



MEMORANDUM

to **City of Napa Parks Board;
Larry Mazucca, City of Napa Community Resources Director**

from **Ryan Mottau and Paul Rosenbloom, MIG, Inc.**

re **Intercept Survey Summary Memo**

date **January, 2009**

Overview

On December 13, staff from the Napa Community Resources Department and MIG, Inc. staffed a booth at the Napa Gift 'n' Thyme Holiday Faire and asked Napa residents to fill out a short survey about the Napa Parks and Recreation system as part of the Napa Parks and Recreation Facilities Master Planning Process.

The survey was conducted at an existing community event to raise awareness about the project with community members and provide an opportunity for direct interaction with city staff and the consultant team. In addition to answering questions, community members had the opportunity to offer specific feedback on a park system map, pick up additional community resources department program information and share additional thoughts with the project team.

Project business cards were distributed that provided date and location information for the January workshops and the project website: www.napaparksmasterplan.org

Nearly 70 surveys were completed at the faire and additional surveys were completed by visitors to various Napa Recreation facilities during December. A copy of the intercept survey is attached to this memo.

Key Findings

- The vast majority of survey respondents were long-time Napa residents who were either born and raised in Napa or have lived in Napa for over 10 years.
- Most respondents were regular Napa Park users, using Napa Parks a couple times a week to a couple of times a month. Very few respondents either use Napa Parks daily or never use Napa Parks.

- Napa residents use Napa Parks for a variety of reasons and desire additional active recreational amenities and programs. Sports courts, amenities and programs were the most often cited park elements and programs that people would like to see more of.
- The survey responses were inconclusive on the question “Should the City provide additional sports fields on park properties?” Responses were split and this issue will require further discussion.
- Many respondents were unclear about which groups may be underserved by current recreational programs. Adults and seniors were the groups least selected as underrepresented.
- Many older survey respondents indicated that they do not visit parks now that their children are grown. This type of response indicates an opportunity for the Community Resources Department to educate and inform older Napa residents about the various programs and recreational opportunities for Napa residents of all ages.
- Several residents expressed concern about current sports field quality and maintenance.
- Additional amenities and programs suggested by respondents included:
 - ✓ Mini Golf Course
 - ✓ Disc Golf Course
 - ✓ Community Gardens
 - ✓ Biking and skating classes
 - ✓ Martial Arts classes.



City of Napa Parks and Recreation Survey

CITY of NAPA

The City of Napa is beginning a Parks and Recreation Master Planning Process and we need your input.

Please help us get a better understanding of how you use Napa Parks, and what you prefer in your community by taking a moment to answer the following questions.

<p>How long have you lived in Napa?</p>	<input type="checkbox"/> 3 years or less <input type="checkbox"/> 4-6 years <input type="checkbox"/> 7-10 years <input type="checkbox"/> 11-19 years
<p>How often do you visit Napa Parks?</p>	<input type="checkbox"/> Every day <input type="checkbox"/> 1 day a week <input type="checkbox"/> 2 days a week or more <input type="checkbox"/> once a month <input type="checkbox"/> 2 or more days each month <input type="checkbox"/> not very often <input type="checkbox"/> never
<p>What is primary reason you visit Napa Parks?</p>	<input type="checkbox"/> Walking/running <input type="checkbox"/> Exercise dog <input type="checkbox"/> Play sports <input type="checkbox"/> Sitting/relaxing <input type="checkbox"/> Children's play <input type="checkbox"/> Attend sports events <input type="checkbox"/> Picnics <input type="checkbox"/> Attend community events (example?) <input type="checkbox"/> Other _____
<p>Which of the following recreation amenities are most needed in Napa?</p> <p>Please rate your Top 2.</p>	<input type="checkbox"/> Community Center <input type="checkbox"/> Sports courts <input type="checkbox"/> Trails <input type="checkbox"/> Skatepark <input type="checkbox"/> Community garden <input type="checkbox"/> Dog exercise area <input type="checkbox"/> Sports fields <input type="checkbox"/> Children's play areas <input type="checkbox"/> Picnic areas <input type="checkbox"/> Bocce ball
<p>What additional recreation programs should Napa offer?</p> <p>Please rate your Top 2.</p>	<input type="checkbox"/> Outdoor/ environmental programs <input type="checkbox"/> Aquatic programs <input type="checkbox"/> Special events <input type="checkbox"/> Sports <input type="checkbox"/> Arts <input type="checkbox"/> Before/After school programs <input type="checkbox"/> Fitness classes <input type="checkbox"/> Drop-in activities <input type="checkbox"/> General Interest (music/computers, etc.) <input type="checkbox"/> Other (list) _____
<p>Which groups are underserved by current recreation services?</p> <p>Please rate your Top 2.</p>	<input type="checkbox"/> Preschoolers <input type="checkbox"/> Elementary Youth <input type="checkbox"/> Middle School Youth <input type="checkbox"/> High School Youth <input type="checkbox"/> Adults <input type="checkbox"/> Seniors <input type="checkbox"/> Families <input type="checkbox"/> People from diverse cultures <input type="checkbox"/> People with disabilities <input type="checkbox"/> All groups are served adequately
<p>The City of Napa currently partners with sports groups and the Napa School District to provide competitive fields for soccer, softball, baseball etc. Should the City also provide additional sports fields on park properties?</p>	<p>Yes No</p> <p>Please use the space below (on the back) to provide any additional comments or suggestions about improving Napa's park and recreation opportunities.</p>

Comments _____