



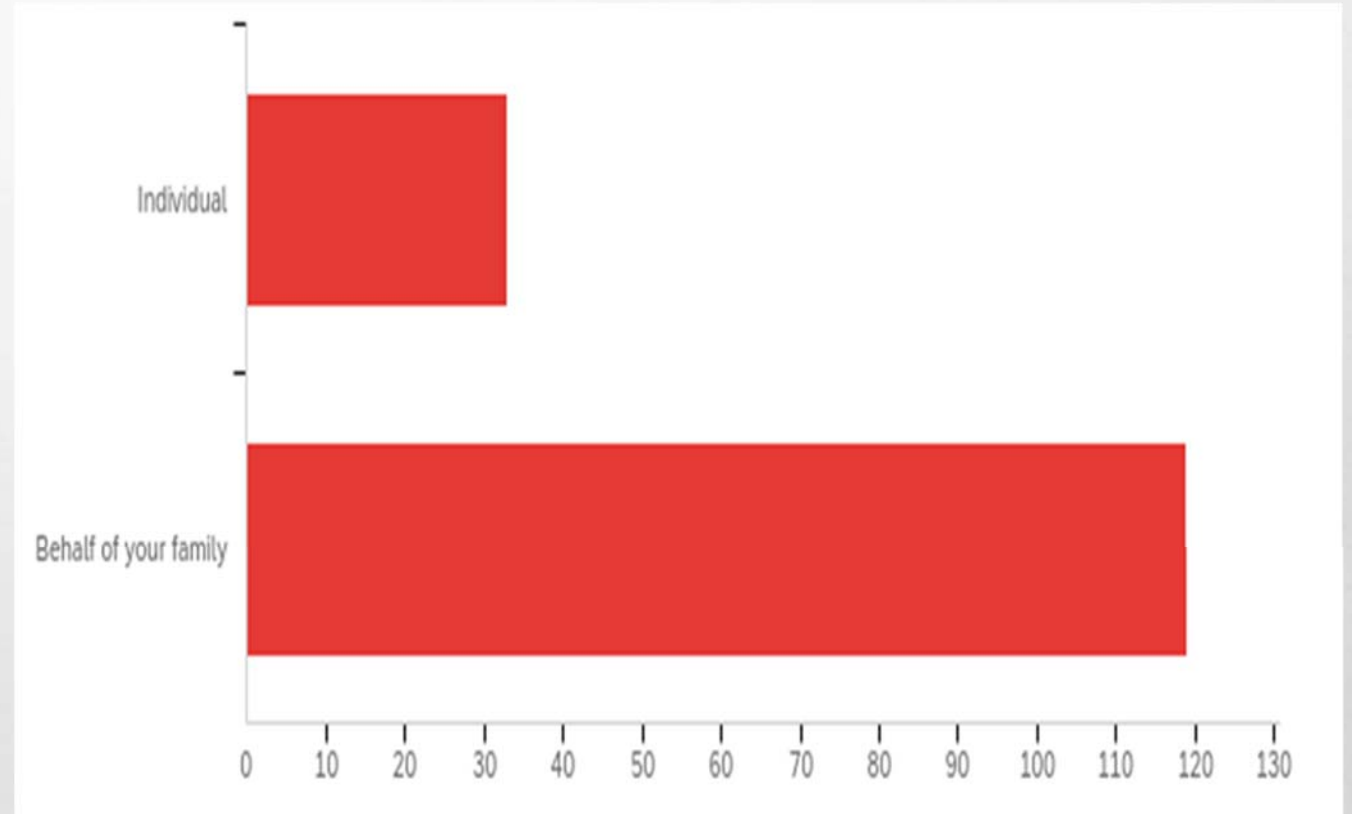
# COLONIAL HEIGHTS RECREATION & PARKS SURVEY - 2022



Presented by:  
VSU Recreation Management 

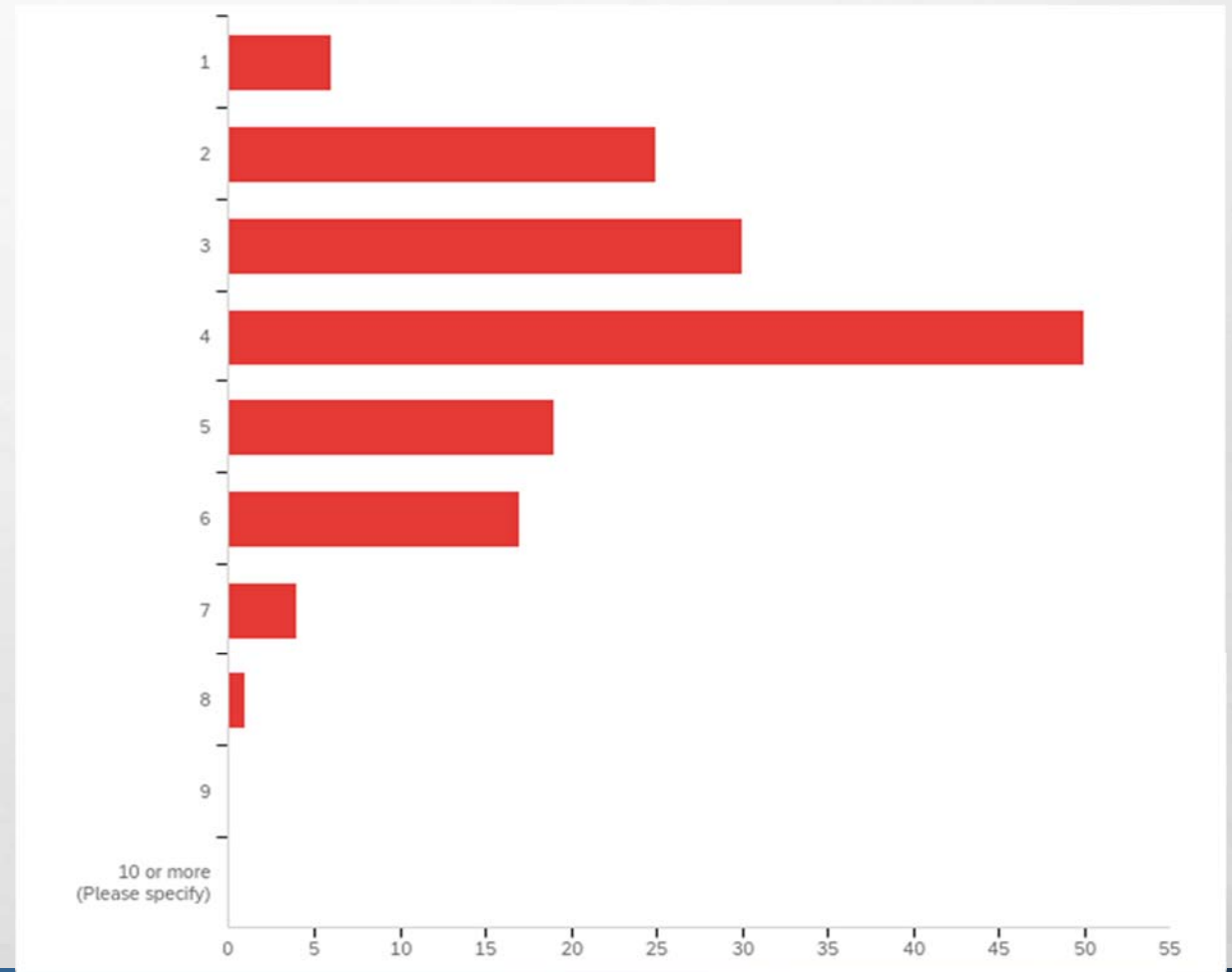
## QUESTION #2: ARE YOU ANSWERING THIS SURVEY AS AN INDIVIDUAL OR ON BEHALF OF YOUR FAMILY?

- 118 out of 150 participants completed the survey on behalf of their family (79%)
- Household size (4 or more people)



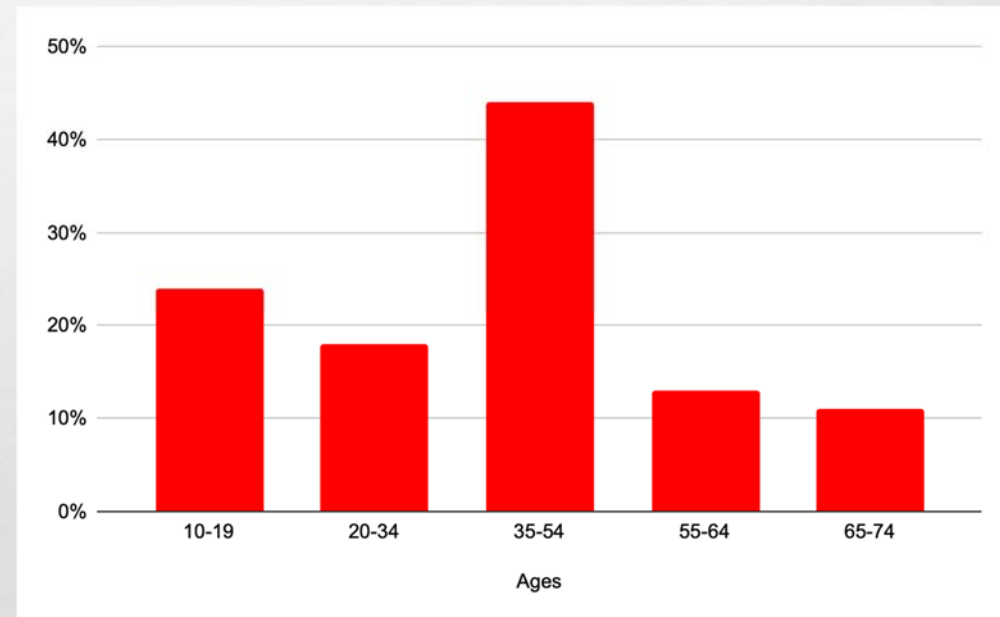
## QUESTION #3: HOW MANY PEOPLE CURRENTLY LIVE IN YOUR HOUSEHOLD?

- Nearly 60% of respondents had 4 or more people in their household
- 20% had 3 in their household
- 17% had 2 in their household



## QUESTION #4: HOW MANY PEOPLE CURRENTLY LIVE IN YOUR HOUSEHOLD?

- **24% with ages 10-19**
- **18% with ages 20-34**
- **44% with ages 35-54**
- **13% with ages 55-64**
- **11% with ages 65-74**



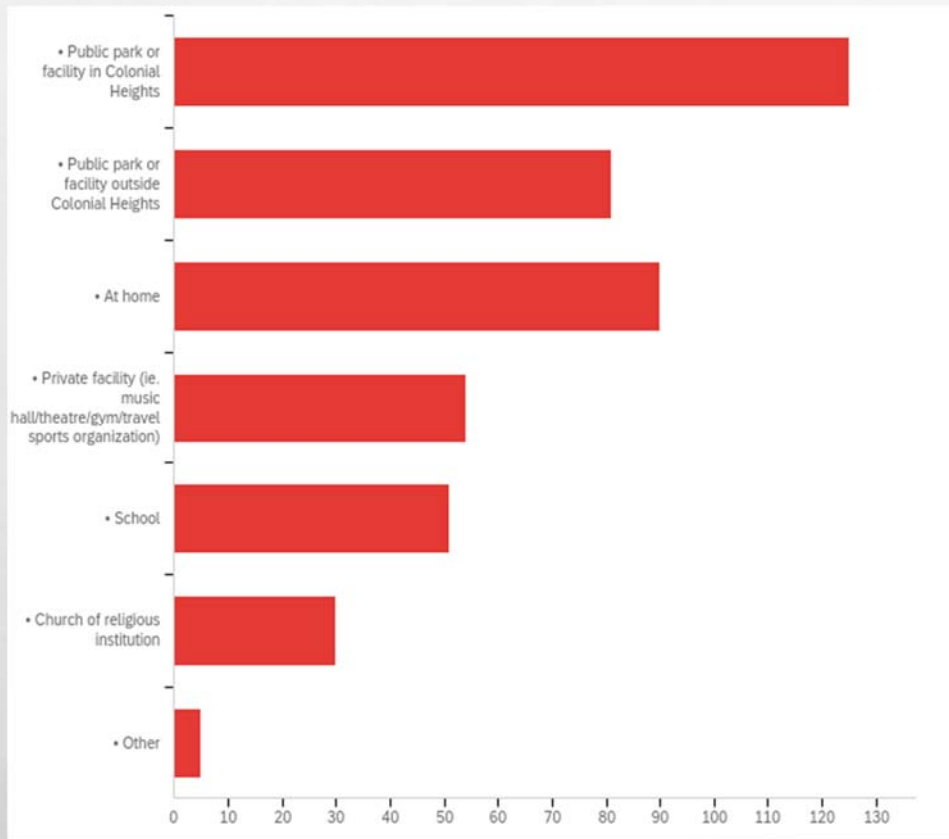


# QUESTION #5: WHAT TYPES OF LEISURE ACTIVITIES DO MEMBERS IN YOUR HOUSEHOLD PARTICIPATE IN?

- **Swimming**
- **Arts & Crafts**
- **Walking/hiking**
- **Dance/fitness**
- **Gardening**

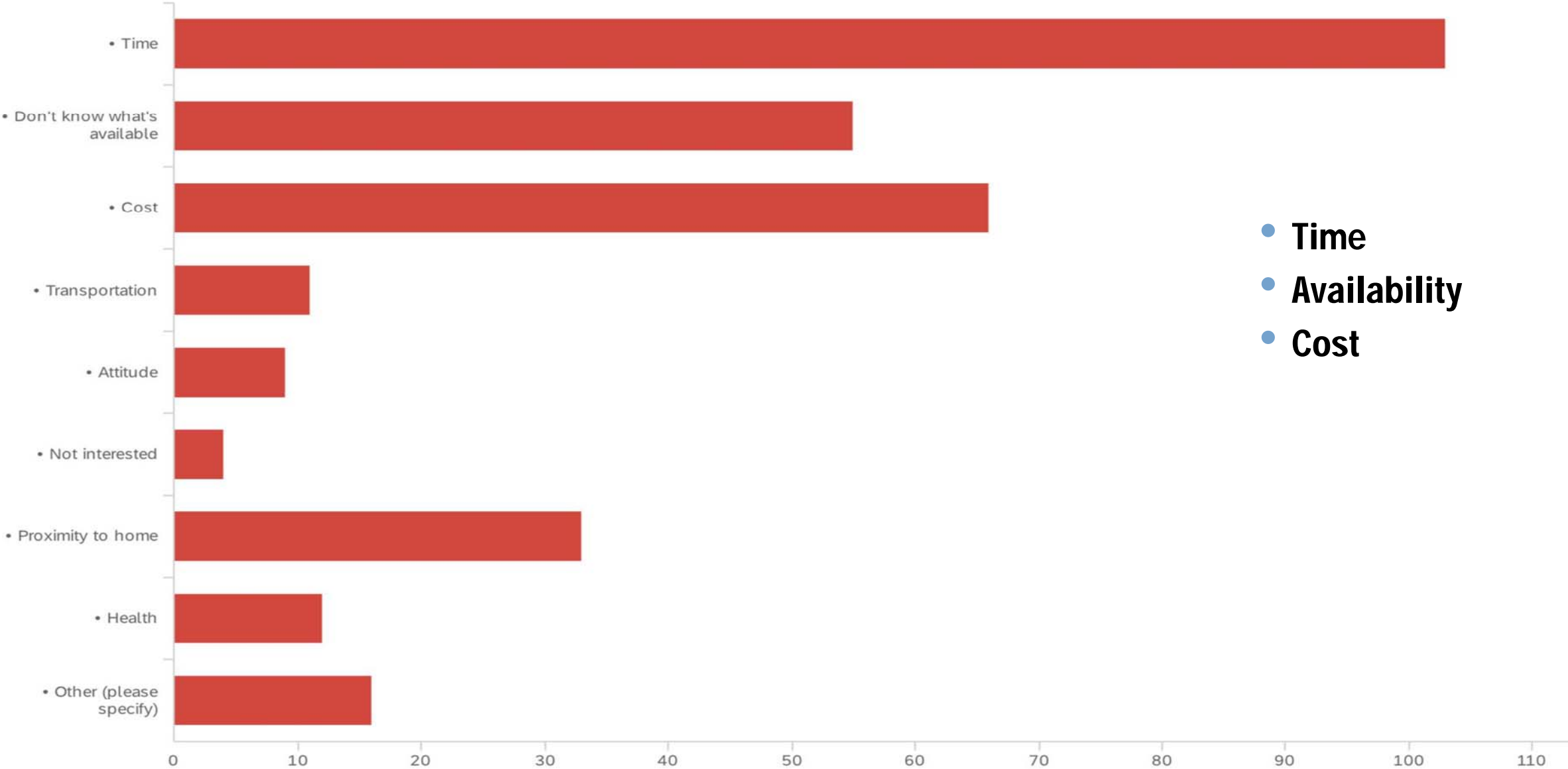


# QUESTION #6 WHAT PARKS, RECREATION AND CULTURE FACILITIES DOES YOUR HOUSEHOLD PRIMARILY USE?



1. **29% primarily use Colonial Heights public parks/facilities**
2. **20% primarily do activities at home**
3. **19% primarily use public parks/facilities outside of Colonial Heights**
4. **13% primarily use a private facility**
5. **12% primarily use a school facility**
6. **7% primarily use a church or religious institution**

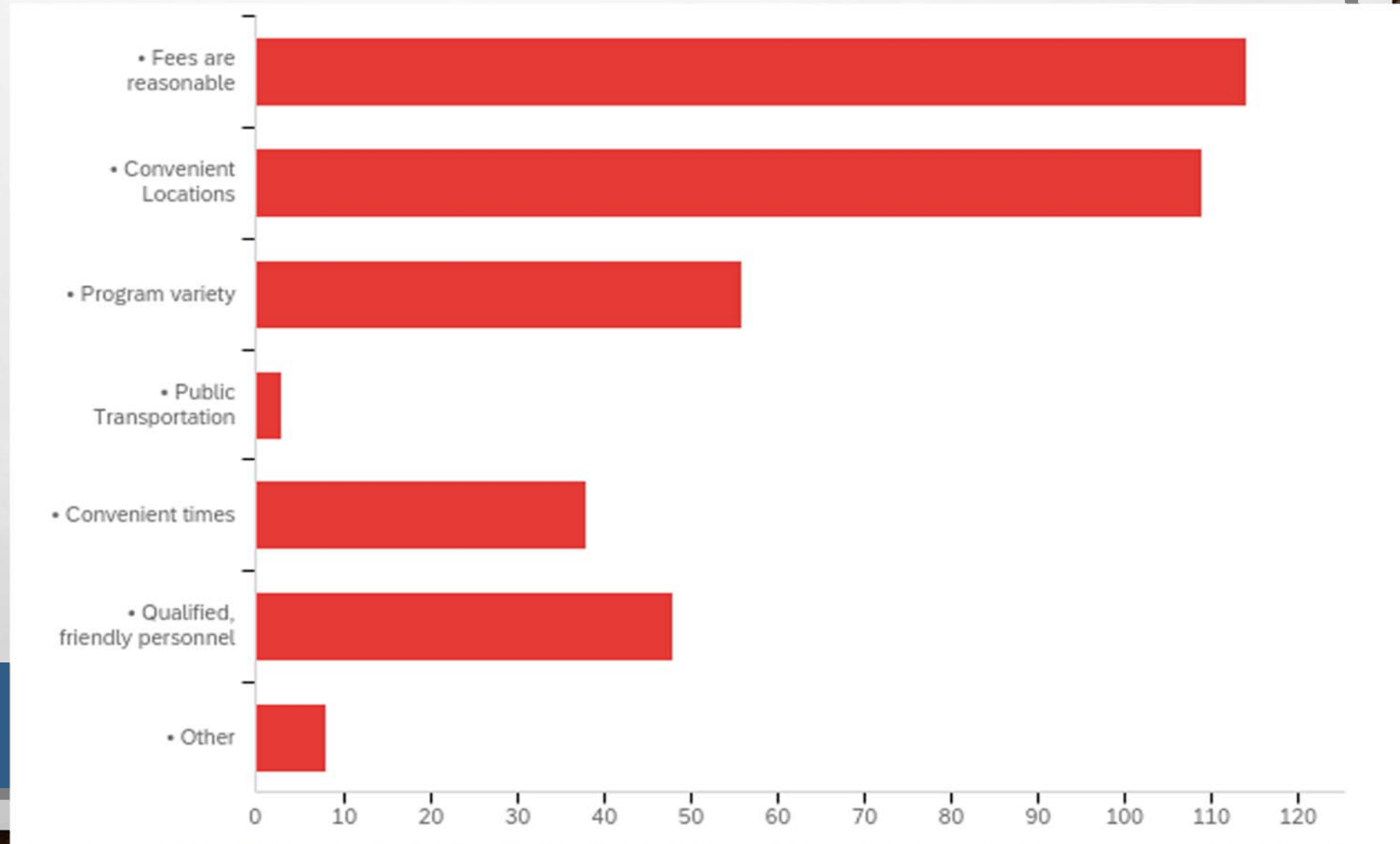
# QUESTION #7: WHAT ARE THE BARRIERS WHICH PREVENT YOU FROM PARTICIPATING IN LEISURE ACTIVITIES?





# QUESTION #8: WHAT ARE THE MAIN REASONS YOU PARTICIPATE IN COLONIAL HEIGHTS RECREATION PROGRAMS?

**31% fees are reasonable**  
**29% convenient locations**  
**15% program variety**  
**13% qualified, friendly staff**  
**10% convenient times**





# QUESTION #9: IF MONEY WERE NO OBJECT, WHAT TYPES OF FACILITIES, SERVICES OR NEW AMENITIES WOULD YOU LIKE TO SEE IN COLONIAL HEIGHTS?

- Family center
- Golf/Mini putt
- Recreation center
- Safe park for kids
- Dog park
- Roller hockey
- Skate park
- Splash pad



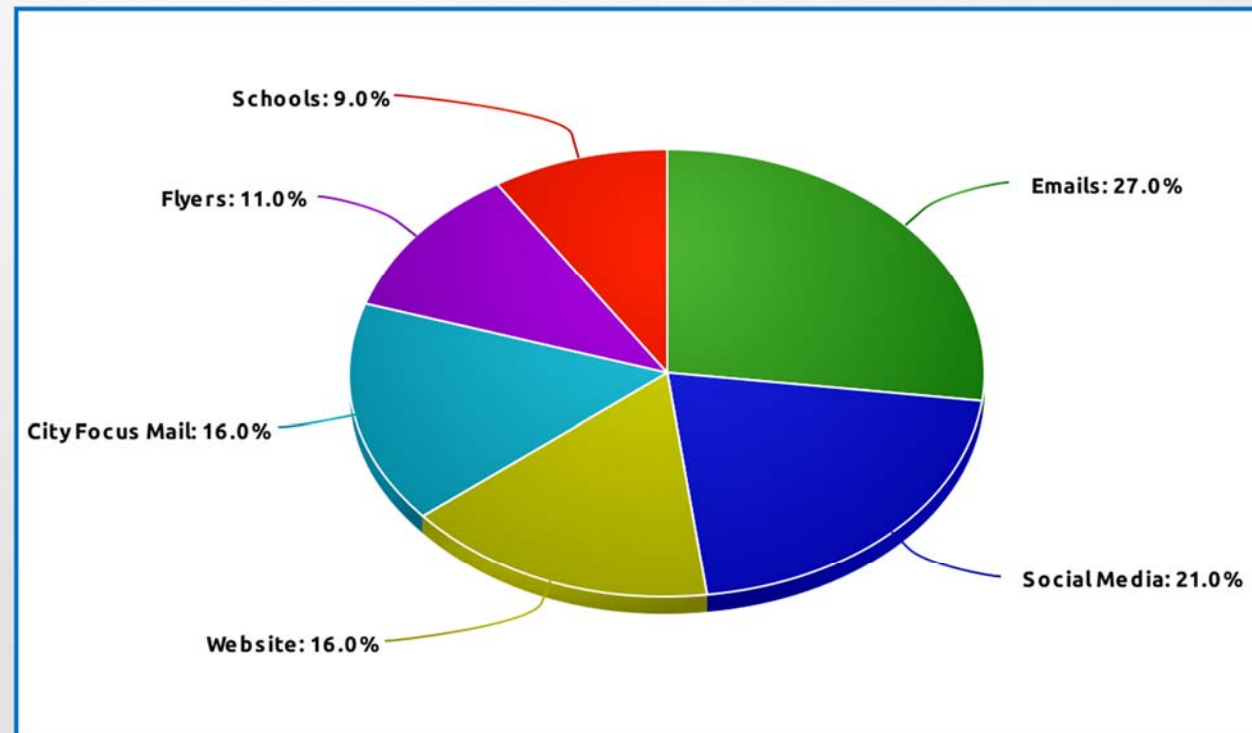
# QUESTION #10: WHAT NEW EVENTS, PROGRAMS, OR SERVICES WOULD YOU LIKE TO SEE THE COLONIAL HEIGHTS RECREATION DEPARTMENT PROVIDE?

- Have indoor pools in the area
- After school tutoring lessons
- Have organized soccer
- Physical and health programs
- Swimming lessons



# QUESTION #11: HOW DO YOU GET INFORMATION ON COLONIAL HEIGHTS RECREATION PROGRAMS?

- **Emails 27%**
- **Social media 21%**
- **Website 16%**
- **City focus mail 16%**
- **Flyers 11%**
- **Schools 9%**



■ Emails ■ Social Media ■ Website ■ City Focus Mail ■ Flyers ■ Schools

meta-chart.com



# QUESTION #12: DO YOU HAVE ANY OTHER SUGGESTIONS FOR US TO HELP SERVE THE RESIDENTS OF COLONIAL HEIGHTS?

- Updated Facilities
- More amenities needed in parks (so don't have to go outside City)
- More diverse programs
- Increase marketing of city events, programs, and things to do
- Decreasing Program Costs
- Local Food Banks/Drives





# Data Implementation: Phase(s)

## - Mr. Spruill

### **Additional Programs**

- **Science Mania**
- **Environmental Education Classes**
- **Pickleball Lessons/Leagues**
- **Kids Cooking Classes**

### **Facilities**

- **Work beginning on a Community Garden**
- **Working on partnerships with area pools for use to include VSU**
- **Skatepark and Futsal Court plans in our CIP for future consideration**
- **Recent grant to build additional Pickleball Courts – hoping to begin construction later this Summer of early Fall**
- **Staff continues to work in our parks to clean up areas around the River**

# Questions