

ALLEGHENY COUNTY PARKS FOUNDATION

TELEPHONE & IN-PARK SURVEYS

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BACKGROUND & METHODOLOGY

This report presents the findings of two surveys that were conducted on behalf of the Allegheny County Parks Foundation. One was a telephone survey of residents of Allegheny County and residents in the surrounding counties of Armstrong, Beaver, Butler, Washington and Westmoreland. The second survey consisted of face-to-face interviews of visitors at the nine parks in Allegheny County.

The surveys were completed to provide the basis for the Foundation's strategic planning with the intent of improving the parks, increasing use of the parks and guiding a communications campaign to increase awareness of the park system and the Foundation and to entice people to volunteer their time and/or make charitable donations to the Foundation.

Telephone survey

The telephone survey determined area residents':

- ✓ Adult's and children's use of Allegheny County parks
- ✓ How people could be enticed to visit County parks or use them more frequently
- ✓ The other parks in the area that people have visited recently
- ✓ The benefits people feel they derive from local parks
- ✓ People's satisfaction with Allegheny County parks
- ✓ How area residents feel Allegheny County parks can be improved
- ✓ If people feel Allegheny County parks are improving or getting worse
- ✓ If area residents would recommend Allegheny County parks to friends and family
- ✓ Awareness of Allegheny County Parks Foundation
- ✓ People's interest in volunteering to the Foundation
- ✓ Residents' interest in making charitable contributions to the Foundation
- ✓ Where people got for information about park, recreation and leisure activities

So that the results can be defended as being representative of area residents, the only screener was that participants be 18 years old or older. A total of 800 surveys were completed, 400 with residents of Allegheny County and 400 with residents of Armstrong, Beaver, Butler, Washington and Westmoreland. The number of surveys completed in each county was proportionate to the total distribution of population in those counties. A sample of 400 is a best practice in community and state-wide surveying and is easily defensible as being representative of residents of a state, county, city or town. The maximum margin of error for a sample of 400 is $\pm 4.9\%$ at the 95% level of confidence. In this report, responses are presented for Allegheny County residents and for people in the other counties because there were strong differences in responses between these two groups of people.

In-park survey

The in-park survey determined:

- ✓ How frequently people visit the park at which they were interviewed
- ✓ All of the activities people engaged in or intended to engage in during their visit
- ✓ The primary activity that they engaged in or intended to engage in during their visit
- ✓ The other Allegheny County parks, if any, people had visited in the previous 12 months
- ✓ If they had visited any Allegheny County park over the past winter
- ✓ The activities in which winter visitors engaged
- ✓ Visitors' satisfaction with the park at which they were interviewed
- ✓ How people feel Allegheny County parks can be improved
- ✓ People's awareness of Allegheny County Parks Foundation
- ✓ Visitors' interest in volunteering to the Allegheny County Parks Foundation
- ✓ People's interest in making charitable contributions to the Foundation
- ✓ How people would like to be informed about Allegheny County parks and programs

The in-park survey was completed at the nine Allegheny County parks consisting of Boyce, Deer Lakes, Harrison Hills, Hartwood, North, Round Hill, Settlers Cabin, South and White Oak parks. In order to defend the results as being representative of visitors during the peak season, the interviews were conducted from Memorial Day weekend through Labor Day weekend, the number of surveys completed in each park was proportionate to the total visitor traffic in the nine parks, and interviews were conducted at various times of day, days of the week and across the entire peak user season. The maximum margin of for a sample of 930 is $\pm 3.2\%$ at the 95% level of confidence.

Park	# Interviews
North	214
South	179
Boyce	137
Hartwood Acres	109
Round Hill	79
Settlers Cabin	71
Harrison Hills	50
White Oak	46
Deer Lakes	45
Total	930

HISTORY AND MISSION OF ALLEGHENY COUNTY PARKS FOUNDATION

The Allegheny County Parks Foundation (ACPF) was established as a non-profit organization in 2007 and works with Allegheny County government to preserve, restore and improve recreation and open space at the County's nine parks. Through the County's and ACPF's efforts, the parks enhance quality of life for county residents, promote healthy lifestyles, improve the environment and stimulate economic growth and vibrancy in the region. ACPF is committed to engaging public and private stakeholders to continue to make the parks signature assets in southwestern Pennsylvania.

Because ACPF can no longer rely exclusively on tax dollars to fulfill its mission, it would like to attract volunteers and charitable contributions to ensure the long-term viability of ACPF and the county park system. However, ACPF believes that awareness is low that the Allegheny County parks exist as a cohesive park system and of ACPF itself. ACPF believes that these low levels of awareness are the reasons that there has been little public engagement in advocating for an integrated parks system as a valuable regional resource and also the reason there has been limited public interest in volunteering to the parks and/or making donations to Allegheny County Parks Foundation.

The Allegheny County Parks Foundation's overriding goal is to implement a communications strategy that will increase awareness of the Allegheny County parks system and ACPF, advance the county parks system, increase usage of the parks and attract volunteers and donations to the Foundation.

SECTION I: EXECUTIVE OVERVIEW

KEY FINDINGS – TELEPHONE SURVEY

Use of Allegheny County parks in previous 12 months: As expected by Allegheny County and ACPF, the most visited are North and South parks. Least visited are White Oak and Harrison Hills. Also predictably, Allegheny County residents make greater use of county parks than residents of surrounding counties.

Total to	USE OF ALLEGHENY COUNTY PARKS			visits
	Park	Allegheny County	All other counties	
	North Park	47%	28%	
	South Park	44%	19%	
	Hartwood Acres Park	32%	16%	
	Boyce Park	23%	13%	
	Settlers Cabin Park	23%	9%	
	Round Hill Park	16%	6%	
	Deer Lakes Park	14%	8%	
	White Oak Park	10%	6%	
	Harrison Hills Park	4%	5%	

Allegheny County parks: As anticipated, Allegheny County residents have used the Allegheny County parks more than residents of adjacent counties.

TOTAL VISITS TO COUNTY PARKS – ALLEGHENY COUNTY RESIDENTS		
Park	Allegheny County	All other counties
North Park	3,205	676
South Park	2,956	251
Boyce Park	1,079	149
Hartwood Acres Park	575	180
Round Hill Park	488	64
Deer Lakes Park	484	95
Settlers Cabin Park	418	89
White Oak Park	284	52
Harrison Hills Park	230	102

Ever visited Allegheny County parks? The table below illustrates the percentages of people who have visited at least one Allegheny County park in the previous 12 months and percentages of respondents who have visited at least one park more than 12 months ago.

USE OF ALLEGHENY COUNTY PARKS		
	Allegheny County	All other counties
Visit at least 1 County park in previous 12 months	81%	52%
Visit at least 1 County park more than 12 mos. ago	13%	21%
Total ever visited an Allegheny County park	94%	73%
Base	400	400

Encouraging greater use of Allegheny County parks: While many people cannot be persuaded to use the parks more, visitation can be increased by publicizing the parks and their features, adding biking and walking trails, improving maintenance, adding children’s playgrounds, holding more concerts and improving the restrooms.

ENCOURAGING GREATER USE OF ALLEGHENY COUNTY PARKS		
Encouragement	Allegheny County	All other counties
Don't know, not sure	32%	39%
Nothing – Parks are great as they are	10%	5%
Nothing - Have not thought about it	9%	13%
Hold activities, food events, biking, festivals	8%	4%
Nothing – We live too far away	6%	17%
Nothing – We just don't use the parks	6%	5%
Publicize what the County parks have	5%	4%
Add biking and walking trails	5%	1%
Improve maintenance - Weeding, mowing, trash, playground equipment, trails	5%	3%
Add children’s playgrounds	2%	2%
Hold more concerts	2%	1%
Improve the restrooms	2%	1%
Base	400	400

Use of other parks in Allegheny County in previous 12 months: Half (50%) of the respondents in Allegheny County and 23% of people in other counties have visited other parks in Allegheny County in the previous 12 months. In order, people have used city, township, borough, community, county and state parks.

Children’s use of Allegheny County Parks: A quarter (28%) of respondents in Allegheny County and 23% of people in other counties reported they have children under 18 in their households. Among them, 85% of Allegheny County residents and 55% in people in the other counties stated that their children had visited at least one Allegheny County park in the previous 12 months.

Community benefits from local parks: People were read potential benefits from local parks and asked to react on a scale of extremely important, somewhat important, neutral, somewhat unimportant or extremely unimportant. Combining responses of extremely important and somewhat important, the percentages for people in Allegheny County and those in surrounding counties are as follows.

- ✓ Conserving the natural environment (92% / 93%)
- ✓ Preventing youth crime (85% / 85%)
- ✓ Providing opportunities for fun (91% / 91%)
- ✓ Protecting open space (88% / 87%)
- ✓ Promoting positive youth development (87% / 90%)
- ✓ Offering facilities and services to improve physical health (88% / 89%)
- ✓ Reducing stress and improve mental health (86% / 87%)
- ✓ Enhancing real estate property values (65% / 58%)
- ✓ Attracting new businesses to the region (67% / 68%)

Rating of Allegheny County parks: People who had ever visited at least one Allegheny County park were asked to rate the parks on a scale of excellent, very good, good, fair or poor. Combining responses of excellent and very good, the ratings from people in Allegheny County and residents of surrounding counties are as follows.

- ✓ The condition of the natural resources and environment (47% / 46%)
- ✓ Park facilities and infrastructure (43% / 39%)
- ✓ The quality of the recreation opportunities available (40% / 37%)
- ✓ Park events, festivals and programs (39% / 39%)

Recommend Allegheny County parks? All Allegheny County residents and people in adjoining counties who had ever visited an Allegheny County park were asked to rate on a scale of 0 (Not at all likely) to 10 (Extremely likely) the likelihood that they would recommend Allegheny County Parks to a friend, family member or colleague. This question is commonly asked and responses are used to calculate a Net Promoter Score (NPS). People who respond with a 9 or 10 are termed Promoters, those who give scores of 0 to 6 are termed Detractors and people who respond with 7 or 8 are labeled Passives. The NPS is calculated by subtracting the percentage of Detractors from the percentage of Promoters. Passives are not considered in the calculation. If everyone gave a score of 0 to 6 it would generate an NPS of -100 and if everyone answered with a 9 or 10 the NPS would be 100. The developers of the technique consider an NPS greater than zero to be acceptable and an NPS of +50 as excellent. The NPS was 35 for residents of Allegheny County and 6 for people in adjacent counties.

Allegheny County parks improving or getting worse: About four in ten of both Allegheny County residents and respondents from surrounding counties stated that Allegheny County parks are getting better. Another four in ten of both groups said that the parks have remained about the same.

Improving Allegheny County parks: All respondents, including those who have never visited an Allegheny County park, were read nine things that might improve the parks and asked the extent to which they agree with the statement on a scale of strongly agree, somewhat agree, neutral, somewhat disagree and strongly disagree. Combining responses of strongly agree and somewhat agree, the percentages for people in Allegheny County and residents of surrounding counties are as follows.

- ✓ Providing more opportunities for programmed activities (79% / 78%)
- ✓ Increasing the quality of picnic facilities/pavilions in the parks (77% / 76%)
- ✓ Increasing the number of hike and bike trails in the parks (73% / 79%)
- ✓ Increasing efforts to link county parks through trails (75% / 76%)
- ✓ Providing more nature programs and nature centers (76% / 78%)
- ✓ Increasing park acreage/size in the county (49% / 56%)
- ✓ Increasing the number of ball fields in the parks (48% / 61%)

Awareness of Allegheny County Parks Foundation: Awareness was 30% for residents of Allegheny County and 21% among residents of surrounding counties.

Interest in volunteering to the Allegheny County Parks Foundation: For residents of Allegheny County, 39% are very or somewhat interested in volunteering. Among residents of other counties, 23% are very or somewhat interested.

Interest in making charitable contributions to Allegheny County Parks Foundation: Similarly, 29% of respondents from Allegheny County and 19% of residents of adjacent counties are very or somewhat interested in making charitable contributions to the Foundation.

Gathering information about park, recreation and leisure activities: The top four sources on which people rely are the newspaper, friends and family, social media and the television.

Interest in receiving emails from Allegheny County Parks Foundation: People were asked if they would like to give their names and email addresses so they can receive emails from the Foundation about activities and features in the parks. A quarter (25%) of Allegheny County residents and 18% of people in the other counties gave their email addresses.

Demographics: The only differences in responses by demographics were regarding awareness of the Foundation, usage of Allegheny County parks and interest in volunteering and/or making contributions to the Foundation. People aged 60 or older used the parks a little less than those under 40 and were less interested than younger people in volunteering and/or making charitable contributions to ACPF.

KEY FINDINGS – IN-PARK SURVEY

Frequency of visits to Allegheny County parks: When asked how often they visit the park at which they were interviewed, visitation was greatest for North and South parks and lowest for White Oak and Harrison Hills.

Activities in which people engaged in the parks: People were shown a list of 49 activities and asked to state the ones they had engaged in or planned to do during the visit. The activities that were mentioned by about 10% or more of the visitors were walking and hiking, swimming, jogging, picnicking, relaxing, observing nature and bicycling.

Use of other Allegheny County parks in previous 12 months: Two thirds (67%) reported they had visited other Allegheny County park(s) in the previous 12 months.

Use of Allegheny County parks over the past winter: Among people who said they visited an Allegheny County park in the previous 12 months, 66% said they visited an Allegheny County park over the past winter. By far, the two most popular activities were snow tubing and ice skating.

Ratings of the parks: People were asked to rate nine things about the park at which they were interviewed on a scale of excellent, good, average, fair and poor. The following shows combined responses of excellent and good.

- ✓ Feeling of safety (94%)
- ✓ Condition of the natural environment (93%)
- ✓ Park cleanliness (90%)
- ✓ Helpfulness of park employees and volunteers (89%)
- ✓ Condition of trails in the park (88%)
- ✓ Condition of developed recreation facilities (83%)
- ✓ Adequacy of park signage (68%)
- ✓ Quality of the golf course (65%)
- ✓ Quality of the restrooms (45%)

Suggestions to improve the parks: The top seven things people said that would improve the park at which they were interviewed were adding signs about the features in the park, constructing flush toilets, publicizing the parks and their features, holding more events, adding a water or spray park, cleaning the existing restrooms and adding drinking fountains.

Awareness of Allegheny County Parks Foundation: 82% of the visitors said they are not at all aware of Allegheny County Parks Foundation, 12% were somewhat aware and 2% were very aware.

Interest in volunteering to the Allegheny County Parks Foundation: 72% said they are not at all interested in volunteering, 20% said they are somewhat interested and 1% said they are very interested.

Interest in making charitable contributions to the Foundation: 81% said they are not at all interested in making donations, 13% said they are somewhat interested and 1% are very interested.

Preferred methods of communication: People were shown a list of 10 communications vehicles and asked to note the ways Allegheny Parks should inform the public about its parks and programs. The top two responses were social media and e-mails. People were less interested in radio, television, billboards, direct mail and newspaper.

Interest in receiving emails from the Foundation: People were given an opportunity to provide their names and email addresses so that Allegheny County Parks Foundation can reach them about its activities and the features in its parks. Almost half (46%) of the respondents gave their names and email addresses.

Demographics: The only differences in responses by demographics were regarding awareness of the Foundation, usage of Allegheny County parks and interest in volunteering and/or making contributions to the Foundation. People aged 60 or older used the parks a little less than those under 40 and were less interested than younger people in volunteering and/or making charitable contributions to ACPF.

CONCLUSIONS & RECOMMENDATIONS

Advancing Allegheny County Parks

- ACPF is correct that there are direct relationships between awareness, usage and interest in volunteering and/or making charitable donations to the Foundation. In order for people to use Allegheny County parks, they of course need to be aware of the parks. As discussed below, many people suggested more publicity about the parks. As usage of the parks increases, so too do people's awareness of ACPF and their stated interests in volunteering and/or making contributions.
- The only demographic differences regarding awareness, usage, interest in volunteering and in making contributions was that people aged 60 or older use the parks a little less than those under 40 and were less interested than younger people in volunteering and in making charitable contributions to ACPF. However, no demographic group – even people under 60 - should be targeted any more than other demographic.

Awareness of Allegheny County Parks Foundation

- At 30%, awareness is rather high among residents of Allegheny County and a respectable 21% among residents of surrounding counties. Awareness of the Foundation is 2.5 times higher among people who have visited an Allegheny County park than those who have never visited in both the telephone and the in-park surveys.
- Similarly, interest in volunteering and making charitable contributions is two to three times higher among frequent visitors compared to infrequent visitors for both the telephone and in-park surveys.

Use of Allegheny County parks / Interest in parks

- Use of Allegheny County parks by adults and children, in both warm-weather and winter months, is high but can be increased with the messaging discussed below.
- Interest in parks in general is also is high as half of Allegheny County respondents have used other parks in the County in the previous 12 months. However, only a quarter of people in surrounding counties have used other parks in Allegheny County in the past 12 months.
- Forty percent of residents of both Allegheny County and people in surrounding counties feel that the Allegheny County parks are getting better.
- Further evidence of people's interest in the Allegheny County parks is that in the telephone survey, 25% of Allegheny County residents and 18% of people in the other counties gave their email addresses to be informed about features and activities in the County parks. And, close to half (46%) of the respondents to the in-park survey shared their names and email addresses for the same purpose.

Increasing usage of Allegheny County parks

- While many people will never become park visitors or use the parks more, usage can be increased largely by publicizing the parks and their features. In the parks, satisfaction can be improved by adding signs about the parks' features, adding biking and walking trails, improving maintenance, adding children's playgrounds, holding more concerts and other events, cleaning the existing restrooms and by adding flush toilets.
- The top two ways park visitors said Allegheny County should inform them about its parks and programs is through social media and e-mails from Allegheny County. While the general public also favors networking with friends and family, they also would like to hear about County parks via the newspaper and television.

Communications messages

- Messages that will resonate best with people are the benefits to communities from the parks, conserving the natural environment, preventing youth crime (or giving kids activities which always comes up in recreation-related surveys), providing opportunities for fun, protecting open space, promoting youth development, improving physical health and reducing stress.
- Other messaging that will resonate with current visitors are the main things they reported they do in the parks consisting largely of walking and hiking, swimming, jogging, picnicking, relaxing, observing nature and bicycling. For winter activities, the strongest draws are snow tubing and ice skating.

SECTION II: TELEPHONE SURVEY

USE OF ALLEGHENY COUNTY PARKS IN PREVIOUS 12 MONTHS

Question: I'd like to ask you about your use of County Parks in Allegheny County, Pennsylvania. I will read to you a list of the nine Allegheny County parks. For each one, please tell me whether or not you have visited each one in the past 12 months. (Do not read not sure)

Key finding: Visitation to Allegheny County parks followed what Allegheny County and the Foundation would expect based on their observations of traffic in the parks. The most used parks are North and South parks and the least visited are White Oak and Harrison Hills parks. Also as would be expected, visitation to Allegheny County parks is higher among residents of Allegheny County than those of residents of surrounding counties. The value of these results is that one can feel confident that we have representative samples of residents of Allegheny and surrounding counties. Also of note is that awareness of the specific parks is high given that very few people could not state if they had visited each of the parks.

USE OF COUNTY PARKS - ALLEGHENY COUNTY RESIDENTS			
Park	Yes	No	Not sure
North Park	47%	53%	-
South Park	44%	56%	-
Hartwood Acres Park	32%	68%	-
Boyce Park	23%	77%	-
Settlers Cabin Park	23%	77%	-
Round Hill Park	16%	83%	1%
Deer Lakes Park	14%	86%	-
White Oak Park	10%	90%	-
Harrison Hills Park	4%	96%	-
Base = 400			

USE OF COUNTY PARKS – ALL OTHER COUNTIES			
Park	Yes	No	Not sure
North Park	28%	72%	-
South Park	19%	81%	-
Hartwood Acres Park	16%	84%	-
Boyce Park	13%	87%	-
Settlers Cabin Park	9%	91%	-
Deer Lakes Park	8%	92%	-
Round Hill Park	6%	93%	1%
White Oak Park	6%	94%	-
Harrison Hills Park	5%	95%	-
Base = 400			

TOTAL VISITS TO ALLEGHENY COUNTY PARKS

Question: If yes, how many total visits did you make to this park over last 12 months?

Key finding: Consistent with results to the previous question as to whether or not people have visited each of the County's parks, Allegheny County residents have made more visits than residents of adjacent counties. Visitation again was highest for North and South parks and lowest for White Oak and Harrison Hills parks.

TOTAL VISITS TO COUNTY PARKS – ALLEGHENY COUNTY RESIDENTS			
Park	Total	Mean	Median
North Park	3,205	17.5	6.2
South Park	2,956	17.1	3.4
Boyce Park	1,079	11.6	2.9
Hartwood Acres Park	575	4.6	2.8
Round Hill Park	488	7.6	2.8
Deer Lakes Park	484	9.1	3.1
Settlers Cabin Park	418	4.6	2.5
White Oak Park	284	7.5	2.4
Harrison Hills Park	230	15.3	5.4
Base = people who visited each park			

TOTAL VISITS TO COUNTY PARKS – ALL OTHER COUNTIES			
Park	Total	Mean	Median
North Park	676	3.4	2.4
South Park	251	3.1	1.8
Hartwood Acres Park	180	2.0	1.5
Boyce Park	149	3.2	1.9
Harrison Hills Park	102	3.0	2.9
Deer Lakes Park	95	2.4	2.0
Settlers Cabin Park	89	2.3	1.4
Round Hill Park	64	1.8	1.7
White Oak Park	52	2.4	1.5
Base = people who visited each park			

EVER VISITED ALLEGHENY COUNTY PARKS?

Question: (If have not visited any Allegheny County park in previous 12 months) Have you ever visited any of the County Parks in the Allegheny County?

Question: If yes, what parks did you visit?

Key finding: In the first row in the table below, 81% of Allegheny County residents and 52% of residents of adjacent counties had visited at least one Allegheny County park in the previous 12 months. Those who had not visited at least one County park in the previous 12 months were asked if they had ever visited any Allegheny County park(s). The percentages in the second row in the table below is calculated on the total base of 400 completed surveys in Allegheny County and 400 with people in surrounding counties. Thus, 94% of respondents from Allegheny County and 73% of respondents in surrounding counties have ever visited a park in Allegheny County.

Key finding: The second part of the table below shows the parks that people visited among those who visited Allegheny County park(s) more than 12 months ago. The percentages are based on total samples of 400 and 400. Consistent with previous results, the most visited parks are North and South parks. Also of note is that very few people named a park that is not one of the nine Allegheny County parks but that 8% of the people outside of Allegheny County could not recall the name of the park.

EVER VISITED ALLEGHENY COUNTY PARKS		
	Allegheny County	All other counties
Visit at least 1 County park in previous 12 months	81%	52%
Visit at least 1 County park more than 12 mos. ago	13%	21%
Total ever visited an Allegheny County park	94%	73%
Base	400	400
Visits to parks 12+ months ago		
North Park	6%	10%
South Park	6%	6%
Boyce Park	4%	5%
Hartwood Acres	1%	3%
Round Hill Park	1%	2%
White Oak Park	1%	2%
Settlers Cabin Park	1%	1%
Deer Lakes Park	1%	1%
Harrison Hills Park	1%	1%
Non-Allegheny County Parks Foundation park	2%	2%
Cannot recall name of park	1%	8%
Base	400	400

ENCOURAGING GREATER USE OF ALLEGHENY COUNTY PARKS

Question: What could Allegheny County Parks do to encourage you to visit their county parks or to use them more frequently? (Ask all respondents. Open-ended)

Key finding: There are no glaring issues that exist in the Allegheny County parks that are preventing people from using the parks or visiting them more frequently. A little more than four in ten said they either are not sure or have not thought of the issue. Many others said they live too far away (especially in surrounding counties) or just do not use the parks. But, Allegheny County can increase usage of its parks by publicizing the parks and their features, adding biking and walking trails, improving maintenance, adding children’s playgrounds, holding more concerts and improving the restrooms.

Key finding: As is always the case with open-ended questions, many suggestions were made by just a few people. The second table below shows these responses and the number of people who made each comment. The percentages of these responses calculated to 1% or less for residents of Allegheny County and 1% or less for residents of other counties.

ENCOURAGING GREATER USE OF ALLEGHENY COUNTY PARKS		
Encouragement	Allegheny County	All other counties
Don't know, not sure	32%	39%
Nothing – Parks are great as they are	10%	5%
Nothing - Have not thought about it	9%	13%
Hold activities, food events, biking, festivals	8%	4%
Nothing – We live too far away	6%	17%
Nothing – We just don't use the parks	6%	5%
Publicize what the County parks have	5%	4%
Add biking and walking trails	5%	1%
Improve maintenance - Weeding, mowing, trash, playground equipment, trails	5%	3%
Add children’s playgrounds	2%	2%
Hold more concerts	2%	1%
Improve the restrooms	2%	1%
Base	400	400

Add a restaurant (2)	Eliminate fees for picnic groves (1)
Offer more parking (3)	Add an ice skating rink (1)
Add a dog park (2)	Water the grass more (1)
Add more water fountains (2)	Add more farm animals (1)
Add a water park (2)	Improve the roads (1)
Add more natural areas	Provide rental bicycles (1)
Add more BBQ areas (1)	Some park employees are rude (1)
Need access to public transportation (2)	Add shelters (1)
Replace the picnic tables (4)	Add a skate park (1)
Allow pets throughout the parks (4)	Open ski area at Boyce Park in the summer months (1)
Plant more trees (2)	Add disc golf (1)
Add a golf course (2)	Offer more swimming lessons (1)

USE OF OTHER ALLEGHENY COUNTY PARKS IN PREVIOUS 12 MONTHS

Question: Are there any other parks in Allegheny County that you have visited in the last twelve months (e.g., township parks, borough parks, state parks city parks)?

Question: (If yes) What other parks have you visited?

Key finding: Half (50%) of the respondents in Allegheny County and a quarter (23%) of those in other counties had visited other parks in Allegheny County in the previous 12 months. Most of parks people have used are city, township and borough parks. The more popular parks are named in the table.

USE OF OTHER ALLEGHENY COUNTY PARKS		
	Allegheny County	All other counties
City parks	26%	23%
Township Parks	22%	20%
Borough parks	18%	6%
Schenley Park	14%	14%
Frick Park	400 14%	400 13%
Community parks	10%	10%
Highland Park	10%	2%
Point State Park	4%	8%
Riverview Park	4%	4%
Raccoon Creek State Park	4%	3%
County parks	3%	9%
Moraine State Park	2%	4%
Point State Park	2%	1%
Laurel Hill State Park	1%	1%
Keystone State Park	1%	-
Memorial Lake State Park	-	3%
Ohiopyle State Park	-	2%
Presque Isle State Park	-	1%
Kershaw-Ryan State Park	-	1%
Base	400	400

CHILDREN UNDER 18 IN THE HOUSEHOLD?

Question: Are there any children under 18 living in your household?

Question: (If yes) How many children under 18 are in your household?

Key finding: About a quarter of respondents from both Allegheny and surrounding counties reported they have children in their households. Among households that have children, about 80% have one or two kids living in the homes.

CHILDREN UNDER 18 IN THE HOUSEHOLD?		
NUMBER OF CHILDREN UNDER 18		
	Allegheny County	All other counties
1	42%	41%
2	38%	41%
3	12%	15%
4	5%	1%
5	1%	-
6	-	1%
Refused	3%	1%
Base	112	91

CHILDREN'S USE OF ALLEGHENY COUNTY PARKS

Question: (Among people with children under 18) Within the last 12 months, have any children in your household under 18 years old visited any of the County Parks in Allegheny County, Pennsylvania?

Question: (If yes) How many children in your household have visited the County Parks?

Question: About how many total visits have children in your household under 18 years old made to the County Parks in Allegheny County, Pennsylvania over the last 12 months? Please give me your best estimate. (If clarification is needed, we are after the total number of visits to County Parks made by all children under 18 – not adults as we asked in Q5 - to the parks in Allegheny County in the past 12 months).

Key finding: Among people who reported they have children under 18 in their households, more than four in five (85%) from Allegheny County and 55% from those in other counties reported that their children had visited at least one of the parks in Allegheny County in the previous 12 months.

Key finding: Then, among those who reported that their children had visited a park in Allegheny County, about 80% had one or two children visit at least one Allegheny County park in the previous 12 months.

Key finding: Respondents in Allegheny County reported a total of 2,037 visits to Allegheny County parks by children in the previous 12 months and people in surrounding counties reported a total of 711 visits to Allegheny County parks by children.

CHILDREN'S USE OF ALLEGHENY COUNTY PARKS		
NUMBER OF CHILDREN WHO VISITED COUNTY PARKS		
	Allegheny County	All other Counties
No	43%	43%
2	36%	41%
3	13%	14%
4	4%	2%
5	2%	-
6	1%	-
Mean	22.1	14.2
Median	12.1	3.3
Total visits	2,037	711
Base	95	50

COMMUNITY BENEFITS FROM LOCAL PARKS

Question: Local parks have the potential to provide a range of individual and community benefits. Please tell me on a scale of extremely important, somewhat important, neutral, somewhat unimportant or extremely unimportant, how important you feel the following priorities or benefits should be for your local park agency or organization. (Randomize list. Do not read not sure)

Key finding: Combining responses of extremely important and somewhat important, the percentages for each benefit as reported by people in Allegheny County and respondents in surrounding counties are as follows.

- ✓ Conserving the natural environment (92% / 93%)
- ✓ Preventing youth crime (85% / 85%)
- ✓ Providing opportunities for fun (91% / 91%)
- ✓ Protecting open space (88% / 87%)
- ✓ Promoting positive youth development (87% / 90%)
- ✓ Offering facilities and services to improve physical health (88% / 89%)
- ✓ Reducing stress and improve mental health (86% / 87%)
- ✓ Enhancing real estate property values (65% / 58%)
- ✓ Attracting new businesses to the region (67% / 68%)

COMMUNITY BENEFITS FROM LOCAL PARKS – ALLEGHENY COUNTY						
	Extremely Unimportant	Somewhat Unimportant	Neutral	Somewhat Important	Extremely Important	Not sure
Conserving the natural environment	2%	3%	3%	20%	72%	-
Preventing youth crime	2%	3%	9%	20%	65%	1%
Providing opportunities for fun	3%	2%	4%	27%	64%	-
Protecting open space	2%	4%	6%	25%	63%	-
Promoting positive youth development	2%	4%	6%	29%	58%	1%
Offering facilities and services to improve physical health	3%	2%	7%	31%	57%	-
Reducing stress and improve mental health	2%	3%	9%	30%	56%	-
Enhancing real estate property values	5%	11%	19%	32%	33%	-
Attracting new businesses to the region	5%	9%	18%	36%	31%	1%
Base = 400						

COMMUNITY BENEFITS FROM LOCAL PARKS – ALL OTHER COUNTIES						
	Extremely Unimportant	Somewhat Unimportant	Neutral	Somewhat Important	Extremely Important	Not sure
Conserving the natural environment	1%	1%	5%	24%	69%	-
Preventing youth crime	3%	2%	8%	19%	66%	2%
Providing opportunities for fun	2%	2%	5%	30%	61%	-
Promoting positive youth development	2%	2%	6%	30%	60%	-
Reducing stress and improve mental health	2%	3%	8%	30%	57%	-
Protecting open space	1%	3%	8%	34%	53%	1%
Offering facilities and services to improve physical health	1%	2%	7%	40%	49%	1%
Attracting new businesses to the region	5%	9%	17%	38%	30%	1%
Enhancing real estate property values	7%	12%	21%	35%	23%	2%
Base = 400						

RATING OF ALLEGHENY COUNTY PARKS

*Question: (Among people who have ever visited any of the County parks in Allegheny County)
How would you rate the following with regard to Allegheny County parks? For each, please state whether you would evaluate it as excellent, very good, good, fair or poor. (Do not read not sure)*

Key finding: Combining responses of excellent and very good, the ratings from people in Allegheny County and respondents in surrounding counties were as follows.

- ✓ The condition of the natural resources and environment (47% / 46%)
- ✓ Park facilities and infrastructure... (43% / 39%)
- ✓ The quality of the recreation opportunities available (40% / 37%)
- ✓ Park events, festivals and programs (39% / 39%)

RATING OF ALLEGHENY COUNTY PARKS – ALLEGHENY COUNTY RESIDENTS						
	Poor	Fair	Good	Very good	Excellent	Not sure
The condition of the natural resources and environment	3%	11%	35%	33%	14%	4%
Park facilities and infrastructure such as picnic areas, restrooms, indoor facilities and trails	4%	14%	34%	31%	12%	5%
The quality of the recreation opportunities available	5%	12%	36%	29%	11%	7%
Park events, festivals and programs	5%	14%	32%	29%	10%	10%
Base = 375						

RATING OF ALLEGHENY COUNTY PARKS – ALL OTHER COUNTIES						
	Poor	Fair	Good	Very good	Excellent	Not sure
The condition of the natural resources and environment	1%	8%	35%	33%	13%	10%
Park events, festivals and programs	2%	11%	29%	27%	12%	19%
Park facilities and infrastructure such as picnic areas, restrooms, indoor facilities and trails	1%	14%	29%	30%	9%	17%
The quality of the recreation opportunities available	2%	12%	36%	28%	9%	13%
Base = 292						

RECOMMEND ALLEGHENY COUNTY PARKS?

Question: (Among people who have ever visited any of the County parks in Allegheny County and all of Allegheny County residents) On a scale of zero to ten where zero is not at all likely and ten is extremely likely, how likely is it that you would recommend Allegheny County Parks to a friend, family member, or colleague?

This question was asked to calculate what is called a Net Promoter Score (NPS). Net Promoter Score is often used by market research and consulting firms to measure the strength of relationships with customers/users. It was developed by, and is a registered trademark of, Fred Reichheld, Bain & Company, and Satmetrix Systems. According to a May 2016 Bloomberg report, NPS was used as a management tool by more than two thirds of Fortune 1000 companies.

The Net Promoter Score is calculated from responses to the question “How likely is it that you would recommend our company/product/service to a friend, family member or colleague?” The scoring is usually based on a 0 to 10 scale. People who respond with a 9 or 10 are called Promoters and are considered most likely to buy more, remain customers longer and to make more positive referrals to others. Those who respond with a score of 0 to 6 are labeled Detractors and are believed to be less likely to exhibit loyal behaviors. People who respond with 7 and 8 are labeled Passives. The Net Promoter Score is calculated by subtracting the percentage of Detractors from the percentage of Promoters. Passives count towards the total number of respondents but otherwise are not used in the calculation. At one end of the possible NPS, if everyone gave a score of 6 or lower, it would generate an NPS of -100. At the other end of the scale, if everyone answered with a 9 or 10, the NPS would be 100. The developers of Net Promoter Score state that an NPS higher than zero is good and a score of 50 or more is excellent.

Key finding: Allegheny County parks' Net Promoter Score can be viewed as a positive as defined by the developers of the technique as its NPS is above zero for both residents of Allegheny County and residents in surrounding counties. It is noteworthy that there is a big difference in the NPS between Allegheny County residents and people in surrounding counties.

RECOMMEND ALLEGHENY COUNTY PARKS?		
Score	Allegheny County	All other counties
0	2%	6%
1	0%	0%
2	0%	0%
3	2%	1%
4	1%	2%
5	7%	16%
6	3%	5%
7	15%	10%
8	20%	24%
9	7%	10%
10	43%	26%
Net Promoter Score	35	6
Base	396 (4 Responses of not sure removed)	292

ALLEGHENY COUNTY PARKS IMPROVING OR GETTING WORSE?

Question: (Among people who have ever visited any of the County parks in Allegheny County and all of Allegheny County residents) Thinking about Allegheny County Parks, over the past five years, do you feel these parks have been getting better, have remained about the same, or have been getting worse?

Key finding: About four in ten of both Allegheny County residents and respondents from surrounding counties reported that Allegheny County parks are getting better. Another four in ten of both groups of people stated that the parks have remained about the same.

ALLEGHENY COUNTY PARKS IMPROVING?		
	Allegheny County	All other counties
Remained about the same	44%	40%
Getting better	41%	40%
Not sure	8%	16%
Getting worse	7%	4%
Base	400	292

IMPROVING ALLEGHENY COUNTY PARKS

Question: Whether or not you have visited a park in Allegheny County, I'd like to ask you about some things that Allegheny County could do to improve the quality of its parks. Please tell me the extent you disagree or agree with each of the following on a scale of strongly agree, somewhat agree, neutral, somewhat disagree and strongly disagree. (Rotate start. Read each item. Do not read not sure)

Key finding: Combining responses of strongly agree and somewhat agree, the percentages for suggestions on ways the parks in Allegheny County can be improved are as follows.

- ✓ Providing more opportunities for programmed activities... (79% / 78%)
- ✓ Increasing the quality of picnic facilities/pavilions in the parks (77% / 76%)
- ✓ Increasing the number of hike and bike trails in the parks (73% / 79%)
- ✓ Increasing efforts to link county parks through trails...(75% / 76%)
- ✓ Providing more nature programs and nature centers (76% / 78%)
- ✓ Increasing park acreage/size in the county (49% / 56%)
- ✓ Increasing the number of ball fields in the parks (48% / 61%)

IMPROVING ALLEGHENY COUNTY PARKS – ALLEGHENY COUNTY RESIDENTS						
	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree	Not sure
Providing more opportunities for programmed activities such as festivals and races	3%	3%	15%	33%	46%	-
Increasing the quality of picnic facilities/pavilions in the parks	2%	4%	16%	32%	45%	1%
Increasing the number of hike and bike trails in the parks	5%	3%	17%	31%	42%	2%
Increasing efforts to link county parks through trails, parkways and greenways	5%	4%	16%	34%	41%	-
Providing more nature programs and nature centers	2%	4%	18%	37%	39%	-
Increasing park acreage/size in the county	7%	12%	31%	27%	22%	1%
Increasing the number of ball fields in the parks	6%	12%	32%	28%	20%	2%
Base = 400						

IMPROVING ALLEGHENY COUNTY PARKS – ALL OTHER COUNTIES						
	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree	Not sure
Increasing the number of hike and bike trails in the parks	3%	4%	13%	30%	49%	1%
Increasing efforts to link county parks through trails, parkways and greenways	3%	3%	16%	30%	46%	2%
Providing more opportunities for programmed activities such as festivals and races	2%	3%	15%	34%	44%	1%
Increasing the quality of picnic facilities/pavilions in the parks	2%	1%	19%	33%	43%	2%
Providing more nature programs and nature centers	2%	3%	16%	36%	42%	1%
Increasing the number of ball fields in the parks	3%	7%	27%	34%	27%	2%
Increasing park acreage/size in the county	5%	8%	30%	30%	26%	1%
Base = 400						

AWARENESS OF ALLEGHENY COUNTY PARKS FOUNDATION

Question: Let me read this to you. The Allegheny County Parks Foundation is a nonprofit organization that has worked in partnership with the Allegheny County Parks Department to raise money for projects such as upgrading the South Park Fairgrounds Oval and widening the North Park Lake Trail. Q16. On a scale of very aware, somewhat aware or not at all aware, what is your level of awareness with the Allegheny County Parks Foundation?

Key finding: Awareness of the Allegheny County Parks Foundation is 30% among residents of Allegheny County and 21% for residents of surrounding counties.

AWARENESS OF ALLEGHENY COUNTY PARKS FOUNDATION		
	Allegheny County	All other Counties
Not at all aware	70%	79%
Somewhat aware	23%	19%
Very aware	7%	2%
Not sure / Don't know	-	-
Base	400	400

INTEREST IN VOLUNTEERING TO THE PARKS FOUNDATION

Question: Because it is a non-profit, the Allegheny County Parks Foundation relies to some degree on volunteers for activities such as trail maintenance and tree plantings. On a scale of very interested, somewhat interested or not at all interested, what would be your level of interest in volunteering your time to support the efforts of the Allegheny County Parks Foundation?

Key finding: Combining responses of very interested and somewhat interested, 39% of the respondents from Allegheny County and 23% of people in surrounding counties would like to volunteer to the Allegheny County Parks Foundation.

INTEREST IN VOLUNTEERING TO THE PARKS FOUNDATION		
	Allegheny County	All other counties
Not at all interested	59%	76%
Somewhat interested	32%	20%
Very interested	7%	3%
I already volunteer for the Foundation	1%	1%
Not sure / Don't know	1%	-
Base	400	400

INTEREST IN MAKING CHARITABLE CONTRIBUTIONS

Question: Similarly, on a scale of very interested, somewhat interested or not at all interested, what is your level of interest in making a charitable contribution or donation to support the efforts of the Allegheny County Parks Foundation?

Key finding: Combining responses of very interested and somewhat interested, 29% of the respondents from Allegheny County and 19% of people in surrounding counties are interested in making charitable contributions to the Allegheny County Parks Foundation.

INTEREST IN MAKING CHARITABLE CONTRIBUTIONS		
	Allegheny County	All other Counties
Not at all interested	67%	80%
Somewhat interested	26%	17%
Very interested	3%	2%
I already donate to the Foundation	3%	1%
Not sure / Don't know	1%	-

GATHERING INFORMATION ABOUT PARK, RECREATION & LEISURE

Question: How do you usually find information about local park, recreation, and leisure activities? Do you usually find out from the newspaper, TV, radio, special mailings, internet, social media, from friends or relatives, or somewhere else? (Accept all responses. Record order of responses)

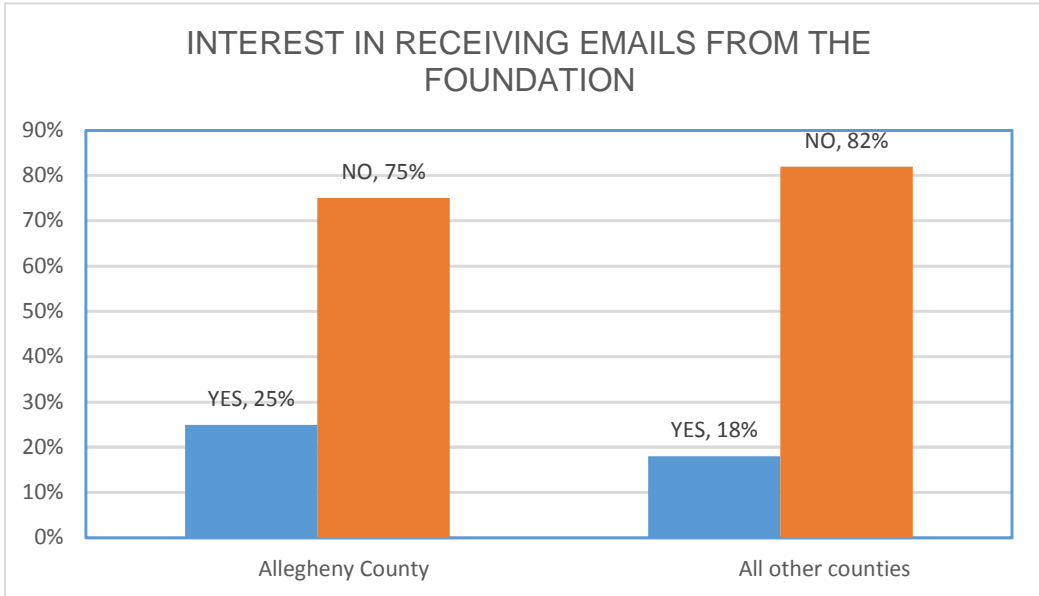
Key finding: The top four sources on which people rely are the newspaper, friends and family, social media and television.

GATHERING INFORMATION ABOUT ACTIVITIES		
	Allegheny County	All other counties
Newspaper	37%	34%
Friends or family	32%	38%
Social media	24%	26%
Television	21%	21%
Facebook, Twitter, etc.	14%	15%
Information on Allegheny County's webpage	12%	12%
Radio	9%	11%
Direct mail to your home	8%	8%
Billboards	6%	8%
Magazine	5%	6%
Emails from Allegheny County	4%	5%
Base	400	400

INTEREST IN RECEIVING EMAILS FROM THE FOUNDATION

Question: Allegheny County Parks Foundation reaches area residents periodically via email to inform people of its activities and the features in its parks. Would you like to be placed on this list... you can always opt out at a later time.

Key finding: A quarter (25%) of the Allegheny County residents and 18% of the non-Allegheny County residents gave their email addresses to receive emails to be informed of activities and features in the Allegheny County parks.



DEMOGRAPHICS

AGE

Question: In what year were you born?

The only differences between visitors and non-visitors was that a disproportionate percentage of people aged 60-69 were visitors and that people aged 70 or older were more likely to be non-visitors.

AGE		
	Ever visited	Non-visitors
< 30	11%	11%
30-39	12%	9%
40-49	15%	14%
50-59	19%	21%
60-69	24%	16%
70+	19%	29%

EDUCATION

Question: What was the last grade of school you have completed? Have you completed...

In the table below, with the exception of people who had post graduate studies, visitors have more formal education than non-visitors.

EDUCATION		
	Ever visited	Non-visitors
Less than high school	1%	4%
High school graduate	21%	24%
Technical school graduate	5%	12%
Some college	18%	12%
College graduate	32%	22%
Post graduate studies	22%	21%
Refused	1%	5%

ETHNIC BACKGROUND

Question: To make sure that I've talked to a wide variety of races and nationalities, what race or races do you consider yourself to be a part of? (Read list. If multiple responses, record as mixed race)

The demographic profile of visitors is the same as non-visitors based on race.

Hispanic / Chicano / Latino	-	2%
Asian	1%	2%
Mixed race	3%	2%
Other	1%	2%
Refused	4%	3%

HOUSEHOLD INCOME

Question: Finally, into which income group would you say your household falls? Would you say it falls into...

The demographic profile of visitors is the same as non-visitors based on household income.

HOUSEHOLD INCOME		
	Every visited	Non-visitors
Less than \$25,000	15%	20%
\$25,000 to \$49,999	20%	20%
\$50,000 to \$74,999	18%	17%
\$75,000 to \$99,999	12%	8%
\$100,000 to \$149,999	9%	7%
\$150,000 or more	7%	5%
Refused / Don't know	18%	23%

GENDER

Question: Record gender.

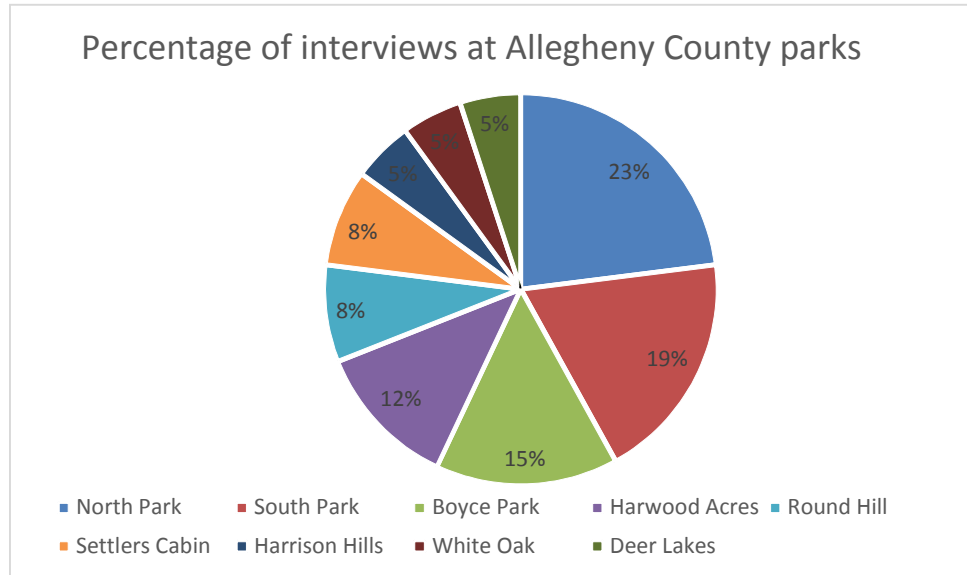
The demographic profile of visitors is the same as non-visitors based on gender.

GENDER		
	Ever visited	Non-visitors
Male	47%	41%
Female	53%	59%

SECTION III: IN-PARK SURVEY

PERCENTAGE OF INTERVIEWS AT ALLEGHENY COUNTY PARKS

Key finding: Interviews were conducted in all nine Allegheny County parks, proportionate to visitation to the parks. That is, in order to defend the results as being representative of visitors to the parks from Memorial Day through Labor Day, more interviews were conducted at the busier parks and few interviews were conducted at the less visited parks.



FREQUENCY OF VISITS TO ALLEGHENY COUNTY PARKS

Question: About how often would you say you come to this park? Once or twice a year, several times a year, about once a month, once a week or almost daily?

Key finding: For all visitors, 42% visit the park at which they were interviewed once a month or more. Forty-five percent visit several times a year or less frequently and 13% reported they were making their first visit to the park at which they were interviewed.

FREQUENCY OF VISITS TO ALLEGHENY COUNTY PARKS										
	Total	North Park	South Park	Boyce Park	Hartwood Acres	Round Hill	Settlers Cabin	Harrison Hills	White Oak	Deer Lakes
Once or twice a year	17%	11%	20%	18%	22%	16%	20%	18%	7%	18%
Several times a year	28%	26%	32%	31%	25%	27%	26%	26%	11%	22%
Once a month	14%	16%	11%	13%	11%	20%	18%	12%	11%	9%
About once a week	18%	14%	17%	15%	23%	18%	18%	28%	24%	20%
Almost daily	10%	15%	10%	10%	6%	8%	3%	6%	13%	9%
This is my first visit	13%	18%	10%	13%	13%	11%	15%	10%	34%	22%
Sample size	930	214	179	137	109	79	71	50	46	45

ACTIVITIES IN WHICH PEOPLE ENGAGED IN THE PARKS

Question: (People were shown a list of 49 activities and asked to tell the interviewer) From this list, please give me the number associated with all of the activities you have done or plan to do during today's visit. Probe for all activities with "anything else"?

Key finding: In the table below, responses are grouped into categories of activities, enjoying the outdoors, informal sports, park features, and league sports. For example, 83% of all respondents gave at least one response that has been categorized as an activity. The sum of the percentages of people who mentioned activities totals more than 100% because of multiple responses. The same logic applies to the other categories of responses that are bolded in the table. Of the 49 activities shown to people, the things that 10% or more of the visitors said they had engaged in or intended to engage in were walking and hiking, using children's play areas, swimming, picnicking, relaxing or seeking solitude, observing nature or bird watching, and bicycling.

Differences by demographics: As might be expected, people aged 60+ were a little less likely than younger people to say they had or would be engaging in activities and more likely than younger people to say they were enjoying the outdoors.

Differences by demographics: Visitors to Round Hill and White Oak were more likely than visitors to the other parks to say they would be enjoying the outdoors.

ACTIVITIES IN WHICH PEOPLE ENGAGED IN THE PARKS										
	Total	North	South	Boyce	Hartwood Acres	Round Hill	Settlers Cabin	Harrison Hills	White Oak	Deer Lakes
Activities	83%	82%	85%	73%	90%	82%	89%	92%	72%	91%
Walking, hiking	34%	39%	34%	26%	42%	18%	31%	56%	22%	44%
Children's play area	29%	16%	32%	26%	1%	58%	24%	58%	39%	60%
Swimming	19%	15%	32%	33%	-	1%	52%	2%	-	-
Jogging, running	10%	15%	8%	7%	13%	1%	11%	14%	9%	2%
Water spray park	7%	3%	1%	-	-	53%	-	-	-	40%
Dog park	7%	11%	5%	4%	15%	1%	1%	-	20%	7%
Concert	7%	-	9%	-	52%	-	-	-	-	-
Boating, kayaking	5%	22%	-	-	-	-	-	-	-	-
Fishing	2%	6%	2%	-	-	-	-	-	-	13%
Volunteer	1%	-	2%	-	1%	-	1%	-	-	-
Archery	-	1%	-	1%	-	-	-	-	-	-
In-line skating	-	-	1%	-	-	-	-	-	-	-
Horseback riding	-	-	1%	-	-	-	-	-	-	-

Enjoying the outdoors	51%	42%	52%	37%	38%	91%	56%	64%	59%	58%
Picnicking	26%	17%	31%	26%	28%	22%	34%	30%	37%	27%
Relaxation, solitude	19%	21%	15%	13%	4%	29%	18%	36%	20%	31%
Observe nature / Bird watch	12%	8%	11%	7%	11%	28%	11%	10%	9%	27%
Farm animals	9%	0%	12%	1%	-	76%	-	-	-	-
Photography	8%	5%	8%	6%	1%	19%	10%	14%	4%	11%
Driving, sightseeing	4%	7%	6%	3%	-	9%	1%	2%	2%	4%
Access to Montour trail	2%	2%	2%	1%	1%	1%	3%	-	-	-
Informal sports	29%	34%	30%	36%	34%	32%	17%	18%	15%	18%
Bicycling	10%	15%	4%	7%	20%	18%	4%	10%	2%	7%
Golf	4%	-	3%	6%	9%	6%	4%	4%	2%	-
Physical fitness course	4%	-	11%	1%	-	6%	4%	2%	7%	2%
Soccer	3%	-	-	15%	1%	6%	-	2%	2%	-
Football	2%	8%	2%	-	-	-	-	-	-	-
Deck hockey	2%	3%	5%	-	-	-	6%	-	-	-
Softball	2%	-	1%	7%	1%	3%	3%	2%	-	-
Tennis	2%	3%	3%	1%	-	-	1%	-	-	-
Board, Bike and Blade Action park	1%	1%	1%	5%	-	-	-	-	-	-
Zip line / Tree top adventure	1%	5%	-	-	-	-	-	-	-	-
Skate park	1%	-	1%	5%	-	-	-	-	-	-
Disc golf	1%	1%	1%	-	-	-	-	-	-	9%
Volleyball	1%	-	2%	1%	-	-	-	2%	7%	-
BMX track	1%	-	2%	-	1%	-	-	-	-	-
Radio airplanes	1%	-	1%	-	5%	-	-	-	-	-
Bocce ball	-	-	1%	-	-	-	-	-	2%	-
Football	-	-	-	-	-	-	1%	2%	-	-
Park features	8%	20%	6%	1%	1%	1%	-	4%	24%	9%
Over the Bar Cafe	3%	14%	-	-	-	-	-	-	-	-
Nature center	3%	6%	5%	-	-	1%	-	4%	-	-
Arboretum	1%	-	-	1%	-	-	-	-	24%	-
Wagman Observatory	1%	-	-	-	-	-	-	-	-	9%
Oliver Miller Homestead	-	-	1%	-	-	-	-	-	-	-
Hartwood mansion	-	-	-	-	1%	-	-	-	-	-

League sports	4%	-	2%	7%	3%	6%	8%	12%	4%	-
Baseball	3%	-	2%	5%	3%	4%	7%	2%	4%	-
Soccer	1%	-	1%	1%	-	4%	-	8%	-	-
Softball	1%	-	-	1%	-	1%	1%	4%	-	-
Sample size	930	214	179	137	109	79	71	50	46	45

PRIMARY ACTIVITY THAT ENTICED PEOPLE TO VISIT THE PARK

Question: (From the same list of 49 activities) Of the activities you just mentioned, what would you say is your primary activity today, the one that drew you to the park today? Please give me that associated number

Key finding: Similarly, of the 49 activities shown to people on the flashcard, 10% or more of the visitors said the primary activity that drew them to the park that day were walking and hiking, using children’s play areas and picnicking.

PRIMARY ACTIVITY THAT ENTICED PEOPLE TO VISIT THE PARK										
	Total	North	South	Boyce	Hartwood Acres	Round Hill	Settlers Cabin	Harrison Hills	White Oak	Deer Lakes
Activities	54%	48%	56%	47%	69%	48%	65%	56%	50%	58%
Walking, hiking	13%	16%	8%	9%	23%	11%	12%	26%	4%	18%
Swimming	13%	10%	24%	22%	-	1%	33%	-	-	-
Children's play area	11%	4%	13%	11%	1%	11%	11%	22%	26%	20%
Concert	5%	-	8%	-	31%	-	-	-	-	-
Jogging, running	4%	5%	2%	3%	7%	-	7%	8%	9%	-
Water spray park	3%	-	-	-	-	26%	-	-	-	9%
Dog park	2%	3%	1%	2%	6%	-	1%	-	11%	-
Boating, kayaking	2%	8%	-	-	-	-	-	-	-	-
Fishing	1%	2%	-	-	-	-	-	-	-	11%
Volunteer	-	-	-	-	1%	-	1%	-	-	-
Archery	-	-	-	-	-	-	-	-	-	-
Enjoying the outdoors	26%	16%	29%	24%	16%	43%	25%	32%	48%	31%
Picnicking	18%	11%	25%	19%	15%	15%	18%	18%	35%	25%
Relaxation, solitude	3%	5%	1%	2%	1%	1%	6%	8%	13%	4%
Farm animals	2%	-	3%	-	-	19%	-	-	-	-
Photography	1%	-	-	1%	-	4%	1%	4%	-	-
Driving, sightseeing	1%	-	-	2%	-	1%	-	-	-	-
Observe nature / Bird watch	1%	-	-	-	-	3%	-	2%	-	2%
Access to Montour trail	-	-	-	-	-	-	-	-	-	-

Informal sports	15%	28%	9%	26%	14%	9%	6%	8%	2%	4%
Bicycling	6%	11%	2%	3%	9%	1%	4%	6%	-	2%
Soccer	2%	-	-	11%	-	4%	-	-	-	-
Football	2%	7%	1%	-	-	-	-	-	-	-
Deck hockey	1%	2%	2%	-	-	-	-	-	-	-
Zip line / Tree top adventure	1%	5%	-	-	-	-	-	-	-	-
Board, Bike and Blade Action park	1%	-	-	5%	-	-	-	-	-	-
Tennis	1%	2%	1%	1%	-	-	1%	-	-	-
Physical fitness course	1%	-	1%	-	-	4%	-	2%	-	-
Radio airplanes	-	-	-	-	5%	-	-	-	-	-
Skate park	-	-	-	3%	-	-	-	-	-	-
Disc golf	-	1%	-	-	-	-	-	-	-	2%
Softball	-	-	-	2%	-	-	1%	-	-	-
Volleyball	-	-	-	1%	-	-	-	-	2%	-
BMX track	-	-	1%	-	-	-	-	-	-	-
Golf	-	-	1%	-	-	-	-	-	-	-
Park features	3%	8%	5%	-	1%	-	-	-	-	7%
Over the Bar Cafe	2%	7%	-	-	-	-	-	-	-	-
Nature center	1%	1%	4%	-	-	-	-	-	-	-
Wagman Observatory	-	-	-	-	-	-	-	-	-	7%
Hartwood mansion	-	-	-	-	1%	-	-	-	-	-
Oliver Miller Homestead	-	-	1%	-	-	-	-	-	-	-
League sports	1%	-	1%	3%	-	-	4%	4%	-	-
Baseball	1%	-	1%	3%	-	-	4%	2%	-	-
Softball	-	-	-	-	-	-	-	2%	-	-
Sample size	930	214	179	137	109	79	71	50	46	45

USE OF OTHER ALLEGHENY COUNTY PARKS

Question: Over the past 12 months, have you visited any other Allegheny County Parks?

Key finding: Two thirds (67%) of the respondents said they had visited one or more Allegheny County park in the previous 12 months.

Differences by demographics: As would be expected, people who were infrequent users of the parks at which they were interviewed were much more likely to say they had not visited other Allegheny County parks in the previous 12 months. And, more frequent visitors to the parks at which people were interviewed were much more likely to say they have visited other Allegheny County parks.

Differences by demographics: People 60 and older were more likely than younger people to say they had not visited any other Allegheny County park in the previous 12 months.

USE OF OTHER ALLEGHENY COUNTY PARKS										
	Total	North	South	Boyce	Hartwood Acres	Round Hill	Settlers Cabin	Harrison Hills	White Oak	Deer Lakes
Yes	67%	58%	67%	72%	84%	67%	54%	72%	65%	73%
No	33%	42%	33%	28%	16%	33%	46%	28%	35%	27%
Sample size	930	214	179	137	109	79	71	50	46	45

OTHER ALLEGHENY COUNTY PARKS PEOPLE HAVE VISITED

Question: (People who reported that they had visited any other Allegheny County park in the past 12 months were shown a list of the 9 Allegheny County parks and asked) from this list, please give me the number associated with the Allegheny County park or parks you have visited in the past 12 months.

Key finding: Among people who reported they had visited other Allegheny County park(s) in the previous 12 months, the following table shows the parks they visited. The use of the other parks closely followed the distribution of popularity of the nine Allegheny County parks.

OTHER ALLEGHENY COUNTY PARKS PEOPLE HAVE VISITED										
	Total	North	South	Boyce	Hartwood Acres	Round Hill	Settlers Cabin	Harrison Hills	White Oak	Deer Lakes
North Park	42%	-	43%	46%	80%	19%	66%	50%	33%	82%
South Park	26%	30%	-	36%	26%	52%	51%	6%	44%	9%
Boyce Park	23%	19%	36%	-	25%	33%	20%	28%	48%	12%
Settlers Cabin Park	19%	28%	34%	17%	16%	4%	-	3%	22%	3%
Hartwood Acres Park	19%	54%	12%	11%	-	6%	11%	14%	22%	27%
Round Hill Park	14%	5%	33%	9%	6%	-	11%	8%	63%	9%
Deer Lakes Park	18%	25%	5%	23%	17%	15%	6%	67%	15%	-
White Oak Park	13%	3%	15%	23%	2%	52%	9%	3%	-	6%
Harrison Hills Park	8%	9%	7%	10%	11%	-	3%	-	11%	18%
Sample size	576	114	107	87	89	48	35	36	27	33

USE OF ALLEGHENY COUNTY PARKS OVER THE PAST WINTER

Question: (Among people who visited any Allegheny County park over the previous 12 months) Did you visit any Allegheny County Park over this past winter?

Key finding: Among people who stated that they had visited any other Allegheny County park in the previous 12 months, two thirds (66%) said they visited an Allegheny County park over the past winter.

Differences by demographics: People under the age of 21 were more likely than those in the older age categories to say they had visited an Allegheny County parks over the past winter.

USE OF ALLEGHENY COUNTY PARKS OVER THE PAST WINTER										
	Total	North	South	Boyce	Hartwood Acres	Round Hill	Settlers Cabin	Harrison Hills	White Oak	Deer Lakes
Yes	34%	49%	33%	31%	23%	42%	32%	19%	43%	18%
No	66%	50%	67%	69%	77%	58%	68%	81%	57%	82%
Not sure / Don't know	-	1%	-	-	-	-	-	-	-	-
Sample size	625	125	120	99	91	53	38	36	30	33

WINTER ACTIVITIES IN WHICH PEOPLE ENGAGED

Question: (People who reported that they had visited any Allegheny County Parks over the past winter were shown a list of activities that are available in winter and asked) From this list, please give me the numbers associated with all of the activities you engaged in when you visited this past winter. Probe for all activities with “anything else?”

Key finding: The primary winter activities in which people engaged were snow tubing and ice skating.

WINTER ACTIVITIES IN WHICH PEOPLE ENGAGED										
	Total	North	South	Boyce	Hartwood Acres	Round Hill	Settlers Cabin	Harrison Hills	White Oak	Deer Lakes
Snow tubing	41%	30%	59%	53%	11%	38%	33%	57%	50%	60%
Ice skating	39%	51%	41%	37%	17%	29%	42%	14%	50%	20%
Off-leash dog park	12%	12%	14%	3%	11%	33%	-	14%	10%	-
Downhill skiing	12%	4%	14%	33%	17%	5%	8%	14%	-	-
Cross-country skiing	10%	5%	5%	23%	6%	5%	17%	-	30%	-
Farm animals	10%	-	11%	-	11%	38%	-	29%	30%	-
Hartwood mansion	9%	12%	3%	3%	17%	5%	-	-	30%	20%
Horseback riding	8%	12%	11%	7%	6%	-	-	-	10%	20%
Nature center	6%	4%	11%	3%	6%	5%	-	29%	10%	-
Ice fishing	4%	-	5%	-	6%	10%	8%	-	10%	-
Oliver Miller Homestead	3%	-	5%	-	-	5%	8%	-	10%	-
Wagman Observatory	1%	-	-	3%	6%	-	-	-	-	-
Running	1%	2%	-	-	6%	-	-	-	-	-
Sample size	197	57	37	30	18	21	12	7	10	5

RATINGS OF THE PARKS

Question: I would like you to rate THIS park on different items on a scale of poor, fair, average, good, or excellent. If you aren't familiar with an item, just say so.

Key finding: Combining responses of good and excellent, more than 80% of park visitors were satisfied with six of the nine areas of query. They were less satisfied with park signage, the quality of the golf course and especially, the quality of the restrooms.

- ✓ Feeling of safety (94%)
- ✓ Condition of the natural environment (93%)
- ✓ Park cleanliness (90%)
- ✓ Helpfulness of park employees and volunteers (89%)
- ✓ Condition of trails in the park (88%)
- ✓ Condition of developed recreation facilities (83%)
- ✓ Adequacy of park signage (68%)
- ✓ Quality of the golf course (65%)
- ✓ Quality of the restrooms (45%)

RATINGS OF THE PARKS					
	Poor	Fair	Average	Good	Excellent
Feeling of safety	-	1%	5%	29%	65%
Helpfulness of park employees and volunteers	2%	3%	6%	31%	58%
Condition of the natural environment	-	1%	5%	43%	51%
Park cleanliness	-	2%	8%	51%	39%
Condition of trails in the park	1%	2%	9%	51%	37%
Condition of developed recreation facilities	1%	3%	13%	46%	37%
Adequacy of park signage	3%	9%	19%	41%	28%
Quality of the golf course	9%	7%	19%	37%	28%
Quality of the restrooms	9%	14%	31%	34%	12%

SUGGESTIONS TO IMPROVE THE PARKS

Question: What would you suggest Allegheny County Parks do to improve this park? It could be regarding existing facilities or programs or new facilities.

Key finding: This question was asked on an open-ended basis. The top seven things people said would improve the parks are adding signs about the features in the park, adding flush toilets, publicizing the parks, holding events, adding a water or spray park, cleaning the existing restrooms and adding more drinking fountains.

SUGGESTIONS TO IMPROVE THE PARKS										
	Total	North	South	Boyce	Hartwood Acres	Round Hill	Settlers Cabin	Harrison Hills	White Oak	Deer Lakes
Signage of features, trails, directions	18%	14%	22%	21%	30%	8%	14%	16%	22%	11%
Everything is fine	16%	26%	16%	11%	15%	13%	14%	6%	13%	13%
Replace outhouses with flush toilets	12%	8%	10%	11%	20%	15%	10%	26%	4%	13%
Have events - holidays, picnics, exercise groups, etc.	10%	7%	9%	1%	24%	16%	11%	10%	9%	11%
Publicity about the parks	9%	13%	13%	4%	10%	9%	6%	8%	2%	2%
Add water park, spray park	8%	-	4%	10%	-	9%	10%	46%	20%	9%
Clean the restrooms	7%	4%	8%	11%	4%	1%	8%	10%	4%	13%
Add drinking fountains	7%	2%	3%	12%	7%	3%	9%	32%	2%	7%
More security patrol	5%	7%	2%	7%	1%	8%	1%	10%	-	4%
Classes for kids, summer programs	5%	5%	4%	6%	1%	8%	10%	-	2%	4%
Add playground equipment	4%	-	2%	6%	12%	3%	-	4%	9%	9%
Maintain trails of debris, trees	4%	2%	6%	2%	7%	1%	4%	4%	2%	2%
Maintain grassy areas	3%	2%	4%	5%	4%	1%	6%	-	4%	2%
Offer maps of parks & trails	3%	2%	8%	1%	5%	-	4%	2%	-	2%
More picnic tables and benches	3%	2%	2%	1%	7%	6%	6%	2%	-	4%

Plant shade trees	2%	2%	-	4%	7%	-	1%	2%	7%	-
Replace older playground equip.	2%	1%	2%	5%	-	1%	-	-	13%	4%
Update shelters, add electricity	2%	2%	4%	1%	-	1%	1%	2%	7%	-
Add dog park	2%	-	-	1%	1%	4%	4%	12%	-	4%
Replace older picnic tables	2%	1%	2%	-	-	-	9%	8%	2%	-
More music	2%	2%	3%	1%	4%	-	-	2%	2%	-
Snack bar, vending machines, food vendor	2%	3%	1%	2%	-	4%	4%	-	-	-
Add benches & tables at pool	2%	-	2%	4%	-	5%	3%	-	-	-
Golf course maintenance	2%	6%	1%	-	-	-	-	-	-	-
Maintenance of parking lot, roads	2%	2%	3%	1%	-	-	1%	-	4%	-

The information below is presented in the interest of being thorough. While very few people gave each suggestion, responses are reported to show all of the things that people said would improve the Allegheny County parks.

1% of the respondents gave each of the following responses.

New or more facilities & features	Better maintenance
Artificial turf (replace)	Dog park (waste)
Basketball courts	Petting zoo
Bike rentals	Playground equipment
Bike trails	Pond (clean water of algae)
County Fair	Pool
Disc golf	Skate park (unlock gate)
Grills	Soccer field needs leveling
Lighting in fairgrounds	Soccer nets need replacing
More parking	Tennis courts
More volunteers	Water fountains not working
More restrooms	
More walking trails	Swimming pool
Shelters	Allow re-entry
Swimming pool	More life guards
Volleyball courts	Open all of the pool

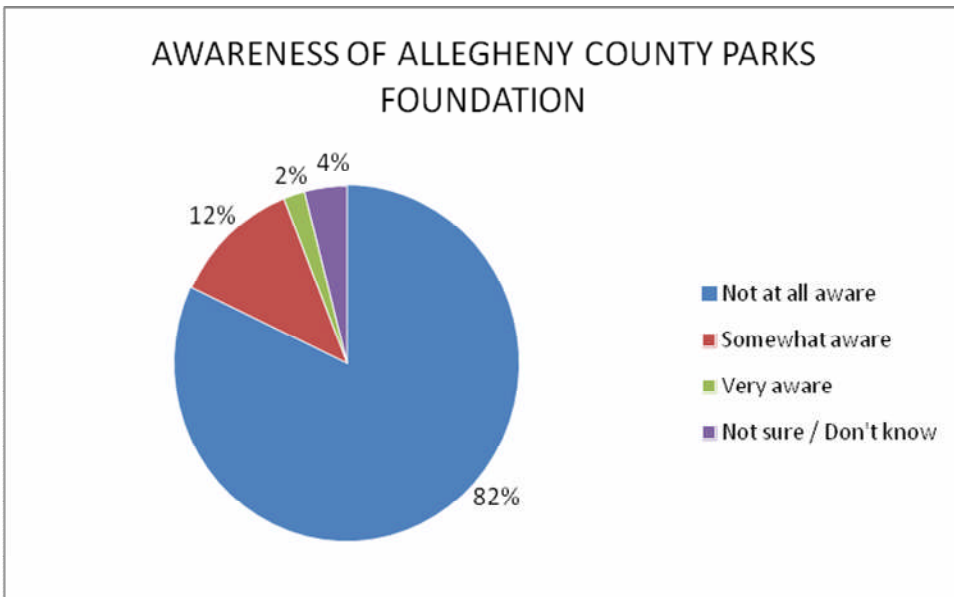
Less than 1% of the respondents gave each of the following responses

New or more facilities & features	Better maintenance
Baseball fields	Basketball courts
Bike lanes on roads	Deck hockey, lighting, nets are too low, floor buckles
Bike paths	Ice skating rink
BMX ramps	Restrooms (unlock)
Car pull-outs	Tennis courts
Classes - Kayaking	
Classes - Swim lessons	Swimming pool
Deck hockey	Dog park (don't allow children)
Equipment for handicapped people	Trails (don't allow dogs)
Ice rink	Vacant building (redevelop)
Paddleboats	Water park (longer hours)
Pond (stock fish)	
Pond (add swimming area)	
Pool (allow life vests)	
Skate park	
Slide at swimming pool	
Soccer fields	
Speed bumps	
Tennis courts	
Winter activities (snowboarding)	

AWARENESS OF ALLEGHENY COUNTY PARKS FOUNDATION

Question: Let me read this to you. The Allegheny County Parks Foundation is a nonprofit organization that works in partnership with the Allegheny County Parks Department to raise money and undertake projects to improve the County parks system. What is your level of awareness with the Allegheny County Park Foundation?

Key finding: Four in five of the visitors said they are not at all aware of the Allegheny County Parks Foundation. Just 14% said they were either somewhat or very aware of the Foundation.



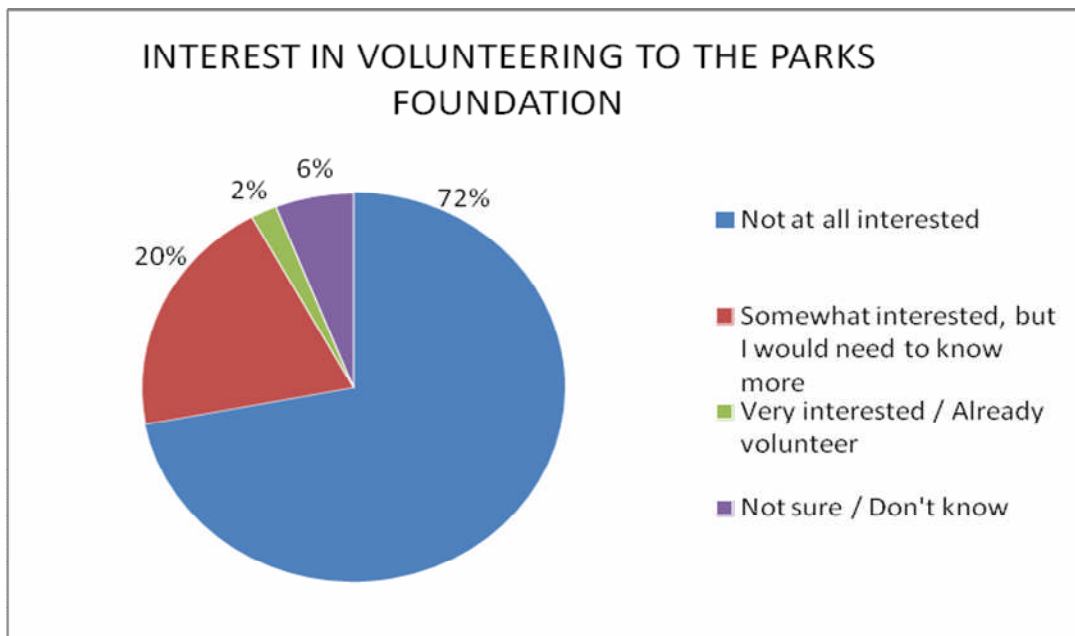
INTEREST IN VOLUNTEERING TO THE PARKS FOUNDATION

Question: Because it is a non-profit, the Allegheny County Park Foundation relies to some degree on volunteers for activities such as trail maintenance and park cleanup. What would be your level of interest in volunteering your time to support the efforts of the Allegheny County Park Foundation?

Key finding: Close to three-quarters (72%) said they are not at all interested in volunteering and 20% said they are somewhat interested.

Differences by demographics: As might be expected, people who were making their first visit to the park at which they were interviewed or typically visit that park once or twice a year were less likely than more frequent visitors to be interested in volunteering.

Differences by demographics: Perhaps a little surprising was that people 60 and older were less likely than younger people to be interested in volunteering.

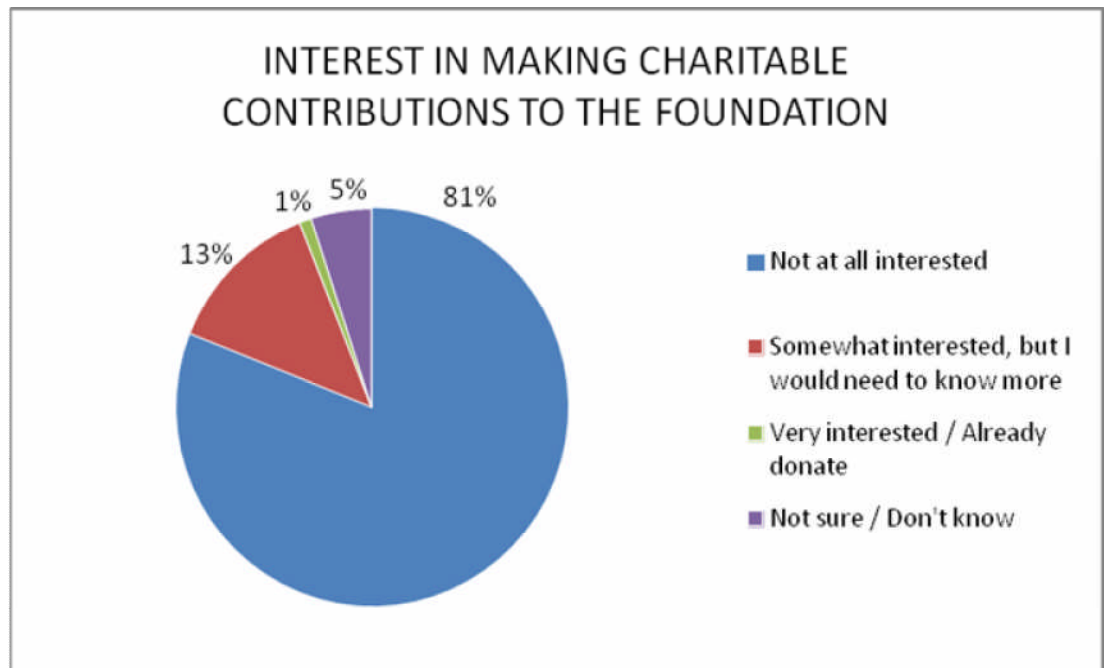


INTEREST IN MAKING CHARITABLE CONTRIBUTIONS TO THE PARKS FOUNDATION

Question: Similarly, what is your level of interest in making a charitable contribution or donation to support the efforts of the Allegheny County Park Foundation?

Key finding: Four in five (81%) said they are not at all interested in making charitable contributions or donations and 13% said they are somewhat interested.

Differences by demographics: People who were making their first visit to the park at which they were interviewed or typically visit once or twice a year were less likely than more frequent visitors to be interested in making charitable contributions.



PREFERRED METHODS OF COMMUNICATION

Question: (People were shown a list of 10 communications vehicles and asked) “Allegheny Parks would like to better inform the public about its parks and programs. From this list, please tell me how the Parks can best provide you with information about the Parks.

Key finding: The top two ways park visitors said that Allegheny Parks can best inform them about its parks and programs is through social media and e-mails from Allegheny County. People are less interested in the traditional advertising channels of radio, television, billboards, direct mail and newspaper.

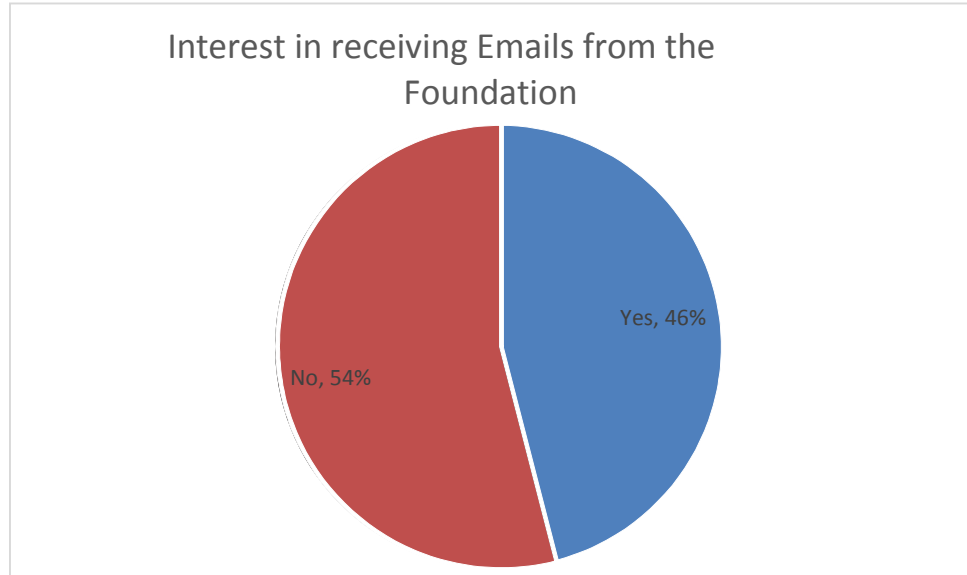
Differences by demographics: People under the age of 40 were more likely than people older to prefer receiving information via social media. Visitors 60 and older were more likely than younger people to state preferences for television, billboards and newspaper.

PREFERRED METHODS OF COMMUNICATION										
	Total	North	South	Boyce	Hartwood Acres	Round Hill	Settlers Cabin	Harrison Hills	White Oak	Deer Lakes
Social media (Facebook, Twitter, etc.)	66%	62%	69%	69%	63%	59%	77%	71%	63%	67%
E-mails from Allegheny County	40%	43%	43%	30%	48%	43%	38%	29%	23%	47%
Radio	30%	35%	26%	35%	34%	28%	20%	24%	35%	26%
Television	30%	27%	30%	29%	23%	37%	45%	41%	30%	19%
Billboards	22%	26%	29%	19%	20%	16%	16%	18%	19%	16%
Direct mail to your home	17%	13%	17%	14%	10%	33%	20%	27%	12%	19%
Newspaper	16%	14%	18%	19%	15%	18%	6%	22%	19%	19%
Information on Allegheny County's webpage	14%	12%	15%	12%	25%	9%	16%	12%	7%	16%
In partnership with similar local organizations	7%	11%	6%	3%	6%	8%	4%	10%	2%	21%
Magazine	3%	5%	5%	1%	5%	3%	-	-	2%	2%

INTEREST IN RECEIVING EMAILS FROM THE FOUNDATION

Question: If you would like to share your contact information so that the Allegheny County Parks Foundation can reach you periodically to inform you of its activities and the features in its parks, please share that below. Thank you for your input!

Key finding: Close to half (46%) of the people interviewed gave their names and email addresses in order to be informed about activities and features in the parks.



DEMOGRAPHICS

AGE

Question: In what year were you born?

About two-thirds (69%) of the respondents were under the age of 50. The remaining 31% were 50 or older.

AGE										
	Total	North	South	Boyce	Hartwood Acres	Round Hill	Settlers Cabin	Harrison Hills	White Oak	Deer Lakes
< 20	13%	17%	14%	18%	5%	9%	18%	12%	2%	9%
21-29	18%	20%	15%	19%	19%	19%	18%	20%	7%	18%
30-39	22%	15%	27%	22%	25%	28%	18%	29%	21%	20%
40-49	16%	15%	14%	18%	13%	17%	24%	10%	19%	18%
50-59	13%	15%	11%	10%	19%	8%	7%	12%	30%	7%
60-69	12%	11%	13%	9%	11%	14%	7%	12%	16%	20%
70-79	5%	7%	6%	4%	6%	4%	4%	2%	5%	2%
80-89	1%	-	-	-	3%	1%	-	2%	-	5%
90+	-	-	-	-	-	-	3%	-	-	-

ETHNIC BACKGROUND

Question: Which of the following categories best describes your race and/or ethnic background?

Nine in ten (87%) of the respondents were White. The remaining 13% were people of color.

ETHNIC BACKGROUND										
	Total	North	South	Boyce	Hartwood Acres	Round Hill	Settlers Cabin	Harrison Hills	White Oak	Deer Lakes
White	87%	90%	88%	71%	95%	83%	90%	94%	91%	91%
Black / African American	5%	4%	4%	11%	2%	8%	6%	2%	4%	-
Hispanic / Chicano / Latino	2%	1%	3%	4%	-	1%	1%	-	2%	-
Native Hawaiian / Pacific Islander	-	-	-	2%	-	-	-	-	-	-
Asian	2%	4%	2%	5%	1%	-	3%	-	-	2%
Mixed race	4%	1%	3%	8%	2%	8%	-	4%	2%	7%

GENDER

Question: Record gender.

Respondents were roughly split between women and men.

GENDER										
	Total	North	South	Boyce	Hartwood Acres	Round Hill	Settlers Cabin	Harrison Hills	White Oak	Deer Lakes
Male	41%	45%	37%	47%	52%	28%	27%	24%	55%	42%
Female	59%	55%	63%	53%	48%	72%	73%	76%	45%	58%

SIZE OF PARTY

Question: Including yourself, how many people are in your party on your visit to this park today?

Four in five (79%) of the respondents had four or fewer people in their parties.

SIZE OF PARTY										
	Total	North	South	Boyce	Hartwood Acres	Round Hill	Settlers Cabin	Harrison Hills	White Oak	Deer Lakes
1	15%	19%	12%	8%	30%	5%	15%	4%	23%	21%
2	24%	30%	23%	25%	24%	13%	19%	14%	39%	19%
3	17%	12%	17%	15%	18%	18%	15%	49%	18%	14%
4	23%	22%	25%	27%	19%	25%	24%	20%	11%	26%
5	9%	5%	14%	16%	2%	13%	12%	6%	5%	9%
6	6%	6%	3%	3%	5%	18%	7%	4%	2%	5%
7	2%	0%	4%	0%	2%	1%	3%	2%	0%	7%
8	1%	1%	2%	1%	1%	5%	0%	0%	2%	0%
9	1%	2%	1%	1%	0%	1%	4%	0%	0%	0%
10	1%	2%	0%	4%	0%	0%	0%	0%	0%	0%

MODE OF TRANSPORTATION

Question: How did you travel to get to the park today?

Almost all of the respondents arrived at the park in an automobile.

MODE OF TRANSPORTATION GETTING TO THE PARK										
	Total	North	South	Boyce	Hartwood Acres	Round Hill	Settlers Cabin	Harrison Hills	White Oak	Deer Lakes
Automobile	99%	99%	100%	98%	99%	97%	100%	100%	100%	98%
On foot	1%	-	-	1%	1%	3%	-	-	-	2%
Bus / Trolley	-	1%	-	-	-	-	-	-	-	-
Bicycle	-	-	-	1%	-	-	-	-	-	-
Taxi / Uber	-	-	-	1%	-	-	-	-	-	-

HOUSEHOLD INCOME

Question: Into which income group would you say your household falls?

About half (57%) of the respondents reported household incomes of under \$75,000.

HOUSEHOLD INCOME										
	Total	North	South	Boyce	Hartwood Acres	Round Hill	Settlers Cabin	Harrison Hills	White Oak	Deer Lakes
Under \$25,000	11%	12%	12%	11%	7%	14%	17%	8%	-	19%
\$25,000 to \$49,999	24%	25%	22%	25%	15%	20%	29%	15%	27%	29%
\$50,000 to \$74,999	22%	14%	22%	18%	21%	35%	20%	46%	35%	19%
\$75,000 to \$99,999	20%	21%	15%	26%	33%	12%	17%	19%	19%	10%
\$100,000 to \$149,000	15%	15%	22%	18%	15%	14%	6%	4%	12%	16%
\$150,000 and above	8%	13%	8%	2%	9%	5%	11%	8%	8%	6%

SECTION IV: SURVEYS

2016 Allegheny County Parks Community-wide Telephone Survey

Hello, this is _____ calling from _____. The Allegheny County Parks Foundation is conducting a survey of residents in Southwestern Pennsylvania regarding use or non-use of local parks. Your household has been selected as part of a random sample of residents to participate in this survey.

Q1. Could you take a few minutes to answer some questions about your use or non-use of local parks?

1. Yes (Go to Q2)
2. No (Terminate and record gender)
 1. Male
 2. Female

Q2. Are you 18 years or older?

1. Yes (Go to Q4)
2. No (Go to Q3)

Q3. May I speak to someone who lives at this residence that is 18 or older? (If yes, repeat introduction. If no, schedule call back).

Q4. I'd like to ask you about your use of County Parks in Allegheny County, Pennsylvania. I will read to you a list of the nine Allegheny County parks. For each one, please tell me whether or not you have visited each one in the past 12 months. (Do not read not sure)

Name of County Park	Yes	If yes, how many total visits did you make to this park over last 12 months	No	Not sure
4a. Boyce Park	1	_____ visits	2	3
4b. Deer Lakes Park	1	_____ visits	2	3
4c. Harrison Hills Park	1	_____ visits	2	3
4d. Hartwood Acres Park	1	_____ visits	2	3
4e. North Park	1	_____ visits	2	3
4f. Round Hill Park	1	_____ visits	2	3
4g. Settlers Cabin Park	1	_____ visits	2	3
4h. South Park	1	_____ visits	2	3
4i. White Oak Park	1	_____ visits	2	3

Q5. If respondent says “no” or “unsure” to ALL of the above (i.e., 4a to 4i) ask the following question. Have you ever visited any of the County Parks in the Allegheny County?

1. Yes (Continue) If yes, what parks did you visit (allow up to three responses _____)
2. No (Continue)
3. Not sure (Continue)

Q6. What could Allegheny County Parks do to encourage you to visit their county parks or to use them more frequently? (Ask of all respondents)

Q7. Are there any other parks in Allegheny County that you have visited in the last twelve months (e.g., township parks, borough parks, state parks city parks)?

1. Yes (Continue to Q7a.)
2. No (Go to Q8)
3. Not sure (Go to Q8)

Q7a. What other parks have you visited? (We need as much detail as possible. If respondent gives a name of a town, ask for the name of the park. If respondent does not know, record name of town with “don’t know name of park”)

Q8. Are there any children under 18 living in your household?

1. Yes (If yes, how many children under 18 are in your household? _____) (Continue)
2. No (Go to Q11)

Q9. Within the last 12 months, have any children in your household (under 18 years old) visited any of the County Parks in Allegheny County, Pennsylvania?

1. Yes (If yes, how many children in your household have visited the County Parks? _____)
2. No (Go to Q11)
3. Not sure (Go to Q11)

Q10. About how many total visits have children in your household (under 18 years) old made to the County Parks in Allegheny County, Pennsylvania over the last 12 months? Please give me your best estimate. (If clarification is needed, we are after the total number of visits to County Parks made by all children under 18 – not adults as we asked in Q5 - to the parks in Allegheny County in the past 12 months).

Q11. Local parks have the potential to provide a range of individual and community benefits. Please tell me on a scale of extremely important, somewhat important, neutral, somewhat unimportant or extremely unimportant, how important you feel the following priorities or benefits should be for your local park agency or organization. (Randomize list. Do not read not sure)

Priority	Extremely Unimportant	Somewhat Unimportant	Neutral	Somewhat Important	Extremely Important	Not sure
Promoting positive youth development	1	2	3	4	5	6
Conserving the natural environment	1	2	3	4	5	6
Protecting open space	1	2	3	4	5	6
Reducing stress and improve mental health	1	2	3	4	5	6
Attracting new businesses to the region	1	2	3	4	5	6
Enhancing real-estate property values	1	2	3	4	5	6
Preventing youth crime	1	2	3	4	5	6
Providing opportunities for fun	1	2	3	4	5	6
Offering facilities and services to improve physical health	1	2	3	4	5	6

IF YES TO any of the Q4 questions or Q5, CONTINUE
OTHERWISE GO TO Q15

Q12. How would you rate the following with regard to Allegheny County parks? For each, please state whether you would evaluate it as excellent, very good, good, fair or poor. (Do not read not sure)

	Poor	Fair	Good	Very good	Excellent	Not sure
Park facilities and infrastructure - such as picnic areas, restrooms, indoor facilities, and trails	1	2	3	4	5	6
Park events, festivals, and programs	1	2	3	4	5	6
The condition of the natural resources and environment	1	2	3	4	5	6
The quality of the recreation opportunities available	1	2	3	4	5	6

IF ALLEGHENY COUNTY RESIDENT, CONTINUE

FOR NON-ALLEGHENY COUNTY RESIDENT, IF YES TO any of Q4 or Q5 CONTINUE
OTHERWISE GO TO Q15

Q13. How likely is it that you would recommend Allegheny County Parks to a friend, family member, or colleague?
(Record but do not read not sure)

Not at all likely					Neutra l					Extremely likely
0	1	2	3	4	5	6	7	8	9	10

Q14. Thinking about Allegheny County Parks, over the past five years, do you feel these parks have been getting better, have remained about the same, or have been getting worse?

1. Getting better
2. Remained about the same
3. Getting worse
4. Not sure (Do not read)

Q15. Whether or not you have visited a park in Allegheny County, I'd like to ask you about some things that Allegheny County could do to improve the quality of its parks. Please tell me the extent you disagree or agree with each of the following on a scale of strongly agree, somewhat agree, neutral, somewhat disagree and strongly disagree. (Rotate start. Read each item. Do not read not sure)

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree	Not sure
Increasing the number of hike and bike trails in the parks	1	2	3	4	5	6
Increasing park acreage/size in the county	1	2	3	4	5	6
Increasing the quality of picnic facilities/pavilions in the parks	1	2	3	4	5	6
Providing more opportunities for programmed activities such as festivals and races	1	2	3	4	5	6
Increasing efforts to link county parks through trails, parkways and greenways	1	2	3	4	5	6
Increasing the number of ball fields in the parks	1	2	3	4	5	6
Providing more nature programs and nature centers	1	2	3	4	5	6
Increasing opportunities for viewing nature and wildlife	1	2	3	4	5	6
Providing developed recreation facilities such as pools and recreation centers in the parks	1	2	3	4	5	6

Let me read this to you. The Allegheny County Parks Foundation is a nonprofit organization that has worked in partnership with the Allegheny County Parks Department to raise money for projects such as upgrading the South Park Fairgrounds Oval and widening the North Park Lake Trail.

Q16. On a scale of very aware, somewhat aware or not at all aware, what is your level of awareness with the Allegheny County Parks Foundation?

1. Not at all aware
2. Somewhat aware
3. Very aware
4. Not sure / Don't know (Do not read)

Q17. Because it is a non-profit, the Allegheny County Parks Foundation relies to some degree on volunteers for activities such as trail maintenance and tree plantings. On a scale of very interested, somewhat interested or not at all interested, what would be your level of interest in volunteering your time to support the efforts of the Allegheny County Parks Foundation?

1. Not at all interested
2. Somewhat interested
3. Very interested
4. I already volunteer for the Foundation (Do not read)
5. Not sure / Don't know (Do not read)

Q18. Similarly, on a scale of very interested, somewhat interested or not at all interested, what is your level of interest in making a charitable contribution or donation to support the efforts of the Allegheny County Parks Foundation?

1. Not at all interested
2. Somewhat interested, but I would need to know more
3. Very interested
4. I already donate to the Foundation (Do not read)
5. Not sure / Don't know (Do not read)

Q19. How do you usually find information about local park, recreation, and leisure activities? Do you usually find out from the newspaper, TV, radio, special mailings, internet, social media, from friends or relatives, or somewhere else? (Accept all responses. Record order of responses)

1. Newspaper
2. Television
3. Radio
4. Direct mail to your home
5. Billboards
6. Magazine
7. Friends or family
8. Social media (Probe and record for below)
9. Emails from Allegheny County
10. Information on Allegheny County's webpage
11. Facebook, Twitter, etc.

Finally, I have a few questions for classification purposes only.

Q20. In what year were you born? _____

Q21. What was the last grade of school you have completed? Have you completed...

1. Less than high school
2. High school graduate
3. Technical school graduate
4. Some college
5. College graduate
6. Post graduate studies
7. Refused (Do not read)

Q22. To make sure that I've talked to a wide variety of races and nationalities, what race or races do you consider yourself to be a part of? (Read list. If multiple responses, record as mixed race)

1. White
2. Black/African-American
3. Hispanic/Chicano/Latino
4. Asian
5. American Indian
6. Mixed Race
7. Other (Specify) _____
8. Refused (Do not read)

Q23. Finally, into which income group would you say your household falls? Would you say it falls into...

1. Less than \$25,000/year
2. \$25,000 to \$49,999/year
3. \$50,000 to \$74,999/year
4. \$75,000 to \$99,999/year
5. \$100,000 to \$149,000/year
6. \$150,000 or more/year
7. Refused / Don't know (Do not read)

Allegheny County Parks Foundation reaches area residents periodically via email to inform people of its activities and the features in its parks. Would you like to be placed on this list... you can always opt out at a later time.

First name: _____

Last name: _____

Email address: _____

This is the end of our survey. Thank you very much for your time.

Record:

Gender

1. Male
2. Female

County (From sample)

Zip code

**ALLEGHENY COUNTY PARKS FOUNDATION
IN-PARK USER SURVEY**

Name of park: _____

Interviewer name: _____ Date: _____ Time: _____

Hello, I am working with Allegheny County Parks Foundation to determine how Allegheny County can better serve park visitors. We have a 10 minute survey and would love to include you.

Are you 14 years or older? (If not), I'm sorry, we are speaking only to people aged 14 or older.

1. About how often would you say you come to this park? Once or twice a year, several times a year, about once a month, once a week or almost daily?

1. Once or twice a year
2. Several times a year
3. Once a month
4. About once a week
5. Almost daily
6. This is my first visit

2. **(ACTIVITY FLASH CARD)** From this list, please give me the number associated with all of the activities you have done or plan to do during today's visit. (Probe for all activities with "anything else?")

3. Of the activities you just mentioned, what would you say is your primary activity today, the one that drew you to the park today? Please give me that associated number.

4. Over the past 12 months, have you visited any other Allegheny County Parks?

1. Yes (Go to Q5)
2. No (Go to Q8)
3. Not sure / Don't know (Go to Q8)

5. **(PARK FLASH CARD)** From this list, please give me the number associated with the Allegheny County park or parks you have visited in the past 12 months.

6. Did you visit any Allegheny County Park over this past winter?

1. Yes (Go to Q7)
2. No (Go to Q8)
3. Not sure / Don't know (Go to Q8)

7. **(WINTER FLASH CARD)** From this list, please give me the numbers associated with all of the activities you engaged in when you visited this past winter. (Probe for all activities with “anything else?”)

8. I would like you to rate **THIS** park on different items on a scale of poor, fair, average, good, or excellent. If you aren't familiar with an item, just say so. (If respondent is unfamiliar, NA)

Park Feature/Attribute	Poor	Fair	Average	Good	Excellent	NA
Park cleanliness	1	2	3	4	5	9
Condition of the natural environment	1	2	3	4	5	9
Condition of developed recreation facilities	1	2	3	4	5	9
Condition of trails in the park	1	2	3	4	5	9
Helpfulness of park employees and volunteers	1	2	3	4	5	9
Feeling of safety	1	2	3	4	5	9
Adequacy of park signage	1	2	3	4	5	9
Quality of the restrooms	1	2	3	4	5	9
Quality of the golf course	1	2	3	4	5	9

9. What would you suggest Allegheny County Parks do to improve this park? It could be regarding existing facilities or programs or new facilities.

Let me read this to you. The Allegheny County Parks Foundation is a nonprofit organization that works in partnership with the Allegheny County Parks Department to raise money and undertake projects to improve the County parks system."

10. What is your level of awareness with the Allegheny County Park Foundation?

1. Not at all aware
2. Somewhat aware
3. Very aware
4. Not sure / Don't know

11. Because it is a non-profit, the Allegheny County Park Foundation relies to some degree on volunteers for activities such as trail maintenance and park cleanup. What would be your level of interest in volunteering your time to support the efforts of the Allegheny County Park Foundation?

1. Not at all interested
2. Somewhat interested, but I would need to know more
3. Very interested
4. I already volunteer for the Foundation
5. Not sure / Don't know

12. Similarly, what is your level of interest in making a charitable contribution or donation to support the efforts of the Allegheny County Park Foundation?

1. Not at all interested
2. Somewhat interested, but I would need to know more
3. Very interested
4. I already donate to the Foundation
5. Not sure / Don't know

13. **(COMMUNICATIONS FLASH CARD)** Allegheny Parks would like to better inform the public about its parks and programs. From this list, please tell me how the Parks can best provide you with information about the Parks.

Finally, in order to better serve all of its constituents, Allegheny County Parks would like to know a little bit about its visitors. (Allow people to self-report to these questions)

14. What is your home Zip Code? _____

15. In what year were you born? _____

16. Which of the following categories best describes your race and/or ethnic background?

1. White
2. Black / African American
3. Hispanic / Chicano / Latino
4. American Indian or Native Alaskan
5. Native Hawaiian / Pacific Islander
6. Asian
7. Mixed race

17. Gender

1. Male
2. Female

18. Including yourself, how many people are in your party on your visit to this park today?

19. How did you travel to get to the park today?

1. Automobile
2. Bus / Trolley
3. On foot
4. Bicycle
5. Taxi / Uber

20. Into which income group would you say your household falls?

1. Under \$25,000
2. \$25,000 to \$49,999
3. \$50,000 to \$74,999
4. \$75,000 to \$99,999
5. \$100,000 to \$149,000
6. \$150,000 and above

If you would like to share your contact information so that the Allegheny County Parks Foundation can reach you periodically to inform you of its activities and the features in its parks, please share that below. Thank you for your input!

Email address: _____

Your name: _____

