

Section 7
Survey Instrument

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 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...

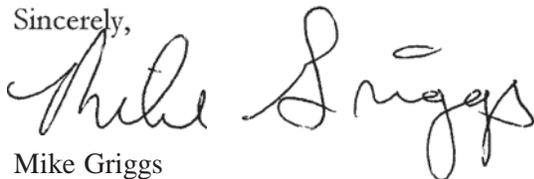
We realize that this survey will take approximately 10-15 minutes to complete, but each question is important. The time you invest in completing this survey will aid the City of Columbia Parks and Recreation Department in taking a resident-driven approach to making decisions that will enrich the future 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. Or, if you prefer, you can complete the survey on line at the following web address: www.cityofcolumbiaparkssurvey.org.

If you have any questions, please feel free to contact Becky Stidham from the Columbia Parks and Recreation Department at 573-874-6398. The Columbia Parks and Recreation Citizen Survey is a tool that will benefit all residents. Please take this opportunity to let your voice be heard!

Sincerely,



Mike Griggs

Director, Columbia Parks and Recreation Department

The Columbia Parks & Recreation Department would like your input to help determine green space and 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. Have you or members of your household visited any of City of Columbia’s parks during the past year?

- ___(1) Yes [Please answer Questions #1a & #1b]
___(2) No [Please go to Question #2.]

1a. Approximately how often did you or members of your household visit City of Columbia’s 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

1b. Overall, how would you rate the physical condition of ALL of City of Columbia’s parks you have visited?

- ___(1) Excellent ___(3) Fair
___(2) Good ___(4) Poor

2. From the following list, please check ALL the recreation facilities you or members of your household have used or visited in City of Columbia’s parks over the past 12 months. (Check all that apply)

- ___(01) Walking, hiking, and biking trails ___(16) Golf courses (L.A. Nickell & Lake of Woods)
___(02) Outdoor exercise/fitness stations ___(17) Football/Lacrosse fields
___(03) Nature trails ___(18) Softball/Baseball fields
___(04) Mountain biking trails ___(19) Soccer fields
___(05) Playgrounds ___(20) Natural areas (Grindstone, Forum, Garth, Bonnie View, Capen)
___(06) Swimming pools ___(21) Activity & Recreation Center (ARC)
___(07) Spraygrounds/Spray parks ___(22) Armory Sports Center
___(08) Fishing and boating areas ___(23) Historic Home/Farm (Nifong Park)
___(09) Stephens Lake swimming beach ___(24) Disc golf
___(10) Off-leash areas/Dog parks ___(25) Hillcrest Community Center/Moss Bldg.
___(11) Skateboard/Roller Hockey Park ___(26) Outdoor basketball courts
___(12) Picnic shelters ___(27) Other: _____
___(13) Tennis courts ___(28) None, we did not use any of these facilities
___(14) Stephens Amphitheater
___(15) Archery

3. Which FOUR of the parks and outdoor recreation facilities listed in Question #2 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 #2 above, or circle ‘NONE’.]

1st Most Often 2nd Most Often 3rd Most Often 4th Most Often NONE

4. 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 Currently 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 pools and aquatic areas	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
4. Archery	Yes	No	5	4	3	2	1

5. Which **FOUR** of the facilities from the list in Question #4 are **MOST IMPORTANT** to your household? [Using the letters and numbers in Question #4 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

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

- (5) Very high priority
- (4) High priority
- (3) Medium priority
- (2) Low priority
- (1) Very low priority

7. 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 & Recreation Department.

- (5) Very Satisfied
- (4) Somewhat Satisfied
- (3) Neutral
- (2) Somewhat Dissatisfied
- (1) Very Dissatisfied
- (9) Don’t Know

8. From the following list, please check ALL the ways you learn about Columbia Parks and Recreation Department programs, activities, and facilities. (Check all that apply)

- (01) “Leisure Times” Activity Guide
- (02) Parks & Recreation website
- (03) Newspaper articles/advertisements
- (04) Radio
- (05) City Channel
- (06) Television (all other channels)
- (07) From friends and neighbors
- (08) E-mail bulletins or E-newsletters
- (09) “City Source” utility newsletter
- (10) School flyers/flyers/other newsletters
- (11) Facebook
- (12) Twitter
- (13) Info displayed at P&R facility

9. From the following list, please check ALL the City of Columbia trails that you or your family members use. (Check all that apply)

- (01) MKT Trail
- (02) Hinkson Creek Trail
- (03) Bear Creek Trail
- (04) Hominy Creek Trail
- (05) Scott’s Branch Trail
- (06) County House Trail
- (07) South Providence Trail
- (08) Stephens Lake Park Trails
- (09) Trail(s) in a neighborhood park
- (10) We do not use any of these trails

10. Please choose which sentence below best represents your preference for trail surface.

- (01) I prefer a gravel surface because it has less impact on my joints and/or because it fits in more with natural surroundings than hard surface.
- (02) I prefer a hard surface trail because it doesn’t wash out when it rains, has less annual maintenance costs, is cleaner, and doesn’t adversely affect the environment by erosion.
- (03) I prefer a combination of gravel through flat areas and hard surface on slopes and areas where there are frequent washouts.
- (04) I do not have a trail surface preference.

11. From the following list, please check ALL of the benefits you feel Columbia Parks and Recreation provides for the community. (Check all that apply)

- (01) Strengthens community image and sense of place
- (02) Supports economic development
- (03) Strengthens safety and security
- (04) Promotes health and wellness
- (05) Fosters human development
- (06) Increases cultural unity
- (07) Protects environmental resources
- (08) Facilitates community problem solving
- (09) Provides recreational experiences
- (10) None of the above

Major Projects Funded from 1/8th Cent Park Sales Tax (2000-2014)

City of Columbia

12. 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 by voters in both 2005 and in 2010.

Listed below is a summary of some of the major projects funded over the past 15 years through the 1/8th cent sales tax. For each summary of projects, please indicate whether you feel the projects were very important, somewhat important, not sure, or not important to parks and recreation projects.

How important do you feel each of these MAJOR projects were:

	Very Important	Somewhat Important	Not Sure	Not Important
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Acquisition of open space to develop parks, including (examples)

(A) Stephens Lake Park, Philips Park, Gans Creek Recreation Area, and park property adjacent to Battle High School 4..... 3 2 1

Walking and biking trail development and improvements

(B) Scott’s Branch Trail Development..... 4..... 3 2 1

(C) Hominy Creek Trail Development..... 4..... 3 2 1

(D) Installation of new year-round restrooms to replace portable toilets on the MKT Trail, Garth Nature Area, and Grindstone Nature Area 4..... 3 2 1

(E) Replacement/repair of old, deteriorating bridges on the MKT Trail 4..... 3 2 1

Development of neighborhood parks, including (examples)

(F) Grasslands, Louisville, Eastport, Cascades, Smiley Lane, Lange..... 4..... 3 2 1

Development of community parks, including (examples)

(G) Stephens Lake, Philips, Bonnie View Nature Sanctuary, Jay Dix 4..... 3 2 1

Athletic facilities

(H) Development of Atkins Park Baseball Complex 4..... 3 2 1

(I) Improvements to Cosmo athletic fields; Antimi Sports Complex; Rainbow Softball Center; and Douglass, Albert-Oakland, and American Legion ball fields..... 4..... 3 2 1

General Park Projects

(J) Dog parks at Twin Lakes, Garth Nature Area, and Indian Hills 4..... 3 2 1

(K) Tennis court renovations at Fairview, Shepard, Cosmo, Cosmo-Bethel 4..... 3 2 1

(L) Basketball court renovations at various parks (e.g., Douglass Park) 4..... 3 2 1

(M) Playground and shelter renovations at various parks 4..... 3 2 1

(N) Installation of new restrooms and replacement of old restrooms at Cosmo, Cosmo-Bethel, Fairview, Kiwanis and Albert-Oakland Parks . 4..... 3 2 1

(O) Pool renovations at Douglass Family Aquatic Center and Little Mates Cove; addition of water slide at Albert-Oakland and spraygrounds at Douglass Park 4..... 3 2 1

(P) Co-operative projects with Columbia Public Schools, (e.g., playground renovations, parks developed on school property, funding support for new elementary gymnasiums) 4..... 3 2 1

(Q) Repair/resurface park roads and parking lots..... 4..... 3 2 1

13. From the list above, which FOUR projects funded through the 1/8th park sales tax do you feel have been MOST IMPORTANT to improve parks and recreation services to City residents? [Using the letters in Question #12 above, please write in the letters below for your 1st, 2nd, 3rd, and 4th choices, or circle ‘NONE’.]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE

Potential Future Projects to be Funded Using 1/8th Cent Park Sales Tax

14. Listed below is a list of new projects and actions the City of Columbia could take to improve the parks and recreation system through the 1/8th cent sales tax. Please indicate whether you would be very supportive, somewhat supportive, not sure, or not supportive of each project/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/restrooms.....	4.....	3.....	2.....	1.....
(F) Upgrade/improve existing pools/sports fields/golf courses	4.....	3.....	2.....	1.....
(G) Upgrade/improve existing tennis and basketball courts.....	4.....	3.....	2.....	1.....
(H) Continue to develop the trail loop around the city	4.....	3.....	2.....	1.....
(I) Develop new walking and biking trails that connect neighborhoods to destination (major) trails	4.....	3.....	2.....	1.....
(J) Develop new nature/education trails.....	4.....	3.....	2.....	1.....
(K) Develop equestrian trails.....	4.....	3.....	2.....	1.....
(L) Develop new indoor recreation center with pool, fitness equipment, gym, walking track, etc.....	4.....	3.....	2.....	1.....
(M) Develop new indoor multi-sports field house (basketball, volleyball, soccer, etc.).....	4.....	3.....	2.....	1.....
(N) Develop a seasonal outdoor ice-skating facility.....	4.....	3.....	2.....	1.....
(O) Develop a permanent indoor ice-skating facility	4.....	3.....	2.....	1.....
(P) Develop new youth and adult outdoor athletic fields.....	4.....	3.....	2.....	1.....
(Q) Develop outdoor artificial turf athletic fields.....	4.....	3.....	2.....	1.....
(R) Develop new outdoor swimming pool/aquatic facility with features including water slides, zero depth entry, lazy river, water buckets and sprays, lap lanes	4.....	3.....	2.....	1.....
(S) Develop an indoor aquatic center for recreation and competitive swimming (8 lanes with spectator seating).....	4.....	3.....	2.....	1.....
(T) Develop new off-leash dog parks.....	4.....	3.....	2.....	1.....
(U) Upgrade existing skate park and/or develop new skate spots	4.....	3.....	2.....	1.....
(V) Other: _____	4.....	3.....	2.....	1.....

15. From the list above, which **FOUR** of the actions would you be **MOST WILLING** to fund with revenues from the 1/8th cent Park Sales Tax? [Using the letters in Question #14 above, please write in the letters below for your 1st, 2nd, 3rd, and 4th choices, or circle 'NONE'.]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE

19. From the following list, please check the ONE most important reason you would either be “not supportive” or “not sure” regarding making the 1/8th cent Park Sales Tax a permanent tax.

- _____ (1) I think voting to approve the tax every 5 years is appropriate. There is no reason to make it permanent.
- _____ (2) I would be willing to support increasing the number of years the sales tax is in effect to help fund larger ticket items, but would not support a permanent 1/8th cent Park Sales Tax [answer Question #19a.]
- _____ (3) I do not support any type of renewal of the Park Sales Tax.

19a. (If option 2 is selected) Please write in below how many years you support the 1/8th cent Park Sales Tax being in effect before it needs to come back for a vote on renewal.

_____ years

Demographics

20. 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 _____	

21. What is your age? _____

22. Your gender: _____ (1) Male _____ (2) Female

23. What is your home zip code? _____

24. How many members of your household are registered voters? _____

25. What comes to mind when you hear “Columbia Parks & Recreation?” (And, any other comments)

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 responses will remain completely confidential.
The address information printed to the right will
ONLY be used to help identify areas with special interests.