

Mecklenburg County, N.C.

2013 Parks and Recreation Needs Assessment Community Survey Findings

Presented by

Ron Vine



September 6th, 2013

Citizen Survey for Mecklenburg County

Questions on full range of usage, customer satisfaction, and priorities issues.

Survey administered by mail/phone.

Goal of 600 completed surveys.

Actually completed 624 surveys. Results have 95% level of confidence with margin of error of +/-3.9%.

Cross-Tabular Analysis

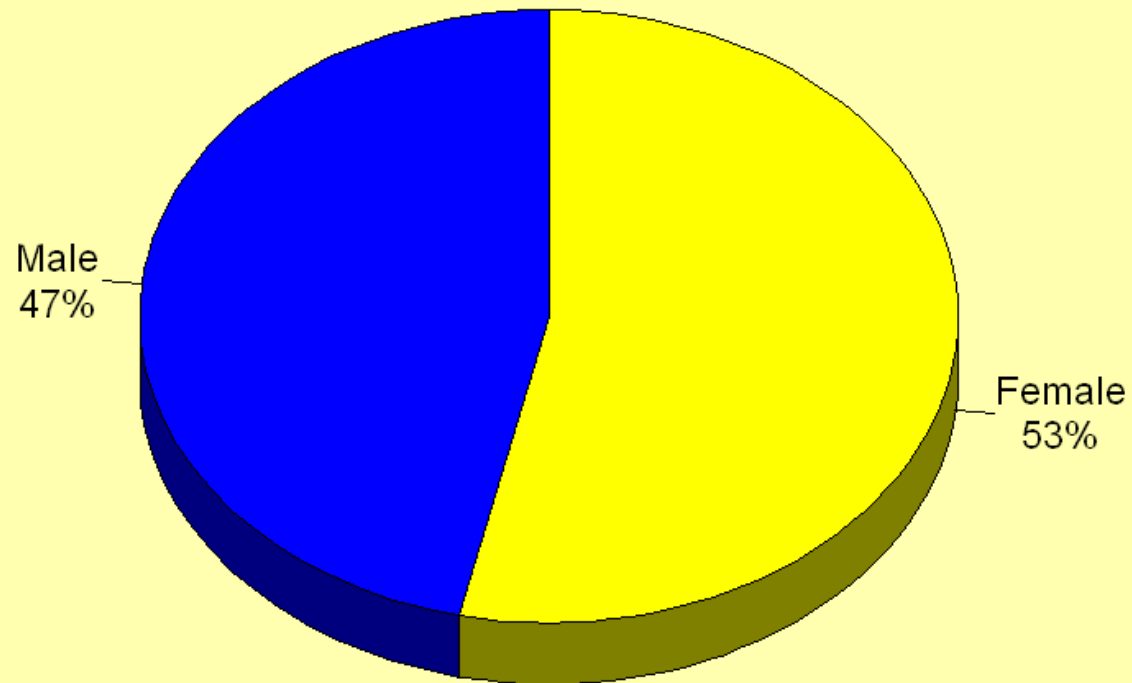
- Park Region and Household Income
- Household Type and Household Size
- Support for Paying Additional Taxes, Park Users and Program Users
- Number of Years Lived in Mecklenburg County and Gender
- Age of Respondents and Race/Ethnicity

Large Community Parks and Recreation Survey Clients

- Arlington County, Virginia
- Atlanta, Georgia
- Aurora, Colorado
- Cleveland, Ohio
- Columbus, Ohio
- DeKalb County, Georgia
- Denver, Colorado
- Des Moines, Iowa
- E. Baton Rouge, Louisiana
- Fairfax County, Virginia
- Ft. Lauderdale, Florida
- Henderson, Nevada
- Hillsborough County, Florida
- Kansas City, Missouri
- Los Angeles, California
- Mecklenburg County, N.C.
- Miami, Florida
- Miami-Dade County, Florida
- Monmouth County, N.J.
- Morris County, N.J.
- Oakland County, Michigan
- Oklahoma City, Oklahoma
- Orlando, Florida
- Peoria, Arizona
- Pinellas County, Florida
- Prince Georges County, Maryland
- Prince William County, Virginia
- Provo, Utah
- Raleigh, N.C.
- San Diego, California
- San Francisco, California
- Somerset County, N.J.
- St. Paul, Minnesota
- St. Louis, Missouri
- Tempe, Arizona
- Tucson, Arizona
- Washington D.C, Washington

Q27. Demographics: Gender

by percentage of respondents

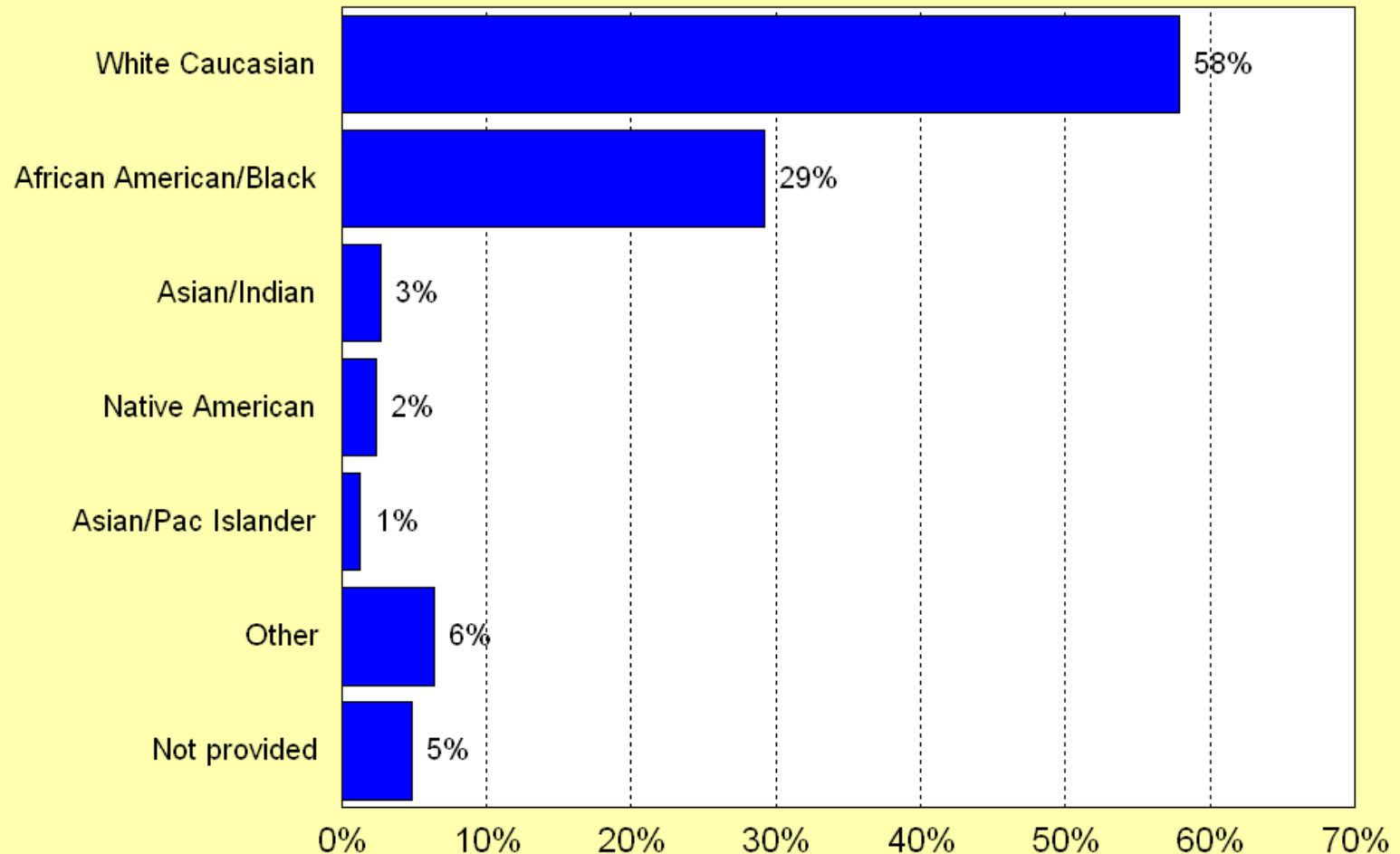


Excellent Distribution of Survey Responses by Gender Compared to Census

Source: Leisure Vision/ETC Institute (August 2013)

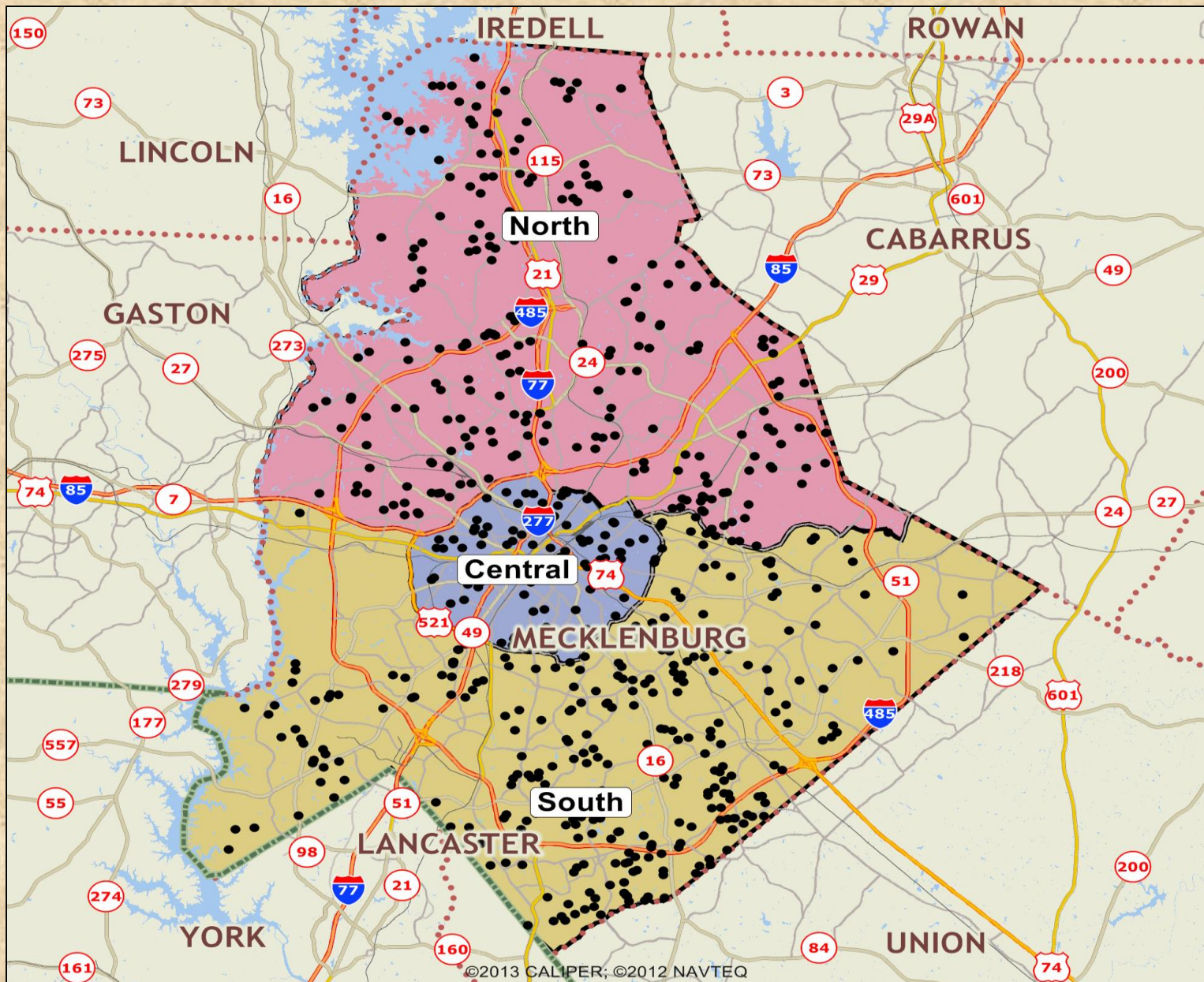
Q23. Demographics: Race/Ethnicity

by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (August 2013)

**Excellent Distribution of Race/Ethnicity
Compared to Census Population**



Agenda

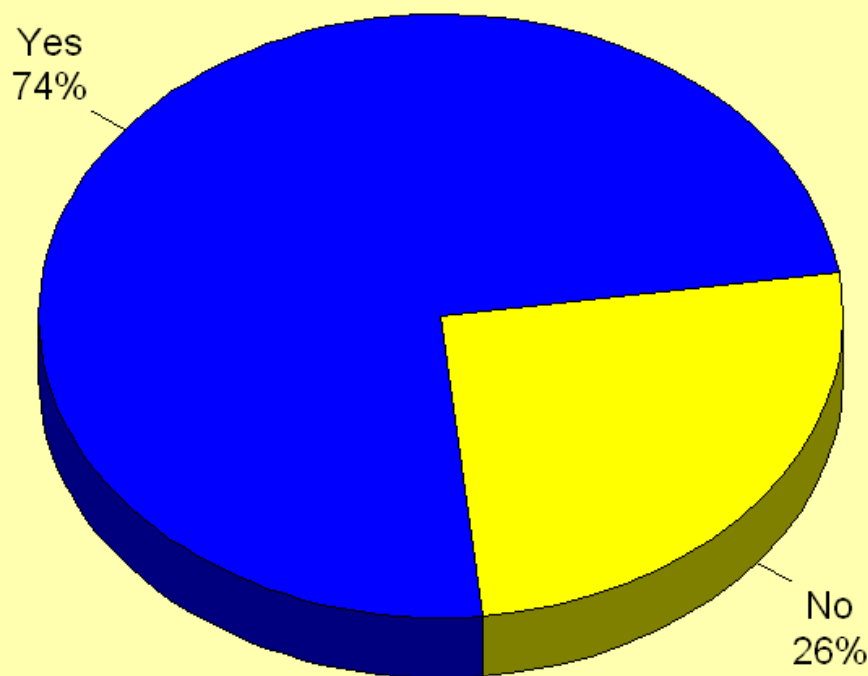
- **Mecklenburg County Parks and Recreation Services Today**
- **“Community Vision” for Parks and Recreation Services in the Future”**
- **Funding the Vision**

Parks and Recreation Services Today

- **Usage of parks and participation in programs are similar to results from 2007 survey.**
- **“Enjoyment of the outdoors”, “close to our home/residence”, “improve physical fitness and health” are most important reasons to participate in programs or activities**
- **The Parks and Recreation Department is the leading community provider**
- **From friends and neighbors and the web-site are major means for marketing**

Q2. Has Your Household Visited Any Mecklenburg County Parks, Nature Preserves, Greenways, Recreation Centers, Aquatic Facilities, Golf Courses, or Other Facilities During the Past Year?

by percentage of respondents

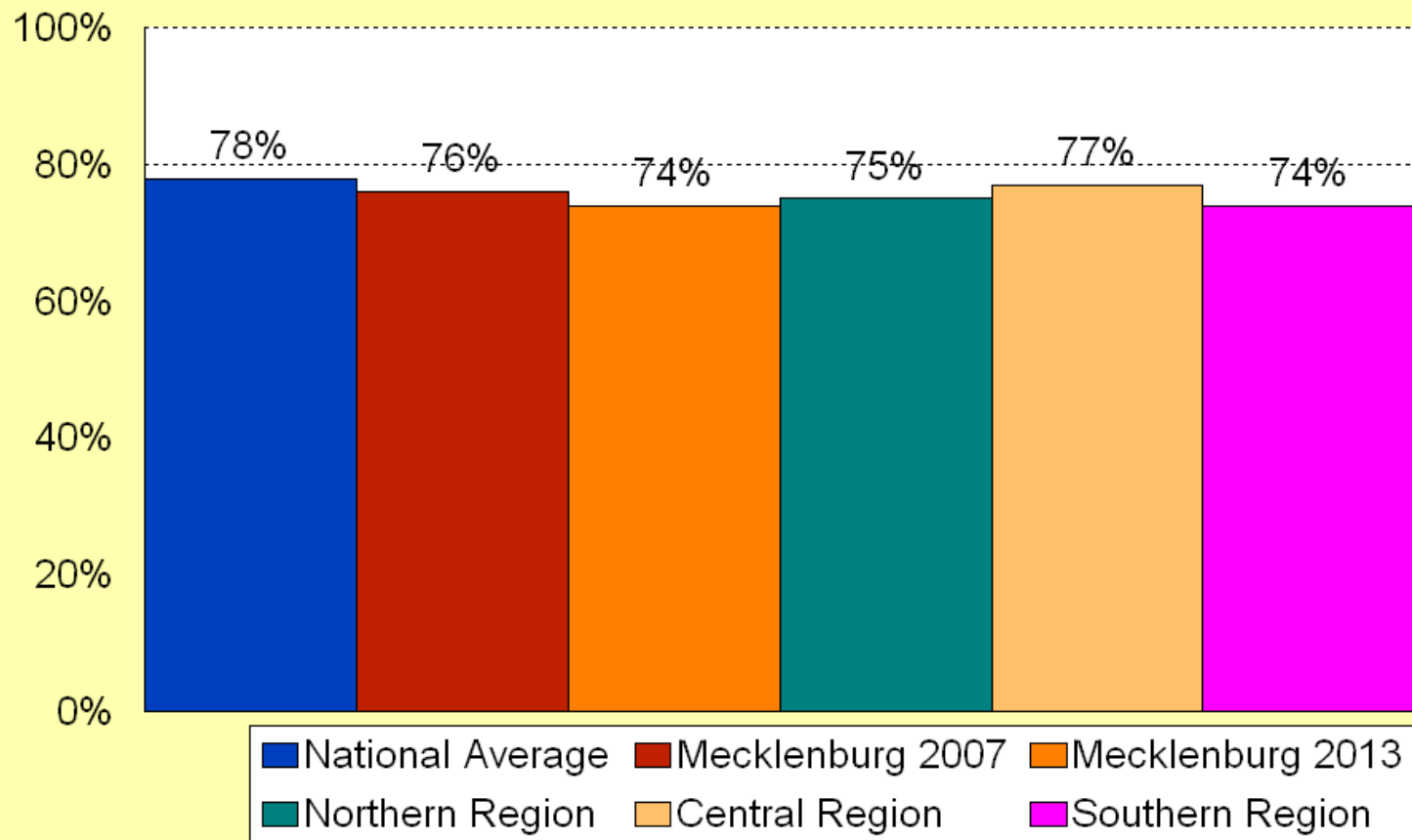


Q2a. County Parks/ Facilities Visited Most Often

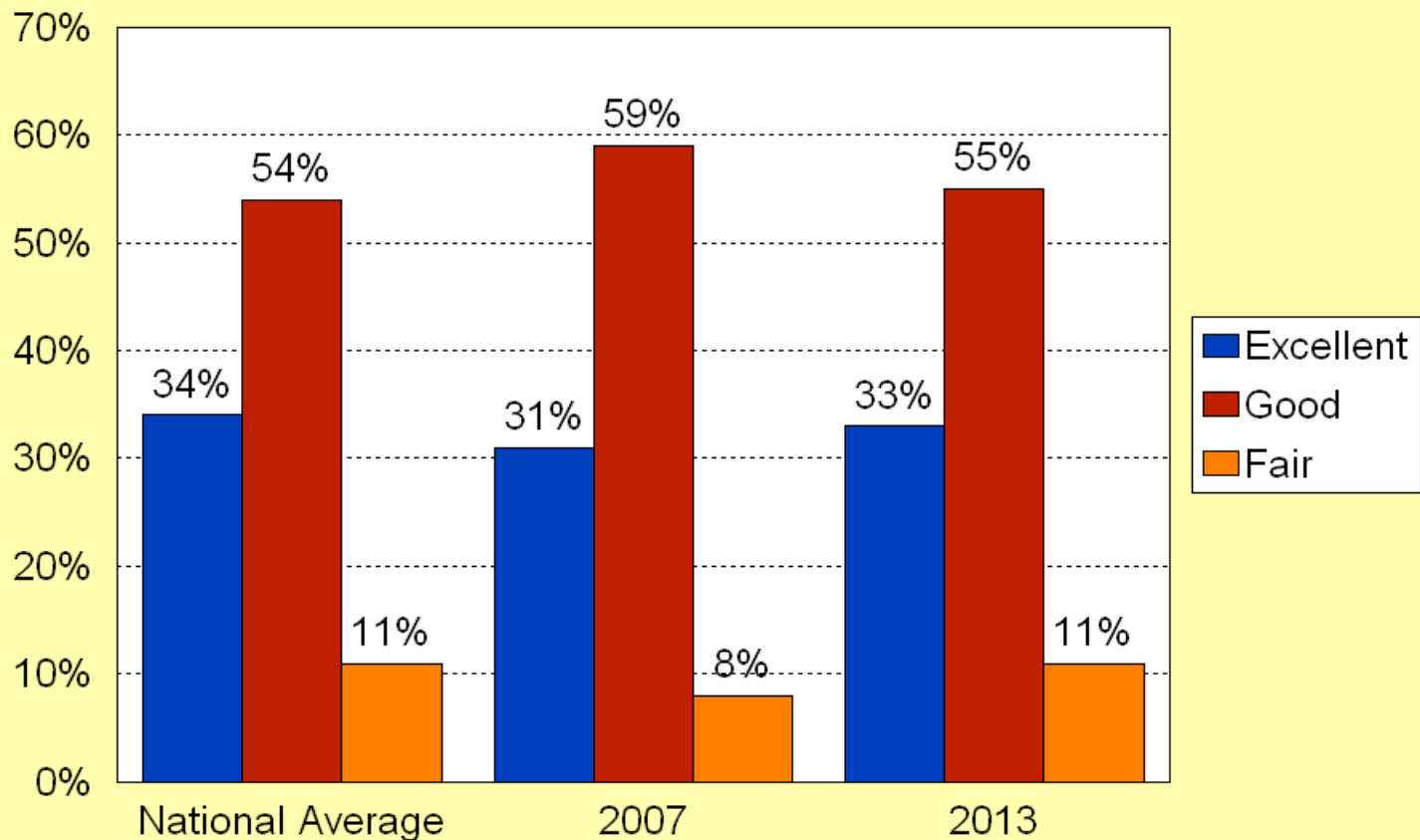
Blythe Landing Park
Freedom Park
Reedy Creek

Source: Leisure Vision/ETC Institute (August 2013)

Q2. Visitation of Parks Consistant Across Regions



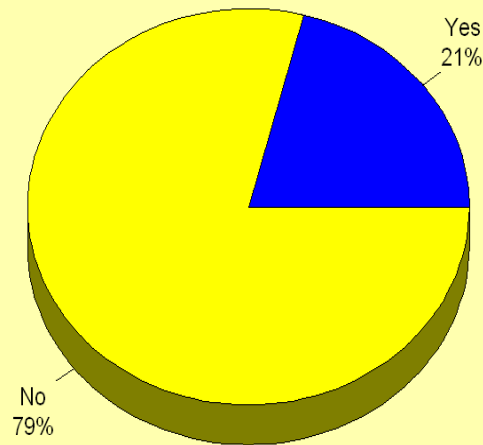
Q2B. Ratings of Physical Conditions Have Remained Consistant and At National Average



Participation in Recreation Programs is Lower Than National Average in All Household Types

Q3. Has Your Household Participated in Any Recreation, Athletic or Nature Programs Offered by the Mecklenburg County Park and Recreation Department During the Past 12 Months?

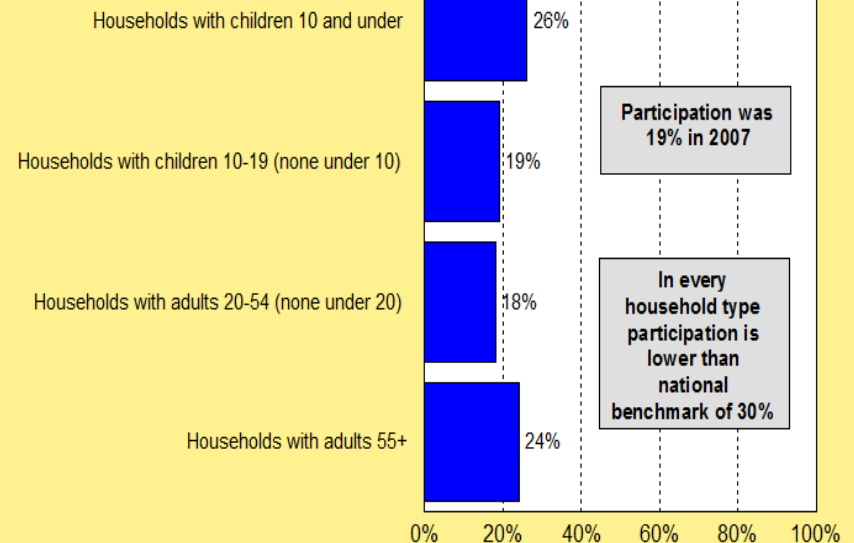
by percentage of respondents



Source: Leisure Vision/ETC Institute (August 2013)

Q3. Has Your Household Participated in Any Recreation, Athletic or Nature Programs Offered by the Mecklenburg County Park and Recreation Department During the Past 12 Months?

Household Type

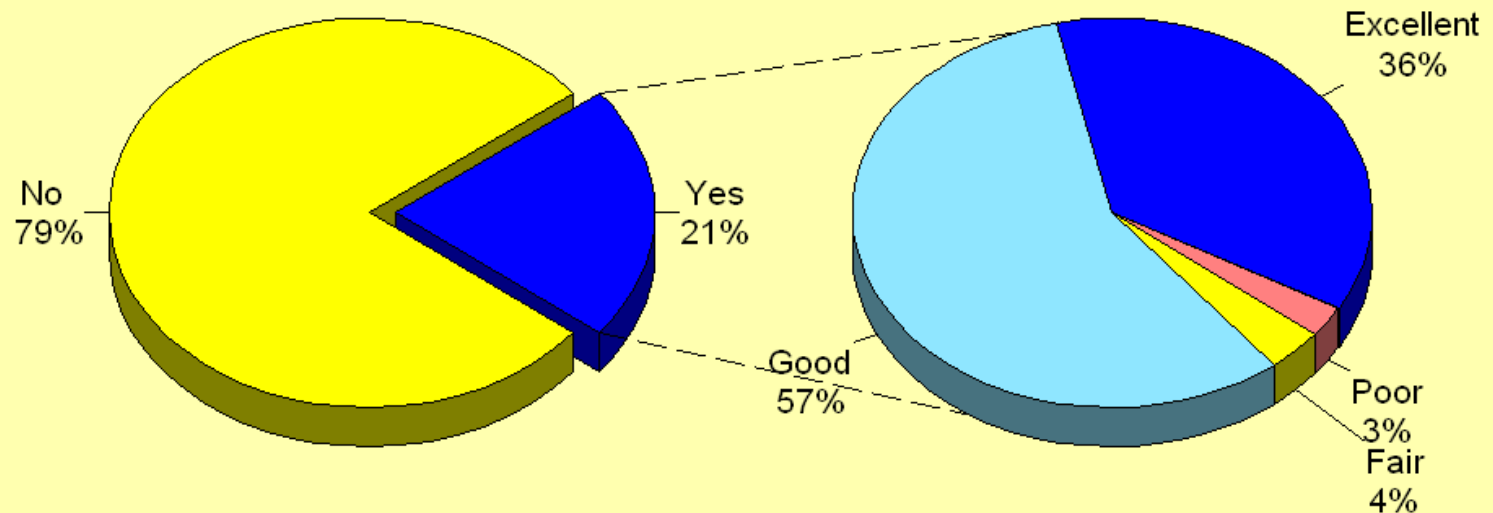


Source: Leisure Vision/ETC Institute (January 2009)

Q3. Has Your Household Participated in Any Recreation, Athletic or Nature Programs Offered by the Mecklenburg County Park and Recreation Department During the Past 12 Months?

by percentage of respondents

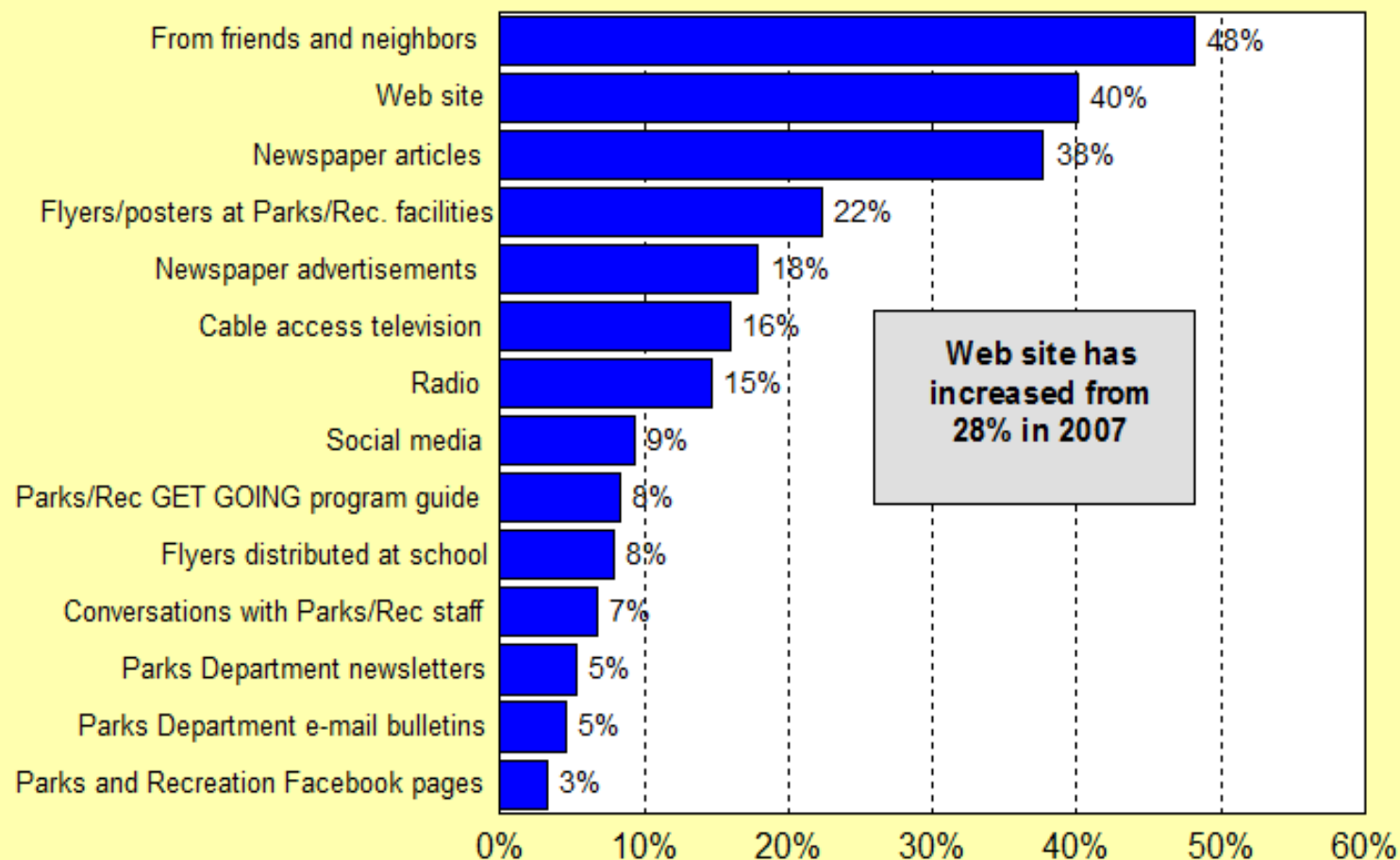
Q3a. How Would You Rate the Overall Quality of the Recreation Programs in Which Your Household Has Participated?



Source: Leisure Vision/ETC Institute (August 2013)

Q11. Ways Households Currently Learn About Mecklenburg County Parks and Recreation Department Programs and Activities

by percentage of respondents (multiple choices could be made)

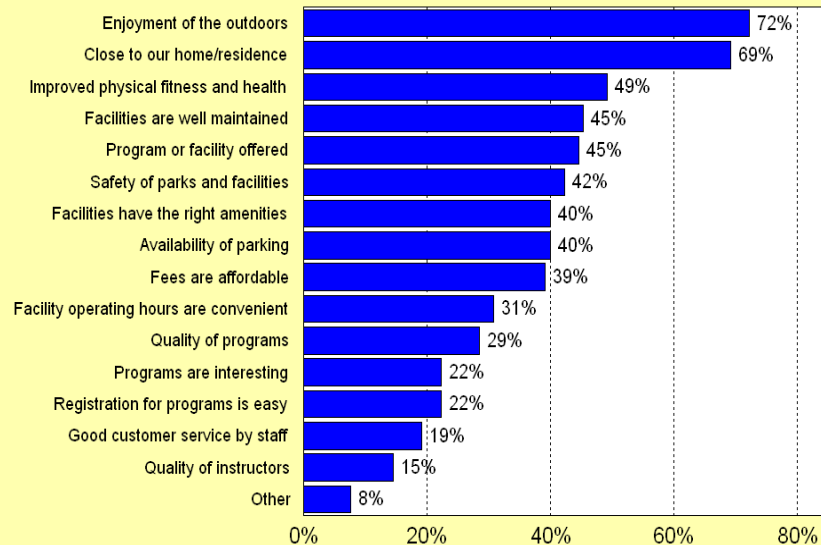


Source: Leisure Vision/ETC Institute (August 2013)

Enjoyment of the Outdoors and Close to Our Home/Residence Remain Top 2 Reasons for Usage

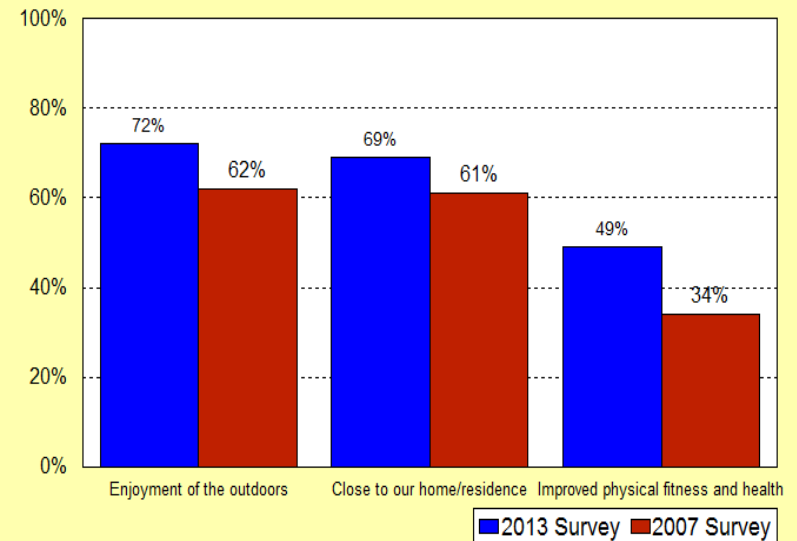
Q4. Reasons Households Use Parks, Recreation Facilities or Programs Offered by the Mecklenburg County Parks and Recreation Department

by percentage of respondents that have participated in Mecklenburg County recreation, athletic or nature programs in the past 12 months (multiple choices could be made)



Source: Leisure Vision/ETC Institute (August 2013)

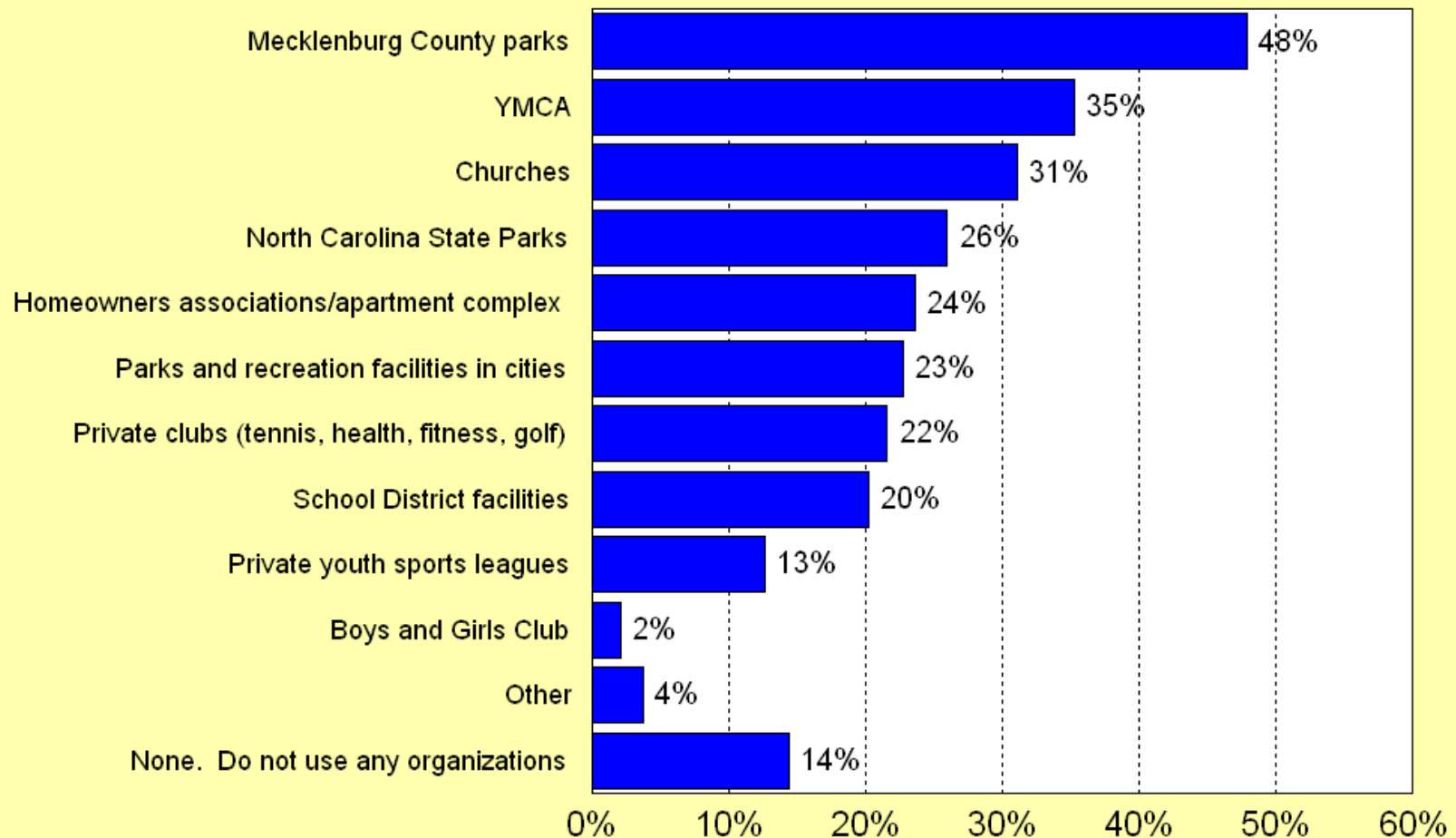
Q4. Enjoyment of the Outdoors, Close to Our Home, and Improved Physical Fitness and Health Are Major Reasons Households Use Facilities or Programs Offered by the Mecklenburg County Parks and Recreation Department



Source: Leisure Vision/ETC Institute (August 2013)

Q12. Organizations That Households Have Used for Indoor and Outdoor Recreation and Sports Activities During the Last 12 Months

by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (August 2013)

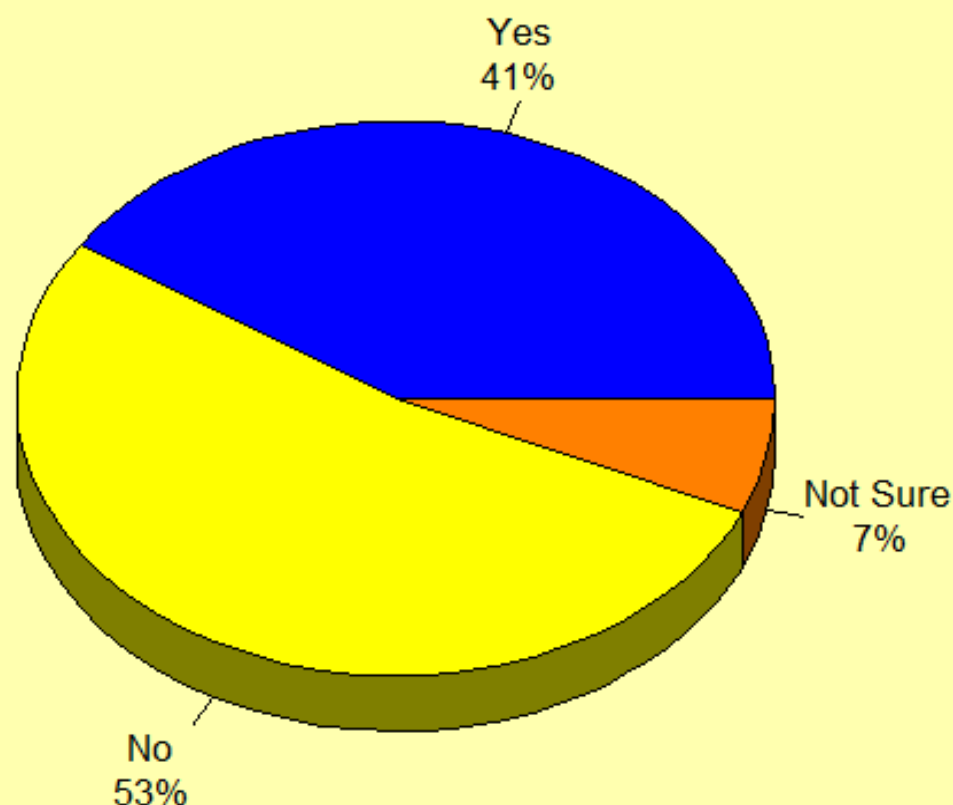
Citizen Vision for Parks and Recreation Services

- **High unmet needs exist for a wide range of parks, trails, recreation facilities and programs**
- **Support for using greenways for developing connected trails and environmental protection is very high**
- **Paved walking and biking trails are most important facility for households**
- **Adult fitness and wellness programs are most important program for households**
- **Opportunities exist to grow programs of importance through Mecklenburg County Parks and Recreation Department facilities**

Q5. Do You Feel That There Are Sufficient Parks and Green Space Areas within Walking Distance of Your Residence?

by percentage of respondents

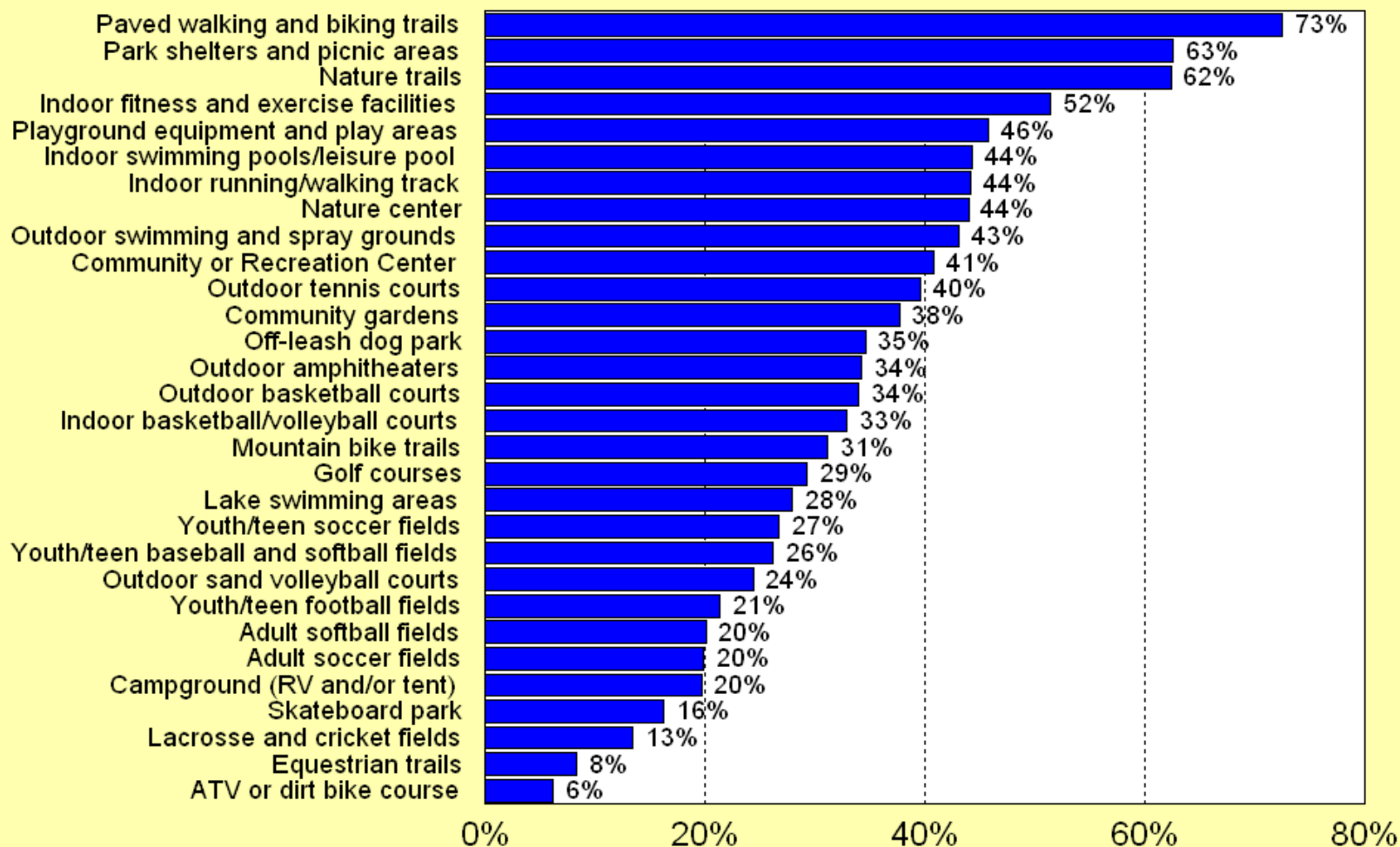
The Central Region is the Only Region Where More than 40% of Resident Households Indicated "Yes"



Source: Leisure Vision/ETC Institute (August 2013)

Q6. Parks and Recreation Facilities That Households Have a Need For

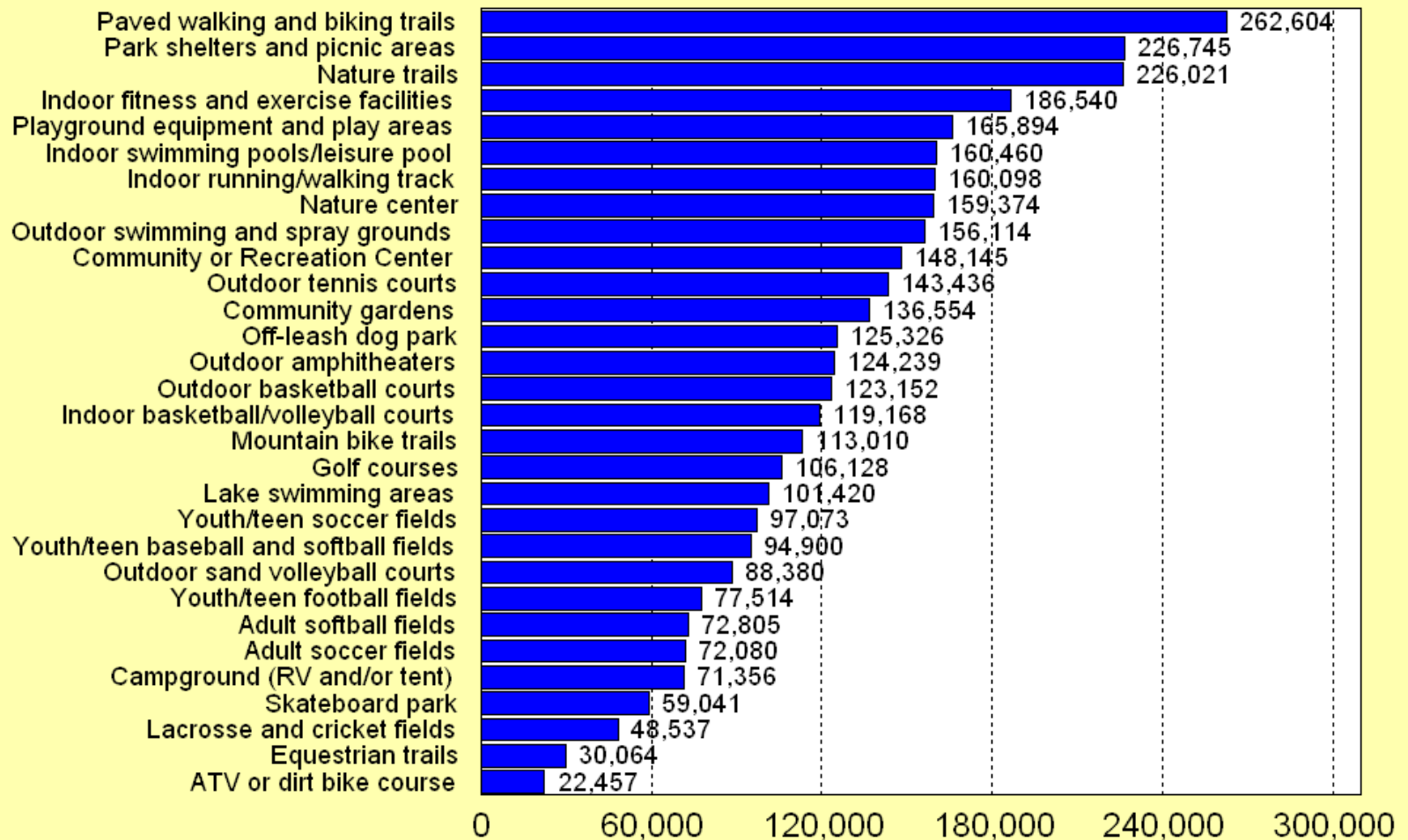
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (August 2013)

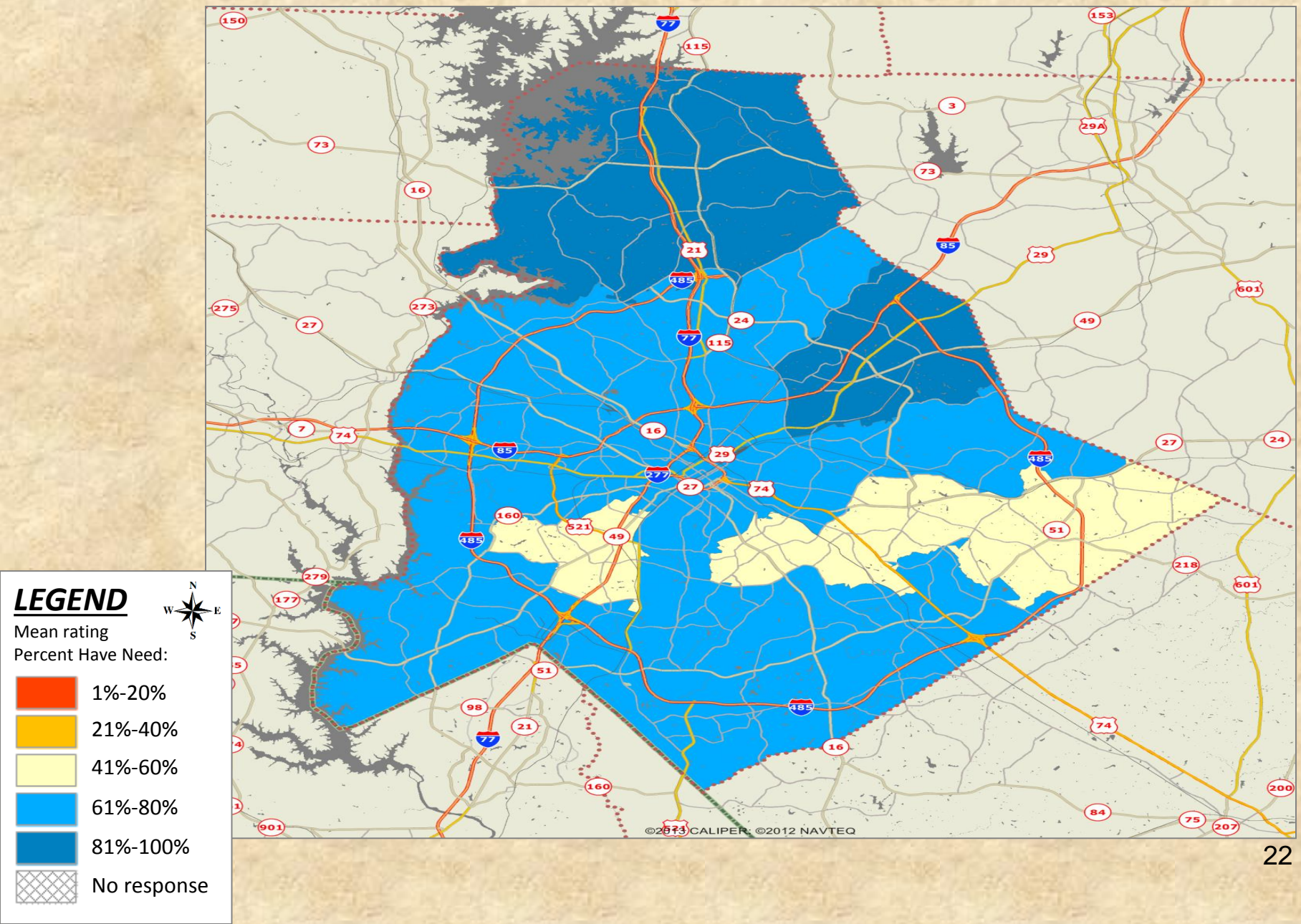
Q6a. Estimated Number of Households in Mecklenburg County That Have a Need for Parks and Recreation Facilities

by number of households based on 362,213 households in Mecklenburg County

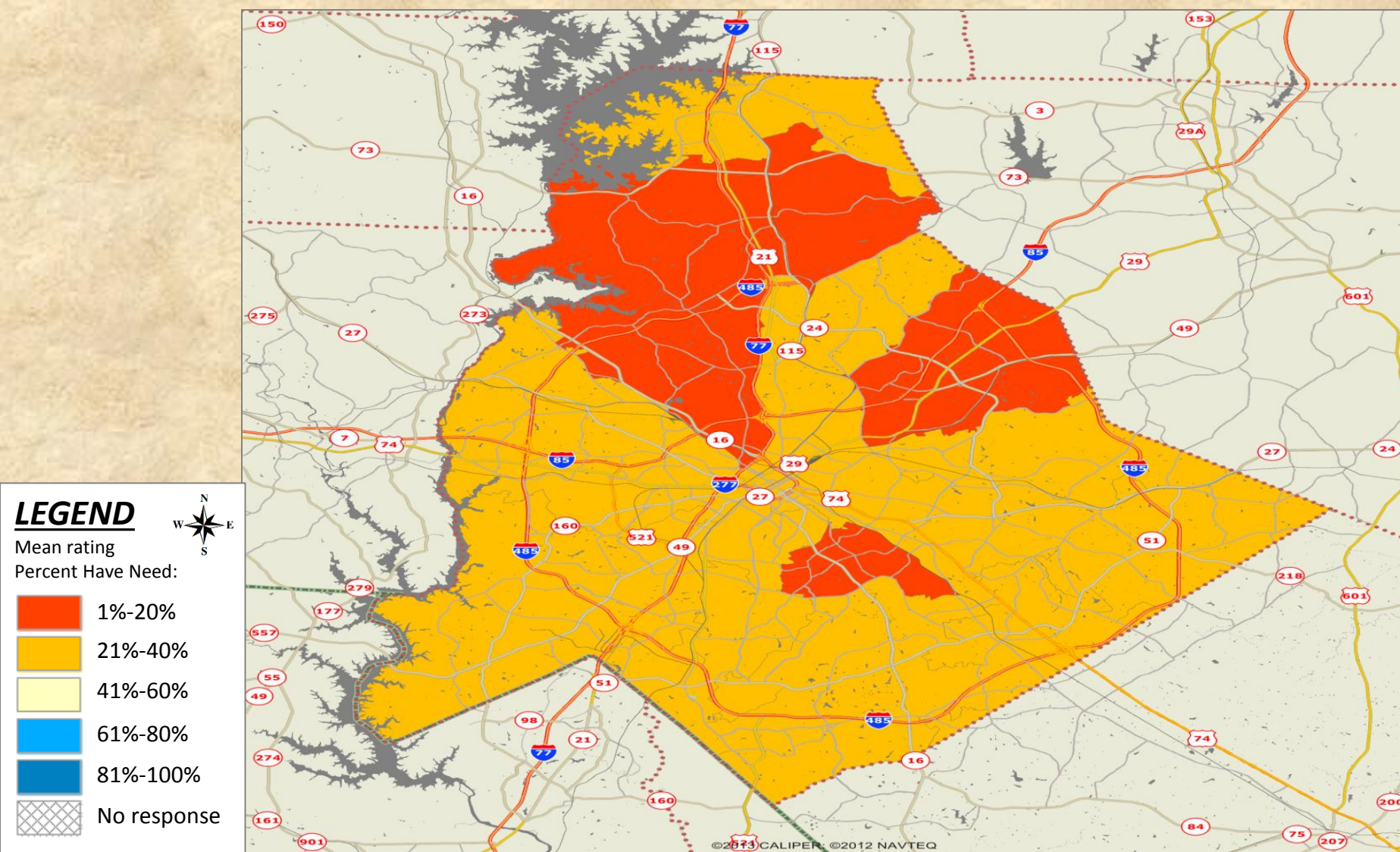


Source: Leisure Vision/ETC Institute (August 2013)

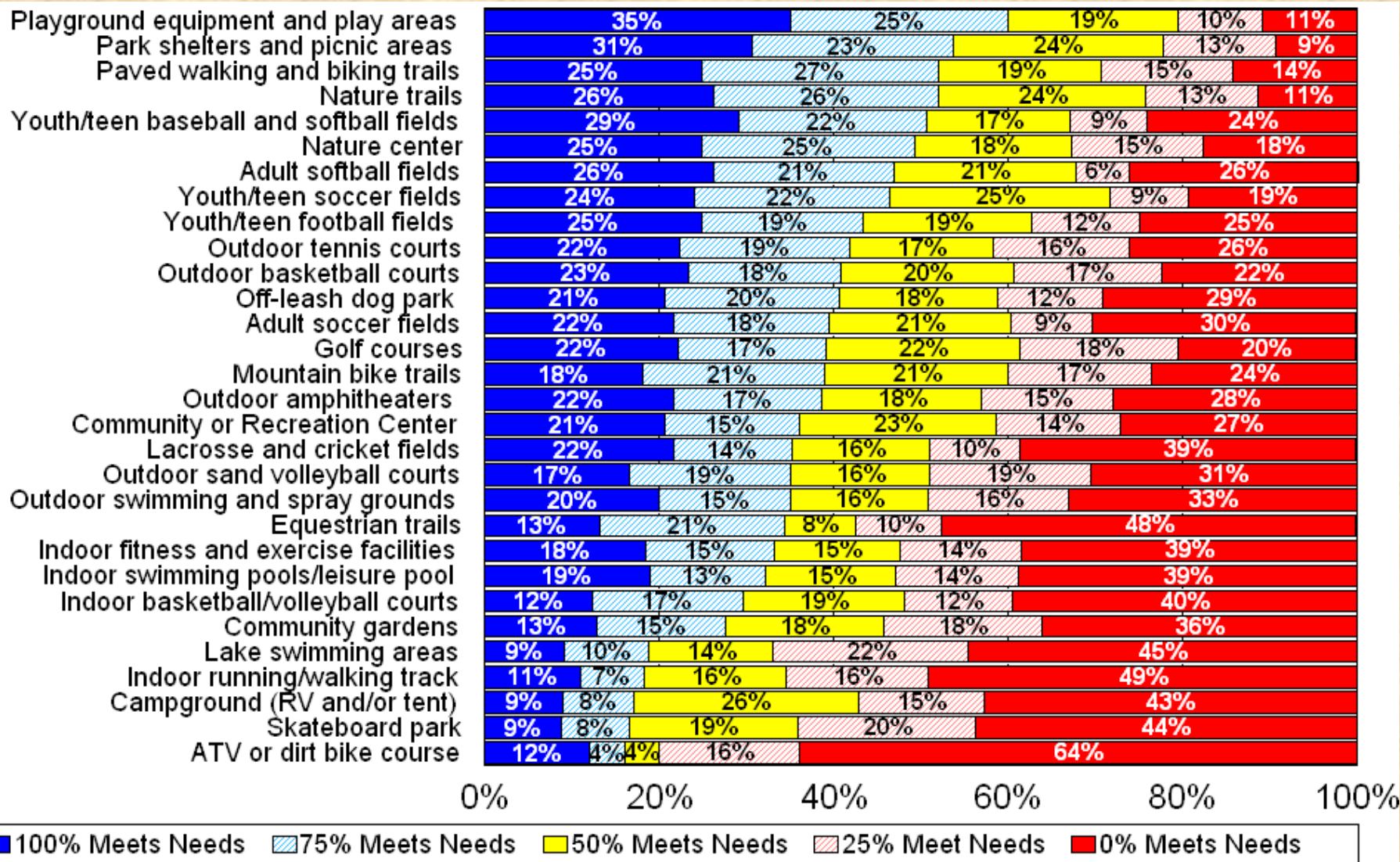
Q6B. Households with a Need for Paved Walking and Biking Trails



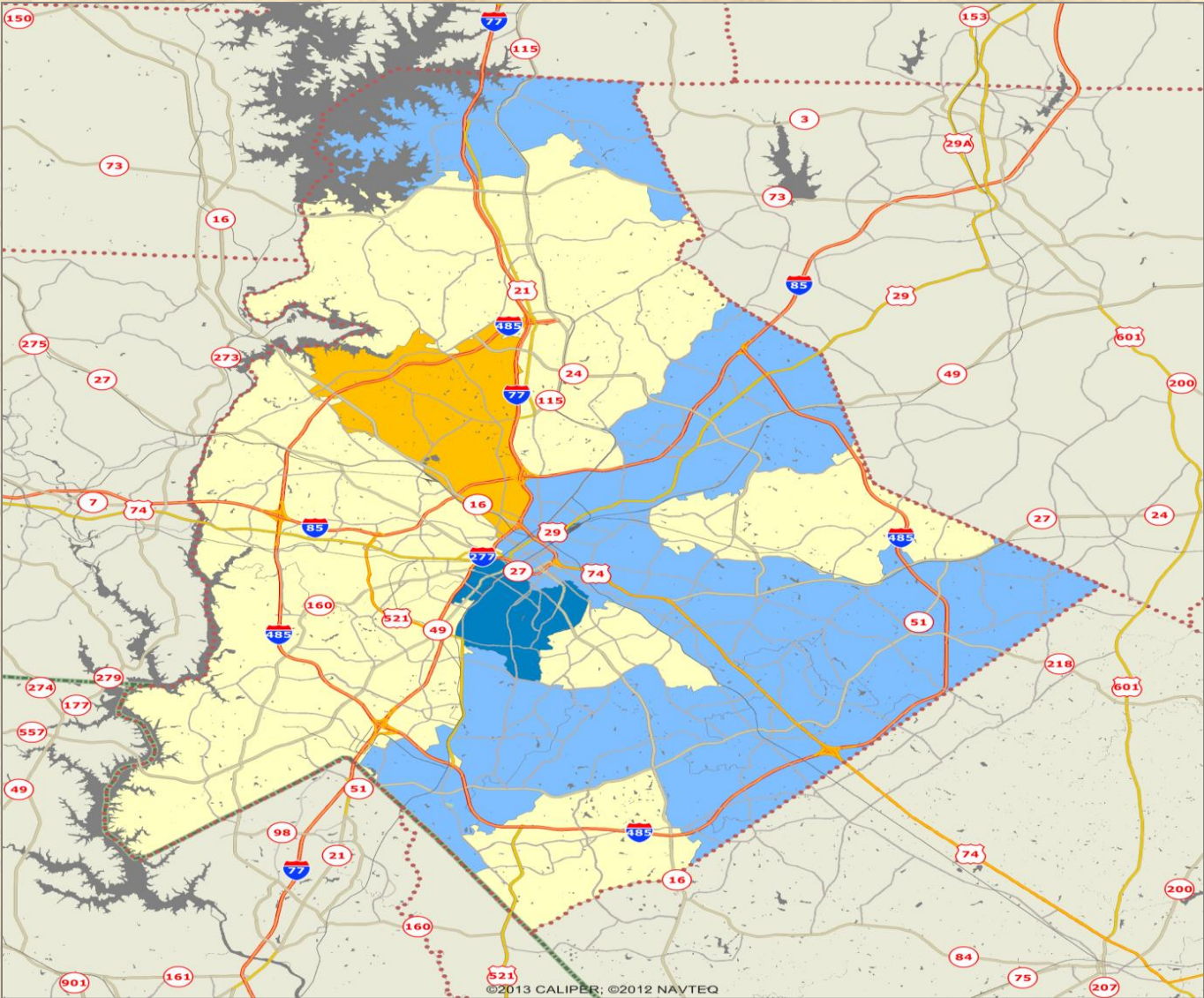
Q6G. Households with a Need for Youth/Teen Soccer Fields



Q6b. Unmet Needs Are Very High for a Wide Range of Parks, Trails and Recreation Facilities

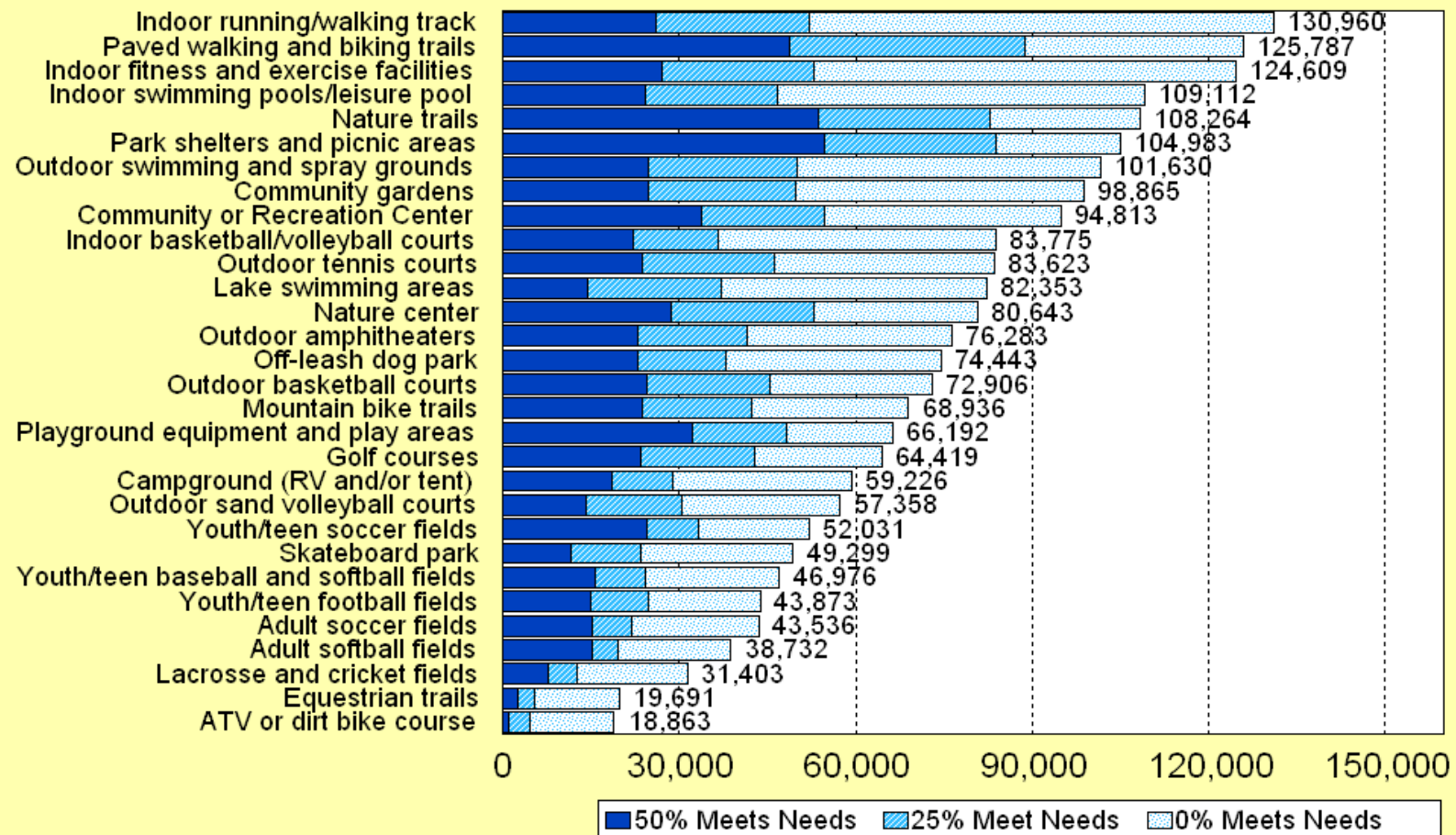


Q6b. How Well Needs Are Met for Paved Walking and Biking Trails



Q6c. Estimated Number of Households in Mecklenburg County Whose Needs for Parks and Recreation Facilities Are Only Being 50% Met or Less

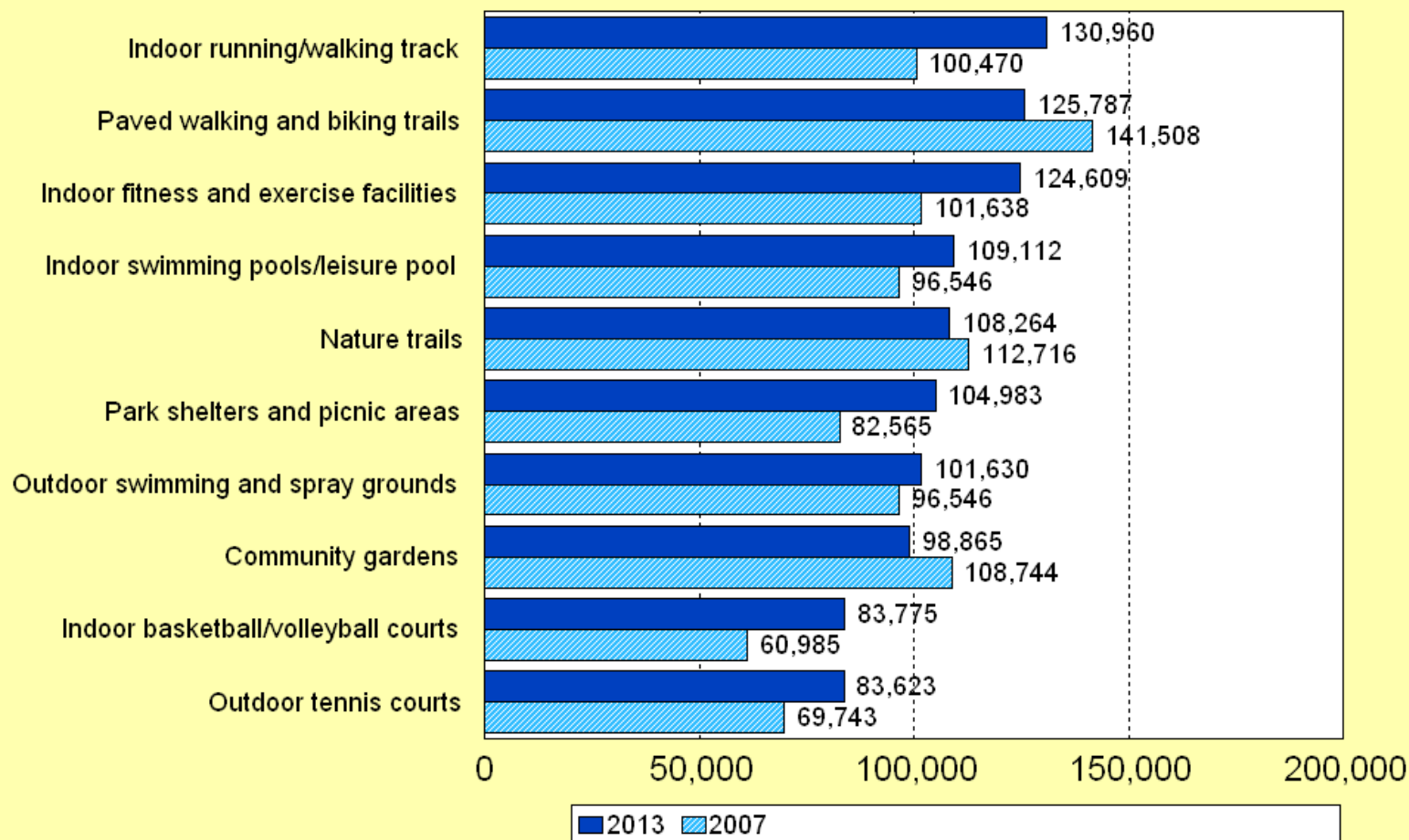
by number of households based on 362,213 households in Mecklenburg County



Source: Leisure Vision/ETC Institute (August 2013)

Q6c. Unmet Needs Remain High

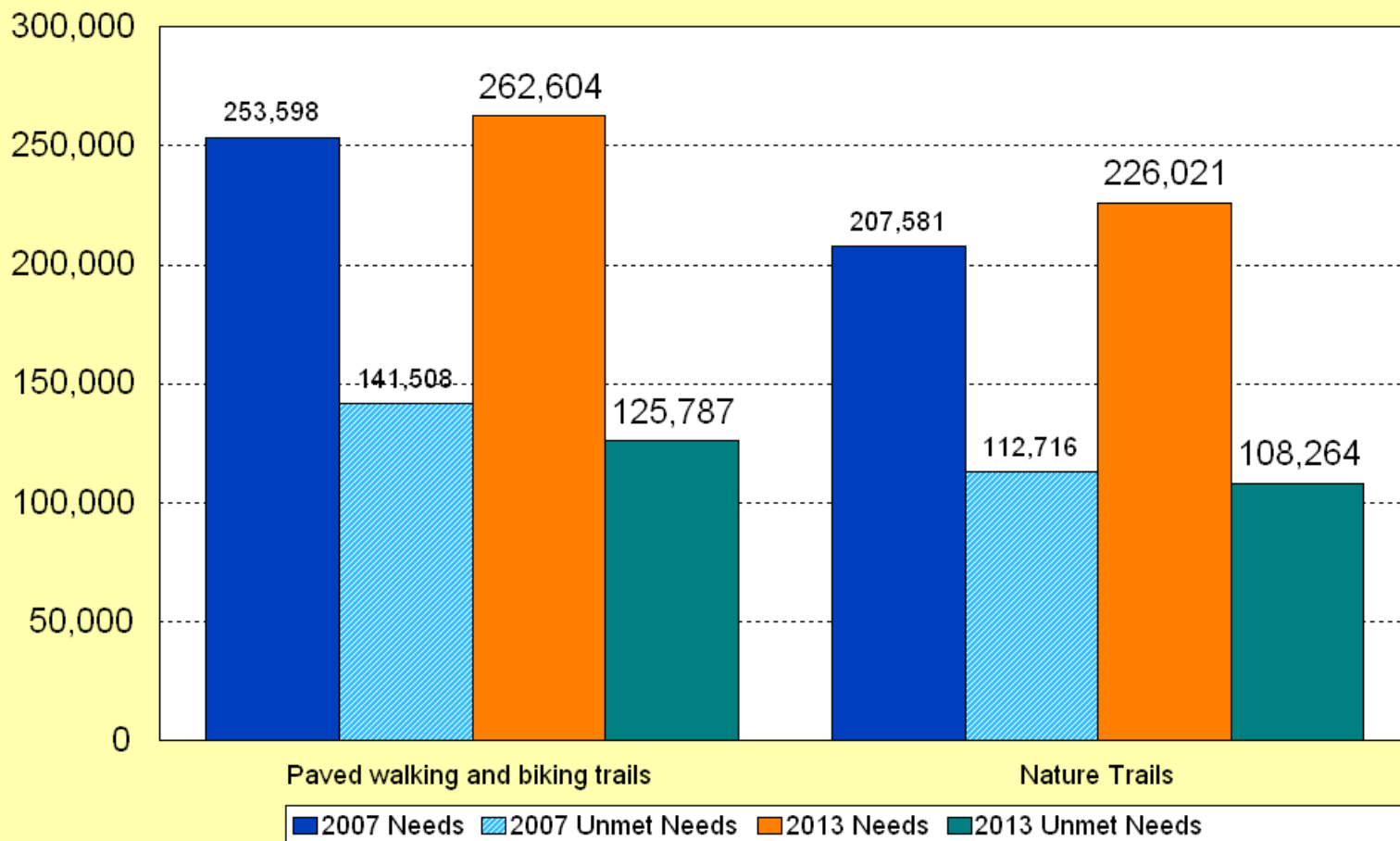
by number of households based on 362,213 households in Mecklenburg County



Source: Leisure Vision/ETC Institute (August 2013)

Q6c. Unmet Needs for Walking, Biking and Nature Trails Remain Very High

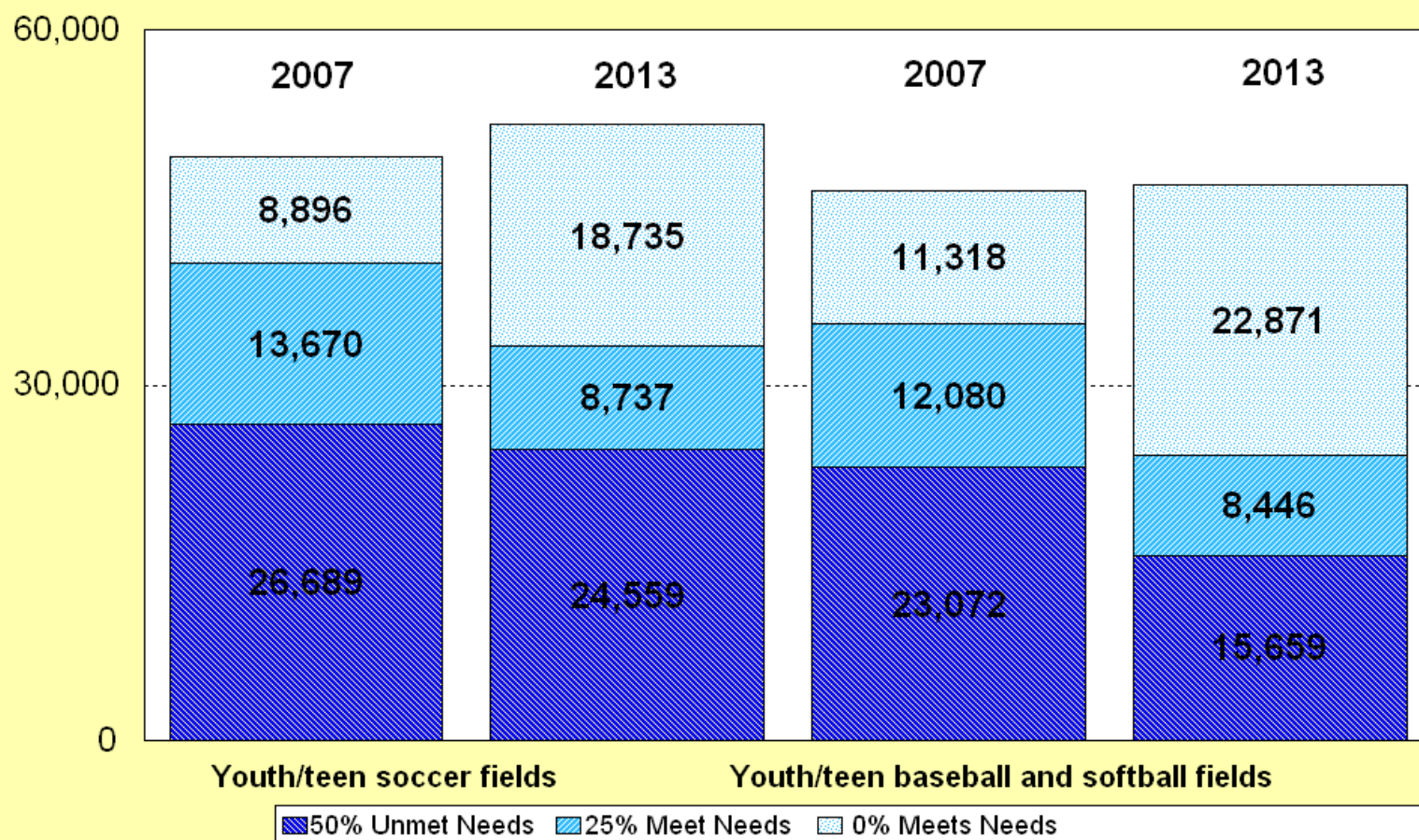
by number of households based on 362,213 households in Mecklenburg County



Source: Leisure Vision/ETC Institute (August 2013)

Q6c. Unmet Needs for Youth/Teen Soccer Fields and Baseball and Softball Fields Remain High

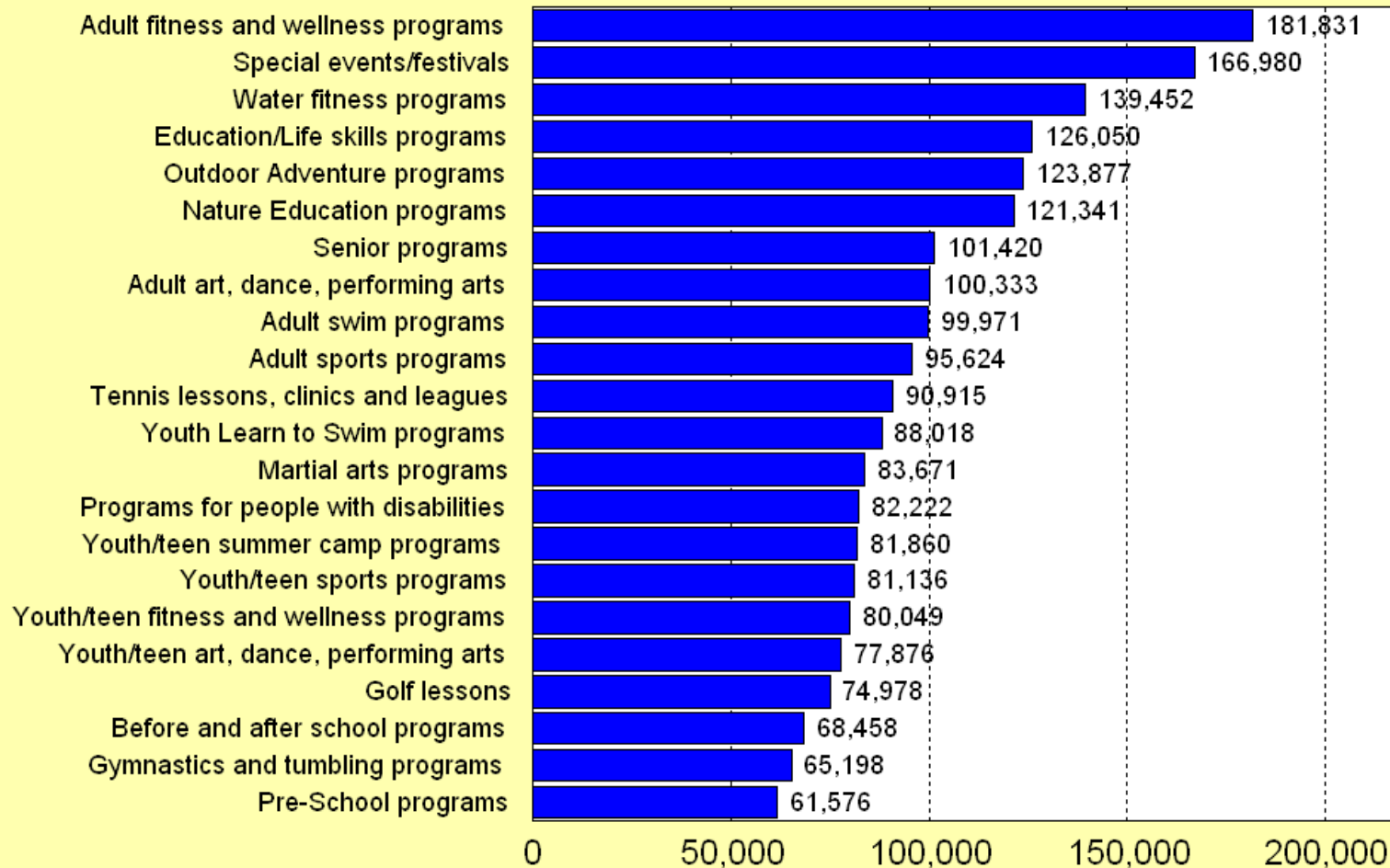
by number of households based on 362,213 households in Mecklenburg County



Source: Leisure Vision/ETC Institute (August 2013)

Q8a. Estimated Number of Households in Mecklenburg County That Have a Need for Recreation Programs

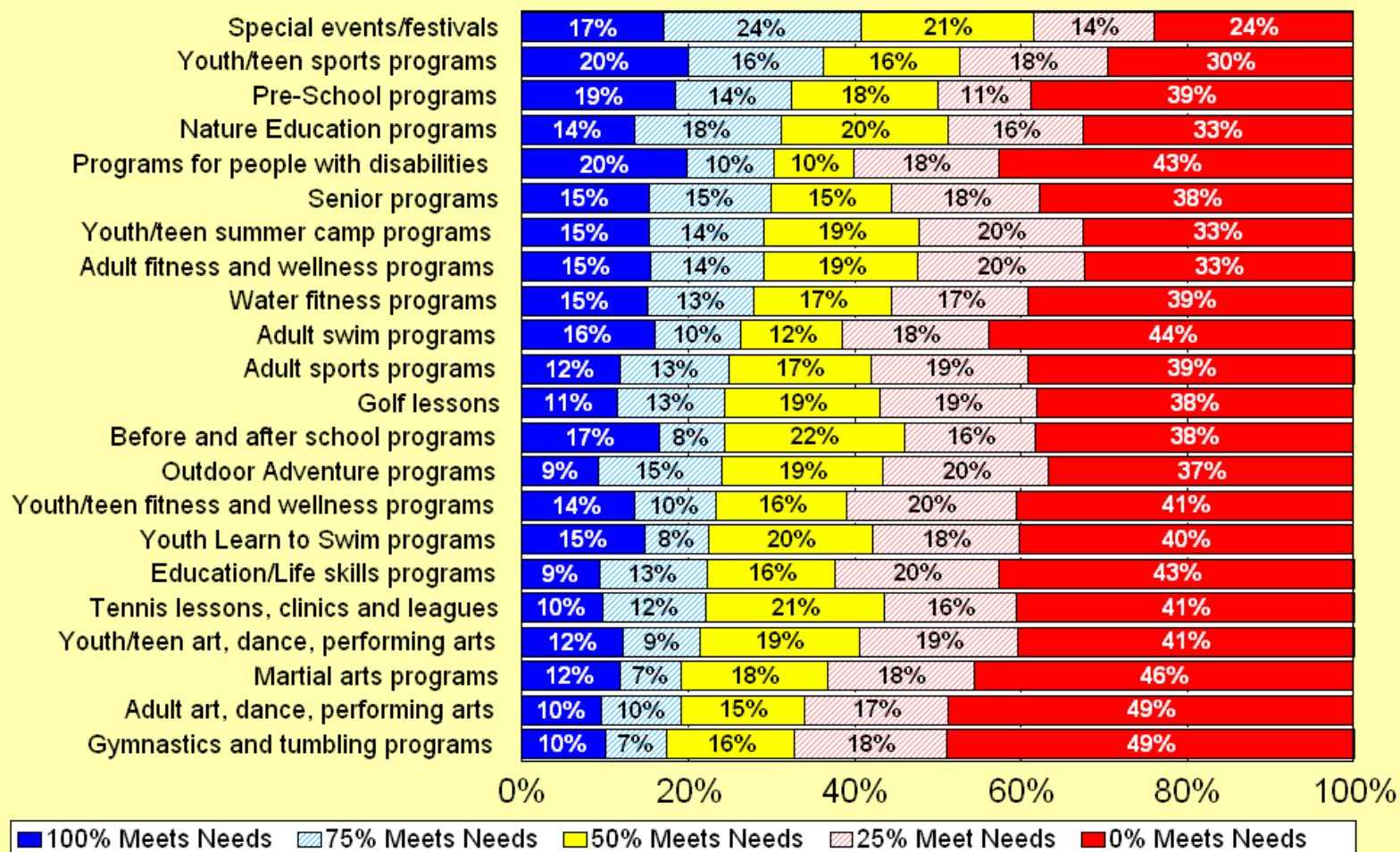
by number of households based on 362,213 households in Mecklenburg County



Source: Leisure Vision/ETC Institute (August 2013)

Q8b. Unmet Needs for Recreation Programs are Very High

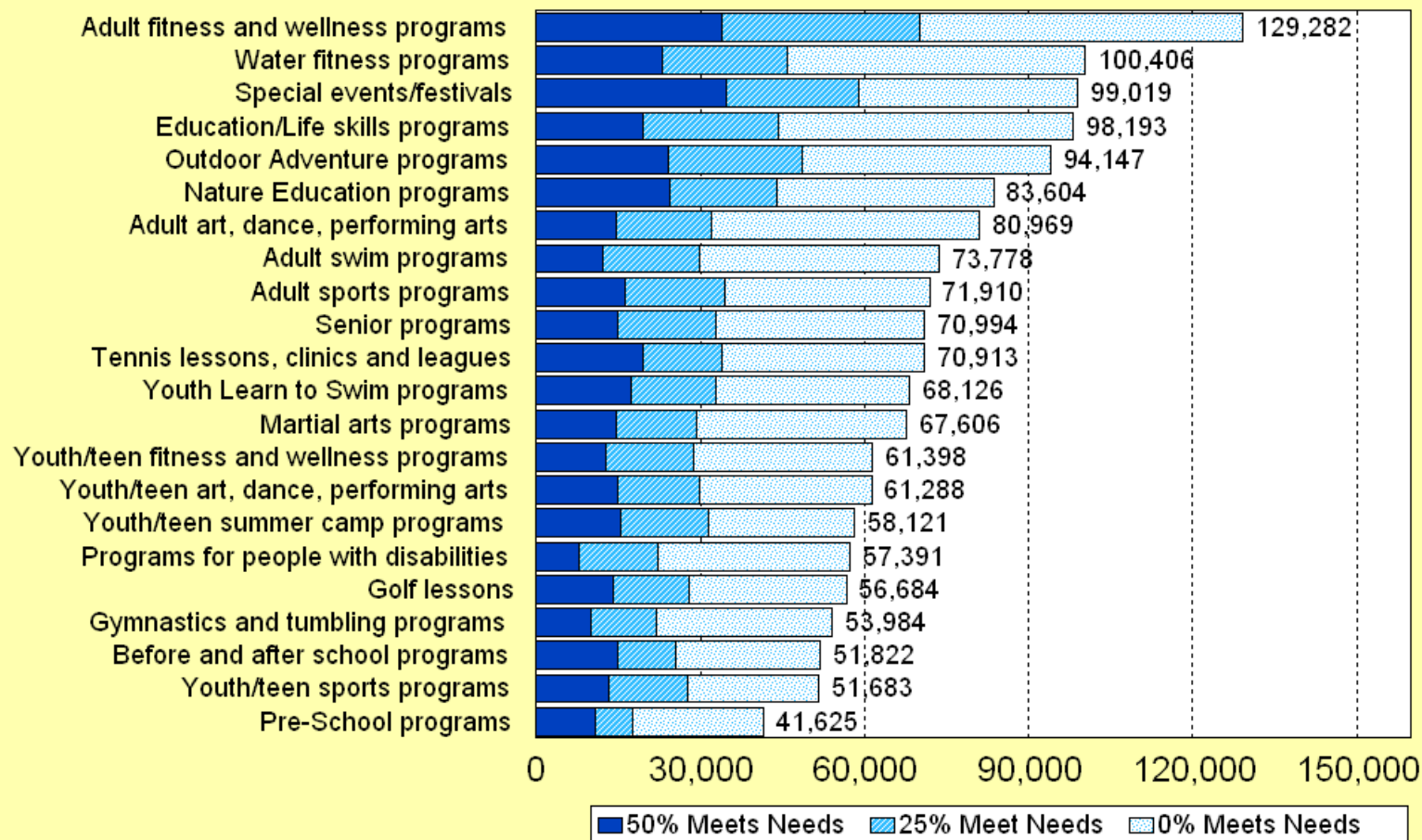
by percentage of respondents with a need for programs



Source: Leisure Vision/ETC Institute (August 2013)

Q8c. Estimated Number of Households in Mecklenburg County Whose Needs for Recreation Programs Are Only Being 50% Met or Less

by number of households based on 362,213 households in Mecklenburg County

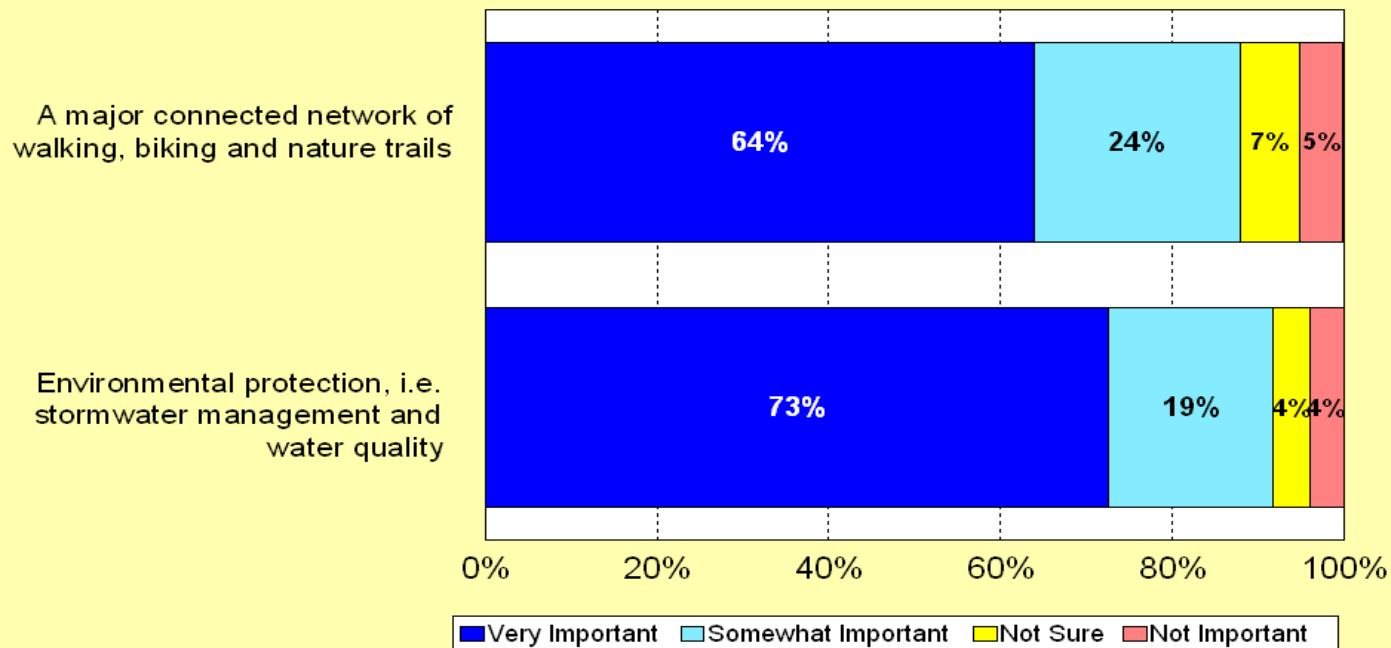


Source: Leisure Vision/ETC Institute (August 2013)

In Every Region At Least 80% of Households Feel It is Very or Somewhat Important to Use Greenways for the Following

Q15. Level of Importance of Using Greenways to Provide the Following:

by percentage of respondents



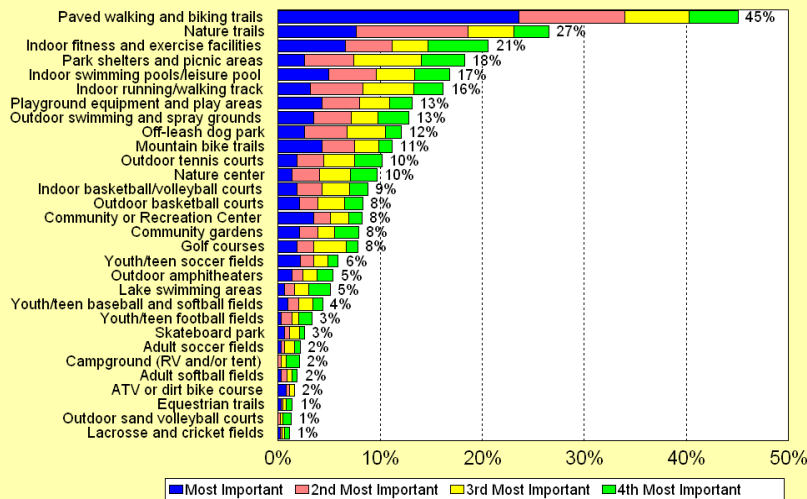
Source: Leisure Vision/ETC Institute (August 2013)

Walking and Biking Trails and Nature Trails Remain the Most Important

Facilities From 2007

Q7. Parks and Recreation Facilities That Are Most Important for Households

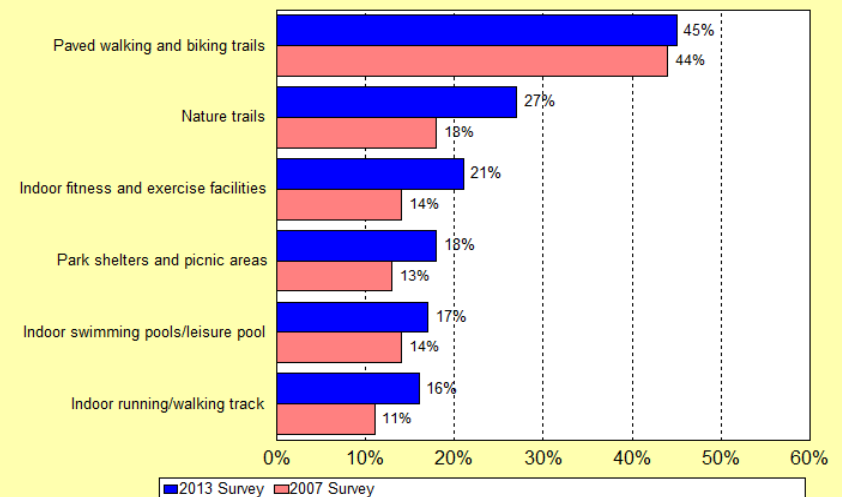
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (August 2013)

Q7. Parks and Recreation Facilities That Are Most Important for Households

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

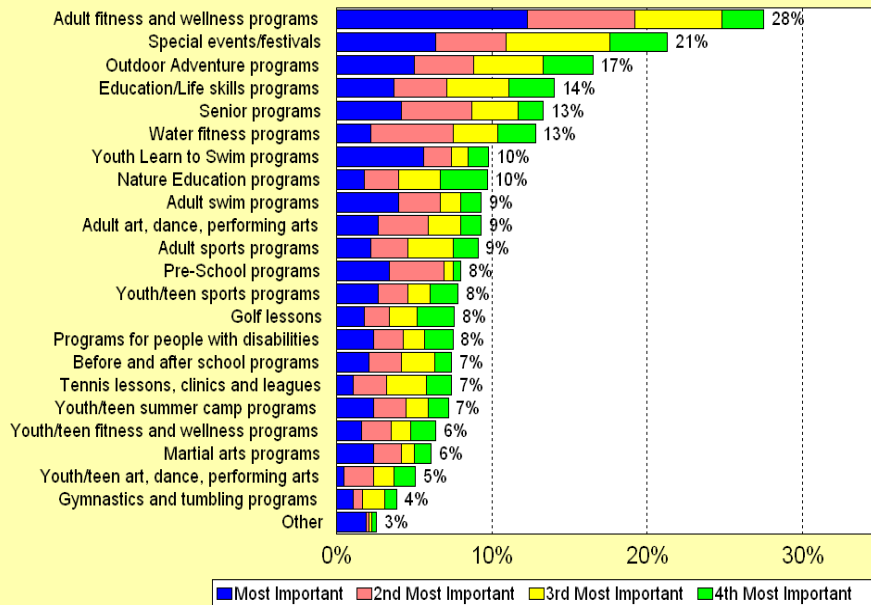


Source: Leisure Vision/ETC Institute (August 2013)

Adult Fitness and Wellness Programs and Special Events/Festivals Remain Most Important From 2007

Q9. Recreation Programs That Are Most Important for Households

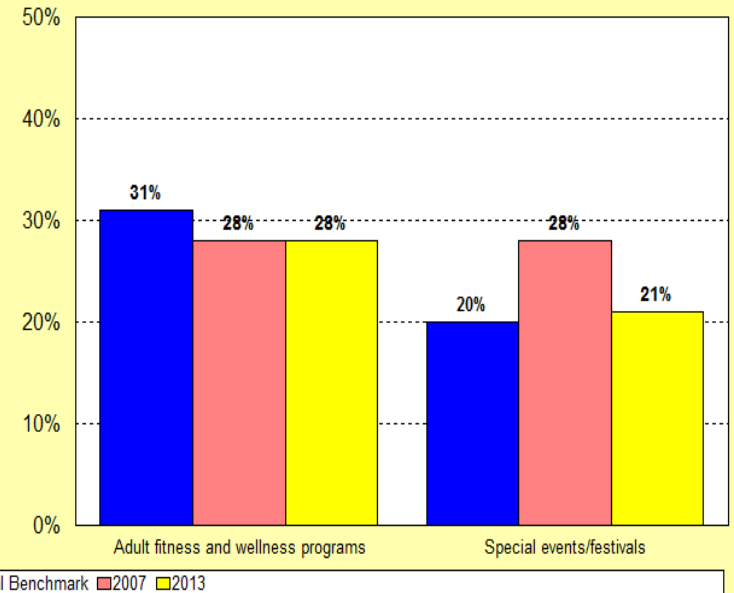
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (August 2013)

Q9. Adult Fitness and Wellness Programs and Special Events/Festivals Remain Most Important Programs

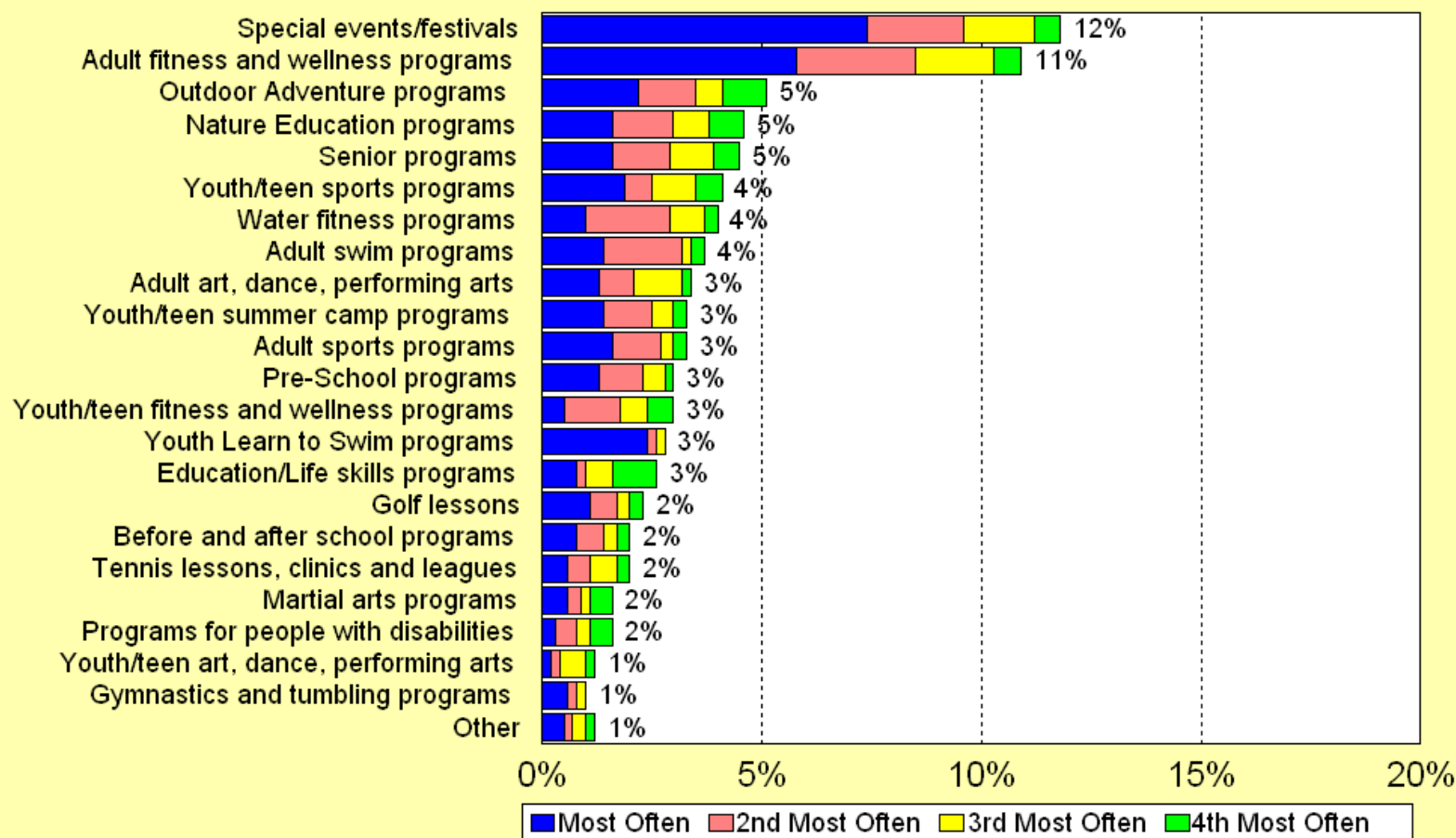
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (August 2013)

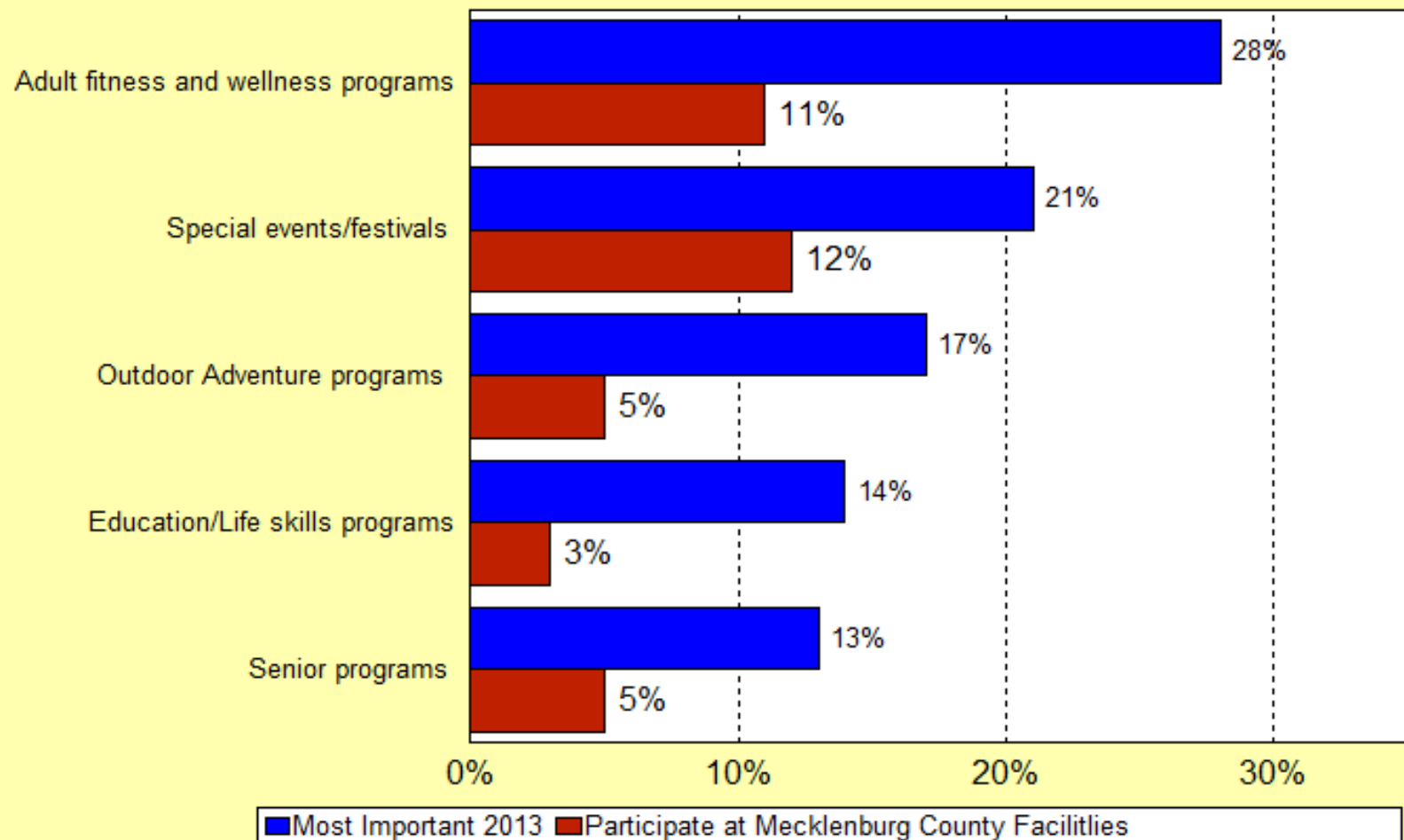
Q10. Recreation Programs That Households Currently Participate in Most Often at Mecklenburg County Parks and Recreation Facilities

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



Source: Leisure Vision/ETC Institute (August 2013)

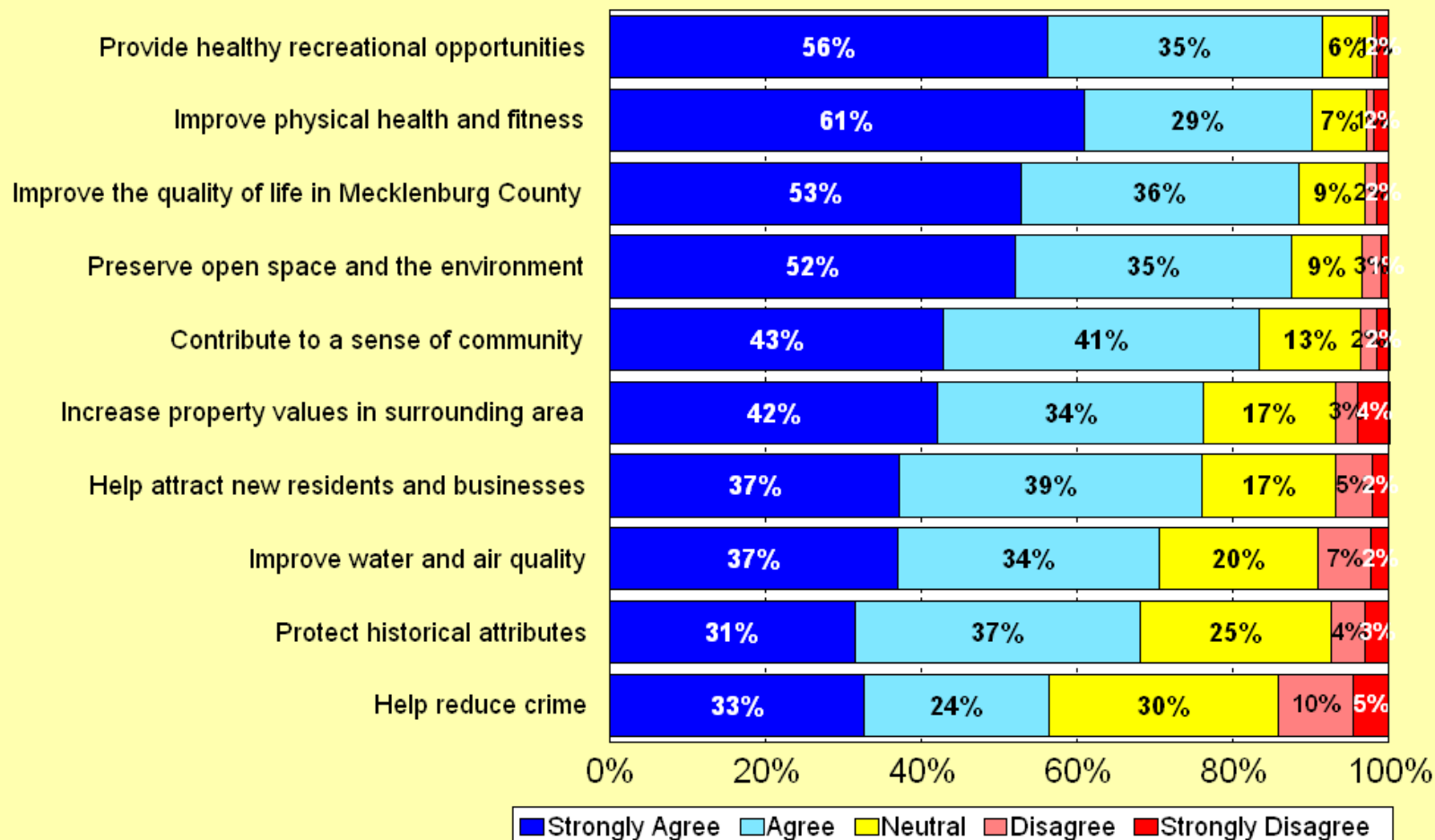
Q9. There Are Tremendous Opportunities to Grow Programs of Importance At Mecklenburg County Facilities By Adding Indoor and Outdoor Facilities that Are Most Important



Source: Leisure Vision/ETC Institute (August 2013)

Q13. Level of Agreement with the Benefits Being Provided by Parks, Nature Preserves, and Greenways

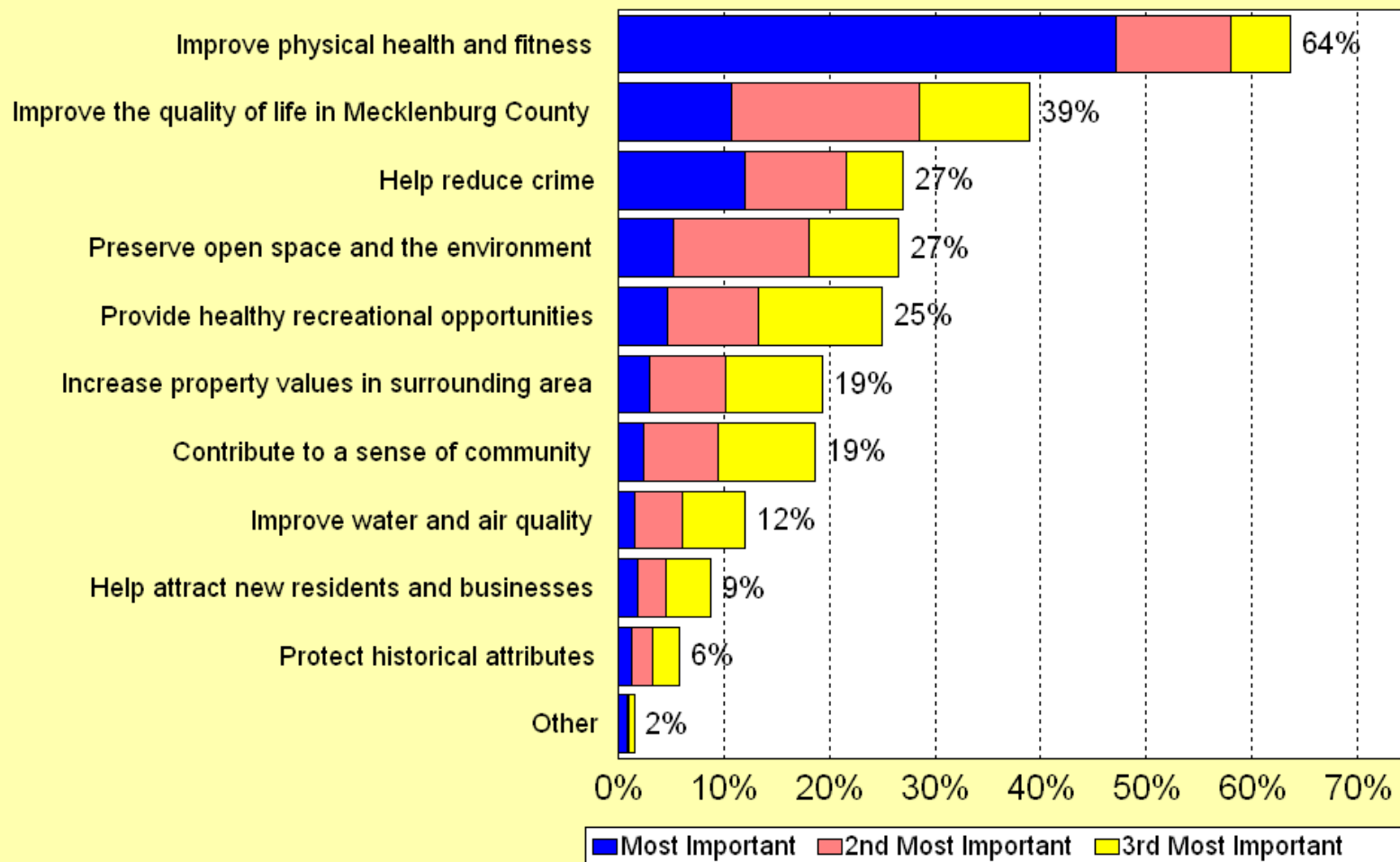
by percentage of respondents (excluding "don't know" responses)



Source: Leisure Vision/ETC Institute (August 2013)

Q14. Benefits of Parks, Nature Preserves, and Greenways That Are Most Important to Households

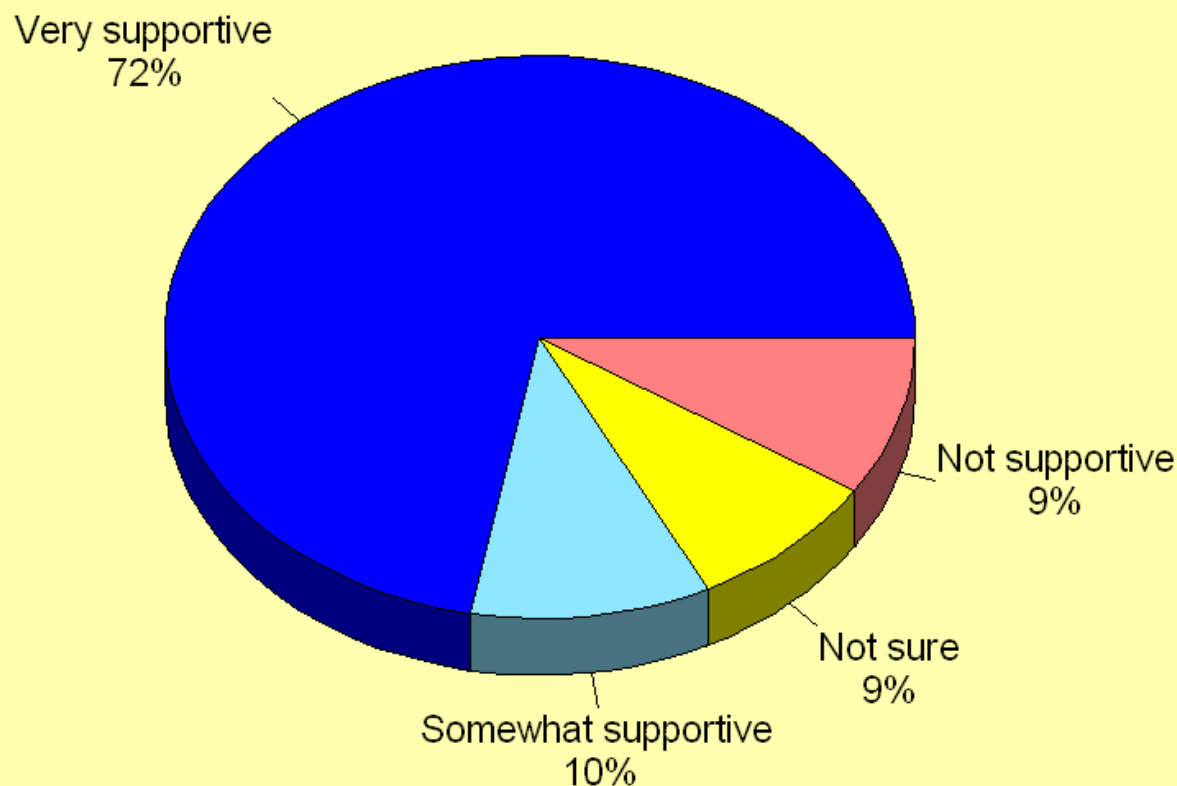
by percentage of respondents who selected the item as one of their top three choices



Source: Leisure Vision/ETC Institute (August 2013)

Q18. How Supportive Would You Be for All Mecklenburg County Parklands, Including Parks, Greenways, Nature Preserves and Golf Courses to Be Tobacco Free?

by percentage of respondents



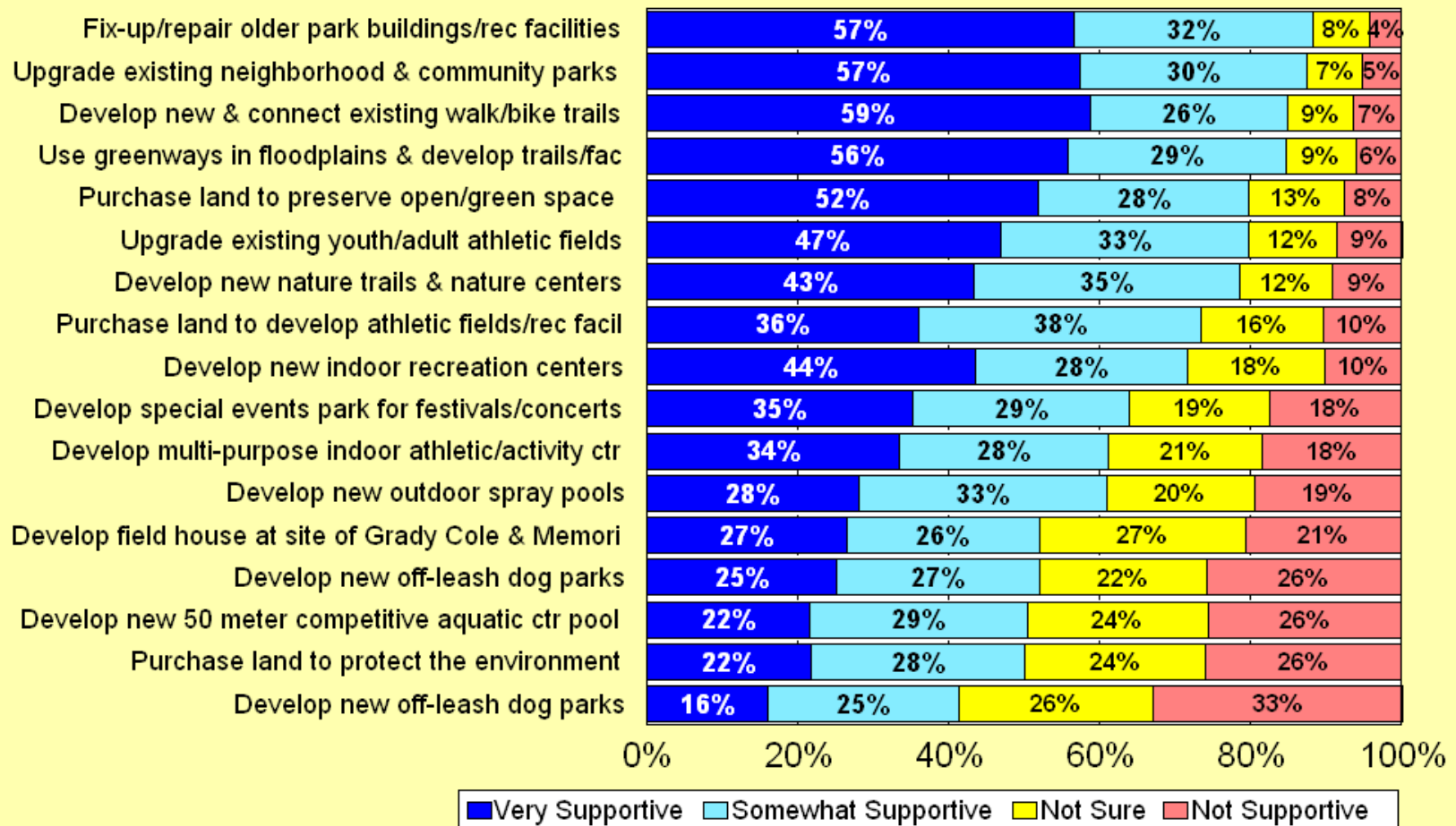
Source: Leisure Vision/ETC Institute (August 2013)

Funding the “Citizen Vision” for Mecklenburg County Parks and Recreation Services

- **Using greenways to develop trails and environmental protection, purchase land to protect open space, developing trails, fix-up and repair older parks and recreation facilities, and upgrade existing neighborhood and community parks are most supported actions to fund with County tax dollars.**
- **A strong majority of households would be supportive of paying some additional taxes to fund the types of parks, trails, recreation facilities and programs most important to their households.**

Q16. Level of Support for Actions the Mecklenburg County Park and Recreation Department Could Take to Improve the Parks, Recreation, and Green Space System

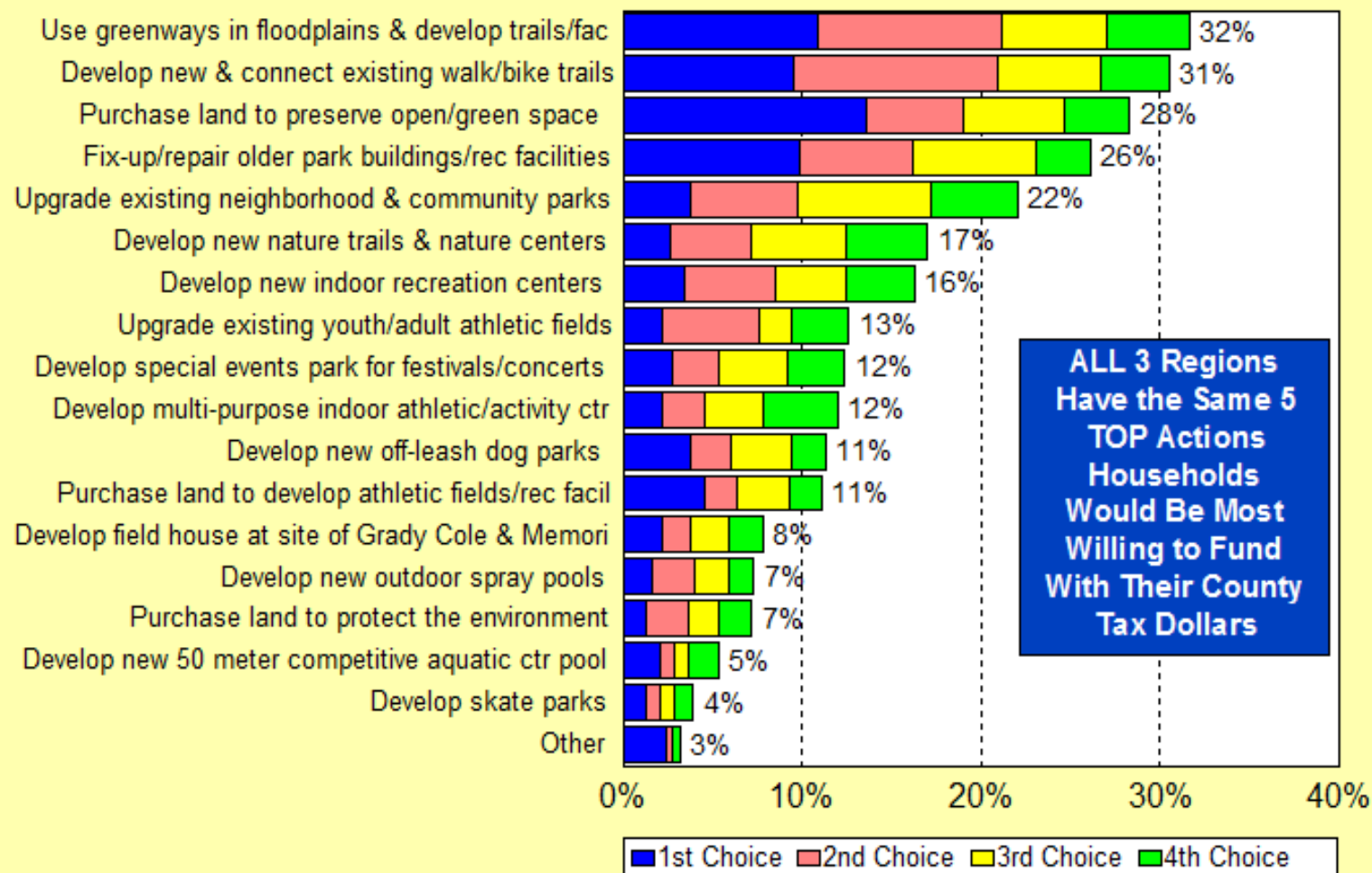
by percentage of respondents



Source: Leisure Vision/ETC Institute (August 2013)

Q17. Actions Households Would Be Most Willing to Fund with Their County Tax Dollars

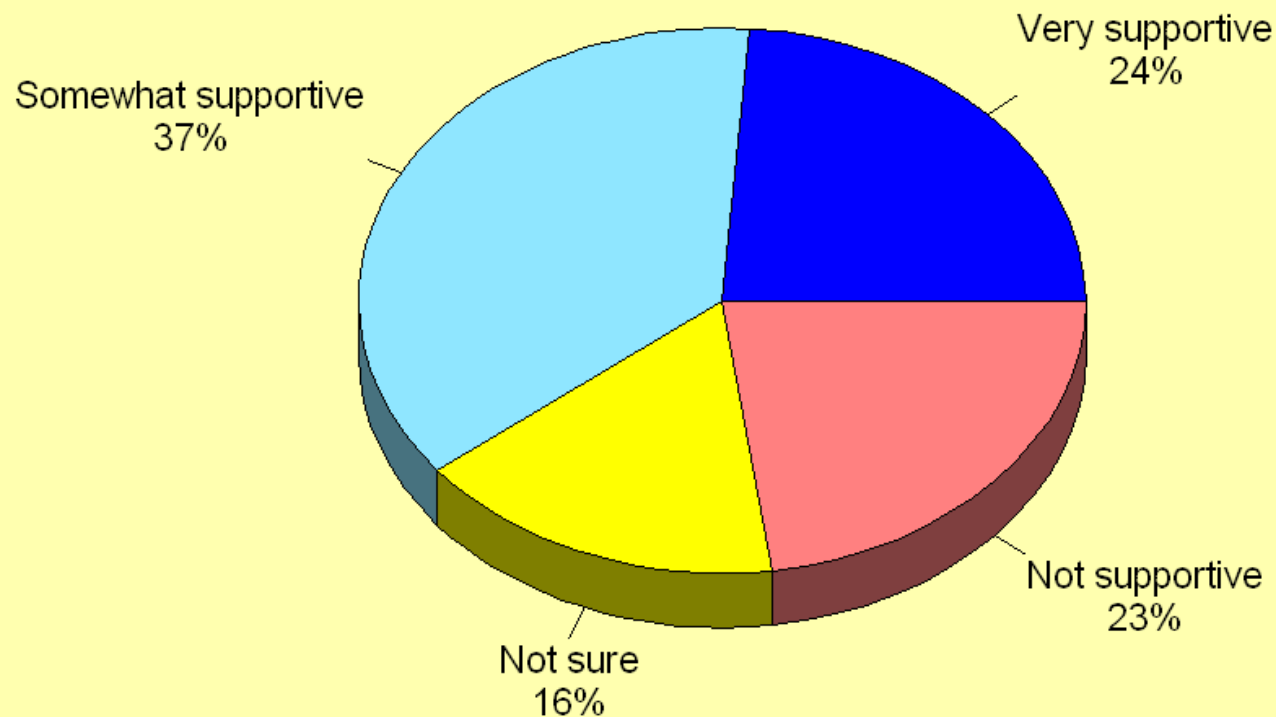
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (July 2013)

Q19. How Supportive Would You Be of Paying Additional Taxes for the Types of Improvements to the Parks, Greenways, Nature Preserves, Recreation Programs and Special Events in Mecklenburg County That Are Most Important to Your Household?

by percentage of respondents

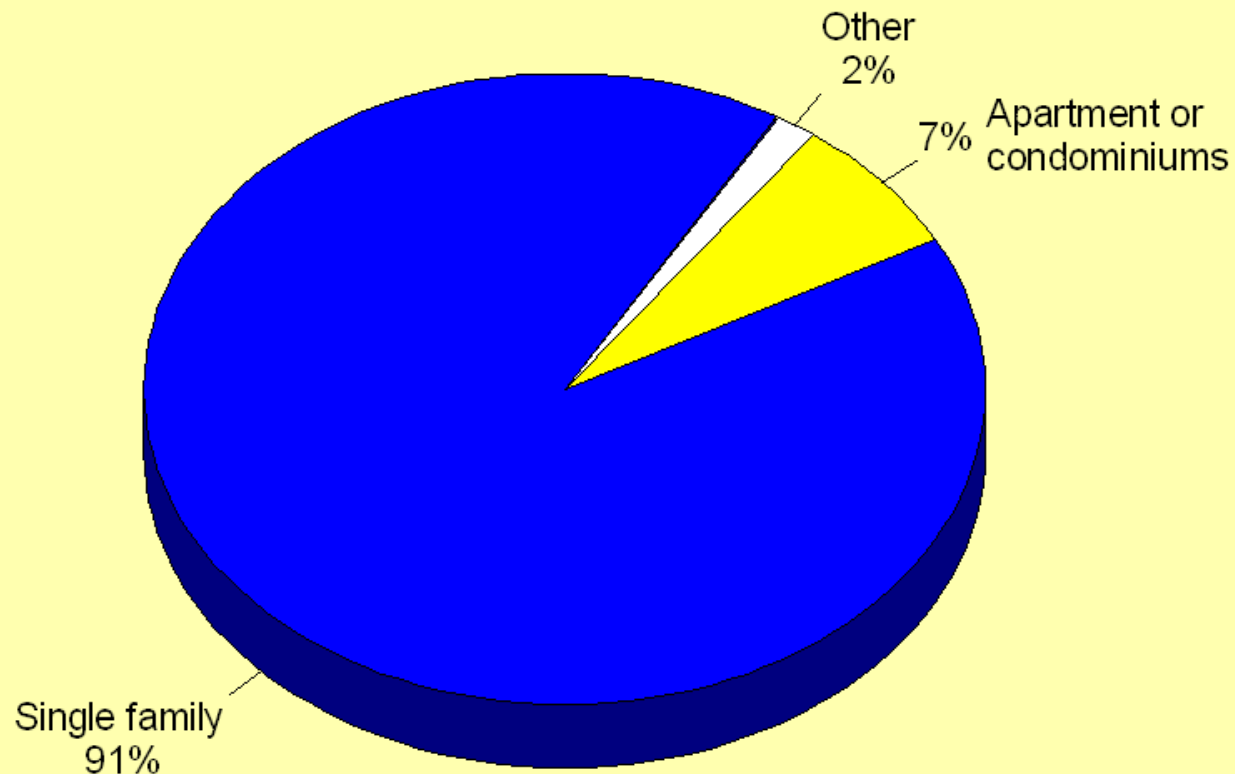


Source: Leisure Vision/ETC Institute (August 2013)

Demographics

Q25. Demographics: Which of the Following Best Describes Your Home?

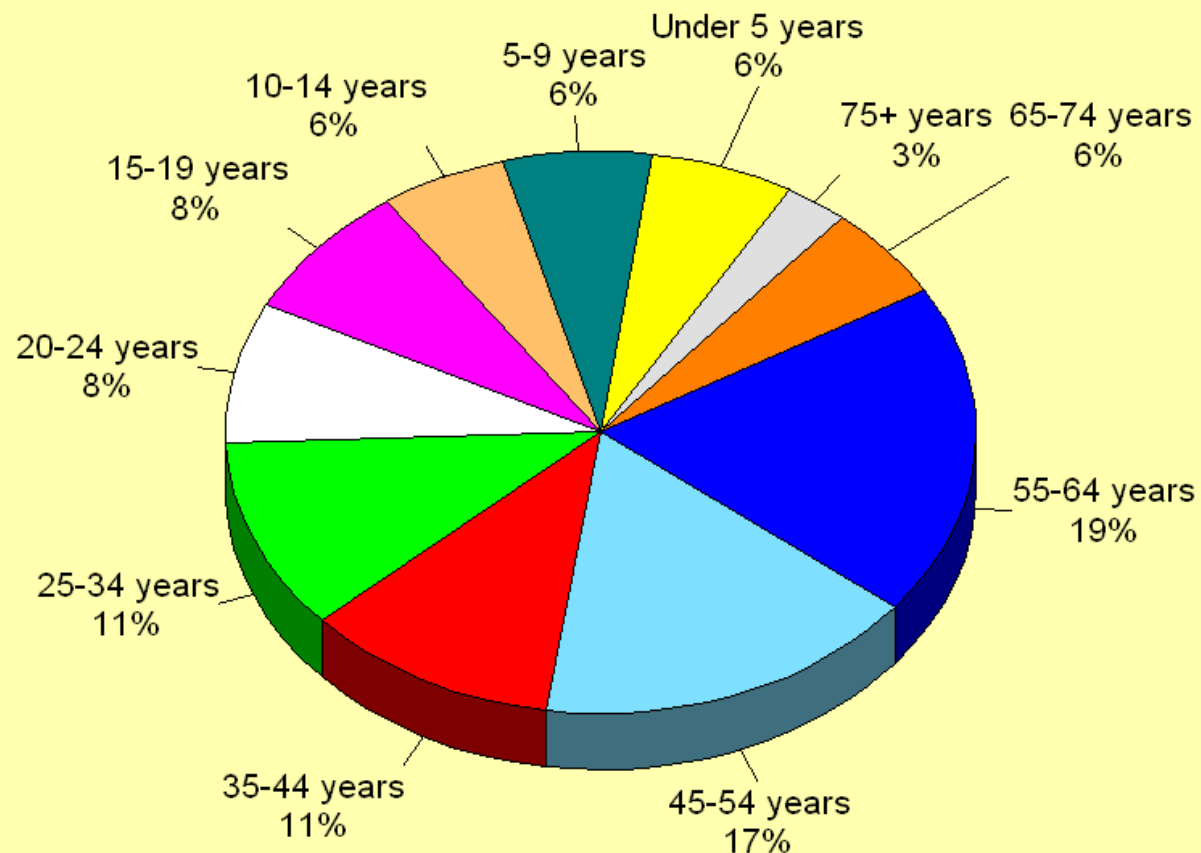
by percentage of respondents



Source: Leisure Vision/ETC Institute (August 2013)

Q20. Demographics: Ages of People in Household

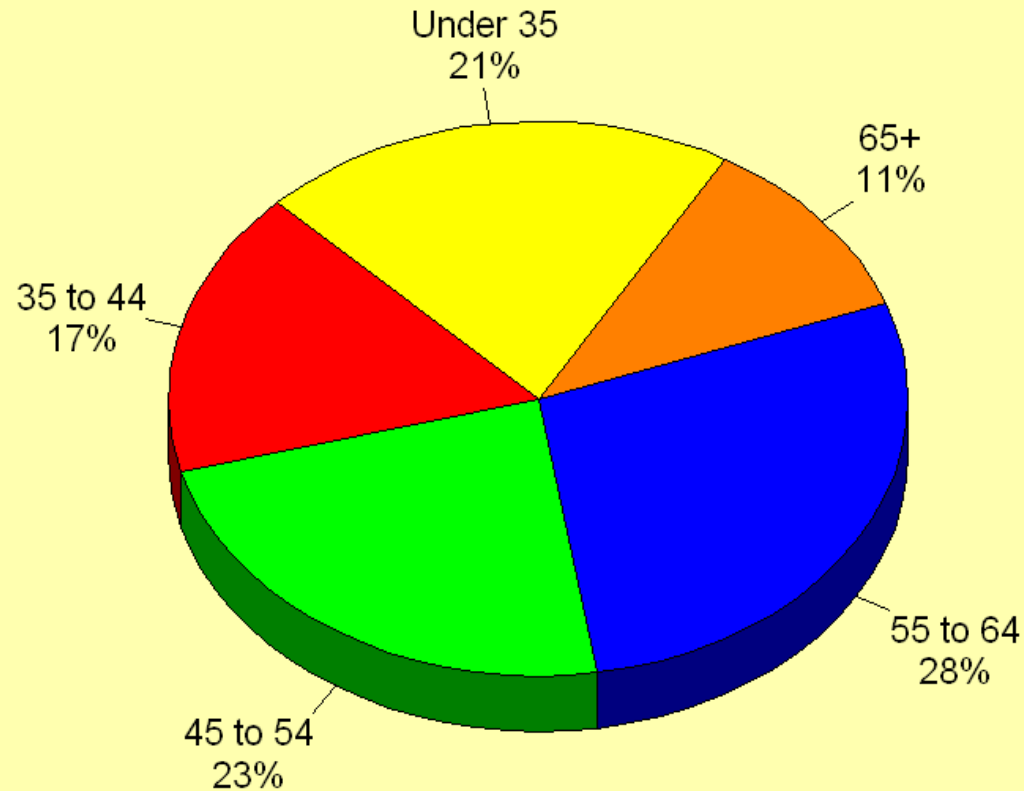
by percentage of household occupants



Source: Leisure Vision/ETC Institute (August 2013)

Q21. Demographics: Age of Respondent

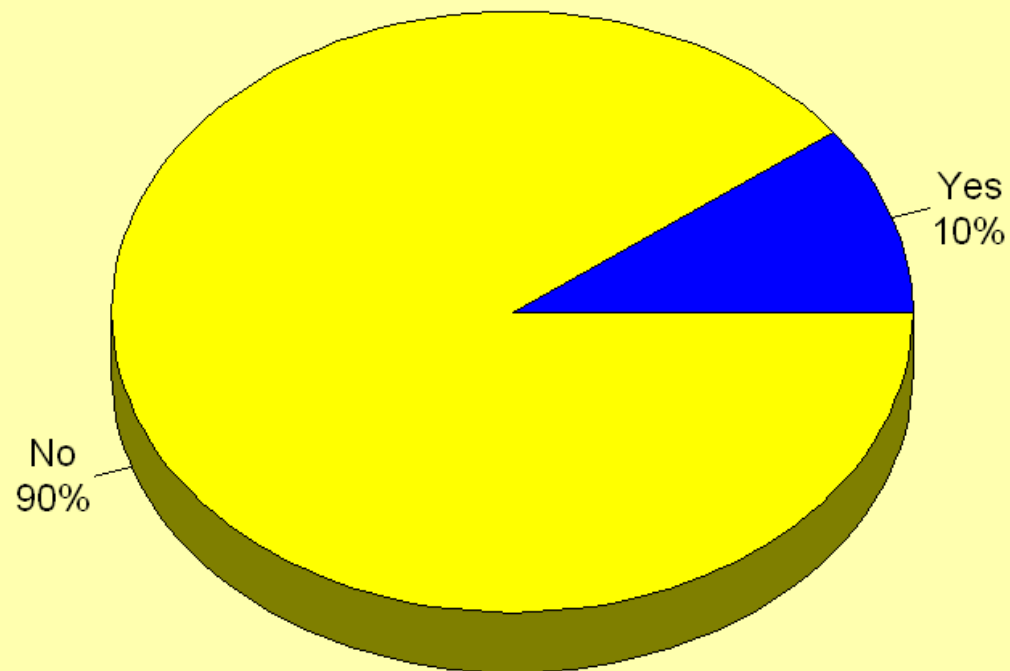
by percentage of respondents



Source: Leisure Vision/ETC Institute (August 2013)

Q24. Demographics: Are You or Members of Your Household of Hispanic or Latin Ancestry?

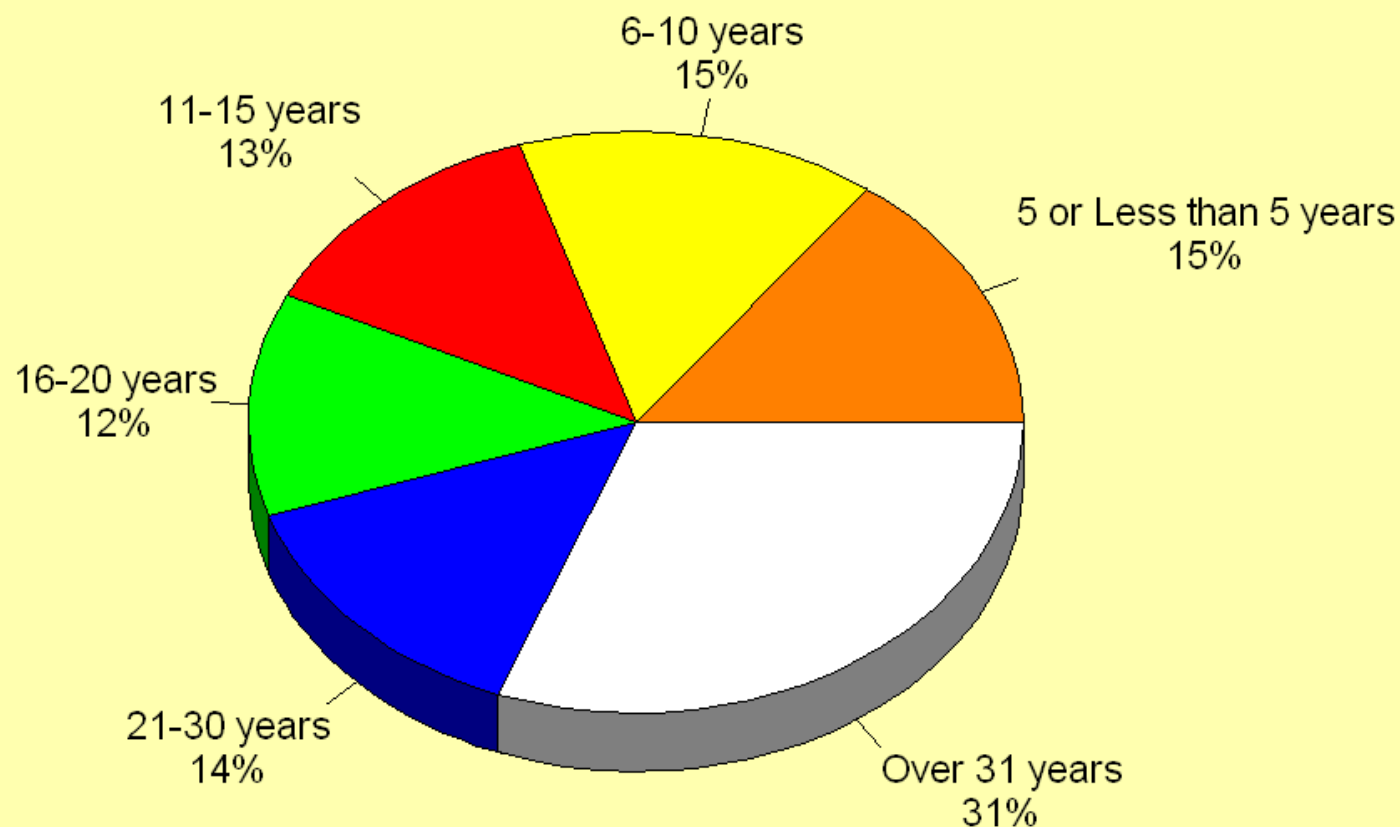
by percentage of respondents



Source: Leisure Vision/ETC Institute (August 2013)

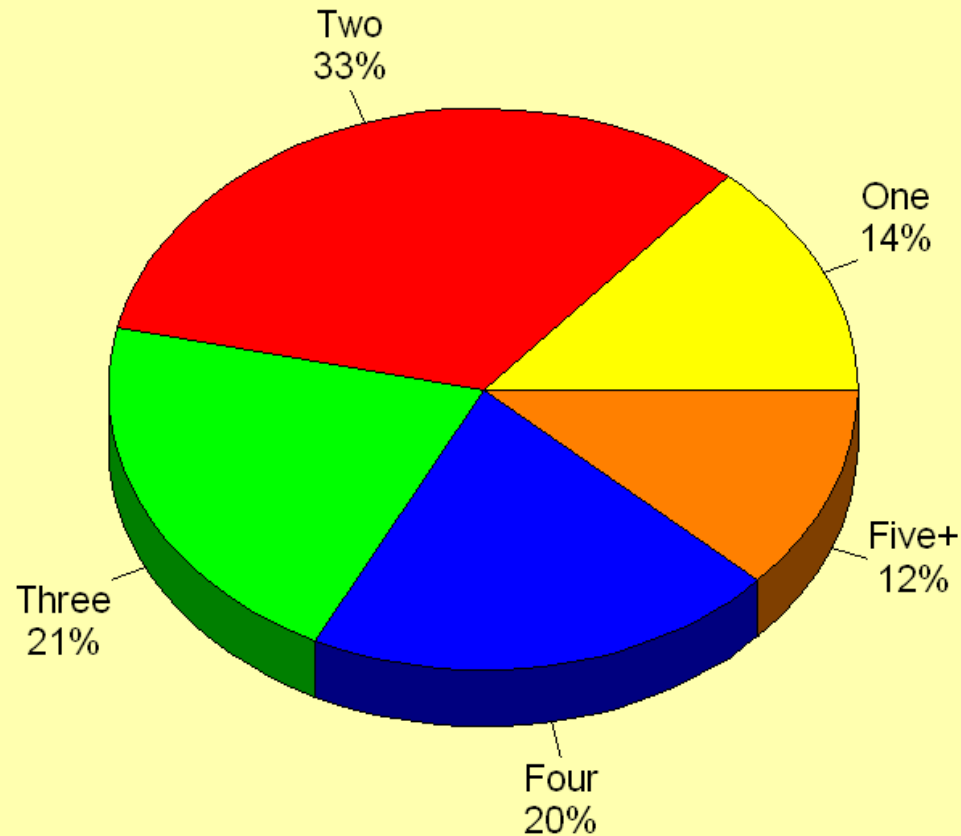
Q26. Demographics: Number of Years Lived in Mecklenburg County

by percentage of respondents



Q1. Demographics: Number of People Living in Your Household

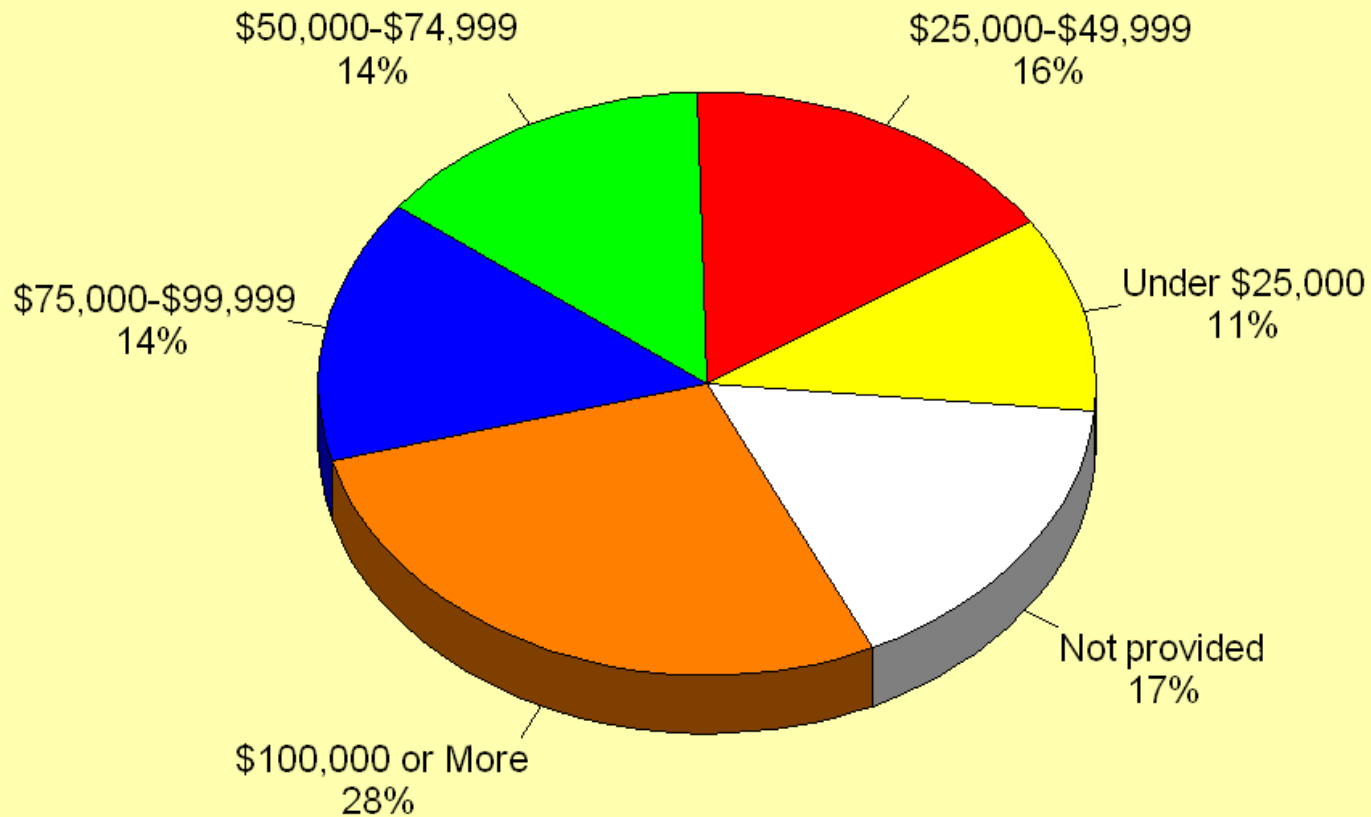
by percentage of respondents



Source: Leisure Vision/ETC Institute (August 2013)

Q22. Demographics: Household Income

by percentage of respondents



Source: Leisure Vision/ETC Institute (August 2013)

Questions ?

THANK YOU