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# *Parks and Recreation Needs Assessment Survey*

## **Executive Summary Report**

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### **Overview of the Methodology**

The City of Waukee conducted a Parks and Recreation Needs Assessment Survey during November and December of 2010. The purpose of the survey was to help establish priorities for the future improvement of parks and recreation facilities, programs and services within the community. The survey was designed to obtain statistically valid results from households throughout the City of Waukee. The survey was administered by a combination of mail and phone.

Leisure Vision worked extensively with City of Waukee officials in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the future system.

Leisure Vision mailed surveys to a random sample of 1,500 households throughout the City of Waukee. Approximately three days after the surveys were mailed, each household that received a survey also received an automated voice message encouraging them to complete the survey. In addition, about two weeks after the surveys were mailed, Leisure Vision began contacting households by phone. Those who indicated they had not returned the survey were given the option of completing it by phone.

The goal was to obtain a total of at least 300 completed surveys from City of Waukee households. This goal was accomplished, with a total of 336 surveys having been completed. The results of the random sample of 336 households have a 95% level of confidence with a precision of at least +/-5.3%.

The following pages summarize major survey findings.

## Major Survey Findings

- **Use of City Parks and Recreation Facilities.** The City of Waukee parks and recreation facilities that the highest percentage of households have visited during the past 12 months are: Centennial Park (69%), trails (37%), Sugar Creek Golf Course (36%), Triangle Park (30%), and Centennial Park open shelter (24%). It should also be noted that 85% of households have visited at least one City park and recreation facility during the past 12 months.
- **Frequency of Using City Parks and Recreation Facilities.** Of the 85% of households that have visited City of Waukee parks and recreation facilities during the past 12 months, 68% have visited parks/facilities at least once a month. This includes 33% that have visited parks/facilities 1 or 2 times a month, 17% that have visited parks/facilities once a week, and 18% that have visited parks/facilities several times a week or daily.
- **Physical Condition of City Parks and Recreation Facilities.** Of the 85% of households that have visited City of Waukee parks and recreation facilities during the past 12 months, 90% rated the physical condition of the parks/facilities they've visited as either excellent (28%) or good (62%). In addition, 10% of households rated the parks/facilities as fair, and no respondents rated them as poor.
- **Potential Improvements to City Parks.** The improvements that households would most like to have made to the City park they visit most often are: permanent restrooms (41%), trails connected to other facilities (35%), drinking fountains (31%), and picnic tables and benches (27%).
- **Participation in City Recreation Programs.** Twenty-two percent (22%) of households have participated in City of Waukee recreation programs during the past 12 months. Of the 22% of households that have participated in City recreation programs during the past year, 96% rated the quality of the programs as either excellent (37%) or good (59%). In addition, 4% of households rated the recreation programs as fair, and no respondents rated them as poor.
- **Reasons Preventing Households from Using City Parks, Facilities & Programs.** The most frequently mentioned reasons preventing households from using City of Waukee parks, recreation facilities and programs more often are: “too busy” (30%), “not interested” (26%), “program or facility not offered” (13%), and “use programs/facilities in other cities” (13%).

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## Parks and Recreation Needs Assessment Survey for the City of Waukee

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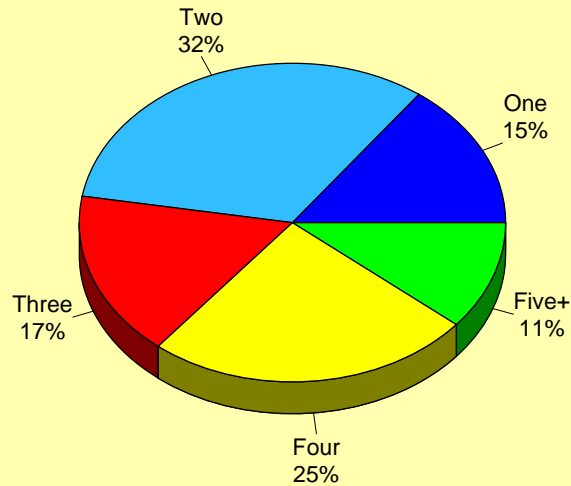
- **Need for Parks and Recreation Facilities.** The parks and recreation facilities that the highest percentage of households have a need for are: walking and biking trails (73%), small neighborhood parks (59%), large community parks (54%), picnic areas and shelters (50%), playgrounds (48%), and outdoor swimming pools/water parks (46%).
- **Most Important Parks and Recreation Facilities.** Based on the sum of their top four choices, the parks and recreation facilities that households rated as the most important are: walking and biking trails (41%), small neighborhood parks (29%), outdoor swimming pools/water parks (28%), playgrounds (21%), and large community parks (18%).
- **Need for Recreation Programs.** The recreation programs that the highest percentage of households have a need for are: adult fitness and wellness programs (44%), youth learn to swim programs (36%), youth sports programs (35%), water fitness programs (31%), and community special events (31%).
- **Most Important Recreation Programs.** Based on the sum of their top four choices, the recreation programs that households rated as the most important are: adult fitness and wellness programs (26%), youth sports programs (24%), youth learn to swim programs (22%), youth summer camp programs (15%), and preschool programs/early childhood programs (14%).
- **Recreation Programs Participated in Most Often at City Facilities.** Based on the sum of their top four choices, the recreation programs that households participate in most often at City of Waukee facilities are: community special events (13%), youth sports programs (12%), youth summer camp programs (6%), and adult fitness and wellness programs (6%).
- **Level of Satisfaction with City Parks and Recreation Services.** The City of Waukee parks and recreation services that the highest percentage of households are very satisfied or somewhat satisfied with are: maintenance of City parks (81%), number of City parks (66%), number of walking/biking trails (58%), user friendliness of the City's website (49%), and quality of City baseball/softball fields (48%).
- **Parks and Recreation Services That Should Receive the Most Attention from City Officials.** Based on the sum of their top three choices, the parks and recreation services that households think should receive the most attention from City officials over the next two years are: number of walking/biking trails (29%), maintenance of City parks (20%), quality of City youth programs (16%), availability of information about City programs (16%), and number of City parks (16%).

- **Ways Respondents Learn about City Parks and Recreation Programs and Activities.** The most frequently mentioned ways that respondents learn about City of Waukee parks and recreation programs and activities are: program guide (39%), City of Waukee website (39%), from friends and neighbors (38%), and direct mailings (35%).
  
- **Level of Satisfaction with the Overall Value Received from the Parks and Recreation Department.** Forty-eight percent (48%) of households are either very satisfied (19%) or somewhat satisfied (29%) with the overall value their household receives from the City of Waukee Parks and Recreation Department. Only 10% of households are either somewhat dissatisfied (7%) or very dissatisfied (3%) with the Parks and Recreation Department. In addition, 27% of respondents rated the Parks and Recreation Department as “neutral”, and 15% indicated “don’t know”.
  
- **Allocation of \$100 Among Various Parks, Sports and Recreation Facilities.** Respondents would allocate \$34 out of \$100 for the improvement/maintenance of existing parks, sports, and recreation facilities. The remaining \$66 were allocated as follows: development of a new recreation center (\$20), construction of new sports fields (\$15), acquisition of new park land and open space (\$13), and “other” (\$18).

# Parks and Recreation Needs Assessment Survey for the City of Waukeez

## Q1. Demographics: Number of People in Household

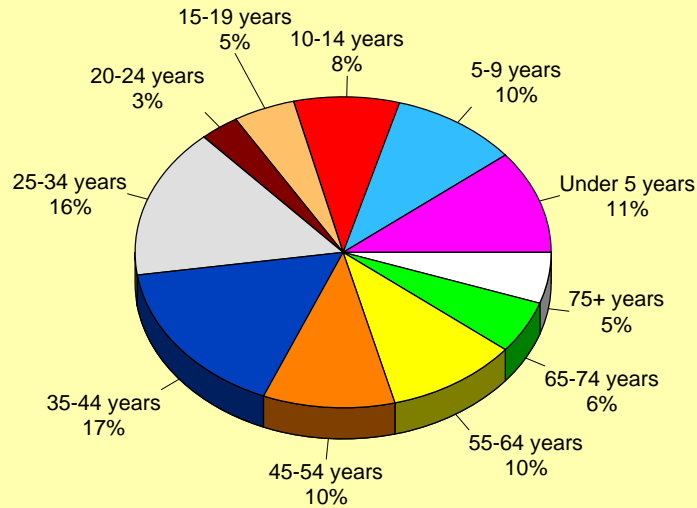
by percentage of respondents



Source: Leisure Vision/ETC Institute (December 2010)

## Q2. Demographics: Ages of People in Household

by percentage of household occupants

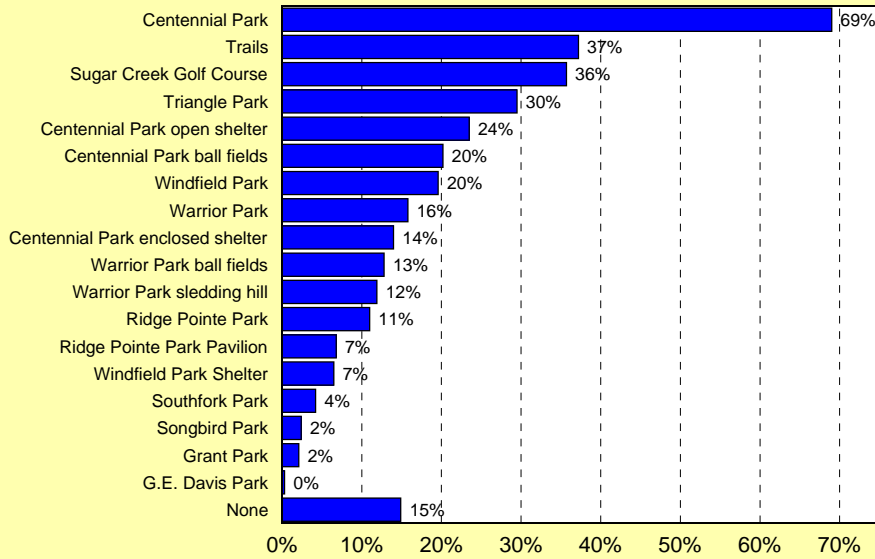


Source: Leisure Vision/ETC Institute (December 2010)

# Parks and Recreation Needs Assessment Survey for the City of Waukee

## Q3. City of Waukee Parks and Recreation Facilities That Households Have Used or Visited Over the Past 12 Months

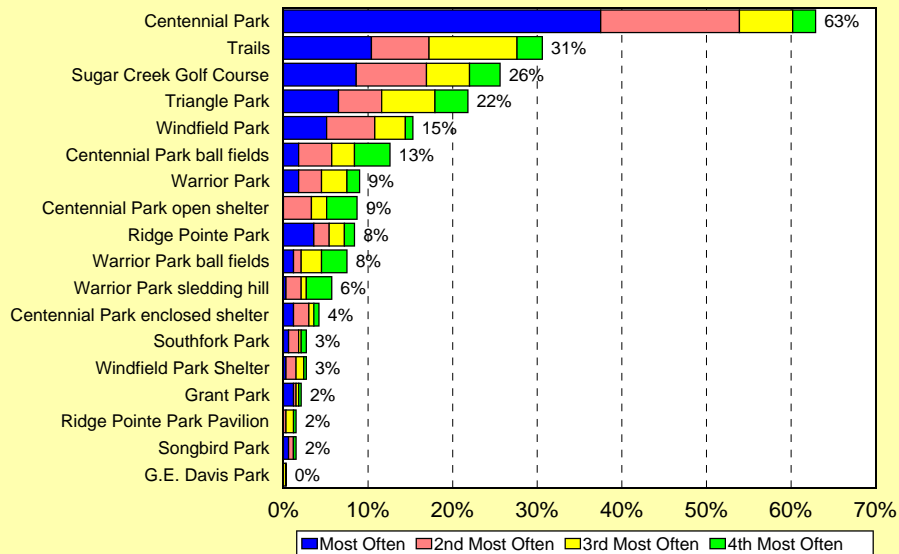
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (December 2010)

## Q3a. City of Waukee Parks and Recreation Facilities That Households Visit Most Often

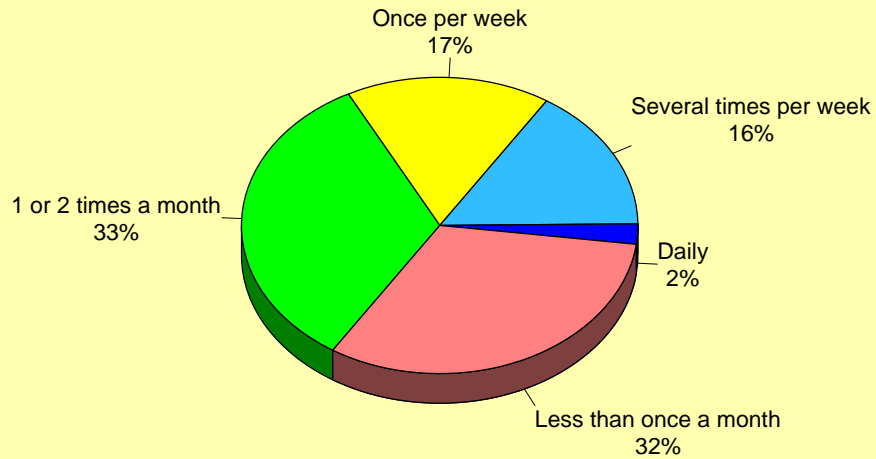
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (December 2010)

**Q3b. Approximately How Often Have Members of Your Household Visited City of Waukeee Parks and Recreation Facilities Over the Past 12 Months?**

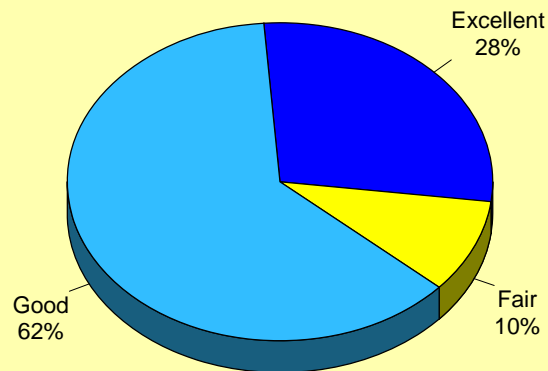
by percentage of households that have visited City parks and recreation facilities during the past 12 months



Source: Leisure Vision/ETC Institute (December 2010)

**Q3c. Overall, How Would You Rate the Physical Condition of All the City of Waukeee Parks and Recreation Facilities You Have Visited?**

by percentage of households that have visited City parks and recreation facilities during the past 12 months

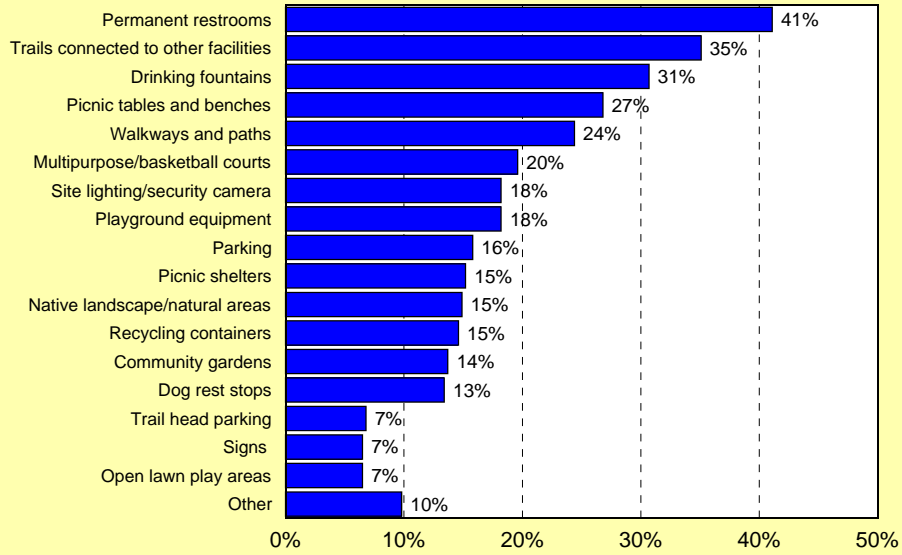


Source: Leisure Vision/ETC Institute (December 2010)

# Parks and Recreation Needs Assessment Survey for the City of Waukeez

## Q4. Improvements That Households Would Most Like to Have Made to the City of Waukeez Park They Visit Most Often

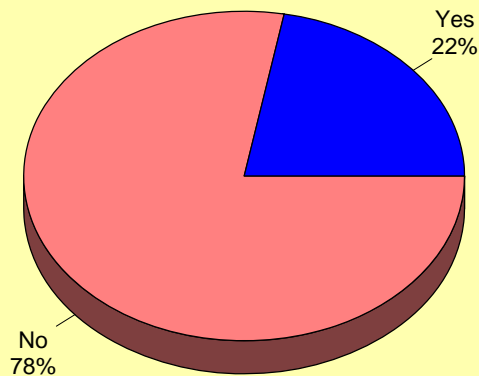
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (December 2010)

## Q5. Have Members of Your Households Participated in Any Recreation Programs Offered by the City of Waukeez During the Past 12 Months?

by percentage of respondents



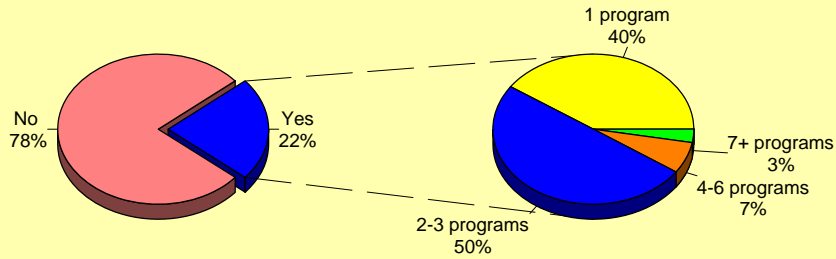
Source: Leisure Vision/ETC Institute (December 2010)

# Parks and Recreation Needs Assessment Survey for the City of Wauke

## Q5. Have Members of Your Households Participated in Any Recreation Programs Offered by the City of Wauke During the Past 12 Months?

by percentage of respondents

### Q5a. Number of Different City of Wauke Recreation Programs Participated in During the Past 12 Months

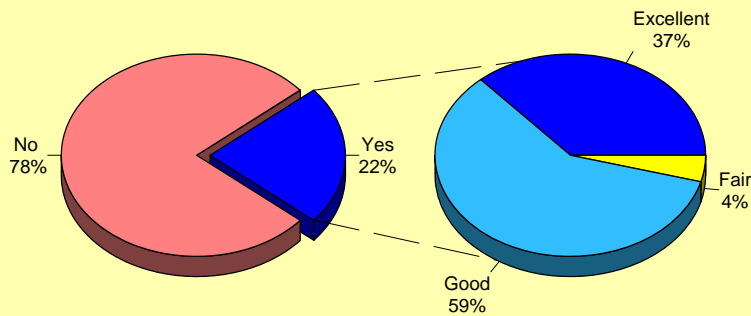


Source: Leisure Vision/ETC Institute (December 2010)

## Q5. Have Members of Your Households Participated in Any Recreation Programs Offered by the City of Wauke During the Past 12 Months?

by percentage of respondents

### Q5b. How Respondents Rate the Overall Quality of the City of Wauke Recreation Programs Their Household Has Participated in

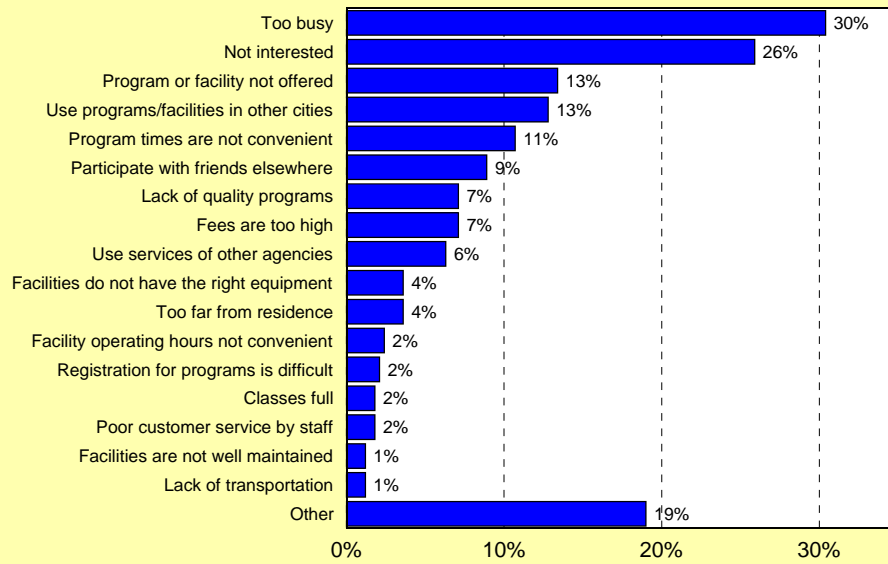


Source: Leisure Vision/ETC Institute (December 2010)

# Parks and Recreation Needs Assessment Survey for the City of Waukeez

## Q6. Reasons Preventing Households from Using City of Waukeez Parks, Recreation Facilities or Programs More Often

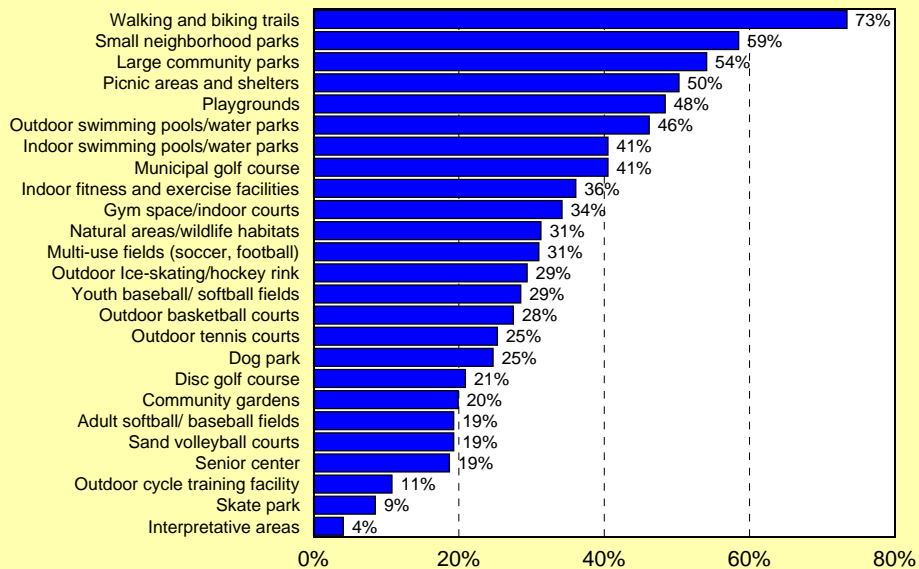
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (December 2010)

## Q7. Households That Have a Need for Various Parks and Recreation Facilities

by percentage of respondents (multiple choices could be made)

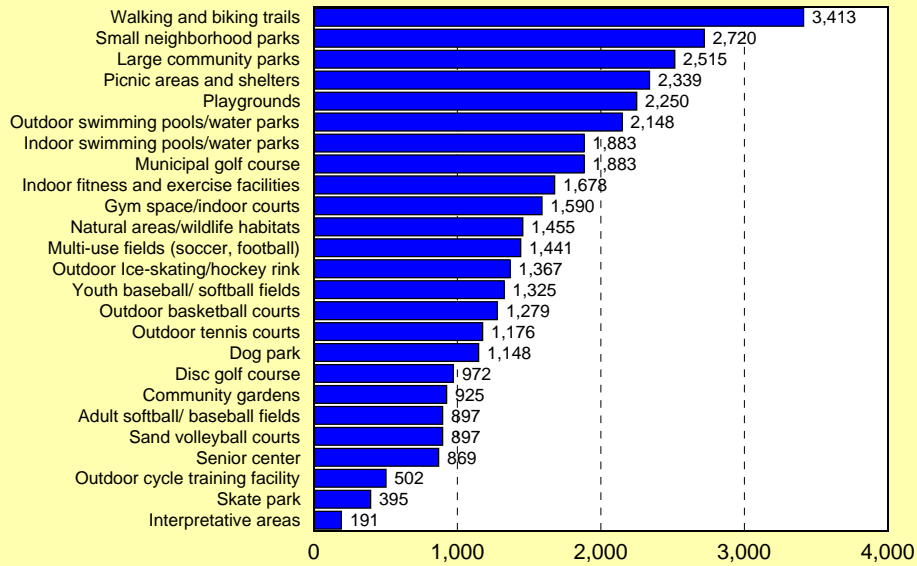


Source: Leisure Vision/ETC Institute (December 2010)

# Parks and Recreation Needs Assessment Survey for the City of Waukee

## Q7a. Estimated Number of Households in the City of Waukee That Have a Need for Various Parks and Recreation Facilities

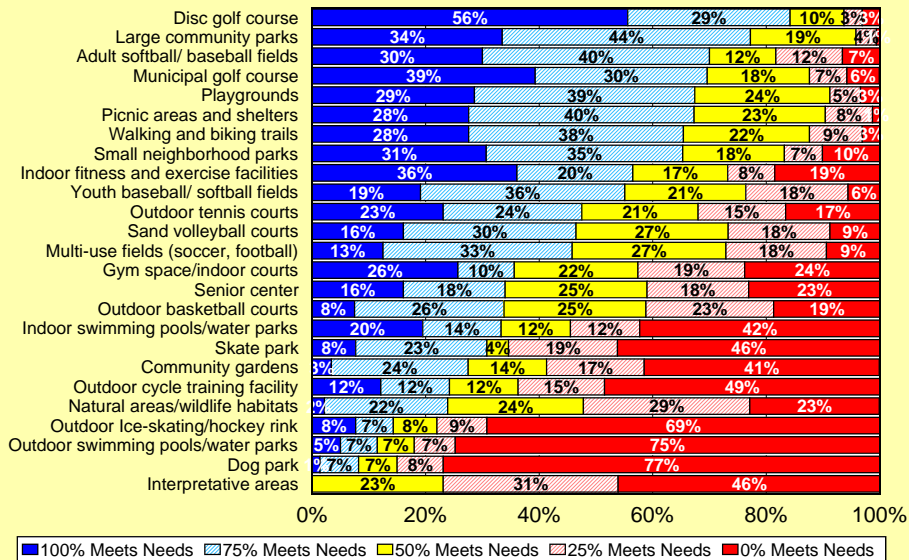
by number of households based on 4,649 households in the City of Waukee



Source: Leisure Vision/ETC Institute (December 2010)

## Q7b. How Well Parks and Recreation Facilities in the City of Waukee Meet the Needs of Households

by percentage of respondent households that have a need for parks/facilities

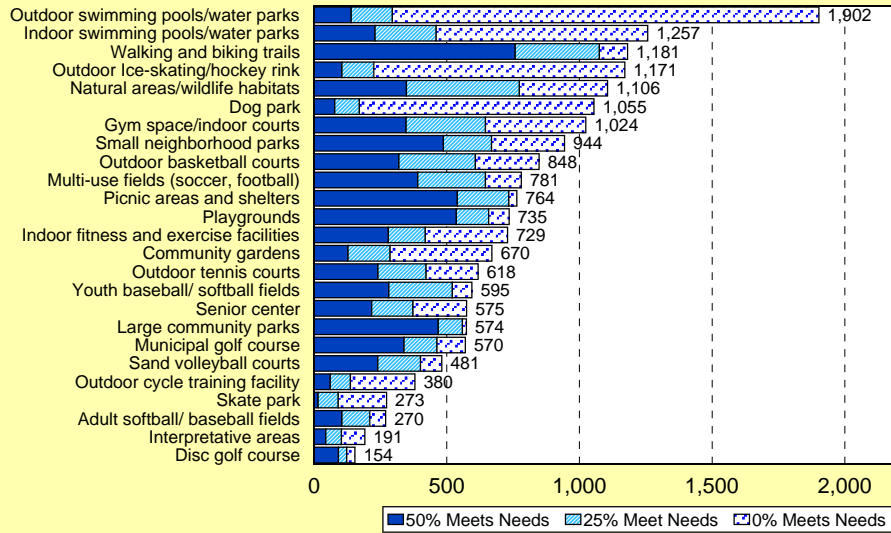


Source: Leisure Vision/ETC Institute (December 2010)

# Parks and Recreation Needs Assessment Survey for the City of Waukeez

## Q7c. Estimated Number of Households in the City of Waukeez Whose Needs for Parks and Recreation Facilities Are Only Being 50% Met or Less

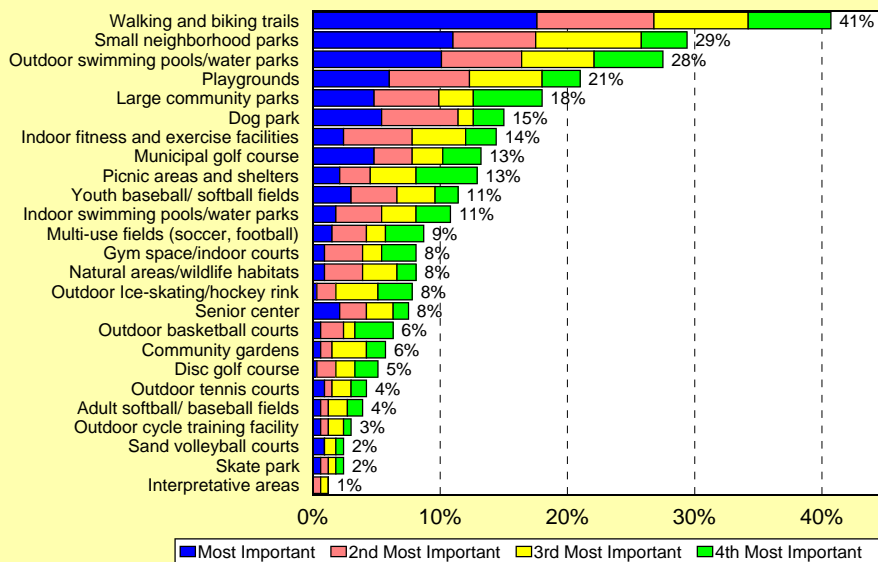
by number of households based on 4,649 households in the City of Waukeez



Source: Leisure Vision/ETC Institute (December 2010)

## Q8. 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

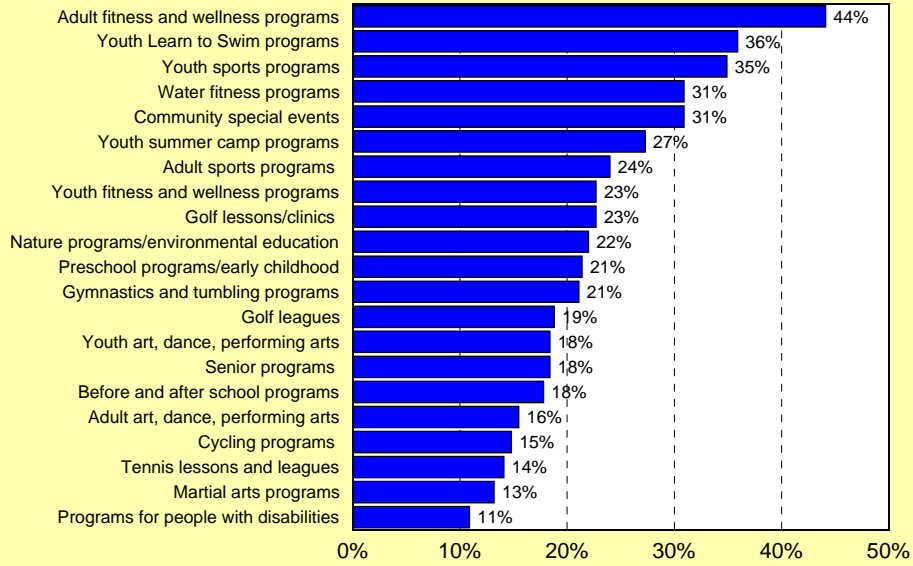


Source: Leisure Vision/ETC Institute (December 2010)

# Parks and Recreation Needs Assessment Survey for the City of Waukeez

## Q9. Households That Have a Need for Various Recreation Programs

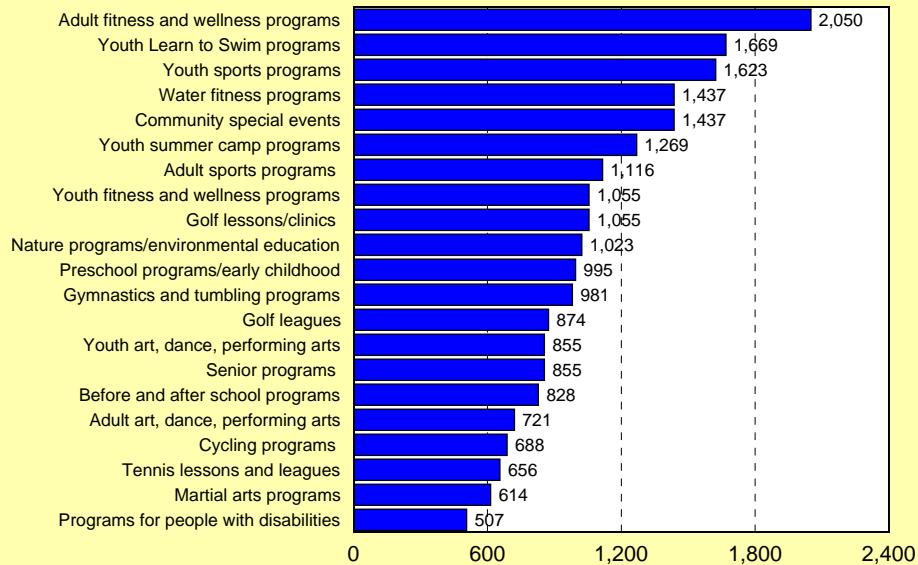
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (December 2010)

## Q9a. Estimated Number of Households in City of Waukeez That Have a Need for Various Recreation Programs

by number of households based on 4,649 households in the City of Waukeez

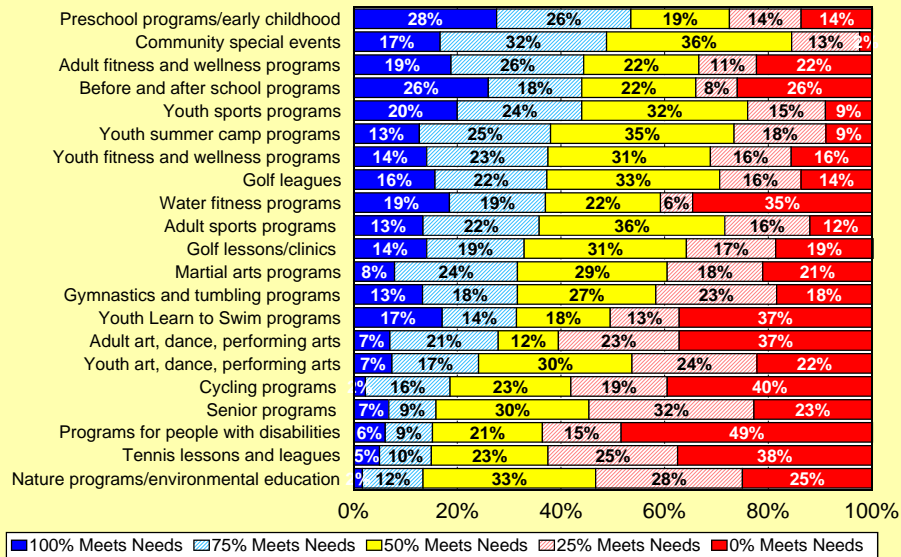


Source: Leisure Vision/ETC Institute (December 2010)

# Parks and Recreation Needs Assessment Survey for the City of Waukeez

## Q9b. How Well Recreation Programs Meet the Needs of Households

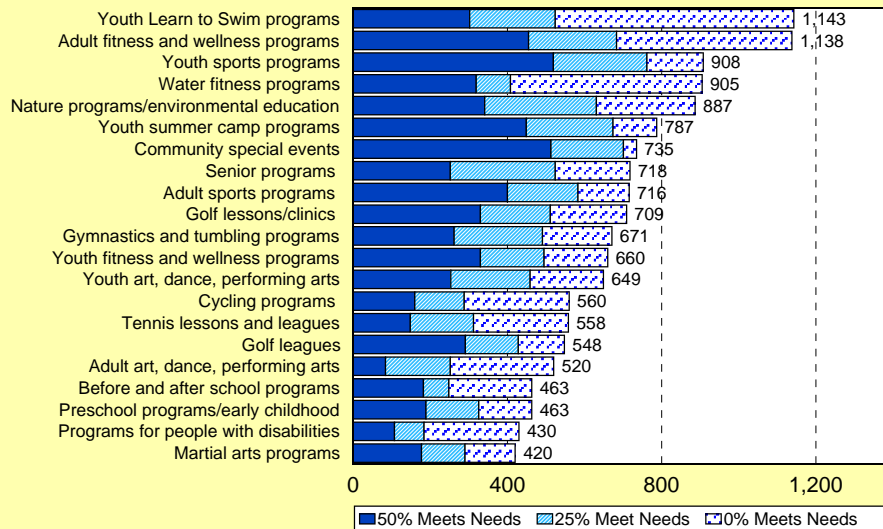
by percentage of respondent households that have a need for programs



Source: Leisure Vision/ETC Institute (December 2010)

## Q9c. Estimated Number of Households in the City of Waukeez Whose Needs for Recreation Programs Are Only Being 50% Met or Less

by number of households based on 4,649 households in the City of Waukeez

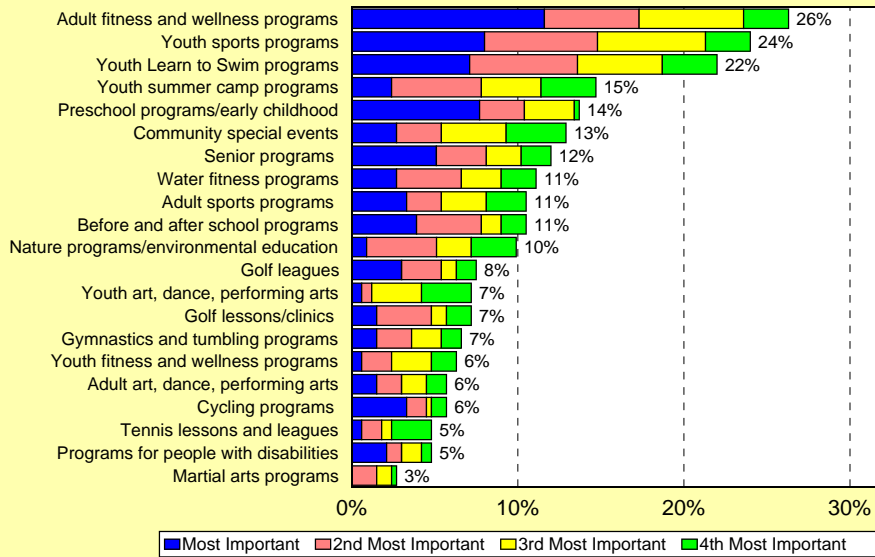


Source: Leisure Vision/ETC Institute (December 2010)

# Parks and Recreation Needs Assessment Survey for the City of Waukee

## Q10. Recreation Programs That Are Most Important to Households

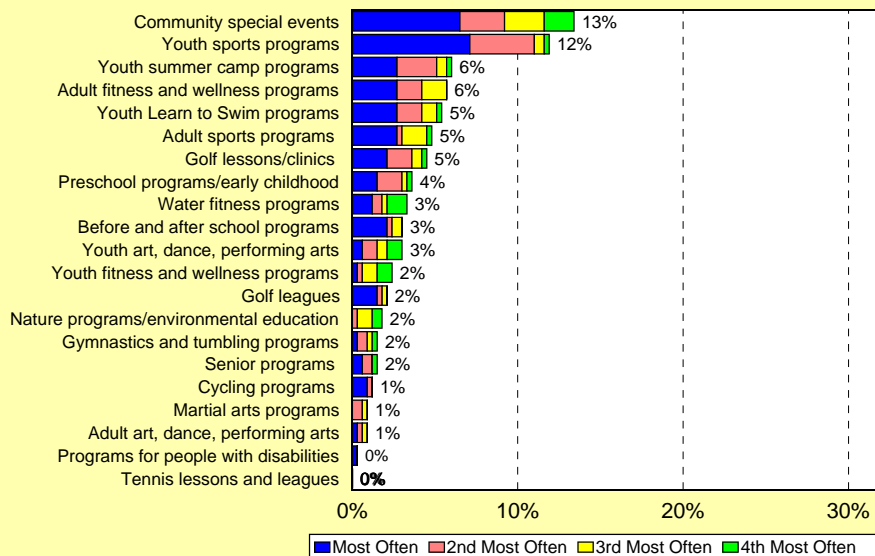
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (December 2010)

## Q11. Recreation Programs That Households Currently Participate in Most Often at City of Waukee Facilities

by percentage of respondents who selected the item as one of their top four choices

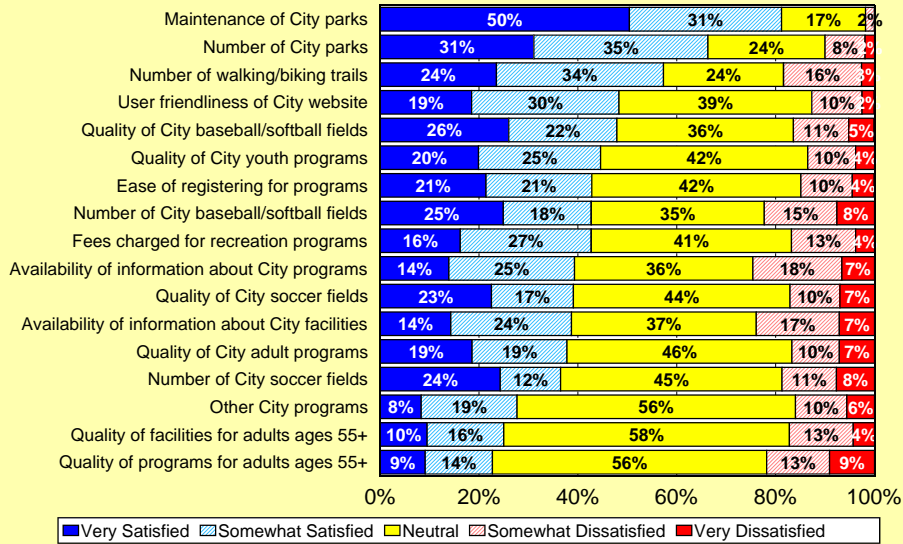


Source: Leisure Vision/ETC Institute (December 2010)

# Parks and Recreation Needs Assessment Survey for the City of Waukeez

## Q12. Level of Satisfaction with Various Parks and Recreation Services Provided by the City of Waukeez

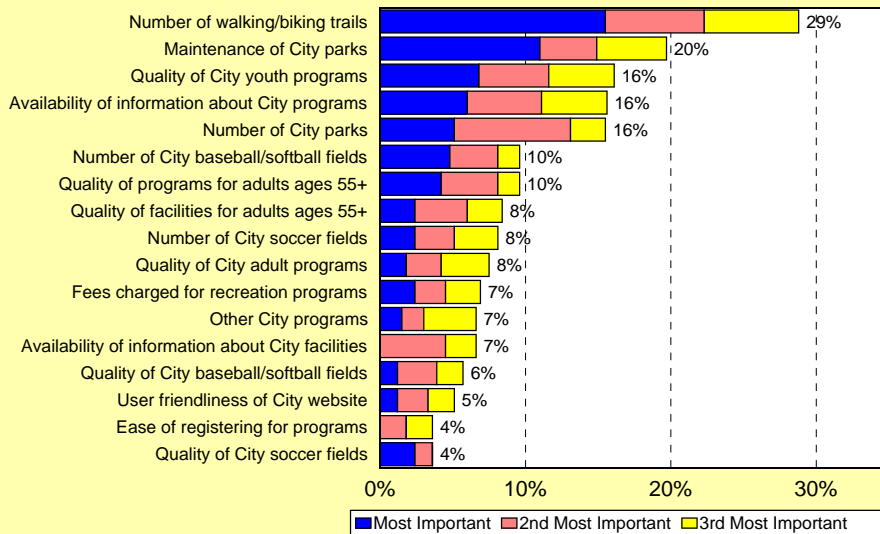
by percentage of respondents (excluding "don't know" responses)



Source: Leisure Vision/ETC Institute (December 2010)

## Q13. Parks and Recreation Services That Households Feel Should Receive the Most Attention from City of Waukeez Officials Over the Next Two Year

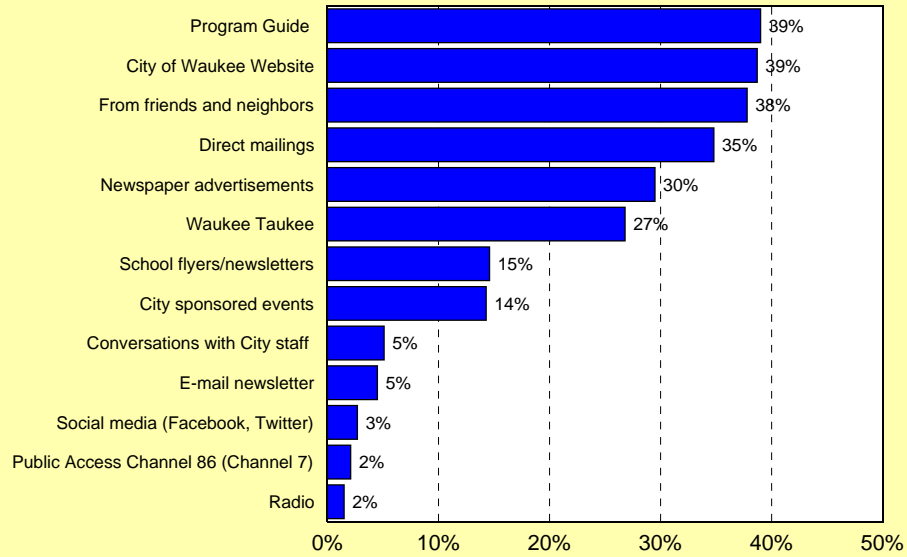
by percentage of respondents who selected the item as one of their top three choices



Source: Leisure Vision/ETC Institute (December 2010)

### Q14. Ways Respondents Learn About City of Waukee Parks and Recreation Programs and Activities

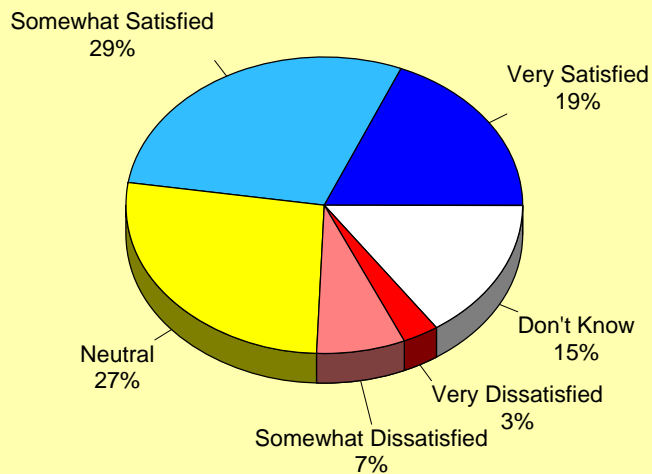
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (December 2010)

### Q15. Level of Satisfaction with the Overall Value Households Receive from the City of Waukee Parks and Recreation Department

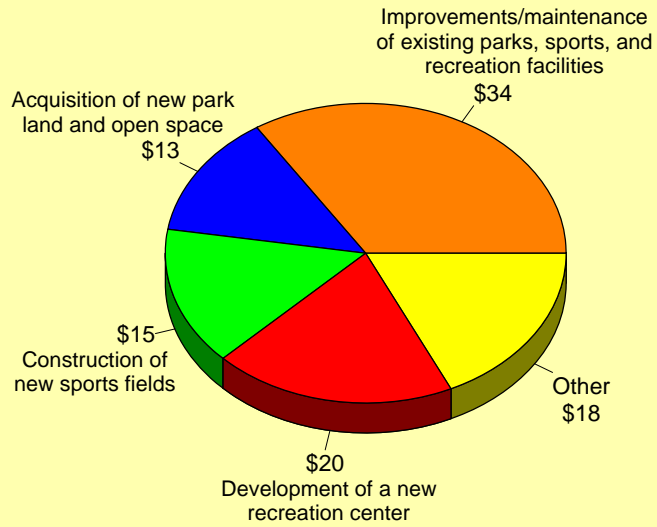
by percentage of respondents



Source: Leisure Vision/ETC Institute (December 2010)

### Q16. Allocation of \$100 Among Various City of Waukeee Parks, Sports and Recreation Facilities

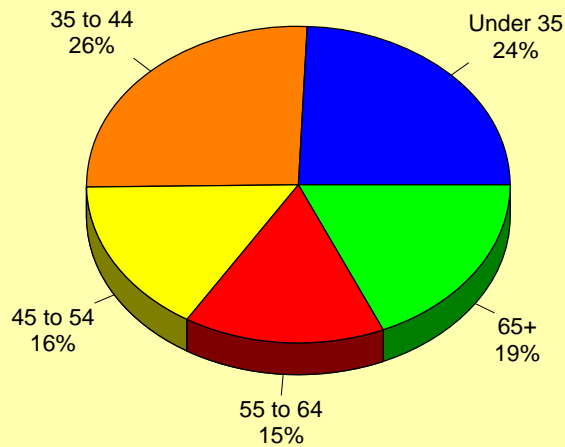
by percentage of respondents



Source: Leisure Vision/ETC Institute (December 2010)

### Q17. Demographics: Age of Respondents

by percentage of respondents



Source: Leisure Vision/ETC Institute (December 2010)

# Parks and Recreation Needs Assessment Survey for the City of Waukeez

