

2017 Parks and Recreation Needs Assessment Survey City of Salina, Kansas

Presented by

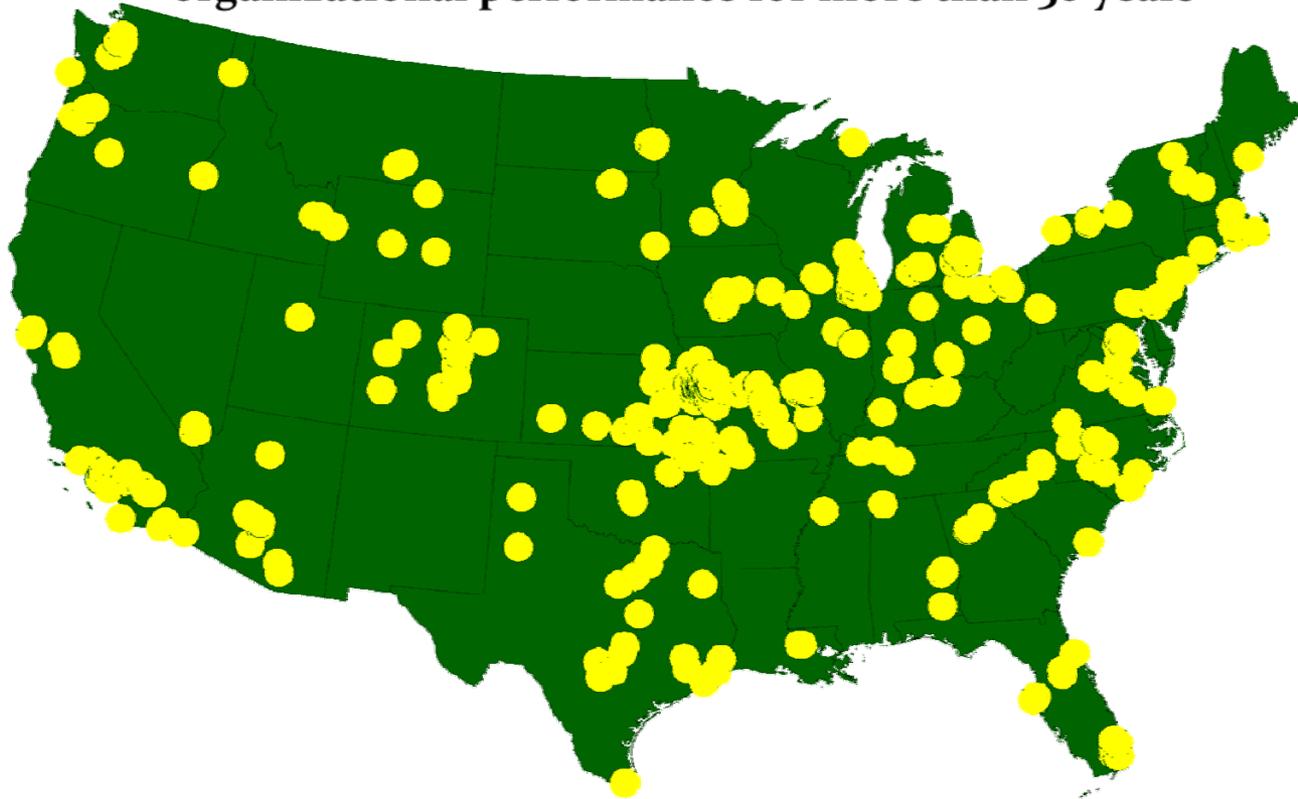


October 2017

ETC Institute

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More than 2,150,000 Persons Surveyed Since 2007
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Purpose

- To objectively assess usage, satisfaction, and needs for a wide ranges of parks and recreation facilities and programs
- To identify opportunities for the City of Salina to better serve the leisure and recreation needs of the community

Methodology

❑ Survey Description

- six-page survey
- survey took approximately 15-20 minutes to complete

❑ Method of Administration

- by mail, online, and phone to a randomly selected sample of City households

❑ Sample size:

- goal number of surveys: 400
- goal far exceeded: 676 completed surveys
- demographics of survey respondents accurately reflects the actual population of the City

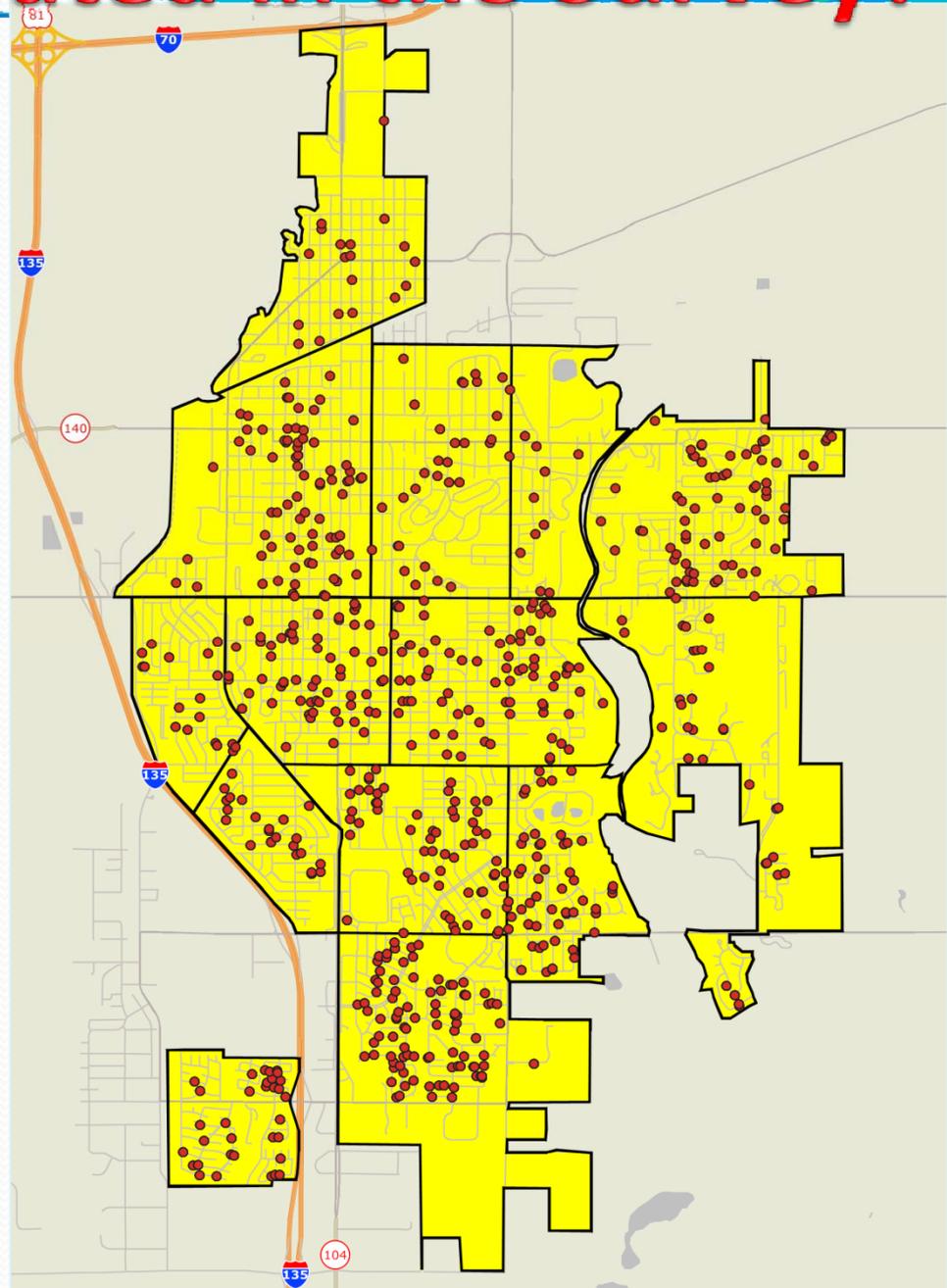
❑ Confidence level: 95%

❑ Margin of error: +/- 3.8% overall

Who Participated in the Survey?

Good Representation
throughout the City

**City of Salina 2017
Parks and Recreation Needs
Assessment Survey**



Here's What We Learned

- Usage of City of Salina parks is very high
- There's strong support for acquiring/developing open space
- The 5 highest priorities for **facilities** include:
 - Walking and biking trails
 - Indoor running/walking track
 - Park shelters and picnic areas
 - Passive natural areas
 - Indoor aquatics facility
- The 5 highest priorities for **programs** include:
 - Special events
 - Adult fitness and wellness programs
 - Nature programs/environmental education
 - Outdoor adventure programs
 - Water fitness programs
- There's strong support for funding improvements to the parks and recreation system

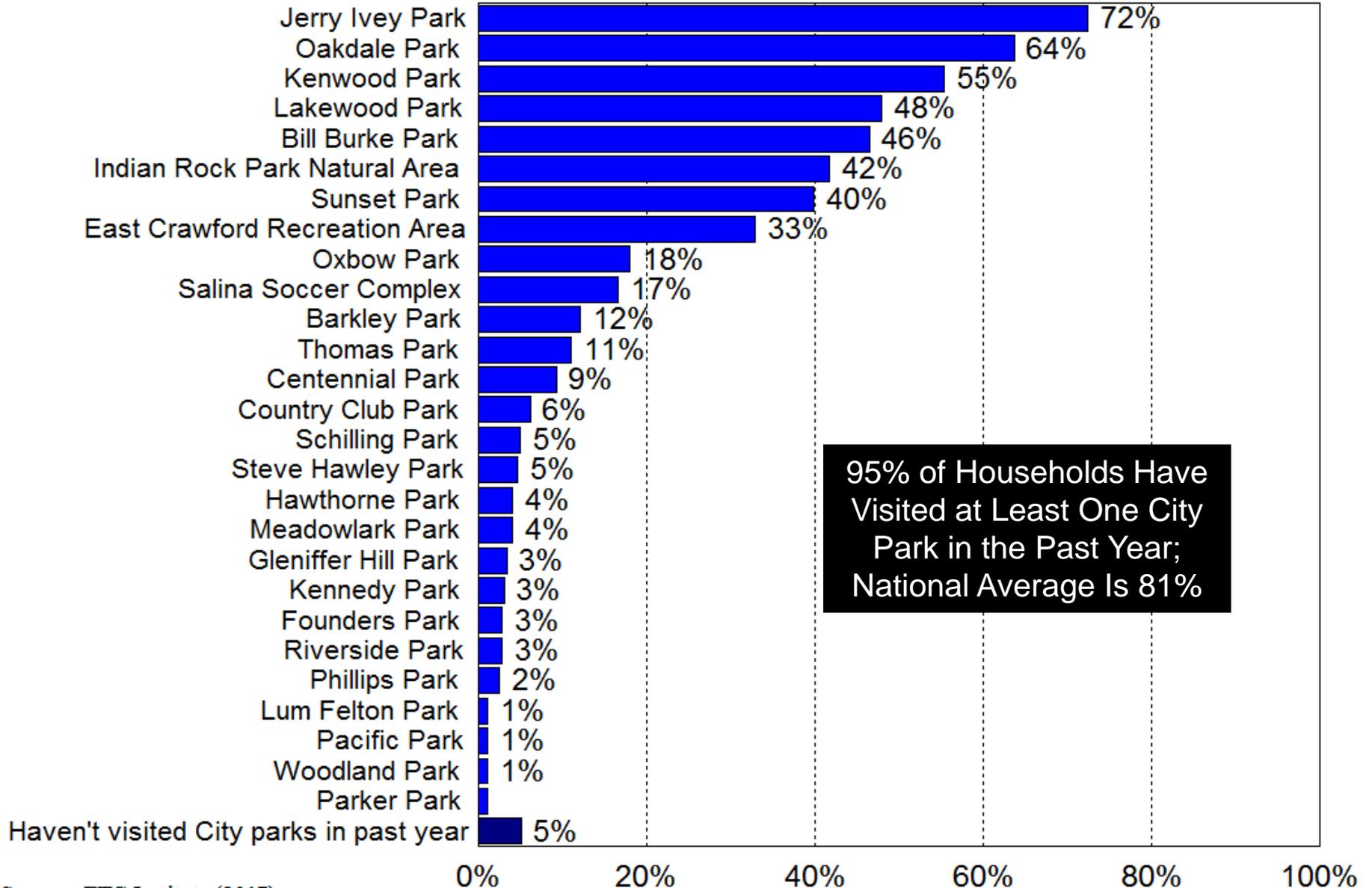


Topic #1

Usage of Parks, Facilities and Programs

Q1. City of Salina Parks Households Have Visited in the Past Year

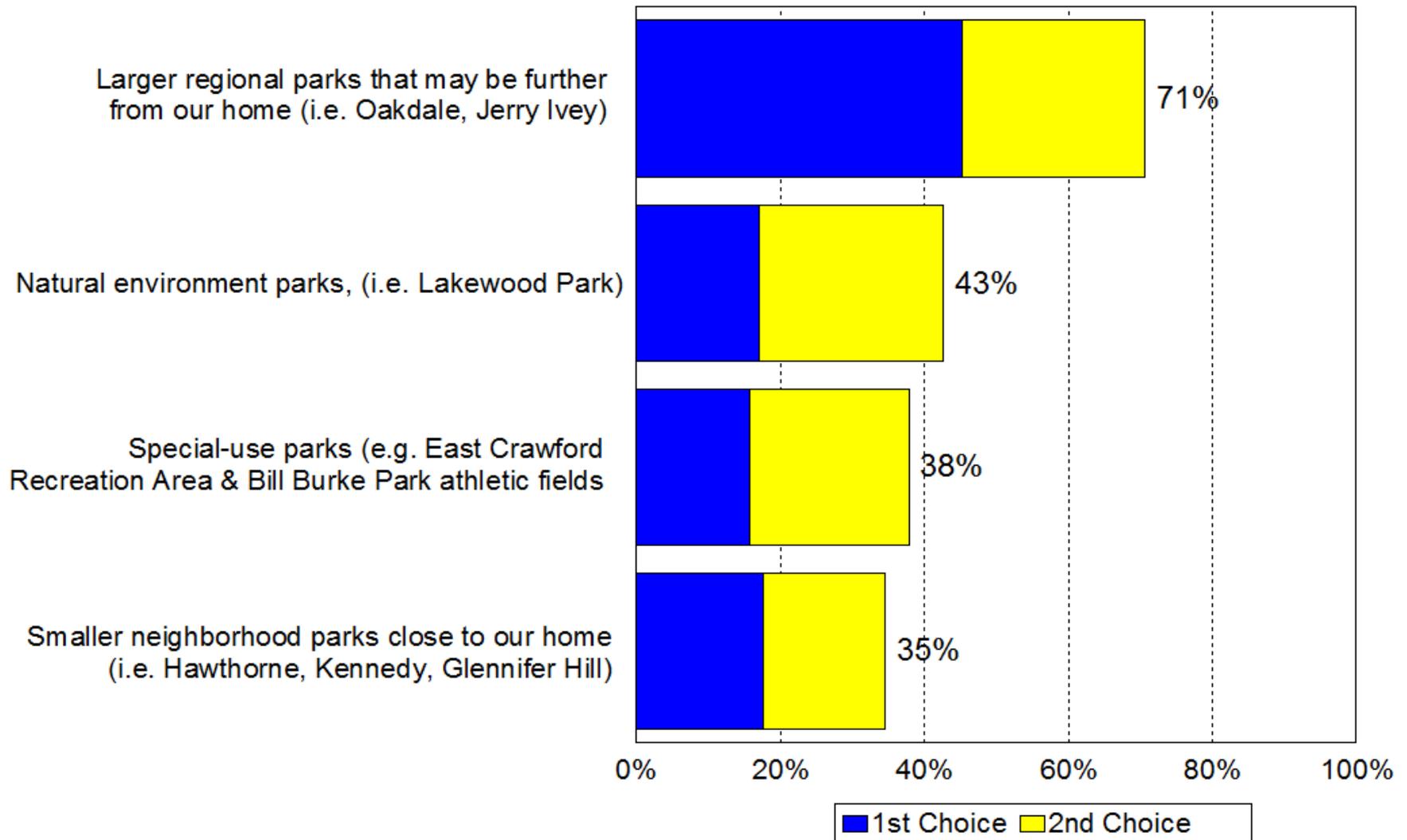
by percentage of respondents



Source: ETC Institute (2017)

Q3. Which two types of parks do you and members of your household prefer most?

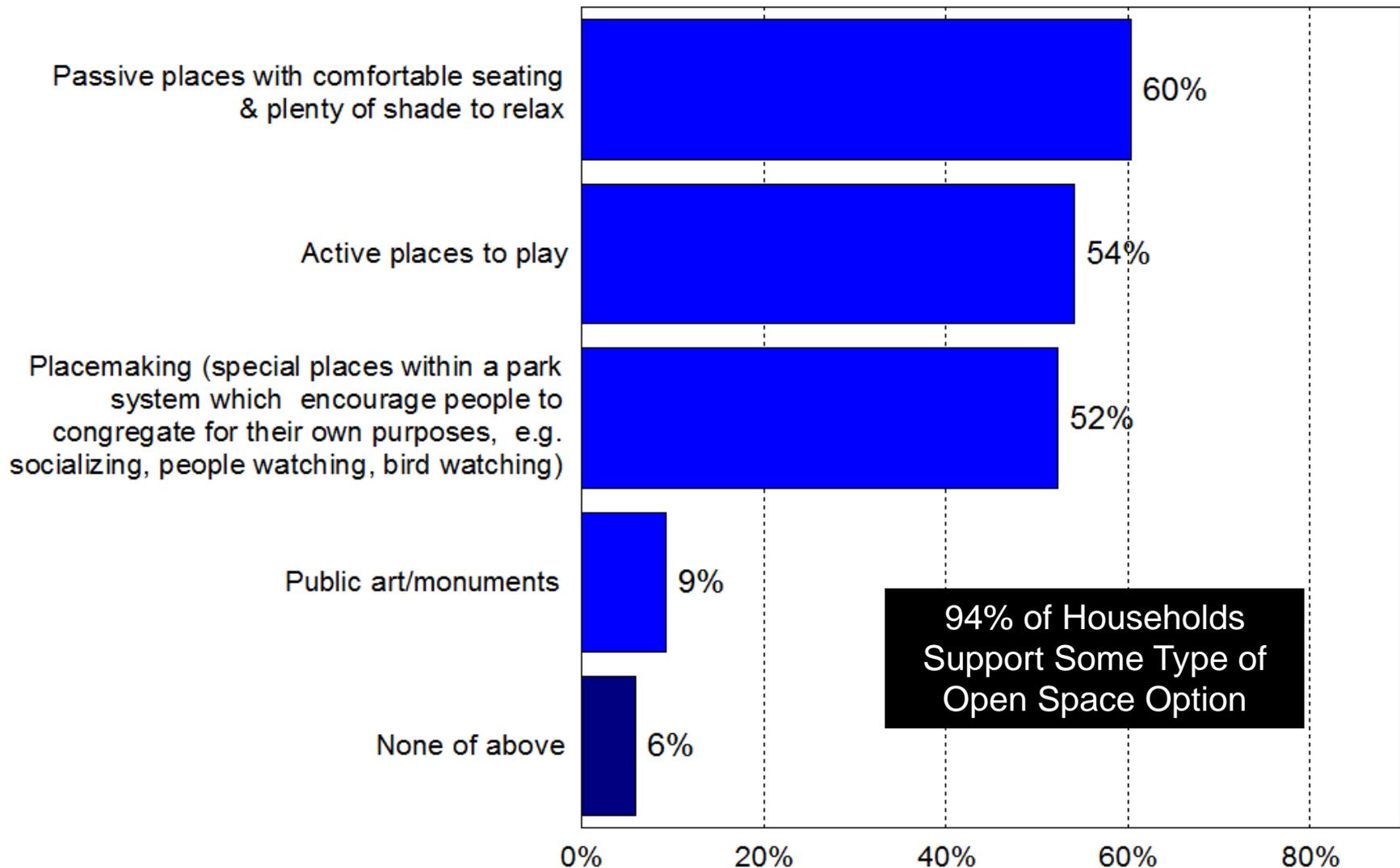
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2017)

Q4. Which two options would your household support most for acquiring and developing open space?

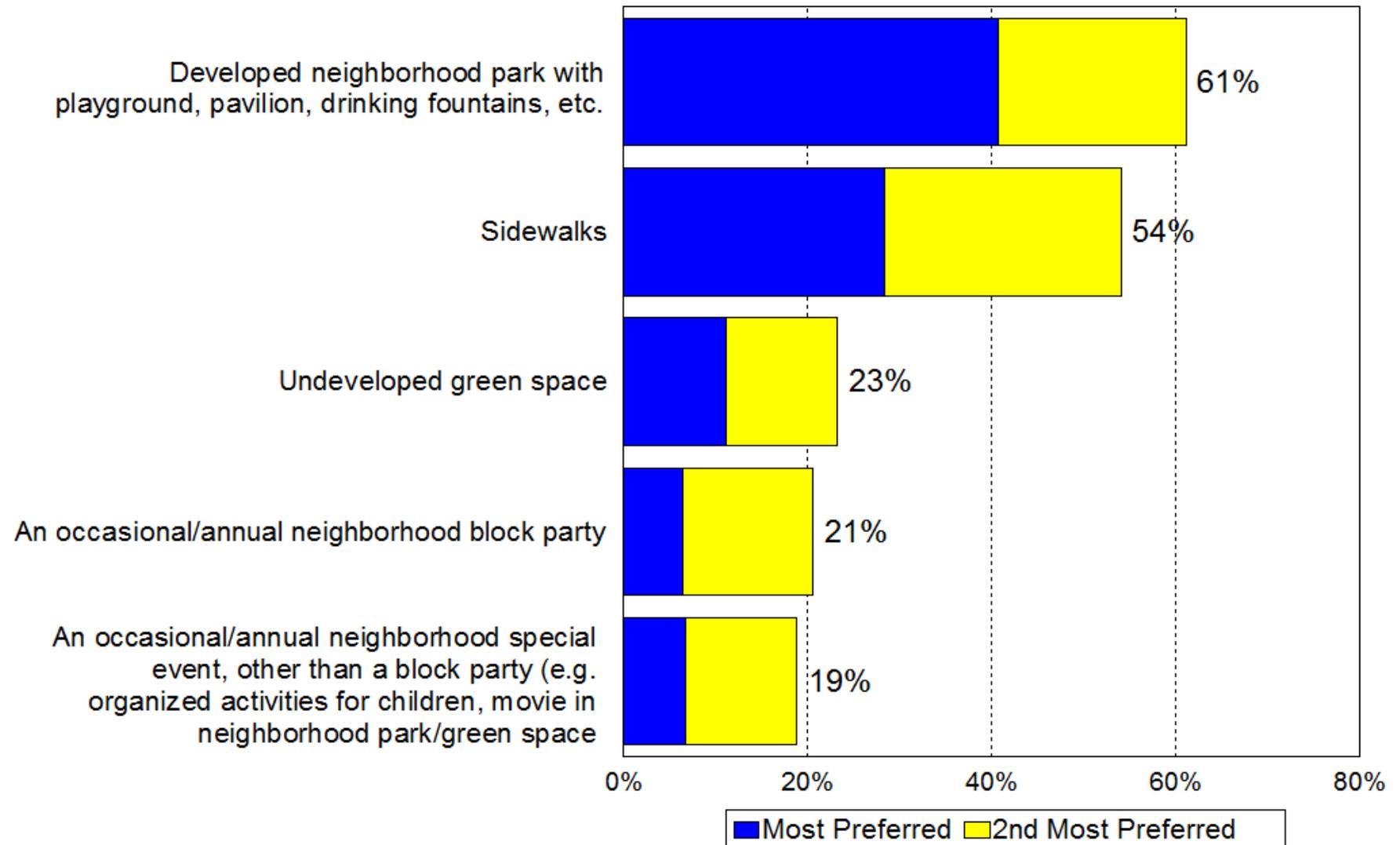
by percentage of respondents who selected the item as one of their two choices



Source: ETC Institute (2017)

Q18. Which two types of amenities/activities do you and members of your household prefer the most in your neighborhood?

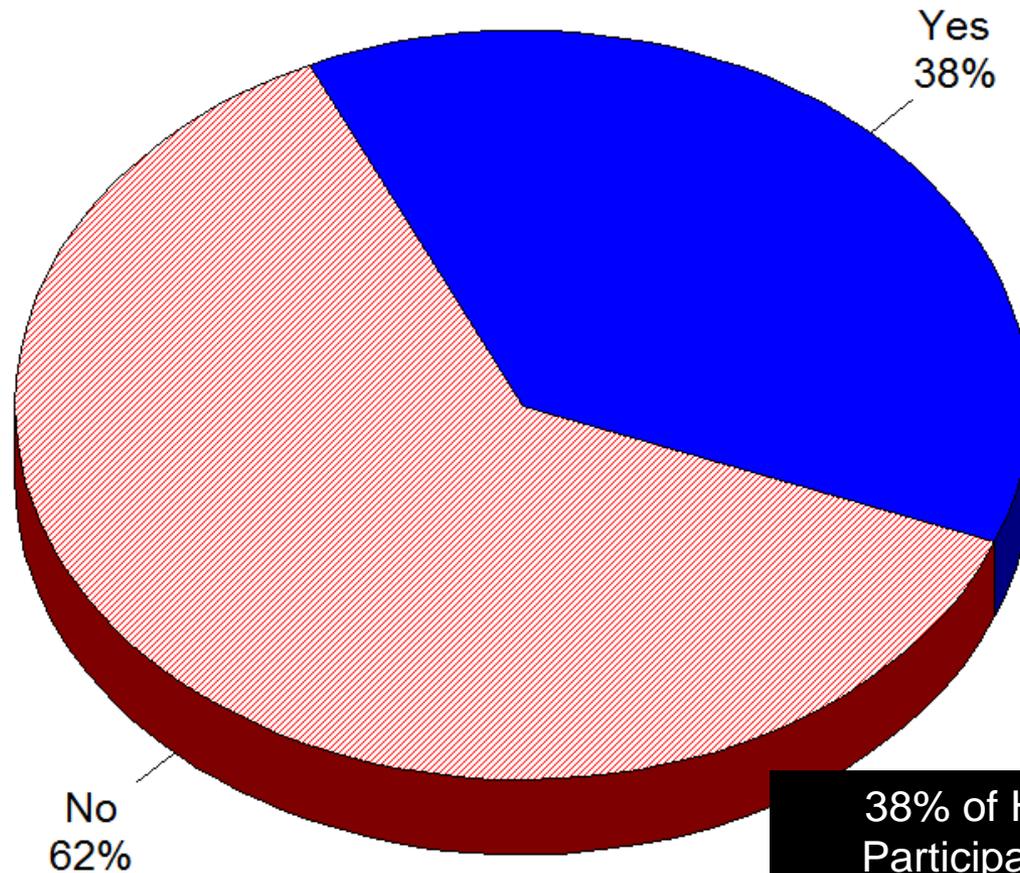
by percentage of respondents who selected the item as one of their two choices



Source: ETC Institute (2017)

Q11. Have you or other members of your household participated in any recreation programs offered by the City of Salina during the past 12 months?

by percentage of respondents

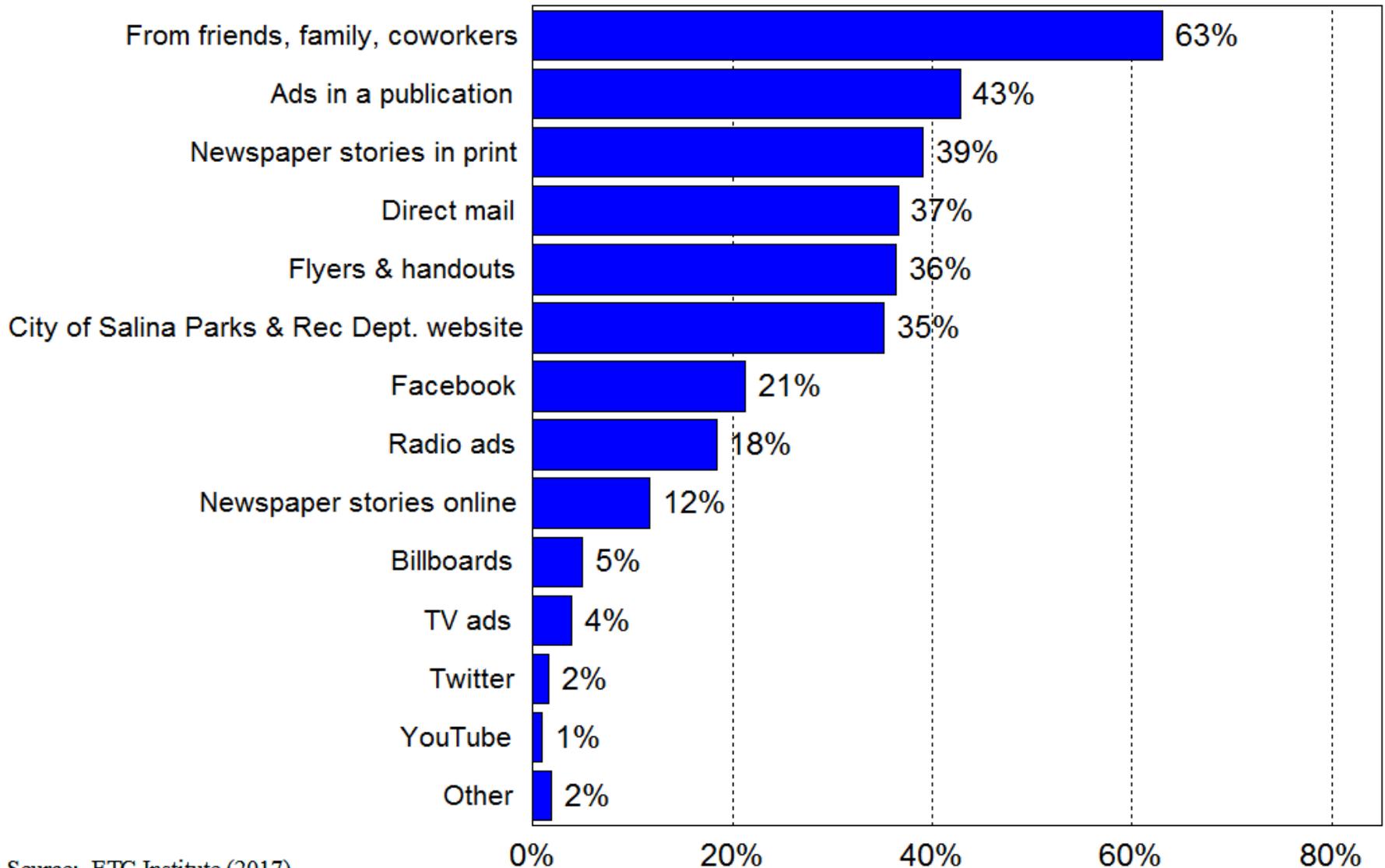


38% of Households Have Participated in Recreation Programs in the Past 12 Months; National Average Is 34%

Source: ETC Institute (2017)

Q12. Ways Households Have Heard about City of Salina Park and Recreation Programs and Activities

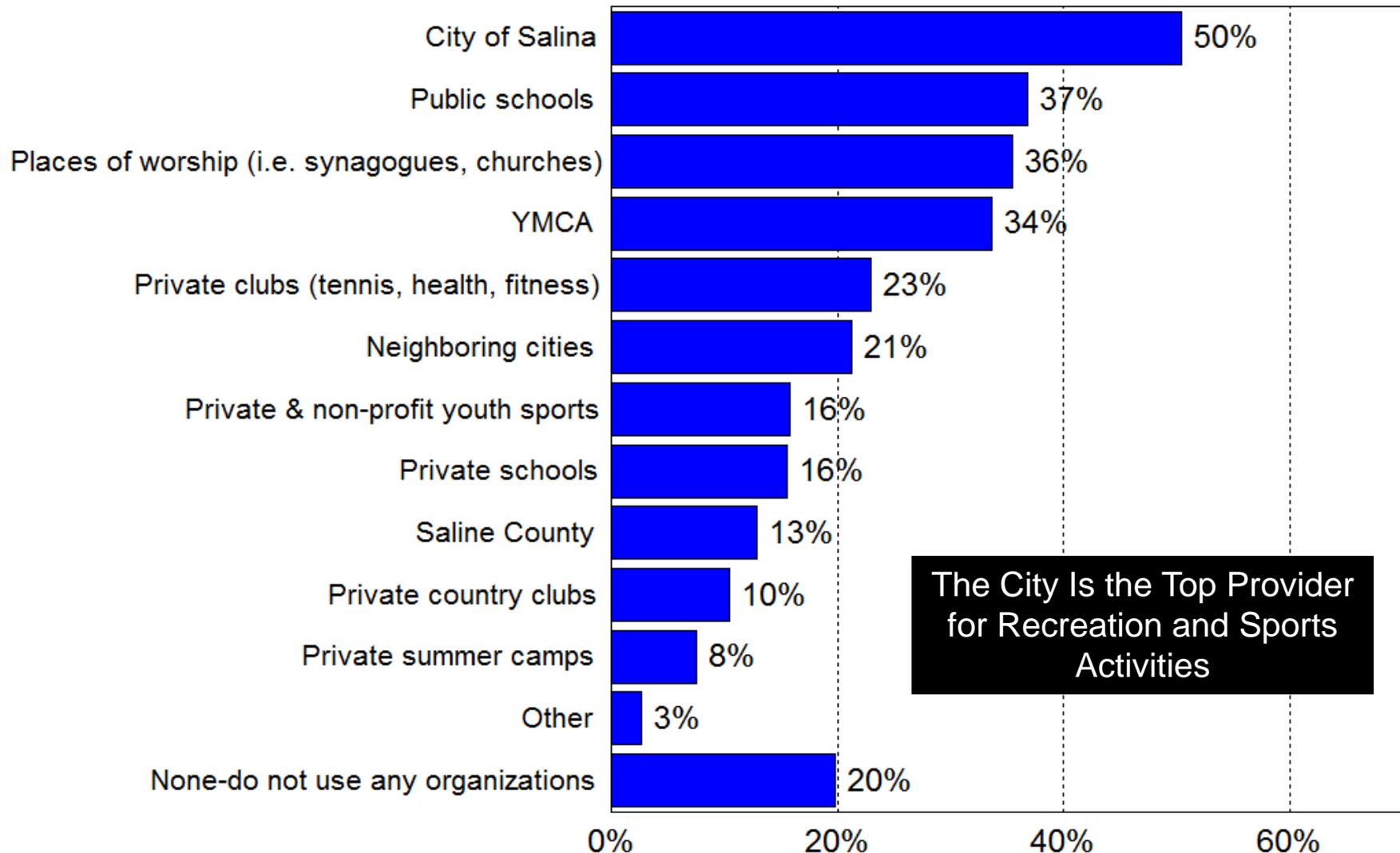
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2017)

Q21. Organizations That Households Have Used for Recreation and Sports Activities During the Last 12 Months

by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2017)

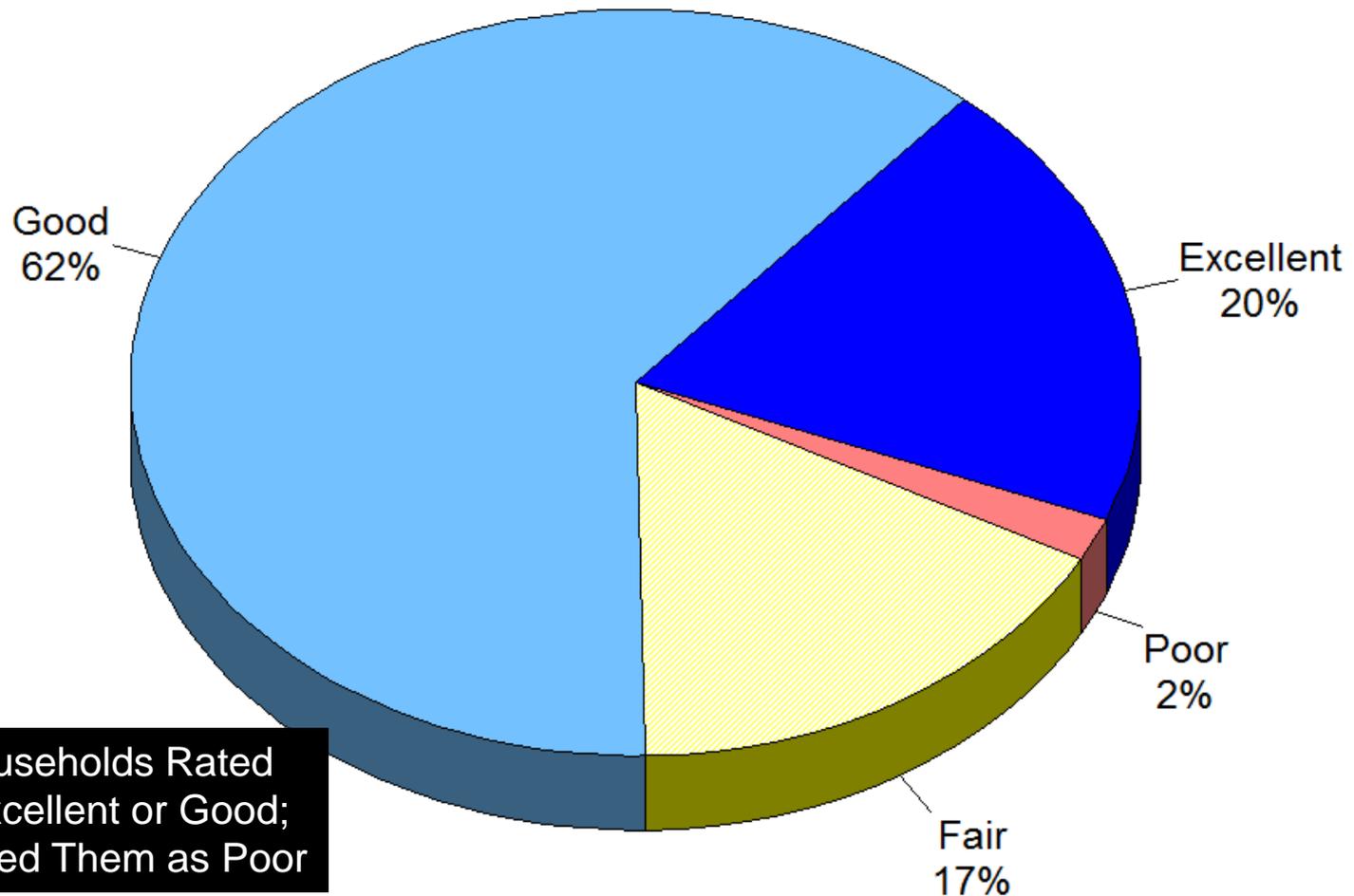


Topic #2

Satisfaction with Parks and Facilities

Q1b. Overall, how would you rate the physical condition of all the City of Salina parks you have visited?

by percentage of respondents that have visited City parks in the past year

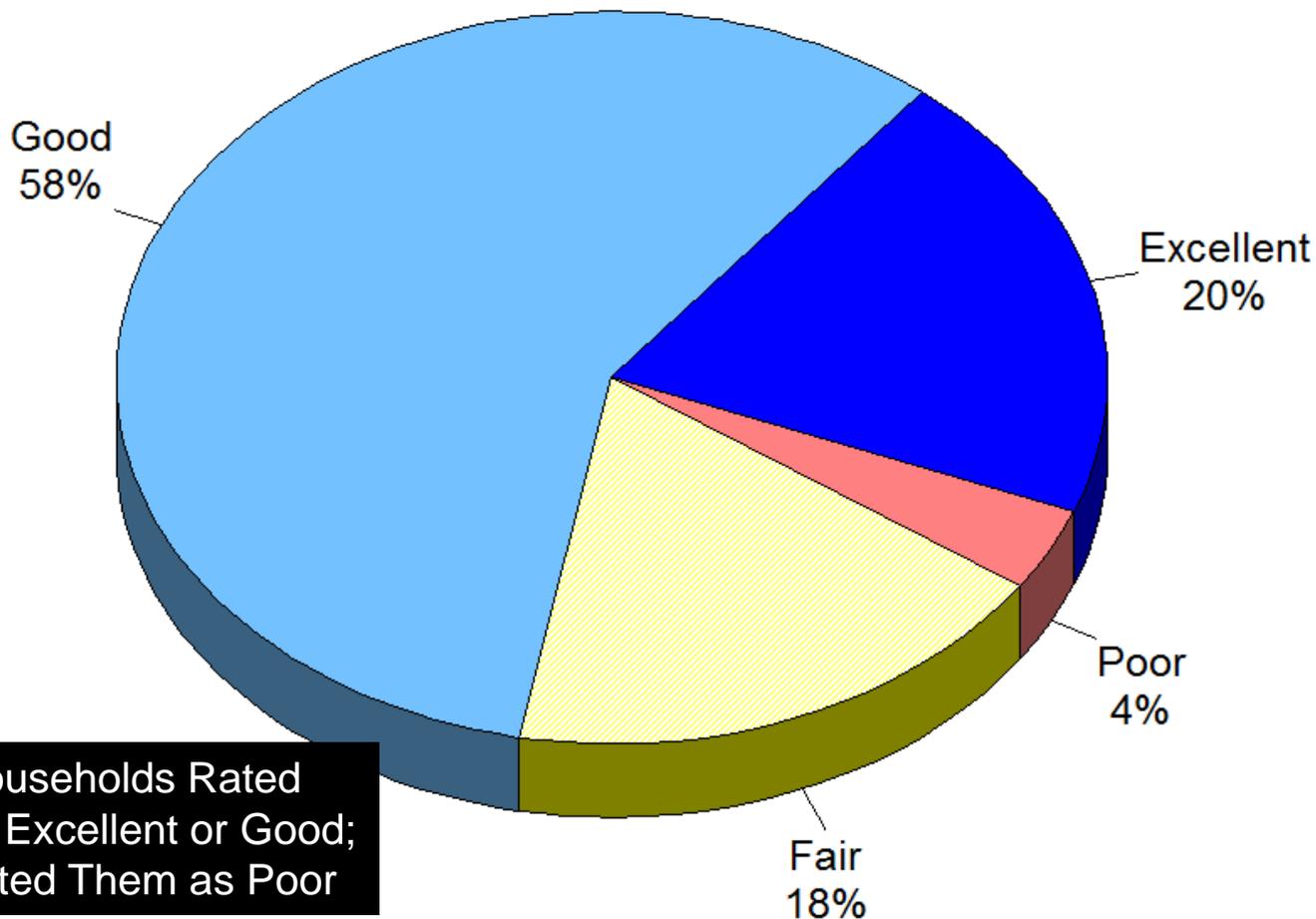


82% of Households Rated Parks as Excellent or Good; Only 2% Rated Them as Poor

Source: ETC Institute (2017)

Q11c. How would you rate the overall quality of recreation programs or activities in which your household has participated?

by percentage of respondents that have participated in recreation programs in the past 12 months



78% of Households Rated Programs as Excellent or Good; Only 4% Rated Them as Poor

Source: ETC Institute (2017)

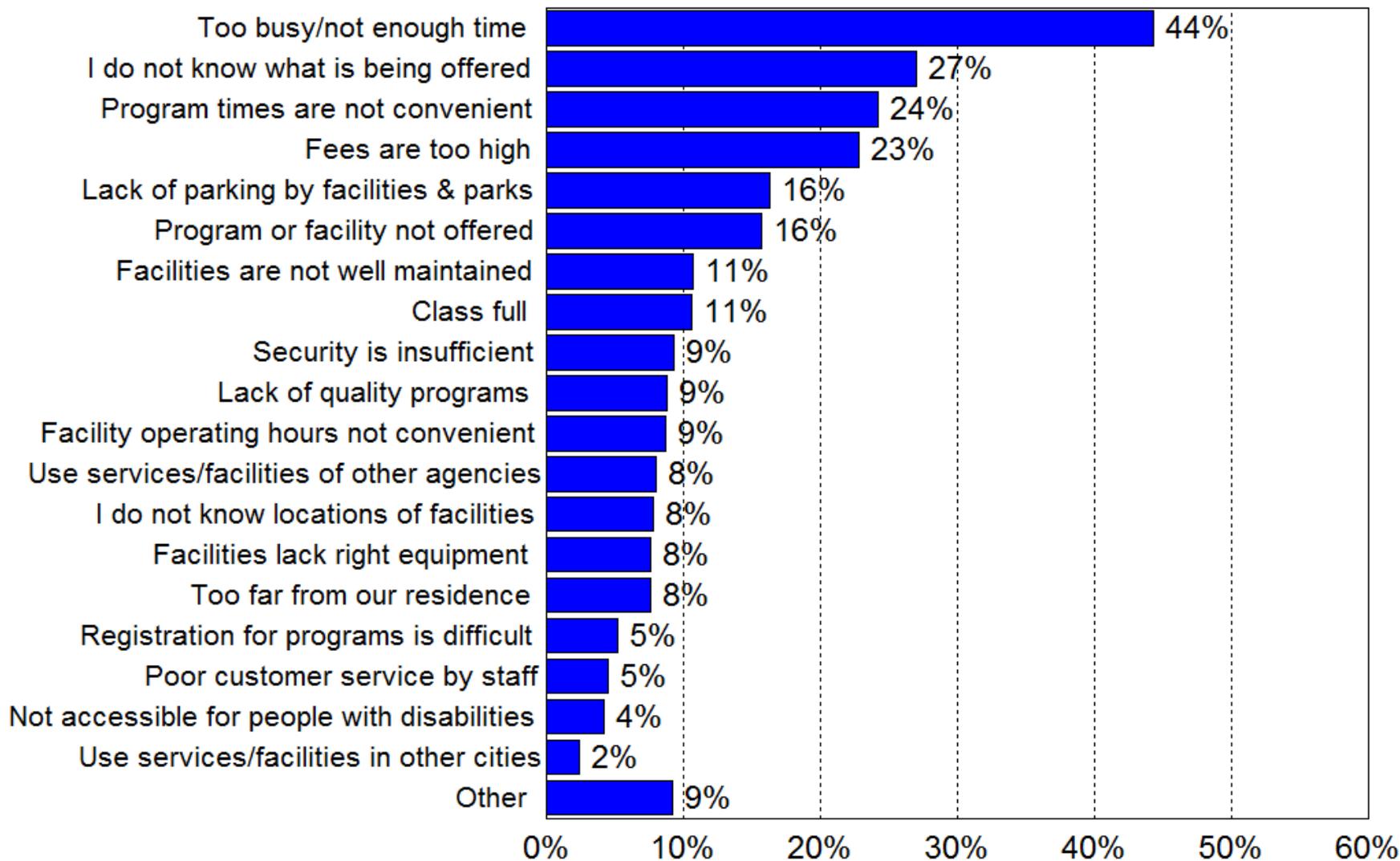


Topic #3

Barriers to Participation

Q13. Reasons Preventing Households from Using Parks, Recreation, and Sports Facilities or Programs of the City of Salina More Often

by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2017)

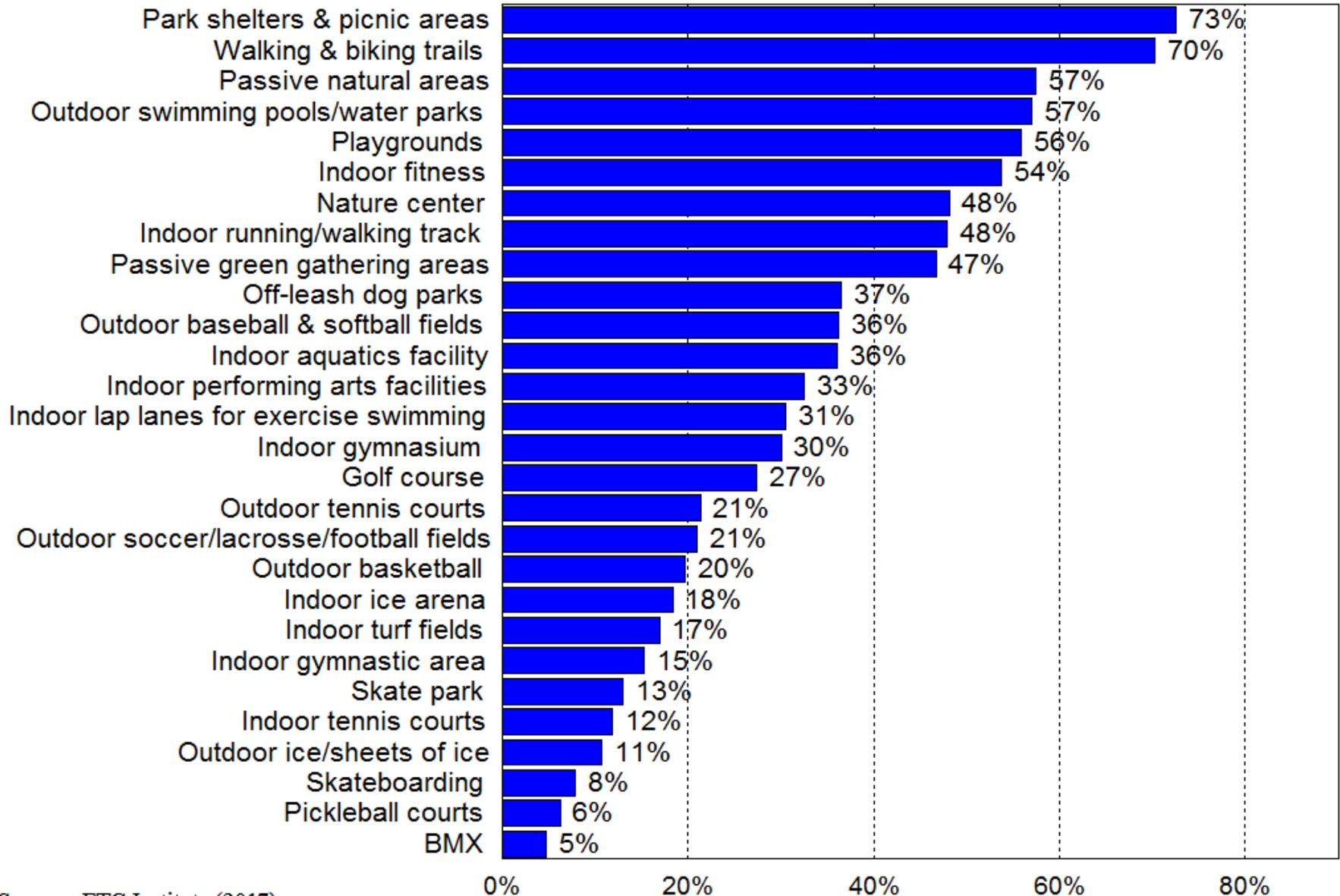


Topic #4

Unmet Needs and Priorities for FACILITIES

Q8. Facilities That Households Have a Need for

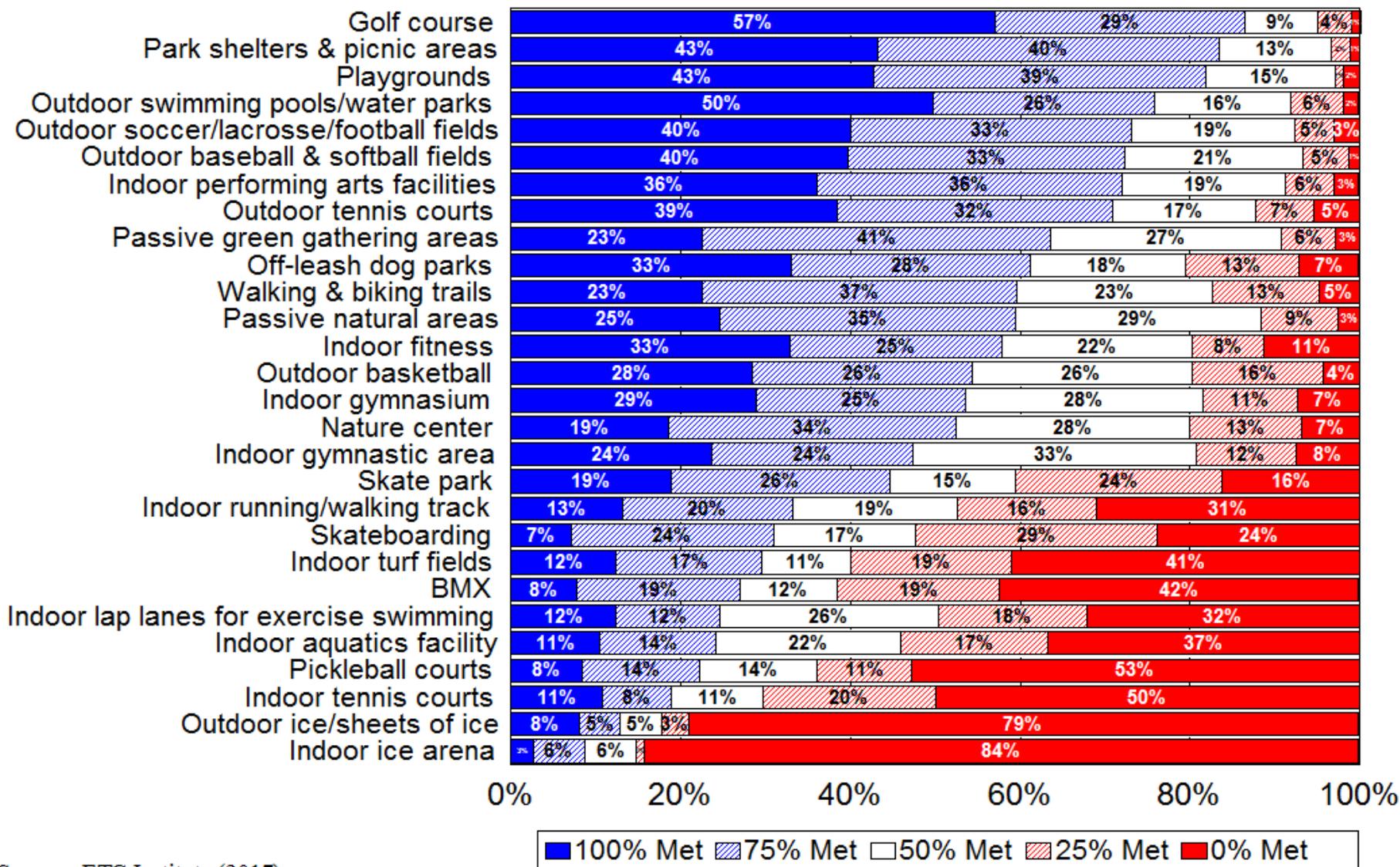
by percentage of respondents



Source: ETC Institute (2017)

Q8-2. How Well Facilities in the City of Salina Meet the Needs of Households

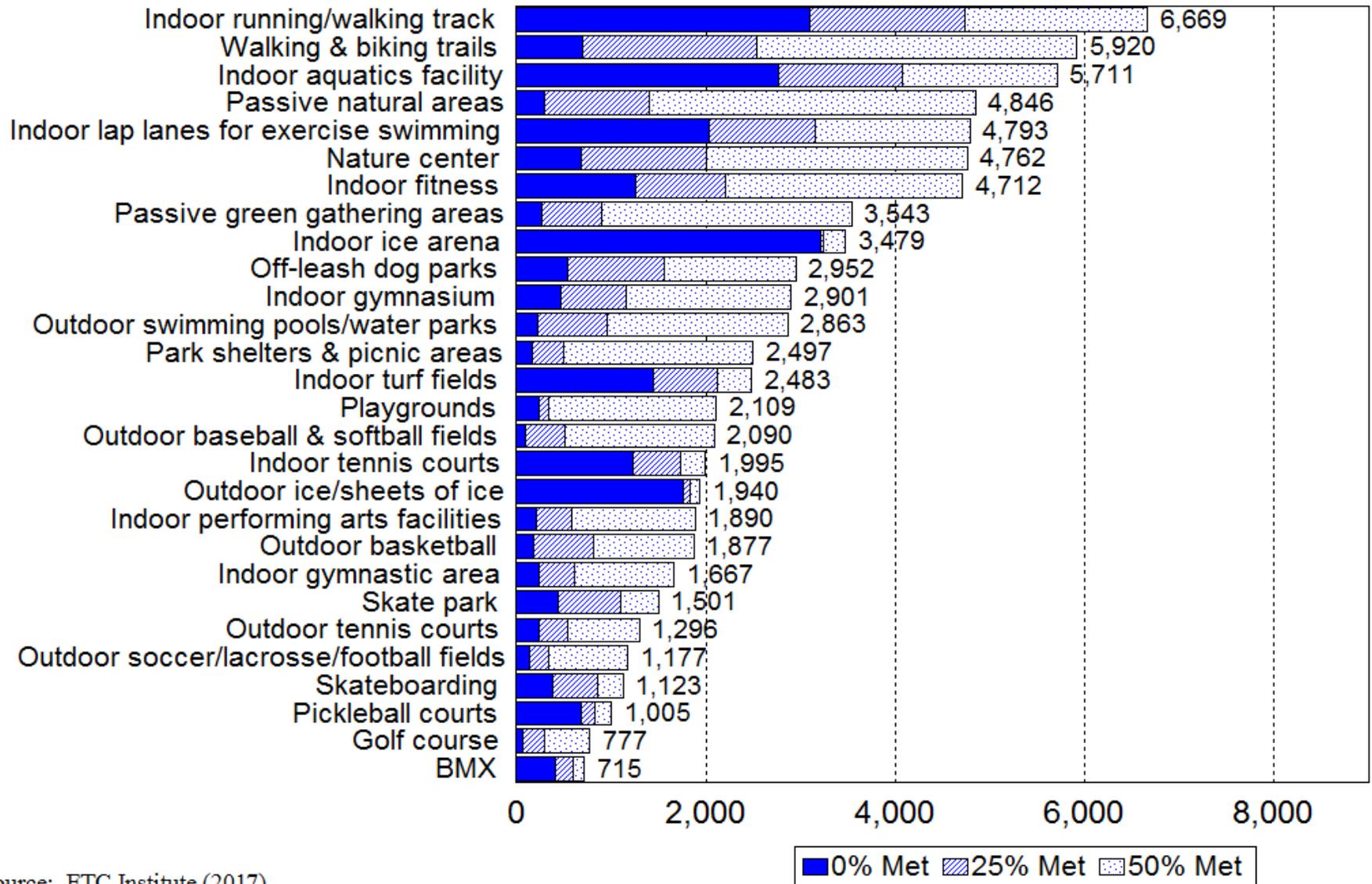
by percentage of households that have a need for facilities



Source: ETC Institute (2017)

Q8-3. Estimated Number of Households in the City of Salina Whose Needs for Facilities Are Being Met 50% or Less

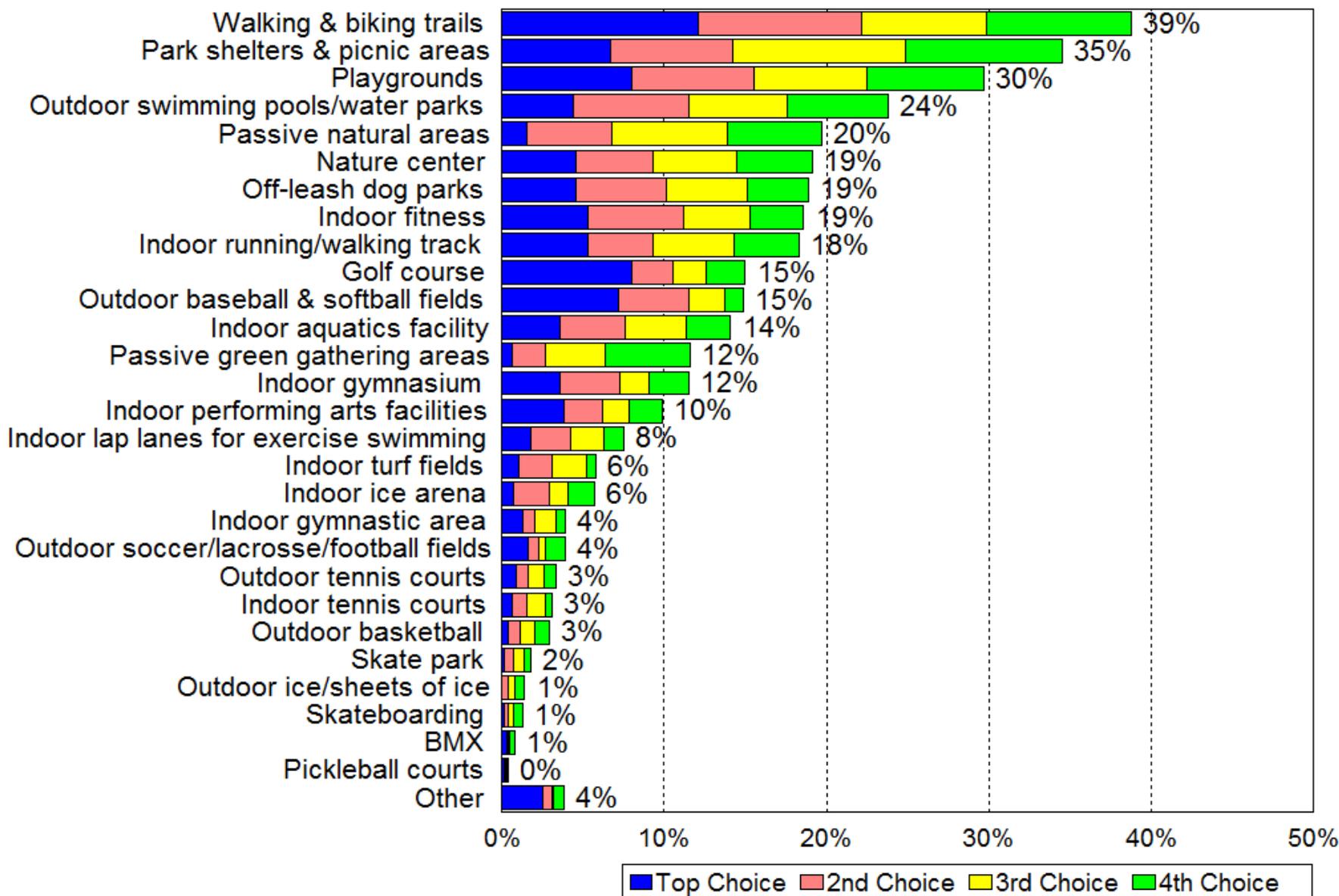
by number of households based on 20,844 households in the City of Salina



Source: ETC Institute (2017)

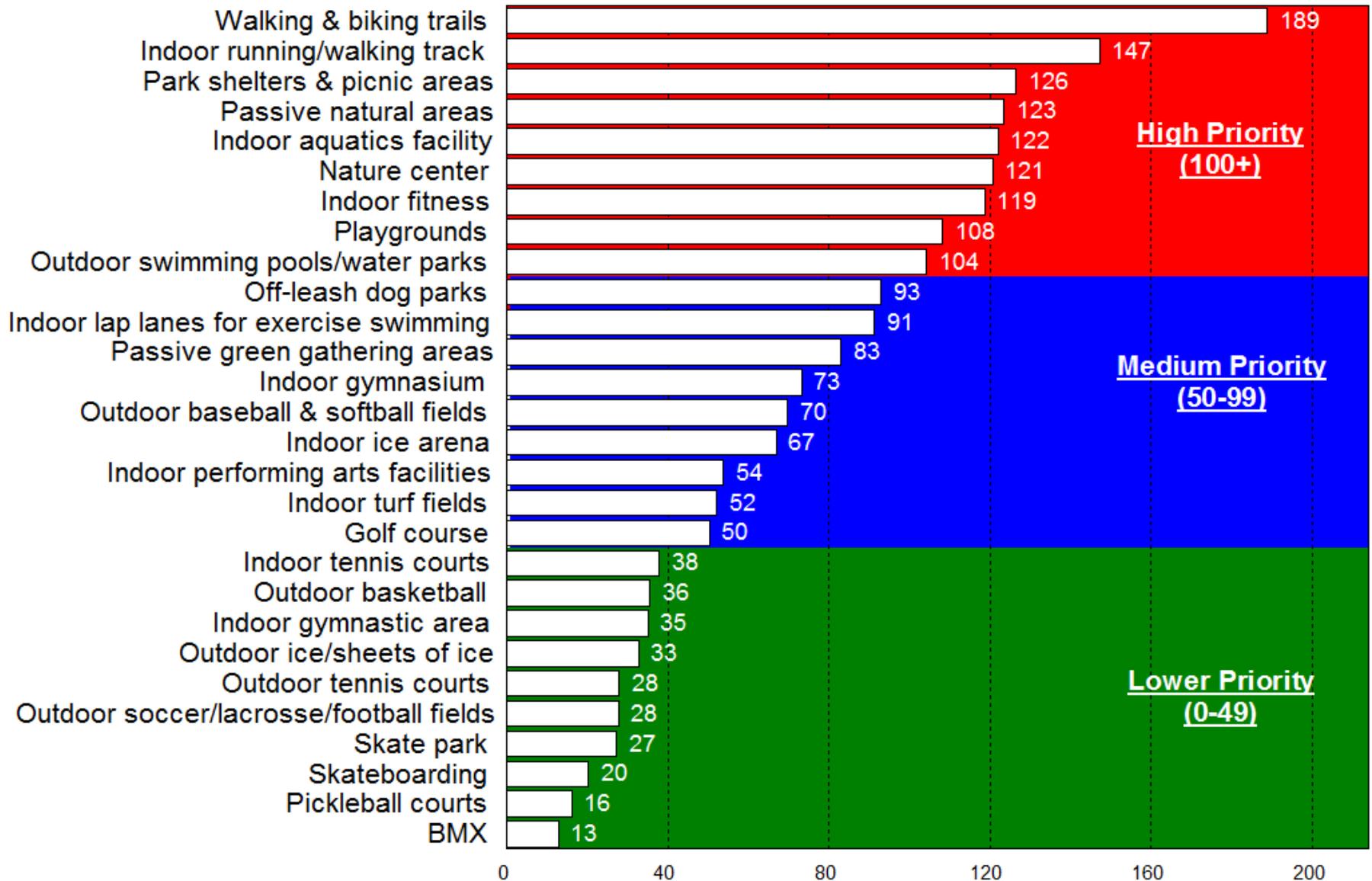
Q9. Facilities That Are Most Important to Household

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



Source: ETC Institute (2017)

Top Priorities for Investment for Facilities Based on the Priority Investment Rating



Source: ETC Institute (2016)

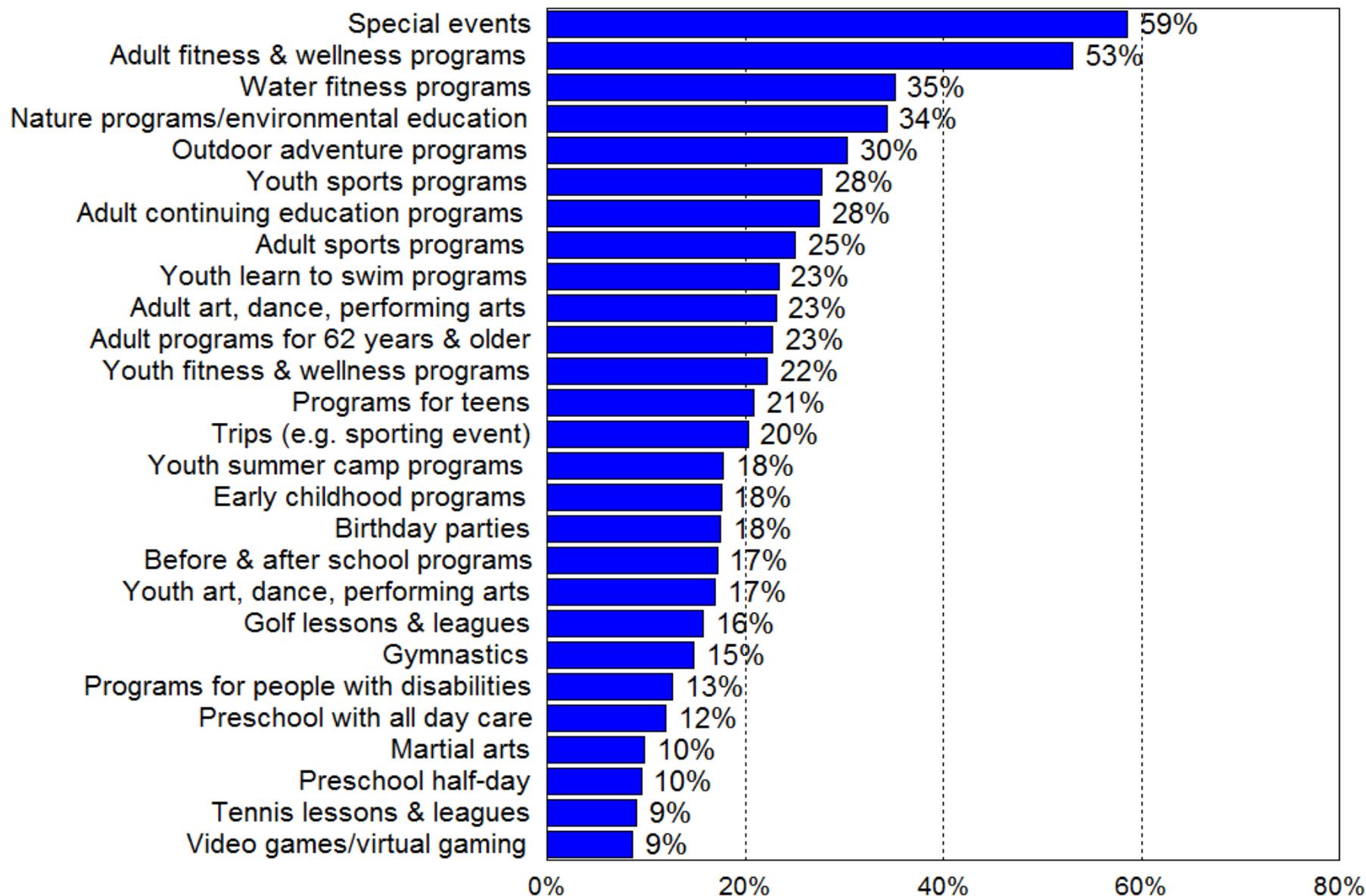


Topic #5

Unmet Needs and Priorities for PROGRAMS

Q15. Programs That Households Have a Need For

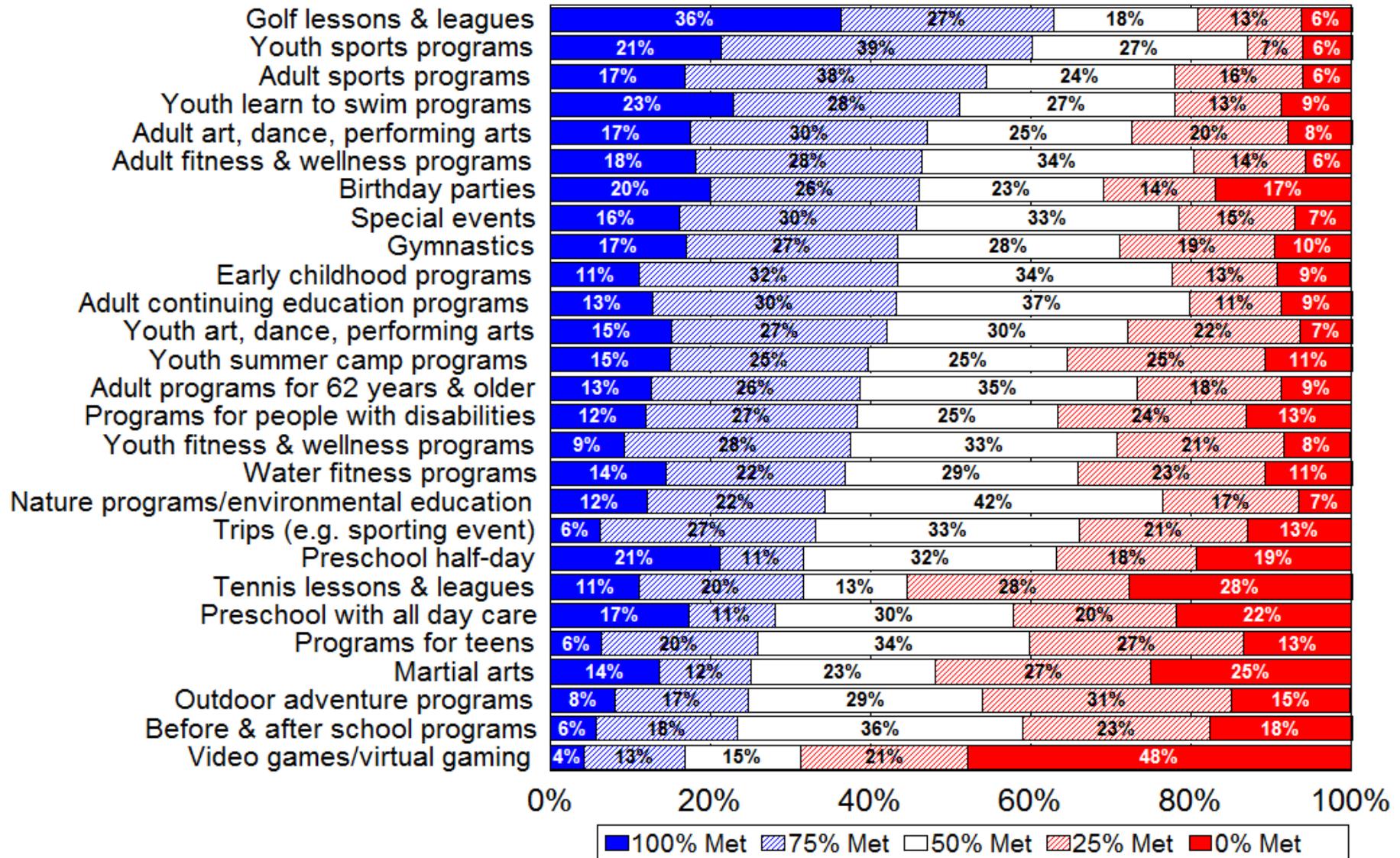
by percentage of respondents



Source: ETC Institute (2017)

Q15-2. How Well Programs in the City of Salina Meet the Needs of Households

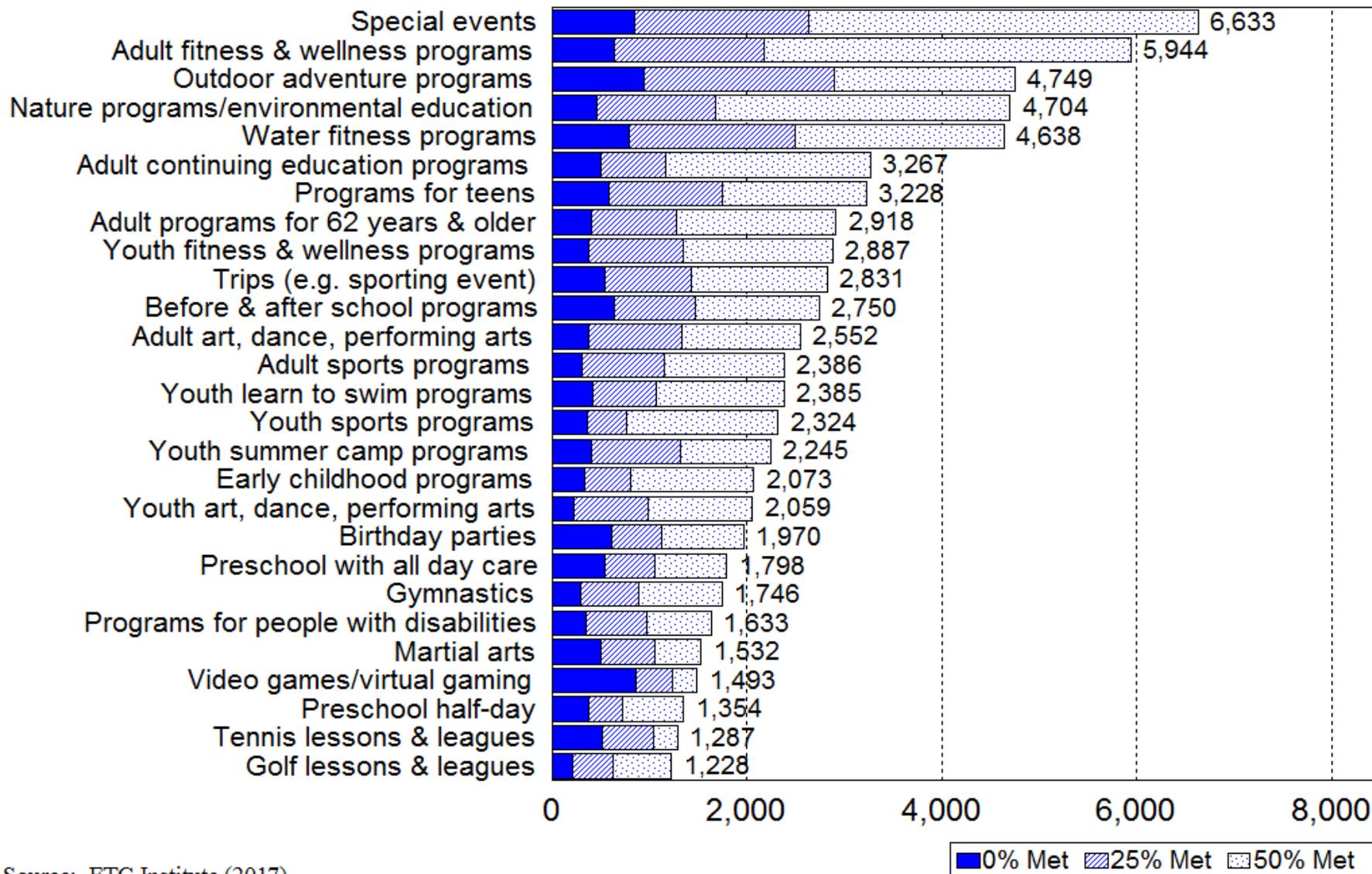
by percentage of households that have a need for programs



Source: ETC Institute (2017)

Q15-3. Estimated Number of Households in the City of Salina Whose Needs for Programs Are Being Met 50% or Less

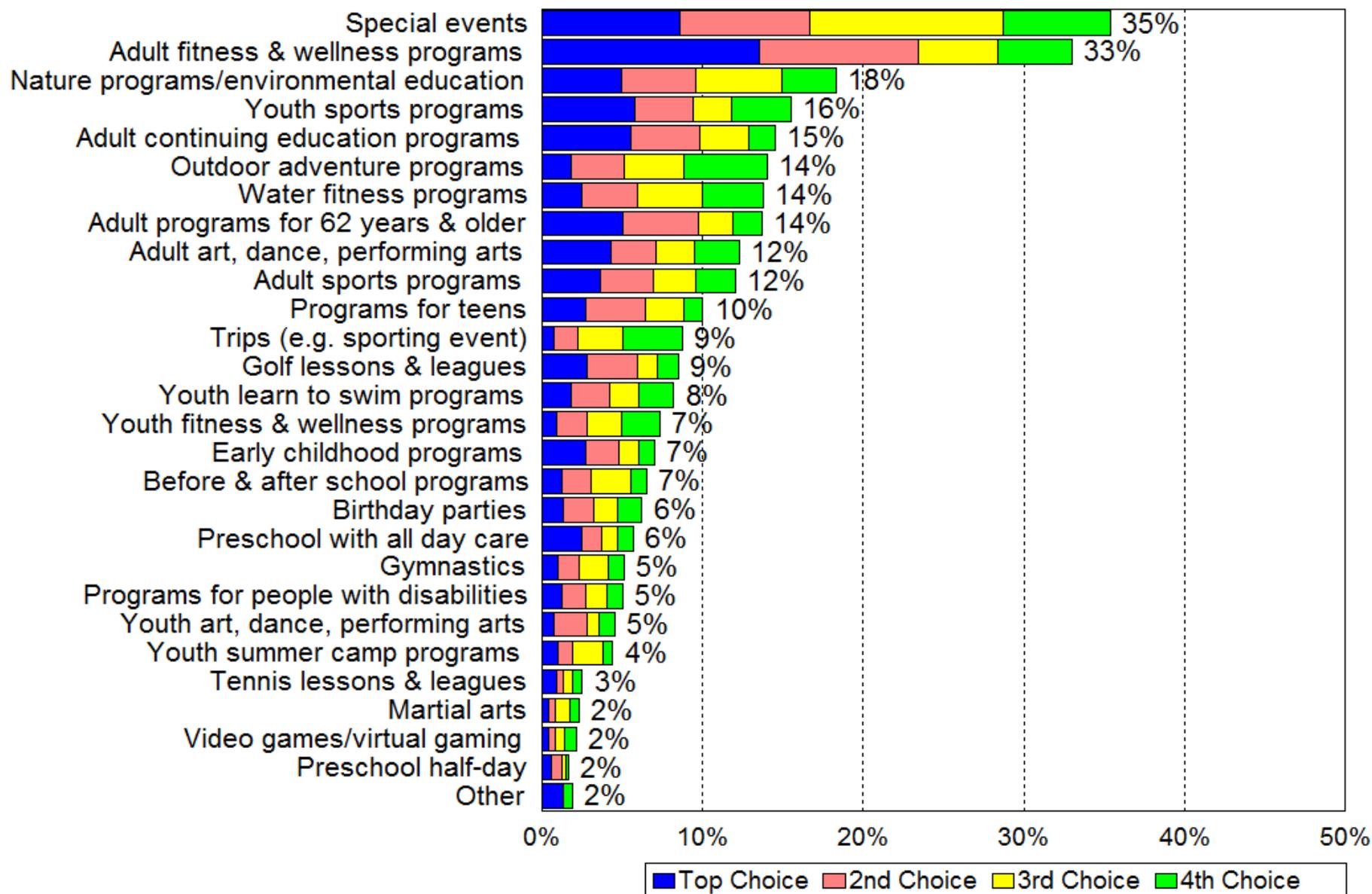
by number of households based on 20,844 households in the City of Salina



Source: ETC Institute (2017)

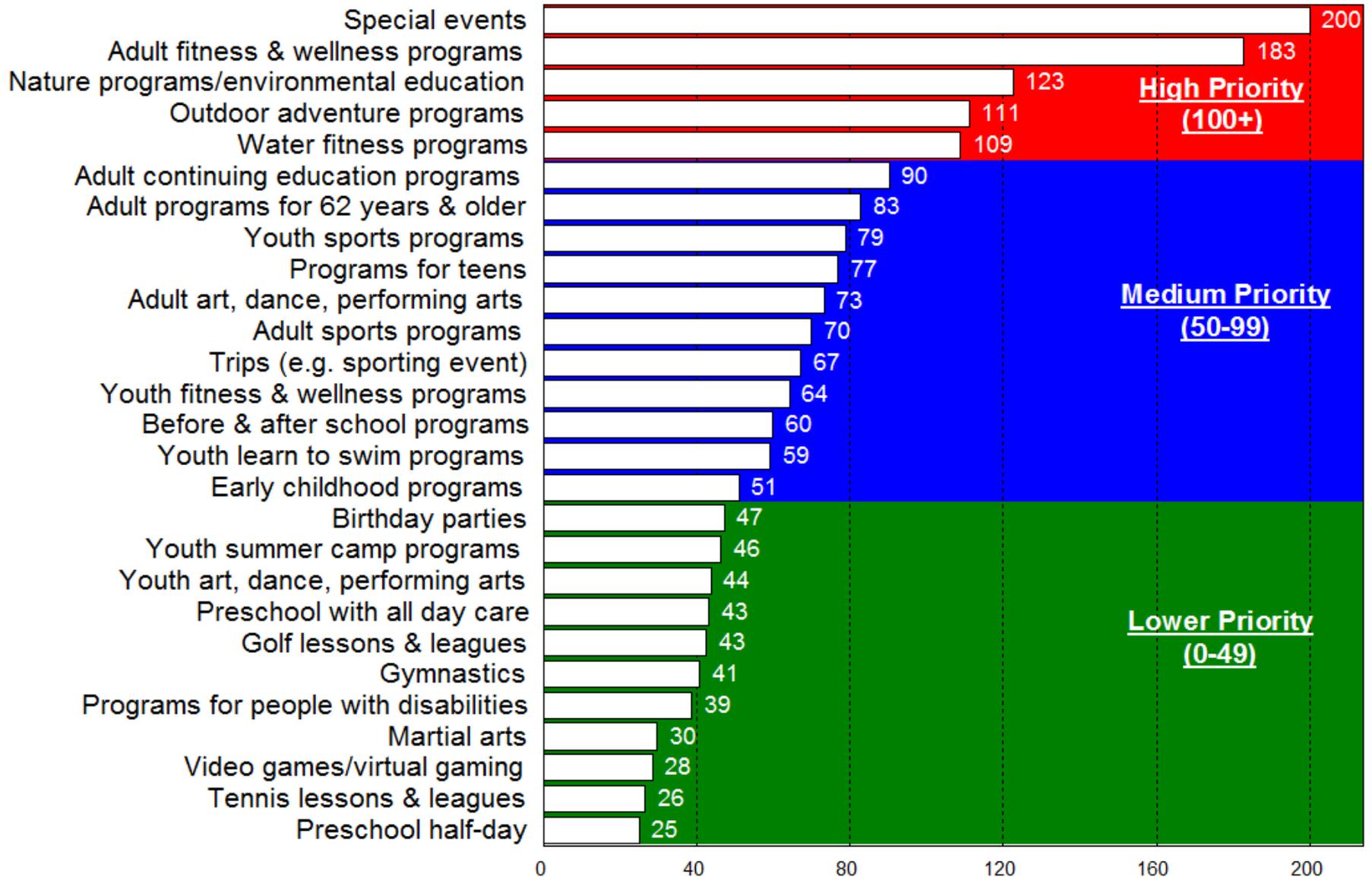
Q16. Programs That Are Most Important to Household

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



Source: ETC Institute (2017)

Top Priorities for Investment for Recreation Programs Based on the Priority Investment Rating



Source: ETC Institute (2016)

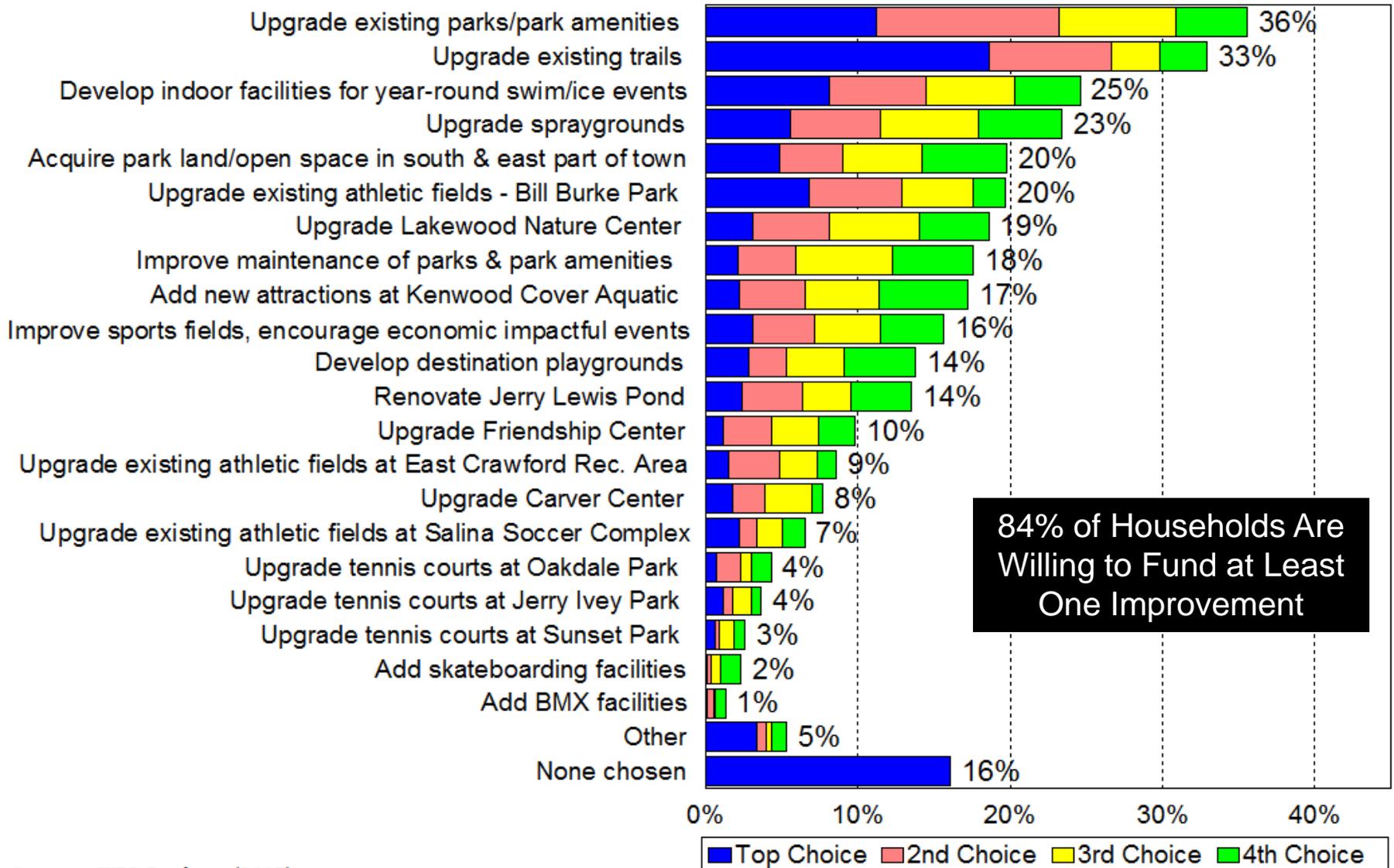


Topic #6

Funding Improvements to the Parks and Recreation System

Q20. Which four actions would you be most willing to fund with your tax dollars?

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



Source: ETC Institute (2017)

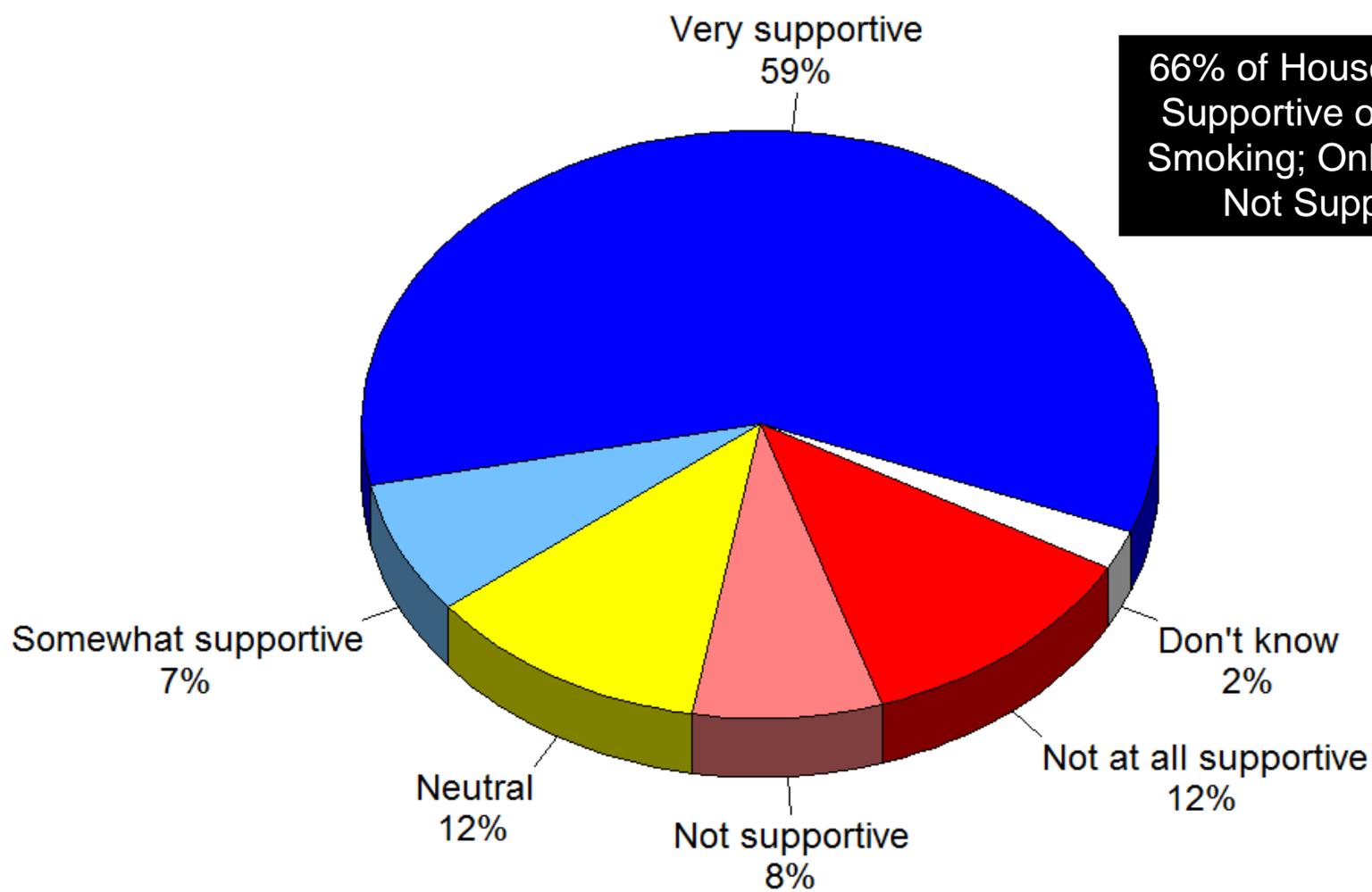


Topic #7

Other Findings

Q10. How supportive would you be of banning smoking at city parks?

by percentage of respondents

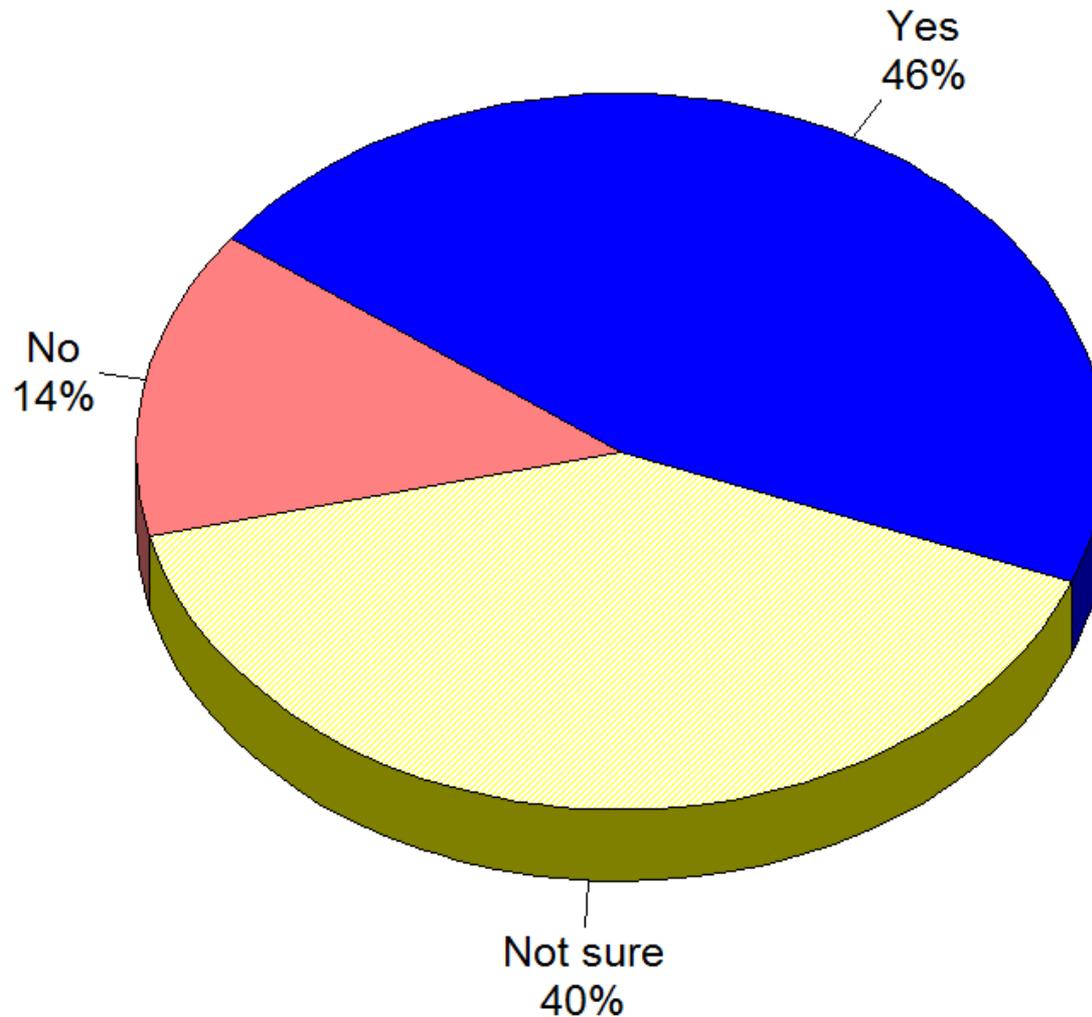


66% of Households Are Supportive of Banning Smoking; Only 20% Are Not Supportive

Source: ETC Institute (2017)

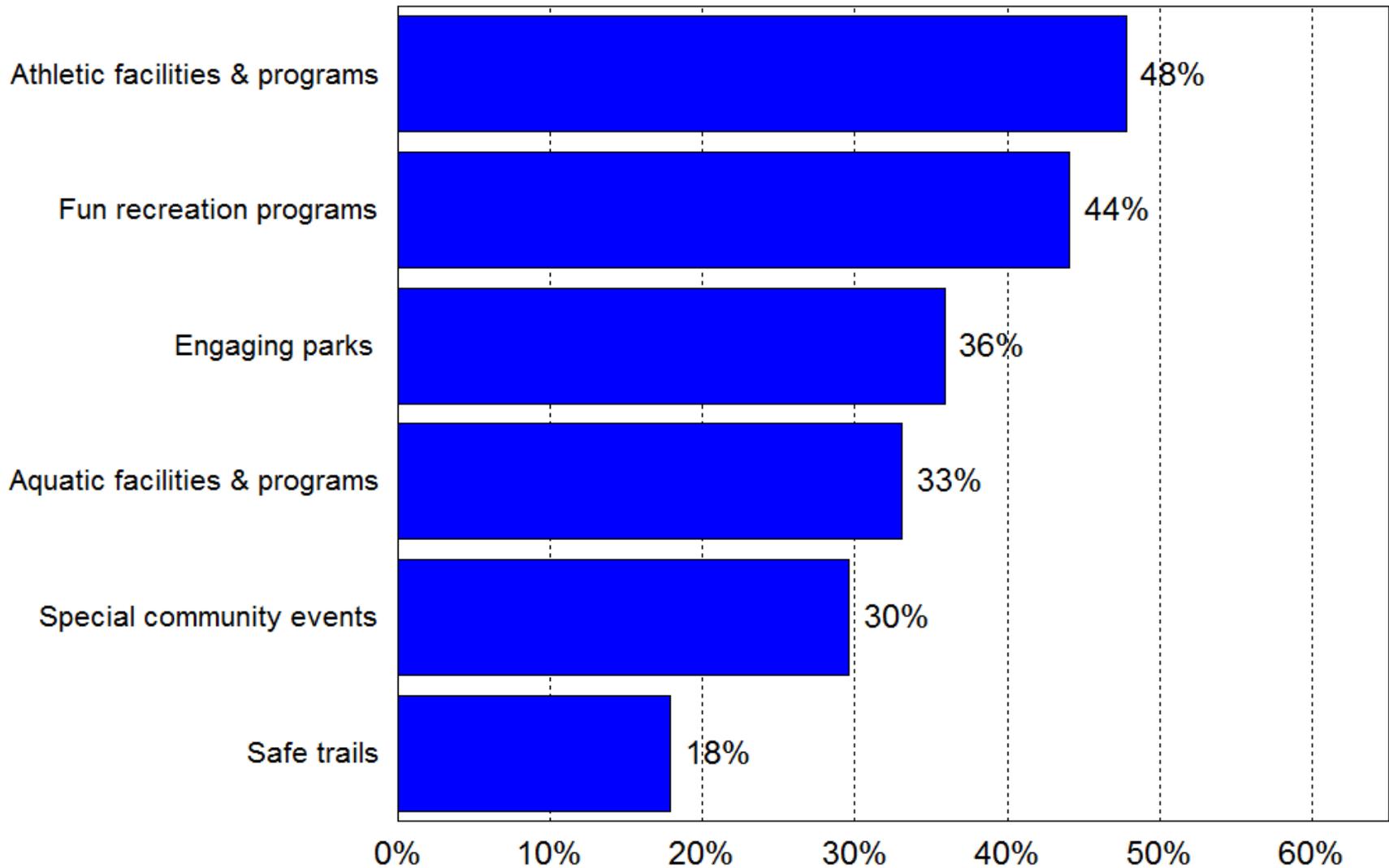
Q14. Do you feel that the City of Salina offers a good balance of indoor and outdoor recreation opportunities?

by percentage of respondents



Q22. Which of the following do you feel the Salina Parks and Recreation Department is best known for?

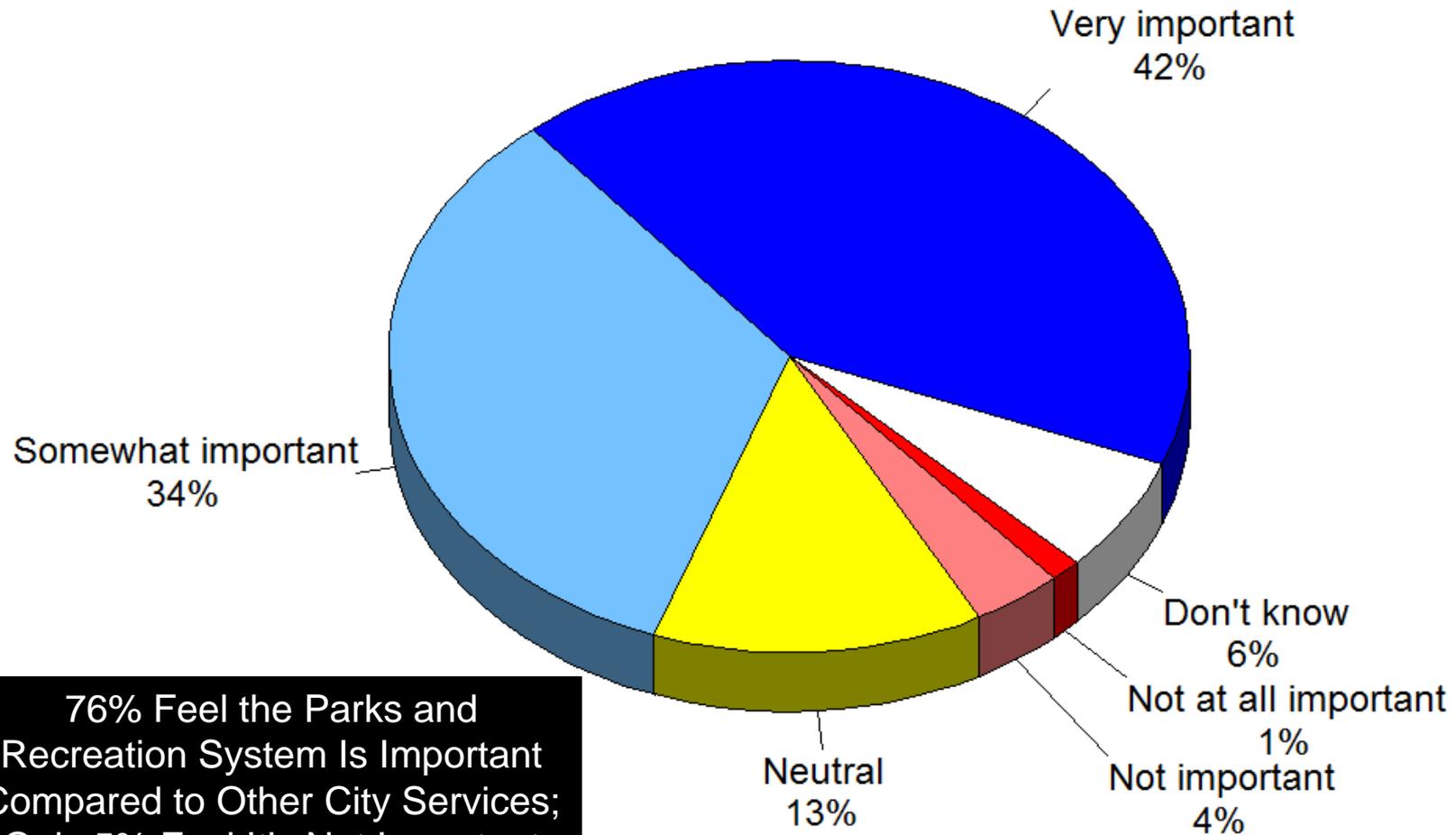
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2017)

Q23. How important do you think the Parks and Recreation system is compared to other city services (i.e. police, fire, public works, planning)?

by percentage of respondents



76% Feel the Parks and Recreation System Is Important Compared to Other City Services; Only 5% Feel It's Not Important

Summary

- Usage of City of Salina parks is very high
- There's strong support for acquiring/developing open space
- The 5 highest priorities for **facilities** include:
 - Walking and biking trails
 - Indoor running/walking track
 - Park shelters and picnic areas
 - Passive natural areas
 - Indoor aquatics facility
- The 5 highest priorities for **programs** include:
 - Special events
 - Adult fitness and wellness programs
 - Nature programs/environmental education
 - Outdoor adventure programs
 - Water fitness programs
- There's strong support for funding improvements to the parks and recreation system



Questions?

THANK YOU!