

2008 Town of Avon Harry A. Nottingham Park Survey: Executive Summary Report, May 2008

Purpose and Methodology

Purpose

The Town of Avon requested a survey be conducted to gather input from town residents and second homeowners in regard to the **Nottingham Park Master Plan**.

Specific areas identified for community input:

- Current use of park amenities
- Input on new amenities, upgrades and changes
- Special events
- Overall use of the park
- Maintenance needs at the park
- Value of the park
- Demographics

Methodology

In 2008, the Town of Avon contracted with Venturoni Surveys & Research, Inc. (VSR) to perform the survey analysis.

Two groups were identified that would be key for obtaining input:

1. Local Town of Avon residents
2. Town of Avon second homeowners

The Eagle County voter registration list was used to sample local residents. The second homeowners were obtained using the County Assessor list. All homeowners were part of the sample and a question in the survey was used to have survey respondents designate themselves as local or second homeowner. Survey results from the County Assessor list sample were then cross-tabbed to present separate results for the two groups.

A mail/internet survey was designed for use by the two sample frames (Voter and Assessor). Random sampling techniques were employed to select the samples. Letters were sent to potential respondents directing them to go to the internet to fill out the survey. All respondents were assigned identification numbers (IDN) to assure that no duplicate responses were counted. After two weeks, if the potential respondent had not filled out the internet survey, they were sent a reminder letter, paper copy of the survey and postage paid return envelope.

The chart below details the size of the original sample frames, the number of surveys that were mailed, the number of surveys delivered (surveys not delivered were returned by the post office as “undeliverable”), the number of surveys completed and the number of surveys returned, % response, and resulting margin of error for each sample frame.

2008 Avon Nottingham Park Survey

Samples:	Sample Frame	Mailed	Delivered	Returned	%	*Standard Error
County Assessor	2,294	1,127	1,099	316	28.8%	5.13%
Voter Registration	2,632	1,135	894	146	16.3%	7.91%
Total		2,262	1,993	462	23.2%	

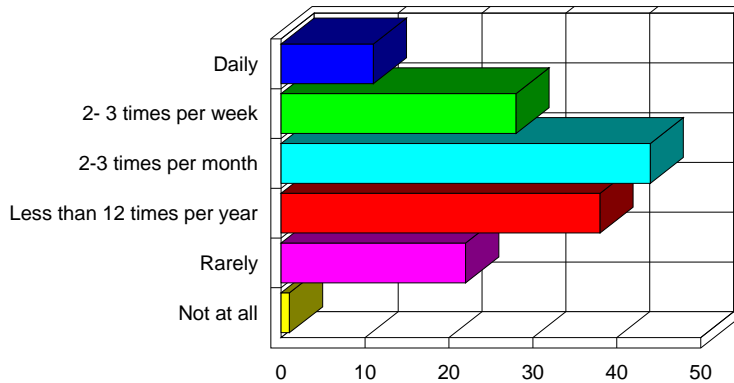
* 95% Confidence Level

The internet/mail surveys were conducted in April and May 2008.

Highlights of Survey Results

9. On average, how often do you use Nottingham Park?

The chart on the right displays the answer from the Voter sample to the question “On average, how often do you use Nottingham Park?” The most frequent response, “2-3 times per month”, was indicated by 31% of respondents. 26% answered “Less than 12 times per year”. The first two responses “Daily” and “2-3 times per week” account for a total of 27% of respondents.



Please note that a full tabulation of all of the survey questions cross-tabbed by “Use of Park” is available in the survey results notebooks and the web-based application (www.avon.org). There is also an interactive slide that allows viewers to select specific questions and view the responses in a graphic representation.

12. What amenities do you (and members of your family) currently use on your visits to Nottingham Park?

2008 Avon Nottingham Park Survey Amenities - Current Use

	Assessor List					
	Full-time Resident		Second Homeowner		Voter List	
	n=154		n=143		n=146	
12. What amenities do you (and members of your family) currently use on your visits to Nottingham Park?						
recreational paths (walking/jogging)	125	82.24%	105	76.64%	118	81.94%
recreational paths (biking)	71	46.71%	55	40.15%	67	46.53%
picnic tables	46	30.26%	40	29.20%	53	36.81%
playground	46	30.26%	46	33.58%	52	36.11%
restrooms	54	35.53%	39	28.47%	52	36.11%
lake (ice skating)	56	36.84%	40	29.20%	49	34.03%
athletic fields (east)	33	21.71%	21	15.33%	31	21.53%
tennis courts	36	23.68%	18	13.14%	27	18.75%
lake (boating)	27	17.76%	23	16.79%	25	17.36%
lake (fishing)	29	19.08%	23	16.79%	24	16.67%
sledding	21	13.82%	19	13.87%	23	15.97%
volleyball courts	26	17.11%	6	4.38%	22	15.28%
athletic fields (west)	28	18.42%	14	10.22%	21	14.58%
barbeque grills	17	11.18%	11	8.03%	16	11.11%
log cabin	25	16.45%	10	7.30%	15	10.42%
lake dock	12	7.89%	11	8.03%	14	9.72%
other:	8	5.26%	15	10.95%	13	9.03%
basketball courts	12	7.89%	6	4.38%	10	6.94%
school/site use	8	5.26%	1	0.73%	9	6.25%
softball field	13	8.55%	3	2.19%	3	2.08%
irrigation ditch	8	5.26%	0	0.00%	3	2.08%
do not use the park	3	1.97%	9	6.57%	2	1.39%

“Recreational paths (walking/jogging)” received the highest frequency responses from all three sample frames, (Resident Homeowners, Second Homeowners and Voters). This was followed by “Recreational paths (Biking)”. The other park amenities are listed in order of use (sorted by the Voter responses) and display a very consistent pattern from all three response groups.

14. The following new amenities, upgrades to existing amenities and changes are possibilities for inclusion in the Nottingham Park Master Plan. Please rate each of these items using the following scale. 1=Not Supportive to 5=Very Supportive

**2008 Avon Nottingham Park Survey
Amenities - Preferences for Master Plan
ALL Sample Frames**

		Assessor List		
		Full-time Resident n=154	Second Homeowner n=143	Voter n=146
1	Trail enhancement and connection	76.35%	79.07%	81.94%
2	Adding amphitheater	66.89%	58.14%	62.94%
3	Add new restrooms	57.04%	59.37%	60.59%
4	Improve lighting	57.54%	64.34%	58.04%
5	Add picnic shelters/BBQ	46.85%	43.45%	51.10%
6	Add cross country ski trail	52.05%	55.65%	51.05%
7	Add dog area, leash free area	48.65%	44.09%	46.85%
8	Improve existing parking	41.38%	37.70%	46.10%
9	Add fire pit	42.86%	28.00%	46.04%
10	Enhance beach for swimming	48.65%	44.09%	43.58%
11	Flood soccer field for skating	37.24%	43.31%	43.57%
12	Location of performing arts pav.	40.29%	43.90%	42.03%
13	New playground equipment	39.73%	40.94%	39.13%
14	Enhance lakes edge access	50.69%	45.83%	38.41%
15	Remove fence along railroad edge	30.28%	36.36%	37.41%
16	Add fishing dock	31.72%	40.65%	37.15%
17	Adding art installations	24.14%	30.33%	26.09%
18	Relocate Red House from US6	22.14%	20.17%	22.46%
19	Cover existing tennis courts	19.31%	13.82%	18.57%
20	Add noise berm	19.01%	25.41%	17.91%
21	Cover existing basketball courts	12.59%	6.62%	10.37%
22	Shade structure	12.59%	6.62%	10.37%
23	Do not add anything to the park	9.82%	10.00%	6.54%

Sort: Voter

The percentage of respondents who rated the item a 4 or 5 on a 5 point scale (Not Supportive to Very Supportive)

70%+	
50 - 69%	
30 - 49%	

The preferences indicated in the chart above are very consistent across the sample frames, indicating general agreement amongst the constituent groups. "Trail enhancement and connection" displayed the greatest support, followed by "Adding amphitheatre", "Add new restrooms", "Improve lighting", "Add picnic shelters/BBQ", and "Add cross country ski trail".

39. Which special events have you (and members of your family) attended at Nottingham Park? (Please check all that apply)

**2008 Avon Nottingham Park Survey
Attendance at Special Events
ALL Sample Frames**

	Assessor List					
	Full-time Resident		Second Homeowner		Voter List	
	n=154		n=143		n=146	
39. Which special events have you (and members of your family) attended at Nottingham Park?						
4th of July Fire Works Display	131	91.61%	113	94.96%	131	92.25%
Art Festivals	81	56.64%	62	52.10%	73	51.41%
Lakeside Cinema	44	30.77%	25	21.01%	40	28.17%
Fall Fun Night	39	27.27%	17	14.29%	39	27.46%
Avon's Egg Hunt	37	25.87%	19	15.97%	36	25.35%
Antique Show	44	30.77%	32	26.89%	35	24.65%
Vail Lacrosse Shootout Tournament	24	16.78%	26	21.85%	26	18.31%
Triple Bypass Bicycle Tour	30	20.98%	26	21.85%	25	17.61%
Icing on the Lake	30	20.98%	14	11.76%	22	15.49%
Vail Valley Soccer	16	11.19%	11	9.24%	17	11.97%
Hockey Championships	25	17.48%	7	5.88%	16	11.27%
Father's Day Fishing Derby	10	6.99%	3	2.52%	9	6.34%
American Circus	14	9.79%	5	4.20%	9	6.34%
Dunk and Dash	14	9.79%	7	5.88%	5	3.52%

Special events at the park are very popular, as the table above demonstrates. This question was followed by #40 which asked "Would you like to see more or fewer special events at the park?" 84% of the Voter respondents would like to see more special events.

This Executive Summary is provided to give an overview of some of the survey findings. Please go to the town web page (www.avon.org) to obtain more findings from the Town of Avon Harry A. Nottingham Park Survey including the following:

- Detailed survey results for each of the 52 survey questions by sample frame
- PowerPoint presentation of the survey results
- Color-coded spreadsheets
- Cross-tab results by:
 - Use of Park
 - Length of Residency
- Over 70 pages of write-in comments
- Interactive slides