

Broward County Needs Assessment for P &R, Conservation and Greenways/Trails 2012 Survey Report



Spring 2012

Prepared for:

Broward County, FL

Prepared by:

RRC Associates, Inc.

4940 Pearl East Circle, Ste 103

Boulder, CO 80301

303/449-6558

www.rrcassoc.com



Table of Contents

METHODOLOGY 1

RESPONDENT PROFILE 2

CURRENT FACILITIES, AMENITIES AND SERVICES 5

 Satisfaction with Facilities and Services 6

 Parks and Recreation Facilities and Services that Need Improvement 7

 Usage Frequency 9

 Importance Current Parks & Recreation Facilities to the Community 10

 Degree to which Current Facilities are Meeting Household Needs..... 12

 Performance vs. Needs-met Matrix – Current Facilities 14

 Reasons for Not Using Broward County Recreation Programs or Facilities..... 17

 Other Parks & Recreation Programs Used 19

FUTURE FACILITIES, AMENITIES, AND SERVICES TO ADD, EXPAND, OR IMPROVE 20

 Greatest Needs for Facilities to be Added, Expanded, or Improved 20

 Top Three Priorities for Facilities to be Added, Expanded or Improved..... 21

GREENWAYS AND TRAILS 24

PROGRAMS, ACTIVITIES, AND SPECIAL EVENTS..... 25

 Need for Programs 25

 Degree to which Programs are Meeting Household Needs 26

 Highest Priorities for Programs to be Added, Expanded, or Improved 27

COMMUNICATION..... 29

FINANCIAL CHOICES / FEES..... 31

 Perception of Current Program and Facility Fees Charged 31

 Potential Impact of Fee Increases 33

SUGGESTIONS / OPEN ENDED COMMENTS 33

Table of Figures

Figure 1 Location and Length of Residence, Residence Characteristics 2

Figure 2 Gender, Age, Household status, Annual Income and Student Status..... 3

Figure 3 Ethnicity, Race, Household Status 4

Figure 4 Broward County Parks & Recreation Importance, Registration and Customer Service Rating..... 5

Figure 5 Satisfaction with Broward County Parks and Recreation Division Facilities and Services 7

Figure 6 Broward County Parks and Recreation – Top Three Aspects Most in Need of Improvement 8

Figure 7 Current Amenities - Frequency of Use 9

Figure 8 Current Amenities – Importance to Household..... 11

Figure 9 Current Facilities – Degree to Which Needs are Being Met 13

Figure 10 Current Facilities – Importance vs. Needs-met Matrix 15

Figure 11 Broward County Programs and Facilities – Reasons Do Not Use 17

Figure 12 Other Parks & Recreation Providers Being Used 19

Figure 13 Greatest Needs for Facilities to be Added, Expanded, or Improved..... 21

Figure 14 Three Highest Priorities for Facilities to be Added, Expanded, Improved..... 23

Figure 15 Most Important Aspects of Greenways and Trails..... 24

Figure 16 Importance of Programs..... 25

Figure 17 Programs – Degree to Which Household Needs are Being Met..... 27

Figure 18 Top Three Highest Priorities to be Added, Expanded, or Improved 28

Figure 19 How Good a Job Does Broward County Parks and Recreation Do In..... 29

Figure 20 How Currently Receive Information and How Best Reach You 30

Figure 21 Program and Facility Fees..... 31

Figure 22 Opinions Concerning Broward County Spending..... 32

Figure 23 Preferred Method of Payment for County Parks and Natural Areas Admission Fees 32

Figure 24 Potential Impact of Fee Increases..... 33

METHODOLOGY

The purpose of this study was to gather public feedback on Broward County parks, recreation, conservation and greenways/trails programs, services and other community investments. This feedback and subsequent analysis was designed to assist the Broward County Parks & Recreation Department in the creation of a Master Plan for existing and possibly future enhancements, facilities, and services.

The survey was conducted using three methods: 1) a mail-back survey, 2) an online invitation only survey, and 3) an open link online survey for members of the public who did not receive a randomly selected survey in the mail. Unless stated otherwise, the analysis herein focuses primarily on surveys received via the first two methods.

The primary list source used for the mailing was a third party list purchased from Melissa Data Corp., a leading provider of data quality solutions with emphasis on U.S., Canadian, and international address and phone verification and postal software. Use of the Melissa Data list also includes renters in the sample who are frequently missed in other list sources such as utility billing lists.

A total of 10,000 surveys were mailed to a random sample of Broward County residents in June 2012 (9,000 to residents in the County and 1,000 to second home-owners), with 9,212 being delivered after subtracting undeliverable mail. The final sample size for this statistically valid survey was 400, resulting in a margin of error of approximately +/- 4.9 percentage points calculated for questions at 50% response¹. Results from the open link survey generated an additional 106 responses.

As responses to the open-link version of the questionnaire are “self-selected” and not a part of the randomly selected sample of residents, results from the open-link questionnaire are kept separate from the mail and invitation web versions of the survey for the overall analysis. The majority of the discussion that follows focuses primarily on results from the randomly selected sample of residents.

The underlying tabular data for the random sample responses were weighted by age and ethnicity to ensure appropriate representation of Broward County residents across different demographic cohorts in the sample. Based on current 2010 ESRI data for Broward County, the age, race and ethnicity profile of residents is distributed as follows: Under 35 (25 percent), Age 35 - 44 (19 percent), Age 45 - 54 (21 percent), Age 55 - 64 (16 percent), Age 65 - 74 (10 percent), 75 and older (9 percent); Race: White (66 percent), Asian (3 percent), African American (27 percent), Other (3 percent); and Ethnicity: Hispanic Ethnicity (26 percent). These

¹ For the total sample size of 400, margin of error is +/- 4.9 percent calculated for questions at 50% response (if the response for a particular question is “50%”—the standard way to generalize margin of error is to state the larger margin, which occurs for responses at 50%). Note that the margin of error is different for every single question response on the survey depending on the resultant sample sizes, proportion of responses, and number of answer categories for each question. Comparison of differences in the data between various segments, therefore, should take into consideration these factors. As a general comment, it is sometimes more appropriate to focus attention on the general trends and patterns in the data rather than on the individual percentages.

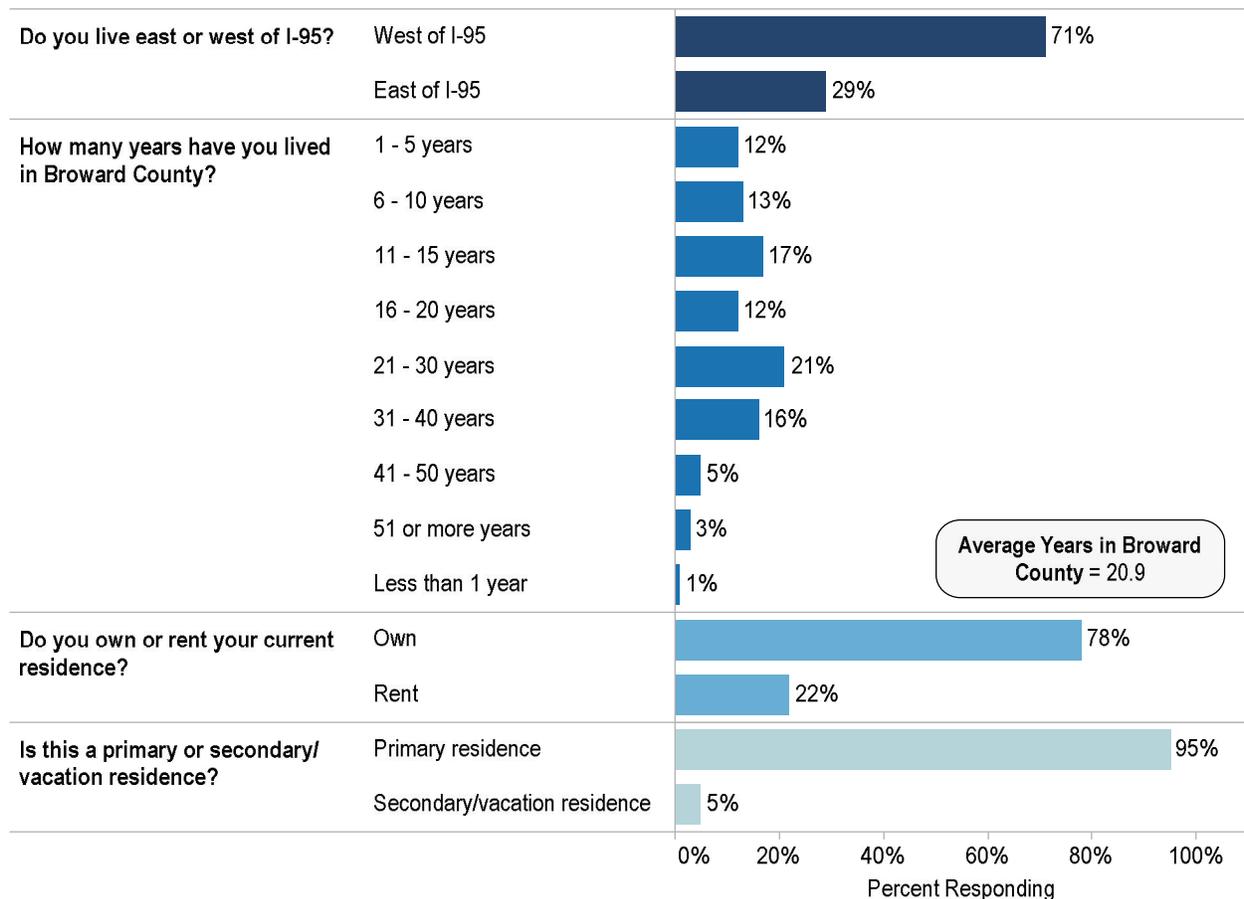
proportions were the basis for weighting of the survey data so that the resulting analysis reflects the conclusions and opinions of the underlying population.

RESPONDENT PROFILE

Location and Length of Residence

- 71 percent of respondents live West of I-95; 29 percent East of I-95
- Average number of years lived in the area: 20.9 years
- 78 percent own their current residence; 22 percent rent
- 95 percent say Broward County is the location of their primary residence; 5 percent are second homeowners

Figure 1
Location and Length of Residence, Residence Characteristics



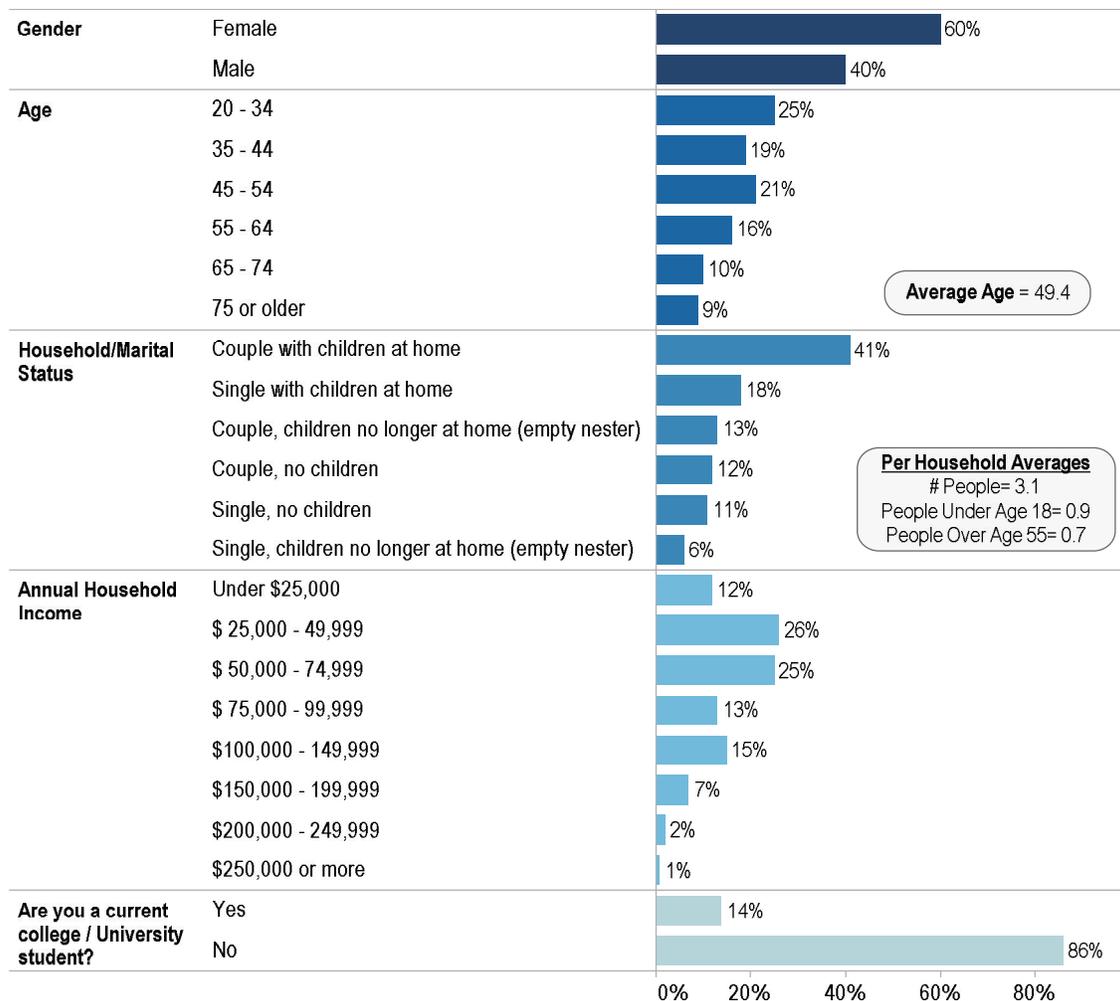
Age, Gender, and Student Status

- Average age of respondents was 49.4 years
- 60 percent of respondents were female; 40 percent were male
- 14 percent of respondents were students

Household Characteristics

- Average number of people per household was 3.1
- 59 percent are in households with children at home
- 23 percent are singles or couples with no children at home
- 19 percent are “empty nesters”
- 25 percent of households earn annual incomes of \$100,000 or greater
- 38 percent earn between \$50,000 and \$99,999
- 38 percent earn \$49,999 or below

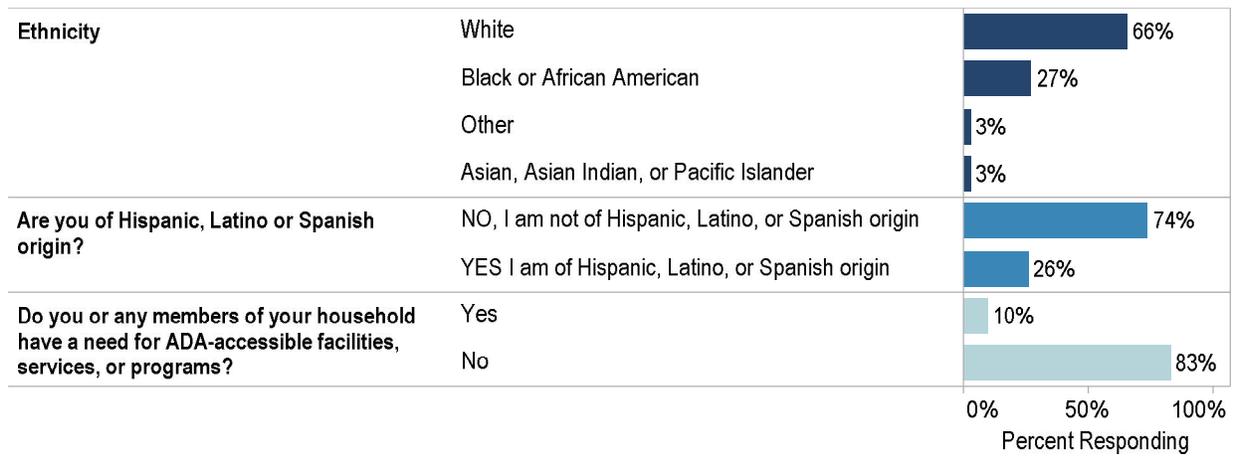
Figure 2
Gender, Age, Household status, Annual Income and Student Status



Ethnicity, Race, and Need for ADA-Accessible Facilities

- 26 percent of respondents were of Hispanic, Latino or Spanish origin
- 66 percent identified themselves as White; 27 percent Black / African American; 3 percent Asian / Pacific Islander and 3 percent other.
- 10 percent have household members with a need for ADA-accessible facilities

Figure 3
Ethnicity, Race, Household Status

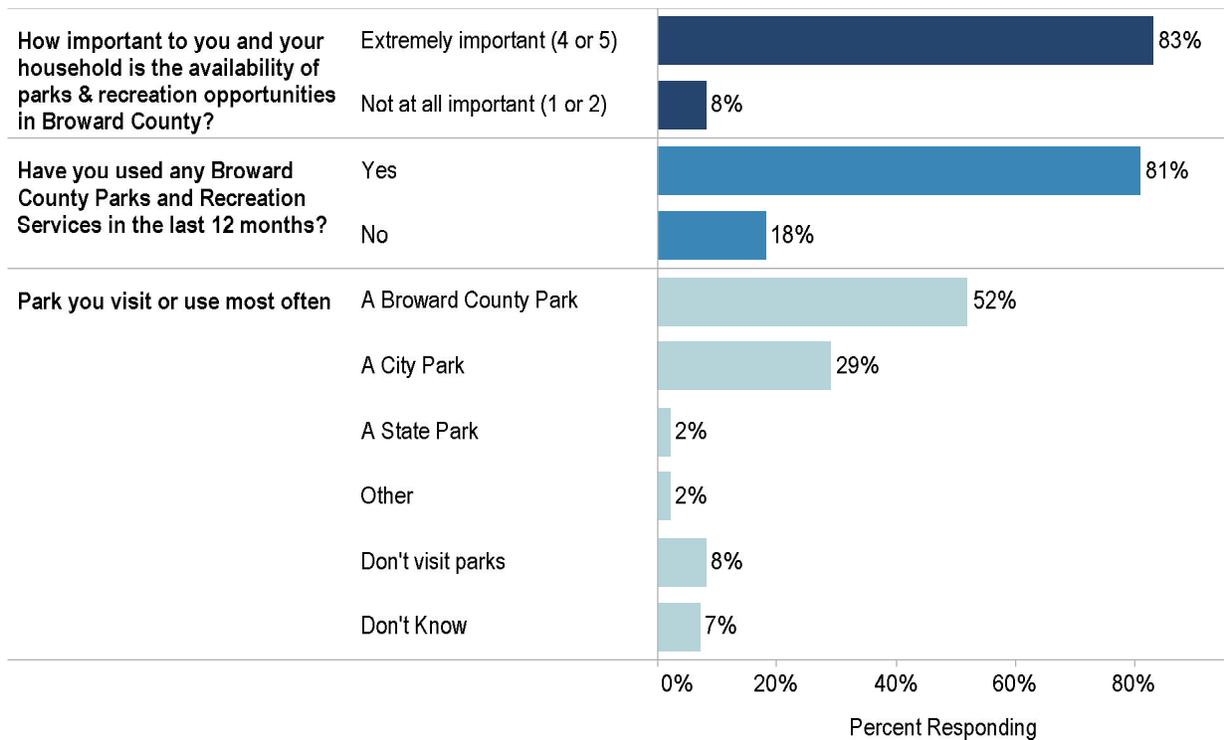


CURRENT FACILITIES, AMENITIES AND SERVICES

Residents of Broward County indicated that the availability of local parks and recreation opportunities in the county are very important with an average rating of 4.3 on a 5 point scale where 5 means “extremely important”. The majority of respondents, 83 percent, rated the importance of Parks & Recreation opportunities a 4 or 5.

The majority (81 percent) of respondents report having used Broward County Parks and Recreation Services in the past year. Respondents were also asked about the type of park they visit most often. Broward County Parks (52 percent) and City Parks (29 percent) were the top two responses.

Figure 4
Broward County Parks & Recreation Importance, Registration and Customer Service Rating



Satisfaction with Facilities and Services

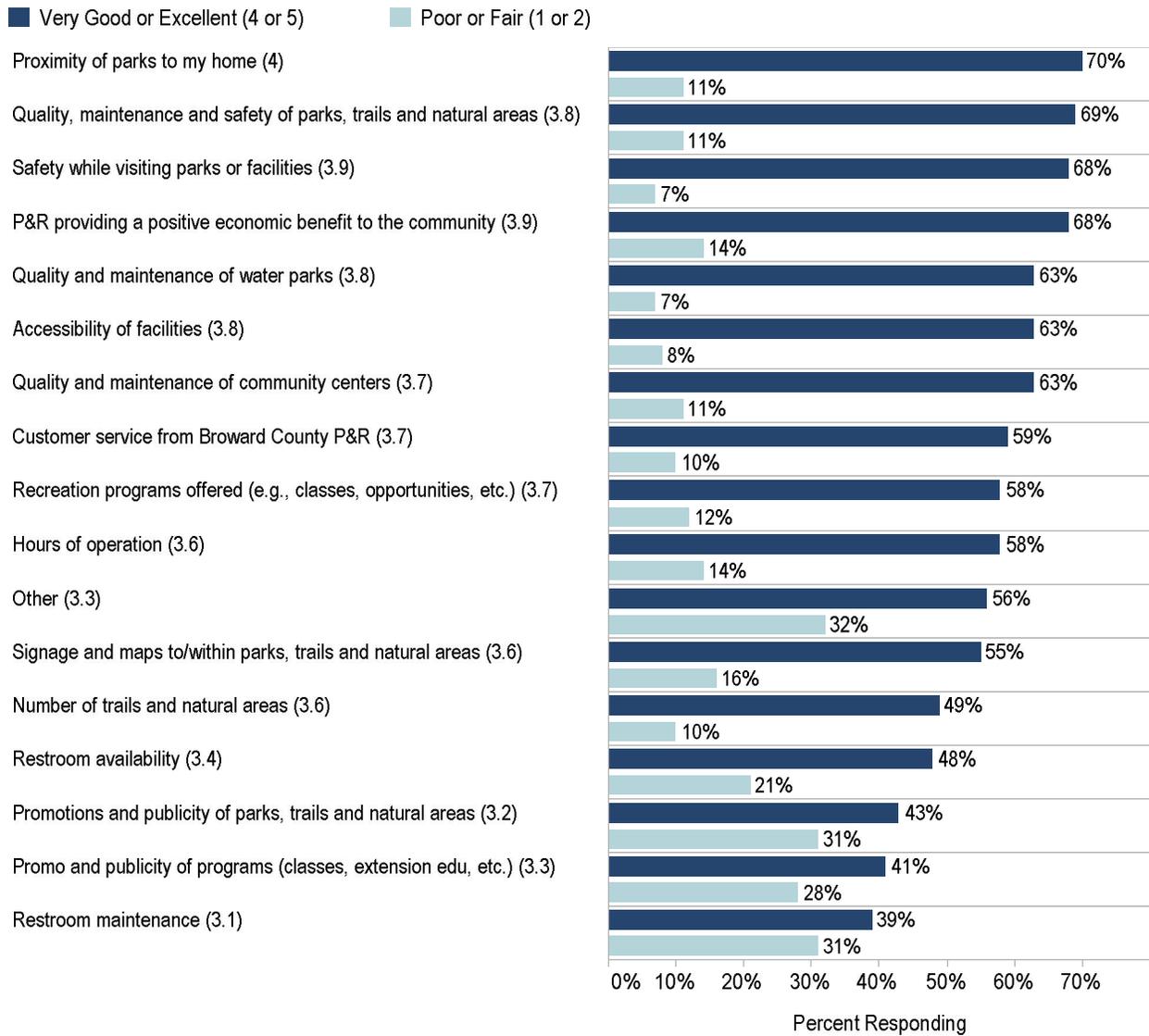
Broward County residents were asked to rate their satisfaction with various parks and recreation facilities and services. Residents were most satisfied with the following:

- Proximity of parks to my home (70 percent of respondents rated this a 4 or 5 on a 5 point scale or “excellent”)
- Quality, maintenance and safety of parks, trails and natural areas (69 percent)
- Safety while visiting parks or facilities (68 percent)
- Parks and recreation providing a positive economic benefit to the community (68 percent)

Broward County residents were least satisfied with the following facilities and services:

- Restroom Maintenance (31 percent rated this a 1 or 2 on a 5 point scale where 1 means “poor”)
- Promotions and publicity of parks, trails and natural areas (31 percent)
- Promotions and publicity of programs (28 percent)

Figure 5
Satisfaction with Broward County Parks and Recreation Division Facilities and Services



Parks and Recreation Facilities and Services that Need Improvement

Respondents were asked to identify aspects of Broward County Parks and Recreation facilities or services that need improvement. A number of aspects were cited by a quarter to a third of respondents. Aspects that were most often identified as needing improvement included:

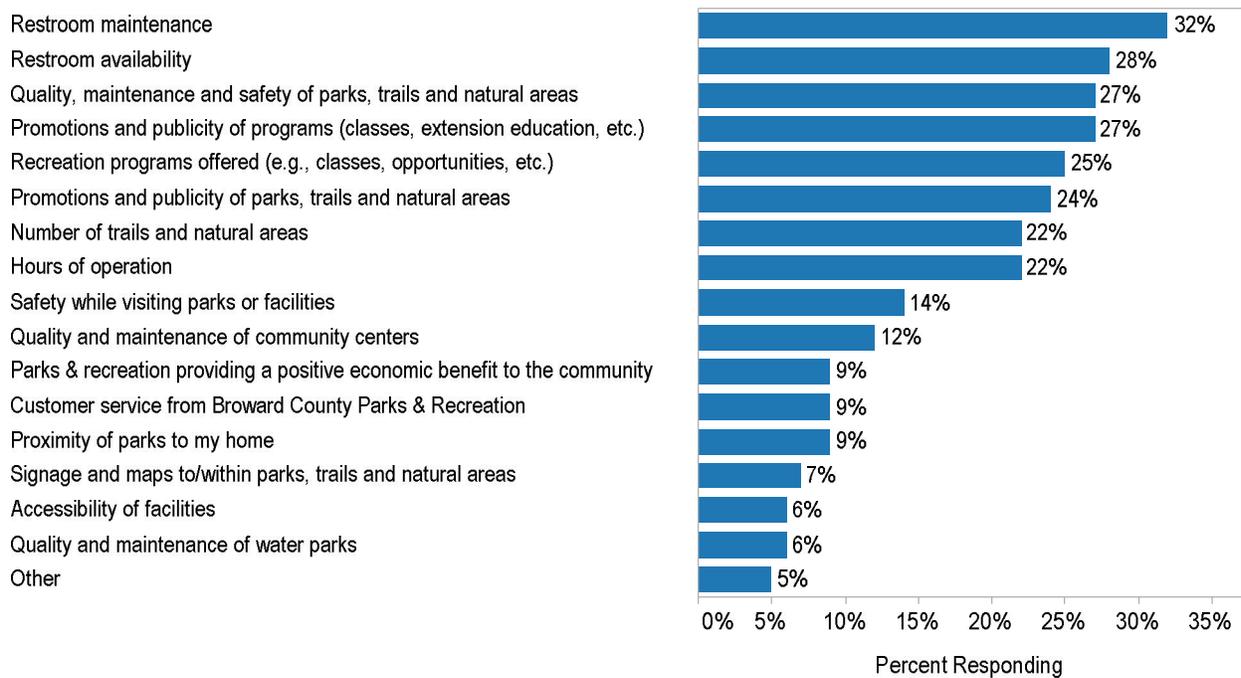
- Restroom maintenance (32 percent)
- Restroom availability (28 percent)
- Quality, maintenance/safety of parks/trails & natural areas (27 percent)
- Promotions and publicity of programs (27 percent)

When looking at responses by location of household in relation to I-95, there were some marked differences. Residents West of I-95 were more likely to feel that restroom availability needs improvement (28 percent) compared to those living East of I-95 (18 percent). A larger

percentage of residents on the West side also indicated “Number of trails and natural areas” as needing improvement (24 percent vs. 16 percent).

Those on the East side were more likely to cite “hours of operation” as one of the top three aspects of Broward County Parks in most need of improvement (31 percent compared to 18 percent).

Figure 6
Broward County Parks and Recreation – Top Three Aspects Most in Need of Improvement



Usage Frequency

Residents of Broward County used “neighborhood and regional parks” and “Bike paths and walking trails” most frequently over the past year (at least once per month).

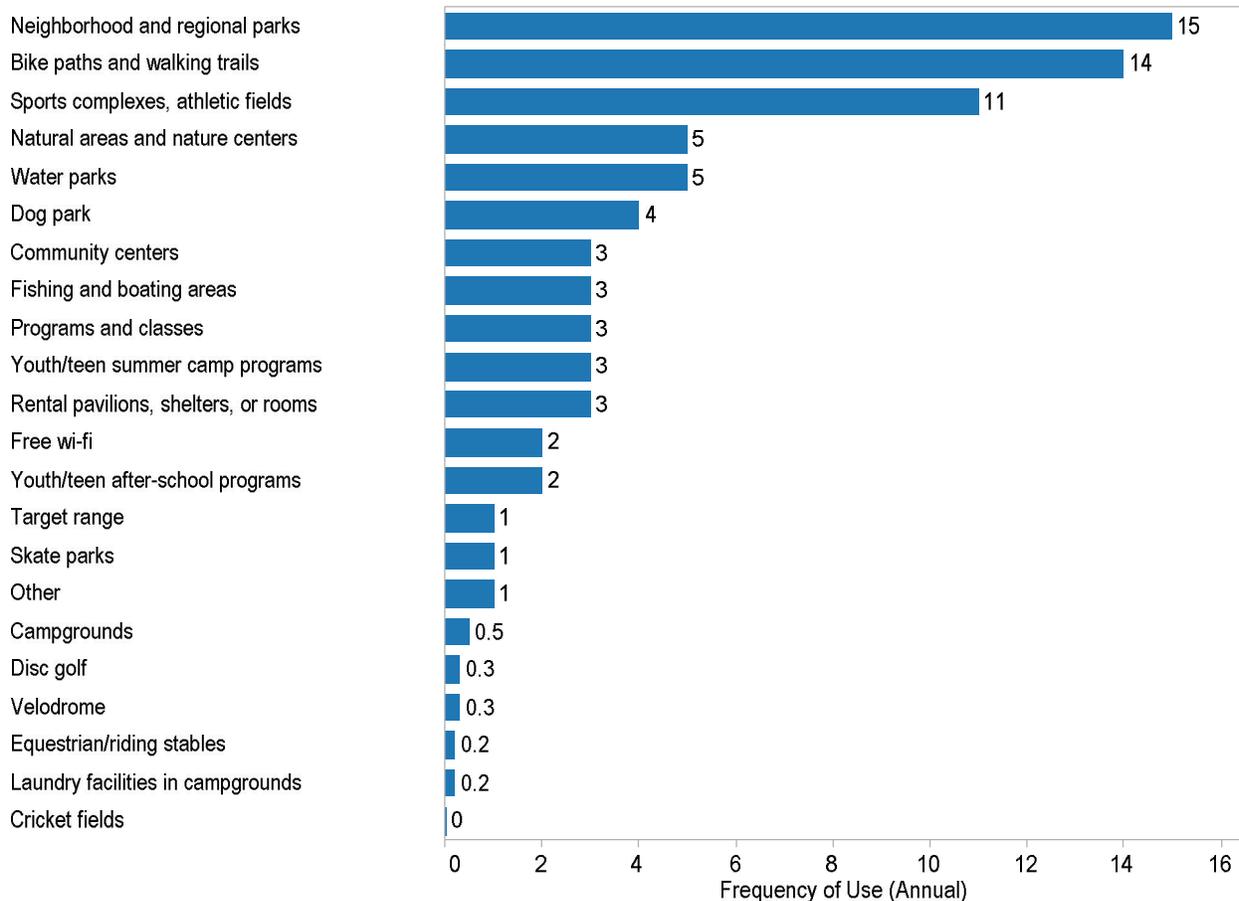
The following facilities were used most frequently over the past year by residents of Broward County:

- Neighborhood and regional parks (15 times on average over the past 12 months)
- Bike paths and walking trails (14 times)
- Sports complexes, athletic fields (11 times)

Second tier of usage:

- Natural areas and nature centers (5 times)
- Water Parks (5 times)
- Dog Park (4 times)

Figure 7
Current Amenities - Frequency of Use



Importance Current Parks & Recreation Facilities to the Community

Respondents were asked to indicate how important each of the current facilities owned and/or operated by Broward County Parks & Recreation are to their household.

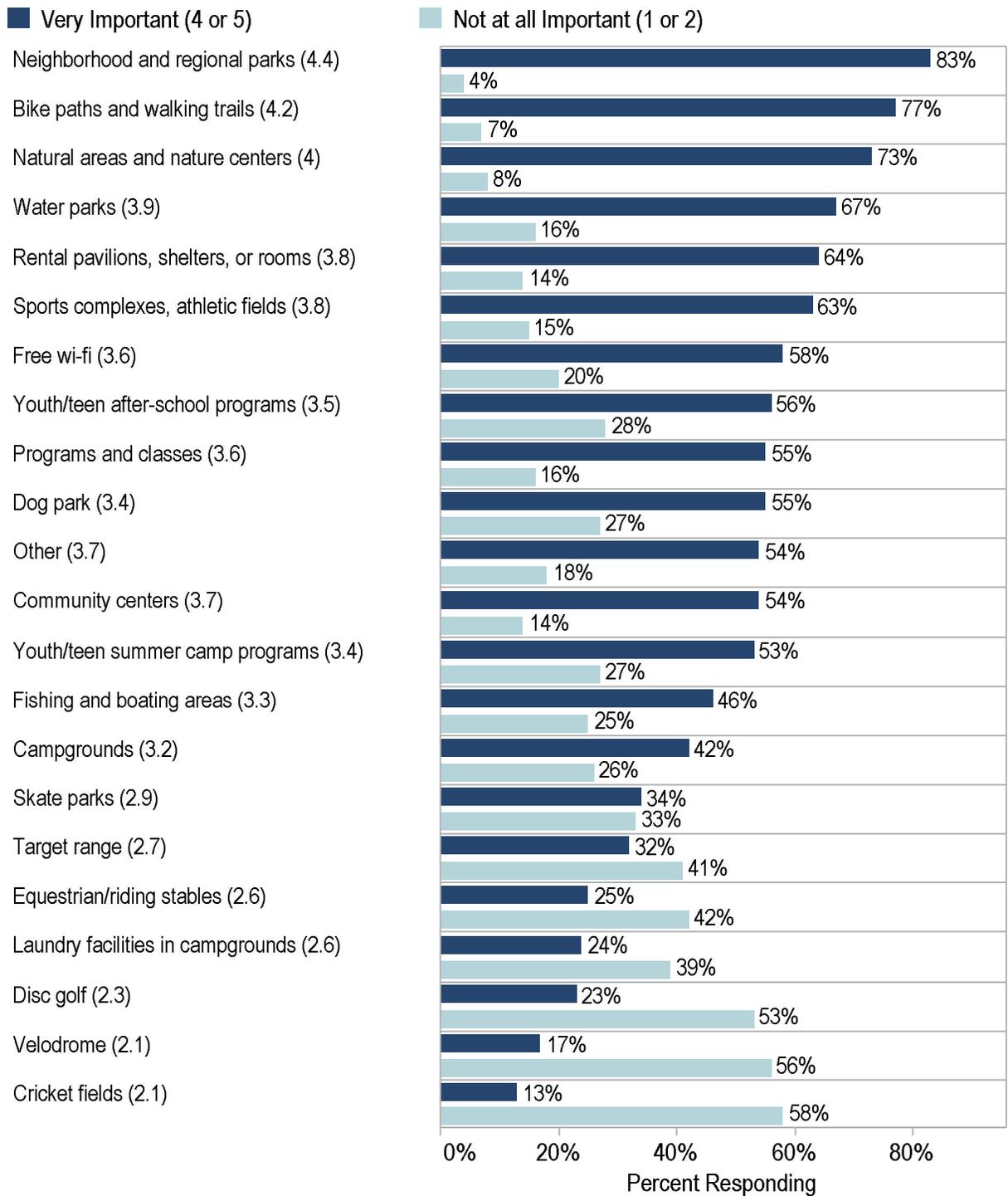
The following were rated very important to a majority of households:

- Neighborhood and regional parks (83 percent of respondents rated this a 4 or 5 on a 5 point scale or “very important”)
- Bike paths and walking trails (77 percent)
- Natural areas and nature centers (73 percent)
- Water parks (67 percent)
- Rental pavilions, shelters, or rooms (64 percent)
- Sports complexes, athletic fields (63 percent)

The following parks and facilities received the highest proportion of “Not at all important” ratings:

- Cricket fields (58 percent rated this a 1 or 2 on a 5 point scale or “not at all important”)
- Velodrome (56 percent)
- Disc Golf (53 percent)
- Equestrian/riding stables (42 percent)
- Target range (41 percent)

Figure 8
Current Amenities – Importance to Household



Degree to which Current Facilities are Meeting Household Needs

Respondents were then asked to rate the same list of current facilities according to how well they are meeting the needs of their household.

Facilities with the highest degree of needs being met include:

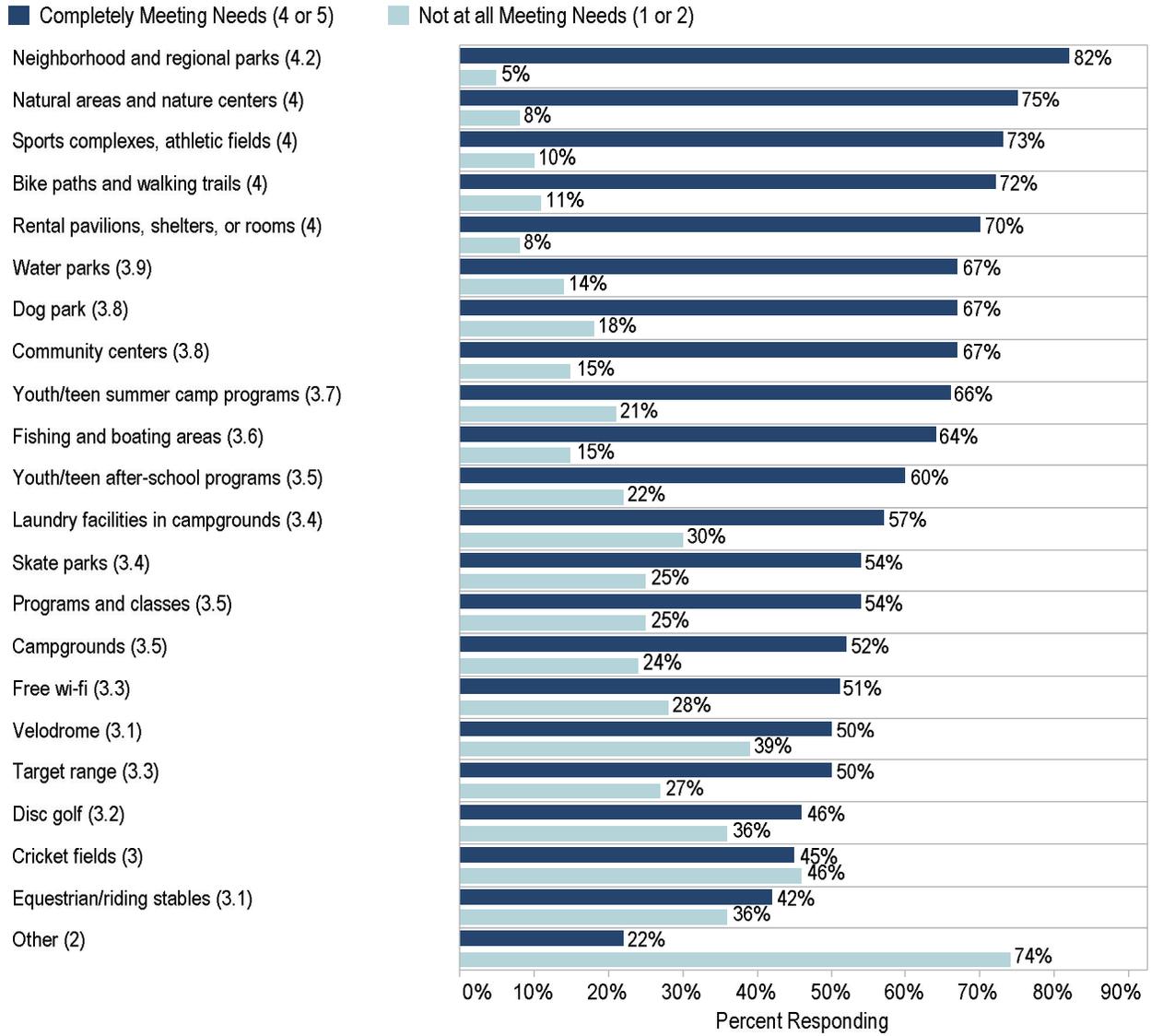
- Neighborhood and regional parks (82 percent rated this a 4 or 5 on a 5 point scale where 5 means “completely met”)
- Natural areas and nature centers (75 percent)
- Sports complexes, athletic fields (73 percent)
- Bike paths and walking trails (72 percent)
- Rental pavilions, shelters, or rooms (70 percent)

For most programs and facilities, the proportion of the community that indicated their needs were being met was larger than the proportion whose needs were not being met. The same facilities that were least important also received the lowest ratings for the degree to which household needs are being met.

Facilities with the lowest degree of needs being met include:

- Cricket fields (46 percent rated this a 1 or 2 on a 5 point scale where 1 means “needs not at all met”)
- Velodrome (39 percent)
- Equestrian/riding stables (36 percent)
- Disc golf (36 percent)

Figure 9
Current Facilities – Degree to Which Needs are Being Met



Performance vs. Needs-met Matrix – Current Facilities

It is instructive to compare and plot the importance scores against the performance scores in an “importance vs. needs-met” matrix. As illustrated below, performance scores are displayed in a matrix using the mid-point of both questions to divide the quadrants (importance scale midpoint was 3.1; needs-met midpoint was 3.2). This allows us to determine a detailed positioning of each location in comparison to each other.

Many of the top facilities listed previously as meeting household needs are also considered the most important. Maintaining these important assets is an indispensable function of Broward County Parks & Recreation.

- Neighborhood and regional parks
- Bike paths and walking trails
- Natural areas and nature centers
- Sports complexes, athletic fields
- Rental pavilions, shelters and rooms
- Community centers
- Water parks
- Dog parks
- Programs and classes

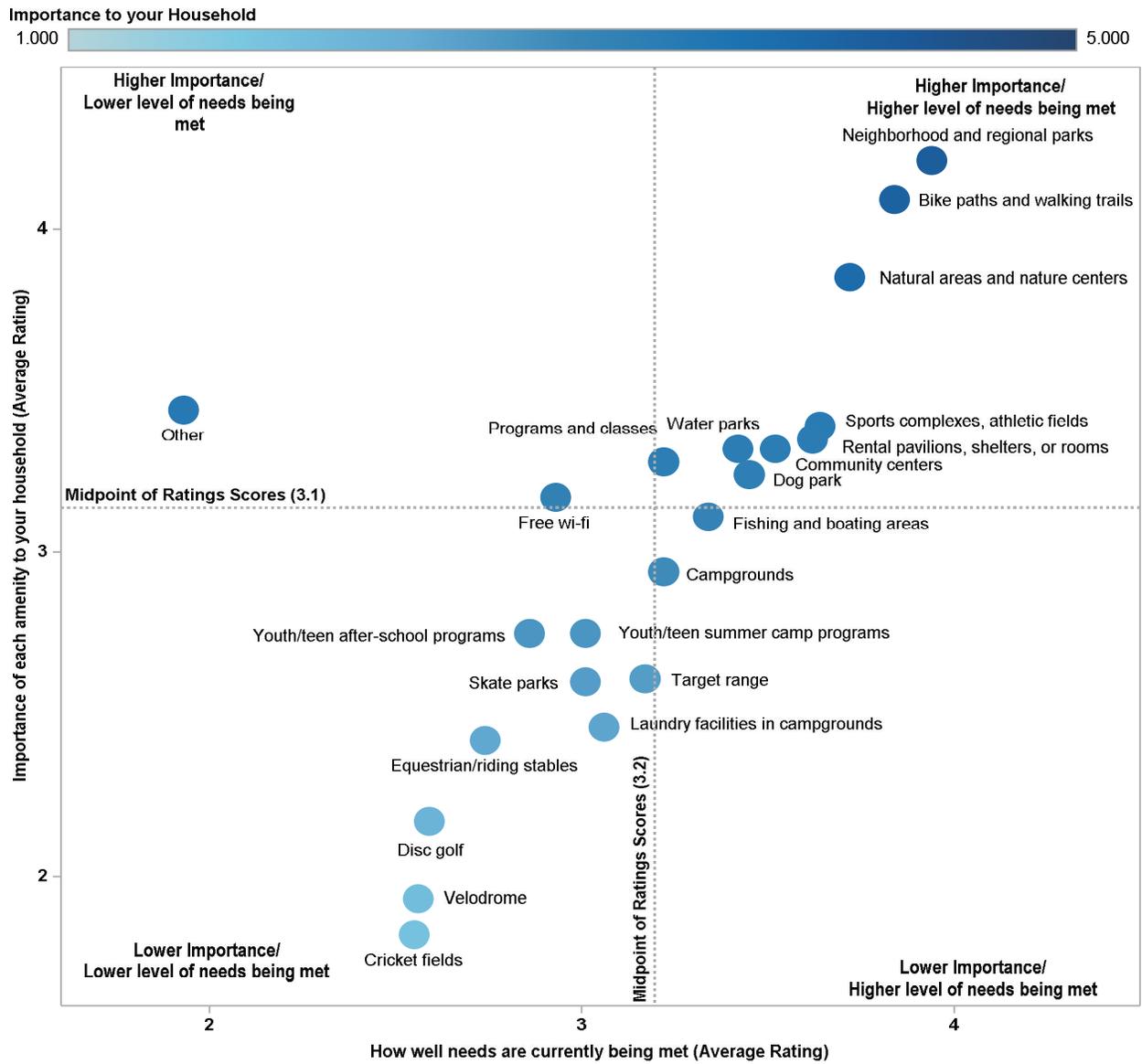
Facilities located to the left of the needs-met midpoint and relatively closer to the importance midpoint, indicate facilities with the potential for making improvements of relatively high importance and that could have a strong impact on the degree to which needs are being met. These include:

- Free wi-fi

Further below the importance midpoint and left of the needs-met midpoint, are programs not meeting needs well, however, they are important to fewer members of the community. These “niche facilities” may receive a small but passionate following; therefore, there is merit to measuring participation and planning for potential future enhancements accordingly.

- Youth/teen after-school programs
- Youth/teen summer programs
- Skate parks
- Target range
- Laundry facilities in campgrounds
- Equestrian/riding stables

Figure 10
Current Facilities – Importance vs. Needs-met Matrix



Open Ended Comments

Respondents were given the opportunity to make suggestions for how to improve facilities to better meet the needs of the community. Table 1 lists the most prominent themes. The percent indicates the proportion that mentioned the topic (positive or negative). For specific examples of comments, see the quotes below and note that all comments are included in the appendix.

Table 1
Current Amenity Prominent Themes - Suggestions for Improvement

Maintenance	16%
Biking paths and walking trails	12%
Information	11%
Programs and classes	9%
Other	7%
Accessibility	7%
Dog park	6%
Wi-fi	6%
Water parks	5%
Natural areas	3%
Rental pavilions	3%
Target range	3%
Youth/teen programs	3%
Sports complexes, athletic fields	2%
Campgrounds	1%
Cricket field	1%
Disc golf	1%
Equestrian areas	1%
Neighborhood and regional parks	1%
Safety	1%
Senior activities	1%
Skate parks	1%
Velodrome	1%

Example Comments:

- *My only input is parks and maintenance need more attention (Wellmans and Perry Pk)*
- *Cleanliness, maintenance, paint, smell*
- *No more new parks, way too expensive, just maintain and improve existing parks with shade and benches and bike paths to keep cost down*
- *Dog parks could be better maintained as far as cleanliness, fresh sod, etc.*
- *Bike trails, walking - need more in good condition. Dog park - need well maintained with better dog activities.*
- *There should be free wifi at all parks, more after school programs, more free classes at community centers, better bike and running trails*
- *Bike paths/trails could be better lit. Would like to see more natural areas and nature centers. A neighborhood park is important, maybe offer more activities.*
- *Advertise programs offered by parks; have more community service programs for teens*

- *The county needs to better market their parks, bike paths, etc. Also these areas should be more attractive...landscaping, signage, etc. I believe there is a good foundation but it needs some 'make up' to make it look attractive and safe.*
- *Advertisement of facilities and events held where?*
- *I would like more art and nature classes!*
- *Many of the parks, services or means are not very accessible; i.e. distance, close/open times, lack of other parental supervision (larger kids more aggressive and smaller kids cannot play at all)*

Reasons for Not Using Broward County Recreation Programs or Facilities

Respondents were asked why they do not use Broward County recreation programs or facilities. Based on responses to this and other questions in the survey, opportunity exists for improving the awareness of programs with promotions and additional information.

The main reason for not using programs and facilities was:

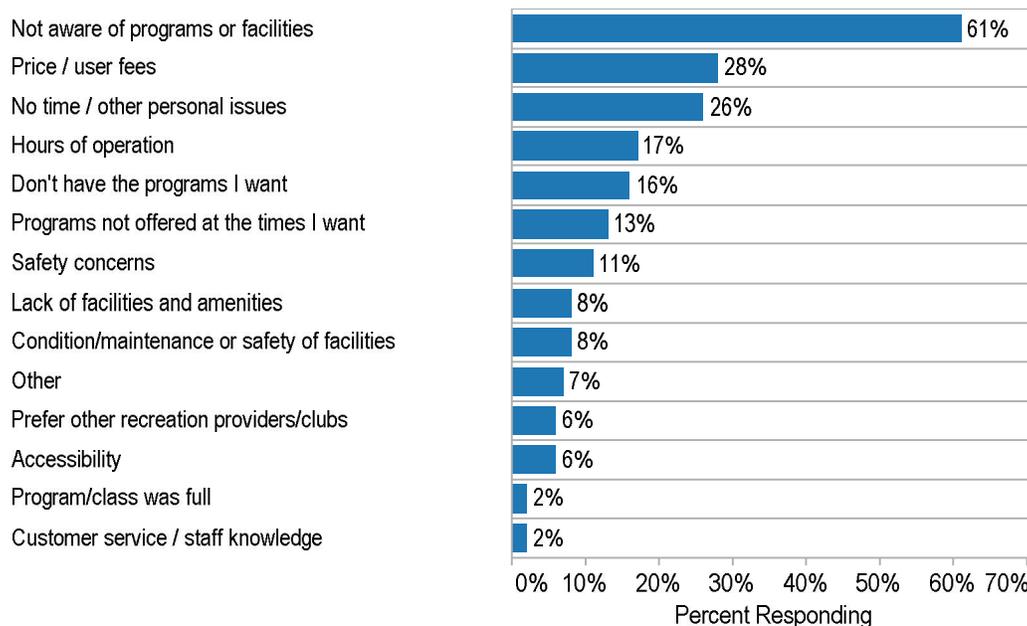
- Not aware of programs or facilities (61 percent)

Second tier of reasons for not using programs or facilities:

- Price / user fees (28 percent)
- No time / other personal issues (26 percent)

Note that when looking at the results by whether the respondent lives East or West of I-95, residents living East are more likely to feel that Broward County Parks & Recreation offerings “Don’t have the programs I want” (23 percent) compared to those living West of I-95 (13 percent). They are also more likely to list safety concerns (15 percent compared to 7 percent) as a reason to not use Broward County programs or facilities.

Figure 11
Broward County Programs and Facilities – Reasons Do Not Use



Open Ended Comments

Respondents were given the opportunity to write in additional information for the “reasons not use / needs improvement” question. Examples of responses are given below:

Don't have the Programs I want, such as...

- *Fitness (Yoga outdoors), classes (beginner computer, photography, watercolor, calligraphy, French, Spanish, dog training), early childhood education, birding, concerts*

Lack of facilities and amenities, such as...

- *Bike paths, handicap recreation equipment, wheel chair access, water fountains, shade, personal watercraft areas, tennis, clean dog park, natural areas, tent camping, BMX/skate options*

Programs not offered at the times I want (specify program/time you want):

- *Access to parks on Tuesday and Wednesday, expand hours of gun range, after school, teen exercise after school, 9:00am, Sunday afternoon guided nature walks*

Condition / maintenance or safety of facilities (specify):

- *Brian Piccolo Park outdated, smooth paths for rollerblading, poor drainage on soccer fields, dirty dog parks, car break-ins, Tree Tops tower needs repair, Easterlin Park the security gate needs to be LOCKED at night, clean restrooms, park rangers to patrol parks*

Accessibility, explain...

- *Far from home, Wheelchair access (restrooms and playgrounds), handicap rec equipment for children*

Program / class was full (specify):

- *Need to be advertised with larger classes or more offered*

Prefer other recreation providers / clubs (such as):

- *Private golf clubs, gym, city athletic programs, city of Sunrise, beach*

Other (please specify):

- *Too crowded, don't know what's available, don't know if dogs allowed*

Other Parks & Recreation Programs Used

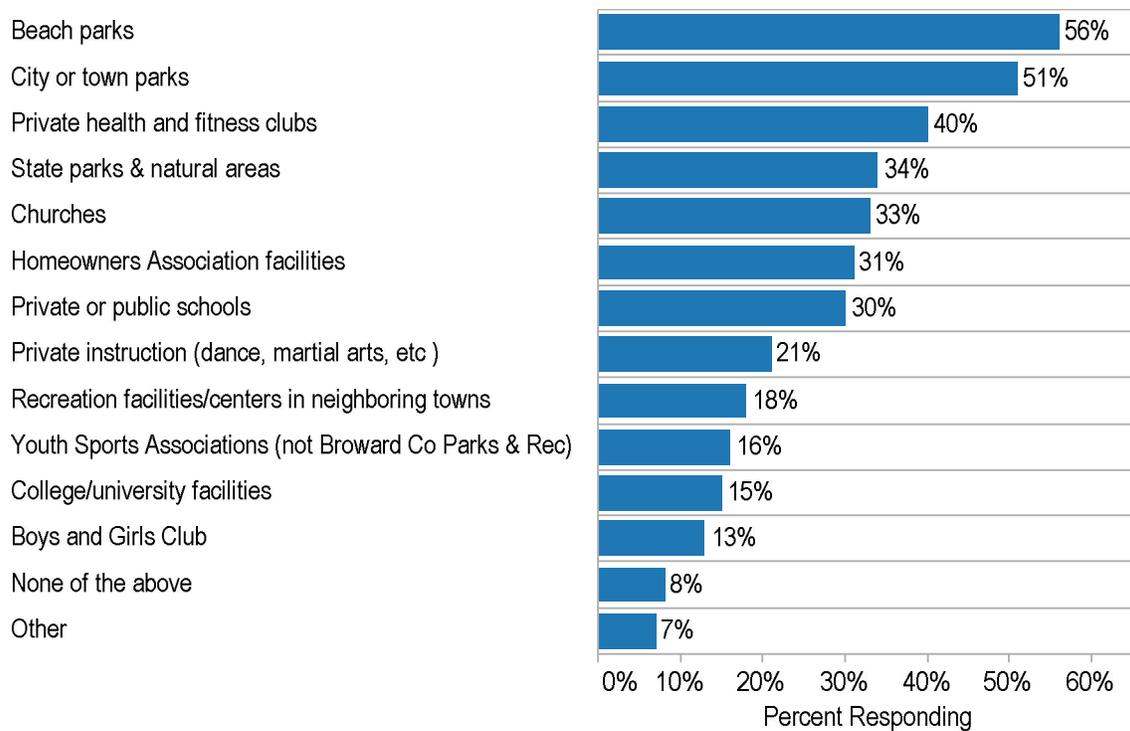
Respondents were asked to identify other parks & recreation providers and programs they use. Almost all residents use at least one other provider. The majority of residents use the following providers of parks, recreation and programs:

- Beach parks (56 percent)
- City or town parks (51 percent)

Second tier of other parks, recreation, and program providers:

- Private health and fitness clubs (40 percent)
- State parks & natural areas (34 percent)
- Churches (33 percent)
- Homeowners Association facilities (31 percent)
- Private or public schools (30 percent)

Figure 12
Other Parks & Recreation Providers Being Used



FUTURE FACILITIES, AMENITIES, AND SERVICES TO ADD, EXPAND, OR IMPROVE

Greatest Needs for Facilities to be Added, Expanded, or Improved

Respondents were given the following background information: *Broward County funds parks, recreation, and trail operations and maintenance with user fees and property tax dollars. As you answer the following questions, please keep in mind that additional funds would be required to build, operate, and maintain new parks, recreation, natural areas and trails.*

Respondents were then asked to rate by importance, future additions, expansions, or improvements to facilities in Broward County in the next 5 or 10 years. Some facilities really stood out as being very important to members of the community while others were clearly not important to a majority of respondents. More than half of facilities received a higher proportion of “very important” ratings compared to “not at all important” ratings.

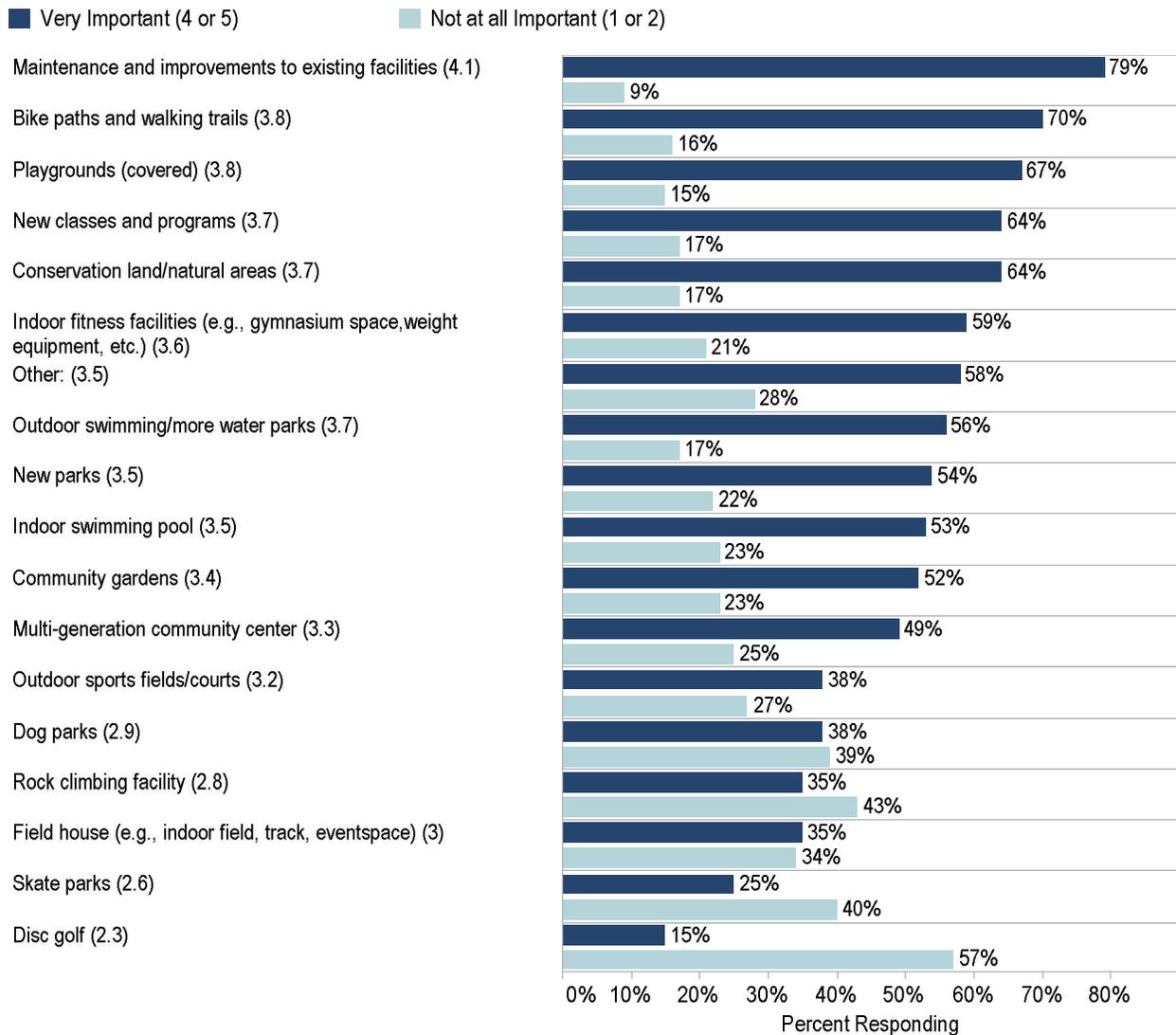
Respondents indicated the following facilities were the most important to be added, expanded or improved:

- Maintenance and improvements to existing facilities (79 percent indicated a 4 or 5 on a 5 point scale where 5 means “very important”)
- Bike paths and walking trails (70 percent)
- Playgrounds (covered) (67 percent)
- New classes and programs (64 percent)
- Conservation land/ natural areas (64 percent)

The facilities with the highest proportions of “Not at all important” ratings included:

- Disc golf (57 percent rated this a 1 or 2 on a 5 point scale where 1 = “not at all important”)
- Rock climbing facility (43 percent)
- Skate parks (40 percent)

Figure 13
Greatest Needs for Facilities to be Added, Expanded, or Improved



Top Three Priorities for Facilities to be Added, Expanded or Improved

For the same list of facilities, respondents were asked to indicate their top three priorities for additions, expansions, and improvements.

The highest rated priorities included:

- Bike paths and walking trails (43 percent)
- Outdoor swimming/more water parks (30 percent)

Second tier of top priorities:

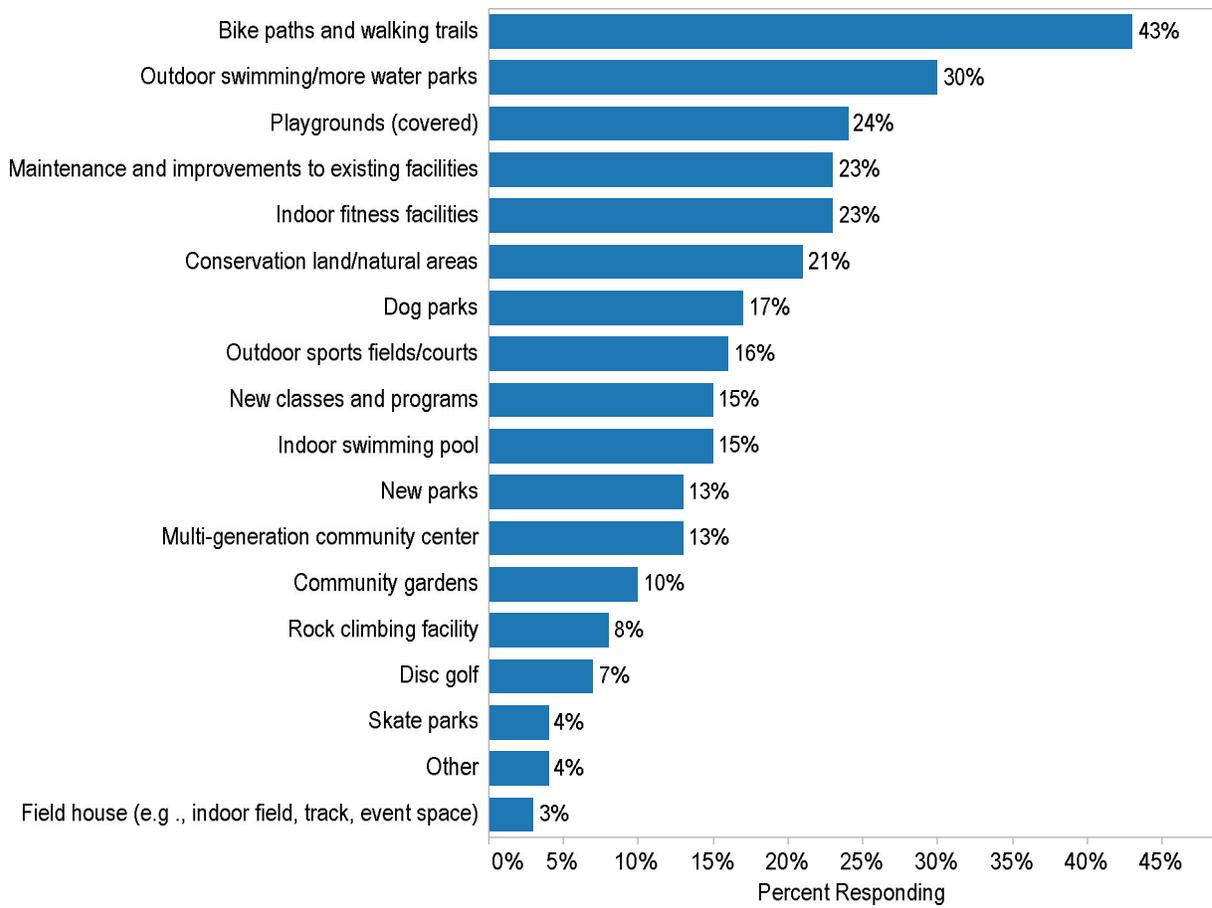
- Playgrounds (covered) (24 percent)
- Maintenance and improvements to existing facilities (23 percent)
- Indoor fitness facilities (23 percent)
- Conservation land/natural areas (21 percent)

When comparing the responses by household location relative to I-95, those residing East of I-95 were more likely to indicate importance for “Outdoor sports fields / courts” (22 percent vs. 12 percent for those West), “Multi-generation community center (21 percent vs. 8 percent) and “Indoor sports fields / courts” (30 percent vs. 21 percent). Respondents who live west of I-95 were more likely to indicate importance for “Maintenance and improvements to existing facilities” (26 percent compared to 17 percent)

The following table provides the opportunity to recognize differences in rank when respondents indicate how important each facility is individually vs. when they are asked to select priorities among the entire list.

	Percent indicating that it is <u>Very</u> <u>Important (4 or 5)</u>	Percent indicating that it is <u>among their</u> <u>Top 3 Priorities</u>
• Maintenance and improvements to existing facilities	79 percent	23 percent
• Bike paths and walking trails	70 percent	43 percent
• Playgrounds (covered)	67 percent	24 percent
• New classes and programs	64 percent	15 percent
• Conservation land/ natural areas	64 percent	21 percent

Figure 14
Three Highest Priorities for Facilities to be Added, Expanded, Improved



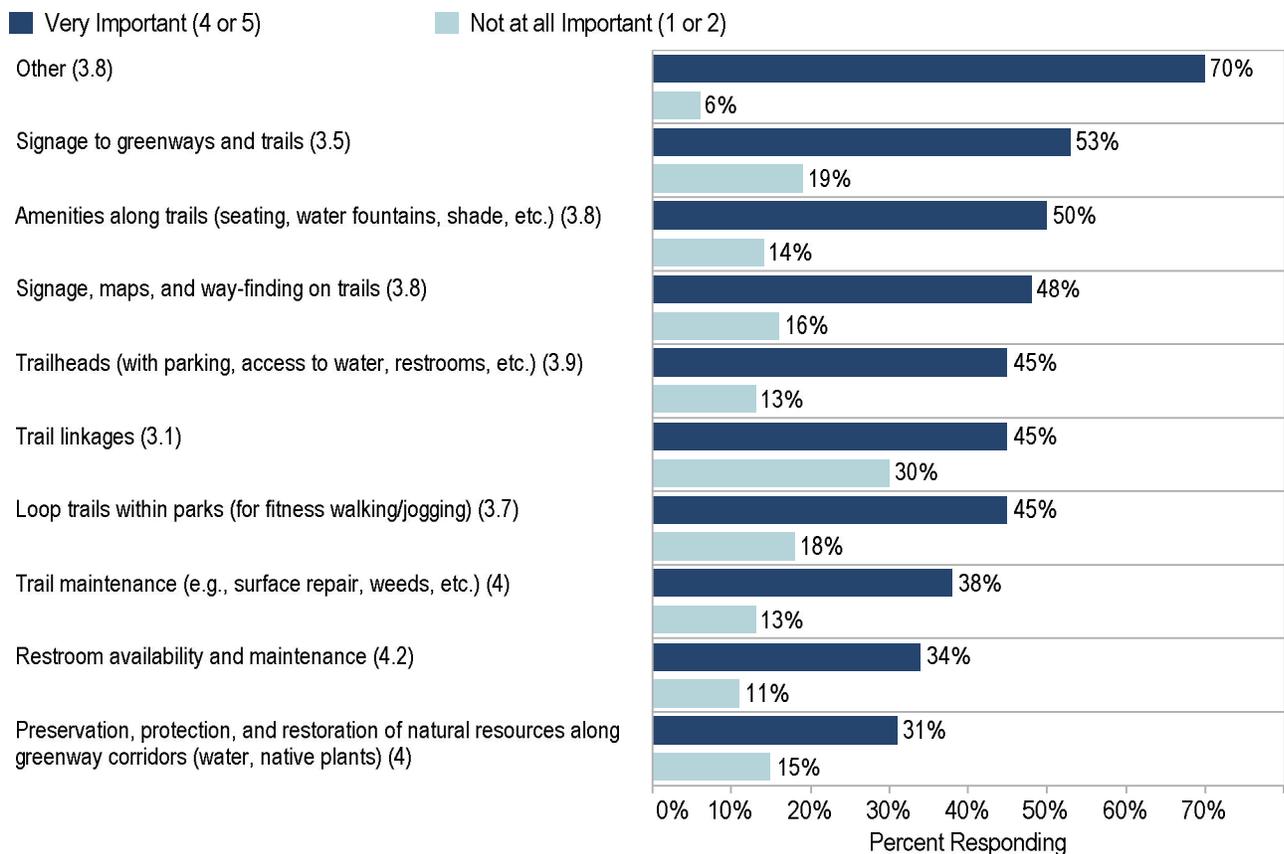
GREENWAYS AND TRAILS

Respondents were asked to identify the aspects of greenways and trails that are most important to them. All aspects were rated as very important (4 or 5) by a third or more of respondents.

The following were rated “Very Important” (4 or 5) by the majority of households:

- Signage to greenways and trails (53 percent)
- Amenities along trails (seating, water fountains, shade, etc) (50 percent)

Figure 15
Most Important Aspects of Greenways and Trails



PROGRAMS, ACTIVITIES, AND SPECIAL EVENTS

Need for Programs

Respondents were asked to indicate the need for Broward County Parks & Recreation programs to their household (responding either “yes” or “no” to each program).

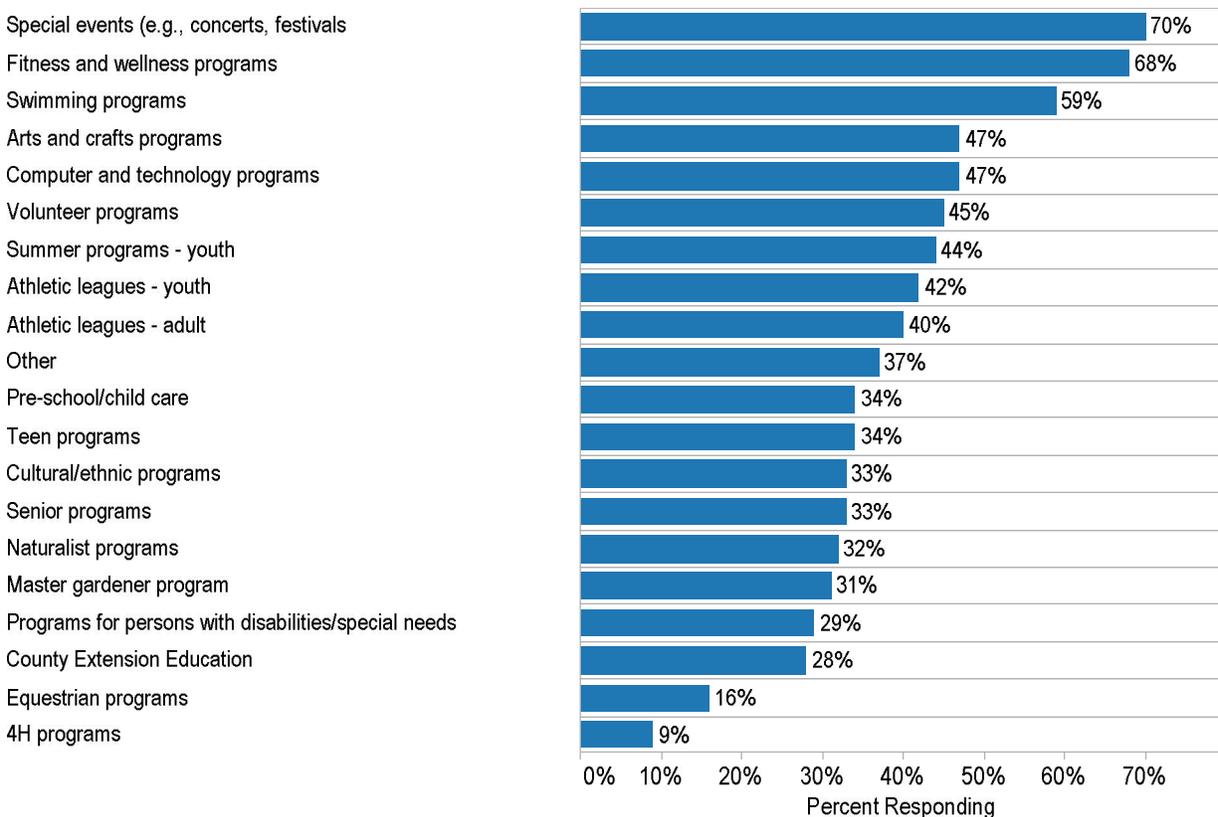
The following programs were identified as being needed by the majority of respondents:

- Special events (e.g., concerts, festivals) (70 percent)
- Fitness and wellness programs (68 percent)
- Swimming programs (59 percent)

Second tier of programs with a high proportion of “Yes, Have Need” responses:

- Arts and crafts programs (47 percent)
- Computer and technology programs (47 percent)
- Volunteer programs (45 percent)
- Summer Programs – youth (44 percent)
- Athletic leagues – youth (42 percent)
- Athletic leagues – adult (40 percent)

Figure 16
Importance of Programs



Degree to which Programs are Meeting Household Needs

Respondents were then asked to rate the same list of programs according to how well they are meeting household needs.

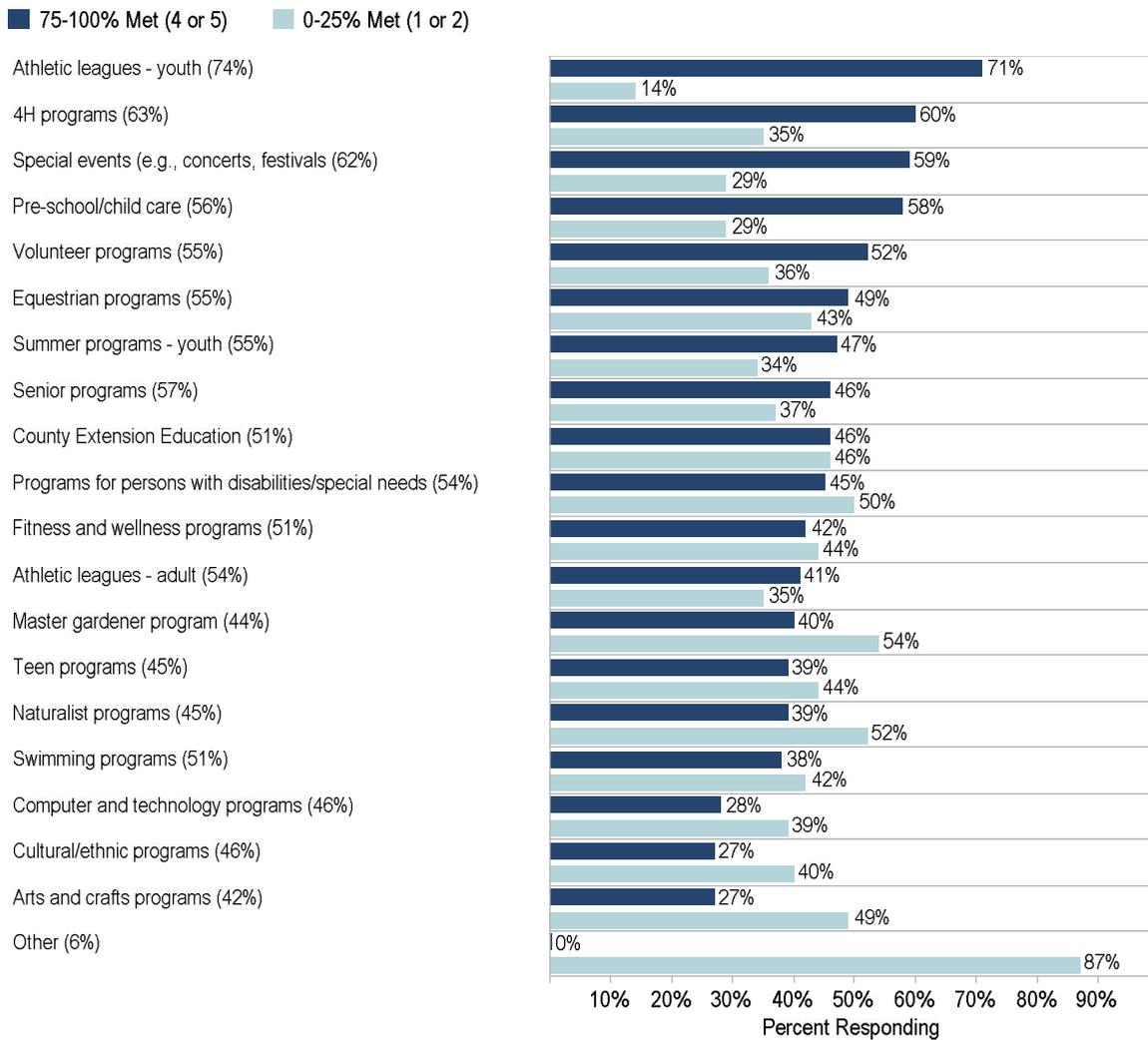
Programs with the highest degree of needs being met include:

- Athletic leagues – youth (71 percent rated this a 4 or 5 or “needs 75 to 100% met”)
- 4H Programs (60 percent)
- Special events (e.g. concerts, festivals) (59 percent)
- Pre-school/child care (58 percent)
- Volunteer programs (52 percent)

For all programs and facilities, the proportion of the community that indicated their needs were being met was larger than the proportion whose needs were not being met. However there were several programs in which slightly more than half of respondents indicated their needs were not at all being met (1 or 2 on a 5 point scale):

- Master gardener program (54 percent)
- Naturalist program (52 percent)
- Programs for persons with disabilities/special needs (50 percent)

Figure 17
Programs – Degree to Which Household Needs are Being Met



Highest Priorities for Programs to be Added, Expanded, or Improved

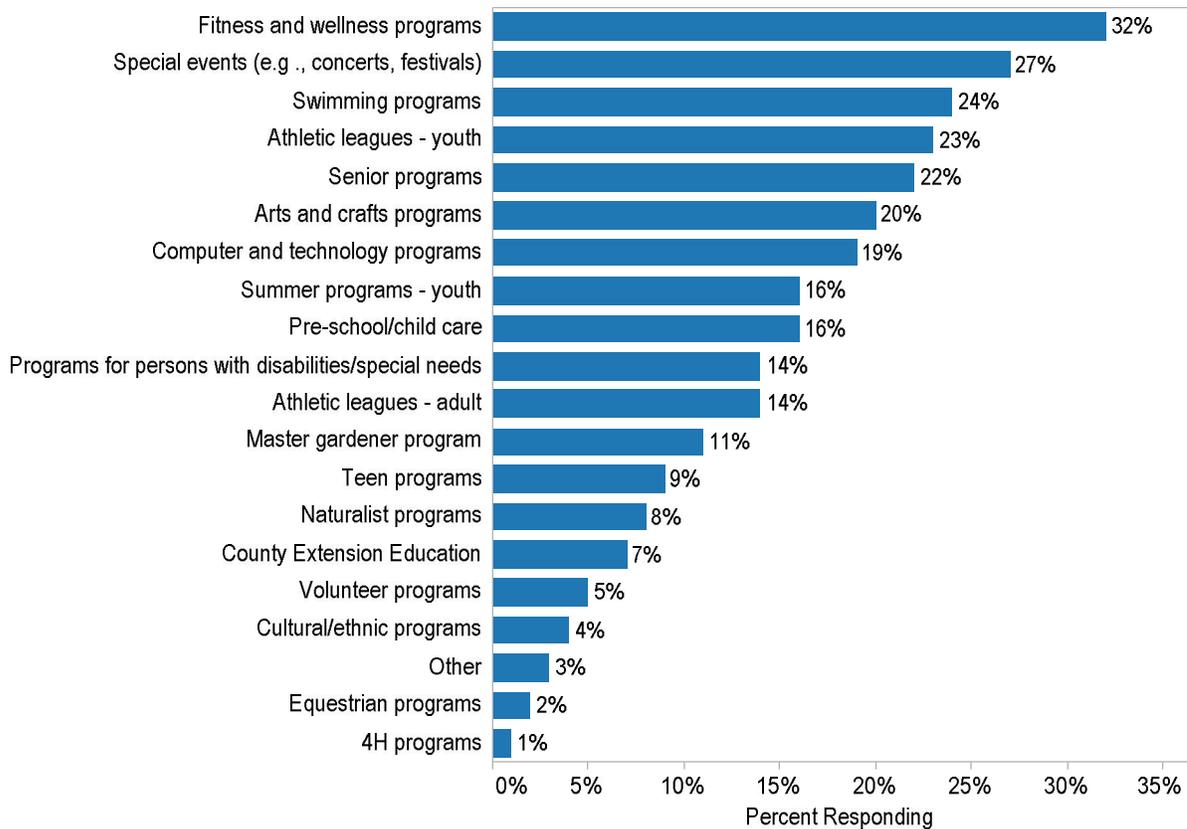
From the same list of programs, respondents were asked to identify their top three priorities for additions, expansions, or improvements. Programs selected among the top three by the greatest proportion of respondents included:

- Fitness and wellness programs (32 percent)
- Special events (e.g., concerts, festival) (27 percent)
- Swimming programs (24 percent)
- Athletic leagues – youth (23 percent)
- Senior programs (22 percent)
- Arts and crafts programs (20 percent)

The following table provides the opportunity to recognize differences in rank when respondents indicate how important each facility is individually vs. when they are asked to select priorities among the entire list. The degree to which needs are being met also plays a role in prioritization.

	Percent indicating “Yes” Have Need for Program	Percent indicating that it is among their Top 3 Priorities	Needs Being Completely Met (4 or 5)
Special events (e.g. concerts, festivals)	70 percent	27 percent	59 percent
Fitness and wellness programs	68 percent	32 percent	42 percent
Swimming programs	59 percent	24 percent	38 percent
Arts and crafts programs	47 percent	20 percent	27 percent
Computer and technology programs	47 percent	19 percent	28 percent
Volunteer programs	45 percent	5 percent	52 percent
Summer Programs – youth	44 percent	16 percent	47 percent
Athletic leagues – youth	42 percent	23 percent	71 percent
Athletic leagues – adult	40 percent	14 percent	41 percent

Figure 18
Top Three Highest Priorities to be Added, Expanded, or Improved

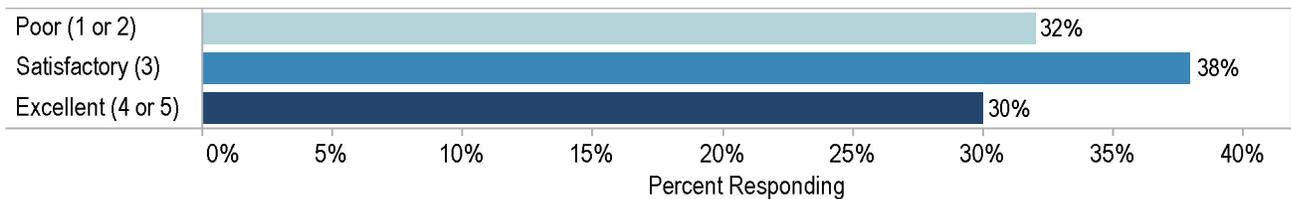


COMMUNICATION

Rate Broward County on Provision of Information

Respondents were asked how good a job does Broward County Parks and Recreation do in providing information about parks, recreation facilities, natural areas, trails, and/or programs in the County. There are mixed feelings about how well the county does providing information about its facilities and services. The largest portion of respondent feel Broward County does a satisfactory job (38 percent). The remaining two thirds of respondents are split with one third believing Broward County does a poor job and the other believing the county does an excellent job.

Figure 19
How Good a Job Does Broward County Parks and Recreation Do In Providing you with Information



How Currently Receive Information

Respondents were asked how they usually receive information on parks and recreation facilities, services and programs.

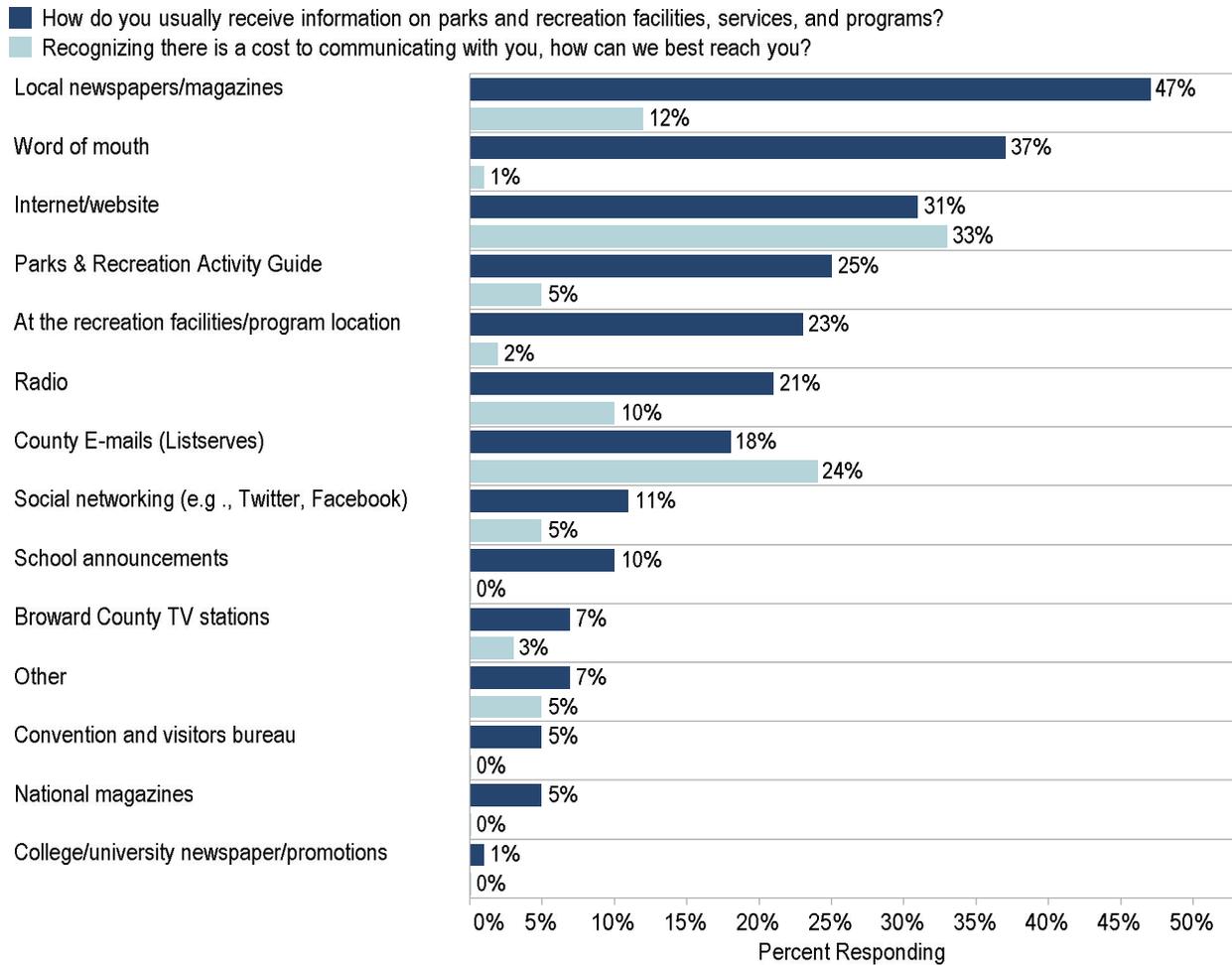
- Local newspapers/magazines (47 percent)
- Word of mouth (37 percent)
- Internet/website (31 percent)

Best Way to Reach Residents of Broward County

Respondents were also asked how they may best be reached by Broward County Parks & Recreation:

- Internet/website (33 percent)
- County Emails (Listserve) (24 percent)
- Local newspapers/magazines (12 percent)

Figure 20
How Currently Receive Information and How Best Reach You

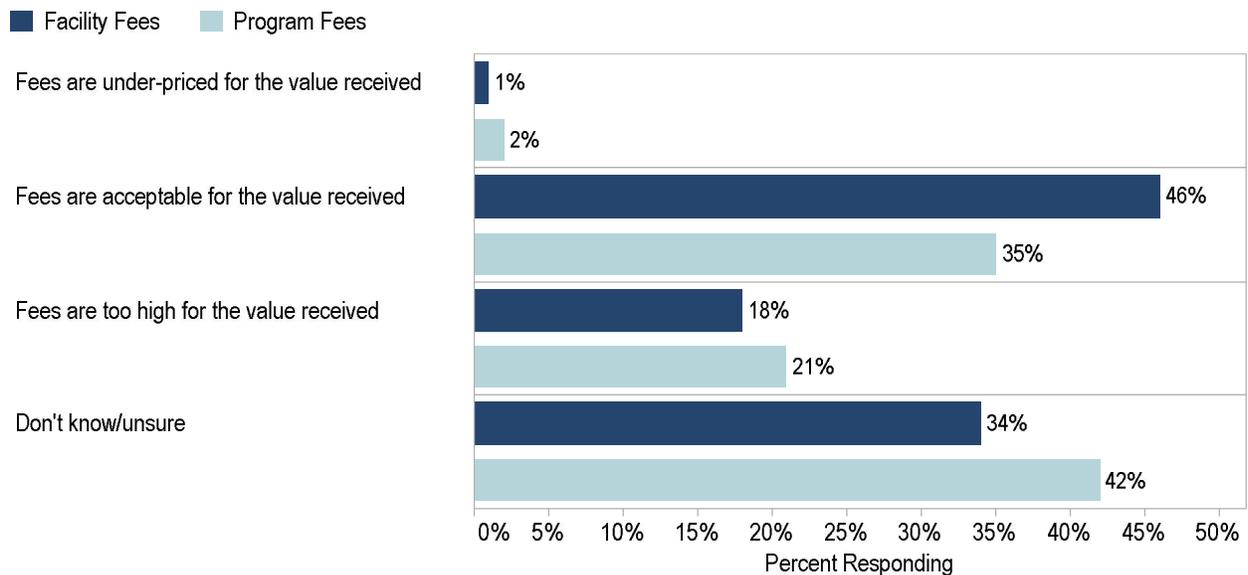


FINANCIAL CHOICES / FEES

Perception of Current Program and Facility Fees Charged

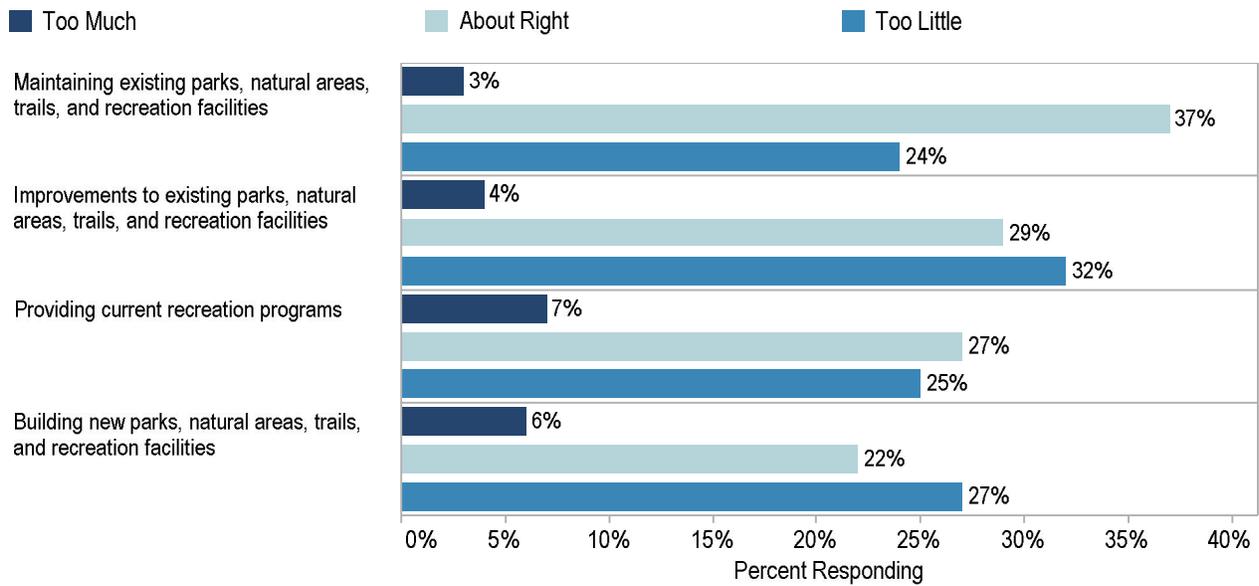
Respondents were asked how they feel about current program and facility fees charged directly to them by the Broward County Parks & Recreation Department. The vast majority of respondents (80 percent) feel that fees are either acceptable or they do not know.

Figure 21
Program and Facility Fees



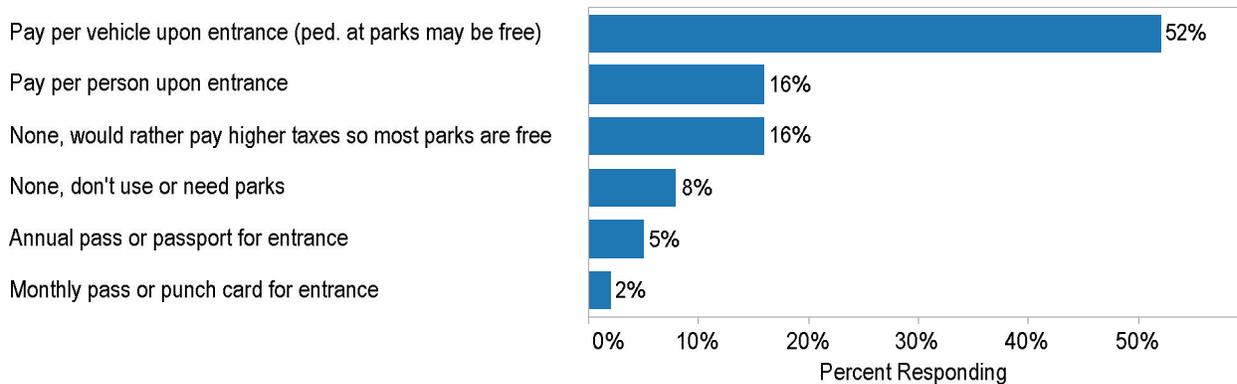
Respondents were next asked what their opinion concerning the amount of spending by Broward County on recreation programs, park improvements, maintenance and new construction. The consensus among those with an opinion on Broward County’s recreation expenditures is that the county is either spending too little or the right amount on “maintaining existing parks, natural areas, trails, and recreation facilities” (37 percent about right, 24 percent too little), “Improvements to existing parks, natural areas, trails, and recreation facilities (29 percent about right, 32 percent too little), “Providing current recreation programs” (27 percent about right, 25 percent too little), “Building new parks, natural areas, trials, and recreation facilities” (22 percent about right, 27 percent too little).

Figure 22
Opinions Concerning Broward County Spending



Respondents were also asked how they would prefer to pay for County Parks and Natural Areas admission fees. The preferred method among respondents is “Pay per vehicle upon entrance (pedestrians at parks may be free)” (52 percent), followed by “Pay per person upon entrance” (16 percent) and “None, would rather pay higher taxes so most parks are free” (16 percent)

Figure 23
Preferred Method of Payment for County Parks and Natural Areas Admission Fees

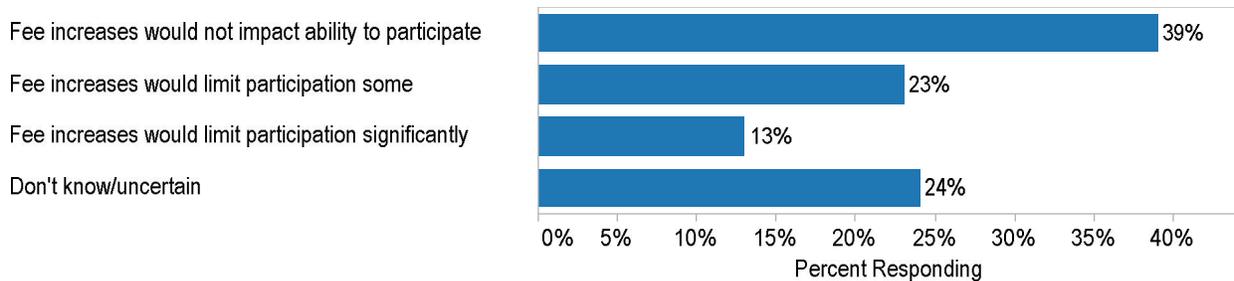


Potential Impact of Fee Increases

Respondents were asked, “If adjustments to fees were made due to increasing costs to provide the programs or services you use or the facilities you visit, which of the following best describes the potential impact, if any, fee increases would have on your current level of participation.”

Moderate fee increases would have no impact on 39 percent of Broward County resident’s ability to participate, however, 23 percent indicated their participation would be limited “somewhat” and another 13 percent indicated their participation would be limited “significantly.”

Figure 24
Potential Impact of Fee Increases



SUGGESTIONS / OPEN ENDED COMMENTS

The survey provided respondents with the opportunity to list any additional comments or suggestions regarding parks, recreation facilities, natural areas, trails and programs provided by Broward County. The resulting comments cover a wide variety of issues important to residents as well as a number of specific areas for potential improvements. The full set of comments, which can be found in the appendix, should be viewed in order to understand the extent of issues covered and the specific types and location of these issues.

Overall, there were some major themes that emerged including reconsidering fee structures and use of taxes for funding; maintaining and improving existing parks and recreational areas, better dissemination of information, and expansion of program/offersings.

Table 2
Additional Comments and Suggestions

General Theme	Percent Mentioning
Fees/taxes	21%
Diversity in offerings	12%
Information	8%
Maintenance	7%
Other	6%
Expansion	6%
Improve existing	6%
Good job	5%
Hours	4%
Dogs	3%
Youth programming	3%
Bikes	3%
Don't use	3%
Safety	3%
Accessibility	3%
Natural areas	2%
Walking trails	2%
Family activities	1%
Handicap	1%
Water Facilities	1%

Example Comments

- *I think this county offers more programs and parks than most counties*
- *It seems that there are many opportunities during the winter months but not the summer. Would love to take classes, attend concerts etc. and can't find any when here in July and August.*
- *Most of these programs are for children and adults, but not for citizens 85+*
- *We need more senior activities, they took water aerobics away at markham park the seniors were very upset and need it back !!!!! More staff out in park providing information on the park and its activities. more cold water fountains, better control in dog parks, nothing is ever supervised and dogs get hurt alot by other dogs that are not suppose to be in there. More adult programs, photography, painting, ceramics, etc. holiday events in the park for children and SENIORS!!!*
- *Great idea to do this survey. I want to see more green areas / parks being effectively and efficiently used in Broward county. I would not build more parks but rather invest as much as possible in upkeep of the existing infrastructure and doing much better marketing of the assets to attract more people which should raise revenues to fund the maintenance and programs.*
- *Keep what we have, maintain and improve, lower taxes*
- *Charge people who use facilities to maintain them. Should not be taken from taxes. If I have no use for these facilities I should not have to pay for them.*

- *I think that with the high taxes we pay, there shouldn't be no admission fees to these parks or recreations (sic)*
- *I think the parks are a wonderful treasure in Broward County. If you charge too much you will lose the people who may need access to these spaces. If there is an annual park pass, it should be on a sliding fee scale and it should be easily available. Also, maybe people could volunteer and get the pass free for their families.*
- *The country is in a recession. There are hard times out there. Be careful with the park admission pricing. In the morning there is nothing like a walk or bike ride in the park. Keep up the good work!*
- *The parks are gorgeous . keep improving and generating awareness of programs and what the parks have to offer , getting more people to use facilities*
- *I would like to know more about events and location of parks. What they have to offer, etc.*
- *More advertisement of park facilities, programs and events.*
- *There are not enough trails and natural areas, everything is too built up. Not enough signage or maps. All parks, programs and events must be promoted on all local TV and radio stations and all local papers daily and in a timely manner with contact information. Parks are not opened long enough - should be sunrise to sunset 7 days a week. These parks belong to the public - homeless, poor and working poor as much as anyone else and are entitled to fun things to do. Commissioners and others must give up their fat cat, lush lifestyles. There needs to be programs offered for disabled more often at all locations, promoted well and often with larger classes or more offered and large scooter/wheelchair accessible. Broward County needs to care about ALL its citizens.*