

CITY OF EULESS 2007 PARKS AND RECREATION ATTITUDE SURVEY SUMMARY REPORT

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METHODOLOGY

The techniques used in this survey adhere to statistical standards used in the survey industry. The points to keep in mind when evaluating this report are:

(1) The sample for the telephone survey was composed of 400 randomly selected households from the city of Euless. The sample was drawn using a geographical segmentation scheme that divided the study region into four major geographic areas, with each assigned a quota proportional to the number of households with available telephone numbers. A survey with a random sample size of 400 respondents is accurate to within 5% at the 95% confidence level. This means there is only one chance in twenty that the survey results may vary by as much as plus or minus 5% from the results that would be obtained by polling the entire population of the study area.

(2) All telephone interviews were conducted by professional interviewers under close professional supervision by Raymond Turco & Associates from our Grand Prairie, Texas telephone call center. Interviews were recorded under controlled situations to minimize measurement error. The length of interviews varied with the average survey lasting approximately 15 minutes.

(3) Only complete surveys were accepted as part of the sample for the telephone survey, and interviewers were required to confirm the respondent's name and telephone number.

(4) Questions were written to permit the respondent to answer "no opinion." This was done so as to avoid the artificial creation of attitudes on issues where the interviewee may not have had an opinion.

(5) Telephone interviewing began on December 23, 2006. The 400 interviews were completed by January 8. The survey was in the field for 17 days, a time period short enough to make this an accurate reading during the time period the study was being implemented.

(6) Completed questionnaires were checked for compliance with interviewing and sampling specifications. All editing and validation of interviews, coding of open-ended responses, data processing and computer analysis were processed by Raymond Turco & Associates of Arlington, Texas. The survey analysis was prepared by Ray Turco, President.



SURVEY ACCURACY

Contrary to what may appear to be common sense, the accuracy of a telephone survey is not greatly influenced by the proportion of the total population that is interviewed. Instead, within a controlled environment, survey accuracy is directly related to the number of individuals interviewed. That is, a survey of 500 people out of a total population of 1,000 will yield results that are as accurate as a survey of 500 taken from a total population of 10,000.

For all practical purposes, the accuracy of "large" surveys (those involving more than 100 interviews) is approximately one divided by the square root of the number of interviews. For example, the error percentage or survey accuracy for a survey of 100 people is approximately plus or minus 10 percent (1 divided by 10). A survey of 625 people will have an error level of approximately 4 percent (1 divided by 25).

However, these error rates or accuracy levels must be applied and interpreted with three important caveats in mind. First, these are the 95 percent confidence limits. This means that given a sample of 625 people, 95 times out of 100 the "true" result will lie within plus or minus 4% of the observed answer.

Secondly, this error percentage applies solely to binary (yes/no, agree/disagree) questions. For example, if 55 percent of a sample of 625 voters said they would vote for candidate A, then you can be 95% sure that candidate A's "true" support lies between 51 and 59%.

Finally, the error percentage calculated as 1 divided by the square root of the number of responses is the "worst case" error. That is, it is based on the initial assumption that the percentage that is being estimated via the survey is 50 percent. If, from some other source, it is known or assumed that the "true" percentage differs from 50 percent, the actual survey error is less than that based on a 50% "true" percentage value.

Considering this information, a survey with a random sample size of 500 respondents is accurate to within approximately 3% - 5% at the 95% confidence interval. This means there is only one chance in twenty that the survey results may vary by as much as plus or minus 3% - 5% from the results that would be obtained by polling the entire population of the full study area.

As previously discussed, the statistical error decreases as the proportion answering the question in a given way moves away from 50% and as the number of persons responding to a given question increases. The sampling error



confidence interval for various proportions responding in a given way and for various numbers in the full sample responding are given in the following table:

TABLE #1: SAMPLING ERROR AT 95% CONFIDENCE LEVEL

PERCENTAGE GIVING ANSWER	NUMBER RESPONDING TO QUESTION				
	50	100	250	500	600
50%	14.1%	10.0%	6.3%	4.5%	4.1%
40% or 60%	13.9%	9.8%	6.2%	4.4%	4.0%
30% or 70%	13.0%	9.2%	5.8%	4.1%	3.7%
20% or 80%	10%	8%	5%	4%	3%
10% or 90%	9%	6%	4%	3%	2%

In actual practice, survey results are frequently somewhat better than is indicated by the 95% confidence level sampling error estimate.

2007 RESPONDENT PROFILE

RESPONDENT GROUP	SUBGROUP	SURVEY SAMPLE	(N=)
FULL SAMPLE		100%	400
AREA	Area I (North of Ash Lane; west of SH 360)	35%	138
	Area II (South of Ash Lane; north of SH 183; west of SH 360)	29%	114
	Area III (South of SH 183; east of FM 157; west of American Way)	19%	76
	Area IV (South of SH 183; west of FM 157)	18%	72
SEX	Male	51%	205
	Female	49%	195
AGE	25 or Younger	1%	4
	25 - 34 Years	12%	47
	35 - 44 Years	23%	93
	45 - 54 Years	24%	96
	55 - 64 Years	21%	85
	65 years or older	18%	73
LENGTH OF RESIDENCE	Less than 1 Year	4%	16
	1 - 3 Years	18%	71
	4 - 7 Years	18%	72
	8 - 10 Years	13%	51
	11 - 20 Years	17%	69
	Over 20 Years	30%	121
AGE OF RESPONDENT'S CHILDREN UNDER 18 LIVING AT HOME (MULTIPLE RESPONSES ALLOWED)	No Children	64%	254
	Under Age 6	15%	59
	Ages 6 - 12	19%	76
	Ages 13 - 18	14%	57

CONTACT PROFILE

The sample contact universe was composed of households in the city of Euless with an available telephone number. The list was purchased from Experian, a nationally recognized list management firm. The list was then divided into four sectors, in order to develop statistically valid sampling areas. The following table summarizes the effectiveness of telephone contact.

TYPE OF CONTACT	%	(N=)
TOTAL POSSIBLE CONTACTS	100%	8,581
TOTAL CONTACTS MADE		14,417
COMPLETED	3%	400
ANSWERING MACHINE	42%	6,070
REFUSE TO ANSWER	7%	1,028
NO ANSWER	24%	3,468
WRONG NUMBER (13% of possible contacts)		1,149
CALL BACK	15%	2,166
LANGUAGE BARRIER	1%	94
DISCONTINUED INTERVIEW	0%	43

AREA DESIGNATION MAP CITY OF EULESS

AREA		DESCRIPTION
I	-	Area I (North of Ash Lane; west of SH 360)
II	-	Area II (South of Ash Lane; north of SH 183; west of SH 360)
III	-	Area III (South of SH 183; east of FM 157; west of American Way)
IV	-	Area IV (South of SH 183; west of FM 157)

OVERVIEW

The City of Euless retained the firm of Lindley & Associates to assist the Parks and Recreation Department in updating the city parks and recreation master plan. One of the objectives of the development plan is to allow for maximum citizen input in development of the update. As a component of the citizen involvement strategies, the public opinion research firm Raymond Turco & Associates was retained to conduct a scientifically valid sampling of residents in the community to generate an analysis of their attitudes and how they relate to recreation in the city. The survey was designed to examine residents' participation in recreational activities, as well as to assess recreational needs in the community, especially as they relate to the master plan. The information gathered in this report will allow elected officials and city staff to better understand the recreational needs and desires of the citizenry.

The survey investigated the following areas of interest:

1. Utilization and General Opinions

- Overall level of satisfaction with quality of parks and recreation in Euless
- Quality of parks and recreation improvement ratings
- Level of satisfaction or dissatisfaction with services provided by Euless for specific age groupings
- Frequency of attending or participation in city recreation facilities and activities
- Quality rating of various characteristics (number, location, quality, and maintenance) of parks and recreation facilities and programs
- Grading of services provided versus fees paid
- Level of agreement or disagreement with recreation-related statements
- Frequency of visiting the parks and recreation department web page on the city's web site

2. Assessing Future Needs

- Recreational facility lacking in respondent part of city
- Importance of constructing new or additional park and recreational amenities
- Prioritization of most important recreational facility to construct



- ☑ Level of agreement or disagreement with statements regarding city beautification efforts
- ☑ Level of agreement or disagreement with trail-related statements
- ☑ Preferred connection points should additional hike and bike trails be developed in Euless
- ☑ Level of support for or opposition to general parks and recreation projects being funded by the city in the next five to ten years
- ☑ Level of support for or opposition to certain aquatic facility options
- ☑ Preferred aquatic option should city decide to construct additional aquatics in the city

The following is a summary of the key findings concerning these areas.

KEY FINDINGS

Over an 17-day period in December of 2006 and January of 2007, Raymond Turco & Associates conducted the city's 2007 Recreation Needs and Attitude Survey. This public opinion poll captured attitudes on parks and recreational issues in the community from respondents randomly selected from phone-matched households. The full sample of 400 respondents was interviewed with a comprehensive questionnaire (see Appendix) that collected attitudinal data on a variety of recreational issues including quality ratings of facilities, need for construction of additional amenities and satisfaction with recreational characteristics. The resulting tabulations were analyzed to assist city staff, and elected and appointed officials in understanding public sentiment concerning these subjects. Additionally, these findings will be used in the development of the city's comprehensive parks and recreation master plan update.

The telephone survey included the responses of 400 individuals. Below is our analysis of the project:

Parks And Recreation: Utilization and Opinions

- ◆ Better than nine of ten residents sampled (94%) are satisfied (56%) or very satisfied (38%) with the quality of parks and recreation in Eules. Comparatively, just five percent are dissatisfied (4%) or very dissatisfied (1%), with the remaining 2% choosing the no opinion response. The ratio of satisfied to dissatisfied respondents was better than 18 positive opinions to one critical comment (18.8:1). Additionally, the ratio of very satisfied to very dissatisfied responses was even higher than the general consensus (38%-1%, 38.0:1), indicating the level of pride residents hold relative to parks and recreation. When comparing the satisfaction to dissatisfaction rates, we note the ratios to be highest in Area IV (93-6%, 15.5:1) and lowest in Area I (88-9%, 9.8:1), and between those 13.0:1 (91-7%) in Area II and 11.0:1 (88-8%) in Area III. Length of residence appeared to slightly influence one's positive opinions, as the longer the tenure, the higher the overall satisfaction rate (91% of 0-7, to 95% of 8-20, to 96% of over 20 years). Tenure also showed newer city inhabitants to be least proud of the quality (34%-42%-40%), although not significantly so. Parents were less enthusiastic about parks and recreational quality (39% of 0-6, to 32% of both 6-12 and 13-18) than people without children, or whose children were over the age of 18, described in this report as "nonparents" (41%). The ratio among

nonparents was 47.5:1 (95%-2%) compared with a low of 6.6:1 with parents of pre-teen children. (See Figure 1, page 26.)

- ◆ Approximately two of every three residents sampled (63%) felt that in the past three years, the quality of parks and recreation in the city had improved. Those who felt the quality had stayed the same totaled 31%, with the remaining 6% either believing that quality had declined (2%) or having no opinion on the matter (4%). Note that the ratio of improved to declined ratings (63%-2%) was better than 30 to one, a ratio higher than general satisfaction. Improved ratings stood out in Area I (71%), being between 10% and 16% higher than anywhere else in the city (71%-60%-55%-61%). The higher positive rating led Area I to have the lowest stayed about the same mark (22%-35%-38%-35%), with Area III being the highest status quo subsector. People who utilized facilities or programs appeared to recognize the improvements and take more notice than nonutilizers, with this pattern most noticeable when comparing visitors and nonvisitors to city parks (66%-45%). The longer a person had lived in Eules (53%-66%-73%), the more likely he or she was to rate quality improved. In addition, nonparents more frequently rated quality improved (64%) than parents (59%-57%-61%). (See Figure 2, page 29.)
- ◆ Children, specifically those in the 6-12 (61%-4%, 15.3:1) and under 6 (63%-5%, 12.6:1) age groups attained the highest ratios of satisfaction to dissatisfaction relative as to the recreational services provided by the city of Eules. Citizens were also very complimentary regarding recreational services provided adults, ages 19-45 (75%-8%, 9.4:1), 46-65 (69%-7%, 9.9:1), and over the age of 65 (56%-6%, 9.3:1). The lowest ratio, albeit 6.1:1, was reported for services provided children, ages 13-18 (55%-9%). Respondents were most unaware when it came to commenting upon recreational services provided adults over the age of 65 (39% no opinion) and teenagers (38%). In terms of intense satisfaction, survey participants were most pleased with the services provided adults in the 19-45 and 46-65 (both 17%) age groups, as well as young children under 6 (16%). There were pockets of satisfaction throughout the city in which satisfaction reached the 70 percentile, those relative to services provided adults, ages 19-45 (77%-78%-71%-69%) and 46-65 (74%-63%-67%-67%). In addition, 60% were complimentary of what Eules provided for young children under 6 (62%-62%-63%-68%) and with the exception of individuals in Area I, for children, ages 6-12 (56%-60%-67%-66%). Services for adults over the age of 65 also generated majority positive grades throughout the city (52%-57%-58%-56%). The remaining age group, teenagers, scored plurality but not majority satisfaction in Area III, compared to plus-50% marks elsewhere (58%-51%-48%-60%). Several of the age groups generated different levels of satisfaction throughout the city. Among those were



services provided children, ages 6-12 (67% in Area III, to 56% in Area I) and 13-18 (60% in Area IV, to 48% in Area III), as well as adults ages 46-65 (74% in Area I, to 63% in Area II). When the four parent and nonparent subsets are compared, residents without children were most positive with services provided adults ages 46-65 (76%, to 44%-57%-68%) and over age 65 (62%, to 39%-47%-47%). They were less complimentary, in part because of high no opinion responses, on that provided the youth age groups of young children (56%, to 79%-85%-74%) and pre-teens (58%, to 59%-80%-68%). The subset least positive about the services provided teenagers were in fact parents of young children (54%, to 46%-50%-74%). (See Tables #2 - #4, pages 31 - 33.)

- ◆ Visiting or using a municipal park or park facility (86%), visiting a city playground (65%), utilizing a hike and bike trail (61%), and visiting a city park pavilion (54%) were the most popular recreational facilities or activities utilized by area residents in the past 12 months. Other activities drew participation rates from approximately one in three or fewer, among those were visiting or using a municipal athletic field (37%) or visiting a city pool (31%). One in four acknowledged participating in any class or program offered by the Euless Parks and Recreation Department. The remaining four facilities or activities were mentioned as being utilized by fewer than one in five: a municipal facility for a meeting (17%); participating in an adult athletic league and visiting or using a municipal tennis court (both 14%), and participating in an adult athletic league (7%), the least mentioned item among the 11 tested. Majorities of residents in all four subsectors acknowledged visiting or using a municipal park or park facility (83%-95%-92%-93%), utilizing a municipal hike and bike trail (77%-50%-55%-51%), and visiting a city playground (65%-56%-76%-65%). Utilization of a city park pavilion reached the 60 percentile in Areas I and III (64%-44%-63%-40%) but not elsewhere. Utilization of several facilities appeared to be impacted by geography, as participation rates were much higher in one part of the city than in the other subsectors. For example, utilization of a hike and bike trail was much more likely to have occurred in Area I (77%) than anywhere else (50%-55%-51%). And it has already been shown how much more popular a city park pavilion was in Areas I and III (64% and 63%) than in Areas II and IV (40% and 44%). Other variances were evident in terms of utilizing a municipal athletic field (40% in Area II, to 29% in Area III), a municipal tennis court (19% in Area I, to 7% in Area IV), a city playground (76% in Area III, to 56% in Area II), and a city pool (42% in Area III, to 25% in Area II). Note that visiting a city pool was much more popular in the southern part of the city rather than the north. There were several enormous differences in recreation participation based on respondents' parental status. For example, only 20% of households with no children visited a city pool during the past year, compared with



47%-62%-47% of the parent subgroups. Other disparities included visiting a city playground (52%, to 93%-87%-84%), participating in youth athletic leagues (5%, to 20%-38%-30%), and a municipal athletic field (31%, to 49%-45%-53%). (See Tables #5 - #7, pages 35 - 37.)

- ◆ The overall quality of parks (90%-9%, 10.0:1), the maintenance of city athletic fields (77%-9%, 8.5:1), maintenance of city parks (86%-12%, 7.2:1), quality of city athletic fields (77%-11%, 7.0:1), and number of parks in the city (87%-13%, 6.7:1) attained the highest ratios of positive (excellent/good) to negative (fair/poor) comments from residents when asked to evaluate a comprehensive list of Eulesless recreational characteristics. Of the 27 items tested, residents were also extremely positive about the overall safety of parks (85%-13%, 6.5:1), overall quality of playgrounds in the city (77%-12%, 6.4:1), having parks conveniently located for people in all areas (83%-14%, 5.9:1), overall quality of the recreation center (73%-13%, 5.6:1), and variety of classes and programs offered by the parks and recreation department (73%-14%, 5.2:1). Only one characteristic, the amount of public art in parks (37%-43%, 0.9:1) was rated more negatively than positively, although some were called into question because of similar positive to negative comments. Among those were the number of pools in the city (44%-43%, 1.0:1), the number of city tennis courts (34%-28%, 1.2:1), and having pools conveniently located for people in all areas (46%-40%, 1.2:1). Note that out of the top ten characteristics, five addressed parks (quality, maintenance, number, safety, convenient location); two, athletic fields (maintenance and quality); and one each, playgrounds, quality of recreation center, and variety of classes and programs offered by the parks and recreation department. Conversely, of the bottom ten characteristics, three concerned pools (number, convenient location, and quality), two focused on trails (amount and convenient location), tennis courts (number and quality), or parks (public art and variety of recreational facilities), and one for the amount of accessible natural areas. In addition, note that most of the top rated characteristics focused on quality and maintenance, while five of the lower rated characteristics focused on either amount or location, although the quality of city pools and tennis courts were also called into question. Residents were most proud in their evaluations of parks in the city, specifically the number (36%), quality (33%), convenient location (31%), maintenance (30%), and safety (27%), as well as the variety of classes and programs (23%), quality of hike and bike trails (20%), and the quality of the recreation center (19%). Poor ratings were higher than excellent for amount of public art in parks (19%-5%), number (13%-5%) and convenient location (12%-5%) of city pools, and the number of city tennis courts (6%-4%). Only two items, the overall quality (93%-86%-94%-82%) and maintenance (88%-84%-87%-87%) of city parks were assessed positively by four of every five residents in all four quadrants. Two additional items were



rated positively by at least 80% in three of four subsectors: the number of city parks (91%-88%-86%-76%) and their overall safety (91%-82%-80%-78%). Other 80% or better ratings were assigned by people in Area I for the quality of hike and bike trails, Areas I and II relative to having parks conveniently located (89% and 88%), and in Areas III and IV for the overall quality (84% and 81%) and maintenance (84% and 80%) of city athletic fields. Athletic fields were held in higher regard in the southern portion of the city, Areas III and IV, then elsewhere. This was true relative to their number (71% and 72%, to 65% and 62%), quality (84% and 81%, to 75% and 71%), and maintenance (84% and 80%, to 73% and 77%). There were also ten point variances in terms of negative ratings relative to the number (27% in Area II, to 16% in Area IV) and quality (17% in Area II, to 7% in Area IV) of athletic fields. And pools were graded more positively in Area III, including number (52%, to 39% in Area I), location (56%, to 39% in Area IV), quality (66%, to 40% in Area I), safety (73%, to 49% in Area I), and maintenance (73%, to 49% in Area I). Part of the reason for the disparity in percentages were higher no opinion ratings, especially in Area I. Eleven other characteristics showed varying degrees of quality ratings, among those the overall quality of the senior center (49% in Area III, to 27% in Area I), amount of hike and bike trails (77% in Area I, to 53% in Area III), having hike and bike trails conveniently located (69% in Area I, to 37% in Area IV), quality of hike and bike trails (83% in Area I, to 60% in Area IV), and amount of accessible natural areas (66% in Area II, to 48% in Area IV). Also note that more critical comments on these characteristics came from survey participants in Area IV. Eighty percent of the three parental subsets were positive about the number (84%-81%-81%), convenient location (86%-82%-84%), quality (92%-82%-89%), and safety (83%-80%-84%) of city parks. And with the exception of parents of pre-teens, respondents with children were at least 80% positive about the maintenance of city parks (87%-79%-81%) and athletic fields (81%-76%-81%), and the quality of playgrounds (84%-79%-80%). Parents of pre-teens and teenagers were 80% complimentary of the overall quality of athletic fields (79%-82%-88%), while those with teenage children were most positive about the quality of the recreation center (73%-67%-86%). Comparatively, four of five nonparents were positive about five of the seven park characteristics: quality (90%); maintenance (88%), number (87%), safety (85%), and convenient location (83%). Nonparents were as positive, if not more so, than parents, on several occasions, namely for number (87%, to 84%-81%-81%), safety (85%, to 83%-80%-84%), and maintenance (88%, to 87%-79%-81%), and to a lesser extent, the amount of public art (38%, to 33%-35%-33%) in parks. This same trend was evident in terms of the senior center (41%, to 27%-22%-31%) and amount of accessible natural areas (63%, to 57%-56%-55%). Characteristic grading varied most when comparing nonparents and parents in terms of the overall quality of tennis courts (34%, to 55% of young children and



teenagers, -21), safety of city pools (53%, to 73% of pre-teens, -20), maintenance of pools (51%, to 70% of pre-teens, -19), pools conveniently located (41%, to 59% of young children, -18), and number of tennis courts (31%, to 46% of young children, -15). (See Tables #8 - #10, pages 39 - 45.)

- ◆ Nearly four of five residents sampled (79%) rated the money paid versus the services provided by the Parks and Recreation Department a "great" (29%) or "good" (50%) value, compared to less than one in five who rated the trade-off value either "fair" (17%) or "poor" (2%). Two percent had no opinion on the question, with the findings equal to a quality ratio of better than four to one (4.2:1). "Great" value ratings were nearly double in Area I (40%) compared to elsewhere in the city (21%-29%-22%). Overall positive ratings were highest north of Hwy 183 (83% and 80% in Areas I and II), although not significantly higher (74% in Area III and 78% in Area IV) than the regions south of the freeway. When compared with tenure in the community, intensity ratings were higher among those who had lived in the city longer (25%-34%-31%), although overall positive levels (78%-82%-80%) showed that length of residence did not influence trade-off grades. The same was true when reviewed by age of respondent tabulations. Nonparents were more apt to grade the value great (33%, to 24%-18%-26%), especially when compared with parents of pre-teens. Overall perceptions, however, appeared to decline as children aged (82%-73%-75%), with nonparents falling within those ranges (79%). (See Figure 3, page 48.)
- ◆ "Natural areas are important and should be preserved where it is available" (96%-3%, 32.0:1); "I'm satisfied with the recreational facilities in Eules" (86%-12%, 7.2:1); "I have adequate avenues to voice my concerns about recreation in Eules," (81%-12%, 6.8:1); and "I am satisfied with the programs offered by the recreation department" (80%-13%, 6.2:1) were the most positive recreation-related statements in terms of their ratios of agreement to disagreement. Of the nine items tested, those assessed least positively were, "the city should improve existing parks and not develop any new ones" (45%-50%, 0.9:1); "the existing park system is adequate" (63%-37%, 1.7:1); and "I am willing to pay additional city taxes to see the quality of parks upgraded" (65%-30%, 2.2:1). The two other statements attained ratios of 4.8:1 (81%-17% for "I am satisfied with the current landscaping in city parks") and 2.7:1 (72%-27% for "I strongly agreed that natural areas are important and should be preserved where available"). Survey participants were blasé about the various statements. In fact, just two statements attained an intensity rating greater than 10%, those being the belief that natural areas are important and should be preserved (26%) and being satisfied with the recreational facilities in the city (17%). No less than 94% of residents citywide agreed that natural areas are important and should be



preserved (98%-95%-94%-96%) and at least 80% affirmed their satisfaction with the recreational facilities in Euless (90%-88%-80%-82%). In addition, at least 76% affirmed their conviction that they have adequate avenues to voice my concerns about recreation in Euless (81%-84%-76%-79%) and they were satisfied with the programs offered by the recreation department (80%-81%-78%-80%). And at the bottom of each area's list was that the city should improve existing parks and not develop any new ones (47%-46%-37%-47%). Five statements generated higher agreement in certain parts of the city. Those were being satisfied with recreational facilities (90% in Area I, to 80% in Area III), being willing to pay additional city taxes to see quality upgraded (71% in Area I, to 59% in Area III), existing park system is adequate (67% in Area IV, to 57% in Area II), city should improve existing parks and not develop new ones (47% in Areas I and IV, to 37% in Area III), and being satisfied with current landscaping in city medians and intersections (75% in Area II, to 64% in Area IV). Ninety-percent or better of both parents and nonparents agreed that natural areas are important and should be preserved (99%-97%-98%, to 96%), 80% that they were satisfied with recreational facilities in the city (90%-82%-81%, to 86%), 70% that they have adequate avenues to voice concerns about recreation in Euless (78%-74%-81%, to 82%), and satisfied with current landscaping in city parks (87%-78%-83%, to 82%), and satisfied with the programs offered by the recreation department (78%-85%-82%, to 81%). The only statement that generated higher agreement from nonparents was having adequate avenues to voice concerns about recreation (82%, to 78%-74%-81%). (See Tables #11 - #13, pages 50 - 53.)

- ◆ Approximately one out of five residents (6%) said they visited the Parks and Recreation Department web page on the city's web site either daily (1%) or weekly (5%). Monthly visitation totaled 21%, meaning that better than one of every four (1%+5%+21%) residents sampled visited the department web page on a monthly or more frequent basis. In total, 73% said they rarely or never visited the web site. In terms of monthly or more frequent visitation, Area II had the highest rates, at 32%, compared to 27% in Area I, 23% in Area IV, and 21% in Area III. Residents who utilized the various facilities or programs were more likely to access the parks and recreation department web site than nonusers. This was especially true of people who participated in youth athletic leagues (42%-25%), had been involved in a parks and recreation class (39%-22%), utilized city pools (37%-23%), or visited city parks (29%-17%). Not surprisingly, the age tabulations showed people over the age of 55 least likely to visit the web page (32%-34%-17%), especially compared to younger survey participants. Also, parents (39%-43%-21%, to 21%) of younger and pre-teen children represented the subsets most likely to visit the web page.

Parks And Recreation: Assessing Future Needs

- ◆ Recreation center/teen center/gym (17%), multi-use trails (15%), and pools, either indoor or outdoor/non-specific types (both 9%) were most frequently mentioned by survey participants as recreational facilities the city is lacking in the respondent's part of town. Only 185 of 400 possible respondents (46%) were able to offer a response, indicating a lack of an overriding facility need as over half of the sample could not generate a recreational need. Other responses generated from this open-ended query were dog park/skate parks (8%), water park/aquatic facilities (7%), and basketball/volleyball courts, parks, and playgrounds (each 5%). The further south the subsector, the fewer people offered a suggestion of a facility lacking (69-49-36-31), numbers that limit the statistical reliability of the findings. A recreation center/teen center was the most frequent facility noted as lacking in Areas I and II (16% and 18%), but not in Area IV, where it ranked second behind multi-use trails (16%-13%). In Area III, recreation center/teen center and multi-use trails scored identical rates of 19%. Other popular needs recognized by residents were multi-use trails and pools/outdoor or non-specific (both 14%), and an indoor pool (10%) in Area I, multi-use trails (12%) and indoor pool, dog park/skate park, and playgrounds (each 10%) in Area II, parks (14%) in Area III, and any one of three aquatic options, the indoor pool, pools/outdoor or non-specific, or water park, as well as parks and tennis courts (each 10%) in Area IV. Some responses in which percentages varied included pools/outdoor or non-specific (14% in Area I, to 0% in Area III), parks (14% in Area III, to 1% in Area I), and tennis courts (10% in Area IV, to 0% in Areas I and III). The age tabulations showed the youngest survey participants most interested in a recreation center/teen center (21%-21%-7%) and basketball/volleyball courts (14%-5%-2%), while the oldest portion of the sample focused on multi-use trails (3%-16%-19%) and pools/outdoor or non-specific (3%-7%-16%). Parents were most likely to say the city was lacking a recreation center/teen center (19%-31%-21%, to 9%), especially those with pre-teen children. Other child-oriented facilities, based on responses, were water park/aquatic facilities (6%-10%-15%, to 5%) and basketball/volleyball courts (13%-0%-9%, to 4%). As children aged, parents were more likely to say the city lacked multi-use trails (3%-10%-18%), although it was also the top response among nonparents (18%). (See Table #15, page 56.)
- ◆ Jogging/biking trails (77%-20%, 3.9:1), natural habitat/nature areas (76%-20%, 3.8:1), playgrounds (73%-20%, 3.7:1), aquatic facilities (73%-22%, 3.3:1), a senior center (69%-23%, 3.0:1), and a children's water playground (72%-24%, 3.0:1) were the facility construction items that earned the broadest consensus – judging from the ratio of important to unimportant

ratings -- for being constructed in Eules. Rounding out the top eleven in terms of importance ratios from the comprehensive listing of 28 facility-types were a recreation center (69%-25%, 2.8:1), outdoor basketball courts (64%-28%, 2.3:1), rental picnic/reunion pavilions (65%-29%, 2.2:1), soccer fields (57%-29%, 2.0:1), and fishing ponds (64%-32%, 2.0:1). In addition, importance was nearly two times greater than unimportance for the city constructing gymnasiums (61%-32%, 1.9:1), exercise stations along trails (59%-34%, 1.7:1), and a dog park (61%-36%, 1.7:1). At the other end of the attitude spectrum were the seven construction prospects that drew more negative than positive replies, although there was limited desire: adult softball fields (41%-48%, 0.9:1); football fields (42%-47%, 0.9:1); meeting space (43%-46%, 0.9:1); disc golf course (39%-48%, 0.8:1); BMX bicycle course (42%-50%, 0.8:1); horseshoe pits (36%-50%, 0.7:1); and in-line hockey rink (35%-53%, 0.7:1). There was also some interest in the city constructing a skateboard park (47%-46%, 1.0:1), baseball fields (47%-43%, 1.1:1), an amphitheater (50%-43%, 1.2:1), and outdoor volleyball courts (48%-41%, 1.2:1), although more than two of every five rated these items unimportant. The facility-types that generated the most excitement (very important ratings) were limited. Only one item scored above 20% and that was the 24% who said it was very important to construct jogging/biking trails. After trails came natural habitat/nature areas (19%), a senior center (18%), aquatic facilities, dog park, and children's water playground (each 15%), playgrounds (14%), and recreation center and fishing ponds (both 13%). Note that the top five items rated most important for construction were passive activities, namely jogging/biking trails (3.9:1), natural habitat/nature areas (3.8:1), playgrounds (3.7:1), and to a lesser extent, aquatic facilities (3.3:1) and a senior center (3.0:1). In considering specific athletic facilities, the rankings were as follows: outdoor basketball courts (2.3:1, 8th), soccer fields (2.0:1, 10th), youth softball fields (1.3:1, 15th), baseball fields (1.1:1, 20th), adult softball fields (0.9:1, 22nd), football fields (0.9:1, 23rd), and in-line hockey rink (0.7:1, 28th). Three items were rated important to construct by at least seven of every ten residents citywide. Those were jogging/biking trails (81%-75%-76%-76%), playgrounds (71%-71%-80%-76%), and natural habitat/nature areas (75%-70%-81%-80%). Other facilities achieving 70% or better importance were a children's water playground (74%) and aquatic facilities and a senior center (both 70%) in Area I, aquatic facilities (74%) and a senior center (70%) in Area II, aquatic facilities (80%), children's water playground (76%), outdoor basketball courts (74%), a recreation center (73%), and gymnasiums and fishing ponds (both 71%) in Area III, and a recreation center (70%) in Area IV. Several of the items listed generated various levels of importance from residents. The most significant difference focused on a skateboard park, deemed to be important by a majority of residents in Area III (53%), but by far fewer in Area I (21%). Some of the other items in which importance ratings varied



by at least 10% were tennis courts (56% in Area III, to 39% in Area II, -17), outdoor basketball courts (74% in Area III, to 60% in Area I, -14), gymnasiums (71% in Area III, to 57% in Area I, -14), in-line hockey rink (42% in Area III, to 30% in Area I, -12), and racquetball/handball courts (57% in Area I, to 45% in Area IV, -12). A minimum 70% of the three parental subsets considered the following six facility-types important to construct: outdoor basketball courts (78%-74%-72%); jogging/biking trails (76%-75%-78%); aquatic facilities (81%-80%-70%); natural habitat/nature areas (77%-79%-76%); recreation center (76%-78%-77%); and a children's water playground (83%-80%-72%). Additional 70% ratings were assigned by parents of young children and pre-teens for playgrounds (83% and 80%) and gymnasiums (74% and 78%). Those with pre-teen children were also 70% likely to rate as important the construction of a senior center. Nonparents assigned their highest importance ratings to natural habitat/nature areas (75%), jogging/biking trails (73%), and playgrounds, aquatic facilities, and a senior center (each 69%). When the opinions of nonparents and parents are compared, there was at least a 20-point variance regarding an in-line hockey rink (48% of parents of pre-teens and teenagers, to 28% of nonparents), outdoor basketball courts (78% of parents of young children, to 57% of nonparents), racquetball/handball courts (68% of parents of young children, to 45% of nonparents), gymnasiums (78% of parents of pre-teens, to 55% of nonparents), and a skateboard park (61% of parents of teenagers, to 41% of nonparents). (See Tables #16 - #18, pages 60 - 66.)

- ◆ Jogging/biking trails (18%), aquatic facilities (13%), and a children's water playground (12%) were considered the most important recreational facilities to construct from the list of 28 items mentioned in the previous line of questioning. Rounding out the top nine were a senior center (7%), dog park and recreation center (both 6%), and playgrounds, natural habitat/nature areas, and fishing ponds (each 4%). The recreational diversity of the community was reinforced as 27 of the 28 items were listed as most important by at least one individual. Jogging/biking trails, the most popular choice, was consistent throughout the city, as rates varied minimally, from a high of 20% in Area I to 16% in Area IV. Other facility-types showed a much greater variance in percentages, in part because people in Area IV were less desirous of aquatics, specifically the aquatics facilities (6%, to 16%-13%-15%) and children's water playground (6%, to 15%-11%-15%). Those who had lived in Eulesse the longest period of time were least likely to grade jogging/biking trails as being most important to construct (20%-20%-13%). In fact, they also ranked aquatic features (12%-14%-13%) at the same level as jogging/biking trails. They did assign a higher priority to a senior center (5%-5%-11%). What they didn't consider to be as important was the children's water playground (16%-12%-8%) or a



recreation center (7%-8%-3%). The age tabulations showed the young to be most interested in aquatic facilities (22%-13%-10%) and children's water playground (12%-15%-9%), both mentioned more often than jogging/biking trails (10%-20%-19%). Not surprisingly, seniors assigned the highest ranking to a senior center (2%-4%-11%). Very few parents appeared interested in having the city construct a senior center (0%-1%-2%, to 10% of nonparents) or a dog park (0%-4%-2%, to 9%), as nonparents assigned higher rankings to both. Parents of young and pre-teen children most frequently mentioned children's water playground as most important (28%-16%-7%, to 10%), as well as aquatic facilities (16%-17%-9%, to 12%). And it was parents of older children who assigned a higher priority to jogging/biking trails (14%-16%-24%, to 18%) and their importance for being constructed. (See Table #19, page 68.)

- ♦ "Improved landscaping of city streets will help to improve our city image" (91%-9%, 10.1:1) and "I am satisfied with how streets and intersections are landscaped in Eules" (87%-13%, 6.7:1) were the statements regarding city beautification efforts that captured the highest ratios of agreement to disagreement from survey participants. Comparatively, the ratio was lowest for the statement, "I do not believe that landscaping city streets and intersections is all that important" (17%-82%, 0.2:1), an item they soundly disputed. The remaining two statements generated twice as much agreement as disagreement: "I believe the city should plant more trees and landscaping along streets and intersections" (72%-27%, 2.7:1) and "I would like to see more public art in Eules" (62%-31%, 2.0:1). Residents were most passionate (strongly agree) in their response to three statements in which levels were similar. Those were the items about improved landscaping of city streets helping to improve the city image (18%), believing the city should plant more trees and landscaping along streets and intersections (17%), and being satisfied with how streets and intersections are landscaped in the city (16%). Nearly nine of every ten residents citywide agreed that improved landscaping of city streets will help to improve the city image (92%-90%-89%-91%) and four of five affirmed being satisfied with how streets and intersections are landscaped in the city (86%-89%-84%-87%). Two other statements generated support of 60% or better: believing the city should plant more trees and landscaping along streets and intersections (73%-69%-70%-78%) was more popular than liking to see more public art in Eules (62%-63%-61%-60%). And very few agreed that landscaping city streets and intersections was all that important (15%-19%-21%-13%). Ninety percent of parents agreed that improved landscaping of city streets will help to improve the city's image (97%-94%-99%), while satisfaction with how streets and intersections are landscaped in the city reached no lower than a 78% (88%-78%-80%). Two statements were nearly interchangeable in the minds of nonparents, as 89%



agreed with being satisfied with how streets and intersections are landscaped and 88% that improved landscaping of city streets will help to improve the city image. Note that parents were clearly more apt to agree that improved landscaping of city streets will help to improve the city image (97%-88%, to 94%-78%, to 99%-80%) more so than being satisfied with how they are landscaped in the city. (See Tables #20 - #22, pages 71 - 73.)

- ◆ "There is convenient parking and access" (85%-8%, 10.6:1), "I feel safe when I am on a trail" (81%-10%, 8.1:1), and "trails should connect to city sidewalks" (80%-13%, 6.2:1) were the statements regarding city trails that captured the highest ratios of agreement to disagreement from survey participants. In addition, affirmation was a minimum three times the level of disagreement relative to the statements, "trails are wide enough to handle multiple activities" (75%-16%, 4.7:1), "I support the city widening city sidewalks in order to handle multiple activities" (76%-19%, 4.0:1), and "trails connect to places I or my family want to go" (71%-18%, 3.9:1). The statement that secured the lowest ratio of agreement to disagreement was "trails are close to where I live" (71%-25%, 2.8:1). Intense positive ratings (strongly agree) were highest for "trails are close to where I live" (21%), which was interesting since it was the lowest rated item in terms of its community agreement rating. In general, the findings show the further south the sample (Area I-Area II-Area III-Area IV), the less likely survey participants were to agree with the trail variables as presented. This was especially true about trails being close to where one lives, as agreement ratings went from nearly everyone (95%-74%-48%-41%) to less than half of the subset. In fact, Area IV was more likely to disagree with this statement (54%). A similar trend existed in terms of trails connecting to places they or their family wanted to go (85%-70%-65%-50%), as levels dropped more than 30 points. Six of the seven statements tested attained a minimum 70% agreement from all parental and nonparental subsets. They were at least 80% agreeable to feeling safe when on a trail (84%-87%-81%, to 80%), and with the exception of parents of teenage children, that there is convenient parking and access (92%-83%-79%, to 84%). Additionally, excluding parents of young children and nonparents, 80% or better agreed with the thought the trails should connect to city sidewalks (79%-82%-85%, to 77%). The other rate in the 80 percentile was expressed by parents of young children under 6 regarding their support for the city widening city sidewalks in order to handle multiple activities (81%). (See Tables #23 - #25, pages 75 - 77.)
- ◆ City parks (88), connecting to neighborhoods (85%), close to my house (77%), and connecting to trails from other cities (76%) were the most popular locations or destinations to which residents would like to see additional hike and bike trails connected, if developed in Eules. There was also significant interest in having trails connect to schools (68%) and



along utility right-of-way (53%). From the list of nine destinations, where most people did not want trails was along main thoroughfares (42%), to churches (39%), or to shopping (36%). Connecting trails in city parks was the most popular preferred trail connection no matter where the respondent resided (91%-80%-89%-93%), although residents in Area II were much less likely to mention this potential connection as people in other parts of the city. Overall, Area II was least likely to prefer trails be connected to the various destinations. Those included connecting to neighborhoods (89%-74%-87%-90%), close to their house (83%-60%-88%-82%), to trails from other cities (88%-61%-79%-76%), to schools (69%-62%-79%-66%), or along utility right-of-way (69%-62%-79%-66%). The only destination among the top six in which tenure in the community influenced a response was close to their home (80%-79%-73%), a more popular choice with newer inhabitants. The oldest portion of the sample was least likely to prefer trails located close to their home (82%-78%-75%), although the rate was still better than three of four, no matter one's age. Older people were also less likely to prefer trails connecting to neighborhoods (88%-85%-83%) or to schools (76%-68%-67%). However, where they were significantly more likely to desire trails was along utility right-of-way (39%-50%-63%). Parents were more likely than nonparents to prefer trails connecting to neighborhoods (90%-87%-86%, to 83%) and close to home (88%-82%-81%, to 75%). At the same time, along utility right-of-way (58%, to 46%-39%-47%) was the favored connection point of nonparents. Note that parents were more attuned to connecting future trails to neighborhoods (90%-87%-86%) rather than city parks (90%-84%-84%), although the variance between the two was minimal. Nonparents rated city parks ahead of neighborhoods (88%-83%). (See Figure 4, page 79.)

- ◆ Renovate/redevelop neighborhood parks (92%-6%, 15.3:1), expand the city's trail system (89%-9%, 9.9:1) and renovate/reconstruct an additional senior center (80%-13%, 6.2:1) were the most popular projects for the city to fund in the next five to 10 years among the six tested, based on their ratios of support to opposition. The three additional projects were also popularly supported, at ratios of 4.3:1 (77%-18% for constructing an additional recreation center); 3.4:1 (74%-22% for constructing an aquatic park); and 1.2:1 (62%-32% for constructing a dog park), the least popular project in the minds of respondents. Enthusiasm was highest for renovating/redeveloping neighborhood parks (26%); expanding the city's trail system (23%); and constructing an aquatic park (20%), with the latter item much higher ranked in intensity (3rd) when compared to its citywide ratio (5th). Conversely, there was little enthusiasm for renovating/reconstructing an additional senior center, as it ranked last in intensity (15%, with construction of the dog park), although the community considered it the third most important project to fund of the six tested. Between 87% and 93% of



residents citywide supported the city funding the renovation/redevelopment of neighborhood parks (93%-89%-90%-93%) and expanding the city's trail system (89%-87%-88%-92%). Areas II and IV were more supportive than Areas I and III of the additional recreation center (81% and 81%, to 73% and 74%) as well as the additional senior center (81% and 87%, to 77% and 77%). At the same time, the aquatic park, which was consistently popular throughout the city, generated more support in Areas I and III (77% and 76%) than from Areas II and IV (71% and 71%), the opposite of the two previous projects. And the dog park, the least popular facility in terms of support, was more likely to be endorsed in Area I (69%) than elsewhere in the city (each 57%). Parents voiced more support for the neighborhood parks project (93%-95%-96%, to 90%), the additional recreation center (81%-83%-81%, to 74%), the aquatic park (87%-84%-82% to 69%), and to a limited degree the trail system expansion (89%-91%-91%, to 87%). Comparatively, constructing the dog park drew similar ratings, regardless of the age of one's children (61%-61%-63%, to 61%), while the senior center was more popular among nonparents (80%, to 73%-77%-80%). (See Tables #26 - #28, pages 82 - 84.)

- ◆ A large family aquatic facility, which would include both pools and children's spray play areas (81%-16%, 5.1:1) was the aquatic facility option tested that secured the most support from survey participants for meeting the needs of aquatic programming in the city, although significant percentages also endorsed the single outdoor aquatic facility, which would include several water features (74%-24%, 3.1:1). Also popular, but with varying degrees of opposition, were an indoor aquatic facility (72%-27%, 2.7:1) and several smaller neighborhood pools (52%-45%, 1.2:1). What was not popularly supported was the fifth option tested, not constructing additional aquatic facilities (17%-80%, 0.2:1). Survey participants were most enthusiastic about the indoor aquatic facility (26%) and the large family aquatic facility (25%). There was also some intense interest in the single outdoor aquatic facility (18%), although less than the two more popular options. The most popular option citywide was the large family aquatic facility and it was one percent short of achieving an 80%+ throughout the city (82%-80%-86%-79%). The only other 80% rating was in Area III, where residents were similarly supportive of the single outdoor aquatic facility (83%). Several facilities were favored more in some parts of the city than others. For example, the single outdoor aquatic facility was more popular in Area III (83%) than anywhere else, especially Area IV, where only 65% supported and 33% opposed this option. Another option that generated significantly less support in Area IV, as well as Area I was the indoor aquatic facility, as only 69% voices support, compared with a high of 79% in Area III. And relative to the smaller neighborhood pools, there was significantly more support in Areas III and IV (58% and 60%) than Areas I and



II (50% and 45%). The number one and two most popularly supported aquatic options to parents were the large family aquatic facility, which generated between 85% (teenagers) and 95% (young children and pre-teens) support, followed by the single outdoor aquatic facility, which scored ratings of either 88% (young children and pre-teens) or 79% (teenagers). The three parent subsets were each more supportive of the two options than nonparents, as the two generated 76% and 66% support. Parents were also more supportive than nonparents of the indoor aquatic facility (77%-71%-73%, to 69%), although it is noteworthy that the indoor aquatic facility was more popular to nonparents than the single outdoor facility. (See Tables #29 - 31, pages 85 - 87.)

- ◆ A family aquatic facility (40%) was the number-one preferred facility according to survey participants, should the city decide to construct additional aquatics in the city. It was a more popular choice than the indoor aquatic facility (27%), which ranked second, as well as the outdoor aquatic facility (12%) or neighborhood pools (9%). One in 10 preferred not constructing any additional aquatic facilities. The family aquatic center ranked first citywide (42%-40%-39%-35%), drawing slightly more support in the northern portion of the city than the south. Areas I and III were the sectors of the city that assigned the highest rates to the indoor aquatic facility (30%-21%-30%-24%), although in each instance, the family aquatic center was preferred. The family aquatic facility drew more support from newer residents rather than long-term city inhabitants (45%-41%-31%), although regardless of tenure, it was the preferred aquatic choice. Interestingly, no matter how long one had lived in the city, the indoor aquatic facility was consistently popular (26%-28%-26%). As with tenure the community, the older the respondent, the less likely they were to choose family aquatic facility (53%-45%-30%) should the city decide to construct additional aquatics in the city. Additionally, people over the age of 55 were the only subset to prefer an indoor aquatic facility over the family aquatic facility (29%-22%-32%). Parents were significantly more likely to prefer the family aquatic facility (56%-62%-53%). When it came to the indoor aquatic facility, the older the child, the less likely it was to be selected as the number one preferred facility (29%-16%-14%). Either facility was acceptable to nonparents, although by two percent, the family aquatic facility was the project of choice (32%-30%). (See Figure 5, page 88.)

SECTION ONE: Parks And Recreation: Utilization and Opinions

OVERALL SATISFACTION WITH QUALITY OF PARKS AND RECREATION

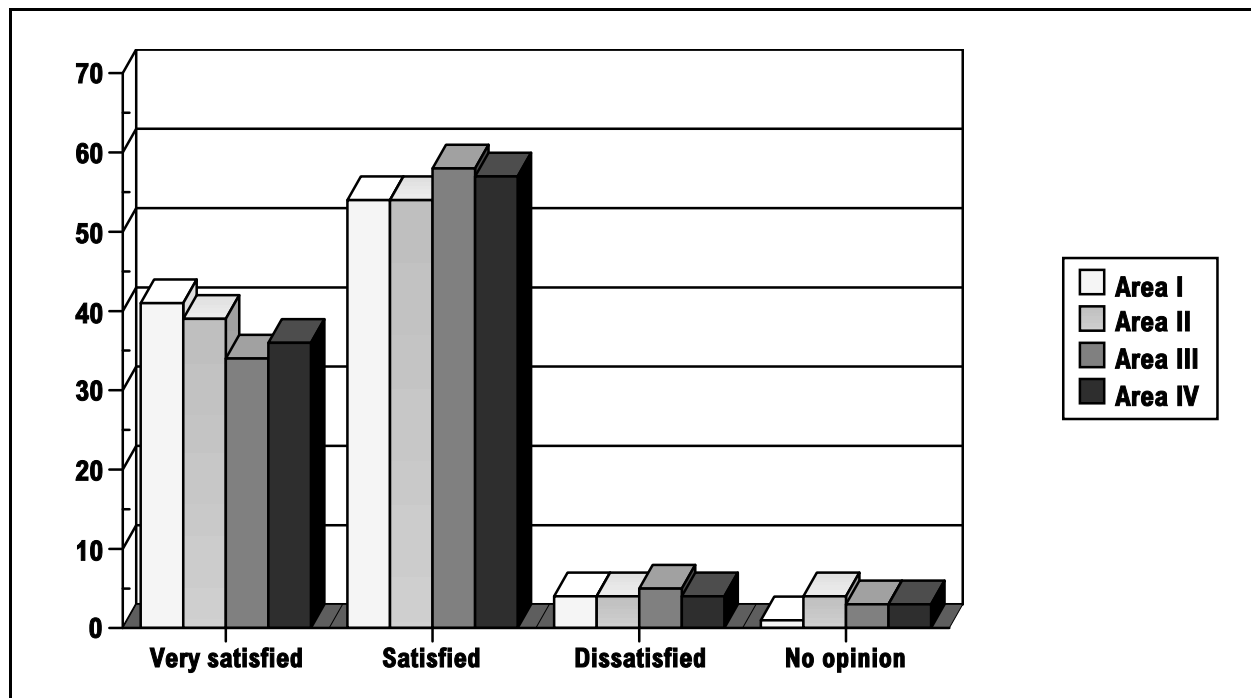


Figure 1: Level of Satisfaction or Dissatisfaction with Quality of Parks and Recreation by Subsector

- ◆ Better than nine of ten residents sampled (94%) are satisfied (56%) or very satisfied (38%) with the quality of parks and recreation in Eules. Comparatively, just five percent are dissatisfied (4%) or very dissatisfied (1%), with the remaining 2% having no opinion. The ratio of satisfied to dissatisfied respondents was better than 18 positive opinions for every critical comment (18.8:1). The ratio of very satisfied to very dissatisfied responses was even higher than the general consensus (38%-1%, 38.0:1), indicating the level of pride residents hold regarding parks and recreation. Residents in Area I, the northern part of the city, were most enthusiastic about parks and recreation (41%-39%-34%-36%), although attitudes throughout the city were fairly consistent. The same was true relative to

overall satisfaction (95%-93%-92%-93%), as the citywide variance was only three percent. When comparing the satisfaction to dissatisfaction rates, we note the ratio to be highest in Area IV (93-6%, 15.5:1) and lowest in Area I (88-9%, 9.8:1), and between those 13.0:1 (91-7%) in Area II and 11.0:1 (88-8%) in Area III.

- ◆ Male and female respondents were similarly pleased with parks and recreation quality, both in terms of very satisfied ratings (38%-38%) and overall satisfaction (93%-94%). Not surprisingly, when this question is compared with parks and recreation improvement ratings, the more negative the response (improved-same-decline), the lower the intense satisfaction level (45%-27%-13%), as well as general positive opinions (97%-92%-51%). The 51% rating came from eight respondents, or 2% of the full sample. Additionally, the three percent with no opinion regarding improvement ratings were only 67% positive, although the remaining 33% had no opinion as to satisfaction with quality.
- ◆ People who visited or utilized certain recreational facilities tended to be more enthusiastic about parks and recreation as well as complimentary in nature. For example, intense ratings were higher for people who visited city parks (40%-22%), participated in parks and recreation classes (53%-33%), or utilized hike and bike trails (43%-31%). Double-digit variances were not evident for those who participated in youth athletic leagues (44%-37%), although participants were more intensely positive, while those who utilized city pools were no more complimentary than those who did not (39%-37%), calling into question these facilities as examples of parks and recreational quality when compared with the others. Overall satisfaction was more prominent among visitors to city parks (96%-77%), although individuals who didn't visit a city park had higher no opinion responses, which impacted the findings (16%-0%). Whether a respondent had taken a parks and recreation class (97%-93%), used a city hike and bike trail (96%-90%), used city pools (96%-90%) or participated in a youth athletic league (92%-94%) seemed to have little to no bearing on ones overall satisfaction level, although note that only in the case of youth athletic league participants was satisfaction higher among nonparticipants. No significant differences in satisfaction levels were seen among respondents who agreed with the statement about being willing to pay to see the quality of parks upgraded (94%) and those who disputed this particular statement (92%). Additionally, intensity ratings were similar whether one agreed or disagreed with the upgrade statement (39%-37%). The five percent who had no opinion regarding this statement were less enthusiastic than the other two subsets (24%), although overall satisfaction was in line with the other findings (91%).

- ◆ Length of residence appeared to slightly influence one's positive opinions, as the longer the tenure, the higher the overall satisfaction rate (91% of 0-7, to 95% of 8-20, to 96% of over 20 years). Tenure also showed newer city inhabitants to be least proud of the quality (34%-42%-40%), although not significantly so. When the findings are compared by age, we note the same minimal increase based on age, as satisfaction went from 90% of the youngest respondents, to 93% of middle-aged participants, to 95% of individuals over age 55. The intensity ratings were also higher among the oldest subset (37%-35%-41%), but only slightly. Parents were less enthusiastic about parks and recreational quality (39% of 0-6, to 32% of both 6-12 and 13-18) than people without children, or whose children were over the age of 18, described in this report as "nonparents" (41%). The variance evident for intensity ratings was void when reviewing overall satisfaction (93%-86%-93%, to 95%). Although dissatisfaction ratings were minimal, note the greater amount of critical opinions among parents of pre-teens (7%-13%-7%, to 2%) than others and especially, nonparents. For comparison purposes, the ratio among nonparents was 47.5:1 (95%-2%) compared with a low of 6.6:1 with parents of pre-teen children. And when this question is compared with the value rating of services provided versus fees paid, the less positive the rating, the less likely the respondent was to be intensely satisfied (69%-31%-13%) as well as positive overall (100%-97%-79%).

PARKS AND RECREATION IMPROVEMENT RATING

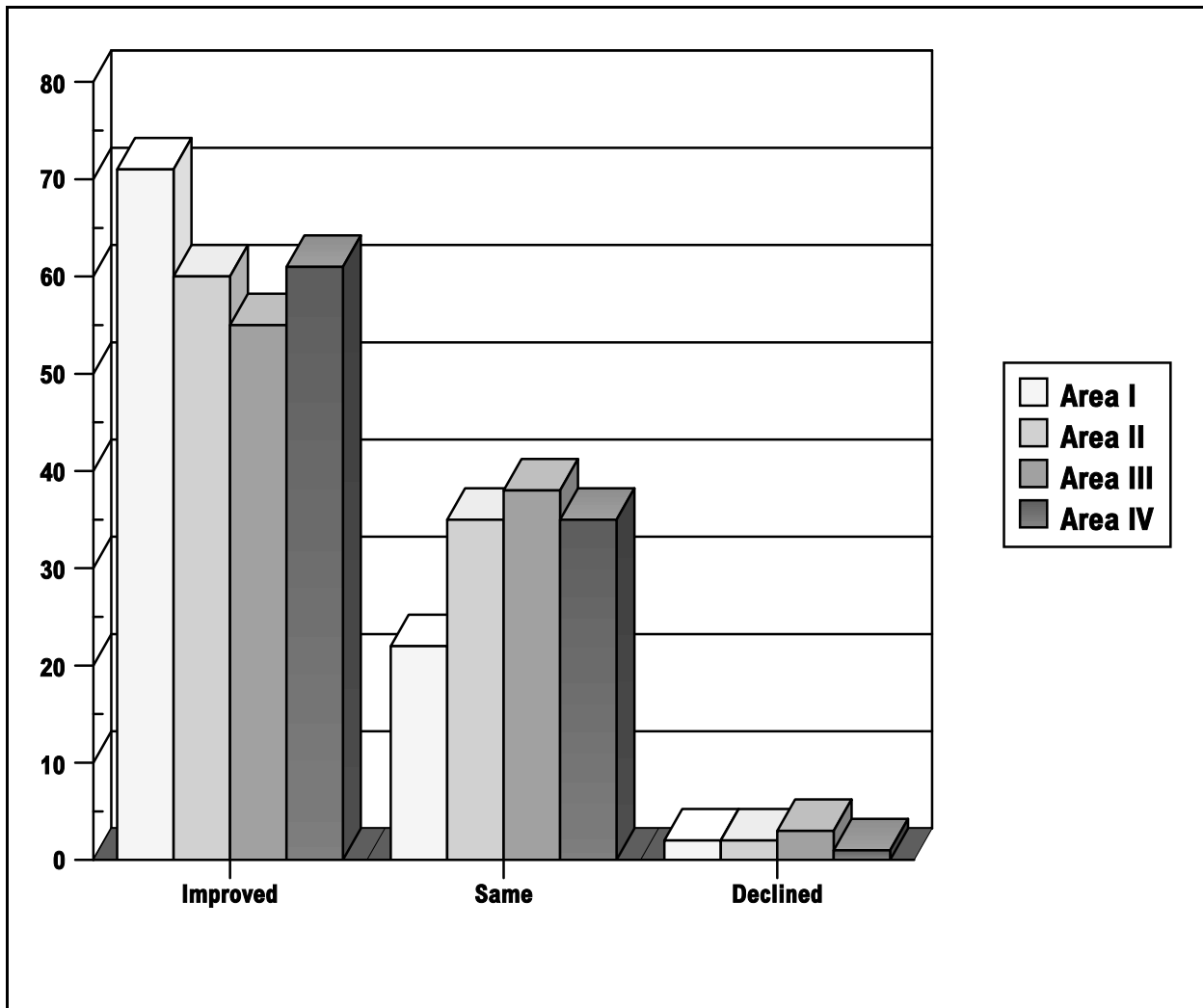


Figure 2: Past Three Years Parks And Recreation Improvement Rating By Subsector

- ♦ Approximately two of every three residents sampled (63%) felt that in the past three years, the quality of parks and recreation in the city had improved. Those who felt quality had stayed the same totaled 31%, with the remaining 6% either believing it had declined (2%) or having no opinion on the matter (4%). Note that the ratio of improved to declined ratings (63%-2%) was better than 30 to one, a ratio higher than general satisfaction. Improved ratings stood out in Area I (71%), being between 10% and 16% higher than anywhere else in the city (71%-60%-55%-61%). The higher positive rating led Area I to have the lowest stayed about the same mark (22%-35%-38%-35%), with Area III being the highest status quo

subsector. There was little difference citywide in either declined (2%-2%-3%-1%) or no opinion (4%-4%-4%-3%) ratings.

- ◆ Men and women were similar in believing that parks had improved (62%-64%), but also that they had stayed the same (31%-32%). Although their percentages were minimal, male respondents were most likely to have no opinion on the subject matter (5%-2%). Not surprisingly, the more satisfied a respondent was with the quality of parks and recreation, the more frequently he or she believed that quality had improved (75% of very satisfied, to 59% of satisfied, to 29% of dissatisfied) rather than stayed the same (22%-36%-47%) or declined (1%-1%-24%), although the latter was a percentage of the 4% most negative.
- ◆ People who utilized facilities or programs appeared to recognize the improvements and take more notice than nonutilizers. This pattern was most noticeable when comparing visitors and nonvisitors to city parks (66%-45%). Improved ratings were also higher among people who utilized a hike and bike trail (69%-54%), or participated in a parks and recreation class (69%-54%). Where the differences were not as pronounced were with those who had or had not utilized city pools (66%-62%) or participated in a youth athletic league (61%-63%). Those who failed to visit or utilize the specific facilities were more likely to consider improvement the same, or else have higher no opinion responses. For example, people who did not participate in programs more often graded improvement the same (34%-23%), however, they were not more critical (2%-2%). One variance in this trend centered on those who did or did not visit parks, as nonvisitors were both more critical (7%-1%) as well as more likely to have no opinion (18%-1%). Higher improved ratings were also evident among the individuals who had no opinion (71%) or agreed (64%) rather than disagreed (59%) with the statement about being willing to pay to see quality of parks upgraded. Of the three respondent groups, the status quo was more often voiced by people who disagreed with the statement (19%-30%-36%).
- ◆ The longer a person had lived in Euless (53%-66%-73%), the more likely he or she was to rate quality improved. People who were newer to the community tended to think of parks and recreation as the same (38%-28%-25%) or else had no opinion on the subject (7%-3%-1%). A similar trend was evident when the findings are compared by age, with older respondents most likely to rate quality improved (61%-59%-68%), versus middle-aged survey participants believing it to be the same (31%-34%-27%). In addition, nonparents more frequently rated quality improved (64%) than parents (59%-57%-61%). In the previous question, parents of pre-teen children were most critical of parks and recreation quality. The results of this query also showed concern among this subset, as they most frequently



rated parks and recreation in the city as having stayed the same (32%-42%-32%, to 30%). In addition, the higher the value rating for services provided versus fees paid, the greater the improved grade (79% of great, to 63% of good, to 42% of fair/poor). People who rated the trade-off of fees versus services fair or poor were more likely to rate the quality as having stayed the same (17%-33%-46%), and to a lesser extent, having declined (1%-1%-7%).

SATISFACTION WITH RECREATIONAL SERVICES PROVIDED BY EULESS FOR VARIOUS AGE GROUPS

TABLE #2: OVERALL SATISFACTION WITH RECREATIONAL SERVICES PROVIDED BY EULESS FOR VARIOUS AGE GROUPS

AGE GROUP	VERY SATISFIED	SATISFIED	DISSATISFIED	VERY DISSATISFIED	NO OPINION	RATIO
Young children under 6	16%	47%	4%	1%	33%	12.6:1
Children, ages 6-12	14%	47%	4%	0%	35%	15.3:1
Children, ages 13-18	12%	43%	8%	1%	38%	6.1:1
Adults, ages 19-45	17%	58%	7%	1%	18%	9.4:1
Adults, ages 46-65	17%	52%	6%	1%	25%	9.9:1
Adults over the age of 65	12%	44%	5%	1%	39%	9.3:1

- ♦ Respondents with children, specifically those in the 6-12 (61%-4%, 15.3:1) and under 6 (63%-5%, 12.6:1) age groups attained the highest ratios of satisfaction to dissatisfaction relative to the recreational services provided by the city of Eules. Citizens were very complimentary regarding recreational services provided adults, ages 19-45 (75%-8%, 9.4:1), 46-65 (69%-7%, 9.9:1), and over the age of 65 (56%-6%, 9.3:1). The lowest ratio, albeit 6.1:1, was reported for services provided children, ages 13-18 (55%-9%). Therefore, residents who had an opinion were generally satisfied with the services provided, especially those provided to younger children, while being positive when it came to teen recreational services.
- ♦ One item of note is the large percentage of residents who chose the no opinion response, indicating a lack of information or desire to respond to the question. Except for one age group, at least one in every five residents sampled had no information to make a judgment on this issue. Respondents were most unaware when it came to commenting upon recreational services provided adults over the age of 65 (39%) and teenagers (38%). After that were no opinion rates of 35% (children ages 6-12), 33% (children 0-6), 25% (adults ages 46-65), and 18% (adults ages 19-45), the only age group in which no opinion comments were below 25%.

- ◆ In terms of intense satisfaction, survey participants were most pleased with the services provided adults in the 19-45 and 46-65 (both 17%) age groups, as well as young children under 6 (16%). Although the ratio showed respondents most complimentary of the services provided pre-teens, their intensity rating was only the fourth highest, meaning that while perceived impressions were high, they lacked a constituency similarly committed in terms of intensity. Conversely, the highest rated intensity mark was for services provided adults, ages 19-45, compared to their satisfaction ratio which ranked fourth. The lowest intensity marks were assigned to the two lowest graded groups, teens and seniors (both 12%). Although rankings varied, intensity ratings differed by no more than five percent, indicating that no age group stood out in terms of respondents being significantly more positive about services provided.
- ◆ None of the six age subgrouping stood out in terms of criticism, as intense negative ratings were either 1% or 0%. Overall negative ratings were 9% for teenagers, 8% for adults, ages 19-45, and 7% for adults, ages 46-65.

TABLE #3: SATISFACTION WITH RECREATIONAL SERVICES PROVIDED BY EULESS FOR VARIOUS AGE GROUPS BY SUBSECTOR

AGE GROUP	AREA I		AREA II		AREA III		AREA IV	
	SATIS	DISATIS	SATIS	DISATIS	SATIS	DISATIS	SATIS	DISATIS
Young children under 6	62%	3%	62%	3%	63%	6%	68%	6%
Children, ages 6-12	56%	3%	60%	4%	67%	6%	65%	4%
Children, ages 13-18	58%	6%	51%	5%	48%	18%	60%	7%
Adults, ages 19-45	77%	5%	78%	4%	71%	13%	69%	10%
Adults, ages 46-65	74%	3%	63%	5%	67%	13%	67%	7%
Adults over the age of 65	52%	5%	57%	2%	58%	14%	56%	6%

- ◆ Residents throughout the city were more likely to be pleased than critical of the services provided by the city for each of the various age groups. In addition, recall that significant percentages had no opinion as to services provided, causing the percentages to look lower than they might actually be. There were pockets of satisfaction throughout the city in which satisfaction reached the 70 percentile, relative to services provided adults, ages 19-45 (77%-78%-71%-69%) and 46-65 (74%-63%-67%-67%). In addition, 60% were complimentary of what Eules provided young children under 6 (62%-62%-63%-68%) and with the exception of individuals in Area I, for children, ages 6-12 (56%-60%-67%-66%). Services for adults over the age of 65 generated majority positive grades throughout the city (52%-57%-58%-56%). The remaining age group, teenagers, scored plurality but not majority satisfaction in Area III, compared to plus-50% marks elsewhere (58%-51%-48%-60%).

- ◆ Several of the age groups generated different levels of satisfaction throughout the city. Among those were services provided children, ages 6-12 (67% in Area III, to 56% in Area I) and 13-18 (60% in Area IV, to 48% in Area III), as well as adults ages 46-65 (74% in Area I, to 63% in Area II). Some of the variances were the result of higher no opinion responses and not dissatisfaction, with a case in point being children, ages 6-12, in which negative comments varied by just three percent (6% in Area III, to 3% in Area I). However, relative to dissatisfaction for the services provided children, ages 13-18 (18% in Area III, to 5% in Area II) and adults, ages 46-65 (13% in Area III, to 3% in Area I) and over the age of 65 (14% in Area III, to 2% in Area II), an element of protest was evident in one area of the city, that being Area III. Although minimal, there were only five instances in which the services provided for one of the age groups generated a double-digit critical remark, and four of those occurred in Area III. The remaining one was the 10% in Area IV negative toward services provided adults, ages 19-45.
- ◆ When the satisfaction levels in the four quadrants were ranked, the variances in positions were most pronounced relative to the services provided young children under 6 (2nd in Area IV, to 4th in Area III) and 6-12 (2nd in Area III, to 5th in Area I). The other four age groups saw rankings vary citywide by no more than one position. Residents in Area IV were most pleased with the services provided young children under 6 and teenagers, compared to Area III being most complimentary toward that provided pre-teen children and senior citizens, Area II, for adults, ages 19-45, and Area I, adults, ages 46-65.

TABLE #4: SATISFACTION WITH RECREATIONAL SERVICES PROVIDED BY EULESS FOR VARIOUS AGE GROUPS BY AGE OF RESPONDENT'S CHILDREN

AGE GROUP	NO CHILD		UNDER 6		AGE 6-12		AGE 13-18	
	SATIS	DISATIS	SATIS	DISATIS	SATIS	DISATIS	SATIS	DISATIS
Young children under 6	56%	3%	79%	7%	85%	5%	74%	5%
Children, ages 6-12	58%	2%	59%	7%	80%	9%	68%	9%
Children, ages 13-18	54%	7%	46%	8%	50%	17%	74%	11%
Adults, ages 19-45	72%	7%	75%	7%	79%	11%	83%	7%
Adults, ages 46-65	76%	6%	44%	5%	57%	6%	68%	7%
Adults over the age of 65	62%	7%	39%	5%	47%	6%	47%	5%

- ◆ A minimum of seven of every ten parents, no matter the age of their children, were satisfied with the recreational services provided by the city for children under age 6 (79%-84%-74%) and adults, ages 19-45



(75%-79%-83%). The only other 70% was an 80% score assigned by parents of pre-teens to that specific age group. Comparatively, nonparents were 70% complimentary relative to two adult age groups, 46-65 (76%) and 19-45 (72%).

- ◆ Conversely, less than stellar ratings were assigned by parents of young children to services provided teenagers (46%), as well as adults ages 46-65 (44%) and over the age of 65 (39%), although both those with pre-teen (47%) and teenage (47%) children were positive at a below majority level. It should not be assumed, however, that lower positive scores converted to higher critical comments, because it did not. Instead, lower satisfaction levels were brought about by higher no opinion percentages among the parent subsets.
- ◆ Parents with pre-teen children were most positive about services provided youth, namely young children (79%-85%-74%) and pre-teens (59%-80%-74%). For the remaining age groups, it was parent of teenagers who were most complimentary, including for services provided teenagers (46%-50%-74%), young adults (75-79%-83%), and those in the middle-age category (44%-57%-68%). In addition, parents of teenagers shared the high rating along with those with pre-teen children for seniors over age 65 (39%-47%-47%). Note that as children aged, satisfaction increased for services provided children, ages 13-18 and adults in the 19-45 and 46-65 ages.
- ◆ Among the minimal negative comments, parents of pre-teen children were most critical of the services provided teenagers (8%-17%-11%) as well as young adults (7%-11%-7%). The only other time in which critical opinions reached near double-digits was the 9% of parents of both pre-teens and teenagers relative to services provided pre-teens (7%-9%-9%).
- ◆ In addition to the two 70% levels assigned by nonparents, the remaining grades were all in excess of 50%: 62% (senior citizens); 58% (pre-teens); 56% (young children), and 54% (teenagers). Comments among this group were impacted by high no opinion responses, as dissatisfaction for any of the six subsets failed to exceed the 7% set for service provided teenagers, young adults, and seniors.
- ◆ When the four subsets are compared, nonparents were most positive about services provided adults ages 46-65 (76%, to 44%-57%-68%) and over age 65 (62%, to 39%-47%-47%). They were less complimentary, in part because of high no opinion responses, on that provided the youth age groups of young children (56%, to 79%-85%-74%) and pre-teens (58%, to 59%-80%-68%). The subset least positive about the services provided

teenagers consisted of parents of young children (54%, to 46%-50%-74%). Also note that the groups most positive toward the three youth subsets were parents of pre-teens for both young children and pre-teens and parents of teenagers for teenagers.

- ◆ Nonparents offered higher satisfaction ratios for services provided children ages 6-12 (29.0:1, to 8.4:1-8.9:1-7.6:1) and 13-18 (7.7:1, to 5.8:1-2.9:1-6.7:1). Parents of pre-teens were most positive about services provided young children (17.0:1), when compared with both nonparents (14.0:1) and parents with children in other age groups (11.3:1-14.8:1). Nonparents were also most positive in their evaluation of services provided adults ages 46-65 (12.7:1, to 8.8:1-9.5:1-9.7:1).

GENERAL PARK, FACILITY, AND PROGRAM UTILIZATION

TABLE #5: OVERALL PARTICIPATION IN CITY RECREATIONAL FACILITIES OR ACTIVITIES

ACTIVITY	YES	NO	DON'T REMEM
Visited or used a municipal park or park facility	86%	14%	0%
Visited or used a municipal athletic field	37%	63%	1%
Participated in a youth athletic league	14%	86%	0%
Participated in an adult athletic league	8%	92%	0%
Participated in any class or program offered by the Eules Parks and Recreation Dept.	25%	75%	0%
Used a municipal hike and bike trail	61%	40%	0%
Utilized a municipal facility for a meeting	17%	83%	0%
Visited and used a municipal tennis court	14%	86%	0%
Visited a city park pavilion	54%	46%	0%
Visited a city playground	65%	35%	0%
Visited a city pool	31%	70%	0%

- ◆ **Visiting or using a municipal park or park facility (86%), visiting a city playground (65%), utilizing a hike and bike trail (61%), and visiting a city park pavilion (54%) were the most popular recreational facilities or activities utilized by area residents in the past 12 months. Other activities drew participation rates from approximately one in three or fewer.** Approximately one-third reported visiting or using a municipal athletic field (37%) or visiting a city pool (31%), while one in four acknowledged participating in any class or program offered by the Eules Parks and Recreation Department. The remaining four facilities or activities were utilized by fewer than one in five respondents: a municipal facility for a meeting (17%); participating in an adult athletic league and visiting or using

a municipal tennis court (both 14%), and participating in an adult athletic league (7%), the lowest rated item among the 11 tested.

TABLE #6: PARTICIPATION IN CITY RECREATIONAL FACILITIES OR ACTIVITIES BY SUBSECTOR

ACTIVITY	AREA I		AREA II		AREA III		AREA IV	
	YES	NO	YES	NO	YES	NO	YES	NO
Visited or used a municipal park or park facility	91%	9%	80%	19%	88%	12%	83%	17%
Visited or used a municipal athletic field	39%	61%	40%	60%	29%	68%	36%	64%
Participated in a youth athletic league	12%	88%	17%	83%	11%	88%	15%	85%
Participated in an adult athletic league	5%	95%	6%	94%	13%	86%	10%	90%
Participated in any class or program offered by the Eules Parks and Recreation Dept.	27%	73%	23%	77%	28%	72%	22%	76%
Used a municipal hike and bike trail	77%	23%	50%	50%	55%	45%	51%	49%
Utilized a municipal facility for a meeting	20%	80%	12%	88%	20%	80%	18%	82%
Visited and used a municipal tennis court	19%	81%	15%	85%	12%	88%	7%	93%
Visited a city park pavilion	64%	36%	44%	56%	63%	37%	40%	58%
Visited a city playground	65%	35%	56%	44%	76%	24%	65%	35%
Visited a city pool	27%	73%	25%	75%	42%	58%	33%	67%

- ♦ Majorities in all four subsectors acknowledged visiting or using a municipal park or park facility (83%-95%-92%-93%), utilizing a municipal hike and bike trail (77%-50%-55%-51%), and visiting a city playground (65%-56%-76%-65%). Utilization of a city park pavilion reached the 60 percentile in Areas I and III (64%-44%-63%-40%) but not elsewhere. Utilization of several facilities appeared to be impacted by geography, as participation rates were much higher in one part of the city than in the other subsectors. For example, utilization of a hike and bike trail was much more likely to have occurred in Area I (77%) than anywhere else (50%-55%-51%). And it has already been shown how much more popular a city park pavilion was in Areas I and III (64% and 63%) than in Areas II and IV (40% and 44%). Other variances were evident in terms of utilizing a municipal athletic field (40% in Area II, to 29% in Area III), a municipal tennis court (19% in Area I, to 7% in Area IV), a city playground (76% in Area III, to 56% in Area II), and a city pool (42% in Area III, to 25% in Area II). Note that visiting a city pool was much more popular in the southern part of the city than in the north.
- ♦ When facilities and activities were ranked by participation rates, variances of at least two positions were evident for participating in a youth athletic league (8th in Area II, to 11th in Area III), an adult athletic league (9th in Area III, to 11th in Areas I and II), using a municipal hike and bike trail (2nd in Area I, to 4th in Area II), utilizing a municipal facility for a meeting (8th in Areas I, III, and IV, to 10th in Area II), and visiting a city pool (5th in Area III, to 7th in Area I). Visiting a municipal park or park facility ranked first among



all geographic areas, while participating in an adult athletic league (Areas I and II), youth athletic league (Area III), and utilization of a municipal tennis court (Area IV) ranked last in the various subsectors.

- ♦ Residents in Area I assigned the highest percentages to the following facilities or activities: a municipal park or park facility, a hike and bike trail, a municipal tennis court, and a city park pavilion. Additionally, Area I residents, along with people in Area III voiced the highest usage rate for a municipal facility for a meeting. Participation in an adult athletic league and utilizing a city playground and pool also attained their highest ratings in Area III. The two remaining activities, a municipal athletic field and a youth athletic league, were assigned their highest frequency levels by individuals in Area II. Note that no facility or program received its highest rating from the Area IV subsector.

TABLE #7: PARTICIPATION IN CITY RECREATIONAL FACILITIES OR ACTIVITIES BY AGE OF RESPONDENT'S CHILDREN

ACTIVITY	NO CHILD		UNDER 6		AGE 6-12		AGE 13-18	
	YES	NO	YES	NO	YES	NO	YES	NO
Visited or used a municipal park or park facility	83%	17%	95%	5%	92%	8%	93%	7%
Visited or used a municipal athletic field	31%	69%	49%	49%	45%	54%	53%	47%
Participated in a youth athletic league	5%	95%	20%	78%	38%	61%	30%	70%
Participated in an adult athletic league	6%	94%	12%	86%	13%	86%	14%	86%
Participated in any class or program offered by the Eules Parks and Recreation Department	22%	78%	39%	61%	32%	67%	21%	77%
Used a municipal hike and bike trail	61%	39%	66%	34%	59%	41%	56%	44%
Utilized a municipal facility for a meeting	19%	81%	8%	92%	14%	86%	16%	84%
Visited and used a municipal tennis court	11%	89%	25%	75%	16%	84%	18%	82%
Visited a city park pavilion	50%	50%	63%	37%	59%	41%	63%	37%
Visited a city playground	52%	48%	93%	7%	87%	13%	84%	16%
Visited a city pool	20%	80%	47%	53%	62%	38%	47%	53%

- ♦ A majority of parents said they visited or used a municipal park or park facility (95%-92%-93%), used a municipal hike and bike trail (66%-59%-56%), a city park pavilion (63%-59%-63%), and a city playground (93%-87%-84%). Other majority activities were parents of pre-teens visiting a city pool (47%-62%-47%), and those with teenagers, a municipal athletic field (49%-45%-53%). A majority of nonparents visited or used a municipal park (83%), a municipal hike and bike trail (61%), a city playground (52%), and a city park pavilion (50%), although at lower rates than those of parents.
- ♦ There were several enormous differences in recreation participation based on respondents' parental status. For example, only 20% of households with



no children visited a city pool during the past year, compared with 47%-62%-47% of the parent subgroups. Other disparities included visiting a city playground (52%, to 93%-87%-84%), participating in youth athletic leagues (5%, to 20%-38%-30%), and utilizing a municipal athletic field (31%, to 49%-45%-53%). Variances among parents included participating in youth athletic leagues (38% of pre-teens, to 20% of young children), participating in a class or program (39% of young children, to 21% of teenagers), using a municipal hike and bike trail (66% of young children, to 56% of teenagers), and visiting a city pool (62% of pre-teens, to 47% of young children). Nonparents formed the subset most apt to utilize a municipal facility for a meeting.

- ◆ When participation among nonparents is compared to that of parental respondents, the variances were most significant relative to the following facilities or activities: visiting a city pool (20%, to 62% of pre-teens, +42), visiting a city playground (52%, to 93% of young children, +41), participating in a youth athletic league (5%, to 38% of pre-teens, +33), and visiting or using a municipal athletic field (31%, to 53% of teenagers, +33). Variances of between 10% and 19% focused on participating in any class or program offered by the parks and recreation department (22%, to 39% of young children, +17), visiting or using a municipal tennis court (11%, to 25% of young children, +14), visiting a city park pavilion (50%, to 63% of young children, -13), and visiting or using a municipal park or park facility (83%, to 95% of young children, +12).

ASSESSING VARIOUS CHARACTERISTICS OF PARKS AND RECREATION FACILITIES

TABLE #8: OVERALL ASSESSMENT RATING OF VARIOUS CHARACTERISTICS OF PARKS AND RECREATION FACILITIES

CHARACTERISTIC	EXCEL	GOOD	FAIR	POOR	NO OPINION	RATIO
The number of parks in the city	36%	51%	11%	2%	1%	6.7:1
Having parks conveniently located for people in all areas	31%	52%	12%	2%	3%	5.9:1
The overall quality of city parks	33%	57%	9%	0%	1%	10.0:1
The overall safety of city parks	27%	58%	11%	2%	3%	6.5:1
The maintenance of city parks	30%	56%	11%	1%	2%	7.2:1
The amount of public art in parks	5%	32%	24%	19%	20%	0.9:1
The variety of recreational facilities within parks	13%	52%	24%	6%	7%	2.2:1
The number of athletic fields in the city	15%	52%	17%	4%	13%	3.2:1
The overall quality of city athletic fields	14%	63%	10%	1%	13%	7.0:1
The maintenance of city athletic fields	16%	61%	8%	1%	14%	8.5:1
The number of pools in the city	5%	39%	30%	13%	14%	1.0:1
Having pools conveniently located for people in all areas	5%	41%	28%	12%	15%	1.2:1
The overall quality of city pools	8%	43%	17%	6%	27%	2.2:1
The overall safety of city pools	9%	50%	10%	2%	29%	4.9:1
The maintenance of city pools	8%	47%	14%	2%	29%	3.4:1
The overall quality of the senior center	8%	29%	9%	3%	52%	3.1:1
The variety of classes and programs offered by the Parks & Recreation Department	23%	50%	12%	2%	14%	5.2:1
The overall quality of Parks & Recreation classes and programs	17%	50%	12%	2%	20%	4.8:1
The amount of hike and bike trails in city	15%	47%	21%	6%	12%	2.3:1
Having hike and bike trails conveniently located for people in all areas	13%	44%	23%	9%	12%	1.8:1
The overall quality of hike and bike trails in the city	20%	54%	13%	3%	11%	4.6:1
The overall quality of playgrounds in city	14%	63%	10%	2%	11%	6.4:1
The number of city tennis courts	4%	30%	22%	6%	39%	1.2:1
The overall quality of city tennis courts	4%	35%	18%	3%	41%	1.9:1
The overall quality of the recreation center	19%	54%	11%	2%	15%	5.6:1
The variety of amenities at the recreation center	17%	50%	14%	2%	17%	4.2:1
The amount of accessible natural areas	13%	48%	22%	6%	11%	2.2:1

- ◆ The overall quality of parks (90%-9%, 10.0:1), the maintenance of city athletic fields (77%-9%, 8.5:1), maintenance of city parks (86%-12%, 7.2:1), quality of city athletic fields (77%-11%, 7.0:1), and number of parks in the city (87%-13%, 6.7:1) attained the highest ratios of positive (excellent/good) to negative (fair/poor) comments when residents were asked to evaluate a comprehensive list of Eules recreational characteristics. Of the 27 items tested, residents were also extremely positive about the overall safety of

parcs (85%-13%, 6.5:1), overall quality of playgrounds in the city (77%-12%, 6.4:1), having parks conveniently located for people in all areas (83%-14%), 5.9:1), overall quality of the recreation center (73%-13%, 5.6:1), and variety of classes and programs offered by the parks and recreation department (73%-14%, 5.2:1). Only one characteristic, the amount of public art in parks (37%-43%, 0.9:1) was rated more negatively than positively, although some were called into question because of similar positive to negative comments. Among those with split opinions were the number of pools in the city (44%-43%, 1.0:1), the number of city tennis courts (34%-28%, 1.2:1), and having pools conveniently located for people in all areas (46%-40%, 1.2:1). Note that out of the top ten characteristics, five addressed parks (quality, maintenance, number, safety, convenient location); two, athletic fields (maintenance and quality); and one each, playgrounds, quality of recreation center, and variety of classes and programs offered by the parks and recreation department. Conversely, of the bottom ten characteristics, three concerned pools (number, convenient location, and quality), two focused on trails (amount and convenient location), tennis courts (number and quality), or parks (public art and variety of recreational facilities), and one involved the amount of accessible natural areas. In addition, note that most of the top rated characteristics focused on quality and maintenance, while five of the lower rated characteristics focused on either amount or location, although the quality of city pools and tennis courts were also called into question.

- ◆ Several statements were impacted by high “no opinion” responses, indicating a lack of available information among respondents. Among those items were the overall quality of the senior center (52%) and the quality (41%) and number (39%) of tennis courts. Others which generated no opinion ratings of at least 20% were overall safety (29%), maintenance (29%), and safety (27%) of the city pool, amount of public art in parks (20%), and overall quality of parks and recreation classes and programs (20%). Not included in the above listing were the 13 characteristics that received no opinion comments from between 10% and 19%.
- ◆ Residents were most proud in their evaluations of parks in the city, specifically the number (36%), quality (33%), convenient location (31%), maintenance (30%), and safety (27%), as well as the variety of classes and programs (23%), quality of hike and bike trails (20%), and the quality of the recreation center (19%). However, nine items failed to attain double digit excellent marks. In fact, poor ratings were higher for amount of public art in parks (19%-5%), number (13%) and convenient location (12%-5%) of city pools, and the number of city tennis courts (6%-4%). Also failing to achieve double-digit excellent ratings were the overall quality (8%), safety (9%), and maintenance (8%) of city pools, as well as overall quality (4%) of city tennis

courts. While these items failed to impress survey participants, neither did they draw criticism, as poor ratings for the four were 6%, 2%, and 2% for pools and 3% for tennis courts.

- ◆ When the excellent ratings are ranked and compared to how the various items were prioritized in terms of their ratio, we note the evidence of constituencies whose assessment of a particular item was at a higher rate than the general public -- and vice versa. For example, the excellent ratings were higher for number (1st, to 5th) and convenient location (3rd, to 8th) of parks than when assessed by the community as a whole. Other variances focused on the amount of public art in parks (23rd, to 27th), number of athletic fields (12th, to 16th), variety of classes and programs (6th, to 10th), amount (13th, to 18th), convenient location (13th, to 23rd), and overall quality (7th, to 13th) of hike and bike trails, and variety of amenities at the recreation center (10th, to 14th). Note that many of the items in which the intensity ratings are higher addressed location of certain facilities, indicating the presence of a minority group more positive about these characteristics than the general populace. Conversely, reputation played a major role in how some characteristics tested, especially those without the same degree or constituency. For example, the overall quality of city athletic fields had a much higher reputation (4th) than intensity ranking (16th), with the same being true relative to its maintenance (2nd, to 11th). Others were overall safety (11th, to 19th) and maintenance (15th, to 21st) of city pools, quality of senior center (17th, to 22nd), and quality of playgrounds (7th, to 15th).

TABLE #9: ASSESSMENT OF VARIOUS CHARACTERISTICS OF PARKS AND RECREATION FACILITIES BY SUBSECTOR

CHARACTERISTIC	AREA I		AREA II		AREA III		AREA IV	
	EXCEL GOOD	FAIR POOR	EXCEL GOOD	FAIR POOR	EXCEL GOOD	FAIR POOR	EXCEL GOOD	FAIR POOR
The number of parks in the city	91%	9%	88%	12%	86%	12%	76%	24%
Having parks conveniently located for people in all areas	89%	6%	88%	10%	79%	18%	70%	29%
The overall quality of city parks	93%	7%	86%	11%	94%	5%	82%	16%
The overall safety of city parks	91%	7%	82%	13%	80%	18%	78%	20%
The maintenance of city parks	88%	12%	84%	13%	87%	11%	87%	12%
The amount of public art in parks	34%	44%	36%	47%	43%	43%	39%	39%
The variety of recreational facilities within parks	71%	24%	64%	28%	59%	37%	56%	33%
The number of athletic fields in the city	65%	18%	62%	27%	71%	21%	72%	16%
The overall quality of city athletic fields	75%	8%	71%	17%	84%	9%	81%	7%
The maintenance of city athletic fields	73%	8%	77%	9%	84%	9%	80%	8%
The number of pools in the city	39%	43%	43%	43%	52%	39%	43%	43%
Having pools conveniently located for people in all areas	40%	41%	50%	38%	56%	36%	39%	42%
The overall quality of city pools	40%	25%	53%	19%	66%	21%	48%	28%
The overall safety of city pools	49%	12%	59%	10%	73%	13%	63%	14%
The maintenance of city pools	46%	16%	54%	12%	73%	15%	57%	21%
The overall quality of the senior center	27%	14%	37%	13%	49%	6%	39%	14%
The variety of classes and programs offered by the Parks & Recreation Department	72%	14%	75%	12%	65%	18%	72%	14%
The overall quality of Parks & Recreation classes and programs	64%	12%	74%	12%	61%	19%	68%	12%
The amount of hike and bike trails in city	77%	19%	55%	28%	53%	36%	55%	29%
Having hike and bike trails conveniently located for people in all areas	69%	23%	59%	28%	46%	42%	37%	44%
The overall quality of hike and bike trails in the city	83%	12%	72%	17%	74%	16%	60%	21%
The overall quality of playgrounds in city	73%	13%	79%	12%	83%	8%	76%	14%
The number of city tennis courts	41%	25%	29%	26%	28%	35%	30%	32%
The overall quality of city tennis courts	45%	18%	34%	20%	37%	21%	34%	24%
The overall quality of the recreation center	73%	8%	75%	14%	78%	13%	68%	14%
The variety of amenities at the recreation center	67%	11%	66%	20%	70%	19%	65%	14%
The amount of accessible natural areas	64%	22%	66%	27%	56%	36%	48%	35%

- ◆ Only two items, the overall quality (93%-86%-94%-82%) and the maintenance (88%-84%-87%-87%) of city parks were assessed positively by four of every five residents in all four quadrants. Two additional items were rated positively by at least 80% in three of four subsectors: the number of city parks (91%-88%-86%-76%) and their overall safety (91%-82%-80%-78%). Other 80% or better ratings were assigned by people in Area I for the quality of hike and bike trails, Areas I and II relative to having parks conveniently located (89% and 88%), and in Areas III and IV for the overall quality (84% and 81%) and maintenance (84% and 80%) of city athletic fields.



- ◆ When reviewing park characteristics, note that Area IV was much less positive, with the exception of one variable. For example, when comparing their attitudes with those in Area I, there was a significant difference of opinion when it came to commenting on their number (76%, to 91%) and convenient location (70%, to 89%). For these two items, Area II was near the top in their evaluations (both 88%), while in Area III, number was treated more positively (86%) than location (79%). In terms of quality, Areas III and I were first and second in terms of advocacy (94% and 93%). That compared with an 86% in Area II, but only an 82% in Area IV, a decline of more than ten percent. Interestingly, while residents in Area IV were less positive about number, location, and quality, they were as positive as the others when it came to the maintenance (88%-84%-87%-87%). Areas III and IV were evenly divided when it came to discussing the amount of public art (43%-43% and 39%-39%), whereas, Areas I (34%-44%) and II (36%-47%) were clearly more displeased. The remaining characteristic, the variety of recreational facilities, was far more likely to be commented upon positively in Area I (71%) than in Area IV (56%), with levels of 64% and 59% elsewhere. Note that with the exception of public art, Area I was most complimentary in its evaluation, with Area IV being the most critical. However, even in Area IV, the primary items (number, location, quality, safety, and maintenance) scored no lower than a 70% positive mark.

- ◆ Athletic fields were held in higher regard in the southern portion of the city, namely Areas III and IV. This was true relative to their number (71% and 72%, to 65% and 62%), quality (84% and 81%, to 75% and 71%), and maintenance (84% and 80%, to 73% and 77%). There were also ten point variances in terms of negative ratings relative to the number (27% in Area II, to 16% in Area IV) and quality (17% in Area II, to 7% in Area IV) of athletic fields. And pools were graded more positively in Area III, specifically number (52%, to 39% in Area I), location (56%, to 39% in Area IV), quality (66%, to 40% in Area I), safety (73%, to 49% in Area I), and maintenance (73%, to 49% in Area I). Part of the reason for the disparity in percentages were higher no opinion ratings, especially in Area I. For example, while comments on the overall quality of pools varied 26%, the difference in levels for fair and poor ratings was only 9% (28% in Area IV, to 19% in Area II). The same trend was evident relative to safety, as positive comments varied 24%, compared to a difference of four percent (14% in Area IV, to 10% in Area II) for negative comments.

- ◆ Eleven other characteristics showed varying degrees of quality ratings. Those were overall quality of the senior center (49% in Area III, to 27% in Area I), variety of classes and programs offered by the parks and recreation department (75% in Area II, to 65% in Area III), overall quality of

parks and recreation classes and programs (74% in Area II, to 61% in Area III), amount of hike and bike trails (77% in Area I, to 53% in Area III), having hike and bike trails conveniently located (69% in Area I, to 37% in Area IV), quality of hike and bike trails (83% in Area I, to 60% in Area IV), quality of playgrounds (83% in Area III, to 73% in Area I), number of city tennis courts (41% in Area I, to 28% in Area III), quality of city tennis courts (45% in Area I, to 34% in Areas II and IV), quality of the recreation center (78% in Area III, to 68% in Area IV), and amount of accessible natural areas (66% in Area II, to 48% in Area IV).

- ◆ When the items were ranked by good and excellent ratings in the various subsectors, we note several characteristics prioritized differently throughout the city. For example, number of parks graded out higher in Area II (1st, to 6th in Areas IV), as did having parks conveniently located (2nd, to 10th in Area IV). Among the other park items, safety ranked higher in Area I (3rd, to 7th in Area III), maintenance in Area IV (1st, to 5th in Area I), and variety of recreational facilities, in Area I (13th, to 18th in Area III). Athletic fields graded out higher in Area IV, namely number (8th, to 16th in Areas I and II), quality (3rd, to 12th in Area II), and maintenance (4th, to 9th in Area I). City pools were ranked higher in Area III, as residents there assigned a better assessment ranking to quality (15th, to 24th in Area I), safety (11th, to 19th in Area I), and maintenance (12th, to 20th in Areas I and II). The two classes and programs items, variety (8th, to 16th in Area III) and quality (10th, to 17th in Areas I and III) were both higher rated in Area II. In general, the further south the sample, the less positive residents were about the various trail characteristics. That included amount (7th-19th-21st-18th), convenient location (14th-18th-24th-25th), and overall quality (6th-11th-10th-15th). Both tennis court characteristics, number (22nd, to 27th elsewhere) and quality (21st, to 26th elsewhere) graded out higher in Area I. The remaining item, amount of accessible natural areas, was ranked highest in Area II (14th, to 20th in Areas III and IV).
- ◆ More critical comments on these characteristics came from survey participants in Area IV. For example, they were most negative in their evaluation of number, location, quality, and safety of parks. They also assigned the highest fair or poor grades to the pool characteristics, as well as hike and bike trail items. It was individuals in Area III who were least positive in their evaluations of athletic fields and the recreation center.

TABLE #10: ASSESSMENT OF VARIOUS CHARACTERISTICS OF PARKS AND RECREATION FACILITIES BY AGE OF RESPONDENT'S CHILDREN

CHARACTERISTIC	NO CHILD		UNDER 6		AGE 6-12		AGE 13-18	
	EXCEL GOOD	FAIR POOR	EXCEL GOOD	FAIR POOR	EXCEL GOOD	FAIR POOR	EXCEL GOOD	FAIR POOR
The number of parks in the city	87%	13%	84%	15%	81%	8%	81%	19%
Having parks conveniently located for people in all areas	83%	14%	86%	12%	82%	17%	84%	14%
The overall quality of city parks	90%	8%	92%	8%	82%	18%	89%	11%
The overall safety of city parks	85%	11%	83%	11%	80%	18%	84%	14%
The maintenance of city parks	88%	10%	87%	12%	79%	21%	81%	20%
The amount of public art in parks	38%	42%	33%	47%	35%	51%	33%	47%
The variety of recreational facilities within parks	65%	27%	68%	28%	56%	42%	65%	34%
The number of athletic fields in the city	67%	17%	75%	17%	66%	32%	66%	31%
The overall quality of city athletic fields	74%	9%	79%	12%	82%	14%	88%	9%
The maintenance of city athletic fields	77%	6%	81%	10%	76%	18%	81%	12%
The number of pools in the city	40%	39%	51%	46%	52%	47%	54%	43%
Having pools conveniently located for people in all areas	41%	39%	59%	37%	49%	47%	58%	35%
The overall quality of city pools	48%	15%	59%	27%	61%	30%	53%	33%
The overall safety of city pools	53%	10%	68%	16%	73%	14%	72%	14%
The maintenance of city pools	51%	14%	66%	20%	70%	21%	68%	18%
The overall quality of the senior center	41%	14%	27%	4%	22%	12%	31%	7%
The variety of classes and programs offered by the Parks & Recreation Department	72%	12%	74%	13%	66%	21%	72%	18%
The overall quality of Parks & Recreation classes and programs	67%	11%	66%	13%	66%	20%	69%	16%
The amount of hike and bike trails in city	62%	23%	73%	23%	57%	37%	55%	32%
Having hike and bike trails conveniently located for people in all areas	56%	30%	63%	32%	57%	38%	57%	33%
The overall quality of hike and bike trails in the city	73%	14%	79%	17%	74%	17%	72%	14%
The overall quality of playgrounds in city	74%	8%	84%	16%	79%	21%	80%	20%
The number of city tennis courts	31%	26%	46%	29%	34%	44%	39%	33%
The overall quality of city tennis courts	34%	19%	55%	24%	44%	27%	55%	16%
The overall quality of the recreation center	73%	8%	73%	21%	67%	29%	86%	11%
The variety of amenities at the recreation center	68%	11%	68%	22%	58%	35%	75%	16%
The amount of accessible natural areas	63%	25%	57%	36%	56%	40%	55%	37%

- ◆ Eighty percent of the three parental subsets were positive about the number (84%-81%-81%), convenient location (86%-82%-84%), quality (92%-82%-89%), and safety (83%-80%-84%) of city parks. And with the exception of parents of pre-teens, respondents with children were at least 80% positive about the maintenance of city parks (87%-79%-81%) and athletic fields (81%-76%-81%), and the quality of playgrounds (84%-79%-80%). Parents of pre-teens and teenagers were 80% complimentary of the overall quality of athletic fields (79%-82%-88%), while those with teenage children were most positive about the quality of the

recreation center (73%-67%-86%). Comparatively, four of five nonparents were positive about five of the seven park characteristics: quality (90%); maintenance (88%), number (87%), safety (85%), and convenient location (83%).

- ◆ In most instances, quality ratings did not improve or decline based on the age of one's children. In fact, for numerous characteristics, levels fluctuated. The only instances in which quality gradually improved based on the age of one's children were for the overall quality of athletic fields (79%-82%-88%) and the number of pools in the city (51%-52%-54%), although the variance in both instances was not significant. Age had an inverse effect relative to the amount of hike and bike trails (73%-57%-55%), as well as their overall quality (79%-74%-72%), as ratings declined as children aged. Several other aspects did not show gradual improvement or decline based on the age of one's children, but did vary significantly. Those included overall quality of parks (92% of young children, to 82% of pre-teens), variety of recreational facilities (68% of young children, to 56% of pre-teens), having pools conveniently located (59% of young children, to 49% of pre-teens), number of city tennis courts (46% of young children, to 34% of pre-teens), quality of tennis courts (55% of parents of young children and teenagers, to 44% of pre-teens), quality of recreation center (86% of teenagers, to 67% of pre-teens), and amenities at recreation center (75% of teenagers, to 58% of pre-teens).
- ◆ Parents of children under 6 were most likely to give excellent/good ratings, reporting the highest percentages on 13 of the 27 items presented: the number and overall quality of parks, as well as the variety of recreational facilities within parks; the number and maintenance of athletic fields; having pools conveniently located; the variety of classes and programs offered; the amount of hike and bike trails; having them conveniently located, and their overall quality; the overall quality of playgrounds in the city; and the number of city tennis courts. Parents of teenagers reported the highest positive ratings for the overall quality and maintenance of athletic fields; the number of pools; the overall quality of classes and programs; the overall quality of tennis courts; and overall quality and variety of amenities at the recreation center. Nonparents reported the highest positive responses for the number, overall safety, and maintenance of parks; the amount of public art in parks; the overall quality of the senior center; and the amount of accessible natural areas.
- ◆ Overall, parents of children ages 6-12 were the most negative about recreational characteristics, reporting the highest "fair/poor" responses on 23 of the 27 items presented. In fact, the only items for which this group did

not report the highest negative ratings were the number of parks in the city; the overall quality and safety of city pools; and the overall quality of the senior center.

- ◆ When it came to evaluating the various characteristics of parks, nonparents were as positive as, if not more so, than parents on several occasions. This was true relative to number (87%, to 84%-81%-81%), safety (85%, to 83%-80%-84%), and maintenance (88%, to 87%-79%-81%), and to a lesser extent, the amount of public art (38%, to 33%-35%-33%). This same trend was evident in terms of the senior center (41%, to 27%-22%-31%) and amount of accessible natural areas (63%, to 57%-56%-55%). Characteristic grading varied most when comparing nonparents and parents in terms of the overall quality of tennis courts (34%, to 55% of young children and teenagers, -21), safety of city pools (53%, to 73% of pre-teens, -20), maintenance of pools (51%, to 70% of pre-teens, -19), pools conveniently located (41%, to 59% of young children, -18), and number of tennis courts (31%, to 46% of young children, -15). Six others varied by rates of between 10% and 14%.

VALUE RATING FOR SERVICES PROVIDED VERSUS MONEY PAID

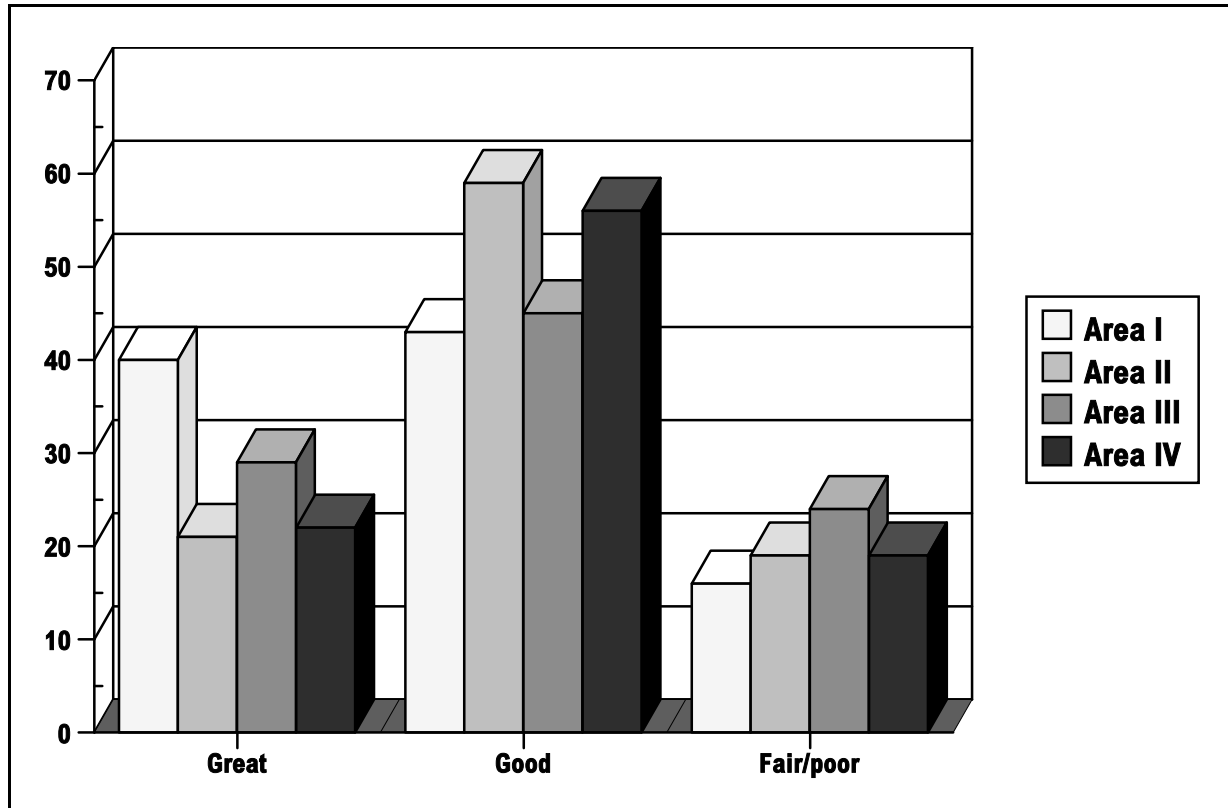


Figure 3: Value Rating Of Services Provided By Fees Paid By Subsector

- ◆ Nearly four of five residents sampled (79%) rated the money paid versus the services provided by the Parks and Recreation Department a “great” (29%) or “good” (50%) value, compared to less than one in five who rated the trade-off either a “fair” (17%) or “poor” (2%) value. Two percent had no opinion on the question, with the findings equal to a quality ratio of better than four to one (4.2:1).
- ◆ “Great” value ratings were nearly double in Area I (40%) compared to elsewhere in the city (21%-29%-22%). Overall positive ratings were highest north of Hwy 183 (83% and 80% in Areas I and II), although not significantly (74% in Area III and 78% in Area IV) than the areas south of the freeway. The ratios in the various subsectors were 5.2:1 (83%-16%) in Area I, followed by 4.2:1 (80%-19%) in Area II, 4.1:1 (78%-19%) in Area IV, and 3.1:1 (74%-24%) in Area III, the region least pleased with the trade-off.

- ◆ Male and female respondents reported similar positive value ratings – 77% of males and 81% of females. And there was only minimal difference in terms of great value ratings (31%-27%). Those who are satisfied with the quality of parks and recreation were significantly more likely to assign a great rating (53%-16%-0%) as well as being more positive about the trade-off overall (93%-75%-18%). Only the 4% dissatisfied were more negative (7%-22%-76%). Similarly, those who said parks and recreation quality has improved were more likely to assign the higher value rating (87%) than if improvement was the same (69%), or had declined (38%). The same trend was evident in terms of great value ratings (37%-16%-13%).

- ◆ Great value ratings were higher among people who visited city parks (31%-20%) and hike and bike trails (38%-16%) when compared with nonusers. Interestingly, the variance was narrower among people who participated in parks and recreation classes (33%-28%) or youth athletic leagues (30%-29%). Finally, users of city pools were less likely to assign a “great” value rating than people who did not visit them (22%-32%). Positive value ratings showed the greatest variance among those who participated in parks and recreation classes (90%-76%) or utilized a hike and bike trail (84%-72%). The difference in ratings was more narrow between users and nonusers relative to visiting city parks (80%-73%), utilizing city pools (83%-77%), or participating in youth athletic leagues (78%-79%). There was also not a lot of differences of opinion when this question is compared with how agreeable or disagreeable people were to the statement about willingness to pay to see quality of parks upgraded. Only six percent separated the two subsets in terms of great value ratings (31%-25%) and only seven percent for overall positive value ratings (82%-75%).

- ◆ When compared with tenure in the community, intensity ratings were higher among those who had lived in the city longer (25%-34%-31%), although overall positive levels (78%-82%-80%) showed that length of residence did not influence trade-off grades. Relative to the age of respondent tabulations, great ratings were highest among those older (25%-29%-30%), although the same trend was not evident when comparing the overall positive responses (84%-76%-82%). Nonparents were more apt to grade the value great (33%, to 24%-18%-26%), especially when compared with parents of pre-teens. Overall perceptions, however, appeared to decline as children aged (82%-73%-75%), with nonparents falling within those ranges (79%).

LEVEL OF AGREEMENT WITH RECREATION-RELATED STATEMENTS

TABLE #11: OVERALL AGREEMENT WITH RECREATION-RELATED STATEMENTS

STATEMENT	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	NO OPINION	RATIO
I'm satisfied with the recreational facilities in Eules	17%	69%	11%	1%	2%	7.2:1
I am willing to pay additional city taxes to see the quality of parks upgraded	6%	59%	24%	6%	5%	2.2:1
The existing park system is adequate	5%	58%	35%	2%	2%	1.7:1
The city should improve existing parks and not develop any new ones	5%	40%	48%	2%	6%	0.9:1
I have adequate avenues to voice my concerns about recreation in Eules	8%	73%	11%	1%	8%	6.8:1
I am satisfied with the current landscaping in city medians and intersections	5%	67%	26%	1%	2%	2.7:1
Natural areas are important and should be preserved where it is available	26%	70%	2%	1%	2%	32.0:1
I am satisfied with the current landscaping in city parks	5%	76%	16%	1%	2%	4.8:1
I am satisfied with the programs offered by the recreation department	7%	73%	12%	1%	7%	6.2:1

- ♦ **"Natural areas are important and should be preserved where it is available" (96%-3%, 32.0:1); "I'm satisfied with the recreational facilities in Eules," (86%-12%, 7.2:1); " I have adequate avenues to voice my concerns about recreation in Eules," (81%-12%, 6.8:1); and "I am satisfied with the programs offered by the recreation department (80%-13%, 6.2:1) were the most positive recreation-related statements, in terms of their ratios of agreement to disagreement. Of the nine items tested, those assessed least positively were, "the city should improve existing parks and not develop any new ones," (45%-50%, 0.9:1); "the existing park system is adequate," (63%-37%, 1.7:1); and "I am willing to pay additional city taxes to see the quality of parks upgraded" (65%-30%, 2.2:1). The two other statements attained ratios of 4.8:1 (81%-17% for "I am satisfied with the current landscaping in city parks") and 2.7:1 (72%-27% for "I strongly agreed that natural areas are important and should be preserved where available").**
- ♦ Survey participants were blasé about the various statements. In fact, just two statements attained an intensity rating greater than 10%, those being the belief that natural areas are important and should be preserved (26%) and being satisfied with the recreational facilities in the city (17%). Conversely, the remaining statements generated strong agreement ratings of 8% (adequate avenues to voice opinions), 7% (satisfied with programs), 6% (willing to pay additional taxes), and 5% (existing system is adequate,

improve existing parks and not any new ones, satisfied with current landscaping, and satisfied with landscaping in parks).

- ◆ When the intensity ratings are ranked and compared with the ratios, the top items fared similarly, as the sentiments graded first in both areas were natural areas are important and should be preserved, being satisfied with recreational facilities in Eules, having adequate avenues to voice concerns about recreation, and satisfied with programs offered by the department. Only those with the lowest intensity ratings varied differently, as for example, being satisfied with the current landscaping graded 5th in terms of the consensus (ratio) ratings but was between 6th and 9th position relative to intensity. The same was true for the statement scoring a ratio ranking of 6th (satisfied with current landscaping in city medians and intersections), 7th (I am willing to pay additional city taxes to see quality of parks upgraded), 8th (existing park system is adequate), and 9th (city should improve existing parks and not develop any new ones).

TABLE #12: AGREEMENT WITH RECREATION-RELATED STATEMENTS BY SUBSECTOR

STATEMENT	AREA I		AREA II		AREA III		AREA IV	
	AGREE	DIS AGREE	AGREE	DIS AGREE	AGREE	DIS AGREE	AGREE	DIS AGREE
I'm satisfied with the recreational facilities in Eules	90%	8%	88%	11%	80%	18%	82%	16%
I am willing to pay additional city taxes to see the quality of parks upgraded	71%	23%	62%	33%	59%	33%	66%	34%
The existing park system is adequate	66%	32%	57%	42%	60%	40%	67%	32%
The city should improve existing parks and not develop any new ones	47%	44%	46%	49%	37%	62%	47%	45%
I have adequate avenues to voice my concerns about recreation in Eules	81%	10%	84%	7%	76%	18%	79%	14%
I am satisfied with the current landscaping in city medians and intersections	72%	26%	75%	24%	71%	26%	64%	36%
Natural areas are important and should be preserved where it is available	98%	0%	95%	3%	94%	4%	96%	4%
I am satisfied with the current landscaping in city parks	85%	14%	80%	17%	79%	20%	81%	19%
I am satisfied with the programs offered by the recreation department	80%	8%	81%	12%	78%	18%	80%	17%

- ◆ No less than 94% of residents citywide agreed that natural areas are important and should be preserved (98%-95%-94%-96%) and at least 80% affirmed their satisfaction with the recreational facilities in Eules (90%-88%-80%-82%). In addition, at least 76% affirmed their conviction that they have adequate avenues to voice their concerns about recreation in Eules (81%-84%-76%-79%) and were satisfied with the programs offered by the recreation department (80%-81%-78%-80%). And at the bottom of each



area's list was that the city should improve existing parks and not develop any new ones (47%-46%-37%-47%).

- ◆ After the top two items, priorities varied somewhat. For example, the third ranked item in Area II was having adequate avenues to voice concerns about recreation (81%), compared to being satisfied with the current landscaping in city parks everywhere else (85%-79%-81%). The 4th rated statement also varied. In Area I, it was having adequate avenues to voice concerns (81%), compared with being satisfied with programs offered by the recreation department in the remainder of the city (81%-78%-80%). The fifth ranked statement varied more than others, as it was satisfaction with programs in Area I, satisfied with current landscaping in city parks in Area II, and having adequate avenues to voice concerns about recreation in Areas III and IV. And as previously noted, just one statement generated less than majority agreement, and that was about the city improving existing parks and not developing new ones (47%-46%-37%-47%), although only in Areas II and III was agreement lower than disagreement (47%-46%-37%-47%).
- ◆ Five statements generated higher agreement in certain parts of the city than others. Those were being satisfied with recreational facilities (90% in Area I, to 80% in Area III), being willing to pay additional city taxes to see quality upgraded (71% in Area I, to 59% in Area III), existing park system is adequate (67% in Area IV, to 57% in Area II), city should improve existing parks and not develop new ones (47% in Areas I and IV, to 37% in Area III), and being satisfied with current landscaping in city medians and intersections (75% in Area II, to 64% in Area IV).
- ◆ Residents in Area I expressed the highest agreement ratings in terms of being satisfied with recreation facilities in the city, as well as being willing to pay additional city taxes to see quality of parks upgraded, natural areas are important and should be preserved, and being satisfied with current landscaping in city parks. In addition, Area II was most agreeable with having adequate avenues to voice concerns about recreation, being satisfied with the current landscaping in city medians and intersections, and with programs offered by the recreation department. The remaining statement, that the existing park system is adequate, was graded higher in Area IV than anywhere else. The item about improving existing parks and not developing any new ones scored identical percentages in Area I, which has already been noted, as well as in Area IV. Note that no statement achieved its highest agreement mark from respondents in Area III.

TABLE #13: AGREEMENT WITH RECREATION-RELATED STATEMENTS BY AGE OF RESPONDENT'S CHILDREN

STATEMENT	NO CHILD		UNDER 6		AGE 6-12		AGE 13-18	
	AGREE	DIS AGREE	AGREE	DIS AGREE	AGREE	DIS AGREE	AGREE	DIS AGREE
I'm satisfied with the recreational facilities in Eules	86%	12%	90%	10%	82%	18%	81%	18%
I am willing to pay additional city taxes to see the quality of parks upgraded	63%	32%	66%	28%	74%	24%	74%	21%
The existing park system is adequate	62%	37%	79%	21%	57%	42%	63%	35%
The city should improve existing parks and not develop any new ones	45%	49%	45%	52%	41%	54%	52%	41%
I have adequate avenues to voice my concerns about recreation in Eules	82%	11%	78%	14%	74%	14%	81%	14%
I am satisfied with the current landscaping in city medians and intersections	73%	26%	79%	20%	70%	31%	63%	37%
Natural areas are important and should be preserved where it is available	96%	3%	99%	2%	97%	2%	98%	2%
I am satisfied with the current landscaping in city parks	82%	16%	87%	14%	78%	21%	83%	18%
I am satisfied with the programs offered by the recreation department	81%	11%	78%	16%	85%	6%	82%	14%

- ◆ In several instances, parents and nonparents generated similar levels of agreement. For example, 90% agreed that natural areas are important and should be preserved (99%-97%-98%, to 96%), 80% that they were satisfied with recreational facilities in the city (90%-82%-81%, to 86%), 70% that they have adequate avenues to voice concerns about recreation in Eules (78%-74%-81%, to 82%), satisfied with current landscaping in city parks (87%-78%-83%, to 82%), and satisfied with the programs offered by the recreation department (78%-85%-82%, to 81%), and 60% that they were willing to pay additional city taxes to see quality of parks upgraded (66%-74%-74%, to 63%) and satisfied with current landscaping in city medians and intersections (79%-70%-63%, to 73%). The only statement that generated higher agreement from nonparents was having adequate avenues to voice concerns about recreation (82%, to 78%-74%-81%).
- ◆ Nonparents were often in agreement with parents. Variances in opinion were evident relative to the statements about being willing to pay additional taxes to see quality upgraded (74% of parents of pre-teens and teenagers, to 63% of nonparents), existing park system is adequate (79% of parents of young children, to 57% of parents of pre-teens), city should improve existing parks and not develop any new ones (52% of parents of teenagers, to 41% of parents of pre-teens), and being satisfied with current landscaping in city medians and intersections (79% of parents of young children, to 63% of parents of teenagers).

- ◆ Several statements showed declining interest based on the age of one's children. Those included being satisfied with recreational facilities (90%-82%-81%) and with current landscaping in city medians and intersections (79%-70%-63%). Nonparents assigned rates of 86% and 73% to these two items, falling between the levels established by parents.

FREQUENCY OF VISITING PARKS AND RECREATION DEPARTMENT WEB PAGE ON THE CITY'S WEB SITE

- ◆ **Approximately one out of five residents (6%) said they had visited the Parks and Recreation Department web page on the city's web site either daily (1%) or weekly (5%). Monthly visitation totaled 21%, meaning that better than one of every four (1%+5%+21%) residents sampled visited the department web page on a monthly or more frequent basis. In total, 73% said they rarely or never visited the web site.** In terms of monthly or more frequent visitation, Area II had the highest rate of visitation, at 32%, compared to 27% in Area I, 23% in Area IV, and 21% in Area III. Not surprisingly, rarely or never ratings were higher in Area III than anywhere else in the city (72%-67%-79%-75%). Men were more frequent visitors to the web site (29%-25%), while women were more likely to rarely or never visit the page (75%-70%). There was a slight correlation between monthly or more frequent web site access and dissatisfaction with parks and recreation quality (26%-27%-30%), but no statistical significance. However, people who believed that parks and recreation had improved were more frequent visitors (28%) than if the rating was neutral (24%) or declined (25%).
- ◆ Residents who utilized the various facilities or programs were more likely to access the parks and recreation department web site than nonusers. This was especially true of people who participated in youth athletic leagues (42%-25%), had been involved in a parks and recreation class (39%-22%), or utilized city pools (37%-23%). Others who visited the web site more frequently were city park visitors (29%-17%), as well as hike and bike trail utilizers (28%-25%). Conversely, people who failed to utilize city recreation facilities or programs also made less use of the web site. The highest percentages of rarely or never came from individuals who didn't use parks (82%), city pools (77%), participate in classes or programs (76%), or a youth athletic league (75%). Respondents who agreed with the statement about being willing to pay to see quality of parks upgraded were more likely to access the web site monthly or more frequently (32%-19%), including more weekly or daily visitation (8%-3%). People who disputed the statement about willingness to pay more taxes voiced higher rarely or never ratings (81%-67%).

- ◆ People who had lived in Eules the longest period of time formed the residency subset least likely to visit the department's web page (30%-24%-25%), although the decline in levels was minimal. And not surprisingly, the age tabulations showed people over the age of 55 least likely to visit the web page (32%-34%-17%), especially compared to younger survey participants. Also, parents (39%-43%-21%, to 21%) of younger and pre-teen children represented the subsets most likely to visit the web page with frequency. Both parents of teens and nonparents were much less likely to access the web page. Finally, how respondents assigned value to the trade-off of services provided versus fees paid had little impact in terms of visiting the web site, as percentages were fairly similar whether one was positive or negative in their value rating (25%-30%-27%).

SECTION TWO: Parks And Recreation: Assessing Future Needs

RECREATION FACILITY LACKING IN RESPONDENT PART OF TOWN

**TABLE #15: RECREATIONAL FACILITY THAT CITY IS LACKING BY
SUBSECTOR, GENDER, AND AGE OF RESPONDENT'S CHILDREN**

FACILITY	OVER ALL	SUBSECTOR				GENDER		AGE OF RESPONDENT'S CHILDREN			
		AREA I	AREA II	AREA III	AREA IV	MALE	FEMALE	NO CHILD	0-6 YRS	6-12 YRS	13-18 YRS
Recreation center/teen center/gym	17%	16%	18%	19%	13%	20%	13%	9%	19%	31%	21%
Multi-use trails	15%	14%	12%	19%	16%	14%	16%	18%	3%	10%	18%
Indoor pool	9%	10%	10%	6%	10%	4%	14%	12%	13%	4%	3%
Pools/outdoor or non-specific pools	9%	14%	8%	0%	10%	13%	5%	14%	6%	4%	0%
Dog park - skate park	8%	7%	10%	8%	3%	6%	9%	9%	3%	8%	9%
Water park / spray water park	7%	6%	6%	8%	10%	3%	11%	5%	6%	10%	15%
Basketball/volleyball courts	5%	7%	4%	6%	3%	5%	5%	4%	13%	0%	9%
Parks	5%	1%	2%	14%	10%	9%	2%	5%	6%	6%	6%
Playgrounds	5%	3%	10%	3%	3%	4%	5%	2%	13%	10%	6%
Senior center	4%	6%	2%	3%	6%	4%	4%	8%	0%	0%	0%
Miscellaneous	4%	4%	6%	3%	0%	3%	4%	3%	6%	4%	6%
Restrooms - lighting	3%	1%	2%	6%	6%	4%	2%	3%	3%	6%	0%
Athletic fields	3%	3%	6%	0%	6%	4%	1%	4%	0%	2%	3%
Skateboard / skating / ice hockey	8%	7%	10%	8%	3%	6%	9%	9%	3%	8%	9%
Tennis courts	2%	0%	2%	0%	10%	2%	2%	2%	3%	4%	3%
Fishing ponds	2%	1%	0%	6%	0%	2%	1%	2%	3%	2%	0%
Golf/disc golf	2%	4%	0%	0%	0%	1%	2%	2%	0%	0%	3%

- ◆ **Recreation center/teen center/gym (17%), multi-use trails (15%), and pools, either indoor pool or outdoor/non-specific types (both 9%) were most frequently mentioned by survey participants as recreational facilities the city is lacking in the respondent's part of town. Only 185 of 400 possible respondents (46%) were able to offer a response, indicating a lack of an overriding facility need, as over half of the sample could not think of a recreational need. Other responses generated from this open-ended**



query were dog park/skate parks (8%), water park/aquatic facilities (7%), and basketball/volleyball courts, parks, and playgrounds (each 5%). Six other responses were mentioned by four percent or less of the sample group, with the least frequent suggestions being athletic fields, tennis courts, fishing ponds, and golf/disc golf (each 2%).

- ◆ The further south the subsector, the fewer people who offered a suggestion of a facility lacking (69-49-36-31), numbers that limit the statistical reliability of the findings. A recreation center/teen center was the most popular facility noted as lacking in Areas I and II (16% and 18%), but not in Area IV, where it ranked second behind multi-use trails (16%-13%). In Area III, recreation center/teen center and multi-use trails scored identical rates of 19%. Other popular needs recognized by residents were multi-use trails and pools/outdoor or non-specific (both 14%), and an indoor pool (10%) in Area I, multi-use trails (12%) and indoor pool, dog park/skate park, and playgrounds (each 10%) in Area II, parks (14%) in Area III, and any one of three aquatic options, the indoor pool, pools/outdoor or non-specific, or water park, as well as parks and tennis courts (each 10%) in Area IV. Some responses in which percentages varied included pools/outdoor or non-specific (14% in Area I, to 0% in Area III), parks (14% in Area III, to 1% in Area I), and tennis courts (10% in Area IV, to 0% in Areas I and III).
- ◆ Men were more likely to say that their part of the city was lacking a recreation center/teen center (20%-13%), pools/outdoor or non-specific (13%-5%), and parks (9%-2%), compared with women, who more frequently listed an indoor pool (14%-2%) and water park/aquatic features (11%-3%). Both groups were similarly aware of the need for multi-use trails (14%-16%). Those most satisfied with parks and recreation quality focused on the city needing aquatics -- the indoor pool (19%-5%-0%), and to a lesser extent, the pool/outdoor or non-specific (10%-10%-0%), and water park/aquatic facility (10%-7%-0%). Comparatively, those more negative focused on facilities such as a recreation center/teen center (13%-18%-31%), dog park/skate park (3%-8%-23%), and playgrounds (3%-5%-15%). There was little difference in terms of need when comparing improved and same park improvement ratings. That observation was true relative to the recreation center/teen center (14%-18%), multi-use trails (15%-18%), indoor pool (11%-7%), and pools/outdoor/non-specific (9%-8%). Only three respondents graded parks and recreation as having declined, and their three individual needs were a recreation center/teen center, basketball/volleyball courts, and playgrounds.
- ◆ A recreation center/teen center/gym was the prime choice of respondents who had visited city parks (17%), slightly more important than multi-use trails

(14%) or pools/outdoor or non-specific (10%). Comparatively, those who had not visited a park focused on multi-use trails (27%) over the recreation center/teen center (13%). Park and recreation class participants, more so than non participants, felt what the city lacked was a recreation center/teen center (20%-15%), an indoor pool (18%-3%), or pools/outdoor or non-specific (13%-8%). Conversely, multi-use trails (18%-7%) and a dog park/skate park (9%-4%) were more often cited by those who did not participate in programming. Whether or not a resident utilized a hike and bike trail, he or she saw a similar need for a recreation center/teen center (18%-15%), multi-use trails (14%-16%), or an indoor pool (10%-7%). Where opinions differentiated was users most often seeing a need for pools/outdoor or non-specific (14%-1%), compared to non trail users wanting a water park/aquatic facilities (10%-5%). Pool utilizers were not as interested in multi-use trails (10%-18%) when compared with nonutilizers. However, they were more inclined to say a water park/aquatic facility (10%-6%) was what the city was lacking. Both subgroups similarly mentioned recreation center/teen center (18%-16%), indoor pool (7%-10%), and pools/outdoor or non-specific (8%-10%). Youth athletic league participants more often listed recreation center/teen center (22%-16%) and a water park/aquatic facilities (15%-6%) as lacking; nonutilizers, multi-use trails (16%-7%) and pools/outdoor or non-specific (11%-0%). There was very little difference in terms of facilities judged lacking when compared with the statement about being willing to pay to see quality of parks upgraded. Whether one agree or disagreed with this statement, both groups felt similarly that the city was lacking a recreation center/teen center (18%-16%), multi-use trails (13%-16%), an indoor pool (9%-11%), or pools/outdoor or non-specific (10%-7%).

- ◆ Newer residents were slightly more desirous of the city having a recreation center/teen center (19%-17%-13%), but that was the only facility among those mentioned most often in which percentages increased or declined based on tenure in the community. Other than that, those having lived in the city for the longest least often mentioned the city lacking trails (14%-21%-11%), although they most frequently cited the need for pools/outdoor or non-specific (10%-4%-13%). Other facilities in which ratings fluctuated included the indoor pool (9%-11%-8%), dog park/skate park (10%-4%-8%), and water park/aquatic facilities (5%-9%-8%). The age tabulations showed the youngest survey participants most interested in a recreation center/teen center (21%-21%-7%) and basketball/volleyball courts (14%-5%-2%), while the oldest portion of the sample focused on multi-use trails (3%-16%-19%) and pools/outdoor or non-specific (3%-7%-16%). The indoor pool was most often mentioned by the young and the old (14%-6%-12%), whereas middle-aged respondents most often said the city was lacking a dog park/skate park (7%-10%-4%) and a water

park/aquatic facilities (0%-11%-4%). Parents, especially those with pre-teen children, were most likely to say the city was lacking a recreation center/teen center (19%-31%-21%, to 9%). Other child-oriented facilities, based on responses, were water park/aquatic facilities (6%-10%-15%, to 5%) and basketball/volleyball courts (13%-0%-9%, to 4%). As children aged, parents were more likely to say the city lacked multi-use trails (3%-10%-18%), although it was also the top response among nonparents (18%). The poorer the value rating between services provided and fees paid, the more often the facility lacking was a recreation/teen center (7%-17%-26%) or multi-use trails (12%-15%-17%). It was those most positive who saw the need for an indoor pool (14%-12%-0%) and to a lesser extent, basketball/volleyball courts (7%-6%-2%).



IMPORTANCE OF CONSTRUCTING NEW OR ADDITIONAL RECREATIONAL FACILITY TYPES

TABLE #16: OVERALL IMPORTANCE OF CONSTRUCTING NEW OR ADDITIONAL RECREATIONAL FACILITY-TYPES

FACILITY	VERY IMPORTANT	IMPORTANT	UNIMPORTANT	VERY UNIMPORTANT	NO OPINION	RATIO
Baseball fields	7%	40%	34%	9%	11%	1.1:1
Adult softball fields	5%	36%	41%	7%	12%	0.9:1
Youth softball fields	8%	42%	32%	6%	12%	1.3:1
Soccer fields	9%	48%	25%	4%	14%	2.0:1
Tennis courts	7%	41%	34%	3%	15%	1.3:1
Football fields	5%	37%	43%	4%	12%	0.9:1
Outdoor volleyball courts	6%	42%	38%	3%	12%	1.2:1
Outdoor basketball court	8%	56%	25%	3%	9%	2.3:1
Horse shoe pits	3%	33%	45%	5%	14%	0.7:1
Disc golf courses	5%	34%	43%	5%	14%	0.8:1
Jogging / biking trails	24%	53%	17%	3%	4%	3.9:1
Rental picnic / reunion pavilions	7%	58%	26%	3%	7%	2.2:1
In-line hockey rink	3%	32%	50%	3%	12%	0.7:1
Exercise stations along trails	9%	50%	31%	3%	7%	1.7:1
Racquetball / handball courts	7%	44%	37%	2%	10%	1.3:1
Playgrounds	14%	59%	19%	1%	7%	3.7:1
Aquatic facilities	15%	58%	20%	2%	6%	3.3:1
Amphitheater	8%	42%	41%	2%	8%	1.2:1
Dog Park	15%	46%	31%	5%	4%	1.7:1
Natural habitat / nature areas	19%	57%	18%	2%	4%	3.8:1
Gymnasiums	9%	52%	30%	2%	7%	1.9:1
Senior center	18%	51%	21%	2%	9%	3.0:1
Recreation center	13%	56%	23%	2%	6%	2.8:1
Meeting space	6%	37%	43%	3%	11%	0.9:1
BMX bicycle course	5%	37%	45%	5%	9%	0.8:1
Skateboard park	6%	41%	41%	5%	8%	1.0:1
Fishing ponds	13%	51%	29%	3%	5%	2.0:1
Children's water playground	15%	57%	21%	3%	5%	3.0:1

- ◆ Jogging/biking trails (77%-20%, 3.9:1), natural habitat/nature areas (76%-20%, 3.8:1), playgrounds (73%-20%, 3.7:1), aquatic facilities (73%-22%, 3.3:1), a senior center (69%-23%, 3.0:1), and a children's water playground (72%-24%, 3.0:1) were the facility construction items that earned the broadest consensus – judging from the ratio of important to unimportant ratings -- for being constructed in Euless. Rounding out the top eleven in terms of importance ratios from the comprehensive listing of 28 facility-types were a recreation center (69%-25%, 2.8:1), outdoor basketball courts (64%-28%, 2.3:1), rental picnic/reunion pavilions



(65%-29%, 2.2:1), and soccer fields (57%-29%, 2.0:1) and fishing ponds (64%-32%, 2.0:1). In addition, importance was nearly two times greater than unimportance for the city constructing gymnasiums (61%-32%, 1.9:1), exercise stations along trails (59%-34%, 1.7:1), and a dog park (61%-36%, 1.7:1). At the other end of the attitude spectrum were the seven construction prospects that drew more negative than positive replies, although there was limited desire: adult softball fields (41%-48%, 0.9:1), football fields (42%-47%, 0.9:1), meeting space (43%-46%, 0.9:1), disc golf course (39%-48%, 0.8:1), BMX bicycle course (42%-50%, 0.8:1), horseshoe pits (36%-50%, 0.7:1), and in-line hockey rink (35%-53%, 0.7:1). There was also some interest in the city constructing a skateboard park (47%-46%, 1.0:1), baseball fields (47%-43%, 1.1:1), an amphitheater (50%-43%, 1.2:1), and outdoor volleyball courts (48%-41%, 1.2:1), although more than two of every five rated these items unimportant.

- ♦ The facility-types that generated the most excitement (very important ratings) were limited. Only one item scored above 20% and that was the 24% who said it was very important to construct jogging/biking trails. After trails came natural habitat/nature areas (19%), a senior center (18%), aquatic facilities, dog park, and children's water playground (each 15%), playgrounds (14%), and recreation center and fishing ponds (both 13%). All other items generated less than double-digit intense interest from survey participants. Conversely, the six facilities that drew the least interest were an in-line hockey rink and horse shoe pits (both 3%), adult softball fields, football fields, disc golf course, and BMX bicycle course (each 5%). Additionally, several items were as likely to be considered very unimportant as very important. Those were baseball fields (7%-9%), adult softball fields (5%-7%), youth softball fields (8%-6%), football fields (5%-4%), horse shoe pits (3%-5%), disc golf course (5%-5%), in-line hockey rink (3%-3%), BMX bicycle course (5%-5%), and skateboard park (6%-5%).
- ♦ Even with limited intensity ratings, when comparing the facilities in terms of ranked intensity ratings and ratios, we note several items in which a constituency existed above and beyond the community consensus which pushed particular facilities to the forefront. For example, the community rated a dog park the 14th most important facility to construct based on its importance ratio. However, it climbed to 5th in intensity based on its constituency. Other variances of four positions or more were assigned to baseball fields (16th in intensity, to 20th in ratio) and an amphitheater (15th, to 19th). Other items lacked a constituency, but had a reputation which caused them to be ranked higher by the community. Those items included outdoor basketball courts (8th in ratio, to 14th in intensity), rental picnic/reunion pavilions (9th, to 18th), and playgrounds (3rd, to 7th).

- ♦ Very unimportant ratings were no higher than 9% (baseball fields). Combined unimportant and very unimportant percentages were highest towards an in-line hockey rink (53%), horse shoe pits and BMX bicycle course (both 50%), adult softball fields and disc golf course (both 48%), football fields (47%), skateboard park (46%), amphitheater and meeting space (both 43%), and outdoor volleyball courts (41%). The items with the highest no opinion responses showed those facilities on which respondents were reluctant to place importance, namely a tennis courts (15%), soccer fields, horse shoe pits, and disc golf course (each 14%), adult and youth softball fields, football fields, outdoor volleyball courts, and in-line hockey rink (each 12%), baseball fields and meeting space (both 11%), and racquetball courts (10%).
- ♦ Note that the top five items rated most important for construction were passive activities, namely jogging/biking trails (3.9:1), natural habitat/nature areas (3.8:1), playgrounds (3.7:1), and to a lesser extent, aquatic facilities (3.3:1) and a senior center (3.0:1). In considering specific athletic facilities, the rankings were as follows: outdoor basketball courts (2.3:1, 8th), soccer fields (2.0:1, 10th), youth softball (1.3:1, 15th), baseball fields (1.1:1, 20th), adult softball fields (0.9:1, 22nd), football fields (0.9:1, 23rd), and in-line hockey rink (0.7:1, 28th).

TABLE #17: IMPORTANCE OF CONSTRUCTING NEW OR ADDITIONAL RECREATIONAL FACILITY-TYPES BY SUBSECTOR

ACTIVITY	AREA I		AREA II		AREA III		AREA IV	
	IMPORT	UN IMPORT	IMPORT	UN IMPORT	IMPORT	UN IMPORT	IMPORT	UN IMPORT
Baseball fields	49%	40%	49%	41%	44%	41%	43%	50%
Adult softball fields	46%	42%	38%	49%	37%	52%	39%	55%
Youth softball fields	51%	37%	52%	36%	51%	33%	41%	50%
Soccer fields	57%	32%	57%	25%	58%	26%	58%	32%
Tennis courts	53%	35%	39%	42%	56%	26%	43%	45%
Football fields	40%	50%	45%	40%	42%	42%	39%	56%
Outdoor volleyball courts	44%	47%	48%	38%	54%	33%	48%	42%
Outdoor basketball court	60%	28%	61%	29%	74%	19%	64%	29%
Horse shoe pits	39%	49%	32%	50%	38%	40%	34%	55%
Disc golf courses	43%	44%	35%	46%	36%	50%	36%	55%
Jogging / biking trails	81%	18%	75%	20%	76%	15%	76%	22%
Rental picnic / reunion pavilions	66%	28%	67%	26%	60%	29%	67%	29%
In-line hockey rink	30%	57%	34%	50%	42%	45%	34%	59%
Exercise stations along trails	58%	36%	62%	27%	58%	39%	60%	37%
Racquetball / handball courts	57%	34%	52%	35%	47%	43%	45%	50%
Playgrounds	71%	23%	71%	20%	80%	12%	76%	22%
Aquatic facilities	70%	26%	74%	16%	80%	16%	68%	27%
Amphitheater	54%	40%	45%	42%	49%	42%	50%	47%
Dog Park	63%	33%	55%	40%	64%	30%	60%	39%
Natural habitat / nature areas	75%	22%	70%	22%	81%	14%	80%	21%
Gymnasiums	57%	38%	59%	29%	71%	24%	62%	36%
Senior center	70%	22%	70%	19%	68%	26%	65%	23%
Recreation center	67%	26%	65%	26%	73%	20%	70%	26%
Meeting space	41%	45%	46%	39%	41%	51%	45%	50%
BMX bicycle course	42%	50%	42%	44%	37%	53%	46%	50%
Skateboard park	21%	51%	47%	41%	53%	40%	47%	48%
Fishing ponds	64%	32%	60%	31%	71%	25%	58%	39%
Children's water playground	74%	23%	69%	23%	76%	19%	66%	32%

- ♦ Importance ratings in Area I varied from 81% (jogging/biking trails) to 21% (skateboard park), with 18 facility-types attaining majority importance ratings. Comparatively, 16 of 28 items reached that plateau in Area II, with the full range of percentages being 75% (jogging/biking trails) to 32% (horseshoe pits). In Area III, where a majority of residents rated 18 items important, levels differed from 81% (natural habitat/nature areas) to 36% (disc golf course). With scores ranging from 80% (natural habitat/nature areas) to 34% (in-line hockey rink), a majority of Area IV residents considered 15 of the 28 facilities important to construct in Eules. Three items in all were rated important to construct by at least seven of every ten



residents citywide. Those were jogging/biking trails (81%-75%-76%-76%), playgrounds (71%-71%-80%-76%), and natural habitat/nature areas (75%-70%-81%-80%). Other facilities achieving 70% or better importance were a children's water playground (74%) and aquatic facilities and a senior center (both 70%) in Area I, aquatic facilities (74%) and a senior center (70%) in Area II, aquatic facilities (80%), children's water playground (76%), outdoor basketball courts (74%), a recreation center (73%), and gymnasiums and fishing ponds (both 71%) in Area III, and a recreation center (70%) in Area IV.

- ◆ The top facilities in each region were as follows: in Area I, jogging/biking trails (81%); natural habitat/nature areas (75%), children's water playground (74%), playgrounds (71%), and aquatic facilities and senior center (both 70%), while in Area II, they were jogging/biking trails (75%), aquatic facilities (74%), playgrounds (71%), natural habitat/nature areas and a senior center (both 70%). Natural habitat/nature areas (81%), playgrounds and aquatic facilities (both 80%), jogging/biking trails (76%), and a children's water playground (76%) were the top choices in Area III. In Area IV, the facility-types that were most important were natural habitat/nature areas (80%), jogging/biking trails (76%), playgrounds (76%), a recreation center (70%), and aquatic facilities (68%).
- ◆ Several of the items listed generated various levels of importance from residents. The most significant differences focused on a skateboard park, deemed to be important by a majority of residents in Area III (53%), but by far fewer in Area I (21%). Other items in which importance ratings varied by at least 10% were tennis courts (56% in Area III, to 39% in Area II, -17), outdoor basketball courts (74% in Area III, to 60% in Area I, -14), gymnasiums (71% in Area III, to 57% in Area I, -14), in-line hockey rink (42% in Area III, to 30% in Area I, -12), racquetball/handball courts (57% in Area I, to 45% in Area IV, -12), youth softball fields (52% in Area II, to 41% in Area IV, -11), natural habitat/nature areas (81% in Area III, to 70% in Area II, -11), fishing ponds (71% in Area III, to 60% in Area II, -11), outdoor volleyball courts (54% in Area III, to 44% in Area I), and children's water playground (76% in Area III, to 66% in Area IV). Comparatively, those generating consensus-like ratings, whether important or not, included soccer fields (58% in Areas III and IV, to 57% in others), exercise stations along trails (62% in Area II, to 58% in Areas I and III), senior center (70% in Areas I and II, to 65% in Area IV), meeting space (46% in Area II, to 41% in Areas I and III), baseball fields (90% in Areas I and II, to 43% in Area IV), football fields (45% in Area II, to 39% in Area IV), and jogging/biking trails (81% in Area I, to 76% in Areas III and IV).

- ◆ Among those items that attained a majority importance rating, prioritization varied at least four positions relative to outdoor basketball courts (6th in Area III, to 11th in Area I), rental picnic/reunion pavilions (6th in Area IV, to 12th in Area III), exercise stations along trails (9th in Area II, to 14th in Area III), a dog park (10th in Area I, to 14th in Area II), gymnasiums (8th in Area III, to 15th in Area I), senior center (5th in Area II, to 10th in Area III), a recreation center (4th in Area IV, to 8th in Area II), fishing ponds (9th in Areas I and III, to 14th in Area IV), and children's water playground (3rd in Area I, to 7th in Area IV). In addition, among those where majority importance ratings were not achieved citywide, 13 varied in priority by at least four positions. Residents in Area III assigned the highest importance ratings either outright or identical to another part of the city to 13 items. That compared with eight, in Area I, seven in Area II, and three in Area IV. Four of the facility types scored identical ratings in two subsectors.
- ◆ Note that the southern part of the city was most interested in natural habitat/nature areas, as they ranked this item first, compared to 2nd and 4th elsewhere in the city. Comparatively, a similar trend was evident relative to the item jogging/biking trails, the number one priority in the north (both 1st) but only 4th and 2nd in the south. Other elements included baseball fields being more important in the south, along with outdoor volleyball courts, outdoor basketball courts, gymnasiums, and a skateboard park. Of greater importance, in terms of prioritization, to individuals in the two northern city subsectors were such things as exercise stations along trails and a senior center.

TABLE #18: IMPORTANCE OF CONSTRUCTING NEW OR ADDITIONAL RECREATIONAL FACILITY-TYPES BY AGE OF RESPONDENT'S CHILDREN

FACILITY	NO CHILD		UNDER 6		AGE 6-12		AGE 13-18	
	IMPORT	UN IMPORT	IMPORT	UN IMPORT	IMPORT	UN IMPORT	IMPORT	UN IMPORT
Baseball fields	50%	38%	41%	44%	34%	64%	48%	49%
Adult softball fields	42%	43%	38%	52%	25%	72%	46%	52%
Youth softball fields	50%	34%	45%	41%	46%	52%	54%	44%
Soccer fields	54%	30%	62%	24%	58%	35%	69%	28%
Tennis courts	46%	37%	59%	29%	47%	43%	54%	35%
Football fields	38%	48%	49%	42%	47%	48%	47%	48%
Outdoor volleyball courts	43%	42%	54%	39%	54%	39%	59%	32%
Outdoor basketball court	57%	30%	78%	20%	74%	25%	72%	21%
Horse shoe pits	36%	47%	29%	61%	36%	57%	37%	51%
Disc golf courses	34%	48%	42%	49%	38%	56%	44%	50%
Jogging / biking trails	73%	23%	76%	20%	75%	21%	78%	20%
Rental picnic / reunion pavilions	64%	29%	65%	32%	68%	27%	66%	23%
In-line hockey rink	28%	56%	47%	46%	48%	44%	48%	49%
Exercise stations along trails	58%	34%	62%	32%	59%	37%	63%	25%
Racquetball / handball courts	45%	43%	68%	31%	66%	29%	56%	35%
Playgrounds	69%	20%	83%	17%	80%	20%	69%	30%
Aquatic facilities	69%	23%	81%	19%	80%	17%	70%	21%
Amphitheater	51%	39%	47%	44%	46%	51%	51%	44%
Dog Park	61%	34%	61%	38%	59%	37%	56%	44%
Natural habitat / nature areas	75%	19%	77%	22%	79%	21%	76%	23%
Gymnasiums	55%	36%	74%	26%	78%	21%	67%	30%
Senior center	69%	24%	67%	19%	74%	18%	69%	23%
Recreation center	63%	30%	76%	20%	78%	17%	77%	16%
Meeting space	43%	44%	44%	53%	43%	49%	49%	43%
BMX bicycle course	39%	48%	48%	47%	45%	51%	53%	48%
Skateboard park	41%	47%	54%	44%	53%	46%	61%	38%
Fishing ponds	62%	31%	67%	32%	67%	32%	57%	41%
Children's water playground	66%	27%	83%	17%	80%	19%	72%	28%

- ♦ A minimum 70% of the three parental subsets considered the following six facility-types important to construct: outdoor basketball courts (78%-74%-72%); jogging/biking trails (76%-75%-78%); aquatic facilities (81%-80%-70%); natural habitat/nature areas (77%-79%-76%); recreation center (76%-78%-77%); and a children's water playground (83%-80%-72%). Additional 70% ratings were assigned by parents of young children and pre-teens for playgrounds (83% and 80%) and gymnasiums (74% and 78%). Those with pre-teen children were also 70% likely to rate as important the construction of a senior center. Nonparents assigned their highest importance ratings to natural habitat/nature areas (75%), jogging/biking

trails (73%), and playgrounds, aquatic facilities, and a senior center (each 69%).

- ◆ Among the three parental subsets, there were significant differences in ratings based on the age of one's children. The greatest variance was for adult softball fields (46% of teenagers, to 25% of pre-teens), but ratings also varied relative to baseball fields (48% of teenagers, to 34% of pre-teens), playgrounds (83% of young children, to 69% of teenagers), tennis courts (59% of young children, to 47% of pre-teens), racquetball/handball courts (68% of young children, to 56% of teenagers), soccer fields (69% of teenagers, to 58% of pre-teens), aquatic facilities (81% of young children, to 70% of teenagers), gymnasiums (78% of pre-teens, to 67% of teenagers), children's water playground (83% of young children, to 72% of teenagers), and fishing ponds (67% of young children and pre-teens, to 57% of teenagers). Youth softball fields (45%-46%-54%) and horseshoe pits (29%-36%-37%) grew in importance with parents as children aged, compared to waning interest in outdoor basketball courts (78%-74%-72%), racquetball/handball courts (68%-66%-56%), playgrounds (83%-80%-69%), aquatic facilities (81%-80%-70%), a dog park (61%-59%-56%), and children's water playground (83%-80%-72%) based on a child's age.
- ◆ When nonparents were included in the comparisons, additional variances in importance ratings were prominent. For example, there was at least a 20-point difference regarding the importance of constructing an in-line hockey rink (48% of parents of pre-teens and teenagers, to 28% of nonparents), outdoor basketball courts (78% of parents of young children, to 57% of nonparents), racquetball/handball courts (68% of parents of young children, to 45% of nonparents), gymnasiums (78% of parents of pre-teens, to 55% of nonparents), and a skateboard park (61% of parents of teenagers, to 41% of nonparents). Additional facility-types in which levels varied at least ten points when parents and nonparents were taken into consideration included soccer fields (69% of parents of teenagers, to 54% of nonparents), tennis courts (59% of parents of young children, to 46% of nonparents), football fields (49% of parents of young children, to 38% of nonparents), outdoor volleyball courts (59% of parents of teenagers, to 43% of nonparents), playgrounds (83% of parents of young children, to 69% of nonparents), aquatic facilities (81% of parents of young children, to 69% of nonparents), recreation center (78% of parents of pre-teens), to 63% of nonparents), BMX bicycle course (53% of parents of teenagers, to 39% of nonparents), and a children's water playground (83% of parents of young children, to 66% of nonparents). Although percentages were not significant, nonparents placed a higher importance level than parents on baseball fields, an amphitheater, and a dog park.

MOST IMPORTANT RECREATIONAL FACILITY FOR CITY TO CONSTRUCT

TABLE #19: MOST IMPORTANT CITY RECREATIONAL FACILITY FOR CITY TO CONSTRUCT BY SUBSECTOR, GENDER, AND AGE OF RESPONDENT'S CHILDREN

FACILITY	OVER ALL	SUBSECTOR				GENDER		AGE OF RESPONDENT'S CHILDREN			
		AREA I	AREA II	AREA III	AREA IV	MALE	FEMALE	NO CHILD	0-6 YRS	6-12 YRS	13-18 YRS
Jogging / biking trails	18%	20%	18%	17%	16%	19%	17%	18%	14%	16%	24%
Aquatic facilities	13%	16%	13%	15%	6%	8%	19%	12%	16%	17%	9%
Children's water playground	12%	15%	11%	15%	6%	16%	9%	10%	28%	16%	17%
Senior center	7%	8%	8%	3%	7%	5%	9%	10%	0%	1%	2%
Dog park	6%	5%	9%	5%	4%	3%	10%	9%	0%	4%	2%
Recreation center	6%	5%	6%	5%	7%	8%	4%	4%	7%	11%	5%
Playgrounds	4%	3%	6%	1%	7%	3%	5%	4%	7%	3%	0%
Natural habitat / nature areas	4%	5%	3%	4%	4%	5%	3%	5%	3%	1%	4%
Fishing ponds	4%	2%	3%	7%	6%	5%	3%	4%	2%	5%	4%
Skateboard park	3%	3%	3%	3%	6%	4%	3%	2%	2%	8%	9%
Tennis courts	3%	2%	1%	4%	4%	4%	2%	2%	9%	4%	5%
Soccer fields	2%	0%	4%	1%	6%	3%	2%	2%	0%	1%	5%
Disc golf course	2%	5%	1%	1%	0%	3%	2%	2%	2%	3%	4%
Baseball fields	2%	1%	2%	1%	6%	2%	2%	2%	0%	3%	2%
Outdoor basketball courts	2%	1%	3%	4%	0%	3%	1%	2%	2%	0%	4%
Adult softball fields	2%	2%	2%	1%	1%	2%	1%	2%	2%	0%	2%
Rental picnic / reunion pavilions	2%	2%	2%	1%	1%	2%	2%	2%	0%	1%	2%
Exercise stations along trails	2%	2%	1%	1%	1%	1%	2%	2%	0%	0%	0%
BMX bicycle course	1%	0%	3%	0%	3%	3%	0%	0%	3%	1%	4%
Racquetball / handball courts	1%	2%	0%	1%	1%	1%	2%	0%	2%	1%	4%
Amphitheater	1%	1%	0%	1%	3%	1%	1%	2%	0%	0%	0%
Youth softball fields	1%	1%	0%	3%	0%	1%	1%	1%	0%	1%	0%
Sand volleyball courts	1%	0%	1%	1%	1%	0%	2%	1%	2%	1%	0%
Football fields	1%	0%	2%	0%	0%	1%	1%	0%	0%	1%	2%
Meeting space	1%	0%	0%	1%	1%	0%	1%	1%	0%	0%	0%
Inline hockey rink	0%	0%	0%	1%	0%	1%	0%	0%	2%	0%	0%
Gymnasiums	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	2%

- ◆ Jogging/biking trails (18%), aquatic facilities (13%), and a children's water playground (12%) were considered the most important recreational facilities to construct from the list of 28 items mentioned in the previous line of questioning. Rounding out the top nine were a senior center (7%), dog park and recreation center (both 6%), and playgrounds, natural habitat/nature areas, and fishing ponds (each 4%). Comparatively,

mentioned least often by residents were the following six facilities: **gymnasiums and in-line hockey rink (both one person), meeting space and football fields (both two persons), and sand volleyball courts (three persons).** The recreational diversity of the community was reinforced as **27 of the 28 items were listed as most important by at least one person, with horseshoe pits being the only facility-type not mentioned.** Some of the lesser-mentioned features, each with 2%, were exercise stations along trails, rental picnic/reunion pavilions, adult softball fields, outdoor basketball courts, baseball fields, disc golf course, and soccer fields.

- ◆ Jogging/biking trails, the most popular choice, was consistent throughout the city, as rates varied minimally, from a high of 20% in Area I to 16% in Area IV. Other facility-types showed a much greater variance in percentages, in part because people in Area IV were less desirous of aquatics, specifically the aquatics facilities (6%, to 16%-13%-15%) and children's water playground (6%, to 15%-11%-15%). Some of the secondary facility-types which were mentioned more frequently in one part of the city than the other included a senior center (8% in Areas I and II, to 3% in Area III), dog park (9% in Area II, to 4% in Area IV), soccer fields (6% in Area IV, to 0% in Area I), disc golf course (5% in Area I, to 0% in Area IV), and baseball fields (6% in Area IV, to 1% in Areas I and III).
- ◆ Men prioritized jogging/biking trails (19%), a children's water playground (16%), and aquatic facilities and recreation center (both 8%), while women ranked aquatic facilities (19%) ahead of jogging/biking trails (17%), followed by a dog park (10%), and children's water playground and senior center (both 9%). Among the top items, men more often said the children's water playground (16%-9%) and recreation center (8%-4%), compared to women focusing on the aquatic facilities (19%-8%), senior center (9%-5%), and dog park (10%-3%). Those most negative about parks and recreation quality focused on the importance of constructing a children's water playground (16%-9%-24%) and to a lesser extent, a dog park (8%-5%-12%) and recreation center (6%-6%-12%). Conversely, it was those most positive about parks and recreation quality that prioritized jogging/biking trails (19%-19%-12%) and aquatic facilities (15%-13%-0%). How one rated quality had little impact on those who identified the senior center (6%-7%-6%) and playgrounds (5%-4%-6%) as being most important to construct. Only eight respondents graded parks and recreation quality as having declined and their number one choice was a children's water playground (33%-three respondents). Comparatively, whether one was positive or just assigned a status quo rating, the most important items to construct were jogging/biking trails (17%-21%), aquatic facilities (14%-13%), a children's water playground (13%-8%), and a senior center (7%-7%).

- ◆ When comparing utilizers and nonutilizers of targeted park and recreation facilities and programs, the subset that assigned the highest percentage to jogging/biking trails were in fact city hike and bike trail utilizers (23%-10%), and at a rate double that of nonusers. The other significant finding was its popularity among those who did not participate in a youth athletic league (19%-9%) when compared with those who did. This item was also more popular among those who visited parks (19%-13%), but not among those who participated in parks and recreation classes (16%-19%) or utilized city pools (15%-19%). The second most popular facility, aquatic facilities, showed only minimal variance when compared with users and nonusers of the various amenities. For example, the largest difference was among youth athletic league (19%-12%) and parks and recreation program (19%-12%) participants. Users of city pools were more likely to list aquatic facilities (16%-12%), but just barely. However, what they did want was the children's water playground (18%-9%). Among the other respondent subsets, levels varied between users and nonusers no more than two percent. The senior center was also popular no matter what recreational facilities were or were not utilized. The dog park was more popular among hike and bike trail utilizers (8%-3%), as well as residents who did not use city pools (8%-2%). Additionally, the recreation center was more critical, according to people who participated in parks and recreation classes (11%-4%) as well as those who were involved in youth athletic leagues (11%-5%). Those who disagreed with the statement about being willing to pay to see the quality of parks upgraded were more likely than those who agreed with it to say what was most important was a senior center (11%-5%). In general, whether one agreed or disagreed, what was most important to construct were jogging/biking trails (18%-17%), aquatic facilities (13%-13%), and a children's water playground (13%-13%).
- ◆ Those who had lived in Eules the longest period of time were least likely to grade jogging/biking trails as being the most important recreational facility to construct (20%-20%-13%). In fact, they also ranked aquatic features (12%-14%-13%) at the same level as jogging/biking trails. Furthermore, they assigned a higher priority to a senior center (5%-5%-11%). What they didn't consider to be as important was the children's water playground (16%-12%-8%) or a recreation center (7%-8%-3%). The age tabulations showed the young to be most interested in aquatic facilities (22%-13%-10%) and children's water playground (12%-15%-9%), both mentioned more often than jogging/biking trails (10%-20%-19%). Young respondents were also the age group most interested in the city constructing a dog park (10%-5%-6%). Not surprisingly, seniors assigned the highest ranking to a senior center (2%-4%-11%). And middle-aged respondents most frequently listed the recreation center (4%-9%-3%) as most important. Very few parents appeared interested in having the city construct a senior center

(0%-1%-2%, to 10% of nonparents) or a dog park (0%-4%-2%, to 9%), as nonparents assigned higher rankings to both. Parents of young and pre-teen children most frequently mentioned children's water playground as most important (28%-16%-7%, to 10%), as well as aquatic facilities (16%-17%-9%, to 12%). Parents of older children assigned a higher priority to jogging/biking trails (14%-16%-24%, to 18%) and their importance for being constructed. The lower the value rating, the more frequently respondents ranked jogging/biking trails (14%-19%-20%) and a senior center (7%-5%-11%) as being the most important facilities to construct. Comparatively, it was those most positive about the trade-off who focused on the possible construction of aquatic facilities (15%-14%-8%) and a dog park (9%-6%-4%).

LEVEL OF AGREEMENT WITH BEAUTIFICATION-RELATED STATEMENTS

TABLE #20: OVERALL AGREEMENT WITH STATEMENTS ABOUT CITY BEAUTIFICATION EFFORTS

STATEMENT	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	NO OPINION	RATIO
I am satisfied with how streets and intersections are landscaped in Eules	16%	71%	11%	2%	1%	6.7:1
I believe the city should plant more trees and landscaping along streets and intersections	17%	55%	26%	1%	2%	2.7:1
I do not believe that landscaping city streets and intersections is all that important	2%	15%	69%	13%	1%	0.2:1
I would like to see more public art in Eules	8%	54%	29%	2%	8%	2.0:1
Improved landscaping of city streets will help to improve our city image	18%	73%	9%	0%	1%	10.1:1

- ♦ **“Improved landscaping of city streets will help to improve our city image” (91%-9%, 10.1:1) and “I am satisfied with how streets and intersections are landscaped in Eules” (87%-13%, 6.7:1) were the statements regarding city beautification efforts that captured the highest ratios of agreement to disagreement from survey participants. Comparatively, the ratio was lowest for the statement, “I do not believe that landscaping city streets and intersections is all that important” (17%-82%, 0.2:1), an item they soundly disputed. The remaining two statements generated twice as much agreement as disagreement: “I believe the city should plant more trees and landscaping along streets and intersections” (72%-27%, 2.7:1) and “I would like to see more public art in Eules” (62%-31%, 2.0:1). Residents were most passionate (strongly agree) in their response to three statements in which levels were similar. Those were the items about improved landscaping of city streets helping to improve the city image (18%), believing the city should plant more trees and landscaping along streets and intersections (17%), and being satisfied with how streets and**

intersections are landscaped in the city (16%). Note that although the ratio showed that both improved landscaping and current landscaping satisfaction statements were much more popular themes than the belief that the city should plant more trees and landscaping, the strong agreement ratings for the three were nearly the same, indicating greater level of enthusiasm toward planting more trees and intersections.

- ◆ Negative intensity was limited to 13% for “I do not believe that landscaping city streets and intersections is all that important”. For the other four statements, percentages were 2% or less. In terms of disagreement, approximately one in three disagreed that they wanted to see public art in Eules (31%), although it was most prevalent for “I do not believe that landscaping city streets and intersections is all that important” (82%). The only statement to cause respondents to think was the public art statement, as 8% chose not to give a no opinion response, compared to 2% or lower for the other four items.

TABLE #21: AGREEMENT WITH BEAUTIFICATION-RELATED STATEMENTS BY SUBSECTOR

ACTIVITY	AREA I		AREA II		AREA III		AREA IV	
	AGREE	DIS AGREE	DIS AGREE	AGREE	AGREE	DIS AGREE	DIS AGREE	AGREE
I am satisfied with how streets and intersections are landscaped in Eules	86%	14%	89%	10%	84%	15%	87%	11%
I believe the city should plant more trees and landscaping along streets and intersections	73%	25%	69%	31%	70%	28%	78%	19%
I do not believe that landscaping city streets and intersections is all that important	15%	83%	19%	82%	21%	79%	13%	86%
I would like to see more public art in Eules	62%	29%	63%	32%	61%	30%	60%	33%
Improved landscaping of city streets will help to improve our city image	92%	8%	90%	9%	89%	9%	91%	8%

- ◆ Nearly nine of every ten residents citywide agreed that improved landscaping of city streets will help to improve the city image (92%-90%-89%-91%) and four of five affirmed being satisfied with how streets and intersections are landscaped in the city (86%-89%-84%-87%). Two other statements generated support of 60% or better: believing the city should plant more trees and landscaping along streets and intersections (73%-69%-70%-78%) was more popular than liking to see more public art in Eules (62%-63%-61%-60%). Very few agreed that landscaping city streets and intersections was all that important (15%-19%-21%-13%).



- ♦ The five statements generated similar agreement throughout the city, as none of the statements exhibited significant disparities in terms of agreement ratings. For example, only three points separated the high (92%) and low (89%) marks for agreeing that improved landscaping will help to improve city image, and liking to see more public art in Euless (63%-60%). Additionally, ratings for being satisfied with how streets and intersections are landscaped differed by only five percent (89%-84%). The variances, although minor, were most significant relative to believing that the city should plant more trees and landscaping along streets and intersections (78% in Area IV, to 69% in Area II) and not believing that landscaping city streets and intersections is all that important (21% in Area III, to 13% in Area IV), as the two differed by nine and eight points, respectively.
- ♦ Area II voiced the highest agreement in terms of being satisfied with how streets and intersections are landscaped and liking to see more public art in the city. Comparatively, Area I was the most positive area relative to believing that improved landscaping would help to improve city image. Note that Area IV was the area in the city most committed to believing that the city should plant more trees and landscaping along streets and intersections, as well as being least likely to agree that landscaping city streets and intersections is not all that important, a contention that generated more agreement in Area III than anywhere else.

**TABLE #22: AGREEMENT WITH BEAUTIFICATION-RELATED STATEMENTS
BY AGE OF RESPONDENT'S CHILDREN**

STATEMENT	NO CHILD		UNDER 6		AGE 6-12		AGE 13-18	
	AGREE	DIS AGREE	DIS AGREE	AGREE	AGREE	DIS AGREE	DIS AGREE	AGREE
I am satisfied with how streets and intersections are landscaped in Euless	89%	11%	88%	11%	78%	21%	80%	16%
I believe the city should plant more trees and landscaping along streets and intersections	70%	27%	73%	27%	74%	24%	76%	21%
I do not believe that landscaping city streets and intersections is all that important	19%	82%	12%	84%	15%	84%	17%	80%
I would like to see more public art in Euless	60%	32%	62%	32%	64%	29%	65%	29%
Improved landscaping of city streets will help to improve our city image	88%	11%	97%	3%	94%	5%	99%	2%

- ♦ Ninety percent of parents agreed that improved landscaping of city streets will help to improve the city's image (97%-94%-99%), while satisfaction with how streets and intersections are landscaped in the city reached no lower than a 78% (88%-78%-80%). In third position was believing that the city



should plant more trees and landscaping along streets and intersections, an item that generated positive ratings in the 70 percentile (73%-74%-76%). And at a slightly lower level was the 60% that agreed with liking to see more public art in the city (62%-64%-65%), an item in which interest grew slightly based on the age of the child or children. The final item, believing that landscaping city streets and intersections is all that important also generated increased agreement ratings based on the age of the child (12%-15%-17%), although percentages failed to reach even one in five.

- ◆ Two statements were nearly interchangeable in the minds of nonparents, as 89% agreed with being satisfied with how streets and intersections are landscaped and 88% that improved landscaping of city streets will help to improve the city image. Note that parents were clearly more apt to agree that improved landscaping of city streets will help to improve the city image (97%-88%, to 94%-78%, to 99%-80%) rather than being satisfied with how they are landscaped in the city. Additionally, 60% would like to see more public art in the city and 19% believed that landscaping streets and intersections is all that important.
- ◆ Nonparents were more likely than parents to be satisfied with the current landscaping of streets and intersections, as well as believing that landscaping streets and intersections is not all that important. They were significantly less likely to believe that improved landscaping will help to improve the city's image (88%, to 99% of parents of teenagers). Note that they were nearly as committed as parents to believing the city should plant more trees and landscaping along streets and intersections (70%, to 76% of parents of teenagers). It was parents of teenagers who voiced the highest agreement for believing the city should plant more trees and landscaping and have more public art, as well as that improved landscaping will help to improve the city image.

LEVEL OF AGREEMENT WITH TRAIL-RELATED STATEMENTS

TABLE #23: OVERALL AGREEMENT WITH TRAIL-RELATED STATEMENTS

STATEMENT	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	NO OPINION	RATIO
Trails are close to where I live	21%	50%	21%	4%	4%	2.8:1
The trails are wide enough to handle multiple activities (e.g. walking and cycling)	13%	62%	15%	1%	9%	4.7:1
I feel safe when I am on a trail	12%	69%	9%	1%	9%	8.1:1
There is convenient parking and access	9%	76%	7%	1%	8%	10.6:1
Trails connect to places I or my family want to go	8%	63%	16%	2%	12%	3.9:1
Trails should connect to city sidewalks	10%	70%	13%	0%	7%	6.2:1
I support the city widening city sidewalks in order to handle multiple activities	11%	65%	18%	1%	5%	4.0:1

- ◆ **“There is convenient parking and access” (85%-8%, 10.6:1), “I feel safe when I am on a trail” (81%-10%, 8.1:1), and “trails should connect to city sidewalks” (80%-13%, 6.2:1) were the statements regarding city trails that captured the highest ratios of agreement to disagreement from survey participants. In addition, agreement was a minimum three times the level of disagreement relative to the statements, “trails are wide enough to handle multiple activities” (75%-16%, 4.7:1), “I support the city widening city sidewalks in order to handle multiple activities” (76%-19%, 4.0:1), and “trails connect to places I or my family want to go” (71%-18%, 3.9:1). The statement that secured the lowest ratio of agreement to disagreement was “trails are close to where I live” (71%-25%, 2.8:1).**
- ◆ Intense positive ratings (strongly agree) were highest for “trails are close to where I live” (21%), which was interesting since it was the lowest rated item in terms of its community agreement rating. This result would indicate the presence of a subset of respondents very knowledgeable about this issue, although it was in contrast with the general perception of the community. Conversely, near the bottom of the intensity ratings was “there is convenient parking and access” (9%), which was the top rated item from the standpoint of its ratio. This disparity suggests that the reputation of this statement holds true throughout the community, although few were totally convinced of this notion. Grouped together were rates of 13% (trails are wide enough), 12% (feel safe on trail), 11% (support city widening sidewalks), and 10% (trails should connect). Note that the consensus in most cases did not match the intensity ratings set by respondents in terms of the two ranked findings. For example, the second highest rated statement in terms of intensity, trails are wide enough, was fourth in terms of the agreement ratio.

- ◆ No opinion ratings slightly impacted five of the seven statements, as the percentages exceeded 5%, including 12% who had no opinion as to trails connecting to places I or my family want to go, 9% relative to trails being wide enough and feeling safe on said trails, 8% for there being convenient parking and access, and 7% for trails connecting to city sidewalks. Negative intensity was limited to 4% for trails are close to where they live. For the other six statements, negative intensity was 2% or less. In terms of disagreement, about one in five disagreed that trails are close (25%), that they support the city widening sidewalks in order to handle multiple activities (19%), and that they connect to where I or my family want to go (18%).

TABLE #24: AGREEMENT WITH TRAIL-RELATED STATEMENTS BY SUBSECTOR

STATEMENT	AREA I		AREA II		AREA III		AREA IV	
	AGREE	DIS AGREE	AGREE	DIS AGREE	AGREE	DIS AGREE	AGREE	DIS AGREE
Trails are close to where I live	95%	4%	74%	21%	48%	46%	41%	54%
The trails are wide enough to handle multiple activities (e.g. walking and cycling)	87%	10%	74%	15%	65%	25%	62%	20%
I feel safe when I am on a trail	89%	8%	78%	11%	82%	7%	70%	15%
There is convenient parking and access	86%	11%	86%	4%	82%	8%	80%	7%
Trails connect to places I or my family want to go	85%	10%	70%	17%	65%	25%	50%	28%
Trails should connect to city sidewalks	89%	8%	78%	11%	75%	20%	68%	22%
I support the city widening city sidewalks in order to handle multiple activities	78%	18%	78%	18%	75%	20%	67%	24%

- ◆ In general, the findings show that the further south the sample (Area I-Area II-Area III-Area IV), the less likely survey participants were to agree with the trail variables as presented. Residents in Area I were most proud of their trails, as they were at the top in terms of agreement for nearly all trail-related items. Conversely, the lowest agreement levels for each statement came from people in Area IV. This was especially true for the item about trails being close to where one lives, as agreement ratings went from nearly everyone (95%-74%-48%-41%) to less than half of the subset. In fact, Area IV was more likely to disagree with this statement (54%). A similar trend existed in terms of trails connecting to places they or their family wanted to go (85%-70%-65%-50%), as levels dropped more than 30 points.
- ◆ Other statements declined by at least ten and as much as twenty-five percent. Those were trails are wide enough to handle multiple activities (87%-74%-65%-62%) declining 27%, trails should connect to city sidewalks



(89%-78%-75%-68%) by 21%, feeling safe when on a trail (89%-78%-82%-70%), dropping 19%, and supporting the city widening city sidewalks (78%-78%-75%-67%), diminishing by only 11%. The only statement in which findings did not decline by more than 10% was relative to the convenient parking and access statement (86%-86%-82%-80%), indicating that although residents in Area IV feel deprived relative to trails, there is convenient parking for those they do use.

- ♦ As agreement declined, disagreement increased. The increases were most significant relative to trails being close to where people live (4%-21%-48%-54%), trails connect to places I or my family want to go (10%-17%-25%-28%), and trails should connect to city sidewalks (8%-11%-20%-22%). Several statements were influenced by higher no opinion responses in certain areas of the city. For example, while agreement with the statement about feeling safe on a trail declined 19%, disagreement varied by only seven points. And also note that Area I was not only most positive about there being convenient parking and access, but also most apt to dispute this statement, at 11%, compared to 4%, 8%, and 7% elsewhere. Another item in which disagreement ratings varied minimally was for supporting the city widening city sidewalks, from a low of 18% in Areas I and II, to 24% in Area IV.

TABLE #25: AGREEMENT WITH TRAIL-RELATED STATEMENTS BY AGE OF RESPONDENT'S CHILDREN

STATEMENT	NO CHILD		UNDER 6		AGE 6-12		AGE 13-18	
	AGREE	DIS AGREE	AGREE	DIS AGREE	AGREE	DIS AGREE	AGREE	DIS AGREE
Trails are close to where I live	70%	25%	73%	27%	76%	22%	70%	26%
The trails are wide enough to handle multiple activities (e.g. walking and cycling)	75%	15%	73%	22%	75%	19%	77%	16%
I feel safe when I am on a trail	80%	10%	84%	8%	87%	5%	81%	11%
There is convenient parking and access	84%	8%	92%	5%	83%	12%	79%	11%
Trails connect to places I or my family want to go	69%	19%	78%	16%	69%	19%	68%	18%
Trails should connect to city sidewalks	77%	14%	79%	17%	82%	13%	85%	7%
I support the city widening city sidewalks in order to handle multiple activities	72%	23%	81%	14%	79%	14%	77%	16%

- ♦ Six of the seven statements tested attained a minimum 70% agreement from all parental and nonparental subsets. They were at least 80% agreeable to feeling safe when on a trail (84%-87%-81%, to 80%), and with the exception of parents of teenage children, that there is convenient parking and access (92%-83%-79%, to 84%). Additionally, excluding parents of young children and nonparents, 80% or better agreed with the thought



that trails should connect to city sidewalks (79%-82%-85%, to 77%). The other rate in the 80 percentile was expressed by parents of young children under 6 regarding their support for the city widening city sidewalks in order to handle multiple activities (81%).

- ◆ Agreeing with the statement about there being convenient parking and access achieved the highest level of agreement ratings from parents of young children. By comparison, number one to parents of pre-teens was that they felt safe when on a trail, while tops to those with teenage children was that trails should connect to city sidewalks. Second among the three parental subsets were feeling safe while on trails, convenient parking and access, and safe while on trails, from youngest child to oldest. The third most popular statement to those whose children were the youngest was support for the city widening city sidewalks. That ranking was shared by trails connecting to city sidewalks among parents of pre-teens, and convenient parking and access among those with teenagers. The lowest rated statement to parents of young children, albeit at 73%, was that trails are close to where they live and wide enough to handle multiple activities. Parents of pre-teens were least agreeable that trails connect to places their family wishes to go, which generated the lowest rating among parents of teenagers.
- ◆ People without children were similarly agreeable with parents of children at one age or another. There were three instances in which all three parental subsets voiced higher positive responses, although the full variance was not significant. Those were feeling safe when on a trail (80%, to 84%-87%-81%), in which seven percent was the gap between their low rating and the high score, that trails should connect to city sidewalks (77%, to 79%-82%-85%), in which the full variance was eight points, and support for the city widening city sidewalks in order to handle multiple activities (72%, to 81%-79%-77%), with a maximum difference of nine percent. However, nonparents were not the subset that expressed the highest agreement for any of the trail-related items.
- ◆ Note that in terms of disagreement, nonparents were most negative about the city widening city sidewalks in order to handle multiple activities (23%, to 14%-14%-16%), and along with parents of pre-teens, that trails connect to places their family wants to go (19%, to 16%-19%-18%). Comparatively, parents of young children voiced the most disagreement for trails being close to where one lives (27%-22%-26%, to 25%) and that they are wide enough to handle multiple activities (22%-19%-16%, to 15%). Feeling safe on a trail was most frequently disputed by parents of teenagers (8%-5%-11%, to 10%) and there being convenient parking and access, by parents of pre-teens (5%-12%-11%, to 8%).

PREFERRED LOCATIONS OR DESTINATIONS FOR TRAILS IN EULESS

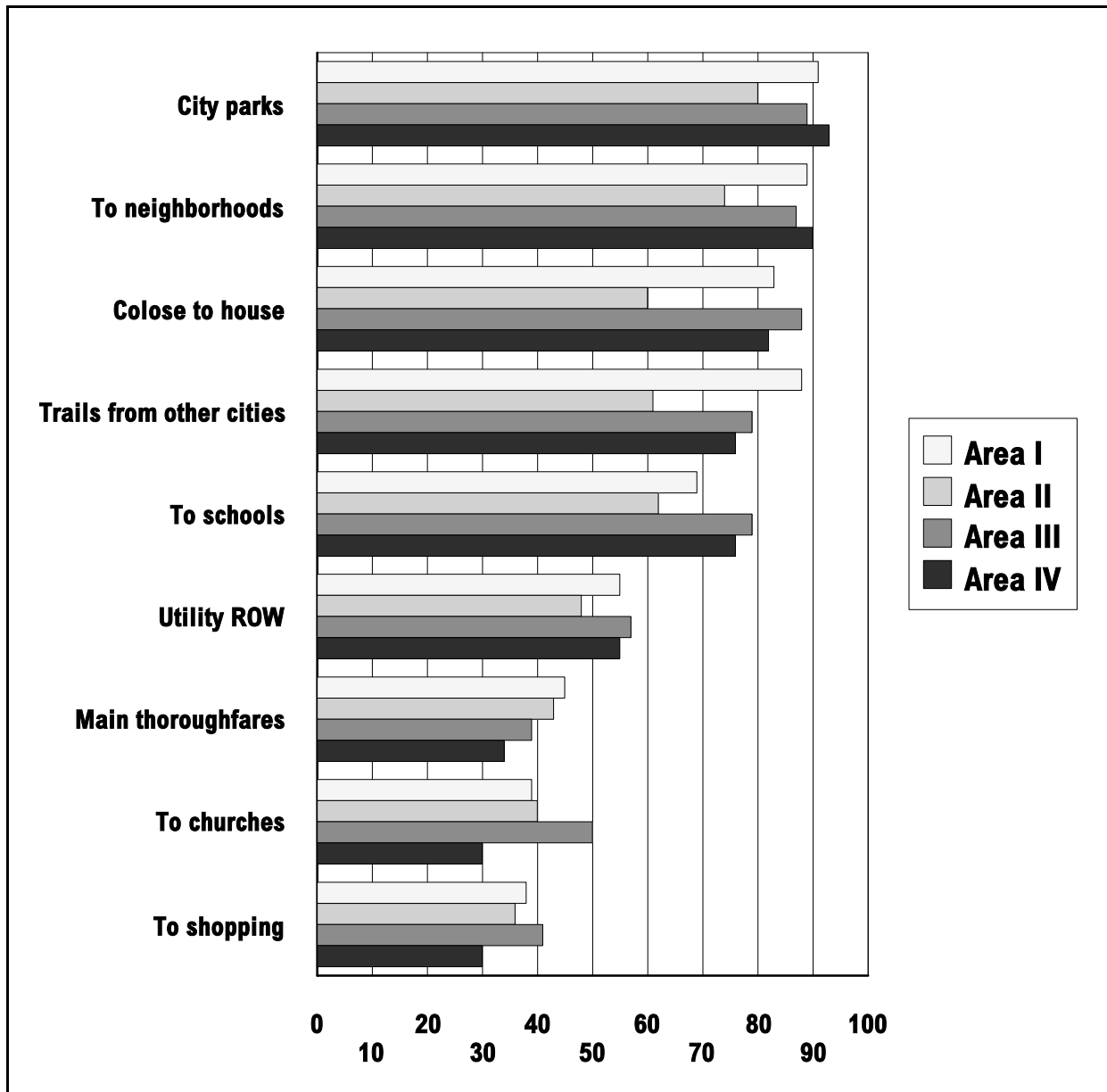


Figure 4: Preferred Location For Trails To Be Connected By Subsector

- ◆ City parks (88), connecting to neighborhoods (85%), close to my house (77%), and connecting to trails from other cities (76%) were the most popular locations or destinations to which residents would like to see additional hike and bike trails connected, if developed in Euless. There was also significant interest in having trails connected to schools (68%) and along utility right-of-way (53%). From the list of nine destinations, where most people did not want trails was along main thoroughfares (42%), to churches (39%), or to shopping (36%).

- ◆ Connecting trails in city parks was the most popular preferred trail connection no matter where the respondent resided (91%-80%-89%-93%), although residents in Area II were much less likely to mention this potential connection than people in other parts of the city. Overall, Area II was least likely to prefer trails be connected to the various destinations. Those instances included connecting to neighborhoods (89%-74%-87%-90%), close to their house (83%-60%-88%-82%), to trails from other cities (88%-61%-79%-76%), to schools (69%-62%-79%-66%), or along utility right-of-way (69%-62%-79%-66%). Note that Area IV voiced the highest connectivity percentages for having trails connect to neighborhoods, compared to Area I being most pro-trails to other cities, and Area III, close to home, to schools, and along utility right-of-way. Area II was the least interested subsector in terms of connecting future trails to any of the listed items, with the exception of along main thoroughfares (45%-43%-39%-34%), which was less popular in the southern portions of the city.
- ◆ Men were more likely to prefer trails connecting in city parks (91%-85%), to trails from other cities (82%-70%), to schools (73%-63%), along utility right-of-way (57%-49%), and along main thoroughfares (45%-38%). Women were less likely to list the various locations as preferred connectivity points, although they were as likely as men to desire trails connect to neighborhoods (84%-85%) and close to their home (78%-77%). Only four percent of the full sample was dissatisfied with parks and recreation quality and they were the subgroup with the highest percentage wanting trails close to their home (74%-80%-82%). In all other instances, it was people positive who focused on where to locate trails. They most frequently identified in city parks (86%-90%-82%), connecting to neighborhoods (85%-85%-76%), to trails from other cities (78%-77%-71%), to schools (70%-69%-59%), and along utility right-of-way (50%-57%-29%) as preferred trail connections. Only two percent graded the improvement rating as declining and their top two locations were in city parks and connecting to trails from other cities (both 75%). Comparatively, where the rating was improved or the same, similar interest was expressed relative to having trails in city parks (90%-84%), connect to neighborhoods (86%-85%), close to home (79%-77%), to schools (68%-70%), and along utility right-of-way (53%-53%). The only location in which support levels differentiated was to trails from other cities (80%-70%), as those most positive preferred this location instead of those who assigned status quo ratings.
- ◆ Respondents who visited city parks were more likely than nonvisitors to prefer trails located in several of the tested destinations, including to neighborhoods (86%-76%), close to home (80%-65%), connecting to trails from other cities (78%-64%), and along utility right-of-way (55%-42%). Both subsets were similar in wanting trails located in city parks (88%-85%), and to

a lesser degree, to schools (69%-64%). Individuals who utilized hike and bike trails were less hesitant than nonusers to prefer trails in nearly every location. The variances were most significant relative to locating trails connecting to trails from other cities (82%-68%) and along utility right-of-way (58%-46%). The differences in preferences were less relative to having trails in city parks (92%-81%), connecting to neighborhoods (87%-81%), close to home (81%-72%), and to schools (71%-64%), although the highest rates came from trail users and not nonusers. People who participated in parks and recreation classes were also more likely than nonparticipants to want trails connected to the various destinations, although the variance in percentages was less than seven percent in each instance. The same was true when comparing the ratings of pool users and nonusers and youth athletic league participants, with the exception of along main thoroughfares, a location more acceptable to people who did participate in a youth athletic league. Survey participants who agreed with the statement about one's willingness to pay to see the quality of parks upgraded were more open than those who did not to trails close to their house (82%-69%) and along main thoroughfares (45%-32%). Other locations were more frequently mentioned by those who agreed with the statement, although the variance in percentages was minor.

- ♦ The only destination among the top six in which tenure in the community influenced a response was close to their home (80%-79%-73%), a more popular choice with newer inhabitants. Attitudes were similar in terms of locating trails in city parks (89%-89%-86%), connecting to neighborhoods (82%-90%-83%), trails from other cities (78%-77%-73%), to schools (64%-75%-67%), or along utility right-of-way (48%-61%-53%). The oldest portion of the sample was least likely to prefer trails located close to their home (82%-78%-75%), although the rate was still better than three of four, no matter one's age. Older people were also less likely to prefer trails connecting to neighborhoods (88%-85%-83%) or to schools (76%-68%-67%). However, where they were significantly more likely to desire trails was along utility right-of-way (39%-50%-63%). Age had minimal influence on preferring trail connectivity in city parks (88%-89%-87%) or to trails from other cities (75%-78%-76%). Parents were more likely than nonparents to prefer trails connect to neighborhoods (90%-87%-86%, to 83%) and close to home (88%-82%-81%, to 75%). At the same time, along utility right-of-way (58%, to 46%-39%-47%) was the favored connection point of nonparents. Note that parents were more attuned to connecting future trails to neighborhoods (90%-87%-86%) rather than city parks (90%-84%-84%), although the variance between the two was minimal. Nonparents rated city parks ahead of neighborhoods (88%-83%). No matter how positive or negative one was in terms of the value rating for services provided versus fees paid, the most popular destinations were in city parks (89%-88%-87%) or connecting to

neighborhoods (86%-83%-87%). A great value rating led people to recognize the importance of having trails connect to other cities (84%-73%-75%), along utility right-of-way (55%-54%-47%), and along main thoroughfares (47%-41%-37%). And having trails connect to schools was a more popular notion among those who were less positive about the value rating (64%-71%-70%).

SUPPORT FOR VARIOUS PROJECTS BEING FUNDED BY CITY IN NEXT FIVE TO TEN YEARS

TABLE #26: OVERALL SUPPORT FOR VARIOUS PROJECTS BEING FUNDED BY THE CITY

PROJECT	STRONGLY SUPPORT	SUPPORT	OPPOSE	STRONGLY OPPOSE	NO OPINION	RATIO
Renovate/redevelop neighborhood parks	26%	66%	5%	1%	2%	15.31:1
Construct an additional recreation center	18%	59%	17%	1%	5%	4.3:1
Construct an aquatic park	20%	54%	19%	3%	4%	3.4:1
Construct a dog park	15%	47%	31%	5%	3%	1.2:1
Renovate/reconstruct an additional senior center	15%	65%	11%	2%	8%	6.2:1
Expand the city's trail system	23%	66%	8%	1%	3%	9.9:1

- ◆ **Renovate/redevelop neighborhood parks (92%-6%, 15.3:1), expand the city's trail system (89%-9%, 9.9:1) and renovate/reconstruct an additional senior center (80%-13%, 6.2:1) were the most popular projects for the city to fund in the next five to 10 years among the six tested, based on their ratios of support to opposition.** The three additional projects were also popularly supported, at ratios of 4.3:1 (77%-18% for constructing an additional recreation center); 3.4:1 (74%-22% for constructing an aquatic park); and 1.2:1 (62%-32% for constructing a dog park), the least popular project in the minds of respondents.
- ◆ Enthusiasm was highest for renovating/redeveloping neighborhood parks (26%); expanding the city's trail system (23%); and constructing an aquatic park (20%), with the latter item much higher ranked in intensity (3rd) when compared to its citywide ratio (5th). Conversely, there was little enthusiasm for renovating/reconstructing an additional senior center, as it ranked last in intensity (15%, with construction of the dog park), although the community considered it the third most important project to fund of the six tested. The senior center issue also drew the highest no opinion response, at 8%.

- ◆ In terms of opposition, the highest levels were 36% for the dog park, followed by 22% for the aquatic park and 18% for the additional recreation center.

TABLE #27: SUPPORT FOR VARIOUS PROJECTS BEING FUNDED BY THE CITY BY SUBSECTOR

PROJECT	AREA I		AREA II		AREA III		AREA IV	
	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE
Renovate/redevelop neighborhood parks	93%	5%	89%	7%	90%	6%	93%	7%
Construct an additional recreation center	73%	20%	81%	16%	74%	18%	81%	17%
Construct an aquatic park	77%	20%	71%	24%	76%	19%	71%	26%
Construct a dog park	69%	28%	57%	38%	57%	41%	57%	43%
Renovate/reconstruct an additional senior center	77%	13%	81%	11%	77%	15%	87%	11%
Expand the city's trail system	89%	10%	87%	12%	88%	7%	92%	6%

- ◆ Between 87% and 93% of residents citywide supported the city funding the renovation/redevelopment of neighborhood parks (93%-89%-90%-93%) and expanding the city's trail system (89%-87%-88%-92%). Note that although the neighborhood park projects were most popular, both facilities were nearly interchangeable, as the variance in rates in the various subsectors was no more than the four percent in Area I (93%-89%). Areas II and IV were more supportive than Areas I and III of the additional recreation center (81% and 81%, to 73% and 74%) as well as the additional senior center (81% and 87%, to 77% and 77%). At the same time, the aquatic park, which was consistently popular throughout the city, generated more support in Areas I and III (77% and 76%) than Areas II and IV (71% and 71%), the opposite of the two previous projects. And the dog park, the least popular facility in terms of support, was more likely to be endorsed in Area I (69%) than elsewhere in the city (each 57%).
- ◆ Area IV gave the highest support to four of the seven projects listed: renovating/redeveloping neighborhood parks; constructing an additional recreation center; renovating/reconstructing an additional senior center; and expanding the city's trail system. Note that the neighborhood parks project was also most popular in Area I, as levels were identical. Area I was most supportive of the aquatic park and dog park. Area II respondents gave the highest support for constructing an additional recreation center, with a percentage that was identical to that in Area II. In terms of opposition, the most significant variances focused on the dog park, a project that drew most of its opposition from Area IV (43%, to 28% in Area I).

All other items were consistently opposed by residents in the various subsectors.

TABLE #28: SUPPORT FOR VARIOUS PROJECTS BEING FUNDED BY THE CITY BY AGE OF RESPONDENT'S CHILDREN

PROJECT	NO CHILD		UNDER 6		AGE 6-12		AGE 13-18	
	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE
Renovate/redevelop neighborhood parks	90%	7%	93%	7%	95%	5%	96%	4%
Construct an additional recreation center	74%	19%	81%	17%	83%	14%	81%	16%
Construct an aquatic park	69%	25%	87%	14%	84%	16%	82%	18%
Construct a dog park	61%	35%	61%	39%	61%	39%	63%	35%
Renovate / reconstruct an additional senior center	80%	12%	73%	18%	77%	16%	80%	11%
Expand the city's trail system	87%	9%	89%	10%	91%	9%	91%	9%

- ◆ Parents voiced more support for the neighborhood parks project (93%-95%-96%, to 90%), the additional recreation center (81%-83%-81%, to 74%), the aquatic park (87%-84%-82% to 69%), and to a limited extent, the trail system expansion (89%-91%-91%, to 87%). Comparatively, constructing the dog park drew similar ratings, regardless of the age of one's children (61%-61%-63%, to 61%), while the senior center was more popular among nonparents (80%, to 73%-77%-80%).
- ◆ Although the percentage variances were nominal, support for the aquatic park declined as children aged (87%-84%-82%), in contrast to increased votes for the additional senior center (73%-77%-80%) and the neighborhood parks (93%-95%-96%).
- ◆ When the items were ranked, both parents and nonparents prioritized neighborhood parks and trail system expansion as the top two projects. After that, priorities shifted, as nonparents focused on the additional senior center, whereas parents concentrated on the aquatic park. Interestingly, the recreation center was the fourth most important project to fund, according to the four subsets. And the least popular project to all was the dog park construction.

SUPPORT FOR ADDITIONAL AQUATIC FACILITIES

TABLE #29: OVERALL SUPPORT OF ADDITIONAL AQUATIC FACILITIES

FACILITY OPTION	STRONGLY SUPPORT	SUPPORT	OPPOSE	STRONGLY OPPOSE	NO OPINION	POS TO NEG RATIO
Single outdoor aquatic facility, which would include several water features	18%	56%	20%	4%	3%	3.1:1
Large family aquatic facility, which would include both pools and children's spray areas	25%	56%	14%	2%	2%	5.1:1
An indoor aquatic facility	26%	46%	23%	4%	3%	1.6:1
Several smaller neighborhood pools, but with fewer amenities	6%	46%	39%	6%	4%	1.2:1
Not constructing any further aquatic facilities in the city	3%	14%	66%	14%	4%	0.2:1

- ◆ **A large family aquatic facility, which would include both pools and children's spray play areas (81%-16%, 5.1:1) was the aquatic facility option tested that secured the most support from survey participants for meeting the needs of aquatic programming in the city, although significant percentages also endorsed the single outdoor aquatic facility, which would include several water features (74%-24%, 3.1:1).** Also popular, but with varying degrees of opposition, were an indoor aquatic facility (72%-27%, 2.7:1) and several smaller neighborhood pools (52%-45%, 1.2:1). What was not popularly supported was the fifth option tested, not constructing additional aquatic facilities (17%-80%, 0.2:1).
- ◆ Survey participants were most enthusiastic about the indoor aquatic facility (26%) and the large family aquatic facility (25%). There was also some intense interest in the single outdoor aquatic facility (18%), although less than the two more popular options. There was little enthusiasm for several smaller neighborhood pools (6%), as the only instance in which strong support was lower was for the option not constructing any further aquatic facilities (3%). The indoor aquatic facility possessed a committed constituency above and beyond its community consensus, as it scored the highest intensity ratings (26%) while ranking third of four in terms of its ratio. Conversely, the neighborhood pool concept ranked last in both intensity ratings as well as its community consensus ratio.
- ◆ At least one of every four sampled opposed three of the four aquatic options, those being the smaller neighborhood pools (45%), the indoor aquatic facility (27%), and the single outdoor facility (24%). The only option more likely to be opposed was not constructing any further aquatic facilities in the city, an item opposed by four of five survey participants (80%).

**TABLE #30: SUPPORT OF ADDITIONAL AQUATIC FACILITIES
BY SUBSECTOR**

FACILITY OPTION	AREA I		AREA II		AREA III		AREA IV	
	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE
Single outdoor aquatic facility, which would include several water features	76%	19%	69%	28%	83%	16%	65%	33%
Large family aquatic facility, which would include both pools and children's spray areas	82%	16%	80%	19%	86%	12%	79%	16%
An indoor aquatic facility	69%	28%	70%	29%	79%	15%	69%	28%
Several smaller neighborhood pools, but with fewer amenities	50%	47%	45%	51%	58%	38%	60%	37%
Not constructing any further aquatic facilities in the city	14%	81%	20%	76%	12%	87%	18%	79%

- ◆ The most popular option citywide was the large family aquatic facility and it was one percent short of achieving 80%+ support throughout the city (82%-80%-86%-79%). The only other 80% rating was in Area III, where residents were similarly supportive of the single outdoor aquatic facility (83%). On the opposition side, 80% in Area I and III opposed not constructing any further aquatic facilities (81%-76%-87%-79%).
- ◆ Several facilities were favored more in some parts of the city than others. For example, the single outdoor aquatic facility was more popular in Area III (83%) than anywhere else, especially Area IV, where only 65% supported and 33% opposed this option. Another option that generated significantly less support in Area IV, as well as Area I, was the indoor aquatic facility, as only 69% voices support, compared with a high of 79% in Area III. And relative to the smaller neighborhood pools, there was significantly more support in Areas III and IV (58% and 60%) than Areas I and II (50% and 45%). In fact, this option was more apt to be opposed in Area II (51%) and was nearly that high in Area I (47%). The only option in which attitudes were consistently high was relative to the large family aquatic facility.
- ◆ Overall, Area III respondents were most supportive of new aquatic facilities, reporting the highest support ratings for three of the five projects presented: the single outdoor aquatic facility; the large family aquatic facility; and the indoor aquatic facility. Area IV reported the highest support for several smaller neighborhood pools and Area II was most supportive of not constructing additional aquatic facilities. And as Area II was most supportive of not constructing anything, it is not surprising that it was also most likely to be oppositional, reporting the highest opposition ratings for three of the five projects proposed, those being the large family aquatic facility, the indoor aquatic facility, and the neighborhood pools option.

**TABLE #31: SUPPORT OF ADDITIONAL AQUATIC FACILITIES
BY AGE OF RESPONDENT'S CHILDREN**

FACILITY OPTION	NO CHILD		UNDER 6		AGE 6-12		AGE 13-18	
	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE
Single outdoor aquatic facility, which would include several water features	66%	30%	88%	10%	88%	11%	79%	20%
Large family aquatic facility, which would include both pools and children's spray areas	76%	20%	95%	5%	95%	6%	85%	16%
An indoor aquatic facility	69%	27%	77%	22%	71%	27%	73%	27%
Several smaller neighborhood pools, but with fewer amenities	49%	47%	54%	44%	49%	50%	56%	44%
Not constructing any further aquatic facilities in the city	18%	79%	10%	85%	13%	84%	11%	82%

- ◆ The number one and two most popularly supported aquatic options to parents were the large family aquatic facility, which generated between 85% (teenagers) and 95% (young children and pre-teens) support, followed by the single outdoor aquatic facility, which scored ratings of either 88% (young children and pre-teens) or 79% (teenagers). Note that parents of teenagers were least supportive of both options. However, the three parent subsets were each more supportive of the two options than nonparents, as the two generated 76% and 66% support. Parents were also more supportive than nonparents of the indoor aquatic facility (77%-71%-73%, to 69%), although it is noteworthy that the indoor aquatic facility was more popular to nonparents than the single outdoor facility. This was not the case with parents. Nonparents were 49% supportive of the neighborhood pool concept, compared to 47% opposed. Parents of young children (54%-44%) and teenagers (56%-44%) were more definitive in their support for this option, while those with pre-teens (49%-50%) were one percent more likely to oppose this option. Finally, nonparents were the subset most supportive of not constructing anything (18%, to 10%-13%-11%), although that level was less than one in five.
- ◆ Parents of children under 6 were most intense in their support of new aquatic facilities, reporting the highest support ratings for three of the four potential projects, while parents of children ages 6-12 tied for the highest support on two of those items: the single outdoor aquatic facility and the large family aquatic facility. Parents of teenagers reported the highest support for several smaller neighborhood pools.
- ◆ Only one item varied relative to support among parents and that was for the large family aquatic facility, already noted as less popular among parents of teenagers than others. And in comparing the opinions of parents and nonparents, support varied most between the two entities relative to the single outdoor aquatic facility (66%, to 88% of parents of



young children and pre-teens, -22), the large family aquatic facility (76%, to 95% of parents of young children and pre-teens, -19), or the indoor aquatic facility (69%, to 77% of parents of young children, -8).

NUMBER ONE PREFERRED AQUATIC FACILITY

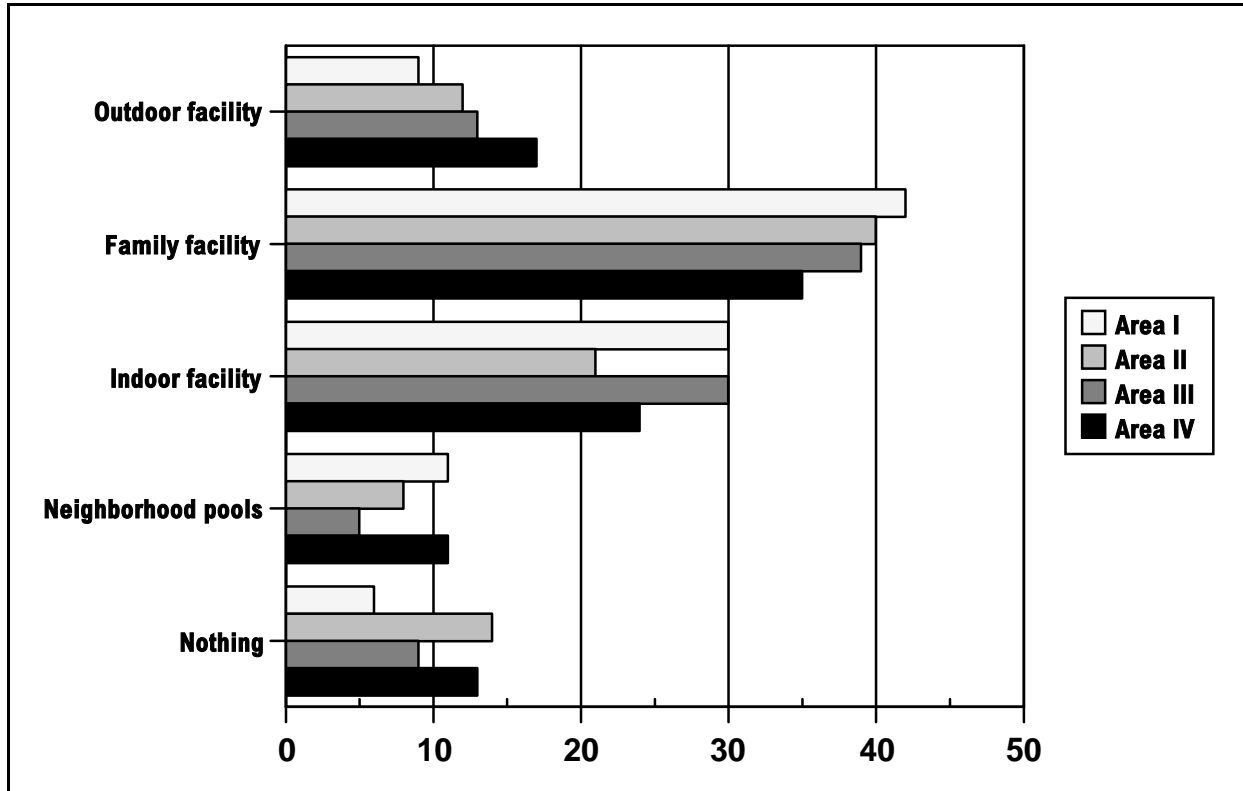


Figure 5: Number One Preferred Aquatic Facility By Subsector

- ◆ A family aquatic facility (40%) was the number-one preferred facility according to survey participants, should the city decide to construct additional aquatics in the city. It was a more popular choice than the indoor aquatic facility (27%), which ranked second, as well as the outdoor aquatic facility (12%) or neighborhood pools (9%). One in 10 preferred not constructing any additional aquatic facilities.
- ◆ The family aquatic center ranked first citywide (42%-40%-39%-35%), drawing slightly more support in the northern portion of the city than the south. Areas I and III were the sectors of the city that assigned the highest rates to the indoor aquatic facility (30%-21%-30%-24%), although in each instance, the family aquatic center was preferred. Area I was the only subsector to prioritize neighborhood pools above the outdoor aquatic facility (11%-9%). Percentages were more pro-outdoor aquatic facility in Areas II (12%-8%), III

(13%-9%), and IV (17%-11%). Not constructing anything was more popular in Areas II and IV (14% and 13%) than elsewhere (6% and 9%). Additionally, in Areas II, not constructing anything was a more popular position than either the outdoor aquatic facility or neighborhood pool. In Areas III and IV, not constructing anything was the fourth most popular option, being assigned higher percentages than neighborhood pools.

- ◆ Men and women assigned identical percentages of 40% to the family aquatic facility, making it their top choice. In both instances, the indoor aquatic facility ranked second, although it was more popular with female survey participants (32%-21%). And neighborhood pools drew more interest from male respondents (13%-5%). The final two options, outdoor aquatic facility (13%-11%) and not constructing anything (12%-8%) were both more frequent choices of men rather than women, although both ranked below the more popular options. The family aquatic facility selection grew in importance as dissatisfaction with parks and recreation increased, to the point where over half of the respondents dissatisfied preferred that choice (39%-40%-53%). Percentages fluctuated relative to the second choice, as it appeared that satisfaction did not influence this choice to the same degree as the first selection (30%-24%-35%). One choice that did correlate was the outdoor aquatic facility (13%-11%-6%), a selection most popular with people very satisfied with parks and recreation. When comparing improved and same ratings, there was only minimal variances in the primary selections of the family aquatic facility (39%-41%) or indoor aquatic facility (29%-25%). Interestingly, those who assigned a status quo rating to the direction of parks and recreation improvements more often preferred not constructing anything (7%-16%), to the point that they chose this option ahead of the outdoor aquatic facility (13%-9%) or neighborhood pools (10%-6%), something that those believing quality had improved did not do.
- ◆ The family aquatic facility was the number one choice, followed by the indoor aquatic facility, whether or not respondents had participated or utilized the different facilities or chose to not participate. The range of percentages in terms of the family aquatic facility was 48% (youth athletic league participant) to 38% (non pool utilizer and non youth athletic league participant). In fact, when comparing those who did or did not utilize a particular variable, the difference in levels was most significant in terms of youth athletic league participants (48%-38%). All others were five percent or less. Residents who visited city parks (28%-16%) or participated in parks and recreation classes (36%-23%) clearly preferred the indoor aquatic facility over those who chose to not visit or not participate. It should also be stated that people who participated in parks and recreation classes were the subset with the most narrow margin in terms of preferring the family aquatic facility over the indoor aquatic facility (43%-36%), with all others

being double-digit variances. Among the secondary facility choices, people who said they did not utilize the current facilities or participate in the programs most frequently chose the outdoor aquatic facility as their choice when compared with those who did visit or participate. There was also a significant difference between parks and recreation program participants and those who did not in terms of selecting neighborhood pools (3%-11%), as it was a more popular choice to those who did not participate. If a resident agreed with the statement about being willing to pay additional taxes to see the quality of parks upgraded, he or she was much more likely to prefer the family aquatic facility (44%-31%) than if the individual disputed it. Respondents who disagreed also more frequently preferred not constructing anything (19%-6%). Both subsets were similar in their choices of the indoor aquatic facility (27%-25%), outdoor aquatic facility (13%-10%), or neighborhood pools (8%-10%).

- ◆ The family aquatic facility drew more support from newer residents rather than long-term city inhabitants (45%-41%-31%), although regardless of tenure, it was the preferred aquatic choice. Interestingly, no matter how long one had lived in the city, the indoor aquatic facility was consistently popular (26%-28%-26%). Long-term residents were also more likely to prefer the outdoor aquatic facility (9%-13%-15%), but also to not construct anything (8%-7%-16%). As with tenure the community, the older the respondent, the less likely they were to choose family aquatic facility (53%-45%-30%) should the city decide to construct additional aquatics in the city. Additionally, people over the age of 55 were the only subset to prefer an indoor aquatic facility over the family aquatic facility (29%-22%-32%). They were also the subset most likely to say don't construct anything (4%-6%-16%). Parents were significantly more likely to prefer the family aquatic facility (56%-62%-53%). When it came to the indoor aquatic facility, the older the child, the less likely it was to be selected as the number one preferred facility (29%-16%-14%). Either facility was acceptable to nonparents, although by two percent, the family aquatic facility was the project of choice (32%-30%). Nonparents were also the group most likely to say don't construct anything (14%, to 3%-3%-5%). How the trade-off was judged had no association with an aquatic preference, as the family aquatic facility (39%-41%-39%) and indoor aquatic facility (25%-28%-26%) exhibited no shifting based on a positive or negative outlook. Even the do not construct anything option (8%-12%-9%) did not appear to be impacted by this issue.