



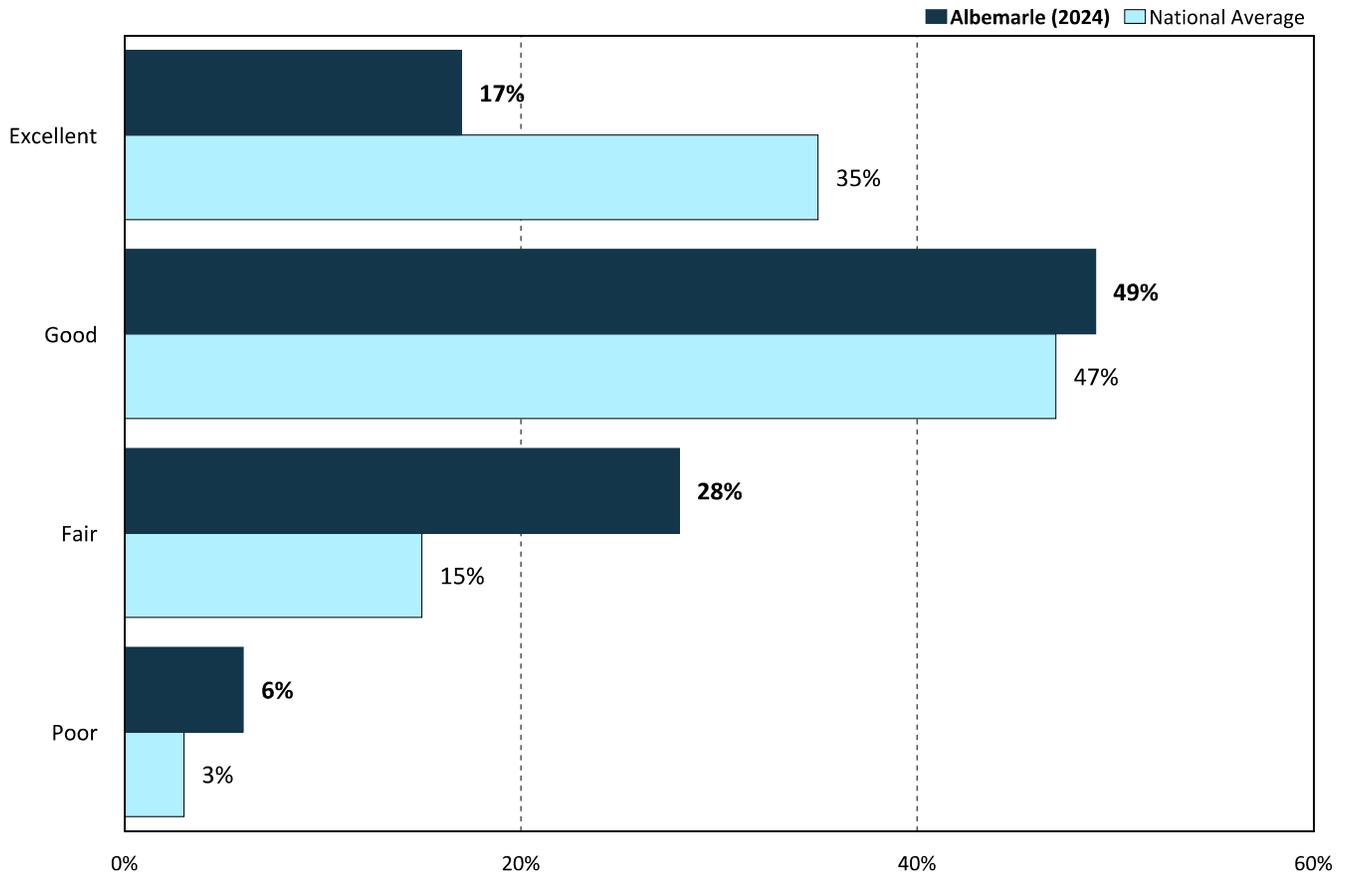
3 Benchmarks

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 Albemarle is not authorized without written consent from ETC Institute.

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

by % of respondents (excluding "not provided")

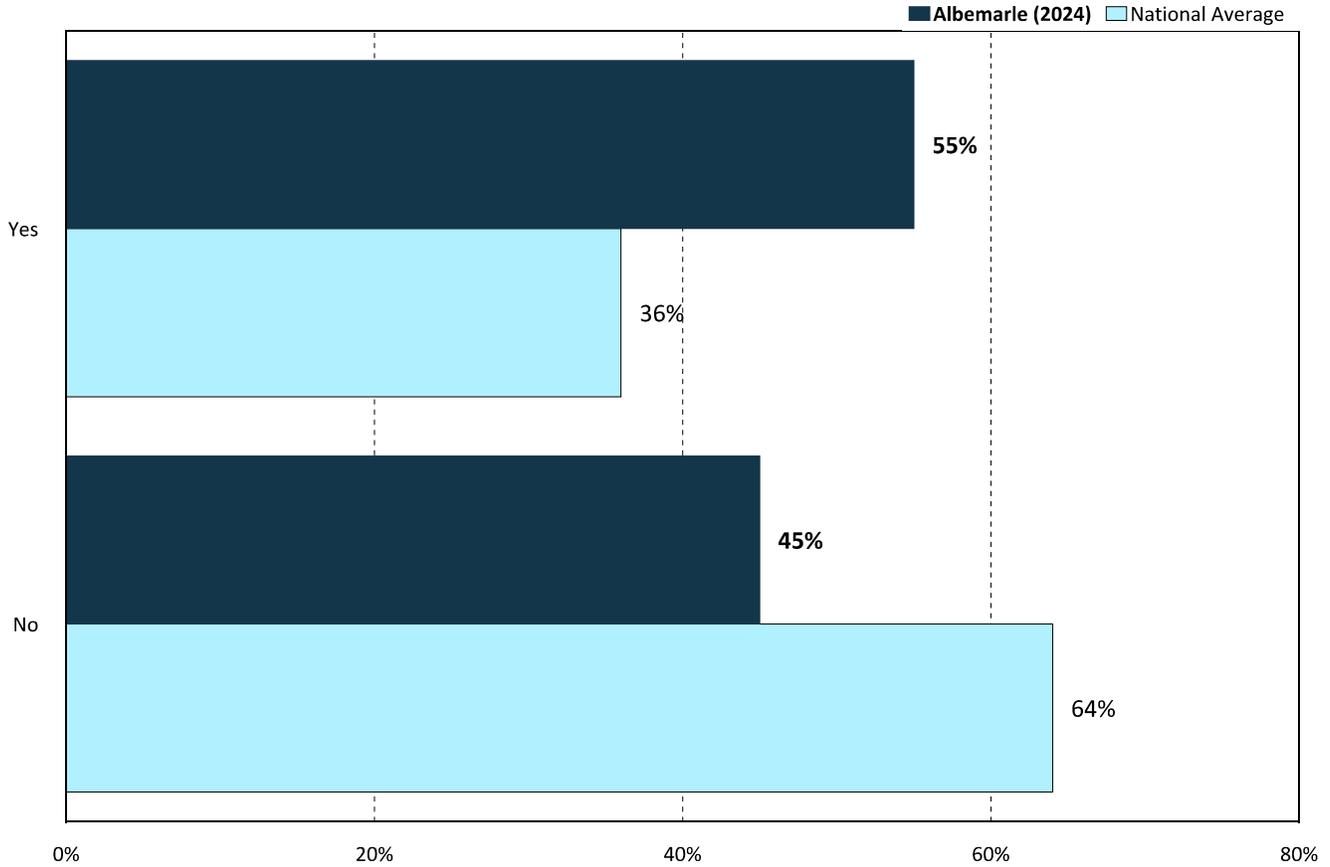


ETC Institute (2024)

48

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

by % of respondents

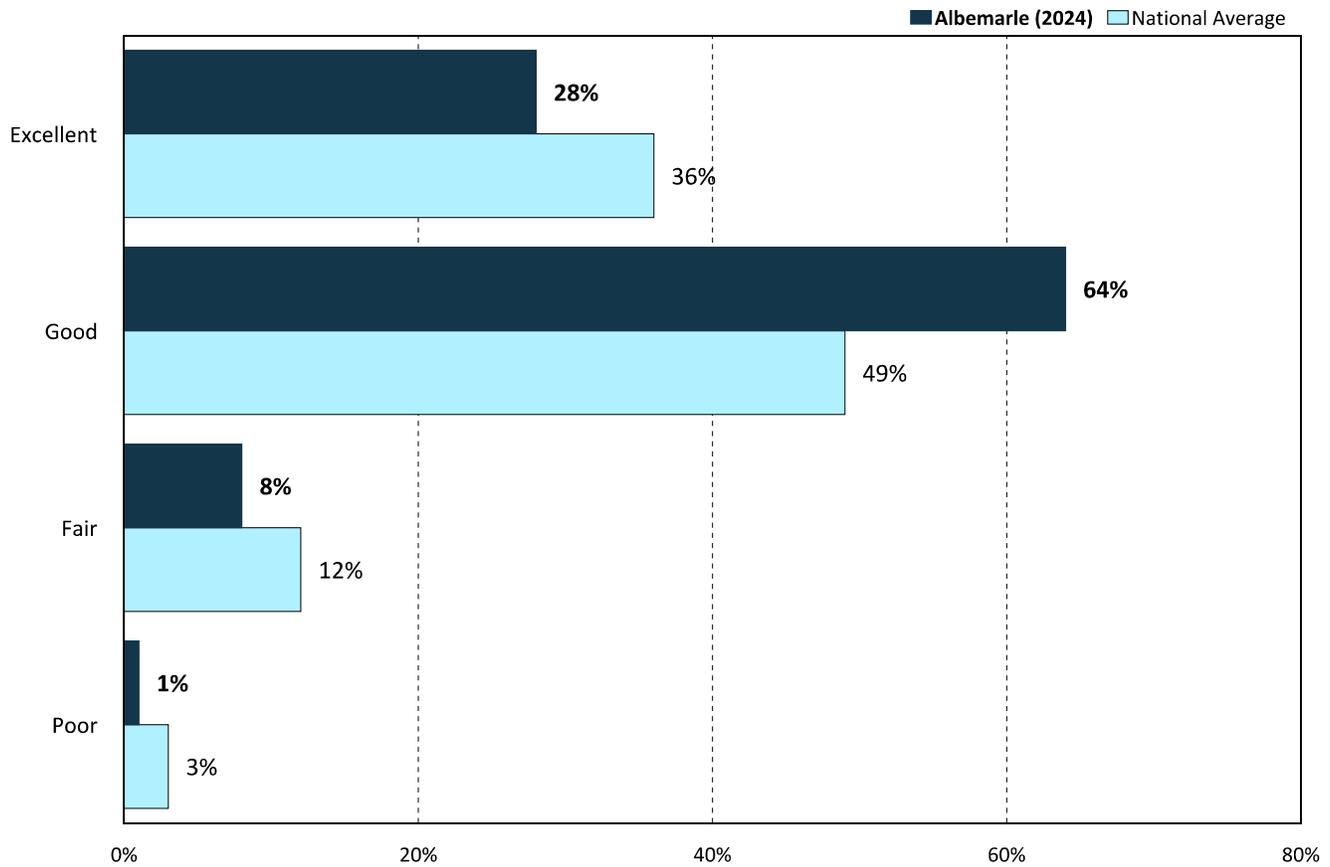


ETC Institute (2024)

49

Please rate the overall condition of all the recreation programs and events you/your households have visited over the past year.

by % of respondents

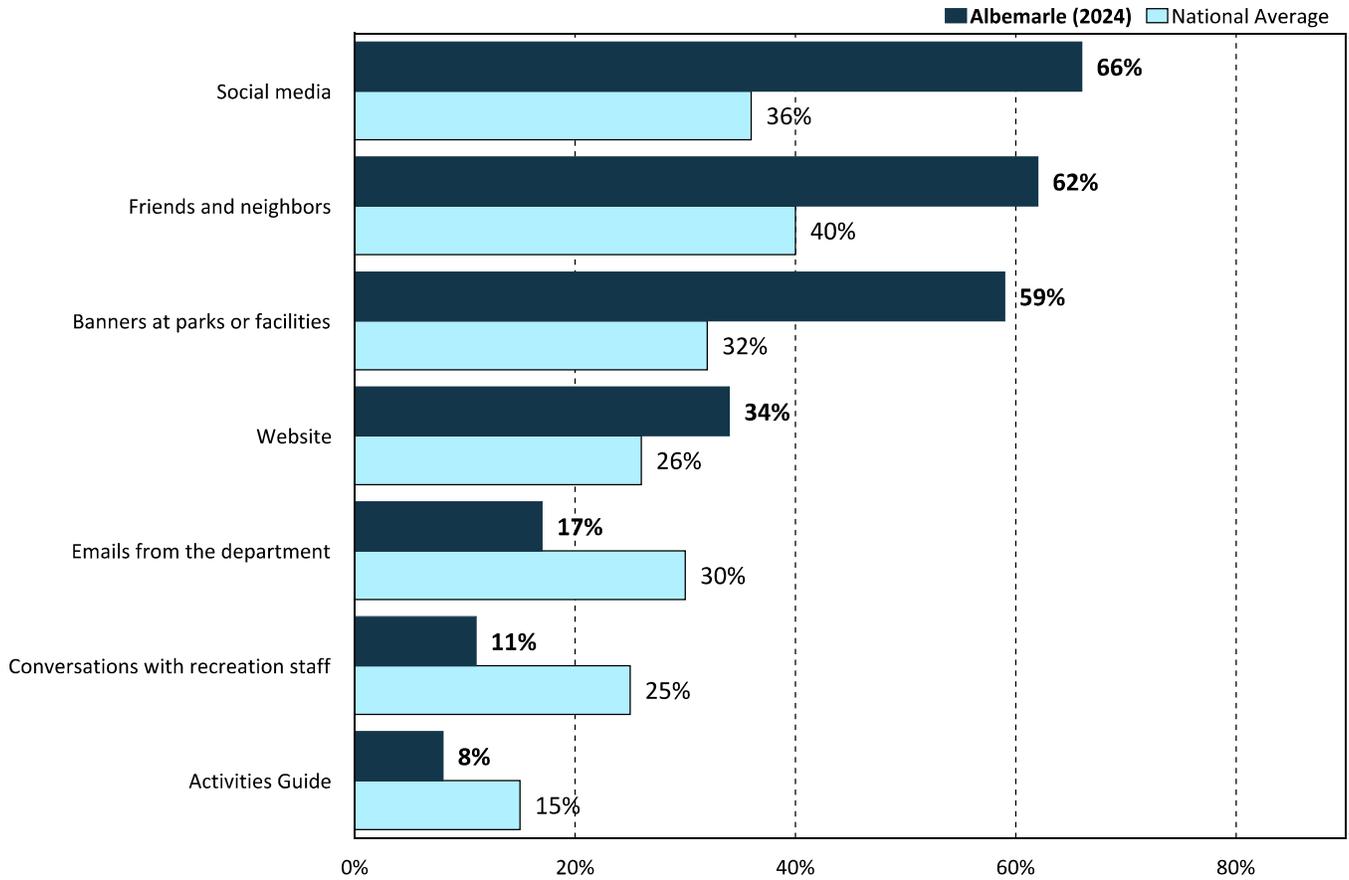


ETC Institute (2024)

50

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

by % of respondents (multiple selections could be made)



ETC Institute (2024)

51



4 Priority Investment Ratings

Priority Investment Rating (PIR)



Overview

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/programs residents think should receive the highest priority for investment. The Priority Investment Rating reflects the importance residents place on items (sum of top 4 choices) and the unmet needs (needs that are only being met 50% or less) 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/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, suppose 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:

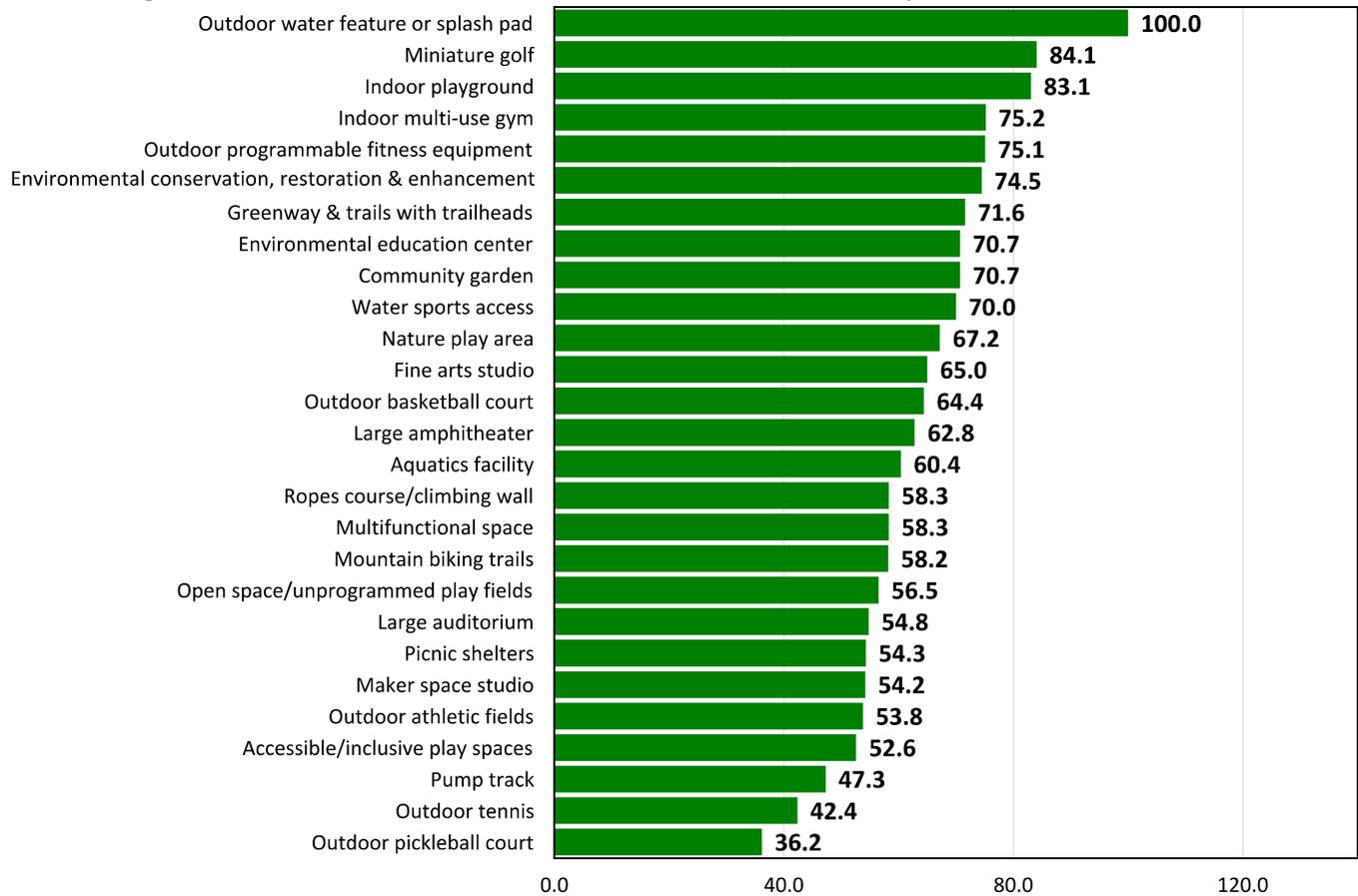
- High Priority Areas are those with a PIR of at least 110. A rating of 110 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact on the greatest number of households.
- Medium Priority Areas are those with a PIR of 70-109. 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.
- Lower Priority Areas are those with a PIR below 69. 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 Facilities/Amenities

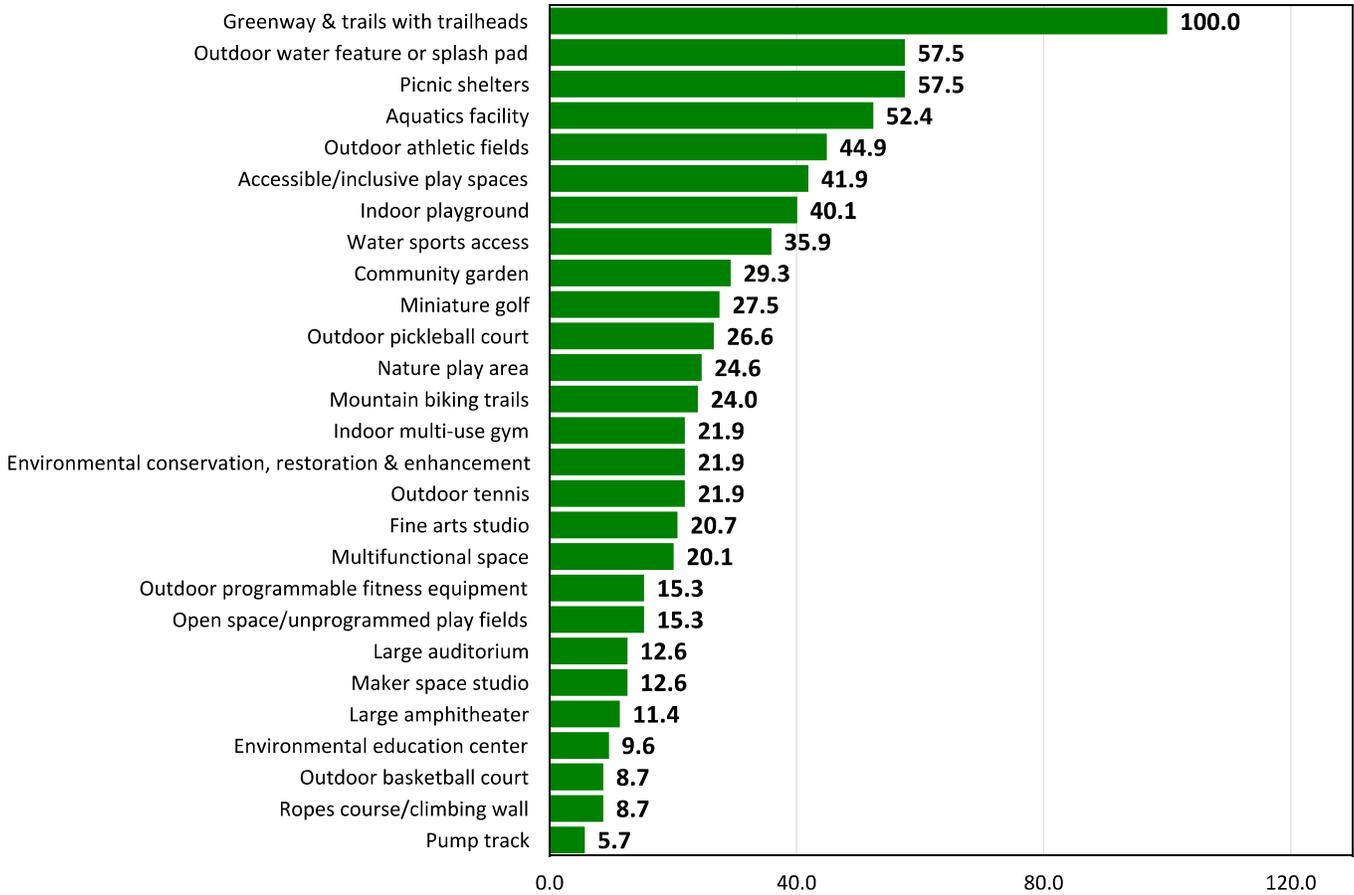
the rating for the item with the most unmet need=100

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

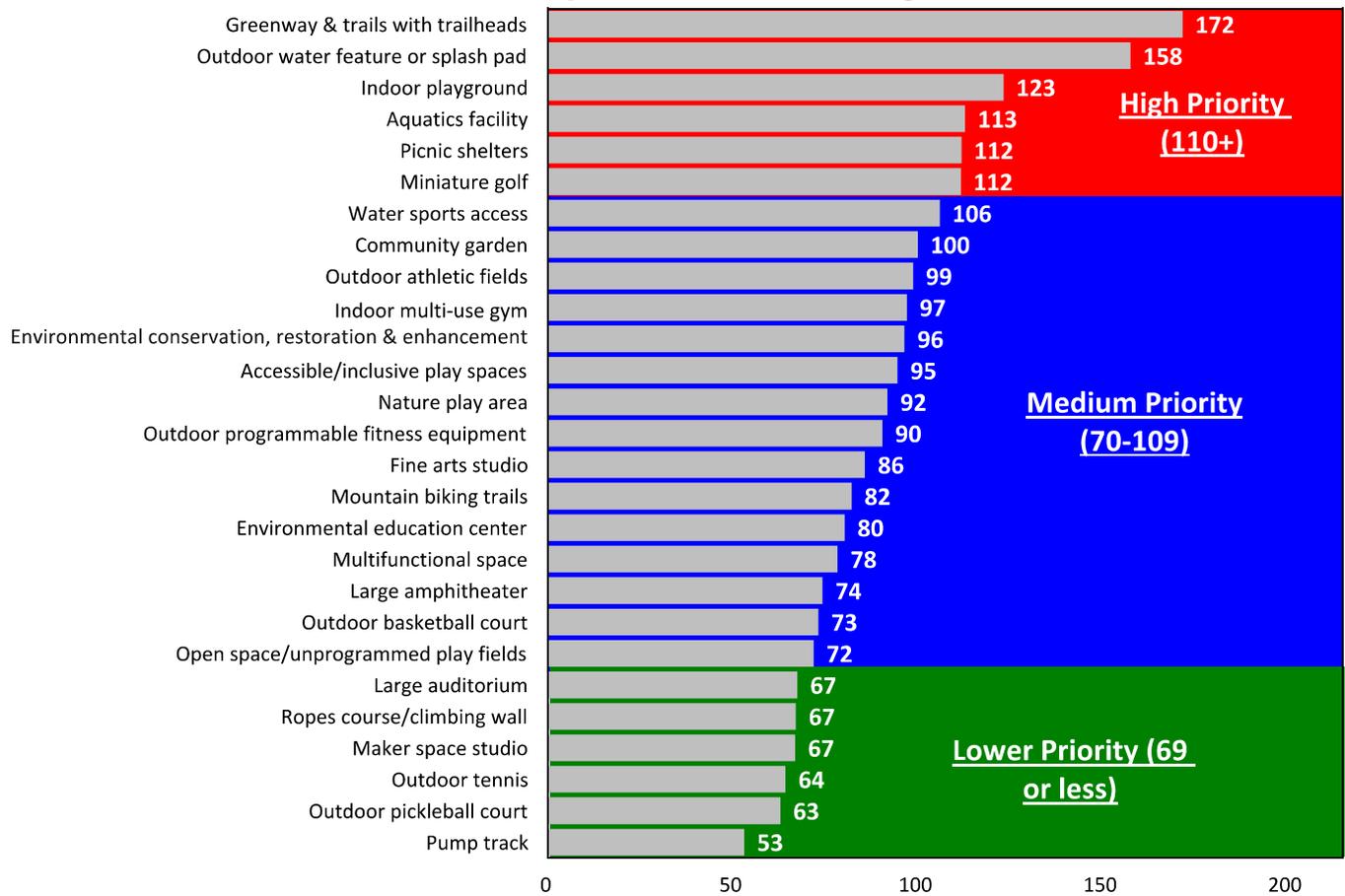


Importance Rating for Facilities/Amenities

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



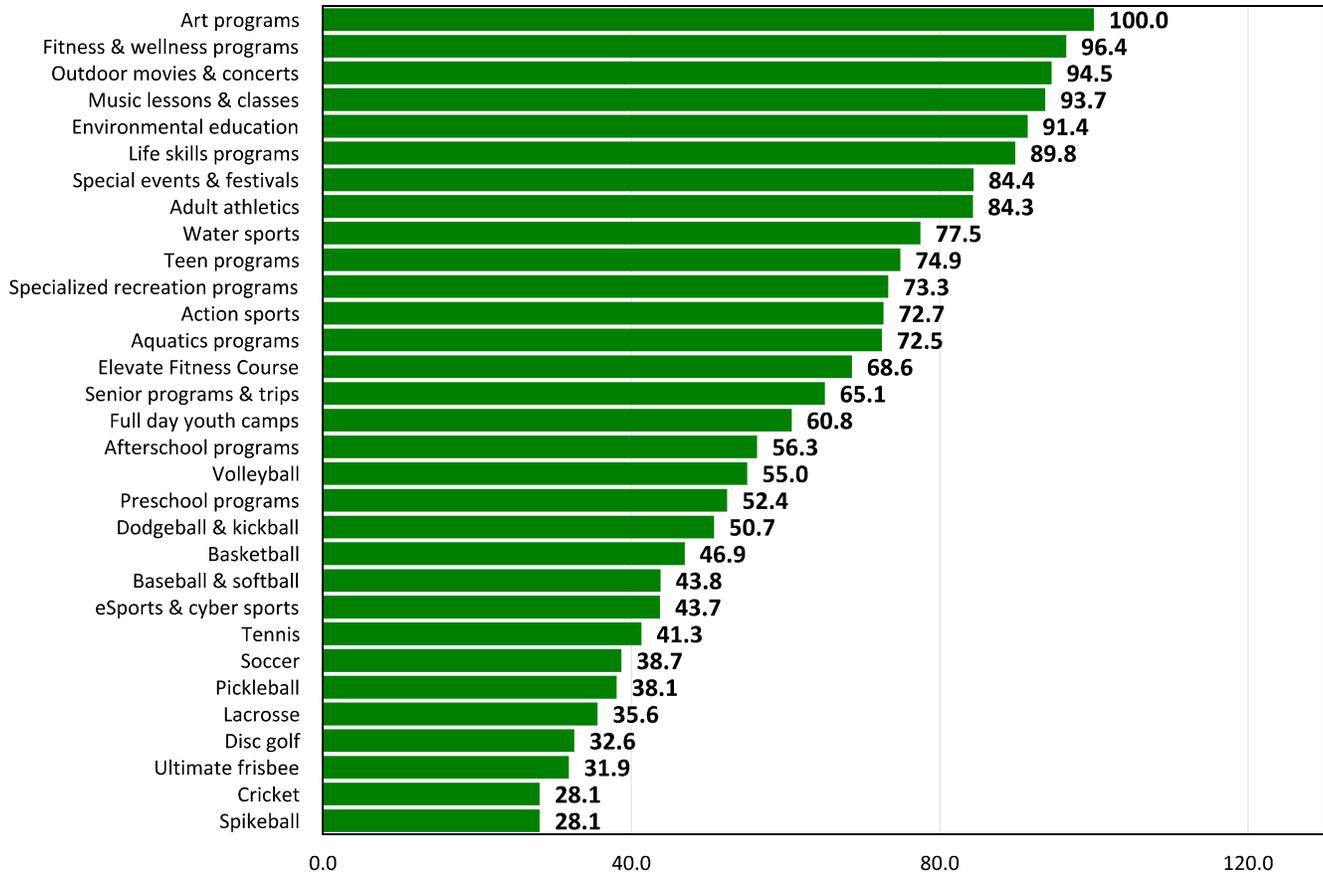
Top Priorities for Investment for Facilities/Amenities Based on Priority Investment Rating



Unmet Needs Rating for Programs/Activities

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

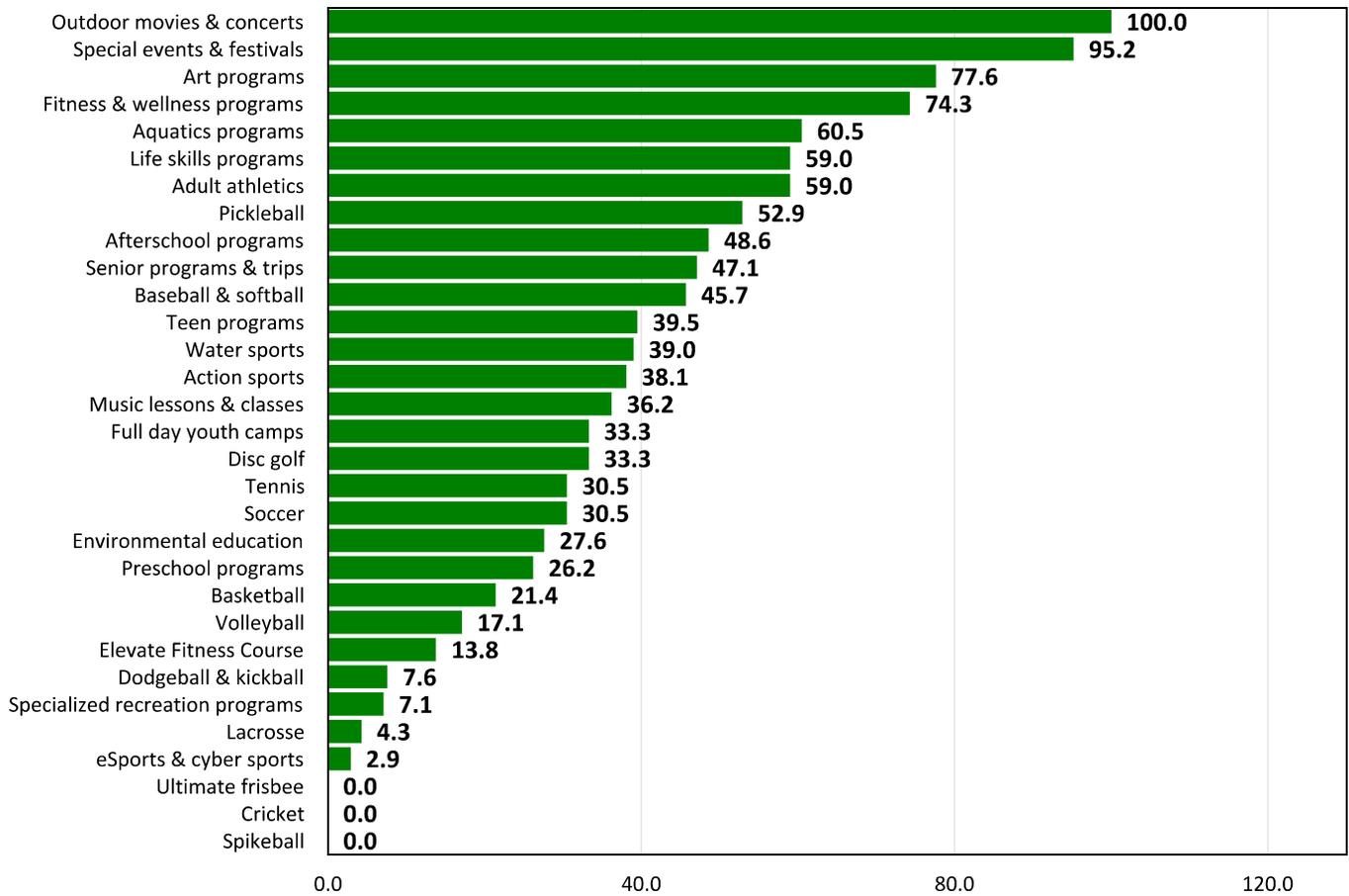
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



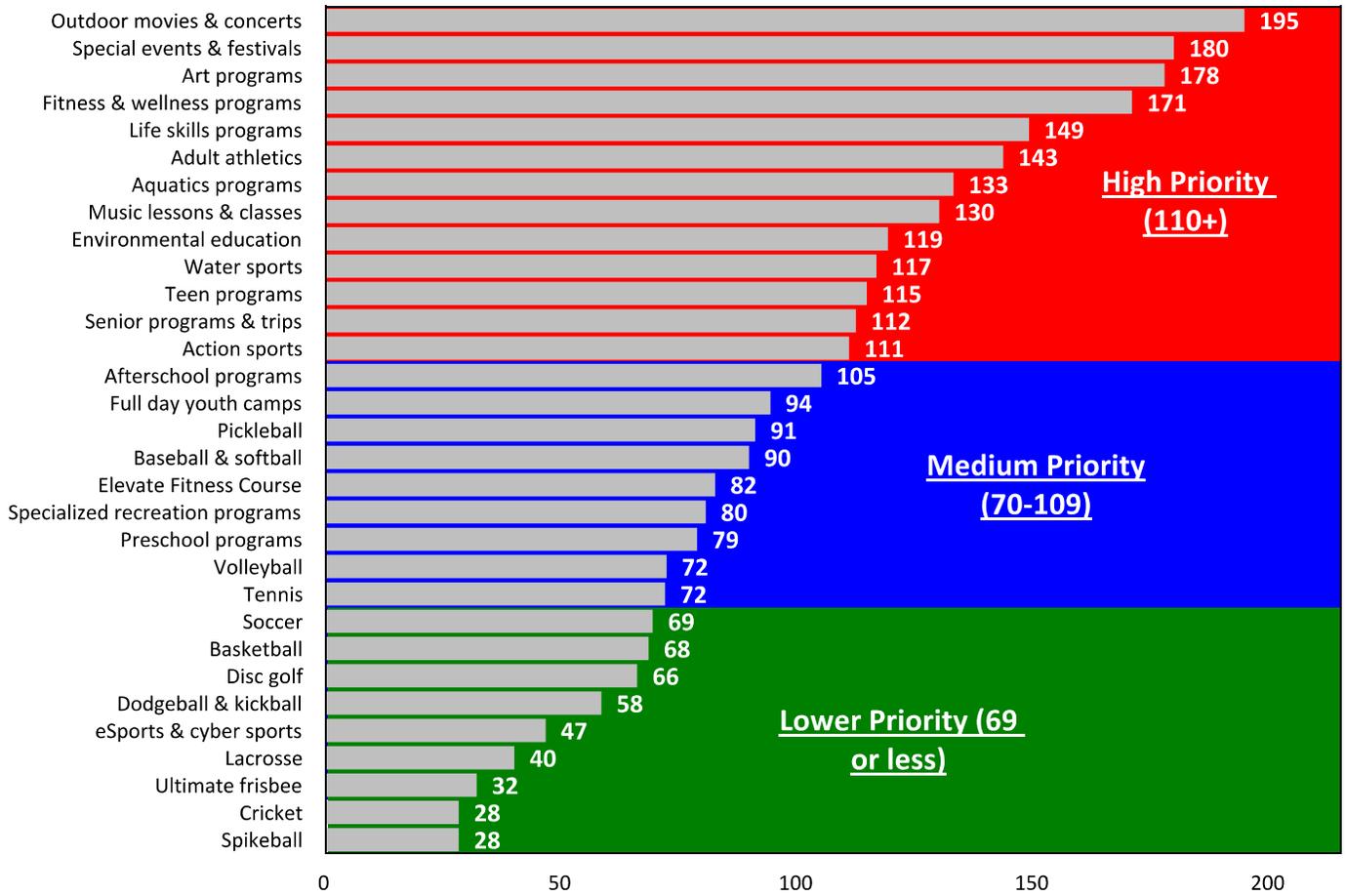
Importance Rating for Programs/Activities

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



A large graphic for section 5. It features a dark blue horizontal bar. On the left side of the bar, there is a white circle containing the number '5' in a dark blue font. To the right of the circle, the text 'Tabular Data' is written in a white, bold, sans-serif font.

5 Tabular Data

Q1. Please CHECK ALL of the parks or facilities offered by the City of Albemarle you or members of your household have used during the past 12 months.

Q1. All City parks or facilities your household members have used during past 12 months	Number	Percent
Albemarle Soccer Complex	56	17.8 %
City Lake Park	229	72.9 %
Hearne Park	10	3.2 %
Don Montgomery/Optimist Park	86	27.4 %
Chuck Morehead Park	191	60.8 %
Rock Creek Park	212	67.5 %
Downtown Walking Routes	124	39.5 %
Jesse F. Niven Community Center	22	7.0 %
EE Waddell Community Center	85	27.1 %
Albemarle Neighborhood Theatre	59	18.8 %
None	20	6.4 %
Total	1094	

WITHOUT NONE

Q1. Please CHECK ALL of the parks or facilities offered by the City of Albemarle you or members of your household have used during the past 12 months. (without "none")

Q1. All City parks or facilities your household members have used during past 12 months	Number	Percent
City Lake Park	229	77.9 %
Rock Creek Park	212	72.1 %
Chuck Morehead Park	191	65.0 %
Downtown Walking Routes	124	42.2 %
Don Montgomery/Optimist Park	86	29.3 %
EE Waddell Community Center	85	28.9 %
Albemarle Neighborhood Theatre	59	20.1 %
Albemarle Soccer Complex	56	19.0 %
Jesse F. Niven Community Center	22	7.5 %
Hearne Park	10	3.4 %
Total	1074	

Q1a. Which TWO of the parks listed in Question 1 do you and your household visit most often?

Q1a. Top choice	Number	Percent
Albemarle Soccer Complex	16	5.4 %
City Lake Park	98	33.3 %
Hearne Park	1	0.3 %
Don Montgomery/Optimist Park	15	5.1 %
Chuck Morehead Park	49	16.7 %
Rock Creek Park	64	21.8 %
Downtown Walking Routes	16	5.4 %
Jesse F. Niven Community Center	1	0.3 %
EE Waddell Community Center	21	7.1 %
Albemarle Neighborhood Theatre	9	3.1 %
None chosen	4	1.4 %
Total	294	100.0 %

Q1a. Which TWO of the parks listed in Question 1 do you and your household visit most often?

Q1a. 2nd choice	Number	Percent
Albemarle Soccer Complex	5	1.7 %
City Lake Park	64	21.8 %
Hearne Park	1	0.3 %
Don Montgomery/Optimist Park	19	6.5 %
Chuck Morehead Park	71	24.1 %
Rock Creek Park	55	18.7 %
Downtown Walking Routes	28	9.5 %
Jesse F. Niven Community Center	2	0.7 %
EE Waddell Community Center	19	6.5 %
Albemarle Neighborhood Theatre	4	1.4 %
None chosen	26	8.8 %
Total	294	100.0 %

SUM OF TOP 2 CHOICES**Q1a. Which TWO of the parks listed in Question 1 do you and your household visit most often? (top 2)**

Q1a. Top choice	Number	Percent
Albemarle Soccer Complex	21	7.1 %
City Lake Park	162	55.1 %
Hearne Park	2	0.7 %
Don Montgomery/Optimist Park	34	11.6 %
Chuck Morehead Park	120	40.8 %
Rock Creek Park	119	40.5 %
Downtown Walking Routes	44	15.0 %
Jesse F. Niven Community Center	3	1.0 %
EE Waddell Community Center	40	13.6 %
Albemarle Neighborhood Theatre	13	4.4 %
None chosen	4	1.4 %
Total	562	

Q1b. How would you rate the overall quality of all the parks or facilities offered by the City of Albemarle you or members of your household have used during the past 12 months?

Q1b. How would you rate overall quality of all parks or facilities your household members have used	Number	Percent
Excellent	50	17.0 %
Good	144	49.0 %
Fair	83	28.2 %
Poor	16	5.4 %
Not provided	1	0.3 %
Total	294	100.0 %

WITHOUT NOT PROVIDED**Q1b. How would you rate the overall quality of all the parks or facilities offered by the City of Albemarle you or members of your household have used during the past 12 months? (without "not provided")**

Q1b. How would you rate overall quality of all parks or facilities your household members have used	Number	Percent
Excellent	50	17.1 %
Good	144	49.1 %
Fair	83	28.3 %
Poor	16	5.5 %
Total	293	100.0 %

Q1c. In the past 12 months, approximately how often have you or members of your household visited any City of Albemarle parks or facilities?

Q1c. How often have your household members visited any City parks or facilities	Number	Percent
Daily	13	4.4 %
2-3 times a week	64	21.8 %
Once a week	44	15.0 %
A few times a month	98	33.3 %
Once a month	20	6.8 %
Every couple of months	51	17.3 %
Not provided	4	1.4 %
Total	294	100.0 %

WITHOUT NOT PROVIDED

Q1c. In the past 12 months, approximately how often have you or members of your household visited any City of Albemarle parks or facilities? (without "not provided")

Q1c. How often have your household members visited any City parks or facilities	Number	Percent
Daily	13	4.5 %
2-3 times a week	64	22.1 %
Once a week	44	15.2 %
A few times a month	98	33.8 %
Once a month	20	6.9 %
Every couple of months	51	17.6 %
Total	290	100.0 %

Q1d. What improvements or additions would you like to see made to the parks you and the members of your household visit most often?

- A clock that can be seen from the pool. Better lighting in pool change rooms.
- A dog park at City Lake would be nice.
- A dog park in City Lake would be great. And to keep the dog park in Chuck Morehead actually much better it's muddy.
- A golf course would be amazing. Updated activities, face lift of everything outdated or forgotten
- A skate park, BMX, rollerblading, scooter Park- a skate plaza for all outside sports, along with skating and boarding.
- A splash pad or water feature for younger children. Native plant gardens at the parks to offset carbon footprint, help pollinators, and increase biodiversity.
- Addition to the dog park areas, like a water source-it could run only during one months.
- Additional restroom facilities
- An entire basketball court at Chuck Morehead, and some benches close so we can watch our kids play.
- another restroom for the seniors who use the walking trail
- Baseball and soccer fields
- Baseball fields need to be available for practice if no games are being played.
- Bathroom maintenance is sometimes lacking. More equipment for younger kids to play and picnic areas.
- Bathrooms need cleaned
- Better bathrooms at ballpark of rock creek park
- Better lighting at night! Maintaining equipment!
- Better lighting for early/late walk
- Better lighting, cleaner restrooms
- Better Maintenance
- More Greenway
- Athletics complexes

- Better parking at Soccer complex. More seating. No medals for sports. Refs did not show up, backstop behind goals on hill are dangerous.
- Better playground equipment.
- Better playgrounds for the kids
- Better swings for the children
- Better walking and biking trails
- Better walking trails
- Better wheelchair accessibility
- Bike trails to as many parks as possible
- Chuck Morehead needs more picnic tables
- Chuck Morehead Park has the only tennis courts, and there are improvements to be made, lights, windscreens, and benches added, would be wonderful.
- Chuck Morehead Tennis courts have been neglected for years.
- City lake has been having dead fish that causes a smell
- City lake park need bushes trimmed. And more benches to sit and look at the water.
- City lake park needs the sidewalks replaced and the trails cleaned up and trees trimmed
- Clean the playgrounds and trails regularly.
- Clean up City Lake - too much growth in Lake
- Clean up trash and update playground
- Cleaner bathrooms a corn toss area
- Cleanliness of water and woods from litter
- Cleanliness, a new baseball field, more things to do at city lake park, stop the homeless from living at the parks.
- Clear out the dead fish in City Lake.
- Complete renovation of the Pickleball courts at Rock Creek Park.
- Concrete repaired around pool. Chairs to set in at pool.
- Continue for sure what you are doing.
- Continue to maintain.
- Earlier access for disabled seniors
- Extra patrols at City lake Park because of recent car thefts have everyone scared to go.
- fire ant control, more parking space, restrooms
- Fire ants, and yellowjackets need to be checked for and addressed on a regular basis.
- Fix the pickleball courts. The gaps and cracks are bad for playing and dangerous for tripping.
- GATING AROUND PONDS
- Horse seating
- I AHVE A SMALL CAR AND MY CAR SCRAPES THE SPEED BUMPS AND I HAVE TO GET SOMEONE TO DRIVE ME IN SO IT WONT TEAR UP MY CAR
- I believe a skate park needs to be added.
- I love our parks! The tennis courts at Chuck Morehead need to be cleaned. The hitting wall is warped and needs replacing.
- I wish there were a more convenient way to see kids play Soccer at Stanly Tech for seniors and people with handicapped.
- I would like to see cleaner. My husband and I picked up 60 pounds of trash at city park. A LOT of fishing string!
- I would like to see dog baggy stations along rock creek park trail and around the park.
I would like to see more plantings/flowers along the downtown walking trail, especially where it loops around toward the baseball fields, along 52 and up Old Salisbury Road.
- I would like to see new playgrounds and maybe a swing set in random places throughout the parks.
- I would like to see the Albemarle greenway finished. There are parts that are paved and a part that it simply ends abruptly.
- I would like to see the steep drop down yo the play equipment fixed.

- I would love camp sites added
- IM NOT A FREQUENT VISITOR OF THE PARKS, BUT IN THE PAST I HAVE BEEN AND MARVEL AT ABERMARLE'S ABILITY TO HAVE AND TO KEEP UP SO WELL SO MANY RECREATIONAL AREAS AND PARKS
- Improved bathrooms and shade options at rock creek pool
Splash pads and playground equipment
- Improved restroom facilities. Better control of fire ants.
- Improvement of pools at Rock Creek/all areas at and around EE Waddell Community center
- Increase in homeless and drug addicts since we moved to Albemarle in 2021
- Increase lightning, regular cleaning and maintenance, modernize the theater, create a safer environment and address the homeless issue.
- Keep drug dealers out. Restock fish.
- Keep Rock Creek baseball field unlocked. Can't use when it's locked. Taxes pay for parks, so we should be able to use them.
- KEEP UP THE UPKEEP-LOOKING GOOD
- Landscaping better maintained, fencing fixed or replaced
- Larger dog park
- Larger play grounds, skate rink
- Leveling of Rock Creek walking trail and either paving PR new crush and run. A few more trash cans might stop the lazy's from leaving trash on the benches.
- Maintain them. The lack of maintenance is pathetic.
- MAYBE RESTROOMS/WATER FOUNTAINS BUT I REALLY DONT WANT THE HOMELESS LIVING IN THOSE
- More activities for kids
- More areas to sit at City Lake; more picnic tables, ball court-basketball
- More benches and more picnic tables. Chuck Morehead Park needs to have walking paths.
- more benches on trails
- More community events, and things for all ages
- More continuous sidewalks on busy roads and more pedestrian crosswalks. Also more bathroom facilities
- More disc golf courses would be great! It's the fastest growing sport in the world and it brings a lot of people from all over the state to Albemarle.
- More diverse walking trails
Child friendly playgrounds
- More dog parks, more handicapped accessible areas and features. More trails
- More greenways downtown, updated equipment at parks. and signage. More activities for the city at the parks.
- More inclusive playgrounds for children with disabilities. More options like a splash pad. Communication boards at parks for children with disabilities.
- More kid friendly water activities during summer
- More lighting downtown for night walks
- More lit areas around the walking paths at the YMCA park and down 1st street.
- More outdoor activities. Better playground areas for kids. Maybe an area for special needs children.
- More parks like city lake
- More parks/green space. Less trash. Cleaner bathrooms
- More patrols through parks for safety reasons
- More paved greenways
- More picnic tables near barbecue areas; swimming pool open at night for seniors or adults, or mornings only
- More police presence would be good. I go less to Rock Creek because I do not feel safe.
- More police presence; homeless walking; make the Y more walkable.
- More shade. The city needs softball fields for girls travel teams. All surrounding counties and towns have them.
- More things to do there.
- MORE UNIQUE EXPERIENCES TO BRING PEOPLE IN FROM OTHER CITIES

- More walking trails
- Motorbike and walking trails
- Mountain biking trails and pump track/skate park
- Need more benches at City Lake, along the lake.
- Need more play ground equipment, more fish in lake and more picnic areas and to trim the edges of water to Fish better
- Newer equipment, splash pad, so we don't have to drive far to one.
- Newer playground equipment, additional walking trails (graveled or paved), biking trails (paved), splash pad.
- No homeless people. Rock Creek has a great path to walk and know the distance you've walked.
- None are needed
- Parking and soccer complex; better restrooms
- PICKLEBALL COURTS AT ROCK CREEK NEED TO BE RESURFACED BADLY
- Pickleball courts surface redone.
- Places to sit or rest
- Please keep the homeless out of parks and walking routes.
- Please make 3 Chuck Morehead courts for pickleball.
- Police monitoring, not allowing vehicle to be parked overnight at parks
- Police patrol
- Proper parking
- Clean Restrooms
- Maintained Equipment
- Maintained Landscape
- Rebuild RCP pickleball courts and possibly build additional ones at CLP
- Redo the trail markers at Rock creek park and add more trash cans or public dog poop bags dispensers.
- remove the graffiti and repair the damaged rock walls at the pool at Rock Creek. Add more picnic tables at Rock Creek.
- Repair, broken equipment, empty trash, add cameras for security
- Replaced dead trees
- Restrooms
- Restrooms and dog parks
- Rock creek park could be such a cute fun park especially for outdoor homeschooling if you would keep it up. Over there summer there was countless hornets nest near the baby play ground then the baby play was destroyed by older kids and just taken away. It needs more swings and just overall a better play area.
- Rock creek park play ground needs an overhaul in my opinion. Also pest control for mosquitos in the summer.
- Rock Creek to offer more activities for kids.
- Routine maintenance of EE Waddell
- Safety
- Safety, well maintained equipment, accessible equipment.
- Showers installed at EE Waddell Community center. Install outdoor basketball court around the city. Like Pamhurst Housing complex, around Albemarle, and near Walmart.
- Signage for location of restrooms, for visitors not familiar to the park. Maybe other areas of the park as well.
- SMOKING SHOULD BE ALLOWED IN PARKS. SMOKERS TAXES PAY FOR THE PARKS TOO
- So many people enjoy tennis. Schools also use courts for games. I wish they would revamp the tennis court and make shade/sitting area for players to rest during matches. It's so hot with zero shade during matches. Courts area also in bad shape.
- Soccer field, more parking, better playgrounds, more seatings with shade
- SPLASH PAD, green ways
- Splash pads, trains.
We need something like Village Park in Kannapolis
- Tennis courts need to be resurfaced and leveled with new and improved lights.

- Tennis courts resurfaced; Waddell open more for Pickleball
- The Albemarle Neighborhood Theatre is in severe need of updates, including updated technology to run lights and sound reliably, as well as a fresh coat of paint on many of the visible walls. The carpeted floors are fraying and the "historic" wooden seats are coming unbolting from the floors, creating an unsafe environment for patrons of the theatre. Rodents such as mice and cockroaches have also been seen as recent as last weekend (Nov. 1-3). The space is shared with Central Apartment residents who not only smoke inside the building, but have also been known to get unruly while patrons are enjoying a theatre performance, yelling profanities in the hallways and getting aggressive with volunteers.
- The EE Waddell Community Center is one of the most welcoming places I've ever been.
- THE FACILITIES AT ROCK CREEK PARK ARE OLD. LOTS OF STRANGE GOINGS ON AT THE AAA BUILDING WHEN NOT BEING USED FOR THEIR MEETINGS
- The Nivens center needs their light bulbs replaced. It's dark at night.
- The number one thing I need is a baby changing station. My older kids don't care about the parks; they're glued to their devices. However, my babies and younger ones are the ones always wanting to go. Can't stay long when they need a diaper change and there's no station. Second, splash pad for summer time. Third, clean and working water fountains. Lastly, we love attending park events like for Easter and summer Friday food trucks. Maybe consider doing a fall/winter/spring/summer festival thing?
- The parks need more parking badly. There need to be more parks established.
- The pickleball courts need to be resurfaced before someone gets hurt.
- the playground at city lake could use some improvements
- The playground equipment either needs to be updated, fixed, or replaced
- The walking path at Rock Creek could be better maintained. Maybe a new load of crushed fine rocks and trim the edge of the path more often towards the end of the trail.
- There needs to be trash cans throughout Don Montgomery Park as well as at least 1 working water fountain. The children's play area has been removed and NOT replaced with anything. It's RIDICULOUS. We can have a baseball team (Wampus Cats) play there and sell tickets, but we have NO children's play area or a water fountain!
- This city needs a skate park more than anything for skateboarders, BMX bikers, and scooter riders.
- Up keep basketball courts, and dog parks. Update playground equipment for smaller kids, splash pad, fishing/kayaking upgrades.
- Updated Pickleball Courts and additional courts
Additional trash receptacles
- Updated play equipment at rock creek
- Updated play equipment for kids & maybe a sandbox or nature play area
- Upgraded restrooms, better parking areas
- Upkeep of buildings, amenities, playgrounds, ballfields, etc. Update pool houses and press boxes at fields to today's standards. Albemarle parks, amenities, and facilities are dated.
- Vending machines, more access to working water fountains, repaint of paint, better lighting mainly for Chuck Morehead.
- Volleyball net fixed at Chuck Morehead
- Walking parks outside gym equipment with pretty flowers and shady trees.
- Walking trails that are not downtown. Trails in wooded areas.
- Walking trails that loop and don't cross busy/any roads.
- Walkway inside Don Montgomery baseball park
- Water aerobics classes
Concessions stand (pool)
Themed activities in addition to holidays

- We love the downtown walking routes and public parks. I often walk with my kids before playing at the park at YMCA. We also frequent Chuck Morehead, which seriously needs some fire ant killer by the way. However, I think it could be a good idea to install a few blue light phones, which can be found on many college campuses. With the new Pfeiffer Health Sciences building, a busy downtown, and people walking about, it’s important to allow someone to access emergency services immediately. It’s vital we keep safety in mind as our town grows and welcomes new residents, visitors, and passersby. So we can maintain a sense of security in the place we call home.
- What like for lights to come on for a little time in the evening at City Lake.
- Would love to have a dog park on or near the downtown area.
- Would love to see better care of the disk golf courses. I personally have spent time maintaining them with adga. Would be nice to have a warm up net at city lake park.

Q2. How do you most often access Albemarle greenways/parks?

Q2. How do you most often access Albemarle greenways/parks

	Number	Percent
Drive	220	70.1 %
Bike	7	2.2 %
Walk	61	19.4 %
Other	2	0.6 %
Not provided	24	7.6 %
Total	314	100.0 %

WITHOUT NOT PROVIDED

Q2. How do you most often access Albemarle greenways/parks? (without "not provided")

Q2. How do you most often access Albemarle greenways/parks

	Number	Percent
Drive	220	75.9 %
Bike	7	2.4 %
Walk	61	21.0 %
Other	2	0.7 %
Total	290	100.0 %

Q2-4. Other:

Q2-4. Other

	Number	Percent
Running	1	100.0 %
Total	1	100.0 %

Q3. In the past 12 months, have you or any members of your household participated in any programs or special events offered by the City of Albemarle?

Q3. Have your household members participated in any programs or special events offered by City in past 12 months

	Number	Percent
Yes	173	55.1 %
No	141	44.9 %
Total	314	100.0 %

Q3a. How would you rate the overall quality of programs or special events that you and members of your household have participated in?

Q3a. How would you rate overall quality of programs or special events	Number	Percent
Excellent	49	28.3 %
Good	110	63.6 %
Fair	13	7.5 %
Poor	1	0.6 %
Total	173	100.0 %

Q4. A variety of recreation facilities and amenities are listed below. 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=314)

	Fully met	Mostly met	Partly met	Not met	No need
Q4-1. Accessible/inclusive play spaces	18.8%	15.3%	21.3%	8.3%	36.3%
Q4-2. Aquatics facility (indoor/outdoor)	8.3%	19.7%	17.8%	16.2%	37.9%
Q4-3. Community garden	3.2%	6.7%	11.1%	28.7%	50.3%
Q4-4. Multifunctional space	12.1%	19.1%	17.5%	15.3%	36.0%
Q4-5. Environmental education center	4.8%	8.0%	16.2%	23.6%	47.5%
Q4-6. Environmental conservation, restoration & enhancement	5.1%	10.5%	18.8%	23.2%	42.4%
Q4-7. Fine arts studio	3.2%	6.4%	14.0%	22.6%	53.8%
Q4-8. Greenway & trails with trailheads	9.2%	28.3%	22.9%	17.5%	22.0%
Q4-9. Indoor multi-use gym	10.5%	10.5%	16.9%	25.5%	36.6%
Q4-10. Indoor playground	3.2%	3.5%	9.2%	37.6%	46.5%
Q4-11. Large amphitheater	10.2%	16.9%	20.1%	15.3%	37.6%
Q4-12. Large auditorium (400+ seating)	8.0%	9.2%	11.5%	19.4%	51.9%
Q4-13. Maker space studio	1.0%	3.5%	7.3%	23.2%	65.0%
Q4-14. Miniature golf	4.8%	5.7%	11.1%	36.3%	42.0%
Q4-15. Mountain biking trails	5.7%	11.1%	9.9%	22.9%	50.3%
Q4-16. Nature play area	9.2%	15.0%	15.9%	22.0%	37.9%
Q4-17. Open space/unprogrammed play fields	13.7%	22.0%	19.4%	12.4%	32.5%
Q4-18. Outdoor athletic fields	18.2%	20.7%	17.2%	13.1%	30.9%
Q4-19. Outdoor basketball court	7.6%	13.1%	21.7%	14.6%	43.0%
Q4-20. Outdoor pickleball court	19.1%	15.0%	10.8%	9.6%	45.5%
Q4-21. Outdoor programmable fitness equipment	3.8%	3.5%	10.5%	31.8%	50.3%
Q4-22. Outdoor tennis	12.1%	15.9%	13.7%	10.2%	48.1%
Q4-23. Outdoor water feature or splash pad	3.5%	2.5%	6.4%	50.0%	37.6%

Q4. A variety of recreation facilities and amenities are listed below. 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
Q4-24. Picnic shelters	21.7%	28.7%	24.5%	6.1%	19.1%
Q4-25. Pump track	2.9%	2.5%	8.9%	17.8%	67.8%
Q4-26. Ropes course/climbing wall	8.0%	9.9%	14.0%	18.8%	49.4%
Q4-27. Water sports access (canoe, kayaking, paddleboard)	8.9%	13.7%	19.7%	19.7%	37.9%
Q4-28. Other	1.0%	0.0%	1.0%	5.4%	92.7%

WITHOUT NO NEED

Q4. A variety of recreation facilities and amenities are listed below. 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=314)

	Fully met	Mostly met	Partly met	Not met
Q4-1. Accessible/inclusive play spaces	29.5%	24.0%	33.5%	13.0%
Q4-2. Aquatics facility (indoor/outdoor)	13.3%	31.8%	28.7%	26.2%
Q4-3. Community garden	6.4%	13.5%	22.4%	57.7%
Q4-4. Multifunctional space	18.9%	29.9%	27.4%	23.9%
Q4-5. Environmental education center	9.1%	15.2%	30.9%	44.8%
Q4-6. Environmental conservation, restoration & enhancement	8.8%	18.2%	32.6%	40.3%
Q4-7. Fine arts studio	6.9%	13.8%	30.3%	49.0%
Q4-8. Greenway & trails with trailheads	11.8%	36.3%	29.4%	22.4%
Q4-9. Indoor multi-use gym	16.6%	16.6%	26.6%	40.2%
Q4-10. Indoor playground	6.0%	6.5%	17.3%	70.2%
Q4-11. Large amphitheater	16.3%	27.0%	32.1%	24.5%
Q4-12. Large auditorium (400+ seating)	16.6%	19.2%	23.8%	40.4%
Q4-13. Maker space studio	2.7%	10.0%	20.9%	66.4%
Q4-14. Miniature golf	8.2%	9.9%	19.2%	62.6%
Q4-15. Mountain biking trails	11.5%	22.4%	19.9%	46.2%
Q4-16. Nature play area	14.9%	24.1%	25.6%	35.4%
Q4-17. Open space/unprogrammed play fields	20.3%	32.5%	28.8%	18.4%
Q4-18. Outdoor athletic fields	26.3%	30.0%	24.9%	18.9%
Q4-19. Outdoor basketball court	13.4%	22.9%	38.0%	25.7%
Q4-20. Outdoor pickleball court	35.1%	27.5%	19.9%	17.5%
Q4-21. Outdoor programmable fitness equipment	7.7%	7.1%	21.2%	64.1%
Q4-22. Outdoor tennis	23.3%	30.7%	26.4%	19.6%

WITHOUT NO NEED

Q4. A variety of recreation facilities and amenities are listed below. 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
Q4-23. Outdoor water feature or splash pad	5.6%	4.1%	10.2%	80.1%
Q4-24. Picnic shelters	26.8%	35.4%	30.3%	7.5%
Q4-25. Pump track	8.9%	7.9%	27.7%	55.4%
Q4-26. Ropes course/climbing wall	15.7%	19.5%	27.7%	37.1%
Q4-27. Water sports access (canoe, kayaking, paddleboard)	14.4%	22.1%	31.8%	31.8%
Q4-28. Other	13.0%	0.0%	13.0%	73.9%

Q4-28. Other

- Baseball fields. Keep them unlocked so I can practice with my child, or make a field with dirt open all the time.
- Bike paths
- Bike racks downtown
- Bowling, arcade, skating, indoor trampoline, laser tag
- Disc golf
- Dog parks.
- Dog parks-fenced in
- Entertainment
- FOOD TRUCK FRIDAY
- I would like to have more bike lanes connecting to shops and stores within the city limits.
- Is this just for the city of Albemarle? When I first moved to the area, I looked up parks and I looked for them. I was disappointed. It changed how I worked out. So I use City Lake Park. I have seen some positive changes.
- Large dog park
- MORE FUND FOR STANLEY NUTRITION SITES
- More indoor pools and farmers markets
- Mother’s room and changing diaper station
- Skate park
- Skate park/extreme sports Plaza
- SMOKING AREA
- Softball and baseball fields for tournaments.
- Update playground
- Waiting on the facility to house baseball, softball, soccer and other sports fields.
- Water aerobics outside pools
- We need an outdoor concert area in downtown and more greenways downtown.

Q5. Which FOUR of the facilities or amenities from the list in Question 4 are MOST IMPORTANT to your household?

<u>Q5. Top choice</u>	<u>Number</u>	<u>Percent</u>
Accessible/inclusive play spaces	22	7.0 %
Aquatics facility (indoor/outdoor)	27	8.6 %
Community garden	11	3.5 %
Multifunctional space	10	3.2 %
Environmental education center	1	0.3 %
Environmental conservation, restoration & enhancement	9	2.9 %
Fine arts studio	7	2.2 %
Greenway & trails with trailheads	49	15.6 %
Indoor multi-use gym	8	2.5 %
Indoor playground	10	3.2 %
Large amphitheater	2	0.6 %
Large auditorium (400+ seating)	3	1.0 %
Maker space studio	3	1.0 %
Miniature golf	7	2.2 %
Mountain biking trails	4	1.3 %
Nature play area	6	1.9 %
Open space/unprogrammed play fields	4	1.3 %
Outdoor athletic fields	15	4.8 %
Outdoor basketball court	3	1.0 %
Outdoor pickleball court	15	4.8 %
Outdoor programmable fitness equipment	5	1.6 %
Outdoor tennis	11	3.5 %
Outdoor water feature or splash pad	21	6.7 %
Picnic shelters	15	4.8 %
Pump track	3	1.0 %
Ropes course/climbing wall	2	0.6 %
Water sports access (canoe, kayaking, paddleboard)	12	3.8 %
<u>None chosen</u>	<u>29</u>	<u>9.2 %</u>
Total	314	100.0 %

Q5. Which FOUR of the facilities or amenities from the list in Question 4 are MOST IMPORTANT to your household?

<u>Q5. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Accessible/inclusive play spaces	13	4.1 %
Aquatics facility (indoor/outdoor)	15	4.8 %
Community garden	12	3.8 %
Multifunctional space	6	1.9 %
Environmental education center	3	1.0 %
Environmental conservation, restoration & enhancement	6	1.9 %
Fine arts studio	7	2.2 %
Greenway & trails with trailheads	33	10.5 %
Indoor multi-use gym	4	1.3 %
Indoor playground	13	4.1 %
Large amphitheater	6	1.9 %
Large auditorium (400+ seating)	6	1.9 %
Maker space studio	5	1.6 %
Miniature golf	8	2.5 %
Mountain biking trails	11	3.5 %
Nature play area	12	3.8 %
Open space/unprogrammed play fields	5	1.6 %
Outdoor athletic fields	19	6.1 %
Outdoor basketball court	2	0.6 %
Outdoor pickleball court	6	1.9 %
Outdoor programmable fitness equipment	7	2.2 %
Outdoor tennis	5	1.6 %
Outdoor water feature or splash pad	19	6.1 %
Picnic shelters	26	8.3 %
Pump track	2	0.6 %
Ropes course/climbing wall	3	1.0 %
Water sports access (canoe, kayaking, paddleboard)	13	4.1 %
<u>None chosen</u>	<u>47</u>	<u>15.0 %</u>
Total	314	100.0 %

Q5. Which FOUR of the facilities or amenities from the list in Question 4 are MOST IMPORTANT to your household?

Q5. 3rd choice	Number	Percent
Accessible/inclusive play spaces	9	2.9 %
Aquatics facility (indoor/outdoor)	13	4.1 %
Community garden	8	2.5 %
Multifunctional space	5	1.6 %
Environmental education center	6	1.9 %
Environmental conservation, restoration & enhancement	8	2.5 %
Fine arts studio	8	2.5 %
Greenway & trails with trailheads	23	7.3 %
Indoor multi-use gym	11	3.5 %
Indoor playground	19	6.1 %
Large amphitheater	4	1.3 %
Large auditorium (400+ seating)	4	1.3 %
Maker space studio	5	1.6 %
Miniature golf	14	4.5 %
Mountain biking trails	10	3.2 %
Nature play area	8	2.5 %
Open space/unprogrammed play fields	7	2.2 %
Outdoor athletic fields	13	4.1 %
Outdoor basketball court	4	1.3 %
Outdoor pickleball court	7	2.2 %
Outdoor programmable fitness equipment	4	1.3 %
Outdoor tennis	7	2.2 %
Outdoor water feature or splash pad	20	6.4 %
Picnic shelters	19	6.1 %
Pump track	1	0.3 %
Ropes course/climbing wall	4	1.3 %
Water sports access (canoe, kayaking, paddleboard)	13	4.1 %
None chosen	60	19.1 %
Total	314	100.0 %

Q5. Which FOUR of the facilities or amenities from the list in Question 4 are MOST IMPORTANT to your household?

Q5. 4th choice	Number	Percent
Accessible/inclusive play spaces	12	3.8 %
Aquatics facility (indoor/outdoor)	12	3.8 %
Community garden	7	2.2 %
Multifunctional space	14	4.5 %
Environmental education center	10	3.2 %
Environmental conservation, restoration & enhancement	2	0.6 %
Fine arts studio	2	0.6 %
Greenway & trails with trailheads	26	8.3 %
Indoor multi-use gym	8	2.5 %
Indoor playground	12	3.8 %
Large amphitheater	2	0.6 %
Large auditorium (400+ seating)	2	0.6 %
Miniature golf	6	1.9 %
Mountain biking trails	6	1.9 %
Nature play area	15	4.8 %
Open space/unprogrammed play fields	10	3.2 %
Outdoor athletic fields	4	1.3 %
Outdoor basketball court	7	2.2 %
Outdoor pickleball court	2	0.6 %
Outdoor programmable fitness equipment	4	1.3 %
Outdoor water feature or splash pad	16	5.1 %
Picnic shelters	14	4.5 %
Ropes course/climbing wall	3	1.0 %
Water sports access (canoe, kayaking, paddleboard)	17	5.4 %
None chosen	101	32.2 %
Total	314	100.0 %

SUM OF TOP 4 CHOICES**Q5. Which FOUR of the facilities or amenities from the list in Question 4 are MOST IMPORTANT to your household? (top 4)**

Q5. Top choice	Number	Percent
Accessible/inclusive play spaces	56	17.8 %
Aquatics facility (indoor/outdoor)	67	21.3 %
Community garden	38	12.1 %
Multifunctional space	35	11.1 %
Environmental education center	20	6.4 %
Environmental conservation, restoration & enhancement	25	8.0 %
Fine arts studio	24	7.6 %
Greenway & trails with trailheads	131	41.7 %
Indoor multi-use gym	31	9.9 %
Indoor playground	54	17.2 %
Large amphitheater	14	4.5 %
Large auditorium (400+ seating)	15	4.8 %
Maker space studio	13	4.1 %
Miniature golf	35	11.1 %
Mountain biking trails	31	9.9 %
Nature play area	41	13.1 %
Open space/unprogrammed play fields	26	8.3 %
Outdoor athletic fields	51	16.2 %
Outdoor basketball court	16	5.1 %
Outdoor pickleball court	30	9.6 %
Outdoor programmable fitness equipment	20	6.4 %
Outdoor tennis	23	7.3 %
Outdoor water feature or splash pad	76	24.2 %
Picnic shelters	74	23.6 %
Pump track	6	1.9 %
Ropes course/climbing wall	12	3.8 %
Water sports access (canoe, kayaking, paddleboard)	55	17.5 %
None chosen	29	9.2 %
Total	1048	

Q6. A variety of recreation programs and activities are listed below. 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=314)

	Fully met	Mostly met	Partly met	Not met	No need
Q6-1. Action sports (BMX, mountain biking, skateboarding)	1.0%	4.1%	9.9%	27.1%	58.0%
Q6-2. Adult athletics	6.4%	13.1%	23.2%	19.7%	37.6%
Q6-3. Afterschool programs	4.8%	9.9%	12.4%	16.2%	56.7%
Q6-4. Aquatics programs (swim lessons, fitness)	8.0%	14.6%	19.1%	17.8%	40.4%
Q6-5. Art programs (dance, painting, pottery, & performing arts)	4.5%	7.3%	21.0%	29.9%	37.3%
Q6-6. Baseball & softball	8.0%	16.6%	11.8%	10.5%	53.2%
Q6-7. Basketball	7.0%	14.0%	14.0%	9.9%	55.1%
Q6-8. Cricket	1.6%	1.6%	2.5%	11.8%	82.5%
Q6-9. Disc golf	13.4%	16.9%	8.6%	8.0%	53.2%
Q6-10. Dodgeball & kickball	3.5%	4.8%	7.0%	18.8%	65.9%
Q6-11. Elevate Fitness Course	2.5%	3.8%	8.9%	26.1%	58.6%
Q6-12. Environmental education	1.9%	2.9%	15.0%	31.5%	48.7%
Q6-13. eSports & cyber sports	0.6%	2.2%	5.4%	16.9%	74.8%
Q6-14. Fitness & wellness programs	4.5%	9.9%	24.2%	24.8%	36.6%
Q6-15. Full day youth camps (year-round)	2.9%	4.5%	9.6%	21.3%	61.8%
Q6-16. Lacrosse	0.6%	2.2%	2.9%	15.3%	79.0%
Q6-17. Life skills programs (cooking, budgeting)	1.9%	2.5%	10.8%	35.0%	49.7%
Q6-18. Music lessons & classes	2.2%	4.1%	10.5%	37.3%	45.9%
Q6-19. Outdoor movies & concerts	7.3%	16.6%	23.9%	24.2%	28.0%
Q6-20. Pickleball	16.2%	14.0%	9.2%	10.2%	50.3%
Q6-21. Preschool programs	4.1%	4.8%	12.1%	14.6%	64.3%
Q6-22. Senior programs & trips	4.5%	8.3%	15.6%	17.5%	54.1%

Q6. A variety of recreation programs and activities are listed below. 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
Q6-23. Soccer	12.4%	14.3%	10.5%	9.2%	53.5%
Q6-24. Special events & festivals	10.8%	22.9%	29.9%	13.1%	23.2%
Q6-25. Specialized recreation programs	6.1%	9.9%	19.1%	18.2%	46.8%
Q6-26. Spikeball	0.6%	2.9%	2.5%	11.8%	82.2%
Q6-27. Teen programs	1.9%	2.2%	9.9%	28.3%	57.6%
Q6-28. Tennis	9.9%	13.1%	11.8%	9.2%	56.1%
Q6-29. Ultimate frisbee	4.5%	7.0%	4.1%	12.1%	72.3%
Q6-30. Volleyball	5.1%	7.6%	10.2%	17.8%	59.2%
Q6-31. Water sports (paddleboard yoga, kayaking, sailing)	5.4%	11.5%	14.6%	24.8%	43.6%
Q6-32. Other	0.0%	0.3%	0.3%	2.2%	97.1%

WITHOUT NO NEED

Q6. A variety of recreation programs and activities are listed below. 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=314)

	Fully met	Mostly met	Partly met	Not met
Q6-1. Action sports (BMX, mountain biking, skateboarding)	2.3%	9.8%	23.5%	64.4%
Q6-2. Adult athletics	10.2%	20.9%	37.2%	31.6%
Q6-3. Afterschool programs	11.0%	22.8%	28.7%	37.5%
Q6-4. Aquatics programs (swim lessons, fitness)	13.4%	24.6%	32.1%	29.9%
Q6-5. Art programs (dance, painting, pottery, & performing arts)	7.1%	11.7%	33.5%	47.7%
Q6-6. Baseball & softball	17.0%	35.4%	25.2%	22.4%
Q6-7. Basketball	15.6%	31.2%	31.2%	22.0%
Q6-8. Cricket	9.1%	9.1%	14.5%	67.3%
Q6-9. Disc golf	28.6%	36.1%	18.4%	17.0%
Q6-10. Dodgeball & kickball	10.3%	14.0%	20.6%	55.1%
Q6-11. Elevate Fitness Course	6.2%	9.2%	21.5%	63.1%
Q6-12. Environmental education	3.7%	5.6%	29.2%	61.5%
Q6-13. eSports & cyber sports	2.5%	8.9%	21.5%	67.1%
Q6-14. Fitness & wellness programs	7.0%	15.6%	38.2%	39.2%
Q6-15. Full day youth camps (year-round)	7.5%	11.7%	25.0%	55.8%
Q6-16. Lacrosse	3.0%	10.6%	13.6%	72.7%
Q6-17. Life skills programs (cooking, budgeting)	3.8%	5.1%	21.5%	69.6%
Q6-18. Music lessons & classes	4.1%	7.6%	19.4%	68.8%
Q6-19. Outdoor movies & concerts	10.2%	23.0%	33.2%	33.6%
Q6-20. Pickleball	32.7%	28.2%	18.6%	20.5%
Q6-21. Preschool programs	11.6%	13.4%	33.9%	41.1%

WITHOUT NO NEED

Q6. A variety of recreation programs and activities are listed below. 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
Q6-22. Senior programs & trips	9.7%	18.1%	34.0%	38.2%
Q6-23. Soccer	26.7%	30.8%	22.6%	19.9%
Q6-24. Special events & festivals	14.1%	29.9%	39.0%	17.0%
Q6-25. Specialized recreation programs	11.4%	18.6%	35.9%	34.1%
Q6-26. Spikeball	3.6%	16.1%	14.3%	66.1%
Q6-27. Teen programs	4.5%	5.3%	23.3%	66.9%
Q6-28. Tennis	22.5%	29.7%	26.8%	21.0%
Q6-29. Ultimate frisbee	16.1%	25.3%	14.9%	43.7%
Q6-30. Volleyball	12.5%	18.8%	25.0%	43.8%
Q6-31. Water sports (paddleboard yoga, kayaking, sailing)	9.6%	20.3%	26.0%	44.1%
Q6-32. Other	0.0%	11.1%	11.1%	77.8%

Q6-32. Other

- Dance line
- Dog park
- Extreme sports Plaza
- FULL DAY PROGRAMS FOR ADULTS
- I'd like to see more dog park areas. Also a better line up for Food Truck Friday. Kannapolis gets better bands by a long stretch.
- More walking trails
- SMOKING AREA
- Softball fields for girls.
- Young girls activities, 5 to 10-year-olds

Q7. Which FOUR of the programs or activities listed in Question 6 do you think are MOST IMPORTANT to your household?

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Action sports (BMX, mountain biking, skateboarding)	15	4.8 %
Adult athletics	18	5.7 %
Afterschool programs	15	4.8 %
Aquatics programs (swim lessons, fitness)	20	6.4 %
Art programs (dance, painting, pottery, & performing arts)	22	7.0 %
Baseball & softball	15	4.8 %
Basketball	3	1.0 %
Disc golf	9	2.9 %
Elevate Fitness Course	4	1.3 %
Environmental education	4	1.3 %
eSports & cyber sports	1	0.3 %
Fitness & wellness programs	12	3.8 %
Full day youth camps (year-round)	3	1.0 %
Life skills programs (cooking, budgeting)	10	3.2 %
Music lessons & classes	4	1.3 %
Outdoor movies & concerts	18	5.7 %
Pickleball	18	5.7 %
Preschool programs	9	2.9 %
Senior programs & trips	6	1.9 %
Soccer	10	3.2 %
Special events & festivals	12	3.8 %
Specialized recreation programs	1	0.3 %
Teen programs	11	3.5 %
Tennis	12	3.8 %
Volleyball	3	1.0 %
Water sports (paddleboard yoga, kayaking, sailing)	8	2.5 %
<u>None chosen</u>	<u>51</u>	<u>16.2 %</u>
Total	314	100.0 %

Q7. Which FOUR of the programs or activities listed in Question 6 do you think are MOST IMPORTANT to your household?

<u>Q7. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Action sports (BMX, mountain biking, skateboarding)	6	1.9 %
Adult athletics	12	3.8 %
Afterschool programs	6	1.9 %
Aquatics programs (swim lessons, fitness)	13	4.1 %
Art programs (dance, painting, pottery, & performing arts)	20	6.4 %
Baseball & softball	9	2.9 %
Basketball	6	1.9 %
Disc golf	8	2.5 %
Dodgeball & kickball	2	0.6 %
Elevate Fitness Course	3	1.0 %
Environmental education	9	2.9 %
eSports & cyber sports	1	0.3 %
Fitness & wellness programs	14	4.5 %
Full day youth camps (year-round)	11	3.5 %
Lacrosse	1	0.3 %
Life skills programs (cooking, budgeting)	13	4.1 %
Music lessons & classes	8	2.5 %
Outdoor movies & concerts	23	7.3 %
Pickleball	10	3.2 %
Preschool programs	5	1.6 %
Senior programs & trips	11	3.5 %
Soccer	4	1.3 %
Special events & festivals	18	5.7 %
Specialized recreation programs	2	0.6 %
Teen programs	9	2.9 %
Tennis	5	1.6 %
Volleyball	5	1.6 %
Water sports (paddleboard yoga, kayaking, sailing)	13	4.1 %
None chosen	67	21.3 %
Total	314	100.0 %

Q7. Which FOUR of the programs or activities listed in Question 6 do you think are MOST IMPORTANT to your household?

Q7. 3rd choice	Number	Percent
Action sports (BMX, mountain biking, skateboarding)	4	1.3 %
Adult athletics	9	2.9 %
Afterschool programs	11	3.5 %
Aquatics programs (swim lessons, fitness)	7	2.2 %
Art programs (dance, painting, pottery, & performing arts)	9	2.9 %
Baseball & softball	6	1.9 %
Basketball	5	1.6 %
Disc golf	5	1.6 %
Dodgeball & kickball	3	1.0 %
Elevate Fitness Course	2	0.6 %
Environmental education	5	1.6 %
Fitness & wellness programs	23	7.3 %
Full day youth camps (year-round)	8	2.5 %
Lacrosse	2	0.6 %
Life skills programs (cooking, budgeting)	16	5.1 %
Music lessons & classes	12	3.8 %
Outdoor movies & concerts	25	8.0 %
Pickleball	7	2.2 %
Preschool programs	3	1.0 %
Senior programs & trips	14	4.5 %
Soccer	6	1.9 %
Special events & festivals	33	10.5 %
Specialized recreation programs	2	0.6 %
Teen programs	6	1.9 %
Tennis	3	1.0 %
Volleyball	3	1.0 %
Water sports (paddleboard yoga, kayaking, sailing)	5	1.6 %
None chosen	80	25.5 %
Total	314	100.0 %

Q7. Which FOUR of the programs or activities listed in Question 6 do you think are MOST IMPORTANT to your household?

Q7. 4th choice	Number	Percent
Action sports (BMX, mountain biking, skateboarding)	1	0.3 %
Adult athletics	7	2.2 %
Afterschool programs	6	1.9 %
Aquatics programs (swim lessons, fitness)	11	3.5 %
Art programs (dance, painting, pottery, & performing arts)	11	3.5 %
Baseball & softball	2	0.6 %
Basketball	3	1.0 %
Disc golf	2	0.6 %
Dodgeball & kickball	1	0.3 %
Elevate Fitness Course	4	1.3 %
Environmental education	6	1.9 %
Fitness & wellness programs	15	4.8 %
Full day youth camps (year-round)	7	2.2 %
Lacrosse	1	0.3 %
Life skills programs (cooking, budgeting)	6	1.9 %
Music lessons & classes	7	2.2 %
Outdoor movies & concerts	15	4.8 %
Pickleball	4	1.3 %
Senior programs & trips	16	5.1 %
Soccer	4	1.3 %
Special events & festivals	38	12.1 %
Specialized recreation programs	5	1.6 %
Teen programs	6	1.9 %
Tennis	3	1.0 %
Volleyball	3	1.0 %
Water sports (paddleboard yoga, kayaking, sailing)	20	6.4 %
None chosen	110	35.0 %
Total	314	100.0 %

SUM OF TOP 4 CHOICES

Q7. Which FOUR of the programs or activities listed in Question 6 do you think are MOST IMPORTANT to your household? (top 4)

Q7. Top choice	Number	Percent
Action sports (BMX, mountain biking, skateboarding)	26	8.3 %
Adult athletics	46	14.6 %
Afterschool programs	38	12.1 %
Aquatics programs (swim lessons, fitness)	51	16.2 %
Art programs (dance, painting, pottery, & performing arts)	62	19.7 %
Baseball & softball	32	10.2 %
Basketball	17	5.4 %
Disc golf	24	7.6 %
Dodgeball & kickball	6	1.9 %
Elevate Fitness Course	13	4.1 %
Environmental education	24	7.6 %
eSports & cyber sports	2	0.6 %
Fitness & wellness programs	64	20.4 %
Full day youth camps (year-round)	29	9.2 %
Lacrosse	4	1.3 %
Life skills programs (cooking, budgeting)	45	14.3 %
Music lessons & classes	31	9.9 %
Outdoor movies & concerts	81	25.8 %
Pickleball	39	12.4 %
Preschool programs	17	5.4 %
Senior programs & trips	47	15.0 %
Soccer	24	7.6 %
Special events & festivals	101	32.2 %
Specialized recreation programs	10	3.2 %
Teen programs	32	10.2 %
Tennis	23	7.3 %
Volleyball	14	4.5 %
Water sports (paddleboard yoga, kayaking, sailing)	46	14.6 %
None chosen	51	16.2 %
Total	999	

Q8. From the following list, please CHECK ALL of the ways you learn about City of Albemarle parks, facilities, and special events.

Q8. Ways you learn about City parks, facilities, & special events	Number	Percent
Banners in public places	180	57.3 %
Bulletin boards	36	11.5 %
Conversation with staff	33	10.5 %
Direct email	51	16.2 %
City of Albemarle website	104	33.1 %
Program guide	23	7.3 %
Seniors program guide	27	8.6 %
Social media (Facebook, X/Twitter, Instagram)	203	64.6 %
Search engine (Google, Yahoo, Bing)	57	18.2 %
Word of mouth	191	60.8 %
Other	14	4.5 %
None of these	8	2.5 %
Total	927	

WITHOUT NONE

Q8. From the following list, please CHECK ALL of the ways you learn about City of Albemarle parks, facilities, and special events. (without "none")

Q8. Ways you learn about City parks, facilities, & special events	Number	Percent
Social media (Facebook, X/Twitter, Instagram)	203	66.3 %
Word of mouth	191	62.4 %
Banners in public places	180	58.8 %
City of Albemarle website	104	34.0 %
Search engine (Google, Yahoo, Bing)	57	18.6 %
Direct email	51	16.7 %
Bulletin boards	36	11.8 %
Conversation with staff	33	10.8 %
Seniors program guide	27	8.8 %
Program guide	23	7.5 %
Other	14	4.6 %
Total	919	

Q8-11. Other

- Co-workers and utility bill.
- Drive around
- Driving an area
- Driving by
- Driving by
- FLYER WITH BILL ONLY
- Landlord
- newspaper
- Sales benefits
- The parks have a lot of land and nothing in it. No slides, swings, water pumps, or splash parks. Only a pool full of kids.
- THROUGH THE MAIL
- Utilities bill insert
- Utilities bill insert

Q9. Which TWO of the sources of information listed in Question 8 do you most prefer to use to learn about City of Albemarle parks, facilities, and special events?

Q9. Top choice	Number	Percent
Banners in public places	53	16.9 %
Bulletin boards	4	1.3 %
Conversation with staff	3	1.0 %
Direct email	38	12.1 %
City of Albemarle website	29	9.2 %
Program guide	10	3.2 %
Seniors program guide	8	2.5 %
Social media (Facebook, X/Twitter, Instagram)	118	37.6 %
Search engine (Google, Yahoo, Bing)	6	1.9 %
Word of mouth	19	6.1 %
None chosen	26	8.3 %
Total	314	100.0 %

Q9. Which TWO of the sources of information listed in Question 8 do you most prefer to use to learn about City of Albemarle parks, facilities, and special events?

Q9. 2nd choice	Number	Percent
Banners in public places	43	13.7 %
Bulletin boards	6	1.9 %
Conversation with staff	7	2.2 %
Direct email	43	13.7 %
City of Albemarle website	38	12.1 %
Program guide	9	2.9 %
Seniors program guide	8	2.5 %
Social media (Facebook, X/Twitter, Instagram)	68	21.7 %
Search engine (Google, Yahoo, Bing)	8	2.5 %
Word of mouth	24	7.6 %
None chosen	60	19.1 %
Total	314	100.0 %

SUM OF TOP 2 CHOICES

Q9. Which TWO of the sources of information listed in Question 8 do you most prefer to use to learn about City of Albemarle parks, facilities, and special events? (top 2)

Q9. Top choice	Number	Percent
Banners in public places	96	30.6 %
Bulletin boards	10	3.2 %
Conversation with staff	10	3.2 %
Direct email	81	25.8 %
City of Albemarle website	67	21.3 %
Program guide	19	6.1 %
Seniors program guide	16	5.1 %
Social media (Facebook, X/Twitter, Instagram)	186	59.2 %
Search engine (Google, Yahoo, Bing)	14	4.5 %
Word of mouth	43	13.7 %
None chosen	26	8.3 %
Total	568	

Q10. Please CHECK ALL of the following reasons that may prevent you or other members of your household from using the parks and facilities offered by the City of Albemarle Recreation and Parks Department (or, if you currently use them, what prevents you from using them more often).

Q10. Reasons that may prevent your household from using parks & facilities offered by City Recreation & Parks

Department	Number	Percent
Cost of participation	57	18.2 %
Facilities are too far from home	22	7.0 %
Inconvenient hours of operation	47	15.0 %
Lack of transportation	13	4.1 %
Lack of cleanliness	68	21.7 %
Lack of access for people with disabilities	29	9.2 %
Lack of information/don't know what is offered	126	40.1 %
Lack of maintenance	85	27.1 %
Lack of parking	26	8.3 %
Information is only available in English	5	1.6 %
Not enough time/too busy	58	18.5 %
Not interested in what is provided	49	15.6 %
Overcrowding	23	7.3 %
Safety at facilities	63	20.1 %
Other	19	6.1 %
Nothing. I am actively using City's parks & facilities	43	13.7 %
Total	733	

WITHOUT NOTHING

Q10. Please CHECK ALL of the following reasons that may prevent you or other members of your household from using the parks and facilities offered by the City of Albemarle Recreation and Parks Department (or, if you currently use them, what prevents you from using them more often). (without "nothing")

Q10. Reasons that may prevent your household from using parks & facilities offered by City Recreation & Parks

Department	Number	Percent
Lack of information/don't know what is offered	126	46.5 %
Lack of maintenance	85	31.4 %
Lack of cleanliness	68	25.1 %
Safety at facilities	63	23.2 %
Not enough time/too busy	58	21.4 %
Cost of participation	57	21.0 %
Not interested in what is provided	49	18.1 %
Inconvenient hours of operation	47	17.3 %
Lack of access for people with disabilities	29	10.7 %
Lack of parking	26	9.6 %
Overcrowding	23	8.5 %
Facilities are too far from home	22	8.1 %
Other	19	7.0 %
Lack of transportation	13	4.8 %
Information is only available in English	5	1.8 %
Total	690	

Q10-15. Other

- ACTIVITIES WE WANT FILL UP TOO QUICKLY
- Baseball fields need to be unlocked
- Bathrooms/drinking water
- Better marketing tools
- Cannot safely walk a ride bikes to most parks or downtown

- FACILITIES OLD AND DATED
- Health issues
- Homeless
- No seating at parks
- NO SMOKING AREA
- People are allowed to park in undesignated parking on single road, on grass close to road at city Park.
- Police patrolling
- SPEED BUMPS ARE TOO HIGH FOR MY CAR
- The social district events have been a deterrent.
- Unaware until after deadline.
- Vandalism. YMCA closed due to vandalism.
- Very young children-a bit of a hassle
- We need a water fountain that is operational at YMCA Park
- Working

Q11. Please CHECK ALL of the following organizations that provide the PARKS and FACILITIES that you and other members of your household use for recreation.

Q11. Organizations that provide parks & facilities your household uses for recreation

	Number	Percent
Adjacent municipality parks & facilities	113	36.0 %
Churches or other religious organizations	103	32.8 %
Neighborhood HOA	6	1.9 %
Non-profit organizations	39	12.4 %
Private fitness centers (Gold's Gym, Planet Fitness, Lifters Gym, CrossFit Albemarle)	98	31.2 %
Schools	86	27.4 %
State parks (Morrow Mountain, Lake Norman, etc.)	209	66.6 %
Uwharrie National Forest	98	31.2 %
YMCA	159	50.6 %
Other	5	1.6 %
None of these	23	7.3 %
Total	939	

WITHOUT NONE OF THESE

Q11. Please CHECK ALL of the following organizations that provide the PARKS and FACILITIES that you and other members of your household use for recreation. (without "none of these")

Q11. Organizations that provide parks & facilities your household uses for recreation

	Number	Percent
State parks (Morrow Mountain, Lake Norman, etc.)	209	71.8 %
YMCA	159	54.6 %
Adjacent municipality parks & facilities	113	38.8 %
Churches or other religious organizations	103	35.4 %
Uwharrie National Forest	98	33.7 %
Private fitness centers (Gold's Gym, Planet Fitness, Lifters Gym, CrossFit Albemarle)	98	33.7 %
Schools	86	29.6 %
Non-profit organizations	39	13.4 %
Neighborhood HOA	6	2.1 %
Other	5	1.7 %
Total	916	

Q11-10. Other

- Open space/neighbors property
- Uwharrie Wampus Cats baseball
- Voting
- West Stanley Pool

Q11a. Of the organizations listed in Question 11, which ONE do you USE MOST for your household's recreation needs?

<u>Q11a. Top choice</u>	<u>Number</u>	<u>Percent</u>
Adjacent municipality parks & facilities	41	13.1 %
Churches or other religious organizations	26	8.3 %
Neighborhood HOA	3	1.0 %
Non-profit organizations	8	2.5 %
Private fitness centers (Gold's Gym, Planet Fitness, Lifters Gym, CrossFit Albemarle)	26	8.3 %
Schools	16	5.1 %
State parks (Morrow Mountain, Lake Norman, etc.)	75	23.9 %
Uwharrie National Forest	2	0.6 %
YMCA	65	20.7 %
Other	4	1.3 %
<u>None chosen</u>	<u>48</u>	<u>15.3 %</u>
Total	314	100.0 %

Q12. Please indicate your level of agreement with each of the following statements regarding the City of Albemarle Parks and Recreation system, where 5 is "Strongly Agree" and 1 is "Strongly Disagree."

(N=314)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q12-1. Recreation & parks are an essential service provided by City	68.8%	22.0%	6.1%	0.6%	0.6%	1.9%
Q12-2. Public parks add to quality of life in the community	74.8%	20.7%	1.9%	0.6%	0.3%	1.6%
Q12-3. I am aware of parks, facilities, & events that are offered	19.7%	32.8%	28.3%	10.8%	6.4%	1.9%
Q12-4. I am satisfied with recreation opportunities I receive for my tax dollars	9.6%	23.9%	26.4%	21.0%	14.0%	5.1%
Q12-5. I am satisfied with variety of parks, facilities, & events City offers	11.8%	22.6%	27.4%	20.4%	12.4%	5.4%
Q12-6. I am satisfied with recreation opportunities for youth & teens in Albemarle	6.1%	16.2%	21.0%	21.0%	15.3%	20.4%
Q12-7. I am satisfied with recreation opportunities for seniors in Albemarle	7.6%	18.8%	25.2%	9.2%	9.6%	29.6%
Q12-8. I am satisfied with recreation opportunities for adults ages 18-55 in Albemarle	8.0%	17.2%	23.9%	17.8%	11.8%	21.3%
Q12-9. I am satisfied with specialized recreation opportunities (Adventure Recreation, Senior Games, etc.) in Albemarle	7.6%	15.3%	23.6%	13.7%	8.0%	31.8%
Q12-10. I feel safe when visiting parks in Albemarle	15.0%	33.1%	28.7%	13.7%	6.7%	2.9%
Q12-11. City of Albemarle helps promote healthy & active lifestyles	16.9%	32.2%	29.0%	10.8%	5.1%	6.1%

WITHOUT DON'T KNOW

Q12. Please indicate your level of agreement with each of the following statements regarding the City of Albemarle Parks and Recreation system, where 5 is "Strongly Agree" and 1 is "Strongly Disagree." (without "don't know")

(N=314)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q12-1. Recreation & parks are an essential service provided by City	70.1%	22.4%	6.2%	0.6%	0.6%
Q12-2. Public parks add to quality of life in the community	76.1%	21.0%	1.9%	0.6%	0.3%
Q12-3. I am aware of parks, facilities, & events that are offered	20.1%	33.4%	28.9%	11.0%	6.5%
Q12-4. I am satisfied with recreation opportunities I receive for my tax dollars	10.1%	25.2%	27.9%	22.1%	14.8%
Q12-5. I am satisfied with variety of parks, facilities, & events City offers	12.5%	23.9%	29.0%	21.5%	13.1%
Q12-6. I am satisfied with recreation opportunities for youth & teens in Albemarle	7.6%	20.4%	26.4%	26.4%	19.2%
Q12-7. I am satisfied with recreation opportunities for seniors in Albemarle	10.9%	26.7%	35.7%	13.1%	13.6%
Q12-8. I am satisfied with recreation opportunities for adults ages 18-55 in Albemarle	10.1%	21.9%	30.4%	22.7%	15.0%
Q12-9. I am satisfied with specialized recreation opportunities (Adventure Recreation, Senior Games, etc.) in Albemarle	11.2%	22.4%	34.6%	20.1%	11.7%
Q12-10. I feel safe when visiting parks in Albemarle	15.4%	34.1%	29.5%	14.1%	6.9%
Q12-11. City of Albemarle helps promote healthy & active lifestyles	18.0%	34.2%	30.8%	11.5%	5.4%

Q13. Please indicate how supportive you would be of the City of Albemarle taking the following actions to improve the parks and recreation system in the City.

(N=314)

	Very supportive	Supportive	Not sure	Not supportive
Q13-1. Acquiring undeveloped land for future parkland locations	42.4%	29.6%	18.2%	9.9%
Q13-2. Investing in improvement & upkeep of existing facilities	64.6%	24.8%	8.9%	1.6%
Q13-3. Adding new pickleball facilities	17.8%	19.1%	31.8%	31.2%
Q13-4. Constructing an outdoor amphitheater/theatre to accommodate larger audiences & bigger acts	24.8%	27.4%	30.3%	17.5%
Q13-5. Constructing a Downtown multifunctional space (Recreation Plaza)	37.9%	30.9%	24.8%	6.4%
Q13-6. Constructing a mountain bike/pump track facility	19.4%	22.3%	40.4%	17.8%
Q13-7. Constructing an environmental education center	24.5%	32.5%	28.3%	14.6%
Q13-8. Constructing an indoor/outdoor aquatics facility	33.4%	31.2%	25.5%	9.9%
Q13-9. Developing an indoor multi-purpose recreation center with gymnasium	31.8%	32.2%	24.5%	11.5%
Q13-10. Developing greenway trails to connect City's existing greenway trail segments	47.8%	28.0%	19.1%	5.1%
Q13-11. Hosting events to foster a sense of connected community	42.7%	35.4%	18.8%	3.2%
Q13-12. Implementing sustainability measures to minimize the environmental impact of parks & recreation facilities	33.8%	32.5%	26.8%	7.0%
Q13-13. Increasing parkland through public/private partnerships	36.9%	31.8%	22.9%	8.3%
Q13-14. Designating park spaces with social district allowances (alcoholic beverage permissions)	24.8%	22.0%	24.2%	29.0%
Q13-15. Outdoor recreation lodging (cabins/RV's sites/treehouses/yurts)	30.3%	29.0%	28.7%	12.1%

Q14. Which THREE of the items in Question 13 would you be most willing to support with your tax dollars?

<u>Q14. Top choice</u>	<u>Number</u>	<u>Percent</u>
Acquiring undeveloped land for future parkland locations	33	10.5 %
Investing in improvement & upkeep of existing facilities	83	26.4 %
Adding new pickleball facilities	14	4.5 %
Constructing an outdoor amphitheater/theatre to accommodate larger audiences & bigger acts	20	6.4 %
Constructing a Downtown multifunctional space (Recreation Plaza)	16	5.1 %
Constructing a mountain bike/pump track facility	8	2.5 %
Constructing an environmental education center	6	1.9 %
Constructing an indoor/outdoor aquatics facility	24	7.6 %
Developing an indoor multi-purpose recreation center with gymnasium	11	3.5 %
Developing greenway trails to connect City's existing greenway trail segments	31	9.9 %
Hosting events to foster a sense of connected community	12	3.8 %
Implementing sustainability measures to minimize the environmental impact of parks & recreation facilities	6	1.9 %
Increasing parkland through public/private partnerships	1	0.3 %
Designating park spaces with social district allowances (alcoholic beverage permissions)	3	1.0 %
Outdoor recreation lodging (cabins/RV's sites/treehouses/yurts)	12	3.8 %
<u>None chosen</u>	<u>34</u>	<u>10.8 %</u>
Total	314	100.0 %

Q14. Which THREE of the items in Question 13 would you be most willing to support with your tax dollars?

<u>Q14. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Acquiring undeveloped land for future parkland locations	22	7.0 %
Investing in improvement & upkeep of existing facilities	53	16.9 %
Adding new pickleball facilities	7	2.2 %
Constructing an outdoor amphitheater/theatre to accommodate larger audiences & bigger acts	15	4.8 %
Constructing a Downtown multifunctional space (Recreation Plaza)	29	9.2 %
Constructing a mountain bike/pump track facility	5	1.6 %
Constructing an environmental education center	13	4.1 %
Constructing an indoor/outdoor aquatics facility	30	9.6 %
Developing an indoor multi-purpose recreation center with gymnasium	13	4.1 %
Developing greenway trails to connect City's existing greenway trail segments	36	11.5 %
Hosting events to foster a sense of connected community	14	4.5 %
Implementing sustainability measures to minimize the environmental impact of parks & recreation facilities	11	3.5 %
Increasing parkland through public/private partnerships	4	1.3 %
Designating park spaces with social district allowances (alcoholic beverage permissions)	5	1.6 %
Outdoor recreation lodging (cabins/RV's sites/treehouses/yurts)	12	3.8 %
<u>None chosen</u>	<u>45</u>	<u>14.3 %</u>
Total	314	100.0 %

Q14. Which THREE of the items in Question 13 would you be most willing to support with your tax dollars?

Q14. 3rd choice	Number	Percent
Acquiring undeveloped land for future parkland locations	26	8.3 %
Investing in improvement & upkeep of existing facilities	28	8.9 %
Adding new pickleball facilities	5	1.6 %
Constructing an outdoor amphitheater/theatre to accommodate larger audiences & bigger acts	12	3.8 %
Constructing a Downtown multifunctional space (Recreation Plaza)	29	9.2 %
Constructing a mountain bike/pump track facility	9	2.9 %
Constructing an environmental education center	15	4.8 %
Constructing an indoor/outdoor aquatics facility	18	5.7 %
Developing an indoor multi-purpose recreation center with gymnasium	12	3.8 %
Developing greenway trails to connect City's existing greenway trail segments	23	7.3 %
Hosting events to foster a sense of connected community	19	6.1 %
Implementing sustainability measures to minimize the environmental impact of parks & recreation facilities	12	3.8 %
Increasing parkland through public/private partnerships	12	3.8 %
Designating park spaces with social district allowances (alcoholic beverage permissions)	14	4.5 %
Outdoor recreation lodging (cabins/RV's sites/treehouses/ yurts)	22	7.0 %
None chosen	58	18.5 %
Total	314	100.0 %

SUM OF TOP 3 CHOICES

Q14. Which THREE of the items in Question 13 would you be most willing to support with your tax dollars? (top 3)

Q14. Top choice	Number	Percent
Acquiring undeveloped land for future parkland locations	81	25.8 %
Investing in improvement & upkeep of existing facilities	164	52.2 %
Adding new pickleball facilities	26	8.3 %
Constructing an outdoor amphitheater/theatre to accommodate larger audiences & bigger acts	47	15.0 %
Constructing a Downtown multifunctional space (Recreation Plaza)	74	23.6 %
Constructing a mountain bike/pump track facility	22	7.0 %
Constructing an environmental education center	34	10.8 %
Constructing an indoor/outdoor aquatics facility	72	22.9 %
Developing an indoor multi-purpose recreation center with gymnasium	36	11.5 %
Developing greenway trails to connect City's existing greenway trail segments	90	28.7 %
Hosting events to foster a sense of connected community	45	14.3 %
Implementing sustainability measures to minimize the environmental impact of parks & recreation facilities	29	9.2 %
Increasing parkland through public/private partnerships	17	5.4 %
Designating park spaces with social district allowances (alcoholic beverage permissions)	22	7.0 %
Outdoor recreation lodging (cabins/RV's sites/treehouses/ yurts)	46	14.6 %
None chosen	34	10.8 %
Total	839	

Q15. Listed below are the potential funding mechanisms that could be used to pay for the actions you indicated you most support in Question 14. Please rate your level of support for each of the following funding mechanisms.

(N=314)

	Very supportive	Supportive	Not sure	Not supportive
Q15-1. Bond issue approved by voters within existing tax structure	33.1%	34.1%	24.5%	8.3%
Q15-2. Bond issue approved by voters with tax increase	11.1%	22.3%	34.7%	31.8%
Q15-3. Enterprise operations (concession stands, gift shops, etc.)	34.7%	35.0%	22.6%	7.6%
Q15-4. Existing budgetary process	23.2%	33.8%	35.0%	8.0%
Q15-5. Friends Groups or Parks Conservancy	28.0%	33.8%	31.8%	6.4%
Q15-6. Program user fees for recreational programs	15.3%	30.6%	32.2%	22.0%
Q15-7. State & Federal Grants (typically require a local match)	42.4%	33.8%	16.2%	7.6%
Q15-8. Other	1.0%	0.3%	98.4%	0.3%

Q15-8. Other

- Area businesses contribute as part of community support for those needed additions.
- MAKE PARK FACILITY ON SALISBURY AVE AS PROMISED YEARS AGO
- RAFFLE
- Raffles and contests
- Volunteers, local LLCs

Q16. The planning process balances many priorities. Which THREE items listed below do you think should be the MOST IMPORTANT considerations for the department when prioritizing parks and recreation investments?

Q16. Top choice	Number	Percent
Attracting visitors to the area	41	13.1 %
Creating connections & developing a sense of community	57	18.2 %
Ensuring accessibility for all users regardless of ability status	49	15.6 %
Ensuring affordability to users	40	12.7 %
Exploring new trends & ideas	10	3.2 %
Maximizing positive economic impact on the community	21	6.7 %
Promoting environmental sustainability	20	6.4 %
Promoting health & wellness programming	26	8.3 %
Serving stated community needs	24	7.6 %
Other	3	1.0 %
None chosen	23	7.3 %
Total	314	100.0 %

Q16. The planning process balances many priorities. Which THREE items listed below do you think should be the MOST IMPORTANT considerations for the department when prioritizing parks and recreation investments?

Q16. 2nd choice	Number	Percent
Attracting visitors to the area	21	6.7 %
Creating connections & developing a sense of community	34	10.8 %
Ensuring accessibility for all users regardless of ability status	36	11.5 %
Ensuring affordability to users	46	14.6 %
Exploring new trends & ideas	27	8.6 %
Maximizing positive economic impact on the community	32	10.2 %
Promoting environmental sustainability	13	4.1 %
Promoting health & wellness programming	32	10.2 %
Serving stated community needs	33	10.5 %
Other	1	0.3 %
None chosen	39	12.4 %
Total	314	100.0 %

Q16. The planning process balances many priorities. Which THREE items listed below do you think should be the MOST IMPORTANT considerations for the department when prioritizing parks and recreation investments?

Q16. 3rd choice	Number	Percent
Attracting visitors to the area	28	8.9 %
Creating connections & developing a sense of community	28	8.9 %
Ensuring accessibility for all users regardless of ability status	23	7.3 %
Ensuring affordability to users	32	10.2 %
Exploring new trends & ideas	14	4.5 %
Maximizing positive economic impact on the community	44	14.0 %
Promoting environmental sustainability	12	3.8 %
Promoting health & wellness programming	40	12.7 %
Serving stated community needs	36	11.5 %
None chosen	57	18.2 %
Total	314	100.0 %

SUM OF TOP 3 CHOICES

Q16. The planning process balances many priorities. Which THREE items listed below do you think should be the MOST IMPORTANT considerations for the department when prioritizing parks and recreation investments? (top 3)

Q16. Top choice	Number	Percent
Attracting visitors to the area	90	28.7 %
Creating connections & developing a sense of community	119	37.9 %
Ensuring accessibility for all users regardless of ability status	108	34.4 %
Ensuring affordability to users	118	37.6 %
Exploring new trends & ideas	51	16.2 %
Maximizing positive economic impact on the community	97	30.9 %
Promoting environmental sustainability	45	14.3 %
Promoting health & wellness programming	98	31.2 %
Serving stated community needs	93	29.6 %
Other	4	1.3 %
None chosen	23	7.3 %
Total	846	

Q16-10. Other

- Aquatic indoor facilities
- Making sure that the public knows about the events and locations available.
- SMOKING AREAS
- Upkeep and accessibility

Q17. In the past 12 months, approximately how many times have you or members of your household visited any greenway trail?

Q17. How many times have your household members visited any greenway trail in past 12 months

	Number	Percent
Daily	8	2.5 %
A few times a week	23	7.3 %
A few times a month	66	21.0 %
A few times a year	91	29.0 %
Never	116	36.9 %
Not provided	10	3.2 %
Total	314	100.0 %

WITHOUT NOT PROVIDED

Q17. In the past 12 months, approximately how many times have you or members of your household visited any greenway trail? (without "not provided")

Q17. How many times have your household members visited any greenway trail in past 12 months

	Number	Percent
Daily	8	2.6 %
A few times a week	23	7.6 %
A few times a month	66	21.7 %
A few times a year	91	29.9 %
Never	116	38.2 %
Total	304	100.0 %

Q18. How often do you or other members of your household WANT to use greenway trails?

Q18. How often do your household members want to use greenway trails

	Number	Percent
Daily	35	11.1 %
A few times a week	83	26.4 %
A few times a month	70	22.3 %
A few times a year	58	18.5 %
Never	46	14.6 %
Not provided	22	7.0 %
Total	314	100.0 %

WITHOUT NOT PROVIDED

Q18. How often do you or other members of your household WANT to use greenway trails? (without "not provided")

Q18. How often do your household members want to use greenway trails

	Number	Percent
Daily	35	12.0 %
A few times a week	83	28.4 %
A few times a month	70	24.0 %
A few times a year	58	19.9 %
Never	46	15.8 %
Total	292	100.0 %

Q19. Please CHECK ALL of the following reasons that discourage greenway trail use for you or other members of your household.

Q19. Reasons that discourage greenway trail use for your household	Number	Percent
Lack of information about existing greenway trails	133	42.4 %
Lack of interest	29	9.2 %
Lack of nearby destinations	48	15.3 %
Lack of safe connections to greenway trails	97	30.9 %
Lack of time	56	17.8 %
Personal safety concerns	137	43.6 %
Unsafe street crossings	30	9.6 %
Lack of wayfinding signage	47	15.0 %
Other	13	4.1 %
None. I do not use greenway trails	35	11.1 %
Total	625	

WITHOUT NONE

Q19. Please CHECK ALL of the following reasons that discourage greenway trail use for you or other members of your household. (without "none")

Q19. Reasons that discourage greenway trail use for your household	Number	Percent
Personal safety concerns	135	48.4 %
Lack of information about existing greenway trails	132	47.3 %
Lack of safe connections to greenway trails	97	34.8 %
Lack of time	56	20.1 %
Lack of nearby destinations	48	17.2 %
Lack of wayfinding signage	47	16.8 %
Unsafe street crossings	30	10.8 %
Lack of interest	29	10.4 %
Other	13	4.7 %
Total	587	

Q19-9. Other

- A member of our home is disabled and unable to use the areas due to the need for a wheelchair.
- Accessibility for disability
- Bathrooms and drinking water
- Cleanliness
- HEALTH
- I play tennis and do exercise at the Senior Center. I don't need to walk at Rock Creek daily.
- Lighting
- LOTS OF HOMELESS LIVING IN NEARBY WOODS
- Not enough trails around. Albemarle doesn't have as nice of parks as Oakboro, Norwood, New London and Richfield have.

Q20. Please CHECK ALL of the following destinations that you or other members of your household would most like to get to by greenway trails.

Q20. Destinations your household members would most like to get to by greenway trails

	Number	Percent
Libraries or recreation centers	108	34.4 %
Natural areas & open space	184	58.6 %
Other greenway trails	114	36.3 %
Parks & playgrounds	186	59.2 %
Place of work	25	8.0 %
Public transportation	25	8.0 %
School	28	8.9 %
Shops & restaurants	132	42.0 %
Other	3	1.0 %
None. I do not want to use greenway trails	39	12.4 %
Total	844	

WITHOUT NONE

Q20. Please CHECK ALL of the following destinations that you or other members of your household would most like to get to by greenway trails. (without "none")

Q20. Destinations your household members would most like to get to by greenway trails

	Number	Percent
Parks & playgrounds	186	67.6 %
Natural areas & open space	184	66.9 %
Shops & restaurants	132	48.0 %
Other greenway trails	114	41.5 %
Libraries or recreation centers	108	39.3 %
School	28	10.2 %
Place of work	25	9.1 %
Public transportation	25	9.1 %
Other	3	1.1 %
Total	805	

Q20-9. Other

- A pump track/skate park
- Baptist Church
- Museums or sites with historical information about the city and area. I'd love to learn more about how city developed over time and how it has changed as society has evolved. Also natural history (wildlife, local flora, invasive species, etc.).

Q21. Including yourself, how many people in your household are...

	Mean	Sum
number	3.0	942
Under age 5	0.3	80
Ages 5-12	0.4	122
Ages 13-17	0.3	83
Ages 18-24	0.2	48
Ages 25-34	0.4	125
Ages 35-44	0.4	116
Ages 45-54	0.4	118
Ages 55-64	0.4	121
Ages 65-74	0.3	97
Ages 75+	0.1	32

Q22. What is your age?

Q22. Your age	Number	Percent
18-34	63	20.1 %
35-44	61	19.4 %
45-54	60	19.1 %
55-64	62	19.7 %
65+	64	20.4 %
Not provided	4	1.3 %
Total	314	100.0 %

WITHOUT NOT PROVIDED

Q22. What is your age? (without "not provided")

Q22. Your age	Number	Percent
18-34	63	20.3 %
35-44	61	19.7 %
45-54	60	19.4 %
55-64	62	20.0 %
65+	64	20.6 %
Total	310	100.0 %

Q23. What is the highest degree or level of school you have COMPLETED?

Q23. Highest degree or level of school you have completed	Number	Percent
No schooling completed	1	0.3 %
Completed some schooling	6	1.9 %
High school diploma or equivalent	79	25.2 %
Associate's degree	88	28.0 %
Bachelor's degree	78	24.8 %
Master's degree or professional degree	50	15.9 %
Doctorate degree	7	2.2 %
Not provided	5	1.6 %
Total	314	100.0 %

WITHOUT NOT PROVIDED

Q23. What is the highest degree or level of school you have COMPLETED? (without "not provided")

Q23. Highest degree or level of school you have completed	Number	Percent
No schooling completed	1	0.3 %
Completed some schooling	6	1.9 %
High school diploma or equivalent	79	25.6 %
Associate's degree	88	28.5 %
Bachelor's degree	78	25.2 %
Master's degree or professional degree	50	16.2 %
Doctorate degree	7	2.3 %
Total	309	100.0 %

Q24. Approximately how many years have you lived in the City of Albemarle?

Q24. How many years have you lived in City of

Albemarle	Number	Percent
0-5 years	78	24.8 %
6-10 years	44	14.0 %
11-20 years	51	16.2 %
21-30 years	46	14.6 %
31+ years	89	28.3 %
Not provided	6	1.9 %
Total	314	100.0 %

WITHOUT NOT PROVIDED**Q24. Approximately how many years have you lived in the City of Albemarle? (without "not provided")**

Q24. How many years have you lived in City of

Albemarle	Number	Percent
0-5 years	78	25.3 %
6-10 years	44	14.3 %
11-20 years	51	16.6 %
21-30 years	46	14.9 %
31+ years	89	28.9 %
Total	308	100.0 %

Q25. Your gender:

Q25. Your gender	Number	Percent
Male	152	48.4 %
Female	158	50.3 %
Prefer not to say	4	1.3 %
Total	314	100.0 %

WITHOUT PREFER NOT TO SAY**Q25. Your gender: (without "prefer not to say")**

Q25. Your gender	Number	Percent
Male	152	49.0 %
Female	158	51.0 %
Total	310	100.0 %

Q26. Please CHECK ALL of the following that best describe your race/ethnicity.

Q26. Your race/ethnicity	Number	Percent
Asian or Asian Indian	12	3.8 %
Black or African American	70	22.3 %
American Indian or Alaska Native	3	1.0 %
White or Caucasian	198	63.1 %
Native Hawaiian or other Pacific Islander	4	1.3 %
Hispanic, Spanish, or Latino/a/x	26	8.3 %
Other	1	0.3 %
Total	314	

Q26-7. Self-describe your race/ethnicity:

<u>Q26-7. Self-describe your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Middle Eastern	1	100.0 %
Total	1	100.0 %