

# ALLEGHENY COUNTY PARKS FOUNDATION

## *TELEPHONE & IN-PARK SURVEYS*

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### SECTION IV: SURVEYS

## **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 aid 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. The surveys were conducted from May to September 2022.

These two surveys were also completed in May through September 2016. The primary reason for conducting the surveys in 2022 was to determine if changes have occurred in usage of the parks, satisfaction with the parks, awareness of the Allegheny County parks system and awareness of the Allegheny County Parks Foundation.

### **Telephone survey**

The telephone survey queried:

- ✓ 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
- ✓ Satisfaction with Allegheny County parks
- ✓ If the parks have been improving or getting worse over the past 5 years
- ✓ The value of the Allegheny County park system during the Covid-19 pandemic
- ✓ How area residents feel Allegheny County parks can be improved
- ✓ Reaction to ACPF's acquiring additional funds separate from tax sources
- ✓ Where people get 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 many differences in responses between these two groups of people.

### **In-park survey**

The in-park survey determined:

- ✓ How frequently people visit the park where they were interviewed
- ✓ 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
- ✓ The value of the Allegheny County park system during the Covid-19 pandemic
- ✓ Awareness of Allegheny County Parks Foundation
- ✓ Reaction to ACPF's acquiring additional funds separate from tax sources
- ✓ Interest in volunteering at the Allegheny County Parks Foundation
- ✓ Preferred method to receive information about Allegheny County parks and programs

The in-park survey was completed at the nine Allegheny County parks of Boyce, Deer Lakes, Harrison Hills, Hartwood, North, Round Hill, Settlers Cabin, South and White Oak parks. 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 estimated 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 season. A total of 951 surveys were completed. The maximum margin of error for this sample size is  $\pm 3.2\%$  at the 95% level of confidence.

<b>Park</b>	<b># Interviews</b>
North	211
South	199
Boyce	132
Hartwood Acres	115
Round Hill	64
Settlers Cabin	85
Harrison Hills	43
White Oak	49
Deer Lakes	53
Total	951

## **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 Allegheny County cannot rely exclusively on tax dollars to fulfill the mission of the park system, ACPF would like to secure funding from other sources to support park projects. ACPF believes that awareness that the Allegheny County parks exist as a cohesive park system is low and believes that awareness of ACPF itself is low. 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 the reason there has been limited public interest in diverting tax dollars and funding from other sources to the Allegheny County Parks Foundation.

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

## **SECTION 1: EXECUTIVE OVERVIEW**

## KEY FINDINGS – TELEPHONE SURVEY

**Use of Allegheny County parks in previous 12 months:** As expected, the most used parks are North and South parks; least visited are White Oak and Harrison Hills. While use of the parks is higher among Allegheny County residents, the parks draw many visitors from surrounding counties.

USE OF ALLEGHENY COUNTY PARKS		
	Allegheny County	All other counties
North Park	57%	36%
South Park	39%	20%
Hartwood Acres Park	35%	20%
Boyce Park	29%	22%
Settlers Cabin Park	29%	14%
Round Hill Park	13%	14%
Deer Lakes Park	12%	13%
White Oak Park	11%	12%
Harrison Hills Park	5%	8%

**Total visits to Allegheny County parks:** Allegheny County residents generated more visits to six of the nine parks than did residents of adjacent counties. People from adjacent counties reported greater use of White Oak, Deer Lakes and Harrison Hills parks than did residents of Allegheny County.

TOTAL VISITS TO ALLEGHENY COUNTY PARKS		
	Allegheny County	All other counties
South Park	3,116	458
North Park	3,110	1,084
Settlers Cabin Park	763	215
Hartwood Acres Park	678	280
Boyce Park	582	334
Round Hill Park	553	276
White Oak Park	399	623
Deer Lakes Park	241	283
Harrison Hills Park	66	260

**Ever visited Allegheny County parks:** 86% of Allegheny County residents and 65% of residents of adjacent counties had visited at least one Allegheny County park in the previous 12 months. The percentages in the second row in the table below are calculated on the base of 400 surveys in Allegheny County and 400 with residents of surrounding counties. Thus, 95% of respondents from Allegheny County and 79% of residents of surrounding counties had ever visited an Allegheny County park. The most visited parks are again North and South parks. Name recognition of the parks is high even among infrequent visitors as very few could not name the park they visited.

<b>EVER VISITED ALLEGHENY COUNTY PARKS</b>		
	<b>Allegheny County</b>	<b>All other counties</b>
Visit at least 1 County park in previous 12 months	86%	65%
Visit at least 1 County park more than 12 mos. ago	9%	14%
Total ever visited an Allegheny County park	95%	79%
Base	400	400
<b>Visits to parks 12+ months previously</b>		
South Park	48%	31%
North Park	45%	43%
Boyce Park	27%	36%
Hartwood Acres	9%	10%
Round Hill Park	3%	12%
White Oak Park	9%	3%
Settlers Cabin Park	9%	21%
Deer Lakes Park	-	5%
Harrison Hills Park	-	7%
Non-Allegheny County Parks Foundation park	42%	28%
Cannot recall name of park	9%	2%
Base = Not visited County park in past 12 mos	33	58

**Encouraging greater use of Allegheny County parks:** There are no glaring issues that are preventing people from using Allegheny County parks or visiting them more frequently. Most mentioned was that the parks are great just as they are. Many reported that their schedules, level of interest, and distance from their residences prevent them from using the parks. Suggestions for increasing visitation were publicity about the features the parks have, having more activities including concerts, adding trails, and improving maintenance.



<b>ENCOURAGING GREATER USE OF ALLEGHENY COUNTY PARKS</b>		
	<b>Allegheny County</b>	<b>All other counties</b>
Nothing – Parks are great as they are	21%	10%
Publicize what the County parks have	12%	8%
Nothing – We live too far away	10%	27%
Nothing – Have not thought about it	9%	10%
Nothing – We just don't use the parks	8%	8%
Hold activities, food events, biking, festivals	8%	8%
Add biking and walking trails	6%	4%
Improve maintenance - Weeding, mowing, trash, playground equipment, trails	5%	5%
Nothing – I don't have the time	4%	4%
Hold more concerts	4%	1%
Add playgrounds, children's activities	3%	3%
Improve the restrooms	3%	1%
Add playgrounds, children's activities	3%	3%
Allow pets throughout the parks	2%	1%
More police presence	1%	3%
Don't know, not sure	7%	6%
Base	400	400

**Use of other parks in Allegheny County in previous 12 months:** About two-thirds (62%) of the respondents in Allegheny County and 33% of people in other counties had visited other Allegheny County parks in the previous 12 months.

<b>USE OF OTHER ALLEGHENY COUNTY PARKS</b>		
	<b>Allegheny County</b>	<b>All other counties</b>
Yes	62%	33%
No	36%	64%
Not sure	2%	3%
Base	400	400

**Children’s use of Allegheny County Parks:** Respondents were asked if they have any children under the age of 18 in their households, if so the number, if any of them have visited any Allegheny County park in the previous 12 months, and if so to report the total number of visits their children made to the county parks in the previous 12 months.

<b>CHILDREN UNDER 18 IN THE HOUSEHOLD?</b>		
	<b>Allegheny County</b>	<b>All other counties</b>
Yes	35%	40%
Average	1.9	1.9
Visit last 12 months?	88%	59%
Total visits	4,682	1,560

**Community benefits from local parks:** Respondents were read nine potential benefits that local parks provide and asked to rate the importance on a scale of extremely important, somewhat important, neutral, somewhat unimportant or extremely unimportant. The percentages below combine responses of extremely important and somewhat important for Allegheny County residents and those in surrounding counties.

- ✓ Providing opportunities for fun (92% / 88%)
- ✓ Conserving the natural environment (90% / 91%)
- ✓ Offering facilities and services to improve physical health (87% / 86%)
- ✓ Reducing stress and improve mental health (86% / 87%)
- ✓ Promoting positive youth development (85% / 87%)
- ✓ Protecting open space (83% / 85%)
- ✓ Preventing youth crime (82% / 86%)
- ✓ Attracting new businesses to the region (54% / 53%)
- ✓ Enhancing real estate property values (49% / 46%)

**Rating of Allegheny County parks:** People who had ever visited at least one Allegheny County park were asked to rate five things about the Allegheny County parks on a scale of excellent, very good, good, fair, or poor. The percentages below combine responses of excellent and very good for Allegheny County residents and those in surrounding counties.

- ✓ A welcoming environment (53% / 50%)
- ✓ The condition of the natural resources and environment (48% / 45%)
- ✓ The quality of the recreation opportunities available (40% / 36%)
- ✓ Park facilities and infrastructure... (43% / 40%)
- ✓ Park events, festivals, and programs (33% / 32%)

**Allegheny County parks improving or getting worse:** All Allegheny County residents and those in surrounding counties who had ever visited an Allegheny County park were asked if Allegheny County parks have been getting better, remained about the same, or getting worse over the previous five years. In both groups of residents, about a third reported that the Allegheny County parks are getting better and about half stated that the parks have remained about the same.

Almost all the reasons given for why the parks are improving are because of better maintenance, and upgrades of equipment and facilities. There were some mentions of the addition of facilities.

The reasons cited for why the parks are getting worse are that maintenance needs to be improved and that equipment should be upgraded. While these are the same issues as those who said that the parks are getting better, a much smaller percentage of residents feel the parks are getting worse (5% to 6%) than getting better (31% to 33%).

<b>ALLEGHENY COUNTY PARKS IMPROVING?</b>		
	<b>Allegheny County</b>	<b>All other counties</b>
Remained about the same	51%	48%
Getting better	33%	31%
Not sure	11%	15%
Getting worse	5%	6%
Base	400	316

<b>ALLEGHENY COUNTY PARKS IMPROVING</b>		
	<b>Allegheny County</b>	<b>All other counties</b>
Upgrades – parkwide	26%	16%
Maintenance – equipment	25%	14%
Maintenance – landscaping, mowing, cleaning	21%	26%
More programs, events, activities, concerts	15%	10%
New facilities have been constructed (General)	10%	11%
Allegheny County is committed to improving parks	8%	14%
There are more people in the parks	8%	10%
Maintenance – walking trails	8%	2%
Upgrades - playground equipment	5%	7%
New facilities - playgrounds	5%	-
Maintenance – lake cleaned, drained	3%	2%
New facilities – fitness equipment	3%	-
New facilities – playground equipment	2%	4%
Maintenance – bike trails	2%	3%
Maintenance – roads, paving	2%	3%
New facilities – splash pad	2%	3%
New facilities – hiking trails	2%	2%
Upgrades – playgrounds	2%	2%
Upgrades – hiking trails	2%	2%
Upgrades – pavilions	2%	1%
More welcoming, more diversity	2%	1%
More fishing opportunities	2%	1%
New facilities – kayak rental	2%	-
Maintenance – pavilions	2%	-
New facilities – restrooms	2%	-
New facilities – skate park	2%	-
Upgrades – picnic areas	2%	-
Upgrades – restrooms	2%	-
New facilities – bike trails	1%	4%
New facilities – dog park	1%	3%
Less crime, police patrol	1%	3%
New facilities – benches	1%	2%
New facilities – lighting	1%	2%
Allegheny County is publicizing the parks	1%	2%
Natural habitat is kept	-	2%
Maintenance – splash pads	-	2%
Base	130	98

<b>ALLEGHENY COUNTY PARKS GETTING WORSE</b>		
	<b>Allegheny County</b>	<b>All other counties</b>
Maintenance – equipment	43%	16%
Maintenance – landscaping, litter	38%	37%
Upgrades – equipment	29%	26%
Crime, violence, do not feel safe	14%	16%
Base	21	19

**Importance of park system during Covid-19:** Two-thirds (63%) of Allegheny County residents and 47% of residents of other counties strongly or somewhat agreed that the Allegheny County park system was essential to their mental and/or physical health during the Covid-19 pandemic.

<b>IMPORTANCE OF PARK SYSTEM DURING COVID-19</b>		
	<b>Allegheny County</b>	<b>All other counties</b>
Strongly agree	43%	26%
Somewhat agree	20%	21%
Neither agree nor disagree	22%	31%
Somewhat disagree	8%	7%
Strongly disagree	7%	15%
Base	400	400

**Improving Allegheny County parks:** All respondents 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. The percentages below combine responses of strongly agree and somewhat agree for Allegheny County residents and those in surrounding counties.

- ✓ Providing more opportunities for programmed activities... (78% / 75%)
- ✓ Increasing the quality of picnic facilities/pavilions in the parks (74% / 72%)
- ✓ Providing developed recreation facilities such as pools & rec centers... (78% / 76%)
- ✓ Increasing opportunities for viewing nature and wildlife (81% / 83%)
- ✓ Increasing the number of hike and bike trails in the parks (80% / 79%)
- ✓ Increasing efforts to link county parks through trails... (76% / 76%)
- ✓ Providing more nature programs and nature centers (79% / 79%)
- ✓ Increasing park acreage/size in the county (59% / 60%)
- ✓ Increasing the number of ball fields in the parks (49% / 49%)

**Importance of Allegheny County Parks Foundation acquiring additional funds:**

People were asked “Given that available tax sources may not cover all of the funding needs for Allegheny County parks, how important do you think the Allegheny County Parks Foundation’s efforts are to acquire additional funds to support park projects?” Four in five (82%) of Allegheny County residents and 80% of residents of other counties responded that it is extremely or somewhat important.

<b>IMPORTANCE OF ACPF ACQUIRING ADDITIONAL FUNDS</b>		
	<b>Allegheny County</b>	<b>All other Counties</b>
Extremely important	47%	45%
Somewhat important	35%	35%
Neither important nor unimportant	11%	14%
Somewhat unimportant	4%	3%
Extremely unimportant	3%	3%
Base	400	400

**Gathering information about park, recreation, and leisure activities:** The five sources people rely on the most are social media such as Facebook and Twitter, friends and family, Allegheny County’s webpage, television, and newspapers. Write-in responses, while amounting to only one comment each might be very helpful in publicizing the parks. They were the app Fishbrain, the app Meet-up, [www.Kidsburgh.org](http://www.Kidsburgh.org), [www.RailsToTrails.org](http://www.RailsToTrails.org), [www.YouTube.com](http://www.YouTube.com) and [www.co.westmoreland.pa.us](http://www.co.westmoreland.pa.us).

<b>GATHERING INFORMATION ABOUT ACTIVITIES</b>		
	<b>Allegheny County</b>	<b>All other counties</b>
Facebook, Twitter, etc.	45%	44%
Friends or family	36%	32%
Information on Allegheny County's webpage	28%	17%
Television	13%	11%
Newspaper	11%	10%
Google searches	8%	13%
Internet searches	8%	10%
Emails from Allegheny County	8%	4%
Billboards	7%	5%
Direct mail to your home	7%	3%
Radio	6%	6%
Magazine	4%	3%
Instagram	3%	3%
App – Alltrails	2%	4%
Social media – various sources	1%	1%
Word of mouth	1%	1%
Visits to the parks, signs in the parks	1%	-
Google – “Events around Pittsburgh”	1%	-
Newspapers	1%	-
Webpage – Reddit.com	1%	-
Google maps	-	1%
Tourist brochure	-	1%
Base	400	400

**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 Allegheny County parks. A third (34%) of Allegheny County residents and 24% of people in surrounding counties provided their email addresses. These percentages are very high for opted-in databases - especially through telephone contacts.

## KEY FINDINGS – IN-PARK SURVEY

**Frequency of visits to Allegheny County parks:** Respondents reported that they visit the park at which they were interviewed once or twice a year (12%), several times a year (27%), once a month (14%), about once a week (22%) and almost daily (11%). About one in ten (14%) were making their first visit to the park.

**Activities in which people engaged in the parks:** Visitors were shown a list of 52 activities and asked to state the ones they had engaged in or planned to do during the visit. Three-quarters (75%) cited activities such as walking, hiking, swimming, the dog park, etc., 44% wanted to enjoy the outdoors (picknicking, relaxation, observing nature, etc.), 23% were engaging in things such as bicycling, tennis, and the physical fitness courses, 6% were visiting park facilities (Cascades, Over the Bar Café, Hartwood Mansion, etc.) and 4% were playing league sports.

**Use of other Allegheny County parks in previous 12 months:** When asked “Over the past 12 months, have you visited any other Allegheny County parks?” two thirds (65%) reported they had done so. The percentages of visitation were North (41%), Boyce (31%), Hartwood Acres (24%), South (23%), Deer Lakes (21%), Round Hill (16%), Settlers Cabin (16%), White Oak (11%) and Harrison Hills (8%).

**Use of other Allegheny County parks over past winter:** When asked “Did you visit any Allegheny County park over the past winter?” 43% said they had and 57% said they had not. The activities winter visitors engaged in were walking, hiking, running or bicycling (60%), ice skating (30%), snow tubing (24%), downhill skiing (14%), the dog parks (11%), seeing the farm animals (9%), cross-country skiing (5%), visiting the nature center (5%), horseback riding (5%), visiting the Hartwood mansion (3%), ice fishing (3%), visiting the Oliver Miller homestead (3%), and going to the Wagman Observatory (2%).

**Ratings of the parks:** Visitors were shown nine things about the park at which they were interviewed and asked to rate it on a scale of excellent, good, average, fair and poor. Combining responses of good and excellent, more than 80% of park visitors were satisfied with seven of the nine areas of query. People were less satisfied with park signage and the quality of the restrooms.

- ✓ Feeling of safety (95%)
- ✓ A welcoming atmosphere (95%)
- ✓ Condition of the natural environment (94%)
- ✓ Helpfulness of park employees and volunteers (90%)
- ✓ Park cleanliness (89%)
- ✓ Condition of trails in the park (83%)
- ✓ Condition of developed recreation facilities (84%)
- ✓ Adequacy of park signage (75%)
- ✓ Quality of the restrooms (60%)

**Suggestions to improve the parks:** This question was asked on an open-ended basis. The top five things that visitors said would improve the park at which they were interviewed are adding signs about the features in the park (15%), activities including around Christmas and classes (13%), improving the restrooms (10%), adding a water park (8%), and publicizing the parks better (7%). The top two responses were not sure (21%) and that the parks are fine as they are (20%).



**Allegheny parks during Covid-19 pandemic:** When asked to react to the statement “The Allegheny County park system was essential to my mental and/or physical health throughout the COVID-19 pandemic” on a scale of strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, and strongly disagree, 58% strongly agreed and 24% said they somewhat agree. There were no responses of neither agree nor disagree, or disagree.

**Awareness of Allegheny County Parks Foundation:** Three-quarters (78%) of the respondents said they are not at all aware, 16% were somewhat aware, 3% were very aware and 4% were not sure.

**Importance of ACPF acquiring additional funds:** When read “Given that available tax sources may not cover all of the funding needs for Allegheny County Parks, how important do you think the Allegheny County Parks Foundation’s efforts are to acquire additional funds to support park projects?” on the scale of extremely important, somewhat important, neither important or unimportant, somewhat unimportant, or extremely unimportant, 76% said it is extremely important, 21% said it is somewhat important and 3% said it is neither important or unimportant. There were no responses of somewhat unimportant or extremely unimportant.

**Interest in volunteering at the Allegheny County Parks:** Two-thirds (65%) reported that they are not at all interested, 17% said they are somewhat interested, 15% were not sure, 2% are very interested and 1% said they already volunteer for the parks.

**Preferred methods of communication:** Visitors were shown a list of 11 communication vehicles and asked to note the ones they would be use in learning about Allegheny County parks and programs. Responses were Facebook, Twitter, etc. (76%), e-mails from Allegheny County (39%), radio (25%), television (20%), billboards (19%), information on Allegheny County’s webpage (16%), direct mail to residences (15%), through similar local organizations (9%), newspapers (6%), Allegheny Alerts (4%) and magazines (2%).

**Desired information or content in communications:** Visitors would like to know about the programs and events in the parks (84%), the recreational features (68%), new projects and facilities (58%), the parks’ natural features (39%), descriptions of the trails (37%), and directions to the parks (19%).

**Interest in receiving emails from the Foundation:** Respondents 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. Three-quarters (74%) of the people interviewed gave their names and email addresses. Similar to the results of the telephone survey, these percentages are very high for opted-in databases.

## COMPARISONS TO 2016 SURVEY

### TELEPHONE SURVEY

#### Use of Allegheny County parks in previous 12 months

Visitation to the nine Allegheny County parks was the same as 2016 except for the following.

#### Allegheny County residents - Usage increased

- ✓ North park - 57% in 2022 vs. 47% in 2016
- ✓ Boyce park - 29% in 2022 vs. 23% in 2016
- ✓ Settlers Cabin - 29% in 2022 vs. 23% in 2016

#### Allegheny County residents - Usage decreased

- ✓ South park - 39% in 2022 vs. 44% in 2016

#### Non-Allegheny County residents - Usage increased

- ✓ North park - 36% in 2022 vs. 28% in 2016
- ✓ Boyce park - 22% in 2022 vs. 13% in 2016
- ✓ Settlers Cabin - 14% in 2022 vs. 9% in 2016
- ✓ Round Hill – 14% in 2022 vs. 6% in 2016
- ✓ Deer Lakes – 13% in 2022 vs. 8% in 2016
- ✓ White Oak – 12% in 2022 vs. 6% in 2016

#### **Total visitation - adults**

For Allegheny County residents, visitation decreased - 9,508 in 2022 vs. 9,719 in 2016

For residents of other counties, visitation increased – 3,813 in 2022 vs. 1,658 in 2016

Total visitation increased – 13,321 in 2022 vs. 11,377 in 2016

#### **Total visitation – children under 18**

For Allegheny County residents, visitation increased – 4,682 in 2022 vs. 2,037 in 2016

For residents of other counties, visitation increased – 1,560 in 2022 vs. 711 in 2016

Total visitation increased – 6,242 in 2022 vs. 2,748 in 2016

#### **Visit one or more Allegheny County park in previous 12 months**

Increased for Allegheny County residents - 86% in 2022 vs. 81% in 2016

Increased for Non-Allegheny County residents – 65% in 2022 vs. 52% in 2016

#### **Ever visited an Allegheny County park**

Remained the same for Allegheny County residents - 95% in 2022 vs. 94% in 2016

Increased for Non-Allegheny County residents – 79% in 2022 vs. 73% in 2016

### **Encouraging greater use of Allegheny County parks**

Results were the same compared to 2016 except for the following.

#### Allegheny County residents

- ✓ Nothing – Parks are great as they are - 21% in 2022 vs. 10% in 2016
- ✓ Publicize what the county parks have – 12% in 2022 vs. 5% in 2016
- ✓ Not sure – 7% in 2022 vs. 32% in 2016

#### Non-Allegheny County residents

- ✓ Nothing – We live too far away - 27% in 2022 vs. 17% in 2016
- ✓ Not sure – 6% in 2022 vs. 39% in 2016

### **Visits to other Allegheny County parks in previous 12 months**

Increased for Allegheny County residents - 62% in 2022 vs. 50% in 2016

Increased for Non-Allegheny County residents – 33% in 2022 vs. 23% in 2016

**Community benefits from local parks:** For the nine potential benefits from parks that people were asked to rate on a scale of extremely important, somewhat important, neutral, somewhat unimportant or extremely unimportant, combined responses of extremely important and somewhat important remained high - 82% to 92% for both Allegheny County and non-Allegheny County residents. The importance of two benefits decreased from 2016 for Allegheny County residents / non-Allegheny County residents.

- ✓ Attracting new businesses to the region - 54% / 53% in 2022 vs. 67% / 68% in 2016
- ✓ Enhancing real estate property values - 49% / 46% in 2022 vs. 65% / 58% in 2016

**Ratings of Allegheny County parks:** Combined ratings of excellent and very good of the four variables remained the same except for one that declined for Allegheny County residents / non-Allegheny County residents.

- ✓ Park events, festivals, and programs - 33% / 32% in 2022 vs. 39% / 39% in 2016

**Allegheny County parks improving or getting worse:** Responses of getting better decreased in 2022 compared to 2016 for both Allegheny County and non-Allegheny County residents. (33% / 31% in 2022 vs. 41% / 40% in 2016).

**Improving Allegheny County parks:** On the nine things people were asked about that might improve the parks, ratings of strongly agree and somewhat agree remained the same except for the following which improved in 2022. (Allegheny County / Non-Allegheny County)

- ✓ Increasing opps viewing nature & wildlife - 81% / 83% in 2022 vs. 75% / 81% in 2016
- ✓ Increasing number of hike and bike trails - 80% / 79% in 2022 vs. 73% / 79% in 2016
- ✓ Increasing park acreage/size in the county - 59% / 60% in 2022 vs. 49% / 56% in 2016

### **Gathering information about park, recreation, and leisure activities**

As would be expected, people reported greater use of social media in 2022.

- ✓ Facebook, Twitter, etc. - 45% / 44% in 2022 vs. 14% / 15% in 2016
- ✓ Info on Allegheny County's webpage – 28% / 17% in 2022 vs. 12% / 12% in 2016

And they reported less use of television and newspapers in 2022.

- ✓ Television - 13% / 11% in 2022 vs. 21% / 21% in 2016
- ✓ Newspaper – 11% / 10% in 2022 vs. 37% / 34% in 2016

**Interest in receiving emails from the Foundation**

Interest increased in 2022 for both Allegheny County and non-Allegheny County residents.

- ✓ 34% / 24% in 2022 vs. 25% / 18% in 2016

## **IN-PARK SURVEY**

Results in 2022 were statistically the same as in 2016 for the following questions.

- ✓ Frequency of visits to Allegheny County parks
- ✓ Activities in which people engaged in the parks
- ✓ Suggestions for improving the parks
- ✓ Awareness of Allegheny County Parks Foundation

### **Use of other Allegheny County parks in previous 12 months**

- ✓ Increased for Boyce park – 31% in 2022 vs. 23% in 2016

### **Use of other Allegheny County parks over past winter increased**

- ✓ 43% in 2022 vs. 34% in 2016

### **Winter activities decreased**

- ✓ Snow tubing – 24% in 2022 vs. 41% in 2016
- ✓ Ice skating - 30% in 2022 vs. 39% in 2016
- ✓ Cross-country skiing - 5% in 2022 vs. 10% in 2016
- ✓ Visiting the Hartwood mansion - 3% in 2022 vs. 9% in 2016

However, a category of activity was added in 2022 of walking, running, or bicycling. This was reported by 60% of the winter visitors and was the most mentioned activity.

### **Ratings of the parks increased**

- ✓ Adequacy of park signage - 75% in 2022 vs. 65% in 2016
- ✓ Quality of the restrooms - 60% in 2022 vs. 45% in 2016

### **Interest in volunteering at the Allegheny County Parks improved**

- ✓ Not at all interested decreased - 65% in 2022 vs. 72% in 2016
- ✓ Not sure increased - 15% in 2022 vs. 6% in 2016

### **Preferred methods of communication**

As would be expected, people voiced greater interest in social media in 2022.

- ✓ Social media (Facebook, Twitter, etc.) - 76% in 2022 vs. 66% in 2016

And they reported less interest in television and newspapers in 2022.

- ✓ Television - 20% in 2022 vs. 30% in 2016
- ✓ Newspapers – 6% in 2022 vs. 6% in 2016

### **Interest in receiving emails from the Foundation increased**

- ✓ 74% in 2022 vs. 46% in 2016

## **CONCLUSIONS & RECOMMENDATIONS**

### **Visitation to the Allegheny County parks**

- Use of the Allegheny County parks by adults and children has increased since 2016 by both Allegheny County residents and people in surrounding counties.

### **Awareness of Allegheny County Parks Foundation / Reaction to the Foundation**

- Unfortunately, awareness of ACPF has remained the same since 2016. Three-quarters (78%) of the in-park visitors reported that they are not at all aware of the Foundation. However, in-park visitors are more interested in volunteering in the parks than in 2016.
- Area residents are very supportive of the Foundation acquiring additional funds to support park projects.

### **Image of Allegheny County parks**

- The Allegheny County parks continue to be a strong park system and Allegheny County and ACPF have done an excellent job serving area residents. People have high opinions of the parks. Better still, area residents who have used the parks have even higher opinions. Therefore, increasing visitation will not require addressing issues in the parks or responding to misperceptions people have about the parks.
- While it is not revealed in the results of the in-park survey, the interviewer said that visitors were very willing to speak to her. She reported that there were more people in the parks than in 2016, that visitors were enjoying their experiences and that they wanted to learn more about the parks. She conducted all but about 20 of the interviews and summed up her interviews by saying “People love the parks.”

### **Increasing usage of Allegheny County parks**

- While some area residents will never become park visitors or use the parks more, usage can be increased largely by publicizing the parks and their features. As would be expected, peoples’ preferred channel of communication is social media.
- ACPF is correct that there are direct relationships between awareness, usage, and interest in volunteering in the parks. For non-visitors to use the Allegheny County parks, they need to be made more aware of the parks, including being made more aware of the Foundation. As usage of the parks increases, so too will area residents’ awareness of ACPF and their interest in volunteering.
- Usage will also be increased by continuing to maintain the park grounds and facilities and in some cases, replacing equipment.

### **Communications messages**

- Area residents will be very receptive to communications about the parks as evidenced by the fact that many people stated that they would like to know more about the parks.
- Messages that will resonate best with people are the benefits area residents stated communities receive from the parks of providing opportunities for fun, conserving the natural environment, improving people's physical health, and reducing stress – especially during Covid-19, promoting youth development, protecting open space, and preventing youth crime.
- Other messages that will resonate are the activities visitors enjoy in the parks - walking and hiking, swimming, jogging, picnicking, relaxing, enjoying the outdoors, observing nature and bicycling. For winter activities, the most popular activities are walking, hiking, running, and bicycling, ice skating, snow tubing and downhill skiing.
- Further evidence of area residents' positive impression of the Allegheny County parks is the large percentage of people who gave their email addresses to be informed about the features and activities in the parks.

### **Possible further research**

- The Foundation should consider determining how other county parks systems have advanced their charges through literature reviews and exploratory interviews with senior management. The results would be extremely valuable for increasing usage of the parks, continuing to enhance area residents' positive impressions of the parks, and for attracting volunteers.

**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 the 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. Also as expected, visitation to Allegheny County parks is higher among residents of Allegheny County than by residents of surrounding counties. The value of these findings is that one should feel confident that we have representative samples of residents of Allegheny and surrounding counties. Also of note is that awareness of the parks is high given that very few people were not sure if they had visited each park.

USE OF COUNTY PARKS - ALLEGHENY COUNTY RESIDENTS			
Park	Yes	No	Not sure
North Park	57%	43%	-
South Park	39%	61%	-
Hartwood Acres Park	35%	65%	-
Boyce Park	29%	70%	1%
Settlers Cabin Park	29%	71%	-
Round Hill Park	13%	87%	-
Deer Lakes Park	12%	88%	-
White Oak Park	11%	89%	-
Harrison Hills Park	5%	95%	-
Base = 400			

USE OF COUNTY PARKS – ALL OTHER COUNTIES			
Park	Yes	No	Not sure
North Park	36%	64%	-
South Park	20%	80%	-
Hartwood Acres Park	20%	79%	1%
Boyce Park	22%	77%	1%
Round Hill Park	14%	86%	-
Settlers Cabin Park	14%	85%	1%
Deer Lakes Park	13%	86%	1%
White Oak Park	12%	88%	-
Harrison Hills Park	8%	92%	-
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:** Allegheny County residents made more visits to six of the nine parks than residents of adjacent counties. People in the adjacent counties reported greater use of White Oak, Deer Lakes and Harrison Hills parks than did residents of Allegheny County.

TOTAL VISITS TO COUNTY PARKS – ALLEGHENY COUNTY RESIDENTS			
Park	Total	Mean	Median
South Park	3,116	20.1	3.8
North Park	3,110	13.8	3.3
Settlers Cabin Park	763	6.5	2.1
Hartwood Acres Park	678	4.8	1.8
Boyce Park	582	5.0	2.2
Round Hill Park	553	11.1	2.8
White Oak Park	399	9.5	2.5
Deer Lakes Park	241	5.1	1.9
Harrison Hills Park	66	3.7	2.0
Base = People who visited each park			

TOTAL VISITS TO COUNTY PARKS – ALL OTHER COUNTIES			
Park	Total	Mean	Median
North Park	1,084	7.6	2.2
White Oak Park	623	13.3	1.9
South Park	458	5.7	2.3
Boyce Park	334	3.8	2.0
Deer Lakes Park	283	5.3	2.3
Hartwood Acres Park	280	3.5	1.7
Round Hill Park	276	5.1	1.8
Harrison Hills Park	260	8.1	2.8
Settlers Cabin Park	215	3.8	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, 86% of Allegheny County residents and 65% 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 of the Allegheny County parks. The percentages in the second row in the table are calculated on the total base of 400 surveys in Allegheny County and 400 with people in surrounding counties. Thus, 95% of respondents from Allegheny County and 79% of respondents in surrounding counties had ever visited an Allegheny County park.

**Key finding:** The second part of the table shows the parks that people visited for those who visited Allegheny County park(s) more than 12 months ago. Consistent with other results, the most visited were North and South parks. Of note is that name recognition of the parks is high even among infrequent visitors as very few respondents could not name the park they visited.

EVER VISITED ALLEGHENY COUNTY PARKS		
	Allegheny County	All other counties
Visit at least 1 County park in previous 12 months	86%	65%
Visit at least 1 County park more than 12 mos. ago	9%	14%
Total ever visited an Allegheny County park	95%	79%
Base	400	400
<b>Visits to parks 12+ months previously</b>		
South Park	48%	31%
North Park	45%	43%
Boyce Park	27%	36%
Hartwood Acres	9%	10%
Round Hill Park	3%	12%
White Oak Park	9%	3%
Settlers Cabin Park	9%	21%
Deer Lakes Park	-	5%
Harrison Hills Park	-	7%
Non-Allegheny County Parks Foundation park	42%	28%
Cannot recall name of park	9%	2%
Base = Not visited County park in past 12 mos	33	58

## 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 in the Allegheny County parks that are preventing people from visiting them or using them more frequently. The most common response was that the parks are great as they are. Many others reported that their schedules, level of interest, and distance from their residences prevent them from using the Allegheny County parks. Suggestions for how people could be enticed to use the parks more were publicity about what the parks have, having more activities including concerts, adding trails, and improving maintenance.

**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 suggestion. The percentages of these responses calculated to 1% or less for both residents of Allegheny County and residents of other counties.

ENCOURAGING GREATER USE OF ALLEGHENY COUNTY PARKS		
	Allegheny County	All other counties
Nothing – Parks are great as they are	21%	10%
Publicize what the County parks have	12%	8%
Nothing – We live too far away	10%	27%
Nothing – Have not thought about it	9%	10%
Nothing – We just don't use the parks	8%	8%
Hold activities, food events, biking, festivals	8%	8%
Add biking and walking trails	6%	4%
Improve maintenance - Weeding, mowing, trash, playground equipment, trails	5%	5%
Nothing – I don't have the time	4%	4%
Hold more concerts	4%	1%
Add playgrounds, children's activities	3%	3%
Improve the restrooms	3%	1%
Add playgrounds, children's activities	3%	3%
Allow pets throughout the parks	2%	1%
More police presence	1%	3%
Don't know, not sure	7%	6%
Base	400	400

<b>ENCOURAGING GREATER USE OF ALLEGHENY COUNTY PARKS</b>	
Traffic is bad (7)	Upgrade playgrounds (2)
Need access to public transportation (6)	Ban fracking (2)
Add golf course (6)	Add BBQ areas (1)
Add swimming pool (6)	Add ice skating rink (1)
Add splash pad (6)	Replace picnic tables (1)
Make handicapped accessible (5)	Add tennis courts (1)
Add dog park (5)	Add seating at pools (1)
Stock the ponds with fish (5)	Add restrooms (1)
Add more natural areas (5)	Add benches (1)
Add water fountains (5)	Add campgrounds (1)
Provided guided hikes (5)	Add beach at North park (1)
Plant more trees, shade (4)	Add sand volleyball (1)
Add more parking (4)	Don't allow large gatherings (1)
Add skate parks (4)	Add archery (1)
Add dog poop bags & trash cans (2)	Add hunting (1)
Upgrade tennis courts (2)	Hold winter activities (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:** Close to two-thirds (62%) of the respondents in Allegheny County and 33% of residents of other counties had visited other Allegheny County parks in the previous 12 months. Most of parks people visited were city, township, and borough parks. The most popular parks are shown in the table.

USE OF OTHER ALLEGHENY COUNTY PARKS		
	Allegheny County	All other counties
Yes	62%	33%
No	36%	64%
Not sure	2%	3%
Base	400	400

USE OF OTHER ALLEGHENY COUNTY PARKS		
	Allegheny County	All other counties
City parks	36%	29%
Township parks	30%	16%
Borough parks	16%	11%
Schenley park	21%	14%
Frick park	22%	17%
Community parks	16%	17%
Highland park	9%	4%
Point State park	10%	10%
Riverview park	5%	3%
Raccoon Creek state park	4%	5%
Montour trail	3%	2%
County parks	1%	5%
Moraine state park	2%	3%
Point state park	2%	4%
Mingo Creek	2%	3%
Mellon park	2%	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:** More than a third (35%) of respondents in Allegheny County and 40% of those in surrounding counties reported that they have children in their households. Among households with children, about 80% have one or two kids living in their homes.

CHILDREN UNDER 18 IN THE HOUSEHOLD?		
	Allegheny County	All other counties
Yes	35%	40%
No	65%	60%
Base	400	400

NUMBER OF CHILDREN UNDER 18		
	Allegheny County	All other counties
1	38%	37%
2	42%	42%
3	16%	16%
4	3%	4%
5	1%	1%
Average	1.9	1.9
Base	141	161

## 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 have children under 18 in their households, 88% of Allegheny County residents and 59% of residents of other counties reported that their children had visited at least one of the Allegheny County parks in the previous 12 months.

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

**Key finding:** Total visitation of Allegheny County parks by children in the previous 12 months totaled 4,672 for Allegheny County residents and 1,560 for residents of adjacent counties.

CHILDREN’S USE OF ALLEGHENY COUNTY PARKS		
	Allegheny County	All other Counties
Yes	88%	59%
No	11%	40%
Not sure	1%	1%
Base	141	161



<b>NUMBER OF CHILDREN WHO VISITED COUNTY PARKS</b>		
	<b>Allegheny County</b>	<b>All other Counties</b>
1	40%	32%
2	40%	42%
3	16%	20%
4	3%	3%
5	1%	2%
6	1%	1%
Mean	1.9	2.1
Total visits	4,672	1,560
Base	124	95

## 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 residents of Allegheny County and those in surrounding counties are as follows.

- ✓ Providing opportunities for fun (92% / 88%)
- ✓ Conserving the natural environment (90% / 91%)
- ✓ Offering facilities and services to improve physical health (87% / 86%)
- ✓ Reducing stress and improve mental health (86% / 87%)
- ✓ Promoting positive youth development (85% / 87%)
- ✓ Protecting open space (83% / 85%)
- ✓ Preventing youth crime (82% / 86%)
- ✓ Attracting new businesses to the region (54% / 53%)
- ✓ Enhancing real estate property values (49% / 46%)

COMMUNITY BENEFITS FROM LOCAL PARKS – ALLEGHENY COUNTY						
	Extremely Unimportant	Somewhat Unimportant	Neutral	Somewhat Important	Extremely Important	Not sure
Conserving the natural environment	5%	2%	3%	17%	73%	-
Providing opportunities for fun	4%	1%	3%	23%	69%	-
Reducing stress and improve mental health	5%	3%	6%	24%	62%	-
Promoting positive youth development	5%	2%	7%	24%	61%	1%
Protecting open space	4%	3%	10%	24%	59%	-
Preventing youth crime	6%	4%	8%	23%	59%	-
Offering facilities and services to improve physical health	4%	2%	7%	34%	53%	-
Attracting new businesses to the region	9%	14%	23%	33%	21%	-
Enhancing real estate property values	13%	13%	25%	29%	20%	-
Base = 400						

<b>COMMUNITY BENEFITS FROM LOCAL PARKS – ALL OTHER COUNTIES</b>						
	<b>Extremely Unimportant</b>	<b>Somewhat Unimportant</b>	<b>Neutral</b>	<b>Somewhat Important</b>	<b>Extremely Important</b>	<b>Not sure</b>
Conserving the natural environment	4%	2%	2%	17%	74%	1%
Preventing youth crime	5%	2%	7%	19%	67%	-
Providing opportunities for fun	5%	2%	4%	24%	64%	1%
Promoting positive youth development	3%	3%	7%	23%	64%	-
Reducing stress and improve mental health	4%	2%	7%	24%	63%	-
Protecting open space	3%	3%	9%	24%	61%	-
Offering facilities and services to improve physical health	3%	3%	8%	34%	52%	-
Enhancing real estate property values	13%	17%	23%	25%	21%	1%
Attracting new businesses to the region	10%	14%	23%	33%	20%	-
Base = 400						

## RATINGS OF ALLEGHENY COUNTY PARKS

*Question: (Among people who have ever visited any of the Allegheny County parks) 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.

- ✓ A welcoming environment (53% / 50%)
- ✓ The condition of the natural resources and environment (48% / 45%)
- ✓ The quality of the recreation opportunities available (40% / 36%)
- ✓ Park facilities and infrastructure... (43% / 40%)
- ✓ Park events, festivals, and programs (33% / 32%)

RATINGS OF ALLEGHENY COUNTY PARKS – ALLEGHENY COUNTY RESIDENTS						
	Poor	Fair	Good	Very good	Excellent	Not sure
A welcoming environment	1%	9%	33%	31%	22%	4%
The condition of the natural resources and environment	2%	12%	34%	32%	16%	4%
The quality of the recreation opportunities available	2%	16%	36%	24%	16%	6%
Park facilities and infrastructure such as picnic areas, restrooms, indoor facilities, and trails	2%	15%	36%	30%	13%	4%
Park events, festivals, and programs	4%	16%	33%	22%	11%	14%
Base = 378						

RATINGS OF ALLEGHENY COUNTY PARKS – ALL OTHER COUNTIES						
	Poor	Fair	Good	Very good	Excellent	Not sure
A welcoming environment	1%	6%	36%	28%	22%	7%
The condition of the natural resources and environment	1%	9%	35%	30%	15%	10%
The quality of the recreation opportunities available	2%	15%	37%	22%	14%	10%
Park facilities and infrastructure such as picnic areas, restrooms, indoor facilities, and trails	2%	10%	37%	27%	13%	11%
Park events, festivals, and programs	2%	12%	34%	22%	10%	20%
Base = 316						

## ALLEGHENY COUNTY PARKS IMPROVING OR GETTING WORSE

*Question: (Among all Allegheny County residents and non-Allegheny County residents who have ever visited any of the Allegheny County parks) 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 a third of both Allegheny County residents and respondents in surrounding counties reported that the Allegheny County parks are getting better. About half of the respondents in both geographies reported that the Allegheny County parks have remained about the same.

ALLEGHENY COUNTY PARKS IMPROVING?		
	Allegheny County	All other counties
Remained about the same	51%	48%
Getting better	33%	31%
Not sure	11%	15%
Getting worse	5%	6%
Base	400	316

## ALLEGHENY COUNTY PARKS IMPROVING

*Question: (Among all Allegheny County residents and non-Allegheny County residents who have ever visited any of the Allegheny County parks who reported Allegheny County parks are improving) Why do you feel they are getting better?*

**Key finding:** Almost all the reasons why people feel the Allegheny County parks are improving are because of better maintenance and upgrades of equipment and facilities. Some mentioned the addition of new facilities.

**Key finding:** Again, as is always the case with open-ended questions, many responses were given by only 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.

<b>ALLEGHENY COUNTY PARKS IMPROVING</b>		
	<b>Allegheny County</b>	<b>All other counties</b>
Upgrades – parkwide	26%	16%
Maintenance – equipment	25%	14%
Maintenance – landscaping, mowing, cleaning	21%	26%
More programs, events, activities, concerts	15%	10%
New facilities have been constructed (General)	10%	11%
Allegheny County is committed to improving parks	8%	14%
There are more people in the parks	8%	10%
Maintenance – walking trails	8%	2%
Upgrades - playground equipment	5%	7%
New facilities - playgrounds	5%	-
Maintenance – lake cleaned, drained	3%	2%
New facilities – fitness equipment	3%	-
New facilities – playground equipment	2%	4%
Maintenance – bike trails	2%	3%
Maintenance – roads, paving	2%	3%
New facilities – splash pad	2%	3%
New facilities – hiking trails	2%	2%
Upgrades – playgrounds	2%	2%
Upgrades – hiking trails	2%	2%
Upgrades – pavilions	2%	1%
More welcoming, more diversity	2%	1%
More fishing opportunities	2%	1%
New facilities – kayak rental	2%	-
Maintenance – pavilions	2%	-
New facilities – restrooms	2%	-
New facilities – skate park	2%	-
Upgrades – picnic areas	2%	-
Upgrades – restrooms	2%	-
New facilities – bike trails	1%	4%
New facilities – dog park	1%	3%
Less crime, police patrol	1%	3%
New facilities – benches	1%	2%
New facilities – lighting	1%	2%
Allegheny County is publicizing the parks	1%	2%
Natural habitat is kept	-	2%
Maintenance – splash pads	-	2%
Base	130	98

<b>ALLEGHENY COUNTY PARKS IMPROVING</b>	
Maintenance of golf course (2)	Upgrades – events are better (1)
Natural areas are visually appealing (2)	Upgrades – handicapped parking (1)
New facilities – disabled people equip. (1)	Upgrades – natural areas are being added (1)
New facilities – jogging trails (1)	Upgrades – rental buildings (1)
New facilities – pond (1)	Upgrades – tennis courts (1)
New facilities – softball fields (1)	Fewer people are in the park (1)
New facilities – swimming pool (1)	Food trucks have been added (1)
New facilities – water fountains (1)	Quality picnic areas (1)



## ALLEGHENY COUNTY PARKS GETTING WORSE

*Question: (Among all Allegheny County residents and non-Allegheny County residents who have ever visited any of the Allegheny County parks who reported Allegheny County parks are getting worse) Why do you feel they are getting worse?*

**Key finding:** The reasons given by people who feel the parks are getting worse are that maintenance needs to be improved and that equipment should be upgraded. While these are the same issues as given by people who said that the parks are getting better, a much smaller percentage of area residents believe that the parks are getting worse (5% to 6% getting worse vs. 31% to 33% getting better).

**Key finding:** The second table below shows the other reasons people feel the Allegheny County parks are getting worse and the number of times each response was given.

ALLEGHENY COUNTY PARKS GETTING WORSE		
	Allegheny County	All other counties
Maintenance – equipment	43%	16%
Maintenance – landscaping, litter	38%	37%
Upgrades – equipment	29%	26%
Crime, violence, do not feel safe	14%	16%
Base	21	19

ALLEGHENY COUNTY PARKS GETTING WORSE	
Fewer programs than in past (2)	Need more lighting (1)
There is less emphasis on parks (2)	Free days at South park ended (1)
Poor maintenance of restrooms (1)	More traffic with more people in parks (1)
Poor maintenance of roads (1)	Don't like new dog park (1)
Some parks do not have restrooms (1)	

## IMPORTANCE OF PARK SYSTEM DURING COVID-19

*Question: Please indicate your level of agreement or disagreement with the following statement. The Allegheny County park system was essential to me or my families' mental and/or physical health throughout the Covid-19 pandemic.*

**Key finding:** Two-thirds (63%) of Allegheny County residents and 47% of residents of other counties agreed strongly or somewhat that the Allegheny County park system was essential to their mental and/or physical health during the Covid-19 pandemic.

IMPORTANCE OF PARK SYSTEM DURING COVID-19		
	Allegheny County	All other counties
Strongly agree	43%	26%
Somewhat agree	20%	21%
Neither agree nor disagree	22%	31%
Somewhat disagree	8%	7%
Strongly disagree	7%	15%
Base	400	400

## 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. (Allegheny County / All other counties)

- ✓ Providing more opportunities for programmed activities... (78% / 75%)
- ✓ Increasing the quality of picnic facilities/pavilions in the parks (74% / 72%)
- ✓ Providing developed recreation facilities such as pools & rec centers... (78% / 76%)
- ✓ Increasing opportunities for viewing nature and wildlife (81% / 83%)
- ✓ Increasing the number of hike and bike trails in the parks (80% / 79%)
- ✓ Increasing efforts to link county parks through trails... (76% / 76%)
- ✓ Providing more nature programs and nature centers (79% / 79%)
- ✓ Increasing park acreage/size in the county (59% / 60%)
- ✓ Increasing the number of ball fields in the parks (49% / 49%)

IMPROVING ALLEGHENY COUNTY PARKS – ALLEGHENY COUNTY RESIDENTS						
	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree	Not sure
Increasing the number of hike and bike trails in the parks	2%	2%	16%	28%	52%	-
Providing developed recreation facilities such as pools and recreation centers in the parks	2%	5%	15%	29%	49%	-
Increasing efforts to link county parks through trails, parkways, and greenways	2%	4%	17%	28%	48%	1%
Increasing opportunities for viewing nature and wildlife	1%	2%	16%	34%	47%	-
Providing more nature programs and nature centers	1%	3%	16%	33%	46%	1%
Providing more opportunities for programmed activities such as festivals and races	1%	5%	16%	32%	46%	-
Increasing the quality of picnic facilities/pavilions in the parks	1%	4%	21%	34%	40%	-
Increasing park acreage/size in the county	4%	6%	30%	25%	34%	1%
Increasing the number of ball fields in the parks	4%	14%	30%	27%	22%	3%
Base = 400						

**IMPROVING ALLEGHENY COUNTY PARKS – ALL OTHER COUNTIES**

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree	Not sure
Increasing opportunities for viewing nature and wildlife	1%	2%	14%	32%	51%	-
Increasing the number of hike and bike trails in the parks	2%	2%	16%	28%	51%	1%
Increasing efforts to link county parks through trails, parkways, and greenways	2%	4%	18%	28%	48%	-
Providing more nature programs and nature centers	1%	3%	17%	33%	46%	-
Providing developed recreation facilities such as pools and recreation centers in the parks	3%	4%	17%	30%	46%	-
Providing more opportunities for programmed activities such as festivals and races	3%	2%	19%	29%	46%	1%
Increasing the quality of picnic facilities/pavilions in the parks	2%	3%	22%	32%	40%	1%
Increasing park acreage/size in the county	5%	6%	27%	25%	35%	2%
Increasing the number of ball fields in the parks	5%	9%	36%	28%	21%	1%
Base = 400						

## IMPORTANCE OF ACPF ACQUIRING ADDITIONAL FUNDS

*Question: Let me read this to you. The Allegheny County Parks Foundation strengthens the health and vibrancy of our community by improving conserving and restoring the nine Allegheny County parks. Working in partnership with Allegheny County government, the Parks Foundation bring together ideas, leadership, and resources to make the parks more sustainable and enjoyable for all.*

*Given that available tax sources may not cover all of the funding needs for Allegheny County parks, how important do you think the Allegheny County Parks Foundation's efforts are to acquire additional funds to support park projects?*

**Key finding:** Four in five (82%) of Allegheny County residents and 80% of residents of other counties reported that it is extremely or somewhat important for the Allegheny County Parks Foundation to acquire additional funds to support park projects.

IMPORTANCE OF ACPF ACQUIRING ADDITIONAL FUNDS		
	Allegheny County	All other Counties
Extremely important	47%	45%
Somewhat important	35%	35%
Neither important nor unimportant	11%	14%
Somewhat unimportant	4%	3%
Extremely unimportant	3%	3%
Base	400	400

## 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 five sources on which people rely are social media such as Facebook and Twitter, friends and family, Allegheny County’s webpage, television, and newspapers.

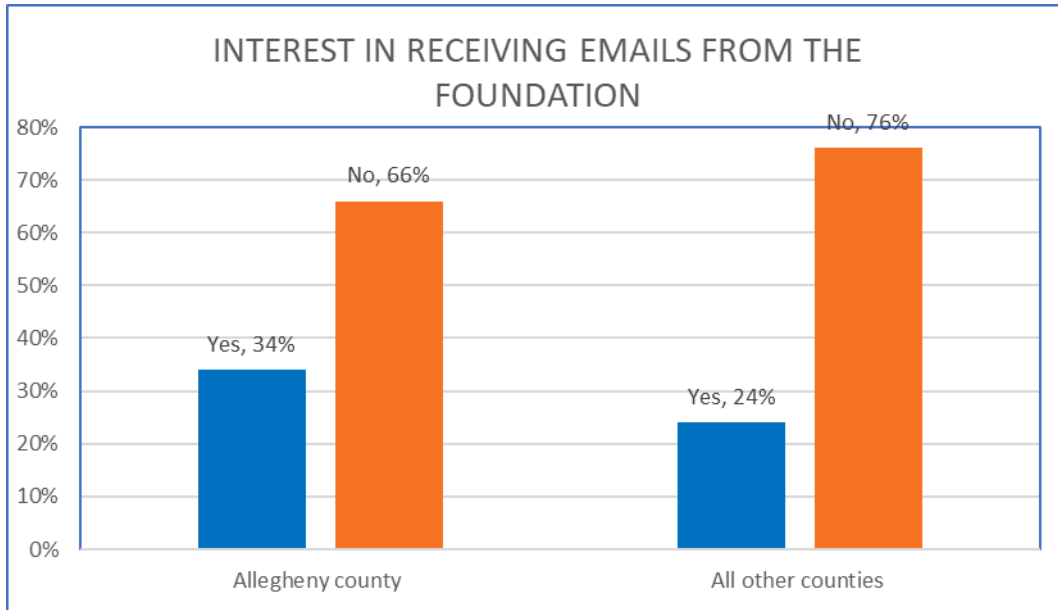
Write-in responses, while amounting to only one comment each, might nevertheless be very helpful in publicizing the parks. They were the app Fishbrain, the app Meet-up, [www.Kidsburgh.org](http://www.Kidsburgh.org), [www.RailsToTrails.org](http://www.RailsToTrails.org), [www.YouTube.com](http://www.YouTube.com) and [www.co.westmoreland.pa.us](http://www.co.westmoreland.pa.us).

GATHERING INFORMATION ABOUT ACTIVITIES		
	Allegheny County	All other counties
Facebook, Twitter, etc.	45%	44%
Friends or family	36%	32%
Information on Allegheny County's webpage	28%	17%
Television	13%	11%
Newspaper	11%	10%
Google searches	8%	13%
Internet searches	8%	10%
Emails from Allegheny County	8%	4%
Billboards	7%	5%
Direct mail to your home	7%	3%
Radio	6%	6%
Magazine	4%	3%
Instagram	3%	3%
App - Alltrails	2%	4%
Social media – various sources	1%	1%
Word of mouth	1%	1%
Visits to the parks, signs in the parks	1%	-
Google – “Events around Pittsburgh”	1%	-
Newspapers	1%	-
Webpage – Reddit.com	1%	-
Google maps	-	1%
Tourist brochure	-	1%
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 third (34%) of Allegheny County residents and 24% of residents of other counties gave their email addresses to receive emails to be informed about activities and features in the Allegheny County parks.



## DEMOGRAPHICS

### AGE

*Question: In what year were you born?*

The age of respondents was very similar for people who have ever visited an Allegheny County park compared to non-visitors except for people in their 30s (more reported they have visited) and those aged 70 or older (more reported they have never visited).

AGE		
	Ever visited	Non-visitors
< 30	9%	9%
30-39	28%	13%
40-49	22%	18%
50-59	14%	19%
60-69	16%	19%
70+	11%	22%

### EDUCATION

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

Visitors reported having more formal education than non-visitors. Two-thirds (62%) of visitors but only 46% of non-visitors reported having college degrees or post graduate studies.

EDUCATION		
	Ever visited	Non-visitors
Less than high school	1%	5%
High school graduate	13%	23%
Technical school graduate	5%	5%
Some college	16%	19%
College graduate	38%	28%
Post graduate studies	24%	18%
Prefer not to answer	3%	2%



## 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 race / ethnicity of visitors was the same as non-visitors.

ETHNIC BACKGROUND		
	Ever visited	Non-visitors
White	77%	79%
Black / African American	8%	4%
Hispanic / Chicano / Latino	2%	3%
Asian	3%	2%
Mixed race	4%	6%
American Indian or Alaskan native	-	-
Native Hawaiian or other Pacific islander	-	-
Prefer not to answer	6%	6%

## HOUSEHOLD INCOME

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

Similarly, the household income of visitors was the same as non-visitors.

HOUSEHOLD INCOME		
	Every visited	Non-visitors
Less than \$25,000	6%	13%
\$25,000 to \$49,999	13%	14%
\$50,000 to \$74,999	14%	13%
\$75,000 to \$99,999	17%	12%
\$100,000 to \$149,999	16%	12%
\$150,000 or more	17%	11%
Prefer not to answer	17%	25%

## GENDER

*Question: Record gender.*

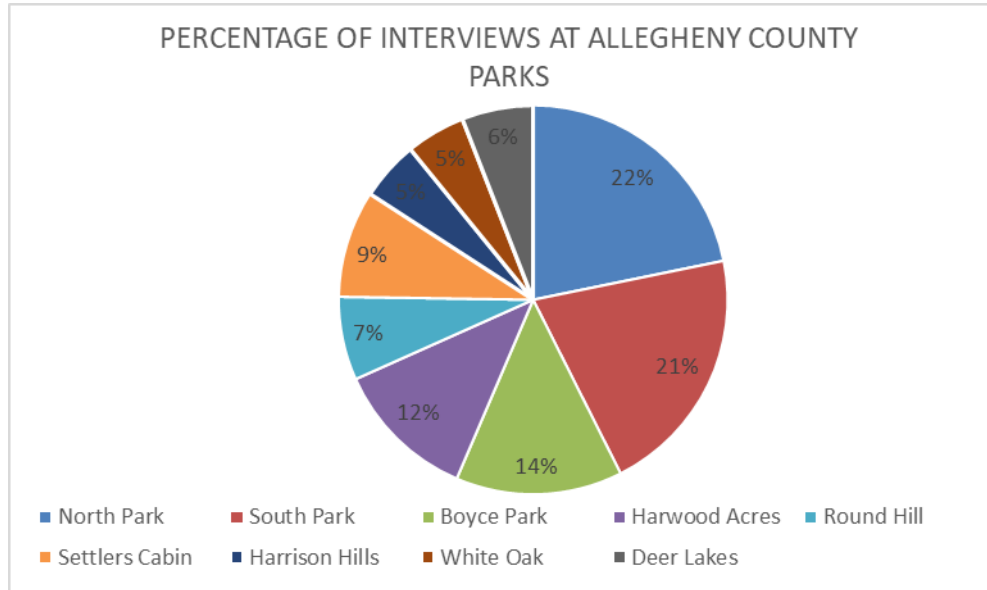
The distribution of gender was the same for visitors and non-visitors.

<b>GENDER</b>		
	<b>Ever visited</b>	<b>Non-visitors</b>
Male	54%	58%
Female	45%	41%
Non-binary	-	-
Prefer not to answer	1%	1%

**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, to defend the results as being representative of visitors to the parks from Memorial Day weekend through Labor Day, more interviews were conducted at the busier parks and fewer 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:** About half (47%) visit the park at which they were interviewed once a month or more. Thirty-nine percent visit several times a year or less frequently and 14% 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	12%	8%	7%	11%	16%	19%	26%	7%	14%	15%
Several times a year	27%	29%	26%	24%	29%	31%	32%	30%	27%	17%
Once a month	14%	14%	13%	17%	14%	20%	7%	16%	12%	11%
About once a week	22%	22%	35%	24%	17%	6%	9%	26%	14%	19%
Almost daily	11%	13%	12%	9%	4%	8%	6%	14%	27%	8%
This is my first visit	14%	14%	7%	15%	20%	16%	20%	7%	6%	30%
Base	951	211	199	132	115	64	85	43	49	53

## ACTIVITIES IN WHICH PEOPLE ENGAGED IN THE PARKS

*Question: (People were shown a list of 52 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 facilities, and league sports. These are bolded in the table. For example, 75% of all respondents gave at least one response of an activity. The same applies to the other categories of responses.

Of the 52 activities shown to visitors, the things that were mentioned by 10% or more of the visitors were walking and hiking, using children's play areas, swimming, attending a concert, picnicking, relaxing, or seeking solitude, observing or being in nature, and bird watching.

ACTIVITIES IN WHICH PEOPLE ENGAGED IN THE PARKS										
	Total	North	South	Boyce	Hartwood Acres	Round Hill	Settlers Cabin	Harrison Hills	White Oak	Deer Lakes
<b>Activities</b>	<b>75%</b>	<b>67%</b>	<b>75%</b>	<b>56%</b>	<b>85%</b>	<b>86%</b>	<b>84%</b>	<b>91%</b>	<b>90%</b>	<b>75%</b>
Walking, hiking	37%	36%	34%	21%	44%	50%	38%	65%	39%	42%
Children's play area	23%	12%	23%	23%	1%	50%	19%	47%	57%	40%
Swimming	13%	19%	15%	17%	-	5%	35%	-	-	-
Attending a concert	11%	2%	18%	2%	54%	2%	-	-	-	-
Dog park	7%	9%	4%	2%	15%	2%	5%	-	22%	2%
Water spray park	5%	1%	-	2%	1%	22%	-	5%	4%	38%
Jogging, running	4%	5%	5%	2%	-	9%	6%	-	4%	-
Fishing	2%	5%	1%	-	-	2%	-	2%	2%	8%
Boating, kayaking, paddleboarding	1%	4%	-	-	-	2%	-	-	-	-
Horseback riding	-	-	2%	-	1%	-	-	-	-	-
Archery	-	-	-	2%	-	-	-	-	2%	-
Diving well	-	-	1%	-	-	-	1%	-	-	-
In-line skating	-	-	-	2%	-	-	-	-	-	-

<b>Enjoying the outdoors</b>	<b>44%</b>	<b>28%</b>	<b>43%</b>	<b>40%</b>	<b>30%</b>	<b>86%</b>	<b>47%</b>	<b>58%</b>	<b>69%</b>	<b>64%</b>
Picknicking	24%	15%	18%	26%	16%	38%	29%	40%	45%	47%
Relaxation, solitude, meditation	14%	8%	11%	11%	10%	20%	14%	19%	33%	32%
Observe nature / Being in nature	11%	9%	8%	13%	6%	6%	12%	14%	29%	13%
Farm animals	7%	0%	10%	2%	-	63%	-	-	2%	-
Driving, sightseeing	4%	3%	9%	5%	2%	-	1%	-	8%	6%
Photography	4%	1%	2%	5%	2%	8%	7%	2%	8%	6%
Bird watching	1%	1%	1%	2%	1%	8%	-	-	2%	2%
Access to Montour trail	1%	1%	2%	1%	-	-	1%	5%	-	-
<b>Informal sports</b>	<b>23%</b>	<b>33%</b>	<b>26%</b>	<b>30%</b>	<b>17%</b>	<b>17%</b>	<b>14%</b>	<b>2%</b>	<b>12%</b>	<b>21%</b>
Bicycling	6%	10%	5%	2%	17%	-	1%	-	-	4%
Tennis	4%	5%	8%	5%	-	-	8%	-	-	-
Physical fitness course	3%	1%	8%	2%	-	16%	-	-	-	-
3 B's action park	2%	-	-	14%	-	-	-	-	-	-
Golf	2%	7%	2%	-	-	-	-	-	-	-
Pickleball	1%	5%	-	2%	-	-	1%	-	-	-
Dek hockey	1%	-	6%	1%	-	-	-	-	-	-
Zip line / Tree top adventure	1%	6%	-	-	-	-	-	-	-	-
Frisbee	1%	-	1%	2%	-	-	4%	-	6%	4%
Disc golf	1%	-	-	1%	-	-	-	-	-	13%
Volleyball	1%	-	1%	1%	-	3%	-	-	6%	-
Soccer	1%	-	1%	2%	-	2%	-	-	-	-
BMX / Pump track	-	1%	1%	-	-	-	-	2%	-	-
Softball	-	-	-	2%	-	2%	-	-	-	-
Football	-	-	-	2%	-	-	-	-	2%	-
Skate park or skills park	-	-	1%	-	-	-	-	-	2%	-
Radio airplanes	-	-	1%	-	-	-	-	-	-	-
<b>Park facilities</b>	<b>6%</b>	<b>9%</b>	<b>12%</b>	<b>-</b>	<b>12%</b>	<b>-</b>	<b>1%</b>	<b>-</b>	<b>-</b>	<b>4%</b>
Cascades	2%	-	12%	-	-	-	-	-	-	-
Over the Bar Café	2%	9%	-	-	-	-	-	-	-	-
Hartwood mansion	1%	-	1%	-	9%	-	-	-	-	-
Sculpture garden	1%	-	-	-	7%	-	-	-	-	-
Oliver Miller homestead	-	-	2%	-	-	-	-	-	-	-
Wagman Observatory	-	-	-	-	-	-	-	-	-	4%
Nature center	-	-	-	-	-	-	1%	-	-	-

<b>League sports</b>	<b>4%</b>	-	<b>1%</b>	<b>16%</b>	-	-	<b>14%</b>	-	-	<b>6%</b>
Baseball – league	2%	-	-	5%	-	-	14%	-	-	-
Soccer – league	2%	-	1%	10%	-	-	-	-	-	4%
Softball – league	2%	-	-	1%	-	-	-	-	-	2%
Base	951	211	199	132	115	64	85	43	49	53



## PRIMARY ACTIVITIES THAT ENTICE PEOPLE TO VISIT THE PARK

Question: (From the same list of 52 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 52 activities shown to people, 10% or more of the visitors said the primary activity that drew them to the park the day they were interviewed were walking and hiking, using children's play areas, swimming, and picnicking.

PRIMARY ACTIVITIES THAT ENTICE PEOPLE TO VISIT THE PARK										
	Total	North	South	Boyce	Hartwood Acres	Round Hill	Settlers Cabin	Harrison Hills	White Oak	Deer Lakes
<b>Activities</b>	<b>60%</b>	<b>57%</b>	<b>62%</b>	<b>42%</b>	<b>80%</b>	<b>38%</b>	<b>69%</b>	<b>79%</b>	<b>65%</b>	<b>55%</b>
Walking, hiking	19%	18%	20%	9%	24%	9%	25%	44%	4%	26%
Children's play area	12%	8%	15%	15%	-	11%	9%	33%	35%	9%
Swimming	10%	17%	11%	13%	-	-	29%	-	-	-
Attending a concert	9%	1%	13%	1%	46%	-	-	-	-	-
Dog park	4%	7%	2%	1%	9%	-	2%	-	20%	2%
Water spray park	2%	-	-	1%	1%	16%	-	2%	-	13%
Jogging, running	2%	4%	2%	2%	-	2%	4%	-	2%	-
Fishing	1%	3%	-	-	-	-	-	-	2%	4%
In-line skating	-	-	-	2%	-	-	-	-	-	-
Archery	-	-	-	-	-	-	-	-	2%	-
Boating, kayaking, paddleboarding	-	-	-	-	-	-	-	-	-	-
<b>Enjoying the outdoors</b>	<b>18%</b>	<b>8%</b>	<b>16%</b>	<b>24%</b>	<b>3%</b>	<b>52%</b>	<b>19%</b>	<b>21%</b>	<b>27%</b>	<b>32%</b>
Picnicking	10%	3%	8%	14%	2%	22%	14%	12%	18%	26%
Farm animals	3%	-	5%	-	-	23%	-	-	-	-
Relaxation, solitude, meditation	3%	2%	2%	2%	2%	6%	2%	5%	2%	6%
Observe nature / Being in nature	2%	1%	-	8%	-	-	1%	2%	4%	-
Driving, sightseeing	-	-	-	1%	-	-	-	-	2%	-
Photography	-	-	-	1%	-	-	1%	2%	-	-
Bird watching	-	-	1%	-	-	-	-	-	-	-

<b>Informal sports</b>	<b>17%</b>	<b>27%</b>	<b>16%</b>	<b>23%</b>	<b>14%</b>	<b>11%</b>	<b>8%</b>	-	<b>8%</b>	<b>13%</b>
Bicycling	4%	7%	2%	2%	14%	-	1%	-	-	4%
Tennis	4%	4%	7%	4%	-	-	7%	-	-	-
3 B's action park	2%	-	-	14%	-	-	-	-	-	-
Golf	1%	7%	-	-	-	-	-	-	-	-
Physical fitness course	1%	-	4%	-	-	9%	-	-	-	-
Zip line / Tree top adventure	1%	5%	-	-	-	-	-	-	-	-
Pickleball	1%	4%	-	-	-	-	-	-	-	-
Dek hockey	1%	-	4%	-	-	-	-	-	-	-
Disc golf	1%	-	-	1%	-	-	-	-	-	9%
Frisbee	-	-	-	-	-	-	-	-	4%	-
Soccer	-	-	-	1%	-	2%	-	-	-	-
Softball	-	-	-	2%	-	-	-	-	-	-
Volleyball	-	-	-	-	-	-	-	-	4%	-
<b>Park facilities</b>	<b>3%</b>	<b>8%</b>	<b>7%</b>	-	<b>3%</b>	-	-	-	-	-
Over the Bar Café	2%	8%	-	-	-	-	-	-	-	-
Cascades	1%	-	7%	-	-	-	-	-	-	-
Hartwood mansion	-	-	-	-	2%	-	-	-	-	-
Sculpture garden	-	-	-	-	1%	-	-	-	-	-
<b>League sports</b>	<b>2%</b>	-	-	<b>11%</b>	-	-	<b>4%</b>	-	-	-
Soccer – league	1%	-	-	9%	-	-	-	-	-	-
Baseball – league	1%	-	-	2%	-	-	4%	-	-	-
Base	951	211	199	132	115	64	85	43	49	53

## USE OF OTHER ALLEGHENY COUNTY PARKS

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

**Key finding:** Two thirds (65%) of the respondents said they had visited one or more 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	65%	55%	65%	72%	83%	64%	45%	70%	69%	79%
No	34%	45%	35%	28%	17%	34%	55%	28%	31%	21%
Not sure	1%	-	-	-	-	2%	-	2%	-	-
Base	951	211	199	132	115	64	85	43	49	53

## 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 one or more Allegheny County park in the previous 12 months, the table below shows the parks they visited. This distribution closely follows the distribution of visitation to the 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	41%	16%	36%	37%	88%	17%	55%	30%	15%	71%
Boyce Park	31%	33%	38%	34%	22%	22%	37%	17%	29%	31%
Hartwood Acres Park	24%	43%	12%	13%	36%	10%	8%	23%	6%	45%
South Park	23%	32%	17%	27%	25%	49%	13%	7%	18%	2%
Deer Lakes Park	21%	14%	10%	28%	33%	12%	3%	83%	12%	19%
Round Hill Park	16%	3%	32%	12%	5%	44%	11%	-	44%	2%
Settlers Cabin Park	16%	20%	20%	13%	15%	7%	32%	13%	3%	5%
White Oak Park	11%	9%	4%	20%	9%	41%	3%	-	24%	5%
Harrison Hills Park	8%	3%	5%	4%	15%	12%	-	13%	-	29%
Base	620	116	129	95	95	41	38	30	34	42

## 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 reported that they had visited one or more Allegheny County park in the previous 12 months, 43% said that they had visited at least one of the Allegheny County parks over the previous 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	43%	47%	53%	54%	32%	41%	39%	13%	41%	31%
No	57%	53%	47%	46%	66%	59%	61%	87%	59%	69%
Not sure / Don't know	-	-	-	-	2%	-	-	-	-	-
Base	620	116	129	95	95	41	38	30	34	42

## 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 four most popular winter activities were walking, hiking, running, or bicycling (one category of activity) ice skating, snow tubing, and downhill skiing.

WINTER ACTIVITIES IN WHICH PEOPLE ENGAGED										
	Total	North	South	Boyce	Hartwood Acres	Round Hill	Settlers Cabin	Harrison Hills	White Oak	Deer Lakes
Walking, hiking, running, or bicycling	60%	54%	71%	55%	73%	59%	60%	75%	43%	38%
Ice skating	30%	48%	38%	16%	17%	35%	33%	50%	7%	15%
Snow tubing	24%	24%	19%	35%	17%	24%	27%	50%	-	31%
Downhill skiing	14%	6%	9%	33%	13%	12%	20%	25%	-	-
Off-leash dog park	11%	7%	6%	12%	10%	12%	-	25%	57%	8%
Farm animals	9%	4%	15%	2%	-	41%	27%	-	7%	-
Cross-country skiing	5%	4%	4%	4%	10%	-	-	-	7%	23%
Nature center	5%	6%	6%	2%	7%	12%	-	-	7%	8%
Horseback riding	5%	4%	3%	-	13%	12%	-	-	-	15%
Hartwood mansion	3%	6%	1%	6%	7%	-	-	-	-	-
Ice fishing	3%	2%	3%	6%	-	6%	-	-	-	8%
Oliver Miller Homestead	3%	-	3%	6%	-	-	13%	25%	-	-
Wagman Observatory	2%	-	1%	4%	-	-	-	-	-	8%
Base	266	54	68	51	30	17	15	4	14	13

## 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 seven of the nine areas of query. People were less satisfied with park signage and the quality of the restrooms.

- ✓ Feeling of safety (95%)
- ✓ A welcoming atmosphere (95%)
- ✓ Condition of the natural environment (94%)
- ✓ Helpfulness of park employees and volunteers (90%)
- ✓ Park cleanliness (89%)
- ✓ Condition of trails in the park (83%)
- ✓ Condition of developed recreation facilities (84%)
- ✓ Adequacy of park signage (75%)
- ✓ Quality of the restrooms (60%)

**Key finding:** The first table below shows ratings of all of Allegheny County's nine parks. The subsequent tables show the ratings for each park on the nine things that visitors were asked to rate about the park. The reader is cautioned against making comparisons between parks because of small sample sizes.

RATINGS OF THE PARKS – ALL PARKS					
	Poor	Fair	Average	Good	Excellent
Feeling of safety	-	1%	4%	30%	65%
A welcoming atmosphere	-	1%	5%	32%	62%
Helpfulness of park employees and volunteers	1%	1%	8%	33%	57%
Condition of the natural environment	-	1%	5%	48%	46%
Park cleanliness	-	3%	8%	49%	40%
Condition of trails in the park	-	3%	13%	46%	37%
Condition of developed recreation facilities (e.g., golf courses, pools, courts)	-	3%	13%	48%	36%
Adequacy of park signage	1%	6%	19%	45%	29%
Quality of the restrooms	5%	10%	25%	40%	20%
Base = 951					

**RATINGS OF THE PARKS - FEELING OF SAFETY**

	North	South	Boyce	Hartwood Acres	Round Hill	Settlers Cabin	Harrison Hills	White Oak	Deer Lakes
Poor	-	-	-	-	-	-	-	-	-
Fair	1%	-	2%	-	-	4%	-	-	-
Average	4%	5%	12%	1%	-	4%	2%	-	-
Good	30%	34%	33%	19%	23%	33%	42%	30%	23%
Excellent	65%	61%	53%	80%	77%	59%	56%	70%	77%
Base	203	198	130	112	61	83	43	47	53

**RATINGS OF THE PARKS – A WELCOMING ATMOSPHERE**

	North	South	Boyce	Hartwood Acres	Round Hill	Settlers Cabin	Harrison Hills	White Oak	Deer Lakes
Poor	-	-	-	-	-	-	-	-	-
Fair	1%	1%	2%	-	-	3%	-	-	-
Average	6%	6%	8%	3%	-	9%	2%	2%	6%
Good	38%	38%	33%	18%	32%	28%	33%	22%	23%
Excellent	55%	55%	57%	79%	68%	60%	65%	76%	71%
Base	200	197	130	111	63	78	42	46	52

**RATINGS OF THE PARKS - HELPFULNESS OF PARK EMPLOYEES AND VOLUNTEERS**

	North	South	Boyce	Hartwood Acres	Round Hill	Settlers Cabin	Harrison Hills	White Oak	Deer Lakes
Poor	-	1%	3%	-	-	4%	-	-	-
Fair	-	-	-	-	5%	2%	-	-	-
Average	9%	5%	15%	8%	13%	4%	6%	-	-
Good	30%	44%	28%	23%	26%	33%	44%	40%	47%
Excellent	61%	50%	54%	69%	56%	57%	50%	60%	53%
Base	87	80	67	61	38	46	16	10	19

**RATINGS OF THE PARKS - CONDITION OF THE NATURAL ENVIRONMENT**

	North	South	Boyce	Hartwood Acres	Round Hill	Settlers Cabin	Harrison Hills	White Oak	Deer Lakes
Poor	-	-	-	-	-	2%	-	-	-
Fair	1%	3%	1%	-	-	-	-	-	-
Average	5%	6%	10%	1%	2%	5%	-	4%	4%
Good	54%	58%	51%	27%	50%	50%	37%	27%	43%
Excellent	40%	33%	38%	72%	48%	43%	63%	69%	53%
Base	211	198	132	114	64	84	43	49	53



**RATINGS OF THE PARKS - PARK CLEANLINESS**

	North	South	Boyce	Hartwood Acres	Round Hill	Settlers Cabin	Harrison Hills	White Oak	Deer Lakes
Poor	-	-	-	-	-	-	-	-	-
Fair	3%	3%	5%	-	2%	7%	-	-	4%
Average	7%	9%	8%	2%	8%	20%	-	6%	6%
Good	59%	56%	52%	34%	42%	35%	56%	33%	48%
Excellent	31%	32%	35%	64%	48%	38%	44%	61%	42%
Base	210	198	130	115	64	85	43	49	53

**RATINGS OF THE PARKS - CONDITION OF TRAILS IN THE PARK**

	North	South	Boyce	Hartwood Acres	Round Hill	Settlers Cabin	Harrison Hills	White Oak	Deer Lakes
Poor	-	1%	2%	-	-	-	-	-	-
Fair	4%	3%	7%	1%	-	-	-	-	3%
Average	15%	16%	10%	8%	9%	26%	15%	-	10%
Good	49%	54%	48%	39%	34%	39%	41%	44%	47%
Excellent	32%	26%	33%	52%	57%	35%	44%	56%	40%
Base	119	119	61	77	35	34	27	16	30

**RATINGS OF THE PARKS - CONDITION OF DEVELOPED RECREATION FACILITIES**

	North	South	Boyce	Hartwood Acres	Round Hill	Settlers Cabin	Harrison Hills	White Oak	Deer Lakes
Poor	-	1%	2%	1%	-	-	-	-	-
Fair	3%	7%	1%	4%	2%	4%	-	2%	-
Average	16%	15%	14%	17%	5%	9%	13%	4%	2%
Good	50%	53%	44%	38%	57%	51%	46%	34%	40%
Excellent	31%	24%	39%	40%	36%	36%	41%	60%	58%
Base	204	191	129	102	61	81	39	47	50

**RATINGS OF THE PARKS - ADEQUACY OF PARK SIGNAGE**

	North	South	Boyce	Hartwood Acres	Round Hill	Settlers Cabin	Harrison Hills	White Oak	Deer Lakes
Poor	1%	-	3%	-	-	3%	2%	-	2%
Fair	3%	4%	10%	9%	2%	8%	5%	9%	4%
Average	15%	24%	19%	20%	9%	15%	22%	13%	25%
Good	57%	48%	46%	38%	34%	49%	42%	42%	36%
Excellent	24%	24%	22%	33%	55%	25%	29%	36%	33%
Base	201	198	125	110	64	79	41	45	48

**RATINGS OF THE PARKS - QUALITY OF THE RESTROOMS**

	<b>North</b>	<b>South</b>	<b>Boyce</b>	<b>Hartwood Acres</b>	<b>Round Hill</b>	<b>Settlers Cabin</b>	<b>Harrison Hills</b>	<b>White Oak</b>	<b>Deer Lakes</b>
Poor	1%	3%	13%	2%	2%	16%	9%	-	-
Fair	9%	10%	15%	7%	4%	18%	3%	3%	9%
Average	32%	32%	19%	24%	15%	27%	27%	13%	9%
Good	42%	41%	38%	41%	42%	25%	52%	34%	47%
Excellent	16%	14%	15%	26%	37%	14%	9%	50%	35%
Base	167	166	104	91	54	56	33	32	43

## SUGGESTIONS TO IMPROVE THE PARKS

*Question: What would you suggest Allegheny County Parks do to improve this park?*

**Key finding:** This question was asked on an open-ended basis. The top five things visitors said would improve the Allegheny County parks are adding signs about the features in the park, activities such as around Christmas and classes, improving the restrooms including constructing flush toilets, adding a water park, and publicizing the parks better. It should be noted that the top two responses were “Not sure” and “Nothing – parks are fine as they are.”

SUGGESTIONS TO IMPROVE THE PARKS										
	Total	North	South	Boyce	Hartwood Acres	Round Hill	Settlers Cabin	Harrison Hills	White Oak	Deer Lakes
Not sure	21%	28%	25%	23%	14%	16%	16%	14%	20%	11%
Nothing – Parks are fine as they are	20%	25%	16%	12%	21%	22%	15%	28%	24%	28%
Signage - Show park features, hours, directions, trails	15%	12%	12%	12%	24%	5%	13%	9%	22%	32%
Activities - Christmas, food events, fitness classes, etc.	13%	11%	11%	13%	31%	11%	8%	9%	14%	8%
Restrooms - Replace outhouses, need better bathrooms, flush toilets	10%	13%	9%	15%	3%	3%	18%	16%	2%	2%
Add features - Water park, spray park	8%	3%	10%	11%	3%	6%	8%	23%	22%	2%
Publicity - Park features, concerts	7%	8%	8%	8%	11%	6%	4%	-	6%	8%
Add features - Inclement weather shelters	6%	3%	8%	10%	-	8%	1%	7%	10%	15%
Add features - Water drinking fountains	6%	-	7%	11%	5%	17%	4%	2%	8%	4%
Add features - Playgrounds, baby swings, monkey bars	6%	2%	3%	5%	16%	8%	8%	2%	6%	4%
Maintenance – Update shelters, add electricity	5%	7%	9%	1%	-	8%	7%	-	6%	-
Add vending machines, snack bar, food vendor	5%	6%	5%	5%	-	3%	12%	2%	2%	2%
Add features –	4%	4%	3%	2%	5%	8%	6%	7%	4%	2%

More picnic tables and benches										
Add features - Music	4%	2%	4%	2%	10%	3%	2%	2%	-	6%
Maintenance – Trail, fallen trees	3%	7%	4%	2%	3%	-	2%	2%	-	2%
Add features – Disc golf	3%	3%	6%	3%	2%	-	-	12%	-	2%
Replace – Older playground equipment	3%	1%	4%	4%	-	9%	2%	-	2%	2%
Add features – Skate park	3%	-	5%	12%	1%	-	-	-	-	-
Base	951	211	199	132	115	64	85	43	49	53

Two percent of the respondents suggested adding a dog park, adding volleyball courts, repurposing the vacant building (South park), better maintenance of the grassy areas, better maintenance of the tennis courts, adding a slide at the pool, improving the maintenance of the parking lots and roads, adding movies in the park, having more police and/or park patrol, and providing maps of the trails.

## ALLEGHENY PARKS DURING COVID-19 PANDEMIC

*Question: Please indicate your level of agreement or disagreement with the following statement. The Allegheny County park system was essential to my mental and/or physical health throughout the COVID-19 pandemic.*

**Key finding:** More than half (58%) strongly agreed and 24% said they somewhat agree.

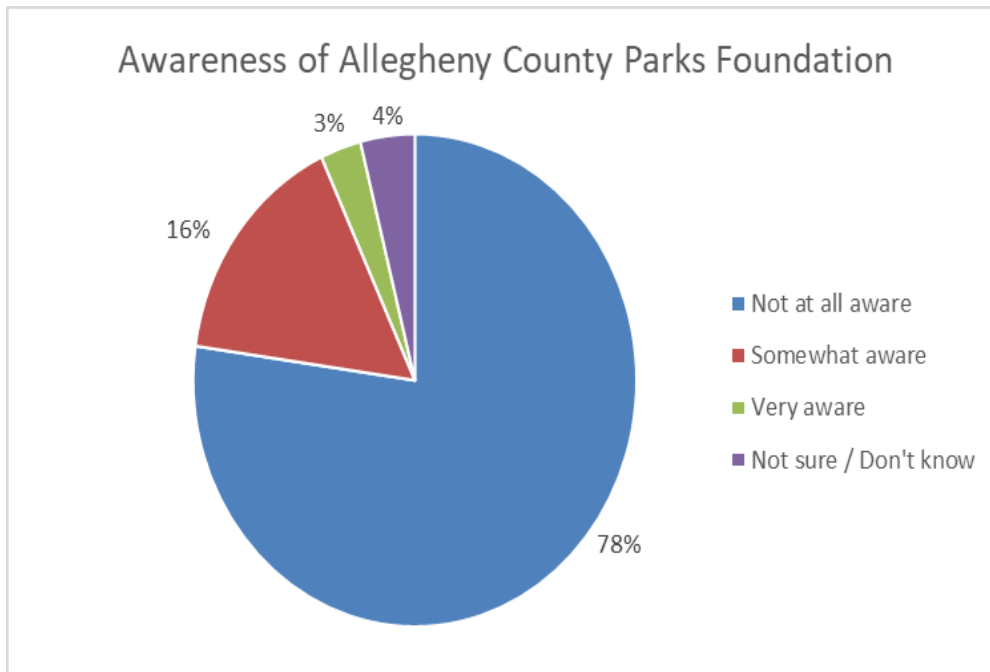
ALLEGHENY PARKS DURING COVID-19 PANDEMIC									
	North	South	Boyce	Hartwood Acres	Round Hill	Settlers Cabin	Harrison Hills	White Oak	Deer Lakes
Strongly agree	58%	52%	41%	43%	50%	45%	44%	47%	53%
Somewhat agree	24%	27%	27%	30%	27%	25%	37%	27%	23%
Neither agree nor disagree	18%	21%	32%	25%	23%	29%	19%	26%	22%
Somewhat disagree	-	-	1%	-	-	1%	-	-	-
Strongly disagree	-	-	1%	2%	-	-	-	-	2%
Sample size									

## AWARENESS OF ALLEGHENY COUNTY PARKS FOUNDATION

*Question: Let me read this to you. “The Allegheny County Parks Foundation strengthens the health and vibrancy of our community by improving, conserving, and restoring the nine Allegheny County parks. Working in partnership with Allegheny County Government, the Parks Foundation brings together ideas, leadership, and resources to make the parks more sustainable and enjoyable for all.”*

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

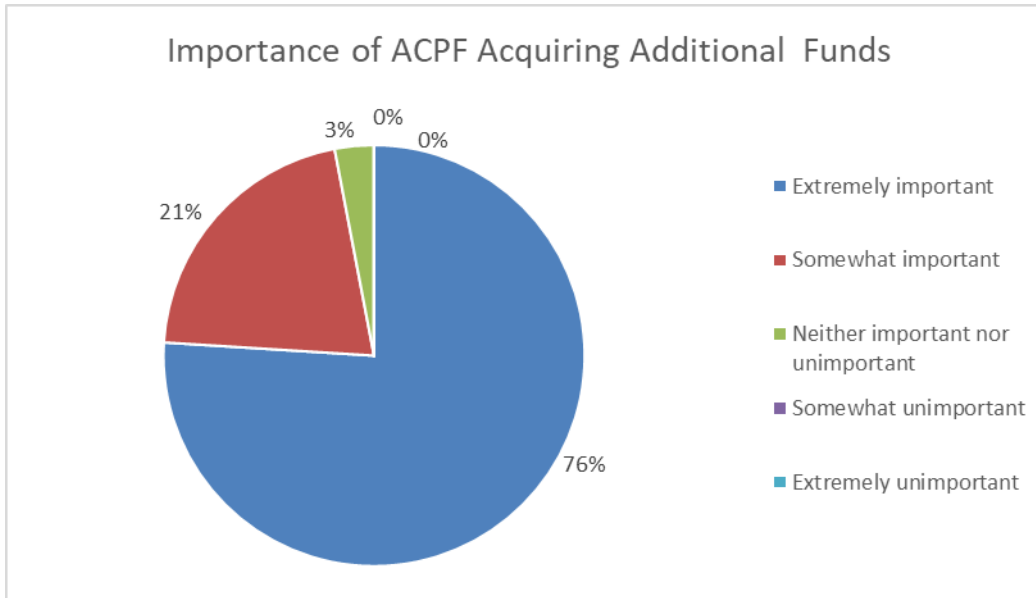
**Key finding:** Four in five (78%) of the visitors said they are not at all aware of the Allegheny County Parks Foundation. Just 19% said they are either somewhat or very aware of the Foundation.



## IMPORTANCE OF ACPF ACQUIRING ADDITIONAL FUNDS

*Question: Please indicate your level of agreement or disagreement with the following statement. Given that available tax sources may not cover all of the funding needs for Allegheny County Parks, how important do you think the Allegheny County Parks Foundation's efforts are to acquire additional funds to support park projects?*

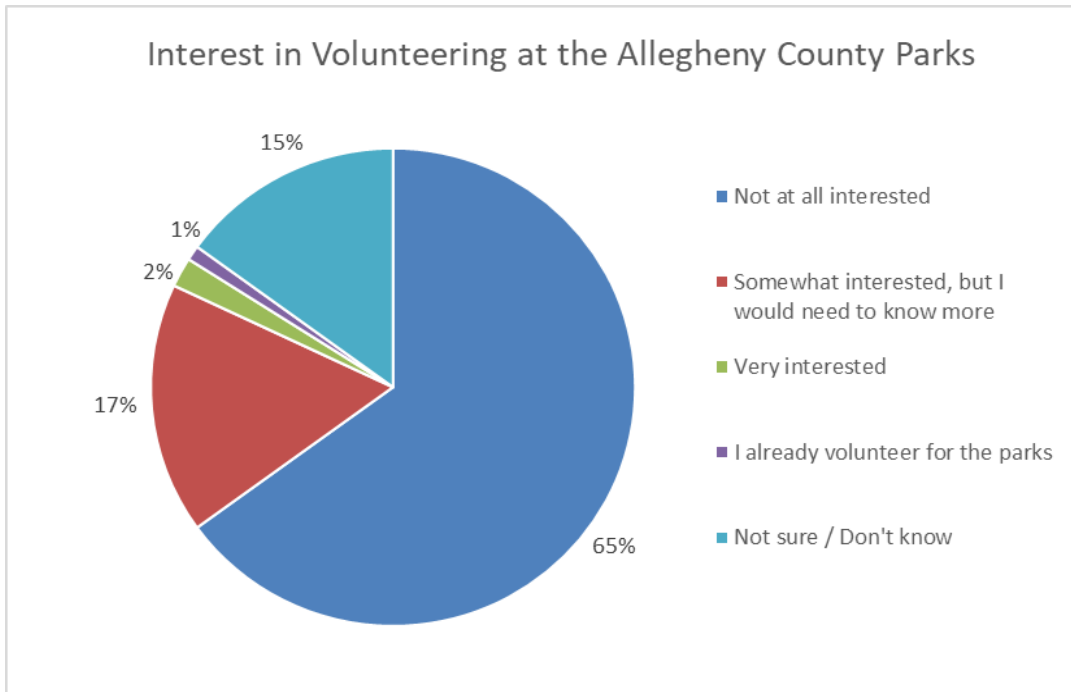
**Key finding:** Three-quarters (76%) of the visitors said that having Allegheny County Parks Foundation acquire additional funds to support park projects is extremely important. Another 21% said it is somewhat important. No respondents said that it is somewhat unimportant or extremely unimportant.



## INTEREST IN VOLUNTEERING AT THE ALLEGHENY COUNTY PARKS

*Question: The Allegheny County Parks system relies to some degree on volunteers for activities such as trail maintenance and tree plantings. What would be your level of interest in volunteering your time to support the efforts of activities such as these?*

**Key finding:** About one in five (17%) reported that they are somewhat interested and 2% reported they are very interested in volunteering. Two thirds (65%) noted that they are not at all interested in volunteering.





## PREFERRED METHODS OF COMMUNICATION

*Question: (People were shown a list of 11 communications vehicles and asked) “Next, we would like to better inform the public about the Allegheny County Parks and its programs. From this list, please tell me how we can best provide you with information about Allegheny County Parks.*

**Key finding:** The top five ways visitors said Allegheny Parks can inform them about parks and programs is through social media, e-mails from Allegheny County, radio, television, and billboards.

### 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.)	76%	78%	68%	83%	77%	81%	82%	81%	63%	70%
E-mails from Allegheny County	39%	39%	40%	36%	49%	38%	29%	56%	41%	34%
Radio	25%	22%	25%	20%	30%	28%	25%	23%	29%	28%
Television	20%	19%	22%	20%	15%	23%	19%	12%	31%	26%
Billboards	19%	21%	25%	13%	22%	16%	20%	14%	16%	11%
Information on Allegheny County's webpage	16%	15%	20%	14%	19%	9%	14%	14%	8%	25%
Direct mail to your home	15%	10%	18%	14%	17%	22%	12%	14%	22%	17%
In partnership with similar local organizations	9%	10%	9%	7%	10%	6%	9%	7%	10%	4%
Newspaper	6%	3%	6%	6%	7%	8%	9%	9%	2%	8%
Allegheny Alerts	4%	4%	3%	2%	5%	6%	2%	2%	4%	8%
Magazine	2%	2%	1%	1%	5%	2%	2%	5%	4%	-
Not sure	1%	2%	2%	1%	-	-	1%	2%	2%	-

## DESIRED INFORMATION OR CONTENT IN COMMUNICATIONS

*Question:* What information or content would you like to see in these communications?

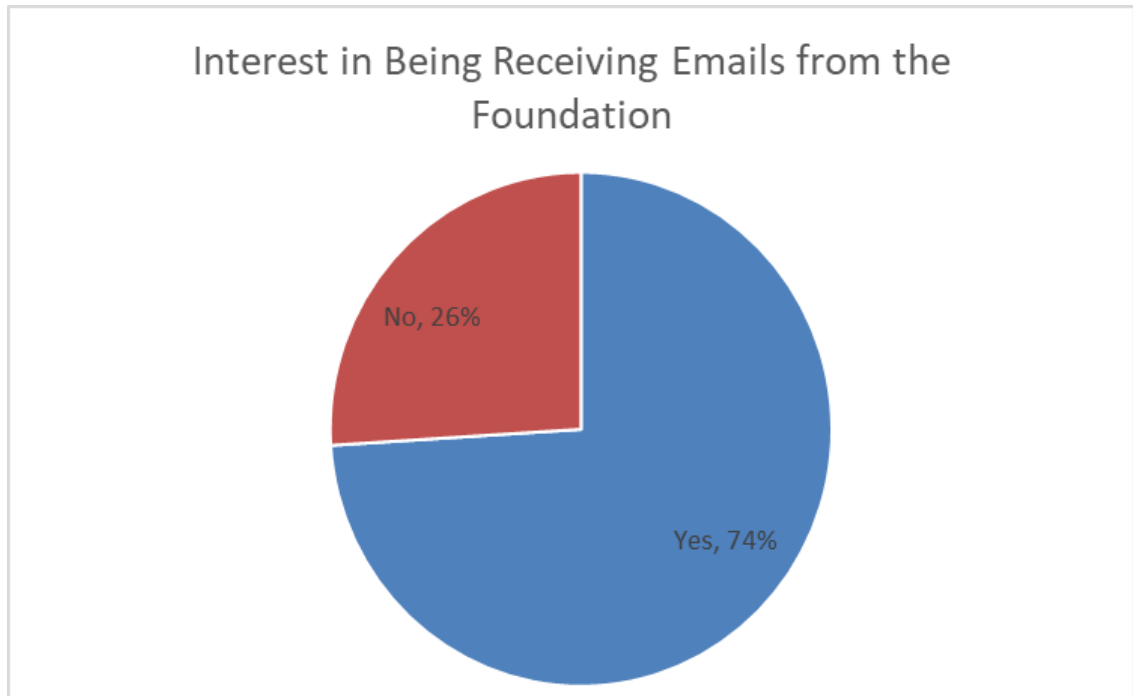
**Key finding:** The three things that visitors are most interested in hearing about are park programs and events, recreational features, and new park projects and facilities.

DESIRED INFORMATION OR CONTENT IN COMMUNICATIONS										
	Total	North	South	Boyce	Hartwood Acres	Round Hill	Settlers Cabin	Harrison Hills	White Oak	Deer Lakes
Park programs and events	84%	80%	84%	77%	90%	83%	87%	88%	86%	89%
Park recreational features	68%	73%	68%	61%	70%	72%	67%	53%	69%	66%
New park projects and facilities	58%	62%	58%	56%	61%	64%	52%	47%	57%	60%
Park natural features	39%	41%	34%	40%	44%	39%	33%	30%	43%	47%
Trail descriptions	37%	38%	35%	36%	45%	34%	36%	26%	31%	38%
Directions to parks	19%	19%	16%	18%	21%	19%	20%	19%	22%	25%
Not interested / Out of town	2%	4%	2%	-	1%	2%	2%	2%	2%	-
Not sure	1%	-	1%	2%	-	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:** Fully 74% of the people interviewed gave their names and email addresses to be informed about activities and features in the Allegheny County parks.



## DEMOGRAPHICS

### AGE

*Question: In what year were you born?*

Visitors were split between being under 40 and 40 and older.

	Total	North	South	Boyce	Hartwood Acres	Round Hill	Settlers Cabin	Harrison Hills	White Oak	Deer Lakes
< 20	11%	15%	12%	13%	4%	8%	20%	9%	-	13%
21-29	15%	16%	9%	21%	14%	17%	15%	21%	17%	4%
30-39	24%	24%	19%	26%	23%	40%	14%	35%	19%	32%
40-59	25%	24%	27%	27%	27%	15%	25%	19%	25%	26%
60+	25%	21%	33%	13%	32%	20%	26%	16%	40%	25%

### ETHNIC BACKGROUND

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

Nine in ten (88%) of the respondents were White. The remaining 12% were people of color.

ETHNIC BACKGROUND										
	Total	North	South	Boyce	Hartwood Acres	Round Hill	Settlers Cabin	Harrison Hills	White Oak	Deer Lakes
White	88%	91%	93%	74%	92%	87%	80%	93%	77%	88%
Black / African American	8%	5%	5%	21%	1%	6%	13%	2%	19%	4%
Hispanic / Chicano / Latino	2%	3%	1%	2%	2%	2%	1%	-	4%	6%
Asian	1%	1%	1%	-	3%	-	4%	-	-	2%
Mixed race	1%	-	-	2%	2%	5%	2%	5%	-	-
American Indian or Native Alaskan	-	-	-	1%	-	-	-	-	-	-
Native Hawaiian / Pacific Islander	-	-	-	-	-	-	-	-	-	-

## GENDER

Question: Record gender.

GENDER										
	Total	North	South	Boyce	Hartwood Acres	Round Hill	Settlers Cabin	Harrison Hills	White Oak	Deer Lakes
Male	38%	41%	40%	44%	40%	17%	33%	40%	31%	38%
Female	62%	59%	60%	56%	58%	81%	67%	60%	69%	60%
Non-binary	-	-	-	-	2%	2%	-	-	-	2%

## SIZE OF PARTY

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

Four in five (83%) 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	13%	19%	13%	13%	14%	10%	4%	3%	24%	4%
2	32%	33%	33%	38%	49%	24%	36%	23%	23%	15%
3	20%	14%	20%	25%	12%	12%	31%	33%	23%	35%
4	18%	15%	18%	14%	16%	24%	23%	23%	18%	19%
5	7%	6%	4%	6%	3%	17%	5%	15%	7%	9%
6	5%	8%	7%	1%	3%	10%	-	3%	5%	4%
7	1%	-	-	3%	-	-	3%	-	-	4%
8	1%	2%	1%	-	-	3%	-	-	2%	6%
9	1%	1%	2%	-	-	-	-	-	-	-
10	2%	2%	2%	-	3%	-	-	-	-	4%

## MODE OF TRANSPORTATION

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

Almost all the respondents arrived at the parks in automobiles.

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%	100%	98%	98%	99%	100%	99%	100%	98%	100%
On foot	1%	-	2%	-	1%	-	-	-	-	-
Taxi / Uber	-	-	-	2%	-	-	1%	-	-	-
Bus / Trolley	-	-	-	-	-	-	-	-	2%	-

## HOUSEHOLD INCOME

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

About half (49%) of the visitors 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	8%	4%	6%	9%	9%	7%	10%	18%	13%	13%
\$25,000 to \$49,999	16%	18%	14%	18%	12%	13%	13%	18%	23%	13%
\$50,000 to \$74,999	25%	25%	21%	25%	16%	26%	37%	27%	33%	33%
\$75,000 to \$99,999	26%	32%	27%	23%	29%	34%	15%	31%	15%	22%
\$100,000 to \$149,000	17%	16%	24%	18%	18%	9%	17%	6%	13%	13%
\$150,000 and above	8%	5%	8%	7%	16%	11%	8%	-	3%	6%

**SECTION IV: SURVEYS**

## 2022 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 the interview)

Q2. Are you 18 years or older?

1. Yes (Go to Q3a)
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).

Q3a. What county in which state do you reside? (Do not read list)

1. Allegheny County, Pennsylvania
2. Armstrong county, Pennsylvania
3. Beaver county, Pennsylvania
4. Butler county, Pennsylvania
5. Washington county, Pennsylvania
6. Westmoreland county, Pennsylvania
7. None of these (Terminate the interview)

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 Q13 (NOTE SCREENER)

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
A welcoming environment	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 Q14

Q13. 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 (follow-up prompt: Why do you feel they are getting better? \_\_\_\_\_)
2. Remained about the same (no follow-up)
3. Getting worse (follow-up prompt: Why do you feel they are getting worse? \_\_\_\_\_)
4. Not sure (Do not read)

Q14. Please indicate your level of agreement or disagreement with the following statement:

“The Allegheny County Park system was essential to me or my families’ mental and/or physical health throughout the COVID-19 pandemic.” – Read response options below.

1. Strongly Agree
2. Somewhat Agree
3. Neither Agree nor Disagree
4. Somewhat Disagree
5. Strongly Disagree

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 strengthens the health and vibrancy of our community by improving, conserving, and restoring the nine Allegheny County parks. Working in partnership with Allegheny County Government, the Parks Foundation brings together ideas, leadership, and resources to make the parks more sustainable and enjoyable for all."

Q16. Given that available tax sources may not cover all of the funding needs for Allegheny County Parks, how important do you think the Allegheny County Parks Foundation's efforts are to acquire additional funds to support park projects?

1. Extremely important
2. Somewhat important
3. Neither important nor unimportant
4. Somewhat unimportant
5. Extremely unimportant

Q17. 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. Emails from Allegheny County
9. Information on Allegheny County's webpage
10. Facebook, Twitter, etc.
11. Other social media (Probe and record for) \_\_\_\_\_

Finally, I have a few questions for classification purposes only. As a reminder, your responses to these questions are voluntary.

Q18. In what year were you born? \_\_\_\_\_

Q19. 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. Prefer not to answer (Read)

Q20. To ensure that we are collecting responses that represent the diverse make-up of our County residents, 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 or Alaskan Native
6. Native Hawaiian or Other Pacific Islander
7. Mixed Race
8. Other (Specify) \_\_\_\_\_
9. Prefer not to answer (Read)

Q21. 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. Prefer not to answer (Read)

Q22. What is your gender?

1. Male
2. Female
3. Non-binary
4. Prefer not to answer (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.

Zip code

**ALLEGHENY COUNTY PARKS FOUNDATION  
2022 IN-PARK USER SURVEY**

Name of park: \_\_\_\_\_

Interviewer name: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_

Hello, I am working on behalf of the 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?”)

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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 (e.g., golf courses, pools, courts)	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
A welcoming atmosphere	1	2	3	4	5	9

9. What would you suggest Allegheny County Parks do to improve this park?

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10. Please indicate your level of agreement or disagreement with the following statement:

“The Allegheny County Park system was essential to my mental and/or physical health throughout the COVID-19 pandemic.”

1. Strongly Agree
2. Somewhat Agree
3. Neither Agree nor Disagree
4. Somewhat Disagree
5. Strongly Disagree

11. Let me read this to you. "The Allegheny County Parks Foundation strengthens the health and vibrancy of our community by improving, conserving, and restoring the nine Allegheny County parks. Working in partnership with Allegheny County Government, the Parks Foundation brings together ideas, leadership, and resources to make the parks more sustainable and enjoyable for all."

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

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

12. Please indicate your level of agreement or disagreement with the following statement:

Given that available tax sources may not cover all of the funding needs for Allegheny County Parks, how important do you think the Allegheny County Parks Foundation's efforts are to acquire additional funds to support park projects?

1. Extremely important
2. Somewhat important
3. Neither important nor unimportant
4. Somewhat unimportant
5. Extremely unimportant

13. The Allegheny County Parks system relies to some degree on volunteers for activities such as trail maintenance and tree plantings. What would be your level of interest in volunteering your time to support the efforts of activities such as these?

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

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

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14a. What information or content would you like to see in these communications?

1. Park natural features
2. Park recreational features
3. Park programs and events
4. New park projects and facilities
5. Trail descriptions
6. Directions to parks
7. Other, please specify \_\_\_\_\_



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

15. What is your home Zip Code? \_\_\_\_\_

16. In what year were you born? \_\_\_\_\_

17. 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

18. Gender

1. Male
2. Female
3. Non-binary

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

\_\_\_\_\_

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

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

21. 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: \_\_\_\_\_