

Halfmoon Township Park Programming Survey

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 Client: Halfmoon Township Parks Department

Purpose

The purpose of this survey is to assess the needs and wants of Halfmoon Township residents related to future programming and events at Autumn Meadow Park. The information gleaned from this survey will be used to complement the proposed park development plan in future grant applications to finance the park improvements.



Figure 1. Team Members at Fall Festival

Respondent Demographics

- n=155
- 64% female, 36% male
- Most between the ages of 51-60
- 97% live within 5 mi. of Autumn Meadow Park
- 32% currently spend time at the park
 - Of these people, 11% visit the park >6 times a month
 - The majority of people (66%) visit the park 1-2 times a month

Methods

- Web-based survey monkey, open for 3 weeks, distributed to residents via the township listserv
- Informal interviews with residents at Way Fruit Farm Fall Festival (pictured above in Figure 1)

Final Rankings of Park Programming Options

Program Type	Suggested Events or Activities
1. Local Food Events	➤ Weekly or monthly farmers market or “local eats” event
2. Community Garage Sale	➤ Use park as location to host all participants in one location
3. Music Events	➤ Showcase local talents (youth and adults) with summer concert series, informal “jam” sessions
4. Youth Rec/ Sporting Events	➤ Summer Field Day, youth Halloween parade
5. Fitness Programming	➤ Fitness walking, jogging, or yoga groups
<i>Other options include: 6.) Environmental Education 7.) Opportunities to shop 8.) Local Theater Production 9.) Art Shows</i>	

Citizen Comments and Concerns

- Lots of enthusiasm about the proposed walking path & prospect of new events at the park
- Concerns stemming from crowd-control and parking issues while hosting large events
- Emphasis on keeping events local and “community-based”
- Most residents prefer events to be held on weekends (Friday-Sunday)



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**Results from a student led Practical-
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