

APPENDIX A

Executive Summary

RE: Garfield Park User Survey

Administered by: Callander Associates
Survey format: Web-based, via SurveyMonkey
Survey Period: January 9, 2017 - February 16, 2017
Total Responses: 426
Public Outreach: Link provided on Garfield Park Master Plan website (www.naparec.com/garfieldparkmasterplan) and promoted through flyers mailed to park neighbors and posted at local schools, emails to existing park user groups and stakeholders, social media posts by City of Napa.

Survey Goals, Data Use, and Data Integrity

The Garfield Park User Survey was designed to gather input from current park users, potential park users, and stakeholders in order to better understand:

- Current use of Garfield Park and other recreation spaces in the City of Napa
- Desired amenities at Garfield Park
- Concerns about the park and the Master Plan project

The information gathered from the survey will be used as a supplement to public input provided at the Garfield Park Master Plan Open House and future public. It is anticipated that some, but not all, of the information provided in the survey overlaps with input gathered at the Open House. Of 426 total participants, 174 can be identified by contact information provided in Question 11. Responses were not required for any survey questions, so the total responses for a given question may be less than 426.

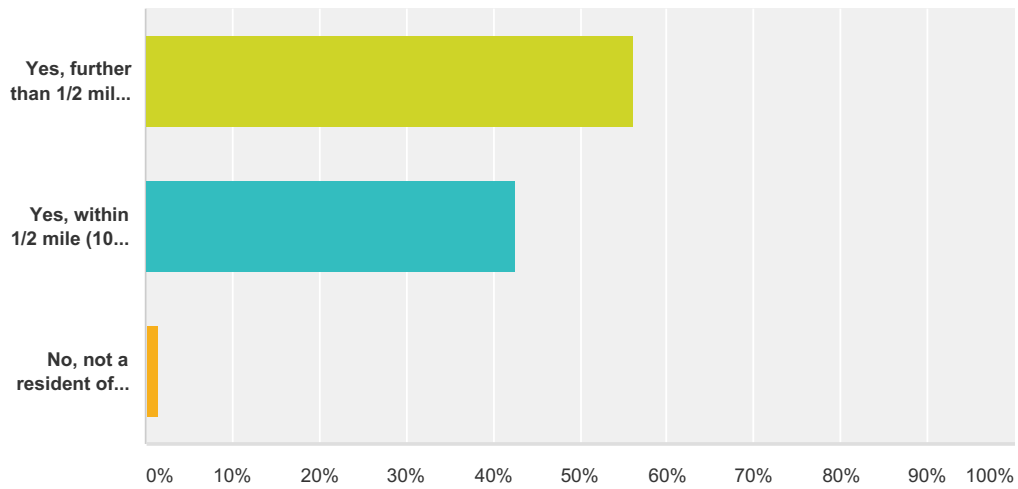
Summary Format

Multiple choice and multiple response questions are summarized with bar charts showing the total number of respondents who chose each answer. Questions 3 and 8 allowed participants to select more than one answer choice as their response.

For questions that included an “other, please specify” or other open-response text area, word clouds are provided showing words and phrases commonly used in the responses. The size of the word or phrase in the word cloud corresponds to its frequency of use. These words clouds capture the general trends and topics of the responses, but an in-depth analysis of all responses will be performed to ensure that trends are accurately captured.

Q1 Are you a resident of Napa? How close do you live to Garfield Park?

Answered: 428 Skipped: -2



Answer Choices	Responses
Yes, further than 1/2 mile (10 minute walk) from Garfield Park	56.07% 240
Yes, within 1/2 mile (10 minute walk) of Garfield Park	42.52% 182
No, not a resident of Napa	1.40% 6
Total	428

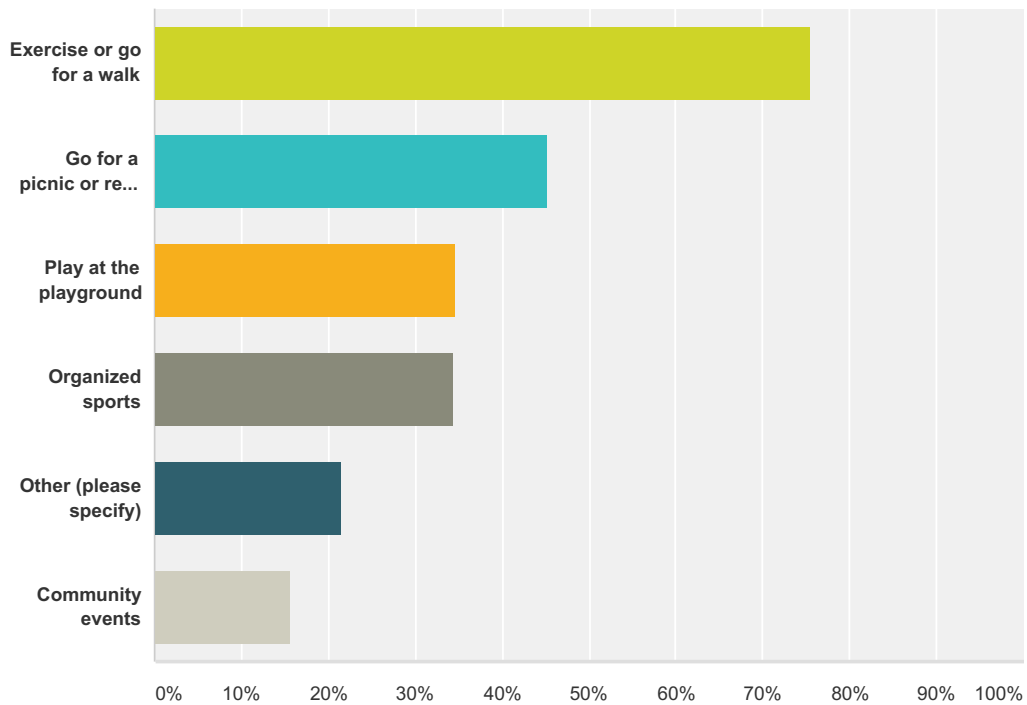
Q2 What is your favorite park in Napa?

Answered: 368 Skipped: 58



Q3 What kinds of things do you like to do at your favorite park?

Answered: 419 Skipped: 7



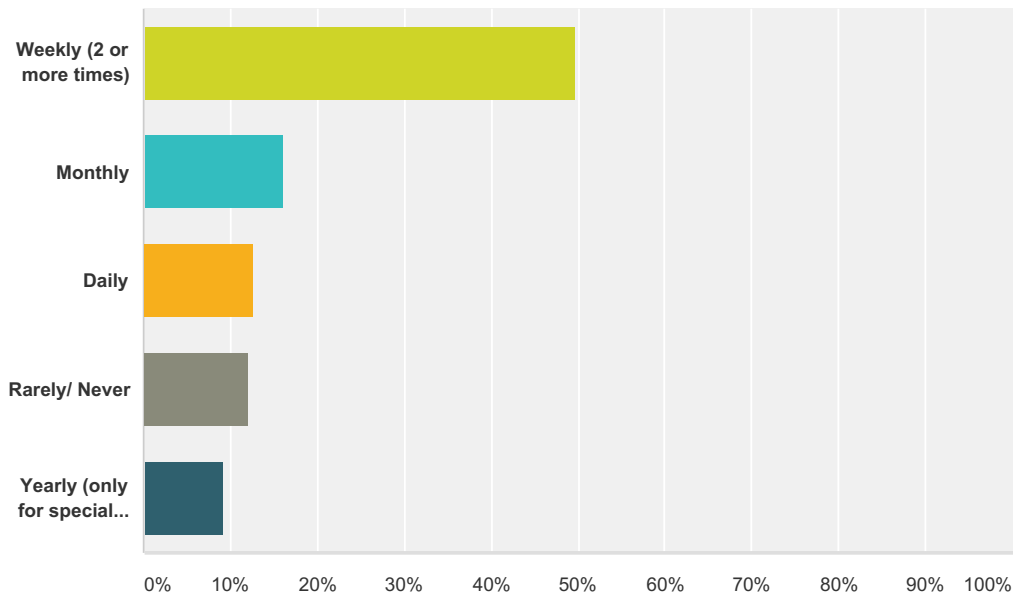
Answer Choices	Responses	Count
Exercise or go for a walk	75.66%	317
Go for a picnic or relax outside	45.35%	190
Play at the playground	34.61%	145
Organized sports	34.37%	144
Other (please specify)	21.48%	90
Community events	15.75%	66
Total Respondents: 419		

Other (please specify):

Play ^{Wildlife} Plants ^{Baseball} Birthday Parties
 Leash Area Enjoy ^{Kayak} Walk Dogs
 Ride Bikes Nature ^{Exercise} Garden ^{Tree Walks}
 Open Space ^{Events} Park

Q4 How often do you go to Garfield Park?

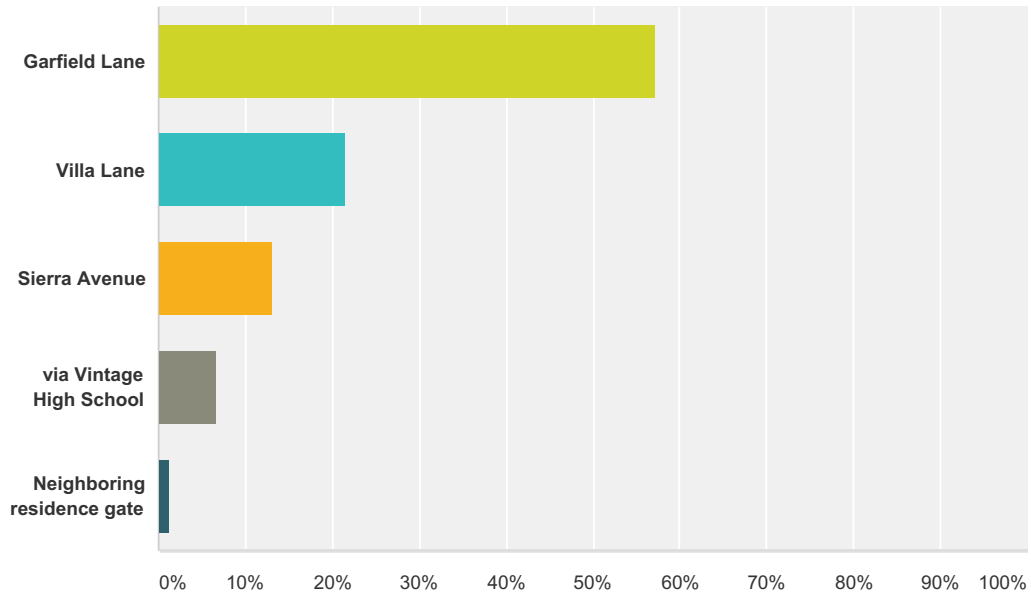
Answered: 422 Skipped: 4



Answer Choices	Responses
Weekly (2 or more times)	49.76% 210
Monthly	16.11% 68
Daily	12.80% 54
Rarely/ Never	12.09% 51
Yearly (only for special events or holidays)	9.24% 39
Total	422

Q5 How do you get to Garfield Park?

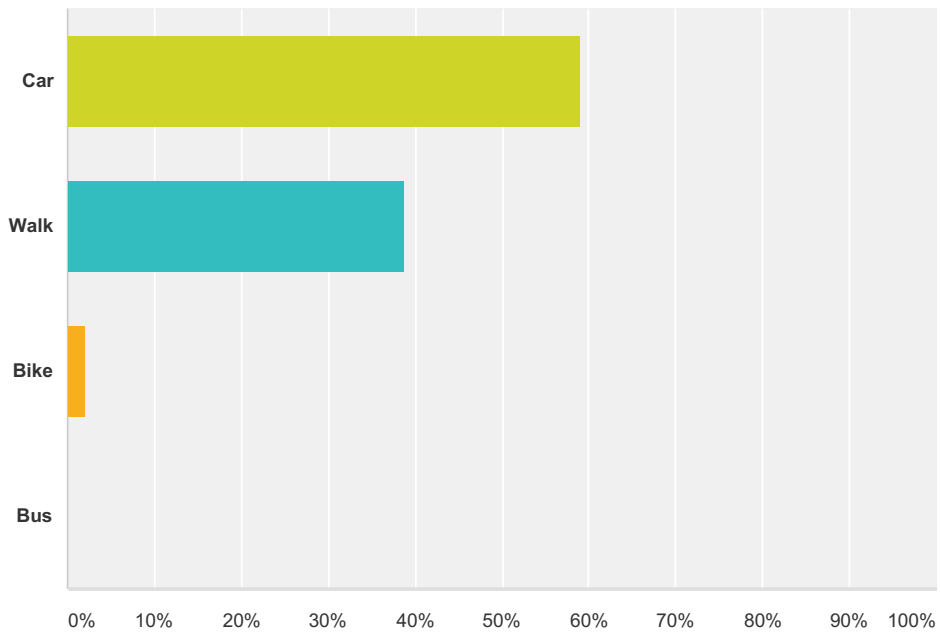
Answered: 400 Skipped: 26



Answer Choices	Responses
Garfield Lane	57.25% 229
Villa Lane	21.50% 86
Sierra Avenue	13.25% 53
via Vintage High School	6.75% 27
Neighboring residence gate	1.25% 5
Total	400

Q6 What mode of transportation do you use?

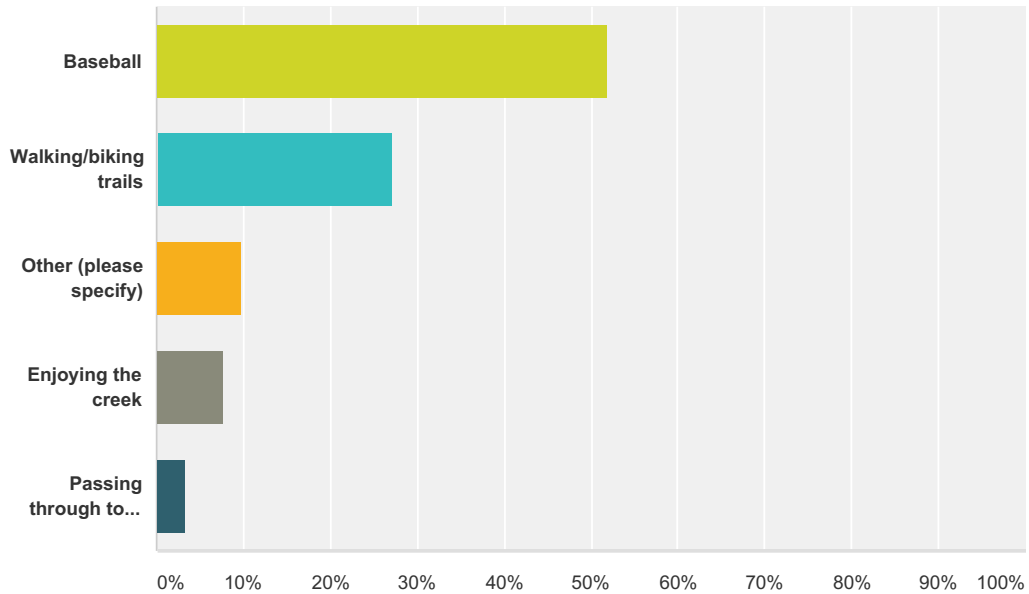
Answered: 425 Skipped: 1



Answer Choices	Responses
Car	59.06% 251
Walk	38.82% 165
Bike	2.12% 9
Bus	0.00% 0
Total	425

Q7 What brings you to Garfield Park?

Answered: 416 Skipped: 10



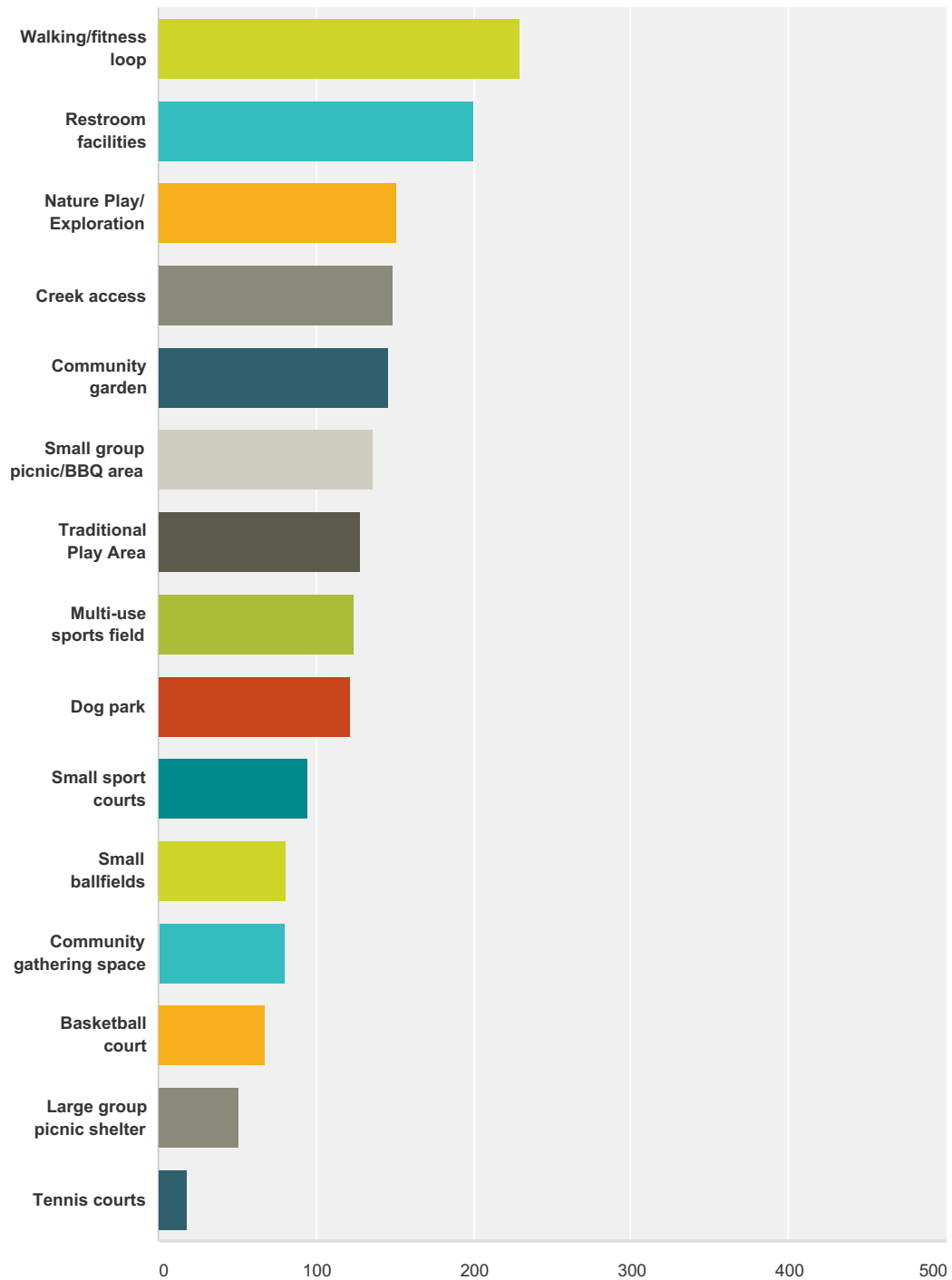
Answer Choices	Responses
Baseball	51.92% 216
Walking/biking trails	27.16% 113
Other (please specify)	9.86% 41
Enjoying the creek	7.69% 32
Passing through to another destination	3.37% 14
Total	416

Other (please specify):

Park_{Bus} Passing Allow Open Space Trails
 Enjoying the Creek_{Biking}
 Community Garden Vintage Farm

Q8 What new amenities would you like to see at Garfield Park?

Answered: 409 Skipped: 17



Answer Choices	Responses
Walking/fitness loop	56.23% 230
Restroom facilities	48.90% 200

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Nature Play/ Exploration	36.92%	151
Creek access	36.43%	149
Community garden	35.70%	146
Small group picnic/BBQ area	33.50%	137
Traditional Play Area	31.30%	128
Multi-use sports field	30.32%	124
Dog park	29.83%	122
Small sport courts	23.23%	95
Small ballfields	19.80%	81
Community gathering space	19.56%	80
Basketball court	16.63%	68
Large group picnic shelter	12.47%	51
Tennis courts	4.65%	19
Total Respondents: 409		

Other (please specify):

Garfield Existing Creek Ball Community Vintage
Open Space Water Park Trails
Garden Play Fields Amenities Baseball
 Develop Walking Food Restrooms Bike Path

Q9 What are your 3 biggest concerns/comments regarding Garfield Park?

Answered: 321 Skipped: 105

Answer Choices	Responses
1.	100.00% 321
2.	81.93% 263
3.	62.31% 200

Response 1:

Vintage Farm Vandalism Housing Drugs Play Place
 Natural Litter Creek Sports Traffic Security
 Space safe Parking Facilities Fields
 Not for Local Residents **Baseball** Homeless
 Noise Restrooms Safety Speeding
 Community Garden Enjoy Love

Response 2:

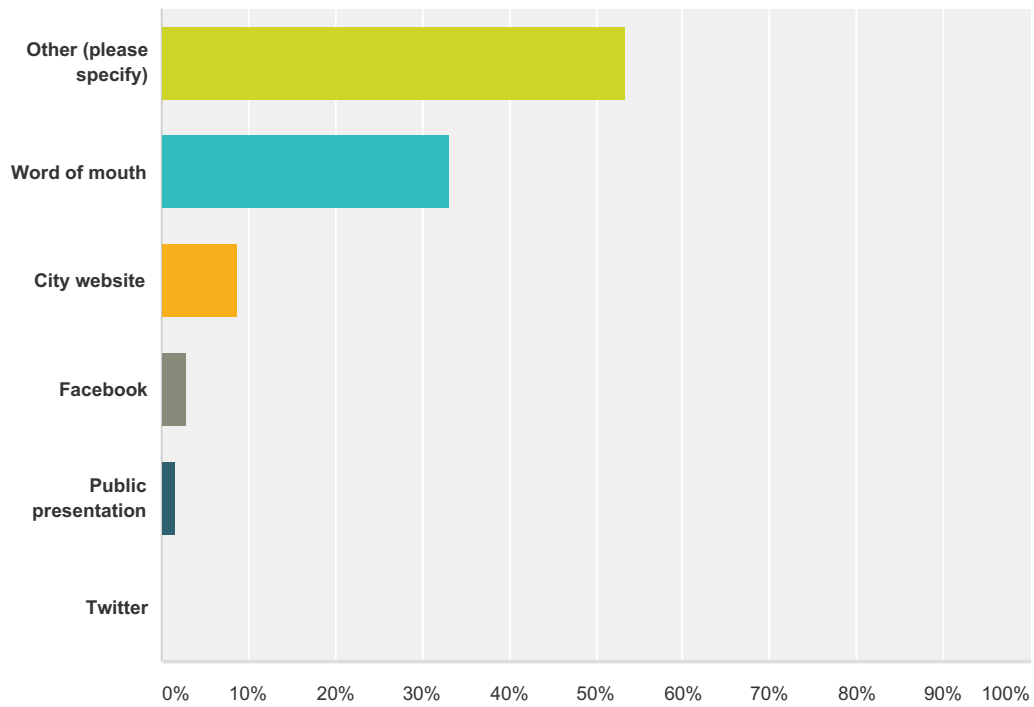
Vintage Farm Vandalism Housing Drugs Play Place
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 Community Garden Enjoy Love

Response 3:

Vintage Farm Vandalism Housing Drugs Play Place
 Natural Litter Creek Sports Traffic Security
 Space safe Parking Facilities Fields
 Not for Local Residents **Baseball** Homeless
 Noise Restrooms Safety Speeding
 Community Garden Enjoy Love

Q10 How did you hear about this planning project?

Answered: 418 Skipped: 8



Answer Choices	Responses
Other (please specify)	53.35% 223
Word of mouth	33.25% 139
City website	8.85% 37
Facebook	2.87% 12
Public presentation	1.67% 7
Twitter	0.00% 0
Total	418

Q11 If you would like future project updates, please provide your contact information. (not required)

Answered: 174 Skipped: 252

Please note: Contact information not published to maintain participant privacy.

Q12 Do you have any other comments, questions, or concerns?

Answered: 140 Skipped: 286

A word cloud of user comments in teal text. The words are arranged in several lines, with some words being significantly larger than others. The words include: Plots, Security, Interests, Happens, Young, Forward to, Seeing, Asking, Not, Change, Traffic, Play, Open, Space, Baseball, Fields, Napa, Green, Park, Participate, Community, Garden, Community, Input, Creek, School, District, Meeting, Landscape, Project, Opportunity, Excited, Wonderful.