



Washtenaw County Parks and Recreation Commission

NOTICE OF MEETING

Date: June 11, 2024

Time: 1:00 p.m.

Location: Sharon Mills County Park, 5701 Sharon Hollow Rd., Manchester, MI 48158

AGENDA

- 1. Call to Order / Moment of Silence**
- 2. Pledge of Allegiance**
- 3. Approval of the Minutes**
 - A. May 14, 2024 Meeting (attached, pp. 1-3/action item)
- 4. Public Comment**
- 5. Communications, Projects & Activities** (attached, pp. 4-12/action item)
- 6. Consent Agenda**
 - A. Budget Adjustments (attached, p. 13/action item)
 - B. MLM Natatorium Contract amendment (attached, pp. 14-15/action item)
 - C. NAPP – RCPP Grant support (attached, pp. 16-17/action item)
- 7. Financial & Recreation Reports – May 2024**
 - A. Claims Report (attached, p. 18/action item)
 - B. Fund Balance Reports (attached, pp. 19-20/action item)
 - C. Revenue Reports (attached, pp. 21-24/action item)
- 8. Old Business**
 - A. Director Comments and Project Updates (attached, pp. 25-27/action item)
 - B. Community Needs Assessment Survey Results (attached, pp. 28-253/presentation item)
 - C. Comprehensive Master Plan Update (attached, pp. 254-293/presentation item)
 - D. Other Old Business
- 9. New Business**
 - A. Rolling Hills Wave Generator (attached, p. 294/action item)
 - B. NAPP – Barnett Sales Contract (attached, pp. 295-298/action item)
 - C. Other New Business
- 10. Commissioners Comments**
- 11. Adjournment**

Washtenaw County will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audio of printed materials being considered at the meeting, to individuals with disabilities at the meeting upon 7-day notice to Washtenaw County. Individuals requiring auxiliary aids or services should contact the County of Washtenaw by writing or calling the following: Human Resources, 734-994-2410, TTD# 734/994-1733.



Washtenaw County Parks and Recreation Commission

MINUTES OF MEETING

Date: May 14, 2024

Time: 2:00 p.m.

Location: Meri Lou Murray Recreation Center, 2960 Washtenaw Ave., Ann Arbor, MI 48104

Members Present: Janis Bobrin WCPARC Vice President; Robert Joerg, Robert Marans, JoAnn McCollum, Evan Pratt, Yousef Rabhi, and Katie Scott

Members Absent: Patricia Scribner, WCPARC President; Dan Ezekiel, WCPARC Secretary; Brenda McKinney

Staff Present: Coy Vaughn, Director; Meghan Bonfiglio, Deputy Director; Ginny Leikam, Superintendent of Planning and NAPP; Jason Brooks, Manager of Finance and Administration; Karen Harris, Parks Administration Analyst; Diane Carr, Meri Lou Superintendent; Suzanne Kessler, Manager; Alyson Kindall, Park & Facility Supervisor; Peter Sanderson, Project Manager; Ann Ziolkowski, Communications Manager; and Kyle Jasper, Communications Specialist.

Others Present:

1. Call to Order

Ms. Bobrin called the meeting to order at 2:00 p.m.

2. Pledge of Allegiance

3. Approval of the Minutes

The minutes of the April 9, 2024 regular meeting were included with the packet materials.

It was moved by Ms. Scott, seconded by Mr. Rabhi, to approve the minutes of the April 2024 regular meeting. All ayes, the motion was approved.

4. Public Comment

None.

5. Communications, Projects & Activities

Mr. Vaughn provided an overview of the communications for the month of April. Ms. Ziolkowski discussed communications and the millage project. Ms. McCollum mentioned that Road Commission has already started sharing B2B information in their links online. Mr. Rabhi asked if we knew how many acres our stewardship crews were able to burn this spring. Ms. Bonfiglio replied that we've been able to conduct over 110 acres of controlled burns. He also asked about the millage and asked that we make

sure that we place the signage on new projects that explains that the project was funded with tax revenue. He explained that Mr. Vaughn was helping to update the B2B website as well.

It was moved by Mr. Marans, seconded by Ms. Scott, to receive and file the Communications, Projects & Activities for the month of April 2024, as submitted. All ayes, the motion was approved.

6. Financial Reports – April 2024

A. Claims Report

Mr. Brooks reported that the total for the claims for the month of April 2024 was \$709,769.23.

It was moved by Mr. Marans, seconded by Mr. Joerg, to approve the claims for the month of April 2024 as submitted. Roll call vote, 7 ayes, 0 nays, 3 absent (Ezekiel, McKinney, and Scribner), the motion was approved.

B. Fund Balance Reports

Mr. Brooks provided an update on the fund balance reports through April. He noted that the duplicated Phinney expenditure that showed up after the Treasurer wired funds had been corrected by that office. Mr. Joerg asked if revenue at Meri Lou Murray Recreation Center was on target to return to pre-pandemic levels. Mr. Brooks responded that it was possible, but unlikely, and would require more business in the fourth quarter than we saw in 2019.

It was moved by Mr. Joerg, seconded by Mr. Marans, to receive and file the fund balance reports for April 2024 as submitted. All ayes, the motion was approved.

C. Revenue Reports

Mr. Brooks presented the revenue reports graphs for each facility.

It was moved by Mr. Pratt, seconded by Ms. Scott, to receive and file the Revenue Reports for the month of April. All ayes, the motion was approved.

7. Old Business

A. Director's Comments

Mr. Vaughn provided updates on the ERC project. He noted that County Administration would be contracting for demolition of the Cheney site.

Ms. Bonfiglio briefed the Commission on the Comprehensive Master Plan process and noted that the June WCPARC meeting will focus mainly on the Master Plan and that the meeting itself will need to be extended to accommodate the additional information.

She also provided an update on a partnership project with the Washtenaw Intermediate School District for communication board signage at a few park playground locations. The work is being coordinated with the WISD to help foster communication for pre-verbal/verbal children and highlight the developmental benefits of play.

Ms. Bonfiglio noted that there has been a delay in construction on the Title IX project and that the Grand Opening has been moved to August 28, 2024. Mr. Sanderson updated the Commission on a variety of B2B status updates including the Barton-Bandemer Tunnel project.

B. HCMA Ancillary Trail Features Agreement

Mr. Sanderson provided a presentation on the Ancillary Trail Features Agreement with Huron Clinton Metropolitan Authority (HCMA). He noted that as part of the agreement, HCMA would be responsible for day-to-day maintenance while WCPARC will be responsible for larger scale replacement projects as they become needed.

It was moved by Mr. Joerg, seconded by Ms. Scott, to authorize the execution of Border-to-Border Trail Ancillary Trail Features Development, Repair, Maintenance and Use Agreement with Huron Clinton Metropolitan Authority (HCMA). Roll call vote, 7 ayes, 0 nays, 3 absent (Ezekiel, McKinney and Scribner), the motion was approved.

C. Meri Lou Murray Digital Sign Approval

Mr. Vaughn reported on the proposed contract with Valley City Sign for the new sign at the corner of Platt and Washtenaw and pointed out its anticipated location. Mr. Joerg indicated that he was concerned that the proposed sign may be too small.

It was moved by Mr. Rabhi, seconded by Ms. Scott, to authorize the contract with Valley City Sign to fabricate and install signs for Meri Lou Murray Recreation Center in the amount of \$74,994. Roll call vote, 7 ayes, 0 nays, 3 absent (Ezekiel, McKinney and Scribner), the motion was approved.

D. Other Old Business

None.

8. New Business

None.

9. Commissioners Comments

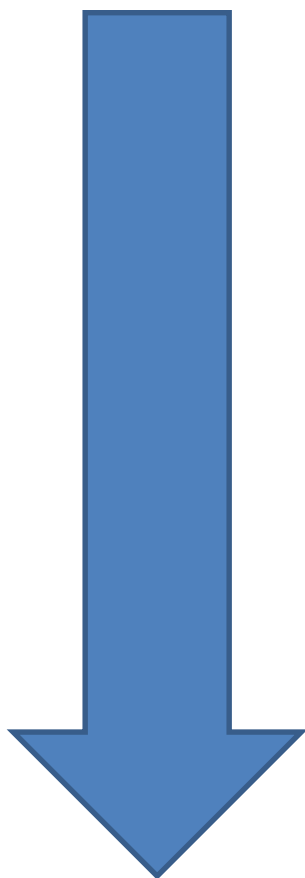
Ms. Scott reported that she recently attended the Midwestern Rowing Championship with 55 teams and over 8,500 in attendance at Kensington Metroparks. Mr. Rahbi mentioned that Concordia University may be interested in a rowing partnership with County Parks as they have some property on the Huron River.

10. Adjournment

It was moved by Mr. Joerg, seconded by Mr. Rabhi, to adjourn. All ayes, the motion was approved.

The meeting adjourned at 3:19 p.m.

Communications, Projects & Activities



5.29.24

Coy,

THANK YOU SO MUCH FOR ALLOWING
US TO HOLD GARY'S MEMORIAL AT
SHARON MILLS. YOU AND THOMAS HAVE
BEEN SO HELPFUL AND GENEROUS
THROUGHOUT. THE FAMILY IS VERY
GRATEFUL FOR YOUR CONTRIBUTION
TO THIS CELEBRATION OF GARY'S LIFE.

WITH WARM REGARDS,
DEB & THE ENTIRE
COOPER FAMILY

MAY 2024 NEWS COVERAGE

Ann Arbor Observer – Water Warriors, 4/26/2024 - <https://annarborobserver.com/water-warriors/>

mLive - County lines up purchase, demolition of Ypsilanti-area school for \$30M rec center project, 5/2/2024 - <https://www.mlive.com/news/ann-arbor/2024/05/county-lines-up-purchase-demolition-of-ypsilanti-area-school-for-30m-rec-center-project.html>

The Manchester Mirror - Organizers getting ready for 58th Annual Manchester Canoe and Kayak Race!, 5/6/2024 - <https://themanchestermirror.com/2024/05/06/organizers-getting-ready-for-58th-annual-manchester-canoe-and-kayak-race/>

The Sun Times - “Fix the Dang Gravel Roads” Event Brings Awareness to Conditions, 5/10/2024 - <https://thesuntimesnews.com/fix-the-dang-gravel-roads-event-brings-awareness-to-conditions/>

mLive - Amtrak, Ann Arbor reach agreement on \$4.6M tunnel pathway under railroad, 5/10/2024 – <https://www.mlive.com/news/ann-arbor/2024/05/amtrak-ann-arbor-reach-agreement-on-46m-tunnel-pathway-under-railroad.html>

The Sun Times - A Community Effort is Needed to Reimagine TimberTown in Chelsea, 5/19/2024 – <https://thesuntimesnews.com/a-community-effort-is-needed-to-reimagine-timbertown-in-chelsea/>

mLive – See which tax proposals are headed to Washtenaw County voters during Aug. 6 election, 5/28/2024 - <https://www.mlive.com/news/ann-arbor/2024/05/see-which-tax-proposals-are-headed-to-washtenaw-county-voters-during-aug-6-election.html>

Meghan Bonfiglio

From: Coy Vaughn
Sent: Thursday, May 23, 2024 10:20 AM
To: Rhonda Bouma
Cc: Meghan Bonfiglio
Subject: FW: \$345,000.

FYI – well done!

From: JANICE ANSCHUETZ <janschuetz@comcast.net>
Sent: Thursday, May 23, 2024 9:35 AM
To: Coy Vaughn <vaughnc@washtenaw.org>
Subject: \$345,000.

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Coy, I am sure that you, Rhonda and the WCPRC would want to know that the HSHV raised \$345,000. much needed money to help animals and people in need. Thank you so much for all that you do to be a major part of this great event. I am sure that I can help round up volunteers to man a WPRC tent for next year's event. When I've done this before at other Walk n' Wag n' Run events there was a lot of interest in our parks, nature preserves, the Mary Lou Murry Center, B2B trail and so forth. Looking forward to the concert in the park on Saturday. So far I haven't seen much advertisement for it but usually word of mouth works too.



Free Fitness Class Week!

6/16 – 6/22

All classes offered at no cost to Meri Lou Murray members, fitness participants, and guests!

**Virtual classes can be accessed via Zoom: www.zoom.us
Click "Join a meeting" and enter the Webinar ID and Passcode**

Sunday

11:00am: Zumba Toning (Outdoor – Jayne)

Monday

9:00am: Basic Aerobics (Hybrid – Mayra)

Webinar ID: 880 6119 5684 Passcode: 860793

10:30am: Pilates (Hybrid – Wendy)

Webinar ID: 824 4637 0177 Passcode: 547788

5:00pm: Cardio Drumming (In Studio – Lisa M.)

6:00pm: Zumba Fitness (Hybrid – Yuying)

Webinar ID: 879 3415 4454 Passcode: 898297

Tuesday

7:00am: Step & Strength (In Studio – Joanne)

8:30am: Strength & Balance (In Studio – Colleen)

9:30am: Tai Chi (Outdoors – Lisa T.)

4:15pm: Zumba Step (In Studio – Jayne)

Wednesday

10:30am: Pilates on the Ball (Hybrid – Wendy)

Webinar ID: 857 0847 0738 Passcode: 353744

5:00pm: Studio Cycling (In Studio – Colleen)

6:00pm: Zumba Fitness (Outdoor – Jayne)

7:10pm: Judo (In Studio)

Thursday

9:00am: Global Fitness (Outdoor – Mayra)

11:00am: Stretch & Strengthen (Hybrid – Karyn)

Webinar ID: 839 3093 2859 Passcode: 461705

Friday

10:30am: Zumba Gold (Hybrid – Jayne)

Webinar ID: 878 4989 5487 Passcode: 279156

5:30pm: Yin Yoga (In Studio – Lisa T.)

6:40pm: Power Flow (Hybrid – Yuying)

Webinar ID: 813 5776 8147 Passcode: 872435

Saturday

8:05am: Step & Strength (In Studio – Joanne)

11:00am: Zumba Fitness (Hybrid – Jayne)

Webinar ID: 824 6945 5312 Passcode: 721178

12:15pm: Stretch & Strengthen (Virtual – Mayra)

Webinar ID: 857 8960 2386 Passcode: 012176

12:15pm: Beginner Judo (In Studio)

1:15pm: Intermediate Judo (In Studio)



Digital Report - May 2024

This monthly report will highlight our social media outreach, website analytics, newsletters, items in the news, and recent snapshots around the parks.

Monthly comparisons will be used to track data and improve our outreach.

Useful definitions for this report

Impressions

A Facebook metric related to the visibility of our posts is referred to as impressions. Impressions measure the number of times our posts were seen. That includes if one post was seen multiple times by a single user.

Engagement

Engagement measures the number of times someone took action on our posts. That could mean clicking a link, sharing our post, making a reaction or leaving a comment.



Digital Report - May 2024

SOCIAL MEDIA

Profile	Audience	Net Audience Growth	Published Posts	Impressions	Engagements
Reporting Period	44,972	2,539	77	1,542,434	76,269
May 1, 2024 – May 31, 2024	↗ 6%	↗ 678.8%	↗ 148.4%	↗ 1,632.8%	↗ 1,751.2%
Compare to	42,433	326	31	89,013	4,120
Apr 1, 2024 – Apr 30, 2024					
Blue Heron Bay	2,278	16	0	1,165	0
Independence Lake Co...	3,286	14	11	19,280	348
Meri Lou Murray Recre...	1,768	0	1	1,767	24
Pierce Lake Golf Course	1,257	4	0	8,532	0
Rolling Hills County Park	25,895	2,393	29	1,455,653	73,382
Washtenaw County Par...	7,064	98	16	50,200	2,222

Instagram

Rolling Hills

Total Followers

This Month	Last Month	Last Year
1,389	1,356	

Top Post - Turn up the water!
How many people reacted to posts

This Month	Last Month	Last Year
83	35	31

Instagram

WCPARC

Total Followers

This Month	Last Month	Last Year
3,424	3,410	2,383

Top Post - Wetlands Month
How many people reacted to posts

This Month	Last Month	Last Year
70	22	



Digital Report - May 2024

Facebook/Instagram - Top Posts

Rolling Hills Post



f Rolling Hills County P...

Sat 5/25/2024 12:34 pm PDT

It's been a beautiful opening day!
We're open 12pm-7pm all weekend!



<u>Total Engagements</u>	59,024
<u>Reactions</u>	4,880
<u>Comments</u>	2,997
<u>Shares</u>	2,210
<u>Post Link Clicks</u>	3
<u>Other Post Clicks</u>	48,934

WCPARC Post



f Washtenaw County Pa...

Mon 5/6/2024 10:42 am PDT

May is American Wetlands Month, a
time to show appreciation for some
of our most important ecosystems!...



<u>Total Engagements</u>	1,527
<u>Reactions</u>	178
<u>Comments</u>	10
<u>Shares</u>	20
<u>Post Link Clicks</u>	—
<u>Other Post Clicks</u>	1,319



Digital Report - May 2024

Website, Newsletter, News

Website Statistics

washtenaw.org/parks

Total Page Visits	This Month	Last Month	. Last Year
	42,740	17,737	20,418

Most popular pages

Title URL		Page views % of total	Visits % of total
Rolling Hills Water Park Washtenaw County, MI https://www.washtenaw.org/638/Rolling-Hills-Water-Park		20,903 22.2%	16,705 39.1%
Online Tickets Washtenaw County, MI https://www.washtenaw.org/2851/Online-Tickets		9,741 10.3%	8,179 19.1%
Park Rates Washtenaw County, MI https://www.washtenaw.org/2254/Park-Rates		5,879 6.2%	5,176 12.1%
Meri Lou Murray Recreation Center Washtenaw County, MI https://www.washtenaw.org/497/Meri-Lou-Murray-Recreation-Center		3,929 4.2%	3,069 7.2%
Rolling Hills Park Hours Washtenaw County, MI https://www.washtenaw.org/2253/Park-Hours		3,316 3.5%	2,912 6.8%

Monthly Newsletter

WCPARC 43% open rate

Newsletter via MailChimp

Sent to	Opened	Clicks
30,882	13,183	1,312

Newsletter non MailChimp

Sent to	Opened	Clicks
1,203	N/A	

B2B Trail bridge install at Delhi Metropark





Washtenaw County Parks and Recreation Commission

MEMORANDUM

To: Washtenaw County Parks and Recreation Commission
From: Coy P. Vaughn, Director
Date: June 11, 2024
Re: Budget Adjustments – June 2024

Background

The requested budget adjustments for June 2024 represent two outstanding items and are necessary to ensure that the Parks & Recreation Fund (2080) does not exceed the approved expenditure amount in total during fiscal year 2024. The first of these items represents the slower than anticipated delivery of turf equipment previously approved for purchase by the Washtenaw County Parks and Recreation Commission (WCPARC) at Pierce Lake Golf Course (PLGC). The second is reimbursement for phase II of the Consumers Energy project to construct a pipeline which required rerouting and then replacement of a section of the Border-to-Border (B2B) Trail.

Discussion

The first of the two items for which we respectfully request a budget adjustment is the turf equipment at PLGC. In August 2022, WCPARC authorized the purchase of a new fleet of turf equipment at Pierce Lake Golf Course. The total amount approved for equipment was \$663,178. Purchase order #20230001 was established in that amount, but WCPARC did not take possession of the full order in 2023. Of the original order, \$384,298 was spent in 2023, leaving a remaining \$278,880, which will impact the 2024 budget.

The second budget adjustment is due to the Consumers Energy Pipeline Project. Washtenaw County Parks and Recreation (WCPARC) owns the B2B Trail, so Consumers Energy can only reimburse WCPARC for work to reconstruct the trail. Since Huron Waterloo Pathways Initiative (HWPI) agreed to contract for the completion the project, WCPARC agreed to reimburse HWPI and then be reimbursed by Consumers Energy. Recently, we received an invoice from HWPI in the amount of \$85,891. This invoice represents the expenses incurred by HWPI for their contractual obligations with Doan Construction related to reconstruction of the trail along M-52.

Recommendation

It is my recommendation that the Washtenaw County Parks and Recreation Commission authorize a budget adjustment to increase the 2024 Parks Fund Budget in alignment with the table below.

Fund	Account	Type	Title	Amounts
Parks & Rec	20807500.679300	Revenue	Planned Use of Fund Bal	\$278,880
Parks & Rec	20807590.962000	Expenditure	Machinery & Equip	\$278,880
Parks & Rec	20807500.670400	Revenue	Reimbursement	\$85,891
Parks & Rec	20807500.801500	Expenditure	Consult/Contracts	\$85,891



Washtenaw County Parks and Recreation Commission

MEMORANDUM

To: Washtenaw County Parks and Recreation Commission
From: Coy P. Vaughn, Director
Date: June 11, 2024
Re: MLM Recreation Center Natatorium: Contract Amendment

Background

In 2017, a structural inspection was completed for the exterior southern glass block wall in the pool facility at the MLM Recreation Center after staff noticed cracks and leaks developing in some of the glass blocks. Subsequent repairs were made to the wall with the understanding that more extensive repair would be required in the future. In June 2020, a feasibility study was completed by IDS which included community engagement and proposed facility renovations. At the time, discussions focused on replacing the glass block wall when other renovations to the building were done. Due to the financial impact of the pandemic and subsequent closures for the MLM Recreation Center, renovations have not started on the building.

Discussion

In December 2023, the Parks Commission approved a contract with JFR Architects to complete construction documents for the release of a Request for Proposal, receive bids for the project, and provide construction oversight. The contract approval in December 2023 included:

Table 1: Architectural and Engineering Services Costs

Architectural and Engineering for Glass Block Wall and family locker room addition	\$71,520
Additional architectural and engineering work for alternate items	\$60,366
Construction observation and bidding	\$21,096
Total JFR Architects contract award	\$152,982

When the contract was approved, the schematic designs identified the addition of 2 family changing rooms with toilets, sinks, and showers for improved accessibility to the pool, a needed renovation that was noted during the 2020 feasibility study and community engagement process. With further investigation, site visits and meetings with staff, it has been determined that a total of 4 family changing rooms could be added adjacent to the pool. In addition, with renovations to the existing locker rooms, 2 saunas could be added, which was also noted as a high priority during the 2020 community engagement process.

In addition, it has been determined that it is possible to place the new boiler system that will heat the existing natatorium and swimming pool water on the west side of the building instead of the current configuration on the roof. This will eliminate the need for additional structural support on the roof and the need for a crane for installation, reduce the cost of installation, and will make repairs and ongoing maintenance easier and better accessibility.

All of these elements will require additional costs for mechanical engineering, aquatics/pool consultants and architectural design for an additional \$21,498, as outlined below.

Table 2: Additional Scope

Current Contract	\$152,982
Additional architectural and engineering work	\$ 21,498
Total JFR Architects contract award	\$174,480

Recommendation

Based on the needed repairs and additional elements to meet the community needs, I recommend the Washtenaw County Parks and Recreation Commission authorize a contract amendment in the amount of \$21,498 with JFR Architects to complete the set of construction documents for renovations to the MLM Recreation Center Natatorium as outlined in the memo, for a total contract amount of \$174,480



Washtenaw County Parks and Recreation Commission

MEMORANDUM

To: Washtenaw County Parks and Recreation Commission
From: Coy P. Vaughn, Director
Date: June 11, 2024
Re: USDA-NRCS Grant – Regional Conservation Partnership Program (RCPP)

Background

The Regional Conservation Partnership Program (RCPP) is a grant opportunity under USDA-Natural Resource Conservation Service (NRCS) to coordinate with other local preservation partners to secure funding for implementation of conservation practices on farmland and purchase of easements through NRCS. Funding for the RCPP program is separate from funding the state selection of NRCS – ACEP grants, so would provide additional matching funds for the purchase of agricultural conservation easements.

To date, Washtenaw County Parks has been a partner on 3 RCPP grants: 1.) a Legacy-led RCPP grant in partnership with Huron Watershed Council, Ducks Unlimited, and the Greenbelt, 2.) a Greenbelt led RCPP grant, in partnership with Legacy Land Conservancy, Southeast Michigan Land Conservancy, Scio Township, Ann Arbor Township, Augusta Township; and 3.) a 2nd Greenbelt led RCPP in partnership with Legacy, and Scio, Webster and Ann Arbor Townships. The grant awards are for 5 years to fund Agricultural Conservation Easement Program (ACEP) Agricultural Easements. Two of the RCPP grants have been completed.

Discussion

Legacy Land Conservancy is planning to submit a new RCPP grant application, due in July 2024 that would be in effect 2025 – 2029. The Southeast Michigan Conservation Cooperative RCPP spans Washtenaw, Livingston, Lenawee, Jackson, and Wayne Counties in Michigan with the goal to protect an additional 3,000 acres of farmland and woodlands over the five-year grant period. Legacy is asking for \$25,000,000 to achieve this goal, with over \$18,000,000 of that going to purchase conservation easements on agricultural and wooded lands. The project also aims to hold conversations with other municipalities on millages and ordinances to maximize conservation funding, put together conservation focused landowner toolkits similar to Washtenaw's toolkit in the other four counties, and work with MI Farmlink to do targeted outreach about the tools and resources to a broader range of producers.

If awarded RCPP grant funds, properties would be evaluated and prioritized by ALPAC annually, and properties will be brought to the Parks Commission for approval.

If this RCPP proposal is selected for funding, Washtenaw County Parks & Recreation Commission will provide financial contribution of \$2,000,000 over 5 years to this project as match to USDA grant funds. The ALPAC annual budget for the purchase of agricultural conservation easements is approximately \$900,000. If awarded, the RCPP will allow ALPAC to leverage those dollars. Our portion of this request is consistent with previous RCPP grant submittals. Our expected contributions include:

Partner Name	Amount (\$)	Description
Washtenaw County Parks & Recreation Commission	\$2,000,000	ALPAC contribution towards RCPP Easement acquisitions
Washtenaw County Parks & Recreation Commission	\$60,000	Project due diligence expenditures, such as appraisals, surveys, environmental site assessments, title work, etc.
Matching funds requested	\$2,000,000	Requested match from USDA

Legacy will be notified next year if the grant will be awarded. At the time, further negotiations will take place based on the awarded amount. In addition, the matching funds for RCPP easement acquisitions is consistent with a five year projection of USDA grant requests historically made by WCPARC. This however, would not preclude WCPARC from applying for additional USDA grant funds through the annual state cycle if sufficient funds are available for ALPAC.

Recommendation

After review of the RCPP grant, I recommend that the Washtenaw County Parks and Recreation Commission commits to the RCPP partnership grant as outlined above.



Washtenaw County Parks and Recreation Commission

May 2024 - Claims Report

PARK / FACILITY / FUNCTION	UTILITIES	DIRECT PURCHASES	OTHER	TOTAL
Administration	\$ 1,104.17	\$ 14,771.64	\$ 169,042.96	\$ 184,918.77
Recreation Center	21,284.84	4,717.89	24,601.44	50,604.17
Park Maintenance	971.63	7,438.02	7,075.49	15,485.14
Pierce Lake Golf Course	1,615.26	7,612.68	35,535.45	44,763.39
Independence Lake	1,672.81	4,113.21	16,192.06	21,978.08
Rolling Hills	6,535.04	13,707.79	38,723.08	58,965.91
Parker Mill	32.82	-	33.00	65.82
Sharon Mills	168.82	-	1,692.29	1,861.11
Staebler Farm	1,425.70	3,015.28	15,959.14	20,400.12
Swift Run Dog Park	-	-	-	-
Capital Improvement	-	-	76,721.50	76,721.50
Committed Funding Partnerships	-	-	15,000.00	15,000.00
Commission	-	-	-	-
SUBTOTAL	\$ 34,811.09	\$ 55,376.51	\$ 400,576.41	\$ 490,764.01
 Road Millage Fund	 -	 -	 676,656.09	 676,656.09
SUBTOTAL	\$ -	\$ -	\$ 676,656.09	\$ 676,656.09
 Natural Areas Preservation Program				
Acquisition	\$ -	\$ -	\$ 1,449.00	\$ 1,449.00
Preserve Management	-	4,456.89	5,024.34	\$ 9,481.23
NATAC	-	-	-	\$ -
Acquisition	\$ -	\$ -	\$ 8,235.00	\$ 8,235.00
Annual Monitoring	-	-	-	\$ -
ALPAC	-	-	-	-
SUBTOTAL	\$ -	\$ 4,456.89	\$ 14,708.34	\$ 19,165.23
 TOTAL	\$ 34,811.09	\$ 59,833.40	\$ 1,091,940.84	\$ 1,186,585.33

It was moved by _____ and supported by _____
to approve payment of claims in the amount of.....

\$ 1,186,585.33

WASHTENAW COUNTY PARKS AND RECREATION COMMISSION
FUND BALANCE STATEMENT - MAY 31, 2024

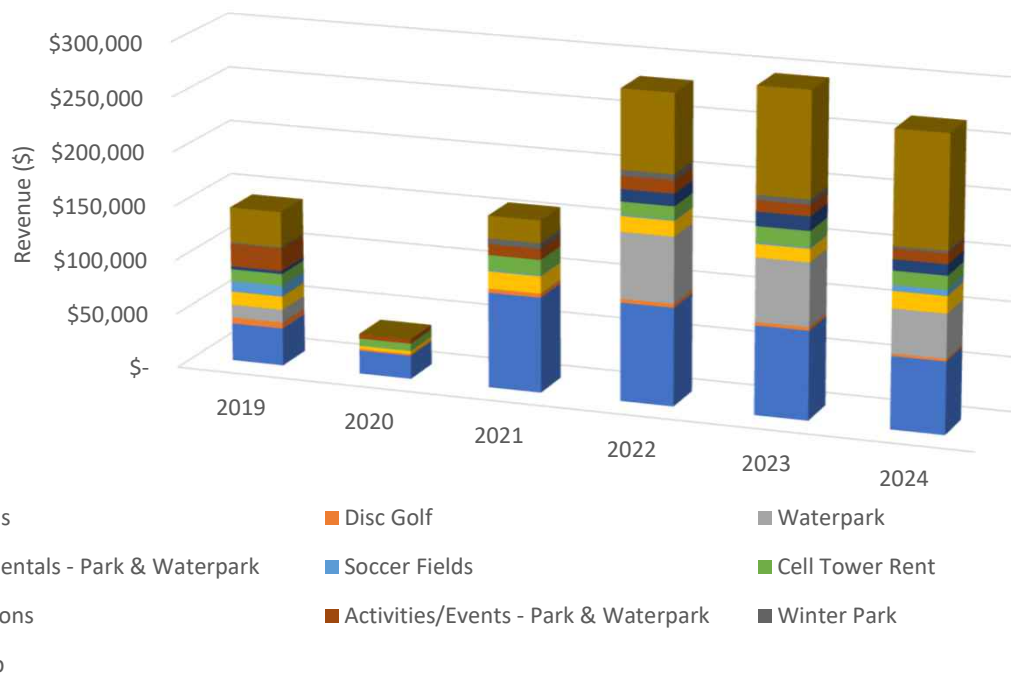
Beginning Fund Balance (1/1/24)	13,802,302	42%	YTD % Budget	
Revenue (Budget)		Revenue (Actual)		Variance
Property Tax	9,798,849	9,701,148	99%	(97,701)
State Grant Funds	-	-		-
Fees & Services	4,415,000	1,376,804	31%	(3,038,196)
Interest Earnings	300,000	319,677	107%	19,677
Other Revenue & Reimb.	<u>30,000</u>	<u>89,752</u>	299%	<u>59,752</u>
Total Revenue	14,543,849	11,487,381	79%	(3,056,468)
Expense (Budget)		Expense (Actual)		Variance
Personnel Services	(7,558,812)	(2,456,983)	33%	5,101,829
Supplies & Other Services	(2,994,100)	(1,077,265)	36%	1,916,835
Internal Service Charges	(1,182,210)	(488,576)	41%	693,634
Capital				
Land Acquisition	-	-	-	-
CIP/Development	(3,100,000)	(153,906)	5%	2,946,094
Contingency	(200,000)	(14,144)	7%	185,856
Machinery & Equipment	<u>(518,450)</u>	<u>(548,678)</u>	106%	<u>(30,228)</u>
Capital Subtotal	(3,818,450)	(716,728)	19%	3,101,722
Transfers Out	(1,200,000)	-		
Total Expense	<u>(16,753,572)</u>	<u>(4,739,552)</u>	28%	10,814,020
Surplus/(Deficit)	(2,209,723)	6,747,829		
Operating Reserve	(9,798,849)	(9,798,849)		
2024 Funding Commitments (Partnerships)	<u>(4,780,000)</u>	<u>-</u>		
	(14,578,849)	(9,798,849)		
Projected Fund Balance (12/31/24)	<u>6,812,579</u>	<u>20,550,131</u>		

WASHTENAW COUNTY PARKS AND RECREATION COMMISSION
NATURAL AREAS PRESERVATION PROGRAM
FUND BALANCE STATEMENT - MAY 31, 2024

Beginning Fund Balance (1/1/24)	9,421,113		42%	YTD % Budget	
Revenue (Budget)		Revenue (Actual)			Variance
Property Tax	5,190,155	5,162,381		99%	(27,774)
Federal Revenue	-	-			-
Interest Earnings	100,000	213,641		214%	113,641
Other Revenue & Reimb.	<u>5,000</u>	<u>-</u>		0%	<u>(5,000)</u>
Total Revenue		5,295,155		5,376,021	102% 80,866
Expense (Budget)		Expense (Actual)			Variance
Personnel Services	(815,111)	(266,275)		33%	548,836
Supplies & Other Services	(604,200)	(72,721)		12%	531,479
Internal Service Charges	(31,532)	(17,155)		54%	14,377
Capital					
Land Acquisition	(2,900,000)	(372,911)		13%	2,527,089
Land Development	-	-			-
Machinery & Equipment	<u>(50,000)</u>	<u>(1,705)</u>		3%	<u>48,295</u>
Capital Subtotal	(2,950,000)	(374,615)		13%	2,575,385
Total Expense		<u>(4,400,843)</u>		<u>(730,767)</u>	17% 3,670,076
Surplus/(Deficit)		894,312		4,645,254	
Projected Fund Balance (12/31/24)		<u>10,315,425</u>		<u>14,066,367</u>	

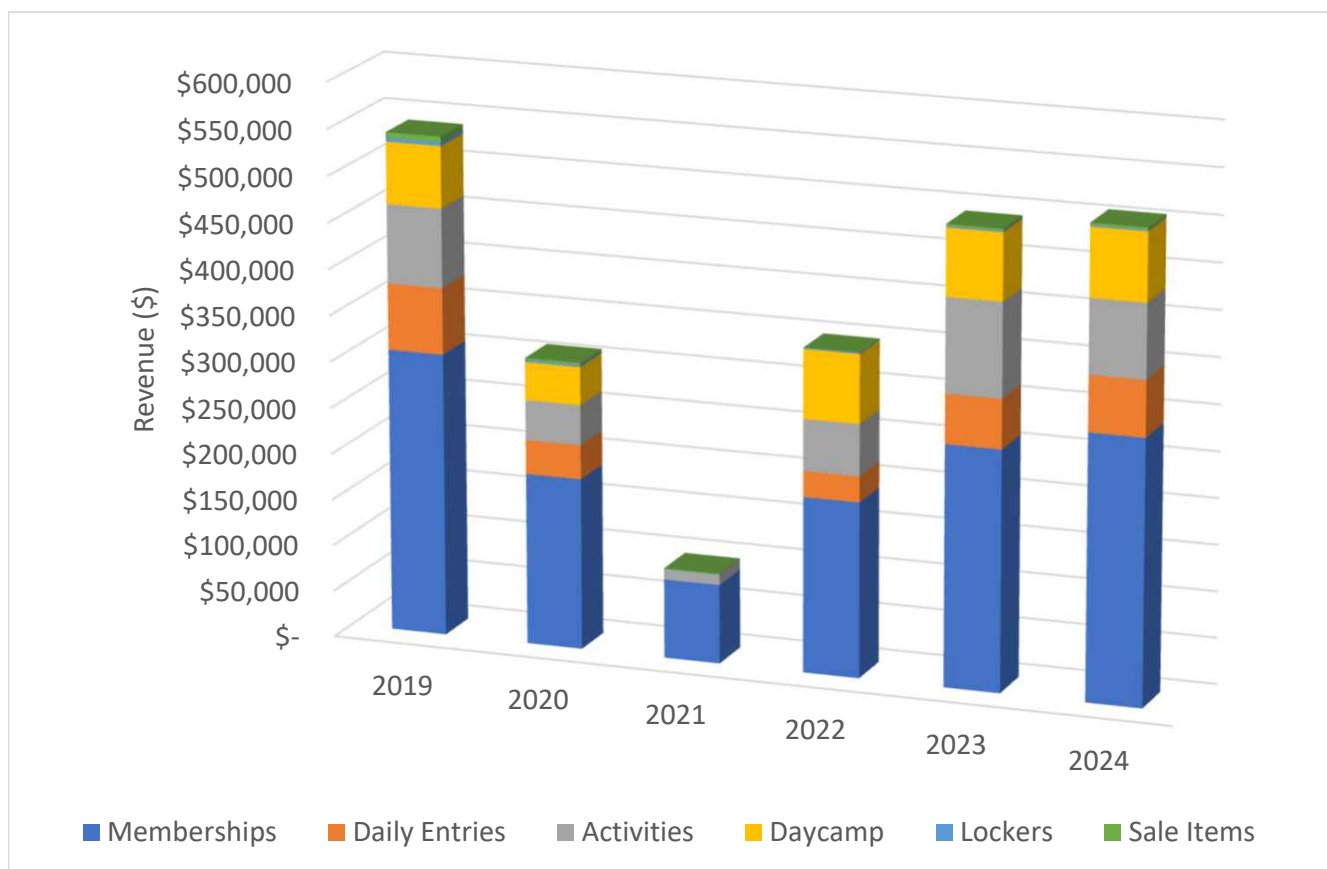
Rolling Hills County Park Revenue Report - May

	2019	2020	2021	2022	2023	2024
Gate Fees	\$ 34,533	\$ 21,395	\$ 87,156	\$ 90,059	\$ 81,433	\$ 66,229
Disc Golf	\$ 5,726	\$ 1,518	\$ 3,814	\$ 3,542	\$ 3,294	\$ 2,299
Waterpark	\$ 11,841	\$ 20	\$ (60)	\$ 60,739	\$ 57,980	\$ 40,345
Facility Rentals - Park & Waterpark	\$ 12,283	\$ 2,880	\$ 15,830	\$ 14,240	\$ 12,240	\$ 15,695
Soccer Fields	\$ 9,965	\$ 100	\$ 950	\$ 1,000	\$ 1,050	\$ 5,305
Cell Tower Rent	\$ 11,009	\$ 6,777	\$ 14,030	\$ 12,030	\$ 14,811	\$ 12,763
Concessions	\$ 2,778	\$ -	\$ 42	\$ 11,323	\$ 12,898	\$ 10,124
Activities/Events - Park & Waterpark	\$ 21,077	\$ 4,173	\$ 10,082	\$ 12,012	\$ 10,530	\$ 9,569
Winter Park	\$ 1,218	\$ -	\$ 5,088	\$ 5,245	\$ 4,600	\$ 2,180
Daycamp	\$ 32,426	\$ -	\$ 20,655	\$ 72,712	\$ 96,701	\$ 103,534
Totals:	\$ 142,856	\$ 36,863	\$ 157,587	\$ 282,902	\$ 295,536	\$ 268,043



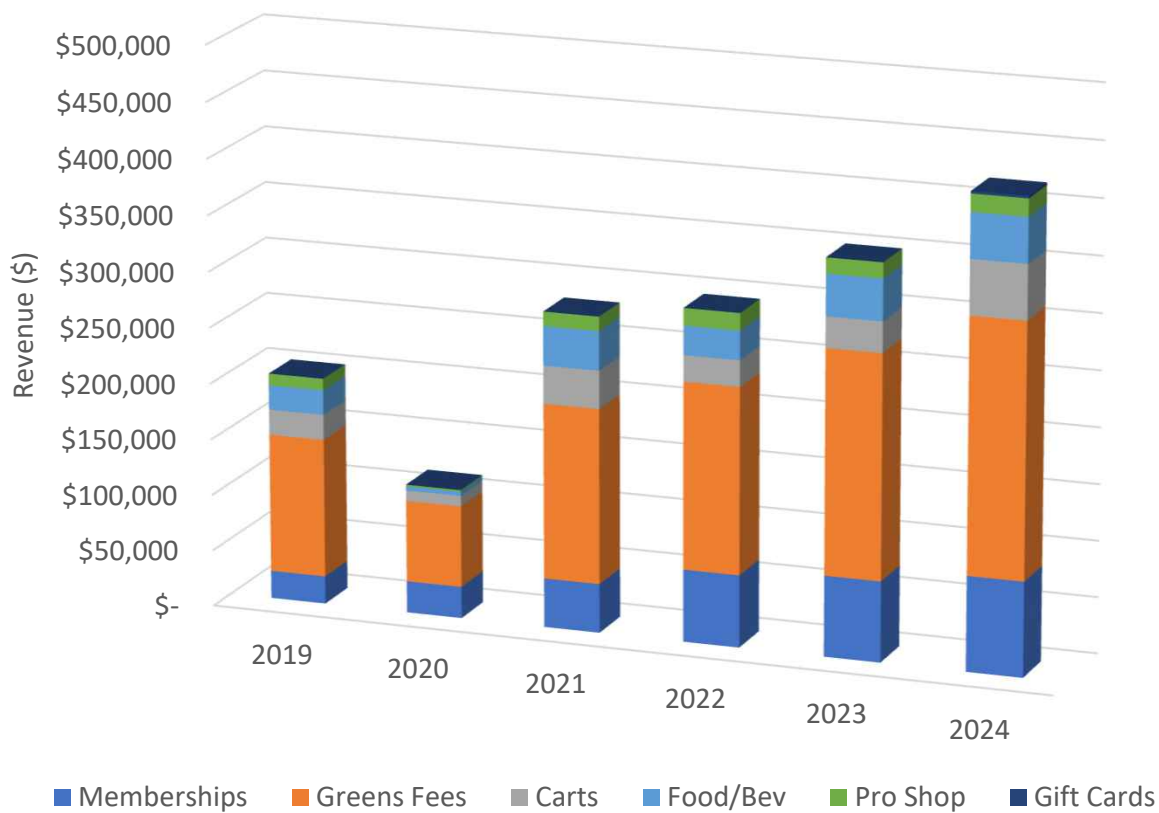
Meri Lou Murray Recreation Center Revenue Report - May

	2019	2020	2021	2022	2023	2024
Memberships	\$ 305,660	\$ 184,992	\$ 85,309	\$ 189,610	\$ 260,879	\$ 287,808
Daily Entries	\$ 71,853	\$ 36,825	\$ 6	\$ 28,020	\$ 53,844	\$ 60,826
Activities	\$ 85,494	\$ 43,249	\$ 10,976	\$ 55,842	\$ 102,224	\$ 80,731
Daycamp	\$ 67,136	\$ 41,130	\$ -	\$ 74,639	\$ 72,983	\$ 74,504
Rentals	\$ 4,388	\$ 2,494	\$ 300	\$ -	\$ -	\$ -
Lockers	\$ 4,298	\$ 2,267	\$ 370	\$ 1,390	\$ 1,623	\$ 1,536
Vending	\$ 774	\$ 558	\$ -	\$ -	\$ -	\$ -
Sale Items	\$ 5,835	\$ 2,220	\$ 783	\$ 36	\$ 2,023	\$ 2,406
Totals:	\$ 545,438	\$ 313,734	\$ 97,744	\$ 349,537	\$ 493,575	\$ 507,811



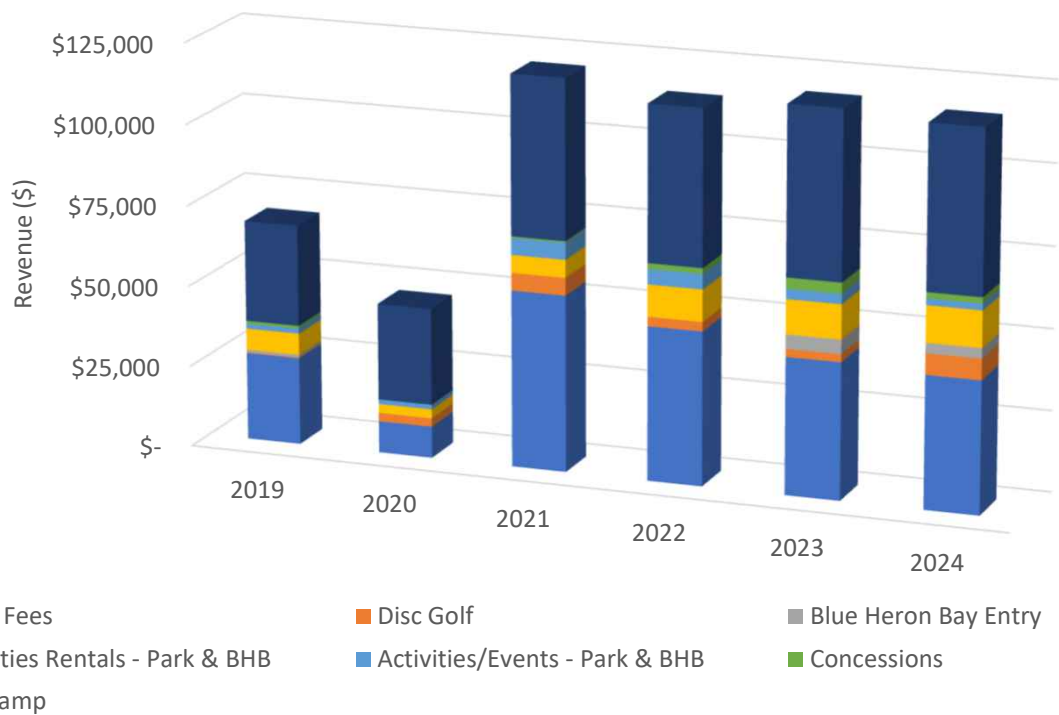
Pierce Lake Golf Course Revenue Report - May

	2019	2020	2021	2022	2023	2024
Memberships	\$ 24,625	\$ 28,050	\$ 43,602	\$ 64,375	\$ 71,925	\$ 84,720
Greens Fees	\$ 123,178	\$ 72,423	\$ 155,887	\$ 166,538	\$ 200,292	\$ 227,195
Carts	\$ 22,524	\$ 9,422	\$ 33,892	\$ 23,354	\$ 27,559	\$ 48,899
Food/Bev	\$ 22,066	\$ 3,623	\$ 34,868	\$ 26,009	\$ 37,298	\$ 40,504
Pro Shop	\$ 10,354	\$ 1,573	\$ 12,913	\$ 15,464	\$ 14,038	\$ 15,809
Gift Cards	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,066
Totals:	\$ 202,747	\$ 115,091	\$ 281,162	\$ 295,740	\$ 351,112	\$ 419,193



Independence Lake County Park Revenue Report - May

	2019	2020	2021	2022	2023	2024
Gate Fees	\$ 26,947	\$ 9,729	\$ 54,508	\$ 47,564	\$ 42,322	\$ 41,039
Disc Golf	\$ 222	\$ 2,606	\$ 5,432	\$ 2,922	\$ 2,462	\$ 6,542
Blue Heron Bay Entry	\$ 852	\$ -	\$ -	\$ (100)	\$ 4,383	\$ 3,165
Facilities Rentals - Park & BHB	\$ 6,625	\$ 2,820	\$ 5,530	\$ 9,870	\$ 10,720	\$ 11,310
Activities/Events - Park & BHB	\$ 1,602	\$ 1,425	\$ 5,175	\$ 4,755	\$ 3,160	\$ 2,035
Concessions	\$ 850	\$ -	\$ 508	\$ 1,733	\$ 3,377	\$ 1,886
Boat Rentals	\$ 253	\$ -	\$ 316	\$ 462	\$ 343	\$ 524
Daycamp	\$ 31,140	\$ 29,805	\$ 49,510	\$ 48,276	\$ 52,132	\$ 50,566
Totals:	\$ 68,491	\$ 46,385	\$ 120,979	\$ 115,482	\$ 118,898	\$ 117,066





Washtenaw County Parks and Recreation Commission

MEMORANDUM

TO: Washtenaw County Parks and Recreation Commission
FROM: Coy P. Vaughn, Director
DATE: June 11, 2024
RE: Project and Activities Update – May 2024

Park Facility Events and Projects

Independence Lake Park

- Independence Lake was randomly selected for a fish survey by MDNR. Fish nets were set out on May 6 and checked every morning until they were removed on May 9. Initial reports indicate the lake contains a variety of species, which appear to be healthy. The MDNR will notify staff when the data has been analyzed and report has been drafted.
- Visitors, including neighbors and Glow Disc Golf Night participants, were thrilled by seeing the Northern Lights over the lake on May 10.
- Naturalist volunteers found several white lady slipper orchids, a state threatened species, while exploring in the park.
- A new acid feeder was installed in the Blue Heron Bay Spray Park pump house.
- Operations staff shifted from hiring to training seasonal staff with orientation, job specific, CPR /First Aid and EAP trainings.
- Blue Heron Bay Spray Park and the beach opened Memorial Day weekend, but cool temperatures provided a slow start to the season.
- 144 players participated in the WC Glow Disc Golf Club tournament on May 25.
- Parks staff along with the JFR consultant team began working on design development documents for a new maintenance building. The team will be conducting multiple site visits to garner further information from staff regarding operational needs, as well as to gain a better understanding of the existing infrastructure.

Meri Lou Murray Recreation Center

- Spring II swim lessons began with long waitlists requiring the facility to add more classes and hire additional instructors.
- Two in-service trainings were held to prepare aquatics and day camp staff.
- Staff met with the Friends of Rutherford Pool to discuss this summer's collaborative efforts. MLMRC will again provide free swimming lessons for the adults that Rutherford Pool cannot accommodate.
- MLMRC completed hiring Day Camp Counselors and began their training.
- Multiple staff completed Narcan training to learn how to respond to victims of drug overdose.
- Some fitness classes were held in the outdoor studio, taking advantage of pleasant weather.
- Staff continues to work with the JFR consultant team on plans for improvements to the Natatorium, including replacing the existing glass block wall, adding family/universal+ changing

rooms and saunas, upgrading the electrical and mechanical infrastructure, and reconfiguring the existing lockers in both locker rooms.

Rolling Hills Park

- Operations staff conducted fourteen staff training sessions and Lifeguard EAP Trainings.
- Maintenance staff completed Water Park start-up and the facility passed Health Inspection with no contingencies.
- Staff partnered with several local businesses to collect gift cards for Seasonal Employee Excellence Awards throughout the summer.
- The park hosted disc golf tournaments on May 5 and 26.
- The park hosted Huron Valley Humane Society's Walk & Wag event on May 18. The event raised over \$345,000 and brought many new patrons to the park.
- Plunge Peak slide restoration project was completed on May 17.
- Construction was completed on the water feature replacement and leak repair in the main pool.
- Construction was completed on the Dogwood and Starling pavilions, which were available for rentals for opening weekend.
- The park was awarded a Phragmites Management grant from the Phragmites Adaptive Management Framework and the Great Lakes Commission.
- The park's Facebook page surpassed 25,000 followers.
- Bids were due on May 28 for the Lazy River Mechanical and Electrical Improvements RFP.
- Representatives from Aquatic Development Group (New York) visited the park on May 29 to inspect and submit a replacement proposal for the wave generator equipment.

Staebler Farm Park

- Remaining punchlist items on Blackbird Lodge are being addressed by the Contractor. Reseeding the turf and prairie areas was completed in May.
- Consultants from The Collaborative are finalizing Permit Documents for the Farmhouse Renovation project and plan to submit them in June to all applicable agencies. Technical specifications and RFP are being prepared for release for bids once permits are approved.
- Michigan Folk School: 210 students attended 31 classes including Hide Tanning, Basketry, Stained Glass, Cheese Making, Mushroom Identification, Handweaving, Kitchen Knife Skills.

Special Initiatives

Border to Border Trail (B2B)

- Title IX Plaza Project (adjacent to the B2B Trail in Dexter-Huron Metropark): Phoenix Construction is working to install the stone and paving elements.
- Segment DAA3 (Zeeb Road to Delhi Metropark): Bridge assembly and setting will occur in June with final paving, restoration, and closeout to occur shortly thereafter. It is anticipated that the segment will be open for use this summer.
- Segment CS2 (Wylie Road to Parker Road in Lima Twp): Bridge installation is planned for June and then the segment will be open to traffic.
- Segment CS3 (N. Territorial Road to Boyce Rd in Lyndon Twp):
 - o Installation of a concrete boardwalk continues. Concrete pouring, tree planting, and other work has been completed for the remainder of the 1.6-mile segment, which will be open for use this summer.
 - o Repair work has been completed on two segments of trail that experienced pavement failure and settling due to a large rain event last year.
- Segment DAA7 (Barton-Bandemer Tunnel and Trail, in partnership with the City of Ann Arbor):

- o Construction of the segment of trail from Barton Dam, heading east across the Barton Nature Area, is underway. Site grading is complete, and the contractor is installing the aggregate pavement base material. Project is anticipated to be completed this summer.
- o The project team has received six construction bids for the tunnel construction and is evaluating bids through the City's review process.
- Engineering and permitting are in various stages for the following trail segments:
 - o Segment DAA4 (Delhi Metropark to Wagner Road): Permit review at Amtrak in process.
 - o Segment DAA6 (Barton Dam to Maple Road): Stantec continues to develop the preliminary engineering plans.

Comprehensive Master Plan (CMP)

- Consultants and staff concluded public outreach sessions and have begun analyzing input.
- "My Social PinPoint" custom planning website, which provides an opportunity for general community input on the recreation plan concluded May 31 with around 2,000 participations.
- The consultants continue to work with Director Vaughn and Deputy Director Bonfiglio in developing the strategic plan portion of the CMP.

Natural Areas Preservation Program (NAPP)

Stewardship

- Staff planted 800 trees across nearly 20 acres at Trinkle Marsh, Baker Woods, Northfield Woods preserves and Staebler Farm and Sharon Mills parks. This work was funded through a grant obtained from the Michigan Department of Natural Resources Community Forestry Department.
- Burns were conducted at Independence Lake County Park and Miller-Smith, Burns-Stokes, and Sharon Short Hills preserves. Maintenance staff burned nearly 100 acres this past spring.
- A trail connecting Goodrich Preserve and the Horner woodlot to Marshal Nature and Freeman preserves was completed. This loop connects more than five miles of trails through nearly 300 acres of preserved forest.
- Entrance signs were placed along the southern side of Draper-Houston Meadows Preserve to increase visibility in the community.
- Many rare plants have already been identified at the newly acquired Cavanaugh Lake Preserve. The 40+ acre wetland appears to be healthy and quite diverse.
- Staff welcomed the Michigan Botanic Club to Sharon Mills County Park for a tour of the riverine fen and historic mill.
- LJ Construction has begun construction of the accessible trail and boardwalk at Highland Preserve in Superior Township.

Interpretive and Volunteer Programming

- 339 patrons attended nature programs, which consisted of mostly field trips for classes from AAPS, Dexter Schools, Lincoln Consolidated, Whitmore Lake, and private schools.
- 239 people volunteered 537 hours (a 33% increase over May 2023). Activities supported horticulture, stewardship, Photo Ambassadors, and Community Science programming. Two separate Eagle Scout projects completed boardwalk projects at Scio Woods Preserve managing issues with seasonal wetness along trails experiencing heavy use.

2024

Washtenaw County, MI

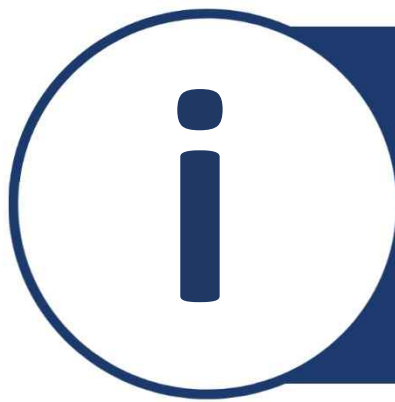
Parks Community Needs Assessment Survey

Findings Report



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Executive Summary

2024 Washtenaw County Parks Community Needs Assessment Executive Summary

Overview

ETC Institute administered a community needs assessment survey for Washtenaw County Parks and Recreation Commission during the months of winter 2024. This survey was used to gather input to help determine parks and recreation priorities for the community.

Methodology

ETC Institute mailed a survey packet to a random sample of households in Washtenaw County, which staff divided into seven pre-identified sub-areas based on census tract and geographical data. 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 *WashtenawCountySurvey.org*.

After the surveys were mailed, ETC Institute followed up with residents to encourage participation. To prevent people who were not residents of Washtenaw County 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 collect a minimum of 600 completed surveys, with goals set for the sub-areas in the county to ensure a statistically significant number of surveys were collected in each of the sub-areas. A total of 672 surveys were collected and the results were weighted to the population of each sub-area. The overall findings in this report are based on the survey results weighted to the population of each sub-area. Section 5 of this report contains cross-tabular data showing the overall results of each of the sub-areas based on the unweighted results which ensures the comparisons by geographic sub-area are statistically significant.

This report contains the following:

- Charts showing the overall results of the survey (Section 1)
- Priority Investment Rating (PIR) that identifies priorities for facilities and programs (Section 2)
- Benchmarks comparing data from Washtenaw County to national averages (Section 3)
- Weighted tabular data showing the results for all questions on the survey (Section 4)
- Unweighted cross-tabular data showing the results by the seven sub-areas (Section 5)
- Answers to open-ended questions (Section 6)
- A copy of the cover letter and survey instrument (Section 7)

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

Washtenaw County Parks, Facilities, and Green Space

Use of Parks. Respondents were asked to select all the parks their household had visited over the past year. Border-to-Border Trail (62%), County Farm Park (49%), and Rolling Hills County Park (40%) were selected most often. When asked to select the four facilities their household uses most often, Border-to-Border Trail (57%), County Farm Park (41%), Rolling Hills County Park (26%), and Parker Mill County Park (26%) were selected most often. The highest percentage of these respondents (35%) used facilities 1-3 times a month (32%) followed by less than once a month (31%).

Rating Facilities. Most respondents (91%) rated the overall physical condition of facilities they had visited as either “excellent” (33%) or “good” (58%).

Distance from Residence. Most respondents (62%) felt there were sufficient parks and green space areas within a 10-minute walk of their residence and 91% within a 15-minute drive.

Open Space Use. Respondents were asked to select the two open space options for acquiring and developing land for parks and recreation purposes their household would most support. Land should be acquired and improved for passive usage (69%) and for future generations (53%) were selected most often.

Communication Methods. Respondents report most often learning about Washtenaw County Parks from friends, family, and coworkers (53%), driving by the facility (51%), or the Washtenaw County Parks website (40%). Respondents would most prefer to receive information about the County’s parks via social media (43%), the Washtenaw County Parks eNewsletter (37%), and the Washtenaw County Parks website (34%).

Washtenaw County Programs

Program Participation. Twenty percent (20%) of respondents report participating in programs offered by Washtenaw County Community Schools and Recreation in the past year. Of those who did participate, over half (52%) participated in 2-3 programs. Most of these respondents (96%) rated the overall quality of programs as either “good” (62%) or “excellent” (34%).

Reasons for Participating. Respondents who report participating in programs offered by Washtenaw County Community Schools and Recreation were asked to select the top three reasons they chose to participate. Reasonable cost (62%), location of facility (47%), and family/friends participating (39%) were chosen most often.

Reasons for Participating. Respondents were asked to select the top three primary reasons their household chooses to participate in WCPARC programs. Relevant/interesting topics (41%), location of the program (38%), and quality of programs (26%) were selected most often.

Barriers to Participation. Respondents were asked to select the three top reasons their household does not choose to participate in programs or they feel their needs are not being met. Not knowing what is being offered (49%) was selected most often followed by no time to participate (28%), inconvenient program times (22%), and distance from residence (22%).

Preferred Times for Programs. On Saturdays, respondents would most prefer programs in the early afternoon between 12-3 (49%) followed by mornings (8-12) (48%) and afternoons (3-5) (48%). On weekdays, respondents most prefer programs in the early afternoon between 12-3 (47%) followed by afternoons (3-5) (45%) and mornings (8-12) (41%). On Sundays, respondents most prefer programs in the afternoons from 3-5 (31%), evenings (5-6) (30%), and afternoons (12-3) (29%).

Value of Recreation, Funding, and Improvements

Perception of Value. Over half of respondents (55%) said their household's perception of value either "significantly increased" (29%) or "somewhat increased" (26%) given the recent pandemic. Most respondents (79%) feel either "somewhat satisfied" (28%) or "very satisfied" (51%) with the overall value their household receives from Washtenaw County Parks.

Amount of Funding. The highest percentage of respondents (45%) felt funding for Washtenaw County Parks to increase based on their perception of value followed by 39% wanting to maintain existing funding levels.

Support for Improvements. The highest percentage of respondents felt supportive (rating "somewhat supportive" or "very supportive") of having Washtenaw County Parks use their tax dollars to fund new trails and boardwalks (81%), repairing older structures and playgrounds (77%), and making facilities accessible for persons of all abilities (76%). When asked to select just the top three actions they would most support funding with their tax dollars, new trails and boardwalks (38%), repairing older structures and playgrounds (38%), and land purchase for new trails (35%) were selected most often.

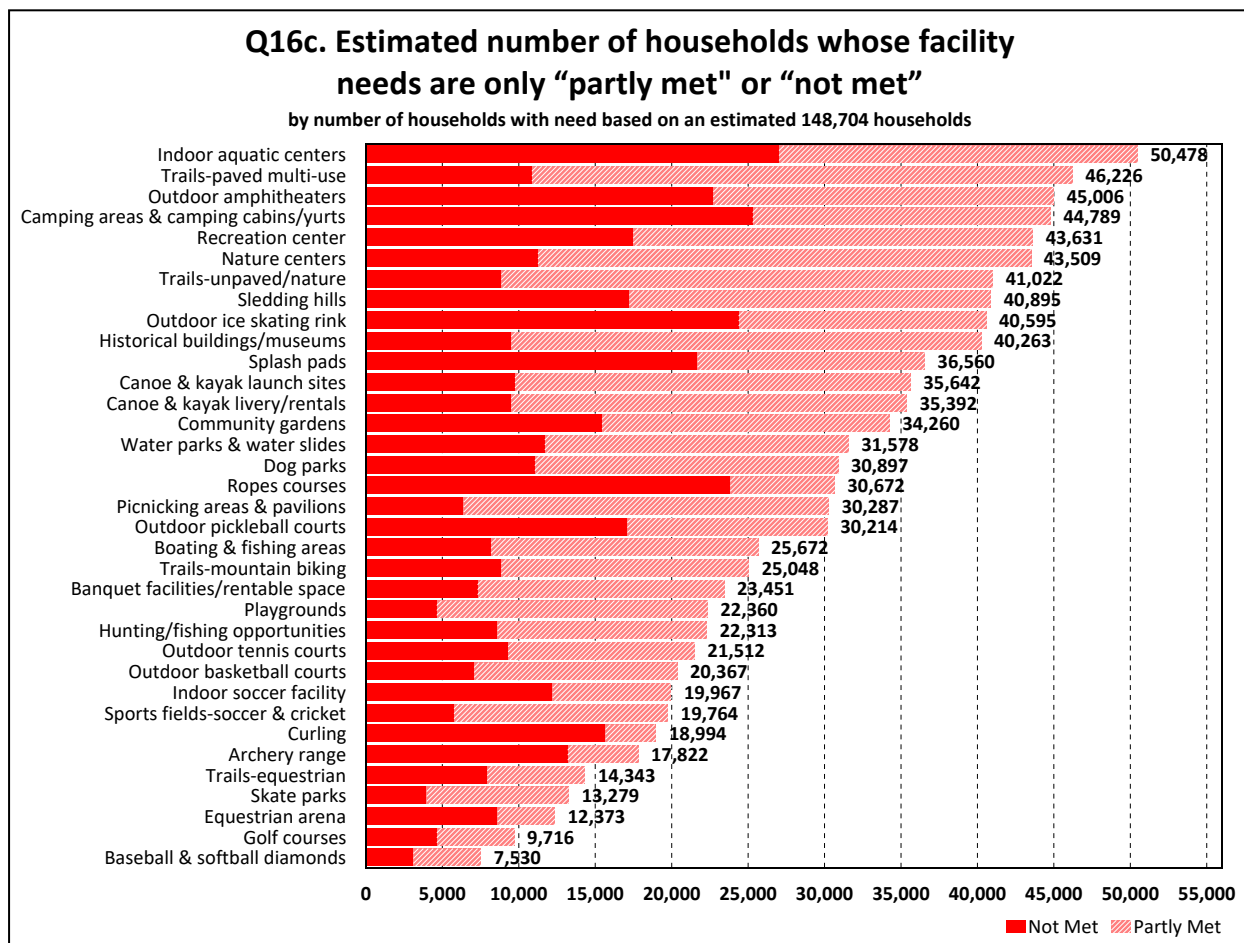
Recreation Facilities/Amenities Needs and Priorities

Amenity/Facility Needs: Respondents were asked to identify if their household had a need for 35 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. ETC Institute estimates the number of households in the community by using U.S. Census estimates (<https://www.census.gov/quickfacts/fact/table/washtenawcountymichigan,US/PST045223>). The percentage of households in the chart below is estimated by multiplying the percentage of respondents whose needs are either “partly met” or “not met” by the estimated number of households.

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

1. Indoor aquatic centers – 50,478 households
2. Trails—paved multi-use – 46,226 households
3. Outdoor amphitheaters – 45,006 households

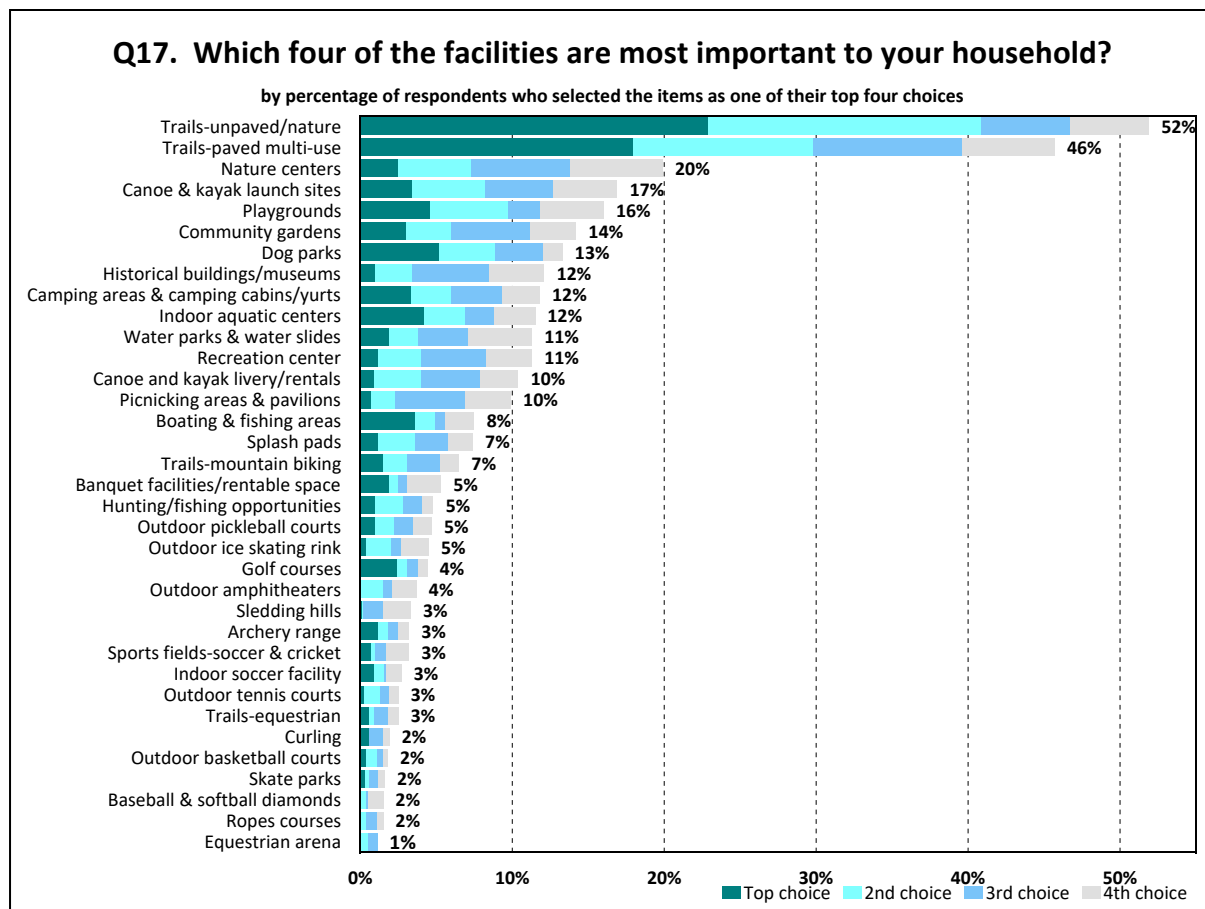
The estimated number of households that have unmet needs for each of the 35 facilities/amenities assessed is shown in the chart below.



Amenities/Facilities Importance: In addition to assessing the needs for each amenity/facility, 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 amenities/facilities ranked most important to residents:

1. Trails—unpaved/nature (52%)
2. Trails—paved multi-use (46%)
3. Nature centers (20%)
4. Canoe and kayak launch sites (17%)

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



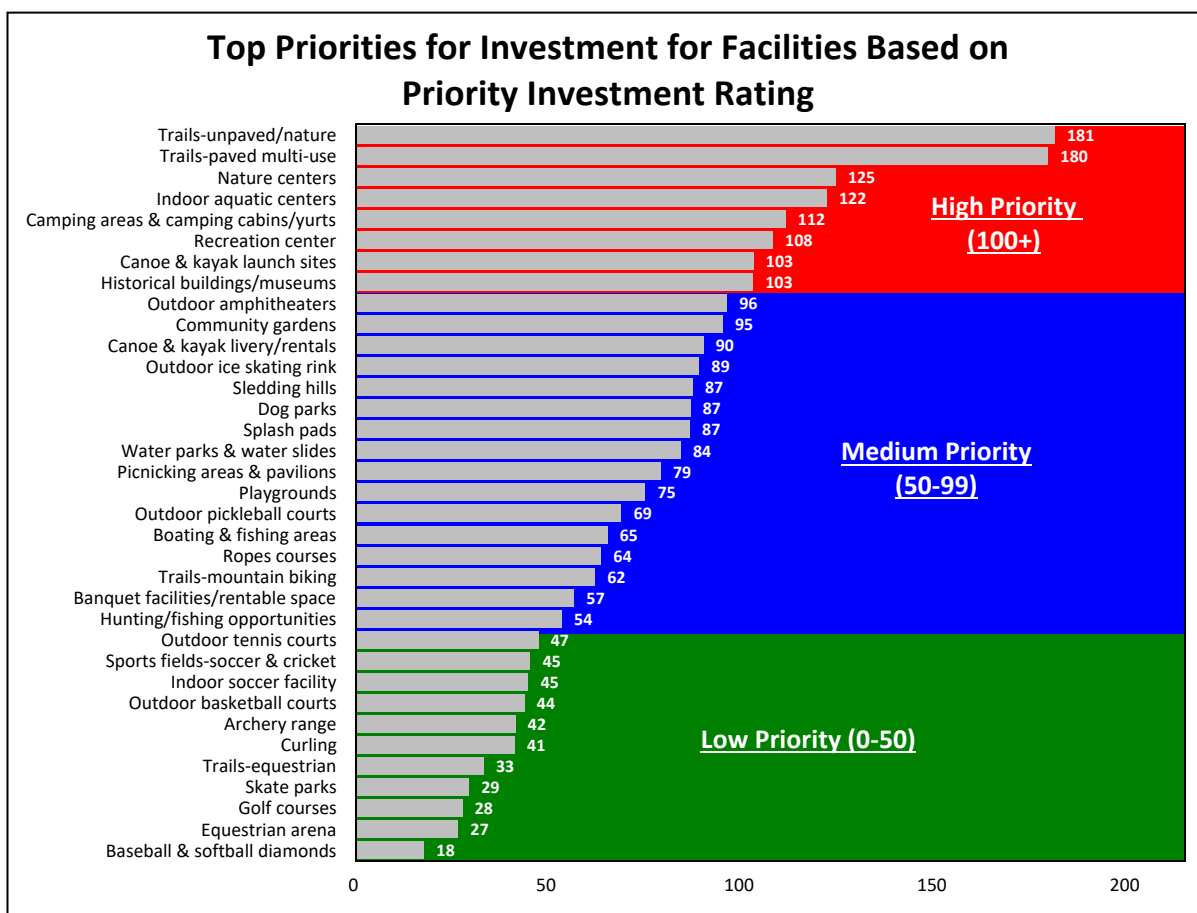
Facilities Used Most. When asked to select the four facilities their household uses most often, trails—unpaved/nature (55%), trails –paved multi-use (53%), playgrounds (18%), and nature centers (17%) were selected most often.

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/facilities and (2) how many residents have unmet needs for the amenity/facility. [Details regarding the methodology for this analysis are provided in Section 2 of this report.]

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

- Trails—unpaved/nature (PIR=181)
- Trails—paved multi-use (PIR=180)
- Nature centers (PIR=125)
- Indoor aquatic centers (PIR=122)
- Camping areas and camping cabins/yurts (PIR=112)
- Recreation centers (PIR=108)
- Canoe and kayak launch sites (PIR=103)
- Historical buildings/museums (PIR=103)

The chart below shows the Priority Investment Rating for each of the 35 activities/programs assessed on the survey.



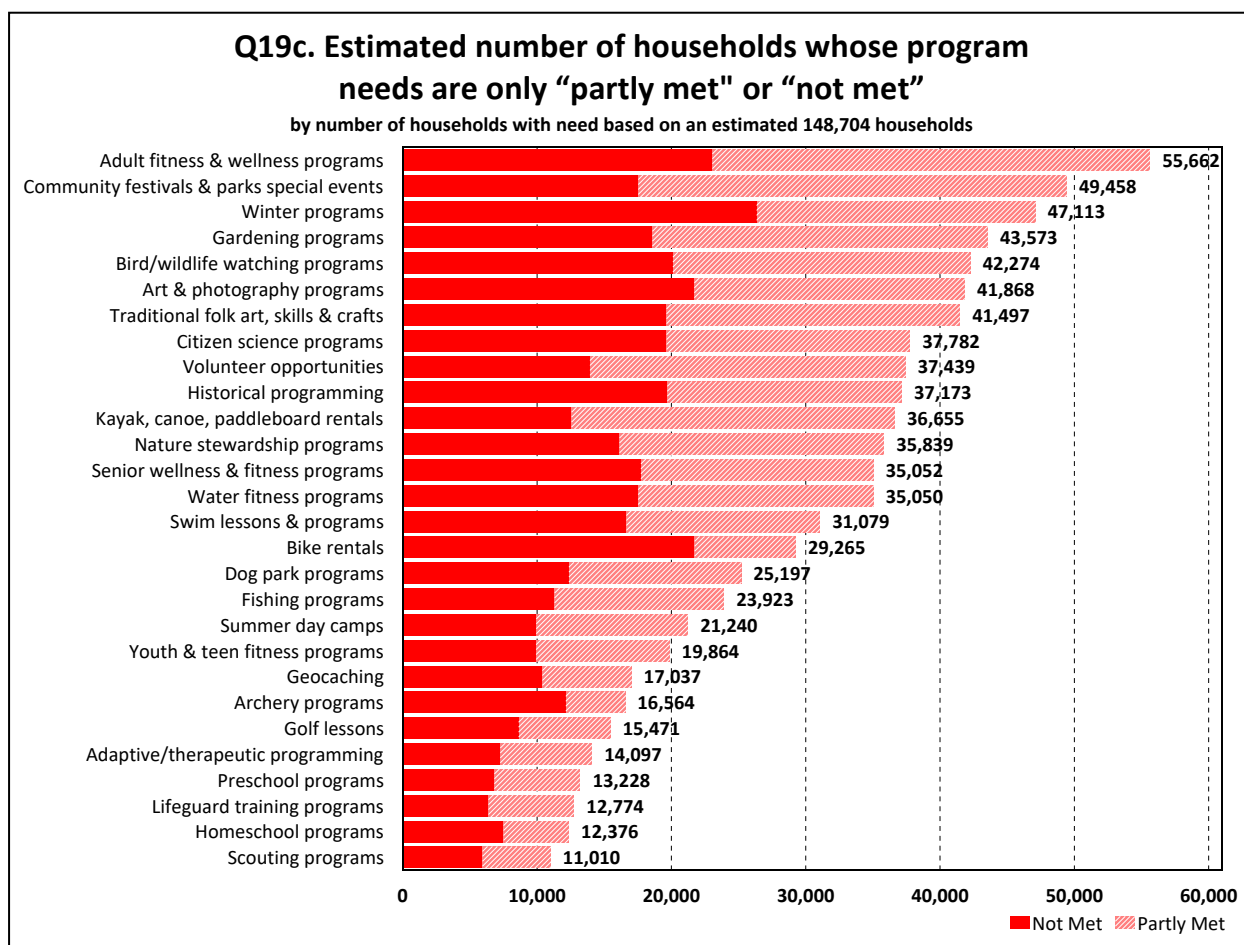
Recreation Program Needs and Priorities

Program Needs: Respondents were asked to identify if their household had a need for 28 recreation programs 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 programs.

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

1. Adult fitness and wellness programs – 55,662 households
2. Community festivals and park special events – 49,458 households
3. Winter programs – 47,113 households

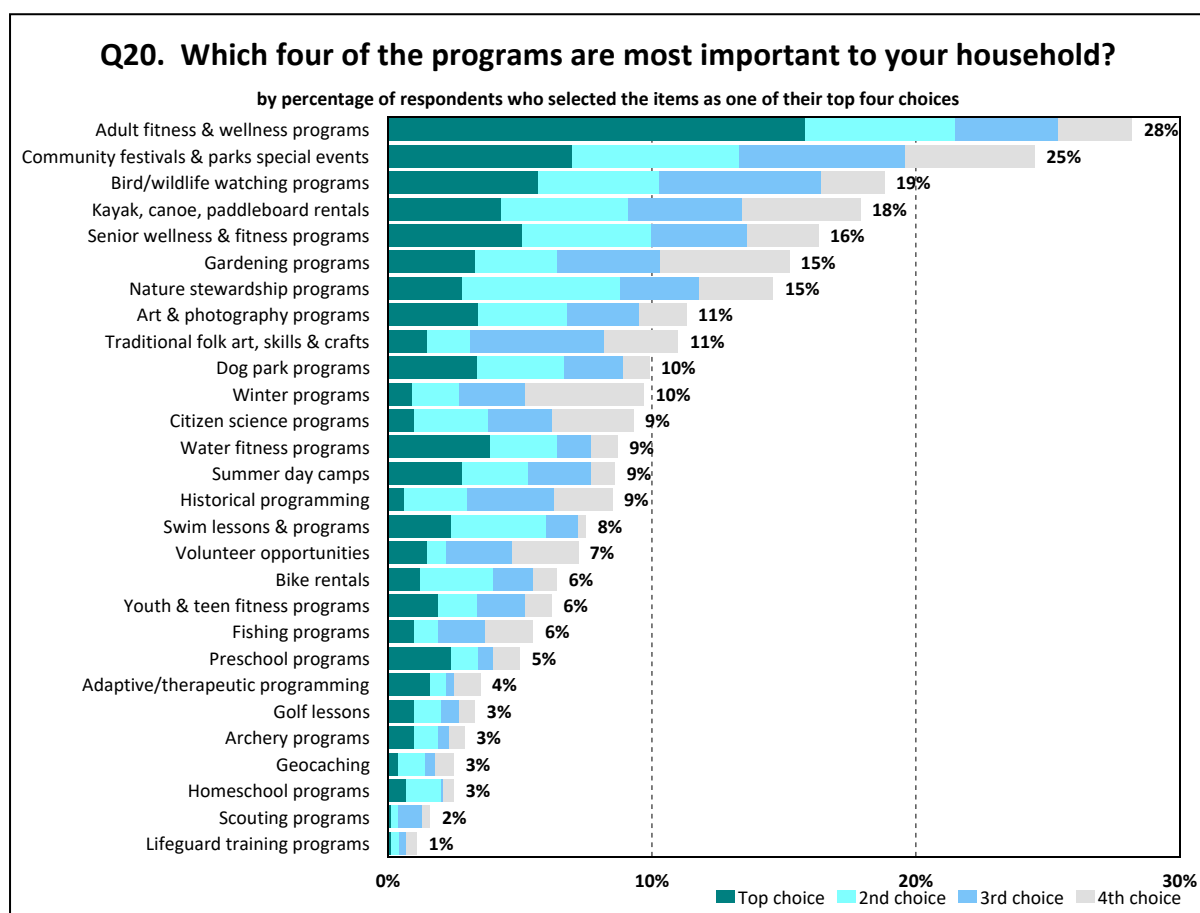
The estimated number of households that have unmet needs for each of the 28 programs assessed is shown in the chart below.



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 were the four programs ranked most important to residents:

1. Adult fitness and wellness programs (28%)
2. Community festivals and parks special programs (25%)
3. Bird/wildlife watching programs (19%)
4. Kayak, canoe, paddleboard rentals (18%)

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



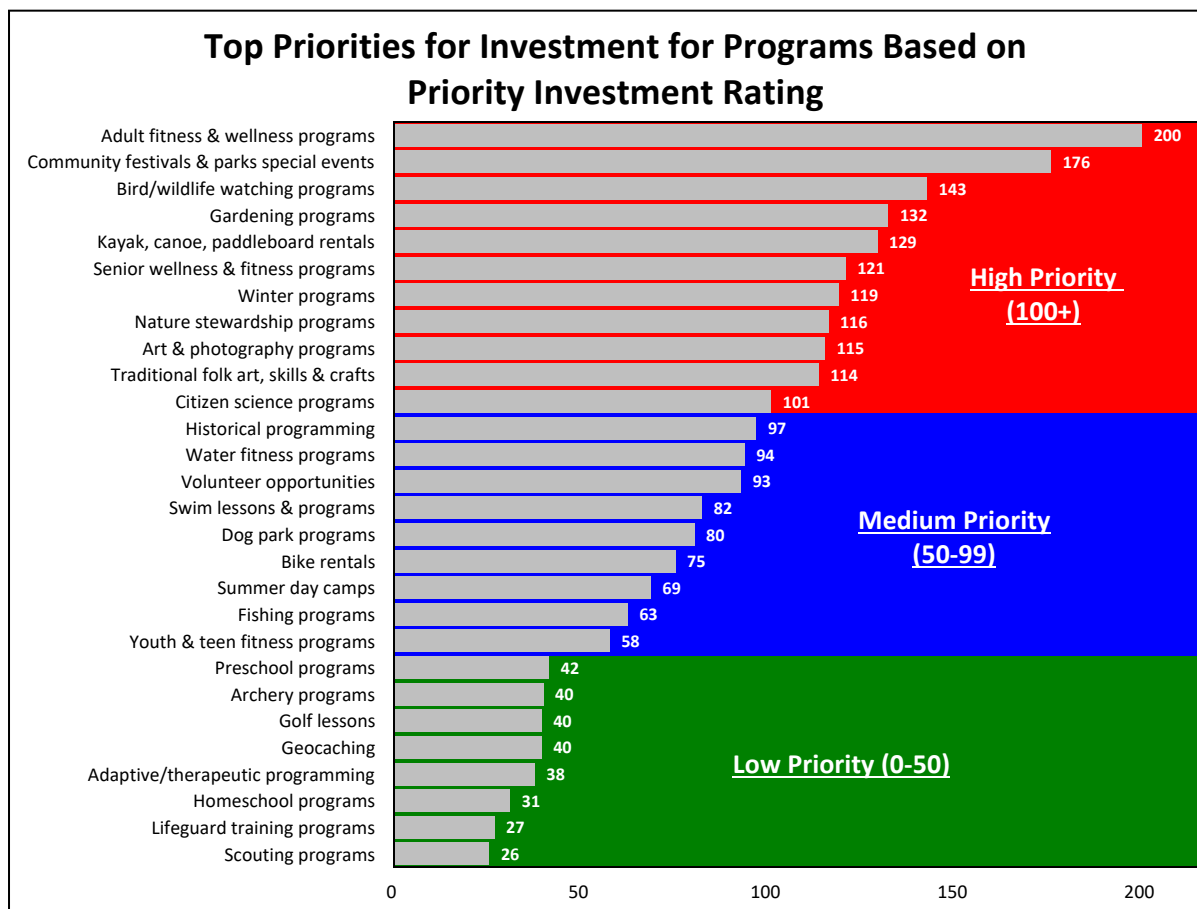
Most Participated in Programs. The four programs respondents report their households participating in most were community festivals and parks special events (20%), adult fitness and wellness programs (18%), kayak, canoe, paddleboard rentals (14%), and bird/wildlife watching programs (8%).

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 weighs (1) the importance that residents place on programs and (2) how many residents have unmet needs for the program. [Details regarding the methodology for this analysis are provided in Section 2 of this report.]

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

- Adult fitness and wellness programs (PIR=200)
- Community festivals and parks special events (PIR=176)
- Bird/wildlife watching programs (PIR=143)
- Gardening programs (PIR=132)
- Kayak, canoe, paddleboard rentals (PIR=129)
- Senior wellness and fitness programs (PIR=121)
- Winter programs (PIR=119)
- Nature stewardship programs (PIR=116)
- Art and photography programs (PIR=115)
- Traditional folk art, skills, and crafts (PIR=114)
- Citizen science programs (PIR=101)

The chart below shows the Priority Investment Rating for each of the 28 programs assessed on the survey.

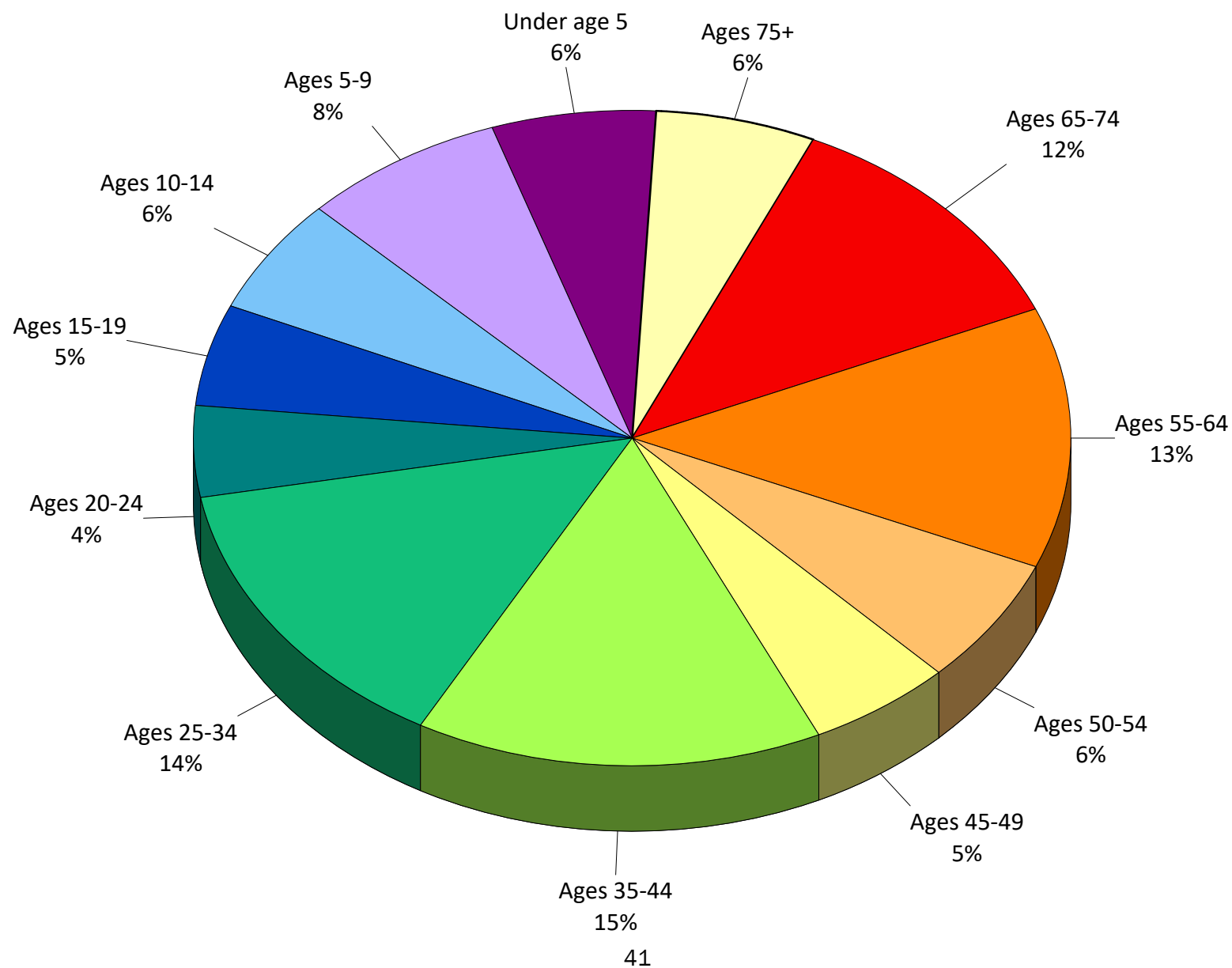




Charts & Graphs

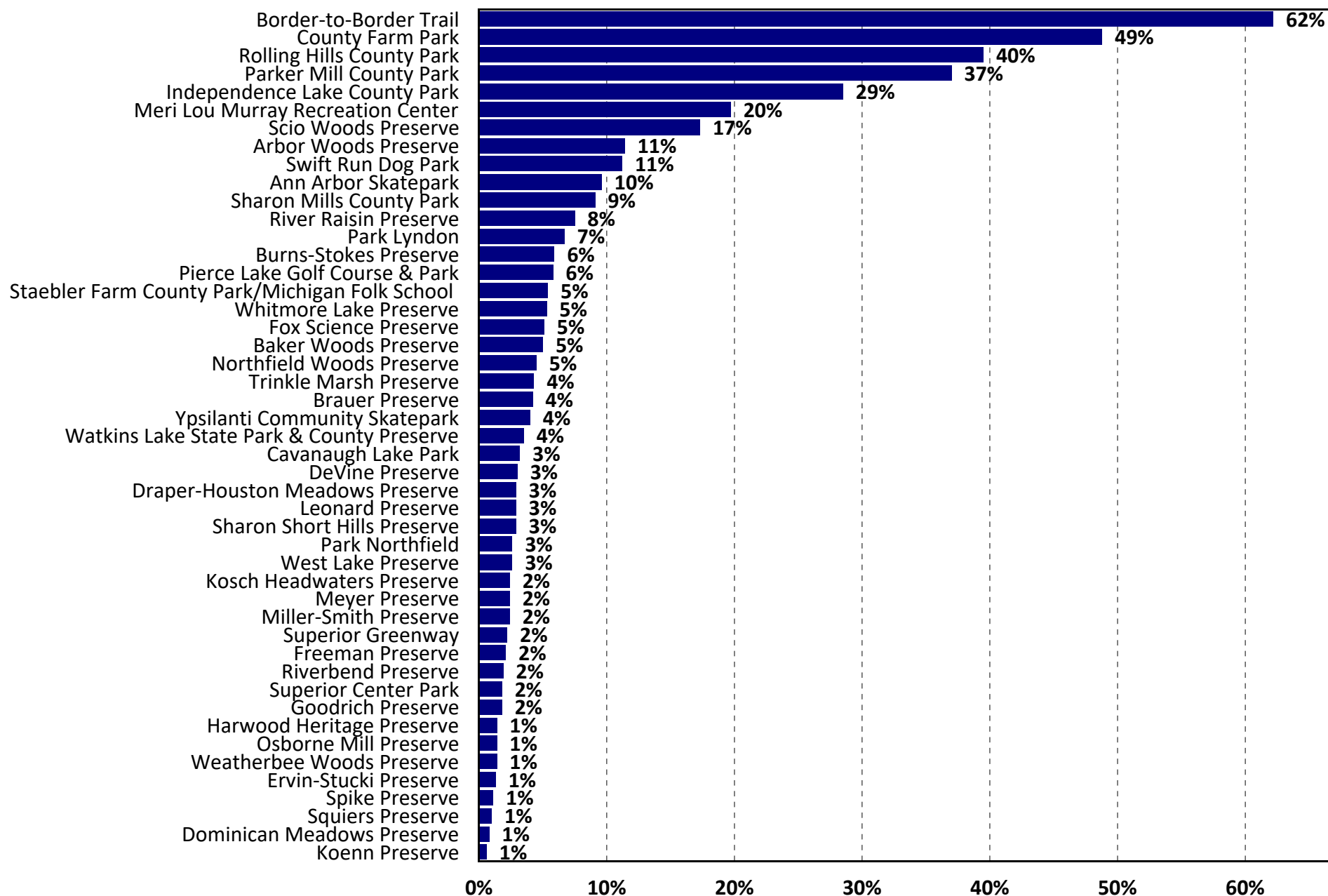
Q1. Including yourself, how many people in your household are...

by percentage of persons in household



Q2. Please check all the facilities you/your household have visited in the past year.

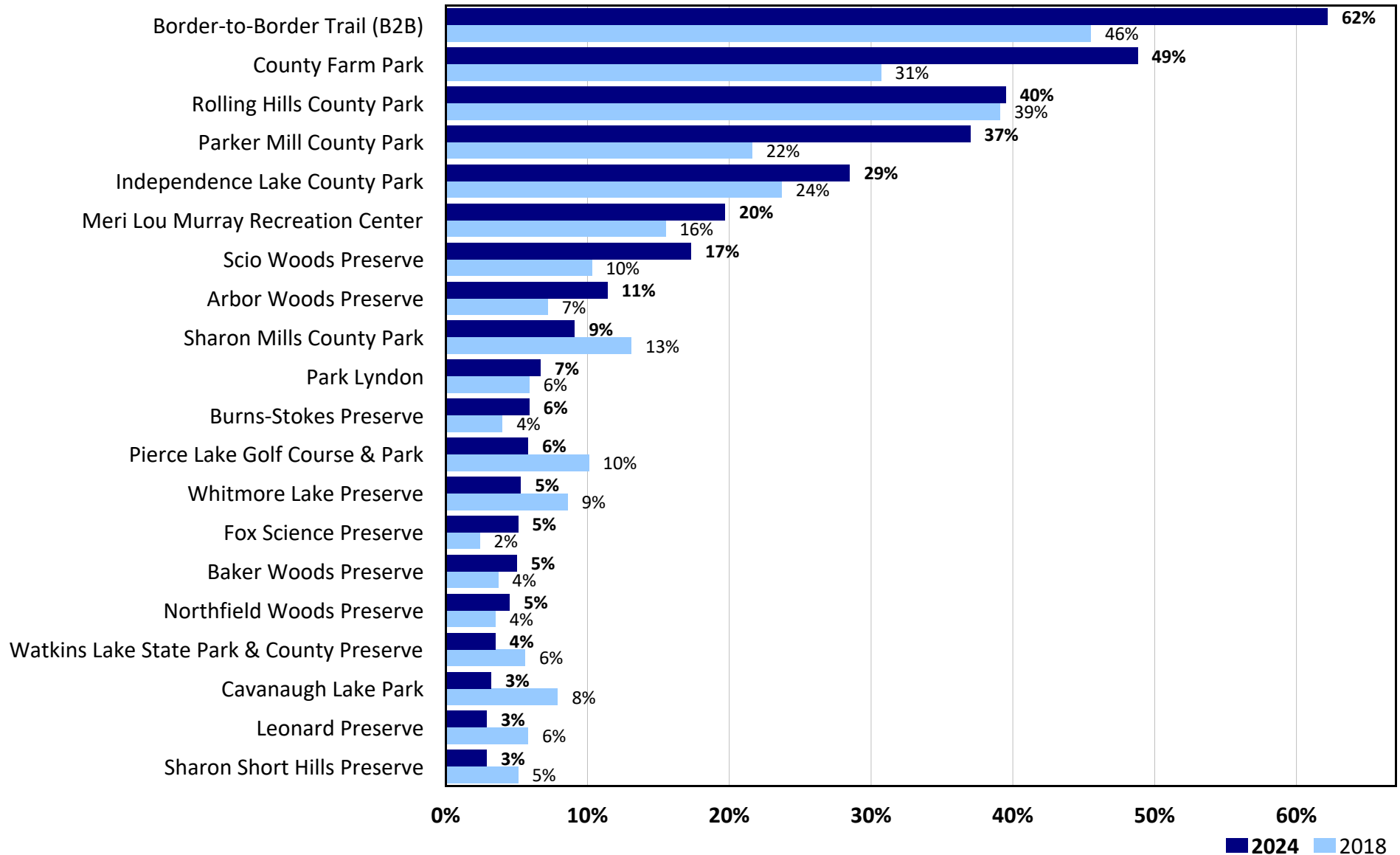
by percentage of respondents (excluding "none")



TRENDS

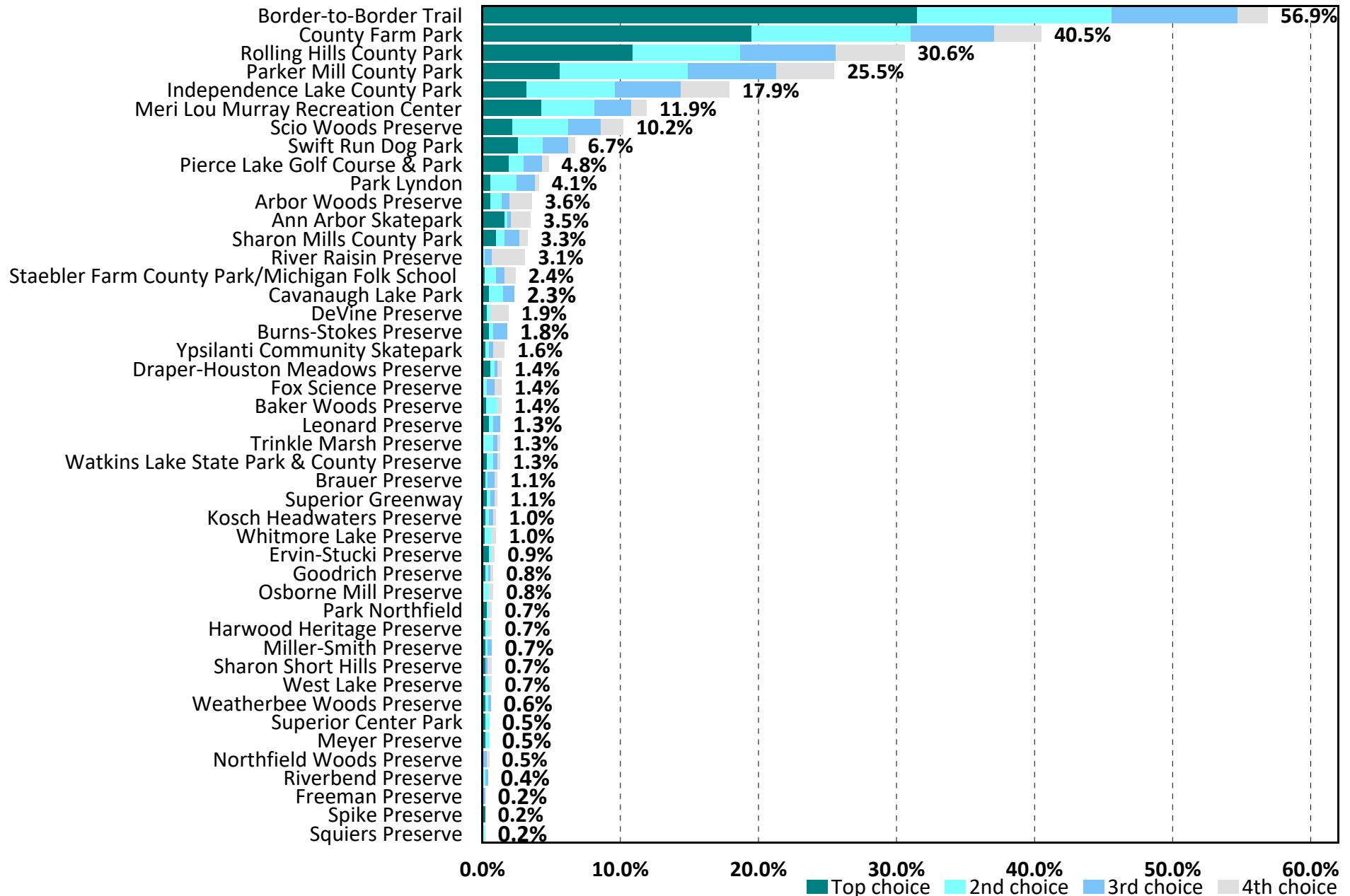
Please check all the following Washtenaw County Parks facilities you or members of your household have visited over the past 12 months.

by percentage of respondents (excluding "none") (excluding facilities with less than 5% of respondents reporting visiting)



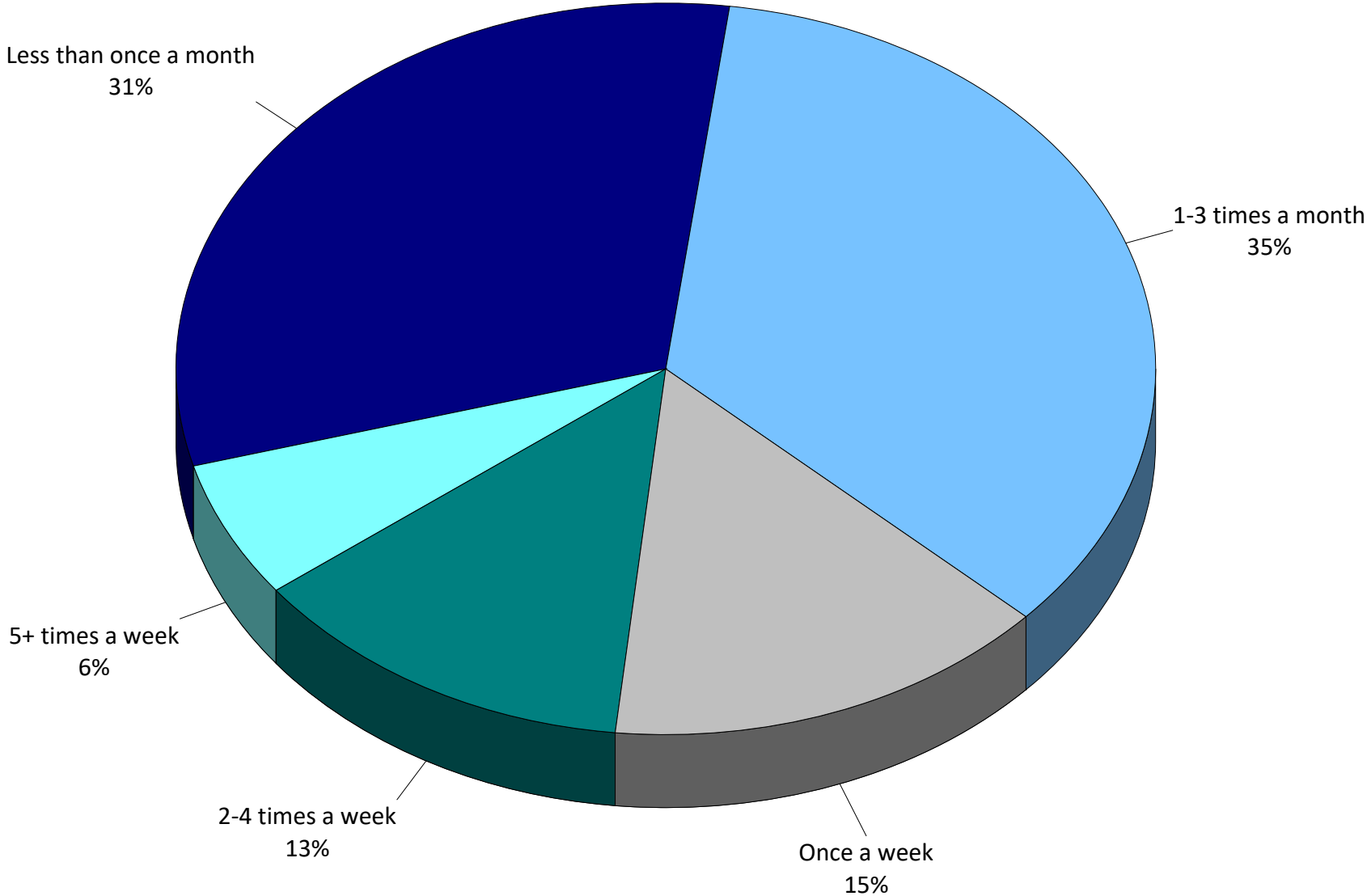
Q3. Which four facilities does your household use most often?

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



Q4. In the past year, how often have you/your household visited one or more of the facilities?

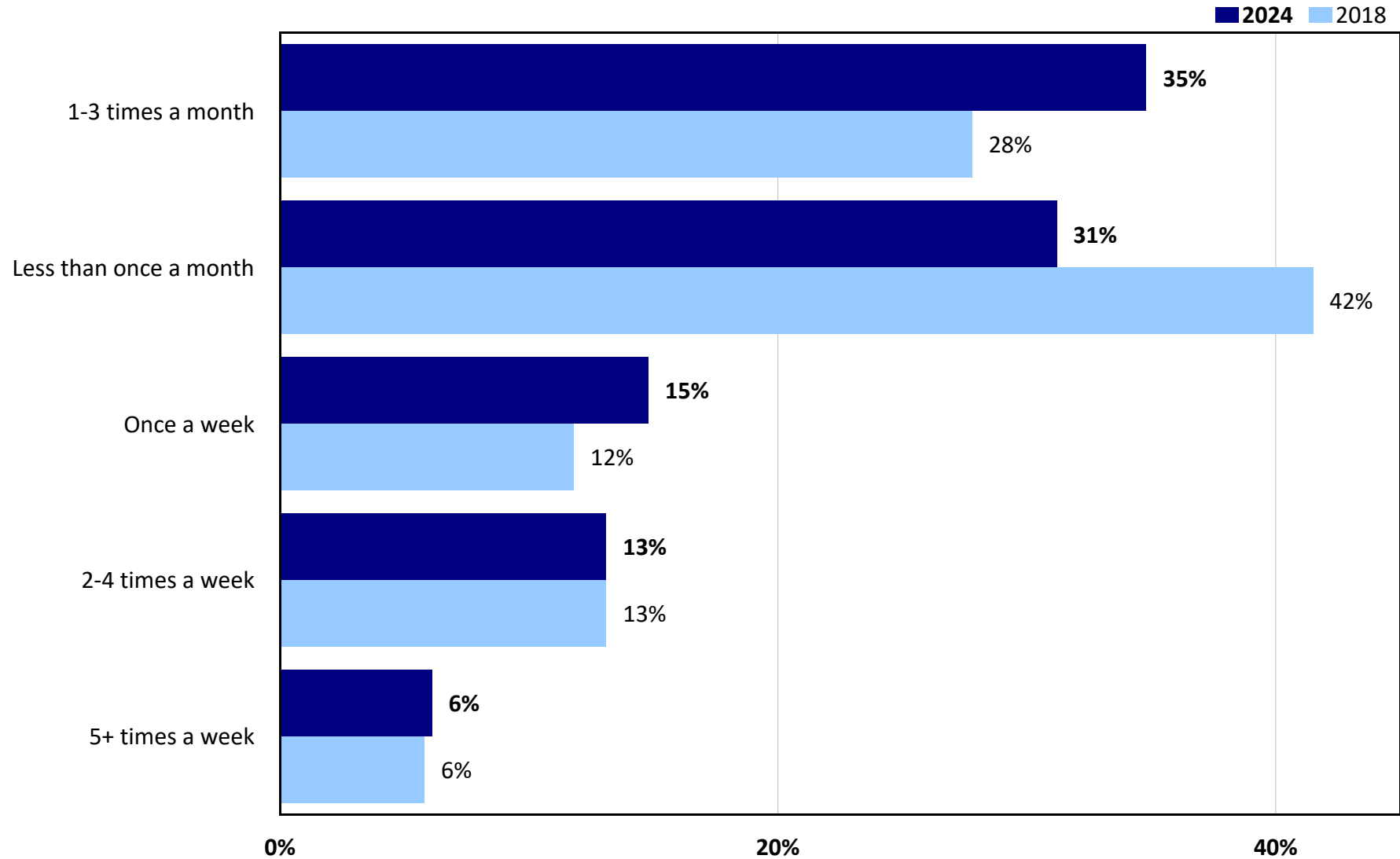
by percentage of respondents (excluding "not provided")



TRENDS

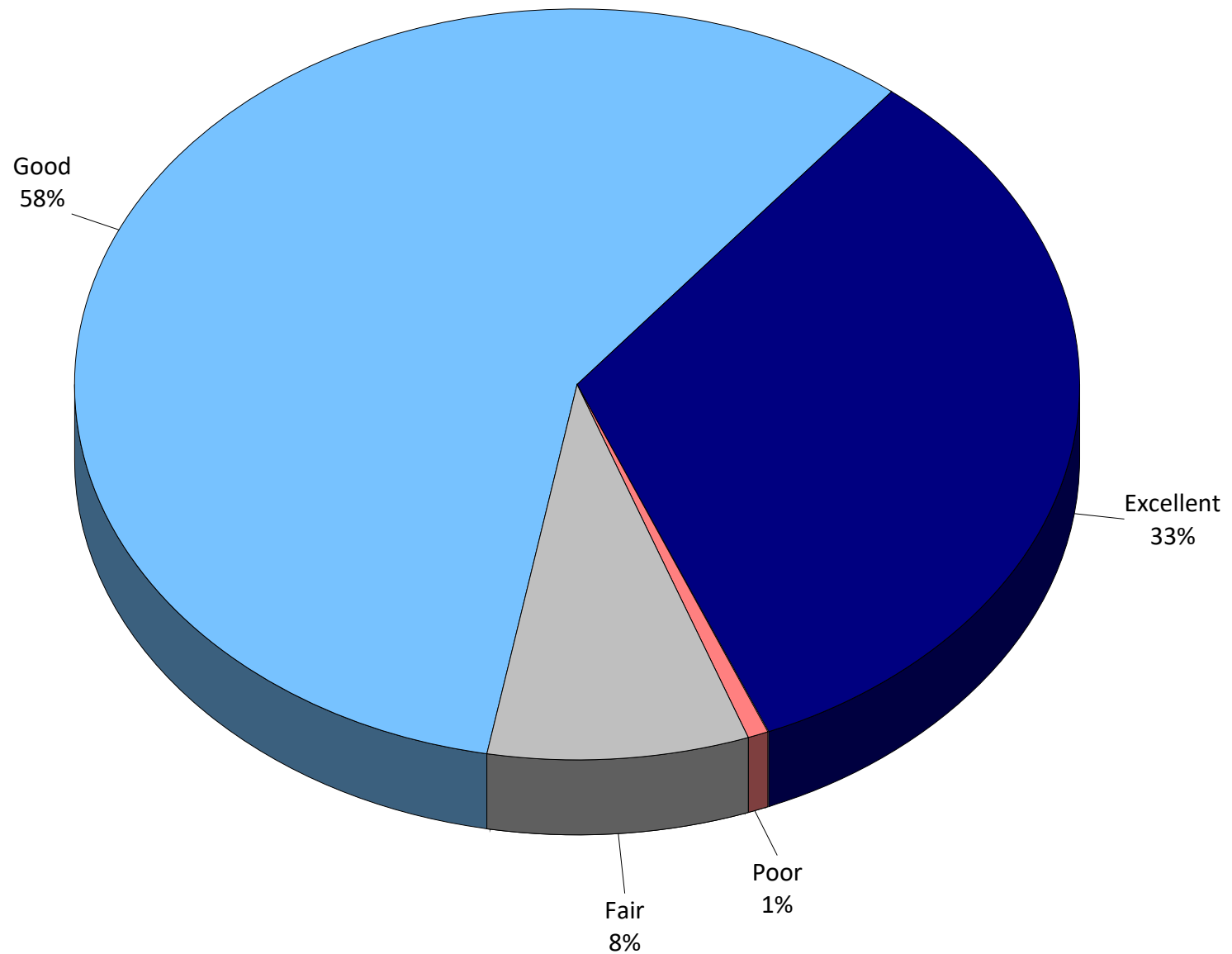
In the past year, how often have you/your household visited one or more of the Washtenaw County Parks facilities?

by percentage of respondents (excluding "not provided")



Q5. How would you rate the physical condition of all the facilities you have visited?

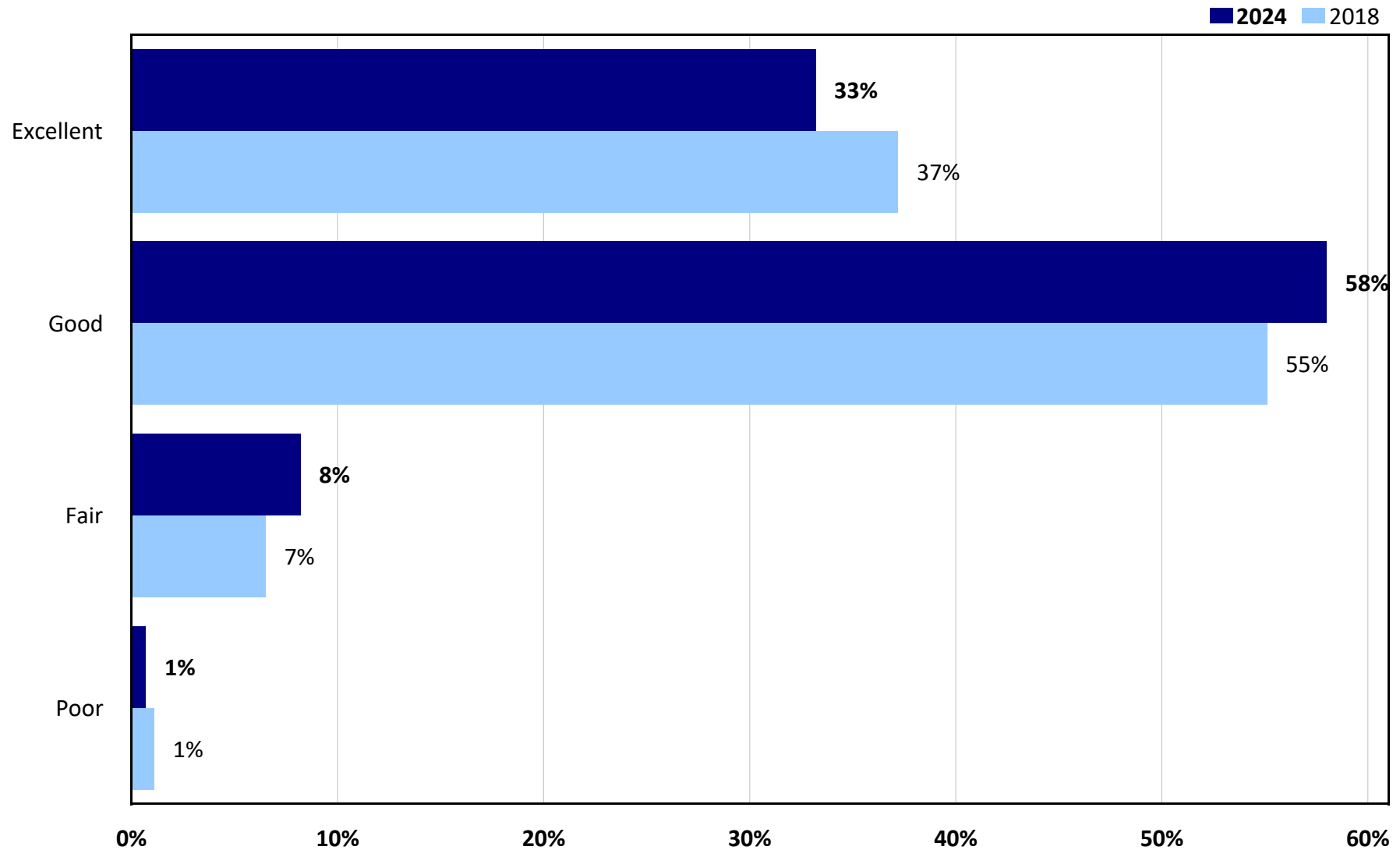
by percentage of respondents (excluding "don't know")



TRENDS

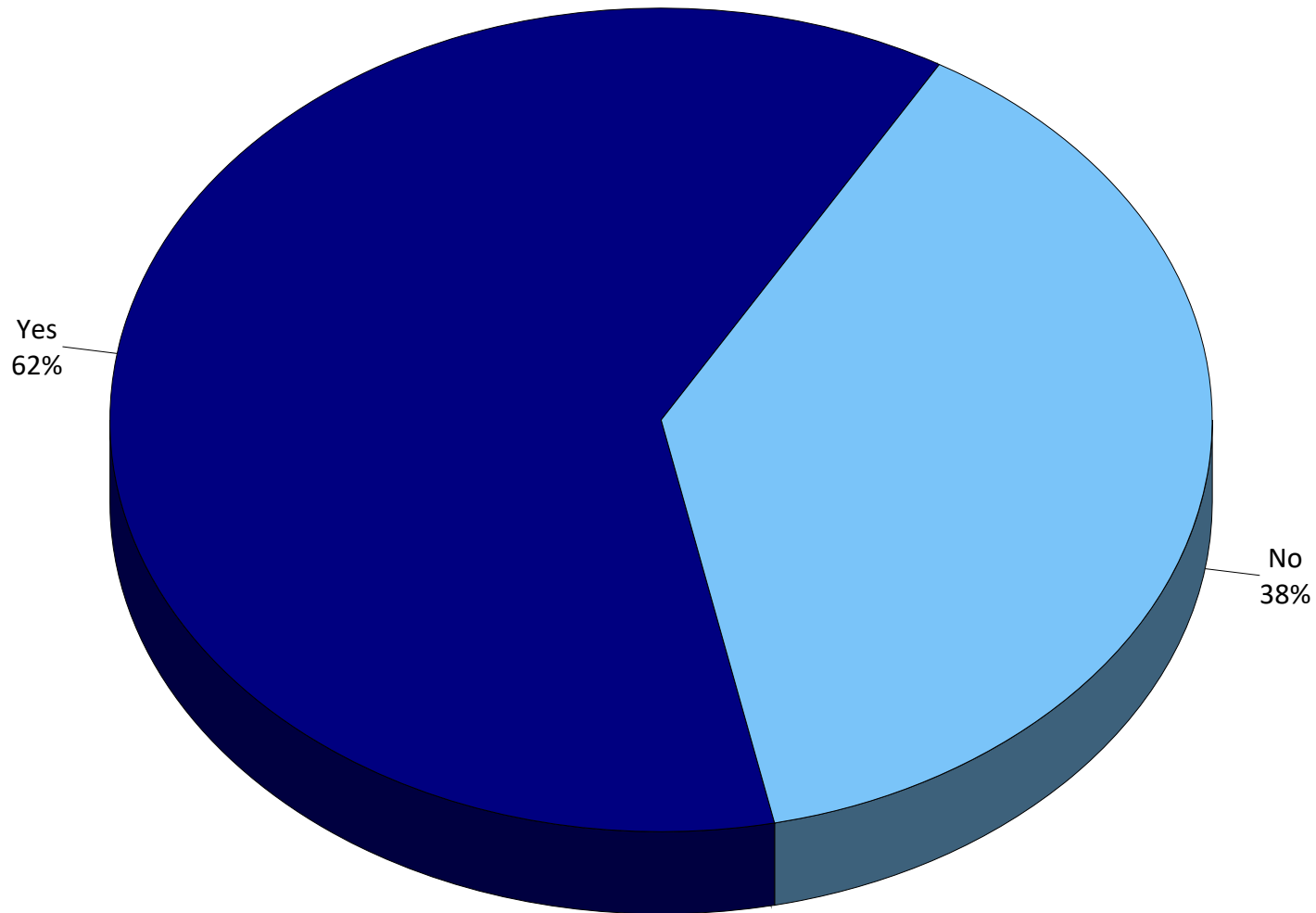
How would you rate the physical condition of all the Washtenaw County Parks facilities that you have visited?

by percentage of respondents (excluding "don't know")



Q6. Do you feel that there are sufficient parks and green space areas within a 10-minute walk of your residence?

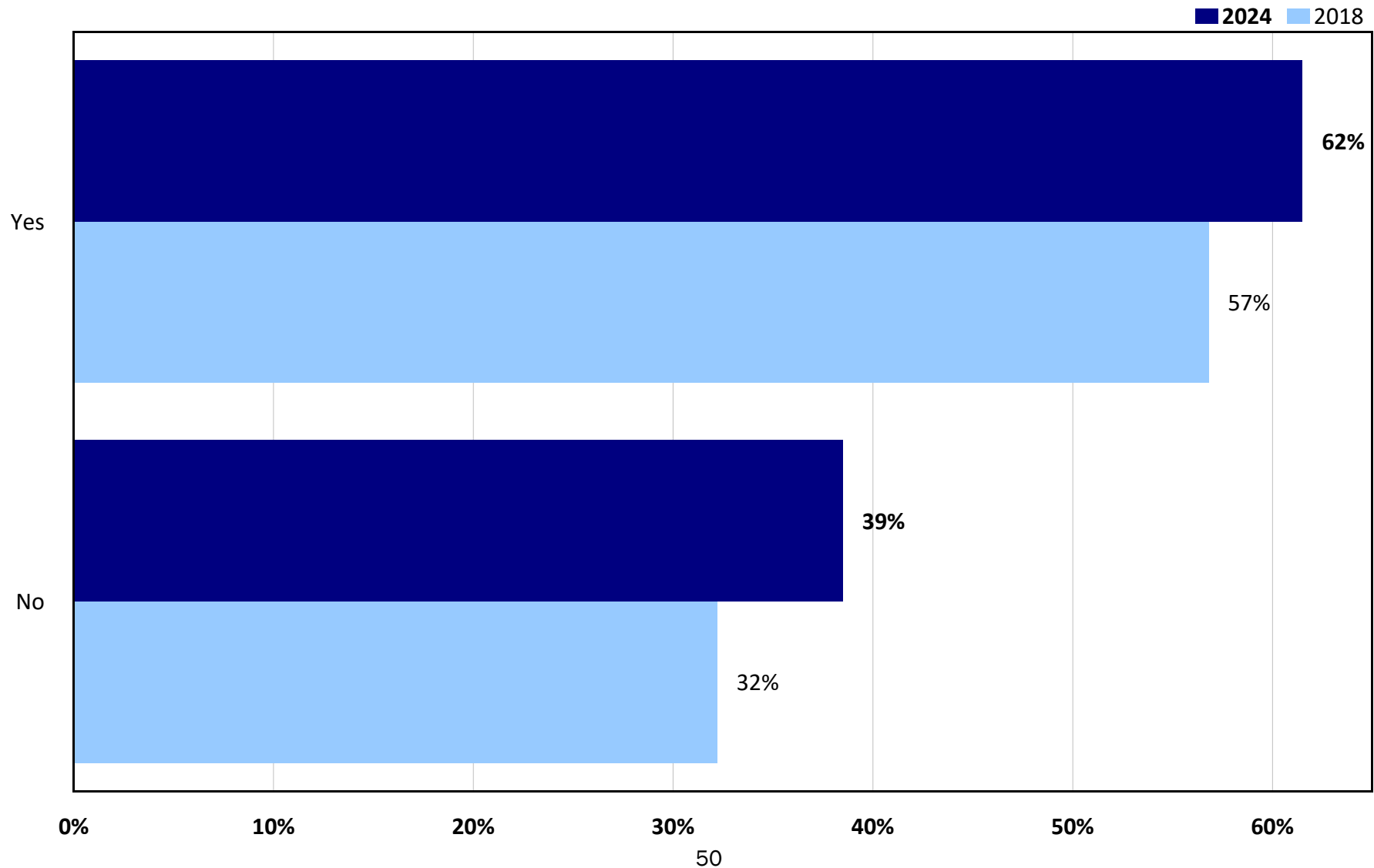
by percentage of respondents (excluding “not provided”)



TRENDS

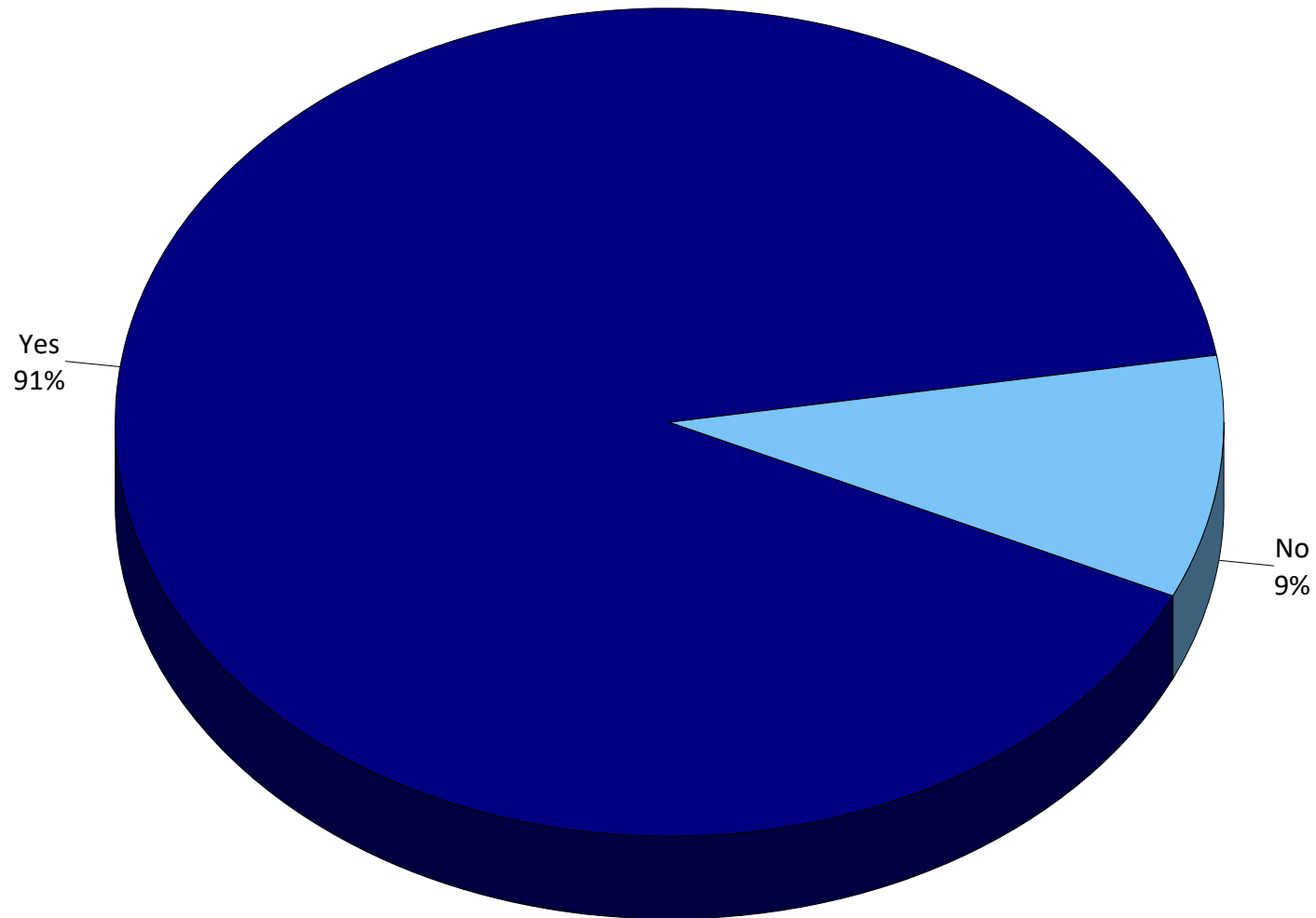
Do you feel that there are sufficient parks and green space areas within a 10-minute walk of your residence?

by percentage of respondents (excluding "not provided")



Q7. Do you feel that there are sufficient parks and green space areas within a 15-minute drive of your residence?

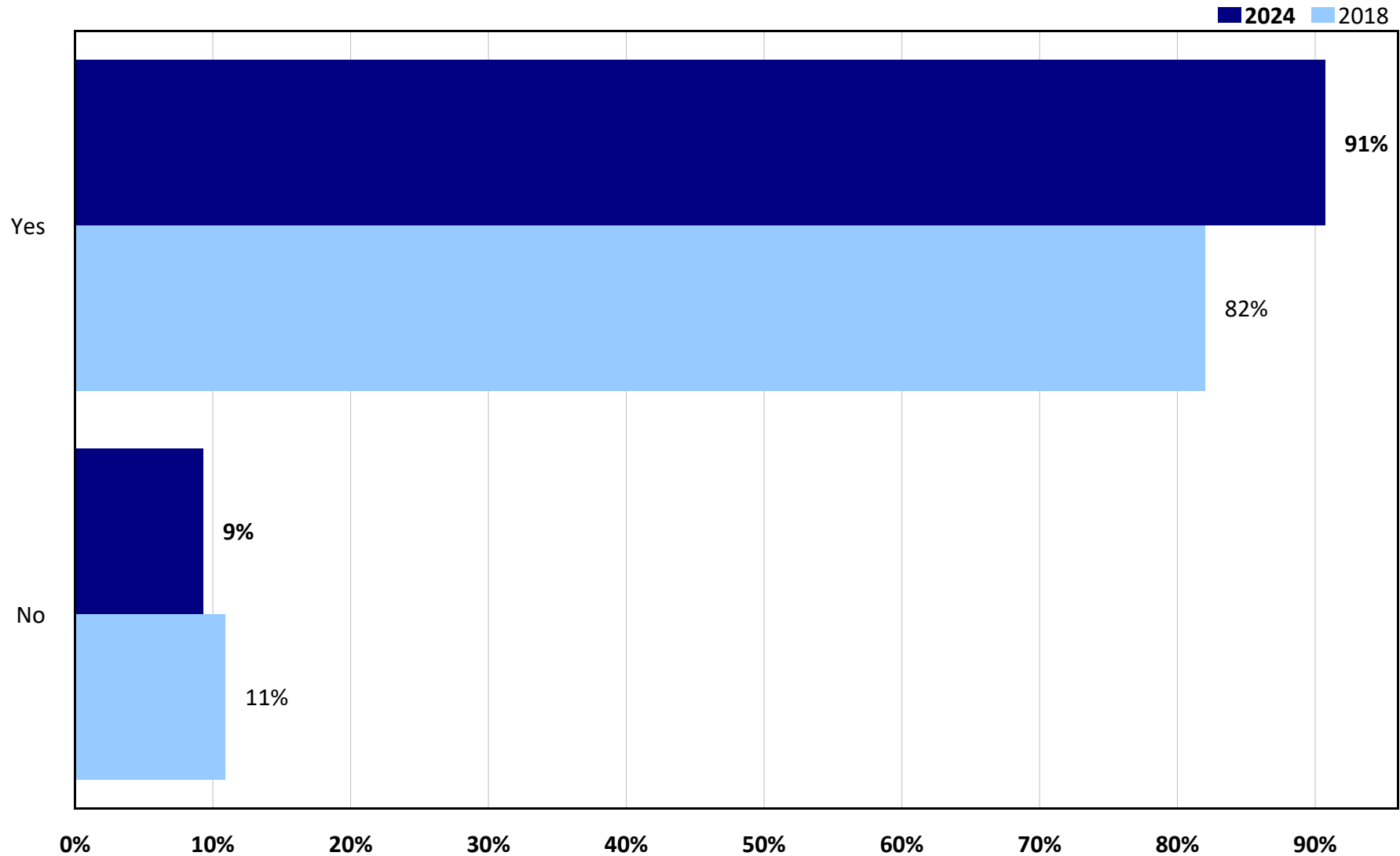
by percentage of respondents (excluding "not provided")



TRENDS

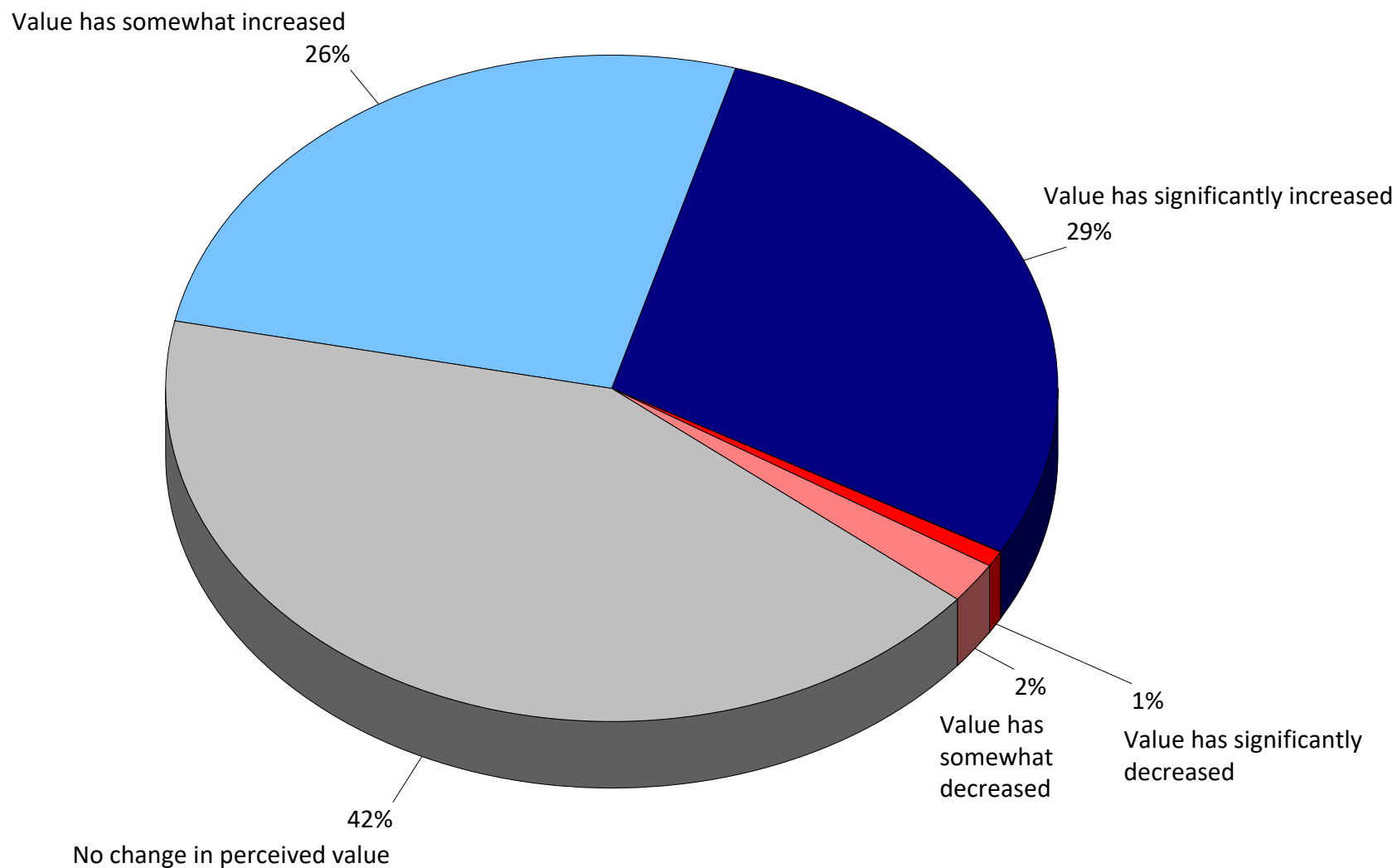
Do you feel that there are sufficient parks and green space areas within a 15-minute drive of your residence?

by percentage of respondents (excluding "not provided")



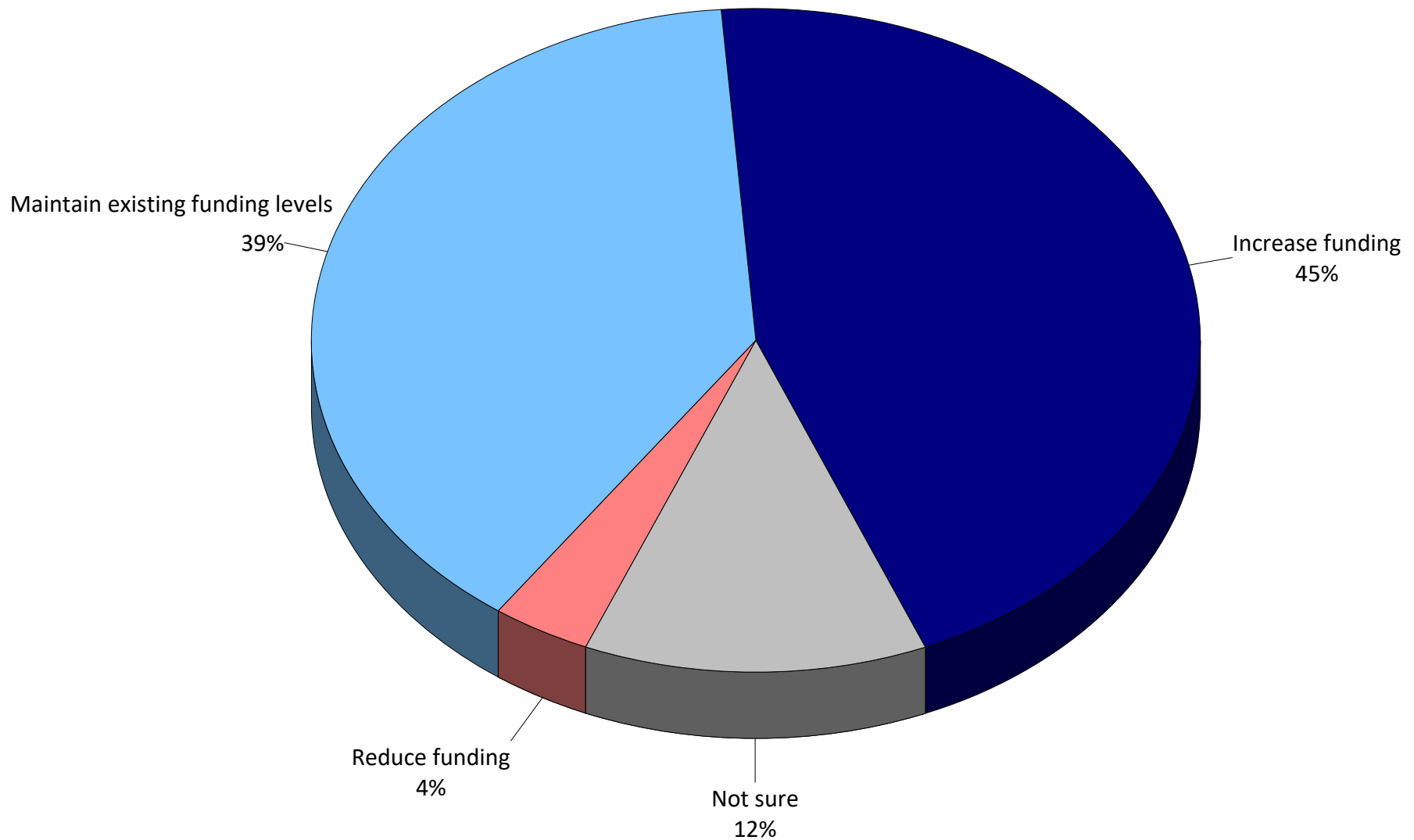
Q8. Given the recent pandemic, how have you/your household's perception of the value of facilities/programs changed?

by percentage of respondents (excluding "not provided")



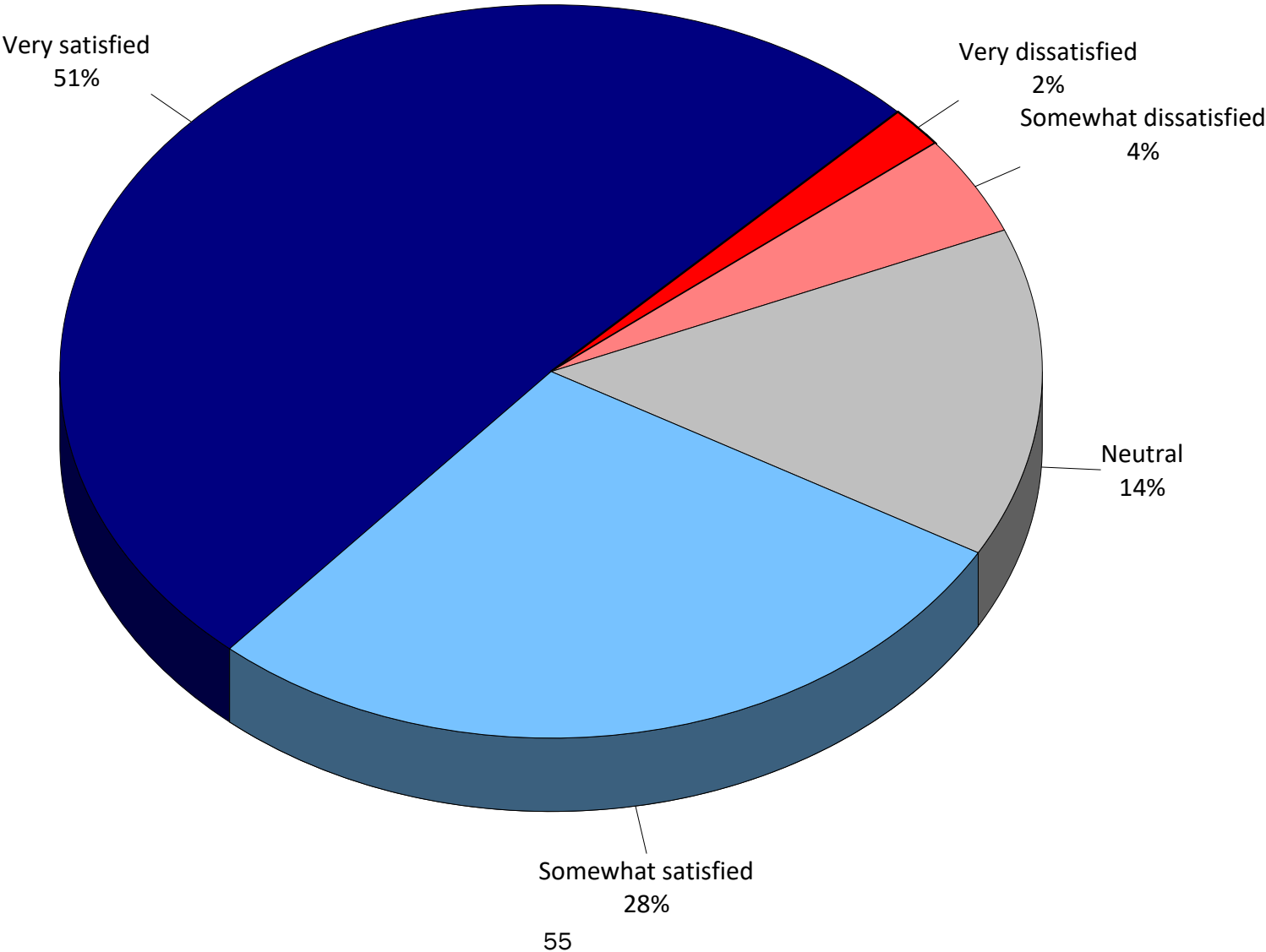
Q9. Based on your perception of value, how would you want Washtenaw County Parks to fund future recreation needs?

by percentage of respondents (excluding "not provided")



Q10. How satisfied are you with the overall value your household receives from Washtenaw County Parks?

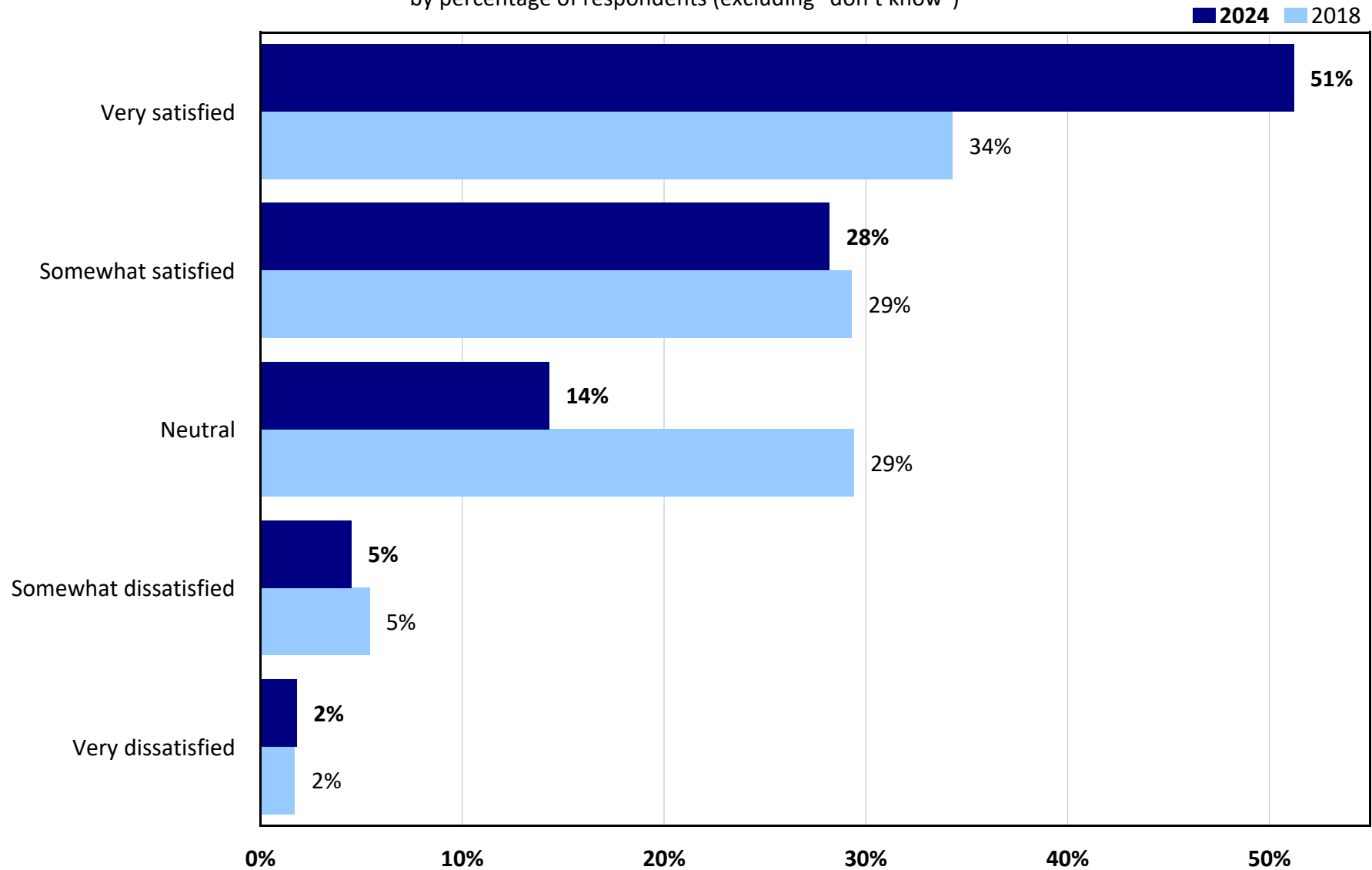
by percentage of respondents (excluding "don't know")



TRENDS

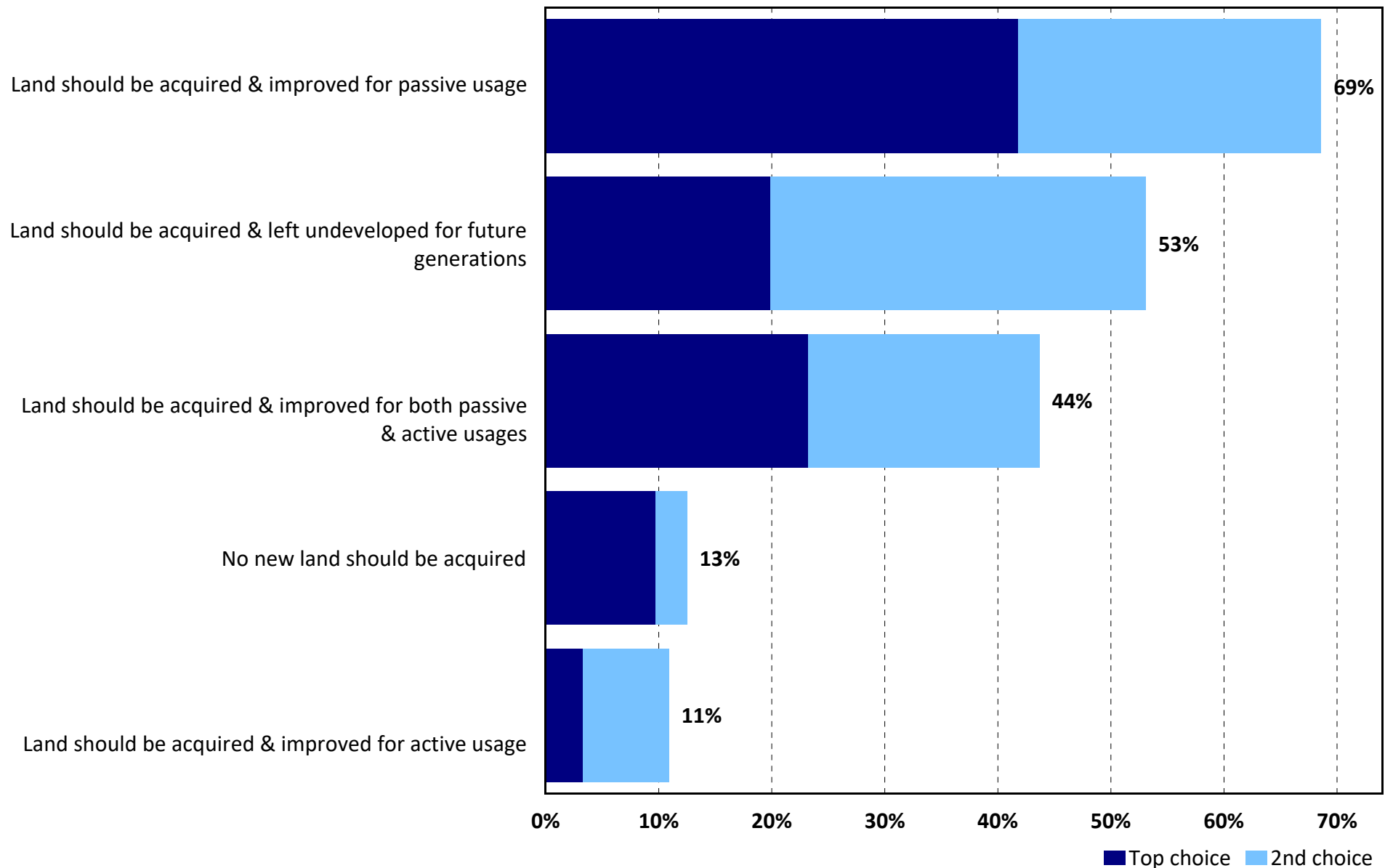
How satisfied are you with the overall value your household receives from Washtenaw County Parks?

by percentage of respondents (excluding "don't know")



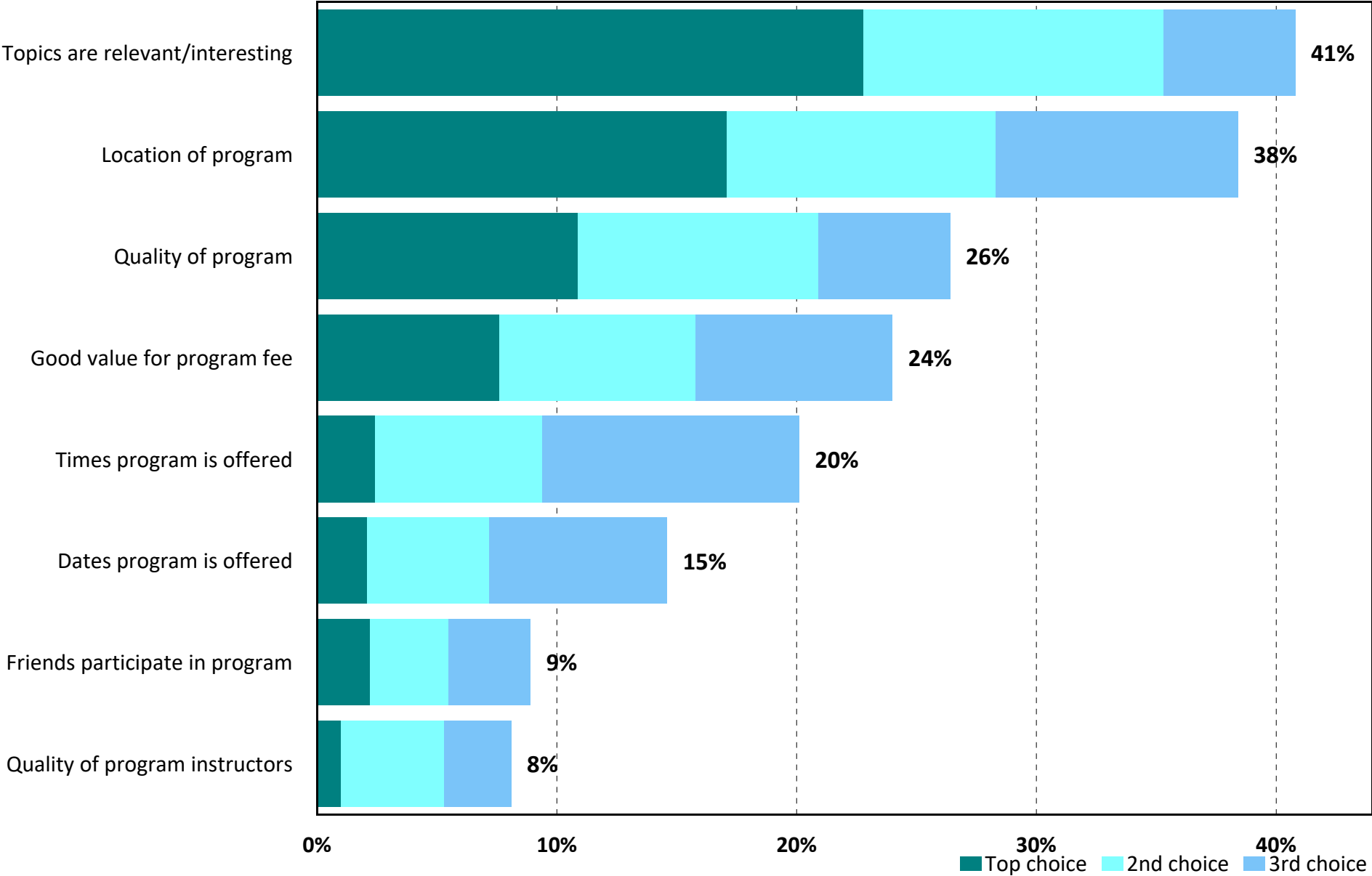
Q11. Which two open space options for acquiring and developing land for parks and recreation purposes would you/your household most support?

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



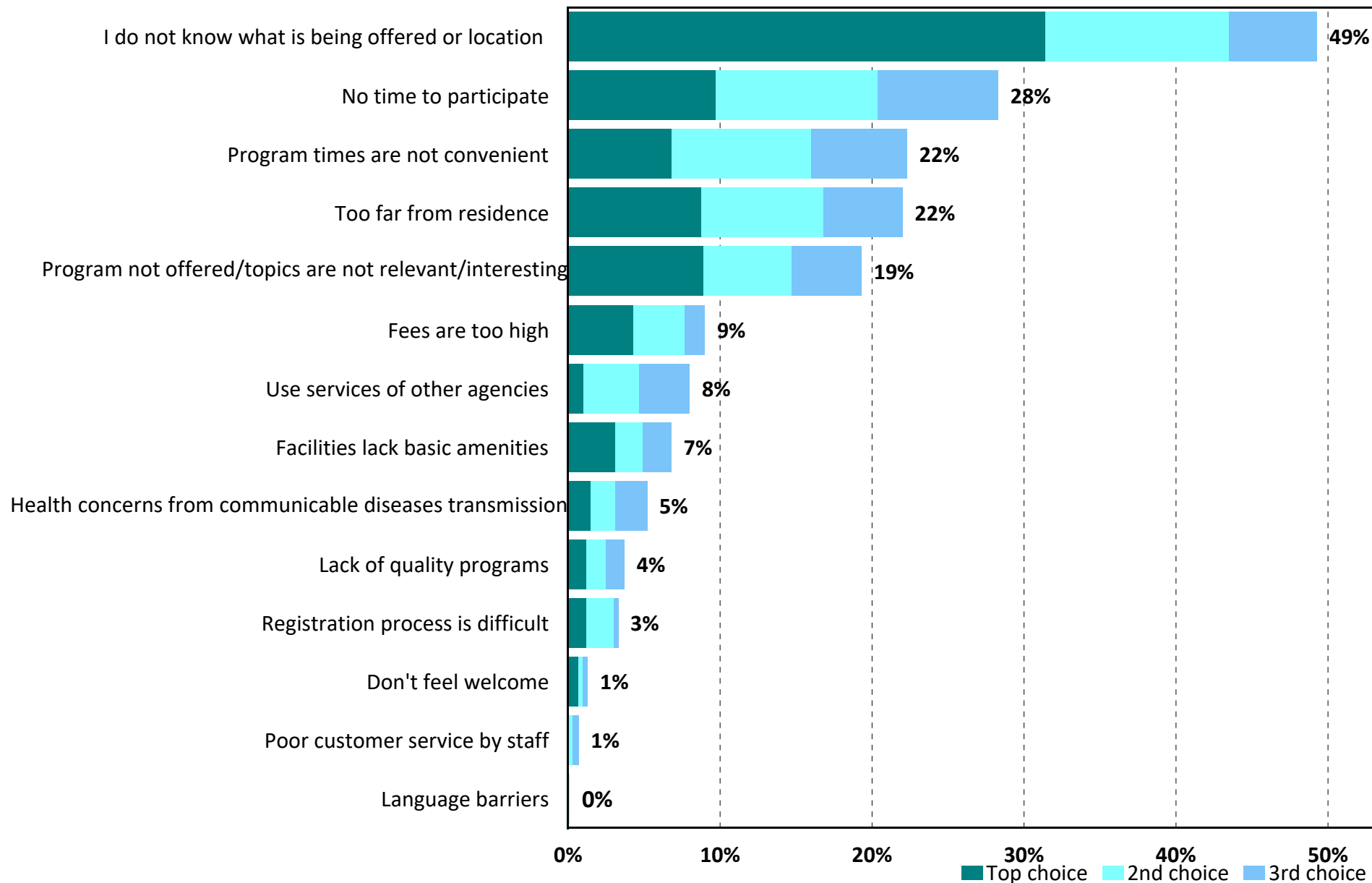
Q12. Which three are the primary reasons why you/your household participate in WCPARC programs?

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



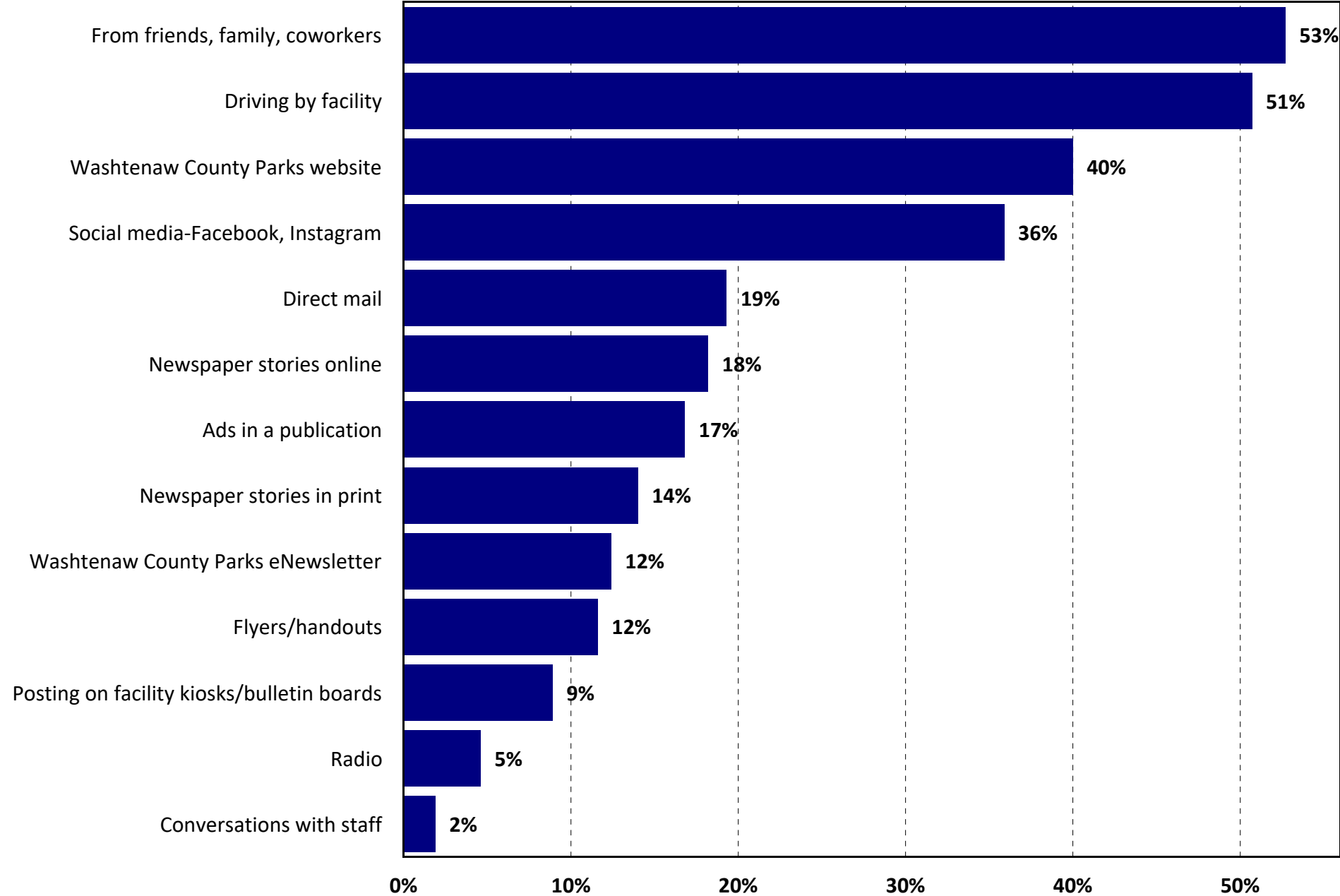
Q13. Which three items are the primary reasons why you/your household do not participate in WCPARC programs or feel that your needs are not being met?

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



Q14. Please check all the ways you have heard about Washtenaw County Parks.

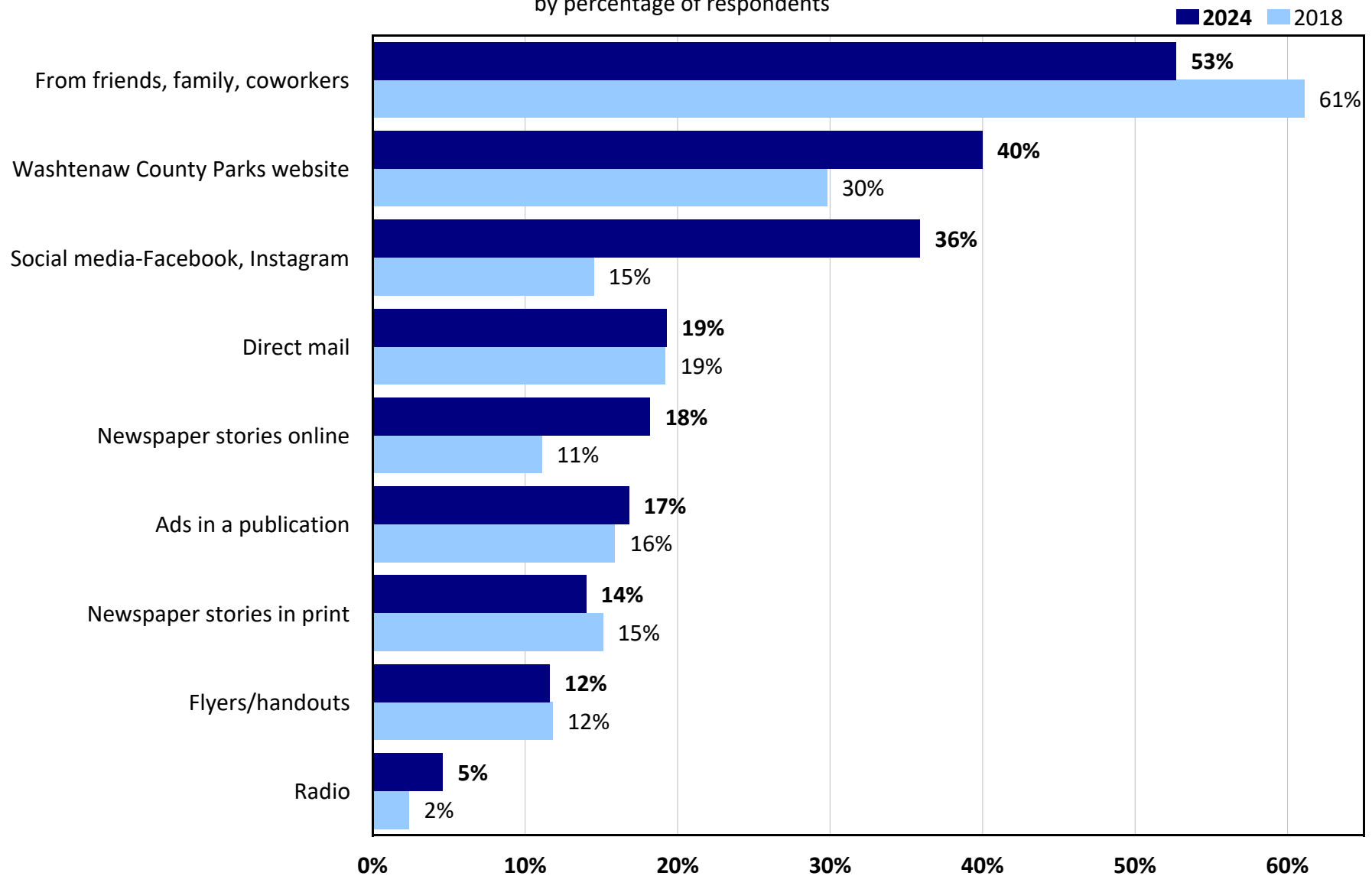
by percentage of respondents (multiple selections could be made)



TRENDS

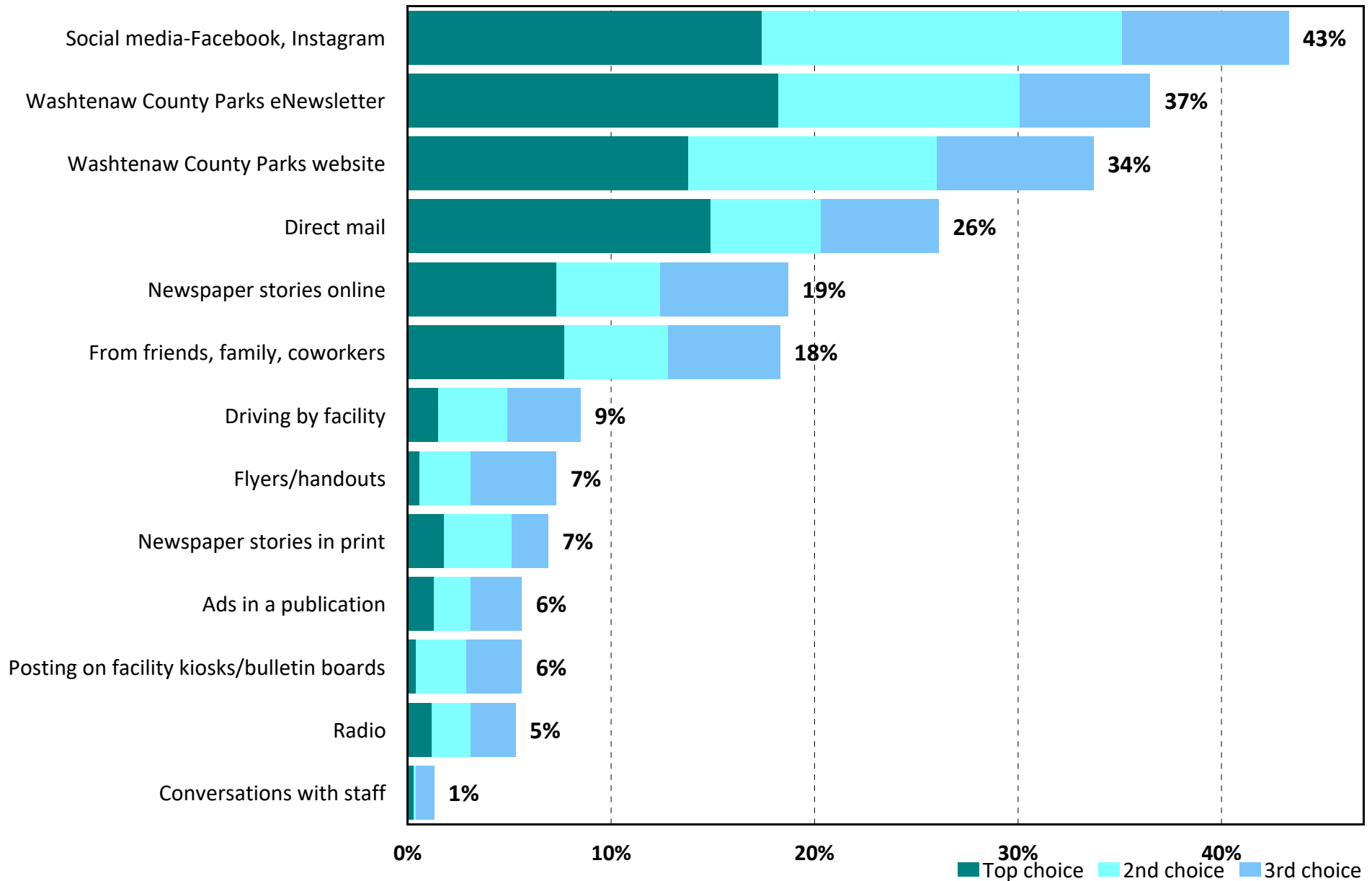
Check all the following ways you have heard about Washtenaw County Parks.

by percentage of respondents



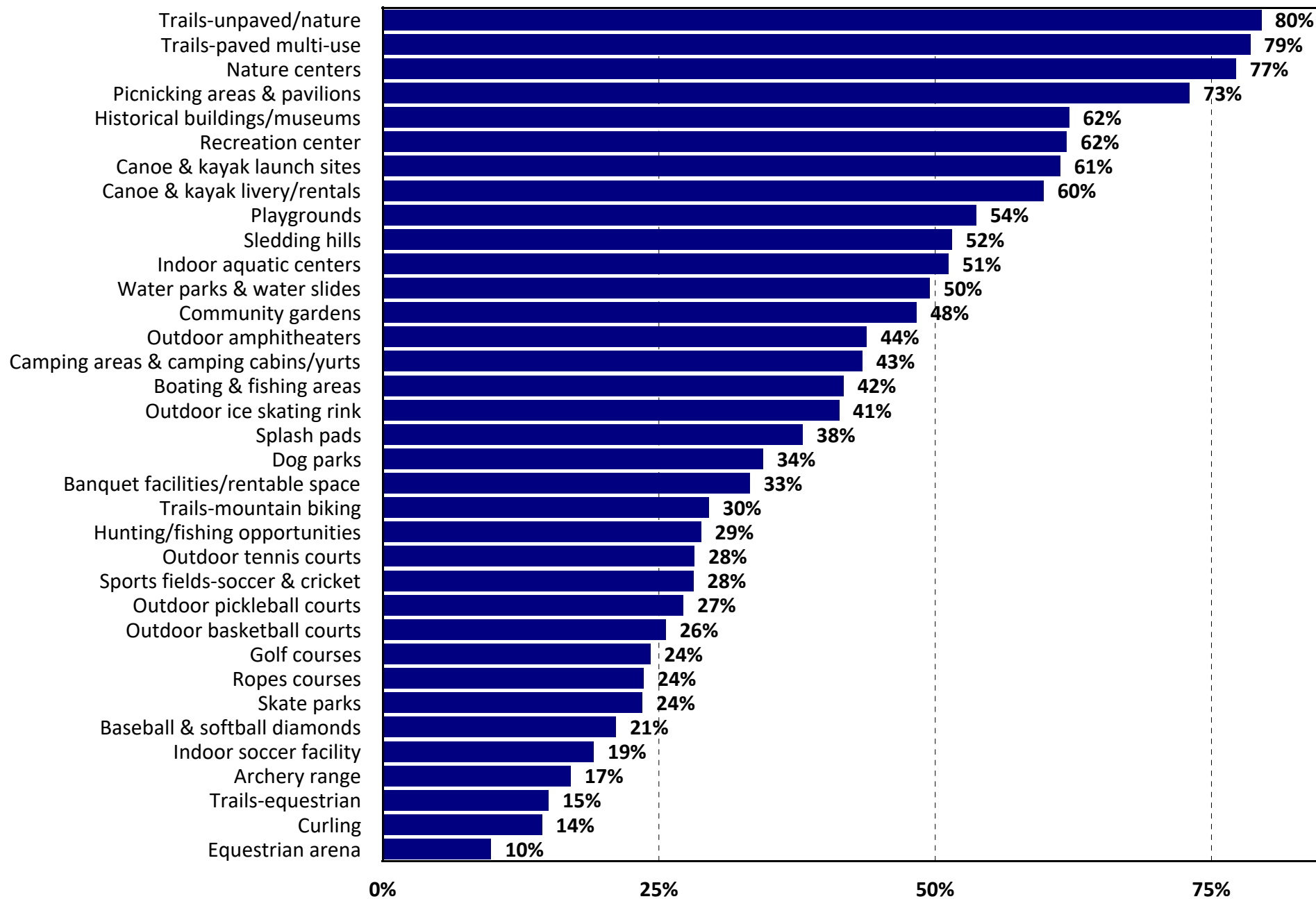
Q15. Which three of the sources do you most prefer to get information about the County's parks?

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



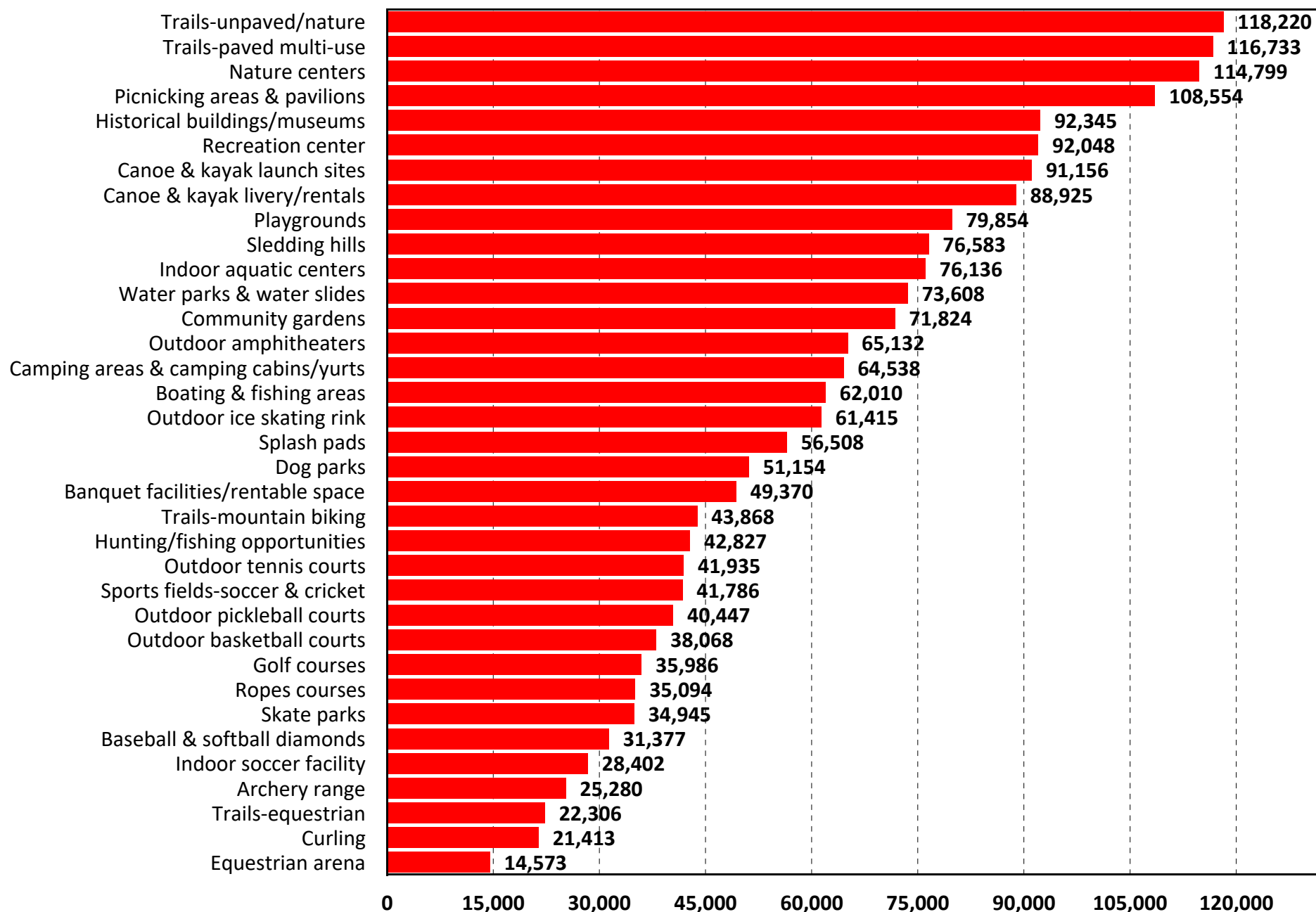
Q16. Need for facilities.

by percentage of respondents who indicated need



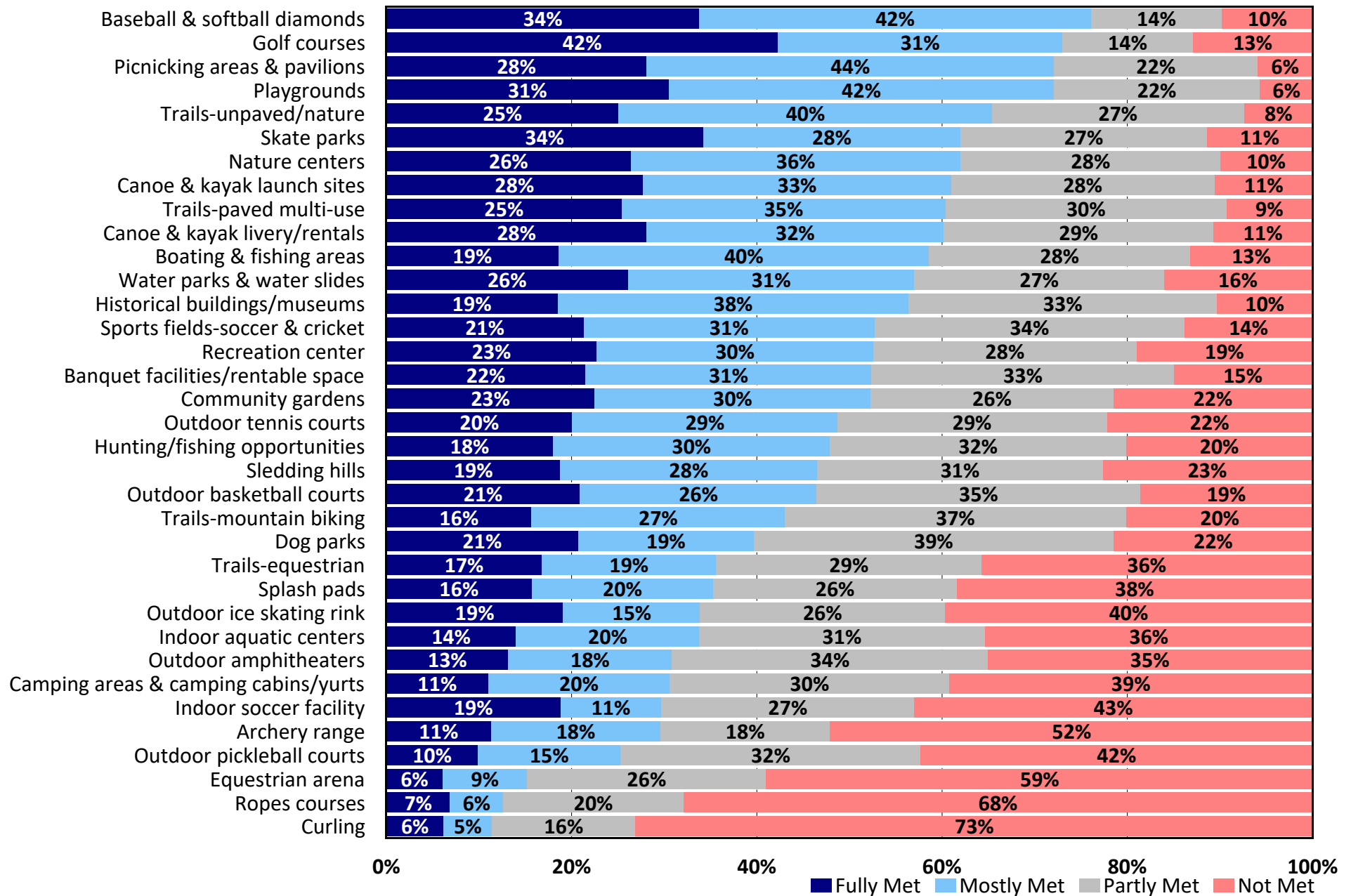
Q16. Estimated number of households who have a need for facilities

by number of households based on an estimated 148,704 households



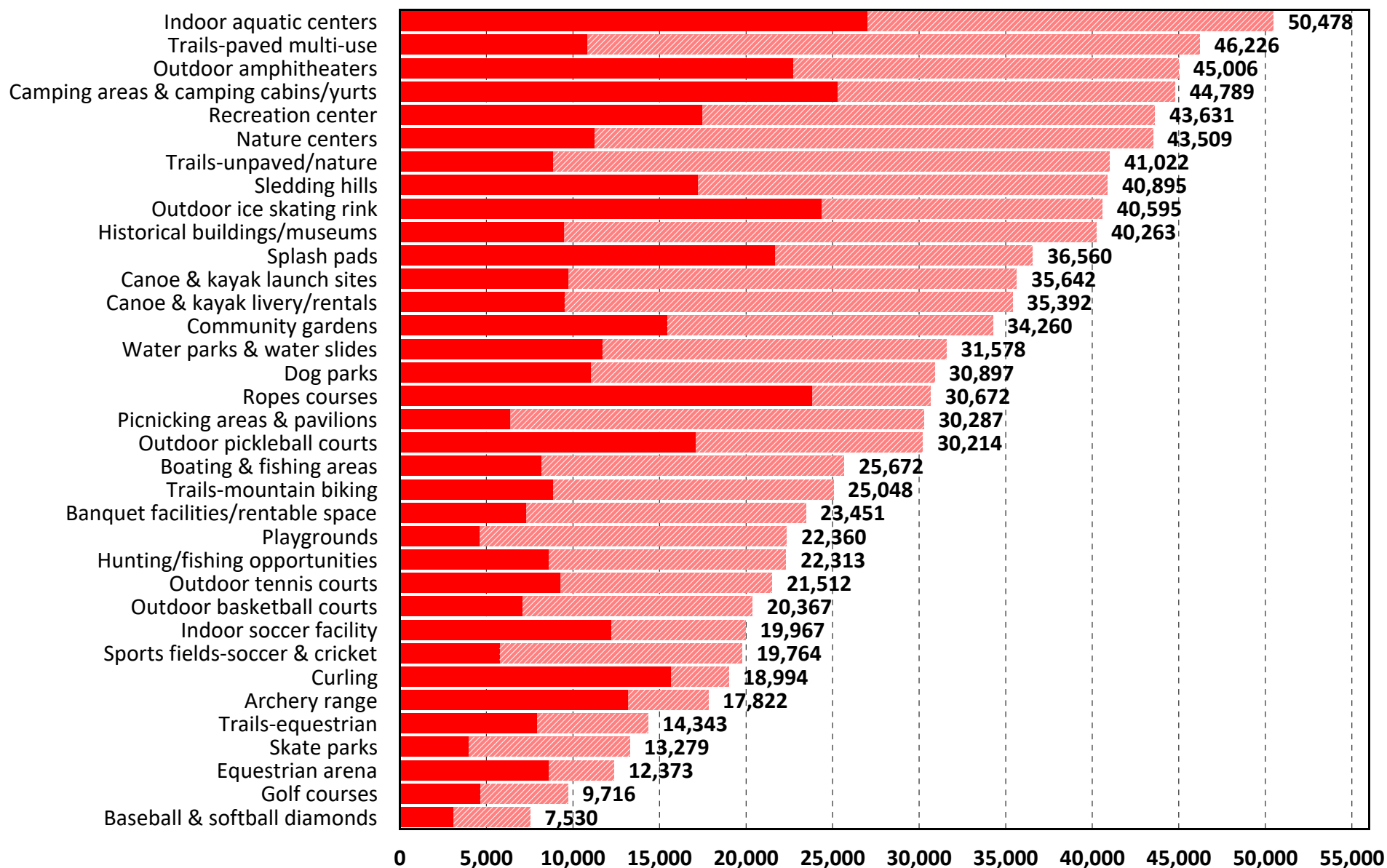
Q16b. Please indicate how well you needs are met for facilities.

by percentage of respondents (excluding "no need")



Q16c. Estimated number of households whose facility needs are only “partly met” or “not met”

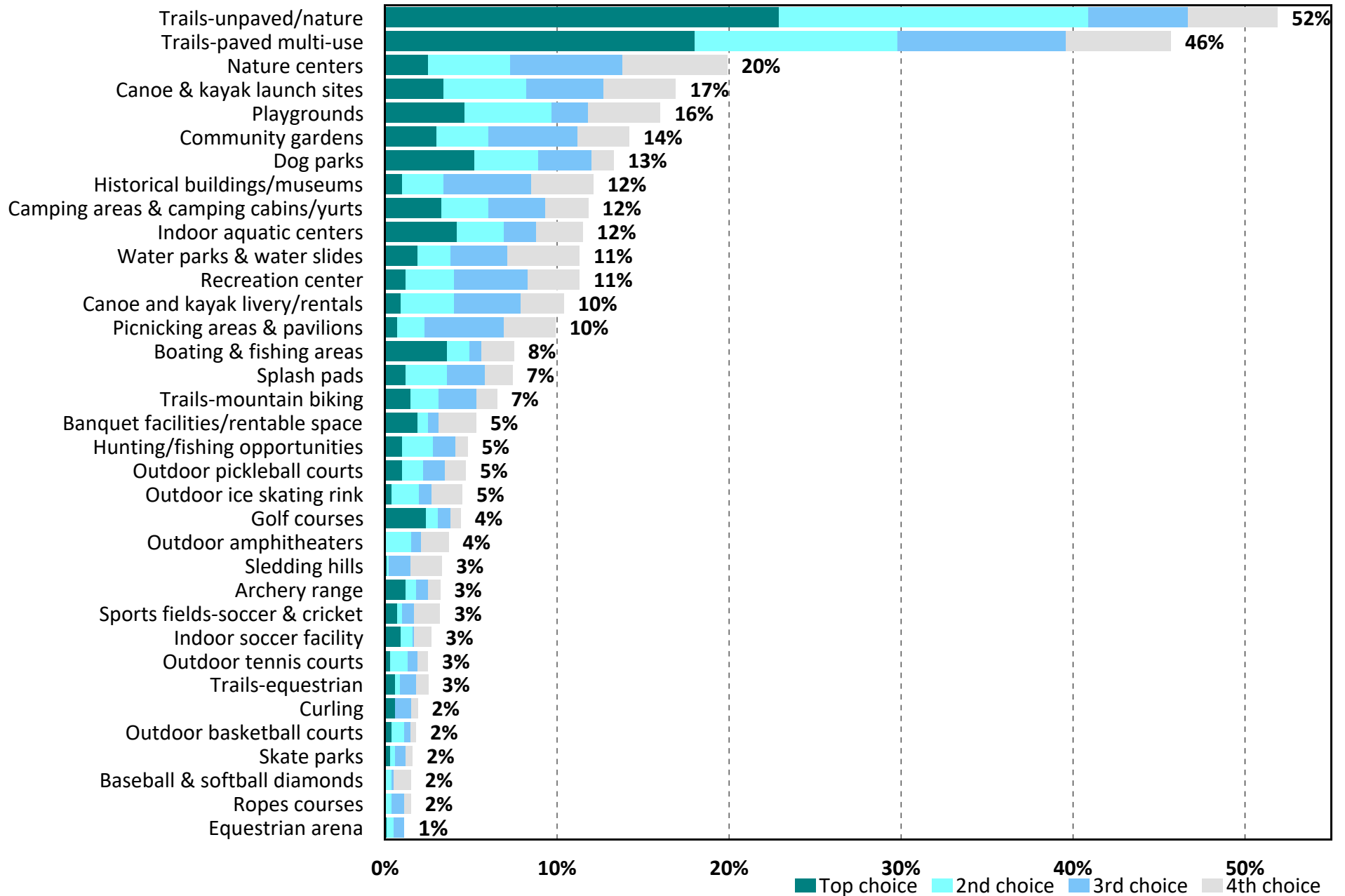
by number of households with need based on an estimated 148,704 households



Not Met Partly Met

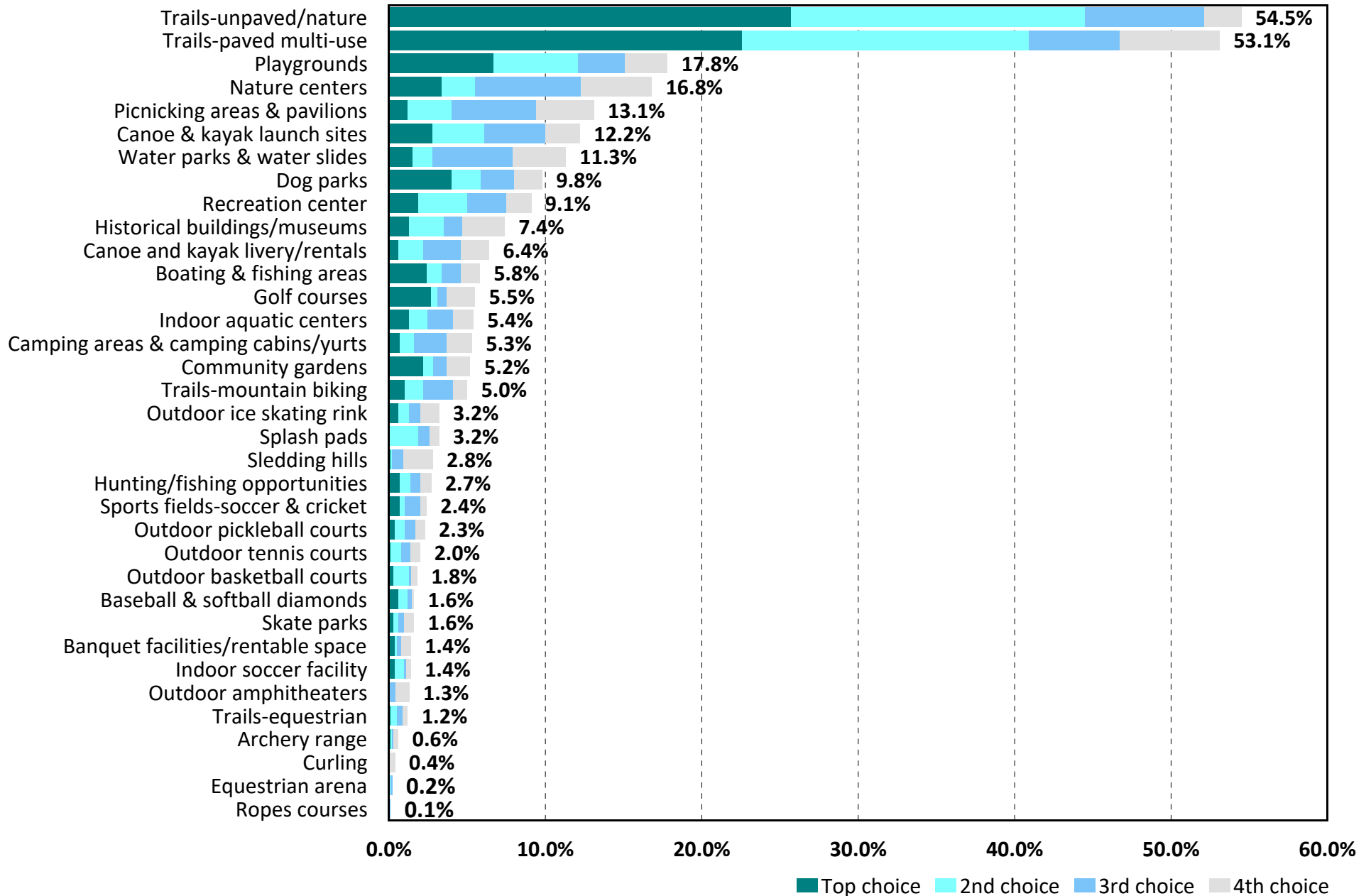
Q17. Which four of the facilities are most important to your household?

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



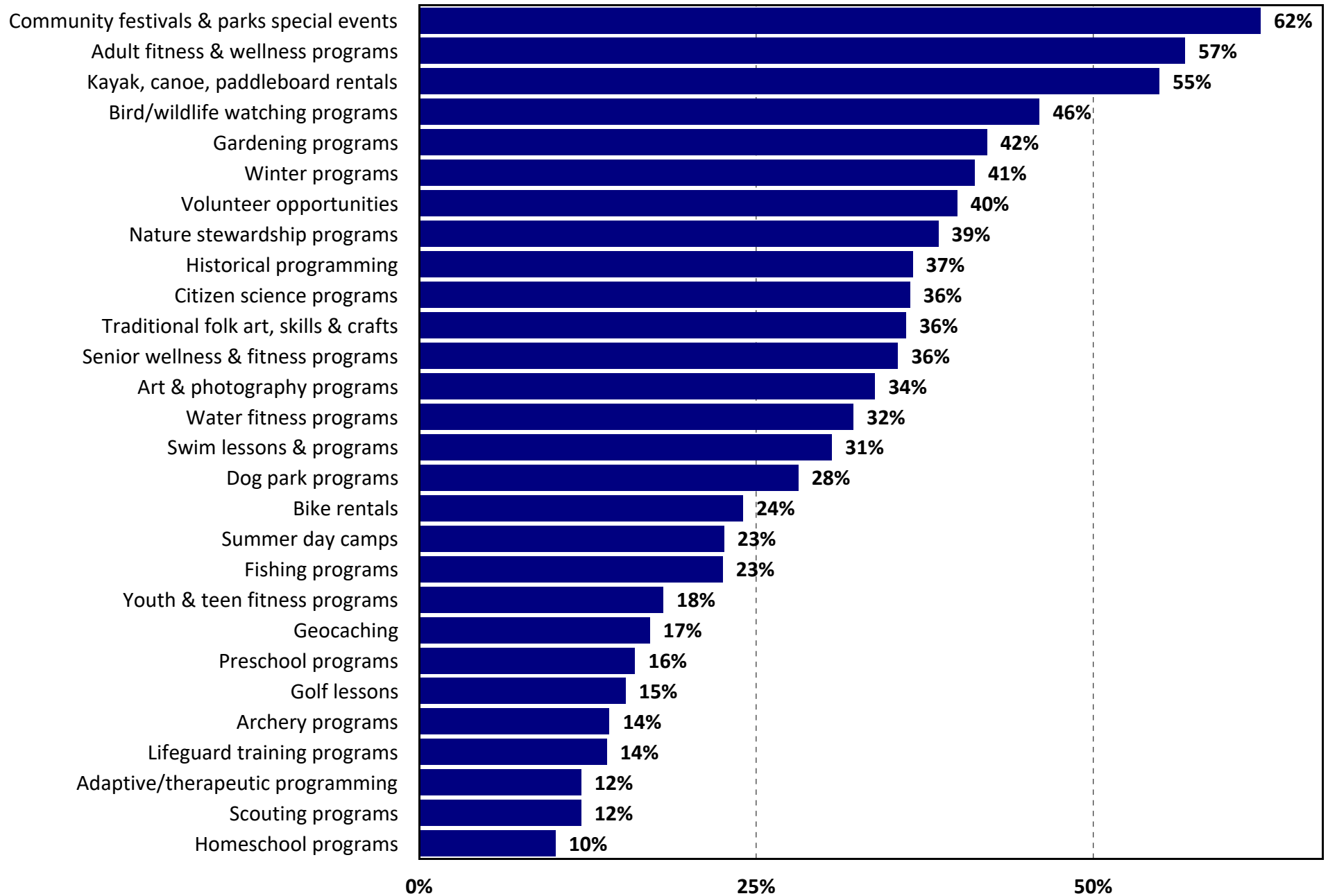
Q18. Which four of the facilities do you/your household use the most?

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



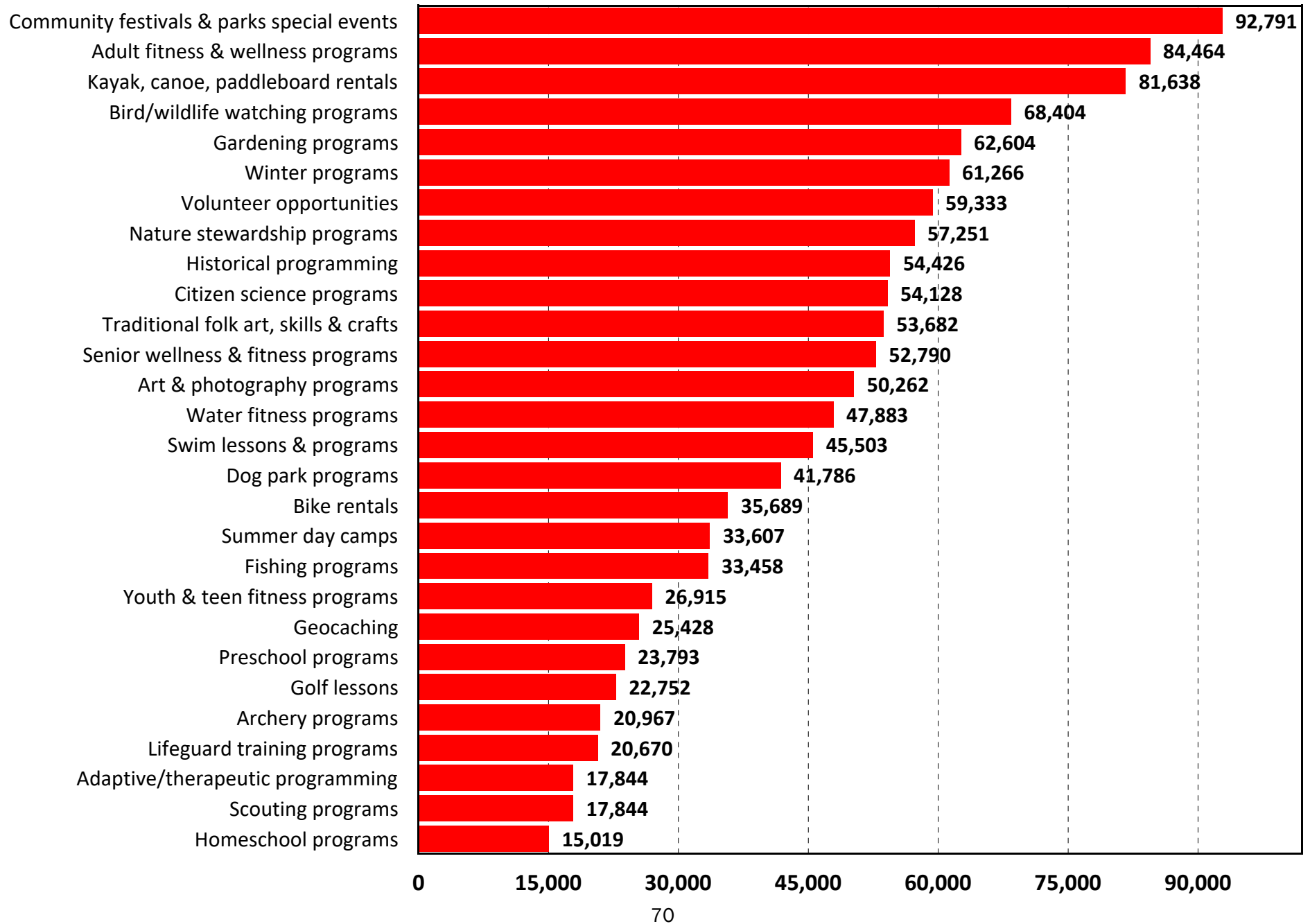
Q19. Need for programs.

by percentage of respondents who indicated need



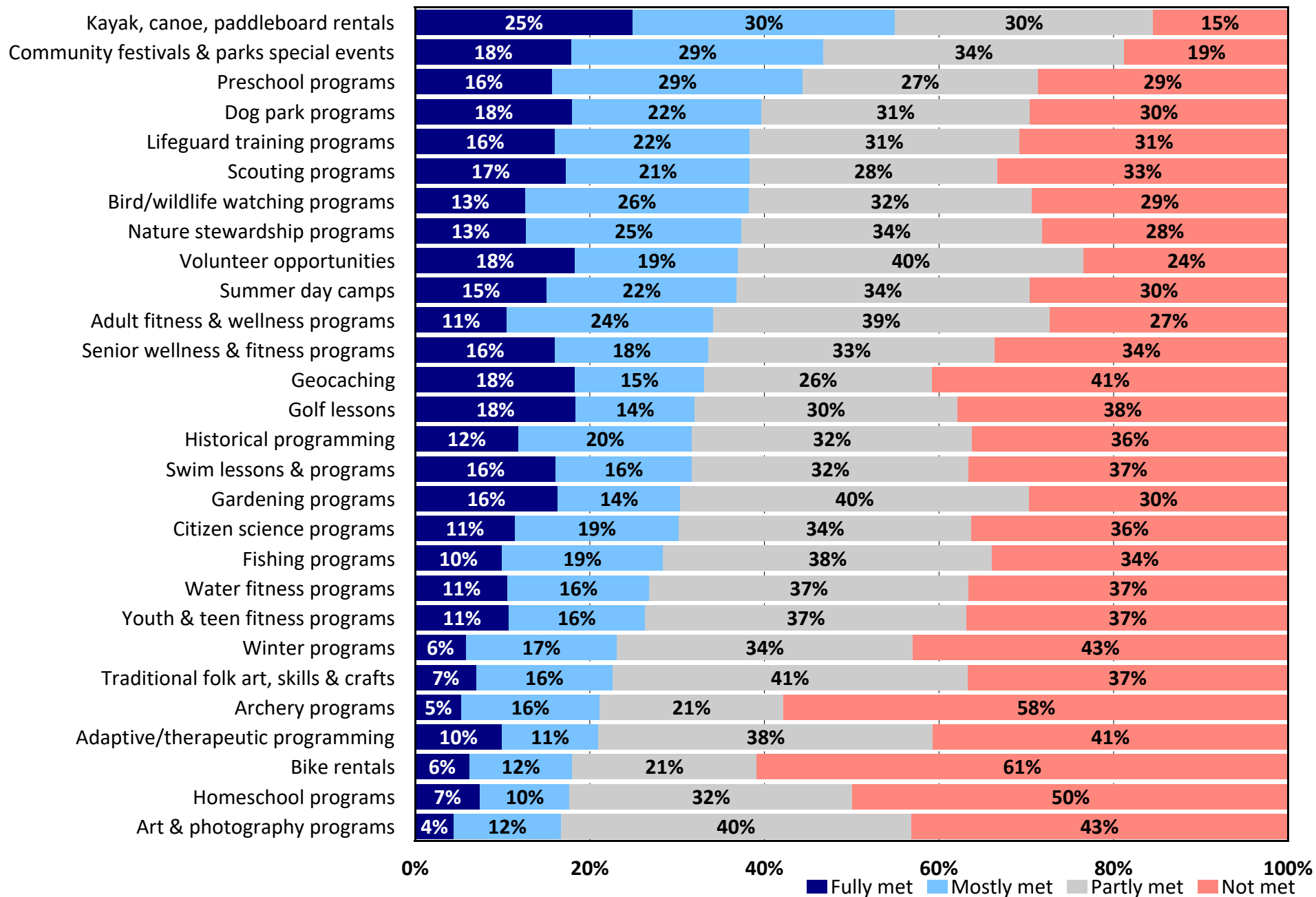
Q19. Estimated number of households who have a need for programs

by number of households based on an estimated 148,704 households



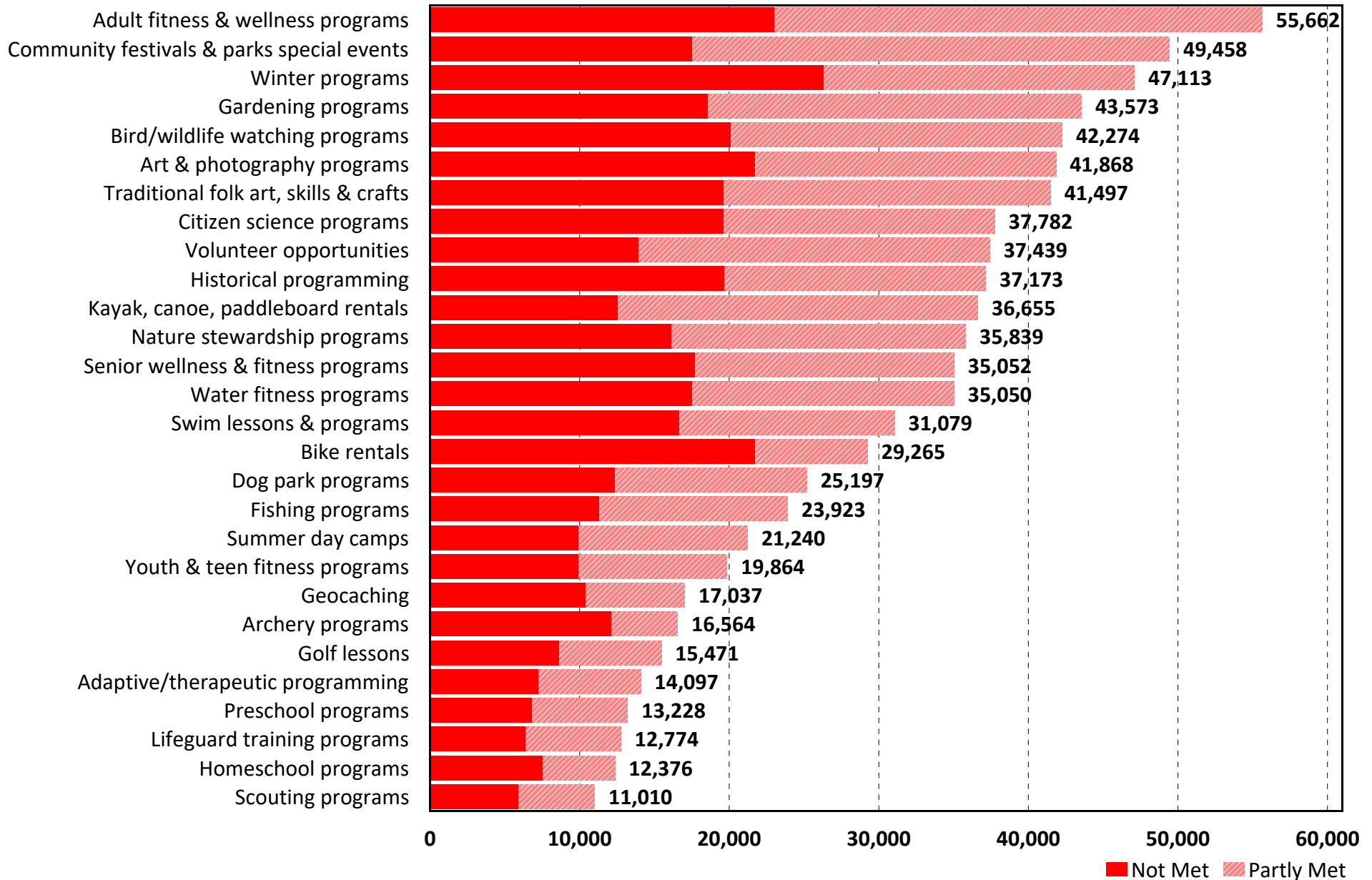
Q19b. How well needs are met for programs.

by percentage of respondents



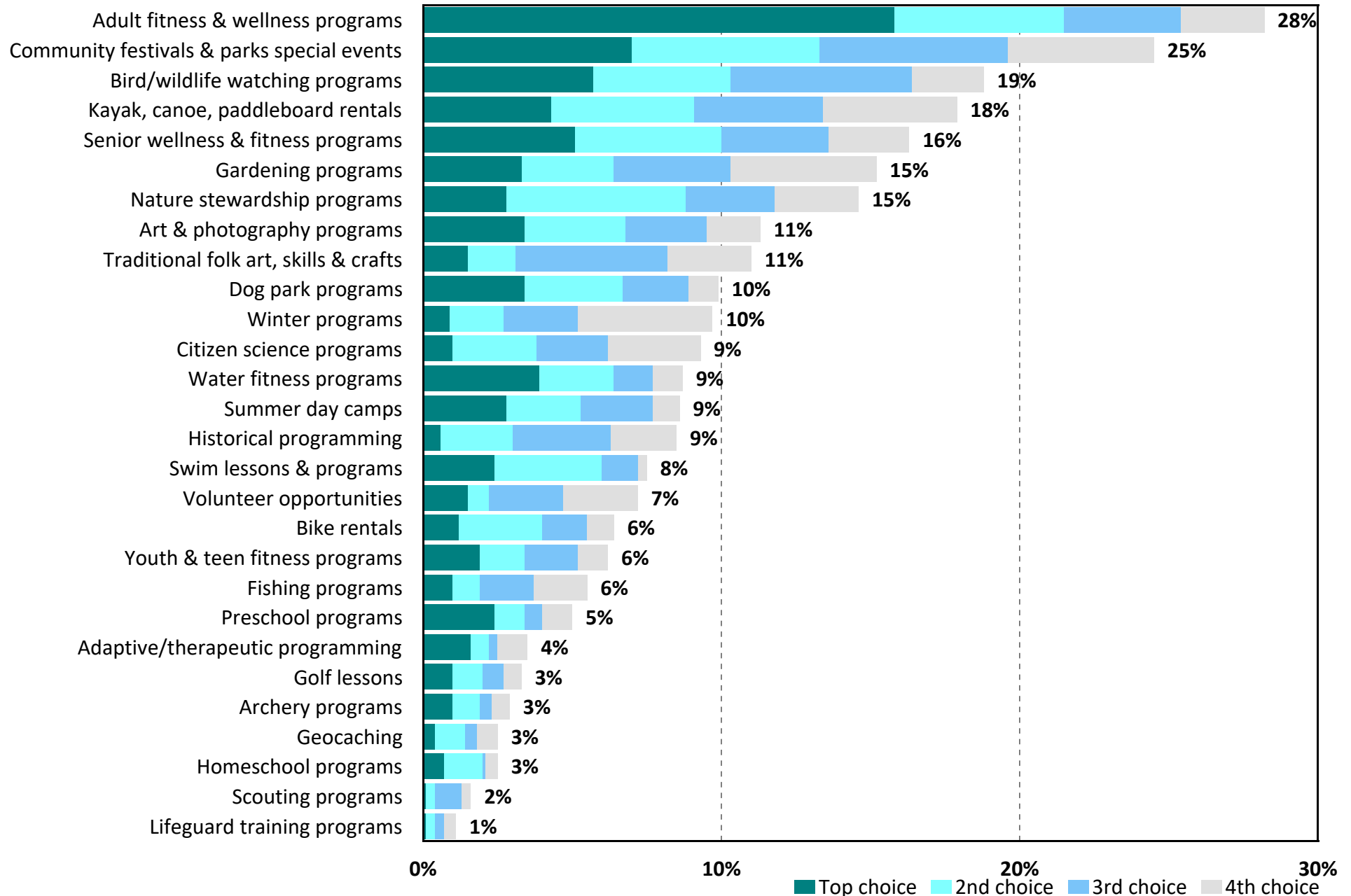
Q19c. Estimated number of households whose program needs are only “partly met” or “not met”

by number of households with need based on an estimated 148,704 households



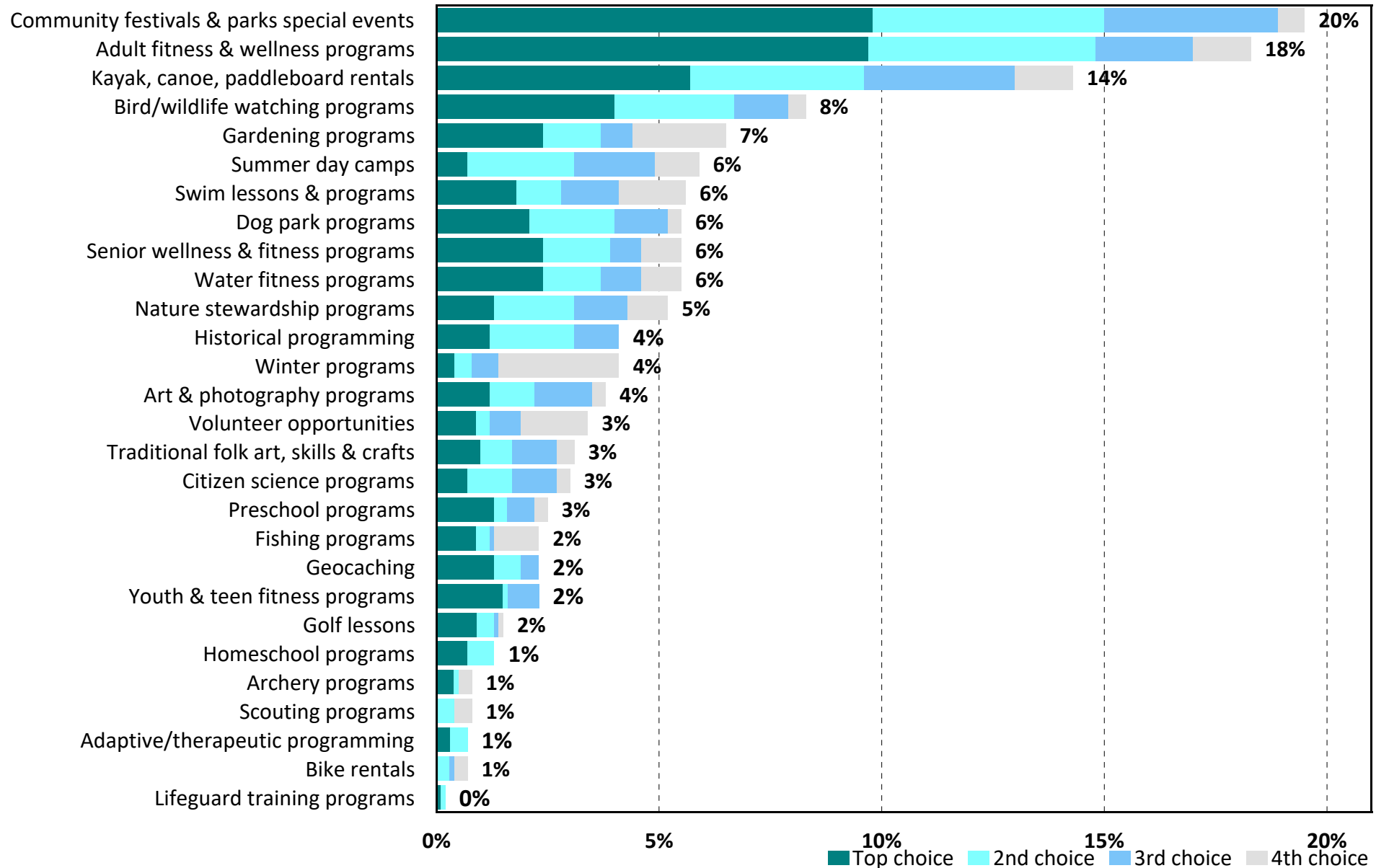
Q20. Which four of the programs are most important to your household?

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



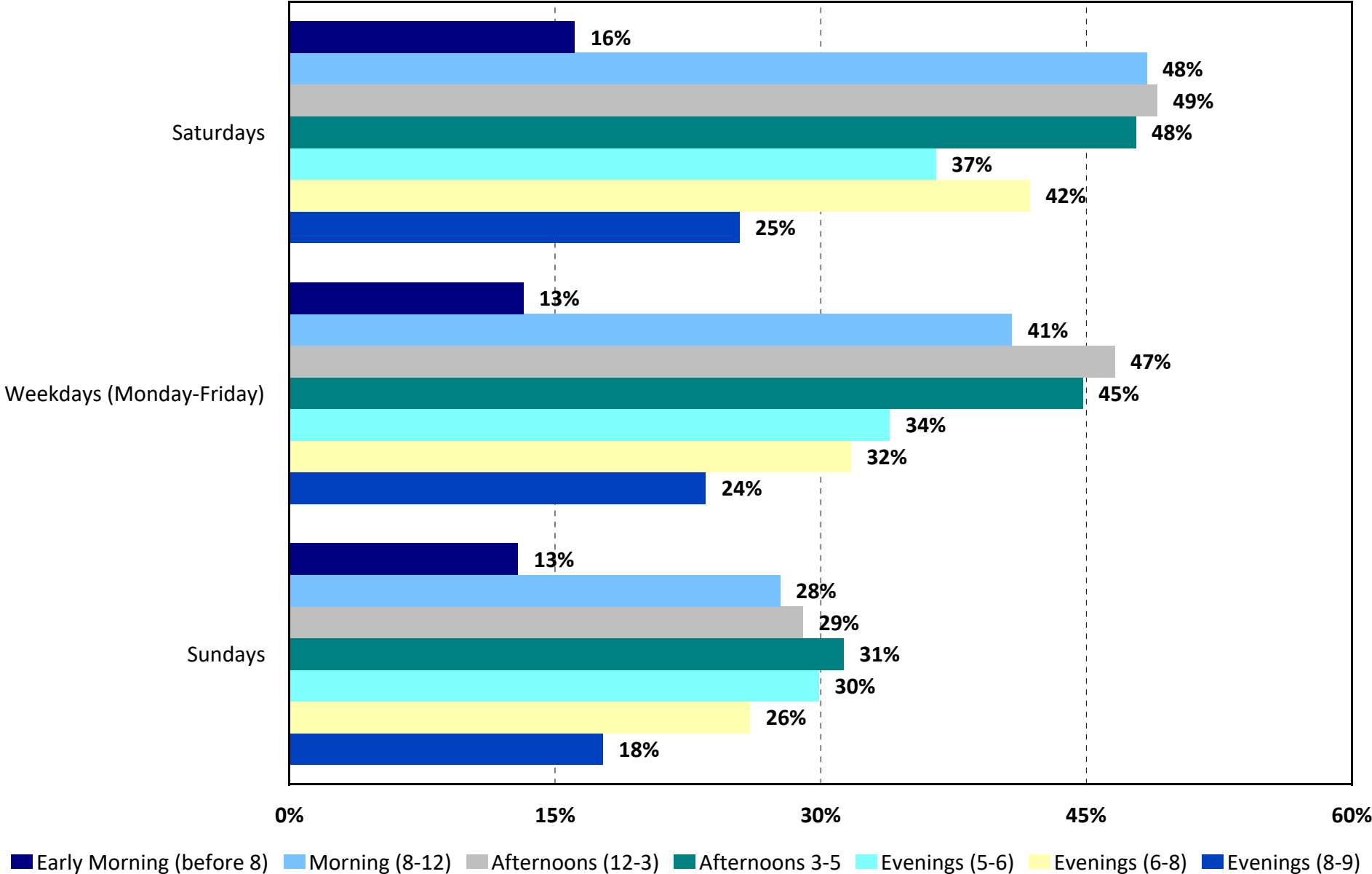
Q21. Which four of the programs do you/your household currently participate in the most?

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



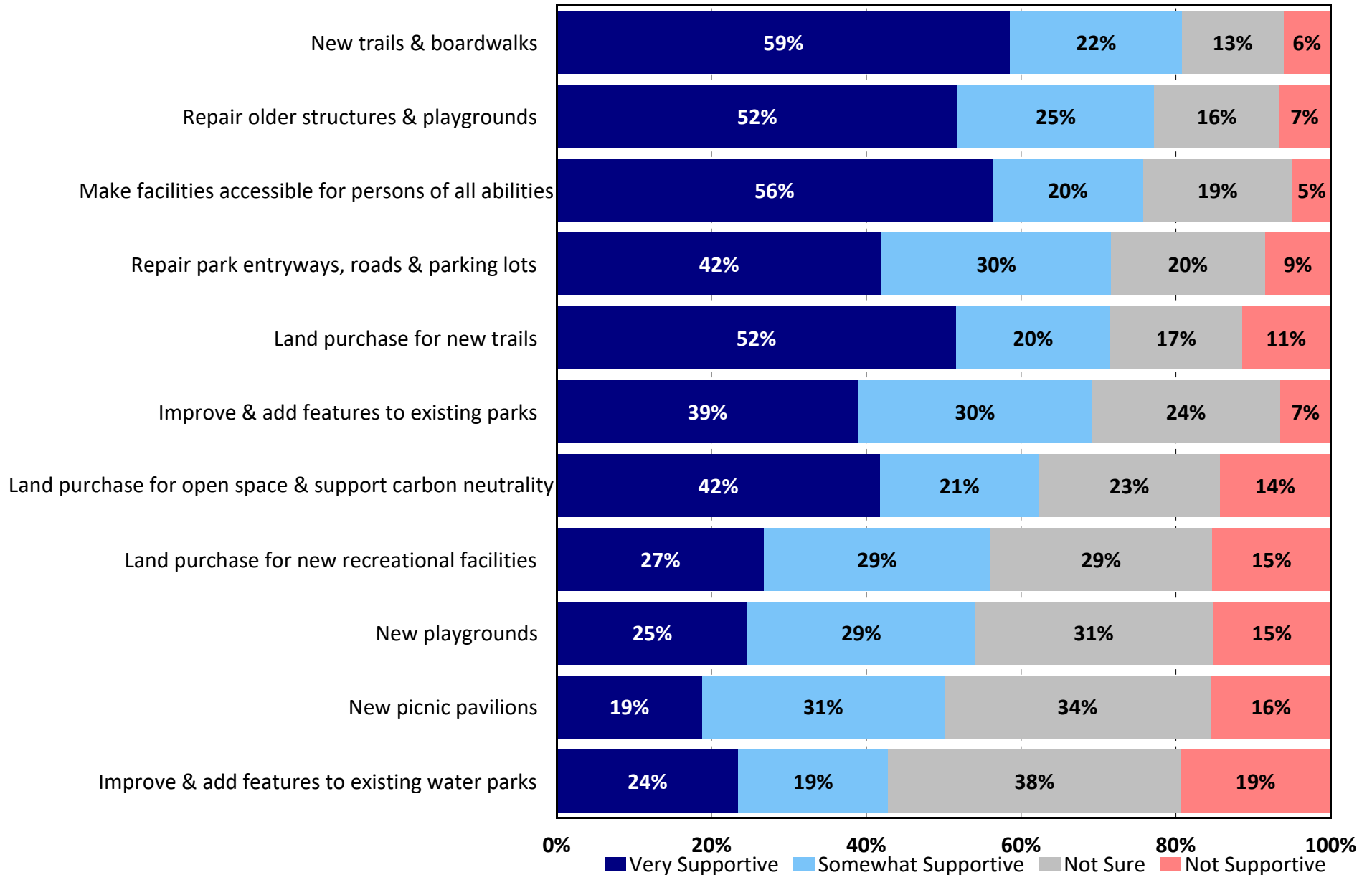
Q22. Please check all the times that you/your household would be interested in attending any program.

by percentage of respondents



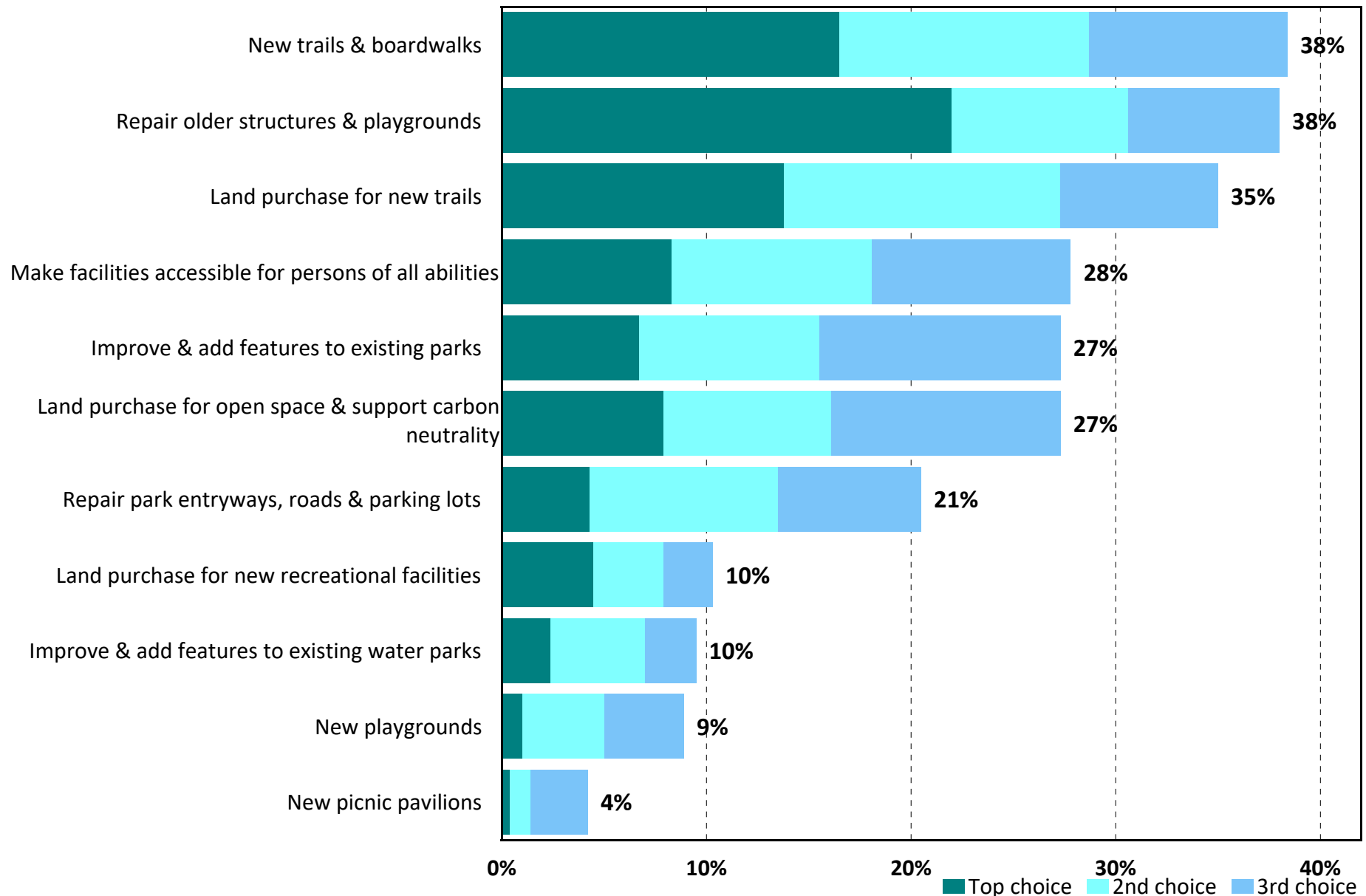
Q23. Please indicate how supportive you would be of having Washtenaw County Parks leverage your tax dollars to fund these improvements.

by percentage of respondents



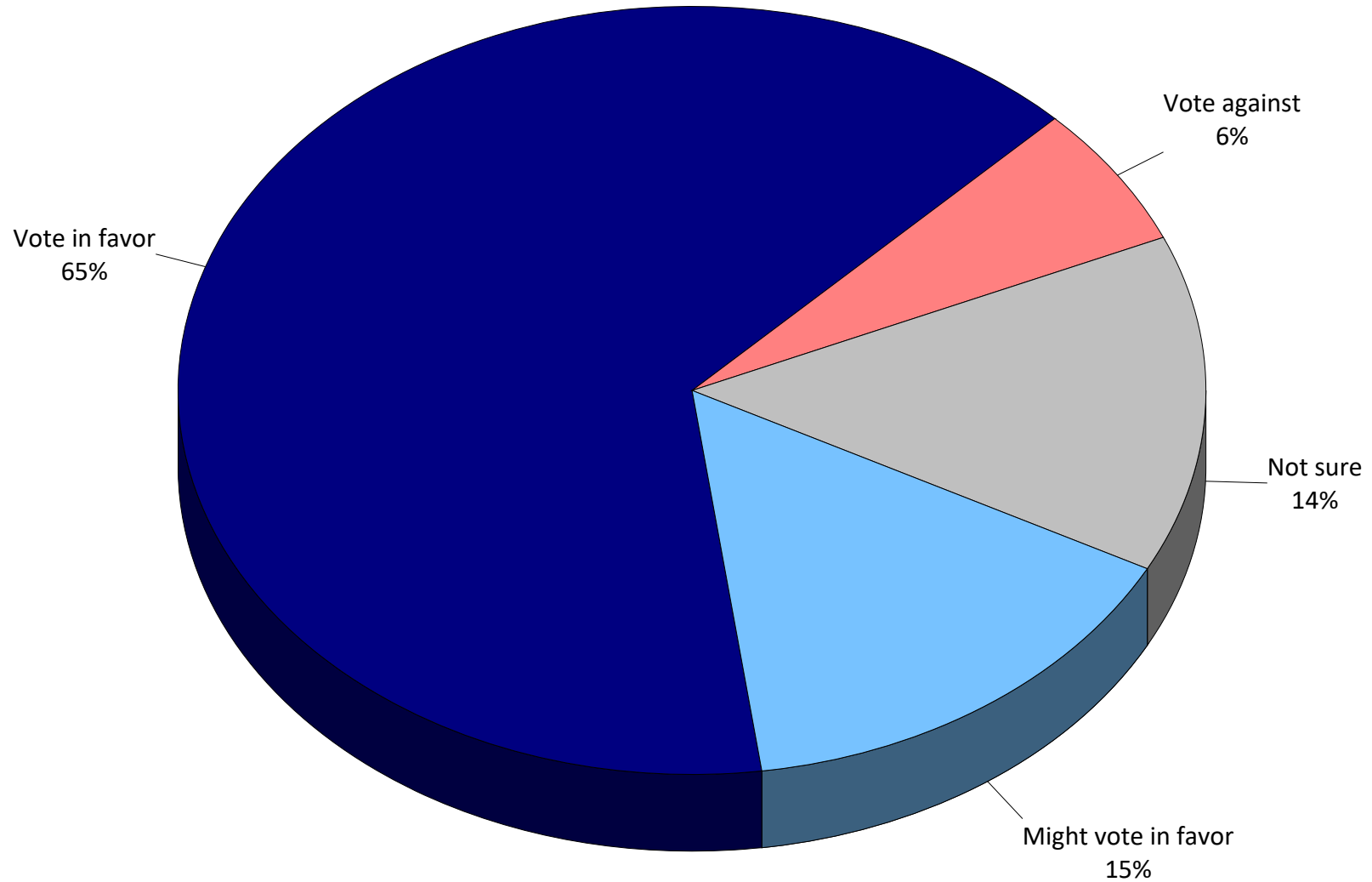
Q24. Which three of the actions would you be most willing to fund with your Washtenaw County Parks and Recreation tax dollars?

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



Q25. If an election was held to renew the current millage for operations, developments, and improvements for parks, how would you vote in the election?

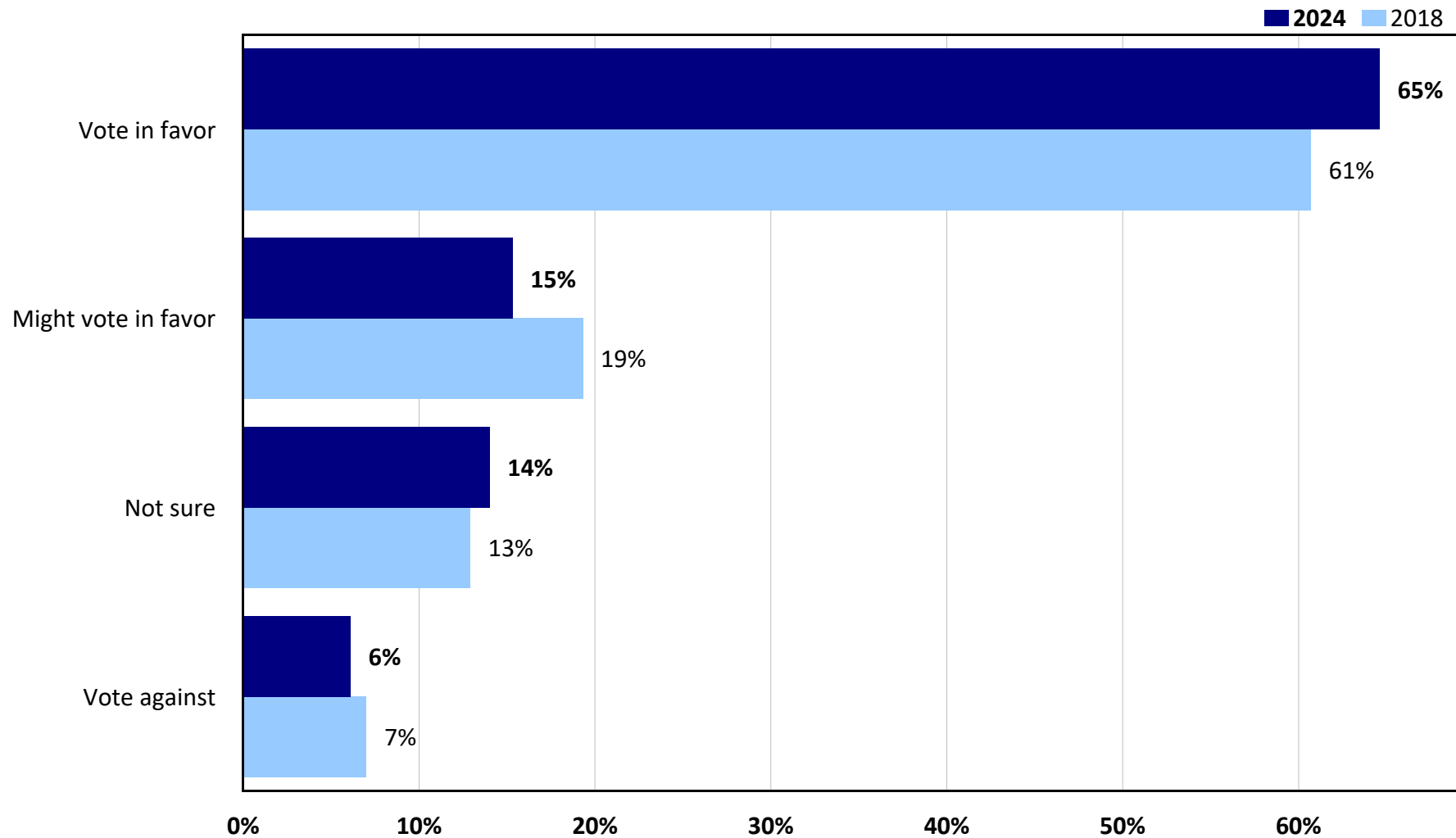
by percentage of respondents



TRENDS

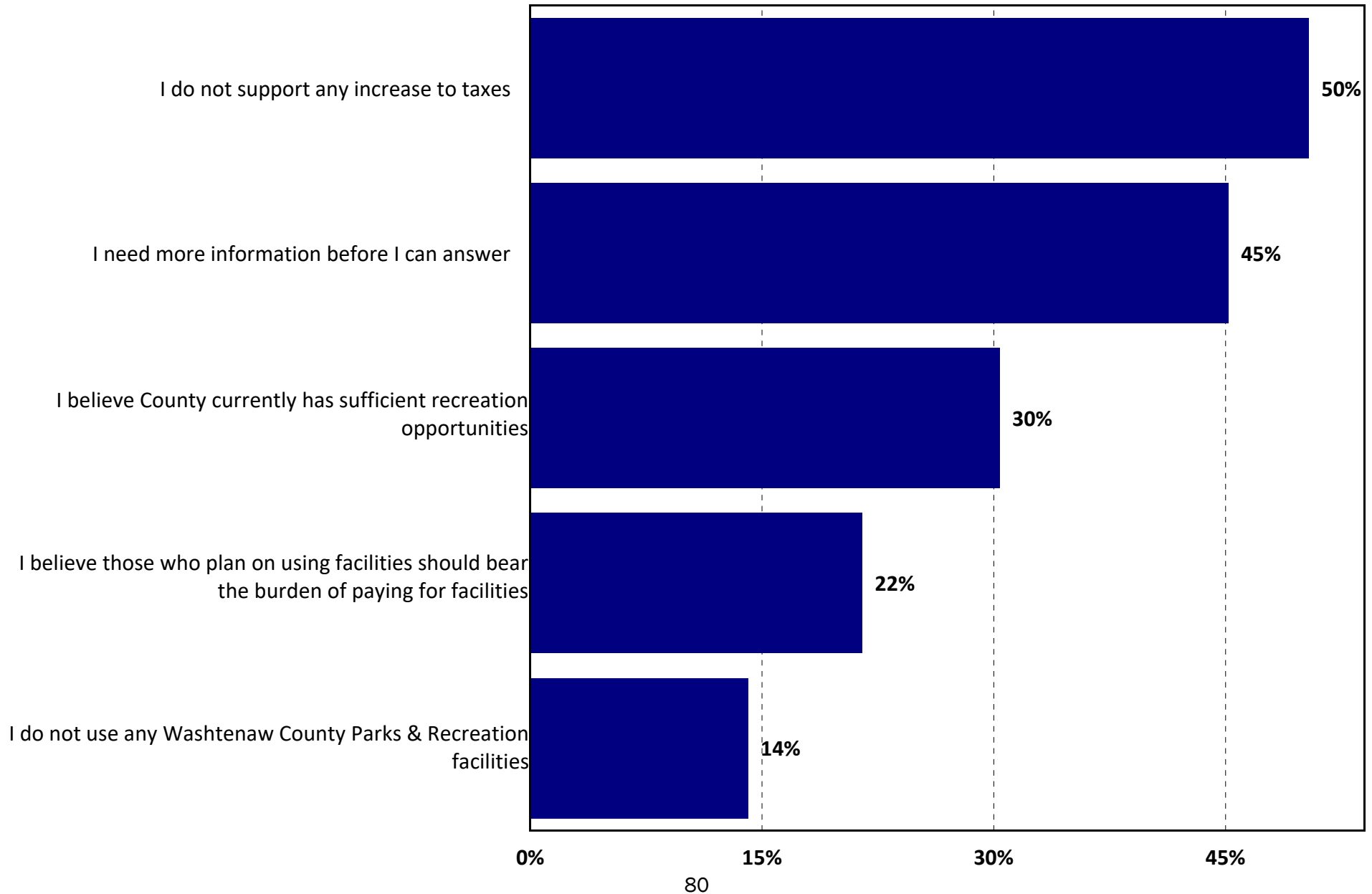
If an election was held to renew the current millage for funding operations, development, and capital improvements for Washtenaw County Parks, how would you vote in the election?

by percentage of respondents (excluding "not provided")



Q25a. Please check all the reasons why you are not sure or would vote against renewing the current millage.

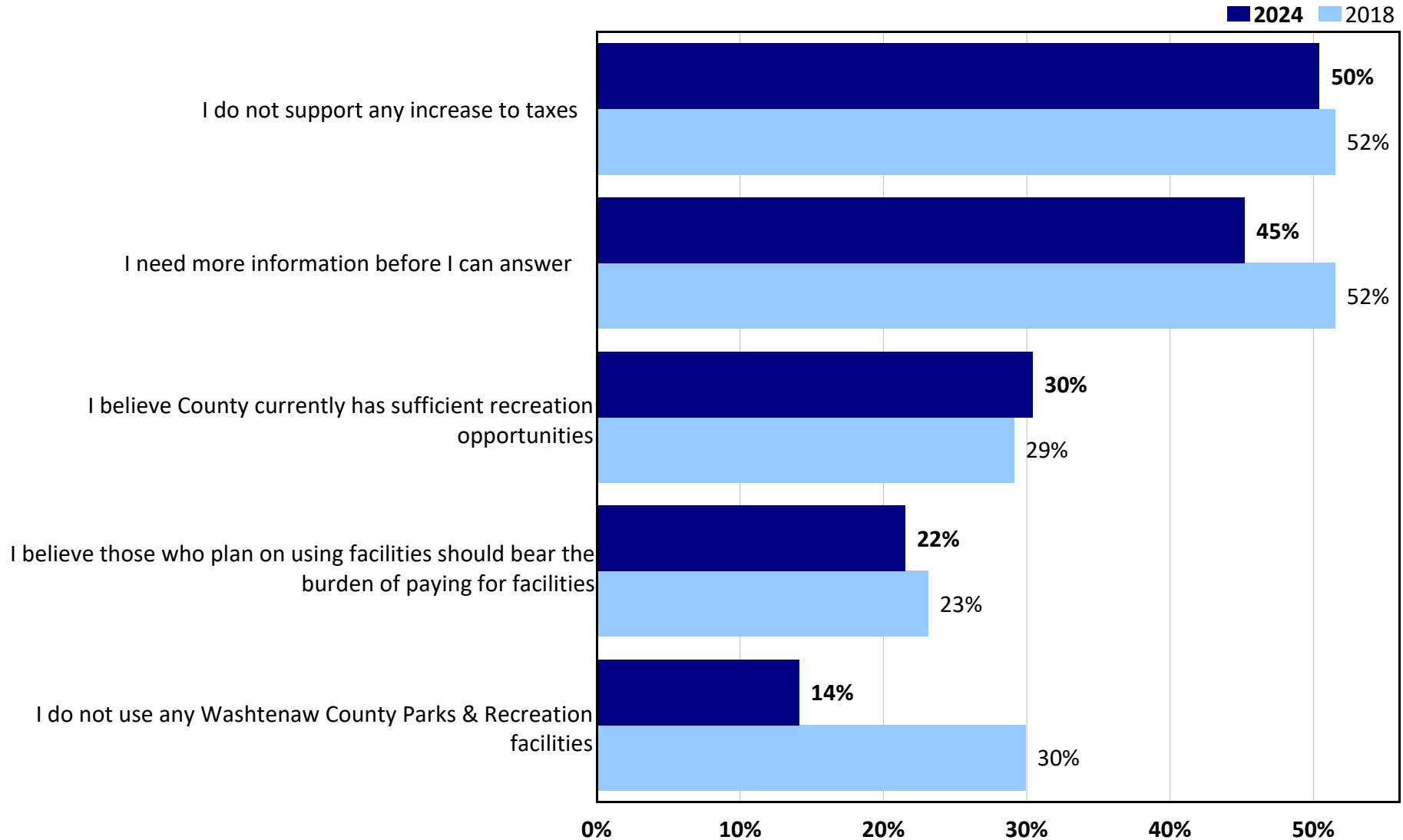
by percentage of respondents (multiple selections could be made)



TRENDS

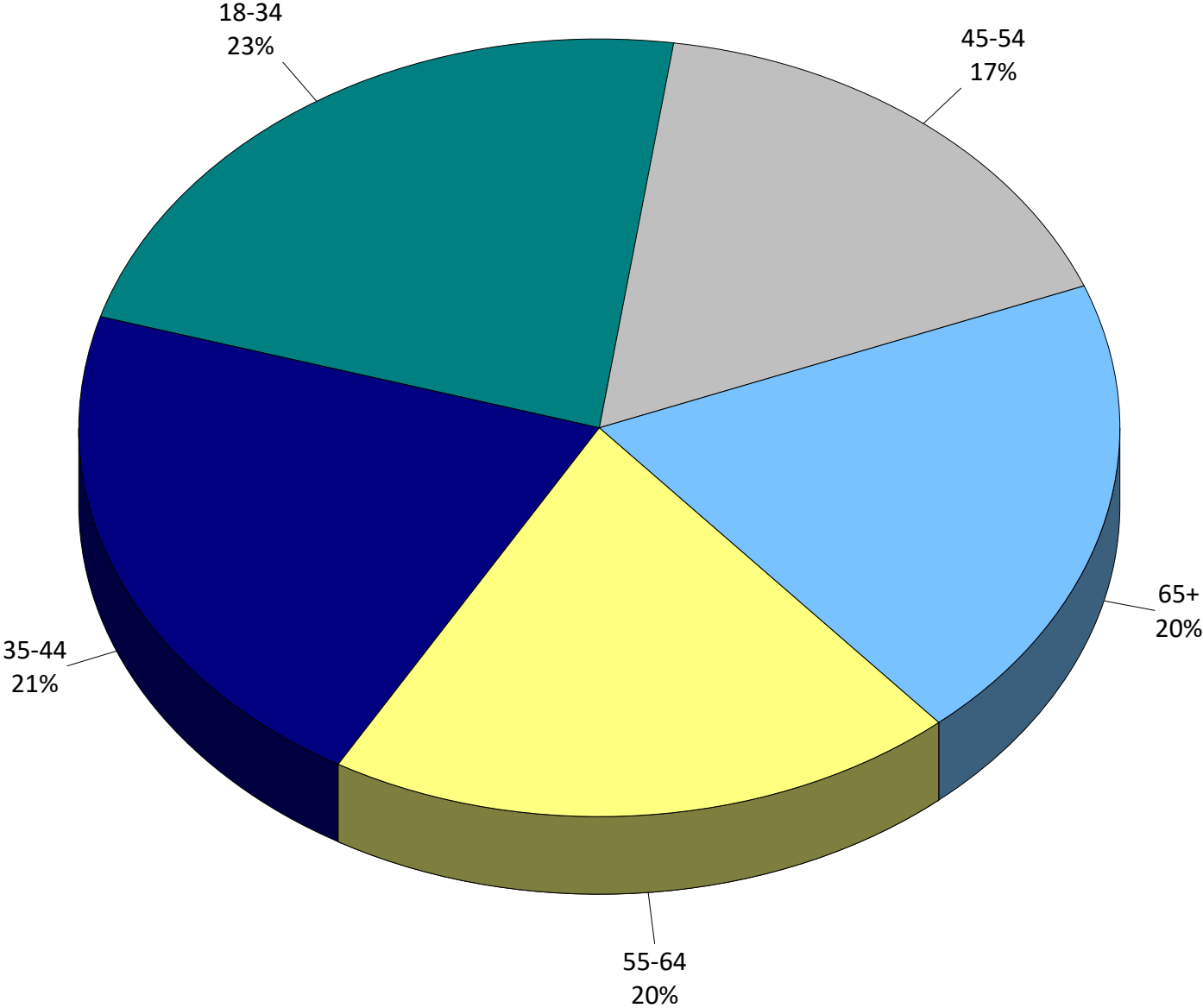
Check all of the following reasons why you are not sure or would vote against renewing the current millage.

by percentage of respondents



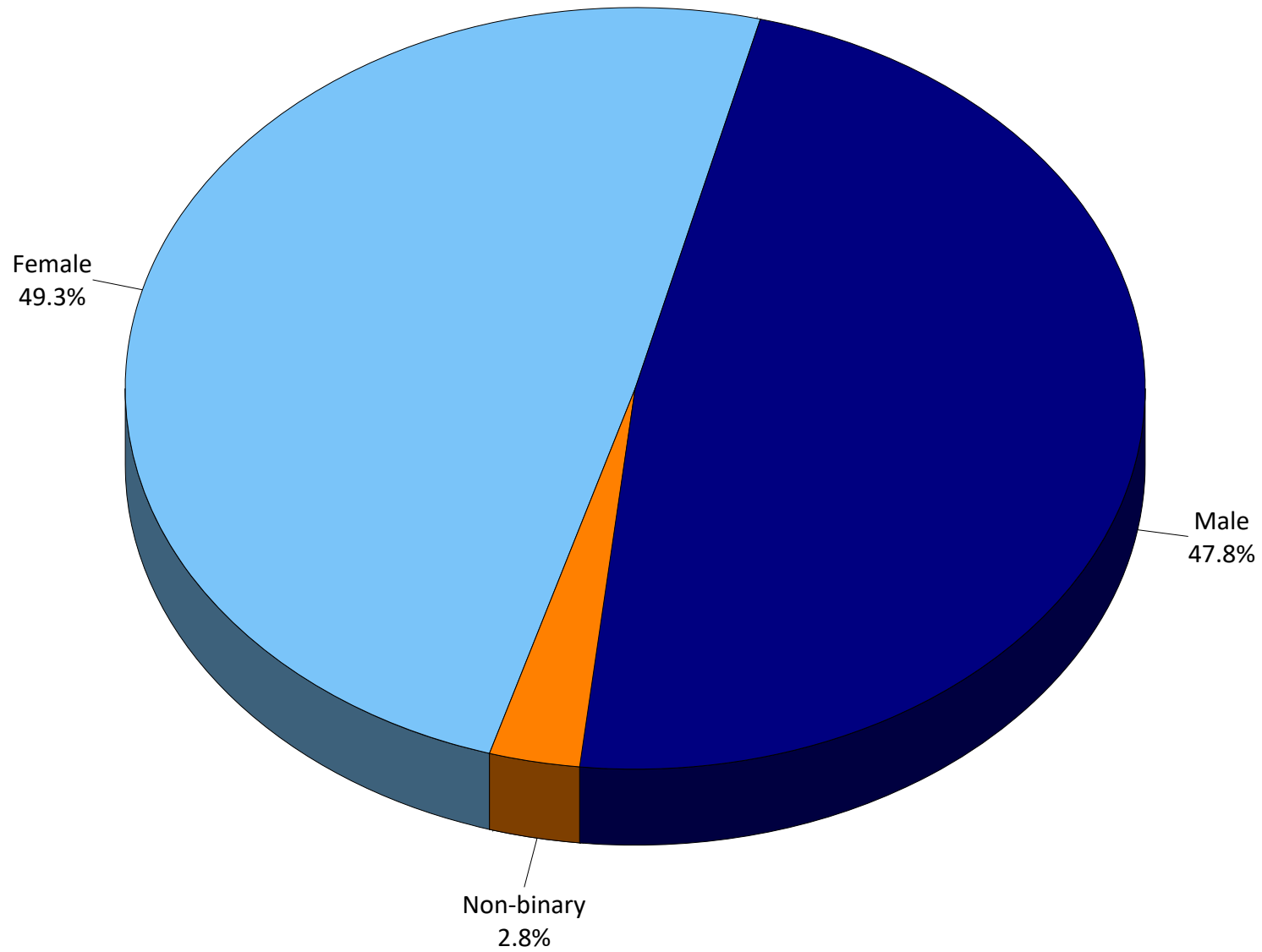
Q26. What is your age?

by percentage of respondents (excluding "not provided")



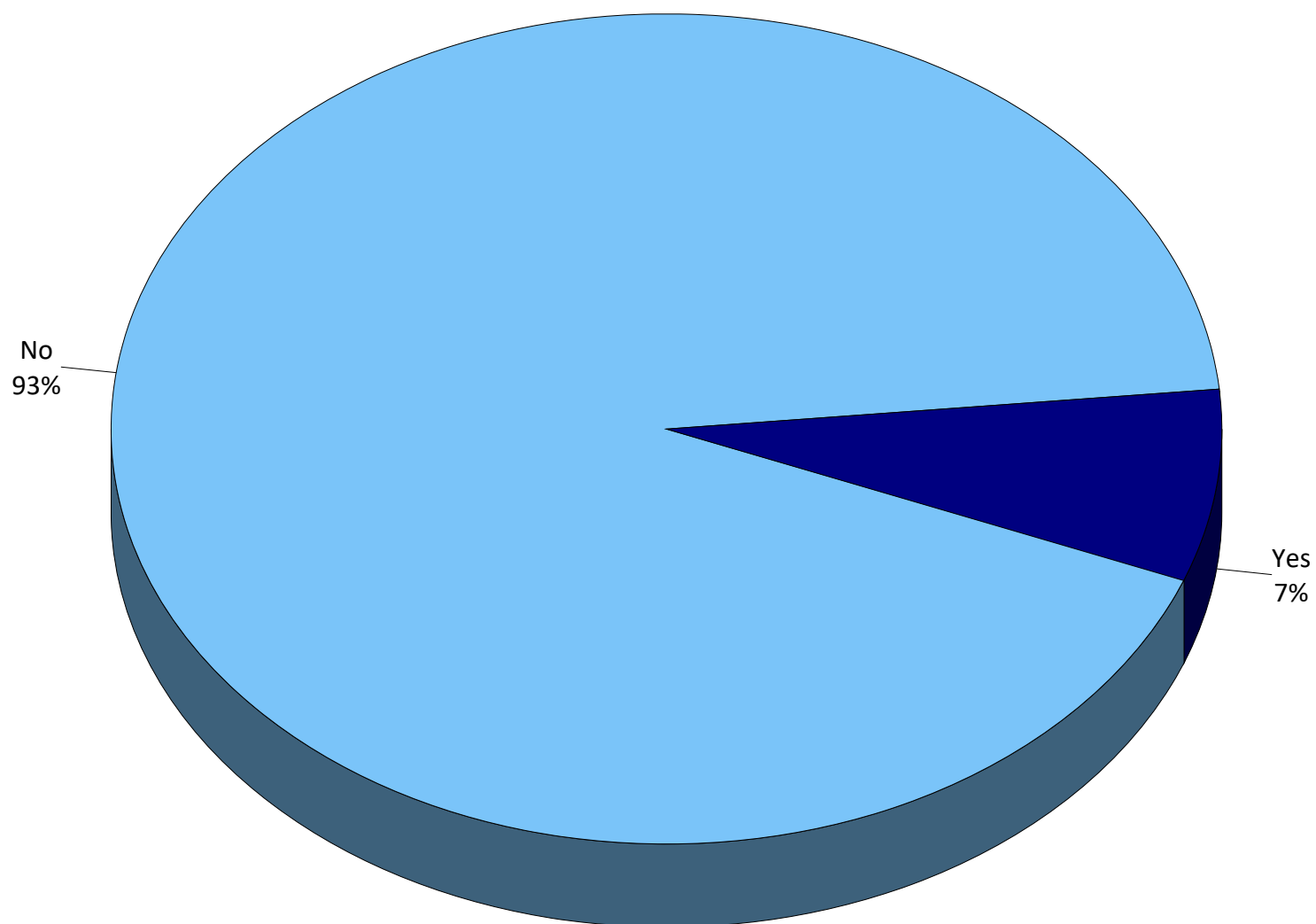
Q27. Your gender:

by percentage of respondents (excluding "prefer not to answer")



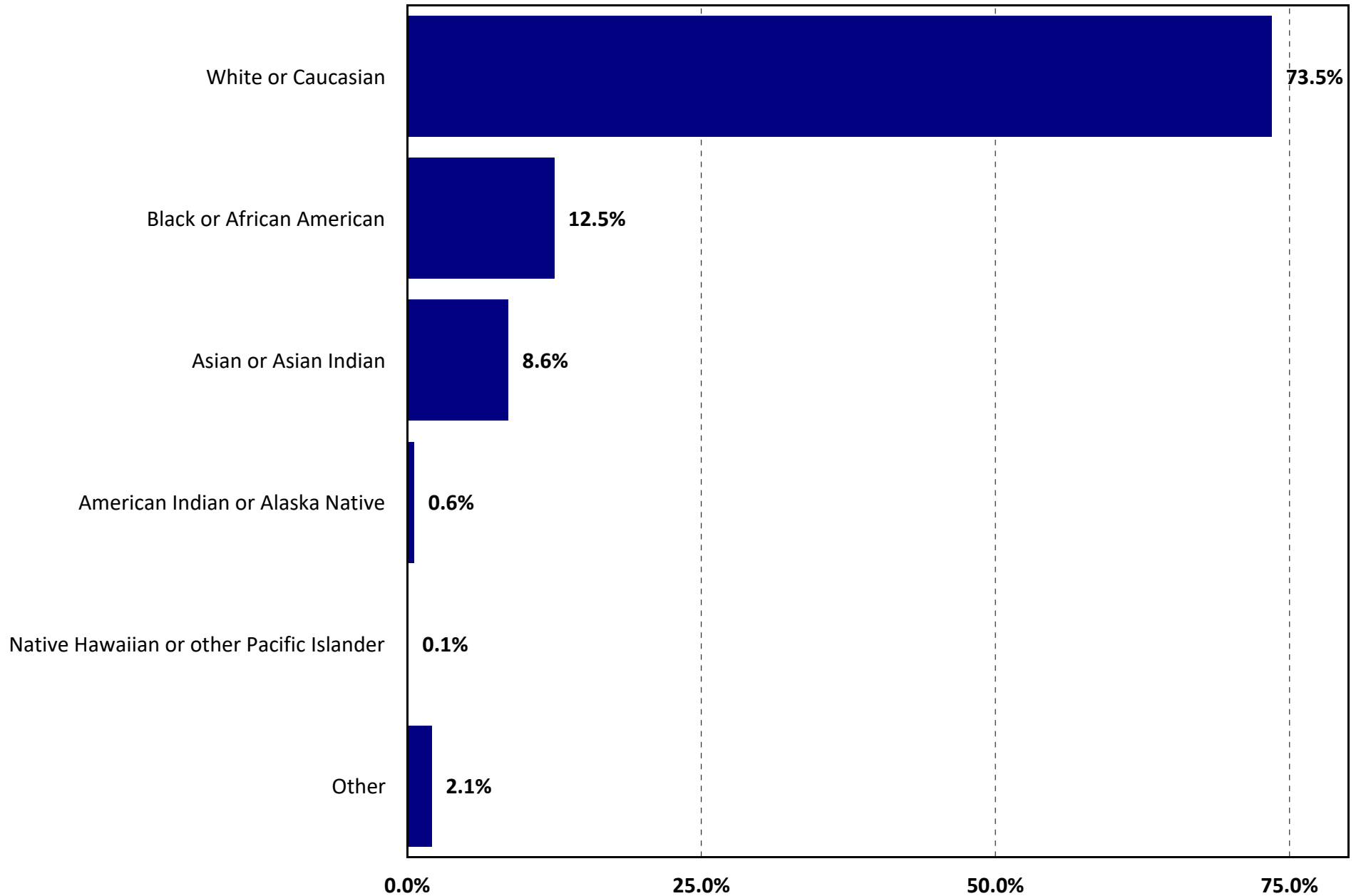
Q28. Are you or any members of your household of Hispanic/Latino ancestry?

by percentage of respondents (excluding "not provided")



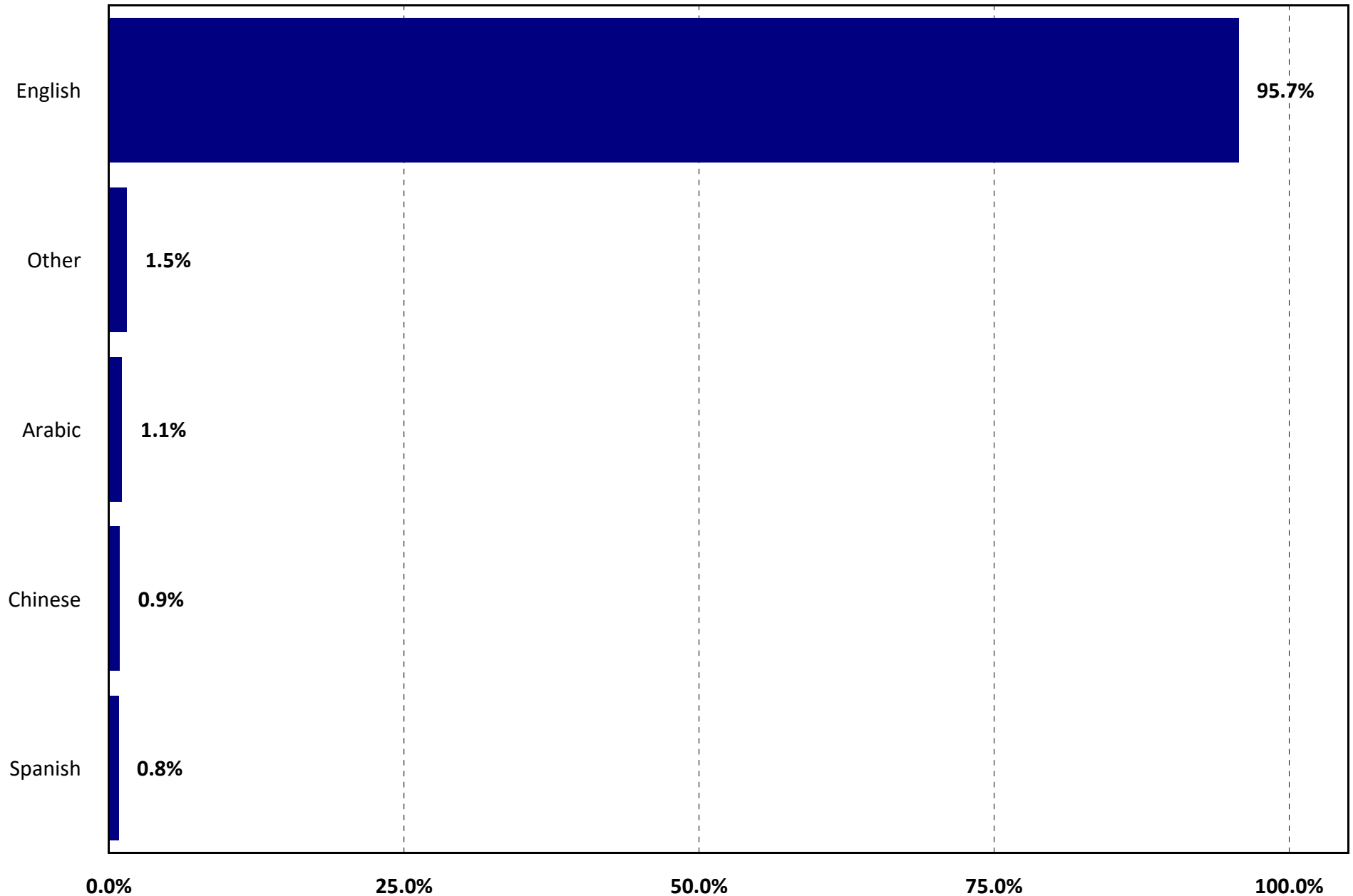
Q29. Which of the following best describes your race?

by percentage of respondents



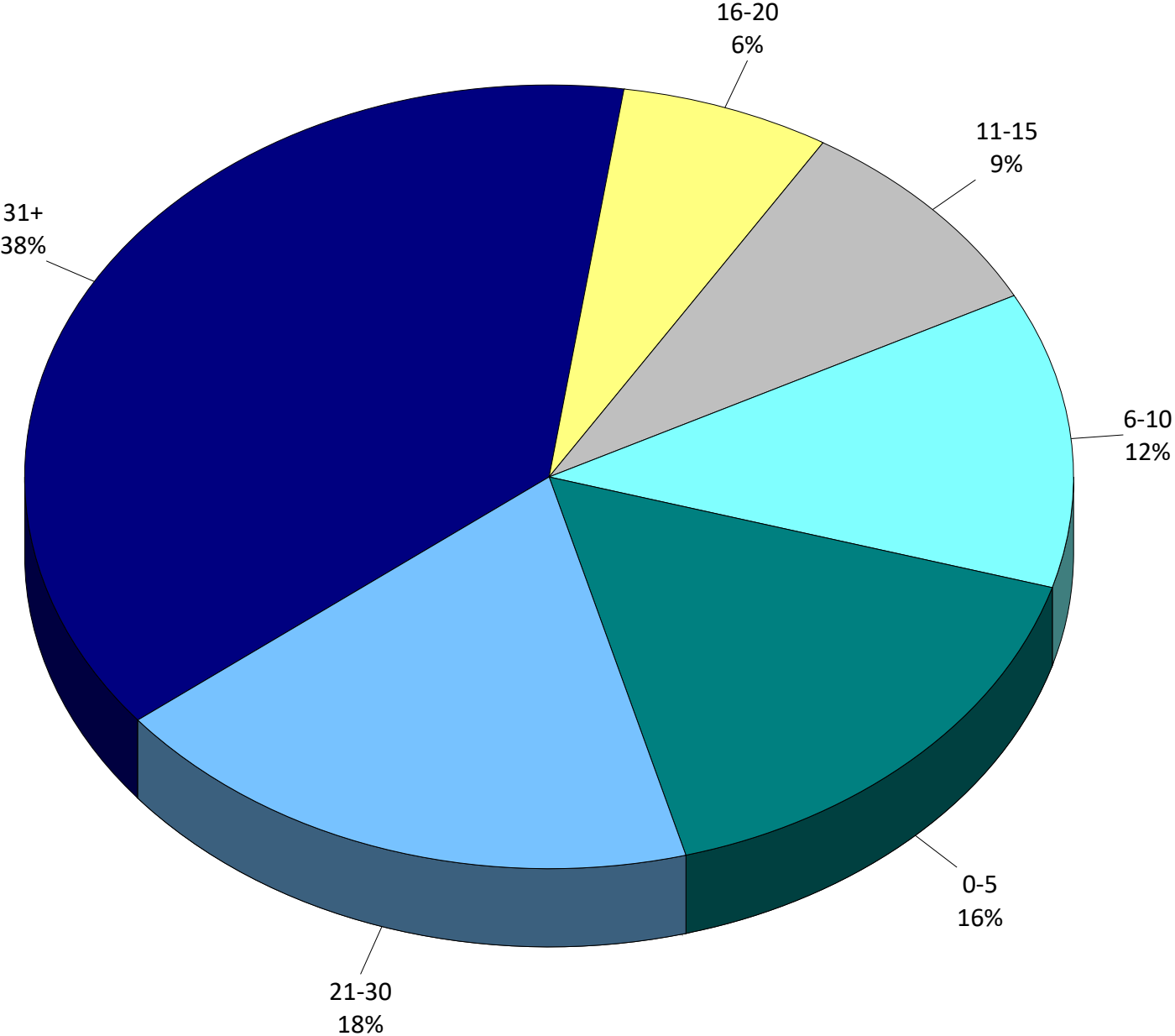
Q30. Which of the following is the primary language spoken in your home?

by percentage of respondents (excluding "not provided")



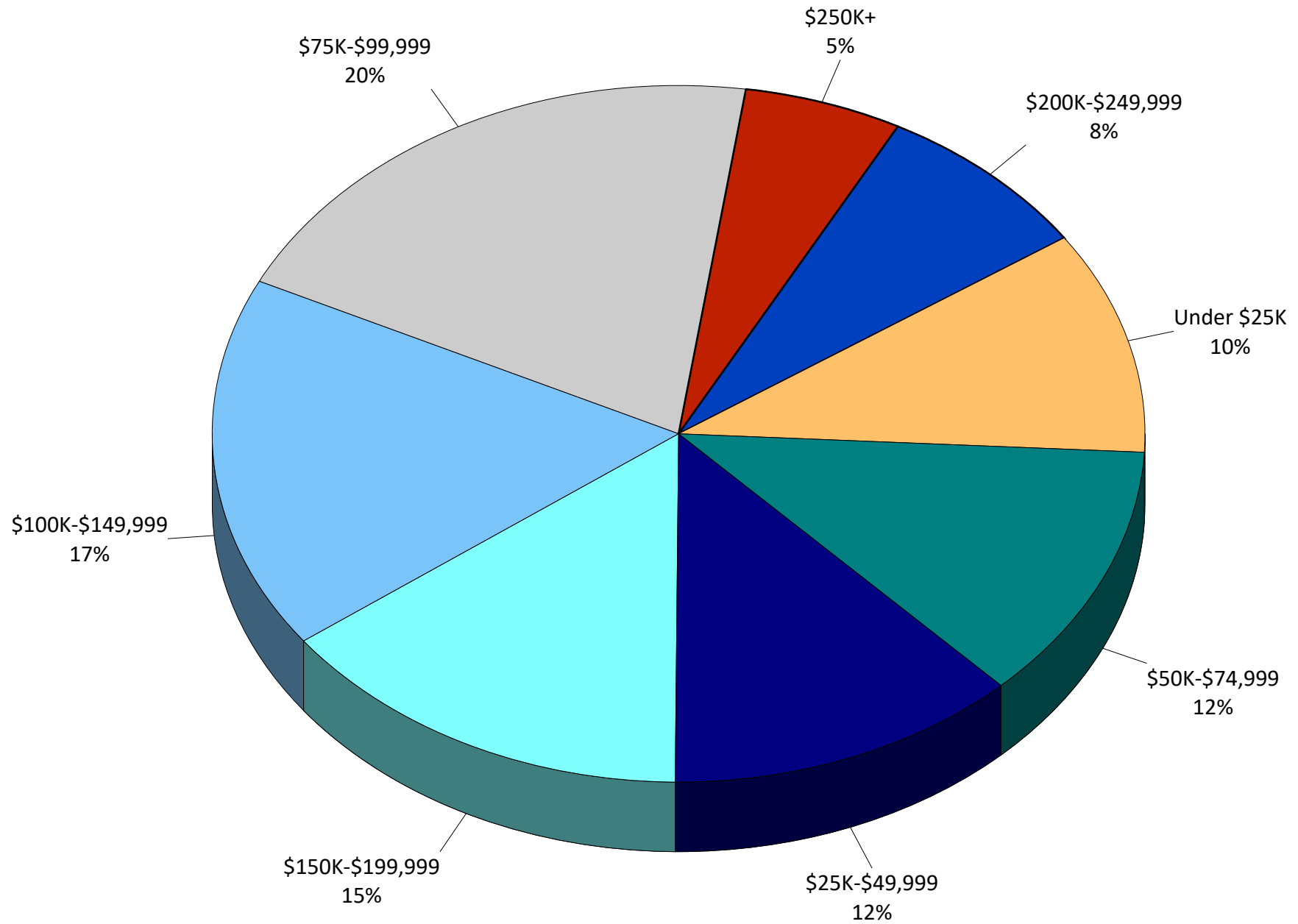
Q31. How long have you lived in Washtenaw County?

by percentage of respondents (excluding "not provided")



Q32. What is your household income?

by percentage of respondents (excluding "not provided")





Priority Investment Rating

Priority Investment Rating

Washtenaw County, MI

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 3 choices) and the unmet needs (needs that are only being partly or not 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 playgrounds is 26.5 (out of 100) and the Importance Rating for playgrounds is 52 (out of 100), the Priority Investment Rating for playgrounds would be 78.5 (out of 200).

How to Analyze the Charts:

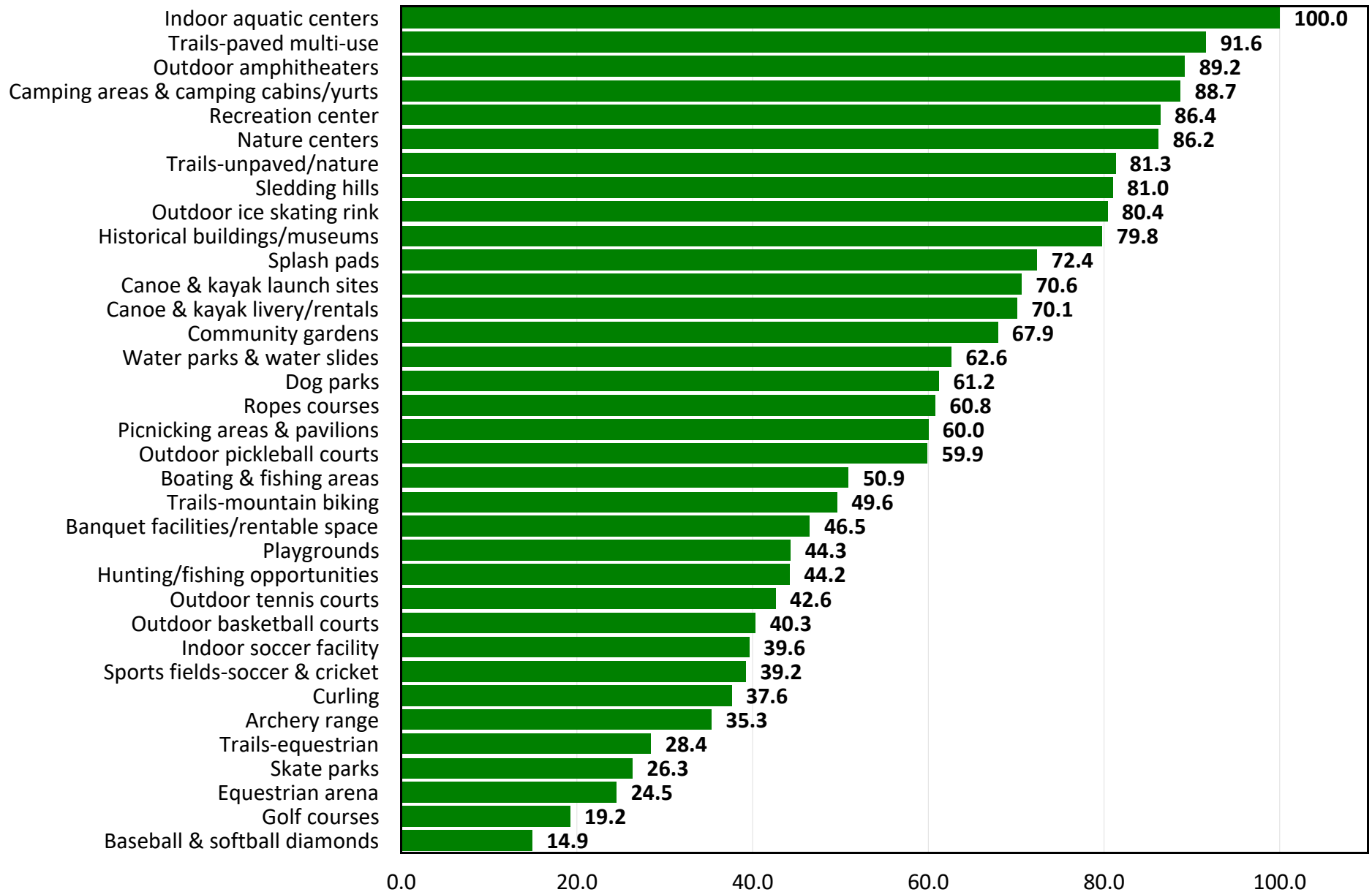
- **High Priority Areas** are those with a PIR of at least 100. A rating of 100 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact 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 Facilities

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

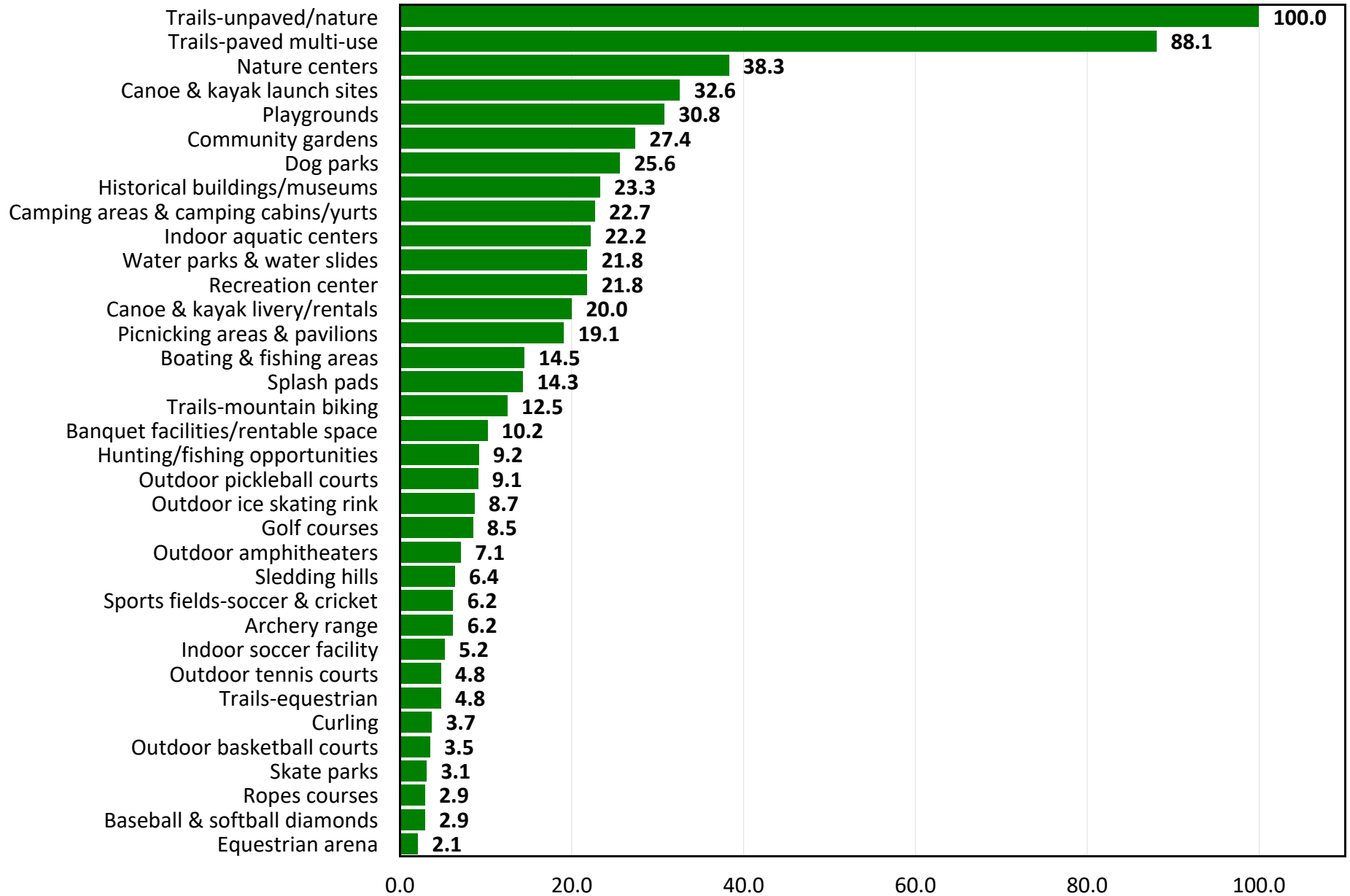
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



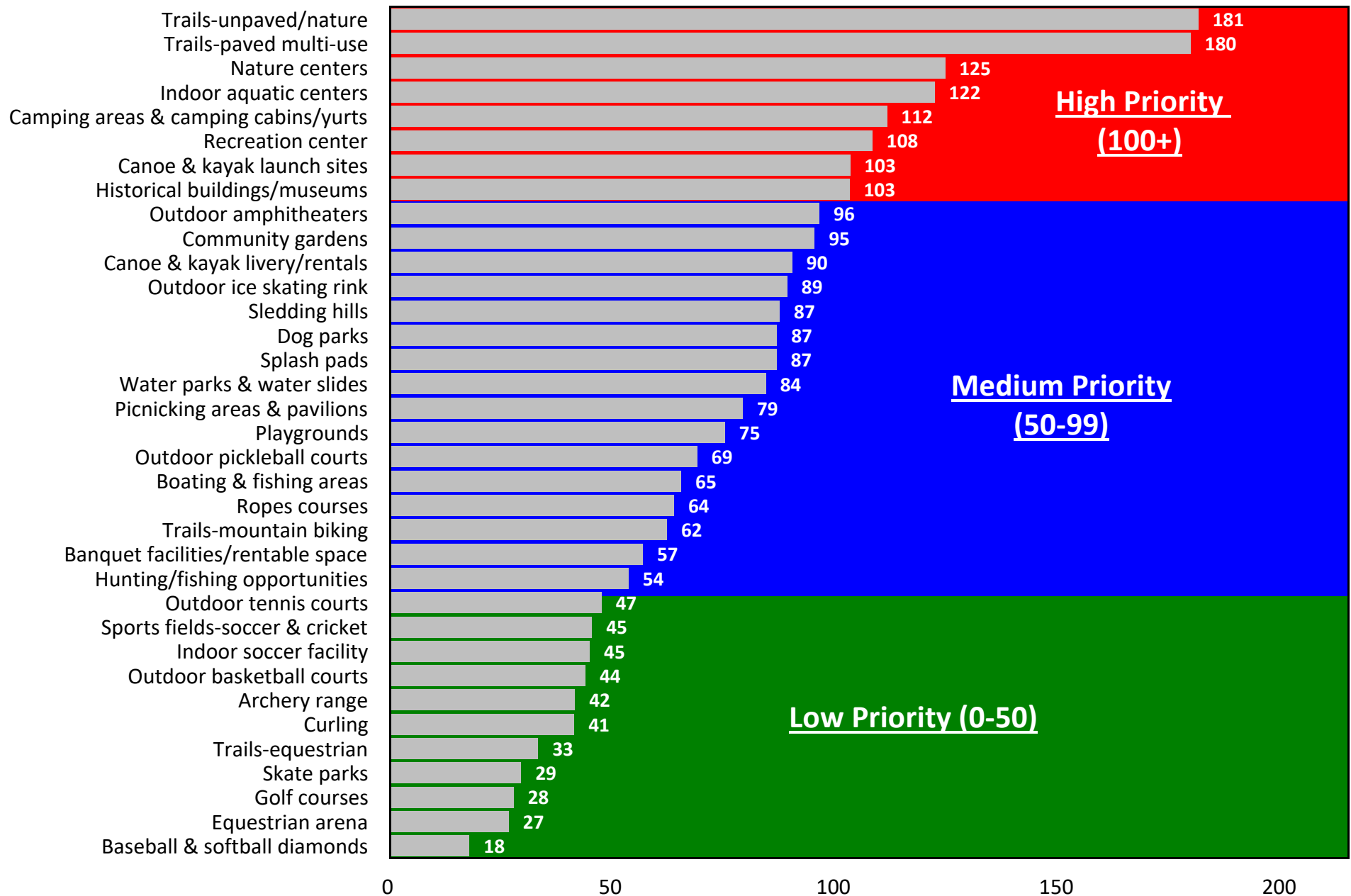
Importance Rating for Facilities

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



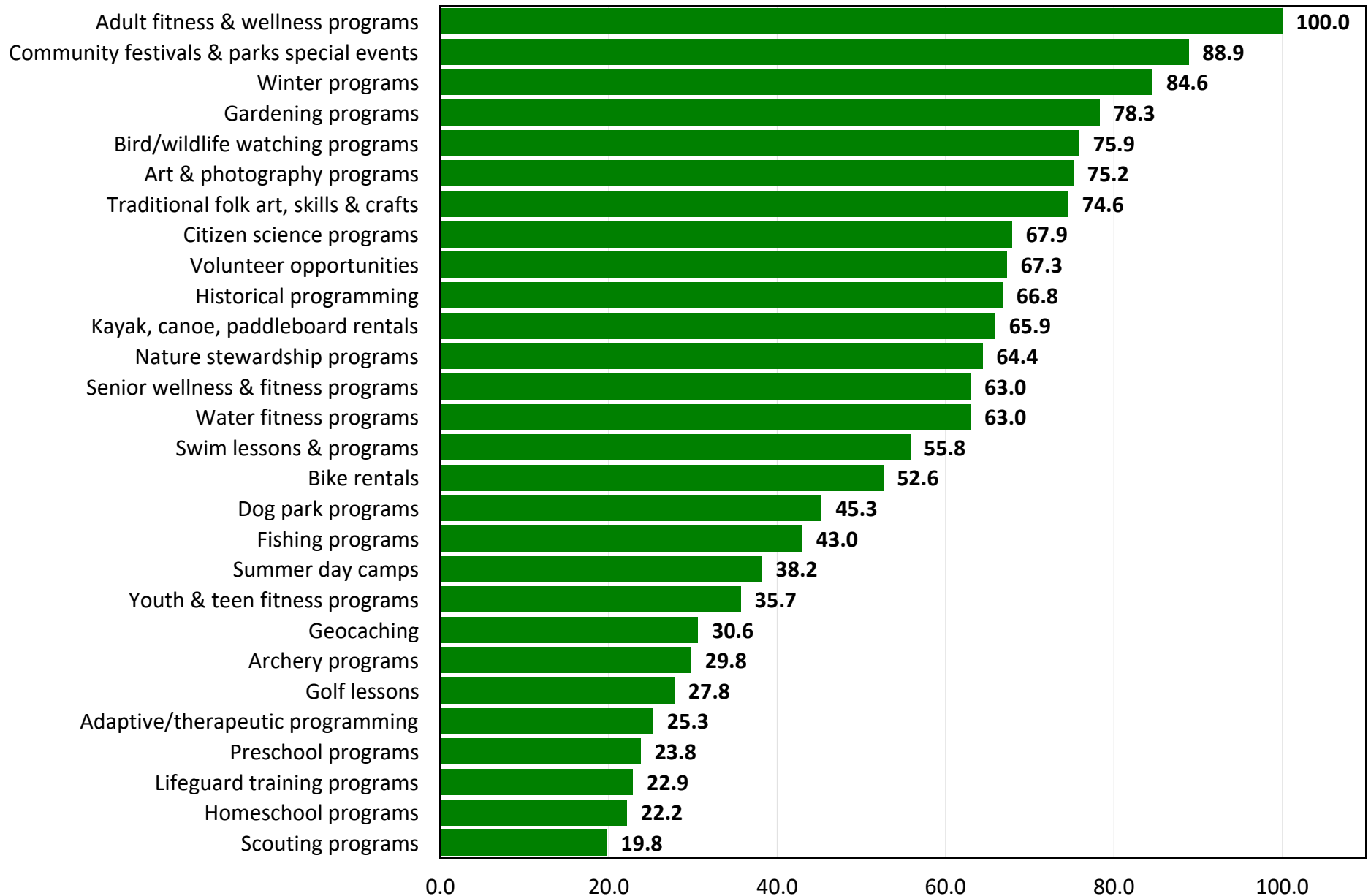
Top Priorities for Investment for Facilities Based on Priority Investment Rating



Unmet Needs Rating for Programs

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

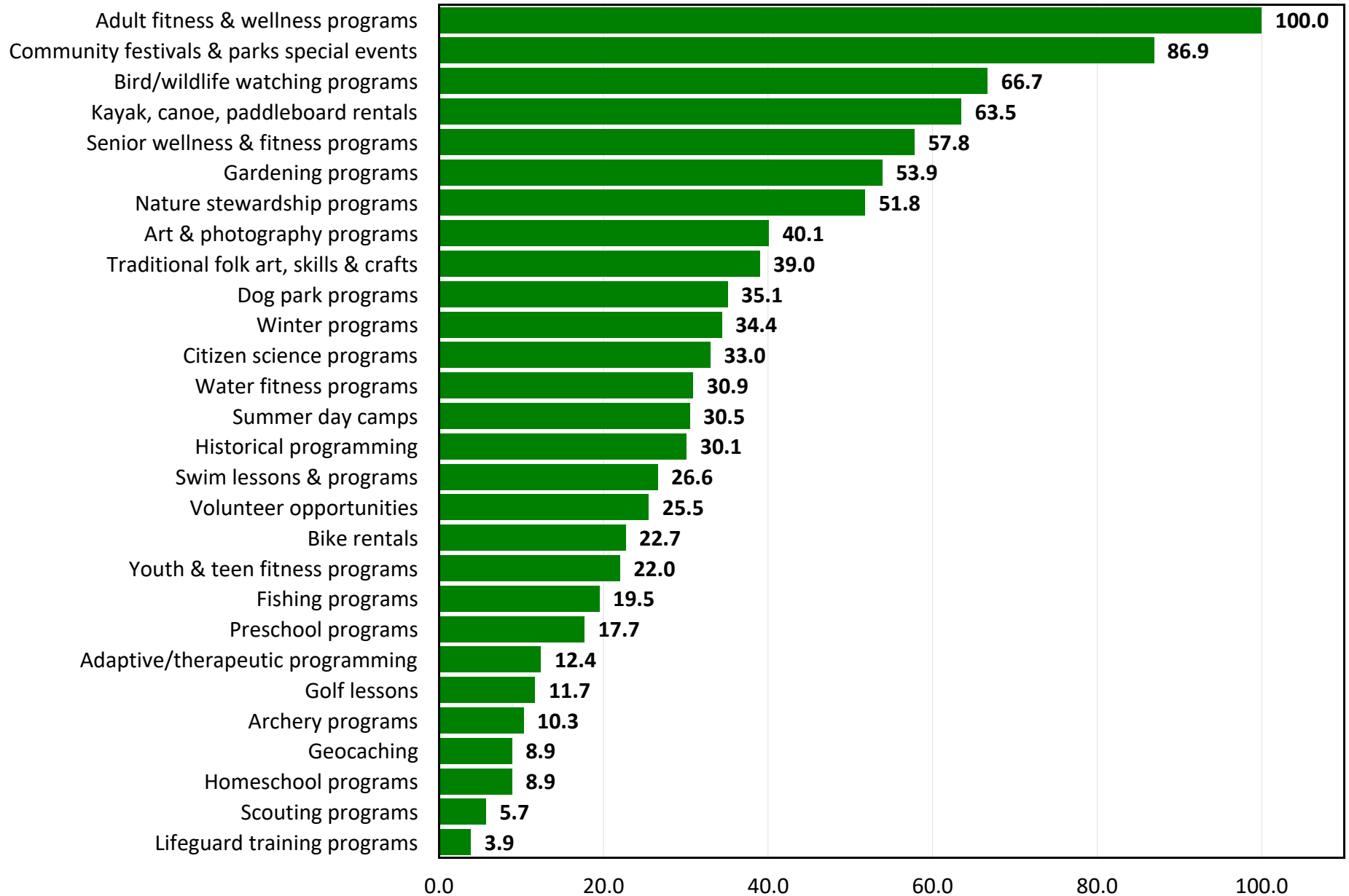
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



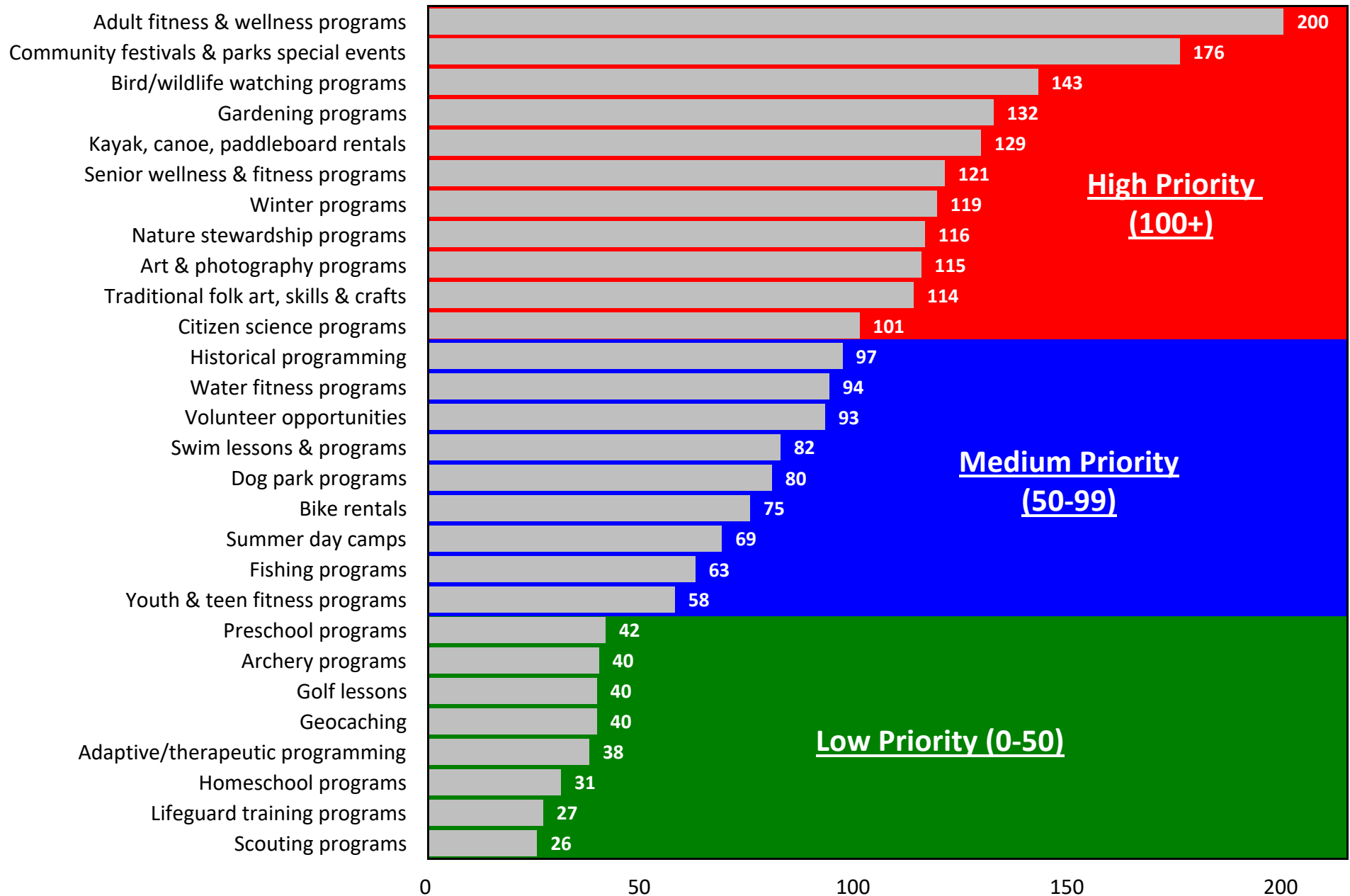
Importance Rating for Programs

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 Based on Priority Investment Rating



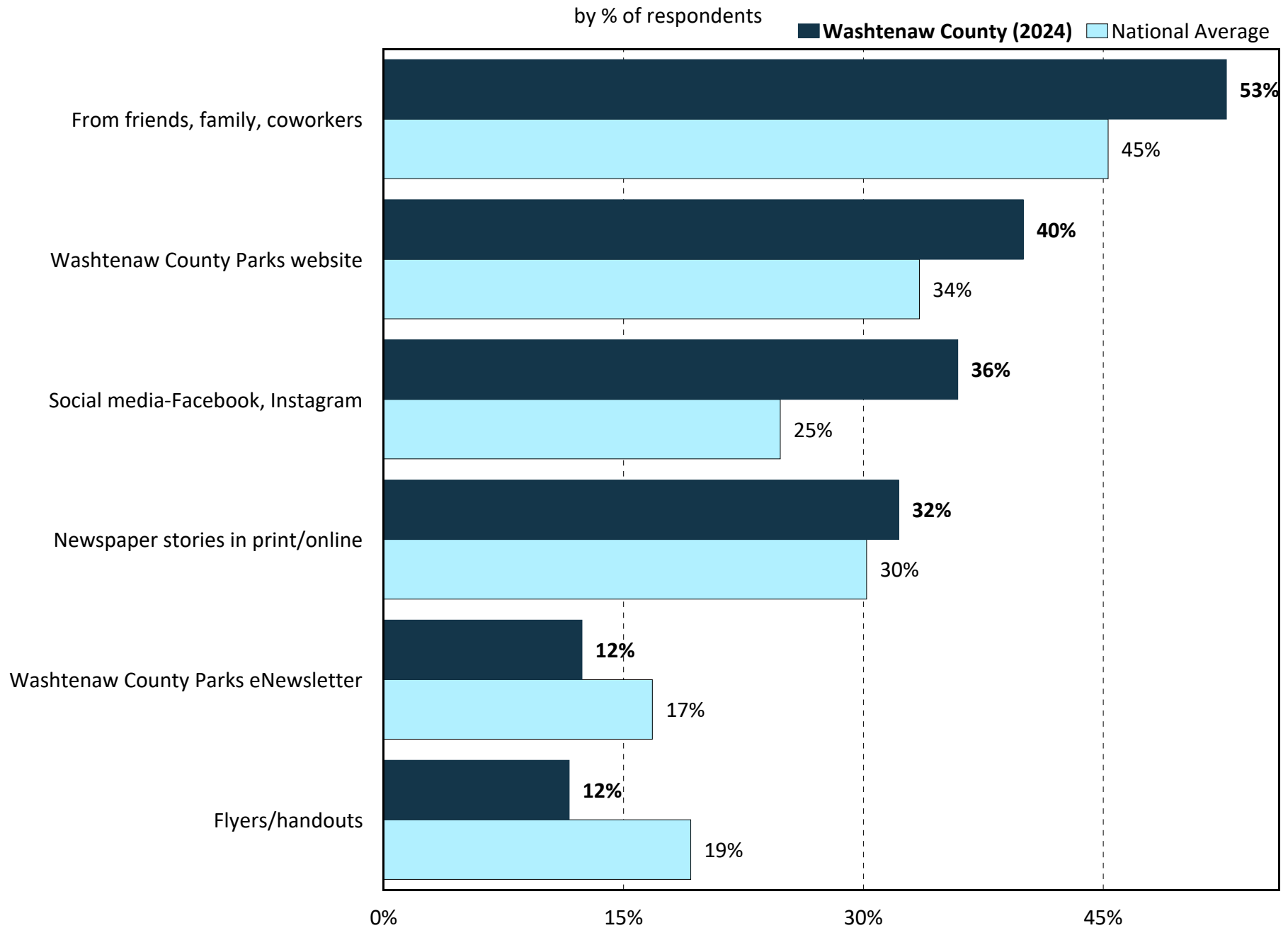


National Benchmarks

National Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with Washtenaw County Parks and Recreation is not authorized without written consent from ETC Institute.

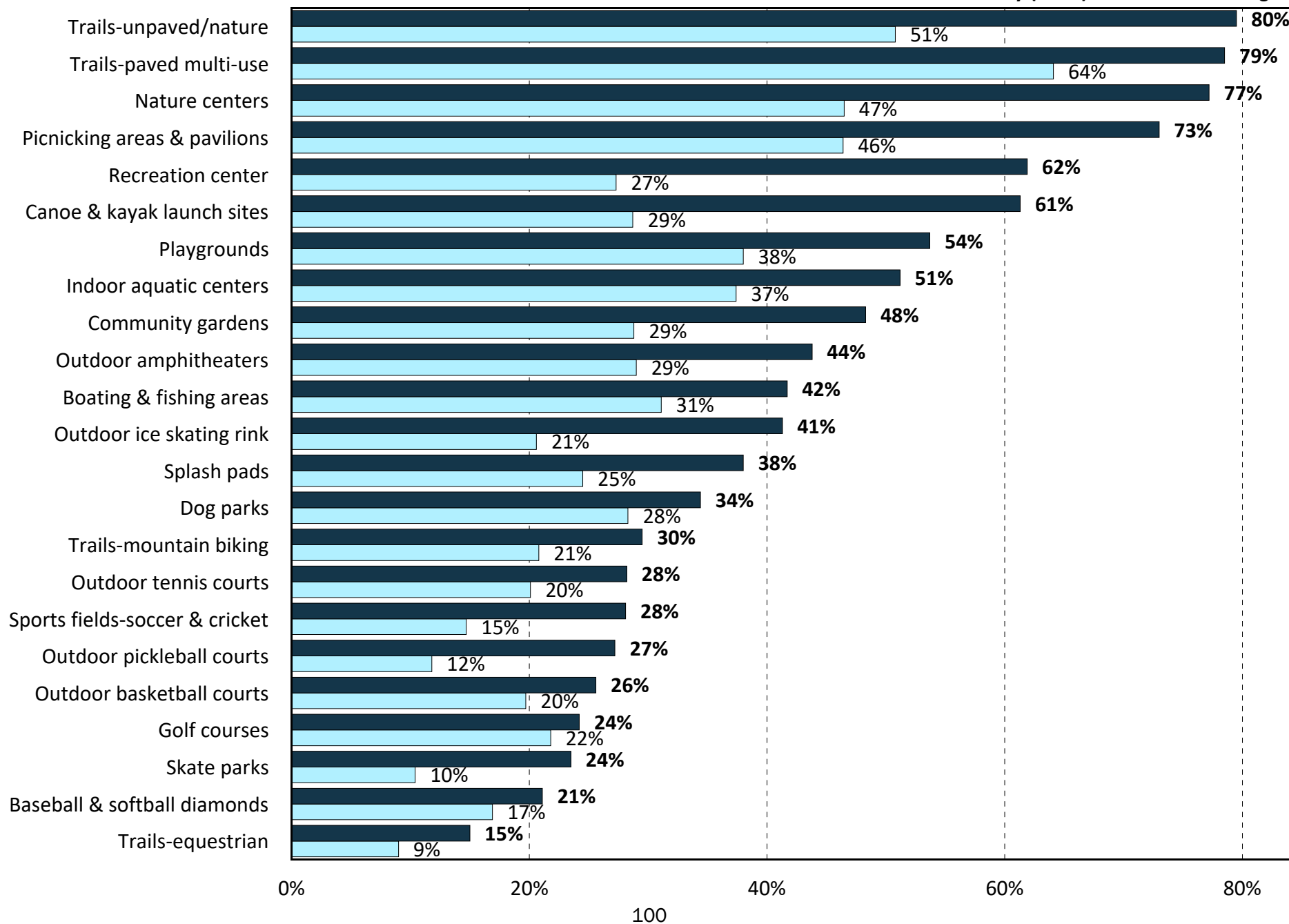
Sources Used for Information about Parks and Recreation



Respondents with Need for Facilities and Amenities

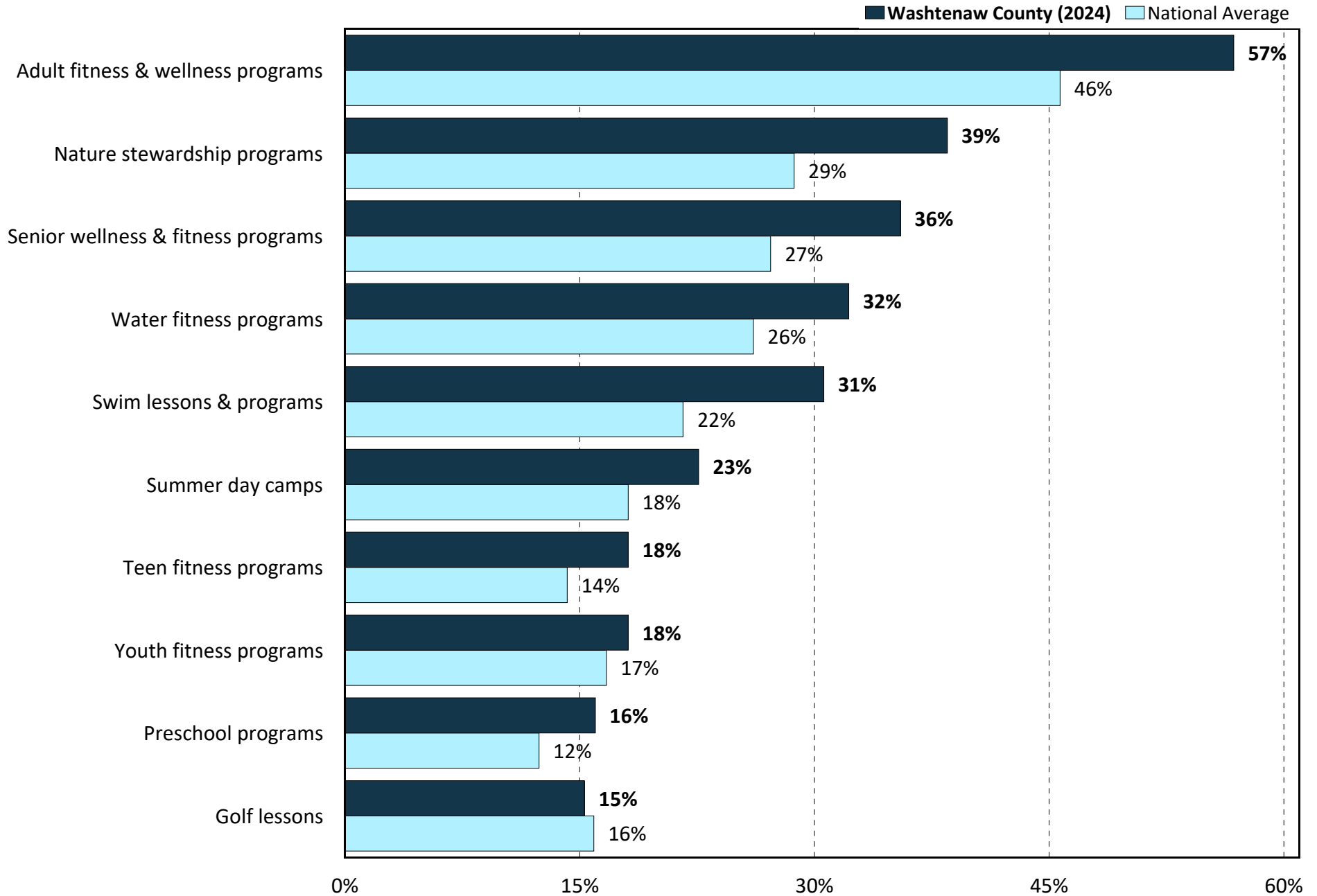
by percentage of respondents

■ Washtenaw County (2024) ■ National Average



Respondents with Need for Recreation Programs

by percentage of respondents





Tabular Data

Q1. Including yourself, how many people in your household are:

	Mean	Sum
Under age 5	0.2	103
Ages 5-9	0.2	133
Ages 10-14	0.2	102
Ages 15-19	0.1	87
Ages 20-24	0.1	76
Ages 25-34	0.4	250
Ages 35-44	0.4	259
Ages 45-49	0.1	95
Ages 50-54	0.2	112
Ages 55-64	0.3	221
Ages 65-74	0.3	210
Ages 75+	0.2	102

Q2. Please CHECK ALL of the following Washtenaw County Parks facilities you or members of your household have visited over the past 12 months.

Q2. All Washtenaw County parks & facilities your household has visited over past 12 months	Number	Percent
Border-to-Border Trail (B2B)	389	57.9 %
Cavanaugh Lake Park	20	3.0 %
County Farm Park	305	45.4 %
Independence Lake County Park	178	26.5 %
Meri Lou Murray Recreation Center	123	18.3 %
Park Lyndon	42	6.3 %
Park Northfield	16	2.4 %
Parker Mill County Park	231	34.4 %
Pierce Lake Golf Course & Park	36	5.4 %
Rolling Hills County Park	247	36.8 %
Sharon Mills County Park	57	8.5 %
Staebler Farm County Park/Michigan Folk School	34	5.1 %
Superior Center Park	11	1.6 %
Arbor Woods Preserve	71	10.6 %
Baker Woods Preserve	31	4.6 %
Brauer Preserve	26	3.9 %
Burns-Stokes Preserve	37	5.5 %
DeVine Preserve	19	2.8 %
Dominican Meadows Preserve	5	0.7 %
Draper-Houston Meadows Preserve	18	2.7 %
Ervin-Stucki Preserve	8	1.2 %
Fox Science Preserve	32	4.8 %
Freeman Preserve	13	1.9 %
Goodrich Preserve	11	1.6 %
Harwood Heritage Preserve	9	1.3 %
Koenn Preserve	4	0.6 %
Kosch Headwaters Preserve	15	2.2 %
Leonard Preserve	18	2.7 %
Meyer Preserve	15	2.2 %
Miller-Smith Preserve	15	2.2 %
Northfield Woods Preserve	28	4.2 %
Osborne Mill Preserve	9	1.3 %
Riverbend Preserve	12	1.8 %
River Raisin Preserve	47	7.0 %
Scio Woods Preserve	108	16.1 %
Sharon Short Hills Preserve	18	2.7 %
Spike Preserve	7	1.0 %
Squiers Preserve	6	0.9 %
Trinkle Marsh Preserve	27	4.0 %
Watkins Lake State Park & County Preserve	22	3.3 %
Weatherbee Woods Preserve	9	1.3 %
West Lake Preserve	16	2.4 %
Whitmore Lake Preserve	33	4.9 %
Swift Run Dog Park	70	10.4 %
Ann Arbor Skatepark	60	8.9 %
Ypsilanti Community Skatepark	25	3.7 %
Superior Greenway	14	2.1 %
Other	57	8.5 %
None. We don't use any Washtenaw County Parks & Recreation facilities	47	7.0 %
Total	2651	

Q2. Please CHECK ALL of the following Washtenaw County Parks facilities you or members of your household have visited over the past 12 months. (without "none")

Q2. All Washtenaw County parks & facilities your household has visited over past 12 months	Number	Percent
Border-to-Border Trail (B2B)	389	62.2 %
Cavanaugh Lake Park	20	3.2 %
County Farm Park	305	48.8 %
Independence Lake County Park	178	28.5 %
Meri Lou Murray Recreation Center	123	19.7 %
Park Lyndon	42	6.7 %
Park Northfield	16	2.6 %
Parker Mill County Park	231	37.0 %
Pierce Lake Golf Course & Park	36	5.8 %
Rolling Hills County Park	247	39.5 %
Sharon Mills County Park	57	9.1 %
Staebler Farm County Park/Michigan Folk School	34	5.4 %
Superior Center Park	11	1.8 %
Arbor Woods Preserve	71	11.4 %
Baker Woods Preserve	31	5.0 %
Brauer Preserve	26	4.2 %
Burns-Stokes Preserve	37	5.9 %
DeVine Preserve	19	3.0 %
Dominican Meadows Preserve	5	0.8 %
Draper-Houston Meadows Preserve	18	2.9 %
Ervin-Stucki Preserve	8	1.3 %
Fox Science Preserve	32	5.1 %
Freeman Preserve	13	2.1 %
Goodrich Preserve	11	1.8 %
Harwood Heritage Preserve	9	1.4 %
Koenn Preserve	4	0.6 %
Kosch Headwaters Preserve	15	2.4 %
Leonard Preserve	18	2.9 %
Meyer Preserve	15	2.4 %
Miller-Smith Preserve	15	2.4 %
Northfield Woods Preserve	28	4.5 %
Osborne Mill Preserve	9	1.4 %
Riverbend Preserve	12	1.9 %
River Raisin Preserve	47	7.5 %
Scio Woods Preserve	108	17.3 %
Sharon Short Hills Preserve	18	2.9 %
Spike Preserve	7	1.1 %
Squiers Preserve	6	1.0 %
Trinkle Marsh Preserve	27	4.3 %
Watkins Lake State Park & County Preserve	22	3.5 %
Weatherbee Woods Preserve	9	1.4 %
West Lake Preserve	16	2.6 %
Whitmore Lake Preserve	33	5.3 %
Swift Run Dog Park	70	11.2 %
Ann Arbor Skatepark	60	9.6 %
Ypsilanti Community Skatepark	25	4.0 %
Superior Greenway	14	2.2 %
Other	57	9.1 %
Total	2604	

Q3. Which FOUR of the facilities from the list in Question 2 does your household use MOST OFTEN?

Q3. 1st choice	Number	Percent
Border-to-Border Trail (B2B)	197	31.5 %
Cavanaugh Lake Park	3	0.5 %
County Farm Park	122	19.5 %
Independence Lake County Park	20	3.2 %
Meri Lou Murray Recreation Center	27	4.3 %
Park Lyndon	4	0.6 %
Park Northfield	2	0.3 %
Parker Mill County Park	35	5.6 %
Pierce Lake Golf Course & Park	12	1.9 %
Rolling Hills County Park	68	10.9 %
Sharon Mills County Park	6	1.0 %
Staebler Farm County Park/Michigan Folk School	1	0.2 %
Superior Center Park	1	0.2 %
Arbor Woods Preserve	4	0.6 %
Baker Woods Preserve	2	0.3 %
Brauer Preserve	1	0.2 %
Burns-Stokes Preserve	3	0.5 %
DeVine Preserve	2	0.3 %
Draper-Houston Meadows Preserve	4	0.6 %
Ervin-Stucki Preserve	3	0.5 %
Goodrich Preserve	1	0.2 %
Harwood Heritage Preserve	1	0.2 %
Kosch Headwaters Preserve	1	0.2 %
Leonard Preserve	3	0.5 %
Meyer Preserve	1	0.2 %
Miller-Smith Preserve	1	0.2 %
Scio Woods Preserve	14	2.2 %
Sharon Short Hills Preserve	1	0.2 %
Spike Preserve	1	0.2 %
Watkins Lake State Park & County Preserve	2	0.3 %
Weatherbee Woods Preserve	1	0.2 %
West Lake Preserve	1	0.2 %
Whitmore Lake Preserve	1	0.2 %
Swift Run Dog Park	16	2.6 %
Ann Arbor Skatepark	10	1.6 %
Ypsilanti Community Skatepark	1	0.2 %
Superior Greenway	2	0.3 %
None chosen	50	8.0 %
Total	625	100.0 %

Q3. Which FOUR of the facilities from the list in Question 2 does your household use MOST OFTEN?

Q3. 2nd choice	Number	Percent
Border-to-Border Trail (B2B)	88	14.1 %
Cavanaugh Lake Park	6	1.0 %
County Farm Park	72	11.5 %
Independence Lake County Park	40	6.4 %
Meri Lou Murray Recreation Center	24	3.8 %
Park Lyndon	12	1.9 %
Park Northfield	1	0.2 %
Parker Mill County Park	58	9.3 %
Pierce Lake Golf Course & Park	7	1.1 %
Rolling Hills County Park	49	7.8 %
Sharon Mills County Park	4	0.6 %
Staebler Farm County Park/Michigan Folk School	5	0.8 %
Superior Center Park	2	0.3 %
Arbor Woods Preserve	5	0.8 %
Baker Woods Preserve	5	0.8 %
Brauer Preserve	1	0.2 %
Burns-Stokes Preserve	2	0.3 %
DeVine Preserve	2	0.3 %
Draper-Houston Meadows Preserve	2	0.3 %
Ervin-Stucki Preserve	1	0.2 %
Fox Science Preserve	2	0.3 %
Goodrich Preserve	1	0.2 %
Harwood Heritage Preserve	2	0.3 %
Kosch Headwaters Preserve	2	0.3 %
Leonard Preserve	2	0.3 %
Meyer Preserve	2	0.3 %
Miller-Smith Preserve	1	0.2 %
Osborne Mill Preserve	3	0.5 %
Riverbend Preserve	1	0.2 %
River Raisin Preserve	1	0.2 %
Scio Woods Preserve	25	4.0 %
Squiers Preserve	1	0.2 %
Trinkle Marsh Preserve	5	0.8 %
Watkins Lake State Park & County Preserve	3	0.5 %
Weatherbee Woods Preserve	1	0.2 %
West Lake Preserve	2	0.3 %
Whitmore Lake Preserve	3	0.5 %
Swift Run Dog Park	11	1.8 %
Ann Arbor Skatepark	1	0.2 %
Ypsilanti Community Skatepark	2	0.3 %
Superior Greenway	2	0.3 %
None chosen	166	26.6 %
Total	625	100.0 %

Q3. Which FOUR of the facilities from the list in Question 2 does your household use MOST OFTEN?

Q3. 3rd choice	Number	Percent
Border-to-Border Trail (B2B)	57	9.1 %
Cavanaugh Lake Park	5	0.8 %
County Farm Park	38	6.1 %
Independence Lake County Park	30	4.8 %
Meri Lou Murray Recreation Center	17	2.7 %
Park Lyndon	8	1.3 %
Parker Mill County Park	40	6.4 %
Pierce Lake Golf Course & Park	8	1.3 %
Rolling Hills County Park	43	6.9 %
Sharon Mills County Park	7	1.1 %
Staebler Farm County Park/Michigan Folk School	4	0.6 %
Arbor Woods Preserve	4	0.6 %
Brauer Preserve	3	0.5 %
Burns-Stokes Preserve	6	1.0 %
Draper-Houston Meadows Preserve	1	0.2 %
Fox Science Preserve	4	0.6 %
Freeman Preserve	1	0.2 %
Goodrich Preserve	1	0.2 %
Kosch Headwaters Preserve	2	0.3 %
Leonard Preserve	3	0.5 %
Miller-Smith Preserve	2	0.3 %
Northfield Woods Preserve	2	0.3 %
Riverbend Preserve	1	0.2 %
River Raisin Preserve	3	0.5 %
Scio Woods Preserve	15	2.4 %
Sharon Short Hills Preserve	1	0.2 %
Trinkle Marsh Preserve	2	0.3 %
Watkins Lake State Park & County Preserve	2	0.3 %
Weatherbee Woods Preserve	1	0.2 %
Swift Run Dog Park	11	1.8 %
Ann Arbor Skatepark	2	0.3 %
Ypsilanti Community Skatepark	2	0.3 %
Superior Greenway	2	0.3 %
None chosen	297	47.5 %
Total	625	100.0 %

Q3. Which FOUR of the facilities from the list in Question 2 does your household use MOST OFTEN?

Q3. 4th choice	Number	Percent
Border-to-Border Trail (B2B)	14	2.2 %
County Farm Park	21	3.4 %
Independence Lake County Park	22	3.5 %
Meri Lou Murray Recreation Center	7	1.1 %
Park Lyndon	2	0.3 %
Park Northfield	1	0.2 %
Parker Mill County Park	26	4.2 %
Pierce Lake Golf Course & Park	3	0.5 %
Rolling Hills County Park	31	5.0 %
Sharon Mills County Park	4	0.6 %
Staebler Farm County Park/Michigan Folk School	5	0.8 %
Arbor Woods Preserve	10	1.6 %
Baker Woods Preserve	2	0.3 %
Brauer Preserve	1	0.2 %
DeVine Preserve	8	1.3 %
Draper-Houston Meadows Preserve	2	0.3 %
Ervin-Stucki Preserve	1	0.2 %
Fox Science Preserve	3	0.5 %
Goodrich Preserve	1	0.2 %
Harwood Heritage Preserve	1	0.2 %
Kosch Headwaters Preserve	1	0.2 %
Northfield Woods Preserve	1	0.2 %
Osborne Mill Preserve	2	0.3 %
River Raisin Preserve	15	2.4 %
Scio Woods Preserve	10	1.6 %
Sharon Short Hills Preserve	2	0.3 %
Trinkle Marsh Preserve	1	0.2 %
Watkins Lake State Park & County Preserve	1	0.2 %
West Lake Preserve	1	0.2 %
Whitmore Lake Preserve	2	0.3 %
Swift Run Dog Park	3	0.5 %
Ann Arbor Skatepark	9	1.4 %
Ypsilanti Community Skatepark	5	0.8 %
Superior Greenway	1	0.2 %
None chosen	406	65.0 %
Total	625	100.0 %

Q3. Which FOUR of the facilities from the list in Question 2 does your household use MOST OFTEN?
(sum of top 4 choices)

Q3. Sum of top 4 choices	Number	Percent
Border-to-Border Trail (B2B)	356	57.0 %
Cavanaugh Lake Park	14	2.2 %
County Farm Park	253	40.5 %
Independence Lake County Park	112	17.9 %
Meri Lou Murray Recreation Center	75	12.0 %
Park Lyndon	26	4.2 %
Park Northfield	4	0.6 %
Parker Mill County Park	159	25.4 %
Pierce Lake Golf Course & Park	30	4.8 %
Rolling Hills County Park	191	30.6 %
Sharon Mills County Park	21	3.4 %
Staebler Farm County Park/Michigan Folk School	15	2.4 %
Superior Center Park	3	0.5 %
Arbor Woods Preserve	23	3.7 %
Baker Woods Preserve	9	1.4 %
Brauer Preserve	6	1.0 %
Burns-Stokes Preserve	11	1.8 %
DeVine Preserve	12	1.9 %
Draper-Houston Meadows Preserve	9	1.4 %
Ervin-Stucki Preserve	5	0.8 %
Fox Science Preserve	9	1.4 %
Freeman Preserve	1	0.2 %
Goodrich Preserve	4	0.6 %
Harwood Heritage Preserve	4	0.6 %
Kosch Headwaters Preserve	6	1.0 %
Leonard Preserve	8	1.3 %
Meyer Preserve	3	0.5 %
Miller-Smith Preserve	4	0.6 %
Northfield Woods Preserve	3	0.5 %
Osborne Mill Preserve	5	0.8 %
Riverbend Preserve	2	0.3 %
River Raisin Preserve	19	3.0 %
Scio Woods Preserve	64	10.2 %
Sharon Short Hills Preserve	4	0.6 %
Spike Preserve	1	0.2 %
Squiers Preserve	1	0.2 %
Trinkle Marsh Preserve	8	1.3 %
Watkins Lake State Park & County Preserve	8	1.3 %
Weatherbee Woods Preserve	3	0.5 %
West Lake Preserve	4	0.6 %
Whitmore Lake Preserve	6	1.0 %
Swift Run Dog Park	41	6.6 %
Ann Arbor Skatepark	22	3.5 %
Ypsilanti Community Skatepark	10	1.6 %
Superior Greenway	7	1.1 %
None chosen	50	8.0 %
Total	1631	

Q4. In the past 12 months, how often have you or other members of your household visited one or more of the Washtenaw County Parks facilities listed in Question 2?

Q4. How often have you visited one or more of

County parks & facilities	Number	Percent
5+ times a week	37	5.9 %
2-4 times a week	79	12.6 %
Once a week	89	14.2 %
1-3 times a month	210	33.6 %
Less than once a month	188	30.1 %
Not provided	22	3.5 %
Total	625	100.0 %

WITHOUT "NOT PROVIDED"

Q4. In the past 12 months, how often have you or other members of your household visited one or more of the Washtenaw County Parks facilities listed in Question 2? (without "not provided")

Q4. How often have you visited one or more of

County parks & facilities	Number	Percent
5+ times a week	37	6.1 %
2-4 times a week	79	13.1 %
Once a week	89	14.8 %
1-3 times a month	210	34.8 %
Less than once a month	188	31.2 %
Total	603	100.0 %

Q5. How would you rate the physical condition of ALL the Washtenaw County Parks facilities that you have visited?

Q5. How would you rate physical condition of all County parks & facilities	Number	Percent
Excellent	198	31.7 %
Good	346	55.4 %
Fair	49	7.8 %
Poor	4	0.6 %
Don't know	28	4.5 %
Total	625	100.0 %

WITHOUT "DON'T KNOW"

Q5. How would you rate the physical condition of ALL the Washtenaw County Parks facilities that you have visited? (without "don't know")

Q5. How would you rate physical condition of all County parks & facilities	Number	Percent
Excellent	198	33.2 %
Good	346	58.0 %
Fair	49	8.2 %
Poor	4	0.7 %
Total	597	100.0 %

WITHOUT "NOT PROVIDED"**Q6. Do you feel that there are sufficient parks and green space areas within a 10-minute walk of your residence?**

Q6. Are there sufficient parks & green space areas within a 10-minute walk of your residence	Number	Percent
Yes	379	56.4 %
No	237	35.3 %
Not provided	56	8.3 %
Total	672	100.0 %

Q6. Do you feel that there are sufficient parks and green space areas within a 10-minute walk of your residence? (without "not provided")

Q6. Are there sufficient parks & green space areas within a 10-minute walk of your residence	Number	Percent
Yes	379	61.5 %
No	237	38.5 %
Total	616	100.0 %

Q7. Do you feel that there are sufficient parks and green space areas within a 15-minute drive of your residence?

Q7. Are there sufficient parks & green space areas within a 15-minute drive of your residence	Number	Percent
Yes	567	84.4 %
No	58	8.6 %
Not provided	47	7.0 %
Total	672	100.0 %

WITHOUT "NOT PROVIDED"**Q7. Do you feel that there are sufficient parks and green space areas within a 15-minute drive of your residence? (without "not provided")**

Q7. Are there sufficient parks & green space areas within a 15-minute drive of your residence	Number	Percent
Yes	567	90.7 %
No	58	9.3 %
Total	625	100.0 %

Q8. Given the recent COVID-19/Coronavirus crisis, how have you and your household's perception of the value of facilities and recreation programs offered by Washtenaw County Parks changed?

Q8. How have your household's perception of
value of facilities & recreation programs offered by
County changed given recent COVID-19/
Coronavirus crisis

	Number	Percent
Value has significantly increased	186	27.7 %
Value has somewhat increased	170	25.3 %
No change in perceived value	274	40.8 %
Value has somewhat decreased	13	1.9 %
Value has significantly decreased	5	0.7 %
Not provided	24	3.6 %
Total	672	100.0 %

WITHOUT "NOT PROVIDED"

Q8. Given the recent COVID-19/Coronavirus crisis, how have you and your household's perception of the value of facilities and recreation programs offered by Washtenaw County Parks changed? (without "not provided")

Q8. How have your household's perception of
value of facilities & recreation programs offered by
County changed given recent COVID-19/
Coronavirus crisis

	Number	Percent
Value has significantly increased	186	28.7 %
Value has somewhat increased	170	26.2 %
No change in perceived value	274	42.3 %
Value has somewhat decreased	13	2.0 %
Value has significantly decreased	5	0.8 %
Total	648	100.0 %

Q9. Based on your perception of value, how would you want Washtenaw County Parks to fund future recreation needs?

Q9. How would you want County Parks to fund future recreation needs	Number	Percent
Increase funding	298	44.3 %
Maintain existing funding levels	258	38.4 %
Reduce funding	24	3.6 %
Not sure	81	12.1 %
Not provided	11	1.6 %
Total	672	100.0 %

WITHOUT "NOT PROVIDED"

Q9. Based on your perception of value, how would you want Washtenaw County Parks to fund future recreation needs? (without "not provided")

Q9. How would you want County Parks to fund future recreation needs	Number	Percent
Increase funding	298	45.1 %
Maintain existing funding levels	258	39.0 %
Reduce funding	24	3.6 %
Not sure	81	12.3 %
Total	661	100.0 %

Q10. How satisfied are you with the overall value your household receives from Washtenaw County Parks?

Q10. How satisfied are you with overall value your household receives from County Parks	Number	Percent
Very satisfied	332	49.4 %
Somewhat satisfied	183	27.2 %
Neutral	93	13.8 %
Somewhat dissatisfied	29	4.3 %
Very dissatisfied	12	1.8 %
Don't know	23	3.4 %
Total	672	100.0 %

WITHOUT "DON'T KNOW"

Q10. How satisfied are you with the overall value your household receives from Washtenaw County Parks? (without "don't know")

Q10. How satisfied are you with overall value your household receives from County Parks	Number	Percent
Very satisfied	332	51.2 %
Somewhat satisfied	183	28.2 %
Neutral	93	14.3 %
Somewhat dissatisfied	29	4.5 %
Very dissatisfied	12	1.8 %
Total	649	100.0 %

Q11. From the list below, which TWO open space options for acquiring and developing land for Parks and Recreation purposes would you and the members of your household MOST SUPPORT?

<u>Q11. 1st choice</u>	<u>Number</u>	<u>Percent</u>
Land should be acquired & left undeveloped for future generations	134	19.9 %
Land should be acquired & improved for passive usage (e. g. trails & nature preserves)	281	41.8 %
Land should be acquired & improved for active usage (e.g. athletic fields, playgrounds)	22	3.3 %
Land should be acquired & improved for both passive (trails, picnicking) & active (athletic fields, playgrounds) usages	156	23.2 %
No new land should be acquired	65	9.7 %
None chosen	14	2.1 %
Total	672	100.0 %

Q11. From the list below, which TWO open space options for acquiring and developing land for Parks and Recreation purposes would you and the members of your household MOST SUPPORT?

<u>Q11. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Land should be acquired & left undeveloped for future generations	223	33.2 %
Land should be acquired & improved for passive usage (e. g. trails & nature preserves)	180	26.8 %
Land should be acquired & improved for active usage (e.g. athletic fields, playgrounds)	51	7.6 %
Land should be acquired & improved for both passive (trails, picnicking) & active (athletic fields, playgrounds) usages	138	20.5 %
No new land should be acquired	19	2.8 %
None chosen	61	9.1 %
Total	672	100.0 %

Q11. From the list below, which TWO open space options for acquiring and developing land for Parks and Recreation purposes would you and the members of your household MOST SUPPORT? (sum of top 2 choices)

<u>Q11. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Land should be acquired & left undeveloped for future generations	357	53.1 %
Land should be acquired & improved for passive usage (e. g. trails & nature preserves)	461	68.6 %
Land should be acquired & improved for active usage (e.g. athletic fields, playgrounds)	73	10.9 %
Land should be acquired & improved for both passive (trails, picnicking) & active (athletic fields, playgrounds) usages	294	43.8 %
No new land should be acquired	84	12.5 %
None chosen	14	2.1 %
Total	1283	

Q12. From the following list, which THREE are the primary reasons why you or members of your household participate in WCPARC programs.

Q12. 1st choice	Number	Percent
Quality of program	73	10.9 %
Topics are relevant/interesting	153	22.8 %
Location of program	115	17.1 %
Quality of program instructors	7	1.0 %
Good value for program fee	51	7.6 %
Times program is offered	16	2.4 %
Friends participate in program	15	2.2 %
Dates program is offered	14	2.1 %
None chosen	228	33.9 %
Total	672	100.0 %

Q12. From the following list, which THREE are the primary reasons why you or members of your household participate in WCPARC programs.

Q12. 2nd choice	Number	Percent
Quality of program	67	10.0 %
Topics are relevant/interesting	84	12.5 %
Location of program	75	11.2 %
Quality of program instructors	29	4.3 %
Good value for program fee	55	8.2 %
Times program is offered	47	7.0 %
Friends participate in program	22	3.3 %
Dates program is offered	34	5.1 %
None chosen	259	38.5 %
Total	672	100.0 %

Q12. From the following list, which THREE are the primary reasons why you or members of your household participate in WCPARC programs.

Q12. 3rd choice	Number	Percent
Quality of program	37	5.5 %
Topics are relevant/interesting	37	5.5 %
Location of program	68	10.1 %
Quality of program instructors	19	2.8 %
Good value for program fee	55	8.2 %
Times program is offered	72	10.7 %
Friends participate in program	23	3.4 %
Dates program is offered	50	7.4 %
None chosen	311	46.3 %
Total	672	100.0 %

Q12. From the following list, which THREE are the primary reasons why you or members of your household participate in WCPARC programs. (sum of top 3 choices)

Q12. Sum of top 3 choices	Number	Percent
Quality of program	177	26.3 %
Topics are relevant/interesting	274	40.8 %
Location of program	258	38.4 %
Quality of program instructors	55	8.2 %
Good value for program fee	161	24.0 %
Times program is offered	135	20.1 %
Friends participate in program	60	8.9 %
Dates program is offered	98	14.6 %
None chosen	228	33.9 %
Total	1446	

Q13. From the following list, which THREE items are the primary reasons why you or members of your household currently DO NOT participate in WCPARC programs or feel that your needs are not currently being met.

Q13. 1st choice	Number	Percent
Program not offered/topics are not relevant/interesting	60	8.9 %
Lack of quality programs	8	1.2 %
Facilities lack basic amenities (restrooms, signage, etc.)	21	3.1 %
Too far from residence	59	8.8 %
Fees are too high	29	4.3 %
Program times are not convenient	46	6.8 %
Use services of other agencies	7	1.0 %
I do not know what is being offered or location	211	31.4 %
Registration process is difficult	8	1.2 %
No time to participate	65	9.7 %
Don't feel welcome	5	0.7 %
Health concerns from communicable diseases transmission (COVID, Flu, etc.)	10	1.5 %
Other	1	0.1 %
None chosen	142	21.1 %
Total	672	100.0 %

Q13. From the following list, which THREE items are the primary reasons why you or members of your household currently DO NOT participate in WCPARC programs or feel that your needs are not currently being met.

Q13. 2nd choice	Number	Percent
Program not offered/topics are not relevant/interesting	39	5.8 %
Lack of quality programs	9	1.3 %
Facilities lack basic amenities (restrooms, signage, etc.)	12	1.8 %
Too far from residence	54	8.0 %
Fees are too high	23	3.4 %
Poor customer service by staff	2	0.3 %
Language barriers	1	0.1 %
Program times are not convenient	62	9.2 %
Use services of other agencies	25	3.7 %
I do not know what is being offered or location	81	12.1 %
Registration process is difficult	12	1.8 %
No time to participate	72	10.7 %
Don't feel welcome	2	0.3 %
Health concerns from communicable diseases transmission (COVID, Flu, etc.)	11	1.6 %
Other	1	0.1 %
None chosen	266	39.6 %
Total	672	100.0 %

Q13. From the following list, which THREE items are the primary reasons why you or members of your household currently DO NOT participate in WCPARC programs or feel that your needs are not currently being met.

Q13. 3rd choice	Number	Percent
Program not offered/topics are not relevant/interesting	31	4.6 %
Lack of quality programs	8	1.2 %
Facilities lack basic amenities (restrooms, signage, etc.)	13	1.9 %
Too far from residence	35	5.2 %
Fees are too high	9	1.3 %
Poor customer service by staff	3	0.4 %
Program times are not convenient	42	6.3 %
Use services of other agencies	22	3.3 %
I do not know what is being offered or location	39	5.8 %
Registration process is difficult	2	0.3 %
No time to participate	53	7.9 %
Don't feel welcome	2	0.3 %
Health concerns from communicable diseases transmission (COVID, Flu, etc.)	14	2.1 %
None chosen	399	59.4 %
Total	672	100.0 %

Q13. From the following list, which THREE items are the primary reasons why you or members of your household currently DO NOT participate in WCPARC programs or feel that your needs are not currently being met. (sum of top 3 choices)

Q13. Sum of top 3 choices	Number	Percent
Program not offered/topics are not relevant/interesting	130	19.3 %
Lack of quality programs	25	3.7 %
Facilities lack basic amenities (restrooms, signage, etc.)	46	6.8 %
Too far from residence	148	22.0 %
Fees are too high	61	9.1 %
Poor customer service by staff	5	0.7 %
Language barriers	1	0.1 %
Program times are not convenient	150	22.3 %
Use services of other agencies	54	8.0 %
I do not know what is being offered or location	331	49.3 %
Registration process is difficult	22	3.3 %
No time to participate	190	28.3 %
Don't feel welcome	9	1.3 %
Health concerns from communicable diseases transmission (COVID, Flu, etc.)	35	5.2 %
Other	2	0.3 %
None chosen	142	21.1 %
Total	1351	

Q13-15. Other:

Q13-15. Other	Number	Percent
Programs for ages-not a lot of the in between toddler age	1	100.0 %
Total	1	100.0 %

Q14. CHECK ALL the following ways you have heard about Washtenaw County Parks.

Q14. All the ways you have heard about

<u>Washtenaw County Parks</u>	<u>Number</u>	<u>Percent</u>
Ads in a publication	113	16.8 %
Direct mail	130	19.3 %
Flyers/handouts	78	11.6 %
From friends, family, coworkers	354	52.7 %
Newspaper stories in print	94	14.0 %
Newspaper stories online	122	18.2 %
Washtenaw County Parks website	269	40.0 %
Radio	31	4.6 %
Social media-Facebook, Instagram	241	35.9 %
Posting on facility kiosks/bulletin boards	60	8.9 %
Driving by facility	341	50.7 %
Conversations with staff	13	1.9 %
Washtenaw County Parks eNewsletter	83	12.4 %
<u>Other</u>	<u>36</u>	<u>5.4 %</u>
Total	1965	

Q14-14. Other:

Q14-14. Other	Number	Percent
Ann Arbor Observer	4	11.1 %
Google maps	4	11.1 %
Word of mouth	3	8.3 %
Conversations with friends	3	8.3 %
I used to work for the County	2	5.6 %
I live within walking distance to County Farm Park	2	5.6 %
Google maps reviews	2	5.6 %
When I look up a park to go to	2	5.6 %
NEIGHBOR	1	2.8 %
Research	1	2.8 %
I love to walk in the parks	1	2.8 %
Friends talking about it	1	2.8 %
Google	1	2.8 %
Email	1	2.8 %
Proactive search	1	2.8 %
Was a volunteer for 10 plus years	1	2.8 %
Web searches	1	2.8 %
Biking by parks, Google maps	1	2.8 %
Trying to find a close by park using a search engine	1	2.8 %
known since childhood	1	2.8 %
Grew up in the area	1	2.8 %
Family	1	2.8 %
Total	36	100.0 %

Q14a. If you have not yet signed up for the Washtenaw County Parks eNewsletter, would like to?

Q14a. Would you like to sign up for Washtenaw County Parks eNewsletter	Number	Percent
Yes	22	26.5 %
No	61	73.5 %
Total	83	100.0 %

Q15. Which THREE of the information sources listed in Question 14 do you MOST PREFER to get information about Washtenaw County Parks?

Q15. 1st choice	Number	Percent
Ads in a publication	9	1.3 %
Direct mail	100	14.9 %
Flyers/handouts	4	0.6 %
From friends, family, coworkers	52	7.7 %
Newspaper stories in print	12	1.8 %
Newspaper stories online	49	7.3 %
Washtenaw County Parks website	93	13.8 %
Radio	8	1.2 %
Social media-Facebook, Instagram	117	17.4 %
Posting on facility kiosks/bulletin boards	3	0.4 %
Driving by facility	10	1.5 %
Conversations with staff	2	0.3 %
Washtenaw County Parks eNewsletter	122	18.2 %
None chosen	91	13.5 %
Total	672	100.0 %

Q15. Which THREE of the information sources listed in Question 14 do you MOST PREFER to get information about Washtenaw County Parks?

Q15. 2nd choice	Number	Percent
Ads in a publication	12	1.8 %
Direct mail	36	5.4 %
Flyers/handouts	17	2.5 %
From friends, family, coworkers	34	5.1 %
Newspaper stories in print	22	3.3 %
Newspaper stories online	34	5.1 %
Washtenaw County Parks website	82	12.2 %
Radio	13	1.9 %
Social media-Facebook, Instagram	119	17.7 %
Posting on facility kiosks/bulletin boards	17	2.5 %
Driving by facility	23	3.4 %
Conversations with staff	1	0.1 %
Washtenaw County Parks eNewsletter	80	11.9 %
None chosen	182	27.1 %
Total	672	100.0 %

Q15. Which THREE of the information sources listed in Question 14 do you MOST PREFER to get information about Washtenaw County Parks?

Q15. 3rd choice	Number	Percent
Ads in a publication	17	2.5 %
Direct mail	39	5.8 %
Flyers/handouts	28	4.2 %
From friends, family, coworkers	37	5.5 %
Newspaper stories in print	12	1.8 %
Newspaper stories online	42	6.3 %
Washtenaw County Parks website	52	7.7 %
Radio	15	2.2 %
Social media-Facebook, Instagram	55	8.2 %
Posting on facility kiosks/bulletin boards	18	2.7 %
Driving by facility	24	3.6 %
Conversations with staff	6	0.9 %
Washtenaw County Parks eNewsletter	43	6.4 %
None chosen	284	42.3 %
Total	672	100.0 %

Q15. Which THREE of the information sources listed in Question 14 do you MOST PREFER to get information about Washtenaw County Parks? (sum of top 3 choices)

Q15. Sum of top 3 choices	Number	Percent
Ads in a publication	38	5.7 %
Direct mail	175	26.0 %
Flyers/handouts	49	7.3 %
From friends, family, coworkers	123	18.3 %
Newspaper stories in print	46	6.8 %
Newspaper stories online	125	18.6 %
Washtenaw County Parks website	227	33.8 %
Radio	36	5.4 %
Social media-Facebook, Instagram	291	43.3 %
Posting on facility kiosks/bulletin boards	38	5.7 %
Driving by facility	57	8.5 %
Conversations with staff	9	1.3 %
Washtenaw County Parks eNewsletter	245	36.5 %
None chosen	91	13.5 %
Total	1550	

Q16. Indicate how well your household's needs are being met for each of the facility types listed below on a scale of 4 to 1, where 4 means your household's needs are "Fully Met," and 1 means your household's needs are "Not Met" at all.

(N=672)

	Fully met	Mostly met	Partly met	Not met	No need
Q16-1. Archery range	1.9%	3.1%	3.1%	8.9%	82.9%
Q16-2. Banquet facilities/rentable space	7.1%	10.3%	10.9%	4.9%	66.8%
Q16-3. Baseball & softball diamonds	7.1%	8.9%	3.0%	2.1%	78.9%
Q16-4. Boating & fishing areas	7.7%	16.7%	11.8%	5.5%	58.3%
Q16-5. Camping areas & camping cabins/ yurts	4.8%	8.5%	13.1%	17.0%	56.7%
Q16-6. Canoe & kayak launch sites	17.0%	20.4%	17.4%	6.5%	38.7%
Q16-7. Canoe & kayak livery/rentals	16.8%	19.2%	17.4%	6.4%	40.2%
Q16-8. Community gardens	10.9%	14.4%	12.6%	10.4%	51.6%
Q16-9. Curling	0.9%	0.7%	2.2%	10.6%	85.6%
Q16-10. Dog parks	7.1%	6.5%	13.4%	7.4%	65.5%
Q16-11. Equestrian arena	0.6%	0.9%	2.5%	5.8%	90.2%
Q16-12. Golf courses	10.3%	7.4%	3.4%	3.1%	75.7%
Q16-13. Historical buildings/museums	11.5%	23.5%	20.7%	6.4%	37.9%
Q16-14. Hunting/fishing opportunities	5.2%	8.6%	9.2%	5.8%	71.1%
Q16-15. Indoor aquatic centers	7.1%	10.1%	15.8%	18.2%	48.8%
Q16-16. Indoor soccer facility	3.6%	2.1%	5.2%	8.2%	81.0%
Q16-17. Nature centers	20.4%	27.5%	21.7%	7.6%	22.8%
Q16-18. Outdoor amphitheaters	5.8%	7.7%	15.0%	15.3%	56.1%
Q16-19. Outdoor basketball courts	5.4%	6.5%	8.9%	4.8%	74.4%
Q16-20. Outdoor ice skating rink	7.9%	6.1%	10.9%	16.4%	58.8%
Q16-21. Outdoor pickleball courts	2.7%	4.2%	8.8%	11.5%	72.9%

CONTINUED - Q16. Indicate how well your household's needs are being met for each of the facility types listed below on a scale of 4 to 1, where 4 means your household's needs are "Fully Met," and 1 means your household's needs are "Not Met" at all.

	Fully met	Mostly met	Partly met	Not met	No need
Q16-22. Outdoor tennis courts	5.7%	8.0%	8.2%	6.3%	71.9%
Q16-23. Picnicking areas & pavilions	20.5%	32.1%	16.1%	4.3%	26.9%
Q16-24. Playgrounds	16.4%	22.3%	11.9%	3.1%	46.3%
Q16-25. Recreation center	14.0%	18.5%	17.6%	11.8%	38.2%
Q16-26. Ropes courses	1.6%	1.3%	4.6%	16.1%	76.3%
Q16-27. Skate parks	8.0%	6.5%	6.3%	2.7%	76.5%
Q16-28. Sledding hills	9.7%	14.3%	15.9%	11.6%	48.5%
Q16-29. Splash pads (outdoor)	6.0%	7.4%	10.0%	14.6%	62.1%
Q16-30. Sports fields-soccer & cricket	6.0%	8.8%	9.4%	3.9%	72.0%
Q16-31. Trails-equestrian	2.5%	2.8%	4.3%	5.4%	85.0%
Q16-32. Trails-mountain biking	4.6%	8.0%	10.9%	6.0%	70.5%
Q16-33. Trails-paved multi-use	19.9%	27.5%	23.8%	7.3%	21.4%
Q16-34. Trails-unpaved/nature	19.9%	32.0%	21.6%	6.0%	20.5%
Q16-35. Water parks & water slides	12.9%	15.3%	13.4%	7.9%	50.4%

Q16. Indicate how well your household's needs are being met for each of the facility types listed below on a scale of 4 to 1, where 4 means your household's needs are "Fully Met," and 1 means your household's needs are "Not Met" at all. (without "no need")

(N=672)

	Fully met	Mostly met	Partly met	Not met
Q16-1. Archery range	11.3%	18.3%	18.3%	52.2%
Q16-2. Banquet facilities/rentable space	21.5%	30.9%	32.7%	14.8%
Q16-3. Baseball & softball diamonds	33.8%	42.3%	14.1%	9.9%
Q16-4. Boating & fishing areas	18.6%	40.0%	28.2%	13.2%
Q16-5. Camping areas & camping cabins/ yurts	11.0%	19.6%	30.2%	39.2%
Q16-6. Canoe & kayak launch sites	27.7%	33.3%	28.4%	10.7%
Q16-7. Canoe & kayak livery/rentals	28.1%	32.1%	29.1%	10.7%
Q16-8. Community gardens	22.5%	29.8%	26.2%	21.5%
Q16-9. Curling	6.2%	5.2%	15.5%	73.2%
Q16-10. Dog parks	20.7%	19.0%	38.8%	21.6%
Q16-11. Equestrian arena	6.1%	9.1%	25.8%	59.1%
Q16-12. Golf courses	42.3%	30.7%	14.1%	12.9%
Q16-13. Historical buildings/museums	18.5%	37.9%	33.3%	10.3%
Q16-14. Hunting/fishing opportunities	18.0%	29.9%	32.0%	20.1%
Q16-15. Indoor aquatic centers	14.0%	19.8%	30.8%	35.5%
Q16-16. Indoor soccer facility	18.8%	10.9%	27.3%	43.0%
Q16-17. Nature centers	26.4%	35.6%	28.1%	9.8%
Q16-18. Outdoor amphitheaters	13.2%	17.6%	34.2%	34.9%
Q16-19. Outdoor basketball courts	20.9%	25.6%	34.9%	18.6%
Q16-20. Outdoor ice skating rink	19.1%	14.8%	26.4%	39.7%
Q16-21. Outdoor pickleball courts	9.9%	15.4%	32.4%	42.3%

CONTINUED - Q16. Indicate how well your household's needs are being met for each of the facility types listed below on a scale of 4 to 1, where 4 means your household's needs are "Fully Met," and 1 means your household's needs are "Not Met" at all. (without "no need")

	Fully met	Mostly met	Partly met	Not met
Q16-22. Outdoor tennis courts	20.1%	28.6%	29.1%	22.2%
Q16-23. Picnicking areas & pavilions	28.1%	44.0%	22.0%	5.9%
Q16-24. Playgrounds	30.5%	41.6%	22.2%	5.8%
Q16-25. Recreation center	22.7%	29.9%	28.4%	19.0%
Q16-26. Ropes courses	6.9%	5.7%	19.5%	67.9%
Q16-27. Skate parks	34.2%	27.8%	26.6%	11.4%
Q16-28. Sledding hills	18.8%	27.7%	30.9%	22.5%
Q16-29. Splash pads (outdoor)	15.7%	19.6%	26.3%	38.4%
Q16-30. Sports fields-soccer & cricket	21.3%	31.4%	33.5%	13.8%
Q16-31. Trails-equestrian	16.8%	18.8%	28.7%	35.6%
Q16-32. Trails-mountain biking	15.7%	27.3%	36.9%	20.2%
Q16-33. Trails-paved multi-use	25.4%	35.0%	30.3%	9.3%
Q16-34. Trails-unpaved/nature	25.1%	40.3%	27.2%	7.5%
Q16-35. Water parks & water slides	26.1%	30.9%	27.0%	15.9%

Q17. Regardless of their availability in Washtenaw County, which FOUR of the facilities listed in Question 16 are MOST IMPORTANT to your household?

Q17. 1st choice	Number	Percent
Archery range	8	1.2 %
Banquet facilities/rentable space	13	1.9 %
Boating & fishing areas	24	3.6 %
Camping areas & camping cabins/yurts	22	3.3 %
Canoe & kayak launch sites	23	3.4 %
Canoe and kayak livery/rentals	6	0.9 %
Community gardens	20	3.0 %
Curling	4	0.6 %
Dog parks	35	5.2 %
Equestrian arena	1	0.1 %
Golf courses	16	2.4 %
Historical buildings/museums	7	1.0 %
Hunting/fishing opportunities	7	1.0 %
Indoor aquatic centers	28	4.2 %
Indoor soccer facility	6	0.9 %
Nature centers	17	2.5 %
Outdoor basketball courts	3	0.4 %
Outdoor ice skating rink	3	0.4 %
Outdoor pickleball courts	7	1.0 %
Outdoor tennis courts	2	0.3 %
Picnicking areas & pavilions	5	0.7 %
Playgrounds	31	4.6 %
Recreation center	8	1.2 %
Skate parks	2	0.3 %
Sledding hills	1	0.1 %
Splash pads (outdoor)	8	1.2 %
Sports fields-soccer & cricket	5	0.7 %
Trails-equestrian	4	0.6 %
Trails-mountain biking	10	1.5 %
Trails-paved multi-use	121	18.0 %
Trails-unpaved/nature	154	22.9 %
Water parks & water slides	13	1.9 %
None chosen	58	8.6 %
Total	672	100.0 %

Q17. Regardless of their availability in Washtenaw County, which FOUR of the facilities listed in Question 16 are MOST IMPORTANT to your household?

Q17. 2nd choice	Number	Percent
Archery range	4	0.6 %
Banquet facilities/rentable space	4	0.6 %
Baseball & softball diamonds	3	0.4 %
Boating & fishing areas	9	1.3 %
Camping areas & camping cabins/yurts	18	2.7 %
Canoe & kayak launch sites	32	4.8 %
Canoe and kayak livery/rentals	21	3.1 %
Community gardens	20	3.0 %
Dog parks	25	3.7 %
Equestrian arena	3	0.4 %
Golf courses	5	0.7 %
Historical buildings/museums	16	2.4 %
Hunting/fishing opportunities	12	1.8 %
Indoor aquatic centers	18	2.7 %
Indoor soccer facility	5	0.7 %
Nature centers	32	4.8 %
Outdoor amphitheaters	10	1.5 %
Outdoor basketball courts	5	0.7 %
Outdoor ice skating rink	11	1.6 %
Outdoor pickleball courts	8	1.2 %
Outdoor tennis courts	7	1.0 %
Picnicking areas & pavilions	11	1.6 %
Playgrounds	34	5.1 %
Recreation center	19	2.8 %
Ropes courses	3	0.4 %
Skate parks	2	0.3 %
Sledding hills	1	0.1 %
Splash pads (outdoor)	16	2.4 %
Sports fields-soccer & cricket	2	0.3 %
Trails-equestrian	2	0.3 %
Trails-mountain biking	11	1.6 %
Trails-paved multi-use	79	11.8 %
Trails-unpaved/nature	121	18.0 %
Water parks & water slides	13	1.9 %
<u>None chosen</u>	90	13.4 %
Total	672	100.0 %

Q17. Regardless of their availability in Washtenaw County, which FOUR of the facilities listed in Question 16 are MOST IMPORTANT to your household?

Q17. 3rd choice	Number	Percent
Archery range	5	0.7 %
Banquet facilities/rentable space	4	0.6 %
Baseball & softball diamonds	1	0.1 %
Boating & fishing areas	5	0.7 %
Camping areas & camping cabins/yurts	22	3.3 %
Canoe & kayak launch sites	30	4.5 %
Canoe and kayak livery/rentals	26	3.9 %
Community gardens	35	5.2 %
Curling	6	0.9 %
Dog parks	21	3.1 %
Equestrian arena	4	0.6 %
Golf courses	5	0.7 %
Historical buildings/museums	34	5.1 %
Hunting/fishing opportunities	9	1.3 %
Indoor aquatic centers	13	1.9 %
Indoor soccer facility	1	0.1 %
Nature centers	44	6.5 %
Outdoor amphitheaters	4	0.6 %
Outdoor basketball courts	3	0.4 %
Outdoor ice skating rink	5	0.7 %
Outdoor pickleball courts	9	1.3 %
Outdoor tennis courts	4	0.6 %
Picnicking areas & pavilions	31	4.6 %
Playgrounds	14	2.1 %
Recreation center	29	4.3 %
Ropes courses	5	0.7 %
Skate parks	4	0.6 %
Sledding hills	9	1.3 %
Splash pads (outdoor)	15	2.2 %
Sports fields-soccer & cricket	5	0.7 %
Trails-equestrian	6	0.9 %
Trails-mountain biking	15	2.2 %
Trails-paved multi-use	66	9.8 %
Trails-unpaved/nature	39	5.8 %
Water parks & water slides	22	3.3 %
<u>None chosen</u>	<u>122</u>	<u>18.2 %</u>
Total	672	100.0 %

Q17. Regardless of their availability in Washtenaw County, which FOUR of the facilities listed in Question 16 are MOST IMPORTANT to your household?

Q17. 4th choice	Number	Percent
Archery range	5	0.7 %
Banquet facilities/rentable space	15	2.2 %
Baseball & softball diamonds	7	1.0 %
Boating & fishing areas	13	1.9 %
Camping areas & camping cabins/yurts	17	2.5 %
Canoe & kayak launch sites	28	4.2 %
Canoe and kayak livery/rentals	17	2.5 %
Community gardens	20	3.0 %
Curling	3	0.4 %
Dog parks	9	1.3 %
Golf courses	4	0.6 %
Historical buildings/museums	24	3.6 %
Hunting/fishing opportunities	5	0.7 %
Indoor aquatic centers	18	2.7 %
Indoor soccer facility	7	1.0 %
Nature centers	41	6.1 %
Outdoor amphitheaters	11	1.6 %
Outdoor basketball courts	2	0.3 %
Outdoor ice skating rink	12	1.8 %
Outdoor pickleball courts	8	1.2 %
Outdoor tennis courts	4	0.6 %
Picnicking areas & pavilions	20	3.0 %
Playgrounds	28	4.2 %
Recreation center	20	3.0 %
Ropes courses	3	0.4 %
Skate parks	3	0.4 %
Sledding hills	12	1.8 %
Splash pads (outdoor)	11	1.6 %
Sports fields-soccer & cricket	10	1.5 %
Trails-equestrian	5	0.7 %
Trails-mountain biking	8	1.2 %
Trails-paved multi-use	41	6.1 %
Trails-unpaved/nature	35	5.2 %
Water parks & water slides	28	4.2 %
<u>None chosen</u>	<u>178</u>	<u>26.5 %</u>
Total	672	100.0 %

Q17. Regardless of their availability in Washtenaw County, which FOUR of the facilities listed in Question 16 are MOST IMPORTANT to your household? (sum of top 4 choices)

Q17. Sum of top 4 choices	Number	Percent
Archery range	22	3.3 %
Banquet facilities/rentable space	36	5.4 %
Baseball & softball diamonds	11	1.6 %
Boating & fishing areas	51	7.6 %
Camping areas & camping cabins/yurts	79	11.8 %
Canoe & kayak launch sites	113	16.8 %
Canoe and kayak livery/rentals	70	10.4 %
Community gardens	95	14.1 %
Curling	13	1.9 %
Dog parks	90	13.4 %
Equestrian arena	8	1.2 %
Golf courses	30	4.5 %
Historical buildings/museums	81	12.1 %
Hunting/fishing opportunities	33	4.9 %
Indoor aquatic centers	77	11.5 %
Indoor soccer facility	19	2.8 %
Nature centers	134	19.9 %
Outdoor amphitheaters	25	3.7 %
Outdoor basketball courts	13	1.9 %
Outdoor ice skating rink	31	4.6 %
Outdoor pickleball courts	32	4.8 %
Outdoor tennis courts	17	2.5 %
Picnicking areas & pavilions	67	10.0 %
Playgrounds	107	15.9 %
Recreation center	76	11.3 %
Ropes courses	11	1.6 %
Skate parks	11	1.6 %
Sledding hills	23	3.4 %
Splash pads (outdoor)	50	7.4 %
Sports fields-soccer & cricket	22	3.3 %
Trails-equestrian	17	2.5 %
Trails-mountain biking	44	6.5 %
Trails-paved multi-use	307	45.7 %
Trails-unpaved/nature	349	51.9 %
Water parks & water slides	76	11.3 %
None chosen	58	8.6 %
Total	2298	

Q18. Which FOUR of the facilities listed in Question 16 do you and members of your household currently use the MOST?

Q18. 1st choice	Number	Percent
Archery range	1	0.1 %
Banquet facilities/rentable space	3	0.4 %
Baseball & softball diamonds	4	0.6 %
Boating & fishing areas	16	2.4 %
Camping areas & camping cabins/yurts	5	0.7 %
Canoe & kayak launch sites	19	2.8 %
Canoe and kayak livery/rentals	4	0.6 %
Community gardens	15	2.2 %
Dog parks	27	4.0 %
Golf courses	18	2.7 %
Historical buildings/museums	9	1.3 %
Hunting/fishing opportunities	5	0.7 %
Indoor aquatic centers	9	1.3 %
Indoor soccer facility	3	0.4 %
Nature centers	23	3.4 %
Outdoor basketball courts	2	0.3 %
Outdoor ice skating rink	4	0.6 %
Outdoor pickleball courts	3	0.4 %
Outdoor tennis courts	1	0.1 %
Picnicking areas & pavilions	8	1.2 %
Playgrounds	45	6.7 %
Recreation center	13	1.9 %
Skate parks	2	0.3 %
Sledding hills	1	0.1 %
Sports fields-soccer & cricket	5	0.7 %
Trails-equestrian	1	0.1 %
Trails-mountain biking	7	1.0 %
Trails-paved multi-use	152	22.6 %
Trails-unpaved/nature	173	25.7 %
Water parks & water slides	10	1.5 %
None chosen	84	12.5 %
Total	672	100.0 %

Q18. Which FOUR of the facilities listed in Question 16 do you and members of your household currently use the MOST?

Q18. 2nd choice	Number	Percent
Archery range	1	0.1 %
Banquet facilities/rentable space	1	0.1 %
Baseball & softball diamonds	4	0.6 %
Boating & fishing areas	7	1.0 %
Camping areas & camping cabins/yurts	6	0.9 %
Canoe & kayak launch sites	22	3.3 %
Canoe and kayak livery/rentals	11	1.6 %
Community gardens	4	0.6 %
Dog parks	13	1.9 %
Equestrian arena	1	0.1 %
Golf courses	3	0.4 %
Historical buildings/museums	15	2.2 %
Hunting/fishing opportunities	5	0.7 %
Indoor aquatic centers	8	1.2 %
Indoor soccer facility	4	0.6 %
Nature centers	14	2.1 %
Outdoor basketball courts	7	1.0 %
Outdoor ice skating rink	5	0.7 %
Outdoor pickleball courts	4	0.6 %
Outdoor tennis courts	5	0.7 %
Picnicking areas & pavilions	19	2.8 %
Playgrounds	36	5.4 %
Recreation center	21	3.1 %
Skate parks	2	0.3 %
Sledding hills	1	0.1 %
Splash pads (outdoor)	13	1.9 %
Sports fields-soccer & cricket	2	0.3 %
Trails-equestrian	3	0.4 %
Trails-mountain biking	8	1.2 %
Trails-paved multi-use	123	18.3 %
Trails-unpaved/nature	126	18.8 %
Water parks & water slides	9	1.3 %
None chosen	169	25.1 %
Total	672	100.0 %

Q18. Which FOUR of the facilities listed in Question 16 do you and members of your household currently use the MOST?

Q18. 3rd choice	Number	Percent
Archery range	1	0.1 %
Banquet facilities/rentable space	2	0.3 %
Baseball & softball diamonds	2	0.3 %
Boating & fishing areas	8	1.2 %
Camping areas & camping cabins/yurts	14	2.1 %
Canoe & kayak launch sites	26	3.9 %
Canoe and kayak livery/rentals	16	2.4 %
Community gardens	6	0.9 %
Dog parks	14	2.1 %
Equestrian arena	1	0.1 %
Golf courses	4	0.6 %
Historical buildings/museums	8	1.2 %
Hunting/fishing opportunities	4	0.6 %
Indoor aquatic centers	11	1.6 %
Indoor soccer facility	1	0.1 %
Nature centers	46	6.8 %
Outdoor amphitheaters	3	0.4 %
Outdoor basketball courts	1	0.1 %
Outdoor ice skating rink	5	0.7 %
Outdoor pickleball courts	5	0.7 %
Outdoor tennis courts	4	0.6 %
Picnicking areas & pavilions	36	5.4 %
Playgrounds	20	3.0 %
Recreation center	17	2.5 %
Ropes courses	1	0.1 %
Skate parks	3	0.4 %
Sledding hills	5	0.7 %
Splash pads (outdoor)	5	0.7 %
Sports fields-soccer & cricket	7	1.0 %
Trails-equestrian	3	0.4 %
Trails-mountain biking	13	1.9 %
Trails-paved multi-use	39	5.8 %
Trails-unpaved/nature	51	7.6 %
Water parks & water slides	34	5.1 %
<u>None chosen</u>	<u>256</u>	<u>38.1 %</u>
Total	672	100.0 %

Q18. Which FOUR of the facilities listed in Question 16 do you and members of your household currently use the MOST?

Q18. 4th choice	Number	Percent
Archery range	2	0.3 %
Banquet facilities/rentable space	4	0.6 %
Baseball & softball diamonds	1	0.1 %
Boating & fishing areas	8	1.2 %
Camping areas & camping cabins/yurts	11	1.6 %
Canoe & kayak launch sites	15	2.2 %
Canoe and kayak livery/rentals	12	1.8 %
Community gardens	10	1.5 %
Curling	3	0.4 %
Dog parks	12	1.8 %
Golf courses	12	1.8 %
Historical buildings/museums	18	2.7 %
Hunting/fishing opportunities	5	0.7 %
Indoor aquatic centers	9	1.3 %
Indoor soccer facility	2	0.3 %
Nature centers	30	4.5 %
Outdoor amphitheaters	6	0.9 %
Outdoor basketball courts	3	0.4 %
Outdoor ice skating rink	8	1.2 %
Outdoor pickleball courts	4	0.6 %
Outdoor tennis courts	4	0.6 %
Picnicking areas & pavilions	25	3.7 %
Playgrounds	18	2.7 %
Recreation center	11	1.6 %
Skate parks	4	0.6 %
Sledding hills	13	1.9 %
Splash pads (outdoor)	4	0.6 %
Sports fields-soccer & cricket	3	0.4 %
Trails-equestrian	2	0.3 %
Trails-mountain biking	6	0.9 %
Trails-paved multi-use	43	6.4 %
Trails-unpaved/nature	16	2.4 %
Water parks & water slides	23	3.4 %
None chosen	325	48.4 %
Total	672	100.0 %

Q18. Which FOUR of the facilities listed in Question 16 do you and members of your household currently use the MOST? (sum of top 4 choices)

Q18. Sum of top 3 choices	Number	Percent
Archery range	5	0.7 %
Banquet facilities/rentable space	10	1.5 %
Baseball & softball diamonds	11	1.6 %
Boating & fishing areas	39	5.8 %
Camping areas & camping cabins/yurts	36	5.4 %
Canoe & kayak launch sites	82	12.2 %
Canoe and kayak livery/rentals	43	6.4 %
Community gardens	35	5.2 %
Curling	3	0.4 %
Dog parks	66	9.8 %
Equestrian arena	2	0.3 %
Golf courses	37	5.5 %
Historical buildings/museums	50	7.4 %
Hunting/fishing opportunities	19	2.8 %
Indoor aquatic centers	37	5.5 %
Indoor soccer facility	10	1.5 %
Nature centers	113	16.8 %
Outdoor amphitheaters	9	1.3 %
Outdoor basketball courts	13	1.9 %
Outdoor ice skating rink	22	3.3 %
Outdoor pickleball courts	16	2.4 %
Outdoor tennis courts	14	2.1 %
Picnicking areas & pavilions	88	13.1 %
Playgrounds	119	17.7 %
Recreation center	62	9.2 %
Ropes courses	1	0.1 %
Skate parks	11	1.6 %
Sledding hills	20	3.0 %
Splash pads (outdoor)	22	3.3 %
Sports fields-soccer & cricket	17	2.5 %
Trails-equestrian	9	1.3 %
Trails-mountain biking	34	5.1 %
Trails-paved multi-use	357	53.1 %
Trails-unpaved/nature	366	54.5 %
Water parks & water slides	76	11.3 %
None chosen	84	12.5 %
Total	1938	

Q19. Indicate how well your household's needs are being met for each of the program types listed below on a scale of 4 to 1, where 4 means your household's needs are "Fully Met," and 1 means your household's needs are "Not Met" at all.

(N=672)

	Fully met	Mostly met	Partly met	Not met	No need
Q19-1. Adaptive/therapeutic programming (special needs)]	1.2%	1.3%	4.6%	4.9%	87.9%
Q19-2. Adult fitness & wellness programs	6.0%	13.4%	21.9%	15.5%	43.3%
Q19-3. Archery programs	0.7%	2.2%	3.0%	8.2%	85.9%
Q19-4. Art & photography programs	1.5%	4.2%	13.5%	14.6%	66.2%
Q19-5. Bike rentals	1.5%	2.8%	5.1%	14.6%	76.0%
Q19-6. Bird/wildlife watching programs	5.8%	11.8%	14.9%	13.5%	54.0%
Q19-7. Citizen science programs	4.2%	6.8%	12.2%	13.2%	63.5%
Q19-8. Community festivals & parks special events	11.2%	18.0%	21.4%	11.8%	37.6%
Q19-9. Dog park programs	5.1%	6.1%	8.6%	8.3%	71.9%
Q19-10. Fishing programs	2.2%	4.2%	8.5%	7.6%	77.5%
Q19-11. Gardening programs	6.8%	6.0%	16.8%	12.5%	57.9%
Q19-12. Geocaching	3.1%	2.5%	4.5%	7.0%	82.9%
Q19-13. Golf lessons	2.8%	2.1%	4.6%	5.8%	84.7%
Q19-14. Historical programming	4.3%	7.3%	11.8%	13.2%	63.4%
Q19-15. Homeschool programs	0.7%	1.0%	3.3%	5.1%	89.9%
Q19-16. Kayak, canoe, paddleboard rentals	13.7%	16.5%	16.2%	8.5%	45.1%
Q19-17. Lifeguard training programs	2.2%	3.1%	4.3%	4.3%	86.0%
Q19-18. Nature stewardship programs	4.9%	9.5%	13.2%	10.9%	61.5%
Q19-19. Preschool programs	2.5%	4.6%	4.3%	4.6%	83.9%
Q19-20. Scouting programs	2.1%	2.5%	3.4%	4.0%	87.9%

CONTINUED - Q19. Indicate how well your household's needs are being met for each of the program types listed below on a scale of 4 to 1, where 4 means your household's needs are "Fully Met," and 1 means your household's needs are "Not Met" at all.

	Fully met	Mostly met	Partly met	Not met	No need
Q19-21. Senior wellness & fitness programs	5.7%	6.3%	11.6%	11.9%	64.6%
Q19-22. Summer day camps	3.4%	4.9%	7.6%	6.7%	77.4%
Q19-23. Swim lessons & programs	4.9%	4.8%	9.7%	11.2%	69.5%
Q19-24. Traditional folk art, skills & crafts	2.5%	5.7%	14.7%	13.2%	63.8%
Q19-25. Volunteer opportunities	7.3%	7.4%	15.8%	9.4%	60.1%
Q19-26. Water fitness programs	3.4%	5.2%	11.8%	11.8%	67.9%
Q19-27. Winter programs	2.4%	7.1%	14.0%	17.7%	58.8%
Q19-28. Youth & teen fitness programs	1.9%	2.8%	6.7%	6.7%	81.8%

Q19. Indicate how well your household's needs are being met for each of the program types listed below on a scale of 4 to 1, where 4 means your household's needs are "Fully Met," and 1 means your household's needs are "Not Met" at all. (without "no need")

(N=672)

	Fully met	Mostly met	Partly met	Not met
Q19-1. Adaptive/therapeutic programming (special needs)]	9.9%	11.1%	38.3%	40.7%
Q19-2. Adult fitness & wellness programs	10.5%	23.6%	38.6%	27.3%
Q19-3. Archery programs	5.3%	15.8%	21.1%	57.9%
Q19-4. Art & photography programs	4.4%	12.3%	40.1%	43.2%
Q19-5. Bike rentals	6.2%	11.8%	21.1%	60.9%
Q19-6. Bird/wildlife watching programs	12.6%	25.6%	32.4%	29.4%
Q19-7. Citizen science programs	11.4%	18.8%	33.5%	36.3%
Q19-8. Community festivals & parks special events	17.9%	28.9%	34.4%	18.9%
Q19-9. Dog park programs	18.0%	21.7%	30.7%	29.6%
Q19-10. Fishing programs	9.9%	18.5%	37.7%	33.8%
Q19-11. Gardening programs	16.3%	14.1%	39.9%	29.7%
Q19-12. Geocaching	18.3%	14.8%	26.1%	40.9%
Q19-13. Golf lessons	18.4%	13.6%	30.1%	37.9%
Q19-14. Historical programming	11.8%	19.9%	32.1%	36.2%
Q19-15. Homeschool programs	7.4%	10.3%	32.4%	50.0%
Q19-16. Kayak, canoe, paddleboard rentals	24.9%	30.1%	29.5%	15.4%
Q19-17. Lifeguard training programs	16.0%	22.3%	30.9%	30.9%
Q19-18. Nature stewardship programs	12.7%	24.7%	34.4%	28.2%
Q19-19. Preschool programs	15.7%	28.7%	26.9%	28.7%
Q19-20. Scouting programs	17.3%	21.0%	28.4%	33.3%

CONTINUED - Q19. Indicate how well your household's needs are being met for each of the program types listed below on a scale of 4 to 1, where 4 means your household's needs are "Fully Met," and 1 means your household's needs are "Not Met" at all. (without "no need")

	Fully met	Mostly met	Partly met	Not met
Q19-21. Senior wellness & fitness programs	16.0%	17.6%	32.8%	33.6%
Q19-22. Summer day camps	15.1%	21.7%	33.6%	29.6%
Q19-23. Swim lessons & programs	16.1%	15.6%	31.7%	36.6%
Q19-24. Traditional folk art, skills & crafts	7.0%	15.6%	40.7%	36.6%
Q19-25. Volunteer opportunities	18.3%	18.7%	39.6%	23.5%
Q19-26. Water fitness programs	10.6%	16.2%	36.6%	36.6%
Q19-27. Winter programs	5.8%	17.3%	33.9%	43.0%
Q19-28. Youth & teen fitness programs	10.7%	15.6%	36.9%	36.9%

Q20. Regardless of their availability in Washtenaw County, which FOUR of the programs listed in Question 19 are MOST IMPORTANT to your household?

Q20. 1st choice	Number	Percent
Adaptive/therapeutic programming (special needs)	11	1.6 %
Adult fitness & wellness programs	106	15.8 %
Archery programs	7	1.0 %
Art & photography programs	23	3.4 %
Bike rentals	8	1.2 %
Bird/wildlife watching programs	38	5.7 %
Citizen science programs	7	1.0 %
Community festivals & parks special events	47	7.0 %
Dog park programs	23	3.4 %
Fishing programs	7	1.0 %
Gardening programs	22	3.3 %
Geocaching	3	0.4 %
Golf lessons	7	1.0 %
Historical programming	4	0.6 %
Homeschool programs	5	0.7 %
Kayak, canoe, paddleboard rentals	29	4.3 %
Lifeguard training programs	1	0.1 %
Nature stewardship programs	19	2.8 %
Preschool programs	16	2.4 %
Scouting programs	1	0.1 %
Senior wellness & fitness programs	34	5.1 %
Summer day camps	19	2.8 %
Swim lessons & programs	16	2.4 %
Traditional folk art, skills & crafts	10	1.5 %
Volunteer opportunities	10	1.5 %
Water fitness programs	26	3.9 %
Winter programs	6	0.9 %
Youth & teen fitness programs	13	1.9 %
None chosen	154	22.9 %
Total	672	100.0 %

Q20. Regardless of their availability in Washtenaw County, which FOUR of the programs listed in Question 19 are MOST IMPORTANT to your household?

Q20. 2nd choice	Number	Percent
Adaptive/therapeutic programming (special needs)	4	0.6 %
Adult fitness & wellness programs	38	5.7 %
Archery programs	6	0.9 %
Art & photography programs	23	3.4 %
Bike rentals	19	2.8 %
Bird/wildlife watching programs	31	4.6 %
Citizen science programs	19	2.8 %
Community festivals & parks special events	42	6.3 %
Dog park programs	22	3.3 %
Fishing programs	6	0.9 %
Gardening programs	21	3.1 %
Geocaching	7	1.0 %
Golf lessons	7	1.0 %
Historical programming	16	2.4 %
Homeschool programs	9	1.3 %
Kayak, canoe, paddleboard rentals	32	4.8 %
Lifeguard training programs	2	0.3 %
Nature stewardship programs	40	6.0 %
Preschool programs	7	1.0 %
Scouting programs	2	0.3 %
Senior wellness & fitness programs	33	4.9 %
Summer day camps	17	2.5 %
Swim lessons & programs	24	3.6 %
Traditional folk art, skills & crafts	11	1.6 %
Volunteer opportunities	5	0.7 %
Water fitness programs	17	2.5 %
Winter programs	12	1.8 %
Youth & teen fitness programs	10	1.5 %
None chosen	190	28.3 %
Total	672	100.0 %

Q20. Regardless of their availability in Washtenaw County, which FOUR of the programs listed in Question 19 are MOST IMPORTANT to your household?

Q20. 3rd choice	Number	Percent
Adaptive/therapeutic programming (special needs)	2	0.3 %
Adult fitness & wellness programs	26	3.9 %
Archery programs	3	0.4 %
Art & photography programs	18	2.7 %
Bike rentals	10	1.5 %
Bird/wildlife watching programs	41	6.1 %
Citizen science programs	16	2.4 %
Community festivals & parks special events	42	6.3 %
Dog park programs	15	2.2 %
Fishing programs	12	1.8 %
Gardening programs	26	3.9 %
Geocaching	3	0.4 %
Golf lessons	5	0.7 %
Historical programming	22	3.3 %
Homeschool programs	1	0.1 %
Kayak, canoe, paddleboard rentals	29	4.3 %
Lifeguard training programs	2	0.3 %
Nature stewardship programs	20	3.0 %
Preschool programs	4	0.6 %
Scouting programs	6	0.9 %
Senior wellness & fitness programs	24	3.6 %
Summer day camps	16	2.4 %
Swim lessons & programs	8	1.2 %
Traditional folk art, skills & crafts	34	5.1 %
Volunteer opportunities	17	2.5 %
Water fitness programs	9	1.3 %
Winter programs	17	2.5 %
Youth & teen fitness programs	12	1.8 %
None chosen	232	34.5 %
Total	672	100.0 %

Q20. Regardless of their availability in Washtenaw County, which FOUR of the programs listed in Question 19 are MOST IMPORTANT to your household?

Q20. 4th choice	Number	Percent
Adaptive/therapeutic programming (special needs)	7	1.0 %
Adult fitness & wellness programs	19	2.8 %
Archery programs	4	0.6 %
Art & photography programs	12	1.8 %
Bike rentals	6	0.9 %
Bird/wildlife watching programs	16	2.4 %
Citizen science programs	21	3.1 %
Community festivals & parks special events	33	4.9 %
Dog park programs	7	1.0 %
Fishing programs	12	1.8 %
Gardening programs	33	4.9 %
Geocaching	5	0.7 %
Golf lessons	4	0.6 %
Historical programming	15	2.2 %
Homeschool programs	3	0.4 %
Kayak, canoe, paddleboard rentals	30	4.5 %
Lifeguard training programs	3	0.4 %
Nature stewardship programs	19	2.8 %
Preschool programs	7	1.0 %
Scouting programs	2	0.3 %
Senior wellness & fitness programs	18	2.7 %
Summer day camps	6	0.9 %
Swim lessons & programs	2	0.3 %
Traditional folk art, skills & crafts	19	2.8 %
Volunteer opportunities	17	2.5 %
Water fitness programs	7	1.0 %
Winter programs	30	4.5 %
Youth & teen fitness programs	7	1.0 %
None chosen	308	45.8 %
Total	672	100.0 %

Q20. Regardless of their availability in Washtenaw County, which FOUR of the programs listed in Question 19 are MOST IMPORTANT to your household? (sum of top 4 choices)

Q20. Sum of top 4 choices	Number	Percent
Adaptive/therapeutic programming (special needs)	24	3.6 %
Adult fitness & wellness programs	189	28.1 %
Archery programs	20	3.0 %
Art & photography programs	76	11.3 %
Bike rentals	43	6.4 %
Bird/wildlife watching programs	126	18.8 %
Citizen science programs	63	9.4 %
Community festivals & parks special events	164	24.4 %
Dog park programs	67	10.0 %
Fishing programs	37	5.5 %
Gardening programs	102	15.2 %
Geocaching	18	2.7 %
Golf lessons	23	3.4 %
Historical programming	57	8.5 %
Homeschool programs	18	2.7 %
Kayak, canoe, paddleboard rentals	120	17.9 %
Lifeguard training programs	8	1.2 %
Nature stewardship programs	98	14.6 %
Preschool programs	34	5.1 %
Scouting programs	11	1.6 %
Senior wellness & fitness programs	109	16.2 %
Summer day camps	58	8.6 %
Swim lessons & programs	50	7.4 %
Traditional folk art, skills & crafts	74	11.0 %
Volunteer opportunities	49	7.3 %
Water fitness programs	59	8.8 %
Winter programs	65	9.7 %
Youth & teen fitness programs	42	6.3 %
None chosen	154	22.9 %
Total	1958	

Q21. Which FOUR of the programs listed in Question 19 do you and members of your household currently participate in the MOST?

Q21. 1st choice	Number	Percent
Adaptive/therapeutic programming (special needs)	2	0.3 %
Adult fitness & wellness programs	65	9.7 %
Archery programs	3	0.4 %
Art & photography programs	8	1.2 %
Bird/wildlife watching programs	27	4.0 %
Citizen science programs	5	0.7 %
Community festivals & parks special events	66	9.8 %
Dog park programs	14	2.1 %
Fishing programs	6	0.9 %
Gardening programs	16	2.4 %
Geocaching	9	1.3 %
Golf lessons	6	0.9 %
Historical programming	8	1.2 %
Homeschool programs	5	0.7 %
Kayak, canoe, paddleboard rentals	38	5.7 %
Lifeguard training programs	1	0.1 %
Nature stewardship programs	9	1.3 %
Preschool programs	9	1.3 %
Senior wellness & fitness programs	16	2.4 %
Summer day camps	5	0.7 %
Swim lessons & programs	12	1.8 %
Traditional folk art, skills & crafts	7	1.0 %
Volunteer opportunities	6	0.9 %
Water fitness programs	16	2.4 %
Winter programs	3	0.4 %
Youth & teen fitness programs	10	1.5 %
None chosen	300	44.6 %
Total	672	100.0 %

Q21. Which FOUR of the programs listed in Question 19 do you and members of your household currently participate in the MOST?

Q21. 2nd choice	Number	Percent
Adaptive/therapeutic programming (special needs)	3	0.4 %
Adult fitness & wellness programs	34	5.1 %
Archery programs	1	0.1 %
Art & photography programs	7	1.0 %
Bike rentals	2	0.3 %
Bird/wildlife watching programs	18	2.7 %
Citizen science programs	7	1.0 %
Community festivals & parks special events	35	5.2 %
Dog park programs	13	1.9 %
Fishing programs	2	0.3 %
Gardening programs	9	1.3 %
Geocaching	4	0.6 %
Golf lessons	3	0.4 %
Historical programming	13	1.9 %
Homeschool programs	4	0.6 %
Kayak, canoe, paddleboard rentals	26	3.9 %
Lifeguard training programs	1	0.1 %
Nature stewardship programs	12	1.8 %
Preschool programs	2	0.3 %
Scouting programs	3	0.4 %
Senior wellness & fitness programs	10	1.5 %
Summer day camps	16	2.4 %
Swim lessons & programs	7	1.0 %
Traditional folk art, skills & crafts	5	0.7 %
Volunteer opportunities	2	0.3 %
Water fitness programs	9	1.3 %
Winter programs	3	0.4 %
Youth & teen fitness programs	1	0.1 %
None chosen	420	62.5 %
Total	672	100.0 %

Q21. Which FOUR of the programs listed in Question 19 do you and members of your household currently participate in the MOST?

Q21. 3rd choice	Number	Percent
Adult fitness & wellness programs	15	2.2 %
Art & photography programs	9	1.3 %
Bike rentals	1	0.1 %
Bird/wildlife watching programs	8	1.2 %
Citizen science programs	7	1.0 %
Community festivals & parks special events	26	3.9 %
Dog park programs	8	1.2 %
Fishing programs	1	0.1 %
Gardening programs	5	0.7 %
Geocaching	3	0.4 %
Golf lessons	1	0.1 %
Historical programming	7	1.0 %
Kayak, canoe, paddleboard rentals	23	3.4 %
Nature stewardship programs	8	1.2 %
Preschool programs	4	0.6 %
Senior wellness & fitness programs	5	0.7 %
Summer day camps	12	1.8 %
Swim lessons & programs	9	1.3 %
Traditional folk art, skills & crafts	7	1.0 %
Volunteer opportunities	5	0.7 %
Water fitness programs	6	0.9 %
Winter programs	4	0.6 %
Youth & teen fitness programs	5	0.7 %
None chosen	493	73.4 %
Total	672	100.0 %

Q21. Which FOUR of the programs listed in Question 19 do you and members of your household currently participate in the MOST?

Q21. 4th choice	Number	Percent
Adult fitness & wellness programs	9	1.3 %
Archery programs	2	0.3 %
Art & photography programs	2	0.3 %
Bike rentals	2	0.3 %
Bird/wildlife watching programs	3	0.4 %
Citizen science programs	2	0.3 %
Community festivals & parks special events	4	0.6 %
Dog park programs	2	0.3 %
Fishing programs	7	1.0 %
Gardening programs	14	2.1 %
Golf lessons	1	0.1 %
Kayak, canoe, paddleboard rentals	9	1.3 %
Nature stewardship programs	6	0.9 %
Preschool programs	2	0.3 %
Scouting programs	3	0.4 %
Senior wellness & fitness programs	6	0.9 %
Summer day camps	7	1.0 %
Swim lessons & programs	10	1.5 %
Traditional folk art, skills & crafts	3	0.4 %
Volunteer opportunities	10	1.5 %
Water fitness programs	6	0.9 %
Winter programs	18	2.7 %
None chosen	544	81.0 %
Total	672	100.0 %

Q21. Which FOUR of the programs listed in Question 19 do you and members of your household currently participate in the MOST? (sum of top 4 choices)

Q21. Sum of top 4 choices	Number	Percent
Adaptive/therapeutic programming (special needs)	5	0.7 %
Adult fitness & wellness programs	123	18.3 %
Archery programs	6	0.9 %
Art & photography programs	26	3.9 %
Bike rentals	5	0.7 %
Bird/wildlife watching programs	56	8.3 %
Citizen science programs	21	3.1 %
Community festivals & parks special events	131	19.5 %
Dog park programs	37	5.5 %
Fishing programs	16	2.4 %
Gardening programs	44	6.5 %
Geocaching	16	2.4 %
Golf lessons	11	1.6 %
Historical programming	28	4.2 %
Homeschool programs	9	1.3 %
Kayak, canoe, paddleboard rentals	96	14.3 %
Lifeguard training programs	2	0.3 %
Nature stewardship programs	35	5.2 %
Preschool programs	17	2.5 %
Scouting programs	6	0.9 %
Senior wellness & fitness programs	37	5.5 %
Summer day camps	40	6.0 %
Swim lessons & programs	38	5.7 %
Traditional folk art, skills & crafts	22	3.3 %
Volunteer opportunities	23	3.4 %
Water fitness programs	37	5.5 %
Winter programs	28	4.2 %
Youth & teen fitness programs	16	2.4 %
None chosen	300	44.6 %
Total	1231	

Q22-1. Mornings (before 8am): From the following list, check ALL the times that you and members of your household would be interested in the program types you indicated were most important to you and the members of your household in Question 21.

Q22-1. Times in the mornings before 8am you would be interested in program types	Number	Percent
Weekdays (Monday-Friday)	89	13.2 %
Saturdays	108	16.1 %
Sundays	87	12.9 %
Total	284	

Q22-2. Mornings (8am-noon): From the following list, check ALL the times that you and members of your household would be interested in the program types you indicated were most important to you and the members of your household in Question 21.

Q22-2. Times in the mornings between 8am-noon you would be interested in program types	Number	Percent
Weekdays (Monday-Friday)	186	27.7 %
Saturdays	325	48.4 %
Sundays	274	40.8 %
Total	785	

Q22-3. Afternoons (noon-3pm): From the following list, check ALL the times that you and members of your household would be interested in the program types you indicated were most important to you and the members of your household in Question 21.

Q22-3. Times in the afternoons between noon-3pm you would be interested in program types	Number	Percent
Weekdays (Monday-Friday)	195	29.0 %
Saturdays	329	49.0 %
Sundays	313	46.6 %
Total	837	

Q22-4. Afternoons (3pm-5pm): From the following list, check ALL the times that you and members of your household would be interested in the program types you indicated were most important to you and the members of your household in Question 21.

Q22-4. Times in the afternoons between 3pm-5pm you would be interested in program types	Number	Percent
Weekdays (Monday-Friday)	210	31.3 %
Saturdays	321	47.8 %
Sundays	301	44.8 %
Total	832	

Q22-5. Evenings (5pm-6pm): From the following list, check ALL the times that you and members of your household would be interested in the program types you indicated were most important to you and the members of your household in Question 21.

Q22-5. Times in the evenings between 5pm-6pm you would be interested in program types	Number	Percent
Weekdays (Monday-Friday)	245	36.5 %
Saturdays	228	33.9 %
Sundays	201	29.9 %
Total	674	

Q22-6. Evenings (6pm-8pm): From the following list, check ALL the times that you and members of your household would be interested in the program types you indicated were most important to you and the members of your household in Question 21.

Q22-6. Times in the evenings between 6pm-8pm you would be interested in program types	Number	Percent
Weekdays (Monday-Friday)	281	41.8 %
Saturdays	213	31.7 %
Sundays	175	26.0 %
Total	669	

Q22-7. Evenings (8pm-9pm): From the following list, check ALL the times that you and members of your household would be interested in the program types you indicated were most important to you and the members of your household in Question 21.

Q22-7. Times in the evenings between 8pm-9pm you would be interested in program types	Number	Percent
Weekdays (Monday-Friday)	171	25.4 %
Saturdays	158	23.5 %
Sundays	119	17.7 %
Total	448	

Q23. Indicate how supportive you would be of having Washtenaw County Parks leverage your tax dollars to fund each of the following.

(N=672)

	Very supportive	Somewhat supportive	Not sure	Not supportive
Q23-1. Repair older structures & playgrounds	51.8%	25.4%	16.2%	6.5%
Q23-2. Repair park entryways, roads & parking lots	42.0%	29.6%	19.9%	8.5%
Q23-3. Improve & add features to existing parks	39.0%	30.1%	24.4%	6.5%
Q23-4. Improve & add features to existing water parks	23.5%	19.3%	37.9%	19.2%
Q23-5. Land purchase for new recreational facilities	26.8%	29.2%	28.7%	15.3%
Q23-6. Land purchase for new trails	51.6%	19.9%	17.1%	11.3%
Q23-7. Land purchase for open space & support carbon neutrality	41.8%	20.5%	23.4%	14.3%
Q23-8. Make facilities accessible for persons of all abilities	56.3%	19.5%	19.2%	5.1%
Q23-9. New picnic pavilions	18.8%	31.3%	34.4%	15.6%
Q23-10. New playgrounds	24.7%	29.3%	30.8%	15.2%
Q23-11. New trails & boardwalks	58.6%	22.2%	13.1%	6.1%

Q24. Which THREE of the actions listed in Question 23 would you be MOST WILLING to fund with your Washtenaw County Parks and Recreation tax dollars?

Q24. 1st choice	Number	Percent
Repair older structures & playgrounds	148	22.0 %
Repair park entryways, roads & parking lots	29	4.3 %
Improve & add features to existing parks	45	6.7 %
Improve & add features to existing water parks	16	2.4 %
Land purchase for new recreational facilities	30	4.5 %
Land purchase for new trails	93	13.8 %
Land purchase for open space & support carbon neutrality	53	7.9 %
Make facilities accessible for persons of all abilities	56	8.3 %
New picnic pavilions	3	0.4 %
New playgrounds	7	1.0 %
New trails & boardwalks	111	16.5 %
None chosen	81	12.1 %
Total	672	100.0 %

Q24. Which THREE of the actions listed in Question 23 would you be MOST WILLING to fund with your Washtenaw County Parks and Recreation tax dollars?

Q24. 2nd choice	Number	Percent
Repair older structures & playgrounds	58	8.6 %
Repair park entryways, roads & parking lots	62	9.2 %
Improve & add features to existing parks	59	8.8 %
Improve & add features to existing water parks	31	4.6 %
Land purchase for new recreational facilities	23	3.4 %
Land purchase for new trails	91	13.5 %
Land purchase for open space & support carbon neutrality	55	8.2 %
Make facilities accessible for persons of all abilities	66	9.8 %
New picnic pavilions	7	1.0 %
New playgrounds	27	4.0 %
New trails & boardwalks	82	12.2 %
None chosen	111	16.5 %
Total	672	100.0 %

Q24. Which THREE of the actions listed in Question 23 would you be MOST WILLING to fund with your Washtenaw County Parks and Recreation tax dollars?

Q24. 3rd choice	Number	Percent
Repair older structures & playgrounds	50	7.4 %
Repair park entryways, roads & parking lots	47	7.0 %
Improve & add features to existing parks	79	11.8 %
Improve & add features to existing water parks	17	2.5 %
Land purchase for new recreational facilities	16	2.4 %
Land purchase for new trails	52	7.7 %
Land purchase for open space & support carbon neutrality	75	11.2 %
Make facilities accessible for persons of all abilities	65	9.7 %
New picnic pavilions	19	2.8 %
New playgrounds	26	3.9 %
New trails & boardwalks	65	9.7 %
None chosen	161	24.0 %
Total	672	100.0 %

Q24. Which THREE of the actions listed in Question 23 would you be MOST WILLING to fund with your Washtenaw County Parks and Recreation tax dollars? (sum of top 3 choices)

Q24. Sum of top 3 choices	Number	Percent
Repair older structures & playgrounds	256	38.1 %
Repair park entryways, roads & parking lots	138	20.5 %
Improve & add features to existing parks	183	27.2 %
Improve & add features to existing water parks	64	9.5 %
Land purchase for new recreational facilities	69	10.3 %
Land purchase for new trails	236	35.1 %
Land purchase for open space & support carbon neutrality	183	27.2 %
Make facilities accessible for persons of all abilities	187	27.8 %
New picnic pavilions	29	4.3 %
New playgrounds	60	8.9 %
New trails & boardwalks	258	38.4 %
None chosen	81	12.1 %
Total	1744	

Q25. If an election was held to renew the current millage for funding operations, development, and capital improvements for Washtenaw County Parks, how would you vote in the election?

Q25. How would you vote in the election	Number	Percent
Vote in favor	434	64.6 %
Might vote in favor	103	15.3 %
Not sure	94	14.0 %
Vote against	41	6.1 %
Total	672	100.0 %

Q25a. CHECK ALL of the following reasons why you are not sure or would vote against renewing the current millage.

Q25a. All the reasons why you are not sure or would vote against renewing current millage	Number	Percent
I need more information before I can answer	61	45.2 %
I do not use any Washtenaw County Parks & Recreation facilities	19	14.1 %
I believe County currently has sufficient recreation opportunities	41	30.4 %
I believe those who plan on using facilities should bear the burden of paying for facilities	29	21.5 %
I do not support any increase to taxes	68	50.4 %
Other	12	8.9 %
Total	230	

Q26. What is your age?

Q26. Your age	Number	Percent
18-34	150	22.3 %
35-44	140	20.8 %
45-54	112	16.7 %
55-64	129	19.2 %
65+	129	19.2 %
Not provided	12	1.8 %
Total	672	100.0 %

WITHOUT "NOT PROVIDED"**Q26. What is your age? (without "not provided")**

Q26. Your age	Number	Percent
18-34	150	22.7 %
35-44	140	21.2 %
45-54	112	17.0 %
55-64	129	19.5 %
65+	129	19.5 %
Total	660	100.0 %

Q27. Your gender:

Q27. Your gender	Number	Percent
Male	319	47.5 %
Female	329	49.0 %
Non-binary	19	2.8 %
Prefer not to answer	5	0.7 %
Total	672	100.0 %

WITHOUT "NOT PROVIDED"

Q27. Your gender: (without "prefer not to answer")

Q27. Your gender	Number	Percent
Male	319	47.8 %
Female	329	49.3 %
Non-binary	19	2.8 %
Total	667	100.0 %

Q28. Are you or any members of your household of Hispanic/Latino ancestry?

Q28. Are you of Hispanic/Latino ancestry	Number	Percent
Yes	49	7.3 %
No	623	92.7 %
Total	672	100.0 %

Q29. Which of the following best describes your race?

Q29. Your race	Number	Percent
Asian or Asian Indian	58	8.6 %
Black or African American	84	12.5 %
American Indian or Alaska Native	4	0.6 %
White or Caucasian	494	73.5 %
Native Hawaiian or other Pacific Islander	1	0.1 %
Other	14	2.1 %
Total	655	

Q29-6. Self-describe your race:

Q29-6. Self-describe your race	Number	Percent
Middle Eastern	4	28.6 %
Middle Eastern or North African	3	21.4 %
Latino	2	14.3 %
Northern European	1	7.1 %
Mixed	1	7.1 %
Afro American	1	7.1 %
West Asian	1	7.1 %
Hispanic	1	7.1 %
Total	14	100.0 %

Q30. Which of the following is the primary language spoken in your home?

Q30. Primary language spoken in your home	Number	Percent
English	619	92.1 %
Spanish	5	0.7 %
Chinese	6	0.9 %
Arabic	7	1.0 %
Other	10	1.5 %
Not provided	25	3.7 %
Total	672	100.0 %

WITHOUT "NOT PROVIDED"

Q30. Which of the following is the primary language spoken in your home? (without "not provided")

Q30. Primary language spoken in your home	Number	Percent
English	619	95.7 %
Spanish	5	0.8 %
Chinese	6	0.9 %
Arabic	7	1.1 %
Other	10	1.5 %
Total	647	100.0 %

Q30-5. Other:

Q30-5. Other	Number	Percent
Portuguese	2	20.0 %
French	2	20.0 %
Russian	2	20.0 %
German	2	20.0 %
Turkish	1	10.0 %
Korean	1	10.0 %
Total	10	100.0 %

Q31. How long have you lived in Washtenaw County?

Q31. How long have you lived in Washtenaw County		
County	Number	Percent
0-5	107	15.9 %
6-10	78	11.6 %
11-15	57	8.5 %
16-20	42	6.3 %
21-30	120	17.9 %
31+	246	36.6 %
Not provided	22	3.3 %
Total	672	100.0 %

WITHOUT "NOT PROVIDED"

Q31. How long have you lived in Washtenaw County? (without "not provided")

Q31. How long have you lived in Washtenaw County		
County	Number	Percent
0-5	107	16.5 %
6-10	78	12.0 %
11-15	57	8.8 %
16-20	42	6.5 %
21-30	120	18.5 %
31+	246	37.8 %
Total	650	100.0 %

Q32. What is your total annual household income?

Q32. Your total annual household income	Number	Percent
Under \$25K	56	8.3 %
\$25K-\$49,999	67	10.0 %
\$50K-\$74,999	66	9.8 %
\$75K-\$99,999	110	16.4 %
\$100K-\$149,999	94	14.0 %
\$150K-\$199,999	81	12.1 %
\$200K-\$249,999	43	6.4 %
\$250K+	30	4.5 %
Not provided	125	18.6 %
Total	672	100.0 %

WITHOUT "NOT PROVIDED"

Q32. What is your total annual household income? (without "not provided")

Q32. Your total annual household income	Number	Percent
Under \$25K	56	10.2 %
\$25K-\$49,999	67	12.2 %
\$50K-\$74,999	66	12.1 %
\$75K-\$99,999	110	20.1 %
\$100K-\$149,999	94	17.2 %
\$150K-\$199,999	81	14.8 %
\$200K-\$249,999	43	7.9 %
\$250K+	30	5.5 %
Total	547	100.0 %

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Cross-tabulation Data

Q2. Please CHECK ALL of the following Washtenaw County Parks facilities you or members of your household have visited over the past 12 months. (without "none")

N=617

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q2. All Washtenaw County parks & facilities your household has visited over past 12 months

Border-to-Border Trail (B2B)	68.5%	67.7%	57.0%	48.9%	48.6%	90.0%	60.2%	63.5%
Cavanaugh Lake Park	0.0%	6.3%	1.5%	12.8%	4.2%	23.8%	2.0%	6.2%
County Farm Park	68.5%	44.8%	45.9%	8.5%	48.6%	17.5%	29.6%	40.2%
Independence Lake County Park	31.5%	29.2%	20.7%	0.0%	19.4%	31.3%	41.8%	26.6%
Meri Lou Murray Recreation Center	28.1%	16.7%	21.5%	4.3%	12.5%	3.8%	9.2%	15.1%
Park Lyndon	4.5%	6.3%	3.7%	6.4%	4.2%	38.8%	7.1%	9.6%
Park Northfield	2.2%	2.1%	1.5%	0.0%	2.8%	3.8%	7.1%	2.9%
Parker Mill County Park	43.8%	34.4%	37.8%	6.4%	29.2%	12.5%	40.8%	31.9%
Pierce Lake Golf Course & Park	3.4%	6.3%	5.2%	8.5%	4.2%	26.3%	1.0%	7.3%
Rolling Hills County Park	30.3%	35.4%	54.8%	6.4%	66.7%	20.0%	28.6%	37.3%
Sharon Mills County Park	6.7%	11.5%	6.7%	61.7%	11.1%	20.0%	7.1%	13.9%
Staebler Farm County Park/Michigan Folk School	5.6%	5.2%	5.9%	0.0%	4.2%	2.5%	11.2%	5.5%

CONTINUED - Q2. Please CHECK ALL of the following Washtenaw County Parks facilities you or members of your household have visited over the past 12 months. (without "none")

N=617

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q2. All Washtenaw County parks & facilities your household has visited over past 12 months (Cont.)

Superior Center Park	0.0%	0.0%	3.7%	0.0%	1.4%	0.0%	6.1%	1.9%
Arbor Woods Preserve	16.9%	8.3%	13.3%	0.0%	9.7%	5.0%	6.1%	9.4%
Baker Woods Preserve	5.6%	5.2%	2.2%	2.1%	1.4%	21.3%	5.1%	6.0%
Brauer Preserve	6.7%	6.3%	2.2%	12.8%	2.8%	10.0%	1.0%	5.2%
Burns-Stokes Preserve	7.9%	6.3%	3.0%	4.3%	4.2%	12.5%	4.1%	5.8%
DeVine Preserve	3.4%	6.3%	3.0%	2.1%	0.0%	7.5%	0.0%	3.2%
Dominican Meadows Preserve	0.0%	2.1%	1.5%	0.0%	0.0%	2.5%	1.0%	1.1%
Draper-Houston Meadows Preserve	3.4%	3.1%	3.0%	0.0%	8.3%	2.5%	1.0%	3.1%
Ervin-Stucki Preserve	1.1%	1.0%	0.7%	17.0%	0.0%	3.8%	0.0%	2.3%
Fox Science Preserve	6.7%	8.3%	3.0%	0.0%	2.8%	11.3%	5.1%	5.5%
Freeman Preserve	1.1%	4.2%	2.2%	0.0%	2.8%	3.8%	2.0%	2.4%
Goodrich Preserve	1.1%	1.0%	3.0%	2.1%	1.4%	3.8%	4.1%	2.4%
Harwood Heritage Preserve	1.1%	2.1%	2.2%	0.0%	1.4%	2.5%	1.0%	1.6%

CONTINUED - Q2. Please CHECK ALL of the following Washtenaw County Parks facilities you or members of your household have visited over the past 12 months. (without "none")

N=617

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q2. All Washtenaw County parks & facilities your household has visited over past 12 months (Cont.)

Koenn Preserve	1.1%	1.0%	0.0%	0.0%	0.0%	6.3%	1.0%	1.3%
Kosch Headwaters Preserve	1.1%	2.1%	4.4%	4.3%	1.4%	3.8%	6.1%	3.4%
Leonard Preserve	2.2%	3.1%	2.2%	48.9%	1.4%	7.5%	0.0%	6.2%
Meyer Preserve	1.1%	3.1%	6.7%	0.0%	0.0%	1.3%	2.0%	2.6%
Miller-Smith Preserve	2.2%	5.2%	0.7%	0.0%	1.4%	10.0%	2.0%	3.1%
Northfield Woods Preserve	4.5%	4.2%	3.7%	0.0%	4.2%	5.0%	7.1%	4.4%
Osborne Mill Preserve	0.0%	5.2%	1.5%	2.1%	1.4%	3.8%	0.0%	1.9%
Riverbend Preserve	2.2%	3.1%	0.7%	14.9%	0.0%	5.0%	0.0%	2.8%
River Raisin Preserve	4.5%	7.3%	8.1%	23.4%	13.9%	8.8%	9.2%	9.6%
Scio Woods Preserve	19.1%	26.0%	12.6%	8.5%	23.6%	18.8%	15.3%	17.8%
Sharon Short Hills Preserve	2.2%	4.2%	0.7%	34.0%	1.4%	11.3%	2.0%	5.7%
Spike Preserve	1.1%	1.0%	0.7%	4.3%	0.0%	6.3%	0.0%	1.6%
Squiers Preserve	1.1%	1.0%	1.5%	2.1%	0.0%	5.0%	0.0%	1.5%
Trinkle Marsh Preserve	5.6%	5.2%	0.0%	4.3%	2.8%	16.3%	2.0%	4.7%

CONTINUED - Q2. Please CHECK ALL of the following Washtenaw County Parks facilities you or members of your household have visited over the past 12 months. (without "none")

N=617

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q2. All Washtenaw County parks & facilities your household has visited over past 12 months (Cont.)

Watkins Lake State Park & County Preserve	1.1%	3.1%	1.5%	44.7%	4.2%	10.0%	2.0%	6.5%
Weatherbee Woods Preserve	0.0%	1.0%	2.2%	2.1%	0.0%	2.5%	8.2%	2.4%
West Lake Preserve	1.1%	3.1%	1.5%	2.1%	0.0%	18.8%	1.0%	3.7%
Whitmore Lake Preserve	5.6%	3.1%	5.9%	2.1%	2.8%	3.8%	13.3%	5.7%
Swift Run Dog Park	12.4%	11.5%	14.8%	0.0%	13.9%	1.3%	3.1%	9.1%
Ann Arbor Skatepark	15.7%	11.5%	4.4%	6.4%	4.2%	7.5%	2.0%	7.3%
Ypsilanti Community Skatepark	2.2%	3.1%	11.1%	0.0%	1.4%	0.0%	3.1%	3.9%
Superior Greenway	1.1%	0.0%	3.7%	2.1%	2.8%	1.3%	11.2%	3.4%
Other	10.1%	11.5%	8.1%	4.3%	11.1%	5.0%	6.1%	8.3%

Q3. Which FOUR of the facilities from the list in Question 2 does your household use MOST OFTEN? (top 4)

N=617

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	
<u>Q3. Top choice</u>								
Border-to-Border Trail (B2B)	61.8%	61.5%	51.9%	40.4%	44.4%	80.0%	54.1%	57.1%
Cavanaugh Lake Park	0.0%	4.2%	0.7%	2.1%	2.8%	15.0%	1.0%	3.4%
County Farm Park	61.8%	35.4%	34.1%	8.5%	41.7%	6.3%	20.4%	31.4%
Independence Lake County Park	19.1%	13.5%	11.9%	0.0%	12.5%	22.5%	33.7%	17.2%
Meri Lou Murray Recreation Center	18.0%	11.5%	15.6%	2.1%	4.2%	2.5%	4.1%	9.4%
Park Lyndon	1.1%	2.1%	1.5%	4.3%	1.4%	33.8%	5.1%	6.5%
Park Northfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	1.0%
Parker Mill County Park	31.5%	21.9%	25.2%	4.3%	20.8%	5.0%	33.7%	22.2%
Pierce Lake Golf Course & Park	3.4%	5.2%	4.4%	4.3%	2.8%	20.0%	1.0%	5.7%
Rolling Hills County Park	21.3%	29.2%	44.4%	4.3%	55.6%	13.8%	22.4%	29.5%
Sharon Mills County Park	2.2%	2.1%	3.7%	46.8%	2.8%	7.5%	0.0%	6.3%
Staebler Farm County Park/Michigan Folk School	4.5%	0.0%	3.7%	0.0%	0.0%	0.0%	4.1%	2.1%

CONTINUED - Q3. Which FOUR of the facilities from the list in Question 2 does your household use MOST OFTEN? (top 4)

N=617

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	
<u>Q3. Top choice (Cont.)</u>								
Superior Center Park	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	1.0%	0.6%
Arbor Woods Preserve	3.4%	4.2%	6.7%	0.0%	2.8%	1.3%	1.0%	3.2%
Baker Woods Preserve	1.1%	1.0%	0.7%	0.0%	0.0%	11.3%	1.0%	2.1%
Brauer Preserve	1.1%	3.1%	0.0%	4.3%	0.0%	2.5%	0.0%	1.3%
Burns-Stokes Preserve	2.2%	2.1%	1.5%	0.0%	0.0%	2.5%	2.0%	1.6%
DeVine Preserve	3.4%	4.2%	1.5%	0.0%	0.0%	1.3%	0.0%	1.6%
Draper-Houston Meadows Preserve	0.0%	3.1%	0.7%	0.0%	6.9%	0.0%	0.0%	1.5%
Ervin-Stucki Preserve	0.0%	1.0%	0.7%	8.5%	0.0%	0.0%	0.0%	1.0%
Fox Science Preserve	2.2%	3.1%	0.7%	0.0%	0.0%	2.5%	2.0%	1.6%
Freeman Preserve	0.0%	1.0%	0.0%	0.0%	1.4%	0.0%	1.0%	0.5%
Goodrich Preserve	0.0%	1.0%	1.5%	0.0%	0.0%	0.0%	2.0%	0.8%
Harwood Heritage Preserve	0.0%	1.0%	1.5%	0.0%	1.4%	0.0%	0.0%	0.6%
Kosch Headwaters Preserve	1.1%	0.0%	3.0%	0.0%	0.0%	0.0%	2.0%	1.1%
Leonard Preserve	0.0%	1.0%	0.7%	40.4%	1.4%	2.5%	0.0%	3.9%

CONTINUED - Q3. Which FOUR of the facilities from the list in Question 2 does your household use MOST OFTEN? (top 4)

N=617

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q3. Top choice (Cont.)

Meyer Preserve	1.1%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.3%
Miller-Smith Preserve	0.0%	2.1%	0.0%	0.0%	1.4%	2.5%	1.0%	1.0%
Northfield Woods Preserve	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	3.1%	0.6%
Osborne Mill Preserve	0.0%	2.1%	0.7%	0.0%	1.4%	1.3%	0.0%	0.8%
Riverbend Preserve	0.0%	0.0%	0.7%	6.4%	0.0%	0.0%	0.0%	0.6%
River Raisin Preserve	2.2%	4.2%	2.2%	10.6%	4.2%	5.0%	6.1%	4.4%
Scio Woods Preserve	12.4%	16.7%	8.1%	2.1%	13.9%	7.5%	7.1%	10.0%
Sharon Short Hills Preserve	0.0%	1.0%	0.0%	14.9%	0.0%	2.5%	0.0%	1.6%
Spike Preserve	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.2%
Squiers Preserve	0.0%	1.0%	0.0%	2.1%	0.0%	1.3%	0.0%	0.5%
Trinkle Marsh Preserve	1.1%	1.0%	0.0%	0.0%	2.8%	6.3%	0.0%	1.5%
Watkins Lake State Park & County Preserve	0.0%	2.1%	0.0%	36.2%	1.4%	3.8%	0.0%	3.7%
Weatherbee Woods Preserve	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	4.1%	0.8%
West Lake Preserve	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%	1.0%	1.8%

CONTINUED - Q3. Which FOUR of the facilities from the list in Question 2 does your household use MOST OFTEN? (top 4)

N=617

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q3. Top choice (Cont.)

Whitmore Lake Preserve	0.0%	1.0%	1.5%	0.0%	0.0%	0.0%	8.2%	1.8%
Swift Run Dog Park	6.7%	6.3%	11.1%	0.0%	6.9%	0.0%	1.0%	5.3%
Ann Arbor Skatepark	5.6%	5.2%	3.0%	4.3%	1.4%	1.3%	1.0%	3.1%
Ypsilanti Community Skatepark	0.0%	1.0%	5.2%	0.0%	0.0%	0.0%	2.0%	1.6%
Superior Greenway	0.0%	0.0%	2.2%	0.0%	1.4%	0.0%	10.2%	2.3%
None chosen	6.7%	8.3%	9.6%	12.8%	11.1%	2.5%	5.1%	7.8%

Q4. In the past 12 months, how often have you or other members of your household visited one or more of the Washtenaw County Parks facilities listed in Question 2? (without "not provided")

N=617

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q4. How often have you visited one or more of County parks & facilities

5+ times a week	5.8%	8.5%	5.5%	0.0%	2.9%	6.5%	6.2%	5.5%
2-4 times a week	11.6%	8.5%	14.8%	13.3%	11.4%	16.9%	16.5%	13.4%
Once a week	16.3%	9.6%	18.8%	11.1%	4.3%	11.7%	16.5%	13.4%
1-3 times a month	37.2%	36.2%	34.4%	26.7%	34.3%	37.7%	26.8%	33.7%
Less than once a month	29.1%	37.2%	26.6%	48.9%	47.1%	27.3%	34.0%	34.0%

Q5. How would you rate the physical condition of ALL the Washtenaw County Parks facilities that you have visited? (without "don't know")

N=617

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q5. How would you rate physical condition of all County parks & facilities

Excellent	40.7%	34.4%	25.4%	34.1%	25.4%	33.3%	30.9%	31.6%
Good	54.7%	57.8%	54.8%	59.1%	62.0%	61.5%	60.6%	58.2%
Fair	4.7%	7.8%	18.3%	6.8%	8.5%	5.1%	7.4%	9.2%
Poor	0.0%	0.0%	1.6%	0.0%	4.2%	0.0%	1.1%	1.0%

Q6. Do you feel that there are sufficient parks and green space areas within a 10-minute walk of your residence? (without "not provided")

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q6. Are there sufficient parks & green space areas within a 10-minute walk of your residence

Yes	76.1%	52.2%	52.7%	66.7%	46.6%	60.0%	47.9%	56.7%
No	23.9%	47.8%	47.3%	33.3%	53.4%	40.0%	52.1%	43.3%

Q7. Do you feel that there are sufficient parks and green space areas within a 15-minute drive of your residence? (without "not provided")

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q7. Are there sufficient parks & green space areas within a 15-minute drive of your residence

Yes	96.7%	88.5%	83.5%	78.2%	76.7%	96.4%	89.6%	87.6%
No	3.3%	11.5%	16.5%	21.8%	23.3%	3.6%	10.4%	12.4%

Q8. Given the recent COVID-19/Coronavirus crisis, how have you and your household's perception of the value of facilities and recreation programs offered by Washtenaw County Parks changed? (without "not provided")

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q8. How have your household's perception of value of facilities & recreation programs offered by County changed given recent COVID-19/Coronavirus crisis

Value has significantly increased	30.9%	26.8%	32.1%	16.7%	26.0%	25.9%	24.8%	27.1%
Value has somewhat increased	27.8%	27.8%	26.1%	24.1%	19.5%	28.2%	25.7%	25.9%
No change in perceived value	38.1%	44.3%	38.1%	59.3%	48.1%	43.5%	47.5%	44.2%
Value has somewhat decreased	3.1%	1.0%	1.5%	0.0%	2.6%	1.2%	2.0%	1.7%
Value has significantly decreased	0.0%	0.0%	2.2%	0.0%	3.9%	1.2%	0.0%	1.1%

Q9. Based on your perception of value, how would you want Washtenaw County Parks to fund future recreation needs? (without "not provided")

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q9. How would you want County Parks to fund future recreation needs

Increase funding	48.5%	43.4%	48.9%	27.6%	40.5%	36.8%	40.2%	42.2%
Maintain existing funding levels	36.1%	43.4%	36.7%	48.3%	38.0%	49.4%	46.1%	41.9%
Reduce funding	1.0%	7.1%	2.2%	10.3%	6.3%	5.7%	2.9%	4.5%
Not sure	14.4%	6.1%	12.2%	13.8%	15.2%	8.0%	10.8%	11.3%

Q10. How satisfied are you with the overall value your household receives from Washtenaw County Parks? (without "don't know")

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q10. How satisfied are you with overall value your household receives from County Parks

Very satisfied	62.9%	50.5%	40.3%	35.7%	26.9%	52.4%	55.6%	47.1%
Somewhat satisfied	19.6%	27.8%	43.3%	28.6%	41.0%	25.6%	22.2%	30.3%
Neutral	12.4%	16.5%	9.7%	21.4%	15.4%	22.0%	16.2%	15.4%
Somewhat dissatisfied	4.1%	4.1%	3.7%	7.1%	9.0%	0.0%	6.1%	4.7%
Very dissatisfied	1.0%	1.0%	3.0%	7.1%	7.7%	0.0%	0.0%	2.5%

Q11. From the list below, which TWO open space options for acquiring and developing land for Parks and Recreation purposes would you and the members of your household MOST SUPPORT? (top 2)

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	
Land should be acquired & left undeveloped for future generations	57.1%	54.0%	45.5%	45.0%	49.4%	58.6%	50.5%	51.3%
Land should be acquired & improved for passive usage (e.g. trails & nature preserves)	71.4%	65.0%	68.5%	60.0%	65.4%	70.1%	69.9%	67.7%
Land should be acquired & improved for active usage (e.g. athletic fields, playgrounds)	8.2%	12.0%	10.5%	15.0%	11.1%	3.4%	14.6%	10.6%
Land should be acquired & improved for both passive (trails, picnicking) & active (athletic fields, playgrounds) usages	42.9%	47.0%	49.7%	31.7%	39.5%	43.7%	42.7%	43.6%
No new land should be acquired	11.2%	12.0%	12.6%	23.3%	21.0%	13.8%	5.8%	13.4%
None chosen	2.0%	2.0%	2.8%	3.3%	1.2%	0.0%	2.9%	2.1%

Q12. From the following list, which THREE are the primary reasons why you or members of your household participate in WCPARC programs. (top 3)

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	
Quality of program	31.6%	22.0%	22.4%	15.0%	29.6%	23.0%	23.3%	24.1%
Topics are relevant/interesting	46.9%	43.0%	39.9%	26.7%	37.0%	46.0%	38.8%	40.5%
Location of program	36.7%	34.0%	40.6%	31.7%	34.6%	34.5%	35.9%	36.0%
Quality of program instructors	10.2%	9.0%	6.3%	6.7%	3.7%	13.8%	9.7%	8.5%
Good value for program fee	22.4%	23.0%	32.9%	15.0%	21.0%	19.5%	20.4%	23.2%
Times program is offered	18.4%	23.0%	22.4%	8.3%	14.8%	23.0%	13.6%	18.5%
Friends participate in program	8.2%	7.0%	9.1%	11.7%	8.6%	5.7%	10.7%	8.6%
Dates program is offered	18.4%	13.0%	16.8%	10.0%	6.2%	12.6%	10.7%	13.1%
None chosen	30.6%	37.0%	30.1%	55.0%	39.5%	36.8%	37.9%	36.6%

Q12. Top choice

Quality of program	31.6%	22.0%	22.4%	15.0%	29.6%	23.0%	23.3%	24.1%
Topics are relevant/interesting	46.9%	43.0%	39.9%	26.7%	37.0%	46.0%	38.8%	40.5%
Location of program	36.7%	34.0%	40.6%	31.7%	34.6%	34.5%	35.9%	36.0%
Quality of program instructors	10.2%	9.0%	6.3%	6.7%	3.7%	13.8%	9.7%	8.5%
Good value for program fee	22.4%	23.0%	32.9%	15.0%	21.0%	19.5%	20.4%	23.2%
Times program is offered	18.4%	23.0%	22.4%	8.3%	14.8%	23.0%	13.6%	18.5%
Friends participate in program	8.2%	7.0%	9.1%	11.7%	8.6%	5.7%	10.7%	8.6%
Dates program is offered	18.4%	13.0%	16.8%	10.0%	6.2%	12.6%	10.7%	13.1%
None chosen	30.6%	37.0%	30.1%	55.0%	39.5%	36.8%	37.9%	36.6%

Q13. From the following list, which THREE items are the primary reasons why you or members of your household currently DO NOT participate in WCPARC programs or feel that your needs are not currently being met. (top 3)

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	
Program not offered/topics are not relevant/interesting	19.4%	23.0%	20.3%	13.3%	16.0%	17.2%	18.4%	18.8%
Lack of quality programs	4.1%	2.0%	6.3%	1.7%	6.2%	3.4%	1.9%	3.9%
Facilities lack basic amenities (restrooms, signage, etc.)	6.1%	3.0%	10.5%	6.7%	6.2%	3.4%	4.9%	6.1%
Too far from residence	17.3%	26.0%	24.5%	30.0%	32.1%	23.0%	17.5%	23.8%
Fees are too high	8.2%	8.0%	11.2%	5.0%	8.6%	8.0%	7.8%	8.5%
Poor customer service by staff	1.0%	1.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.6%
Language barriers	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Program times are not convenient	23.5%	30.0%	24.5%	11.7%	18.5%	19.5%	16.5%	21.4%
Use services of other agencies	7.1%	8.0%	9.8%	8.3%	6.2%	8.0%	6.8%	7.9%
I do not know what is being offered or location	53.1%	48.0%	54.5%	45.0%	40.7%	51.7%	47.6%	49.4%

CONTINUED - Q13. From the following list, which THREE items are the primary reasons why you or members of your household currently DO NOT participate in WCPARC programs or feel that your needs are not currently being met. (top 3)

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q13. Top choice (Cont.)

Registration process is difficult	5.1%	1.0%	3.5%	0.0%	0.0%	2.3%	4.9%	2.7%
No time to participate	28.6%	27.0%	30.1%	21.7%	29.6%	28.7%	28.2%	28.1%
Don't feel welcome	0.0%	1.0%	2.8%	5.0%	0.0%	2.3%	0.0%	1.5%
Health concerns from communicable diseases transmission (COVID, Flu, etc.)	3.1%	7.0%	9.8%	1.7%	3.7%	0.0%	2.9%	4.6%
Other	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.3%
None chosen	22.4%	16.0%	9.8%	28.3%	25.9%	25.3%	27.2%	20.8%

Q14. CHECK ALL the following ways you have heard about Washtenaw County Parks.

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q14. All the ways you have heard about Washtenaw County Parks

Ads in a publication	19.4%	14.0%	14.0%	13.3%	17.3%	19.5%	10.7%	15.3%
Direct mail	20.4%	14.0%	19.6%	16.7%	28.4%	13.8%	16.5%	18.5%
Flyers/handouts	12.2%	14.0%	12.6%	5.0%	6.2%	16.1%	8.7%	11.2%
From friends, family, coworkers	56.1%	52.0%	55.2%	33.3%	44.4%	42.5%	50.5%	49.3%
Newspaper stories in print	16.3%	11.0%	8.4%	16.7%	9.9%	33.3%	14.6%	15.0%
Newspaper stories online	19.4%	18.0%	15.4%	16.7%	16.0%	24.1%	19.4%	18.3%
Washtenaw County Parks website	43.9%	50.0%	32.9%	25.0%	35.8%	37.9%	39.8%	38.4%
Radio	8.2%	5.0%	2.8%	5.0%	1.2%	4.6%	3.9%	4.3%
Social media-Facebook, Instagram	34.7%	43.0%	41.3%	16.7%	29.6%	31.0%	26.2%	33.3%
Posting on facility kiosks/bulletin boards	10.2%	6.0%	10.5%	5.0%	8.6%	8.0%	6.8%	8.2%
Driving by facility	49.0%	60.0%	47.6%	55.0%	48.1%	48.3%	62.1%	52.7%
Conversations with staff	3.1%	2.0%	2.1%	3.3%	1.2%	2.3%	2.9%	2.4%

CONTINUED - Q14. CHECK ALL the following ways you have heard about Washtenaw County Parks. N=672

Area								Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q14. All the ways you have heard about Washtenaw County Parks (Cont.)

Washtenaw County Parks eNewsletter	15.3%	13.0%	10.5%	16.7%	12.3%	6.9%	11.7%	12.1%
Other	8.2%	4.0%	1.4%	5.0%	6.2%	5.7%	2.9%	4.5%

Q14a. If you have not yet signed up for the Washtenaw County Parks eNewsletter, would like to?

N=81	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q14a. Would you like to sign up for Washtenaw County Parks eNewsletter

Yes	26.7%	38.5%	13.3%	20.0%	30.0%	16.7%	16.7%	23.5%
No	73.3%	61.5%	86.7%	80.0%	70.0%	83.3%	83.3%	76.5%

Q15. Which THREE of the information sources listed in Question 14 do you MOST PREFER to get information about Washtenaw County Parks? (top 3)

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	
Ads in a publication	5.1%	7.0%	5.6%	8.3%	7.4%	4.6%	1.0%	5.4%
Direct mail	23.5%	28.0%	30.8%	16.7%	35.8%	24.1%	26.2%	27.1%
Flyers/handouts	5.1%	8.0%	14.0%	10.0%	2.5%	2.3%	2.9%	6.8%
From friends, family, coworkers	15.3%	17.0%	21.7%	8.3%	14.8%	17.2%	15.5%	16.5%
Newspaper stories in print	10.2%	3.0%	2.8%	13.3%	4.9%	12.6%	6.8%	7.0%
Newspaper stories online	25.5%	16.0%	14.0%	18.3%	12.3%	17.2%	19.4%	17.4%
Washtenaw County Parks website	29.6%	39.0%	29.4%	26.7%	35.8%	34.5%	39.8%	33.6%
Radio	6.1%	4.0%	7.7%	5.0%	4.9%	1.1%	1.9%	4.6%
Social media-Facebook, Instagram	41.8%	50.0%	48.3%	28.3%	42.0%	39.1%	31.1%	41.2%
Posting on facility kiosks/bulletin boards	6.1%	4.0%	9.8%	0.0%	3.7%	3.4%	0.0%	4.5%
Driving by facility	5.1%	14.0%	9.1%	5.0%	7.4%	9.2%	8.7%	8.6%
Conversations with staff	1.0%	1.0%	2.8%	0.0%	0.0%	2.3%	0.0%	1.2%
Washtenaw County Parks eNewsletter	39.8%	43.0%	32.2%	26.7%	34.6%	37.9%	38.8%	36.5%
None chosen	13.3%	12.0%	11.9%	30.0%	16.0%	17.2%	13.6%	15.2%

Q16. Indicate how well your household's needs are being met for each of the facility types listed below on a scale of 4 to 1, where 4 means your household's needs are "Fully Met," and 1 means your household's needs are "Not Met" at all. (without "no need")

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q16-1. Archery range

Fully met	0.0%	13.6%	6.5%	33.3%	36.4%	0.0%	25.0%	14.2%
Mostly met	14.3%	22.7%	16.1%	16.7%	18.2%	11.8%	15.0%	16.5%
Partly met	21.4%	18.2%	19.4%	8.3%	9.1%	29.4%	5.0%	16.5%
Not met	64.3%	45.5%	58.1%	41.7%	36.4%	58.8%	55.0%	52.8%

Q16-2. Banquet facilities/rentable space

Fully met	18.8%	20.0%	21.2%	22.2%	19.2%	22.2%	22.0%	20.7%
Mostly met	28.1%	34.3%	30.8%	44.4%	34.6%	22.2%	22.0%	30.2%
Partly met	43.8%	34.3%	23.1%	16.7%	26.9%	38.9%	31.7%	30.6%
Not met	9.4%	11.4%	25.0%	16.7%	19.2%	16.7%	24.4%	18.5%

Q16-3. Baseball & softball diamonds

Fully met	42.1%	21.1%	29.7%	25.0%	37.5%	28.6%	47.6%	33.3%
Mostly met	42.1%	42.1%	48.6%	12.5%	43.8%	42.9%	23.8%	39.7%
Partly met	10.5%	21.1%	5.4%	50.0%	18.8%	14.3%	4.8%	13.5%
Not met	5.3%	15.8%	16.2%	12.5%	0.0%	14.3%	23.8%	13.5%

CONTINUED - Q16. Indicate how well your household's needs are being met for each of the facility types listed below on a scale of 4 to 1, where 4 means your household's needs are "Fully Met," and 1 means your household's needs are "Not Met" at all. (without "no need")

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q16-4. Boating & fishing areas

Fully met	8.6%	23.1%	17.7%	18.2%	30.3%	27.7%	21.8%	21.2%
Mostly met	51.4%	43.6%	35.5%	31.8%	24.2%	29.8%	40.0%	36.9%
Partly met	28.6%	20.5%	32.3%	27.3%	24.2%	31.9%	23.6%	27.3%
Not met	11.4%	12.8%	14.5%	22.7%	21.2%	10.6%	14.5%	14.7%

Q16-5. Camping areas & camping cabins/yurts

Fully met	4.7%	18.4%	10.1%	22.7%	15.4%	23.9%	11.1%	14.2%
Mostly met	14.0%	15.8%	21.7%	27.3%	19.2%	17.4%	33.3%	21.1%
Partly met	39.5%	21.1%	26.1%	36.4%	23.1%	26.1%	20.0%	27.0%
Not met	41.9%	44.7%	42.0%	13.6%	42.3%	32.6%	35.6%	37.7%

Q16-6. Canoe & kayak launch sites

Fully met	27.3%	30.0%	19.8%	22.2%	40.0%	23.2%	34.9%	27.9%
Mostly met	34.8%	33.3%	34.6%	22.2%	28.9%	28.6%	31.7%	31.7%
Partly met	28.8%	23.3%	34.6%	29.6%	22.2%	35.7%	22.2%	28.4%
Not met	9.1%	13.3%	11.1%	25.9%	8.9%	12.5%	11.1%	12.1%

CONTINUED - Q16. Indicate how well your household's needs are being met for each of the facility types listed below on a scale of 4 to 1, where 4 means your household's needs are "Fully Met," and 1 means your household's needs are "Not Met" at all. (without "no need")

N=672	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	
<u>Q16-7. Canoe & kayak livery/rentals</u>								
Fully met	29.4%	29.8%	20.5%	25.0%	40.0%	25.5%	39.6%	29.4%
Mostly met	35.3%	38.6%	31.3%	25.0%	20.0%	21.3%	28.3%	29.7%
Partly met	26.5%	26.3%	34.9%	29.2%	26.7%	31.9%	20.8%	28.4%
Not met	8.8%	5.3%	13.3%	20.8%	13.3%	21.3%	11.3%	12.5%
<u>Q16-8. Community gardens</u>								
Fully met	30.9%	16.3%	17.1%	20.0%	11.4%	20.7%	26.7%	20.8%
Mostly met	27.3%	36.7%	20.0%	33.3%	28.6%	20.7%	35.6%	28.2%
Partly met	25.5%	24.5%	34.3%	33.3%	31.4%	27.6%	20.0%	27.9%
Not met	16.4%	22.4%	28.6%	13.3%	28.6%	31.0%	17.8%	23.2%
<u>Q16-9. Curling</u>								
Fully met	6.3%	4.8%	0.0%	0.0%	16.7%	0.0%	20.0%	6.5%
Mostly met	0.0%	4.8%	10.5%	0.0%	16.7%	10.0%	6.7%	6.5%
Partly met	18.8%	14.3%	21.1%	20.0%	0.0%	10.0%	0.0%	13.0%
Not met	75.0%	76.2%	68.4%	80.0%	66.7%	80.0%	73.3%	73.9%

CONTINUED - Q16. Indicate how well your household's needs are being met for each of the facility types listed below on a scale of 4 to 1, where 4 means your household's needs are "Fully Met," and 1 means your household's needs are "Not Met" at all. (without "no need")

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q16-10. Dog parks

Fully met	26.7%	18.4%	20.0%	21.1%	20.0%	23.1%	19.4%	20.9%
Mostly met	16.7%	28.9%	21.5%	5.3%	28.0%	7.7%	9.7%	18.4%
Partly met	40.0%	36.8%	38.5%	26.3%	32.0%	38.5%	38.7%	36.8%
Not met	16.7%	15.8%	20.0%	47.4%	20.0%	30.8%	32.3%	23.9%

Q16-11. Equestrian arena

Fully met	0.0%	7.7%	0.0%	0.0%	12.5%	8.3%	11.1%	5.5%
Mostly met	0.0%	15.4%	18.8%	0.0%	12.5%	0.0%	0.0%	8.2%
Partly met	33.3%	15.4%	25.0%	22.2%	0.0%	41.7%	22.2%	23.3%
Not met	66.7%	61.5%	56.3%	77.8%	75.0%	50.0%	66.7%	63.0%

Q16-12. Golf courses

Fully met	45.0%	35.7%	47.1%	54.5%	52.2%	36.8%	40.6%	43.7%
Mostly met	25.0%	28.6%	26.5%	9.1%	39.1%	42.1%	34.4%	30.5%
Partly met	10.0%	21.4%	14.7%	27.3%	4.3%	15.8%	18.8%	15.6%
Not met	20.0%	14.3%	11.8%	9.1%	4.3%	5.3%	6.3%	10.2%

CONTINUED - Q16. Indicate how well your household's needs are being met for each of the facility types listed below on a scale of 4 to 1, where 4 means your household's needs are "Fully Met," and 1 means your household's needs are "Not Met" at all. (without "no need")

N=672	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	
<u>Q16-13. Historical buildings/museums</u>								
Fully met	20.3%	10.0%	15.6%	22.2%	30.2%	23.4%	27.3%	20.2%
Mostly met	39.1%	38.3%	35.4%	25.0%	23.3%	38.3%	36.4%	34.7%
Partly met	32.8%	40.0%	36.5%	38.9%	34.9%	29.8%	29.1%	34.7%
Not met	7.8%	11.7%	12.5%	13.9%	11.6%	8.5%	7.3%	10.5%
<u>Q16-14. Hunting/fishing opportunities</u>								
Fully met	16.0%	21.7%	20.9%	18.8%	15.0%	17.2%	13.2%	17.5%
Mostly met	36.0%	21.7%	18.6%	43.8%	20.0%	44.8%	39.5%	31.4%
Partly met	28.0%	30.4%	34.9%	18.8%	35.0%	27.6%	28.9%	29.9%
Not met	20.0%	26.1%	25.6%	18.8%	30.0%	10.3%	18.4%	21.1%
<u>Q16-15. Indoor aquatic centers</u>								
Fully met	21.2%	6.5%	8.5%	5.3%	15.0%	14.3%	14.3%	12.4%
Mostly met	19.2%	37.0%	14.6%	0.0%	12.5%	9.5%	18.4%	17.3%
Partly met	36.5%	34.8%	31.7%	15.8%	22.5%	14.3%	26.5%	27.9%
Not met	23.1%	21.7%	45.1%	78.9%	50.0%	61.9%	40.8%	42.4%

CONTINUED - Q16. Indicate how well your household's needs are being met for each of the facility types listed below on a scale of 4 to 1, where 4 means your household's needs are "Fully Met," and 1 means your household's needs are "Not Met" at all. (without "no need")

N=672	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	
<u>Q16-16. Indoor soccer facility</u>								
Fully met	20.0%	16.0%	17.2%	12.5%	28.6%	21.1%	18.8%	19.0%
Mostly met	13.3%	8.0%	10.3%	0.0%	21.4%	5.3%	12.5%	10.3%
Partly met	33.3%	36.0%	17.2%	25.0%	21.4%	21.1%	31.3%	26.2%
Not met	33.3%	40.0%	55.2%	62.5%	28.6%	52.6%	37.5%	44.4%
<u>Q16-17. Nature centers</u>								
Fully met	35.1%	19.7%	16.2%	15.8%	26.3%	29.7%	32.1%	25.0%
Mostly met	36.4%	34.2%	33.3%	36.8%	28.1%	26.6%	30.9%	32.3%
Partly met	22.1%	34.2%	37.8%	36.8%	33.3%	35.9%	25.9%	32.1%
Not met	6.5%	11.8%	12.6%	10.5%	12.3%	7.8%	11.1%	10.5%
<u>Q16-18. Outdoor amphitheaters</u>								
Fully met	12.8%	9.8%	15.6%	7.1%	20.6%	7.3%	9.1%	12.3%
Mostly met	17.0%	12.2%	17.2%	21.4%	14.7%	22.0%	25.0%	18.2%
Partly met	38.3%	31.7%	32.8%	14.3%	26.5%	39.0%	31.8%	32.6%
Not met	31.9%	46.3%	34.4%	57.1%	38.2%	31.7%	34.1%	36.8%

CONTINUED - Q16. Indicate how well your household's needs are being met for each of the facility types listed below on a scale of 4 to 1, where 4 means your household's needs are "Fully Met," and 1 means your household's needs are "Not Met" at all. (without "no need")

N=672	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	
<u>Q16-19. Outdoor basketball courts</u>								
Fully met	23.1%	20.8%	25.6%	28.6%	22.2%	4.3%	20.0%	20.5%
Mostly met	26.9%	25.0%	30.2%	0.0%	22.2%	21.7%	20.0%	24.2%
Partly met	34.6%	37.5%	18.6%	57.1%	44.4%	30.4%	30.0%	31.7%
Not met	15.4%	16.7%	25.6%	14.3%	11.1%	43.5%	30.0%	23.6%
<u>Q16-20. Outdoor ice skating rink</u>								
Fully met	28.6%	11.1%	15.3%	5.6%	21.2%	12.1%	6.3%	15.3%
Mostly met	16.7%	13.3%	16.9%	11.1%	6.1%	12.1%	12.5%	13.4%
Partly met	23.8%	40.0%	13.6%	22.2%	24.2%	21.2%	53.1%	27.5%
Not met	31.0%	35.6%	54.2%	61.1%	48.5%	54.5%	28.1%	43.9%
<u>Q16-21. Outdoor pickleball courts</u>								
Fully met	13.0%	3.0%	9.8%	28.6%	20.0%	3.7%	6.3%	10.0%
Mostly met	26.1%	15.2%	9.8%	7.1%	5.0%	11.1%	3.1%	11.1%
Partly met	26.1%	36.4%	29.3%	21.4%	10.0%	44.4%	37.5%	31.1%
Not met	34.8%	45.5%	51.2%	42.9%	65.0%	40.7%	53.1%	47.9%

CONTINUED - Q16. Indicate how well your household's needs are being met for each of the facility types listed below on a scale of 4 to 1, where 4 means your household's needs are "Fully Met," and 1 means your household's needs are "Not Met" at all. (without "no need")

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q16-22. Outdoor tennis courts

Fully met	28.0%	13.5%	18.6%	14.3%	33.3%	18.2%	7.7%	18.5%
Mostly met	32.0%	27.0%	34.9%	14.3%	16.7%	13.6%	23.1%	25.8%
Partly met	24.0%	40.5%	27.9%	0.0%	22.2%	40.9%	34.6%	30.9%
Not met	16.0%	18.9%	18.6%	71.4%	27.8%	27.3%	34.6%	24.7%

Q16-23. Picnicking areas & pavilions

Fully met	32.9%	26.3%	23.7%	40.0%	23.2%	33.3%	31.5%	29.2%
Mostly met	40.8%	48.7%	42.3%	28.6%	42.9%	46.7%	43.8%	42.9%
Partly met	21.1%	25.0%	27.8%	22.9%	16.1%	11.7%	21.9%	21.6%
Not met	5.3%	0.0%	6.2%	8.6%	17.9%	8.3%	2.7%	6.3%

Q16-24. Playgrounds

Fully met	31.3%	27.1%	31.5%	29.6%	33.3%	34.7%	32.8%	31.5%
Mostly met	45.8%	45.8%	32.9%	37.0%	37.8%	38.8%	37.5%	39.2%
Partly met	16.7%	25.4%	30.1%	22.2%	15.6%	18.4%	21.9%	22.2%
Not met	6.3%	1.7%	5.5%	11.1%	13.3%	8.2%	7.8%	7.1%

CONTINUED - Q16. Indicate how well your household's needs are being met for each of the facility types listed below on a scale of 4 to 1, where 4 means your household's needs are "Fully Met," and 1 means your household's needs are "Not Met" at all. (without "no need")

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q16-25. Recreation center

Fully met	31.3%	16.4%	20.4%	4.2%	19.6%	18.4%	23.8%	20.8%
Mostly met	32.8%	34.4%	25.8%	29.2%	26.1%	18.4%	30.2%	28.3%
Partly met	23.4%	34.4%	26.9%	37.5%	26.1%	26.5%	31.7%	28.8%
Not met	12.5%	14.8%	26.9%	29.2%	28.3%	36.7%	14.3%	22.3%

Q16-26. Ropes courses

Fully met	6.3%	10.0%	6.7%	10.0%	5.3%	4.2%	3.6%	6.2%
Mostly met	0.0%	10.0%	4.4%	0.0%	5.3%	4.2%	17.9%	6.8%
Partly met	31.3%	20.0%	11.1%	10.0%	15.8%	12.5%	28.6%	17.9%
Not met	62.5%	60.0%	77.8%	80.0%	73.7%	79.2%	50.0%	69.1%

Q16-27. Skate parks

Fully met	42.9%	30.0%	21.9%	10.0%	42.9%	21.1%	34.8%	30.1%
Mostly met	21.4%	20.0%	43.8%	20.0%	28.6%	26.3%	26.1%	28.1%
Partly met	28.6%	40.0%	21.9%	20.0%	14.3%	10.5%	30.4%	24.7%
Not met	7.1%	10.0%	12.5%	50.0%	14.3%	42.1%	8.7%	17.1%

CONTINUED - Q16. Indicate how well your household's needs are being met for each of the facility types listed below on a scale of 4 to 1, where 4 means your household's needs are "Fully Met," and 1 means your household's needs are "Not Met" at all. (without "no need")

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q16-28. Sledding hills

Fully met	22.6%	20.0%	20.0%	0.0%	22.5%	14.3%	16.4%	18.1%
Mostly met	30.2%	23.6%	32.3%	27.3%	20.0%	19.0%	30.9%	26.8%
Partly met	34.0%	41.8%	24.6%	22.7%	27.5%	31.0%	27.3%	30.4%
Not met	13.2%	14.5%	23.1%	50.0%	30.0%	35.7%	25.5%	24.7%

Q16-29. Splash pads (outdoor)

Fully met	12.5%	15.0%	16.4%	0.0%	12.5%	21.1%	21.7%	16.0%
Mostly met	21.9%	25.0%	14.5%	7.1%	18.8%	15.8%	26.1%	19.5%
Partly met	25.0%	25.0%	32.7%	21.4%	15.6%	15.8%	32.6%	25.3%
Not met	40.6%	35.0%	36.4%	71.4%	53.1%	47.4%	19.6%	39.3%

Q16-30. Sports fields-soccer & cricket

Fully met	13.3%	24.0%	25.6%	35.7%	29.4%	33.3%	12.5%	23.7%
Mostly met	26.7%	40.0%	33.3%	7.1%	47.1%	29.2%	41.7%	32.9%
Partly met	50.0%	28.0%	25.6%	21.4%	17.6%	16.7%	20.8%	27.2%
Not met	10.0%	8.0%	15.4%	35.7%	5.9%	20.8%	25.0%	16.2%

CONTINUED - Q16. Indicate how well your household's needs are being met for each of the facility types listed below on a scale of 4 to 1, where 4 means your household's needs are "Fully Met," and 1 means your household's needs are "Not Met" at all. (without "no need")

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q16-31. Trails-equestrian

Fully met	16.7%	26.3%	13.0%	9.1%	9.1%	21.1%	13.3%	16.4%
Mostly met	8.3%	15.8%	21.7%	0.0%	36.4%	15.8%	20.0%	17.3%
Partly met	41.7%	31.6%	17.4%	45.5%	18.2%	15.8%	33.3%	27.3%
Not met	33.3%	26.3%	47.8%	45.5%	36.4%	47.4%	33.3%	39.1%

Q16-32. Trails-mountain biking

Fully met	15.4%	9.7%	11.1%	19.0%	27.3%	35.5%	15.6%	18.6%
Mostly met	19.2%	38.7%	27.8%	9.5%	36.4%	22.6%	21.9%	25.6%
Partly met	42.3%	32.3%	41.7%	47.6%	22.7%	19.4%	40.6%	35.2%
Not met	23.1%	19.4%	19.4%	23.8%	13.6%	22.6%	21.9%	20.6%

Q16-33. Trails-paved multi-use

Fully met	23.8%	28.2%	20.5%	40.0%	24.2%	41.8%	34.1%	28.9%
Mostly met	35.0%	39.7%	36.6%	11.4%	27.4%	32.8%	31.8%	32.8%
Partly met	31.3%	26.9%	33.9%	28.6%	33.9%	20.9%	28.2%	29.5%
Not met	10.0%	5.1%	8.9%	20.0%	14.5%	4.5%	5.9%	8.9%

CONTINUED - Q16. Indicate how well your household's needs are being met for each of the facility types listed below on a scale of 4 to 1, where 4 means your household's needs are "Fully Met," and 1 means your household's needs are "Not Met" at all. (without "no need")

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q16-34. Trails-unpaved/nature

Fully met	25.9%	23.8%	20.4%	38.5%	23.0%	40.6%	32.1%	27.9%
Mostly met	44.4%	45.0%	36.3%	28.2%	32.8%	36.2%	34.5%	37.6%
Partly met	22.2%	27.5%	30.1%	28.2%	36.1%	17.4%	25.0%	26.6%
Not met	7.4%	3.8%	13.3%	5.1%	8.2%	5.8%	8.3%	8.0%

Q16-35. Water parks & water slides

Fully met	20.5%	31.0%	36.0%	6.3%	30.2%	17.8%	20.8%	26.1%
Mostly met	33.3%	25.9%	28.0%	18.8%	30.2%	26.7%	41.5%	30.1%
Partly met	38.5%	27.6%	21.3%	25.0%	16.3%	28.9%	18.9%	24.6%
Not met	7.7%	15.5%	14.7%	50.0%	23.3%	26.7%	18.9%	19.1%

Q17. Regardless of their availability in Washtenaw County, which FOUR of the facilities listed in Question 16 are MOST IMPORTANT to your household? (top 4)

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	
Archery range	3.1%	4.0%	4.2%	3.3%	1.2%	5.7%	2.9%	3.6%
Banquet facilities/rentable space	4.1%	5.0%	5.6%	5.0%	4.9%	2.3%	7.8%	5.1%
Baseball & softball diamonds	3.1%	1.0%	0.7%	1.7%	1.2%	4.6%	3.9%	2.2%
Boating & fishing areas	7.1%	12.0%	5.6%	18.3%	2.5%	5.7%	9.7%	8.2%
Camping areas & camping cabins/yurts	14.3%	12.0%	13.3%	6.7%	8.6%	6.9%	10.7%	10.9%
Canoe & kayak launch sites	17.3%	15.0%	16.8%	20.0%	12.3%	19.5%	17.5%	16.8%
Canoe and kayak livery/rentals	12.2%	14.0%	9.8%	10.0%	8.6%	8.0%	7.8%	10.1%
Community gardens	20.4%	14.0%	14.7%	6.7%	9.9%	4.6%	6.8%	11.6%
Curling	3.1%	1.0%	2.1%	0.0%	2.5%	1.1%	0.0%	1.5%
Dog parks	12.2%	13.0%	16.1%	11.7%	14.8%	10.3%	11.7%	13.1%
Equestrian arena	1.0%	2.0%	1.4%	3.3%	2.5%	1.1%	0.0%	1.5%
Golf courses	2.0%	10.0%	4.2%	6.7%	6.2%	4.6%	5.8%	5.5%

Q17. Top choice

CONTINUED - Q17. Regardless of their availability in Washtenaw County, which FOUR of the facilities listed in Question 16 are MOST IMPORTANT to your household? (top 4)

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	
<u>Q17. Top choice (Cont.)</u>								
Historical buildings/museums	9.2%	18.0%	14.7%	13.3%	8.6%	12.6%	5.8%	11.9%
Hunting/fishing opportunities	3.1%	7.0%	3.5%	11.7%	6.2%	8.0%	8.7%	6.4%
Indoor aquatic centers	10.2%	11.0%	15.4%	11.7%	12.3%	11.5%	8.7%	11.8%
Indoor soccer facility	5.1%	3.0%	0.7%	0.0%	0.0%	1.1%	2.9%	1.9%
Nature centers	20.4%	19.0%	16.8%	20.0%	21.0%	28.7%	15.5%	19.8%
Outdoor amphitheaters	4.1%	4.0%	4.2%	1.7%	2.5%	2.3%	1.9%	3.1%
Outdoor basketball courts	1.0%	3.0%	3.5%	0.0%	1.2%	1.1%	3.9%	2.2%
Outdoor ice skating rink	9.2%	3.0%	4.9%	5.0%	2.5%	0.0%	0.0%	3.6%
Outdoor pickleball courts	0.0%	10.0%	4.2%	5.0%	4.9%	8.0%	11.7%	6.3%
Outdoor tennis courts	3.1%	3.0%	1.4%	0.0%	3.7%	1.1%	2.9%	2.2%
Picnicking areas & pavilions	9.2%	10.0%	9.1%	15.0%	8.6%	12.6%	18.4%	11.6%
Playgrounds	13.3%	18.0%	14.7%	10.0%	17.3%	12.6%	16.5%	14.9%
Recreation center	10.2%	10.0%	16.8%	1.7%	11.1%	3.4%	5.8%	9.4%

CONTINUED - Q17. Regardless of their availability in Washtenaw County, which FOUR of the facilities listed in Question 16 are MOST IMPORTANT to your household? (top 4)

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	
<u>Q17. Top choice (Cont.)</u>								
Ropes courses	0.0%	0.0%	3.5%	3.3%	1.2%	1.1%	3.9%	1.9%
Skate parks	3.1%	1.0%	0.7%	0.0%	2.5%	1.1%	1.9%	1.5%
Sledding hills	6.1%	5.0%	0.0%	0.0%	1.2%	0.0%	3.9%	2.4%
Splash pads (outdoor)	6.1%	6.0%	5.6%	5.0%	9.9%	10.3%	5.8%	6.8%
Sports fields-soccer & cricket	6.1%	2.0%	1.4%	0.0%	0.0%	2.3%	2.9%	2.2%
Trails-equestrian	1.0%	4.0%	2.1%	8.3%	2.5%	2.3%	2.9%	3.0%
Trails-mountain biking	7.1%	5.0%	1.4%	11.7%	7.4%	8.0%	9.7%	6.5%
Trails-paved multi-use	50.0%	49.0%	45.5%	31.7%	33.3%	47.1%	47.6%	44.5%
Trails-unpaved/nature	59.2%	49.0%	51.0%	38.3%	50.6%	60.9%	47.6%	51.5%
Water parks & water slides	4.1%	18.0%	9.1%	8.3%	18.5%	12.6%	8.7%	11.2%
None chosen	8.2%	3.0%	9.1%	20.0%	11.1%	12.6%	7.8%	9.5%

Q18. Which FOUR of the facilities listed in Question 16 do you and members of your household currently use the MOST? (top 4)

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	
<u>Q18. Top choice</u>								
Archery range	0.0%	2.0%	0.0%	1.7%	1.2%	0.0%	1.9%	0.9%
Banquet facilities/rentable space	0.0%	3.0%	2.8%	5.0%	2.5%	0.0%	0.0%	1.8%
Baseball & softball diamonds	2.0%	0.0%	0.7%	1.7%	1.2%	5.7%	3.9%	2.1%
Boating & fishing areas	3.1%	8.0%	7.0%	16.7%	1.2%	5.7%	8.7%	6.8%
Camping areas & camping cabins/yurts	7.1%	4.0%	6.3%	5.0%	3.7%	3.4%	3.9%	4.9%
Canoe & kayak launch sites	10.2%	13.0%	13.3%	13.3%	9.9%	11.5%	17.5%	12.8%
Canoe and kayak livery/rentals	5.1%	7.0%	9.8%	5.0%	7.4%	5.7%	6.8%	7.0%
Community gardens	7.1%	7.0%	4.9%	5.0%	4.9%	1.1%	3.9%	4.9%
Curling	1.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.3%
Dog parks	9.2%	12.0%	12.6%	6.7%	13.6%	4.6%	3.9%	9.2%
Equestrian arena	0.0%	0.0%	0.7%	0.0%	1.2%	0.0%	0.0%	0.3%
Golf courses	4.1%	7.0%	4.2%	3.3%	9.9%	4.6%	8.7%	6.0%

CONTINUED - Q18. Which FOUR of the facilities listed in Question 16 do you and members of your household currently use the MOST? (top 4)

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	
<u>Q18. Top choice (Cont.)</u>								
Historical buildings/museums	6.1%	8.0%	10.5%	10.0%	6.2%	6.9%	3.9%	7.4%
Hunting/fishing opportunities	2.0%	2.0%	1.4%	13.3%	1.2%	4.6%	2.9%	3.3%
Indoor aquatic centers	5.1%	4.0%	10.5%	0.0%	6.2%	2.3%	2.9%	5.1%
Indoor soccer facility	2.0%	2.0%	0.0%	1.7%	0.0%	2.3%	1.9%	1.3%
Nature centers	23.5%	6.0%	10.5%	18.3%	17.3%	18.4%	18.4%	15.5%
Outdoor amphitheaters	2.0%	0.0%	0.7%	1.7%	1.2%	1.1%	1.0%	1.0%
Outdoor basketball courts	1.0%	2.0%	4.9%	0.0%	1.2%	1.1%	1.9%	2.1%
Outdoor ice skating rink	6.1%	3.0%	2.8%	0.0%	1.2%	0.0%	1.0%	2.2%
Outdoor pickleball courts	1.0%	2.0%	2.8%	3.3%	2.5%	2.3%	4.9%	2.7%
Outdoor tennis courts	3.1%	1.0%	1.4%	0.0%	0.0%	1.1%	4.9%	1.8%
Picnicking areas & pavilions	13.3%	11.0%	11.2%	13.3%	16.0%	20.7%	17.5%	14.4%
Playgrounds	16.3%	18.0%	19.6%	8.3%	16.0%	12.6%	16.5%	16.1%
Recreation center	10.2%	6.0%	14.7%	5.0%	8.6%	1.1%	6.8%	8.2%

CONTINUED - Q18. Which FOUR of the facilities listed in Question 16 do you and members of your household currently use the MOST? (top 4)

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	
<u>Q18. Top choice (Cont.)</u>								
Ropes courses	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	1.0%	0.3%
Skate parks	3.1%	0.0%	2.1%	1.7%	1.2%	0.0%	1.9%	1.5%
Sledding hills	3.1%	5.0%	1.4%	0.0%	2.5%	0.0%	3.9%	2.4%
Splash pads (outdoor)	3.1%	1.0%	2.8%	3.3%	4.9%	4.6%	5.8%	3.6%
Sports fields-soccer & cricket	3.1%	3.0%	1.4%	3.3%	2.5%	2.3%	1.0%	2.2%
Trails-equestrian	0.0%	0.0%	2.1%	3.3%	2.5%	1.1%	1.9%	1.5%
Trails-mountain biking	5.1%	5.0%	3.5%	10.0%	6.2%	4.6%	7.8%	5.7%
Trails-paved multi-use	56.1%	63.0%	49.7%	36.7%	40.7%	59.8%	54.4%	52.4%
Trails-unpaved/nature	62.2%	50.0%	51.0%	48.3%	51.9%	59.8%	51.5%	53.6%
Water parks & water slides	6.1%	14.0%	11.9%	3.3%	19.8%	11.5%	8.7%	11.0%
None chosen	11.2%	10.0%	13.3%	18.3%	14.8%	13.8%	11.7%	12.9%

Q19. Indicate how well your household's needs are being met for each of the program types listed below on a scale of 4 to 1, where 4 means your household's needs are "Fully Met," and 1 means your household's needs are "Not Met" at all. (without "no need")

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q19-1. Adaptive/therapeutic programming (special needs)]

Fully met	0.0%	14.3%	9.1%	16.7%	14.3%	12.5%	11.1%	10.4%
Mostly met	0.0%	7.1%	18.2%	0.0%	0.0%	12.5%	11.1%	9.1%
Partly met	54.5%	28.6%	31.8%	33.3%	28.6%	25.0%	33.3%	33.8%
Not met	45.5%	50.0%	40.9%	50.0%	57.1%	50.0%	44.4%	46.8%

Q19-2. Adult fitness & wellness programs

Fully met	11.7%	5.7%	9.3%	14.8%	9.1%	15.6%	7.1%	10.0%
Mostly met	30.0%	22.6%	16.3%	18.5%	22.7%	17.8%	19.6%	21.0%
Partly met	33.3%	43.4%	44.2%	29.6%	40.9%	33.3%	41.1%	39.1%
Not met	25.0%	28.3%	30.2%	37.0%	27.3%	33.3%	32.1%	29.9%

Q19-3. Archery programs

Fully met	0.0%	0.0%	11.1%	14.3%	10.0%	0.0%	5.0%	5.9%
Mostly met	18.2%	23.1%	3.7%	0.0%	30.0%	7.1%	15.0%	12.7%
Partly met	18.2%	23.1%	18.5%	28.6%	20.0%	14.3%	20.0%	19.6%
Not met	63.6%	53.8%	66.7%	57.1%	40.0%	78.6%	60.0%	61.8%

CONTINUED - Q19. Indicate how well your household's needs are being met for each of the program types listed below on a scale of 4 to 1, where 4 means your household's needs are "Fully Met," and 1 means your household's needs are "Not Met" at all. (without "no need")

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q19-4. Art & photography programs

Fully met	0.0%	5.9%	9.1%	6.7%	0.0%	7.7%	6.5%	5.4%
Mostly met	11.8%	2.9%	7.3%	13.3%	28.6%	11.5%	16.1%	12.1%
Partly met	47.1%	41.2%	32.7%	20.0%	28.6%	46.2%	32.3%	36.3%
Not met	41.2%	50.0%	50.9%	60.0%	42.9%	34.6%	45.2%	46.2%

Q19-5. Bike rentals

Fully met	8.3%	4.5%	4.8%	8.3%	6.3%	4.2%	4.5%	5.6%
Mostly met	8.3%	4.5%	14.3%	16.7%	18.8%	16.7%	13.6%	13.0%
Partly met	20.8%	31.8%	19.0%	8.3%	12.5%	29.2%	36.4%	23.5%
Not met	62.5%	59.1%	61.9%	66.7%	62.5%	50.0%	45.5%	58.0%

Q19-6. Bird/wildlife watching programs

Fully met	12.8%	7.0%	10.3%	8.3%	16.1%	24.4%	11.8%	12.9%
Mostly met	27.7%	18.6%	23.5%	16.7%	25.8%	17.8%	41.2%	25.2%
Partly met	36.2%	37.2%	29.4%	33.3%	32.3%	35.6%	19.6%	31.4%
Not met	23.4%	37.2%	36.8%	41.7%	25.8%	22.2%	27.5%	30.4%

CONTINUED - Q19. Indicate how well your household's needs are being met for each of the program types listed below on a scale of 4 to 1, where 4 means your household's needs are "Fully Met," and 1 means your household's needs are "Not Met" at all. (without "no need")

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q19-7. Citizen science programs

Fully met	12.5%	6.7%	13.3%	0.0%	8.0%	12.9%	15.2%	11.1%
Mostly met	17.5%	16.7%	15.0%	18.8%	20.0%	9.7%	24.2%	17.0%
Partly met	32.5%	26.7%	31.7%	43.8%	32.0%	48.4%	36.4%	34.9%
Not met	37.5%	50.0%	40.0%	37.5%	40.0%	29.0%	24.2%	37.0%

Q19-8. Community festivals & parks special events

Fully met	21.3%	15.6%	11.0%	11.5%	24.5%	19.6%	10.9%	16.1%
Mostly met	29.5%	26.6%	28.6%	38.5%	24.5%	21.4%	34.4%	28.5%
Partly met	34.4%	32.8%	37.4%	23.1%	32.7%	48.2%	39.1%	36.5%
Not met	14.8%	25.0%	23.1%	26.9%	18.4%	10.7%	15.6%	19.0%

Q19-9. Dog park programs

Fully met	23.1%	17.2%	16.7%	0.0%	15.0%	15.4%	14.3%	15.7%
Mostly met	30.8%	20.7%	16.7%	14.3%	25.0%	3.8%	14.3%	17.8%
Partly met	34.6%	34.5%	29.2%	21.4%	35.0%	26.9%	39.3%	31.9%
Not met	11.5%	27.6%	37.5%	64.3%	25.0%	53.8%	32.1%	34.6%

CONTINUED - Q19. Indicate how well your household's needs are being met for each of the program types listed below on a scale of 4 to 1, where 4 means your household's needs are "Fully Met," and 1 means your household's needs are "Not Met" at all. (without "no need")

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q19-10. Fishing programs

Fully met	4.8%	10.5%	12.5%	9.1%	9.1%	14.3%	10.0%	10.3%
Mostly met	14.3%	15.8%	25.0%	9.1%	18.2%	9.5%	40.0%	21.4%
Partly met	52.4%	36.8%	21.9%	27.3%	27.3%	38.1%	23.3%	31.7%
Not met	28.6%	36.8%	40.6%	54.5%	45.5%	38.1%	26.7%	36.6%

Q19-11. Gardening programs

Fully met	23.8%	10.0%	13.6%	6.7%	7.1%	0.0%	15.9%	12.5%
Mostly met	9.5%	14.0%	16.7%	20.0%	10.7%	14.8%	18.2%	14.7%
Partly met	45.2%	42.0%	33.3%	53.3%	60.7%	33.3%	36.4%	41.2%
Not met	21.4%	34.0%	36.4%	20.0%	21.4%	51.9%	29.5%	31.6%

Q19-12. Geocaching

Fully met	26.7%	18.8%	16.1%	12.5%	30.0%	6.3%	12.5%	15.6%
Mostly met	26.7%	0.0%	12.9%	12.5%	0.0%	25.0%	31.3%	17.2%
Partly met	13.3%	25.0%	35.5%	25.0%	30.0%	31.3%	12.5%	26.6%
Not met	33.3%	56.3%	35.5%	50.0%	40.0%	37.5%	43.8%	40.6%

CONTINUED - Q19. Indicate how well your household's needs are being met for each of the program types listed below on a scale of 4 to 1, where 4 means your household's needs are "Fully Met," and 1 means your household's needs are "Not Met" at all. (without "no need")

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q19-13. Golf lessons

Fully met	21.4%	18.2%	23.8%	11.1%	0.0%	15.4%	10.5%	16.3%
Mostly met	7.1%	18.2%	19.0%	0.0%	33.3%	0.0%	10.5%	12.5%
Partly met	42.9%	27.3%	9.5%	22.2%	50.0%	30.8%	36.8%	28.8%
Not met	28.6%	36.4%	47.6%	66.7%	16.7%	53.8%	42.1%	42.3%

Q19-14. Historical programming

Fully met	12.1%	3.4%	12.9%	4.2%	9.4%	15.6%	18.2%	11.5%
Mostly met	24.2%	20.7%	14.3%	20.8%	21.9%	15.6%	21.2%	19.0%
Partly met	33.3%	20.7%	32.9%	54.2%	34.4%	43.8%	33.3%	35.2%
Not met	30.3%	55.2%	40.0%	20.8%	34.4%	25.0%	27.3%	34.4%

Q19-15. Homeschool programs

Fully met	0.0%	11.1%	18.8%	20.0%	0.0%	14.3%	7.7%	10.8%
Mostly met	0.0%	0.0%	18.8%	0.0%	0.0%	0.0%	23.1%	9.2%
Partly met	50.0%	22.2%	25.0%	40.0%	28.6%	14.3%	15.4%	26.2%
Not met	50.0%	66.7%	37.5%	40.0%	71.4%	71.4%	53.8%	53.8%

CONTINUED - Q19. Indicate how well your household's needs are being met for each of the program types listed below on a scale of 4 to 1, where 4 means your household's needs are "Fully Met," and 1 means your household's needs are "Not Met" at all. (without "no need")

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q19-16. Kayak, canoe, paddleboard rentals

Fully met	26.6%	32.7%	16.9%	18.2%	27.5%	13.0%	32.7%	23.9%
Mostly met	39.1%	28.6%	24.7%	13.6%	22.5%	30.4%	24.5%	27.7%
Partly met	21.9%	26.5%	40.3%	27.3%	37.5%	32.6%	26.5%	30.8%
Not met	12.5%	12.2%	18.2%	40.9%	12.5%	23.9%	16.3%	17.6%

Q19-17. Lifeguard training programs

Fully met	7.1%	14.3%	31.8%	16.7%	28.6%	5.9%	23.1%	18.6%
Mostly met	14.3%	0.0%	31.8%	0.0%	28.6%	17.6%	15.4%	18.6%
Partly met	42.9%	42.9%	13.6%	16.7%	28.6%	35.3%	23.1%	27.9%
Not met	35.7%	42.9%	22.7%	66.7%	14.3%	41.2%	38.5%	34.9%

Q19-18. Nature stewardship programs

Fully met	17.9%	14.7%	10.9%	4.8%	12.5%	13.9%	10.5%	12.5%
Mostly met	25.6%	20.6%	23.4%	23.8%	20.8%	13.9%	23.7%	21.9%
Partly met	30.8%	29.4%	39.1%	38.1%	37.5%	50.0%	42.1%	38.3%
Not met	25.6%	35.3%	26.6%	33.3%	29.2%	22.2%	23.7%	27.3%

CONTINUED - Q19. Indicate how well your household's needs are being met for each of the program types listed below on a scale of 4 to 1, where 4 means your household's needs are "Fully Met," and 1 means your household's needs are "Not Met" at all. (without "no need")

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q19-19. Preschool programs

Fully met	21.4%	5.6%	21.7%	10.0%	15.4%	0.0%	20.0%	14.6%
Mostly met	28.6%	38.9%	17.4%	20.0%	30.8%	10.0%	13.3%	23.3%
Partly met	28.6%	22.2%	26.1%	20.0%	38.5%	60.0%	26.7%	30.1%
Not met	21.4%	33.3%	34.8%	50.0%	15.4%	30.0%	40.0%	32.0%

Q19-20. Scouting programs

Fully met	16.7%	7.7%	21.1%	12.5%	40.0%	0.0%	23.1%	15.9%
Mostly met	16.7%	15.4%	21.1%	12.5%	20.0%	41.7%	0.0%	18.3%
Partly met	33.3%	38.5%	21.1%	25.0%	40.0%	33.3%	23.1%	29.3%
Not met	33.3%	38.5%	36.8%	50.0%	0.0%	25.0%	53.8%	36.6%

Q19-21. Senior wellness & fitness programs

Fully met	21.9%	7.9%	16.0%	19.0%	16.7%	11.4%	5.1%	13.5%
Mostly met	12.5%	18.4%	16.0%	14.3%	20.0%	20.0%	28.2%	18.8%
Partly met	34.4%	47.4%	28.0%	28.6%	36.7%	37.1%	28.2%	34.3%
Not met	31.3%	26.3%	40.0%	38.1%	26.7%	31.4%	38.5%	33.5%

CONTINUED - Q19. Indicate how well your household's needs are being met for each of the program types listed below on a scale of 4 to 1, where 4 means your household's needs are "Fully Met," and 1 means your household's needs are "Not Met" at all. (without "no need")

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q19-22. Summer day camps

Fully met	15.0%	16.7%	21.2%	0.0%	14.3%	0.0%	14.3%	13.6%
Mostly met	20.0%	12.5%	18.2%	25.0%	28.6%	20.0%	42.9%	22.9%
Partly met	35.0%	41.7%	27.3%	25.0%	35.7%	45.0%	14.3%	32.1%
Not met	30.0%	29.2%	33.3%	50.0%	21.4%	35.0%	28.6%	31.4%

Q19-23. Swim lessons & programs

Fully met	17.9%	12.5%	19.1%	7.1%	12.0%	10.3%	15.6%	14.6%
Mostly met	7.1%	25.0%	12.8%	7.1%	20.0%	13.8%	31.3%	17.1%
Partly met	28.6%	33.3%	40.4%	28.6%	44.0%	34.5%	15.6%	32.7%
Not met	46.4%	29.2%	27.7%	57.1%	24.0%	41.4%	37.5%	35.7%

Q19-24. Traditional folk art, skills & crafts

Fully met	2.7%	5.7%	11.7%	0.0%	10.3%	3.6%	15.8%	8.1%
Mostly met	16.2%	11.4%	15.0%	15.8%	10.3%	17.9%	15.8%	14.6%
Partly met	48.6%	42.9%	33.3%	36.8%	41.4%	46.4%	36.8%	40.2%
Not met	32.4%	40.0%	40.0%	47.4%	37.9%	32.1%	31.6%	37.0%

CONTINUED - Q19. Indicate how well your household's needs are being met for each of the program types listed below on a scale of 4 to 1, where 4 means your household's needs are "Fully Met," and 1 means your household's needs are "Not Met" at all. (without "no need")

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q19-25. Volunteer opportunities

Fully met	17.0%	16.2%	16.7%	14.3%	14.8%	22.9%	23.7%	18.1%
Mostly met	21.3%	16.2%	14.8%	14.3%	29.6%	17.1%	18.4%	18.5%
Partly met	34.0%	43.2%	42.6%	52.4%	37.0%	37.1%	34.2%	39.4%
Not met	27.7%	24.3%	25.9%	19.0%	18.5%	22.9%	23.7%	23.9%

Q19-26. Water fitness programs

Fully met	3.8%	12.1%	13.8%	13.3%	6.3%	11.1%	6.7%	10.0%
Mostly met	7.7%	15.2%	13.8%	0.0%	28.1%	7.4%	30.0%	15.8%
Partly met	53.8%	33.3%	39.7%	26.7%	21.9%	22.2%	16.7%	31.7%
Not met	34.6%	39.4%	32.8%	60.0%	43.8%	59.3%	46.7%	42.5%

Q19-27. Winter programs

Fully met	6.7%	2.7%	7.8%	5.3%	6.7%	7.7%	7.9%	6.6%
Mostly met	20.0%	13.5%	12.5%	5.3%	20.0%	10.3%	26.3%	15.8%
Partly met	33.3%	32.4%	34.4%	42.1%	36.7%	48.7%	23.7%	35.3%
Not met	40.0%	51.4%	45.3%	47.4%	36.7%	33.3%	42.1%	42.3%

CONTINUED - Q19. Indicate how well your household's needs are being met for each of the program types listed below on a scale of 4 to 1, where 4 means your household's needs are "Fully Met," and 1 means your household's needs are "Not Met" at all. (without "no need")

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q19-28. Youth & teen fitness programs

Fully met	11.8%	13.3%	17.9%	0.0%	7.7%	0.0%	4.8%	9.2%
Mostly met	5.9%	6.7%	10.7%	25.0%	46.2%	5.6%	23.8%	15.8%
Partly met	41.2%	33.3%	35.7%	50.0%	23.1%	61.1%	33.3%	39.2%
Not met	41.2%	46.7%	35.7%	25.0%	23.1%	33.3%	38.1%	35.8%

Q20. Regardless of their availability in Washtenaw County, which FOUR of the programs listed in Question 19 are MOST IMPORTANT to your household? (top 4)

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	
Adaptive/therapeutic programming (special needs)	4.1%	3.0%	4.9%	3.3%	6.2%	1.1%	0.0%	3.3%
Adult fitness & wellness programs	30.6%	26.0%	26.6%	33.3%	34.6%	24.1%	29.1%	28.7%
Archery programs	1.0%	5.0%	3.5%	1.7%	3.7%	4.6%	7.8%	4.0%
Art & photography programs	12.2%	16.0%	14.7%	5.0%	6.2%	6.9%	9.7%	10.9%
Bike rentals	9.2%	2.0%	4.9%	8.3%	6.2%	6.9%	9.7%	6.5%
Bird/wildlife watching programs	19.4%	22.0%	15.4%	20.0%	17.3%	24.1%	22.3%	19.8%
Citizen science programs	11.2%	9.0%	11.9%	6.7%	6.2%	6.9%	6.8%	8.8%
Community festivals & parks special events	26.5%	24.0%	23.8%	16.7%	28.4%	24.1%	19.4%	23.5%
Dog park programs	6.1%	12.0%	13.3%	16.7%	7.4%	17.2%	6.8%	11.2%
Fishing programs	3.1%	6.0%	4.9%	10.0%	3.7%	5.7%	5.8%	5.4%
Gardening programs	15.3%	20.0%	16.8%	10.0%	12.3%	10.3%	19.4%	15.5%
Geocaching	2.0%	2.0%	2.8%	3.3%	4.9%	8.0%	1.9%	3.4%

CONTINUED - Q20. Regardless of their availability in Washtenaw County, which FOUR of the programs listed in Question 19 are MOST IMPORTANT to your household? (top 4)

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	
<u>Q20. Top choice (Cont.)</u>								
Golf lessons	2.0%	3.0%	3.5%	0.0%	3.7%	4.6%	5.8%	3.4%
Historical programming	5.1%	11.0%	11.9%	13.3%	7.4%	10.3%	6.8%	9.4%
Homeschool programs	2.0%	3.0%	1.4%	1.7%	4.9%	0.0%	3.9%	2.4%
Kayak, canoe, paddleboard rentals	19.4%	19.0%	15.4%	6.7%	13.6%	20.7%	16.5%	16.4%
Lifeguard training programs	0.0%	0.0%	1.4%	1.7%	2.5%	5.7%	0.0%	1.5%
Nature stewardship programs	18.4%	11.0%	14.7%	18.3%	9.9%	14.9%	15.5%	14.6%
Preschool programs	3.1%	6.0%	2.8%	5.0%	7.4%	4.6%	7.8%	5.1%
Scouting programs	2.0%	0.0%	0.7%	0.0%	0.0%	4.6%	4.9%	1.8%
Senior wellness & fitness programs	15.3%	17.0%	14.7%	11.7%	23.5%	14.9%	12.6%	15.6%
Summer day camps	11.2%	7.0%	8.4%	1.7%	3.7%	6.9%	5.8%	6.8%
Swim lessons & programs	7.1%	3.0%	7.0%	3.3%	9.9%	9.2%	11.7%	7.4%

CONTINUED - Q20. Regardless of their availability in Washtenaw County, which FOUR of the programs listed in Question 19 are MOST IMPORTANT to your household? (top 4)

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q20. Top choice (Cont.)

Traditional folk art, skills & crafts	12.2%	11.0%	13.3%	10.0%	7.4%	5.7%	13.6%	10.9%
Volunteer opportunities	6.1%	9.0%	7.7%	6.7%	3.7%	11.5%	6.8%	7.4%
Water fitness programs	5.1%	13.0%	10.5%	3.3%	17.3%	8.0%	3.9%	8.9%
Winter programs	11.2%	7.0%	9.8%	6.7%	4.9%	3.4%	8.7%	7.7%
Youth & teen fitness programs	7.1%	7.0%	5.6%	3.3%	3.7%	3.4%	8.7%	5.8%
None chosen	23.5%	22.0%	22.4%	36.7%	23.5%	23.0%	21.4%	23.8%

Q21. Which FOUR of the programs listed in Question 19 do you and members of your household currently participate in the MOST? (top 4)

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	
Adaptive/therapeutic programming (special needs)	1.0%	1.0%	1.4%	0.0%	1.2%	0.0%	0.0%	0.7%
Adult fitness & wellness programs	21.4%	13.0%	18.9%	15.0%	18.5%	11.5%	13.6%	16.2%
Archery programs	0.0%	3.0%	0.7%	1.7%	0.0%	0.0%	1.0%	0.9%
Art & photography programs	5.1%	3.0%	4.2%	1.7%	4.9%	4.6%	2.9%	3.9%
Bike rentals	0.0%	1.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.7%
Bird/wildlife watching programs	9.2%	11.0%	7.0%	11.7%	4.9%	12.6%	7.8%	8.9%
Citizen science programs	3.1%	3.0%	4.9%	5.0%	0.0%	4.6%	1.0%	3.1%
Community festivals & parks special events	22.4%	23.0%	16.1%	11.7%	21.0%	14.9%	13.6%	17.7%
Dog park programs	4.1%	10.0%	6.3%	6.7%	4.9%	4.6%	1.9%	5.5%
Fishing programs	2.0%	2.0%	1.4%	3.3%	1.2%	2.3%	2.9%	2.1%
Gardening programs	10.2%	4.0%	8.4%	1.7%	1.2%	3.4%	5.8%	5.5%
Geocaching	4.1%	0.0%	1.4%	0.0%	3.7%	6.9%	1.0%	2.4%

CONTINUED -

Q21. Which FOUR of the programs listed in Question 19 do you and members of your household currently participate in the MOST? (top 4)

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	
<u>Q21. Top choice (Cont.)</u>								
Golf lessons	0.0%	3.0%	3.5%	0.0%	2.5%	0.0%	0.0%	1.5%
Historical programming	4.1%	3.0%	7.7%	3.3%	1.2%	3.4%	3.9%	4.2%
Homeschool programs	1.0%	1.0%	0.7%	1.7%	2.5%	2.3%	0.0%	1.2%
Kayak, canoe, paddleboard rentals	19.4%	13.0%	12.6%	5.0%	11.1%	9.2%	12.6%	12.4%
Lifeguard training programs	0.0%	0.0%	0.7%	0.0%	1.2%	0.0%	0.0%	0.3%
Nature stewardship programs	6.1%	2.0%	4.9%	11.7%	6.2%	5.7%	7.8%	6.0%
Preschool programs	2.0%	2.0%	1.4%	3.3%	3.7%	1.1%	3.9%	2.4%
Scouting programs	1.0%	0.0%	0.7%	0.0%	0.0%	0.0%	2.9%	0.7%
Senior wellness & fitness programs	3.1%	3.0%	7.0%	3.3%	9.9%	6.9%	3.9%	5.4%
Summer day camps	8.2%	4.0%	4.9%	5.0%	1.2%	2.3%	4.9%	4.5%
Swim lessons & programs	7.1%	5.0%	5.6%	0.0%	6.2%	3.4%	6.8%	5.2%
Traditional folk art, skills & crafts	3.1%	3.0%	4.9%	1.7%	1.2%	1.1%	6.8%	3.4%

CONTINUED -

Q21. Which FOUR of the programs listed in Question 19 do you and members of your household currently participate in the MOST? (top 4)

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q21. Top choice (Cont.)

Volunteer opportunities	2.0%	9.0%	2.8%	3.3%	3.7%	4.6%	4.9%	4.3%
Water fitness programs	3.1%	7.0%	9.1%	0.0%	8.6%	1.1%	2.9%	5.1%
Winter programs	5.1%	2.0%	3.5%	6.7%	3.7%	1.1%	4.9%	3.7%
Youth & teen fitness programs	2.0%	4.0%	3.5%	3.3%	1.2%	0.0%	1.0%	2.2%
None chosen	41.8%	47.0%	44.1%	56.7%	46.9%	54.0%	51.5%	48.1%

Q22-1. Mornings (before 8am): From the following list, check ALL the times that you and members of your household would be interested in the program types you indicated were most important to you and the members of your household in Question 21.

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q22-1. Times in the mornings before 8am you would be interested in program types

Weekdays (Monday-Friday)	13.3%	13.0%	13.3%	11.7%	14.8%	10.3%	10.7%	12.5%
Saturdays	13.3%	18.0%	19.6%	18.3%	12.3%	19.5%	7.8%	15.6%
Sundays	11.2%	16.0%	16.1%	15.0%	9.9%	10.3%	7.8%	12.5%

Q22-2. Mornings (8am-noon): From the following list, check ALL the times that you and members of your household would be interested in the program types you indicated were most important to you and the members of your household in Question 21.

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q22-2. Times in the mornings between 8am-noon you would be interested in program types

Weekdays (Monday-Friday)	26.5%	32.0%	28.0%	33.3%	27.2%	27.6%	25.2%	28.3%
Saturdays	52.0%	50.0%	51.0%	40.0%	35.8%	40.2%	41.7%	45.4%
Sundays	45.9%	45.0%	44.1%	26.7%	32.1%	25.3%	28.2%	36.6%

Q22-3. Afternoons (noon-3pm): From the following list, check ALL the times that you and members of your household would be interested in the program types you indicated were most important to you and the members of your household in Question 21.

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q22-3. Times in the afternoons between noon-3pm you would be interested in program types

Weekdays (Monday-Friday)	28.6%	33.0%	30.8%	26.7%	25.9%	21.8%	25.2%	27.8%
Saturdays	49.0%	53.0%	55.9%	26.7%	42.0%	41.4%	43.7%	46.4%
Sundays	51.0%	55.0%	53.1%	26.7%	35.8%	29.9%	30.1%	42.1%

Q22-4. Afternoons (3pm-5pm): From the following list, check ALL the times that you and members of your household would be interested in the program types you indicated were most important to you and the members of your household in Question 21.

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q22-4. Times in the afternoons between 3pm-5pm you would be interested in program types

Weekdays (Monday-Friday)	32.7%	35.0%	32.2%	25.0%	34.6%	25.3%	20.4%	29.6%
Saturdays	48.0%	52.0%	55.9%	31.7%	35.8%	42.5%	36.9%	44.9%
Sundays	48.0%	52.0%	52.4%	30.0%	33.3%	35.6%	29.1%	41.7%

Q22-5. Evenings (5pm-6pm): From the following list, check ALL the times that you and members of your household would be interested in the program types you indicated were most important to you and the members of your household in Question 21.

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q22-5. Times in the evenings between 5pm-6pm you would be interested in program types

Weekdays (Monday-Friday)	38.8%	35.0%	44.1%	20.0%	40.7%	28.7%	25.2%	34.5%
Saturdays	34.7%	39.0%	38.5%	21.7%	32.1%	29.9%	21.4%	32.0%
Sundays	30.6%	40.0%	33.6%	16.7%	29.6%	25.3%	16.5%	28.4%

Q22-6. Evenings (6pm-8pm): From the following list, check ALL the times that you and members of your household would be interested in the program types you indicated were most important to you and the members of your household in Question 21.

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q22-6. Times in the evenings between 6pm-8pm you would be interested in program types

Weekdays (Monday-Friday)	41.8%	43.0%	53.1%	31.7%	40.7%	41.4%	33.0%	42.0%
Saturdays	35.7%	34.0%	35.0%	21.7%	30.9%	29.9%	17.5%	29.9%
Sundays	28.6%	31.0%	28.0%	18.3%	27.2%	23.0%	14.6%	24.9%

Q22-7. Evenings (8pm-9pm): From the following list, check ALL the times that you and members of your household would be interested in the program types you indicated were most important to you and the members of your household in Question 21.

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q22-7. Times in the evenings between 8pm-9pm you would be interested in program types

Weekdays (Monday-Friday)	26.5%	30.0%	33.6%	15.0%	19.8%	17.2%	12.6%	23.4%
Saturdays	26.5%	23.0%	28.7%	15.0%	21.0%	20.7%	9.7%	21.4%
Sundays	20.4%	19.0%	21.0%	8.3%	17.3%	13.8%	5.8%	15.8%

Q23. Indicate how supportive you would be of having Washtenaw County Parks leverage your tax dollars to fund each of the following.

N=672	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	
<u>Q23-1. Repair older structures & playgrounds</u>								
Very supportive	55.1%	52.0%	54.5%	30.0%	42.0%	50.6%	50.5%	49.4%
Somewhat supportive	21.4%	28.0%	28.7%	25.0%	23.5%	32.2%	26.2%	26.6%
Not sure	17.3%	13.0%	11.9%	30.0%	22.2%	11.5%	16.5%	16.4%
Not supportive	6.1%	7.0%	4.9%	15.0%	12.3%	5.7%	6.8%	7.6%
<u>Q23-2. Repair park entryways, roads & parking lots</u>								
Very supportive	41.8%	42.0%	53.1%	30.0%	24.7%	37.9%	47.6%	41.5%
Somewhat supportive	30.6%	35.0%	25.9%	20.0%	30.9%	34.5%	25.2%	29.0%
Not sure	19.4%	15.0%	15.4%	33.3%	28.4%	18.4%	21.4%	20.4%
Not supportive	8.2%	8.0%	5.6%	16.7%	16.0%	9.2%	5.8%	9.1%
<u>Q23-3. Improve & add features to existing parks</u>								
Very supportive	42.9%	37.0%	42.7%	23.3%	24.7%	31.0%	41.7%	36.3%
Somewhat supportive	27.6%	28.0%	30.8%	31.7%	34.6%	34.5%	26.2%	30.2%
Not sure	25.5%	24.0%	21.7%	26.7%	29.6%	24.1%	26.2%	25.0%
Not supportive	4.1%	11.0%	4.9%	18.3%	11.1%	10.3%	5.8%	8.5%

Q23. Indicate how supportive you would be of having Washtenaw County Parks leverage your tax dollars to fund each of the following.

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q23-4. Improve & add features to existing water parks

Very supportive	23.5%	18.0%	22.4%	13.3%	25.9%	20.7%	29.1%	22.3%
Somewhat supportive	13.3%	26.0%	23.8%	18.3%	8.6%	28.7%	25.2%	21.1%
Not sure	45.9%	36.0%	34.3%	36.7%	38.3%	33.3%	29.1%	36.0%
Not supportive	17.3%	20.0%	19.6%	31.7%	27.2%	17.2%	16.5%	20.5%

Q23-5. Land purchase for new recreational facilities

Very supportive	30.6%	21.0%	32.9%	25.0%	16.0%	21.8%	26.2%	25.6%
Somewhat supportive	26.5%	33.0%	25.9%	18.3%	32.1%	27.6%	29.1%	27.8%
Not sure	27.6%	27.0%	28.7%	33.3%	34.6%	34.5%	33.0%	30.8%
Not supportive	15.3%	19.0%	12.6%	23.3%	17.3%	16.1%	11.7%	15.8%

Q23-6. Land purchase for new trails

Very supportive	59.2%	49.0%	51.7%	43.3%	42.0%	48.3%	51.5%	50.0%
Somewhat supportive	14.3%	27.0%	19.6%	13.3%	18.5%	21.8%	25.2%	20.4%
Not sure	14.3%	11.0%	18.2%	25.0%	27.2%	19.5%	16.5%	18.2%
Not supportive	12.2%	13.0%	10.5%	18.3%	12.3%	10.3%	6.8%	11.5%

Q23. Indicate how supportive you would be of having Washtenaw County Parks leverage your tax dollars to fund each of the following.

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q23-7. Land purchase for open space & support carbon neutrality

Very supportive	51.0%	34.0%	47.6%	31.7%	25.9%	40.2%	38.8%	39.7%
Somewhat supportive	20.4%	25.0%	20.3%	10.0%	23.5%	20.7%	19.4%	20.4%
Not sure	19.4%	23.0%	19.6%	33.3%	28.4%	25.3%	27.2%	24.3%
Not supportive	9.2%	18.0%	12.6%	25.0%	22.2%	13.8%	14.6%	15.6%

Q23-8. Make facilities accessible for persons of all abilities

Very supportive	67.3%	52.0%	59.4%	41.7%	46.9%	51.7%	47.6%	53.6%
Somewhat supportive	16.3%	23.0%	18.9%	21.7%	12.3%	21.8%	25.2%	19.9%
Not sure	14.3%	18.0%	16.8%	23.3%	32.1%	20.7%	21.4%	20.2%
Not supportive	2.0%	7.0%	4.9%	13.3%	8.6%	5.7%	5.8%	6.3%

Q23-9. New picnic pavilions

Very supportive	24.5%	15.0%	20.3%	6.7%	16.0%	13.8%	16.5%	17.0%
Somewhat supportive	31.6%	32.0%	32.9%	35.0%	24.7%	26.4%	27.2%	30.1%
Not sure	31.6%	30.0%	33.6%	33.3%	38.3%	46.0%	39.8%	35.9%
Not supportive	12.2%	23.0%	13.3%	25.0%	21.0%	13.8%	16.5%	17.1%

Q23. Indicate how supportive you would be of having Washtenaw County Parks leverage your tax dollars to fund each of the following.

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q23-10. New playgrounds

Very supportive	25.5%	25.0%	25.9%	11.7%	22.2%	19.5%	23.3%	22.8%
Somewhat supportive	28.6%	31.0%	30.1%	30.0%	23.5%	29.9%	33.0%	29.6%
Not sure	28.6%	26.0%	31.5%	35.0%	33.3%	40.2%	29.1%	31.5%
Not supportive	17.3%	18.0%	12.6%	23.3%	21.0%	10.3%	14.6%	16.1%

Q23-11. New trails & boardwalks

Very supportive	61.2%	60.0%	57.3%	45.0%	46.9%	51.7%	67.0%	56.7%
Somewhat supportive	21.4%	18.0%	24.5%	15.0%	25.9%	24.1%	17.5%	21.3%
Not sure	12.2%	15.0%	13.3%	21.7%	17.3%	16.1%	10.7%	14.6%
Not supportive	5.1%	7.0%	4.9%	18.3%	9.9%	8.0%	4.9%	7.4%

Q24. Which THREE of the actions listed in Question 23 would you be MOST WILLING to fund with your Washtenaw County Parks and Recreation tax dollars? (Top 3)

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	
<u>Q24. Top choice</u>								
Repair older structures & playgrounds	37.8%	39.0%	37.1%	30.0%	33.3%	35.6%	35.0%	35.9%
Repair park entryways, roads & parking lots	20.4%	23.0%	21.7%	20.0%	19.8%	27.6%	22.3%	22.2%
Improve & add features to existing parks	23.5%	28.0%	30.8%	13.3%	22.2%	23.0%	28.2%	25.3%
Improve & add features to existing water parks	5.1%	10.0%	9.8%	3.3%	13.6%	17.2%	9.7%	10.0%
Land purchase for new recreational facilities	9.2%	8.0%	16.8%	8.3%	11.1%	6.9%	6.8%	10.1%
Land purchase for new trails	37.8%	39.0%	29.4%	35.0%	34.6%	40.2%	35.0%	35.4%
Land purchase for open space & support carbon neutrality	36.7%	22.0%	23.8%	25.0%	14.8%	19.5%	26.2%	24.3%
Make facilities accessible for persons of all abilities	34.7%	22.0%	34.3%	23.3%	23.5%	24.1%	18.4%	26.5%
New picnic pavilions	5.1%	2.0%	3.5%	3.3%	6.2%	1.1%	4.9%	3.7%
New playgrounds	4.1%	13.0%	7.7%	1.7%	13.6%	9.2%	11.7%	8.9%
New trails & boardwalks	37.8%	40.0%	32.9%	38.3%	44.4%	43.7%	45.6%	39.9%
None chosen	11.2%	12.0%	9.8%	26.7%	16.0%	13.8%	12.6%	13.5%

Q25. If an election was held to renew the current millage for funding operations, development, and capital improvements for Washtenaw County Parks, how would you vote in the election?

N=672

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q25. How would you vote in the election

Vote in favor	66.3%	63.0%	67.8%	46.7%	48.1%	70.1%	68.9%	63.1%
Might vote in favor	19.4%	11.0%	12.6%	11.7%	18.5%	9.2%	15.5%	14.0%
Not sure	10.2%	14.0%	15.4%	28.3%	21.0%	14.9%	11.7%	15.6%
Vote against	4.1%	12.0%	4.2%	13.3%	12.3%	5.7%	3.9%	7.3%

Q25a. CHECK ALL of the following reasons why you are not sure or would vote against renewing the current millage.

N=154

	Area							Total
	Ann Arbor	Central	E	SW	SE	NW	NE	

Q25a. All the reasons why you are not sure or would vote against renewing current millage

I need more information before I can answer	35.7%	50.0%	57.1%	36.0%	40.7%	44.4%	25.0%	42.9%
I do not use any Washtenaw County Parks & Recreation facilities	7.1%	15.4%	17.9%	24.0%	11.1%	22.2%	12.5%	16.2%
I believe County currently has sufficient recreation opportunities	21.4%	38.5%	28.6%	32.0%	25.9%	33.3%	25.0%	29.9%
I believe those who plan on using facilities should bear the burden of paying for facilities	7.1%	38.5%	10.7%	24.0%	33.3%	16.7%	18.8%	22.7%
I do not support any increase to taxes	57.1%	53.8%	57.1%	48.0%	44.4%	33.3%	56.3%	50.0%
Other	7.1%	0.0%	7.1%	20.0%	18.5%	11.1%	6.3%	10.4%

6

Open-Ended Responses

Open-Ended Question Responses

Q2—"Other": Washtenaw County Parks facilities households have visited over the past year.

Area: Ann Arbor

- Buhr park ice rink
- Burns Park Senior Center
- Eberwhite trail
- Ford Lake
- Gallop Park
- Gallop Park and Dexter Huron Mills
- Mary Beth Doyle
- Regularly use parks managed by city, Sugarbush and Thurston Pond, Black Pond Woods, the Huron River Boardwalk and trail system.
- Saginaw Forest

Area: Central

- Ann Arbor city parks
- Bird Hills Nature Trails, Dolphin Park, Delphi Park
- DEXTER-HURON METROPARK-HUDSON MILLS METROPARK
- Gallop Park
- Geddes park. Mill creek park. The kayaking park. Lily park, montbillier park. I'm bad at names... lots of parks!
- Liberty Pond, Sloan Preserve, Miller-Smith
- Lilly Park
- Mill pond and Curtis park
- Pittsfield Preserve off textile
- Saginaw Forest
- Veteran

Area: East

- Cherry Hill Nature Preserve
- CHERRY HILL NATURE PRESERVE
- Ford Lake
- Gallop Park
- Hewens creek, LeForge, Searles, Ford lake park
 - La Forge Woods Nature Preserve
- Lakeside park, Huron River Park, Hydro park, Heritage Park
- Leforge Preserve
- Matthaei Botanical Gardens Trail
- North Bay Park; LeFurge Preserve
- Some parks that I don't see listed are Dicken Woods, Dolph, Saginaw Woods, North Bay Park, Gallup Park, and many others whose names I don't remember.

Area: Northeast

- Cherry Hill Nature Preserver
- LeFurge Woods Nature Preserve, Jack R. Smiley Nature Preserve
- Northfield township park
- Sloan Preserve
- Waterloo/Poto
- Whitmore Lake community park

Area: Northwest

- DOLPH NATURE AREA
- Sharon preserves
- SILVERLAKE STATE PARK
- States park around Chelsea

Area: Southeast

- Argo Cascades
- BLACK BIRD HILL POND WOOD, MILL POND PARK
- Gallop Park
- local preserves, creeks
- local Saline parks
- New resident, I don't know the names of all of the parks my grandchildren and I visit. I do know that it is difficult to find toddler friendly parks near Saline
- North Bay Park
- Parks in Saline.

Area: Southwest

- Hudson Mills Golf Course
- park near Barton Drive

Q14b—"Would you like to sign up for the Washtenaw County Parks enewsletter? If so please provide your email address."

- | | |
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Q25a—"Other": Reasons why you are not sure or would vote against renewing the current millage.

Area: Ann Arbor

- My property taxes are so high I can barely pay them. Really, it's insane. 20k a year on an old house.

Area: East

- I do not believe upper management is utilizing my tax dollars in an efficient and equitable manor. They fail to see and understand what our communities needs/ wants are and fail to provide they're employees with sufficient staff, equipment to operate what they currently have.
- I do not feel welcome

Area: Northeast

- I pay over \$1000.00 a month in property taxes. In return I receive no garbage, sewer services and roads are poorly maintained. Stop raising our taxes.

Area: Northwest

- need to maintain better the current parks.
- taxes are high enough

Area: Southeast

- Feel as if there are not any facilities in our part of county. So we are paying for every one else chances for recreation. (Besides rolling hills) not fair
- I am disabled on a fixed income, membership is cost prohibitive.
- I can't afford to pay more taxes with my husband in a nursing home.
- Not much here in Saline
- Saline area has no real representation

Area: Southwest

- I DONT WANT YOU BUILDING IN MY COMMUNITY AND BRINGING THE WORLD TO MY RURAL AREA
NO THANK YOU TO BIKE LANES ON OUR RURAL ROADS-WE NEED POLICE AND STOPLIGHTS
AND FIRE AND AMBULANCE
- It would very much depend on the intended use and financial obligation on the part of the taxpayers, as well as monies coming from potential grant funds, etc.
- PROPERTY TAXES MUST BE REDUCED SIGNIFICANTLY, COMPLETELY OUT OF CONTROL
- RATHER USE THESE TAX DOLLARS FOR PUBLIC SAFETY
- Would use the trails a lot more with a dog allowed

Q33—“If you have any other comments or suggestions for improving Washtenaw County Parks and Recreation Commission’s parks, facilities, and programs, please write them in the space provided below.”:

Area: Ann Arbor

- Actually, I had no idea these facilities existed. Getting a newsletter would definitely increase my participation, but also I would support the facilities even if I did not use them.
- I find that the county seems to have fewer events than the city (A2) . Also, I wish I could find good areas for walking but it’s really challenging to find information about parks with trails. Have tried to visit some parks and they end up not having good places to walk.
- I just bought a house in Chelsea, but have been living in Ann Arbor since 2020. The only public building I’ve seen is the one on Washtenaw road. Are there other pools and stuff in the county? I wish there was a way to have a welcome to the area mailing happen. I have to look up all these programs now. Archery?! Dog parks?!
- I play disc golf almost daily
- I play disc golf almost daily
- I would be more likely to attend programs where I know that I would meet people in my age range (young professionals). Thanks!
- Just that we love you, we appreciate your hard work, and we love that most of your programming is free of charge.
- More community garden sites! We love the one at County Farm.
- MORE INFRASTRUCTURE FOR PEOPLE ARRIVING BY BIKE
- More multi-use trails please
- More top quality swimming facilities, and extensive hours for lap swimming.
- My biggest concern is park safety, not enough room for parking at recreation center & once inside to too crowded.
- My daughter has muscular dystrophy so accessibility is important. I would like access for children (not just ~~adults~~ adults) to indoor pools, and it would be nice if some would be warm, for people with health problems, like her. I don't know why families can't have more access to the rec center pool, instead of one class of adults taking the whole thing.
- My most common uses are walking. The gardening programs at County Farm park are nice - seed exchanges for example. The community garden seems very popular there since it fills up every year. I have a garden at home now but may not in the future. It would be nice to have access to the community garden in the future. Also, cleaning graffiti off public areas ranks high on my list of priorities.
- Needs are not being met for badminton, and partially met for disc golf
- Please add fully fenced, large (40acres+) dog parks.
- Please add outdoor ice rinks +/- warming house where sticks and pucks can be used any time of day.
- Rolling Hills lodge has been locked most of the times we have been there all winter. Please keep it open
- Skating ribbon for ice and roller
- Thank you for all that you do!!!

- Rolling Hills Lodge used to be accessible all winter to warm up before/after a hike. This winter it has not only been consistently locked, but even the bathrooms are sometimes locked!! It makes the park barely usable for winter, I'd like to see that change. Few parks have facilities in winter and they are necessary if one is to spend any time outside.
- Thank you for all that you do. What about cross country skiing?
- The brochure produced last year, glossy pages, profiles of County Commissioners, was the most obscene waste of money for no purpose whatsoever. I also noticed a gated parking lot added to the County Farm Park. What nonsense. Get some perspective.
- The western part of the county could use a Rolling Hills type water park
- Update signage at parks so that it's easily visible. Make restrooms accessible, pave trails. New restrooms are needed with real toilets instead of porta potties.
- Water fountain at the dog park
- We've really been enjoying the Food Forest project located in the Leslie Park area adjacent to Black Pond Woods. They hold community events and it's a nice outing for our children. Would to see more and similar projects in other Park areas.
- Would love to see an indoor playground and rec fields, especially since we spend 4-5 months out of the year indoors.
- Would love to see invasive managed along B2B trail/Huron River - especially the buckthorn!

Area: Central

- add trails connect to bike trails to avoid riding with cars. also, wooley park has drainage problems.
- allow dogs on trails. I understand people are letting dogs off their leash but a lot of us are responsible dog owners & would like to use the trails.
 - ARCHERY
 - And therefore, your parks and facilities are amazing, but you don't have any places for social gatherings, eating healthy food and drinks, etc. You might outsource these facilities to professional firms like Starbucks, Sweetwater, etc. As a Parks and Recreation, you can earn money to increase your income and be more socialized. Thanks a lot.
- Autism-friendly programming past 4pm in the late afternoon and evenings in autism-friendly green spaces with lots of trees and nature trails would be much appreciated by this household. Thank you kindly.
- COORDINATE WITH PITTSFIELD TWP, CITY OF SALINE AND ANN ARBOR. I USE PITTSFIELD PARKS QUITE A BIT-REALLY WASNT AWARE OF COUNTY PARKS AND WHY DONT YOU LIST LAKE/SWIMMING AREAS SUCH AS INDEPENDENCE LAKE?
- Help fund fairgrounds in Washtenaw county. Promote agricultural events.
- I am not aware of all of the offerings, or even of some of the sites. I would like to receive a seasonal newsletter or email detailing these.
- I don't know how feasible it even is, but with all the new subdivisions near it, Parker Mill has become very crowded and people don't pay attention to the notices. The boardwalk is supposed to have no pets and no bikes but every time I'm there, both have been on the boardwalk. It makes trying to watch wildlife almost impossible. I would love a way for those restrictions to be enforced. As I said, I have no idea if that's even possible, but it'd be nice.

- I use the B2B trail frequently but don't know much about the other parks.
- I wish you'd offer intro to kayaking courses
- I'm not interested in overdeveloped parks. Trails and natural beauty are the treasure of this county. There's no need to waste money on construction projects.
 - Make wheelchair access to paths, trails, walkways, parks, etc. better
- More invasive plant management. And native habitat restoration.
- More invasive species control work in natural areas - more recruitment of volunteers for evening or weekend workdays
- more road signs, these places are great
- More unpaved loop trails.
- MORE WHEELCHAIR ACCESSIBLE TRAILS-BETTER MANAGEMENT OF DOG WASTE ON TRAILS
- New outdoor pool/splash pad.
- Please stop cutting down trees.
- Project Grow told a member of our household they could no longer be a gardener through their program. I think they confused his garden plot with another garden plot and accused him - falsely - of not cleaning up his garden plot. I understand that it is very competitive to get a space through them but there was no recourse for him with Project Grow and no other resource locally for him to garden. It seems unfortunate. He is a great gardener and the other gardeners probably felt he was an asset to the community.
- Rules in existing parks need to be enforced, particularly dogs, bikes, vehicles at nature preserves. Also, there needs to be more nature preserves/passive parks and thus land purchased for those purposes. You can always make rec centers, playgrounds, etc. from "previously used"/urban land. You can't make more natural habitats.
- Stop turning good land into a waste land with junk trees.
- Very excited for the B2B trail to be connected between AA and Dexter. Adding basketball hoops to Delhi would be great given the lack of basketball options in Scio/NW AA. Scio/NW AA also does not have any rec centers that are convenient. Better communications on programming would be helpful.
- We enjoy simply walking at Rolling Hills with our dog. We walk everyday possible. We have appreciated that the paths are all cleared of snow and in the summer the grounds crews are awesome picking up trash and debris that disrespecting people throw on the ground. The staff works hard to make the park enjoyable for all year around.
- We love local nature preserves and are so grateful to live in county that values our parks.
- WOULD LIKE TO SEE BETTER PLAYGROUND FACILITIES FOR GRANDKIDS. CURRENTLY DRIVE FROM SCIO TWP TO GALLUP PARK IN ANN ARBOR FOR STATE OF THE ART PLAYGROUND

Area: East

- A center like Meri Lou in Ypsilanti, please!
- A lot of parks need restrooms. The REC centers don't accommodate anyone except Seniors
- Add free/low cost programs. Improve winter programs. Mommy and me, infant/toddler programming.
- all parks should have a bathroom and running water, no outdoor toilet

- As a mom to many, 4 of my kids are special needs. For OUR family, it's most prevalent in when and where we can safely go places. Impulsive behaviors and eloping happen. We need wide open playgrounds, accessible to ALL abilities, where parents are able to more easily supervise their children. (More unobstructed views). We also need said parks to be safely fenced on with safety latches for parents to open. This will mean that if one of my kids elopes, he is confined to the area until I get eyes on him again.
- At least one more county golf course, on the east side of county. Pierce Lake is too far away.
 - a good job
- Get rid of playgrounds that are tire based - that crap is TOXIC. Same with fake grass in your soccer indoor field.
- I am in the city Ypsilanti so would like to see affordable and accessible recreational facilities for the youth
- I use the trails all the time, but would use even more of them if they were dog-friendly. It's limiting which ones I frequent this past year, hence primarily Rolling Hills but there are too many dogs there oftentimes and it's overwhelming for mine.
- I'm disappointed not to see all-season biking concerns even mentioned. For example, the B2B is not maintained in the winter (at least in this area)! Please consider providing winter maintenance to all trails and paths. Thank you.
- Improve the disc golf courses.
- Increase pay for lifeguards!
- Keeping the litter picked up
- LeForge is in need of more boardwalks. Prospect park needs more attention and maintenance.
- love the parks, have gone for years. I go to the senior center in the park with the swimming pool in Ypsi.
- Make them safe for everyone.
- More advertising.
- More art.
- More garbage clean up events or jobs need to be done along the nature trails and in parks.
- More pools would be great, especially indoor!
- More programming
- Need more in the Eastern Part of the County. Especially a Rec Center
- People let their dogs run off leash at Kosch Headwaters park. This is dangerous. This needs to be stopped.
- Personally, I would prefer more paved sidewalks and bike paths around my community connecting us to current parks and facilities. It would be awesome if families could safely bike to our local parks (like Ford Heritage Park), or the Whittaker branch of the Ypsilanti District Library. Connecting all neighborhoods with safe paths so kids can get to their friends homes would be fantastic. Also, the new path for bicycles and pedestrians over 94 into downtown is inaccessible for anyone coming from any residence of the township unless they want to walk on the shoulder of Huron River Dr or Whittaker. Of course, this more an Ypsilanti Township problem than a Washtenaw County problem.
- Please invest more in Ypsilanti. There are huge vacant lots.

- Please update and fix existing buildings parks and trails before continuing to purchase hundreds more acres that are barely being used to its fullest. Please create more opportunities on the East side of the county. Please provide adequate resources to your employees as far as staffing , equipment and opportunities for advancement. Stop purchasing properties that are even accessible to anyone. Take care of what you have before you do anything else. Please plan accordingly, I.e. storage spaces for equipment. Your dept heads and planners all have planning degrees yet plans are fundamentally flawed from the start.
 - reduce fees for lower income households for forestry education
- Take control.. Take parks and rec out of the hands of the snobby, rich, bigoted residents.
- Thank you for having bathrooms that are inworking order. I appreciate signage on trails that identifies native species.
- the bathrooms need to be unlocked during open hours
- there is a lot of programs and facilities, but many people don't know what exists and what is free vs costs money. providing some information through the schools may be a good idea.
- Would like to see additional Pickleball facilities with 4 or more courts in one location, Expanding or adding new sand volleyball courts. With good sturdy posts for hanging a net. Would like to see 4 or more courts in one location. Interested in gardening programs in-person but currently in-person programs are offered during the workday.
 - Would love another dog park and or upgrade at Swi

Area: Northeast

- Bathroom facilities need to be available year round at parks. Indoor spaces need to remain unlocked for public use unless rented. (Rolling hills has not meet this requirement this year)
 - Trash cans to be available near picnicking areas. (Rolling hills has not met this requirement this year)
- Clean water!!!! Unable to use Independence Lake 99% of the time from bacteria! Ridiculous
- Community clean up, bottle drives, regular old school fundraising... the taxes are high enough in this economy.
- consider replacement of signs on Pontiac trail for entrance to park Northfield. Cannot be read, weathered badly.
- ENFORCE THE NO DOG LAWS IN THE NATURE PRESERVES. ITS CLEARLY MARKED-I THINK DOG OWNERS THINK ITS A DOG PARK-ITS NOT
- Expand Friendly staff. Repair and improve
- Fundraisers
- Get your message out to all that live in Washtenaw. Never read or hear about programs
- I love Independence Lake Park! Please clear the water area behind the water park area so I can enjoy that area again. Also add more trash cans along the trails. It would be really great if the county could pave Jennings Rd so the park is accessible.
- I miss the splash pad at Independence Lake beach that was taken out when Blue Heron Bay was put in. It would be so fun and useful for rinsing kids off after swimming! The shower is okay, but then it's a chore instead of fun for the kids.
- I was not aware of many of these programs.

- I would like a mapping app showing trails and access points to the trails - INCLUDING where to park if you wanted to use a park or rec area.
- I would really like to see the indoor facilities at Rolling Hills opened to the public more often. The buildings are locked almost every time we go there!
- Improve tennis courts, need more of them.
- Keep up the great work!
- love the B2B trails, it keeps getting better. Please keep extending
- more accessible green space- kid friendly activities
- More focus should be placed upon acquiring conservation easements to protect farm land and land adjacent to existing parks and nature preserves. The overall goal should be to protect larger contiguous areas.
- Parks help the environment, protect from climate disasters. Many benefits.
- Parks, trails green spaces are vital.
- Resist the temptation to pave trails. Separate MTB from hiking trails.
- Schools are a big thing as well.
- Sorry, I do not know all the names of the places/parks we use in the County. Lots of great roadside parks in the Plymouth Road and Prospect Road area.
 - There is already too much land that is just "let go", you don't need more aren't maintaining vegetation overgrowth the way it is.
- Watching the sunrise, sunset, moonrise, and moonset and engaging in bird-watching near a water body might not only offer relaxation but also potentially contribute to creating a closer, more connected community.
- We love the B2B trail. Thank you for all you do.
- We really enjoy the nature programs for youth and adults. Your naturalists are all wonderful! Please let the area know of scouting opportunities (I am a Dexter Girl Scout leader). Thank you!
- WOULD LOVE TO SEE MORE TRAILS THAT ARE NOT ON HIGH TRAFFIC AREAS. MORE BORDER TO BORDER TRAILS. TRAILS FROM BENDEMER TO INDEPENDENCE LAKE

Area: Northwest

- Advertise on Face Book and other social media routes.
- Complete bike/walking trail between Chelsea and Dexter.
- discounts for persons over 75
- I AM A OUTDOORSMAN SO THE MORE RUSTIC OF A TRAIL THE BETTER FOR ME, THANK YOU
- I am very appreciative of the work that you are doing. Since I mostly use the natural area parks and preserves, I do have an interest in your removing the invasive species. Regarding this survey, I wasn't quite sure how to answer some of the questions, since one of my favorite activities that you have provided have been the nature walks led by staff that help us learn about the natural environment.
- I would like to see some of the preserves open to dogs. We also have a house in Emmet county and all of the preserves in the little traverse bay are open to dogs unless there is a specific reason.
- Increase number of workers and pay better. Stop fiving yourselves raises.

- link parks with trails, buy more land for linkages. More access to water and swimming. more scenic picnic sites
- More B2B signage for connectors so riders understand how to get from one place to another. Thanks, keep up good job.
- More programs on west side of county, parks are well maintained.
- Na keep the good works, however will like to see improvements and more offers...
- OF ALL THE AMAZING FACILITIES AVAILABLE, SPECIFICALLY NATURE PRESERVES AND SIMILAR, VERY FEW ALLOW RESPONSIBLE PET OWNERS TO ENJOY WITH THEIR CANINE COMPANIONS. I WOULD LOVE TO SEE ACCESSIBILITY INCREASED
- PLEASE ENFORCE TRAIL RULES. MAINTAIN BIKERS HAVE TAKEN OVER MOST OF THE TRAILS AND DISREGARD 'NO BIKE' POSTINGS. VERY DANGEROUS TO HIKERS AND DOG WALKERS
- Please find a way to make the B2B trails more accessible with PARKING! There are so many places I'd love to walk, but there's nowhere to park to get there.
- Please give us a fun indoor water park/rec center for kids! And a splash pad and fun playground. Please!! I beg you.
- Porta potties would be nice at preserves.
- Thank you. Keep up the good work.
- Use paved trails only for wheelchairs
- We need more WALKING trails!! There are plenty of bike trails when you factor in the DTE foundation trails in Chelsea. The B2B trail is mixed use and ends up being used by more bikes than walkers. There aren't many places for people to just WALK and not worry about being run over by very rude cyclists.
- Well maintained restrooms are valuable to all.
- Western Washtenaw area needs more attention
- You guys are doing a great job! Keep it up.

Area: Southeast

- Add bike trails in Saline. Put the Boardwalk back in Lillie Park. Fix the playgrounds in Saline.
- ALLOCATE RESOURCES/VOLUNTEER HOURS TO REMOVING INVASIVE SPECIES, PROPAGATING NATIVE SPECIES
- B2B connections towards Saline, Milan, Bridgewater and Manchester (southern section of the county)
- I've tried to sign up for some activities and they are always full. I work retail and my hours are never the same week to week so it's hard to grab a slot. I really enjoy the tree and plant sales and wanted to do more bird workshops. I'm on the southern tips of the county so it's a commute to most of the parks. Wonderful Wayne county park we visit with bald eagles!
- More info on activities available. extreme Southeast to be part of county recreation
- More programs for kids/preschoolers, with working parents.
- need park in Augusta Twp
- Need to repave the parking lot at Swift Run Dog Park.
- Parks should be privatized and sold off.
- Please leave the lodge at rolling hills open

- please support the teachers & instructors. I would be happy to pay more taxes to help increase the salaries - esp. youth programs
- Provide a port a john or restroom at all parks.
- Salenis area not represented on he Board and in facilities
- Stop building homes. Find better means of transportation to get rid of cars.
- WALKING TRAILS IN SPARKS THROUGHOUT THE COUNTY. Roads are dangerous with no sidewalks.
- We live in York township. Please consider assisting in funding the development of the multi use trail your township has proposed. We can use all the help on that project we can get, and it would bring a county park closer to where we live, none here now. Thanks
 - We need a salt water pool for people who are sensitive to chlorine pools. Preferably indoor can be used all year. If possible, team up with a physical program that accepts medicare and medicaid to generate more funds to support the pool costs.
- Would love to have something in Augusta Township!
- Would love to see income driven membership fees.

Area: Southwest

- Allow hunting on undeveloped county owned land
- Dogs allowed on leash on trails. Not comfortable hiking without
- Dogs should be allowed in all preserves and parks as long as they are leashed.
- Fix the potholes
- Manchester needs to be connected to the broader trail systems within the county, and connected to other counties. Even just connecting our local preserves with a unified trail network would be a huge step forward. Collaborate with The Manchester Mirror so that people have a full understanding of the resources and events available, and work to build support out here for a unified, trail-connected, park system.
- MORE FISHING AREAS
- Nature program @Sharon Mill would be nice. Dogs should be on leash.
- Offer senior discounts, Let 4H clubs have use of trails, horses have it, but llamas don't.
- open space , save trees and hedgerows
- Please let's get mountain bike trails built. Schools are forming bike teams and have to ride in the area. It is a lifelong activity, brings people out into nature, can be built inexpensively, and maintained by the high school clubs and volunteer hours. Please please please let's do mountain bike trails.
- Please put park benches along the raisin river trail at Sharon Mills Park. Consider adding a trail from the pavilion back to the former canoe park at the end of the gravel road off Bethel Church
- PLEASE WORK ON A BOARDWALK-PAVED FROM MANCHESTER MI DOWNTOWN TO SALINE, MI DOWNTOWN) SO PEOPLE CAN BIKE OR WALK TO SALINE AND BACK TO MANCHESTER ALONG AUSTIN RD EAST
- The western and southwestern portions of the county need more indoor recreational opportunities

- THERE ARE NO REAL WC SERVICES WHERE I LIVE. THERE ARE A FEW PARKS BUT NO LATRINES, ETC. HAPPY TO KEEP IT THAT WAY-WE WANT TO STAY RURAL. BUT STOP REACHING INTO OUR POCKETS FOR ANN ARBOR/YOST SERVICES
- There are plenty of existing facilities- keep those in good condition
- There needs to be better communication for residents in general, but more specifically on what programs and facilities are available for resident use, county-wide.
- WC owns too many parks & land
- We need to preserve more wilderness areas in Washtenaw Co.
- Your maps need to have the road names. Stop spending money on paving trails it just becomes an added expense and most people prefer non paved.

7 **Survey Instrument**



Washtenaw County Parks and Recreation Commission

Dear Washtenaw County Resident,

Your response to the enclosed survey is very important.

The Washtenaw County Parks and Recreation Commission is conducting a comprehensive parks and recreation needs assessment survey. The results of this survey will be used to establish priorities for improvements to our park system, which covers more than 7,300 acres of parkland and natural areas throughout Washtenaw County.

Your household was one of a limited number selected at random to receive this survey. Therefore, it is very important that you participate.

We have selected ETC Institute, an independent consulting company, as our partner to administer this survey. They will compile the data received and present the results to the Parks and Recreation Commission later this year. **Your responses will remain confidential.**

We appreciate your time.

The survey will take approximately 10-15 minutes to complete. The time you invest in completing this survey will help us take a resident-driven approach to making decisions that will enrich the future of our community and positively affect the lives of residents in Washtenaw County.

Please complete and return your survey within the next two weeks.

Return your completed survey in the enclosed postage-paid envelope addressed to:

ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

If you would like to take the survey online, the web address is www.washtenawsurvey.org.

If you have any questions, feel free to contact Meghan Bonfiglio, Deputy Director, at bonfigliom@washtenaw.org or 734-971-6337 ext. 328.

Sincerely,

Coy P. Vaughn, Director

Washtenaw County Parks and Recreation Commission

Si tiene preguntas acerca de la encuesta y no habla Ingles, por favor llame al 1-844-811-0411. Gracias.

إذا كان لديك أسئلة حول الدراسة، ولكن لا يتكلمون الإنجليزية، يرجى الاتصال 1-844-811-0411. شكرا

如果您对调查有疑问并且不会说英语，请致电1-844-872-2562。谢谢。

2024 Washtenaw County Parks Community Needs Assessment

Your input is an important part of the Washtenaw County Parks and Recreation Commission's ongoing efforts to provide quality parks, recreation, and other services for Washtenaw County residents. This survey will take only 10-15 minutes to complete. When you are finished, return your survey in the enclosed postage-paid, return-reply envelope. You may also complete the survey online at washtenawsurvey.org. As a way to say 'thank you' for fully completing your survey, you will have an opportunity at the end of the survey to opt-in for a chance to win a \$500 prepaid Visa gift card.

1. Complete this survey with ALL household members in mind. Including yourself, how many people in your household are:

Under age 5: _____	Ages 15-19: _____	Ages 35-44: _____	Ages 55-64: _____
Ages 5-9: _____	Ages 20-24: _____	Ages 45-49: _____	Ages 65-74: _____
Ages 10-14: _____	Ages 25-34: _____	Ages 50-54: _____	Ages 75+: _____

2. CHECK ALL of the Washtenaw County Parks facilities you or members of your household have visited over the past 12 months. (You can view the location of the parks/facilities at washtenaw.org/parkmap.)

Parks and Facilities

____ (01) Border-to-Border Trail (B2B)
____ (02) Cavanaugh Lake Park
____ (03) County Farm Park
____ (04) Independence Lake County Park
____ (05) Meri Lou Murray Recreation Center
____ (06) Park Lyndon
____ (07) Park Northfield
____ (08) Parker Mill County Park
____ (09) Pierce Lake Golf Course and Park
____ (10) Rolling Hills County Park
____ (11) Sharon Mills County Park
____ (12) Staebler Farm County Park/Michigan Folk School
____ (13) Superior Center Park

Nature Preserves

____ (14) Arbor Woods Preserve
____ (15) Baker Woods Preserve
____ (16) Brauer Preserve
____ (17) Burns-Stokes Preserve
____ (18) DeVine Preserve
____ (19) Dominican Meadows Preserve
____ (20) Draper-Houston Meadows Preserve
____ (21) Ervin-Stucki Preserve
____ (22) Fox Science Preserve
____ (23) Freeman Preserve
____ (24) Goodrich Preserve
____ (25) Harwood Heritage Preserve

____ (26) Koenn Preserve
____ (27) Kosch Headwaters Preserve
____ (28) Leonard Preserve
____ (29) Meyer Preserve
____ (30) Miller-Smith Preserve
____ (31) Northfield Woods Preserve
____ (32) Osborne Mill Preserve
____ (33) Riverbend Preserve
____ (34) River Raisin Preserve
____ (35) Scio Woods Preserve
____ (36) Sharon Short Hills Preserve
____ (37) Spike Preserve
____ (38) Squiers Preserve
____ (39) Trinkle Marsh Preserve
____ (40) Watkins Lake State Park and County Preserve
____ (41) Weatherbee Woods Preserve
____ (42) West Lake Preserve
____ (43) Whitmore Lake Preserve

Partnership Facilities

____ (44) Swift Run Dog Park
____ (45) Ann Arbor Skatepark
____ (46) Ypsilanti CommUNITY Skatepark
____ (47) Superior Greenway

Other

____ (48) Other: _____
____ (49) None; we don't use any Washtenaw County Parks and Recreation facilities [Skip to Q6.]

3. Which FOUR facilities from the list in Question 2 does your household use MOST OFTEN? [Write in your answers below using the numbers from the list in Question 2, or circle "NONE."]

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

4. In the past 12 months, how often have you or other members of your household visited one or more of the Washtenaw County Parks facilities listed in Question 2?

____ (5) More than 5 times a week	____ (3) Once a week	____ (1) Less than once a month
____ (4) 2-4 times a week	____ (2) 1-3 times a month	

5. **How would you rate the physical condition of ALL the Washtenaw County Parks facilities that you have visited?**
 ____ (4) Excellent ____ (3) Good ____ (2) Fair ____ (1) Poor ____ (9) Don't know
6. **Do you feel that there are sufficient parks and green space areas within a 10-minute walk of your residence?**
 ____ (1) Yes ____ (2) No ____ (3) Not sure
7. **Do you feel that there are sufficient parks and green space areas within a 15-minute drive of your residence?**
 ____ (1) Yes ____ (2) No ____ (3) Not sure
8. **Given the recent COVID-19/Coronavirus crisis, how have you and your household's perception of the value of facilities and recreation programs offered by Washtenaw County Parks changed?**
 ____ (5) Value has significantly increased ____ (2) Value has somewhat decreased
 ____ (4) Value has somewhat increased ____ (1) Value has significantly decreased
 ____ (3) No change in perceived value
9. **Based on your perception of value, how would you want Washtenaw County Parks to fund future recreation needs?**
 ____ (4) Increase funding ____ (2) Reduce funding
 ____ (3) Maintain existing funding levels ____ (1) Not sure
10. **How satisfied are you with the overall value your household receives from Washtenaw County Parks?**
 ____ (5) Very satisfied ____ (3) Neutral ____ (1) Very dissatisfied
 ____ (4) Somewhat satisfied ____ (2) Somewhat dissatisfied ____ (9) Don't know
11. **From the list below, which TWO open space options for acquiring and developing land for Parks and Recreation purposes would you and the members of your household MOST SUPPORT? [Write your answers for your top 3 choices using the numbers from the list below. For example, if "Land should be acquired and left undeveloped for future generations" is your 1st Choice, enter "1" in the space next to "1st" below.]**
1. Land should be acquired and left undeveloped for future generations
 2. Land should be acquired and improved for passive usage (trails and nature preserves)
 3. Land should be acquired and improved for active usage (athletic fields, playgrounds)
 4. Land should be acquired and improved for both passive (trails, picnicking) and active (athletic fields, playgrounds) usages
 5. No new land should be acquired
- 1st: ____ 2nd: ____
12. **From the following list, which THREE are the primary reasons why you or members of your household participate in WCPARC programs. [Write your answers for your top 3 choices using the numbers from the list below. For example, if "Location of the program" is your 1st Choice, enter "3" in the space next to "1st" below.]**
- | | |
|---|--|
| <ol style="list-style-type: none"> 1. Quality of program 2. Topics are relevant/interesting 3. Location of the program 4. Quality of the program instructors 5. Good value for program fee | <ol style="list-style-type: none"> 6. Times the program is offered 7. Friends participate in the program 8. Dates the program is offered 9. Other: _____ |
|---|--|
- 1st: ____ 2nd: ____ 3rd: ____

13. From the following list, which **THREE** items are the primary reasons why you or members of your household currently **DO NOT** participate in WCPARC programs **OR** feel that your needs are not currently being met. *[Write your answers for your top 3 choices using the numbers from the list below. For example, if "Too far from residence" is your 1st Choice, enter "4" in the space next to "1st" below, or circle "NONE."]*

- | | |
|---|--|
| 1. Program not offered/topics are not relevant/interesting | 9. Use services of other agencies |
| 2. Lack of quality programs | 10. I do not know what is being offered or the location |
| 3. Facilities lack basic amenities (restrooms, signage, etc.) | 11. Registration process is difficult |
| 4. Too far from residence | 12. No time to participate |
| 5. Fees are too high | 13. Don't feel welcome |
| 6. Poor customer service by staff | 14. Health concerns from communicable diseases transmission (COVID, Flu, etc.) |
| 7. Language barriers | 15. Other: _____ |
| 8. Program times are not convenient | |

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

14. **CHECK ALL** the following ways you have heard about Washtenaw County Parks.

- | | |
|--|---|
| ____(01) Ads in a publication | ____(08) Radio |
| ____(02) Direct mail | ____(09) Social media: Facebook, Instagram |
| ____(03) Flyers/Handouts | ____(10) Posting on facility kiosks/bulletin boards |
| ____(04) From friends, family, coworkers | ____(11) Driving by the facility |
| ____(05) Newspaper stories in print | ____(12) Conversations with staff |
| ____(06) Newspaper stories online | ____(13) Washtenaw County Parks eNewsletter |
| ____(07) Washtenaw County Parks website | ____(14) Other: _____ |

- 14a. If you have not yet signed up for the Washtenaw County Parks eNewsletter, would like to?

____(1) Yes *[Please answer Q14b.]* ____ (2) No

14b. Please provide your Email Address: _____

15. Which **THREE** of the information sources listed in Question 14 do you **MOST PREFER** to get information about Washtenaw County Parks? *[Write in your answers using the numbers from the list in Question 14, or circle "NONE."]*

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

16. Indicate how well your household's needs are being met for each of the facility types listed below on a scale of 4 to 1, where 4 means your household's needs are "Fully Met," and 1 means your household's needs are "Not Met" at all. If your household DOES NOT HAVE A NEED for one of the facilities listed, please circle "9" for "No Need."

Facilities	Fully Met	Mostly Met	Partly Met	Not Met	No Need
01. Archery range	4	3	2	1	9
02. Banquet facilities/rentable space	4	3	2	1	9
03. Baseball and softball diamonds	4	3	2	1	9
04. Boating and fishing areas	4	3	2	1	9
05. Camping areas and camping cabins/yrts	4	3	2	1	9
06. Canoe and kayak launch sites	4	3	2	1	9
07. Canoe and kayak livery/rentals	4	3	2	1	9
08. Community gardens	4	3	2	1	9
09. Curling	4	3	2	1	9
10. Dog parks	4	3	2	1	9
11. Equestrian arena	4	3	2	1	9
12. Golf courses	4	3	2	1	9
13. Historical buildings/museums	4	3	2	1	9
14. Hunting/fishing opportunities	4	3	2	1	9
15. Indoor aquatic centers	4	3	2	1	9
16. Indoor soccer facility	4	3	2	1	9
17. Nature centers	4	3	2	1	9
18. Outdoor amphitheaters	4	3	2	1	9
19. Outdoor basketball courts	4	3	2	1	9
20. Outdoor ice skating rink	4	3	2	1	9
21. Outdoor pickleball courts	4	3	2	1	9
22. Outdoor tennis courts	4	3	2	1	9
23. Picnicking areas and pavilions	4	3	2	1	9
24. Playgrounds	4	3	2	1	9
25. Recreation center	4	3	2	1	9
26. Ropes courses	4	3	2	1	9
27. Skate parks	4	3	2	1	9
28. Sledding hills	4	3	2	1	9
29. Splash pads (outdoor)	4	3	2	1	9
30. Sports fields - soccer and cricket	4	3	2	1	9
31. Trails - Equestrian	4	3	2	1	9
32. Trails - Mountain biking	4	3	2	1	9
33. Trails - Paved multi-use	4	3	2	1	9
34. Trails - Unpaved/nature	4	3	2	1	9
35. Water parks and water slides	4	3	2	1	9

17. Regardless of their availability in Washtenaw County, which **FOUR** of the facilities listed in Question 16 are **MOST IMPORTANT** to your household? *[Write in your answers below using the numbers from the list in Question 16, or circle "NONE."]*

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

18. Which **FOUR** of the facilities listed in Question 16 do you and members of your household **currently use the MOST**? *[Write in your answers below using the numbers from the list in Question 16, or circle "NONE."]*

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

19. Indicate how well your household's needs are being met for each of the program types listed below on a scale of 4 to 1, where 4 means your household's needs are "Fully Met," and 1 means your household's needs are "Not Met" at all. If your household DOES NOT HAVE A NEED for one of the programs listed, please circle "9" for "No Need."

Programs	Fully Met	Mostly Met	Partly Met	Not Met	No Need
01. Adaptive/therapeutic programming (special needs)	4	3	2	1	9
02. Adult fitness and wellness programs	4	3	2	1	9
03. Archery programs	4	3	2	1	9
04. Art and photography programs	4	3	2	1	9
05. Bike rentals	4	3	2	1	9
06. Bird/wildlife watching programs	4	3	2	1	9
07. Citizen science programs	4	3	2	1	9
08. Community festivals and parks special events	4	3	2	1	9
09. Dog park programs	4	3	2	1	9
10. Fishing programs	4	3	2	1	9
11. Gardening programs	4	3	2	1	9
12. Geocaching	4	3	2	1	9
13. Golf lessons	4	3	2	1	9
14. Historical programming	4	3	2	1	9
15. Homeschool programs	4	3	2	1	9
16. Kayak, canoe, paddleboard rentals	4	3	2	1	9
17. Lifeguard training programs	4	3	2	1	9
18. Nature stewardship programs	4	3	2	1	9
19. Pre-school programs	4	3	2	1	9
20. Scouting programs	4	3	2	1	9
21. Senior wellness and fitness programs	4	3	2	1	9
22. Summer day camps	4	3	2	1	9
23. Swim lessons and programs	4	3	2	1	9
24. Traditional folk art, skills and crafts	4	3	2	1	9
25. Volunteer opportunities	4	3	2	1	9
26. Water fitness programs	4	3	2	1	9
27. Winter programs	4	3	2	1	9
28. Youth and teen fitness programs	4	3	2	1	9

20. Regardless of their availability in Washtenaw County, which **FOUR** of the programs listed in Question 19 are **MOST IMPORTANT** to your household? *[Write in your answers below using the numbers from the list in Question 19, or circle "NONE."]*

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

21. Which **FOUR** of the programs listed in Question 19 do you and members of your household currently participate in the **MOST**? *[Write in your answers below using the numbers from the list in Question 19, or circle "NONE."]*

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

22. From the following list, check ALL the times that you and members of your household would be interested in the program types you indicated were most important to you and the members of your household in Question 21 on the previous page.

	Weekdays (Mon-Fri):	Saturdays:	Sundays:
1. Mornings (before 8am)	1	2	3
2. Mornings (8am-noon)	1	2	3
3. Afternoons (noon-3pm)	1	2	3
4. Afternoons (3pm-5pm)	1	2	3
5. Evenings (5pm-6pm)	1	2	3
6. Evenings (6pm-8pm)	1	2	3
7. Evenings (8pm-9pm)	1	2	3

Funding for operations and capital improvements for parks, trails, facilities and services provided by Washtenaw County Parks comes through a combination of user fees, dedicated tax millages, grants, and donations. Most of the funding comes from dedicated millages that are equal to an annual tax of less than \$50 on a \$200,000 home in Washtenaw County.

23. Indicate how supportive you would be of having Washtenaw County Parks leverage your tax dollars to fund each of the following.

Investment	Very Supportive	Somewhat Supportive	Not Sure	Not Supportive
01. Repair older structures and playgrounds	4	3	2	1
02. Repair park entryways, roads and parking lots	4	3	2	1
03. Improve and add features to existing parks	4	3	2	1
04. Improve and add features to existing water parks	4	3	2	1
05. Land purchase for new recreational facilities	4	3	2	1
06. Land purchase for new trails	4	3	2	1
07. Land purchase for open space and support carbon neutrality	4	3	2	1
08. Make facilities accessible for persons of all abilities	4	3	2	1
09. New picnic pavilions	4	3	2	1
10. New playgrounds	4	3	2	1
11. New trails and boardwalks	4	3	2	1

24. Which THREE of the actions listed in Question 23 would you be MOST WILLING to fund with your Washtenaw County Parks and Recreation tax dollars? [Write in your answers below using the numbers from the list in Question 23, or circle "NONE."]

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

25. If an election was held to renew the current millage for funding operations, development, and capital improvements for Washtenaw County Parks, how would you vote in the election?

____ (1) Vote in favor ____ (3) Not sure [Answer Q25a.]
 ____ (2) Might vote in favor ____ (4) Vote against [Answer Q25a.]

- 25a. CHECK ALL of the following reasons why you are not sure or would vote against renewing the current millage.

____ (1) I need more information before I can answer
 ____ (2) I do not use any Washtenaw County Parks and Recreation facilities
 ____ (3) I believe the County currently has sufficient recreation opportunities
 ____ (4) I believe those who plan on using the facilities should bear the burden of paying for the facility
 ____ (5) I do not support any increase to taxes
 ____ (6) Other: _____

Demographics

26. What is your age? _____ years
27. Your gender: _____(1) Male _____(2) Female _____(3) Non-binary _____(4) Prefer not to answer
28. Are you or any member of your household of Hispanic/Latino ancestry?
_____ (1) Yes _____ (2) No
29. Which of the following best describes your race? *[Check all that apply.]*
_____ (01) Asian or Asian Indian _____ (04) White or Caucasian
_____ (02) Black or African American _____ (05) Native Hawaiian or other Pacific Islander
_____ (03) American Indian or Alaska Native _____ (99) Other: _____
30. Which of the following is the primary language spoken in your home?
_____ (1) English _____ (3) Chinese _____ (5) Other: _____
_____ (2) Spanish _____ (4) Arabic
31. How long have you lived in Washtenaw County? _____ years
32. What is your total annual household income?
_____ (1) Under \$25,000 _____ (4) \$75,000-\$99,999 _____ (7) \$200,000-\$249,999
_____ (2) \$25,000-\$49,999 _____ (5) \$100,000-\$149,999 _____ (8) \$250,000 or more
_____ (3) \$50,000-\$74,999 _____ (6) \$150,000-\$199,999
33. If you have any other comments or suggestions for improving Washtenaw County Parks and Recreation Commission's parks, facilities, and programs, please write them in the space provided below.
- _____
- _____
- _____
34. Would you like to be entered into a drawing for a chance to win one (1) prepaid \$500 Visa Gift Card? The Gift Card will be sent via email and the drawing is limited to one entry per household.
_____ (1) Yes *[Answer Q35a.]* _____ (2) No
- 34a. Please provide your contact information.
- Mobile Phone Number: _____
- Email Address: _____

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 shown to the right will ONLY be used to help ensure the survey results are statistically representative of Washtenaw County residents. If your address is not correct, please provide the correct information. Thank you.



Community Engagement Summary of Feedback from Focus Group, Stakeholder, and Staff Meetings

The feedback received from the Focus Group, Stakeholder, and Staff show much consensus about Washtenaw County Parks and Recreation and the opportunities the Master Plan can consider. Below is the feedback most common from all three followed by the specific feedback from Focus Groups, Stakeholders, and Staff.

What makes the Washtenaw County Park and Recreation System valuable to County residents?

- Washtenaw County Parks and Recreation are very highly valued.
- The breadth activities offered and the diversity of parks
- Trails are valued
- Quality of the staff
- A fantastic and affordable resource

What are the park system's greatest strengths?

- The staff
- Variety of parks
- Great volunteer experiences
- Open to hearing from community and incorporating their ideas
- Collaborating with partners and coordinating land protection and programming
- Community support including financial support

What are the park system's greatest weaknesses?

- Limitations of public transportation to parks
- Accessibility: access, participation, and fees need to all be addressed
- Trail connectivity and completion

What opportunities are there to improve the impact/improve park system services for County residents?

- Need for more public transportation for access to parks and programs
- Need for more/better senior accessibility: benches, paved walkways, swings, bike paths, etc.
- Need to give children many opportunities to get outdoors and into the county parks
- Need to address historic biases in the system
- Address the gaps in the system
- Increasing demand stresses current staffing

When you think about the future of the park system – what do you think WCPARC should focus on?

- Incorporate/connect/protect the water resources more
- Increase the feeling of safety in all parks
- Multi -lingual signage and programming for all peoples
- Transportation/accessibility for all
- Restrooms open year round



Summary of Focus Group Meetings

Initial topic specific Focus Group Meetings:

Active Recreation Groups	Washtenaw County Departments
Land Preservation Organizations	WCPARC Seasonal/Part-time Staff
Local Recreation Agencies	Under-represented Community Organizations
Special Services	Volunteers

Additional outreach and Focus Group Meetings were held to ensure broader engagement occurred across Washtenaw County.

Full List of Focus Group Meeting Representation

A3 Disc Golf	Saline Youth Council
A2 Skatepark	Sharon Township
Chelsea School District	Sierra Club
Chelsea Wellness Coalition	St. Louis Center
City of A2 NAPP	Treemore Ecology & Land Services
City of Manchester	Walk Bike Washtenaw
Dexter Wellness Coalition	Washtenaw County Commission on Aging
Green Oak Township Residents	Washtenaw County Conservation District
Huron River Watershed Council	Washtenaw County Childrens Services
Legacy Land Conservancy	Washtenaw County Health Department
Lyndon Township	Washtenaw County Office of Comm & Economic Development
Manchester Wellness Coalition	Washtenaw County Road Commission
Northfield Township Parks & Recreation	Washtenaw County Water Resources
Northfield Township Seniors	Whitmore Lake Community Recreation
Northfield Township Residents	Wide World of Sports A2
PEAC (Programs to Educate All Cyclists)	Ypsilanti District Library Senior Advisory Group
Pittsfield Township Parks & Recreation	Ypsilanti Township Parks & Recreation

WCPARC volunteers who serve as gardeners, naturalists, photographers, rangers, seed gatherers, and walk leaders; conduct bird monitoring, invasive plant removal, and botanical surveys; lead volunteer workdays; and work with youth at various locations including Britton Woods, County Farm Park, Friends Lake, Independence Lake, Parker Mill, Sharon Mills, and various preserves.



Blue Bold Comments were mentioned by more than one Focus Group

What makes the Washtenaw County Park and Recreation System valuable to County residents?

- The breadth of activities offered; you can always get outside in Washtenaw County and hang out with friends
- Variety of parks with County wide access and strategically placed around County are a valuable asset
- Variety of offerings from passive to active
- People see the parks as a fundamental part of the County; a resource that the public enjoys
- Impossible to quantify the value of the staff being able to coordinate as a partner; staff is top notch
- Experts leading all activities
- The opportunity to learn parks and nature skills to become a volunteer
- As density increases parks and open space become more important; thankful to have grown up with parks and access to trails
- Accessibility – anyone can use them, and anyone can get to them
- Open space and trails are very connected
- Preserving and maintaining the water system
- Sporting events; golf
- Parks are a place to run, read, picnic, do your own thing
- Parks are therapeutic and provide relaxing spaces

What are the park system's greatest strengths?

- Good signage
- Creativity/variety/uniqueness of different parks across the system
- The work of the highly knowledgeable staff and the system they work within in the community
- Broad community support
- Staff is knowledgeable, friendly, helpful, good partners
- Staff fosters good partnerships, empower constituents, are steady, build a lot of trust
- Great volunteer experiences, volunteers feel they are making a real difference
- Parks and open spaces are well-maintained; clean, no litter
- Opportunities for youth participation
- Lots of locations for friends to meet and get together for picnicking and hanging out
- Music events
- Not having a public process and little scrutiny are strengths in a political system
- Willingness to collaborate with Townships and others
- WCPARC makes a huge effort to bring resources and amenities out to the county
- Doing lots of different programs/events and being open to doing them

What are the park system's greatest weaknesses?

- Fees create a barrier to some
- Transportation to parks is a barrier – need public transportation options and/or coordination
- Accessibility and mobility in the parks; not designed for full accessibility; piles of gravel and uneven trails



- **Need more trail connectivity**
- **Need more effort to creatively get kids outside and off their phones/more skateparks/should work to get kids to volunteer to manage the parks**
- **More partnering that would result in increasing usage of less used parks and areas in parks**
- **Nurturing connections with LUGs**
- Parking lots are too small for events
- Helping the A2 Treeline Trail to get it completed
- Need better partnerships with community centers throughout the County
- Understand who is coming to the parks and why they visit parks – need metrics
- Enhance park stewardship programs for organizations to help care for the system
- Offer more pavilions and covered spaces to increase year-round use of outdoor spaces
- Not enough athletic facilities and active recreation offered at County parks
- Bike paths need more maintenance (i.e., B2B)
- Unclear messaging of opportunities in parks; have a webpage or website for each park that includes everything about the park
- Need better signage and in more languages
- Gaps in: Manchester, Ypsi Corridor, Whitmore Lake, East End
- More planning for hardscapes to avoid important natural resources
- WCPARC should have stakeholder meetings with Townships and do more regional coordination: Need to coordinate land purchases; tax implications, road designs and uses with Townships
- Park Grant opportunities that WCPARC could take the lead on and partner with Townships
- Addressing historic investment biases – where the County has not invested in the past it needs to now; address underserved community needs
- County needs to “champion the successes” to let residents know of its work; can be achieved through Washtenaw County Collective
- Need more enforcement at parks
- Park website is difficult to navigate and find information – too GIS centric especially as it does not show where the park is in the community
- Parks need more invasive plant management
- Need more benches

What opportunities are there to improve the impact/improve park system services for County residents?

- **Need more public transportation – if you don’t have a car, you can’t access parks**
- **Management of natural areas to protect natural resources including water quality**
- **Specific Township requests for improvement: Manchester annual canoe race and development of a small waterfront park on Raisin River; Saline requests a rec center; Ypsi Township wants more access to BTB; all townships wish to share communication**
- Partnering with clubs and community centers to offer specific programs to teach kids outdoor activities
- Look at establishing High School requirements for community service (i.e., volunteering in park system)
- More large parks are needed in urban areas
- Publish an online map that is interactive so people can see all the resources and understand the lands’ connectivity including non-county parks



- Partners and volunteers can advocate for County Parks if they are organized and connected by the County
- Events to introduce folks to parks (5K or school related events)
- Public pickleball courts, indoor and outdoor
- Balance land acquisition with maintenance and other investments
- Research innovative financial opportunities
- Focus on land protection along water bodies
- Need to make park visitors feel safe in all parks
- Address immigrant community needs with signage in their languages and programming designed for their cultures
- Childrens summer camp programs, supporting after school sports programs, more programs for families and make sure they are low cost or have scholarships
- Dogs need to be allowed in more places; can make dog access seasonal in preserves to avoid disturbance for ground nesting birds
- Have more park stewards
- Marketing and publication of opportunities to volunteer
- Better marketing campaign specifically geared towards younger people using social media and incorporating things youth are interested in doing
- Golf is expensive make it affordable, i.e., “Youth on Course” program

When you think about the future of the park system – what do you think WCPARC should focus on?

- **Incorporate/connect/protect the river more**
- **Universal accessibility: example MoGo bike share in Detroit, improve access from parking lots, access to stations, amenities/add adult swings/signage in multiple languages**
- **Improve restrooms**
- **Northfield Park should have dog park; leashed dogs should have access to parks unless it’s a specific problem**
- **County parks can go into schools to share what there is to do in the parks – have a parks school day; sponsor clubs in high schools like hiking or skiing clubs; hold community service days**
- **Purposefully use the parks to introduce children and adults to nature through signage and games that connect them to the parks and nature**
- **System should better balance locations of parks throughout the system to address historic inequitable investments**
- ESL activities and having more activities for immigrant families
- County should focus on interjurisdictional issues and address things that cannot be addressed at the local level
- More active recreation focus
- Investment in programs needs to match investment in nature (land)
- Incorporate technology in parks i.e., a Tik Tok challenge in a park, mobile mapping
- Planning/site planning needed for parks to avoid conflicts and damage to natural resources
- WCPARC employees trained in holistic approach to park system
- Make “Maintenance Department” the “Environmental Stewardship Department”
- WCPARC should have regular “walk throughs” of WCPARC sites to see the type of support services needed



- Eastern Michigan University therapeutic and special needs program has an internship that would be a great partnership opportunity
- Ensure the long term financial stability of the system
- Increase the connections to communities and resources and foster a community dialogue
- Purposefully offer experience opportunities for seniors including encouraging seniors to volunteer and share knowledge
- Purchase land to protect the heron rookery
- Use solar energy in parks
- Better management of invasives
- Make more park trails connections, i.e., East Shore to 7-mile Preserve, East/West Bike/Hike connection, purchase land to connect trails, make trails as commuter trails, expand B2B trail model to other places



Summary of Stakeholder Interviews

Organizational Stakeholder Interviews

5 Healthy Towns

A2 Sports Commission/Ann Arbor Area CVB

City of Ann Arbor Parks & Recreation

City of Saline

City of Ypsilanti Public Works

Community Action Network (CAN)

Huron Clinton Metropolitan Authority (HCMA)

Huron River Watershed Council

Huron-Waterloo Pathways Initiative

Michigan DNR

Washtenaw County Administration

Blue bold comments were mentioned in more than one Stakeholder Interview

What makes the Washtenaw County Park and Recreation System valuable to County residents?

- **Good trails to walk**
- **A fantastic and affordable resource for access to parks and recreation**
- **Health and wellness**
- The county is rich in park land and open spaces
- Access to river is highly valued
- They provide larger county wide facilities that broadens opportunities, provides offerings that are more than what local jurisdictions can do, taking pressure off those local entities
- The variety of experiences offered
- WCPARC offers financial support for services to keep local facilities open
- Folk School

What are the park system's greatest strengths?

- **WCPARC team has a lot of expertise, and they go beyond parks to include a stewardship and conservation approach particularly in land acquisition**
- **WCPARC plays a key role in coordination of land preservation across the county**
- **WCPARC staff is great, highly qualified, easy to partner and work with; WCPARC is a great collaborator**
- **WCPARC is great working with partners**
- **Trails**
- WCPARC is involved in broader conversations across the area, i.e., green infrastructure
- WCPARC being county wide gives them broader reach and perspective
- WCPARC system is accessible, maintained, diverse – something for everyone
- Summer camps and scholarship support
- Independence Lake's nature, walking trails, biking, swimming, etc.
- Maintaining shared parks on state land
- Open and receptive to feedback from the community



What are the park system's greatest weaknesses?

- **City of Ypsilanti needs more services**
- **Lack of transportation to parks is a big barrier**
- **Better discount opportunities for programs/more free programs**
- Should offer scholarships for more than their summer camps
- Missing large sports venues and associated parking and concessions
- Need more indoor recreation space
- WCPARC is not reaching into the gaps
- WCPARC struggles to keep up with demand
- Staffing capacity with the sheer amount of planning projects
- Maintenance practices could be shared/consistent at all parks and facilities

What opportunities are there to improve the impact/improve park system services for County residents?

- **All stakeholders could collaborate better/more and not duplicate efforts; WCPARC could be a hub for partnerships**
- **Communication should be better; lack of comprehensive communication is a barrier to use**
- Discounts, scholarships, transportation – ways to offset costs and access to sites
- Training on how to manage challenging kids and difficult situations is needed
- Sharing stewardship practices with partners and other entities
- Free/low cost swimming opportunities

When you think about the future of the park system – what do you think WCPARC should focus on?

- **A safe, connected, and well-maintained trail system**
- **B2B trail completed**
- **As public drives less, make sure that resources are accessible and evenly distributed across the county for all residents; increase public access transportation**
- **Equitable parks for all; more parks, open space, programs in low-income areas are needed**
- **WCPARC can be a great service provider for low-income families across the county and can use some existing models**
- Strength in coordinating with different entities that provide open space across the county
- WCPARC is strong and respected
- Identifying the resources to protect
- Consistency in County forms for low-income residents to qualify for discounts/scholarships across the County and/or have systems that talk to each other
- Work now to create an indoor/outdoor regional facility that will increase ROI for County
- Working on a State of the Art rowing facility on Ford Lake
- Climate action issues should be a future focus for the system
- Public access for year-round restrooms



Summary of Staff Engagement

Blue bold comments were mentioned in more than one Staff Interview

What makes the Washtenaw County Park and Recreation System valuable to County residents?

- Enhances livability of the community and community health
- Variety and diversity of parks and amenities in the system and their geographic distribution
- Trails in general and how they connect communities
- Strong public support, system funding, and passing millages as proof of that support
- Land acquisition – preventing county from being concrete jungle
- Equity in programs and parks
- WCPARC plays a unique role as a regional planner, facilitator, and driver of partnerships
- The parkland will help county face climate change and environmental issues; protecting the environment and wildlife
- Connecting Community Grant Program
- Natural beauty of the area and its parks and open spaces
- Very age diverse programming and participation; balance of active and passive recreation opportunities
- Willing to take chances with new programs
- Offer a lot of things to the community i.e., Folk School
- Affordability
- Playgrounds and waterpark popular
- Number of users
- A significant uptick of new things being added in WCPARC
- People are within a mile or two miles of a park no matter where they live in the county
- Folk School – breaking glass ceiling of what WCPARC does
- Funding – unique in county and not general fund
- Even in our big parks – a lot of opportunity to do independent events and autonomy of individuals and using their strengths

What are the park system's greatest strengths?

- Staff resources and staff talent
- Preservation of historic structures
- Trails
- Community support including financial support
- Open space: 9,000 acres, 6,000 natural area land protected
- Rolling Hills Park; B2B Trail
- Many free and low-cost programs that are well attended
- Program surveys are done and input is received
- Opportunities for community bonding
- Recreation center's diverse age use, background, etc.
- Financial planning is creating endowments
- Customer service
- Community values work/parks



- Money: we have deep pockets
- Staff resources and talent
- Staff are allowed to be creative
- Money – we do have deeper pockets to move forward and meet demand
- Staff believes in what we do as a department; if given the tools and means to do their work it becomes an even bigger strength
- Staff are allowed to be creative

What are the park system's greatest weaknesses?

- Infrastructure upkeep and caring for what we have given the age of assets; assets are falling apart, we have not strategically planned for operations and maintenance, preventative maintenance, or capital investments; there is no asset management plan/replacement program
- We do not do pro formas for long term costs for capital investments; do not have an asset replacement program; do not fund or have a plan for rehabilitation of assets in the system
- Leadership is spread across multiple responsibilities, spreading them thin and lack of clarity in leadership
- No system-wide service standards, metrics for accountability; no set operational standards, standards for maintenance or recreation programming; no manuals for staff
- Lack of planning for the system; no metrics for expanding the system
- Need more staff to manage system because of additional growth in land and programs
- Workloads across the organization are just stretched very thin
- Technology issues: registration system is very frustrating to use, and cancellations are not available online; website is difficult to navigate; limited technology
- Programs may not be run consistently
- System could act like a "Recreation Hub" (HCMA does this)
- Management of properties needs to be more appropriate for the type of park or open space
- Management should be geared toward protecting the ecosystems
- Parks need to be more accessible to people with disabilities; there is no ADA transition plan
- Need to understand appropriate staffing level; compare to other systems
- Need more soccer facilities; travel sports are growing
- Hard to hire seasonal/pay scale concerns
- Lack of trust of field staff
- Some union concerns regarding direct management, department administration, and contracts
- We are going through growing pains as a staff
- The organization is very reactionary
- We hold a high standard for our quality, but we are seeing that it is starting to drop
- The organization is very siloed

What opportunities are there to improve the impact/improve park system services for County residents?

- Improve communication and transparency
- ADA accessibility
- Compare with nearby counties and plan for where Washtenaw wants to be in 5-10 years; conduct benchmarking
- Need sports complexes



- Have the millage include funds for local communities to access park resources
- Chain of decision making can be improved
- Storage facilities
- HR policies
- Allocate more dollars for operations
- System is financially independent, but dependent on the County for IT, HR, Risk Management, Fleet, Purchasing, Payroll, Legal, Labor Relations, Workers Comp, etc.; the relationship with the county administrative functions does not always work best for WCPARC for a variety of reasons
- Provide staff with vendor list so staff know vendors they can work with
- Resolve IT issues
- More staff
- More storage facilities

When you think about the future of the park system – what do you think WCPARC should focus on?

- **Better maintenance of the entire system; equipment and facility upgrades, appropriate staffing levels**
- Acquiring more land
- More age diverse programming – aging population, but also new families
- Addressing loneliness and isolation – organizational community building
- Sports facilities and strategies for management of those facilities
- Staff onboarding and professional development
- Invest in historic assets
- A clear vision to drive forward for 5 to 10 years
- Non-motorized transportation
- Climate resiliency/ role of parks in the county regarding Climate Action Plan
- Focus on the WCPARC organization and best practices/procedures
- Improve communications: engaging with the field staff; employees at Commission meetings
- Transparency
- Standards need to be developed so decisions are not individual
- Need a West Side maintenance facility
- NAPP needs a facility



PROGRAM ASSESSMENT

1.1 OVERVIEW

1.1.1 INTRODUCTION

Recreation programs and services form the essential foundation of park and recreation systems. The goal of the program assessment is to understand current recreation program and activity offerings, as well as recommendations for additional programming to meet community needs and priorities identified in the community needs assessment.

The assessment helps identify strengths, challenges, and opportunities regarding programming. The assessment also assists in identifying core programs, program gaps within the community, key system-wide issues, areas of improvement, and future programs and services for residents and visitors.

The recommendations within this report align with Washtenaw County Parks & Recreation Commission's overall mission and vision within the master plan. These practices have been proven to lead to improved planning, better service delivery, and enhanced community satisfaction. Streamlining processes can make for smoother daily operations. Additionally, improved data analysis and strategic planning for recreation programming lead to more informed decision making and better program execution.

The program findings and comments are based on a review of information provided by Washtenaw County Parks & Recreation Commission ("WCPARC") staff and partners including program descriptions, financial data, and website content. This report addresses the program offerings from a systems perspective for the entire portfolio of programs.

1.1.2 FRAMEWORK

WCPARC was established in 1973 and celebrated its 50th anniversary in 2023. WCPARC is governed by a 10-member Parks and Recreation Commission currently consisting of two members from the County Board of Commissioners, six members appointed by the Board, the County Water Resources Commissioner, and a member of the County Road Commission. WCPARC is operated by various divisions including Administration, Park & Building Maintenance, Recreation, Golf, Natural Areas, and Park Planning.

WCPARC oversees 6,700 acres of parkland which includes 12 parks, a golf course, recreation center, two water and spray parks, 37 nature preserves, three historical parks, two disc golf courses, and more than 36 miles of trail. WCPARC strives to make connections with the community through programs, activities, and events that promote nature education and conservation, health and wellness, and historic and cultural heritage for a wide range of ages and abilities.

1.2 PROGRAM ASSESSMENT FINDINGS

1.2.1 CORE PROGRAM AREAS

It is important to identify core program areas based on current and future needs to create a sense of focus around specific program areas of greatest importance to the community. Public recreation is challenged by the premise of being all things to all people. The philosophy of the core program areas is to assist staff, policy makers, and the public to focus on what is most important to the community. Program areas are considered as core if they meet most of the following criteria:

- *The program area has been provided for an extended period (over 4-5 years) and/or is expected by the community.*
- *The program area consumes a relatively sizable portion (5% or more) of WCPARC's overall budget.*

- *The program area is offered 3-4 seasons per year.*
- *The program area has wide demographic appeal.*
- *There is a tiered level of skill development available within the program area's offerings.*
- *There are full-time staff responsible for the program area.*
- *There are facilities designed specifically to support the program area.*
- *WCPARC controls a significant percentage (20% or more) of the local market.*

1.2.2 EXISTING CORE PROGRAM AREAS

The following core program areas for WCPARC were identified during the data collection phase.



Core program areas are spread amongst several parks and facilities, each with their own unique focus and desired outcomes.

- Aquatics - Swimming instruction to teach a valuable life skill, provide wellness opportunities, and to train community members as lifeguards to work at local facilities.
- Camps – Two types of camps, Special and Standard, offer a wide range of supervised activities, from swimming, sports, nature and crafts to help foster socialization, learning, and personal growth in a safe and supportive environment.
- Cultural Interpretation and Enrichment – Programs and activities offered through Mill Tours and the Michigan Folk School that educate a diverse audience about local history and build a connection to the past. WCPARC engages the community in hands-on experiences through the teaching and sharing of traditional folk arts, crafts, music, and skills in an inspiring natural setting.
- Fitness and Wellness - Programs and facilities for members and guests that have a measurable, positive impact on individual and community physical and mental health. Programs help to retain and recruit members. And entry-level programs are provided at low cost.
- Nature Education – Nature programming is designed to help patrons learn about Washtenaw County's natural environment.
- Special Events – Activities that appeal to a diverse number of people that bring the community together.



The existing core program areas address many of the community needs for recreational services. According to the Market Potential Index from ESRI, Washtenaw County's market potential is above the national participation averages for several sports, fitness, and outdoor adventure activities.

Based upon the observations of the consulting team as well as demographic and recreation trends information, WCPARC staff should evaluate core program areas and the individual programs within, ideally on an annual basis, to ensure offerings are relevant to evolving demographics and trends in the local community.

Furthermore, based on key leadership and focus group input, statistically valid survey results, and discussions with WCPARC staff, additional programming needs have been identified for existing core program areas particularly for Fitness and Wellness at the Meri Lou Murray Recreation Center, Special Events, and Nature Education.

During discussions with WCPARC leadership and program staff, some strengths were identified for current programs and events. Staff believe that WCPARC offers programming for a wide range of age segments, a good variety of indoor and outdoor programming spread out across the county, flexible scheduling of programming on weekdays and weekends, and a nice mixture of low cost or free programs.

However, WCPARC staff also identified several challenges that recreation programming faces:

- Staff would like to be able to reach a more diverse audience with programming.
- Some program locations are not easily accessible, such as Independence Lake.
- The Meri Lou Murray Recreation Center is heavily programmed with mature, successful programs but offers limited space and time for any new programs.
- Limited staff and volunteer levels prevent certain buildings from being open to the public more often, specifically for historical programming at the Mills.
- There is not a dedicated nature center or building for the Naturalists and their programming.
- The Naturalists often feel stretched too thin when assisting within other areas of WCPARC.
- The Michigan Folk School faces challenges in securing specialized instructors for its unique activities, limiting staffing levels and hours of availability to the public.
- There has been an increase in public and private similar providers within the WCPARC market over the past few years.
- The WCPARC registration software is not user-friendly.
- Volunteer coordination is challenging due to the large distance staff must cover across the county. It is also increasingly challenging to find committed volunteers for natural resources management, programming and staffing at historical sites, and large special events.

1.2.3 PROGRAM STANDARD BEST PRACTICES

WCPARC is implementing several best practices to ensure the effectiveness and success of its programs. These practices include:

- Although staff have stated that this varies with facilities and programs, WCPARC conducts pre- and post-program surveys to gather feedback from participants. This feedback loop allows them to assess satisfaction levels, identify areas for improvement, and tailor future programs to better meet the needs of the community. A standardized procedure should be established for gathering public input and feedback regarding recreation programs.
- WCPARC invests in the ongoing education and development of its staff. This ensures that employees are equipped with the necessary skills and knowledge to deliver high-quality programs and services.

- Performance reviews are regularly conducted for full-time, part-time, and seasonal staff. These reviews provide opportunities for feedback, goal-setting, and professional growth, ultimately contributing to a more motivated and competent workforce.
- WCPARC regularly reviews and updates its policies and procedures. This ensures that operations are in line with industry standards, regulations, and best practices, promoting efficiency, transparency, and compliance.
- Although it is inconsistent throughout the department, staff have implemented a program evaluation system to assess the effectiveness and impact of its programs. This systematic approach allows them to measure outcomes, identify successes and challenges, and make data-driven decisions for program improvement. Leadership should look to identify where inconsistencies in this process lie and implement an evaluation process for all programming.
- Staff and leadership maintain a focus on quality assurance by regularly assessing the performance of program instructors. This ensures that programs are delivered at a high standard, meeting the expectations of participants and upholding the organization's reputation for excellence.
- WCPARC has a formalized volunteer management program and policy. Volunteer programs are important to an organization as they promote advocacy toward parks and recreation services and can be an important tool to help offset operational expenses.

Several areas have also been identified where current practices could be enhanced to better align with industry best practices. These areas include:

- Core program areas should have clear goals and outcomes identified to assist with the development of new programming that aligns with community expectations. Each core program area and the programs within should have goals that outline the overall purpose of the program and connect to the WCPARC mission and vision for recreation in the community. The goals should focus on the impact that WCPARC wants the program to have on participants, e.g., improvement in health and wellness, social interaction, skill development, or access to nature. Additionally, outcomes for programs should be specific and measurable to ensure the program is achieving its goal. WCPARC should also tailor goals and outcomes to specific age segments or user groups to be realistic and achievable.
- Establishing detailed cost-of-service practices to better understand the financial implications of its programs and services. These practices can improve WCPARC's strategy and forecasting to adapt financially to changing environmental factors. This would involve analyzing direct and indirect costs associated with each offering and ensuring pricing structures are appropriate and sustainable.
- Staff have stated that there are inconsistencies throughout WCPARC with various standards such as the program development process. Leadership should identify these areas and define further standards, procedures, and consistencies for all programming and facilities to follow. Standardizing operations across facilities where appropriate promotes efficiency, consistency in service delivery, and a cohesive experience for participants.
- WCPARC currently does not track customer retention rates. Monitoring retention rates would provide valuable insights into customer satisfaction and loyalty, helping identify areas for improvement and strategies to enhance participant engagement and long-term involvement.
- WCPARC should aim to establish measurable partnerships and sponsorships with businesses, organizations, and community stakeholders. These partnerships can provide additional resources, funding, and support for programs and initiatives, enhancing the organization's impact and sustainability. In addition, a Commission wide partnership policy, as outlined in **Appendix B**, would ensure consistency with future partnership agreements.



- Staff should regularly scan the market for competition, and evaluate offerings, pricing strategies, and marketing tactics. This will help WCPARC stay competitive and relevant in the recreational landscape.

1.2.4 CORE PROGRAM RECOMMENDATIONS

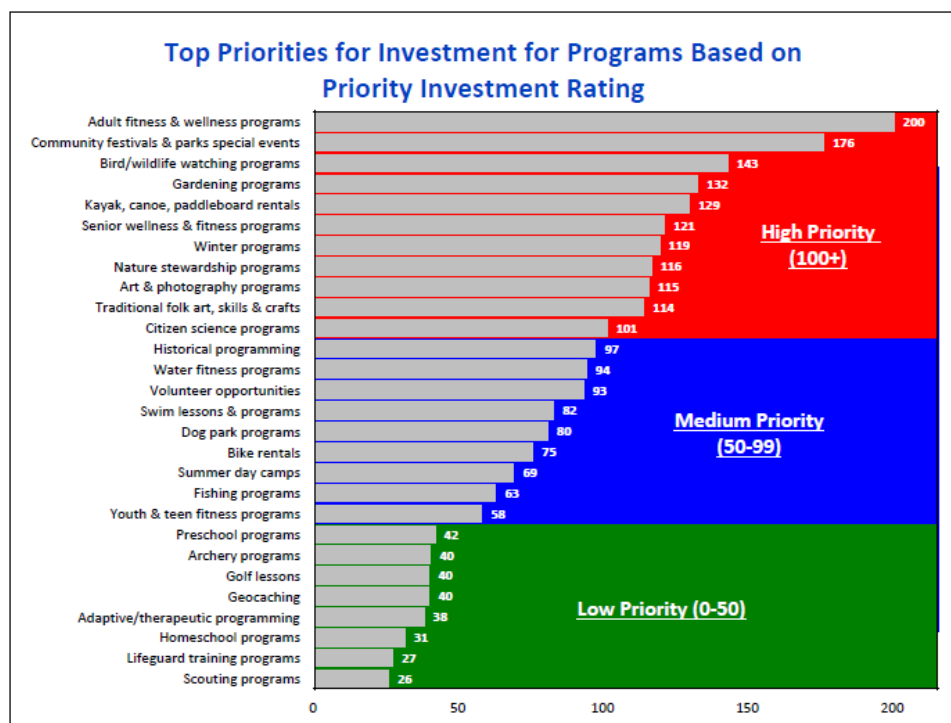
A statistically valid community needs assessment was administered in the winter months of 2024 that identifies priorities with facilities and programming. To ensure a statistically significant number, the survey was distributed at random across seven geographic sub areas of the County. A total of 672 surveys were collected and the results were weighted to the population of each sub area.

According to the survey responses, 20 percent of respondents have participated in WCPARC programs in the last year and over half of that number participated in two to three programs. Ninety-six percent of respondents rated the quality of WCPARC's programs as either good or excellent. The top three reasons that respondents say they choose to participate are because of the reasonable cost, location of the facility, and family or friends also participate in the programs. Some of the barriers to participation include not knowing what is being offered, no time to participate, inconvenient program times, and the distance from residence.

Three program areas stand out from the survey responses as those with the highest number of households that have unmet needs including Adult Fitness and Wellness, Community Festivals and Special Events, and Winter Programs.

The program areas that are most important to respondents include Adult Fitness and Wellness; Community Festivals and Special Events; Bird and Wildlife Watching; and Kayak, Canoe, or Paddleboard Rentals. Senior Wellness and Fitness and Gardening Programs closely followed the top four.

Figure 1 shows the top priorities for investment that equally weighs the importance that residents place on programs and how many residents have unmet needs for the program. Adult Fitness and Wellness and Community Festivals and Special Events stand out as the top two program areas that residents feel are most needed within the park system.



EQUITABLE PROGRAM AND FACILITY ACCESS

WCPARC seeks to ensure that all members of the community can participate in wellness programs and activities, regardless of their financial circumstances. Establishing a scholarship fund for discounted recreational programming and facility access can significantly enhance equity in recreation offerings for the Washtenaw County community.

Leveraging the resources of a non-profit such as a potential partnership with the Ann Arbor Area Community Foundation or establishing a Park Foundation can create a conduit for community support and philanthropic endeavors. WCPARC can tap into resources beyond its operational budget. A foundation can spearhead fundraising efforts, seeking donations from local businesses, individuals, and organizations committed to promoting wellness and community inclusivity. These contributions can be restricted funds specifically for a scholarship fund, ensuring that financial barriers do not hinder access to WCPARC offerings. Additionally, the foundation can manage the allocation and distribution of scholarships, ensuring transparency and fairness in the selection process.

A scholarship and revenue policy is being created as a part of the overall master planning process. The policy should outline eligibility criteria, application procedures, and selection criteria as well as how pricing differentials are established for various programs and services. The policy should align with WCPARC's mission as well as current financial policies. Transparency and accountability in the administration of the scholarship program can be achieved through clear guidelines for fund allocation, selection processes, and regular reporting to the community on the impact of the scholarship and how funds are being utilized. The policy should also be regularly reviewed and updated to be concurrent with changing demographics.

Lastly, WCPARC should consider including the following measures in the policy to address inequities:

- Identify specific populations in the county through demographic data to understand their needs and financial barriers. Where appropriate, tailor scholarship programming to specific populations such as youth, seniors, as well as low-income families.
- Provide income-based discounted rates for residents facing financial limitations. U.S. Federal Poverty Guidelines can be used to determine the appropriate percentage of fee discounts.
- Provide fee waivers or exemptions (full or partial) for services for low-income residents.
- Offer alternative payment options and alternative payment methods to accommodate different financial circumstances.
- Implement community outreach and education with residents to raise awareness of available programs and services and help with accessing services.
- Ensure that measures are installed to guarantee the confidentiality for all applicant information.

1.3 PROGRAM STRATEGY ANALYSIS

1.3.1 AGE SEGMENT ANALYSIS

Figure 2 below depicts each core program area and the most prominent age segments they serve. Recognizing that many core program areas serve multiple age segments, Primary (noted with a 'P') and Secondary (noted with an 'S') markets are identified.

For this report, an Age Segment Analysis was completed by core program area, exhibiting an over-arching view of the age segments served by different program areas, and displaying any gaps in segments served. It is also useful to perform an Age Segment Analysis by individual programs, to gain a more nuanced view of the data. Based on the age demographics of Washtenaw County, current programs are closely aligned with the



community's age profile. Through its parks and current facilities, WCPARC offers a wide array of opportunities for all age segments.

The age segments of 55-74 and 75+ project a steady increase, while the age segments of 35-54 and 18-34 show a steady decrease over the next 15 years. Based on aging trends, it is recommended that WCPARC and/or their partnering organizations continue introducing new programs to the older adult segments to address any potential unmet needs. The Meri Lou Murray Recreation Center should forecast resource needs for expansion of programming for active adults within the Fitness and Wellness core program area and consider adding another core program area specifically for active adults and seniors.

Staff should continue to monitor demographic shifts and program offerings to ensure that the needs of each age group are being met. It is best practice to establish a program plan for each program or activity that identifies what age segment(s) to target, establishes the right type of message and desired program outcome(s), which marketing method(s) to use, and determines what to measure for success before allocating resources towards a particular effort.

Age Segment Analysis								
Core Program Area	Preschool (5 and Under)	Elementary (6-12)	Teens (13-17)	Adult (18-34)	Adult (35-50)	Adult (51- 69)	Senior (70+)	All Ages Programs
Aquatics	S	P	P	P	P	P	P	S
Camps		P	S	S				
Cultural Interpretation & Enrichment		S		P	P	P	P	S
Fitness & Wellness			S	P	P	P	P	
Nature Education		P		P	P	P	P	S
Special Events	S	S	S	S	S	S	S	P



1.3.2 PROGRAM LIFECYCLE

A program lifecycle analysis involves reviewing each program offered by WCPARC to determine the stage of growth or decline for each. This informs strategic decisions about the overall mix of programs managed by WCPARC to ensure that an appropriate number of programs are “fresh” and that few programs, if any, need to be discontinued. This analysis is not based on strict quantitative data, but rather, is based on staff members’ knowledge of their programs. **Figure 3** shows the percentage distribution of the various lifecycle categories of the WCPARC’s programs. These percentages were obtained by comparing the number of programs in each individual stage with the total number of programs listed by staff members.

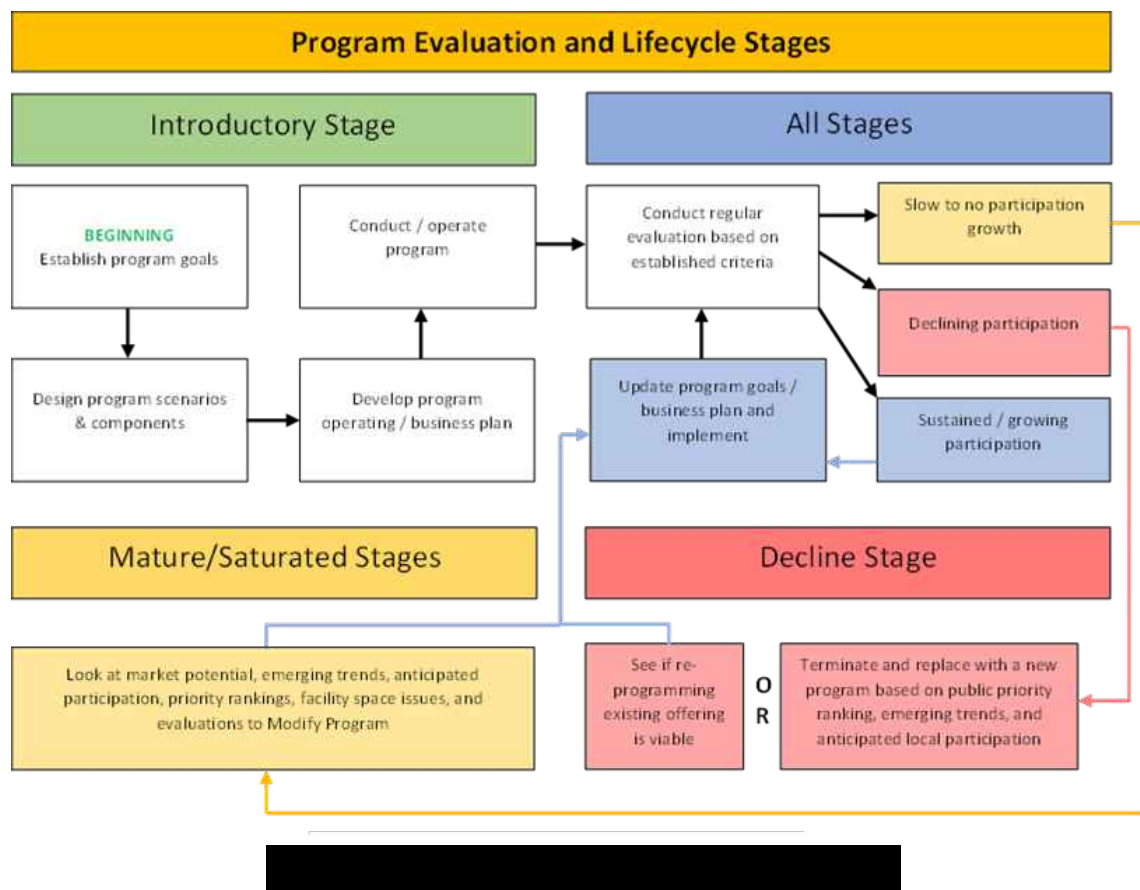
Lifecycle Analysis				
Stages	Description	Actual Programs Distribution		Recommended Distribution
Introduction	New Programs; modest participation	18%	61%	50%-60% Total
Take-Off	Rapid participation growth	14%		
Growth	Moderate, but consistent participation growth	29%		
Mature	Slow participation growth	27%	27%	40%
Saturated	Minimal to no participation growth; extreme competition	5%	9%	0%-10% Total
Decline	Declining participation	4%		
No-Go	Cancelled programs	3%		



It is recommended to have fifty to sixty percent of all programs within the beginning stages because it provides WCPARC with an avenue to energize its programmatic offerings. These stages ensure the pipeline for new programs is there prior to programs transitioning into the Mature stage. Currently, sixty one percent of WCPARC's programs fall within the beginning stages. WCPARC's population growth percentage is below the national average but is still anticipated to increase over the next 15 years. Staff should anticipate resource needs to accommodate additional programming demands from the community during this time, particularly for active adults and seniors.

According to staff, twenty seven percent of all program offerings fall into the Mature Stage. This stage anchors a program portfolio, and it is recommended to have forty percent of programs within the Mature category to achieve a stable foundation. It is expected that this percentage will grow soon as the large number of programs in the beginning stage transition matures over time.

Additionally, nine percent of programs are identified as Saturated or Declining. It is a natural progression for programs to eventually evolve into saturation and decline stages. However, if programs reach these stages rapidly, it could be an indication that the quality of the programs does not meet expectations, or there is not as much of a demand for the programs. As programs enter the Decline Stage, they must be closely reviewed and evaluated for repositioning or elimination. When this occurs, WCPARC should modify these programs to begin a new lifecycle within the Introductory Stage or replace the existing programs with innovative programs based upon community needs and trends.





Lastly, staff indicated that four percent of programs were cancelled due to a variety of reasons including low participation.

COVID likely contributed to the current higher distribution of programs in the beginning stages and a lower percent of programs in the mature stage due to reduced or cancelled programming during COVID and the restart of programs post COVID. As the post COVID environment stabilizes it will be important for staff to closely monitor programs to ensure they are meeting post-COVID program demand changes.

Staff should complete a Program Lifecycle Analysis on an annual basis and ensure that the percentage distribution closely aligns with desired performance. Furthermore, WCPARC could include annual performance measures for each core program area to track participation growth, customer retention, and percentage of new programs as an incentive for innovation and alignment with community trends.

1.3.3 PROGRAM CLASSIFICATION

Conducting a classification of services analysis informs how each program serves the overall organization mission, the goals and objectives of each core program area, and how the program should be funded with tax dollars and/or user fees and charges. Where a program or service is classified depends upon alignment with the organizational mission, how the public perceives a program, legal mandates, financial sustainability, personal benefit, competition in the marketplace, and access by participants. Program classifications can also help to determine the most appropriate management, funding, and marketing strategies.

With assistance from staff, a classification of programs and services was conducted for all the recreation programs offered by WCPARC. The results presented in **Figure 5** represent the current classification distribution of recreation program services. Programs should be assigned cost recovery goal ranges, through a WCPARC pricing policy, for the different classifications or core program areas.

Program Classification			
Factors	Essential	Important	Value-Added
Public interest; Legal Mandate; Mission Alignment	High public expectation	High public expectation	High individual and interest group expectation
Financial Sustainability	Free, nominal or fee tailored to public needs, Requires public funding	Fees cover some direct costs, Requires a balance of public funding and a cost recovery target	Fees cover most direct and indirect costs, Some public funding as appropriate
Benefits (health, safety, protection of assets, etc.)	Substantial public benefit (negative consequence if not provided)	Public and individual benefit	Primarily individual benefit
Competition in the Market	Limited or no alternative providers	Alternative providers unable to meet demand or need	Alternative providers readily available
Access	Open access by all	Open access Limited access to specific users	Limited access to specific users
Best Practice Cost Recovery Goal	0 - 50%	50% - 75%	75% - 100%+
WCPARC Program Distribution <i>No recommended program distribution, varies by agency.</i>	28%	25%	47%



1.3.4 PROGRAM STRATEGY RECOMMENDATIONS

In general, WCPARC program staff should continue the cycle of evaluating programs on both individual merit as well as the overall program mix. This can be completed at one time on an annual basis, or in batches at key seasonal points of the year, ensuring that each program is checked once per year. The following tools and strategies can help facilitate this evaluation process:

PROGRAM DEVELOPMENT AND RESOURCE GUIDE

A Program Development and Resource Guide that outlines a consistent program development process can assist programming staff. This includes a worksheet that staff would fill out when proposing a new program or updating a current program. The worksheet outlines critical program details including projected expenses that are used to establish the program fee. The worksheet also asks for information related to program outcomes, marketing tactics, and whether a similar program is offered elsewhere within the community.

Also, as a part of the program development process, WCPARC should consider comparing planned programs and prioritizing resources using additional data points, such as potential partnership or sponsorship opportunities, market competition, and the program's priority investment ranking from the community needs assessment survey. This additional analysis will help staff make an informed, objective case for the public when a program that is in decline, but beloved by a few, is retired. A strong case is made for resources to be allocated to the program/service if it has a high priority ranking, appropriate cost recovery, good age segment appeal, good partnership potential, and strong market conditions.

MINI BUSINESS PLANS

Mini Business Plans (2-3 pages) can evaluate each core program area on an annual basis documenting the outcomes desired for participants, cost recovery, percentage of the market, business controls, Cost-of-Service, pricing strategy, and marketing strategies for the next year that are to be implemented. If developed annually and consistently, they can be effective tools for budget construction and justification processes in addition to marketing and communication tools.

MACMILLAN MATRIX

Washtenaw County has many leisure and recreation opportunities available to residents offered by WCPARC and other providers in the local government, non-profit, and private sectors. With limited resources, WCPARC cannot realistically provide all recreation opportunities at a high level. Leadership should continuously assess its services to ensure they are not duplicating a program or activity that is already addressing a need in the community. The MacMillan Matrix (**Figure 6**) is a tool that can help staff determine if specific program areas are the right strategic investment for WCPARC.

Essentially, the matrix facilitates a decision making process that aligns future programming with WCPARC's core mission and abilities through its available staff and financial resources. The process can help staff identify new program opportunities, analyze the surrounding market, internally evaluate the strengths and weaknesses of delivering a specific program, and, ultimately, inform leadership on strategic investments that should be made in specific services. This exercise can also identify other potential providers within the community that can provide support in offering the service to the community if it falls outside the scope and capabilities of WCPARC.



MacMillan Matrix		High Program Attractiveness		Low Program Attractiveness	
		Other organizations cover this.	Few other organizations cover this.	Other organizations cover this.	Few other organizations cover this.
Good Fit With Mission and Abilities	Strong Competitive Position	Affirm this program and negotiate functions with other organizations.	Grow in order to provide this service to the community.	Collaborate to share the load or help to find resources.	"Soul of the Organization" - find support for this or limit its scope.
	Weak Competitive Position	Give this away quickly.	Decide with other organizations who should do this.	Give this to other organizations, supportively.	Collaborate to share the load or give it away.
Poor Fit With Mission and Abilities		Give this away quickly.		Give this away systematically.	



1.4 COST RECOVERY

1.4.1 PRICING STRATEGIES

Pricing strategies are one mechanism agencies can use to influence cost recovery. Overall, the degree to which WCPARC uses various pricing strategies is consistent. Pricing tactics used most consistently by staff include regularly assessing market rate, ensuring rates achieve cost recovery goals, rates associated with age segments, and determining the customer's ability to pay. **Figure 7** below details various pricing methods currently in place as well as additional strategies that could be implemented over time.

Core Program Area	Age Segment	Family/ Household Status	Residency	Weekday/ Weekend	Prime / Non- Prime Time	Group Discounts	By Location	By Competition (Market Rate)	By Cost Recovery Goals	By Customer's Ability to Pay
Aquatics	X							X	X	X
Camps		X					X	X		X
Cultural Interpretation & Enrichment	X		X					X	X	X
Fitness & Wellness	X		X			X	X	X	X	X
Nature Education			X							X
Special Events	X	X					X	X	X	

Median household income for Washtenaw County is well above state and national averages but there are areas of Washtenaw County that dip below income level averages that WCPARC will need to be mindful of as the agency looks to expand its programming reach. WCPARC should regularly analyze the socioeconomics of the communities it serves when pricing services and establishing cost recovery goals.

Moving forward, WCPARC should consider researching any untapped pricing strategies and the impact they could have on cost recovery goals. For instance, WCPARC could enhance their marketing budget by adding a marketing fee for those value-added programs that require more extensive promotions. WCPARC should also determine the appropriate ways to increase accessibility to programming as previously outlined in section 1.2.4.

Also, differential pricing such as weekday/weekend and prime time/non-prime time pricing could help alleviate facility capacity concerns by distributing usage more evenly throughout the week. Staff could incentivize usage during off-peak times with lower prices and maximize revenue generation during periods of high demand.

1.4.2 COST OF SERVICE

Cost recovery targets should at least be identified for each core program area at a minimum, and for specific programs or events when realistic. The previously identified core program areas would serve as an effective breakdown for tracking cost recovery metrics including administrative costs. Theoretically, staff should review how programs are grouped for similar cost recovery and subsidy goals to determine if current practices still meet management outcomes.

Determining cost recovery performance and using it to make informed pricing decisions involves a three-step process:

1. Classify all programs and services based on the public or private benefit they provide (as completed in the previous section).
2. Conduct a Cost-of-Service Analysis to calculate the full cost of each program.
3. Establish a cost recovery percentage, through WCPARC policy, for each program or program type based on the outcomes of the previous two steps and adjust program prices accordingly.

The following section provides more details on steps 2 & 3.

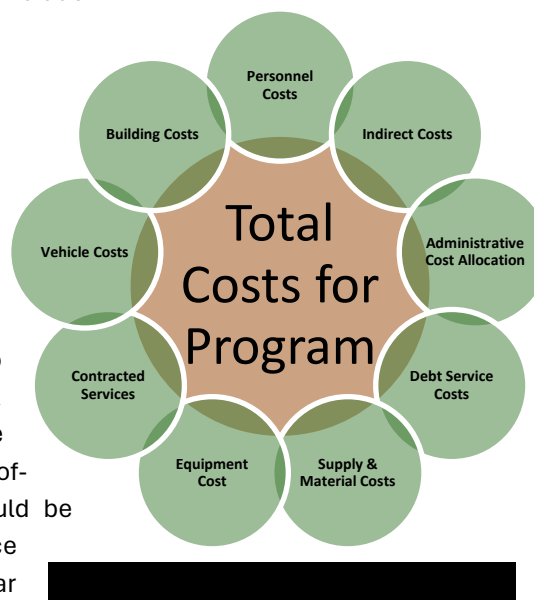
UNDERSTANDING THE FULL COST OF SERVICE

To develop specific cost recovery targets, full cost of accounting needs to be created for each class or program that accurately calculates direct and indirect costs. Cost recovery goals are established once these numbers are in place, and WCPARC's program staff should be trained on this process. A Cost-of-Service Analysis should be conducted on each program, or program type, that accurately calculates direct (i.e., program-specific) and indirect (i.e., comprehensive, including administrative overhead) costs. Completing a Cost-of-Service Analysis not only helps determine the true and full cost of offering a program, but it also provides information that can be used to price programs based upon accurate delivery costs. **Figure 8** illustrates the common types of costs that must be accounted for in a Cost-of-Service Analysis.

The methodology for determining the total Cost-of-Service involves calculating the total cost for the activity, program, or service, then calculating the total revenue earned for that activity. Costs (and revenue) can also be derived on a per unit basis. Program or activity units may include:

- Number of participants
- Number of tasks performed
- Number of consumable units
- Number of service calls
- Number of events
- Required time for offering program/service

Agencies use Cost-of-Service Analysis to determine what financial resources are required to provide specific programs at specific levels of service. Results are used to determine and track cost recovery as well as to benchmark different programs provided by WCPARC between one another. Cost recovery goals are established once Cost-of-Service totals have been calculated. Program staff should be trained in the process of conducting a Cost-of-Service Analysis and the process should be undertaken on a regular basis.



1.4.3 COST RECOVERY GOALS

WCPARC has indicated that most core program areas have cost recovery goals. Nature Education and general Cultural Interpretation and Enrichment outside of the Michigan Folk School programming do not have cost recovery goals as most programs fall within the Essential category and are free. Additionally, Specialty Camps also fall within the Essential category and recover only partial expenses without a cost recovery goal. **Figure 9** outlines WCPARC cost recovery goals and actuals for each core program area.

Cost Recovery Goals by Core Program Area			
Core Program Area	Current Cost Recovery Goal Percentage	Actual Cost Recovery Achieved	Best Practice Direct and Indirect Cost Recovery Goal (%)
Aquatics	100%	100%	50-100%
Fitness & Wellness	75-100%	25-75%	75-100%
Camps - Special	0%	15%	0-50%
Camps - Standard	100%	100%	100%
Cultural Interpretation & Enrichment	0%	0%	0-50%
Cultural Interpretation & Enrichment - MFS	100%	69%	75-100%
Nature Education	0%	0%	0-50%
Special Events	100%	80-100%	50-100%

1.5 MARKETING, VOLUNTEERS, AND PARTNERSHIPS

1.5.1 RECREATION MARKETING AND COMMUNICATION RECOMMENDATIONS

Effective communication strategies require striking an appropriate balance between the content with the volume of messaging, while utilizing the “right” methods of delivery. WCPARC utilizes many of the traditional delivery methods for promoting programs. However, it is imperative to continue updating the marketing strategy annually to provide information for community needs, demographics, and recreation trends. Successful strategies will help WCPARC effectively share the impact it has on the community, enhance programming and partnerships, and ultimately build a stronger connection with current and future customers.

WEBSITE

The WCPARC website (<https://www.washtenaw.org/288/Parks-Recreation>) has several features that highlight the parks, facilities, and programming of WCPARC. The website and online registration site are mobile responsive, which is critical for today’s user. However, staff have indicated that the current program registration software is not user friendly. The very top of the page has links to Commission information such as links to WCPARC social media channels and drop-down menus for more information on parks, facilities, programs and Commission administration.

Below are additional links that provide the user access to the WCPARC Park Finder, Newsletter, Job and Volunteer Opportunities, Calendar, and online registration and facility reservation software. The rest of the page contains relevant news and announcements on Commission happenings.

As WCPARC looks to make future enhancements to the website and user experience, staff should consider implementing new technology to assist with inclusionary improvements. Here are some additional website-based resources available to assist with this practice:



- Incorporate the National Recreation and Park Association's Equity Guide in all verbal, visual and written communication on the website and beyond (<https://www.nrpa.org/our-work/Three-Pillars/equity/equity-language-guide/>).
- A full list of website accessibility basics can be found at <https://www.usability.gov/what-and-why/accessibility.html>.

SOCIAL MEDIA

Social media strategies play a critical role in telling the story of a park and recreation agency and system. The right content can increase program participation and overall community awareness of WCPARC services. WCPARC currently uses several platforms to promote programs and events, update the community on park planning efforts, and highlight staff and volunteer initiatives.

WCPARC should continue to focus on high-quality photos and videos that highlight their parks, facilities, programs, and their users. WCPARC should consider online events and challenges, live remotes at events, and partnerships with local influencers to drive more traffic to its social media channels. Additionally, maintaining a consistent posting schedule can ensure that fresh content is always being pushed out to the community.

A periodic social media audit is recommended to provide WCPARC with a sound understanding on how social media impacts its programming, they are engaging with their audiences, and effective the platforms are at raising awareness of their services.

There are several components and benefits to a social media audit that are highlighted below.

- Take inventory of the platforms that are in use and whether you need them by developing Key Performance Indicators.
- Define goals for each platform to ensure multiple platforms are not pushing out the same type of content.
- Ensure branding and messaging are consistent across all platforms.
- Understand how to use social media analytics to determine where your social media traffic is coming from. Google analytics is another tool to inform WCPARC about website and social media users.
- Understand the demographics and preferences on content type of WCPARC social media followers and tailor the messaging to the right audience.
- Identify the top performing social media posts and build on this success with future social media campaigns.

PROGRAM GUIDE

WCPARC publishes a seasonal program guide in digital format linked from their homepage. The guide contains links throughout to facility and program details, including the registration software. While publishing, printing, and mailing a program guide to all residents can be cost prohibitive, WCPARC should consider a quarterly postcard or on-page newsletter mailing that could highlight larger community events or low-cost activities that might help promote services to seniors and low income residents that may not have consistent access to the online program guide.

MARKETING PLAN

The best practice is to have a specific recreation marketing plan that is in line with WCPARC goals and objectives in communications. A marketing plan must be built upon and integrated with supporting plans and directly coordinate with organization vision and priorities. In some instances, a specific plan for core program areas would help better define strategies and tactics that would best fit that program areas target demographic. The plan should also provide specific guidance as to how WCPARC's identity and brand is to be

consistently portrayed across the multiple methods and deliverables used for communication. Below are the essential pieces to an effective marketing plan:

- Know the audience: Understand the community demographics and who WCPARC is trying to reach along with their needs and interests and how they will best receive messaging. WCPARC should also regularly assess the unmet needs or gaps in recreation services throughout the community.
- Define the goals that will drive specific marketing strategies: Some goals can include increasing program participation, boosting WCPARC brand awareness, or improving community engagement for more informed decision making.
- Create the right message: Focus on the benefits and positive outcomes of the program. Emphasize the factors that make the program or service stand out from others in the community.
- Use the right tools and channels: Depending on the demographic and area, some channels may not resonate with community members. For instance, traditional media can reach a wider audience, but it may not be the main source for WCPARC's target market. Additionally, partnerships with other community organizations can help WCPARC get messaging to the right audience by sharing resources. By ensuring the right method is used, WCPARC will maximize resources for marketing and communications and see positive results with engagement.
- Monitor goals and strategies regularly: WCPARC should build in methods to measure the impact of the marketing plan and specific strategies to ensure necessary adjustments can be made with communications.

MARKETING TRAINING

Educating program staff on marketing principles can lead to increased awareness of services and overall participation, a stronger connection with the community, and enhanced program partnerships. Simply put, marketing training empowers program staff to take more ownership over their programs.

1.5.2 RECREATION PROGRAM PARTNERSHIPS

Partnerships can play an important role in supporting the facilitation of programs and sponsorships of community events. Tracking partnerships can demonstrate WCPARC's ability to leverage resources within the community. In many instances, partnerships can be inequitable to a public Commission and do not produce reasonable shared benefits between parties. It is not suggested that WCPARC's existing partnerships are inequitable; rather, in general many parks and recreation agencies' partnerships tend to be one-sided.

Parts of WCPARC maintain a database of partner organizations, have a formal partnership policy requiring a written agreement, and track measurable outcomes for each partnership, according to staff feedback. It is recommended that the leadership expand these policies and procedures to be consistent throughout the rest of the department.

ESTABLISH FORMAL PARTNERSHIP POLICIES AND AGREEMENTS

Following the best practice, WCPARC should create a partnership policy and agreements which are tailored to the different types of partnerships WCPARC encounters. Additionally, begin tracking potential partners in the community and begin identifying measurable outcomes for each partnership and track these metrics annually. Appendix B contains more information on creating successful, equitable partnerships.



The following recommended policy criteria will promote fairness and equity within existing and future partnerships while helping staff to manage potential internal and external conflicts. Partnership principles for existing and future partnerships will maximize their effectiveness. These partnership principles are as follows:

- All partnerships require a working agreement with measurable outcomes and will be evaluated on a regular basis. This should include reports to WCPARC on the performance and outcomes of the partnership including an annual review to determine renewal potential.
- All partnerships should track costs associated with the partnership investment to demonstrate the shared level of equity.
- All partnerships should maintain a culture that focuses on collaborative planning on a regular basis, regular communications, and annual reporting on performance and outcomes to determine renewal potential and opportunities to strengthen the partnership.

Additional partnerships can be pursued and developed with other public entities such as neighboring towns/cities, colleges and universities, state or federal agencies, non-for-profit organizations, as well as with private or for-profit organizations. There are recommended standard policies and practices that will apply to any partnership, and those that are unique to relationships with private, for-profit entities.

1.5.3 RECREATION VOLUNTEERS

Today's realities require most public parks and recreation organizations to seek productive and meaningful partnerships with both community organizations and individuals to deliver quality and seamless services to their residents. These relationships should be mutually beneficial to each party to better meet overall community needs and expand the positive impact of WCPARC's mission. Effective partnerships and meaningful volunteerism are key strategy areas for WCPARC to meet the needs of the community in the years to come.

CURRENT VOLUNTEER MANAGEMENT

Over the past few years, WCPARC has invested time and resources into expanding its volunteer program to create more awareness of opportunities and a better overall experience for the volunteer. Late in 2022, WCPARC hired a Volunteer Coordinator to focus on bringing new life into the department's volunteer efforts. These efforts produced growth with WCPARC's horticulture and stewardship volunteer programs. More is to come with volunteer opportunities being added to community events and for the Parker Mill Docent program to assist with public tours and facility operations.

WCPARC also added volunteer recognition through a fall appreciation event. WCPARC currently has a formal volunteer policy and tracks the number of individual volunteers and volunteer hours annually. Appendix B has more details on best practices for volunteer management that WCPARC leadership should consider for future enhancements to volunteer programming.

1.6 ANCILLARY SERVICES

Ancillary services refer to additional or supplementary services that support and enhance the primary recreational offerings. These services are typically aimed at improving the overall experience for participants and may encompass a variety of functions beyond the core recreational activities. Regularly evaluating ancillary services enables parks and recreation agencies to optimize their offerings, enhance visitor experiences, and better serve the needs of the community. WCPARC has a wide variety of ancillary services throughout their park system that are highlighted below.

1.6.1 PIERCE LAKE GOLF COURSE

Pierce Lake is an 18-hole championship golf course that offers golfers of all skill levels a challenging experience. The course includes a full-service clubhouse with retail and amenities. Season passes include Twilight (\$500-\$1000), Weekend (\$900-\$1,100), Club (\$1,400 - \$1,700), and Premium (\$1,800-\$2,100). Rates, including the golf cart, at the time of the analysis ranged from \$28 for Seniors playing nine holes to \$40 for 18 holes.

Pierce Lake has seen a 19 percent increase in total participation and a 14 percent increase in total revenue from greens fees over a three year period. This increase should be anticipated to continue as Washtenaw County is above the national average in ESRI's Market Potential Index for golf. Participation in golf has been on an upward trajectory over the last five years nationwide, increasing more than seven percent.

However, revenue from golf carts and rentals has fallen 23 percent over the last three years. Although it increased 4.7 percent from FY 2022 to FY 2023.

Lastly, retail revenue has increased significantly over the last three years by 339 percent. This is due to the large discounts that were provided prior to FY 2022.

Ancillary Services				
Services	FY 21	FY 22	FY 23	Difference (%)
Pierce Lake Golf Course (PLGC) - Greens Fees				
Total Participation	24,887	26,664	29,660	19%
Revenue	\$ 646,875.00	\$ 696,245.00	\$ 739,361.00	14%
PLGC - Carts/Rentals				
Total Participation	20,423	18,850	19,436	-5.00%
Revenue	\$ 143,841.00	\$ 105,237.00	\$ 110,271.00	-23.00%
PLGC - Retail				
Total Participation	52,567	52,123	56,325	7.00%
Revenue	\$ 47,233.00	\$ 190,921.00	\$ 207,293.00	339.00%

1.6.2 INDEPENDENCE LAKE COUNTY PARK

Independence Lake County Park is a popular spot for outdoor recreation in Washtenaw County. Spanning over 400 acres, the park offers a variety of activities for visitors throughout the year.

The park offers several water activities including swimming, fishing, and boating. Visitors can rent paddleboats, rowboats, and canoes or launch their own boat. Blue Heron Bay also offers water play opportunities through a spray park.



Independence Lake offers several shelters or pavilions and a meeting room for rent. In the winter, the park offers groomed cross-country ski trails and ice fishing opportunities on the lake. Lastly, the park also features a 24-hole disc golf course, Red Hawk Disc Golf Course.

Some key points that come from Independence Lake use and revenue data include:

- Total vehicle gate revenue is down seven percent over the past three years but increased three percent from FY 2022 to FY 2023.
- Concession and miscellaneous revenues have remained level over the past three years despite dipping in FY 2022. However, total transactions have steadily decreased by 28 percent over the past three years. WCPARC leadership should consistently evaluate the products offered at the Blue Heron Bay snack bar to ensure they are meeting customer expectations. Also, a cost benefit analysis should be performed to assess whether it makes sense for a third party to take over operations of the snack bar.
- Facility rental revenue has steadily increased by 31 percent over the past three years.
- Blue Heron Bay Spray Park had several mechanical failures in FY 2021 but has bounced back showing a 217 percent increase in visitors and 198 percent increase in total revenue through FY 2023.

Ancillary Services				
Services	FY 21	FY 22	FY 23	Difference (%)
Independence Lake (IL) - Vehicle Gate				
Total Participation	16,499	14,628	15,680	-5.00%
Revenue	\$ 170,372.00	\$ 153,411.00	\$ 157,936.00	-7.00%
IL - Concession/Miscl.				
Total Participation	6,551	5,199	4,721	-28.00%
Revenue	\$ 15,012.00	\$ 10,731.00	\$ 15,008.00	0.00%
IL - Facility Rentals				
Total Participation	119	Unknown	138	16.00%
Revenue	\$ 12,510.00	\$ 15,960.00	\$ 16,335.00	31%
IL - Blue Heron Bay Spray Park Attendance				
Total Participation	6,735	15,371	21,320	217.00%
Revenue	\$ 27,672.00	\$ 72,766.00	\$ 82,464.00	198.00%

1.6.3 ROLLING HILLS COUNTY PARK

Rolling Hills County Park spans 439 acres and offers a diverse range of recreational activities for visitors throughout the year. Rolling Hills Water Park is a highlight of the park featuring a wave pool, lazy river, activity pool, and water slides. There are also many year-round outdoor recreation opportunities through a fishing pond, 18-hole disc golf course, mountain bike trails, and sledding and cross-country skiing in the winter. Facilities and amenities include several shelters and pavilions for rental, The Lodge, and The Treehouse.

Some observations from Rolling Hills County Park data include:

- Vehicle gate transactions have increased 70 percent since FY 2021 but decreased by five percent in FY 2023 from FY 2022 numbers. Revenue decreased by five percent in FY 2023, as well.

- Water Park attendance and revenue were significantly impacted by mechanical issues in FY 2021. Both rebounded in FY 2022 but took a smaller dip in FY 2023 with attendance decreasing by seven percent and revenue by three percent. This is most likely due to weather factors.
- Winter equipment rental and retail is also weather dependent. This area has decreased by 73% in transactions and 10% in revenue since FY 2021. WCPARC should reevaluate the visitor needs in this area to determine if they are getting the return on investment that WCPARC expects for this “value-added” service.

Ancillary Services				
Services	FY 21	FY 22	FY 23	Difference (%)
Rolling Hills Park (RH) - Vehicle Gate				
Total Participation	21,552	38,655	36,582	70.00%
Revenue	\$ 224,738.00	\$ 383,283.00	\$ 364,478.00	62.00%
RH - Water Park Attendance				
Total Participation	38,778	107,570	99,890	158.00%
Revenue	\$ 402,006.00	\$ 1,211,024.00	\$ 1,173,657.00	192.00%
RH - Winter Equipment Rental/Retail				
Total Participation	1,696	1,204	460	-73.00%
Revenue	\$ 5,088.00	\$ 6,020.00	\$ 4,600.00	-10.00%

1.6.4 MERI LOU MURRAY RECREATION CENTER

The Meri Lou Murray Recreation Center is a 51,000-square-foot facility with a comprehensive range of programs, activities, and amenities designed to help users reach their wellness goals.

The center offers a several fitness classes each week, including cardio, strength training, water aerobics, and more. Users can also enroll in specialized programs such as swimming lessons or summer day camps for children. The facility offers a variety of cardio and strength training equipment, an indoor lap pool, and walking/running track and gymnasium space.

- According to the data provided by staff, WCPARC is seeing a trend like indoor recreation centers nationwide as they bounce back from the pandemic shut down. Memberships have increased by 50 percent and their revenue by 115 percent since FY 2021. Daily drop-ins have increased substantially

Ancillary Services				
Services	FY 21	FY 22	FY 23	Difference (%)
Meri Lou Murray Recreation Center (MLMRC) - Memberships				
Total Participation	2,183	2,796	3,271	50.00%
Revenue	\$ 286,102.00	\$ 490,103.00	\$ 615,780.00	115.00%
MLMRC - Daily Entries				
Total Participation	1,546	8,110	13,331	762.00%
Revenue	\$ 13,844.00	\$ 70,728.00	\$ 112,766.00	714.00%
MLMRC - Recreation Programs				
Total Participation	18,749	25,363	28,350	51.00%
Revenue	\$ 80,179.00	\$ 171,690.00	\$ 213,520.00	166.00%



by 762 percent and their revenue by 714 percent since FY 2021. Lastly, participation and revenue have increased by 51 percent and 166 percent since FY 2021.

- WCPARC staff have experienced the challenges of keeping up with user demand while trying to offer additional activities over the last few years. WCPARC should continue to focus on addressing the high demand by ensuring that they are maximizing space during operational hours. A space utilization study can be performed to identify areas for improvement and optimize the center's functionality to meet community needs. An expansion or additional indoor recreation space will likely need to also be a consideration as the usage trends continue to increase.

1.6.5 VOLUNTEERS

Volunteering is a positive way to build community around common interests. However, many parks and recreation departments are struggling to reignite the volunteer base to pre-pandemic levels. WCPARC has invested time and resources into expanding its volunteer program to create more awareness of opportunities and a better overall experience for the volunteer. The efforts of the Volunteer Coordinator seem to be producing positive returns as volunteer hours have more than tripled in 2023 from 2021 and 2022's logged hours. Tracking the individual volunteers and the number of hours helps to identify cost containment measures implemented by WCPARC. The national value of a volunteer hour is then utilized to calculate the actual savings in salary expenditures that are being contributed to the park system. These numbers should continue to grow as WCPARC continues to be intentional about enhancing their volunteer experience and looks to add more volunteer opportunities in the future.

Ancillary Services				
Services	FY 21	FY 22	FY 23	Difference (%)
Volunteer Participation				
Total Participation (hours)	797	455	2,490	212.00%
Monetary Value of Volunteers per hour	\$ 22,595.00	\$ 13,718.00	\$ 79,182.00	250.00%

1.7 CONCLUSION

1.7.1 PROGRAM ASSESSMENT ANALYSIS

IMPLEMENTING BEST PRACTICES

WCPARC is committed to providing high-quality programs and services to the community. They gather feedback from participants, invest in staff training, conduct performance reviews, and update policies regularly. WCPARC also uses a program evaluation system to measure success and make improvements. Additionally, WCPARC has a formalized volunteer management program to supplement staff and promote advocacy for parks and recreation services.

Standardizing operating procedures will ensure consistent service quality. Tracking customer retention will help improve service delivery and keep customers engaged. Finally, building partnerships with businesses and organizations will bring in more resources and support WCPARC's mission.

COST ACCOUNTING

WCPARC can improve its financial strategy and service delivery by continuing to track and understand program costs, standardizing operating procedures across its divisions, tracking customer retention, and building partnerships. Analyzing costs will help them price programs competitively.

To set cost recovery goals, WCPARC needs to calculate the full cost of each program, including direct and indirect costs. Staff should be trained on cost-of-service analysis to accurately price programs and track their financial performance.

CORE PROGRAM AREAS

Core program areas are aligned well with community expectations, demographics, and participation trends. WCPARC should consider an additional core program area for active adults and seniors as this community age segment continues to grow and demand for programming will likely increase over the next several years.

SCHOLARSHIP AND REVENUE POLICY

WCPARC seeks to enhance the accessibility of its programming and to attract a more diverse audience. Establishing a scholarship fund for discounted recreational programming and facility access can significantly enhance equity in recreation offerings for the Washtenaw County community.

A scholarship and revenue policy is being created as a part of the overall master planning process. The policy should outline eligibility criteria, application procedures, and selection criteria as well as how pricing differentials are established for various programs and services. The policy should align with WCPARC's mission as well as current financial policies. Transparency and accountability in the administration of the scholarship program can be achieved through clear guidelines for fund allocation, selection processes, and regular reporting to the community on the impact of the scholarship and how funds are being utilized. The policy should also be regularly reviewed and updated to be concurrent with changing demographics.

Additionally, WCPARC uses various pricing strategies to recover costs, considering factors like market rates, age, and ability to pay. WCPARC should explore additional options like peak-time pricing and marketing fees that can be included in the scholarship and revenue policy.

PROGRAM EVALUATION

WCPARC can improve program evaluation by using a combination of tools. A program development guide with a worksheet for new programs and updates can help standardize the process. Mini business plans can be created annually to track program outcomes, costs, and marketing strategies. Finally, the MacMillan Matrix can be used to decide if a program aligns with WCPARC's mission and resources, considering factors like market competition and community needs.

COMMUNICATIONS

WCPARC uses a variety of communication methods to promote programs, including a website, social media, and a program guide. To improve their marketing, WCPARC should update their website with enhanced accessibility features, create a marketing plan with specific goals and target audiences for core program areas, and train staff on marketing principles.

PARTNERSHIP POLICY

Following best practices, WCPARC should develop tailored partnership policies and agreements for different types of partnerships encountered. This includes tracking potential partners in the community and identifying measurable outcomes for each partnership, with annual tracking of metrics. The recommended partnership principles emphasize the importance of working agreements with measurable outcomes, regular evaluation, and tracking of partnership costs to demonstrate shared equity. Additionally, fostering a culture of collaborative planning, communication, and annual reporting will strengthen partnerships and maximize their effectiveness. By implementing these policies consistently throughout the department, WCPARC can ensure fairness and accountability in all partnerships.



VOLUNTEERISM

Volunteerism plays a crucial role in enhancing the services offered by WCPARC to its residents. WCPARC has made strides in expanding its volunteer program and, looking forward, should continue to enhance its volunteer programming by considering best practices such as involving the Volunteer Coordinator in strategic initiatives, expanding its reward and recognition system, and tracking volunteer retention for various projects. WCPARC launched a new rewards and recognition program for volunteers, partners, and staff in November of 2023.

Most of WCPARC's volunteers currently fall within the episodic category, which means that they assist with a certain project or initiative without the expectation of returning for other responsibilities. WCPARC should continue to focus efforts on continuing to engage with these volunteers to understand their interests, offer opportunities for skill-building, and to determine whether the volunteers can bring value to other areas of the agency through cross-training.

ANCILLARY SERVICES

Ancillary services provided by WCPARC play a vital role in enhancing the overall visitor experience and meeting the diverse recreational needs of the community. Analysis of key ancillary services, such as those offered at Pierce Lake Golf Course, Independence Lake County Park, Rolling Hills County Park, and the Meri Lou Murray Recreation Center, reveals trends and insights that can inform strategic decision-making and improve service delivery.

Moving forward, WCPARC should continue to monitor and evaluate ancillary services to ensure they align with community needs and expectations. This may involve enhancing offerings, addressing operational challenges, and optimizing resource allocation to maximize the overall visitor experience and fulfill the department's mission. Additionally, conducting space utilization studies or creating facility or program specific business plans can help identify opportunities to improve operational efficiency and better serve the community.

CAPITAL IMPROVEMENTS

WCPARC needs to ensure they are addressing the facility maintenance, rehabilitation and capital investment (including expansion) needs of Independence Lake, Rolling Hills and Meri Lou Murray Recreation Center to ensure those facilities can fully operate to provide the programming and services the community wants.

An update to a previous space utilization study for the Meri Lou Murray Recreation Center can inform leadership on enhancements that can be made to optimize functionality and accommodate increasing demand for fitness and wellness programming in the community.

1.7.2 IMPLEMENTATION PLAN

The table below outlines important strategies and actions that should be considered as the consolidation is completed. The period for prioritizing these actions is as follows:

- S - Short term = 1-2 years
- M- Mid-Term = 3-5 years
- L- Long term = 5+ years
- S-M = Requires immediate action but will take several years to complete

Implementation Plan		
Strategy	Actions	Timeframe
Expand programming in core program areas to address future demand increase.	Develop additional fitness and wellness programs and community events.	S
	Develop additional programming for the older adult demographics.	S
Standardize program development policies and procedures across all divisions.	Develop a Program Development and Resource Guide that outlines a consistent program development process and provide other tools for programming success.	S
Create a consistent program and customer services evaluation process.	Enhance customer service training.	S
	Create standard procedures for quality assurance.	S
	Begin tracking customer key performance indicators such as satisfaction and retention rates for all programming.	S
Identify and initiate strategic partnerships to enhance programs and events.	Develop a commission partnership policy to ensure an equitable, measurable outcomes and return on investment for WCPARC.	S-M
Develop business plans for core program areas and key ancillary services.	Business plans should forecast capital and operational needs, create strategies for revenue enhancement, and establish standards for business, management, and operations.	S-M
Update space utilization study for the Meri Lou Murray Recreation Center.	The analysis should recommend enhancements to optimize functionality and accommodate increased demand for fitness and wellness programming in the community.	M
Develop or identify additional indoor, multi-functional space for increased demand in nature and fitness/wellness programming.	Implement capital improvements to accommodate increased demand in programming.	L



APPENDIX A: SIMILAR PROVIDERS

Comparative of Programming	Trails	Fitness Classes	Cultural Prog.	Summer Camps	Pool	Fitness Facility	Comm. programs	Outdoor Rec	Boat Livery	Camps	Nature Programs	Notes
Similar Providers												
Michigan DNR - Pinckney Recreation Area			x	x	x						x	Camping, hiking, art, fishing, etc.
Huron River Watershed Council											x	
River Raisin Watershed Council											x	
Hamburg Fitness Center & Camp		x		x						x		
Parkridge Community Center							x					At-risk youth programming; gym
Ypsilanti Senior Center		x					x					
Ann Arbor YMCA		x				x						
Livonia Kirksey Recreation Center		x			x	x		x				
Dexter/Chelsea Wellness Centers		x			x	x						
Canton Summit Recreation Center		x	x	x	x	x	x					
Whitmore Lake Community Rec & Ed		x		x	x		x		x	x		
Hudson Mill Metropark	x							x			x	
Skips Huron River Canoe Livery									x			
Kensington Metropark	x		x	x			x	x	x		x	
Hamburg Fitness Center & Camp		x			x					x		
Leslie Science & Nature Center	x										x	
Eddy Discovery Center	x										x	
Ypsilanti Community Schools (Grizzly Learning Camps)										x		
Matthaei Botanical Gardens	x										x	
Sierra Club Huron Valley											x	
Saline Area Schools		x										
Neighboring Parks & Recreation Departments												
Ann Arbor Parks and Recreation	x	x	x	x	x	x	x	x	x	x	x	
Saline Parks and Rec.	x	x	x	x	x	x	x	x		x	x	
Dexter Rec & Ed		x										
Chelsea Rec & Ed		x										
Pittsfield Township	x	x	x			x	x	x		x	x	

APPENDIX B: VOLUNTEER/PARTNERSHIP BEST PRACTICES & RECOMMENDATIONS

BEST PRACTICES IN VOLUNTEER MANAGEMENT

Some best practices that the WCPARC should be aware of include:

- Involve volunteers in cross-training to expose them to various organizational functions and increase their skill. This can also increase their utility, allowing for more flexibility in making work assignments, and can increase their appreciation and understanding of the WCPARC.
- Ensure a Volunteer Coordinator (a designated program staff member with volunteer management responsibility) and associated staff stay fully informed about the strategic direction of WCPARC overall, including strategic initiatives for all divisions. Periodically identify, evaluate, or revise specific tactics the volunteer services program should undertake to support the larger organizational mission.
- A key part of maintaining the desirability of volunteerism in WCPARC is developing a good reward and recognition system. The consultant team recommends using tactics like those found in frequent flier programs, wherein volunteers can use their volunteer hours to obtain early registration at programs, or discounted pricing at certain programs, rentals or events, or any other Commission function.
- Identify and summarize volunteer recognition policies in a Volunteer Policy document.
- Regularly update volunteer position descriptions. Include an overview of the volunteer position lifecycle in the Volunteer Manual, including the procedure for creating a new position.
- Add end-of-lifecycle process steps to the Volunteer Manual to ensure that there is formal documentation of resignation or termination of volunteers. Also include ways to monitor and track reasons for resignation/termination and perform exit interviews with outgoing volunteers when able.
- In addition to number of volunteers and volunteer hours, categorization and tracking volunteerism by type and extent of work, is important:
 - Regular volunteers: Those volunteers whose work is continuous, provided their work performance is satisfactory and there is a continuing need for their services.
 - Special event volunteers: Volunteers who help with a particular event with no expectation that they will return after the event is complete.
 - Episodic volunteers: Volunteers who help with a particular project type on a recurring or irregular basis with no expectation that they will return for other duties.
 - Volunteer interns: Volunteers who have committed to work for WCPARC to fulfill a specific higher-level educational learning requirement.
 - Community service volunteers: Volunteers who are volunteering over a specified period to fulfill a community service requirement.

WCPARC should encourage employees to volunteer in the community. Exposure of staff to the community in different roles (including those not related to parks and recreation) will raise awareness of WCPARC and its volunteer program. It also helps staff understand the role and expectations of a volunteer if they can experience it for themselves.

POLICY RECOMMENDATIONS FOR PUBLIC/PRIVATE PARTNERSHIPS

The recommended policies and practices for public/private partnerships that may include businesses, private groups, private associations, or individuals who desire to make a profit from use of the WCPARC's facilities or programs are detailed below. These can also apply to partnerships where a private party wishes to develop a facility on park property, to provide a service on publicly owned property, or who has a contract with WCPARC



to provide a task or service on WCPARC's behalf at public facilities. These unique partnership principles are as follows:

- Upon entering into an agreement with a private business, group, association or individual, the WCPARC staff and political leadership must recognize that they must allow the private entity to meet their financial objectives within reasonable parameters that protect the mission, goals and integrity of the WCPARC.
- As an outcome of the partnership, the WCPARC must receive a designated fee that may include a percentage of gross revenue dollars less sales tax on a regular basis, as outlined in the contract agreement.
- The working agreement of the partnership must establish a set of measurable outcomes to be achieved, as well as the tracking method of how those outcomes will be monitored by WCPARC. The outcomes will include standards of quality, financial reports, customer satisfaction, payments to WCPARC, and overall coordination with the WCPARC for the services rendered.
- Depending on the level of investment made by the private contractor, the partnership agreement can be limited to months, a year or multiple years.
- If applicable, the private contractor will provide a working management plan annually that they will follow to ensure the outcomes desired by the WCPARC. The management plan can and will be negotiated, if necessary. Monitoring the management plan will be the responsibility of both partners. WCPARC must allow the contractor to operate freely in their best interest, if the outcomes are achieved, and the terms of the partnership agreement are adhered to.
- The private contractor cannot lobby Commission advisory or governing boards for renewal of a contract. Any such action will be cause for termination. All negotiations must be with the WCPARC Director or their designee.
- WCPARC has the right to advertise for private contracted partnership services or negotiate on an individual basis with a bid process based on the professional level of the service to be provided.
- If conflicts arise between both partners, the highest-ranking officers from both sides will try to resolve the issue before going to each partner's legal counsels. If none can be achieved, the partnership shall be dissolved.

PARTNERSHIP OPPORTUNITIES

The WCPARC currently has a strong network of recreation program partners. Therefore, the following recommendations are both an overview of existing partnership opportunities available to the WCPARC, as well as a suggested approach to organizing partnership pursuits. This is not an exhaustive list of all potential partnerships that can be developed, but this list can be used as a reference tool for WCPARC to develop its own priorities in partnership development. The following five areas of focus are recommended:

1. **Operational Partners:** Other entities and organizations that can support the efforts of the WCPARC to maintain facilities and assets, promote amenities and park usage, support site needs, provide programs and events, and/or maintain the integrity of natural/cultural resources through in-kind labor, equipment, or materials. WCPARC currently partners with outside educators that have expertise with certain topics to co-lead programs with Naturalists. Co-leading programming can be accomplished with external experts or in-house with other divisions within WCPARC.
2. **Vendor Partners:** Service providers and/or contractors that can gain brand association and notoriety as a preferred vendor or supporter of the County or WCPARC in exchange for reduced rates, services, or some other agreed upon benefit.

3. Service Partners: Nonprofit organizations and/or friends' groups that support the efforts of WCPARC to provide programs and events, and/or serve specific constituents in the community collaboratively.
4. Co-Branding Partners: Private, for-profit organizations that can gain brand association and notoriety as a supporter of the WCPARC in exchange for sponsorship or co-branded programs, events, marketing and promotional campaigns, and/or advertising opportunities.
5. Resource Development Partners: A private, nonprofit organization with the primary purpose to leverage private sector resources, grants, other public funding opportunities, and resources from individuals and groups within the community to support the goals and objectives of WCPARC on mutually agreed strategic initiatives.

BEST PRACTICE FOR ALL PARTNERSHIPS

All partnerships developed and maintained by the WCPARC should adhere to common policy requirements. These include:

- Each partner will meet with or report to the WCPARC staff on a regular basis to plan and share activity-based costs and equity invested.
- Partners will establish measurable outcomes and work through key issues to focus on for the coming year to meet the desired outcomes.
- Each partner will focus on meeting a balance of equity agreed to and track investment costs accordingly.
- Measurable outcomes will be reviewed quarterly and shared with each partner, with adjustments made as needed.
- A working partnership agreement will be developed and monitored together on a quarterly or as-needed basis.
- Each partner will assign a liaison to serve each partnership Commission for communication and planning purposes.

Level of Service Standards

Current Inventory											Current LOS			Metrics			Recommended Standard			Current Needs		Funded and Approved CIP		5-Year Forecasted Needs						
Item	PUBLIC AGENCIES					OTHER SERVICE PROVIDERS					Total Inventory	Service Level Based on Current Population			NRPA Park Metrics Median Metric by Jurisdiction Type COUNTY			Survey Needs Assessment Priority	Recommended Service Levels for Study Area			Assessment	Additional Need	Projects		Total	Assessment	Additional Need		
	Washtenaw County	Natural Areas Preservation Program	Municipal & Metropolitan Authority Parks	State Parks	Total Public Agency Inventory	Private Recreation Centers				Total Other Service Provider Inventory																				
PARKLAND (Acres)																														
Mini Parks	1.00				1.00					-	1.00	0.00	acres per	1,000				0.00	acres per	1,000	Meets Standard	-	Acres				Meets Standard	-	Acres	
Neighborhood Parks	99.00				99.00					-	99.00	0.26	acres per	1,000				0.25	acres per	1,000	Meets Standard	-	Acres				Meets Standard	-	Acres	
Community Parks	12.00		5,748.00		5,760.00					-	5,760.00	15.38	acres per	1,000				15.50	acres per	1,000	Need Exists	46	Acres				Need Exists	61	Acres	
Regional Parks	1,418.00		1,708.00	41,840.00	44,966.00					-	44,966.00	120.04	acres per	1,000				115.75	acres per	1,000	Meets Standard	-	Acres				Meets Standard	-	Acres	
Special Use Parks	245.00				245.00					-	245.00	0.65	acres per	1,000				0.75	acres per	1,000	Need Exists	36	Acres				Need Exists	37	Acres	
Nature Preserves/Open Space	421.00	9,768.00			10,189.00					-	10,189.00	27.20	acres per	1,000				27.25	acres per	1,000	Need Exists	18	Acres				Need Exists	45	Acres	
Total Developed Park Acres	2,196.00	9,768.00	7,456.00	41,840.00	61,260.00	-		-	-	-	61,260.00	163.54	acres per	1,000				159.50	acres per	1,000	Meets Standard	-	Acres	-			Meets Standard	-	Acres	
Undeveloped Parks	-				-					-	-	-	acres per	1,000				0.00	acres per	1,000	Meets Standard	-	Acres				Meets Standard	-	Acres	
Total Park Acres	2,196.00	9,768.00	7,456.00	41,840.00	61,260.00	-		-	-	-	61,260.00	163.54	acres per	1,000	10.0	acres per	1,000	159.50	acres per	1,000	Meets Standard	-	Acres	-			Meets Standard	-	Acres	
TRAILS (Miles)																														
Paved Trails	44.80		-	-	44.80	-				-	44.80	0.12	miles per	1,000	33 miles of trails			High	0.25	miles per	1,000	Need Exists	49	Miles				Need Exists	49	Miles
Unpaved Trails	22.04			-	22.04	-				-	22.04	0.06	miles per	1,000				High	0.10	miles per	1,000	Need Exists	16	Miles				Need Exists	16	Miles
OUTDOOR FACILITIES																														
Picnic Shelter/Pavilion	25		-	-	25.00	-				-	25.00	1	site per	14,983				Medium	1	site per	12,000	Need Exists	6	Sites				Need Exists	6	Sites
Playgrounds	4		-	-	4.00	-				-	4.00	1	site per	93,647	1	site per	14,786	Medium	1	site per	2,500	Meets Standard		Sites				Need Exists	146	Sites
Dog Parks	1		4	-	5.00	-				-	5.00	1	site per	74,917	1	site per	137,580	Medium	1	site per	50,000	Need Exists	2	Sites				Need Exists	3	Sites
Splash Pad	1		-	-	1.00	-				-	1.00	1	site per	374,587				Medium	1	site per	100,000	Need Exists	3	Sites				Need Exists	3	Sites
Outdoor Waterpark	1		-	-	1.00	-				-	1.00	1	site per	374,587				Medium	1	site per	200,000	Need Exists	1	Sites				Need Exists	1	Sites
INDOOR RECREATION SPACE (Square Footage)																														
Indoor Recreation Space	25,000		-	-	25,000.00	498,196				498,196.00	523,196.00	1.40	SF per	person	1	site per	Community Center - 74,442 Recreation Center - 71,089	High	1.50	SF per	person	Need Exists	38,685	Sq. Ft.				Need Exists	40,135	Sq. Ft.
Indoor Aquatic Space	3,500		-	-	3,500.00	-				-	3,500.00	0.01	SF per	person	1	site per	200,000	High	0.50	SF per	person	Need Exists	183,794	Sq. Ft.				Need Exists	184,277	Sq. Ft.
2023 Estimated Population		374,587																												
2028 Estimated Population		375,554																												

Notes:
Schools and parks and recreation agencies throughout the County help to provide many of the unmet amenity needs for the community such as athletic fields, courts, and playgrounds.
Of the 41,840 acres of state parkland, 1,598 are located just outside County limits located within Maybury State Park (944 acres) and Walter J. Hayes State Park (654 acres).



Washtenaw County Parks and Recreation Commission

MEMORANDUM

To: Washtenaw County Parks and Recreation Commission
From: Coy P. Vaughn, Director
Date: June 11, 2024
Re: Wave Generator Replacement

Background

The existing wave generator system at Rolling Hills Water Park was designed and installed in 1991 by Aquatic Amusement Associates. As one of the main features for guests, it is vital the wave generator be operable to meet guests' expectations during their visits. Though systems such as this typically have a lifespan of 25-30 years, the current system is in its 34th year of operation. Aquatic Development Group (ADG is a conversion company from Aquatic Amusement Associates) visited the facility on May 29 to inspect the equipment.

Discussion

Over the last several years, the wave control panel has become less reliable, with staff having to implement short-term repairs to keep it running. Motor failures and overall system unreliability have become more and more common. ADG is the sole supplier of wave generator equipment in the United States, and have noted the following in their post-visit comprehensive report:

- Much of the system components exhibit the negative effects of long-term exposure to moisture and a chemically corrosive atmosphere.
- Since the (2) unit blowers operate at such a high RPM, it is a question of when, not if, an impeller may suffer a catastrophic failure.
- The stainless-steel valve doors are deformed with failed or failing seals and appear to be sluggish.
- The pneumatic actuator has failed with an inoperable door, resulting in underdeveloped waves.
- The pneumatic piping and components are showing negative effects of 34 years of use.
- Many of the motor control system components have become obsolete and are unavailable from any source, meaning failure of any component would render the system inoperable with no means for repair.
- The wave system, while functional, is at the end of its useful life and could be subject to failure at virtually any time. Given the age of the existing equipment and the importance of waves to the wave pool operation, it would be best to replace the system in its entirety.

Based on age, condition, and function, it is recommended for removal and replacement of the existing wave system in its entirety. The existing air compressor and fabricated steel ducting would remain as part of the new system.

Recommendation

Based on the age of the wave generator equipment, anticipated lifespan, and ADG findings, it is my recommendation the Commission approve the project to Aquatic Development Group for wave generator replacement in the amount of \$249,880. I also recommend authorizing a 10% contingency bringing the total contract amount to \$274,868.



Washtenaw County Parks and Recreation Commission

MEMORANDUM

TO: Washtenaw County Parks and Recreation Commission
FROM: Coy P. Vaughn, Director
DATE: June 11, 2024
RE: Recommendation for Fee Simple Sales Contract: Barnett Property – Northfield Township

Background

In 2012, several contiguous properties located in Northfield Township were nominated to the Washtenaw County Natural Areas Preservation Program (NAPP) as part of Round 12 for consideration of acquisition. The site visits identified a diverse landscape including upland woods, open fields, a significant portion of Lawton Lake and extensive wetlands. These parcels were subsequently purchased in 2013 and became what is now known as the Whitmore Lake Preserve. Since that time, the preserve continues to grow. In 2022 and earlier in 2023, two additions to Whitmore Lake Preserve were purchased, making Whitmore Lake Preserve one of our largest preserves at over 350 acres with 2.7 miles of trails. NAPP staff maintain a restored prairie in the preserve. Counters installed along the trail at the preserve in 2020 show that it is a popular destination, receiving hundreds of visits each month. Active volunteers on site maintain a little library along the main trail and have confirmed bobolinks and other birds of interest reside in the landscape.

Discussion

The approximate half-acre Barnett property currently under consideration is adjacent to the existing Whitmore Lake Preserve along the western border. The parcel is a residential lot along East Shore Drive and is a unique nomination to NAPP for consideration. Rather than the usual list of protected natural resources, the acquisition of this parcel is recommended for the potential to improve connectivity and accessibility to the preserve for the community along East Shore Drive. Described by Natural Areas Technical Advisory Committee (NATAC) as a community benefit, this parcel would provide a highly visible entrance to welcome visitors to the preserve.

The current public entrance is on the east side of the preserve along Seven Mile Road, a few miles from the community along East Shore Drive. Future development of this property could include a parking lot, trails, and ultimately a connection to the existing hiking trails within Whitmore Lake Preserve.

An appraisal was completed in May 2024, and determined the value for the fee simple acquisition is \$95,500. NATAC reviewed the appraisal at their May 2024 meeting. NATAC recognized the value of the site for public use but was hesitant on the price and recommended discussing a donation with the landowner. Staff approached the landowner who approved a donation of \$15,500 to reduce the cost of the parcel to \$80,000. NATAC met in June 2024 and recommended acquisition with the reduced price.

Recommendation

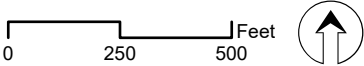
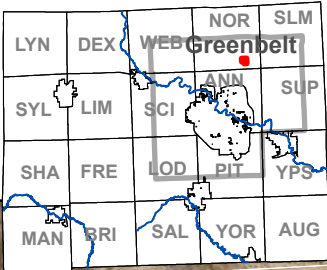
Based upon the review by the Natural Areas Technical Advisory Committee, along with other background information, it is my recommendation the Washtenaw County Parks and Recreation Commission authorize a sales contract for the fee simple purchase of the Barnett property as identified in attached

maps in the amount of \$80,000, contingent upon completion of all necessary due diligence investigation and final approval of the Washtenaw County Parks and Recreation Commission.

Attachments

Barnett Property: 2020 Aerial
 Natural Areas Preservation Program
 Nomination ID:
 Northfield Township Township
 +/-0.523 Acres

Washtenaw County
 Locator Map



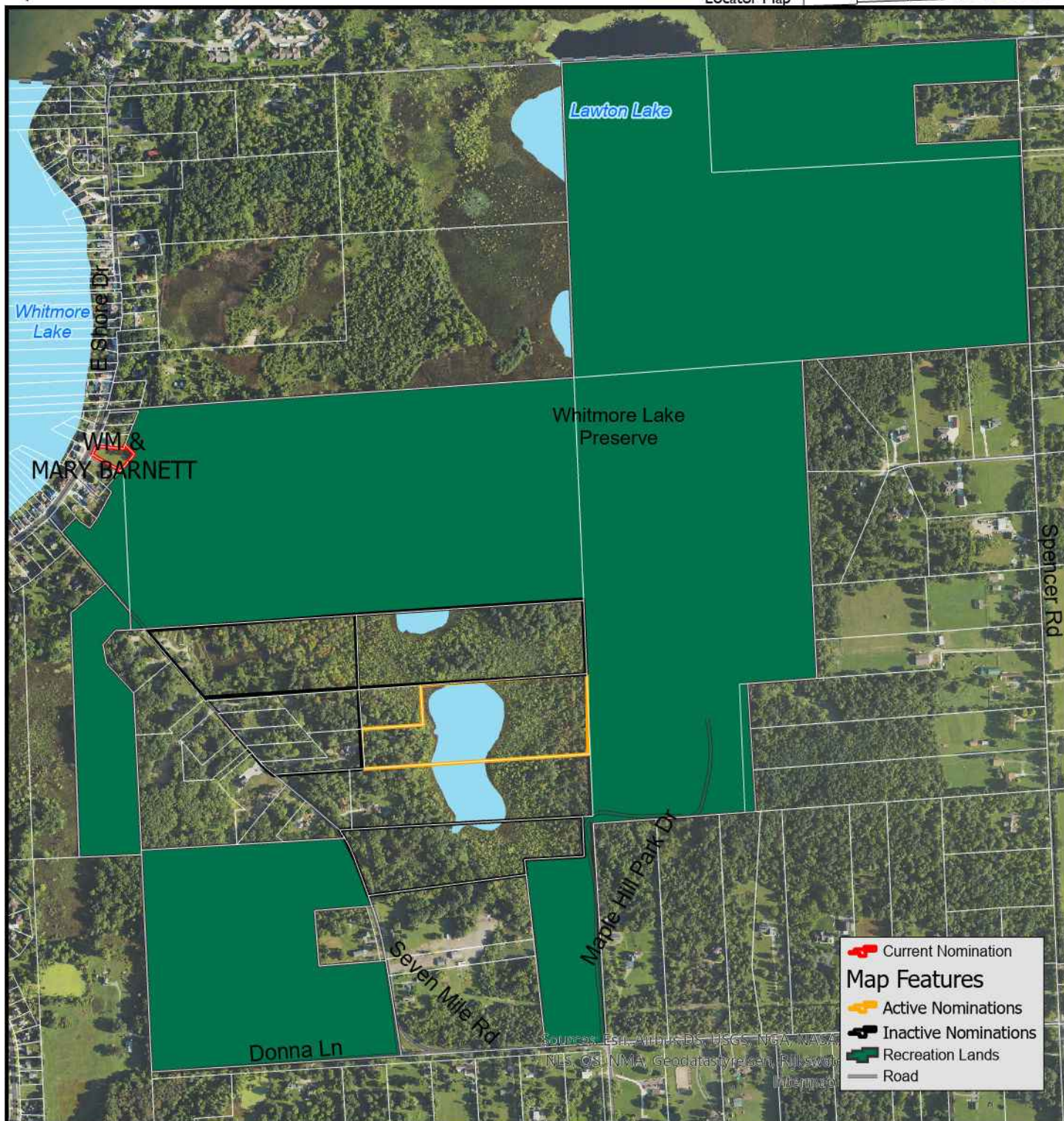
NAPP 2024

WM & MARY BARNETT Property 2022 Aerial

+/- 0.52 acres

Washtenaw County
Locator Map

LYN	DEX	WEB	NOR	SLM
SYL	LIM	SCI	AMT	SUP
SHA	FRE	LOD	PIT	YPS
MAN	BRI	SAL	YOR	AUG



Prepared by Washtenaw County Parks & Recreation Commission
WC GIS; 2022 NAIP Aerial Photo

