

CHAPTER ONE – NON-RANDOM ON-LINE SURVEY

1.1.1 SUMMARY OF FINDINGS:

The results of the online survey are very similar to those of the statistically significant survey and the priorities seem to be aligned. Respondents are generally satisfied with the overall value of Deerfield's parks, but would like to see better connectivity (walking trails, biking trails, safe bike/ped routes, etc.), and more emphasis on green and open space. Given that these respondents took the survey online, it follows that they prefer to receive information about parks and recreation through social media or the Township's website. Their favorite recreation program is the farmer's market, but they support a wide variety of programming for adults, youth and families.

The online survey was created as an additional opportunity for people to share their opinions about Deerfield Parks and Recreation. Given the sample size and self-selecting nature of respondents, its results are anecdotal and not statistically significant.

RESULTS

Top 3 parks

1. Cottell
2. Landen-Deerfield
3. Kingswood

Most respondents are somewhat or very satisfied with the value their household receives from Deerfield Township Parks & Recreation.

Top reasons for not using parks:

1. No safe route to walk/bike to the facility
2. I do not know what's being offered
3. We are too busy

Most needed amenities:

1. Walking trails
2. Greenspace and natural areas
3. Community parks & neighborhood parks

There is most support for:

- Protect open and greenspace
- Increase connectivity
- Upgrade existing parks
- Acquire/preserve property to redevelop into parks for additional shaded areas, trails, picnicking, etc.

Popular recreation programs

1. Farmers market
2. Special events (movies/concerts in the park, etc.)
3. Youth programs

How they learn about programs and activities:

1. Facebook
2. Deerfield Township website
3. Activity Guide program catalog

Most important programs:

1. Youth sports programs
2. Nature programs
3. Adult fitness and wellness programs
4. Family programs

Deerfield Township should prioritize:

- Maintenance
- Connectivity
- Amount of open greenspace