

CHAPTER 3

Community Needs and Prioritized Ranking





CHAPTER 3 - COMMUNITY NEEDS AND PRIORITIZED RANKING

The efforts in creating this Master Plan were based on an evaluation of existing resources and capacity, as well as community input. Thus, a key consideration to creating a vision for parks in Chandler is to understand current community values, needs, and desires. The assessment of these values is accomplished by triangulating information generated from focus groups with staff, public input received via the project website, a statistically valid survey, and reinforcement through virtual community meetings. The survey was written to reflect issues and wishes that emerged from the qualitative data gathered through discussions with staff. Triangulation occurs when findings of the qualitative work is supported by the quantitative work. The following sections discuss this process and resulting findings.

QUALITATIVE INPUT SUMMARY

Throughout 2020 and early 2021, the consultant team conducted a series of focus group, stakeholder, and public meetings, in partnership with City staff, that included representatives from various stakeholder groups; launched the project website; and held several virtual community meetings. The results of these focus group discussions, as well as the input received via the project website and community meetings, were condensed to a series of key themes that emerged.

Discussion with staff, community leaders and citizens revealed the following key themes related to parks in Chandler.

ECONOMIC DEVELOPMENT THROUGH PARK DEVELOPMENT

Opportunity exists for park development to enhance and/or advance economic development. There is also an opportunity for economic development to enhance and support park development.

- ▲ Parks can play a significant role in business attraction, residential development, and the overall quality of life attributes desired by the community.
- ▲ Investment in parks reflects the community's value set and the City's overall attitude of being an active player in the betterment of the community.
- ▲ The development of a sports complex can serve as an economic catalyst, via sports tourism.

INVESTING IN THE EXISTING PARKS SYSTEM

- ▲ Continue to focus on reinvesting in, and maintaining existing parks.
- ▲ Opportunities exist to help meet the park needs of the community, in part, through partnership with Maricopa County.

STATISTICALLY VALID SURVEY

OVERVIEW

ETC Institute administered a needs assessment survey for the City during the spring and summer of 2020. The survey was administered as part of the City's Parks Master Plan for their residents. The survey results will aid the City in taking a resident-driven approach to making decisions that will enrich and positively affect the lives of residents.

METHODOLOGY

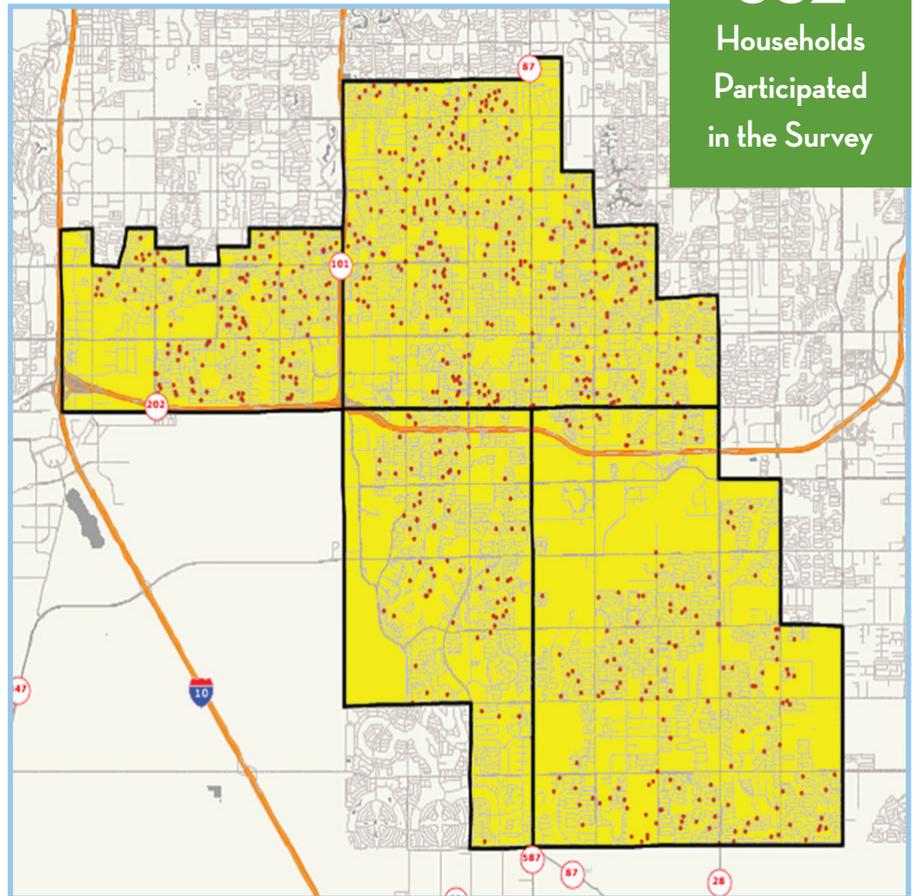
ETC Institute mailed a survey packet to a random sample of households in Chandler. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it online.

A few days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the households that received the survey to encourage participation, the emails contained a link to the online version of the survey to make it easier for residents to complete the survey. To prevent people who were not residents of Chandler 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 counted.

The goal was to obtain completed surveys from at least 500 resident households. The goal was exceeded with a total of 652 households completing the survey. The overall results for the sample of 652 households have a precision of at least +/-3.8% at the 95% level of confidence. The scatter plot graph above indicates where completed surveys were received from households in Chandler.

The major findings of the survey are summarized on the following pages. Complete survey results are provided in Appendix A.

Survey Participation Locations



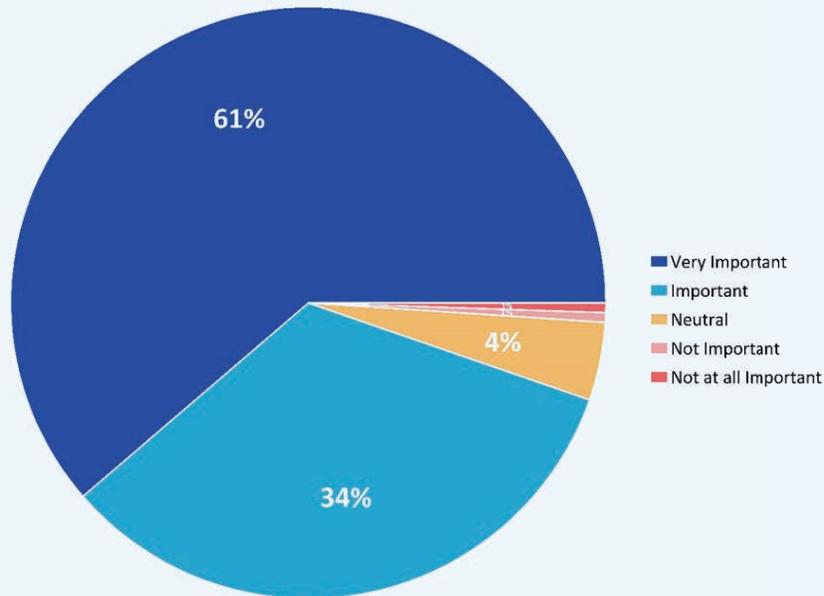
IMPORTANCE OF HIGH-QUALITY PARKS AND TRAILS

Respondents were asked to indicate the importance of high-quality parks and trail experiences in Chandler.

- ▲ Sixty-one percent (61%) indicated “Very Important” while another 34% indicated “important.”

Q1. Please indicate how important high-quality park and trail experiences are to the quality of life in the City of Chandler.

by percentage of respondents (without "don't know")



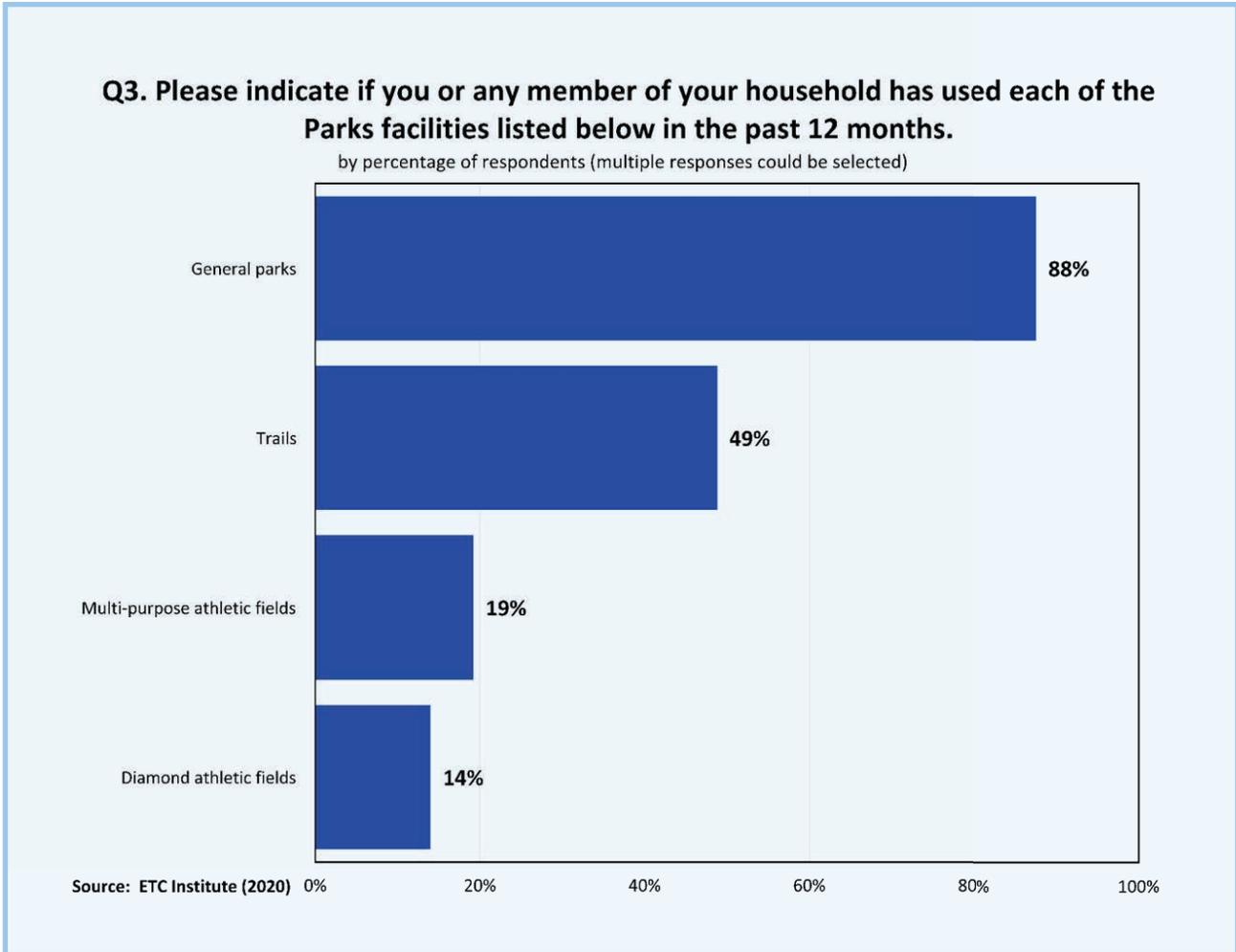
Source: ETC Institute (2020)



PARK AND FACILITY UTILIZATION AND CONDITION RATINGS

▲ Utilization

- ◆ Eighty-eight percent (88%) of households used parks over the past 12 months.
- ◆ *The national benchmark for park utilization is 76%.*

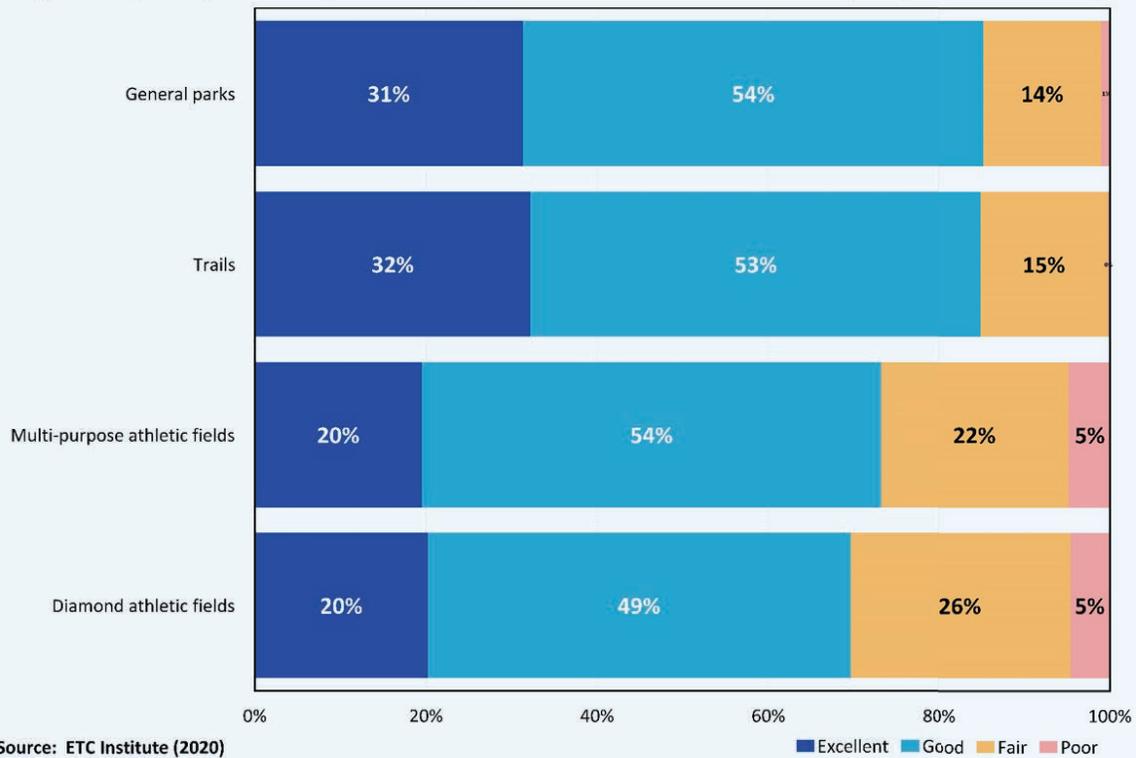


▲ Condition Ratings of Parks, Trails and Athletic Fields

- ◆ Thirty-one percent (31%) of households rated the condition of the parks as excellent.
- ◆ Thirty-two percent (32%) of households rated the condition of trails as excellent.
- ◆ Only twenty percent (20%) of households rated the condition of athletic fields as excellent.
- ◆ *The national benchmark for excellent is 29%.*

Q3. If "YES," please rate the facilities of this type using a scale of 4 to 1, where 4 means "Excellent" and 1 means "Poor."

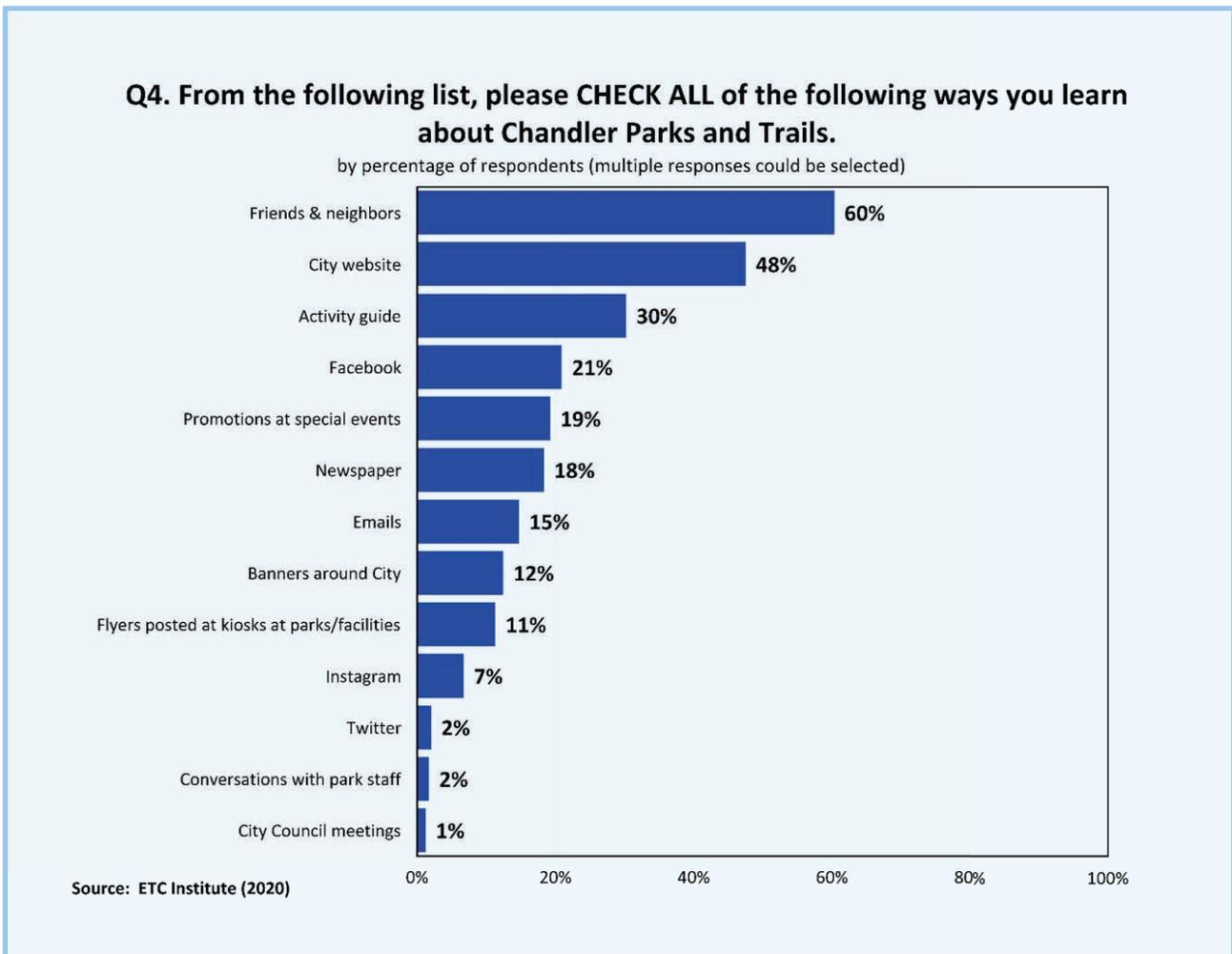
by percentage of respondents using a scale of 1 to 4, where 4 means "excellent" and 1 means "poor" (without "don't know")



WAYS HOUSEHOLDS CURRENTLY LEARN ABOUT PARKS AND TRAILS

- ▲ Sixty percent (60%) learned about Chandler’s parks and trails from friends and neighbors. It was the most utilized source of information.
- ▲ Forty-eight percent (48%) of households indicated they utilize the City website as an information source.
- ▲ Other most used sources include:
 - ◆ Activity Guide (30%).
 - ◆ Facebook (37%).

The national benchmark for from friends and neighbors is 43%. The national benchmark for website is 31%.

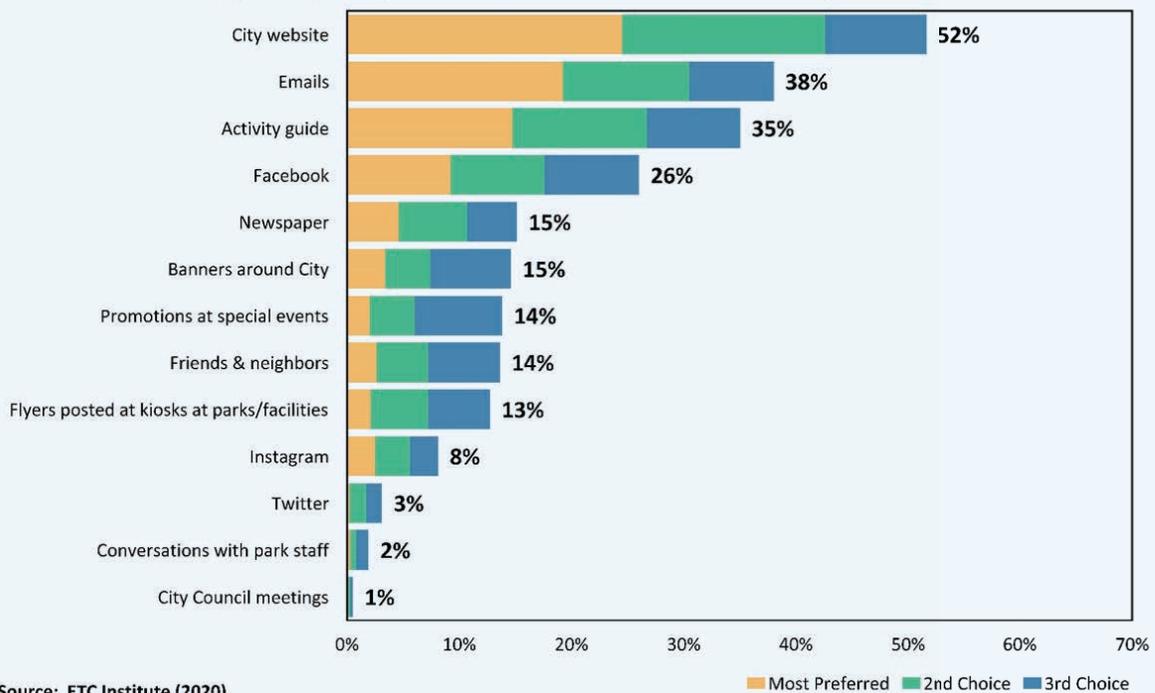


WAYS HOUSEHOLDS WOULD PREFER TO LEARN ABOUT PROGRAMS AND ACTIVITIES

- ▲ Emails were the most preferred source of information with learning about Chandler’s Parks and Trails.
 - ◆ Fifty-two percent (52%) of households indicated they would prefer to continue to learn about parks and trails via the City website.
- ▲ Other most preferred sources include:
 - ◆ Emails (38%)
 - ◆ Activity Guide (35%)
 - ◆ Facebook (26%)

Q5. From the list in Question 4, which THREE methods of communication would you MOST PREFER the City to use to communicate with you about parks and trails?

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

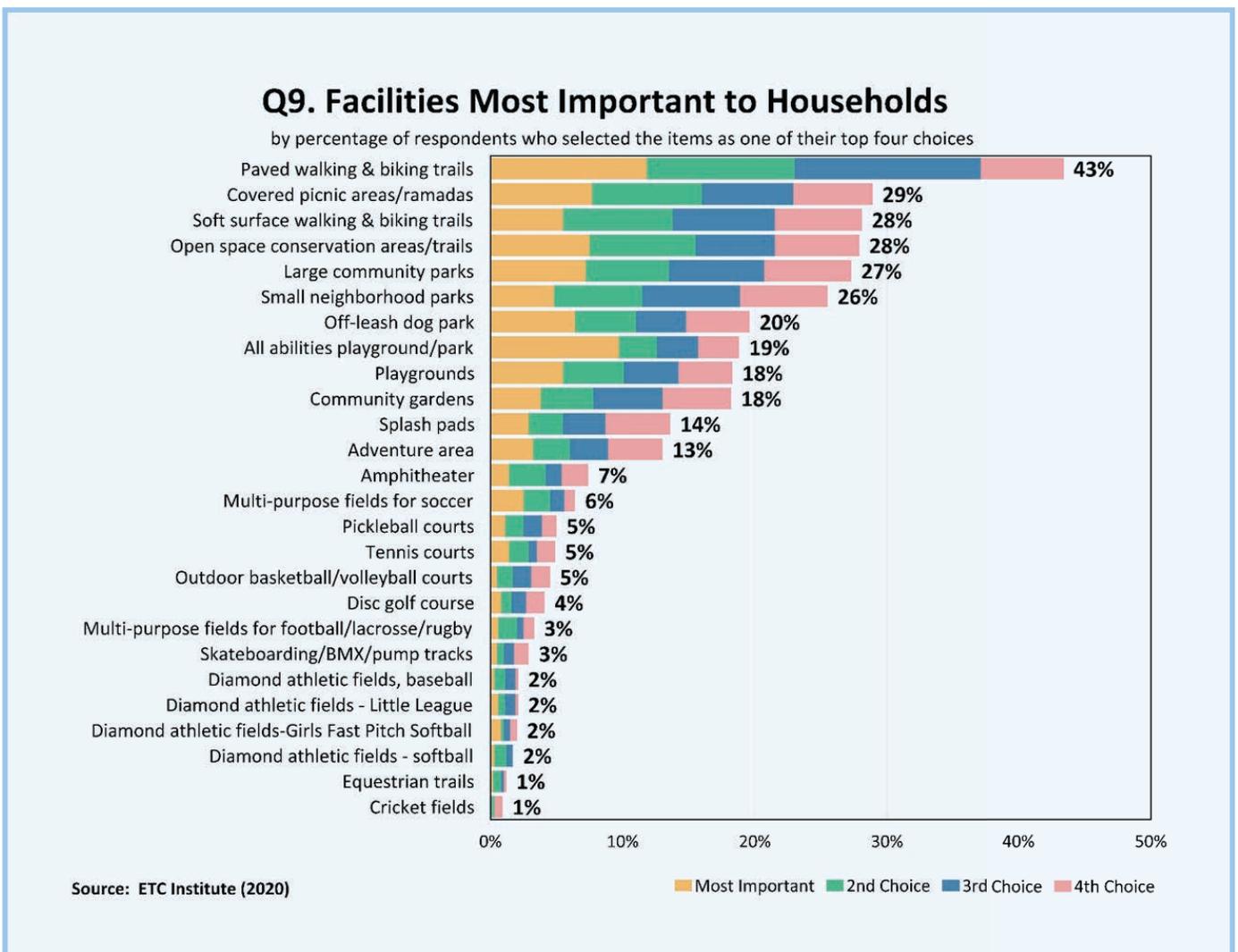


FACILITY IMPORTANCE AND UNMET NEEDS

Respondents were asked to indicate from a list of facilities/amenities the level of importance and how well their needs were being met with the current inventory provided by the City.

Facility Importance:

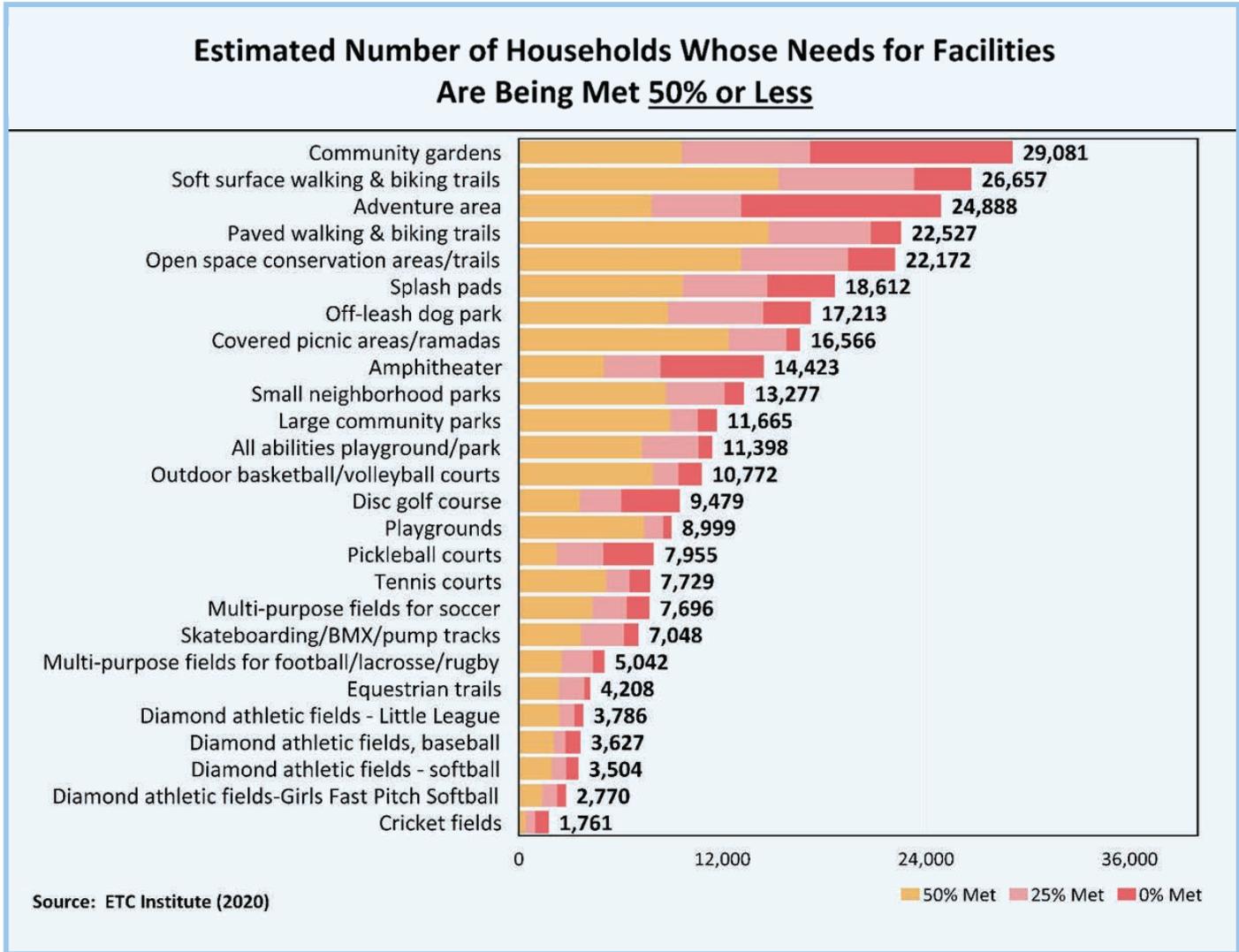
- ▲ Based on the sum of respondents' top four choices, 43% indicated Paved Walking and Biking Trails were the most important to their household.
- ▲ Other most important facilities include:
 - ◆ Covered Picnic Shelters (29%)
 - ◆ Soft Surface Walking and Biking Trails (28%)
 - ◆ Open Space Conservation Areas/Trails (28%)
 - ◆ Large Community Parks (27%)



PLEASE NOTE: When viewed through the lens of specific field typology, athletic fields appear to rank low in importance. However, when the responses for “multi-purpose” fields are combined and the responses for “diamond” fields are combined, the importance of each field typology to households significantly increases.

▲ How well household needs are being met for facilities:

- ◆ Based on the number of households who indicated their needs were only being met 50% or less, 29,081 households indicated an unmet need for Community Gardens.
- ◆ Other unmet needs include:
 - » Soft Surface Walking and Biking Trails (26,657 households)
 - » Adventure Area (24,888 households)
 - » Paved Walking and Biking Trails (22,527 households)
 - » Open Space Conservation Areas/Trails (22,172 households)



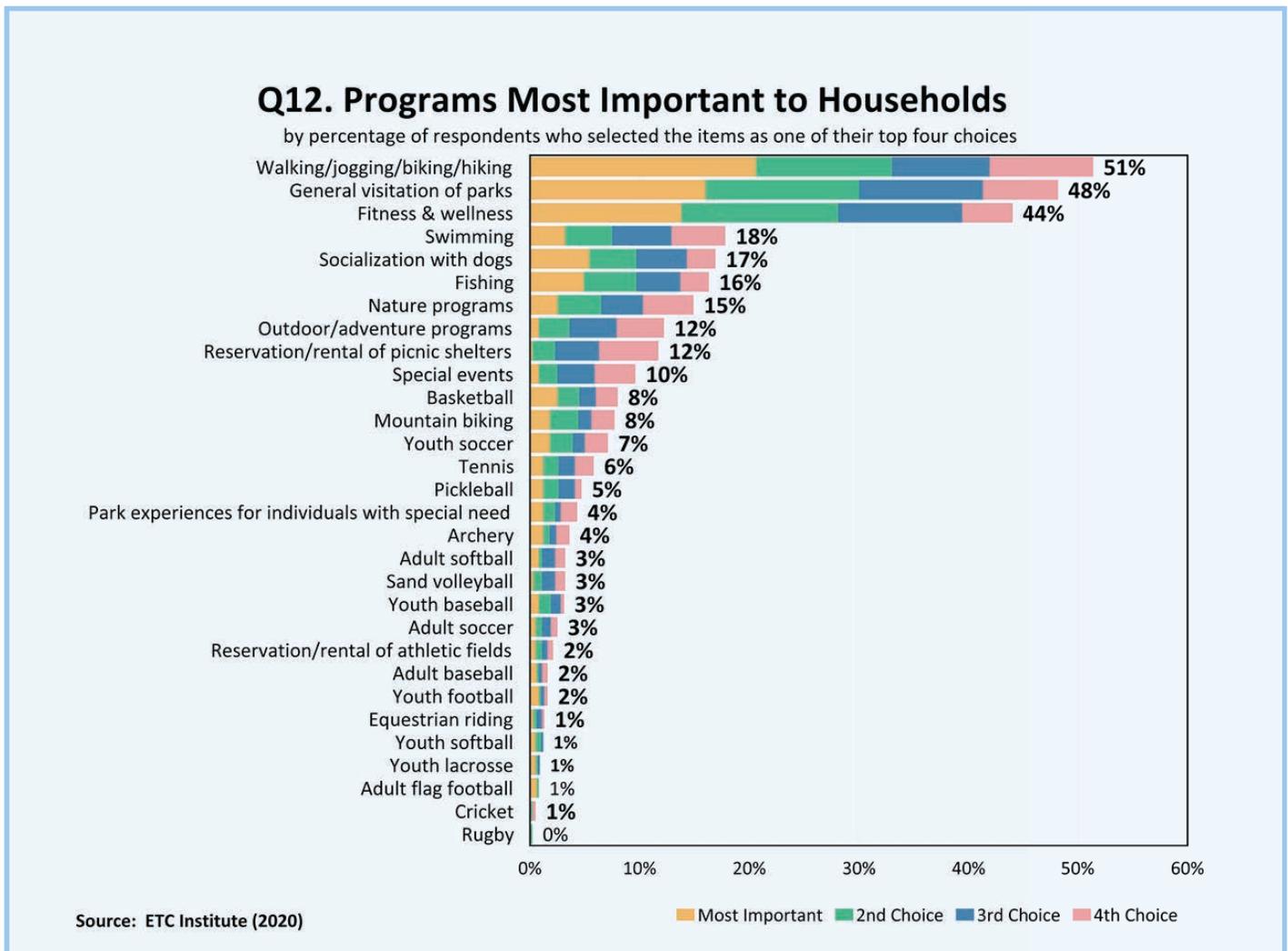
PLEASE NOTE: When viewed through the lens of specific field typology, athletic fields appear to rank low in terms of unmet needs. However, when the responses for “multi-purpose” fields are combined the responses for “diamond” fields are combined, the level of unmet need for each field typology significantly increases.

PROGRAM/SERVICE OPPORTUNITIES - IMPORTANCE AND UNMET NEEDS

Respondents were asked to indicate from a list of programs and services the level of importance and how well their needs were being met with the current inventory provided by the City.

Program Importance:

- ▲ Fifty-one percent (51%) of households indicated that opportunities to walk/jog/bike/hike were important to them.
- ▲ Other most important programs/service opportunities include:
 - ◆ General Visitation of Parks (48% of households)
 - ◆ Fitness and Wellness (44% of households)

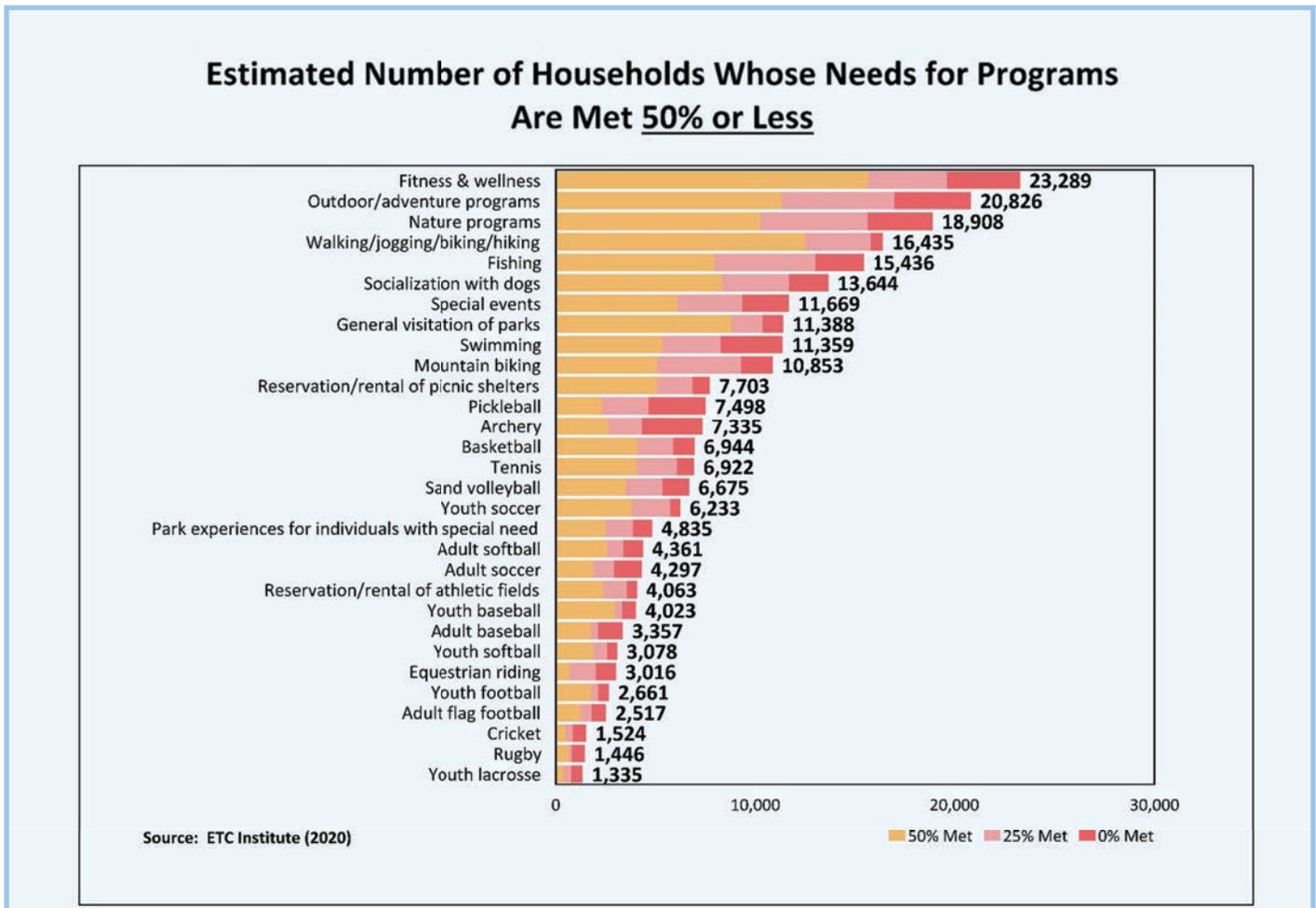


PLEASE NOTE: When viewed through the lens of specific athletic field programs, these experiences appear to rank low in importance. However, when the responses for “multi-purpose field” athletics are combined and the responses for “diamond” field athletics are combined, the importance for each athletic field program significantly increases.



How Well Needs Are Being Met for Programs and Service Opportunities

- ▲ Based on the number of households who indicated their needs were only being met 50% or less, 23,289 households responded that Fitness and Wellness had the greatest level of unmet need.
- ▲ Other unmet needs include:
 - ◆ Outdoor Adventure (20,826 households)
 - ◆ Nature Programs (18,908 households)
 - ◆ Walk/Jog/Bike/Hike (16,435 households)
 - ◆ Fishing (15,436 households)



PLEASE NOTE: When viewed through the lens of specific athletic field programs, these experiences appear to have low levels of unmet need. However, when the responses for “multi-purpose field” athletics are combined and the responses for “diamond” field athletics are combined, the level of unmet need for each athletic field program significantly increases.

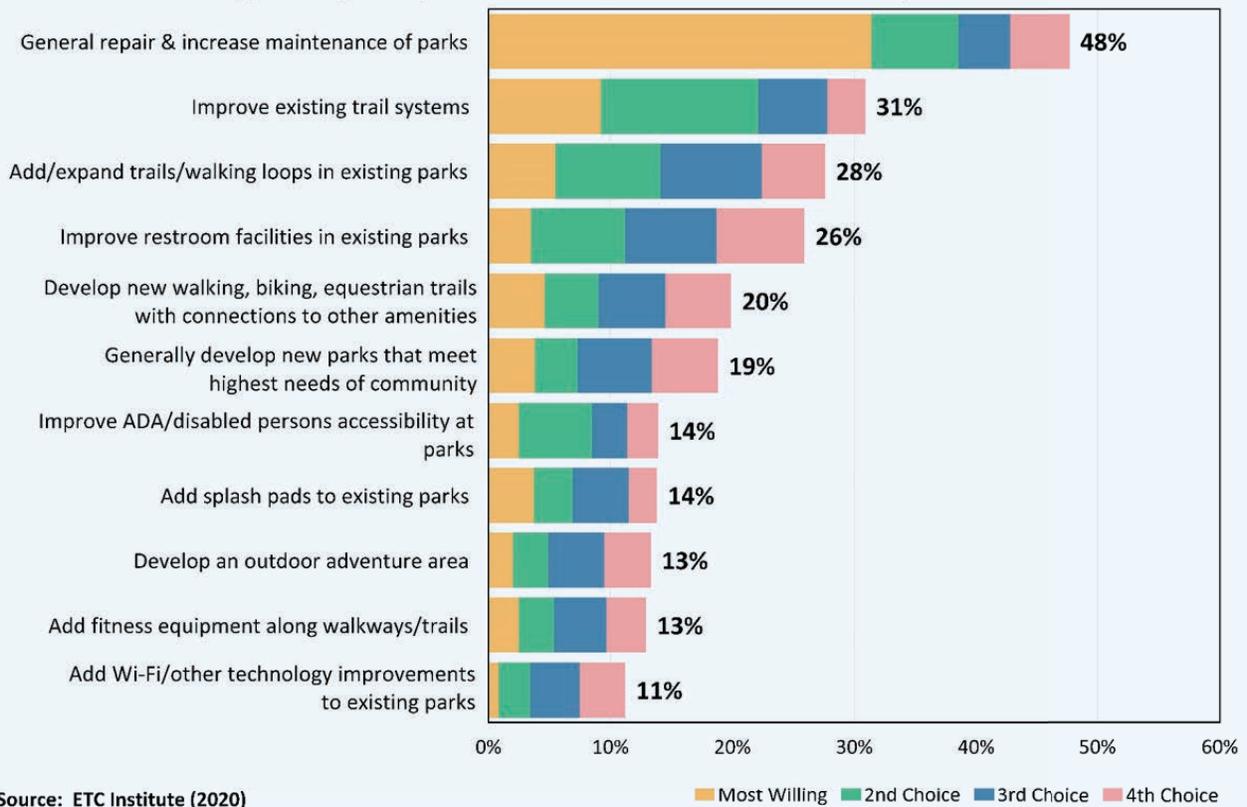
POTENTIAL IMPROVEMENTS MOST WILLING TO FUND

Respondents were asked to indicate their level of funding support for the improvements to the Chandler parks and trails system.

- ▲ Based on the percentage of households who indicated support for improvements, 48% were most supportive of General Repair and Increase Maintenance of Parks.
- ▲ Other most supported actions include:
 - ◆ Improve Existing Trail System (31%)
 - ◆ Add/Expand Trails/Walking Loops in Existing Parks (28%)
 - ◆ Improve Restrooms in Existing Parks (26%)

Q14. Which FOUR of the items listed in Question 13 would you be MOST WILLING to fund?

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



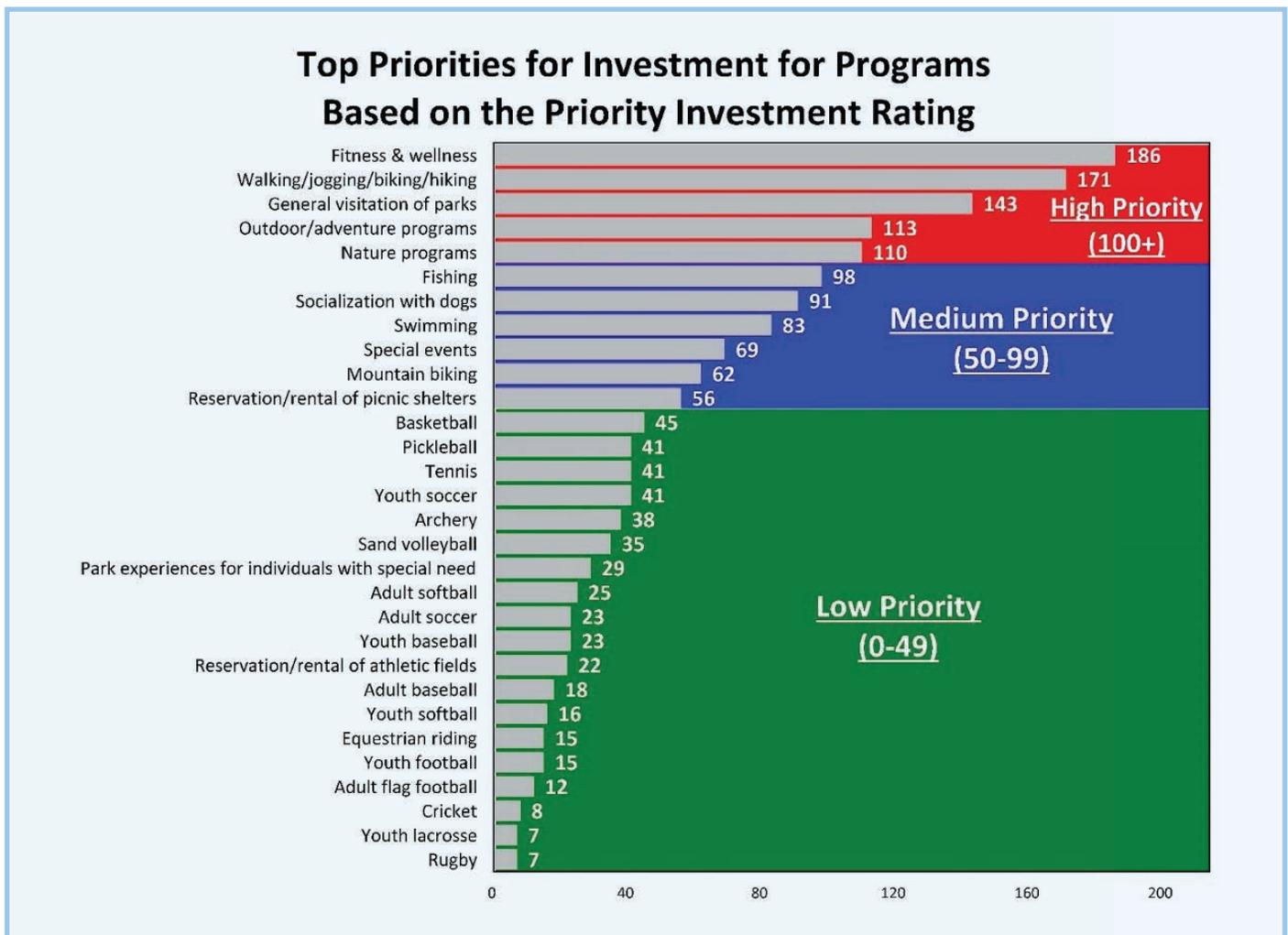
NEEDS ASSESSMENT PRIORITY RANKINGS

The purpose of the program and facility priority rankings is to provide a prioritized list of facility/amenity needs and program needs for the community served by Chandler Parks. This model evaluates both quantitative and qualitative data.

- ▲ Quantitative data includes the statistically valid survey, local demographics and recreation trends.
- ▲ Qualitative data includes resident feedback obtained through project website, community input, stakeholder interviews, staff input, and planning team observations.
- ▲ A weighted scoring system was used to determine the priorities for programs/services and facilities/amenities.

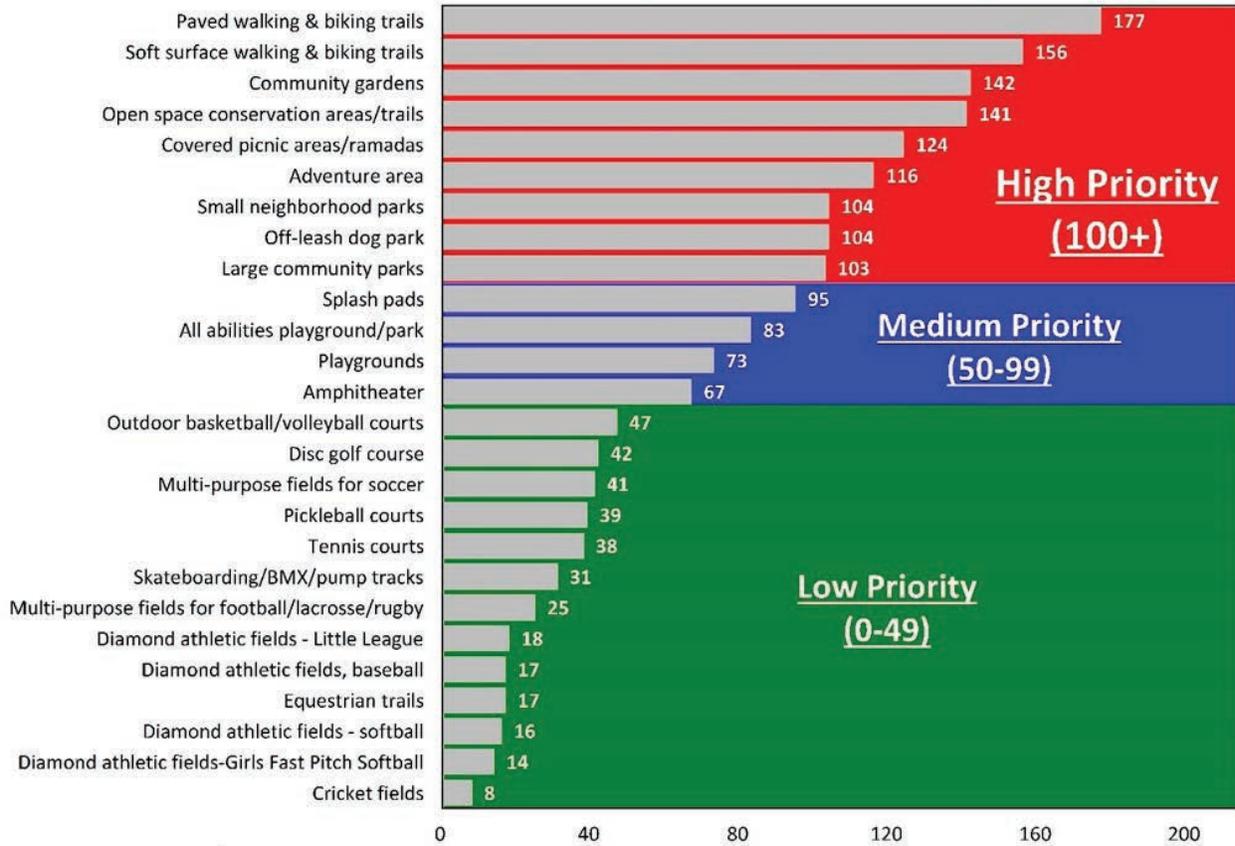
These weighted scores provide an overall score and priority ranking for the system as a whole. The results of the priority ranking are tabulated into three categories: High Priority (top third), Medium Priority (middle third), and Low Priority (bottom third).

PROGRAM RANKINGS



PLEASE NOTE: When viewed through the lens of specific athletic field programs, these experiences appear to be low priority. However, when the responses for “multi-purpose field” athletics are combined and the responses for “diamond” field athletics, the priority ranking increases significantly and both can be considered as a Medium Priority.

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



PLEASE NOTE: When viewed through the lens of specific field typology, athletic fields appear to rank as a low priority. However, when the responses for “multi-purpose” fields are combined and the responses for “diamond” fields are combined, the ranking for each field typology significantly increases and both can be considered as a Medium Priority.

Further analysis of the program/service and facility/amenity priorities revealed a high level of consistency across all four Park Planning Areas. The following charts identify highest program/service and facility/amenity priorities by Park Planning Area.

Program and Service Prioritization by Park Planning Area

High Priority Programs and Services	City-Wide	North	Southeast	Southwest	West
Fitness & wellness	●	●	●	●	●
Walking/jogging/biking/hiking	●	●	●	●	●
General visitation of parks	●	●	●	●	●
Outdoor/adventure programs	●	●	●	●	○
Nature programs	●	●	○	●	○
Swimming	○	○	●	○	○
Fishing	○	○	●	●	○
Socialization with dogs	○	○	●	○	○

Facility and Amenity Prioritization by Park Planning Area

High Priority Facilities and Amenities	City-Wide	North	Southeast	Southwest	West
Paved walking & biking trails	●	●	●	●	●
Soft surface walking & biking trails	●	●	●	●	●
Community gardens	●	●	●	●	●
Open space conservation areas/trails	●	●	●	●	●
Covered picnic areas/ramadas	●	●	○	●	●
Adventure area	●	●	●	○	●
Small neighborhood parks	●	●	●	○	●
Off-leash dog park	●	●	○	○	●
Large community parks	●	○	●	○	●
Splash Pads	○	●	●	○	○

