



2026

City of Prescott, AZ

Parks and Recreation Master Plan Survey

Findings Report



ETC
INSTITUTE

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Executive Summary

2026 City of Prescott

Parks and Recreation Master Plan Survey

Executive Summary

Overview

ETC Institute administered a parks and recreation needs assessment survey for the City of Prescott during the months of spring 2026. This survey will be used to gather input to help determine parks and recreation priorities for the community as part of the 10-year master plan.

Methodology

ETC Institute mailed a survey packet to a random sample of households in Prescott. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it online at *PrescottParkSurvey.org*.

After the surveys were mailed, ETC Institute followed up with residents to encourage participation. To prevent people who were not residents of Prescott from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not included in the final database for this report.

The goal was to collect a minimum of 400 surveys from residents. The goal was met with 437 surveys collected. The overall results for the sample of 437 surveys has a precision of at least +/-4.6 at the 95% level of confidence.

This report contains the following:

- Charts showing the overall results of the survey (Section 2)
- Priority Investment Rating (PIR) that identifies priorities for facilities and programs (Section 3)
- Benchmarks comparing data from Prescott to national averages (Section 4)
- Importance-Satisfaction Analysis that sets priorities for trail services (Section 5)
- Tabular data showing the overall results for all questions on the survey (Section 6)
- Answers to open-ended questions (Section 7)
- A copy of the cover letter and survey instrument (Section 8)

The major findings of the survey are summarized in the following pages.

Major Findings

Use of Parks. Most respondents (92%) report visiting a City of Prescott park in the past year. Of these respondents, most (85%) rated the overall quality of parks as either “good” (50%) or “excellent” (35%).

Barriers to Park Use. The most commonly selected reasons why households do not visit parks or do not visit more often are use of other city, state, or private facilities (21%), not being aware of park locations (12%), and lack of features they want to use (12%).

Use of Trails. Eighty-six percent (86%) of respondents report using a City of Prescott trail in the past year. Most of these respondents (95%) rated the overall quality of these trails as either “excellent” (53%) or “good” (42%).

Barriers to Trail Use. The highest percentage of respondents said they do not use trails or do not use trails more often because of lack of restrooms (12%), trailheads being too far from home (10%), do not feel safe on trails (10%), or lack of places to sit or rest (10%).

Communication Methods. The highest percentage of respondents report learning about programs, activities, and events offered by the City of Prescott via social media (58%), signage at parks or facilities (55%), and the City website (51%). Respondents would most prefer the city use social media (47%), the City website (39%), and signage at parks or facilities (31%) to receive information about programs, activities, and events.

Program Participation. A quarter (25%) of respondents report participating in a City of Prescott recreation program in the past year. Most (84%) of these respondents rated the overall quality of these programs as either “good” (50%) or “excellent” (34%).

Barriers to Program Participation. Not knowing what is offered (64%) was the biggest barrier to participation in recreation programs for respondents followed by preferring individual activities (18%) and too busy/lack of interest (16%).

Program Interest. The program concepts the highest percentage of respondents report being interested in are guided nature hikes and birdwatching programs (42%), walking clubs (36%), arts, pottery, and painting workshops (31%), and cooking and healthy eating workshops (31%).

Trail Services. Respondents were asked to rate their level of satisfaction with eleven trail services provided by the City of Prescott. Respondents felt most satisfied (rating “satisfied” or “very satisfied”) with the availability of natural or scenic trails (88%), availability of trailheads (85%), and overall feeling of safety on trails (80%). The three items respondents think should receive the most emphasis over the next five years are availability of natural or scenic trails (33%), quality of signage/maps/wayfinding on trails (27%), and availability of parking (26%).

E-Bikes. Over half (56%) of respondents do not support the City of Prescott allowing e-bikes on trails. Of those that do support, most (71%) would prefer a Class 1 eBike.

Funding Allocation. Respondents were asked to allocate a hypothetical \$100 towards parks and recreation investments. The highest percentage of funding (on average) went towards taking care of what we have by focusing on deferred maintenance and continued upkeep of the system (\$40.85), expanding park opportunities (\$19.68), and expanding the trail system (\$18.36).

Benefits of Parks, Trails, and Facilities. Respondents were asked to rate their level of agreement with 11 statements about potential benefits of parks, trails, and facilities. The highest percentage of respondents agreed (rating “agree” or “strongly agree”) that these things improve physical health and fitness (96%), improve mental health and reduce stress (94%), and make Prescott a more desirable place to live (91%). The three benefits most important to households are improves physical health and fitness (62%), improves mental health and reduces stress (40%), and protects natural resources and the environment (39%).

Satisfaction with Value. Over three quarters (76%) of respondents feel “satisfied” (46%) or “very satisfied” (31%) with the overall value their household receives from parks, trails, and programs in the City of Prescott.

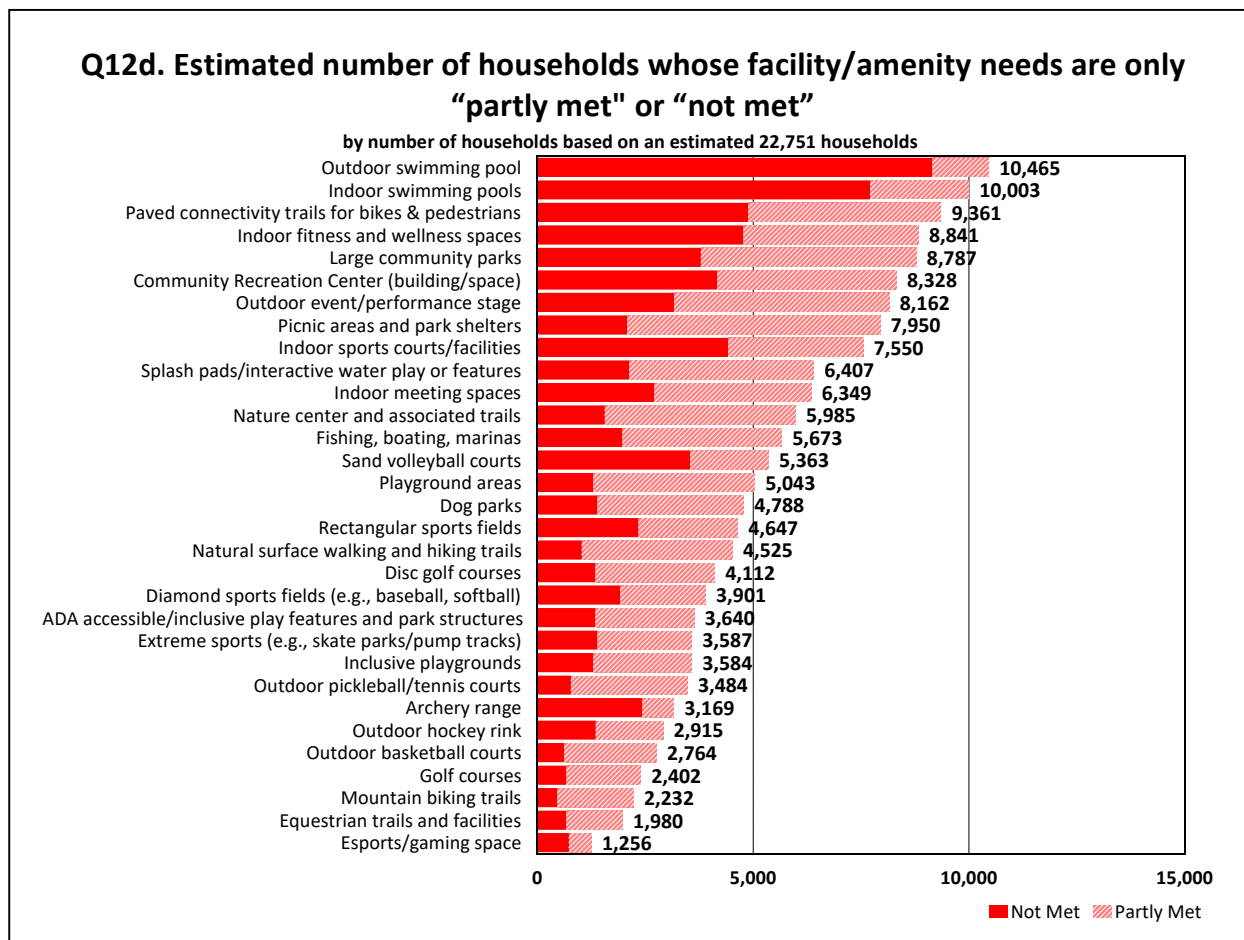
Parks and Recreation Facilities and Amenities Needs and Priorities

Facility/Amenity Needs: Respondents were asked to identify if their household had a need for 31 parks and recreation facilities/amenities and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various facilities/amenities.

The three facilities/amenities with the highest number of households that have an unmet need:

1. Outdoor swimming pool – 10,465 households
2. Indoor swimming pools – 10,003 households
3. Paved connectivity trails for bikes and pedestrians – 9,361 households

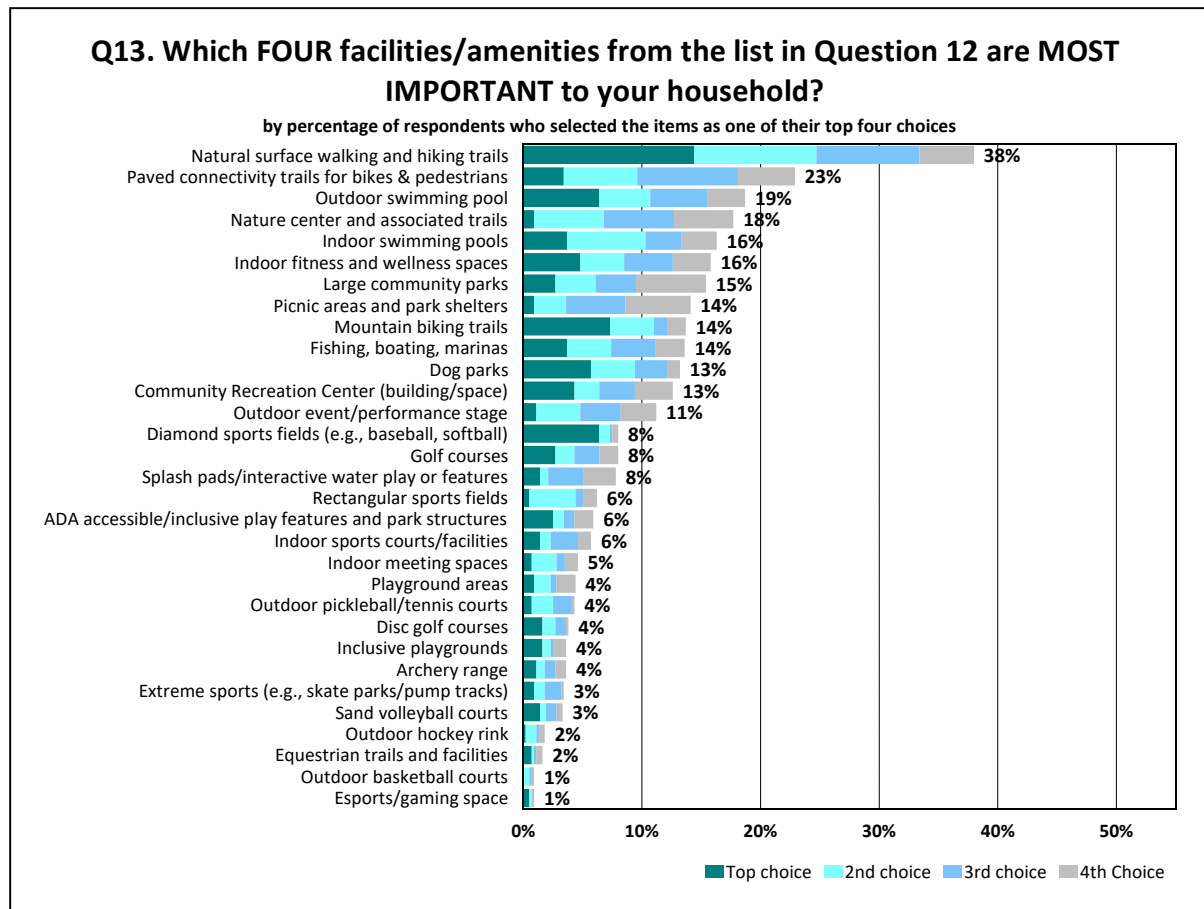
The estimated number of households that have unmet needs for each of the 31 facilities/amenities assessed is shown in the chart below.



Parks and Recreation Facilities/Amenities Importance: In addition to assessing the needs for each facility/amenity, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents' top four choices, these were the four amenities/facilities ranked most important to residents:

1. Natural surface walking and hiking trails (38%)
2. Paved connectivity trails for bikes and pedestrians (23%)
3. Outdoor swimming pool (19%)
4. Nature center and associated trails (18%)

The percentage of residents who selected each facility/amenity as one of their top four choices is shown in the chart below.

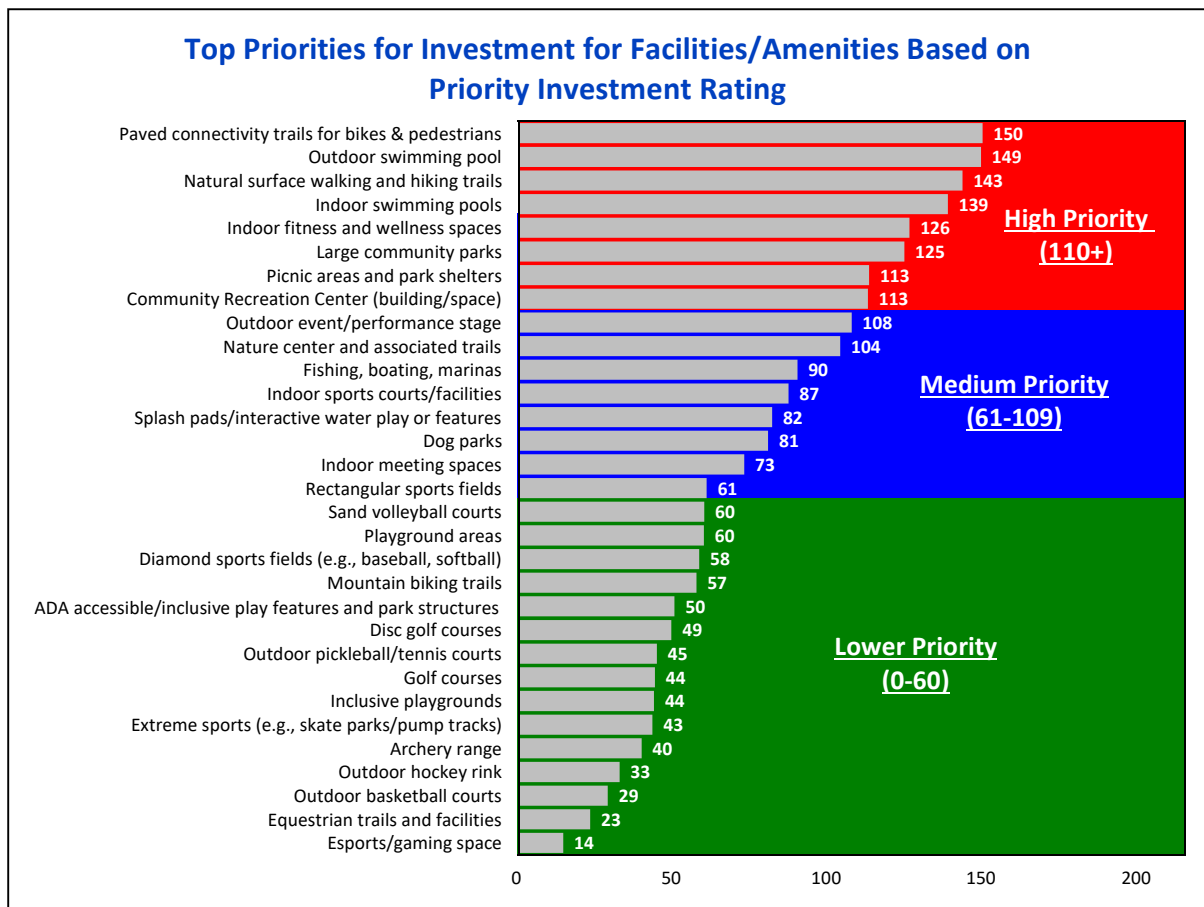


Priorities for Facilities/Amenities Investments: The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on amenities/facilities and (2) how many residents have unmet needs for the facility/amenity. [Details regarding the methodology for this analysis are provided in Section 3 of this report.]

Based the Priority Investment Rating (PIR), the following facilities/amenities were rated as high priorities for investment:

- Paved connectivity trails for bikes & pedestrians (PIR=150)
- Outdoor swimming pool (PIR=149)
- Natural surface walking and hiking trails (PIR=143)
- Indoor swimming pools (PIR=139)
- Indoor fitness and wellness spaces (PIR=126)
- Large community parks (PIR=125)
- Picnic areas and park shelters (PIR=113)
- Community Recreation Center (building/space) (PIR=113)

The chart below shows the Priority Investment Rating for each of the 31 amenities/facilities assessed on the survey.



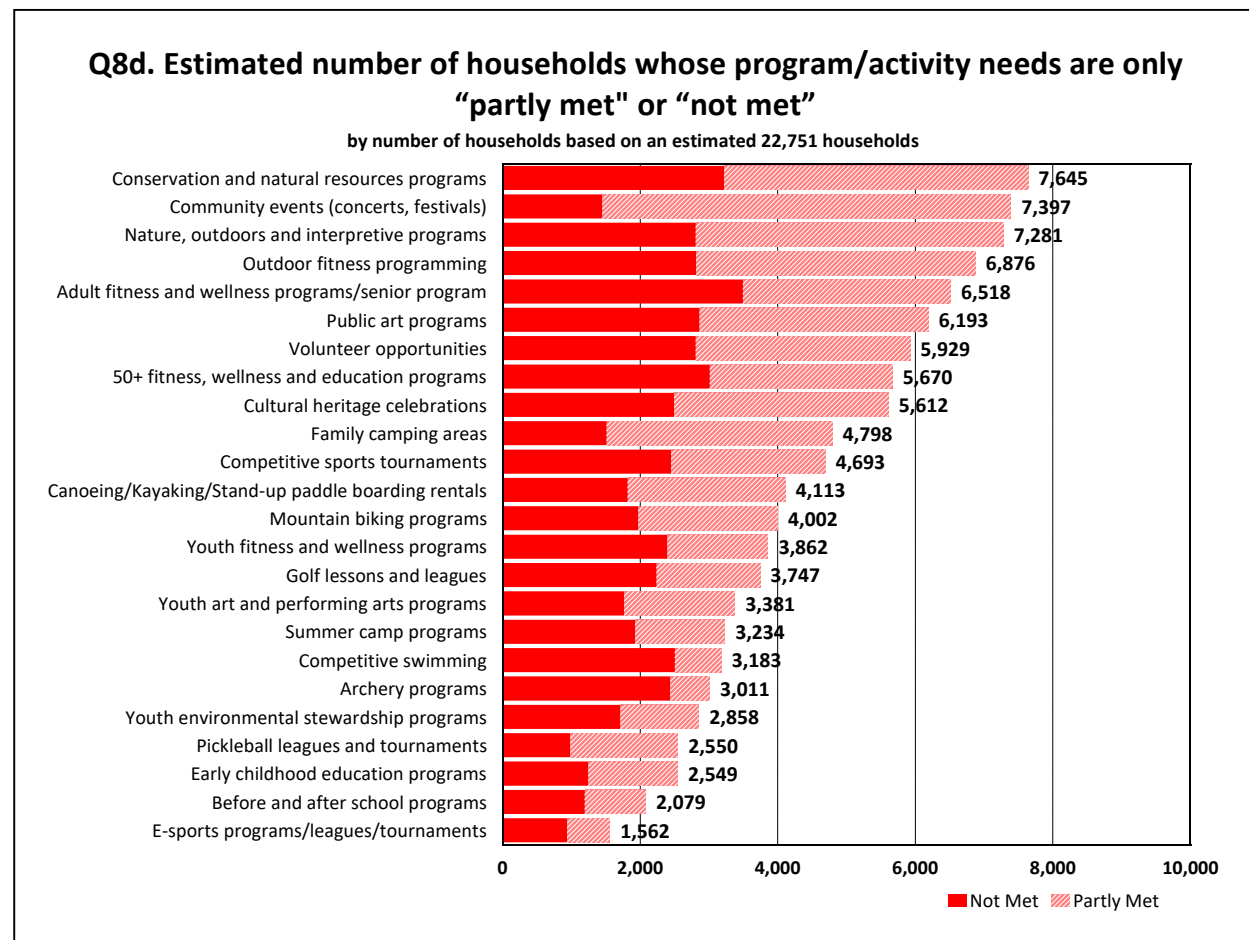
Parks and Recreation Programs/Activities Needs and Priorities

Program/Activity Needs: Respondents were asked to identify if their household had a need for 24 parks and recreation programs/activities and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various programs.

The three programs/activities with the highest number of households that have an unmet need:

1. Conservation and natural resources programs – 7,645 households
2. Community events – 7,397 households
3. Nature, outdoors, and interpretive programs – 7,281 households

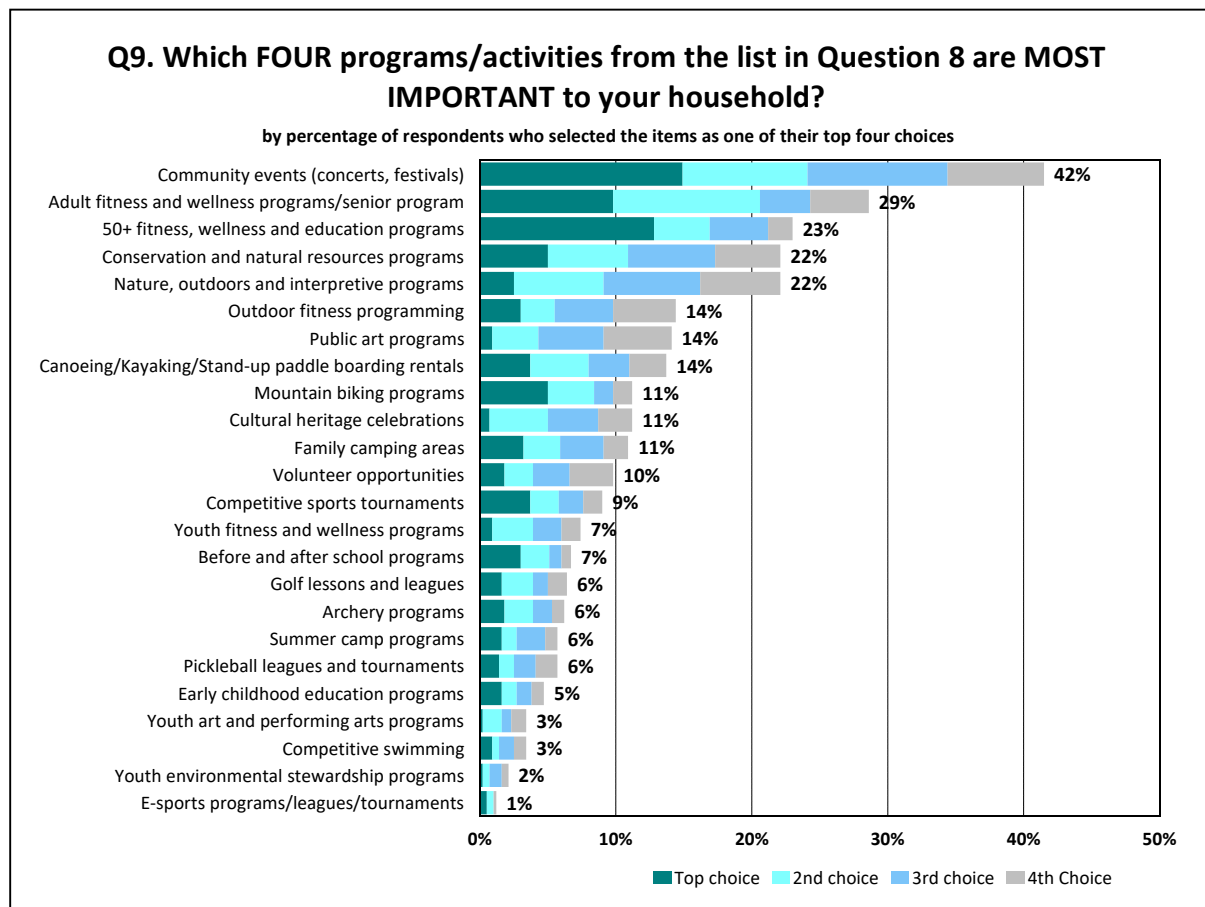
The estimated number of households that have unmet needs for each of the 24 programs/activities assessed is shown in the chart below.



Parks and Recreation Programs Importance: In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents' top four choices, these were the four programs/activities ranked most important to residents:

1. Community events (42%)
2. Adult fitness and wellness programs/senior programs (29%)
3. 50+ fitness, wellness, and education programs (23%)
4. Conservation and natural resources programs (22%) and Nature, outdoors and interpretive programs (22%)

The percentage of residents who selected each program as one of their top four choices is shown in the chart below.

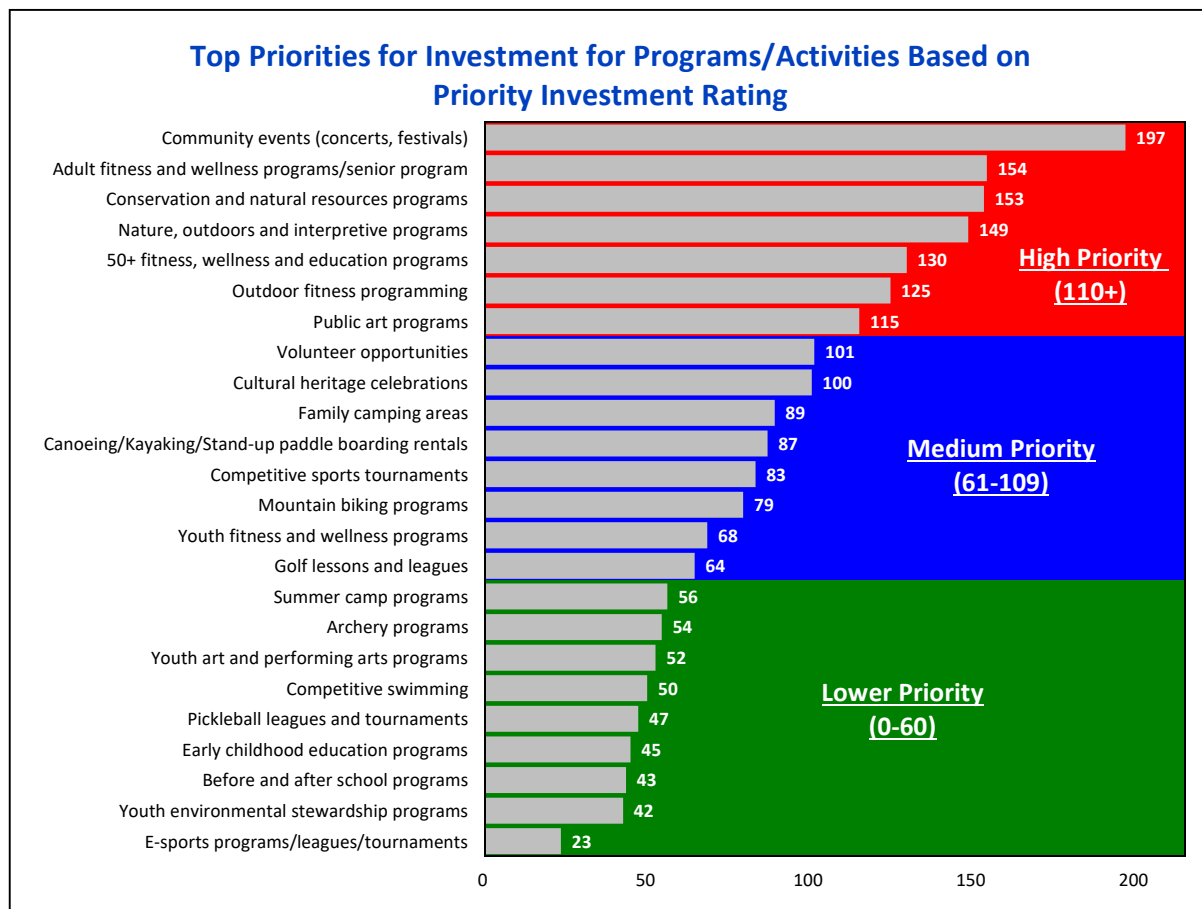


Priorities for Program/Activities Investments: The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on programs/activities and (2) how many residents have unmet needs for the program/activity. [Details regarding the methodology for this analysis are provided in Section 3 of this report.]

Based the Priority Investment Rating (PIR), the following programs/activities were rated as high priorities for investment:

- Community events (PIR=197)
- Adult fitness and wellness programs/senior programs (PIR=154)
- Conservation and natural resources programs (PIR=153)
- Nature, outdoors and interpretive programs (PIR=149)
- 50+ fitness, wellness and education programs (PIR=130)
- Outdoor fitness programming (PIR=125)
- Public art programs (PIR=115)

The chart below shows the Priority Investment Rating for each of the 24 programs/activities assessed on the survey.

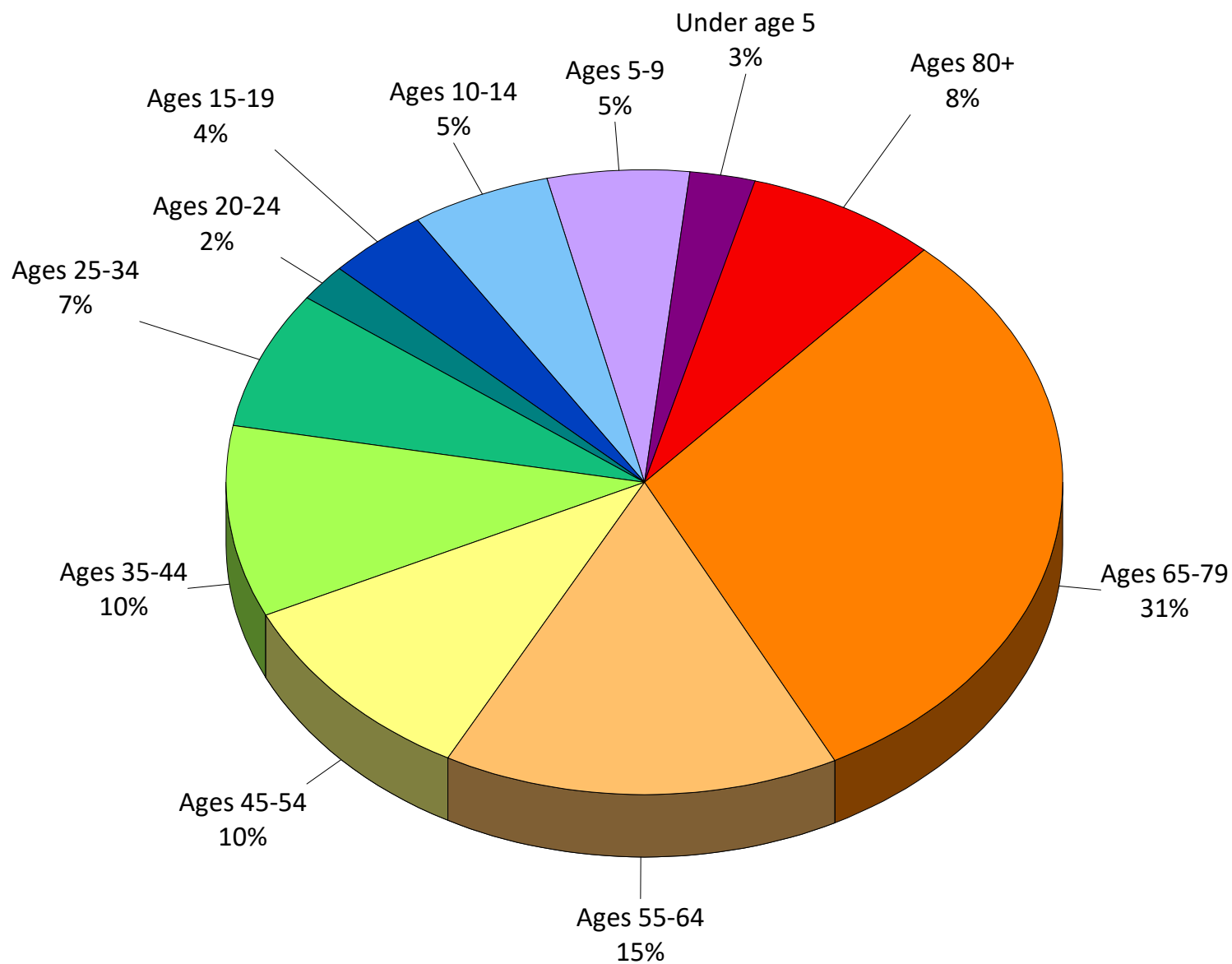




Charts & Graphs

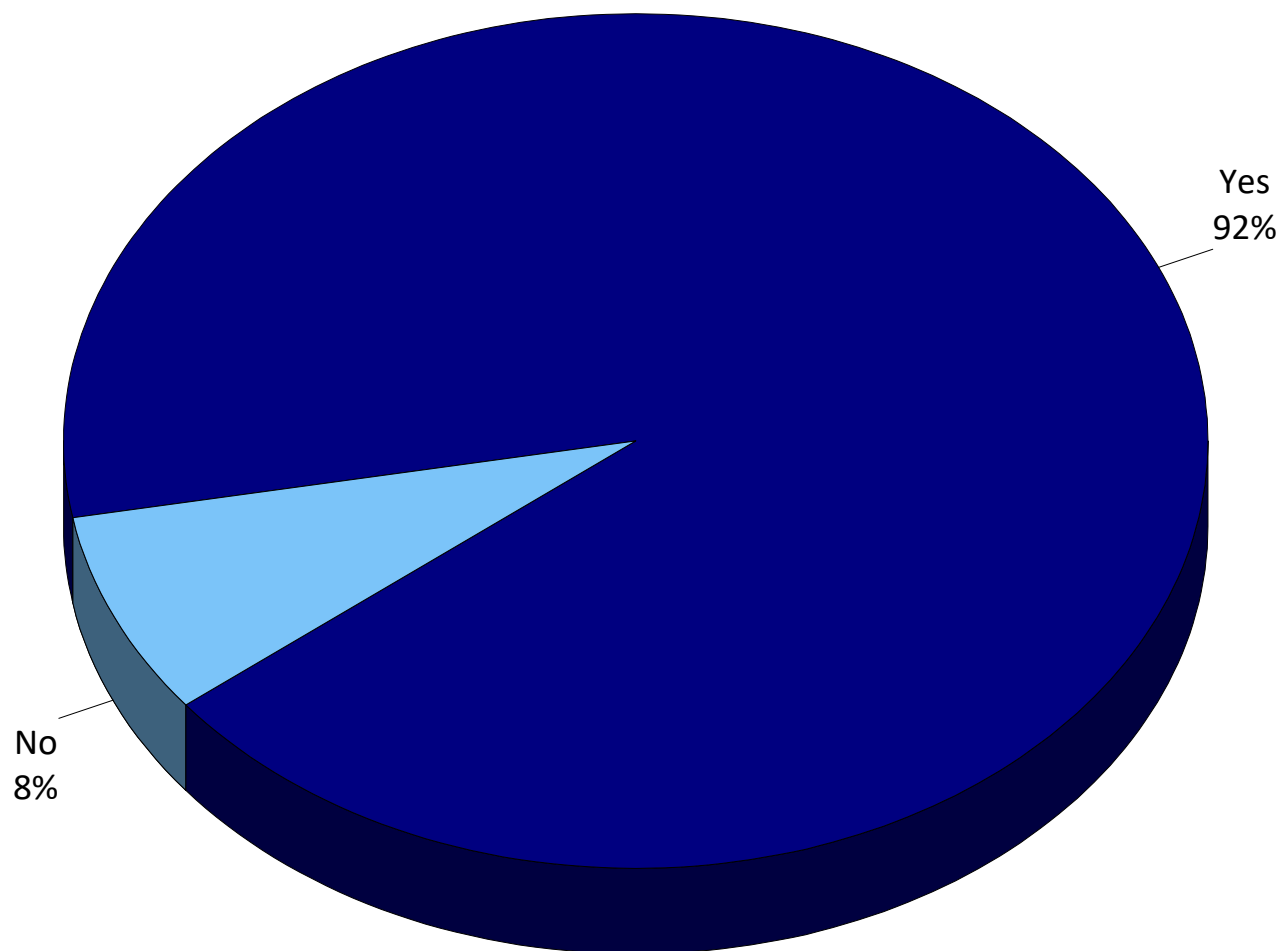
Q1. Counting yourself, how many people in your household are...

by percentage of persons in household



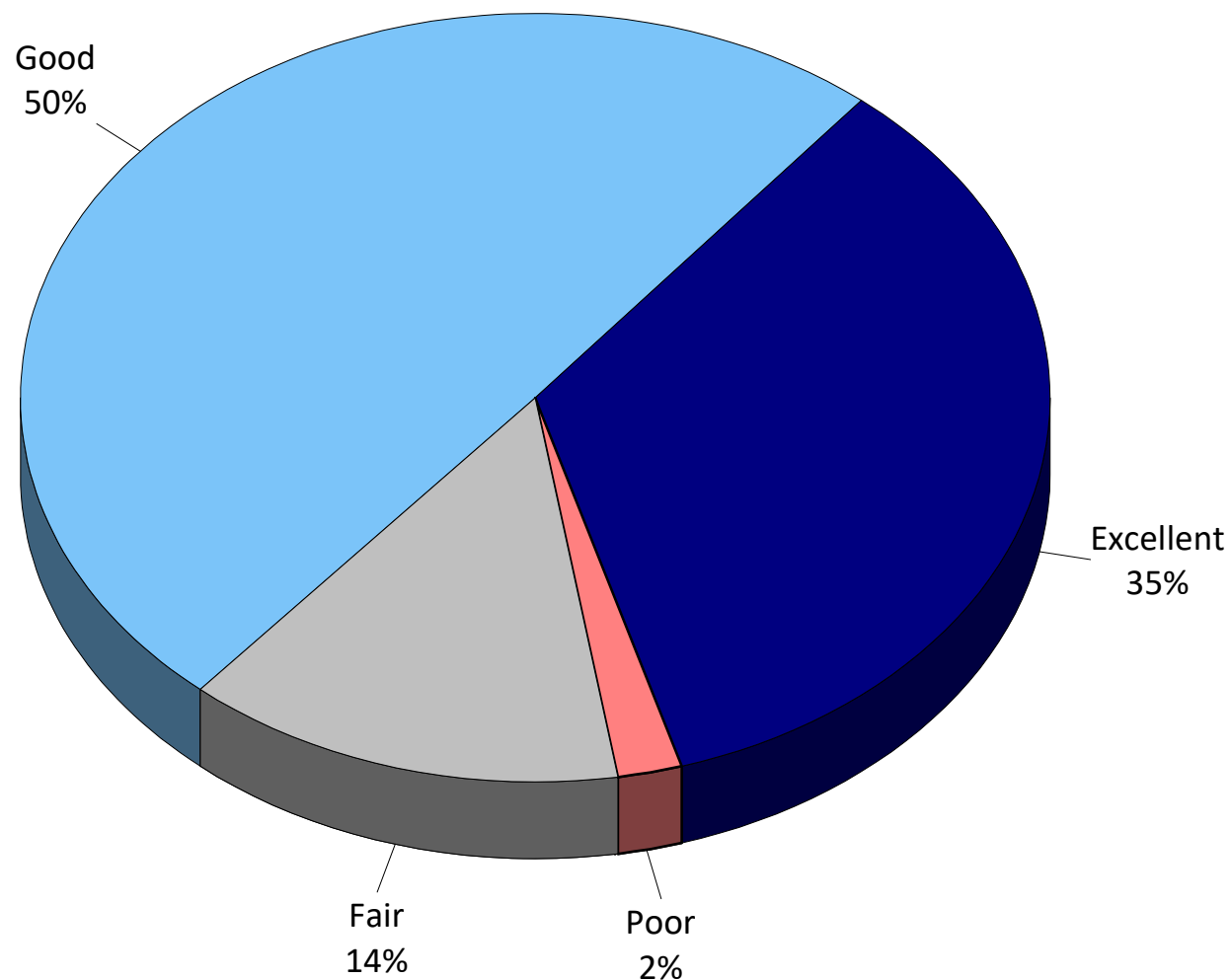
Q2. Have you or any members of your household visited any City of Prescott PARKS in the last year?

by percentage of respondents



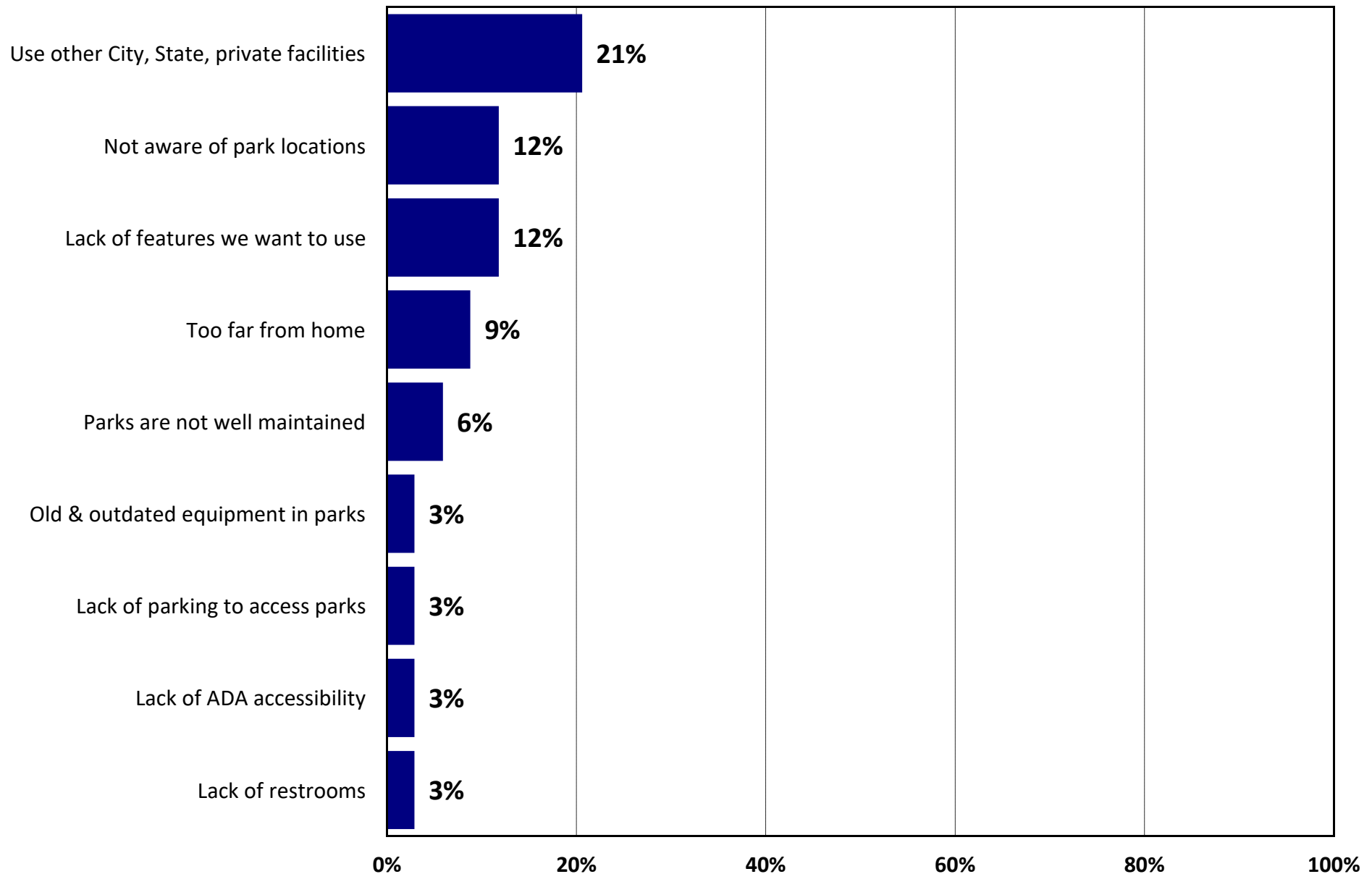
Q2a. How would you rate the overall quality of the PARKS offered by the City of Prescott that you and the members of your household have visited?

by percentage of respondents who answered "Yes" to Q2 (excluding "not provided")



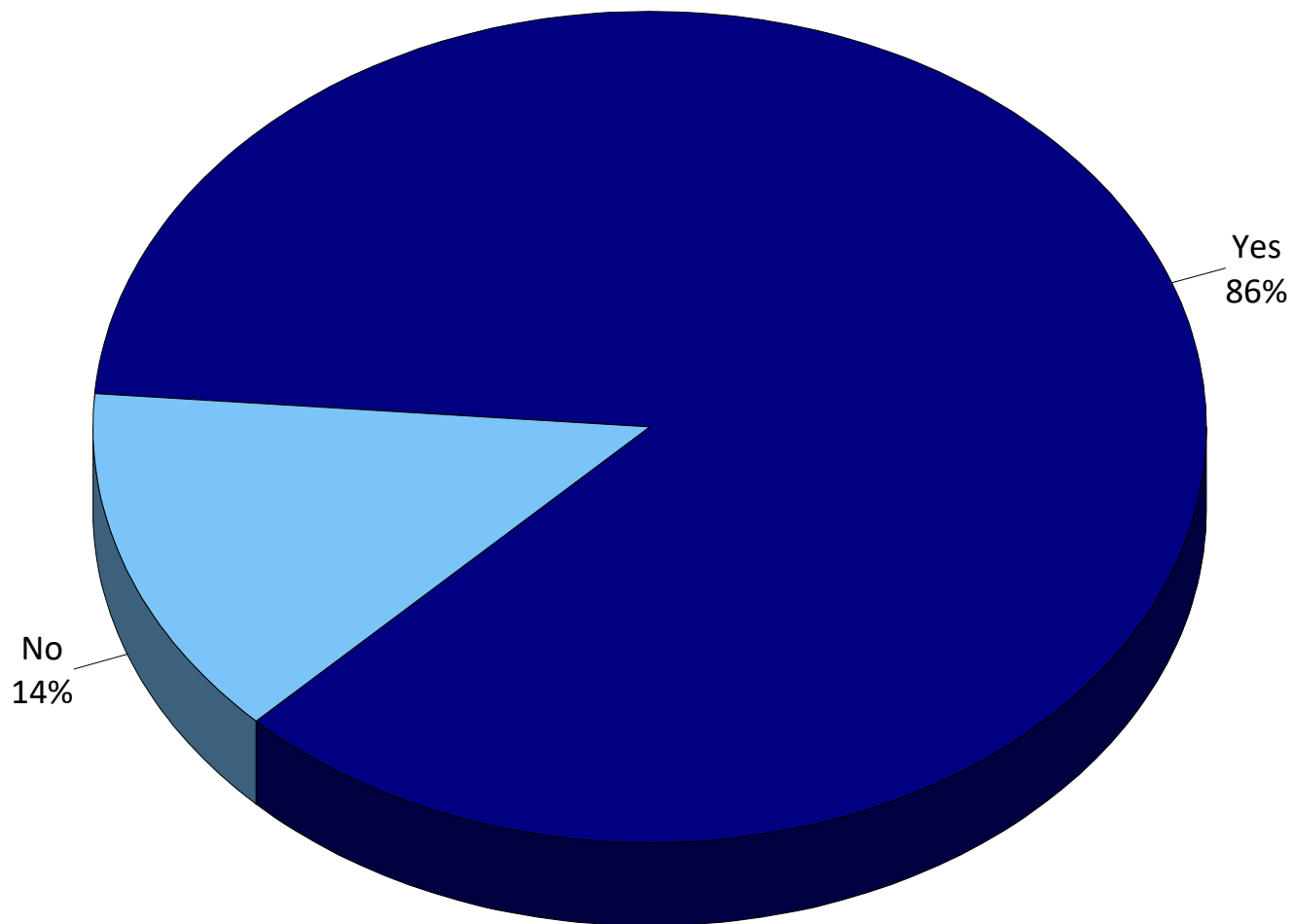
Q2b. If your household has NOT visited any PARKS offered by the City of Prescott in the last year, please CHECK ALL of the following reasons why you did NOT visit.

by percentage of respondents (multiple selections could be made)



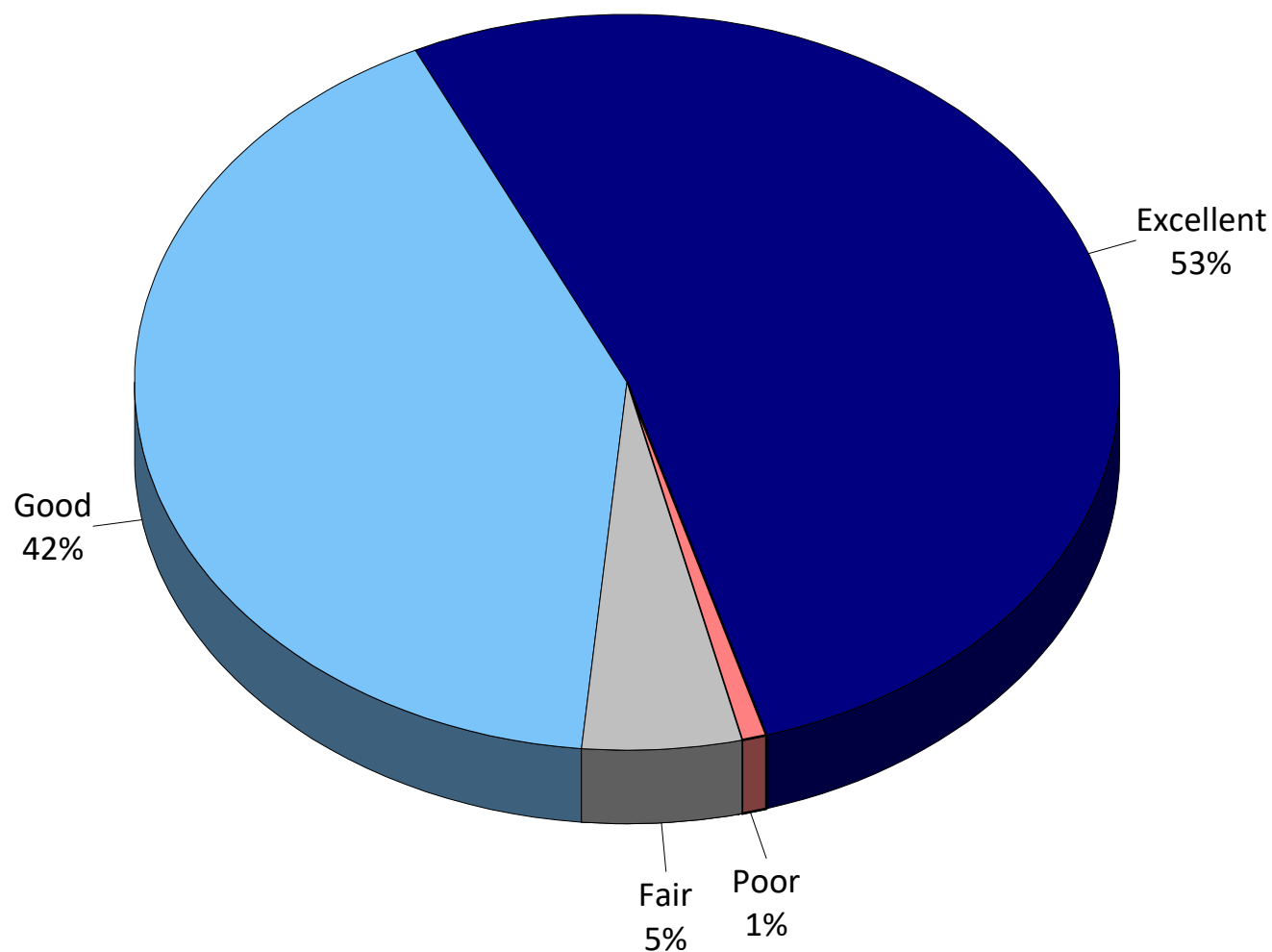
Q3. Have you or any members of your household used any City of Prescott TRAILS in the last year?

by percentage of respondents



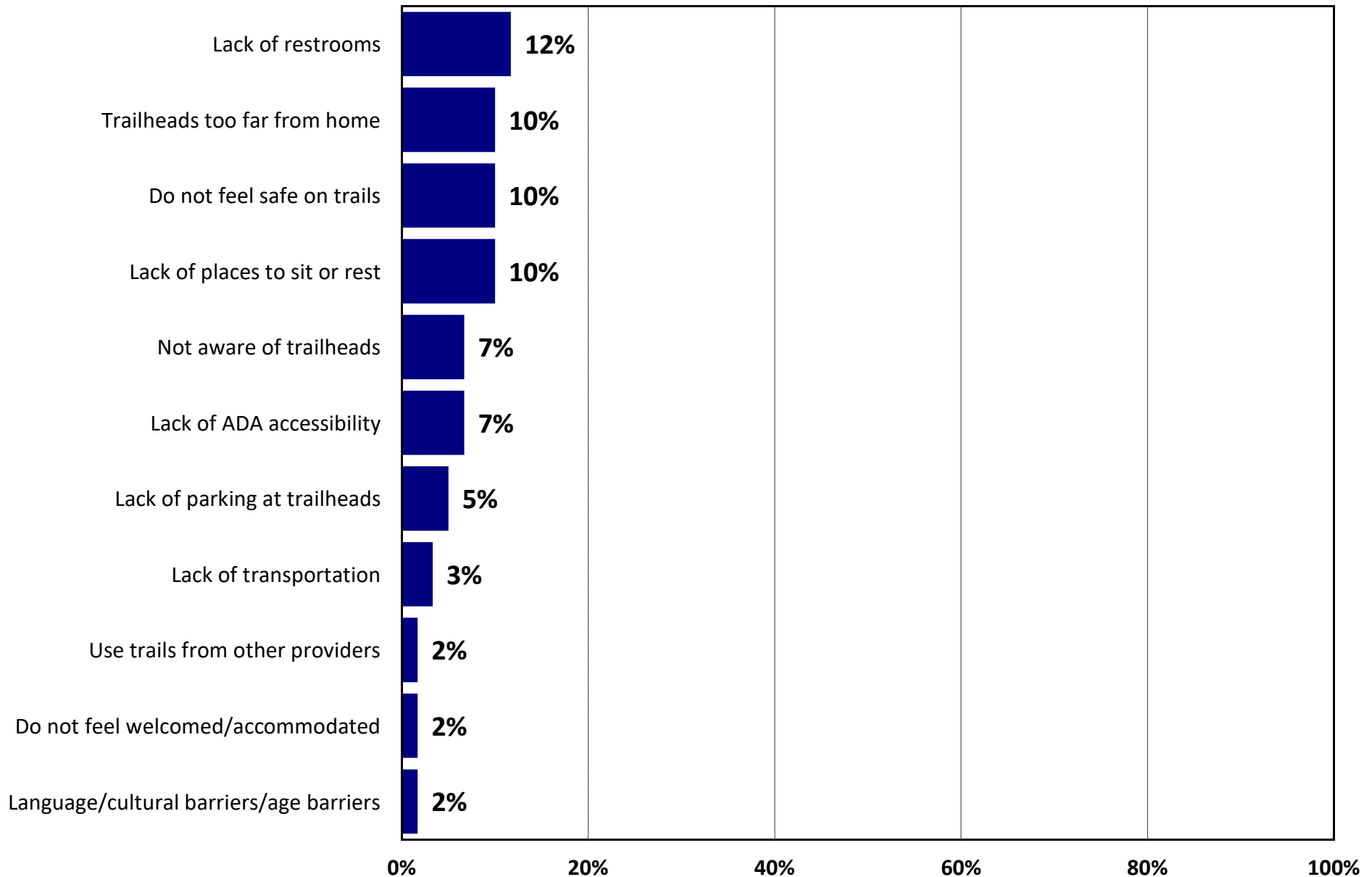
Q3a. How would you rate the overall quality of the TRAILS offered by the City of Prescott that you and the members of your household have used?

by percentage of respondents who answered "Yes" to Q3 (excluding "not provided")



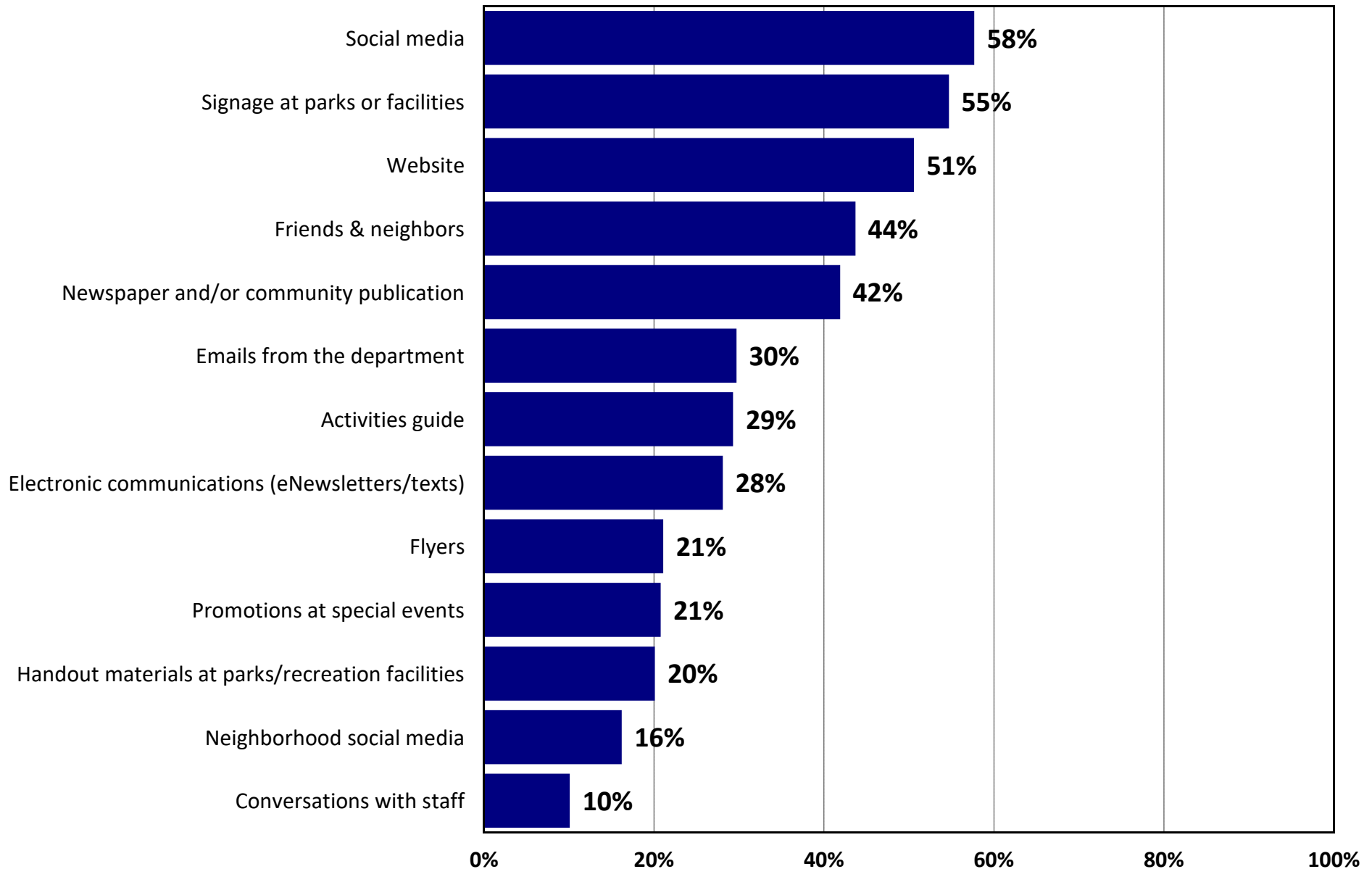
Q3b. If your household has NOT used any TRAILS offered by the City of Prescott in the last year, CHECK ALL of the following reasons why you did NOT use them.

by percentage of respondents (multiple selections could be made)



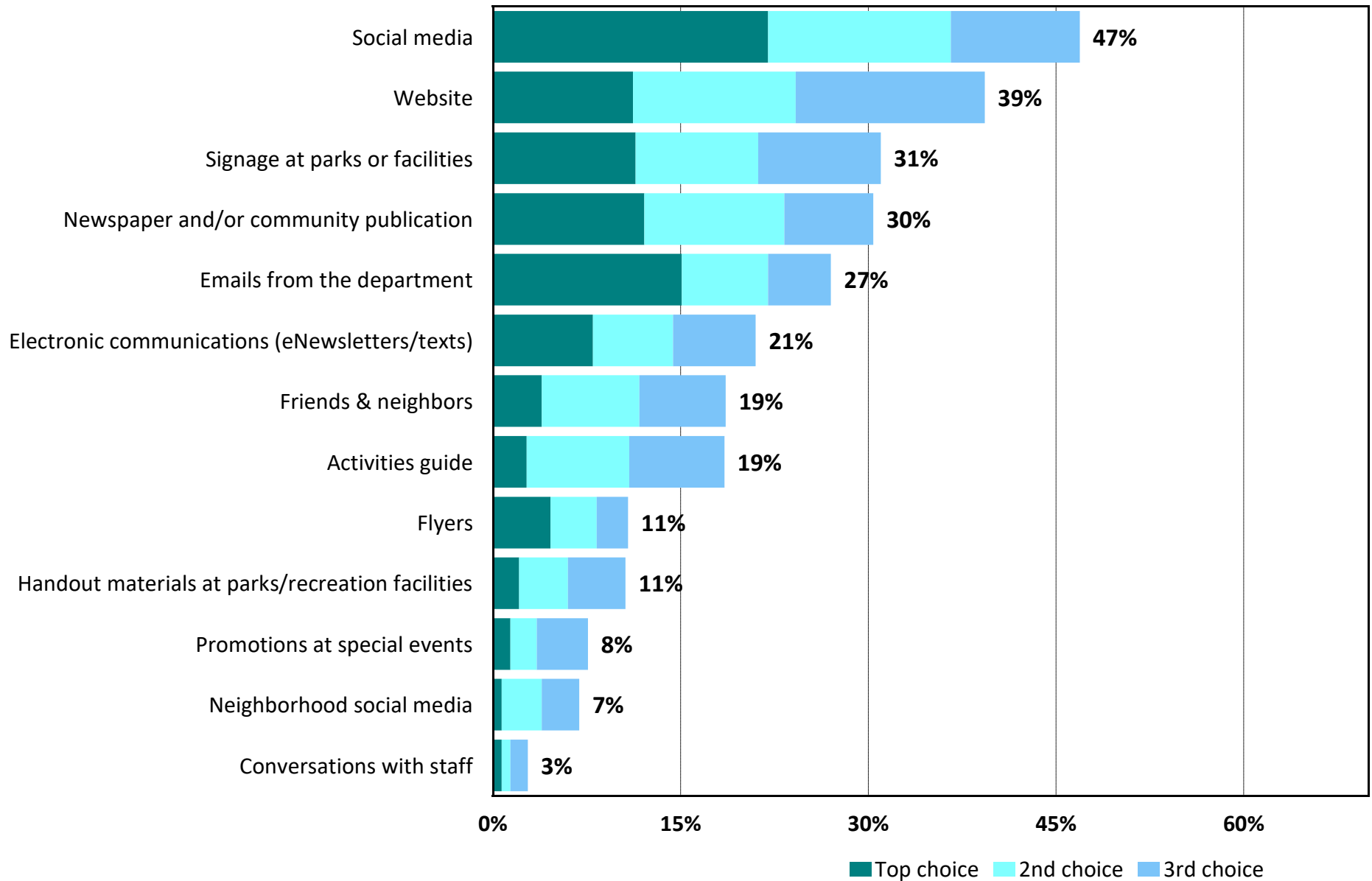
Q4. Please CHECK ALL the ways you currently learn or would like to learn about programs, activities, and events offered by the City of Prescott.

by percentage of respondents (multiple selections could be made)



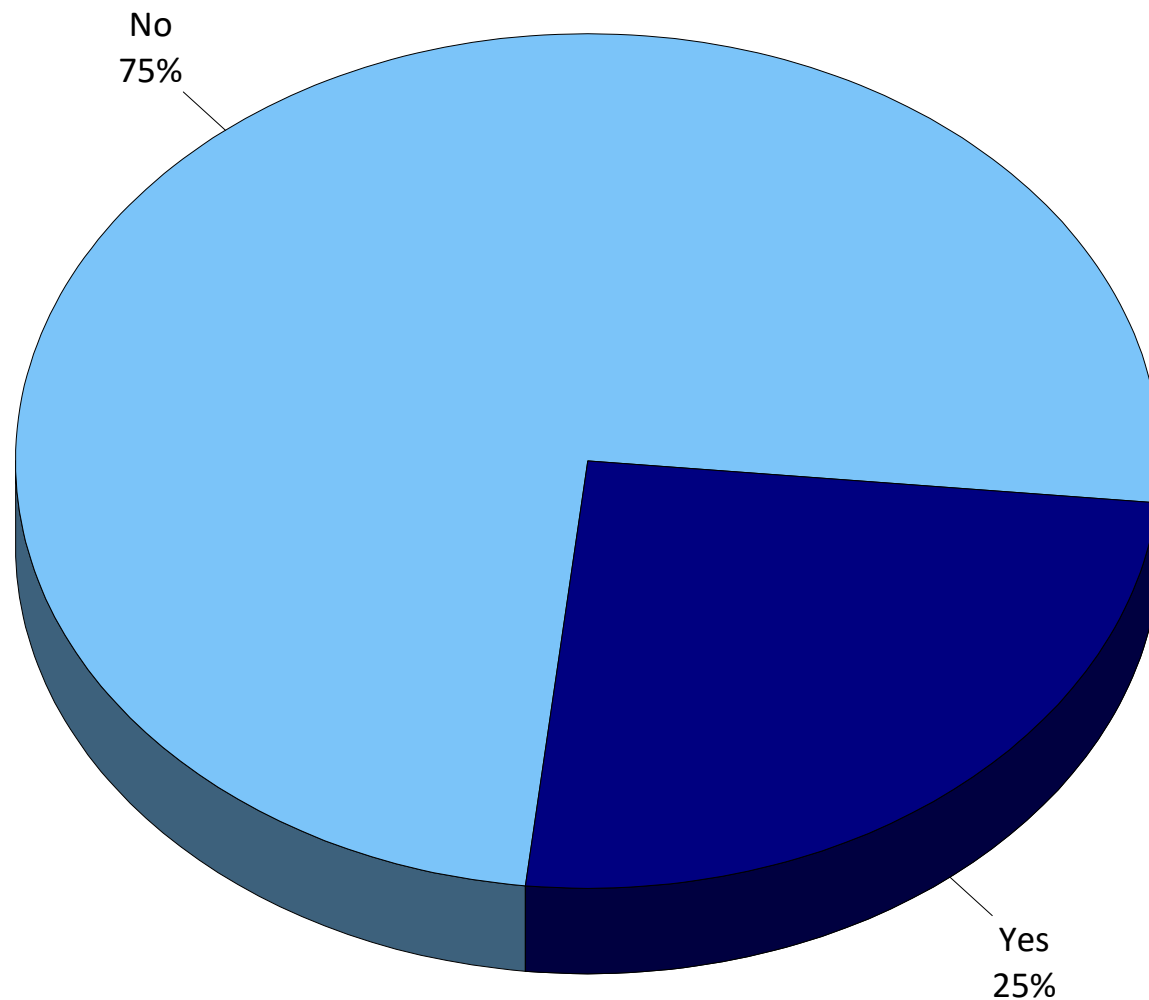
Q5. Which THREE sources of communication do you MOST PREFER to receive information about the City of Prescott's programs, activities, and events?

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



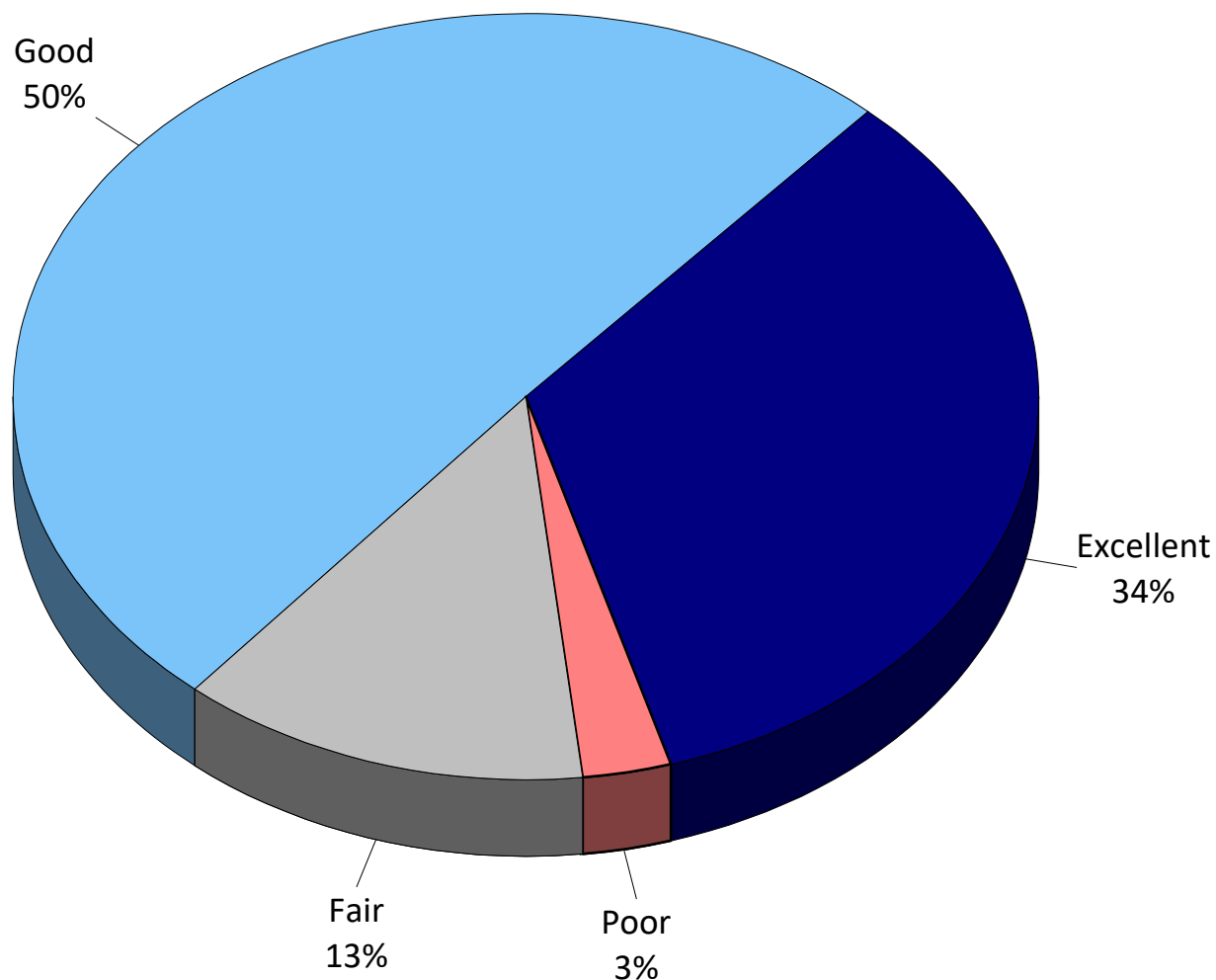
Q6. Have you or any members of your household participated in any City of Prescott RECREATION PROGRAMS in the past year?

by percentage of respondents



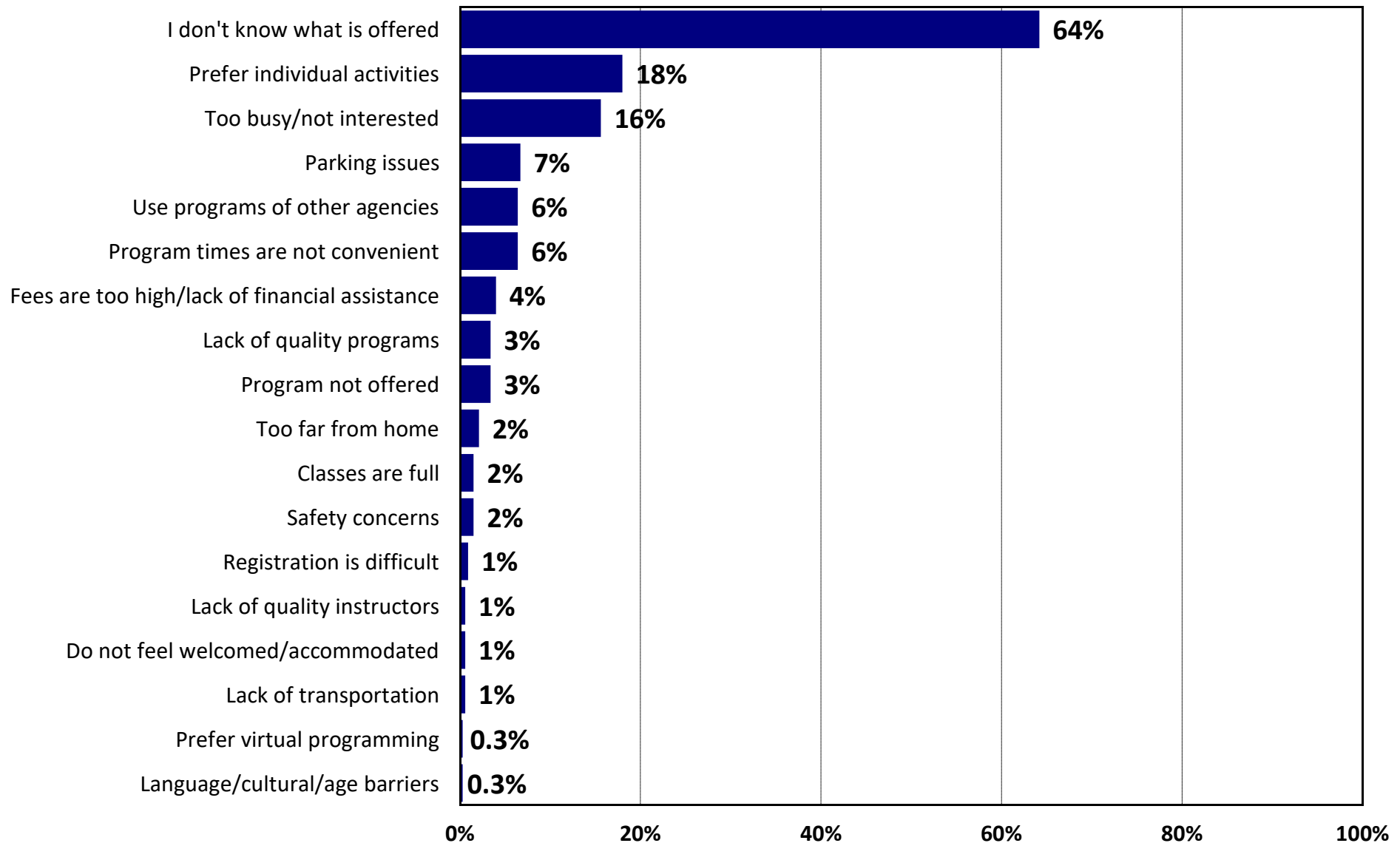
Q6a. How would you rate the overall quality of the City of Prescott RECREATION PROGRAMS that you and the members of your household have participated in?

by percentage of respondents (excluding "not provided")



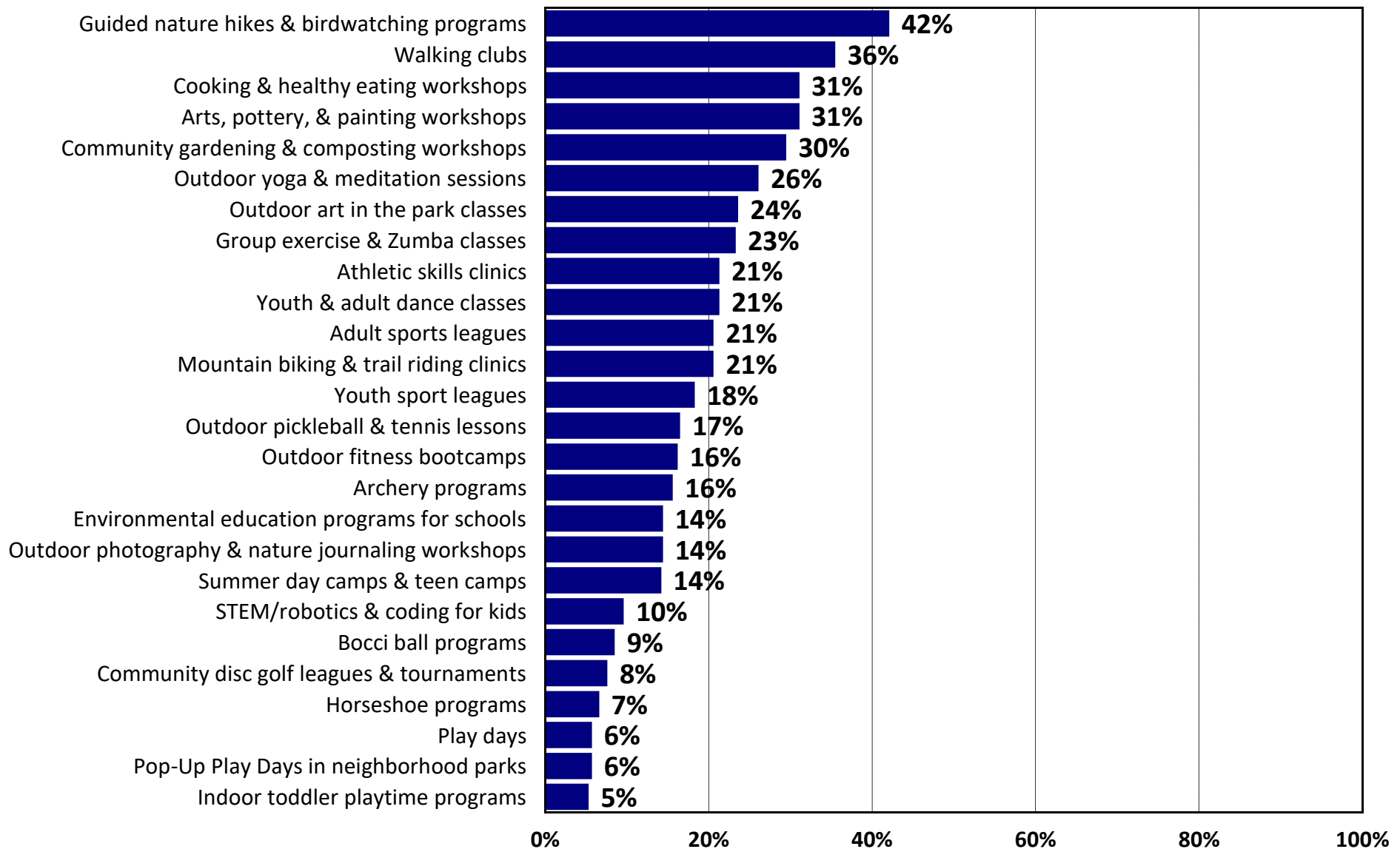
Q6b. If your household has NOT participated in any parks and recreation PROGRAMS during the past year, please CHECK ALL of the following reasons why you have NOT participated.

by percentage of respondents (multiple selections could be made)



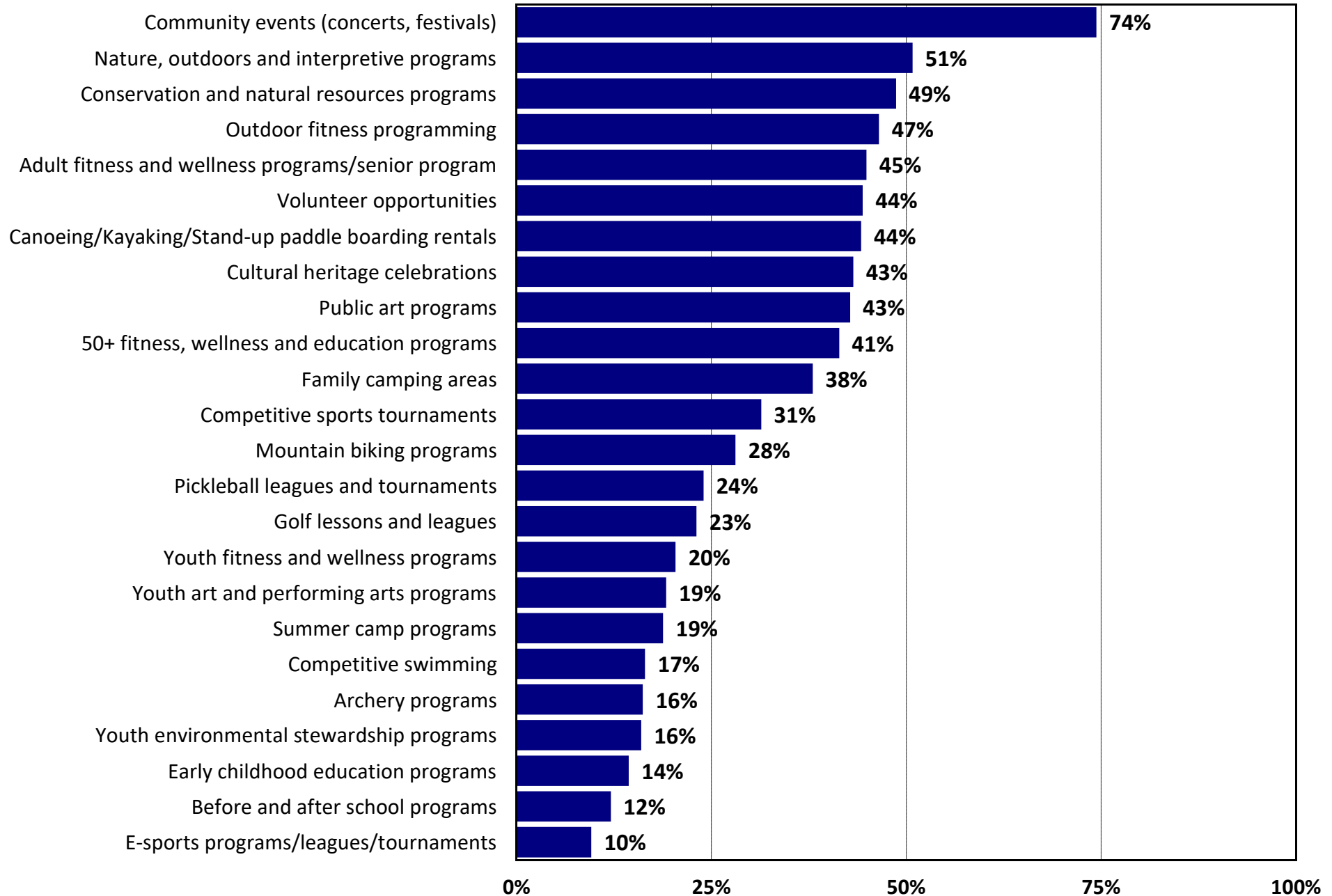
Q7. As the City of Prescott explores additional program offerings, please CHECK ALL the program concepts listed below that you and/or the members of your household would like to participate in.

by percentage of respondents (multiple selections could be made)



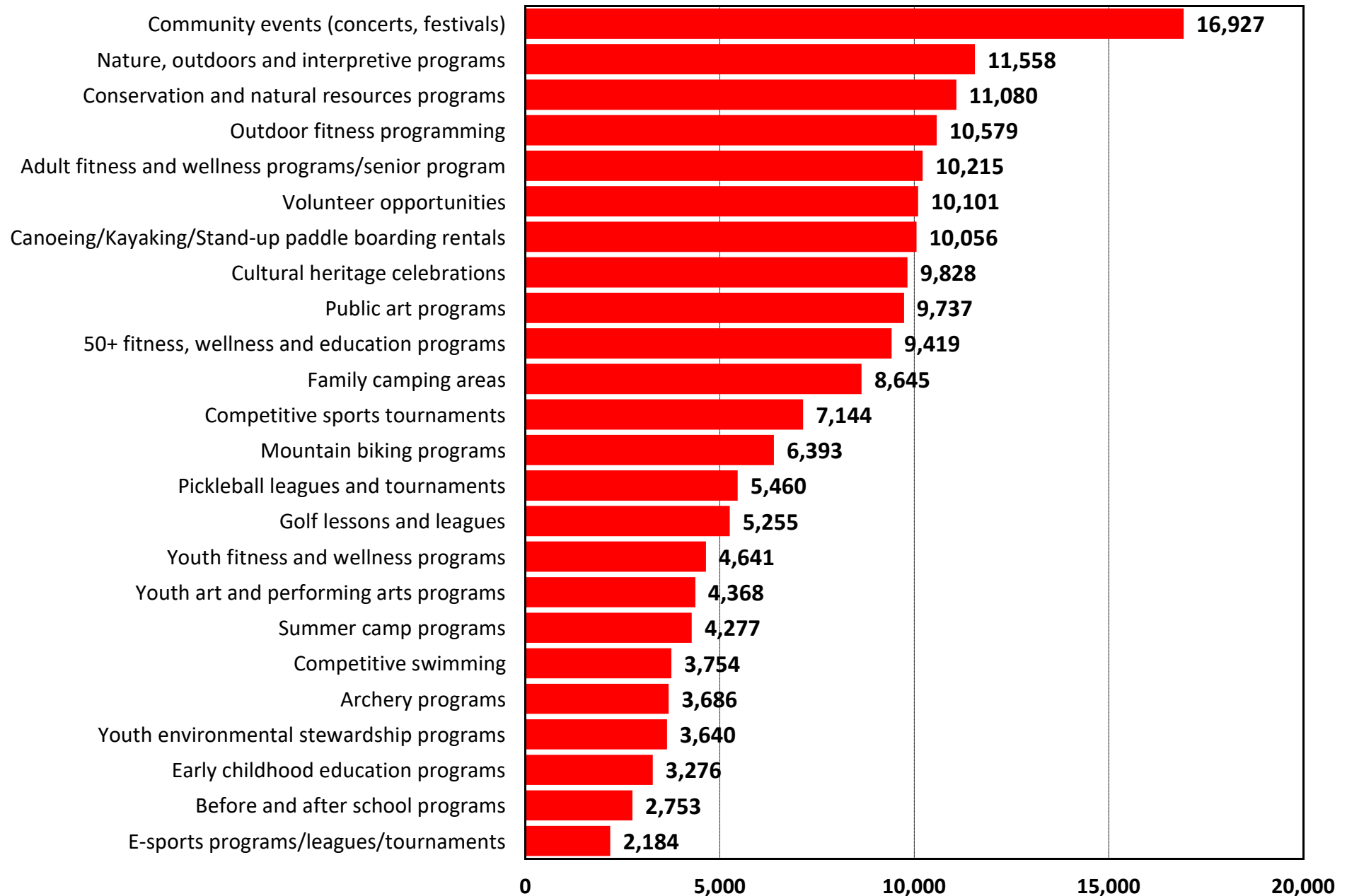
Q8. Need for Programs/Activities

by percentage of respondents who indicated need



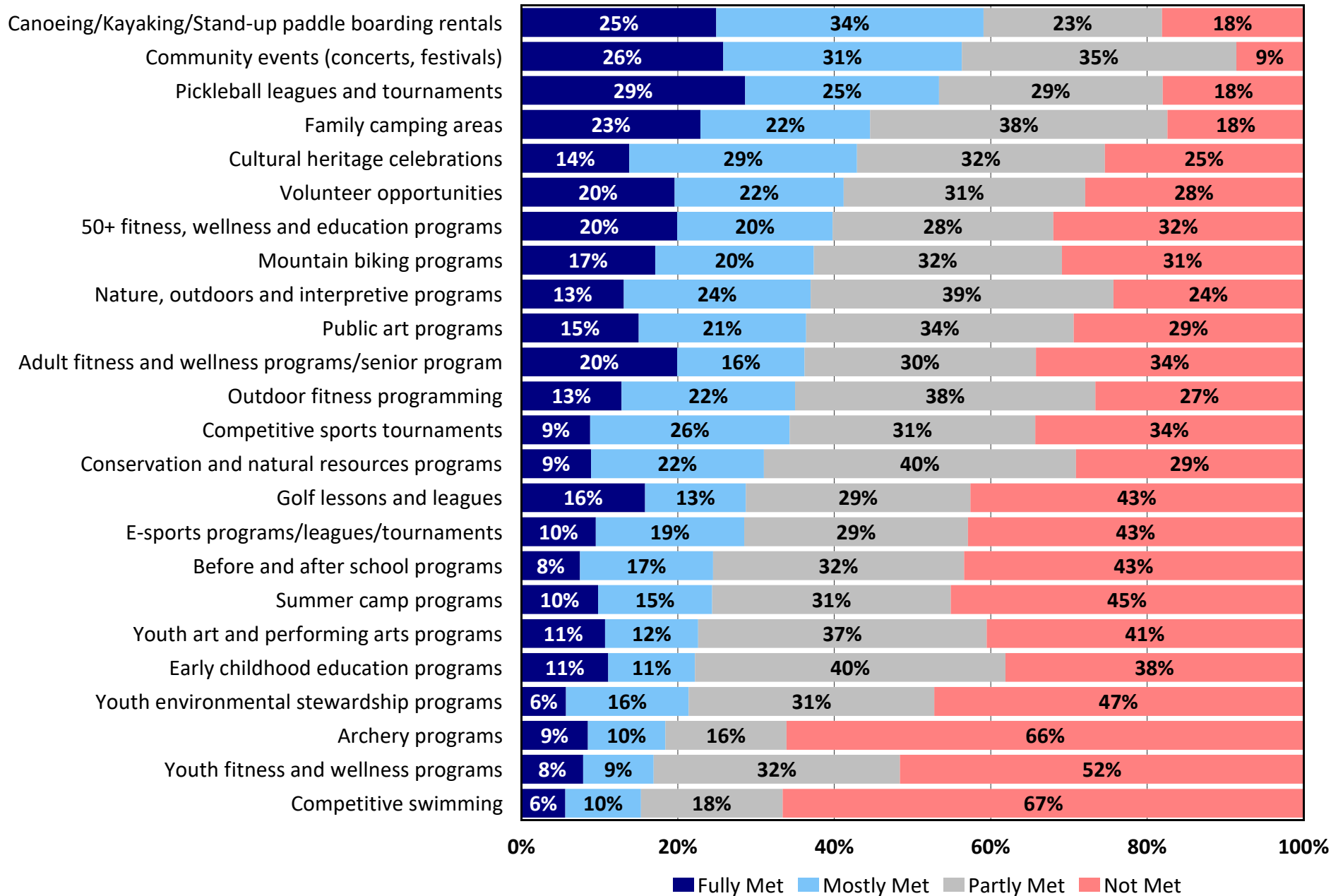
Q8b. Estimated number of households who have a need for programs/activities

by number of households based on an estimated 22,751 households



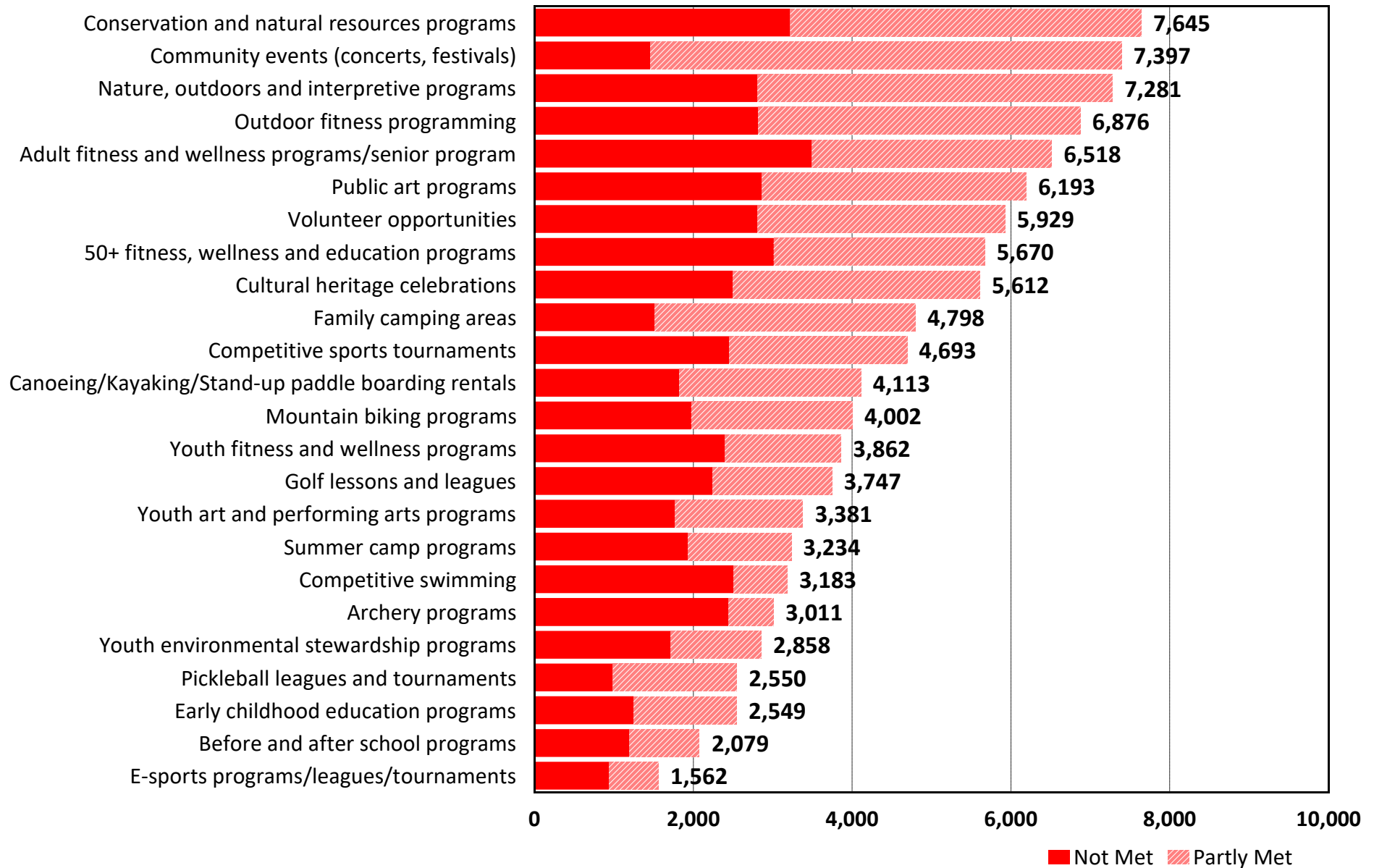
Q8c. Please indicate how well your needs are met for programs/activities

by percentage of respondents (excluding "no need")



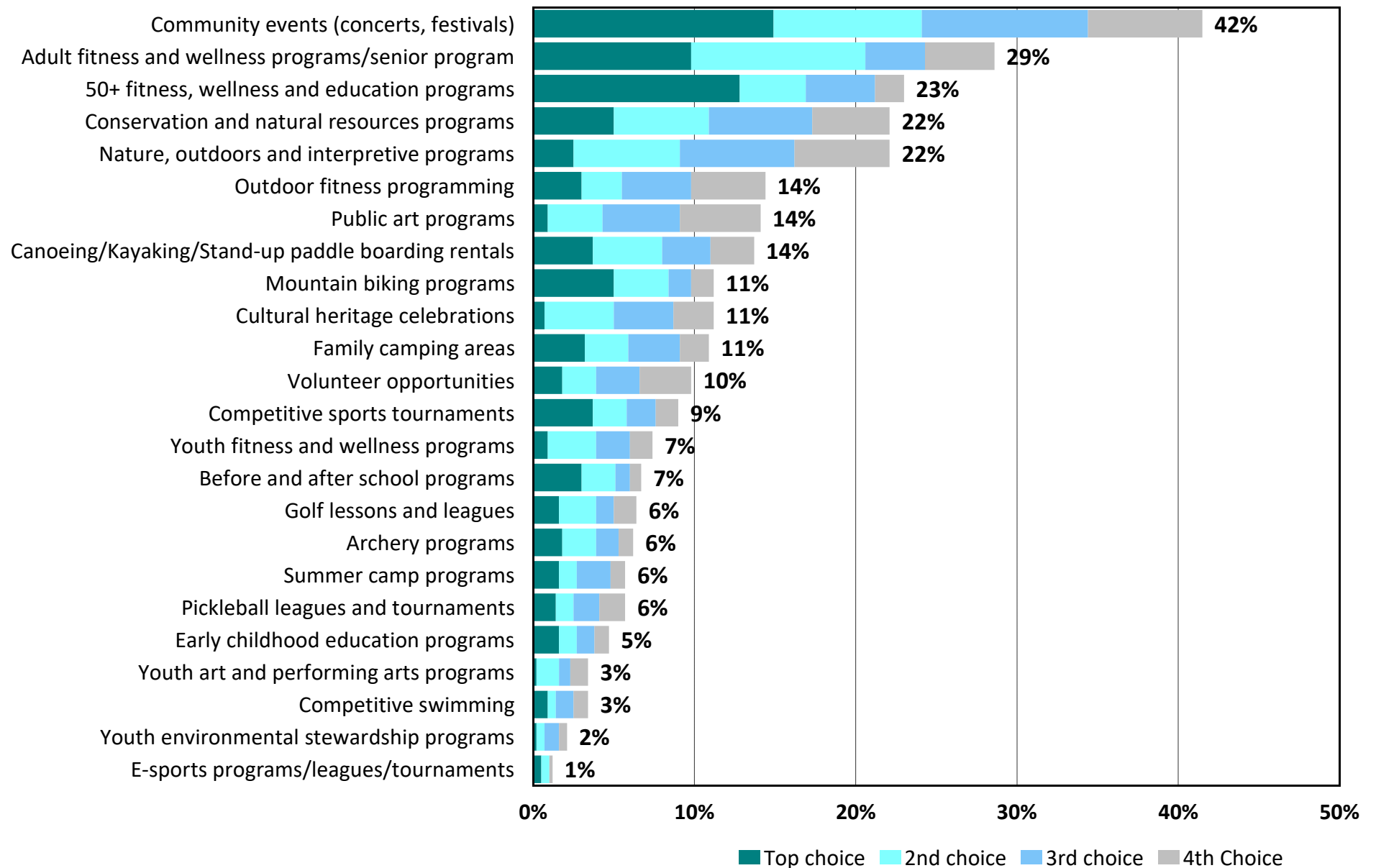
Q8d. Estimated number of households whose program/activity needs are only “partly met” or “not met”

by number of households based on an estimated 22,751 households



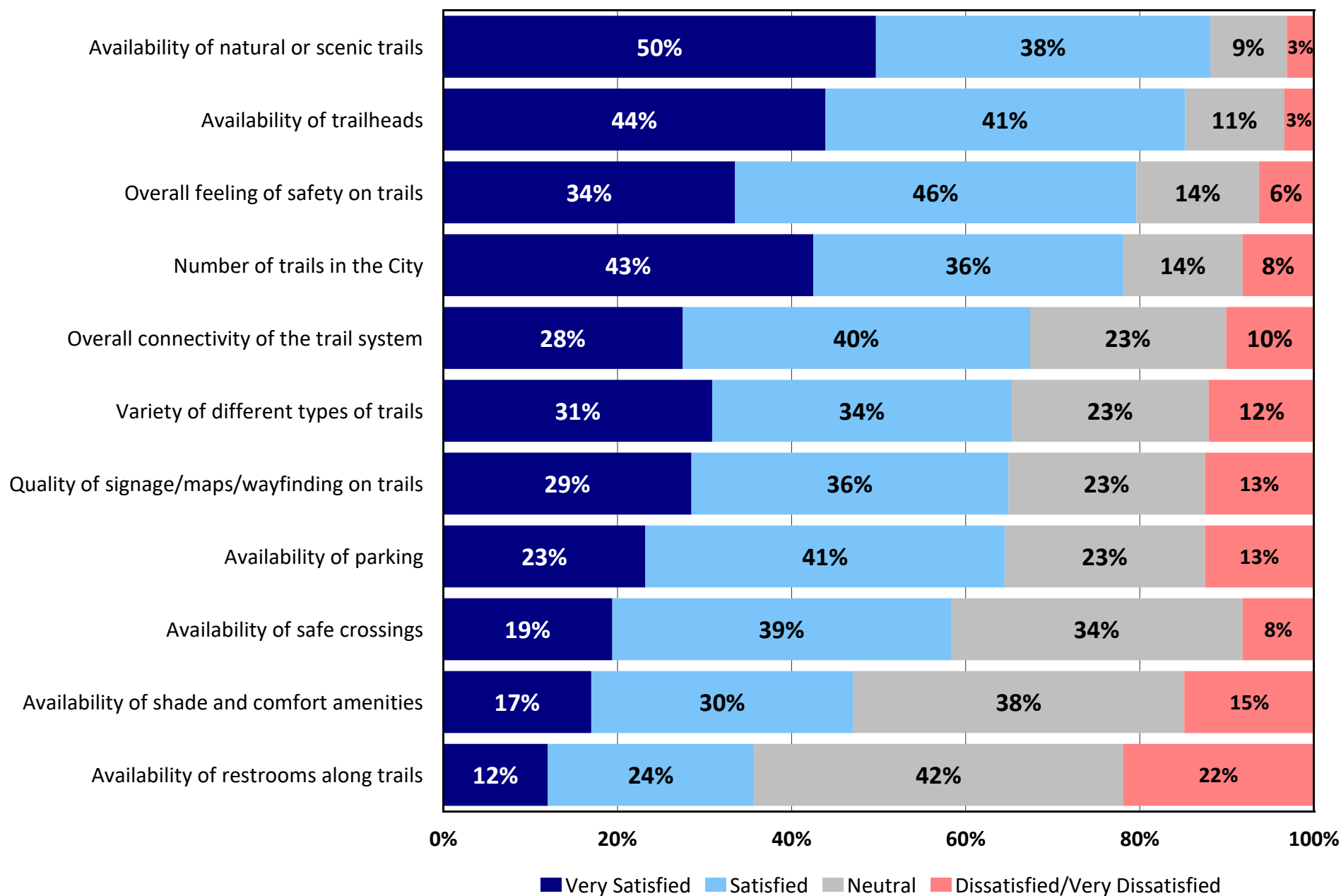
Q9. Which FOUR programs/activities from the list in Question 8 are MOST IMPORTANT to your household?

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



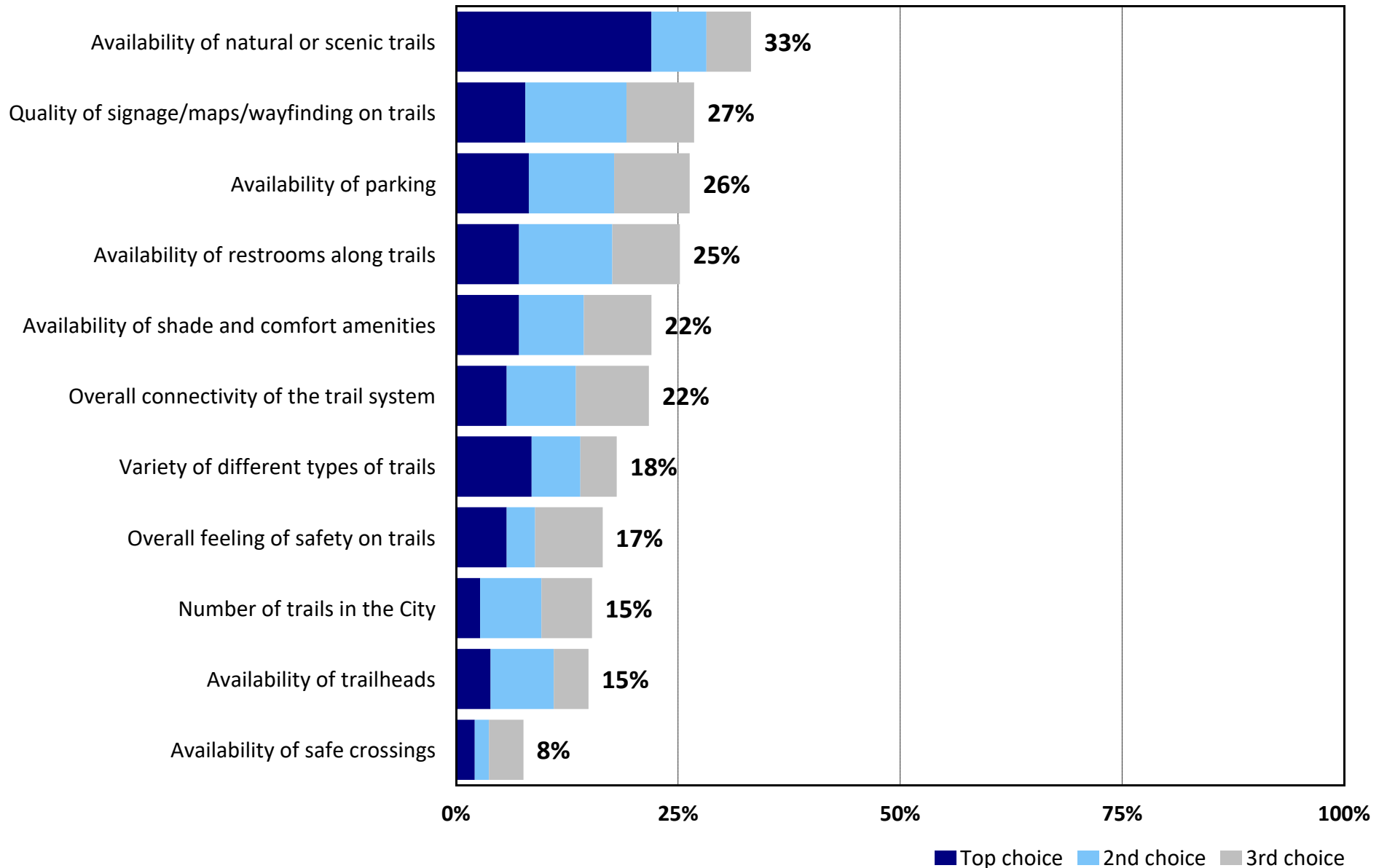
Q10. Satisfaction with Trail Services Provided by City of Prescott

by percentage of respondents (excluding "don't know/not applicable")



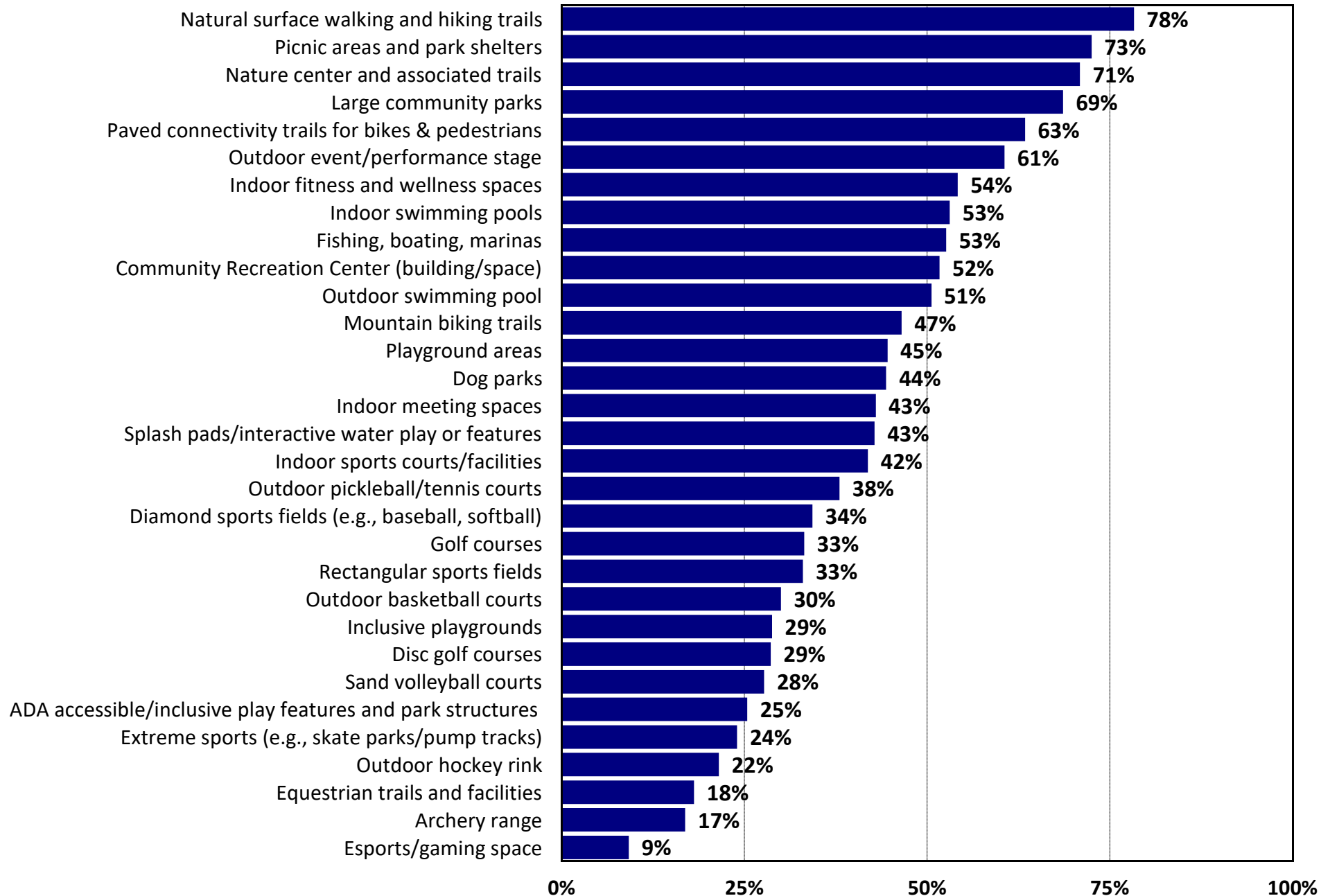
Q11. Which THREE items from the list in Question 10 should receive the MOST EMPHASIS over the next five years?

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



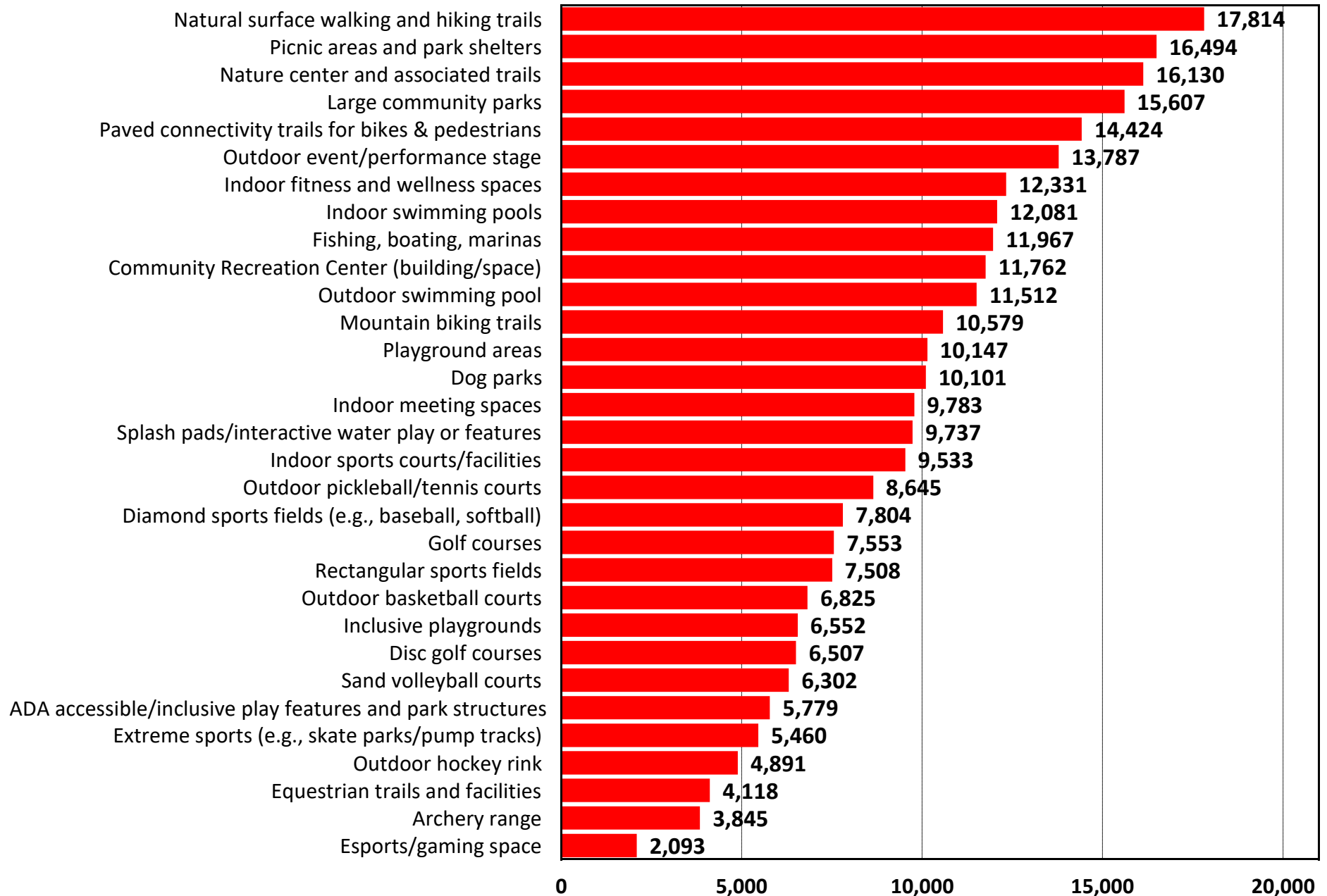
Q12. Need for Facility/Amenity

by percentage of respondents who indicated need



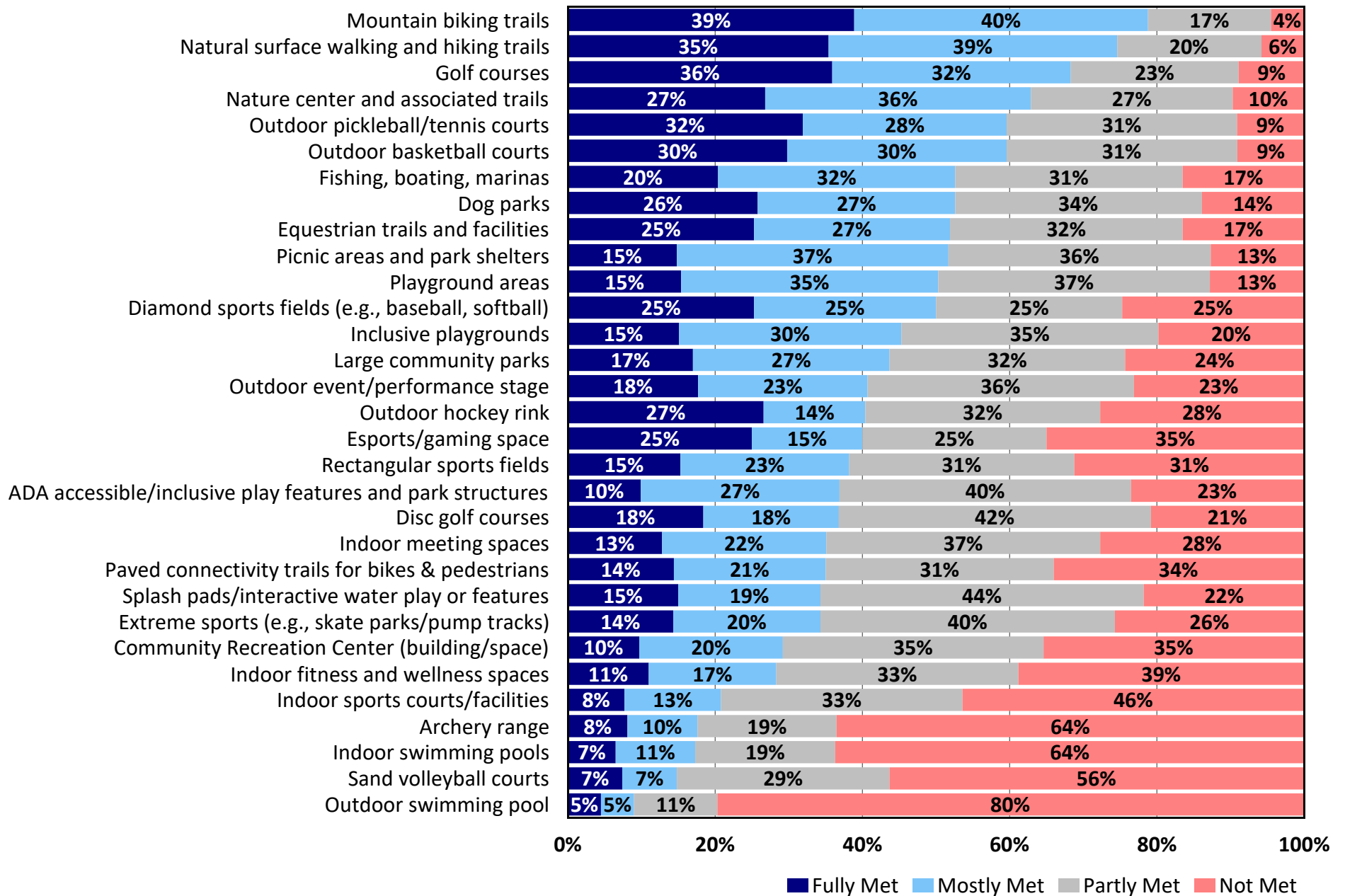
Q12b. Estimated number of households who have a need for facilities/amenities

by number of households based on an estimated 22,751 households



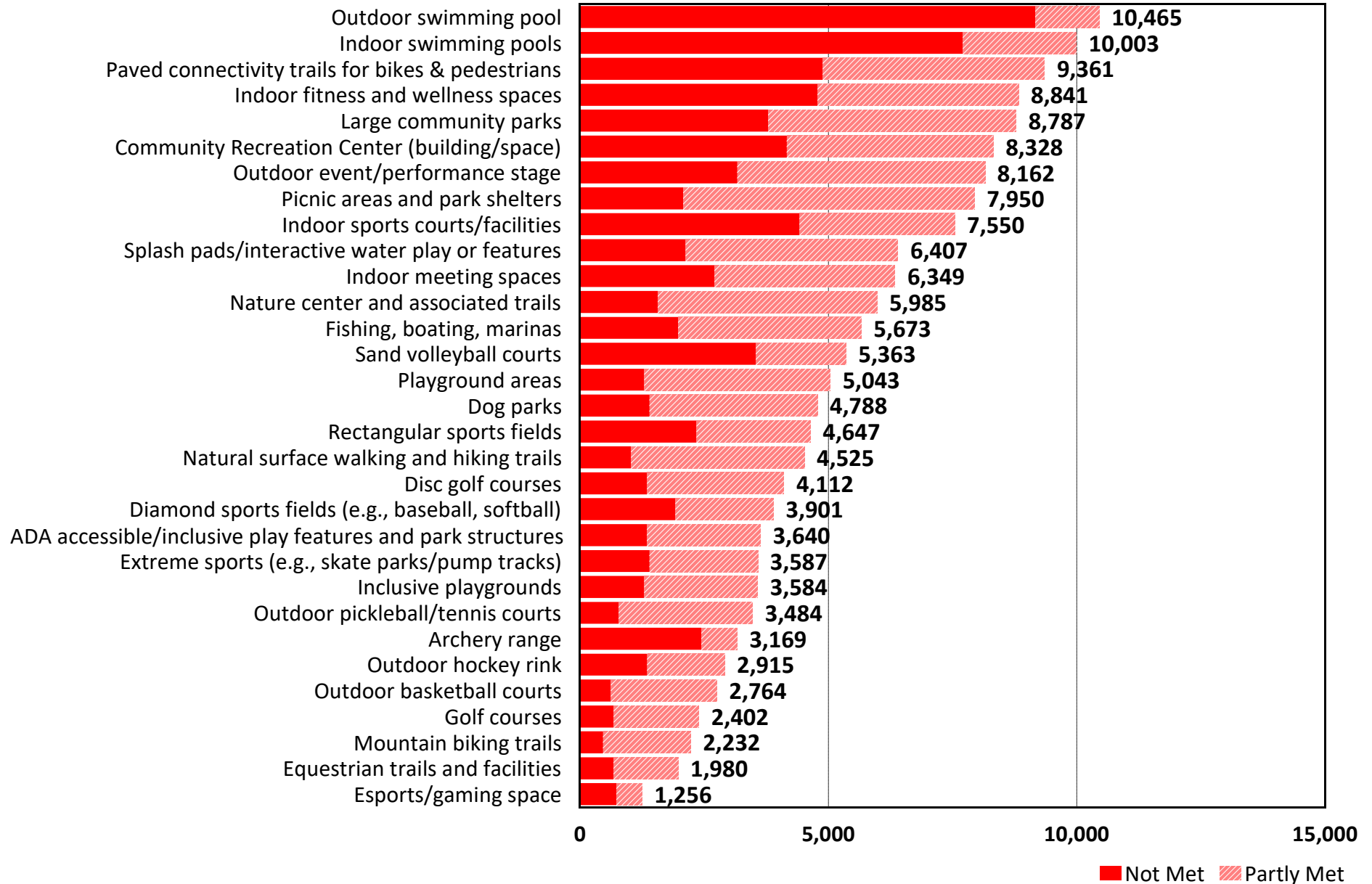
Q12c. Please indicate how well your needs are met for facilities/amenities

by percentage of respondents (excluding "no need")



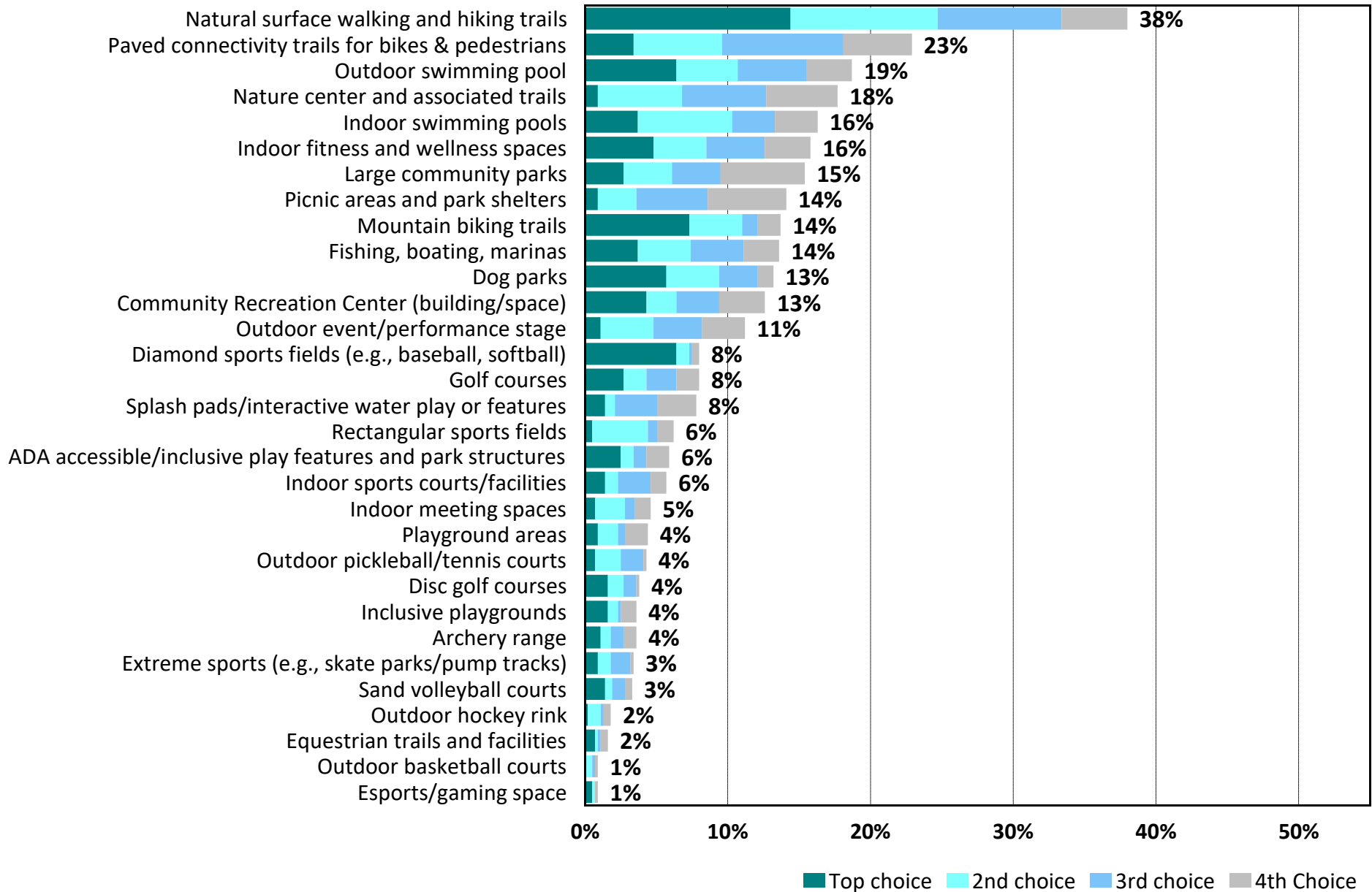
Q12d. Estimated number of households whose facility/amenity needs are only “partly met” or “not met”

by number of households based on an estimated 22,751 households



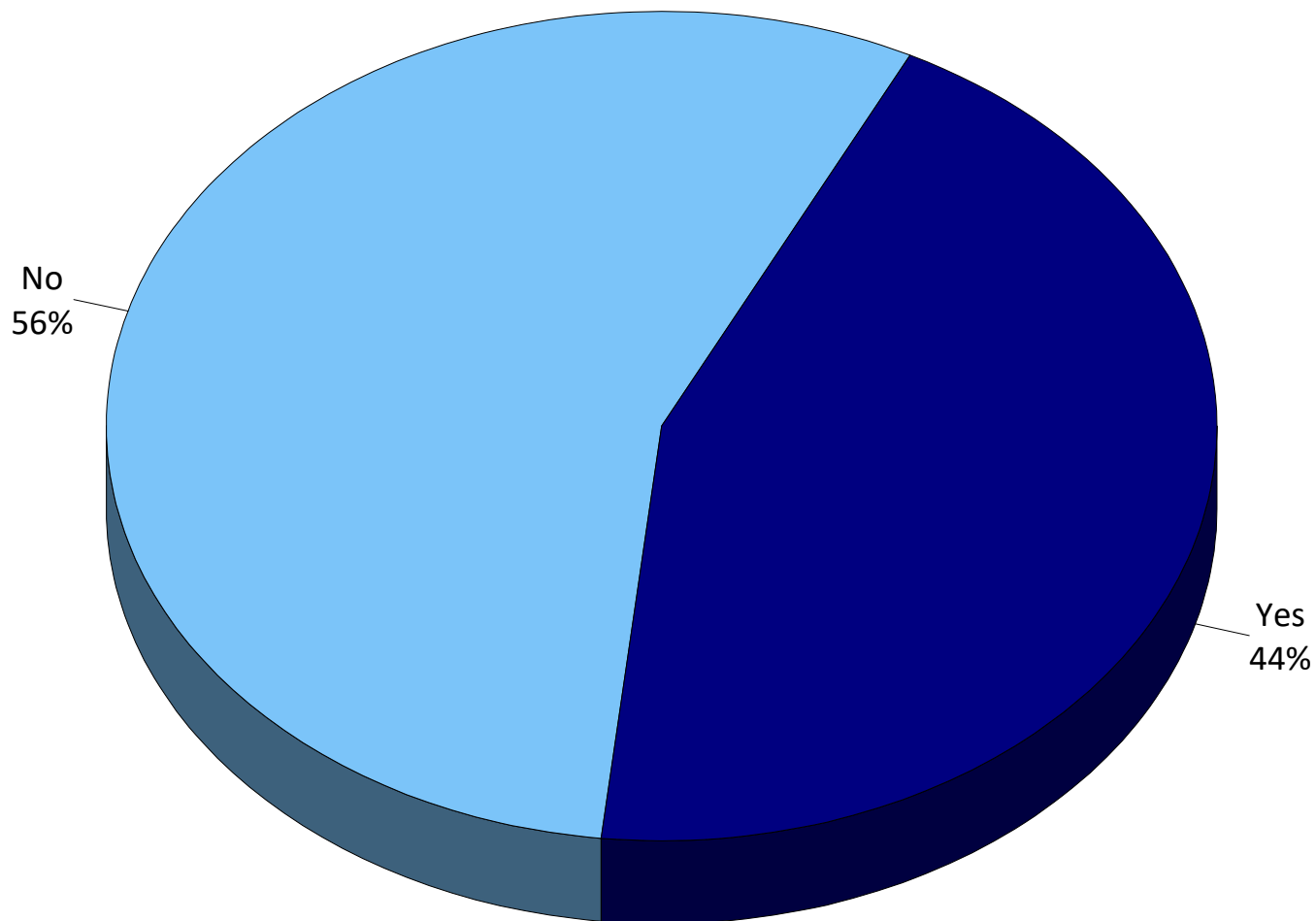
Q13. Which FOUR facilities/amenities from the list in Question 12 are MOST IMPORTANT to your household?

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



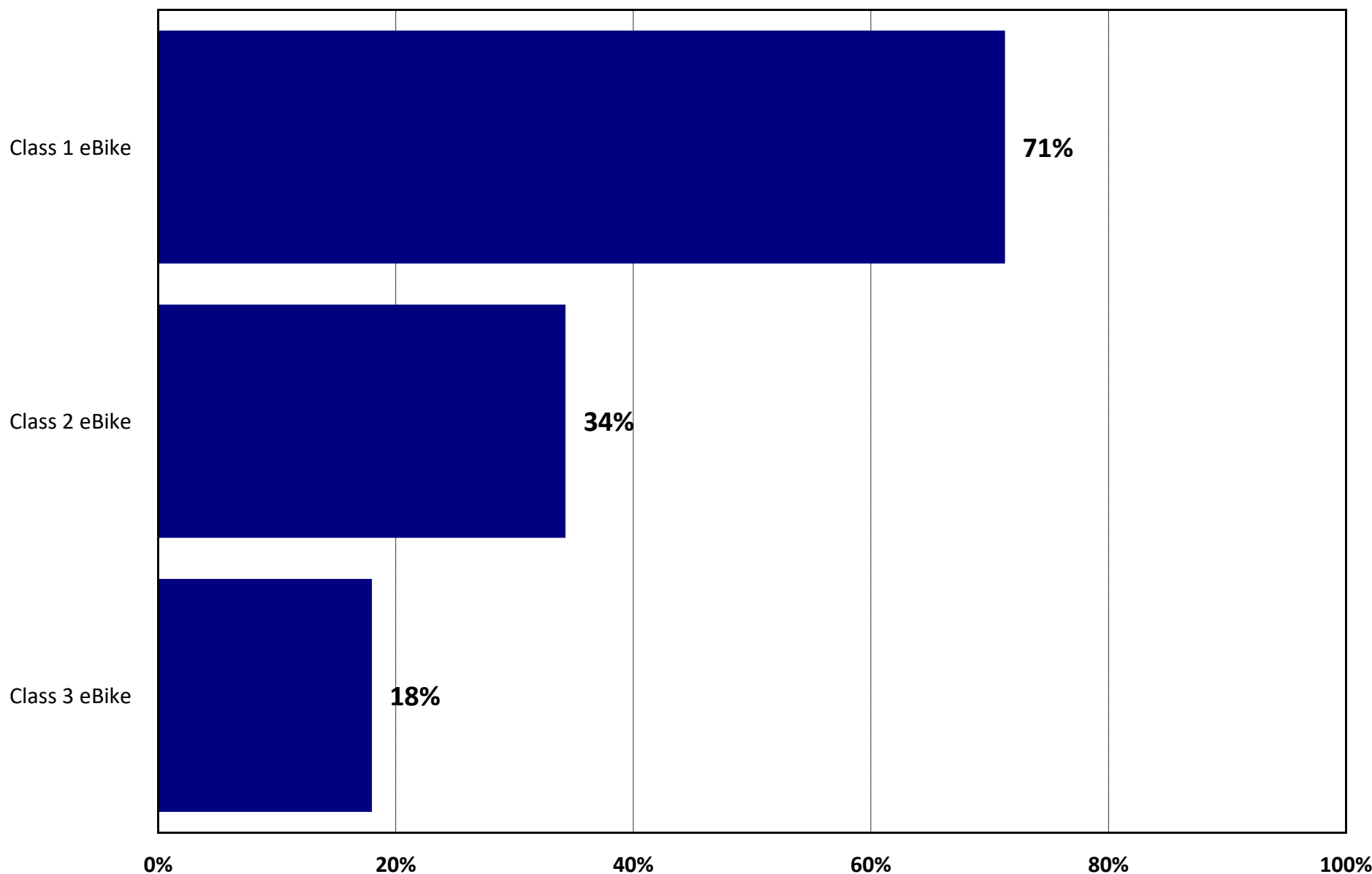
Q14. Do you support the City of Prescott allowing e-bikes on Prescott trails?

by percentage of respondents (excluding "not provided")



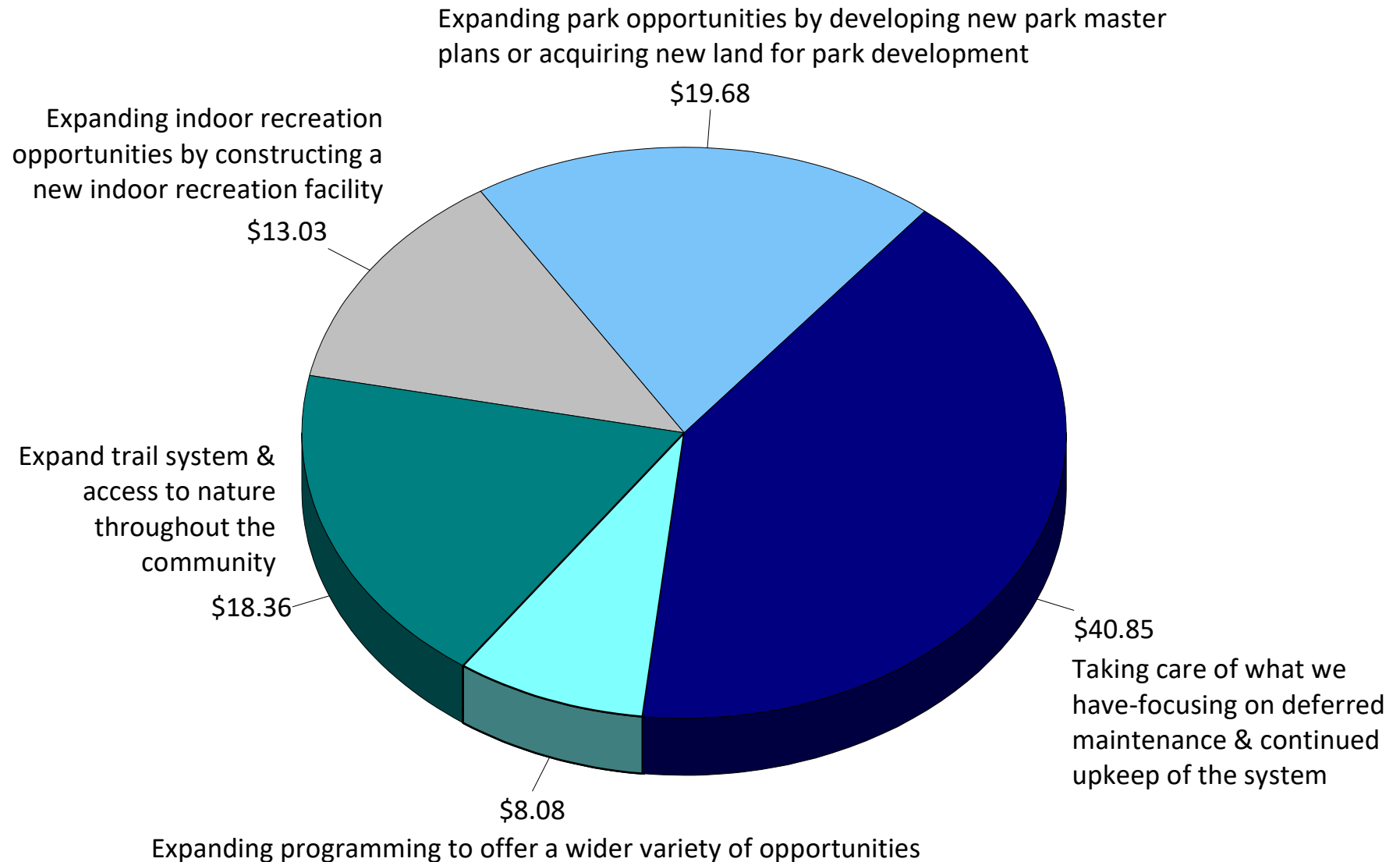
Q14a. If you indicated that you do support allowing e-bikes on Prescott trails, please select the class types listed below that you are most supportive of.

by percentage of respondents who answered "Yes" to Q14 (multiple selections could be made)



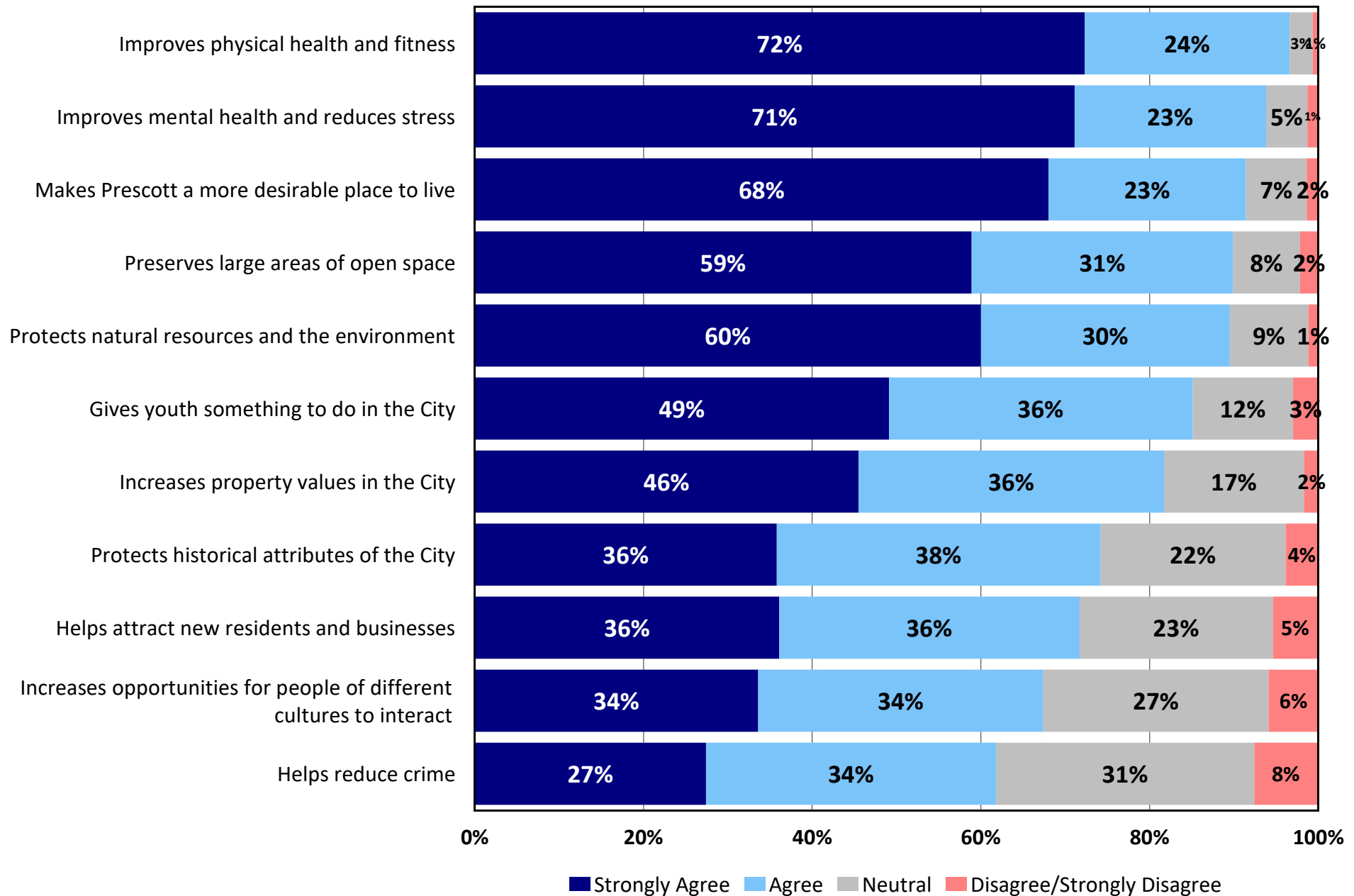
Q15. If you had \$100, how would you allocate the funds among the parks and recreation categories listed below?

by percentage of respondents



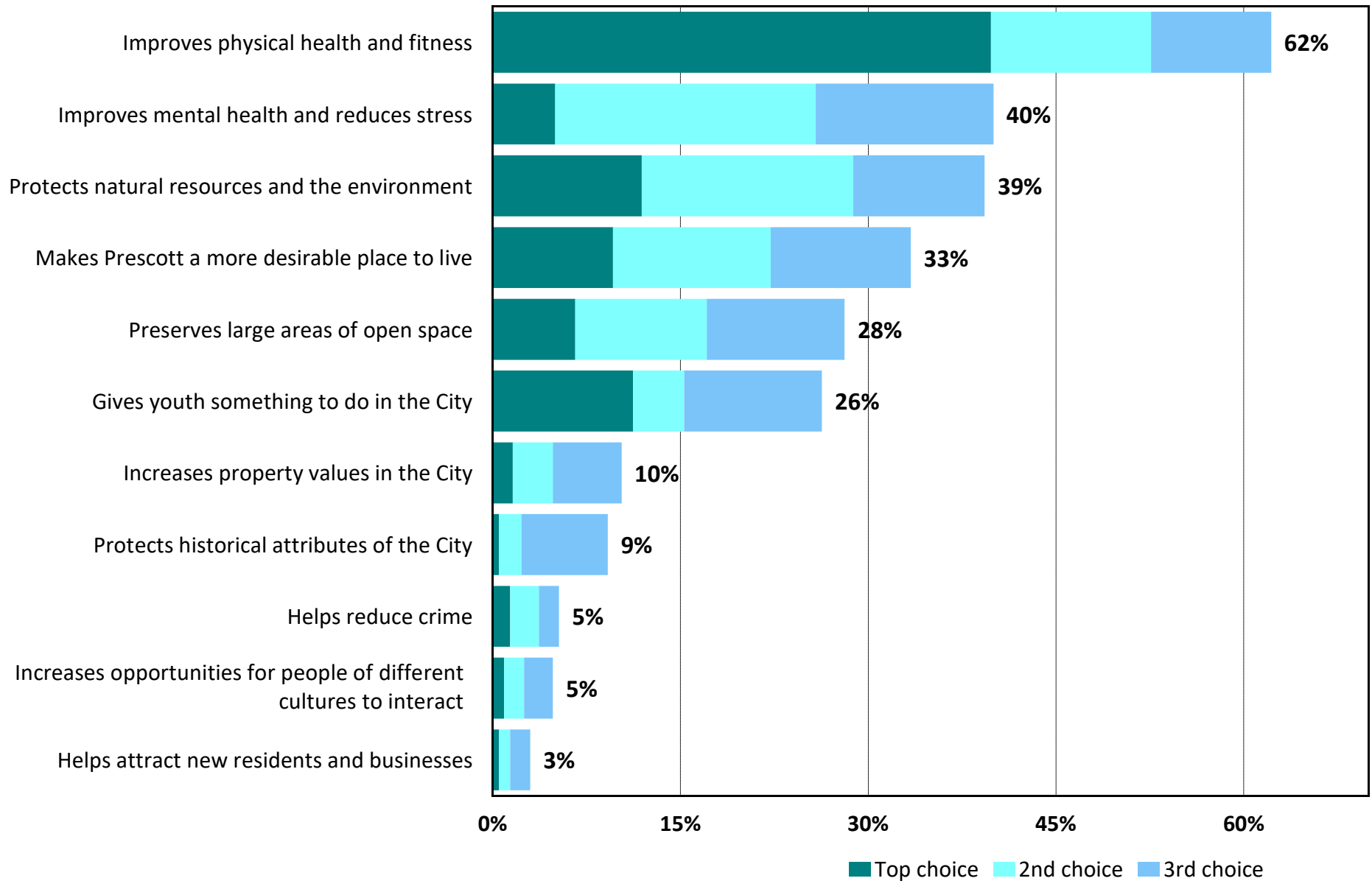
Q16. Level of Agreement with Benefits Provided by Parks, Trails, and Facilities

by percentage of respondents (excluding "dont know")



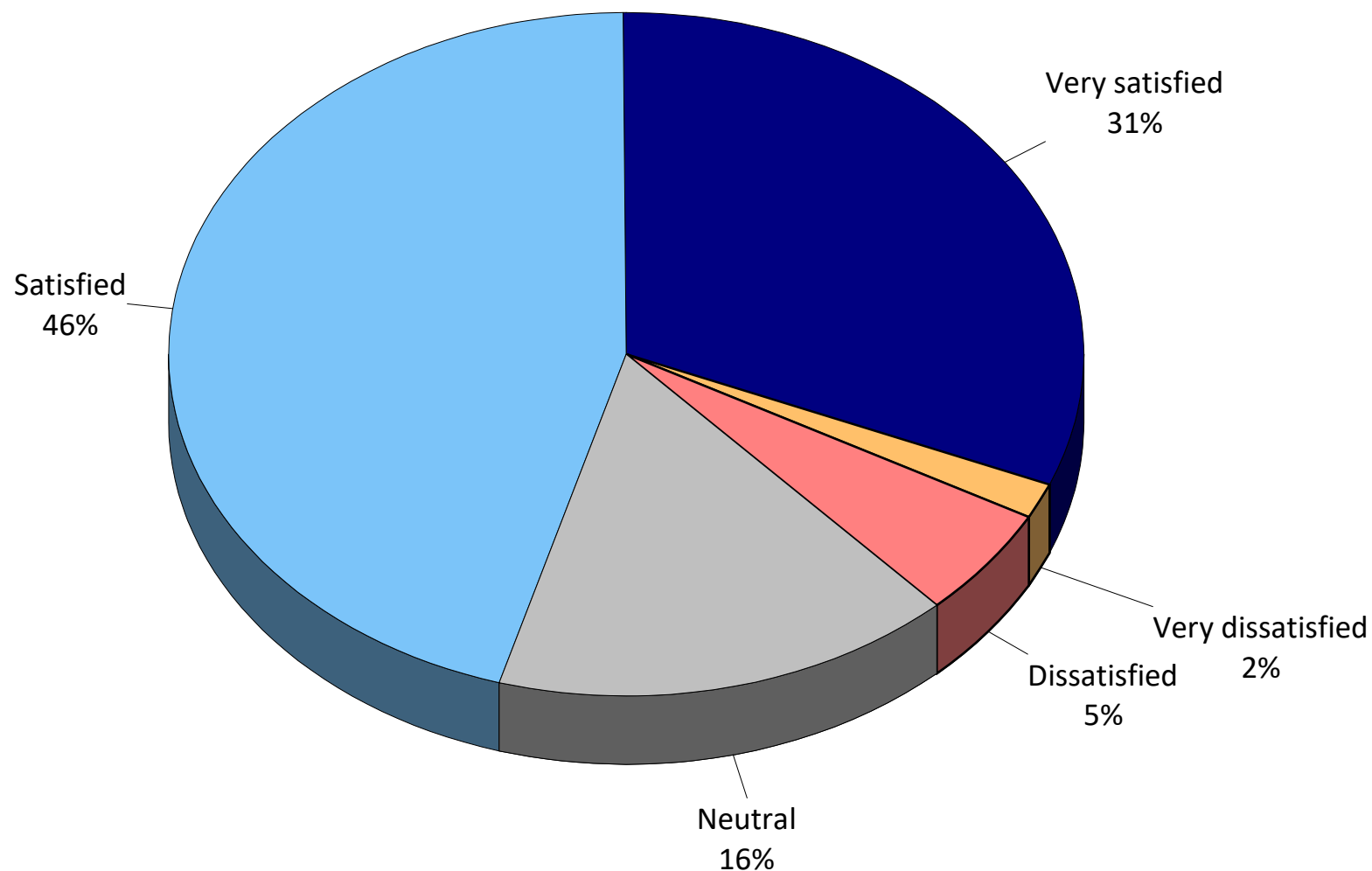
Q17. Which THREE of the potential benefits listed in Question 16 are most important to you and the members of your household?

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



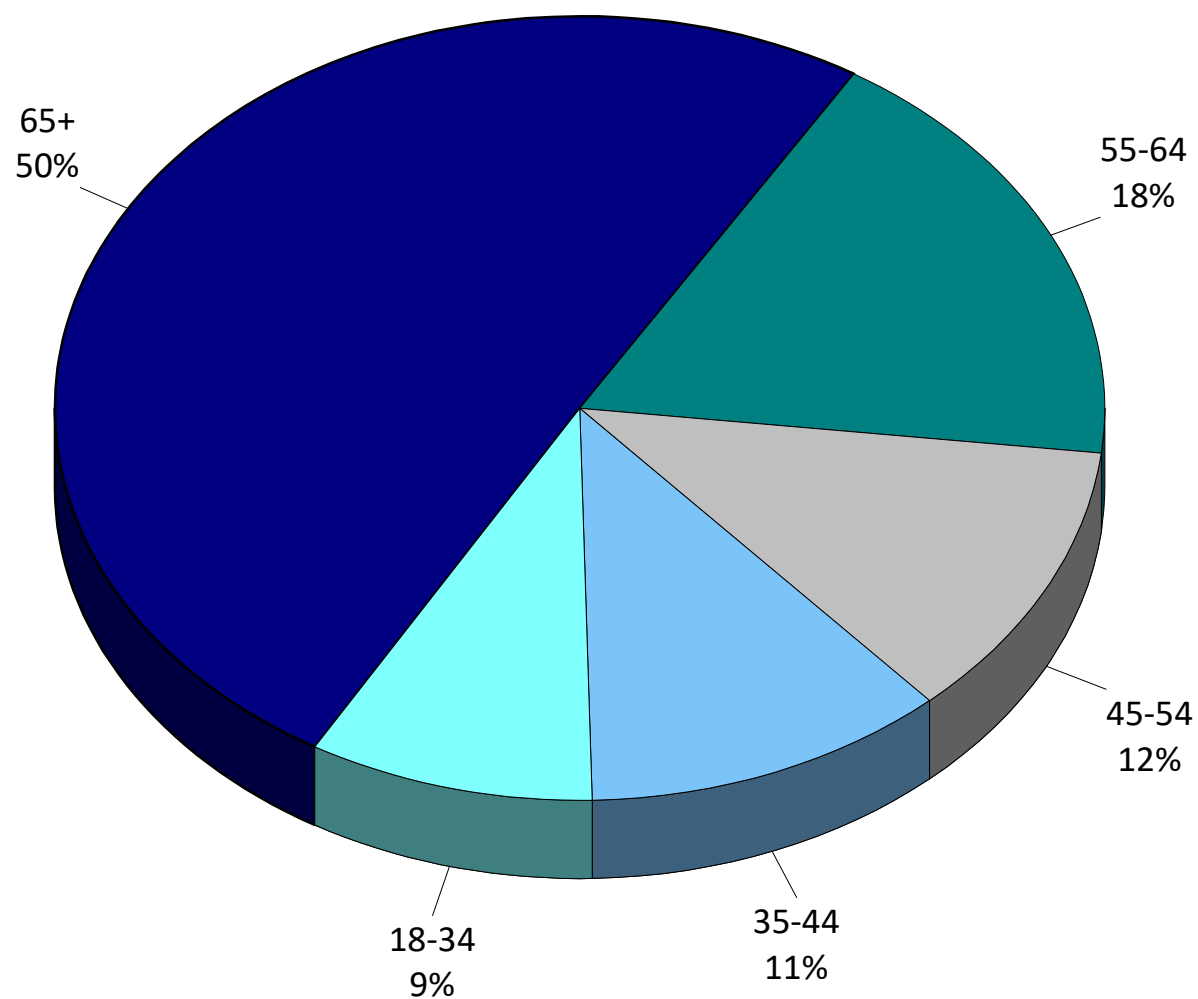
Q18. Please rate your level of satisfaction with the overall value that your household receives from parks, trails, and programs in the City of Prescott.

by percentage of respondents (excluding "don't know")



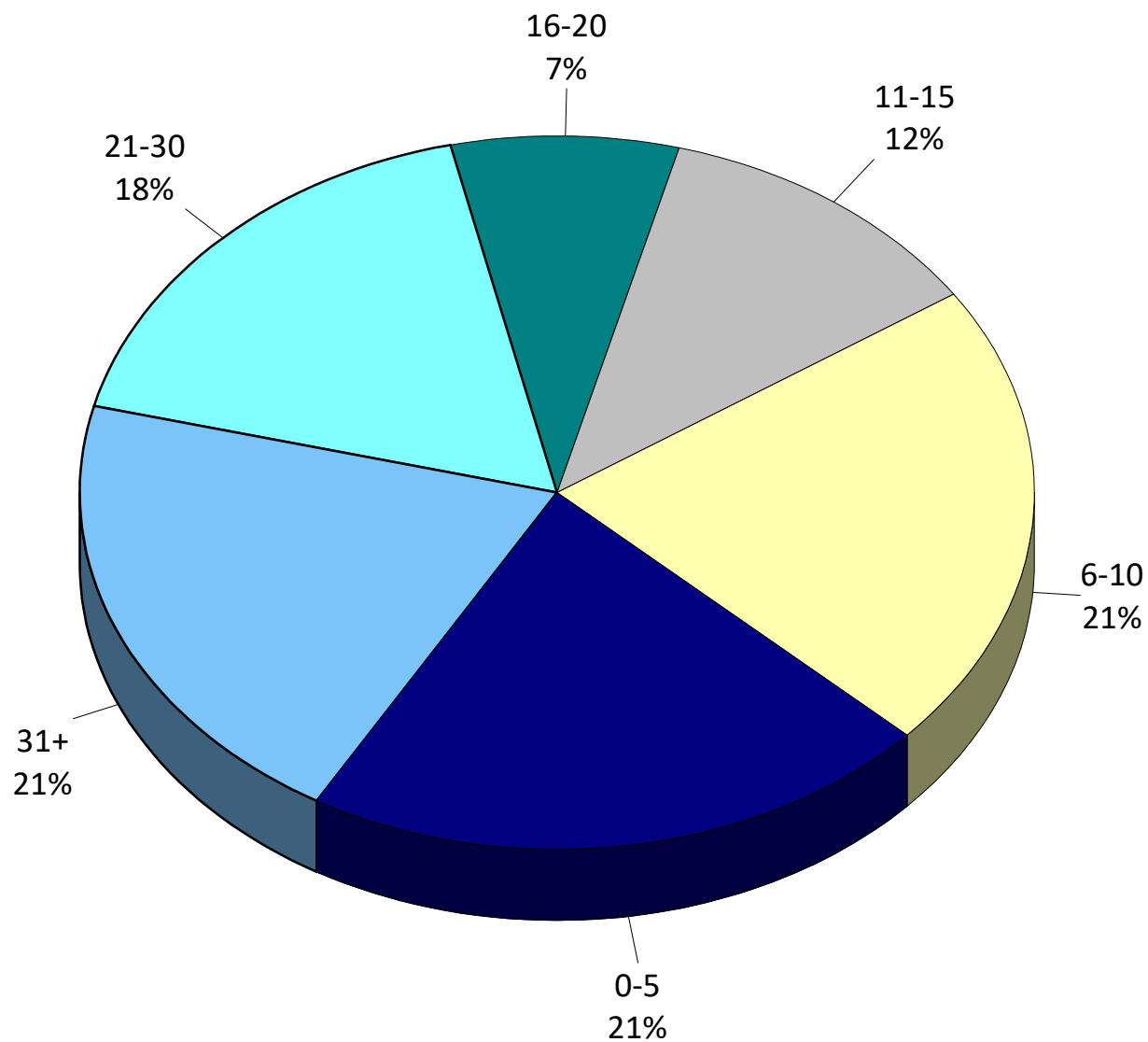
Q19. What is your age?

by percentage of respondents (excluding "not provided")



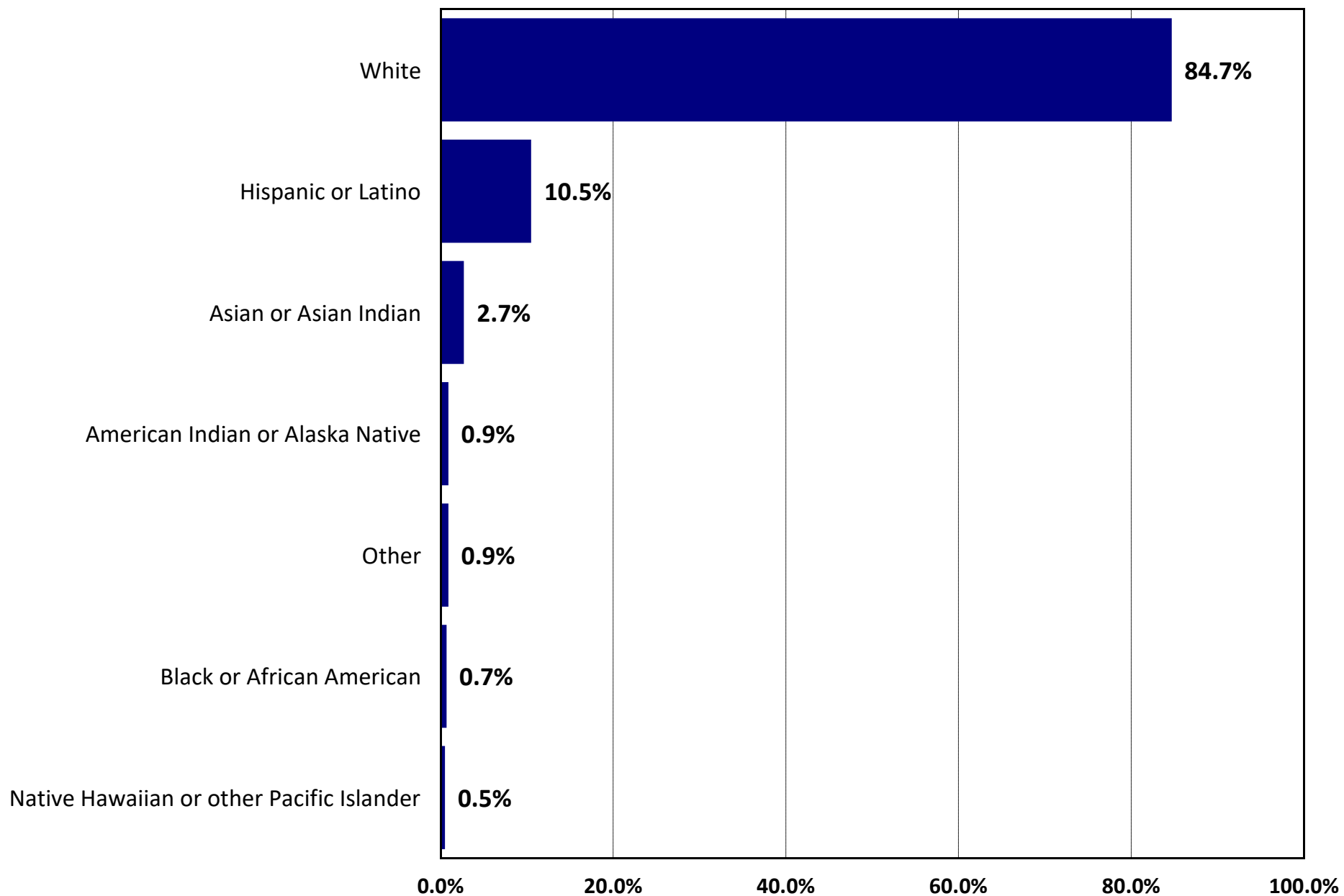
Q20. How many years have you lived in the City of Prescott?

by percentage of respondents (excluding "not provided")



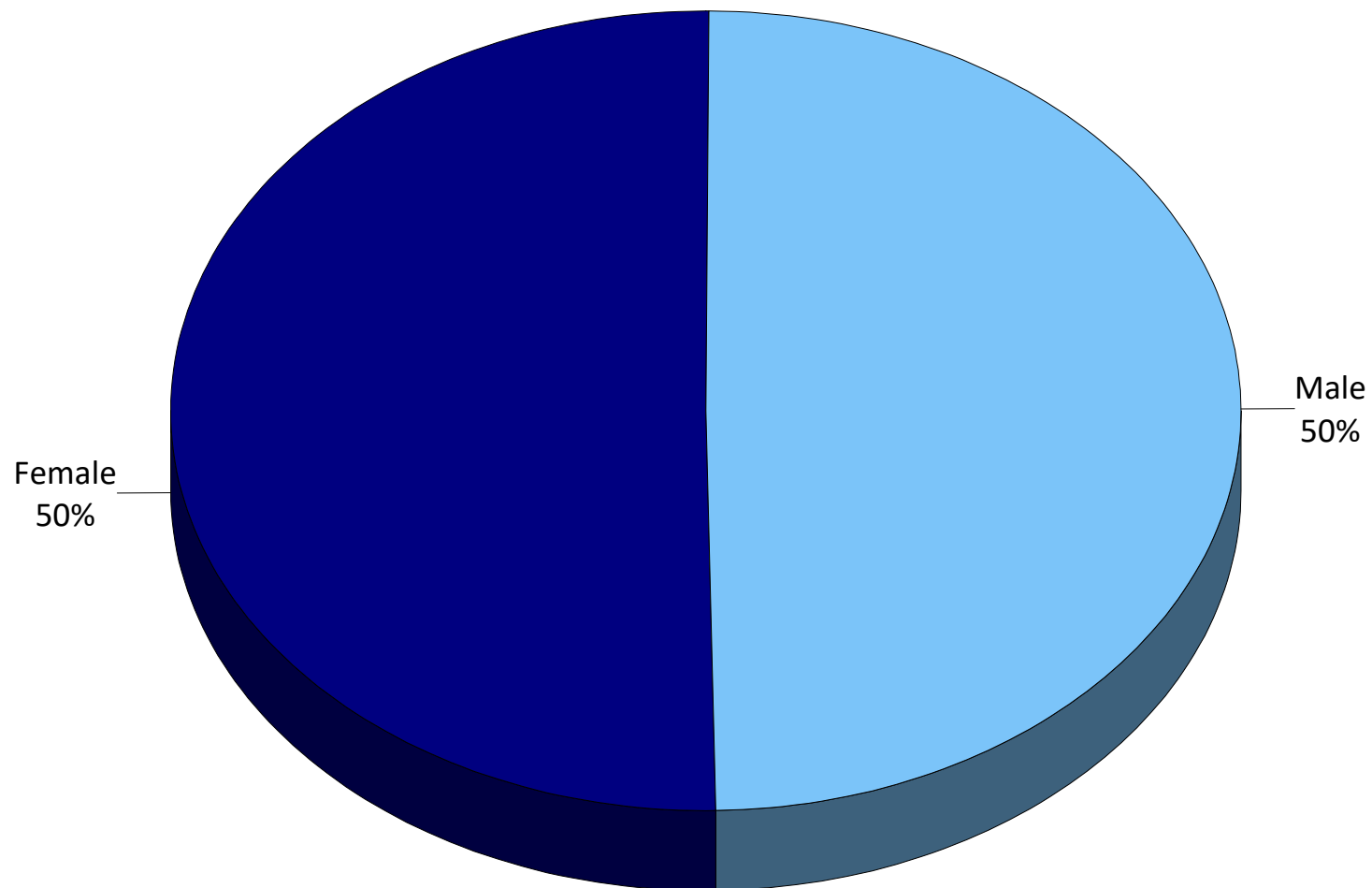
Q21. Which of the following best describes your race/ethnicity?

by percentage of respondents (multiple selections could be made)



Q22. Your gender:

by percentage of respondents (excluding "not provided")



3

**Priority Investment
Rating**

Priority Investment Rating

Prescott, AZ

The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide governments with an objective tool for evaluating the priority that should be placed on parks and recreation investments. The Priority Investment Rating was developed by ETC Institute to identify the facilities and programs residents think should receive the highest priority for investment. The priority investment rating reflects the importance residents place on items (sum of top 3 choices) and the unmet needs (needs that are only being partly or not met) for each facility/program relative to the facility/program that rated the highest overall. Since decisions related to future investments should consider both the level of unmet need and the importance of facilities and programs, the PIR weights each of these components equally.

The PIR reflects the sum of the Unmet Needs Rating and the Importance Rating as shown in the equation below:

$$\text{PIR} = \text{UNR} + \text{IR}$$

For example, if the Unmet Needs Rating for playgrounds is 26.5 (out of 100) and the Importance Rating for playgrounds is 52 (out of 100), the Priority Investment Rating for playgrounds would be 78.5 (out of 200).

How to Analyze the Charts:

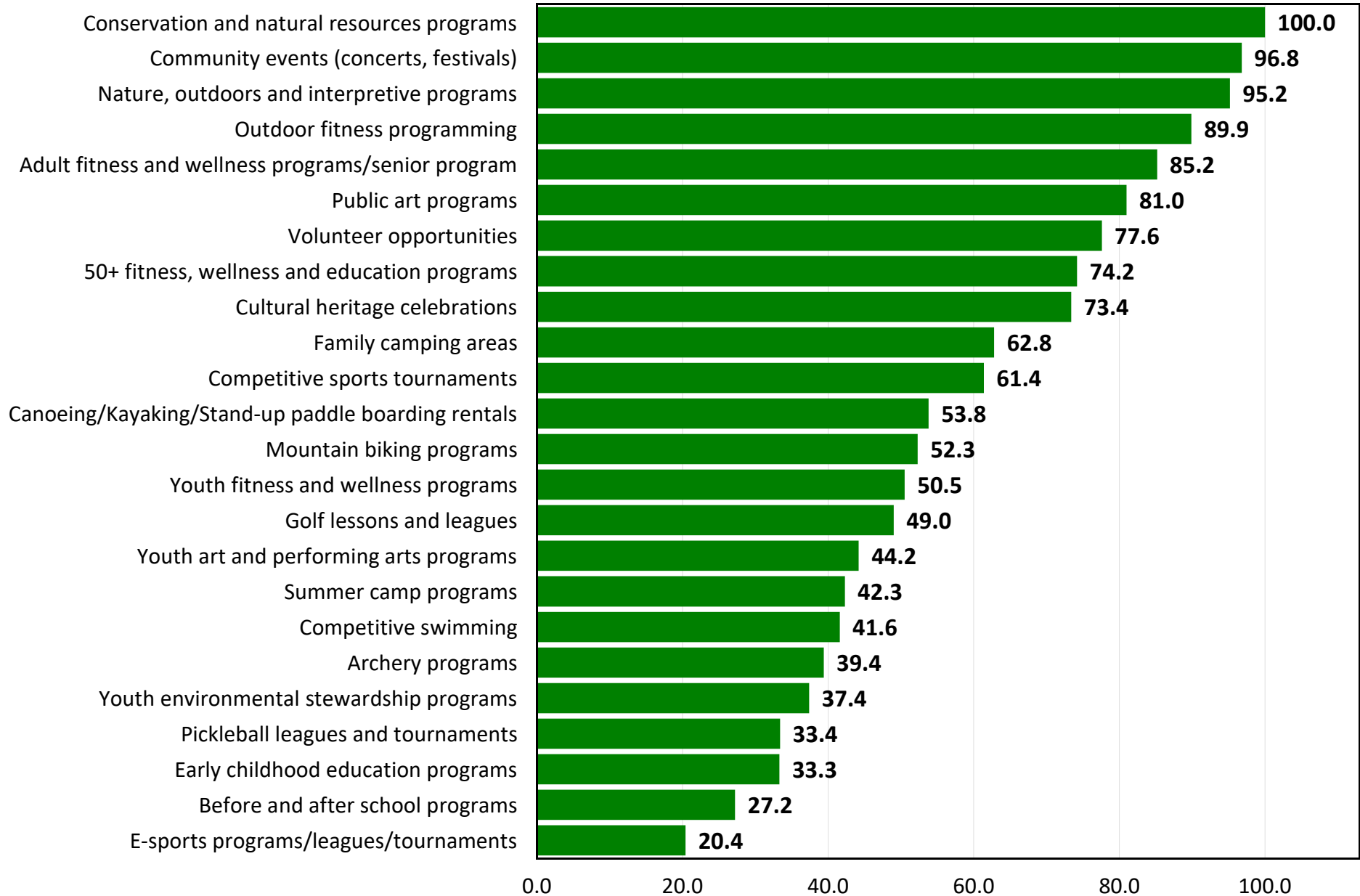
- **High Priority Areas** are those with a PIR of at least 110. A rating of 110 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact on the greatest number of households.
- **Medium Priority Areas** are those with a PIR of 61-109. A rating in this range generally indicates there is a medium to high level of unmet need or a significant percentage of residents generally think it is important to fund improvements in these areas.
- **Low Priority Areas** are those with a PIR below 61. A rating in this range generally indicates there is a relatively low level of unmet need and residents do not think it is important to fund improvements in these areas. Improvements may be warranted if the needs of very specialized populations are being targeted.

The following pages show the Unmet Needs Rating, Importance Rating, and Priority Investment Rating for facilities and programs.

Unmet Needs Rating for Programs/Activities

the rating for the item with the most unmet need=100

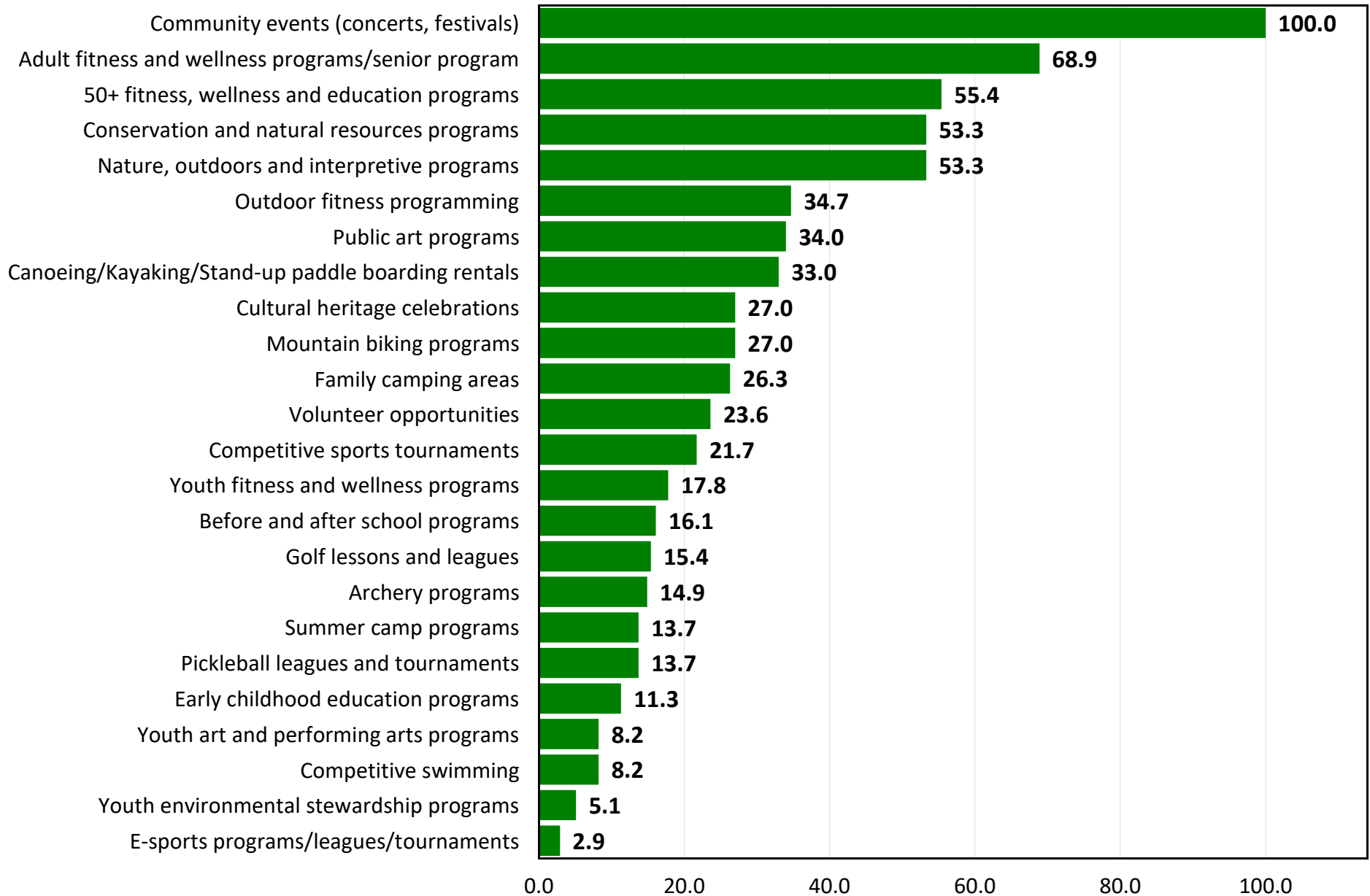
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



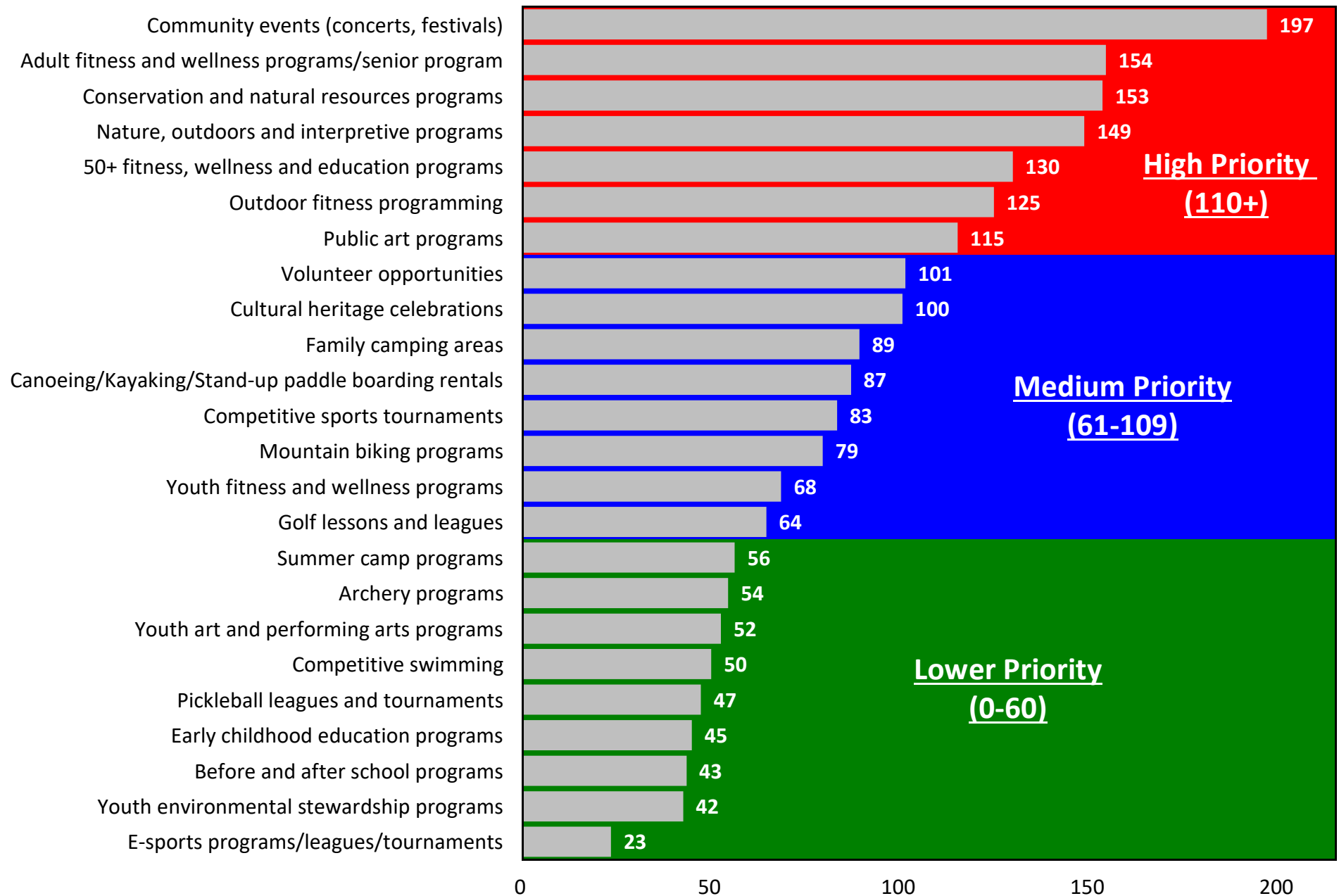
Importance Rating for Programs/Activities

the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



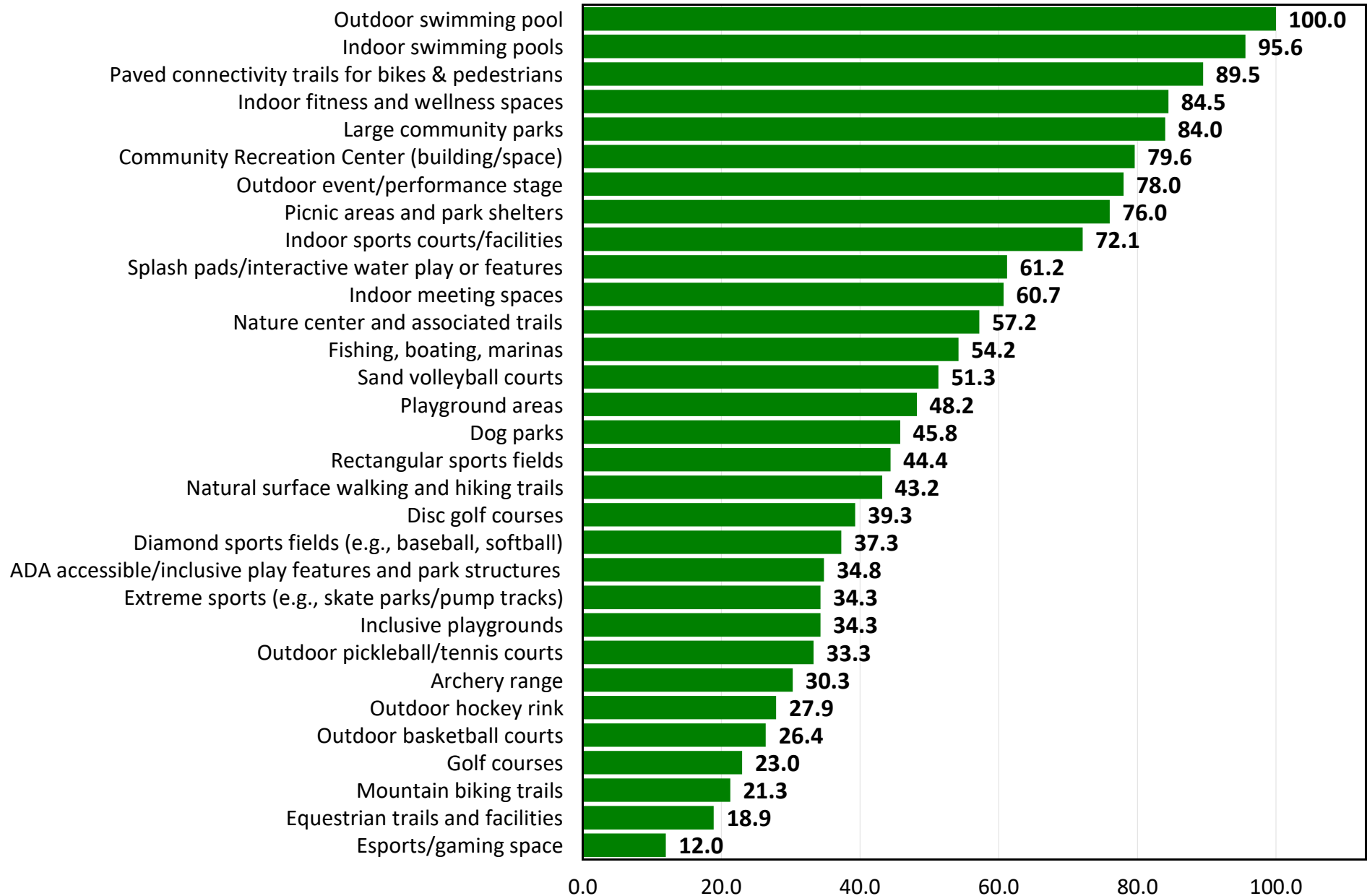
Top Priorities for Investment for Programs/Activities Based on Priority Investment Rating



Unmet Needs Rating for Facilities/Amenities

the rating for the item with the most unmet need=100

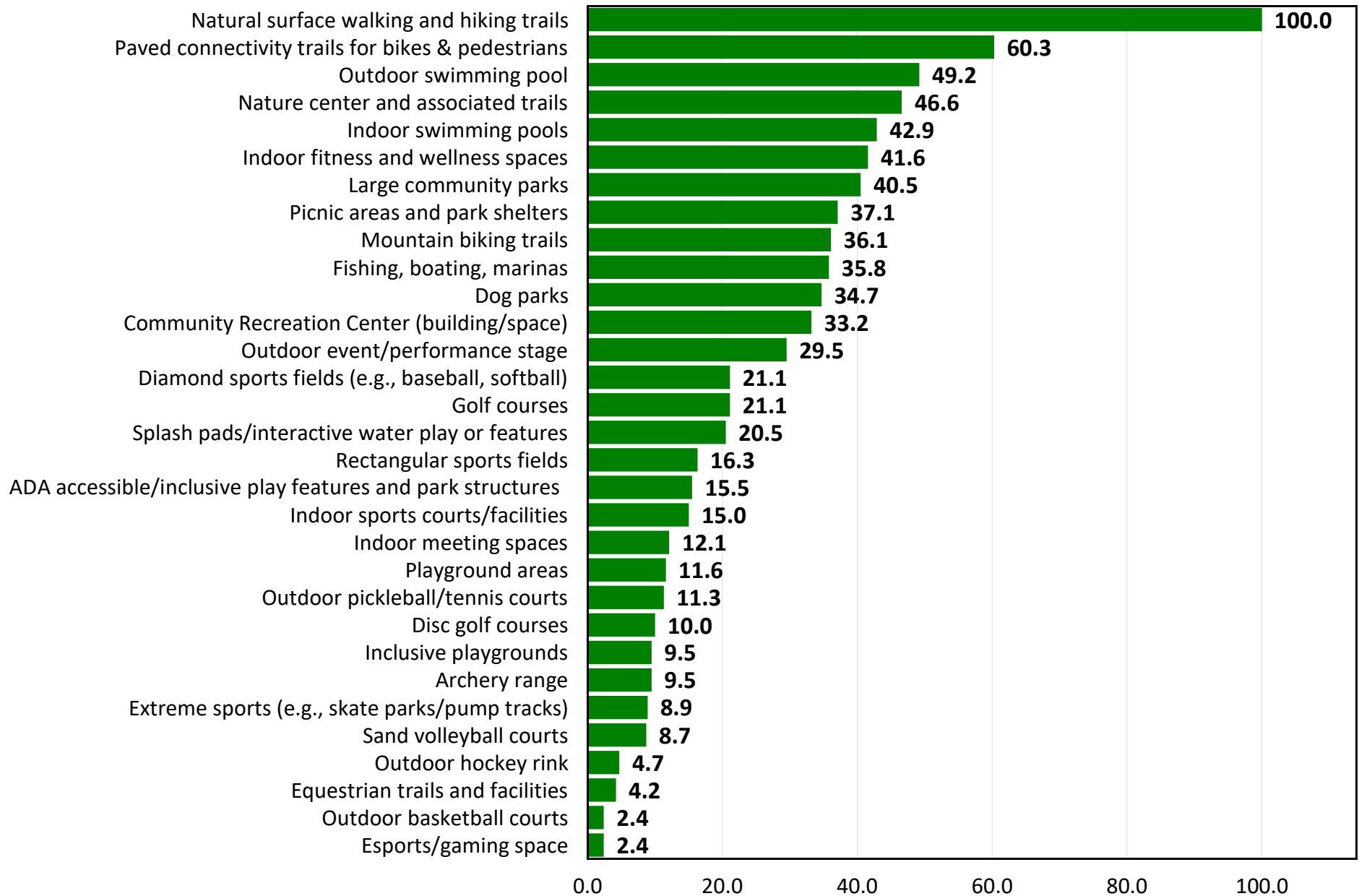
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



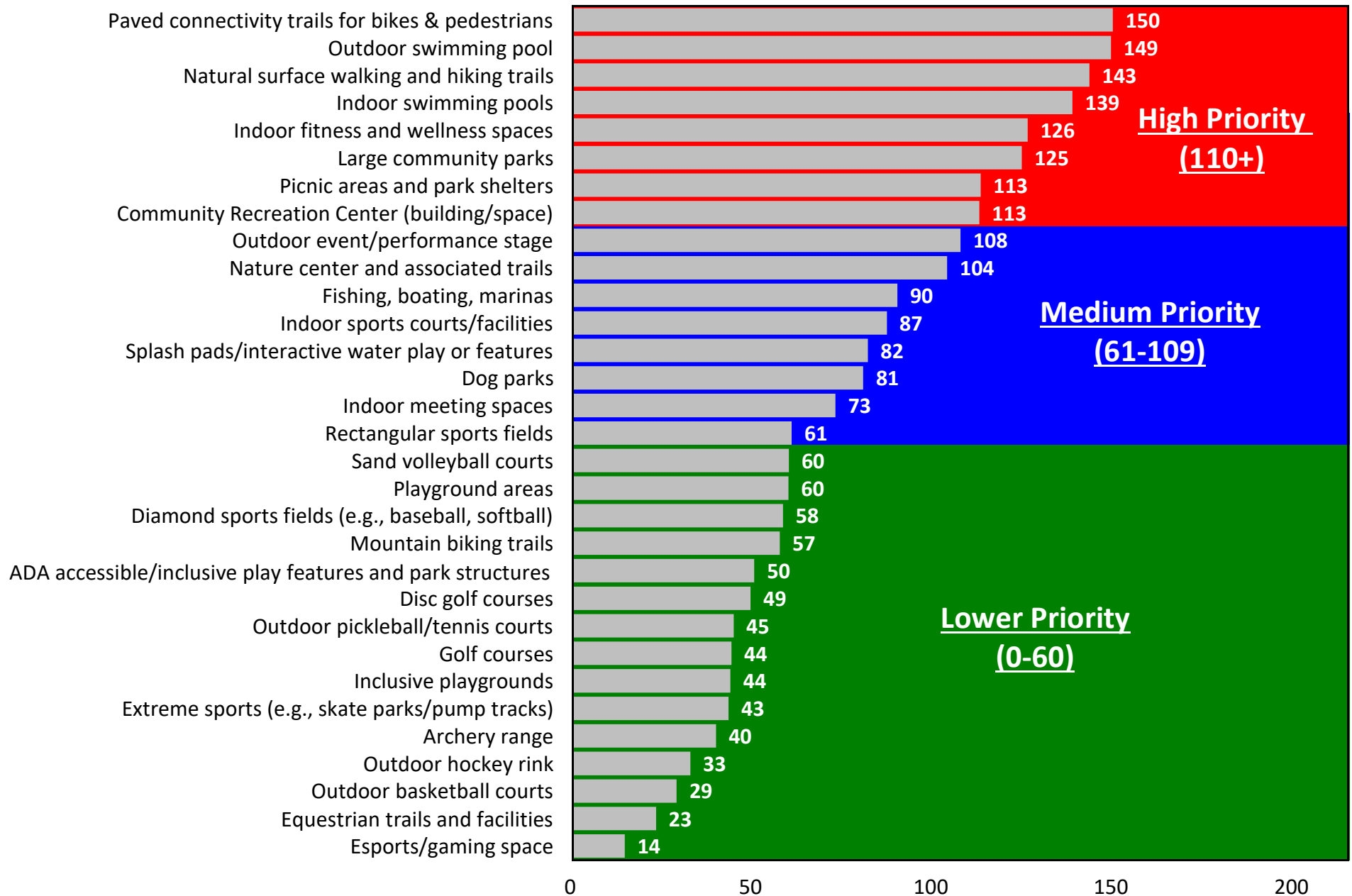
Importance Rating for Facilities/Amenities

the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Top Priorities for Investment for Facilities/Amenities Based on Priority Investment Rating





Benchmarks

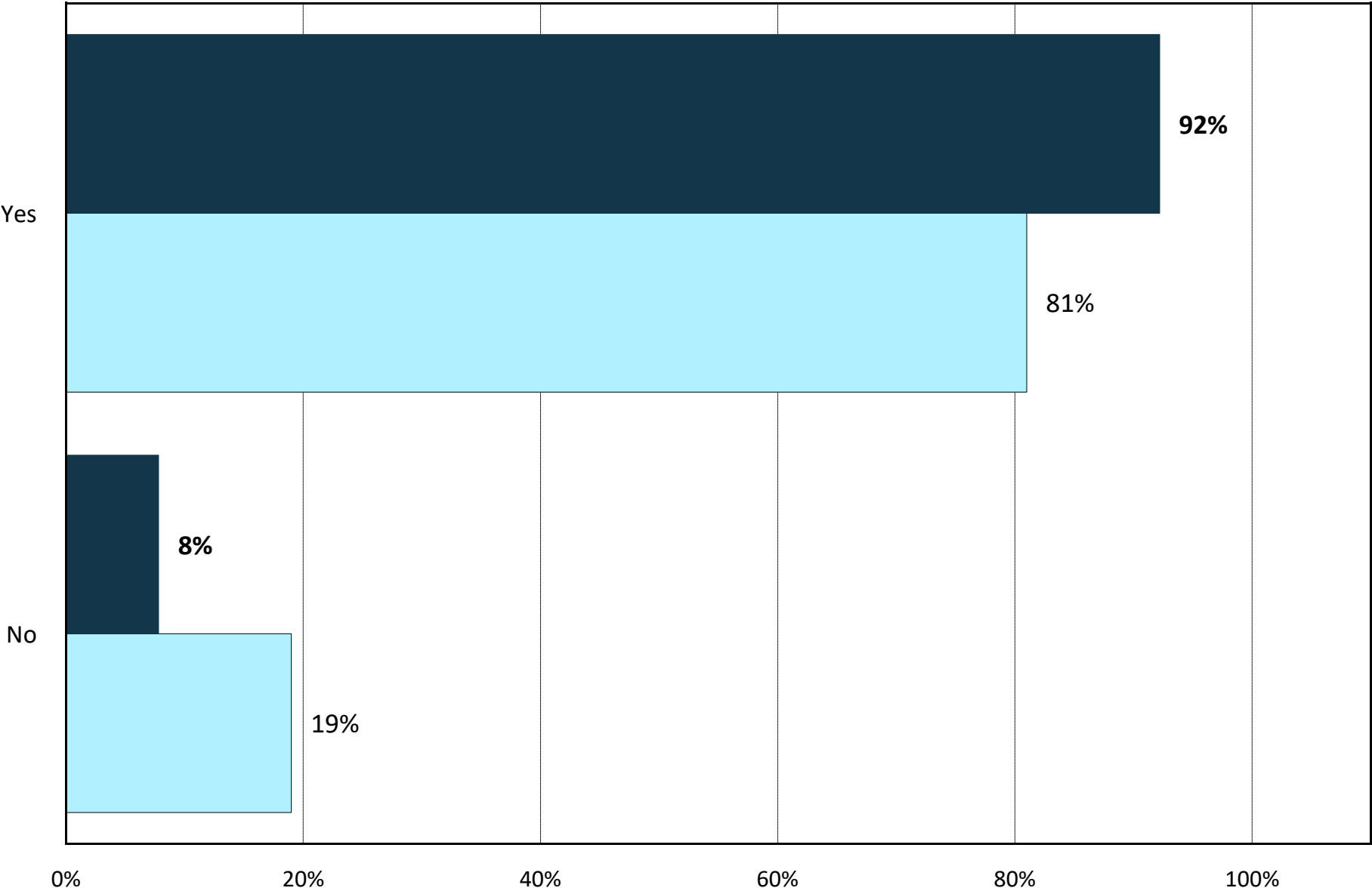
National Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Prescott is not authorized without written consent from ETC Institute.

Have you or any members of your household visited any parks or recreation facilities or amenities in your community during the past year?

By percentage of respondents

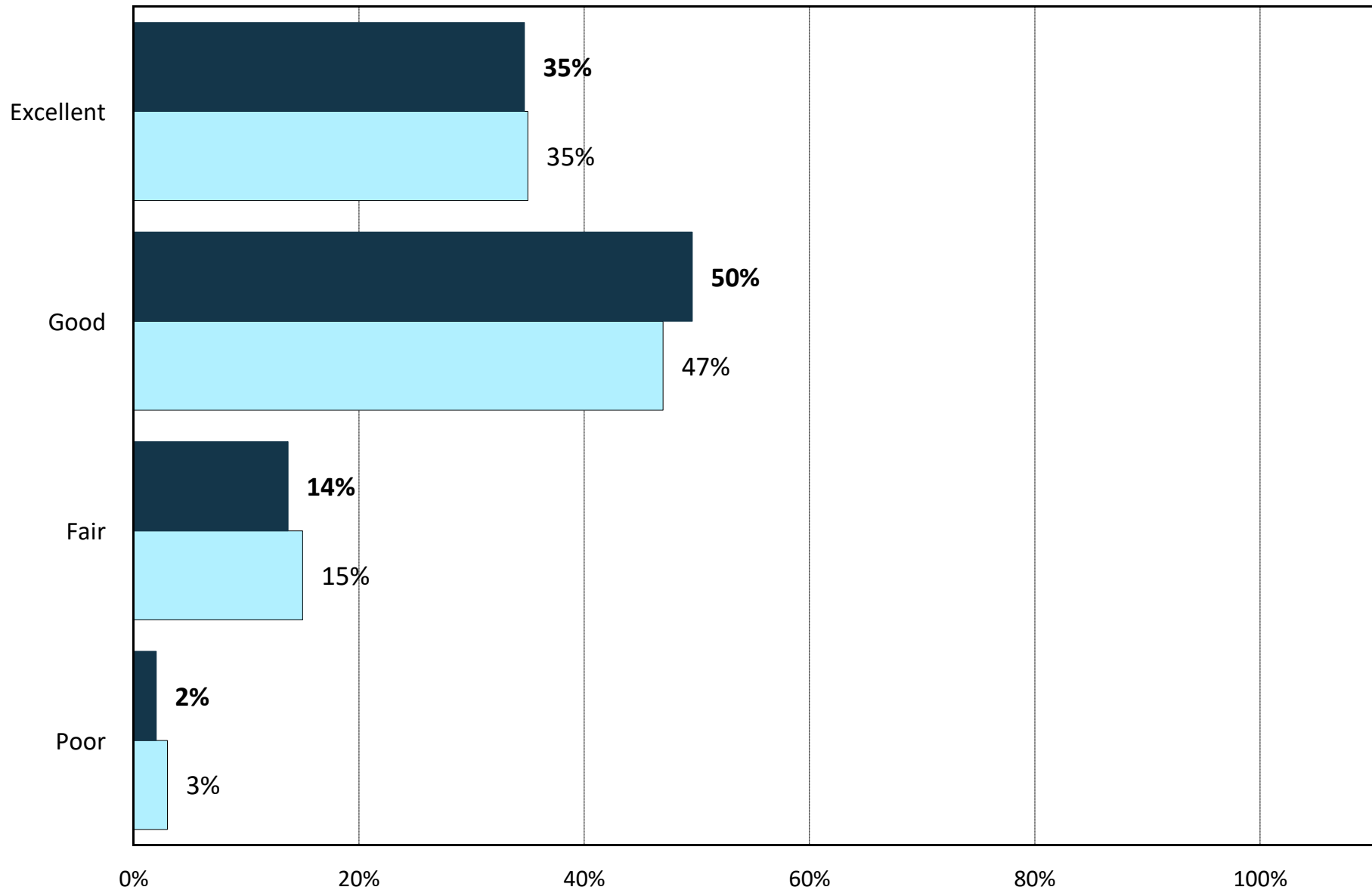
■ Prescott (2026) ■ National Average



Please rate the overall condition of all the parks and recreation facilities and amenities you and the members of your households have visited over the past year.

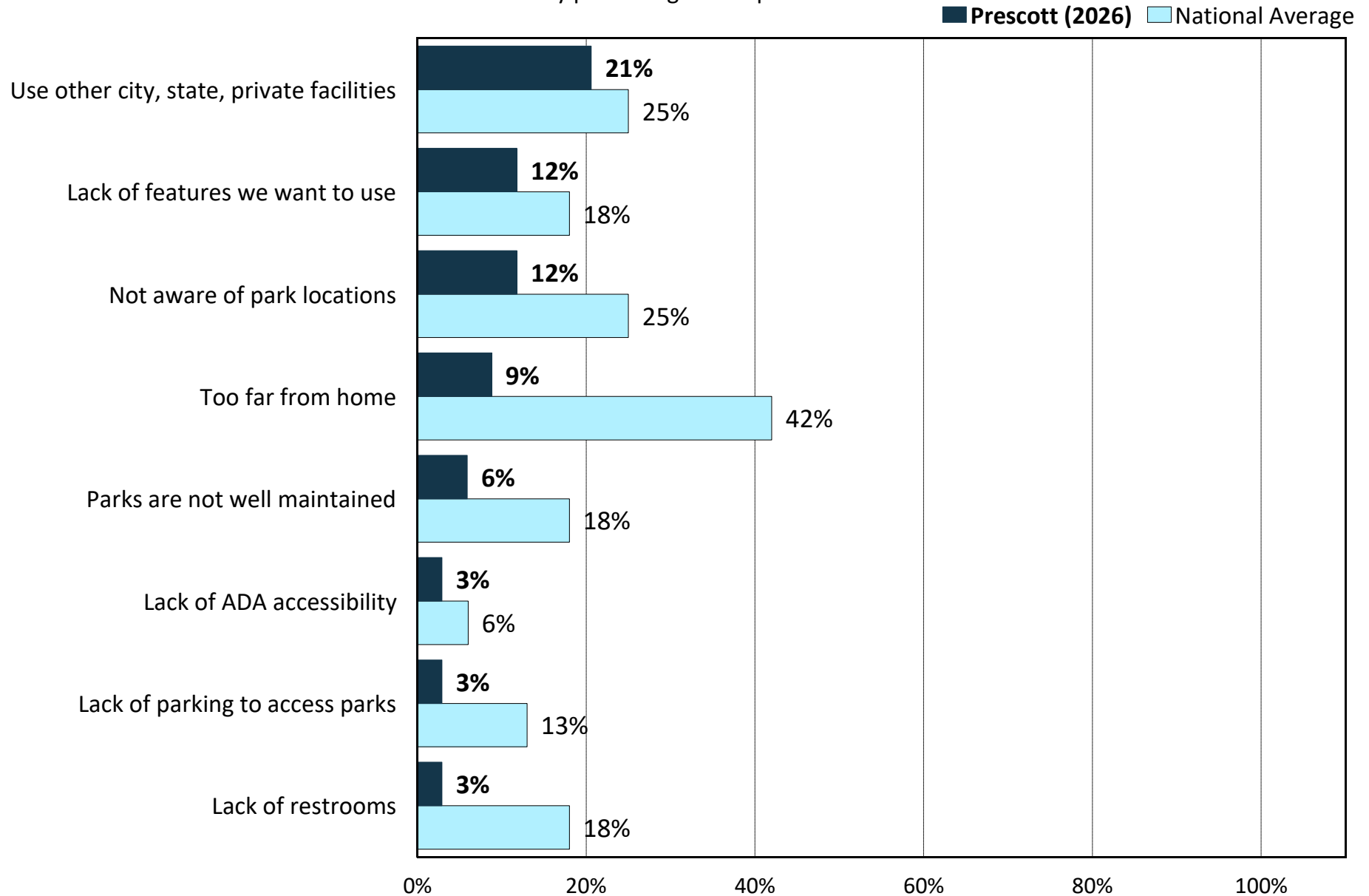
By percentage of respondents

■ Prescott (2026) ■ National Average



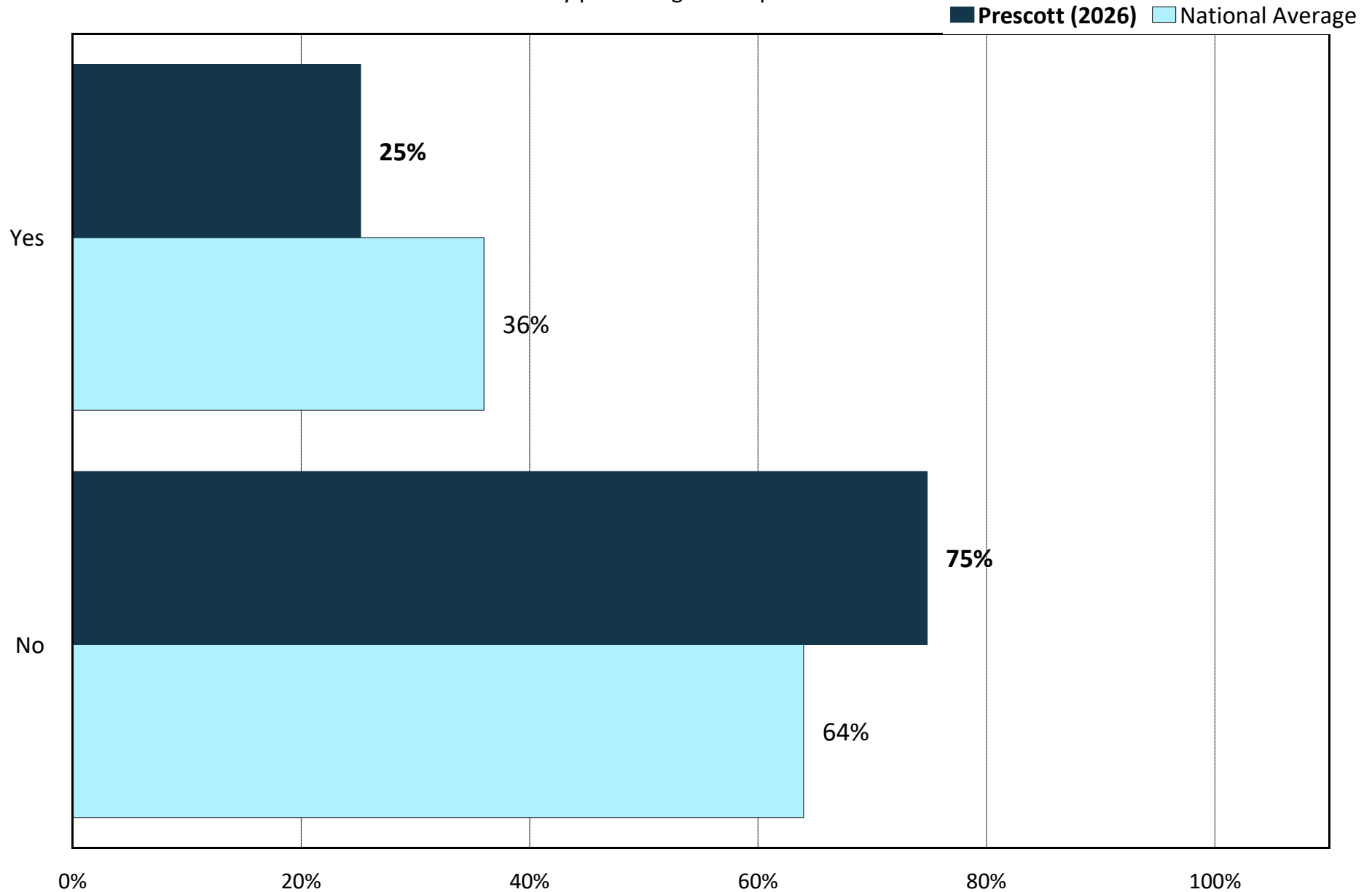
Please check all of the reasons that prevent you from visiting parks and recreation facilities and amenities or what prevents you from visiting them more often

By percentage of respondents



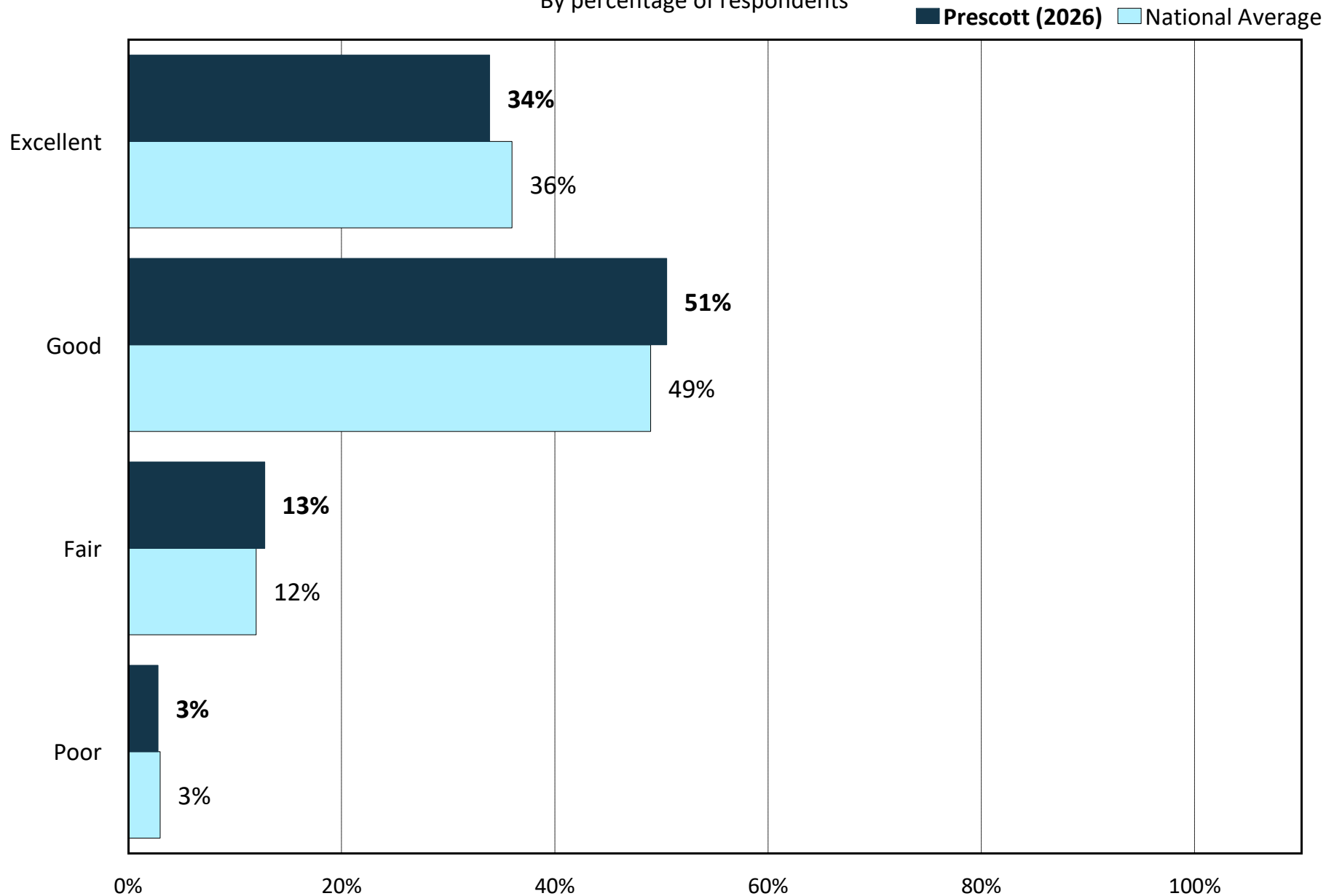
Have you or any members of your household participated in any recreation programs offered in your community during the past year?

By percentage of respondents

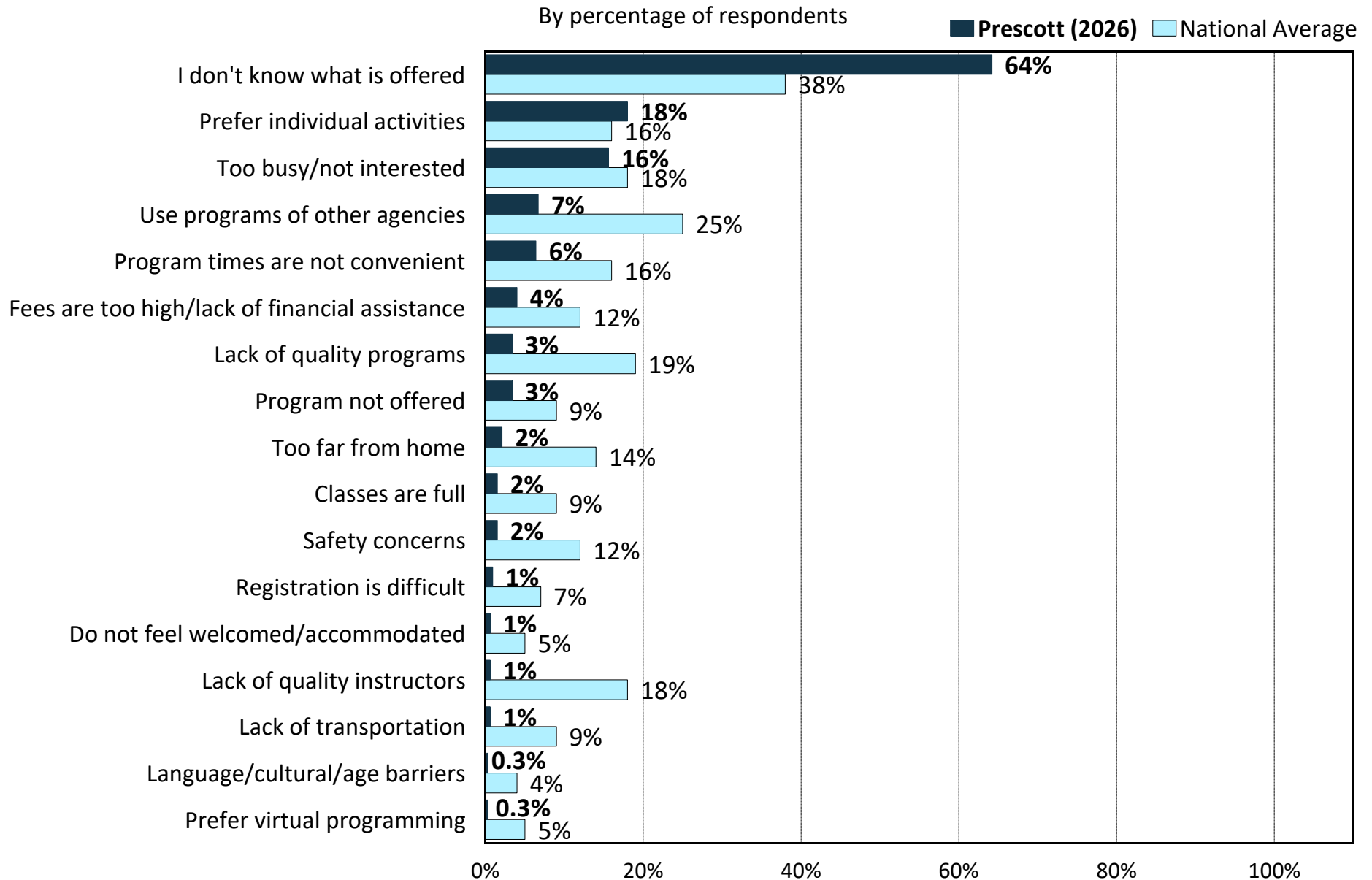


Please rate the overall quality of all the parks and recreation programs your household has participated in over the past year.

By percentage of respondents



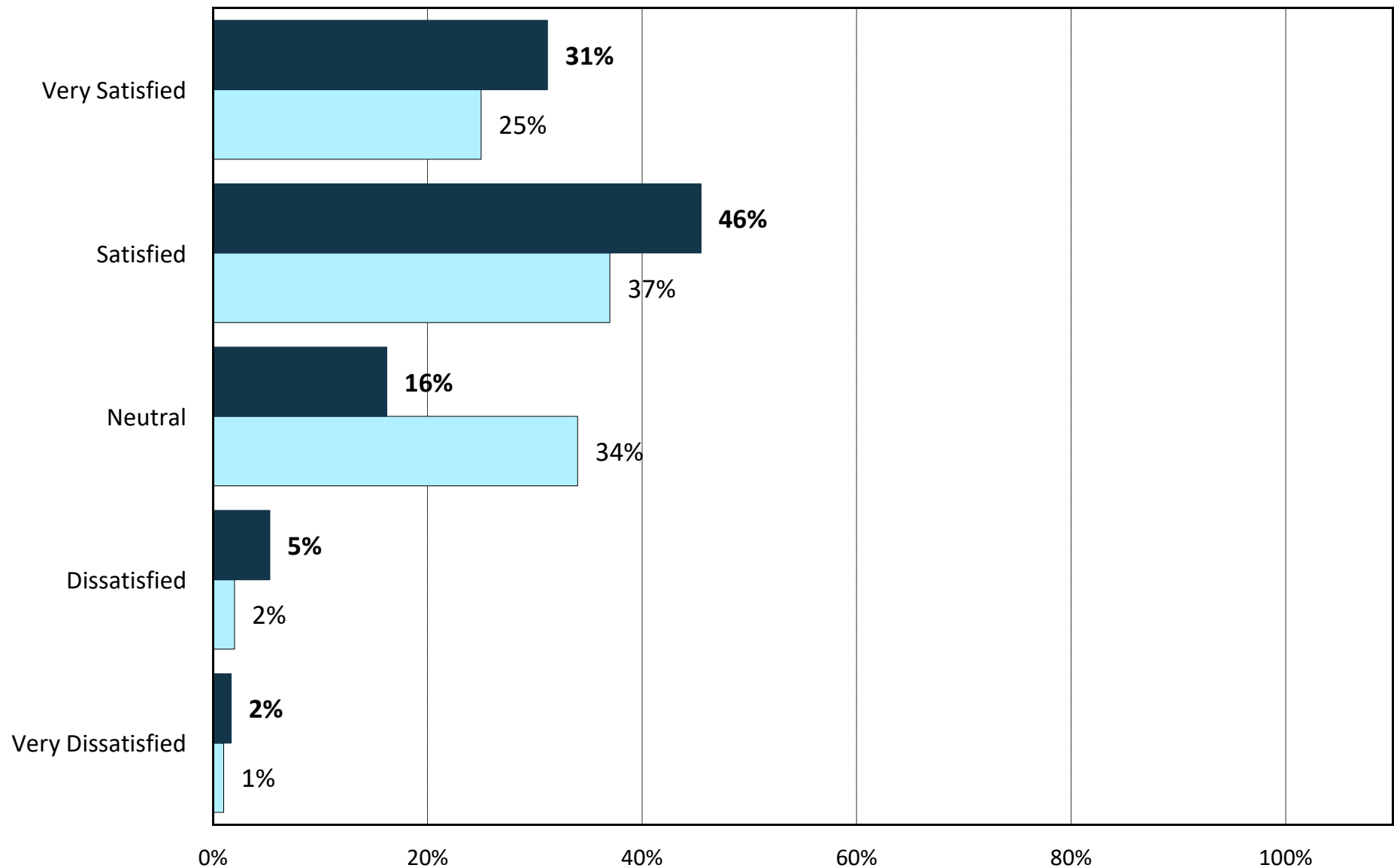
If your household has not participated in any recreation programs in your community during the past year, please check all of the reasons that prevent you from participating.



Please rate your overall level of satisfaction with the value your household receives from the parks and recreation programs, activities, and events offered in your community.

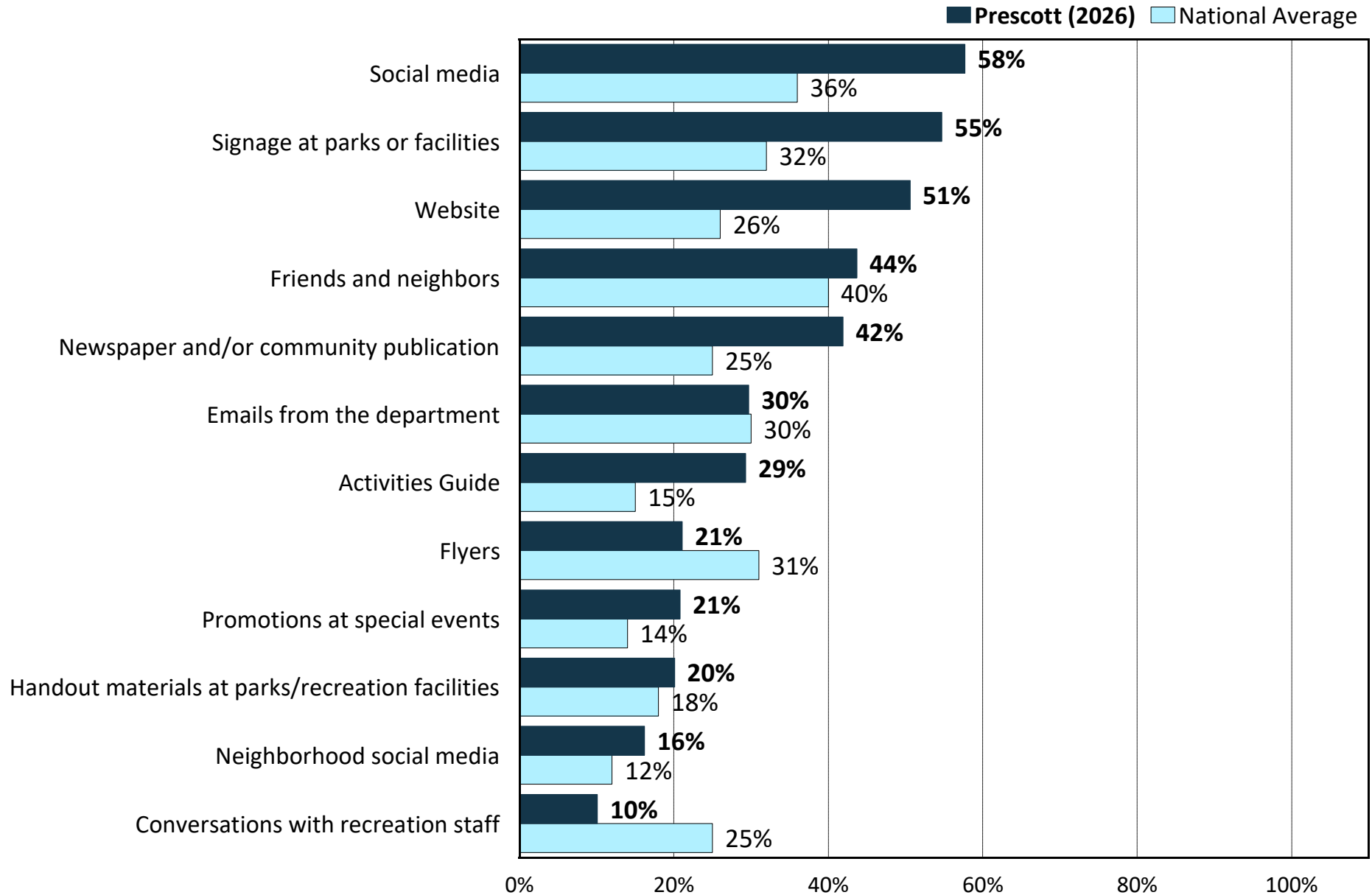
By percentage of respondents

■ Prescott (2026) ■ National Average



Please check all the ways you currently use to learn about parks and recreation programs, activities, and events in your community.

By percentage of respondents



5

**Importance-
Satisfaction Rating**

Importance-Satisfaction Analysis

Prescott, AZ

Overview

Today, officials have limited resources which need to be targeted to actions that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as one of the most important items for the City to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the county's performance in the related area (the sum of the ratings of 4 ("good") and 5 ("excellent") on a 5-point scale excluding "don't know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation: In an example scenario, respondents were asked to rate their satisfaction with parks and facilities then select the top three most important aspects to their household. In this example, twenty-eight percent (28%) of respondents selected *quality/number of outdoor amenities* as one of the most important services.

Regarding satisfaction, 73% of respondents rated the overall performance in the *quality/number of outdoor amenities* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for *quality/number of outdoor amenities* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 28% was multiplied by 51% (1-0.73). This calculation yielded an I-S rating of 0.0750 which ranked 3rd out of 15 city services.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one for the three most important areas for the city to emphasize over the next five years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis* ($IS \geq 0.20$)
- *Increase Current Emphasis* ($0.10 \leq IS < 0.20$)
- *Maintain Current Emphasis* ($IS < 0.10$)

The results for Prescott are provided on the following pages.

2026 Importance-Satisfaction Rating

City of Prescott

Trail Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Availability of restrooms along trails	25%	4	36%	11	0.1620	1
Availability of shade and comfort amenities	22%	5	47%	10	0.1164	2
Medium Priority (IS <.10)						
Quality of signage/maps/wayfinding on trails	27%	2	65%	7	0.0941	3
Availability of parking	26%	3	65%	8	0.0934	4
Overall connectivity of the trail system	22%	6	67%	5	0.0707	5
Variety of different types of trails	18%	7	65%	6	0.0628	6
Availability of natural or scenic trails	33%	1	88%	1	0.0395	7
Overall feeling of safety on trails	17%	8	80%	3	0.0337	8
Number of trails in the City	15%	9	78%	4	0.0335	9
Availability of safe crossings	8%	11	58%	9	0.0317	10
Availability of trailheads	15%	10	85%	2	0.0221	11

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis from City leaders over the next five years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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Tabular Data

Q1. Counting yourself, how many people in your household are...

	Mean	Sum
number	2.2	960
Under age 5	0.1	24
Ages 5-9	0.1	51
Ages 10-14	0.1	52
Ages 15-19	0.1	38
Ages 20-24	0.0	19
Ages 25-34	0.2	69
Ages 35-44	0.2	93
Ages 45-54	0.2	100
Ages 55-64	0.3	145
Ages 65-79	0.7	297
Ages 80+	0.2	72

Q2. Have you or any members of your household visited any City of Prescott PARKS in the last year?

Q2. Have your household members visited any City
parks in last year

	Number	Percent
Yes	403	92.2 %
No	34	7.8 %
Total	437	100.0 %

Q2a. How would you rate the overall quality of the PARKS offered by the City of Prescott that you and the members of your household have visited?

Q2a. How would you rate overall quality of City parks
your household members have visited

	Number	Percent
Excellent	139	34.5 %
Good	199	49.4 %
Fair	55	13.6 %
Poor	8	2.0 %
Not provided	2	0.5 %
Total	403	100.0 %

(WITHOUT "NOT PROVIDED")**Q2a. How would you rate the overall quality of the PARKS offered by the City of Prescott that you and the members of your household have visited? (without "not provided")**

Q2a. How would you rate overall quality of City parks your household members have visited	Number	Percent
Excellent	139	34.7 %
Good	199	49.6 %
Fair	55	13.7 %
Poor	8	2.0 %
Total	401	100.0 %

Q2b. If your household has NOT visited any PARKS offered by the City of Prescott in the last year, please CHECK ALL of the following reasons why you did NOT visit.

Q2b. Reasons why your household members have not visited any City parks in last year	Number	Percent
Use other City, State, private facilities	7	20.6 %
Too far from home	3	8.8 %
Not aware of park locations	4	11.8 %
Parks are not well maintained	2	5.9 %
Old & outdated equipment in parks	1	2.9 %
Lack of features we want to use	4	11.8 %
Lack of parking to access parks	1	2.9 %
Lack of ADA accessibility	1	2.9 %
Lack of restrooms	1	2.9 %
Other	15	44.1 %
Total	39	

Q3. Have you or any members of your household used any City of Prescott TRAILS in the last year?

Q3. Have your household members used any City trails in last year	Number	Percent
Yes	377	86.3 %
No	60	13.7 %
Total	437	100.0 %

Q3a. How would you rate the overall quality of the TRAILS offered by the City of Prescott that you and the members of your household have used?

Q3a. How would you rate overall quality of City trails your household members have used	Number	Percent
Excellent	197	52.3 %
Good	156	41.4 %
Fair	19	5.0 %
Poor	3	0.8 %
Not provided	2	0.5 %
Total	377	100.0 %

(WITHOUT "NOT PROVIDED")**Q3a. How would you rate the overall quality of the TRAILS offered by the City of Prescott that you and the members of your household have used? (without "not provided")**

Q3a. How would you rate overall quality of City trails your household members have used	Number	Percent
Excellent	197	52.5 %
Good	156	41.6 %
Fair	19	5.1 %
Poor	3	0.8 %
Total	375	100.0 %

Q3b. If your household has NOT used any TRAILS offered by the City of Prescott in the last year, please CHECK ALL of the following reasons why you did NOT use them.

Q3b. Reasons why your household members have not visited any City trails in last year	Number	Percent
Use trails from other providers	1	1.7 %
Trailheads too far from home	6	10.0 %
Not aware of trailheads	4	6.7 %
Lack of parking at trailheads	3	5.0 %
Do not feel safe on trails	6	10.0 %
Lack of ADA accessibility	4	6.7 %
Do not feel welcomed/accommodated	1	1.7 %
Lack of transportation	2	3.3 %
Lack of restrooms	7	11.7 %
Lack of places to sit or rest	6	10.0 %
Language/cultural barriers/age barriers	1	1.7 %
Other	34	56.7 %
Total	75	

Q4. From the following list, please CHECK ALL the ways you currently learn or would like to learn about programs, activities, and events offered by the City of Prescott.

Q4. Ways you currently learn or would like to learn about City programs, activities, & events	Number	Percent
Signage at parks or facilities	239	54.7 %
Conversations with staff	44	10.1 %
Emails from the department	130	29.7 %
Flyers	92	21.1 %
Friends & neighbors	191	43.7 %
Handout materials at parks or recreation facilities	88	20.1 %
Newspaper and/or community publication	183	41.9 %
Promotions at special events	91	20.8 %
Activities guide	128	29.3 %
Social media	252	57.7 %
Website	221	50.6 %
Neighborhood social media	71	16.2 %
Electronic communications such as eNewsletters/texts	123	28.1 %
Other	7	1.6 %
Total	1860	

Q4-14. Other:

Q4-14. Other	Number	Percent
Text	1	14.3 %
Public service announcements	1	14.3 %
Library	1	14.3 %
The Prescott Times	1	14.3 %
Radio	1	14.3 %
Magazines	1	14.3 %
Newsletter	1	14.3 %
Total	7	100.0 %

Q5. Which THREE sources of communication listed in Question 4 do you MOST PREFER to receive information about the City of Prescott's programs, activities, and events?

Q5. Top choice	Number	Percent
Signage at parks or facilities	50	11.4 %
Conversations with staff	3	0.7 %
Emails from the department	66	15.1 %
Flyers	20	4.6 %
Friends & neighbors	17	3.9 %
Handout materials at parks or recreation facilities	9	2.1 %
Newspaper and/or community publication	53	12.1 %
Promotions at special events	6	1.4 %
Activities guide	12	2.7 %
Social media	96	22.0 %
Website	49	11.2 %
Neighborhood social media	3	0.7 %
Electronic communications such as eNewsletters/texts	35	8.0 %
None chosen	18	4.1 %
Total	437	100.0 %

Q5. Which THREE sources of communication listed in Question 4 do you MOST PREFER to receive information about the City of Prescott's programs, activities, and events?

Q5. 2nd choice	Number	Percent
Signage at parks or facilities	43	9.8 %
Conversations with staff	3	0.7 %
Emails from the department	30	6.9 %
Flyers	16	3.7 %
Friends & neighbors	34	7.8 %
Handout materials at parks or recreation facilities	17	3.9 %
Newspaper and/or community publication	49	11.2 %
Promotions at special events	9	2.1 %
Activities guide	36	8.2 %
Social media	64	14.6 %
Website	57	13.0 %
Neighborhood social media	14	3.2 %
Electronic communications such as eNewsletters/texts	28	6.4 %
None chosen	37	8.5 %
Total	437	100.0 %

Q5. Which THREE sources of communication listed in Question 4 do you MOST PREFER to receive information about the City of Prescott's programs, activities, and events?

Q5. 3rd choice	Number	Percent
Signage at parks or facilities	43	9.8 %
Conversations with staff	6	1.4 %
Emails from the department	22	5.0 %
Flyers	11	2.5 %
Friends & neighbors	30	6.9 %
Handout materials at parks or recreation facilities	20	4.6 %
Newspaper and/or community publication	31	7.1 %
Promotions at special events	18	4.1 %
Activities guide	33	7.6 %
Social media	45	10.3 %
Website	66	15.1 %
Neighborhood social media	13	3.0 %
Electronic communications such as eNewsletters/texts	29	6.6 %
None chosen	70	16.0 %
Total	437	100.0 %

(SUM OF TOP 3 RESPONSES)

Q5. Which THREE sources of communication listed in Question 4 do you MOST PREFER to receive information about the City of Prescott's programs, activities, and events? (top 3)

Q5. Top choice	Number	Percent
Signage at parks or facilities	136	31.1 %
Conversations with staff	12	2.7 %
Emails from the department	118	27.0 %
Flyers	47	10.8 %
Friends & neighbors	81	18.5 %
Handout materials at parks or recreation facilities	46	10.5 %
Newspaper and/or community publication	133	30.4 %
Promotions at special events	33	7.6 %
Activities guide	81	18.5 %
Social media	205	46.9 %
Website	172	39.4 %
Neighborhood social media	30	6.9 %
Electronic communications such as eNewsletters/texts	92	21.1 %
None chosen	18	4.1 %
Total	1204	

Q6. Have you or any members of your household participated in any City of Prescott RECREATION PROGRAMS in the past year?

Q6. Have your household members participated in any City recreation programs in past year	Number	Percent
Yes	110	25.2 %
No	327	74.8 %
Total	437	100.0 %

Q6a. How would you rate the overall quality of the City of Prescott RECREATION PROGRAMS that you and the members of your household have participated in?

Q6a. How would you rate overall quality of City recreation programs your household members have participated in

	Number	Percent
Excellent	37	33.6 %
Good	55	50.0 %
Fair	14	12.7 %
Poor	3	2.7 %
Not provided	1	0.9 %
Total	110	100.0 %

(WITHOUT "NOT PROVIDED")

Q6a. How would you rate the overall quality of the City of Prescott RECREATION PROGRAMS that you and the members of your household have participated in? (without "not provided")

Q6a. How would you rate overall quality of City recreation programs your household members have participated in

	Number	Percent
Excellent	37	33.9 %
Good	55	50.5 %
Fair	14	12.8 %
Poor	3	2.8 %
Total	109	100.0 %

Q6b. If your household has NOT participated in any parks and recreation PROGRAMS during the past year, please CHECK ALL of the following reasons why you have NOT participated.

Q6b. Reasons why your household members have not participated in any parks & recreation programs during past year

	Number	Percent
I don't know what is offered	210	64.2 %
Use programs of other agencies	21	6.4 %
Lack of quality instructors	2	0.6 %
Lack of quality programs	11	3.4 %
Prefer individual activities	59	18.0 %
Too far from home	7	2.1 %
Program times are not convenient	21	6.4 %
Classes are full	5	1.5 %
Safety concerns	5	1.5 %
Fees are too high/lack of financial assistance	13	4.0 %
Prefer virtual programming	1	0.3 %
Do not feel welcomed/accommodated	2	0.6 %
Program not offered	11	3.4 %
Registration is difficult	3	0.9 %
Lack of transportation	2	0.6 %
Too busy/not interested	51	15.6 %
Language/cultural/age barriers	1	0.3 %
Parking issues	22	6.7 %
Other	34	10.4 %
Total	481	

Q7. As the City of Prescott explores additional program offerings, please CHECK ALL the program concepts listed below that you and/or the members of your household would like to participate in.

Q7. All program concepts your household members would like to participate in	Number	Percent
Athletic skills clinics	93	21.3 %
Summer day camps & teen camps	62	14.2 %
Environmental education programs for schools	63	14.4 %
Group exercise & Zumba classes	102	23.3 %
Youth sport leagues	80	18.3 %
Cooking & healthy eating workshops	136	31.1 %
Youth & adult dance classes (hip-hop, ballet, line dancing)	93	21.3 %
Arts, pottery, & painting workshops	136	31.1 %
STEM/robotics & coding for kids	42	9.6 %
Indoor toddler playtime programs	23	5.3 %
Adult sports leagues (basketball, volleyball, pickleball)	90	20.6 %
Outdoor art in the park classes	103	23.6 %
Play days	25	5.7 %
Outdoor fitness bootcamps	71	16.2 %
Walking clubs	155	35.5 %
Guided nature hikes & birdwatching programs	184	42.1 %
Community gardening & composting workshops	129	29.5 %
Mountain biking & trail riding clinics	90	20.6 %
Outdoor yoga & meditation sessions	114	26.1 %
Archery programs	68	15.6 %
Outdoor pickleball & tennis lessons	72	16.5 %
Pop-Up Play Days in neighborhood parks	25	5.7 %
Outdoor photography & nature journaling workshops	63	14.4 %
Community disc golf leagues & tournaments	33	7.6 %
Bocci ball programs	37	8.5 %
Horseshoe programs	29	6.6 %
Total	2118	

Q8. A variety of recreation programs and activities are listed below that are already offered in the community or may be offered in the future. Regardless of the provider, please indicate how well your needs for each program or activity are met on a scale of 4 to 1, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met" at all.

(N=437)

	Fully met	Mostly met	Partly met	Not met	No need
Q8-1. 50 plus fitness, wellness & education programs	8.2%	8.2%	11.7%	13.3%	58.6%
Q8-2. Adult fitness & wellness programs/senior programs	8.9%	7.3%	13.3%	15.3%	55.1%
Q8-3. Archery programs	1.4%	1.6%	2.5%	10.8%	83.8%
Q8-4. Before & after school programs	0.9%	2.1%	3.9%	5.3%	87.9%
Q8-5. Canoeing/kayaking/stand-up paddle boarding rentals	11.0%	15.1%	10.1%	8.0%	55.8%
Q8-6. Community events (concerts, festivals)	19.2%	22.7%	26.1%	6.4%	25.6%
Q8-7. Competitive sports tournaments	2.7%	8.0%	9.8%	10.8%	68.6%
Q8-8. Competitive swimming	0.9%	1.6%	3.0%	11.0%	83.5%
Q8-9. Conservation & natural resources programs	4.3%	10.8%	19.5%	14.2%	51.3%
Q8-10. Cultural heritage celebrations	5.9%	12.6%	13.7%	11.0%	56.8%
Q8-11. Early childhood education programs	1.6%	1.6%	5.7%	5.5%	85.6%
Q8-12. eSports programs/leagues/tournaments	0.9%	1.8%	2.7%	4.1%	90.4%
Q8-13. Family camping areas	8.7%	8.2%	14.4%	6.6%	62.0%
Q8-14. Golf lessons & leagues	3.7%	3.0%	6.6%	9.8%	76.9%
Q8-15. Mountain biking programs	4.8%	5.7%	8.9%	8.7%	71.9%
Q8-16. Nature, outdoors & interpretive programs	6.6%	12.1%	19.7%	12.4%	49.2%
Q8-17. Outdoor fitness programming (races, walks)	5.9%	10.3%	17.8%	12.4%	53.5%
Q8-18. Pickleball leagues & tournaments	6.9%	5.9%	6.9%	4.3%	76.0%
Q8-19. Public art programs	6.4%	9.2%	14.6%	12.6%	57.2%
Q8-20. Summer camp programs	1.8%	2.7%	5.7%	8.5%	81.2%

Q8. A variety of recreation programs and activities are listed below that are already offered in the community or may be offered in the future. Regardless of the provider, please indicate how well your needs for each program or activity are met on a scale of 4 to 1, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met" at all.

	Fully met	Mostly met	Partly met	Not met	No need
Q8-21. Volunteer opportunities	8.7%	9.6%	13.7%	12.4%	55.6%
Q8-22. Youth art & performing arts programs	2.1%	2.3%	7.1%	7.8%	80.8%
Q8-23. Youth environmental stewardship programs	0.9%	2.5%	5.0%	7.6%	84.0%
Q8-24. Youth fitness & wellness programs	1.6%	1.8%	6.4%	10.5%	79.6%
Q8-25. Other	0.0%	0.5%	0.7%	3.2%	95.7%

(WITHOUT "NO NEED")

Q8. A variety of recreation programs and activities are listed below that are already offered in the community or may be offered in the future. Regardless of the provider, please indicate how well your needs for each program or activity are met on a scale of 4 to 1, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met" at all. (without "no need")

(N=437)

	Fully met	Mostly met	Partly met	Not met
Q8-1. 50 plus fitness, wellness & education programs	19.9%	19.9%	28.2%	32.0%
Q8-2. Adult fitness & wellness programs/senior programs	19.9%	16.3%	29.6%	34.2%
Q8-3. Archery programs	8.5%	9.9%	15.5%	66.2%
Q8-4. Before & after school programs	7.5%	17.0%	32.1%	43.4%
Q8-5. Canoeing/kayaking/stand-up paddle boarding rentals	24.9%	34.2%	22.8%	18.1%
Q8-6. Community events (concerts, festivals)	25.8%	30.5%	35.1%	8.6%
Q8-7. Competitive sports tournaments	8.8%	25.5%	31.4%	34.3%
Q8-8. Competitive swimming	5.6%	9.7%	18.1%	66.7%
Q8-9. Conservation & natural resources programs	8.9%	22.1%	39.9%	29.1%
Q8-10. Cultural heritage celebrations	13.8%	29.1%	31.7%	25.4%
Q8-11. Early childhood education programs	11.1%	11.1%	39.7%	38.1%
Q8-12. eSports programs/leagues/tournaments	9.5%	19.0%	28.6%	42.9%
Q8-13. Family camping areas	22.9%	21.7%	38.0%	17.5%
Q8-14. Golf lessons & leagues	15.8%	12.9%	28.7%	42.6%
Q8-15. Mountain biking programs	17.1%	20.3%	31.7%	30.9%
Q8-16. Nature, outdoors & interpretive programs	13.1%	23.9%	38.7%	24.3%
Q8-17. Outdoor fitness programming (races, walks)	12.8%	22.2%	38.4%	26.6%
Q8-18. Pickleball leagues & tournaments	28.6%	24.8%	28.6%	18.1%
Q8-19. Public art programs	15.0%	21.4%	34.2%	29.4%
Q8-20. Summer camp programs	9.8%	14.6%	30.5%	45.1%

(WITHOUT "NO NEED")

Q8. A variety of recreation programs and activities are listed below that are already offered in the community or may be offered in the future. Regardless of the provider, please indicate how well your needs for each program or activity are met on a scale of 4 to 1, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met" at all. (without "no need")

	Fully met	Mostly met	Partly met	Not met
Q8-21. Volunteer opportunities	19.6%	21.6%	30.9%	27.8%
Q8-22. Youth art & performing arts programs	10.7%	11.9%	36.9%	40.5%
Q8-23. Youth environmental stewardship programs	5.7%	15.7%	31.4%	47.1%
Q8-24. Youth fitness & wellness programs	7.9%	9.0%	31.5%	51.7%
Q8-25. Other	0.0%	10.5%	15.8%	73.7%

Q9. Which FOUR items from the list in Question 8 are MOST IMPORTANT to your household?

Q9. Top choice	Number	Percent
50 plus fitness, wellness & education programs	56	12.8 %
Adult fitness & wellness programs/senior programs	43	9.8 %
Archery programs	8	1.8 %
Before & after school programs	13	3.0 %
Canoeing/kayaking/stand-up paddle boarding rentals	16	3.7 %
Community events (concerts, festivals)	65	14.9 %
Competitive sports tournaments	16	3.7 %
Competitive swimming	4	0.9 %
Conservation & natural resources programs	22	5.0 %
Cultural heritage celebrations	3	0.7 %
Early childhood education programs	7	1.6 %
eSports programs/leagues/tournaments	2	0.5 %
Family camping areas	14	3.2 %
Golf lessons & leagues	7	1.6 %
Mountain biking programs	22	5.0 %
Nature, outdoors & interpretive programs	11	2.5 %
Outdoor fitness programming (races, walks)	13	3.0 %
Pickleball leagues & tournaments	6	1.4 %
Public art programs	4	0.9 %
Summer camp programs	7	1.6 %
Volunteer opportunities	8	1.8 %
Youth art & performing arts programs	1	0.2 %
Youth environmental stewardship programs	1	0.2 %
Youth fitness & wellness programs	4	0.9 %
None chosen	84	19.2 %
Total	437	100.0 %

Q9. Which FOUR items from the list in Question 8 are MOST IMPORTANT to your household?

<u>Q9. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
50 plus fitness, wellness & education programs	18	4.1 %
Adult fitness & wellness programs/senior programs	47	10.8 %
Archery programs	9	2.1 %
Before & after school programs	9	2.1 %
Canoeing/kayaking/stand-up paddle boarding rentals	19	4.3 %
Community events (concerts, festivals)	40	9.2 %
Competitive sports tournaments	9	2.1 %
Competitive swimming	2	0.5 %
Conservation & natural resources programs	26	5.9 %
Cultural heritage celebrations	19	4.3 %
Early childhood education programs	5	1.1 %
eSports programs/leagues/tournaments	2	0.5 %
Family camping areas	12	2.7 %
Golf lessons & leagues	10	2.3 %
Mountain biking programs	15	3.4 %
Nature, outdoors & interpretive programs	29	6.6 %
Outdoor fitness programming (races, walks)	11	2.5 %
Pickleball leagues & tournaments	5	1.1 %
Public art programs	15	3.4 %
Summer camp programs	5	1.1 %
Volunteer opportunities	9	2.1 %
Youth art & performing arts programs	6	1.4 %
Youth environmental stewardship programs	2	0.5 %
Youth fitness & wellness programs	13	3.0 %
<u>None chosen</u>	<u>100</u>	<u>22.9 %</u>
Total	437	100.0 %

Q9. Which FOUR items from the list in Question 8 are MOST IMPORTANT to your household?

<u>Q9. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
50 plus fitness, wellness & education programs	19	4.3 %
Adult fitness & wellness programs/senior programs	16	3.7 %
Archery programs	6	1.4 %
Before & after school programs	4	0.9 %
Canoeing/kayaking/stand-up paddle boarding rentals	13	3.0 %
Community events (concerts, festivals)	45	10.3 %
Competitive sports tournaments	8	1.8 %
Competitive swimming	5	1.1 %
Conservation & natural resources programs	28	6.4 %
Cultural heritage celebrations	16	3.7 %
Early childhood education programs	5	1.1 %
Family camping areas	14	3.2 %
Golf lessons & leagues	5	1.1 %
Mountain biking programs	6	1.4 %
Nature, outdoors & interpretive programs	31	7.1 %
Outdoor fitness programming (races, walks)	19	4.3 %
Pickleball leagues & tournaments	7	1.6 %
Public art programs	21	4.8 %
Summer camp programs	9	2.1 %
Volunteer opportunities	12	2.7 %
Youth art & performing arts programs	3	0.7 %
Youth environmental stewardship programs	4	0.9 %
Youth fitness & wellness programs	9	2.1 %
<u>None chosen</u>	<u>132</u>	<u>30.2 %</u>
Total	437	100.0 %

Q9. Which FOUR items from the list in Question 8 are MOST IMPORTANT to your household?

<u>Q9. 4th choice</u>	<u>Number</u>	<u>Percent</u>
50 plus fitness, wellness & education programs	8	1.8 %
Adult fitness & wellness programs/senior programs	19	4.3 %
Archery programs	4	0.9 %
Before & after school programs	3	0.7 %
Canoeing/kayaking/stand-up paddle boarding rentals	12	2.7 %
Community events (concerts, festivals)	31	7.1 %
Competitive sports tournaments	6	1.4 %
Competitive swimming	4	0.9 %
Conservation & natural resources programs	21	4.8 %
Cultural heritage celebrations	11	2.5 %
Early childhood education programs	4	0.9 %
eSports programs/leagues/tournaments	1	0.2 %
Family camping areas	8	1.8 %
Golf lessons & leagues	6	1.4 %
Mountain biking programs	6	1.4 %
Nature, outdoors & interpretive programs	26	5.9 %
Outdoor fitness programming (races, walks)	20	4.6 %
Pickleball leagues & tournaments	7	1.6 %
Public art programs	22	5.0 %
Summer camp programs	4	0.9 %
Volunteer opportunities	14	3.2 %
Youth art & performing arts programs	5	1.1 %
Youth environmental stewardship programs	2	0.5 %
Youth fitness & wellness programs	6	1.4 %
<u>None chosen</u>	<u>187</u>	<u>42.8 %</u>
Total	437	100.0 %

(SUM OF TOP 4 RESPONSES)**Q9. Which FOUR items from the list in Question 8 are MOST IMPORTANT to your household? (top 4)**

Q9. Top choice	Number	Percent
50 plus fitness, wellness & education programs	101	23.1 %
Adult fitness & wellness programs/senior programs	125	28.6 %
Archery programs	27	6.2 %
Before & after school programs	29	6.6 %
Canoeing/kayaking/stand-up paddle boarding rentals	60	13.7 %
Community events (concerts, festivals)	181	41.4 %
Competitive sports tournaments	39	8.9 %
Competitive swimming	15	3.4 %
Conservation & natural resources programs	97	22.2 %
Cultural heritage celebrations	49	11.2 %
Early childhood education programs	21	4.8 %
eSports programs/leagues/tournaments	5	1.1 %
Family camping areas	48	11.0 %
Golf lessons & leagues	28	6.4 %
Mountain biking programs	49	11.2 %
Nature, outdoors & interpretive programs	97	22.2 %
Outdoor fitness programming (races, walks)	63	14.4 %
Pickleball leagues & tournaments	25	5.7 %
Public art programs	62	14.2 %
Summer camp programs	25	5.7 %
Volunteer opportunities	43	9.8 %
Youth art & performing arts programs	15	3.4 %
Youth environmental stewardship programs	9	2.1 %
Youth fitness & wellness programs	32	7.3 %
None chosen	84	19.2 %
Total	1329	

Q10. Please rate your satisfaction on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following trail services provided by the City of Prescott.

(N=437)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know/ not applicable
Q10-1. Availability of natural or scenic trails	44.2%	34.1%	7.8%	2.1%	0.7%	11.2%
Q10-2. Availability of trailheads	38.7%	36.4%	10.1%	2.5%	0.5%	11.9%
Q10-3. Availability of parking	20.4%	36.2%	20.1%	8.7%	2.3%	12.4%
Q10-4. Quality of signage/maps/wayfinding on trails	25.4%	32.5%	20.1%	9.8%	1.4%	10.8%
Q10-5. Availability of shade & comfort amenities	14.9%	26.3%	33.2%	11.7%	1.4%	12.6%
Q10-6. Availability of restrooms along trails	10.3%	20.4%	36.4%	15.3%	3.4%	14.2%
Q10-7. Availability of safe crossings	15.8%	31.6%	27.2%	5.5%	1.1%	18.8%
Q10-8. Overall connectivity of trail system (connecting you to places you want or need to go)	22.4%	32.5%	18.3%	6.4%	1.8%	18.5%
Q10-9. Overall feeling of safety on trails	29.3%	40.3%	12.4%	4.6%	0.9%	12.6%
Q10-10. Number of trails in City	36.8%	30.9%	11.9%	5.9%	1.1%	13.3%
Q10-11. Variety of different types of trails (paved, unpaved, biking, BMX, etc.)	27.4%	30.6%	20.0%	9.3%	1.5%	11.2%

(WITHOUT "DON'T KNOW/NOT APPLICABLE")

Q10. Please rate your satisfaction on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following trail services provided by the City of Prescott. (without "don't know/not applicable")

(N=437)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Availability of natural or scenic trails	49.7%	38.4%	8.8%	2.3%	0.8%
Q10-2. Availability of trailheads	43.9%	41.3%	11.4%	2.9%	0.5%
Q10-3. Availability of parking	23.2%	41.3%	23.0%	9.9%	2.6%
Q10-4. Quality of signage/ maps/wayfinding on trails	28.5%	36.4%	22.6%	11.0%	1.5%
Q10-5. Availability of shade & comfort amenities	17.0%	30.1%	38.0%	13.4%	1.6%
Q10-6. Availability of restrooms along trails	12.0%	23.7%	42.4%	17.9%	4.0%
Q10-7. Availability of safe crossings	19.4%	38.9%	33.5%	6.8%	1.4%
Q10-8. Overall connectivity of trail system (connecting you to places you want or need to go)	27.5%	39.9%	22.5%	7.9%	2.2%
Q10-9. Overall feeling of safety on trails	33.5%	46.1%	14.1%	5.2%	1.0%
Q10-10. Number of trails in City	42.5%	35.6%	13.7%	6.9%	1.3%
Q10-11. Variety of different types of trails (paved, unpaved, biking, BMX, etc.)	30.9%	34.4%	22.6%	10.5%	1.7%

Q11. Which THREE items from the list in Question 10 should receive the MOST EMPHASIS over the next five years?

Q11. Top choice	Number	Percent
Availability of natural or scenic trails	96	22.0 %
Availability of trailheads	17	3.9 %
Availability of parking	36	8.2 %
Quality of signage/maps/wayfinding on trails	34	7.8 %
Availability of shade & comfort amenities	31	7.1 %
Availability of restrooms along trails	31	7.1 %
Availability of safe crossings	9	2.1 %
Overall connectivity of trail system (connecting you to places you want or need to go)	25	5.7 %
Overall feeling of safety on trails	25	5.7 %
Number of trails in City	12	2.7 %
Variety of different types of trails (paved, unpaved, biking, BMX, etc.)	37	8.5 %
None chosen	84	19.2 %
Total	437	100.0 %

Q11. Which THREE items from the list in Question 10 should receive the MOST EMPHASIS over the next five years?

Q11. 2nd choice	Number	Percent
Availability of natural or scenic trails	27	6.2 %
Availability of trailheads	31	7.1 %
Availability of parking	42	9.6 %
Quality of signage/maps/wayfinding on trails	50	11.4 %
Availability of shade & comfort amenities	32	7.3 %
Availability of restrooms along trails	46	10.5 %
Availability of safe crossings	7	1.6 %
Overall connectivity of trail system (connecting you to places you want or need to go)	34	7.8 %
Overall feeling of safety on trails	14	3.2 %
Number of trails in City	30	6.9 %
Variety of different types of trails (paved, unpaved, biking, BMX, etc.)	24	5.5 %
None chosen	100	22.9 %
Total	437	100.0 %

Q11. Which THREE items from the list in Question 10 should receive the MOST EMPHASIS over the next five years?

Q11. 3rd choice	Number	Percent
Availability of natural or scenic trails	22	5.0 %
Availability of trailheads	17	3.9 %
Availability of parking	37	8.5 %
Quality of signage/maps/wayfinding on trails	33	7.6 %
Availability of shade & comfort amenities	33	7.6 %
Availability of restrooms along trails	33	7.6 %
Availability of safe crossings	17	3.9 %
Overall connectivity of trail system (connecting you to places you want or need to go)	36	8.2 %
Overall feeling of safety on trails	33	7.6 %
Number of trails in City	25	5.7 %
Variety of different types of trails (paved, unpaved, biking, BMX, etc.)	18	4.1 %
None chosen	133	30.4 %
Total	437	100.0 %

(SUM OF TOP 3 RESPONSES)

Q11. Which THREE items from the list in Question 10 should receive the MOST EMPHASIS over the next five years? (top 3)

Q11. Top choice	Number	Percent
Availability of natural or scenic trails	145	33.2 %
Availability of trailheads	65	14.9 %
Availability of parking	115	26.3 %
Quality of signage/maps/wayfinding on trails	117	26.8 %
Availability of shade & comfort amenities	96	22.0 %
Availability of restrooms along trails	110	25.2 %
Availability of safe crossings	33	7.6 %
Overall connectivity of trail system (connecting you to places you want or need to go)	95	21.7 %
Overall feeling of safety on trails	72	16.5 %
Number of trails in City	67	15.3 %
Variety of different types of trails (paved, unpaved, biking, BMX, etc.)	79	18.1 %
None chosen	84	19.2 %
Total	1078	

Q12. A variety of recreation facilities and amenities are listed below that are already offered in the community or may be offered in the future. Regardless of the provider, please indicate how well your needs for each facility or amenity are met on a scale of 4 to 1, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met" at all.

(N=437)

	Fully met	Mostly met	Partly met	Not met	No need
Q12-1. ADA accessible/ inclusive play features & park structures	2.5%	6.9%	10.1%	5.9%	74.6%
Q12-2. Archery range	1.4%	1.6%	3.2%	10.8%	83.1%
Q12-3. Community Recreation Center (building/ space)	5.0%	10.1%	18.3%	18.3%	48.3%
Q12-4. Diamond sports fields (e.g., baseball, softball)	8.7%	8.5%	8.7%	8.5%	65.7%
Q12-5. Disc golf courses	5.3%	5.3%	12.1%	5.9%	71.4%
Q12-6. Dog parks	11.4%	11.9%	14.9%	6.2%	55.6%
Q12-7. Equestrian trails & facilities	4.6%	4.8%	5.7%	3.0%	81.9%
Q12-8. eSports/gaming space	2.3%	1.4%	2.3%	3.2%	90.8%
Q12-9. Extreme sports (e.g., skate parks/pump tracks)	3.4%	4.8%	9.6%	6.2%	76.0%
Q12-10. Fishing, boating, marinas	10.8%	16.9%	16.2%	8.7%	47.4%
Q12-11. Golf courses	11.9%	10.8%	7.6%	3.0%	66.8%
Q12-12. Inclusive playgrounds	4.3%	8.7%	10.1%	5.7%	71.2%
Q12-13. Indoor fitness & wellness spaces	5.9%	9.4%	17.8%	21.1%	45.8%
Q12-14. Indoor meeting spaces	5.5%	9.6%	16.0%	11.9%	57.0%
Q12-15. Indoor sports courts or other indoor sporting facilities	3.2%	5.5%	13.7%	19.5%	58.1%
Q12-16. Indoor swimming pools	3.4%	5.7%	10.1%	33.9%	46.9%

Q12. A variety of recreation facilities and amenities are listed below that are already offered in the community or may be offered in the future. Regardless of the provider, please indicate how well your needs for each facility or amenity are met on a scale of 4 to 1, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met" at all.

	Fully met	Mostly met	Partly met	Not met	No need
Q12-17. Large community parks	11.7%	18.3%	22.0%	16.7%	31.4%
Q12-18. Mountain biking trails	18.1%	18.5%	7.8%	2.1%	53.5%
Q12-19. Natural surface walking & hiking trails	27.7%	30.7%	15.3%	4.6%	21.7%
Q12-20. Nature center & associated trails	19.0%	25.6%	19.5%	6.9%	29.1%
Q12-21. Outdoor basketball courts	8.9%	8.9%	9.4%	2.7%	70.0%
Q12-22. Outdoor event/performance stage	10.8%	14.0%	22.0%	14.0%	39.4%
Q12-23. Outdoor hockey rink	5.7%	3.0%	6.9%	5.9%	78.5%
Q12-24. Outdoor pickleball/tennis courts	12.1%	10.5%	11.9%	3.4%	62.0%
Q12-25. Outdoor swimming pool	2.3%	2.3%	5.7%	40.3%	49.4%
Q12-26. Paved connectivity trails for bikes & pedestrians	9.2%	13.0%	19.7%	21.5%	36.6%
Q12-27. Picnic areas & park shelters	10.8%	26.8%	25.9%	9.2%	27.5%
Q12-28. Playground areas	6.9%	15.6%	16.5%	5.7%	55.4%
Q12-29. Rectangular sports fields (e.g., soccer, lacrosse, football)	5.0%	7.6%	10.1%	10.3%	67.0%
Q12-30. Sand volleyball courts	2.1%	2.1%	8.0%	15.6%	72.3%
Q12-31. Splash pads/interactive water play or features	6.4%	8.2%	18.8%	9.4%	57.2%
Q12-32. Other	0.0%	0.2%	0.0%	3.0%	96.8%

(WITHOUT "NO NEED")

Q12. A variety of recreation facilities and amenities are listed below that are already offered in the community or may be offered in the future. Regardless of the provider, please indicate how well your needs for each facility or amenity are met on a scale of 4 to 1, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met" at all. (without "no need")

(N=437)

	Fully met	Mostly met	Partly met	Not met
Q12-1. ADA accessible/inclusive play features & park structures	9.9%	27.0%	39.6%	23.4%
Q12-2. Archery range	8.1%	9.5%	18.9%	63.5%
Q12-3. Community Recreation Center (building/space)	9.7%	19.5%	35.4%	35.4%
Q12-4. Diamond sports fields (e.g., baseball, softball)	25.3%	24.7%	25.3%	24.7%
Q12-5. Disc golf courses	18.4%	18.4%	42.4%	20.8%
Q12-6. Dog parks	25.8%	26.8%	33.5%	13.9%
Q12-7. Equestrian trails & facilities	25.3%	26.6%	31.6%	16.5%
Q12-8. eSports/gaming space	25.0%	15.0%	25.0%	35.0%
Q12-9. Extreme sports (e.g., skate parks/pump tracks)	14.3%	20.0%	40.0%	25.7%
Q12-10. Fishing, boating, marinas	20.4%	32.2%	30.9%	16.5%
Q12-11. Golf courses	35.9%	32.4%	22.8%	9.0%
Q12-12. Inclusive playgrounds	15.1%	30.2%	34.9%	19.8%
Q12-13. Indoor fitness & wellness spaces	11.0%	17.3%	32.9%	38.8%
Q12-14. Indoor meeting spaces	12.8%	22.3%	37.2%	27.7%
Q12-15. Indoor sports courts or other indoor sporting facilities	7.7%	13.1%	32.8%	46.4%
Q12-16. Indoor swimming pools	6.5%	10.8%	19.0%	63.8%
Q12-17. Large community parks	17.0%	26.7%	32.0%	24.3%
Q12-18. Mountain biking trails	38.9%	39.9%	16.7%	4.4%
Q12-19. Natural surface walking & hiking trails	35.4%	39.2%	19.6%	5.8%
Q12-20. Nature center & associated trails	26.8%	36.1%	27.4%	9.7%
Q12-21. Outdoor basketball courts	29.8%	29.8%	31.3%	9.2%

(WITHOUT "NO NEED")

Q12. A variety of recreation facilities and amenities are listed below that are already offered in the community or may be offered in the future. Regardless of the provider, please indicate how well your needs for each facility or amenity are met on a scale of 4 to 1, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met" at all. (without "no need")

	Fully met	Mostly met	Partly met	Not met
Q12-22. Outdoor event/performance stage	17.7%	23.0%	36.2%	23.0%
Q12-23. Outdoor hockey rink	26.6%	13.8%	31.9%	27.7%
Q12-24. Outdoor pickleball/tennis courts	31.9%	27.7%	31.3%	9.0%
Q12-25. Outdoor swimming pool	4.5%	4.5%	11.3%	79.6%
Q12-26. Paved connectivity trails for bikes & pedestrians	14.4%	20.6%	31.0%	33.9%
Q12-27. Picnic areas & park shelters	14.8%	36.9%	35.6%	12.6%
Q12-28. Playground areas	15.4%	34.9%	36.9%	12.8%
Q12-29. Rectangular sports fields (e.g., soccer, lacrosse, football)	15.3%	22.9%	30.6%	31.3%
Q12-30. Sand volleyball courts	7.4%	7.4%	28.9%	56.2%
Q12-31. Splash pads/interactive water play or features	15.0%	19.3%	43.9%	21.9%
Q12-32. Other	0.0%	7.1%	0.0%	92.9%

Q13. Which FOUR items from the list in Question 12 are MOST IMPORTANT to your household?

Q13. Top choice	Number	Percent
ADA accessible/inclusive play features & park structures	11	2.5 %
Archery range	5	1.1 %
Community Recreation Center (building/space)	19	4.3 %
Diamond sports fields (e.g., baseball, softball)	28	6.4 %
Disc golf courses	7	1.6 %
Dog parks	25	5.7 %
Equestrian trails & facilities	3	0.7 %
eSports/gaming space	2	0.5 %
Extreme sports (e.g., skate parks/pump tracks)	4	0.9 %
Fishing, boating, marinas	16	3.7 %
Golf courses	12	2.7 %
Inclusive playgrounds	7	1.6 %
Indoor fitness & wellness spaces	21	4.8 %
Indoor meeting spaces	3	0.7 %
Indoor sports courts or other indoor sporting facilities	6	1.4 %
Indoor swimming pools	16	3.7 %
Large community parks	12	2.7 %
Mountain biking trails	32	7.3 %
Natural surface walking & hiking trails	63	14.4 %
Nature center & associated trails	4	0.9 %
Outdoor event/performance stage	5	1.1 %
Outdoor hockey rink	1	0.2 %
Outdoor pickleball/tennis courts	3	0.7 %
Outdoor swimming pool	28	6.4 %
Paved connectivity trails for bikes & pedestrians	15	3.4 %
Picnic areas & park shelters	4	0.9 %
Playground areas	4	0.9 %
Rectangular sports fields (e.g., soccer, lacrosse, football)	2	0.5 %
Sand volleyball courts	6	1.4 %
Splash pads/interactive water play or features	6	1.4 %
None chosen	67	15.3 %
Total	437	100.0 %

Q13. Which FOUR items from the list in Question 12 are MOST IMPORTANT to your household?

<u>Q13. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
ADA accessible/inclusive play features & park structures	4	0.9 %
Archery range	3	0.7 %
Community Recreation Center (building/space)	9	2.1 %
Diamond sports fields (e.g., baseball, softball)	4	0.9 %
Disc golf courses	5	1.1 %
Dog parks	16	3.7 %
Equestrian trails & facilities	1	0.2 %
eSports/gaming space	1	0.2 %
Extreme sports (e.g., skate parks/pump tracks)	4	0.9 %
Fishing, boating, marinas	16	3.7 %
Golf courses	7	1.6 %
Inclusive playgrounds	3	0.7 %
Indoor fitness & wellness spaces	16	3.7 %
Indoor meeting spaces	9	2.1 %
Indoor sports courts or other indoor sporting facilities	4	0.9 %
Indoor swimming pools	29	6.6 %
Large community parks	15	3.4 %
Mountain biking trails	16	3.7 %
Natural surface walking & hiking trails	45	10.3 %
Nature center & associated trails	26	5.9 %
Outdoor basketball courts	2	0.5 %
Outdoor event/performance stage	16	3.7 %
Outdoor hockey rink	4	0.9 %
Outdoor pickleball/tennis courts	8	1.8 %
Outdoor swimming pool	19	4.3 %
Paved connectivity trails for bikes & pedestrians	27	6.2 %
Picnic areas & park shelters	12	2.7 %
Playground areas	6	1.4 %
Rectangular sports fields (e.g., soccer, lacrosse, football)	17	3.9 %
Sand volleyball courts	2	0.5 %
Splash pads/interactive water play or features	3	0.7 %
None chosen	88	20.1 %
Total	437	100.0 %

Q13. Which FOUR items from the list in Question 12 are MOST IMPORTANT to your household?

Q13. 3rd choice	Number	Percent
ADA accessible/inclusive play features & park structures	4	0.9 %
Archery range	4	0.9 %
Community Recreation Center (building/space)	13	3.0 %
Diamond sports fields (e.g., baseball, softball)	1	0.2 %
Disc golf courses	4	0.9 %
Dog parks	12	2.7 %
Equestrian trails & facilities	1	0.2 %
Extreme sports (e.g., skate parks/pump tracks)	6	1.4 %
Fishing, boating, marinas	16	3.7 %
Golf courses	9	2.1 %
Inclusive playgrounds	1	0.2 %
Indoor fitness & wellness spaces	18	4.1 %
Indoor meeting spaces	3	0.7 %
Indoor sports courts or other indoor sporting facilities	10	2.3 %
Indoor swimming pools	13	3.0 %
Large community parks	15	3.4 %
Mountain biking trails	5	1.1 %
Natural surface walking & hiking trails	38	8.7 %
Nature center & associated trails	26	5.9 %
Outdoor basketball courts	1	0.2 %
Outdoor event/performance stage	15	3.4 %
Outdoor hockey rink	1	0.2 %
Outdoor pickleball/tennis courts	7	1.6 %
Outdoor swimming pool	21	4.8 %
Paved connectivity trails for bikes & pedestrians	37	8.5 %
Picnic areas & park shelters	22	5.0 %
Playground areas	2	0.5 %
Rectangular sports fields (e.g., soccer, lacrosse, football)	3	0.7 %
Sand volleyball courts	4	0.9 %
Splash pads/interactive water play or features	13	3.0 %
None chosen	112	25.6 %
Total	437	100.0 %

Q13. Which FOUR items from the list in Question 12 are MOST IMPORTANT to your household?

<u>Q13. 4th choice</u>	<u>Number</u>	<u>Percent</u>
ADA accessible/inclusive play features & park structures	7	1.6 %
Archery range	4	0.9 %
Community Recreation Center (building/space)	14	3.2 %
Diamond sports fields (e.g., baseball, softball)	2	0.5 %
Disc golf courses	1	0.2 %
Dog parks	5	1.1 %
Equestrian trails & facilities	2	0.5 %
eSports/gaming space	1	0.2 %
Extreme sports (e.g., skate parks/pump tracks)	1	0.2 %
Fishing, boating, marinas	11	2.5 %
Golf courses	7	1.6 %
Inclusive playgrounds	5	1.1 %
Indoor fitness & wellness spaces	14	3.2 %
Indoor meeting spaces	5	1.1 %
Indoor sports courts or other indoor sporting facilities	5	1.1 %
Indoor swimming pools	13	3.0 %
Large community parks	26	5.9 %
Mountain biking trails	7	1.6 %
Natural surface walking & hiking trails	20	4.6 %
Nature center & associated trails	22	5.0 %
Outdoor basketball courts	1	0.2 %
Outdoor event/performance stage	13	3.0 %
Outdoor hockey rink	2	0.5 %
Outdoor pickleball/tennis courts	1	0.2 %
Outdoor swimming pool	14	3.2 %
Paved connectivity trails for bikes & pedestrians	21	4.8 %
Picnic areas & park shelters	24	5.5 %
Playground areas	7	1.6 %
Rectangular sports fields (e.g., soccer, lacrosse, football)	5	1.1 %
Sand volleyball courts	2	0.5 %
Splash pads/interactive water play or features	12	2.7 %
<u>None chosen</u>	<u>163</u>	<u>37.3 %</u>
Total	437	100.0 %

Q13. Which FOUR items from the list in Question 12 are MOST IMPORTANT to your household? (top 4)

Q13. Top choice	Number	Percent
ADA accessible/inclusive play features & park structures	26	5.9 %
Archery range	16	3.7 %
Community Recreation Center (building/space)	55	12.6 %
Diamond sports fields (e.g., baseball, softball)	35	8.0 %
Disc golf courses	17	3.9 %
Dog parks	58	13.3 %
Equestrian trails & facilities	7	1.6 %
eSports/gaming space	4	0.9 %
Extreme sports (e.g., skate parks/pump tracks)	15	3.4 %
Fishing, boating, marinas	59	13.5 %
Golf courses	35	8.0 %
Inclusive playgrounds	16	3.7 %
Indoor fitness & wellness spaces	69	15.8 %
Indoor meeting spaces	20	4.6 %
Indoor sports courts or other indoor sporting facilities	25	5.7 %
Indoor swimming pools	71	16.2 %
Large community parks	68	15.6 %
Mountain biking trails	60	13.7 %
Natural surface walking & hiking trails	166	38.0 %
Nature center & associated trails	78	17.8 %
Outdoor basketball courts	4	0.9 %
Outdoor event/performance stage	49	11.2 %
Outdoor hockey rink	8	1.8 %
Outdoor pickleball/tennis courts	19	4.3 %
Outdoor swimming pool	82	18.8 %
Paved connectivity trails for bikes & pedestrians	100	22.9 %
Picnic areas & park shelters	62	14.2 %
Playground areas	19	4.3 %
Rectangular sports fields (e.g., soccer, lacrosse, football)	27	6.2 %
Sand volleyball courts	14	3.2 %
Splash pads/interactive water play or features	34	7.8 %
None chosen	67	15.3 %
Total	1385	

Q14. Do you support the City of Prescott allowing e-bikes on Prescott trails?

Q14. Do you support City allowing eBikes on Prescott trails	Number	Percent
Yes	178	40.7 %
No	223	51.0 %
Not provided	36	8.2 %
Total	437	100.0 %

(WITHOUT "NOT PROVIDED")

Q14. Do you support the City of Prescott allowing e-bikes on Prescott trails? (without "not provided")

Q14. Do you support City allowing eBikes on Prescott trails	Number	Percent
Yes	178	44.4 %
No	223	55.6 %
Total	401	100.0 %

Q14a. If you indicated that you do support the City of Prescott allowing e-bikes on Prescott trails, please select the class types listed below that you are most supportive of.

<u>Q14a. Class types you are most supportive of</u>	<u>Number</u>	<u>Percent</u>
Class 1 eBike: Provides motor assistance only while pedaling & stops assisting at 20 mph	127	71.3 %
Class 2 eBike: Can be powered by a throttle (with or without pedaling) & stops assisting at 20 mph	61	34.3 %
Class 3 eBike: Provides motor assistance only while pedaling (no throttle) & stops assisting at 28 mph	32	18.0 %
Total	220	

Q15. If you had \$100, how would you allocate the funds among the parks and recreation categories listed below?

	<u>Mean</u>
Taking care of what we have-focusing on deferred maintenance & continued upkeep of the system	40.85
Expanding park opportunities by developing new park master plans or acquiring new land for park development	19.68
Expanding indoor recreation opportunities by constructing a new indoor recreation facility	13.03
Expand trail system & access to nature throughout the community	18.36
Expanding programming to offer a wider variety of opportunities	8.08

Q16. The following are some benefits that you and your household may receive from parks, trails, and recreation facilities and services. For each potential benefit, please indicate your level of agreement with the benefits being provided by parks, trails, and recreation facilities.

(N=437)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q16-1. Improves physical health & fitness	68.2%	22.9%	2.5%	0.5%	0.2%	5.7%
Q16-2. Helps reduce crime	23.3%	29.3%	26.1%	4.3%	2.1%	14.9%
Q16-3. Makes Prescott a more desirable place to live	64.5%	22.2%	6.9%	0.5%	0.9%	5.0%
Q16-4. Protects natural resources & the environment	56.3%	27.7%	8.7%	0.7%	0.5%	6.2%
Q16-5. Increases property values in City	41.4%	33.0%	15.1%	0.2%	1.4%	8.9%
Q16-6. Improves mental health & reduces stress	66.6%	21.3%	4.6%	0.5%	0.7%	6.4%
Q16-7. Increases opportunities for people of different cultures to interact	30.0%	30.2%	23.8%	3.4%	1.8%	10.8%
Q16-8. Helps attract new residents & businesses	32.5%	32.0%	20.6%	3.9%	0.9%	10.1%
Q16-9. Protects historical attributes of City	31.8%	34.1%	19.5%	2.3%	1.1%	11.2%
Q16-10. Preserves large areas of open space	54.7%	28.8%	7.3%	1.6%	0.5%	7.1%
Q16-11. Gives youth something to do in City	45.3%	33.2%	11.0%	1.4%	1.4%	7.8%

(WITHOUT "DON'T KNOW")

Q16. The following are some benefits that you and your household may receive from parks, trails, and recreation facilities and services. For each potential benefit, please indicate your level of agreement with the benefits being provided by parks, trails, and recreation facilities. (without "don't know")

(N=437)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q16-1. Improves physical health & fitness	72.3%	24.3%	2.7%	0.5%	0.2%
Q16-2. Helps reduce crime	27.4%	34.4%	30.6%	5.1%	2.4%
Q16-3. Makes Prescott a more desirable place to live	68.0%	23.4%	7.2%	0.5%	1.0%
Q16-4. Protects natural resources & the environment	60.0%	29.5%	9.3%	0.7%	0.5%
Q16-5. Increases property values in City	45.5%	36.2%	16.6%	0.3%	1.5%
Q16-6. Improves mental health & reduces stress	71.1%	22.7%	4.9%	0.5%	0.7%
Q16-7. Increases opportunities for people of different cultures to interact	33.6%	33.8%	26.7%	3.8%	2.1%
Q16-8. Helps attract new residents & businesses	36.1%	35.6%	22.9%	4.3%	1.0%
Q16-9. Protects historical attributes of City	35.8%	38.4%	21.9%	2.6%	1.3%
Q16-10. Preserves large areas of open space	58.9%	31.0%	7.9%	1.7%	0.5%
Q16-11. Gives youth something to do in City	49.1%	36.0%	11.9%	1.5%	1.5%

Q17. Which THREE of the potential benefits listed in Question 16 are most important to you and the members of your household?

Q17. Top choice	Number	Percent
Improves physical health & fitness	174	39.8 %
Helps reduce crime	6	1.4 %
Makes Prescott a more desirable place to live	42	9.6 %
Protects natural resources & the environment	52	11.9 %
Increases property values in City	7	1.6 %
Improves mental health & reduces stress	22	5.0 %
Increases opportunities for people of different cultures to interact	4	0.9 %
Helps attract new residents & businesses	2	0.5 %
Protects historical attributes of City	2	0.5 %
Preserves large areas of open space	29	6.6 %
Gives youth something to do in City	49	11.2 %
None chosen	48	11.0 %
Total	437	100.0 %

Q17. Which THREE of the potential benefits listed in Question 16 are most important to you and the members of your household?

Q17. 2nd choice	Number	Percent
Improves physical health & fitness	56	12.8 %
Helps reduce crime	10	2.3 %
Makes Prescott a more desirable place to live	55	12.6 %
Protects natural resources & the environment	74	16.9 %
Increases property values in City	14	3.2 %
Improves mental health & reduces stress	91	20.8 %
Increases opportunities for people of different cultures to interact	7	1.6 %
Helps attract new residents & businesses	4	0.9 %
Protects historical attributes of City	8	1.8 %
Preserves large areas of open space	46	10.5 %
Gives youth something to do in City	18	4.1 %
None chosen	54	12.4 %
Total	437	100.0 %

Q17. Which THREE of the potential benefits listed in Question 16 are most important to you and the members of your household?

Q17. 3rd choice	Number	Percent
Improves physical health & fitness	42	9.6 %
Helps reduce crime	7	1.6 %
Makes Prescott a more desirable place to live	49	11.2 %
Protects natural resources & the environment	46	10.5 %
Increases property values in City	24	5.5 %
Improves mental health & reduces stress	62	14.2 %
Increases opportunities for people of different cultures to interact	10	2.3 %
Helps attract new residents & businesses	7	1.6 %
Protects historical attributes of City	30	6.9 %
Preserves large areas of open space	48	11.0 %
Gives youth something to do in City	48	11.0 %
None chosen	64	14.6 %
Total	437	100.0 %

(SUM OF TOP 3 RESPONSES)**Q17. Which THREE of the potential benefits listed in Question 16 are most important to you and the members of your household? (top 3)**

Q17. Top choice	Number	Percent
Improves physical health & fitness	272	62.2 %
Helps reduce crime	23	5.3 %
Makes Prescott a more desirable place to live	146	33.4 %
Protects natural resources & the environment	172	39.4 %
Increases property values in City	45	10.3 %
Improves mental health & reduces stress	175	40.0 %
Increases opportunities for people of different cultures to interact	21	4.8 %
Helps attract new residents & businesses	13	3.0 %
Protects historical attributes of City	40	9.2 %
Preserves large areas of open space	123	28.1 %
Gives youth something to do in City	115	26.3 %
None chosen	48	11.0 %
Total	1193	

Q18. Please rate your level of satisfaction with the overall value that your household receives from parks, trails, and programs in the City of Prescott.

Q18. Your level of satisfaction with overall value your household receives from City parks, trails, & programs	Number	Percent
Very satisfied	129	29.5 %
Satisfied	188	43.0 %
Neutral	67	15.3 %
Dissatisfied	22	5.0 %
Very dissatisfied	7	1.6 %
Don't know	24	5.5 %
Total	437	100.0 %

(WITHOUT "DON'T KNOW")**Q18. Please rate your level of satisfaction with the overall value that your household receives from parks, trails, and programs in the City of Prescott. (without "don't know")**

Q18. Your level of satisfaction with overall value your household receives from City parks, trails, & programs	Number	Percent
Very satisfied	129	31.2 %
Satisfied	188	45.5 %
Neutral	67	16.2 %
Dissatisfied	22	5.3 %
Very dissatisfied	7	1.7 %
Total	413	100.0 %

Q19. What is your age?

Q19. Your age	Number	Percent
18-34	38	8.7 %
35-44	49	11.2 %
45-54	51	11.7 %
55-64	79	18.1 %
65+	220	50.3 %
Total	437	100.0 %

(WITHOUT "NOT PROVIDED")**Q19. What is your age? (without "not provided")**

Q19. Your age	Number	Percent
18-34	38	8.7 %
35-44	49	11.2 %
45-54	51	11.7 %
55-64	79	18.1 %
65+	220	50.3 %
Total	437	100.0 %

Q20. How many years have you lived in the City of Prescott?

Q20. How many years have you lived in City of Prescott	Number	Percent
0-5	92	21.1 %
6-10	91	20.8 %
11-15	50	11.4 %
16-20	32	7.3 %
21-30	76	17.4 %
31+	88	20.1 %
Not provided	8	1.8 %
Total	437	100.0 %

(WITHOUT "NOT PROVIDED")**Q20. How many years have you lived in the City of Prescott? (without "not provided")**

Q20. How many years have you lived in City of Prescott	Number	Percent
0-5	92	21.4 %
6-10	91	21.2 %
11-15	50	11.7 %
16-20	32	7.5 %
21-30	76	17.7 %
31+	88	20.5 %
Total	429	100.0 %

Q21. Which of the following best describes your race/ethnicity?

<u>Q21. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian or Asian Indian	12	2.7 %
Black or African American	3	0.7 %
American Indian or Alaska Native	4	0.9 %
White	370	84.7 %
Native Hawaiian or other Pacific Islander	2	0.5 %
Hispanic or Latino	46	10.5 %
Other	4	0.9 %
Total	441	

Q21-7. Self-describe your race/ethnicity:

<u>Q21-7. Self-describe your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Native Arizona Male	1	25.0 %
Mixed	1	25.0 %
Middle Eastern	1	25.0 %
German and Irish	1	25.0 %
Total	4	100.0 %

Q22. Your gender:

<u>Q22. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	211	48.3 %
Female	214	49.0 %
Not provided	12	2.7 %
Total	437	100.0 %

(WITHOUT "NOT PROVIDED")**Q22. Your gender: (without "not provided")**

<u>Q22. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	211	49.6 %
Female	214	50.4 %
Total	425	100.0 %



Open-Ended Responses

Open-Ended Question Responses

Q2b—“Other”: If your household has NOT visited any PARKS offered by the City of Prescott in the last year, please CHECK ALL of the following reasons why you did NOT visit.

- apathy
- Busy and health issues
- disabled
- Don't want to pay that much for parking for less than an hour or 2
- health
- health reasons
- I just do not get out much to go to parks.
- I'm just super busy.
- Injured
- Lack of interest
- no interest
- No particular reason, just haven't visited a park in the last year.
- No use currently
- Not our thing
- Not physically able to

Q3b—“Other”: If your household has NOT used any TRAILS offered by the City of Prescott in the last year, please CHECK ALL of the following reasons why you did NOT use them.

- apathy
- busy and illness
- disabled
- disabled
- Don't care for trails..
- Don't hike
- Fitness
- Haven't used them
- Health issues and busy
- Health reasons
- health reasons
- I do not enjoy hiking trails but many members of my extended family regularly use several of the trails and appreciate them. Parking has occasionally been an issue.
- I do not get out much any more on the trails. I am not able to walk much.
- I do not like having to fight for parking and pay for it. I would rather go elsewhere. Also, I have encountered unhoused people on the trail and it frightens me.
- I just don't enjoy hiking.
- Injured
- Just not interested, I guess
- My dog is not friendly to other dogs
- no interest

- no time
- not able to go
- Not favorite activity
- not physically able
- Physical issues
- Physical issues
- physical knees and hips
- physical problems
- Rattle snakes
- Trails are lame
- We are not active people.
- we exercise at a fitness center
- we have other interests.
- we hear how wonderful the trails are-but we have too many health issues
- We play tennis. Not interested in anything trail related.

Q6b—"Other": If your household has NOT participated in any parks and recreation PROGRAMS during the past year, please CHECK ALL of the following reasons why you have NOT participated.

- Currently no use
- do not get out much . Sometimes my daughter takes me to events. Kind of hard for me to walk around.
- elderly
- Encountered many Nasty Employees
- Evening and weekend adult programs would be nice. Most of what the City offers is daytime.
- Had knee replacement so limited use
- Haven't been interested.
- Health issues. We have done some geocache clean up events.
- health reasons
- husband is disabled
- I am busy
- I do not have children
- I hike the trails almost every day.
- I use the trails frequently, I don't normally participate in organized activities other than trail running or mountain bike racing.
- I would use the parks more if an animal pass were offered at a nominal cost.
- Injured
- just moved
- Just moved here
- just moved here so still making my way around
- Kids too young.
- lack of interest and stamina
- Lack of time
- Minimized activities due to our own health issues

- no ability to walk
- not diverse enough
- People are noisy. I like birding groups because they usually know they should be quiet. I like the outdoors and want to hear and see the natural world, not see and hear humans driving vehicles, houses obstructing views, private properties interrupting a hike or access to something I want to see (such as a bird, a sunset, a sunrise, some type of view) I would like to see massive areas turned into preserves. I love a guided walk to hear about native species and a variety of educational themes. I work full time so when I am off work, I am often resting. I have missed some great group hikes. Hiking alone is gratifying to me and often necessary since I seem to be out of sync with others.
- personal
- physical
- Physical issues
- physical-knees/hips
- Please bring back boxing
- Prescott Lakes pickleball club
- Scheduling conflicts and work.
- Time is an issue.
- too alcohol centered
- Too crowded
- We live here part time in the summer only. But activities related to kids under 10 we do with our grandkids in the summer

Q8—"Other": Need for Programs/Activities

- bikeways and paths
- bocci ball
- disabled/adaptive events
- Evening warm water exercise
- Fireworks July 4
- Hiking club
- Midnight movie night
- miniature golf course
- more mountain bike competitions besides Whiskey
- Off leash trails for dogs.
- programs for people 18-50
- Seems to be a wide variety of offerings - I just haven't been able to explore them because I just recently retired.
- shooting ranges
- soccer for adults
- Walking club
- We need a public swimming pool. We need road bike type bike paths
- WILDLIFE EDUCATION, LOCAL GARDENING
- Youth Boxing Program was Eliminated

- Youth sports facilities and space for kids.

Q12—"Other": Need for Facilities/Amenities

- bikeways in the city
- Discounted park pass for the disabled.
- Dog Park with natural grass, bike path
- Facilities for a wide variety of activities
- I spend 5 dollars to park at Watson every time. My money should pay to keep the water fountain working AT ALL TIMES so I don't die in the Arizona sun from heat exhaustion riding my bike around the lake.
- indoor events
- Lakes for boating fishing and swimming
- more dog parks
- Motorized sports
- Teen spaces
- The city would really benefit from the addition of an updated skatepark with a more modern/plaza style layout. Also, the city really needs to figure out a way to better support the rec roller skating community and roller derby league. The current situation is unsustainable and very under appreciated by the city.
- We need more opportunity for swimming lessons for our kids year round.
- Would love an outdoor pool!!
- Youth Boxing After School Free Program

8 Survey Instrument

Dear Prescott Resident,

We are a community surrounded by natural beauty, strong neighborhoods, and access to parks, trails, and recreation opportunities that support an active, connected lifestyle.

The City of Prescott is updating its 10-Year Parks and Recreation Master Plan, and **you** have been selected to help inform its future. Branded **Connecting People, Parks, and Possibilities**, the plan will guide decisions about parks, programs, trails, and facilities to ensure they meet community needs now and over the next decade.

Your Voice Matters

Your household is part of a representative sample of Prescott residents. The survey is being conducted by **ETC Institute**, an independent research firm, on behalf of the City. Your input will help identify priorities and guide future investments in the parks and recreation system.

How to Participate

- **Confidential:** Responses are confidential and reported in summary form
- **Time:** Approximately **10–15 minutes**

Mail: Return the enclosed survey in the postage-paid envelope within two weeks

Online: Visit [**PrescottParkSurvey.org**](https://PrescottParkSurvey.org)

Phone: Call **1-888-801-5368** to complete by phone

As a thank you, you may opt in at the end of the survey for a chance to win **one (1) \$500 prepaid Visa gift card**.

Questions? Contact ETC Institute Project Manager **Ryan Murray** at **913-254-4598** or [**ryan.murray@etcinstitute.com**](mailto:ryan.murray@etcinstitute.com).

Your participation will help ensure Prescott's parks and recreation system continues to serve the community effectively in the years ahead.

Sincerely,

Kristy Diaz-Trahan, Director

City of Prescott
Parks and Recreation Department



2026 Prescott Parks and Recreation Master Plan Survey

The City of Prescott would like your input to help determine parks and recreation priorities for our community as a part of our 10-year Parks and Recreation Master Plan. When you are finished, please return your survey in the enclosed postage-paid envelope. If you prefer, you can complete the survey online at PrescottParkSurvey.org. We appreciate and value your time. **To say thank you, at the end of the survey you will have a chance to opt in for a chance to win one (1) \$500 prepaid Visa gift card for fully completing your survey.**

1. Please complete this survey with all household members in mind. Counting yourself, how many people in your household are...

Under age 5: ____	Ages 15-19: ____	Ages 35-44: ____	Ages 65-79: ____
Ages 5-9: ____	Ages 20-24: ____	Ages 45-54: ____	Ages 80+: ____
Ages 10-14: ____	Ages 25-34: ____	Ages 55-64: ____	

2. Have you or any member of your household visited any City of Prescott PARKS in the last year?

____(1) Yes [Answer Q2a.] ____ (2) No [Go to Q2b.]

2a. How would you rate the overall quality of the PARKS offered by the City of Prescott that you and the members of your household have visited?

____(4) Excellent ____ (3) Good ____ (2) Fair ____ (1) Poor

2b. If your household has NOT visited any PARKS offered by the City of Prescott in the last year, please CHECK ALL of the following reasons why you did NOT visit.

____(01) Use other city, state, private facilities	____(08) Do not feel safe using parks
____(02) Too far from home	____(09) Lack of ADA accessibility
____(03) Not aware of park locations	____(10) Do not feel welcomed/accommodated
____(04) Parks are not well maintained	____(11) Lack of transportation
____(05) Old and outdated equipment in parks	____(12) Lack of restrooms
____(06) Lack of features we want to use	____(13) Language/cultural barriers/age barriers
____(07) Lack of parking to access parks	____(14) Other: _____

3. Have you or any member of your household used any City of Prescott TRAILS in the last year?

____(1) Yes [Answer Q3a.] ____ (2) No [Go to Q3b.]

3a. How would you rate the overall quality of the TRAILS offered by the City of Prescott that you and the members of your household have used?

____(4) Excellent ____ (3) Good ____ (2) Fair ____ (1) Poor

3b. If your household has NOT used any TRAILS offered by the City of Prescott in the last year, please CHECK ALL of the following reasons why you did NOT use them.

____(01) Use trails from other providers	____(08) Do not feel welcomed/accommodated
____(02) Trailheads too far from home	____(09) Lack of transportation
____(03) Not aware of trailheads	____(10) Lack of restrooms
____(04) Trails are not well maintained	____(11) Lack of places to sit or rest
____(05) Lack of parking at trailheads	____(12) Language/cultural barriers/age barriers
____(06) Do not feel safe on trails	____(13) Other: _____
____(07) Lack of ADA accessibility	

4. From the following list, please **CHECK ALL** the ways you currently learn or would like to learn about programs, activities, and events offered by the City of Prescott. *[Check ALL that apply.]*

- | | |
|---|---|
| ☐ (01) Signage at parks or facilities | ☐ (08) Promotions at special events |
| ☐ (02) Conversations with staff | ☐ (09) Activities guide |
| ☐ (03) Emails from the department | ☐ (10) Social media |
| ☐ (04) Flyers | ☐ (11) Website |
| ☐ (05) Friends and neighbors | ☐ (12) Neighborhood social media |
| ☐ (06) Handout materials at parks or recreation facilities | ☐ (13) Electronic communications such as e-newsletters/texts |
| ☐ (07) Newspaper and/or community publication | ☐ (14) Other: _____ |

5. Which **THREE** sources of communication listed in Question 4 do you **MOST PREFER** to receive information about the City of Prescott's programs, activities, and events? *[Write in your answers below using the numbers from the list in Question 4.]*

1st: _____ 2nd: _____ 3rd: _____

6. Have you or any member of your household participated in any City of Prescott **RECREATION PROGRAMS** in the past year?

☐ (1) Yes *[Answer Q6a.]* ☐ (2) No *[Go to Q6b.]*

- 6a. How would you rate the overall quality of the City of Prescott **RECREATION PROGRAMS** that you and the members of your household have participated in?

☐ (4) Excellent ☐ (3) Good ☐ (2) Fair ☐ (1) Poor

- 6b. If your household has **NOT** participated in any parks and recreation **PROGRAMS** during the past year, please **CHECK ALL** of the following reasons why you have **NOT** participated.

- | | |
|--|---|
| ☐ (01) I don't know what is offered | ☐ (11) Prefer virtual programming |
| ☐ (02) Use programs of other agencies | ☐ (12) Do not feel welcomed/accommodated |
| ☐ (03) Lack of quality instructors | ☐ (13) Program not offered |
| ☐ (04) Lack of quality programs | ☐ (14) Registration is difficult |
| ☐ (05) Prefer individual activities | ☐ (15) Lack of transportation |
| ☐ (06) Too far from home | ☐ (16) Too busy/not interested |
| ☐ (07) Program times are not convenient | ☐ (17) Language/cultural/age barriers |
| ☐ (08) Classes are full | ☐ (18) Parking issues |
| ☐ (09) Safety concerns | ☐ (19) Other: _____ |
| ☐ (10) Fees are too high/lack of financial assistance | |

7. As the City of Prescott explores additional program offerings, please **CHECK ALL** the program concepts listed below that you and/or the members of your household would like to participate in. *[Check ALL that apply.]*

Indoor Programming Types

- ☐ (01) Athletic skills clinics
☐ (02) Summer day camps and teen camps
☐ (03) Environmental education programs for schools
☐ (04) Group exercise and Zumba classes
☐ (05) Youth sport leagues
☐ (06) Cooking and healthy eating workshops
☐ (07) Youth and adult dance classes
 (hip-hop, ballet, line dancing)
☐ (08) Arts, pottery, and painting workshops
☐ (09) STEM/Robotics and coding for kids
☐ (10) Indoor toddler playtime programs
☐ (11) Adult sports leagues
 (basketball, volleyball, pickleball)

Outdoor Programming Types

- ☐ (12) Outdoor art in the park classes
☐ (13) Play days
☐ (14) Outdoor fitness bootcamps
☐ (15) Walking clubs
☐ (16) Guided nature hikes and birdwatching programs
☐ (17) Community gardening and composting workshops
☐ (18) Mountain biking and trail riding clinics
☐ (19) Outdoor yoga and meditation sessions
☐ (20) Archery programs
☐ (21) Outdoor pickleball and tennis lessons
☐ (22) Pop-Up Play Days in neighborhood parks
☐ (23) Outdoor photography and nature journaling
 workshops
☐ (24) Community disc golf leagues and tournaments
☐ (25) Bocci ball programs
☐ (26) Horseshoe programs

8. A variety of recreation programs and activities are listed below that are already offered in the community or may be offered in the future. Regardless of the provider, please indicate how well your needs for each program or activity are met on a scale of 4 to 1, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met" at all. If you do not have a need for one of the items listed, please circle "9" for "No Need."

Programs and Activities	Fully Met	Mostly Met	Partly Met	Not Met	No Need
01. 50 plus fitness, wellness and education programs	4	3	2	1	9
02. Adult fitness and wellness programs/senior programs	4	3	2	1	9
03. Archery programs	4	3	2	1	9
04. Before and after school programs	4	3	2	1	9
05. Canoeing/Kayaking/Stand-up paddle boarding rentals	4	3	2	1	9
06. Community events (concerts, festivals)	4	3	2	1	9
07. Competitive sports tournaments	4	3	2	1	9
08. Competitive swimming	4	3	2	1	9
09. Conservation and natural resources programs	4	3	2	1	9
10. Cultural heritage celebrations	4	3	2	1	9
11. Early childhood education programs	4	3	2	1	9
12. E-sports programs/leagues/tournaments	4	3	2	1	9
13. Family camping areas	4	3	2	1	9
14. Golf lessons and leagues	4	3	2	1	9
15. Mountain biking programs	4	3	2	1	9
16. Nature, outdoors and interpretive programs	4	3	2	1	9
17. Outdoor fitness programming (races, walks)	4	3	2	1	9
18. Pickleball leagues and tournaments	4	3	2	1	9
19. Public art programs	4	3	2	1	9
20. Summer camp programs	4	3	2	1	9
21. Volunteer opportunities	4	3	2	1	9
22. Youth art and performing arts programs	4	3	2	1	9
23. Youth environmental stewardship programs	4	3	2	1	9
24. Youth fitness and wellness programs	4	3	2	1	9
25. Other (explain):	4	3	2	1	9

9. Which **FOUR** items from the list in Question 8 are **MOST IMPORTANT** to your household? [Write in your answers below using the numbers from the list in Question 8, or circle "NONE."]

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

10. Please rate your satisfaction on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following trail services provided by the City of Prescott.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know / Not Applicable
01. Availability of natural or scenic trails	5	4	3	2	1	9
02. Availability of trailheads	5	4	3	2	1	9
03. Availability of parking	5	4	3	2	1	9
04. Quality of signage/maps/wayfinding on trails	5	4	3	2	1	9
05. Availability of shade and comfort amenities	5	4	3	2	1	9
06. Availability of restrooms along trails	5	4	3	2	1	9
07. Availability of safe crossings	5	4	3	2	1	9
08. Overall connectivity of the trail system (connecting you to places you want or need to go)	5	4	3	2	1	9
09. Overall feeling of safety on trails	5	4	3	2	1	9
10. Number of trails in the City	5	4	3	2	1	9
11. Variety of different types of trails (paved, unpaved, biking, BMX, etc.)	5	4	3	2	1	9

11. Which **THREE** items from the list in Question 10 should receive the **MOST EMPHASIS** over the next five years? [Write in your answers below using the numbers from the list in Question 10, or circle "NONE."]
- 1st: ____ 2nd: ____ 3rd: ____ NONE

- 12. A variety of recreation facilities and amenities are listed below that are already offered in the community or may be offered in the future. Regardless of the provider, please indicate how well your needs for each facility or amenity are met on a scale of 4 to 1, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met" at all. If you do not have a need for one of the items listed, please circle "9" for "No Need."**

Facilities and Amenities	Fully Met	Mostly Met	Partly Met	Not Met	No Need
01. ADA accessible/inclusive play features and park structures	4	3	2	1	9
02. Archery range	4	3	2	1	9
03. Community Recreation Center (building/space)	4	3	2	1	9
04. Diamond sports fields (e.g., baseball, softball)	4	3	2	1	9
05. Disc golf courses	4	3	2	1	9
06. Dog parks	4	3	2	1	9
07. Equestrian trails and facilities	4	3	2	1	9
08. Esports/gaming space	4	3	2	1	9
09. Extreme sports (e.g., skate parks/pump tracks)	4	3	2	1	9
10. Fishing, boating, marinas	4	3	2	1	9
11. Golf courses	4	3	2	1	9
12. Inclusive playgrounds	4	3	2	1	9
13. Indoor fitness and wellness spaces	4	3	2	1	9
14. Indoor meeting spaces	4	3	2	1	9
15. Indoor sports courts or other indoor sporting facilities	4	3	2	1	9
16. Indoor swimming pools	4	3	2	1	9
17. Large community parks	4	3	2	1	9
18. Mountain biking trails	4	3	2	1	9
19. Natural surface walking and hiking trails	4	3	2	1	9
20. Nature center and associated trails	4	3	2	1	9
21. Outdoor basketball courts	4	3	2	1	9
22. Outdoor event/performance stage	4	3	2	1	9
23. Outdoor hockey rink	4	3	2	1	9
24. Outdoor pickleball/tennis courts	4	3	2	1	9
25. Outdoor swimming pool	4	3	2	1	9
26. Paved connectivity trails for bikes and pedestrians	4	3	2	1	9
27. Picnic areas and park shelters	4	3	2	1	9
28. Playground areas	4	3	2	1	9
29. Rectangular sports fields (e.g., soccer, lacrosse, football)	4	3	2	1	9
30. Sand volleyball courts	4	3	2	1	9
31. Splash pads/interactive water play or features	4	3	2	1	9
32. Other (explain): _____	4	3	2	1	9

- 13. Which FOUR items from the list in Question 12 are MOST IMPORTANT to your household? [Write in your answers below using the numbers from the list in Question 12, or circle "NONE."]**

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

- 14. Do you support the City of Prescott allowing e-bikes on Prescott trails?**

____(1) Yes [Answer Q14a.] ____ (2) No [Go to Q15.]

- 14a. If you indicated that you do support the City of Prescott allowing e-bikes on Prescott trails, please select the class types listed below that you are most supportive of. [Check ALL that apply.]**

- ____ (1) Class 1 E-Bike: Provides motor assistance only while pedaling and stops assisting at 20 mph.
 ____ (2) Class 2 E-Bike: Can be powered by a throttle (with or without pedaling) and stops assisting at 20 mph.
 ____ (3) Class 3 E-Bike: Provides motor assistance only while pedaling (no throttle) and stops assisting at 28 mph.

15. If you had \$100, how would you allocate the funds among the parks and recreation categories listed below? [Please be sure your total adds up to \$100.]

\$_____ Taking care of what we have - focusing on deferred maintenance and continued upkeep of the system

\$_____ Expanding park opportunities by developing new park master plans or acquiring new land for park development

\$_____ Expanding indoor recreation opportunities by constructing a new indoor recreation facility

\$_____ Expand the trail system and access to nature throughout the community

\$_____ Expanding programming to offer a wider variety of opportunities

\$100 TOTAL

16. The following are some benefits that you and your household may receive from parks, trails, and recreation facilities and services. For each potential benefit, please indicate your level of agreement with the benefits being provided by parks, trails, and recreation facilities by circling the corresponding number.

	Parks, trails, education, culture and recreation facilities and services...	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
01.	Improves physical health and fitness	5	4	3	2	1	9
02.	Helps reduce crime	5	4	3	2	1	9
03.	Makes Prescott a more desirable place to live	5	4	3	2	1	9
04.	Protects natural resources and the environment	5	4	3	2	1	9
05.	Increases property values in the City	5	4	3	2	1	9
06.	Improves mental health and reduces stress	5	4	3	2	1	9
07.	Increases opportunities for people of different cultures to interact	5	4	3	2	1	9
08.	Helps attract new residents and businesses	5	4	3	2	1	9
09.	Protects historical attributes of the City	5	4	3	2	1	9
10.	Preserves large areas of open space	5	4	3	2	1	9
11.	Gives youth something to do in the City	5	4	3	2	1	9

17. Which THREE of the potential benefits listed in Question 16 are most important to you and the members of your household? [Write in your answers below using the numbers from the list in Question 16, or circle "NONE."]

1st: _____ 2nd: _____ 3rd: _____ NONE

18. Please rate your level of satisfaction with the overall value that your household receives from parks, trails, and programs in the City of Prescott.

____(5) Very satisfied ____ (3) Neutral ____ (1) Very dissatisfied

____(4) Satisfied ____ (2) Dissatisfied ____ (9) Don't know

DEMOGRAPHICS - To ensure that survey respondents accurately represent city residents, please provide the demographic information listed below.

19. What is your age? _____ years

20. How many years have you lived in the City of Prescott? _____ years

21. Which of the following best describes your race/ethnicity? [Check all that apply.]

____ (01) Asian or Asian Indian

____ (05) Native Hawaiian or other Pacific Islander

____ (02) Black or African American

____ (06) Hispanic or Latino

____ (03) American Indian or Alaska Native

____ (99) Other: _____

____ (04) White

22. Your gender: ____ (1) Male ____ (2) Female ____ (3) I prefer to self-identify: _____

- 23. DRAWING (OPTIONAL): Would you like to be entered into a drawing for a chance to receive one \$500 prepaid Visa gift card for fully completing this survey? [Limited to one per household, sent via email.]**

____(1) Yes [Answer Q23a.] ____ (2) No

23a. Please provide your contact information.

Name: _____ Phone Number: _____

Email Address: _____

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061.