

SHORTRIDGE PARK MASTER PLAN
SURVEY REPORT

Purpose:

The purpose of the survey was to determine the opinions, ideas and concerns of residents that live in the Shortridge Memorial Park service area to serve as a foundation for decision-making regarding the park. By understanding resident's needs and interests, the Township will be better able to direct resources for the benefit of the community.

Process:

Township staff and members of the Shortridge Memorial Park Master Plan Study Committee prepared a survey to be mailed to residents that live within a ¼ mile radius of the park. The survey was open-ended in order to secure as much information from residents as possible. Surveys were distributed to residents using the U.S. Postal Service's "Every Door" direct mail program in manila colored envelopes lacking the Township's return address. This could have impacted the responses received. Should this service be used again in the future, greater emphasis will be placed on designing an envelope that will identify the mailing as coming from the Township. Surveys were mailed to 1,336 residences in a ¼ mile radius. 119 responses were received for a return rate of nine percent. Typically, direct mail surveys generate a return rate of two to four percent.

Return:

Survey respondents lived on all streets within the park's service area, which essentially is bordered by E. Wynnewood Rd. to the north and west, Remington Rd. to the east and Lancaster Ave. to the south. Residents that lived on streets that were closest to the park or appeared to have somewhat easier or direct access to the park responded at a slightly higher rate.

1. *Children*

Just over half the homes responding (55%) have children between the ages of less than one year old up to twenty. Ages were spread out among respondents.

2. *Park Visitation*

Of the 119 responses, seventy-three (61%) said that they visited the park daily or weekly, indicating that many residents in the Shortridge service area frequently spend their leisure time in the park. Twenty-eight respondents (29%) visited the park monthly or sporadically, while thirteen (9%) said they rarely or never visit the park.

3. *Dogs*

Thirty-nine respondents (33%) own dogs.

4. *Other Parks*

Eighty respondents (67%) visit other parks, including Township, non-Township, County, State and Federal parks, colleges and arboretums. The majority of other parks visited were Township parks, however, the most frequently listed park was Narberth Park in Narberth Borough. Narberth Park is the closest active park to the Shortridge neighborhood. Other frequently identified parks included South Ardmore Park, Fairmount Park, Rolling Hill Park and Ashbridge Memorial Park. The parks included a variety of active parks with playgrounds and athletic facilities and passive, natural areas with trails. Shortridge Memorial Park does not have any active recreational facilities and while it is a natural open space, it does not have walkways or trails.

Summary of Findings:

The survey confirms that Shortridge Memorial Park is an important part of the surrounding neighborhood and it provides clear direction on how to manage and enhance the park to meet the recreational needs and interests of residents. The four major findings of the survey include the following:

1. *Recreational Pursuits*

The three most popular recreational activities cited by respondents were:

- Walking
- Walking with their dog
- Enjoying the park's open space, beauty and serenity

2. *Park Positives*

When asked what they liked about Shortridge, the five most popular answers were:

- Open space, peacefulness and natural beauty
- Ability to bring their dogs to the park
- Stream
- Trees
- Proximity to their homes

3. *Park Negatives*

When asked what they did not like as much about the park, the five most popular answers were:

- Many dead, broken trees
- Too many dogs off leash
- Not enough places to sit
- Muddy conditions

- Maintenance of bridges and plantings lacking

4. *Amenities at other parks*

When asked what attracts respondents to other parks in the area, the five most popular answers were:

- Playgrounds
- Walking / hiking paths
- Dog friendly / off-leash dog park
- Athletic fields
- Natural surroundings, beauty

5. *Suggested Improvements*

When asked about what they would like to see improved in the park, the ten most popular answers were:

- Nothing
- Provide more benches for seating
- Enforce the rules concerning dogs
- Remove dead and diseased trees and plant more
- Build a fenced off-leash area
- Continue stream restoration
- Improve stormwater management
- More plants and landscaping
- Picnic pavilion
- Sidewalk / trail