



Town of Queen Creek Parks and Rec Report

Resident Survey
Summer 2021

Methodology and Research Objectives

- ▶ WestGroup Research was contracted by the Town of Queen Creek (TOQC) to design, conduct and provide analysis of a survey with current Queen Creek residents.
- ▶ The purpose of the survey is to gain insights into residents priorities and opinions related to possible new parks and rec facilities in the TOQC.
- ▶ Responses were collected primarily from approximately 12,250 postcard invitation sent to randomly selected residents. A small portion of residents who had completed previous citizen surveys in 2017 and 2019 were contacted by phone and invited to complete the survey via a link to the online survey that was emailed to them.
- ▶ A total of 555 Queen Creek residents completed the survey.
- ▶ At the 95% confidence level, the statistical margin of error limits for this study are $\pm 4.1\%$.

Demographics

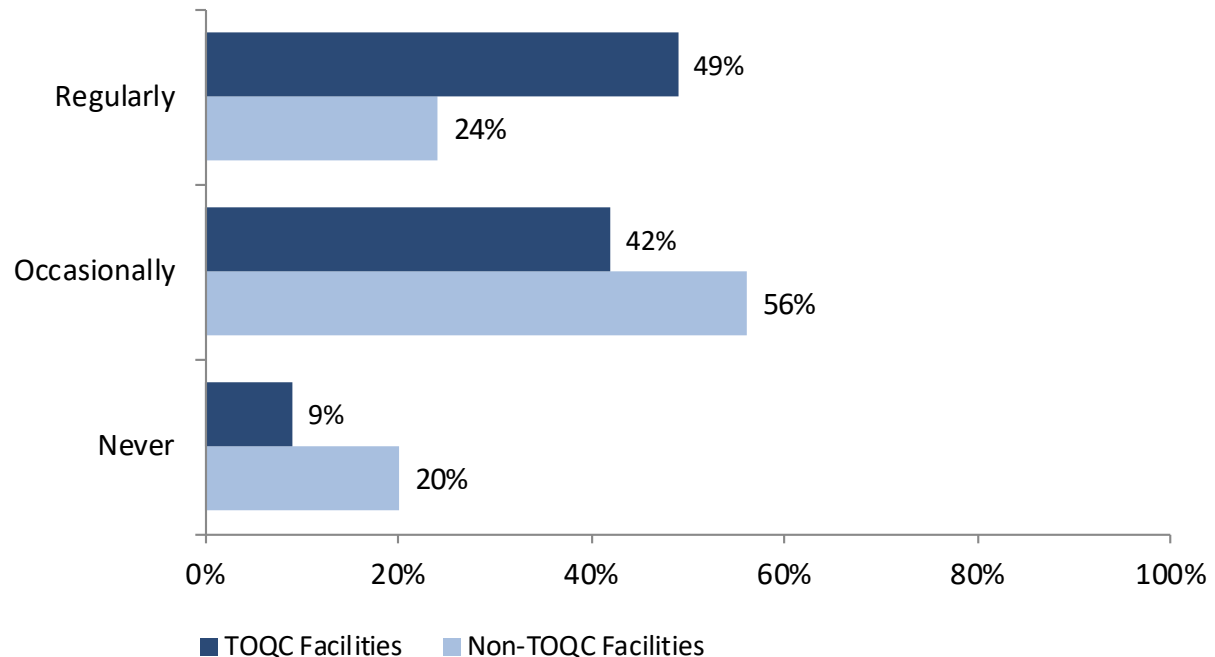
Demographics*	Total n=555	Demographics	Total n=555
Gender		Zip Code	
Male	43%	85142	94%
Female	54%	85140	6%
Other/prefer not to answer	3%	85242	<1%
Age		Children in HH	
25-34	11%	Under 6 years old	21%
35-54	57%	6-12 years old	29%
55+	28%	13-17 years old	25%
Prefer not to answer	4%	None of the above	44%
		Prefer not to answer	4%
Ethnicity		Years in QC	
Caucasian/White	76%	Less than 1 year	11%
Latino/Hispanic	6%	1-3 years	25%
African American/Black	2%	4-6 years	20%
Asian	2%	7-10 years	15%
Other	1%	More than 10 years	28%
Prefer not to answer	13%	Prefer not to answer	1%

*Note: Due to the 100% opt-in methodology we could not target the typically low-responding populations of males, residents under the age of 24, and minorities. Consequently the data were weighted by gender and age to bring the respondent profile to a more representative distribution, however, there remains a slight skew toward females, older residents, and Caucasian respondents.

Frequency of Using TOQC Parks and Rec Facilities

- Nine in ten residents (91%) surveyed reported they are currently regular or occasional users of TOQC parks and rec facilities.
- Additionally, eight in ten (80%) are regular or occasional users of parks and rec facilities not found in Queen Creek.

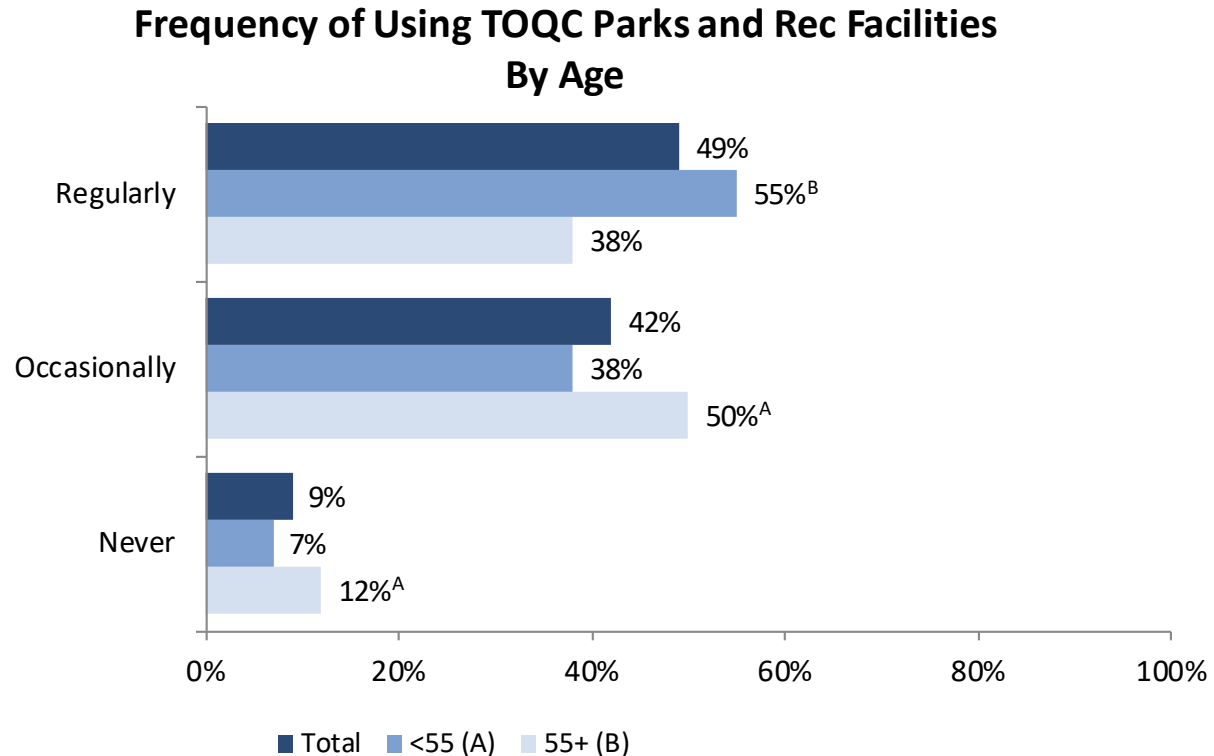
Frequency of Using TOQC Parks and Rec Facilities



Q5: How often, if ever, do you or other members of your household use Queen Creek parks and recreation facilities? Q6: How often do you or other members of your household use the parks and recreation facilities located in communities other than Queen Creek? n=555

Frequency of Using TOQC Parks and Rec Facilities

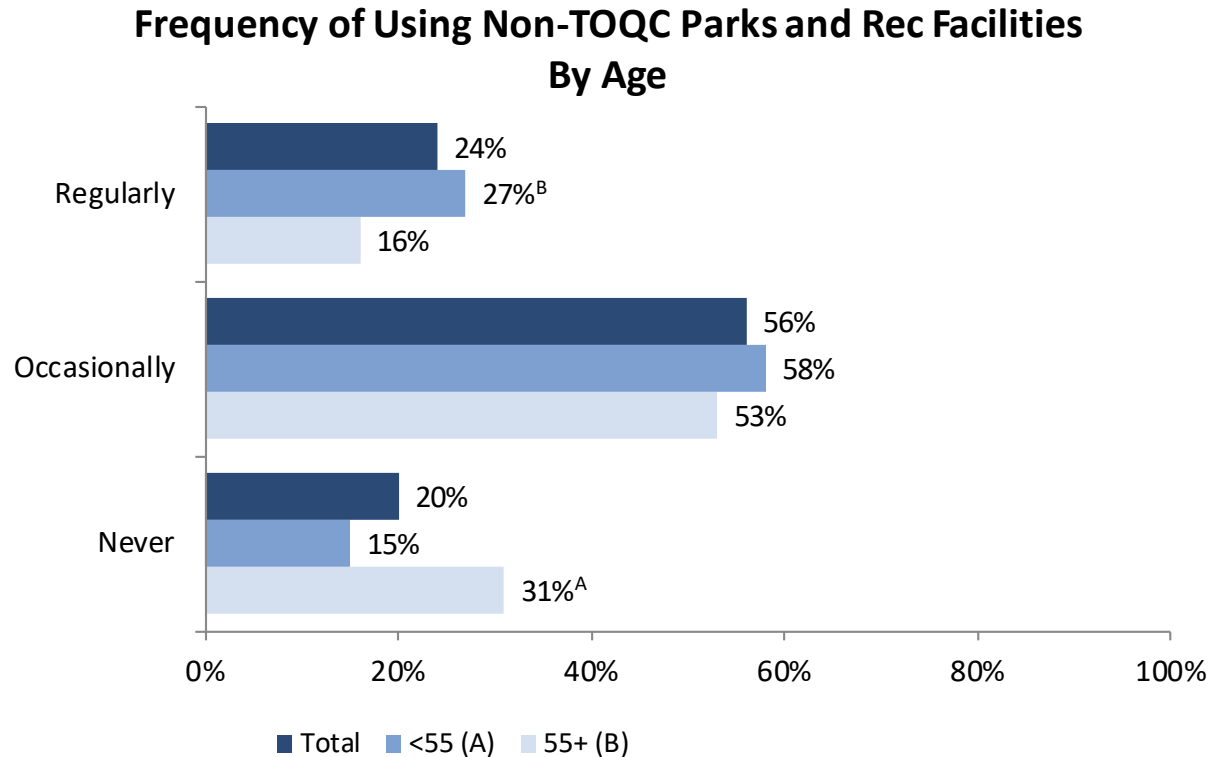
- Residents under the age of 55 were significantly more likely than older residents to report regularly using TOQC parks and rec facilities (55% vs. 38%).
- Conversely, older residents were much more likely to report being occasional users or never using TOQC parks and rec facilities (50% vs. 38% occasionally; 12% vs. 7% never).



Q5: How often, if ever, do you or other members of your household use Queen Creek parks and recreation facilities?

Frequency of Using Non-TOQC Parks and Rec Facilities

- Residents under the age of 55 were also significantly more likely to be regular users of parks and rec facilities (27% vs. 16%) while those over the age of 55 were much more likely to report never using non-TOQC parks and rec facilities (31% vs. 15%).



Q6: How often do you or other members of your household use the parks and recreation facilities located in communities other than Queen Creek? n=555

Summary of Findings

Queen Creek residents were shown descriptions of five possible new parks and were asked to prioritize building each park by ranking them 1-5 with 1 meaning “build first”.

- East Park Site was the most highly prioritized park (58% ranked first or second), followed by Desert Wells and Mansel Carter Oasis Park (47% and 42%, respectively).
- Sossaman/Cloud Park Site and Sonoqui Park were the least prioritized parks with about one in four rating them as 1st or 2nd build priorities (26% and 22%, respectively).
 - Residents who regularly or occasionally use TOQC parks and facilities were significantly more likely to rank Mansel Carter Oasis Park Phase II as their top priority compared to those who never use TOQC parks and facilities.

Residents were then asked if they supported or opposed three possible rec center ideas for Queen Creek.

- Three-quarters of Queen Creek residents support the idea of a combination aquatic/multi-generational rec center and/or a stand alone aquatic center in the Town of Queen Creek.
 - Residents under the age of 55 and with children in the home were more likely to support all three ideas compared to older residents. Support among younger residents was significantly higher for the combined multi-generation center and aquatic center (19-27 points higher).

Residents were then asked to rank them in order of preference.

- Four in ten residents ranked the combined multi-gen/aquatic center as their top preference (39%).
- The top reasons for supporting the combined center is that “both centers are beneficial” (35%) and it would be “good for all ages” (25%).
- Residents also feel it would be “cost-effective” (17%), it would provide a “variety of activities” (16%), it would “benefit families” (15%) and that it’s a “good idea” (15%).

Priority for Building TOQC Parks

Possible Future TOQC Parks

Mansel Carter Oasis Park Phase II - 13 acres



Phase II Possible Amenities:

- Tennis
- Pickleball
- Passive play areas
- Picnic ramadas
- Restrooms
- Parking

Approximate Costs

- To build: \$9.1 million
- To operate annually: \$130,000

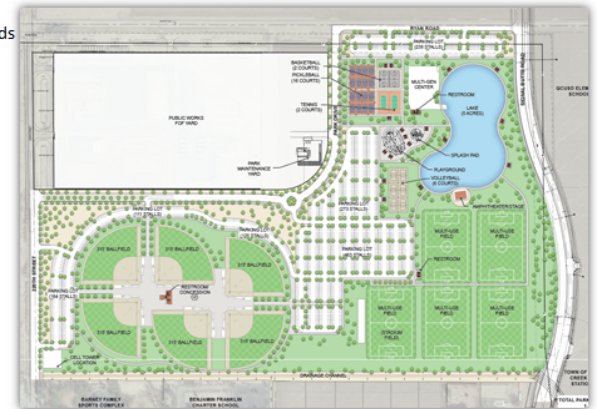
East Park Site - 85 acres

Possible Amenities:

- 6 Full size baseball / softball fields
- 5 Full size multi-use fields
- Tennis
- Pickleball
- Volleyball
- Destination playground
- Splash play area
- Amphitheater
- Group & party ramadas
- Restrooms
- Parking
- (Future) Recreation Center

Approximate Costs

- To build: \$62 million
- To operate annually: \$560,000



Desert Wells Park - 30 acres (includes wash)



Possible Amenities:

- 2 Full size multi-use fields
- Tennis
- Pickleball
- Basketball
- Playground
- Fitness play area
- Pump track (bicycles, scooters)
- Dog park
- Picnic ramadas
- Restrooms
- Parking

Approximate Costs

- To build: \$21 million
- To operate annually: \$190,000

Q1: The town currently owns several pieces of land that were intended for park space. The sizes and shapes vary, and the Town Council would like your opinion on which parks you would prioritize. Please review the descriptions of the five parks, and then rank the park you feel the town should build first as #1, second as #2, etc. Total n=555

Possible Future TOQC Parks

Sonoqui Park - 15 acres (5 acres park)



Possible Amenities:

- Trail node / rest area
- Fitness circuit
- Tot lot
- Open play space
- Ramadas
- Restrooms
- Parking

Approximate Costs

- To build: \$2 million
- To operate annually: \$40,000

Sossaman/Cloud park site - 22 acres

Possible Amenities:

- Full size multi-use field
- Tennis
- Pickleball
- Basketball
- Playground
- Fitness play area
- Open play space
- Ramadas
- Restrooms
- Parking

Approximate Costs

- To build: \$15.4 million
- To operate annually: \$160,000

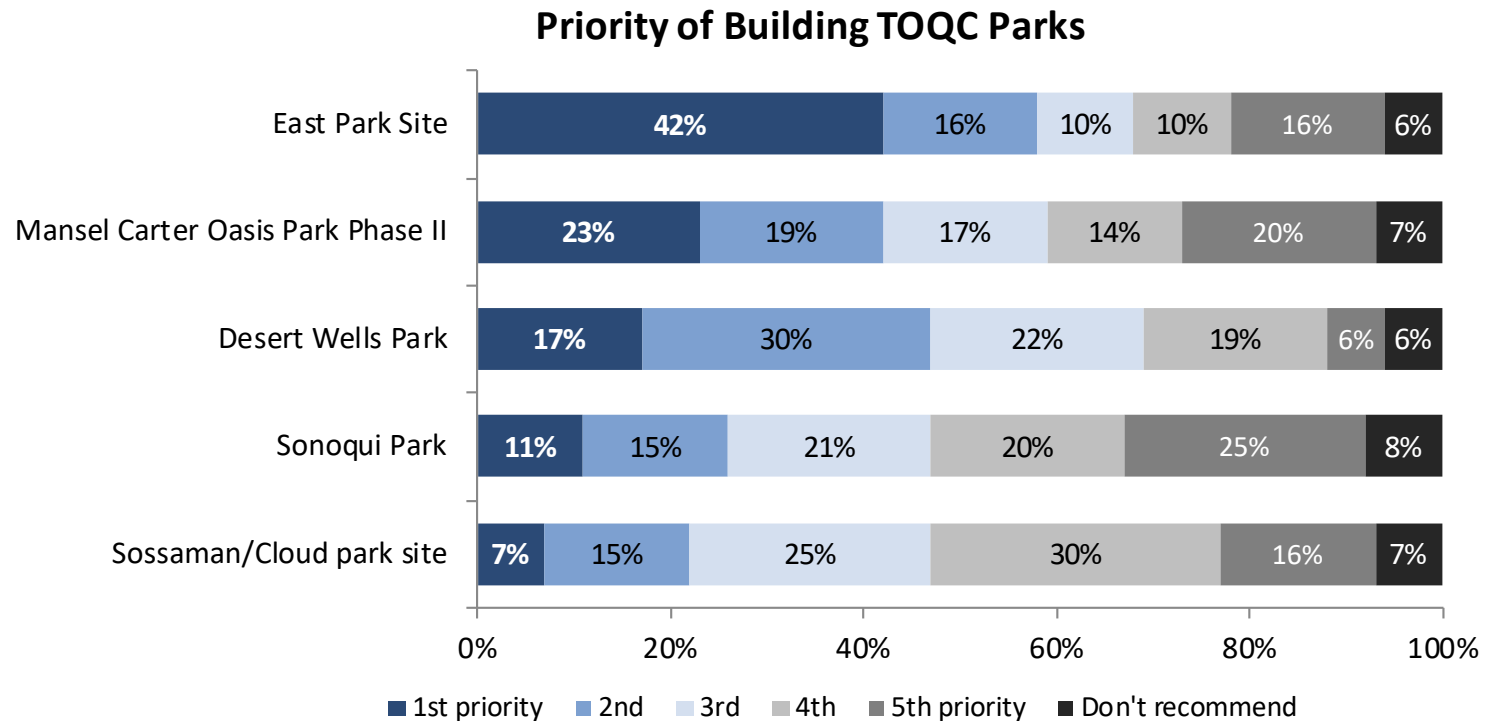


Q1: The town currently owns several pieces of land that were intended for park space. The sizes and shapes vary, and the Town Council would like your opinion on which parks you would prioritize. Please review the descriptions of the five parks, and then rank the park you feel the town should build first as #1, second as #2, etc. Total n=555

Priority of Building TOQC Parks

Queen Creek residents were shown descriptions of five possible new parks and were asked to prioritize building each park by ranking them 1-5 with 1 meaning “build first”.

- East Park Site was the most prioritized park with 42% recommending it be built first (42%). Another 16% ranked it as the 2nd park to build resulting in a top two priority percentage of 58%.
- Sonoqui Park had the largest percentage ranking it as the 5th or last priority to build (25%) and only 11% who ranked it first.

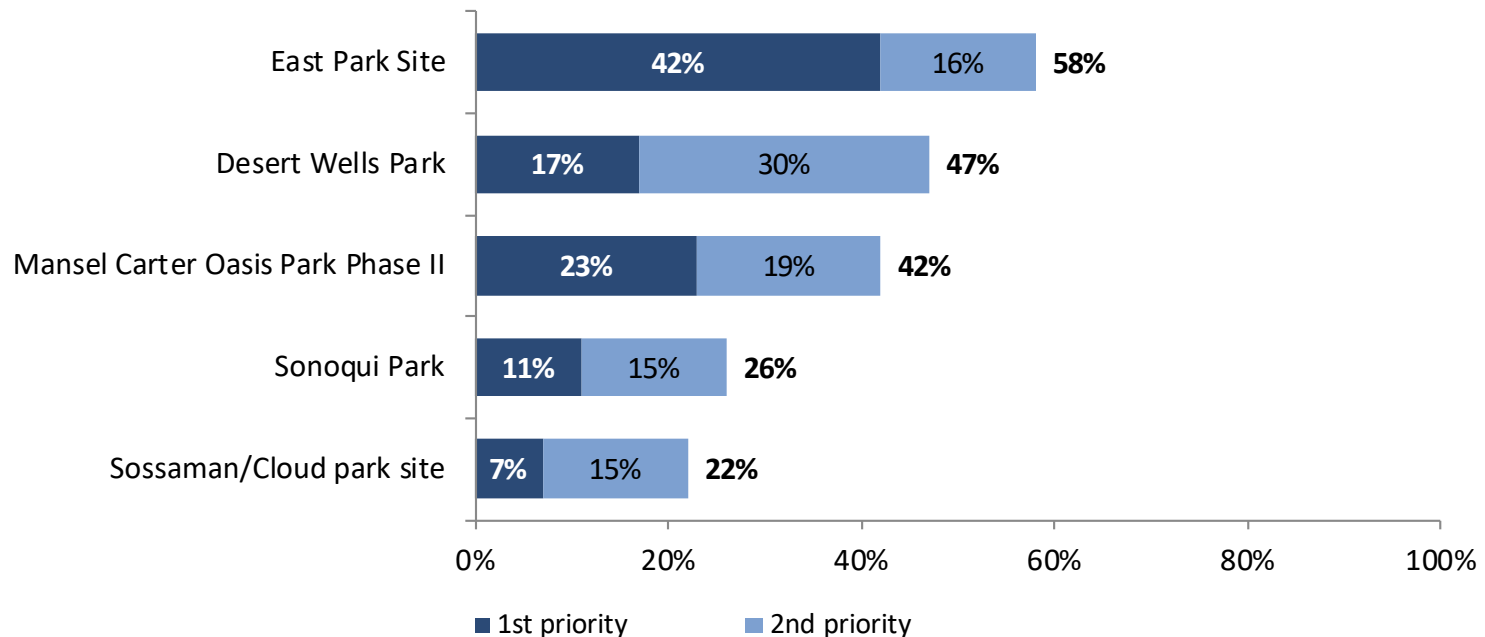


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Priority of Building TOQC Parks – Top-Two Ranking

- When ranked by top-two priority (1st or 2nd), East Park Site remains at the top (58%), followed by Desert Wells Park (47% 1 or 2 ranking).
- Sossaman/Cloud Park Site was the least prioritized park with only two in ten (22%) ranking it as first or second priority. Sonoqui Park only rated slightly higher with 26% feeling it should be built first or second.

**Priority of Building TOQC Parks
Top-Two Ranking**

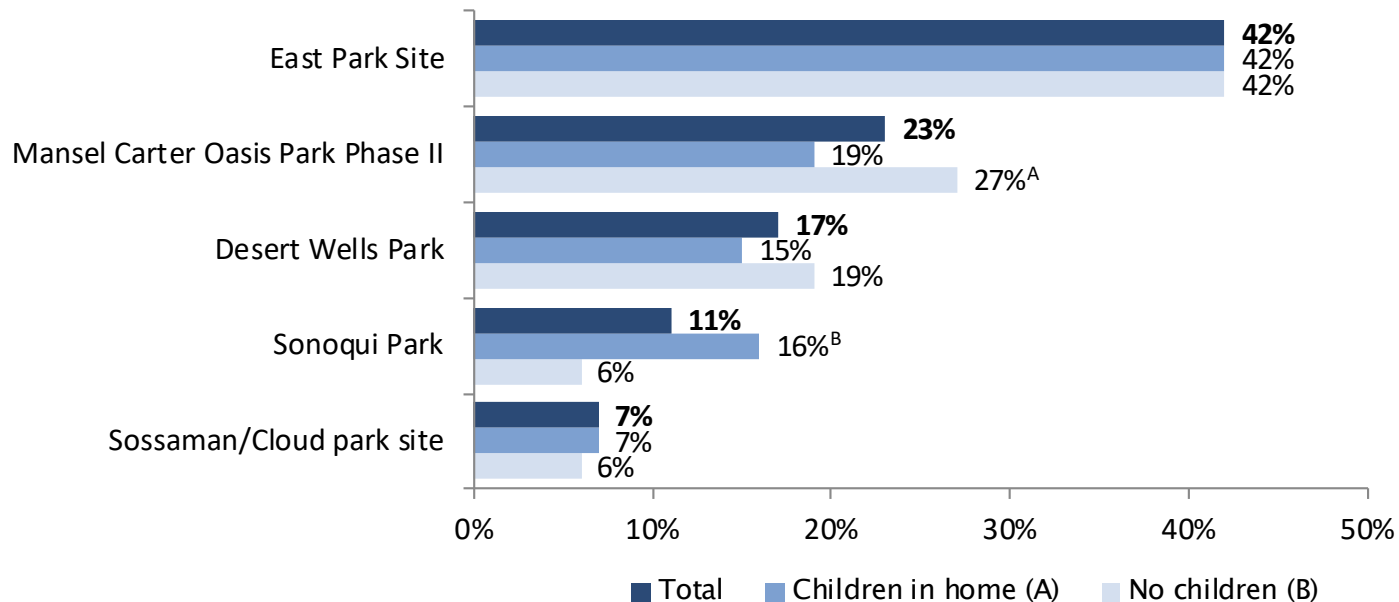


Q1: The town currently owns several pieces of land that were intended for park space. The sizes and shapes vary, and the Town Council would like your opinion on which parks you would prioritize. Please review the descriptions of the five parks, and then rank the park you feel the town should build first as #1, second as #2, etc. Total n=555

Priority of Building TOQC Parks – #1 Ranking

- Queen Creek residents with and without children residing in their home were equally likely to rank East Park Site as the park that should be built first in Queen Creek (both at 42%).
- Interestingly, residents without children in their household were significantly more likely than those with children to rank Mansel Carter Oasis Park Phase II as the top priority (27% vs. 19%).
- On the flip side, Sonoqui Park was significantly more likely to be ranked first by residents with children at home (16% vs. 6% of those without children).

**Priority of Building TOQC Parks
#1 Ranking by Home with Children**

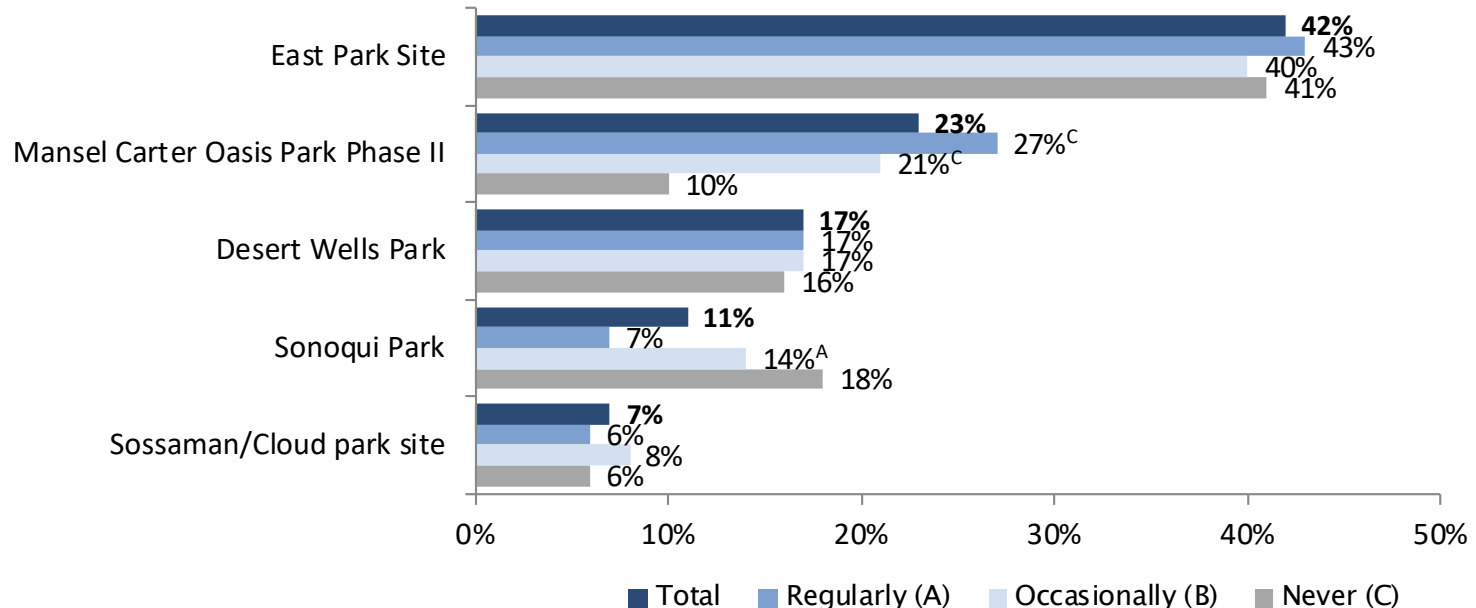


Q1: The town currently owns several pieces of land that were intended for park space. The sizes and shapes vary, and the Town Council would like your opinion on which parks you would prioritize. Please review the descriptions of the five parks, and then rank the park you feel the town should build first as #1, second as #2, etc. Total n=555

Priority of Building TOQC Parks – #1 Ranking

- Residents who regularly or occasionally use current TOQC parks and facilities were significantly more likely to report Mansel Carter Oasis Park Phase II as their top priority compared to those who never use TOQC parks and facilities.
- Interestingly, residents who never use TOQC parks and facilities were slightly more likely to report Sonoqui Park as the top priority compared to those who occasionally or regularly use TOQC parks.

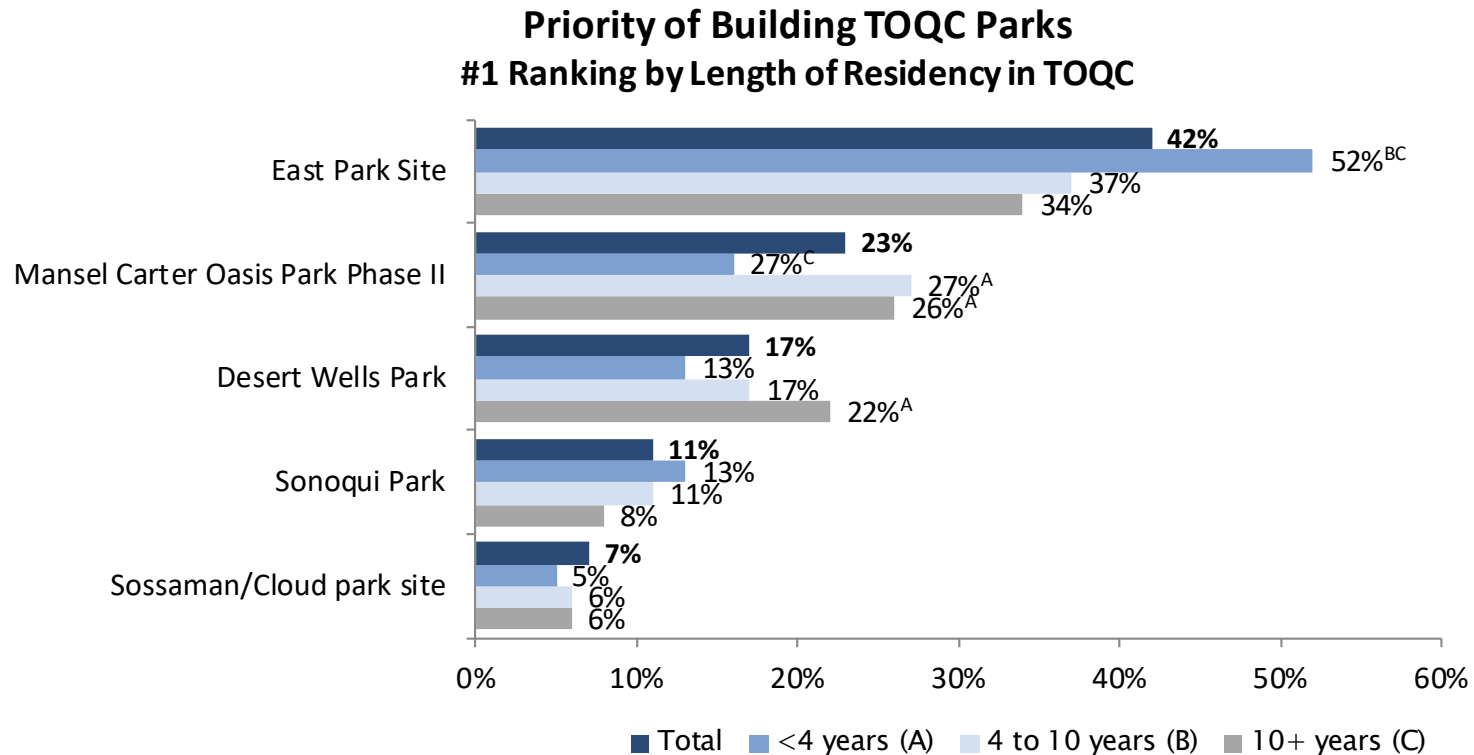
Priority of Building TOQC Parks
#1 Ranking by Usage of Current TOQC Parks



Q1: The town currently owns several pieces of land that were intended for park space. The sizes and shapes vary, and the Town Council would like your opinion on which parks you would prioritize. Please review the descriptions of the five parks, and then rank the park you feel the town should build first as #1, second as #2, etc. Total n=555

Priority of Building TOQC Parks – #1 Ranking

- Residents who have lived in TOQC for less than four years were significantly more likely to rank East Park Site as their top priority compared to those living there longer (52% vs. 37% and 34%).
- Long-term residents (10+ years) were much more likely to rank Desert Wells Park as the top priority compared to those who have only lived in Queen Creek for less than four years (22% vs. 13%).



Q1: The town currently owns several pieces of land that were intended for park space. The sizes and shapes vary, and the Town Council would like your opinion on which parks you would prioritize. Please review the descriptions of the five parks, and then rank the park you feel the town should build first as #1, second as #2, etc. Total n=555

Support for Possible Aquatic and/or Multi-Generational Rec Centers

Possible Aquatic and Recreation Centers

Q2A. If the Town of Queen Creek were to construct a new multigenerational center, would you support or oppose a multigenerational center at an estimated cost to build of \$30-\$40 million and an annual maintenance cost (depending on amenities) of approximately \$1.1 million and revenues estimated around \$500,000.

Support – Oppose – Don't know



Q2: Next, the town of Queen Creek is considering three options for a new aquatic center and/or a new multigenerational recreation center. Please indicate if you would support or oppose each option. Total n=555

Possible Aquatic and Recreation Centers

Q2B. If the Town of Queen Creek were to construct a new aquatic center, would you support or oppose an aquatic center at an estimated cost to build of \$25 million and an annual maintenance cost (depending on amenities) of approximately one million dollars and revenues estimated around \$600,000? Support – Oppose – Don't know

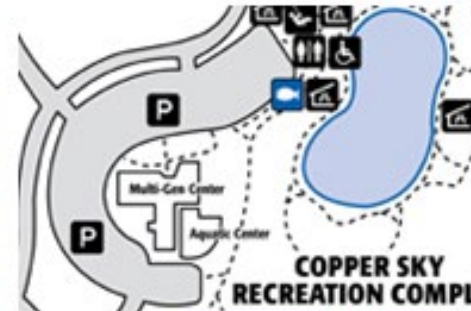


Q2: Next, the town of Queen Creek is considering three options for a new aquatic center and/or a new multi-generational recreation center. Please indicate if you would support or oppose each option. Total n=555

Possible Aquatic and Recreation Centers

Q2C. If the Town of Queen Creek were to construct a new aquatic center/multigenerational center combination, would you support or oppose the facility at an estimated cost to build of \$50-60 million and annual maintenance cost (depending on amenities) of approximately \$1.9 million and revenues estimated between \$1-1.2 million

Support – Oppose – Don't know



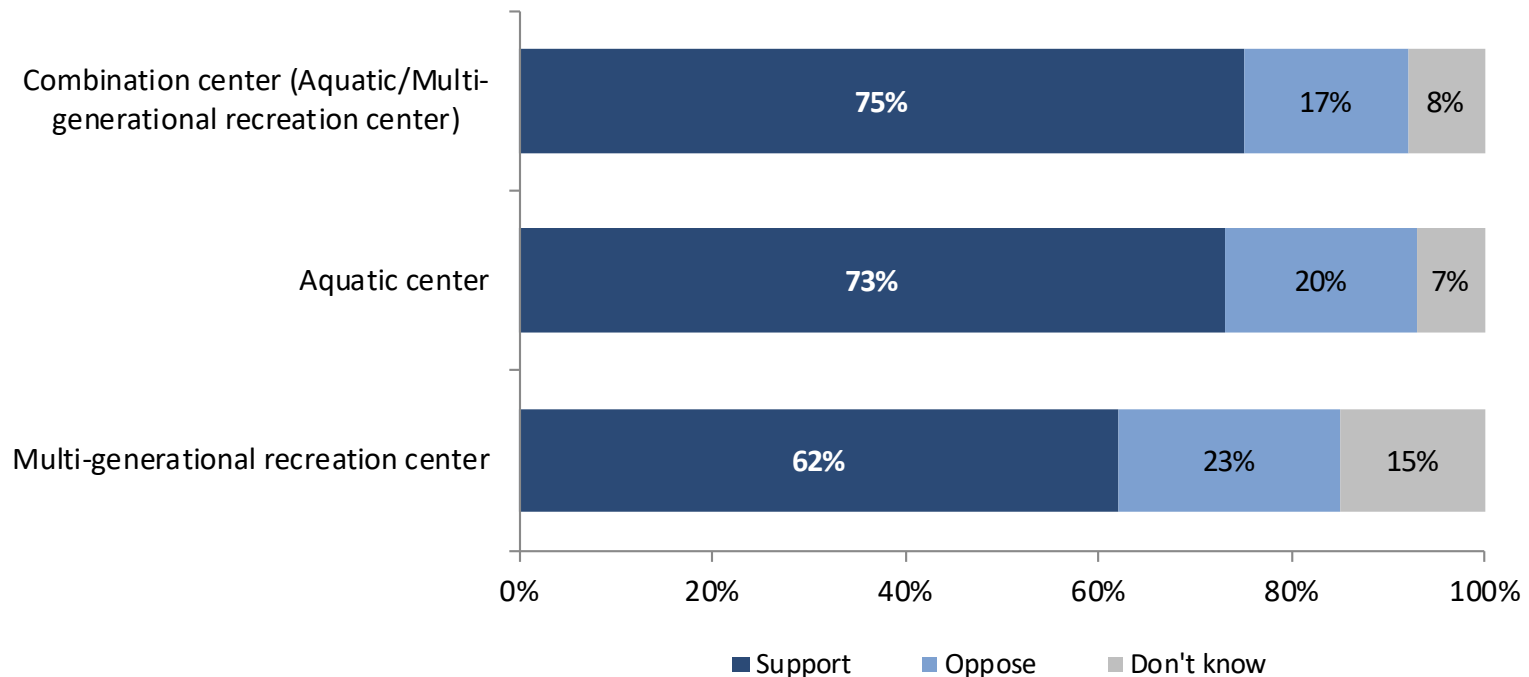
Q2: Next, the town of Queen Creek is considering three options for a new aquatic center and/or a new multigenerational recreation center. Please indicate if you would support or oppose each option. Total n=555

Support for Possible Aquatic and Recreation Centers

Next, residents were asked if they supported or opposed three possible recreation center ideas for Queen Creek.

- Three-quarters of Queen Creek residents support the idea of a combined aquatic/multi-generational rec center (75%) or a stand alone aquatic center (73%) in the Town of Queen Creek.
- Somewhat fewer residents (62%) support the idea of a stand-alone multi-generational rec center and one-quarter would oppose this idea (23%).

Support for Aquatic and Recreation Centers

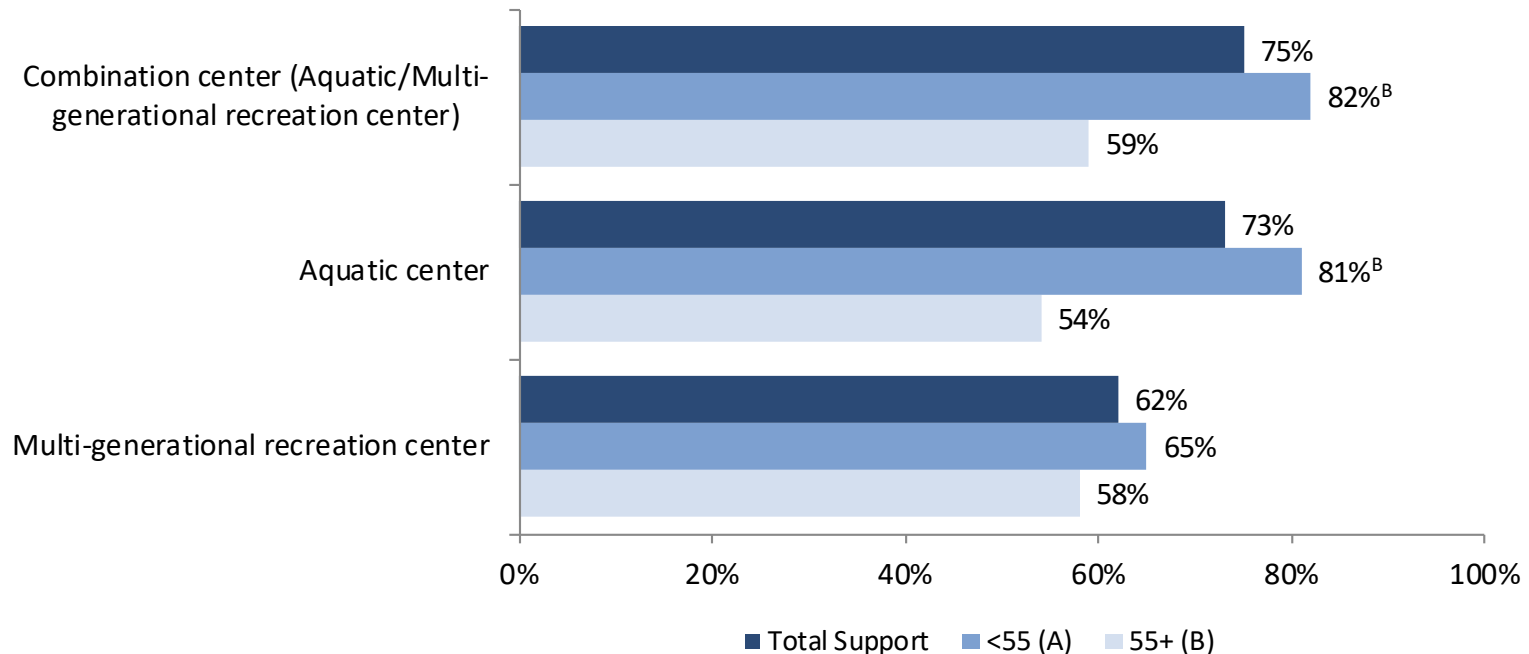


Q2: Next, the town of Queen Creek is considering three options for a new aquatic center and/or a new multi-generational recreation center. Please indicate if you would support or oppose each option. Total n=555

Support for Possible Aquatic and Recreation Centers

- Residents under the age of 55 were more likely to support all three concepts compared to older residents with significantly higher support for the combined multi-generational center and aquatic center (23-27 points higher).

**Support for Aquatic and Recreation Centers
By Age**

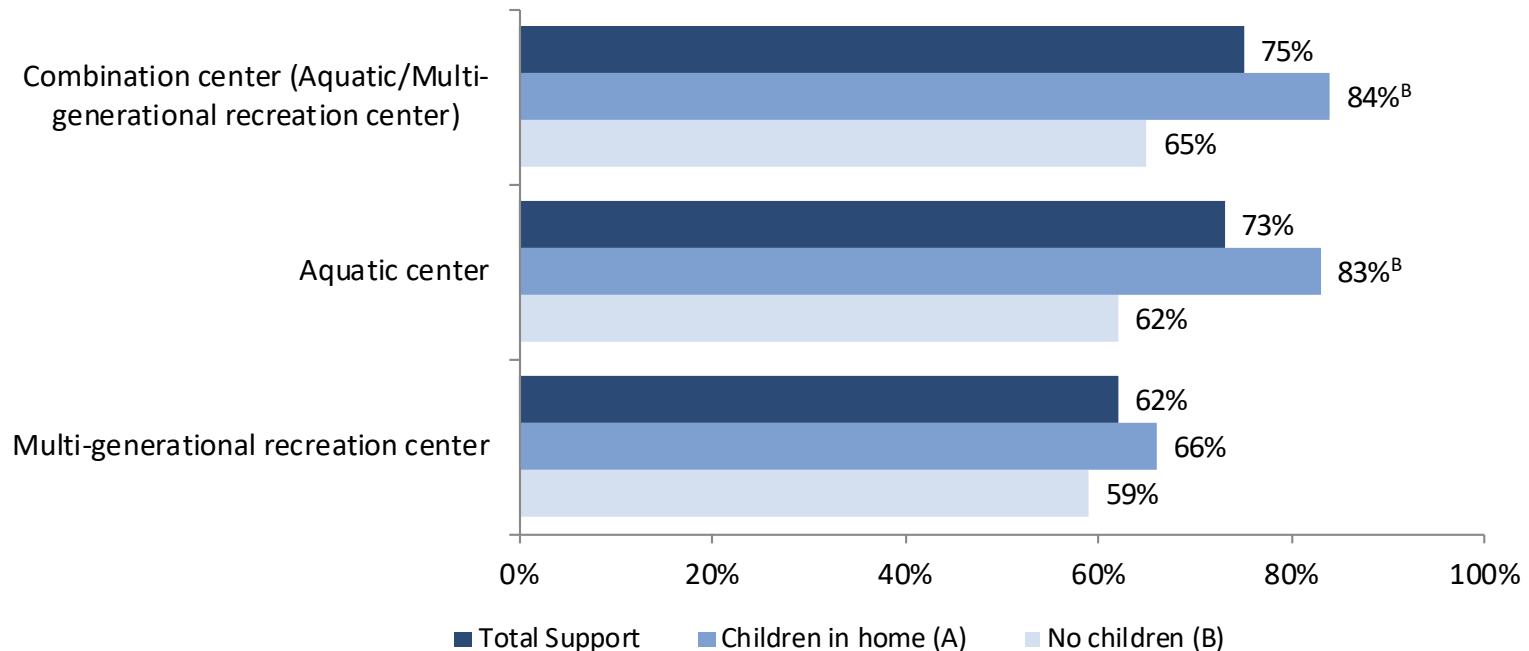


Q2: Next, the town of Queen Creek is considering three options for a new aquatic center and/or a new multi-generational recreation center. Please indicate if you would support or oppose each option. Total n=555

Support for Possible Aquatic and Recreation Centers

- Residents with children in the home were also more likely to support all three options compared to those without children. Support was significantly higher for the combined multi-generational and aquatic center (19-21 points higher).

**Support for Aquatic and Recreation Centers
By Children vs. No Children**

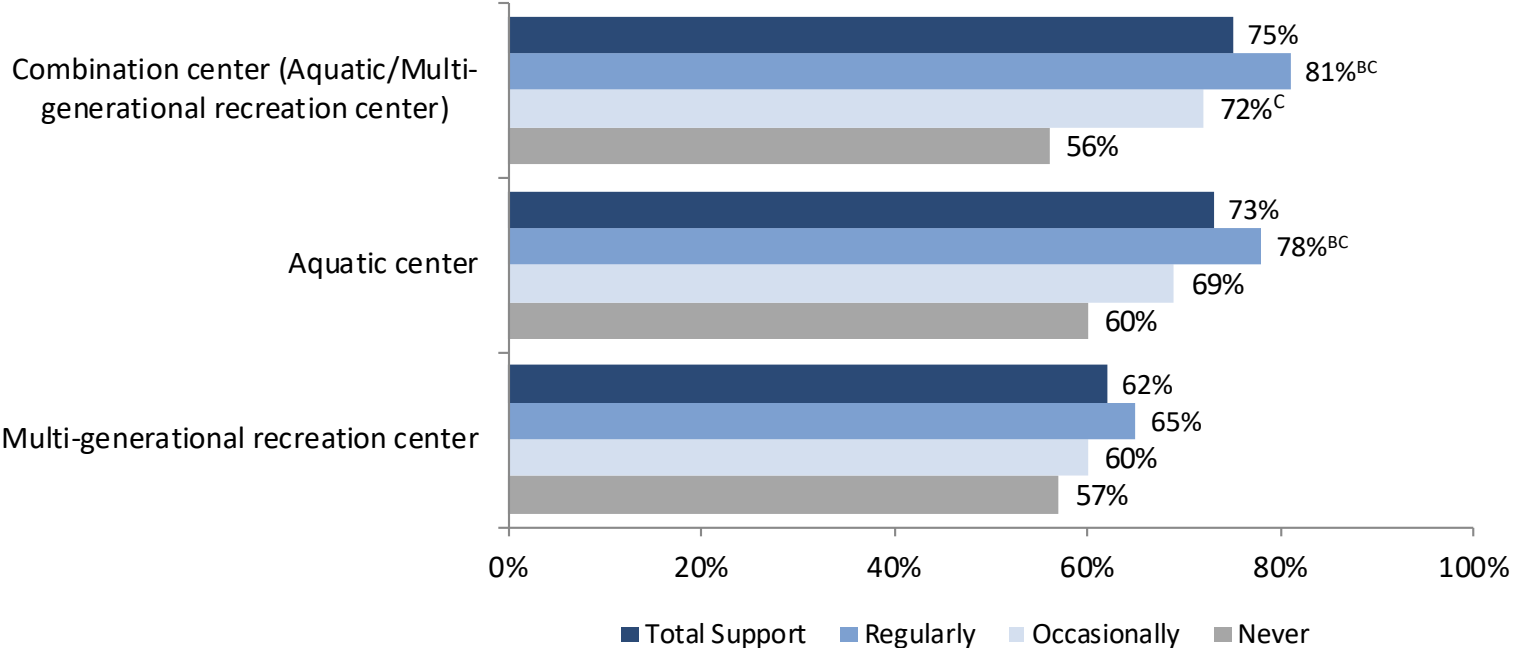


Q2: Next, the town of Queen Creek is considering three options for a new aquatic center and/or a new multi-generational recreation center. Please indicate if you would support or oppose each option. Total n=555

Support for Possible Aquatic and Recreation Centers

- Unsurprisingly, support increases as usage increases. Residents who currently regularly use TOQC parks and facilities were more likely to support all three options compared to those who never use TOQC parks.
- Just over half of residents who never use TOQC parks support the aquatic and rec centers (56% to 60%).

**Support for Aquatic and Recreation Centers
By Current Usage of TOQC Parks**



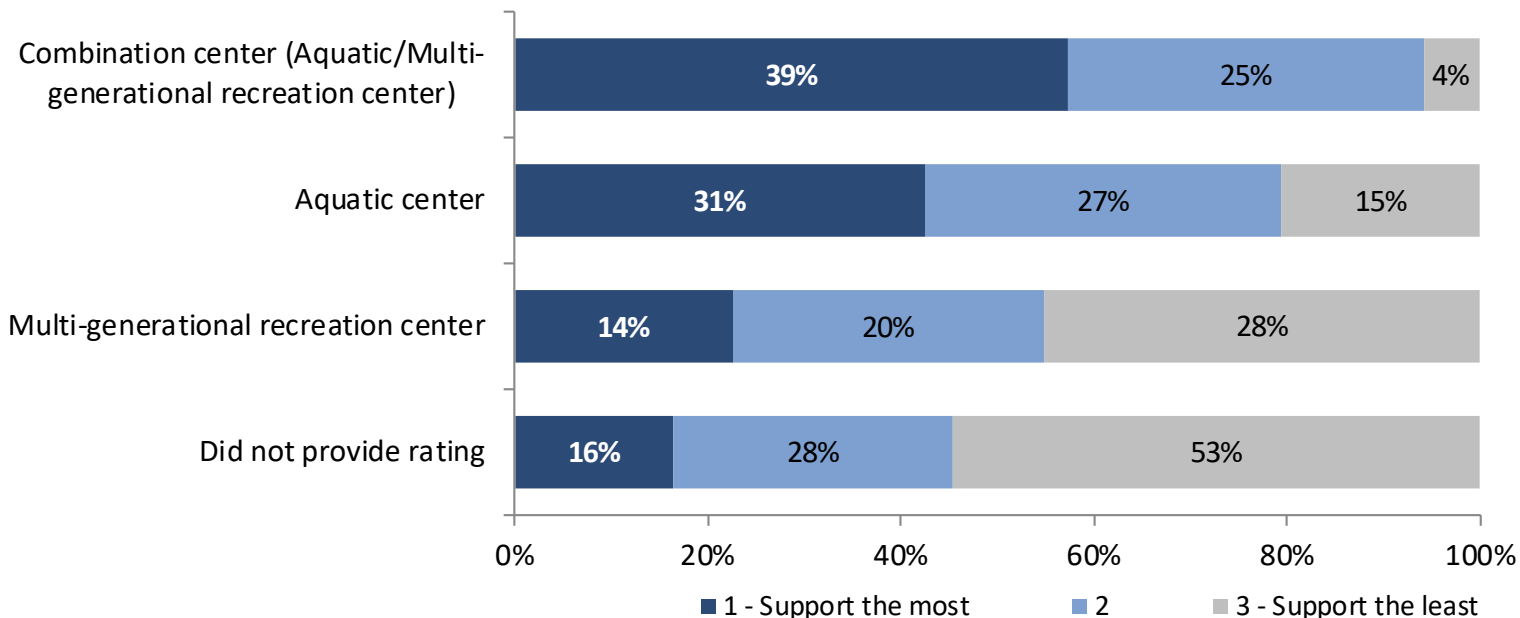
Q2: Next, the town of Queen Creek is considering three options for a new aquatic center and/or a new multi-generational recreation center. Please indicate if you would support or oppose each option. Total n=555

Preferred Ranking of Aquatic and Recreation Centers

Residents were asked to rank the three options in order of preference.

- When asked to rank the options, four in ten residents ranked the combination center as their top preference (39%). While one-third (31%) said they “most support” the aquatic center, only 14% most prefer the stand alone multi-generational rec center.
- Notably, residents ages 55 and older were significantly more likely to rank the multi-generational center as their top preference compared to younger residents (28% vs. 10%).

Ranking of Preference for Aquatic and Recreation Centers



Q2b: Now please rank these options in order of your preference, with number one as the option you support the most. n=555

Reasons for Supporting Combined Multi-gen/Aquatic Center

- The top reasons for supporting a combination center is that “both centers are beneficial” (35%) and it would be “good for all ages” (25%).
- Residents also feel it would be “cost-effective” (17%), it would provide a “variety of activities” (16%), it would “benefit families” (15%) and that it’s a “good idea” (15%).

Reasons for Combination Center Support	Total n=254
Both are beneficial/ like the idea of having all in one place	35%
Good for all ages/ multi-generational	25%
It’s cost effective/ inexpensive to maintain	17%
Variety of activities provided	16%
I like the idea/ it makes sense/ it’s good	15%
Benefits families/ fun for family	15%
Aquatic center/ a place to swim/ learn to swim	6%
Location is close/ don’t have to go to other cities	5%
It brings in extra revenue/ attracts people from other cities	4%
A great place to cool down during the summer	4%
It will add extra value to the community	3%
Can use it year round	3%
Queen Creek is growing/ needed for growing population	2%
Good for people who don’t have pools in their backyard	2%
Fitness destination/ a place to exercise	2%
Brings the community together	2%
Other	2%
Don’t know	2%

Reasons for Supporting Aquatic Center

- The top reasons for supporting the stand alone aquatic center were “it’s a great place to cool down” (26%), “a place to swim or learn to swim” (20%) and “good for all ages” (20%). Another one-quarter report it “makes sense” or is a “good idea” (24%).

Reasons for Aquatic Center Support	Total n=172
A great place to cool down during the summer	26%
I like the idea/it makes sense/it’s good	24%
Aquatic center/a place to swim/ learn to swim	20%
Good for all ages/ multi-generational	20%
Location is close/ don’t have to go to other cities	18%
Benefits families/ fun for family	16%
It brings in extra revenue/ attracts people from other cities	9%
It will add extra value to the community	4%
Good for people who don’t have pools in their backyard	4%
Queen Creek is growing/ needed for growing population	3%
Brings the community together	2%
It provides jobs/ employment opportunities	2%
It’s cost effective/ inexpensive to maintain	2%
Other	7%
Don’t know	2%

Reasons for Supporting Multi-gen Recreation Center

- Mentioned by 40%, the top reason for supporting the stand alone multi-generation rec center was that it would be “good for all ages”.
- Other top reasons include having a “variety of activities” (21%), it “makes sense” (17%) and it “benefits families” (10%).

Reasons for Multi-Generational Recreation Center Support	Total n=78
Good for all ages/ multi-generational	40%
Variety of activities provided	21%
I like the idea/ it makes sense/ it's good	17%
Benefits families/ fun for family	10%
A great place to cool down during the summer	8%
Provides sports/ a space for people to play sports	8%
Queen Creek is growing/ needed for growing population	8%
Like the idea of having a multi-functional facility/ all in one location	4%
Can use it year round	4%
It has low water usage/ conserves water	4%
Fitness destination/ a place to exercise	4%
It's safe/ safe for kids	3%
It's cost effective/ inexpensive to maintain	3%
It will add extra value to the community	1%
Brings the community together	1%
Don't know	7%

Reasons for Opposing All Aquatic and Recreation Centers

- Among residents who opposed all three options, the top reasons for their opposition was that the centers would be “too expensive” (32%) or would cause additional “taxes” (26%).
- Other reasons include “traffic concerns”, feeling it’s “not needed” or that “private companies can do it”.

Reasons for opposing all three centers	Total n=29
Cost/ too expensive	32%
Would cause another tax/ already pay enough in taxes	26%
Increase in traffic/ traffic concerns	12%
Not needed/ already have similar facilities	11%
Private companies can do it	10%
People already have pools available to them	9%
I won't use it	7%
We should conserve the water/ we live in a desert	6%
Other	17%

**Please contact Kathryn DeBoer at
WestGroup Research with questions.**

Kathy@westgroupresearch.com

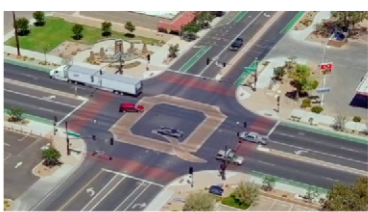
Parks Master Plan Funding Sources

1. Impact Fees

- Growth Portion of Costs Only
- New Fees Effective February 2020

2. Operating Budget

- Non- Growth Portion of Impact Fee Eligible Projects
- Projects Not Eligible for Impact Fees
 - Park Sites Greater than 30 Acres
 - Multi- Generational, Recreation and Aquatic Centers



Parks Master Plan Funding: Outstanding Policy Issues

1. Possible final direction on remaining park sites.
2. Construct a Multi-Generational (Recreation) Center?
3. Construct an Aquatic Center?

