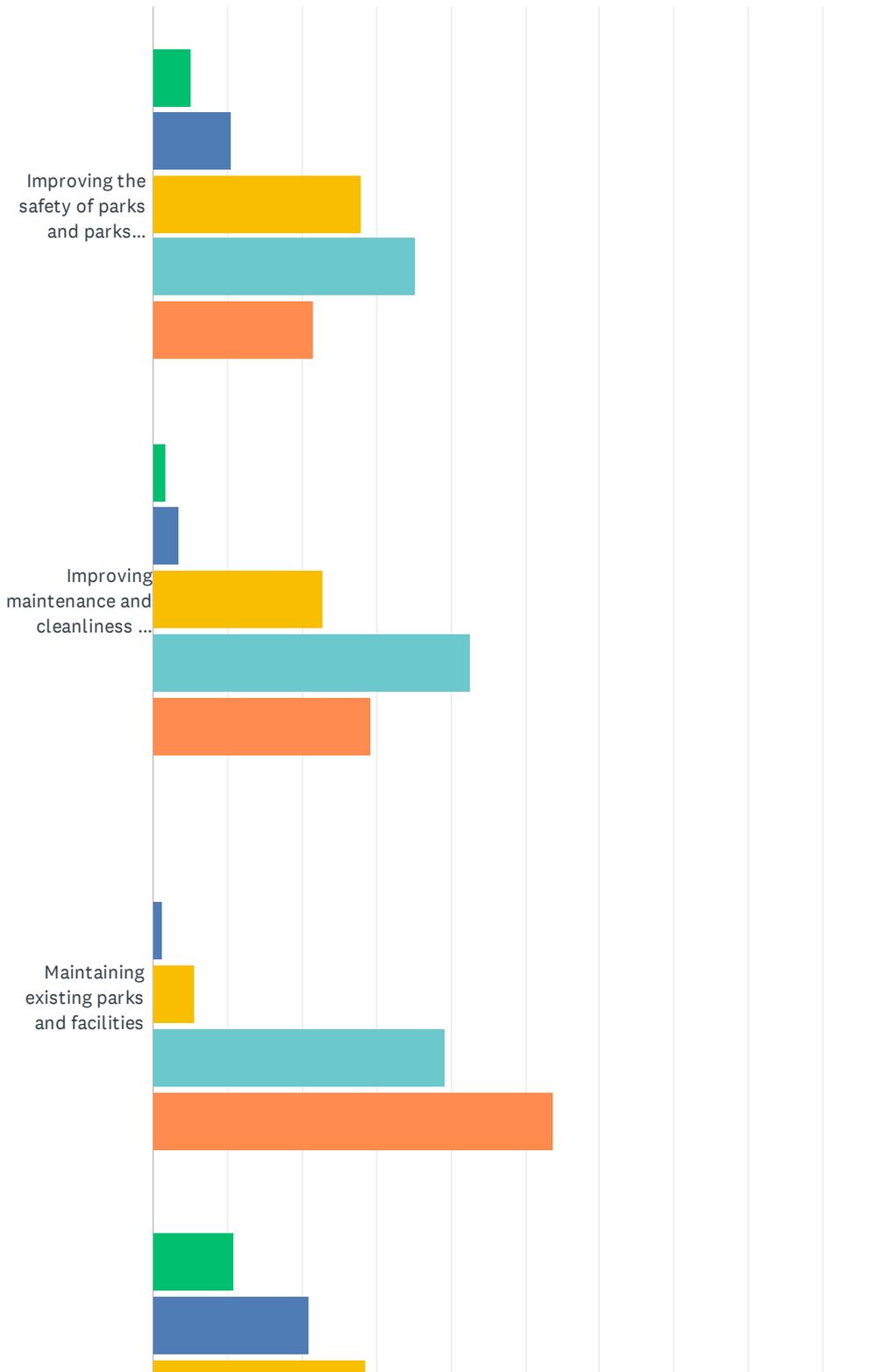
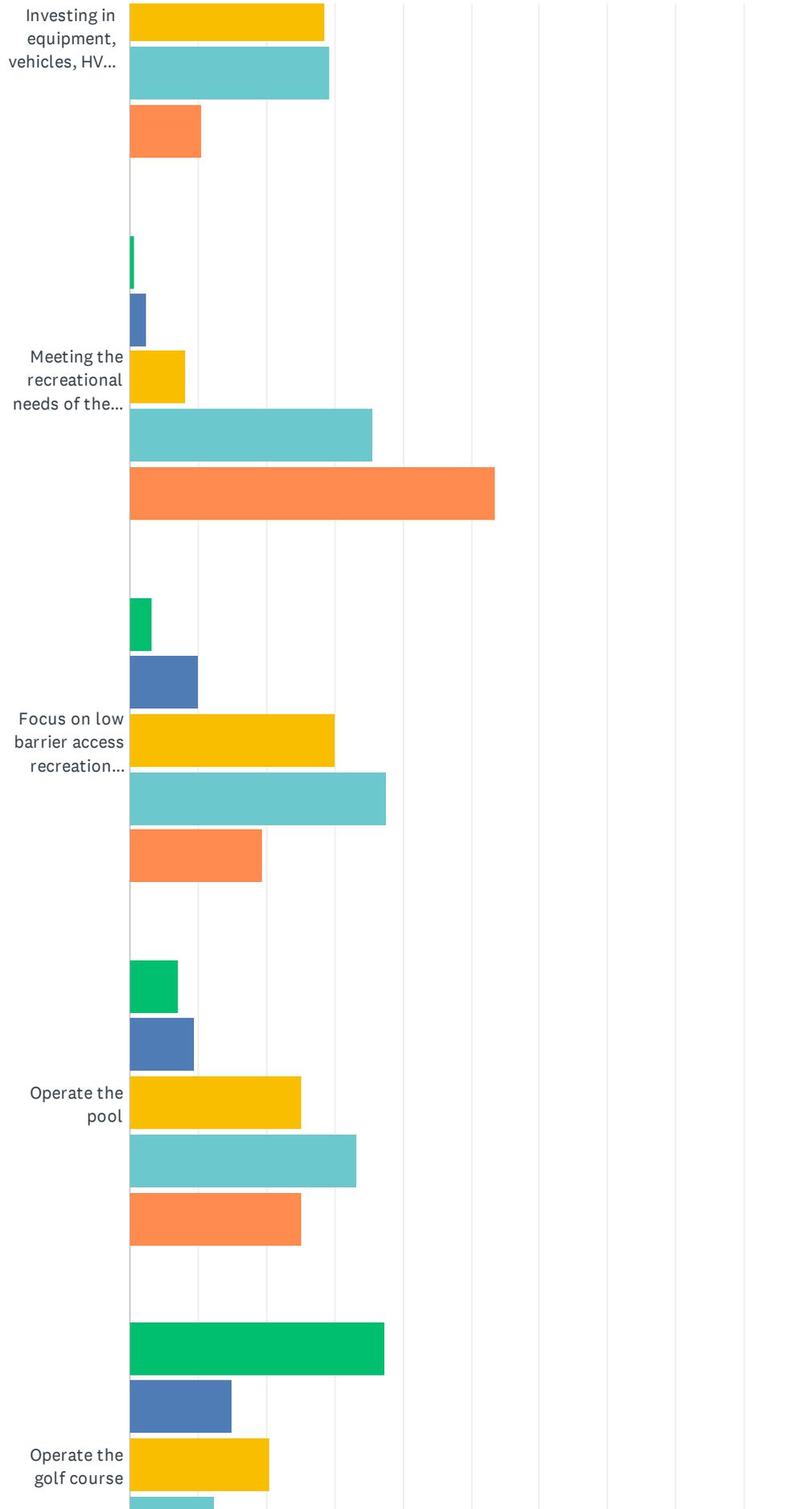


Q1 Please rate how important each of the following Parks & Recreation priorities are to you. (Use a scale of 1 to 5 — where 1 means 'Not at all important,' 3 means 'Neutral,' and 5 means 'Extremely important')

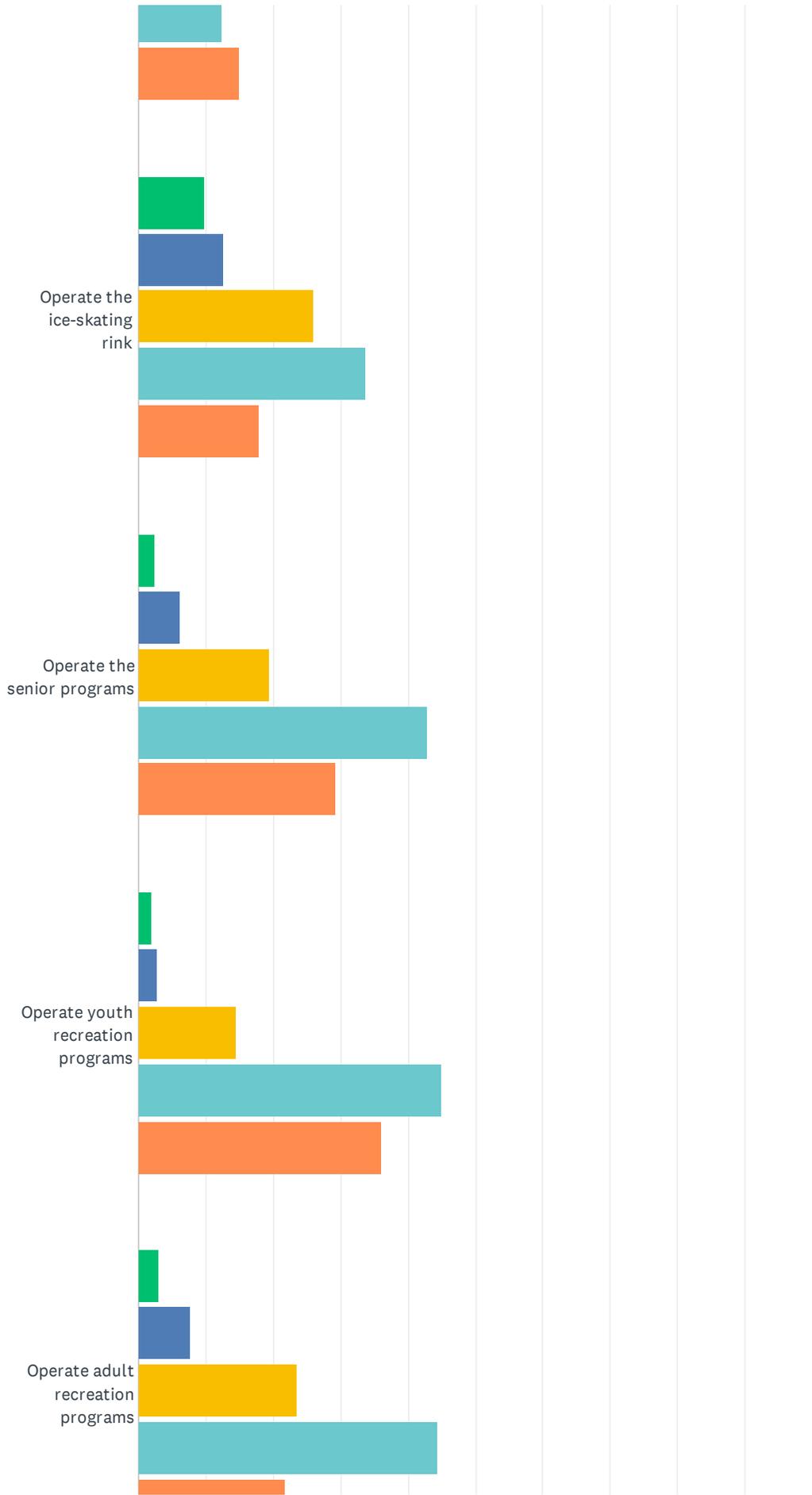
Answered: 377 Skipped: 4



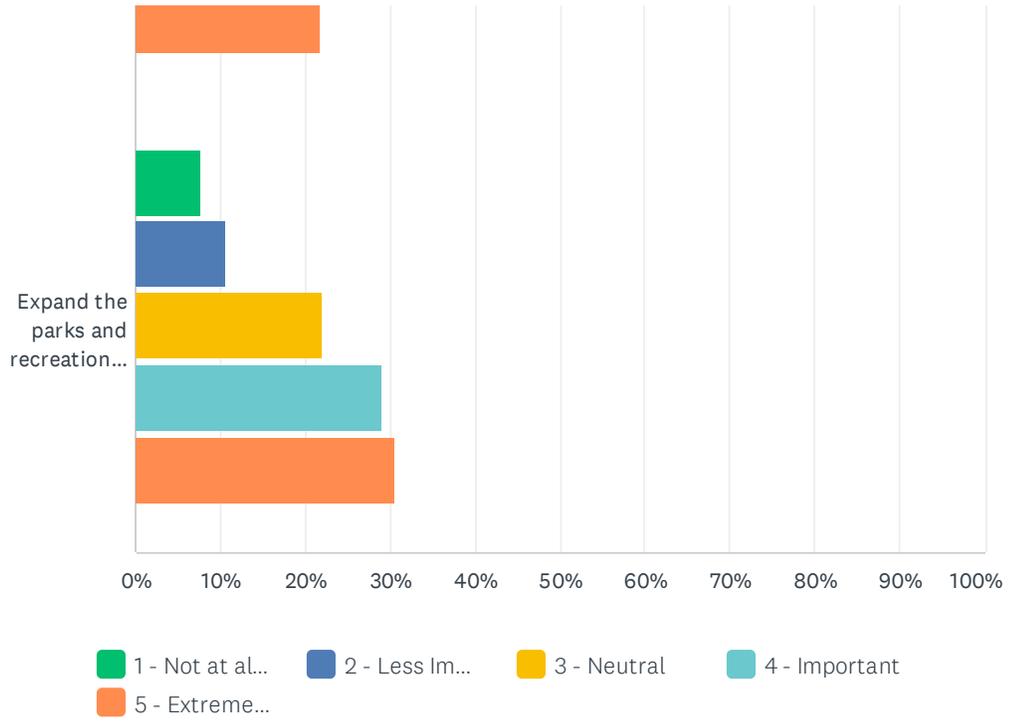
Ashland Parks & Recreation Community Values



Ashland Parks & Recreation Community Values



Ashland Parks & Recreation Community Values

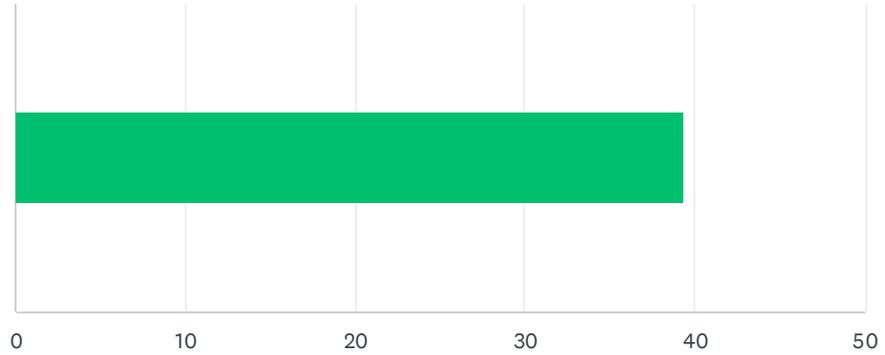


Ashland Parks & Recreation Community Values

	1 - NOT AT ALL IMPORTANT	2 - LESS IMPORTANT	3 - NEUTRAL	4 - IMPORTANT	5 - EXTREMELY IMPORTANT	TOTAL
Improving the safety of parks and parks facilities	5.09% 19	10.46% 39	27.88% 104	35.12% 131	21.45% 80	373
Improving maintenance and cleanliness of parks	1.61% 6	3.49% 13	22.85% 85	42.74% 159	29.30% 109	372
Maintaining existing parks and facilities	0.00% 0	1.34% 5	5.65% 21	39.25% 146	53.76% 200	372
Investing in equipment, vehicles, HVAC, buildings that reduce fossil fuel use	10.96% 41	20.86% 78	28.61% 107	29.14% 109	10.43% 39	374
Meeting the recreational needs of the community	0.53% 2	2.41% 9	8.02% 30	35.56% 133	53.48% 200	374
Focus on low barrier access recreation (parks, trails, natural area, interpretation)	3.22% 12	9.92% 37	30.03% 112	37.53% 140	19.30% 72	373
Operate the pool	6.97% 26	9.38% 35	25.20% 94	33.24% 124	25.20% 94	373
Operate the golf course	37.33% 140	14.93% 56	20.53% 77	12.27% 46	14.93% 56	375
Operate the ice-skating rink	9.89% 37	12.57% 47	25.94% 97	33.69% 126	17.91% 67	374
Operate the senior programs	2.41% 9	6.17% 23	19.30% 72	42.90% 160	29.22% 109	373
Operate youth recreation programs	1.87% 7	2.67% 10	14.44% 54	44.92% 168	36.10% 135	374
Operate adult recreation programs	2.99% 11	7.61% 28	23.37% 86	44.29% 163	21.74% 80	368
Expand the parks and recreation programs and developed parks to meet community needs	7.77% 29	10.72% 40	21.98% 82	28.95% 108	30.56% 114	373

Q2 Maintenance & repair of existing parks, trails, and facilities

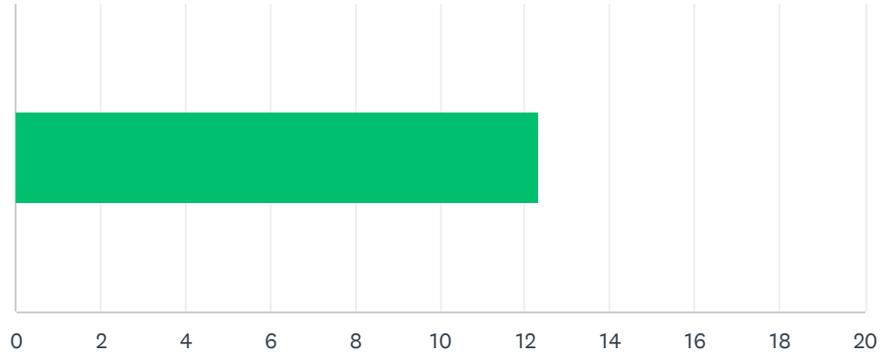
Answered: 305 Skipped: 76



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	39	11,996	305
Total Respondents: 305			

Q3 Development of new trails

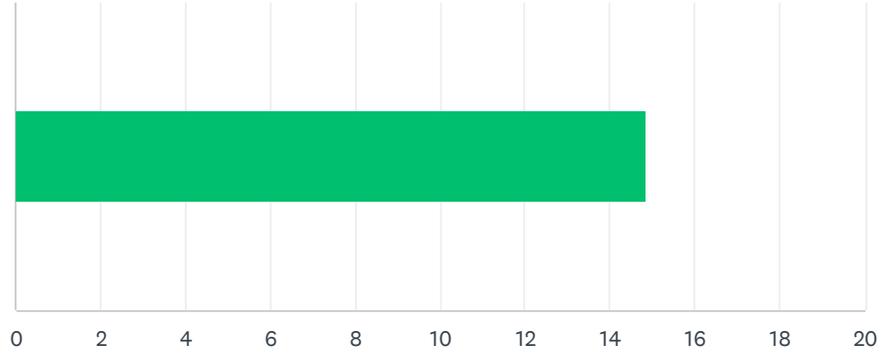
Answered: 190 Skipped: 191



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	12	2,339	190
Total Respondents: 190			

Q4 Development of a new recreation center that includes a pool and senior center

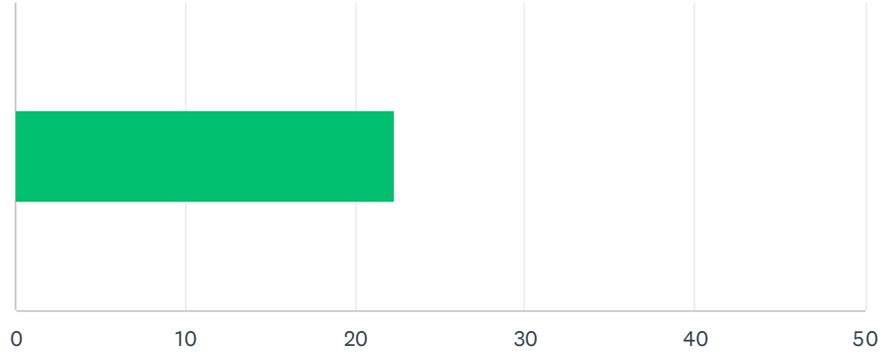
Answered: 183 Skipped: 198



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	15	2,715	183
Total Respondents: 183			

Q5 Development of refurbishment and expansion of Daniel Meyer Memorial pool

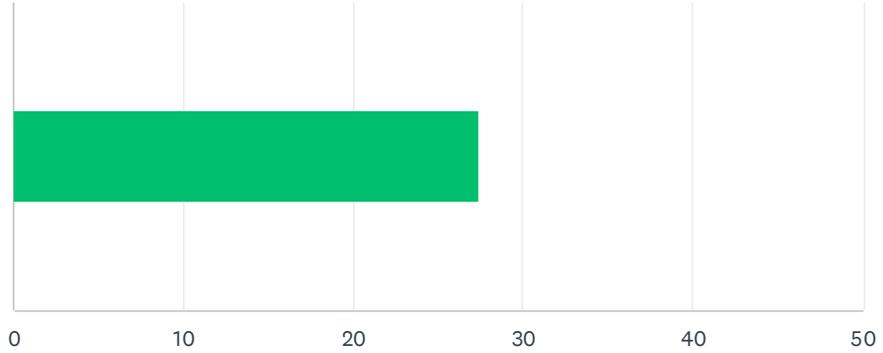
Answered: 220 Skipped: 161



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	22	4,894	220
Total Respondents: 220			

Q6 Development of new park amenities at existing parks (recreational elements such as sport courts, sport fields, shade structures, etc.)

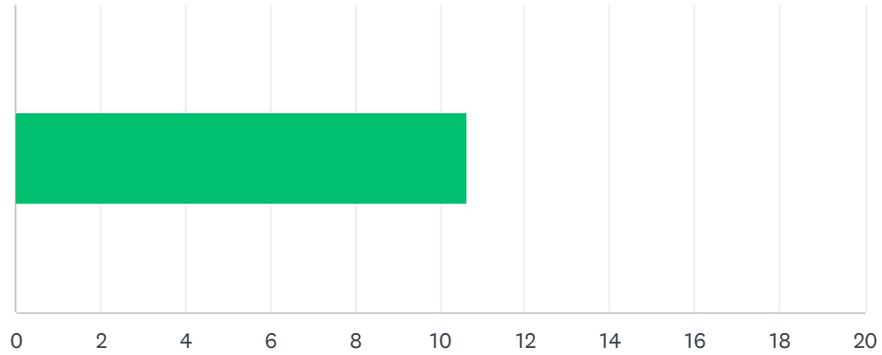
Answered: 240 Skipped: 141



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	27	6,575	240
Total Respondents: 240			

Q7 Development of new educational amenities and programs (self-guided interpretation, classes, etc.)

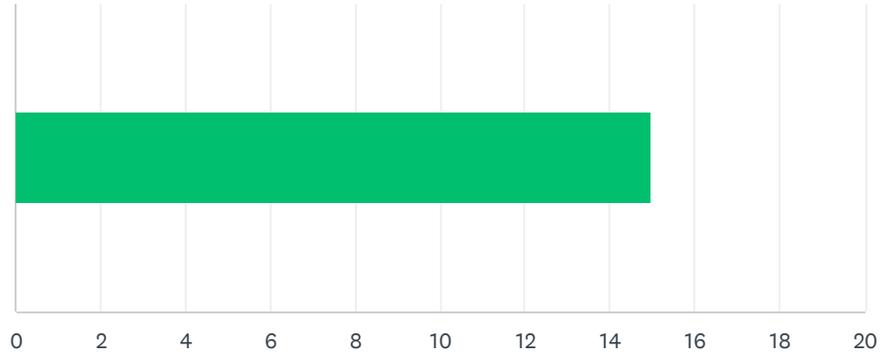
Answered: 158 Skipped: 223



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	11	1,675	158
Total Respondents: 158			

Q8 Increase recreation programs

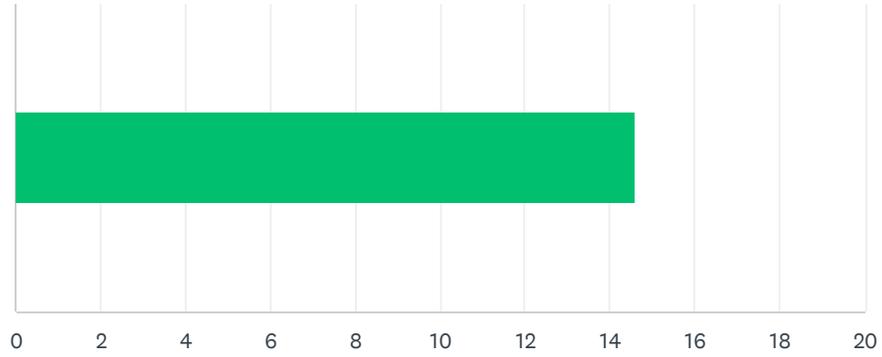
Answered: 186 Skipped: 195



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	15	2,783	186
Total Respondents: 186			

Q9 Increase senior programs

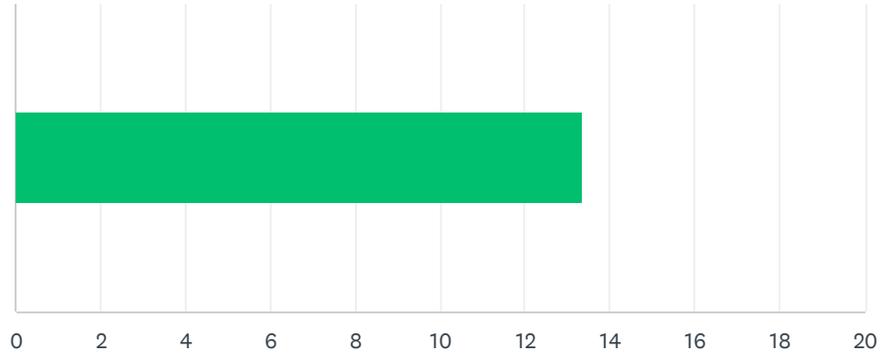
Answered: 174 Skipped: 207



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	15	2,539	174
Total Respondents: 174			

Q10 Acquire new park lands

Answered: 166 Skipped: 215



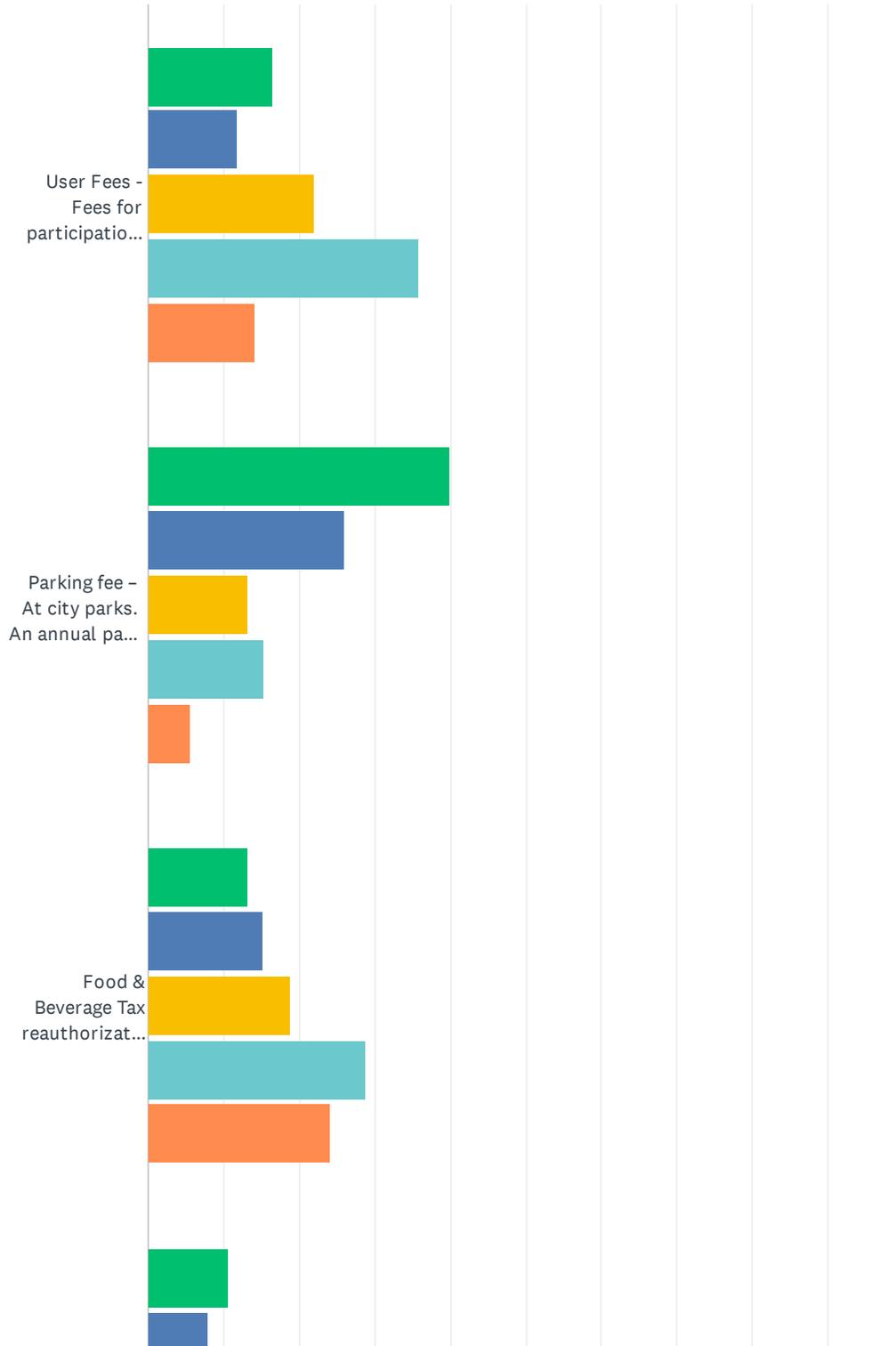
ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	13	2,218	166
Total Respondents: 166			

Q11 If you had \$100 to spend on park projects and park operations and programs, how much would you dedicate to park operations and programs? Enter an amount from \$0 up to \$100.

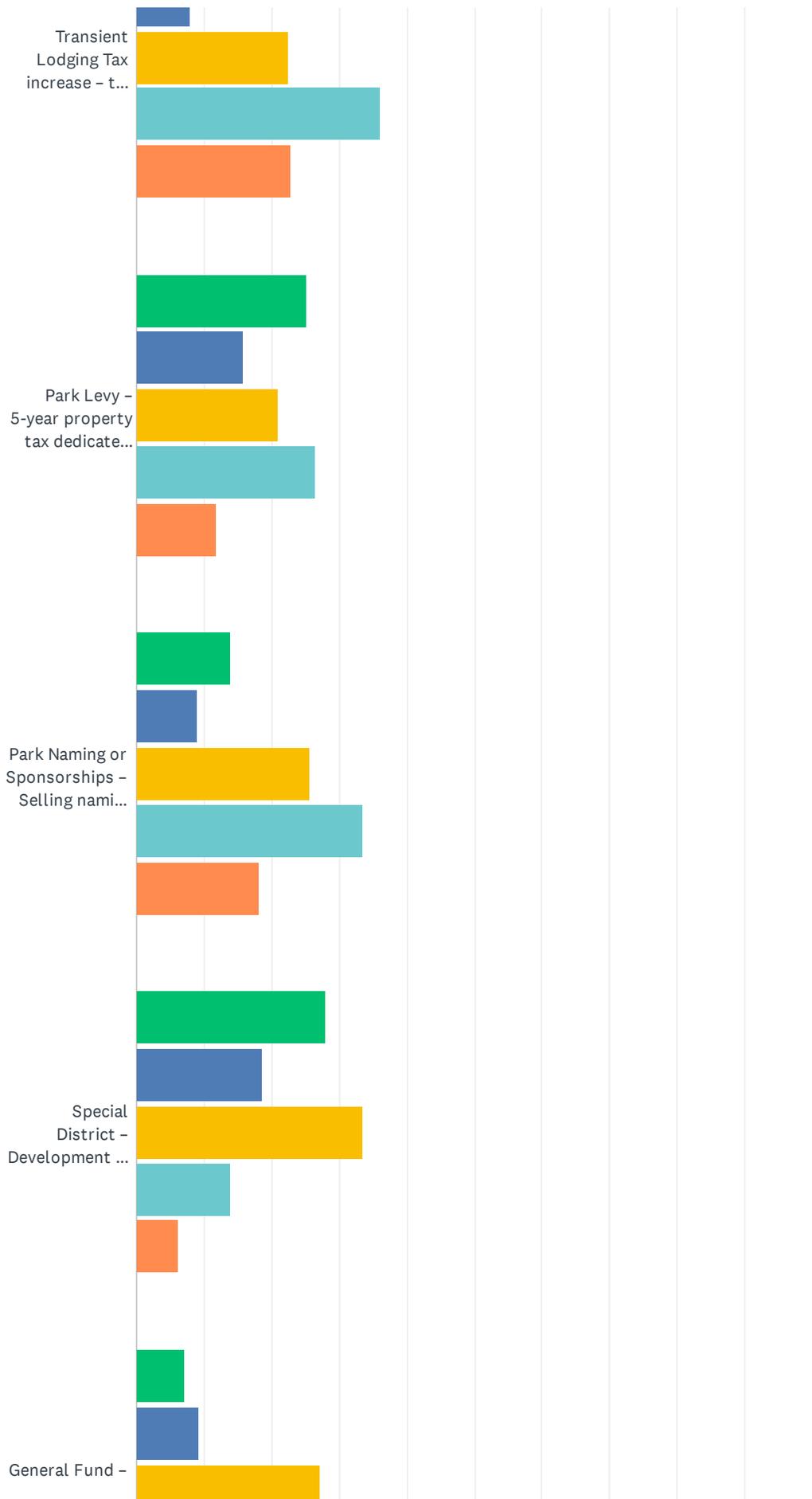
Answered: 241 Skipped: 140

Q12 To help create the Parks & Recreation experience you'd like to see in the City of Ashland, please rate your level of support for each of the following funding tools. (Use a scale from 1 to 5, where 1 means 'Strongly Disagree,' 3 means 'Neutral,' and 5 means 'Strongly Agree.')

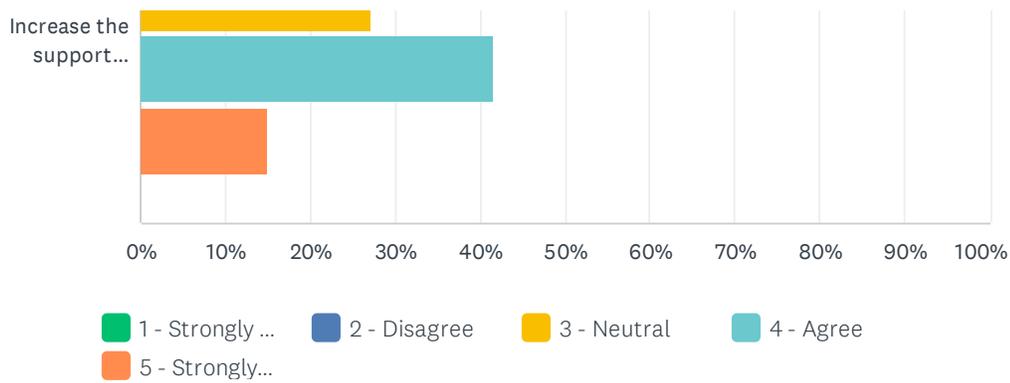
Answered: 321 Skipped: 60



Ashland Parks & Recreation Community Values



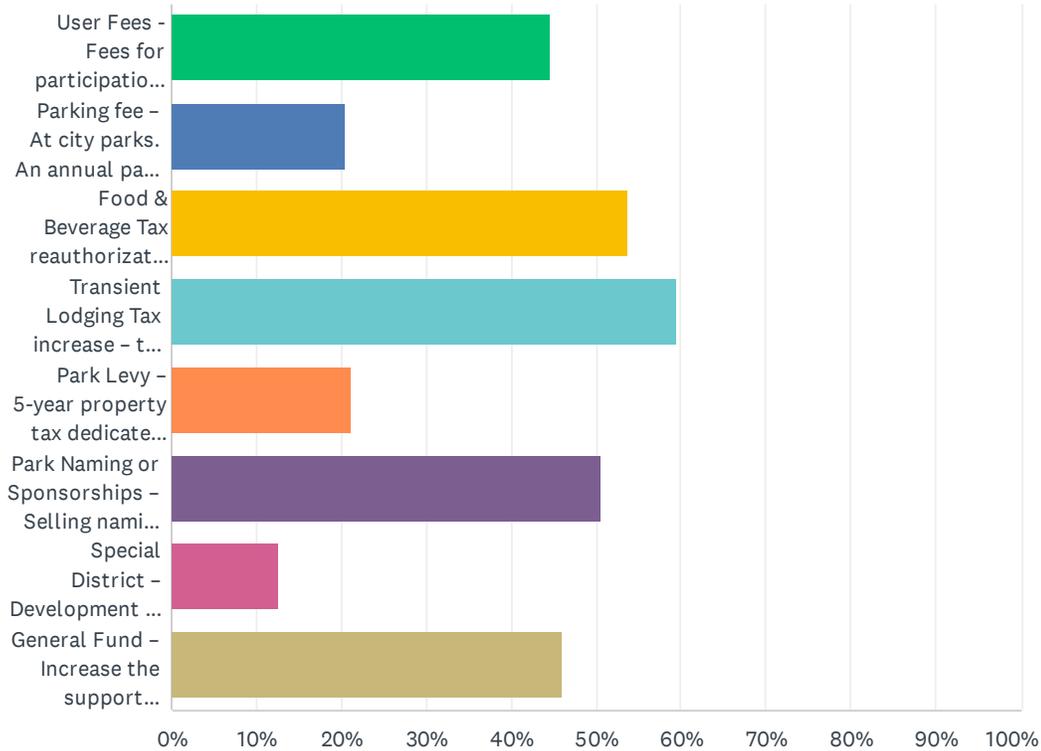
Ashland Parks & Recreation Community Values



	1 - STRONGLY DISAGREE	2 - DISAGREE	3 - NEUTRAL	4 - AGREE	5 - STRONGLY AGREE	TOTAL
User Fees - Fees for participation in programs, rental of facilities or special use permits	16.35% 52	11.64% 37	22.01% 70	35.85% 114	14.15% 45	318
Parking fee – At city parks. An annual pass would be available at a reduced rate.	39.81% 127	26.02% 83	13.17% 42	15.36% 49	5.64% 18	319
Food & Beverage Tax reauthorization – sales tax on food and beverages	13.17% 42	15.05% 48	18.81% 60	28.84% 92	24.14% 77	319
Transient Lodging Tax increase – tax paid for staying in a hotel or other short-term lodging	10.76% 34	7.91% 25	22.47% 71	36.08% 114	22.78% 72	316
Park Levy – 5-year property tax dedicated to parks	25.08% 79	15.87% 50	20.95% 66	26.35% 83	11.75% 37	315
Park Naming or Sponsorships – Selling naming rights for parks and/or similar sponsorships for programs, events or parks.	13.92% 44	8.86% 28	25.63% 81	33.54% 106	18.04% 57	316
Special District – Development of special taxing district for parks and recreation with a dedicated property tax.	27.97% 87	18.65% 58	33.44% 104	13.83% 43	6.11% 19	311
General Fund – Increase the support (funding) from general fund to meet the level service needs for the department.	7.03% 22	9.27% 29	27.16% 85	41.53% 130	15.02% 47	313

Q13 To provide the parks and recreation experience that you would like to see for the City of Ashland, WHAT 3 of the following funding tools would you consider? You must select 3 to move onto the next question.

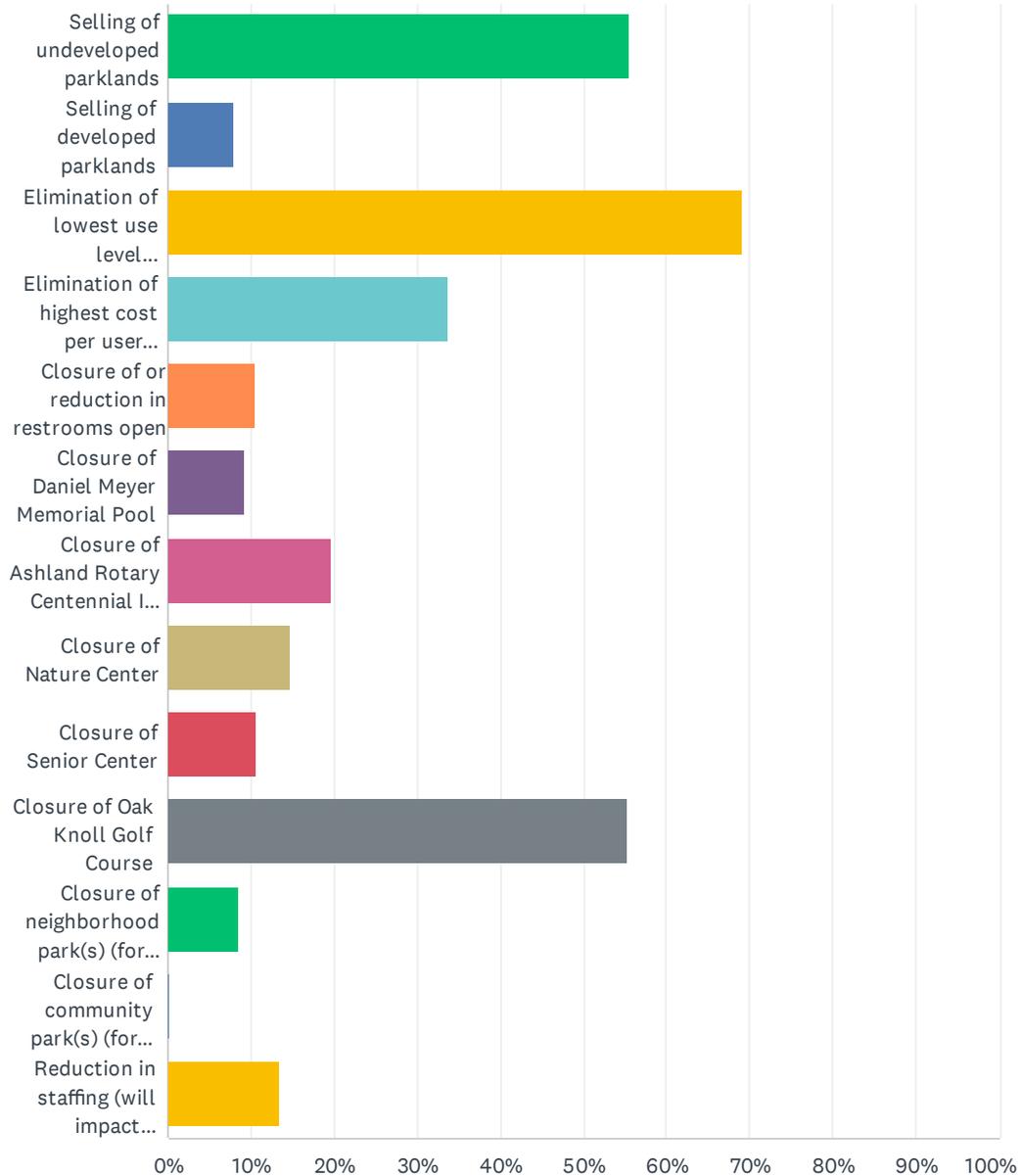
Answered: 326 Skipped: 55



ANSWER CHOICES	RESPONSES
User Fees - Fees for participation in programs, rental of facilities or special use permits	44.48% 145
Parking fee – At city parks. An annual pass would be available at a reduced rate.	20.55% 67
Food & Beverage Tax reauthorization – sales tax on food and beverages	53.68% 175
Transient Lodging Tax increase – tax paid for staying in a hotel or other short-term lodging	59.51% 194
Park Levy – 5-year property tax dedicated to parks	21.17% 69
Park Naming or Sponsorships – Selling naming rights for parks and/or similar sponsorships for programs, events or parks.	50.61% 165
Special District – Development of special taxing district for parks and recreation with a dedicated property tax.	12.58% 41
General Fund – Increase the support (funding) from general fund to meet the level service needs for the department.	46.01% 150
Total Respondents: 326	

Q14 If parks and recreation had to reduce the parks budget, WHAT 3 REDUCTIONS would you want to happen first. You must select 3 to move onto the next question.

Answered: 326 Skipped: 55

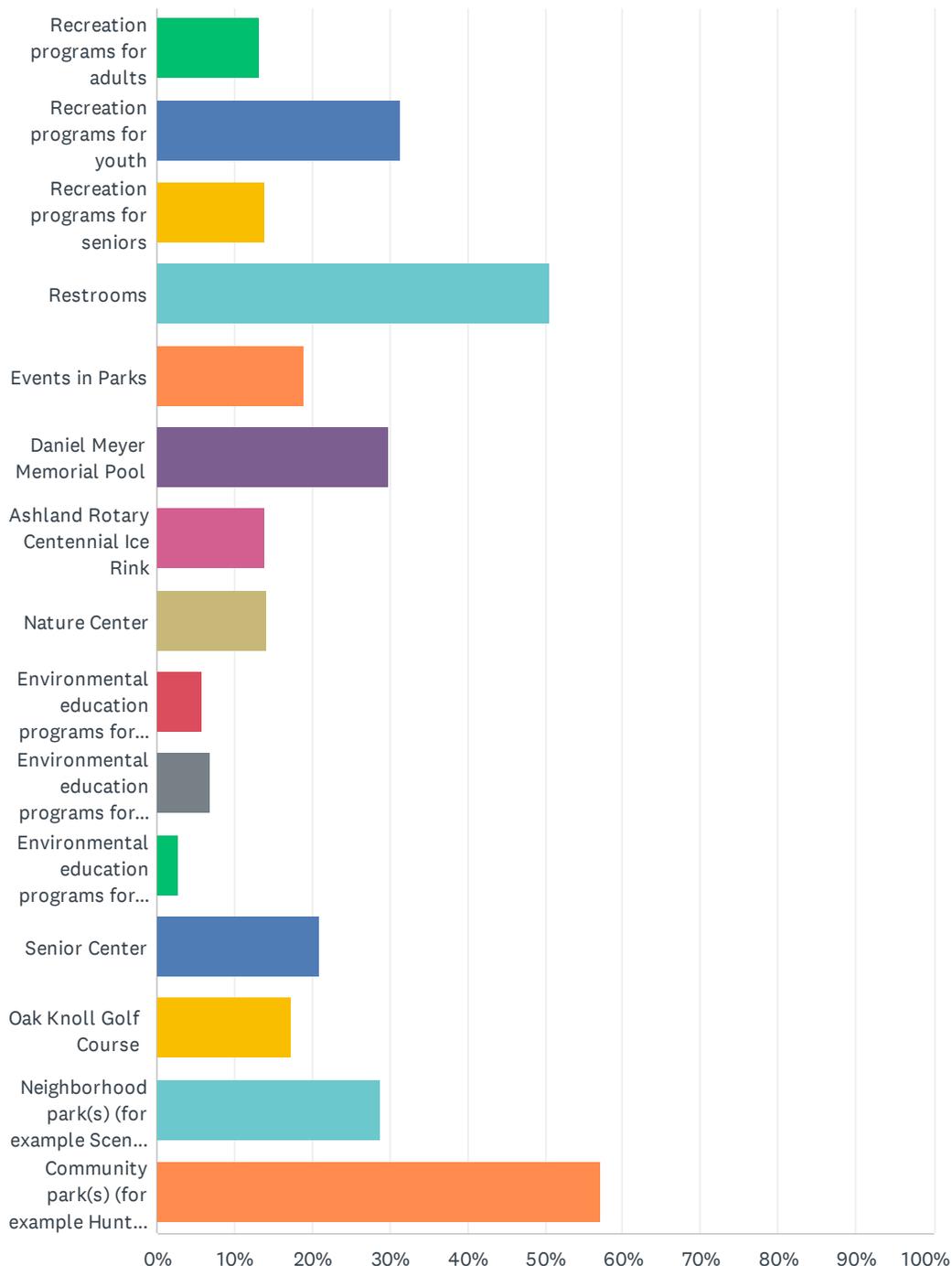


Ashland Parks & Recreation Community Values

ANSWER CHOICES	RESPONSES	
Selling of undeveloped parklands	55.52%	181
Selling of developed parklands	7.98%	26
Elimination of lowest use level recreation programs (impact fewest participants)	69.02%	225
Elimination of highest cost per user occasion recreation programs (have highest reduction in budget)	33.74%	110
Closure of or reduction in restrooms open	10.43%	34
Closure of Daniel Meyer Memorial Pool	9.20%	30
Closure of Ashland Rotary Centennial Ice Rink	19.63%	64
Closure of Nature Center	14.72%	48
Closure of Senior Center	10.74%	35
Closure of Oak Knoll Golf Course	55.21%	180
Closure of neighborhood park(s) (for example Scenic Park, Clay Steet Park, Garden Way Park, etc.)	8.59%	28
Closure of community park(s) (for example Hunter Park, Garfield Park, North Mountain Park)	0.31%	1
Reduction in staffing (will impact programs, services and number of parks open)	13.50%	44
Total Respondents: 326		

Q15 If parks and recreation had to reduce the parks budget, WHAT 3 areas/items would you want to ensure stay operating. You must select 3 to move onto the next question.

Answered: 326 Skipped: 55

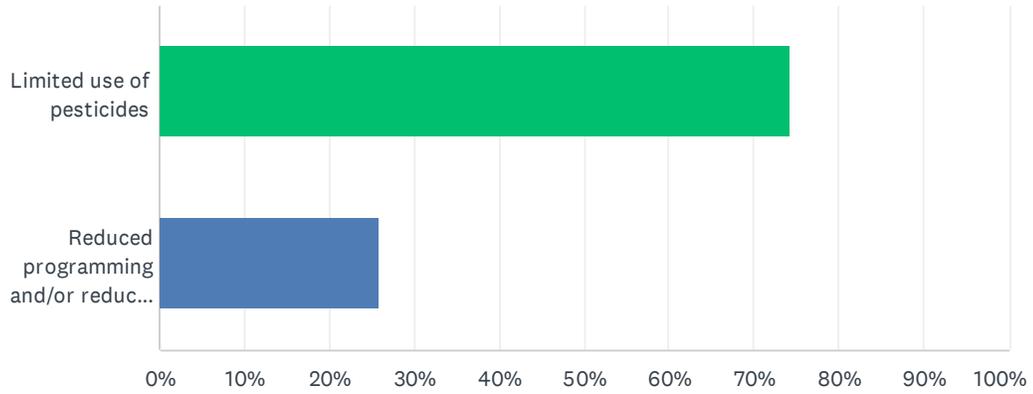


Ashland Parks & Recreation Community Values

ANSWER CHOICES	RESPONSES	
Recreation programs for adults	13.19%	43
Recreation programs for youth	31.29%	102
Recreation programs for seniors	13.80%	45
Restrooms	50.61%	165
Events in Parks	19.02%	62
Daniel Meyer Memorial Pool	29.75%	97
Ashland Rotary Centennial Ice Rink	13.80%	45
Nature Center	14.11%	46
Environmental education programs for adults	5.83%	19
Environmental education programs for youth	6.75%	22
Environmental education programs for seniors	2.76%	9
Senior Center	20.86%	68
Oak Knoll Golf Course	17.18%	56
Neighborhood park(s) (for example Scenic Park, Clay Steet Park, Garden Way Park, etc.)	28.83%	94
Community park(s) (for example Hunter Park, Garfield Park, North Mountain Park)	57.06%	186
Total Respondents: 326		

Q16 Which is a higher priority?

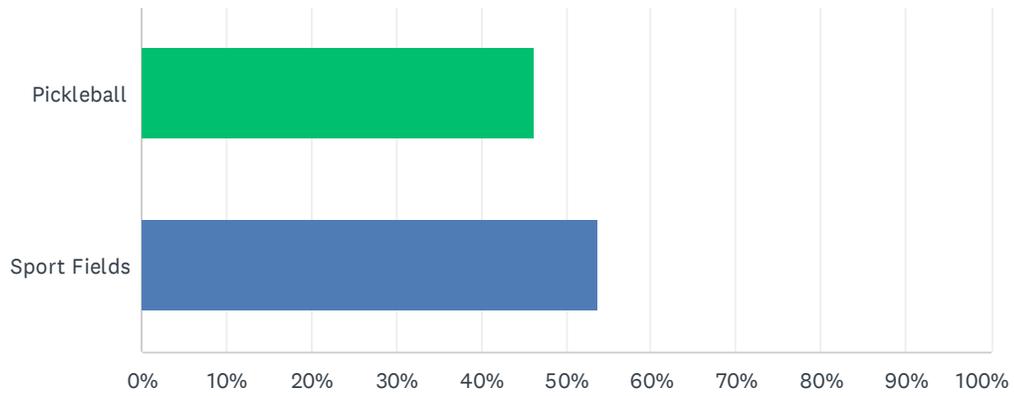
Answered: 306 Skipped: 75



ANSWER CHOICES	RESPONSES	
Limited use of pesticides	74.18%	227
Reduced programming and/or reduced maintenance of parks	25.82%	79
TOTAL		306

Q17 Which is a higher priority?

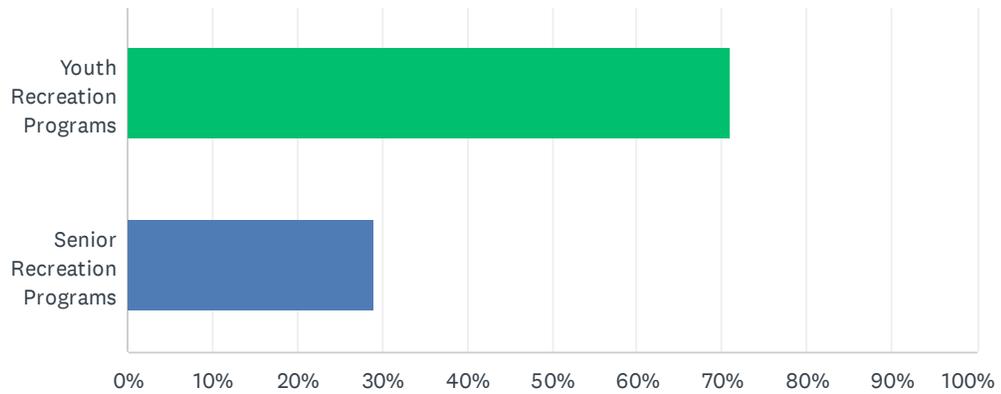
Answered: 305 Skipped: 76



ANSWER CHOICES	RESPONSES	
Pickleball	46.23%	141
Sport Fields	53.77%	164
TOTAL		305

Q18 Which is a higher priority?

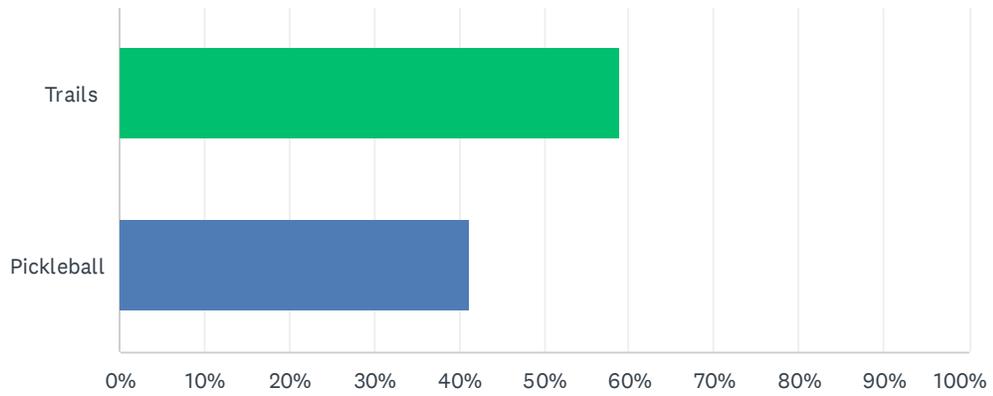
Answered: 307 Skipped: 74



ANSWER CHOICES	RESPONSES	
Youth Recreation Programs	71.01%	218
Senior Recreation Programs	28.99%	89
TOTAL		307

Q19 Which is a higher priority?

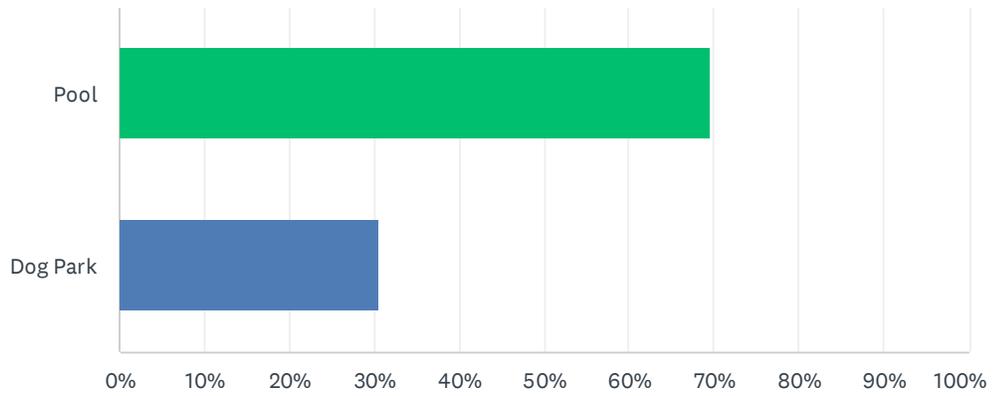
Answered: 314 Skipped: 67



ANSWER CHOICES	RESPONSES	
Trails	58.92%	185
Pickleball	41.08%	129
TOTAL		314

Q20 Which is a higher priority?

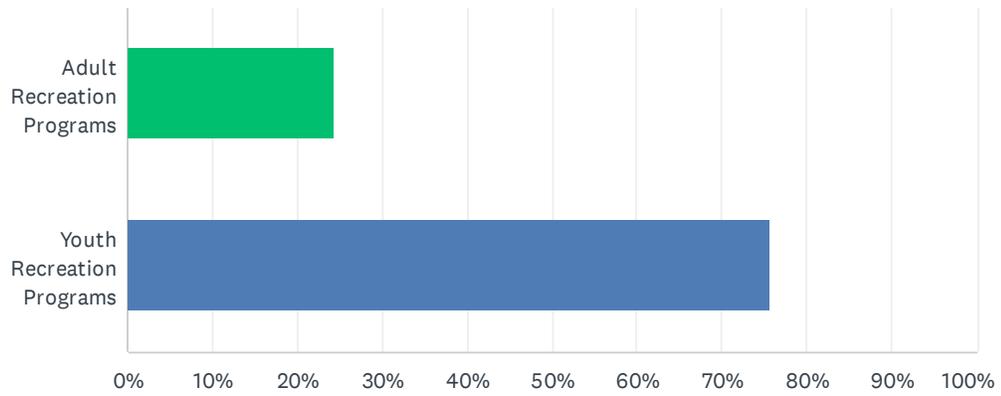
Answered: 312 Skipped: 69



ANSWER CHOICES	RESPONSES	
Pool	69.55%	217
Dog Park	30.45%	95
TOTAL		312

Q21 Which is a higher priority?

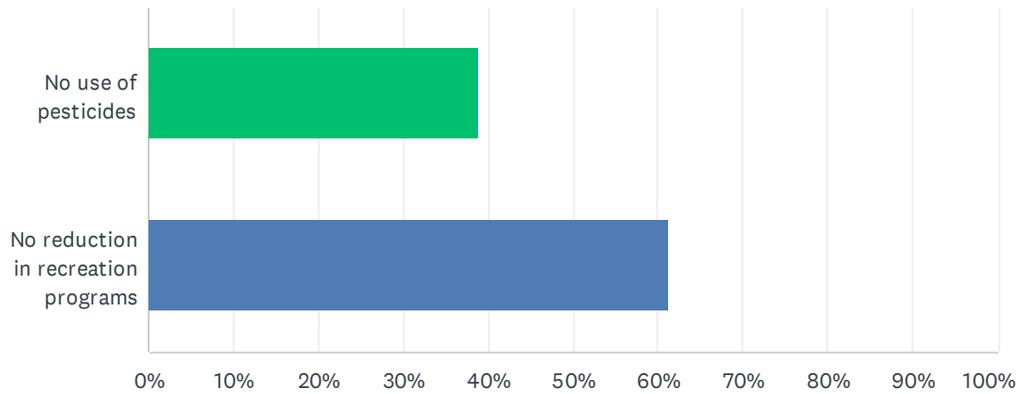
Answered: 309 Skipped: 72



ANSWER CHOICES	RESPONSES	
Adult Recreation Programs	24.27%	75
Youth Recreation Programs	75.73%	234
TOTAL		309

Q22 Which is a higher priority?

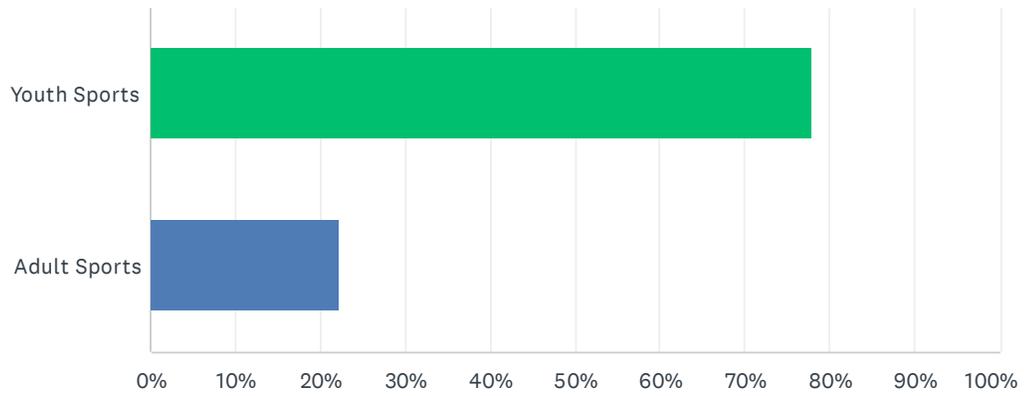
Answered: 311 Skipped: 70



ANSWER CHOICES	RESPONSES	
No use of pesticides	38.91%	121
No reduction in recreation programs	61.09%	190
TOTAL		311

Q23 Which is a higher priority?

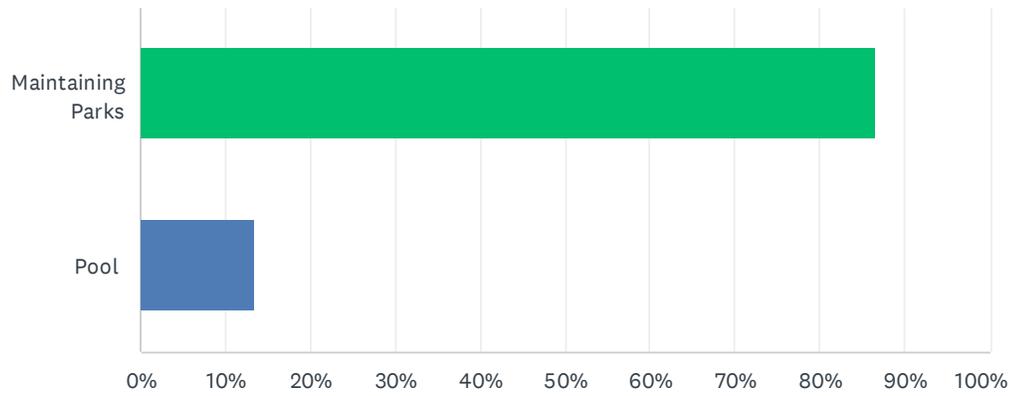
Answered: 308 Skipped: 73



ANSWER CHOICES	RESPONSES	
Youth Sports	77.92%	240
Adult Sports	22.08%	68
TOTAL		308

Q24 Which is a higher priority?

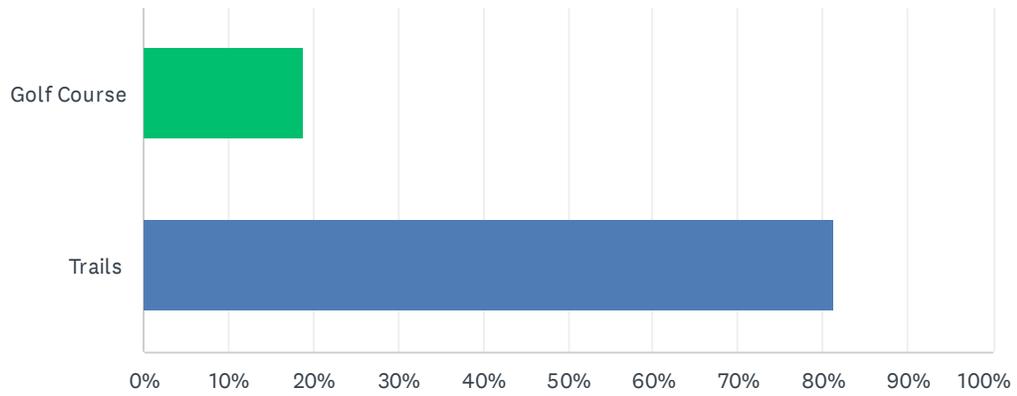
Answered: 313 Skipped: 68



ANSWER CHOICES	RESPONSES	
Maintaining Parks	86.58%	271
Pool	13.42%	42
TOTAL		313

Q25 Which is a higher priority?

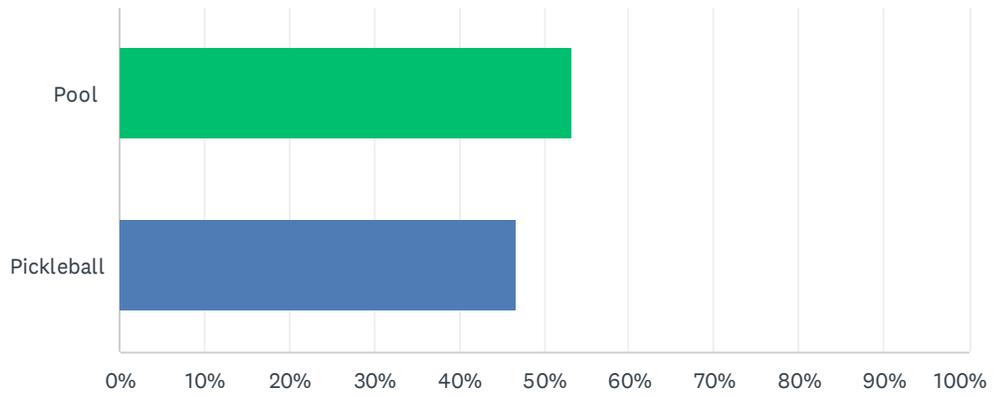
Answered: 314 Skipped: 67



ANSWER CHOICES	RESPONSES
Golf Course	18.79% 59
Trails	81.21% 255
TOTAL	314

Q26 Which is a higher priority?

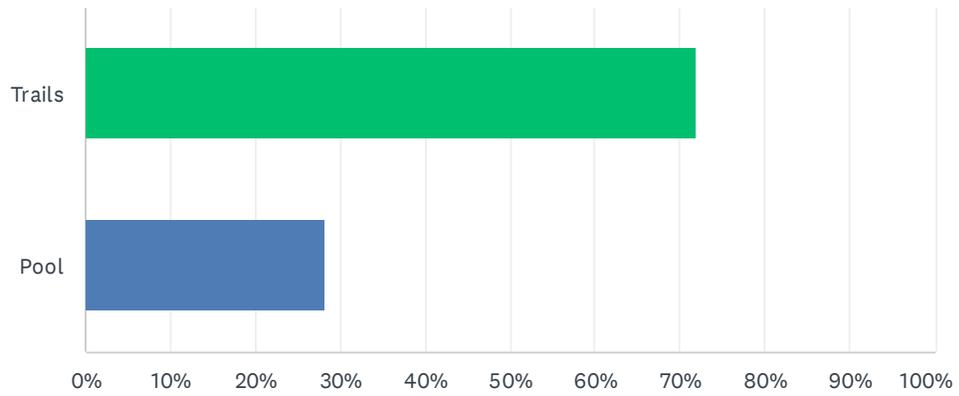
Answered: 309 Skipped: 72



ANSWER CHOICES	RESPONSES	
Pool	53.40%	165
Pickleball	46.60%	144
TOTAL		309

Q27 Which is a higher priority?

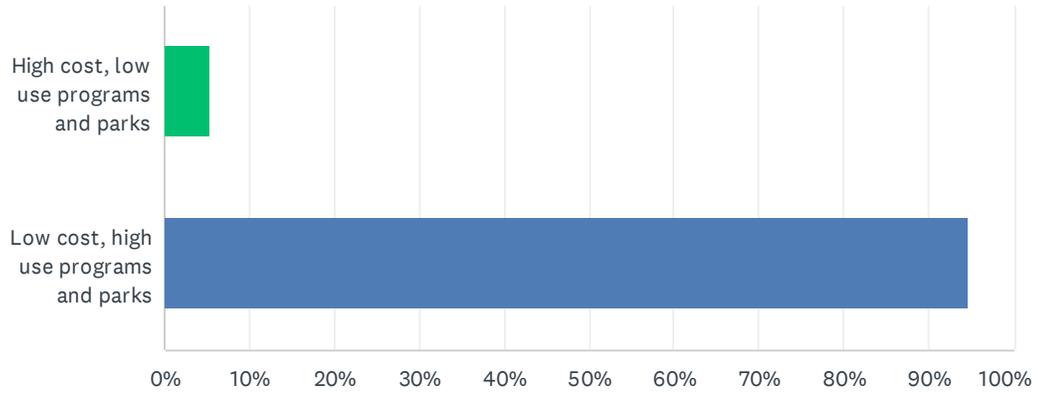
Answered: 309 Skipped: 72



ANSWER CHOICES	RESPONSES	
Trails	71.84%	222
Pool	28.16%	87
TOTAL		309

Q28 Which is a higher priority?

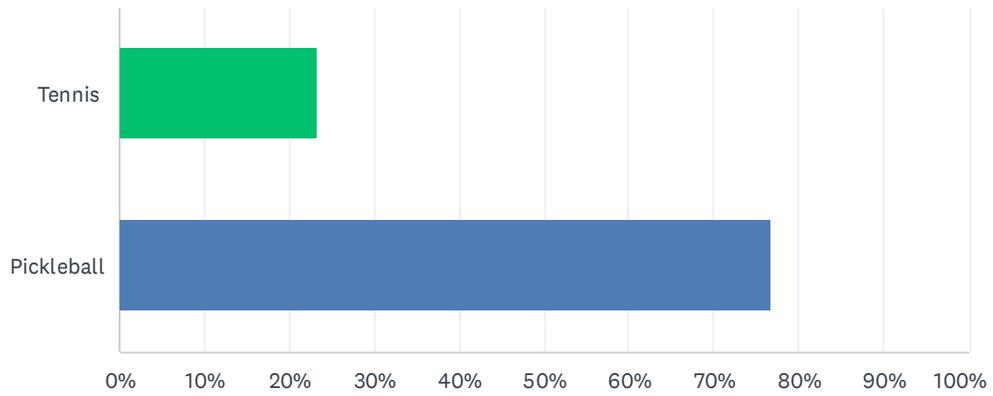
Answered: 300 Skipped: 81



ANSWER CHOICES	RESPONSES	
High cost, low use programs and parks	5.33%	16
Low cost, high use programs and parks	94.67%	284
TOTAL		300

Q29 Which is a higher priority?

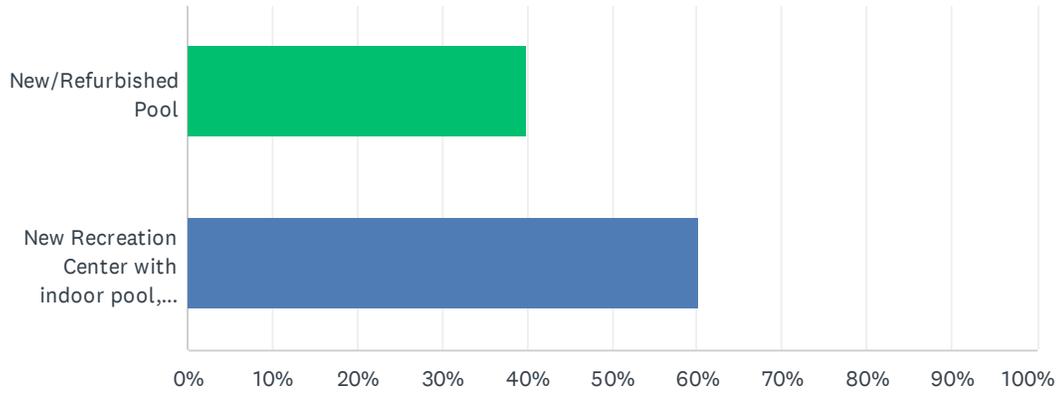
Answered: 306 Skipped: 75



ANSWER CHOICES	RESPONSES	
Tennis	23.20%	71
Pickleball	76.80%	235
TOTAL		306

Q30 Which is a higher priority?

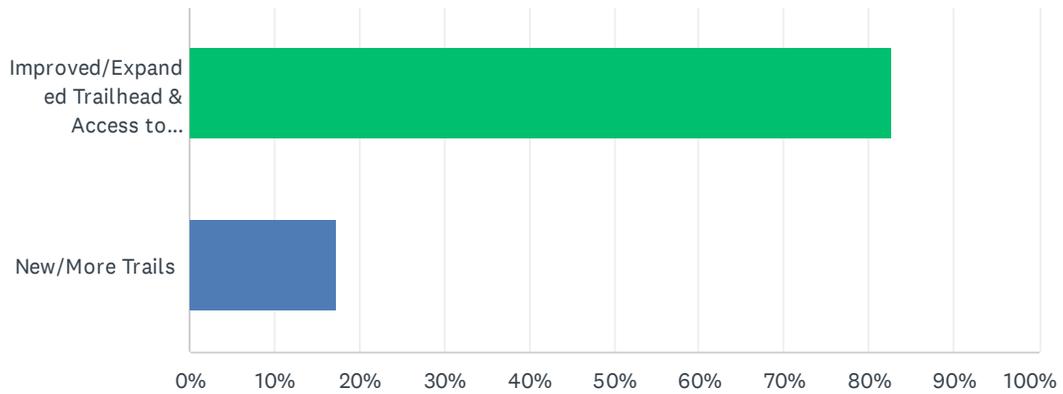
Answered: 308 Skipped: 73



ANSWER CHOICES	RESPONSES
New/Refurbished Pool	39.94% 123
New Recreation Center with indoor pool, pickleball (indoor/outdoor), climbing wall, ageless programming and services	60.06% 185
TOTAL	308

Q31 Which is a higher priority?

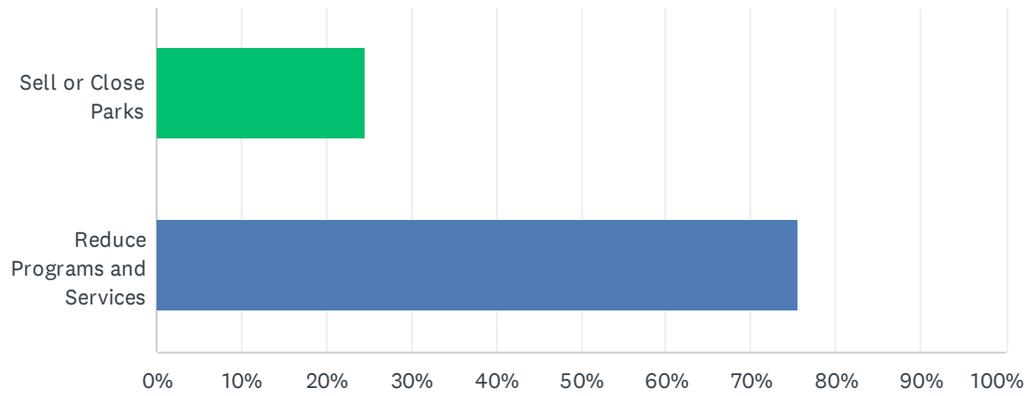
Answered: 305 Skipped: 76



ANSWER CHOICES	RESPONSES	
Improved/Expanded Trailhead & Access to existing trail system	82.62%	252
New/More Trails	17.38%	53
TOTAL		305

Q32 Which is a higher priority?

Answered: 301 Skipped: 80



ANSWER CHOICES	RESPONSES	
Sell or Close Parks	24.58%	74
Reduce Programs and Services	75.42%	227
TOTAL		301