

Community Needs Assessment

Sample Survey Questions



2020 Community Needs Assessment SURVEY QUESTIONS Spring & Summer 2020

City of Detroit Parks and Recreation Needs Assessment

Let your voice be heard today! The City of Detroit would like your help to determine park and recreation priorities for our community. Your input is very important to us. This survey will take 10-15 minutes to complete. We appreciate your time. If you would prefer to complete the survey on-line, please go to DetroitParkSurvey.org.

1. Which issues below are important to your household? *[Check all that apply]*

- ___(01) Work/Job training
- ___(02) Feeling connected to neighbors
- ___(03) Childcare
- ___(04) Public safety
- ___(05) Cost of healthy food
- ___(06) Access to healthy food
- ___(07) Quality of affordable pre-school
- ___(08) Quality of education for school aged children
- ___(09) Accessibility for people with disabilities
- ___(10) Involvement in local decision making
- ___(11) Quality after school or summer programs for youth
- ___(12) Access to health care
- ___(13) Access to mental health services
- ___(14) Caring for a family member who cannot care for themselves
- ___(15) Access to safe outdoor spaces
- ___(16) Access to outdoor programming
- ___(17) Access to indoor recreational programming
- ___(18) Transportation
- ___(19) Services and programming for seniors
- ___(20) Other: _____

2. Which FOUR of the items in the list above are MOST IMPORTANT to your household?

[Write-in your answers below using the numbers from the list in Question 1, or circle "NONE".]

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

3. Please CHECK ALL of the places you or the members of your household use to access services or participate in programs. [Check all that apply]

- (01) YMCA
- (02) Boys and Girls Club
- (03) City of Detroit Recreation centers
- (04) Public libraries
- (05) Recreation/Community centers in other cities
- (06) Church facilities
- (07) Detroit PAL (Police Athletic League)
- (08) Brennan Pool
- (09) Downtown parks
- (10) Neighborhood parks
- (11) Summer camps: _____
- (12) After school programs: _____
- (13) Parks in other cities
- (14) Other: _____
- (15) None of these

3a. Do these organizations meet ALL of your household's needs?

- (1) Yes (2) No

4. Please CHECK ALL of the transportation types listed below that members of your household currently use to get to work, school, or take care of important tasks. [Check all that apply]

- (01) Personal car, truck, van, or motorcycle
- (02) Ride sharing apps (Uber, Lyft)
- (03) QLINE streetcar
- (04) DDOT buses
- (05) SMART buses
- (06) Cab/taxi services
- (07) MoGo bikeshare
- (08) Megabus
- (09) Walking
- (10) Personal bicycle
- (11) Electric scooters (e.g. Lime, Bird)
- (12) Skateboard
- (13) Other: _____
- (14) None of these

5. Does public transportation in Detroit meet your household's needs?

- (1) Yes (2) No (3) I don't need or use public transportation

6. Is there a park near your home where you enjoy spending time?

___(1) Yes ___(2) No [Go to Q7]

6a. If YES, what is the name of the park or the cross streets where the park is located?

6b. If YES, is there programming that happens at that park?

___(1) Yes ___(2) No [Go to Q7]

6c. If YES, do you know who manages the programming?

___(1) Yes ___(2) No

7. Please CHECK ALL the ways your household learns about recreation programs, and park activities. [Check all that apply]

- ___(01) Conversations with City Staff
- ___(02) Email notifications
- ___(03) Newspaper articles
- ___(04) Public Meetings
- ___(05) Word of Mouth
- ___(06) City Website
- ___(07) Social Media
- ___(08) Online Town Hall Meetings
- ___(09) Zoom meetings or other online meeting platforms
- ___(10) Other: _____

8. What are the best ways to learn about parks, recreation programs, and park activities?
[Using the numbers in Question 7, please write in the numbers of the items that are your 1st, 2nd, and 3rd choices, or circle "NONE."]

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

9. Please CHECK ALL of the items below that makes a public space WELCOMING to you and the members of your household? [Check all that apply]

- ___(01) Familiar staff presence
- ___(02) Formal facility “check-in” system
- ___(03) Organized recreation activities
- ___(04) Close to home
- ___(05) Facility or park cleanliness
- ___(06) Security cameras/metal detectors
- ___(07) Presence of police/security staff
- ___(08) Mowed grass
- ___(09) Shade from trees
- ___(10) Controlled facility or park access before and after hours
- ___(11) Facility membership structure
- ___(12) Sightlines (e.g. a wide range of view in a facility or park)
- ___(13) Other: _____

10. Please CHECK ALL of the items below that makes a public space UNWELCOMING to you and the members of your household? [Check all that apply]

- ___(01) Poor lighting
- ___(02) Presence of trash and litter
- ___(03) After hours activities
- ___(04) No staff presence
- ___(05) Crowded facilities
- ___(06) Other users’ behavior
- ___(07) Presence of police/security staff
- ___(08) I had a previous bad experience
- ___(09) Lack of amenities outside facilities
- ___(10) Drop-in/open activities
- ___(11) Poor sightlines due to trees, shrubs, etc.
- ___(12) Feeling this space is not “for me”
- ___(13) Other: _____

11. Please rate how satisfied you are with the items below.

| Experiences | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|--|----------------|-----------|---------|--------------|-------------------|------------|
| 1. The look and feel of parks near you | 5 | 4 | 3 | 2 | 1 | 9 |
| 2. The look and feel of recreation centers near you | 5 | 4 | 3 | 2 | 1 | 9 |
| 3. The look and feel of walking loops and paths near you | 5 | 4 | 3 | 2 | 1 | 9 |
| 4. The look and feel of basketball courts near you | 5 | 4 | 3 | 2 | 1 | 9 |
| 5. Youth sports programs | 5 | 4 | 3 | 2 | 1 | 9 |
| 6. Adult programs | 5 | 4 | 3 | 2 | 1 | 9 |
| 7. The information you get about parks and recreation | 5 | 4 | 3 | 2 | 1 | 9 |
| 8. How you are treated by Parks and Rec employees | 5 | 4 | 3 | 2 | 1 | 9 |

12. Which TWO of the experiences in the list above should be the MOST IMPORTANT for the City to IMPROVE? *[Write-in your answers below using the numbers from the list in Question 11, or circle "NONE".]*

1st: ____ 2nd: ____ NONE

13. Please CHECK ALL of the items below that you would like to see in a public space where everyone in your household would enjoy to spend time. *[Check all that apply]*

- ___(01) A café or coffee shop
- ___(02) Computer labs with free access or co-working space
- ___(03) Indoor fitness space for running/walking or working out
- ___(04) Food pantry
- ___(05) Gyms for activities like basketball, volleyball, dance
- ___(06) Large indoor spaces with a kitchen for community or family events
- ___(07) Commercial kitchen a small business could rent
- ___(08) Library spaces with tables and areas for reading
- ___(09) Outdoor courts for sports like basketball
- ___(10) Outdoor fields for sports like football and baseball/softball
- ___(11) Space for arts, crafts or hobbies
- ___(12) Childcare center
- ___(13) Space for seniors
- ___(14) Space for teens
- ___(15) Mental health clinics
- ___(16) Spaces for music lessons
- ___(17) Theater or stage spaces for performing arts
- ___(18) Health clinics
- ___(19) Indoor toddler play areas
- ___(20) Indoor space for young children to play
- ___(21) Pool
- ___(22) Nature area for walking, biking, birdwatching
- ___(23) Job training center
- ___(24) Legal clinic
- ___(25) Outdoor playground
- ___(26) Laundromat
- ___(27) Campground
- ___(28) Large outdoor spaces for family or community events
- ___(29) A technology classroom
- ___(30) Splash pad
- ___(31) Dog park
- ___(32) Skate park
- ___(33) Other: _____

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

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

15. What is the maximum time you are willing to travel to use items you indicated are most important to your household?

- ____(1) Up to 5 minutes
- ____(2) Up to 10 minutes
- ____(3) Up to 15 minutes
- ____(4) Up to 20 minutes
- ____(5) Up to 25 minutes
- ____(6) More than 25 minutes

16. How important is it for the City’s Parks and Recreation Department to take each of the following actions?

| Actions | Very Important | Somewhat Important | Not Important | Don't Know |
|--|----------------|--------------------|---------------|------------|
| 01. Adding a dog park | 3 | 2 | 1 | 9 |
| 02. Adding a skate park | 3 | 2 | 1 | 9 |
| 03. Adding more health and wellness programs in parks and at facilities | 3 | 2 | 1 | 9 |
| 04. Adding virtual/online programming | 3 | 2 | 1 | 9 |
| 05. Establishing bus routes that help you get to parks and community recreation and service facilities | 3 | 2 | 1 | 9 |
| 06. Find more opportunities to engage the community in decision making | 3 | 2 | 1 | 9 |
| 07. Hosting large community events like concerts, movies in the park, or holiday events | 3 | 2 | 1 | 9 |
| 08. Improve building accessibility for people with disabilities | 3 | 2 | 1 | 9 |
| 09. Improve program accessibility for people with disabilities | 3 | 2 | 1 | 9 |
| 10. Improving access to greenways and trails | 3 | 2 | 1 | 9 |
| 11. Improving safety at Community Recreation and Service Centers | 3 | 2 | 1 | 9 |
| 12. Keeping parks clean and the grass mowed | 3 | 2 | 1 | 9 |
| 13. Making building improvements to the Recreation Center in your neighborhood | 3 | 2 | 1 | 9 |
| 14. Offer adult education classes | 3 | 2 | 1 | 9 |
| 15. Offer more programming for seniors | 3 | 2 | 1 | 9 |
| 16. Offer more youth sports programs | 3 | 2 | 1 | 9 |
| 17. Partnering with literacy and education organizations to offer after school programs and summer day camps | 3 | 2 | 1 | 9 |
| 18. Partnering with organizations to offer free health services | 3 | 2 | 1 | 9 |
| 19. Partnering with outdoor organizations to offer more outdoor recreation opportunities in parks | 3 | 2 | 1 | 9 |
| 20. Partnering with public transportation providers to make it easier to get to parks and facilities | 3 | 2 | 1 | 9 |
| 21. Provide meal delivery service | 3 | 2 | 1 | 9 |
| 22. Provide meals for kids | 3 | 2 | 1 | 9 |
| 23. Provide meals for seniors | 3 | 2 | 1 | 9 |
| 24. Provide more nature programs | 3 | 2 | 1 | 9 |
| 25. Provide opportunities for adults to connect (book clubs, adult sports leagues, parenting, or other support groups) | 3 | 2 | 1 | 9 |
| 26. Other: _____ | 3 | 2 | 1 | 9 |

17. Have you ever used a greenway?

____(1) Yes ____ (2) No ____ (9) Don't know

18. Have you ever used (walked/biked) the Dequindre Cut?

____(1) Yes ____ (2) No ____ (9) Don't know

19. What would you say are currently your most practical problems caused by COVID-19?

20. Thinking about where you grew up, did you live in a place with access to parks, nature, and greenspace?

____(1) Yes ____ (2) No

21. Did you use parks, nature, and greenspace areas growing up?

____(1) Yes ____ (2) No

Demographics: Your answers will remain private, and ETC Institute will not share any personally identifiable information with the City of Detroit.

22. What is your age? _____ years

23. Gender identity:

- ____(1) Male/Man
- ____(2) Female/Woman
- ____(3) TransMale/TransMan
- ____(4) TransFemale/TransWoman
- ____(5) Genderqueer/Gender nonconforming
- ____(6) Something else: _____
- ____(7) Decline to answer

24. How many years have you lived in the City of Detroit? _____ years

25. Counting yourself, how many people live in your household? _____ people

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

- Under age 5: ____
- Ages 5-9: ____
- Ages 10-14: ____
- Ages 15-19: ____
- Ages 20-24: ____
- Ages 25-34: ____
- Ages 35-44: ____
- Ages 45-54: ____
- Ages 55-64: ____
- Ages 65-74: ____
- Ages 75+: ____

26a. If you have children in your household please indicate what type of school they attend.

- ____(1) Local public school
- ____(2) Charter school
- ____(3) Private school
- ____(4) Vocational School

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

- ____(1) American Indian/Alaska Native
- ____(2) Arab
- ____(3) Black and/or African American
- ____(4) White/Caucasian
- ____(5) Asian:
 - ____(1) Asian Indian
 - ____(2) Bengali
 - ____(3) Chinese
 - ____(4) Filipino
 - ____(5) Japanese
 - ____(6) Korean
 - ____(7) Vietnamese
 - ____(8) Other: _____
- ____(6) Native Hawaiian/Pacific Islander:
 - ____(1) Native Hawaiian
 - ____(2) Guamanian or Chamorro
 - ____(3) Samoan
 - ____(4) Other Pacific Islander: _____
- ____(7) Decline to answer
- ____(8) Other: _____

28. Which of the following best describes your ethnicity? *[Check all that apply.]*

- (1) Non-Hispanic/Latino
- (2) Dominican
- (3) Cuban
- (4) Mexican, Chicano/a
- (5) Puerto Rican
- (6) Other Hispanic/Latino: _____
- (7) Decline to answer

29. What is your annual household income?

- (1) Under \$25,000
- (2) \$25,000-\$49,999
- (3) \$50,000-\$74,999
- (4) \$75,000-\$99,999
- (5) \$100,000 or more

30. Please include any additional comments below.

This concludes the survey – Thank you for your time.

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

Community Needs Assessment

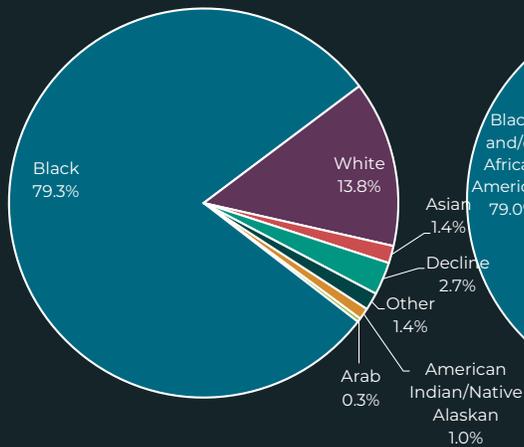
Analysis & Graphical Representations



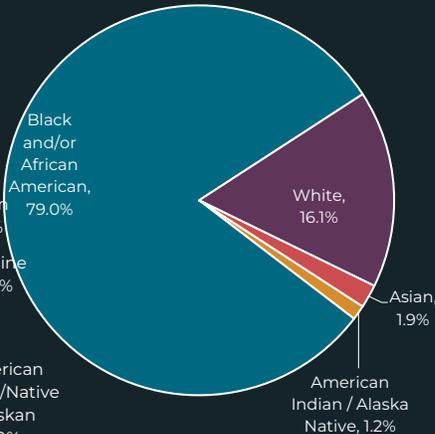
DEMOGRAPHICS

RACE

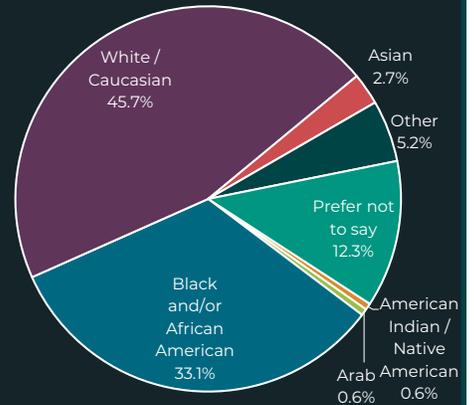
Community Needs Assessment



Detroit



City-Wide Survey

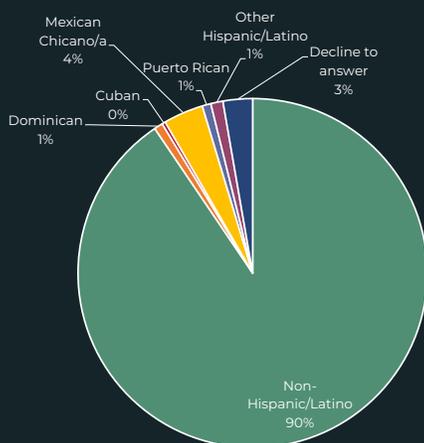


Above: Breakdown of participants by race compared between the Community Needs Assessment, City-Wide Survey, and Detroit's actual demographics, as provided by the US Census. Information on the Bengali population of Detroit was not available.

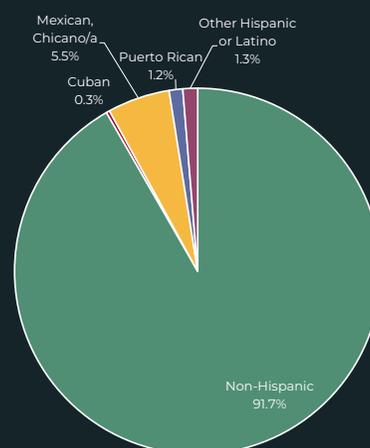
Below: Breakdown of ethnicity compared between the Community Needs Assessment and Detroit's actual demographics, provided by the US Census. Information on Dominican population was not available for Detroit.

ETHNICITY

Community Needs Assessment

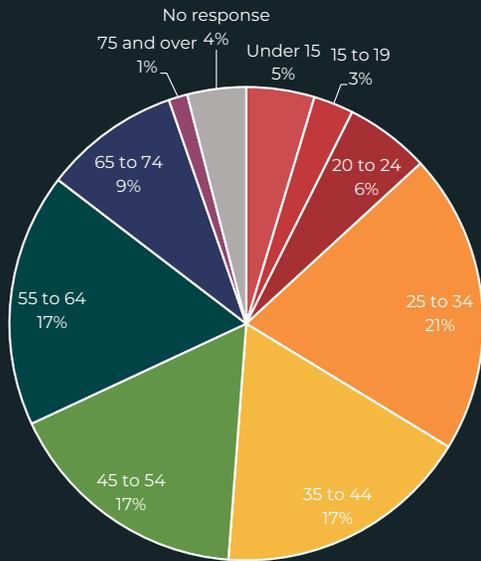


Detroit

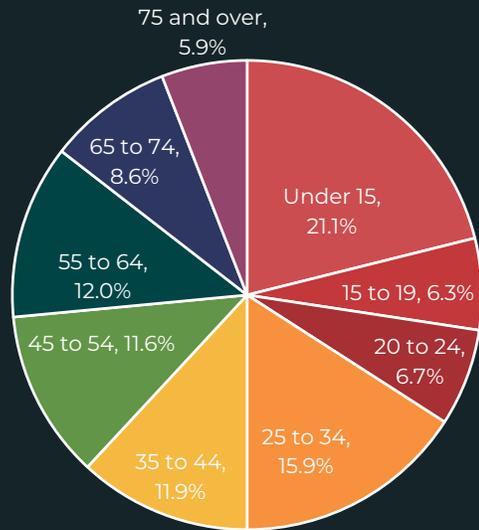


AGE

Community Needs Assessment:
Number of Years Lived In Detroit



Detroit: Age

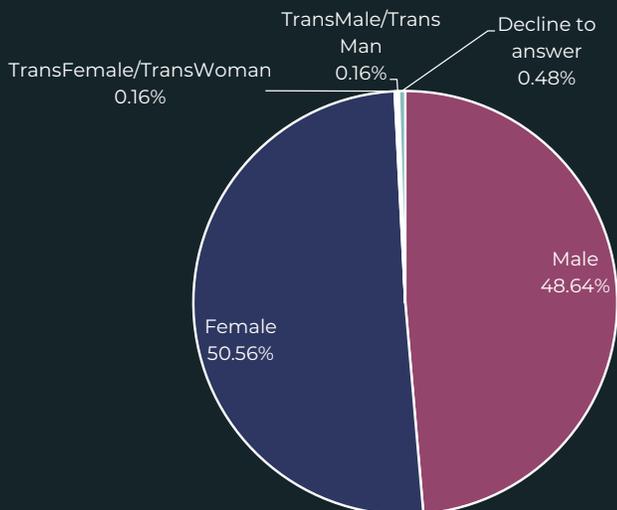


Above: Breakdown of Community Needs Assessment participants by time lived in Detroit as a proxy variable for age compared to age of Detroit's actual population, as provided by the US Census.

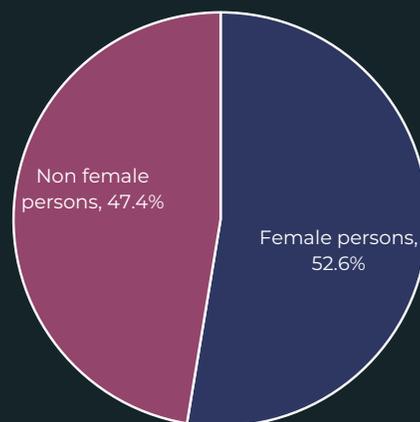
Below: Breakdown of gender compared between the Community Needs Assessment and Detroit's actual population, as provided by the US Census. Information on transgender population was not available for Detroit.

GENDER

Community Needs Assessment

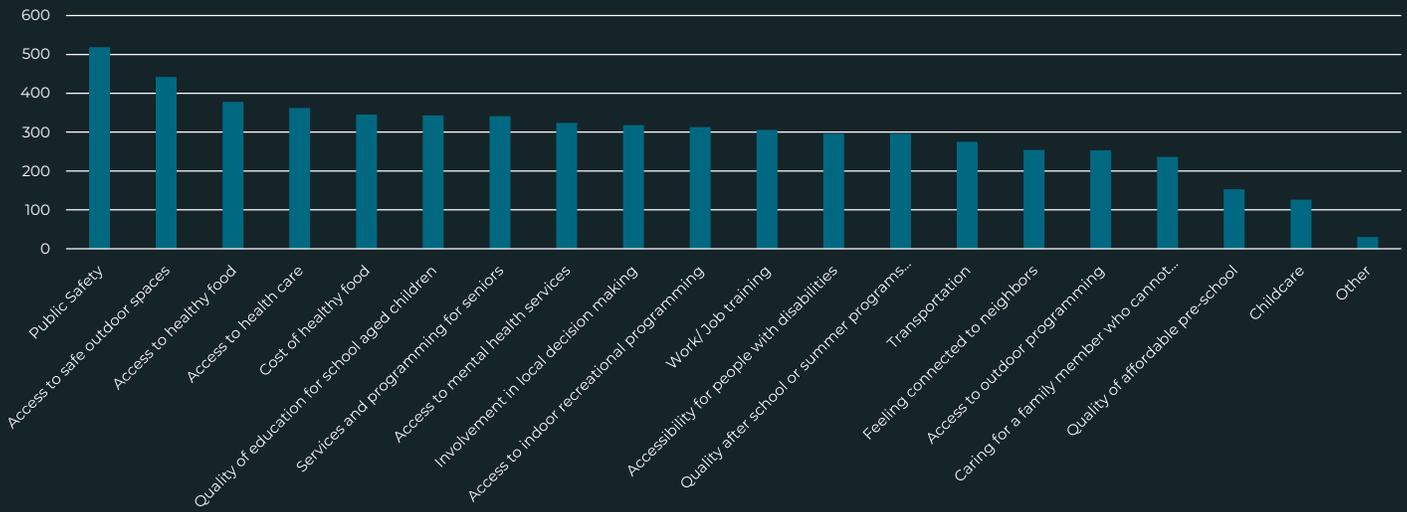


Detroit



ISSUES OF IMPORTANCE

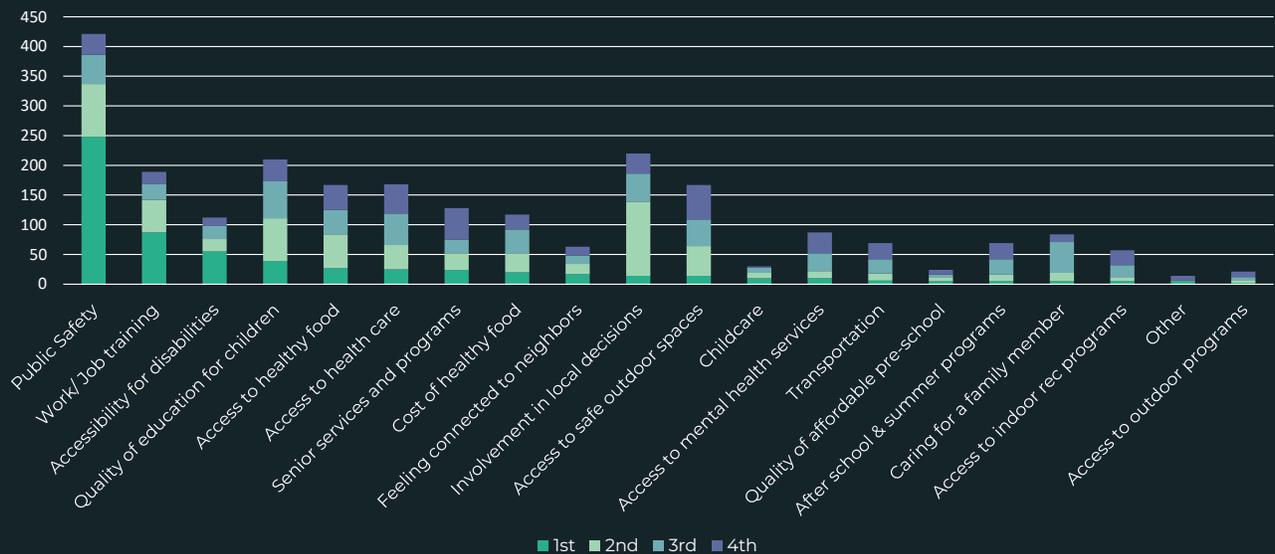
What is Important to Detroiters



Above: Counts of “Yes” responses to whether each issues is important, arranged from highest to lowest number of positive responses. Respondents were allowed to respond “Yes” to as many issues as desired.

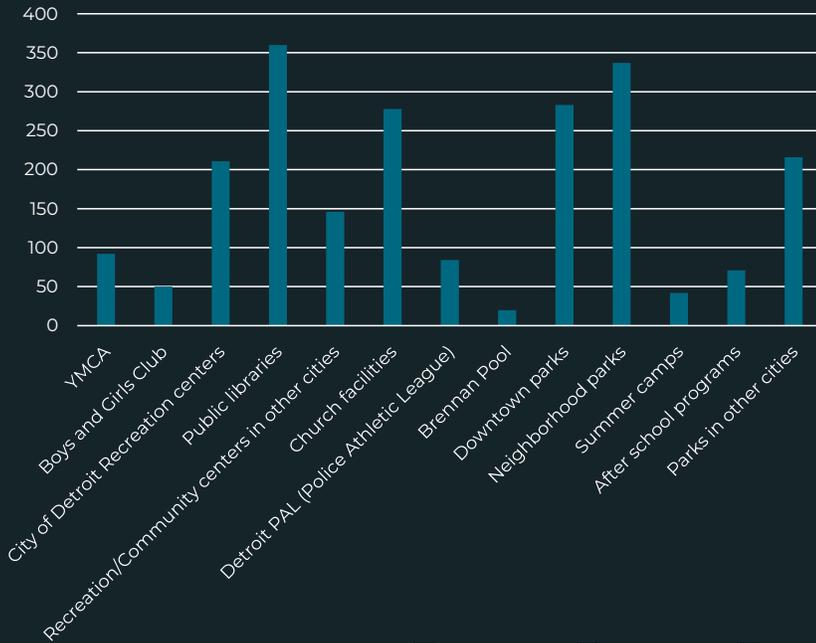
Below: Counts of 1st, 2nd, 3rd, and 4th choice response in a ranking of highest importance when given the issues above, arranged from highest to lowest by first response. Each rank allowed only one selection.

What is Important to Detroiters (Top 4 Choices)



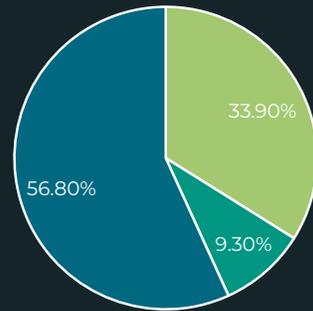
PARKS & SERVICES

Services and Programs Used

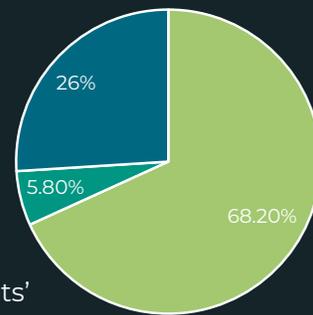


■ Uses outside of Detroit
■ Neither
■ Uses Detroit's

Rec Center Use



Park Use



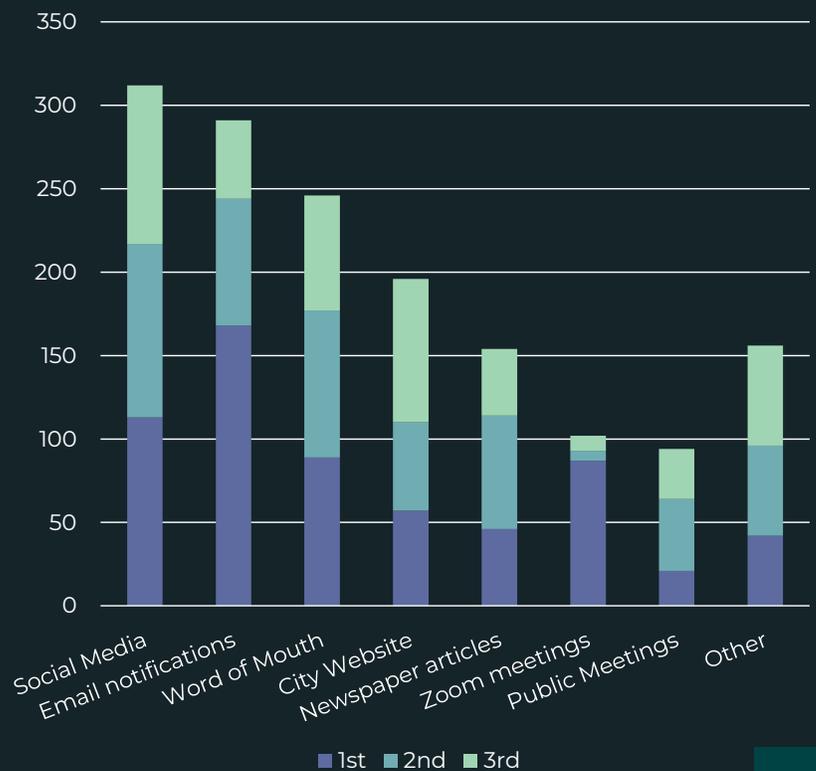
Top Left: Counts of "Yes" responses to each service or program used. Respondents were allowed to respond "Yes" to as many as desired.

Top Right: Distribution of Rec Center use within and outside of the city.

Middle Right: Distribution of Park use within and outside of the city.

Lower Right: Counts of 1st, 2nd, and 3rd choice response to how information is received, arranged by highest composite response rate.

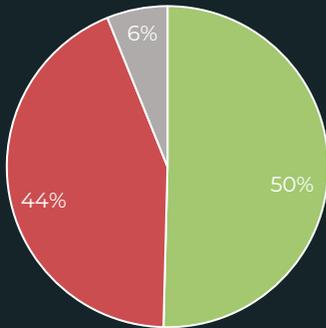
How Detroiters Receive Information



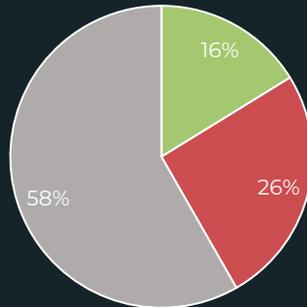
ACCESS TO PARKS

LOCAL PARKS & PROGRAMMING

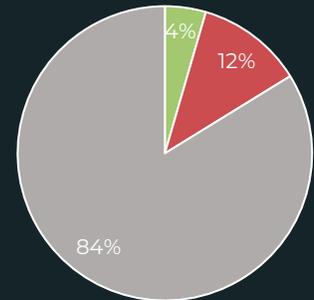
Is there a park near your home?



Is there programming that happens at that park?



Do you know who manages the programming?



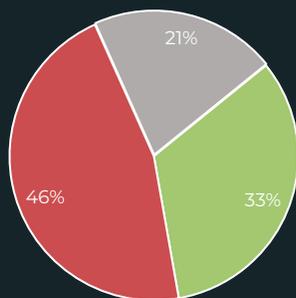
■ Yes ■ No ■ Don't know/no response

Above: Responses to the above questions indicate that many people are aware of parks near their homes but are unaware of what programs are offered there and who manages them. However, this is only an extrapolation due to the the extremely high number of non-response and possibly misunderstood phrasing of response options.

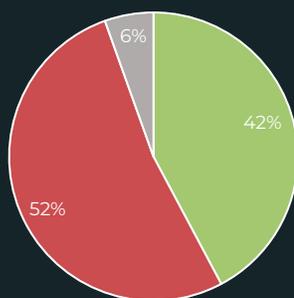
Below: Given that Dequindre Cut is a greenway itself and that a higher number of respondents reported using it than the number that reported having used a greenway, it is clear that respondents are not familiar with how greenways are defined.

PARKS & GREEN SPACE

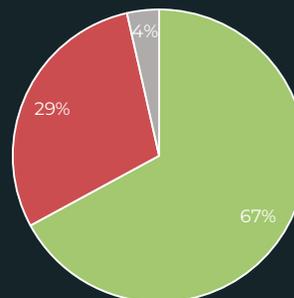
Have you ever used a greenway?



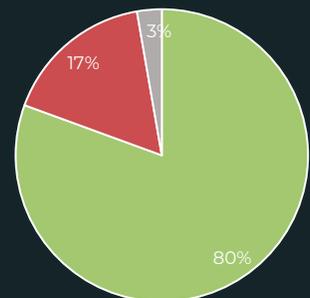
Have you ever used (walked/biked) the Dequindre Cut?



Thinking about where you grew up, did you live in a place with access to parks, nature, and greenspace?

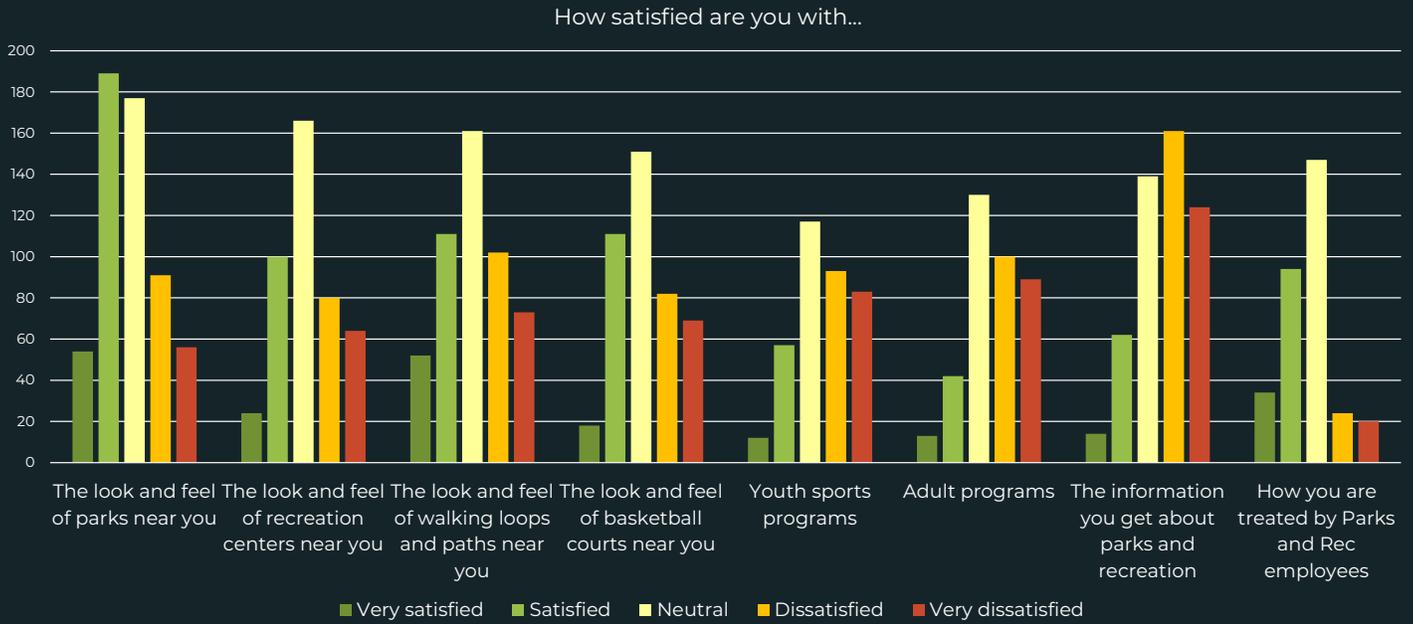


Did you use parks, nature, and greenspace areas growing up?



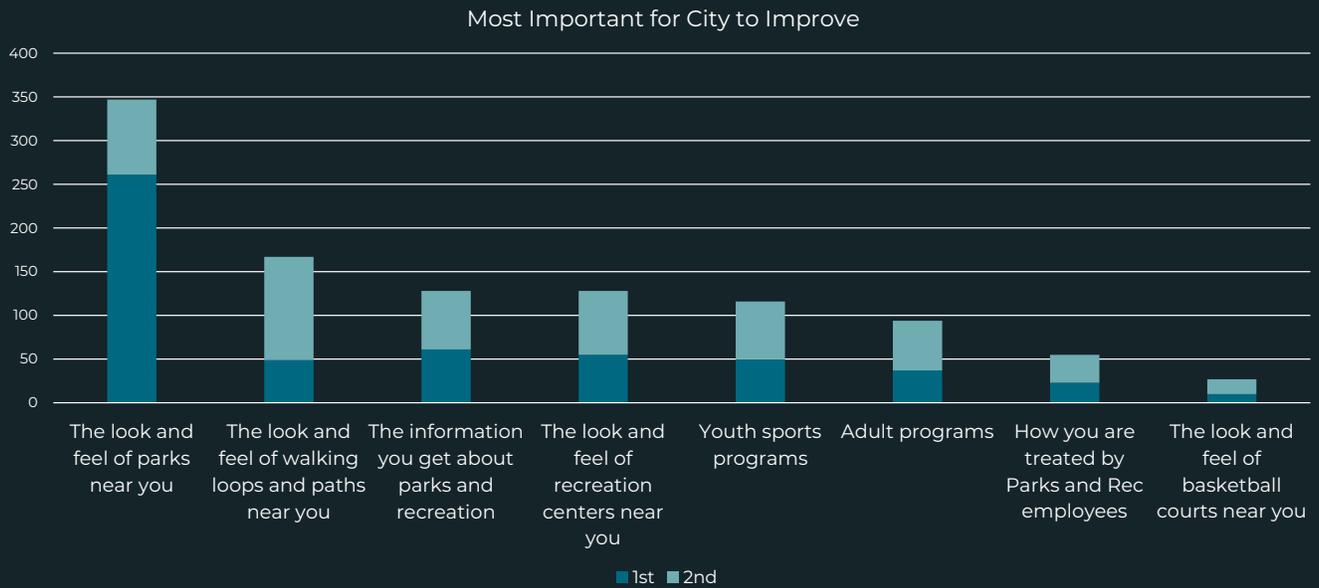
■ Yes ■ No ■ Don't know/no response

SATISFACTION RATINGS



Above: Satisfaction ratings for Detroit's Parks and Rec services and properties. The look and feel of parks near you received the most positive ratings, while the information you get about parks and recreation received the more negative ratings. All categories received many neutral responses.

Below: Ranking of 1st and 2nd most important aspects for improvement. Interestingly, despite the look and feel of parks near you being the most positively rated, it is also ranked as the highest importance.



PUBLIC SPACES

What Makes Public Spaces Welcoming?

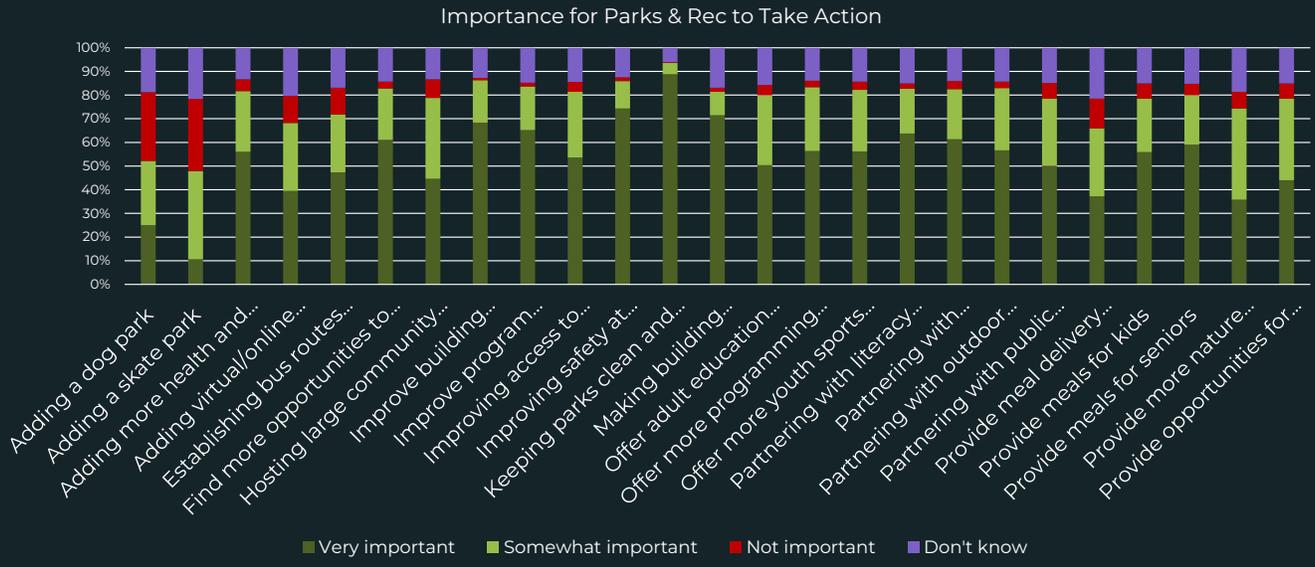


Above: Counts of "Yes" responses to whether each attribute makes a public space welcoming, arranged from highest to lowest number of positive responses. Respondents were allowed to respond "Yes" to as many issues as desired.

Below: Counts of "Yes" responses to whether each attribute makes a public space unwelcoming, arranged from highest to lowest number of positive responses. Respondents were allowed to respond "Yes" to as many issues as desired.

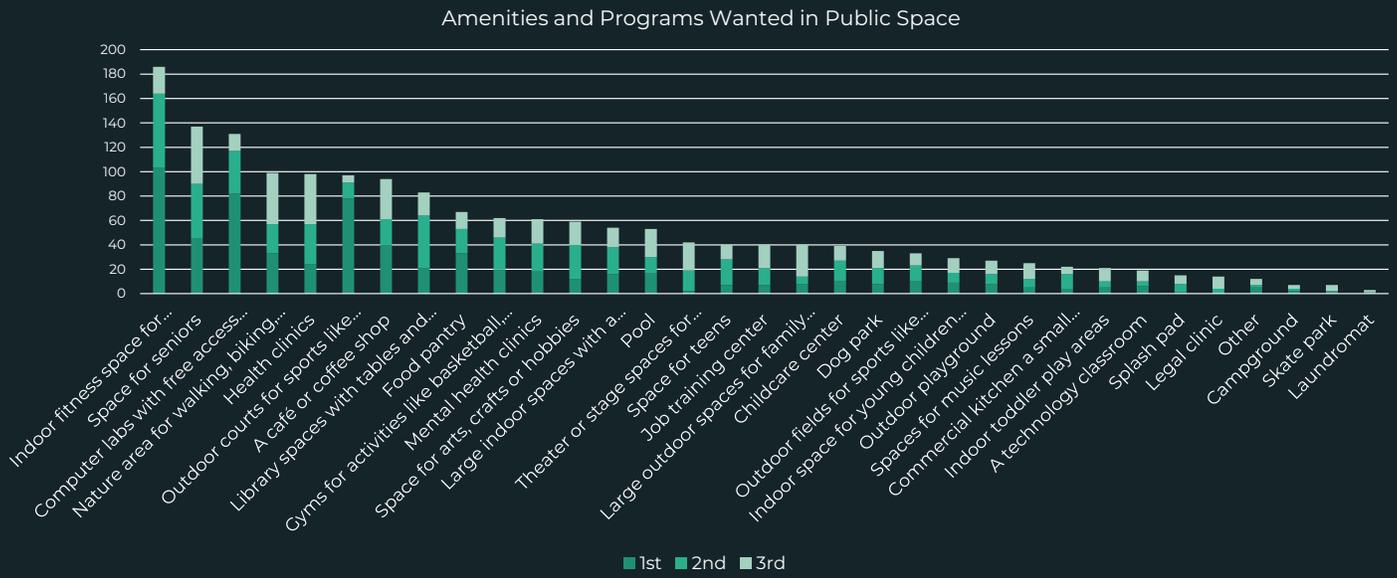
What Makes Public Spaces Unwelcoming?





Above: Respondents were asked to rate the importance of each action listed above.

Below: Counts of 1st, 2nd, and 3rd choice response in a ranking most desired amenities and programs in a public space out of the provided options, arranged from highest to lowest by first response. Each rank allowed only one selection.

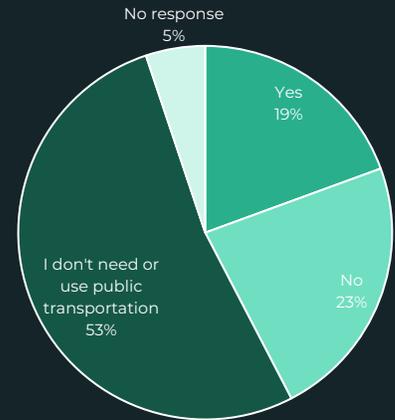


TRANSPORTATION

Modes of Transportation



Does public transit fulfill your needs?



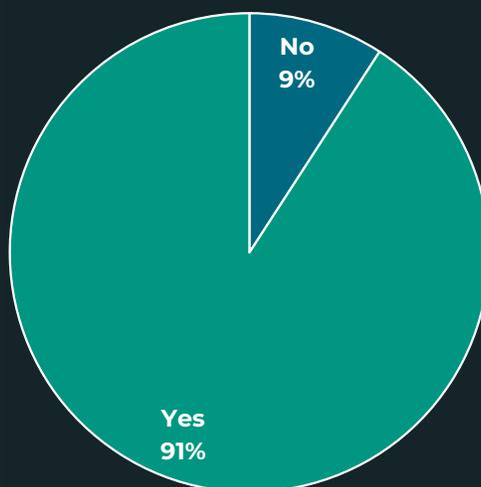
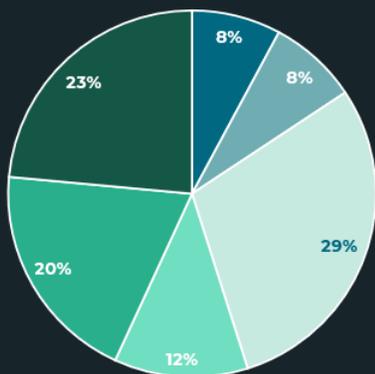
Above left: Counts of “Yes” responses to whether each transportation mode is used to get to work, school, or other important places, arranged from highest to lowest number of responses. Respondents were allowed to respond “Yes” to as many issues as desired.

Above right: Distribution of met and unmet need relating to the options provided in the previous question. Each respondent was allowed to pick one response.

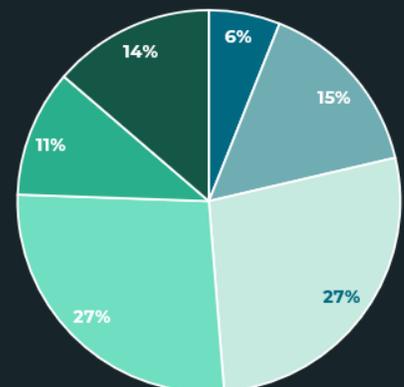
Below left & right: A representation of indicated amount of time willing spent traveling to different amenities and programs broken out between those with personal vehicles and those without. Those without vehicles appear willing to travel for a longer amount of time, possibly due to being accustomed to having to travel longer using public transit.

Access to Personal Vehicle

Preferred Travel Time Maximums for Households **without** Personal Vehicles



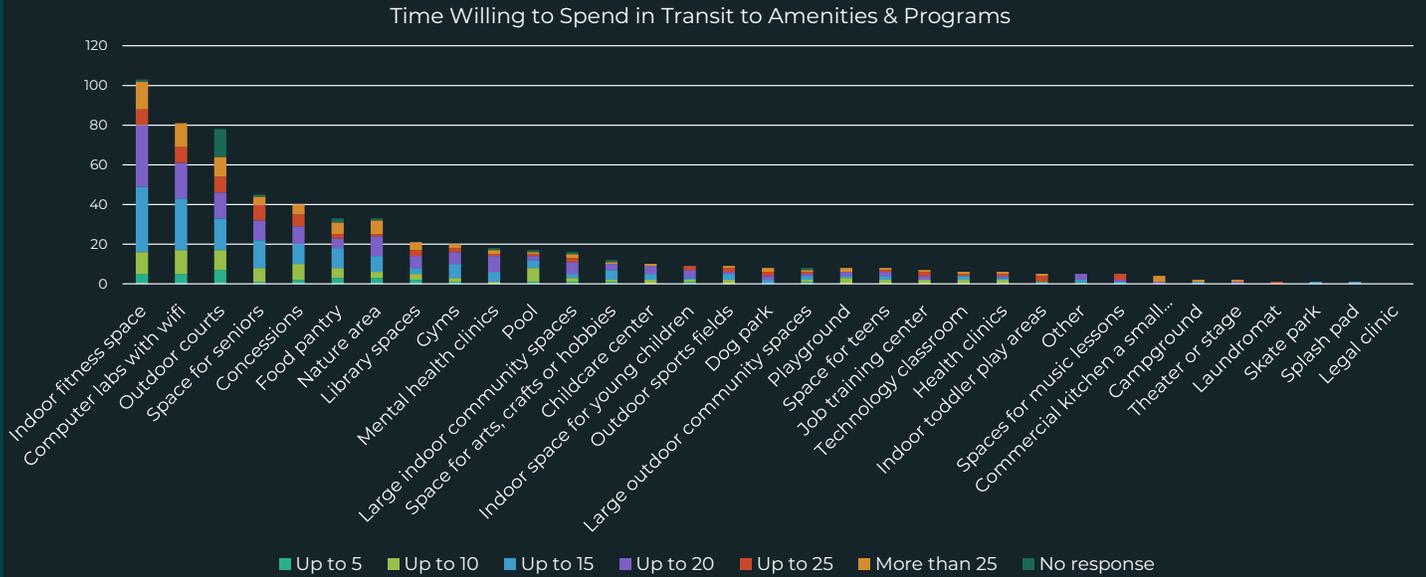
Preferred Travel Time Maximums for Households **with** Personal Vehicles



■ Up to 5
 ■ Up to 10
 ■ Up to 15
 ■ Up to 20
 ■ Up to 25
 ■ More than 25

WILLINGNESS TO TRAVEL

Responses by Amenity or Program

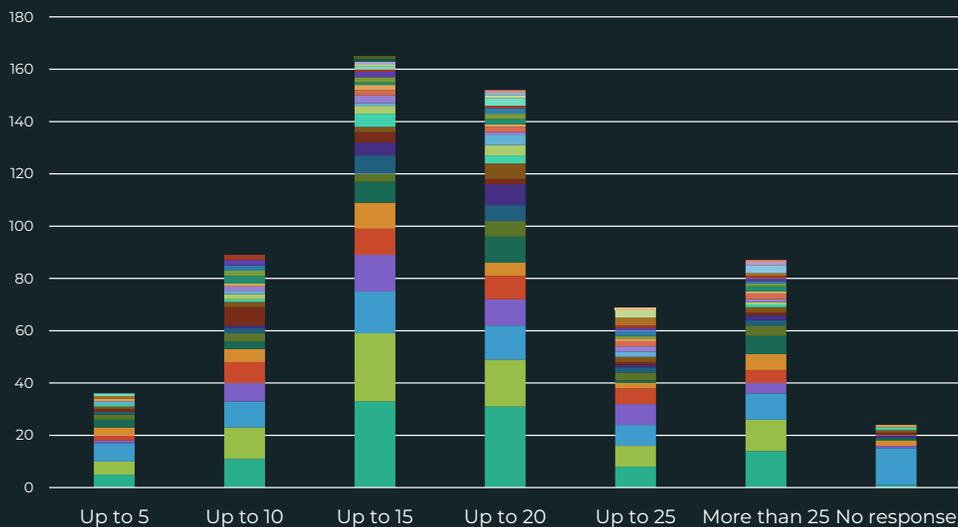


Above: Composite representation of time that respondents are willing to spend traveling to different amenities and programs.

Below: Same as above with an inverted access. Time respondents are willing to spend broken out by amount of time with colors representing different locations.

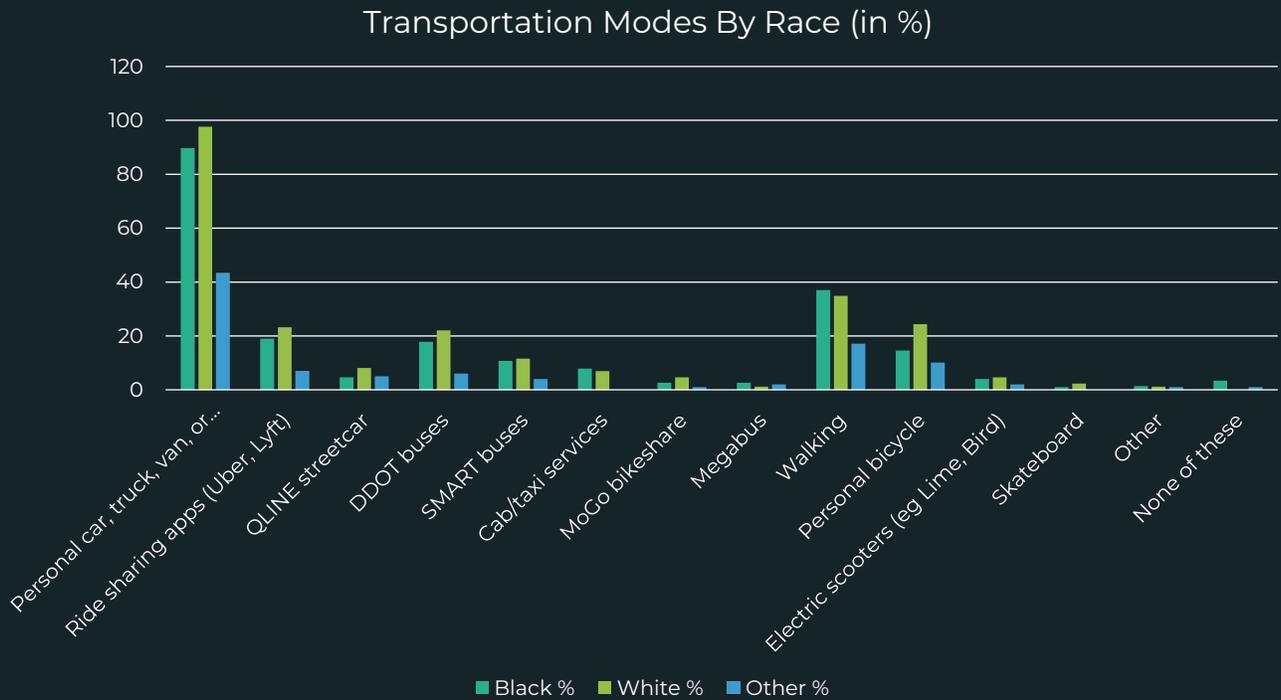
Responses by Travel Time

Time Willing to Spend in Transit to Amenities & Programs



EQUITY: RESPONSE BY DEMOGRAPHICS

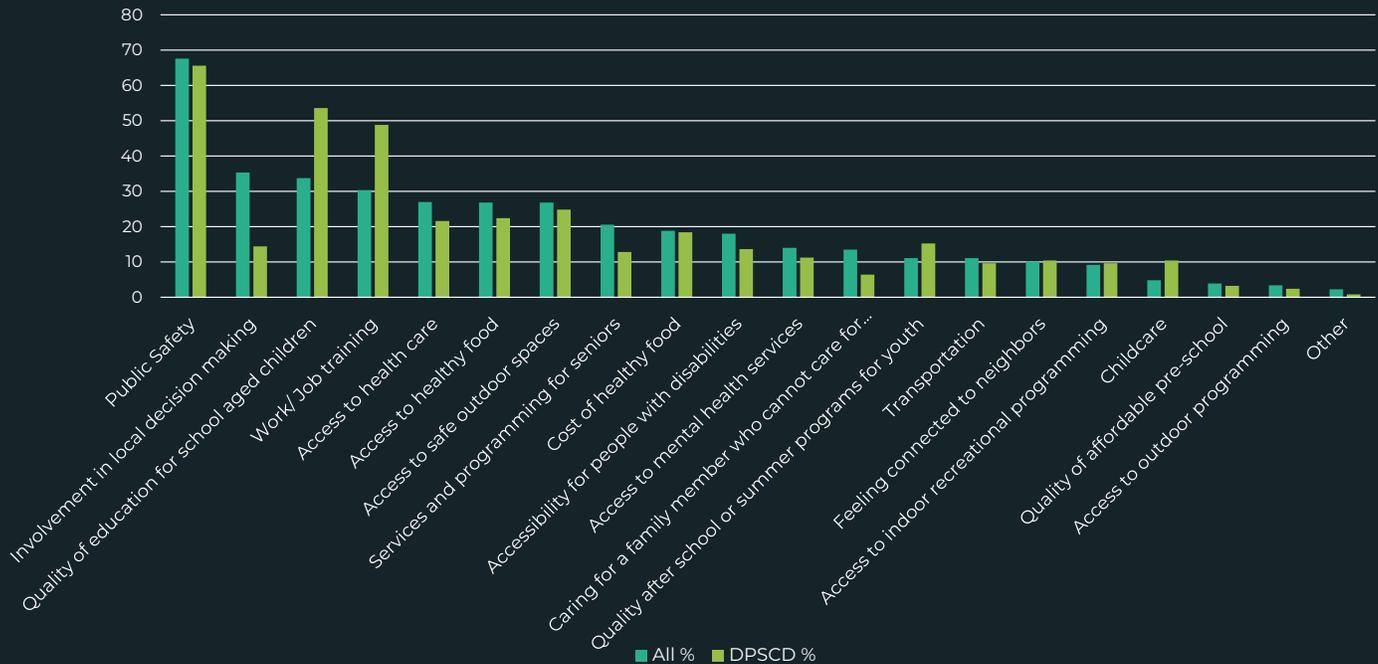
Modes of Transportation Cont.



Above: Graph of transportation modes stratified by race in percent of respondents. Each respondent could indicate use of all, some, or none of the above modes of transit. The survey captured a significant number of black and white residents, as well as small, yet representative samples of residents of other races. Thus, to compare usage across demographics, individual counts were transformed into percentages by race. For example, in the above graph, over 20% of white respondents indicated use of a personal bicycle, while fewer than 20% of black and other residents reported this. It is important to review such nuances in the data to ensure equitable outcomes. Prioritizing certain treatments, such as preferred modes of transit, without considering demographic breakdown, could result in decisions that disproportionately service some groups over others.

Issues of Importance Composite Comparison

What's Important - All & DPSCD in %



Above: Graph showing responses to the first survey question: Which issues are important to your household. All ranked responses (1st - 4th most important) were combined and represented as percentages of either all respondents or respondents representing households with children in the DPSCD. This graph shows the importance of analyzing by demographics, as different groups will have different needs and priorities. Respondents from the DPSCD group showed much less interest in “involvement in local decision making” and very high interest in “quality of education for school aged children” and “work/job training”. This information allows us to understand the priorities of different subgroups of the population and ensure that the needs of historically underserved or in-need group are not overlooked.