



Department Source: Parks and Recreation

To: City Council

From: City Manager & Staff

Council Meeting Date: May 3, 2021

Re: 2021 ETC Institute Parks and Recreation Citizen Survey Results

Executive Summary

In preparation for the extension of the 2015 Park Sales Tax ballot, the Columbia Parks and Recreation Department has contracted with ETC Institute to establish priorities for the future improvements of parks and recreation facilities and services within the community. ETC has provided three documents and they are included as part of this legislation: Findings Report, Cross-Tabulations, and a listing of the open ended responses. Park planning staff will examine the results of this survey to prepare a list of projects for the 2021 Park Sales Tax ballot extension scheduled for November 2, 2021. Staff will present the project list to Council for consideration at the June 7, 2021 work session. Staff is seeking Council approval to proceed with a 10 year schedule of projects based on the citizen survey results that 86% of respondents would be either "Very Supportive" or "Somewhat Supportive" of the renewal of the 1/8-cent sales tax and that 80% respondents would be either "Very Supportive" or "Somewhat Supportive" of extending the 1/8-cent sales tax for 10 years.

Discussion

ETC Institute, located in Olathe, Kansas, has performed numerous surveys for the City of the Columbia, including accurately predicting the results of ballot issues such as the extension of the Park Sales Tax. The goal of this survey was to receive 500 completed surveys from City of Columbia residents. This goal was far exceeded, with a total of 549 households completing the survey. The results for the sample of 549 households have a 95% level of confidence with a precision rate of at least +/- 4.2%.

Major findings of the survey include, but are not limited to the following:

1. Support for 1/8-cent Park Sales Tax Extension
 - a. Eighty-six percent (86%) of respondents would be either "very supportive" or "somewhat supportive" of the renewal of the 1/8th cent park sales tax to fund the types of projects residents indicated are the most important to their household.
 - b. Eighty percent (80%) of respondents are "very supportive" or "somewhat supportive" of extending the length of the 1/8th cent park sales tax for 10 years.
2. Visitation and Ratings of Parks
 - a. Park Visitation: Eighty-seven percent (87%) of respondent households indicated they have visited City of Columbia parks over the past 12 months. *This is significantly higher than the national average of 79%.*
 - i. Of those respondents who have visited parks, more than half (59%) indicated that they have visited parks at least a few times per month.



- b. Rating of Parks: Ninety-six percent (96%) of respondents rated the overall physical condition of parks as “excellent” (38%) or “good” (58%). *This is significantly higher than the national average of 84%.*
3. Facility Usage
 - a. Facility Usage: Eighty-one percent (81%) of respondents indicated that they have used walking, hiking, and biking trails over the past 12 months. Other facilities used include: nature trails (61%), natural areas (46%), picnic shelters (39%), playgrounds (29%), and off-leash areas/dog parks (26%).
 - b. Most Visited Facilities: Based on the sum of respondents' top four choices, the Parks and Recreation facilities visited most often were: 1) walking, hiking, and biking trails, 2) nature trails, 3) natural areas, and 4) playgrounds.
4. Facility Needs
 - a. Needed Facilities: Seventy-one percent (71%) or 34,214 households indicated a need for walking and biking trails. Other Parks and Recreation facilities needed by households include: nature trails (59%, or 28,528 households), small (2.0 acre) neighborhood parks (59%, or 28,432 households), large community parks (54%, or 26,167 households) and park shelters/picnic areas (49%, or 23,420 households).
 - b. Most Important Facilities: Based on the sum of respondents' top four choices, the Parks and Recreation facilities that are most important to households were: 1) walking and biking trails, 2) nature trails, 3) small (2-10 acres) neighborhood parks, and 4) large community parks.
5. Potential New Projects to be Funded with the 1/8-cent Park Sales Tax Extension
 - a. Support For Potential Projects: Based on the percentage of respondents who were either “very supportive” or “somewhat supportive,” 86% indicated they would support the City funding the fix-up and repair of older park facilities, shelters, playgrounds, and restrooms. Other supported projects include: acquiring land for preservation and developing walking and hiking trails (74%), developing new walking and biking trails that connect neighborhoods to destination (major) trails (71%), continuing to develop the 30-mile trail loop around the city for recreation and transportation (70%), and upgrading/improving existing pools/sports fields/golf courses (70%).
 - b. Actions Residents Are Most Willing to Fund: Based on the sum of their top four choices, the projects residents are most willing to fund with revenues from the 1/8th cent park sales tax are: 1) fixing up/repairing park facilities, shelters, playgrounds and restrooms, 2) acquiring land for preservation and developing walking and biking trails, 3) acquiring land to preserve open space and protect the environment, and 4) developing new walking and biking trails that connect neighborhoods to destination (major) trails.
6. Priorities for Facility Investments, based on the Priority Investment Rating developed by ETC includes:
 - a. Small (2-10 acres) neighborhood parks
 - b. Walking and biking trails
 - c. Indoor Swimming pools/leisure pools
 - d. Outdoor pools and aquatic areas



e. Nature trails

The documents included with this report details further findings and provides representative charts and graphics for each finding.

Fiscal Impact

Short-Term Impact: No cost to this action.

Long-Term Impact: No cost to this action.

Strategic & Comprehensive Plan Impact

Strategic Plan Impacts:

Primary Impact: Infrastructure, Secondary Impact: Social Equity, Tertiary Impact: Economy

Comprehensive Plan Impacts:

Primary Impact: Infrastructure, Secondary Impact: Livable & Sustainable Communities, Tertiary Impact: Mobility, Connectivity, and Accessibility

Legislative History

Date	Action
8/17/15	B226-15 Ordinance, Notice of Election November 3, 2015 and R135-15 Resolution for the Adoption of Proposed Ballot Projects https://www.como.gov/Council/Commissions/agenda.php?meetingid=2682&bcid=56
8/03/15	Ordinance, Notice of Election November 3, 2015 https://www.como.gov/Council/Commissions/downloadfile.php?id=18361
6/15/15	Council work session: Review 6 year PST Ballot Projects https://www.como.gov/Council/Commissions/agenda.php?meetingid=2880&bcid=56

Suggested Council Action

Approve the legislation directing staff to will proceed with the development of a 10 year list of capital projects to be funded by the extension of the 1/8-cent Park Sales Tax.