

Statistically Valid Survey Overview

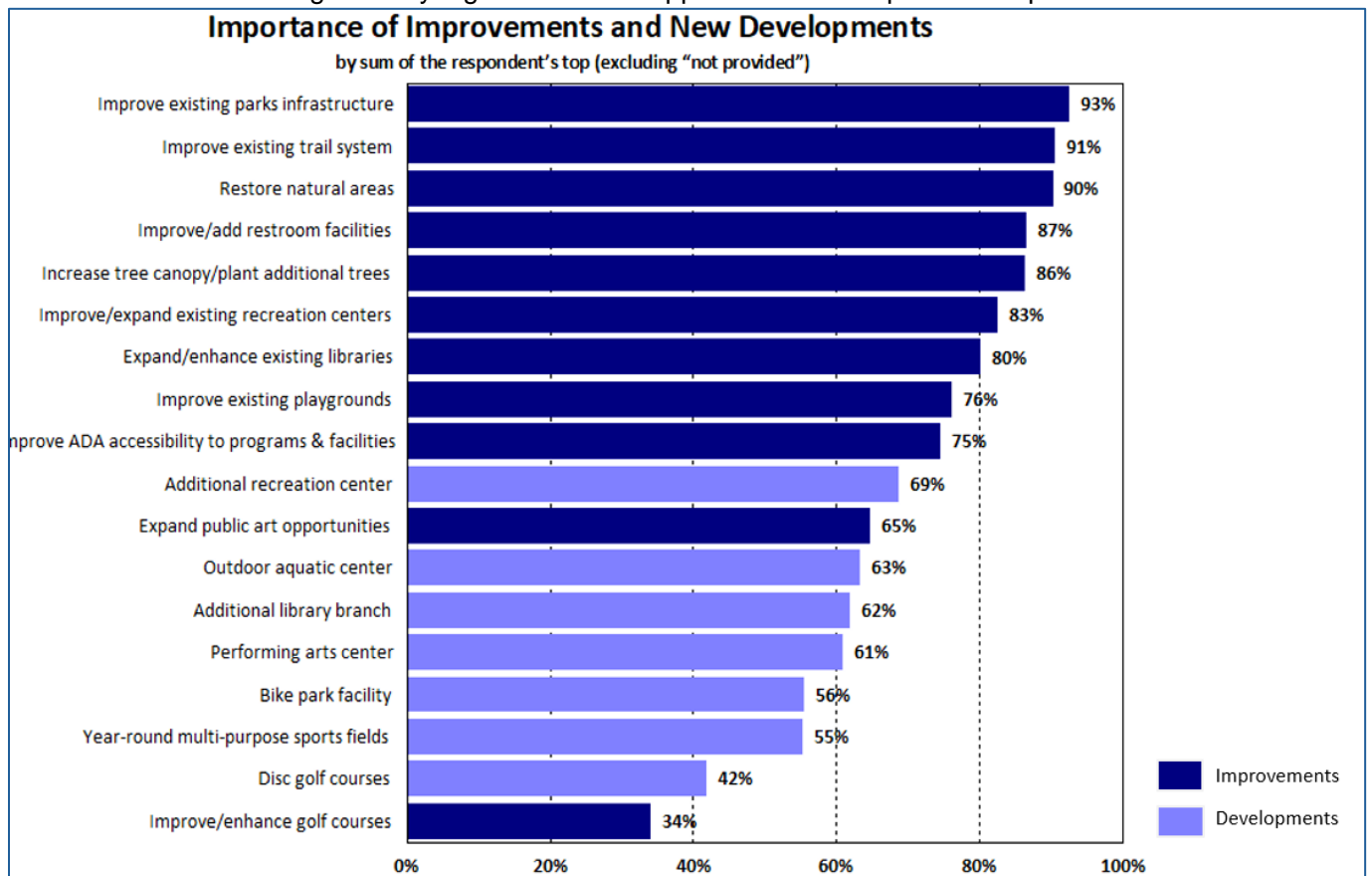
In January 2024, the City of Westminster partnered with the ETC Institute to conduct a Statistically Valid Survey to understand the needs and preferences of Westminster residents for parks, recreation, and library (PRL) services. To achieve a level of confidence, a minimum of 400 responses was needed, and this call for action resulted in 446 surveys completed. The Survey results will be used with other points of input to further inform priorities for the PRL Vision Plan and develop an implementation plan for potential projects and lifecycle replacements responsive to resident needs. Thank you to all who participated in this important survey!

Key results are highlighted below in two sections: City-wide and by City quadrant.

City-Wide Results

1. Supported Facility and Amenity Actions

Nearly all the improvements and new developments or facilities assessed on the survey were supported by at least 50 percent of respondents, but the improvement and maintenance of *existing infrastructure* received significantly higher levels of support than new capital development.



The top three most supported potential improvements to existing facilities were:

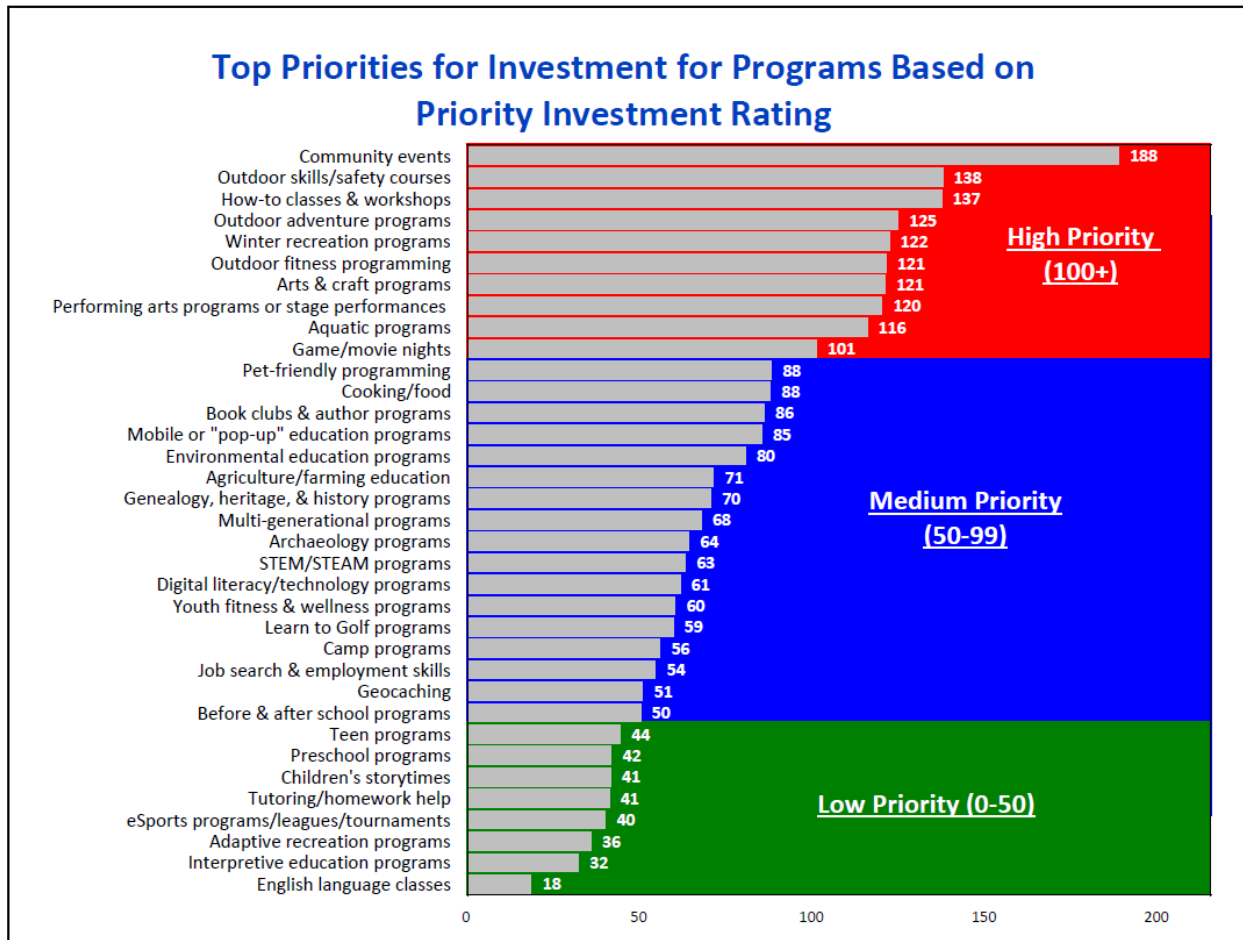
- Improving existing parks infrastructure (92%)
- Improving the existing trail system (90%)
- Restoring natural areas (90%)

The top three most supported potential new capital developments were:

- Additional recreation center (69%)
- Outdoor aquatic center (63%)
- Additional library branch (62%)

2. Priority Investment Rating

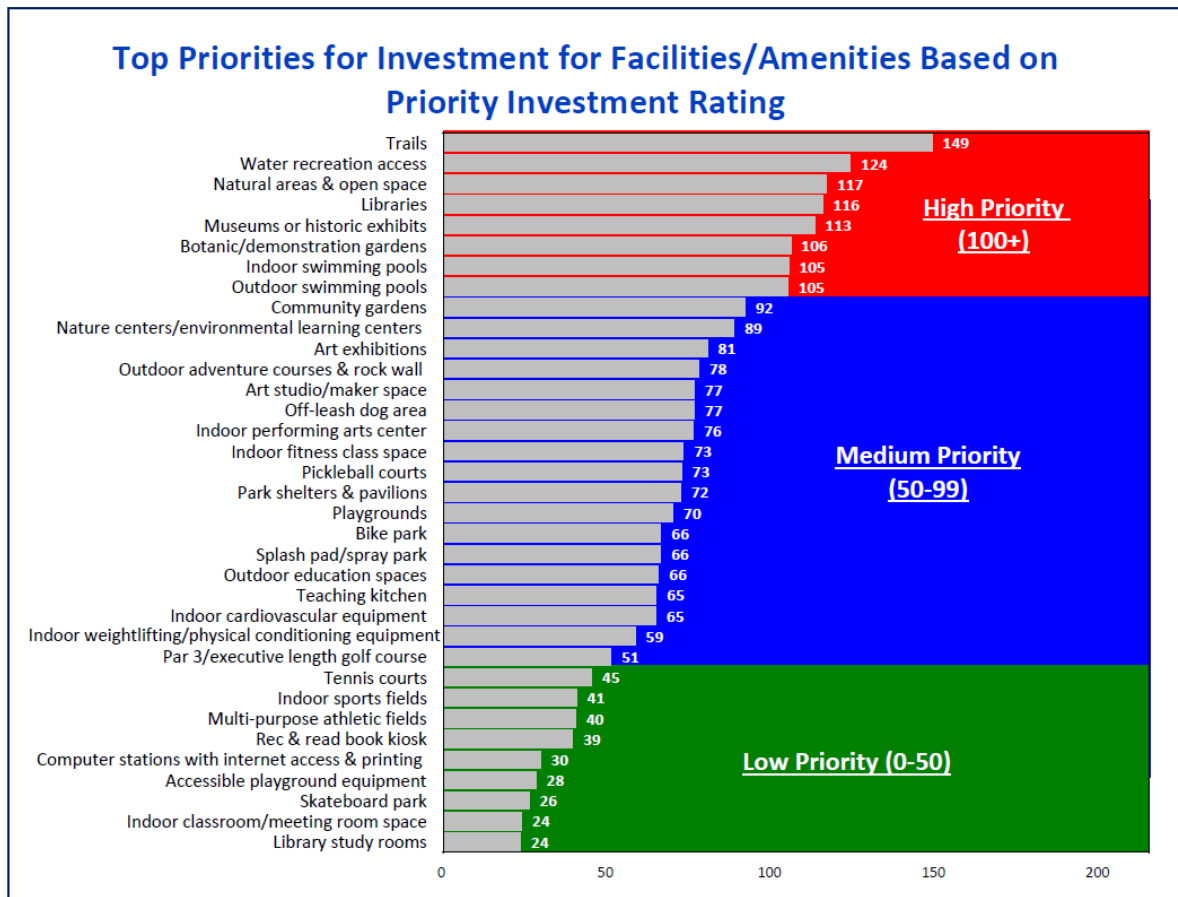
Programs. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on programs and, (2) how many residents have unmet needs for the program. The chart below shows the Priority Investment Rating for each of the 35 programs assessed on the survey.



The top 5 program priorities for investment based on need and importance:

- Community events
- Outdoor skills/safety courses
- How-to classes & workshops
- Outdoor adventure programs
- Winter recreation programs

Facilities and Amenities. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on facilities and amenities and, (2) how many residents have unmet needs for the facility or amenity. The chart below shows the Priority Investment Rating for each of the 35 facilities/amenities assessed on the survey.



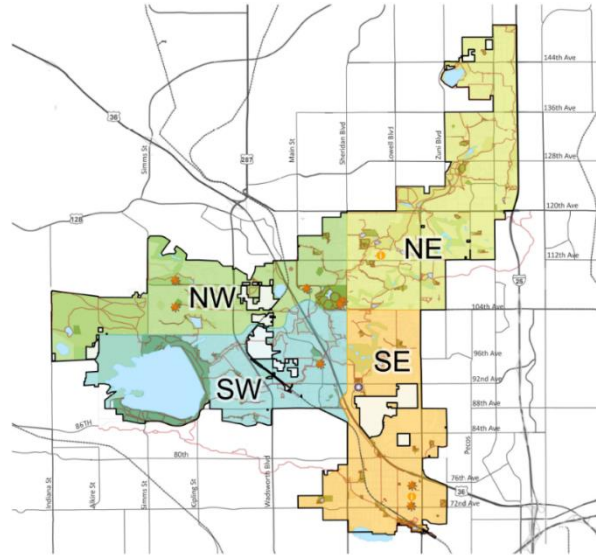
The top 5 facility and amenity priorities for investment based on need and importance:

- Trails
- Water recreation access
- Natural areas and open space
- Libraries
- Museums or historic exhibits

Results by Quadrant:

Why don't residents visit PRL facilities?

- Northeast quadrant residents state that facilities are too far away from home.
- Northwest and Southeast quadrant residents do not visit PRL facilities because they use other city, county, private, or HOA facilities.
- Southwest quadrant residents also responded the same top reasons as above, but at lower rates than the other quadrants.



Why don't residents participate in PRL programs?

- Across quadrants, between 35%-39% of residents who do not participate in PRL programs agree that they do not participate because they are unaware of what is offered.
- Highest percentages of residents who were "too busy/not interested" are in the Northwest and Northeast quadrants.
- In the Northwest quadrant, a higher percentage of residents than other quadrants cited inconvenient program times.

What facilities and programs are important?

- Across all quadrants, trails, natural areas, and libraries are important facilities to residents.
- Across quadrants, residents responded that community events & arts and crafts were important. In addition to these top two programs:
 - In the Southeast and Northeast quadrants, how-to classes are more important than in other quadrants
 - In the Southwest quadrant, outdoor adventure programs, performing arts programs or stage performances are more important than in other quadrants
 - In the Northwest quadrant, outdoor fitness and game/movie nights are more important than in other quadrants

Which new facilities are most important to residents?

- Southeast and Northeast quadrants support an additional library branch at a marginally higher rate than Northwest and Southwest quadrants.
- All quadrants support an additional recreation center with the Southeast quadrant showing the highest level of support.
- Northwest quadrant residents have the highest level of support for an outdoor aquatic center compared to other quadrants

How can the city improve the PRL system?

- Supported actions were similar across all quadrants, with overall support for improvement of the existing trail system, increasing tree canopy/additional trees, and restoring natural areas.
- The Southeast and Northwest quadrants expressed support for improvements to existing parks infrastructure at a higher rate than other quadrant's residents.