

Appendix C: Public Opinion Survey Report



I. Introduction

Doylestown Township and Doylestown Borough jointly conducted a direct mail survey to assess public opinion about the parks, recreation and open space. The municipalities wanted to determine the opinions, ideas and concerns of the citizens to serve as a foundation for the **Doylestown Community Parks, Recreation & Open Space Plan**. By understanding the citizens' needs and interests, the municipalities can effectively plan for parks, recreation and open space conservation.

II. Process

Organization, Goals and Survey Instrument –A CPRP (Certified Park and Recreation Professional) developed the survey instrument in collaboration with the Doylestown Joint Parks, Recreation & Open Space Committee. The goal was to obtain citizen input regarding:

- Recreation activity preferences
- Parks and recreation facilities, both indoors and outdoors
- Perceptions about recreation programs and parks
- Attitudes towards financial support for parks and recreation
- Public priorities for future directions in parks, recreation and open space

Random Sample: Return Number Matters - A random sample of 1,800 households was drawn. This included 1,000 households in the Township and 800 households in the Borough. Every household in municipalities had an equal chance of being selected to participate in the survey. The goal was to achieve statistical significance through a return of 361 completed surveys in each municipality. This would produce survey findings with a high level of confidence and a low margin of error.

Distribution – Respondents received a pre-survey letter informing them that they would be getting a questionnaire the following week. The pre-survey letter informed the respondents about the project, the importance of their response and the time frame. The following week, the survey was mailed out via first class mail along with a cover letter and a self-addressed stamped reply envelope. One week after the surveys were mailed out, a follow-up post card was sent as a reminder for people to return their surveys or thanking them if they already had.

III. Survey Follow Up

In addition to the postcard reminder, follow up included telephone calls to the respondents who had not yet returned their surveys. Toole Recreation Planning is licensed to make telephone calls to survey participants by the PUC (Public Utility Commission) in accordance with the “Do Not Call” regulations. Up to three calls were made to a random group of 50 non-respondents in each municipality asking them to complete and return their questionnaire. The phone calls yielded the following:

- *Unreachable*: 58 of the survey sample who had not returned a questionnaire were unreachable. That is, they did not respond to the survey or any of the telephone calls.

- *Refusals:* 28 non-returned questionnaires refused in telephone follow up. Of the refusals, some were “hang ups” while others refused after listening to the purpose of the call. The main reasons given for refusals were that the respondent was too busy, the time was not good, lack of interest, or being happy with the parks and recreation in the community.
- *Reachable and Non-refused:* 14 of the survey sample contacted said they would either fill it out or they asked for another questionnaire, which was then mailed to them. Those contacted who had not yet returned the survey stated that they were satisfied with parks and recreation.

IV. Return

Of the 1,800 surveys mailed, 178 were undeliverable due to incorrect addresses, changes of address, refusals and deaths effectively reducing the sample to 1,622. Completed questionnaires returned totaled 741 within the response period. Another 38 were returned after that for a total of 779 completed surveys for a return rate of 48 percent. The yield produced exceeded the required number of 722 to achieve a statistical level of confidence of 95 percent +/- 5 percent.

Respondent Characteristics

Respondents provided demographic information that included their gender, age group, educational level, and household composition.

Respondent Age Group

About 36 percent of the respondents were in the 45 to 64 year age group. The next largest responding groups consisted of 30 percent in the 25 to 44-age cohort. About 29 percent were 65 or older. The age group of 18 to 24 made up less than one percent of the respondents. About four percent did not provide their age.

Gender of Respondents

Of those who answered the question about respondent gender, 43 percent reported that they were males and 41 percent females. The rest did not report their gender.

Household Composition

About 25 percent of the respondents had retired adults living in the household. About seven percent had people with disabilities. Respondents reported the following percentages regarding the presence of children and youth in the household.

- Pre-schoolers – 10 percent
- Elementary school students – 18 percent
- High school students – 13 percent

- Middle school students – 13 percent
- College students – 12 percent

V. Responses

The following section presents the responses to the questions, interpretation of the findings, and implications. It is important to note that the percentages are high in the responses. Corporate America makes major marketing and investment decisions based upon numbers as low as ten percent. Please note that numbers do not add up to 100 percent due to rounding and/or non-response.

- 1. The following is a list of recreation activities. Circle one response to indicate if members of your household participate or would like to participate in the following activities.**

	Yes	No	Would like to but don't	NA
a. League sports (e.g. baseball, soccer, etc.)	27%	49%	11%	12%
b. Non-league sports (e.g. golf, tennis, etc.)	33	40	14	13
c. Exercise and fitness	60	17	14	9
d. Nature study	29	39	19	12
e. Special events (concerts, holiday events)	62	13	17	8
f. Performing Arts (music, arts, drama, dance)	47	25	18	10
g. Studio Arts (crafts, painting, pottery)	25	41	20	14

Interpretation

The top activities in which the respondents participate are special events at 62% and exercise and fitness at 60%. Three out of every five resident participate in these activities showing their importance. Nearly one out of two respondents participates in the performing arts. Participation in league sports emerged at 27%. It is important to note that this is a relatively high number with one out of four families participating since organized sports participation is concentrated in youth between the ages of five and 13 (although there are older players). The top three activities in which respondents would like to participate include studio arts (20%), nature study (19%) and performing arts (18%). While special events came in at 17%, this activity already garnered the top spot in terms of participation.

Implications

Special events are the hallmark of recreation in this community. They should continue to play a significant part of community recreation. Continuing to serve organized sports is essential. The future Expanding fitness opportunities and moving into the arts and environmental education will be important.

2. Have you or members of your household participate in community recreation programs in the last 12 months? Please circle where you have participated in the programs listed.

NA	No,	Yes			
	did not participate	Twp	Boro	Twp & Boro	Other Places
a. Adult recreation programs	68%	7%	6%	13%	7%
b. Children’s recreation programs	65	10	9	19	5
c. Summer Concert Series	47	23	21	44	7
d. Festivals such as Oktoberfest, the Arts Festival	28	31	42	73	6
e. Community sports leagues e.g. DAA, CBAA, CYO	63	12	9	21	6

Interpretation

The findings of this question support the importance of special events and community festivals. Nearly three out of four respondents from the community attend the festivals. About two out of five go to the Summer Concert Series. These are very important community events. Under seven percent of the respondents go outside of the community for their recreation in contrast to many other communities in which citizens go elsewhere, including Doylestown, for recreation - especially special events and festivals. While the lowest participation is in general recreation programs and sports leagues, they still draw about one in five respondents. This would represent about 2,800 households in the Doylestown community.

Implications

The significant participation in special events has important implications for partnerships and sponsorships. Private businesses could effectively reach thousands of potential or existing customers at these events thereby making advertising at them an important marketing tool.

3. How would you rate the level of recreation programs available in parks and recreation to the following groups? Please circle one response for each item.

	Not Enough	About Right	Too Much	Not Sure	NA
a. Pre-schoolers	7%	26%	1%	54%	11%
b. Elementary students	9	35	1	45	10
c. Middle school students	15	25	1	48	11
d. High school students	20	21	1	47	11
e. Adults	19	37	.3	33	10
f. Young adults	20	20	.1	49	12
g. Retired adults	17	23	1	51	9
h. Families	12	38	.4	38	11
i. People with disabilities	12	10	.1	66	11
j. Overall level of service	10	40	.3	.3	11

Interpretation

There are two major findings regarding this question. One is that the respondents generally do not know enough about the level of service to specific community groups but 40% rated the overall level of service at “about right” The impression of the overall level of service is the most important perception in this question. The other major finding is that 1% or less stated that there is “too much” in terms of recreation programming. Service to youth, families and adults captured the highest ratings of “about right”.

Implications

Service to people with disabilities, young adults and high school students could be areas of concentration in the future, especially services for those with disabilities.

4. How often do you or members of your household use parks in the Township or the Borough? Please check the appropriate boxes.

	Township	Borough	Both	No Answer
a. Daily	3%	4%	1%	92%
b. Weekly	10	12	10	68
c. Monthly	9	7	9	74
d. Seasonally	17	9	23	50
TOTAL	39	32	43*	
e. Never, not interested	.5	.4	1	98
f. Never, but still think parks are important to have	3	4	10	84

*Some respondents circled more than one response.

Interpretation

About 40 percent of the respondents use the parks. Respondents reported using parks in both municipalities at the same or higher rate than either the Township or the Borough solely. Most use is seasonal although about one in ten use the parks weekly. Only one percent of the respondents indicated that they are not interested in the parks. About one in ten reported never using the parks but still think they are important to have. The total of 43 percent reporting use of parks in both the Township and the Borough along with the 10 percent who think the parks are important even if they do not use them brings the total to 53%. Parks are important over half of the respondents.

Implications

The reported use of parks in both municipalities is an important finding. This demonstrates that the residents already perceive the parks in either municipality as available to them. The favorable perceived value of the parks in the community underscores the importance of their role in the community and the need to support them.

5. Please give us your impression of the parks in our community? Circle one response for each.

	Excellent	Good	TOTAL Exc & Good	Fair	Poor	TOTAL Fair & Poor	No Impression	No Answer
a. Cleanliness	34%	47%	81%	5%	.3%	5.3%	6%	8%
b. Attractiveness	31	45	66	9	1	10	5	9
c. Safety	26	47	73	8	1	9	9	9
d. Location	25	48	63	11	1	12	6	9
e. Types of facilities available	15	45	60	19	3	22	8	9
f. Your awareness of parks	16	43	59	22	5	27	5	8
g. Overall rating of Township Parks	23	48	71	8	1	9	10	10
h. Overall Rating of Borough Parks	17	47	64	13	1	14	12	9

Interpretation

The most prevalent rating of the characteristics of the parks is “good”. This was followed by “excellent”. Cleanliness achieved an 81 percent rating, a highly favorable response. The next highest rating was for safety at 73%, a crucial factor in successful parks. *Less than 2%* of the respondents from the Borough and the Township perceive park safety as poor. Overall, respondents perceive the parks favorably rating the park qualities as good to excellent with a range of 60% to 80% as good to excellent. Park awareness was lowest at 59%. Significantly, these high ratings came from a respondent pool in which about nine out ten had some impression of the parks. While people in the community have some impression about the parks, about one in five cited that their awareness was only fair. With a favorable rating at 60 percent, the types of facilities could be improved. This is tied directly to the facility preferences assessed in the next question.

Implications

The 81% score on cleanliness is a tribute to municipal operations. One of the most important things that local government can do in terms of parks and recreation is keeping the parks clean. This is a very high rating and should be the benchmark for all other scores. The next time a survey is done, the community should strive to achieve an 80% score on all the other factors. This will take time and commitment which could be phased in over the implementation of this plan. Promoting the parks should be strategic and in keeping with the type of parks and their purpose. For example, community wide and special purpose facilities should be advertised while neighborhood parks should primarily serve the residents of the neighborhood and not attract citizens from all corners of the community. Park location ratings will probably increase as neighborhood parks are added and the bike path completed. The message is to keep the parks clean and safe and work on improving the types of facilities available. Strive to achieve an 80 percent satisfaction rating on all characteristics in the future.

6. What priority should the following park and recreation facilities have in our plan to improve the system? Please circle one response for each item.

	High Priority	Medium Priority	TOTAL PRIORITY	Low Priority	Not Necessary	No Answer
Existing Facilities						
a. Walking paths	65%	21%	86%	3%	1%	9%
b. Bike paths	52	30	82	6	2	10
c. Natural areas	53	29	82	6	1	11
d. Picnic pavilions	23	47	70	16	3	11
e. Playgrounds	43	36	79	9	1	10
f. Sports fields	37	36	73	13	2	12
g. Game courts: tennis basketball	31	44	75	12	2	12
h. Horseshoe, shuffleboard, bocce	12	37	59	34	6	11
i. Roller hockey courts	12	6	18	31	40	10
j. Skate park	13	34	47	33	9	12
k. More golf features in Central Park	13	28	31	32	15	12
k. Amenities: restrooms, water fountains etc.	54	31	85	3	1	10
New Facilities						
l. Miniature golf	18	31	49	25	15	10
m. Water feature play area	18	30	48	27	13	11
n. Ice Rink	21	35	56	24	10	10
o. Amphitheater – permanent structure	29	37	66	15	8	10
p. Dog Park	23	25	48	27	14	10
q. Sports field and game court lighting	25	35	60	21	8	10

Interpretation

The most important improvements are walking and bike paths, natural areas and park amenities. Walking paths are the top priority for improvements in the parks and recreation system according to 65% of the respondents. The next highest at 54% are amenities such as restrooms, water fountains and so on. More than three out of five respondents identified 12 different types of facilities as priorities. These include: pathways; park amenities; natural areas; picnic pavilions; playgrounds; sports fields and lighting; game courts & lighting; and an amphitheater. It is important to note that game courts and sports fields achieved an unusually high rating or priority by about three out of four respondents. Typically these facilities capture a rating of less than half of this on community recreation surveys. Generally, few respondents said that these facilities are not necessary. Roller hockey courts received the highest response of “not necessary” at 40%.

Implications

The respondents expressed the importance of adding a variety of facility types to the park system as well as protecting natural resources. Pathways, amenities and natural resource protection are among the lower cost improvements. Another solution is increased advertising about where these facilities already exist. Several of the improvements lend themselves to continued and expanded partnerships such as with the Bike & Hike Committee and organized sports leagues. Others have the potential for special community projects such as the amphitheater, which could possibly be undertaken in a similar fashion as Kids’ Castle through fundraising, volunteers, partnership, and sponsorships. The priority of sports field and game court lighting needs to be explored in a manner that considers both recreation needs and harmony with the surrounding community.

7. How important are the following indoor recreation facilities to you or members of your household? Please circle one response for each item.

	Very Important	Important	TOTAL IMPORTANT	Not Important	Not Necessary	No Answer
a. Gymnasiums	21%	28%	49%	28%	11%	11%
b. Indoor pools	21	31	52	27	11	10
c. Indoor track	11	24	35	39	15	11
d. Ind. sports training facilities	16	33	49	28	12	11
e. Fitness/exercise centers	32	36	68	14	8	9
f. Activity rooms	11	42	53	27	9	11
g. Meeting rooms	7	33	40	37	12	10
h. Senior center	20	37	57	25	10	9
i. Teen facilities	27	37	64	18	9	9

Interpretation

Fitness and exercise center; teen facilities; senior center; activity rooms and an indoor pool were cited as “important” facilities by over half of the respondents. Over half of the respondents said that an indoor track and meeting rooms were not important or necessary.

Implications

Overall, indoor facilities are not as important as outdoor facilities. Focus should be on outdoor facilities and making the best use of existing indoor facilities and partnerships.

8. Where do you think we should focus parks and recreation in the future? Please circle one choice for each item.

	High Priority	Priority	TOTAL High & Priority	Low Priority	Not Nec.	N0 Answer
a. Expanding recreation programs & services	24%	50%	74%	12%	3%	12%
b. Upgrading existing facilities	24	50	74	12	3	12
c. Developing parks for active recreation	22	44	66	19	3	12
d. Developing parks for passive recreation	15	42	57	26	4	13
e. Building additional ball fields	14	23	37	40	9	14
f. Connecting the bike & hike path system	43	30	73	13	3	10
g. Adding an indoor recreation center	19	29	48	31	8	12
h. Protecting natural resources & open space	61	23	84	6	1	9
i. Park and recreation facility maintenance	41	43	84	4	1	12

Interpretation

According to the survey respondents, the future focus for parks and recreation should be in natural resource and open space protection along with facility maintenance. They scored the highest response as focus for the future at 84% each. In terms of higher priority for the focus, natural resource and open space protection at 64% outweighed facility maintenance at 41%. Next in line were expanding recreation programs & services and upgrading existing facilities at 74% each. However, connecting the bike path was a “high priority” at 43% versus expanding recreation programs and upgrading facilities at 24% each.

Implications

With many competing priorities and limited resources, the response on this question provides valuable information about where to direct future efforts and how to best allocate limited resources. Including protection of natural resources and open space as a major focus in parks and recreation would garner public support. Connecting the bike path is crucial. Continuing to maintain the parks is essential. These responses further refine the previous questions regarding facility and program preferences. These findings present a synthesis of all aspects of parks and recreation to zero in a clear cut direction from the perspective the general public.

9. If we could do one thing to improve parks and recreation in the community, what do you think that should be? Please clearly print your response below.

Interpretation

“One thing to improve parks and recreation in the community” generated 294 responses. Most of the suggestions named connection of the Bike & Hike Path. Other comments dealt natural resource protection; with more advertising and promotion of parks and recreation; nature programming, more and better sports fields; amphitheater; restrooms; signage; dog park; better playgrounds; indoor sports facility; indoor facility; more programs; more musical opportunities; arts; purchase more park land and natural areas; activities for teens; transportation for recreation; security; water fountains; multi-use facilities; attract more people to the parks; create area for congregating in the down town; and adult leagues;

Implications

The “one thing” suggestions mirrored the responses on the future focus of parks and recreation. Most of the responses dealt with bike path connection, resource protection, open space conservation, facility maintenance and the addition of identified programs and facilities. Finding ways to promote and increase public awareness about conservation efforts is important.

10. Overall how satisfied are you with parks and recreation in the community? Please place a check in the box for the Borough and the Township to indicate your opinion.

	Very Satisfied	Satisfied	Neither satisfied nor dissatisfied	Not Satisfied	Very Dissatisfied	No Answer
a. Township all/twp	25/31%	44/43%	17/14%	1/5%	.3/5%	12%
b. Borough all/borough	19/20	46/49	20/17	4/5	.1/0	11
c. Twp & Borough working together.						
All respondents	19	40	26	2	.3	
twp/borough	20/17	41/40	26/27	1/4	.3/.3	12

Interpretation

This question measured the level of satisfaction with parks and recreation in the community. About 69% are satisfied or very satisfied with parks and recreation in the Township and about 65% in the Borough. Three out of five respondents are satisfied with the Township and the Borough working together. Very few are not satisfied with parks and recreation at under five percent.

Implications

Setting a goal of 80 percent overall satisfaction rating by the general public would be a reasonable and achievable goal over the next five to ten years. This could be achieved by continuing to maintain facilities in an attractive and secure manner, natural resource conservation, facility improvements in line with the findings of this survey, and increasing public awareness about parks and recreation.

11. Township and Borough residents pay about \$20 per person per year in taxes for parks and recreation. What would you be willing to pay to improve parks and recreation in the community? Please circle one response for each choice.

	No Answer	Yes			No			Need More Info.		
		all	twp	boro	all	twp	boro	all	twp	boro
a. \$6 more a year	43%	30%	26%	35%	10%	9%	11%	17%	19%	14%
b. \$12 more a year	45	25	22	28	13	12	14	17	19	15
c. \$18 more a year	46	19	16	23	17	16	18	18	19	17
d. \$24 more a year	37	22	19	25	20	20	21	19	18	19
e. No more	51	12	13	11	20	15	26	17	18	15

Interpretation

This question had a large non-response rate. Anti-tax sentiment is prevalent. The public participation process found that most of this sentiment is with respect to school not municipal tax although most people seem to view taxes as one tax bill regardless of how it is distributed. Even though the response numbers are low, those who expressed willingness to pay an additional amount of money for parks and recreation outweighed those who were not willing to pay any more. The response from those wanting more information was higher than those who were not willing to pay anymore.

Implications

It is important to continue to find ways to support parks and recreation through a combination of tax and non-tax sources. While the respondents clearly expressed the desire for additional facilities and services, there was no clear-cut support from individuals willing to pay more. The findings overall suggest that providing additional information in a strategic marketing campaign about the benefits of parks and recreation could help in generating more support and public awareness. Perhaps this could be done on a project by project basis rather than for the system as a whole. The municipalities already have great success in generating non-tax support for specific efforts such as the concert series, Triathlon, Oktoberfest, Bike & Hike Path, Kids Castle and so on. Project focused efforts would be more manageable to staff and volunteers. Both municipalities have WEB sites and newsletters that already provide a lot of information to the public. Promotion, advertising and expanding public awareness are never ending challenges in parks and recreation statewide. A revenue strategy that includes taxes, fees and charges, grants, gifts, bequests, fund-raising, partnerships, and sponsorships with respect to staff and volunteer time will be the means to continue support for parks and recreation.

Your Turn!

Please use this space to share your ideas and suggestions. We welcome your opinions.

Interpretation

Additional comments in this space were provided by 196 respondents. Only four were negative and expressed concern about taxes being too high. The majority of the responses fell into six broad categories as follows.

- Advertising – advertise more
- Environment and open space – Add more open space to the park system; protect the open space that remains; prevent overdevelopment; provide environmental education.
- General – Keep up the good work in parks and recreation; more facilities for individual use; keep the parks safe and clean; add walking paths;
- Parks – Dog park; cultural events in parks; restroom in Burpee Park; keep Central Park largely undeveloped; improve the concerts; pool in township; things for 16 to 19 year olds; indoor facilities; facilities for adults; ice rink.
- Recreation – Adult leagues; improve concerts; teen programs, improvements to Senior Center.
- Trails – connect the bike path. Make parks safe for kids to bike to.

Implications

The comments were favorable and appreciative of municipal efforts in parks and recreation. The list has concrete suggestions for items the municipalities could consider.

VI. Volunteers

Survey respondents were asked to indicate if they would be interested in volunteering for parks and recreation initiatives. Eighty-six (86) people responded that they would. Forty-six (46) were from the Borough while 42 were from the Township. This represents an important new source of assistance in various projects ranging from community gardens to sports.

VII. Survey Implications

The survey findings provide an overall sense of direction for the Doylestown community in parks, recreation, and open space. Survey findings “take the pulse” of the general public. The findings and implications are important because they represent the opinions of the silent majority. While it is important to take into consideration the opinions of citizens that are organized according to special interests, it is equally important to balance those needs with those of the public at large. About three out of four respondents reported being satisfied or very satisfied with parks and recreation in the community. This is a positive finding. It also offers a framework for measuring progress in the future. Setting a goal of 80% citizen satisfaction would be a good target. So moving from a level of 74% satisfaction in the Township and 69% in the Borough appears to be attainable. The following items offer strategies for improving public satisfaction with parks, recreation and open space.

The Commitment to Parks and Recreation

The citizens sent a strong message of being pleased with the accomplishments of Doylestown Township and Doylestown Borough in parks and recreation. While there is concern about not wanting to pay more in taxes generally, the citizens also have described the importance of natural resource protection, open space conservation and the kinds of facilities and services they would like to see in the future.

Protect the Natural Resources and Open Space

Manage public lands from a natural resource conservation perspective and protect the remaining open space. The survey respondents named the protection of natural resources and open space as the top focus area in the future for parks and recreation.

Focus on Outdoor Recreation and Make Best Use of Indoor Facilities

The public response regarding the need for outdoor facilities outweighed the need for indoor facilities. Indoor facilities were less important or not necessary in comparison with outdoor facilities. That said, three out of four respondents listed expanding programs and services as a priority focus area in the future. Presumably this would include indoor recreation. The arts were also listed as the program area which garnered the most interest regarding activities in which respondents would like to participate. While the arts can be outside, indoor facilities would offer a more stable year round venue.

Connect the Bike & Hike Path and Expand It Regionally

Connecting the Bike & Hike Path was a resounding theme throughout the survey. Walking and bike paths were the top propriety for facility improvements. The respondents named the connection of the Bike & Hike Path as their number one priority for facility improvements. Written comments about the importance of the Bike & Hike Path and connecting all of the segments were the most frequently discussed topic. Written comments indicated the importance of connecting it beyond the Doylestown community.

Increase and Improve Sports Facilities

Sports fields and game courts were considered a priority or a high priority by three out of four respondents, an unusually high response. Written comments revealed that participants in sports rate local facilities less favorably than facilities they see in other communities in terms of both numbers and quality. Explore the potential for sports facility lighting to enable play longer in the day as well as throughout the seasons as urged by 60% of the respondents.

Add Amenities to the Parks

Adding amenities such as restrooms (that are open and available), water fountains, benches and landscaping would make the parks more comfortable and serve as a destination for people of all ages. Adding electricity in pavilions would enable people with special needs to stay in the parks longer by being able to plug in medical devices.

Programs and Services

Promote opportunities and what to do. Respondents appear to want to know what to do and what is available. Continue to provide high quality services. Future program areas could include nature, fitness and wellness and additional special events. Note: While this is a survey finding, adding new program areas would ultimately depend on the availability of sufficient staff to offer the programs or form alliances with others to facilitate the provision of such services by others.

Education and Outreach

While the municipalities already advertise, have WEB sites and regular newsletters, survey respondents indicated that they would like to know more about parks and recreation in the community. This is a common challenge in municipal parks and recreation departments and for that matter, corporate America. Finding new, strategic ways to make the parks and recreation message “stick” in the public eye is a worthwhile effort.

Supporting Parks and Recreation

Although the respondents expressed the need for facilities, services and resource protection, about half of them did not answer the questions regarding their willingness to pay a little more for parks and recreation. More respondents who were willing to pay more or who wanted more information outnumbered those who were not willing to pay any more. The message here is that the municipalities have to be creative in finding support for parks and recreation through a variety of means in addition to tax dollars. The Doylestown community has already achieved notable success in projects with little or no local tax money such as the Bike & Hike Path, Kids Castle, and sports field improvements. Future mechanisms for funding will include user fees and charges, fundraising, grants, gifts, donations, sponsorships, partnerships, and regional collaboration.

Continue to Work Together

About 60 percent of the respondents were satisfied or very satisfied with the Township and the Borough working together. Many of the items which they rated the highest or participated in the most were joint municipal parks and recreation efforts. This included the summer concert series, the Bike & Hike Path, special events, and the parks.