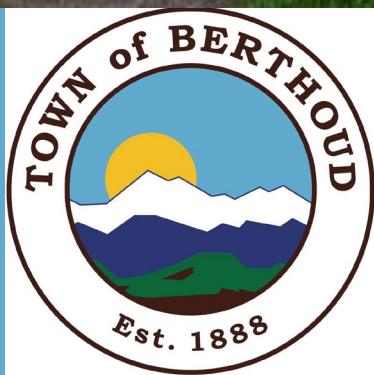




# TOWN OF BERTHOUD

*Parks, Open Space, Recreation & Trails Survey Report 2024*



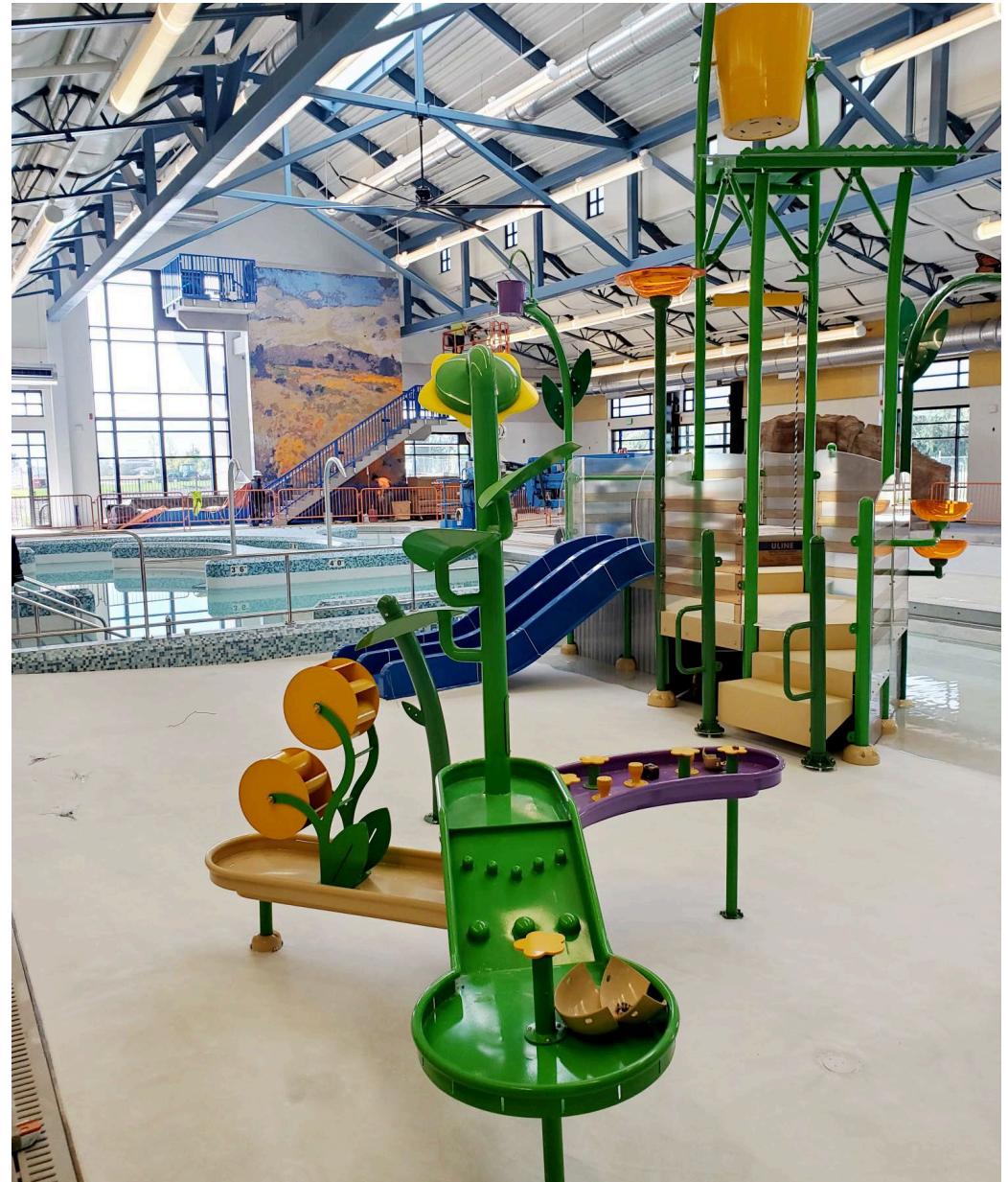
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# INTRODUCTION

- The purpose of this study was to gather community feedback on the Town of Berthoud parks, recreation facilities, amenities, future planning, communication, and more.
- This survey research effort and subsequent analysis were designed to assist the Town of Berthoud in developing a plan to reflect the community's needs and desires.



# RESEARCH METHODS

1

## Statistically Valid (Invitation Survey)

Paper surveys were mailed to every available residential address in the Town of Berthoud, with the option to complete them online through a password-protected website (1 response per household). The survey was also translated online into Spanish. While some questions were carried over from the 2016 PROST survey, the 2024 survey mainly focused on new topics.

2

## Open Link Survey

Later, the online survey was made available to all Town of Berthoud stakeholders, including non-residents (e.g., commuters, residents of nearby communities). This sample received a lower response rate of 63 and the results comparing the Invite sample and Open link sample are included as a separate appendix.

**836**

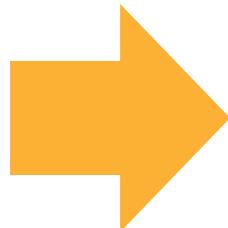
Total Statistically  
Valid Surveys  
Completed

Margin of Error:  
+/- 3.2%

5,376 Surveys Mailed

# WEIGHTING THE DATA

The demographic profile of the Invite sample is compared to known statistics of the Town of Berthoud residents using 2020 U.S. Census Data.



Underlying data from the invitation survey is weighted by the age, gender, and Hispanic ethnicity of Berthoud residents to ensure appropriate representation.

**The weighting process changes the results only slightly, but ultimately makes the results more accurate and representative of the population.**

# KEY FINDINGS



# KEY FINDINGS



The statistically valid survey received a robust sample of 836 indicating a highly engaged community, specifically around parks and recreation opportunities and services. **The sample is made up of newer residents to Berthoud, more than half (57%) have lived in the Town for less than five years. A larger portion of respondents live in the southeast corner of Town and are primarily couples with 39% being couples with children at home.**



**There is a moderate to higher level of familiarity of parks, recreation facilities, and services provided by the Town of Berthoud.** A total of 46% of respondents rated their level of familiarity as a 4 or 5 on a scale of 1-5, with 5 being “very familiar.”



**The Berthoud Recreation Center and Trails and Waggener Farm Park are the most frequently used facilities with at least 21% of the sample responding they visit at least once a week.** Of the additional parks, nearly three-quarters (72%) of respondents report visiting Fickel Park in the past twelve months and 25% have visited the Berthoud Dog Park.

# KEY FINDINGS



**The Town of Berthoud parks and recreation amenities that were rated as most important are parks, trails, and open space/natural areas.** Following in importance are the leisure pool area, workout facilities and playgrounds.



**Trails and parks are rated almost equally as the most important current amenities with averages of 4.3 out of 5, with 5 being “very important,”** followed by aquatics facilities and playgrounds. However, trails and parks rated lower in terms of currently meeting the needs of the community.



Respondents are strong supporters of developing new parks, open space, recreation, and trail amenities using available town funds with 76% of the sample responding that they strongly agree. Only 7% rated their level of support as one or two out of five.



**When asked to consider a new name for Richardson Farm, 30% of respondents are supportive of the name Mountain Vista Park, and about a quarter prefer the name Berthoud Community Park.** The names Grassroots Park and Handy Park received the least support.

# KEY FINDINGS



**Overall the top-rated future amenities in terms of importance include bike/running trails, and outdoor pool, natural areas, and an amphitheater.** Conversely, a skate park, an ice rink and a pump track were rated as the least important.



Respondents were asked how they would allocate a hypothetical \$100 across different parks and recreation facilities, services and/or programs. **The majority of that budget went to adding more pathways/trails (\$11.41) followed by preserving existing open space (\$7.18) and new aquatics amenities (\$7.12)**



**The Town of Berthoud newsletter and email communication from the town are the best ways to reach over half of the respondents.** The internet/Town website, social networking, and the recreation brochure are also effective forms of communication for at least a third of the sample.



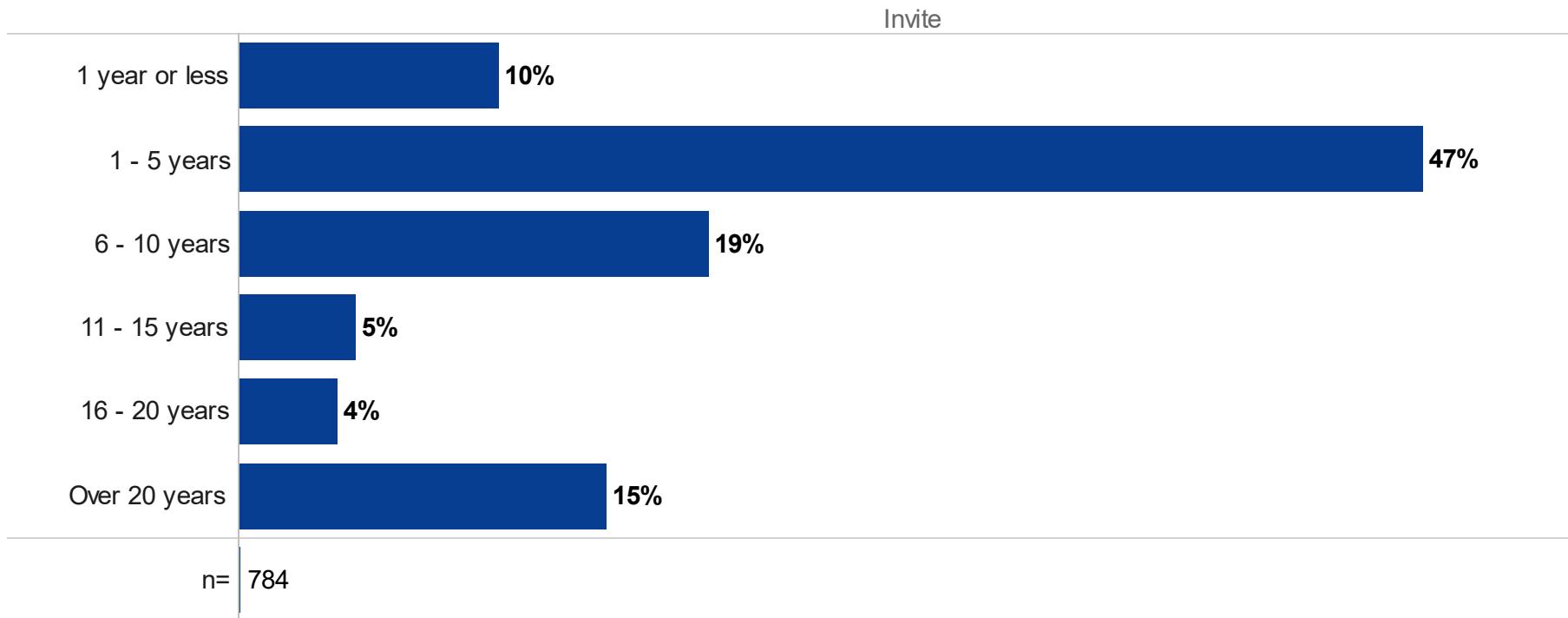
| **LIVING IN BERTHOUD**

# LENGTH OF TIME IN BERTHOUD

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Respondents represent a large share of newer residents in Berthoud. More than half (57%) have lived in the Town for less than five years. Only about a quarter (24%) have lived in the area for over 11 years.

**How long have you lived in the Berthoud area?**

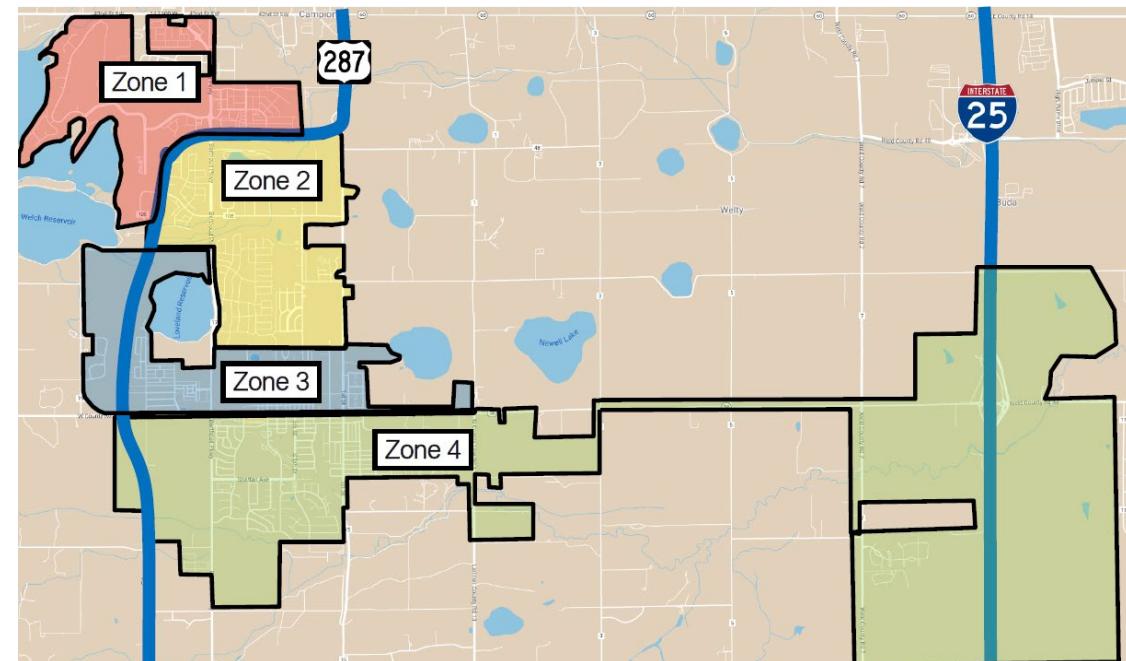
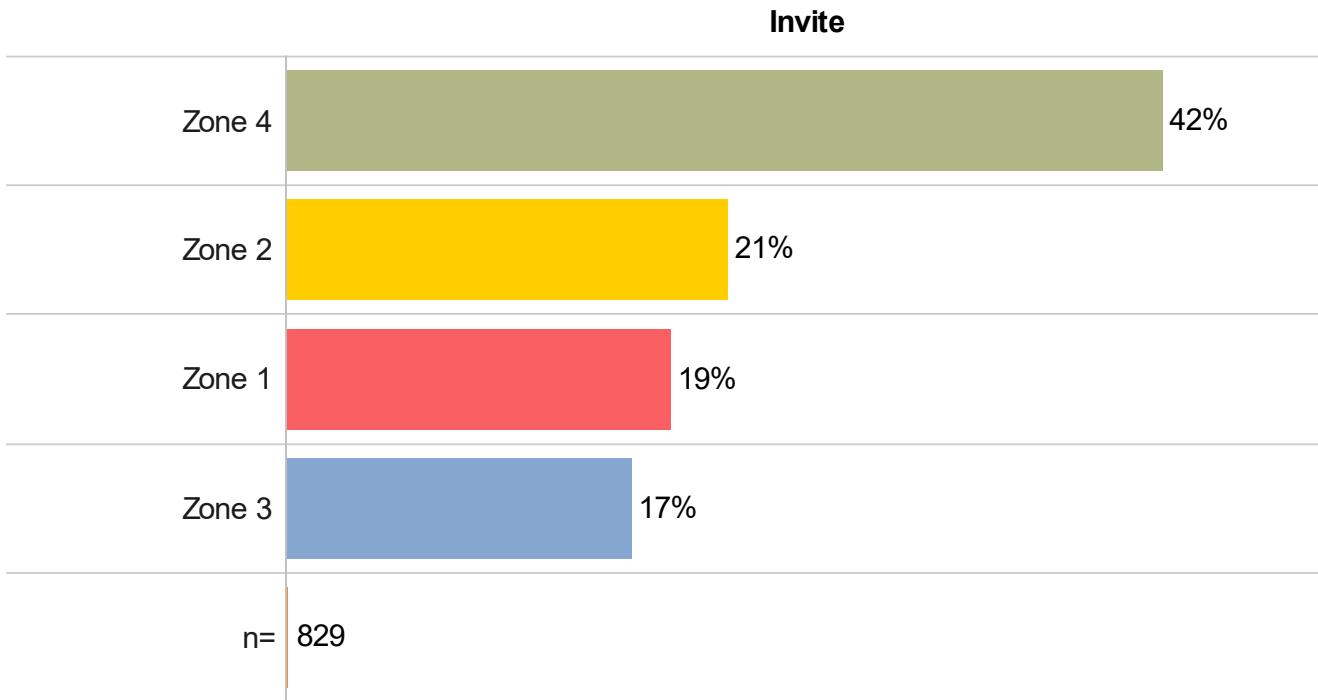


Avg: 9.1

# LOCATION IN BERTHOUD

Survey responses represent all areas of Berthoud with a slightly greater share from residents living in Zone 4 (also the largest area).

Using the map below, in which area of the Town of Berthoud do you live in?

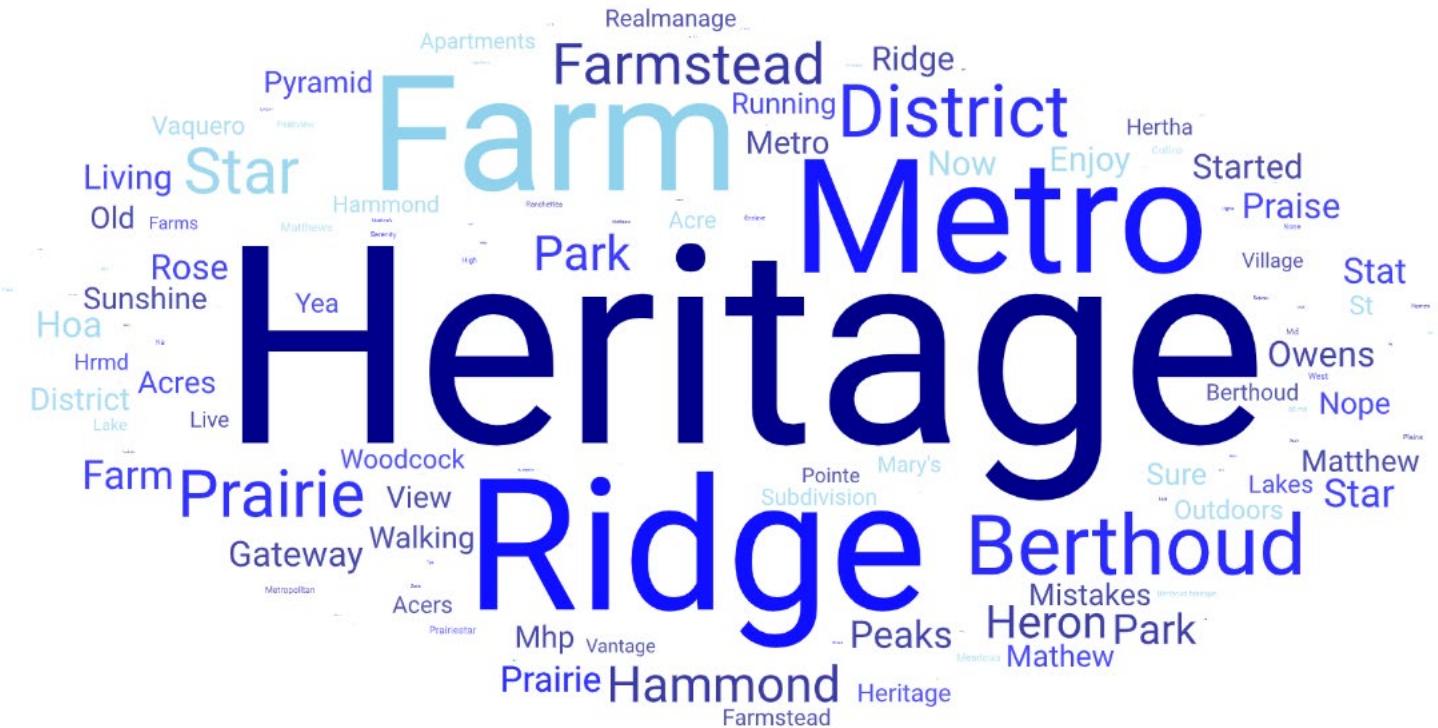


# HOAS/METRO DISTRICTS

Respondents were asked whether they lived in an HOA/Metro District. A word cloud of common names is shown below.

Some of the most common HOAs/Metro Districts include:

- Heritage Ridge
- Hammond Farms
- Farmstead
- Berthoud Heritage Metro District
- Gateway Park
- Heron Lakes
- Heron Pointe
- Prairie Star
- Rose Farm Acres





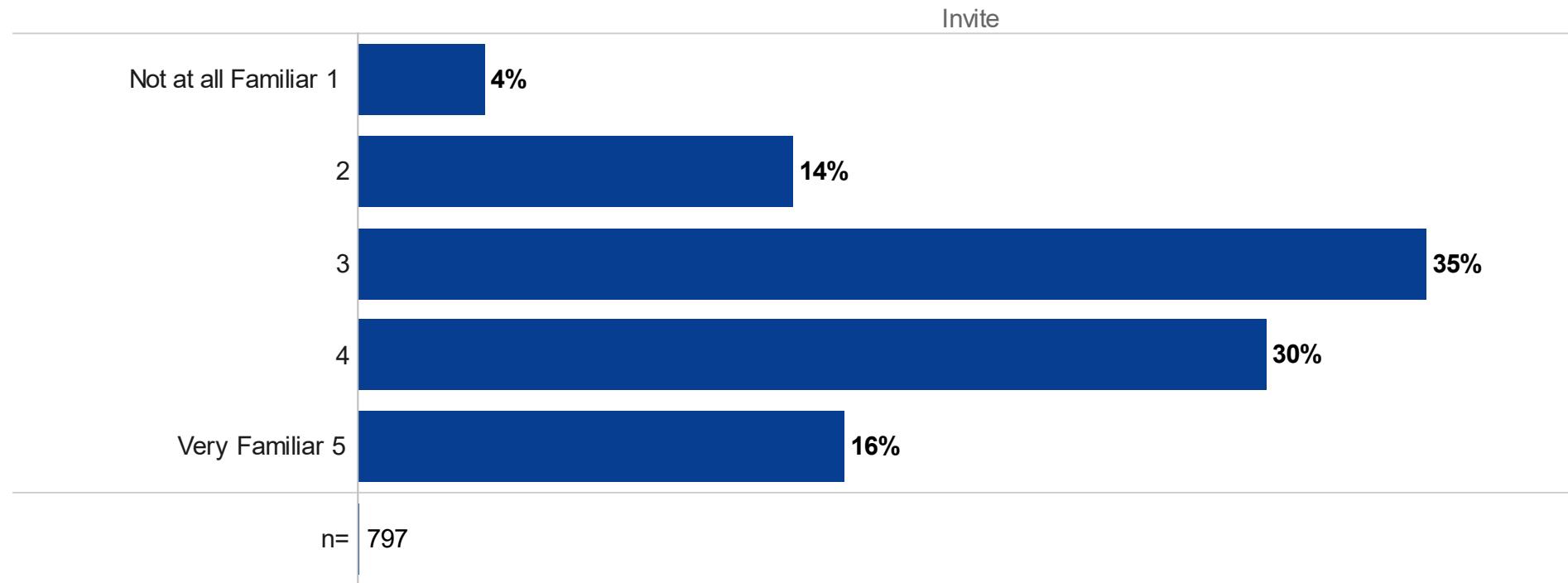
# CURRENT PROGRAMS & FACILITIES

# FAMILIARITY WITH PARKS AND RECREATION FACILITIES, PROGRAMS AND SERVICES

---

There is a moderate to higher level of familiarity with parks, recreation facilities, and services provided by the Town of Berthoud. A total of 46% of respondents rated their level of familiarity as a 4 or 5 on a scale of 1-5, with 5 being “very familiar.” The average is 3.4 out of 5.

**On a scale of 1 to 5, how knowledgeable/familiar are you and your household with parks and recreation facilities, programs, and services the Town provides?**



# FREQUENCY OF USE

---

The Berthoud Recreation Center and Trails and Waggener Farm Park are the most frequently used facilities with at least 21% of the sample responding they visit at least once a week. Less frequently visited locations include the Berthoud Bike Park and Downtown Skate Park.

## How frequently do you use the following public facilities and parks in Berthoud?

Rating Category	n=	At least once a week	A few times a month	At least once a month	A few times a year	Have not visited
Berthoud Recreation Center	816	28%	16%	9%	25%	22%
Berthoud Recreation Trails	798	24%	19%	9%	22%	26%
Waggener Farm Park	803	21%	22%	14%	27%	16%
HOA/Metro District Parks	782	15%	11%	10%	16%	48%
Berthoud Reservoir Park & Open Space	811	11%	17%	11%	36%	25%
Pioneer Park	797	7%	6%	8%	39%	40%
Bein Park & Athletic Field	794	7%	7%	9%	24%	53%
Town Park	778	5%	9%	12%	43%	30%
Berthoud Bike Park	795	3%	4%	6%	15%	72%
Downtown Skate Park	786	1%	2%	2%	10%	85%
Other: (specify)	140	19%	6%	4%	8%	62%

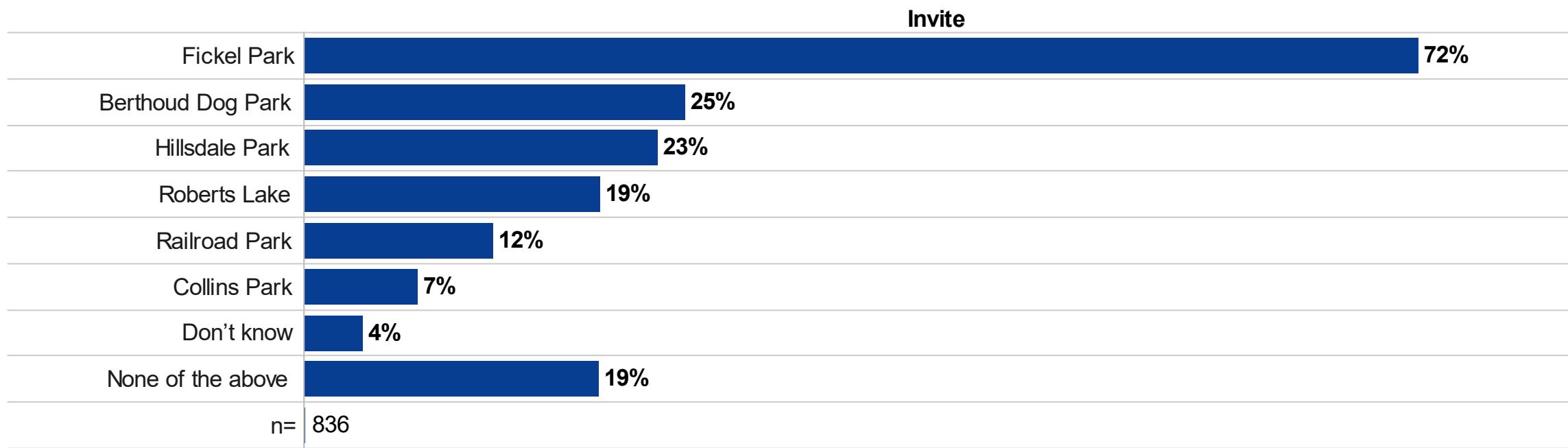
Source: RRC

# FREQUENCY OF USE – ADDITIONAL PARKS

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Nearly three-quarters of respondents have visited Fickel Park in the past twelve months. Berthoud Dog Park, Hillsdale Park, and Roberts Lake are also frequently visited with at least 19% of the sample saying they've been in the past twelve months. However, 19% of respondents report not having visited any of the listed parks in the past year.

Below is an additional list of the Town of Berthoud Parks, Open Space and Trails. Which of the following have you visited in the past 12 months?

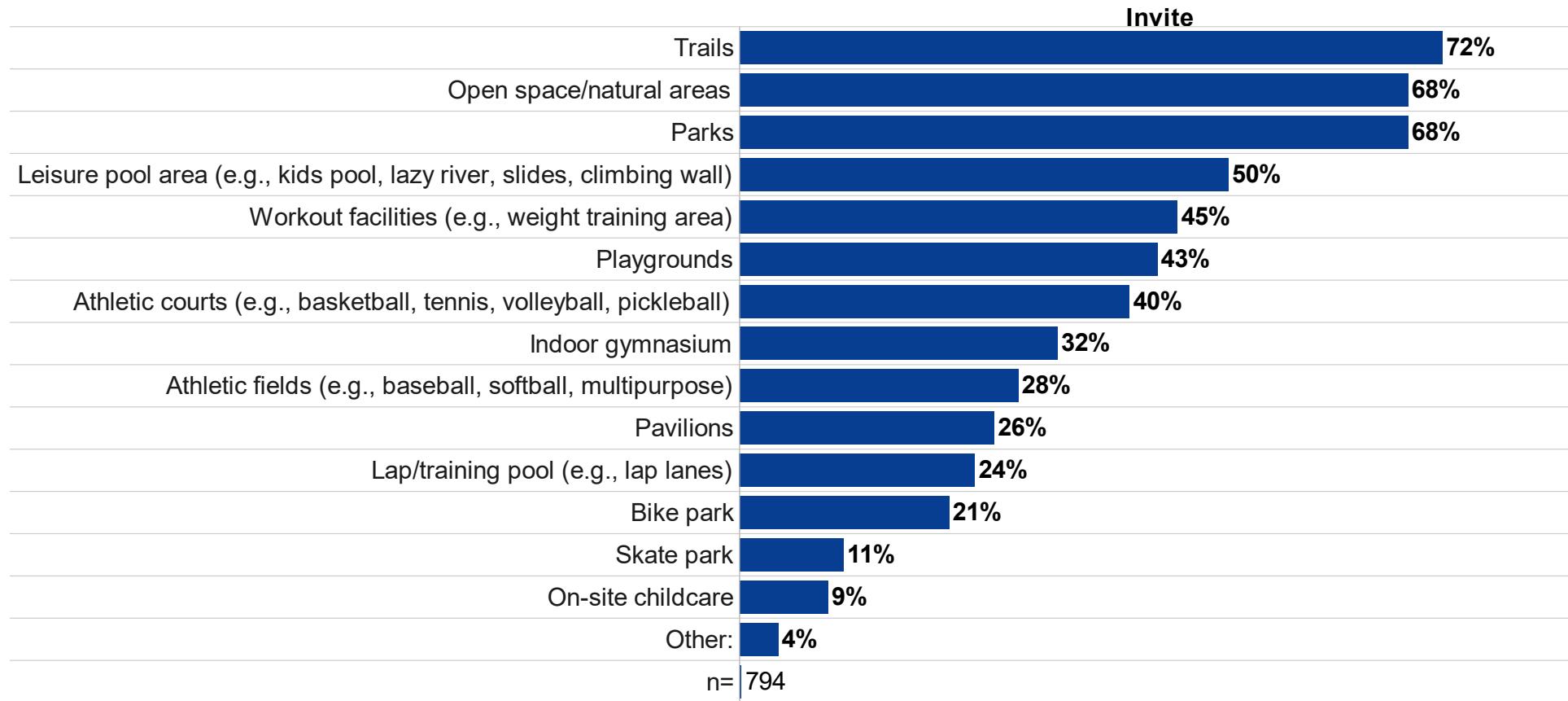


# AMENITY USE

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- Trails, open space/natural areas and parks are the most frequently used amenities, selected by at least 68% of respondents.
- The leisure pool area, workout facilities, and playgrounds also see high amounts of use.
- The skate park and on-site childcare are the least frequently used amenities.

Which of the following amenities does your household use when visiting the Town of Berthoud Parks and Recreation facilities?

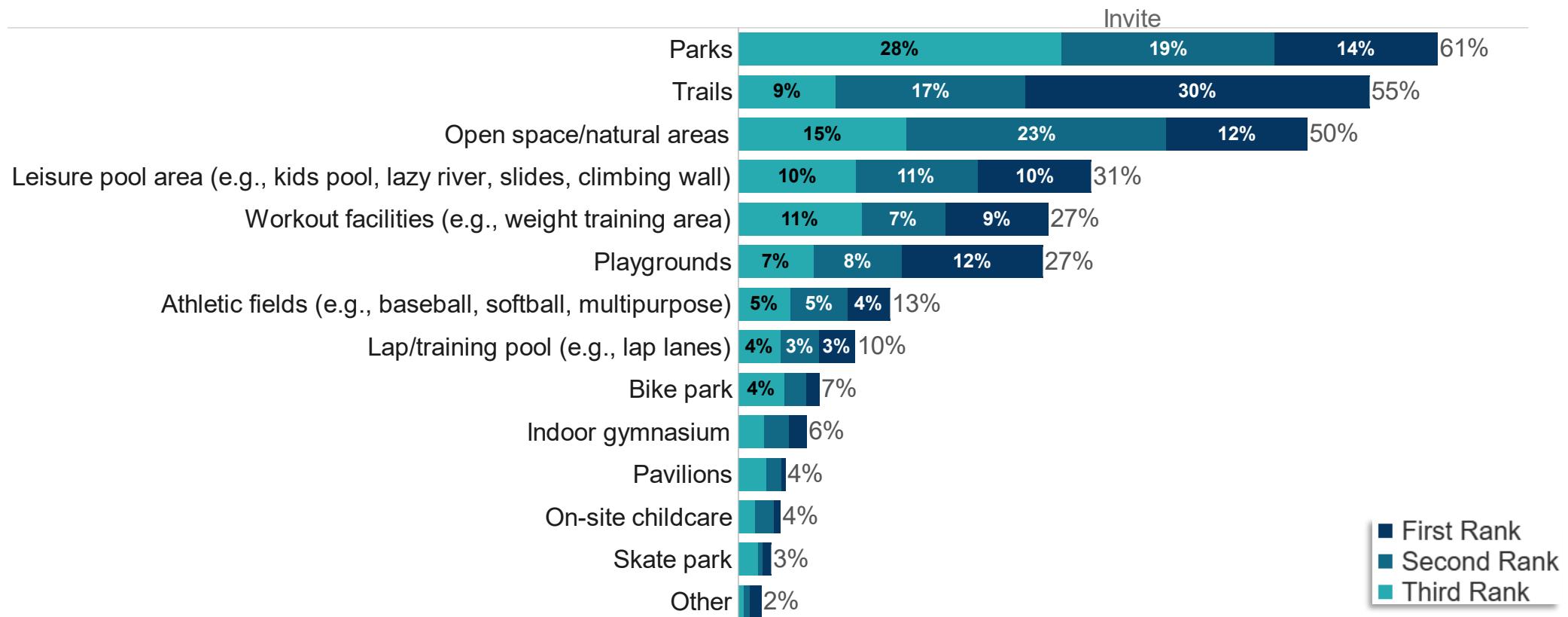


Source: RRC

# TOP 3 MOST IMPORTANT AMENITIES

When asked to select the top three most important amenities from the list, parks, trails, and open space/natural areas were most commonly chosen. Following in importance are the leisure pool area, workout facilities and playgrounds.

**From the list above, which amenities are most important to your household?**



\*Darker colors indicate a higher ranking  
Source: RRC

# IMPORTANT AMENITIES

## OPEN-ENDED COMMENTS

Respondents were asked why each amenity is most important to their household and what features are most important to them. The word cloud below shows the top 150 most frequently used words.

## Common themes:

## 1. Family and Community Activities:

- Engagement for All Ages: Emphasis on facilities that cater to both children and adults, supporting family-friendly activities.

## 2. Health and Wellness:

- Exercise and Fitness: High priority on fitness facilities like gyms, pools, and trails for physical health and mental well-being.

### 3. Accessibility and Connectivity:

- Safe and Connected Paths: Demand for better infrastructure to ensure safe and accessible travel to parks and recreational areas.

#### 4. Maintenance and Development:

- Upkeep of Existing Facilities: Importance of maintaining and improving current parks and amenities.

## 5. Recreation and Leisure:

- Variety of Recreational Options: Desire for a diverse range of recreational activities and facilities to cater to different interests and needs.

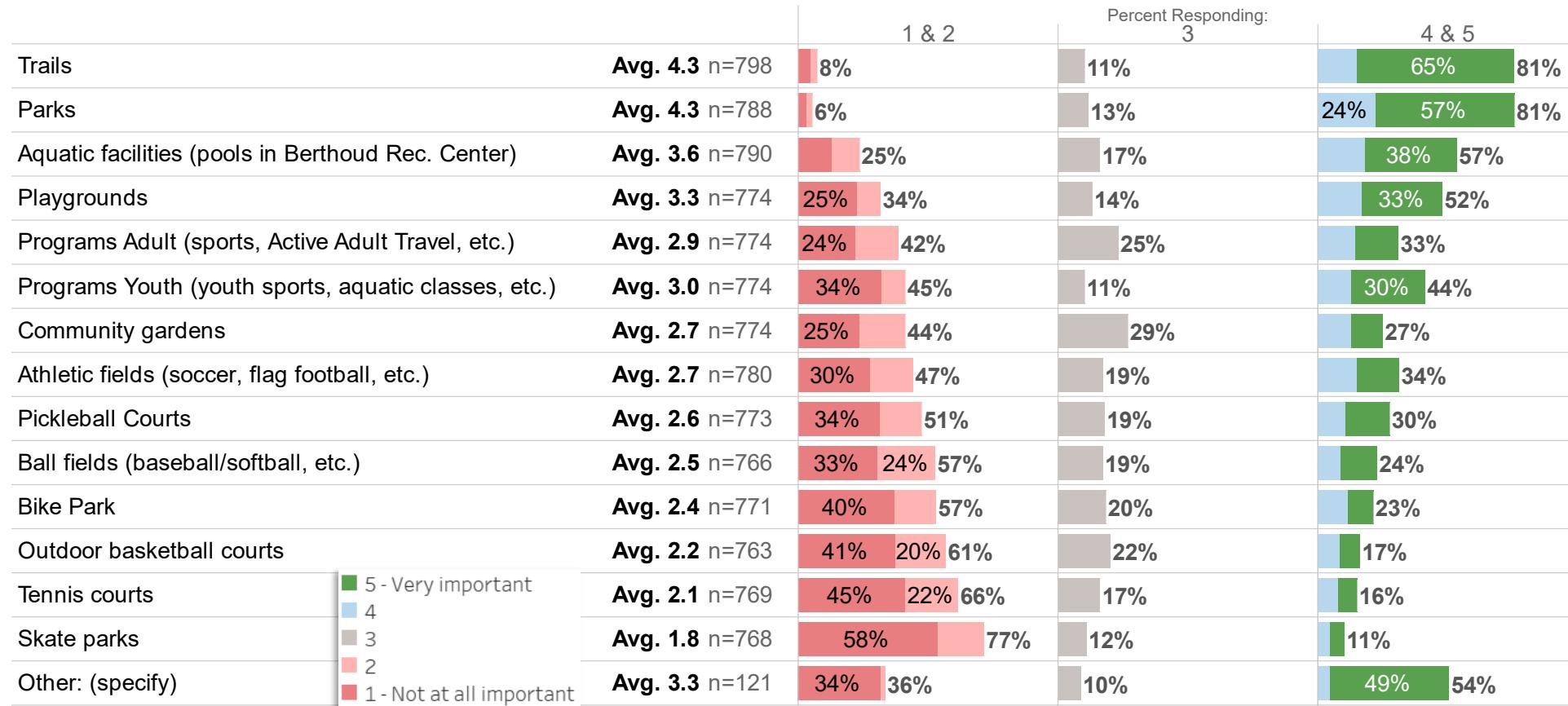


# AMENITIES – IMPORTANCE

- Trails and parks are rated almost equally as the most important current amenities.
- More than half of respondents rated the aquatic facilities and playgrounds as a 4 or a 5, with 5 being “very important.”
- Youth programs are split between those who feel they are very important and not at all important.
- The Bike Park, outdoor basketball courts, tennis courts, and skate parks all rated lower in terms of importance to the household.

Please rate how important the following current amenities are to your household. Please provide an answer even if you have not used the amenity.

Invite Sample

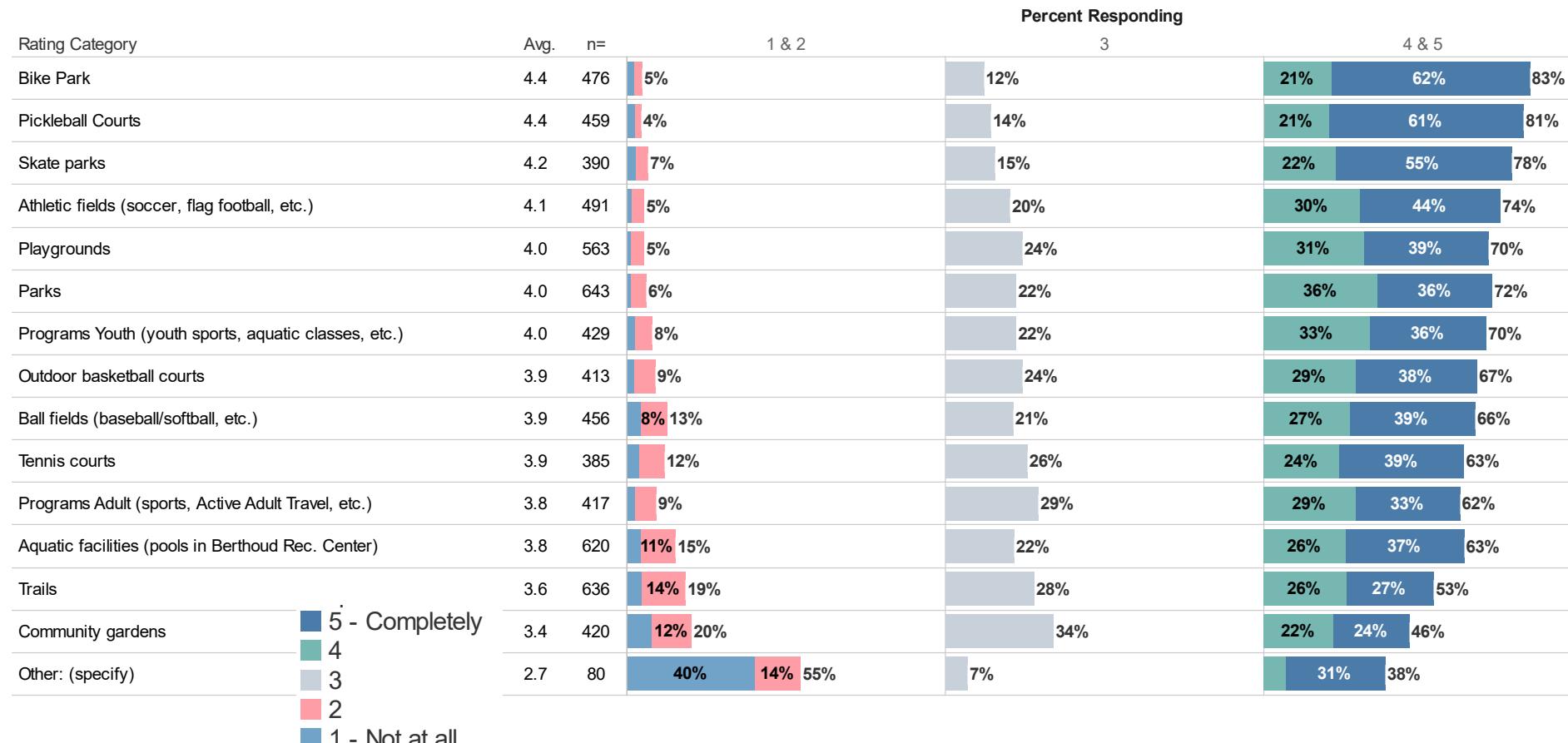


\*Responses are sorted in descending order by average rating  
Source: RRC

# AMENITIES – NEEDS MET

- In general, the community is satisfied with the listed amenities with the lowest average rating of 3.4 out of 5, with 5 being “completely meeting the needs of the community.”
- Although trails rated the highest in terms of importance, the rating for how well they are currently meeting the needs of the community dropped.
- Respondents are most satisfied with the Bike Park, pickleball courts, and skate parks (although these amenities are of lower importance overall).

Please rate how you think the following current amenities are meeting the needs of the Berthoud community. Please provide an answer even if you have not used the amenity.



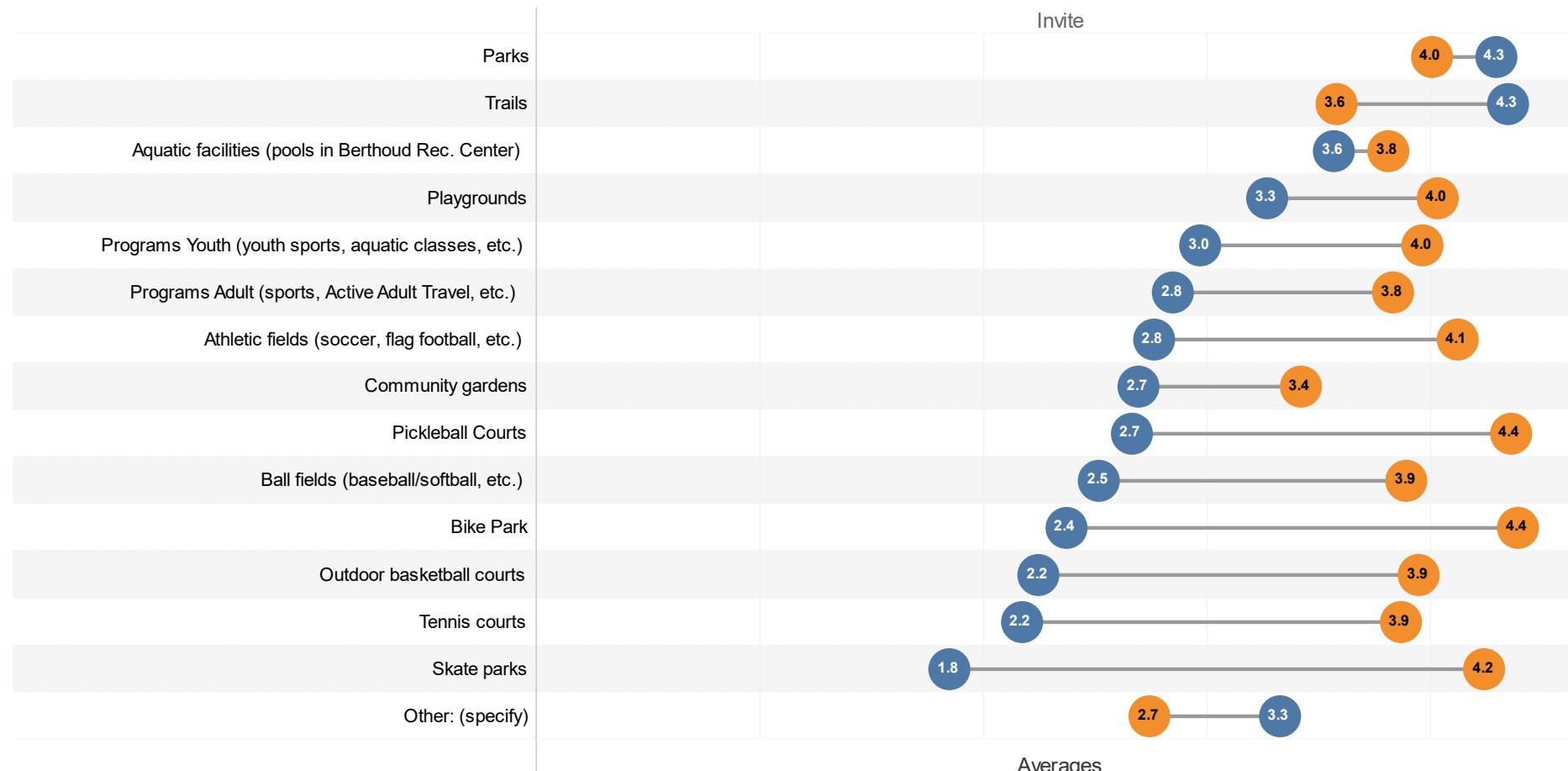
# FACILITIES & AMENITIES – IMPORTANCE/NEEDS MET MATRIX

## INVITE SAMPLE AVERAGE

- Overall, the majority of amenities currently have higher average ratings for meeting the needs of the community compared to importance to the household.

- The only two categories where importance exceeds the average needs met rating are for parks and trails.

Please rate how important the following current amenities are to your household. Please provide an answer even if you have not used the amenity. & Please rate how you think the following current amenities are meeting the needs of the Berthoud community. Please provide an answer even if you have not used the amenity.



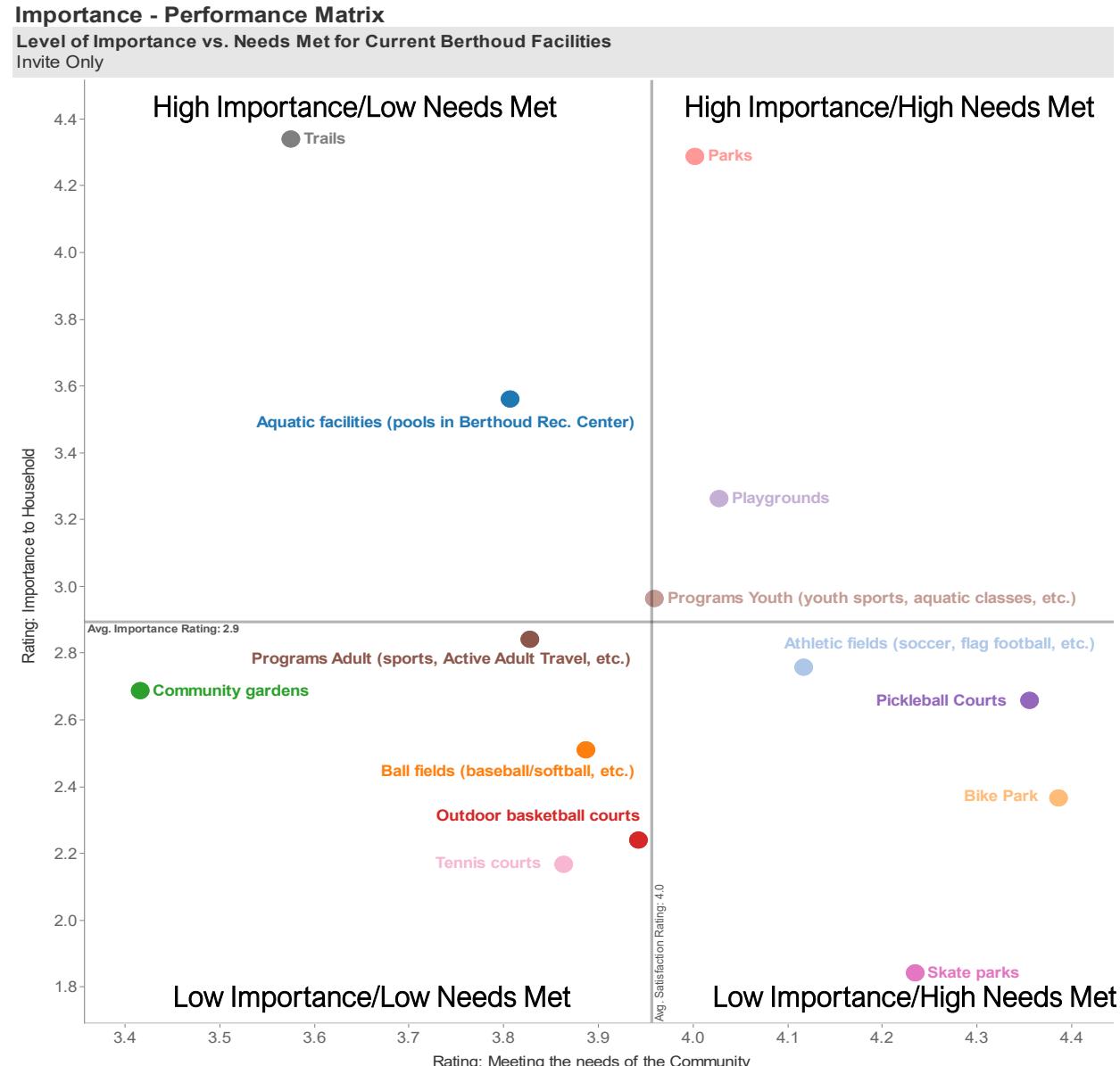
Averages

Importance to household

Meeting the needs of the Berthoud community

# FACILITIES & AMENITIES – IMPORTANCE/NEEDS MET MATRIX

INVITE SAMPLE AVERAGE





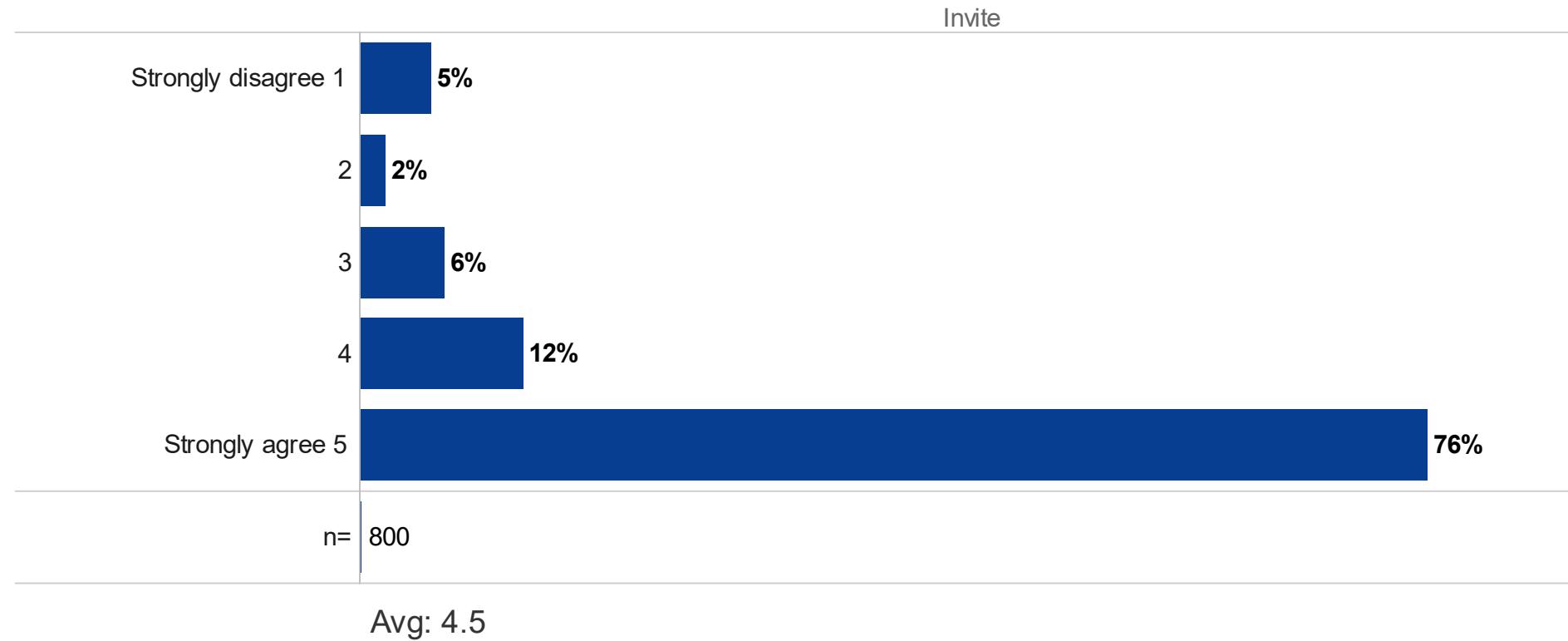
# **FUTURE PLANNED CAPITAL PROJECTS & AMENITIES**

# SUPPORT OF DEVELOPING NEW PARKS

---

Respondents are strong supporters of developing new Parks, Open Space, Recreation, and Trails amenities using available town funds with 76% of the sample responding that they strongly agree. Only 7% rated their level of support as one or two out of five.

**How much do you agree that the town should continue to develop new Parks, Open Space, Recreation, and Trails amenities using available town funds or bonds.**

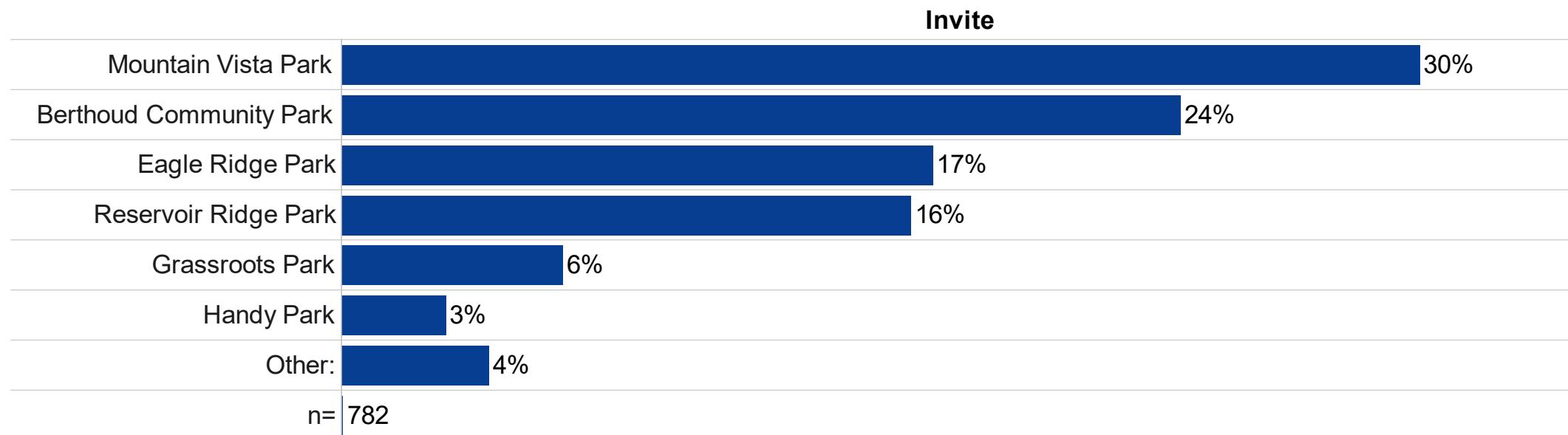


# RICHARDSON FARM PARK RENAMING

---

When asked to consider a new name for Richardson Farm, 30% of respondents are supportive of the name Mountain Vista Park, and about a quarter prefer the name Berthoud Community Park. The names Grassroots Park and Handy Park received the least support.

The Town of Berthoud is choosing a new name for the property currently known as Richardson Farm. This property is located on the north side of the Loveland Reservoir and is more than 50 acres. Planned amenities on site include a baseball/softball field complex, a feature playground, and an aquatic park. While this survey will not determine the final name, we value your input greatly. Which of the following names, which are under consideration from a committee-developed list, would you prefer?



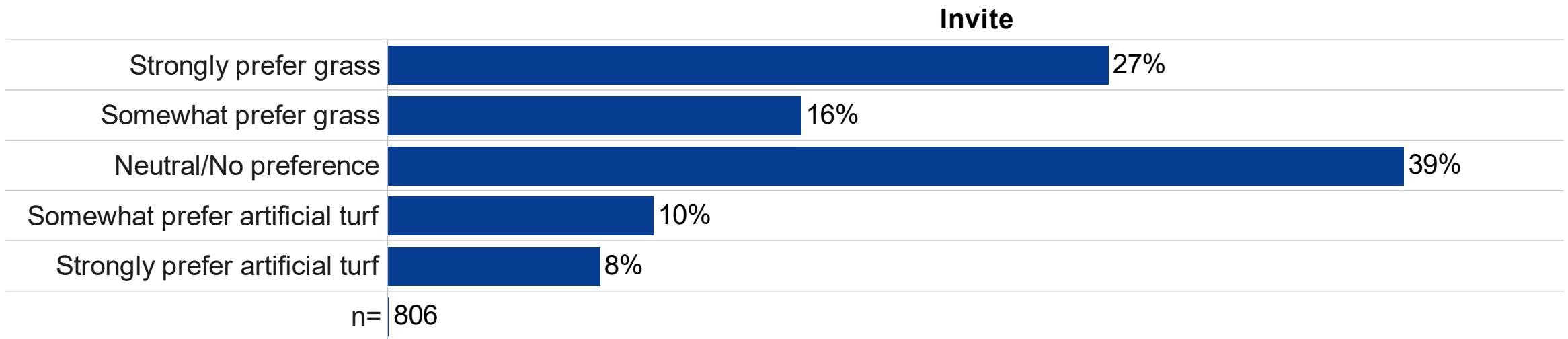
Source: RRC

# TURF VS. GRASS

---

While 39% of respondents have no preference between turf and grass ballfields, overall, there is a preference for grass. A total of 43% of the sample responded that they somewhat or strongly prefer grass compared to the 18% that prefer turf.

The future park at Richardson Farm would include multiple ballfields, do you have a preference for artificial/synthetic turf or grass as a playing surface?



Source: RRC

# **TURF VS. GRASS**

## OPEN-ENDED COMMENTS

After selecting their preference between turf and grass fields, respondents were asked to provide more details pertaining to their response. A total of 589 comments were collected and a word cloud of the top 150 words as well as common themes are highlighted below.

## Injury Concerns:

- Artificial turf is associated with higher injury risks, including joint injuries, burns, and other health problems.
- Grass is perceived as safer for players, causing fewer injuries and being softer on the body.

## Water Conservation:

- Grass requires significant water, which is a concern in drought-prone areas.
- Artificial turf conserves water, making it an appealing option for sustainable water use.

### Maintenance and Cost:

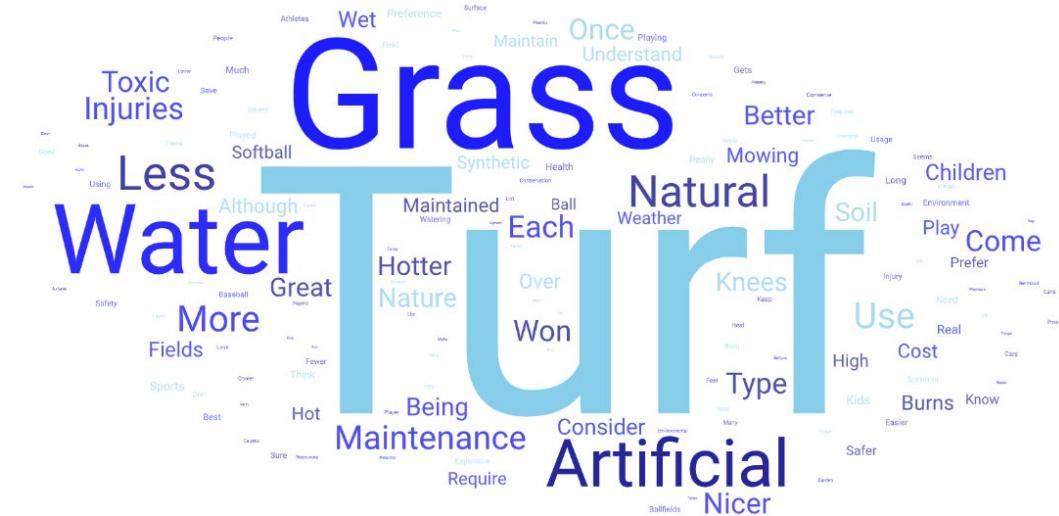
- Artificial turf has lower maintenance costs as it doesn't need mowing, watering, or fertilizing.
- Grass requires ongoing maintenance, including watering, mowing, and fertilization, which can be costly and labor-intensive.

## Environmental and Health Impacts:

- Concerns about artificial turf contributing to microplastic pollution and containing harmful chemicals (PFAS).
- Grass is seen as more environmentally friendly and natural, supporting ecosystems and not contributing to pollution.

## Heat and Usability:

- Artificial turf gets very hot in the summer, making it uncomfortable and sometimes unsafe to play on.
- Grass has cooler surface temperatures and is generally more comfortable for outdoor activities.

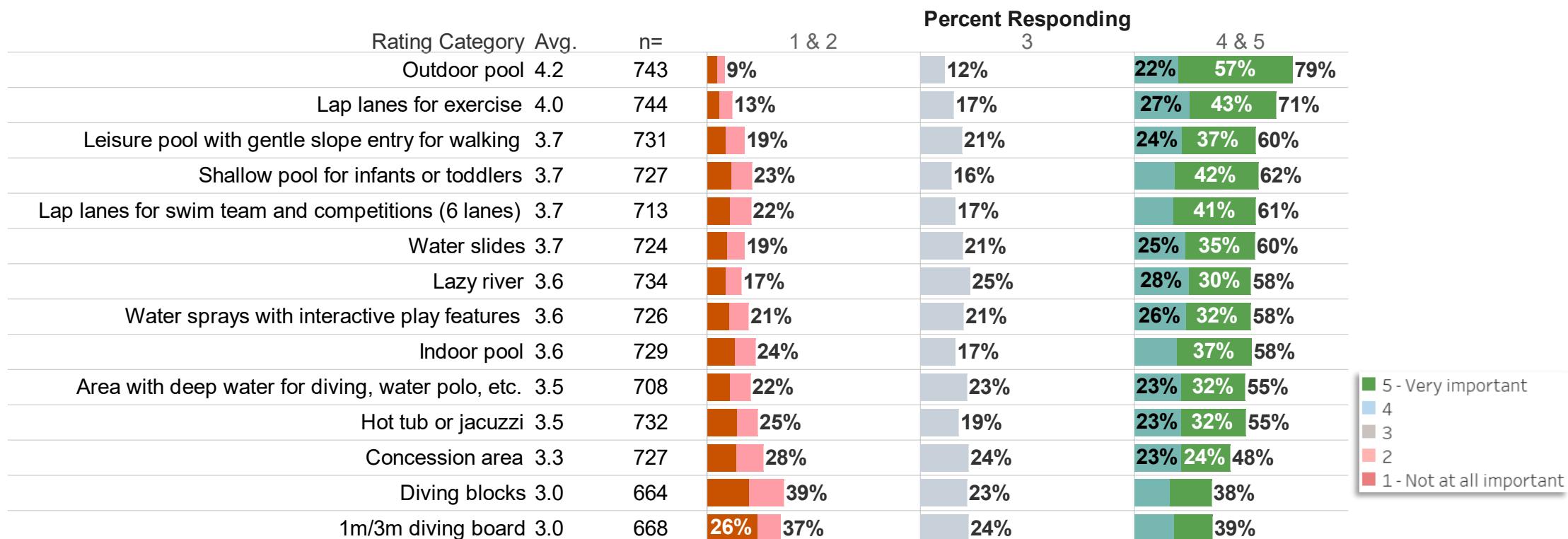


# **FUTURE AMENITIES – IMPORTANCE**

An outdoor pool was the top-rated future aquatics amenity with over half (57%) rating the importance as a 5 out of 5. Overall, there is a strong sense of importance for future aquatics amenities with all categories scoring at least an average of 3.5 except for a concession area, diving blocks, and a 1m/3m diving board.

Please tell us how important each of the amenities below would be to include in future Berthoud Parks, Open Space, Recreation, and Trails Planning over the next 5-10 years.

## Future Aquatic Amenities

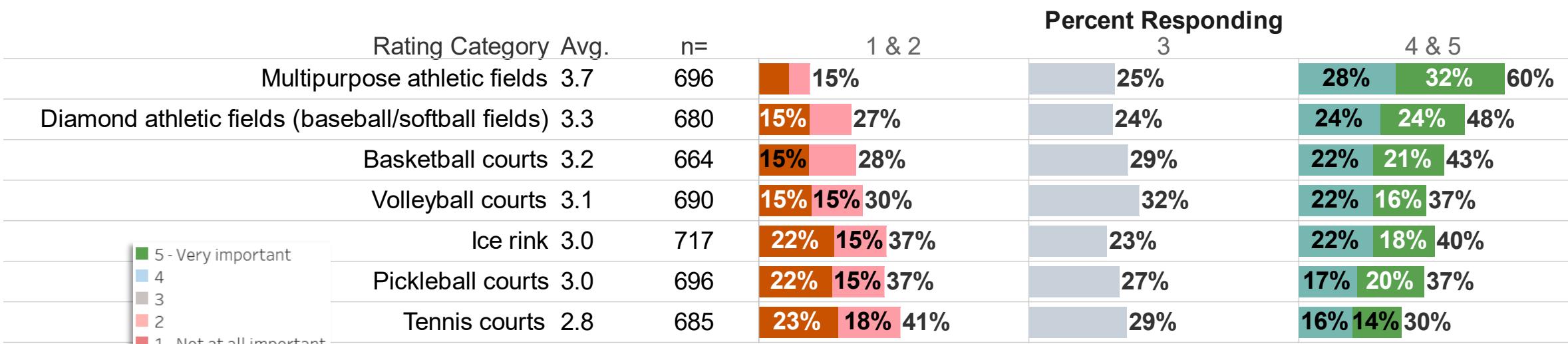


# FUTURE AMENITIES – IMPORTANCE

In terms of future sports fields and courts, multipurpose athletic courts are the most important with an average of 3.7 out of 5 with 5 being “very important.” Volleyball courts, an ice rink and pickleball courts are split between those who feel they are very important and those that feel they are not at all important. Tennis courts ranked last as a priority for future sports fields/courts.

Please tell us how important each of the amenities below would be to include in future Berthoud Parks, Open Space, Recreation, and Trails Planning over the next 5-10 years.

Future Sports Fields/Courts



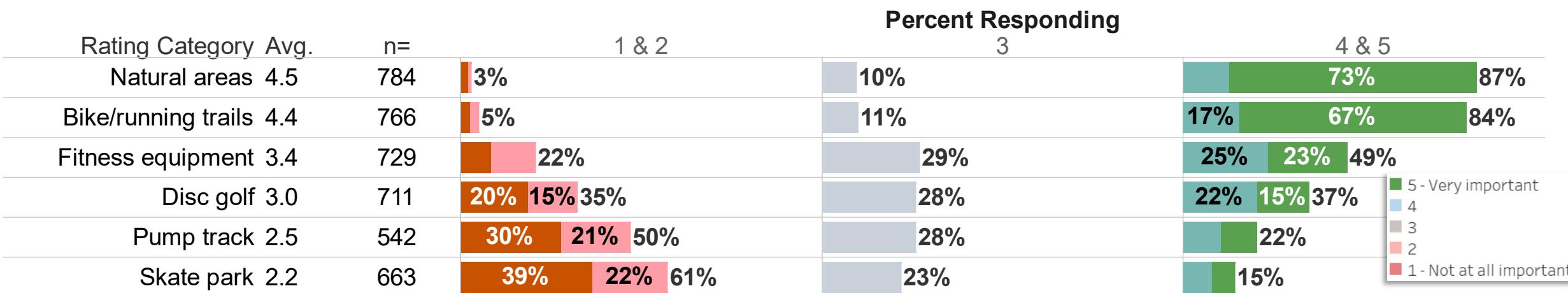
Source: RRC

# FUTURE AMENITIES – IMPORTANCE

Natural areas and biking/running trails rated the highest out of all future amenities in importance. Nearly three-quarters (73%) rated natural areas a 5 out of 5 in importance. There is little emphasis on the importance of a future pump track or skate park.

Please tell us how important each of the amenities below would be to include in future Berthoud Parks, Open Space, Recreation, and Trails Planning over the next 5-10 years.

Future Recreation Facilities



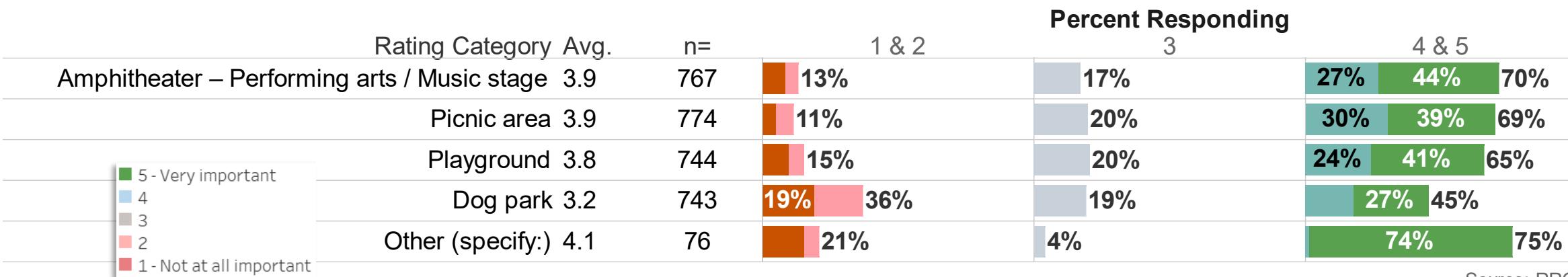
Source: RRC

# FUTURE AMENITIES – IMPORTANCE

Out of the other future amenities, an amphitheater and additional picnic areas are of higher importance followed by an additional playground. Some of the amenities mentioned in the “other” category include adaptive playgrounds, connection of trails and bike paths, fishing opportunities and pickleball/racquetball courts.

Please tell us how important each of the amenities below would be to include in future Berthoud Parks, Open Space, Recreation, and Trails Planning over the next 5-10 years.

## Future Amenities

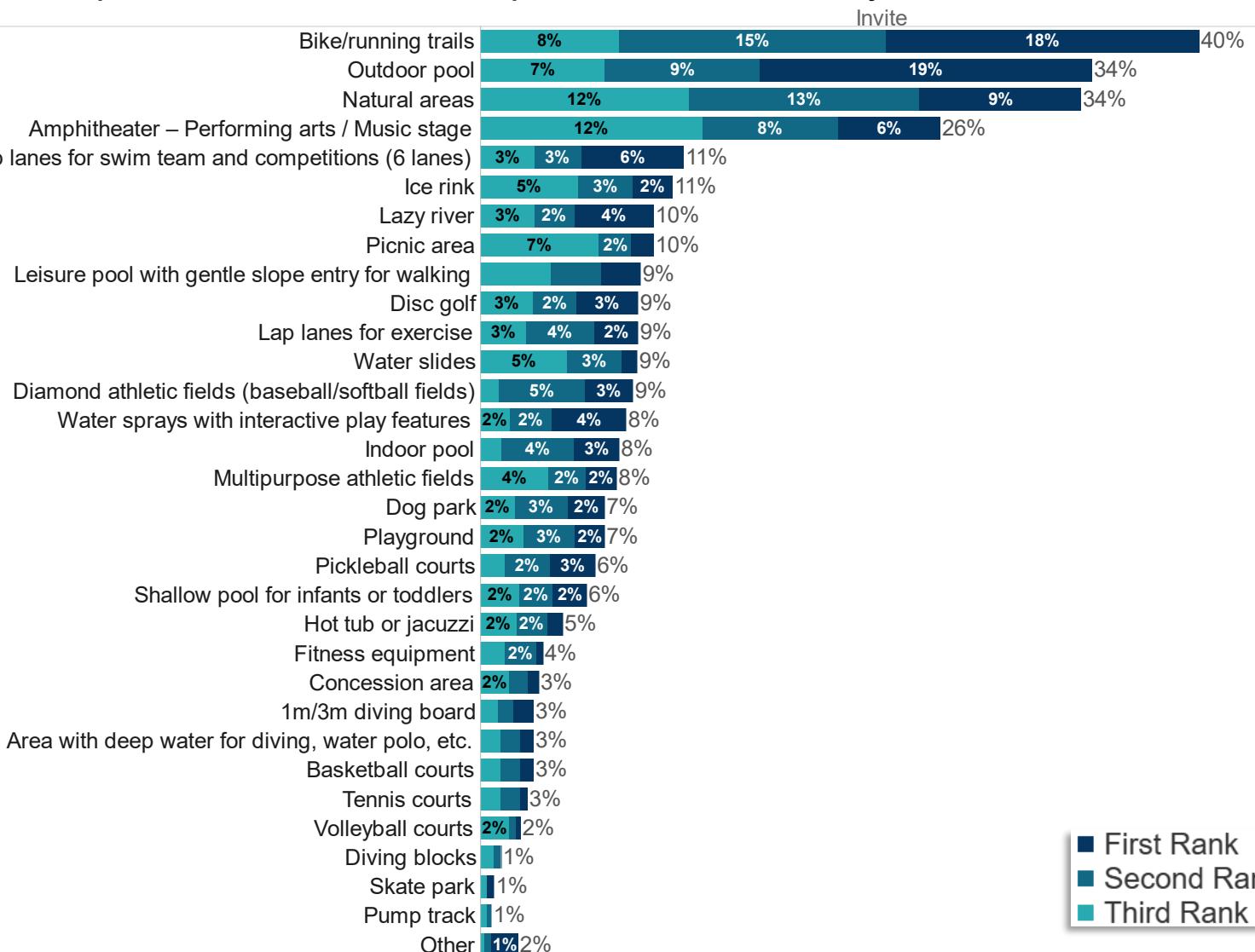


Source: RRC

# TOP 3 MOST IMPORTANT FUTURE AMENITIES

- Compared to the other amenities, there is high importance placed on bike/running trails, an outdoor pool, natural areas, and an amphitheater.
  - 18% of the sample rated bike/running trails and 19% rated an outdoor pool as the most important on the list of future amenities.

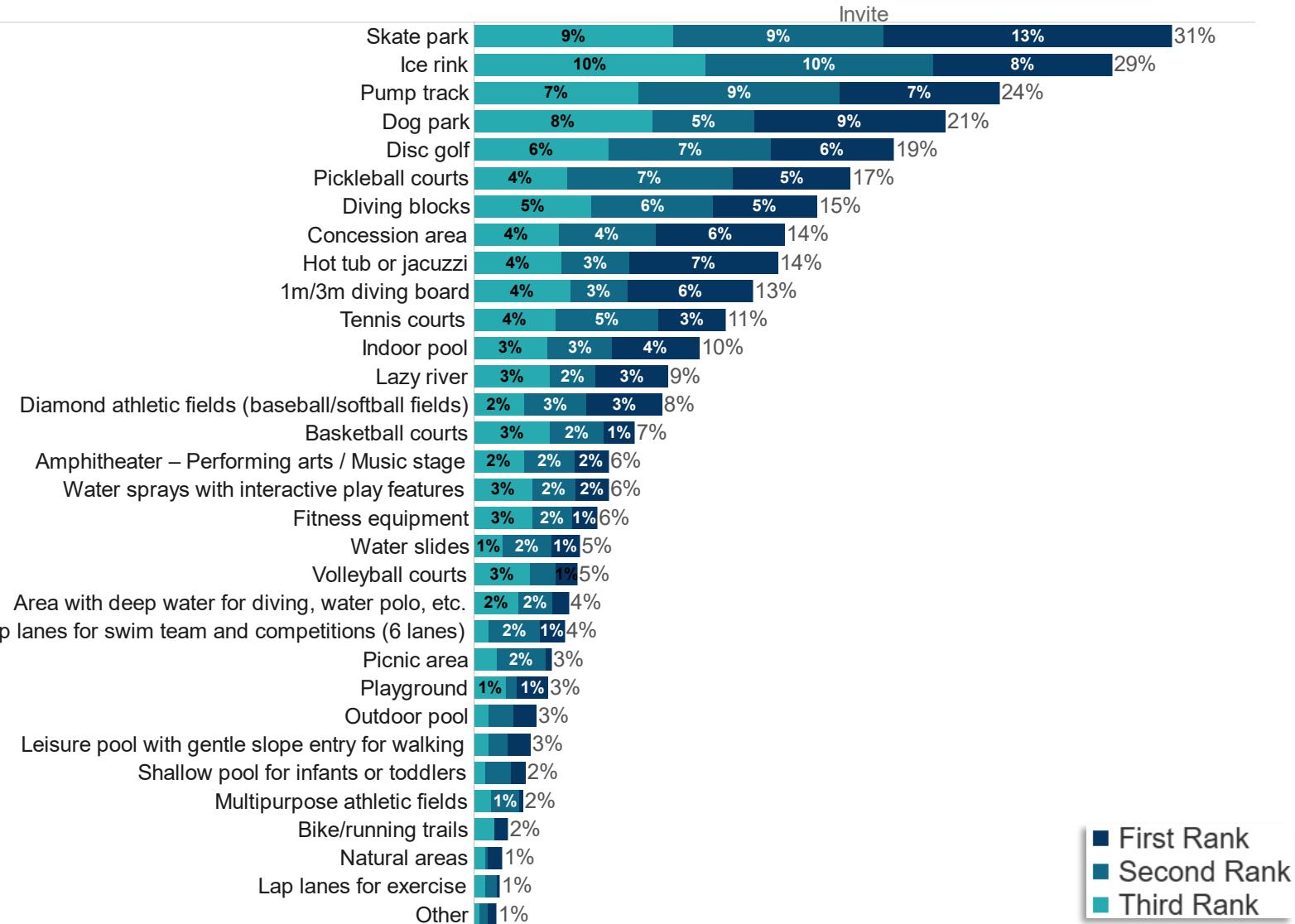
Which three spaces/amenities would be **MOST** important to add to the community as a whole?



# TOP 3 LEAST IMPORTANT FUTURE AMENITIES

- Respondents were then asked to rank their top three least important future amenities.
- A skate park, ice rink and pump track stood out as the top three least important future amenities, however, there are smaller percentage differences between the listed amenities overall.

Which three spaces/amenities would be LEAST important to add to the community as a whole?



\*Darker colors indicate a higher ranking  
Source: RRC

## OTHER POTENTIAL NEW AMENITIES

## OPEN-ENDED COMMENTS

Respondents were asked for suggestions for other new amenities the Town should consider for the future. A total of 271 comments were suggested and a word cloud of the 150 most commonly used words as well as common themes are highlighted below.

## 1. Accessibility and Connectivity:

Need for better bike lanes, trails, and safe pedestrian crossings to connect different areas and neighboring towns.

## 2. Recreation and Leisure:

Desire for more recreational facilities like pools, splash pads, amphitheaters, and various sports areas.

### 3. Community and Family Engagement:

Focus on creating inclusive, family-friendly spaces that cater to all age groups, including seniors and children.

#### 4. Natural and Open Spaces:

Emphasis on preserving natural areas, creating gardens, and maintaining open spaces with shade trees and water features

## 5. Adaptive and Inclusive Facilities:

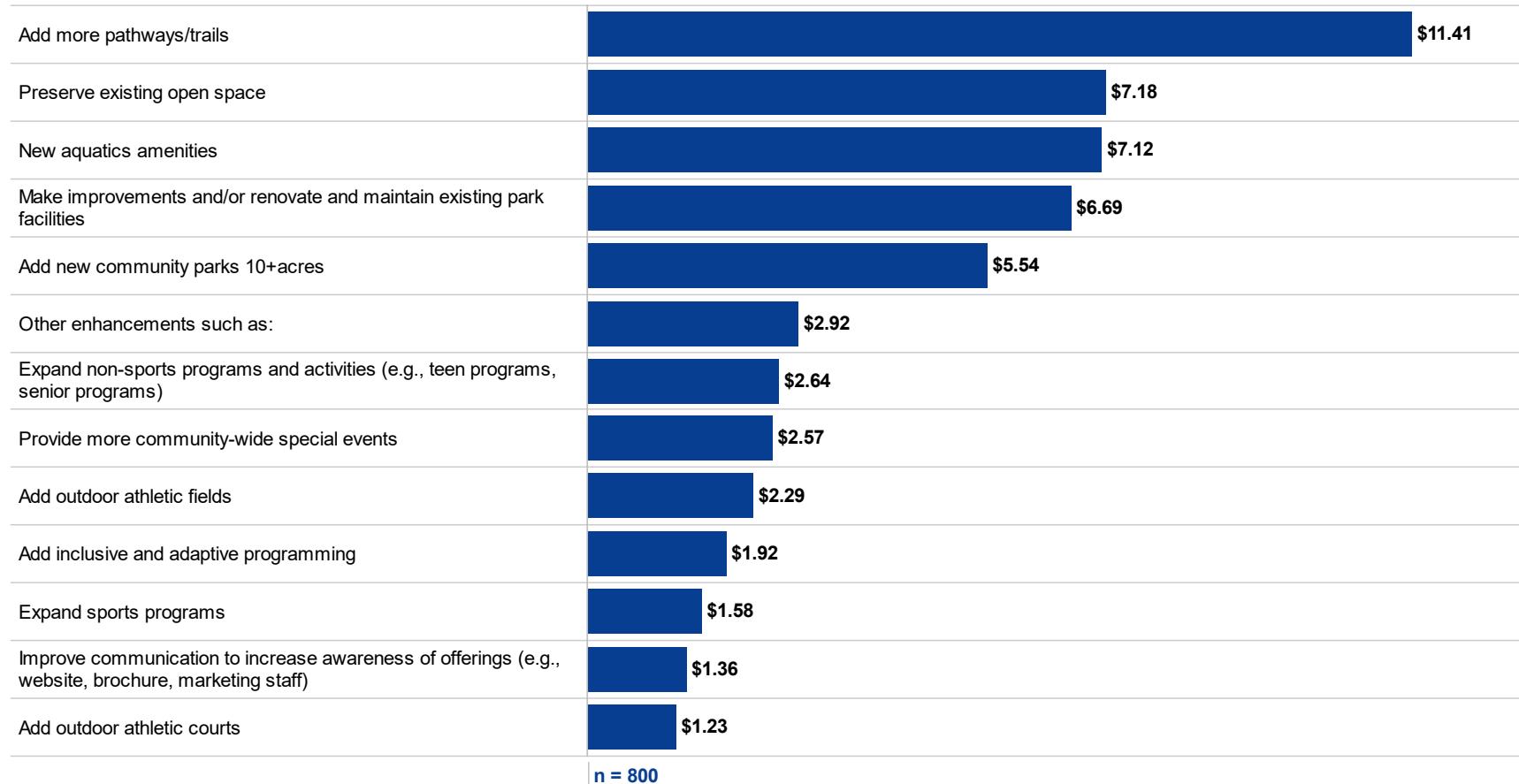
Importance of providing adaptive programs and equipment for individuals with disabilities to ensure accessibility for everyone.



# BUDGET ALLOCATION

- Respondents were asked how they would allocate a hypothetical \$100 across different parks and recreation facilities, services and/or programs.
- The majority of that budget went to adding more pathways/trails (\$11.41) followed by preserving existing open space (\$7.18), and new aquatics amenities (\$7.12)
- Respondents on average allocated less money toward improving communication and adding outdoor athletic courts.

With \$5 increments being the smallest amount you might use, if you had \$100 to spend on parks and recreation facilities, services and/or programs, how would you allocate that \$100 across the following categories?



Source: RRC

A close-up photograph of a person's hands typing on a laptop keyboard. The hands are positioned on the left and right sides of the keyboard, with fingers pressing the keys. The laptop is silver and has a trackpad to the right of the keyboard. In the background, there is a bright, out-of-focus light source, possibly a window, creating a lens flare effect. The overall image has a warm, professional feel.

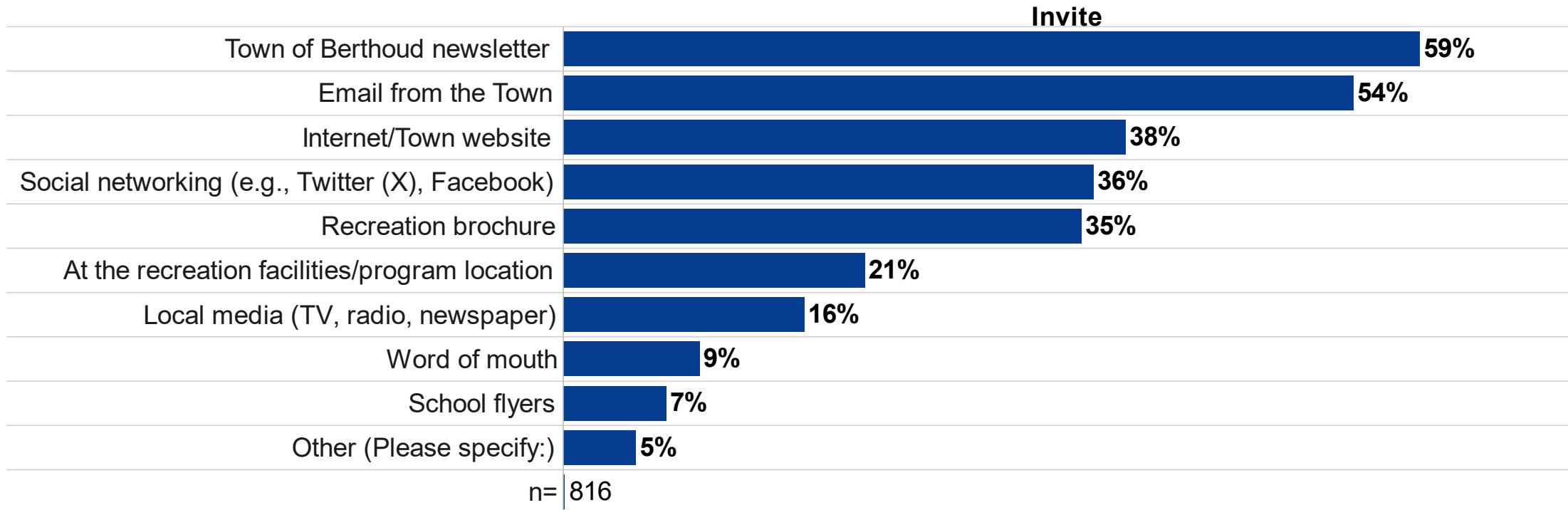
# COMMUNICATION

# PREFERRED COMMUNICATION

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The Town of Berthoud newsletter and email communication from the town are the best ways to reach over half of the respondents. The internet/Town website, social networking, and the recreation brochure are also effective forms of communication for at least a third of the sample.

What is the best way to reach you with information on parks and recreation facilities, services, and programs?

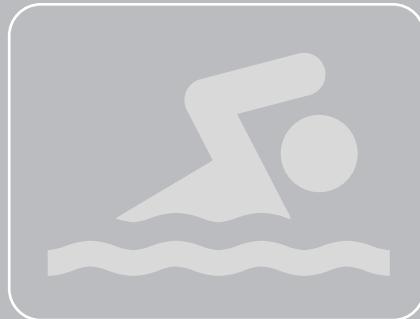


Source: RRC

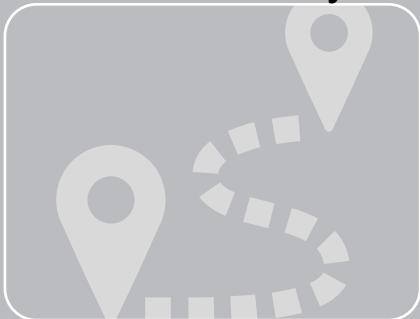
# ADDITIONAL COMMENTS/SUGGESTIONS

Respondents were offered an opportunity at the end of the survey to provide any additional comments and suggestions for the Town of Berthoud. A total of 292 additional comments were received. Common themes are outlined below, and a list of full responses is included in the Appendix.

## Recreation & Leisure



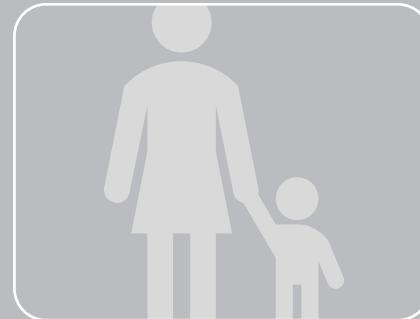
## Accessibility & Connectivity



## Maintenance & Development



## Community & Family Engagement



## Affordability & Inclusion



**Diverse Activities:**  
Emphasis on expanding and improving recreational facilities like pools, splash pads, and sports courts to cater to various interests.

**Safe and Connected Paths:** Strong demand for better infrastructure, including bike lanes and trails, to ensure safe and accessible travel within and around the community.

**Upkeep and Expansion:**  
Importance of maintaining current facilities while thoughtfully expanding to accommodate community growth and preserve the town's charm.

**Inclusive Spaces:**  
Focus on creating family-friendly and community-oriented spaces that support activities for all age groups, including children, teens, and seniors.

**Economic Barriers:**  
Concerns about financial accessibility to recreational facilities and programs, emphasizing the need for affordable options for all residents.



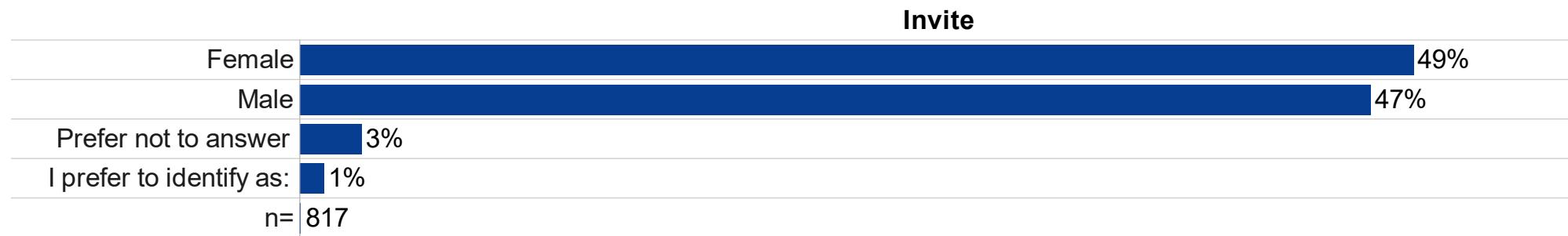
# | DEMOGRAPHICS

# GENDER & AGE

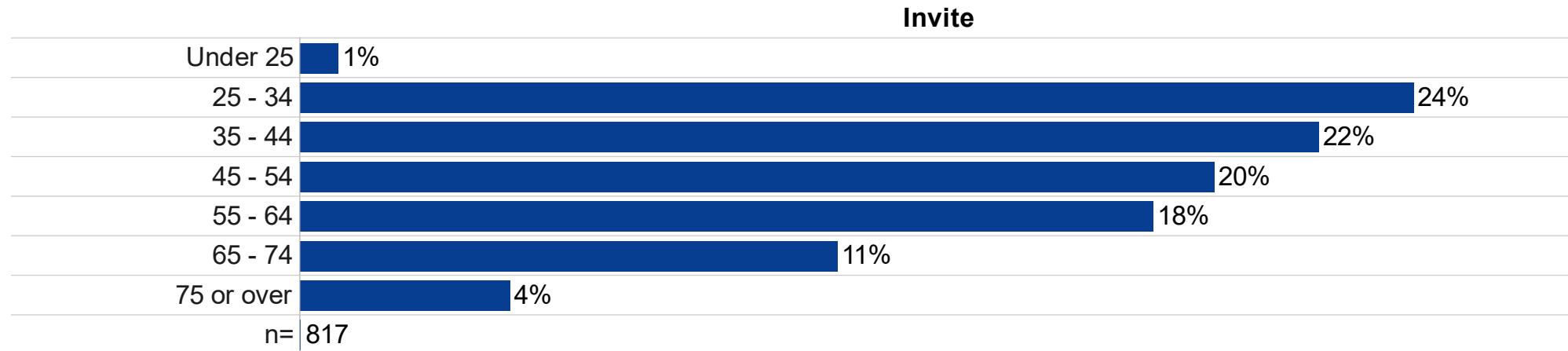
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The statistically valid sample was weighted by gender and age using US Census data to more accurately represent the Town of Berthoud.

Please indicate the gender with which you identify:



What is your age?

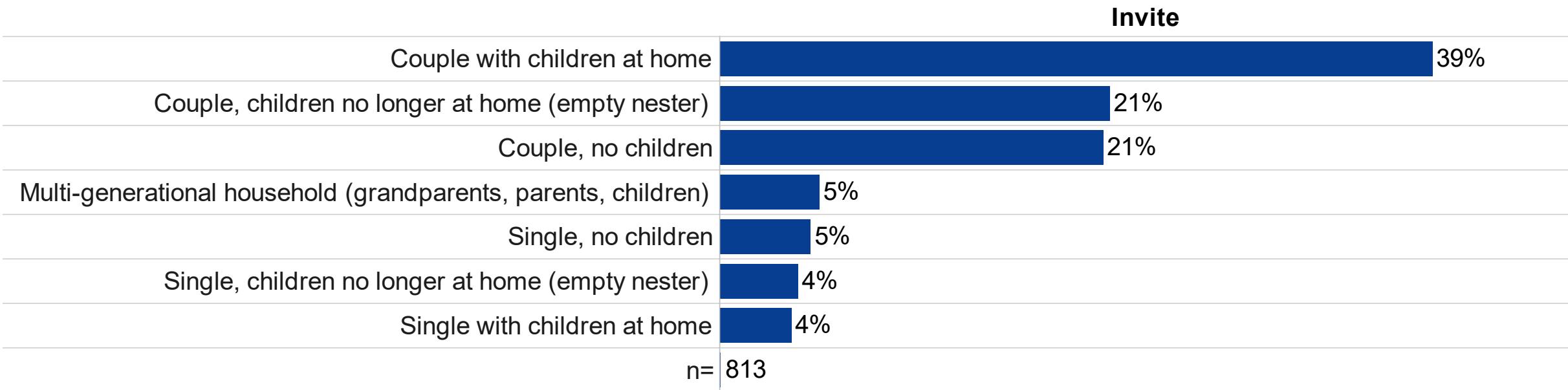


# HOUSEHOLD MAKEUP

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The majority of respondents are couples, primarily couples with children at home (39%).

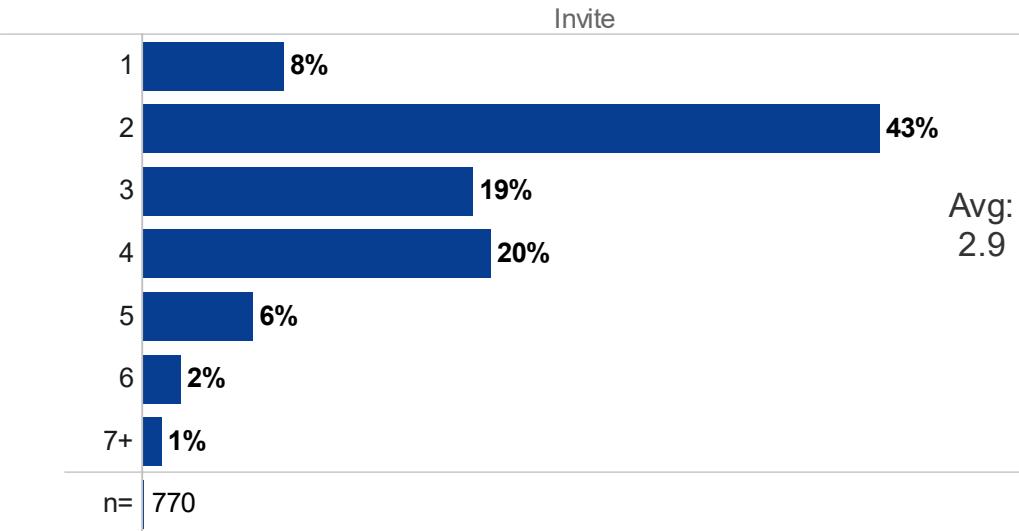
Which of these categories best applies to your household?



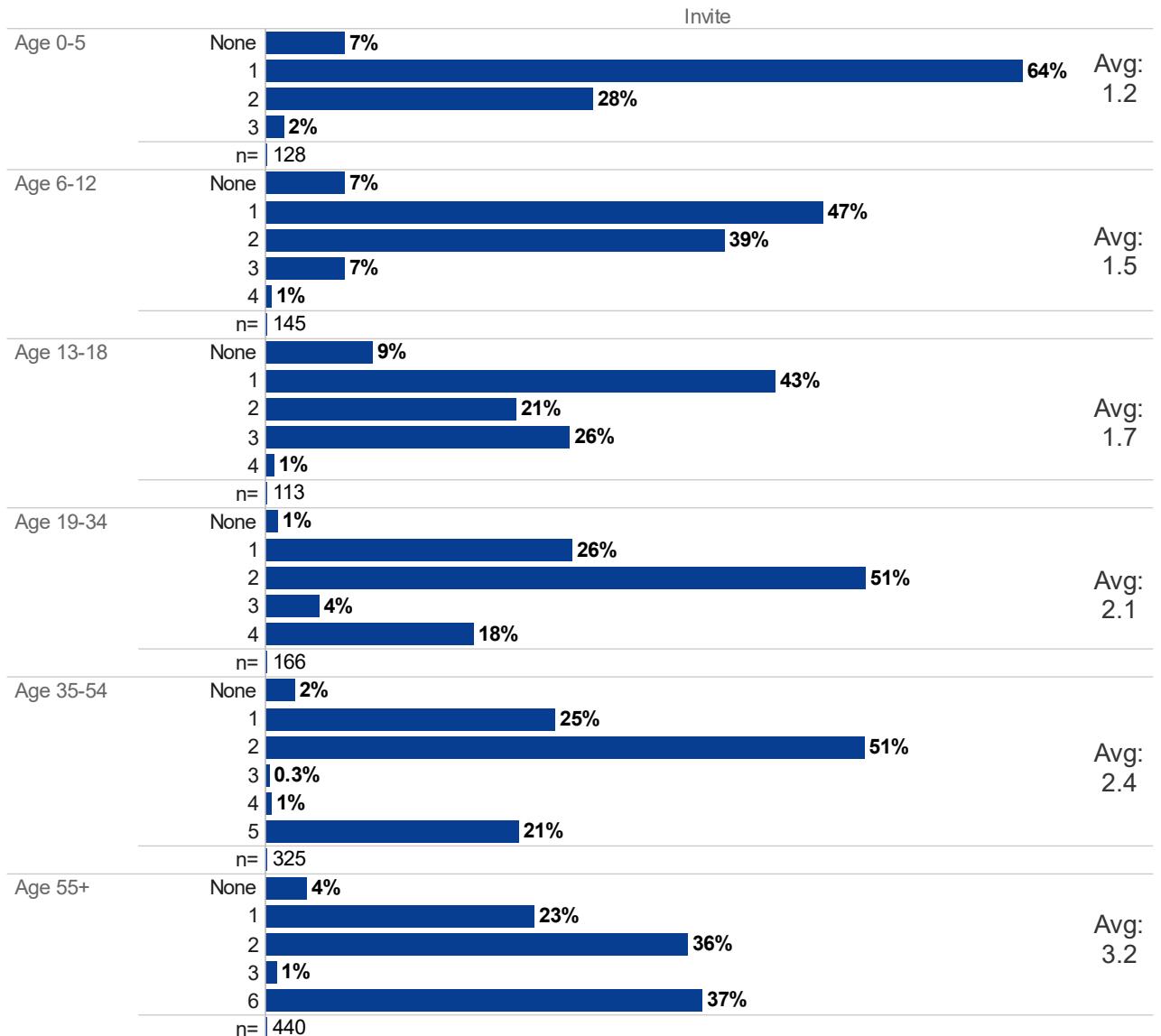
Source: RRC

# HOUSEHOLD MAKEUP

Including yourself, how many people in total reside in your household?



How many of those people are in the following age ranges?



# VOTER REGISTRATION STATUS & RESIDENCE OWNERSHIP

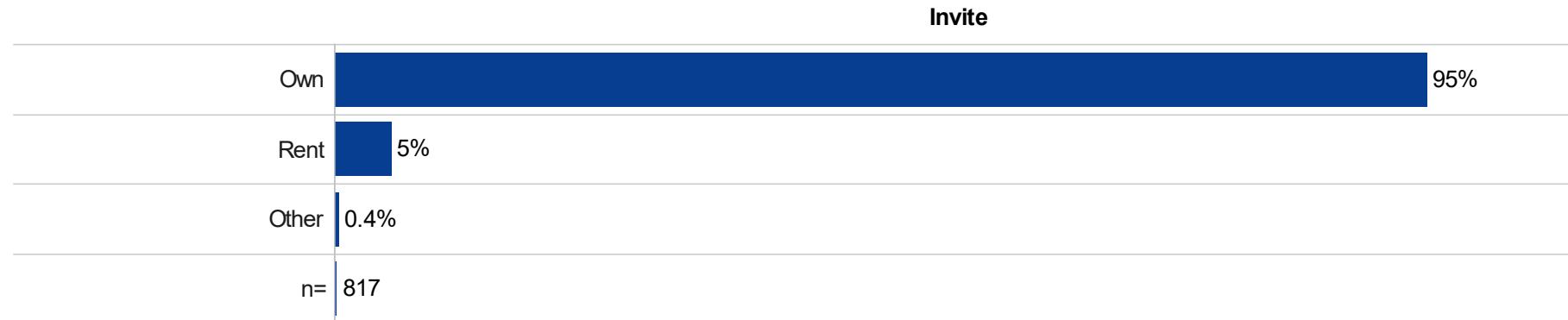
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Only 5% of the sample are not registered voters and currently rent their home in Berthoud.

Are you a registered voter in the Town of Berthoud?



Do you rent or own your residence in the Berthoud area?

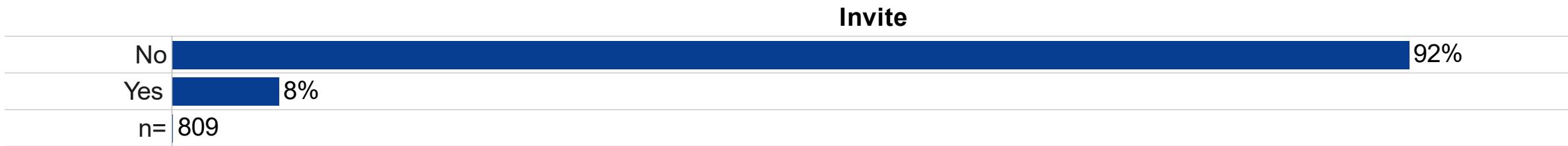


# ADA NEEDS AND DOG OWNERSHIP

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Nearly 1 in 10 respondents (8%) do have a need for ADA-accessible facilities and services.

Does your household have a need for ADA-accessible (Americans with Disabilities) facilities and services?



Soure: RRC

# ETHNICITY & RACE

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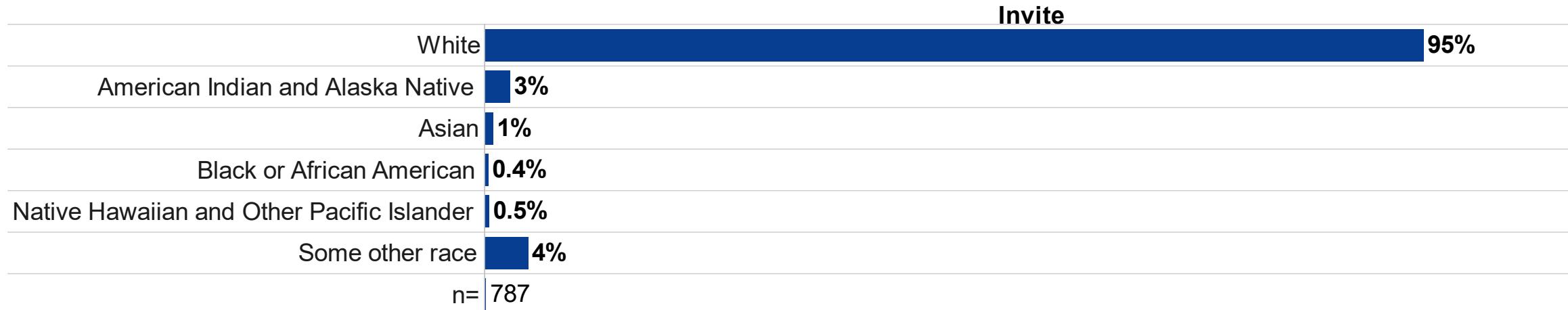
The sample was weighted by ethnicity to more accurately represent the Town of Berthoud.

Are you of Spanish, Hispanic, or Latino origin?



Source: RRC

What race do you consider yourself to be?



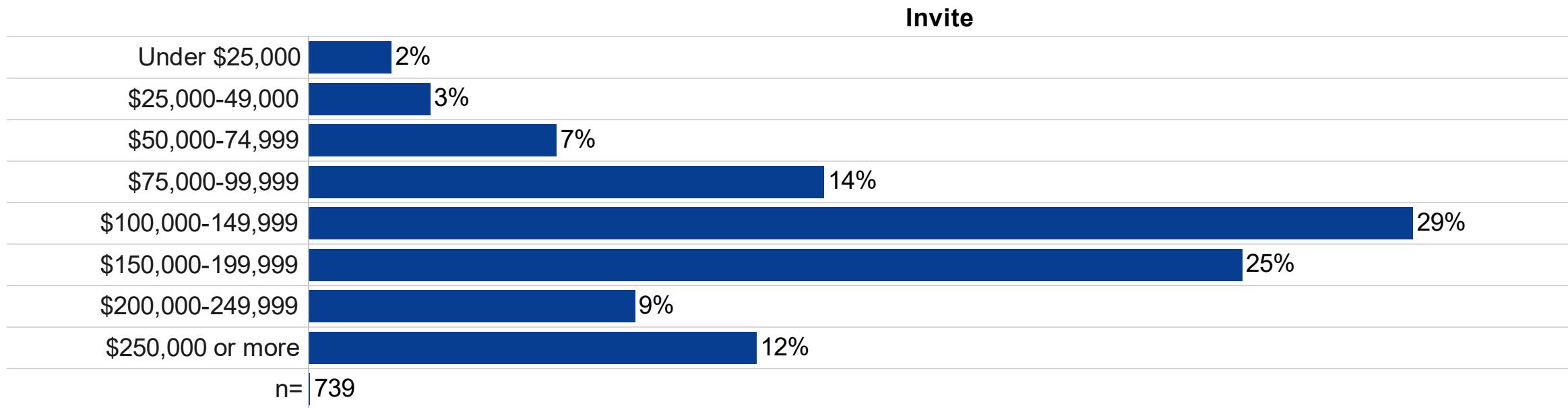
Source: RRC

# INCOME

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Respondents skew slightly more affluent with 75% earning \$100,000 or more a year.

Which of these categories best describes the total gross annual income of your household (before taxes)?



Soure: RRC

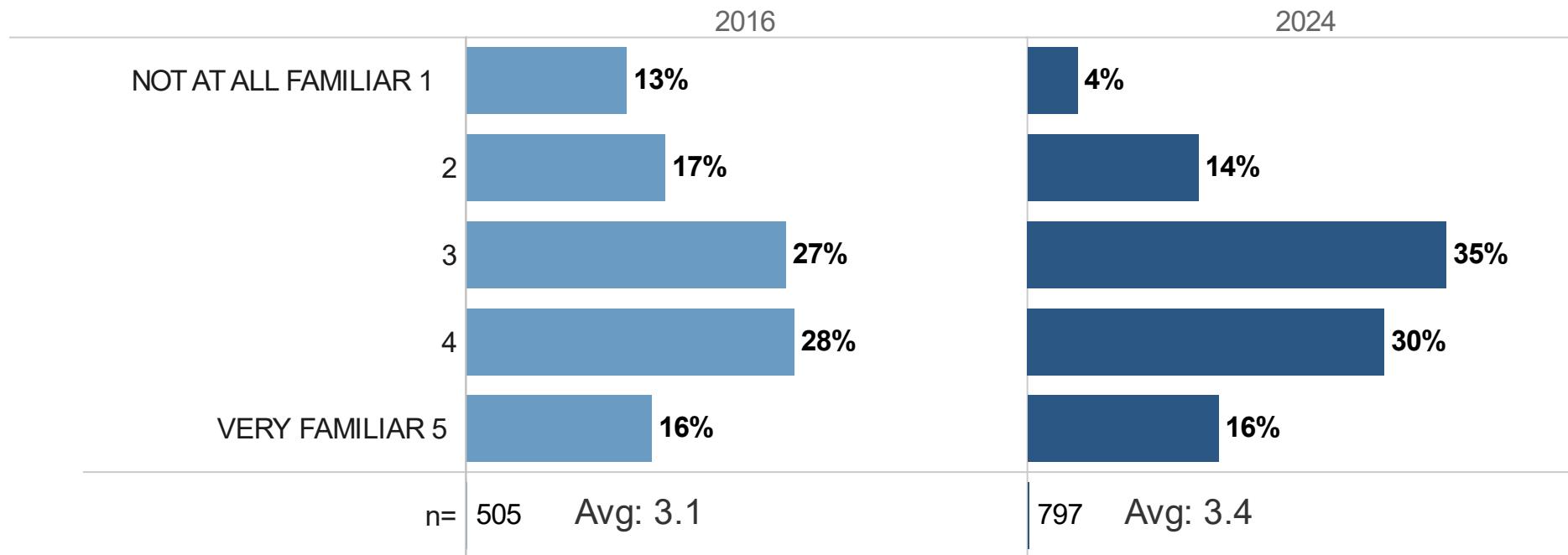
A scenic view of a lake with a wooden boardwalk, tall grass in the foreground, and mountains in the background.

# | 2016 COMPARISONS

# FAMILIARITY

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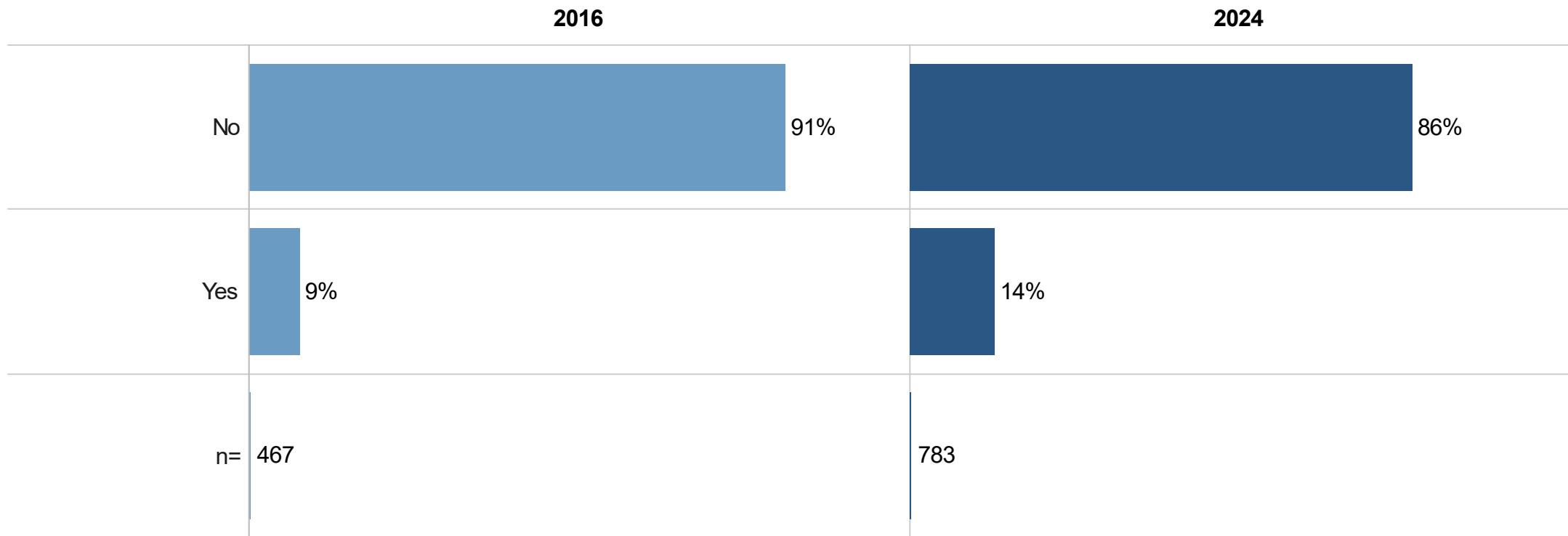
On a scale of 1 to 5, how knowledgeable/familiar are you and your household with parks and recreation facilities, programs, and services the Town provides?



# ETHNICITY

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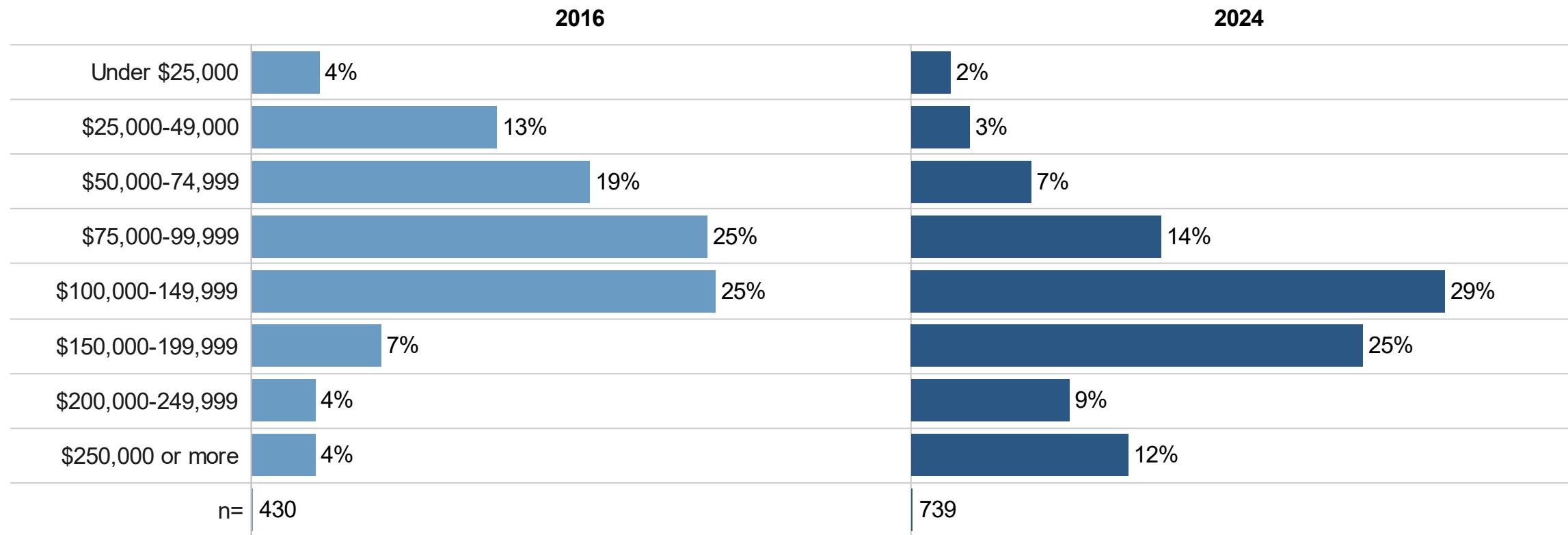
Are you of Spanish, Hispanic, or Latino origin?



# INCOME

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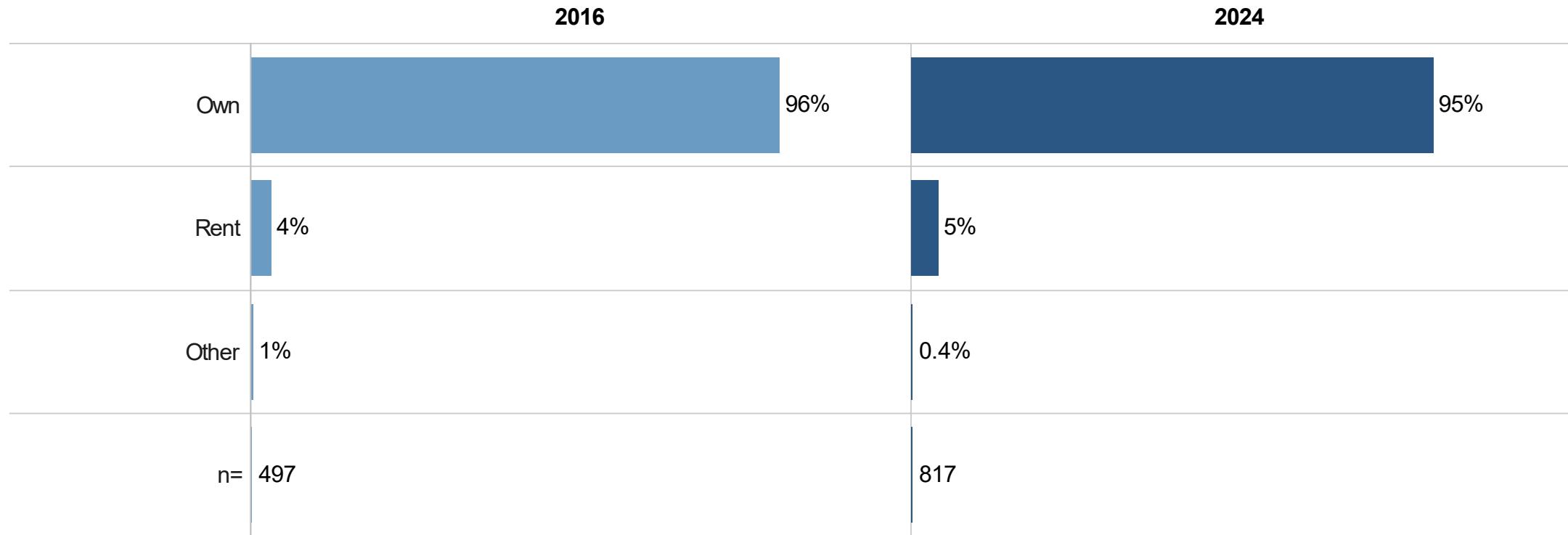
Which of these categories best describes the total gross annual income of your household (before taxes)?



# OWN VS. RENT

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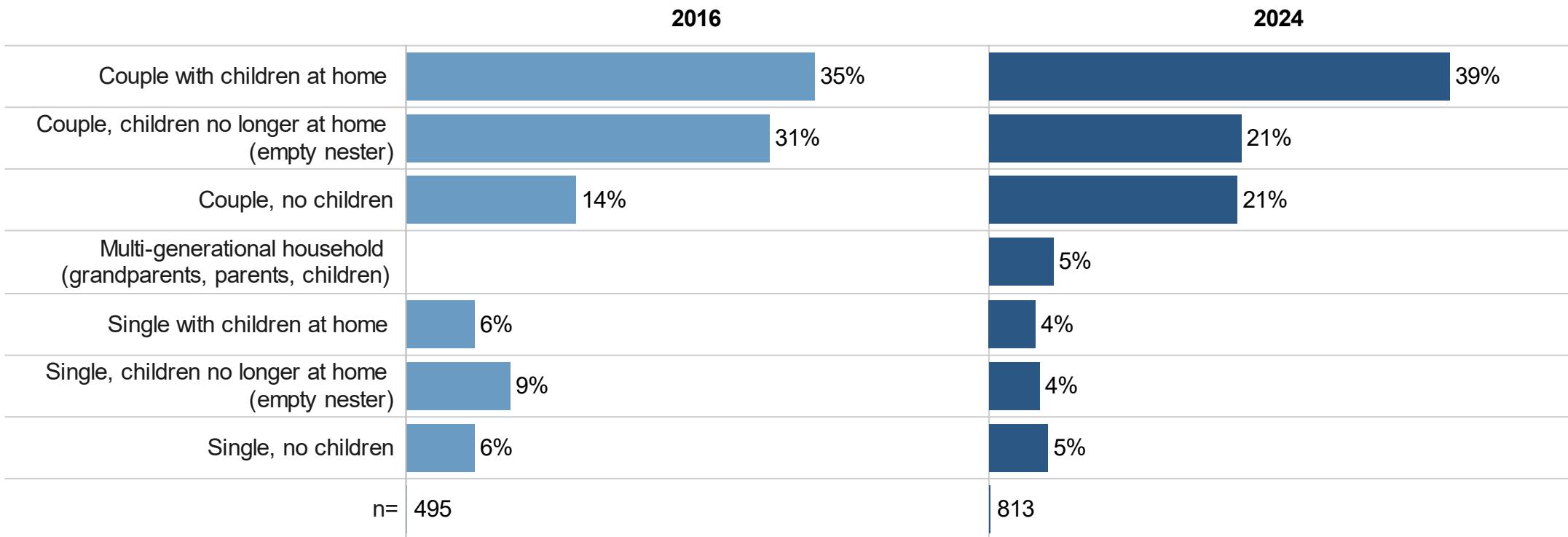
Do you rent or own your residence in the Berthoud area?



# HOUSEHOLD MAKEUP

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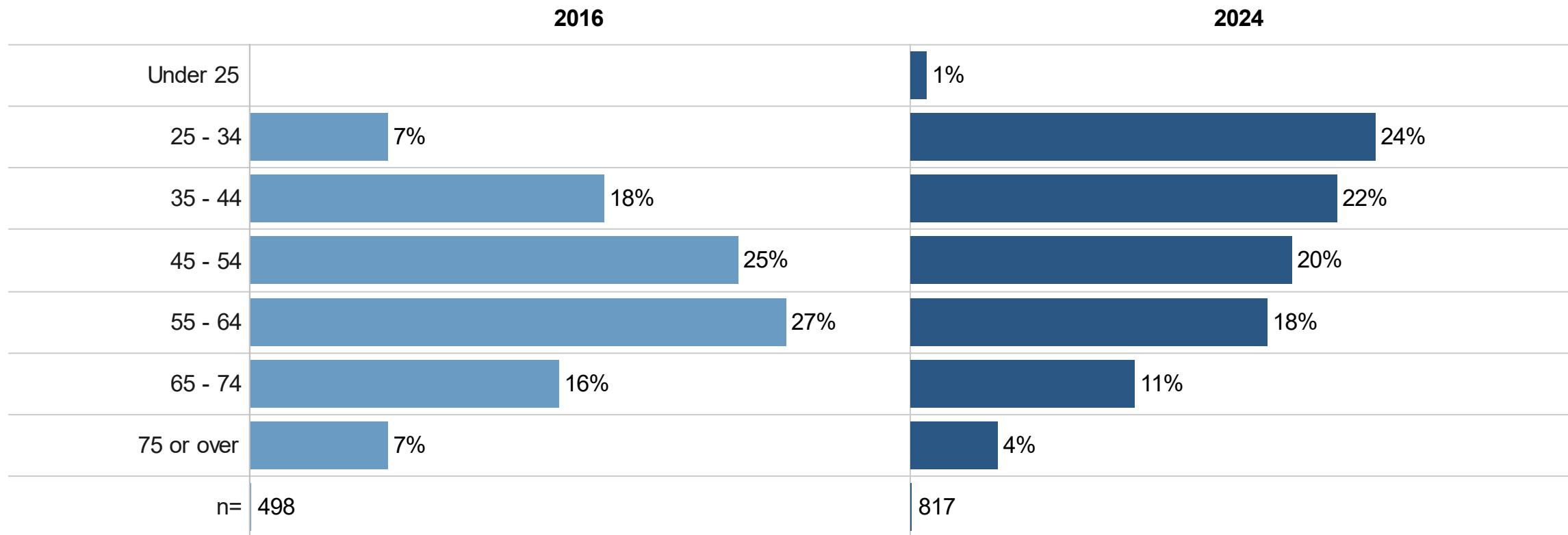
Which of these categories best applies to your household?



# RESPONDENT AGE

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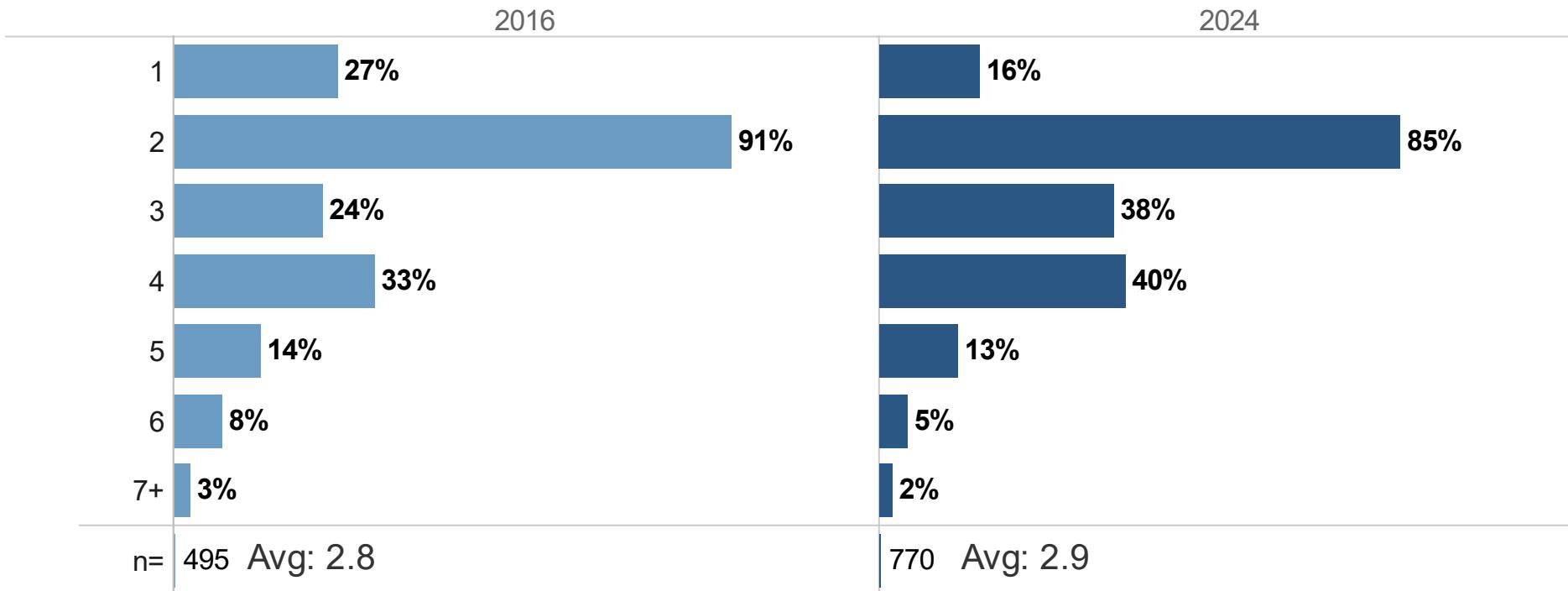
What is your age?



# HOUSEHOLD MAKEUP CONTINUED

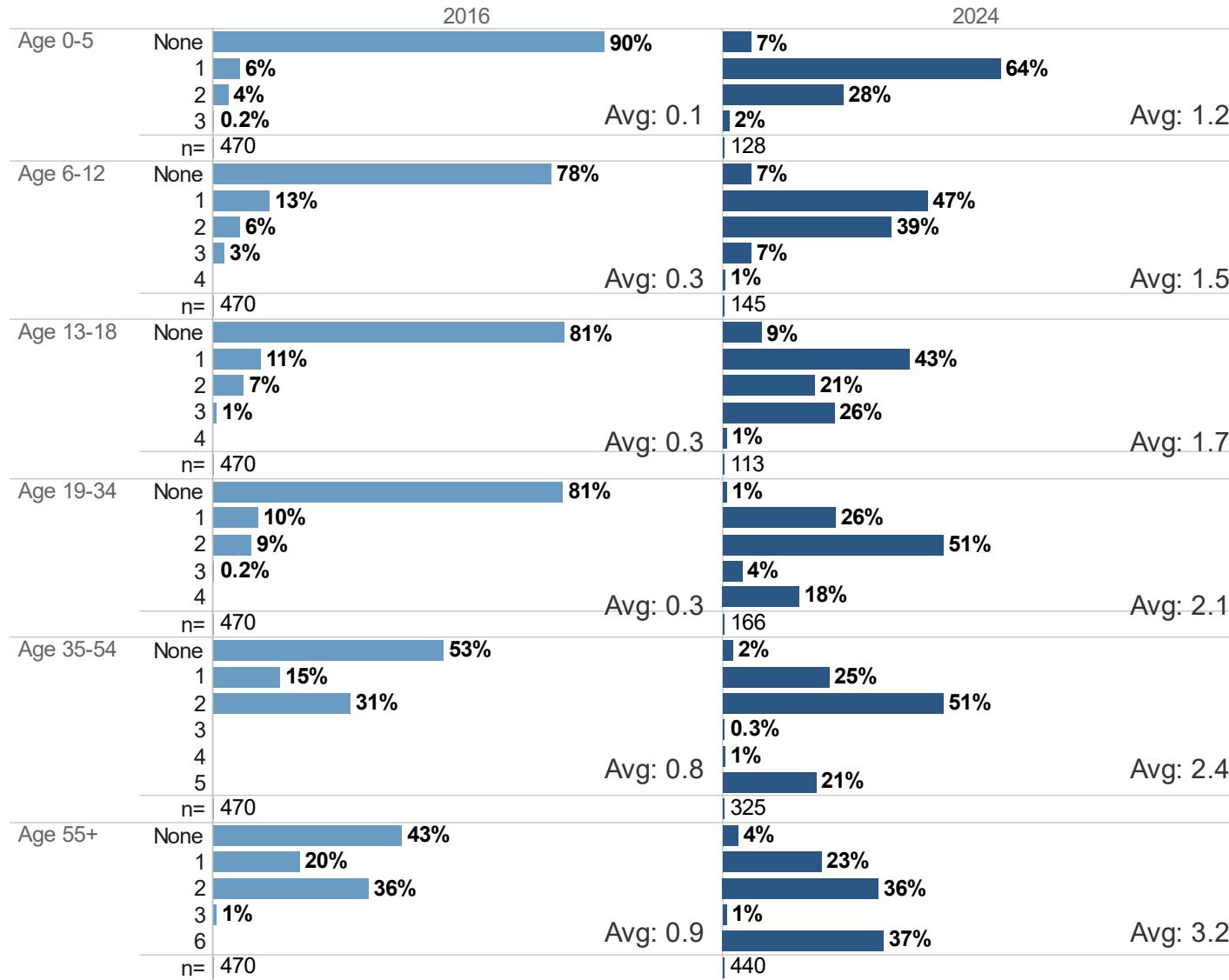
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Including yourself, how many people in total reside in your household?



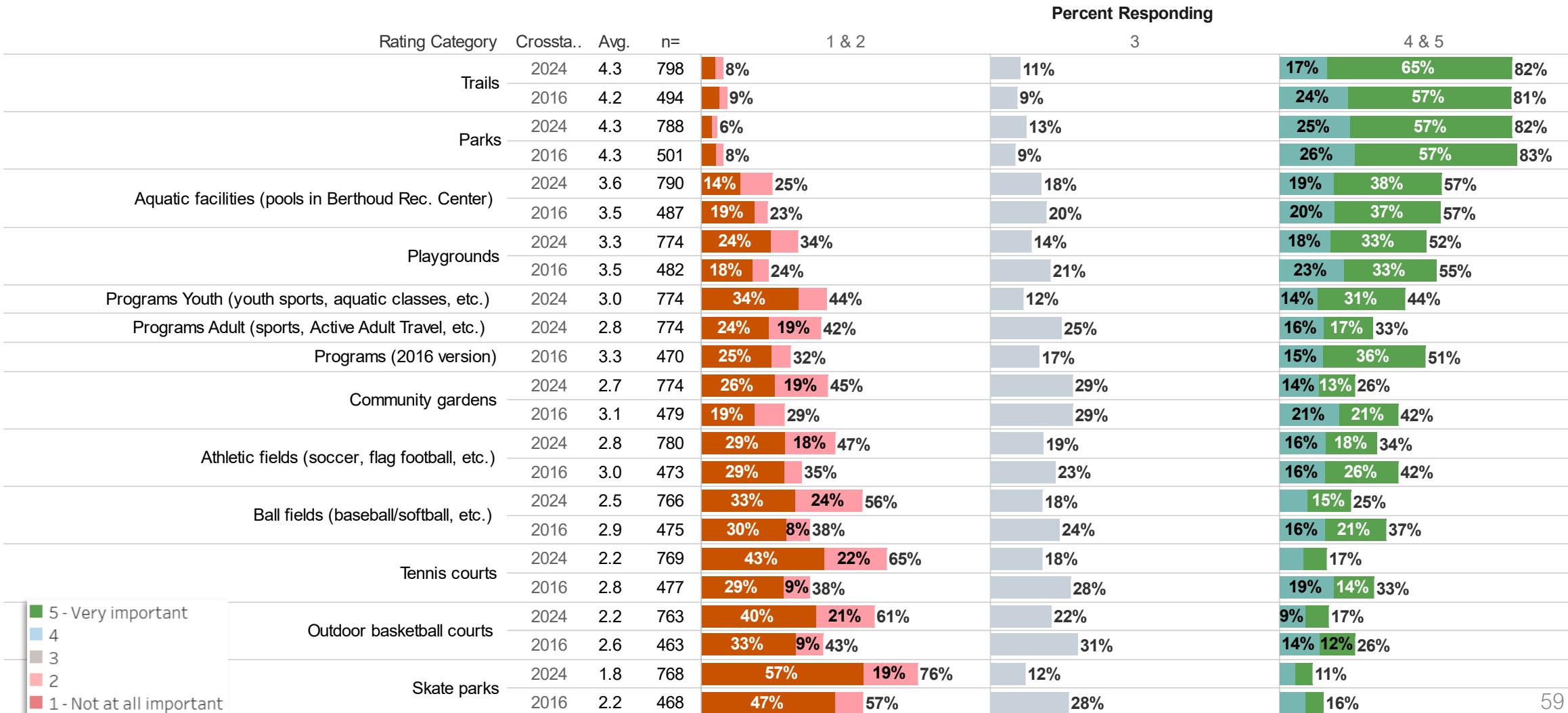
# HOUSEHOLD MAKEUP CONTINUED

**How many of those people are in the following age ranges?**



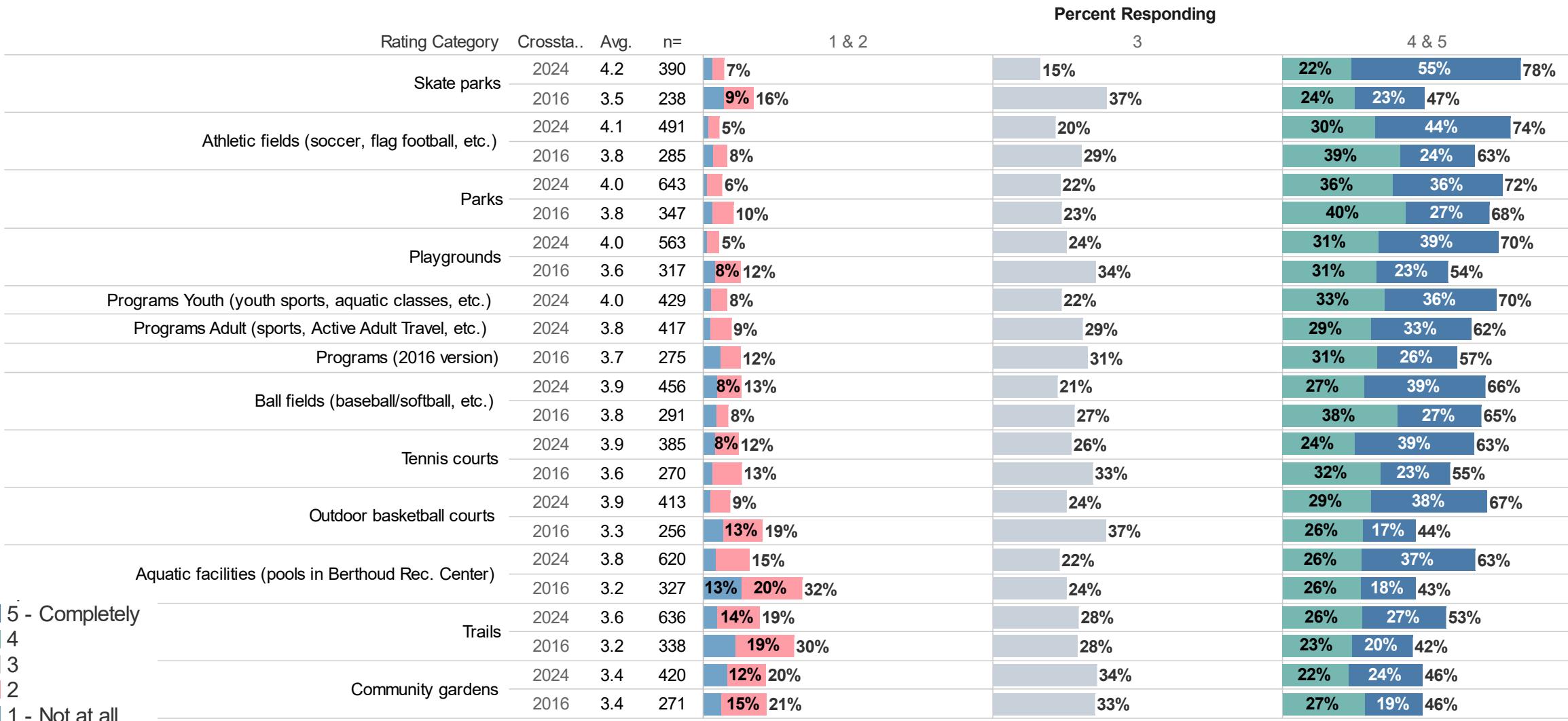
# IMPORTANCE

Please tell us how important each of the amenities below would be to include in future Berthoud Parks, Open Space, Recreation, and Trails Planning over the next 5-10 years.



# NEEDS MET

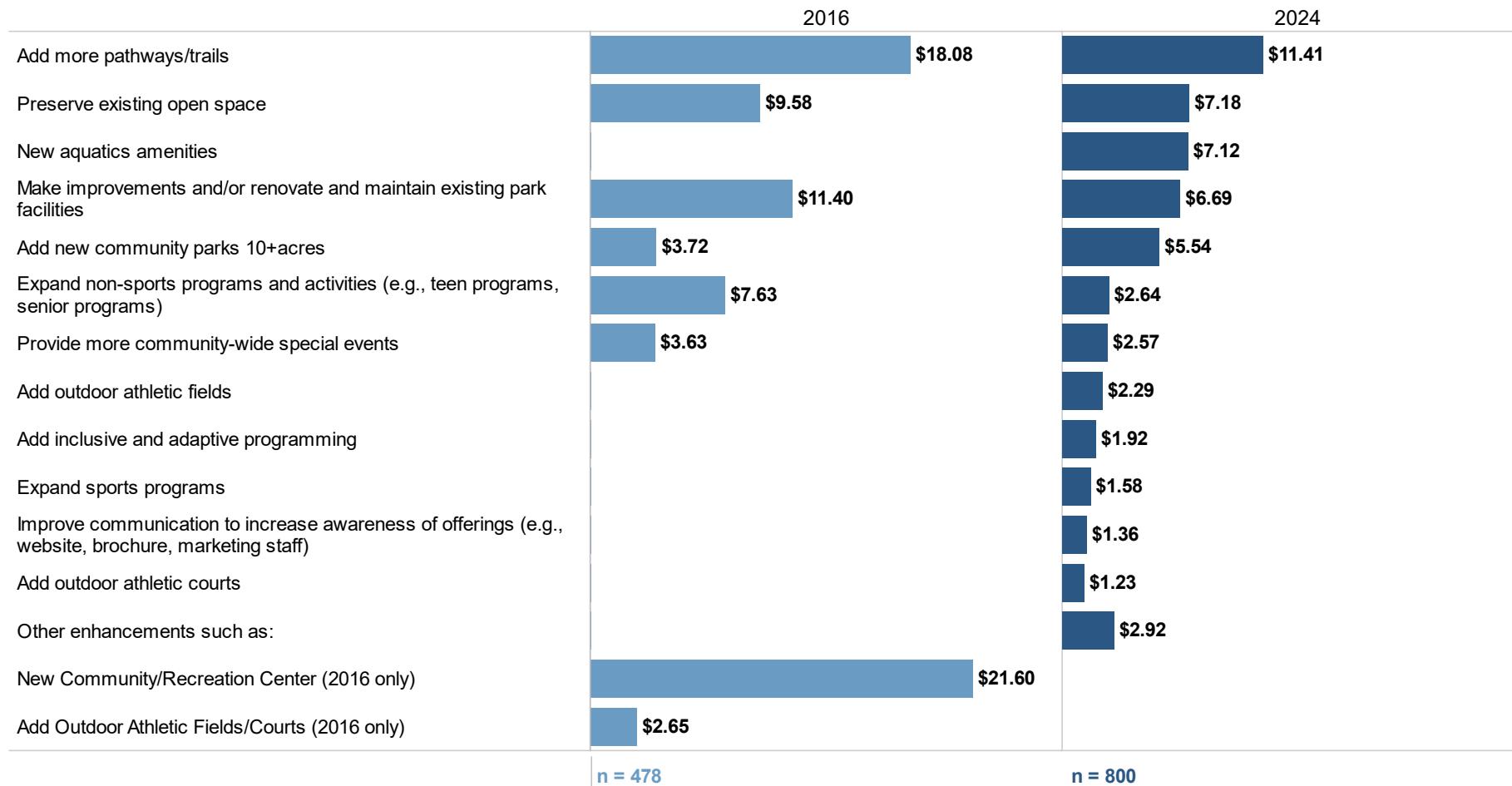
Please tell us how important each of the amenities below would be to include in future Berthoud Parks, Open Space, Recreation, and Trails Planning over the next 5-10 years.



# BUDGET ALLOCATION

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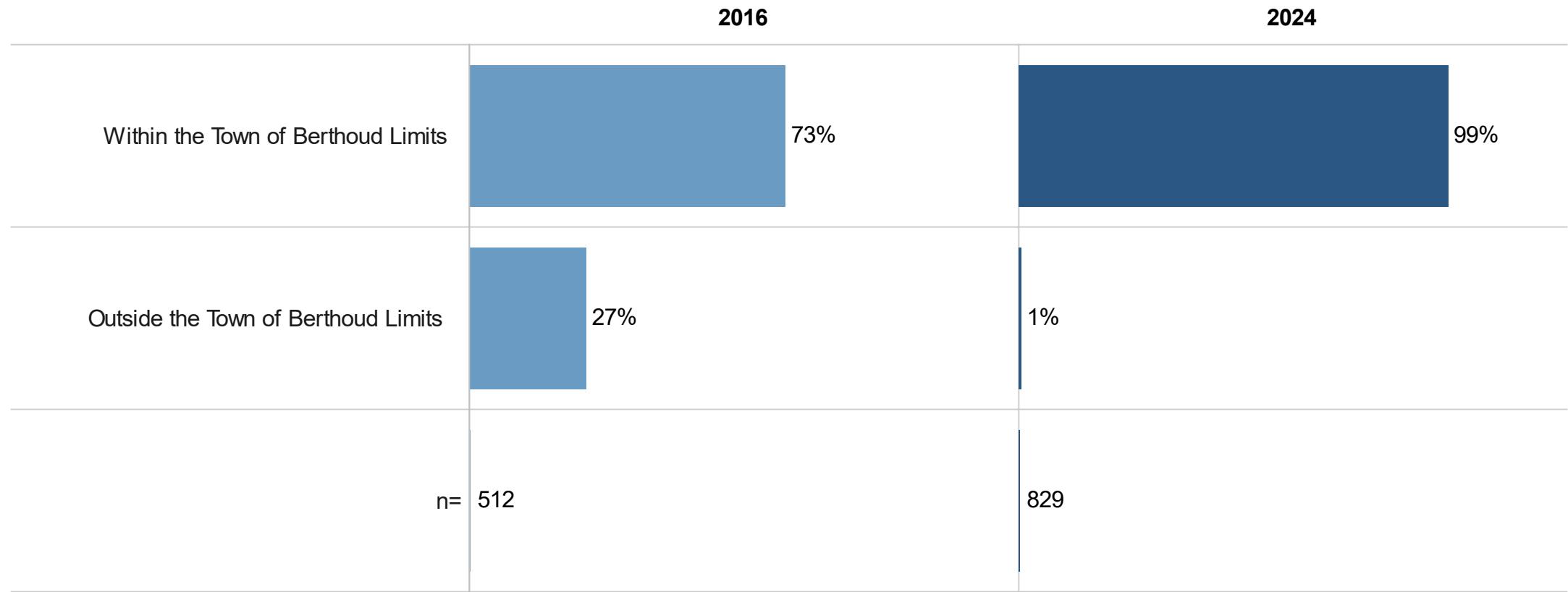
With \$5 increments being the smallest amount you might use, if you had \$100 to spend on parks and recreation facilities, services and/or programs, how would you allocate that \$100 across the following categories?



Source: RRC

# HOUSEHOLD LOCATION

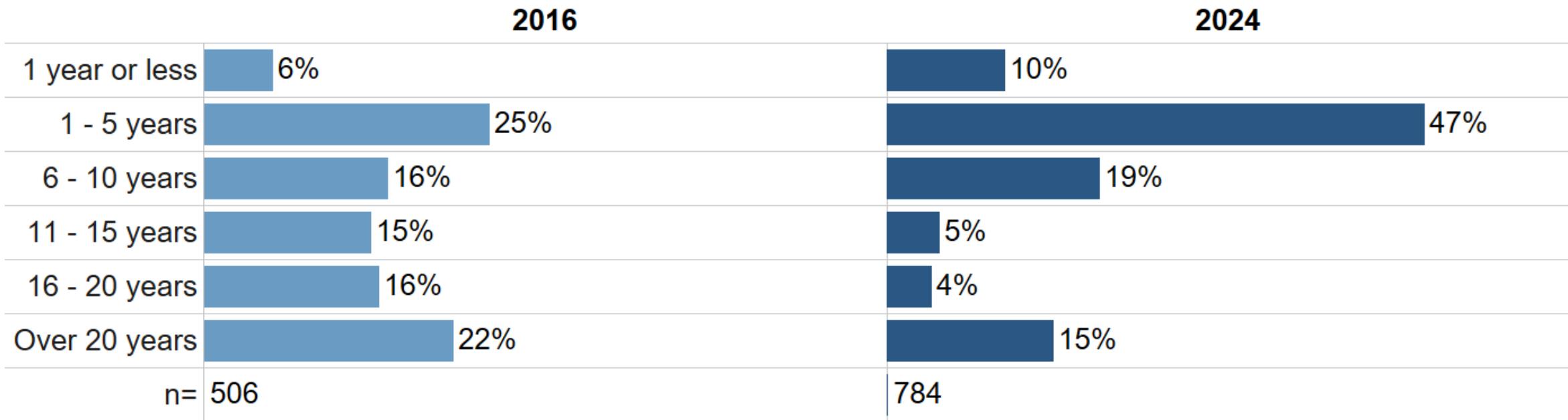
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# YEARS IN BERTHOUD

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How long have you lived in the Berthoud area?



Source: RRC



**RRC**

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(303) 449-6558