

*CELEBRATE DAVIS*  
SURVEY SUMMARY

Parks and Community Services Department  
Parks and Recreation Facilities Master Plan Update

June 2007  
Prepared by MIG, Inc.



## Summary

On May 17, 2007 the city-wide *Celebrate Davis* event was held in Community Park. While sponsored by the Chamber of Commerce, the City of Davis is a platinum sponsor and signature participant in this popular special event. To kick-off the master planning process, an intercept survey was administered by Parks and Community Services staff during the event. The intercept surveys were designed to engage both children and adults about their parks usage, preferences and desires for the future. Over 900 complete surveys were collected and analyzed, key findings are listed below.

## Key findings

### **Nearly sixty percent of Davis adults visit Davis Parks daily or multiple times a week**

Over 35 percent of respondents to the adult survey said they visit Davis parks twice a week or more and 21 percent said they visit a Davis park everyday.

### **Walking/ running and playing with kids are primary reasons for adult park visits**

Over 37 percent of respondents to the adult survey said that walking and running are the primary reason they visit Davis parks. Another 22 percent said taking children to play is the primary reason they visit Davis parks. Over half of the adult survey respondents currently have kids in school. Another 10 percent noted visiting pools as the primary reason they visit Davis parks.

### **Rainbow City Park is the most popular park for Davis youth**

Over 20 percent of respondents to the youth survey cited Rainbow City Park as their favorite park. Other parks that captured the “favorite” classification included: Community Park (14 percent), Slide Hill Park (12 percent) and Arroyo Park (7 percent).

### **Davis youth primarily get themselves to parks by bike or by foot**

Nearly half of youth survey respondents said they usually get to the park by bike and thirty percent said they usually walk to parks. The other 21 percent have someone drive them to parks.

### **Davis residents have plenty of ideas for new park amenities**

In response to a question about what recreational amenities are missing from Davis Parks, top respondent answers included: Pools, Picnic Areas, Bocce Ball, Walking Paths and Dog Exercise areas.

### **Davis residents want more passive recreation opportunities, evening and after-school programming**

Survey respondents offered a number of suggestions in response to the question “What, if anything, is missing from current Davis Parks and Recreation programming?” Increased after-school and evening programs and passive recreation opportunities were the most often mentioned programming requests. In response to a question about kids programs, adults indicated a desire for increased athletic offerings, summer camps and dance classes.