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
725 W. Frontier Circle
Olathe, KS 66061
(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%

Source: Leisure Vision/ETC Institute (May 2010)
Q2a. 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

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

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

- Excellent: 41%
- Good: 54%
- Fair: 5%

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: 22%
- Stephens Lake swim beach: 21%
- Stephens Lake Activity Center: 20%
- Off-leash areas/dog parks: 17%
- Softball/baseball fields: 17%
- Golf courses: 16%
- Soccer fields: 14%
- Historic home/farm: 14%
- Tennis courts: 13%
- Boating and fishing areas: 11%
- Armory Sports Center: 9%
- Mountain biking trails: 6%
- Outdoor basketball courts: 6%
- Skateboard/roller hockey park: 6%
- Football/lacrosse fields: 6%
- Disc golf: 5%
- Other: 2%

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%
- Playgrounds: 30%
- Picnic shelters: 21%
- Activity & Recreation Center (ARC): 20%
- Natural areas: 20%
- Off-leash areas/dog parks: 14%
- Softball/baseball fields: 12%
- 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: 3%
- 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: 26%
- Youth and adult sports: 24%
- Aquatics: 22%
- Fitness/exercise classes: 18%
- Golf programs: 14%
- Volunteerism: 11%
- Outdoor/nature education: 7%
- Community recreation programs: 6%
- Adaptive programming: 6%
- Life enrichment classes: 5%
- Senior programs: 4%
- Life enrichment classes: 4%
- Youth at-risk programs: 4%
- 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: 13%
- 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)
Q9. Households That Have a Need for Various Parks and Recreation Facilities

by percentage of respondents (multiple choices could be made)

- Walking and biking trails: 70%
- Park shelters and picnic areas: 66%
- Large community parks: 66%
- Nature trails: 55%
- Small (2-10 acres) neighborhood parks: 51%
- Playground equipment and play areas: 45%
- Indoor fitness and exercise facilities: 45%
- Indoor swimming pools/leisure pool: 45%
- Outdoor running/walking track: 45%
- Spraygrounds/spray parks: 33%
- Ice skating: 31%
- Outdoor amphitheater/theater: 31%
- Off-leash dog parks: 30%
- Baseball and softball fields: 29%
- Golf courses: 29%
- Sledding hills & cross country skiing: 29%
- Boating and fishing: 29%
- Outdoor tennis courts: 25%
- Soccer fields: 25%
- Indoor shelters/meeting space: 24%
- Outdoor basketball courts: 23%
- Mountain bike trails: 23%
- Nature interpretive center: 21%
- Indoor basketball/volleyball courts: 21%
- Football/Lacrosse fields: 11%
- Skateboard park/bike park: 11%
- Equestrian trails: 5%

Source: Leisure Vision/ETC Institute (May 2010)

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

- Walking and biking trails: 28,408
- Park shelters and picnic areas: 28,046
- Large community parks: 27,944
- Nature trails: 26,230
- Small (2-10 acres) neighborhood parks: 21,972
- Playground equipment and play areas: 20,440
- Indoor fitness and exercise facilities: 19,440
- Indoor swimming pools/leisure pool: 18,069
- Outdoor running/walking track: 17,900
- Spraygrounds/spray parks: 16,699
- Ice skating: 12,695
- Outdoor amphitheater/theater: 12,457
- Off-leash dog parks: 11,893
- Baseball and softball fields: 11,177
- Golf courses: 11,490
- Sledding hills & cross country skiing: 10,969
- Boating and fishing: 10,119
- Outdoor tennis courts: 8,598
- Soccer fields: 8,514
- Indoor shelters/meeting space: 8,353
- Outdoor basketball courts: 8,789
- Mountain bike trails: 8,506
- Nature interpretive center: 8,486
- Indoor basketball/volleyball courts: 8,426
- Football/Lacrosse fields: 4,556
- Skateboard park/bike park: 4,435
- Equestrian trails: 2,137

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: 10%
- Nature education programs/Outdoor adventure: 9%
- Adult sports 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: 47%
- Parks & Recreation Website: 35%
- Radio: 30%
- Television: 30%
- School flyers/newsletter: 22%
- Repeat Customer: 19%
- Flyers/Newsletters in mail: 19%
- Info displayed at P&R facility: 10%
- 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

- Fix-up/repair park facilities/shelters/playgrounds: 66% Very Supportive, 29% Somewhat Supportive, 6% Not Supportive
- Upgrade/improve pools/sports fields/golf courses: 55% Very Supportive, 28% Somewhat Supportive, 12% Not Supportive
- Acquire land for developing neighborhood parks: 47% Very Supportive, 28% Somewhat Supportive, 13% Not Supportive
- Acquire land for preservation & walk/hike trails: 49% Very Supportive, 25% Somewhat Supportive, 12% Not Supportive
- Acquire land to preserve open space & environment: 48% Very Supportive, 24% Somewhat Supportive, 15% Not Supportive
- Develop & connect hard surface walk/bike trails: 43% Very Supportive, 26% Somewhat Supportive, 16% Not Supportive
- Acquire land/develop athletic fields/rec fac: 32% Very Supportive, 35% Somewhat Supportive, 19% Not Supportive
- Develop nature/education trails: 31% Very Supportive, 32% Somewhat Supportive, 22% Not Supportive
- Develop a permanent indoor ice-skating facility: 33% Very Supportive, 23% Somewhat Supportive, 23% Not Supportive
- Begin developing 320 acre Gans Creek Rec Area: 29% Very Supportive, 26% Somewhat Supportive, 32% Not Supportive
- Develop indoor recreation center: 26% Very Supportive, 24% Somewhat Supportive, 27% Not Supportive
- Develop youth and adult athletic fields: 32% Very Supportive, 24% Somewhat Supportive, 14% Not Supportive
- Develop indoor multi-sports center: 25% Very Supportive, 25% Somewhat Supportive, 16% Not Supportive
- Develop outdoor swimming pool/aquatic facility: 25% Very Supportive, 25% Somewhat Supportive, 19% Not Supportive
- Develop an outdoor ice-skating facility: 25% Very Supportive, 25% Somewhat Supportive, 27% Not Supportive
- Develop off-leash dog parks: 18% Very Supportive, 21% Somewhat Supportive, 32% Not Supportive
- Develop equestrian trails: 10% Very Supportive, 14% Somewhat Supportive, 41% Not Supportive
- Acquire and develop a new golf course: 12% Very Supportive, 12% Somewhat Supportive, 27% Not Supportive

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

- Fix-up/repair park facilities/shelters/playgrounds: 47% Most Willing, 10% 2nd Most Willing, 7% 3rd Most Willing, 2% 4th Most Willing
- Upgrade/improve pools/sports fields/golf courses: 29% Most Willing, 26% 2nd Most Willing, 14% 3rd Most Willing, 16% 4th Most Willing
- Acquire land for preservation & walk/hike trails: 28% Most Willing, 25% 2nd Most Willing, 12% 3rd Most Willing, 15% 4th Most Willing
- Acquire land to preserve open space & environment: 26% Most Willing, 23% 2nd Most Willing, 10% 3rd Most Willing, 10% 4th Most Willing
- Acquire land for developing neighborhood parks: 29% Most Willing, 23% 2nd Most Willing, 9% 3rd Most Willing, 10% 4th Most Willing
- Develop & connect hard surface walk/bike trails: 23% Most Willing, 23% 2nd Most Willing, 10% 3rd Most Willing, 10% 4th Most Willing
- Begin developing 320 acre Gans Creek Rec Area: 16% Most Willing, 14% 2nd Most Willing, 7% 3rd Most Willing, 2% 4th Most Willing
- Develop indoor recreation center: 14% Most Willing, 12% 2nd Most Willing, 12% 3rd Most Willing, 2% 4th Most Willing
- Develop youth and adult athletic fields: 12% Most Willing, 12% 2nd Most Willing, 9% 3rd Most Willing, 2% 4th Most Willing
- Develop indoor multi-sports center: 10% Most Willing, 10% 2nd Most Willing, 9% 3rd Most Willing, 1% 4th Most Willing
- Develop an outdoor ice-skating facility: 10% Most Willing, 9% 2nd Most Willing, 8% 3rd Most Willing, 1% 4th Most Willing
- Develop outdoor swimming pool/aquatic facility: 9% Most Willing, 9% 2nd Most Willing, 8% 3rd Most Willing, 1% 4th Most Willing
- Develop off-leash dog parks: 7% Most Willing, 6% 2nd Most Willing, 6% 3rd Most Willing, 2% 4th Most Willing
- Acquire and develop a new golf course: 7% Most Willing, 7% 2nd Most Willing, 6% 3rd Most Willing, 2% 4th Most Willing
- Develop equestrian trails: 2% Most Willing, 2% 2nd Most Willing, 2% 3rd Most Willing, 1% 4th Most Willing

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 supportive: 7%
- Not sure: 10%

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%
- Medium priority: 19%
- Low priority: 2%
- Very low priority: 2%

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

- Acquiring, protecting and preserving parks, green space and stream corridors: $21
- Maintaining condition of existing parks, trails and facilities: $45
- Trails - new construction, improvements, acquisition, and connections: $17
- New park/facility development: $17
- New park/facility development: $1

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 didn't use public parks and facilities before: $1
- We don't use public parks and facilities now: $8

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

65202
25%

65201
13%

65203
62%

Source: Leisure Vision/ETC Institute (May 2010)

Q28. Demographics: Number of Registered Voters
by percentage of respondents

One
22%

Three or more
13%

None
4%

Two
61%

Source: Leisure Vision/ETC Institute (May 2010)
Section 3: Benchmarking Comparisons
National Benchmarking

Since 1998, Leisure Vision (a division of ETC Institute) has conducted household surveys for needs assessments, feasibility studies, customer satisfaction, fees and charges comparisons, and other parks and recreation issues in more than 400 communities in over 40 states across the country.

The results of these surveys has provided an unparalleled data base of information to compare responses from household residents in client communities to “National Averages” and therefore provide a unique tool to “assist organizations in better decision making.”

Communities within the data base include a full-range of municipal and county governments from 20,000 in population through over 1 million in population. They include communities in warm weather climates and cold weather climates, mature communities and some of the fastest growing cities and counties in the country.

Communities within the following states are included within the National Benchmarking data base.

- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Florida
- Georgia
- Kansas
- Kentucky
- Idaho
- Illinois
- Indiana
- Iowa
- Maine
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri
- Montana
- Nevada
- New Hampshire
- New Jersey
- New York
- North Carolina
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Rhode Island
- South Carolina
- South Dakota
- Texas
- Utah
- Vermont
- Virginia
- Washington
- Wyoming
“National Averages” have been developed for numerous strategically important parks and recreation planning and management issues including: customer satisfaction and usage of parks and programs; methods for receiving marketing information; reasons that prevent members of households from using parks and recreation facilities more often; priority recreation programs, parks, facilities and trails to improve or develop; priority programming spaces to have in planned community centers and aquatic facilities; potential attendance for planned indoor community centers and outdoor aquatic centers; etc.

Results from household responses for the City of Columbia were compared to National Benchmarks to gain further strategic information. A summary of all tabular comparisons are shown on pages 3-9.

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Columbia is not authorized without written consent from Leisure Vision/ETC Institute.
# Parks and Recreation Benchmarking for Needs Assessment Surveys

<table>
<thead>
<tr>
<th>Question</th>
<th>National Average</th>
<th>Columbia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have you or members of your household visited any City/County/Park District <strong>parks</strong> over the past year?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>72%</td>
<td>87%</td>
</tr>
<tr>
<td>No</td>
<td>28%</td>
<td>13%</td>
</tr>
<tr>
<td>How would you rate the quality of all the <strong>parks</strong> you’ve visited?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Excellent</td>
<td>31%</td>
<td>41%</td>
</tr>
<tr>
<td>Good</td>
<td>54%</td>
<td>54%</td>
</tr>
<tr>
<td>Fair</td>
<td>12%</td>
<td>5%</td>
</tr>
<tr>
<td>Poor</td>
<td>2%</td>
<td>0%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Ways respondents learn about recreation programs and activities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Leisure Times&quot; Activity Guide</td>
<td>51%</td>
<td>63%</td>
</tr>
<tr>
<td>Newspaper articles/advertisements</td>
<td>40%</td>
<td>47%</td>
</tr>
<tr>
<td>From friends and neighbors</td>
<td>42%</td>
<td>47%</td>
</tr>
<tr>
<td>Parks &amp; Recreation Website</td>
<td>15%</td>
<td>35%</td>
</tr>
<tr>
<td>Radio</td>
<td>10%</td>
<td>30%</td>
</tr>
<tr>
<td>Television</td>
<td>9%</td>
<td>28%</td>
</tr>
<tr>
<td>School flyers/newsletter</td>
<td>17%</td>
<td>22%</td>
</tr>
<tr>
<td>Repeat Customer</td>
<td>NA</td>
<td>19%</td>
</tr>
<tr>
<td>Flyers/Newsletters in mail</td>
<td>31%</td>
<td>19%</td>
</tr>
<tr>
<td>Info displayed at P&amp;R facility</td>
<td>18%</td>
<td>10%</td>
</tr>
<tr>
<td>E-mail bulletins or E-newsletters</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Conversations with P&amp;R staff</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>Facebook</td>
<td>NA</td>
<td>3%</td>
</tr>
<tr>
<td>Twitter</td>
<td>NA</td>
<td>1%</td>
</tr>
</tbody>
</table>

*Copyrighted by Leisure Vision/ETC Institute for the City of Columbia*
### Parks and Recreation Benchmarking for Needs Assessment Surveys

<table>
<thead>
<tr>
<th>Reasons preventing the use of parks and recreation facilities and programs more often</th>
<th>National Average</th>
<th>Columbia</th>
</tr>
</thead>
<tbody>
<tr>
<td>We are too busy or not interested</td>
<td>34%</td>
<td>26%</td>
</tr>
<tr>
<td>Household uses facilities from other organizations</td>
<td>15%</td>
<td>13%</td>
</tr>
<tr>
<td>Location of City facilities not close to my home</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>Fees are too expensive</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>Security is insufficient</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Not enough shade/trees</td>
<td>NA</td>
<td>5%</td>
</tr>
<tr>
<td>I don't know where City facilities are located</td>
<td>13%</td>
<td>5%</td>
</tr>
<tr>
<td>Facilities are not well maintained</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Parks do not contain the facilities we need</td>
<td>13%</td>
<td>3%</td>
</tr>
<tr>
<td>Hours of operation are not convenient</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>Facilities do not have the right equipment</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>Rules are too restrictive</td>
<td>NA</td>
<td>2%</td>
</tr>
<tr>
<td>Poor customer service by staff</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>City does not have quality programs</td>
<td>NA</td>
<td>1%</td>
</tr>
</tbody>
</table>
### Parks and Recreation Benchmarking for Needs Assessment Surveys

<table>
<thead>
<tr>
<th>Recreation programs that respondent households have a need for</th>
<th>National Average</th>
<th>Columbia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special events/festivals</td>
<td>40%</td>
<td>46%</td>
</tr>
<tr>
<td>Adult fitness and wellness programs</td>
<td>47%</td>
<td>42%</td>
</tr>
<tr>
<td>Nature education programs/Outdoor adventure</td>
<td>32%</td>
<td>33%</td>
</tr>
<tr>
<td>Youth Learn to Swim programs</td>
<td>24%</td>
<td>28%</td>
</tr>
<tr>
<td>Youth/teen sports programs</td>
<td>27%</td>
<td>26%</td>
</tr>
<tr>
<td>Education/Life skills programs</td>
<td>32%</td>
<td>26%</td>
</tr>
<tr>
<td>Adult sports programs</td>
<td>23%</td>
<td>25%</td>
</tr>
<tr>
<td>Water fitness programs</td>
<td>29%</td>
<td>24%</td>
</tr>
<tr>
<td>Adult art, dance, performing arts</td>
<td>21%</td>
<td>19%</td>
</tr>
<tr>
<td>Travel programs</td>
<td>NA</td>
<td>18%</td>
</tr>
<tr>
<td>Golf lessons</td>
<td>21%</td>
<td>17%</td>
</tr>
<tr>
<td>Tennis lessons, clinics and leagues</td>
<td>18%</td>
<td>16%</td>
</tr>
<tr>
<td>Youth/teen summer camp programs</td>
<td>19%</td>
<td>16%</td>
</tr>
<tr>
<td>Pre-school programs</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>Youth/teen fitness and wellness programs</td>
<td>18%</td>
<td>15%</td>
</tr>
<tr>
<td>Senior programs</td>
<td>23%</td>
<td>15%</td>
</tr>
<tr>
<td>Gymnastics and tumbling programs</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>Youth/teen art, dance, performing arts</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td>Before and after school programs</td>
<td>15%</td>
<td>14%</td>
</tr>
<tr>
<td>Adult swim programs</td>
<td>19%</td>
<td>14%</td>
</tr>
<tr>
<td>Martial arts programs</td>
<td>15%</td>
<td>14%</td>
</tr>
<tr>
<td>Programs for people with disabilities</td>
<td>11%</td>
<td>9%</td>
</tr>
<tr>
<td>At-risk programs for youth</td>
<td>NA</td>
<td>7%</td>
</tr>
</tbody>
</table>

*Copyrighted by Leisure Vision/ETC Institute for the City of Columbia*
<table>
<thead>
<tr>
<th>Most important recreation programs (sum of top choices)</th>
<th>National Average</th>
<th>Columbia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special events/festivals</td>
<td>20%</td>
<td>29%</td>
</tr>
<tr>
<td>Adult fitness and wellness programs</td>
<td>29%</td>
<td>26%</td>
</tr>
<tr>
<td>Youth Learn to Swim programs</td>
<td>13%</td>
<td>16%</td>
</tr>
<tr>
<td>Youth/teen sports programs</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Nature education programs/Outdoor adventure</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>Adult sports programs</td>
<td>9%</td>
<td>12%</td>
</tr>
<tr>
<td>Education/Life skills programs</td>
<td>14%</td>
<td>10%</td>
</tr>
<tr>
<td>Pre-school programs</td>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td>Water fitness programs</td>
<td>12%</td>
<td>8%</td>
</tr>
<tr>
<td>Golf lessons</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>Adult art, dance, performing arts</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>Youth/teen summer camp programs</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>Senior programs</td>
<td>13%</td>
<td>6%</td>
</tr>
<tr>
<td>Before and after school programs</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Travel programs</td>
<td>NA</td>
<td>6%</td>
</tr>
<tr>
<td>Tennis lessons, clinics and leagues</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Youth/teen fitness and wellness programs</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>Martial arts programs</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Adult swim programs</td>
<td>7%</td>
<td>4%</td>
</tr>
<tr>
<td>Gymnastics and tumbling programs</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Programs for people with disabilities</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Youth/teen art, dance, performing arts</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>At-risk programs for youth</td>
<td>NA</td>
<td>2%</td>
</tr>
</tbody>
</table>

*Copyrighted by Leisure Vision/ETC Institute for the City of Columbia*
<table>
<thead>
<tr>
<th>Parks and recreation facilities that respondent households have a need for</th>
<th>National Average</th>
<th>Columbia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking and biking trails</td>
<td>69%</td>
<td>76%</td>
</tr>
<tr>
<td>Park shelters and picnic areas</td>
<td>53%</td>
<td>70%</td>
</tr>
<tr>
<td>Small (2-10 acres) neighborhood parks</td>
<td>60%</td>
<td>68%</td>
</tr>
<tr>
<td>Large community parks</td>
<td>55%</td>
<td>66%</td>
</tr>
<tr>
<td>Nature trails</td>
<td>55%</td>
<td>55%</td>
</tr>
<tr>
<td>Playground equipment and play areas</td>
<td>42%</td>
<td>51%</td>
</tr>
<tr>
<td>Outdoor pool and aquatic area</td>
<td>43%</td>
<td>47%</td>
</tr>
<tr>
<td>Indoor fitness and exercise facilities</td>
<td>46%</td>
<td>45%</td>
</tr>
<tr>
<td>Indoor swimming pools/leisure pool</td>
<td>44%</td>
<td>45%</td>
</tr>
<tr>
<td>Outdoor running/walking track</td>
<td>NA</td>
<td>45%</td>
</tr>
<tr>
<td>Spraygrounds/spray parks</td>
<td>NA</td>
<td>33%</td>
</tr>
<tr>
<td>Ice skating</td>
<td>25%</td>
<td>31%</td>
</tr>
<tr>
<td>Outdoor amphitheater/theater</td>
<td>35%</td>
<td>31%</td>
</tr>
<tr>
<td>Off-leash dog parks</td>
<td>26%</td>
<td>30%</td>
</tr>
<tr>
<td>Baseball and softball fields</td>
<td>21%</td>
<td>29%</td>
</tr>
<tr>
<td>Golf courses</td>
<td>30%</td>
<td>29%</td>
</tr>
<tr>
<td>Sledding hills &amp; cross country skiing</td>
<td>NA</td>
<td>29%</td>
</tr>
<tr>
<td>Boating and fishing</td>
<td>28%</td>
<td>25%</td>
</tr>
<tr>
<td>Outdoor tennis courts</td>
<td>26%</td>
<td>25%</td>
</tr>
<tr>
<td>Soccer fields</td>
<td>22%</td>
<td>24%</td>
</tr>
<tr>
<td>Indoor shelters/meeting space</td>
<td>21%</td>
<td>23%</td>
</tr>
<tr>
<td>Outdoor basketball courts</td>
<td>24%</td>
<td>22%</td>
</tr>
<tr>
<td>Mountain bike trails</td>
<td>22%</td>
<td>21%</td>
</tr>
<tr>
<td>Nature interpretive center</td>
<td>NA</td>
<td>21%</td>
</tr>
<tr>
<td>Indoor basketball/volleyball courts</td>
<td>26%</td>
<td>21%</td>
</tr>
<tr>
<td>Football/Lacrosse fields</td>
<td>14%</td>
<td>11%</td>
</tr>
<tr>
<td>Skateboard park/bike park</td>
<td>13%</td>
<td>11%</td>
</tr>
<tr>
<td>Equestrian trails</td>
<td>12%</td>
<td>5%</td>
</tr>
<tr>
<td>Most important parks and recreation facilities</td>
<td>National Average</td>
<td>Columbia</td>
</tr>
<tr>
<td>---------------------------------------------</td>
<td>------------------</td>
<td>----------</td>
</tr>
<tr>
<td>Walking and biking trails</td>
<td>41%</td>
<td>37%</td>
</tr>
<tr>
<td>Small (2-10 acres) neighborhood parks</td>
<td>29%</td>
<td>33%</td>
</tr>
<tr>
<td>Large community parks</td>
<td>19%</td>
<td>22%</td>
</tr>
<tr>
<td>Playground equipment and play areas</td>
<td>21%</td>
<td>20%</td>
</tr>
<tr>
<td>Nature trails</td>
<td>20%</td>
<td>17%</td>
</tr>
<tr>
<td>Park shelters and picnic areas</td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td>Outdoor pool and aquatic area</td>
<td>17%</td>
<td>14%</td>
</tr>
<tr>
<td>Off-leash dog parks</td>
<td>12%</td>
<td>13%</td>
</tr>
<tr>
<td>Indoor fitness and exercise facilities</td>
<td>17%</td>
<td>11%</td>
</tr>
<tr>
<td>Golf courses</td>
<td>14%</td>
<td>11%</td>
</tr>
<tr>
<td>Baseball and softball fields</td>
<td>7%</td>
<td>10%</td>
</tr>
<tr>
<td>Indoor swimming pools/leisure pool</td>
<td>15%</td>
<td>9%</td>
</tr>
<tr>
<td>Soccer fields</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Ice skating</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>Spraygrounds/spray parks</td>
<td>NA</td>
<td>6%</td>
</tr>
<tr>
<td>Outdoor running/walking track</td>
<td>NA</td>
<td>6%</td>
</tr>
<tr>
<td>Boating and fishing</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Football/Lacrosse fields</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>Outdoor tennis courts</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Outdoor amphitheater/theater</td>
<td>9%</td>
<td>5%</td>
</tr>
<tr>
<td>Indoor basketball/volleyball courts</td>
<td>7%</td>
<td>4%</td>
</tr>
<tr>
<td>Sledding hills &amp; cross country skiing</td>
<td>NA</td>
<td>4%</td>
</tr>
<tr>
<td>Mountain bike trails</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>Indoor shelters/meeting space</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>Outdoor basketball courts</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Skateboard park/bike park</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Nature interpretive center</td>
<td>NA</td>
<td>2%</td>
</tr>
<tr>
<td>Equestrian trails</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Satisfaction with the overall value received from the parks and recreation department</td>
<td>National Average</td>
<td>Columbia</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Very Satisfied</td>
<td>26%</td>
<td>41%</td>
</tr>
<tr>
<td>Somewhat Satisfied</td>
<td>35%</td>
<td>34%</td>
</tr>
<tr>
<td>Neutral</td>
<td>19%</td>
<td>14%</td>
</tr>
<tr>
<td>Somewhat Dissatisfied</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Very Dissatisfied</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Don't Know</td>
<td>12%</td>
<td>6%</td>
</tr>
</tbody>
</table>
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 Sudham 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:

____(01) Parks do not contain the facilities we need
____(02) Facilities do not have the right equipment
____(03) Security is insufficient
____(04) Hours of operation are not convenient
____(05) Location of City facilities is not close to my home
____(06) Fees are too expensive
____(07) Members of my household use facilities from other organizations
____(08) Poor customer service by staff
____(09) Facilities are not well maintained
____(10) City does not have quality programs
____(11) We are too busy or not interested
____(12) I do not know where the City facilities are located
____(13) Rules are too restrictive
____(14) Not enough shade/trees
____(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 programs 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.]

<table>
<thead>
<tr>
<th>1st Most Often</th>
<th>2nd Most Often</th>
<th>3rd Most Often</th>
<th>4th Most Often</th>
<th>NONE</th>
</tr>
</thead>
</table>

©Leisure Vision/ETC Institute for the City of Columbia – April 2010
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.

<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 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 pool and aquatic area</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>
</tbody>
</table>

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.“]
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.

<table>
<thead>
<tr>
<th>Type of Program</th>
<th>Do You Have a Need for this Program?</th>
<th>If YES You Have a Need, How Well Are Your Needs Being Met?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>A. Youth Learn to Swim programs</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>B. Adult swim programs</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>C. Pre-school programs</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>D. Before and after school programs</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>E. Youth/teen summer camp programs</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>F. Youth/teen sports programs</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>G. Youth/teen fitness and wellness programs</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>H. Youth/teen art, dance, performing arts</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>I. Martial arts programs</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>J. Adult fitness and wellness programs</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>K. Water fitness programs</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>L. Tennis lessons, clinics and leagues</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>M. Adult art, dance, performing arts</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>N. Adult sports programs</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>O. Senior programs</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>P. Programs for people with disabilities</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Q. Gymnastics and tumbling programs</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>R. Golf lessons</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>S. Special events/festivals</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>T. Nature education programs/Outdoor adventure</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>U. Education/Life skills programs such as cooking, budgeting, carpentry</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>V. Travel programs</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>W. At-risk programs for youth</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>

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?“]
14. Please check ALL the ways you learn about Columbia Parks and Recreation Department programs and activities.

- (01) “Leisure Times” Activity Guide
- (02) Parks & Recreation Website
- (03) Newspaper articles/advertisements
- (04) Radio
- (05) Television
- (06) From friends and neighbors
- (07) School flyers/newsletter
- (08) Conversations with P&R staff
- (09) Facebook
- (10) Twitter
- (11) Flyers/Newsletters in mail
- (12) E-mail bulletins or E-newsletters
- (13) Repeat Customer
- (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.

**How supportive are you of having Columbia:**

<table>
<thead>
<tr>
<th>How supportive are you of having Columbia?</th>
<th>Very Supportive</th>
<th>Somewhat Supportive</th>
<th>Not Sure</th>
<th>Not Supportive</th>
</tr>
</thead>
<tbody>
<tr>
<td>(A) Acquire land to preserve open space and protect the environment</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>(B) Acquire land for preservation and develop walking/hiking trails</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>(C) Acquire land for developing athletic fields &amp; recreational facilities</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>(D) Acquire land for developing neighborhood parks</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>(E) Fix-up/repair older park facilities/shelters/playgrounds</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>(F) Upgrade/improve existing pools/sports fields/golf courses</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>(G) Develop new hard surface walking and biking trails that connect to regional trails</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>(H) Develop equestrian trails</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>(I) Develop new indoor recreation center with pools, fitness equipment, gyms, walking tracks, etc</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>(J) Develop an outdoor ice-skating facility</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>(K) Develop a permanent indoor ice-skating facility</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>(L) Develop new youth and adult athletic fields</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>(M) Develop new indoor multi-sports center (basketball, volleyball, soccer, etc)</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>(N) Develop new nature/education trails</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>(O) Develop new outdoor swimming pool/aquatic facility</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>(P) Acquire and develop a new golf course</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>(Q) Develop new off-leash dog parks</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>(R) Begin development of the 320 acre Gans Creek Recreation Area</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th></th>
<th>(5) Very Satisfied</th>
<th>(2) Somewhat Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(4) Somewhat Satisfied</td>
<td>(1) Very Dissatisfied</td>
</tr>
<tr>
<td></td>
<td>(3) Neutral</td>
<td>(9) Don’t Know</td>
</tr>
</tbody>
</table>

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?

<table>
<thead>
<tr>
<th></th>
<th>(1) Very supportive</th>
<th>(3) Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(2) Somewhat supportive</td>
<td>(4) Not supportive</td>
</tr>
</tbody>
</table>

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?

<table>
<thead>
<tr>
<th></th>
<th>(1) Very supportive</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(2) Somewhat supportive</td>
</tr>
<tr>
<td></td>
<td>(3) Not sure</td>
</tr>
<tr>
<td></td>
<td>(4) Not supportive</td>
</tr>
</tbody>
</table>

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?

<table>
<thead>
<tr>
<th></th>
<th>(1) Very high priority</th>
<th>(3) Medium priority</th>
<th>(5) Very low priority</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(2) High priority</td>
<td>(4) Low priority</td>
<td></td>
</tr>
</tbody>
</table>

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

Findings Summary

Prepared by:

Sonja A. Wilhelm Stanis, Ph.D.; Hua Bai, M.S.; and Laura Thal, B.S.
Department of Parks, Recreation and Tourism, University of Missouri

December 2012
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

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

MKT Trail 74%
Kemmeke Trail 41%
Bear Creek Trail 23%
Twin Lakes Recreation Area - Lake Trail 21%
Grindstone Nature Area/Capen Park - Nature Area 19%
Forum Nature Area - Nature Trails 13%
Cosmo Park - Fitness Trail (asphalt) 12%
Hinkson Creek Trail 12%
(Any) Neighborhood Park Trail 11%
Albert-Oakland Park - Fitness Trail 7%
Cosmo Park - Nature Trails 7%
Rock Quarry Park - Perimeter Trail 6%
Cosmo-BETHEL Park - Lake Trail 5%
Cosmo Park - Rhett 3%
Providene Road Pedway 3%
County House Trail 1%

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  

- Yes: 62%  
- No: 29%  
- Not sure: 8%  

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)

- Youth and adult sports: 47%  
- Special Events: 34%  
- Aquatics: 31%  
- Fitness/exercise classes: 16%  
- Golf programs: 11%  
- Volunteerism: 10%  
- Outdoor/nature education: 10%  
- Life Enrichment classes: 8%  
- Community Recreation programs: 6%  
- Adaptive programming: 4%  
- Senior programs: 2%  
- Youth-at-risk programs: 1%  
- Other: 3%  
- Do not use recreation programs: 22%

Source: 2011 CPRD User Survey
### Figure 7b. Parks and recreation programs that households visit most often

by percentage of respondents

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Most Often</th>
<th>2nd Most Often</th>
<th>3rd Most Often</th>
<th>4th Most Often</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth and adult sports</td>
<td>47%</td>
<td>34%</td>
<td>30%</td>
<td>18%</td>
</tr>
<tr>
<td>Special events</td>
<td>30%</td>
<td>34%</td>
<td>47%</td>
<td>18%</td>
</tr>
<tr>
<td>Aquatics</td>
<td>30%</td>
<td>34%</td>
<td>47%</td>
<td>18%</td>
</tr>
<tr>
<td>Fitness/exercise classes</td>
<td>18%</td>
<td>30%</td>
<td>47%</td>
<td>34%</td>
</tr>
<tr>
<td>Outdoor/nature education</td>
<td>11%</td>
<td>9%</td>
<td>7%</td>
<td>4%</td>
</tr>
<tr>
<td>Golf programs</td>
<td>11%</td>
<td>9%</td>
<td>7%</td>
<td>4%</td>
</tr>
<tr>
<td>Volunteerism</td>
<td>9%</td>
<td>7%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Community Recreation programs</td>
<td>8%</td>
<td>4%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Life Enrichment classes</td>
<td>7%</td>
<td>4%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Adaptive programming</td>
<td>4%</td>
<td>2%</td>
<td>1%</td>
<td>None</td>
</tr>
<tr>
<td>Senior programs</td>
<td>2%</td>
<td>1%</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Youth at-risk programs</td>
<td>1%</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Other</td>
<td>9%</td>
<td>7%</td>
<td>4%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: 2011 CPRD User Survey

### Figure 8. Need for more parks and recreation facilities

by percentage of respondents

<table>
<thead>
<tr>
<th>Facility Type</th>
<th>Most Often</th>
<th>2nd Most Often</th>
<th>3rd Most Often</th>
<th>4th Most Often</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small (2-10 acres) neighborhood parks</td>
<td>30%</td>
<td>26%</td>
<td>23%</td>
<td>18%</td>
</tr>
<tr>
<td>Ice skating facilities</td>
<td>23%</td>
<td>21%</td>
<td>18%</td>
<td>15%</td>
</tr>
<tr>
<td>Large community parks</td>
<td>26%</td>
<td>24%</td>
<td>20%</td>
<td>18%</td>
</tr>
<tr>
<td>Boating and fishing areas</td>
<td>18%</td>
<td>15%</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>Walking and biking trails</td>
<td>18%</td>
<td>14%</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>Off-lease dog parks</td>
<td>15%</td>
<td>12%</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td>Soccer fields</td>
<td>14%</td>
<td>13%</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td>Outdoor amphitheaters/theaters</td>
<td>14%</td>
<td>13%</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td>Skateboard parks/bike parks</td>
<td>12%</td>
<td>10%</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>Sledding hills and cross country skiing</td>
<td>8%</td>
<td>6%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Nature trails</td>
<td>6%</td>
<td>4%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Community gardens</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Indoor swimming pools/leisure pools</td>
<td>8%</td>
<td>6%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Outdoor pool and aquatic areas</td>
<td>6%</td>
<td>4%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Playground equipment and play areas</td>
<td>8%</td>
<td>6%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Bird/wildlife watching areas</td>
<td>3%</td>
<td>1%</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Baseball and softball fields</td>
<td>3%</td>
<td>1%</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Indoor fitness and exercise facilities</td>
<td>3%</td>
<td>1%</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Park shelters and picnic areas</td>
<td>1%</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Outdoor running/walking tracks</td>
<td>3%</td>
<td>1%</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Mountain bike trails</td>
<td>3%</td>
<td>1%</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Nature interpretive center</td>
<td>3%</td>
<td>1%</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Indoor basketball/volleyball courts</td>
<td>3%</td>
<td>1%</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Indoor shelters/meeting space</td>
<td>1%</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Golf courses</td>
<td>1%</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Outdoor basketball courts</td>
<td>1%</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Archery ranges/deer management areas</td>
<td>1%</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Outdoor tennis courts</td>
<td>1%</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Football/lacrosse fields</td>
<td>1%</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Equestrian trails</td>
<td>1%</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Facilities for the disabled</td>
<td>3%</td>
<td>1%</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>None</td>
<td>14%</td>
<td>12%</td>
<td>10%</td>
<td>8%</td>
</tr>
</tbody>
</table>

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%
- Skateboard parks/bike parks: 16%
- Off-leash dog parks: 14%
- Outdoor pool and aquatic areas: 13%
- Sledding hills and cross country skiing: 13%
- Indoor swimming pool/recreation pools: 11%
- 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%
- Sprayer/gas/parks: 9%
- Park shelters and picnic areas: 9%
- Soccer fields: 9%
- Bird/wildlife watching areas: 9%
- Nature interpretive center: 6%
- Indoor basketball/volleyball courts: 6%
- Outdoor running/walking tracks: 6%
- Mountain bike trails: 5%
- Golf courses: 5%
- Outdoor amphitheaters/theaters: 4%
- 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

<table>
<thead>
<tr>
<th>Program</th>
<th>1st Choice</th>
<th>2nd Choice</th>
<th>3rd Choice</th>
<th>4th Choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special events/festivals</td>
<td>26%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nature education programs/Outdoor Adventure</td>
<td>16%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adult fitness and wellness programs</td>
<td>12%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Youth/teen sports programs</td>
<td>12%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adult sports programs</td>
<td>11%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education/life skills programs, such as cooking, cooking</td>
<td>10%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Youth/teen summer camp programs</td>
<td>10%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Before and after school programs</td>
<td>8%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Martial arts programs</td>
<td>8%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Youth/teen fitness and wellness programs</td>
<td>7%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Travel programs</td>
<td>7%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pre-school programs</td>
<td>7%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>At-risk programs for youth</td>
<td>7%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adult art, dance, performing arts</td>
<td>6%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Golf lessons</td>
<td>6%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adult swim programs</td>
<td>6%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gymnastics and tumbling programs</td>
<td>6%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Youth/teen art, dance, performing arts</td>
<td>5%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Water fitness programs</td>
<td>5%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tennis lessons, clinics and leagues</td>
<td>5%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Senior programs</td>
<td>4%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Programs for people with disabilities</td>
<td>4%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adult fitness and wellness programs</td>
<td>4%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adult sports programs</td>
<td>4%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education/life skills programs, such as cooking, cooking</td>
<td>4%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nature education programs/Outdoor Adventure</td>
<td>4%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Program</th>
<th>1st Choice</th>
<th>2nd Choice</th>
<th>3rd Choice</th>
<th>4th Choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special events/festivals</td>
<td>26%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Youth/teen sports programs</td>
<td>16%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adult sports programs</td>
<td>12%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adult fitness and wellness programs</td>
<td>12%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Youth/teen sports programs</td>
<td>8%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adult sports programs</td>
<td>8%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education/life skills programs, such as cooking, cooking</td>
<td>8%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nature education programs/Outdoor Adventure</td>
<td>8%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pre-school programs</td>
<td>8%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Water fitness programs</td>
<td>3%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Youth/teen summer camp programs</td>
<td>3%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education/life skills programs, such as cooking, cooking</td>
<td>3%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Golf lessons</td>
<td>3%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adult art, dance, performing arts</td>
<td>3%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adult swim programs</td>
<td>3%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Martial arts programs</td>
<td>3%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Youth/teen fitness and wellness programs</td>
<td>3%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gymnastics and tumbling programs</td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Before and after school programs</td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Youth/teen art, dance, performing arts</td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Senior programs</td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Programs for people with disabilities</td>
<td>1%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Travel programs</td>
<td>1%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tennis lessons, clinics and leagues</td>
<td>1%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>At-risk programs for youth</td>
<td>1%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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: 30%
- E-mail bulletins or E-newsletters: 28%
- Newspaper articles/advertisements: 24%
- Radio: 23%
- Repeat customer: 20%
- School flyers/newsletters: 14%
- Flyers/Newsletter in mail: 14%
- Facebook: 13%
- Television: 13%
- Conversations with P&R staff: 13%
- 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%
- KWCC 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**

- **Fix up/repair older park facilities/shelters/playgrounds**: 73% Very Supportive, 24% Somewhat Supportive, 1% Not Supportive, 1% Not Sure
- **Upgrade/improve existing pools/sports fields/golf courses**: 56% Very Supportive, 33% Somewhat Supportive, 8% Not Supportive, 3% Not Sure
- **Acquire land for preservation and develop walking/hiking trails**: 52% Very Supportive, 36% Somewhat Supportive, 9% Not Supportive, 4% Not Sure
- **Acquire land to preserve open space and protect even more**: 48% Very Supportive, 39% Somewhat Supportive, 8% Not Supportive, 4% Not Sure
- **Acquire land for developing neighborhood parks**: 42% Very Supportive, 45% Somewhat Supportive, 9% Not Supportive, 4% Not Sure
- **Acquire land for developing athletic fields & recreational facilities**: 41% Very Supportive, 43% Somewhat Supportive, 12% Not Supportive, 4% Not Sure
- **Develop new nature/education trails**: 34% Very Supportive, 45% Somewhat Supportive, 15% Not Supportive, 6% Not Sure
- **Develop new hard surface walking and biking trails that connect communities**: 43% Very Supportive, 36% Somewhat Supportive, 16% Not Supportive, 5% Not Sure
- **Develop new youth and adult athletic fields**: 27% Very Supportive, 43% Somewhat Supportive, 21% Not Supportive, 8% Not Sure
- **Develop new indoor multi-sports center**: 29% Very Supportive, 39% Somewhat Supportive, 23% Not Supportive, 9% Not Sure
- **Develop an outdoor ice-skating facility**: 30% Very Supportive, 36% Somewhat Supportive, 26% Not Supportive, 8% Not Sure
- **Develop new indoor recreation center**: 30% Very Supportive, 35% Somewhat Supportive, 28% Not Supportive, 7% Not Sure
- **Further develop Gans Creek Recreation Area/Philips Lake Trails**: 28% Very Supportive, 37% Somewhat Supportive, 12% Not Supportive, 23% Not Sure
- **Develop a permanent indoor ice-skating facility**: 35% Very Supportive, 30% Somewhat Supportive, 27% Not Supportive, 9% Not Sure
- **Develop new outdoor swimming pool/aquatic facility**: 23% Very Supportive, 40% Somewhat Supportive, 28% Not Supportive, 9% Not Sure
- **Develop new off-leash dog parks**: 23% Very Supportive, 36% Somewhat Supportive, 32% Not Supportive, 10% Not Sure
- **Develop equestrian trails**: 9% Very Supportive, 28% Somewhat Supportive, 52% Not Supportive, 11% Not Sure
- **Acquire and develop a new golf course**: 10% Very Supportive, 17% Somewhat Supportive, 65% Not Supportive, 8% Not Sure

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**

- **Very Satisfied**: 51%
- **Somewhat Satisfied**: 37%
- **Neutral**: 8%
- **Very Dissatisfied**: 1%
- **Somewhat Dissatisfied**: 3%

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

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

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 User Survey

Figure 20a. Demographics: Gender
by percentage of respondents

- **Female**: 63%
- **Male**: 35%
- **did not answer**: 2%

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

White: 92%
Black: 2%
Hispanic or Latino: 2%
Asian: 1%
Mixed: 1%
Native Hawaiian or other Pacific Islander: 1%
American Indian or Alaska Native: 0%
Other: 2%

Source: 2011 CPRD User Survey

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

35-64 years: 38%
20-34 years: 21%
19 and younger: 39%
65+ years: 2%

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

Source: 2011 CPRD User Survey

Figure 20e. Demographics: Live Within City Limits
by percentage of respondents

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
Dear Sports Listserv Members,

No cancellations today, we just need your help!!!

Our department is in the process of updating our 2002 Comprehensive City Park, Recreation, and Open Space Master Plan. This update will assist our department in prioritizing individual park master plans for new development of the recently acquired Philips Lake, Gans Creek Recreation Area, Atkins Park, as well as other properties.

We're not forgetting about our existing parks and facilities as that's very important to us. Information generated from this survey will be used to develop a list of priorities for improvements to existing parks, facilities and sports fields.

As a user of our sports facilities, we want to know what you think. Listed below is a link that will take you to our survey site. This survey will take 10-15 minutes to complete. Items with an asterisk (*) are required fields.

As a "thank you" for taking the time to fill out the survey, you will have the opportunity at the end of the survey to enter for a drawing to win one of four $50 Parks and Recreation Gift Certificates to be awarded to survey responders.

Remember, this survey is only being sent to our current users so what you think is really valuable to us. Thanks!

The survey will be available until 12:00 midnight, Friday, December 2.

Please help our department plan programs and facilities that YOU want!!!

Here’s the link to the survey site:
Dear Parks & Recreation Users,

Our department is in the process of updating our 2002 Comprehensive City Park, Recreation, and Open Space Master Plan. This update will assist our department in prioritizing individual park master plans for new development of the recently acquired Philips Lake, Gans Creek Recreation Area, Atkins Park, as well as other properties.

We're not forgetting about our existing parks and facilities as that's very important to us. Information generated from this survey will be used to develop a list of priorities for improvements to existing parks, facilities and sports fields.

As a user of our parks, trails and facilities, we want to know what you think. Listed below is a link that will take you to our survey site. This survey will take 10-15 minutes to complete. Items with an asterisk (*) are required fields.

As a "thank you" for taking the time to fill out the survey, you will have the opportunity at the end of the survey to enter for a drawing to win one of four $50 Parks and Recreation Gift Certificates to be awarded to survey responders.

Remember, this survey is only being sent to our current users so what you think is really valuable to us. Thanks!

The survey will be available until 12:00 midnight, Friday, December 2.

Please help our department plan programs and facilities that YOU want!!!

Here’s the link to the survey site:
The Columbia Parks and Recreation Department would like your input to help determine park and recreation priorities and management strategies for the next ten-year Parks, Recreation and Open Space Master Plan. This survey will take 10 – 15 minutes to complete. 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?
   ____Yes (if Yes, go to Question 1a)
   ____No (if No, go to Question 2)

1a. Which three parks do you visit most often?
   1st Most Often: ___________ 2nd Most Often: _____________ 3rd Most Often: _______________
   (Note: Cosmo Park is on Business Loop 70 & Cosmo-Bethel is by Rock Bridge High School)

2. Have you or members of your household visited any of City of Columbia’s TRAILS during the past year?
   ____Yes (if Yes, go to Question 2a)
   ____No (if No, go to Question 3)

2a. Which three trails do you visit most often?
   Most Often: _____________ 2nd Most Often: ______________ 3rd Most Often: _______________

3. Overall, how would you rate the physical condition of ALL City of Columbia’s parks/trails you have visited?
   ____Excellent  ____Fair  ____Don’t know
   ____Good  ____Poor

4. 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  ____ (14) Archery range (American Legion)
   ____ (02) Nature trails  ____ (15) Football/lacrosse fields
   ____ (03) Mountain biking trails  ____ (16) Softball/baseball fields
   ____ (04) Playgrounds  ____ (17) Soccer fields
   ____ (05) Swimming pools  ____ (18) Natural areas (Grindstone, Forum, Garth)
   ____ (06) Spraygrounds/spray parks  ____ (19) Activity & Recreation Center (ARC)
   ____ (07) Boating and fishing areas  ____ (20) Armory Sports Center
   ____ (08) Stephens Lake swim beach  ____ (21) Historic home/farm (Nifong Park)
   ____ (09) Off-leash areas/dog parks  ____ (22) Disc golf
   ____ (10) Skateboard/roller hockey park  ____ (23) Stephens Lake Activity Center
   ____ (11) Picnic shelters  ____ (24) Golf courses (LA Nickell or Lake of Woods)
   ____ (12) Tennis courts  ____ (25) Other: ______________________
   ____ (13) Outdoor basketball courts  ____ (26) None, we did not use any recreation facilities

5. Which FOUR of the parks and recreation facilities listed in Question #4 do you and/or 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 #4 above, or circle NONE.]

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

452 Columbia, MO - 2013 Parks, Recreation & Open Space Master Plan
6. Please CHECK ALL the reasons that keep you or other members of your household from using Columbia’s parks and recreation facilities:

____(01) Parks do not contain the facilities we need  
____(02) Facilities do not have the right equipment 
____(03) Personal security/safety 
____(04) Hours of operation are not convenient 
____(05) Location of City facilities is not close to my home 
____(06) Members of my household use facilities from other organizations 
____(07) No access to public transportation 
____(08) Poor customer service by staff 
____(09) Fees are too expensive 
____(10) Rules are too restrictive 
____(11) Facilities are not well maintained 
____(12) No interest in programs offered 
____(13) City does not have quality programs 
____(14) We are too busy 
____(15) No one to go with 
____(16) I do not know where the City facilities are located 
____(17) Not enough shade/trees 
____(18) Lack of trails/sidewalks to parks 
____(19) Accessibility/disability issue at facilities 
____(20) Health issues 
____(21) None 
____(22) Other: _________________________________

7. Do you feel that there are sufficient parks and green space areas within walking distance of your residence? [Please check ONE.]

____ Yes 
____ No 
____ Not sure 

8. From the following list, please check ALL the recreation programs you or members of your household have participated in over the past 12 months that are provided by the Columbia Parks and Recreation Dept.

____(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) Do not use recreation programs 
____(14) Other: _________________________________

9. Which FOUR of the Parks and Recreation programs listed in Question #8 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 #8 above, or circle ‘NONE’.

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

Columbia, MO - 2013 Parks, Recreation & Open Space Master Plan 453
10. Considering all parks and facilities currently available in Columbia, do you think we need MORE of each of the following? Please indicate by circling YES or NO - if YOU or any member of your HOUSEHOLD has an additional need for more of each of the parks and recreation facilities listed below.

<table>
<thead>
<tr>
<th>Type of Facility</th>
<th>Considering all parks and facilities currently available in Columbia, do you think we need MORE of each of the following?</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Small (2-10 acres) neighborhood parks</td>
<td>Yes</td>
</tr>
<tr>
<td>B. Large community parks</td>
<td>Yes</td>
</tr>
<tr>
<td>C. Off-leash dog parks</td>
<td>Yes</td>
</tr>
<tr>
<td>D. Boating and fishing areas</td>
<td>Yes</td>
</tr>
<tr>
<td>E. Golf courses</td>
<td>Yes</td>
</tr>
<tr>
<td>F. Outdoor amphitheaters/theaters</td>
<td>Yes</td>
</tr>
<tr>
<td>G. Soccer fields</td>
<td>Yes</td>
</tr>
<tr>
<td>H. Baseball and softball fields</td>
<td>Yes</td>
</tr>
<tr>
<td>I. Football/lacrosse fields</td>
<td>Yes</td>
</tr>
<tr>
<td>J. Outdoor pool and aquatic areas</td>
<td>Yes</td>
</tr>
<tr>
<td>K. Spraygrounds/spray parks</td>
<td>Yes</td>
</tr>
<tr>
<td>L. Playground equipment and play areas</td>
<td>Yes</td>
</tr>
<tr>
<td>M. Park shelters and picnic areas</td>
<td>Yes</td>
</tr>
<tr>
<td>N. Ice skating</td>
<td>Yes</td>
</tr>
<tr>
<td>O. Outdoor basketball courts</td>
<td>Yes</td>
</tr>
<tr>
<td>P. Mountain bike trails</td>
<td>Yes</td>
</tr>
<tr>
<td>Q. Walking and biking trails</td>
<td>Yes</td>
</tr>
<tr>
<td>R. Equestrian trails</td>
<td>Yes</td>
</tr>
<tr>
<td>S. Nature interpretive center</td>
<td>Yes</td>
</tr>
<tr>
<td>T. Nature trails</td>
<td>Yes</td>
</tr>
<tr>
<td>U. Outdoor tennis courts</td>
<td>Yes</td>
</tr>
<tr>
<td>V. Indoor basketball/volleyball courts</td>
<td>Yes</td>
</tr>
<tr>
<td>W. Indoor shelters/meeting space</td>
<td>Yes</td>
</tr>
<tr>
<td>X. Indoor swimming pools/leisure pools</td>
<td>Yes</td>
</tr>
<tr>
<td>Y. Indoor fitness and exercise facilities</td>
<td>Yes</td>
</tr>
<tr>
<td>Z. Outdoor running/walking tracks</td>
<td>Yes</td>
</tr>
<tr>
<td>AA. Skateboard parks/bike parks</td>
<td>Yes</td>
</tr>
<tr>
<td>BB. Sledding hills &amp; cross country skiing</td>
<td>Yes</td>
</tr>
<tr>
<td>CC. Archery ranges/deer management areas</td>
<td>Yes</td>
</tr>
<tr>
<td>DD. Community gardens</td>
<td>Yes</td>
</tr>
<tr>
<td>EE. Facilities for disabled</td>
<td>Yes</td>
</tr>
<tr>
<td>FF. Bird/wildlife watching areas</td>
<td>Yes</td>
</tr>
</tbody>
</table>

11. Which FOUR of the facilities from the list in Question #10 are most important to your household regardless of how often you utilize it? [Using the number/letters in Question #10 above, please indicate your 1st, 2nd, 3rd, and 4th choices, or circle ‘NONE’.

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE
12. Considering all available recreation programs in Columbia, please indicate – by circling YES or NO – if YOU or any member of your HOUSEHOLD has an additional need for more of each of the recreation programs listed below:

<table>
<thead>
<tr>
<th>Type of Program</th>
<th>Considering what is currently available in Columbia, do you think we need to offer MORE of the following?</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Youth Learn to Swim programs</td>
<td>Yes</td>
</tr>
<tr>
<td>B. Adult swim programs</td>
<td>Yes</td>
</tr>
<tr>
<td>C. Pre-school programs</td>
<td>Yes</td>
</tr>
<tr>
<td>D. Before and after school programs</td>
<td>Yes</td>
</tr>
<tr>
<td>E. Youth/teen summer camp programs</td>
<td>Yes</td>
</tr>
<tr>
<td>F. Youth/teen sports programs</td>
<td>Yes</td>
</tr>
<tr>
<td>G. Youth/teen fitness and wellness programs</td>
<td>Yes</td>
</tr>
<tr>
<td>H. Youth/teen art, dance, performing arts</td>
<td>Yes</td>
</tr>
<tr>
<td>I. Martial arts programs</td>
<td>Yes</td>
</tr>
<tr>
<td>J. Adult fitness and wellness programs</td>
<td>Yes</td>
</tr>
<tr>
<td>K. Water fitness programs</td>
<td>Yes</td>
</tr>
<tr>
<td>L. Tennis lessons, clinics and leagues</td>
<td>Yes</td>
</tr>
<tr>
<td>M. Adult art, dance, performing arts</td>
<td>Yes</td>
</tr>
<tr>
<td>N. Adult sports programs</td>
<td>Yes</td>
</tr>
<tr>
<td>O. Senior programs</td>
<td>Yes</td>
</tr>
<tr>
<td>P. Programs for people with disabilities</td>
<td>Yes</td>
</tr>
<tr>
<td>Q. Gymnastics and tumbling programs</td>
<td>Yes</td>
</tr>
<tr>
<td>R. Golf lessons</td>
<td>Yes</td>
</tr>
<tr>
<td>S. Special events/festivals</td>
<td>Yes</td>
</tr>
<tr>
<td>T. Nature education programs/Outdoor adventure</td>
<td>Yes</td>
</tr>
<tr>
<td>U. Education/Life skills programs such as cooking, budgeting, carpentry</td>
<td>Yes</td>
</tr>
<tr>
<td>V. Travel programs</td>
<td>Yes</td>
</tr>
<tr>
<td>W. At-risk programs for youth</td>
<td>Yes</td>
</tr>
</tbody>
</table>

13. Which FOUR of the programs from the list in Question #12 are most important to your household regardless of how often you participate? [Using the letters in Question #12 above, please indicate your 1st, 2nd, 3rd, and 4th choices, or circle ‘NONE’.

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

14. Which FOUR of the programs from the list in Question #12 do you currently participate in MOST OFTEN at Columbia’s parks and recreation facilities? [Using the letters in Question #12 above, please indicate your 1st, 2nd, 3rd, and 4th choices, or circle ‘NONE’.

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE
15. Please check ALL the ways you learn about Columbia Parks and Recreation Department programs and activities.

____(01) “Leisure Times” activity guide
____(02) Parks & Recreation website
____(03) Newspaper articles/advertisements
____(04) Radio
____(05) Television
____(06) From friends and neighbors
____(07) School flyers/newsletters
____(08) Online school district “Virtual Backpack”
____(09) Conversations with P&R staff
____(10) Facebook
____(11) Twitter
____(12) Flyers/newsletters in mail
____(13) E-mail bulletins or E-newsletters
____(14) Repeat customer
____(15) Info displayed at P&R facility
____(16) Other:___________________

16. What one radio station do you listen to most? ________________

17. Listed below are 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.

<table>
<thead>
<tr>
<th>How supportive are you of having Columbia:</th>
<th>Very Supportive</th>
<th>Somewhat Supportive</th>
<th>Not Supportive</th>
<th>Not Sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>(A) Acquire land to preserve open space and protect the environment</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>(B) Acquire land for preservation and develop walking/hiking trails</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>(C) Acquire land for developing athletic fields &amp; recreational facilities</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>(D) Acquire land for developing neighborhood parks</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>(E) Fix up/repair older park facilities/shelters/playgrounds</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>(F) Upgrade/improve existing pools/sports fields/golf courses</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>(G) Develop new hard surface walking and biking trails that connect to regional trails</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>(H) Develop equestrian trails</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>(I) Develop new indoor recreation center with pools, fitness equipment, gyms, walking tracks, etc.</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>(J) Develop an outdoor ice-skating facility</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>(K) Develop a permanent indoor ice-skating facility</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>(L) Develop new youth and adult athletic fields</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>(M) Develop new indoor multi-sports center (basketball, volleyball, soccer, etc)</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>(N) Develop new nature/education trails</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>(O) Develop new outdoor swimming pool/aquatic facility</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>(P) Acquire and develop a new golf course</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>(Q) Develop new off-leash dog parks</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>(R) Further develop Gans Creek Recreation Area/Philips Lake Park</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
</tbody>
</table>
18. Please rate your satisfaction level with the overall value your household receives from the Columbia Parks and Recreation Department.

___ Very Satisfied
___ Somewhat Satisfied
___ Neutral
___ Somewhat Dissatisfied
___ Very Dissatisfied
___ Don’t Know

19. 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?

___ Very high priority
___ High priority
___ Medium priority
___ Low priority
___ Very low priority

20. Below is a list of actions the City of Columbia could take to improve technology within the parks and recreation system. Please indicate whether you would be very supportive, somewhat supportive, or not supportive of each action.

How supportive are you of having Columbia:

- (A) Provide wireless internet access in the parks......................................... 3.................2............1............0
- (B) Develop online golf tee time reservations. .......................................... 3.................2............1............0
- (C) Develop online reservation system for picnic shelters .......................... 3.................2............1............0
- (D) Develop mobile applications for smart phones (park directory, maps, rules/regulations, programs, etc.) ...................................................... 3.................2............1............0
- (E) Provide webcams at various parks and facilities.................................... 3.................2............1............0
- (F) Develop online videos (instructional, about various programs) ........... 3.................2............1............0

21. 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)

_____ We make greater use of public parks and facilities
_____ We use public parks and facilities the same amount as in the past
_____ We make less use of public parks and facilities
Demographics

22. 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

23. What racial category best describes you?
   - American Indian or Alaska Native
   - Native Hawaiian or other Pacific Islander
   - Asian
   - White
   - Black
   - Hispanic or Latino
   - Mixed
   - Other (please specify) ___________________

24. Your gender? _____ Male _____ Female

25. Do you live within Columbia city limits? _____ Yes _____ No _____ Don't know

26. What is your home zip code? ______

27. Additional Comments:

_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

This concludes the survey. Thank you for your time.
Your response will remain completely confidential.