



Town of Danville Questionnaire Summary

Introduction

This document summarizes the results of the online questionnaire implemented for the **Town of Danville's Parks, Recreation and Arts Strategic Plan update**. Community input collected through this online questionnaire provides valuable information about the needs and priorities of Danville's parks, recreation and arts system from the perspective of its users. Between February and April 2016, 366 individuals responded to the online questionnaire.

Promotional outreach for the questionnaire was conducted through Danville's website, local newsletters, community intercept events, social media and other channels. The online format provided community members and Town visitors who otherwise might not participate in a traditional workshop or intercept event with an opportunity to share their ideas and preferences on their own time.

Key Themes and Takeaways

A number of key themes emerged from participants' answers to the questionnaire, including the following:

1. **Parks are an important community asset.** Overall, participants strongly connect the parks, recreation and arts system in Danville with a high quality of life. Ninety-six percent of participants believe that Danville's parks, recreation and arts services are important or very important to a high quality of life.
2. **Active transportation is a frequent travel mode.** While people most frequently drive to parks, respondents also frequently travel to parks using active transportation modes. Over seventy percent of respondents frequently walk, run or bike to a park.
3. **Trail connections and network are a prioritized need.** Over forty percent of participants would like to see more walking and hiking opportunities in parks. This corresponds with the high percentage of participants that want an expanded trail network (51%) and see lack of trail connections as a current barrier (36%).
4. **Renovating existing parks is a priority project.** Nearly half of survey participants (51%) consider renovating existing Town of Danville parks and facilities as a priority project for them.
5. **Desire for more concert series and performances.** Respondents would like to attend more performing cultural and art events. A majority (67%) of respondents want to see more concert series and theater performances in Danville.



Demographics

Participants were asked to provide information about their age, gender, race and ethnicity. Survey participants were also asked to indicate whether they lived or worked in Danville. This demographic information helps the Town understand how well the information they captured in this survey represents different demographic groups within Danville. In addition, this information helps focus future outreach efforts on specific populations that are less represented within the questionnaire.

Since respondents were not limited to one response, the percentages of each response selected add up to more than 100%, and the response count total is larger than the number of respondents to some questions. Tables 1, 2 and 3 compare demographic information of questionnaire participants with the larger Danville population, as reported by the U.S. Census Bureau.

Table 1. Age of Questionnaire Respondents and Danville Residents

Response	Questionnaire Number	Questionnaire Percent	Danville Percent*
Under 18	6	2%	27%
18-24	5	2%	5%
25-34	37	12%	6%
35-44	72	24%	12%
45-54	70	23%	18%
55-64	63	21%	16%
65-74	41	14%	8%
75+	8	3%	8%

TOTAL 302

*Source: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates

Table 2. Gender of Questionnaire Respondents and Danville Residents

Response	Questionnaire Number	Questionnaire Percent	Danville Percent*
Female	207	68%	53%
Male	93	31%	47%
Other	1	0%	-
Prefer not to Respond	3	1%	-

TOTAL 304

*Source: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates



Table 3. Race and Ethnicity of Questionnaire Respondents and Danville Residents

Response	Questionnaire Number	Questionnaire Percent	Danville Percent*
American Indian or Alaskan Native	1	0%	0.2%
Asian, Asian Indian or Pacific Islander	25	8%	12%
Black or African American	4	1%	1%
Hispanic/ Latino	13	4%	6%
White/ Caucasian	236	79%	83%
Prefer not to respond	25	8%	-
Other	5	2%	-

TOTAL 302

*Source: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates

Table 4. Where do you live and work?

Response	Number	Percent
Live in Danville - East of 680, North of Camino Tassajara (Zone 1)	89	30%
Live in Danville - East of 680, South of Camino Tassajara (Zone 2)	102	34%
Live in Danville - West of 680 (Zone 3)	57	19%
Visit Danville	21	7%
Work or own a business in Danville	51	17%
Live in a nearby community	42	14%

TOTAL 301

Findings

- This questionnaire attracted participation from residents throughout Danville, with participants almost evenly divided between Zone 1, Zone 2 and Zone 3 (30%, 34% and 19%, respectively).
- People who work or own a business in Danville also responded (17% of participants).
- The Strategic Update process aims to hear mainly from local residents and employers. Only 14% of participants reported to live in a nearby community.
- This questionnaire attracted higher participation from females, which is not uncommon to public outreach processes. This questionnaire attracted participation from adults in the middle age brackets (35-44, 45-54, 55-64), who often do not turn out to meetings or respond to paper surveys and questionnaires.
- About 17% of survey participants were 65 or older, similar to the 16% of residents in Danville who are 65 or older.
- There was less participation from individuals who 18 and younger, (17% of respondents, compared to 27% of residents in Danville). A youth-specific focus group provided another means of hearing from Danville’s young people.



Parks, Recreation and Art Services

A set of general questions was asked to participants to gauge how important Danville’s parks recreation and arts services are to quality of life. In addition, two questions inquired about how participants most frequently travel to parks and how they most often hear about events and services related to parks, recreation and arts in Danville.

Table 5. Importance of Danville’s Parks, Recreation and Arts to Quality of Life

Response	Number	Percent
1. Don’t Know	2	1%
2. Not Important	1	0%
3. Somewhat Important	7	2%
4. Important	63	21%
5. Very Important	221	75%
TOTAL	294	

Table 6. Most Frequent Travel Modes to Danville Parks

Response	Number	Percent
Drive or get a ride in a car	237	81%
Walk or run	146	50%
Bike	66	23%
Public transportation	1	0%
Skateboard, scooter, other small wheels	0	0%
Other	4	1%
TOTAL	292	

Table 7. Communication Mode

Response	Number	Percent
Danville recreation program guide	207	57%
Friends/word of mouth	167	46%
Social media (e.g. Facebook, Twitter, Next Door)	124	34%
Newspapers and other news media	95	26%
Danville website	72	20%
Other	21	6%
Online blogs	11	3%
Danville listservs	6	2%
TOTAL	295	



Findings

- As Table 5 reports, most survey participants (96%) believe that Danville’s parks, recreation and arts services are “important” or “very important” to a high quality of life.
- Over 80% of participants most often use a car to get to a park. Active transportation modes (including walking, running and biking) are also used by participants; 70% of participants frequently use these modes to get to parks.
- Only one respondent indicated that their top travel mode to Danville parks was public transportation.
- Danville’s recreation program guide was a top method (57%) for participants to hear about park and recreation information, followed by friends and word of mouth (46%).
 - In most communities, “word of mouth” is the top method for learning about parks and recreation offerings. This indicates that Danville’s recreation guide is still relevant and timely.
 - In fact, many of the responses in the “other” category alluded to the strength of word of mouth in Danville, answering with responses such as “just from living here” and being a “Danville native.”
- The third top mode for people to learn about park and recreation information is through social media platforms (e.g., Facebook, Nextdoor and Twitter).
- Collectively, these top three responses indicate that a multi-layered approach, including in-person, in print and digital methods is effective and should be continued to disseminate park, recreation and arts information in Danville.



Parks and Facilities

The questionnaire also inquired about how frequently people visit specific parks in Danville and what activities they engage in at parks. In addition, the questionnaire solicited input on desired activities, high priority projects, and current obstacles that impact how participants engage with Danville’s parks and recreation facilities.

Table 8. Frequency of Visits to Parks and Facilities

Response	At least once a week		A couple of times per month		Every few months		Once or twice a year		Never	
	#	%	#	%	#	%	#	%	#	%
A park near my home	98	38%	86	33%	49	19%	19	7%	7	3%
Iron Horse Trail/Corridor	78	39%	55	27%	38	19%	13	6%	17	8%
A school park	61	27%	46	20%	39	17%	41	18%	38	17%
Sycamore Valley Park	24	12%	46	23%	47	24%	46	23%	36	18%
A park in Downtown Danville	22	10%	48	21%	77	33%	49	21%	35	15%
Osage Station Park	21	10%	54	27%	52	26%	39	19%	35	17%
Hap Magee Ranch Park	16	8%	48	24%	55	28%	51	26%	30	15%
Diablo Vista Park	10	5%	21	11%	35	18%	55	28%	73	38%
Oak Hill Park	9	5%	27	14%	54	28%	48	24%	58	30%
Danville South Park	6	3%	10	5%	35	17%	44	22%	107	53%
Village Theatre	1	1%	17	29%	40	20%	68	34%	72	36%



Table 9. Top Reasons for Visiting Parks

Response	Number	Percent
To enjoy the outdoors	127	46%
To take children to the playground	95	34%
For dog walking	73	26%
To gather with family and/or friends	57	21%
For activities or features at a specific site	53	19%
To take children to a sports activity	45	16%
To experience nature	39	14%
To play sports	26	9%
For picnic and general leisure activities	11	4%
Other	0	0%
TOTAL	277	

Findings

- Respondents are most often visiting the park near their home, and more than a third of respondents are visiting this park once a week. This finding indicates the importance of Danville focusing on residents’ local parks.
- The Iron Horse Trail is receiving high usage. Over a third of respondents are visiting the Trail once a week, and nearly a third of respondents are visiting the Trail once a month.
- School parks are also an important asset to the parks system. Nearly half of respondents are visiting a school park at least once a month, if not more.
- Hap McGee and the Downtown Parks seem to have more periodic visitors; respondents were more likely to indicate that they go there a few times a year, but are not regularly visiting.
- More than half of respondents have never visited Danville South, and about one-third of respondents have never visited Diablo Vista or the Village Theater.
- Although few people frequent Village Theatre at least once a week, nearly 50% of respondents indicated that they go to Village Theater a couple of times a month or every few months.
- Parks are being used to get outdoors, for their playgrounds, and for dog walking. Picnic/general leisure received the lowest number of responses (11 responses). Though playing sports was second lowest (9% of respondents), taking children to sports activities was picked by 16% of respondents. The combined total of playing sports and taking children to sports activities is 24%, similar to dog walking at 26%.



Table 10. Activities to See More of in Danville’s Parks

Response	Number	Percent
Walking and hiking	111	41%
Playing (running, sliding, climbing, etc.)	81	30%
Fitness and wellness	61	23%
Dog walking or playing with dog(s)	49	18%
Social gathering	44	16%
Bicycling	43	16%
Nature observation	34	13%
Gardening	26	10%
Relaxation	25	9%
Other	23	8%
Team sports and athletics	21	8%
TOTAL	271	

Table 11. High priority projects

Response	Number	Percent
Expand the trail network, including bicycle and pedestrian connections to trails	139	51%
Renovate or enhance existing parks and facilities	128	47%
Expand passive areas/ Protect more open space	87	32%
Develop vacant or undeveloped property	60	22%
Offer more programs, events and activities	49	18%
Other	36	13%
Improve and expand courts and fields for sports activities	26	10%
TOTAL	273	

Table 12. Barriers to Accessing Parks

Response	Number	Percent
Lack of trail connections	56	36%
Lack of sidewalks or difficult intersections for walking	54	35%
Lack of bike lanes or safe biking routes	50	32%
Lack of linkages to facilities (e.g. bridges over creeks)	26	17%
Poor signage in marking park entrances	25	16%
Other	23	15%
Poor signage/wayfinding within the parks and recreation areas	21	13%
Lack of public transportation	17	11%
TOTAL	156	



Findings

- Over forty percent of participants would like to see more walking and hiking opportunities in parks. This compliments the finding that a high number of participants want to prioritize expanding a trail network (51%) and see lack of trail connections as a current barrier (36%).
- Just under half of participants (47%) indicated that renovating existing parks and facilities was a priority project for them.
- The top three barriers to accessing parks all relate to a lack of walking or biking infrastructure (lack of trail connections, 36%, lack of sidewalks/safe crossings, 35%; lack of bike lanes, 32%). This is especially notable considering the relatively high rate of walking and biking to access parks in Danville.

Trails and Pathways

The questionnaire solicited input information about how participants currently use trails and pathways in Danville, and how they would like to use trails and pathways in the future.

Table 13. Have you used trails and pathways in Danville within the last year?

Response	Number	Percent
Yes	249	93
No	20	7
TOTAL	269	

Table 14. Most needed type of pathway or trail

Response	Number	Percent
Off-street paved trails for bicycling, walking, rollerblading, etc.	65	25%
Unpaved nature trails reserved for walking and hiking	63	24%
Looped trails for exercise	46	17%
Multiple use trails shared by bikers, walkers, and equestrian users	46	17%
On-street commuter bicycle lanes	31	12%
Other	12	5%
TOTAL	263	



Findings

- Trails and pathways are well used in Danville; with 93% of people reporting they have used the trail and pathway system over the last year.
- A total of 25% of respondents indicated that off-street paved trails are the most needed type of trail. An almost equal number of respondents (24%) selected unpaved nature trails for hiking and walking as the most needed trail type.
- Another 17% of respondents prioritized multiple use trails shared by bikers, walkers and equestrian users. The same percentage favored looped trails for exercise.

Recreational Programs

The satisfaction and use of Danville’s recreation programs was explored in this section of the questionnaire, along with participants’ desire for expanded recreation programming.

Table 15. Variety and availability of recreation classes and programs

Response	Number	Percent
Excellent	38	14%
Very Good	93	35%
Satisfactory	75	28%
Not very good	17	6%
Totally inadequate	0	0%
Not sure	41	16%
TOTAL	264	

Table 16. Participation in recreation programming in the last year

Response	Number	Percent
Yes	126	48%
No	139	52%
TOTAL	265	



Table 17. Expanded recreation

Response	Number	Percent
Classes for adults	74	30%
Outdoor education/ interpretive programs	60	25%
Adult organized sports	52	21%
Classes for youth	48	20%
After-school activities for youth	48	20%
Senior activities and classes	35	14%
Youth organized sports	32	13%
Day camps and trips	28	12%
Performing arts classes	24	10%
Other	23	9%
TOTAL	243	

Findings

- Overall, people are satisfied with the variety and availability of recreation programming in Danville. About 77% of respondents were at least “satisfied,” and only six percent of respondents were “unsatisfied”
- Of the survey respondents, nearly half (48%) had participated in recreation programming within the last year, and 52% had not.
- Responses varied for what participants saw as needed areas for expansion for Danville recreation. The top two responses were classes for adults and outdoor education/interpretive programs.

Cultural and Arts Offerings

Survey participants were asked questions about their perceptions of public art and cultural activities in Danville, as well as their past participation. The questionnaire also asked participants what they would like to see in an expanded arts and culture program for the Town of Danville.



Table 18. Contributions of public art and cultural activities to Danville

Response	Number	Percent
Make the Town beautiful	94	38%
Represent community values, heritage, and identity	82	33%
Enhance Danville’s reputation as an arts and culture destination	64	26%
Contribute to civic pride	61	24%
Exposure to new artistic concepts and culture	59	24%
Interact with a place, create an environment	51	20%
Express community image	34	14%
Create gateways	13	5%
Other	5	2%
TOTAL	250	

Table 19. What public art and cultural activities have you attended?

Response	Yes, in Danville		Yes, outside Danville		No	
	#	%	#	%	#	%
Attended a cultural activity or festival (i.e., street festival, parade)	201	78%	30	12%	28	11%
Attended a concert series or theater performance	111	44%	91	36%	48	19%
Visited an art installation, art gallery or museum	75	30%	110	43%	69	27%
Participated in historical education program or celebration	54	22%	60	24%	132	54%
Participated in a visual or performing arts program	45	18%	73	29%	131	53%



Table 20. Expanded arts programming

Response	Number	Percent
Concert series and theater performances (e.g., concerts or theater in the park, musicals, comedies)	164	67%
Cultural activities and festivals (e.g., street festivals and parades)	106	43%
Youth art classes and activities	62	25%
Adult art classes and activities	54	22%
Local artist design collaborations	32	13%
Senior art classes and activities	19	8%
Other	11	5%
TOTAL	244	

Findings

- Participants most often indicated that public art and cultural activities were pivotal to making the Town beautiful, and to representing community values, heritage, and identity (38% and 33%, respectively).
- About 78% of respondents indicated that they had attended a cultural activity or festival in Danville in the last year (201 total respondents).
- Respondents were more likely to visit an installation or museum, attend a historical education event, and participate in a visual or performing arts course outside of Danville than in Danville.
- Respondents would like to attend more performing cultural and art events. A majority of respondents want to see more concert series and theater performances (67%). Participants also frequently indicated that they would like to see more cultural activities and festivals (43%). There is also interest in youth and adult art classes and activities.

Vision for Danville

Respondents were asked to provide open-ended feedback that would help guide Town of Danville staff in the Strategic Plan update. The following themes emerged from their responses:

- **Appreciation of Danville parks.** Many people are proud of the how the parks system serves the Danville community. They also expressed satisfaction with the summer concert series and the recreation center.



Parks, Recreation and Arts Strategic Plan

- **Art studio facility.** Two respondents asked for Danville to consider making a space available for local artists to work, educate and collaborate.
- **More dog parks.** Many respondents asked for more dog parks, specifically in more geographically varied locations. In addition, a number of comments emphasized the need to replace the grass at the dog park at Hap Magee.
- **Shade structures.** Three respondents requested Danville consider building more shade structures, particularly geared for parents who are watching kids play.
- **Adult recreation programs.** While many people are satisfied with the recreation programs offered by the Town, some specified that it would be nice to see additional programming for adults within the community.
- **Interactive parks for youth and toddlers.** Some of the self-identified parents indicated that they would like to see more park features for children, including an interactive park or a youth bike park.
- **Better sidewalk connections.** Two participants thought that an improved sidewalk system would help better connect Danville residents to their local parks.
- **Amenities at Danville's tennis courts.** Five comments addressed the lack of nearby, sanitary bathroom facilities at either the Monte Vista or Oak Hill Park tennis court locations. Participants thought offering better alternatives should be a Town priority.
- **More pocket parks and playgrounds downtown.** Three residents said they would love to see park facilities, such as pocket parks and playgrounds located downtown, specifically ones that would be within walking distance to downtown residents.
- **Show diversity in recreation materials.** One comment highlighted the need to show African Americans families and youth within the recreation program and outreach materials to better represent the diversity of races and ethnicities found within Danville.
- **Free senior programs and spaces.** Some of the comments highlighted the need to create free senior programs to encourage seniors to congregate and spend time together.