



**@dallas**  
**Park & Recreation**

**EXECUTIVE SUMMARY**

**City of Dallas Park and Recreation Department Citizen Survey**

**Dallas Park and Recreation Board  
 January 22, 2015**

Prepared by:  
 National Service Research



# Survey Purpose

- A significant scope element of the Recreation Master Plan and the Renaissance Plan Update is public input.
- The citizen survey is an important component of the public input process and the results will assist with developing priorities and recommendations.

# Study Objectives

National Service Research (NSR) completed a comprehensive research study for the City of Dallas, Texas, a major city of more than 1.2 million residents. The basic goals of the study are to:

- ✓ Identify satisfaction with park and recreation facilities
- ✓ Identify what park and recreation facilities and programs are needed throughout the city
- ✓ Gain input from citizens that will assist city officials in park and recreation resource allocation, budget and future direction

This study provides a measurement of how citizens feel about parks and recreation opportunities within the city as well as what facilities and programs are needed.

The draft survey was provided to the Park and Recreation Board for review and input.

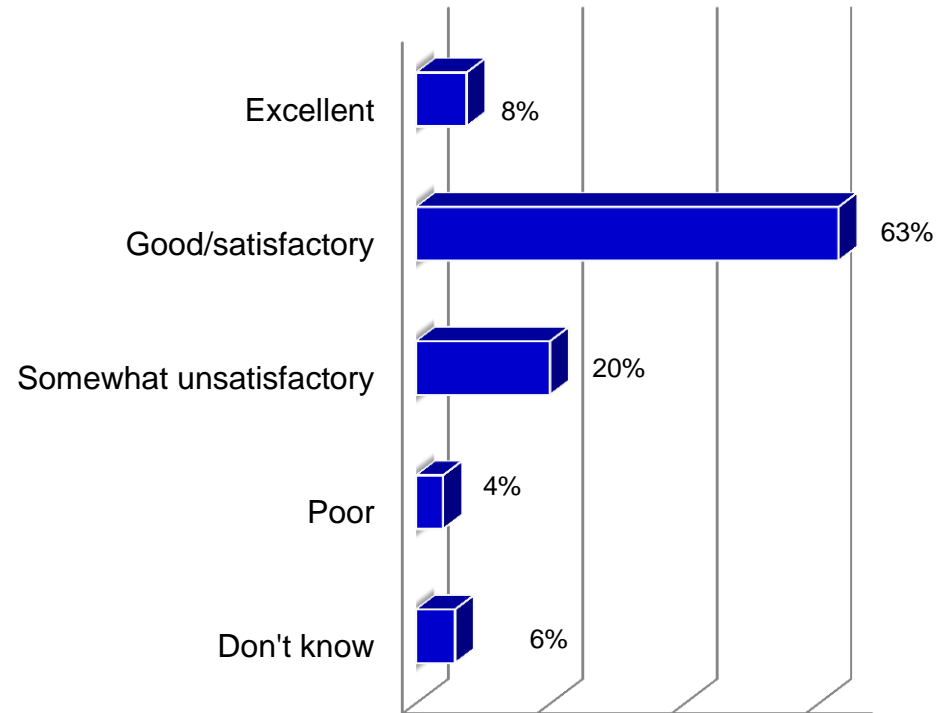
# Sampling Plan and Data Collection Overview

- ✓ Residents were informed about the survey through a multifaceted approach:
  - Survey link was posted on the Dallasparcs.org website (on-going throughout the data collection period)
  - Press releases from the City
  - City's E-newsletter
  - Social media – Facebook, Twitter
  - Survey link sent to City Council members to send to their constituencies.
- ✓ The online survey link was posted on October 28, 2014, the survey cut-off date was December 14, 2014.
- ✓ The initial online survey link and other survey methods yielded 1163 responses – 363 above original target.
- ✓ The margin of error of this sample size (1163) at a 95% confidence level is plus or minus 3.2%.

# Overall Rating - City of Dallas Parks and Recreational Opportunities

Q1. Overall, how would you rate the parks and recreational opportunities in the City of Dallas?

- Almost three-fourths (71%) rated parks and recreational opportunities in the City of Dallas as excellent or good.



■ All Respondents N=1163

# Overall Satisfaction with Park and Recreation Facilities

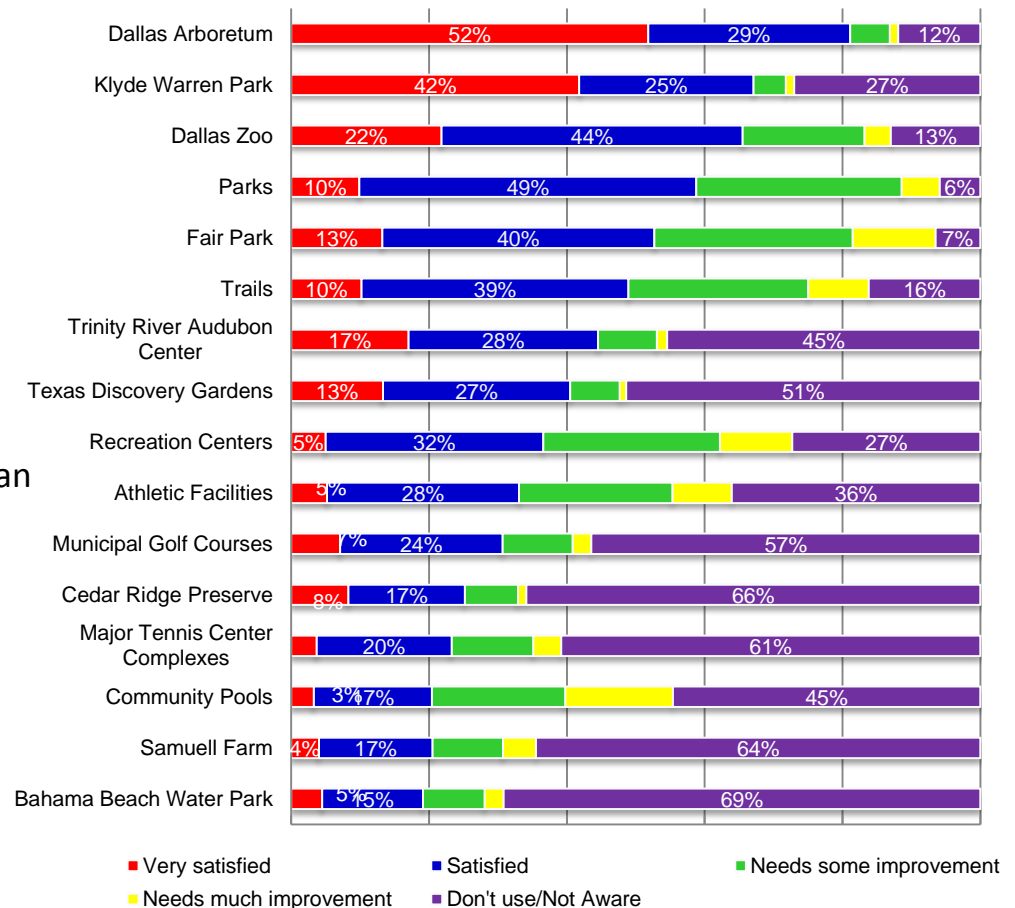
Q2. Rate your overall satisfaction with the following facilities?

- The top six park and recreation facilities with highest satisfaction ratings (very satisfied/satisfied):

<input type="checkbox"/> Dallas Arboretum	81%
<input type="checkbox"/> Klyde Warren Park	67%
<input type="checkbox"/> Dallas Zoo	66%
<input type="checkbox"/> Parks	59%
<input type="checkbox"/> Fair Park	53%
<input type="checkbox"/> Trails	49%

- The following facilities may need additional marketing/awareness campaigns since more than half of respondents either don't use or are not aware of them (% are don't use/not aware).

<input type="checkbox"/> Bahama Beach Water Park	69%
<input type="checkbox"/> Cedar Ridge Preserve	66%
<input type="checkbox"/> Samuell Farm	64%
<input type="checkbox"/> Major Tennis Center Complexes	61%
<input type="checkbox"/> Municipal Golf Courses	57%
<input type="checkbox"/> Texas Discovery Gardens	51%



# Survey Results Summary

- More than half (57%) of respondents reported there are adequate parks and green space within walking or biking distance of their home.
- Emails, websites and social media are the primary means by which respondents prefer to find out about parks, recreation facilities and programs in Dallas.
- 38% of respondents prefer the City to improve existing recreation centers and build some new ones to serve all age groups while 36% prefer seeing only improvements to existing recreation centers that will serve all age groups.

# Survey Results Summary

- More than half of respondents have participated in a City of Dallas recreation program within the past 12 months.
- All age groups have participated which indicates the City of Dallas is doing a good job at providing recreation programs to serve all age groups.
- Facilities that may need attention for renovations since they had the highest scores for “needs much improvement”:
  - Community Pools 16%
  - Fair Park 12%
  - Recreation Centers 11%



# Survey Results Summary

- The top ten most important rated **FACILITIES** (in order of importance) respondents feel are needed:
  - Senior Centers
  - Fitness Centers
  - Off-Leash Dog Park
  - Computer lab
  - Open play spaces for practice or other uses
  - Regional recreation center
  - Outdoor park games (chess, checkers, etc.)
  - Youth soccer fields
  - Youth baseball fields
  - Horse rental stables

# Survey Results Summary

- The top ten most important rated **PROGRAMS** (in order of importance) respondents feel are needed:
  - Senior programs
  - Before and after school programs
  - Adult fitness and wellness programs
  - Youth swim programs
  - Youth summer programs
  - Walking/biking programs
  - Nature/environmental programs
  - Special events/festivals
  - Youth fitness and wellness programs
  - Family programs

# Survey Results Summary

- Almost three-fourths of respondents are very or somewhat supportive of some increase in program or recreation fees to support offering the recreation facilities and programs that respondents indicated are most important.
- A majority (74%) of respondents are very or somewhat supportive of a tax increase to fund the types of parks, trails, facilities and programs that they indicated were most important.
- The top five funding priorities (in order of importance) voiced by respondents:
  - Enhance park maintenance
  - Renovate existing parks and facilities
  - Renovate existing recreation centers
  - Develop new hike, bike, walk, jog trails
  - Develop new senior centers

# Survey Results Summary

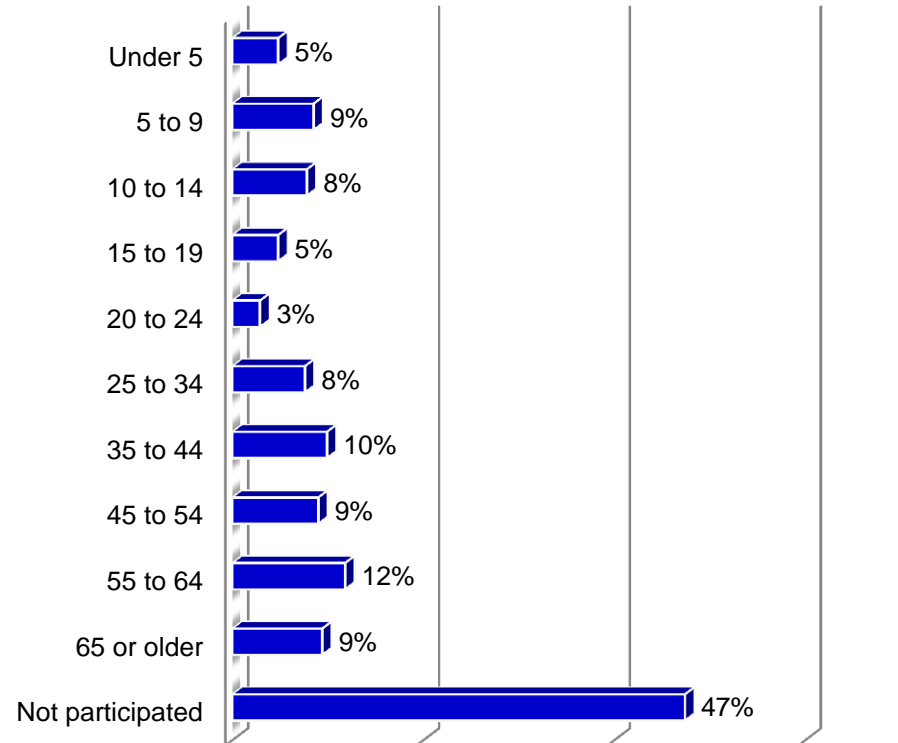
- Maintaining quality park and recreation facilities are critical to Dallas residents:
  - 95% of respondents feel that quality parks, facilities and programs are important to the overall pursuit of a healthy and active lifestyle for their family.
  - 97% of respondents feel that quality parks, facilities and programs are important to the overall quality of life in Dallas.

# APPENDIX

# City of Dallas Recreation Program Participation Past 12 Months by Age Groups

Q3. Which age groups in your household have participated in a City of Dallas Recreation Program within the past 12 months?

- More than half of respondents have participated in a City of Dallas recreation program within the past 12 months.
- All age groups have participated which indicates the City of Dallas is doing a good job at providing recreation programs to serve all age groups.



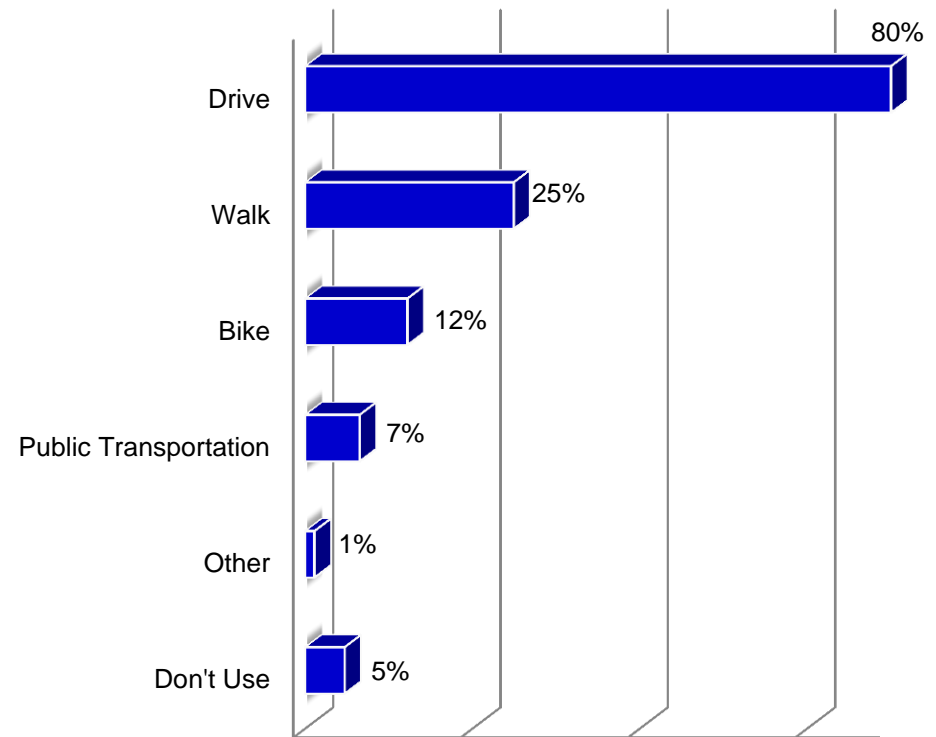
■ All Respondents N=1163

Responses will add to more than 100% due to multiple answers allowed.

# How Do You Typically Travel to the Parks and Recreation Facilities that You Use?

Q4. How do you and members of your household typically travel to the parks and recreation facilities that you use?

- A majority of respondents drive to the park and recreation facilities that they use, while one-fourth walk.



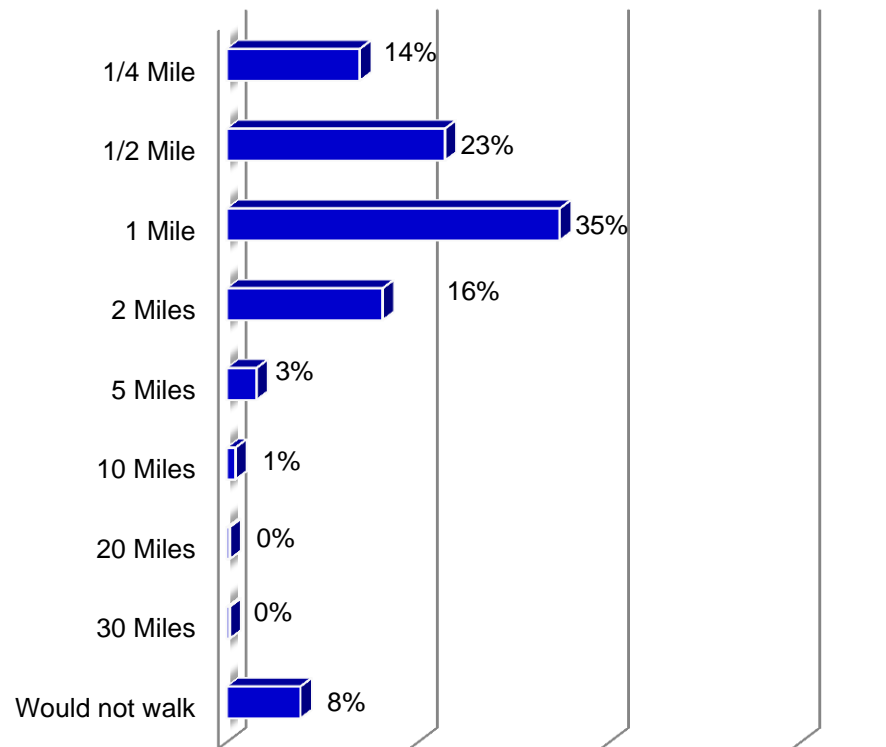
■ All Respondents N=1163

Responses will add to more than 100% due to multiple answers allowed.

# Maximum Miles Willing to WALK to a Park or Recreation Facility

Q5a. What is the maximum number of miles you and members of your household would be willing to walk to a park or recreation facility that has the amenities or programs that are most important?

- A majority of respondents (88%) are willing to walk two miles or less to a park or recreation facility that has the amenities or programs that are most important.
- The mean miles willing to walk is 1.29 miles.



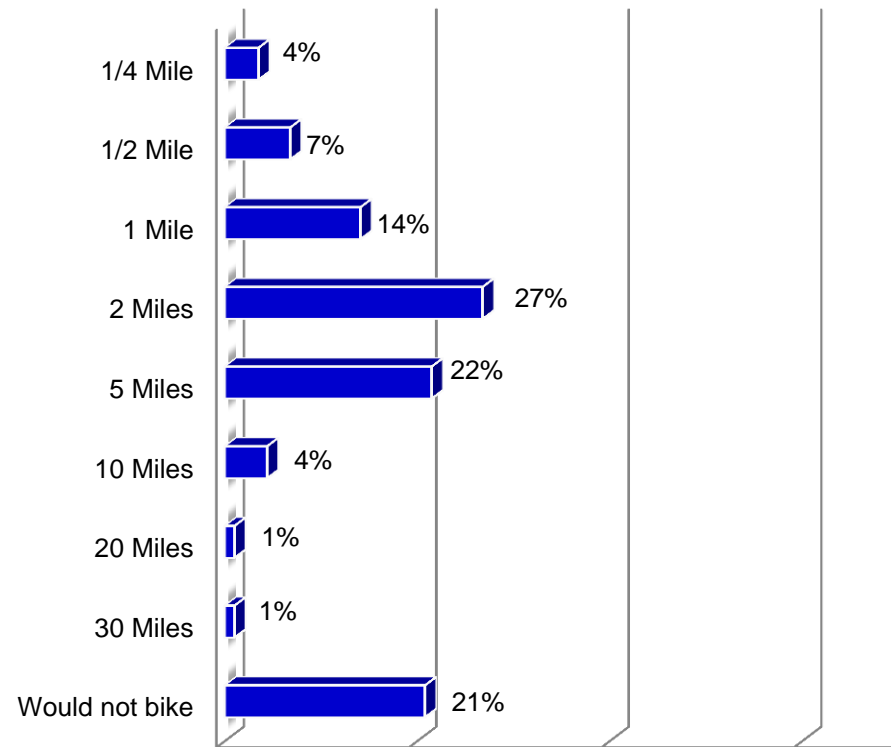
■ All Respondents N=1163



# Maximum Miles Willing to BIKE to a Park or Recreation Facility

*Q5b. What is the maximum number of miles you and members of your household would be willing to bike to a park or recreation facility that has the amenities or programs that are most important?*

- A majority of respondents (74%) are willing to bike five miles or less to a park or recreation facility that has the amenities or programs that are most important.
- The mean miles willing to bike is 3.47 miles.

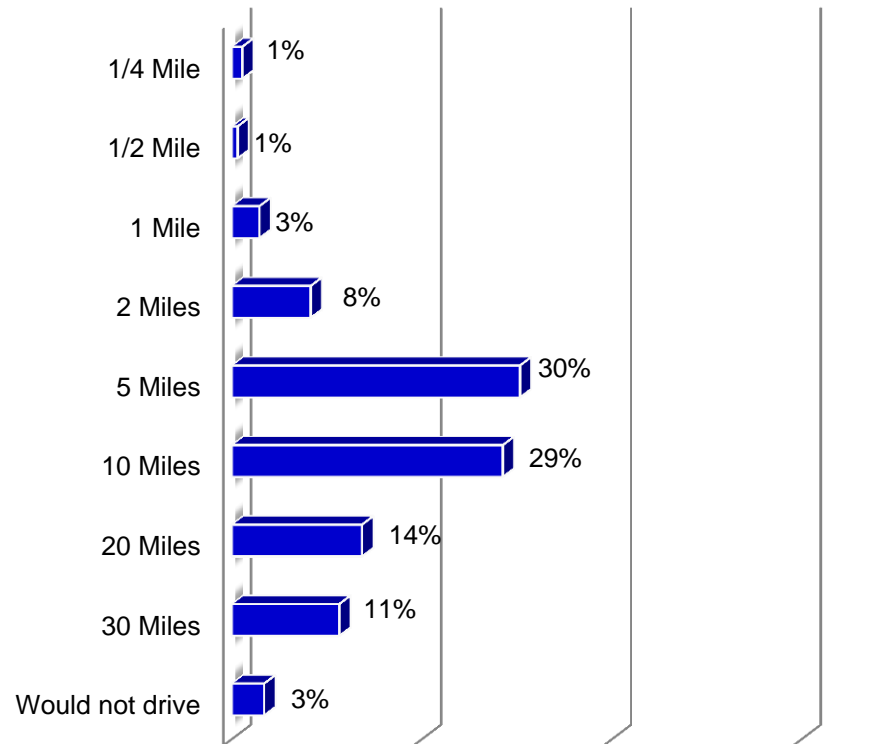


■ All Respondents N=1163

# Maximum Miles Willing to DRIVE to a Park or Recreation Facility

Q5c. What is the maximum number of miles you and members of your household would be willing to drive to a park or recreation facility that has the amenities or programs that are most important?

- More than half of respondents (59%) are willing to drive 5 to 10 miles to a park or recreation facility that has the amenities or programs that are most important.
- The mean miles willing to drive is 11.05 miles.

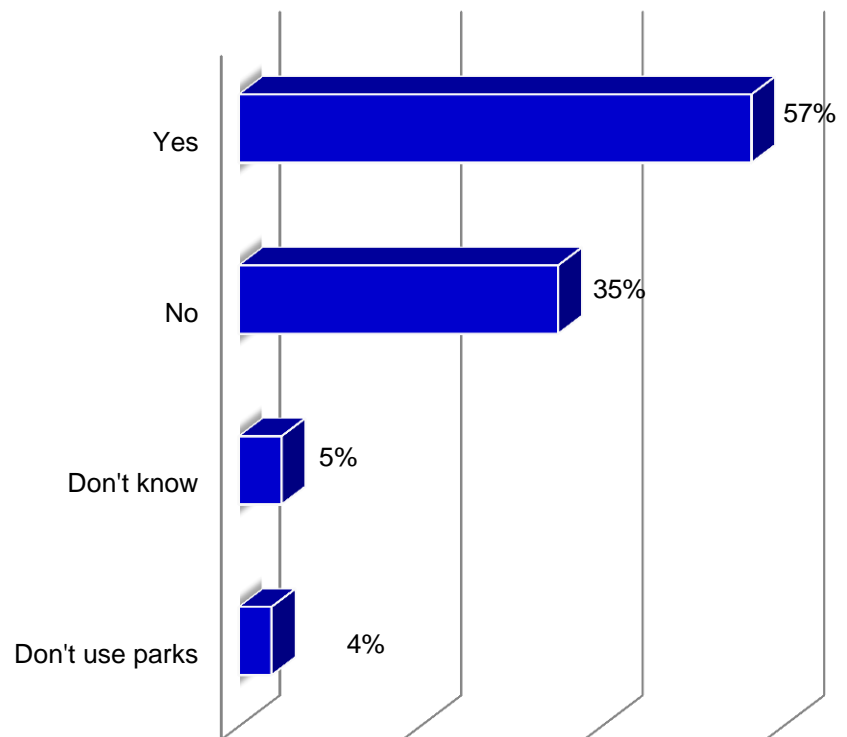


■ All Respondents N=1163

# Adequate Parks and Green Space within Walking/Biking Distance of Your Home

Q6. Do you feel there are adequate parks and green space within walking distance of your home?

- More than half (57%) of respondents reported there are adequate parks and green space with walking or biking distance of their home.
- Only one-third said they lacked parks and green space within close proximity of their home.

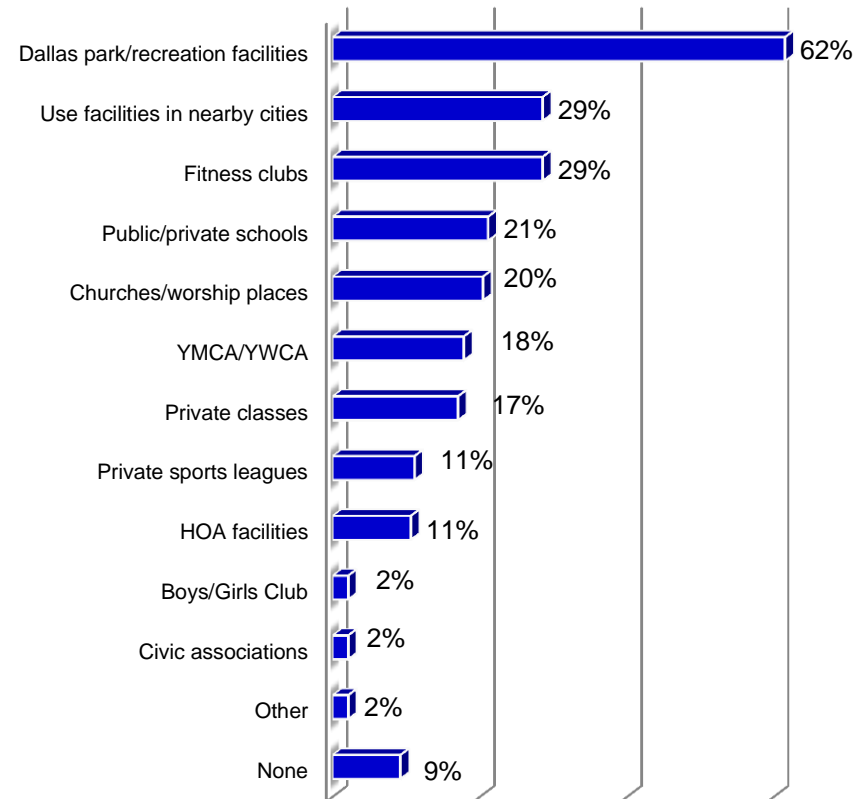


■ All Respondents N=1163

# Use of Indoor and Outdoor Recreation Facilities

Q8. Which of the following do you and members of your household use for indoor and/or outdoor recreation?

- More than half (62%) of respondents reported they use Dallas parks and recreation facilities while more than one-fourth use facilities in nearby cities outside Dallas.
- Others use private fitness clubs, schools, churches/houses of worship, private classes, YMCA/YWCA, private sports leagues and HOA facilities.



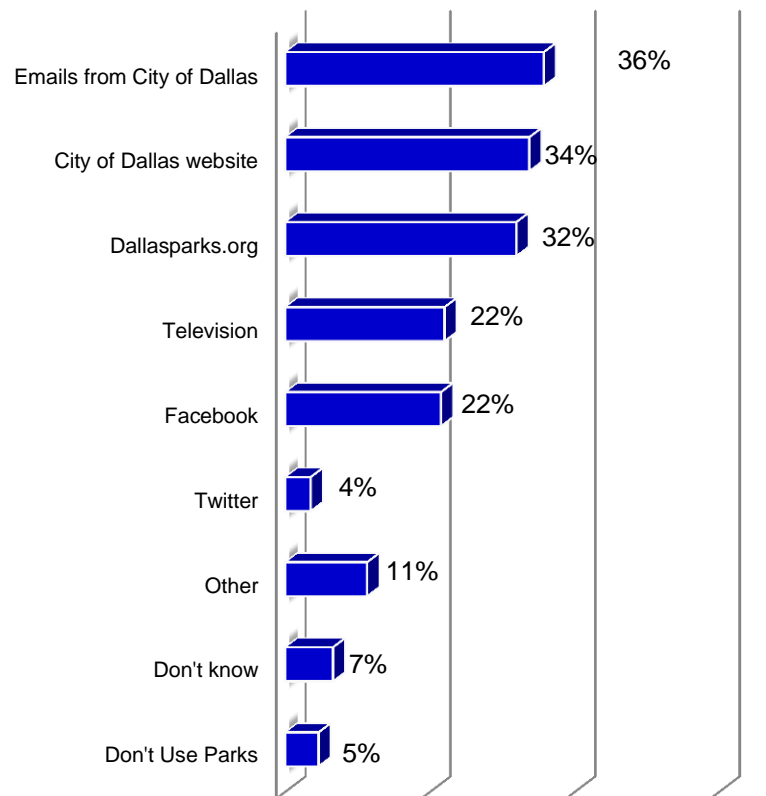
■ All Respondents N=1163

Responses will add to more than 100% due to multiple answers allowed.

# Preferred Communication for Park, Recreation Facilities and Programs in Dallas

Q9. How do you prefer to find out about parks, recreation facilities and programs in Dallas?

- Emails, websites and social media are the primary means by which respondents prefer to find out about parks, recreation facilities and programs in Dallas.
- The primary “other” mentions were; newspaper, direct mail, and word of mouth.



■ All Respondents N=1163

Responses will add to more than 100% due to multiple answers allowed.

# Needed Facilities in the City of Dallas

## Ranked by Mean Score and Importance Rank

Q10b. **Importance Rank\*\*** Which THREE facilities from Q10a. are the MOST important to you for the Park Department to focus on in the future?

Mean Score Rank	Facility	Mean Score*
1	Senior centers	3.07
2	Fitness centers	3.00
3	Indoor youth basketball courts	2.89
4	Computer lab	2.86
5	Youth baseball fields	2.86
6	Youth soccer fields	2.85
7	Outdoor youth basketball courts	2.83
8	Open play spaces	2.81
9	Youth softball fields	2.79
10	Outdoor park games	2.78
11	Regional recreation center	2.76
12	Off-leash dog park	2.75
13	Practice fields	2.73
14	Tennis courts	2.70
15	Indoor adult basketball courts	2.67
16	Adult soccer fields	2.61
17	Outdoor adult basketball courts	2.61

Importance Rank**	Facility	Mean Score*
1	Senior centers	3.07
2	Fitness centers	3.00
3	Off-leash dog park	2.75
4	Computer lab	2.86
5	Open play spaces	2.81
6	Regional recreation center	2.76
7	Outdoor park games	2.78
8	Youth soccer fields	2.85
9	Youth baseball fields	2.86
10	Horse rental stables	2.36
11	Practice fields	2.73
12	Spraygrounds	2.53
13	Tennis courts	2.70
14	Indoor youth basketball courts	2.89
15	Adult baseball fields	2.50
16	Adult soccer fields	2.61
17	Indoor adult basketball courts	2.67

# Needed Facilities in the City of Dallas - continued

## Ranked by Mean Score and Importance Rank

Mean Score Rank	Facility	Mean Score*
18	Adult softball fields	2.60
19	Football fields	2.56
20	Indoor soccer fields	2.55
21	Spraygrounds	2.53
22	Competitive natatorium	2.51
23	Sand volleyball courts	2.51
24	Adult baseball fields	2.50
25	Watercraft rentals	2.47
26	Extreme sports/skate park	2.43
27	Racquetball courts	2.43
28	Disc golf course	2.38
29	Horse rental stables	2.36
30	Archery range	2.17
31	Lacrosse fields	2.13
32	Trap and skeet range	2.09
33	Rugby fields	2.00
34	Cricket fields	1.94

Importance Rank**	Facility	Mean Score*
18	Competitive natatorium	2.51
19	Adult softball fields	2.60
20	Sand volleyball courts	2.51
21	Football fields	2.56
22	Watercraft rentals	2.47
23	Disc golf course	2.38
24	Youth softball fields	2.79
25	Outdoor youth basketball courts	2.83
26	Indoor soccer fields	2.55
27	Trap and skeet range	2.09
28	Extreme sports/skate park	2.43
29	Archery range	2.17
30	Outdoor adult basketball courts	2.61
31	Racquetball courts	2.43
32	Cricket fields	1.94
33	Lacrosse fields	2.13
34	Rugby fields	2.00

# Needed Programs in the City of Dallas

## Ranked by Mean Score and Importance Rank

Q11b. **Importance Rank\*\*** Which THREE programs from Q11a. are the MOST important to you for the Park Department to focus on in the future?

Mean Score Rank	Facility	Mean Score*
1	Youth summer programs	3.31
2	Senior programs	3.27
3	Before and after school programs	3.27
4	Youth fitness and wellness programs	3.23
5	Youth swim programs	3.22
6	Youth sports programs	3.20
7	Youth camp programs	3.19
8	Programs for people with disabilities	3.18
9	Walking/biking programs	3.15
10	Family programs	3.12
11	Adult fitness and wellness programs	3.11
12	Pre-school programs	3.10
13	Adult continuing education programs	3.05

Importance Rank**	Facility	Mean Score*
1	Senior programs	3.27
2	Before and after school programs	3.27
3	Adult fitness and wellness programs	3.11
4	Youth swim programs	3.22
5	Youth summer programs	3.31
6	Walking/biking programs	3.15
7	Nature/environmental programs	3.04
8	Special events/festivals	2.99
9	Youth fitness and wellness programs	3.23
10	Family programs	3.12
11	Pre-school programs	3.10
12	Adult continuing education programs	3.05
13	Programs for people with disabilities	3.18

\*Mean Score – weighted average of 1 through 4 scores. Excludes no opinion/no answer responses

\*\*Importance Rank – Sum of first, second and third most important ranked facilities



# Needed Programs in the City of Dallas - continued

## Ranked by Mean Score and Importance Rank

Q11b. **Importance Rank\*\*** Which THREE programs from Q11a. are the MOST important to you for the Park Department to focus on in the future?

Mean Score Rank	Facility	Mean Score*
14	Youth art, dance, performing arts	3.05
15	Nature/environmental programs	3.04
16	Special events/festivals	2.99
17	Water fitness programs	2.96
18	Outdoor adventure programs	2.93
19	Adult swim programs	2.89
20	Adult art, dance, performing arts	2.82
21	Adult sports programs	2.73
22	Fitness boot camps	2.68
23	Gymnastics & tumbling programs	2.58
24	Tennis programs	2.50
25	Martial arts programs	2.46
26	Golf programs	2.30

Importance Rank**	Facility	Mean Score*
14	Adult swim programs	2.89
15	Outdoor adventure programs	2.93
16	Youth sports programs	3.20
17	Adult art, dance, performing arts	2.82
18	Water fitness programs	2.96
19	Fitness boot camps	2.68
20	Youth art, dance, performing arts	3.05
21	Adult sports programs	2.73
22	Youth camp programs	3.19
23	Tennis programs	2.50
24	Golf programs	2.30
25	Martial arts programs	2.46
26	Gymnastics and tumbling programs	2.58

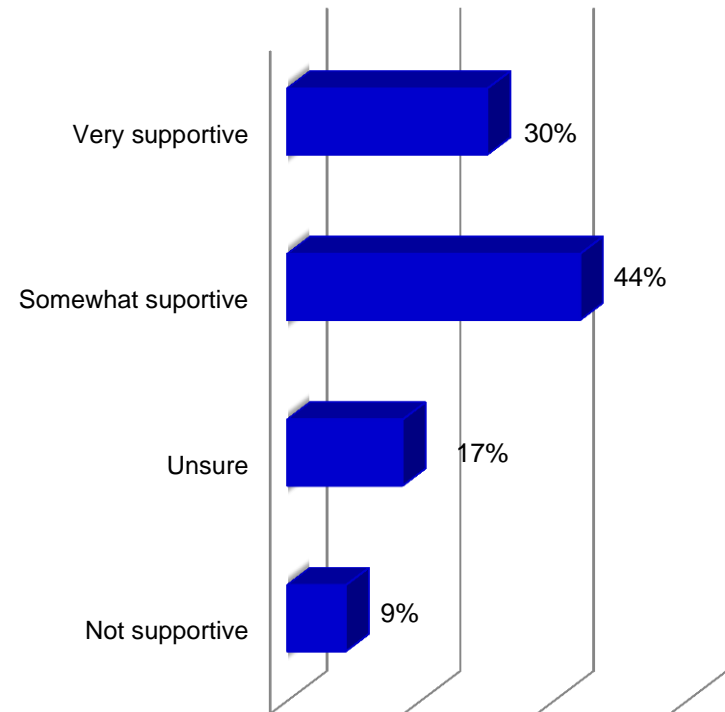
\*Mean Score – weighted average of 1 through 4 scores. Excludes no opinion/no answer responses

\*\*Importance Rank – Sum of first, second and third most important ranked facilities

# Support for Recreation or Program Fee Increase

Q12. How supportive are you of some increase in program or recreation fees to support offering the recreation facilities and programs that you indicated are most important to you and your household?

- Almost three-fourths of respondents are very or somewhat supportive of some increase in program or recreation fees to support offering the recreation facilities and programs that respondents indicated are most important to you and your household members.
- Support was strong for a fee increase among all age and ethnic groups.
- Only 9% are not supportive.



■ All Respondents N=1153

# Funding Priorities

Q13a. To assist the City of Dallas develop future finding priorities, rank how you feel the funding should be prioritized. Rate each on a scale from 1 to 4 with 4 being a top priority and 1 being a low priority.

Q13b. **Importance Rank\*\*** Which THREE funding priorities from Q13a. are the MOST important to you for the Park Department to focus on in the future?

Funding Priorities	% Top Priority "4"	Mean Score*	Importance Rank**
Enhance park maintenance	37.0%	3.12	1
Renovate existing parks and facilities	35.7	3.09	2
Renovate existing recreation centers	29.0	2.94	3
Develop new hike, bike, walk, jog trails	34.4	2.94	4
Build new senior centers	27.1	2.76	5
Provide additional recreation programs/classes	20.3	2.70	6
Acquire land for open space/natural areas	27.5	2.72	7
Develop new neighborhood parks/facilities (5 to 20 acres)	25.0	2.74	8
Provide special events	17.7	2.46	9
Build an aquatic center/natatorium	18.0	2.32	10
Develop new community parks/facilities (20 to 200 acres)	18.2	2.50	11
Enhance horticulture in parks	15.1	2.44	12
Build standard recreation centers (2-mile service area)	14.7	2.39	13
Build regional recreation centers (5-mile service area)	12.3	2.34	14

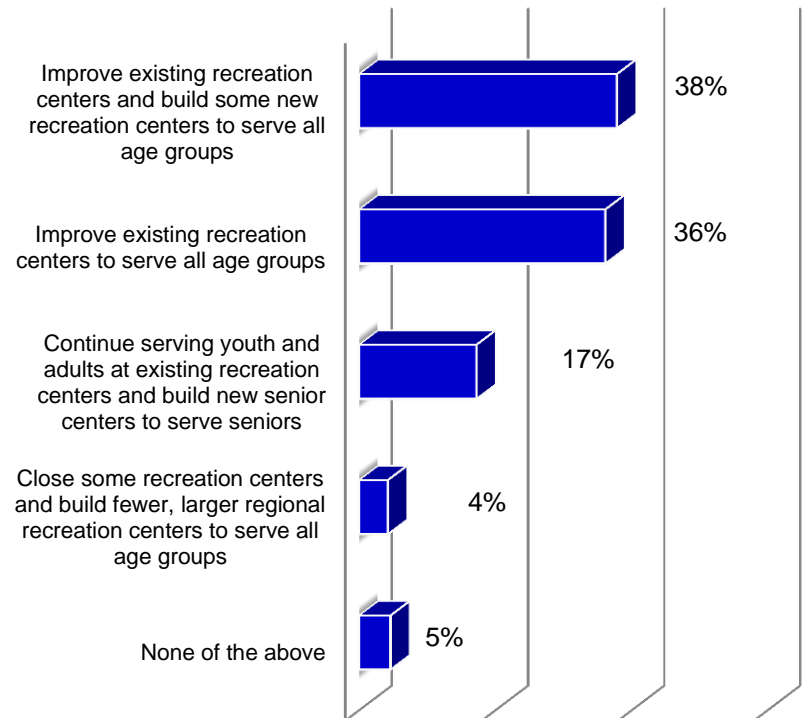
\*Mean Score – weighted average of 1 through 4 scores. Excludes no opinion/no answer responses

\*\*Importance Rank – Sum of first, second and third most important ranked facilities

# Improvement Options for Recreation Centers

Q14. Do you think the Dallas Parks and Recreation Department should:

- 38% of respondents prefer the City to improve existing recreation centers to serve all age groups while 36% prefer seeing improvements to existing recreation centers and building some new recreation centers to serve all age groups.
- Only 5% were not in favor of any of these options.

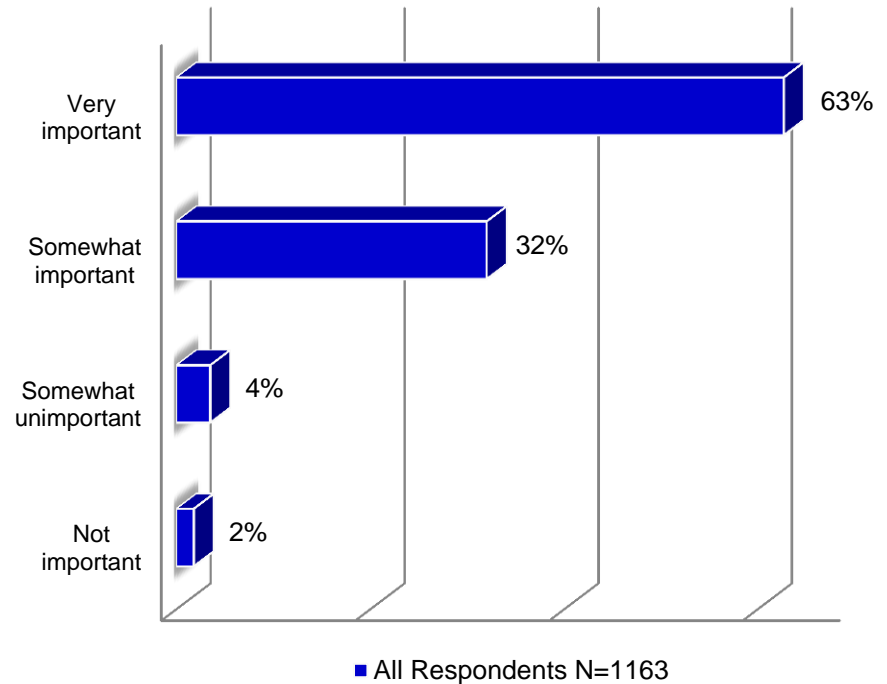


■ All Respondents N=1151

# Importance of Quality Facilities for the Pursuit of a Healthy and Active Lifestyle

Q15. How important do you think parks, facilities, and programs are to the overall pursuit of a healthy and active lifestyle for you and your household members?

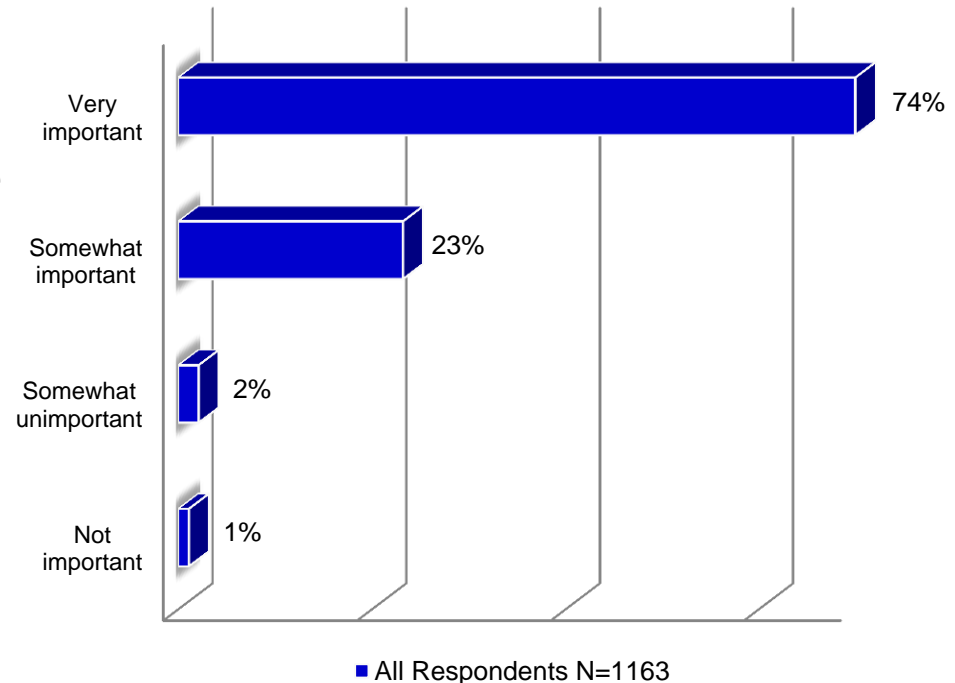
- Almost all respondents (95%) feel that quality parks, facilities and programs are very or somewhat important to the overall pursuit of a healthy and active lifestyle for their family.



# Importance of Quality Facilities to Overall Quality of Life in Dallas

Q16. How important do you think quality parks, facilities, and programs are to the overall quality of life in Dallas?

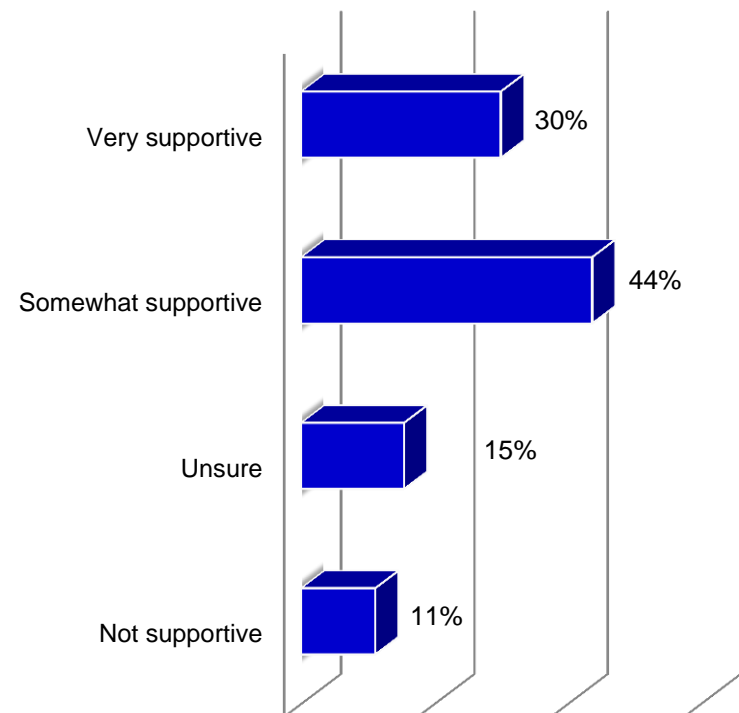
- Almost all respondents (97%) feel that quality parks, facilities and programs are very or somewhat important to the overall quality of life in Dallas.
- Only 3% feel it is not very important.



# Support for Tax Increase to Fund Parks, Trails, Facilities and Programs that are Most Important

Q17. How supportive are you of some increase in in taxes to fund the types of parks, facilities and programs that you indicated are most important to you and your household?

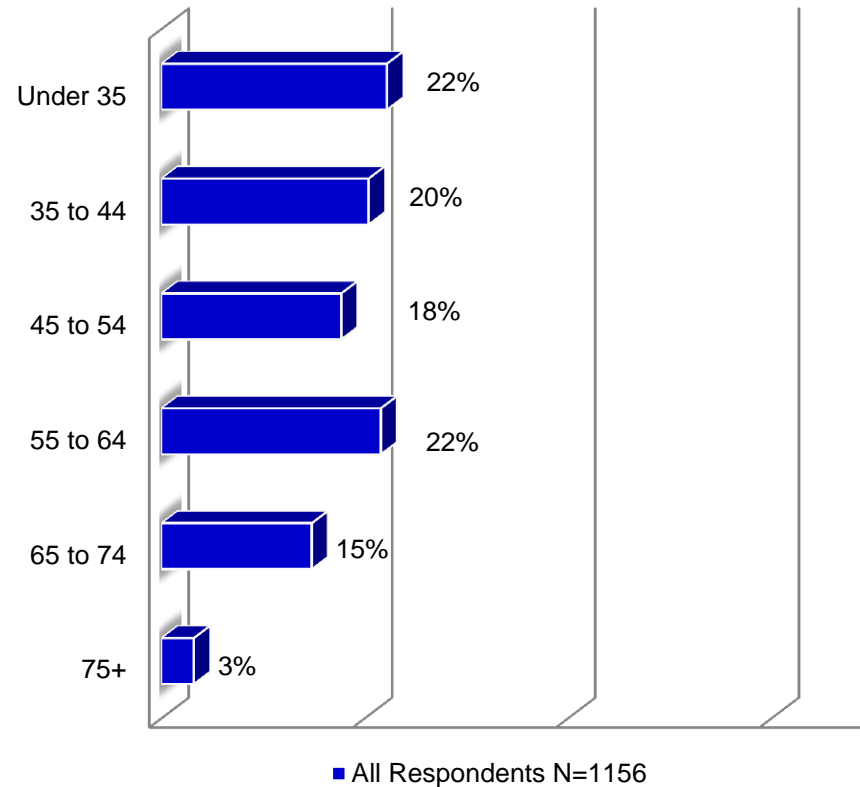
- A majority (74%) of respondents are very or somewhat supportive of a tax increase to fund the types of parks, trails, facilities and programs that they indicated were most important.



■ All Respondents N=1151

# Respondent Demographics

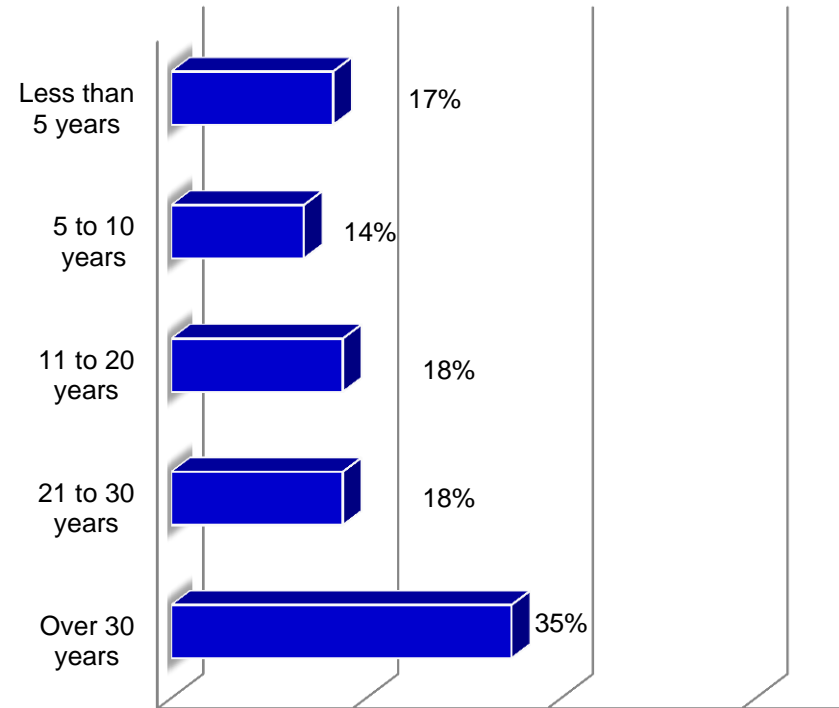
- The mean head of household age of surveyed respondents is 49.1.





# Respondent Demographics

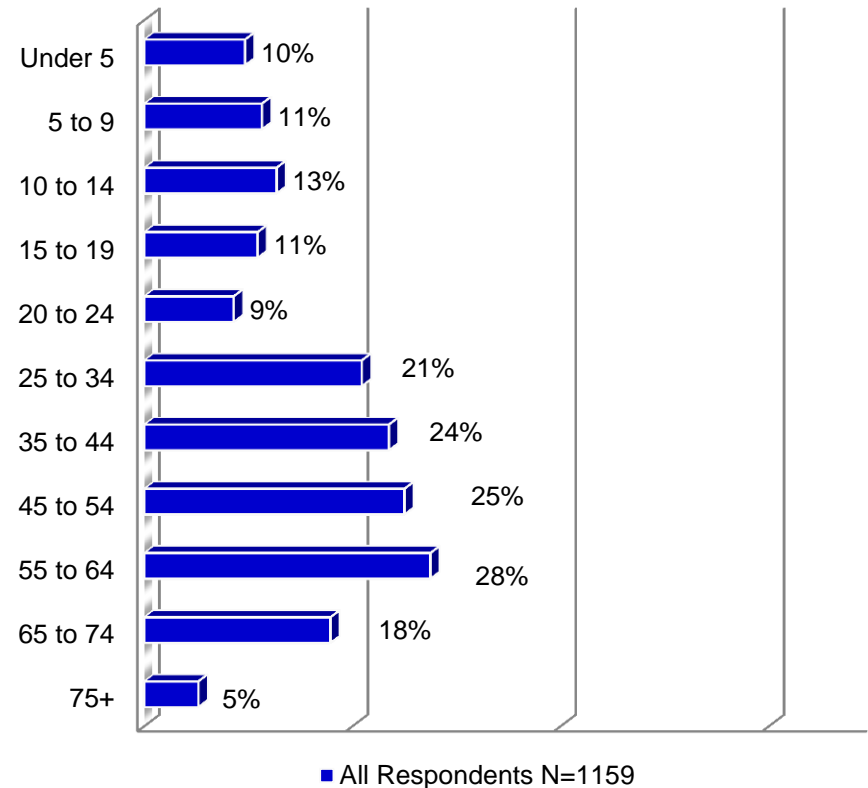
- The survey included respondents who have lived in Dallas less than five years as well as many who have lived in the city over 30 years.
- The mean years lived in Dallas is 20.8 among all respondents.



■ All Respondents N=1156

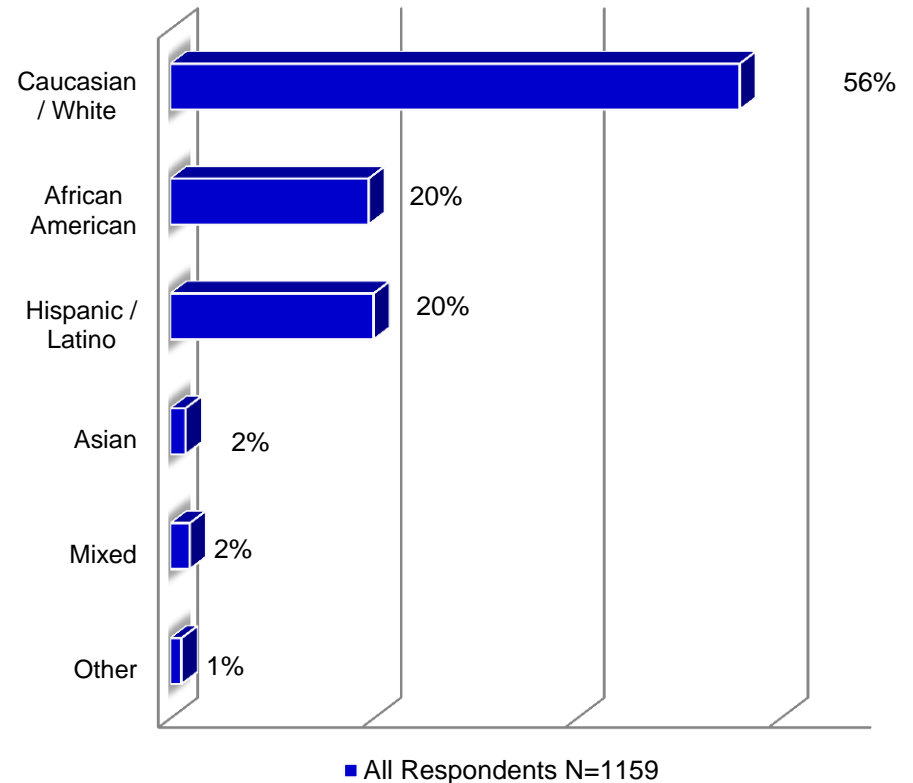
# Respondent Demographics

- The chart depicts all age groups residing within households surveyed.
- All age groups are well represented with the survey sampling frame.
- *Totals will add to more than 100% due to multiple age groups represented in each respondent household.*



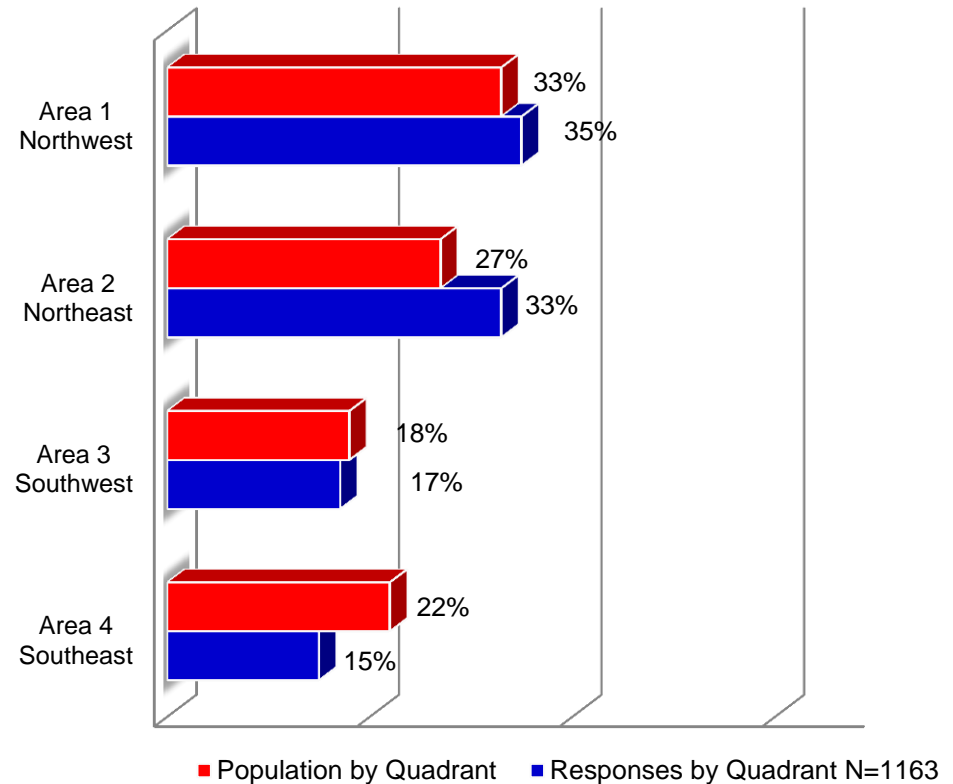
# Respondent Demographics

- The chart depicts ethnic background among respondents.
- 41% of respondents were male and 59% female.



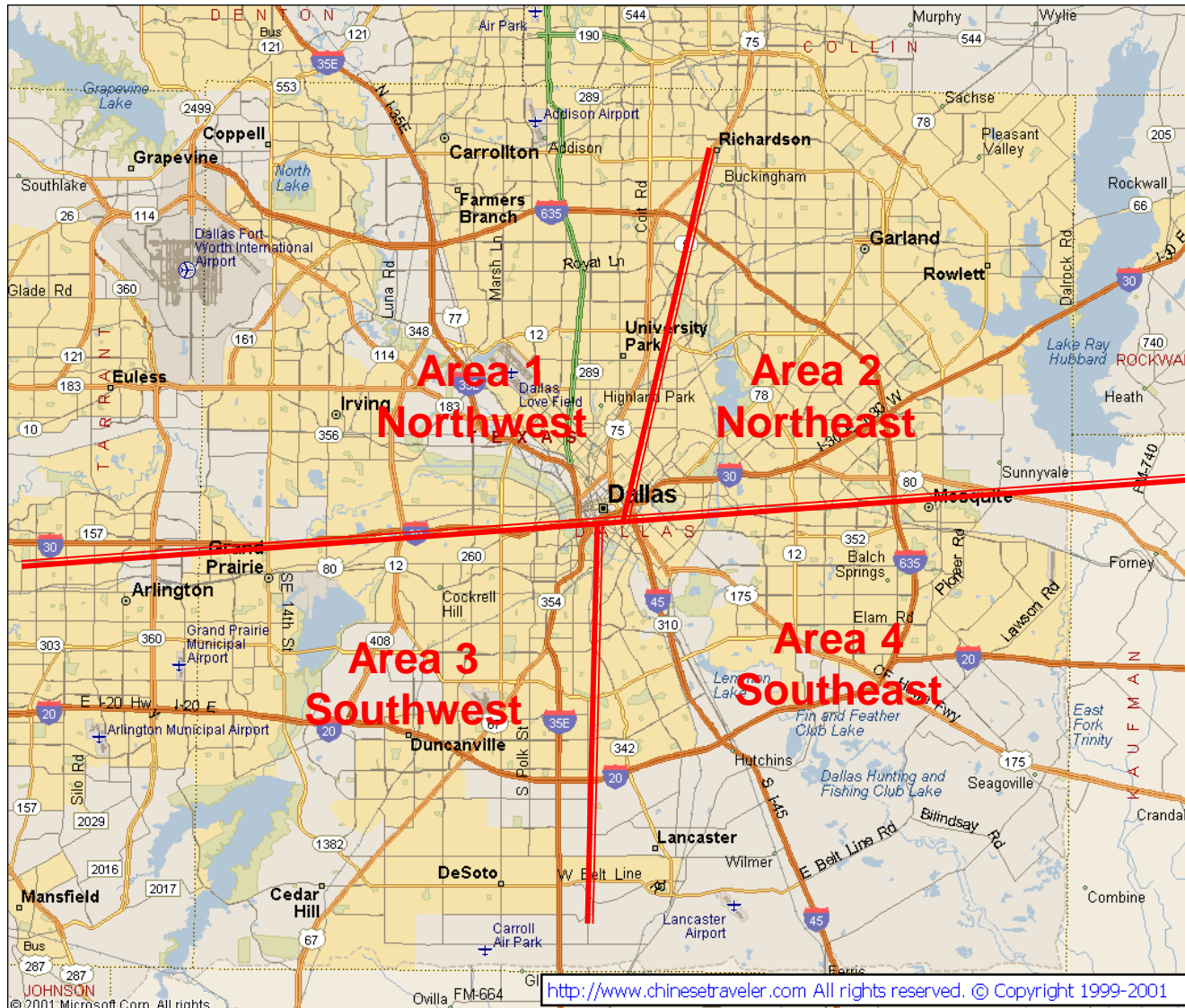
# Respondent Demographics

- The chart depicts the response by quadrant. Refer to the map on the next page.
- Quadrants were divided by zip code as follows:
  - Area 1 North of I-30, West of I-75
  - Area 2 North of I-30, East of I-75
  - Area 3 South of I-30, West of I-35
  - Area 4 South of I-30, East of I-35
- According to Zip-Codes.com a zip code data base, estimates January 2015 population as follows:
  - Area 1 - 33% of population
  - Area 2 - 27% of population
  - Area 3 – 18% of population
  - Area 4 – 22% of population



# Respondent Demographics

## Dallas Quadrant Map





## EXECUTIVE SUMMARY

# City of Dallas Park and Recreation Department Citizen Survey

Prepared by:  
National Service Research

