



# **2017 Park Satisfaction Survey**

## **Summary**

**Responses collected July 6 to July 20, 2017**



**Customer Survey**

## **WE ASKED AND YOU ANSWERED**

### **The Results Are In for Your Santa Rosa Parks Survey**

In July 2017, the City of Santa Rosa Recreation and Parks Department conducted a survey to learn more about how our parks and park services meet the needs of the community. With 69 parks and 950 acres of park lands and facilities, there's certainly much to enjoy and consider!

For those of you who participated in our survey, we wish to thank you for sharing your comments. For all who enjoy the beauty and recreational benefits of Santa Rosa parks, please consider the feedback we've received.

These City parks belong to all of us—to own, operate, enjoy and cherish. Together, we create community and a stronger Santa Rosa through people, parks and programs.

Kind Regards —

SR Recreation & Parks

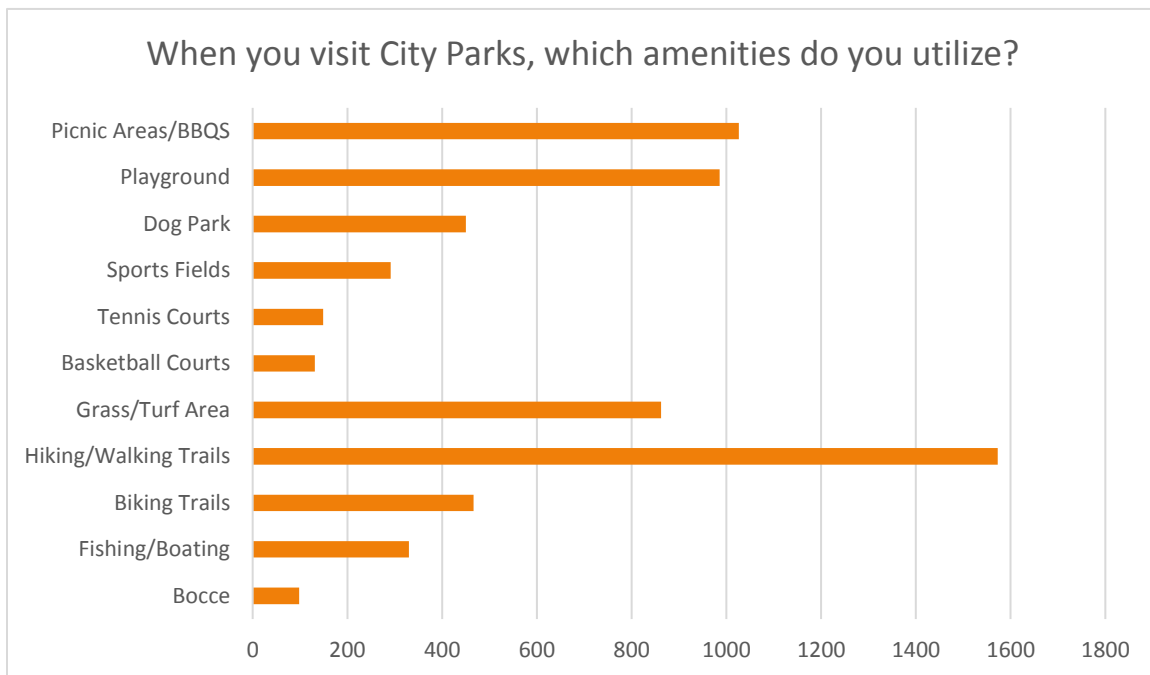
## **2017 SANTA ROSA PARKS SURVEY**

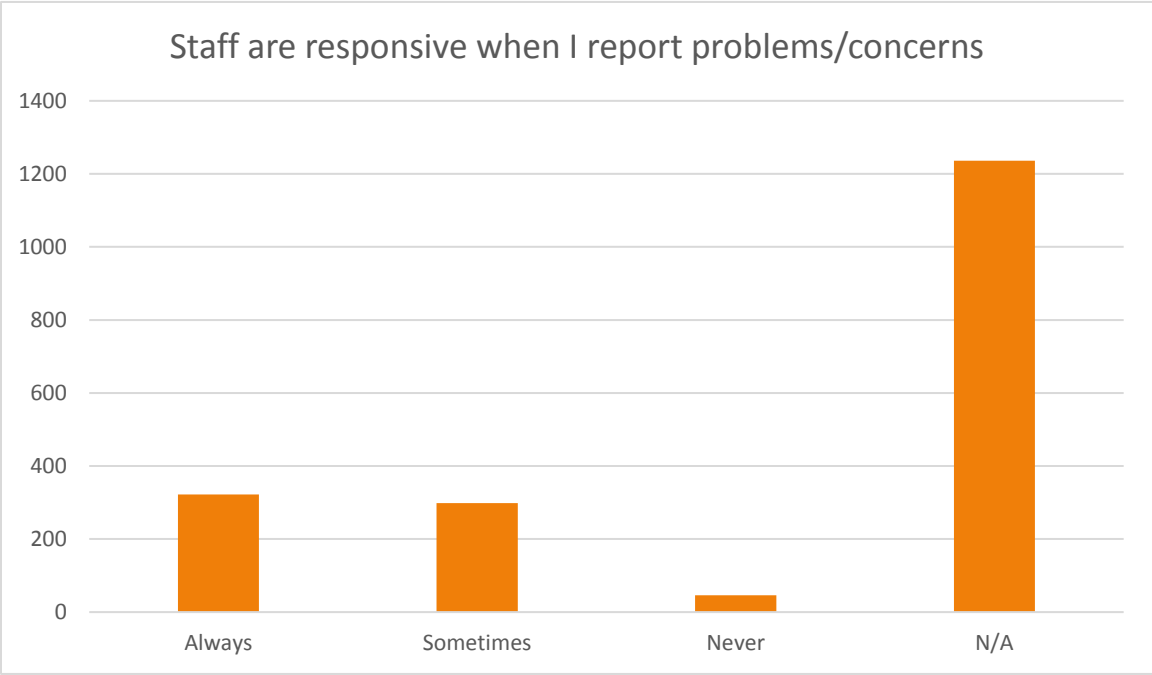
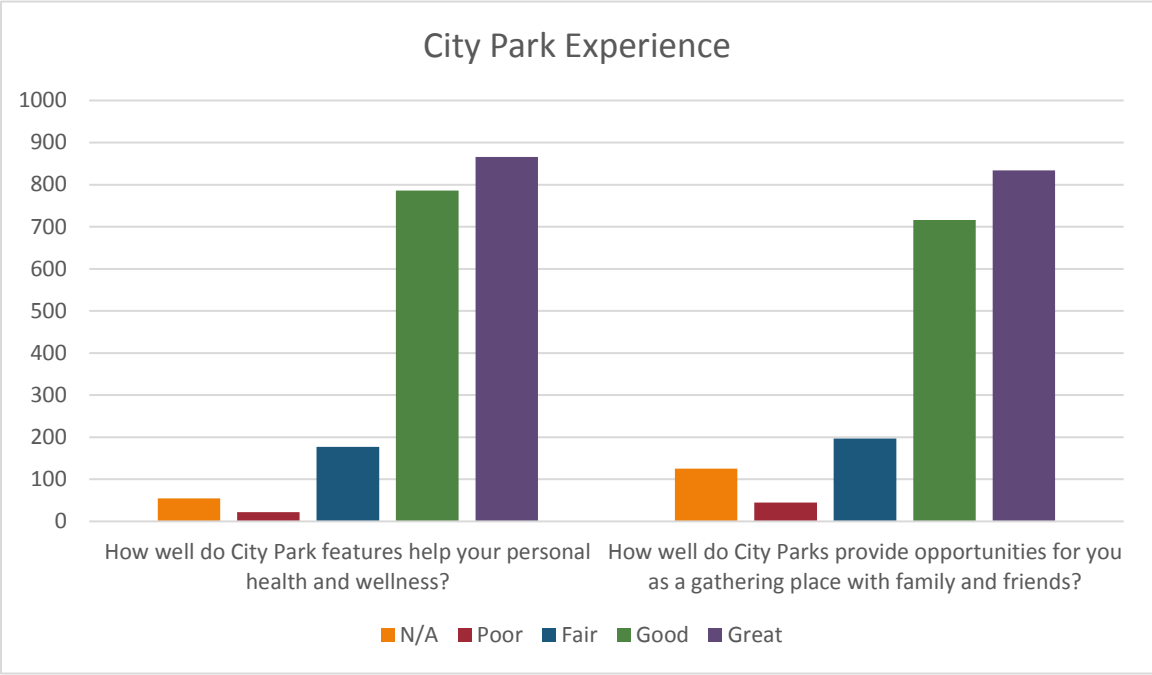
### **10 Key Take-Aways:**

1. The 2017 Park Survey had over 2,100 respondents.
2. 94% of respondents visited a City park within the last 12 months.
3. Hiking/walking trails, picnic areas/BBQ and playgrounds are the top three amenities used.
4. City parks benefit the health and wellness of our community; 87% of respondents rated the Parks "Good" or "Great" in this category.
5. 80% of respondents say City parks are "Good" or "Great" places to gather with friends and family.
6. Most respondents have never had to report a problem in a City park (65%). Of those who did report a problem, 93% said staff were responsive to their concerns.
7. Howarth Memorial Park is Santa Rosa's most popular park, 44% of respondents say it's the park they visit most often. Finley, A Place to Play, Doyle and Rincon Valley Parks are numbers 2, 3, 4 and 5.
8. Many Santa Rosa residents use their parks frequently; 81% of respondents visit from once a month to a few times a week.
9. Location is the number 1 reason people select a park to visit. Exercise and a good place to visit with others numbers 2 and 3.
10. 86% of respondents are satisfied or very satisfied with the cleanliness of parks.

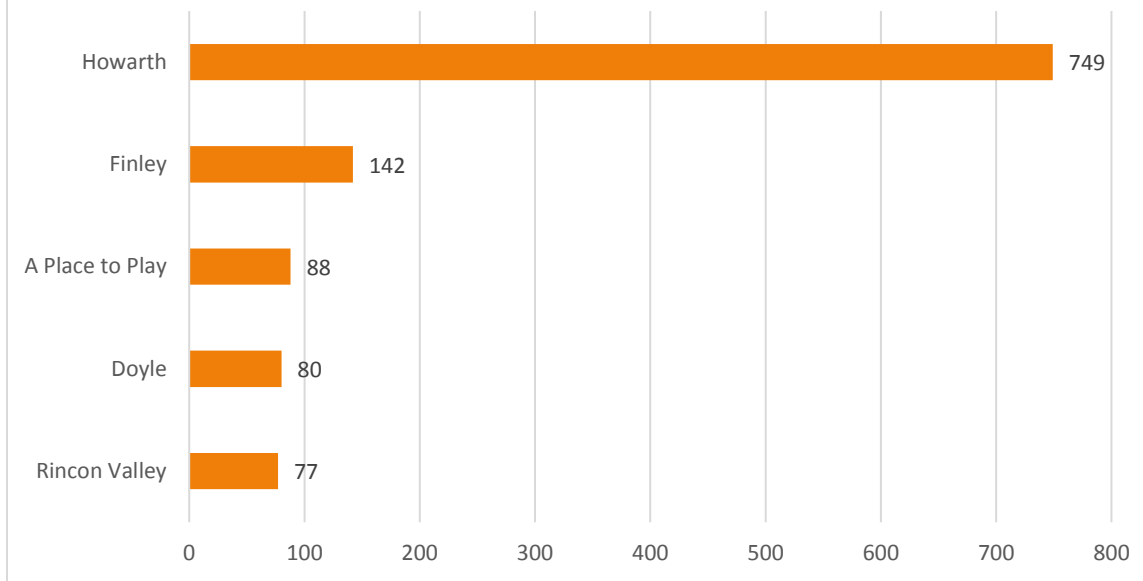


## Survey Results Displayed in Graph Form

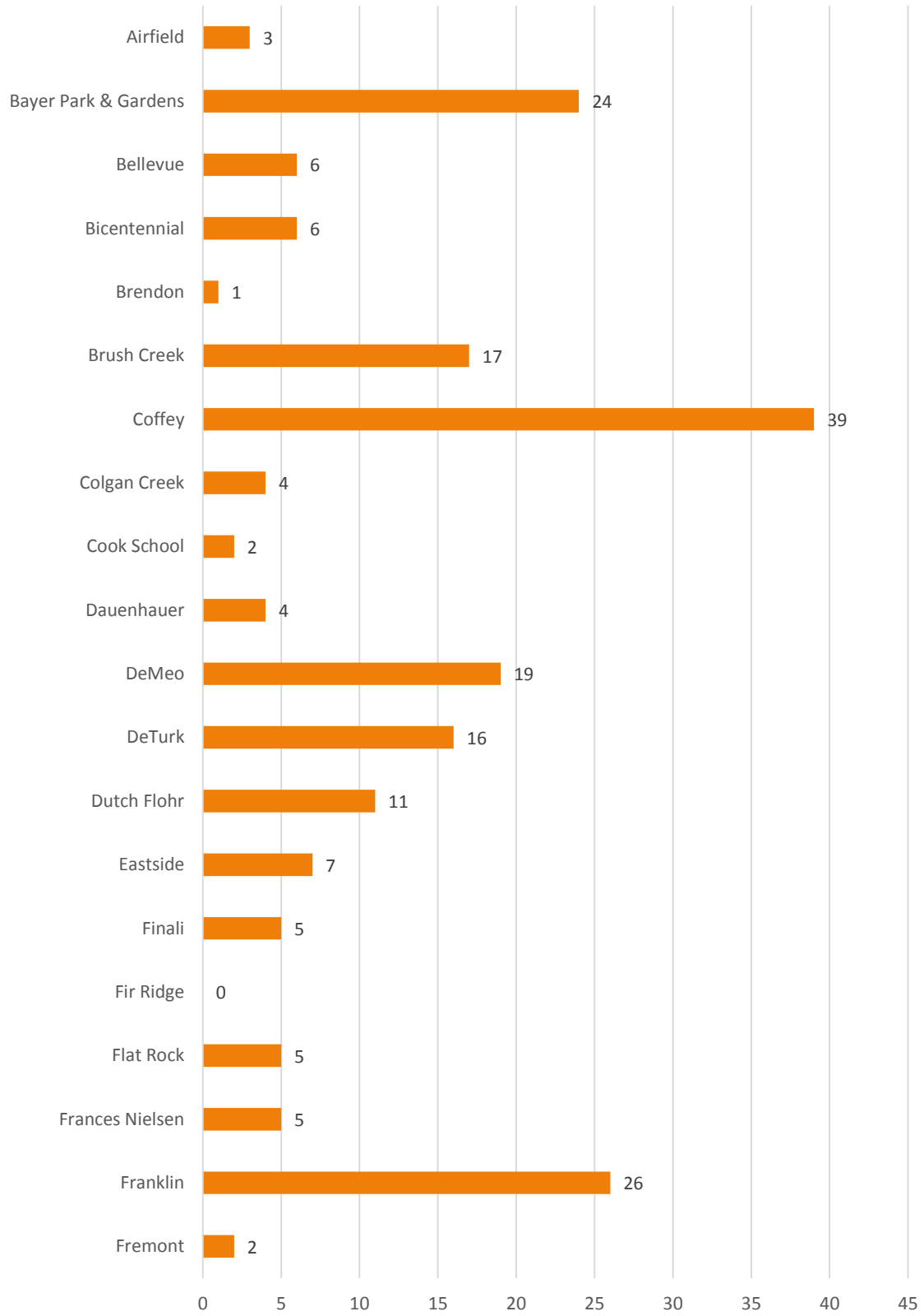




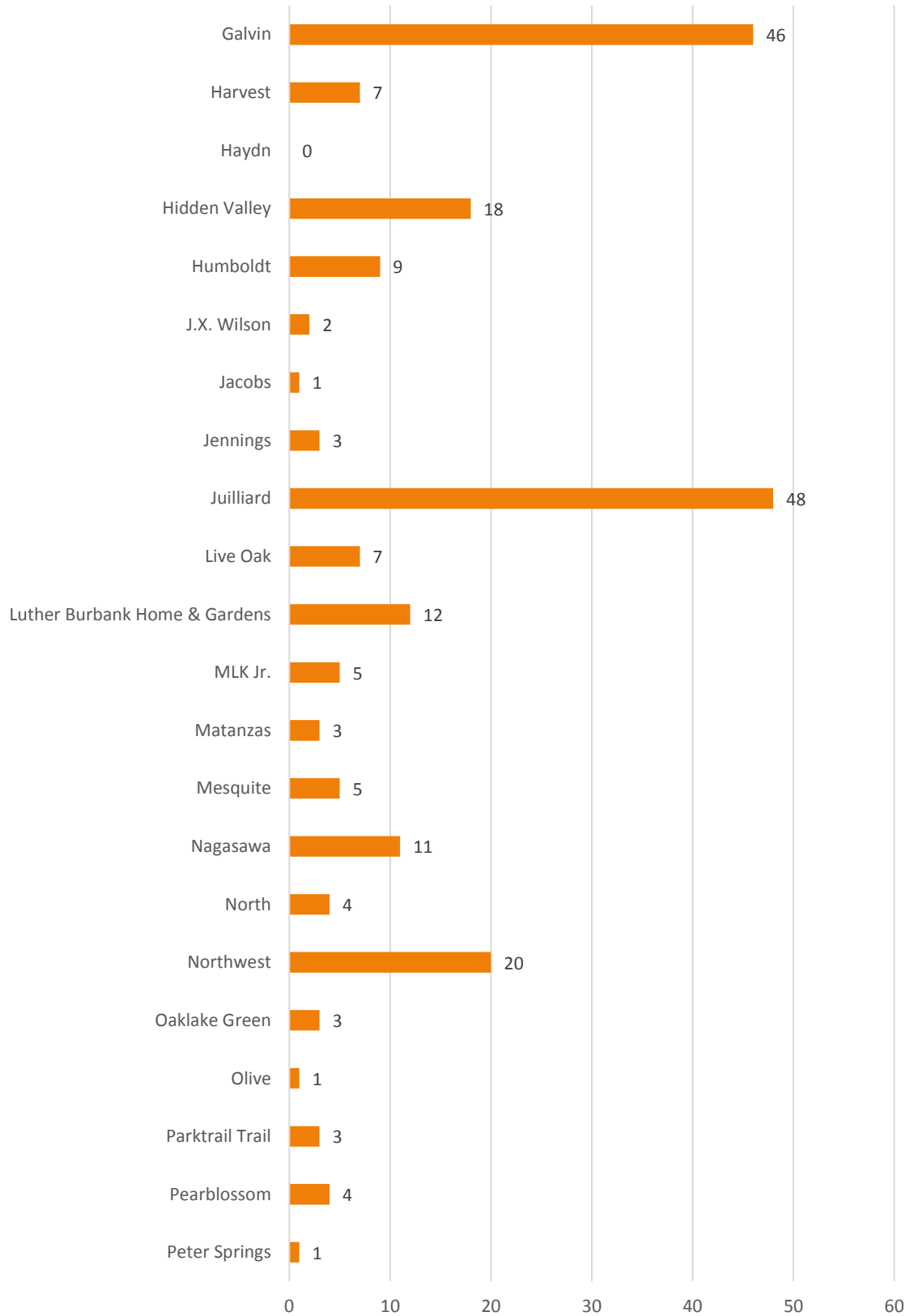
### Select the City Park you visit most often (top 5)



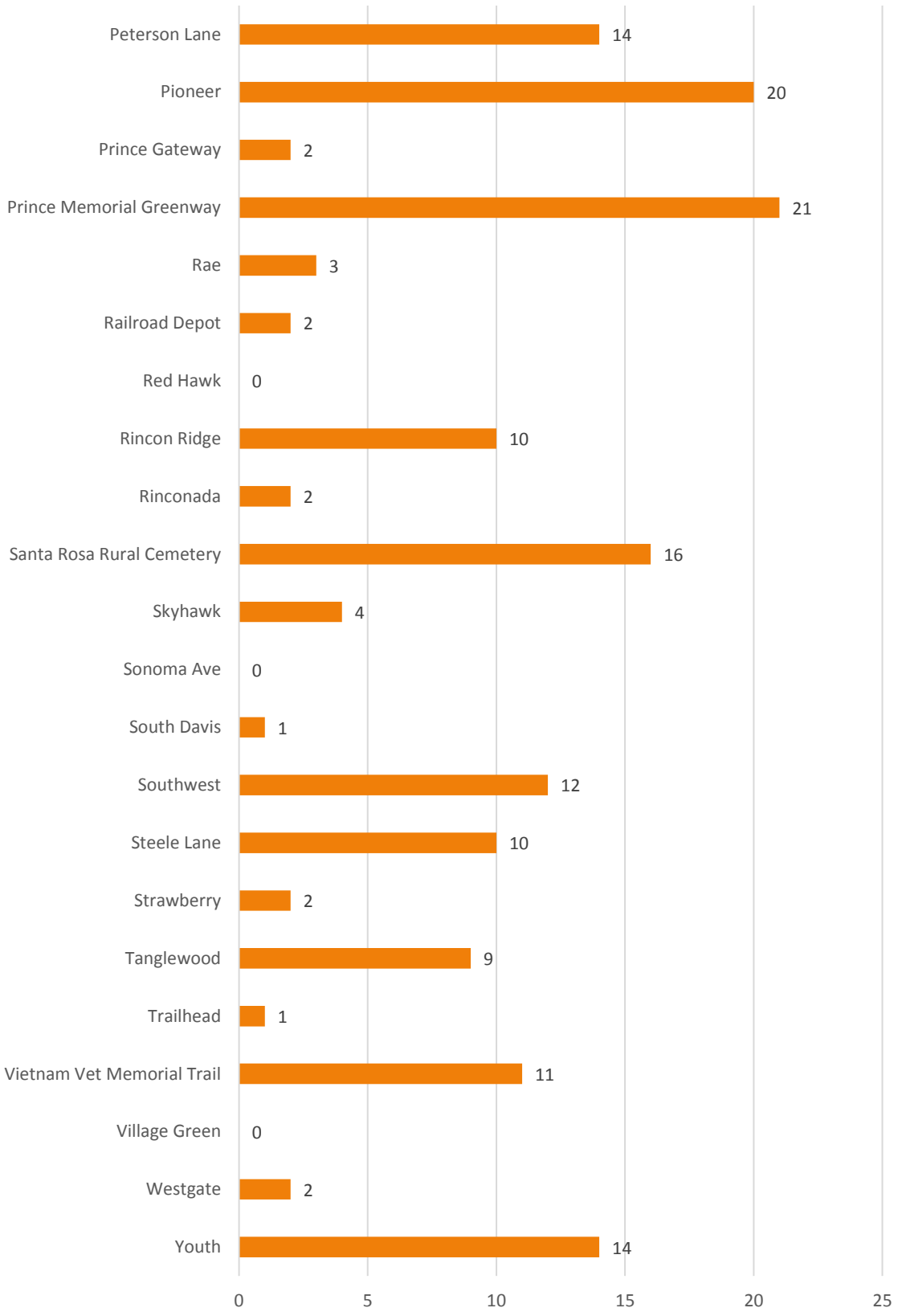
### Select the City Park you visit most often (continued)



### Select the City Park you visit most often (continued)

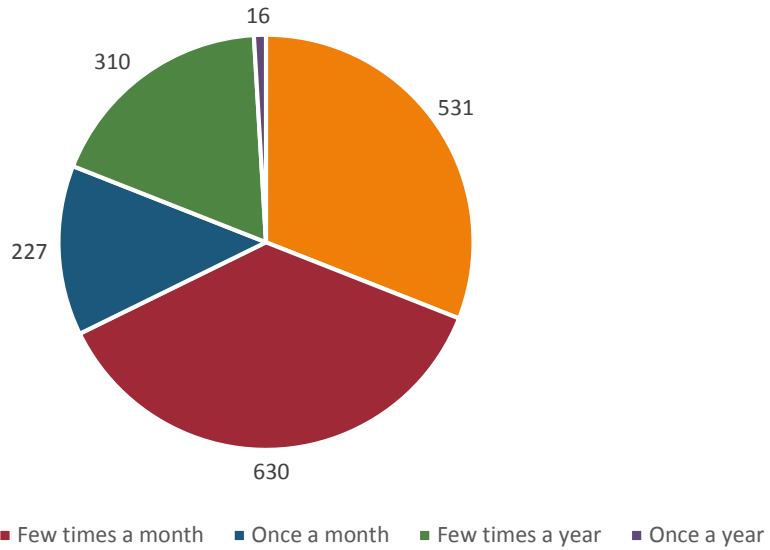


### Select the City Park you visit most often (continued)

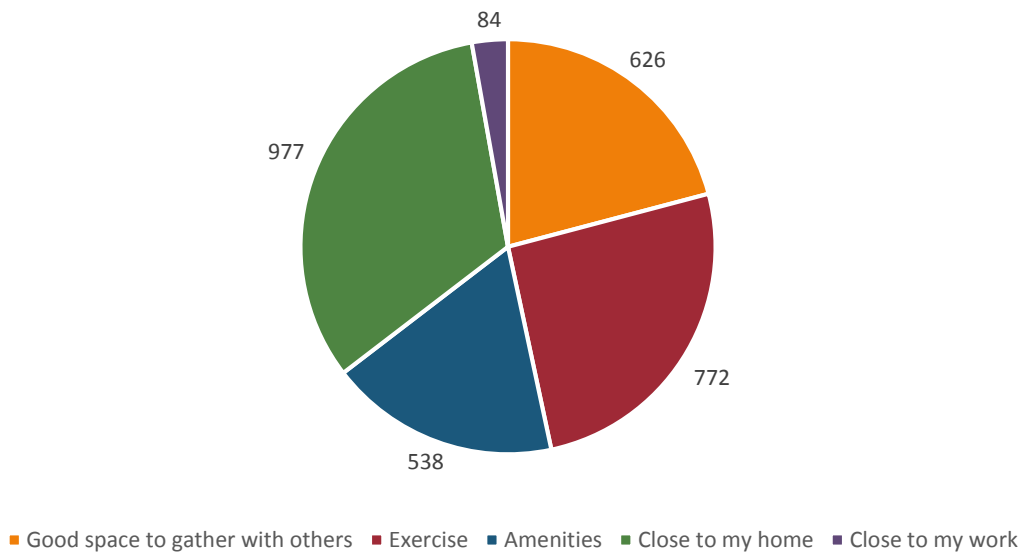




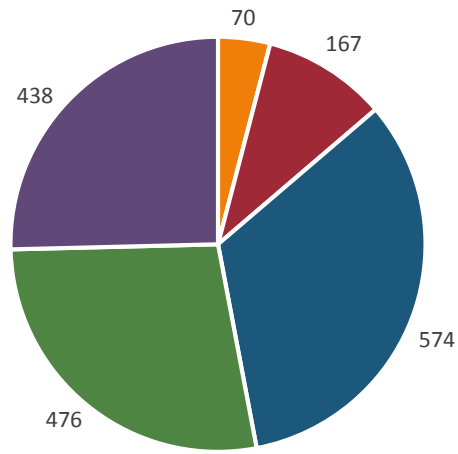
### How often do you visit this park?



### Reason you come to this park?



### How satisfied are you with the cleanliness of this park?



■ 1 - Not Satisfied ■ 2 ■ 3 - Satisfied ■ 4 ■ 5 - Very Satisfied