Parks and Recreation Needs Assessment: 2011 Park/Recreation User Survey

Findings Summary

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Charts and Graphs

2011 Park/Recreation User Survey
**Figure 1a. 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** 99%
- **No** 1%

Source: 2011 CPRD User Survey

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**Figure 1b. Parks that households visit most often (top 10 shown)**

by percentage of respondents visited in the past year

- **Cosmo Park, Bus. Loop 70W**: 71%
- **Stephens Lake Park**: 50%
- **Cosmo-BETHEL Park, Bethel St.**: 22%
- **Twin Lakes Recreation Area**: 17%
- **Albert-Oakland Park**: 15%
- **Flat Branch Park**: 13%
- **Grindstone Nature Area**: 10%
- **Capen Park**: 8%
- **Rock Quarry Park**: 6%
- **Forum Nature Area**: 6%

Source: 2011 CPRD User Survey
Figure 2a. Have you or members of your households visited any of the City of Columbia's trails during the past year?
by percentage of respondents

Yes 79%
No 21%

Source: 2011 CPRD User Survey

Figure 2b. Parks and Recreation trails that households visit most often
by percentage of respondents visited in the past year

Source: 2011 CPRD User Survey
Figure 3. Overall, how would you rate the physical condition of all the City of Columbia's parks/trails you have visited?

by percentage of respondents

- Excellent, 35%
- Good, 55%
- Fair, 7%
- Poor, 1%
- Don't know, 2%

Source: 2011 CPRD User Survey

Figure 4a. City of Columbia parks and recreation facilities that households have visited over the past 12 months

by percentage of respondents

- Walking, hiking, and biking trails: 81%
- Nature trails: 57%
- Picnic shelters: 56%
- Playgrounds: 55%
- Activity & Recreation Center (ARC): 40%
- Swimming pools: 37%
- Natural Areas: 36%
- Spraygrounds/spray parks: 35%
- Softball/baseball fields: 32%
- Stephens Lake swim beach: 30%
- Off-leash areas/dog parks: 26%
- Stephens Lake Activity Center: 25%
- Skateboard/roller hockey park: 22%
- Soccer fields: 21%
- Golf courses: 16%
- Tennis courts: 15%
- Boating and fishing areas: 13%
- Historic home/farm (Nifong Park): 12%
- Mountain biking trails: 12%
- Armory Sports Center: 10%
- Disc golf: 9%
- Football/lacrosse fields: 9%
- Outdoor basketball courts: 7%
- Archery range (American Legion): 2.3%
- Other: 2%
- None: 0.4%

Source: 2011 CPRD User Survey
Figure 4b. Parks and recreation facilities that households visit most often by percentage of respondents

Source: 2011 CPRD User Survey

Figure 5. Reasons that prevent households from using Columbia's parks and recreation facilities by percentage of respondents

Source: 2011 CPRD User Survey
**Figure 6.** Do you feel there are sufficient parks and green spaces areas within walking distance of your residence?  
by percentage of respondents

Source: 2011 CPRD User Survey

**Figure 7a.** City of Columbia parks and recreation programs that households have participated over the past 12 months  
by percentage of respondents (multiple choices could be made)

Source: 2011 CPRD User Survey
Figure 7b. Parks and recreation programs that households visit most often by percentage of respondents

- Youth and adult sports: 47%
- Special events: 34%
- Aquatics: 30%
- Fitness/exercise classes: 18%
- Outdoor/nature education: 11%
- Golf programs: 11%
- Volunteerism: 9%
- Community Recreation programs: 8%
- Life Enrichment classes: 7%
- Adaptive programming: 4%
- Senior programs: 2%
- Youth at-risk programs: 1%
- Other: 9%

Source: 2011 CPRD User Survey

Figure 8. Need for more parks and recreation facilities by percentage of respondents

Source: 2011 CPRD User Survey
**Figure 9.** Which four of the facilities are most important to your household regardless of how often you utilize it?

by percentage of respondents

- Walking and biking trails: 22%
- Ice skating facilities: 20%
- Small (2-10 acres) neighborhood parks: 18%
- Off-leash dog parks: 16%
- Nature trails: 14%
- Outdoor pool and aquatic areas: 13%
- Sledding hills and cross country skiing: 13%
- Indoor swimming pools/leisure pools: 12%
- Baseball and softball fields: 11%
- Playground equipment and play areas: 10%
- Community gardens: 10%
- Large community parks: 10%
- Indoor fitness and exercise facilities: 9%
- Boating and fishing areas: 9%
- Spraygrounds/spray parks: 8%
- Park shelters and picnic areas: 8%
- Soccer fields: 7%
- Bird/wildlife watching areas: 7%
- Nature interpretive center: 6%
- Indoor basketball/volleyball courts: 6%
- Outdoor running/walking tracks: 6%
- Mountain bike trails: 5%
- Golf courses: 5%
- Outdoor amphitheaters/theaters: 5%
- Football/lacrosse fields: 4%
- Archery ranges/deer management areas: 3%
- Indoor shelters/meeting space: 3%
- Outdoor tennis courts: 3%
- Outdoor basketball courts: 3%
- Facilities for the disabled: 2%
- Equestrian trails: 2%

Source: 2011 CPRD User Survey

**Figure 10.** Households that have a need for more recreation programs

by percentage of respondents (multiple choices could be made)

- Special events/festivals: 17%
- Adult fitness and wellness programs: 17%
- Nature education programs/Outdoor Adventure: 16%
- Education/life skills programs, such as cooking: 12%
- Youth/teen sports programs: 12%
- Youth Learn to Swim programs: 11%
- Adult sports programs: 10%
- Youth/teen summer camp programs: 10%
- Before and after school programs: 10%
- Youth/teen fitness and wellness programs: 9%
- Adult art, dance, performing arts: 9%
- Gymnastics and tumbling programs: 8%
- Martial art programs: 8%
- Travel programs: 8%
- Youth/teen art, dance, performing arts: 8%
- Pre-school programs: 8%
- Water fitness programs: 7%
- Tennis lessons, clinics and leagues: 7%
- Golf lessons: 6%
- Adult swim programs: 6%
- At-risk programs for youth: 5%
- Senior programs: 3%
- Programs for people with disabilities: 3%
- None: 42%

Source: 2011 CPRD User Survey
Figure 11. Which four of the programs are most important to your household regardless of how often you participate?

by percentage of respondents

- Special events/festivals: 21%
- Nature education programs/Outdoor Adventure: 17%
- Adult fitness and wellness programs: 16%
- Youth/teen sports programs: 12%
- Youth Learn to Swim programs: 12%
- Adult sports programs: 11%
- Education/life skills programs, such as cooking: 10%
- Youth/teen summer camp programs: 10%
- Before and after school programs: 8%
- Martial arts programs: 7%
- Youth/teen fitness and wellness programs: 7%
- Travel programs: 7%
- At-risk programs for youth: 7%
- Adult art, dance, performing arts: 6%
- Golf lessons: 6%
- Adult swim programs: 6%
- Gymnastics and tumbling programs: 6%
- Youth/teen art, dance, performing arts: 6%
- Water fitness programs: 5%
- Tennis lessons, clinics and leagues: 5%
- Senior programs: 4%
- Programs for people with disabilities: 4%
- Adult fitness and wellness programs: 3%
- Senior programs: 3%
- Adult art, dance, performing arts: 3%
- Adult swim programs: 3%
- Martial arts programs: 3%
- Youth/teen fitness and wellness programs: 3%
- Gymnastics and tumbling programs: 3%
- Before and after school programs: 2%
- Youth/teen art, dance, performing arts: 2%
- Senior programs: 2%
- Programs for people with disabilities: 2%
- Travel programs: 1%
- Tennis lessons, clinics and leagues: 1%
- At-risk programs for youth: 1%

Source: 2011 CPRD User Survey

Figure 12. Which programs do you currently participate in most often at Columbia’s parks and recreation facilities

by percentage of respondents

- Special events/festivals: 26%
- Youth/teen sports programs: 16%
- Adult sports programs: 12%
- Adult fitness and wellness programs: 12%
- Youth Learn to Swim programs: 8%
- Nature education programs/Outdoor Adventure: 8%
- Pre-school programs: 4%
- Water fitness programs: 3%
- Youth/teen summer camp programs: 3%
- Education/life skills programs, such as cooking: 3%
- Golf lessons: 3%
- Adult art, dance, performing arts: 3%
- Adult swim programs: 3%
- Martial arts programs: 3%
- Youth/teen fitness and wellness programs: 3%
- Gymnastics and tumbling programs: 2%
- Before and after school programs: 2%
- Youth/teen art, dance, performing arts: 2%
- Senior programs: 2%
- Programs for people with disabilities: 2%
- Travel programs: 1%
- Tennis lessons, clinics and leagues: 1%
- At-risk programs for youth: 1%

Source: 2011 CPRD User Survey

Columbia, MO - 2013 Parks, Recreation & Open Space Master Plan
Figure 13. Ways respondents learn about City of Columbia Parks and Recreation Department programs and activities by percentage of respondents

- Parks and Recreation Website: 63%
- "Leisure Times" Activity Guide: 61%
- From friends and neighbors: 49%
- E-mail bulletins or E-newsletters: 30%
- Newspaper articles/advertisements: 28%
- Radio: 24%
- Repeat customer: 23%
- School flyers/newsletters: 20%
- Flyers/Newsletter in mail: 14%
- Facebook: 14%
- Television: 13%
- Conversations with P&R staff: 6%
- Info displayed at P&R facility: 5%
- Other: 3%
- Twitter: 1%
- Online school district "Virtual Backpack": 1%

Source: 2011 CPRD User Survey

Figure 14. What one radio station do you listen to the most? by percentage of respondents

- KBIA 91.3 FM: 15%
- KCLR 99.3 FM: 11%
- KOQL 106.1 FM: 9%
- KBXR 102.3 FM: 9%
- KFRU 1400 AM: 7%
- KOPN 89.5 FM: 7%
- KCMQ 96.7 FM: 6%
- KPLA 101.5 FM: 6%
- KSSZ 93.9 FM: 3%
- KTGR 1580 AM: 3%
- KCOU 88.1 FM: 2%
- KJLU 88.9 FM: 1%
- KWDC 90.5 FM: 0.4%
- Other: 10%
- None: 8%

Source: 2011 CPRD User Survey
Figure 15. Indicate support for various actions to improve the parks and recreation system by percentage of respondents

Source: 2011 CPRD User Survey

Figure 16. Level of satisfaction with the overall value households receive from the Columbia Parks and Recreation Department by percentage of respondents

Source: 2011 CPRD User Survey
Figure 17. How high of a priority do you feel city officials should place on maintaining the condition of existing facilities? by percentage of respondents

![Pie Chart](image)

- **Very High Priority**: 46%
- **Very Low Priority**: 0%
- **High Priority**: 42%
- **Low Priority**: 0.4%
- **Medium Priority**: 12%

Source: 2011 CPRD User Survey

Figure 18. Indicate level of support for various actions to improve technology within 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 Supportive</th>
<th>Not Sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop online reservation system for picnic shelters</td>
<td>50%</td>
<td>40%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Develop mobile applications for smartphones</td>
<td>42%</td>
<td>35%</td>
<td>15%</td>
<td>8%</td>
</tr>
<tr>
<td>Provide wireless internet access in the parks</td>
<td>27%</td>
<td>35%</td>
<td>34%</td>
<td>4%</td>
</tr>
<tr>
<td>Develop online videos</td>
<td>14%</td>
<td>43%</td>
<td>27%</td>
<td>16%</td>
</tr>
<tr>
<td>Develop online golf tee time reservations</td>
<td>18%</td>
<td>31%</td>
<td>31%</td>
<td>20%</td>
</tr>
<tr>
<td>Provide webcams at various parks and facilities</td>
<td>16%</td>
<td>27%</td>
<td>42%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Source: 2011 CPRD User Survey
Figure 19. 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

Same use of public parks and facilities as in the past 62%
Greater use of public parks and facilities 31%
Less use of public parks and facilities 7%

Source: 2011 CPRD Interim Survey

Figure 20a. Demographics: Gender
by percentage of respondents

Female 63%
Male 35%
did not answer 2%

Source: 2011 CPRD Interim Survey
Figure 20b. Demographics: Race/Ethnicity
by percentage of respondents

Source: 2011 CPRD User Survey

Figure 20c. Demographics: Ages of people in household in group
by percentage of respondents

Source: 2011 CPRD User Survey
**Figure 20d. Demographics: Ages of people in household**

by percentage of respondents

- Under 5 years: 9%
- 5-9 years: 11%
- 10-14 years: 11%
- 15-19 years: 8%
- 20-24 years: 6%
- 25-34 years: 15%
- 35-44 years: 18%
- 44-54 years: 13%
- 55-64 years: 7%
- 65+ years: 2%

Source: 2011 CPRD User Survey

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**Figure 20e. Demographics: Live Within City Limits**

by percentage of respondents

- Yes: 75%
- No: 23%
- Don't Know: 1%
- did not answer: 1%

Source: 2011 CPRD User Survey
Figure 20f. Demographics: What is your home zip code?

by percentage of respondents

- 65203: 45%
- 65202: 27%
- 65201: 18%
- Other: 10%

Source: 2011 CPRD User Survey