

2021

City of Norfolk Parks and Recreation Needs Assessment Findings Report

Presented to the
City of Norfolk Recreation, Parks,
and Open Space Department of
the City of Norfolk, Virginia

April 2021



Findings Report

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Executive Summary

Purpose and Methodology



Purpose

ETC Institute administered a Parks and Recreation Assessment Survey on behalf of the City of Norfolk, Virginia. The purpose of the assessment was to analyze residents' opinion about various topics regarding the community's parks, trails, recreation facilities, programs, and services. Analysis will establish priorities for the future improvement of Parks and Recreation services and aide City leaders in making decisions that best reflect the community's needs.

Methodology

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

Approximately seven to ten days after the surveys were mailed, ETC Institute sent emails to the households that received the survey to encourage participation. The emails contained a link to the online version of the survey to make it simple for residents to complete. To prevent people who were not residents of the City from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.



The goal was to obtain 400 completed surveys from City residents. A total of 449 surveys were collected.



The overall results for a sample of 449 surveys have a precision of at least +/- 4.6% at the 95% level of confidence.

This report contains:

- Charts showing the overall results of the survey (Section 1)
- Benchmark Analysis comparing the City's results to national results (Section 2)
- Priority Investment Ratings (PIR) Analysis that identifies priorities for facilities/ amenities and programs/ activities in the community (Section 3)
- Tabular Data showing the overall results for all questions on the survey (Section 4)
- A copy of the survey instrument (Section 5)

Amenity, Facility, and Park Use and Ratings



City Park and Facility Use and Ratings. Eight out of ten (80.8%) of residents surveyed indicated they (or a member of their household) have visited City parks and/or facilities during the last two years (including the time before the COVID-19 Pandemic). Of these households, 28.5% indicated they had visited City parks and/or facilities, during the last two years, at least two to four times a week,

- 25.9% visited one to three times a month,
- 20.2% visited less than once a month,
- 15.4% visited at least once a week, and
- 10.0% visited five or more times a week.

City Park/Facility Ratings. Sixty-two percent (61.6%) of residents surveyed, who indicated visited City parks and/or facilities during the last two years, rated the physical condition of parks/facilities visited as in either *excellent* or *good* physical condition; 32.8% indicated the condition as *fair* and 5.6% indicated the condition as *poor*.

Barriers to Park/Facility Use. Households that indicated they have not visited City parks and/or facilities during the last two years were asked, out of twelve (12) potential reasons, why they may have not visited City parks and/or facilities. Twenty-eight percent (27.9%) of residents indicated they have not visited because the parks/facilities **lack the features wanted**; 18.6% do not feel safe using parks/trails, 17.4% are not aware of parks' or trails' locations, 15.1% have lack of transportation, and 15.1% do not use parks/facilities because of the lack of restrooms.

Travel to a Neighborhood Park. A neighborhood park is a smaller park, which may include a play area, picnic area, and a small outdoor open area. Residents surveyed were asked what the maximum distance they would be willing to travel to visit a neighborhood park as described. Results were close-to-even for distances questioned.

- Twenty-two percent (22.4%) would travel two or more miles,
- 22.4% would travel up to one mile,
- 22.0% would travel up to one-half of a mile,
- 21.5% would travel up to two miles, and
- 11.7% indicated they would not visit a neighborhood park.

Travel to a Community Park. A community park is a larger park, which may include a larger outdoor open area, play areas, athletic fields/game courts, a community building/gym, a childcare center, and senior center. Residents surveyed were asked what the maximum distance they would be willing to travel to visit a community park as described. Results are as follows:

- over half (54.1%) of residents surveyed would travel two or more miles,
- 23.0% would travel up to two miles,
- 11.3% would travel up to one mile,
- 3.2% would travel up to one-half of a mile, and
- 8.4% indicated they would not visit a community park.

Organizations Used by Households for Recreation and Sports Activities. Residents surveyed were asked what organizations they or members of their household have used, during the last two years, for recreation and sports activities. The three organizations that have been used most, as indicated by residents surveyed, were: Virginia State parks (39.2%), City of Norfolk recreation programs (35.9%), and private workout facilities (24.5%).

Amenity, Facility, and Park Needs and Priorities



Facility and Amenity Needs. Respondents were asked to identify if their household had a need for 31 facilities and amenities and rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various facilities and amenities. The four facilities and amenities with the highest percentage of estimated households whose needs are being met 50% or less are listed below.

- Walking and Biking Trails: 45,460 households (or 46.1%)
- Fitness and Exercise Facilities: 36,245 households (or 36.8%)
- Indoor Pools/Aquatics Facilities: 35,465 households (or 36.0%)
- Indoor Walking/Jogging Track: 27,814 households (or 28.2%)

The estimated number of households that have unmet needs for each of the 31 facilities and amenities that were assessed is shown in Figure 1 below.

Estimated Number of Households Whose Needs for Facilities/Amenities Are Being Met 50% or Less

by number of households (based on an estimated 98,476 households in the City of Norfolk, VA)

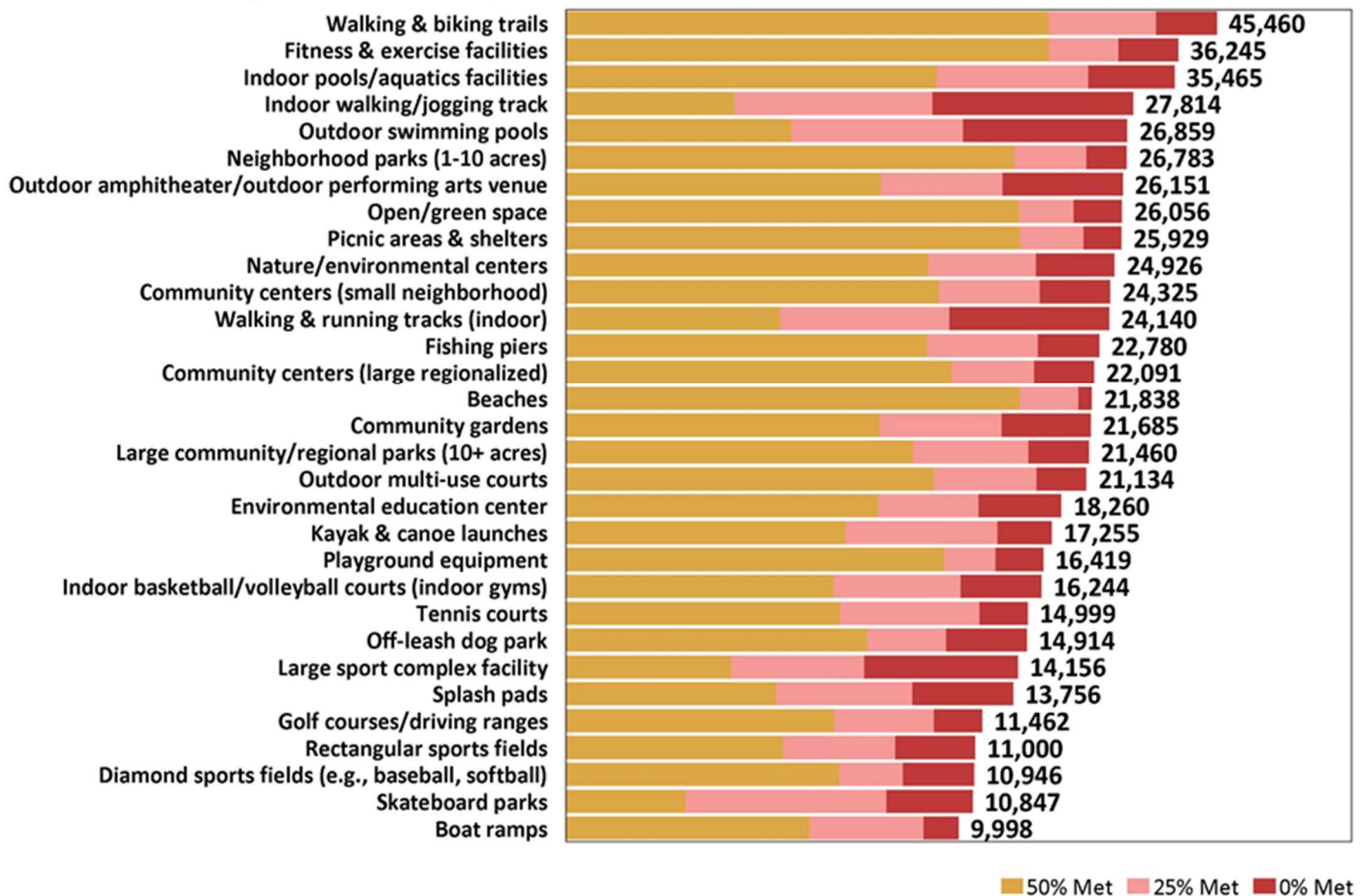


Figure 1: Estimated Households with Facility and Amenity Need

Amenity, Facility, and Park Needs and Priorities



Facility and Amenity Importance. In addition to assessing the needs for each facility and amenity, ETC Institute also assessed the importance that residents placed on each one. Based on the sum of respondents' top four choices, the most important facilities and amenities to residents were:

- beaches (37.8%),
- walking and biking trails (32.1%),
- fitness and exercise facilities (21.8%), and
- indoor pools/aquatics facilities (20.9%).

The percentage of residents who selected each outdoor amenity as one of their top four choices is depicted in Figure 2 below.

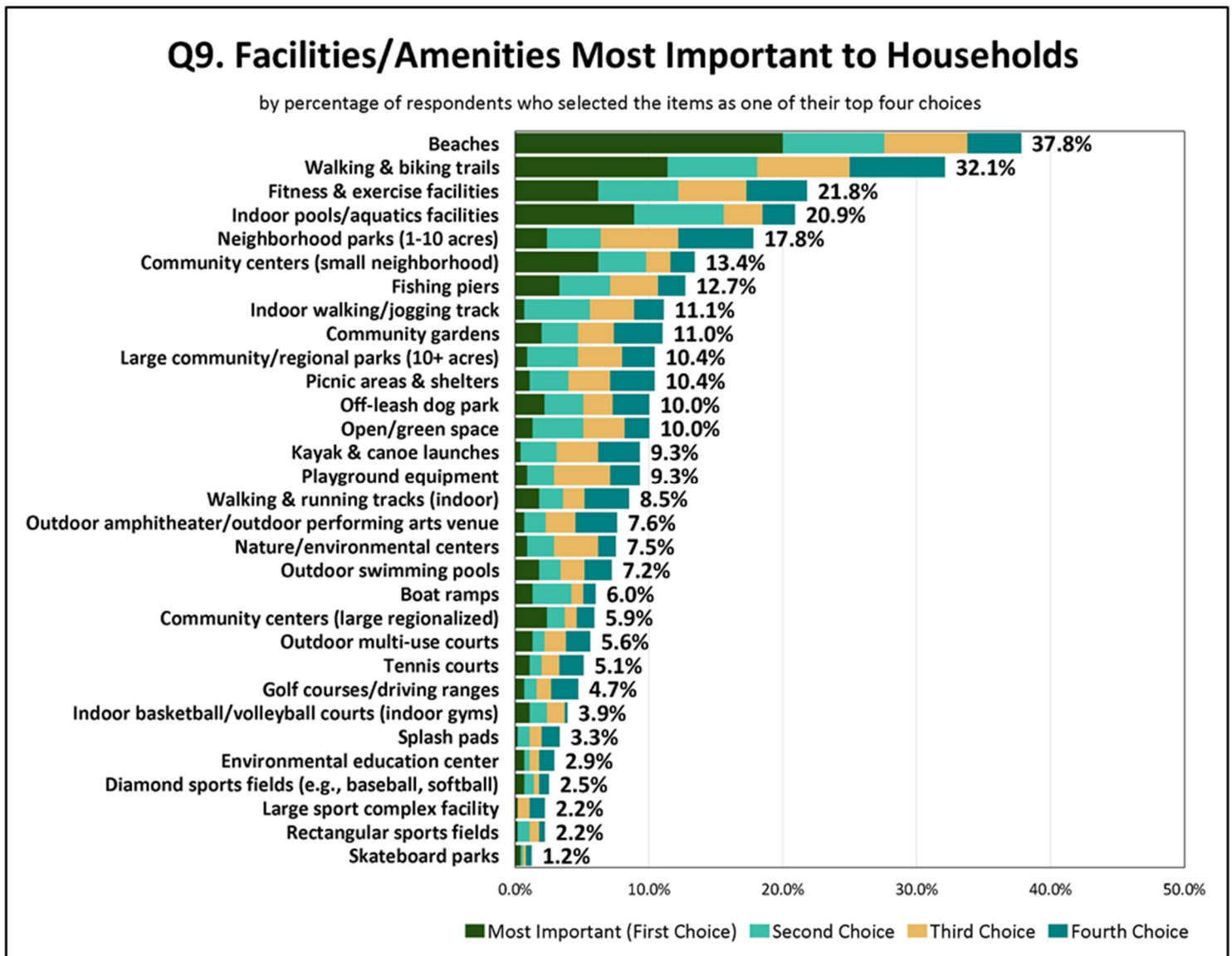


Figure 2: Facilities/Amenities Most Important to Households Surveyed

Amenity, Facility, and Park Needs and Priorities



Priorities for Facility and Amenity Investments. The Priority Investment Rating (PIR) was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on Parks and Recreation investments. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on each facility/amenity/program and (2) how many residents have unmet needs for the facility/amenity/program. Details regarding the methodology for this analysis are provided in Section 3 of the report. Based on the Priority Investment Rating (PIR), the five facilities and amenities were rated as high priorities for investment are listed below.

- Walking and Biking Trails: PIR=184.9
- Beaches: PIR=148.0
- Fitness and Exercise Facilities: PIR=137.4
- Indoor Pools/Aquatics Facilities: PIR=133.3
- Neighborhood Parks (1-10 acres): PIR=106.0

The Priority Investment Ratings for each facility and amenity is shown in the chart below (Figure 3).

Top Priorities for Investment for Parks and Recreation Facilities and Amenities

Based on the Priority Investment Rating (PIR)

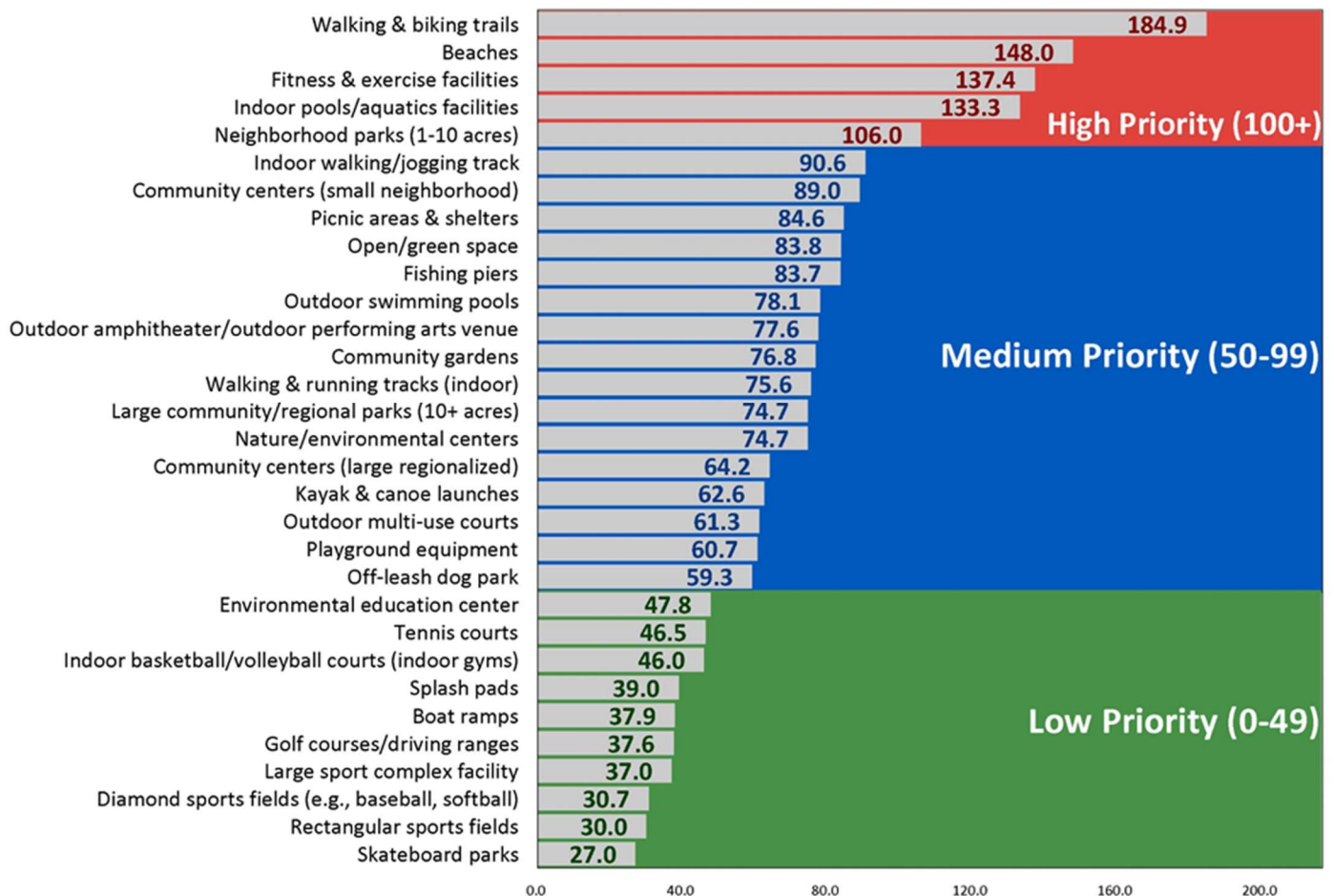


Figure 3: Priority Investment Ratings (PIR) for Facilities/Amenities

Program and Activity Use and Ratings



Program Participation and Ratings. Thirty-three percent (32.5%) of residents surveyed indicated they (or household members) have participated in recreation programs, offered by the City of Norfolk Recreation, Parks, and Open Space Department during the last two years. Of these participants, 49.0% indicated they have participated in two to three programs, 27.6% participated in one program, 13.1% participated in four to six programs, and 10.3% participated in seven or more programs during the last two years.

City of Norfolk Recreation, Parks, and Open Space Department Program Ratings. Eighty-one percent (80.7%) of residents surveyed, who participated in programs during the last two years, indicated the quality of programs were either *excellent* or *good*; 18.6% rated the quality as *fair* and less than one percent (0.7%) rated the quality as *poor*.

Barriers to Participating in Programs. Households that indicated they have not participated in City Recreation, Parks, and Open Space Department programs during the last two years were asked, out of seventeen (17) potential reasons, why they may have not participated in recreation programs. Forty-nine percent (48.8%) of non-participants indicated **they do not know what is being offered**; 23.4% indicated they are too busy/not interested, 18.5% indicated it is because of the old and outdated facilities, 16.5% indicated the program times are not convenient, and 14.9% indicated the fees are too high.

Communication. The top three methods that residents use to learn about City of Norfolk Recreation, Parks, and Open Space Department programs and activities are through friends and neighbors (49.9%), the City website (42.8%), and the “Good Times” magazine (25.4%). Residents’ top three most preferred methods of communication, based on the sum of respondents’ top three choices, are; e-mail/e-blasts from the City (43.0%), the City website (40.0%), and Facebook (28.6%).

Program and Activity Needs and Priorities



Parks, Recreation, and Senior Program Needs. Respondents were asked to identify if their household had a need for 34 programs and rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various programs. The four programs with the highest percentage of estimated households whose needs are being met 50% or less are listed below.

- Adult Fitness and Wellness Programs: 43,665 households (or 44.3%)
- Exercise Classes: 38,521 households (or 39.1%)
- Senior Health and Wellness Programs: 26,293 households (or 29.7%)
- Water Fitness Programs/Lap Swimming: 24,022 households (or 24.3%)

The estimated number of households that have unmet needs for each of the 34 programs that were assessed is shown in Figure 4 below.

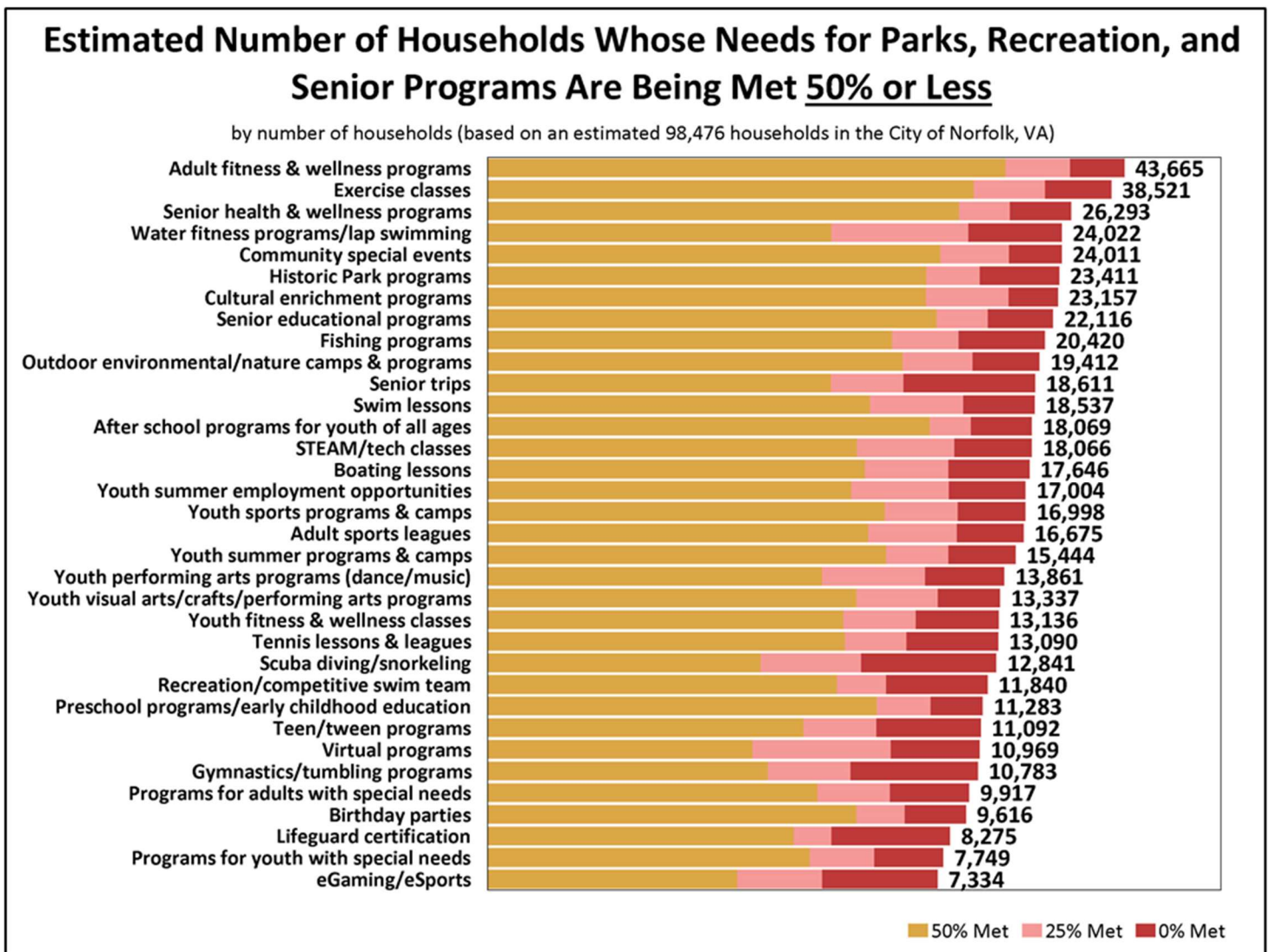


Figure 4: Estimated Households with a Park, Recreation, Program Need

Program and Activity Needs and Priorities



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

- adult fitness and wellness programs (40.1%),
- exercise classes (25.0%),
- senior health and wellness programs (18.5%), and
- water fitness programs/lap swimming (16.4%).

The percentage of residents who selected each program as one of their top four choices is depicted in Figure 5 below.

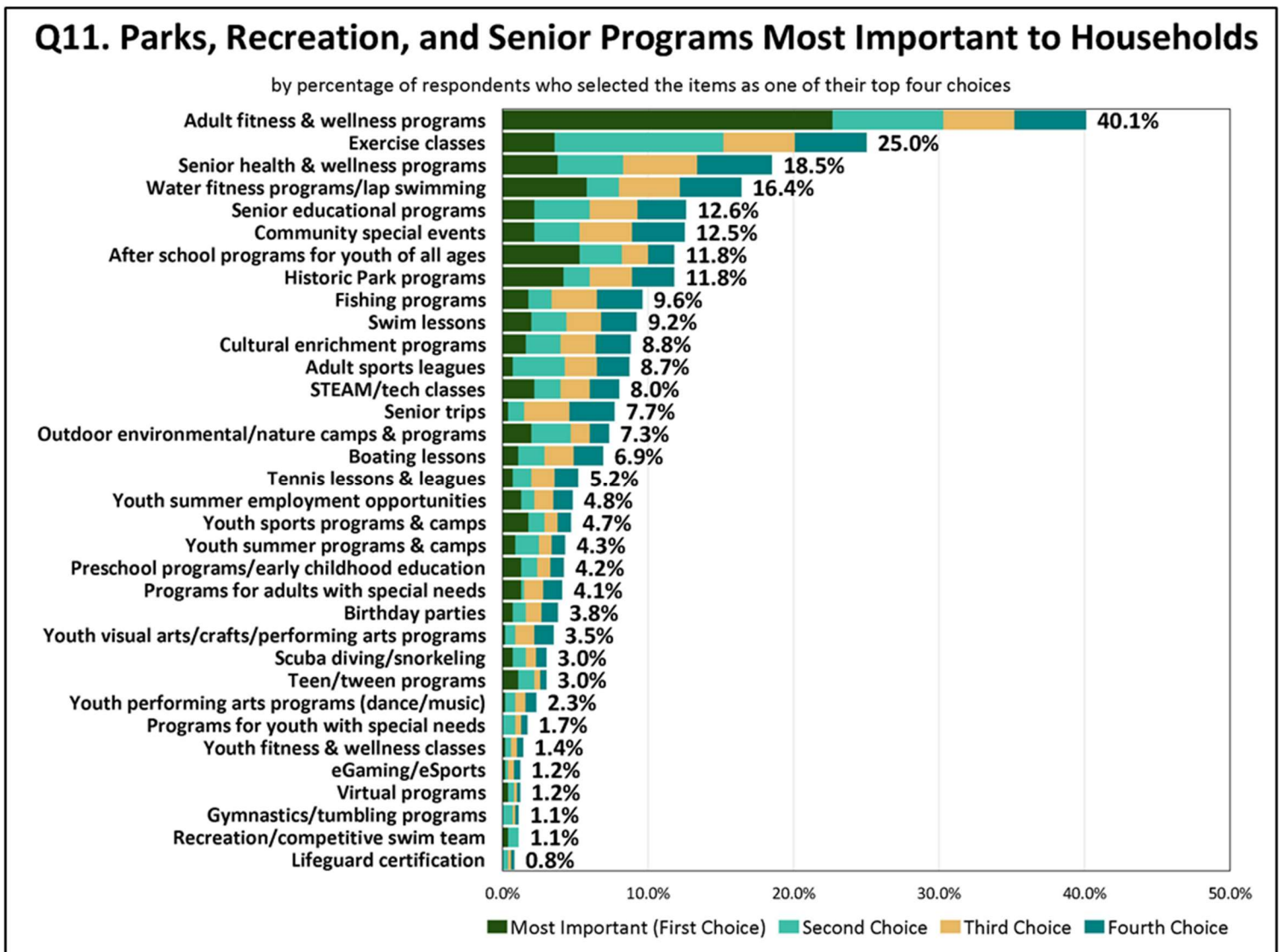


Figure 5: Park, Recreation, and Senior Programs Most Important to Households

Program and Activity Needs and Priorities



Priorities for Parks, Recreation, and Senior Program Investments. Details regarding the methodology for this analysis are provided above on Page vi and in Section 3 of the Findings Report. Based on the Priority Investment Rating (PIR), the three programs were rated as high priorities for investment are listed below.

- Adult Fitness and Wellness Programs: PIR=200.0
- Exercise Classes: PIR=150.6
- Senior Health and Wellness Programs: PIR=106.4%

Figure 6 below shows the PIR for each program that was rated.

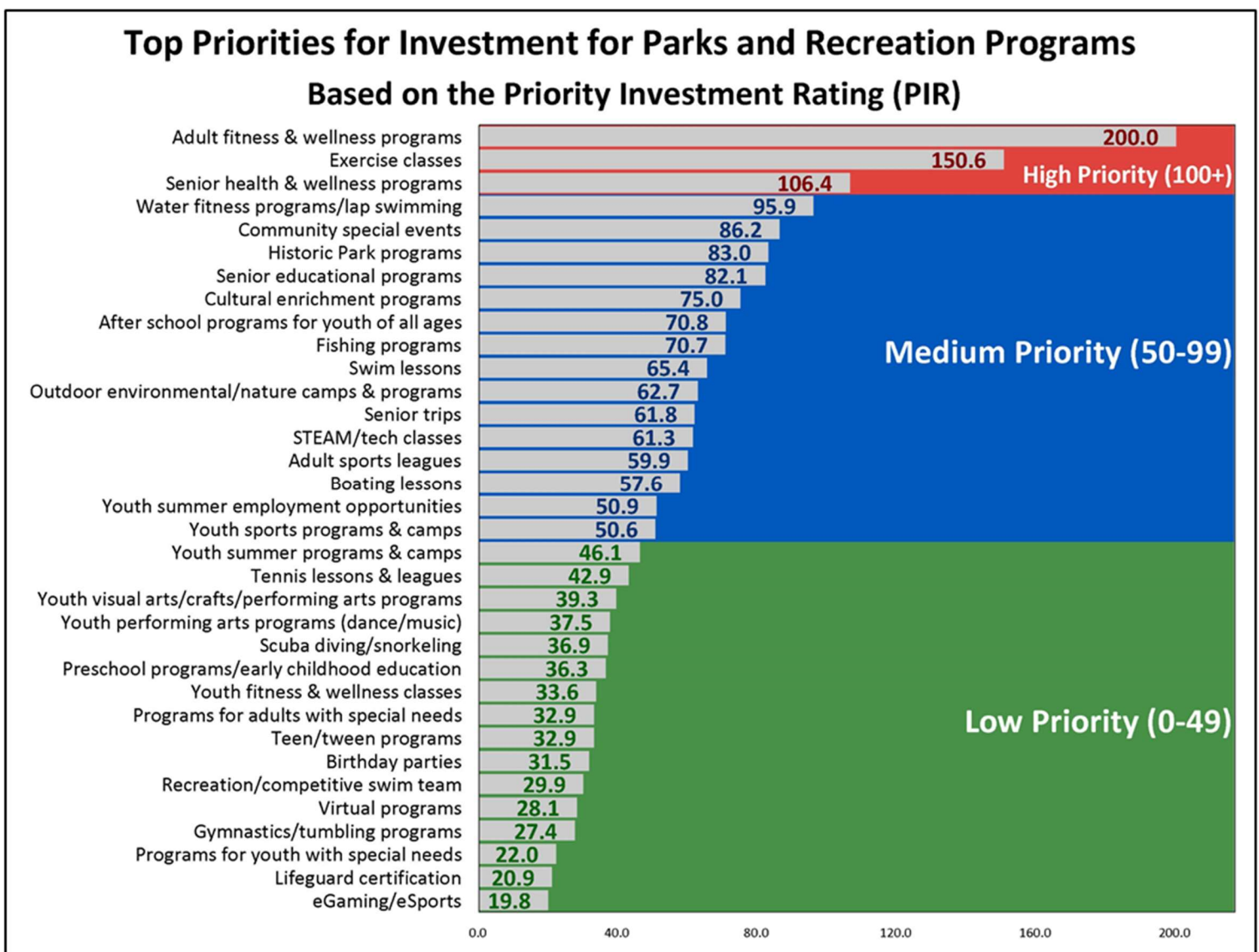


Figure 6: Priority Investment Ratings (PIR) for Parks, Recreation, and Senior Programs

Additional Findings



City of Norfolk Recreation, Parks, and Open Space Department. Thirty-four percent (34.0%) of residents surveyed indicated they are either *very satisfied* or *satisfied* with the overall value received from the City of Norfolk Recreation, Parks, and Open Space Department; 33.0% are neither satisfied or dissatisfied (*neutral*), 13.6% are *dissatisfied*, 7.3% are *very dissatisfied*, and 12.0% indicated they *do not know*.

Potential Benefits of Parks and Recreation Services. The top four statements, regarding the potential benefits of the City parks and recreation services, with the highest percentage of residents in agreement (*based on the sum of strongly agree and agree responses*) are listed below.

- **Makes Norfolk a more desirable place to live. (82.4%)**
- **Improves my (my household's) physical health and fitness. (80.6%)**
- **Improves my (my household's) mental health and reduces stress. (79.3%)**
- **Preserves open space and protects the environment. (79.2%)**

Potential Improvements to the Parks and Recreation System.

Respondent households were asked to indicate their level of support for actions the City of Norfolk could take to improve the parks and recreation system. The table to the right (Table 1) shows the actions with the five actions with the highest percentage of respondents who are supportive, not sure, or not supportive of the respective action the City could take for improvements.

Q21. Please rate your level of support for each of the following actions the City of Norfolk could take to improve the parks and recreation system.					
Action	Sum of Very Supportive and Supportive Responses (%)	Action	Percentage of Not Sure Responses (%)	Action	Percentage of Not Supportive Responses (%)
Improve existing neighborhood & community parks	59.5%	Purchase land for additional athletic fields & larger	37.4%	Wi-Fi in parks	25.4%
Develop walking & biking trails & parks along waterfront	59.0%	Develop a Sports complex facility	35.9%	Purchase land for additional trails or bikeways	22.5%
Improve existing park buildings/recreation facilities & centers	56.1%	Utilize school facilities for City recreation programs	35.2%	Develop new indoor recreation centers with gymnasiums, fitness facilities, indoor walking/running tracks, etc. & replace smaller outdated recreation centers with newer, larger ones	22.0%
Develop new trails & connect existing trails	54.8%	Improve existing youth/adult athletic fields	35.0%	Develop walking & biking trails & parks along waterfront	21.6%
Improve existing playground areas	54.5%	Develop new programs/activities at existing facilities	34.7%	Purchase land to develop neighborhood parks	21.2%

Table 1: Level of Support for Improvement Actions (Question 21)

Additional Findings



The five actions that residents surveyed indicated are most important and would be most willing to fund, based on the sum of respondents' top four choices, are listed below.

- Develop walking, biking trails, and parks along the waterfront. (31.7%)
- Develop new nature trails, nature centers, and nature programs. (26.1%)
- Improve existing neighborhood and community parks. (21.9%)
- Develop new indoor recreation centers. (21.8%)
- Develop new trails and connect existing trails. (21.2%)

Perception of the Value for Parks, Trails, Open Spaces, and Recreation. Given the recent COVID-19 Pandemic, 29.0% of residents surveyed indicated the value of parks, trails, open spaces, *has significantly increased* for them and their household; while 21.5% indicated the value *has somewhat increased*, 9.9% indicated the value *has significantly decreased*, and 9.4% indicated the value *has somewhat decreased*. Thirty percent (30.2%) of residents indicated, since the beginning of the COVID-19 Pandemic, there has been *no change* in the value of parks, trails, open spaces, and recreation for them and their household.

Based on the residents' perception of value, 62.2% would want the City to *increase funding* to fund future parks, recreation, trails, and open space needs; 17.2% would *maintain existing funding levels* and 1.8% would *reduce funding*. Nineteen percent (18.8%) of residents surveyed, based on their perception of value, are *not sure* how they would want the City of Norfolk to fund future parks, recreation, trails, and open space needs.

Additional Findings



Potential Sports Complex Facility. Residents surveyed were asked, based on the City of Norfolk exploring developing a Sports Complex Facility, how frequently they would use the amenities, out of the seventeen (17) questioned if they were included in the Sports Complex Facility. The table below (Table 2) shows, by percentage of respondents, in descending order the frequency respondents would use each respective amenity.

Amenities Residents Surveyed Would Use Several Times Per Week. The top four amenities that respondents would use several times per week, if included in a Sports Complex Facility, are:

- regional walking/ jogging trails (40.4%),
- aquatic facility (31.0%),
- outdoor exercise/ fitness area (24.8%), and
- playgrounds (21.6%).

Amenities Residents Surveyed Would Use a Few Times Per Month to At Least Once Per Month. The top four amenities that respondents would use monthly are:

- outdoor exercise/ fitness area (42.9%),
- regional walking/jogging trails (41.9%),
- aquatic facility (36.9%), and
- picnic shelters (33.9%).

Amenities Residents Surveyed Would Use Less Than Once a Month, to Seldom, to Never. The top four amenities that respondents would use seldom to never are:

- cricket pitch (89.0%),
- skateboard park (82.3%),
- football fields (80.3%), and
- baseball/softball fields (77.0%).

Q13. The City of Norfolk is exploring developing a Sports Complex Facility. Below are some amenities that could be included in that facility. Please indicate how often your household would use each of these amenities. (without "don't know")

Amenity	Several Times/Week	Amenity	A Few Times/Month to At Least Once/Month (Sum %)	Amenity	Less Than Once/Month to Seldom to Never (Sum %)
Regional walking/ jogging trails	40.4%	Outdoor exercise/ fitness area	42.9%	Cricket pitch	89.0%
Aquatic facility	31.0%	Regional walking/ jogging trails	41.9%	Skateboard park	82.3%
Outdoor exercise/ fitness area	24.8%	Aquatic facility	36.9%	Football fields	80.3%
Playgrounds	21.6%	Picnic shelters	33.9%	Baseball/softball fields	77.0%
Indoor fieldhouse (multi-use sports facility)/gymnasiums	17.1%	Indoor sports courts	29.9%	Soccer fields	74.5%
Picnic shelters	15.3%	Playgrounds	27.4%	Basketball courts	72.0%
Indoor sports courts	13.6%	Indoor fieldhouse (multi-use sports facility)/gymnasiums	26.6%	Volleyball courts	71.6%
Basketball courts	11.1%	Tennis courts	23.4%	Pickleball (indoor)	70.8%
Tennis courts	10.4%	Pickleball (indoor)	20.1%	Indoor batting cages (baseball, cricket, softball)	70.3%
Football fields	10.4%	Indoor batting cages (baseball, cricket, softball)	20.0%	Tennis courts	66.1%
Soccer fields	10.1%	Volleyball courts	19.7%	Indoor sports courts	56.5%
Indoor batting cages (baseball, cricket, softball)	9.7%	Basketball courts	16.9%	Indoor fieldhouse (multi-use sports facility)/gymnasiums	56.4%
Pickleball (indoor)	9.2%	Baseball/softball fields	15.6%	Playgrounds	50.9%
Volleyball courts	8.8%	Soccer fields	15.4%	Picnic shelters	50.8%
Baseball/softball fields	7.5%	Skateboard park	10.2%	Outdoor exercise/ fitness area	32.4%
Skateboard park	7.5%	Football fields	9.3%	Aquatic facility	32.1%
Cricket pitch	2.8%	Cricket pitch	8.2%	Regional walking/ jogging trails	17.7%

Table 2: Frequency Respondents Would Use Amenities if Featured in a Sports Complex Facility

The amenities that households would most likely use if they were included in a new Sports Complex Facility, based on the sum of respondents' top four choices, are: regional walking/jogging trails (50.3%), an aquatic facility (45.3%), and outdoor exercise/fitness area (35.7%).



Additional Findings



Potential Larger Multigenerational Community Center. Since the City of Norfolk is exploring replacing smaller and older community centers with a larger Multigenerational Community Center, the City is interested what elements would be attractive to households and the frequency they would use such elements if included in a larger community center.

The table to the right (Table 3) shows, by percentage of respondents, in descending order the frequency respondents would use the respective feature, if included in a larger community center.

Features Respondents Would Use Weekly. The top three features that would be used by respondent households, weekly, are: lap lanes (34.1%), aerobics, fitness, gymnastics space (33.9%), and a weight room/cardiovascular equipment area (33.1%).

Features Respondents Would Use About Monthly. The top three features that would be used by respondent households, a few times to at least once a month, are: aerobics, fitness, and gymnastics space (37.4%), arts/crafts rooms (36.2%), and indoor running and walking track (24.9%).

Features Respondents Would Use Seldom to Never. The top three features that would be used by respondent households, seldom or never, are: preschool space (79.3%), indoor pickleball (77.8%), and youth counseling services (77.0%).

The features that households would most likely use if they were included in a new Multigenerational Center, based on the sum of respondents' top four choices, are: aerobics/fitness/gymnastics space (41.7%), indoor running/walking track (35.2%), and lap lanes (34.7%).

Q15. The City of Norfolk is exploring replacing smaller, older community centers that are beyond their lifecycle with a larger Multigenerational Community Center. Below are some elements that could be included in the Community Center. Please indicate how often your household would use each of these features. (without "don't know")

Feature	Several Times/Week	Feature	A Few Times/Month to At Least Once/Month (Sum %)	Feature	Less Than Once/Month to Seldom to Never (Sum %)
Lap lanes for swim lessons, exercise swimming, competitive swimming or therapeutic purposes	34.1%	Aerobics/fitness/gymnastics space	37.4%	Preschool space	79.3%
Aerobics/fitness/gymnastics space	33.9%	Arts & crafts rooms	36.2%	Pickleball (indoor)	77.8%
Weight room/cardiovascular equipment area	33.1%	Indoor running/walking track	34.9%	Youth counseling services	77.0%
Indoor running/walking track	31.8%	Weight room/cardiovascular equipment area	31.9%	Teen lounge areas	76.8%
Senior services & programs/senior resources	19.4%	Lap lanes for swim lessons, exercise swimming, competitive swimming or therapeutic purposes	30.5%	Banquet/special event space	76.2%
Arts & crafts rooms	17.3%	Senior services & programs/senior resources	30.0%	Childcare	75.0%
Technology/innovation center (creative/maker space)	14.9%	Technology/innovation center (creative/maker space)	29.5%	Game rooms	65.5%
Multi-purpose courts for basketball, volleyball, etc.	14.8%	Multi-purpose space for classes/meetings/parties	25.0%	Indoor sports courts (handball, racquetball, squash)	64.4%
Game rooms	13.0%	Indoor sports courts (handball, racquetball, squash)	23.5%	Multi-purpose space for classes/meetings/parties	63.1%
Indoor sports courts (handball, racquetball, squash)	12.2%	Multi-purpose courts for basketball, volleyball, etc.	22.9%	Multi-purpose courts for basketball, volleyball, etc.	62.3%
Multi-purpose space for classes/meetings/parties	12.0%	Game rooms	21.5%	Technology/innovation center (creative/maker space)	55.5%
Preschool space	11.7%	Banquet/special event space	16.6%	Senior services & programs/senior resources	50.7%
Childcare	11.5%	Pickleball (indoor)	15.2%	Arts & crafts rooms	46.6%
Youth counseling services	10.4%	Teen lounge areas	13.8%	Lap lanes for swim lessons, exercise swimming, competitive swimming or therapeutic purposes	35.4%
Teen lounge areas	9.4%	Childcare	13.7%	Weight room/cardiovascular equipment area	35.0%
Banquet/special event space	7.1%	Youth counseling services	12.6%	Indoor running/walking track	33.3%
Pickleball (indoor)	7.0%	Preschool space	9.0%	Aerobics/fitness/gymnastics space	28.7%

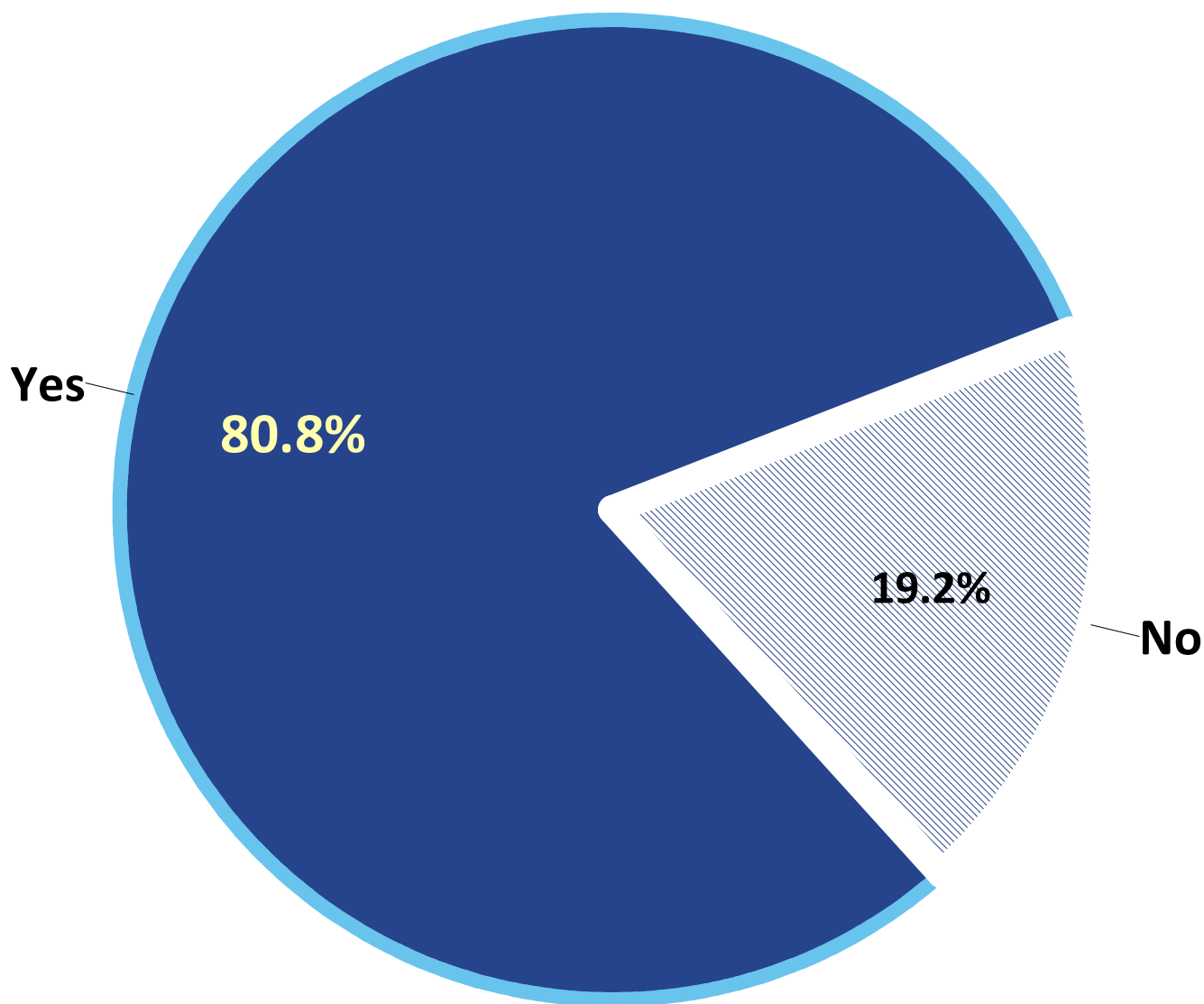
Table 3: Frequency Respondents Would Use Features if Included in a Larger Multigenerational Center



Overall Results

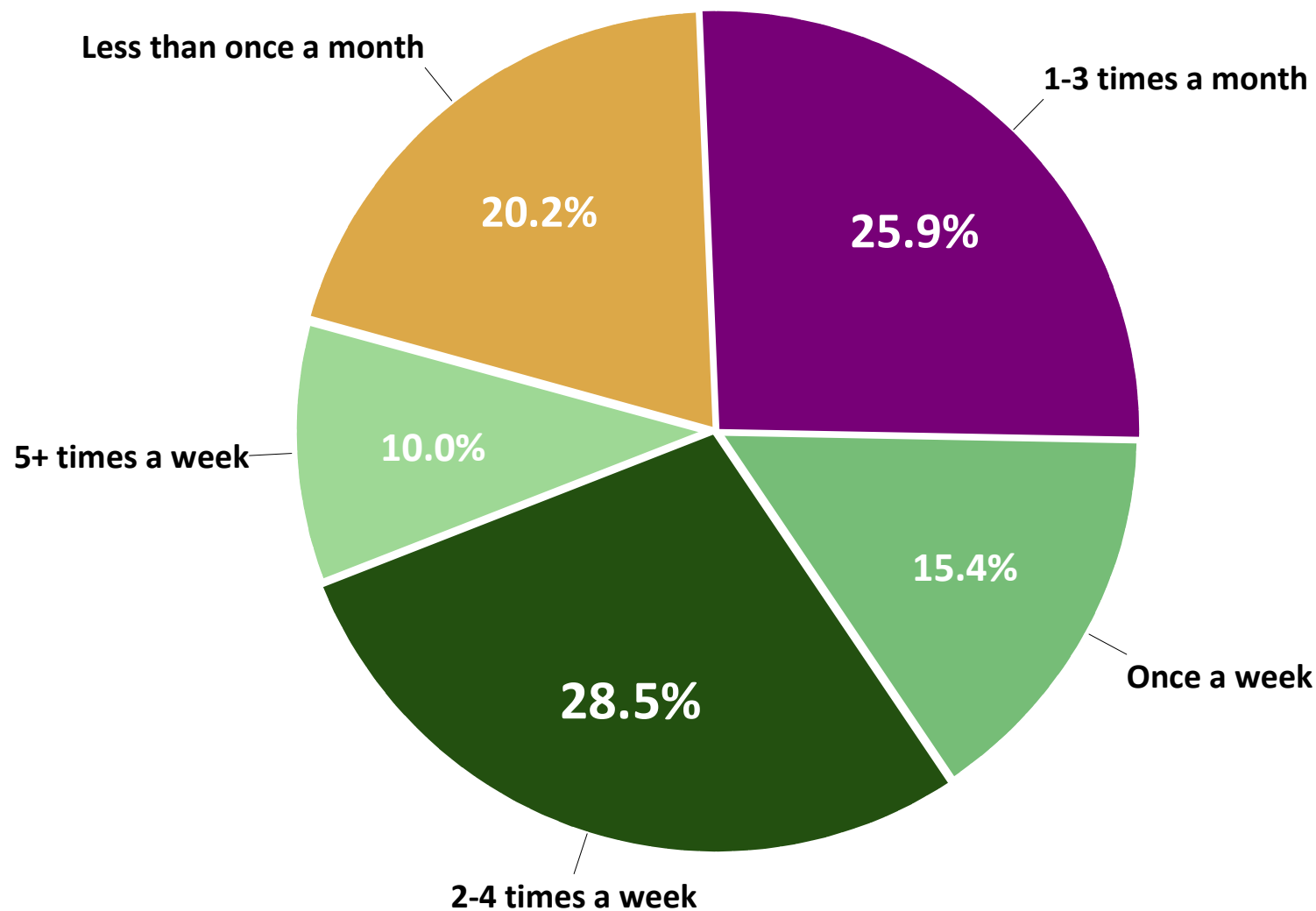
Q1. Have you or any member of your household visited any parks or facilities offered by the City of Norfolk during the last 2 years (including the time before the COVID-19 Pandemic)?

by percentage of respondents



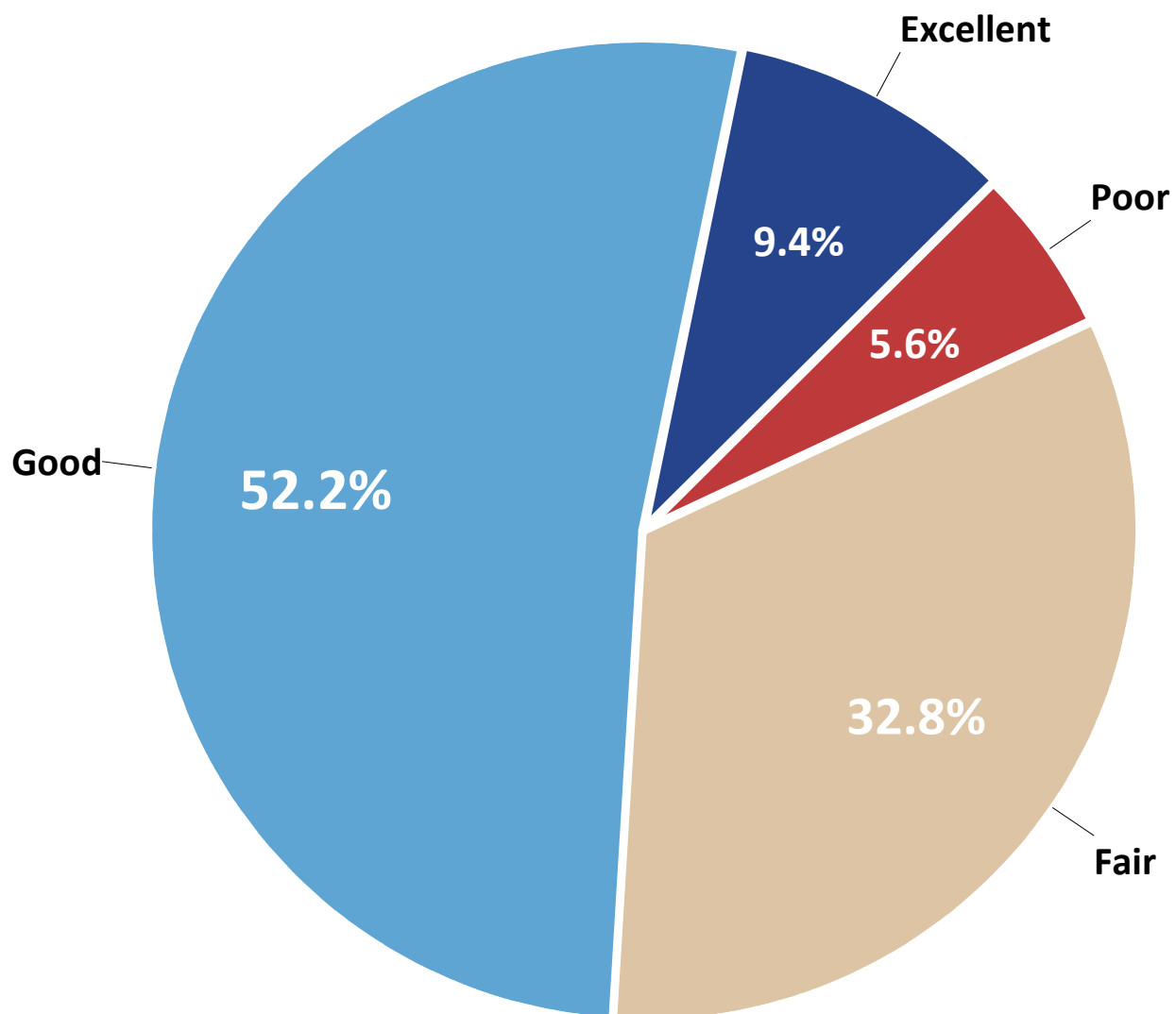
Q1a. How often have you visited City of Norfolk parks and/or facilities during the last two years?

by percentage of respondents who indicated they have used City of Norfolk parks and/or facilities during the last two years
(without “don’t know”)



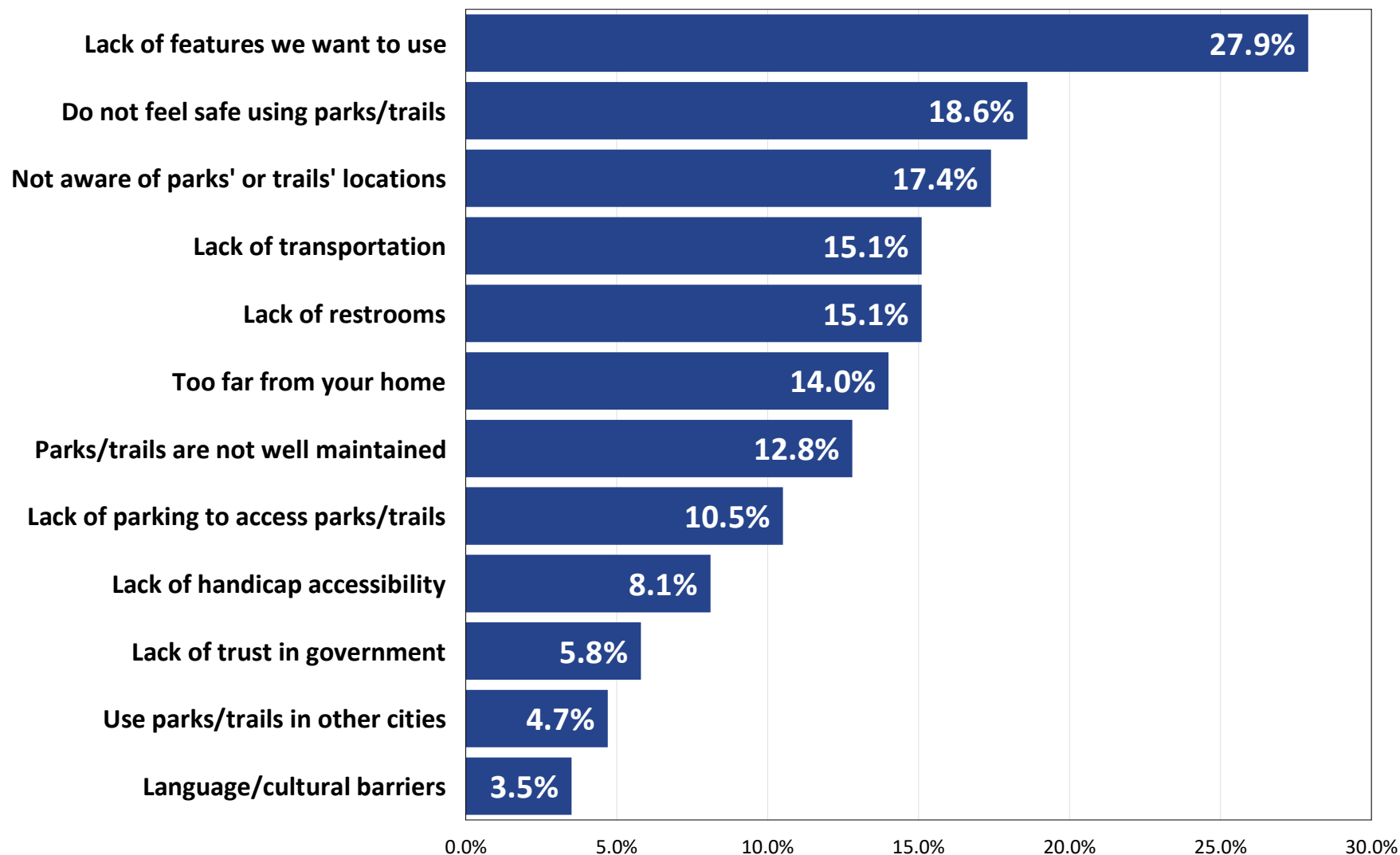
Q1b. Overall, how would you rate the physical condition of City of Norfolk parks and/or facilities you have visited during the last 2 years?

by percentage of respondents who indicated they have used City of Norfolk parks and/or facilities during the last two years
(without “not provided”)



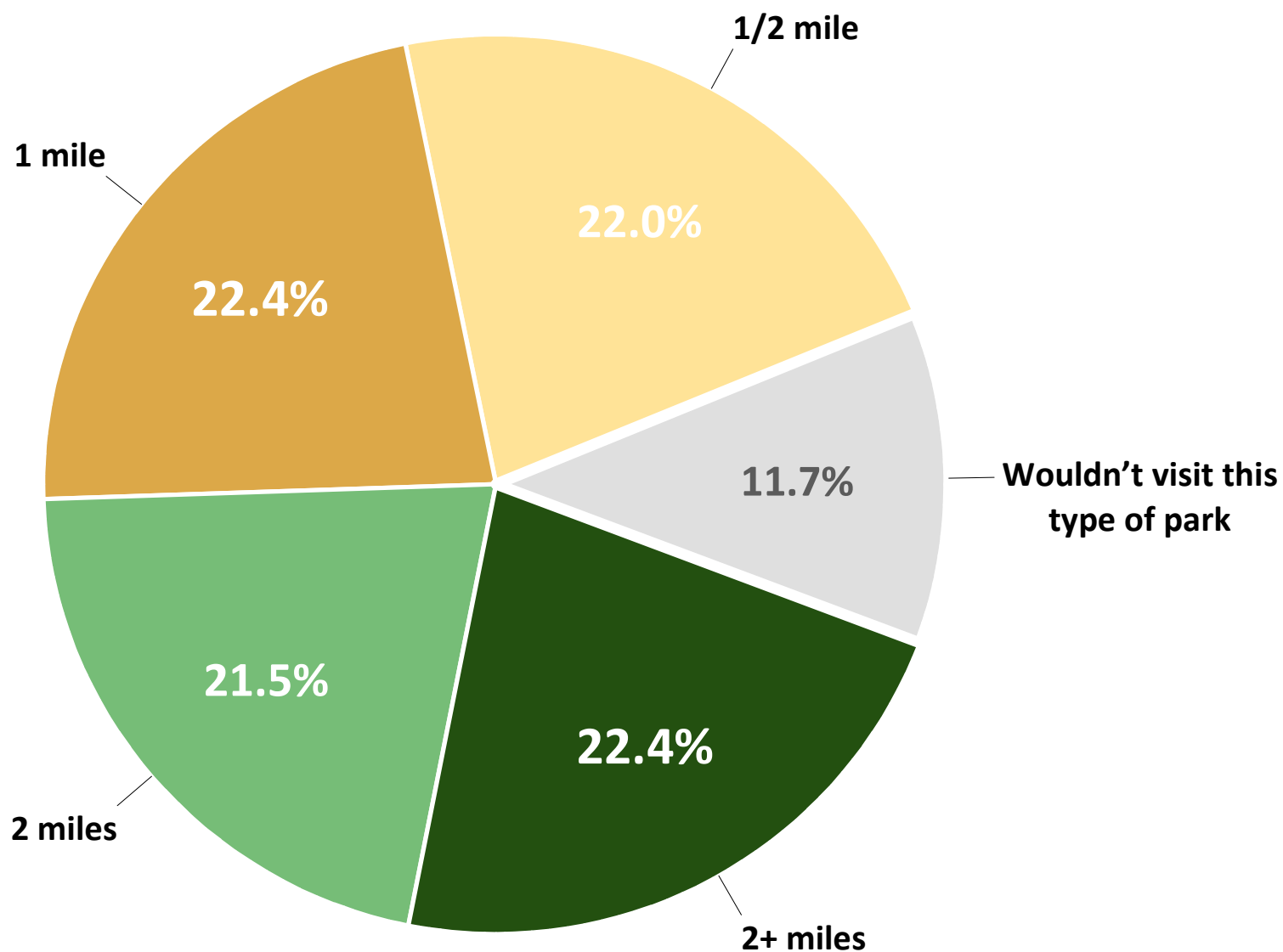
Q1c. What are the reasons why you may have not visited City of Norfolk parks or facilities, before the COVID-19 Pandemic, during the last two years?

by percentage of respondents who indicated they have not visited City parks and/or facilities during the last two years
(multiple choices could be selected)



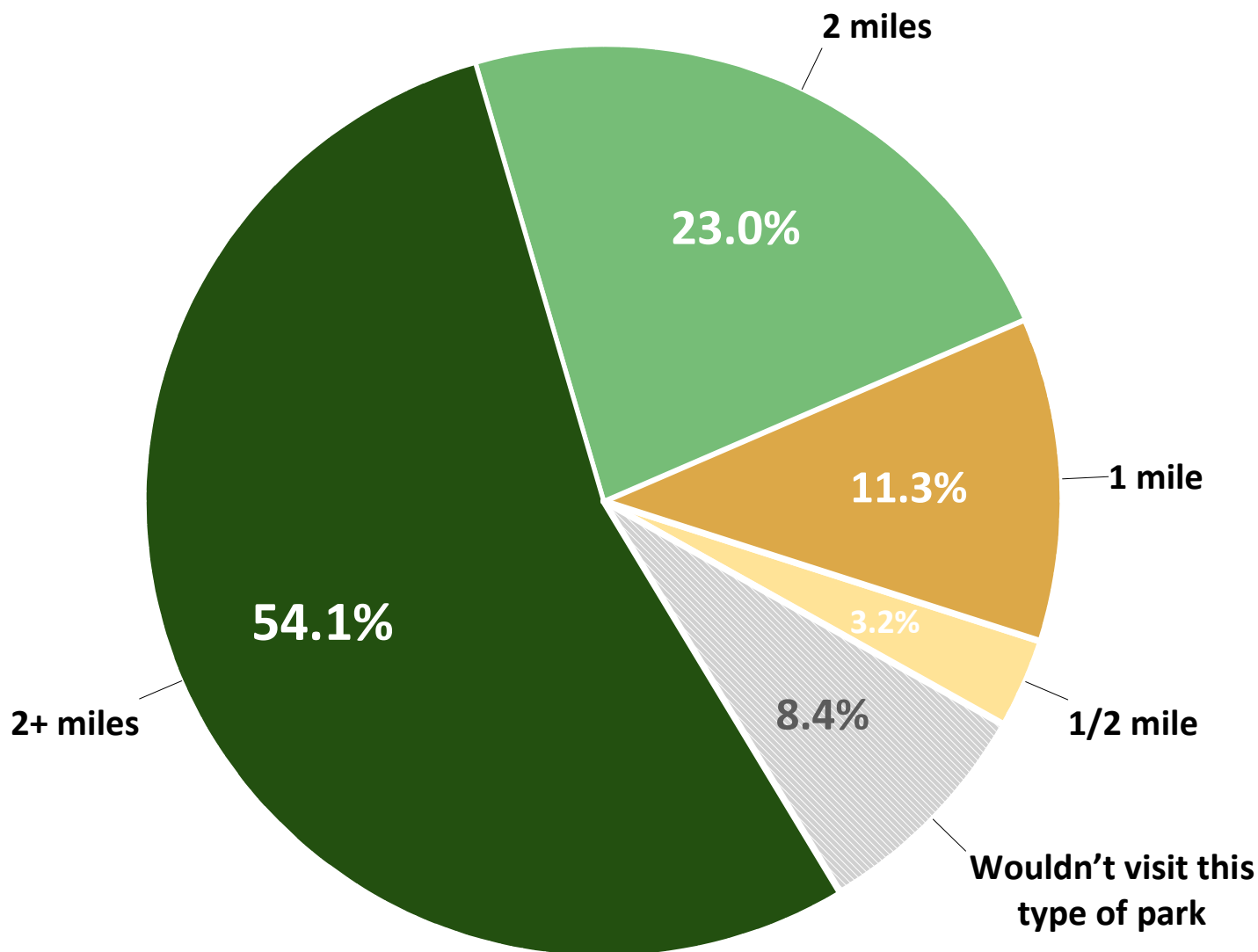
Q2. What is the *maximum* distance you would travel to visit a Neighborhood Park? A *Neighborhood Park* is a smaller park, which may have a play area, picnic area, and a small outdoor open area.

by percentage of respondents (without “not provided”)



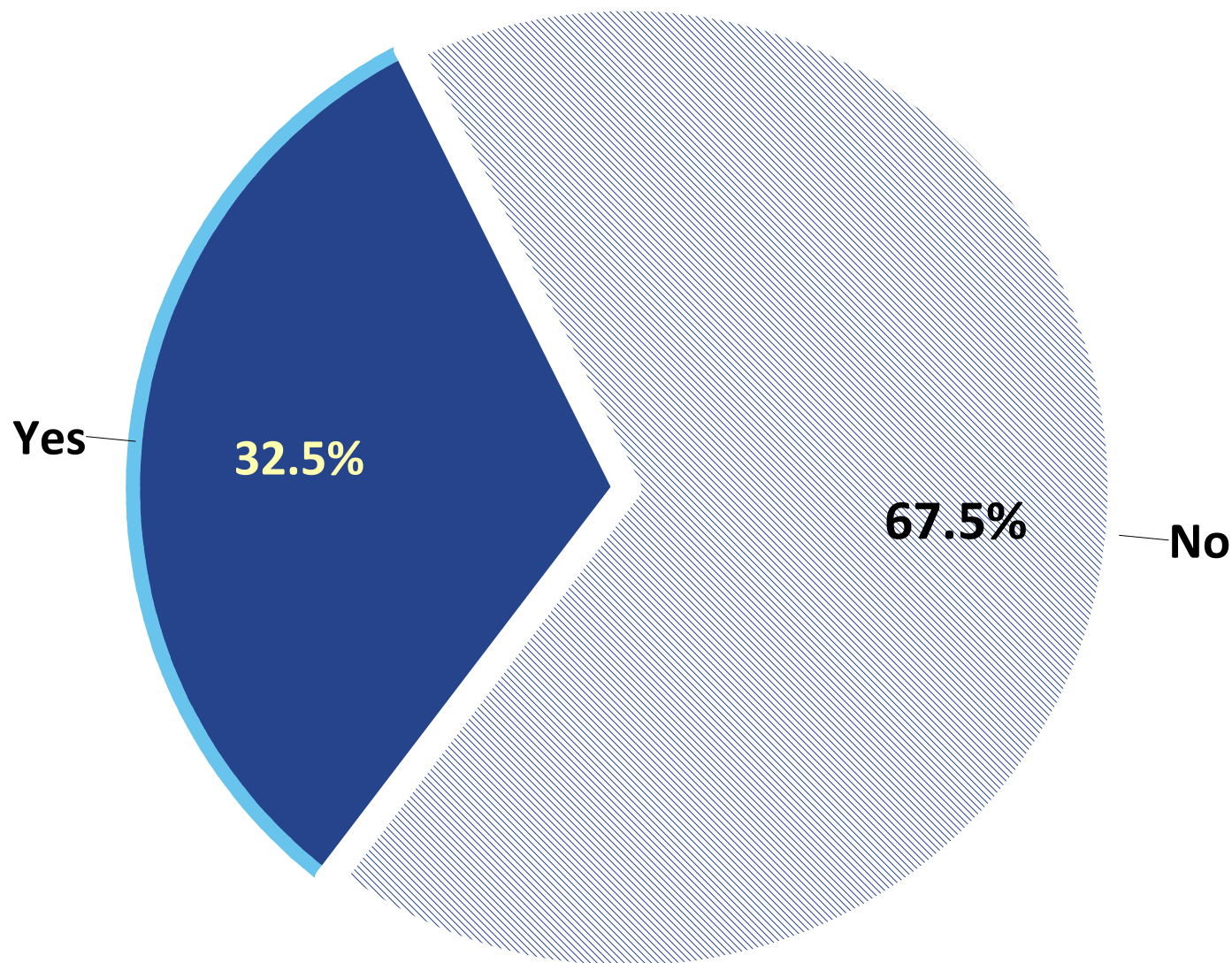
Q3. What is the *maximum* distance you would travel to visit a Community Park? A *Community Park* is a larger park, which may have a larger outdoor open area, play areas, athletic fields/game courts, a community building/gym, a childcare center or senior center.

by percentage of respondents (without "not provided")



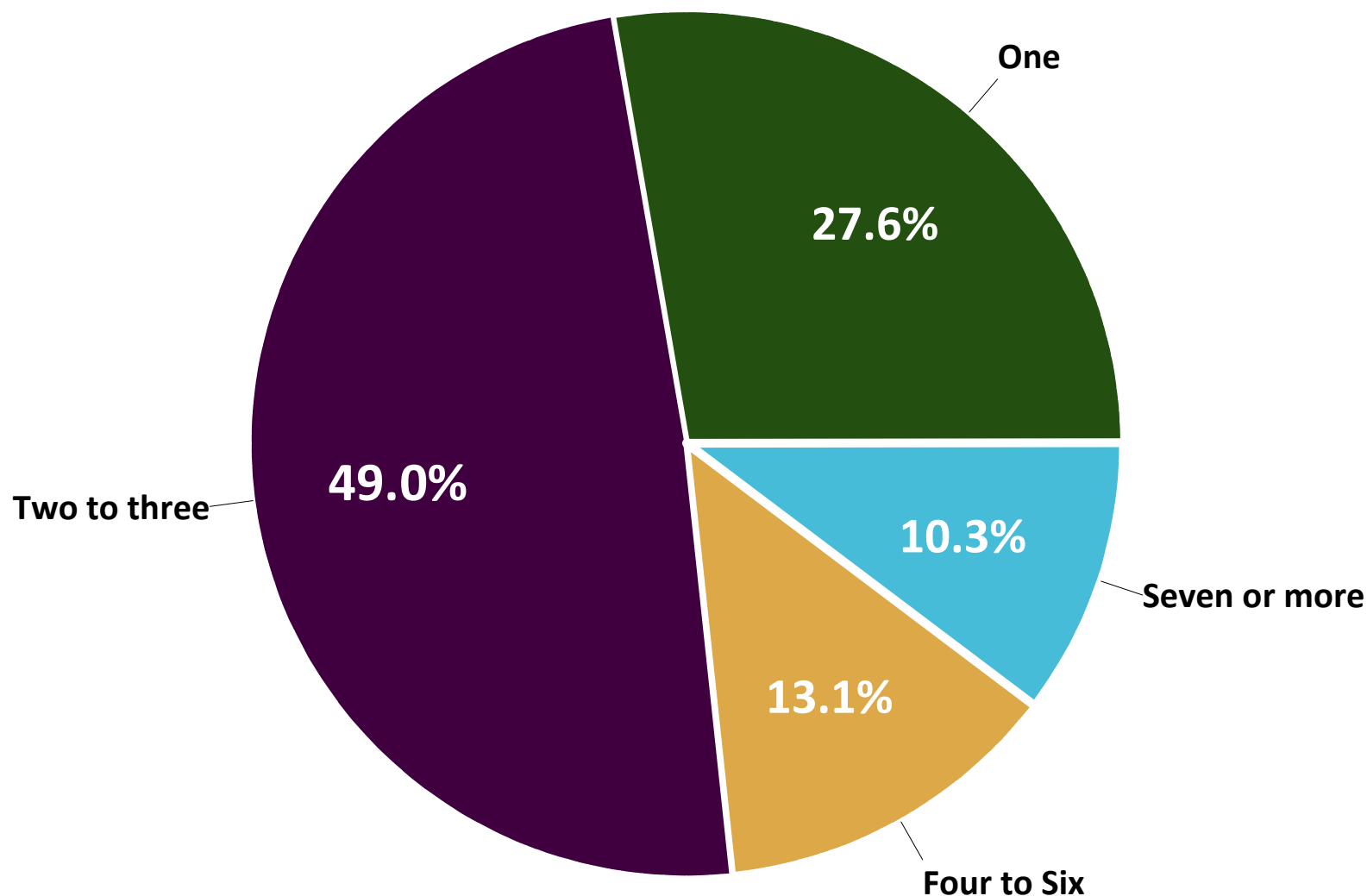
Q4. Has your household participated in any recreation programs offered by the City of Norfolk Recreation, Parks, and Open Space Department during the last 2 years?

by percentage of respondents



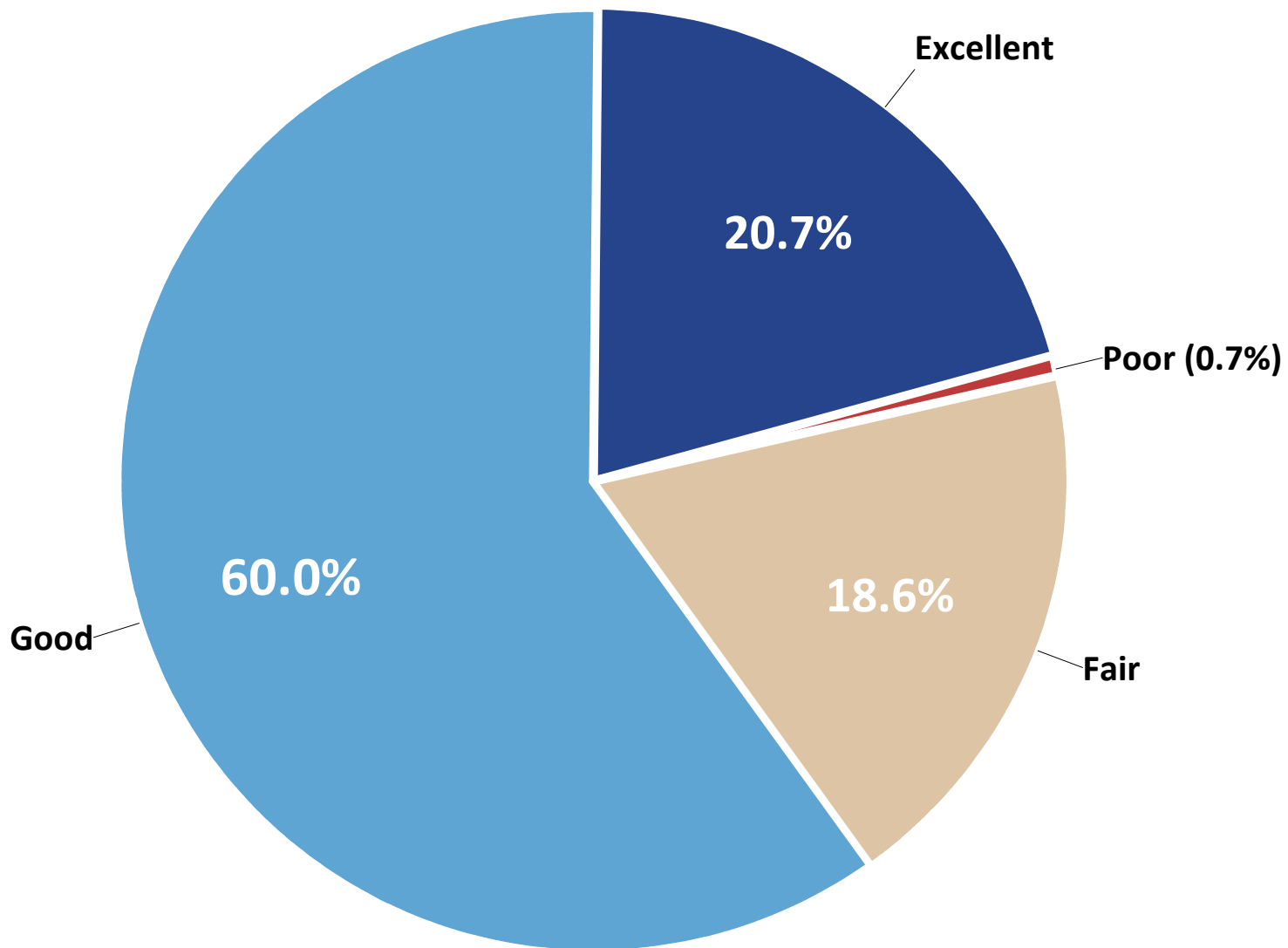
Q4a. How many programs offered by the City of Norfolk Recreation, Parks, and Open Space Department have you or members of your household participated in during the last two years?

by percentage of respondents who indicated they have participated in programs during the last two years (without “not provided”)



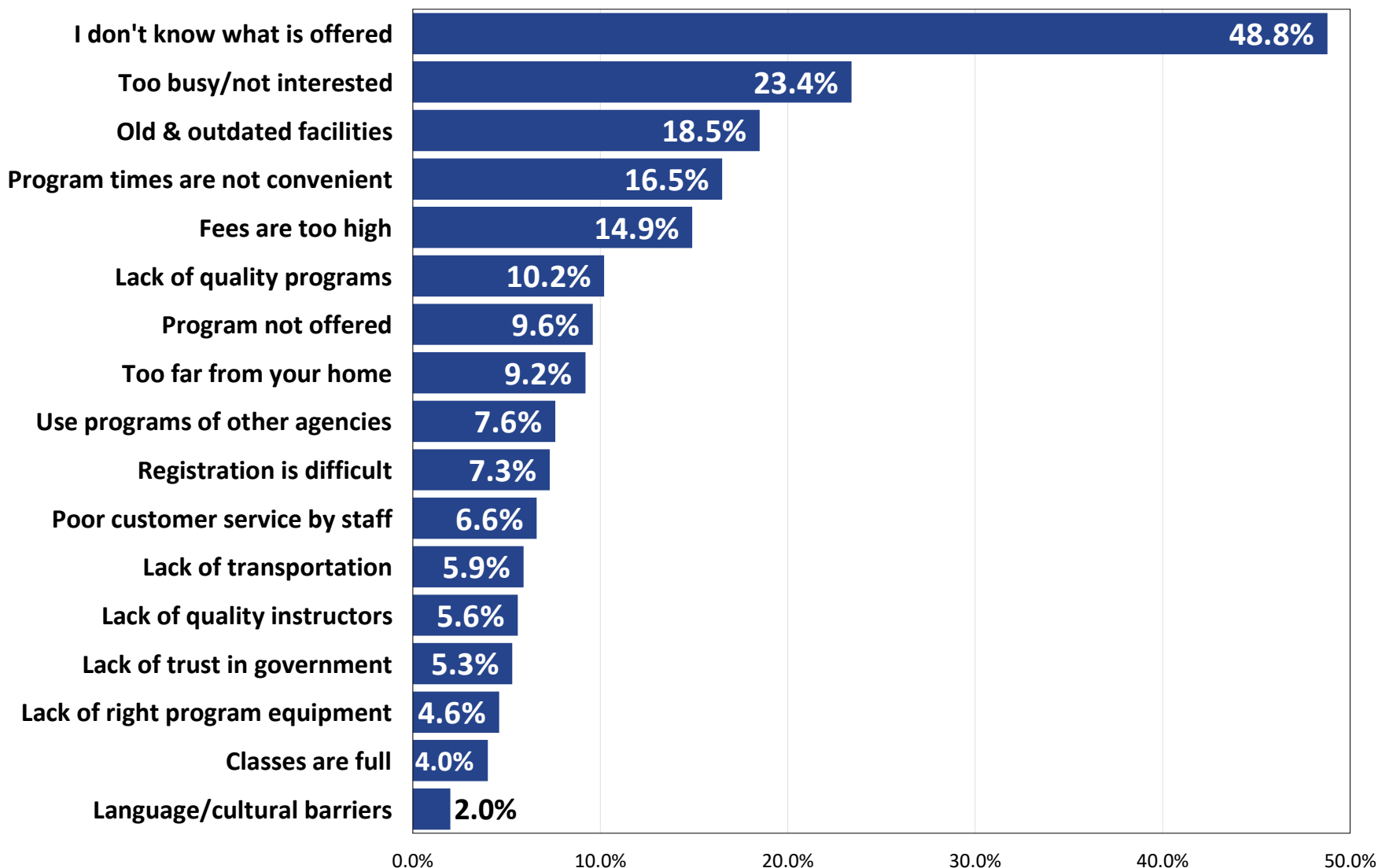
Q4b. How would you rate the overall quality of the City of Norfolk Recreation, Parks, and Open Space Department programs in which your household has participated?

by percentage of respondents who indicated they have participated in programs during the last two years (without “not provided”)



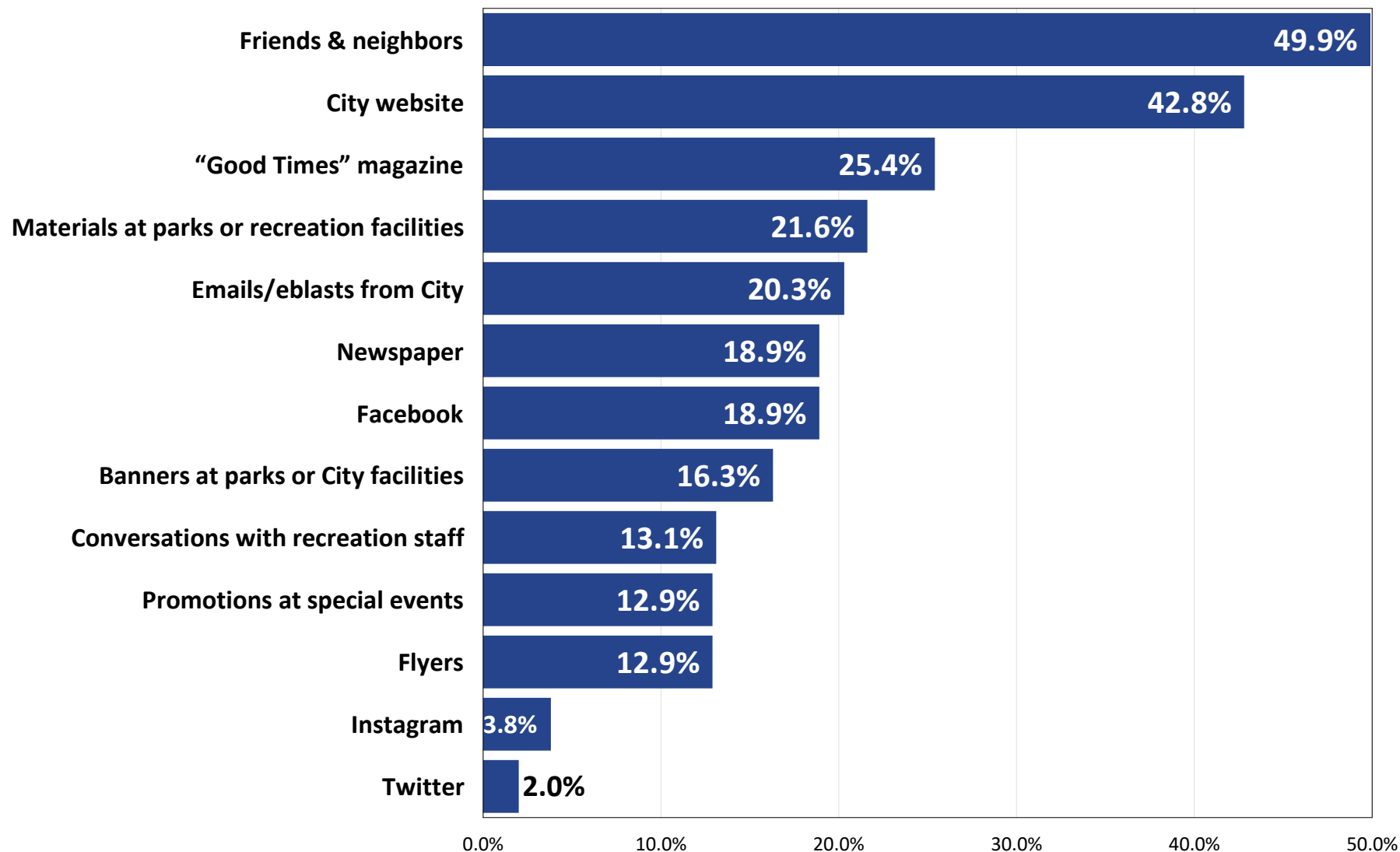
Q4c. What are the reasons why you may have not participated in City of Norfolk Recreation, Parks, and Open Space Department programs, before the COVID-19 Pandemic, during the last two years?

by percentage of respondents who indicated they have not participated in programs during the last two years
(multiple choices could be selected)



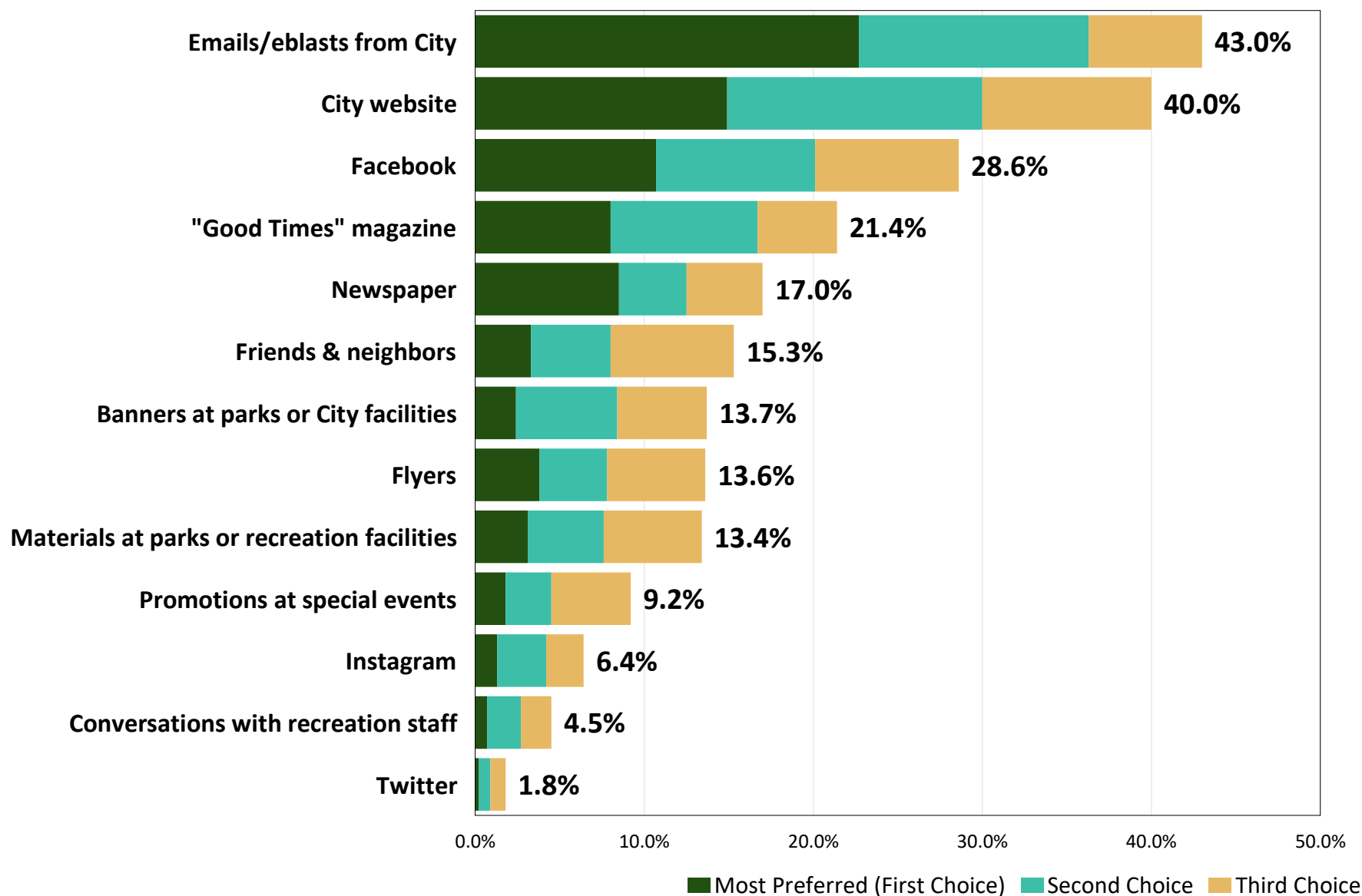
Q5. From the following list, please CHECK ALL of the ways you learn about City of Norfolk Recreation, Parks, and Open Space Department programs and activities.

by percentage of respondents (multiple choices could be selected)



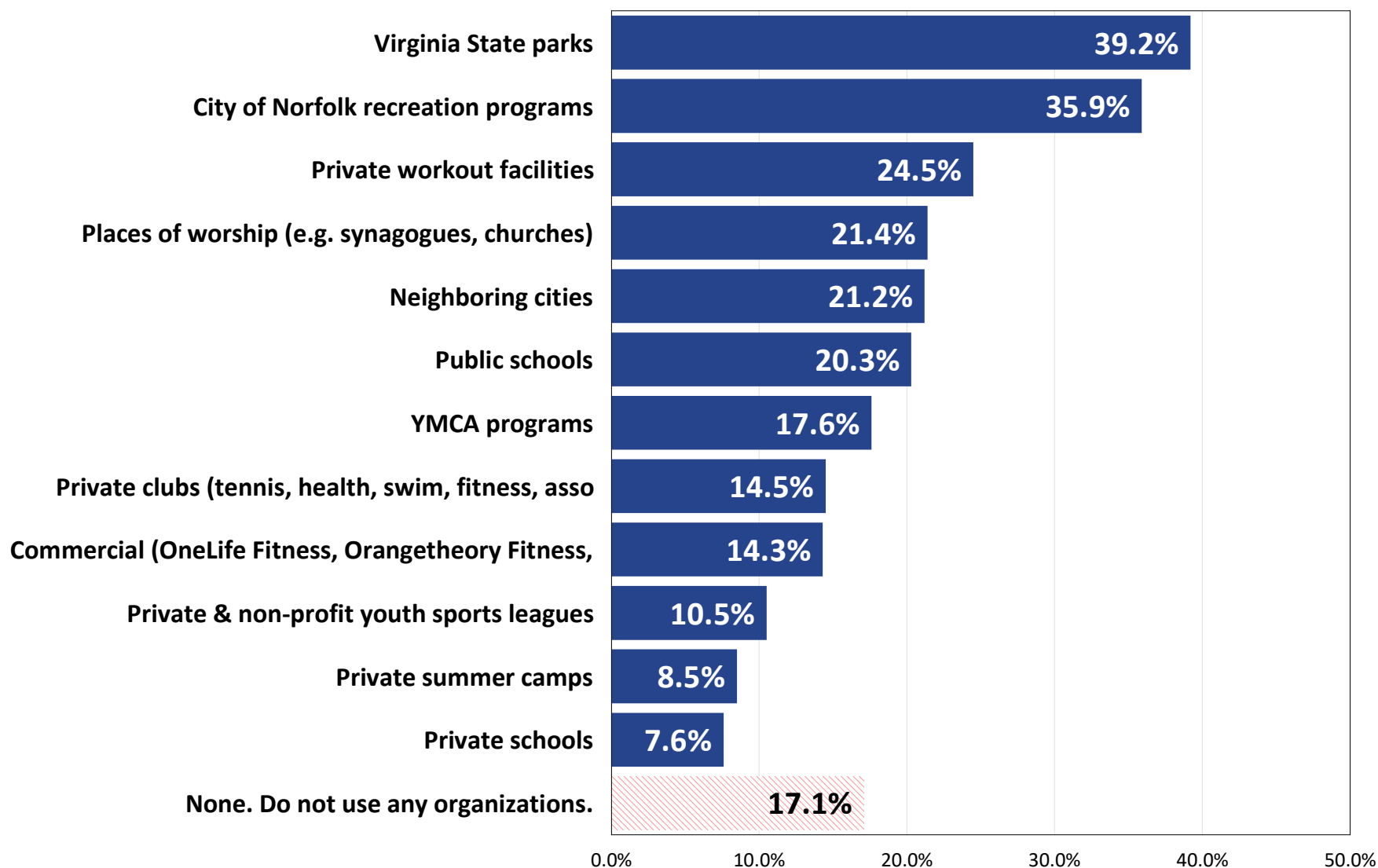
Q6. Households' Most Preferred Methods of Communication for the City to Use for Communication About Recreation Programs and Activities

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



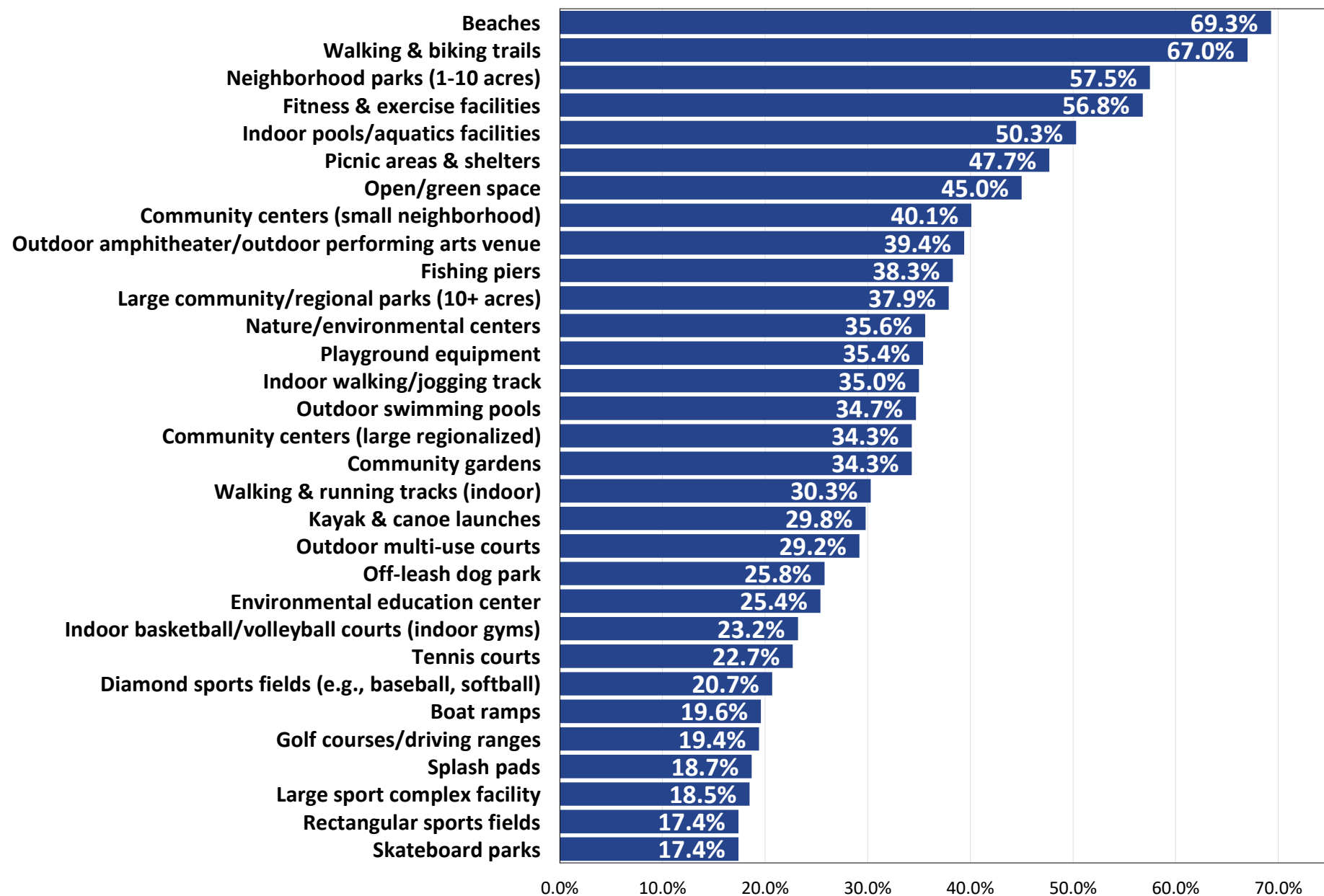
Q7. From the following list, please CHECK ALL of the organizations that you or members of your household have used for recreation and sports activities during the last 2 years.

by percentage of respondents (multiple choices could be selected)



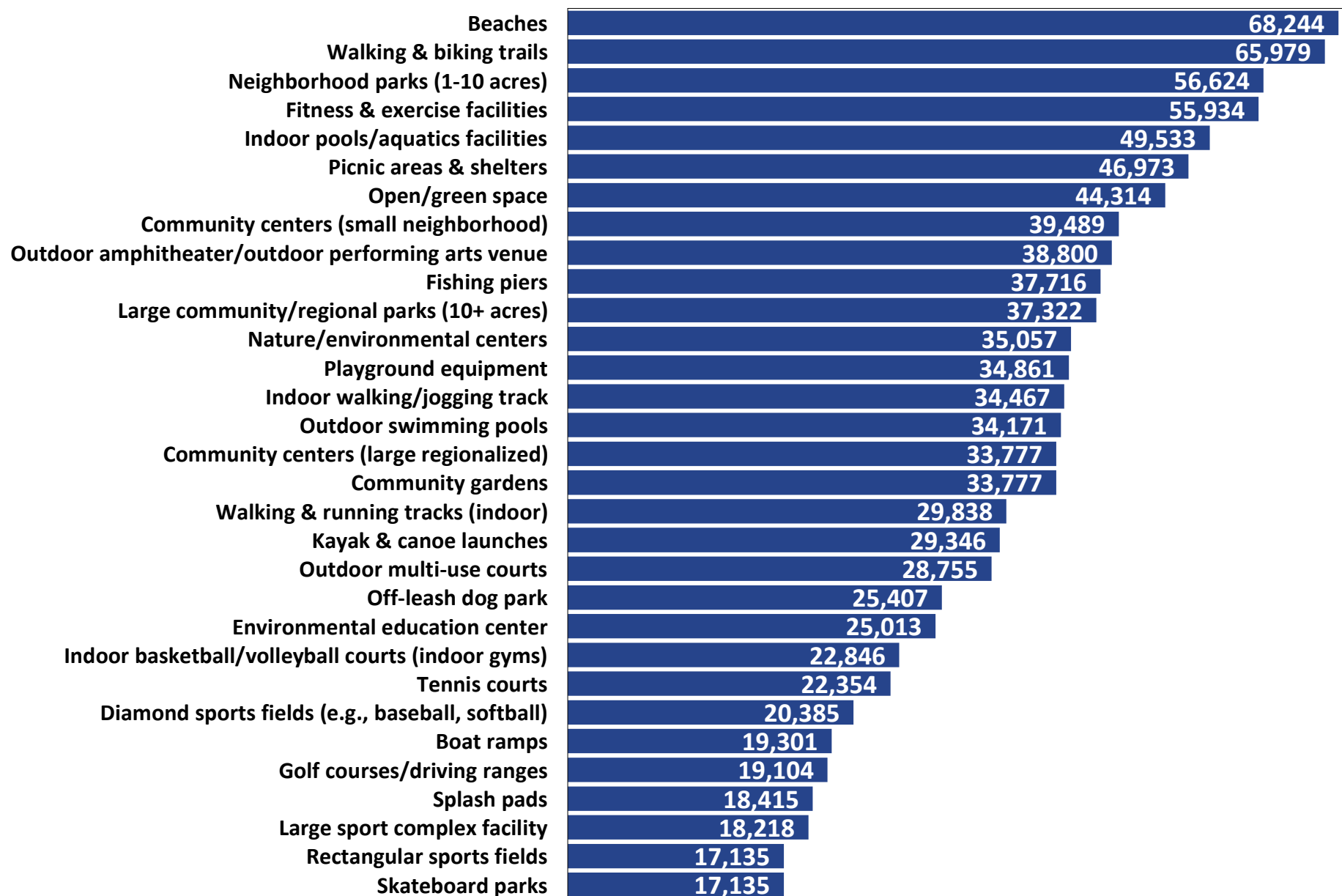
Q8. Households' Facility/Amenity Needs

by percentage of respondents who responded "yes" to having a need for the respective facility/amenity (multiple choices could be selected)



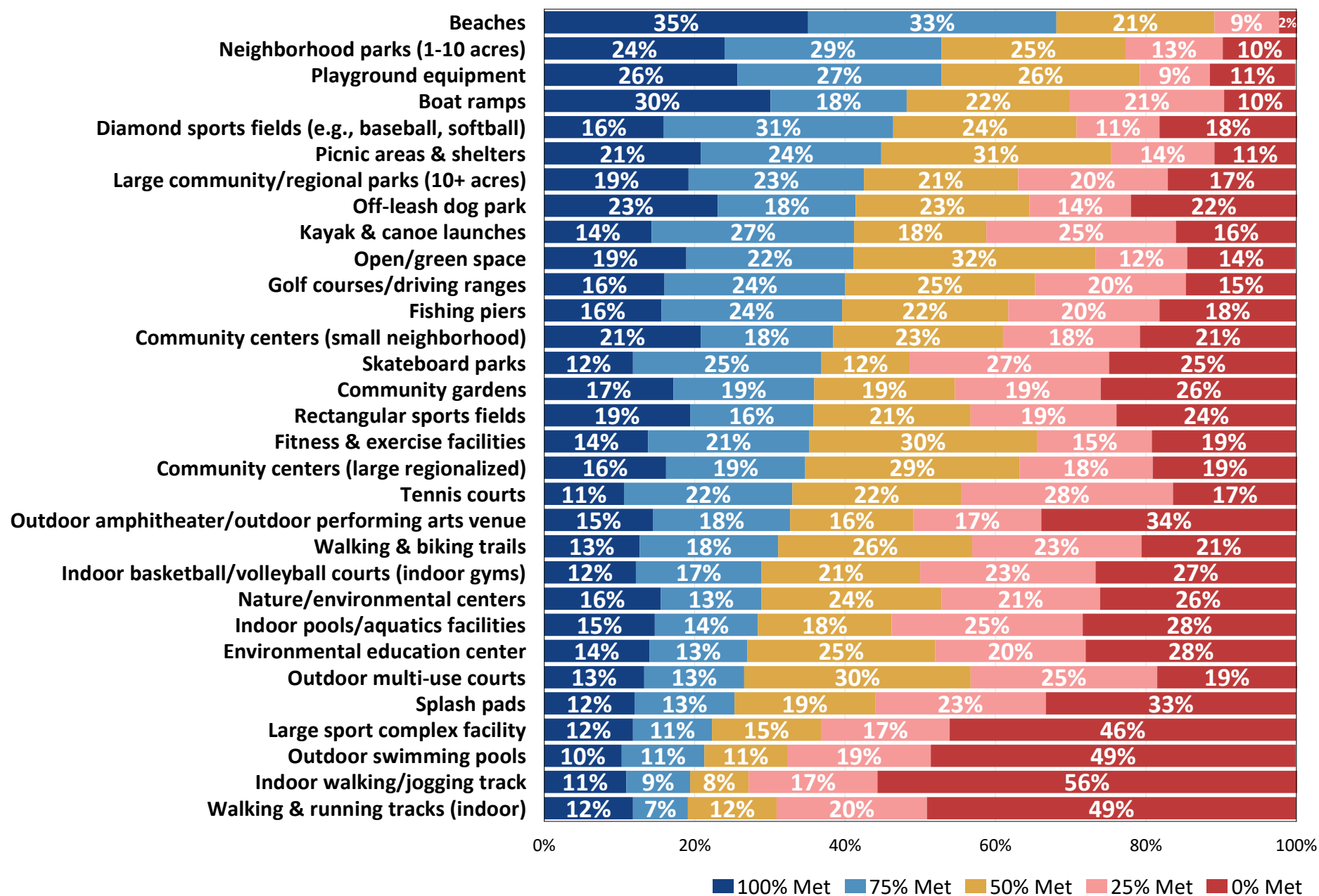
Estimated Number of Households That Have a Need for Facilities/Amenities

by number of households (based on an estimated 98,476 households in the City of Norfolk, VA)



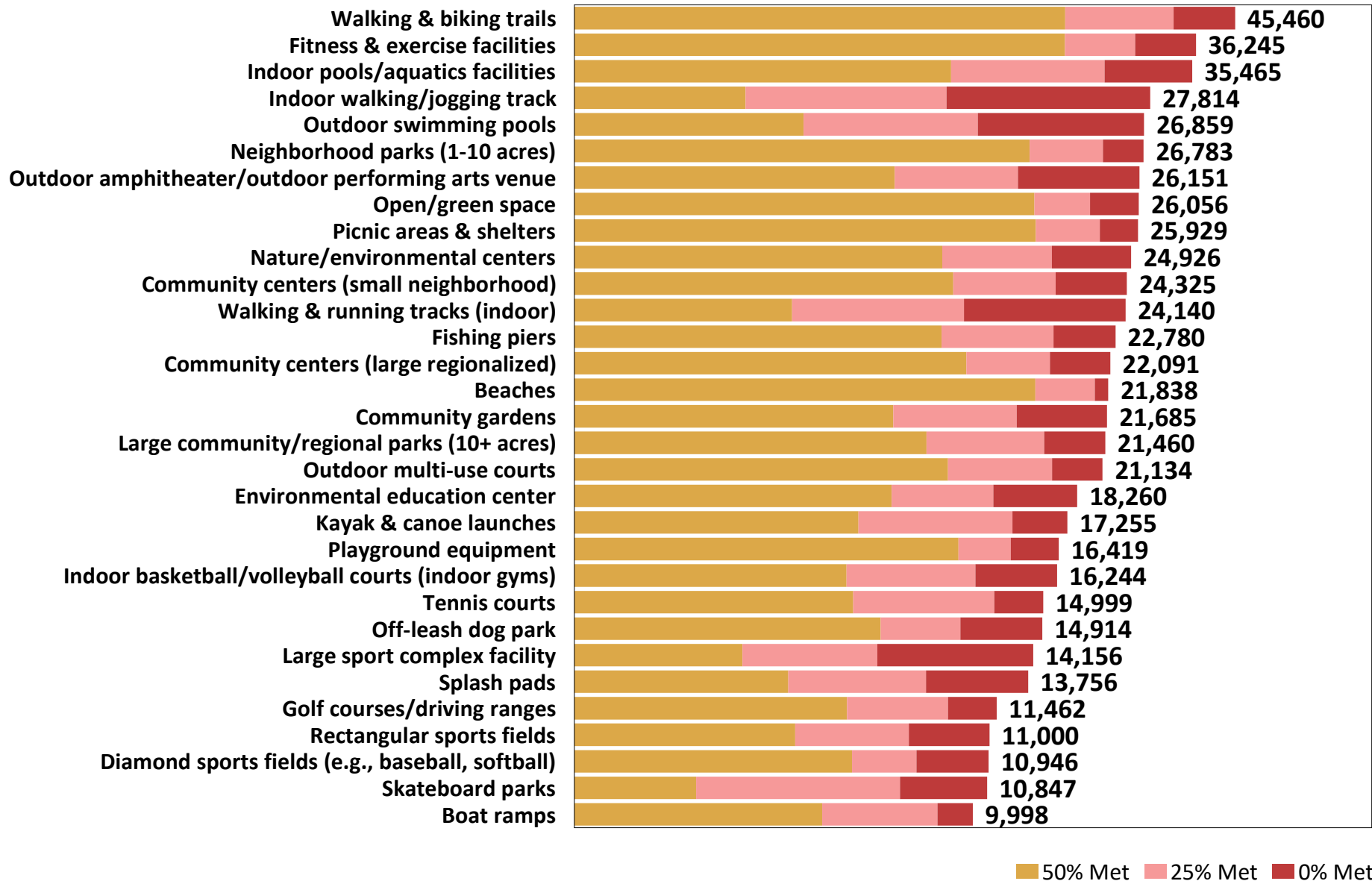
Q8. How Well Households' Needs for Facilities/Amenities Are Being Met

by percentage of respondents, using a 5-point scale, where 5 means "100% Met" and 1 means "0% Met"



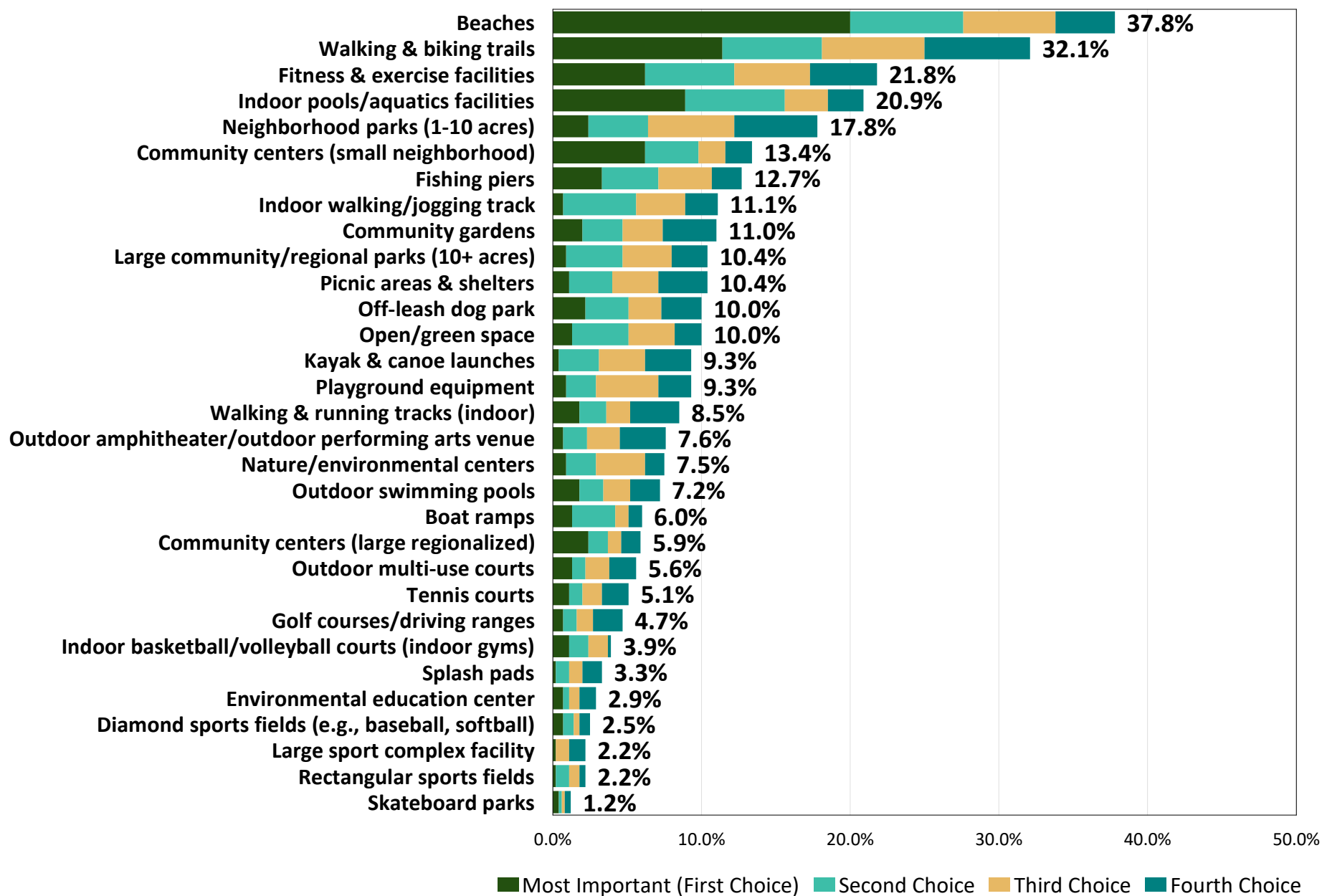
Estimated Number of Households Whose Needs for Facilities/Amenities Are Being Met 50% or Less

by number of households (based on an estimated 98,476 households in the City of Norfolk, VA)



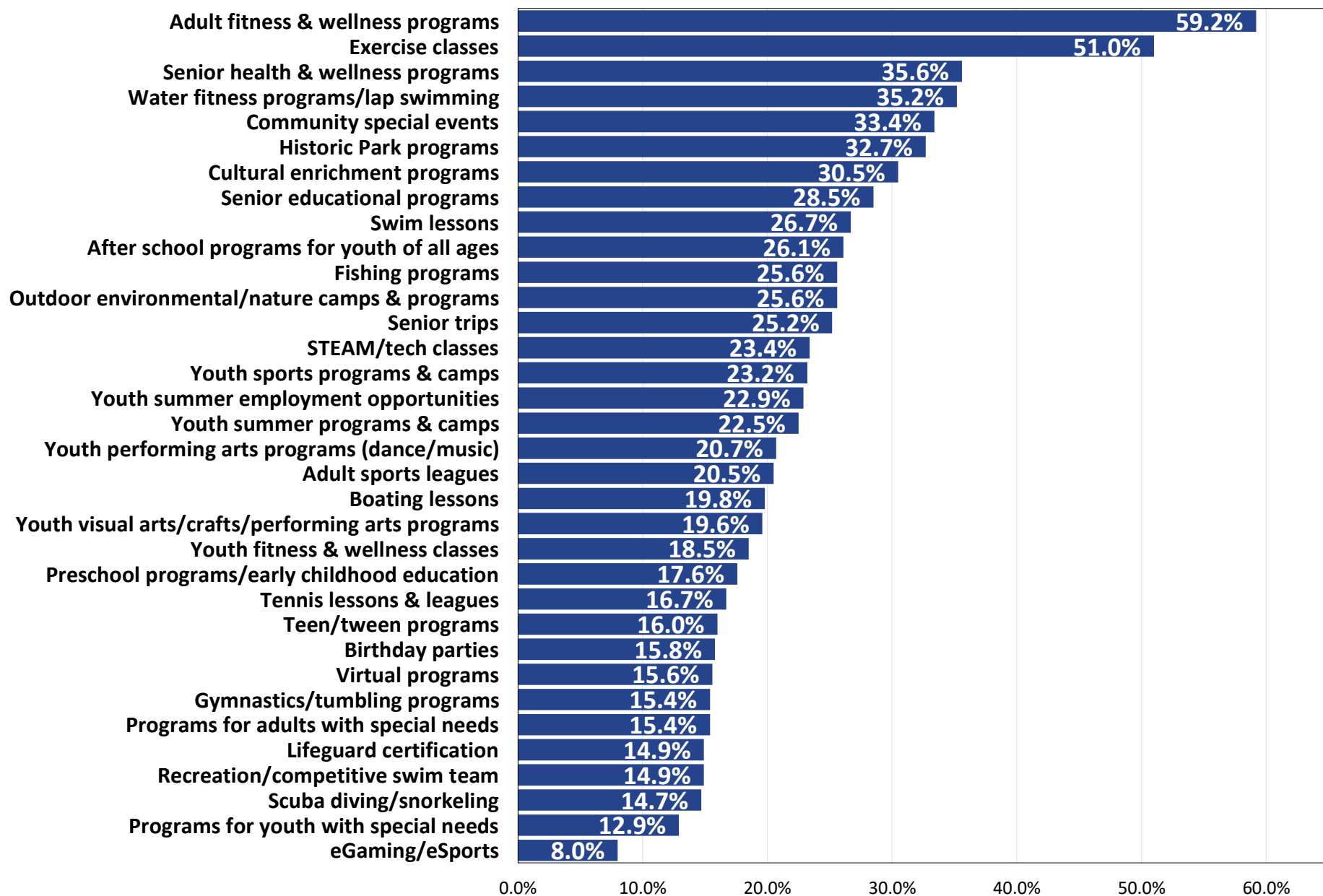
Q9. Facilities/Amenities Most Important to Households

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



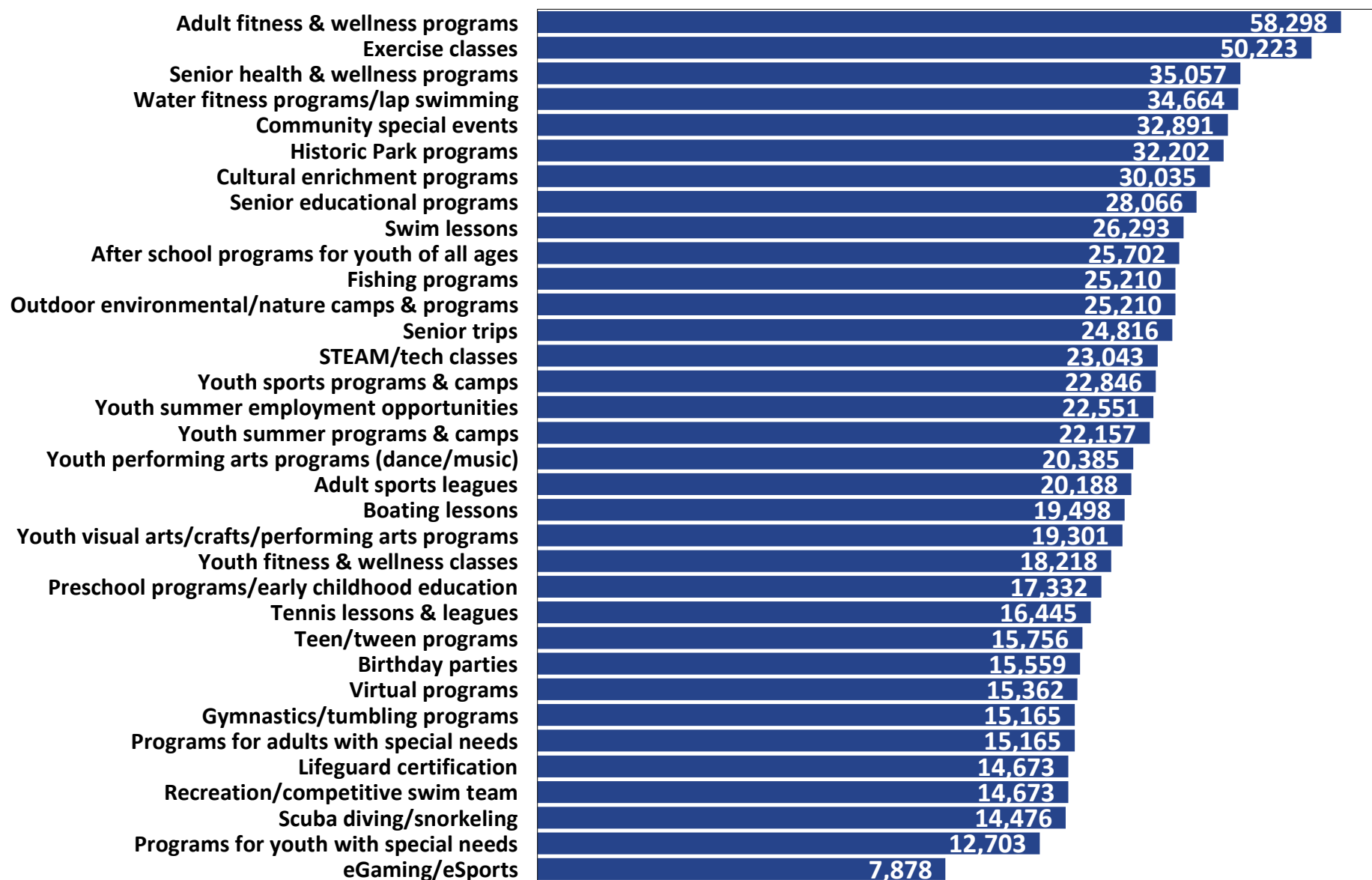
Q10. Households' Parks, Recreation, and Senior Programs Need

by percentage of respondents who responded "yes" to having a need for the respective program (multiple choices could be selected)



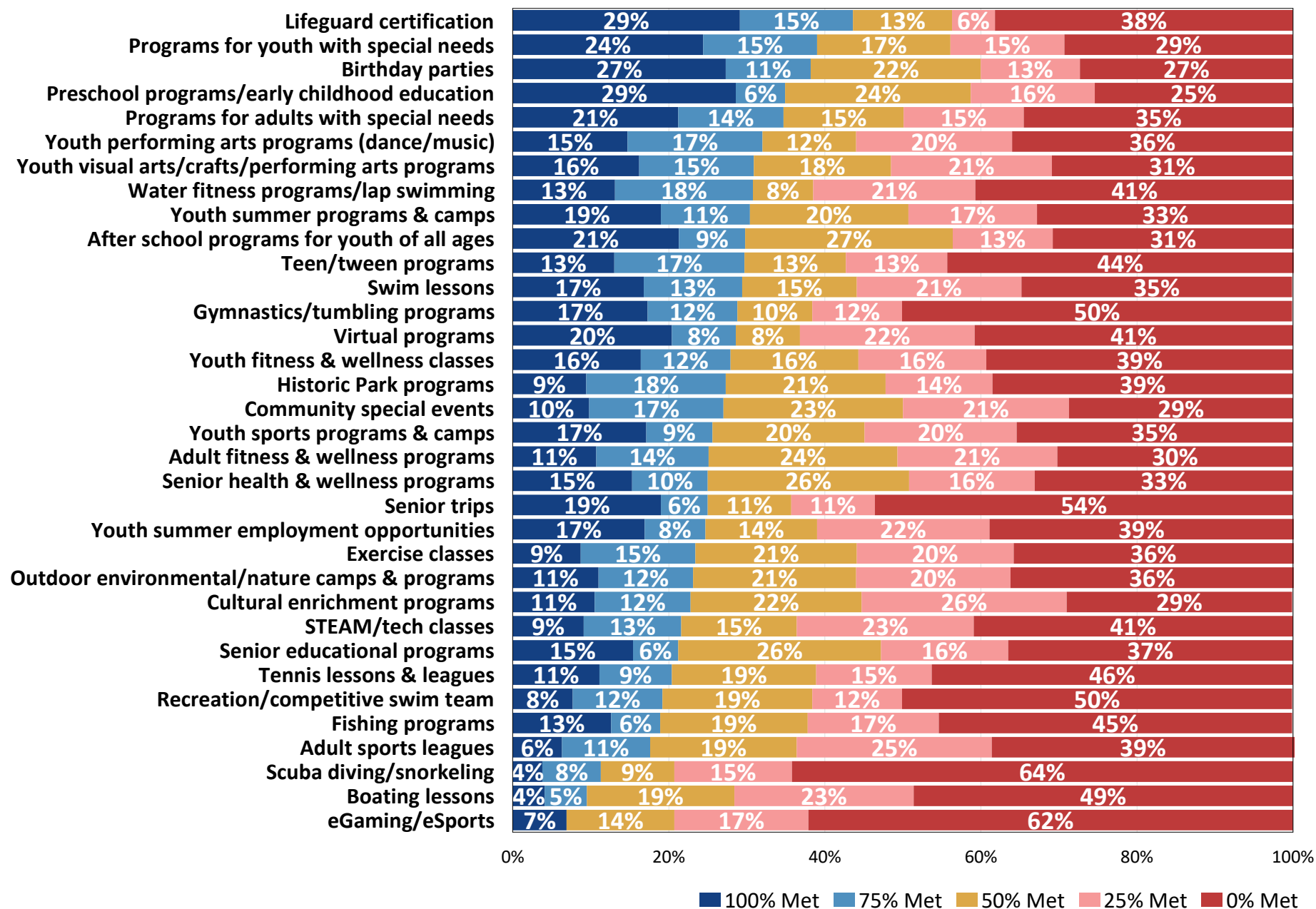
Estimated Number of Households That Have a Need for Parks, Recreation, and Senior Programs

by number of households (based on an estimated 98,476 households in the City of Norfolk, VA)



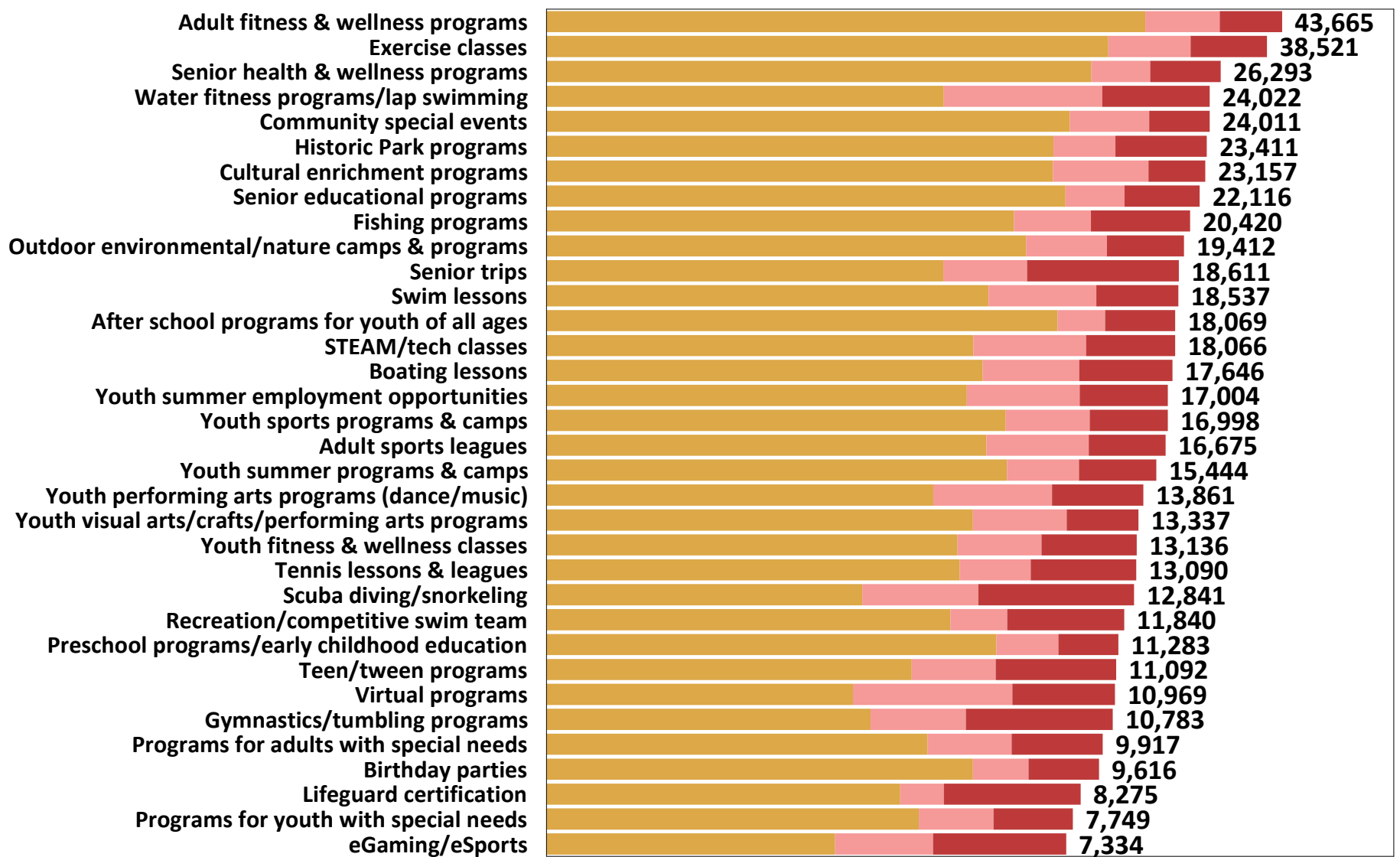
Q10. How Well Households' Needs for Programs Are Being Met

by percentage of respondents, using a 5-point scale, where 5 means "100% Met" and 1 means "0% Met"



Estimated Number of Households Whose Needs for Parks, Recreation, and Senior Programs Are Being Met 50% or Less

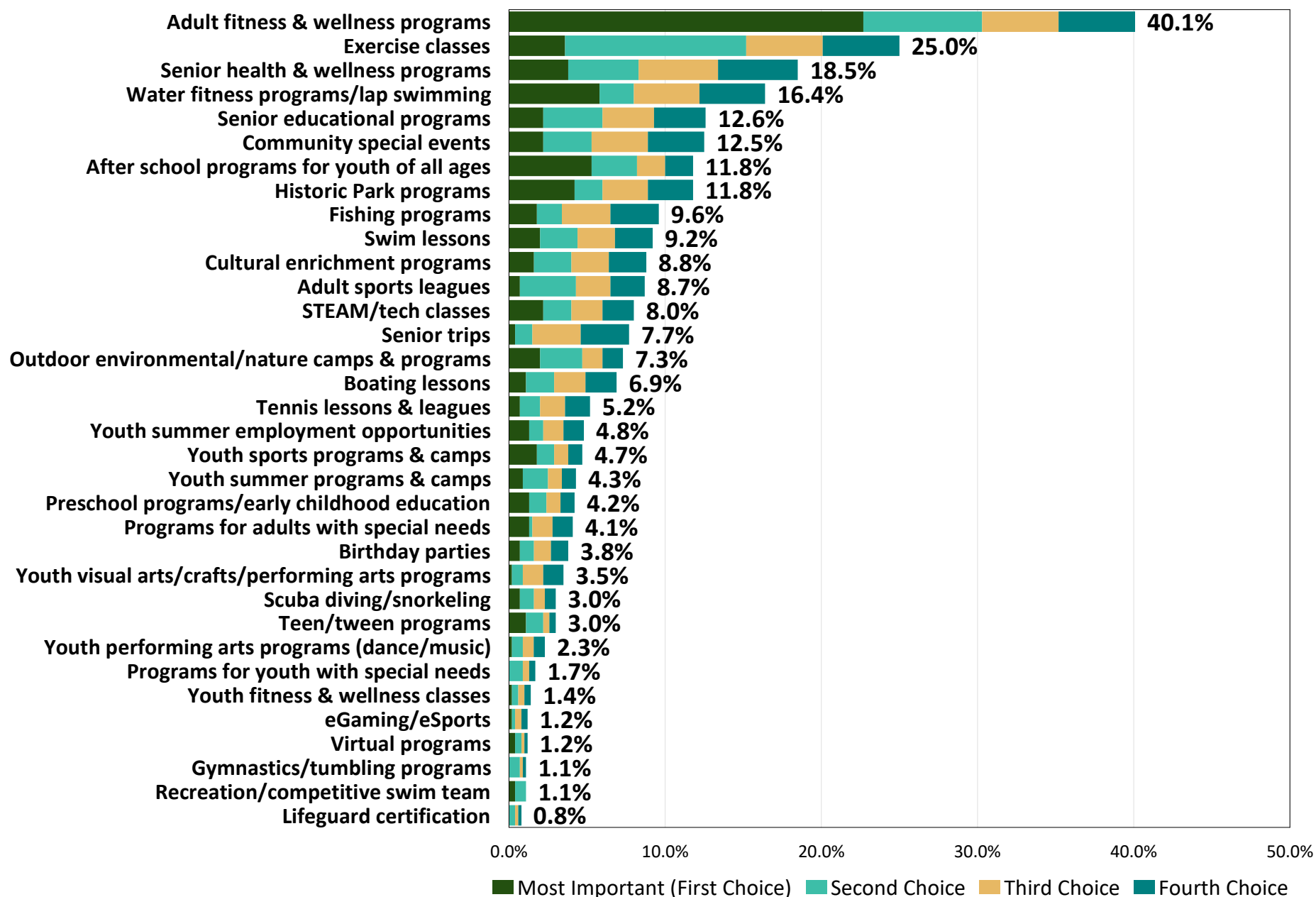
by number of households (based on an estimated 98,476 households in the City of Norfolk, VA)



50% Met 25% Met 0% Met

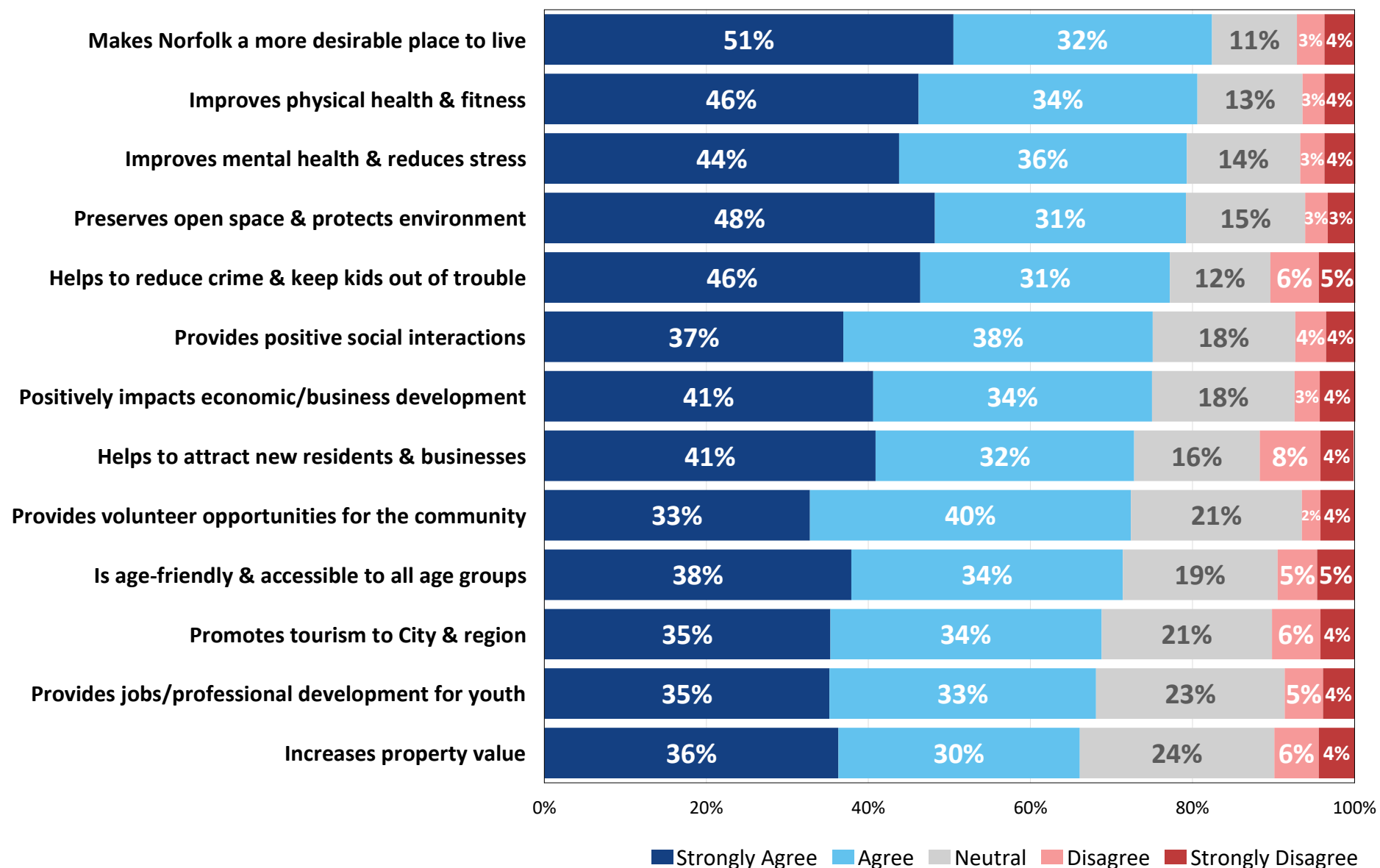
Q11. Parks, Recreation, and Senior Programs Most Important to Households

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



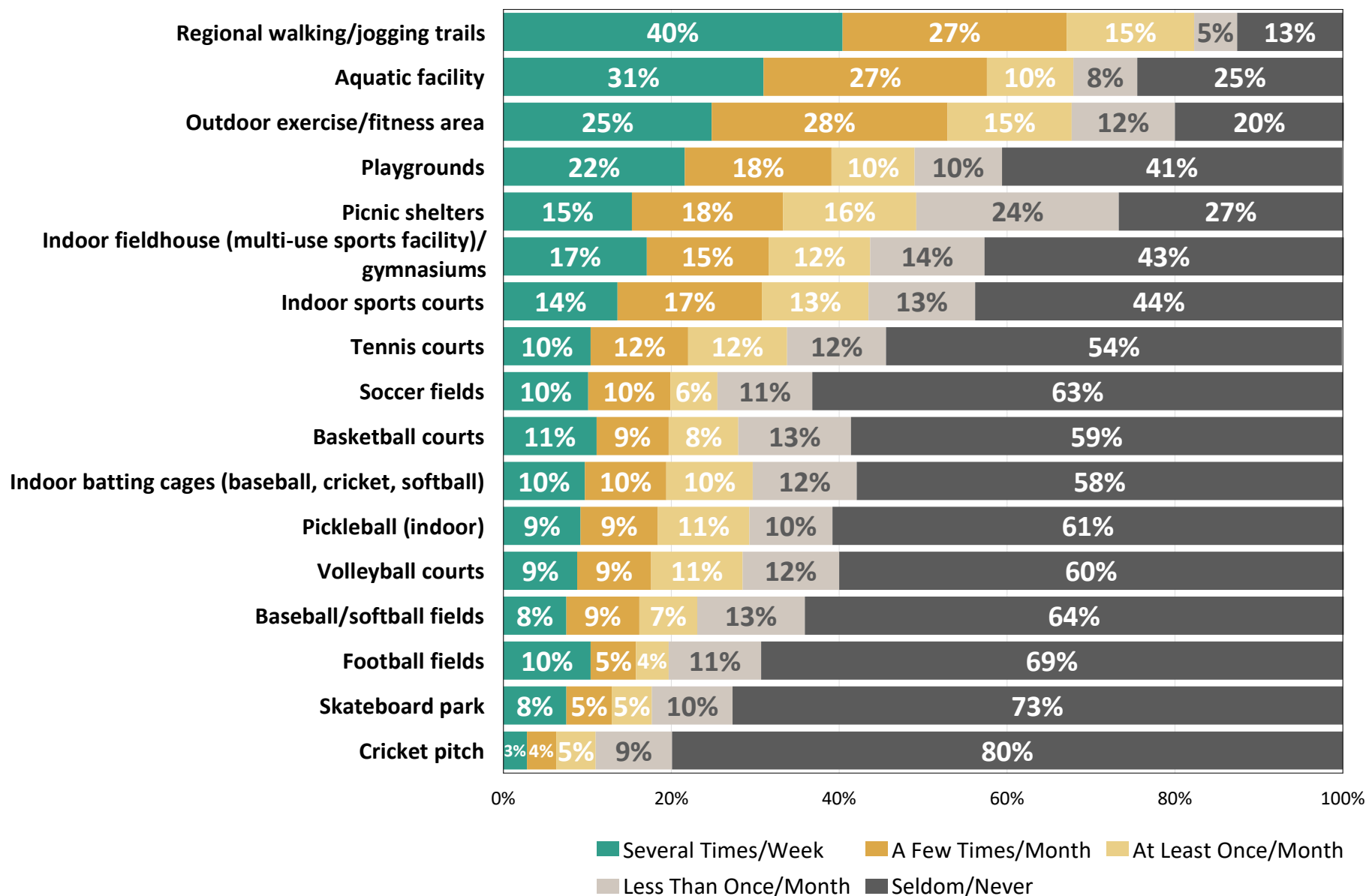
Q12. Respondents' Level of Agreement With Statements About Potential Benefits of the City of Norfolk's Parks and Recreation Services

by percentage of respondents, using a 5-point scale, where 5 means "strongly agree" and 1 means "strongly disagree" (without "don't know")



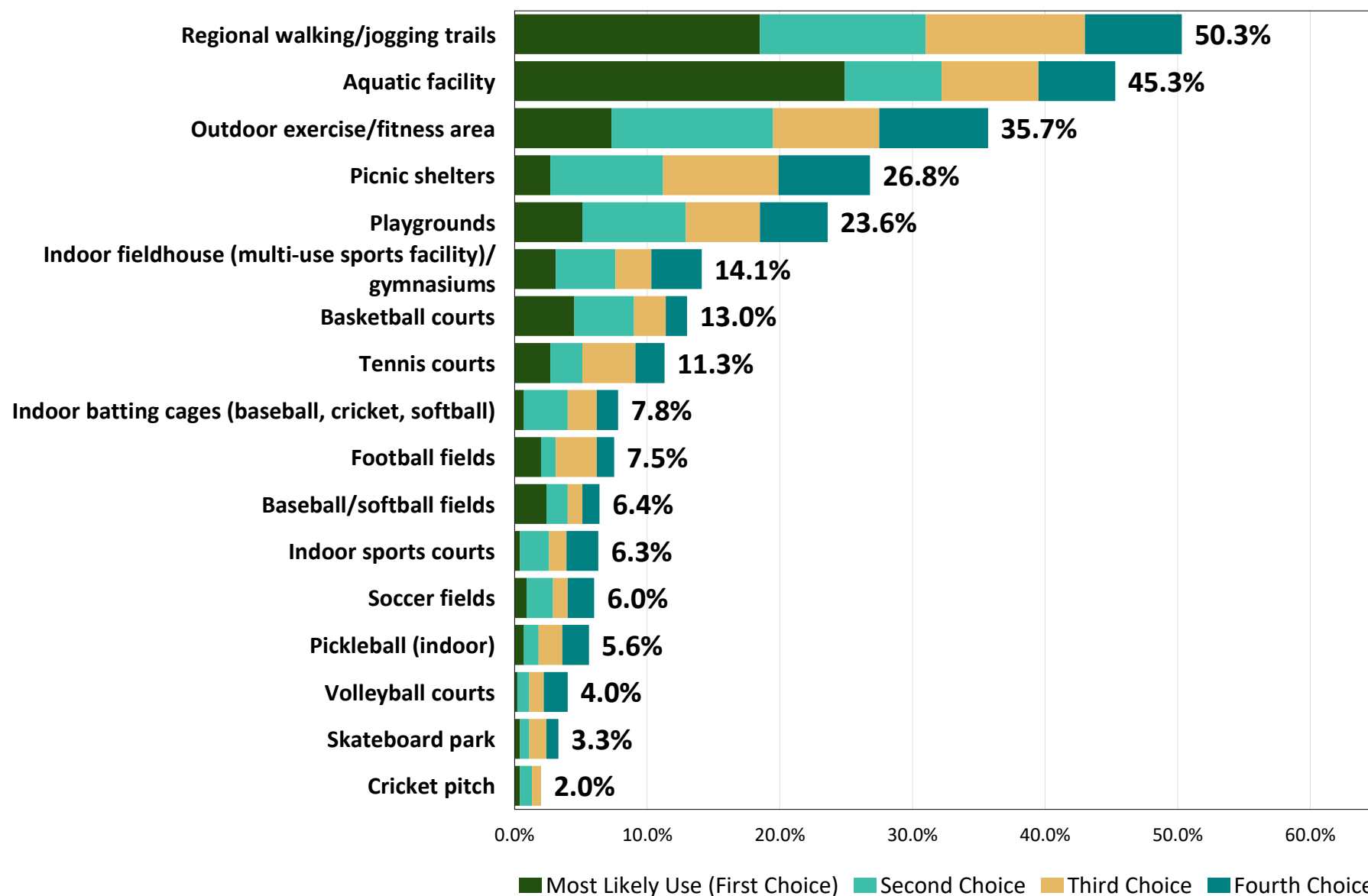
Q13. Potential Sports Complex Facility: How Often Households Would Use Potential Facility if Questioned Amenities Were Included

by percentage of respondents, using a 5-point scale, where 5 means "several times/week" and 1 means "seldom/never" (without "don't know")



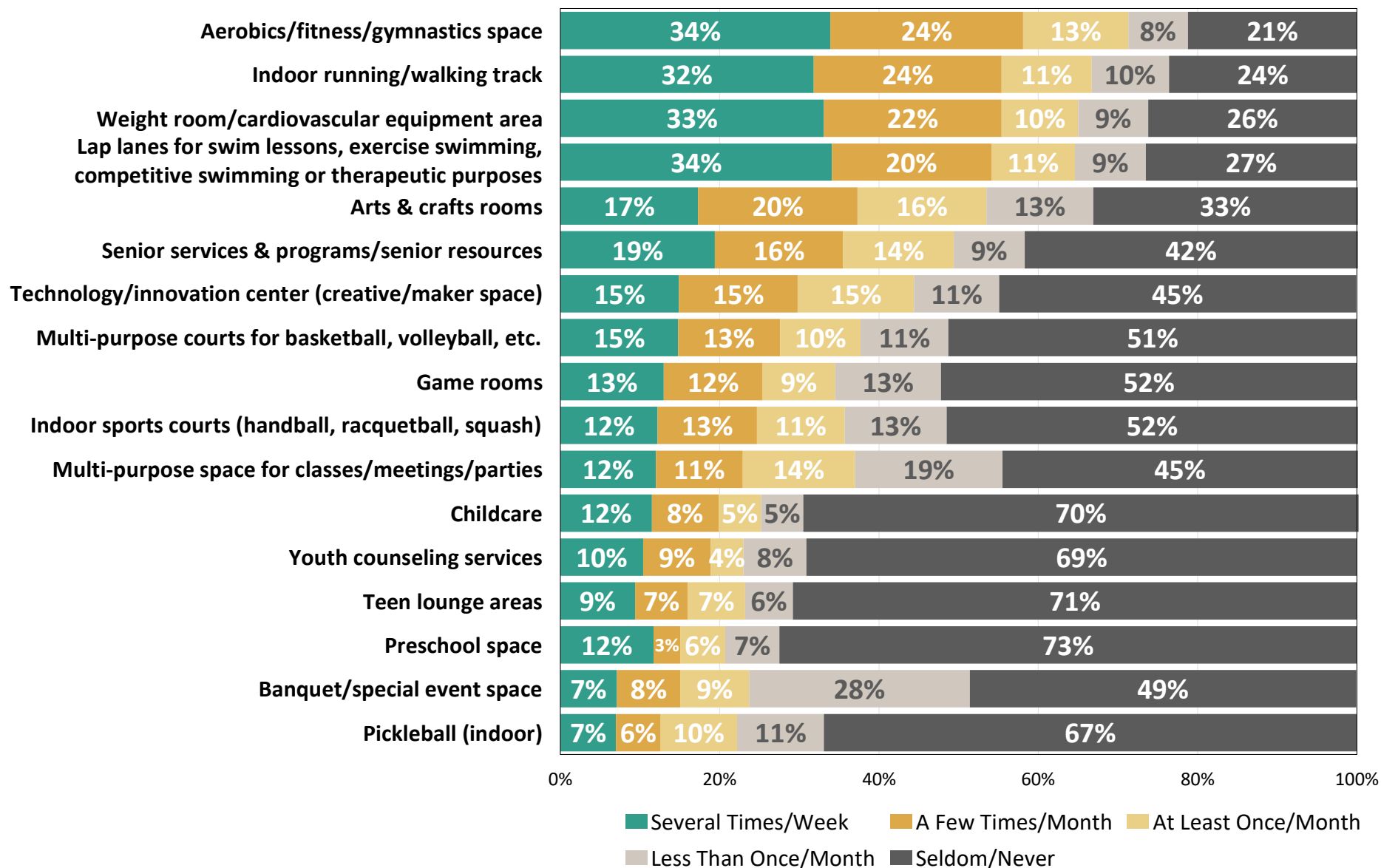
Q14. Potential Sports Complex Facility: Amenities Households Would Most Likely Use if They Were Included in a New Sports Complex Facility

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



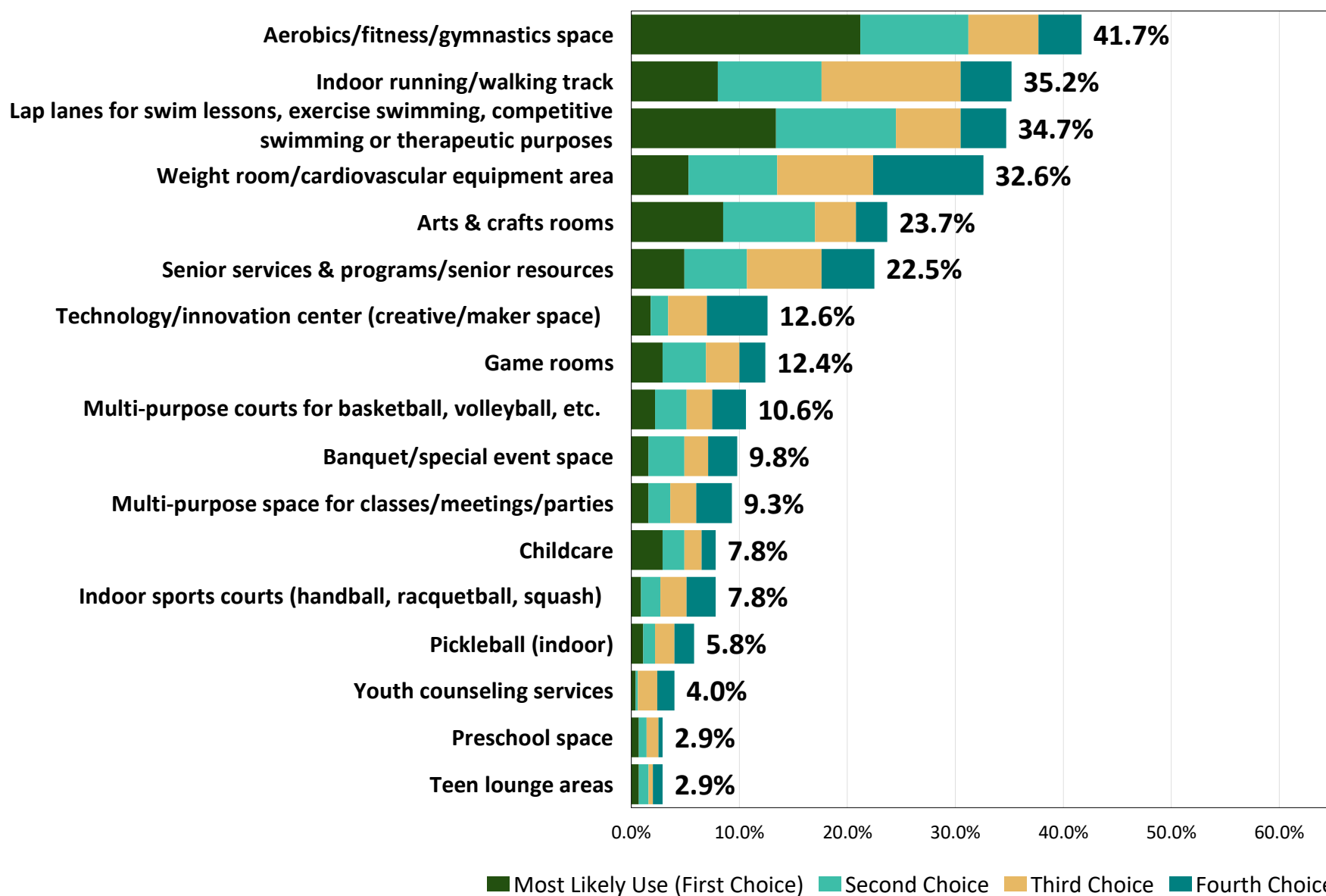
Q15. Potential Larger Multigenerational Community Center: How Often Households Would Use Center if Questioned Features Were Included

by percentage of respondents, using a 5-point scale, where 5 means "several times/week" and 1 means "seldom/never" (without "don't know")



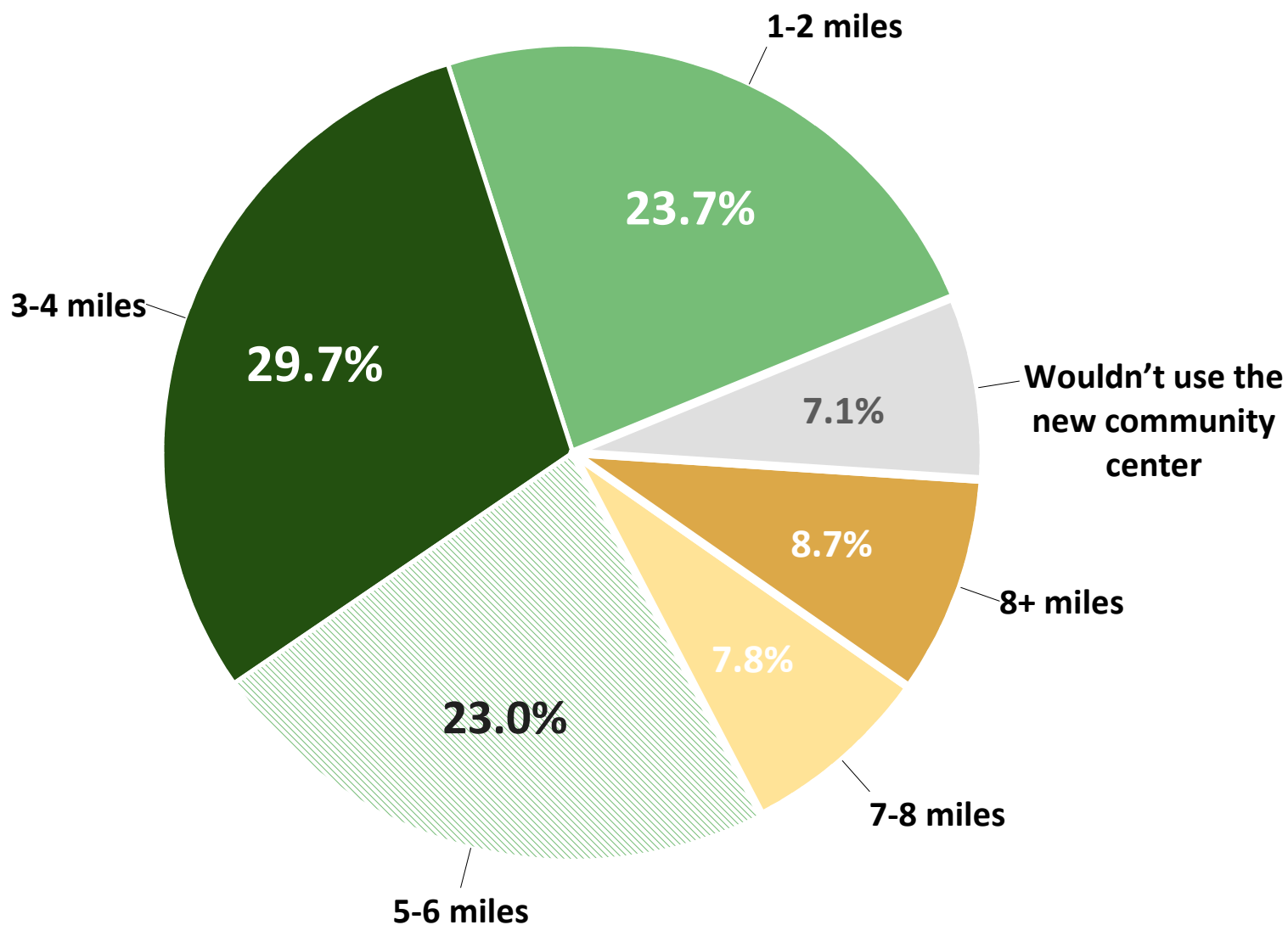
Q16. Potential Larger Multigenerational Community Center: Features Households Would Most Likely Use if They Were Included in a New Multigenerational Center

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

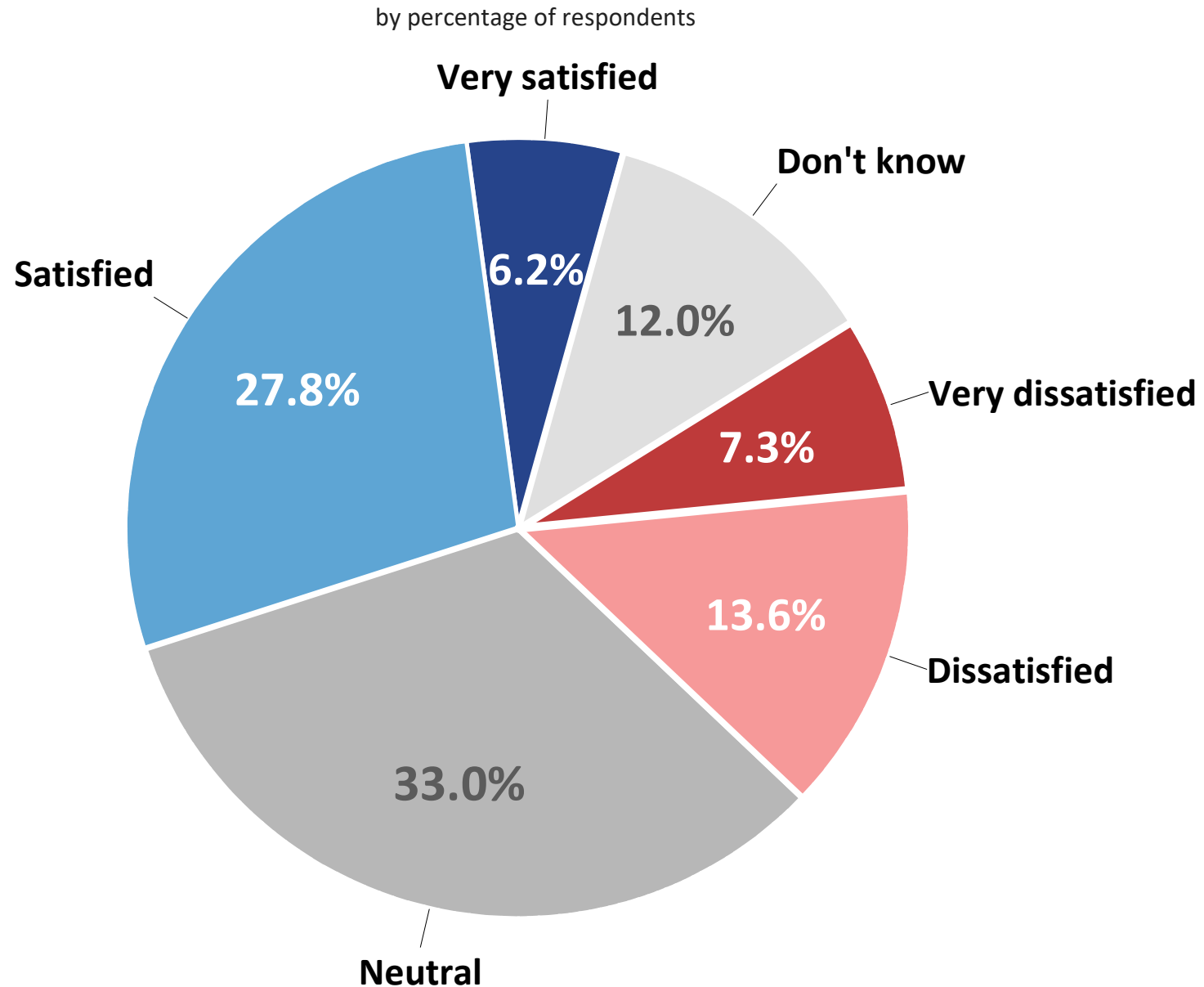


Q17. What is the maximum distance you would travel to use a new Multigenerational Community Center if it had the features you indicated are the most important to your household?

by percentage of respondents (without “not provided”)



Q18. Respondents' Level of Satisfaction With the Overall Value Received From the City of Norfolk Recreation, Parks, and Open Space Department

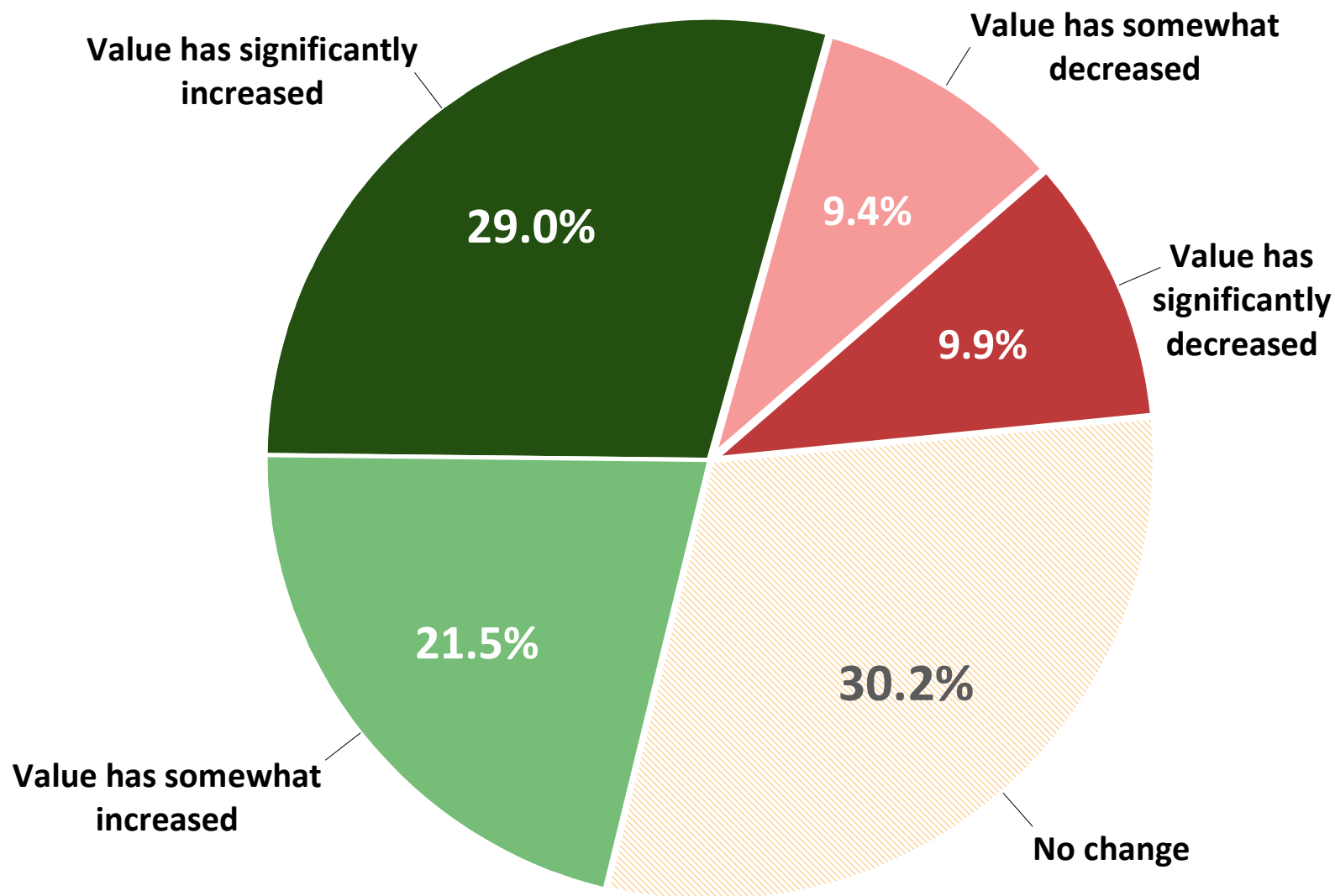


Source: ETC Institute (2021)

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Q19. Given the recent COVID-19 Pandemic, how has your and your household's perception of the value of parks, trails, open spaces and recreation changed?

by percentage of respondents (without "not provided")

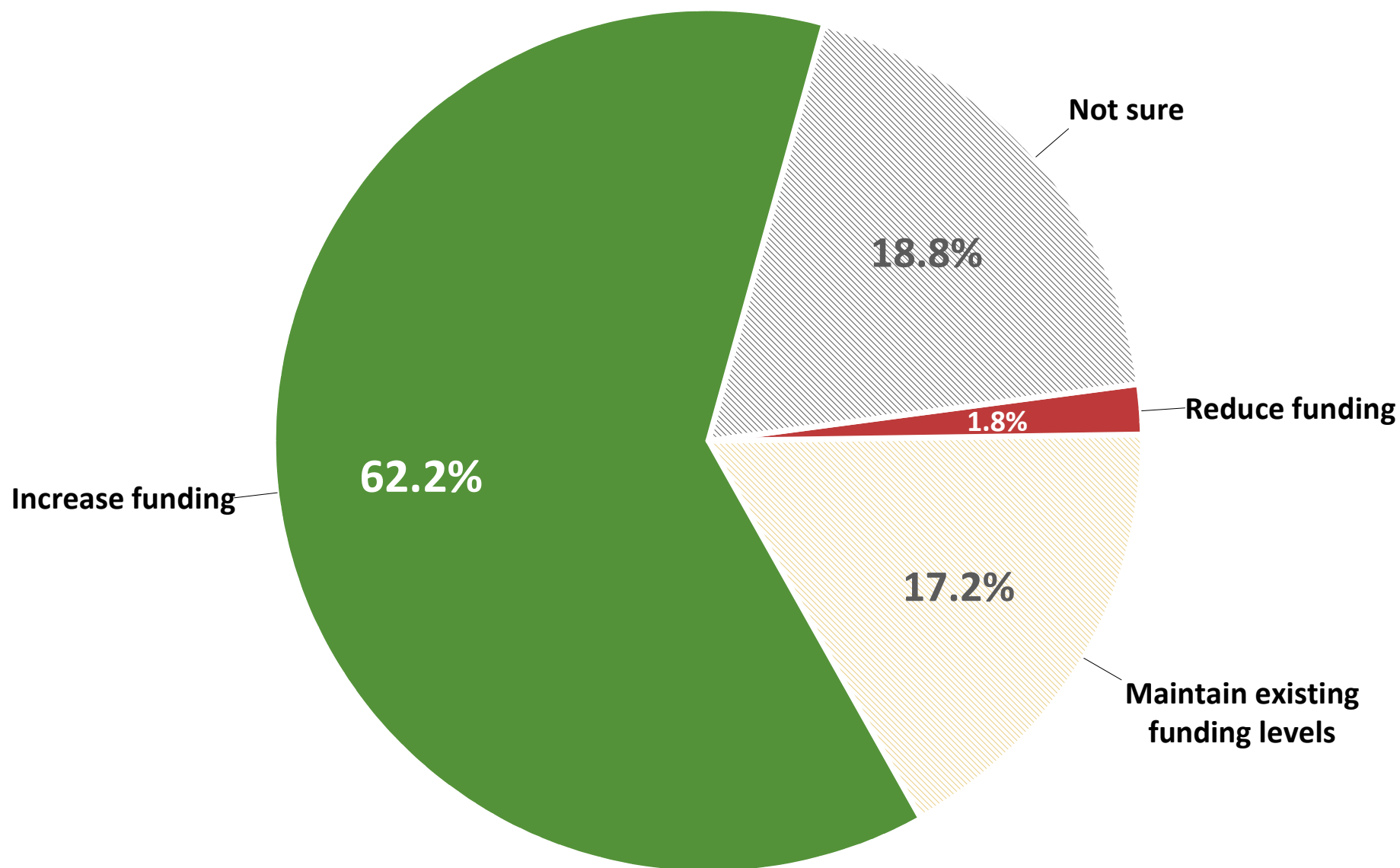


Source: ETC Institute (2021)

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Q20. Based on your perception of value, how would you want the City of Norfolk to fund future parks, recreation, trails and open space needs

by percentage of respondents (without "not provided")

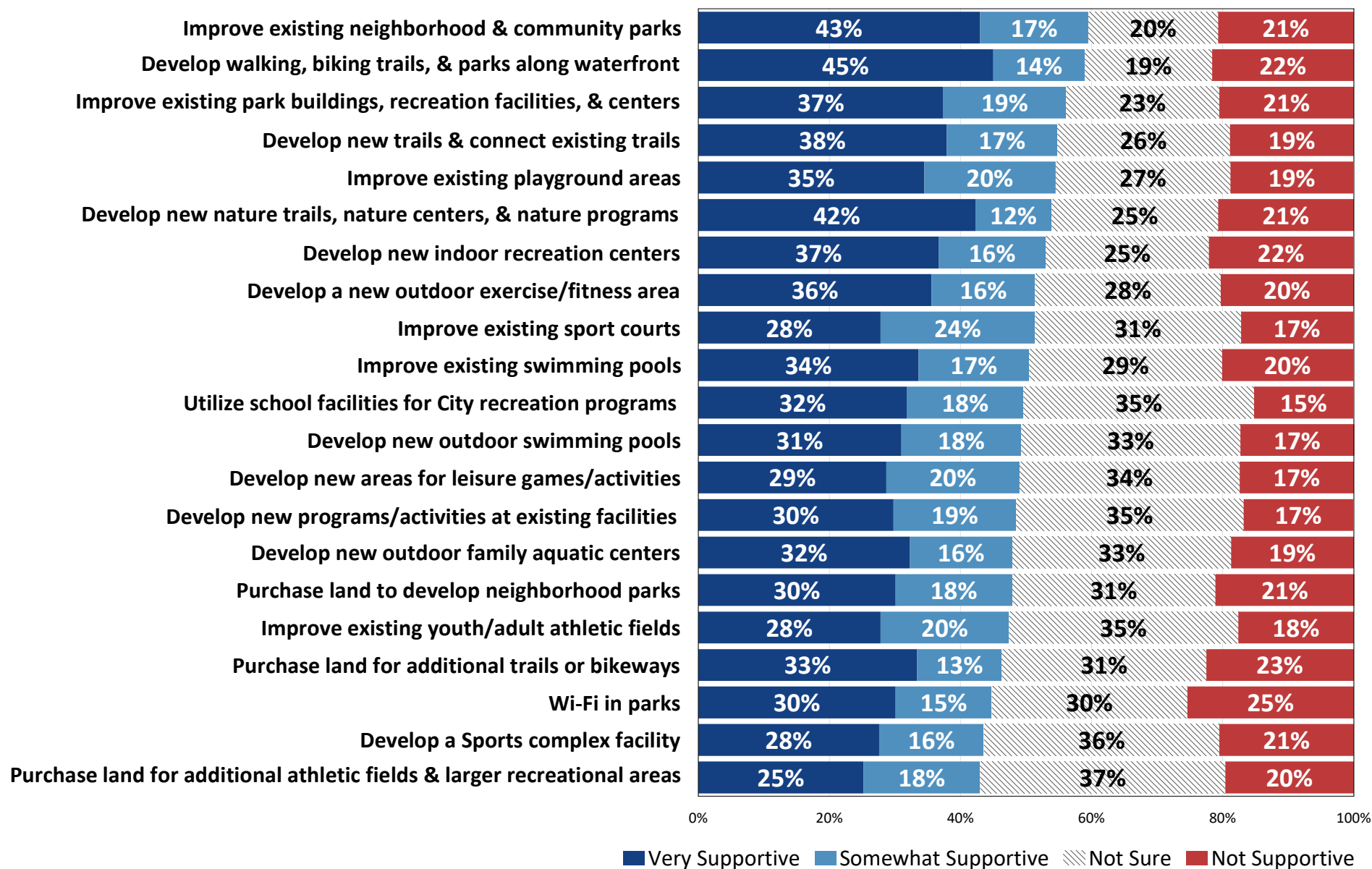


Source: ETC Institute (2021)

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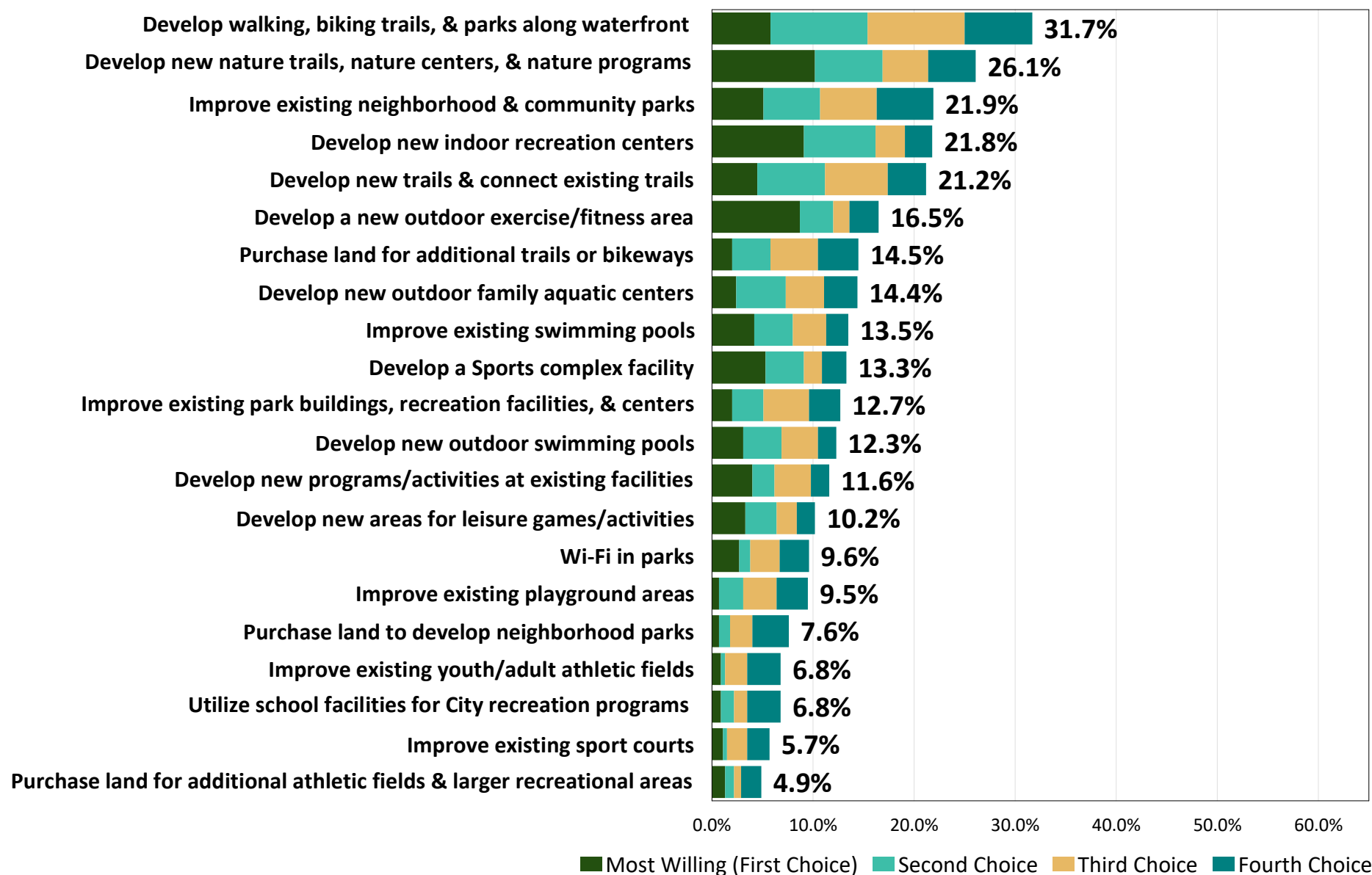
Q21. Respondents' Level of Support for Actions the City of Norfolk Could Take to Improve the Parks and Recreation System

by percentage of respondents, using a 4-point scale, where 4 means "very supportive" and 1 means "not supportive"



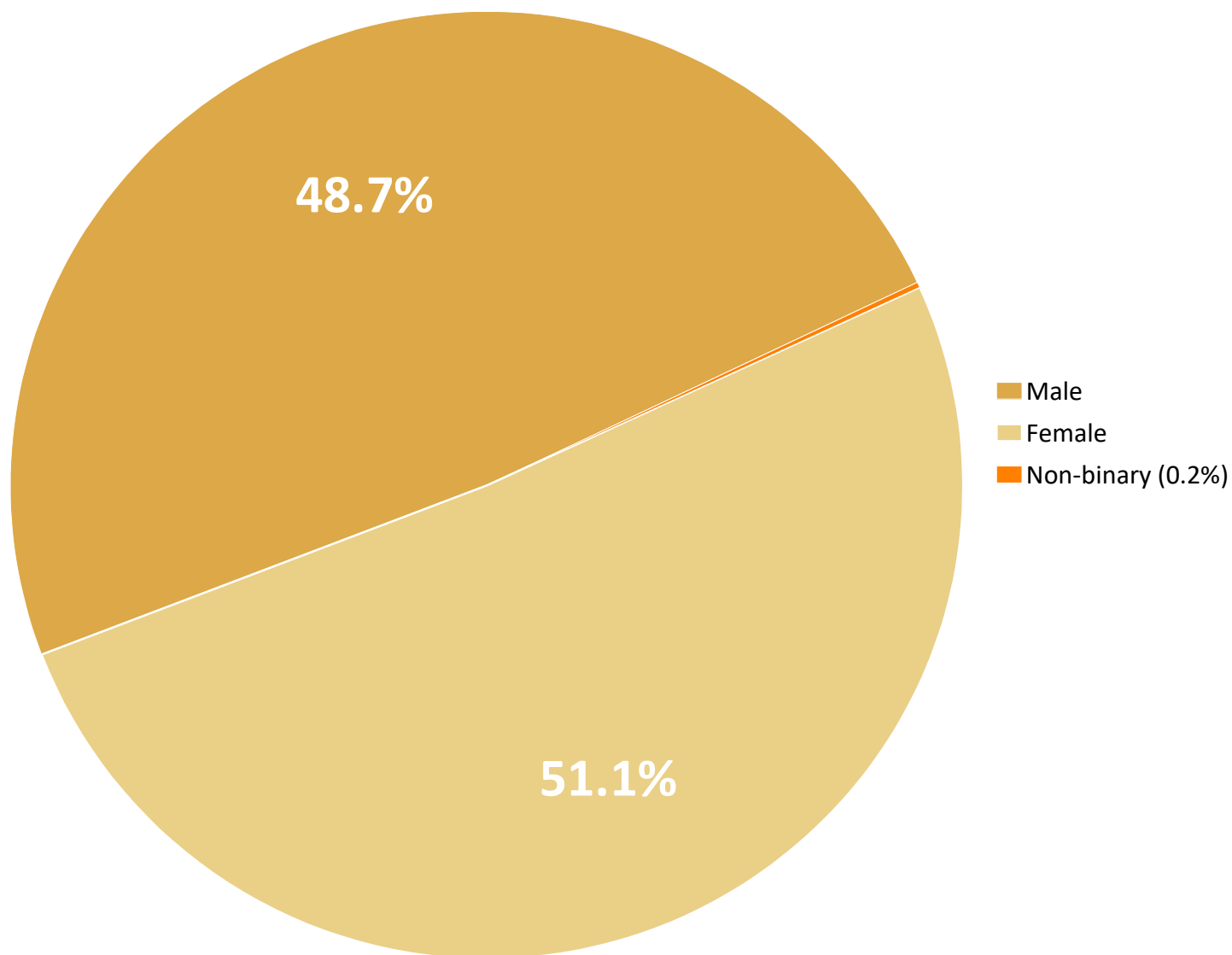
Q22. Actions the City Could Take to Improve the Parks and Recreation System That Respondents Would be Most Willing to Fund

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



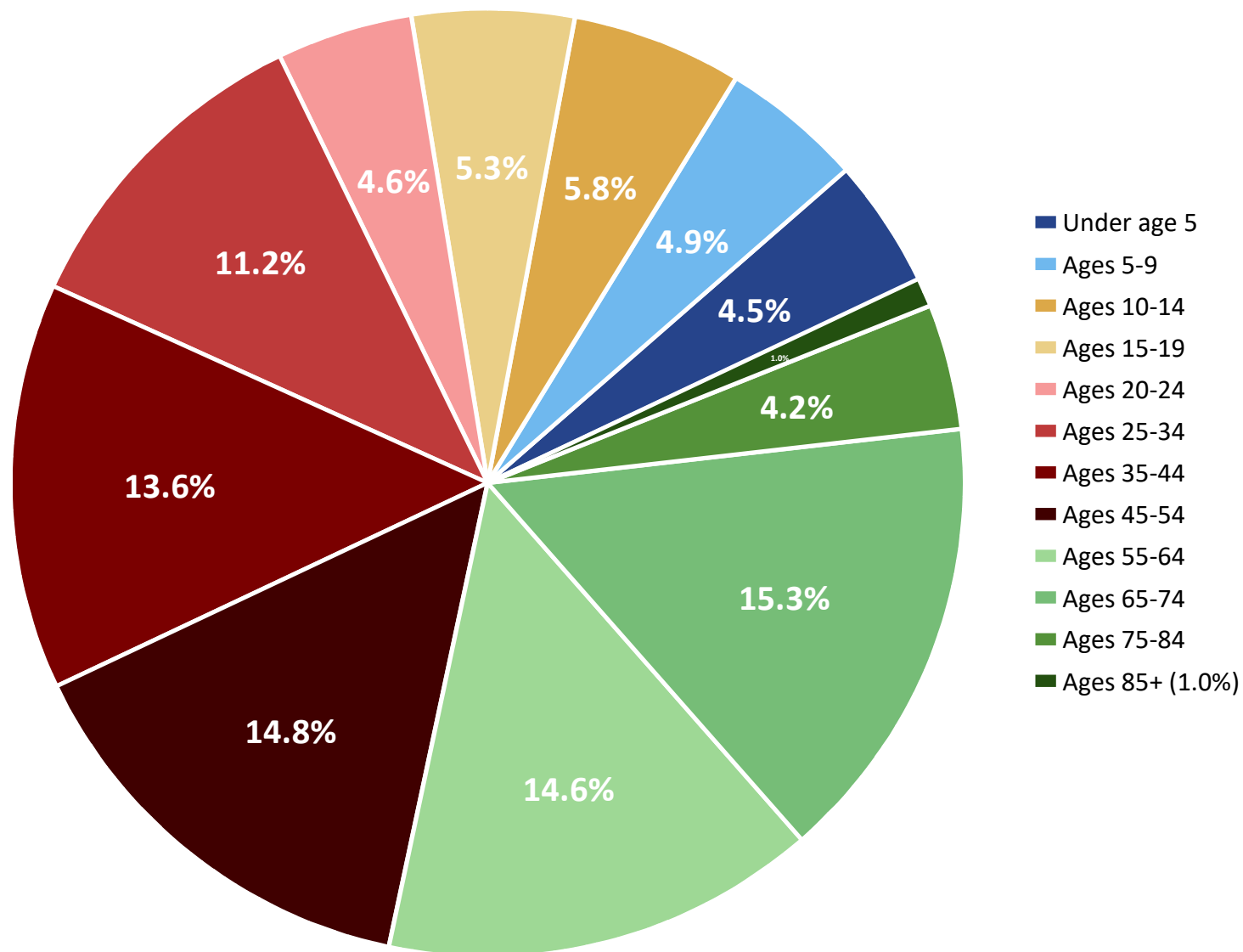
Demographics: Q23. Respondents' Gender

by percentage of respondents (without "prefer not to answer" or "not provided")



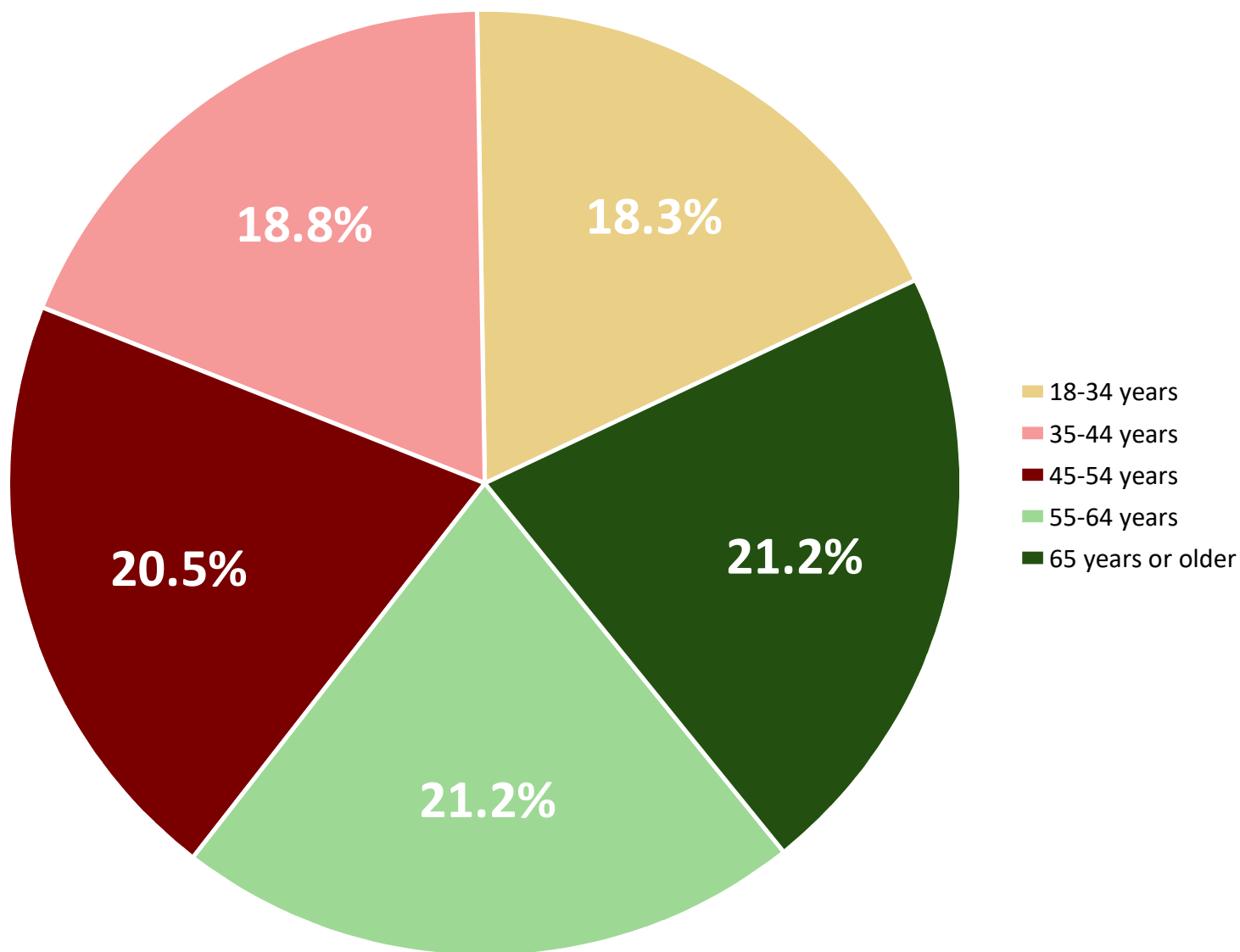
Demographics: Q24. Counting yourself, how many people in your household are...

by percentage of respondents



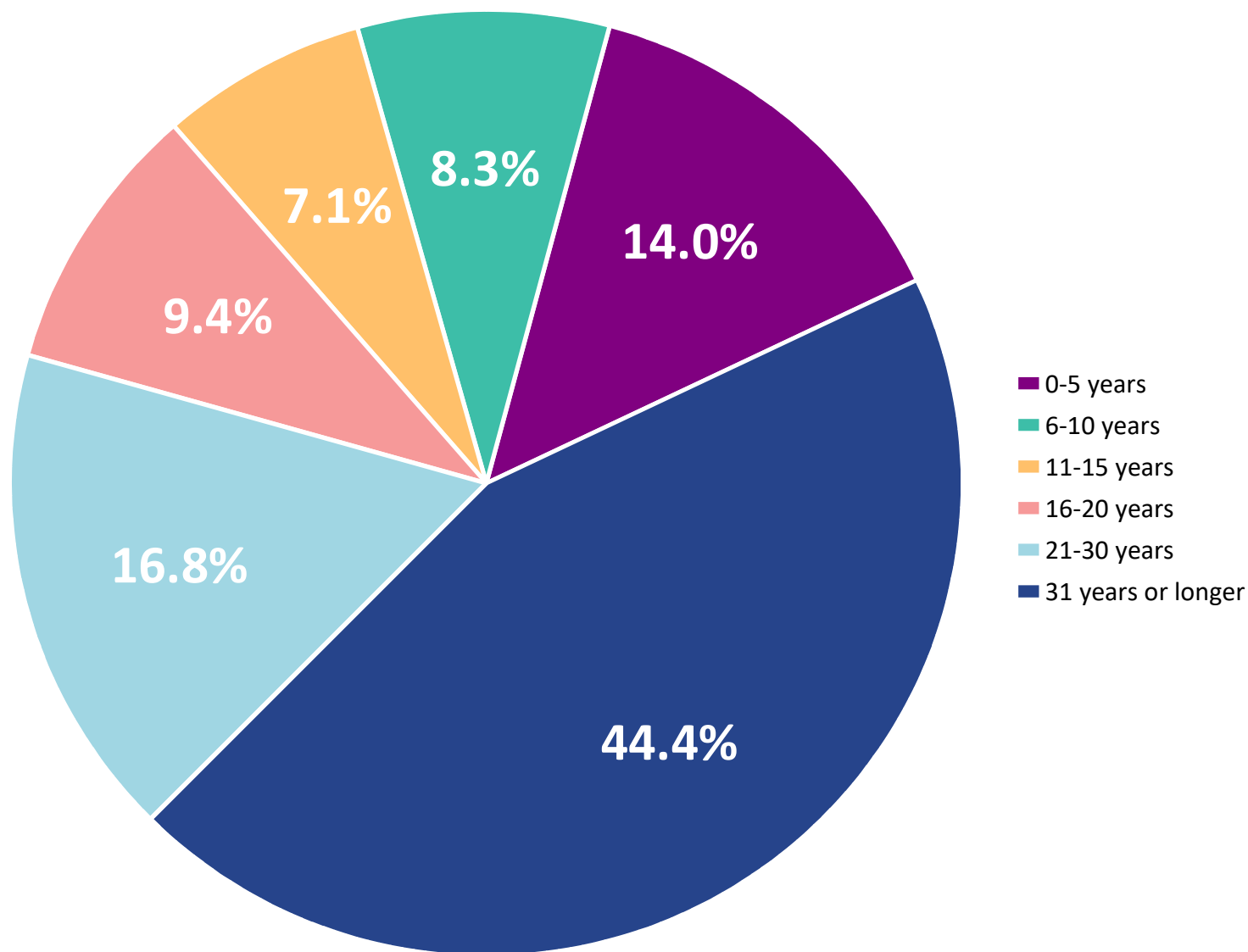
Demographics: Q25. Age of Respondent

by percentage of respondents



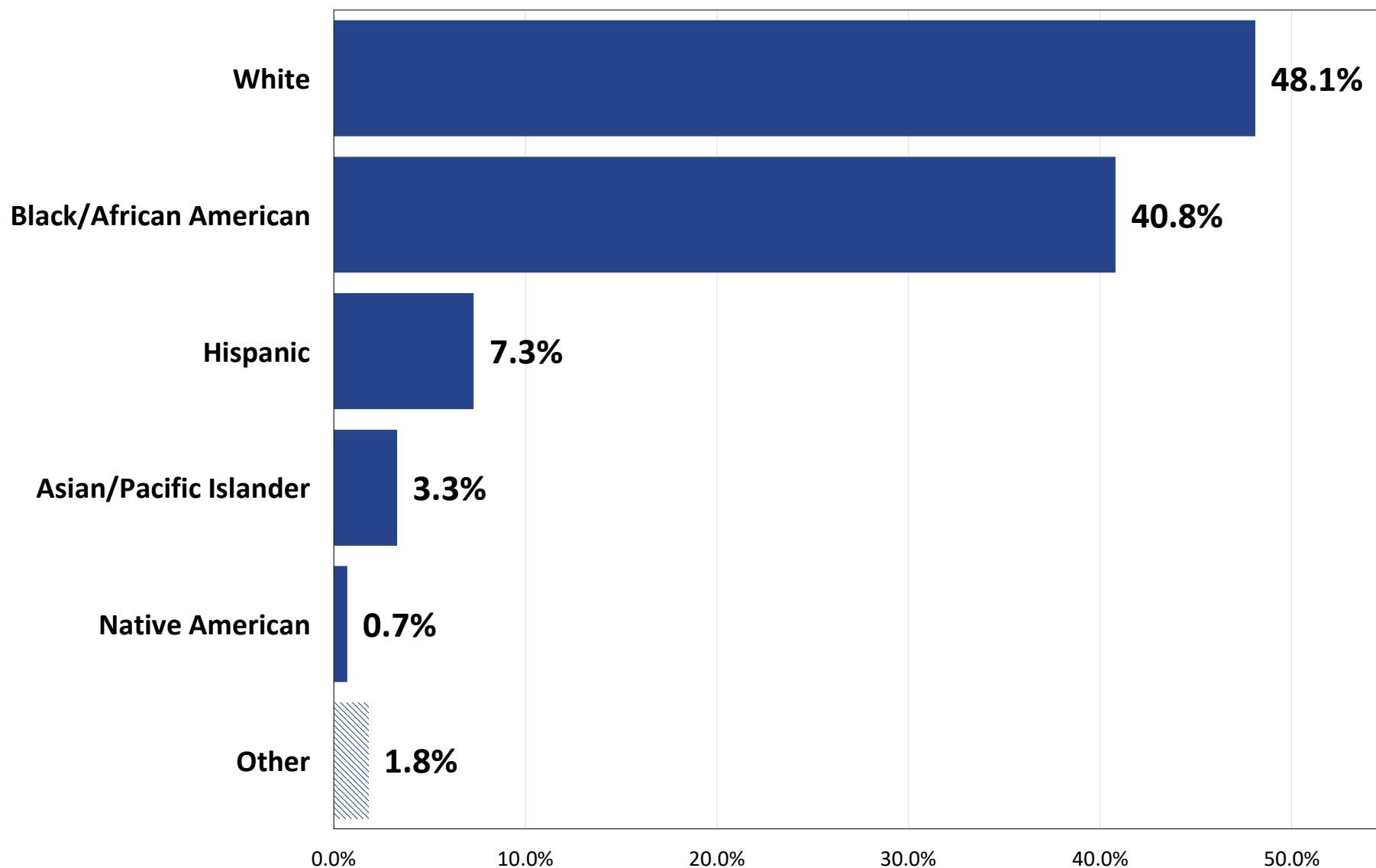
Demographics: Q26. Years Respondent Has Lived in the City of Norfolk

by percentage of respondents (without “not provided”)



Demographics: Q27. Which of the following best describes your race/ethnicity?

by percentage of respondents (multiple choices could be selected)



2 Benchmark Analysis

Benchmark Analysis Summary



Since 1998, ETC Institute has conducted household surveys for needs assessments, feasibility studies, customer satisfaction, fees and charges comparisons, and other parks and recreation issues in more than 1,000 communities in 49 states across the country.

The results of these surveys have provided an unparalleled data base of information to compare responses from household residents in client communities to “National Averages” and therefore provide a unique tool to “assist organizations in better decision making.”

Communities within the data base include a full range of municipal and county governments from 20,000 in population through over 1 million in population. They include communities in warm weather climates and cold weather climates, mature communities and some of the fastest growing cities and counties in the country.

“National Averages” have been developed for numerous strategically important parks and recreation planning and management issues including: customer satisfaction and usage of parks and programs; methods for receiving marketing information; reasons that prevent members of households from using parks and recreation facilities more often; priority recreation programs, parks, facilities and trails to improve or develop; priority programming spaces to have in planned community centers and aquatic facilities; potential attendance for planned indoor community centers and outdoor aquatic centers; etc.

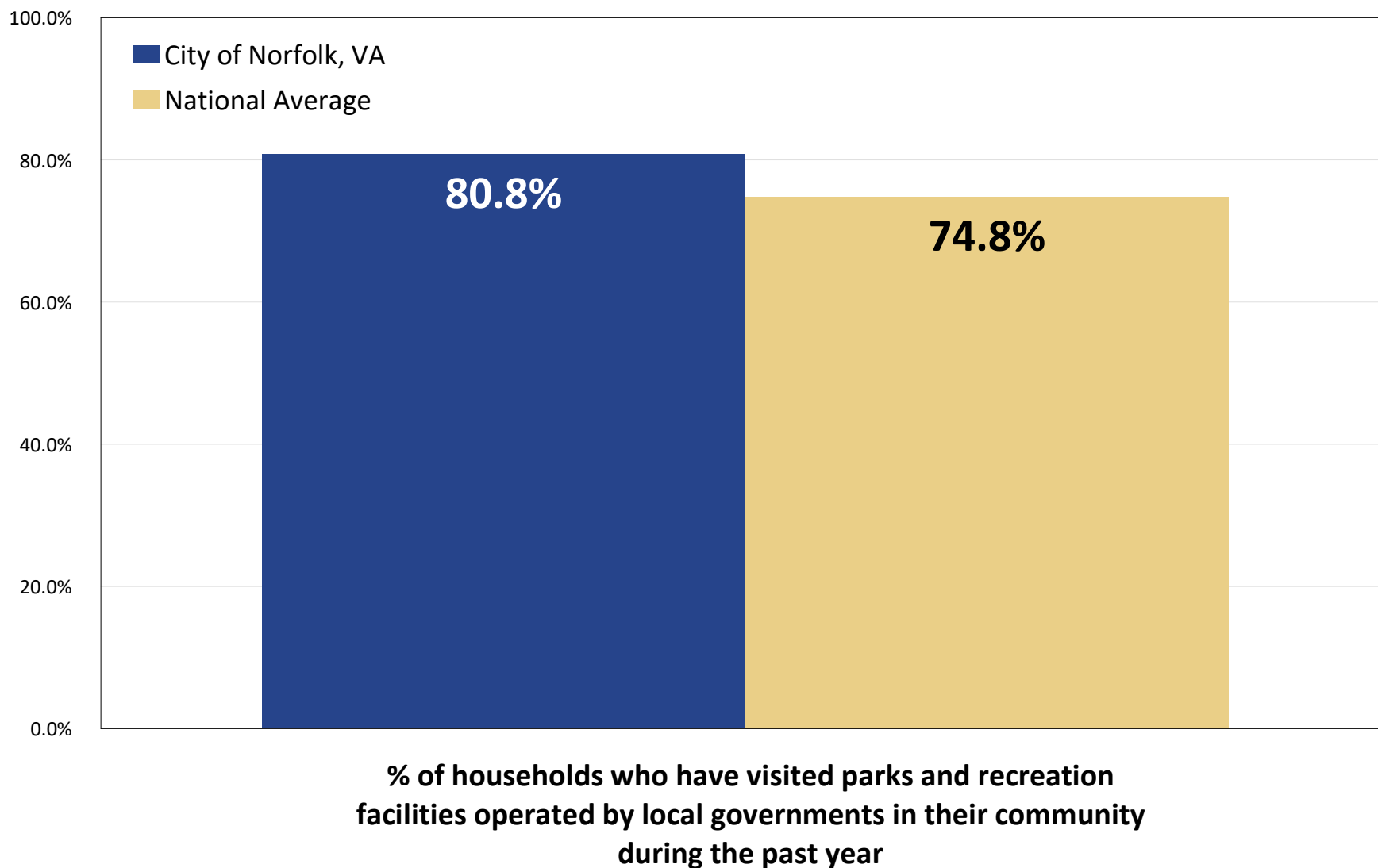
To keep the benchmarking data base current with changing trends, ETC Institute’s benchmarking data base is updated on a regular basis. The “National Average” included on the following pages only include the results of surveys ETC Institute has administered over the past five years.

Results from household responses for the City of Norfolk were compared to National Benchmarks to gain further strategic information. Graphs of all tabular comparisons are on the following pages.

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 Norfolk, Virginia is not authorized without written consent from ETC Institute.

Benchmark: Usage of Parks and Recreation Facilities Operated by Local Governments City of Norfolk Results Compared to the National Average

by percentage of respondents

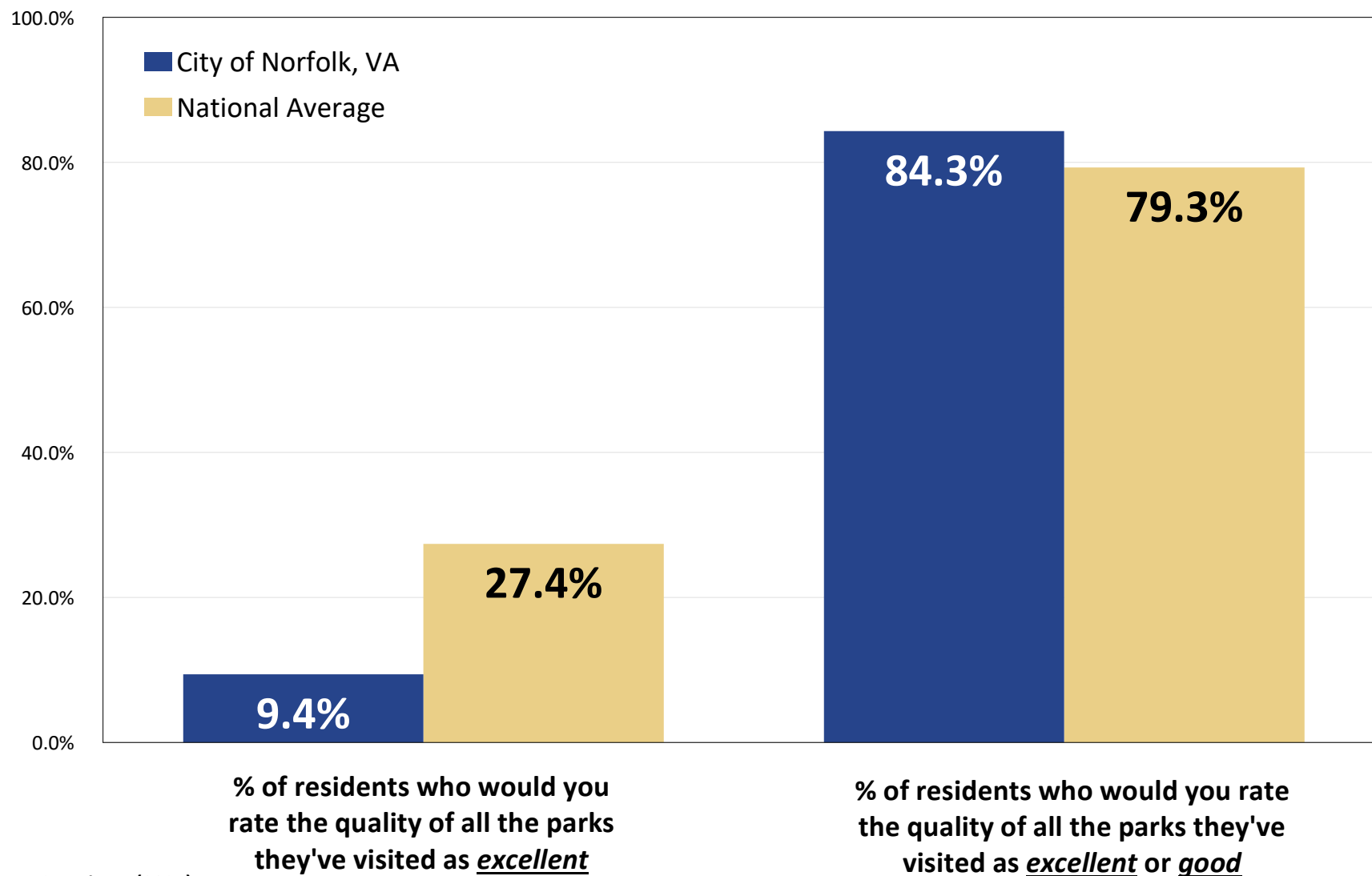


Source: ETC Institute (2021)

Benchmark: Overall Ratings of Parks and Recreation Facilities Operated by Local Governments

City of Norfolk Results Compared to the National Average

by percentage of respondents



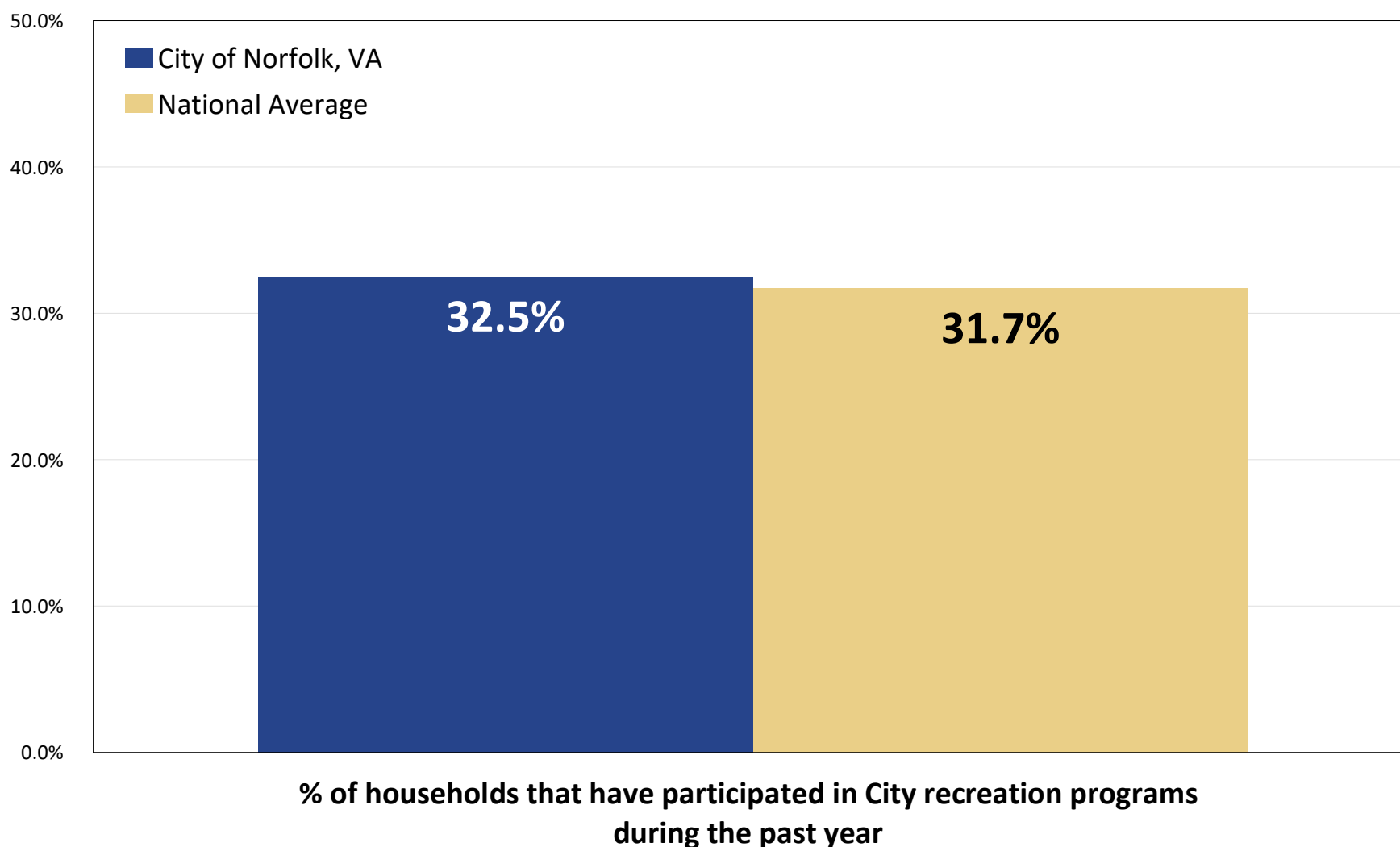
Source: ETC Institute (2021)

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Benchmark: Percentage of Households That Have Participated in City Recreation Programs Operated by Local Governments During the Past Year

City of Norfolk Results Compared to the National Average

by percentage of respondents



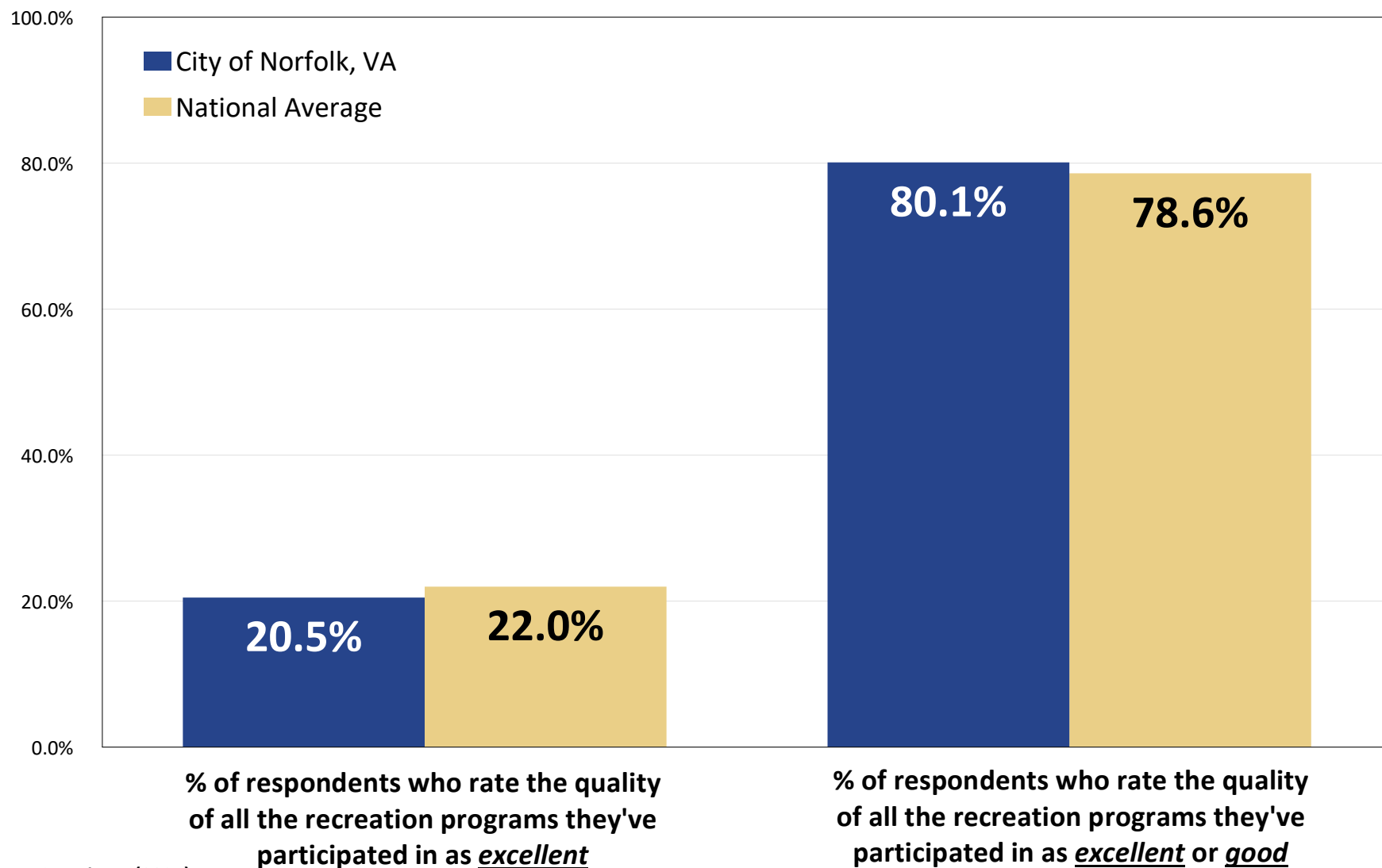
Source: ETC Institute (2021)

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Benchmark: Overall Ratings of Recreation Programs Operated by Local Governments

City of Norfolk Results Compared to the National Average

by percentage of respondents

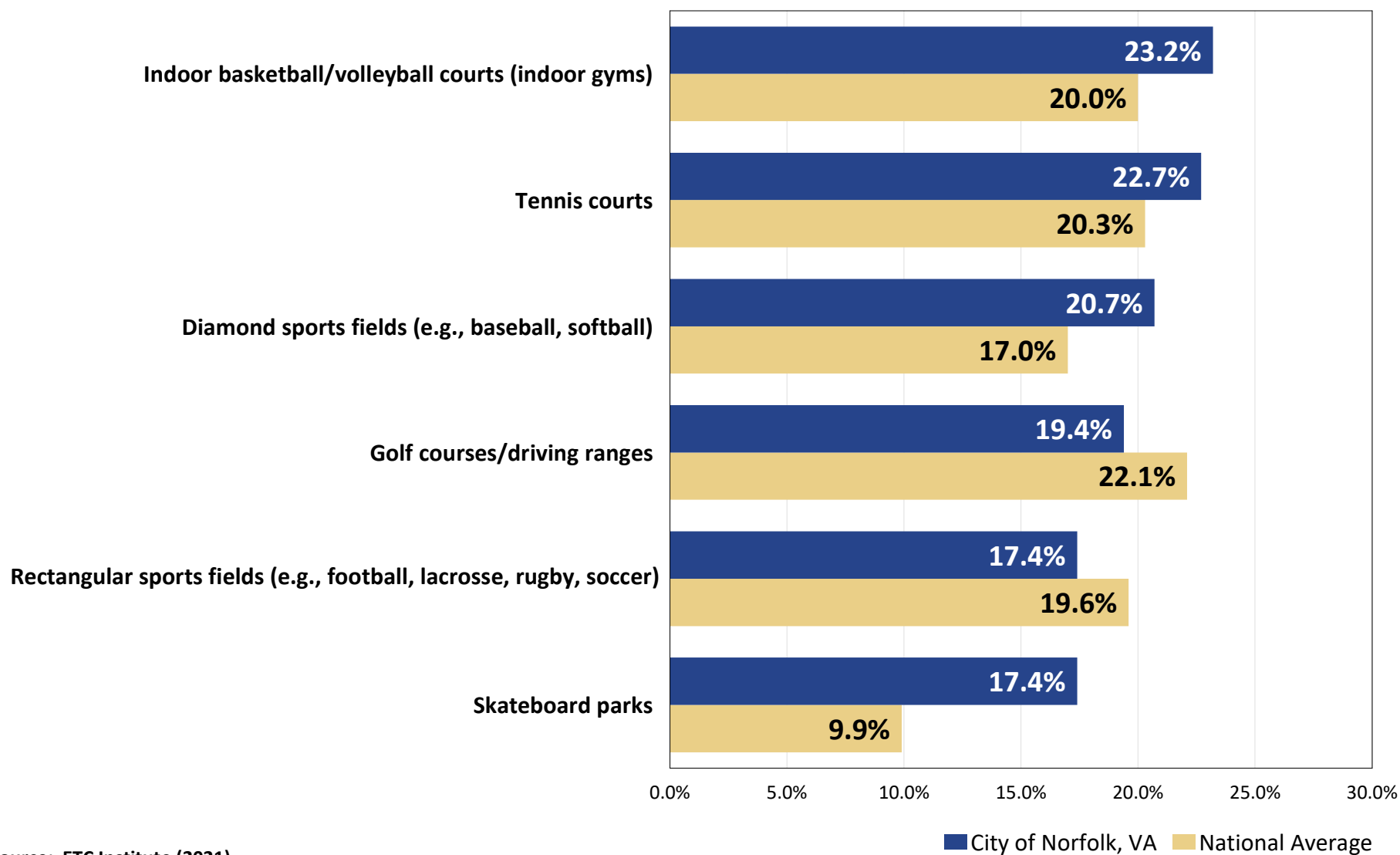


Source: ETC Institute (2021)

Benchmark: Percentage of Households with Needs for Sports Facilities

City of Norfolk Results Compared to the National Average

by percentage of respondents



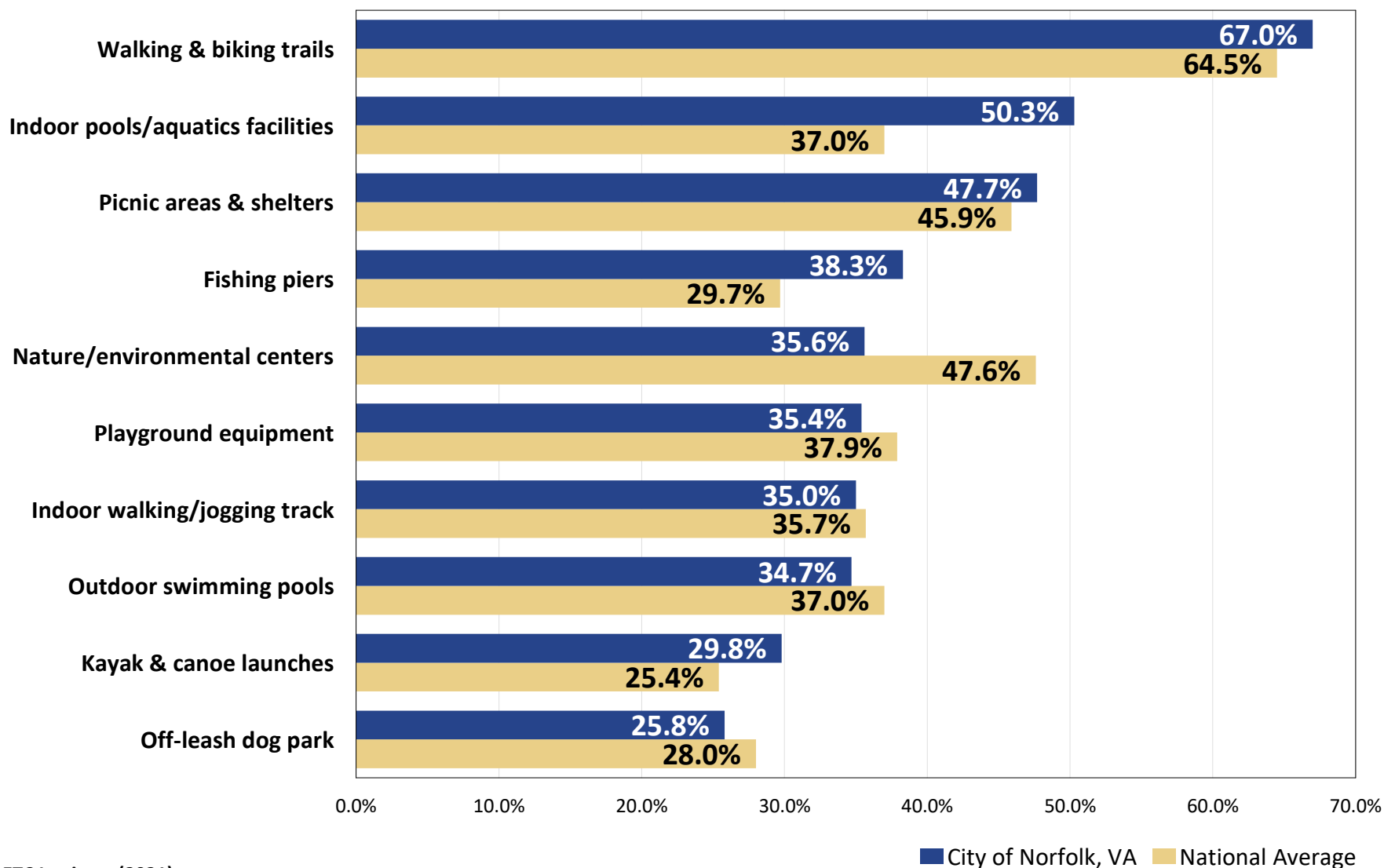
Source: ETC Institute (2021)

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Benchmark: Percentage of Households with Needs for Other Recreation Facilities

City of Norfolk Results Compared to the National Average

by percentage of respondents



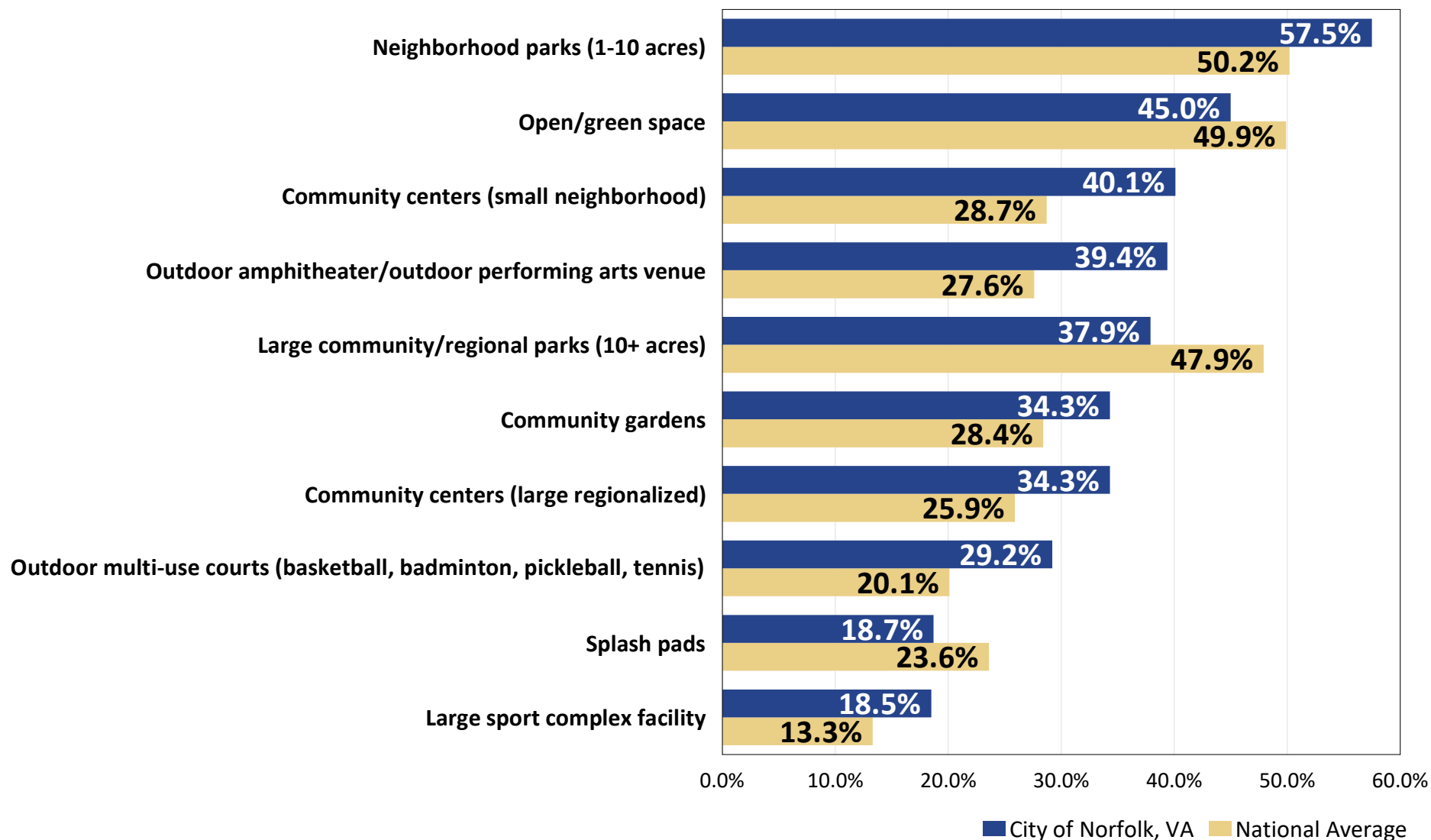
Source: ETC Institute (2021)

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Benchmark: Percentage of Households with Needs for Other Recreation Facilities

City of Norfolk Results Compared to the National Average

by percentage of respondents

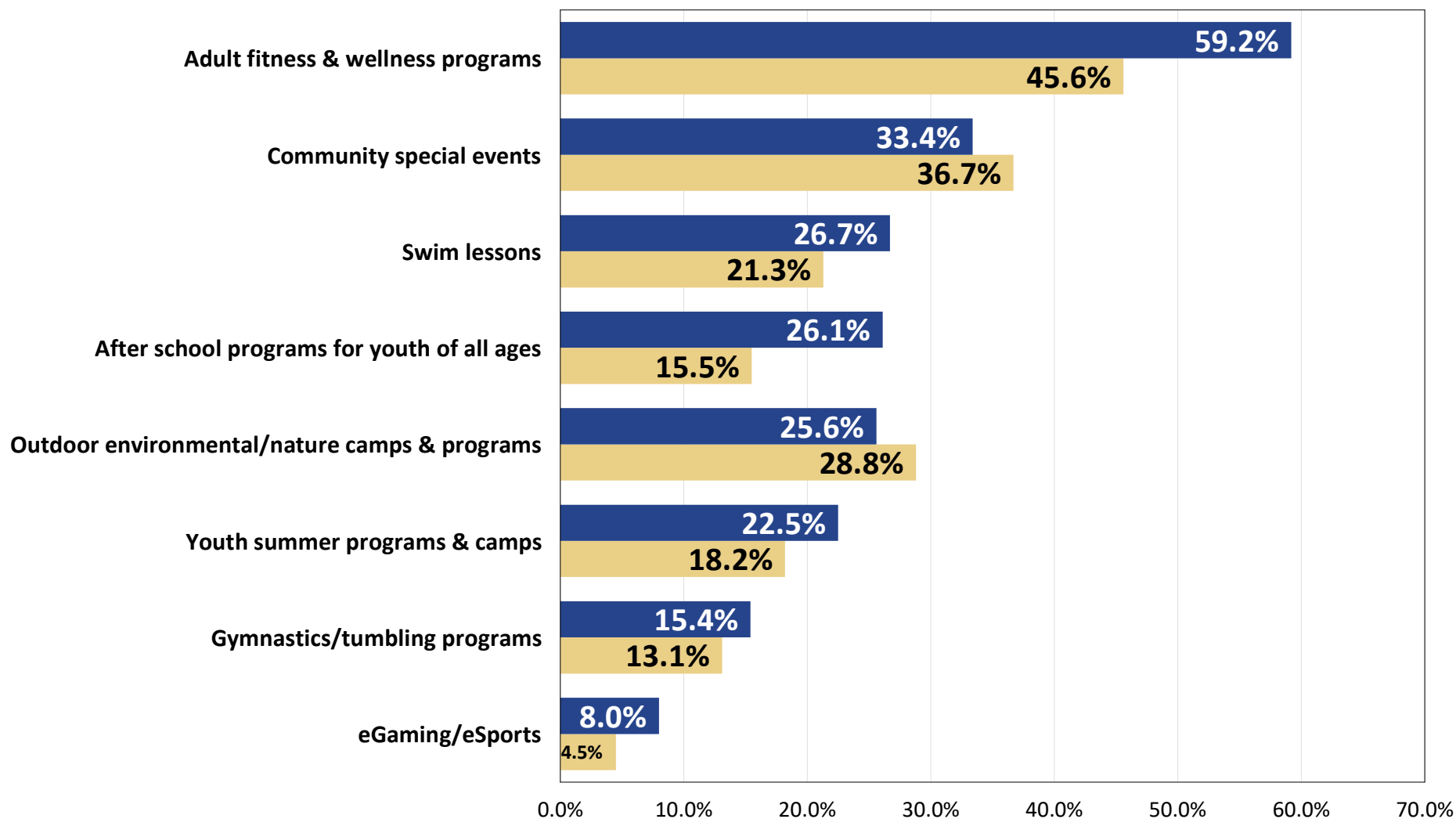


Source: ETC Institute (2021)

Benchmark: Percentage of Households with Needs for Other Recreation Programs

City of Norfolk Results Compared to the National Average

by percentage of respondents



Source: ETC Institute (2021)

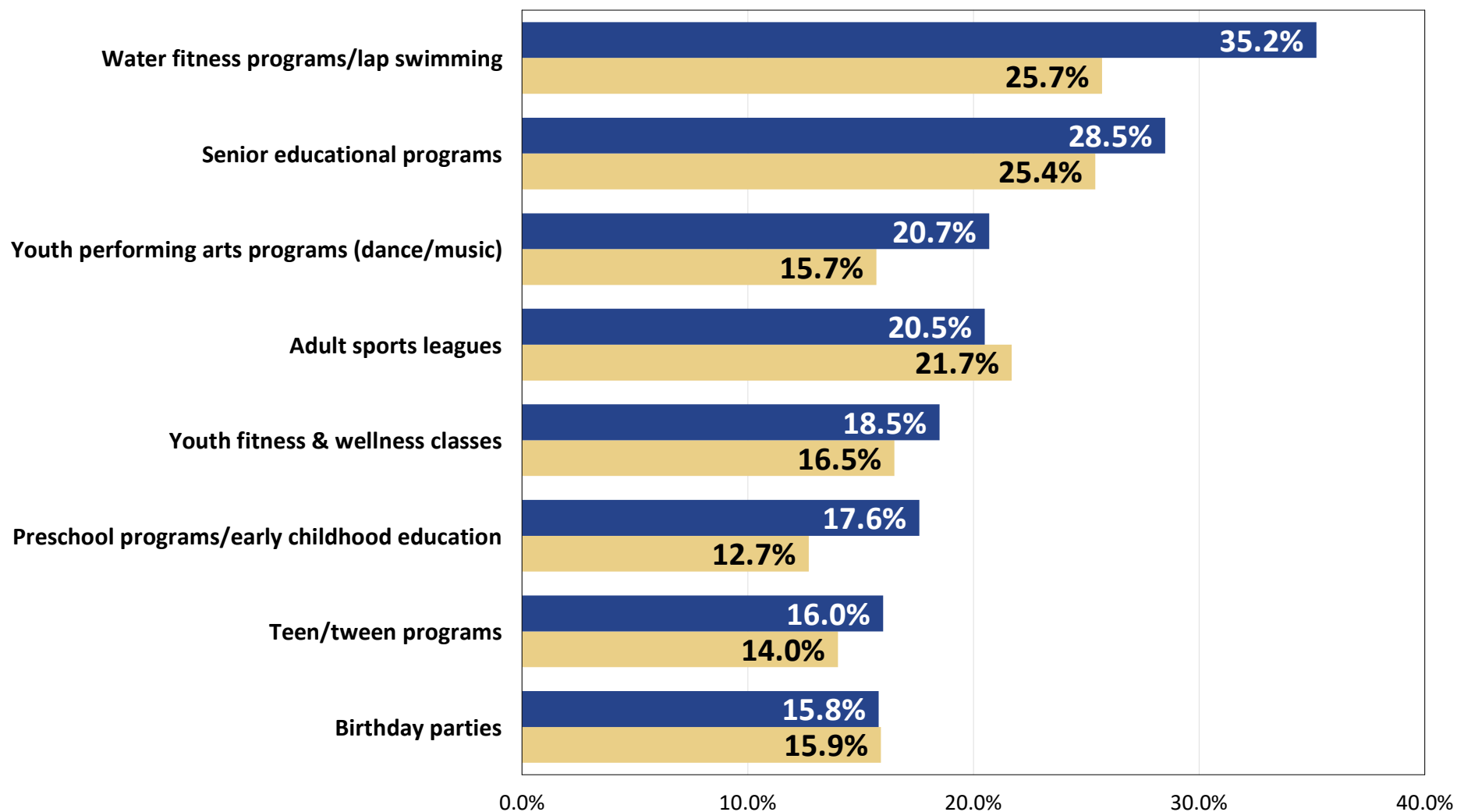
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City of Norfolk, VA National Average

Benchmark: Percentage of Households with Needs for Other Recreation Programs

City of Norfolk Results Compared to the National Average

by percentage of respondents



Source: ETC Institute (2021)

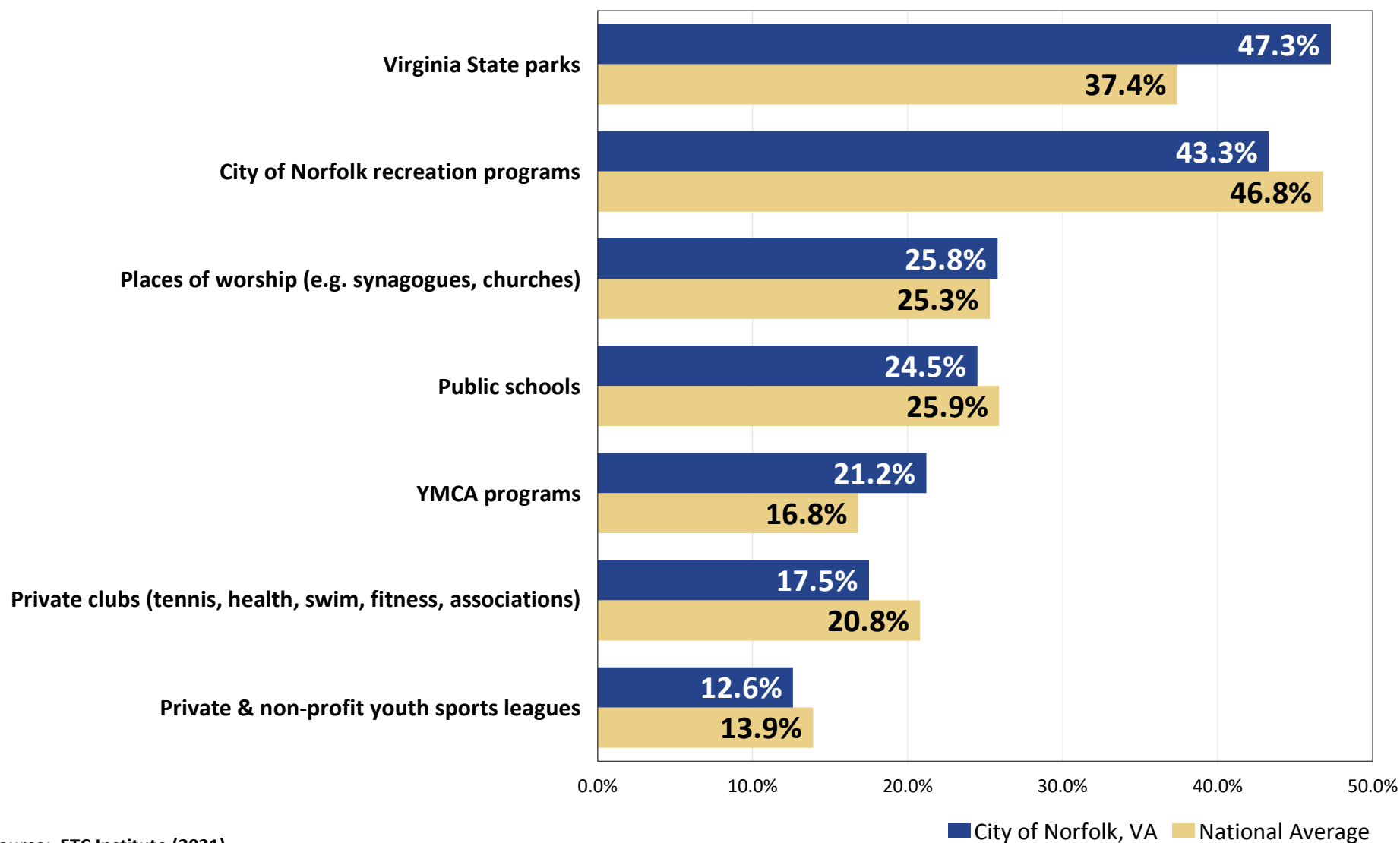
©2021 ETC Institute

City of Norfolk, VA National Average

Benchmark: Organizations Used for Parks and Recreation Programs and Facilities

City of Norfolk Results Compared to the National Average

by percentage of respondents who reported using the respective organization



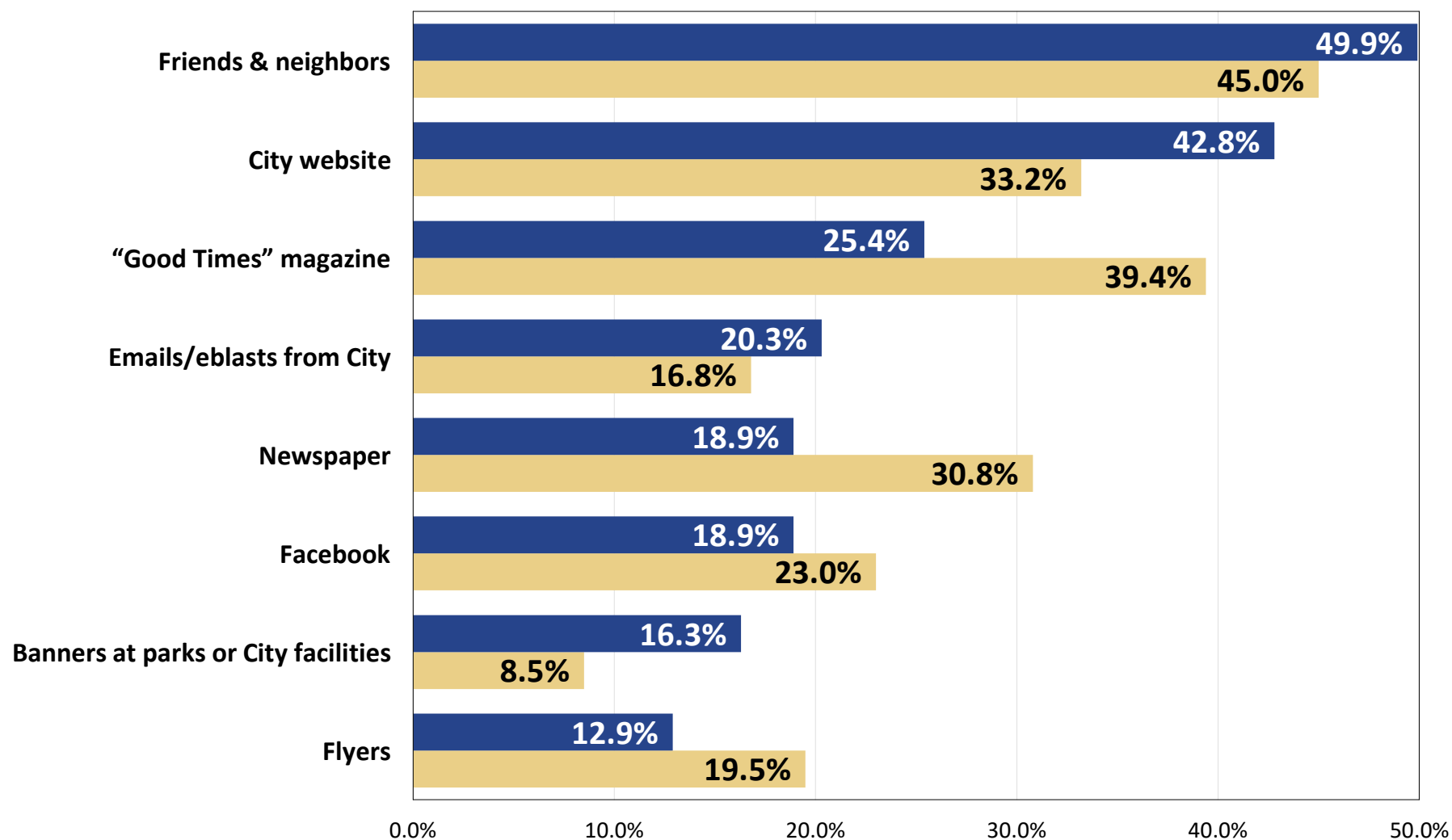
Source: ETC Institute (2021)

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Benchmark: Sources Used for Information About Recreation Programs and Activities

City of Norfolk Results Compared to the National Average

by percentage of respondents who reported using the respective source



Source: ETC Institute (2021)

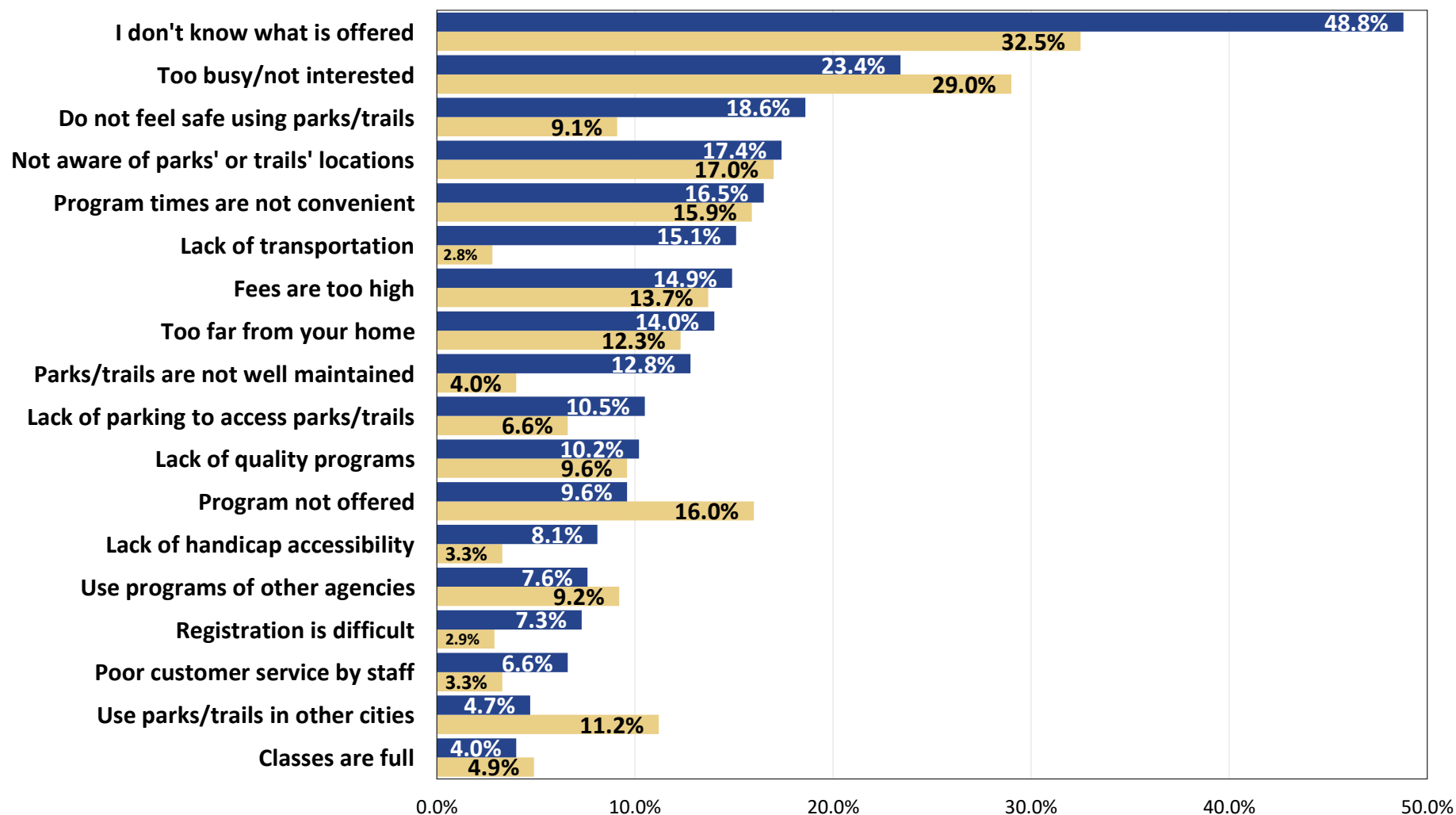
©2021 ETC Institute

City of Norfolk, VA National Average

Benchmark: Reasons Preventing the Use of Parks and REcreation Facilities and Programs More Often

City of Norfolk Results Compared to the National Average

by percentage of respondents who reported the item as a reason



Source: ETC Institute (2021)

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City of Norfolk, VA National Average



Priority Investment Ratings Analysis

Priority Investment Rating Summary



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/amenities and programs residents think should receive the highest priority for investment. The priority investment rating reflects the importance residents place on items (sum of top 4 choices) and the unmet needs (needs that are only being met 50% or less). Since decisions related to future investments should consider both the level of unmet need and the importance of facilities/amenities and programs, the PIR weights each of these components equally.

The Priority Investment Rating (PIR) reflects the sum of the Unmet Needs Rating (UNR) and the Importance Rating (IR) as shown in the equation below:

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

For example, suppose the Unmet Needs Rating for beaches is 48.0 (out of 100) and the Importance Rating for beaches is 100.0 (out of 100), therefore the Priority Investment Rating for playgrounds is 148.0 (out of 200).

How to Analyze the Charts:

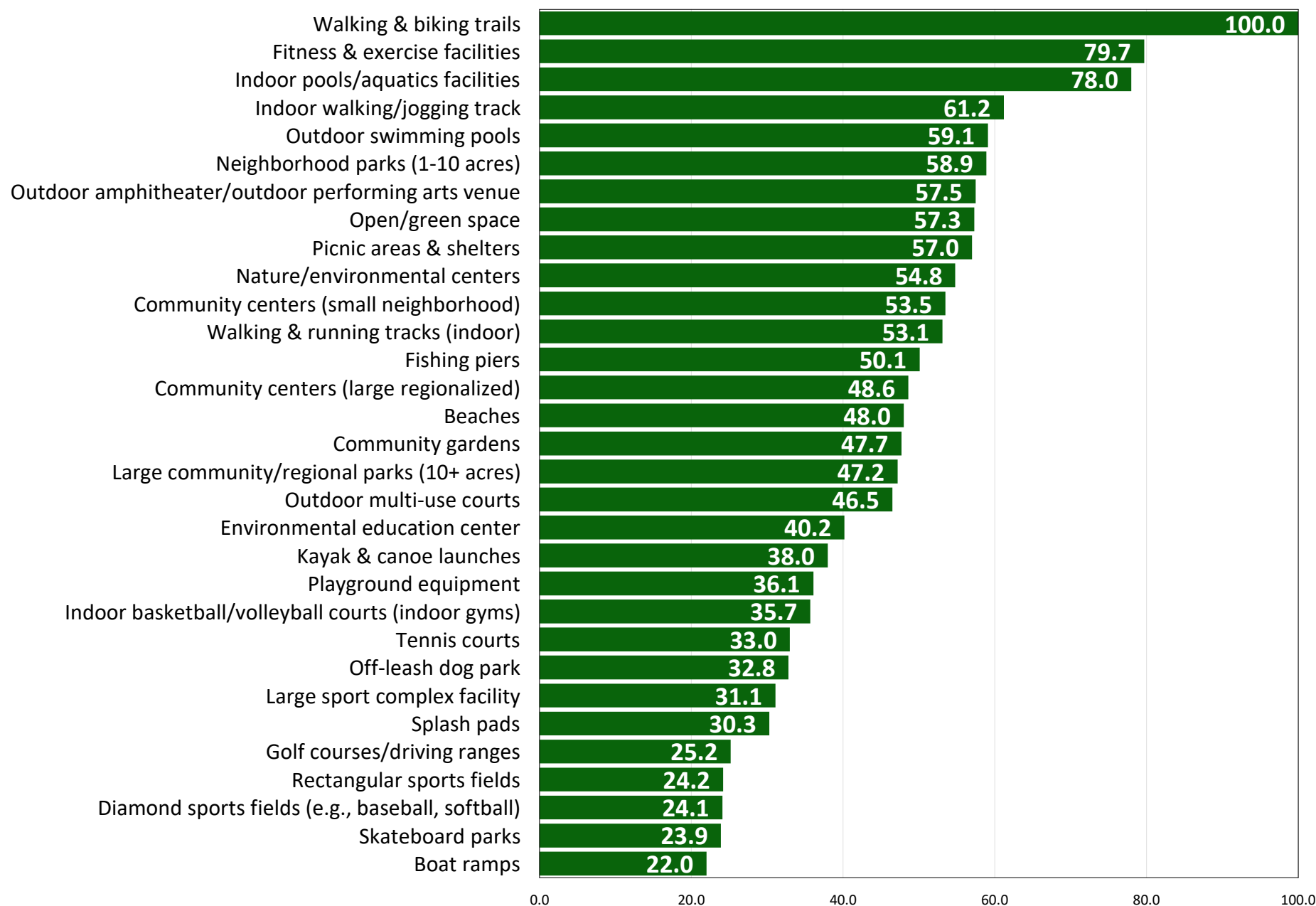
- **High Priority Areas** are those with a PIR of at least 100. A rating of 100 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact on the greatest number of households.
- **Medium Priority Areas** are those with a PIR of 50-99. A rating in this range generally indicates there is a medium to high level of unmet need or a significant percentage of residents generally think it is important to fund improvements in these areas.
- **Low Priority Areas** are those with a PIR below 50. 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 (PIR) for parks and recreation facilities and programs.

Unmet Needs Rating for Parks and Recreation Facilities and Amenities

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

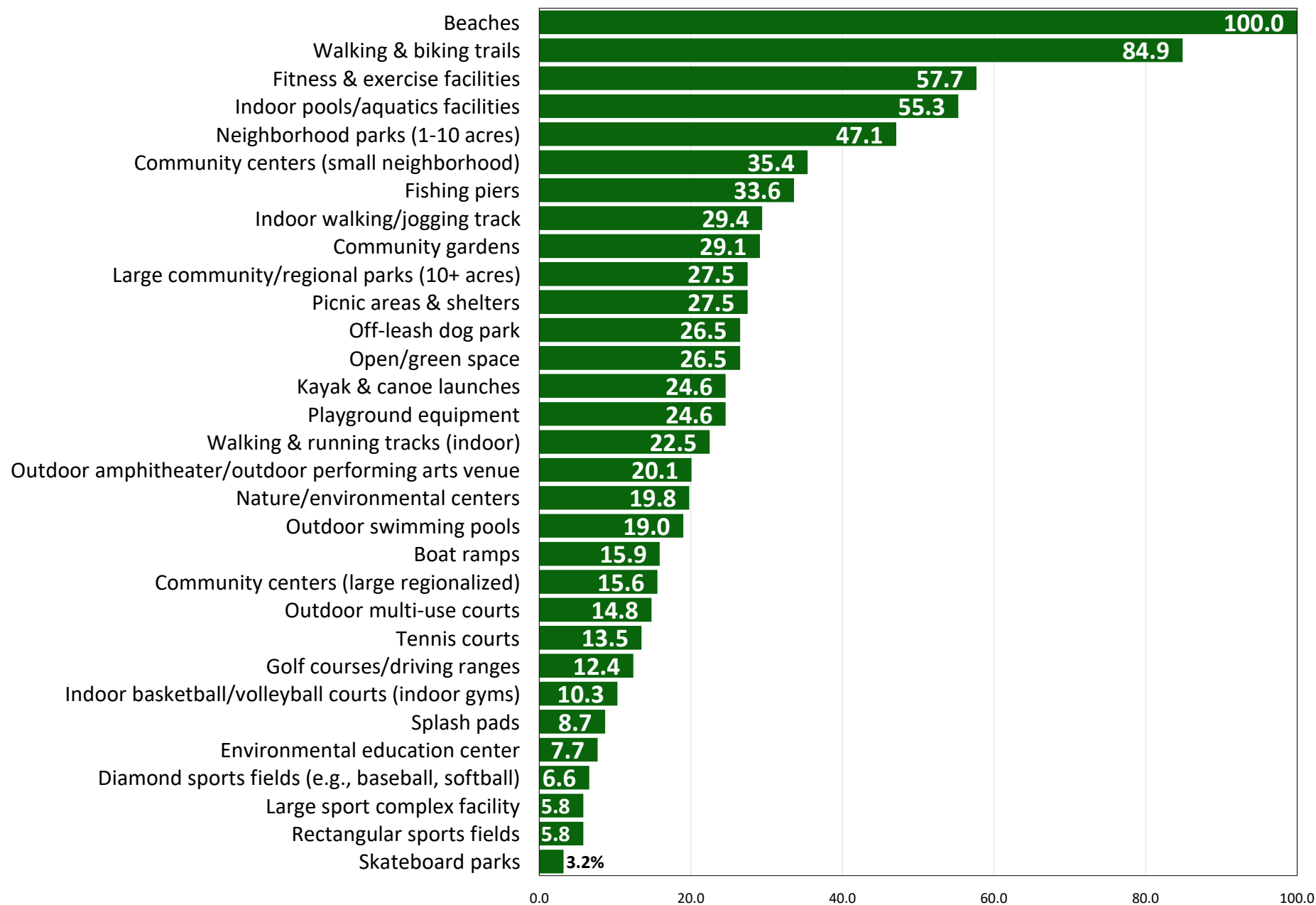
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



Importance Rating for Parks and Recreation Facilities and 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



0.0

20.0

40.0

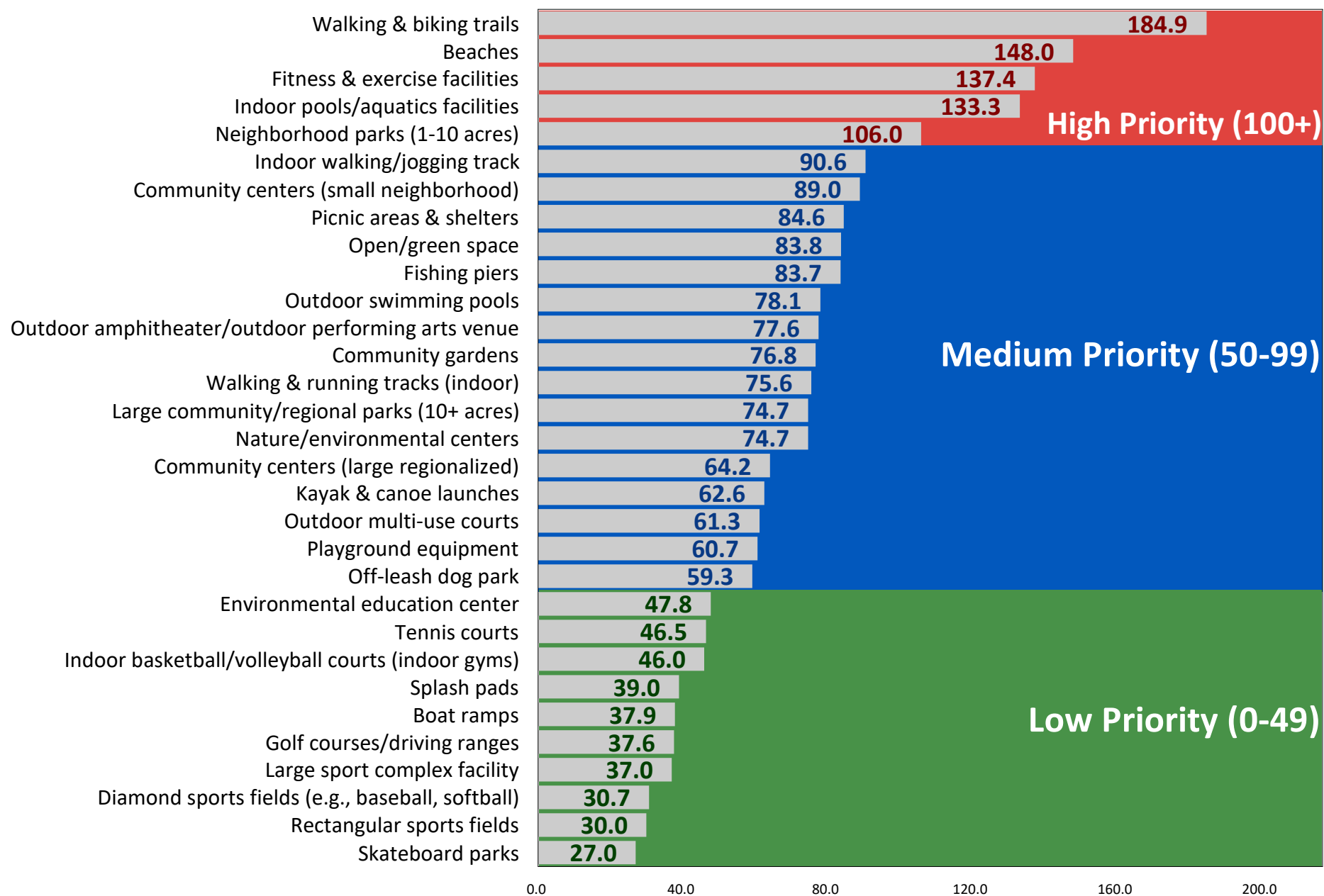
60.0

80.0

100.0

Top Priorities for Investment for Parks and Recreation Facilities and Amenities

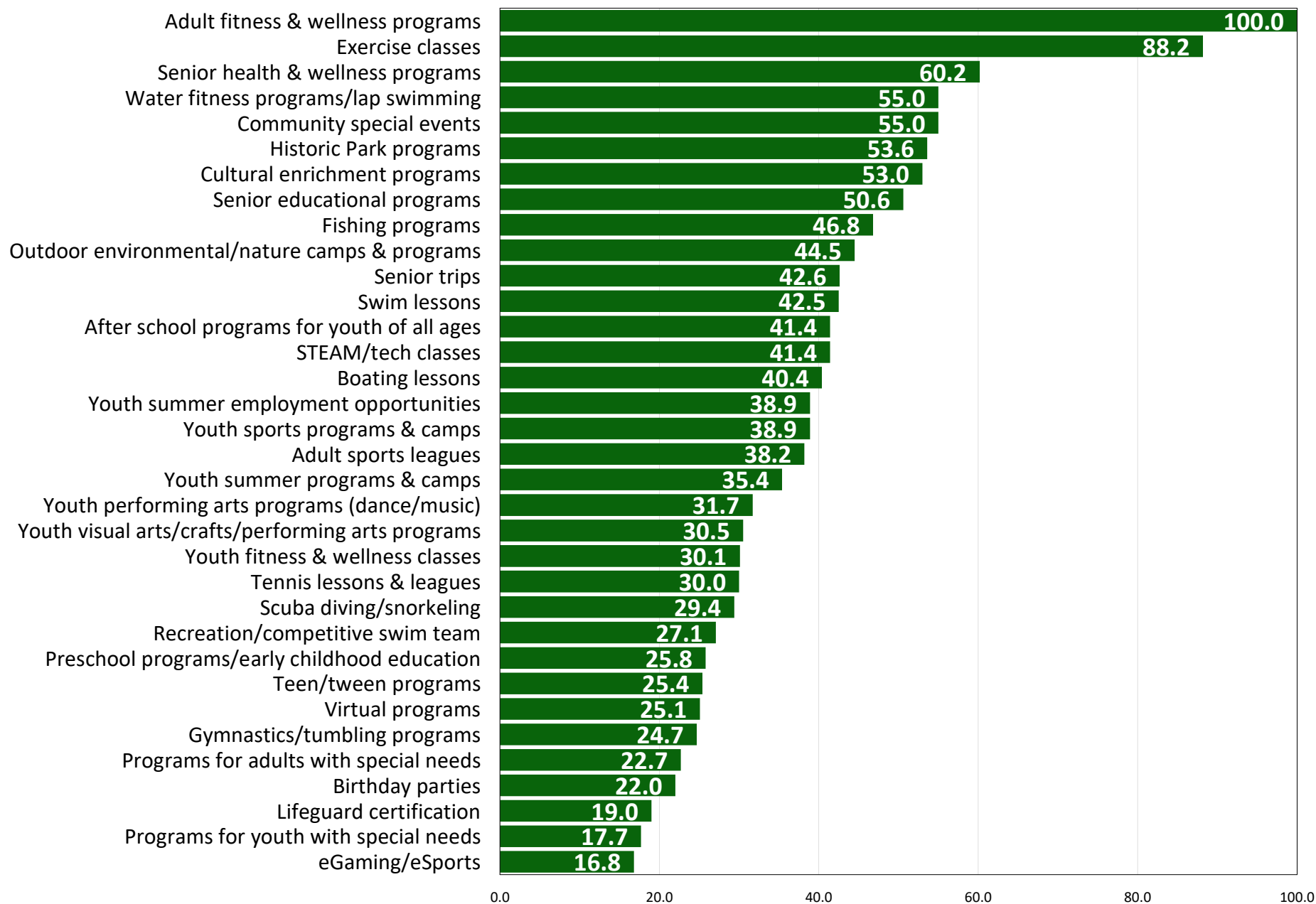
Based on the Priority Investment Rating (PIR)



Unmet Needs Rating for Parks and Recreation Programs

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

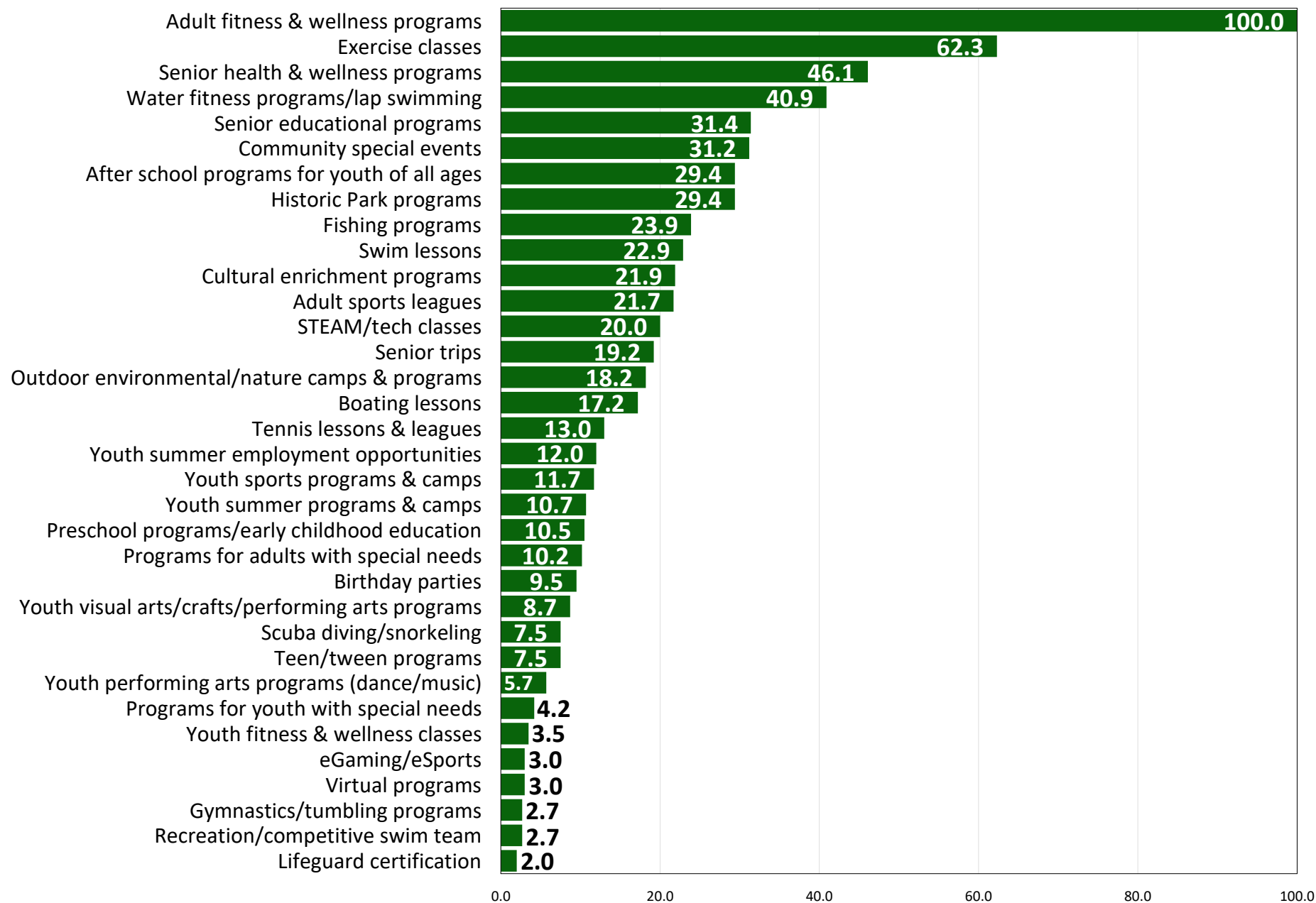
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



Importance Rating for Parks and Recreation Programs

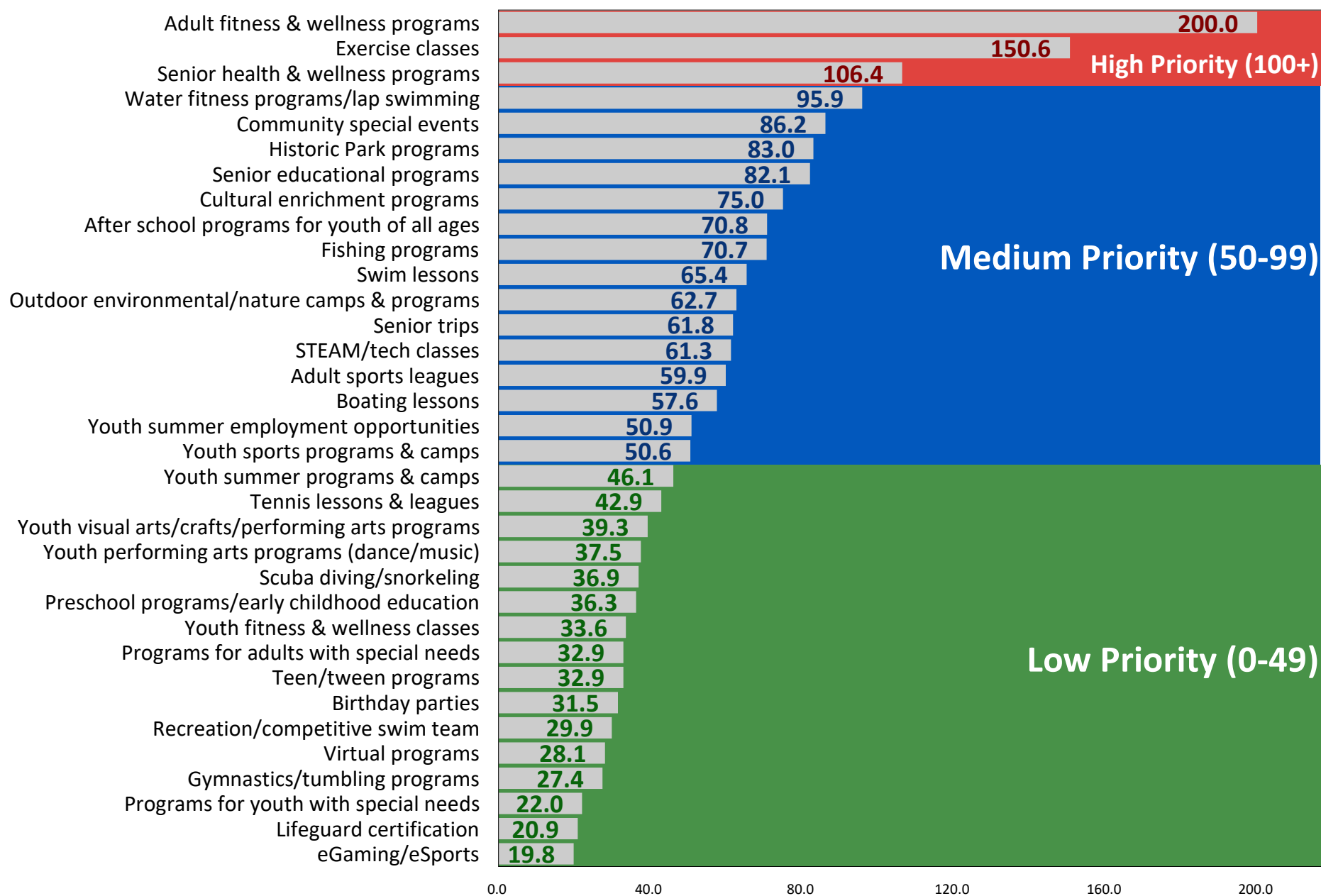
the rating for the item with the most unmet need=100

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



Top Priorities for Investment for Parks and Recreation Programs

Based on the Priority Investment Rating (PIR)





Tabular Data

Q1. Have you or any member of your household visited any parks or facilities offered by the City of Norfolk during the last 2 years (including the time before the COVID-19 Pandemic)?

Variable	Number	Percent
Yes	363	80.8 %
No	86	19.2 %
Total	449	100.0 %

Q1a. How often have you visited City of Norfolk parks and/or facilities during the last 2 years?

Variable	Number	Percent
5+ times a week	35	9.6 %
2-4 times a week	100	27.5 %
Once a week	54	14.9 %
1-3 times a month	91	25.1 %
Less than once a month	71	19.6 %
Don't know	12	3.3 %
Total	363	100.0 %

WITHOUT "DON'T KNOW"

Q1a. How often have you visited City of Norfolk parks and/or facilities during the last 2 years? (without "don't know")

Variable	Number	Percent
5+ times a week	35	10.0 %
2-4 times a week	100	28.5 %
Once a week	54	15.4 %
1-3 times a month	91	25.9 %
Less than once a month	71	20.2 %
Total	351	100.0 %

Q1b. Overall, how would you rate the physical condition of ALL the City of Norfolk parks and/or facilities you have visited during the last 2 years?

Variable	Number	Percent
Excellent	34	9.4 %
Good	188	51.8 %
Fair	118	32.5 %
Poor	20	5.5 %
Not provided	3	0.8 %
Total	363	100.0 %

WITHOUT "NOT PROVIDED"

Q1b. Overall, how would you rate the physical condition of ALL the City of Norfolk parks and/or facilities you have visited during the last 2 years? (without "not provided")

Variable	Number	Percent
Excellent	34	9.4 %
Good	188	52.2 %
Fair	118	32.8 %
Poor	20	5.6 %
Total	360	100.0 %

Q1c. If your household has NOT visited any City of Norfolk parks or facilities during the last 2 years, please CHECK ALL of the following reasons you have NOT visited, before the COVID-19 Pandemic.

Variable	Number	Percent
Use parks/trails in other cities	4	4.7 %
Too far from your home	12	14.0 %
Parks/trails are not well maintained	11	12.8 %
Lack of features we want to use	24	27.9 %
Lack of parking to access parks/trails	9	10.5 %
Do not feel safe using parks/trails	16	18.6 %
Lack of handicap accessibility	7	8.1 %
Not aware of parks' or trails' locations	15	17.4 %
Lack of transportation	13	15.1 %
Lack of restrooms	13	15.1 %
Lack of trust in government	5	5.8 %
Language/cultural barriers	3	3.5 %
Other	21	24.4 %
Total	153	

Q1c-13. Other	Number	Percent
Health reasons	1	4.8 %
Not an outdoors person, need a specific reason to go to a park	1	4.8 %
Do not like going to the park alone	1	4.8 %
My children were grown and when i had my little one COVID happened	1	4.8 %
Nobody to go with	1	4.8 %
Need more activities	1	4.8 %
Disabled walking	1	4.8 %
Use botanical gardens, state parks	1	4.8 %
Work a lot, no time	1	4.8 %
New to the area	1	4.8 %
No time	1	4.8 %
Not interested	1	4.8 %
Crime	1	4.8 %
No desire	1	4.8 %
Just moved to Norfolk in February	1	4.8 %
Uninterested	1	4.8 %
Work related	1	4.8 %
Work	1	4.8 %
Clean up the parks and invest some money in them	1	4.8 %
Police entrapment	1	4.8 %
Do not use at this time	1	4.8 %
Total	21	100.0 %

Q2. In the City of Norfolk, a Neighborhood Park is a smaller park which may have a play area, a picnic area, and a small outdoor open area. What is the maximum distance you would travel to visit a park like this?

Variable	Number	Percent
1/2 mile	96	21.4 %
1 mile	98	21.8 %
2 miles	94	20.9 %
2+ miles	98	21.8 %
Wouldn't visit this type of park	51	11.4 %
Not provided	12	2.7 %
Total	449	100.0 %

WITHOUT "NOT PROVIDED"

Q2. In the City of Norfolk, a Neighborhood Park is a smaller park which may have a play area, a picnic area, and a small outdoor open area. What is the maximum distance you would travel to visit a park like this? (without "not provided")

Variable	Number	Percent
1/2 mile	96	22.0 %
1 mile	98	22.4 %
2 miles	94	21.5 %
2+ miles	98	22.4 %
Wouldn't visit this type of park	51	11.7 %
Total	437	100.0 %

Q3. In the City of Norfolk, a Community Park is a larger park which may have a larger outdoor open area, play areas, athletic fields/game courts, a community building/gym, a childcare center or senior center. What is the maximum distance you would travel to visit a park like this?

Variable	Number	Percent
1/2 mile	14	3.1 %
1 mile	50	11.1 %
2 miles	102	22.7 %
2+ miles	240	53.5 %
Wouldn't visit this type of park	37	8.2 %
Not provided	6	1.3 %
Total	449	100.0 %

WITHOUT "NOT PROVIDED"

Q3. In the City of Norfolk, a Community Park is a larger park which may have a larger outdoor open area, play areas, athletic fields/game courts, a community building/gym, a childcare center or senior center. What is the maximum distance you would travel to visit a park like this? (without "not provided")

Variable	Number	Percent
1/2 mile	14	3.2 %
1 mile	50	11.3 %
2 miles	102	23.0 %
2+ miles	240	54.2 %
Wouldn't visit this type of park	37	8.4 %
Total	443	100.0 %

Q4. Has your household participated in any recreation programs offered by the City of Norfolk Recreation, Parks, and Open Space Department during the last 2 years?

Variable	Number	Percent
Yes	146	32.5 %
No	303	67.5 %
Total	449	100.0 %

Q4a. How many programs offered by the City of Norfolk Recreation, Parks, and Open Space Department have you or members of your household participated in during the last 2 years?

Variable	Number	Percent
One	40	27.4 %
2-3	71	48.6 %
4-6	19	13.0 %
7+	15	10.3 %
Not provided	1	0.7 %
Total	146	100.0 %

WITHOUT "NOT PROVIDED"

Q4a. How many programs offered by the City of Norfolk Recreation, Parks, and Open Space Department have you or members of your household participated in during the last 2 years? (without "not provided")

Variable	Number	Percent
One	40	27.6 %
2-3	71	49.0 %
4-6	19	13.1 %
7+	15	10.3 %
Total	145	100.0 %

Q4b. How would you rate the overall quality of the City of Norfolk Recreation, Parks, and Open Space Department programs in which your household has participated?

Variable	Number	Percent
Excellent	30	20.5 %
Good	87	59.6 %
Fair	27	18.5 %
Poor	1	0.7 %
Not provided	1	0.7 %
Total	146	100.0 %

WITHOUT "NOT PROVIDED"

Q4b. How would you rate the overall quality of the City of Norfolk Recreation, Parks, and Open Space Department programs in which your household has participated? (without "not provided")

Variable	Number	Percent
Excellent	30	20.7 %
Good	87	60.0 %
Fair	27	18.6 %
Poor	1	0.7 %
Total	145	100.0 %

Q4c. If your household has NOT participated in any City of Norfolk Recreation, Parks, and Open Space Department programs during the last 2 years, please CHECK ALL of the following reasons why you may have NOT participated, before the COVID-19 Pandemic.

Variable	Number	Percent
Lack of quality instructors	17	5.6 %
Old & outdated facilities	56	18.5 %
Use programs of other agencies	23	7.6 %
I don't know what is offered	148	48.8 %
Lack of quality programs	31	10.2 %
Fees are too high	45	14.9 %
Too far from your home	28	9.2 %
Program times are not convenient	50	16.5 %
Classes are full	12	4.0 %
Program not offered	29	9.6 %
Registration is difficult	22	7.3 %
Poor customer service by staff	20	6.6 %
Lack of transportation	18	5.9 %
Lack of right program equipment	14	4.6 %
Too busy/not interested	71	23.4 %
Lack of trust in government	16	5.3 %
Language/cultural barriers	6	2.0 %
Other	29	9.6 %
Total	635	

Q4c-18. Other	Number	Percent
Offerings are offered in areas not safe to visit	1	3.4 %
Health reasons	1	3.4 %
Health issues prevented me from doing more	1	3.4 %
No time to add anything to schedule	1	3.4 %
Too busy after work and no time and energy	1	3.4 %
Medical reasons	1	3.4 %
No computer-no instructions until too late	1	3.4 %
The quarterly catalog thing is too dense	1	3.4 %
I go to YMCA	1	3.4 %
Where are they-it's all housing	1	3.4 %
Pandemic	1	3.4 %
No longer interested	1	3.4 %
Medical problems	1	3.4 %
New to the area	1	3.4 %
Not aware	1	3.4 %
Lack of teacher	1	3.4 %
Working too much	1	3.4 %
Just moved here	1	3.4 %
Safety	1	3.4 %
No plan to visit	1	3.4 %
No handicap access	1	3.4 %
Too much crime	1	3.4 %
Children too young	1	3.4 %
Poor advertising and incentives for public use	1	3.4 %
No indoor pool	1	3.4 %
Not well managed/maintained	1	3.4 %
Work	1	3.4 %
Lack of teachers	1	3.4 %
Too dirty	1	3.4 %
Total	29	100.0 %

Q5. From the following list, please CHECK ALL of the ways you learn about City of Norfolk Recreation, Parks, and Open Space Department programs and activities.

Variable	Number	Percent
"Good Times" magazine	114	25.4 %
City website	192	42.8 %
Materials at parks or recreation facilities	97	21.6 %
Conversations with recreation staff	59	13.1 %
Newspaper	85	18.9 %
Friends & neighbors	224	49.9 %
Promotions at special events	58	12.9 %
Banners at parks or City facilities	73	16.3 %
Emails/eblasts from City	91	20.3 %
Facebook	85	18.9 %
Twitter	9	2.0 %
Instagram	17	3.8 %
Flyers	58	12.9 %
Other	28	6.2 %
Total	1190	

Q5-14. Other	Number	Percent
Mail	3	11.1 %
Nextdoor	2	7.4 %
Drive By	2	7.4 %
News	2	7.4 %
Email Me	1	3.7 %
Mailed Recreation Catalog	1	3.7 %
Also, No Cell Phone	1	3.7 %
No Information	1	3.7 %
Lived Here Long Enough to Know	1	3.7 %
Reddit	1	3.7 %
Travel Pass	1	3.7 %
Go There Myself	1	3.7 %
Civic League	1	3.7 %
Childhood Reflections	1	3.7 %
Public Schools	1	3.7 %
Retired Police Officer	1	3.7 %
Organization Cookouts	1	3.7 %
Local News	1	3.7 %
Hampton Road Show and Local Tv	1	3.7 %
Marque at Norfolk Fitness Center	1	3.7 %
Have Passed by When Driving	1	3.7 %
TV	1	3.7 %
Total	27	100.0 %

Q6. From the list in Question 5, which THREE methods of communication would you MOST PREFER the City use to communicate with you about recreation programs and activities?

Top Choice	Number	Percent
"Good Times" magazine	36	8.0 %
City website	67	14.9 %
Materials at parks or recreation facilities	14	3.1 %
Conversations with recreation staff	3	0.7 %
Newspaper	38	8.5 %
Friends & neighbors	15	3.3 %
Promotions at special events	8	1.8 %
Banners at parks or City facilities	11	2.4 %
Emails/eblasts from City	102	22.7 %
Facebook	48	10.7 %
Twitter	1	0.2 %
Instagram	6	1.3 %
Flyers	17	3.8 %
Other	10	2.2 %
None chosen	73	16.3 %
Total	449	100.0 %

Q6. From the list in Question 5, which THREE methods of communication would you MOST PREFER the City use to communicate with you about recreation programs and activities?

Second Choice	Number	Percent
"Good Times" magazine	39	8.7 %
City website	68	15.1 %
Materials at parks or recreation facilities	20	4.5 %
Conversations with recreation staff	9	2.0 %
Newspaper	18	4.0 %
Friends & neighbors	21	4.7 %
Promotions at special events	12	2.7 %
Banners at parks or City facilities	27	6.0 %
Emails/eblasts from City	61	13.6 %
Facebook	42	9.4 %
Twitter	3	0.7 %
Instagram	13	2.9 %
Flyers	18	4.0 %
Other	3	0.7 %
None chosen	95	21.2 %
Total	449	100.0 %

Q6. From the list in Question 5, which THREE methods of communication would you MOST PREFER the City use to communicate with you about recreation programs and activities?

Third Choice	Number	Percent
"Good Times" magazine	21	4.7 %
City website	45	10.0 %
Materials at parks or recreation facilities	26	5.8 %
Conversations with recreation staff	8	1.8 %
Newspaper	20	4.5 %
Friends & neighbors	33	7.3 %
Promotions at special events	21	4.7 %
Banners at parks or City facilities	24	5.3 %
Emails/eblasts from City	30	6.7 %
Facebook	38	8.5 %
Twitter	4	0.9 %
Instagram	10	2.2 %
Flyers	26	5.8 %
Other	10	2.2 %
None chosen	133	29.6 %
Total	449	100.0 %

SUM OF THE TOP THREE CHOICES

Q6. From the list in Question 5, which THREE methods of communication would you MOST PREFER the City use to communicate with you about recreation programs and activities? (top 3)

Sum of the top three choices	Number	Percent
"Good Times" magazine	96	21.4 %
City website	180	40.1 %
Materials at parks or recreation facilities	60	13.4 %
Conversations with recreation staff	20	4.5 %
Newspaper	76	16.9 %
Friends & neighbors	69	15.4 %
Promotions at special events	41	9.1 %
Banners at parks or City facilities	62	13.8 %
Emails/eblasts from City	193	43.0 %
Facebook	128	28.5 %
Twitter	8	1.8 %
Instagram	29	6.5 %
Flyers	61	13.6 %
Other	23	5.1 %
None chosen	73	16.3 %
Total	1119	

Q7. From the following list, please CHECK ALL of the organizations that you or members of your household have used for recreation and sports activities during the last 2 years.

Variable	Number	Percent
City of Norfolk recreation programs	161	35.9 %
Neighboring cities	95	21.2 %
Virginia State parks	176	39.2 %
Public schools	91	20.3 %
Private schools	34	7.6 %
Places of worship (e.g. synagogues, churches)	96	21.4 %
Private & non-profit youth sports leagues	47	10.5 %
Private summer camps	38	8.5 %
Private workout facilities	110	24.5 %
Private clubs (tennis, health, swim, fitness, associations)	65	14.5 %
Commercial (OneLife Fitness, Orangetheory Fitness, etc.)	64	14.3 %
YMCA programs	79	17.6 %
Other	40	8.9 %
<u>None. Do not use any organizations</u>	<u>77</u>	<u>17.1 %</u>
Total	1173	

WITHOUT "NONE"

Q7. From the following list, please CHECK ALL of the organizations that you or members of your household have used for recreation and sports activities during the last 2 years. (without "none")

Variable	Number	Percent
City of Norfolk recreation programs	161	43.3 %
Neighboring cities	95	25.5 %
Virginia State parks	176	47.3 %
Public schools	91	24.5 %
Private schools	34	9.1 %
Places of worship (e.g. synagogues, churches)	96	25.8 %
Private & non-profit youth sports leagues	47	12.6 %
Private summer camps	38	10.2 %
Private workout facilities	110	29.6 %
Private clubs (tennis, health, swim, fitness, associations)	65	17.5 %
Commercial (OneLife Fitness, Orangetheory Fitness, etc.)	64	17.2 %
YMCA programs	79	21.2 %
Other	40	10.8 %
Total	1096	

Q7-13. Other	Number	Percent
Library	2	5.0 %
Home Gym	2	5.0 %
Prime Plus Senior Center On Newport Ave	1	2.5 %
Would Also Take Advantage Of Free Time At Gyms And Swimming Pools	1	2.5 %
We Often Go Kayaking But Launch From A Neighbor's Dock	1	2.5 %
Small Group Activities	1	2.5 %
The Hermitage, Open Grassy Areas, And Open Water Areas In Norfolk	1	2.5 %
Zumba	1	2.5 %
Kickball Leagues	1	2.5 %
Military Base Facilities	1	2.5 %
Military Base	1	2.5 %
Botanical Gardens, Elizabeth River Trail, Beach Boardwalk, Ocean View Beach/Parks	1	2.5 %
Small Norfolk Parks	1	2.5 %
Parks & Playgrounds	1	2.5 %
Running Clubs	1	2.5 %
Botanical Garden	1	2.5 %
Work Functions	1	2.5 %
Outdoor Open Space Where Available	1	2.5 %
Norfolk Wellness Center	1	2.5 %
Ocean View Beach	1	2.5 %
Recreational Travel	1	2.5 %
Civic League Association	1	2.5 %
Salvation Army Rec Center	1	2.5 %
Walking Circuit	1	2.5 %
Peloton	1	2.5 %
Marina	1	2.5 %
Norfolk Botanical Garden	1	2.5 %
Military Activities	1	2.5 %
Cookout Groups	1	2.5 %
ODU Fitness Class For Seniors	1	2.5 %
Youth Sports/Cheering	1	2.5 %
Aerobics And Balance Class	1	2.5 %
Kroc	1	2.5 %
Pool At The Norfolk Fitness Center	1	2.5 %
NFWC	1	2.5 %
NFWC Kroc	1	2.5 %
City Facilities	1	2.5 %
ODU Fitness	1	2.5 %
Total	40	100.0 %

Q8. Please indicate if you or any member of your household has a need for each of the alphabetically listed parks and recreation facilities/amenities in the City of Norfolk listed below.

(N=449)

	Yes	No
Q8-1. Beaches	69.3%	30.7%
Q8-2. Boat ramps	19.6%	80.4%
Q8-3. Community centers (large regionalized)	34.3%	65.7%
Q8-4. Community centers (small neighborhood)	40.1%	59.9%
Q8-5. Community gardens	34.3%	65.7%
Q8-6. Diamond sports fields (e.g., baseball, softball)	20.7%	79.3%
Q8-7. Environmental education center	25.4%	74.6%
Q8-8. Fishing piers	38.3%	61.7%
Q8-9. Fitness & exercise facilities	56.8%	43.2%
Q8-10. Golf courses/driving ranges	19.4%	80.6%
Q8-11. Indoor basketball/volleyball courts (indoor gyms)	23.2%	76.8%
Q8-12. Indoor pools/aquatics facilities	50.3%	49.7%
Q8-13. Indoor walking/jogging track	35.0%	65.0%
Q8-14. Kayak & canoe launches	29.8%	70.2%
Q8-15. Large community/regional parks (10+ acres)	37.9%	62.1%
Q8-16. Large sport complex facility	18.5%	81.5%
Q8-17. Nature/environmental centers	35.6%	64.4%
Q8-18. Neighborhood parks (1-10 acres)	57.5%	42.5%
Q8-19. Off-leash dog park	25.8%	74.2%
Q8-20. Open/green space	45.0%	55.0%
Q8-21. Outdoor amphitheater/outdoor performing arts venue	39.4%	60.6%
Q8-22. Outdoor multi-use courts (basketball, badminton, pickleball, tennis)	29.2%	70.8%
Q8-23. Outdoor swimming pools	34.7%	65.3%
Q8-24. Picnic areas & shelters	47.7%	52.3%
Q8-25. Playground equipment	35.4%	64.6%
Q8-26. Rectangular sports fields (e.g., football, lacrosse, rugby, soccer)	17.4%	82.6%
Q8-27. Skateboard parks	17.4%	82.6%

Q8. Please indicate if you or any member of your household has a need for each of the alphabetically listed parks and recreation facilities/amenities in the City of Norfolk listed below.

	Yes	No
Q8-28. Splash pads	18.7%	81.3%
Q8-29. Tennis courts	22.7%	77.3%
Q8-30. Walking & biking trails	67.0%	33.0%
Q8-31. Walking & running tracks (indoor)	30.3%	69.7%
Q8-32. Other	3.6%	96.4%

Q8. If "Yes," please rate how well your needs for facilities of this type are being met using a scale of 1 to 5, where 5 means they are "100% Met" and 1 means "0% Met."

(N=423)

	100% Met	75% Met	50% Met	25% Met	0% Met
Q8-1. Beaches	35.1%	33.0%	21.0%	8.6%	2.4%
Q8-2. Boat ramps	30.1%	18.1%	21.7%	20.5%	9.6%
Q8-3. Community centers (large regionalized)	16.2%	18.5%	28.5%	17.7%	19.2%
Q8-4. Community centers (small neighborhood)	20.8%	17.6%	22.6%	18.2%	20.8%
Q8-5. Community gardens	17.2%	18.7%	18.7%	19.4%	26.1%
Q8-6. Diamond sports fields (e.g., baseball, softball)	15.9%	30.5%	24.4%	11.0%	18.3%
Q8-7. Environmental education center	14.0%	13.0%	25.0%	20.0%	28.0%
Q8-8. Fishing piers	15.6%	24.0%	22.1%	20.1%	18.2%
Q8-9. Fitness & exercise facilities	13.8%	21.4%	30.4%	15.2%	19.2%
Q8-10. Golf courses/driving ranges	16.0%	24.0%	25.3%	20.0%	14.7%
Q8-11. Indoor basketball/volleyball courts (indoor gyms)	12.2%	16.7%	21.1%	23.3%	26.7%
Q8-12. Indoor pools/aquatics facilities	14.7%	13.7%	17.8%	25.4%	28.4%
Q8-13. Indoor walking/jogging track	10.9%	8.5%	7.8%	17.1%	55.8%
Q8-14. Kayak & canoe launches	14.3%	26.9%	17.6%	25.2%	16.0%
Q8-15. Large community/regional parks (10+ acres)	19.2%	23.3%	20.5%	19.9%	17.1%
Q8-16. Large sport complex facility	11.8%	10.5%	14.5%	17.1%	46.1%
Q8-17. Nature/environmental centers	15.5%	13.4%	23.9%	21.1%	26.1%
Q8-18. Neighborhood parks (1-10 acres)	24.0%	28.8%	24.5%	12.9%	9.9%
Q8-19. Off-leash dog park	23.1%	18.3%	23.1%	13.5%	22.1%
Q8-20. Open/green space	18.9%	22.2%	32.2%	12.2%	14.4%
Q8-21. Outdoor amphitheater/outdoor performing arts venue	14.5%	18.2%	16.4%	17.0%	34.0%
Q8-22. Outdoor multi-use courts (basketball, badminton, pickleball, tennis)	13.3%	13.3%	30.1%	24.8%	18.6%
Q8-23. Outdoor swimming pools	10.3%	11.0%	11.0%	19.1%	48.5%
Q8-24. Picnic areas & shelters	20.8%	24.0%	30.6%	13.7%	10.9%
Q8-25. Playground equipment	25.7%	27.1%	26.4%	9.3%	11.4%
Q8-26. Rectangular sports fields (e.g., football, lacrosse, rugby, soccer)	19.4%	16.4%	20.9%	19.4%	23.9%
Q8-27. Skateboard parks	11.8%	25.0%	11.8%	26.5%	25.0%
Q8-28. Splash pads	12.0%	13.3%	18.7%	22.7%	33.3%
Q8-29. Tennis courts	10.6%	22.4%	22.4%	28.2%	16.5%
Q8-30. Walking & biking trails	12.7%	18.4%	25.8%	22.5%	20.6%
Q8-31. Walking & running tracks (indoor)	11.8%	7.3%	11.8%	20.0%	49.1%
Q8-32. Other	25.0%	8.3%	0.0%	0.0%	66.7%

Q8-32. Other	Number	Percent
Tennis courts	1	6.3 %
Senior center	1	6.3 %
Soccer pitches	1	6.3 %
Visual arts, pottery, painting	1	6.3 %
Cheerleading facilities	1	6.3 %
Boat ramp	1	6.3 %
More walking trails	1	6.3 %
Musical entertainment	1	6.3 %
Leash enforcement	1	6.3 %
Ice skating	1	6.3 %
Ice arena	1	6.3 %
Public showers	1	6.3 %
Library	1	6.3 %
Bike lanes	1	6.3 %
Water access for fishing	1	6.3 %
Gardens	1	6.3 %
Total	16	100.0 %

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

Top Choice	Number	Percent
Beaches	90	20.0 %
Boat ramps	6	1.3 %
Community centers (large regionalized)	11	2.4 %
Community centers (small neighborhood)	28	6.2 %
Community gardens	9	2.0 %
Diamond sports fields (e.g., baseball, softball)	3	0.7 %
Environmental education center	3	0.7 %
Fishing piers	15	3.3 %
Fitness & exercise facilities	28	6.2 %
Golf courses/driving ranges	3	0.7 %
Indoor basketball/volleyball courts (indoor gyms)	5	1.1 %
Indoor pools/aquatics facilities	40	8.9 %
Indoor walking/jogging track	3	0.7 %
Kayak & canoe launches	2	0.4 %
Large community/regional parks (10+ acres)	4	0.9 %
Large sport complex facility	1	0.2 %
Nature/environmental centers	4	0.9 %
Neighborhood parks (1-10 acres)	11	2.4 %
Off-leash dog park	10	2.2 %
Open/green space	6	1.3 %
Outdoor amphitheater/outdoor performing arts venue	3	0.7 %
Outdoor multi-use courts (basketball, badminton, pickleball, tennis)	6	1.3 %
Outdoor swimming pools	8	1.8 %
Picnic areas & shelters	5	1.1 %
Playground equipment	4	0.9 %
Rectangular sports fields (e.g., football, lacrosse, rugby, soccer)	1	0.2 %
Skateboard parks	2	0.4 %
Splash pads	1	0.2 %
Tennis courts	5	1.1 %
Walking & biking trails	51	11.4 %
Walking & running tracks (indoor)	8	1.8 %
Other	3	0.7 %
None chosen	70	15.6 %
Total	449	100.0 %

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

<u>Second Choice</u>	<u>Number</u>	<u>Percent</u>
Beaches	34	7.6 %
Boat ramps	13	2.9 %
Community centers (large regionalized)	6	1.3 %
Community centers (small neighborhood)	16	3.6 %
Community gardens	12	2.7 %
Diamond sports fields (e.g., baseball, softball)	3	0.7 %
Environmental education center	2	0.4 %
Fishing piers	17	3.8 %
Fitness & exercise facilities	27	6.0 %
Golf courses/driving ranges	4	0.9 %
Indoor basketball/volleyball courts (indoor gyms)	6	1.3 %
Indoor pools/aquatics facilities	30	6.7 %
Indoor walking/jogging track	22	4.9 %
Kayak & canoe launches	12	2.7 %
Large community/regional parks (10+ acres)	17	3.8 %
Nature/environmental centers	9	2.0 %
Neighborhood parks (1-10 acres)	18	4.0 %
Off-leash dog park	13	2.9 %
Open/green space	17	3.8 %
Outdoor amphitheater/outdoor performing arts venue	7	1.6 %
Outdoor multi-use courts (basketball, badminton, pickleball, tennis)	4	0.9 %
Outdoor swimming pools	7	1.6 %
Picnic areas & shelters	13	2.9 %
Playground equipment	9	2.0 %
Rectangular sports fields (e.g., football, lacrosse, rugby, soccer)	4	0.9 %
Skateboard parks	1	0.2 %
Splash pads	4	0.9 %
Tennis courts	4	0.9 %
Walking & biking trails	30	6.7 %
Walking & running tracks (indoor)	8	1.8 %
<u>None chosen</u>	<u>80</u>	<u>17.8 %</u>
Total	449	100.0 %

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

Third Choice	Number	Percent
Beaches	28	6.2 %
Boat ramps	4	0.9 %
Community centers (large regionalized)	4	0.9 %
Community centers (small neighborhood)	8	1.8 %
Community gardens	12	2.7 %
Diamond sports fields (e.g., baseball, softball)	2	0.4 %
Environmental education center	3	0.7 %
Fishing piers	16	3.6 %
Fitness & exercise facilities	23	5.1 %
Golf courses/driving ranges	5	1.1 %
Indoor basketball/volleyball courts (indoor gyms)	6	1.3 %
Indoor pools/aquatics facilities	13	2.9 %
Indoor walking/jogging track	15	3.3 %
Kayak & canoe launches	14	3.1 %
Large community/regional parks (10+ acres)	15	3.3 %
Large sport complex facility	4	0.9 %
Nature/environmental centers	15	3.3 %
Neighborhood parks (1-10 acres)	26	5.8 %
Off-leash dog park	10	2.2 %
Open/green space	14	3.1 %
Outdoor amphitheater/outdoor performing arts venue	10	2.2 %
Outdoor multi-use courts (basketball, badminton, pickleball, tennis)	7	1.6 %
Outdoor swimming pools	8	1.8 %
Picnic areas & shelters	14	3.1 %
Playground equipment	19	4.2 %
Rectangular sports fields (e.g., football, lacrosse, rugby, soccer)	3	0.7 %
Skateboard parks	1	0.2 %
Splash pads	4	0.9 %
Tennis courts	6	1.3 %
Walking & biking trails	31	6.9 %
Walking & running tracks (indoor)	7	1.6 %
Other	4	0.9 %
None chosen	98	21.8 %
Total	449	100.0 %

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

Fourth Choice	Number	Percent
Beaches	18	4.0 %
Boat ramps	4	0.9 %
Community centers (large regionalized)	6	1.3 %
Community centers (small neighborhood)	8	1.8 %
Community gardens	16	3.6 %
Diamond sports fields (e.g., baseball, softball)	3	0.7 %
Environmental education center	5	1.1 %
Fishing piers	9	2.0 %
Fitness & exercise facilities	20	4.5 %
Golf courses/driving ranges	9	2.0 %
Indoor basketball/volleyball courts (indoor gyms)	1	0.2 %
Indoor pools/aquatics facilities	11	2.4 %
Indoor walking/jogging track	10	2.2 %
Kayak & canoe launches	14	3.1 %
Large community/regional parks (10+ acres)	11	2.4 %
Large sport complex facility	5	1.1 %
Nature/environmental centers	6	1.3 %
Neighborhood parks (1-10 acres)	25	5.6 %
Off-leash dog park	12	2.7 %
Open/green space	8	1.8 %
Outdoor amphitheater/outdoor performing arts venue	14	3.1 %
Outdoor multi-use courts (basketball, badminton, pickleball, tennis)	8	1.8 %
Outdoor swimming pools	9	2.0 %
Picnic areas & shelters	15	3.3 %
Playground equipment	10	2.2 %
Rectangular sports fields (e.g., football, lacrosse, rugby, soccer)	2	0.4 %
Skateboard parks	2	0.4 %
Splash pads	6	1.3 %
Tennis courts	8	1.8 %
Walking & biking trails	32	7.1 %
Walking & running tracks (indoor)	15	3.3 %
Other	1	0.2 %
<u>None chosen</u>	<u>126</u>	<u>28.1 %</u>
Total	449	100.0 %

SUM OF THE TOP FOUR CHOICES**Q9. Which FOUR facilities/amenities from the list in Question 8 are MOST IMPORTANT to your household?
(top 4)**

Sum of the top four choices	Number	Percent
Beaches	170	37.9 %
Boat ramps	27	6.0 %
Community centers (large regionalized)	27	6.0 %
Community centers (small neighborhood)	60	13.4 %
Community gardens	49	10.9 %
Diamond sports fields (e.g., baseball, softball)	11	2.4 %
Environmental education center	13	2.9 %
Fishing piers	57	12.7 %
Fitness & exercise facilities	98	21.8 %
Golf courses/driving ranges	21	4.7 %
Indoor basketball/volleyball courts (indoor gyms)	18	4.0 %
Indoor pools/aquatics facilities	94	20.9 %
Indoor walking/jogging track	50	11.1 %
Kayak & canoe launches	42	9.4 %
Large community/regional parks (10+ acres)	47	10.5 %
Large sport complex facility	10	2.2 %
Nature/environmental centers	34	7.6 %
Neighborhood parks (1-10 acres)	80	17.8 %
Off-leash dog park	45	10.0 %
Open/green space	45	10.0 %
Outdoor amphitheater/outdoor performing arts venue	34	7.6 %
Outdoor multi-use courts (basketball, badminton, pickleball, tennis)	25	5.6 %
Outdoor swimming pools	32	7.1 %
Picnic areas & shelters	47	10.5 %
Playground equipment	42	9.4 %
Rectangular sports fields (e.g., football, lacrosse, rugby, soccer)	10	2.2 %
Skateboard parks	6	1.3 %
Splash pads	15	3.3 %
Tennis courts	23	5.1 %
Walking & biking trails	144	32.1 %
Walking & running tracks (indoor)	38	8.5 %
Other	8	1.8 %
None chosen	70	15.6 %
Total	1492	

Q10. Please indicate if you or any member of your household has a need for each of the alphabetically listed parks, recreation, and senior programs in the City of Norfolk listed below.

(N=449)

	Yes	No
Q10-1. Adult fitness & wellness programs	59.2%	40.8%
Q10-2. Adult sports leagues	20.5%	79.5%
Q10-3. After school programs for youth of all ages	26.1%	73.9%
Q10-4. Birthday parties	15.8%	84.2%
Q10-5. Boating lessons	19.8%	80.2%
Q10-6. Community special events	33.4%	66.6%
Q10-7. Cultural enrichment programs	30.5%	69.5%
Q10-8. eGaming/eSports	8.0%	92.0%
Q10-9. Exercise classes	51.0%	49.0%
Q10-10. Fishing programs	25.6%	74.4%
Q10-11. Gymnastics/tumbling programs	15.4%	84.6%
Q10-12. Historic Park programs	32.7%	67.3%
Q10-13. Lifeguard certification	14.9%	85.1%
Q10-14. Outdoor environmental/nature camps & programs	25.6%	74.4%
Q10-15. Preschool programs/early childhood education	17.6%	82.4%
Q10-16. Programs for adults with special needs	15.4%	84.6%
Q10-17. Programs for youth with special needs	12.9%	87.1%
Q10-18. Recreation/competitive swim team	14.9%	85.1%
Q10-19. Scuba diving/snorkeling	14.7%	85.3%
Q10-20. Senior educational programs	28.5%	71.5%
Q10-21. Senior health & wellness programs	35.6%	64.4%
Q10-22. Senior trips	25.2%	74.8%
Q10-23. STEAM (science, technology, engineering, arts & mathematics)/tech classes	23.4%	76.6%
Q10-24. Swim lessons	26.7%	73.3%
Q10-25. Teen/tween programs	16.0%	84.0%
Q10-26. Tennis lessons & leagues	16.7%	83.3%
Q10-27. Virtual programs	15.6%	84.4%
Q10-28. Water fitness programs/lap swimming	35.2%	64.8%

Q10. Please indicate if you or any member of your household has a need for each of the alphabetically listed parks, recreation, and senior programs in the City of Norfolk listed below.

	Yes	No
Q10-29. Youth fitness & wellness classes	18.5%	81.5%
Q10-30. Youth performing arts programs (dance/music)	20.7%	79.3%
Q10-31. Youth sports programs & camps	23.2%	76.8%
Q10-32. Youth summer employment opportunities	22.9%	77.1%
Q10-33. Youth summer programs & camps	22.5%	77.5%
Q10-34. Youth visual arts/crafts/performing arts programs	19.6%	80.4%
Q10-35. Other	4.0%	96.0%

Q10. If "Yes," please rate how well your needs for programs of this type are being met using a scale of 1 to 5, where 5 means they are "100% Met" and 1 means "0% Met."

(N=390)

	100% Met	75% Met	50% Met	25% Met	0% Met
Q10-1. Adult fitness & wellness programs	10.7%	14.4%	24.2%	20.5%	30.2%
Q10-2. Adult sports leagues	6.3%	11.3%	18.8%	25.0%	38.8%
Q10-3. After school programs for youth of all ages	21.3%	8.5%	26.6%	12.8%	30.9%
Q10-4. Birthday parties	27.3%	10.9%	21.8%	12.7%	27.3%
Q10-5. Boating lessons	4.1%	5.4%	18.9%	23.0%	48.6%
Q10-6. Community special events	9.8%	17.2%	23.0%	21.3%	28.7%
Q10-7. Cultural enrichment programs	10.5%	12.3%	21.9%	26.3%	28.9%
Q10-8. eGaming/eSports	6.9%	0.0%	13.8%	17.2%	62.1%
Q10-9. Exercise classes	8.7%	14.7%	20.7%	20.1%	35.9%
Q10-10. Fishing programs	12.6%	6.3%	18.9%	16.8%	45.3%
Q10-11. Gymnastics/tumbling programs	17.3%	11.5%	9.6%	11.5%	50.0%
Q10-12. Historic Park programs	9.4%	17.9%	20.5%	13.7%	38.5%
Q10-13. Lifeguard certification	29.1%	14.5%	12.7%	5.5%	38.2%
Q10-14. Outdoor environmental/nature camps & programs	11.0%	12.1%	20.9%	19.8%	36.3%
Q10-15. Preschool programs/early childhood education	28.6%	6.3%	23.8%	15.9%	25.4%
Q10-16. Programs for adults with special needs	21.2%	13.5%	15.4%	15.4%	34.6%
Q10-17. Programs for youth with special needs	24.4%	14.6%	17.1%	14.6%	29.3%
Q10-18. Recreation/competitive swim team	7.7%	11.5%	19.2%	11.5%	50.0%
Q10-19. Scuba diving/snorkeling	3.8%	7.5%	9.4%	15.1%	64.2%
Q10-20. Senior educational programs	15.4%	5.8%	26.0%	16.3%	36.5%
Q10-21. Senior health & wellness programs	15.3%	9.7%	25.8%	16.1%	33.1%
Q10-22. Senior trips	19.0%	6.0%	10.7%	10.7%	53.6%

Q10. If "Yes," please rate how well your needs for programs of this type are being met using a scale of 1 to 5, where 5 means they are "100% Met" and 1 means "0% Met."

(N=390)

	100% Met	75% Met	50% Met	25% Met	0% Met
Q10-23. STEAM (science, technology, engineering, arts & mathematics)/tech classes	9.1%	12.5%	14.8%	22.7%	40.9%
Q10-24. Swim lessons	16.8%	12.6%	14.7%	21.1%	34.7%
Q10-25. Teen/tween programs	13.0%	16.7%	13.0%	13.0%	44.4%
Q10-26. Tennis lessons & leagues	11.1%	9.3%	18.5%	14.8%	46.3%
Q10-27. Virtual programs	20.4%	8.2%	8.2%	22.4%	40.8%
Q10-28. Water fitness programs/lap swimming	13.1%	17.7%	7.7%	20.8%	40.8%
Q10-29. Youth fitness & wellness classes	16.4%	11.5%	16.4%	16.4%	39.3%
Q10-30. Youth performing arts programs (dance/music)	14.7%	17.3%	12.0%	20.0%	36.0%
Q10-31. Youth sports programs & camps	17.1%	8.5%	19.5%	19.5%	35.4%
Q10-32. Youth summer employment opportunities	16.9%	7.8%	14.3%	22.1%	39.0%
Q10-33. Youth summer programs & camps	19.0%	11.4%	20.3%	16.5%	32.9%
Q10-34. Youth visual arts/crafts/performing arts programs	16.2%	14.7%	17.6%	20.6%	30.9%
Q10-35. Other	5.9%	17.6%	5.9%	5.9%	64.7%

Q10-35. Other	Number	Percent
Adult visual arts and crafts programs	2	11.1 %
Adult dance and music	1	5.6 %
Computer labs	1	5.6 %
Walking group support-fitness/competitive-		
National Senior Games support	1	5.6 %
Adult visual arts such as pottery, painting, sumie, glass work,		
jewelry making	1	5.6 %
Visual arts program, pottery, painting, crafting	1	5.6 %
Art classes, pottery, painting, ceramics, jewelry	1	5.6 %
Adult water fitness	1	5.6 %
Before and after school care	1	5.6 %
Adult visual arts classes	1	5.6 %
Adult arts and music classes	1	5.6 %
Computer classes for beginners	1	5.6 %
Poetry readings	1	5.6 %
Second chance program, all ages	1	5.6 %
Organized volunteers to pick up litter	1	5.6 %
Beer at the beach	1	5.6 %
Art programs	1	5.6 %
Total	18	100.0 %

Q11. Which FOUR programs from the list in Question 10 are MOST IMPORTANT to your household?

<u>Top Choice</u>	<u>Number</u>	<u>Percent</u>
Adult fitness & wellness programs	102	22.7 %
Adult sports leagues	3	0.7 %
After school programs for youth of all ages	24	5.3 %
Birthday parties	3	0.7 %
Boating lessons	5	1.1 %
Community special events	10	2.2 %
Cultural enrichment programs	7	1.6 %
eGaming/eSports	1	0.2 %
Exercise classes	16	3.6 %
Fishing programs	8	1.8 %
Historic Park programs	19	4.2 %
Outdoor environmental/nature camps & programs	9	2.0 %
Preschool programs/early childhood education	6	1.3 %
Programs for adults with special needs	6	1.3 %
Recreation/competitive swim team	2	0.4 %
Scuba diving/snorkeling	3	0.7 %
Senior educational programs	10	2.2 %
Senior health & wellness programs	17	3.8 %
Senior trips	2	0.4 %
STEAM (science, technology, engineering, arts & mathematics)		
/tech classes	10	2.2 %
Swim lessons	9	2.0 %
Teen/tween programs	5	1.1 %
Tennis lessons & leagues	3	0.7 %
Virtual programs	2	0.4 %
Water fitness programs/lap swimming	26	5.8 %
Youth fitness & wellness classes	1	0.2 %
Youth performing arts programs (dance/music)	1	0.2 %
Youth sports programs & camps	8	1.8 %
Youth summer employment opportunities	6	1.3 %
Youth summer programs & camps	4	0.9 %
Youth visual arts/crafts/performing arts programs	1	0.2 %
Other	8	1.8 %
<u>None chosen</u>	<u>112</u>	<u>24.9 %</u>
Total	449	100.0 %

Q11. Which FOUR programs from the list in Question 10 are MOST IMPORTANT to your household?

<u>Second Choice</u>	<u>Number</u>	<u>Percent</u>
Adult fitness & wellness programs	34	7.6 %
Adult sports leagues	16	3.6 %
After school programs for youth of all ages	13	2.9 %
Birthday parties	4	0.9 %
Boating lessons	8	1.8 %
Community special events	14	3.1 %
Cultural enrichment programs	11	2.4 %
eGaming/eSports	1	0.2 %
Exercise classes	52	11.6 %
Fishing programs	7	1.6 %
Gymnastics/tumbling programs	3	0.7 %
Historic Park programs	8	1.8 %
Lifeguard certification	2	0.4 %
Outdoor environmental/nature camps & programs	12	2.7 %
Preschool programs/early childhood education	5	1.1 %
Programs for adults with special needs	1	0.2 %
Programs for youth with special needs	4	0.9 %
Recreation/competitive swim team	3	0.7 %
Scuba diving/snorkeling	4	0.9 %
Senior educational programs	17	3.8 %
Senior health & wellness programs	20	4.5 %
Senior trips	5	1.1 %
STEAM (science, technology, engineering, arts & mathematics) /tech classes	8	1.8 %
Swim lessons	11	2.4 %
Teen/tween programs	5	1.1 %
Tennis lessons & leagues	6	1.3 %
Virtual programs	2	0.4 %
Water fitness programs/lap swimming	10	2.2 %
Youth fitness & wellness classes	2	0.4 %
Youth performing arts programs (dance/music)	3	0.7 %
Youth sports programs & camps	5	1.1 %
Youth summer employment opportunities	4	0.9 %
Youth summer programs & camps	7	1.6 %
Youth visual arts/crafts/performing arts programs	3	0.7 %
Other	6	1.3 %
<u>None chosen</u>	<u>133</u>	<u>29.6 %</u>
Total	449	100.0 %

Q11. Which FOUR programs from the list in Question 10 are MOST IMPORTANT to your household?

<u>Third Choice</u>	<u>Number</u>	<u>Percent</u>
Adult fitness & wellness programs	22	4.9 %
Adult sports leagues	10	2.2 %
After school programs for youth of all ages	8	1.8 %
Birthday parties	5	1.1 %
Boating lessons	9	2.0 %
Community special events	16	3.6 %
Cultural enrichment programs	11	2.4 %
eGaming/eSports	2	0.4 %
Exercise classes	22	4.9 %
Fishing programs	14	3.1 %
Gymnastics/tumbling programs	1	0.2 %
Historic Park programs	13	2.9 %
Lifeguard certification	1	0.2 %
Outdoor environmental/nature camps & programs	6	1.3 %
Preschool programs/early childhood education	4	0.9 %
Programs for adults with special needs	6	1.3 %
Programs for youth with special needs	2	0.4 %
Scuba diving/snorkeling	3	0.7 %
Senior educational programs	15	3.3 %
Senior health & wellness programs	23	5.1 %
Senior trips	14	3.1 %
STEAM (science, technology, engineering, arts & mathematics)		
/tech classes	9	2.0 %
Swim lessons	11	2.4 %
Teen/tween programs	2	0.4 %
Tennis lessons & leagues	7	1.6 %
Virtual programs	1	0.2 %
Water fitness programs/lap swimming	19	4.2 %
Youth fitness & wellness classes	2	0.4 %
Youth performing arts programs (dance/music)	3	0.7 %
Youth sports programs & camps	4	0.9 %
Youth summer employment opportunities	6	1.3 %
Youth summer programs & camps	4	0.9 %
Youth visual arts/crafts/performing arts programs	6	1.3 %
Other	3	0.7 %
<u>None chosen</u>	<u>165</u>	<u>36.7 %</u>
Total	449	100.0 %

Q11. Which FOUR programs from the list in Question 10 are MOST IMPORTANT to your household?

<u>Fourth Choice</u>	<u>Number</u>	<u>Percent</u>
Adult fitness & wellness programs	22	4.9 %
Adult sports leagues	10	2.2 %
After school programs for youth of all ages	8	1.8 %
Birthday parties	5	1.1 %
Boating lessons	9	2.0 %
Community special events	16	3.6 %
Cultural enrichment programs	11	2.4 %
eGaming/eSports	2	0.4 %
Exercise classes	22	4.9 %
Fishing programs	14	3.1 %
Gymnastics/tumbling programs	1	0.2 %
Historic Park programs	13	2.9 %
Lifeguard certification	1	0.2 %
Outdoor environmental/nature camps & programs	6	1.3 %
Preschool programs/early childhood education	4	0.9 %
Programs for adults with special needs	6	1.3 %
Programs for youth with special needs	2	0.4 %
Scuba diving/snorkeling	3	0.7 %
Senior educational programs	15	3.3 %
Senior health & wellness programs	23	5.1 %
Senior trips	14	3.1 %
STEAM (science, technology, engineering, arts & mathematics)		
/tech classes	9	2.0 %
Swim lessons	11	2.4 %
Teen/tween programs	2	0.4 %
Tennis lessons & leagues	7	1.6 %
Virtual programs	1	0.2 %
Water fitness programs/lap swimming	19	4.2 %
Youth fitness & wellness classes	2	0.4 %
Youth performing arts programs (dance/music)	3	0.7 %
Youth sports programs & camps	4	0.9 %
Youth summer employment opportunities	6	1.3 %
Youth summer programs & camps	4	0.9 %
Youth visual arts/crafts/performing arts programs	6	1.3 %
Other	3	0.7 %
<u>None chosen</u>	<u>165</u>	<u>36.7 %</u>
Total	449	100.0 %

SUM OF THE TOP FOUR CHOICES**Q11. Which FOUR programs from the list in Question 10 are MOST IMPORTANT to your household? (top 4)**

<u>Sum of the top four choices</u>	<u>Number</u>	<u>Percent</u>
Adult fitness & wellness programs	171	38.1 %
Adult sports leagues	35	7.8 %
After school programs for youth of all ages	52	11.6 %
Birthday parties	13	2.9 %
Boating lessons	28	6.2 %
Community special events	55	12.2 %
Cultural enrichment programs	36	8.0 %
eGaming/eSports	4	0.9 %
Exercise classes	107	23.8 %
Fishing programs	38	8.5 %
Gymnastics/tumbling programs	7	1.6 %
Historic Park programs	52	11.6 %
Lifeguard certification	9	2.0 %
Outdoor environmental/nature camps & programs	36	8.0 %
Preschool programs/early childhood education	26	5.8 %
Programs for adults with special needs	23	5.1 %
Programs for youth with special needs	13	2.9 %
Recreation/competitive swim team	8	1.8 %
Scuba diving/snorkeling	15	3.3 %
Senior educational programs	51	11.4 %
Senior health & wellness programs	68	15.1 %
Senior trips	33	7.3 %
STEAM (science, technology, engineering, arts & mathematics) /tech classes	34	7.6 %
Swim lessons	47	10.5 %
Teen/tween programs	13	2.9 %
Tennis lessons & leagues	22	4.9 %
Virtual programs	12	2.7 %
Water fitness programs/lap swimming	66	14.7 %
Youth fitness & wellness classes	11	2.4 %
Youth performing arts programs (dance/music)	10	2.2 %
Youth sports programs & camps	20	4.5 %
Youth summer employment opportunities	23	5.1 %
Youth summer programs & camps	19	4.2 %
Youth visual arts/crafts/performing arts programs	14	3.1 %
Other	22	4.9 %
None chosen	112	24.9 %
Total	1305	

Q12. Please rate your level of agreement with the following statements about some potential benefits of the City of Norfolk's parks and recreation services by circling the corresponding number.

(N=449)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
Q12-1. Helps to attract new residents & businesses	35.2%	27.4%	13.4%	6.5%	3.6%	14.0%
Q12-2. Helps to reduce crime in my neighborhood & keep kids out of trouble	41.6%	27.6%	11.1%	5.3%	4.0%	10.2%
Q12-3. Improves my (my household's) mental health & reduces stress	39.0%	31.6%	12.5%	2.7%	3.3%	10.9%
Q12-4. Improves my (my household's) physical health & fitness	41.9%	31.2%	11.8%	2.4%	3.3%	9.4%
Q12-5. Increases my (my household's) property value	31.0%	25.4%	20.5%	4.7%	3.8%	14.7%
Q12-6. Is age-friendly & accessible to all age groups	32.7%	29.0%	16.5%	4.2%	4.0%	13.6%
Q12-7. Makes Norfolk a more desirable place to live	45.9%	29.0%	9.6%	3.1%	3.3%	9.1%
Q12-8. Positively impacts economic/business development	35.0%	29.6%	15.1%	2.7%	3.8%	13.8%
Q12-9. Preserves open space & protects environment	42.3%	27.2%	12.9%	2.4%	2.9%	12.2%
Q12-10. Promotes tourism to City & region	30.3%	28.7%	18.0%	5.1%	3.6%	14.3%
Q12-11. Provides jobs/professional development for youth	30.3%	28.3%	20.0%	4.0%	3.3%	14.0%
Q12-12. Provides positive social interactions for me (my household/family)	32.3%	33.4%	15.4%	3.3%	3.1%	12.5%
Q12-13. Provides volunteer opportunities for the community	28.1%	33.9%	18.0%	2.0%	3.6%	14.5%

WITHOUT "DON'T KNOW"

Q12. Please rate your level of agreement with the following statements about some potential benefits of the City of Norfolk's parks and recreation services by circling the corresponding number. (without "don't know")

(N=449)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Q12-1. Helps to attract new residents & businesses	40.9%	31.9%	15.5%	7.5%	4.1%
Q12-2. Helps to reduce crime in my neighborhood & keep kids out of trouble	46.4%	30.8%	12.4%	6.0%	4.5%
Q12-3. Improves my (my household's) mental health & reduces stress	43.8%	35.5%	14.0%	3.0%	3.8%
Q12-4. Improves my (my household's) physical health & fitness	46.2%	34.4%	13.0%	2.7%	3.7%
Q12-5. Increases my (my household's) property value	36.3%	29.8%	24.0%	5.5%	4.4%
Q12-6. Is age-friendly & accessible to all age groups	37.9%	33.5%	19.1%	4.9%	4.6%
Q12-7. Makes Norfolk a more desirable place to live	50.5%	31.9%	10.5%	3.4%	3.7%
Q12-8. Positively impacts economic/business development	40.6%	34.4%	17.6%	3.1%	4.4%
Q12-9. Preserves open space & protects environment	48.2%	31.0%	14.7%	2.8%	3.3%
Q12-10. Promotes tourism to City & region	35.3%	33.5%	21.0%	6.0%	4.2%
Q12-11. Provides jobs/professional development for youth	35.2%	32.9%	23.3%	4.7%	3.9%
Q12-12. Provides positive social interactions for me (my household/family)	36.9%	38.2%	17.6%	3.8%	3.6%
Q12-13. Provides volunteer opportunities for the community	32.8%	39.6%	21.1%	2.3%	4.2%

Q13. The City of Norfolk is exploring developing a Sports Complex Facility. Below are some amenities that could be included in that facility. Please indicate how often your household would use each of these amenities.

(N=449)

	Several Times/Week	A Few Times/Month	At Least Once/ Month	Less Than Once/ Month	Seldom/Never	Don't Know
Q13-1. Aquatic facility	25.4%	21.8%	8.5%	6.2%	20.0%	18.0%
Q13-2. Baseball/softball fields	5.6%	6.5%	5.1%	9.6%	47.9%	25.4%
Q13-3. Basketball courts	8.7%	6.7%	6.5%	10.5%	45.7%	22.0%
Q13-4. Cricket pitch	2.0%	2.4%	3.3%	6.5%	56.6%	29.2%
Q13-5. Football fields	7.8%	4.0%	2.9%	8.2%	51.7%	25.4%
Q13-6. Indoor batting cages (baseball, cricket, softball)	7.3%	7.3%	7.8%	9.4%	43.9%	24.3%
Q13-7. Indoor fieldhouse (multi-use sports facility)/ gymnasiums	12.9%	10.9%	9.1%	10.2%	32.3%	24.5%
Q13-8. Indoor sports courts	10.0%	12.7%	9.4%	9.4%	32.3%	26.3%
Q13-9. Outdoor exercise/fitness area	19.8%	22.5%	11.8%	9.8%	16.0%	20.0%
Q13-10. Pickleball (indoor)	6.2%	6.2%	7.3%	6.7%	41.2%	32.3%
Q13-11. Picnic shelters	12.9%	15.1%	13.4%	20.3%	22.5%	15.8%
Q13-12. Playgrounds	17.6%	14.3%	8.0%	8.5%	33.0%	18.7%
Q13-13. Regional walking/jogging trails	35.0%	23.2%	13.1%	4.5%	10.9%	13.4%
Q13-14. Skateboard park	5.6%	4.0%	3.6%	7.1%	53.9%	25.8%
Q13-15. Soccer fields	7.6%	7.3%	4.2%	8.5%	47.4%	24.9%
Q13-16. Tennis courts	8.0%	8.9%	9.1%	9.1%	41.9%	22.9%
Q13-17. Volleyball courts	6.5%	6.5%	8.0%	8.5%	44.3%	26.3%
Q13-18. Other	56.5%	17.4%	8.7%	0.0%	8.7%	8.7%

WITHOUT "DON'T KNOW"

Q13. The City of Norfolk is exploring developing a Sports Complex Facility. Below are some amenities that could be included in that facility. Please indicate how often your household would use each of these amenities. (without "don't know")

(N=449)

	Several Times/Week	A Few Times/Month	At Least Once/ Month	Less Than Once/ Month	Seldom/Never
Q13-1. Aquatic facility	31.0%	26.6%	10.3%	7.6%	24.5%
Q13-2. Baseball/softball fields	7.5%	8.7%	6.9%	12.8%	64.2%
Q13-3. Basketball courts	11.1%	8.6%	8.3%	13.4%	58.6%
Q13-4. Cricket pitch	2.8%	3.5%	4.7%	9.1%	79.9%
Q13-5. Football fields	10.4%	5.4%	3.9%	11.0%	69.3%
Q13-6. Indoor batting cages (baseball, cricket, softball)	9.7%	9.7%	10.3%	12.4%	57.9%
Q13-7. Indoor fieldhouse (multi-use sports facility)/gymnasiums	17.1%	14.5%	12.1%	13.6%	42.8%
Q13-8. Indoor sports courts	13.6%	17.2%	12.7%	12.7%	43.8%
Q13-9. Outdoor exercise/fitness area	24.8%	28.1%	14.8%	12.3%	20.1%
Q13-10. Pickleball (indoor)	9.2%	9.2%	10.9%	9.9%	60.9%
Q13-11. Picnic shelters	15.3%	18.0%	15.9%	24.1%	26.7%
Q13-12. Playgrounds	21.6%	17.5%	9.9%	10.4%	40.5%
Q13-13. Regional walking/jogging trails	40.4%	26.7%	15.2%	5.1%	12.6%
Q13-14. Skateboard park	7.5%	5.4%	4.8%	9.6%	72.7%
Q13-15. Soccer fields	10.1%	9.8%	5.6%	11.3%	63.2%
Q13-16. Tennis courts	10.4%	11.6%	11.8%	11.8%	54.3%
Q13-17. Volleyball courts	8.8%	8.8%	10.9%	11.5%	60.1%
Q13-18. Other	61.9%	19.0%	9.5%	0.0%	9.5%

Q13-18. Other	Number	Percent
Rollerblade trail	1	4.3 %
Place for people to walk their dogs that won't clean up after them	1	4.3 %
Dance/music classes or visual arts classes	1	4.3 %
More kayak launches	1	4.3 %
Computer labs	1	4.3 %
Fitness equipment/gym	1	4.3 %
Several times a week	1	4.3 %
Visual arts programs, pottery, painting, crafting	1	4.3 %
Arts center	1	4.3 %
Lacrosse	1	4.3 %
Pools indoor	1	4.3 %
Any other sport/activity for social interaction and mental/physical fitness	1	4.3 %
Bark parks	1	4.3 %
Computer classes	1	4.3 %
Rugby pitch-with proper uprights	1	4.3 %
Boat access to the Hague	1	4.3 %
Nerf tournament	1	4.3 %
Indoor swimming facility	1	4.3 %
Community gardens	1	4.3 %
Bocce ball	1	4.3 %
Outdoor tracks	1	4.3 %
Indoor pool	1	4.3 %
<u>Dog park</u>	<u>1</u>	<u>4.3 %</u>
Total	23	100.0 %

Q14. Which FOUR of the amenities listed in Question 13 would your household be MOST LIKELY to use if they were included in a new Sports Complex Facility?

Top Choice	Number	Percent
Aquatic facility	112	24.9 %
Baseball/softball fields	11	2.4 %
Basketball courts	20	4.5 %
Cricket pitch	2	0.4 %
Football fields	9	2.0 %
Indoor batting cages (baseball, cricket, softball)	3	0.7 %
Indoor fieldhouse (multi-use sports facility)/gymnasiums	14	3.1 %
Indoor sports courts	2	0.4 %
Outdoor exercise/fitness area	33	7.3 %
Pickleball (indoor)	3	0.7 %
Picnic shelters	12	2.7 %
Playgrounds	23	5.1 %
Regional walking/jogging trails	83	18.5 %
Skateboard park	2	0.4 %
Soccer fields	4	0.9 %
Tennis courts	12	2.7 %
Volleyball courts	1	0.2 %
Other	9	2.0 %
None chosen	94	20.9 %
Total	449	100.0 %

Q14. Which FOUR of the amenities listed in Question 13 would your household be MOST LIKELY to use if they were included in a new Sports Complex Facility?

Second Choice	Number	Percent
Aquatic facility	33	7.3 %
Baseball/softball fields	7	1.6 %
Basketball courts	20	4.5 %
Cricket pitch	4	0.9 %
Football fields	5	1.1 %
Indoor batting cages (baseball, cricket, softball)	15	3.3 %
Indoor fieldhouse (multi-use sports facility)/gymnasiums	20	4.5 %
Indoor sports courts	10	2.2 %
Outdoor exercise/fitness area	55	12.2 %
Pickleball (indoor)	5	1.1 %
Picnic shelters	38	8.5 %
Playgrounds	35	7.8 %
Regional walking/jogging trails	56	12.5 %
Skateboard park	3	0.7 %
Soccer fields	9	2.0 %
Tennis courts	11	2.4 %
Volleyball courts	4	0.9 %
None chosen	119	26.5 %
Total	449	100.0 %

Q14. Which FOUR of the amenities listed in Question 13 would your household be MOST LIKELY to use if they were included in a new Sports Complex Facility?

Third Choice	Number	Percent
Aquatic facility	33	7.3 %
Baseball/softball fields	5	1.1 %
Basketball courts	11	2.4 %
Cricket pitch	3	0.7 %
Football fields	14	3.1 %
Indoor batting cages (baseball, cricket, softball)	10	2.2 %
Indoor fieldhouse (multi-use sports facility)/gymnasiums	12	2.7 %
Indoor sports courts	6	1.3 %
Outdoor exercise/fitness area	36	8.0 %
Pickleball (indoor)	8	1.8 %
Picnic shelters	39	8.7 %
Playgrounds	25	5.6 %
Regional walking/jogging trails	54	12.0 %
Skateboard park	6	1.3 %
Soccer fields	5	1.1 %
Tennis courts	18	4.0 %
Volleyball courts	5	1.1 %
Other	2	0.4 %
None chosen	157	35.0 %
Total	449	100.0 %

Q14. Which FOUR of the amenities listed in Question 13 would your household be MOST LIKELY to use if they were included in a new Sports Complex Facility?

Fourth Choice	Number	Percent
Aquatic facility	26	5.8 %
Baseball/softball fields	6	1.3 %
Basketball courts	7	1.6 %
Football fields	6	1.3 %
Indoor batting cages (baseball, cricket, softball)	7	1.6 %
Indoor fieldhouse (multi-use sports facility)/gymnasiums	17	3.8 %
Indoor sports courts	11	2.4 %
Outdoor exercise/fitness area	37	8.2 %
Pickleball (indoor)	9	2.0 %
Picnic shelters	31	6.9 %
Playgrounds	23	5.1 %
Regional walking/jogging trails	33	7.3 %
Skateboard park	4	0.9 %
Soccer fields	9	2.0 %
Tennis courts	10	2.2 %
Volleyball courts	8	1.8 %
Other	5	1.1 %
None chosen	200	44.5 %
Total	449	100.0 %

SUM OF THE TOP FOUR CHOICES

Q14. Which FOUR of the amenities listed in Question 13 would your household be MOST LIKELY to use if they were included in a new Sports Complex Facility? (top 4)

Sum of the top four choices	Number	Percent
Aquatic facility	204	45.4 %
Baseball/softball fields	29	6.5 %
Basketball courts	58	12.9 %
Cricket pitch	9	2.0 %
Football fields	34	7.6 %
Indoor batting cages (baseball, cricket, softball)	35	7.8 %
Indoor fieldhouse (multi-use sports facility)/gymnasiums	63	14.0 %
Indoor sports courts	29	6.5 %
Outdoor exercise/fitness area	161	35.9 %
Pickleball (indoor)	25	5.6 %
Picnic shelters	120	26.7 %
Playgrounds	106	23.6 %
Regional walking/jogging trails	226	50.3 %
Skateboard park	15	3.3 %
Soccer fields	27	6.0 %
Tennis courts	51	11.4 %
Volleyball courts	18	4.0 %
Other	16	3.6 %
None chosen	94	20.9 %
Total	1320	

Q15. The City of Norfolk is exploring replacing smaller, older community centers that are beyond their lifecycle with a larger Multigenerational Community Center. Below are some elements that could be included in the Community Center. Please indicate how often your household would use each of these features.

(N=449)

	Several Times/ Week	A Few Times/ Month	At Least Once/ Month	Less Than Once/ Month	Seldom/ Never	Don't Know
Q15-1. Aerobics/fitness/gymnastics space	28.1%	20.0%	10.9%	6.2%	17.6%	17.1%
Q15-2. Arts & crafts rooms	14.0%	16.3%	13.1%	10.9%	26.9%	18.7%
Q15-3. Banquet/special event space	5.3%	6.0%	6.5%	20.7%	36.3%	25.2%
Q15-4. Childcare	8.2%	6.0%	3.8%	3.8%	50.1%	28.1%
Q15-5. Game rooms	9.8%	9.4%	6.9%	10.0%	39.4%	24.5%
Q15-6. Lap lanes for swim lessons, exercise swimming, competitive swimming or therapeutic purposes	28.1%	16.5%	8.7%	7.3%	21.8%	17.6%
Q15-7. Indoor running/walking track	26.9%	20.0%	9.6%	8.2%	20.0%	15.1%
Q15-8. Indoor sports courts (handball, racquetball, squash)	9.1%	9.4%	8.2%	9.6%	38.8%	24.9%
Q15-9. Multi-purpose courts for basketball, volleyball, etc.	11.1%	9.6%	7.6%	8.2%	38.5%	24.9%
Q15-10. Multi-purpose space for classes/meetings/parties	9.1%	8.2%	10.7%	14.0%	33.9%	24.1%
Q15-11. Pickleball (indoor)	4.7%	3.8%	6.5%	7.3%	45.0%	32.7%
Q15-12. Preschool space	8.5%	2.4%	4.0%	4.9%	52.3%	27.8%
Q15-13. Senior services & programs/senior resources	15.6%	12.9%	11.1%	7.1%	33.6%	19.6%
Q15-14. Technology/innovation center (creative/maker space)	10.9%	10.9%	10.7%	7.8%	32.7%	26.9%
Q15-15. Teen lounge areas	6.7%	4.7%	5.1%	4.2%	50.3%	29.0%
Q15-16. Weight room/cardiovascular equipment area	26.7%	18.0%	7.8%	7.1%	21.2%	19.2%
Q15-17. Youth counseling services	7.3%	6.0%	2.9%	5.6%	48.8%	29.4%
Q15-18. Other	55.6%	27.8%	0.0%	5.6%	5.6%	5.6%

WITHOUT "DON'T KNOW"

Q15. The City of Norfolk is exploring replacing smaller, older community centers that are beyond their lifecycle with a larger Multigenerational Community Center. Below are some elements that could be included in the Community Center. Please indicate how often your household would use each of these features. (without "don't know")

(N=449)

	Several Times/Week	A Few Times/Month	At Least Once/ Month	Less Than Once/ Month	Seldom/ Never
Q15-1. Aerobics/fitness/gymnastics space	33.9%	24.2%	13.2%	7.5%	21.2%
Q15-2. Arts & crafts rooms	17.3%	20.0%	16.2%	13.4%	33.2%
Q15-3. Banquet/special event space	7.1%	8.0%	8.6%	27.7%	48.5%
Q15-4. Childcare	11.5%	8.4%	5.3%	5.3%	69.7%
Q15-5. Game rooms	13.0%	12.4%	9.1%	13.3%	52.2%
Q15-6. Lap lanes for swim lessons, exercise swimming, competitive swimming or therapeutic purposes	34.1%	20.0%	10.5%	8.9%	26.5%
Q15-7. Indoor running/walking track	31.8%	23.6%	11.3%	9.7%	23.6%
Q15-8. Indoor sports courts (handball, racquetball, squash)	12.2%	12.5%	11.0%	12.8%	51.6%
Q15-9. Multi-purpose courts for basketball, volleyball, etc.	14.8%	12.8%	10.1%	11.0%	51.3%
Q15-10. Multi-purpose space for classes/meetings/parties	12.0%	10.9%	14.1%	18.5%	44.6%
Q15-11. Pickleball (indoor)	7.0%	5.6%	9.6%	10.9%	66.9%
Q15-12. Preschool space	11.7%	3.4%	5.6%	6.8%	72.5%
Q15-13. Senior services & programs/senior resources	19.4%	16.1%	13.9%	8.9%	41.8%
Q15-14. Technology/innovation center (creative/maker space)	14.9%	14.9%	14.6%	10.7%	44.8%
Q15-15. Teen lounge areas	9.4%	6.6%	7.2%	6.0%	70.8%
Q15-16. Weight room/cardiovascular equipment area	33.1%	22.3%	9.6%	8.8%	26.2%
Q15-17. Youth counseling services	10.4%	8.5%	4.1%	7.9%	69.1%
Q15-18. Other	58.8%	29.4%	0.0%	5.9%	5.9%

Q15-18. Other

- A 24-hour library.
- 3-D Printing.
- Adult Visual Arts.
- Pottery, painting, and other arts activities.
- Any other related elements.
- Anything senior as I am about to retire how about wood crafts like lathe and a car shop with lifts where we can work on a car if it removed that night.
- Community garden.
- Computer labs. Exercise equipped room.
- I am interested in the reopening of the Visual Arts Center. If circumstances allow, we would use the Prime Plus facility.
- Indoor tennis courts.
- Kayak launch.
- Rollerblade Trail.
- Save the money and lower the high tax rate!
- Science programs.
- Senior services and information.
- Swimming pool.
- Visual Arts, pottery, painting, and crafting.
- We need more fishing areas!!!! All of this water, and private property/no fishing or crabbing signs everywhere...piers disappearing, etc.!!!
- Wealth management classes.

Q16. Which FOUR of the features listed in Question 15 would your household be MOST LIKELY to use if they were included in a new Multigenerational Community Center?

Top Choice	Number	Percent
Aerobics/fitness/gymnastics space	95	21.2 %
Arts & crafts rooms	38	8.5 %
Banquet/special event space	7	1.6 %
Childcare	13	2.9 %
Game rooms	13	2.9 %
Lap lanes for swim lessons, exercise swimming, competitive swimming or therapeutic purposes	60	13.4 %
Indoor running/walking track	36	8.0 %
Indoor sports courts (handball, racquetball, squash)	4	0.9 %
Multi-purpose courts for basketball, volleyball, etc.	10	2.2 %
Multi-purpose space for classes/meetings/parties	7	1.6 %
Pickleball (indoor)	5	1.1 %
Preschool space	3	0.7 %
Senior services & programs/senior resources	22	4.9 %
Technology/innovation center (creative/maker space)	8	1.8 %
Teen lounge areas	3	0.7 %
Weight room/cardiovascular equipment area	24	5.3 %
Youth counseling services	2	0.4 %
Other	5	1.1 %
None chosen	94	20.9 %
Total	449	100.0 %

Q16. Which FOUR of the features listed in Question 15 would your household be MOST LIKELY to use if they were included in a new Multigenerational Community Center?

Second Choice	Number	Percent
Aerobics/fitness/gymnastics space	45	10.0 %
Arts & crafts rooms	38	8.5 %
Banquet/special event space	15	3.3 %
Childcare	9	2.0 %
Game rooms	18	4.0 %
Lap lanes for swim lessons, exercise swimming, competitive swimming or therapeutic purposes	50	11.1 %
Indoor running/walking track	43	9.6 %
Indoor sports courts (handball, racquetball, squash)	8	1.8 %
Multi-purpose courts for basketball, volleyball, etc.	13	2.9 %
Multi-purpose space for classes/meetings/parties	9	2.0 %
Pickleball (indoor)	5	1.1 %
Preschool space	3	0.7 %
Senior services & programs/senior resources	26	5.8 %
Technology/innovation center (creative/maker space)	7	1.6 %
Teen lounge areas	4	0.9 %
Weight room/cardiovascular equipment area	37	8.2 %
Youth counseling services	1	0.2 %
Other	1	0.2 %
None chosen	117	26.1 %
Total	449	100.0 %

Q16. Which FOUR of the features listed in Question 15 would your household be MOST LIKELY to use if they were included in a new Multigenerational Community Center?

Third Choice	Number	Percent
Aerobics/fitness/gymnastics space	29	6.5 %
Arts & crafts rooms	17	3.8 %
Banquet/special event space	10	2.2 %
Childcare	7	1.6 %
Game rooms	14	3.1 %
Lap lanes for swim lessons, exercise swimming, competitive swimming or therapeutic purposes	27	6.0 %
Indoor running/walking track	58	12.9 %
Indoor sports courts (handball, racquetball, squash)	11	2.4 %
Multi-purpose courts for basketball, volleyball, etc.	11	2.4 %
Multi-purpose space for classes/meetings/parties	11	2.4 %
Pickleball (indoor)	8	1.8 %
Preschool space	5	1.1 %
Senior services & programs/senior resources	31	6.9 %
Technology/innovation center (creative/maker space)	16	3.6 %
Teen lounge areas	2	0.4 %
Weight room/cardiovascular equipment area	40	8.9 %
Youth counseling services	8	1.8 %
None chosen	144	32.1 %
Total	449	100.0 %

Q16. Which FOUR of the features listed in Question 15 would your household be MOST LIKELY to use if they were included in a new Multigenerational Community Center?

Fourth Choice	Number	Percent
Aerobics/fitness/gymnastics space	18	4.0 %
Arts & crafts rooms	13	2.9 %
Banquet/special event space	12	2.7 %
Childcare	6	1.3 %
Game rooms	11	2.4 %
Lap lanes for swim lessons, exercise swimming, competitive swimming or therapeutic purposes	19	4.2 %
Indoor running/walking track	21	4.7 %
Indoor sports courts (handball, racquetball, squash)	12	2.7 %
Multi-purpose courts for basketball, volleyball, etc.	14	3.1 %
Multi-purpose space for classes/meetings/parties	15	3.3 %
Pickleball (indoor)	8	1.8 %
Preschool space	2	0.4 %
Senior services & programs/senior resources	22	4.9 %
Technology/innovation center (creative/maker space)	25	5.6 %
Teen lounge areas	4	0.9 %
Weight room/cardiovascular equipment area	46	10.2 %
Youth counseling services	7	1.6 %
Other	4	0.9 %
None chosen	190	42.3 %
Total	449	100.0 %

SUM OF THE TOP FOUR CHOICES

Q16. Which FOUR of the features listed in Question 15 would your household be MOST LIKELY to use if they were included in a new Multigenerational Community Center? (top 4)

Sum of the top four choices	Number	Percent
Aerobics/fitness/gymnastics space	187	41.6 %
Arts & crafts rooms	106	23.6 %
Banquet/special event space	44	9.8 %
Childcare	35	7.8 %
Game rooms	56	12.5 %
Lap lanes for swim lessons, exercise swimming, competitive swimming or therapeutic purposes	156	34.7 %
Indoor running/walking track	158	35.2 %
Indoor sports courts (handball, racquetball, squash)	35	7.8 %
Multi-purpose courts for basketball, volleyball, etc.	48	10.7 %
Multi-purpose space for classes/meetings/parties	42	9.4 %
Pickleball (indoor)	26	5.8 %
Preschool space	13	2.9 %
Senior services & programs/senior resources	101	22.5 %
Technology/innovation center (creative/maker space)	56	12.5 %
Teen lounge areas	13	2.9 %
Weight room/cardiovascular equipment area	147	32.7 %
Youth counseling services	18	4.0 %
Other	10	2.2 %
None chosen	94	20.9 %
Total	1345	

Q17. What is the maximum distance you would travel to use a new Multigenerational Community Center if it had the features you indicated in Question 16 as the most important to your household?

Variable	Number	Percent
1-2 miles	103	22.9 %
3-4 miles	129	28.7 %
5-6 miles	100	22.3 %
7-8 miles	34	7.6 %
8+ miles	38	8.5 %
Wouldn't use the new community center	31	6.9 %
Not provided	14	3.1 %
Total	449	100.0 %

WITHOUT "NOT PROVIDED"

Q17. What is the maximum distance you would travel to use a new Multigenerational Community Center if it had the features you indicated in Question 16 as the most important to your household? (without "not provided")

Variable	Number	Percent
1-2 miles	103	23.7 %
3-4 miles	129	29.7 %
5-6 miles	100	23.0 %
7-8 miles	34	7.8 %
8+ miles	38	8.7 %
Wouldn't use the new community center	31	7.1 %
Total	435	100.0 %

Q18. Please rate your level of satisfaction with the overall value that your household receives from the City of Norfolk Recreation, Parks, and Open Space Department.

Variable	Number	Percent
Very satisfied	28	6.2 %
Satisfied	125	27.8 %
Neutral	148	33.0 %
Dissatisfied	61	13.6 %
Very dissatisfied	33	7.3 %
Don't know	54	12.0 %
Total	449	100.0 %

WITHOUT "DON'T KNOW"

Q18. Please rate your level of satisfaction with the overall value that your household receives from the City of Norfolk Recreation, Parks, and Open Space Department. (without "don't know")

Variable	Number	Percent
Very satisfied	28	7.1 %
Satisfied	125	31.6 %
Neutral	148	37.5 %
Dissatisfied	61	15.4 %
Very dissatisfied	33	8.4 %
Total	395	100.0 %

Q19. Given the recent COVID-19 Pandemic, how has your and your household's perception of the value of parks, trails, open spaces and recreation changed?

Variable	Number	Percent
Value has significantly increased	123	27.4 %
Value has somewhat increased	91	20.3 %
No change	128	28.5 %
Value has somewhat decreased	42	9.4 %
Value has significantly decreased	40	8.9 %
Not provided	25	5.6 %
Total	449	100.0 %

WITHOUT "NOT PROVIDED"

Q19. Given the recent COVID-19 Pandemic, how has your and your household's perception of the value of parks, trails, open spaces and recreation changed? (without "not provided")

Variable	Number	Percent
Value has significantly increased	123	29.0 %
Value has somewhat increased	91	21.5 %
No change	128	30.2 %
Value has somewhat decreased	42	9.9 %
Value has significantly decreased	40	9.4 %
Total	424	100.0 %

Q20. Based on your perception of value, how would you want the City of Norfolk to fund future parks, recreation, trails and open space needs?

Variable	Number	Percent
Increase funding	271	60.4 %
Maintain existing funding levels	75	16.7 %
Reduce funding	8	1.8 %
Not sure	82	18.3 %
Not provided	13	2.9 %
Total	449	100.0 %

WITHOUT "NOT PROVIDED"

Q20. Based on your perception of value, how would you want the City of Norfolk to fund future parks, recreation, trails and open space needs? (without "not provided")

Variable	Number	Percent
Increase funding	271	62.2 %
Maintain existing funding levels	75	17.2 %
Reduce funding	8	1.8 %
Not sure	82	18.8 %
Total	436	100.0 %

Q21. Please rate your level of support for each of the following actions the City of Norfolk could take to improve the parks and recreation system.

(N=449)

	Very Supportive	Somewhat Supportive	Not Sure	Not Supportive
Q21-1. Develop a new outdoor exercise/fitness area	35.6%	15.8%	28.3%	20.3%
Q21-2. Develop new areas for leisure games/activities (e.g., disc golf, horseshoes, table tennis)	28.7%	20.3%	33.6%	17.4%
Q21-3. Develop new indoor recreation centers with gymnasiums, fitness facilities, indoor walking/running tracks, etc. & replace smaller outdated recreation centers with newer, larger ones	36.7%	16.3%	24.9%	22.0%
Q21-4. Develop a Sports complex facility	27.6%	16.0%	35.9%	20.5%
Q21-5. Develop new nature trails, nature centers, & nature programs	42.3%	11.6%	25.4%	20.7%
Q21-6. Develop new outdoor family aquatic centers with slides, sprays, etc.	32.3%	15.6%	33.4%	18.7%
Q21-7. Develop new outdoor swimming pools	31.0%	18.3%	33.4%	17.4%
Q21-8. Develop new programs/activities at existing facilities	29.8%	18.7%	34.7%	16.7%
Q21-9. Develop new trails & connect existing trails	37.9%	16.9%	26.3%	18.9%
Q21-10. Develop walking & biking trails & parks along waterfront	45.0%	14.0%	19.4%	21.6%
Q21-11. Improve existing neighborhood & community parks	43.0%	16.5%	19.8%	20.7%
Q21-12. Improve existing park buildings/recreation facilities & centers	37.4%	18.7%	23.4%	20.5%
Q21-13. Improve existing playground areas	34.5%	20.0%	26.7%	18.7%
Q21-14. Improve existing sport courts (e.g., basketball, tennis, multi-sport)	27.8%	23.6%	31.4%	17.1%
Q21-15. Improve existing swimming pools	33.6%	16.9%	29.4%	20.0%
Q21-16. Improve existing youth/adult athletic fields	27.8%	19.6%	35.0%	17.6%
Q21-17. Purchase land for additional athletic fields & larger recreational areas	25.2%	17.8%	37.4%	19.6%
Q21-18. Purchase land for additional trails or bikeways	33.4%	12.9%	31.2%	22.5%
Q21-19. Purchase land to develop neighborhood parks	30.1%	17.8%	31.0%	21.2%
Q21-20. Utilize school facilities for City recreation programs	31.8%	17.8%	35.2%	15.1%
Q21-21. Wi-Fi in parks	30.1%	14.7%	29.8%	25.4%
Q21-22. Other	63.6%	9.1%	9.1%	18.2%

Q21-22. Other	Number	Percent
Rollerblade trail	1	4.5 %
Replace the pool at Norfolk Fitness and Wellness Center	1	4.5 %
Save the money and lower the tax rate	1	4.5 %
Dance music programs, visual arts programs	1	4.5 %
Make more kayak launches	1	4.5 %
More police and medical monitoring	1	4.5 %
Visual arts, pottery, painting, crafting	1	4.5 %
Bringing back before and after school care	1	4.5 %
Any other related actions	1	4.5 %
Nature and fishing	1	4.5 %
Depends on the neighborhood	1	4.5 %
Technology center, 3D printing and library	1	4.5 %
More neighborhood playgrounds	1	4.5 %
Adequate parking	1	4.5 %
Reopen wellness center pool	1	4.5 %
Build more parks	1	4.5 %
Pet parks	1	4.5 %
Showers at beach	1	4.5 %
24-hour access to parks and library	1	4.5 %
Library and the community sailing center	1	4.5 %
Fishing	1	4.5 %
<u>More access to water resources</u>	<u>1</u>	<u>4.5 %</u>
Total	22	100.0 %

Q22. Which FOUR actions from the list in Question 21 would you be MOST WILLING to fund?

<u>Top Choice</u>	<u>Number</u>	<u>Percent</u>
Develop a new outdoor exercise/fitness area	39	8.7 %
Develop new areas for leisure games/activities (e.g., disc golf, horseshoes, table tennis)	15	3.3 %
Develop new indoor recreation centers with gymnasiums, fitness facilities, indoor walking/running tracks, etc. & replace smaller outdated recreation centers with newer, larger ones	41	9.1 %
Develop a Sports complex facility	24	5.3 %
Develop new nature trails, nature centers, & nature programs	46	10.2 %
Develop new outdoor family aquatic centers with slides, sprays, etc.	11	2.4 %
Develop new outdoor swimming pools	14	3.1 %
Develop new programs/activities at existing facilities	18	4.0 %
Develop new trails & connect existing trails	20	4.5 %
Develop walking & biking trails & parks along waterfront	26	5.8 %
Improve existing neighborhood & community parks	23	5.1 %
Improve existing park buildings/recreation facilities & centers	9	2.0 %
Improve existing playground areas	3	0.7 %
Improve existing sport courts (e.g., basketball, tennis, multi-sport)	5	1.1 %
Improve existing swimming pools	19	4.2 %
Improve existing youth/adult athletic fields	4	0.9 %
Purchase land for additional athletic fields & larger recreational areas	6	1.3 %
Purchase land for additional trails or bikeways	9	2.0 %
Purchase land to develop neighborhood parks	3	0.7 %
Utilize school facilities for City recreation programs	4	0.9 %
WiFi in parks	12	2.7 %
Other	7	1.6 %
<u>None chosen</u>	<u>91</u>	<u>20.3 %</u>
Total	449	100.0 %

Q22. Which FOUR actions from the list in Question 21 would you be MOST WILLING to fund?

<u>Second Choice</u>	<u>Number</u>	<u>Percent</u>
Develop a new outdoor exercise/fitness area	15	3.3 %
Develop new areas for leisure games/activities (e.g., disc golf, horseshoes, table tennis)	14	3.1 %
Develop new indoor recreation centers with gymnasiums, fitness facilities, indoor walking/running tracks, etc. & replace smaller outdated recreation centers with newer, larger ones	32	7.1 %
Develop a Sports complex facility	17	3.8 %
Develop new nature trails, nature centers, & nature programs	30	6.7 %
Develop new outdoor family aquatic centers with slides, sprays, etc.	22	4.9 %
Develop new outdoor swimming pools	17	3.8 %
Develop new programs/activities at existing facilities	10	2.2 %
Develop new trails & connect existing trails	30	6.7 %
Develop walking & biking trails & parks along waterfront	43	9.6 %
Improve existing neighborhood & community parks	25	5.6 %
Improve existing park buildings/recreation facilities & centers	14	3.1 %
Improve existing playground areas	11	2.4 %
Improve existing sport courts (e.g., basketball, tennis, multi-sport)	2	0.4 %
Improve existing swimming pools	17	3.8 %
Improve existing youth/adult athletic fields	2	0.4 %
Purchase land for additional athletic fields & larger recreational areas	4	0.9 %
Purchase land for additional trails or bikeways	17	3.8 %
Purchase land to develop neighborhood parks	5	1.1 %
Utilize school facilities for City recreation programs	6	1.3 %
WiFi in parks	5	1.1 %
Other	3	0.7 %
<u>None chosen</u>	<u>108</u>	<u>24.1 %</u>
Total	449	100.0 %

Q22. Which FOUR actions from the list in Question 21 would you be MOST WILLING to fund?

<u>Third Choice</u>	<u>Number</u>	<u>Percent</u>
Develop a new outdoor exercise/fitness area	7	1.6 %
Develop new areas for leisure games/activities (e.g., disc golf, horseshoes, table tennis)	9	2.0 %
Develop new indoor recreation centers with gymnasiums, fitness facilities, indoor walking/running tracks, etc. & replace smaller outdated recreation centers with newer, larger ones	13	2.9 %
Develop a Sports complex facility	8	1.8 %
Develop new nature trails, nature centers, & nature programs	20	4.5 %
Develop new outdoor family aquatic centers with slides, sprays, etc.	17	3.8 %
Develop new outdoor swimming pools	16	3.6 %
Develop new programs/activities at existing facilities	16	3.6 %
Develop new trails & connect existing trails	28	6.2 %
Develop walking & biking trails & parks along waterfront	43	9.6 %
Improve existing neighborhood & community parks	25	5.6 %
Improve existing park buildings/recreation facilities & centers	20	4.5 %
Improve existing playground areas	15	3.3 %
Improve existing sport courts (e.g., basketball, tennis, multi-sport)	9	2.0 %
Improve existing swimming pools	15	3.3 %
Improve existing youth/adult athletic fields	10	2.2 %
Purchase land for additional athletic fields & larger recreational areas	3	0.7 %
Purchase land for additional trails or bikeways	21	4.7 %
Purchase land to develop neighborhood parks	10	2.2 %
Utilize school facilities for City recreation programs	6	1.3 %
WiFi in parks	13	2.9 %
Other	3	0.7 %
<u>None chosen</u>	<u>122</u>	<u>27.2 %</u>
Total	449	100.0 %

Q22. Which FOUR actions from the list in Question 21 would you be MOST WILLING to fund?

<u>Fourth Choice</u>	<u>Number</u>	<u>Percent</u>
Develop a new outdoor exercise/fitness area	13	2.9 %
Develop new areas for leisure games/activities (e.g., disc golf, horseshoes, table tennis)	8	1.8 %
Develop new indoor recreation centers with gymnasiums, fitness facilities, indoor walking/running tracks, etc. & replace smaller outdated recreation centers with newer, larger ones	12	2.7 %
Develop a Sports complex facility	11	2.4 %
Develop new nature trails, nature centers, & nature programs	21	4.7 %
Develop new outdoor family aquatic centers with slides, sprays, etc.	15	3.3 %
Develop new outdoor swimming pools	8	1.8 %
Develop new programs/activities at existing facilities	8	1.8 %
Develop new trails & connect existing trails	17	3.8 %
Develop walking & biking trails & parks along waterfront	30	6.7 %
Improve existing neighborhood & community parks	25	5.6 %
Improve existing park buildings/recreation facilities & centers	14	3.1 %
Improve existing playground areas	14	3.1 %
Improve existing sport courts (e.g., basketball, tennis, multi-sport)	10	2.2 %
Improve existing swimming pools	10	2.2 %
Improve existing youth/adult athletic fields	15	3.3 %
Purchase land for additional athletic fields & larger recreational areas	9	2.0 %
Purchase land for additional trails or bikeways	18	4.0 %
Purchase land to develop neighborhood parks	16	3.6 %
Utilize school facilities for City recreation programs	15	3.3 %
WiFi in parks	13	2.9 %
Other	1	0.2 %
<u>None chosen</u>	<u>146</u>	<u>32.5 %</u>
Total	449	100.0 %

SUM OF THE TOP FOUR CHOICES**Q22. Which FOUR actions from the list in Question 21 would you be MOST WILLING to fund? (top 4)**

<u>Sum of the top four choices</u>	<u>Number</u>	<u>Percent</u>
Develop a new outdoor exercise/fitness area	74	16.5 %
Develop new areas for leisure games/activities (e.g., disc golf, horseshoes, table tennis)	46	10.2 %
Develop new indoor recreation centers with gymnasiums, fitness facilities, indoor walking/running tracks, etc. & replace smaller outdated recreation centers with newer, larger ones	98	21.8 %
Develop a Sports complex facility	60	13.4 %
Develop new nature trails, nature centers, & nature programs	117	26.1 %
Develop new outdoor family aquatic centers with slides, sprays, etc.	65	14.5 %
Develop new outdoor swimming pools	55	12.2 %
Develop new programs/activities at existing facilities	52	11.6 %
Develop new trails & connect existing trails	95	21.2 %
Develop walking & biking trails & parks along waterfront	142	31.6 %
Improve existing neighborhood & community parks	98	21.8 %
Improve existing park buildings/recreation facilities & centers	57	12.7 %
Improve existing playground areas	43	9.6 %
Improve existing sport courts (e.g., basketball, tennis, multi-sport)	26	5.8 %
Improve existing swimming pools	61	13.6 %
Improve existing youth/adult athletic fields	31	6.9 %
Purchase land for additional athletic fields & larger recreational areas	22	4.9 %
Purchase land for additional trails or bikeways	65	14.5 %
Purchase land to develop neighborhood parks	34	7.6 %
Utilize school facilities for City recreation programs	31	6.9 %
WiFi in parks	43	9.6 %
Other	14	3.1 %
None chosen	91	20.3 %
Total	1420	

Q23. Your gender:

<u>Variable</u>	<u>Number</u>	<u>Percent</u>
Male	209	46.5 %
Female	219	48.8 %
Non-binary	1	0.2 %
Prefer not to answer	15	3.3 %
Not provided	5	1.1 %
Total	449	100.0 %

WITHOUT “PREFER NOT TO ANSWER” OR “NOT PROVIDED”**Q23. Your gender: (without "prefer not to answer" or "not provided")**

<u>Variable</u>	<u>Number</u>	<u>Percent</u>
Male	209	48.7 %
Female	219	51.0 %
Non-binary	1	0.2 %
Total	429	100.0 %

Q24. Counting yourself, how many people in your household are...

	Mean	Sum	Percent
number	2.3	971	100.0%
Under age 5	0.1	44	4.5%
Ages 5-9	0.1	48	4.9%
Ages 10-14	0.1	56	5.8%
Ages 15-19	0.1	51	5.3%
Ages 20-24	0.1	45	4.6%
Ages 25-34	0.3	109	11.2%
Ages 35-44	0.3	132	13.6%
Ages 45-54	0.3	144	14.8%
Ages 55-64	0.3	142	14.6%
Ages 65-74	0.4	149	15.3%
Ages 75-84	0.1	41	4.2%
Ages 85+	0	10	1.0%

Q25. Your age?

Variable	Number	Percent
18-34	77	17.1 %
35-44	79	17.6 %
45-54	86	19.2 %
55-64	89	19.8 %
65+	89	19.8 %
Not provided	29	6.5 %
Total	449	100.0 %

WITHOUT "NOT PROVIDED"**Q25. Your age? (without "not provided")**

Variable	Number	Percent
18-34	77	18.3 %
35-44	79	18.8 %
45-54	86	20.5 %
55-64	89	21.2 %
65+	89	21.2 %
Total	420	100.0 %

Q26. How many years have you lived in the City of Norfolk?

Variable	Number	Percent
0-5	61	13.6 %
6-10	36	8.0 %
11-15	31	6.9 %
16-20	41	9.1 %
21-30	73	16.3 %
31+	193	43.0 %
Not provided	14	3.1 %
Total	449	100.0 %

WITHOUT "NOT PROVIDED"**Q26. How many years have you lived in the City of Norfolk? (without "not provided")**

Variable	Number	Percent
0-5	61	14.0 %
6-10	36	8.3 %
11-15	31	7.1 %
16-20	41	9.4 %
21-30	73	16.8 %
31+	193	44.4 %
Total	435	100.0 %

Q27. Which of the following best describes your race/ethnicity?

<u>Q27. What best describes your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islander	15	3.3 %
Black/African American	183	40.8 %
Native American	3	0.7 %
White	216	48.1 %
Hispanic	33	7.3 %
Other	8	1.8 %
Total	458	

<u>Q27-6. Other</u>	<u>Number</u>	<u>Percent</u>
Mixed	2	25.0 %
Multiple	2	25.0 %
Many	1	12.5 %
Northern European	1	12.5 %
Native American African American Caucasian Irish	1	12.5 %
More than one	1	12.5 %
Total	8	100.0 %



Survey Instrument

THE CITY OF NORFOLK



Dear Norfolk Resident,

Over the last year, the Recreation, Parks and Open Space (RPOS) community has undergone many changes due to the COVID-19 Pandemic. Our recreation and community wellness lifestyle has been impacted. Recreation and community wellness is entering a new era and as a resilient community preparation is critical. We ask for your assistance in moving forward by completing the enclosed survey.

RPOS is conducting a Needs Assessment Survey to help establish priorities for the future improvement of parks and recreation facilities, programs, and services as part of its Master Plan update. Your household was randomly selected to receive this survey as your opinion is essential to move RPOS forward in improving services and programs.

We realize that this survey will take approximately 15 minutes to complete and appreciate your time to answer each question. The time you invest in completing this survey will aid RPOS in taking a resident-driven approach to making decisions. This will provide valuable information which will positively affect the lives of our residents.

ETC Institute, an independent consulting company, will administer the survey and compile the results. Please return your completed survey in the enclosed postage-paid envelope addressed to ETC Institute, 725 W Frontier Circle, Olathe, KS 66061 **within the next two weeks**. If you prefer to take the survey online, you may do so at norfolksurvey.org. **Your individual response will remain confidential.**

If you have any questions, please feel free to contact Edward Matthews, Assistant Director RPOS, at 757.823.4290 or at edward.matthews@norfolk.gov.

The Needs Assessment Survey is a tool that will benefit all residents. Take this opportunity to make a difference in our future.

Sincerely,

Darrell R. Crittendon, CPRP
Director of Recreation, Parks and Open Space



City of Norfolk Parks and Recreation Needs Assessment

Let your voice be heard today!

The City of Norfolk Recreation, Parks, and Open Space Department would like your input to help determine parks, greenways, open space, and recreation priorities for our community. Since this survey will inform a long-term plan, please answer the questions in pre-COVID conditions. This survey will take 10-15 minutes to complete. When you are finished, please return your survey in the enclosed postage-paid, return-reply envelope. If you prefer, you can complete the survey online at [NorfolkSurvey.org](https://www.norfolk.gov/norfolk-survey). We greatly appreciate and value your time!

1. Have you or any member of your household visited any parks or facilities offered by the City of Norfolk during the last 2 years (including the time before the COVID-19 Pandemic)?

____(1) Yes [Answer Q1a-b.] ____ (2) No [Answer Q1c.]

1a. How often have you visited City of Norfolk parks and/or facilities during the last 2 years?

____(1) More than 5 times a week ____ (3) Once a week ____ (5) Less than once a month
____ (2) 2-4 times a week ____ (4) 1-3 times a month ____ (9) Don't know

1b. Overall, how would you rate the physical condition of ALL the City of Norfolk parks and/or facilities you have visited during the last 2 years?

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

1c. If your household has NOT visited any City of Norfolk parks or facilities during the last 2 years, please CHECK ALL of the following reasons you have NOT visited, before the COVID-19 Pandemic.

____ (01) Use parks/trails in other cities	____ (08) Not aware of parks' or trails' locations
____ (02) Too far from your home	____ (09) Lack of transportation
____ (03) Parks/Trails are not well maintained	____ (10) Lack of restrooms
____ (04) Lack of features we want to use	____ (11) Lack of trust in government
____ (05) Lack of parking to access parks/trails	____ (12) Language/Cultural barriers
____ (06) Do not feel safe using parks/trails	____ (13) Other: _____
____ (07) Lack of handicap accessibility	

2. In the City of Norfolk, a Neighborhood Park is a smaller park which may have a play area, a picnic area, and a small outdoor open area. What is the maximum distance you would travel to visit a park like this?

____(1) 1/2 mile ____ (3) 2 miles ____ (5) Wouldn't visit this type of park
____ (2) 1 mile ____ (4) More than 2 miles

3. In the City of Norfolk, a Community Park is a larger park which may have a larger outdoor open area, play areas, athletic fields/game courts, a community building/gym, a childcare center or senior center. What is the maximum distance you would travel to visit a park like this?

____(1) 1/2 mile ____ (3) 2 miles ____ (5) Wouldn't visit this type of park
____ (2) 1 mile ____ (4) More than 2 miles

4. Has your household participated in any recreation programs offered by the City of Norfolk Recreation, Parks, and Open Space Department during the last 2 years?

____(1) Yes [Answer Q4a-b.] ____ (2) No [Answer Q4c.]

4a. How many programs offered by the City of Norfolk Recreation, Parks, and Open Space Department have you or members of your household participated in during the last 2 years?

____(1) One ____ (2) 2-3 ____ (3) 4-6 ____ (4) 7 or more

4b. How would you rate the overall quality of the City of Norfolk Recreation, Parks, and Open Space Department programs in which your household has participated?

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

4c. If your household has NOT participated in any City of Norfolk Recreation, Parks, and Open Space Department programs during the last 2 years, please CHECK ALL of the following reasons why you may have NOT participated, before the COVID-19 Pandemic.

- | | |
|---|--|
| ____(01) Lack of quality instructors | ____(10) Program not offered |
| ____(02) Old and outdated facilities | ____(11) Registration is difficult |
| ____(03) Use programs of other agencies | ____(12) Poor customer service by staff |
| ____(04) I don't know what is offered | ____(13) Lack of transportation |
| ____(05) Lack of quality programs | ____(14) Lack of right program equipment |
| ____(06) Fees are too high | ____(15) Too busy/Not interested |
| ____(07) Too far from your home | ____(16) Lack of trust in government |
| ____(08) Program times are not convenient | ____(17) Language/Cultural barriers |
| ____(09) Classes are full | ____(18) Other: _____ |

5. From the following list, please CHECK ALL of the ways you learn about City of Norfolk Recreation, Parks, and Open Space Department programs and activities.

- | | |
|--|--|
| ____(01) "Good Times" Magazine | ____(08) Banners at parks or City facilities |
| ____(02) City website | ____(09) Email/Eblasts from City |
| ____(03) Materials at parks or recreation facilities | ____(10) Facebook |
| ____(04) Conversations with recreation staff | ____(11) Twitter |
| ____(05) Newspaper | ____(12) Instagram |
| ____(06) Friends and neighbors | ____(13) Flyers |
| ____(07) Promotions at special events | ____(14) Other: _____ |

6. From the list in Question 5, which THREE methods of communication would you MOST PREFER the City use to communicate with you about recreation programs and activities? [Write in your answers below using the numbers from the list in Question 5, or circle "NONE."]

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

7. From the following list, please CHECK ALL of the organizations that you or members of your household have used for recreation and sports activities during the last 2 years.

- | | |
|---|--|
| ____(01) City of Norfolk recreation programs | ____(09) Private workout facilities |
| ____(02) Neighboring cities | ____(10) Private clubs (tennis, health, swim, fitness, Associations) |
| ____(03) Virginia State Parks | ____(11) Commercial (OneLife Fitness, Orangetheory Fitness, etc.) |
| ____(04) Public schools | ____(12) YMCA programs |
| ____(05) Private schools | ____(13) Other: _____ |
| ____(06) Places of worship (e.g., synagogues, churches) | ____(14) None; do not use any organizations |
| ____(07) Private and non-profit youth sports leagues | |
| ____(08) Private summer camps | |

8. Please indicate if you or any member of your household has a need for each of the alphabetically listed parks and recreation facilities/amenities in the City of Norfolk listed below by circling either "Yes" or "No." If "Yes," please rate how well your needs for facilities of this type are being met using a scale of 1 to 5, where 5 means they are "100% Met" and 1 means "0% Met."

Type of Facility/Amenity (Listed Alphabetically)	Do you have a need for this facility/amenity?		If "Yes," how well are your needs being met?				
	Yes	No	100% Met	75% Met	50% Met	25% Met	0% Met
01. Beaches	Yes	No	5	4	3	2	1
02. Boat ramps	Yes	No	5	4	3	2	1
03. Community centers (large regionalized)	Yes	No	5	4	3	2	1
04. Community centers (small neighborhood)	Yes	No	5	4	3	2	1
05. Community gardens	Yes	No	5	4	3	2	1
06. Diamond sports fields (e.g., baseball, softball)	Yes	No	5	4	3	2	1
07. Environmental education center	Yes	No	5	4	3	2	1
08. Fishing piers	Yes	No	5	4	3	2	1
09. Fitness and exercise facilities	Yes	No	5	4	3	2	1
10. Golf courses/driving ranges	Yes	No	5	4	3	2	1
11. Indoor basketball/volleyball courts (indoor gyms)	Yes	No	5	4	3	2	1
12. Indoor pools/aquatics facilities	Yes	No	5	4	3	2	1
13. Indoor walking/jogging track	Yes	No	5	4	3	2	1
14. Kayak and canoe launches	Yes	No	5	4	3	2	1
15. Large community/regional parks (10+ acres)	Yes	No	5	4	3	2	1
16. Large Sport Complex Facility	Yes	No	5	4	3	2	1
17. Nature/environmental centers	Yes	No	5	4	3	2	1
18. Neighborhood parks (1-10 acres)	Yes	No	5	4	3	2	1
19. Off-leash dog park	Yes	No	5	4	3	2	1
20. Open/green space	Yes	No	5	4	3	2	1
21. Outdoor amphitheater/outdoor performing arts venue	Yes	No	5	4	3	2	1
22. Outdoor multi-use courts (basketball, badminton, pickleball, tennis)	Yes	No	5	4	3	2	1
23. Outdoor swimming pools	Yes	No	5	4	3	2	1
24. Picnic areas and shelters	Yes	No	5	4	3	2	1
25. Playground equipment	Yes	No	5	4	3	2	1
26. Rectangular sports fields (e.g., football, lacrosse, rugby, soccer)	Yes	No	5	4	3	2	1
27. Skateboard parks	Yes	No	5	4	3	2	1
28. Splash pads	Yes	No	5	4	3	2	1
29. Tennis courts	Yes	No	5	4	3	2	1
30. Walking and biking trails	Yes	No	5	4	3	2	1
31. Walking and running tracks (indoor)	Yes	No	5	4	3	2	1
32. Other: _____	Yes	No	5	4	3	2	1

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

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

- 10. Please indicate if you or any member of your household has a need for each of the alphabetically listed parks, recreation, and senior programs in the City of Norfolk listed below by circling either "Yes" or "No." If "Yes," please rate how well your needs for programs of this type are being met using a scale of 1 to 5, where 5 means they are "100% Met" and 1 means "0% Met."**

Type of Program (Listed Alphabetically)		Do you have a need for this program?		If "Yes," how well are your needs being met?				
		Yes	No	100% Met	75% Met	50% Met	25% Met	0% Met
01.	Adult fitness and wellness programs	Yes	No	5	4	3	2	1
02.	Adult sports leagues	Yes	No	5	4	3	2	1
03.	After school programs for youth of all ages	Yes	No	5	4	3	2	1
04.	Birthday parties	Yes	No	5	4	3	2	1
05.	Boating lessons	Yes	No	5	4	3	2	1
06.	Community special events	Yes	No	5	4	3	2	1
07.	Cultural enrichment programs	Yes	No	5	4	3	2	1
08.	EGaming/ESports	Yes	No	5	4	3	2	1
09.	Exercise classes	Yes	No	5	4	3	2	1
10.	Fishing programs	Yes	No	5	4	3	2	1
11.	Gymnastics/tumbling programs	Yes	No	5	4	3	2	1
12.	Historic Park programs	Yes	No	5	4	3	2	1
13.	Lifeguard certification	Yes	No	5	4	3	2	1
14.	Outdoor environmental/nature camps and programs	Yes	No	5	4	3	2	1
15.	Preschool programs/early childhood education	Yes	No	5	4	3	2	1
16.	Programs for adults with special needs	Yes	No	5	4	3	2	1
17.	Programs for youth with special needs	Yes	No	5	4	3	2	1
18.	Recreation/competitive swim team	Yes	No	5	4	3	2	1
19.	Scuba diving/snorkeling	Yes	No	5	4	3	2	1
20.	Senior educational programs	Yes	No	5	4	3	2	1
21.	Senior health and wellness programs	Yes	No	5	4	3	2	1
22.	Senior trips	Yes	No	5	4	3	2	1
23.	STEAM (science, technology, engineering, arts and mathematics)/Tech Classes	Yes	No	5	4	3	2	1
24.	Swim lessons	Yes	No	5	4	3	2	1
25.	Teen/Tween programs	Yes	No	5	4	3	2	1
26.	Tennis lessons and leagues	Yes	No	5	4	3	2	1
27.	Virtual Programs	Yes	No	5	4	3	2	1
28.	Water fitness programs/lap swimming	Yes	No	5	4	3	2	1
29.	Youth fitness and wellness classes	Yes	No	5	4	3	2	1
30.	Youth performing arts programs (dance/music)	Yes	No	5	4	3	2	1
31.	Youth sports programs and camps	Yes	No	5	4	3	2	1
32.	Youth summer employment opportunities	Yes	No	5	4	3	2	1
33.	Youth summer programs and camps	Yes	No	5	4	3	2	1
34.	Youth visual arts/crafts/performing arts programs	Yes	No	5	4	3	2	1
35.	Other: _____	Yes	No	5	4	3	2	1

- 11. Which FOUR programs from the list in Question 10 are MOST IMPORTANT to your household?**
[Write in your answers below using the numbers from the list in Question 10, or circle "NONE."]

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

12. Please rate your level of agreement with the following statements about some potential benefits of the City of Norfolk's parks and recreation services by circling the corresponding number.

The parks, recreation, and senior services in Norfolk...	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
01. Helps to attract new residents and businesses	5	4	3	2	1	9
02. Helps to reduce crime in my neighborhood and keep kids out of trouble	5	4	3	2	1	9
03. Improves my (my household's) mental health and reduces stress	5	4	3	2	1	9
04. Improves my (my household's) physical health and fitness	5	4	3	2	1	9
05. Increases my (my household's) property value	5	4	3	2	1	9
06. Is age-friendly and accessible to all age groups	5	4	3	2	1	9
07. Makes Norfolk a more desirable place to live	5	4	3	2	1	9
08. Positively impacts economic/business development	5	4	3	2	1	9
09. Preserves open space and protects the environment	5	4	3	2	1	9
10. Promotes tourism to the city and the region	5	4	3	2	1	9
11. Provides jobs/professional development for youth	5	4	3	2	1	9
12. Provides positive social interactions for me (my household/family)	5	4	3	2	1	9
13. Provides volunteer opportunities for the community	5	4	3	2	1	9

13. The City of Norfolk is exploring developing a Sports Complex Facility. Below are some amenities that could be included in that facility. Please indicate how often your household would use each of these amenities.

How often would you use these amenities?	Several times/week	A few times/month	At least once/month	Less than once/month	Seldom/ Never	Don't Know
01. Aquatic facility	5	4	3	2	1	9
02. Baseball/Softball fields	5	4	3	2	1	9
03. Basketball courts	5	4	3	2	1	9
04. Cricket pitch	5	4	3	2	1	9
05. Football fields	5	4	3	2	1	9
06. Indoor batting cages (baseball, cricket, softball)	5	4	3	2	1	9
07. Indoor Fieldhouse (multi-use sports facility)/gymnasiums	5	4	3	2	1	9
08. Indoor sports courts	5	4	3	2	1	9
09. Outdoor exercise/fitness area	5	4	3	2	1	9
10. Pickleball (indoor)	5	4	3	2	1	9
11. Picnic shelters	5	4	3	2	1	9
12. Playgrounds	5	4	3	2	1	9
13. Regional walking/jogging trails	5	4	3	2	1	9
14. Skateboard park	5	4	3	2	1	9
15. Soccer fields	5	4	3	2	1	9
16. Tennis courts	5	4	3	2	1	9
17. Volleyball courts	5	4	3	2	1	9
18. Other: _____	5	4	3	2	1	9

14. Which FOUR of the amenities listed in Question 13 would your household be MOST LIKELY to use if they were included in a new Sports Complex Facility? [Write in your answers below using the numbers from the list in Question 13, or circle "NONE."]

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

- 15. The City of Norfolk is exploring replacing smaller, older community centers that are beyond their lifecycle with a larger Multigenerational community center. Below are some elements that could be included in the community center. Please indicate how often your household would use each of these features.**

How often would you use these features?	Several times/week	A few times/month	At least once/month	Less than once/month	Seldom/ Never	Don't Know
01. Aerobics/Fitness/Gymnastics space	5	4	3	2	1	9
02. Arts and crafts rooms	5	4	3	2	1	9
03. Banquet/Special event space	5	4	3	2	1	9
04. Childcare	5	4	3	2	1	9
05. Game rooms	5	4	3	2	1	9
06. Lap lanes for swim lessons, exercise swimming, competitive swimming or therapeutic purposes	5	4	3	2	1	9
07. Indoor running/walking track	5	4	3	2	1	9
08. Indoor sports courts (handball, racquetball, squash)	5	4	3	2	1	9
09. Multi-purpose courts for basketball, volleyball, etc.	5	4	3	2	1	9
10. Multi-purpose space for classes/meetings/parties	5	4	3	2	1	9
11. Pickleball (indoor)	5	4	3	2	1	9
12. Preschool space	5	4	3	2	1	9
13. Senior services and programs/senior resources	5	4	3	2	1	9
14. Technology/Innovation center (creative/maker space)	5	4	3	2	1	9
15. Teen lounge areas	5	4	3	2	1	9
16. Weight room/cardiovascular equipment area	5	4	3	2	1	9
17. Youth counseling services	5	4	3	2	1	9
18. Other: _____	5	4	3	2	1	9

- 16. Which FOUR of the features listed in Question 15 would your household be MOST LIKELY to use if they were included in a new Multigenerational community center? [Write in your answers below using the numbers from the list in Question 15, or circle "NONE."]**

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

- 17. What is the maximum distance you would travel to use a new Multigenerational community center if it had the features you indicated in Q16 as the most important to your household?**

____(1) 1-2 miles ____ (3) 5-6 miles ____ (5) More than 8 miles
 ____ (2) 3-4 miles ____ (4) 7-8 miles ____ (6) Wouldn't use the new community center

- 18. Please rate your level of satisfaction with the overall value that your household receives from the City of Norfolk Recreation, Parks, and Open Space Department.**

____ (1) Very satisfied ____ (3) Neutral ____ (5) Very dissatisfied
 ____ (2) Satisfied ____ (4) Dissatisfied ____ (9) Don't know

- 19. Given the recent COVID-19 Pandemic, how has your and your household's perception of the value of parks, trails, open spaces and recreation changed?**

____ (1) Value has significantly increased ____ (4) Value has somewhat decreased
 ____ (2) Value has somewhat increased ____ (5) Value has significantly decreased
 ____ (3) No change

- 20. Based on your perception of value, how would you want the City of Norfolk to fund future parks, recreation, trails, and open space needs?**

____ (1) Increase funding ____ (2) Maintain existing funding levels ____ (3) Reduce funding ____ (4) Not Sure

21. Please rate your level of support for each of the following actions the City of Norfolk could take to improve the parks and recreation system.

Types of Improvements	Very Supportive	Somewhat Supportive	Not Sure	Not Supportive
01. Develop a new outdoor exercise/fitness area	4	3	2	1
02. Develop new areas for leisure games/activities (e.g., disc golf, horseshoes, table tennis)	4	3	2	1
03. Develop new indoor recreation centers with gymnasiums, fitness facilities, indoor walking/running tracks, etc. and replace smaller outdated recreation centers with newer, larger ones	4	3	2	1
04. Develop a Sports Complex Facility	4	3	2	1
05. Develop new nature trails, nature centers, and nature programs	4	3	2	1
06. Develop new outdoor family aquatic centers with slides, sprays, etc.	4	3	2	1
07. Develop new outdoor swimming pools	4	3	2	1
08. Develop new programs/activities at existing facilities	4	3	2	1
09. Develop new trails and connect existing trails	4	3	2	1
10. Develop walking/biking trails and parks along the waterfront	4	3	2	1
11. Improve existing neighborhood and community parks	4	3	2	1
12. Improve existing park buildings/recreation facilities and centers	4	3	2	1
13. Improve existing playground areas	4	3	2	1
14. Improve existing sport courts (e.g., basketball, tennis, multi-sport)	4	3	2	1
15. Improve existing swimming pools	4	3	2	1
16. Improve existing youth/adult athletic fields	4	3	2	1
17. Purchase land for additional athletic fields and larger recreational areas	4	3	2	1
18. Purchase land for additional trails or bikeways	4	3	2	1
19. Purchase land to develop neighborhood parks	4	3	2	1
20. Utilize school facilities for City recreation programs	4	3	2	1
21. Wi-Fi in parks	4	3	2	1
22. Other: _____	4	3	2	1

22. Which FOUR actions from the list in Question 21 would you be MOST WILLING to fund? [Write in your answers below using the numbers from the list in Question 21, or circle "NONE."]

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

23. Your gender:

____ (1) Male ____ (3) Non-binary ____ (5) Prefer to self-describe: _____
 ____ (2) Female ____ (4) Prefer not to answer

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

Under age 5: _____ Ages 15-19: _____ Ages 35-44: _____ Ages 65-74: _____
 Ages 5-9: _____ Ages 20-24: _____ Ages 45-54: _____ Ages 75-84: _____
 Ages 10-14: _____ Ages 25-34: _____ Ages 55-64: _____ Ages 85+: _____

25. Your age: _____ years

26. How many years have you lived in the City of Norfolk? _____ years

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

____ (1) Asian/Pacific Islander ____ (3) Native American ____ (5) Hispanic
 ____ (2) Black/African American ____ (4) White/Caucasian ____ (99) Other: _____