Section 7

Survey Instrument
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 online 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
   ___(2) A few times per month
   ___(3) At least once per month
   ___(4) A few times during the year
   ___(5) None

1b. Overall, how would you rate the physical condition of ALL of City of Columbia’s parks you have visited?
   ___(1) Excellent
   ___(2) Good
   ___(3) Fair
   ___(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
   ___(02) Outdoor exercise/fitness stations
   ___(03) Nature trails
   ___(04) Mountain biking trails
   ___(05) Playgrounds
   ___(06) Swimming pools
   ___(07) Spraygrounds/Spray parks
   ___(08) Fishing and boating areas
   ___(09) Stephens Lake swimming beach
   ___(10) Off-leash areas/Dog parks
   ___(11) Skateboard/Roller Hockey Park
   ___(12) Picnic shelters
   ___(13) Tennis courts
   ___(14) Stephens Amphitheater
   ___(15) Archery
   ___(16) Golf courses (L.A. Nickell & Lake of Woods)
   ___(17) Football/Lacrosse fields
   ___(18) Softball/Baseball fields
   ___(19) Soccer fields
   ___(20) Natural areas (Grindstone, Forum, Garth, Bonnie View, Capen)
   ___(21) Activity & Recreation Center (ARC)
   ___(22) Armory Sports Center
   ___(23) Historic Home/Farm (Nifong Park)
   ___(24) Disc golf
   ___(25) Hillcrest Community Center/Moss Bldg.
   ___(26) Outdoor basketball courts
   ___(27) Other: ______________________
   ___(28) None, we did not use any of these facilities

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.

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

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  ____ (3) Medium priority  ____ (1) Very low priority
   ____ (4) High priority  ____ (2) 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  ____ (3) Neutral  ____ (1) Very Dissatisfied
   ____ (4) Somewhat Satisfied  ____ (2) Somewhat 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  ____ (08) E-mail bulletins or E-newsletters
   ____ (02) Parks & Recreation website  ____ (09) “City Source” utility newsletter
   ____ (03) Newspaper articles/advertisements  ____ (10) School flyers/flyers/other newsletters
   ____ (04) Radio  ____ (11) Facebook
   ____ (05) City Channel  ____ (12) Twitter
   ____ (06) Television (all other channels)  ____ (13) Info displayed at P&R facility
   ____ (07) From friends and neighbors

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

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

   (Check all that apply)

   ____ (01) MKT Trail  ____ (06) County House Trail
   ____ (02) Hinkson Creek Trail  ____ (07) South Providence Trail
   ____ (03) Bear Creek Trail  ____ (08) Stephens Lake Park Trails
   ____ (04) Hominy Creek Trail  ____ (09) Trail(s) in a neighborhood park
   ____ (05) Scott’s Branch Trail  ____ (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  ____ (06) Increases cultural unity
    ____ (02) Supports economic development  ____ (07) Protects environmental resources
    ____ (03) Strengthens safety and security  ____ (08) Facilitates community problem solving
    ____ (04) Promotes health and wellness  ____ (09) Provides recreational experiences
    ____ (05) Fosters human development  ____ (10) None of the above
### Major Projects Funded from 1/8th Cent Park Sales Tax (2000-2014)

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.

<table>
<thead>
<tr>
<th>How important do you feel each of these MAJOR projects were:</th>
<th>Very</th>
<th>Somewhat</th>
<th>Not Sure</th>
<th>Not Important</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Acquisition of open space to develop parks, including (examples)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(A) Stephens Lake Park, Philips Park, Gans Creek Recreation Area, and park property adjacent to Battle High School</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td><strong>Walking and biking trail development and improvements</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(B) Scott’s Branch Trail Development</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>(C) Hominy Creek Trail Development</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>(D) Installation of new year-round restrooms to replace portable toilets on the MKT Trail, Garth Nature Area, and Grindstone Nature Area</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>(E) Replacement/repair of old, deteriorating bridges on the MKT Trail</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td><strong>Development of neighborhood parks, including (examples)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(F) Grasslands, Louisville, Eastport, Cascades, Smiley Lane, Lange</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td><strong>Development of community parks, including (examples)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(G) Stephens Lake, Philips, Bonnie View Nature Sanctuary, Jay Dix</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td><strong>Athletic facilities</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(H) Development of Atkins Park Baseball Complex</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>(I) Improvements to Cosmo athletic fields; Antimi Sports Complex; Rainbow Softball Center; and Douglass, Albert-Oakland, and American Legion ball fields</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td><strong>General Park Projects</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(J) Dog parks at Twin Lakes, Garth Nature Area, and Indian Hills</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>(K) Tennis court renovations at Fairview, Shepard, Cosmo, Cosmo-Bethel</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>(L) Basketball court renovations at various parks (e.g., Douglass Park)</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>(M) Playground and shelter renovations at various parks</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>(N) Installation of new restrooms and replacement of old restrooms at Cosmo, Cosmo-Bethel, Fairview, Kiwanis and Albert-Oakland Parks</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>(O) Pool renovations at Douglass Family Aquatic Center and Little Mates Cove; addition of water slide at Albert-Oakland and spraygrounds at Douglass Park</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>(P) Co-operative projects with Columbia Public Schools, (e.g., playground renovations, parks developed on school property, funding support for new elementary gymnasiums)</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>(Q) Repair/resurface park roads and parking lots</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

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 1/8\textsuperscript{th} 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 1/8\textsuperscript{th} cent sales tax. Please indicate whether you would be very supportive, somewhat supportive, not sure, or not supportive of each project/action.

\begin{itemize}
  \item[(A)] Acquire land to preserve open space and protect the environment \(\quad 4\quad 3\quad 2\quad 1\)
  \item[(B)] Acquire land for preservation and develop walking/hiking trails \(\quad 4\quad 3\quad 2\quad 1\)
  \item[(C)] Acquire land for developing athletic fields & recreational facilities \(\quad 4\quad 3\quad 2\quad 1\)
  \item[(D)] Acquire land for developing neighborhood parks \(\quad 4\quad 3\quad 2\quad 1\)
  \item[(E)] Fix-up/repair older park facilities/shelters/playgrounds/restrooms \(\quad 4\quad 3\quad 2\quad 1\)
  \item[(F)] Upgrade/improve existing pools/sports fields/golf courses \(\quad 4\quad 3\quad 2\quad 1\)
  \item[(G)] Upgrade/improve existing tennis and basketball courts \(\quad 4\quad 3\quad 2\quad 1\)
  \item[(H)] Continue to develop the trail loop around the city \(\quad 4\quad 3\quad 2\quad 1\)
  \item[(I)] Develop new walking and biking trails that connect neighborhoods to destination (major) trails \(\quad 4\quad 3\quad 2\quad 1\)
  \item[(J)] Develop new nature/education trails \(\quad 4\quad 3\quad 2\quad 1\)
  \item[(K)] Develop equestrian trails \(\quad 4\quad 3\quad 2\quad 1\)
  \item[(L)] Develop new indoor recreation center with pool, fitness equipment, gym, walking track, etc. \(\quad 4\quad 3\quad 2\quad 1\)
  \item[(M)] Develop new indoor multi-sports field house (basketball, volleyball, soccer, etc.) \(\quad 4\quad 3\quad 2\quad 1\)
  \item[(N)] Develop a seasonal outdoor ice-skating facility \(\quad 4\quad 3\quad 2\quad 1\)
  \item[(O)] Develop a permanent indoor ice-skating facility \(\quad 4\quad 3\quad 2\quad 1\)
  \item[(P)] Develop new youth and adult outdoor athletic fields \(\quad 4\quad 3\quad 2\quad 1\)
  \item[(Q)] Develop outdoor artificial turf athletic fields \(\quad 4\quad 3\quad 2\quad 1\)
  \item[(R)] Develop new outdoor swimming pool/aquatic facility with features including water slides, zero depth entry, lazy river, water buckets and sprays, lap lanes \(\quad 4\quad 3\quad 2\quad 1\)
  \item[(S)] Develop an indoor aquatic center for recreation and competitive swimming (8 lanes with spectator seating) \(\quad 4\quad 3\quad 2\quad 1\)
  \item[(T)] Develop new off-leash dog parks \(\quad 4\quad 3\quad 2\quad 1\)
  \item[(U)] Upgrade existing skate park and/or develop new skate spots \(\quad 4\quad 3\quad 2\quad 1\)
  \item[(V)] Other: \(\quad 4\quad 3\quad 2\quad 1\)
\end{itemize}

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

\begin{itemize}
  \item 1\textsuperscript{st}: _____
  \item 2\textsuperscript{nd}: _____
  \item 3\textsuperscript{rd}: _____
  \item 4\textsuperscript{th}: _____
  \item NONE
\end{itemize}
16. The current dedicated 1/8-cent Park Sales Tax, which amounts to 12.5-cents for every qualifying $100 spent, is scheduled to expire March 2016. 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 park land, 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 to fund the types of projects you indicated as most important to your household?

____ (1) Very supportive _____ (3) Not sure
____ (2) Somewhat supportive _____ (4) Not supportive

17. 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. Please be sure your total adds up to $100.)

$________ 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

Potential Changes for the 1/8th Cent Sales Tax

18. Currently, the 1/8-cent Park Sales Tax needs to be approved by voters for renewal every five years. The 1/8th cent sales tax was established in 2000 and voters have renewed it in 2005 and 2010.

The City is considering asking for voter support to make the 1/8th cent sales tax a permanent tax to be dedicated for local parks, in order to purchase, improve and manage parks, trails, recreation facilities, and natural lands for water quality, wildlife, tree preservation, and recreation purposes.

A permanent tax would provide a steady stream of income to help balance the capital improvement projects with corresponding maintenance and operations funds for staffing, utilities, materials, etc., to ensure the proper upkeep of these park facilities. A permanent tax would also facilitate long-range planning of being able to fund larger ticket items over several years while still accomplishing needed renovation projects for existing facilities annually. A vote to make the 1/8th cent tax permanent will not increase your current taxes.

Knowing that, how supportive are you of making the 1/8th cent Park Sales Tax a permanent funding source for local parks?

____ (1) Very supportive [please skip to Question #20]
____ (2) Somewhat supportive [please skip to Question #20]
____ (3) Not sure [please answer Question #19]
____ (4) Not supportive [please answer Question #19]
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.