



## Survey Participation

Between April 2015 and July 2015, The City of Raleigh Parks, Recreation and Cultural Resources Department conducted a needs assessment survey for Barwell Road Community Center and Park:

The survey was distributed to over 7000 people, and was targeted at the community who lives around Barwell Road and participates in programs at the Barwell Road Community Center.

Homes within a 2-mile radius of Barwell Road Community Center were mailed a copy of the survey. The survey was also mailed to anyone who had participated in a program at Barwell Road since January 2014. An online version of the survey was also available through the City of Raleigh Barwell Road Park website.

We received a total of 685 responses (approximately 10% response rate, which is great!)

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## Survey Results

### *Park Usage*

Adults (ages 36-54) were the most likely age group to utilize programs and activities at Barwell Road Community Center and Park, and Adults (ages 55+) were the second most likely. There was also interest in specific programs specially tailored for teens and younger children.

Among people surveyed, about 1/3 have participated in a program or class at Barwell Road Community Center. Half of those surveyed had not yet participated in any program offered by the city.

### *Communication & Marketing*

Many people requested more information about what programs are offered at Barwell Road Community Center and Park, and said they would be more likely to use the park if they had more information about what was available.

Most people prefer to get information about Barwell Road through direct mail (62%), the City of Raleigh Website (43%), or the Leisure Ledger program brochure (38%).

### *Programming & Variety*

Another key area of focus should be the variety and selection of activities & programs available at Barwell Road Community Center.

Most people were interested in participating in the following activities or facilities: fitness programs (69%), use of the fitness room (61%), playgrounds (55%) and walking trails (55%).

Other desired activities or facilities included use of picnic shelters, educational programs, greenway trails, and athletics.