Parks and Recreation Needs Assessment Survey

Findings Report

Submitted to

The City of Columbia, Missouri
Parks and Recreation Department

by

Leisure Vision
a division of ETC Institute
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(913) 829-1215

June 2010
Section 2: Charts and Graphs
Q1. Demographics: Number of People in Household

by percentage of respondents

- One: 14%
- Two: 33%
- Three: 20%
- Four: 21%
- Five+: 12%

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

- Yes: 87%
- No: 13%

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

- Cosmo-Bethel Park
- Stephens Lake
- Twin 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

Yes 87%
No 13%

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

26% at least once a week
27% a few times a month
33% a few times during the year
14% at least once a month

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

Excellent 41%
Good 54%
Fair 5%
No 13%
Yes 87%

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)

Walking, hiking, and biking trails: 70%
Picnic shelters: 50%
Playgrounds: 47%
Nature trails: 41%
Activity & Recreation Center (ARC): 28%
Natural areas: 25%
Swimming pools: 22%
Spraygrounds/spray parks: 20%
Stephens Lake swim beach: 20%
Stephens Lake Activity Center: 17%
Off-leash areas/dog parks: 17%
Softball/baseball fields: 16%
Golf courses: 14%
Soccer fields: 13%
Historic home/farm: 11%
Tennis courts: 11%
Boating and fishing areas: 10%
Armory Sports Center: 9%
Mountain biking trails: 6%
Outdoor basketball courts: 6%
Skateboard/roller hockey park: 5%
Football/lacrosse fields: 5%
Disc golf: 4%
Stephens Lake Activity Center: 3%
Tennis courts: 3%
Armory Sports Center: 3%
Boating and fishing areas: 3%
Mountain biking trails: 3%
Historic home/farm: 2%
Football/lacrosse fields: 2%
Disc golf: 2%
Outdoor basketball courts: 2%
Skateboard/roller hockey park: 1%
Other: 1%

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

Walking, hiking, and biking trails: 51%
Picnic shelters: 30%
Playgrounds: 21%
Activity & Recreation Center (ARC): 14%
Natural areas: 12%
Softball/baseball fields: 11%
Golf courses: 11%
Soccer fields: 10%
Spraygrounds/spray parks: 9%
Stephens Lake swim beach: 8%
Stephens Lake Activity Center: 8%
Tennis courts: 6%
Armory Sports Center: 6%
Boating and fishing areas: 3%
Mountain biking trails: 3%
Historic home/farm: 3%
Football/lacrosse fields: 2%
Disc golf: 2%
Outdoor basketball courts: 2%
Skateboard/roller hockey park: 1%
Other: 1%

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)

- We are too busy or not interested: 26%
- Household uses facilities from other organizations: 13%
- Location of City facilities not close to my home: 12%
- Fees are too expensive: 11%
- Security is insufficient: 7%
- Not enough shade/trees: 5%
- I don't know where City facilities are located: 6%
- Facilities are not well maintained: 4%
- Parks do not contain the facilities we need: 3%
- Hours of operation are not convenient: 3%
- Facilities do not have the right equipment: 2%
- Rules are too restrictive: 2%
- Poor customer service by staff: 1%
- City does not have quality programs: 1%
- Other: 12%

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

- Yes: 62%
- No: 29%
- Not Sure: 9%

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)

- Special events: 28%
- Youth and adult sports: 26%
- Aquatics: 22%
- Fitness/exercise classes: 14%
- Golf programs: 11%
- Volunteerism: 7%
- Outdoor/nature education: 6%
- Community recreation programs: 5%
- Adaptive programming: 5%
- Life enrichment classes: 5%
- Senior programs: 2%
- Youth at-risk programs: 1%
- Other: 4%

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

- Youth and adult sports: 24%
- Special events: 22%
- Aquatics: 18%
- Fitness/exercise classes: 13%
- Golf programs: 4%
- Outdoor/nature education: 4%
- Volunteerism: 4%
- Community recreation programs: 4%
- Life enrichment classes: 3%
- Adaptive programming: 3%
- Senior programs: 1%
- Youth at-risk programs: 1%
- Other: 2%

Source: Leisure Vision/ETC Institute (May 2010)
Walking and biking trails
Park shelters and picnic areas
Large community parks
Nature trails
Playground equipment and play areas
Outdoor pool and aquatic area
Indoor fitness and exercise facilities
Indoor swimming pools/leisure pool
Outdoor running/walking track
Spraygrounds/spray parks
Ice skating
Outdoor amphitheater/theater
Off-leash dog parks
Baseball and softball fields
Golf courses
Sledding hills & cross country skiing
Boating and fishing
Outdoor tennis courts
Softball fields
Indoor shelters/meeting space
Outdoor basketball courts
Mountain bike trails
Nature interpretive center
Indoor basketball/volleyball courts
Football/Lacrosse fields
Skateboard park/bike park
Equestrian trails

Q9. Households That Have a Need for Various Parks and Recreation Facilities
by percentage of respondents (multiple choices could be made)

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)
Q10. Parks and Recreation Facilities 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)

Q11. Households That Have a Need for Various Recreation Programs
by percentage of respondents (multiple choices could be made)

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

- Special events/festivals: 25%
- Youth/teen sports programs: 12%
- Adult fitness and wellness programs: 11%
- Youth Learn to Swim programs: 9%
- Nature education programs/Outdoor adventure: 8%
- Adult arts programs: 8%
- Education/Life skills programs: 6%
- Water fitness programs: 3%
- Pre-school programs: 3%
- Golf lessons: 3%
- Youth/teen fitness and wellness programs: 2%
- Senior programs: 2%
- Tennis lessons, clinics and leagues: 2%
- Youth/teen summer camp programs: 2%
- Before and after school programs: 2%
- Adult art, dance, performing arts: 2%
- Adult swim programs: 2%
- Martial arts programs: 1%
- Travel programs: 1%
- Gymnastics and tumbling programs: 1%
- Youth/teen art, dance, performing arts: 1%
- Programs for people with disabilities: 1%
- At-risk programs for youth: 1%

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)

- “Leisure Times” Activity Guide: 63%
- Newspaper articles/advertisements: 47%
- From friends and neighbors: 35%
- Parks & Recreation Website: 30%
- Radio: 22%
- Television: 19%
- School flyers/newsletter: 19%
- Repeat Customer: 10%
- Flyers/Newsletters in mail: 9%
- Info displayed at P&R facility: 9%
- E-mail bulletins or E-newsletters: 6%
- Conversations with P&R staff: 3%
- Facebook: 3%
- Twitter: 1%

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

<table>
<thead>
<tr>
<th>Action</th>
<th>Very Supportive</th>
<th>Somewhat Supportive</th>
<th>Not Sure</th>
<th>Not Supportive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fix-up/repair park facilities/shelters/playgrounds</td>
<td>66%</td>
<td>26%</td>
<td>12%</td>
<td>0%</td>
</tr>
<tr>
<td>Upgrade/improve pools/sports fields/golf courses</td>
<td>55%</td>
<td>28%</td>
<td>13%</td>
<td>0%</td>
</tr>
<tr>
<td>Acquire land for developing neighborhood parks</td>
<td>47%</td>
<td>28%</td>
<td>13%</td>
<td>0%</td>
</tr>
<tr>
<td>Acquire land for preservation &amp; walk/hike trails</td>
<td>49%</td>
<td>25%</td>
<td>13%</td>
<td>0%</td>
</tr>
<tr>
<td>Acquire land to preserve open space &amp; environment</td>
<td>48%</td>
<td>24%</td>
<td>15%</td>
<td>0%</td>
</tr>
<tr>
<td>Develop &amp; connect hard surface walk/bike trails</td>
<td>43%</td>
<td>26%</td>
<td>16%</td>
<td>0%</td>
</tr>
<tr>
<td>Acquire land/develop athletic fields/rec fac</td>
<td>32%</td>
<td>35%</td>
<td>19%</td>
<td>0%</td>
</tr>
<tr>
<td>Develop nature/education trails</td>
<td>31%</td>
<td>32%</td>
<td>22%</td>
<td>0%</td>
</tr>
<tr>
<td>Develop a permanent indoor ice-skating facility</td>
<td>33%</td>
<td>23%</td>
<td>22%</td>
<td>0%</td>
</tr>
<tr>
<td>Begin developing 320 acre Gans Creek Rec Area</td>
<td>29%</td>
<td>26%</td>
<td>32%</td>
<td>14%</td>
</tr>
<tr>
<td>Develop indoor recreation center</td>
<td>26%</td>
<td>24%</td>
<td>27%</td>
<td>23%</td>
</tr>
<tr>
<td>Develop youth and adult athletic fields</td>
<td>21%</td>
<td>29%</td>
<td>34%</td>
<td>16%</td>
</tr>
<tr>
<td>Develop indoor multi-sports center</td>
<td>25%</td>
<td>25%</td>
<td>28%</td>
<td>22%</td>
</tr>
<tr>
<td>Develop outdoor swimming pool/aquatic facility</td>
<td>25%</td>
<td>25%</td>
<td>32%</td>
<td>19%</td>
</tr>
<tr>
<td>Develop an outdoor ice-skating facility</td>
<td>25%</td>
<td>25%</td>
<td>24%</td>
<td>27%</td>
</tr>
<tr>
<td>Develop off-leash dog parks</td>
<td>18%</td>
<td>21%</td>
<td>30%</td>
<td>32%</td>
</tr>
<tr>
<td>Develop equestrian trails</td>
<td>10%</td>
<td>14%</td>
<td>35%</td>
<td>41%</td>
</tr>
<tr>
<td>Acquire and develop a new golf course</td>
<td>12%</td>
<td>12%</td>
<td>27%</td>
<td>49%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Action</th>
<th>Most Willing</th>
<th>2nd Most Willing</th>
<th>3rd Most Willing</th>
<th>4th Most Willing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fix-up/repair park facilities/shelters/playgrounds</td>
<td>47%</td>
<td>29%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>Upgrade/improve pools/sports fields/golf courses</td>
<td>29%</td>
<td>27%</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>Acquire land for preservation &amp; walk/hike trails</td>
<td>28%</td>
<td>26%</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
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<td>26%</td>
<td>25%</td>
<td>13%</td>
<td>0%</td>
</tr>
<tr>
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<td>23%</td>
<td>13%</td>
<td>0%</td>
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<tr>
<td>Develop &amp; connect hard surface walk/bike trails</td>
<td>23%</td>
<td>12%</td>
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<td>8%</td>
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<td>12%</td>
<td>0%</td>
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<td>Develop indoor recreation center</td>
<td>14%</td>
<td>12%</td>
<td>10%</td>
<td>0%</td>
</tr>
<tr>
<td>Develop nature/education trails</td>
<td>12%</td>
<td>12%</td>
<td>10%</td>
<td>0%</td>
</tr>
<tr>
<td>Develop indoor multi-sports center</td>
<td>12%</td>
<td>10%</td>
<td>10%</td>
<td>0%</td>
</tr>
<tr>
<td>Develop an outdoor ice-skating facility</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>0%</td>
</tr>
<tr>
<td>Develop outdoor swimming pool/aquatic facility</td>
<td>10%</td>
<td>9%</td>
<td>9%</td>
<td>0%</td>
</tr>
<tr>
<td>Develop youth and adult athletic fields</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
<td>0%</td>
</tr>
<tr>
<td>Acquire land/develop athletic fields/rec fac</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
<td>0%</td>
</tr>
<tr>
<td>Develop off-leash dog parks</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
<td>0%</td>
</tr>
<tr>
<td>Acquire and develop a new golf course</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>0%</td>
</tr>
<tr>
<td>Develop equestrian trails</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>0%</td>
</tr>
</tbody>
</table>

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

- Very Satisfied: 41%
- Somewhat Satisfied: 34%
- Neutral: 14%
- Somewhat Dissatisfied: 3%
- Very Dissatisfied: 2%
- Don’t Know: 6%

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

- Very supportive: 63%
- Somewhat supportive: 20%
- Not sure: 10%
- Not supportive: 7%

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

- Very supportive: 57%
- Somewhat supportive: 22%
- Not sure: 12%
- Not supportive: 9%

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

- Very high priority: 43%
- High priority: 34%
- Very low priority: 2%
- Low priority: 2%
- Medium priority: 19%

Source: Leisure Vision/ETC Institute (May 2010)
Q21. Allocation of $100 of the Park Sales Tax
by percentage of respondents

Maintaining condition of existing parks, trails and facilities $45
Acquiring, protecting and preserving parks, green space and stream corridors $21
$17
Trails - new construction, improvements, acquisition, and connections
$17
New park/facility development

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

We use public parks and facilities the same amount as in the past $54
We make greater use of public parks and facilities $25
We make less use of public parks and facilities $12
We don't use public parks and facilities now $8
We didn't use public parks and facilities before $1

Source: Leisure Vision/ETC Institute (May 2010)
Q23. Demographics: Ages of People in Household

by percentage of household occupants

- Under 5 years: 9%
- 5-9 years: 9%
- 10-14 years: 7%
- 15-19 years: 7%
- 20-24 years: 4%
- 25-34 years: 14%
- 35-44 years: 14%
- 45-54 years: 15%
- 55-64 years: 10%
- 65+ years: 9%

Source: Leisure Vision/ETC Institute (May 2010)

Q24. Demographics: Race/Ethnicity

by percentage of respondents (multiple choices could be made)

- White: 86%
- Asian/Pacific Islander: 6%
- Black/African American: 6%
- Hispanic: 2%
- Other: 1%
- Not provided: 5%

Source: Leisure Vision/ETC Institute (May 2010)
Q25. Demographics: Age of Respondents
by percentage of respondents

- Under 35: 24%
- 35 to 44: 23%
- 45 to 54: 23%
- 55 to 64: 15%
- 65+: 15%

Source: Leisure Vision/ETC Institute (May 2010)

Q26. Demographics: Gender
by percentage of respondents

- Male: 39%
- Female: 61%

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