagues	13	2.4 %
Educational classes/lectures	63	11.7 %
Fitness & wellness classes (yoga, martial arts, etc.)	131	24.4 %
Free/low-cost community special events	170	31.7 %
Hobby/interest classes (cooking, gardening, crafts, skills)	122	22.7 %
Intergenerational programs	17	3.2 %
Learn to swim programs	78	14.5 %
Nature/environmental education programs	66	12.3 %
Older adult social programs	51	9.5 %
Outdoor fitness programs (boot camp, yoga, walking, hiking, etc.)	76	14.2 %
Performing arts programs (dance, music, theatre)	58	10.8 %
Pickleball lessons/leagues	98	18.2 %
Senior trips (single day)	41	7.6 %
Special events/large festivals	87	16.2 %
Teen programs	40	7.4 %
Tennis lessons/leagues	38	7.1 %
Volunteer programs	37	6.9 %
Water fitness classes	27	5.0 %
Youth day camps	53	9.9 %
Youth sports	136	25.3 %
None chosen	47	8.8 %
Total	1783	

Q3. Have you and/or members of your household participated in any programs/activities/events offered by the Gilbert Parks & Recreation Department during the past year?

Q3. Have you participated in any programs/activities/events offered by Gilbert Parks & Recreation Department during past year

	<u>Number</u>	<u>Percent</u>
Yes	329	61.3 %
No	208	38.7 %
Total	537	100.0 %

Q3a. How many programs/activities/events have you and the members of your household participated in during the past year?

Q3a. How many programs/activities/events have you participated in during past year	Number	Percent
1	64	19.5 %
2 to 3	141	42.9 %
4 to 5	62	18.8 %
6+	60	18.2 %
Not provided	2	0.6 %
Total	329	100.0 %

(WITHOUT "NOT PROVIDED")**Q3a. How many programs/activities/events have you and the members of your household participated in during the past year? (without "not provided")**

Q3a. How many programs/activities/events have you participated in during past year	Number	Percent
1	64	19.6 %
2 to 3	141	43.1 %
4 to 5	62	19.0 %
6+	60	18.3 %
Total	327	100.0 %

Q3b. How would you rate the programs/activities/events you and the members of your household have participated in during the past year?

Q3b. How would you rate programs/activities/events you have participated in	Number	Percent
Excellent	144	43.8 %
Good	162	49.2 %
Fair	21	6.4 %
Poor	1	0.3 %
Not provided	1	0.3 %
Total	329	100.0 %

(EXCLUDING "NOT PROVIDED")**Q3b. How would you rate the programs/activities/events you and the members of your household have participated in during the past year? (without "not provided")**

Q3b. How would you rate programs/activities/events you have participated in	Number	Percent
Excellent	144	43.9 %
Good	162	49.4 %
Fair	21	6.4 %
Poor	1	0.3 %
Total	328	100.0 %

Q4. What are the reasons you have not participated or have not participated more often in Gilbert Parks & Recreation programs/activities/events?

Q4. What are the reasons you have not participated or have not participated more often in Gilbert Parks & Recreation programs/activities/events

	Number	Percent
Classes/programs/events are full	114	21.2 %
Facilities are not well maintained	3	0.6 %
Facilities are too far from my home	99	18.4 %
Fees are too high	37	6.9 %
I do not feel safe	2	0.4 %
I do not feel welcome	5	0.9 %
I do not know the locations	56	10.4 %
I do not know what is offered	173	32.2 %
I use services of private agencies	29	5.4 %
Lack of parking	21	3.9 %
Lack of quality programming	28	5.2 %
Lack of transportation	6	1.1 %
No safe walking/biking routes	16	3.0 %
Not interested	22	4.1 %
Offerings do not meet my interests	83	15.5 %
Registration process is difficult	27	5.0 %
Times of offerings are inconvenient	100	18.6 %
Too busy	114	21.2 %
Use programs/events offered in other communities	37	6.9 %
Other	29	5.4 %
None, there are no barriers	62	11.5 %
Total	1063	

(WITHOUT "NONE")**Q4. What are the reasons you have not participated or have not participated more often in Gilbert Parks & Recreation programs/activities/events? (without "none")**

Q4. What are the reasons you have not participated or have not participated more often in Gilbert Parks & Recreation programs/activities/events

	Number	Percent
Classes/programs/events are full	113	23.8 %
Facilities are not well maintained	3	0.6 %
Facilities are too far from my home	99	20.8 %
Fees are too high	37	7.8 %
I do not feel safe	2	0.4 %
I do not feel welcome	5	1.1 %
I do not know the locations	56	11.8 %
I do not know what is offered	173	36.4 %
I use services of private agencies	29	6.1 %
Lack of parking	21	4.4 %
Lack of quality programming	28	5.9 %
Lack of transportation	6	1.3 %
No safe walking/biking routes	16	3.4 %
Not interested	21	4.4 %
Offerings do not meet my interests	83	17.5 %
Registration process is difficult	27	5.7 %
Times of offerings are inconvenient	100	21.1 %
Too busy	114	24.0 %
Use programs/events offered in other communities	37	7.8 %
Other	29	6.1 %
Total	999	

Q5. From the following list, please CHECK ALL of the ways you currently use or would like to use to learn about the Gilbert Parks & Recreation Department's programs, activities, and events.

Q5. All the ways you currently use or would like to use to learn about Gilbert Parks & Recreation

Department's programs, activities, & events	Number	Percent
Banners at parks or Town facilities	186	34.6 %
Conversations with recreation staff	27	5.0 %
Email/eBlasts from Town	353	65.7 %
Flyers	106	19.7 %
Friends & neighbors	125	23.3 %
Materials at parks or recreation facilities	109	20.3 %
Newspaper and/or community publication	152	28.3 %
Promotions at special events	94	17.5 %
Town Parks & Recreation Guide	239	44.5 %
Town social media outlets	200	37.2 %
Town website	235	43.8 %
Other	9	1.7 %
Total	1835	

Q6. How often do you use the multi-use paths in the Town of Gilbert?

Q6. How often do you use multi-use paths in

Town of Gilbert	Number	Percent
Multiple times per week	126	23.5 %
Once per week	48	8.9 %
Multiple times per month	88	16.4 %
Once per month	68	12.7 %
Once or twice per year	80	14.9 %
I have never used multi-use paths in Town of Gilbert	127	23.6 %
Total	537	100.0 %

Q6a. Please rate your level of satisfaction with the following.

(N=410)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Not provided
Q6a-1. Maintenance of multi-use paths	28.8%	51.2%	12.4%	3.4%	0.2%	3.9%
Q6a-2. Feeling of safety on multi-use paths	29.0%	46.8%	16.3%	3.4%	0.7%	3.7%
Q6a-3. Number of resting points & benches along multi-use paths	22.2%	36.6%	25.4%	7.8%	2.0%	6.1%
Q6a-4. Multi-use path signage & identification	19.0%	38.0%	25.9%	8.3%	1.2%	7.6%
Q6a-5. Adequacy of lighting along multi-use paths	13.4%	30.0%	28.8%	13.9%	1.7%	12.2%

(WITHOUT "NOT PROVIDED")**Q6a. Please rate your level of satisfaction with the following. (without "not provided")**

(N=410)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6a-1. Maintenance of multi-use paths	29.9%	53.3%	12.9%	3.6%	0.3%
Q6a-2. Feeling of safety on multi-use paths	30.1%	48.6%	17.0%	3.5%	0.8%
Q6a-3. Number of resting points & benches along multi-use paths	23.6%	39.0%	27.0%	8.3%	2.1%
Q6a-4. Multi-use path signage & identification	20.6%	41.2%	28.0%	9.0%	1.3%
Q6a-5. Adequacy of lighting along multi-use paths	15.3%	34.2%	32.8%	15.8%	1.9%

Q6b. Which THREE items from the list in Question 6a should receive the MOST EMPHASIS over the next five years?

Q6b. Top choice	Number	Percent
Maintenance of multi-use paths	109	26.6 %
Feeling of safety on multi-use paths	112	27.3 %
Number of resting points & benches along multi-use paths	19	4.6 %
Multi-use path signage & identification	20	4.9 %
Adequacy of lighting along multi-use paths	98	23.9 %
None chosen	52	12.7 %
Total	410	100.0 %

Q6b. Which THREE items from the list in Question 6a should receive the MOST EMPHASIS over the next five years?

Q6b. 2nd choice	Number	Percent
Maintenance of multi-use paths	77	18.8 %
Feeling of safety on multi-use paths	85	20.7 %
Number of resting points & benches along multi-use paths	41	10.0 %
Multi-use path signage & identification	47	11.5 %
Adequacy of lighting along multi-use paths	77	18.8 %
None chosen	83	20.2 %
Total	410	100.0 %

Q6b. Which THREE items from the list in Question 6a should receive the MOST EMPHASIS over the next five years?

Q6b. 3rd choice	Number	Percent
Maintenance of multi-use paths	63	15.4 %
Feeling of safety on multi-use paths	39	9.5 %
Number of resting points & benches along multi-use paths	49	12.0 %
Multi-use path signage & identification	66	16.1 %
Adequacy of lighting along multi-use paths	70	17.1 %
None chosen	123	30.0 %
Total	410	100.0 %

(SUM OF TOP 3)**Q6b. Which THREE items from the list in Question 6a should receive the MOST EMPHASIS over the next five years? (top 3)**

Q6b. Top choice	Number	Percent
Maintenance of multi-use paths	249	60.7 %
Feeling of safety on multi-use paths	236	57.6 %
Number of resting points & benches along multi-use paths	109	26.6 %
Multi-use path signage & identification	133	32.4 %
Adequacy of lighting along multi-use paths	245	59.8 %
None chosen	52	12.7 %
Total	1024	

Q6c. Compared to other multi-use paths outside of Gilbert, are Gilbert's paths better or worse?

Q6c. Are Gilbert's paths better or worse
compared to other multi-use paths outside of

<u>Gilbert</u>	<u>Number</u>	<u>Percent</u>
Much better	73	17.8 %
Somewhat better	102	24.9 %
About the same	110	26.8 %
Somewhat worse	23	5.6 %
Much worse	4	1.0 %
I have not used any multi-use paths outside Town of Gilbert	98	23.9 %
Total	410	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Q7. Please indicate if you or any household members have a need for the following programs, activities, or events.

(N=537)

	Yes	No
Q7-1. Aquatic/pool facilities	37.1%	62.9%
Q7-2. Baseball/softball diamonds	14.9%	85.1%
Q7-3. Basketball courts	18.6%	81.4%
Q7-4. Botanical/formal gardens	24.0%	76.0%
Q7-5. Cricket field	0.9%	99.1%
Q7-6. Disc golf course	12.7%	87.3%
Q7-7. Environmental education/nature center	21.2%	78.8%
Q7-8. eSports room	3.9%	96.1%
Q7-9. Exercise equipment (outdoors)	12.1%	87.9%
Q7-10. Meeting rooms	6.5%	93.5%
Q7-11. Multi-use fields	14.2%	85.8%
Q7-12. Multi-use paths	32.6%	67.4%
Q7-13. Fishing areas	16.4%	83.6%
Q7-14. Fitness/exercise facilities (indoors)	34.3%	65.7%
Q7-15. Garden plots/community gardens	19.4%	80.6%
Q7-16. Off-leash dog park	21.2%	78.8%
Q7-17. Outdoor adventure activities (i.e., zip lines, climbing walls)	28.7%	71.3%
Q7-18. Pickleball courts (indoors)	25.1%	74.9%
Q7-19. Pickleball courts (outdoors)	25.9%	74.1%
Q7-20. Picnic shelters (rentable)	16.0%	84.0%
Q7-21. Playground equipment (indoors)	24.0%	76.0%

Q7. Please indicate if you or any household members have a need for the following programs, activities, or events.

	Yes	No
Q7-22. Playground equipment (outdoors)	28.5%	71.5%
Q7-23. Recreation center	30.0%	70.0%
Q7-24. Soccer fields	16.8%	83.2%
Q7-25. Splash pads/spray parks	32.2%	67.8%
Q7-26. Tennis courts	12.5%	87.5%
Q7-27. Volleyball courts	8.0%	92.0%
Q7-28. Walking/running track (indoors)	25.7%	74.3%
Q7-29. Dedicated amenities for those with disabilities	6.3%	93.7%
Q7-30. Other	4.5%	95.5%

Q7. If you have indicated a need, please describe how well your need is currently being met for that facility or amenity.

(N=506)

	Fully	Somewhat	Barely	Not met at all
Q7-1. Aquatic/pool facilities	16.6%	42.7%	19.7%	21.0%
Q7-2. Baseball/softball diamonds	26.7%	51.7%	15.0%	6.7%
Q7-3. Basketball courts	22.2%	50.6%	22.2%	4.9%
Q7-4. Botanical/formal gardens	6.5%	32.7%	26.2%	34.6%
Q7-5. Cricket field	0.0%	0.0%	0.0%	100.0%
Q7-6. Disc golf course	7.5%	15.1%	37.7%	39.6%
Q7-7. Environmental education/nature center	7.0%	47.7%	29.1%	16.3%
Q7-8. eSports room	0.0%	7.7%	15.4%	76.9%
Q7-9. Exercise equipment (outdoors)	6.0%	16.0%	34.0%	44.0%
Q7-10. Meeting rooms	11.1%	22.2%	40.7%	25.9%
Q7-11. Multi-use fields	21.7%	56.7%	16.7%	5.0%
Q7-12. Multi-use paths	30.2%	50.3%	10.7%	8.7%
Q7-13. Fishing areas	28.6%	37.7%	26.0%	7.8%
Q7-14. Fitness/exercise facilities (indoors)	24.8%	34.5%	15.9%	24.8%
Q7-15. Garden plots/community gardens	0.0%	10.8%	21.7%	67.5%
Q7-16. Off-leash dog park	10.0%	43.0%	30.0%	17.0%
Q7-17. Outdoor adventure activities (i.e., zip lines, climbing walls)	5.0%	21.0%	29.4%	44.5%
Q7-18. Pickleball courts (indoors)	4.7%	13.1%	23.4%	58.9%
Q7-19. Pickleball courts (outdoors)	17.7%	39.8%	25.7%	16.8%
Q7-20. Picnic shelters (rentable)	34.3%	46.3%	17.9%	1.5%
Q7-21. Playground equipment (indoors)	6.4%	14.9%	23.4%	55.3%

Q7. If you have indicated a need, please describe how well your need is currently being met for that facility or amenity.

	Fully	Somewhat	Barely	Not met at all
Q7-22. Playground equipment (outdoors)	54.6%	37.0%	5.9%	2.5%
Q7-23. Recreation center	29.1%	32.5%	19.7%	18.8%
Q7-24. Soccer fields	31.8%	48.5%	15.2%	4.5%
Q7-25. Splash pads/spray parks	26.1%	44.2%	22.5%	7.2%
Q7-26. Tennis courts	13.0%	50.0%	25.9%	11.1%
Q7-27. Volleyball courts	26.5%	44.1%	17.6%	11.8%
Q7-28. Walking/running track (indoors)	18.7%	24.3%	20.6%	36.4%
Q7-29. Dedicated amenities for those with disabilities	3.8%	19.2%	38.5%	38.5%
Q7-30. Other	5.3%	5.3%	21.1%	68.4%

Q8. Which FOUR types of FACILITIES/AMENITIES from the list in Question 7 are MOST IMPORTANT to your household?

<u>Q8. Top choice</u>	<u>Number</u>	<u>Percent</u>
Aquatic/pool facilities	77	14.3 %
Baseball/softball diamonds	25	4.7 %
Basketball courts	8	1.5 %
Botanical/formal gardens	18	3.4 %
Disc golf course	9	1.7 %
Environmental education/nature center	7	1.3 %
eSports room	1	0.2 %
Exercise equipment (outdoors)	7	1.3 %
Meeting rooms	3	0.6 %
Multi-use fields	10	1.9 %
Multi-use paths	47	8.8 %
Fishing areas	9	1.7 %
Fitness/exercise facilities (indoors)	30	5.6 %
Garden plots/community gardens	14	2.6 %
Off-leash dog park	24	4.5 %
Outdoor adventure activities (i.e., zip lines, climbing walls)	11	2.0 %
Pickleball courts (indoors)	28	5.2 %
Pickleball courts (outdoors)	26	4.8 %
Picnic shelters (rentable)	3	0.6 %
Playground equipment (indoors)	18	3.4 %
Playground equipment (outdoors)	20	3.7 %
Recreation center	21	3.9 %
Soccer fields	15	2.8 %
Splash pads/spray parks	18	3.4 %
Tennis courts	14	2.6 %
Volleyball courts	1	0.2 %
Walking/running track (indoors)	19	3.5 %
Dedicated amenities for those with disabilities	8	1.5 %
<u>None chosen</u>	<u>46</u>	<u>8.6 %</u>
Total	537	100.0 %

Missing Cases = 0

Q8. Which FOUR types of FACILITIES/AMENITIES from the list in Question 7 are MOST IMPORTANT to your household?

<u>Q8. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Aquatic/pool facilities	36	6.7 %
Baseball/softball diamonds	9	1.7 %
Basketball courts	16	3.0 %
Botanical/formal gardens	22	4.1 %
Disc golf course	12	2.2 %
Environmental education/nature center	15	2.8 %
Exercise equipment (outdoors)	6	1.1 %
Meeting rooms	4	0.7 %
Multi-use fields	13	2.4 %
Multi-use paths	27	5.0 %
Fishing areas	15	2.8 %
Fitness/exercise facilities (indoors)	26	4.8 %
Garden plots/community gardens	14	2.6 %
Off-leash dog park	26	4.8 %
Outdoor adventure activities (i.e., zip lines, climbing walls)	21	3.9 %
Pickleball courts (indoors)	33	6.1 %
Pickleball courts (outdoors)	31	5.8 %
Picnic shelters (rentable)	3	0.6 %
Playground equipment (indoors)	23	4.3 %
Playground equipment (outdoors)	17	3.2 %
Recreation center	11	2.0 %
Soccer fields	5	0.9 %
Splash pads/spray parks	27	5.0 %
Tennis courts	10	1.9 %
Volleyball courts	2	0.4 %
Walking/running track (indoors)	20	3.7 %
Dedicated amenities for those with disabilities	2	0.4 %
<u>None chosen</u>	<u>91</u>	<u>16.9 %</u>
Total	537	100.0 %

Q8. Which FOUR types of FACILITIES/AMENITIES from the list in Question 7 are MOST IMPORTANT to your household?

<u>Q8. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Aquatic/pool facilities	26	4.8 %
Baseball/softball diamonds	6	1.1 %
Basketball courts	8	1.5 %
Botanical/formal gardens	28	5.2 %
Disc golf course	8	1.5 %
Environmental education/nature center	21	3.9 %
eSports room	1	0.2 %
Exercise equipment (outdoors)	7	1.3 %
Meeting rooms	10	1.9 %
Multi-use fields	8	1.5 %
Multi-use paths	29	5.4 %
Fishing areas	14	2.6 %
Fitness/exercise facilities (indoors)	22	4.1 %
Garden plots/community gardens	13	2.4 %
Off-leash dog park	14	2.6 %
Outdoor adventure activities (i.e., zip lines, climbing walls)	18	3.4 %
Pickleball courts (indoors)	24	4.5 %
Pickleball courts (outdoors)	16	3.0 %
Picnic shelters (rentable)	7	1.3 %
Playground equipment (indoors)	21	3.9 %
Playground equipment (outdoors)	18	3.4 %
Recreation center	20	3.7 %
Soccer fields	5	0.9 %
Splash pads/spray parks	26	4.8 %
Tennis courts	3	0.6 %
Volleyball courts	6	1.1 %
Walking/running track (indoors)	18	3.4 %
Dedicated amenities for those with disabilities	5	0.9 %
<u>None chosen</u>	<u>135</u>	<u>25.1 %</u>
Total	537	100.0 %

Q8. Which FOUR types of FACILITIES/AMENITIES from the list in Question 7 are MOST IMPORTANT to your household?

<u>Q8. 4th choice</u>	<u>Number</u>	<u>Percent</u>
Aquatic/pool facilities	15	2.8 %
Baseball/softball diamonds	3	0.6 %
Basketball courts	4	0.7 %
Botanical/formal gardens	16	3.0 %
Cricket field	1	0.2 %
Disc golf course	7	1.3 %
Environmental education/nature center	12	2.2 %
eSports room	4	0.7 %
Exercise equipment (outdoors)	2	0.4 %
Meeting rooms	1	0.2 %
Multi-use fields	9	1.7 %
Multi-use paths	20	3.7 %
Fishing areas	8	1.5 %
Fitness/exercise facilities (indoors)	18	3.4 %
Garden plots/community gardens	23	4.3 %
Off-leash dog park	13	2.4 %
Outdoor adventure activities (i.e., zip lines, climbing walls)	22	4.1 %
Pickleball courts (indoors)	9	1.7 %
Pickleball courts (outdoors)	11	2.0 %
Picnic shelters (rentable)	8	1.5 %
Playground equipment (indoors)	10	1.9 %
Playground equipment (outdoors)	20	3.7 %
Recreation center	29	5.4 %
Soccer fields	14	2.6 %
Splash pads/spray parks	19	3.5 %
Tennis courts	4	0.7 %
Volleyball courts	3	0.6 %
Walking/running track (indoors)	14	2.6 %
Dedicated amenities for those with disabilities	5	0.9 %
<u>None chosen</u>	<u>213</u>	<u>39.7 %</u>
Total	537	100.0 %

Q8. Which FOUR types of FACILITIES/AMENITIES from the list in Question 7 are MOST IMPORTANT to your household? (top 4)

<u>Q8. Top choice</u>	<u>Number</u>	<u>Percent</u>
Aquatic/pool facilities	154	28.7 %
Baseball/softball diamonds	43	8.0 %
Basketball courts	36	6.7 %
Botanical/formal gardens	84	15.6 %
Cricket field	1	0.2 %
Disc golf course	36	6.7 %
Environmental education/nature center	55	10.2 %
eSports room	6	1.1 %
Exercise equipment (outdoors)	22	4.1 %
Meeting rooms	18	3.4 %
Multi-use fields	40	7.4 %
Multi-use paths	123	22.9 %
Fishing areas	46	8.6 %
Fitness/exercise facilities (indoors)	96	17.9 %
Garden plots/community gardens	64	11.9 %
Off-leash dog park	77	14.3 %
Outdoor adventure activities (i.e., zip lines, climbing walls)	72	13.4 %
Pickleball courts (indoors)	94	17.5 %
Pickleball courts (outdoors)	84	15.6 %
Picnic shelters (rentable)	21	3.9 %
Playground equipment (indoors)	72	13.4 %
Playground equipment (outdoors)	75	14.0 %
Recreation center	81	15.1 %
Soccer fields	39	7.3 %
Splash pads/spray parks	90	16.8 %
Tennis courts	31	5.8 %
Volleyball courts	12	2.2 %
Walking/running track (indoors)	71	13.2 %
Dedicated amenities for those with disabilities	20	3.7 %
None chosen	46	8.6 %
Total	1709	

Q9. Have you and/or members of your household visited any parks or recreation facilities offered by the Town during the past year?

<u>Q9. Have you visited any Town parks or recreation facilities during past year</u>	<u>Number</u>	<u>Percent</u>
Yes	462	86.0 %
No	58	10.8 %
Not provided	17	3.2 %
Total	537	100.0 %

Q9. Have you and/or members of your household visited any parks or recreation facilities offered by the Town during the past year? (without "not provided")

<u>Q9. Have you visited any Town parks or recreation facilities during past year</u>	<u>Number</u>	<u>Percent</u>
Yes	462	88.8 %
No	58	11.2 %
Total	520	100.0 %

Q9a. How often have you and the members of your household visited parks or facilities offered by the Town during the past year?

Q9a. How often have you visited Town parks or facilities	Number	Percent
Daily	44	9.5 %
Weekly	197	42.6 %
Monthly	170	36.8 %
Yearly	48	10.4 %
Not provided	3	0.6 %
Total	462	100.0 %

(WITHOUT "NOT PROVIDED")

Q9a. How often have you and the members of your household visited parks or facilities offered by the Town during the past year? (without "not provided")

Q9a. How often have you visited Town parks or facilities	Number	Percent
Daily	44	9.6 %
Weekly	197	42.9 %
Monthly	170	37.0 %
Yearly	48	10.5 %
Total	459	100.0 %

Q9b. Please indicate if you or any household members have used any of the following Town parks and/or facilities during the past year.

(N=462)

	Yes	No
Q9b-1. Circle G Park	4.1%	95.9%
Q9b-2. Cosmo Dog Park	20.3%	79.7%
Q9b-3. Crossroads District Park	16.9%	83.1%
Q9b-4. Desert Sky Park	16.7%	83.3%
Q9b-5. Discovery District Park	29.0%	71.0%
Q9b-6. Elliot District Park (Cactus Yards)	7.4%	92.6%
Q9b-7. Freestone District Park	54.3%	45.7%
Q9b-8. Freestone Recreation Center	34.0%	66.0%
Q9b-9. Gilbert Community Center	8.4%	91.6%
Q9b-10. Gilbert Regional Park	62.6%	37.4%
Q9b-11. Hetchler Park	0.2%	99.8%
Q9b-12. John Allen Park	3.2%	96.8%
Q9b-13. McQueen District Park	9.7%	90.3%
Q9b-14. McQueen Park Activity Center	13.9%	86.1%
Q9b-15. Nichols Park	1.5%	98.5%
Q9b-16. Oak Tree Park	2.6%	97.4%
Q9b-17. Page Park	2.2%	97.8%
Q9b-18. Perry Library	13.6%	86.4%
Q9b-19. Riparian Preserve at Water Ranch	68.8%	31.2%
Q9b-20. Sonora Park	0.6%	99.4%
Q9b-21. Southeast Regional Library	45.2%	54.8%
Q9b-22. Sunview Park	0.4%	99.6%
Q9b-23. Vaughn Avenue Basin	0.2%	99.8%
Q9b-24. Veterans Park	18.4%	81.6%
Q9b-25. Villa Madeira Park	0.9%	99.1%
Q9b-26. Village II Park	0.2%	99.8%
Q9b-27. Vista Allegre Park	0.4%	99.6%
Q9b-28. Water Tower Plaza Park	32.0%	68.0%
Q9b-29. Zanjero Park	4.3%	95.7%

Q9b. If "Yes," please the condition of the park/facility.

(N=461)

	Excellent	Good	Fair	Poor
Q9b-1. Circle G Park	37.5%	56.3%	6.3%	0.0%
Q9b-2. Cosmo Dog Park	30.8%	45.1%	20.9%	3.3%
Q9b-3. Crossroads District Park	32.0%	50.7%	9.3%	8.0%
Q9b-4. Desert Sky Park	68.1%	26.4%	5.6%	0.0%
Q9b-5. Discovery District Park	43.7%	45.2%	10.3%	0.8%
Q9b-6. Elliot District Park (Cactus Yards)	75.8%	21.2%	3.0%	0.0%
Q9b-7. Freestone District Park	40.3%	51.0%	8.2%	0.4%
Q9b-8. Freestone Recreation Center	59.6%	35.1%	4.6%	0.7%
Q9b-9. Gilbert Community Center	44.1%	52.9%	2.9%	0.0%
Q9b-10. Gilbert Regional Park	70.5%	27.0%	2.5%	0.0%
Q9b-11. Hetchler Park	0.0%	100.0%	0.0%	0.0%
Q9b-12. John Allen Park	25.0%	66.7%	8.3%	0.0%
Q9b-13. McQueen District Park	26.7%	55.6%	13.3%	4.4%
Q9b-14. McQueen Park Activity Center	41.7%	40.0%	18.3%	0.0%
Q9b-15. Nichols Park	50.0%	50.0%	0.0%	0.0%
Q9b-16. Oak Tree Park	36.4%	36.4%	27.3%	0.0%
Q9b-17. Page Park	11.1%	33.3%	44.4%	11.1%
Q9b-18. Perry Library	53.3%	40.0%	6.7%	0.0%
Q9b-19. Riparian Preserve at Water Ranch	55.4%	41.7%	2.9%	0.0%
Q9b-20. Sonora Park	0.0%	50.0%	0.0%	50.0%
Q9b-21. Southeast Regional Library	65.8%	29.7%	4.5%	0.0%

Q9b. If "Yes," please the condition of the park/facility.

	Excellent	Good	Fair	Poor
Q9b-22. Sunview Park	0.0%	50.0%	50.0%	0.0%
Q9b-23. Vaughn Avenue Basin	0.0%	0.0%	100.0%	0.0%
Q9b-24. Veterans Park	53.7%	36.6%	8.5%	1.2%
Q9b-25. Villa Madeira Park	25.0%	50.0%	25.0%	0.0%
Q9b-26. Village II Park	0.0%	100.0%	0.0%	0.0%
Q9b-27. Vista Allegre Park	50.0%	50.0%	0.0%	0.0%
Q9b-28. Water Tower Plaza Park	44.1%	47.6%	7.0%	1.4%
Q9b-29. Zanjero Park	22.2%	44.4%	16.7%	16.7%

Q10. What are the reasons you have not visited or have not visited the Town parks/facilities more often?

Q10. What are the reasons you have not visited or have not visited Town parks/facilities more often

	Number	Percent
Facilities are not well maintained	15	2.8 %
Facilities are too far from my home	151	28.1 %
Fees are too high	15	2.8 %
Hours of operation are inconvenient	14	2.6 %
I am too busy	153	28.5 %
I do not feel safe	9	1.7 %
I do not feel welcome	6	1.1 %
I do not know the locations	81	15.1 %
I use facilities in other communities	42	7.8 %
Insufficient parking at parks/facilities	16	3.0 %
Lack of adequate facilities/amenities that meet my needs	58	10.8 %
Lack of shaded areas	93	17.3 %
Lack of transportation options to get to parks/facilities/ multi-use paths	13	2.4 %
Not interested	23	4.3 %
Walking/biking routes are not safe	24	4.5 %
Other	34	6.3 %
None, there are no barriers	101	18.8 %
Total	848	

(WITHOUT "NONE")**Q10. What are the reasons you have not visited or have not visited the Town parks/facilities more often? (without "none")**

Q10. What are the reasons you have not visited or have not visited Town parks/facilities more often

	Number	Percent
Facilities are not well maintained	15	3.4 %
Facilities are too far from my home	151	34.6 %
Fees are too high	15	3.4 %
Hours of operation are inconvenient	14	3.2 %
I am too busy	153	35.1 %
I do not feel safe	9	2.1 %
I do not feel welcome	6	1.4 %
I do not know the locations	81	18.6 %
I use facilities in other communities	42	9.6 %
Insufficient parking at parks/facilities	16	3.7 %
Lack of adequate facilities/amenities that meet my needs	58	13.3 %
Lack of shaded areas	93	21.3 %
Lack of transportation options to get to parks/facilities/ multi-use paths	13	3.0 %
Not interested	22	5.0 %
Walking/biking routes are not safe	24	5.5 %
Other	34	7.8 %
Total	746	

Q11. Please indicate how important high-quality park and multi-use path experiences are to the quality of life in the Town of Gilbert.

Q11. How important are high-quality park & multi-use path experiences to quality of life in Town of Gilbert

	Number	Percent
Very important	347	64.6 %
Important	143	26.6 %
Neutral	28	5.2 %
Not important	3	0.6 %
Not at all important	2	0.4 %
Not provided	14	2.6 %
Total	537	100.0 %

(WITHOUT "NOT PROVIDED")**Q11. Please indicate how important high-quality park and multi-use path experiences are to the quality of life in the Town of Gilbert. (without "not provided")**

Q11. How important are high-quality park & multi-use path experiences to quality of life in Town of Gilbert

	Number	Percent
Very important	347	66.3 %
Important	143	27.3 %
Neutral	28	5.4 %
Not important	3	0.6 %
Not at all important	2	0.4 %
Total	523	100.0 %

Q12. Please rate your level of satisfaction with the overall value your household receives from the Gilbert Parks and Recreation system.

Q12. Your level of satisfaction with overall value
your household receives from Gilbert Parks &

<u>Recreation system</u>	<u>Number</u>	<u>Percent</u>
Very satisfied	128	23.8 %
Satisfied	230	42.8 %
Neutral	125	23.3 %
Dissatisfied	28	5.2 %
Very dissatisfied	9	1.7 %
<u>Not provided</u>	<u>17</u>	<u>3.2 %</u>
Total	537	100.0 %

(WITHOUT "NOT PROVIDED")

Q12. Please rate your level of satisfaction with the overall value your household receives from the Gilbert Parks and Recreation system. (without "not provided")

Q12. Your level of satisfaction with overall value
your household receives from Gilbert Parks &

<u>Recreation system</u>	<u>Number</u>	<u>Percent</u>
Very satisfied	128	24.6 %
Satisfied	230	44.2 %
Neutral	125	24.0 %
Dissatisfied	28	5.4 %
Very dissatisfied	9	1.7 %
Total	520	100.0 %

Q13(1-13). Improvements to Existing Parks and Facilities: Please rate your level of support for each potential action.

(N=537)

	Very supportive	Somewhat supportive	Not sure	Not supportive	Not provided
Q13-1. Add amphitheater to an existing park	17.9%	28.5%	35.2%	17.1%	1.3%
Q13-2. Add archery range	16.2%	20.5%	39.5%	22.5%	1.3%
Q13-3. Add playgrounds to existing parks	35.2%	31.3%	25.9%	6.3%	1.3%
Q13-4. Add splashpads to existing parks	43.4%	22.7%	25.0%	7.6%	1.3%
Q13-5. Add Wi-Fi/other technology improvements to existing parks	23.8%	23.5%	31.3%	20.1%	1.3%
Q13-6. Add/expand multi-use paths/walking loops in existing parks	49.0%	26.8%	20.7%	2.2%	1.3%
Q13-7. General repair & increase maintenance (parks, multi-use paths, community center)	49.2%	28.3%	20.5%	0.7%	1.3%
Q13-8. Improve ADA/accessibility for people with disabilities	37.2%	22.7%	34.8%	3.9%	1.3%
Q13-9. Improve existing athletic facilities (synthetic turf, lighting, courts, etc.)	36.3%	28.3%	30.2%	3.9%	1.3%
Q13-10. Improve existing multi-use path systems (paved multi-use paths, mountain biking multi-use paths, unpaved walking multi-use paths, navigation, signage, lighting, etc.)	48.0%	26.8%	21.2%	2.6%	1.3%
Q13-11. Improve restroom facilities in existing parks	51.6%	25.3%	19.7%	2.0%	1.3%
Q13-12. Improve/expand Community Center (including parking)	27.0%	26.1%	40.0%	5.6%	1.3%
Q13-13. Improve/expand open space/natural turf areas in existing parks	26.6%	26.8%	38.9%	6.3%	1.3%

(WITHOUT "NOT PROVIDED")**Q13(1-13). Improvements to Existing Parks and Facilities: Please rate your level of support for each potential action. (without "not provided")**

(N=537)

	Very supportive	Somewhat supportive	Not sure	Not supportive
Q13-1. Add amphitheater to an existing park	18.1%	28.9%	35.7%	17.4%
Q13-2. Add archery range	16.4%	20.8%	40.0%	22.8%
Q13-3. Add playgrounds to existing parks	35.7%	31.7%	26.2%	6.4%
Q13-4. Add splashpads to existing parks	44.0%	23.0%	25.3%	7.7%
Q13-5. Add Wi-Fi/other technology improvements to existing parks	24.2%	23.8%	31.7%	20.4%
Q13-6. Add/expand multi-use paths/walking loops in existing parks	49.6%	27.2%	20.9%	2.3%
Q13-7. General repair & increase maintenance (parks, multi-use paths, community center)	49.8%	28.7%	20.8%	0.8%
Q13-8. Improve ADA/accessibility for people with disabilities	37.7%	23.0%	35.3%	4.0%
Q13-9. Improve existing athletic facilities (synthetic turf, lighting, courts, etc.)	36.8%	28.7%	30.6%	4.0%
Q13-10. Improve existing multi-use path systems (paved multi-use paths, mountain biking multi-use paths, unpaved walking multi-use paths, navigation, signage, lighting, etc.)	48.7%	27.2%	21.5%	2.6%
Q13-11. Improve restroom facilities in existing parks	52.3%	25.7%	20.0%	2.1%
Q13-12. Improve/expand Community Center (including parking)	27.4%	26.4%	40.6%	5.7%
Q13-13. Improve/expand open space/natural turf areas in existing parks	27.0%	27.2%	39.4%	6.4%

Q13(14-23). Developing New Facilities: Please rate your level of support for each potential action.

(N=537)

	Very supportive	Somewhat supportive	Not sure	Not supportive	Not provided
Q13-14. Develop a new skate/bike park (skateboards, BMX, pump tracks, etc.)	20.9%	19.7%	35.6%	22.5%	1.3%
Q13-15. Develop additional outdoor pool facilities	35.4%	22.7%	29.8%	10.8%	1.3%
Q13-16. Develop indoor pool facilities	36.5%	23.1%	26.4%	12.7%	1.3%
Q13-17. Develop new area for community-wide events	29.6%	27.6%	33.5%	8.0%	1.3%
Q13-18. Develop new indoor community recreation centers (fitness, classrooms, gymnasium)	36.5%	25.9%	30.5%	5.8%	1.3%
Q13-19. Develop new nature-based education facilities	31.1%	28.5%	31.7%	7.4%	1.3%
Q13-20. Develop new off-leash dog parks	22.2%	21.4%	31.5%	23.6%	1.3%
Q13-21. Develop new outdoor sports facilities (athletic fields, disc golf, basketball, pickle ball, etc.)	38.0%	28.9%	25.1%	6.7%	1.3%
Q13-22. Develop new walking, biking, equestrian paths with connections to other amenities	49.9%	24.0%	19.9%	4.8%	1.3%
Q13-23. Provide more public art (murals, art pieces in parks, etc.)	35.0%	20.9%	28.9%	14.0%	1.3%

(WITHOUT "NOT PROVIDED")**Q13(14-23). Developing New Facilities: Please rate your level of support for each potential action.
(without "not provided")**

(N=537)

	Very supportive	Somewhat supportive	Not sure	Not supportive
Q13-14. Develop a new skate/bike park (skateboards, BMX, pump tracks, etc.)	21.1%	20.0%	36.0%	22.8%
Q13-15. Develop additional outdoor pool facilities	35.8%	23.0%	30.2%	10.9%
Q13-16. Develop indoor pool facilities	37.0%	23.4%	26.8%	12.8%
Q13-17. Develop new area for community-wide events	30.0%	27.9%	34.0%	8.1%
Q13-18. Develop new indoor community recreation centers (fitness, classrooms, gymnasium)	37.0%	26.2%	30.9%	5.8%
Q13-19. Develop new nature-based education facilities	31.5%	28.9%	32.1%	7.5%
Q13-20. Develop new off-leash dog parks	22.5%	21.7%	31.9%	24.0%
Q13-21. Develop new outdoor sports facilities (athletic fields, disc golf, basketball, pickle ball, etc.)	38.5%	29.2%	25.5%	6.8%
Q13-22. Develop new walking, biking, equestrian paths with connections to other amenities	50.6%	24.3%	20.2%	4.9%
Q13-23. Provide more public art (murals, art pieces in parks, etc.)	35.5%	21.1%	29.2%	14.2%

Q14. If funding was made available, which FIVE types of IMPROVEMENT/DEVELOPMENT actions from the list in Question 13 would you be most willing to support?

Q14. Top choice	Number	Percent
Add amphitheater to an existing park	23	4.3 %
Add archery range	14	2.6 %
Add playgrounds to existing parks	30	5.6 %
Add splashpads to existing parks	65	12.1 %
Add Wi-Fi/other technology improvements to existing parks	17	3.2 %
Add/expand multi-use paths/walking loops in existing parks	47	8.8 %
General repair & increase maintenance (parks, multi-use paths, community center)	21	3.9 %
Improve ADA/accessibility for people with disabilities	12	2.2 %
Improve existing athletic facilities (synthetic turf, lighting, courts, etc.)	15	2.8 %
Improve existing multi-use path systems (paved multi-use paths, mountain biking multi-use paths, unpaved walking multi-use paths, navigation, signage, lighting, etc.)	27	5.0 %
Improve restroom facilities in existing parks	12	2.2 %
Improve/expand Community Center (including parking)	3	0.6 %
Improve/expand open space/natural turf areas in existing parks	3	0.6 %
Develop a new skate/bike park (skateboards, BMX, pump tracks, etc.)	9	1.7 %
Develop additional outdoor pool facilities	28	5.2 %
Develop indoor pool facilities	22	4.1 %
Develop new area for community-wide events	5	0.9 %
Develop new indoor community recreation centers (fitness, classrooms, gymnasium)	22	4.1 %
Develop new nature-based education facilities	11	2.0 %
Develop new off-leash dog parks	22	4.1 %
Develop new outdoor sports facilities (athletic fields, disc golf, basketball, pickle ball, etc.)	47	8.8 %
Develop new walking, biking, equestrian paths with connections to other amenities	27	5.0 %
Provide more public art (murals, art pieces in parks, etc.)	10	1.9 %
<u>None chosen</u>	<u>45</u>	<u>8.4 %</u>
Total	537	100.0 %

Q14. If funding was made available, which FIVE types of IMPROVEMENT/DEVELOPMENT actions from the list in Question 13 would you be most willing to support?

Q14. 2nd choice	Number	Percent
Add amphitheater to an existing park	16	3.0 %
Add archery range	17	3.2 %
Add playgrounds to existing parks	21	3.9 %
Add splashpads to existing parks	47	8.8 %
Add Wi-Fi/other technology improvements to existing parks	13	2.4 %
Add/expand multi-use paths/walking loops in existing parks	30	5.6 %
General repair & increase maintenance (parks, multi-use paths, community center)	34	6.3 %
Improve ADA/accessibility for people with disabilities	13	2.4 %
Improve existing athletic facilities (synthetic turf, lighting, courts, etc.)	8	1.5 %
Improve existing multi-use path systems (paved multi-use paths, mountain biking multi-use paths, unpaved walking multi-use paths, navigation, signage, lighting, etc.)	32	6.0 %
Improve restroom facilities in existing parks	24	4.5 %
Improve/expand Community Center (including parking)	11	2.0 %
Improve/expand open space/natural turf areas in existing parks	5	0.9 %
Develop a new skate/bike park (skateboards, BMX, pump tracks, etc.)	14	2.6 %
Develop additional outdoor pool facilities	24	4.5 %
Develop indoor pool facilities	28	5.2 %
Develop new area for community-wide events	7	1.3 %
Develop new indoor community recreation centers (fitness, classrooms, gymnasium)	31	5.8 %
Develop new nature-based education facilities	13	2.4 %
Develop new off-leash dog parks	9	1.7 %
Develop new outdoor sports facilities (athletic fields, disc golf, basketball, pickle ball, etc.)	14	2.6 %
Develop new walking, biking, equestrian paths with connections to other amenities	36	6.7 %
Provide more public art (murals, art pieces in parks, etc.)	14	2.6 %
<u>None chosen</u>	<u>76</u>	<u>14.2 %</u>
Total	537	100.0 %

Q14. If funding was made available, which FIVE types of IMPROVEMENT/DEVELOPMENT actions from the list in Question 13 would you be most willing to support?

Q14. 3rd choice	Number	Percent
Add amphitheater to an existing park	9	1.7 %
Add archery range	14	2.6 %
Add playgrounds to existing parks	17	3.2 %
Add splashpads to existing parks	22	4.1 %
Add Wi-Fi/other technology improvements to existing parks	9	1.7 %
Add/expand multi-use paths/walking loops in existing parks	17	3.2 %
General repair & increase maintenance (parks, multi-use paths, community center)	39	7.3 %
Improve ADA/accessibility for people with disabilities	24	4.5 %
Improve existing athletic facilities (synthetic turf, lighting, courts, etc.)	8	1.5 %
Improve existing multi-use path systems (paved multi-use paths, mountain biking multi-use paths, unpaved walking multi-use paths, navigation, signage, lighting, etc.)	34	6.3 %
Improve restroom facilities in existing parks	34	6.3 %
Improve/expand Community Center (including parking)	4	0.7 %
Improve/expand open space/natural turf areas in existing parks	5	0.9 %
Develop a new skate/bike park (skateboards, BMX, pump tracks, etc.)	12	2.2 %
Develop additional outdoor pool facilities	19	3.5 %
Develop indoor pool facilities	38	7.1 %
Develop new area for community-wide events	8	1.5 %
Develop new indoor community recreation centers (fitness, classrooms, gymnasium)	25	4.7 %
Develop new nature-based education facilities	9	1.7 %
Develop new off-leash dog parks	12	2.2 %
Develop new outdoor sports facilities (athletic fields, disc golf, basketball, pickle ball, etc.)	25	4.7 %
Develop new walking, biking, equestrian paths with connections to other amenities	29	5.4 %
Provide more public art (murals, art pieces in parks, etc.)	16	3.0 %
<u>None chosen</u>	<u>108</u>	<u>20.1 %</u>
Total	537	100.0 %

Q14. If funding was made available, which FIVE types of IMPROVEMENT/DEVELOPMENT actions from the list in Question 13 would you be most willing to support?

Q14. 4th choice	Number	Percent
Add amphitheater to an existing park	8	1.5 %
Add archery range	7	1.3 %
Add playgrounds to existing parks	15	2.8 %
Add splashpads to existing parks	23	4.3 %
Add Wi-Fi/other technology improvements to existing parks	9	1.7 %
Add/expand multi-use paths/walking loops in existing parks	14	2.6 %
General repair & increase maintenance (parks, multi-use paths, community center)	29	5.4 %
Improve ADA/accessibility for people with disabilities	13	2.4 %
Improve existing athletic facilities (synthetic turf, lighting, courts, etc.)	18	3.4 %
Improve existing multi-use path systems (paved multi-use paths, mountain biking multi-use paths, unpaved walking multi-use paths, navigation, signage, lighting, etc.)	38	7.1 %
Improve restroom facilities in existing parks	36	6.7 %
Improve/expand Community Center (including parking)	3	0.6 %
Improve/expand open space/natural turf areas in existing parks	6	1.1 %
Develop a new skate/bike park (skateboards, BMX, pump tracks, etc.)	16	3.0 %
Develop additional outdoor pool facilities	15	2.8 %
Develop indoor pool facilities	20	3.7 %
Develop new area for community-wide events	13	2.4 %
Develop new indoor community recreation centers (fitness, classrooms, gymnasium)	21	3.9 %
Develop new nature-based education facilities	13	2.4 %
Develop new off-leash dog parks	16	3.0 %
Develop new outdoor sports facilities (athletic fields, disc golf, basketball, pickle ball, etc.)	16	3.0 %
Develop new walking, biking, equestrian paths with connections to other amenities	29	5.4 %
Provide more public art (murals, art pieces in parks, etc.)	20	3.7 %
<u>None chosen</u>	<u>139</u>	<u>25.9 %</u>
Total	537	100.0 %

Q14. If funding was made available, which FIVE types of IMPROVEMENT/DEVELOPMENT actions from the list in Question 13 would you be most willing to support?

Q14. 5th choice	Number	Percent
Add amphitheater to an existing park	7	1.3 %
Add archery range	5	0.9 %
Add playgrounds to existing parks	17	3.2 %
Add splashpads to existing parks	13	2.4 %
Add Wi-Fi/other technology improvements to existing parks	14	2.6 %
Add/expand multi-use paths/walking loops in existing parks	23	4.3 %
General repair & increase maintenance (parks, multi-use paths, community center)	26	4.8 %
Improve ADA/accessibility for people with disabilities	16	3.0 %
Improve existing athletic facilities (synthetic turf, lighting, courts, etc.)	13	2.4 %
Improve existing multi-use path systems (paved multi-use paths, mountain biking multi-use paths, unpaved walking multi-use paths, navigation, signage, lighting, etc.)	25	4.7 %
Improve restroom facilities in existing parks	28	5.2 %
Improve/expand Community Center (including parking)	8	1.5 %
Improve/expand open space/natural turf areas in existing parks	8	1.5 %
Develop a new skate/bike park (skateboards, BMX, pump tracks, etc.)	11	2.0 %
Develop additional outdoor pool facilities	13	2.4 %
Develop indoor pool facilities	14	2.6 %
Develop new area for community-wide events	11	2.0 %
Develop new indoor community recreation centers (fitness, classrooms, gymnasium)	13	2.4 %
Develop new nature-based education facilities	14	2.6 %
Develop new off-leash dog parks	11	2.0 %
Develop new outdoor sports facilities (athletic fields, disc golf, basketball, pickle ball, etc.)	13	2.4 %
Develop new walking, biking, equestrian paths with connections to other amenities	32	6.0 %
Provide more public art (murals, art pieces in parks, etc.)	17	3.2 %
<u>None chosen</u>	<u>185</u>	<u>34.5 %</u>
Total	537	100.0 %

(SUM OF TOP 5)**Q14. If funding was made available, which FIVE types of IMPROVEMENT/DEVELOPMENT actions from the list in Question 13 would you be most willing to support? (top 5)**

<u>Q14. Top choice</u>	<u>Number</u>	<u>Percent</u>
Add amphitheater to an existing park	63	11.7 %
Add archery range	57	10.6 %
Add playgrounds to existing parks	100	18.6 %
Add splashpads to existing parks	170	31.7 %
Add Wi-Fi/other technology improvements to existing parks	62	11.5 %
Add/expand multi-use paths/walking loops in existing parks	131	24.4 %
General repair & increase maintenance (parks, multi-use paths, community center)	149	27.7 %
Improve ADA/accessibility for people with disabilities	78	14.5 %
Improve existing athletic facilities (synthetic turf, lighting, courts, etc.)	62	11.5 %
Improve existing multi-use path systems (paved multi-use paths, mountain biking multi-use paths, unpaved walking multi-use paths, navigation, signage, lighting, etc.)	156	29.1 %
Improve restroom facilities in existing parks	134	25.0 %
Improve/expand Community Center (including parking)	29	5.4 %
Improve/expand open space/natural turf areas in existing parks	27	5.0 %
Develop a new skate/bike park (skateboards, BMX, pump tracks, etc.)	62	11.5 %
Develop additional outdoor pool facilities	99	18.4 %
Develop indoor pool facilities	122	22.7 %
Develop new area for community-wide events	44	8.2 %
Develop new indoor community recreation centers (fitness, classrooms, gymnasium)	112	20.9 %
Develop new nature-based education facilities	60	11.2 %
Develop new off-leash dog parks	70	13.0 %
Develop new outdoor sports facilities (athletic fields, disc golf, basketball, pickle ball, etc.)	115	21.4 %
Develop new walking, biking, equestrian paths with connections to other amenities	153	28.5 %
Provide more public art (murals, art pieces in parks, etc.)	77	14.3 %
<u>None chosen</u>	<u>45</u>	<u>8.4 %</u>
Total	2177	

Q15. How many years have you lived in the Town of Gilbert?

<u>Q15. How many years have you lived in Town of Gilbert</u>	<u>Number</u>	<u>Percent</u>
0-5	136	25.3 %
6-10	148	27.6 %
11-15	79	14.7 %
16-20	68	12.7 %
21-30	81	15.1 %
31+	23	4.3 %
<u>Not provided</u>	<u>2</u>	<u>0.4 %</u>
Total	537	100.0 %

(WITHOUT "NOT PROVIDED")**Q15. How many years have you lived in the Town of Gilbert? (without "not provided")**

Q15. How many years have you lived in Town of Gilbert	Number	Percent
0-5	136	25.4 %
6-10	148	27.7 %
11-15	79	14.8 %
16-20	68	12.7 %
21-30	81	15.1 %
31+	23	4.3 %
Total	535	100.0 %

Q16. What is your age?

Q16. Your age	Number	Percent
18-34	119	22.2 %
35-44	123	22.9 %
45-54	118	22.0 %
55-64	104	19.4 %
65+	73	13.6 %
Total	537	100.0 %

(WITHOUT "NOT PROVIDED")**Q16. What is your age? (without "not provided")**

Q16. Your age	Number	Percent
18-34	119	22.2 %
35-44	123	22.9 %
45-54	118	22.0 %
55-64	104	19.4 %
65+	73	13.6 %
Total	537	100.0 %

Q17. What is your gender?

Q17. Your gender	Number	Percent
Male	262	48.8 %
Female	267	49.7 %
Non-binary	1	0.2 %
Not provided	7	1.3 %
Total	537	100.0 %

(WITHOUT "NOT PROVIDED")**Q17. What is your gender? (without "not provided")**

Q17. Your gender	Number	Percent
Male	262	49.4 %
Female	267	50.4 %
Non-binary	1	0.2 %
Total	530	100.0 %

Q18. Counting yourself, how many people in your household are...

	<u>Mean</u>	<u>Sum</u>
number	3.6	1940
Under 5 years	0.3	182
5-9 years	0.4	234
10-14 years	0.4	231
15-19 years	0.3	139
20-24 years	0.1	66
25-34 years	0.3	179
35-44 years	0.5	279
45-54 years	0.4	240
55-64 years	0.4	211
65-74 years	0.3	139
75+ years	0.1	40

Q19. Which of the following best describes your race?

<u>Q19. Your race</u>	<u>Number</u>	<u>Percent</u>
Asian or Asian Indian	31	5.8 %
Black or African American	20	3.7 %
American Indian or Alaska Native	5	0.9 %
White	417	77.7 %
Native Hawaiian or other Pacific Islander	3	0.6 %
Hispanic, Spanish, or Latino/a/x	91	16.9 %
Other	10	1.9 %
Total	577	

Q19-7. Self-describe your race:

<u>Q19-7. Self-describe your race</u>	<u>Number</u>	<u>Percent</u>
Multi-racial	3	30.0 %
Mixed	2	20.0 %
More than one	1	10.0 %
White and American Indian	1	10.0 %
Portugese	1	10.0 %
Caucasian/Northern European	1	10.0 %
Jewish	1	10.0 %
Total	10	100.0 %

Q20. What is your annual household income?

Q20. Your annual household income	Number	Percent
Less than \$30K	29	5.4 %
\$30K to \$59,999	50	9.3 %
\$60K to \$99,999	70	13.0 %
\$100K to \$129,999	113	21.0 %
\$130K+	191	35.6 %
Not provided	84	15.6 %
Total	537	100.0 %

(WITHOUT "NOT PROVIDED")**Q20. What is your annual household income? (without "not provided")**

Q20. Your annual household income	Number	Percent
Less than \$30K	29	6.4 %
\$30K to \$59,999	50	11.0 %
\$60K to \$99,999	70	15.5 %
\$100K to \$129,999	113	24.9 %
\$130K+	191	42.2 %
Total	453	100.0 %



Open-Ended Responses

Open-Ended Question Responses

Q1—"Other": Please indicate if you or any household member have a need for the following programs, activities, or events listed below:

- Animal related classes/events
- Another dog park
- Bike Safety, Electric Scooter Safety
- Computer classes
- Computer programming/coding
- Cycling trails / groups
- Disc golf.
- Dog parks
- Facility rental
- flag football
- food program
- horse riding
- More activities for kids ages 1-4
- More adaptive rec activities
- More dog parks/dog friendly activities
- off leash dog park
- Play equipment and family activities
- Radio-Controlled Airplane and Helicopter Flying, Radio-controlled Boating access to facilities
- Shaded areas.
- Trap-Neuter-return
- walking trails
- Woodworking classes, wider sidewalks for bicycle's
- Wrestling

Q4—"Other" : What are the reasons you have not participated or have not participated more often in Gilbert Parks & Recreation programs/activities/events?

- Activities are limited for my step children and their age group, especially if they are only with us every other weekend. Cannot participate in weekly events/activities. Would like to though!
- Communication of such events are limited and few
- covid
- Covid concerns
- Having a toddler and scheduling around nap times.
- Health issues - Had a stroke, done with sports
- I had no idea this existed...
- I recently moved to Gilbert
- I would like there to be more classes offered for the young teenage group (13-15). Would also like more early evening sports classes for adults including tennis and pickle ball lessons.
- Looking through the book online of classes offered is a pain. There is no easy way to see classes
- Most of the art programs are more for children

- Most programming is offered for children, adaptive recreation or group sports - not many for working adults.
- I sometimes do not hear about an event early enough to make plans to attend ahead of time.
- I took my little boy to some wiggle activity at McQueen Activity Center a few years ago. There were a few Moms there that were making rude comments I overheard about other Moms. Their child was bullying little ones as she watched it happen. So I haven't felt that it was safe for me to bring my littles, it just left a bad taste in my mouth.
- I would definitely participate in more pros and rec activities for my kids if there was available childcare for the other siblings, or somewhere for my other kids to play. For example I wanted to sign up for a kids parent/me sports class but I also have my 4 year old and 1 year old. If there was a group childcare on premise that I could pay by the hour for I would participate in more activities one on one with my other kids. Also some of the rec centers where the classes are held don't have a playground or play area for my other kids to play at when one of the siblings are in a class. McQueen park is great for this when one of my kids has a class the other kids can play on the playground outside or the small play area inside.
- You truly offer many wonderful programs and we participate when it works with our schedule. With that said, I wish you could offer your swim lessons more than 6 weeks a year and that the community pools could stay open longer into the season. I know they are located at schools and that school starts much earlier now, but we miss so much of the swim season on weekends, because the pools close down for the season so early. I find we turn to the city of Chandler's pools to meet our needs since they offer year round classes and swimming. I also would love it if you could offer some grandparent / grandchild classes for crafting, exercise, nature, and performing arts. Our granddaughters are 7 and 9 and we bring them to Freestone for the climbing wall, drive them to art classes, and dance classes you offer, as well as to swim lessons and take them swimming on the weekends at the community pools, but it would be awesome to actually take an art class or crafting class WITH them or spend time doing something together where we are both learning and participating. Just a thought... Also, last year there was a big discrepancy in the quality of swim teachers at the same level. A few were really engaged and took their work seriously, while others seemed like they were just there passing time and didn't bother completing the certificates for the kids at the end of the session. A little disappointing when some are so invested in their jobs and others aren't.
- not enough pickleball courts, too crowded
- not many dog friendly activities
- Participants in and parents of youth sports are highly competitive and unwelcoming.
- Participate in other activities with different organizations around Gilbert and the East Valley.
- Personal reasons: I think the fees are appropriate but we are a family of 7 and can't always afford the extra when we take into consideration the extra curriculums they do at school as well
- Pickleball courts at GRP are too crowded. Need more, please
- Quality is not the same. It has decreased. Also, major behavioral issues in the children's classes/activities that have prevented us from continuing. Swimming lessons instructors were not the same last summer (2022). Swim has always had high quality instructors at Williams Field. This was not the case last summer-they weren't as friendly, spent lots of time talking/joking with each other. Made me nervous that they weren't attentive enough with children in the water. Very disappointing after doing this program for years.

- Recovering from Covid
- Shade
- Some classes have inferior instruction.
- Too hot to do an outdoor activity
- We have been ill
- We usually use private instruction for ballet, as an example.

Q5.10—“Town social media outlets—Which ones?”: From the following list, please CHECK ALL of the ways you currently use or would like to use to learn about the Gilbert Parks & Recreation Department's programs, activities, and events.

- | | |
|------------|--------------------------|
| • Facebook | • Facebook |
| • Facebook | • Facebook and Instagram |
| • Facebook | • Facebook and Instagram |
| • Facebook | • Facebook and Instagram |
| • Facebook | • Facebook and Instagram |
| • Facebook | • Facebook and Instagram |
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- Facebook and NextDoor and Instagram
- Facebook and Twitter
- Facebook and Twitter
- Facebook and Twitter
- Facebook Gilbert community members Instagram
- Facebook mostly and/or Instagram and Twitter
- Facebook, Instagram, LinkedIn
- Facebook, Instagram, TikTok and YouTube
- Facebook, Instagram, Twitter
- Facebook, Instagram, Twitter (I do follow all of these and DO typically see things promoted)
- Facebook, TikTok
- FB, Instagram, TikTok
- Gilbert Digital
- Gilbert Facebook
- Gilbert parks and rec Instagram
- Gilbert parks and rec, town of Gilbert
- Gilbert Parks and recreation
- GO GILBERT, Morrison Ranch Neighbors: Facebook groups.
- I see activities posted on local Facebook pages such as our neighborhood page and go gilbert
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- I get the Gilbert Digital emails and like how quick I can look down the list and click on any links I'm interested in. I will use the Town P&R website when I'm just wondering about things and I don't remember seeing it in the digital email. I miss getting the mailed copy of the Park & Recreation program guide. I think you used to email out a PDF version of the guide too, but I'm not receiving that anymore if you are. I like the paper / PDF versions of the guide because I often see classes and events that I wouldn't have thought to look for on the website. It's less overwhelming to read it in a printed or PDF version too. I still receive Chandler's and like looking through it and reading about the classes. Much easier though not as environmentally friendly. Sometimes I used to see flyers at the SE Regional Library about TOG activities, especially those associated with the Riparian Preserve, and they are helpful too. I have Instagram, Twitter, and Facebook but I don't see TOG postings as much anymore. Seems like I see Chandler and Mesa's information more often. Something with the algorithm? Not sure.
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| • Instagram | • Nextdoor |
| • Instagram | • Too many to list |
| • Instagram | • Town of Gilbert Facebook |
| • Instagram | • Town of Gilbert Facebook |
| • Instagram | • Town of Gilbert on Instagram |
| • Instagram | • Twitter |
| • Instagram | • Twitter |
| • Instagram | • Twitter |
| • Instagram | • Twitter or Instagram |

Q5.12—"Other": From the following list, please CHECK ALL of the ways you currently use or would like to use to learn about the Gilbert Parks & Recreation Department's programs, activities, and events.

- eventbrite.com
- flyers
- Have a designated Instagram for just the parks activities and offerings
- Having someone one to play with...pickleball or racquet ball
- Please do more on social media
- Snail mail brochure of classes sent to my home.
- Social Media
- Text alerts
- Water bill flyer

Q7—“Other”: Please indicate if you or any household member have a need for the following programs, activities, or events.

- badminton courts
- Bike paths
- Community theater
- Dedicated feeding stations for the town’s many community cats. A much needed town sponsored TNR program would identify and spay/neuter cat colonies in need of care and support in each area. Dedicated feeding areas keeps cats out of peoples yards who don't want them there. Volunteers would maintain the stations and the colonies.
- food pantry
- I use the facilities of my fitness club which offers indoor exercises and pickle balls.
- I would really like an indoor dog track.
- indoor dog track
- Indoor multi use facility (especially when all multi use fields are closed for maintenance in the summer.
- Indoor Racquetball courts
- More walking paths and nature areas, particularly in Southeast Gilbert.
- Need a large garden with paths similar to Japanese style gardens and animal habitat. Nice ponds, trails, trees plants.
- Park with grass.
- Picnic areas with shade trees , grass and tables and benches, include grassy areas for informal play space.
- Pump track or BMX skatepark
- racquetball courts
- safe place to ride horses
- Senior Center
- Sensory friendly kids activities.
- Shade
- trap-neuter-return
- upscale performing arts where people can dress up and attend. The location should be near civic center.
- Would like to see the paths along the eastern canal expanded further south of Ray Road
- Would love to see an area for RC planes

Q10—"Other": Please indicate if you or any household member have a need for the following programs, activities, or events.

- At the parks near our house, Page and Veterans, there are no bathroom facilities. With little kids, that means we can never stay too long. I have wished for many years they had bathrooms so we could host birthday parties there.
- Covid issues with health
- Didn't know it existed
- dog park is not big enough
- Have to take the horses to Queen Creek facilities!
- Health issues
- I drive to cities like Avondale for bike pump track. I visit Chandler for BMX.
- I use those two parks daily so I don't understand your question.
- I'm fairly new here and don't know a lot of people yet.
- Illness
- It's too busy at the parks
- "Lack of evening activity options for adults.
- Limited to weekend participation."
- Lack of programs when we can go
- Lots of parks in my HOA make city parks less useful
- more shade
- My handicap changes quite frequently.
- my kids are no longer interested
- need more benches.
- Not enough of the well maintained areas - will drive to a Gilbert park and facilities available are already in use
- Not enough Pickleball courts, new players are not welcomed by others No shade over courts
- Not enough pickleball courts at GRP to meet the growing needs. Also, please add more courts in other locations. Outdoor at Freestone would be great. Indoor courts that are not a "basketball court". Dedicated indoor Pickleball courts with appropriate floors.
- Water tower plaza park has a huge ant problem and my kids legs and feet always get bit. Keeps me from going there. Same with page park. The area near the cement circle, so many ants you can't sit down there anywhere. I like discovery park but I hesitate to go more often, there's so much goose poop everywhere. Gilbert regional park, I know they have a playground area for younger kids but my kids always want to go up the hill to the big playground and it is just way to much in so many ways.
- Not enough pickleball courts.
- The libraries are often out of the books I'm looking for
- Time and knowledge of what is available.
- Too busy/overcrowded
- Very crowded
- Personal schedule
- Pickleball courts are always full and everybody is very serious and I feel out of place.

- Pickleball courts are overloaded which results in lengthy waiting periods between games.
- pools not open long enough
- Schedule
- Shade
- With two young ones it is difficult to keep track of them unless it is fenced in.

Q10a : If you selected "Lack of shaded areas" in Question 10 as a reason you have not visited Town parks/facilities or not visited parks/facilities more often, would you please indicate which park(s) lack an adequate amount of shade?

- 10, 28, 29, 21
- All
- All
- All of them except the Preserve.
- All of them, we live where shade is needed for 8 months of the year
- Cosmo Dog park
- Cosmo Dog park
- Cosmo Dog park
- Cosmo needs more shade and sitting areas. So many injuries happen from people knocked over by playing dogs.
- Courts at the regional park
- Crossroads Dog Park
- Crossroads Dog Park, Crossroads District Park. You did not include Crossroads Dog Park on this survey and you should have
- Crossroads, McQueen, Oak Tree, Sunview could use more shaded areas with tables. Very often we have to make sure we have our own tables to put under trees for shade. It would be nice to have more areas with trees and tables available for the public.
- "Desert Sky Park
- Gilbert regional park"
- Desert Sky, Gilbert Regional, Trails along canals
- Discovery Park
- Discovery Park
- Discovery Park, Cosmo
- Discovery Park
- Discovery Park
- Discovery Park could use more benches where there is shade. Or more trees where there are benches.
- Discovery Park, Desert Sky
- Discovery, desert Sky, Gilbert regional
- Dog parks
- Dog parks need way more shaded areas
- Freestone District Park
- Freestone District Park
- Freestone District Park

- Freestone and discovery park
- Freestone District Park
- Freestone park, McQueen park and Gilbert regional park. They all need many more trees to be placed to offer some designated grassy shade areas to allow for picnicking and casual space.
- Freestone, Circle G
- Gilbert Regional
- Gilbert Regional
- Gilbert Regional
- Gilbert Regional
- Gilbert Regional
- Gilbert Regional
- Gilbert Regional - most of this is provided by the Ramadas that are rented.
- Gilbert regional lacks shade along paths.
- Gilbert Regional needs way more shade. The one time I went to Veteran's Park it had shade but was dirty and dumpy. Desert Sky has a shaded playground- good. But that's it. Copy the Riparian. And Crossroads is good too. We need a lot more shade everywhere in this town. A fewer cupcake bushes. More maintained trees - and not all in the street medians.
- Gilbert Regional
- Gilbert Regional
- Gilbert Regional Park could use more shade at the playground. There is shade near it but not AT all parts of the playground.
- Gilbert regional, water tower plaza, freestone
- Gilbert Regional. Wish some of the benches had covers ... also HORRIBLE BITING ANTS for at least the last two years!!!
- Gilbert water tower, freestone park, riparian preserve
- Large outdoor field regional park
- Mainly Crossroads Park. The landscape upkeep is terrible. The town needs to work with GALL and spend some money on improving the fields, scoreboards, lighting (need LED!!), bathrooms, walkways, sprawling concrete, parking, seating, and safety netting on the sidelines.
- More trees and shaded cabanas
- Most are getting better the Gilbert Regional Park could still use a bit more shade
- Most parks could use more shade
- Need way more shade and tables
- New and Old McQueen Baseball parks and Freestone Park
- None of them, add more shade and fountains in more locations throughout the park.
- Not much seating for adults to sit under the shade to watch children, and more of the playground areas need to be shaded for the kids. and also needs more seating in general. - Freestone. veterans park needs more seating and a bigger splash pad. more shaded trees rather than hard scape/structures. More greenery makes it feel less hot in summer and more calming because of nature.
- Queen Creek Higley
- Riparian preserve and Freestone Ramadas shade areas get filled quickly. More shaded areas would be nice for larger events.

- Riparian Preserve could use a shaded playground/area for kids, there is not much to do at Zanjero Park and no shaded area, and not much to do at Water Tower Park
- Riparian Reserve
- Sonoma Ranch park
- Specifically around the lake area and areas for adults to remain out of the sun near the upper playground tower where my kids spend most of their time.
- The Softball fields at McQueen District Park 510 N Horne St does not have any benches or bleachers with shade covering which makes it unbearable at times when games are during the day when it is hot outside
- "This is Arizona - there isn't enough shade anywhere! Pools, parks, parking lots. None of them have enough shade during the sunny afternoon.
- Thank you for adding more shade structures to the Gilbert Regional Park, but the splash pad is still lacking. I'm still really surprised that shade wasn't thought through by your play structure/park design team. Many Gilbert neighborhood parks and schools have fully shaded play areas because the sun makes being outside miserable. please factor this in to your next major build so the residents can actually enjoy their time recreating.
- Thanks again for all you do to bring our community together. "
- Water Tower Plaza
- Water Tower Plaza
- Water Tower, Freestone
- We often have gatherings of 20-30 guests and we seek shaded areas with 2-3 large picnic tables that seat 10 people each.
- Zanjero Park, Desert Sky Park



Survey Instrument



**Shaping a new
tomorrow, today.**

April 2023

Dear Gilbert Resident,

As you may or may not know, the Gilbert Parks and Recreation Department has begun developing an updated Parks & Recreation Master Plan that will help determine priorities and shape the future of recreation/leisure (or something similar) within the Town. As a part of this effort, we need your opinions and perceptions to help us determine programs, parks, facilities, and amenities priorities for the future.

Your household has been selected randomly to take part in the survey, therefore, your participation is critical to helping us understand the Gilbert community's needs and desires. We know your time is valuable and appreciate the 15-20 minutes it will take you to answer all the questions in the enclosed survey. For ease of completion and in recognition of the varying ways residents enjoy providing input, there are two ways of completing the survey:

1. Complete the enclosed paper survey and return it in the enclosed postage-pre-paid envelope within the next two weeks.
2. Or, complete the survey online by going to [Gilbertaz.gov/PRMasterPlan](https://gilbertaz.gov/PRMasterPlan).

Conducting this survey and analyzing the survey results on behalf of Gilbert Parks and Recreation is ETC Institute. ETC Institute is a national leading market research firm that specializes in the design and administration of market research for governmental organizations. ETC Institute's major areas of emphasis include customer satisfaction surveys, community planning surveys, and parks and recreation needs assessments. During the past five years, ETC Institute has conducted projects in more than 1,000 cities and counties throughout the United States. Your information will remain completely confidential, and responses will only be delivered in an aggregate format to ensure your anonymity. If you have any questions, you may reach out to Esther Campbell, ETC Institute's Project Manager, at esther.campbell@etcinstitute.com or (913) 254-4528.

Your feedback is important and valuable to us! Once we have collected the survey responses, ETC Institute will compile the data, analyze it, provide a written report, and ensure we understand what the community's needs and desires are.

A handwritten signature in black ink that reads "Robert Carmona".

Robert Carmona
Parks & Recreation Director

Esta carta lo invita a participar en una encuesta del Pueblo de Gilbert. Si desea participar o tiene preguntas, llame al 1-844-811-0411.

2023 Gilbert Parks & Recreation Needs Assessment



The Gilbert Parks & Recreation Department would like your input to help determine priorities that should be considered while developing their Parks & Recreation Master Plan. This survey will take 15-20 minutes to complete. When you are finished, return your survey in the enclosed postage-paid envelope. If you prefer, you can complete the survey online at Gilbertaz.gov/PRMasterPlan. We greatly appreciate your time!

Gilbert Programs, Events, and Activities

3. Have you and/or members of your household participated in any programs/activities/events offered by the Gilbert Parks & Recreation Department during the past year?

___(1) Yes [Answer Question 3a-b.] ___(2) No [Skip to Question 4.]

3a. How many programs/activities/events have you and the members of your household participated in during the past year?

___(1) One ___(2) 2 to 3 ___(3) 4 to 5 ___(4) Six or more

3b. How would you rate the programs/activities/events you and the members of your household have participated in during the past year?

___(4) Excellent ___(3) Good ___(2) Fair ___(1) Poor

4. What are the reasons you have not participated or have not participated more often in Gilbert Parks & Recreation programs/activities/events? [Check ALL that apply.]

- | | |
|---|--|
| ___(01) Classes/programs/events are full | ___(12) Lack of transportation |
| ___(02) Facilities are not well maintained | ___(13) No safe walking/biking routes |
| ___(03) Facilities are too far from my home | ___(14) Not interested |
| ___(04) Fees are too high | ___(15) Offerings do not meet my interests |
| ___(05) I do not feel safe | ___(16) Registration process is difficult |
| ___(06) I do not feel welcome | ___(17) Times of offerings are inconvenient |
| ___(07) I do not know the locations | ___(18) Too busy |
| ___(08) I do not know what is offered | ___(19) Use programs/events offered in other communities |
| ___(09) I use services of private agencies | ___(20) Other: _____ |
| ___(10) Lack of parking | ___(21) None; there are no barriers |
| ___(11) Lack of quality programming | |

5. From the following list, please CHECK ALL of the ways you currently use or would like to use to learn about the Gilbert Parks & Recreation Department's programs, activities, and events.

- | | |
|---|---|
| ___(01) Banners at parks or Town facilities | ___(07) Newspaper and/or community publication |
| ___(02) Conversations with recreation staff | ___(08) Promotions at special events |
| ___(03) Email/Eblasts from Town | ___(09) Town Parks and Recreation Guide |
| ___(04) Flyers | ___(10) Town social media outlets (Which one(s)? _____) |
| ___(05) Friends and neighbors | ___(11) Town website |
| ___(06) Materials at parks or recreation facilities | ___(12) Other: _____ |

1. In the chart below, please indicate if you or any household member have a need for the following programs, activities, or events listed below by checking the box in the second column. If you have indicated a need, please describe how well your need is currently being met for that program, event, or activity.

Program, Activity, and Event	Do you have a need?	If you check the box, how well are your needs currently being met?			
		Fully	Somewhat	Barely	Not Met at All
01. Adaptive recreation programs	<input type="checkbox"/>	4	3	2	1
02. Adult sports	<input type="checkbox"/>	4	3	2	1
03. Art programs (painting, drawing, digital, ceramics, etc.)	<input type="checkbox"/>	4	3	2	1
04. Arts performances (band, choir, dance, festivals, orchestra, exhibitions)	<input type="checkbox"/>	4	3	2	1
05. Before and after school care	<input type="checkbox"/>	4	3	2	1
06. BMX/biking programs/classes	<input type="checkbox"/>	4	3	2	1
07. Bocce ball programs/leagues	<input type="checkbox"/>	4	3	2	1
08. Educational classes/lectures	<input type="checkbox"/>	4	3	2	1
09. Fitness and wellness classes (yoga, martial arts, etc.)	<input type="checkbox"/>	4	3	2	1
10. Free/low-cost community special events	<input type="checkbox"/>	4	3	2	1
11. Hobby/interest classes (cooking, gardening, crafts, skills)	<input type="checkbox"/>	4	3	2	1
12. Intergenerational programs	<input type="checkbox"/>	4	3	2	1
13. Learn to swim programs	<input type="checkbox"/>	4	3	2	1
14. Nature/environmental education programs	<input type="checkbox"/>	4	3	2	1
15. Older adult social programs	<input type="checkbox"/>	4	3	2	1
16. Outdoor fitness programs (boot camp, yoga, walking, hiking, etc.)	<input type="checkbox"/>	4	3	2	1
17. Performing arts programs (dance, music, theatre)	<input type="checkbox"/>	4	3	2	1
18. Pickleball lessons/leagues	<input type="checkbox"/>	4	3	2	1
19. Senior trips (single day)	<input type="checkbox"/>	4	3	2	1
20. Special events/large festivals	<input type="checkbox"/>	4	3	2	1
21. Teen programs	<input type="checkbox"/>	4	3	2	1
22. Tennis lessons/leagues	<input type="checkbox"/>	4	3	2	1
23. Volunteer programs	<input type="checkbox"/>	4	3	2	1
24. Water fitness classes	<input type="checkbox"/>	4	3	2	1
25. Youth day camps	<input type="checkbox"/>	4	3	2	1
26. Youth sports	<input type="checkbox"/>	4	3	2	1
27. Other: _____	<input type="checkbox"/>	4	3	2	1

2. Which **FOUR** types of **PROGRAMS/ACTIVITIES/EVENTS** from the list in Question 1 are **MOST IMPORTANT** to your household? [Write in your answers below using the numbers from the list in Question 1, or circle "NONE."]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE

Gilbert Parks, Facilities, and Multi-Use Paths

6. How often do you use the multi-use paths in the Town of Gilbert?

- (1) Multiple times per week (5) Once or twice per year Town of Gilbert *[Skip to Q7.]*
 (2) Once per week (9) I have never used the
 (3) Multiple times per month multi-use paths in the
 (4) Once per month

6a. Please rate your level of satisfaction with the following.		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
1.	The maintenance of multi-use paths	5	4	3	2	1
2.	The feeling of safety on multi-use paths	5	4	3	2	1
3.	The number of resting points and benches along the multi-use paths	5	4	3	2	1
4.	Multiuse path signage and identification	5	4	3	2	1
5.	Adequacy of lighting along multi-use paths	5	4	3	2	1

6b. Which THREE items from the list in Question 6a should receive the MOST EMPHASIS over the next five years? [Write in your answers below using the numbers from the list in Question 6a, or circle "NONE."]

1st: ____ 2nd: ____ 3rd: ____ NONE

6c. Compared to other multi-use paths outside of Gilbert, are Gilbert's paths better or worse?

- (1) Much better (4) Somewhat worse (9) I have not used any multi-use paths outside the
 (2) Somewhat better (5) Much worse Town of Gilbert
 (3) About the same

7. In the chart below, please indicate if you or any household member have a need for the following programs, activities, or events listed below by checking the box in the second column. If you have indicated a need, please describe how well your need is currently being met for that facility or amenity.

Facility and Amenity	Do you have a need?	If you check the box, how well are your needs currently being met?			
		Fully	Somewhat	Barely	Not Met at All
01. Aquatic/pool facilities	<input type="checkbox"/>	4	3	2	1
02. Baseball/softball diamonds	<input type="checkbox"/>	4	3	2	1
03. Basketball courts	<input type="checkbox"/>	4	3	2	1
04. Botanical/formal gardens	<input type="checkbox"/>	4	3	2	1
05. Cricket field	<input type="checkbox"/>	4	3	2	1
06. Disc golf course	<input type="checkbox"/>	4	3	2	1
07. Environmental education/nature center	<input type="checkbox"/>	4	3	2	1
08. E-Sports room	<input type="checkbox"/>	4	3	2	1
09. Exercise equipment (outdoors)	<input type="checkbox"/>	4	3	2	1
10. Meeting rooms	<input type="checkbox"/>	4	3	2	1
11. Multi-use fields	<input type="checkbox"/>	4	3	2	1
12. Multi-use paths	<input type="checkbox"/>	4	3	2	1
13. Fishing areas	<input type="checkbox"/>	4	3	2	1
14. Fitness/exercise facilities (indoors)	<input type="checkbox"/>	4	3	2	1
15. Garden plots/community gardens	<input type="checkbox"/>	4	3	2	1
16. Off-leash dog park	<input type="checkbox"/>	4	3	2	1
17. Outdoor adventure activities (i.e., zip lines, climbing walls)	<input type="checkbox"/>	4	3	2	1
18. Pickleball courts (indoors)	<input type="checkbox"/>	4	3	2	1
19. Pickleball courts (outdoors)	<input type="checkbox"/>	4	3	2	1
20. Picnic shelters (rentable)	<input type="checkbox"/>	4	3	2	1
21. Playground equipment (indoors)	<input type="checkbox"/>	4	3	2	1
22. Playground equipment (outdoors)	<input type="checkbox"/>	4	3	2	1
23. Recreation center	<input type="checkbox"/>	4	3	2	1
24. Soccer fields	<input type="checkbox"/>	4	3	2	1
25. Splash pads/spray parks	<input type="checkbox"/>	4	3	2	1
26. Tennis courts	<input type="checkbox"/>	4	3	2	1
27. Volleyball courts	<input type="checkbox"/>	4	3	2	1
28. Walking/running track (indoors)	<input type="checkbox"/>	4	3	2	1
29. Dedicated amenities for those with disabilities	<input type="checkbox"/>	4	3	2	1
30. Other: _____	<input type="checkbox"/>	4	3	2	1

8. Which FOUR types of FACILITIES/AMENITIES from the list in Question 7 are MOST IMPORTANT to your household? [Write in your answers below using the numbers from the list in Question 7, or circle "NONE."]

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

9. Have you and/or members of your household visited any parks or recreation facilities offered by the Town during the past year?

____(1) Yes [Answer Question 9a-b.] ____ (2) No [Skip to Question 10.]

9a. How often have you and the members of your household visited parks or facilities offered by the Town during the past year?

____(1) Daily ____ (2) Weekly ____ (3) Monthly ____ (1) Yearly

9b. Please indicate, by checking the box, if you or any household member has used any of the following Town parks and/or facilities during the past year. Then rate the overall condition of the park or facility.	Have you used the park/facility?	If you checked the box, please rate the condition of the park/facility.			
		Excellent	Good	Fair	Poor
01. Circle G Park	<input type="checkbox"/>	4	3	2	1
02. Cosmo Dog Park	<input type="checkbox"/>	4	3	2	1
03. Crossroads District Park	<input type="checkbox"/>	4	3	2	1
04. Desert Sky Park	<input type="checkbox"/>	4	3	2	1
05. Discovery District Park	<input type="checkbox"/>	4	3	2	1
06. Elliot District Park (Cactus Yards)	<input type="checkbox"/>	4	3	2	1
07. Freestone District Park	<input type="checkbox"/>	4	3	2	1
08. Freestone Recreation Center	<input type="checkbox"/>	4	3	2	1
09. Gilbert Community Center	<input type="checkbox"/>	4	3	2	1
10. Gilbert Regional Park	<input type="checkbox"/>	4	3	2	1
11. Hetchler Park	<input type="checkbox"/>	4	3	2	1
12. John Allen Park	<input type="checkbox"/>	4	3	2	1
13. McQueen District Park	<input type="checkbox"/>	4	3	2	1
14. McQueen Park Activity Center	<input type="checkbox"/>	4	3	2	1
15. Nichols Park	<input type="checkbox"/>	4	3	2	1
16. Oak Tree Park	<input type="checkbox"/>	4	3	2	1
17. Page Park	<input type="checkbox"/>	4	3	2	1
18. Perry Library	<input type="checkbox"/>	4	3	2	1
19. Riparian Preserve at Water Ranch	<input type="checkbox"/>	4	3	2	1
20. Sonora Park	<input type="checkbox"/>	4	3	2	1
21. Southeast Regional Library	<input type="checkbox"/>	4	3	2	1
22. Sunview Park	<input type="checkbox"/>	4	3	2	1
23. Vaughn Avenue Basin	<input type="checkbox"/>	4	3	2	1
24. Veterans Park	<input type="checkbox"/>	4	3	2	1
25. Villa Madeira Park	<input type="checkbox"/>	4	3	2	1
26. Village II Park	<input type="checkbox"/>	4	3	2	1
27. Vista Allegre Park	<input type="checkbox"/>	4	3	2	1
28. Water Tower Plaza Park	<input type="checkbox"/>	4	3	2	1
29. Zanjero Park	<input type="checkbox"/>	4	3	2	1

10. What are the reasons you have not visited or have not visited the Town parks/facilities more often? [Check ALL that apply.]

- | | |
|---|---|
| <input type="checkbox"/> (01) Facilities are not well maintained | <input type="checkbox"/> (10) Insufficient parking at parks/facilities |
| <input type="checkbox"/> (02) Facilities are too far from my home | <input type="checkbox"/> (11) Lack of adequate facilities/amenities that meet my needs |
| <input type="checkbox"/> (03) Fees are too high | <input type="checkbox"/> (12) Lack of shaded areas [Answer Question 10a.] |
| <input type="checkbox"/> (04) Hours of operation are inconvenient | <input type="checkbox"/> (13) Lack of transportation options to get to parks/facilities/multi-use paths |
| <input type="checkbox"/> (05) I am too busy | <input type="checkbox"/> (14) Not interested |
| <input type="checkbox"/> (06) I do not feel safe | <input type="checkbox"/> (15) Walking/biking routes are not safe |
| <input type="checkbox"/> (07) I do not feel welcome | <input type="checkbox"/> (16) Other: _____ |
| <input type="checkbox"/> (08) I do not know the locations | <input type="checkbox"/> (17) None; there are no barriers |
| <input type="checkbox"/> (09) I use facilities in other communities | |

10a. If you selected "Lack of shaded areas" in Question 10 as a reason you have not visited Town parks/facilities or not visited parks/facilities more often, would you please indicate which park(s) lack an adequate amount of shade?

Gilbert Parks & Recreation System

11. Please indicate how important high-quality park and multi-use path experiences are to the quality of life in the Town of Gilbert.

___(5) Very Important ___(4) Important ___(3) Neutral ___(2) Not Important ___(1) Not at all Important

12. Please rate your level of satisfaction with the overall value your household receives from the Gilbert Parks and Recreation system.

___(5) Very Satisfied ___(4) Satisfied ___(3) Neutral ___(2) Dissatisfied ___(1) Very Dissatisfied

The following is a list of actions the Town could take to improve the parks, multi-use paths, and recreation system. Please rate your level of support for each potential action.		Very Supportive	Somewhat Supportive	Not Sure	Not Supportive
Improvements to <i>Existing</i> Parks and Facilities					
01.	Add amphitheater to an existing park	4	3	2	1
02.	Add archery range	4	3	2	1
03.	Add playgrounds to existing parks	4	3	2	1
04.	Add splashpads to existing parks	4	3	2	1
05.	Add Wi-Fi/other technology improvements to existing parks	4	3	2	1
06.	Add/expand multi-use paths/walking loops in existing parks	4	3	2	1
07.	General repair and increase maintenance (parks, multi-use paths, community center)	4	3	2	1
08.	Improve ADA/accessibility for people with disabilities	4	3	2	1
09.	Improve existing athletic facilities (synthetic turf, lighting, courts, etc.)	4	3	2	1
10.	Improve existing multi-use path systems (paved multi-use paths, mountain biking multi-use paths, unpaved walking multi-use paths, navigation, signage, lighting, etc.)	4	3	2	1
11.	Improve restroom facilities in existing parks	4	3	2	1
12.	Improve/expand Community Center (including parking)	4	3	2	1
13.	Improve/expand open space/natural turf areas in existing parks	4	3	2	1
Developing <i>New</i> Facilities					
14.	Develop a new skate/bike park (skateboards, BMX, pump tracks, etc.)	4	3	2	1
15.	Develop additional outdoor pool facilities	4	3	2	1
16.	Develop indoor pool facilities	4	3	2	1
17.	Develop new area for community-wide events	4	3	2	1
18.	Develop new indoor community recreation centers (fitness, classrooms, gymnasium)	4	3	2	1
19.	Develop new nature-based education facilities	4	3	2	1
20.	Develop new off-leash dog parks	4	3	2	1
21.	Develop new outdoor sports facilities (athletic fields, disc golf, basketball, pickle ball, etc.)	4	3	2	1
22.	Develop new walking, biking, equestrian paths with connections to other amenities	4	3	2	1
23.	Provide more public art (murals, art pieces in parks, etc.)	4	3	2	1

14. If funding was made available, which FIVE types of IMPROVEMENT/DEVELOPMENT actions from the list in Question 13 would you be most willing to support? [Write in your answers below using the numbers from the list in Question 13, or circle "NONE."]

1st: ___ 2nd: ___ 3rd: ___ 4th: ___ 5th: ___ NONE

Demographics: *The demographic questions below are about you and your household. These questions are asked to ensure we have reached all groups in the Town of Gilbert and that the results are statistically valid. Statistically valid data means that the results will represent the opinions and needs of the community. Your individual responses will remain confidential.*

15. **How many years have you lived in the Town of Gilbert?** _____ years
16. **What is your age?** _____ years
17. **What is your gender?**
 ____ (1) Male ____ (2) Female ____ (3) Non-binary ____ (4) Prefer to self-describe: _____
18. **Counting yourself, how many people in your household are...**
 Under 5 years: ____ 15 - 19 years: ____ 35 - 44 years: ____ 65 - 74 years: ____
 5 - 9 years: ____ 20 - 24 years: ____ 45 - 54 years: ____ 75+ years: ____
 10 - 14 years: ____ 25 - 34 years: ____ 55 - 64 years: ____
19. **Which of the following best describes your race? [Check all that apply.]**
 ____ (01) Asian or Asian Indian ____ (05) Native Hawaiian or other Pacific Islander
 ____ (02) Black or African American ____ (06) Hispanic, Spanish, or Latino/a/x
 ____ (03) American Indian or Alaska Native ____ (99) Other: _____
 ____ (04) White
20. **What is your annual household income?**
 ____ (1) Less than \$30,000 ____ (3) \$60,000 to \$99,999 ____ (5) \$130,000 or more
 ____ (2) \$30,000 to \$59,999 ____ (4) \$100,000 to \$129,999
21. **Would you be willing to participate in future surveys or focus groups for the Town of Gilbert?**
 ____ (1) Yes [Answer Question 21a.] ____ (2) No [Thank you for participating in this important survey!]
- 21a. **If so, please provide your contact information below. Your information will be kept confidential.**
 Email: _____
 Phone Number: _____

This concludes the survey. Thank you for your time!
 Please return your completed survey in the enclosed return-reply envelope addressed to:
 ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain **completely** confidential. The information above will **ONLY** be used to help identify the level of need in your area. Thank you!