



**Opportunity  
Rising.**

# **Town Hall: Community Needs Assessment Survey Results**

**General Services Department  
Parks and Recreation Division**

# Agenda

- I. Welcome!
- II. CNA Overview + Strategic Plan
- III. Community Needs Assessment Survey Results
- IV. Q&A
- V. Next Steps: Opportunities/Engagement



# Welcome!

## I. Introductions

Parks and Rec Staff & CDAD

## II. Online Zoom Poll:

- Do you remember the Swim Mobile?
- Did you ever swim in the Swim Mobile?

## III. What is the Community Needs Assessment (CNA) and how is it being used?

## IV. PRIP



# Community Needs Assessment

- Two year process facilitated by PROS consulting, CDAD and City of Detroit Parks and Recreation
- 10 stakeholder focus groups
- 629 completed surveys by a representative sample of Detroiters based on all demographics



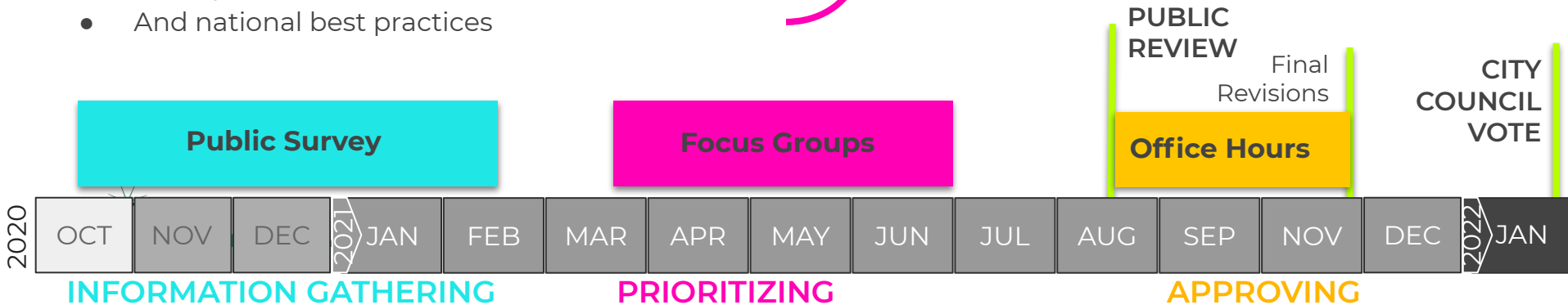
# Parks and Recreation Improvement Plan

## What is the Parks & Rec Strategic Plan?

Detroit's **Parks**  
**+ Rec Centers**  
**+ Recreation Programs**  
**+ Greenways**

- **Demographics** (seniors, youth, populations, etc.)
- **Residents'** priorities
- **Community Needs Assessment** & city-wide **Survey**
- **Surveys** of parks & rec centers current conditions
- And national best practices

**creates a vision for the future** that determines parks & rec investments and priorities for the next 5-10 years



# CNA Survey Results

- Survey Goal - 600 completed surveys from Detroit residents.
- 629 surveys complete from Detroit residents.
- Statistically Significant! 629 households have a precision of at least +/-3.9% at the 95% level of confidence.



## City of Detroit Parks and Recreation Needs Assessment

**Let your voice be heard today!** The City of Detroit would like your help to determine park and recreation priorities for our community. Your input is very important to us. This survey will take 10-15 minutes to complete. We appreciate your time. If you would prefer to complete the survey on-line, please go to [DetroitParkSurvey.org](http://DetroitParkSurvey.org).

### 1. Which issues below are important to your household? [Check all that apply]

- (01) Work/Job training
- (02) Feeling connected to neighbors
- (03) Childcare
- (04) Public safety
- (05) Cost of healthy food
- (06) Access to healthy food
- (07) Quality of affordable pre-school
- (08) Quality of education for school aged children
- (09) Accessibility for people with disabilities
- (10) Involvement in local decision making
- (11) Quality after school or summer programs for youth
- (12) Access to health care
- (13) Access to mental health services
- (14) Caring for a family member who cannot care for themselves
- (15) Access to safe outdoor spaces
- (16) Access to outdoor programming
- (17) Access to indoor recreational programming
- (18) Transportation
- (19) Services and programming for seniors
- (20) Other: \_\_\_\_\_

### 2. Which FOUR of the items in the list above are MOST IMPORTANT to your household? [Write-in your answers below using the numbers from the list in Question 1, or circle "NONE".]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_ 4th: \_\_\_\_ NONE

### 3. Please CHECK ALL of the places you or the members of your household use to access services or participate in programs. [Check all that apply]

- (01) YMCA
- (02) Boys and Girls Club
- (03) City of Detroit Recreation centers
- (04) Public libraries
- (05) Recreation/Community centers in other cities
- (06) Church facilities
- (07) Detroit PAL (Police Athletic League)
- (08) Brennan Pool
- (09) Downtown parks
- (10) Neighborhood parks
- (11) Summer camps: \_\_\_\_\_
- (12) After school programs: \_\_\_\_\_
- (13) Parks in other cities
- (14) Other: \_\_\_\_\_
- (15) None of these

3a. Do these organizations meet ALL of your household's needs? \_\_\_\_ (1) Yes \_\_\_\_ (2) No



# Survey Results - Community Issues

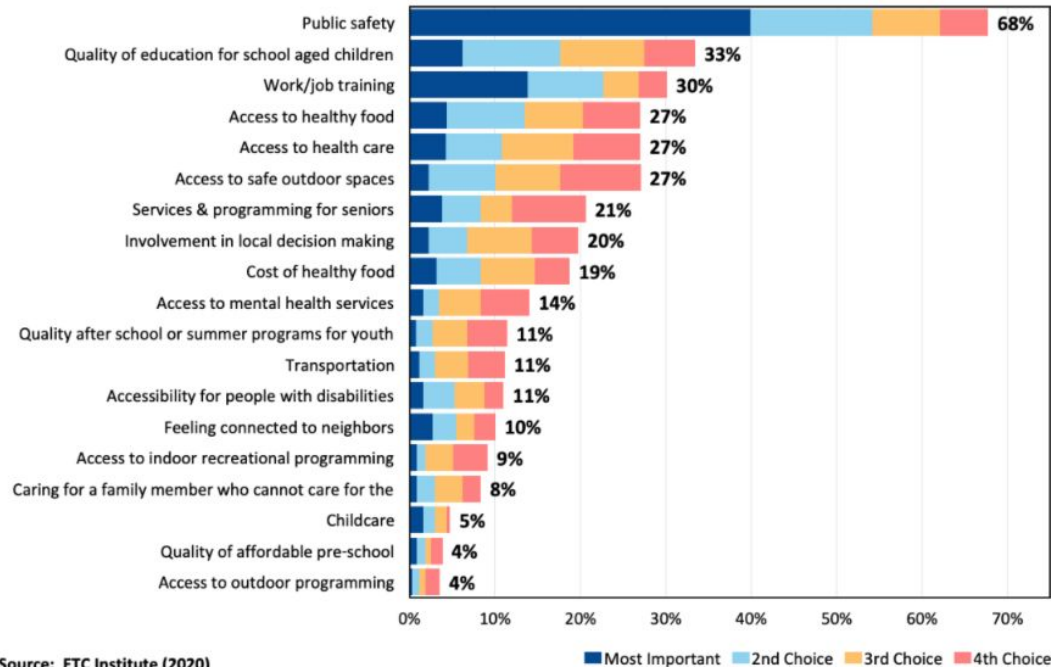
Q1 - Community issues that are most important to households were:

- Public Safety (83%);
- Access to safe outdoor spaces (71%);
- Access to healthy food (61%); and
- Access to health care (58%).



# Q2 - Which FOUR of the items from Q1 are MOST IMPORTANT to your household?

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



Source: ETC Institute (2020)



# Q3 & Q3a Survey Results - Organizations Used

Most popular places that households use to access services or participate in programs were:

- Public libraries (63%);
- Neighborhood parks (59%);
- Downtown parks (49%); and
- Church facilities (48%).

Forty-seven percent (47%) of respondents indicated that the organizations they use meets all their household's needs.



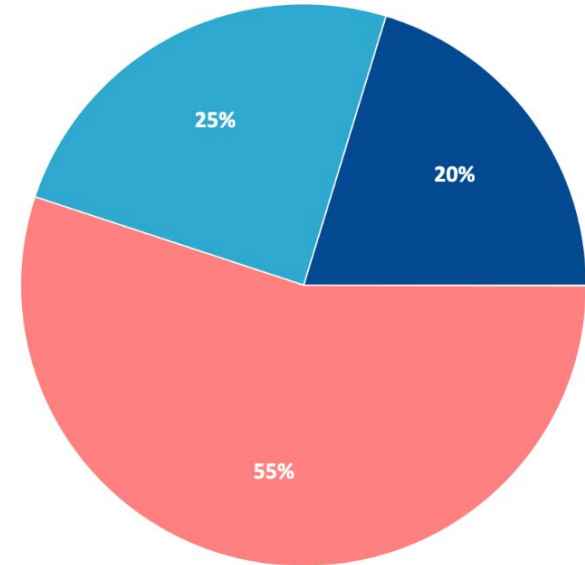
## Q4 Survey Results - Transportation Used

- 94% of respondents use their personal vehicle to get to work, school, or take care of important tasks.
- 38% walk;
- 24% use DDOT buses; and
- 24% use ride sharing apps (Uber, Lyft).



## Q5. Does public transportation in Detroit meet your household's needs?

by percentage of respondents (without "not provided")



Source: ETC Institute (2020)

■ Yes ■ No ■ I don't need or use public transportation

# Q6(a-c)

## Survey Results - Parks Awareness

- Over half of respondent households (54%) indicated there is a park near their home;
- 39% indicated that programming happens at their respective park; and
- 72% of respondents do not know who manages the programming.



# Q7-Q8. Survey Results - Methods of Learning

- The top methods of learning about recreation programs and park activities were word of mouth (67%),
- social media (43%),
- newspaper articles (33%), and
- email notifications (30%).

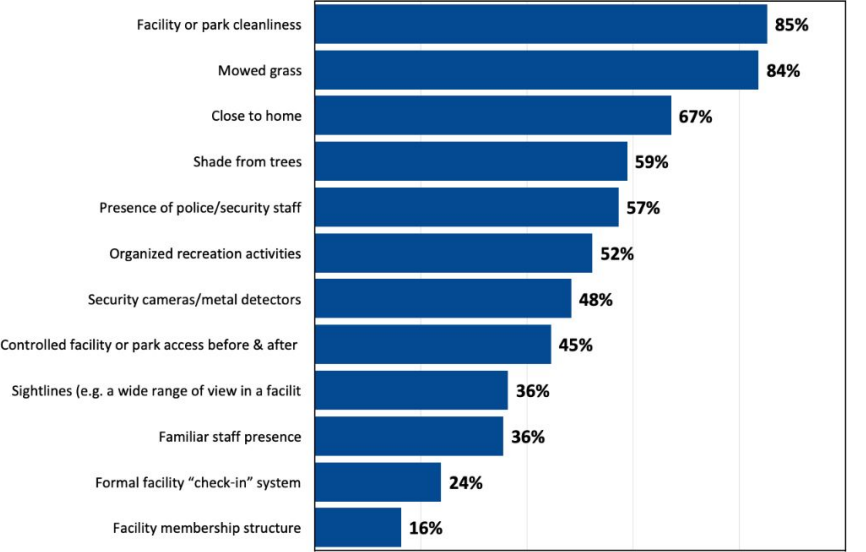
The best ways of learning about parks, recreation programs, and park activities, based on the sum of respondents' top three choices were:

- social media (50%),
- email notifications (47%), and
- word of mouth (40%).



### Q9. Please CHECK ALL of the items below that makes a public space **WELCOMING** to you and the members of your household?

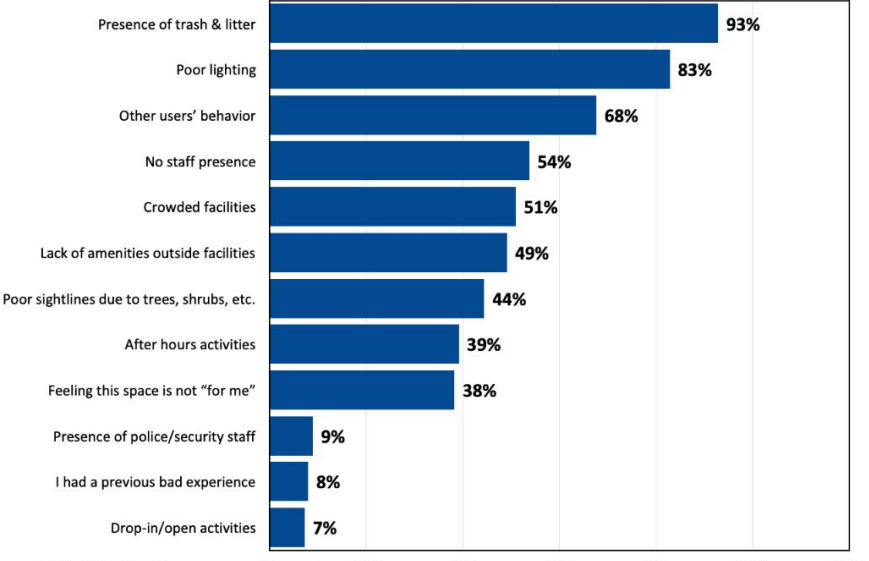
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2020)

### Q10. Please CHECK ALL of the items below that makes a public space **UNWELCOMING** to you and the members of your household?

by percentage of respondents (multiple choices could be made)

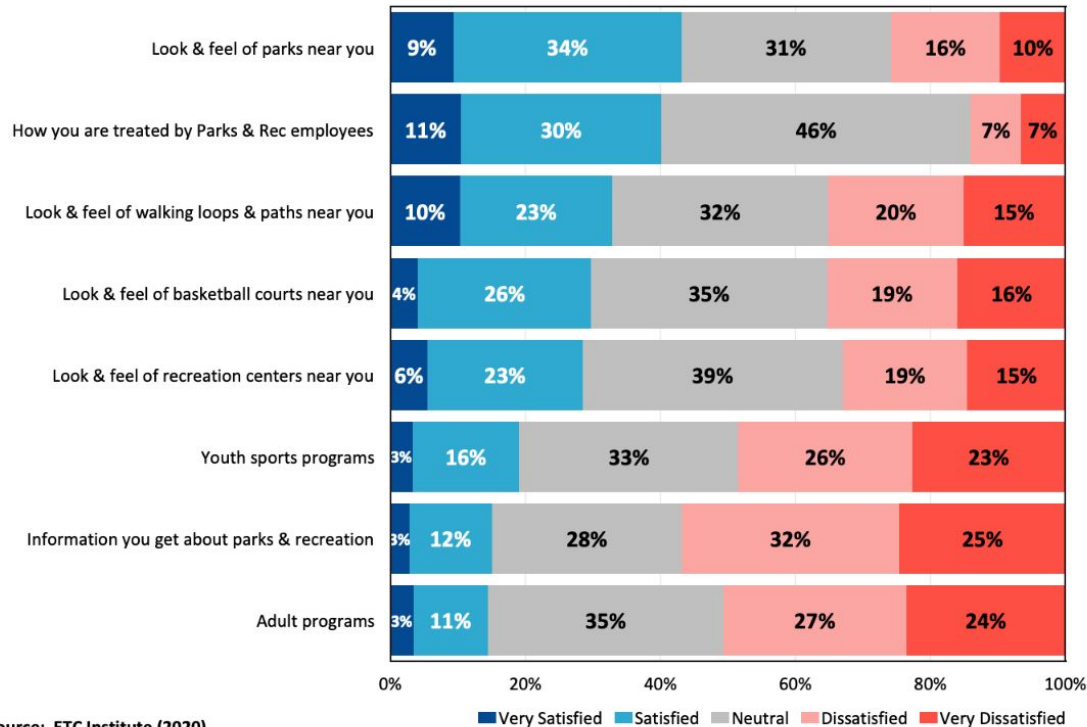


Source: ETC Institute (2020)



# Q11 - How satisfied are you?

by percentage of respondents using a 5-point scale where 5 means "very satisfied" and 1 means "very dissatisfied" (without "don't know")

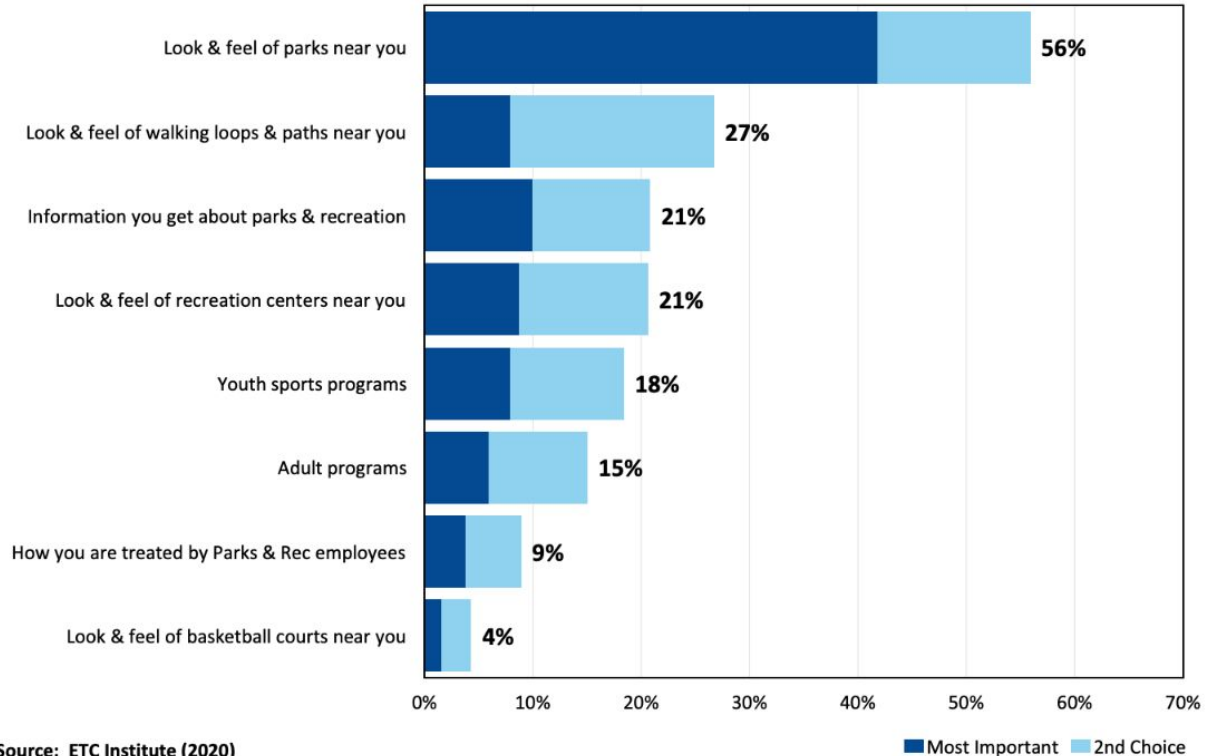


Source: ETC Institute (2020)



# Q12 - Which TWO are MOST IMPORTANT to improve?

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



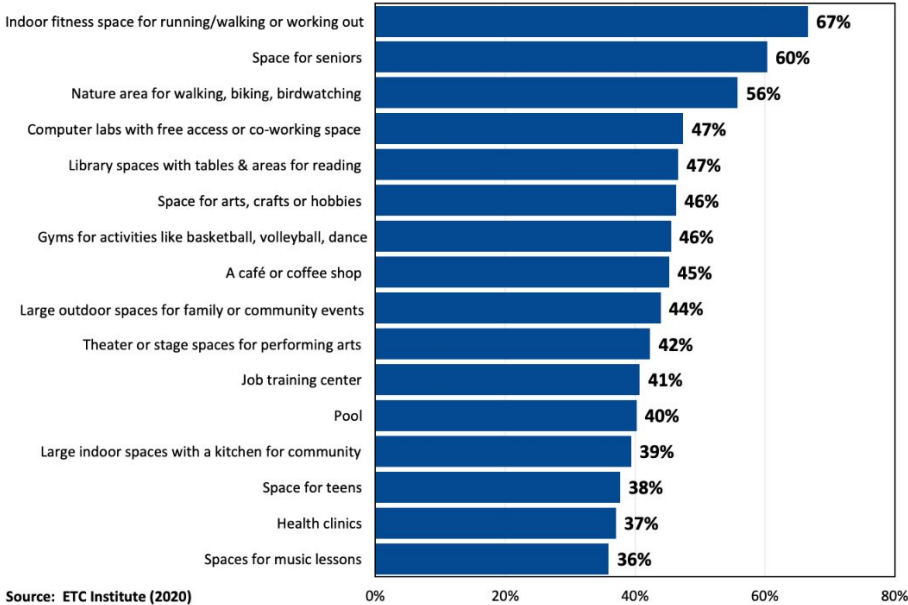
Source: ETC Institute (2020)

■ Most Important ■ 2nd Choice



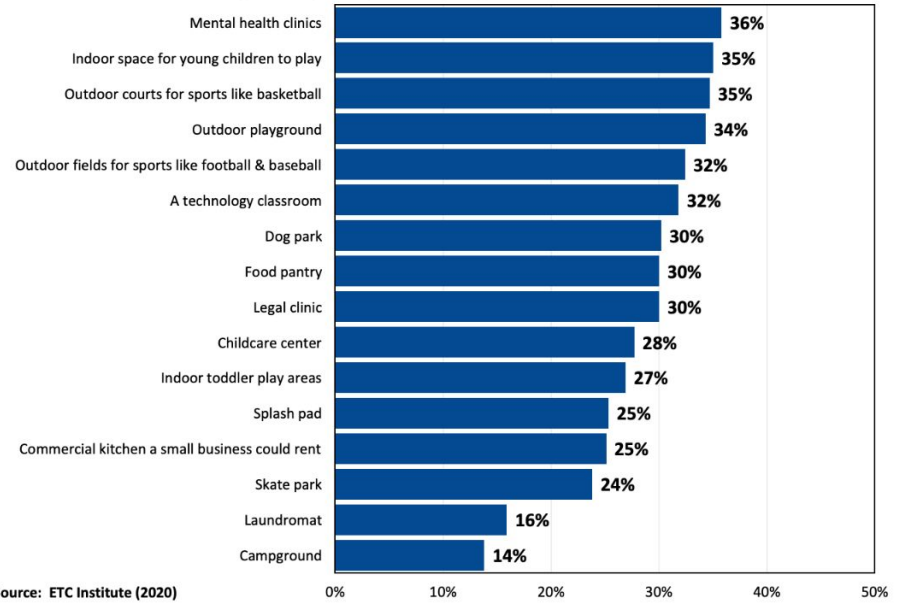
### Q13. Please CHECK ALL of the items below that you would like to see in a public space where everyone in your household would enjoy to spend time.

by percentage of respondents (multiple choices could be made)



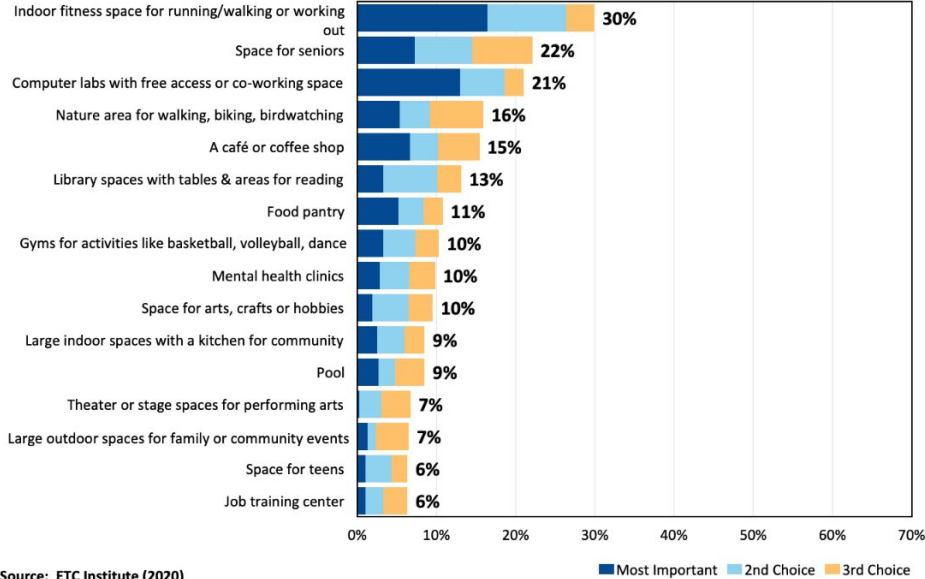
### cont'Q13. Please CHECK ALL of the items below that you would like to see in a public space where everyone in your household would enjoy to spend time.

by percentage of respondents (multiple choices could be made)



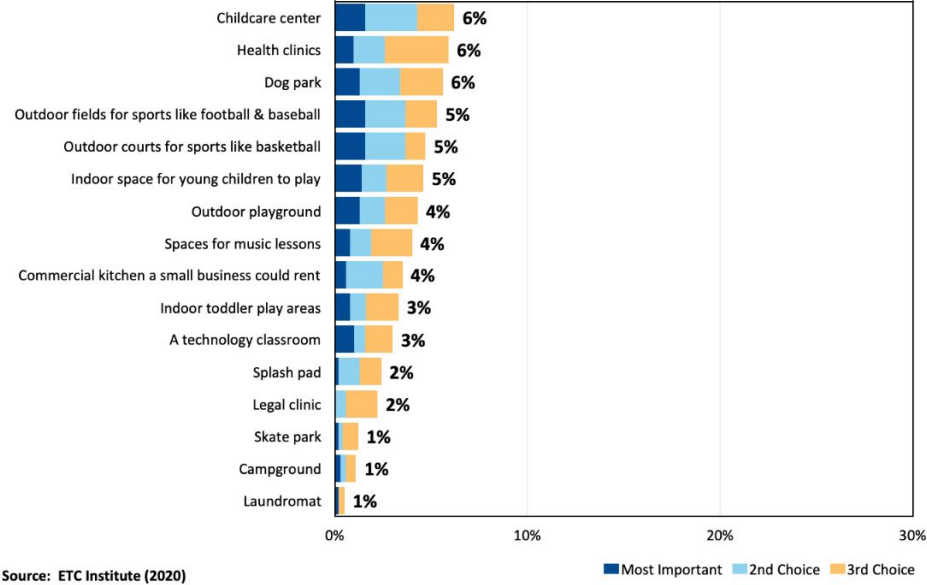
## Q14. Which THREE of the items in the list from Question 13 are MOST IMPORTANT to your household?

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



## cont'Q14. Which THREE of the items in the list from Question 13 are MOST IMPORTANT to your household?

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



## Q15 Survey Results - Travel

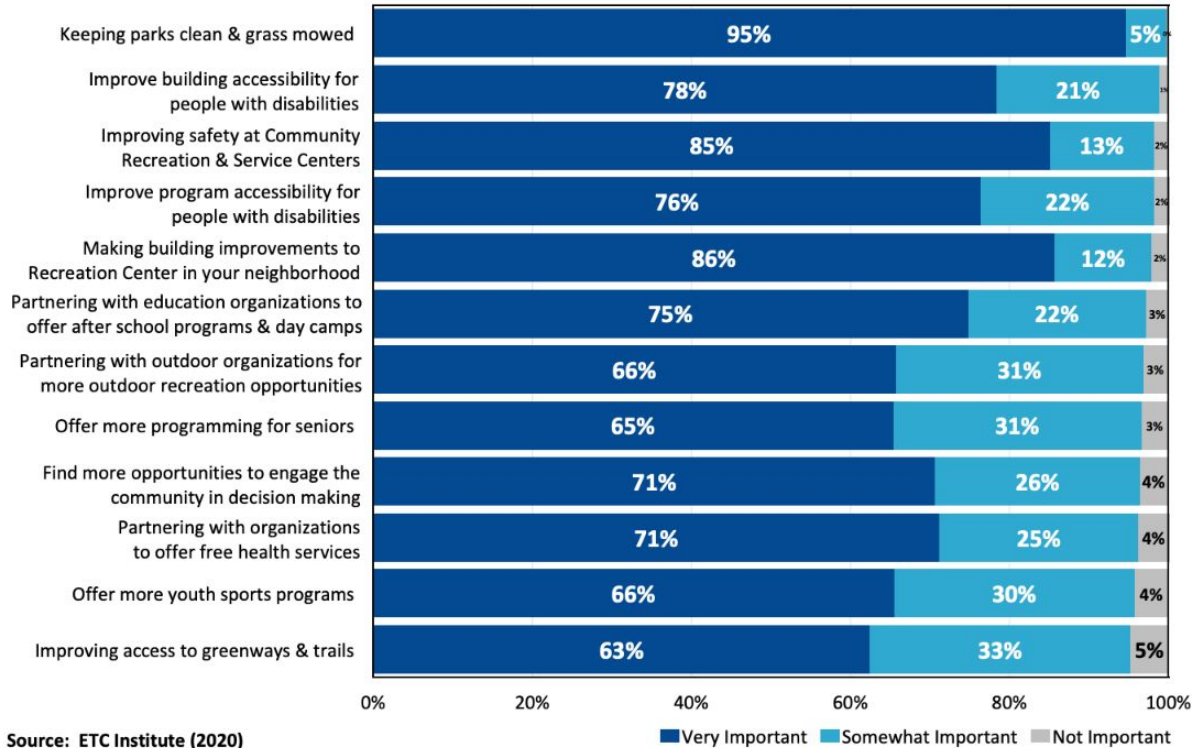
Maximum time respondents would be willing to travel to use important amenities were;

- 6% would travel up to 5 minutes,
- 15% would travel up to 10 minutes,
- 28% would travel up to 15 minutes,
- 26% would travel up to 20 minutes,
- 11% would travel up to 25 minutes, and
- 15% would travel more than 25 minutes.



# Q16 - How important are these action items?

by percentage of respondents using a 3-point scale where 3 means "very important" and 1 means "not important" (without "don't know")

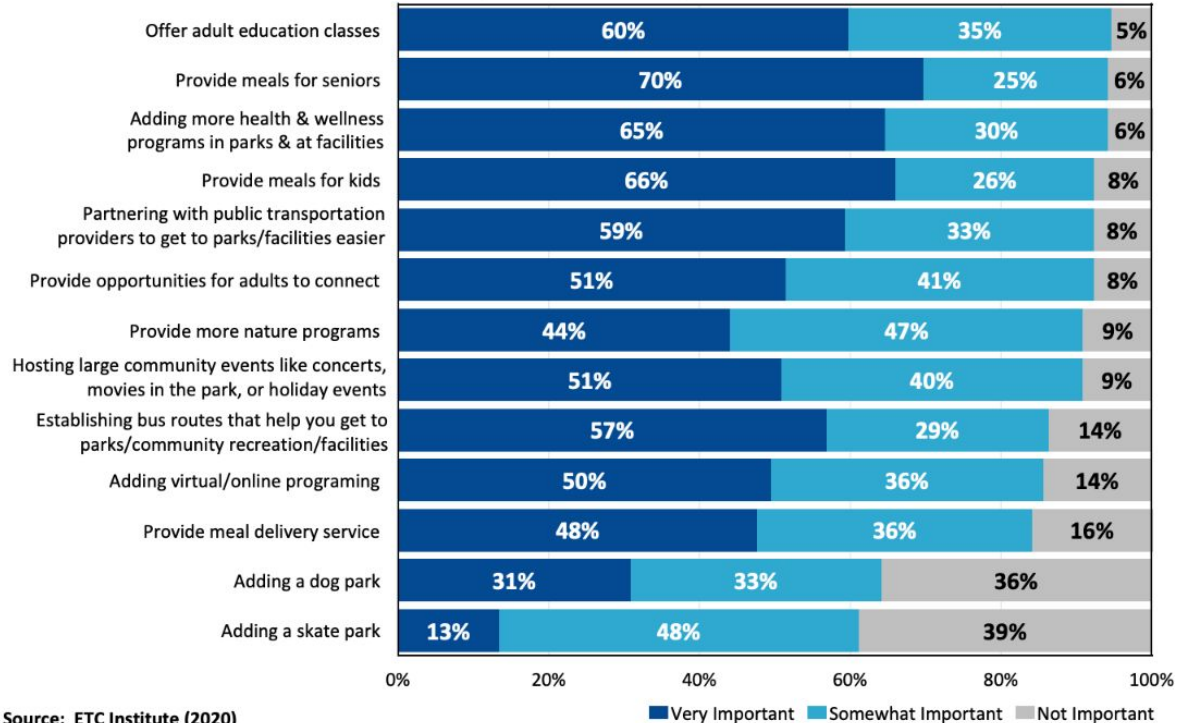


Source: ETC Institute (2020)

Very Important Somewhat Important Not Important

# Q16 - How important are these action items? (continued)

by percentage of respondents using a 3-point scale where 3 means "very important" and 1 means "not important"  
(without "don't know")



Source: ETC Institute (2020)



# Survey Results - Additional Findings:

- Forty-two percent (42%) of respondents indicated they have used a greenway.
- Forty-four percent (44%) of respondents have walked/bike the Dequindre Cut.
- Seventy percent (70%) of respondents indicated, thinking of where they grew up, they lived in place with access to parks, nature, and greenspace.
- Eighty-three percent (83%) of respondents used parks, nature, and greenspace areas growing up.





# Additional Data - Youth

- May, 2021, team held in-person Youth Focus Group of Parks and Rec. users, aged 12-15 to test CNA survey results;
- Youth responses were generally consistent with CNA survey results in terms of activities attended, transportation used, and qualities that make parks welcoming;
- In response to “big ideas” for parks responses included: art studios, go-Kart tracks, teen clubhouses for both quiet study and socializing, bigger & cleaner bathrooms, carnivals, and family events;
- After school program ideas included: paying teens to watch over the smaller children, indoor swings, pools, video games, more athletic programs, roller skating, cooking programs.





# Additional Data - Youth

Youth were asked to respond to how several “**Community Issues**” impacted them via anonymous survey instrument.

**Public Safety:** Prevalence of drugs, gangs, bullying/fighting.

**Education:** Lack of access to busses, books, libraries, wi-fi;  
Overloaded work/parents.

**Work/Job Training:** Youth need access to better paying jobs  
resources, and transportation.

**Healthy Food:** Need more gardens and affordable good food;  
not enough healthy choices.

**How can Parks and Rec help?** Provide safe, clean parks,  
controlled, safe spaces, more security; help w/access to jobs.



# Questions & Answers

***We'd love to hear from you!***

***Please raise your hand in Zoom!***



# NEXT STEPS: Opportunities & Engagements

Parks and Recreation Website:

<https://detroitmi.gov/departments/parks-recreation>

Park Permit Request:

<https://detroitmi.gov/departments/parks-recreation/permits>

Report a Park Maintenance Issue:

<https://detroitmi.gov/webapp/improve-detroit-report-issue-online>

Updates from Parks and Recreation and other City Departments:

<https://public.govdelivery.com/accounts/MIDETROIT/subscriber/new>



**THANK YOU!!! Have a wonderful summer!**



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Rising.**