



Town of Danville Intercept Event Summary

Introduction

Between February and April 2016, the Town of Danville staff and members of the Parks, Leisure Services and Arts Commissions conducted intercept events at fifteen different locations to solicit input on **Danville’s Parks, Recreation and Arts Strategic Plan update**. Approximately 300 people participated in the intercept events held at parks, community centers and other popular locations throughout Danville. The intercept events provide Danville residents and visitors who otherwise might not participate in the planning process with an opportunity to share their ideas and preferences.

Town staff and Commissioners invited people to participate in a set of interactive exercises in which they answered questions about Danville by placing “dot” stickers on their preferred choice(s) displayed on five, large poster boards. Participants could also provide written “other” responses. This approach engaged all age groups, especially families with young children, and allowed for informal and educational discussion with the public. This summary provides the results of intercept surveys conducted at fifteen locations, as listed in **Table 1**.

Table 1. Intercept events locations and dates

Location	Date
Recreation Expo	February 2, 2016
Danville Youth Council	February 22, 2016
Christie’s Donuts	March 1, 2016
Danville Senior Center	March 3, 2016
Oak Hill Park	March 5, 2016
Starbucks Rose Garden	March 7, 2016
Danville Library	March 9, 2016
Starbucks Harts	March 15, 2016
Starbucks Crow Canyon	March 18, 2016
Osage Station Park	March 19, 2016
Rotary Club	March 21, 2016
Peet’s Coffee	March 21, 2016
Sideboards	March 25, 2016
Diablo Vista Park	March 26, 2016
Sycamore Valley Park	April 2, 2016



Key Themes and Takeaways

A number of key themes emerged from participants’ answers to the intercept event activities:

1. Overall, participants strongly connect the parks, recreation and arts system in Danville with a high quality of life.
2. Looking at Danville as three geographic “zones” (see Question 2) shows that participants play and recreate in locations that are spread across these three areas.
3. Participants value performing arts and cultural events, and would like to see Danville focus more on these types of events.
4. Participants would like to partake in a large variety of activities, from hiking and walking, to playing, fitness, and dog walking in Danville’s parks, indicating the importance of maintaining a diversity of uses within Danville’s park system.
5. Youth leadership programs and general park clean-up activities were highlighted as the top ways to promote stewardship in Danville’s park, recreation and arts system.

Intercept Question Results

Question 1: How important are parks, recreation and arts to Danville’s quality of life?

Participants were asked to rate how important the parks, recreation and arts system is to creating a high quality of life in Danville. As **Table 2** shows, 80% of respondents rate the importance of parks, recreation and arts with a “5” (very important) and 16% with a “4” (between very important and important).

Table 2. Importance of parks, recreation and arts to Danville’s quality of life

Response	Number	Percent
1 (not important)	0	0%
2	2	1%
3 (important)	10	3%
4	45	16%
5 (very important)	230	80%
TOTAL	287	100%



Question 2: Where do you live and play?

The second board prompted participants to place a blue sticker where they live and up to three yellow stickers where they “play” or recreate most frequently.

For this analysis, responses were grouped into four geographic areas or zones:

1. East of 680, North of Camino Tassajara (Zone 1)
2. East of 680, South of Camino Tassajara (Zone 2)
3. West of 680 (Zone 3)
4. Outside Danville

More than three-quarters of respondents live in Danville and the largest group of respondents (41%) live west of 680 (See **Table 3**). Of Danville residents that live east of 680, 12% live north of Camino Tassajara, and 24% live south of Camino Tassajara. Roughly 23% of respondents live outside of Danville.

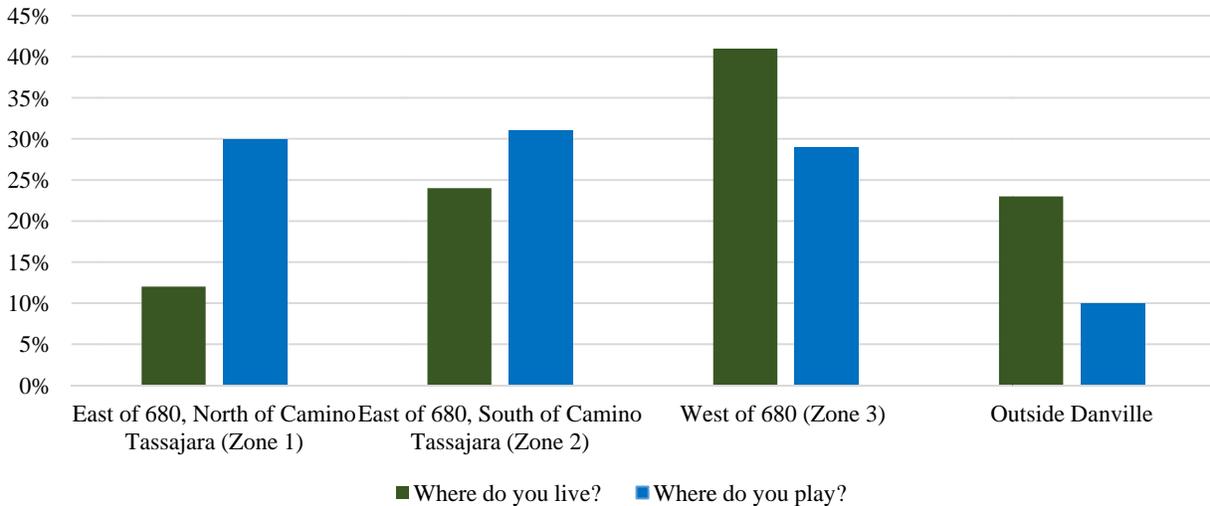
Responses for where people play within Danville were evenly distributed among the three “zones” of Danville. Approximately 10% of respondents play and recreate outside of Danville. These results indicate that while respondents’ homes may not be evenly distributed throughout Danville, the areas that they recreate are generally well distributed throughout the Town. In addition, a greater number of respondents live outside of Danville as compared to the number of responses indicating people recreate outside of Danville. This trend indicates that visitors are coming into the Town to take advantage of recreational opportunities.

Table 3. Where do you live and play?

Response	Number	Percent
Where do you live?		
East of 680, North of Camino Tassajara (Zone 1)	35	12%
East of 680, South of Camino Tassajara (Zone 2)	72	24%
West of 680 (Zone 3)	124	41%
Outside Danville	68	23%
TOTAL	299	100%
Where do you play?		
East of 680, North of Camino Tassajara (Zone 1)	179	30%
East of 680, South of Camino Tassajara (Zone 2)	188	31%
West of 680 (Zone 3)	172	29%
Outside Danville	59	10%
TOTAL	598	100%



Figure 1. Where do you live and play?



Question 3: What activities would you most like to see more of in Danville’s park and recreation system?

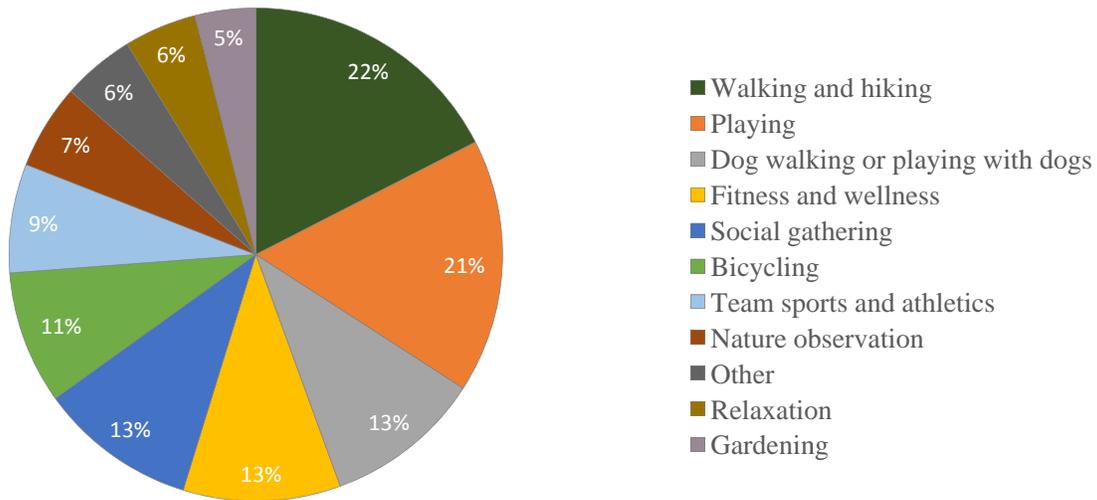
The third intercept board asked participants to place stickers on the top three activities they would like to see more of in Danville’s park and recreation system. The top activity choice was walking and hiking (22%), followed by playing (21%). The next most frequently selected activities that participants would like to see more of include dog walking, social gathering, and fitness opportunities, which each received about 13% of the total responses. These responses highlight the wide variety of park and recreation activities that park users would like to have within Danville’s system.

Table 4. Activities that intercept participants would like to see more of in Danville

Option	Number	Percent
Walking and hiking	114	22%
Playing (running, sliding, climbing, etc.)	109	21%
Dog walking or playing with dogs	69	13%
Social gathering	67	13%
Fitness and wellness	65	13%
Bicycling	57	11%
Team sports and athletics	49	9%
Nature observation	37	7%
Relaxation	32	6%
Other	32	6%
Gardening	28	5%
TOTAL	518	100%



Figure 2. Activities that intercept participants would like to see more of in Danville



Participants were encouraged to share their own responses to this question by using the “other” write-in option. Responses within the “other” category included:

- Skate park
- Senior non-team sports (such as Bocce and Pickle Ball)
- A soccer league
- Intergenerational classes
- Art
- Danville-run youth football league (not T-birds)
- Downtown playgrounds
- Safer bicycle lanes
- Special needs parks
- Petting zoo
- Shading
- Dog park
- Running
- Walking and hiking on trails
- More bike parking



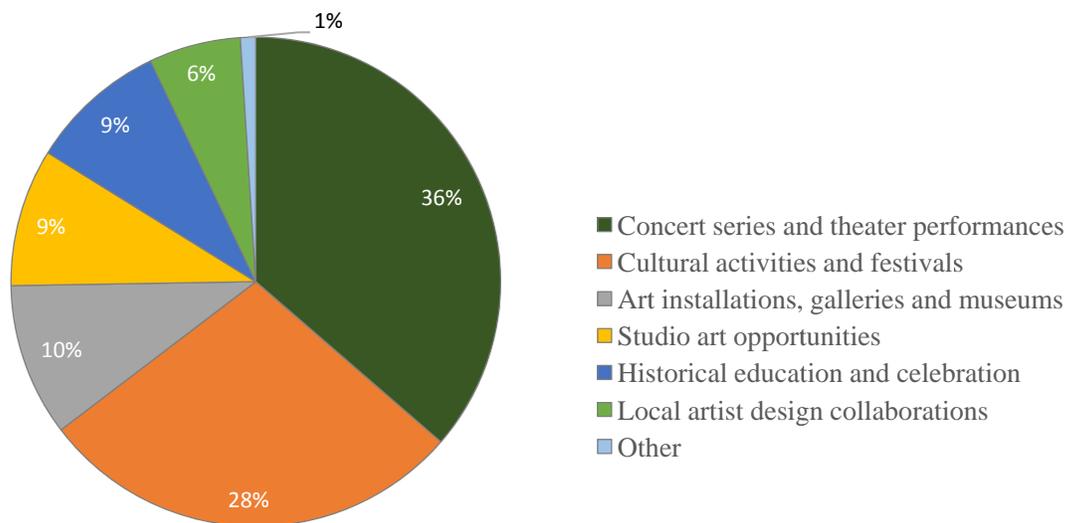
Question 4: What areas should we focus more of Danville’s cultural and arts offerings?

The fourth question asked participants where the Town of Danville should focus to improve its cultural and arts offerings. Over a third of responses indicated people would like to see an increased focus on concert series and theater performances; cultural activities and festivals was also a top selected focus. These top two responses indicate that people participating in these intercept events would like to see a greater focus on Danville’s performing arts and culture.

Table 5. Increased focus for Danville’s cultural and arts offerings

Option	Number	Percent
Concert series and theater performances (concerts or theater in the park, musicals, comedies)	210	36%
Cultural activities and festivals (street festivals, parades)	165	28%
Art installations, galleries and museums	57	10%
Studio art opportunities	55	9%
Historical education and celebration	55	9%
Local artist design collaborations	34	6%
Other	7	1%
TOTAL	583	100%

Figure 3. Increased focus for Danville’s cultural and arts offerings





Participants listed additional suggestions through the “other” write-in option, such as:

- More movies at Village Theatre
- Olli Osher lectures
- More involvement with K-12 students (e.g., gallery curation and mentoring)
- More kid friendly festivals
- Education events
- Concerts at Osage Park

Question 5: What would encourage you or your neighbors to become stewards of Danville’s parks, recreation and arts system?

The final question of the intercept activity asked participants to vote on the top activities that would encourage themselves or their neighbors to become stewards of Danville’s park, recreation and arts system. Over a quarter of the responses indicated that people thought youth and teen leadership programs would encourage stewardship. The other top response included using park clean-up opportunities to foster stewardship.

Table 6. Opportunities for stewardship

Option	Number	Percent
Youth and teen leadership programs	130	26%
Park clean-up and maintenance programs (Adopt-a-Park or Adopt-a-Trail programs)	114	23%
Arts-related opportunities	71	14%
Environmental education classes	68	14%
Native planting days	54	11%
Park, Recreation and Arts Foundation (funding source for local environmental, arts and cultural groups)	52	10%
Other	9	2%
TOTAL	498	100%

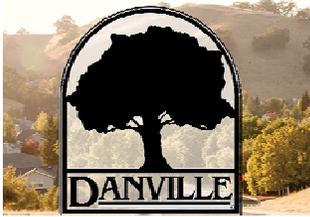
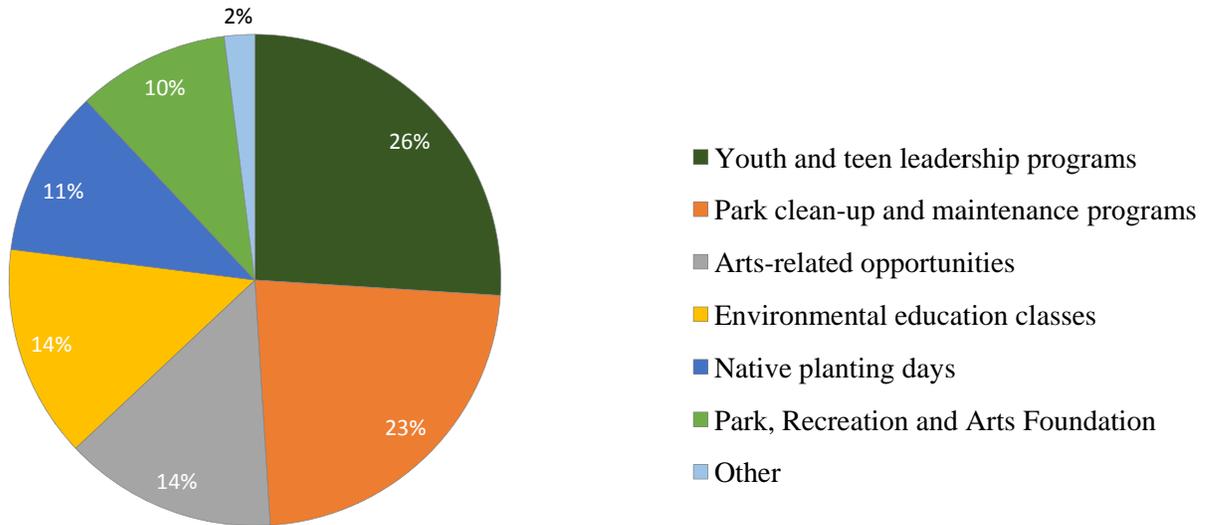


Figure 4. Opportunities for stewardship



Additional ideas specified through the “other” response option included hosting a women's forum/conference, running a recycled water program, and implementing a business-oriented “adopt-a-park” approach.

Next Steps

The ideas, preferences and priorities identified through these intercept events will be integrated with community input from other outreach activities to inform Danville’s Parks, Recreation and Arts Strategic Plan Update.