

# FROG 2013 PRIORITIES SURVEY RESULTS

Draft - v1

FROG – Priorities Survey Results - 2013

# Purpose for the FROG Survey



- ❑ Help ensure FROG committee efforts are inline with the community
- ❑ Build off prior survey results to hone in on preferences
- ❑ Identify community prioitries
- ❑ Confirm areas to focus FROG resources and donations

# Survey Methods

- ❑ Survey Sample Size:  $n = 278$  community members took the survey
    - ❑ Total started survey: 278
    - ❑ Total finished survey: 258 (92.8%)
  - ❑ Population surveyed were frog park patrons and community members
  - ❑ Recruitment - Sample were recruited via:
    - ❑ The Rockridge News
    - ❑ List serves – Rockridge, Temescal and neighborhood groups
    - ❑ Frog park visitors
    - ❑ Farmers Market visitors
  - ❑ Administration:
    - ❑ Online using SurveyMonkey and
    - ❑ Paper surveys and handouts with a link to the survey, were handed out at the park
    - ❑ Data Entry:
      - Online survey – ( $n = 129$ )
      - Paper surveys ( $n = 149$ ) were manually entered (by Oakland Tech senior and juniors)
- \*Detailed data entry methods and decisions available in appendix of data file and upon request.

# Summary Survey Results

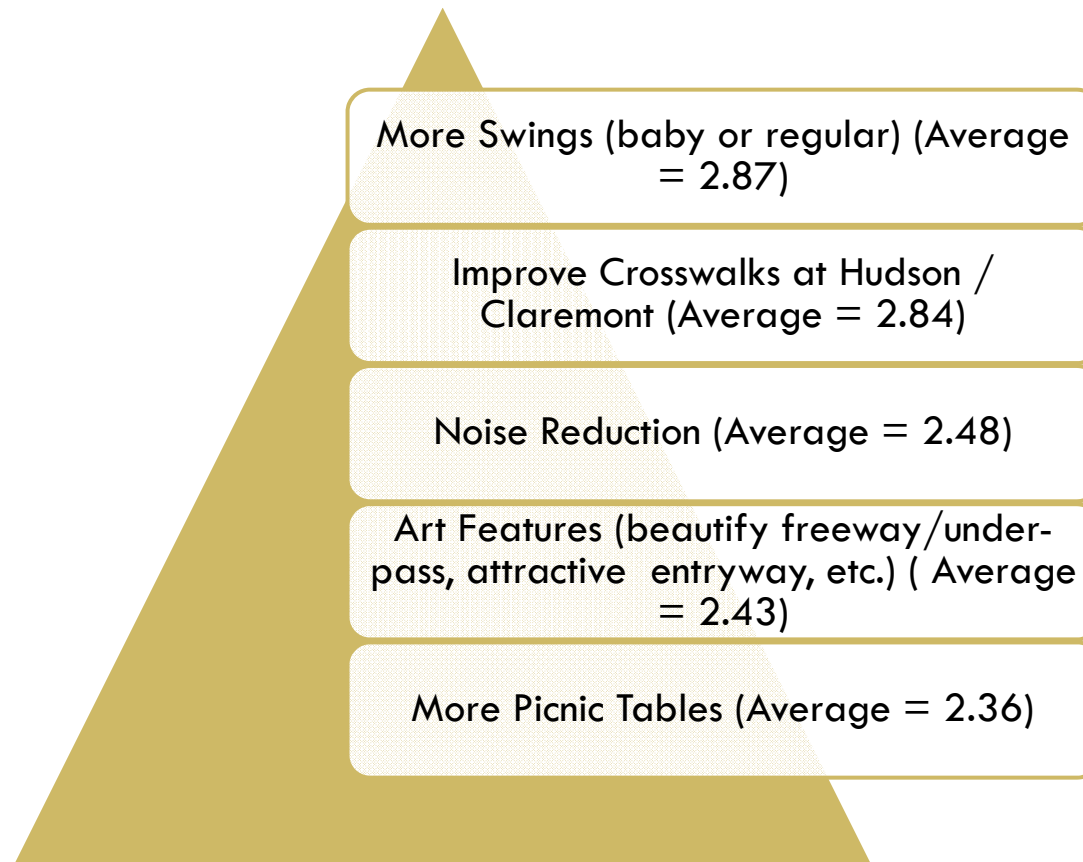
- ❑ Highest Priority and Importance where in alignment:
  - ❑ More Swings (baby or regular)
  - ❑ Improve Crosswalks at Hudson / Claremont
  - ❑ Noise Reduction
  - ❑ More Picnic Tables
  - ❑ Art Features
  - ❑ And more (see following pages)
- ❑ Swings – More swings at both big and Little Frog:
  - ❑ Higher number of regular swings (total of 3-4) than baby swings (total of 2-3 at Big Frog)
  - ❑ Same number of regular swings and baby swings (total of 2-3) at Little Frog.
- ❑ Art themes with the most votes for both Freeway underpass and entryways are:
  - ❑ Native California Wildlife
  - ❑ Native Flowers
  - ❑ Frogs

# Results Summary - *continued*

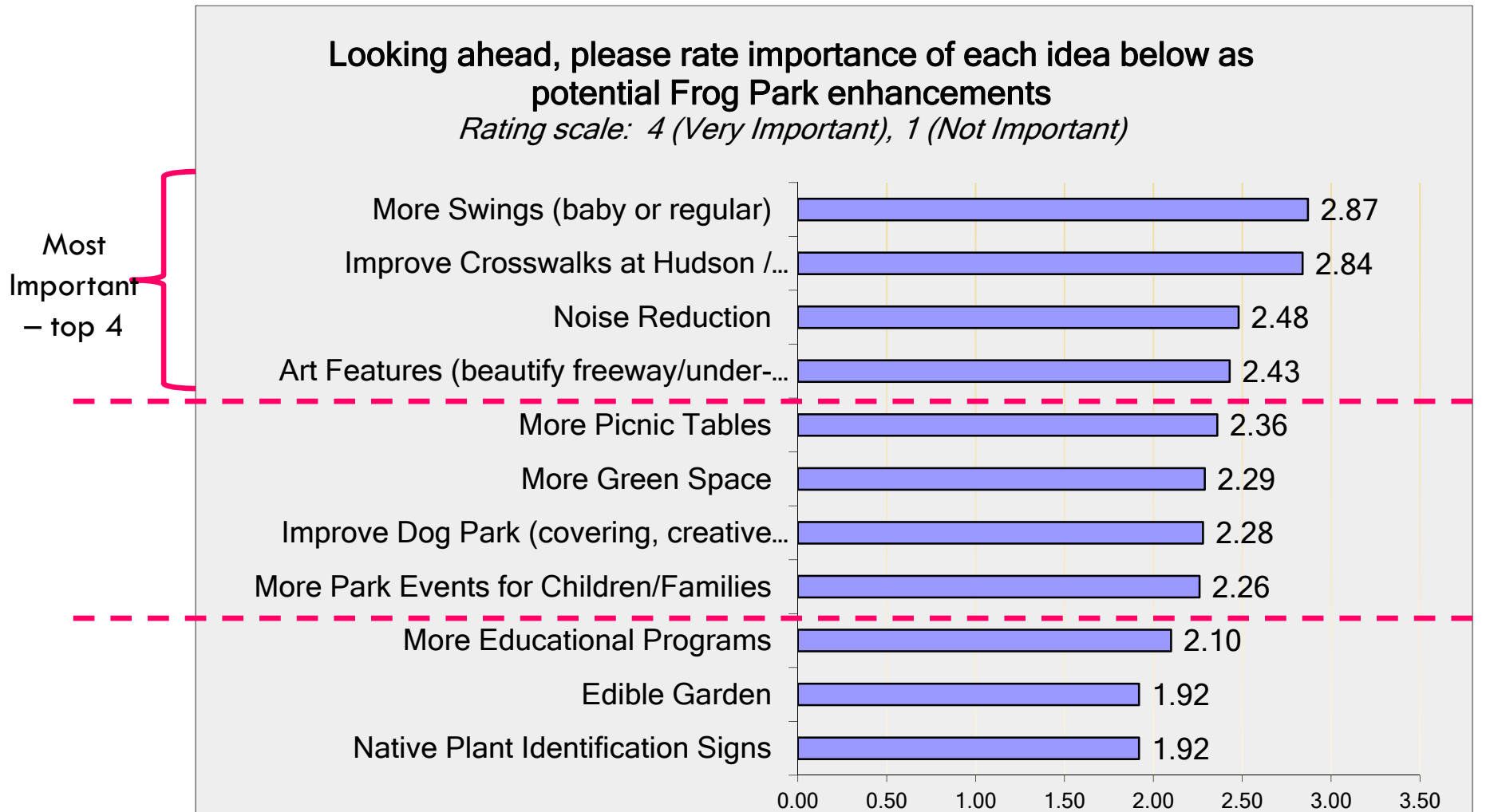
- Comments provided helpful suggestions within the following theme categories mentioned 22 to at least 3 times (95 answered this question):
  - Park features –additional features such as musical stations, play areas for older kids, coffee kiosk, exercise area for adults, climbing structures, see saw, tire swing, and more
  - Swings – More
  - Safety – General: Areas include: more police patrols, gates, improved sightline in play structure, concern about hand-pedal, etc.
  - Maintenance – General: cleanup, maintenance for existing features, trim trees for more sun light, repair gate to Claremont, garbage collection
  - Homeless - Help move out: several comments to address the homeless/vagrant presence and the need for police intervention.
  - Bathroom – Improve, clean and maintain, and add bathrooms: many comments on the state of the current bathrooms, including the lock
  - Sandbox - Change to thicker grain, improve and clean sand, donate toys for sandbox, more and toys, bigger play area
  - Activities – suggestions include: Basketball leagues, music, movie, potluck day, etc..
  - Lighting - Better lighting around underpass / basketball area
  - Art – Interactive - play compatible
  - Creek - running year round
  - Dogs - Divided dog areas
  - Irrigation - Muddy in grassy area
  - Noise – Noise reduction including an artistic sound wall

# Results: Highest Average “Important” Ratings – Top Five

Question # 1: Looking ahead, please rate importance of each idea below as potential Frog Park enhancements . Rating scale: 4 (Very Important) - 1 (Not Important)



# Results: Most Important – Averages



# Results: Highest 'Priorities' Response Count – Top Five Responses

Question #2: Please RANK ORDER / PRIORITIZE your 4 highest priorities to focus on in the next 2-5 years, to improve Frog Park. Ranking scale: 1st = highest priority to 4th priority. (See following table.)

More Swings (baby or regular)

Improve Crosswalks at Hudson / Claremont

Noise Reduction

More Picnic Tables

Art Features



# Results: Priority & Importance Ratings Align

– see color coding below

Answer Options: Rank Order/Prioritize	Important-Highest Average	1st (highest priority)	2nd	3rd	4th	Response Count
More Educational Programs	-	7	4	21	13	45
Native Plant Identification Signs	-	2	11	13	20	46
Edible Garden	-	8	7	19	23	57
More Green Space	6th (2.29)	16	23	20	23	82
More Park Events for Children/Families	8th (2.26)	18	24	17	35	94
Improve Dog Park (covering, creative structures, water fountain, etc)	7th (2.28)	33	14	25	23	95
Art Features (beautify freeway/underpass, attractive entryway, etc.)	4th (2.43)	17	29	36	30	112
More Picnic Tables	5th (2.36)	16	41	29	28	114
Noise Reduction	3rd (2.48)	28	29	30	28	115
Improve Crosswalks at Hudson / Claremont (e.g., visible crosswalk, timed pedestrian lights)	2nd (2.84)	40	40	37	25	142
More Swings (baby or regular)	1st (2.87)	82	45	20	19	166
<i>answered question</i>						267
<i>skipped question</i>						11
						267
						11

**Color Code Key:**

1st (Priority Highest)	2nd Highest Priority	3rd Highest Priority	4th Highest Priority	Top 4 Response Count	Top 5th Response Count	Important-Highest Averages
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# Comments\*: Tally of Summarized Themes

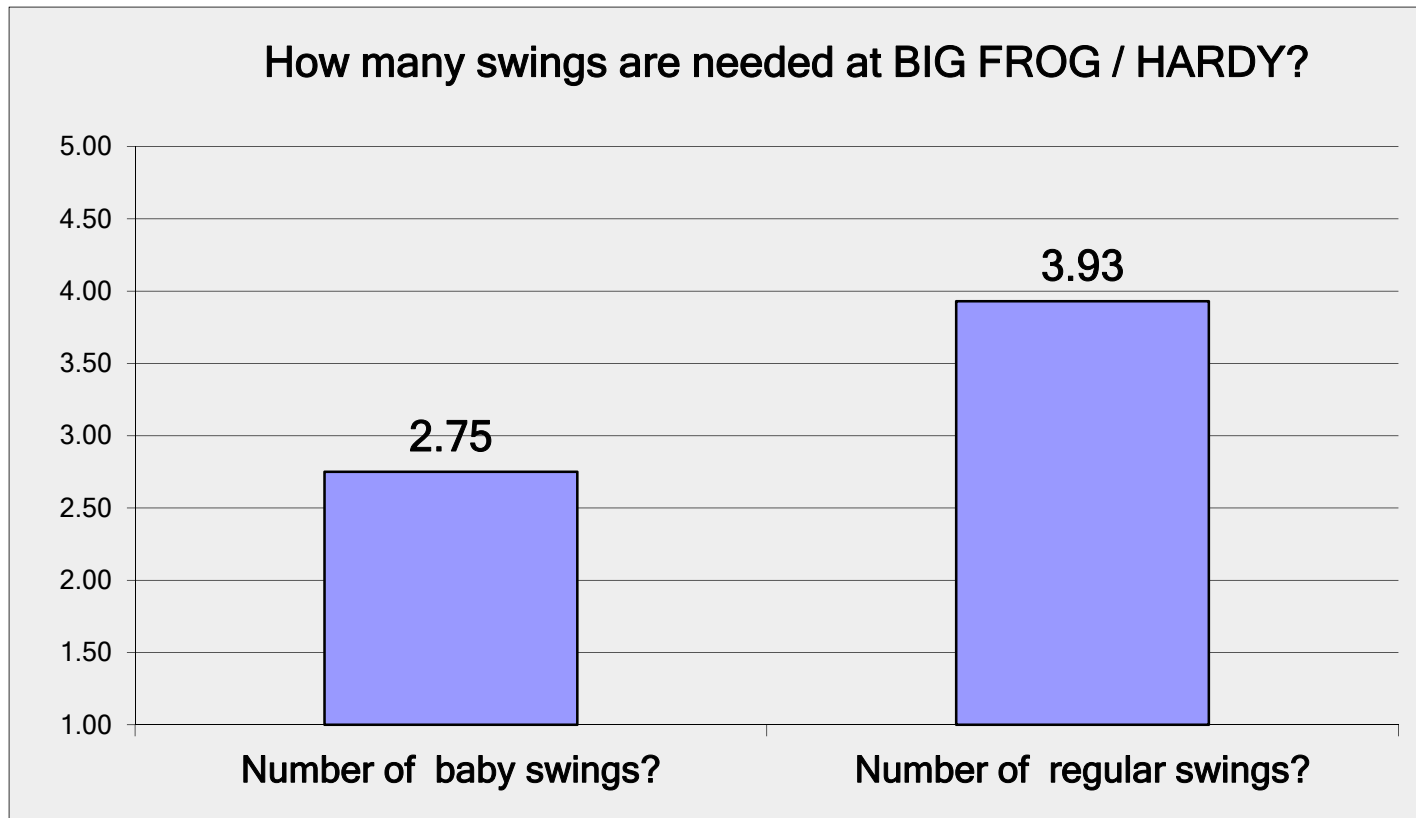
Comments - Summarized Themes	Tally (total 95)
Park feature - Increase play structure and area	22
Swings - More	16
Safety - General	12
Maintenance - General	10
Homeless - Help move out	8
Bathroom - Improve	7
Bathroom - Additional	6
Bathroom - Cleaner, maintained	6
Sandbox - Change to thicker grain	5
Activities - Basketball leagues, music, movie, etc	4
Lighting - Better light at night	4
Sandbox - Donate toys for sandbox, more, bigger	4
Art - Interactive -play compatible	3
Creek - running year round	3
Dogs - Divided dog areas	3
Irrigation - Muddy in grassy area	3
Noise - Artistic sound wall	3

\*Comment Details available in Appendix – in future version

n=95

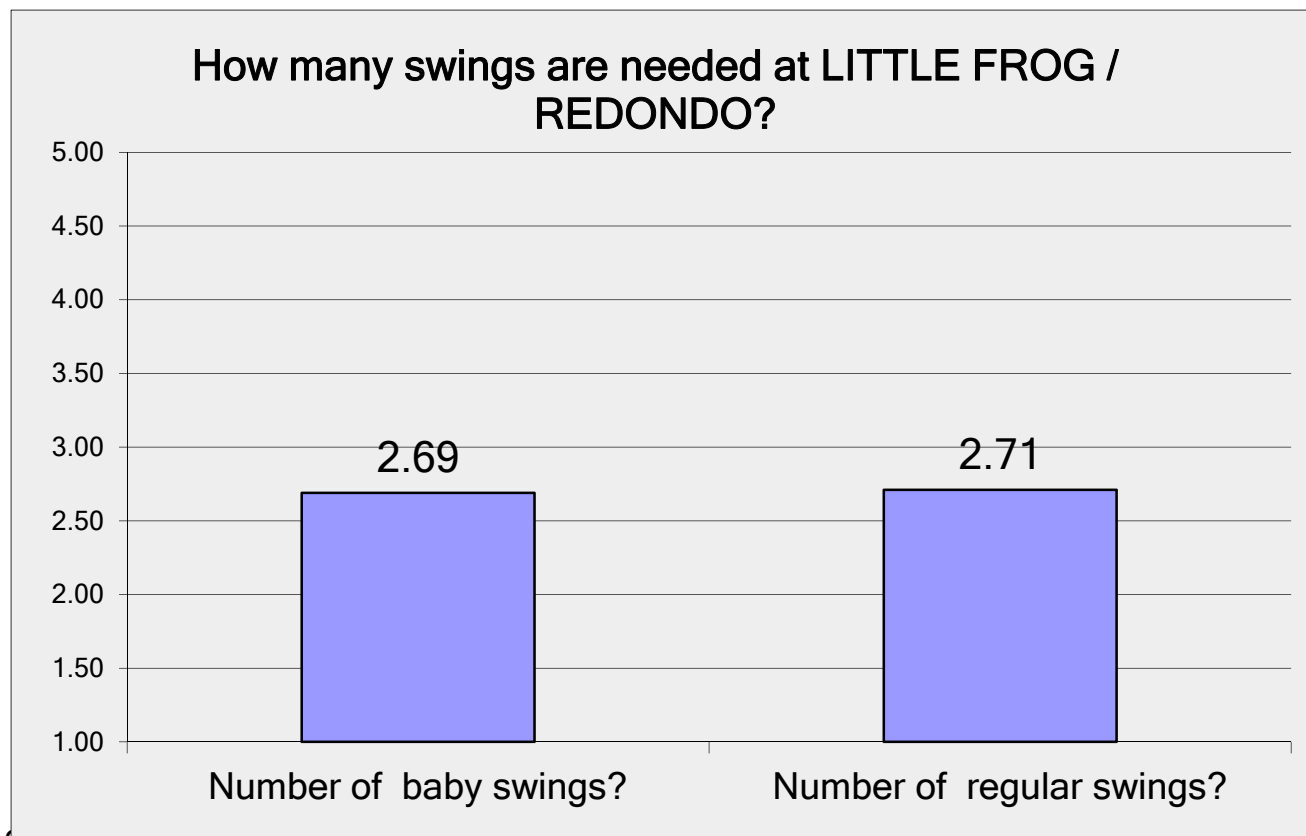
# Results: Swings at Big Frog /Hardy

- Respondents want to see more regular swings (total of 3-4) than baby swings (total of 2-3) at Big Frog



# Results: Swings at Little Frog/Redondo

- Respondents want to see the same number of regular swings and baby swings (total of 2-3) at Little Frog.



# Results: Art Themes

- ❑ Respondents were asked to rate their art preferences for the freeway underpass and the entryway - findings show alignment. The following set of themes received the highest ratings for both venues:
  - ❑ Native California Wildlife
  - ❑ Native Flowers
  - ❑ Frogs
- ❑ Notable interest in Mosaics
- ❑ Slight higher preference for Kids vs Dogs
- ❑ Slight higher preference for Impressionists. Geometric
  
- ❑ Other comments were provided:
  - ❑ Historical
  - ❑ Sea life - continue theme Similar to underpass mural
  - ❑ Trees - Redwood trees painted pillars
  - ❑ Frogs-interactive: Huge Green frogs that kids could climb.
  - ❑ Method - Communally-created would be ideal
  - ❑ Sign - Move kiosk to entrance and add 'welcome to Frog..'

# Results: Tallied Art Theme Ratings – Summary Table

- Findings show alignment; the following set of themes received the highest ratings for both venues:

Art Themes - Beautify Freeway Under-pass - Murals / Art:	Tally
Native California Wildlife	110
Native Flowers	95
Frogs	82
Mosaic	52
Kids	46
Dogs	44
Impressionist	21
Geometric	19
Other	7
Response Count	158

Art Themes - Attractive Park Entryway	Tally
Frogs	77
Native California Wildlife	75
Native Flowers	72
Mosaic	51
Kids	44
Dogs	33
Impressionist	23
Geometric	17
Other	8
Response Count	143

# Tallied Comments - Art Themes

Respondents suggested and clarified the following themes: **historical, sea life, trees on pillars and frog** art themes. Other comments are also noted below.

Comment Themes	Tally
•Historical	3
•All - Anything would add character	2
•Does not matter	2
•Sea life - continue theme Similar to underpass mural	2
•Trees - Redwood trees painted pillars	2
•Concern - artwork or mosaics may not look as nice and look like trying to improve or cover up something	1
•Frogs-interactive: Huge Green frogs that kids could climb.	1
•Method - Communally-created would be ideal	1
•Sign - Move kiosk to entrance and add 'welcome to Frog..'	1

# Survey Demographics

- ❑ Nearly two thirds of respondents (63% ) were Rockridge residents
- ❑ Majority of respondents (78%) were between 30-49 years old. The following are respondent age ranges:
  - ❑ 17 or less 0.8%
  - ❑ 18-20 0%
  - ❑ 21-29 3%
  - ❑ **30-39 47%**
  - ❑ **40-49 31%**
  - ❑ **50-59 11%**
  - ❑ 60 or older 8%
- ❑ Over a third of respondents (n=95) made comments on priority suggestions
- ❑ A small group (n=15) made comments on art themes.
- ❑ About a third of respondents (n=81) provided email address to volunteer and / or keep informed



# Other Analyses and Findings?

Are other analyses needed?

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Are there other significant findings?

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# Next Steps?

