COMMUNITY SURVEY ANALYSIS SUMMARY

May 2016

Introduction

This document presents the results of the community survey implemented by MIG for the City of Morgan Hill. The survey provided an opportunity for residents to guide the policy and project priorities for the Morgan Hill Bikeways, Trails, Parks and Recreation Master Plan (Master Plan). The survey was available online and in hard copy in English and Spanish between March 29, 2016 and April 18, 2016. Paper copies were distributed at City facilities and through the City's community partners. There were approximately 1,100 participants in the survey. The results of this survey are summarized and analyzed in this document.

PURPOSE OF SURVEY AND USE OF RESULTS

The questions in this survey were based on findings from the project team's technical analysis a public and stakeholder information to date. The purpose of this survey was to collect information about community members' priorities for additions and improvements to park experiences, investments in parks and facilities, improvements to bikeways and trails, and recreation programming. The results of this survey are not intended to be a representative sampling of opinions across the community.

These survey findings will help the project team refine and prioritize strategies and projects included in the Draft Master Plan. The results of the survey were presented to the Master Plan Stakeholder Advisory Group at their meeting on April 21 and will also be provided to the Parks and Recreation Commission (PRC) and City Council. The community priorities that surfaced from the results of this survey will be further refined by the PRC and City Council and inform the recommendations included in the Draft Master Plan, planned for completion in fall 2016.

Results: Park Experiences

Participants in the Master Plan Community Workshop (January 2016) and members of the Stakeholder Advisory Group (SAG) have expressed interest in diversifying the types of experiences available in the Morgan Hill's parks. In the first section of the survey, respondents were shown a series of photos and asked "How much would you like to see each of the following play experiences in Morgan Hill's parks?" Then the survey asked about the types of recreation programming, if any, and types spaces that the community would like to see in the City's park. The responses are shown below.

FIGURE 1. NATURE PLAY

FIGURE 2. ADVENTURE PLAY

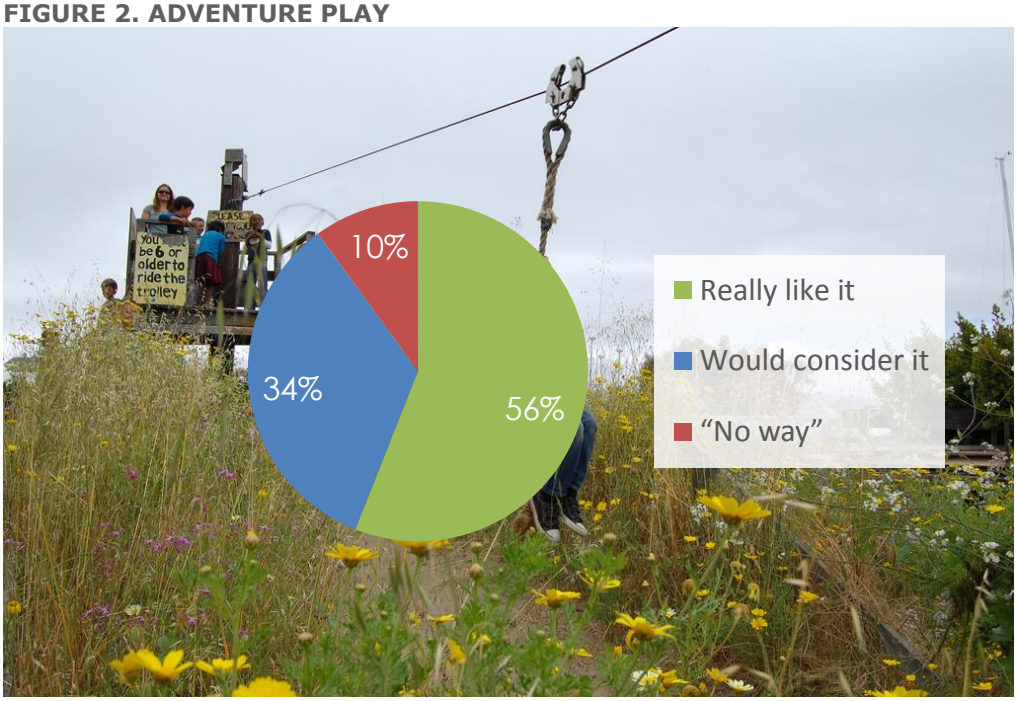


FIGURE 3. DIFFERENT/MORE VARIED PLAY STRUCTURES

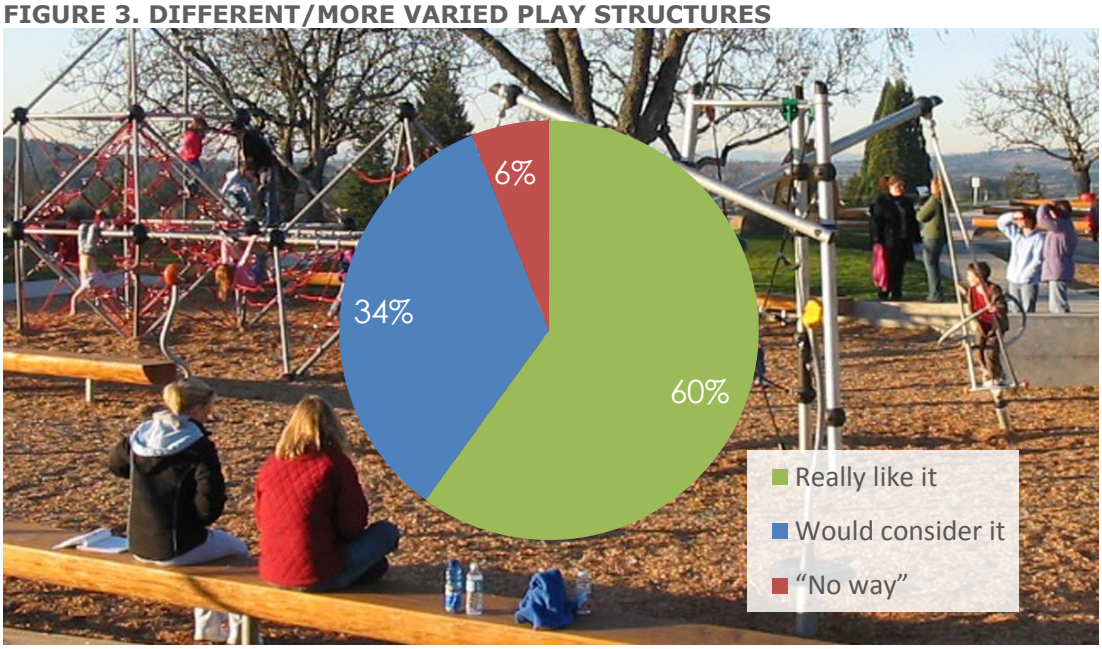


FIGURE 4. PLAY FOR ALL AGES

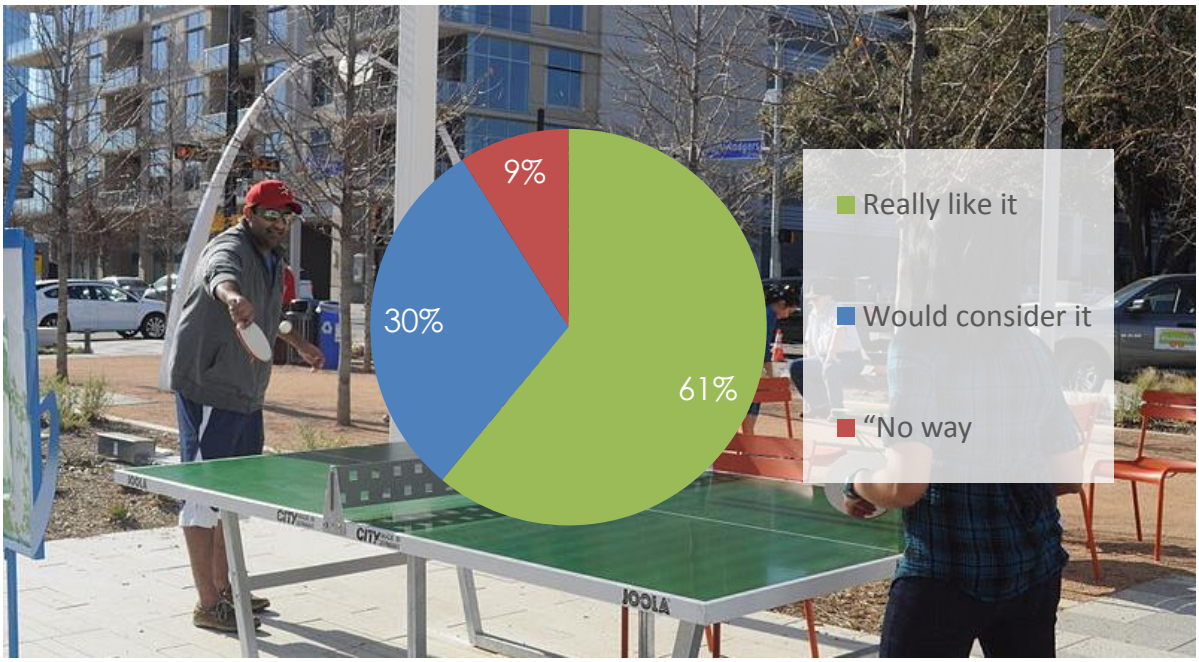


FIGURE 5. BIKE SKILLS COURSE

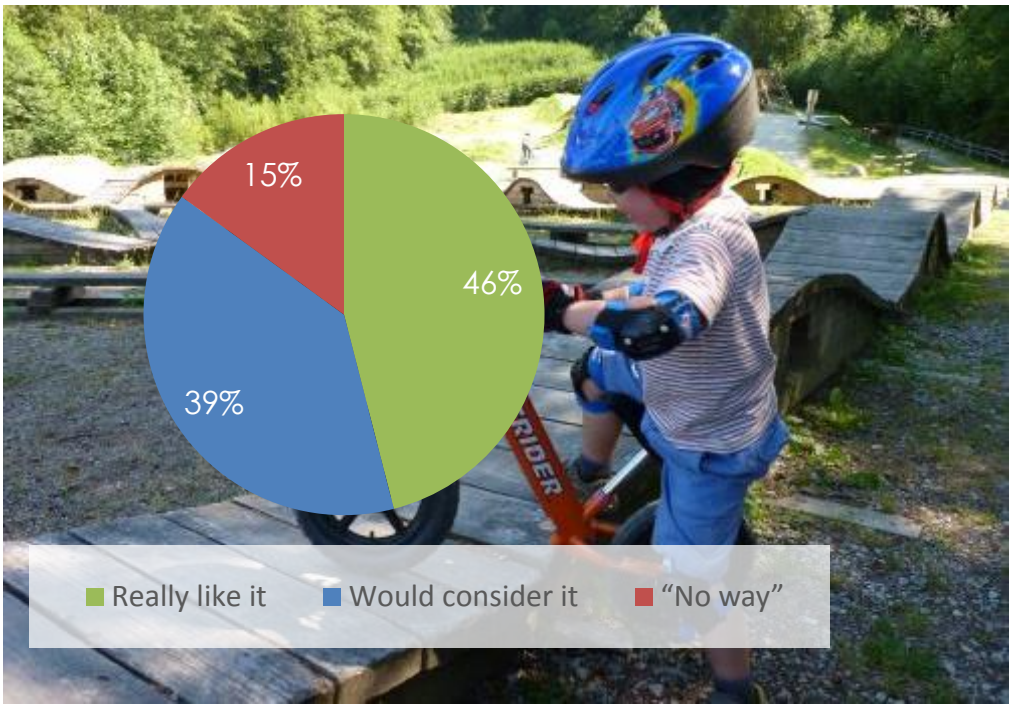


FIGURE 6. RECREATION EXPERIENCES DESIRED IN MORGAN HILL'S PARKS

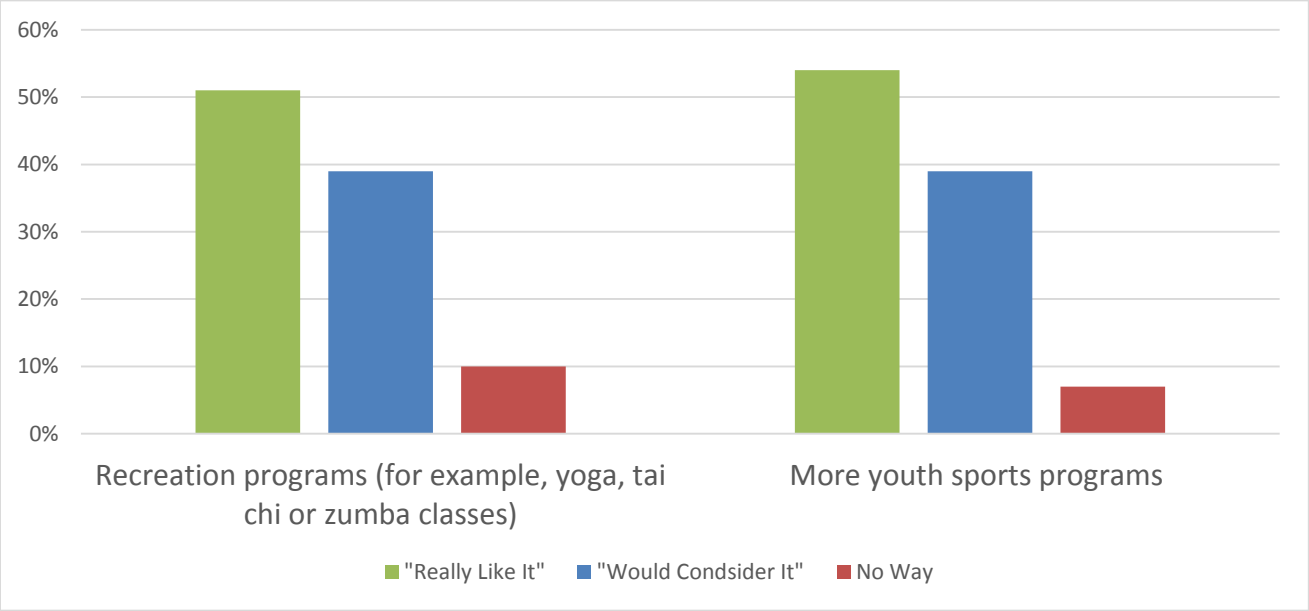


FIGURE 7. TYPES OF SPACES DESIRED IN MORGAN HILL'S PARKS

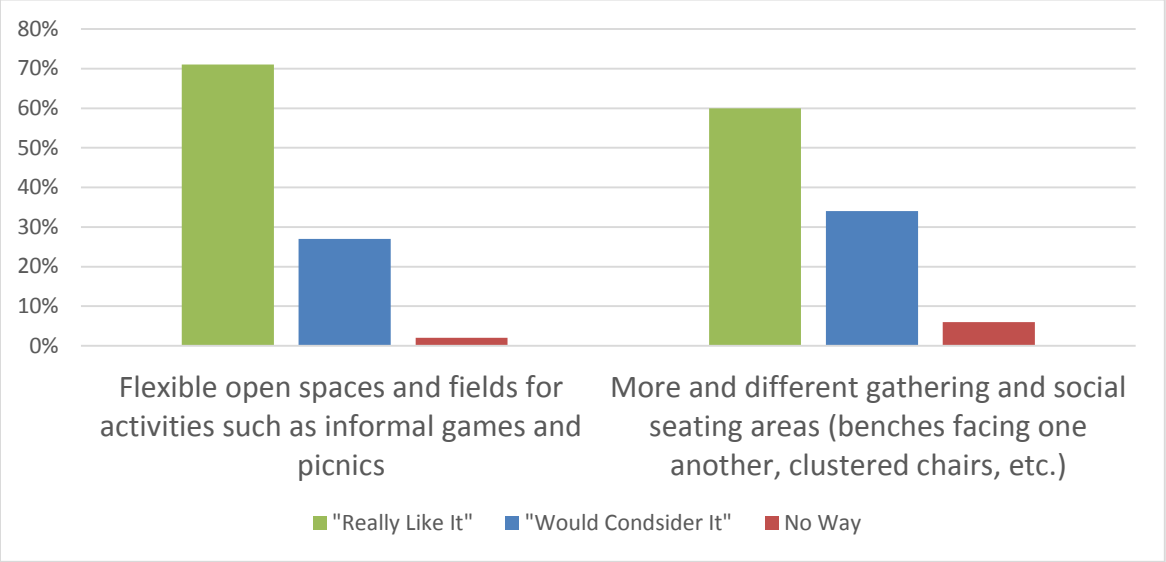


FIGURE 8. IDEAS FOR OTHER EXPERIENCES FOR MORGAN HILL'S PARKS (OPEN-ENDED QUESTION)

FINDINGS

- Respondents are seeking more varied and multi-generational park experiences. This survey result is consistent with community and stakeholder input received throughout the Master Planning process.

- Among types of play experiences, respondents showed the highest level of enthusiasm for nature play and play for all ages.

- Bike advocates in the community have been proponents of a bike skills course. Survey participants indicated some interest, although there was less enthusiasm for the bike skills course than the other park experiences shown in the survey.

- Survey respondents indicated enthusiasm for the City bringing recreation programs beyond the CRC and into parks.

- Respondents indicated a strong interest in flexible spaces in parks that are not specifically designed for one sport or activity but can be used for informal pick-up games and picnics.

- There was also interest in seating designed for socializing, instead of solitary linear benches. "Social seating" may not be a familiar concept, but more than 30% of respondents indicating that they would consider it.

- Well-connected, family-friendly bikeways and trails were among the most frequently submitted responses to the open-ended survey question: "Do you have ideas for other experiences that you would like to see in Morgan Hill's parks?"

- Sand volleyball courts were among the most frequently submitted ideas for park experiences.

- Other ideas from respondents included among others:
  - Exercise equipment along trails and in parks
  - Music in the parks
  - Equestrian trails
  - Universally accessible park and play experiences

APPLICATION OF FINDINGS

- The Master Plan will include recommendations and design guidelines that encourage the City to develop a broader range of play experiences in parks through different types of play structures, equipment, activities and flexible spaces.

- The Master Plan will recommend approaches for expanding recreation programming and youth sports into parks.

Results: Program, Park, and Facility Investments

Survey participants were asked to indicate the level of investment that they think the City should make in various choices under each of the following categories: programs, sports facilities, parks and open spaces, park amenities, and fields and facilities. For each question, the survey prompted participants to distribute $10 among three or four choices. The following graphs illustrate the average (mean) amount of money participants allocated for each. The highest scoring option is shown in green.

FIGURE 9: HOW MUCH MONEY, IF ANY, WOULD YOU SPEND ON EACH TYPE OF PROGRAM?

FIGURE 10: HOW MUCH MONEY, IF ANY, WOULD YOU SPEND ON EACH TYPE OF SPORTS FACILITY?

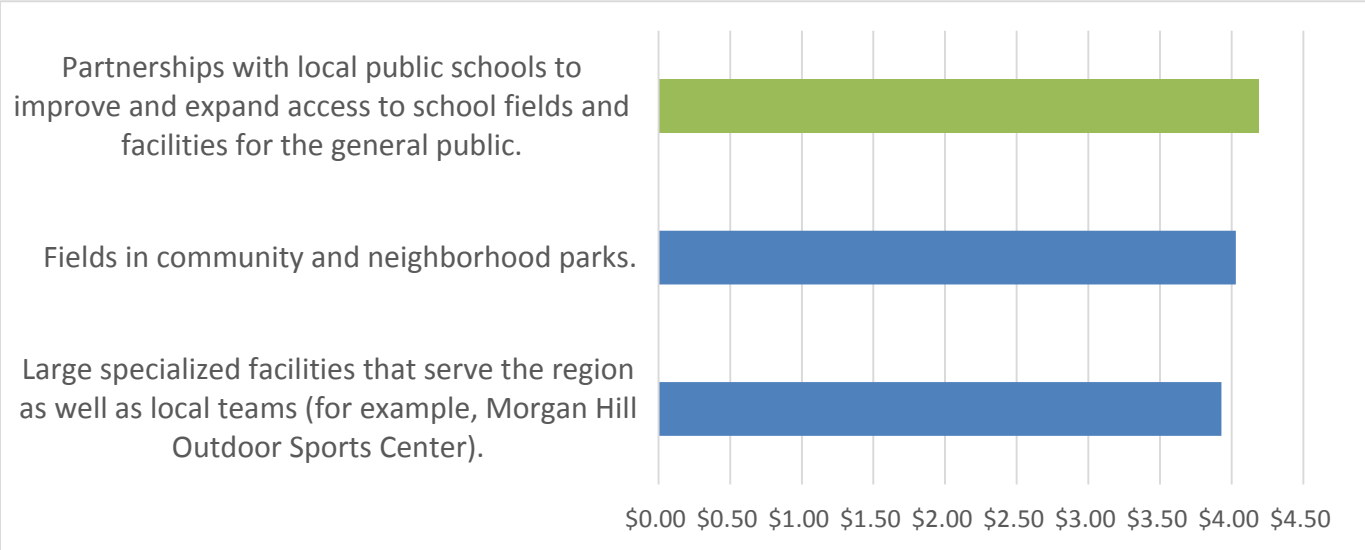


FIGURE 11: HOW MUCH MONEY, IF ANY, WOULD YOU SPEND ON EACH OF FOLLOWING TYPES OF PARK AND OPEN SPACE?

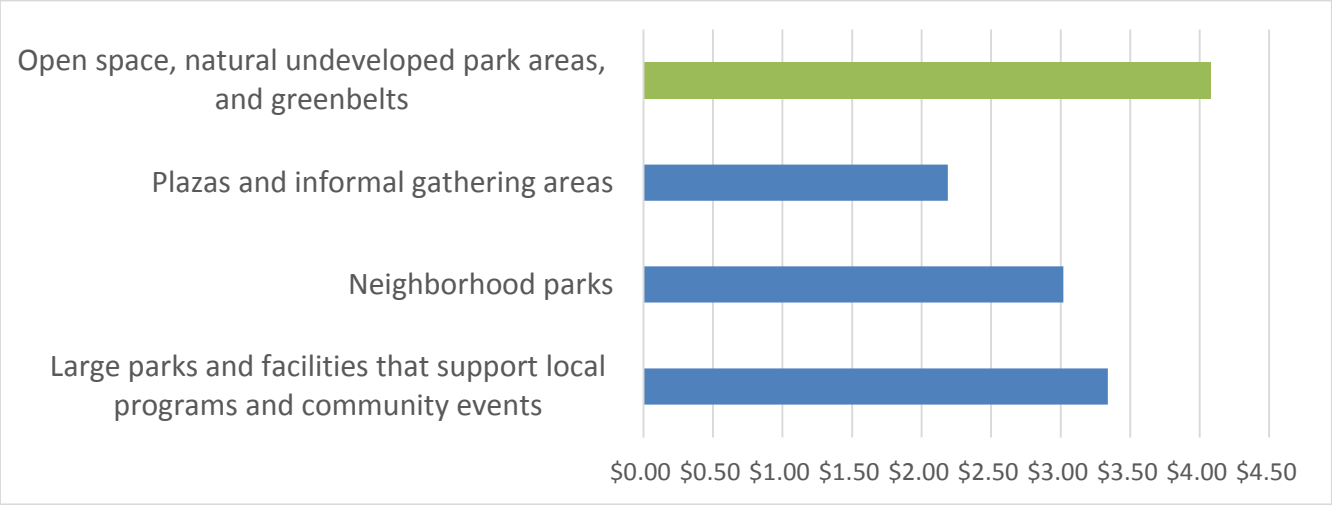


FIGURE 12: HOW MUCH MONEY, IF ANY, WOULD YOU SPEND ON THE FOLLOWING AMENITIES?

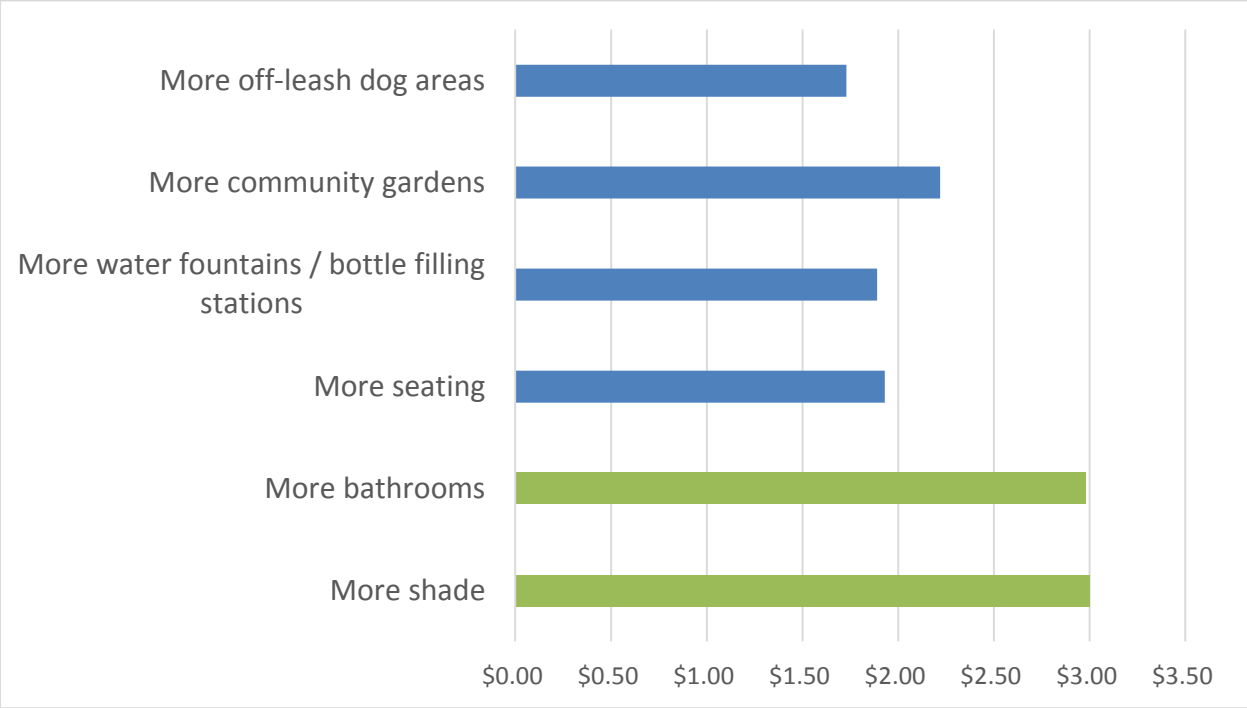
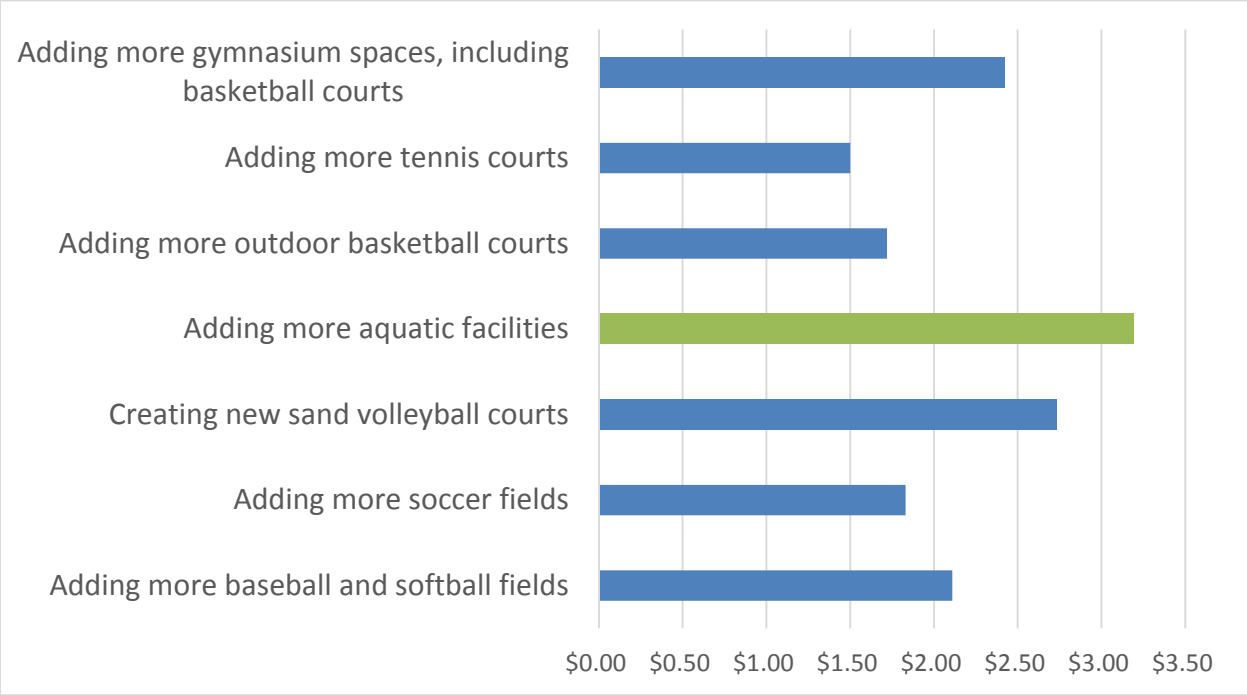
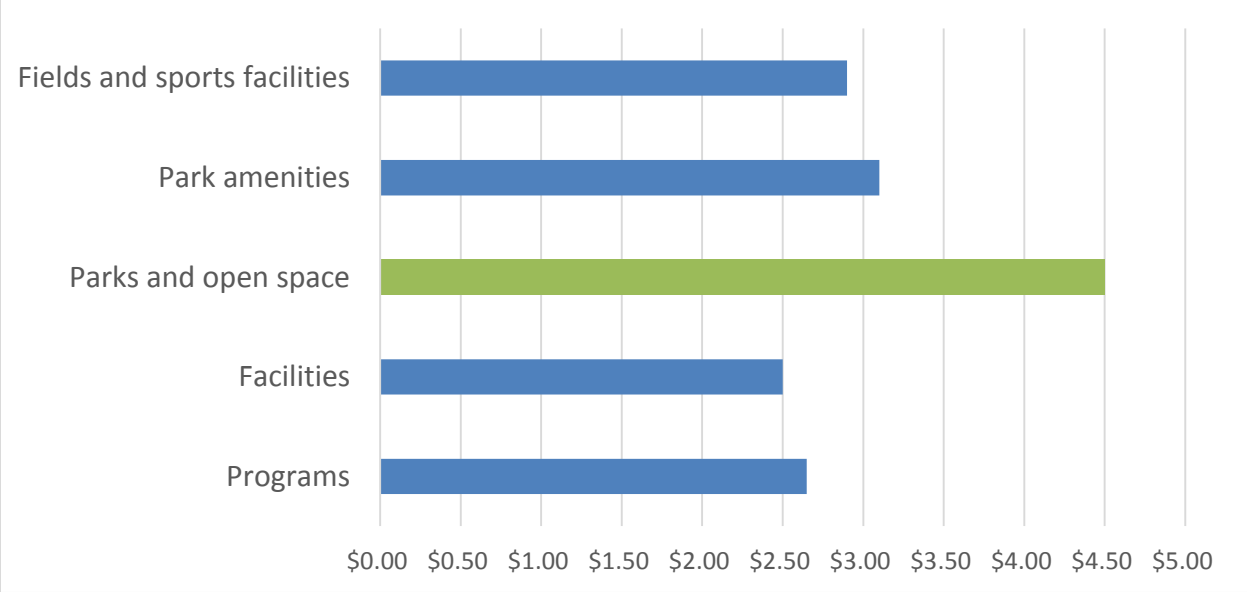


FIGURE 13: HOW MUCH MONEY, IF ANY, WOULD YOU SPEND ON THE FOLLOWING FIELDS AND FACILITIES?



The final question in this section asked survey participants to allocate $12 across all of the categories.

FIGURE 14: NOW, YOU HAVE $12 TO SPEND ACROSS ALL OF THE ABOVE CATEGORIES. HOW MUCH, IF ANY, WOULD YOU SPEND ON THE FOLLOWING?



FINDINGS

- Of the four programming area options, respondents showed the strongest support of funding outdoor/environmental education/nature programming and education.
- The largest number of participants supported fields that are jointly used with schools.
- Respondents prioritized spending on parks and open spaces over the other categories. Within parks and open spaces, respondents allocated the most money to open space, undeveloped parks, and green space. The interest in preserved natural areas aligns with respondents' high level of support for more environmental education.
- Respondents allocated the largest amount of funding for fields and facilities to adding more aquatic facilities. Respondents' interest in aquatic facilities, especially splash pads, was also apparent in the responses to the open-ended survey question inviting survey participants to write-in other ideas for park experiences.
- There was also support for creating new sand volleyball courts and adding more gymnasium spaces.
- Adding bathrooms and shade to Morgan Hill's parks was a high priority for survey respondents. The importance of additional bathrooms and shade was echoed by the Stakeholder Advisory Group (SAG) at the April 21 meeting.

APPLICATION OF FINDINGS

- The Master Planning process will consider whether the City should add more aquatic facilities.
- Approaches for expanding sports field capacity through strategies such as joint use agreements will be included in the Master Plan.
- The Master Plan will recommend locations for additional shade structures and restrooms in the park concept maps and will include these and other amenities in the cost and operations model.

Results: Bikeways & Trails

Throughout the Master Planning process, community members have indicated that improving bikeway and trail connections are a top priority for Morgan Hill's bikeways, trails, parks and recreation system. Bikeways and trails have been a focus of SAG discussions and were a prominent part of the Master Plan online map-based survey distributed in Fall 2015. The questions below include the bikeway and trail priorities that the project team has heard from the community.

FIGURE 15: WHICH OF THE FOLLOWING TYPES OF IMPROVEMENTS TO BIKEWAYS IS MOST IMPORTANT TO YOU?

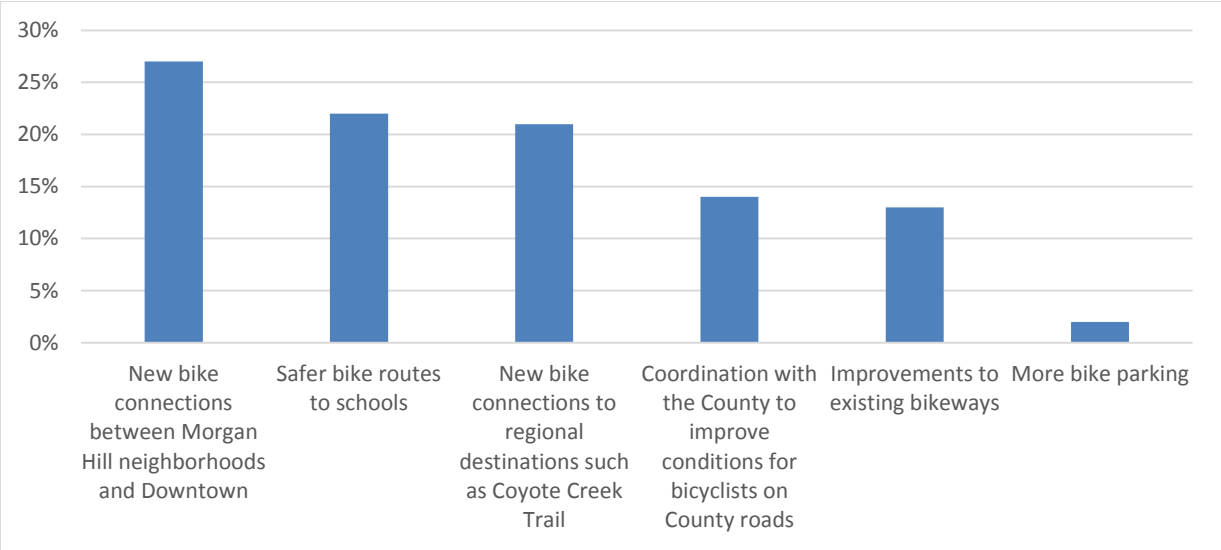
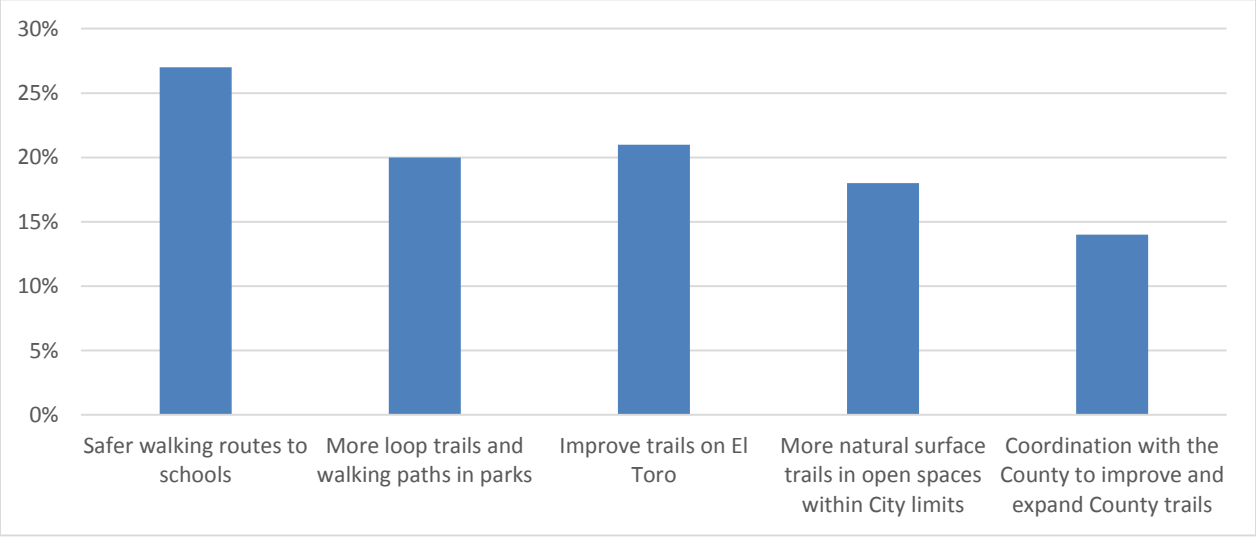


FIGURE 16: WHICH OF THE FOLLOWING TRAIL INVESTMENTS IS MOST IMPORTANT TO YOU?



FINDINGS

- Survey respondents prioritized connections between Morgan Hill neighborhoods and Downtown. This has been a consistent community priority throughout the Master Planning process.
- Safe bicycle and pedestrian routes to schools surfaced as a top priority for survey respondents. This priority was echoed by the Stakeholder Advisory Group at the April 21 meeting.
- Respondents indicated that improving the El Toro trails is the second most important trail investment next to safer walking routes to schools. Respondents also indicated support for loop trails and more natural surface trails in open spaces, although they were not the highest priorities.
- Investments in bike parking was not a high priority for survey respondents, which likely indicates that a lack of bike parking is not a prominent barrier to community members bicycling.

APPLICATION OF FINDINGS

- The Master Plan's criteria for prioritizing bikeways and trails will reflect the community's priorities for safe routes to schools and connections between neighborhoods and Downtown.
- Respondents' support for trails on El Toro reconfirms the City's continuous efforts to develop connected trails on el Toro.

Results: Programming

FIGURE 17: DO YOU TAKE CLASSES AND/OR PARTICIPATE IN PROGRAMS OFFERED

THROUGH THE CITY OF MORGAN HILL?

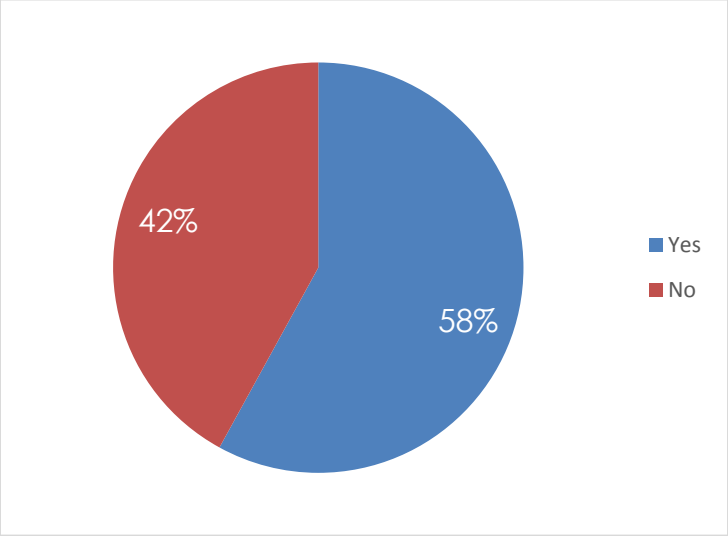


FIGURE 18: WHAT IF ANYTHING LIMITS YOUR PARTICIPATION IN CITY PROGRAMMING?

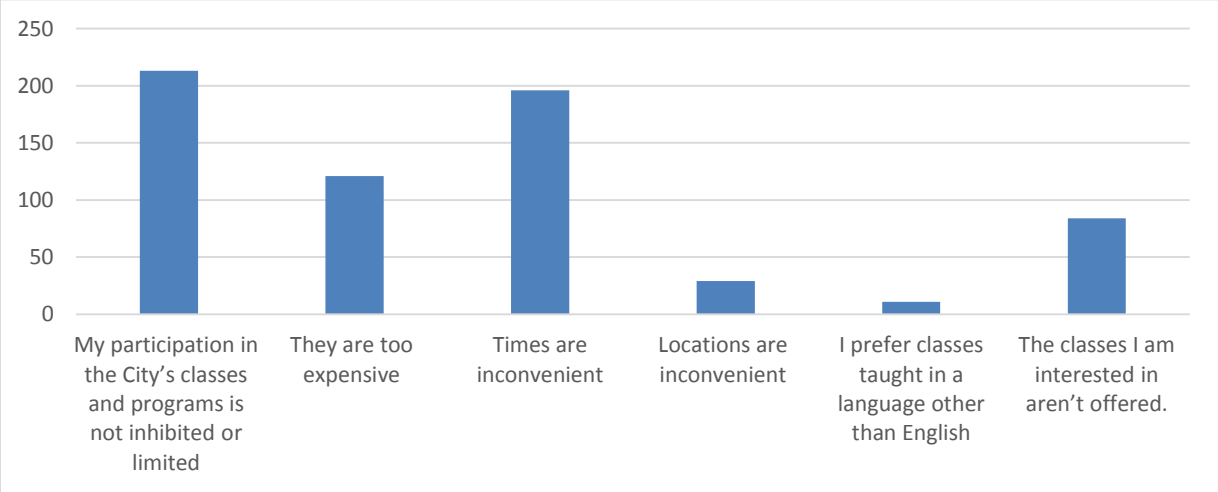


FIGURE 18: PLEASE CHECK ALL THE SETTINGS IN MORGAN HILL THAT YOU THINK WOULD BE A GOOD FIT FOR EACH ACTIVITY.

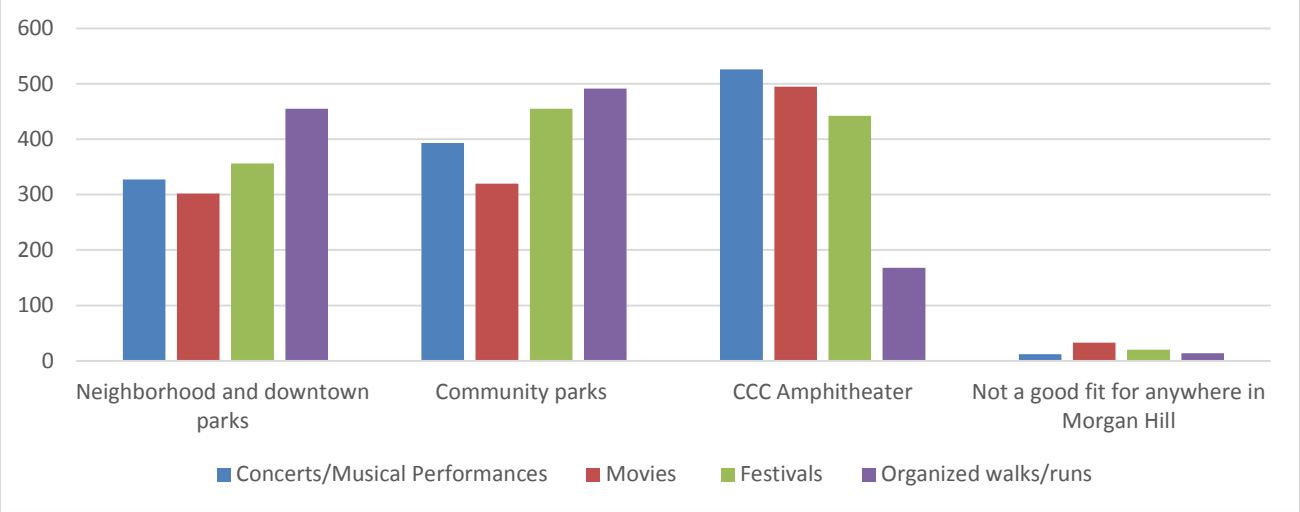
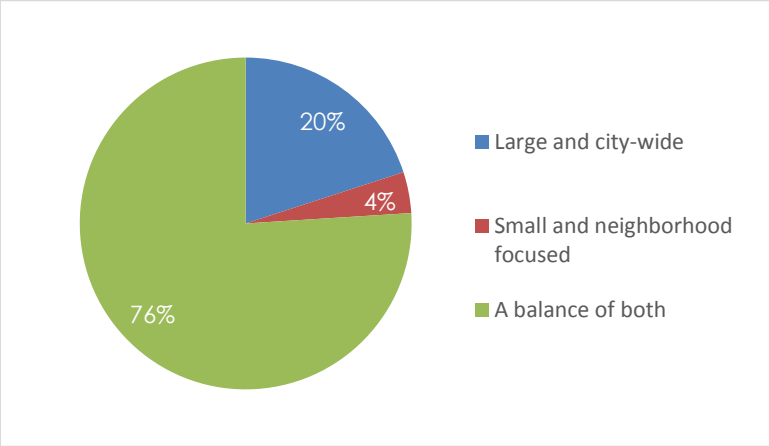


FIGURE 19: EVENTS IN MORGAN HILL SHOULD GENERALLY BE…



FINDINGS

- Over half of survey respondents participate in the City's programming and 33% for survey respondents indicated that their participation was not inhibited or limited.
- Of respondents who feel their participation in City programming is limited (441 respondents), high costs (27%) and inconvenient schedules (44%) are the top two reasons.
- There is wide support for public events in Morgan Hill and a desire for a mix of large city-wide and small neighborhood-focused events.
- Respondents demonstrated a high level of interest in concerts, movies, and festivals held at the CCC outdoor amphitheater.

APPLICATION OF FINDINGS

- Some of the barriers to program participation may be addressed through more extensive education and outreach about scholarship programs and class schedules.
- The Master Plan will make recommendations for event programming that utilizes the amphitheater and distributes events, especially organized walk and runs, throughout the city.

FIGURE 20: DO YOU HAVE ANY OTHER COMMENTS THAT YOU WOULD LIKE TO MAKE ABOUT THE BIKEWAYS, TRAILS, PARKS AND RECREATION PLAN?

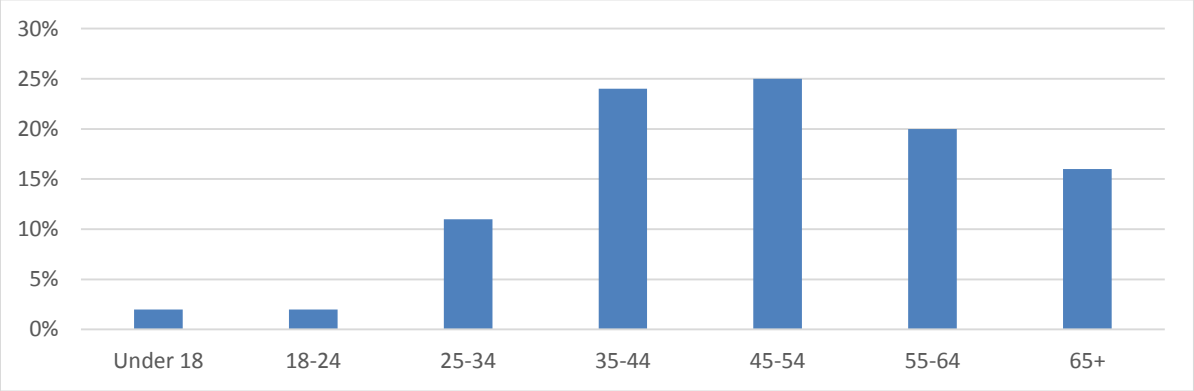
FINDINGS

- The focus on safe bikeway and trail connections, which has been voiced by community members throughout the Master Planning process and this survey, was reinforced in the open ended question that invited comments about the Master Plan.
- There were also many comments related to adding volleyball facilities, which is consistent with the level of funding the respondents allocated to sand volleyball courts in earlier survey questions.

Results: Respondent Demographics

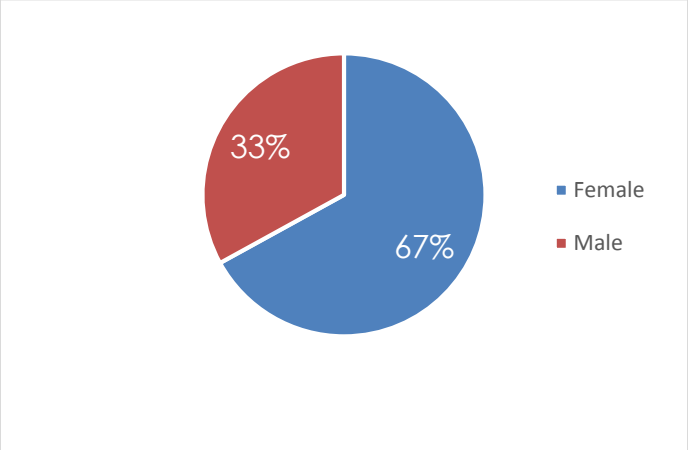
A total of approximately 1,100 responses were recorded. It should be noted, however, that not all of these respondents answered every question. About 600 participants responded to the demographics section of the survey. The responses are summarized in the tables below. The total number of respondents who answered each question is noted below the graph, and the percentage is calculated by the total number of respondents who answered each question.

FIGURE 21. AGE OF RESPONDENTS



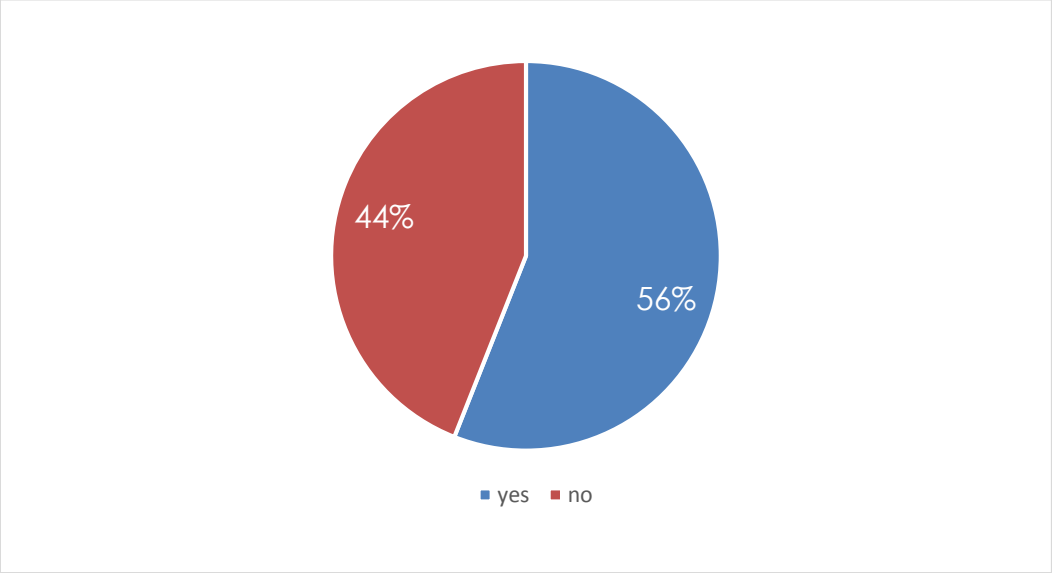
Total Respondents: 616

FIGURE 22. SEX OF RESPONDENTS



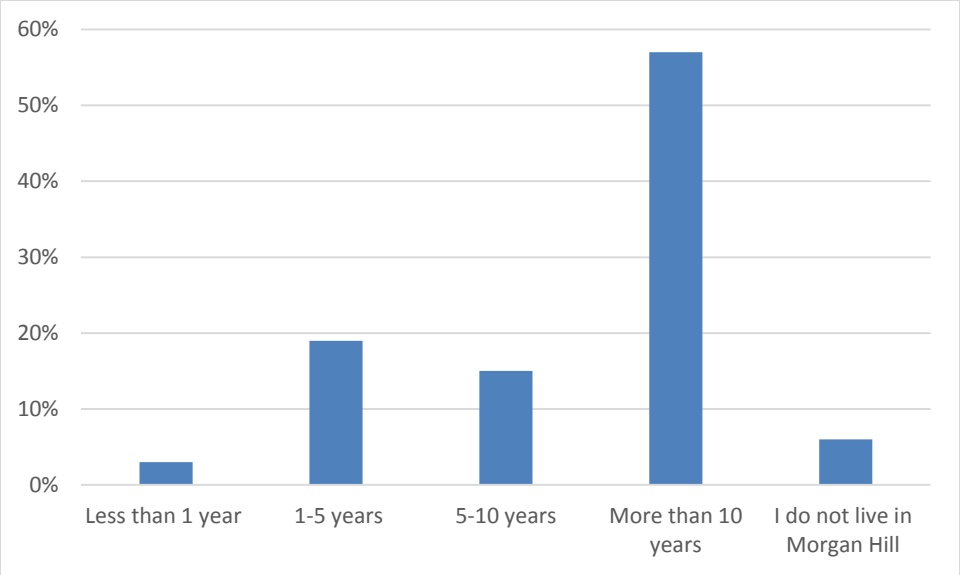
Total Respondents: 604

FIGURE 23. CHILDREN IN HOUSEHOLDS OF RESPONDENTS



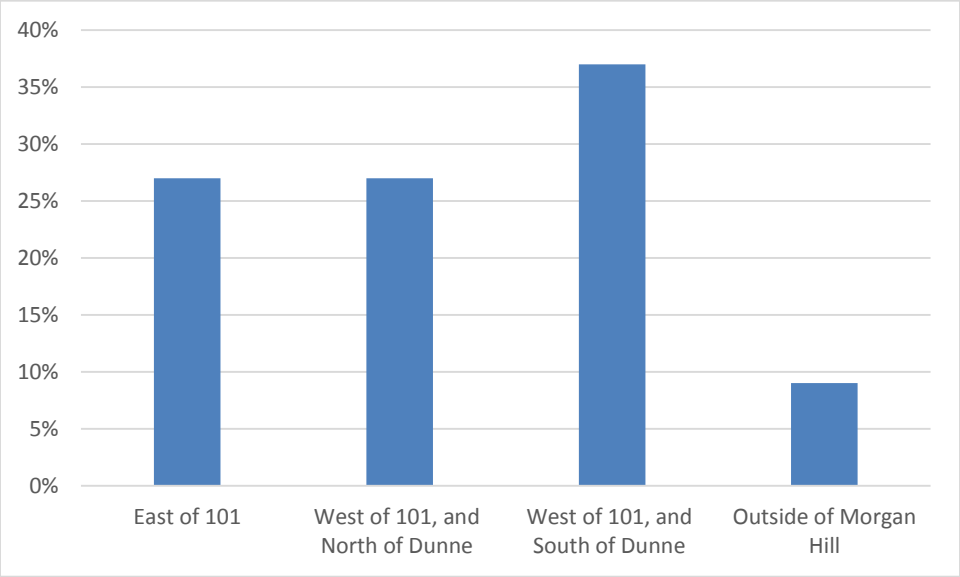
Total Respondents: 574

FIGURE 24. YEARS LIVED IN MORGAN HILL



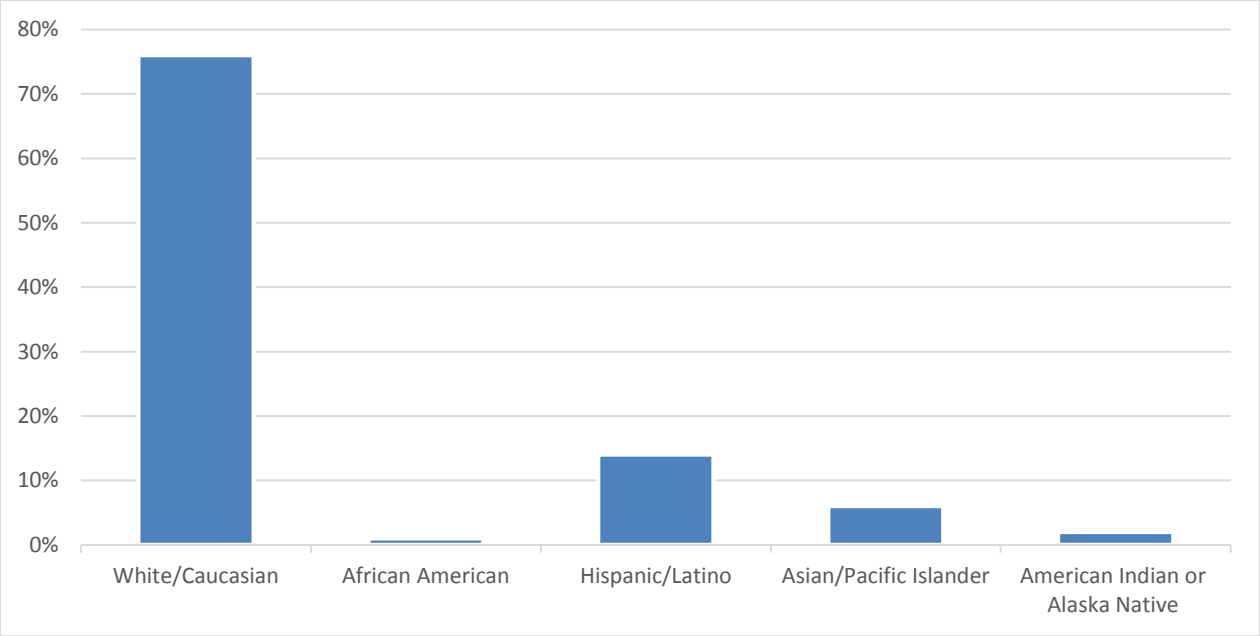
Total Respondents: 610

FIGURE 24. LOCATION OF RESIDENCE IN MORGAN HILL



Total Respondents: 603

FIGURE 10. ETHNICITY



Total Respondents: 623

FINDINGS

- The respondents who answered the demographic section of the questionnaire were more female (67%), more Caucasian/White (76%), and older than the Morgan Hill population overall, which is 50.5% female and 65.2% White.
- The survey was available online and in paper form in English and in Spanish. There were 35 responses in Spanish.
- Among adults, the survey respondents roughly reflected the age distribution of the adult population in Morgan Hill. The largest cohort of adult residents and most questionnaire respondents are between the ages of 35 and 54.
- Forty-four percent of Mapita respondents have no children in their household, which is less than the 57% of Morgan Hill households without children under the age of 18.
- Fifty-seven percent of respondents have lived in Morgan Hill for more than 10 years.
- The project team will focus upcoming community outreach with youth and other demographic groups that have been underrepresented in community input to-date.