

# Perception Survey Executive Summary



## Introduction

The Chandler Park Conservancy (CPC) is a 501(c)3 non-profit. The mission of the Conservancy is to develop exceptional educational, recreational and conservation opportunities for youth and their families on Detroit's east side and the region, at Chandler Park.

In order to obtain information regarding neighborhood residents' attitudes and opinions about Chandler Park a perception survey was distributed via email.

## Rationale

- **The rationale to conduct a perception survey was to demonstrate a commitment to engage with the community and seeking input. This aligns with the organization's mission to provide educational, recreational, and conservation opportunities for youth and families on Detroit's east side.**
- **Engaging the community in the decision-making process helps ensure that the development and management of Chandler Park reflect the needs and preferences of the people it serves.**
- **The survey helps to understand how the community currently perceives Chandler Park, including its existing amenities and the overall space.**
- **This information is valuable for identifying strengths and areas that may need improvement. The positive feedback received can be leveraged to highlight successful aspects, while constructive criticism can guide future enhancements.**

## Continuous Improvement

The survey is part of an **ongoing process of evaluation and improvement**. By regularly seeking feedback, the Conservancy can **adapt to changing community needs**, ensuring that Chandler Park remains a relevant and valued resource.

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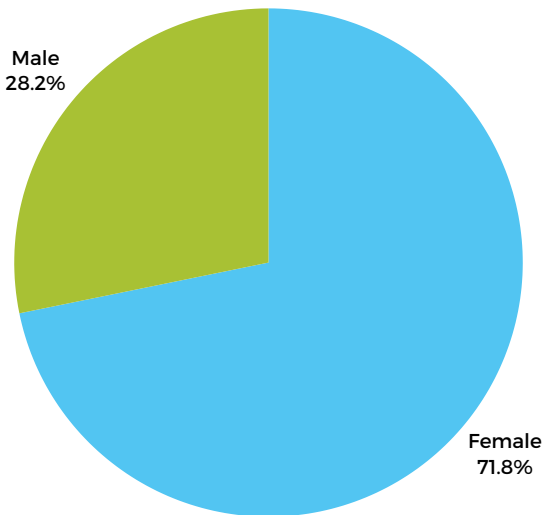


## Survey Results

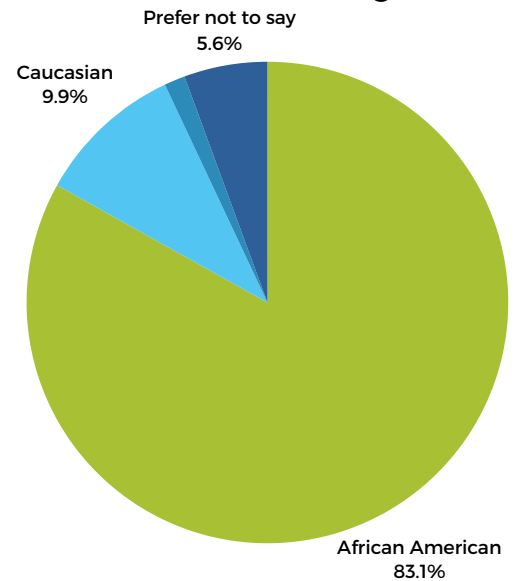
### Respondent Demographics:

- Total Responses: **71**
- The majority of respondents (**71.8%**) identify as **female**
- The most common race of respondents is **African American (83.1%)**
- **Respondents aged 61+** are the largest group and accounted for **38% of responses**
- The **48213 zip code** was the most popular amongst respondents, accounting for **33.8% of responses**

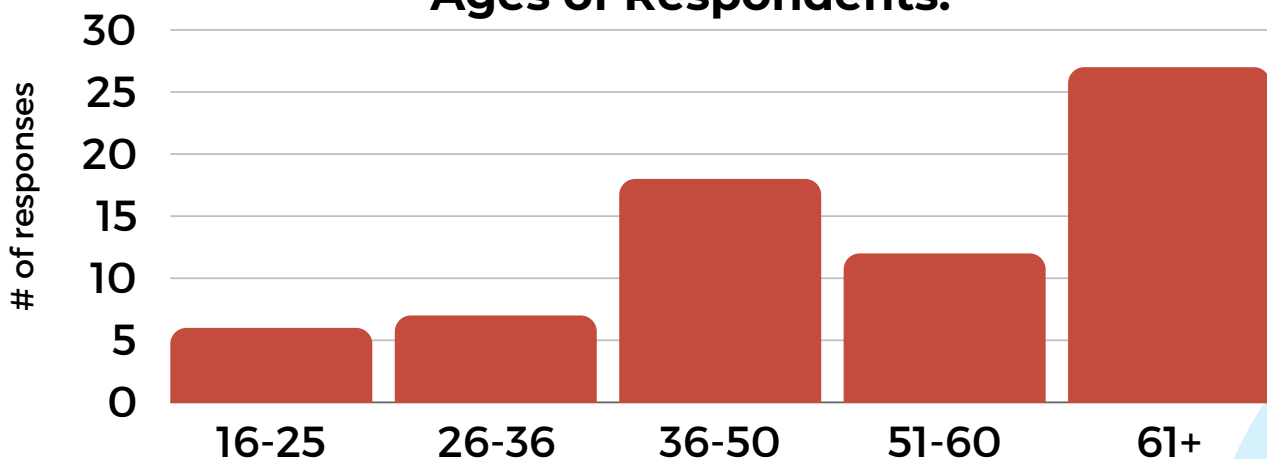
### Sex:



### Race/Ethnicity:



### Ages of Respondents:



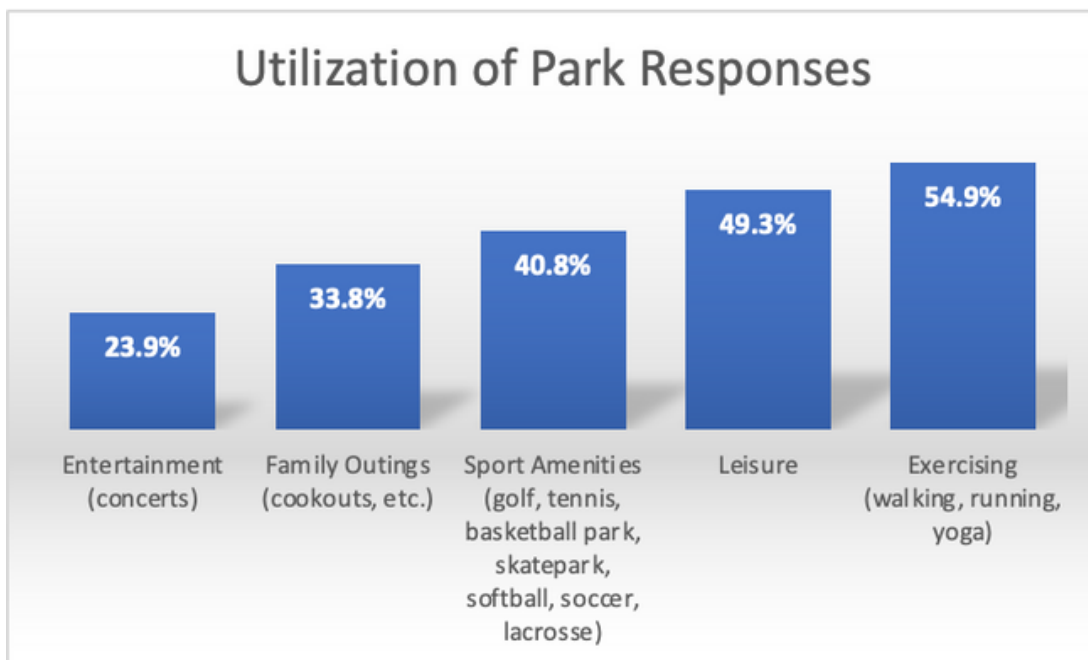
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## Survey Results

### Existing Amenities People Enjoy the Most

- Aquatic Center and swimming lessons
- Sports Amenities
  - Skatepark
  - Basketball
  - Workout area
- Walking Paths (including swings and benches)
- Marsh Area



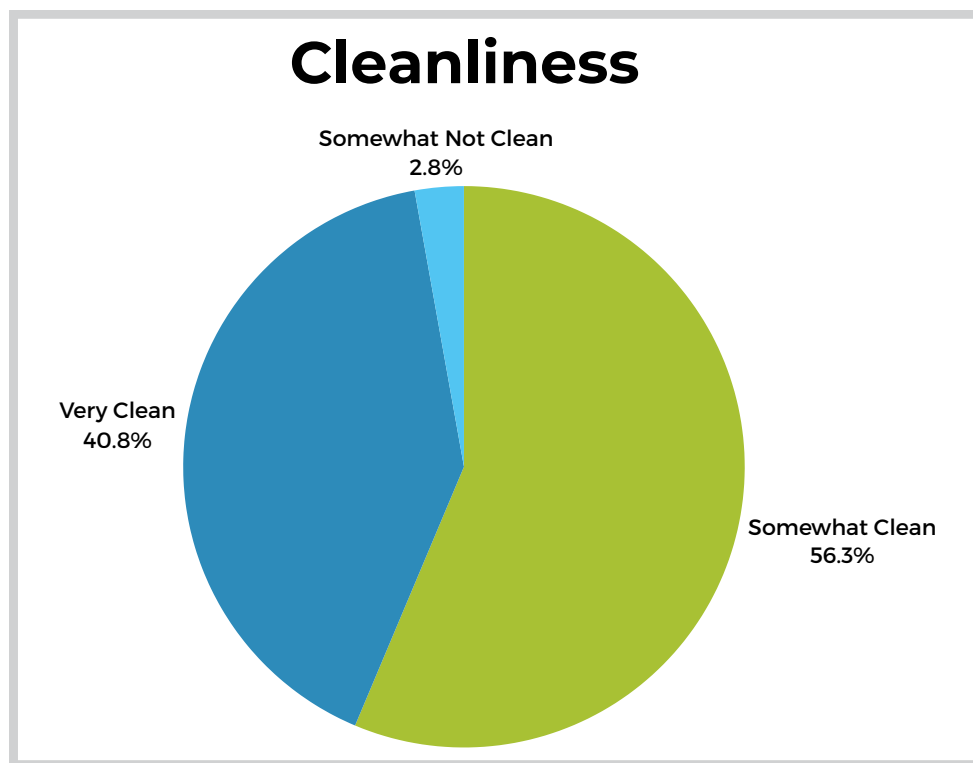
### Requested Improvement

- Improved Access to Information
- Increased Swimming Lessons
- Increased Bathroom Access
- Increased Entertainment
- Expand the programs into the surrounding neighborhood schools

## Survey Results

### Requested Improvement Implementation Strategies

- Increase community participation
- Utilize the Aquatic Center More
- Increased Marketing of Existing Activities



### Other Services and/ or Amenities People Want

- More Summer Program for Residents
- Expand Leisure Space
- Improved Sport Activities for 50+ individuals
- More picnic areas
- Inside heated facility
- Signs around the park
- Add a bowl to the skatepark

## Survey Results

### Additional Suggestions: Recommendations for Chandler Park

- Designated bike paths separate from walking paths
- Increase Summer Programs for Kids
- Increase Nature Programming
- Movie nights at the park
- Youth mentor program
- More recycling cans
- More garbage cans
- Food truck “rallies”
- Increase Restroom
- Water Bottle Filler
- Increase Security
- Wellness fair
- Dog park

### Conclusion

In summary, the perception survey conducted by the Chandler Park Conservancy serves as a **proactive and comprehensive** approach to **community engagement, strategic planning, and continuous improvement**, aligning with its mission to create exceptional opportunities for youth and families in the region.

The perception survey and this executive summary were made in collaboration with graduate students from the University of Michigan School of Public Health - Sara Jackson (slgjacks@umich.edu) and Janhvi Vyas (jrvyas@umich.edu).