

2015 P&R Community Survey

Direction on 2015 Park Sales Tax



Park Sales Tax Timeline

- May Finalize Park Sales Tax Citizens Committee
- May 12-13 CIP / Budget Work Session (Park Sales Tax projects)
- May 14 P&R Commission makes project recommendations



Park Sales Tax Timeline

- June 1 Council Meeting – Introduce Ballot Language
- June 15 Council Meeting-Approve Ballot Language *(Must be done by July 20)*
- Aug 3 Council Public Hearing – Ballot Project List
- Aug 17 Council Approval of Resolution – Ballot Project List
- Nov 3 Election Day



Park Sales Tax Direction

- After hearing presentation on survey results, staff is seeking direction specifically:
 - Renew PST for 5, 6, 7 or other years
- Staff will return to Council with a resolution and an ordinance for the June 1 and 15 meetings.

City of Columbia, MO

2015 Parks and Recreation Community Survey

Presented by
ETC Institute

May 4, 2015

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Agenda

- ☐ Purpose
- ☐ Methodology
- ☐ Usage and Satisfaction with Current System
- ☐ Vision of City Residents for Parks, Trail, Open Space ,
and Recreation Facilities and Services
- ☐ Support for Upcoming Sales Tax Options
- ☐ Questions

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Methodology

- ☐ Survey Description
 - ☐ The survey was 7 pages long
 - ☐ Each survey took 12-14 minutes to complete
- ☐ Method of Administration
 - ☐ could be completed by mail, web or phone
- ☐ Contract goal was to complete 600 surveys
- ☐ Actually completed 706 surveys
- ☐ Confidence level: 95%, Margin of error: +/- 3.6%

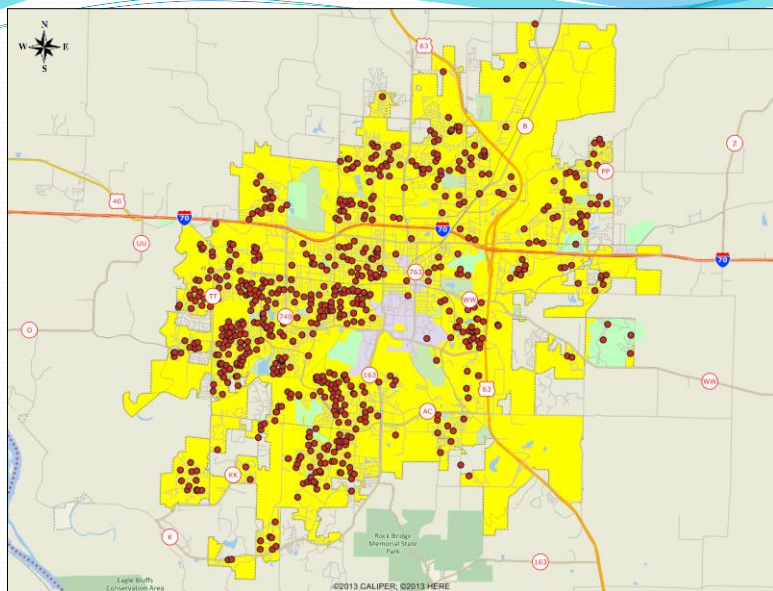
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Results Broken Down By:

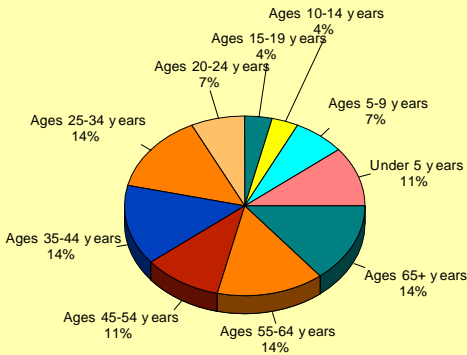
- Age of respondents
- Households with and without children
- Gender
- Support for renewal of existing 5 year sales tax
- Support for establishing a permanent sales tax to be dedicated to Columbia's City park system

Location of Survey Respondents



Q20. Demographics: Household Types

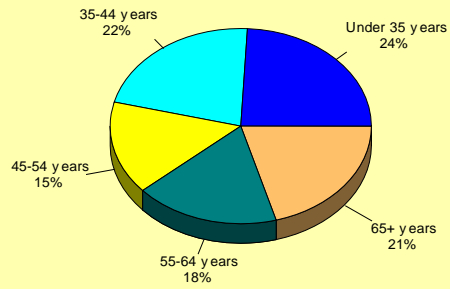
by percentage of respondents



Source: Leisure Vision/ETC Institute (2015)

Q21. Demographics: Age of Respondent

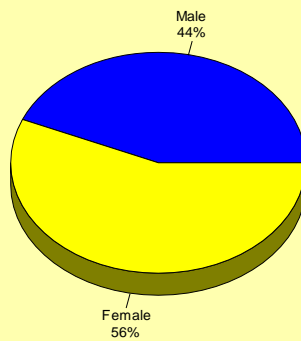
by percentage of respondents (excluding "not provided")



Source: Leisure Vision/ETC Institute (2015)

Q22. Demographics: Gender of Respondent

by percentage of respondents (excluding "not provided")



Source: Leisure Vision/ETC Institute (2015)

Examples of National Clients for Parks Surveys

- Malibu, California
- Highland Park Illinois
- Key Biscayne, Florida
- Palm Desert, California
- Winnetka, Illinois
- Los Angeles, California
- Austin, Texas
- Hilton Head, South Carolina
- Cleveland, Ohio
- San Diego, California
- Provo, Utah
- Washington, D.C.
- Raleigh, North Carolina
- Napa, California
- Orlando, Florida
- Virginia Beach, Virginia
- Henderson, Nevada
- Miami-Dade County, Florida
- Bloomington, Indiana
- Deerfield, Illinois
- Glendale, Arizona
- Park City, Utah
- Ft. Lauderdale, Florida
- West Des Moines, Iowa
- Canton, Michigan
- Northbrook, Illinois
- Peoria, Arizona
- Scottsdale, Arizona
- St. Paul, Minnesota
- Mecklenburg County, N.C.
- Fairfax County, Virginia
- Pinellas County, Florida
- Provo, Utah
- Prince Georges County, Maryland
- Bend, Oregon
- Somerset County, New Jersey
- Flagstaff, Arizona

Benchmarking Comparisons to National Clients

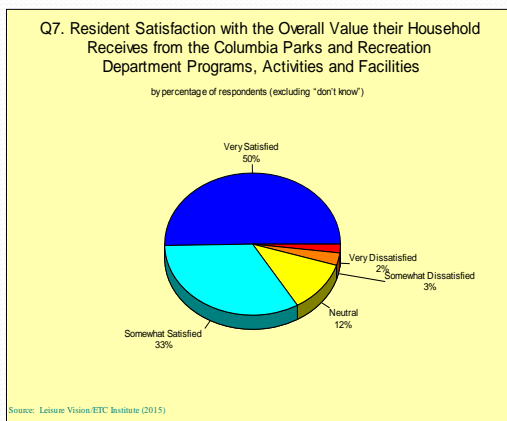
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Usage and Satisfaction with Current Facilities, Programs, and Activities

Bottom Line Up Front

- ❑ Very satisfied ratings with overall value received from parks and recreation facilities, programs and activities is very high
- ❑ Usage of parks, trails and recreation areas is high
- ❑ Trails are extremely well used
- ❑ Respondents feel a great number of projects developed with sales tax funding have been important

Level of Satisfaction with Overall Value is Very High

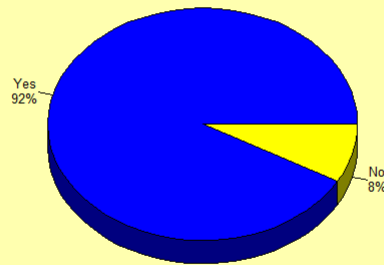


- National benchmark is 28% very satisfied
- Over 40% of households with and without children indicated very satisfied
- Over 50% of households with children under 10 and households with no children and all adults 55 and over indicated very satisfied

Overall Usage is High

Q1. Whether or Not Residents Have Visited any of the City of Columbia's Parks or Facilities During the Past Year

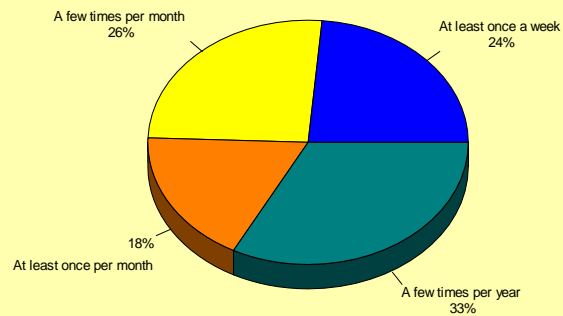
by percentage of respondents



Source: Leisure Vision/ETC Institute (2015)

Q1a. How Often Residents Visited the City of Columbia's Parks During the Past 12 Months

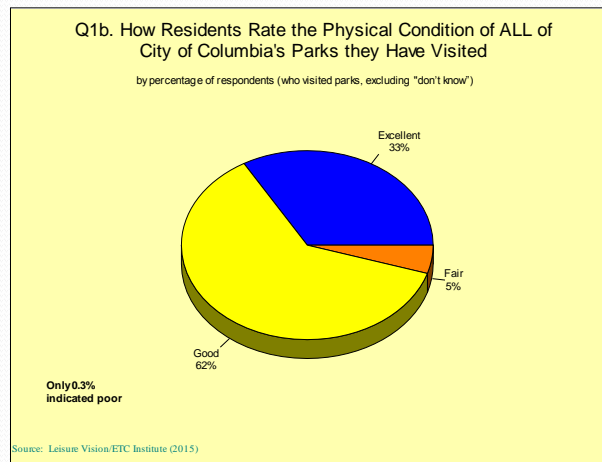
by percentage of respondents (who visited parks)



Only 0.3%
indicated None

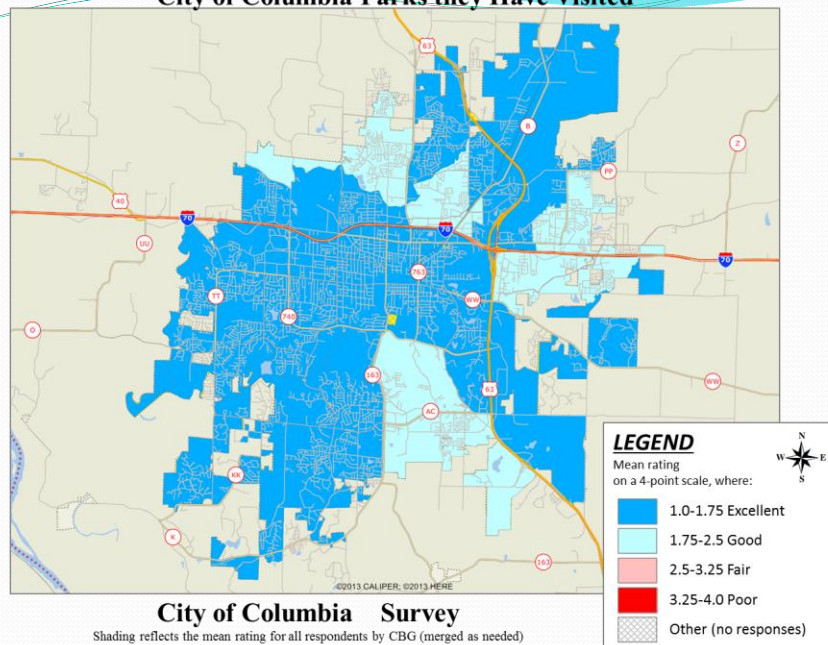
Source: Leisure Vision/ETC Institute (2015)

Overall Condition Ratings are Average



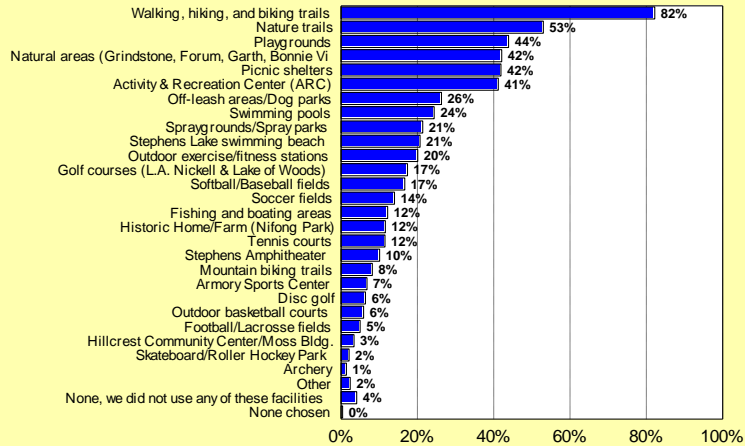
National benchmark for excellent is 34%

Q1B: How Respondent's Rate the Overall Condition of the City of Columbia Parks they Have Visited



Q2. Facilities Residents Have Used or Visited in the City of Columbia Parks Over the Past 12 Months

by percentage of respondents (multiple selections possible)

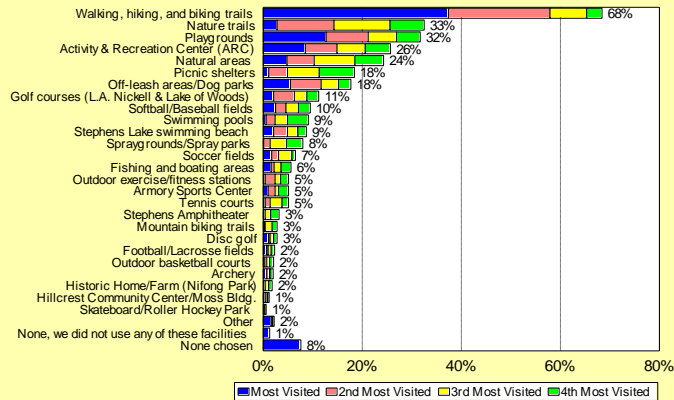


Source: Leisure Vision/ETC Institute (2015)

Top Three Facilities Used or Visited (Q#2) are Also the Ones Visited Most Often (Q#3)

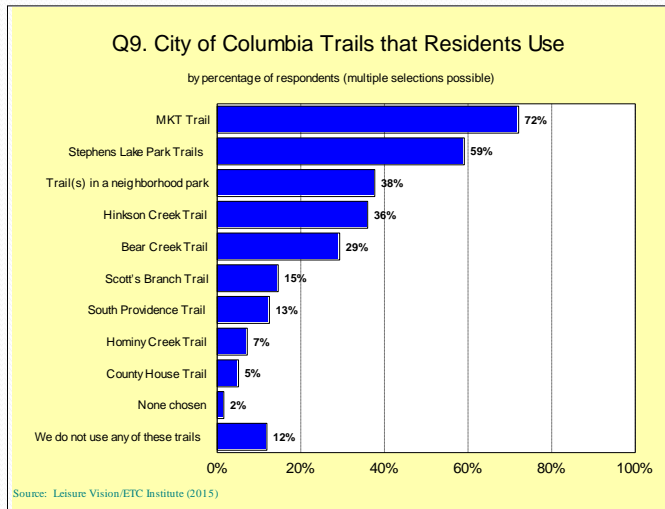
Q3. Parks and Recreation Facilities that Residents Visit the Most Often

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

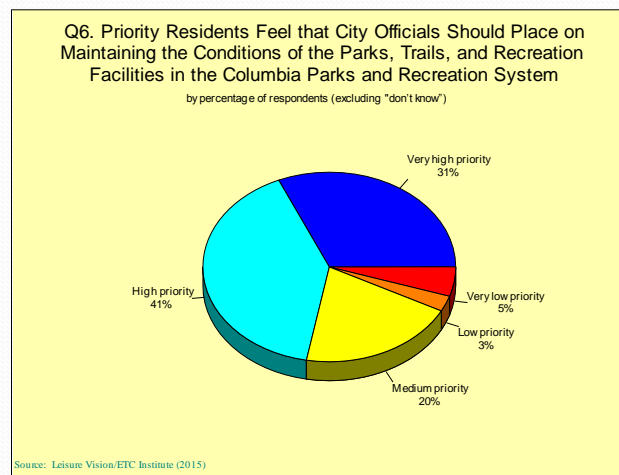


Source: Leisure Vision/ETC Institute (2015)

Trail Usage is Very High

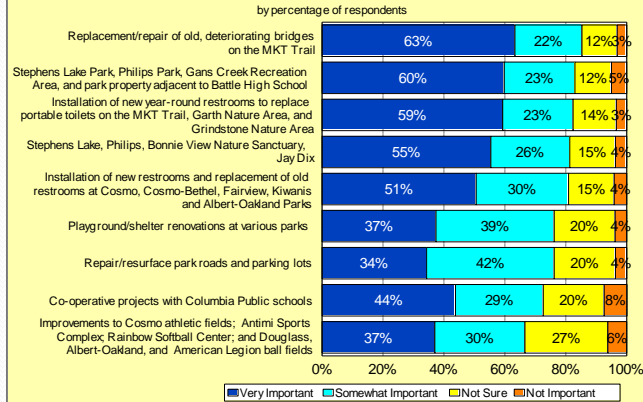


72% of Households Feel City Officials Should Place a Very High or High Priority on Maintaining the Conditions of Parks, Trails and Recreation Facilities



Residents Feel a Great Number of Improvements Made Possible through Sales Tax Funding Have Been Important

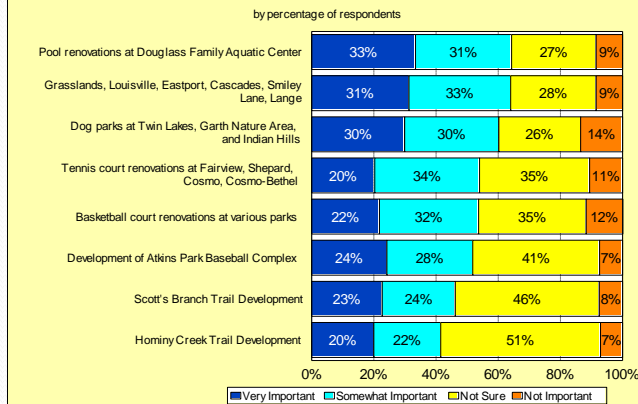
Q12. Importance Residents Place on Major Parks and Recreation Projects Funded by the 1/8th Cent Sales Tax



Source: Leisure Vision/ETC Institute (2015)

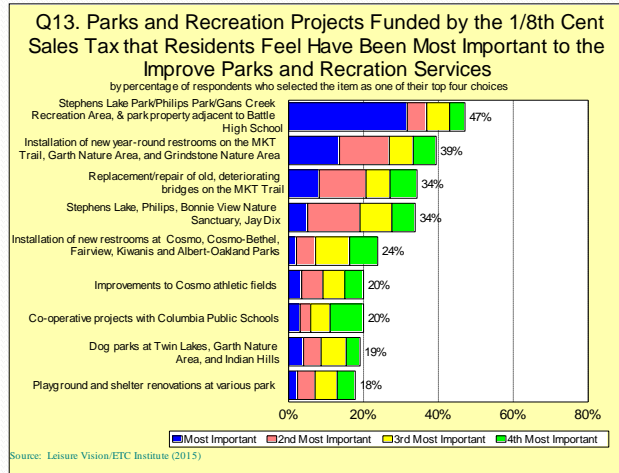
Residents Feel a Great Number of Improvements Made Possible through Sales Tax Funding Have Been Important

Q12. Importance Residents Place on Major Parks and Recreation Projects Funded by the 1/8th Cent Sales Tax Cont.



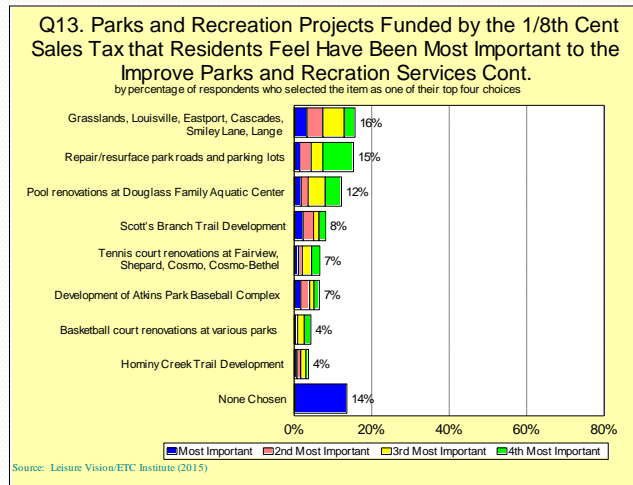
Source: Leisure Vision/ETC Institute (2015)

86% of Residents Feel at Least One Parks and Recreation Project Funded through Sales Tax Funding Has Been Important



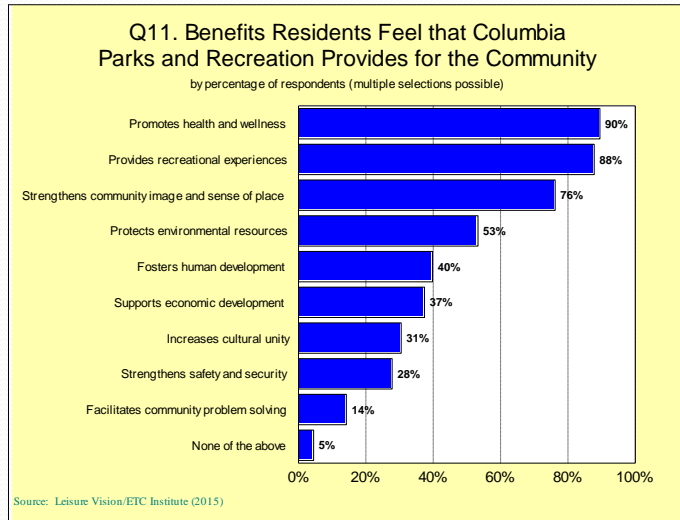
The Average Responding Household Indicated at Least 3 Projects as Being Important

86% of Residents Feel at Least One Parks and Recreation Project Funded through Sales Tax Funding Has Been Important



The Average Responding Household Indicated at Least 3 Projects as Being Important

At Least 75% of Respondents Indicated Promotes Health and Wellness, Recreational Experiences and Strengthen Community Image and Sense of Place as Benefits

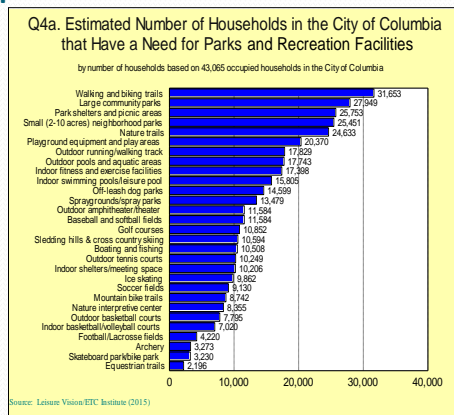
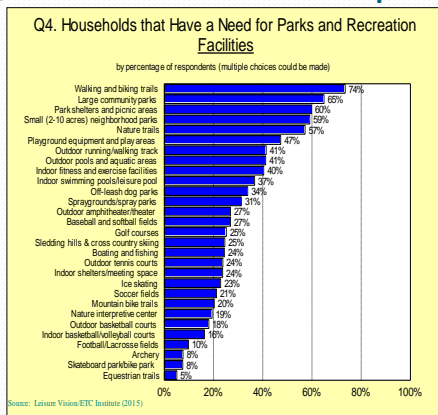


Vision of City Residents for Parks, Trails, Open Space, and Recreation Facilities and Services

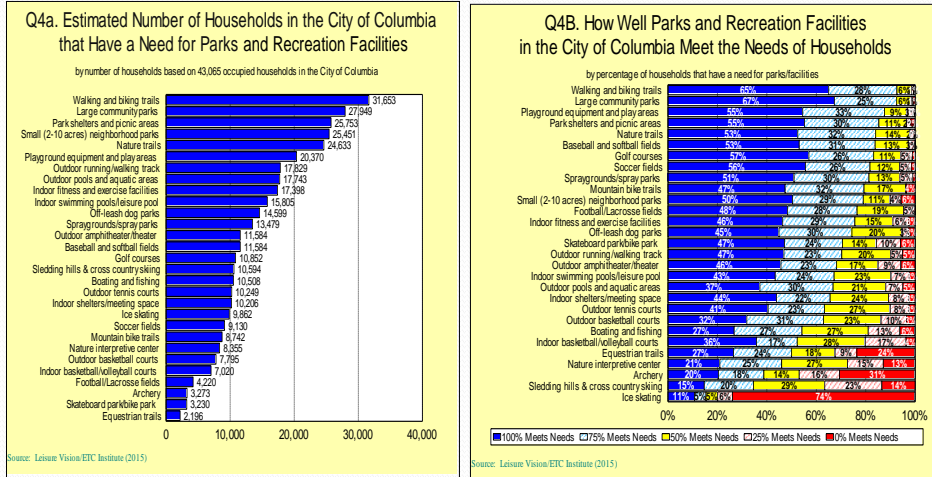
Bottom Line Up Front

- ❑ Needs are high for a number of parks, trails, and facilities.
 - 74% for walking, biking and running
 - 65% for large community parks
 - 60% for park shelters and picnic areas
 - 59% for small neighborhood parks
- ❑ The most important facilities for respondents are walking and biking trails, small neighborhood parks, large community parks, and nature trails
- ❑ Acquire land for preservation and develop walking/hiking trails, fix-up and repair older park facilities, shelters, playgrounds, restrooms, and acquire land to continue to develop the trail loop around the City are highest priority projects respondents are willing to fund with the 1/8th cent sales tax

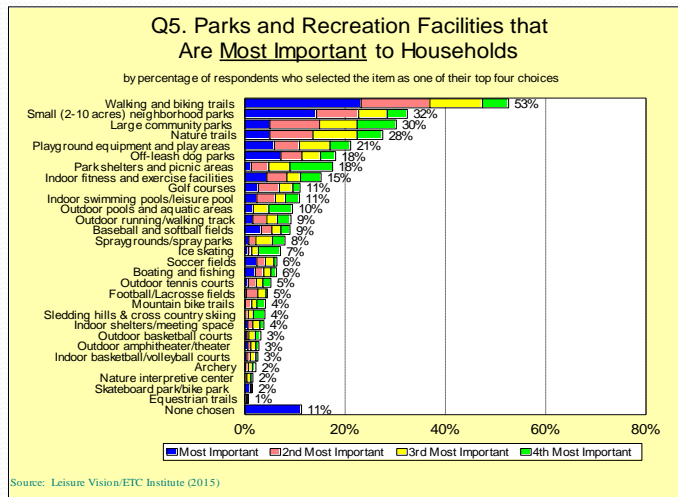
Respondent Have a Need for a Wide Range of Trails, Nature Areas and Open Space Facilities



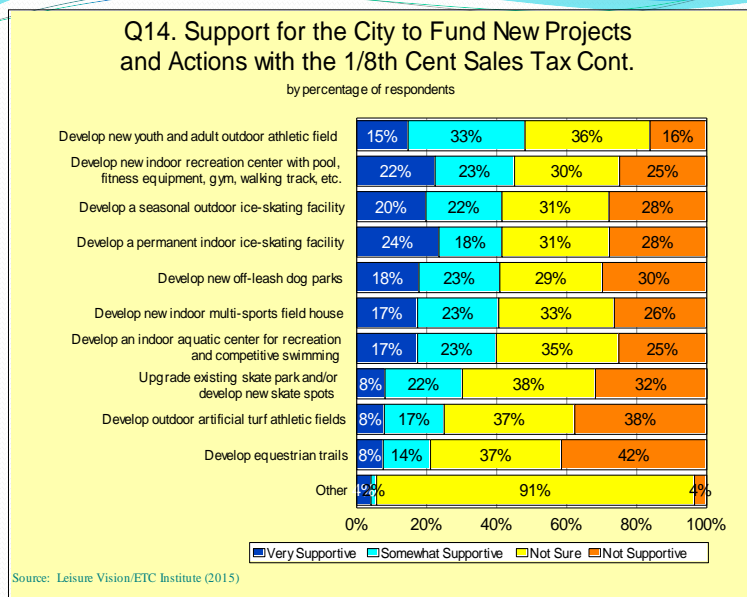
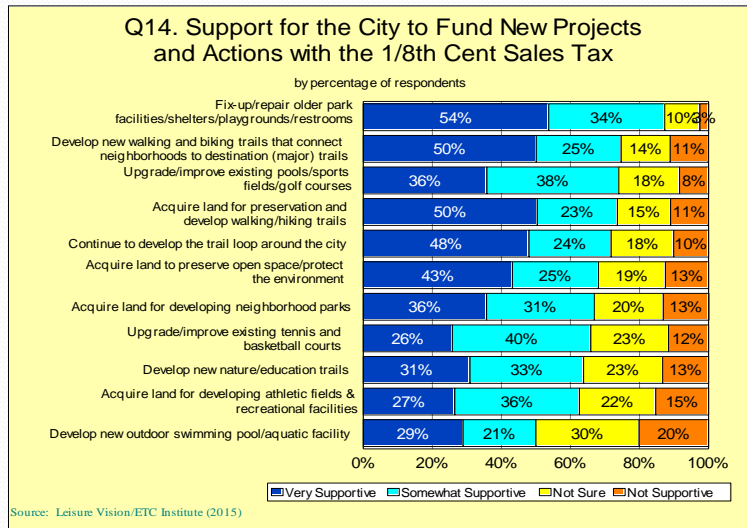
How Well Needs are Being Met are Based Only On Households Who Indicated they Had a Need for a Specific Facility



Walking and Biking Trails are Most Important



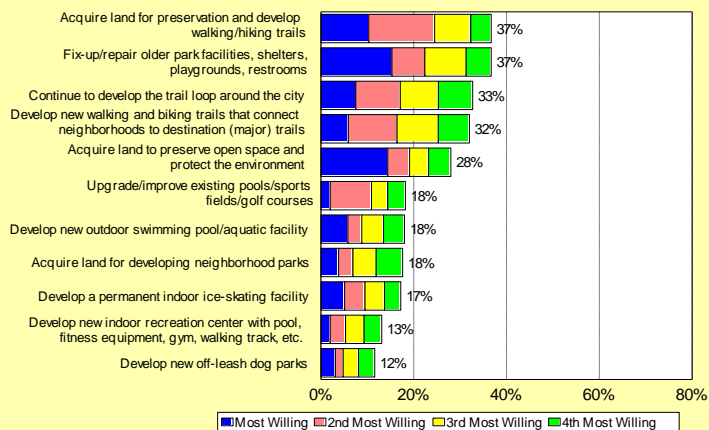
Most Supported Projects and Actions with the 1/8th Cent Sales Tax



Highest Priority Projects Residents are Willing to Fund With the 1/8th Cent Sales Tax

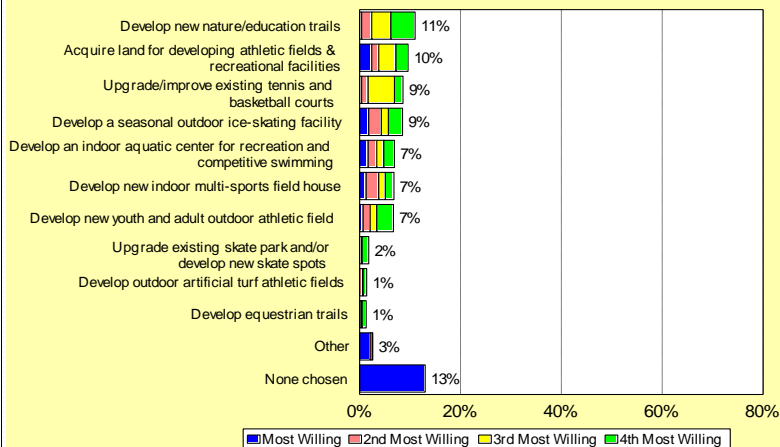
Q15. Actions Residents Are Most Willing to Fund with Revenues for the 1/8th cent Park Sales Tax

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



Q15. Actions Residents Are Most Willing to Fund with Revenues for the 1/8th cent Park Sales Tax Cont.

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



Support for Upcoming Sales Tax Options

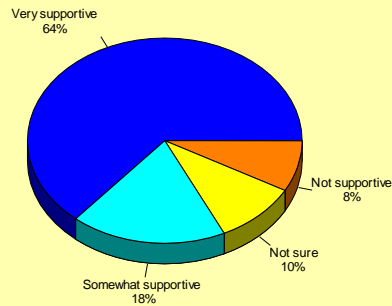
Bottom Line Up Front

- ❑ A very strong majority of respondents are very supportive of renewing the 1/8th cent sales tax for an additional 5 years.
 - \$42 maintain condition of existing parks, trails, facilities
 - \$21 for trails (land acquisition, new/improved/connections
 - \$21 for acquiring, protecting, preserving parks, green space/stream corridors
- ❑ Over 70% of respondents are very or somewhat supportive of making the 1/8th cent sales tax a permanent source of funding for local parks.
- ❑ Of those not supportive or not sure 58% would like to see the sales tax up for approval every 5 years

By a Wide Margin Respondents Support Renewal of the 1/8th Sales Tax

Q16. Support for Renewal of the 1/8th Cent Park Sales Tax to Fund the
Types of Projects Residents Indicated Are Most Important

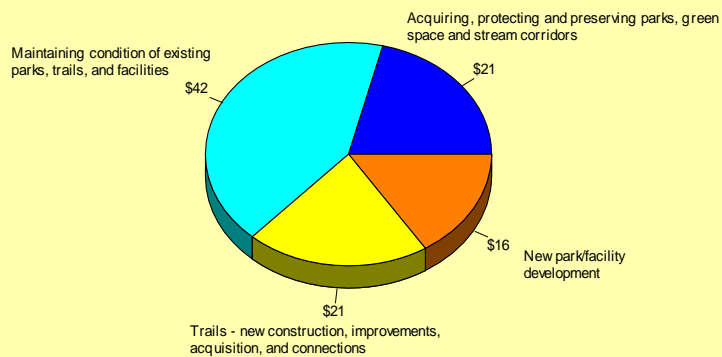
by percentage of respondents



Source: Leisure Vision/ETC Institute (2015)

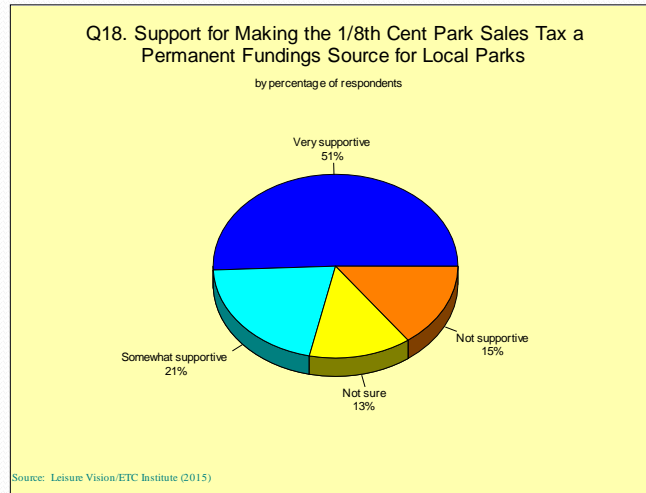
Q17. How Residents Would Allocate \$100 of
the Park Sales Tax Dollars Spent

by percentage of respondents

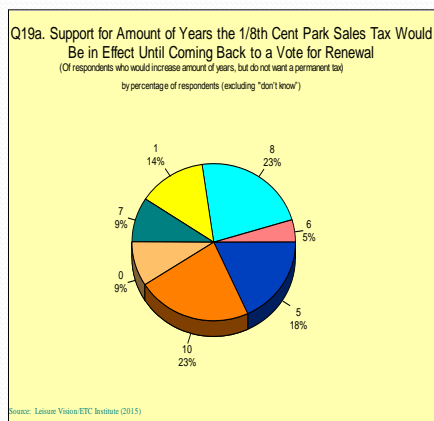
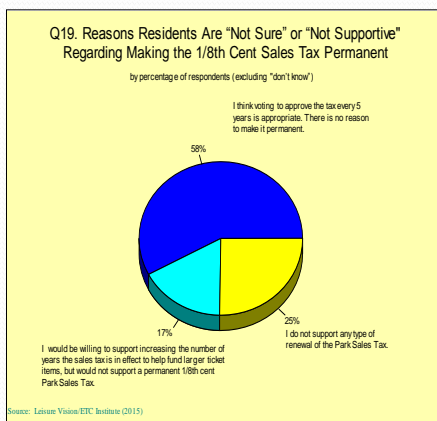


Source: Leisure Vision/ETC Institute (2015)

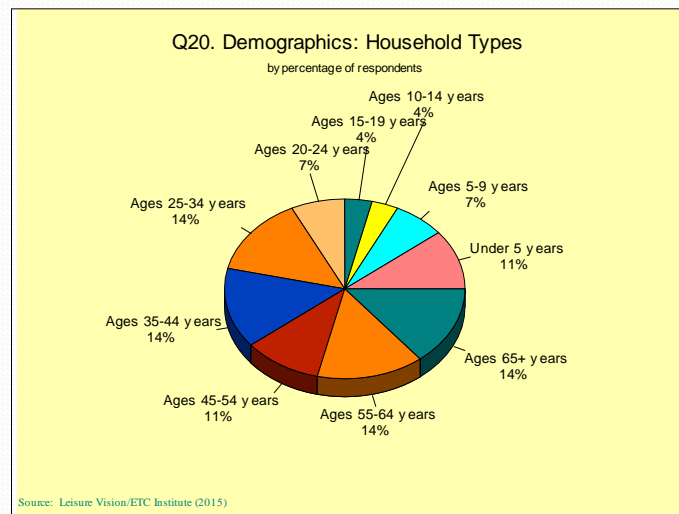
Over 70% of Respondents Have Some Level of Support for Making the 1/8th Sales Tax a Permanent Funding Source for Local Parks



Reasons that Approximately 30% of Respondents Are “Not Sure” or “Not Supportive”

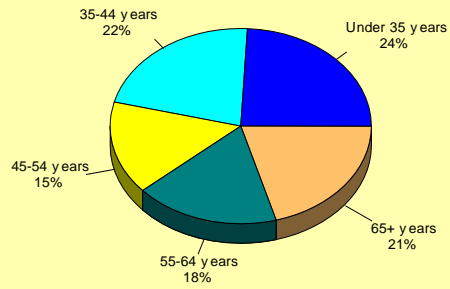


Demographics



Q21. Demographics: Age of Respondent

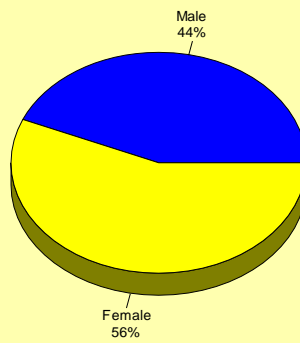
by percentage of respondents (excluding "not provided")



Source: Leisure Vision/ETC Institute (2015)

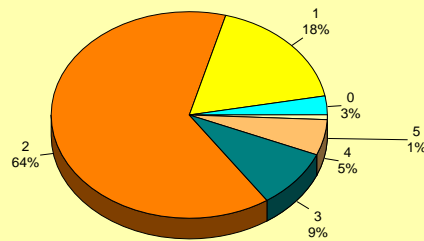
Q22. Demographics: Gender of Respondent

by percentage of respondents (excluding "not provided")



Source: Leisure Vision/ETC Institute (2015)

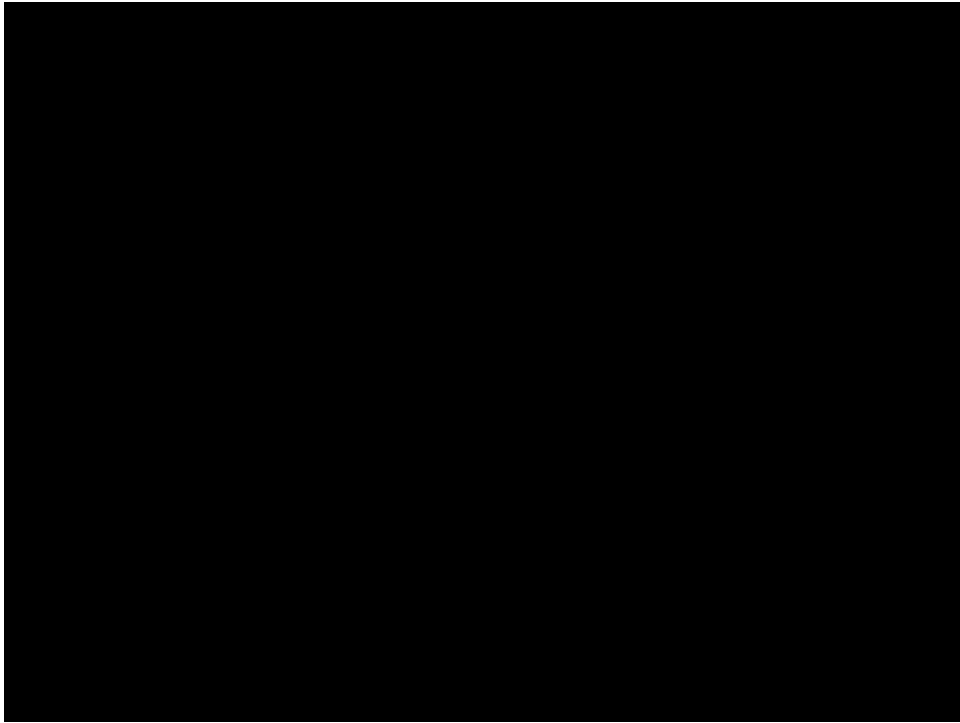
Q24. Demographics: Amount of Registered Voters in Household
by percentage of respondents (excluding "not provided")



Source: Leisure Vision/ETC Institute (2015)

Questions?

THANK YOU



2013 Parks, Recreation & Open Space Master Plan

- Record number of citizen input
 - **1,539 completed citizen surveys**
 - **58 park user/partner meetings (325 citizens)**
- Visioning goals and strategies
- **Primary goal: identify needs of park system for the next 10 years**

