

# *Parks and Recreation Needs Assessment Survey*

*Findings Report*

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Submitted to

*The City of Columbia, Missouri  
Parks and Recreation Department*



by

**Leisure Vision**

a division of ETC Institute

725 W. Frontier Circle

Olathe, KS 66061

(913) 829-1215

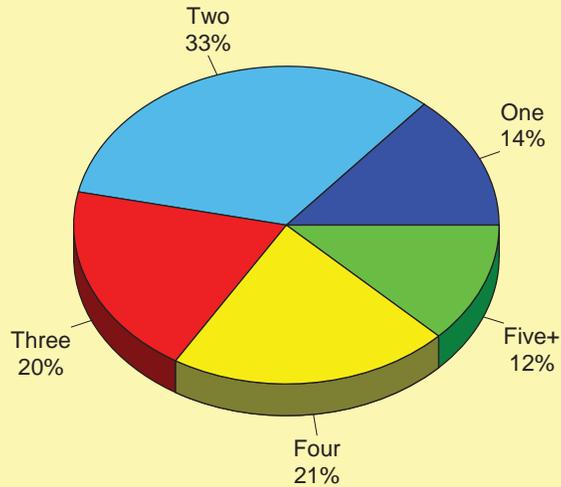
**June 2010**

*Section 2:*  
*Charts and Graphs*

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### Q1. Demographics: Number of People in Household

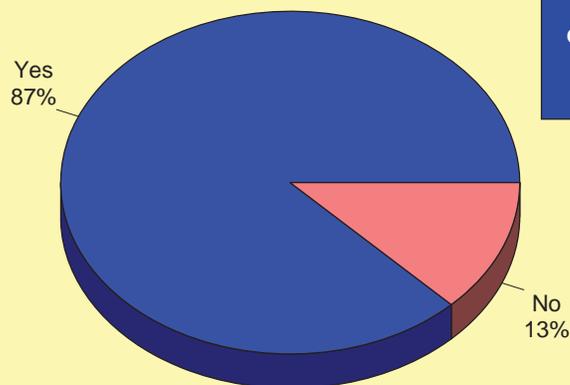
by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2010)

### Q2. Have You or Members of Your Households Visited Any of the City of Columbia's Parks During the Past Year?

by percentage of respondents



#### Q2a. Which Three City Parks Do You Visit Most Often?

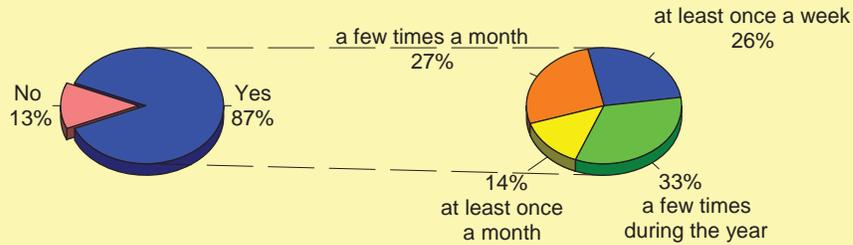
- Cosmo-Bethel Park
- Stephens Lake
- Twim Lakes

Source: Leisure Vision/ETC Institute (May 2010)

**Q2. Have You or Members of Your Households Visited Any of the City of Columbia's Parks During the Past Year?**

by percentage of respondents

**Q2b. Approximately How Often Have Households Visited City of Columbia Parks During the Past 12 Months**

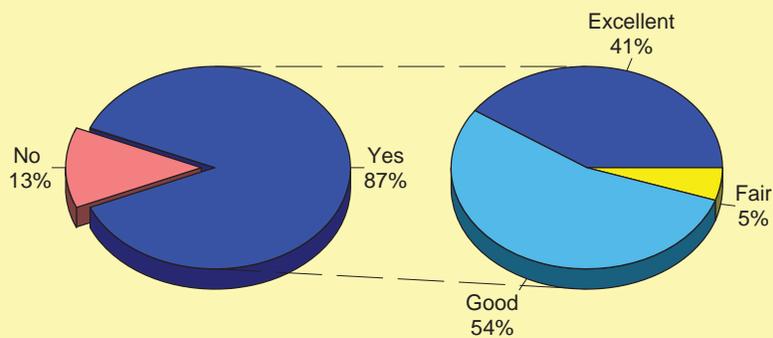


Source: Leisure Vision/ETC Institute (May 2010)

**Q2. Have You or Members of Your Households Visited Any of the City of Columbia's Parks During the Past Year?**

by percentage of respondents

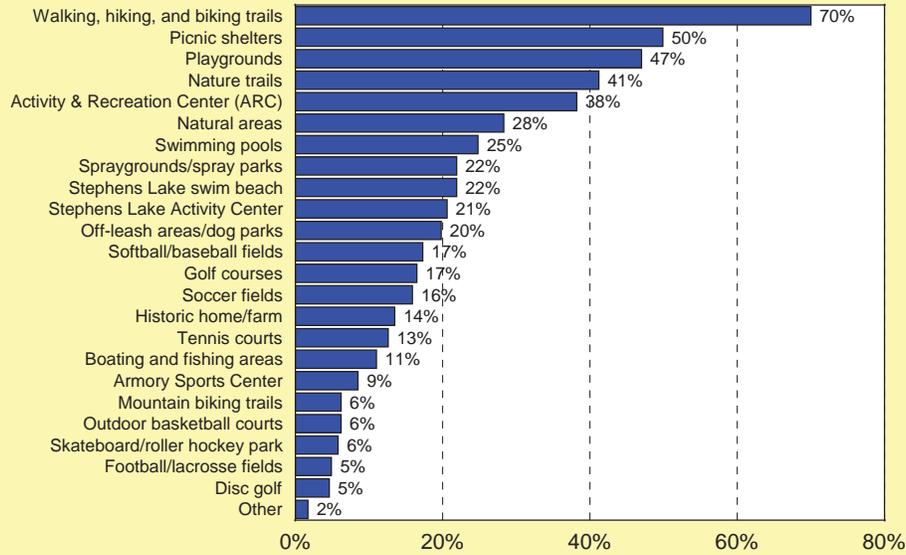
**Q2c. Overall How Would You Rate the Physical Condition of All the City Parks You Have Visited?**



Source: Leisure Vision/ETC Institute (May 2010)

### Q3. City of Columbia Parks and Recreation Facilities That Households Have Visited Over the Past 12 Months

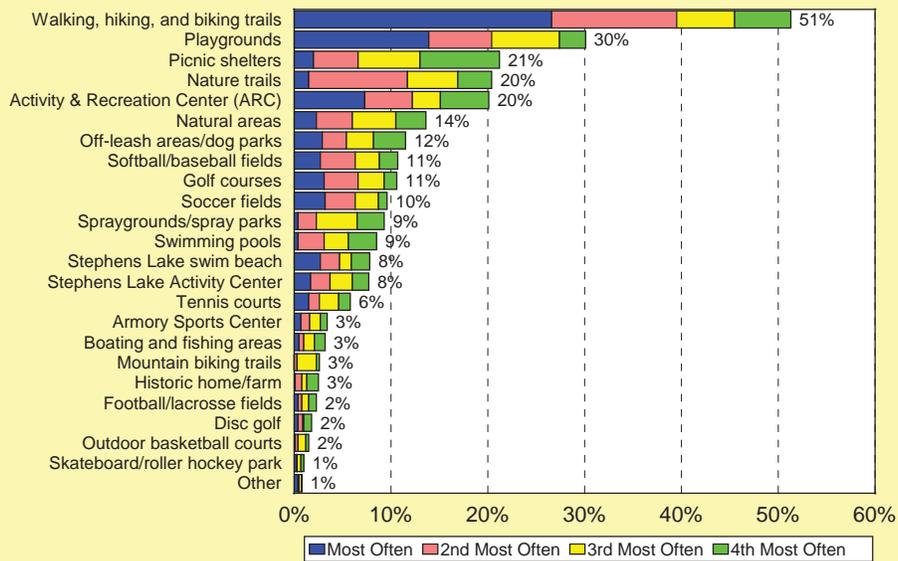
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (May 2010)

### Q4. Parks and Recreation Facilities That Households Visit Most Often

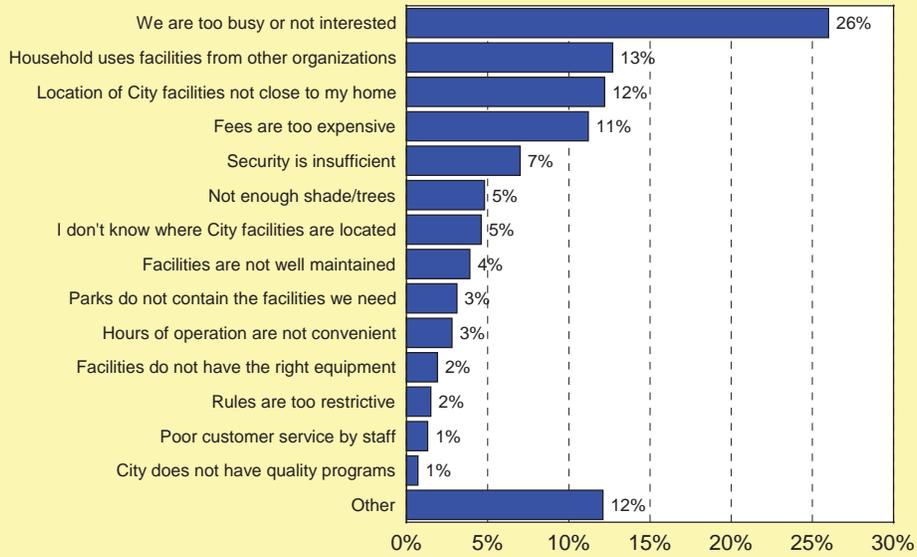
by percentage of respondents who selected the item as one of their top three choices



Source: Leisure Vision/ETC Institute (May 2010)

### Q5. Reasons That Prevent Households from Using Columbia's Parks and Recreation Facilities

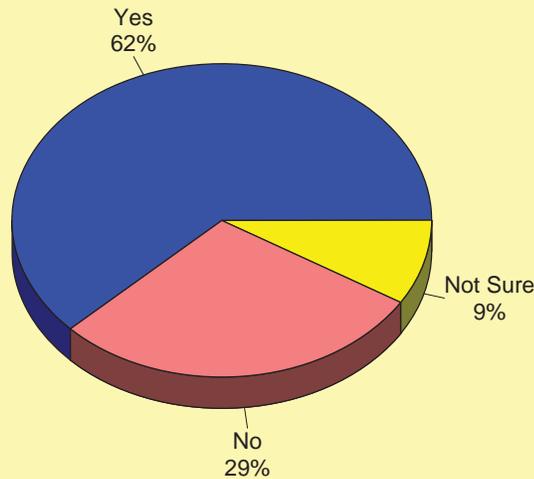
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (May 2010)

### Q6. Do You Feel There Are Sufficient Parks and Green Space Areas Within Walking Distance of Your Residence?

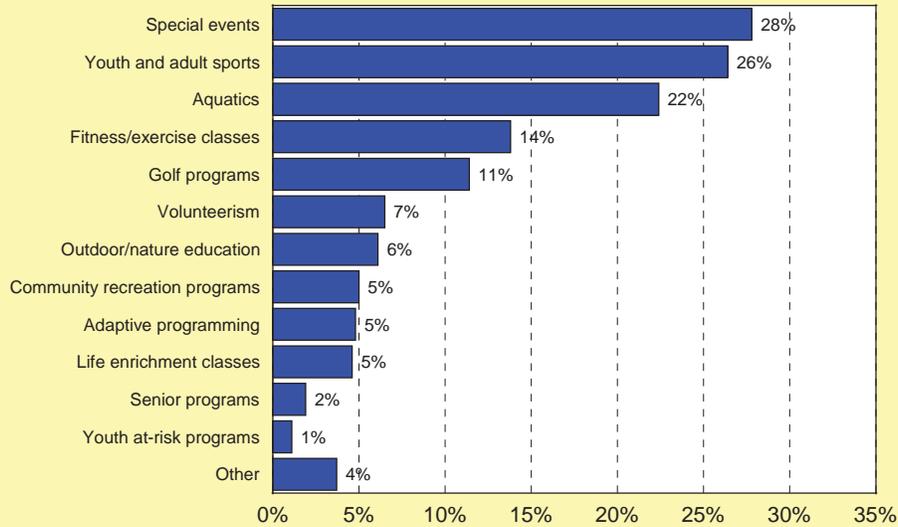
by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2010)

### Q7. Recreation Programs Provided by the Columbia Parks and Recreation Department That Households Have Participated in Over the Past 12 Months

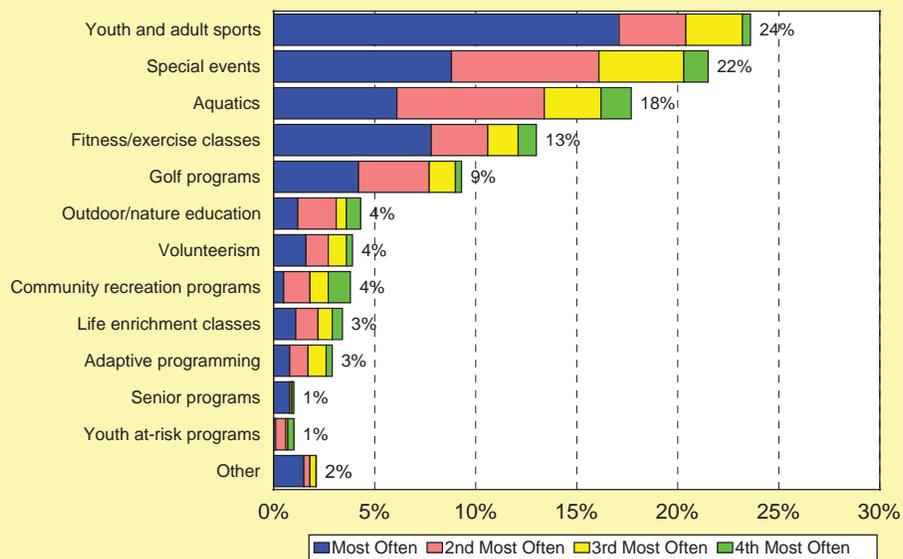
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (May 2010)

### Q8. Recreation Programs Provided by the Columbia Parks and Recreation Department That Households Use Most Often

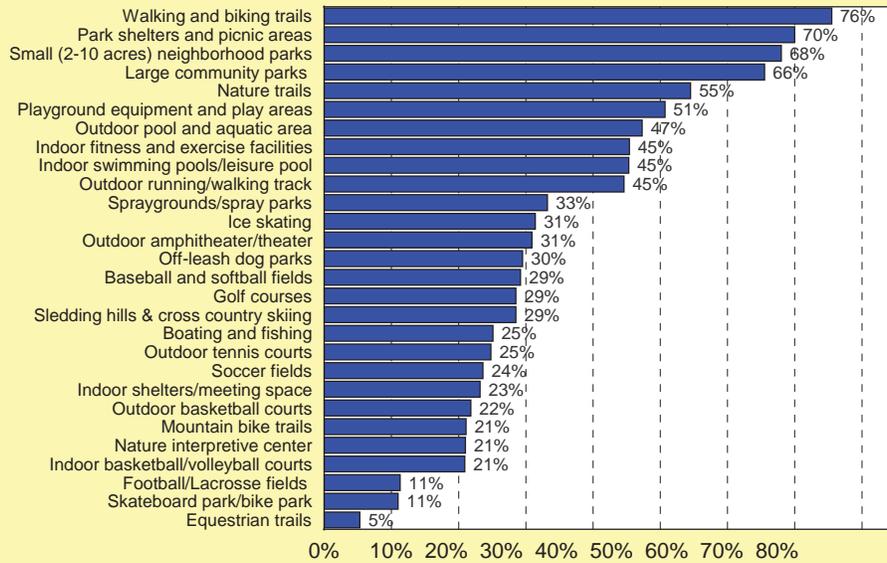
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (May 2010)

### Q9. Households That Have a Need for Various Parks and Recreation Facilities

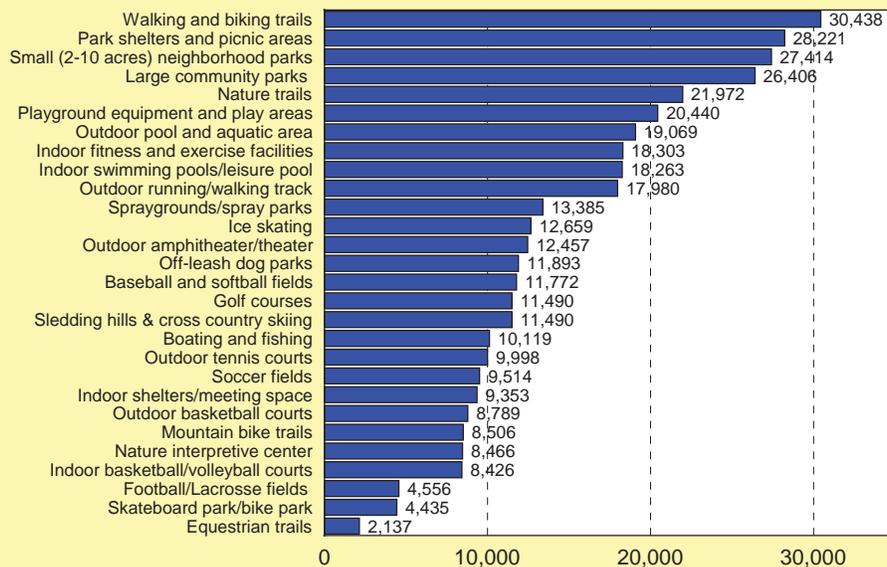
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (May 2010)

### Q9a. Estimated Number of Households in the City of Columbia That Have a Need for Various Parks and Recreation Facilities

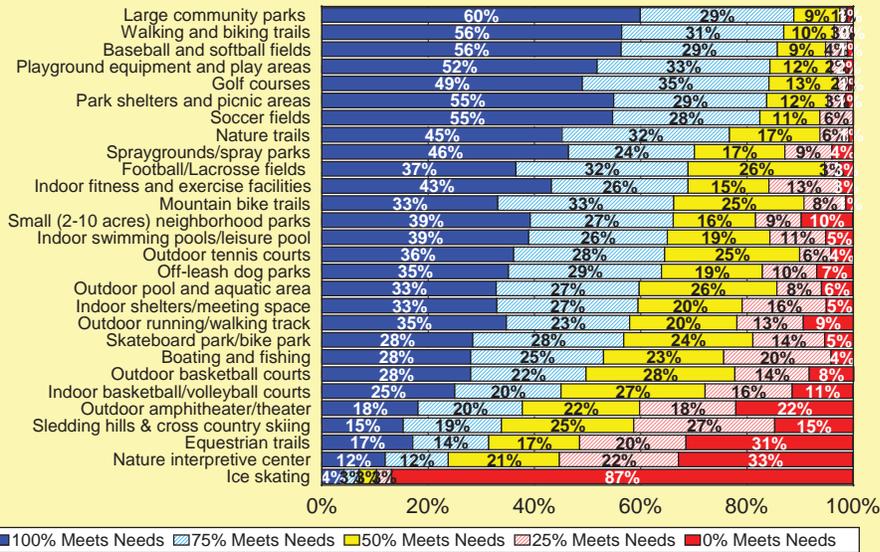
by number of households based on 40,315 households in Columbia



Source: Leisure Vision/ETC Institute (May 2010)

### Q9b. How Well Parks and Recreation Facilities in Columbia Meet the Needs of Households

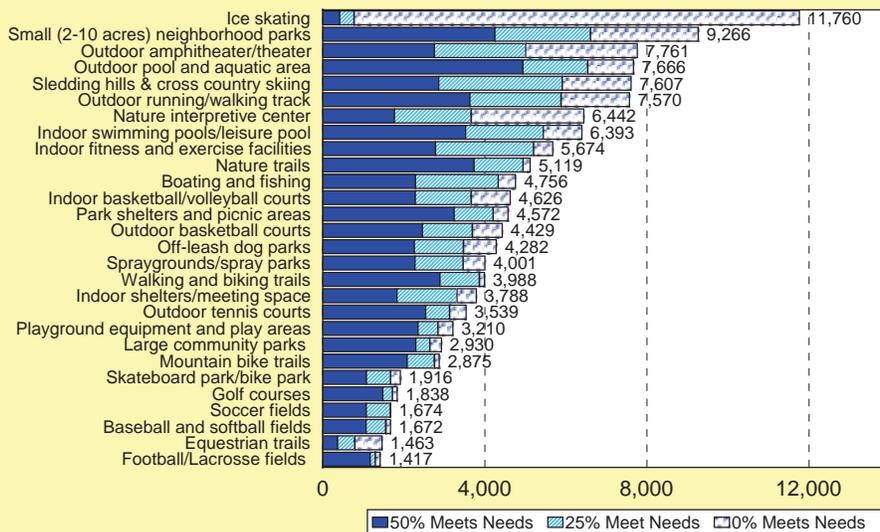
by percentage of respondents with a need for parks/facilities



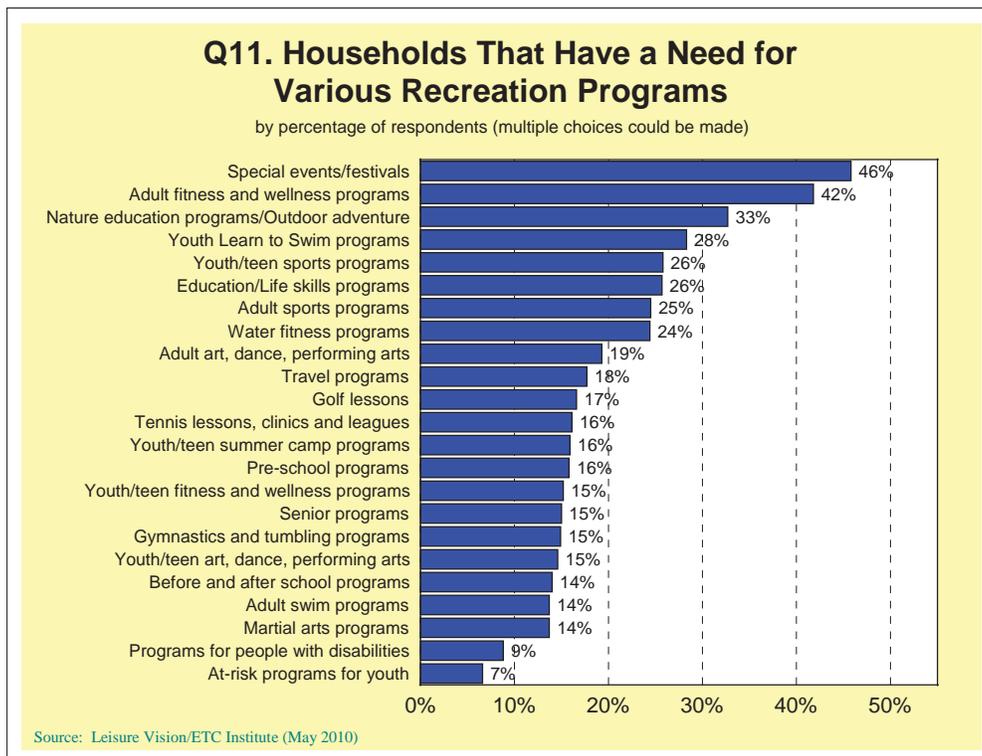
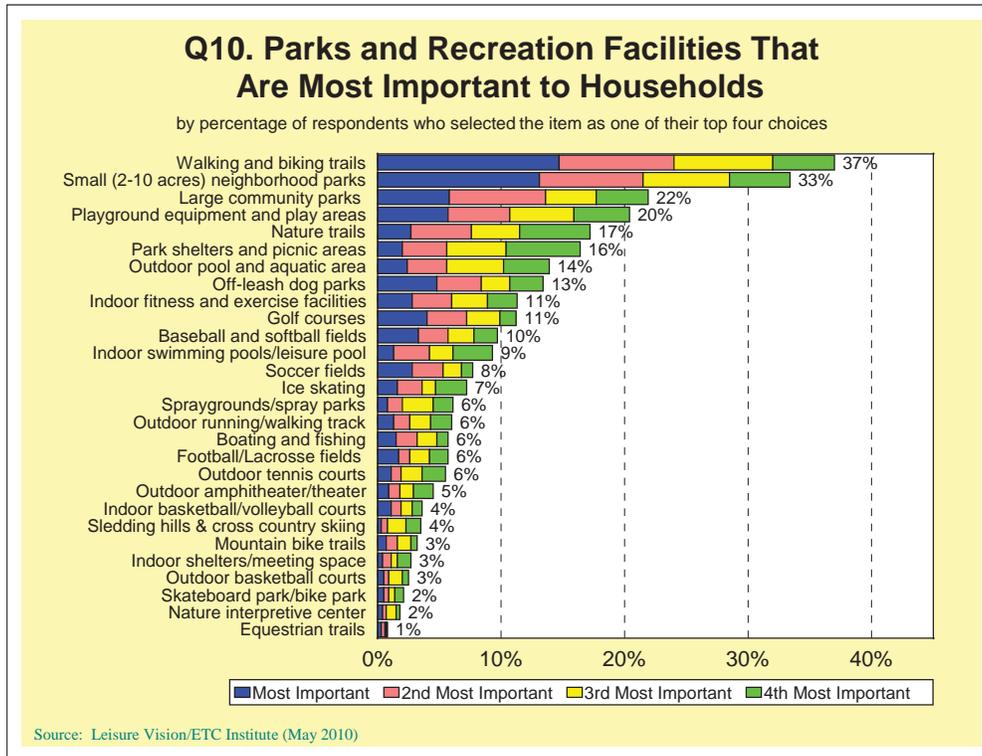
Source: Leisure Vision/ETC Institute (May 2010)

### Q9c. Estimated Number of Households in the City of Columbia Whose Needs for Parks and Recreation Facilities Are Only Being 50% Met or Less

by number of households based on 40,315 households in Columbia

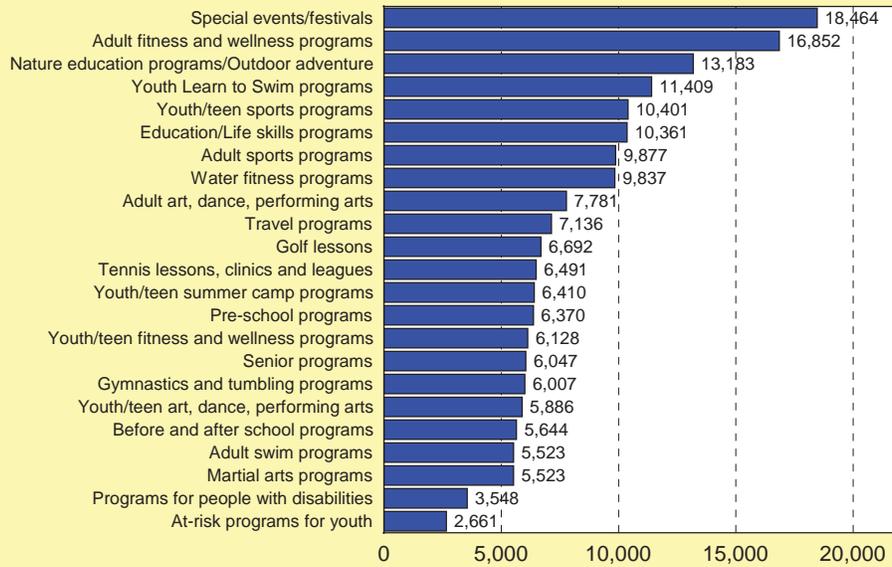


Source: Leisure Vision/ETC Institute (May 2010)



### Q11a. Estimated Number of Households in the City of Columbia That Have a Need for Various Recreation Programs

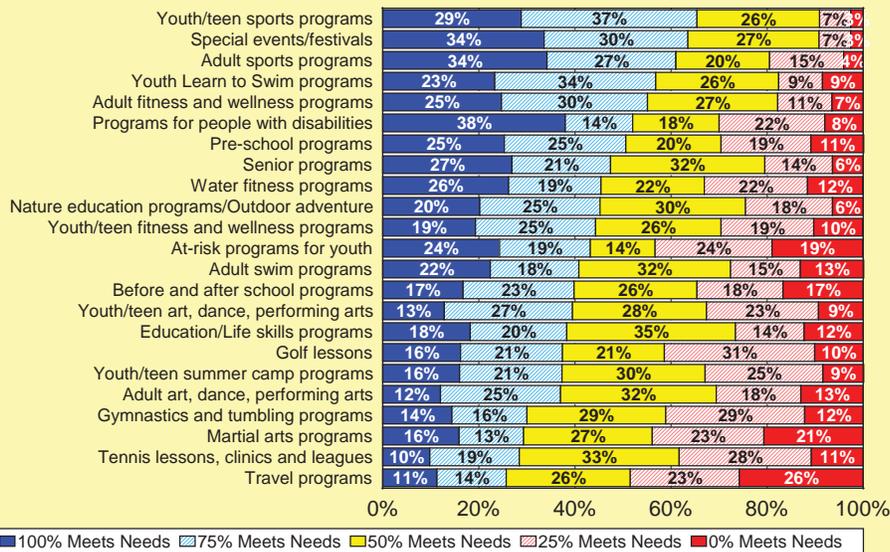
by number of households based on 40,315 households in Columbia



Source: Leisure Vision/ETC Institute (May 2010)

### Q11b. How Well Recreation Programs in the City of Columbia Meet the Needs of Households

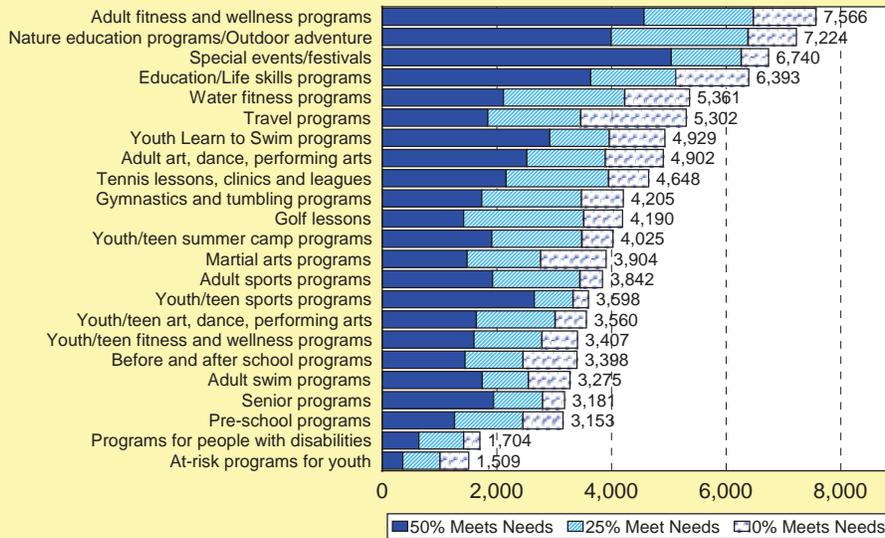
by percentage of respondents with a need for programs



Source: Leisure Vision/ETC Institute (May 2010)

### Q11c. Estimated Number of Households in the City of Columbia Whose Needs for Recreation Programs Are Only Being 50% Met or Less

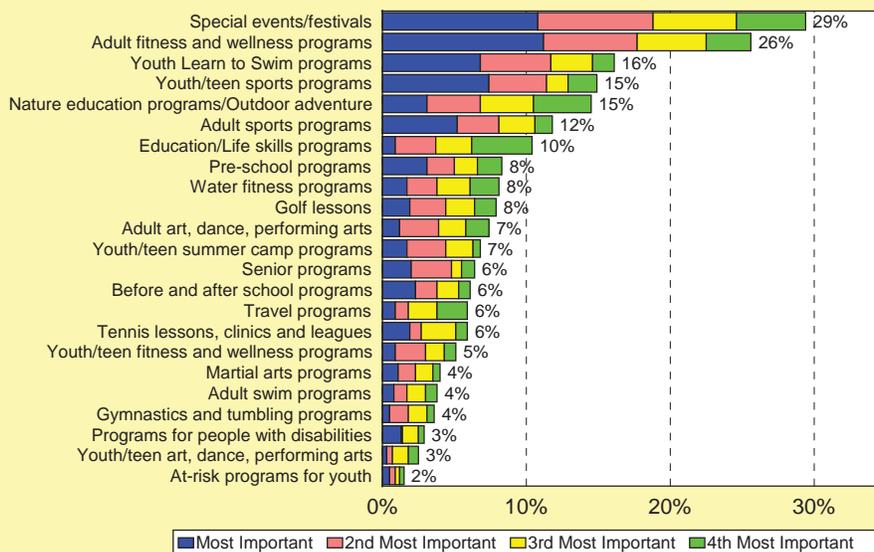
by number of households based on 40,315 households in Columbia



Source: Leisure Vision/ETC Institute (May 2010)

### Q12. Recreation Programs That Are Most Important to Households

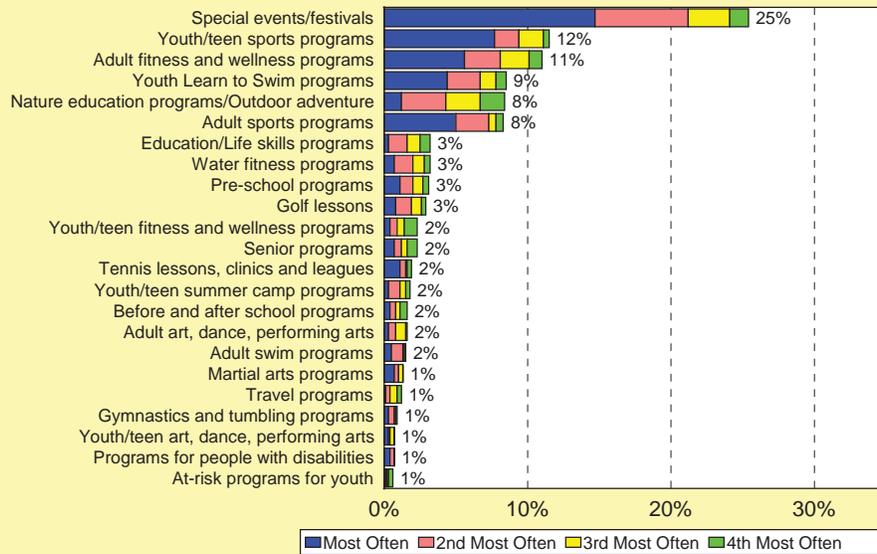
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (May 2010)

### Q13. Recreation Programs That Households Currently Participate in Most Often at Columbia Parks & Rec Facilities

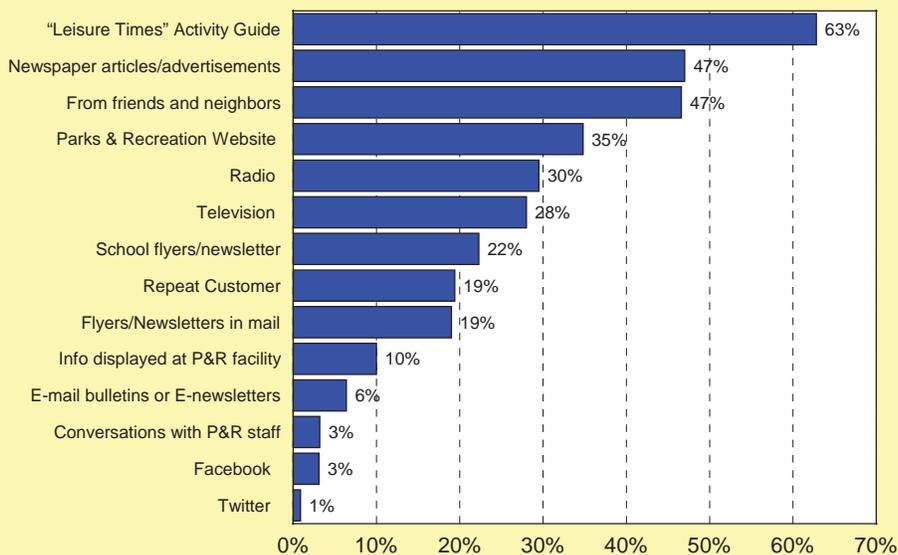
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (May 2010)

### Q14. Ways Respondents Learn About City of Columbia Parks and Recreation Commission Programs and Activities

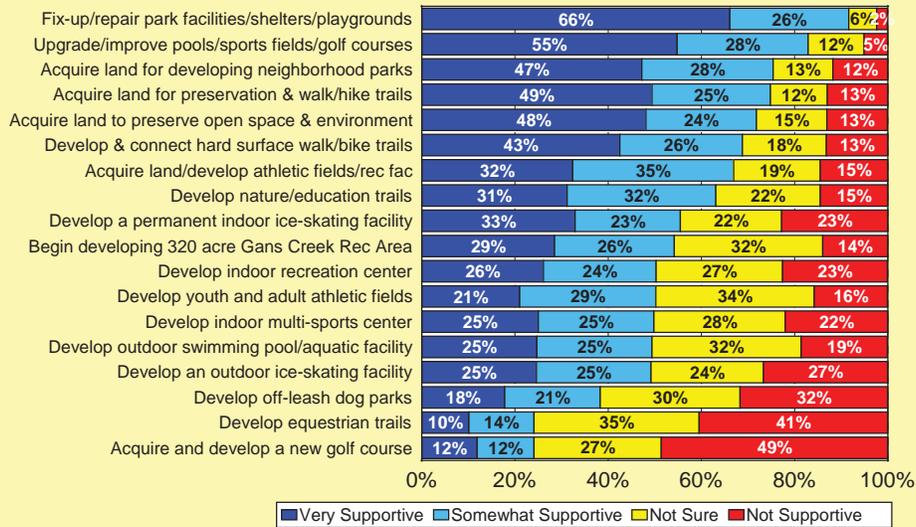
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (May 2010)

### Q15. Level of Support for Various Actions the City of Columbia Parks and Recreation Commission Could Take to Improve the Parks and Recreation System

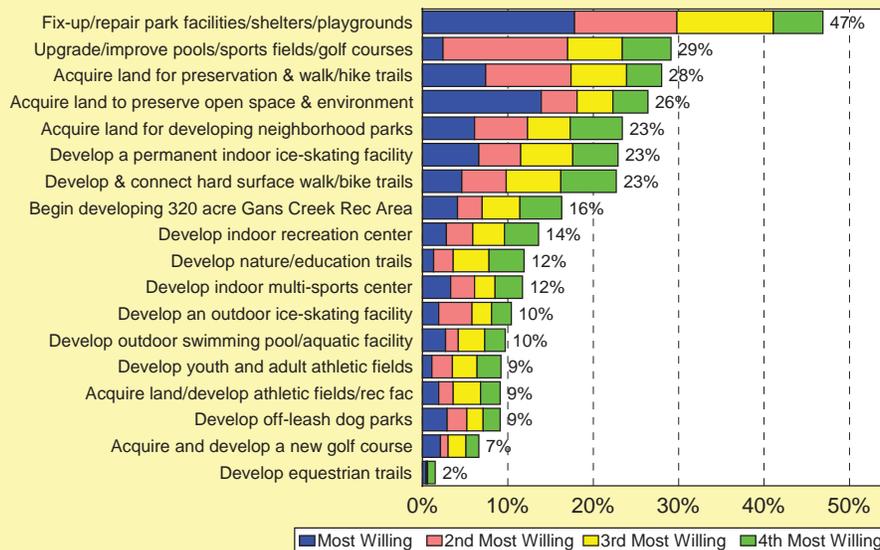
by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2010)

### Q16. Actions Respondents Would Be Most Willing to Fund with Their Columbia Parks and Recreation Tax Dollars

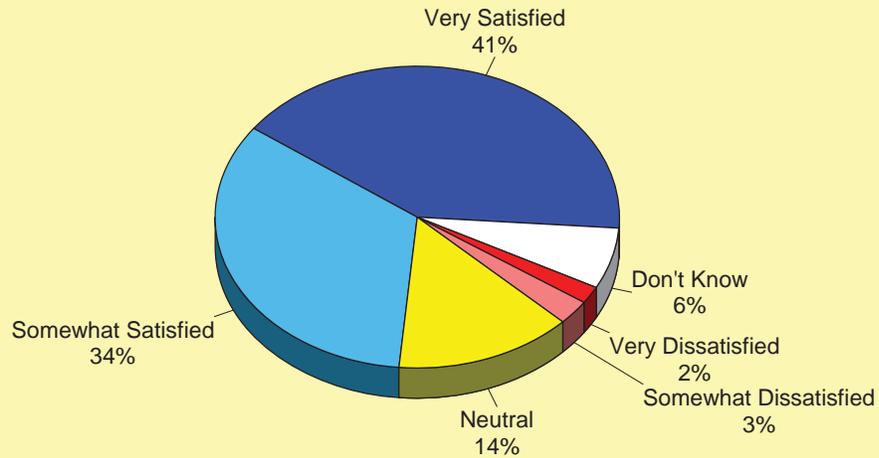
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (May 2010)

**Q17. Level of Satisfaction with the Overall Value Households Receive from the Columbia Parks and Recreation Department**

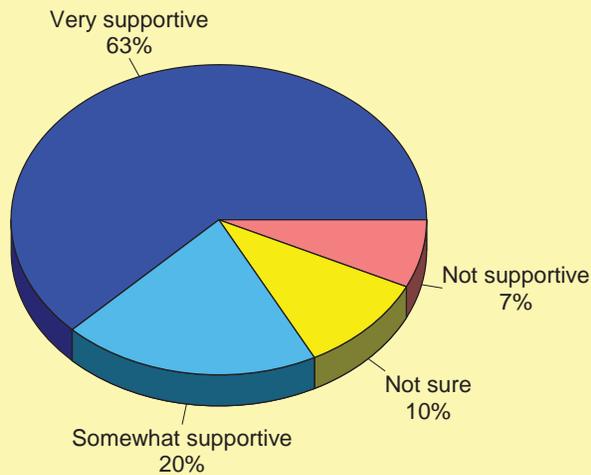
by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2010)

**Q18. Level of Support for Renewing the 1/8-cent Park Sales Tax for a Five Year Period**

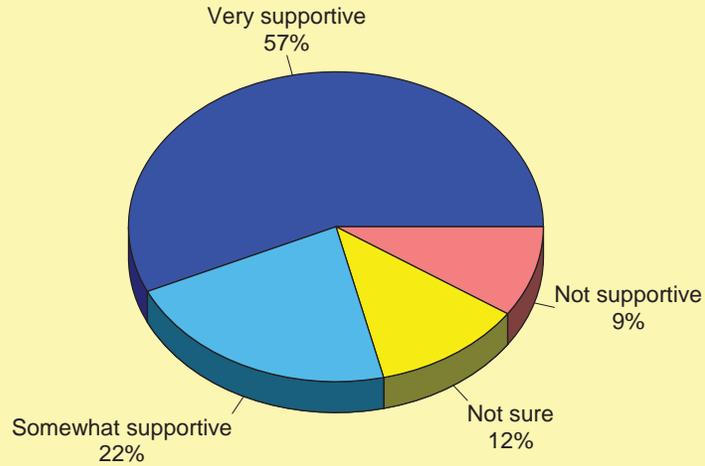
by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2010)

**Q19. Level of Support for Renewing the 1/8-cent Park Sales Tax for a Ten Year Period**

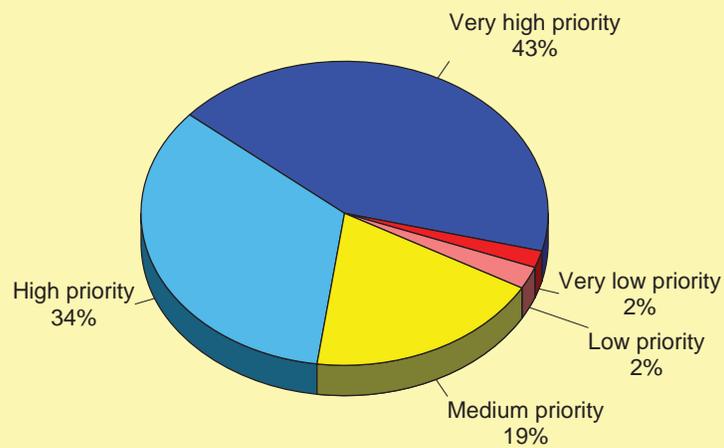
by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2010)

**Q20. How High a Priority City Officials Should Place on Maintaining the Condition of Existing Parks, Trails & Recreation Facilities in the Columbia Parks & Recreation System**

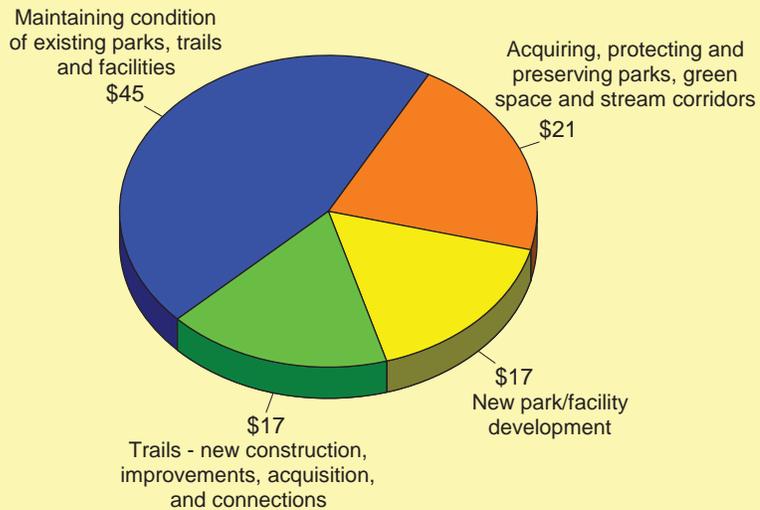
by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2010)

**Q21. Allocation of \$100 of the Park Sales Tax**

by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2010)

**Q22. During the Past 12 Months, Have You and Your Family Changed How Much You Make Use of Public Parks, Playgrounds, Pools or Other Recreation Facilities?**

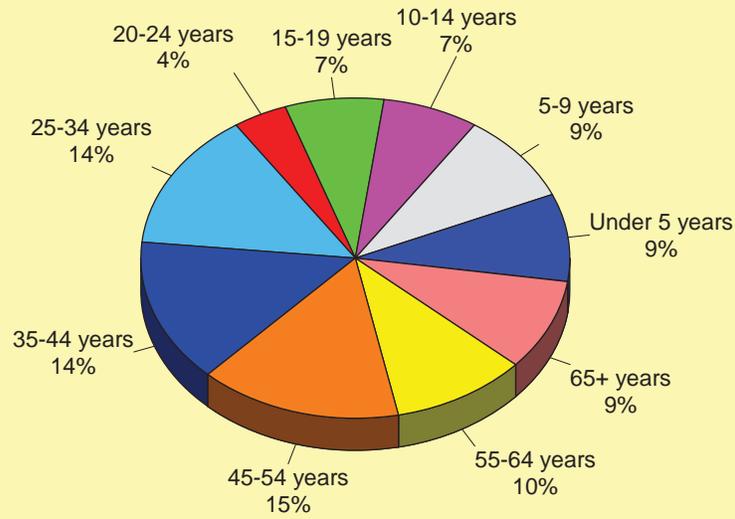
by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2010)

**Q23. Demographics: Ages of People in Household**

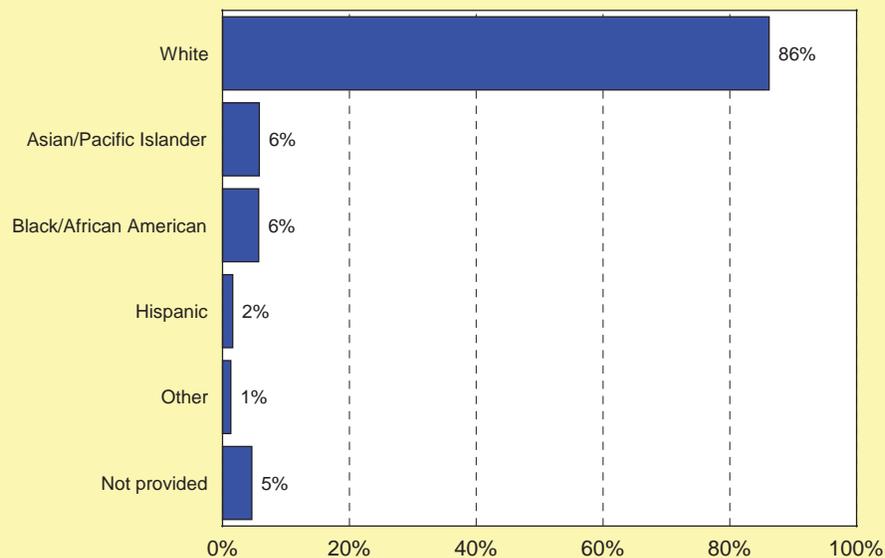
by percentage of household occupants



Source: Leisure Vision/ETC Institute (May 2010)

**Q24. Demographics: Race/Ethnicity**

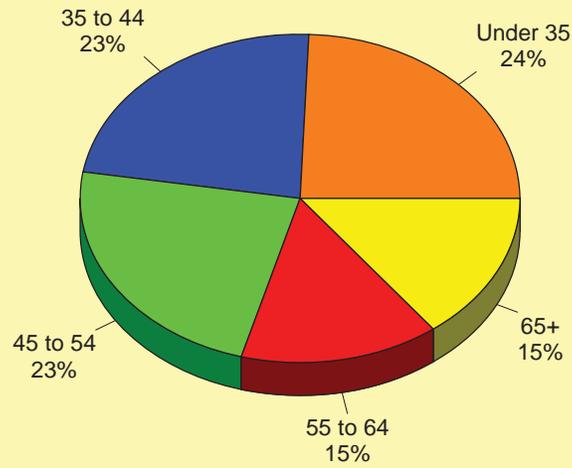
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (May 2010)

### Q25. Demographics: Age of Respondents

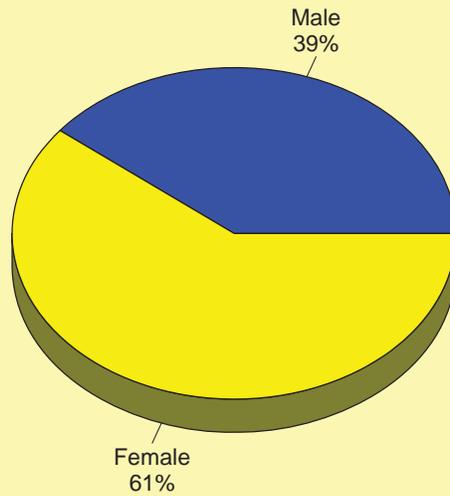
by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2010)

### Q26. Demographics: Gender

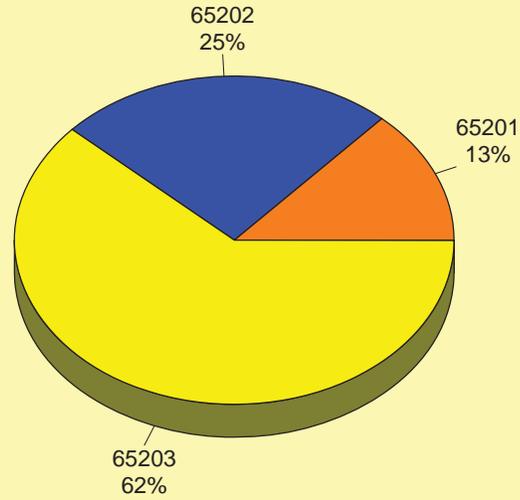
by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2010)

### Q27. Demographics: Zip Code

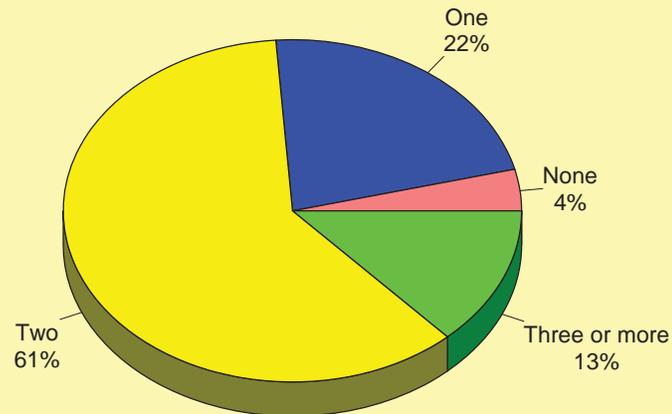
by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2010)

### Q28. Demographics: Number of Registered Voters

by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2010)

*Section 3:*  
*Benchmarking Comparisons*

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## National Benchmarking

*Since 1998, Leisure Vision (a division of ETC Institute) has conducted household surveys for needs assessments, feasibility studies, customer satisfaction, fees and charges comparisons, and other parks and recreation issues in more than 400 communities in over 40 states across the country.*

The results of these surveys has provided an unparalleled data base of information to compare responses from household residents in client communities to “National Averages” and therefore provide a unique tool to “assist organizations in better decision making.”

Communities within the data base include a full -range of municipal and county governm ents from 20,000 in population through over 1 million in population. They include communities in warm weather climates and cold weather climates, mature com munities and some of the fastest growing cities and counties in the country.

Communities within the following states are included within the National Benchmarking data base.

- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Florida
- Georgia
- Kansas
- Kentucky
- Idaho
- Illinois
- Indiana
- Iowa
- Maine
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri
- Montana
- Nevada
- New Hampshire
- New Jersey
- New York
- North Carolina
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Rhode Island
- South Carolina
- South Dakota
- Texas
- Utah
- Vermont
- Virginia
- Washington
- Wyoming

*“National Averages” have been developed for numerous strategically important parks and recreation planning and management issues including: customer satisfaction and usage of parks and programs; methods for receiving marketing information; reasons that prevent members of households from using parks and recreation facilities more often; priority recreation programs, parks, facilities and trails to improve or develop; priority programming spaces to have in planned community centers and aquatic facilities; potential attendance for planned indoor community centers and outdoor aquatic centers; etc.*

*Results from household responses for the City of Columbia were compared to National Benchmarks to gain further strategic information.* A summary of all tabular comparisons are shown on pages 3-9.

**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Columbia is not authorized without written consent from Leisure Vision/ETC Institute.**

<b>Parks and Recreation Benchmarking for Needs Assessment Surveys</b>		<b>National Average</b>	<b>Columbia</b>
<b>Have you or members of your household visited any City/County/ Park District parks over the past year?</b>			
	Yes	72%	87%
	No	28%	13%
<b>How would you rate the quality of all the parks you've visited?</b>			
	Excellent	31%	41%
	Good	54%	54%
	Fair	12%	5%
	Poor	2%	0%
	Don't know	1%	0%
<b>Ways respondents learn about recreation programs and activities</b>			
	"Leisure Times" Activity Guide	51%	63%
	Newspaper articles/advertisements	40%	47%
	From friends and neighbors	42%	47%
	Parks & Recreation Website	15%	35%
	Radio	10%	30%
	Television	9%	28%
	School flyers/newsletter	17%	22%
	Repeat Customer	NA	19%
	Flyers/Newsletters in mail	31%	19%
	Info displayed at P&R facility	18%	10%
	E-mail bulletins or E-newsletters	5%	6%
	Conversations with P&R staff	6%	3%
	Facebook	NA	3%
	Twitter	NA	1%

<b>Parks and Recreation Benchmarking for Needs Assessment Surveys</b>		
	<b>National Average</b>	<b>Columbia</b>
<b>Reasons preventing the use of parks and recreation facilities and programs more often</b>		
We are too busy or not interested	34%	26%
Household uses facilities from other organizations	15%	13%
Location of City facilities not close to my home	14%	12%
Fees are too expensive	12%	11%
Security is insufficient	7%	7%
Not enough shade/trees	NA	5%
I don't know where City facilities are located	13%	5%
Facilities are not well maintained	6%	4%
Parks do not contain the facilities we need	13%	3%
Hours of operation are not convenient	6%	3%
Facilities do not have the right equipment	7%	2%
Rules are too restrictive	NA	2%
Poor customer service by staff	3%	1%
City does not have quality programs	NA	1%

<b>Parks and Recreation Benchmarking for Needs Assessment Surveys</b>		
	<b>National Average</b>	<b>Columbia</b>
<b>Recreation programs that respondent households have a need for</b>		
Special events/festivals	40%	46%
Adult fitness and wellness programs	47%	42%
Nature education programs/Outdoor adventure	32%	33%
Youth Learn to Swim programs	24%	28%
Youth/teen sports programs	27%	26%
Education/Life skills programs	32%	26%
Adult sports programs	23%	25%
Water fitness programs	29%	24%
Adult art, dance, performing arts	21%	19%
Travel programs	NA	18%
Golf lessons	21%	17%
Tennis lessons, clinics and leagues	18%	16%
Youth/teen summer camp programs	19%	16%
Pre-school programs	14%	16%
Youth/teen fitness and wellness programs	18%	15%
Senior programs	23%	15%
Gymnastics and tumbling programs	14%	15%
Youth/teen art, dance, performing arts	17%	15%
Before and after school programs	15%	14%
Adult swim programs	19%	14%
Martial arts programs	15%	14%
Programs for people with disabilities	11%	9%
At-risk programs for youth	NA	7%

<b>Parks and Recreation Benchmarking for Needs Assessment Surveys</b>		
	<b>National Average</b>	<b>Columbia</b>
<b>Most important recreation programs (sum of top choices)</b>		
Special events/festivals	20%	29%
Adult fitness and wellness programs	29%	26%
Youth Learn to Swim programs	13%	16%
Youth/teen sports programs	15%	15%
Nature education programs/Outdoor adventure	14%	15%
Adult sports programs	9%	12%
Education/Life skills programs	14%	10%
Pre-school programs	7%	8%
Water fitness programs	12%	8%
Golf lessons	10%	8%
Adult art, dance, performing arts	9%	7%
Youth/teen summer camp programs	9%	7%
Senior programs	13%	6%
Before and after school programs	7%	6%
Travel programs	NA	6%
Tennis lessons, clinics and leagues	7%	6%
Youth/teen fitness and wellness programs	6%	5%
Martial arts programs	4%	4%
Adult swim programs	7%	4%
Gymnastics and tumbling programs	4%	4%
Programs for people with disabilities	4%	3%
Youth/teen art, dance, performing arts	6%	3%
At-risk programs for youth	NA	2%

<b>Parks and Recreation Benchmarking for Needs Assessment Surveys</b>		
	<b>National Average</b>	<b>Columbia</b>
<b>Parks and recreation facilities that respondent households have a need for</b>		
Walking and biking trails	69%	76%
Park shelters and picnic areas	53%	70%
Small (2-10 acres) neighborhood parks	60%	68%
Large community parks	55%	66%
Nature trails	55%	55%
Playground equipment and play areas	42%	51%
Outdoor pool and aquatic area	43%	47%
Indoor fitness and exercise facilities	46%	45%
Indoor swimming pools/leisure pool	44%	45%
Outdoor running/walking track	NA	45%
Spraygrounds/spray parks	NA	33%
Ice skating	25%	31%
Outdoor amphitheater/theater	35%	31%
Off-leash dog parks	26%	30%
Baseball and softball fields	21%	29%
Golf courses	30%	29%
Sledding hills & cross country skiing	NA	29%
Boating and fishing	28%	25%
Outdoor tennis courts	26%	25%
Soccer fields	22%	24%
Indoor shelters/meeting space	21%	23%
Outdoor basketball courts	24%	22%
Mountain bike trails	22%	21%
Nature interpretive center	NA	21%
Indoor basketball/volleyball courts	26%	21%
Football/Lacrosse fields	14%	11%
Skateboard park/bike park	13%	11%
Equestrian trails	12%	5%

<b>Parks and Recreation Benchmarking for Needs Assessment Surveys</b>		
	<b>National Average</b>	<b>Columbia</b>
<b>Most important parks and recreation facilities (sum of top choices)</b>		
Walking and biking trails	41%	37%
Small (2-10 acres) neighborhood parks	29%	33%
Large community parks	19%	22%
Playground equipment and play areas	21%	20%
Nature trails	20%	17%
Park shelters and picnic areas	17%	16%
Outdoor pool and aquatic area	17%	14%
Off-leash dog parks	12%	13%
Indoor fitness and exercise facilities	17%	11%
Golf courses	14%	11%
Baseball and softball fields	7%	10%
Indoor swimming pools/leisure pool	15%	9%
Soccer fields	8%	8%
Ice skating	6%	7%
Spraygrounds/spray parks	NA	6%
Outdoor running/walking track	NA	6%
Boating and fishing	8%	6%
Football/Lacrosse fields	3%	6%
Outdoor tennis courts	7%	6%
Outdoor amphitheater/theater	9%	5%
Indoor basketball/volleyball courts	7%	4%
Sledding hills & cross country skiing	NA	4%
Mountain bike trails	6%	3%
Indoor shelters/meeting space	6%	3%
Outdoor basketball courts	5%	3%
Skateboard park/bike park	3%	2%
Nature interpretive center	NA	2%
Equestrian trails	3%	1%

<b>Parks and Recreation Benchmarking for Needs Assessment Surveys</b>		
	<b>National Average</b>	<b>Columbia</b>
<b>Satisfaction with the overall value received from the parks and recreation department</b>		
Very Satisfied	26%	41%
Somewhat Satisfied	35%	34%
Neutral	19%	14%
Somewhat Dissatisfied	5%	3%
Very Dissatisfied	3%	2%
Don't Know	12%	6%



# CITY OF COLUMBIA, MISSOURI

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PARKS AND RECREATION DEPARTMENT

*A Few Minutes of Your Time Will Help Make Columbia a  
Better Place to Live, Work and Play!*

Dear City of Columbia Resident:

*Your response to the enclosed survey is extremely important...*

The City of Columbia Parks and Recreation Department is conducting a Community Attitude and Interest Survey to establish priorities for the future improvement of parks and recreation facilities, programs and services within the community. Your household was one of a limited number selected at random to receive this survey, therefore, it is very important that you participate.

*We appreciate your time...*

We realize that this survey will take approximately 10-15 minutes to complete, but each question is important. The time you invest in completing this survey will aid the City of Columbia Parks and Recreation Department in taking a resident-driven approach to making decisions that will enrich the future of our community and positively affect the lives of its residents.

*Please complete and return your survey within the next two weeks...*

We have selected Leisure Vision/ETC Institute, an independent consulting company, as our partner to administer this survey. They will compile the data received and present the results to the City. **Your responses will remain confidential.** Please return your completed survey in the enclosed postage-paid envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061.

If you have any questions, please feel free to contact Becky Stidham in the Columbia Parks and Recreation Department at 573-874-7550. The Community Attitude and Interest Survey is a tool that will benefit all residents. Please take this opportunity to let your voice be heard!

Sincerely,

Michael J. Hood

Director, Columbia Parks and Recreation Department

The Columbia Parks and Recreation Department would like your input to help determine green space, park and recreation priorities for our city. This survey will take 10-15 minutes to complete. When you are finished, please return your survey in the enclosed postage-paid, return-reply envelope. We greatly appreciate your time.

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1. Counting yourself, how many people live in your household? \_\_\_\_\_
2. Have you or members of your household visited any of City of Columbia's parks during the past year?  
 \_\_\_\_ (1) Yes [Please answer Questions #2a, #2b, & #2c.]  
 \_\_\_\_ (2) No [Please go to Question #5.]

2a. Which three parks do you visit most often?  
 Most Often: \_\_\_\_\_ 2<sup>nd</sup> Most Often: \_\_\_\_\_ 3<sup>rd</sup> Most Often: \_\_\_\_\_

- 2b. Approximately how often did you or members of your household visit City of Columbia parks during the past 12 months? (Check one)  
 \_\_\_\_ (1) at least once a week  
 \_\_\_\_ (2) a few times per month  
 \_\_\_\_ (3) at least once per month  
 \_\_\_\_ (4) a few times during the year  
 \_\_\_\_ (5) None

- 2c. Overall, how would you rate the physical condition of ALL City of Columbia's parks you have visited?  
 \_\_\_\_ (1) Excellent  
 \_\_\_\_ (2) Good  
 \_\_\_\_ (3) Fair  
 \_\_\_\_ (4) Poor

3. From the following list, please check ALL of City of Columbia's parks and recreation facilities you or members of your household have used or visited over the past 12 months.

- |  |  |
|--|--|
| ____ (01) Walking, hiking, and biking trails | ____ (13) Golf courses (LA Nickell & Lake of Woods)      |
| ____ (02) Nature trails                      | ____ (14) Football/lacrosse fields                       |
| ____ (03) Mountain biking trails             | ____ (15) Softball/baseball fields                       |
| ____ (04) Playgrounds                        | ____ (16) Soccer fields                                  |
| ____ (05) Swimming pools                     | ____ (17) Natural areas (Grindstone, Forum, Garth)       |
| ____ (06) Spraygrounds/spray parks           | ____ (18) Activity & Recreation Center (ARC)             |
| ____ (07) Boating and fishing areas          | ____ (19) Armory Sports Center                           |
| ____ (08) Stephens Lake swim beach           | ____ (20) Historic home/farm (Nifong Park)               |
| ____ (09) Off-leash areas/dog parks          | ____ (21) Disc golf                                      |
| ____ (10) Skateboard/roller hockey park      | ____ (22) Stephens Lake Activity Center                  |
| ____ (11) Picnic shelters                    | ____ (23) Outdoor basketball courts                      |
| ____ (12) Tennis courts                      | ____ (24) Other: _____                                   |
|  | ____ (25) None, we did not use any recreation facilities |

4. Which FOUR of the parks and outdoor recreation facilities listed in Question #3 do you and members of your household visit the most often? [Please write in the numbers below for your 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> choices using the numbers in Question #3 above, or circle NONE.]

1<sup>st</sup> Most Often \_\_\_\_\_ 2<sup>nd</sup> Most Often \_\_\_\_\_ 3<sup>rd</sup> Most Often \_\_\_\_\_ 4<sup>th</sup> Most Often \_\_\_\_\_ NONE

**5. Please CHECK ALL the reasons that keep you or other members of your household from using Columbia's parks and recreation facilities:**

- |  |  |
|--|--|
| <input type="checkbox"/> (01) Parks do not contain the facilities we need                        | <input type="checkbox"/> (08) Poor customer service by staff                         |
| <input type="checkbox"/> (02) Facilities do not have the right equipment                         | <input type="checkbox"/> (09) Facilities are not well maintained                     |
| <input type="checkbox"/> (03) Security is insufficient   | <input type="checkbox"/> (10) City does not have quality programs                    |
| <input type="checkbox"/> (04) Hours of operation are not convenient<br>interested                | <input type="checkbox"/> (11) We are too busy or not                                 |
| <input type="checkbox"/> (05) Location of City facilities is not close to<br>my home             | <input type="checkbox"/> (12) I do not know where the City<br>facilities are located |
| <input type="checkbox"/> (06) Fees are too expensive   | <input type="checkbox"/> (13) Rules are too restrictive                              |
| <input type="checkbox"/> (07) Members of my household use facilities<br>from other organizations | <input type="checkbox"/> (14) Not enough shade/trees                                 |
|  | <input type="checkbox"/> (15) Other: _____   |

**6. Do you feel that there are sufficient parks and green space areas within walking distance of your residence? [Please check ONE.]**

- (1) Yes  
 (2) No  
 (3) Not sure

**7. From the following list, please check ALL the recreation program you or members of your household have participated in over the past 12 months that are provided by the Columbia Parks and Recreation Department.**

- (01) Youth and adult sports (e.g. leagues, tournaments, camps)  
 (02) Outdoor/nature education (e.g. Camp Adventure, Star Gazing, Canoeing, Caving)  
 (03) Special events (e.g. Halloween, Heritage Festival, Family Fun Fest, Movies, Douglass Park events)  
 (04) Adaptive programming (e.g. Special Olympics, sports, social activities, arts & crafts)  
 (05) Volunteerism (e.g. coaches, TreeKeepers, instructors, special events)  
 (06) Golf programs (e.g. open play, tournaments, lessons)  
 (07) Aquatics (e.g. open swim, swim lessons, fitness classes, birthday parties)  
 (08) Fitness/exercise classes (e.g. ARC classes, group instruction, personal training)  
 (09) Life enrichment classes (e.g. crafts, trips, martial arts, dance, music, art, self improvement)  
 (10) Senior programs (e.g. social activities, crafts, trips, music, classes)  
 (11) Youth at-risk programs (e.g. Moonlight Hoops, Armory after school and youth groups)  
 (12) Community recreation programs (Armory classes, movies, music, sports)  
 (13) Other: \_\_\_\_\_

**8. Which FOUR of the parks and recreation programs listed in Question #7 do you and members of your household use most often? [Please write in the numbers below for your 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> choices using the numbers in Question #7 above, or circle NONE.]**

1<sup>st</sup> Most Often      2<sup>nd</sup> Most Often      3<sup>rd</sup> Most Often      4<sup>th</sup> Most Often      NONE

9. Please indicate if **YOU or any member of your HOUSEHOLD** has a need for each of the parks and recreational facilities listed below by circling the YES or NO next to the park/facility.

If YES, please rate ALL the following parks and recreation FACILITIES of this type in Columbia on a scale of 5 to 1, where 5 means “100% Meets Needs” and 1 means “Does Not Meet Needs” of your household.

Type of Facility	Do You Have a Need for this Facility?		If YES You Have a Need, How Well Are Your Needs Being Met?				
	Yes	No	100% Met	75% Met	50% Met	25% Met	0% Met
A. Small (2-10 acres) neighborhood parks	Yes	No	5	4	3	2	1
B. Large community parks	Yes	No	5	4	3	2	1
C. Off-leash dog parks	Yes	No	5	4	3	2	1
D. Boating and fishing	Yes	No	5	4	3	2	1
E. Golf courses	Yes	No	5	4	3	2	1
F. Outdoor amphitheater/theater	Yes	No	5	4	3	2	1
G. Soccer fields	Yes	No	5	4	3	2	1
H. Baseball and softball fields	Yes	No	5	4	3	2	1
I. Football/Lacrosse fields	Yes	No	5	4	3	2	1
J. Outdoor pool and aquatic area	Yes	No	5	4	3	2	1
K. Spraygrounds/spray parks	Yes	No	5	4	3	2	1
L. Playground equipment and play areas	Yes	No	5	4	3	2	1
M. Park shelters and picnic areas	Yes	No	5	4	3	2	1
N. Ice skating	Yes	No	5	4	3	2	1
O. Outdoor basketball courts	Yes	No	5	4	3	2	1
P. Mountain bike trails	Yes	No	5	4	3	2	1
Q. Walking and biking trails	Yes	No	5	4	3	2	1
R. Equestrian trails	Yes	No	5	4	3	2	1
S. Nature interpretive center	Yes	No	5	4	3	2	1
T. Nature trails	Yes	No	5	4	3	2	1
U. Outdoor tennis courts	Yes	No	5	4	3	2	1
V. Indoor basketball/volleyball courts	Yes	No	5	4	3	2	1
W. Indoor shelters/meeting space	Yes	No	5	4	3	2	1
X. Indoor swimming pools/leisure pool	Yes	No	5	4	3	2	1
Y. Indoor fitness and exercise facilities	Yes	No	5	4	3	2	1
1. Outdoor running/walking track	Yes	No	5	4	3	2	1
2. Skateboard park/bike park	Yes	No	5	4	3	2	1
3. Sledding hills & cross country skiing	Yes	No	5	4	3	2	1

10. Which **FOUR** of the facilities from the list in Question #9 are *most important* to your household?  
 [Using the letters and numbers in Question #9 above, please write in the letters or numbers below for your 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> choices, or circle „NONE?.”]

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_ 4<sup>th</sup>: \_\_\_\_\_ NONE

11. Please indicate if **YOU or any member of your HOUSEHOLD** has a need for each of the recreation programs listed below by circling the YES or NO next to the recreation program.

If YES, please rate the following recreation PROGRAMS available in Columbia on a scale of 5 to 1, where 5 means “100% Meets Needs” and 1 means “Does Not Meet Needs” of your household.

Type of Program	Do You Have a Need for this Program?		If YES You Have a Need, How Well Are Your Needs Being Met?				
	Yes	No	100% Met	75% Met	50% Met	25% Met	0% Met
A. Youth Learn to Swim programs	Yes	No	5	4	3	2	1
B. Adult swim programs	Yes	No	5	4	3	2	1
C. Pre-school programs	Yes	No	5	4	3	2	1
D. Before and after school programs	Yes	No	5	4	3	2	1
E. Youth/teen summer camp programs	Yes	No	5	4	3	2	1
F. Youth/teen sports programs	Yes	No	5	4	3	2	1
G. Youth/teen fitness and wellness programs	Yes	No	5	4	3	2	1
H. Youth/teen art, dance, performing arts	Yes	No	5	4	3	2	1
I. Martial arts programs	Yes	No	5	4	3	2	1
J. Adult fitness and wellness programs	Yes	No	5	4	3	2	1
K. Water fitness programs	Yes	No	5	4	3	2	1
L. Tennis lessons, clinics and leagues	Yes	No	5	4	3	2	1
M. Adult art, dance, performing arts	Yes	No	5	4	3	2	1
N. Adult sports programs	Yes	No	5	4	3	2	1
O. Senior programs	Yes	No	5	4	3	2	1
P. Programs for people with disabilities	Yes	No	5	4	3	2	1
Q. Gymnastics and tumbling programs	Yes	No	5	4	3	2	1
R. Golf lessons	Yes	No	5	4	3	2	1
S. Special events/festivals	Yes	No	5	4	3	2	1
T. Nature education programs/Outdoor adventure	Yes	No	5	4	3	2	1
U. Education/Life skills programs such as cooking, budgeting, carpentry	Yes	No	5	4	3	2	1
V. Travel programs	Yes	No	5	4	3	2	1
W. At-risk programs for youth	Yes	No	5	4	3	2	1

12. Which **FOUR** of the programs from the list in Question #11 are *most important* to your household? [Using the letters in Question #11 above, please write in the letters below for your 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> choices, or circle „NONE?.”]

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_ 4<sup>th</sup>: \_\_\_\_\_ NONE

13. Which **FOUR** of the facilities from the list in Question #11 *do you currently participate in MOST OFTEN at Columbia’s parks and recreation facilities?* [Using the letters in Question #11 above, please write in the letters below for your 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> choices, or circle „NONE?.”]

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_ 4<sup>th</sup>: \_\_\_\_\_ NONE

**14. Please check ALL the ways you learn about Columbia Parks and Recreation Department programs and activities.**

- |  |  |
|--|--|
| ____(01) "Leisure Times" Activity Guide    | ____(08) Conversations with P&R staff      |
| ____(02) Parks & Recreation Website        | ____(09) Facebook                          |
| ____(03) Newspaper articles/advertisements | ____(10) Twitter                           |
| ____(04) Radio                             | ____(11) Flyers/Newsletters in mail        |
| ____(05) Television                        | ____(12) E-mail bulletins or E-newsletters |
| ____(06) From friends and neighbors        | ____(13) Repeat Customer                   |
| ____(07) School flyers/newsletter          | ____(14) Info displayed at P&R facility    |

**15. Listed below is a list of actions the City of Columbia could take to improve the parks and recreation system. Please indicate whether you would be very supportive, somewhat supportive, or not supportive of each action.**

<u><i>How supportive are you of having Columbia:</i></u>	Very Supportive	Somewhat Supportive	Not Sure	Not Supportive
(A) Acquire land to preserve open space and protect the environment.....	4.....	3.....	2.....	1
(B) Acquire land for preservation and develop walking/hiking trails.....	4.....	3.....	2.....	1
(C) Acquire land for developing athletic fields & recreational facilities.....	4.....	3.....	2.....	1
(D) Acquire land for developing neighborhood parks.....	4.....	3.....	2.....	1
(E) Fix-up/repair older park facilities/shelters/playgrounds.....	4.....	3.....	2.....	1
(F) Upgrade/improve existing pools/sports fields/golf courses.....	4.....	3.....	2.....	1
(G) Develop new hard surface walking and biking trails that connect to regional trails .....	4.....	3.....	2.....	1
(H) Develop equestrian trails.....	4.....	3.....	2.....	1
(I) Develop new indoor recreation center with pools, fitness equipment, gyms, walking tracks, etc. ....	4.....	3.....	2.....	1
(J) Develop an outdoor ice-skating facility.....	4.....	3.....	2.....	1
(K) Develop a permanent indoor ice-skating facility.....	4.....	3.....	2.....	1
(L) Develop new youth and adult athletic fields.....	4.....	3.....	2.....	1
(M) Develop new indoor multi-sports center (basketball, volleyball, soccer, etc) .....	4.....	3.....	2.....	1
(N) Develop new nature/education trails.....	4.....	3.....	2.....	1
(O) Develop new outdoor swimming pool/aquatic facility.....	4.....	3.....	2.....	1
(P) Acquire and develop a new golf course.....	4.....	3.....	2.....	1
(Q) Develop new off-leash dog parks.....	4.....	3.....	2.....	1
(R) Begin development of the 320 acre Gans Creek Recreation Area.....	4.....	3.....	2.....	1

**16. From the list above, which FOUR of the actions would you be most willing to fund with your Columbia parks and recreation tax dollars? [Using the letters in Question #15 above, please write in the letters below for your 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> choices, or circle „NONE?.]**

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_ 4<sup>th</sup>: \_\_\_\_\_ NONE

**17. Please rate your satisfaction on a scale of 5 to 1, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied”, with the overall value your household receives from the Columbia Parks and Recreation Department.**

- |   |  |
|---|--|
| <input type="checkbox"/> (5) Very Satisfied     | <input type="checkbox"/> (2) Somewhat Dissatisfied |
| <input type="checkbox"/> (4) Somewhat Satisfied | <input type="checkbox"/> (1) Very Dissatisfied     |
| <input type="checkbox"/> (3) Neutral            | <input type="checkbox"/> (9) Don?t Know            |

**18. Funding for capital improvements for parks, trails, recreation facilities and green space preservation comes from a dedicated 1/8-cent Park Sales Tax that was approved by voters in 2000 for a 5 year period and was renewed in 2005 for an additional 5 years. This tax amounts to 12.5-cents for every \$100 spent and is scheduled to expire March 2011. A vote to renew will not increase your taxes.**

**Renewing the tax at its current rate would allow Columbia to continue to protect open space, acquire and develop parkland, and renovate and maintain the condition of existing parks, trails, and recreation facilities. Knowing this, how supportive are you of renewing the 1/8-cent Park Sales Tax for the same period of five years?**

- |  |   |
|--|---|
| <input type="checkbox"/> (1) Very supportive     | <input type="checkbox"/> (3) Not sure       |
| <input type="checkbox"/> (2) Somewhat supportive | <input type="checkbox"/> (4) Not supportive |

**19. The current 1/8-cent Park Sales Tax was passed for a five year period. The longer the funding period, the more improvements can be made to the parks and recreation system, including open space preservation. Knowing that, how supportive would you be of renewing the 1/8-cent Park Sales Tax for a ten (10) year period?**

- |  |
|--|
| <input type="checkbox"/> (1) Very supportive     |
| <input type="checkbox"/> (2) Somewhat supportive |
| <input type="checkbox"/> (3) Not sure            |
| <input type="checkbox"/> (4) Not supportive      |

**20. From the following options, how high of a priority do you feel city officials should place on maintaining the conditions of the existing parks, trails and recreation facilities in the Columbia Parks & Recreation system?**

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> (1) Very high priority | <input type="checkbox"/> (3) Medium priority | <input type="checkbox"/> (5) Very low priority |
| <input type="checkbox"/> (2) High priority      | <input type="checkbox"/> (4) Low priority    |  |

**21. City officials want to know how you want to see the Park Sales Tax dollars spent. On the items listed below, please indicate how you would appropriate \$100 of the Park Sales Tax. (You may assign \$0 to any item, if you choose.)**

- \$ \_\_\_\_\_ Acquiring, protecting and preserving parks, green space and stream corridors
- \$ \_\_\_\_\_ Maintaining condition of existing parks, trails, and facilities
- \$ \_\_\_\_\_ Trails– new construction, improvements, acquisition, and connections
- \$ \_\_\_\_\_ New park/facility development
- \$ 100 TOTAL**

**22. During the past 12 months, have you and your family changed how much you make use of public parks, playgrounds, pools or other recreation facilities? (Check one)**

- \_\_\_\_ (1) We use public parks and facilities the same amount as in the past
- \_\_\_\_ (2) We make greater use of public parks and facilities
- \_\_\_\_ (3) We make less use of public parks and facilities
- \_\_\_\_ (4) We didn't use public parks and facilities before
- \_\_\_\_ (5) We don't use public parks and facilities now

**Demographics**

**23. Counting yourself, how many people in your household are:**

- |                     |                     |                     |                 |
|---------------------|---------------------|---------------------|-----------------|
| Under 5 years _____ | 15 – 19 years _____ | 35 – 44 years _____ | 65+ years _____ |
| 5 – 9 years _____   | 20 – 24 years _____ | 45 – 54 years _____ |                 |
| 10 – 14 years _____ | 25 – 34 years _____ | 55 – 64 years _____ |                 |

**24. How would you describe your race/ethnicity (please check all that apply):**

- |                                 |                                 |
|---------------------------------|---------------------------------|
| ____ (1) White                  | ____ (4) American Indian/Eskimo |
| ____ (2) Hispanic               | ____ (5) Black/African American |
| ____ (3) Asian/Pacific Islander | ____ (6) Other _____            |

**25. What is your age? \_\_\_\_\_**

**26. Your gender: \_\_\_\_\_ (1) Male      \_\_\_\_\_ (2) Female**

**27. What is your home zip code? \_\_\_\_\_**

**28. How many members of your household are registered voters? \_\_\_\_\_**

**29. What comes to mind when you hear “Columbia Parks and Recreation”?**

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**This concludes the survey. Thank you for your time.**

Please Return Your Completed Survey in the Enclosed Return-Reply Envelope Addressed to: ETC  
Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your response will remain completely confidential.  
The address information on the sticker to the right will  
ONLY be used to help identify areas with special interests

# Parks and Recreation Needs Assessment: 2011 Park/Recreation User Survey

## *Findings Summary*



Prepared by:

**Sonja A. Wilhelm Stanis, Ph.D.; Hua Bai, M.S.; and Laura Thal, B.S.**  
**Department of Parks, Recreation and Tourism, University of Missouri**

December 2012



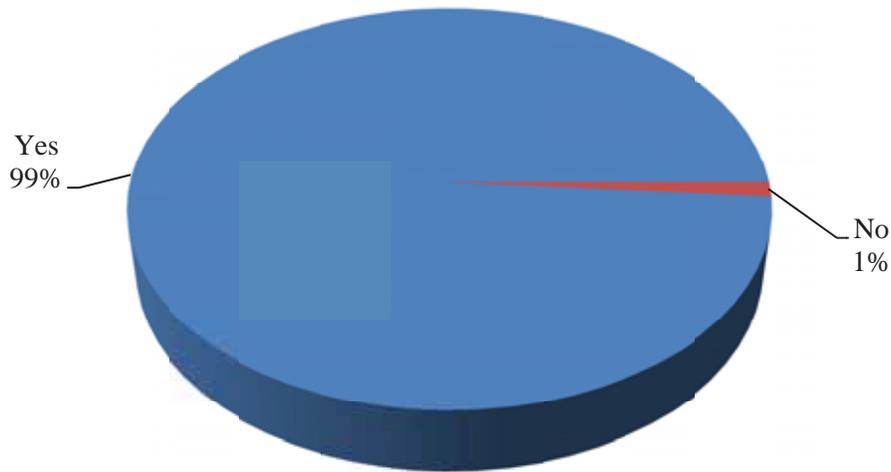
Department of Parks, Recreation & Tourism  
School of Natural Resources  
University of Missouri

**Charts and Graphs**

**2011 Park/Recreation User Survey**

**Figure 1a. Have you or members of your households visited any of the City of Columbia's parks during the past year?**

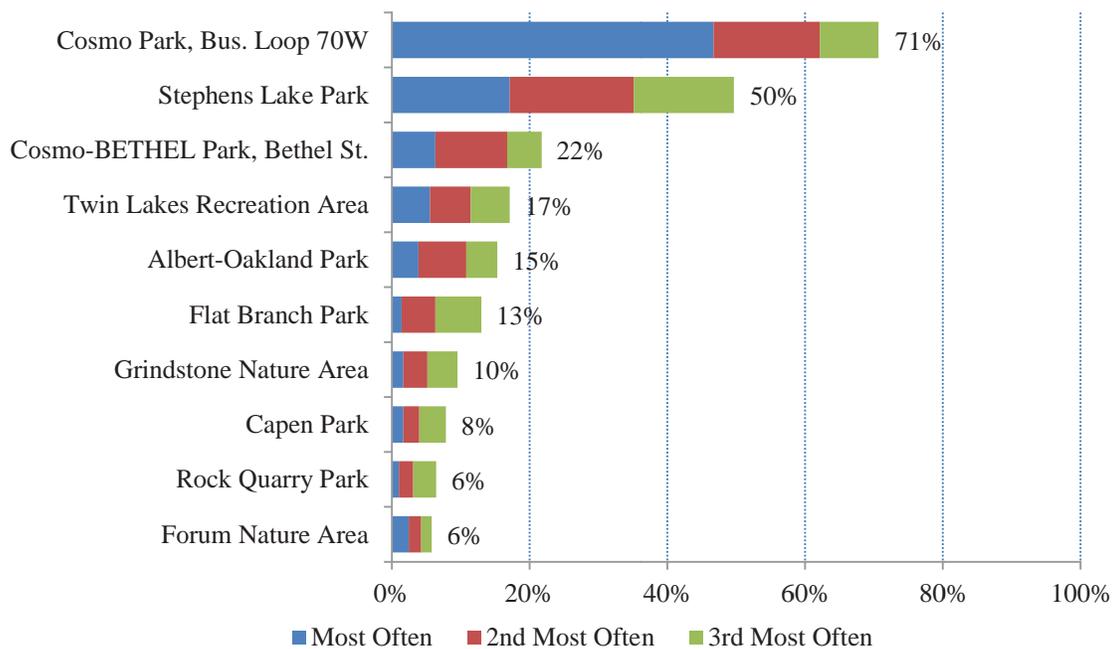
by percentage of respondents



Source: 2011 CPRD User Survey

**Figure 1b. Parks that households visit most often (top 10 shown)**

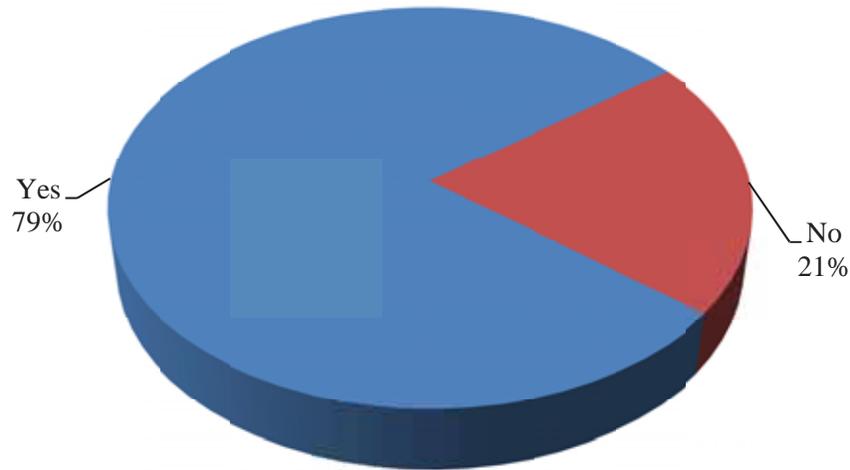
by percentage of respondents visited in the past year



Source: 2011 CPRD User Survey

**Figure 2a. Have you or members of your households visited any of the City of Columbia's trails during the past year?**

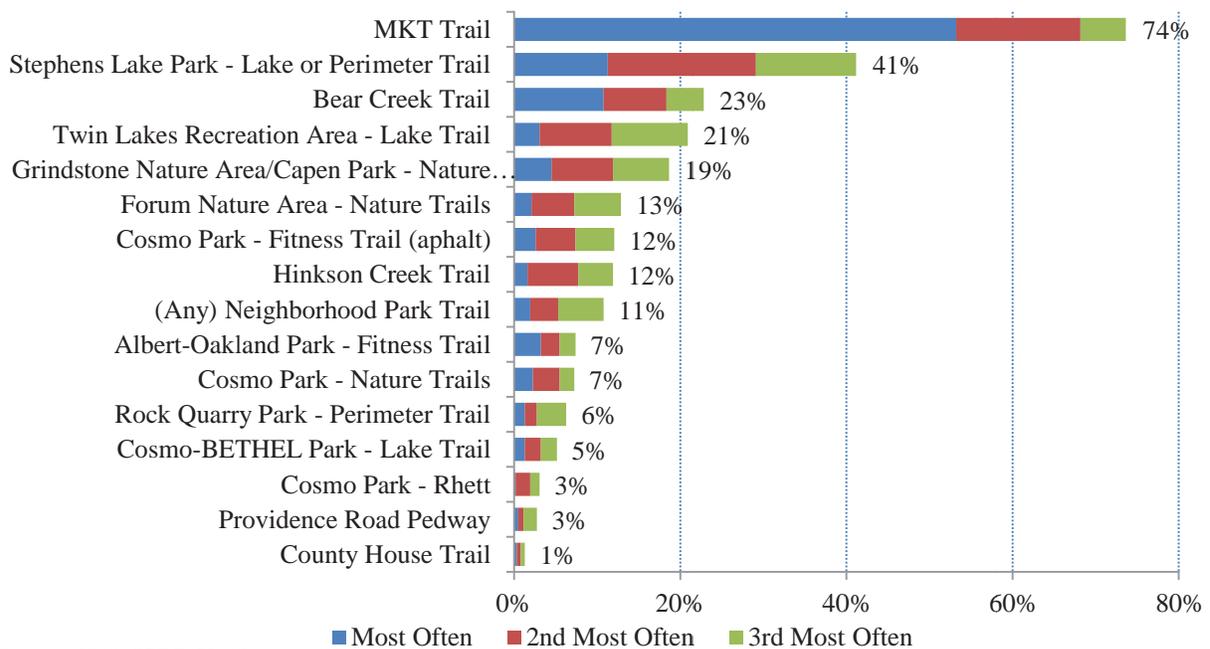
by percentage of respondents



Source: 2011 CPRD User Survey

**Figure 2b. Parks and Recreation trails that households visit most often**

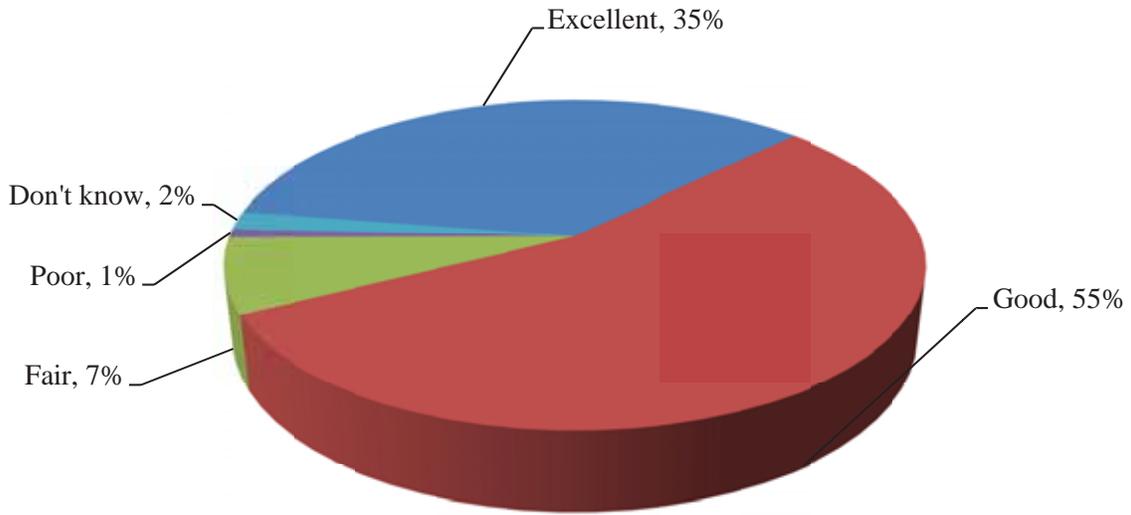
by percentage of respondents visited in the past year



Source: 2011 CPRD User Survey

**Figure 3. Overall, how would you rate the physical condition of all the City of Columbia's parks/trails you have visited?**

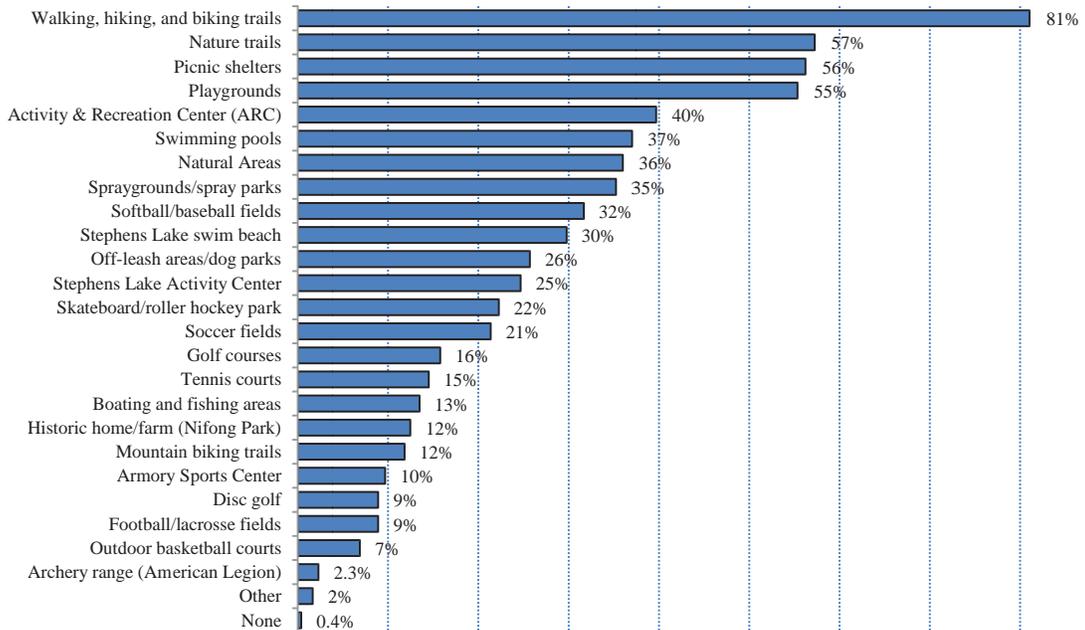
by percentage of respondents



Source: 2011 CPRD User Survey

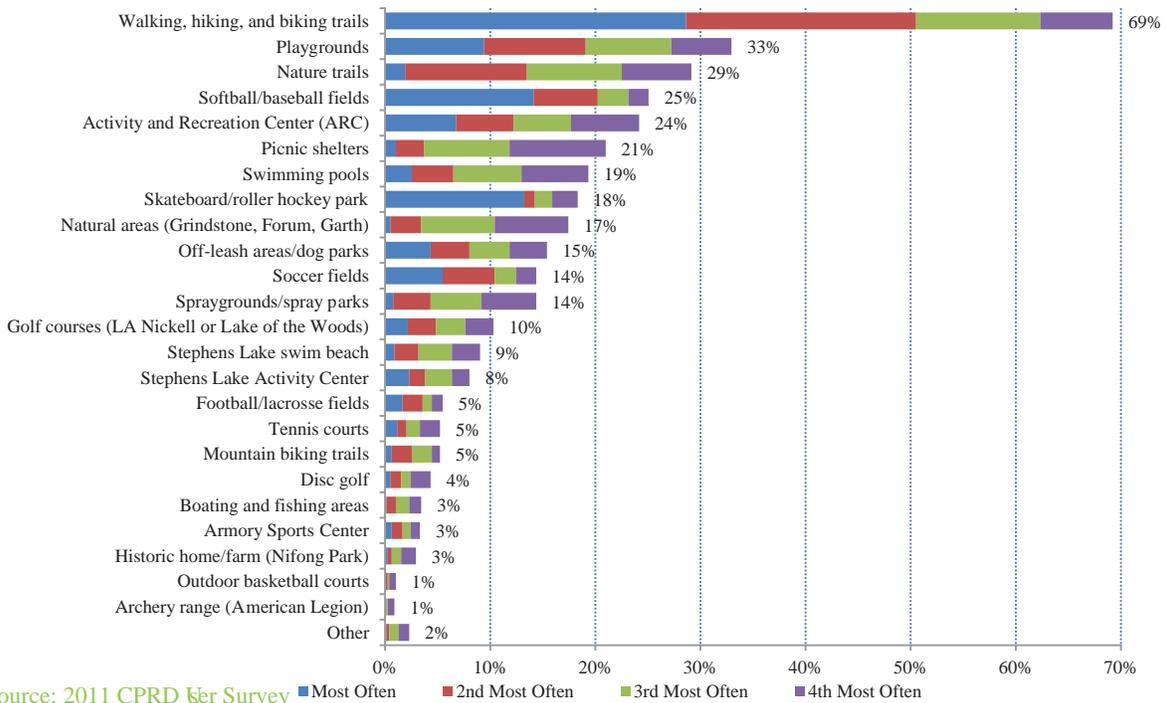
**Figure 4a. City of Columbia parks and recreation facilities that households have visited over the past 12 months**

by percentage of respondents

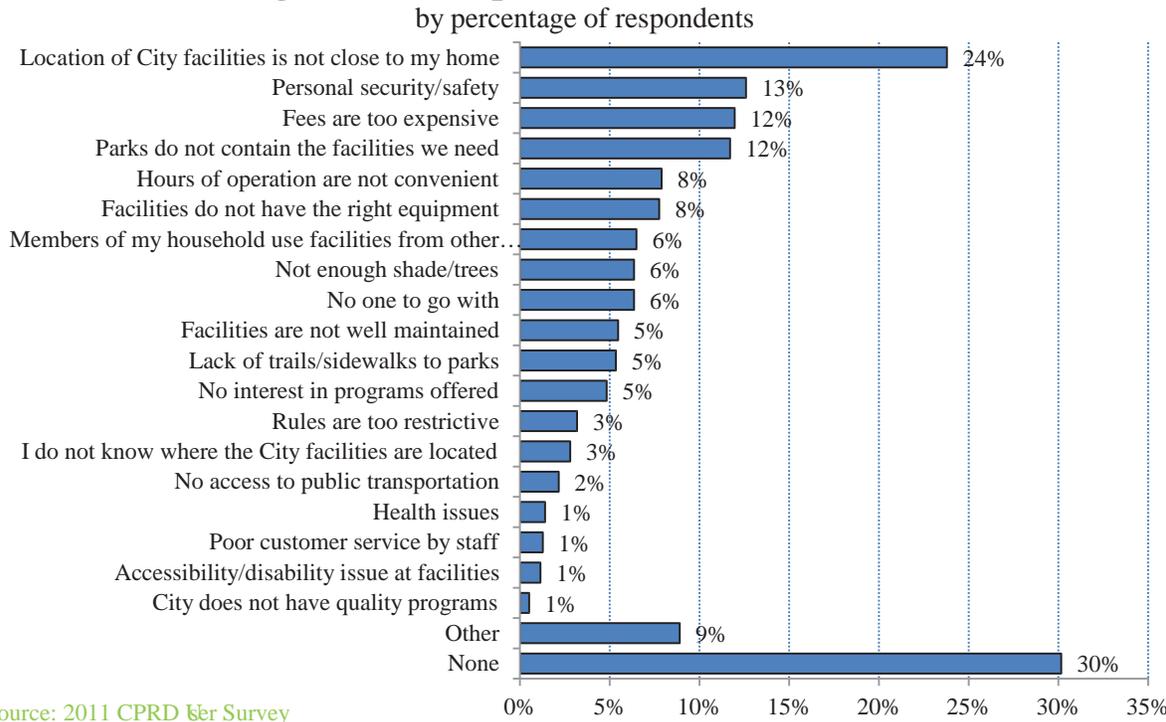


Source: 2011 CPRD User Survey

**Figure 4b. Parks and recreation facilities that households visit most often by percentage of respondents**

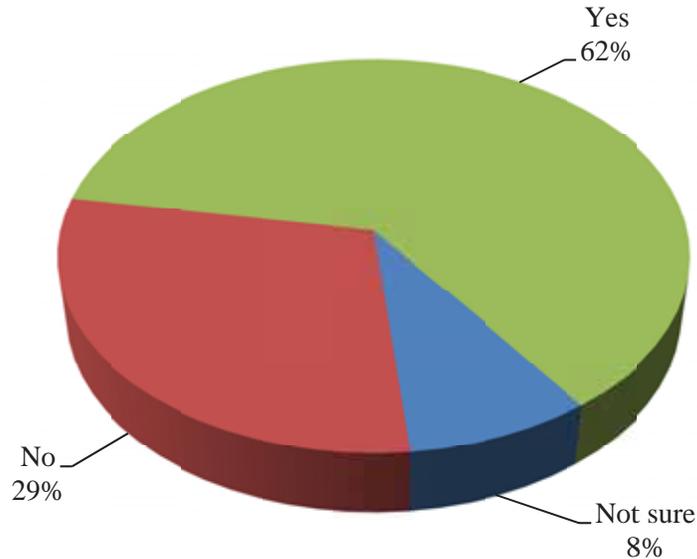


**Figure 5. Reasons that prevent households from using Columbia's parks and recreation facilities**



**Figure 6. Do you feel there are sufficient parks and green spaces areas within walking distance of your residence?**

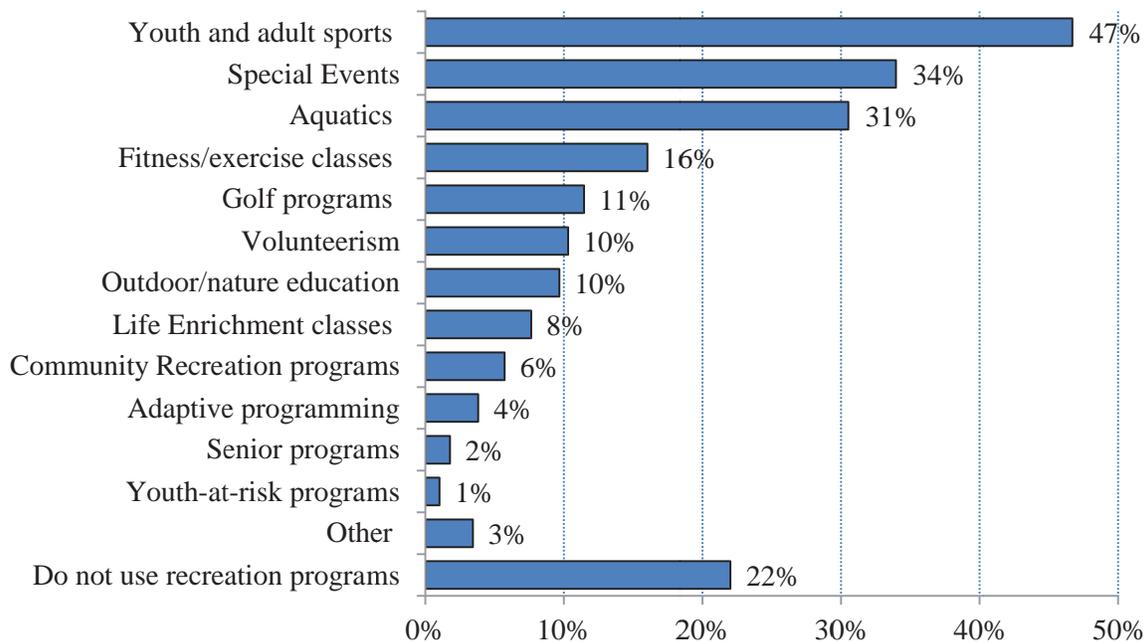
by percentage of respondents



Source: 2011 CPRD User Survey

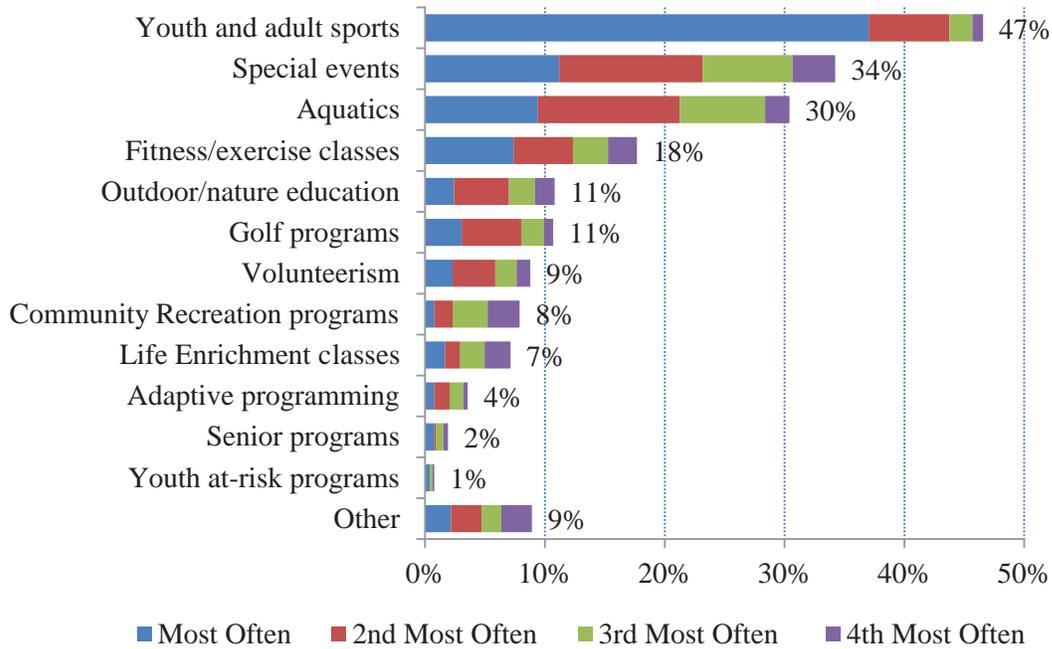
**Figure 7a. City of Columbia parks and recreation programs that households have participated over the past 12 months**

by percentage of respondents (multiple choices could be made)



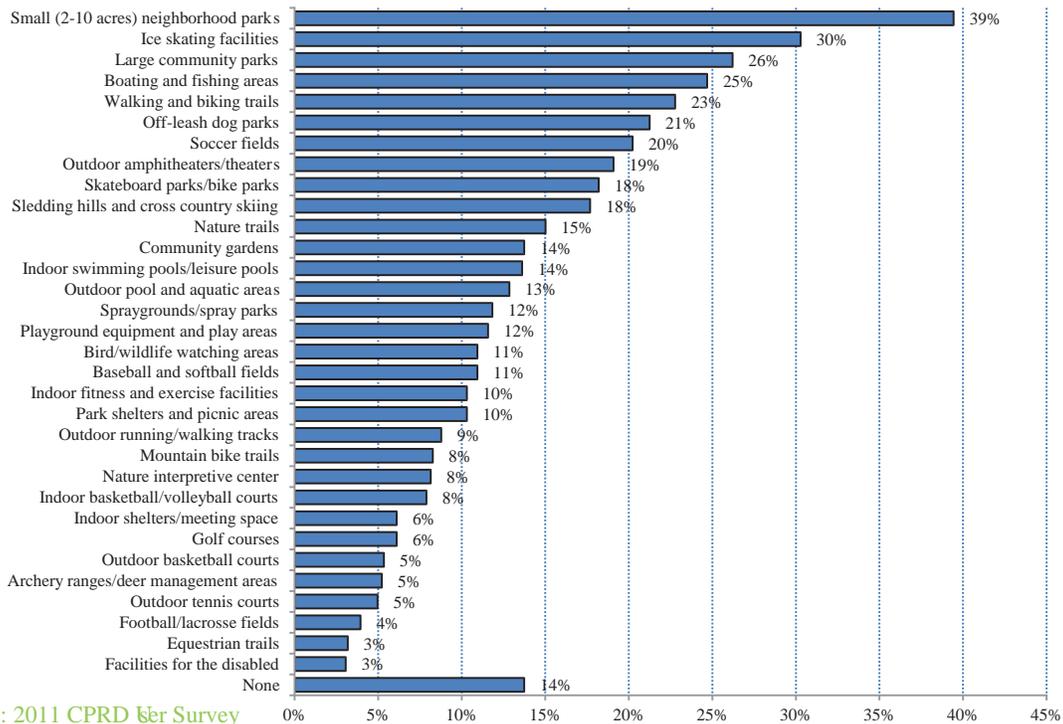
Source: 2011 CPRD User Survey

**Figure 7b. Parks and recreation programs that households visit most often**  
by percentage of respondents



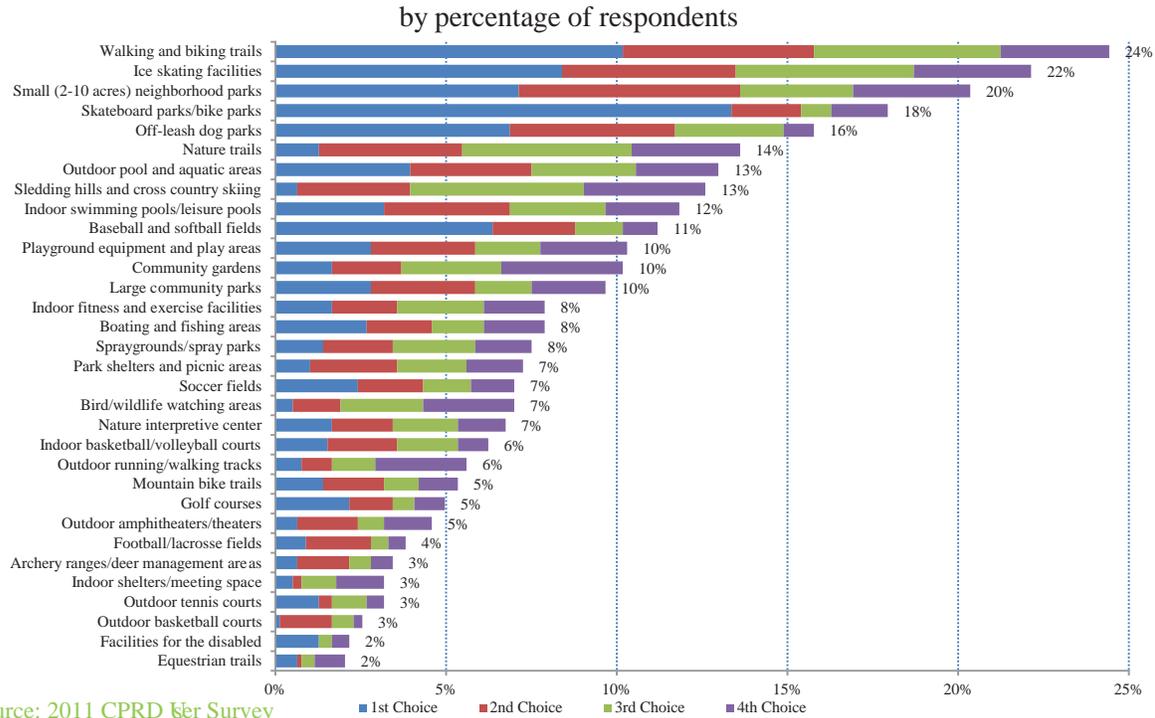
Source: 2011 CPRD User Survey

**Figure 8. Need for more parks and recreation facilities**  
by percentage of respondents



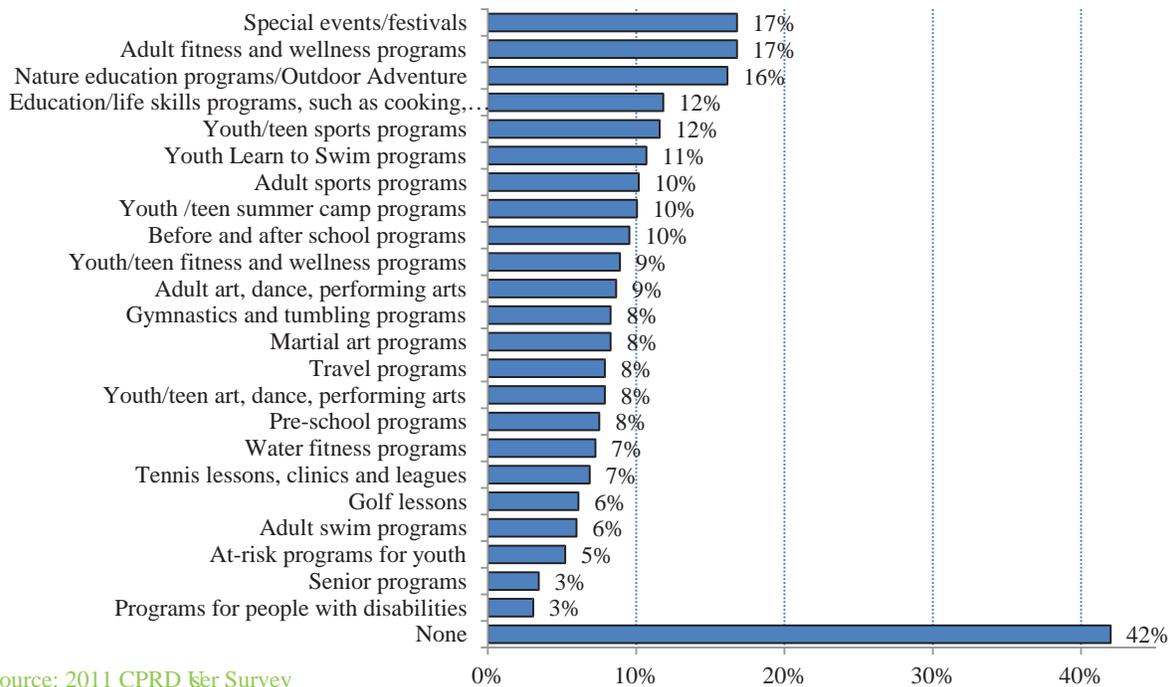
Source: 2011 CPRD User Survey

**Figure 9. Which four of the facilities are most important to your household regardless of how often you utilize it?**



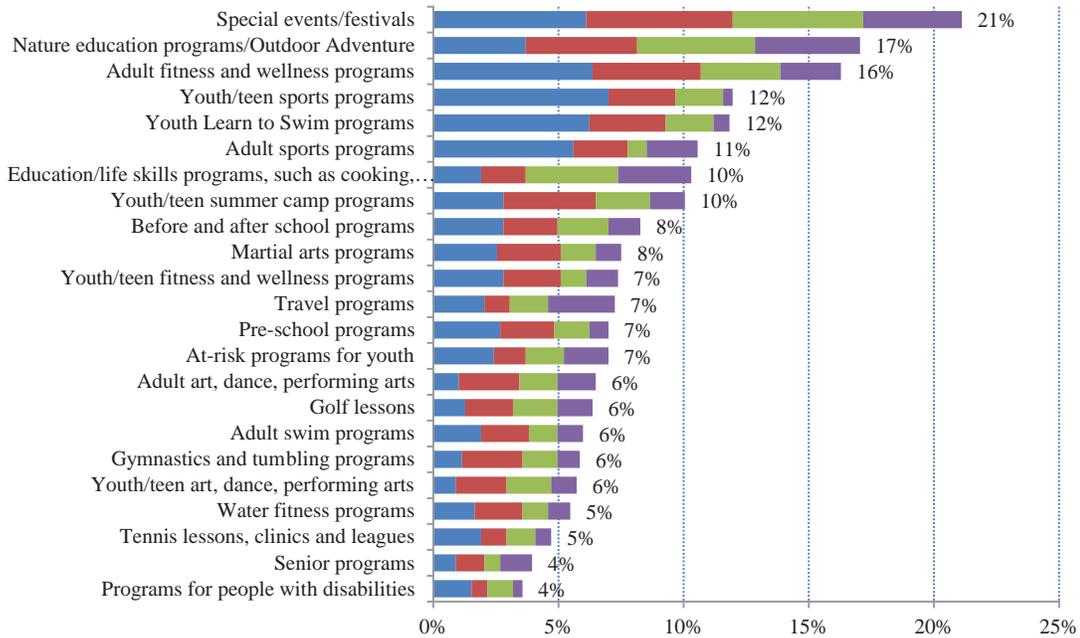
**Figure 10. Households that have a need for more recreation programs**

by percentage of respondents (multiple choices could be made)



**Figure 11. Which four of the programs are most important to your household regardless of how often you participate?**

by percentage of respondents

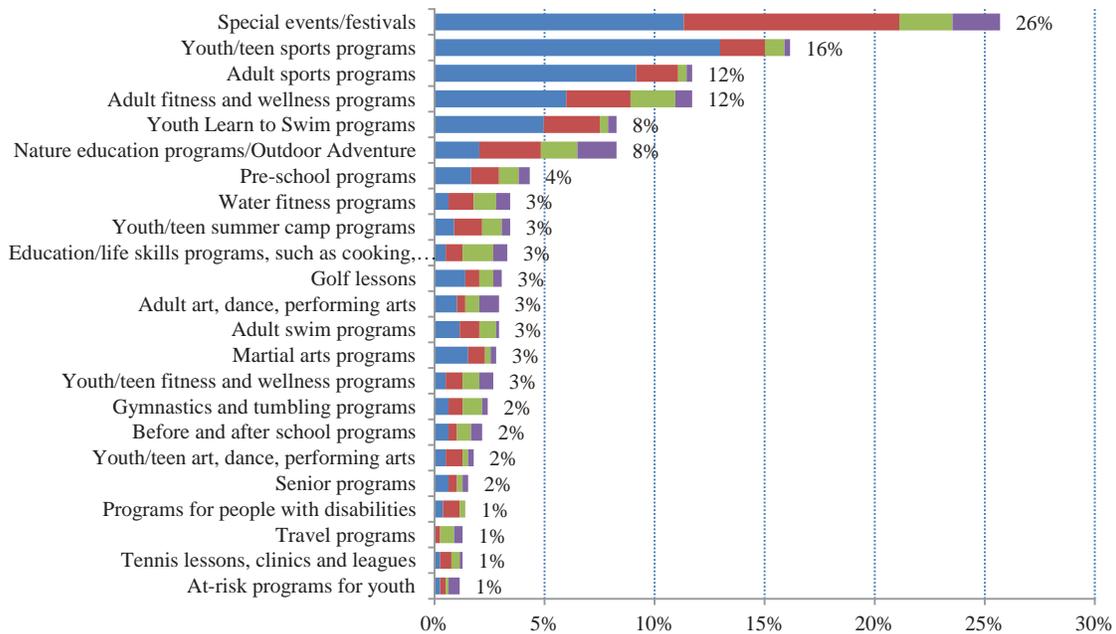


Source: 2011 CPRD User Survey

■ 1st Choice ■ 2nd Choice ■ 3rd Choice ■ 4th Choice

**Figure 12. Which programs do you currently participate in most often at Columbia's parks and recreation facilities**

by percentage of respondents

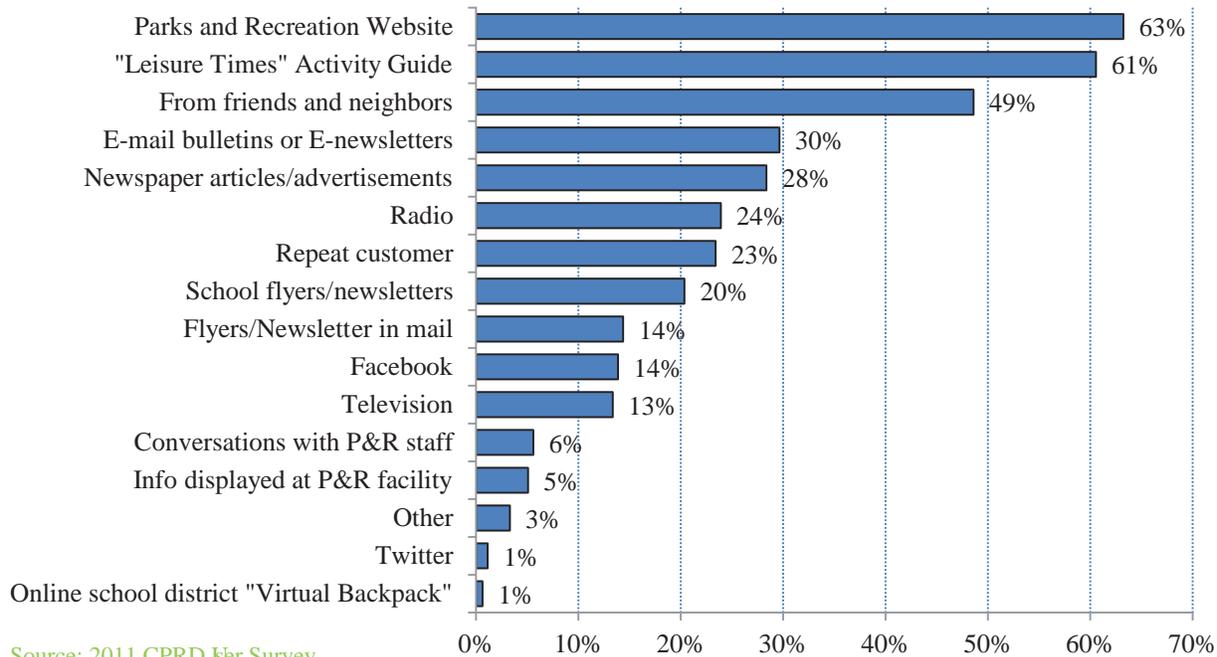


Source: 2011 CPRD User Survey

■ 1st Choice ■ 2nd Choice ■ 3rd Choice ■ 4th Choice

**Figure 13. Ways respondents learn about City of Columbia Parks and Recreation Department programs and activities**

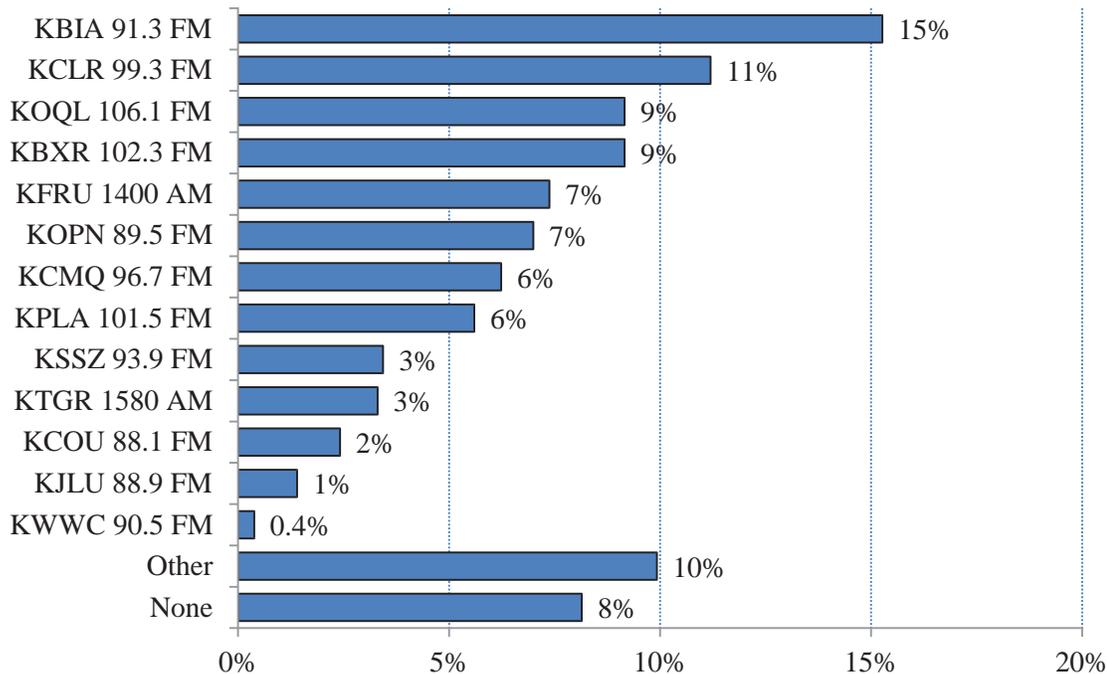
by percentage of respondents



Source: 2011 CPRD User Survey

**Figure 14. What one radio station do you listen to the most?**

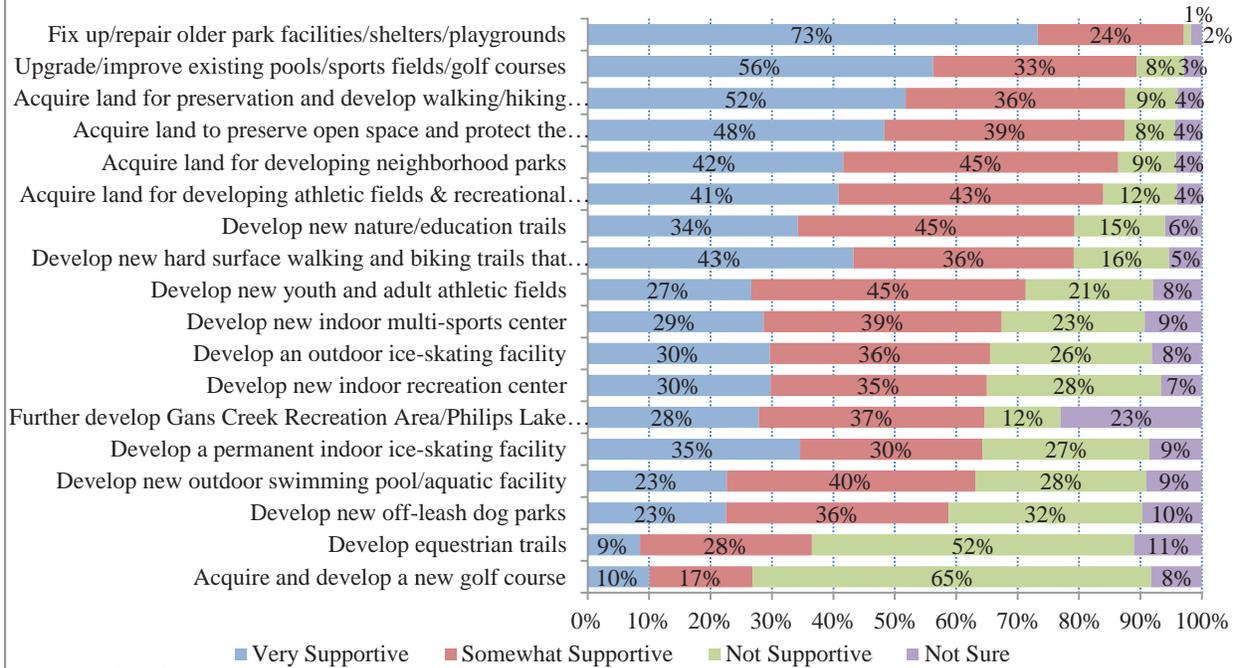
by percentage of respondents



Source: 2011 CPRD User Survey

**Figure 15. Indicate support for various actions to improve the parks and recreation system**

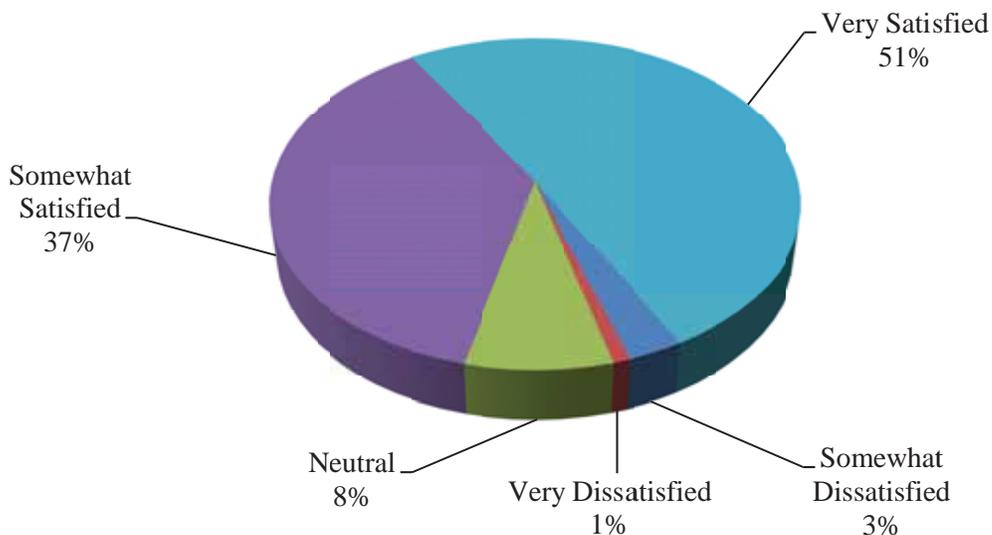
by percentage of respondents



Source: 2011 CPRD User Survey

**Figure 16. Level of satisfaction with the overall value households receive from the Columbia Parks and Recreation Department**

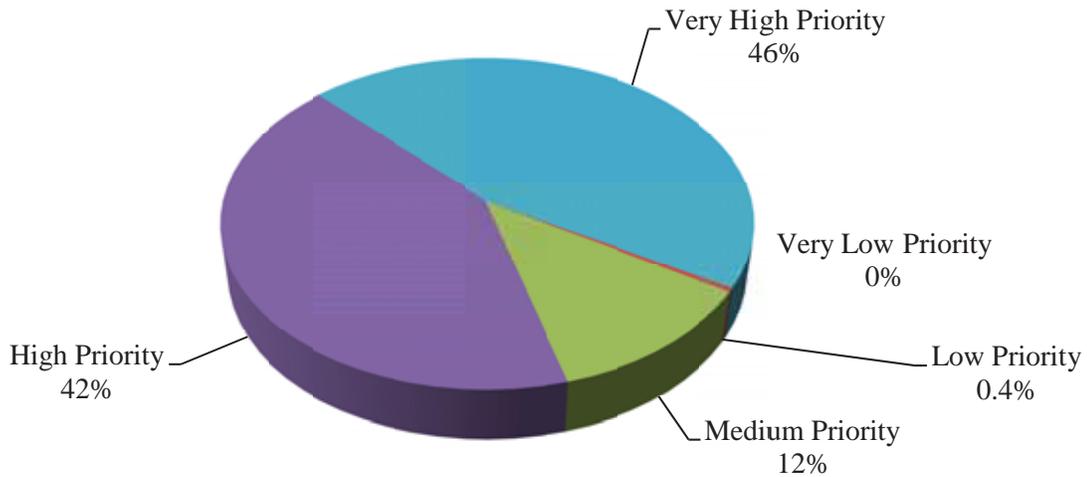
by percentage of respondents



Source: 2011 CPRD User Survey

**Figure 17. How high of a priority do you feel city officials should place on maintaining the condition of existing facilities?**

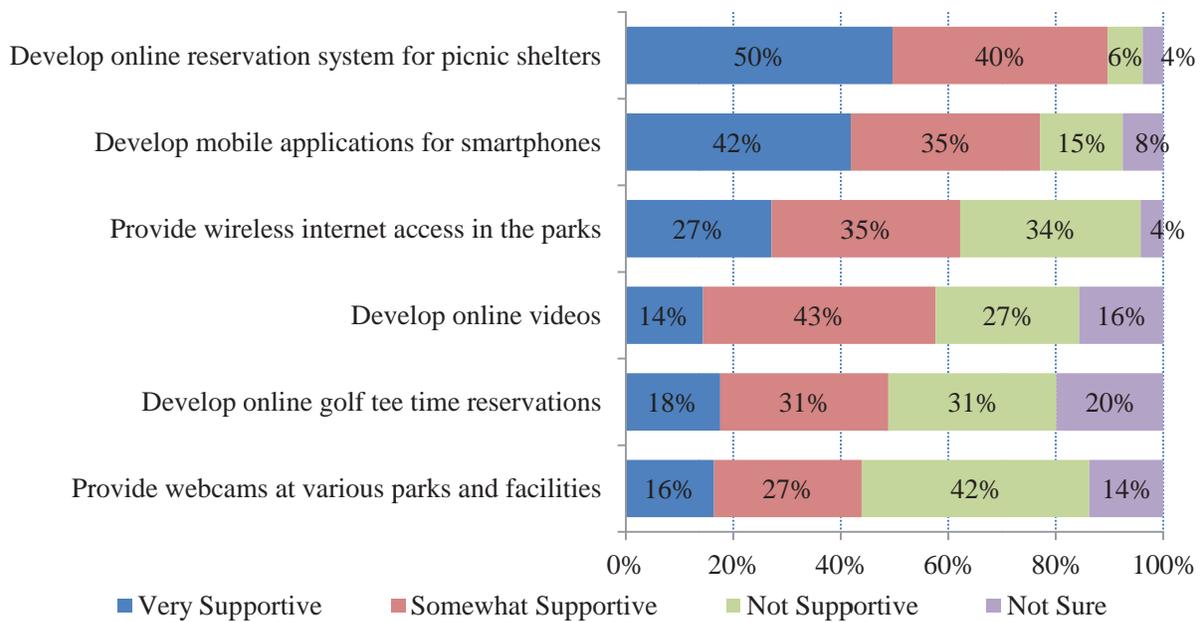
by percentage of respondents



Source: 2011 CPRD User Survey

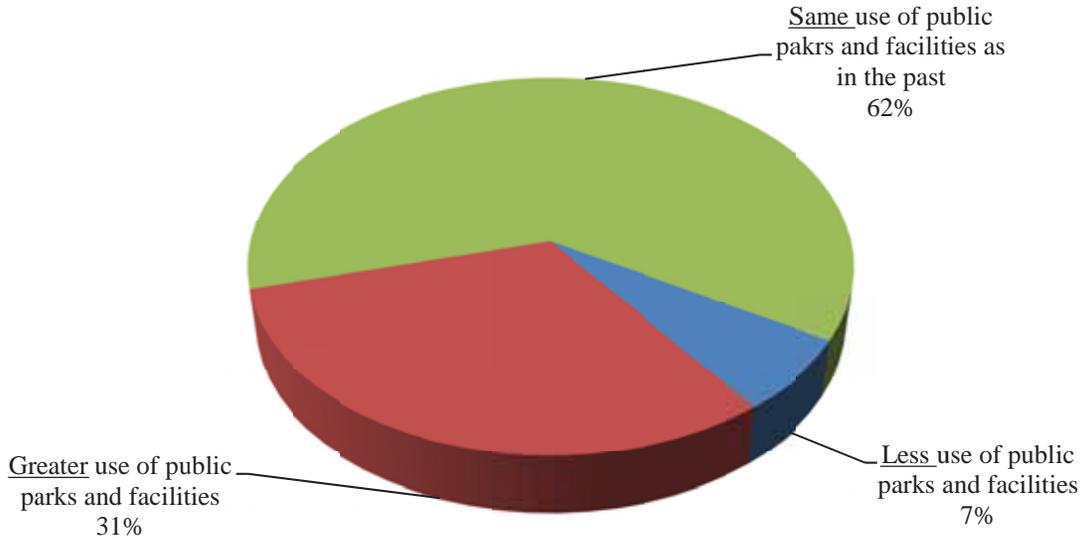
**Figure 18. Indicate level of support for various actions to improve technology within the parks and recreation system**

by percentage of respondents



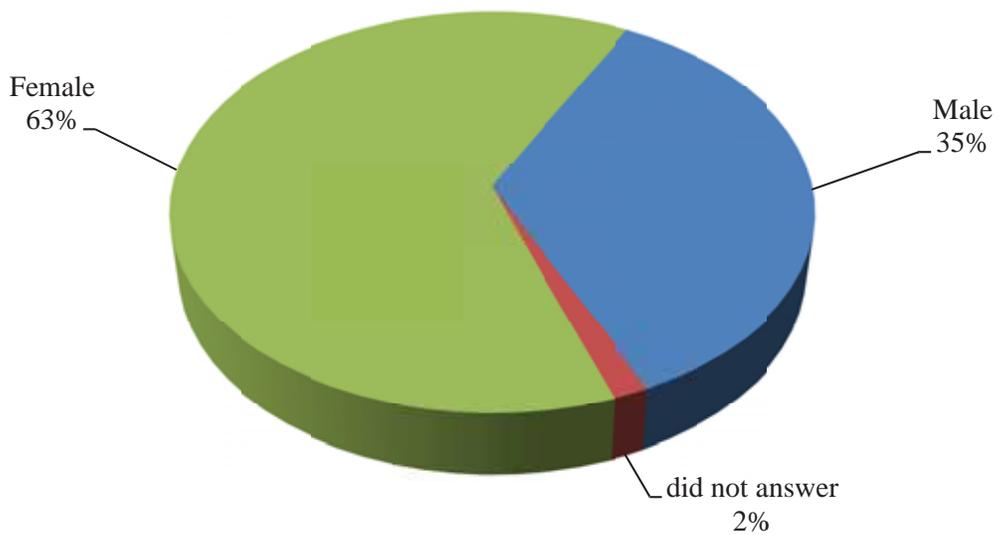
Source: 2011 CPRD User Survey

**Figure 19. During the past 12 months, have you and your family changed how much you make use of public parks, playgrounds, pools or other recreation facilities?**  
by percentage of respondents



Source: 2011 CPRD User Survey

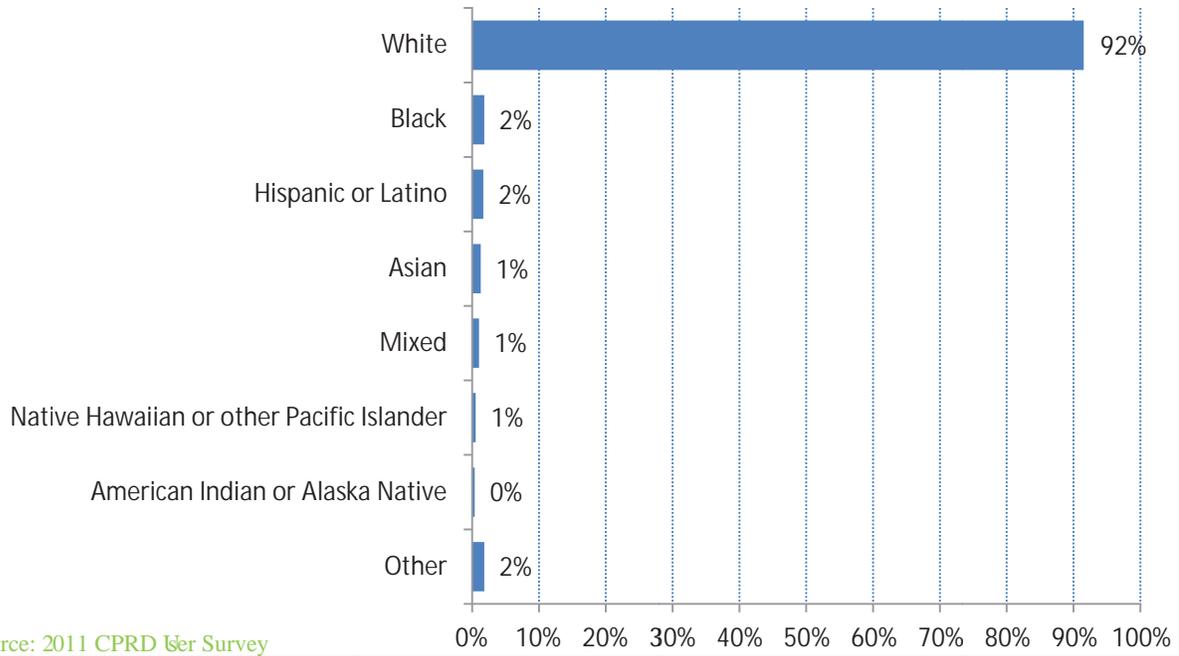
**Figure 20a. Demographics: Gender**  
by percentage of respondents



Source: 2011 CPRD User Survey

**Figure 20b. Demographics: Race/Ethnicity**

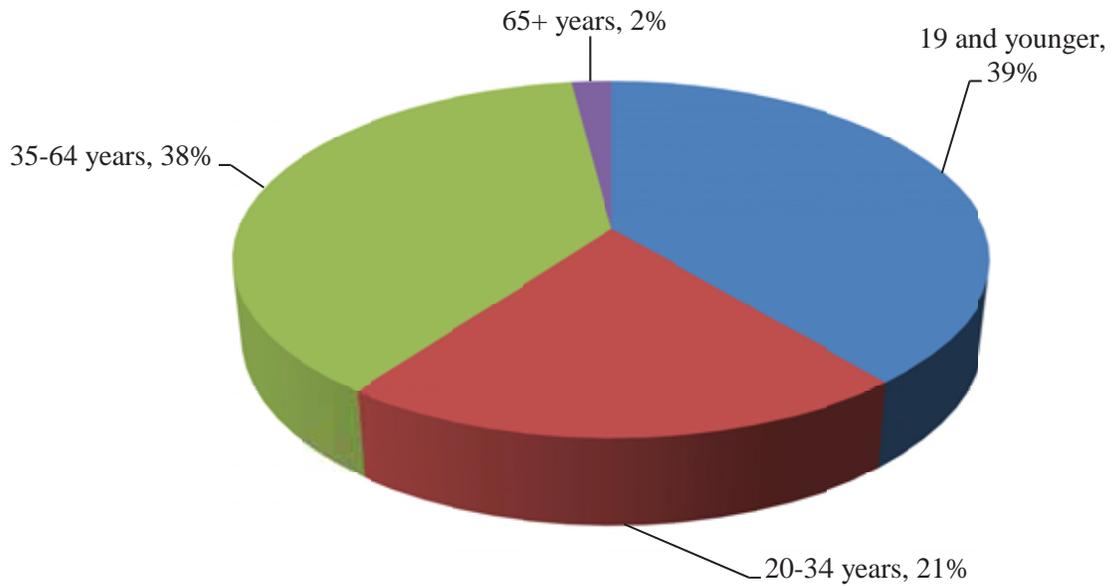
by percentage of respondents



Source: 2011 CPRD User Survey

**Figure 20c. Demographics: Ages of people in household in group**

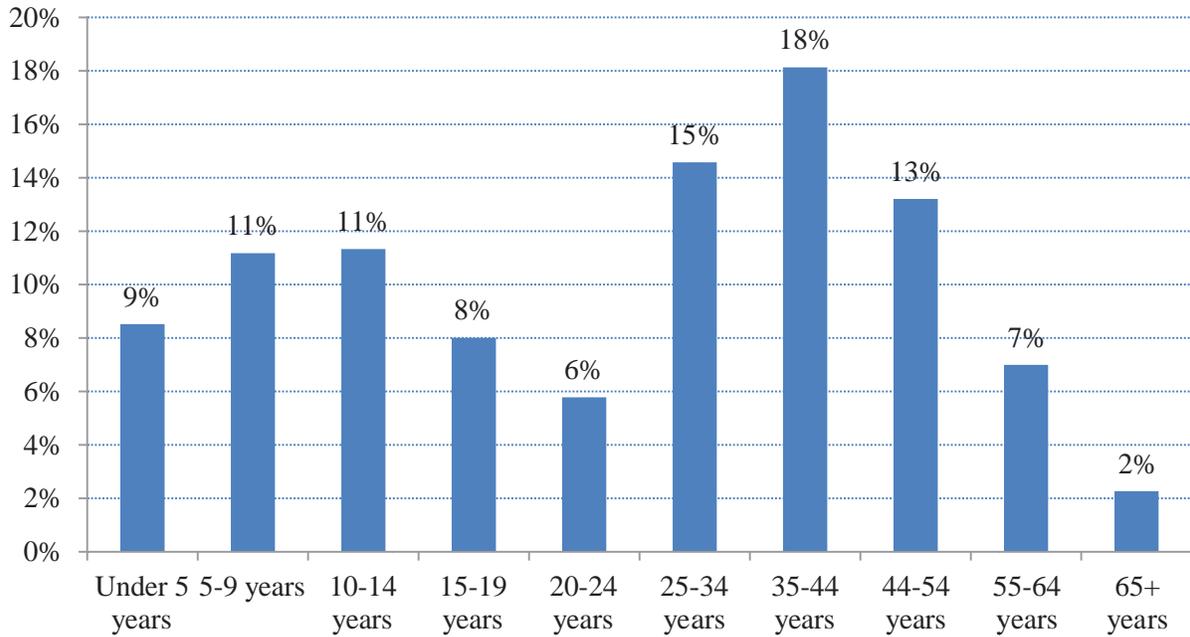
by percentage of respondents



Source: 2011 CPRD User Survey

**Figure 20d. Demographics: Ages of people in household**

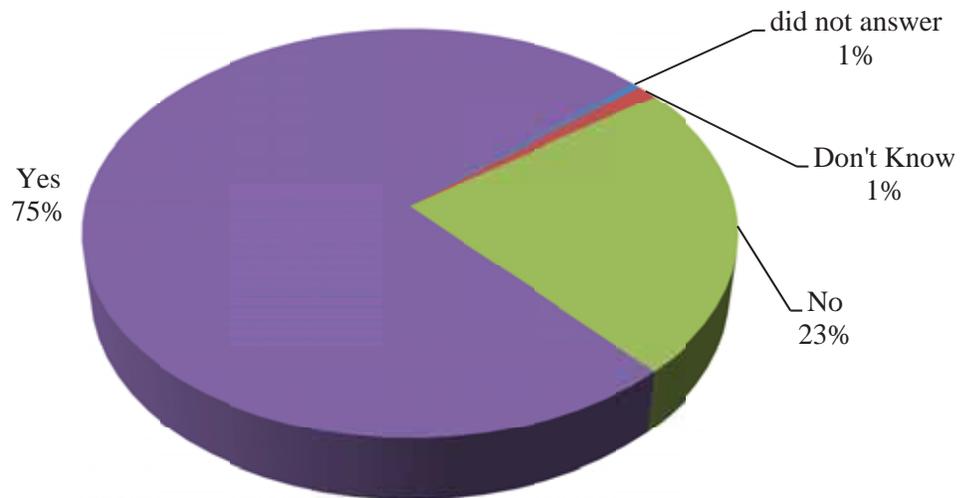
by percentage of respondents



Source: 2011 CPRD User Survey

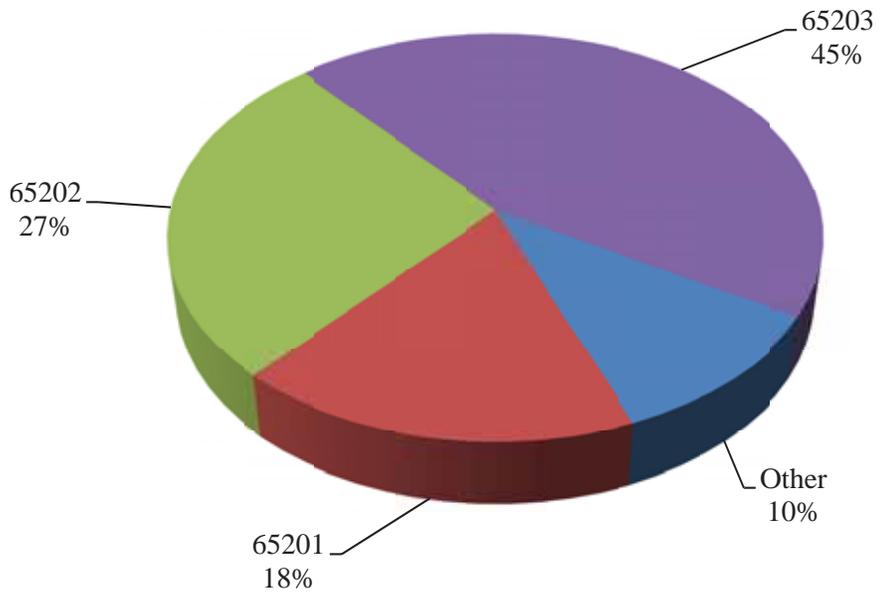
**Figure 20e. Demographics: Live Within City Limits**

by percentage of respondents



Source: 2011 CPRD User Survey

**Figure 20f. Demographics: What is your home zip code?**  
by percentage of respondents



Source: 2011 CPRD User Survey

## Email Sent to Sports Listserv Members

Dear Sports Listserv Members,

**No cancellations today, we just need your help!!!**

Our department is in the process of updating our 2002 Comprehensive City Park, Recreation, and Open Space Master Plan. This update will assist our department in prioritizing individual park master plans for new development of the recently acquired **Philips Lake, Gans Creek Recreation Area, Atkins Park**, as well as other properties.

We're not forgetting about our existing parks and facilities as that's very important to us. Information generated from this survey will be used to develop a list of priorities for improvements to existing parks, facilities and sports fields.

**As a user of our sports facilities, we want to know what you think.** Listed below is a link that will take you to our survey site. This survey will take 10-15 minutes to complete. Items with an asterisk (\*) are required fields.

As a "thank you" for taking the time to fill out the survey, you will have the opportunity at the end of the survey to enter for a drawing to win one of four \$50 Parks and Recreation Gift Certificates to be awarded to survey responders.

Remember, this survey is only being sent to our current users so what you think is really valuable to us. Thanks!

**The survey will be available until 12:00 midnight, Friday, December 2.**

Please help our department plan programs and facilities that YOU want!!!

Here's the link to the survey site:

<https://www.gocolumbiamo.com/CMS/WebForms/form.php?formid=91>

## **Email sent to Webmail and Non-Sports Listserv Members**

Dear Parks & Recreation Users,

Our department is in the process of updating our 2002 Comprehensive City Park, Recreation, and Open Space Master Plan. This update will assist our department in prioritizing individual park master plans for new development of the recently acquired **Philips Lake, Gans Creek Recreation Area, Atkins Park,** as well as other properties.

We're not forgetting about our existing parks and facilities as that's very important to us. Information generated from this survey will be used to develop a list of priorities for improvements to existing parks, facilities and sports fields.

**As a user of our parks, trails and facilities, we want to know what you think.** Listed below is a link that will take you to our survey site. This survey will take 10-15 minutes to complete. Items with an asterisk (\*) are required fields.

As a "thank you" for taking the time to fill out the survey, you will have the opportunity at the end of the survey to enter for a drawing to win one of four \$50 Parks and Recreation Gift Certificates to be awarded to survey responders.

Remember, this survey is only being sent to our current users so what you think is really valuable to us. Thanks!

**The survey will be available until 12:00 midnight, Friday, December 2.**

Please help our department plan programs and facilities that YOU want!!!

Here's the link to the survey site:

<https://www.gocolumbiamo.com/CMS/WebForms/form.php?formid=91>

## 2011 PARKS AND RECREATION USER SURVEY

The Columbia Parks and Recreation Department would like your input to help determine park and recreation priorities and management strategies for the next ten-year *Parks, Recreation and Open Space Master Plan*. This survey will take 10 – 15 minutes to complete. We greatly appreciate your time.

1. Have you or members of your household visited any of City of Columbia’s PARKS during the past year?

- Yes (if Yes, go to Question 1a)  
 No (if No, go to Question 2)

1a. Which three parks do you visit most often?

1<sup>st</sup> Most Often: \_\_\_\_\_ 2<sup>nd</sup> Most Often: \_\_\_\_\_ 3<sup>rd</sup> Most Often: \_\_\_\_\_

(Note: Cosmo Park is on Business Loop 70 & Cosmo-Bethel is by Rock Bridge High School)

2. Have you or members of your household visited any of City of Columbia’s TRAILS during the past year?

- Yes (if Yes, go to Question 2a)  
 No (if No, go to Question 3)

2a. Which three trails do you visit most often?

Most Often: \_\_\_\_\_ 2<sup>nd</sup> Most Often: \_\_\_\_\_ 3<sup>rd</sup> Most Often: \_\_\_\_\_

3. Overall, how would you rate the physical condition of ALL City of Columbia’s parks/trails you have visited?

- Excellent                       Fair                       Don't know  
 Good                                 Poor

4. From the following list, please check ALL of City of Columbia’s parks and recreation facilities you or members of your household have used or visited over the past 12 months.

- |  |  |
|--|--|
| <input type="checkbox"/> (01) Walking, hiking, and biking trails | <input type="checkbox"/> (14) Archery range (American Legion)                |
| <input type="checkbox"/> (02) Nature trails                      | <input type="checkbox"/> (15) Football/lacrosse fields                       |
| <input type="checkbox"/> (03) Mountain biking trails             | <input type="checkbox"/> (16) Softball/baseball fields                       |
| <input type="checkbox"/> (04) Playgrounds                        | <input type="checkbox"/> (17) Soccer fields                                  |
| <input type="checkbox"/> (05) Swimming pools                     | <input type="checkbox"/> (18) Natural areas (Grindstone, Forum, Garth)       |
| <input type="checkbox"/> (06) Spraygrounds/spray parks           | <input type="checkbox"/> (19) Activity & Recreation Center (ARC)             |
| <input type="checkbox"/> (07) Boating and fishing areas          | <input type="checkbox"/> (20) Armory Sports Center                           |
| <input type="checkbox"/> (08) Stephens Lake swim beach           | <input type="checkbox"/> (21) Historic home/farm (Nifong Park)               |
| <input type="checkbox"/> (09) Off-leash areas/dog parks          | <input type="checkbox"/> (22) Disc golf                                      |
| <input type="checkbox"/> (10) Skateboard/roller hockey park      | <input type="checkbox"/> (23) Stephens Lake Activity Center                  |
| <input type="checkbox"/> (11) Picnic shelters                    | <input type="checkbox"/> (24) Golf courses (LA Nickell or Lake of Woods)     |
| <input type="checkbox"/> (12) Tennis courts                      | <input type="checkbox"/> (25) Other: _____                                   |
| <input type="checkbox"/> (13) Outdoor basketball courts          | <input type="checkbox"/> (26) None, we did not use any recreation facilities |

5. Which FOUR of the parks and recreation facilities listed in Question #4 do you and/or members of your household visit the most often? [Please write in the numbers below for your 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> choices using the numbers in Question #4 above, or circle NONE.]

1<sup>st</sup> Most Often                      2<sup>nd</sup> Most Often                      3<sup>rd</sup> Most Often                      4<sup>th</sup> Most Often                      NONE

**6. Please CHECK ALL the reasons that keep you or other members of your household from using Columbia's parks and recreation facilities:**

- |   |   |
|---|---|
| <input type="checkbox"/> (01) Parks do not contain the facilities we need                     | <input type="checkbox"/> (12) No interest in programs offered                     |
| <input type="checkbox"/> (02) Facilities do not have the right equipment                      | <input type="checkbox"/> (13) City does not have quality programs                 |
| <input type="checkbox"/> (03) Personal security/safety  | <input type="checkbox"/> (14) We are too busy                                     |
| <input type="checkbox"/> (04) Hours of operation are not convenient                           | <input type="checkbox"/> (15) No one to go with                                   |
| <input type="checkbox"/> (05) Location of City facilities is not close to my home             | <input type="checkbox"/> (16) I do not know where the City facilities are located |
| <input type="checkbox"/> (06) Members of my household use facilities from other organizations | <input type="checkbox"/> (17) Not enough shade/trees                              |
| <input type="checkbox"/> (07) No access to public transportation                              | <input type="checkbox"/> (18) Lack of trails/sidewalks to parks                   |
| <input type="checkbox"/> (08) Poor customer service by staff                                  | <input type="checkbox"/> (19) Accessibility/disability issue at facilities        |
| <input type="checkbox"/> (09) Fees are too expensive  | <input type="checkbox"/> (20) Health issues                                       |
| <input type="checkbox"/> (10) Rules are too restrictive                                       | <input type="checkbox"/> (21) None  |
| <input type="checkbox"/> (11) Facilities are not well maintained                              | <input type="checkbox"/> (22) Other: _____  |

**7. Do you feel that there are sufficient parks and green space areas within walking distance of your residence? [Please check ONE.]**

- Yes  
 No  
 Not sure

**8. From the following list, please check ALL the recreation programs you or members of your household have participated in over the past 12 months that are provided by the Columbia Parks and Recreation Dept.**

- (01) Youth and adult sports (e.g. leagues, tournaments, camps)  
 (02) Outdoor/nature education (e.g. Camp Adventure, Star Gazing, Canoeing, Caving)  
 (03) Special events (e.g. Halloween, Heritage Festival, Family Fun Fest, Movies, Douglass Park events)  
 (04) Adaptive programming (e.g. Special Olympics, sports, social activities, arts & crafts)  
 (05) Volunteerism (e.g. coaches, TreeKeepers, instructors, special events)  
 (06) Golf programs (e.g. open play, tournaments, lessons)  
 (07) Aquatics (e.g. open swim, swim lessons, fitness classes, birthday parties)  
 (08) Fitness/exercise classes (e.g. ARC classes, group instruction, personal training)  
 (09) Life Enrichment classes (e.g. crafts, trips, martial arts, dance, music, art, self improvement)  
 (10) Senior programs (e.g. social activities, crafts, trips, music, classes)  
 (11) Youth at-risk programs (e.g. Moonlight Hoops, Armory after school and youth groups)  
 (12) Community Recreation programs (Armory classes, movies, music, sports)  
 (13) Do not use recreation programs  
 (14) Other: \_\_\_\_\_

**9. Which FOUR of the Parks and Recreation programs listed in Question #8 do you and members of your household use most often? [Please write in the numbers below for your 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> choices using the numbers in Question #8 above, or circle 'NONE'.]**

\_\_\_\_\_ 1<sup>st</sup> Most Often      \_\_\_\_\_ 2<sup>nd</sup> Most Often      \_\_\_\_\_ 3<sup>rd</sup> Most Often      \_\_\_\_\_ 4<sup>th</sup> Most Often      NONE

10. Considering all parks and facilities available in Columbia, please indicate by circling YES or NO - if YOU or any member of your HOUSEHOLD has an additional need for more of each of the parks and recreation facilities listed below.

Type of Facility		Considering all parks and facilities currently available in Columbia, do you think we need MORE of each of the following?	
A.	Small (2-10 acres) neighborhood parks	Yes	No
B.	Large community parks	Yes	No
C.	Off-leash dog parks	Yes	No
D.	Boating and fishing areas	Yes	No
E.	Golf courses	Yes	No
F.	Outdoor amphitheatres/theaters	Yes	No
G.	Soccer fields	Yes	No
H.	Baseball and softball fields	Yes	No
I.	Football/lacrosse fields	Yes	No
J.	Outdoor pool and aquatic areas	Yes	No
K.	Spraygrounds/spray parks	Yes	No
L.	Playground equipment and play areas	Yes	No
M.	Park shelters and picnic areas	Yes	No
N.	Ice skating	Yes	No
O.	Outdoor basketball courts	Yes	No
P.	Mountain bike trails	Yes	No
Q.	Walking and biking trails	Yes	No
R.	Equestrian trails	Yes	No
S.	Nature interpretive center	Yes	No
T.	Nature trails	Yes	No
U.	Outdoor tennis courts	Yes	No
V.	Indoor basketball/volleyball courts	Yes	No
W.	Indoor shelters/meeting space	Yes	No
X.	Indoor swimming pools/leisure pools	Yes	No
Y.	Indoor fitness and exercise facilities	Yes	No
Z.	Outdoor running/walking tracks	Yes	No
AA.	Skateboard parks/bike parks	Yes	No
BB.	Sledding hills & cross country skiing	Yes	No
CC.	Archery ranges/deer management areas	Yes	No
DD.	Community gardens	Yes	No
EE.	Facilities for disabled	Yes	No
FF.	Bird/wildlife watching areas	Yes	No

11. Which **FOUR** of the facilities from the list in Question #10 are *most important* to your household regardless of how often you utilize it? [Using the number/letters in Question #10 above, please indicate your 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> choices, or circle 'NONE'.]

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_ 4<sup>th</sup>: \_\_\_\_\_ NONE

12. Considering all available recreation programs in Columbia, please indicate – by circling YES or NO – if YOU or any member of your HOUSEHOLD has an additional need for more of each of the recreation programs listed below:

Type of Program	Considering what is currently available in Columbia, do you think we need to offer MORE of the following ?	
	Yes	No
A. Youth Learn to Swim programs	Yes	No
B. Adult swim programs	Yes	No
C. Pre-school programs	Yes	No
D. Before and after school programs	Yes	No
E. Youth/teen summer camp programs	Yes	No
F. Youth/teen sports programs	Yes	No
G. Youth/teen fitness and wellness programs	Yes	No
H. Youth/teen art, dance, performing arts	Yes	No
I. Martial arts programs	Yes	No
J. Adult fitness and wellness programs	Yes	No
K. Water fitness programs	Yes	No
L. Tennis lessons, clinics and leagues	Yes	No
M. Adult art, dance, performing arts	Yes	No
N. Adult sports programs	Yes	No
O. Senior programs	Yes	No
P. Programs for people with disabilities	Yes	No
Q. Gymnastics and tumbling programs	Yes	No
R. Golf lessons	Yes	No
S. Special events/festivals	Yes	No
T. Nature education programs/Outdoor adventure	Yes	No
U. Education/Life skills programs such as cooking, budgeting, carpentry	Yes	No
V. Travel programs	Yes	No
W. At-risk programs for youth	Yes	No

13. Which **FOUR** of the programs from the list in Question #12 are *most important* to your household regardless of how often you participate? [Using the letters in Question #12 above, please indicate your 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> choices, or circle ‘NONE’.]

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_ 4<sup>th</sup>: \_\_\_\_\_ NONE

14. Which **FOUR** of the programs from the list in Question #12 *do you currently participate in MOST OFTEN at Columbia’s parks and recreation facilities?* [Using the letters in Question #12 above, please indicate your 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> choices, or circle ‘NONE’.]

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_ 4<sup>th</sup>: \_\_\_\_\_ NONE

**15. Please check ALL the ways you learn about Cdumbia Parks and Recreation Department programs and activities.**

- |  |  |
|--|--|
| ____(01) “Leisure Times” activity guide            | ____(09) Conversations with P&R staff      |
| ____(02) Parks & Recreation website                | ____(10) Facebook                          |
| ____(03) Newspaper articles/advertisements         | ____(11) Twitter                           |
| ____(04) Radio                                     | ____(12) Flyers/newsletters in mail        |
| ____(05) Television                                | ____(13) E-mail bulletins or E-newsletters |
| ____(06) From friends and neighbors                | ____(14) Repeat customer                   |
| ____(07) School flyers/newsletters                 | ____(15) Info displayed at P&R facility    |
| ____(08) Online school district “Virtual Backpack” | ____(16) Other:_____                       |

**16. What one radio station do you listen to most?** \_\_\_\_\_

**17. Listed below are actions the City of Columbiacould take to improve the parks and recreation system Please indicate whether you would be very supportive, somewhat supportive, ornot supportive of each action.**

<u><i>How supportive are you of having Columbia:</i></u>	<u>Very Supportive</u>	<u>Somewhat Supportive</u>	<u>Not Supportive</u>	<u>Not Sure</u>
(A) Acquire land to preserve open space and protect the environment .....	3.....	2 .....	1 .....	0
(B) Acquire land for preservation and deve lop walking/hiking trails.....	3.....	2 .....	1 .....	0
(C) Acquire land for developing athletic fields & recreational facilities.....	3.....	2 .....	1 .....	0
(D) Acquire land for developing neighborhood parks .....	3.....	2 .....	1 .....	0
(E) Fix up/repair older park facilities/shelters/playgrounds .....	3.....	2 .....	1 .....	0
(F) Upgrade/improve existing pools/sports fields/golf courses.....	3.....	2 .....	1 .....	0
(G) Develop new hard surface walking and biking trails that connect to regional trails.....	3.....	2 .....	1 .....	0
(H) Develop equestrian trails.....	3.....	2 .....	1 .....	0
(I) Develop new indoor recreation center with pools, fitness equipment, gyms, walking tracks, etc. ....	3.....	2 .....	1 .....	0
(J) Develop an outdoor ice-skating facility .....	3.....	2 .....	1 .....	0
(K) Develop a permanent indoor ice-skating facility .....	3.....	2 .....	1 .....	0
(L) Develop new youth and adult athletic fields.....	3.....	2 .....	1 .....	0
(M) Develop new indoor multi-sports center (basketball, volleyball, soccer, etc).....	3.....	2 .....	1 .....	0
(N) Develop new nature/education trails.....	3.....	2 .....	1 .....	0
(O) Develop new outdoor swimming pool/aquatic facility .....	3.....	2 .....	1 .....	0
(P) Acquire and develop a new golf course .....	3.....	2 .....	1 .....	0
(Q) Develop new off-leash dog parks .....	3.....	2 .....	1 .....	0
(R) Further develop Gans Creek Recreation Area/Philips Lake Park.....	3.....	2 .....	1 .....	0

18. Please rate your satisfaction level with the overall value your household receives from the Columbia Parks and Recreation Department.

- Very Satisfied
- Somewhat Satisfied
- Neutral
- Somewhat Dissatisfied
- Very Dissatisfied
- Don't Know

19. From the following options, how high of a priority do you feel city officials should place on maintaining the conditions of the existing parkstrails and recreation facilities in th Columbia Parks & Recreation system?

- Very high priority
- High priority
- Medium priority
- Low priority
- Very low priority

20. Below is a list of actions the Cityof Columbia could take to improvetechnology within the parks and recreation system. Please indicate whether you would be very supportive, somewhat supportive, or not supportive of each action.

<u>How supportive are you of having Columbia:</u>	<u>Very Supportive</u>	<u>Somewhat Supportive</u>	<u>Not Supportive</u>	<u>Not Sure</u>
(A) Provide wireless internet access in the parks.....	3.....	2.....	1.....	0.....
(B) Develop online golf tee time reservations. . . . .	3.....	2.....	1.....	0.....
(C) Develop online reservation system for picnic shelters . . . . .	3.....	2.....	1.....	0.....
(D) Develop mobile applications for smart phones (park directory, maps, rules/regulations, programs, etc.) . . . . .	3.....	2.....	1.....	0.....
(E) Provide webcams at various parks and facilities.....	3.....	2.....	1.....	0.....
(F) Develop online videos (instructional, about various programs) . . . . .	3.....	2.....	1.....	0.....

21. During the past 12 months, have you and your family changed how much you make use of public parks, playgrounds, pools or other recreation facilities? (Check one)

- We make greater use of public parks and facilities
- We use public parks and facilities the same amount as in the past
- We make less use of public parks and facilities

**Demographics**

**22. Counting yourself, how many people in your household are...?**

Under 5 years \_\_\_\_\_      15 – 19 years \_\_\_\_\_      35 – 44 years \_\_\_\_\_      65+ years \_\_\_\_\_  
5 – 9 years \_\_\_\_\_      20 – 24 years \_\_\_\_\_      45 – 54 years \_\_\_\_\_  
10 – 14 years \_\_\_\_\_      25 – 34 years \_\_\_\_\_      55 – 64 years \_\_\_\_\_

**23. What racial category best describes you?**

\_\_\_\_ American Indian or Alaska Native      \_\_\_\_ Native Hawaiian or other Pacific Islander  
\_\_\_\_ Asian      \_\_\_\_ White  
\_\_\_\_ Black      \_\_\_\_ Hispanic or Latino  
\_\_\_\_ Mixed      \_\_\_\_ Other (please specify) \_\_\_\_\_

**24. Your gender?** \_\_\_\_ Male      \_\_\_\_ Female

**25. Do you live within Columbia city limits?** \_\_\_\_ Yes      \_\_\_\_ No      \_\_\_\_ Don't know

**26. What is your home zip code?** \_\_\_\_\_

**27. Additional Comments:**

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***This concludes the survey. Thank you for your time.***

*Your response will remain completely confidential.*