



CITY OF COLUMBIA, MISSOURI

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.

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: _____ 2nd Most Often: _____ 3rd 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

____(4) a few times during the year

____(2) a few times per month

____(5) None

____(3) at least once per month

2c. Overall, how would you rate the physical condition of ALL City of Columbia's parks you have visited?

____(1) Excellent

____(3) Fair

____(2) Good

____(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 1st, 2nd, 3rd and 4th choices using the numbers in Question #3 above, or circle NONE.]

1st Most Often _____

2nd Most Often _____

3rd Most Often _____

4th 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
interested | <input type="checkbox"/> (11) We are too busy or not |
| <input type="checkbox"/> (05) Location of City facilities is not close to
my home | <input type="checkbox"/> (12) I do not know where the City
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
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 1st, 2nd, 3rd, and 4th choices using the numbers in Question #7 above, or circle NONE.]

_____ 1st Most Often _____ 2nd Most Often _____ 3rd Most Often _____ 4th 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 1st, 2nd, 3rd, and 4th choices, or circle „NONE?.”]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ 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 1st, 2nd, 3rd, and 4th choices, or circle „NONE?.”]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ 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 1st, 2nd, 3rd, and 4th choices, or circle „NONE?.”]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ 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>How supportive are you of having Columbia:</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 1st, 2nd, 3rd, and 4th choices, or circle „NONE?.]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ 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”?

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