

City of Columbia

Parks and Recreation Survey

Findings Report

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2021

Submitted to the City of Columbia, MO

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ETC
I N S T I T U T E

Contents

Executive Summary	i
Section 1: Charts and Graphs	1
Section 2: Priority Investment Rating	27
Section 3: Benchmarking Analysis	32
Section 4: Tabular Data	40
Section 5: Survey Instrument	77

Columbia Parks & Recreation Department Survey

Executive Summary Report

Overview and Methodology

ETC Institute conducted a Community Interest and Opinion Survey for the City of Columbia Parks and Recreation Department during the winter of 2021 to establish priorities for the future improvement of parks and recreation facilities and services within the community. The survey was mailed to a random sample of households in the City of Columbia.

The goal 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

VISITATION AND RATING OF PARKS

- **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%.***

Of those respondents who have visited parks, more than half (59%) indicated that they have visited parks at least a few times per month.

- **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%.***

FACILITY USAGE

- **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%).

- **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.

FACILITY NEEDS

- **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 (2-10 acre) neighborhood parks (59%, or 28,432 households), large community parks (54%, or 26,167 households), and park shelters and picnic areas (49%, or 23,420 households).
- **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.

PRIORITY FOR MAINTAINING PARKS, TRAILS AND RECREATION FACILITIES

- Most respondents (84%) indicated that City officials should place either a “very high” or “high” priority on maintaining the condition of parks, trails, and recreation facilities in Columbia.

SATISFACTION WITH PARKS, TRAILS, OPEN SPACES AND RECREATION

- **Satisfaction with Value Received:** Eighty-three percent (83%) of respondents indicated that they were either “very satisfied” or “somewhat satisfied” with the overall value their households receives from the Columbia Parks and Recreation Department programs, activities and facilities; 11% were “neutral” and 5% were “somewhat” or “very” dissatisfied. ***The 83% of households who were satisfied is a significantly higher percentage than the national average of 63%.***
- **Perceptions of How Value Has Changed Due to COVID-19:** More than half (55%) of respondents indicated the value of Columbia’s parks, trails, open spaces and recreation has “significantly” or “somewhat” increased due to COVID-19 local health restrictions; 39% felt the value has not changed, and 6% felt the value has “somewhat” or “significantly” decreased.

WAYS RESIDENTS LEARN ABOUT PROGRAMS, ACTIVITIES, AND FACILITIES

- Fifty-five percent (55%) of respondents indicated they learn about Columbia Parks and Recreation department programs, activities and facilities from friends and neighbors. Fifty-one percent (51%) of Columbia residents use the Parks and Recreation Guide,

which is significantly higher than the national average of 43%. Additionally, 40% of residents use the City's Parks and Recreation website, *which is significantly higher than the national average of 35%.*

TRAIL USAGE AND PREFERENCES

- **Trail Usage:** Seventy-one percent (71%) of respondents indicated that they use the MKT Trail. Other trails used include: Stephens Lake Park Trails (59%), Grindstone Creek Trail (40%), Hinkson Creek Trail (39%), and other trails in a neighborhood or community park (36%).

POTENTIAL NEW PROJECTS TO BE FUNDED WITH THE 1/8TH CENT SALES TAX

- **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%).
- **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.

SUPPORT FOR 1/8TH CENT SALES TAX

- Eighty-six percent (86%) of respondents would be either "very supportive" or "somewhat supportive" of the renewal of the 1/8th cent sales tax to fund the types of projects residents indicated are the most important to their household.
- 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.

ALLOCATION OF \$100 TOWARD PARKS, TRAILS, AND FACILITIES

- If respondents had \$100 to spend toward parks, trails, and facilities, they would allocate the funds in the following ways: \$34 toward maintaining condition of existing parks, trails, and facilities; 24% toward acquiring, protecting and preserving parks, green space

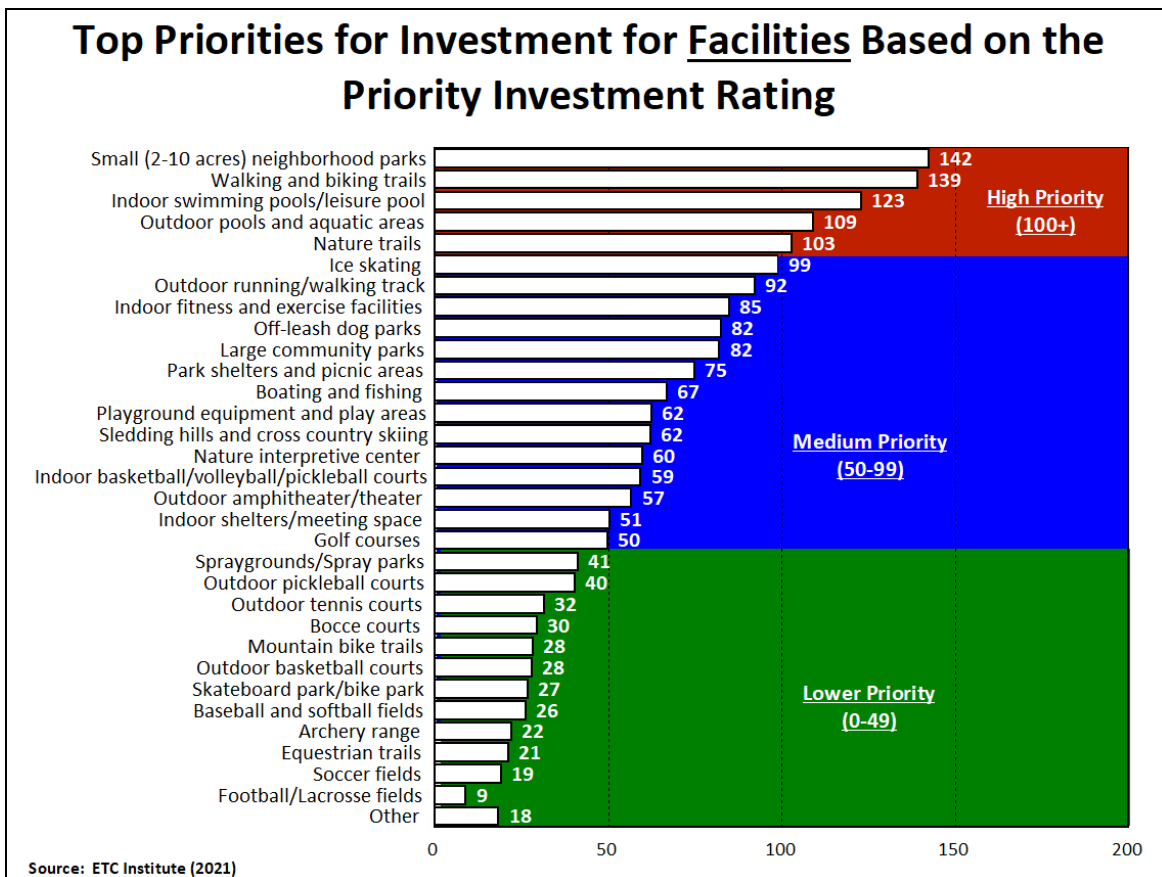
and stream corridors; \$22 toward trails – new construction, improvements, acquisition, and connections, and \$21 toward new park/facility development.

Priorities for Facility Investments: The Priority Investment Rating (PIR) was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on parks, trails, recreational facilities, and services. The PIR equally weights (1) the importance that residents place on facilities and (2) how many residents have unmet needs for the facility. [Details regarding the methodology for this analysis are provided in Section 2 of this report.]

Based the Priority Investment Rating (PIR), the following five facilities were rated as high priorities for investment:

- Small (2-10 acres) neighborhood parks (PIR=142)
- Walking and biking trails (PIR=139)
- Indoor swimming pools/leisure pool (PIR=123)
- Outdoor pools and aquatic areas (PIR=109)
- Nature trails (PIR=103)

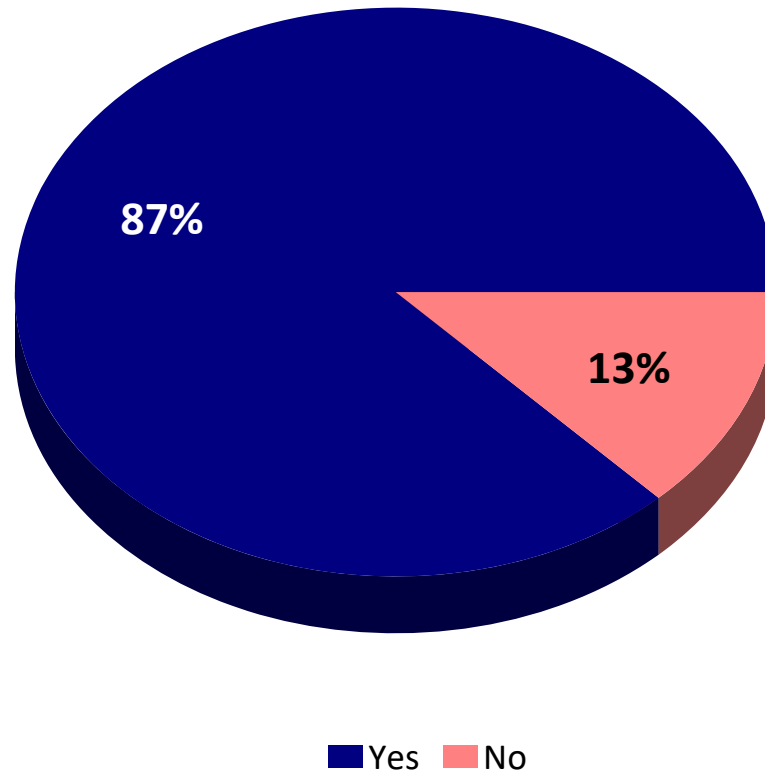
The chart below shows the Priority Investment Rating for each of the 32 facilities that were assessed on the survey.



Section 1:
Charts and Graphs

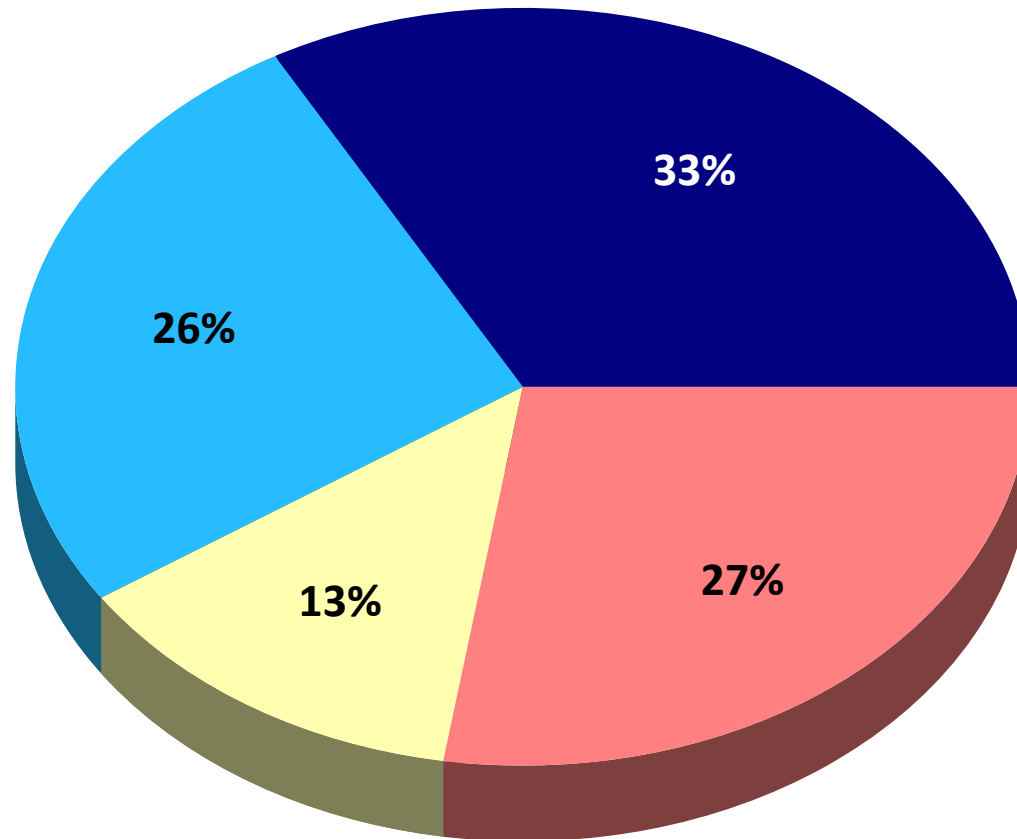
Q1. Have you or members of your household visited any of City of Columbia's parks during the past year?

by percentage of respondents



Q1a. How Often Residents Visited the City of Columbia's Parks During the Past 12 Months

by percentage of respondents who visited parks (excluding "not provided")

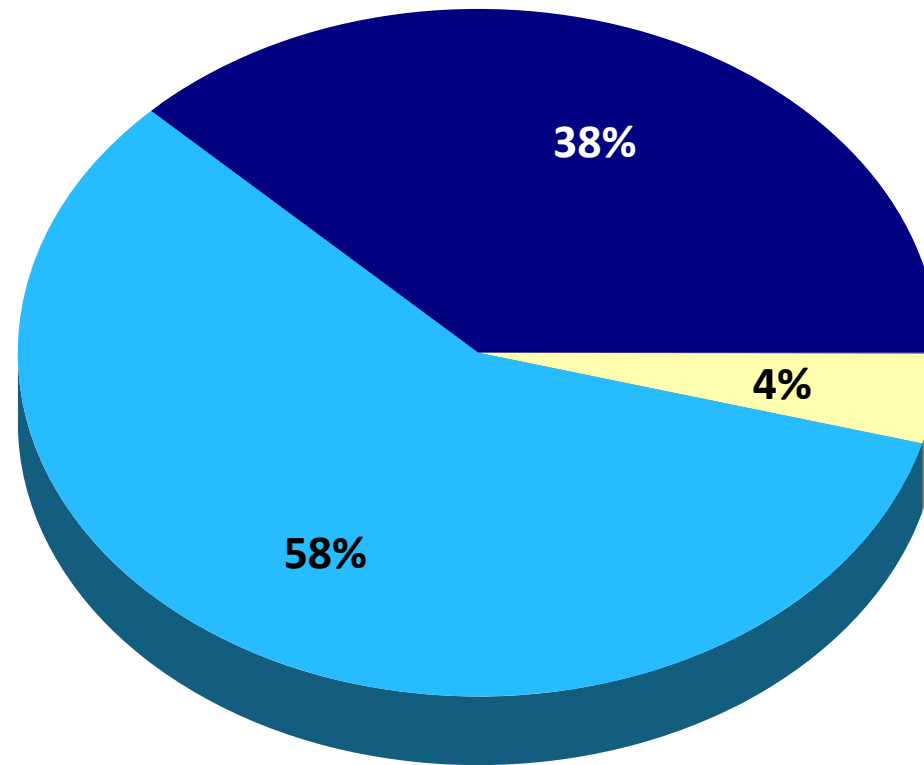


■ At least once a week ■ A few times per month
■ At least once per month ■ A few times per year

0.4% indicated "none"

Q1b. How Residents Rate the Physical Condition of ALL City of Columbia Parks They Have Visited

by percentage of respondents who visited parks (excluding “don’t know”)

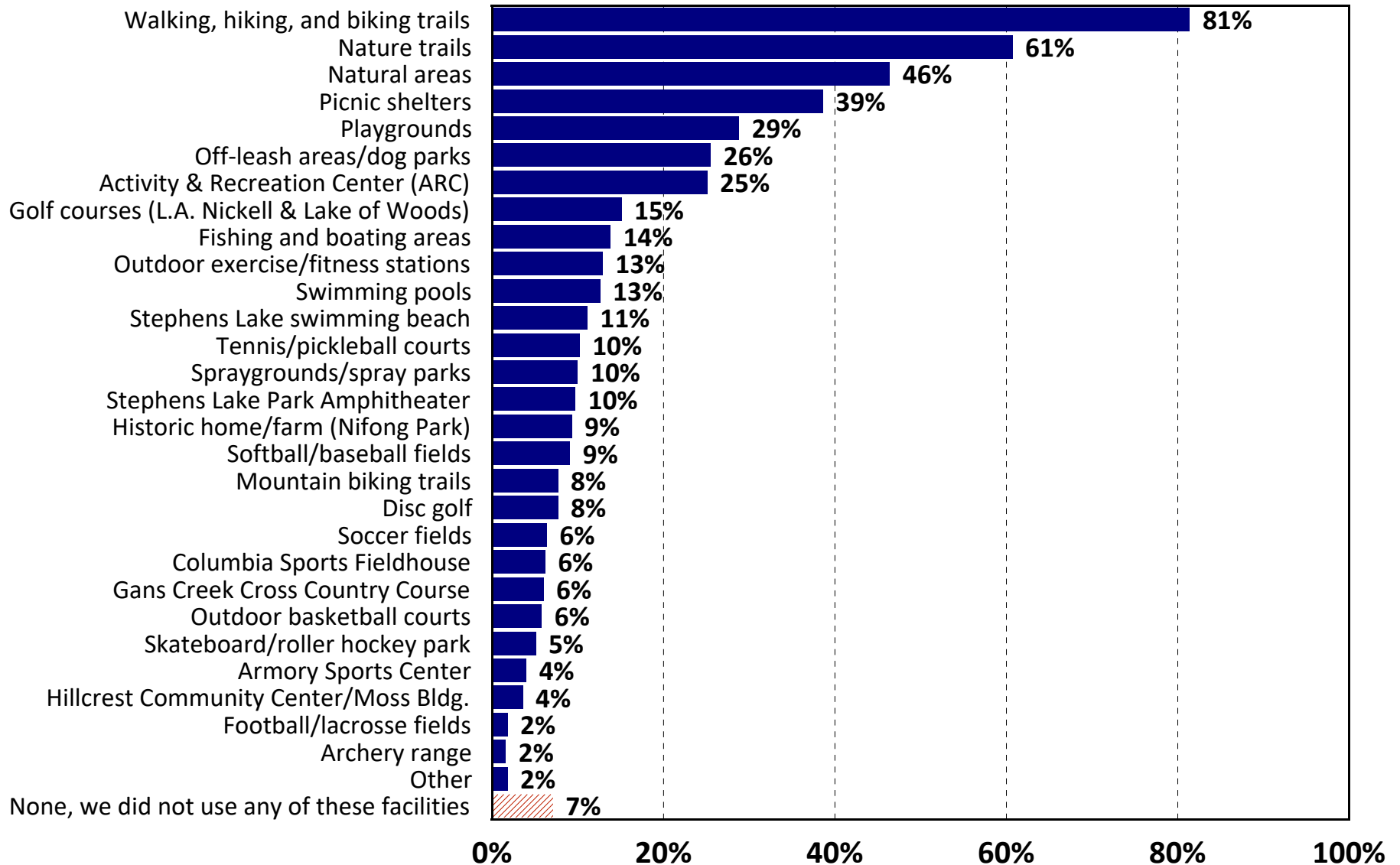


0.4% indicated “poor”

■ Excellent ■ Good ■ Fair

Q2. Facilities Residents Have Used or Visited in City of Columbia Parks Over the Past 12 Months

by percentage of respondents (multiple selections could be made)

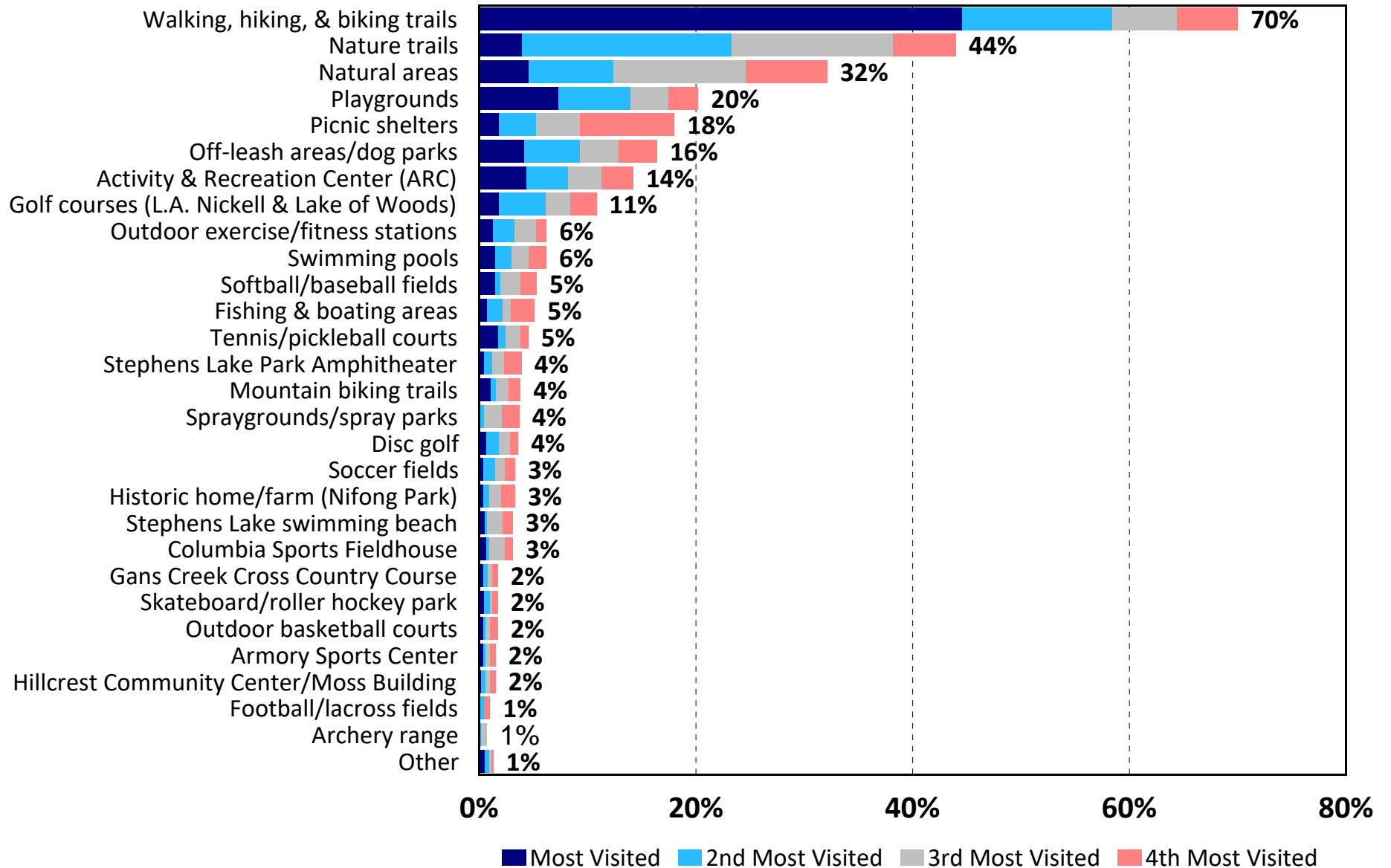


Source: ETC Institute (2021)

Q3. Parks and Recreation Facilities Residents Visit

Most Often

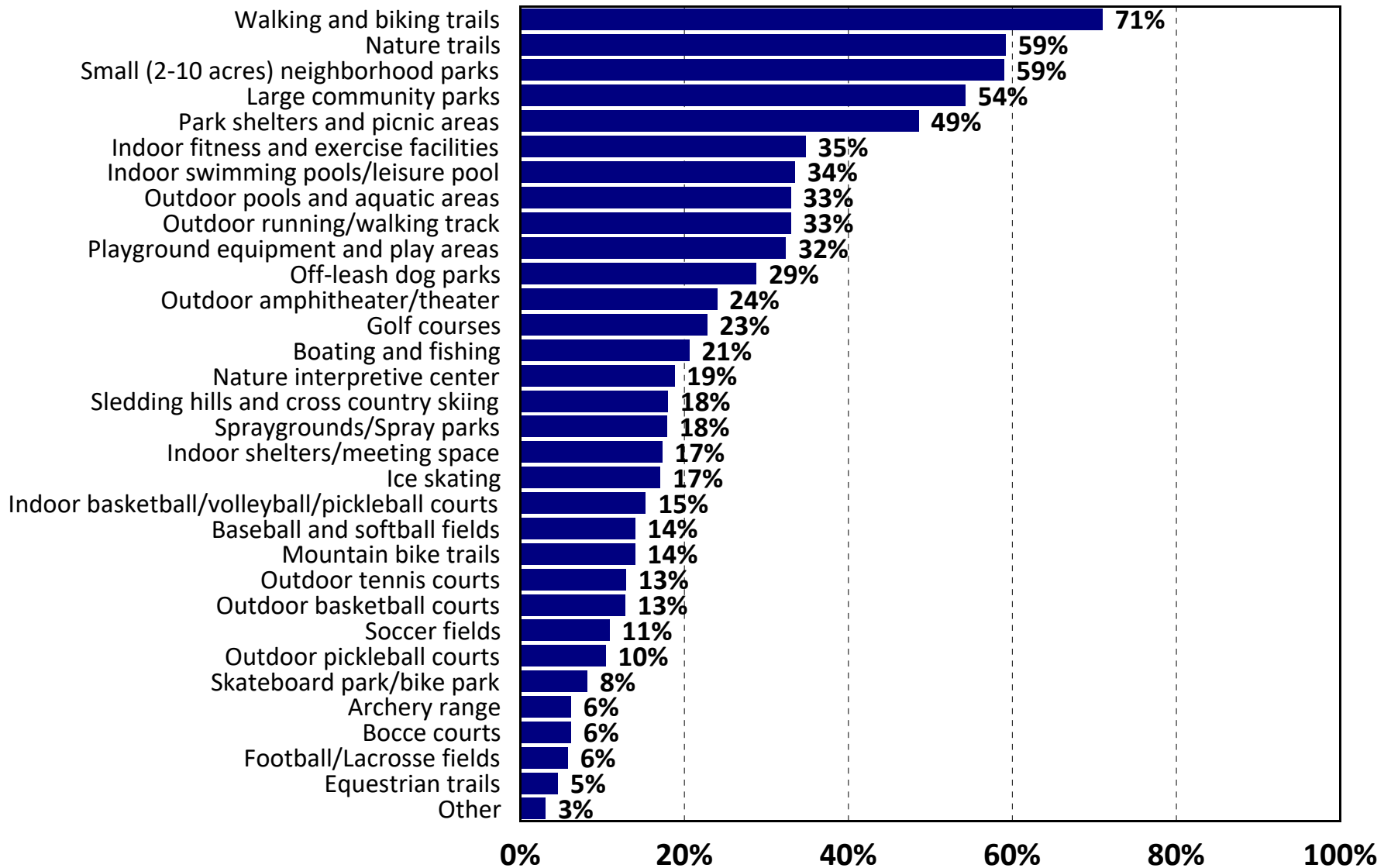
by percentage of respondents who selected the item as one of their top four choices



Source: ETC Institute (2021)

Q4[1]. Households That Have a Need for Parks and Recreation Facilities

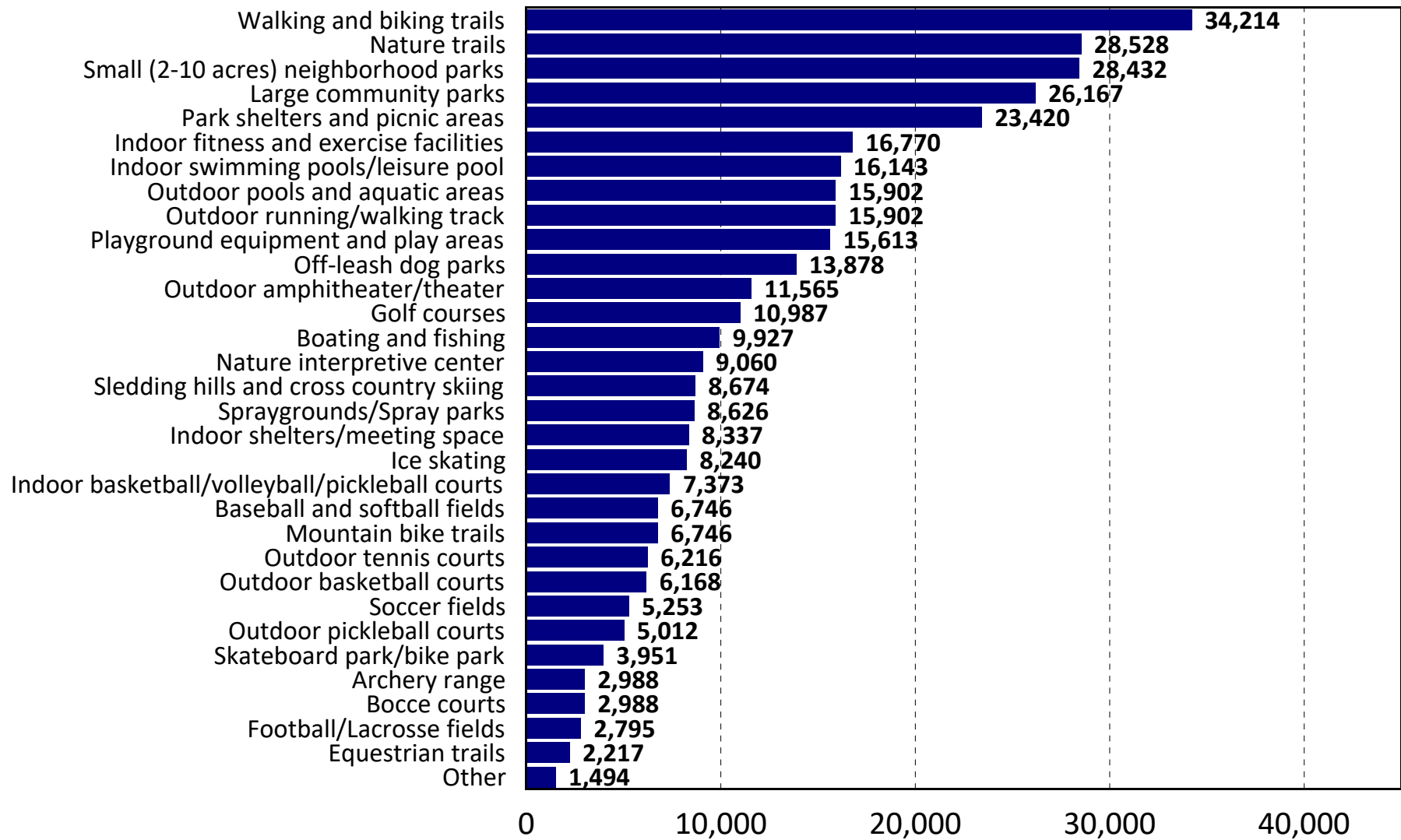
by percentage of respondents (multiple selections could be made)



Source: ETC Institute (2021)

Q4[1]. Estimated Number of Households in Columbia That Have a Need for Parks and Recreation Facilities

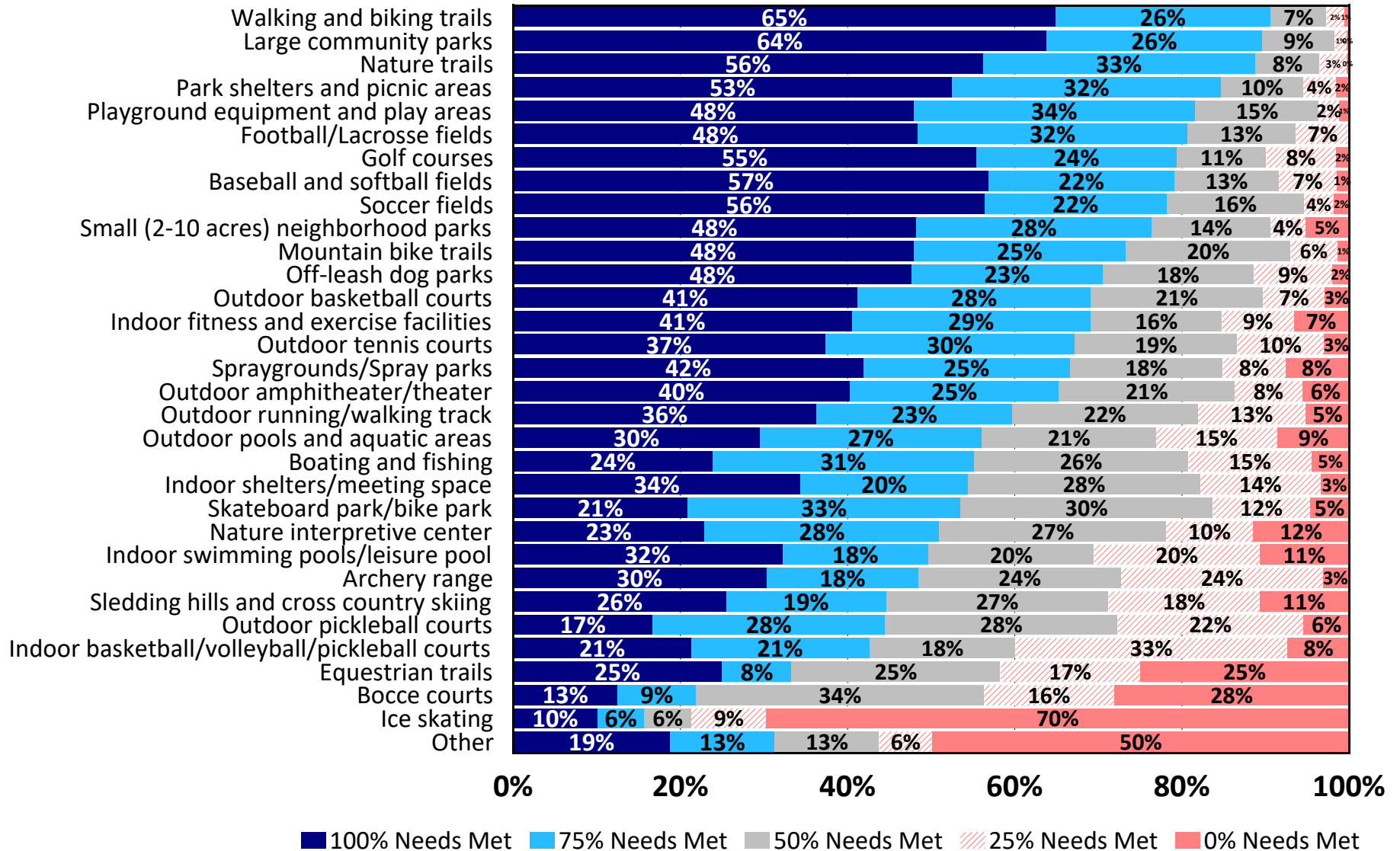
by number of households based on 48,189 households in the City of Columbia



Source: ETC Institute (2021)

Q4[2]. How Well Parks and Recreation Facilities in the City of Columbia Meet the Needs of Households

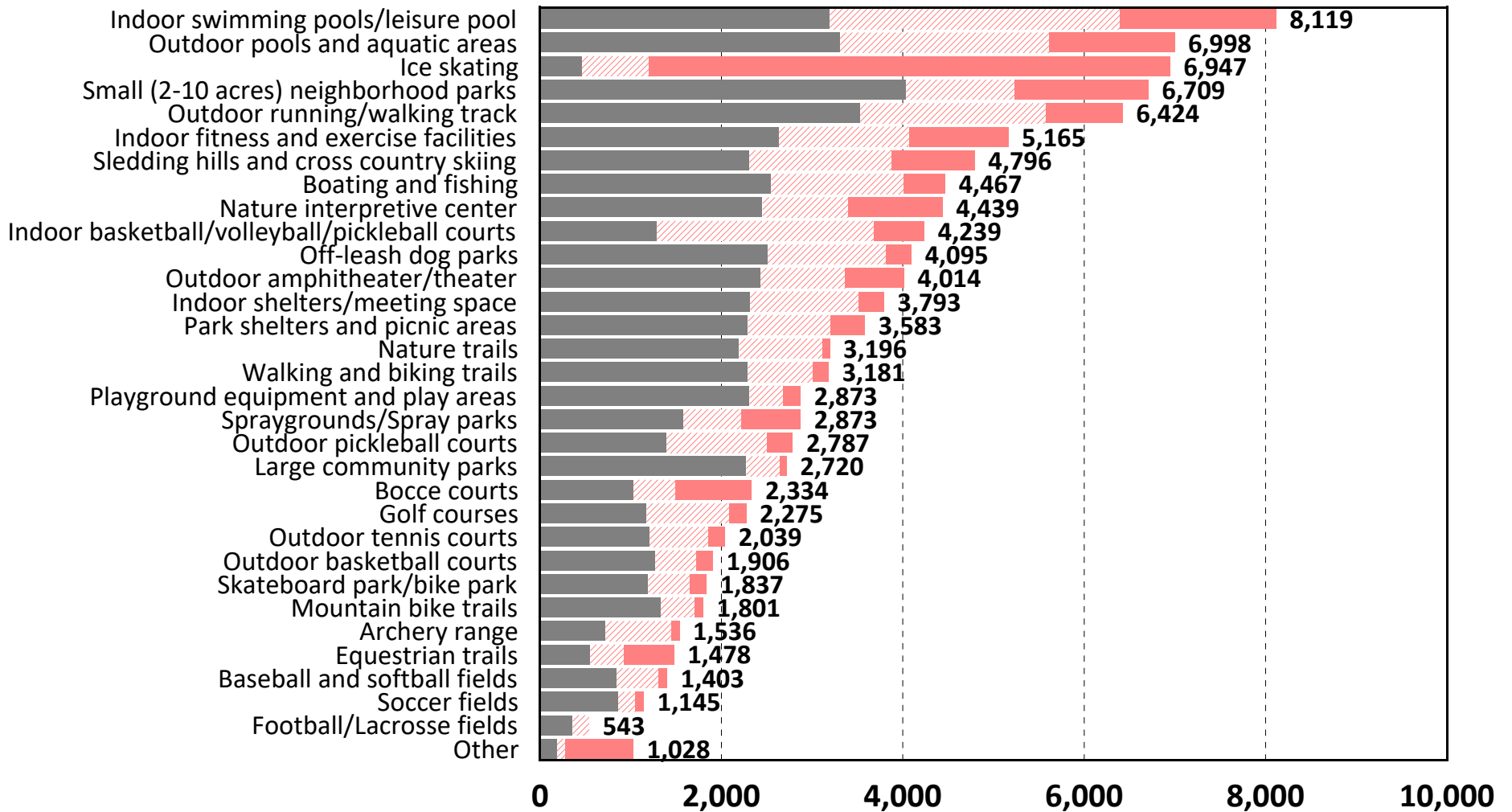
by percentage of households that have a need for parks/facilities



Source: ETC Institute (2021)

Q4[3]. Estimated Number of Households in the City of Columbia Whose Needs for Parks and Recreation Facilities Are Being Met 50% or Less

by number of households based on 48,189 households in the City of Columbia

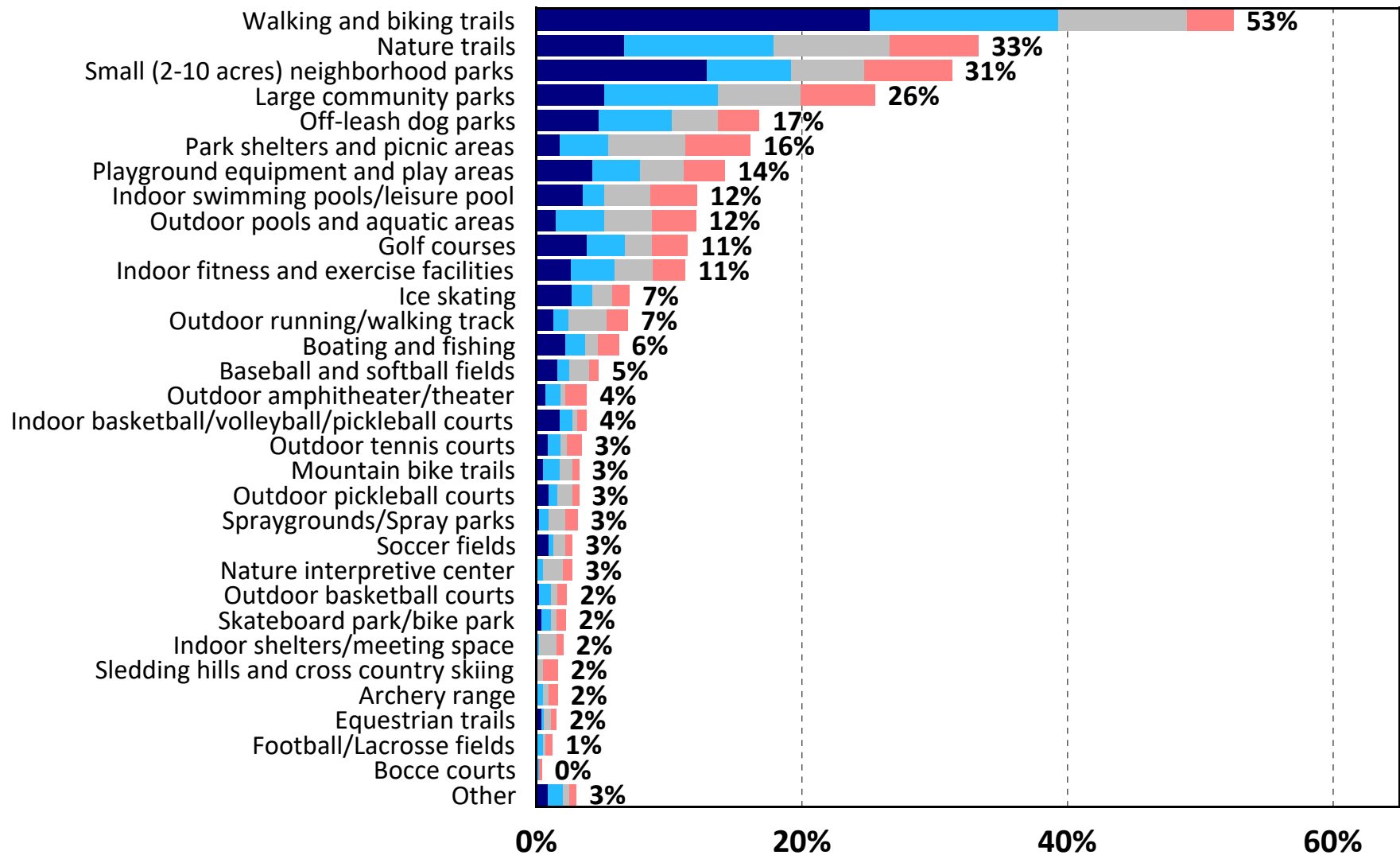


Source: ETC Institute (2021)

■ 50% Needs Met ▨ 25% Needs Met ■ 0% Needs Met

Q5. Parks and Recreation Facilities That Are Most Important to Households

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

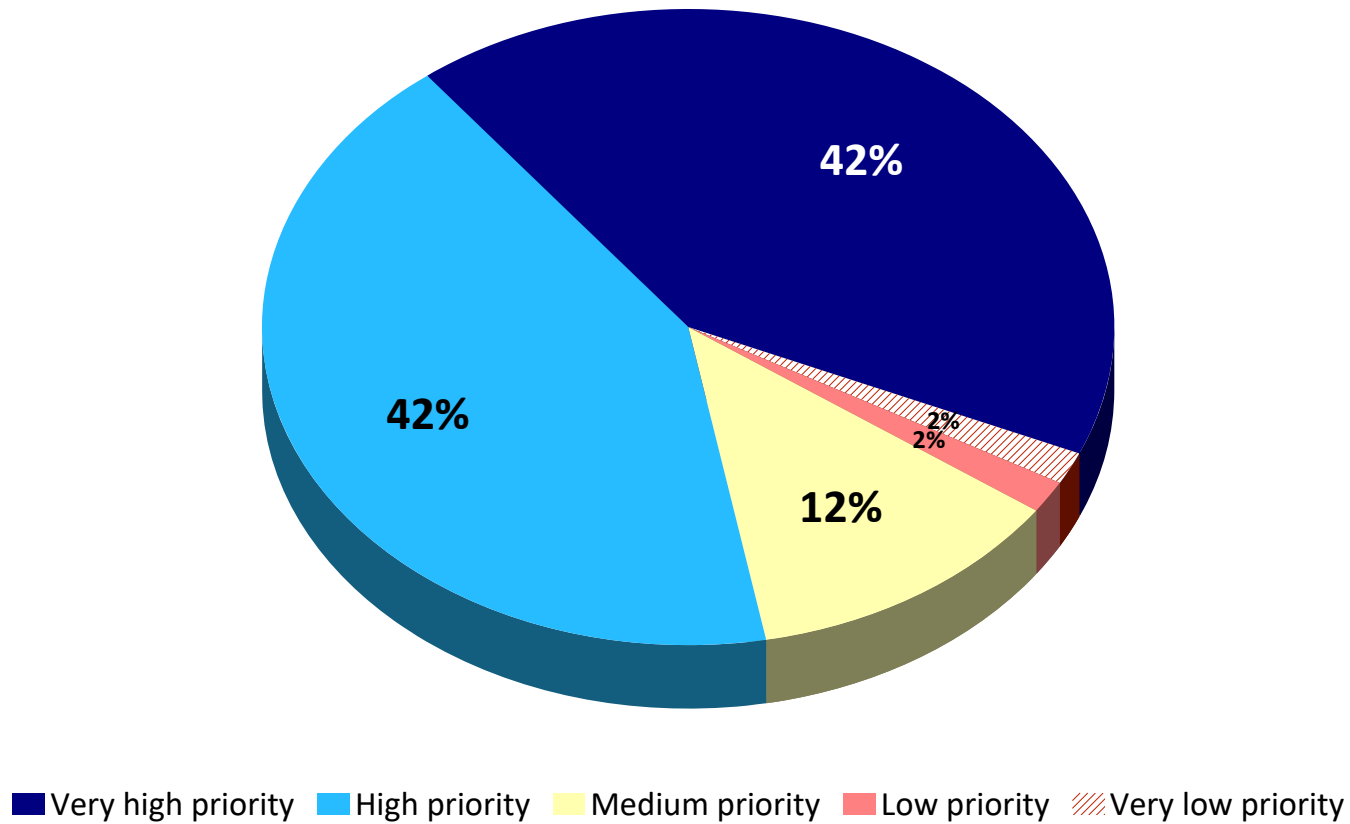


Source: ETC Institute (2021)

■ Most Important ■ 2nd Most Important ■ 3rd Most Important ■ 4th Most Important

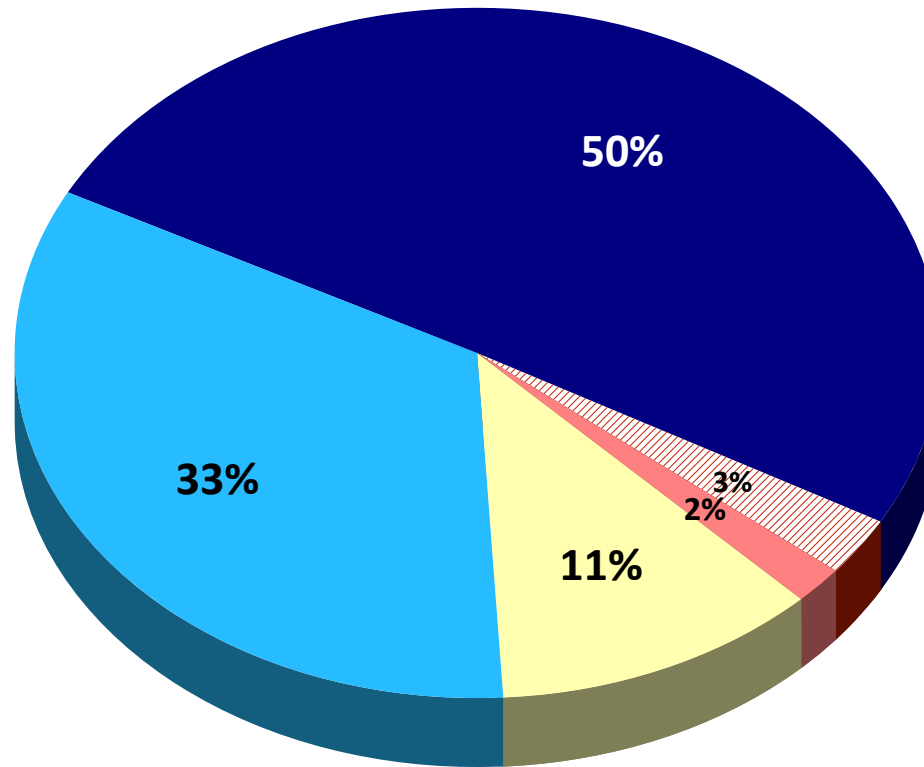
Q6. Priority Residents Feel City Officials Should Place on Maintaining the Condition of Parks, Trails, and Recreation Facilities in the Columbia Parks and Recreation System

by percentage of respondents (excluding “not provided”)



Q7. Satisfaction with the Overall Value their Household Receives from the Columbia Parks and Recreation Department Programs, Activities and Facilities

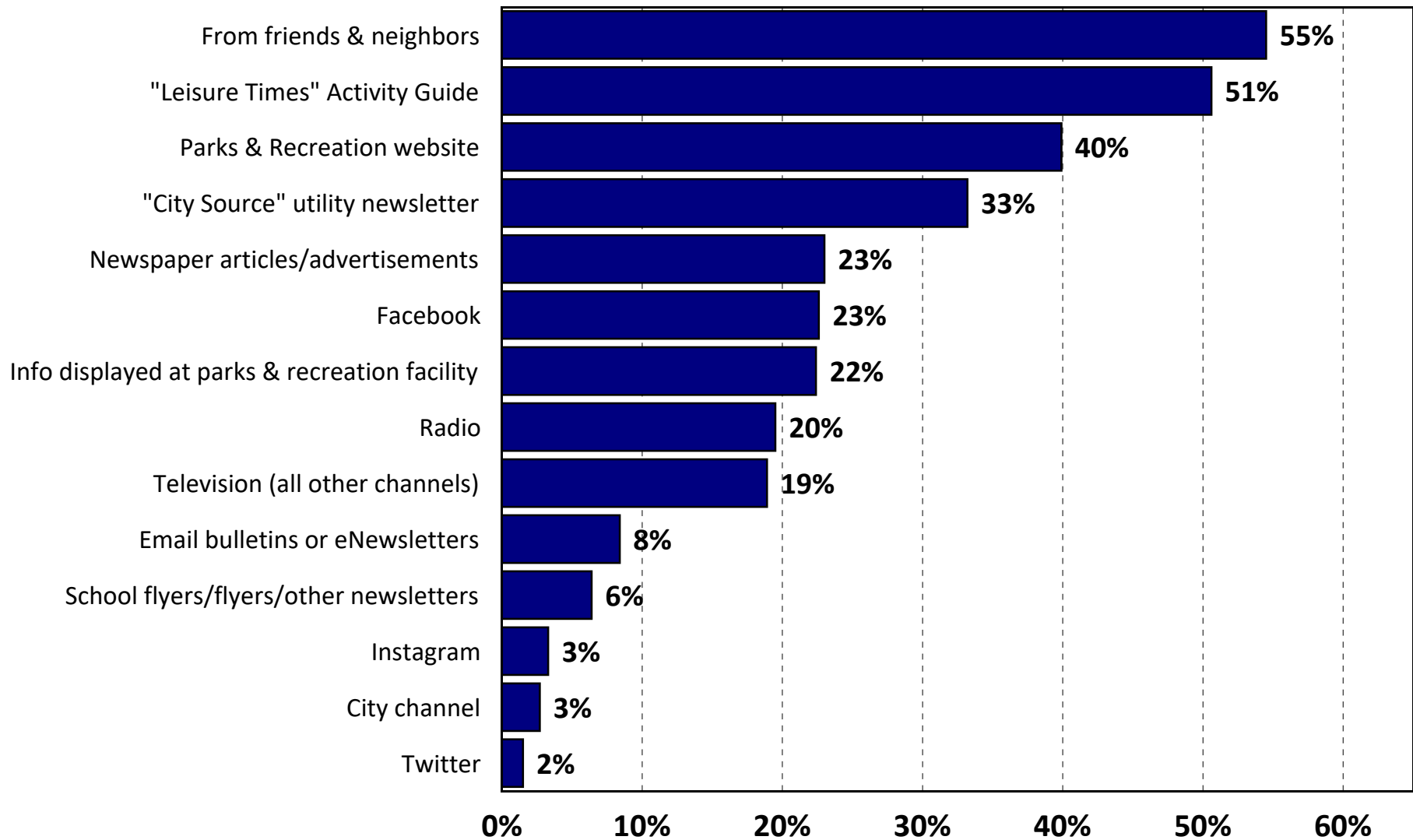
by percentage of respondents (excluding “don’t know”)



■ Very Satisfied ■ Somewhat Satisfied ■ Neutral ■ Somewhat Dissatisfied ▨ Very Dissatisfied

Q8. Ways Residents Learn About Columbia Parks and Recreation Department Programs, Activities, and Facilities

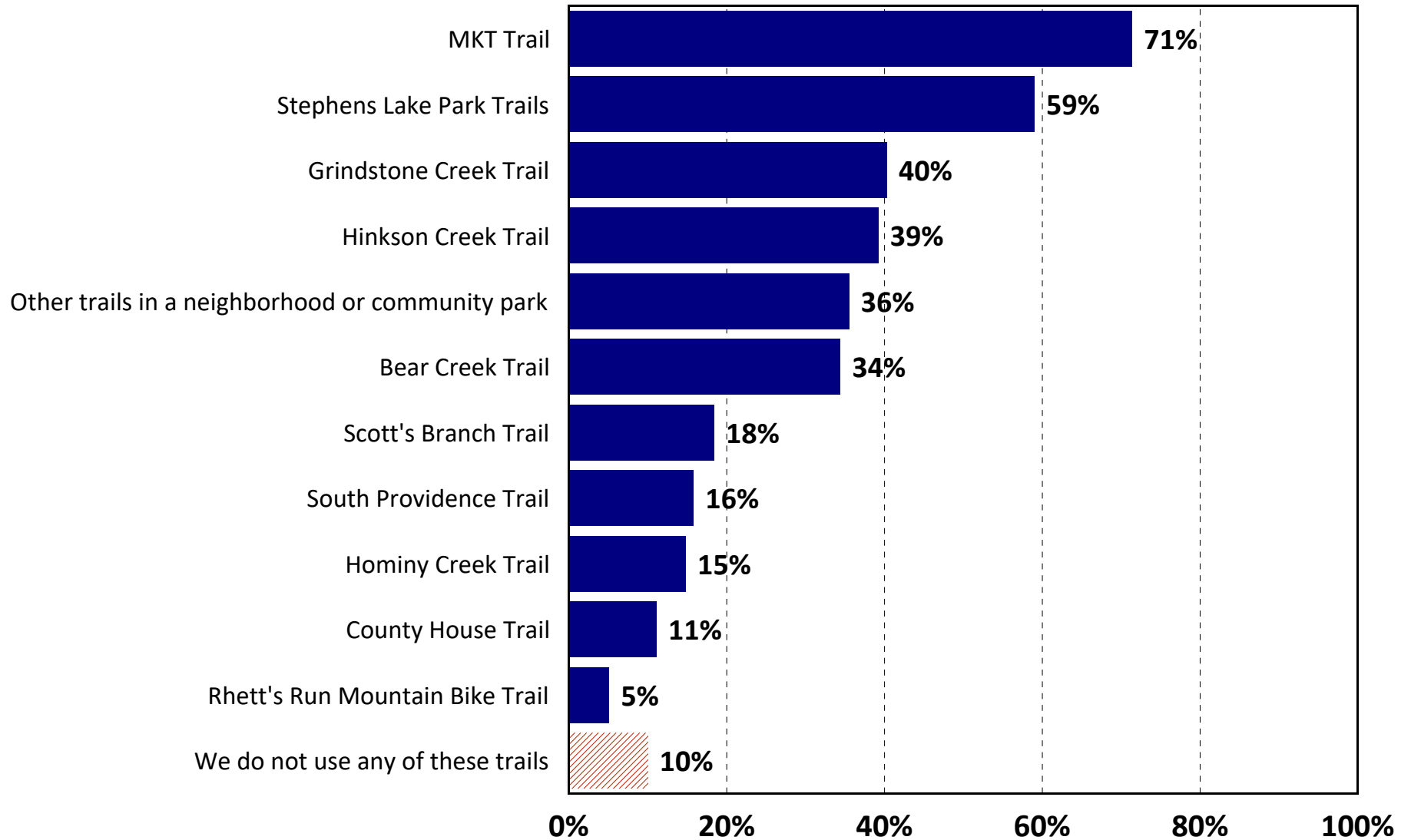
by percentage of respondents (multiple selections could be made)



Source: ETC Institute (2021)

Q9. City of Columbia Trails Used by Residents

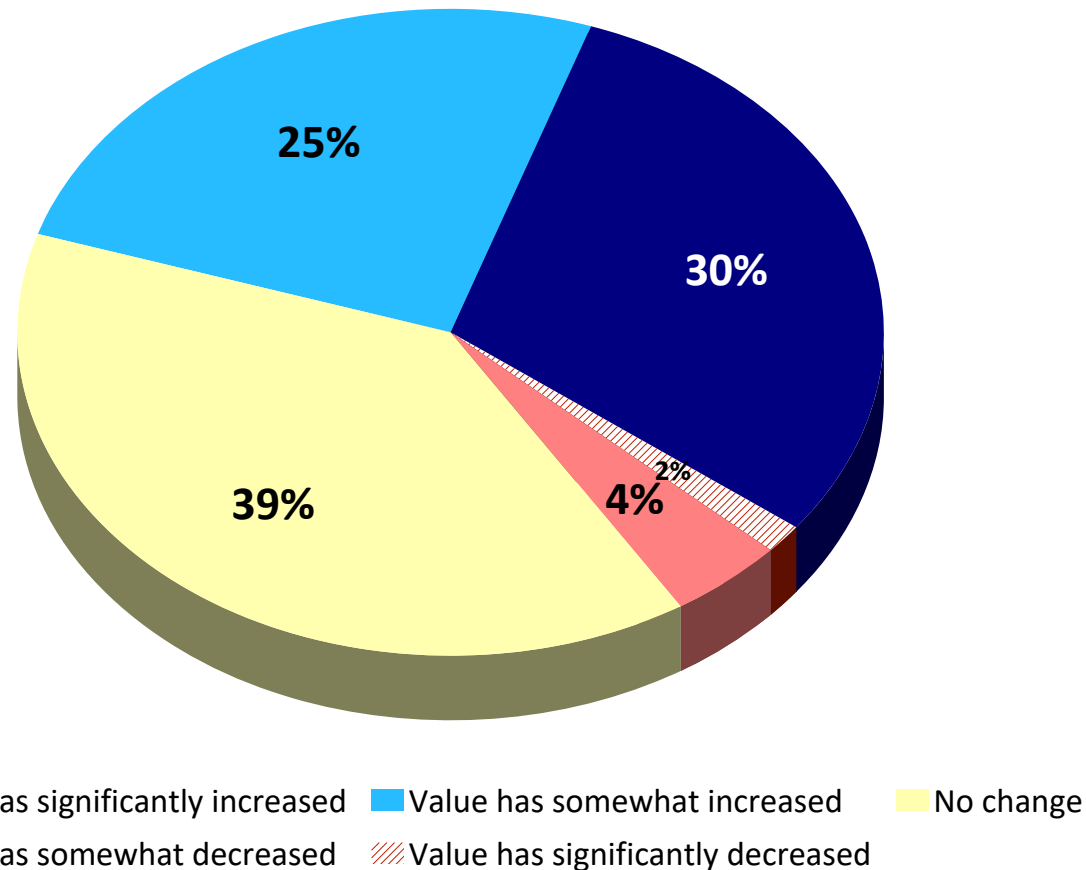
by percentage of respondents (multiple selections could be made)



Source: ETC Institute (2021)

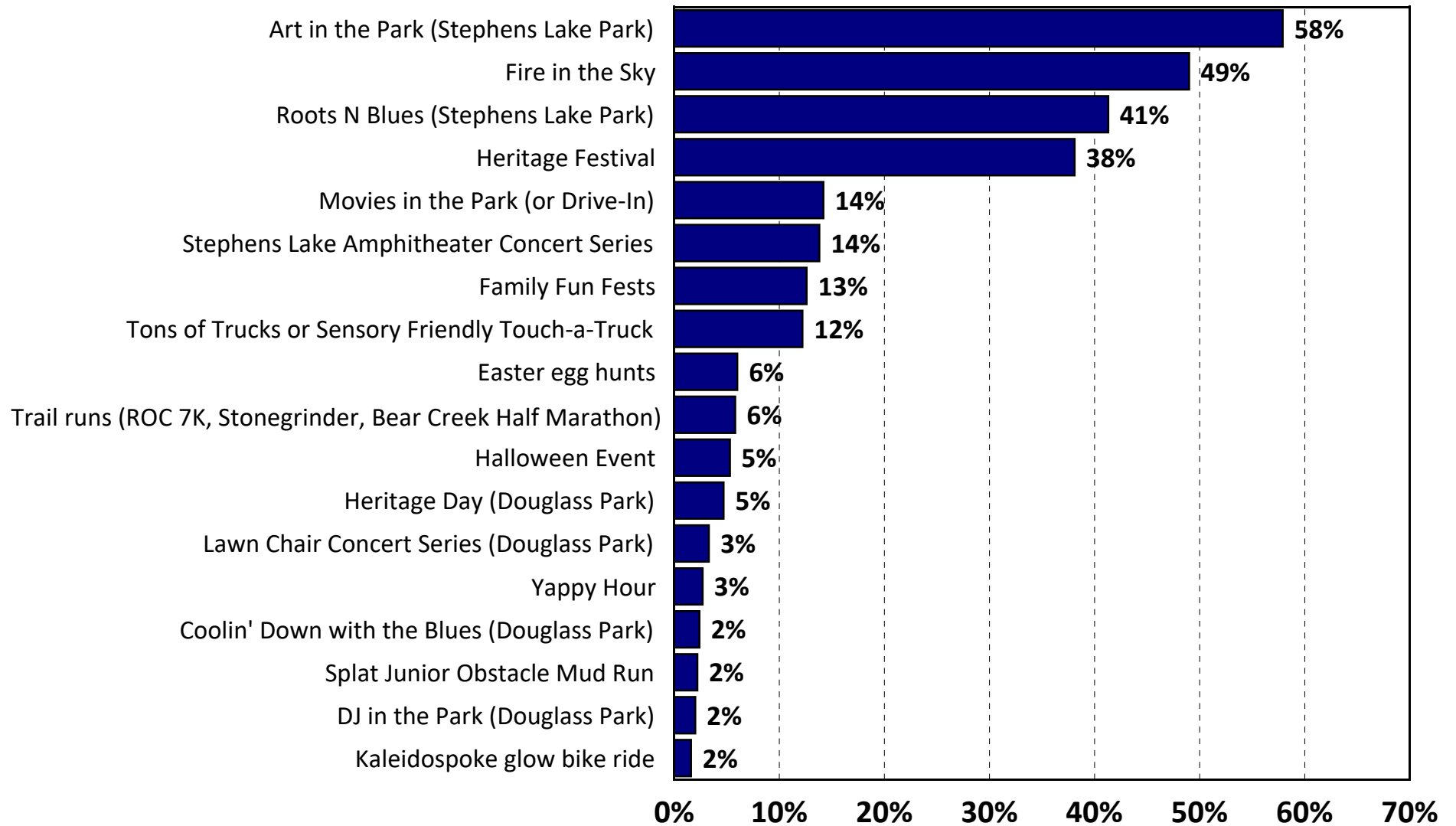
Q10. Perceptions of How the Value of Parks, Trails, Open Spaces and Recreation Has Changed Due to COVID-19 Local Health Restrictions

by percentage of respondents (excluding “don’t know”)



Q11. Parks and Recreation Events That Households Have Attended in the Past

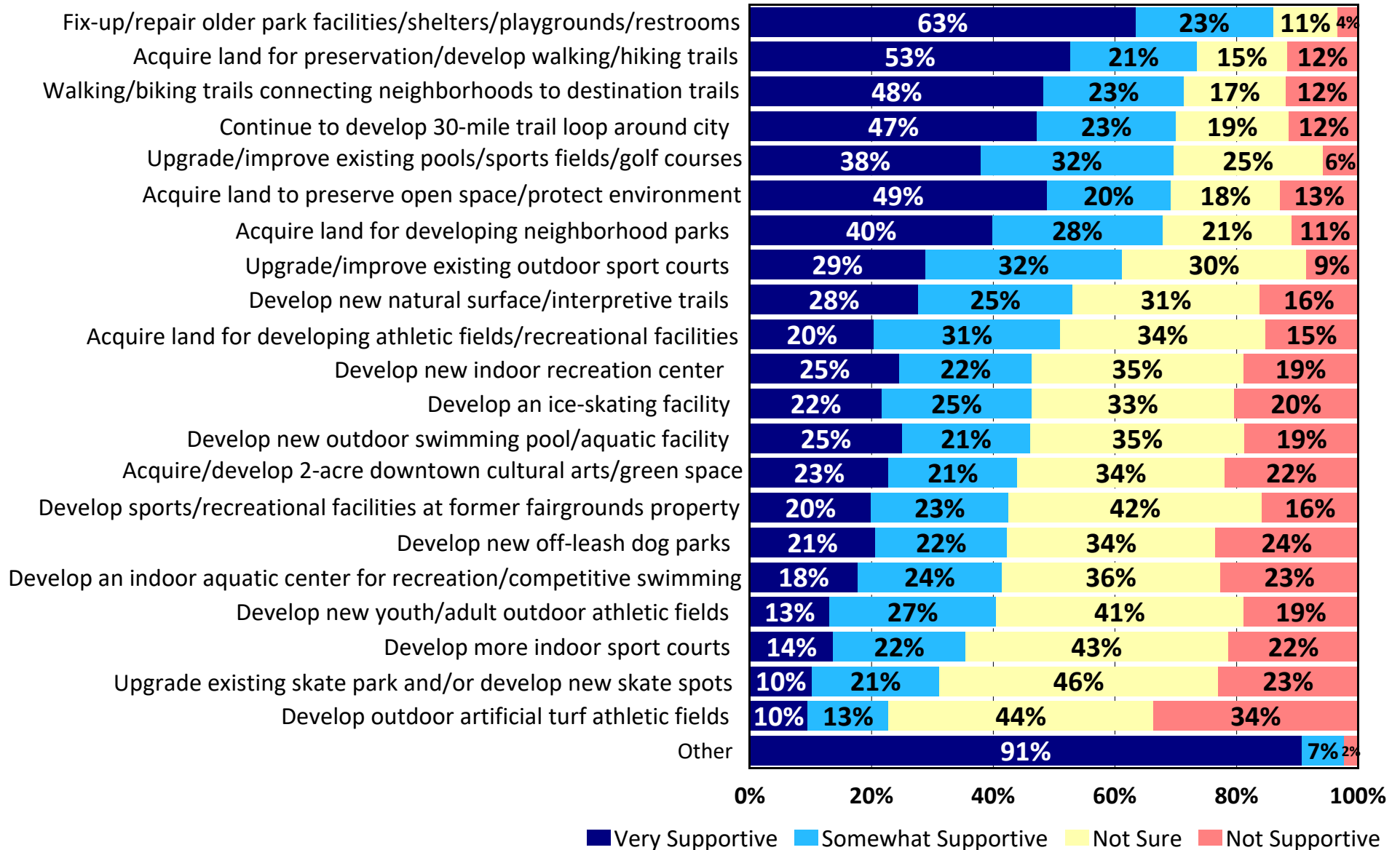
by percentage of respondents (multiple selections could be made)



Source: ETC Institute (2021)

Q12. Support for the City to Fund New Projects and Actions with the 1/8th Cent Sales Tax

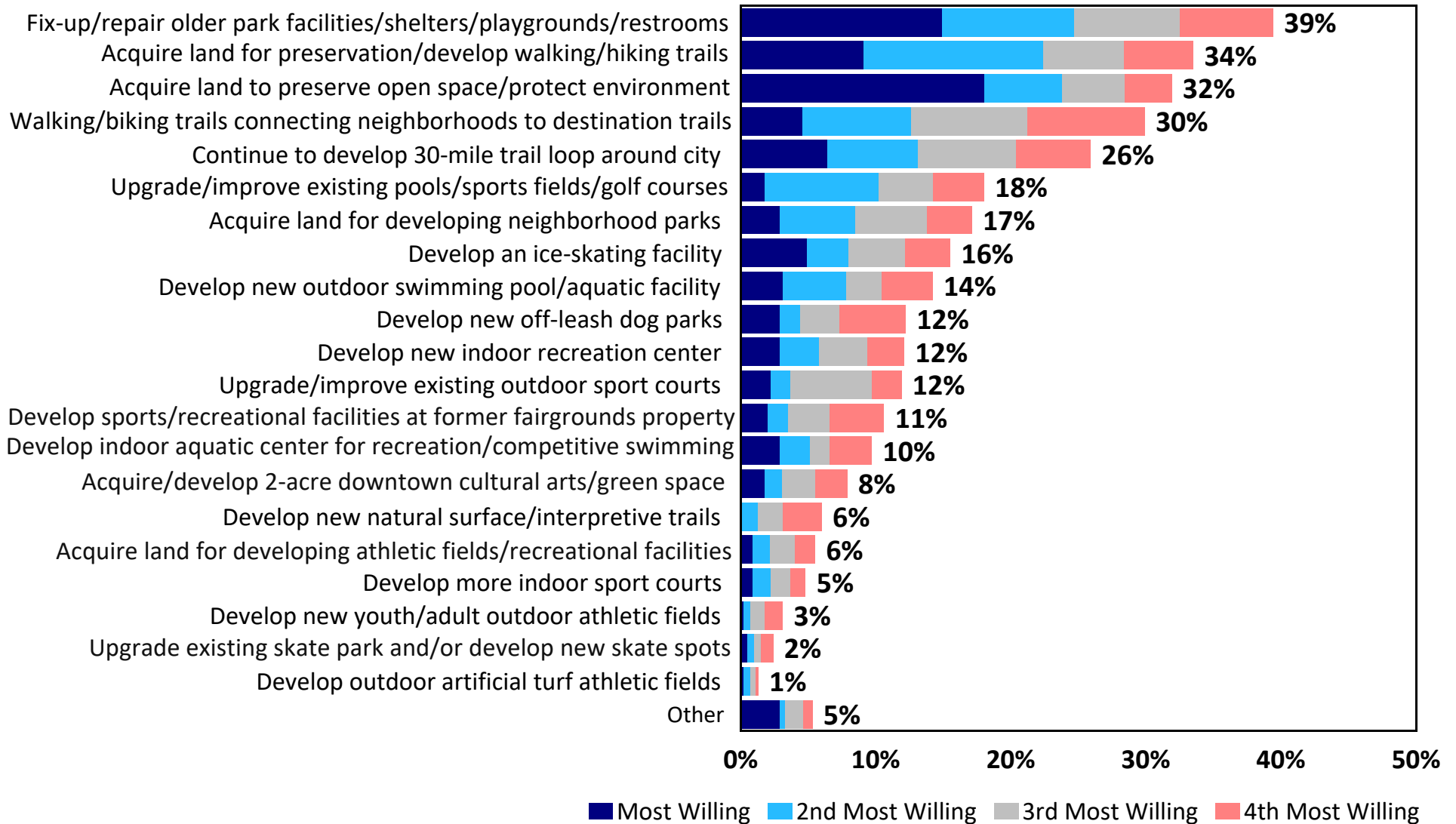
by percentage of respondents



Source: ETC Institute (2021)

Q13. Projects Residents Are Most Willing to Fund with Revenues From the 1/8th cent Park Sales Tax

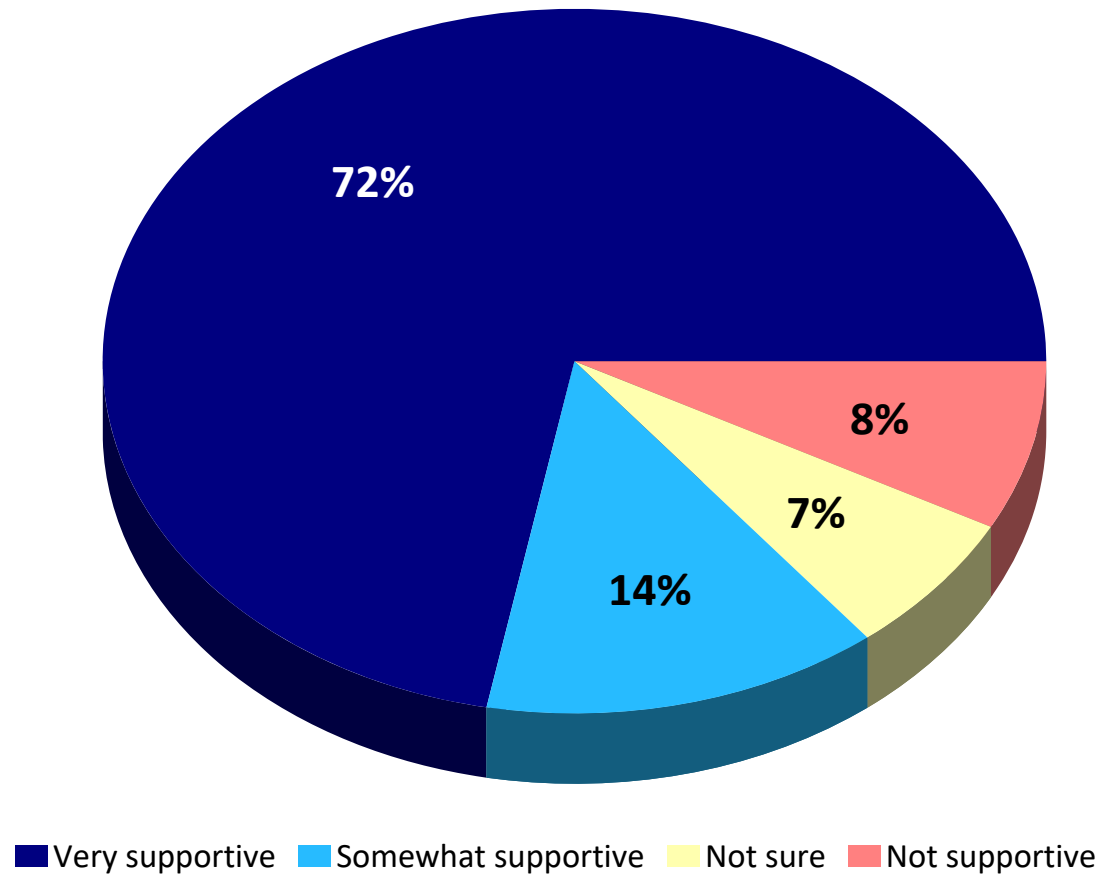
by percentage of respondents who selected the item as one of their top four choices



Source: ETC Institute (2021)

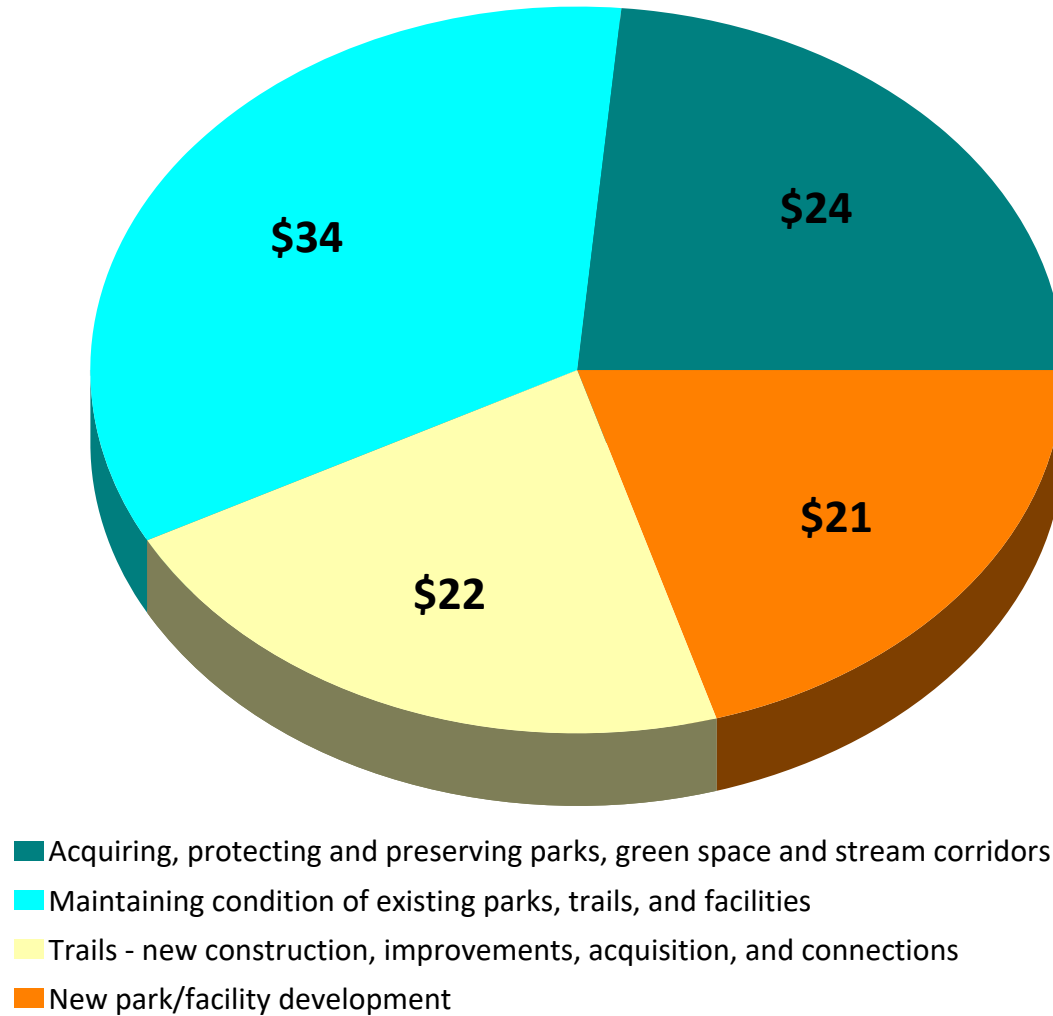
Q14. Support for Renewal of the 1/8th Cent Park Sales Tax to Fund the Types of Projects Residents Indicated Are Most Important

by percentage of respondents



Q15. How Residents Would Allocate \$100 of Park Sales Tax Dollars

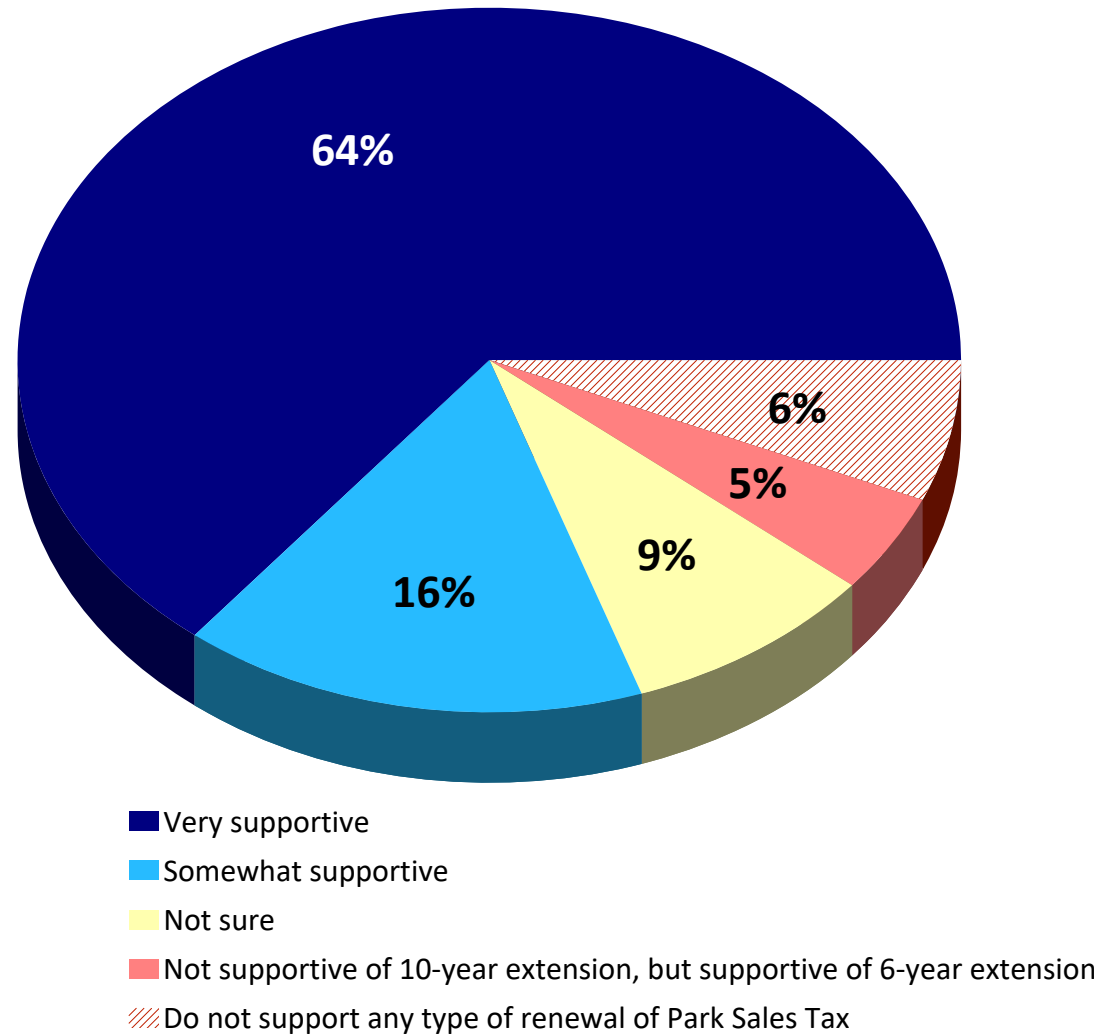
by percentage of respondents



Source: ETC Institute (2021)

Q16. Support for Extending the Length of the 1/8th Cent Park Sales Tax for 10 Years

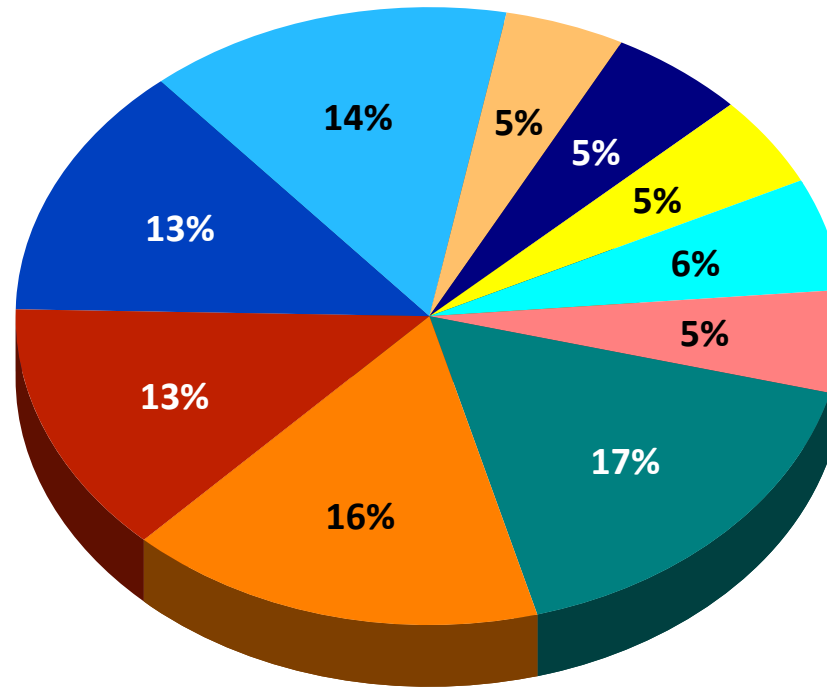
by percentage of respondents



Source: ETC Institute (2021)

Q17. Demographics: Ages of Household Members

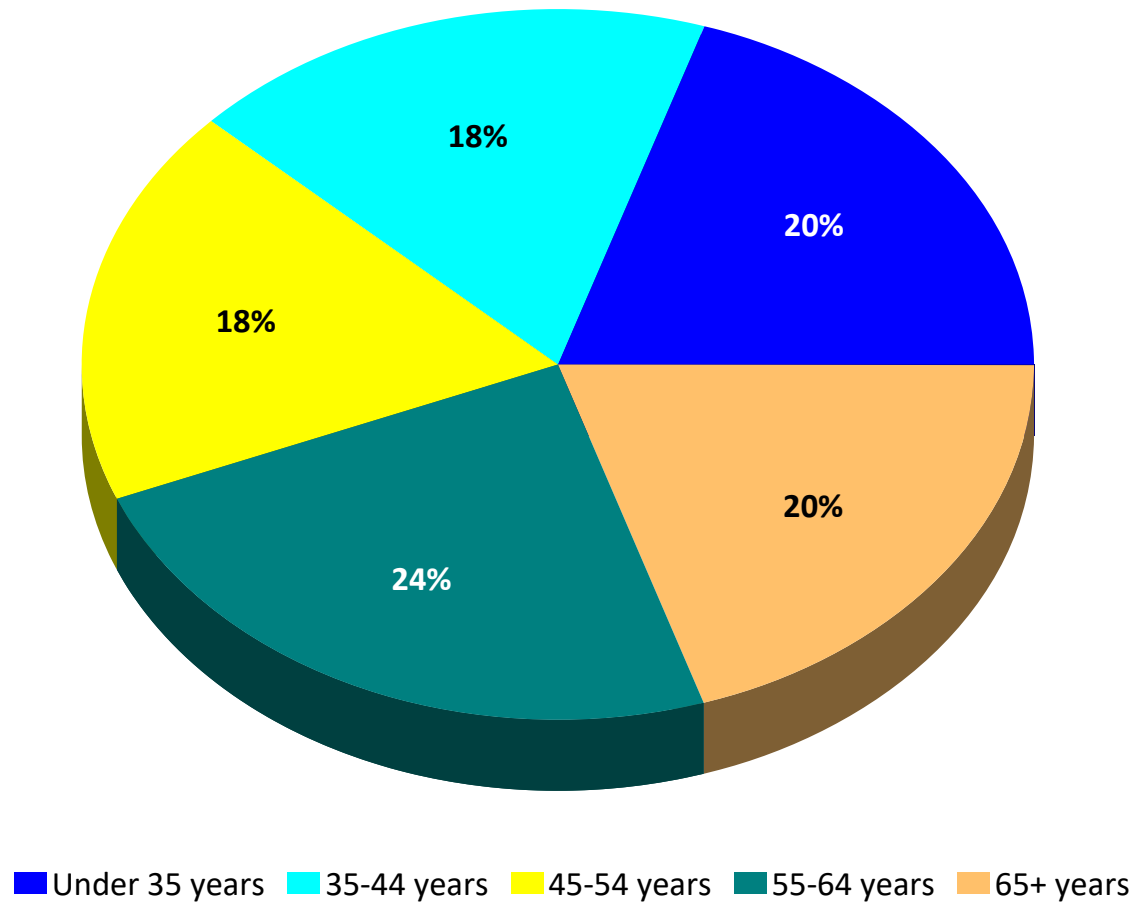
by percentage of persons in household



Under 5 years Ages 5-9 years Ages 10-14 years Ages 15-19 years Ages 20-24 years
Ages 25-34 years Ages 35-44 years Ages 45-54 years Ages 55-64 years Ages 65+ years

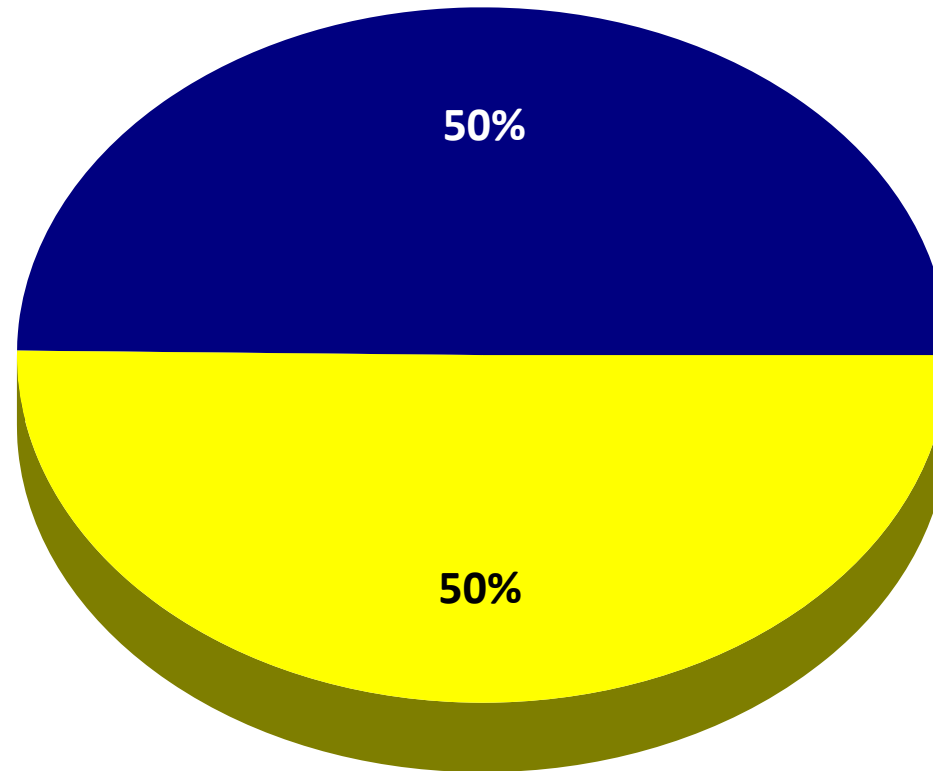
Q18. Demographics: Age of Respondent

by percentage of respondents (excluding “not provided”)



Q19. Demographics: Gender of Respondent

by percentage of respondents (excluding “not provided”)

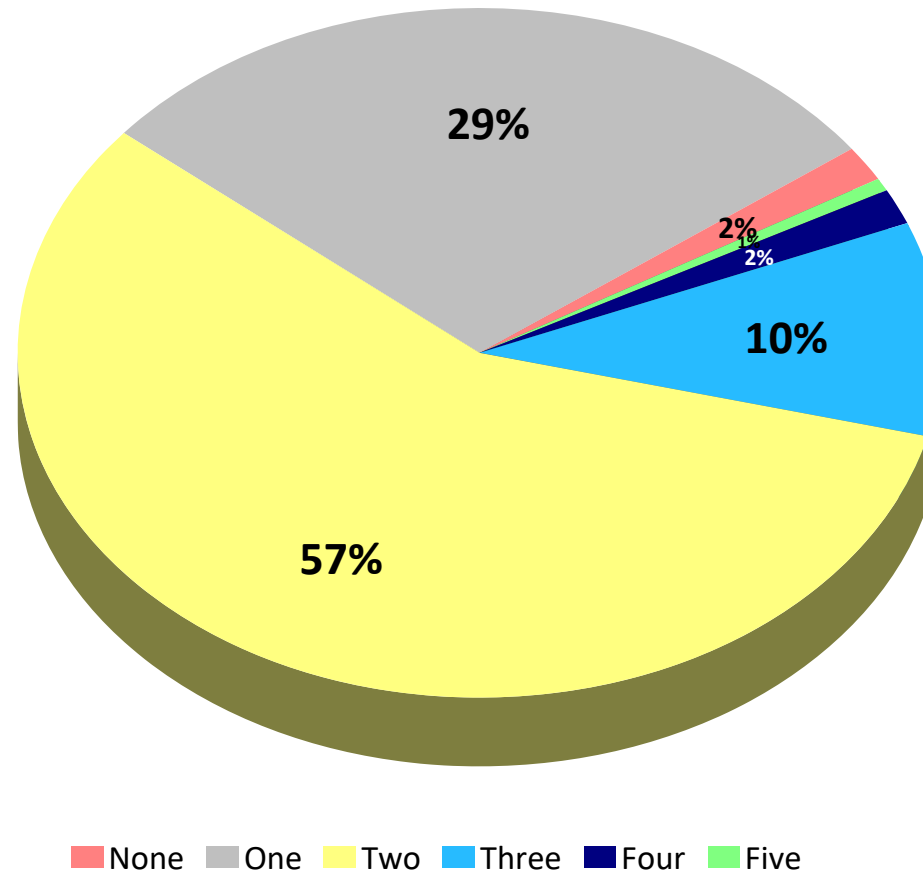


■ Male ■ Female

0.4% self-identified as “other”

Q20. Demographics: Number of Registered Voters in Household

by percentage of respondents (excluding “not provided”)



Section 2:
Priority Investment Rating

Priority Investment Rating

Columbia, Missouri

The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide governments with an objective tool for evaluating the priority that should be placed on parks and recreation investments. The Priority Investment Rating was developed by ETC Institute to identify the facilities and programs residents think should receive the highest priority for investment. The priority investment rating reflects the importance residents place on items (sum of top 4 choices) and the unmet needs (needs that are only being met 50% or less) for each facility/program relative to the facility/program that rated the highest overall. Since decisions related to future investments should consider both the level of unmet need and the importance of facilities and programs, the PIR weights each of these components equally.

The PIR reflects the sum of the Unmet Needs Rating and the Importance Rating as shown in the equation below:

$$\text{PIR} = \text{UNR} + \text{IR}$$

For example, suppose the Unmet Needs Rating for playgrounds is 26.5 (out of 100) and the Importance Rating for playgrounds is 52 (out of 100), the Priority Investment Rating for playgrounds would be 78.5 (out of 200).

How to Analyze the Charts:

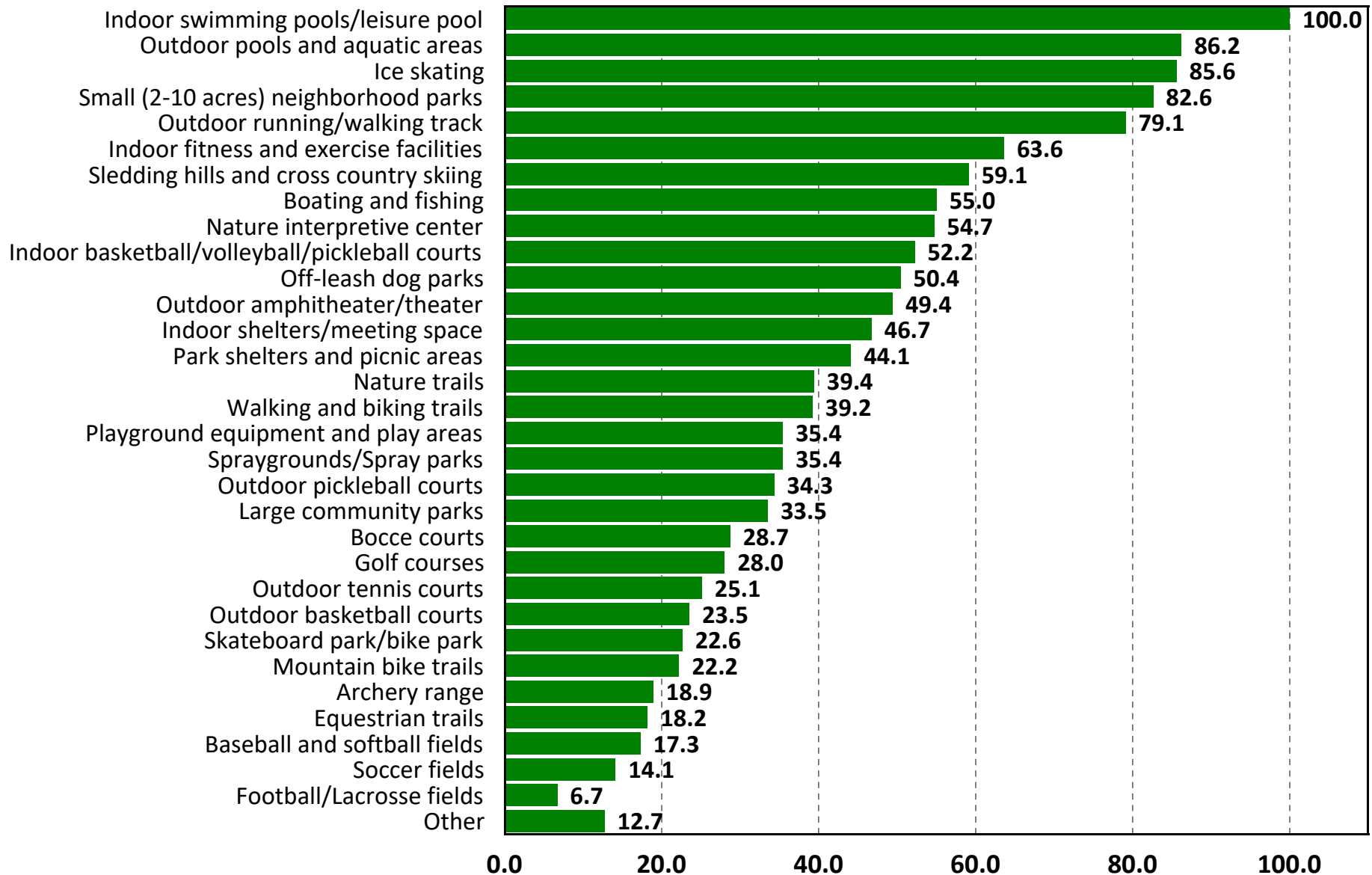
- **High Priority Areas** are those with a PIR of at least 100. A rating of 100 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact on the greatest number of households.
- **Medium Priority Areas** are those with a PIR of 50-99. A rating in this range generally indicates there is a medium to high level of unmet need or a significant percentage of residents generally think it is important to fund improvements in these areas.
- **Low Priority Areas** are those with a PIR below 50. A rating in this range generally indicates there is a relatively low level of unmet need and residents do not think it is important to fund improvements in these areas. Improvements may be warranted if the needs of very specialized populations are being targeted.

The following pages show the Unmet Needs Rating, Importance Rating, and Priority Investment Rating for facilities.

Unmet Needs Rating for Facilities

the rating for the item with the most unmet need=100

the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need

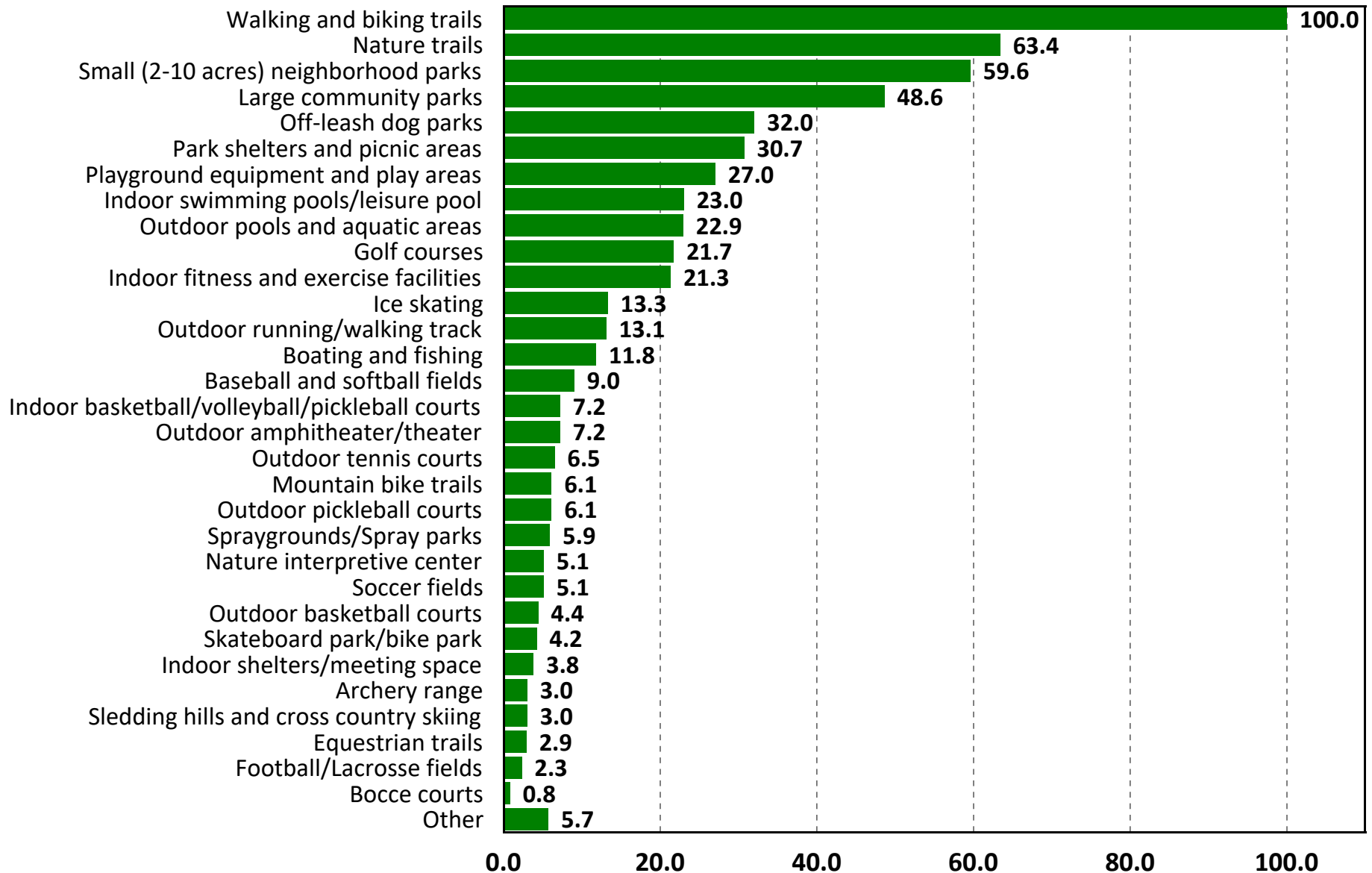


Source: ETC Institute (2021)

Importance Rating for Facilities

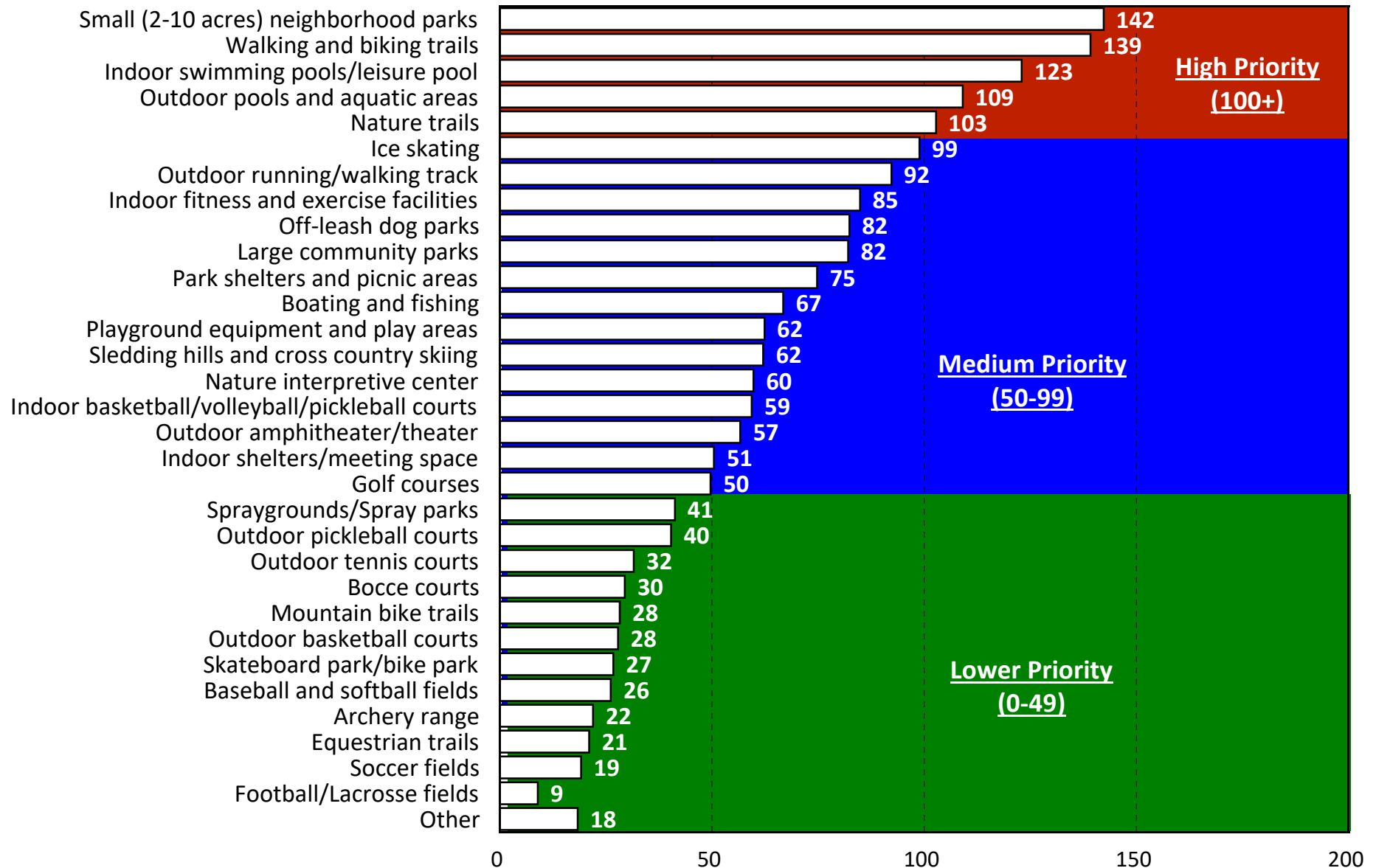
the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Source: ETC Institute (2021)

Top Priorities for Investment for Facilities Based on the Priority Investment Rating



Source: ETC Institute (2021)

Section 3:
Benchmarking Analysis

Benchmarking Summary Report Columbia, Missouri

Since 1998, ETC Institute has conducted household surveys for needs assessments, feasibility studies, customer satisfaction, fees and charges comparisons, and other parks and recreation issues in more than 400 communities in 49 states across the country.

The results of these surveys have provided an unparalleled database of information to compare responses from household residents in client communities to “National Averages” and therefore provide a unique tool to “assist organizations in better decision making.”

Communities within the database include a full-range of municipal and county governments, with populations ranging from 20,000 to over 1 million residents. They include communities in warm weather and cold weather climates, mature communities, and some of the fastest growing cities and counties in the country.

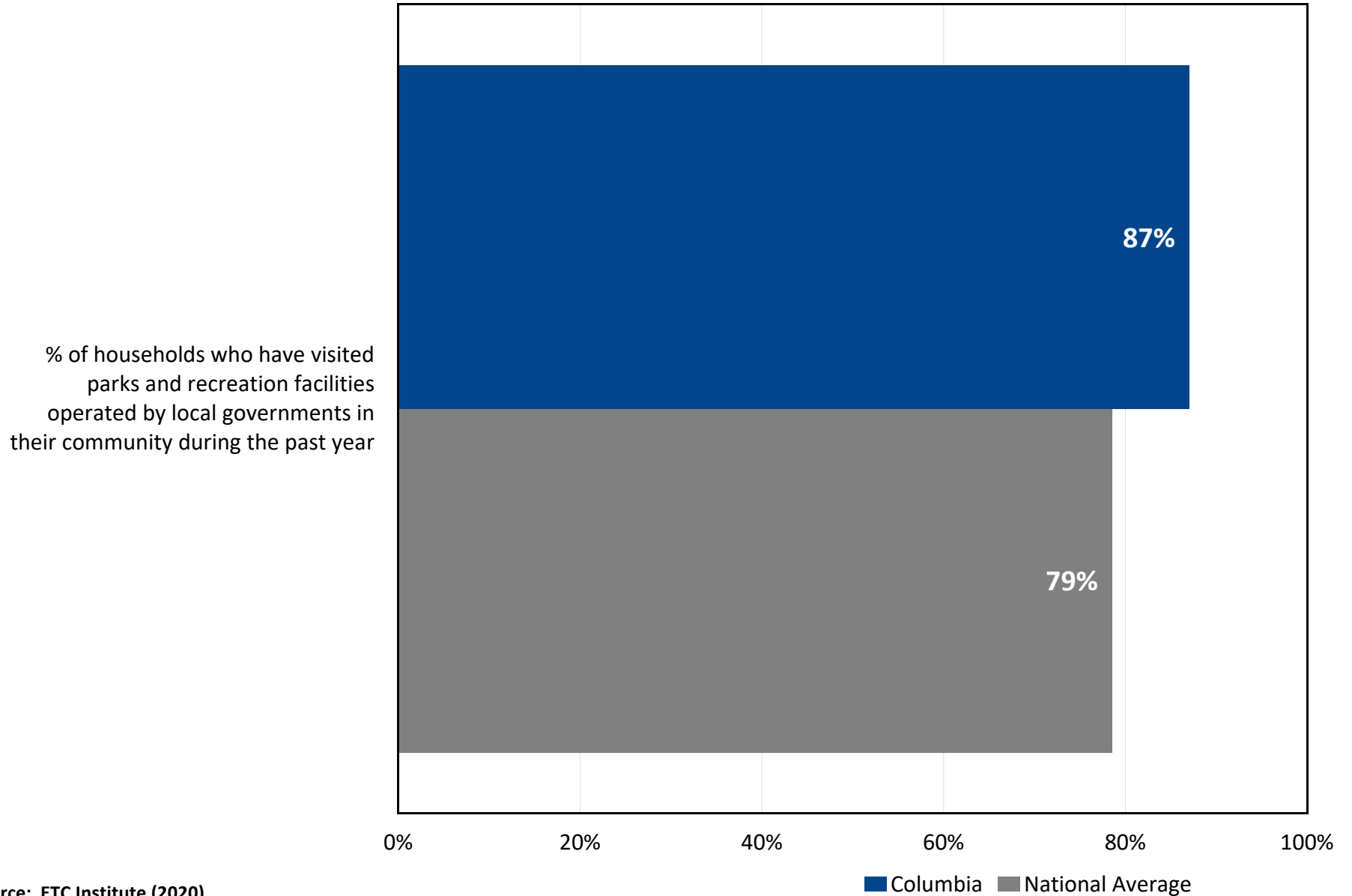
“National Averages” have been developed for numerous strategically important parks and recreation planning and management issues, including: customer satisfaction and usage of parks and programs; methods for receiving marketing information; reasons that prevent members of households from using parks and recreation facilities more often; priority recreation programs, parks, facilities and trails to improve or develop; priority programming spaces to have in planned community centers and aquatic facilities; potential attendance for planned indoor community centers and outdoor aquatic centers; etc.

Results from household responses for the City of Columbia were compared to National Benchmarks to gain further strategic information. A summary of all comparisons are shown in the graphs on the following pages.

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Columbia, Missouri is not authorized without written consent from ETC Institute.

Usage of Parks Columbia vs. National Average

by percentage of respondents

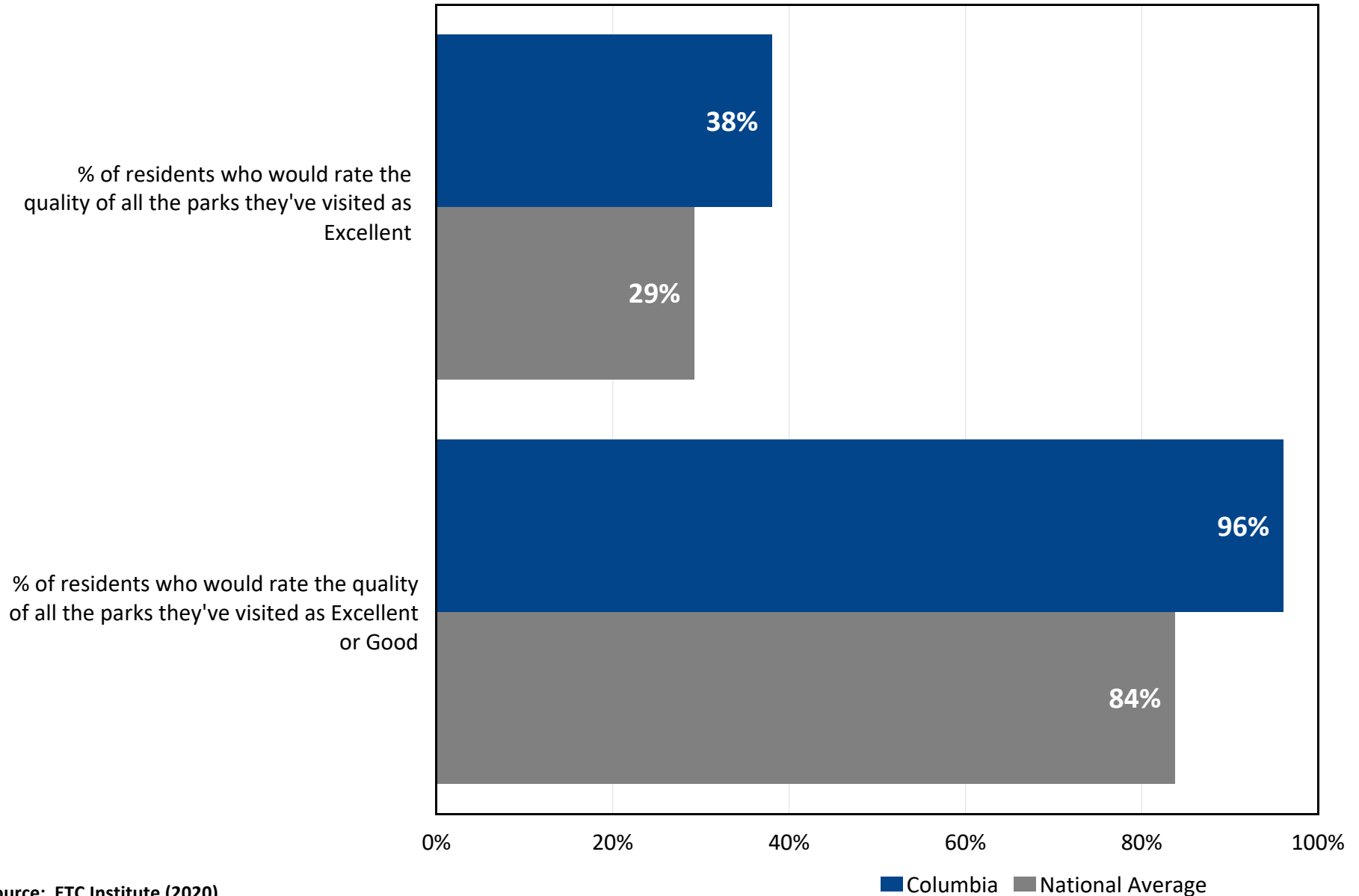


Source: ETC Institute (2020)

ETC Institute (2021)

Overall Ratings for Parks Columbia vs. National Average

by percentage of respondents (without "don't know")

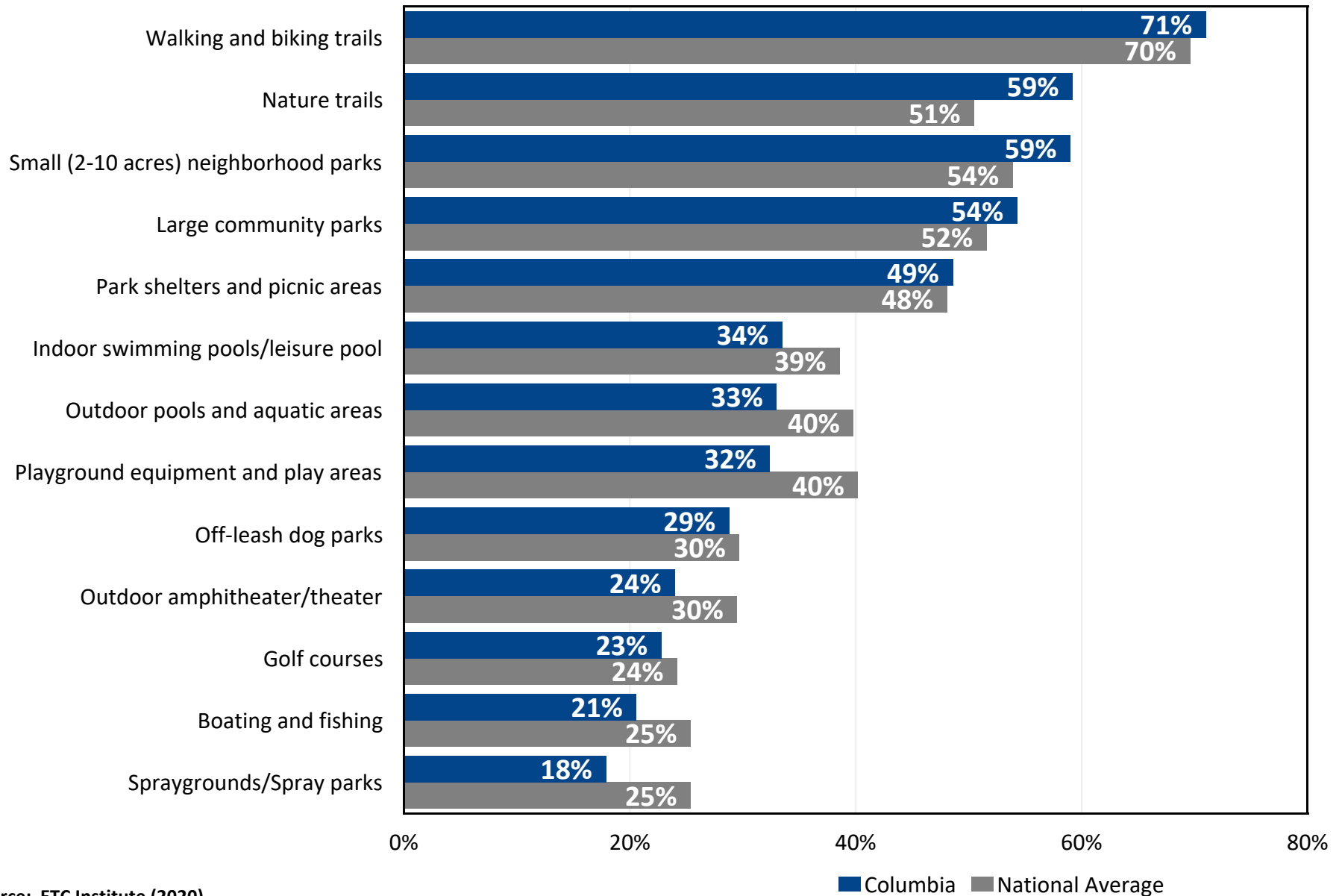


Source: ETC Institute (2020)

ETC Institute (2021)

Households with Needs for Parks and Recreation Facilities Columbia vs. National Average

by percentage of respondents with a need for sports facilities

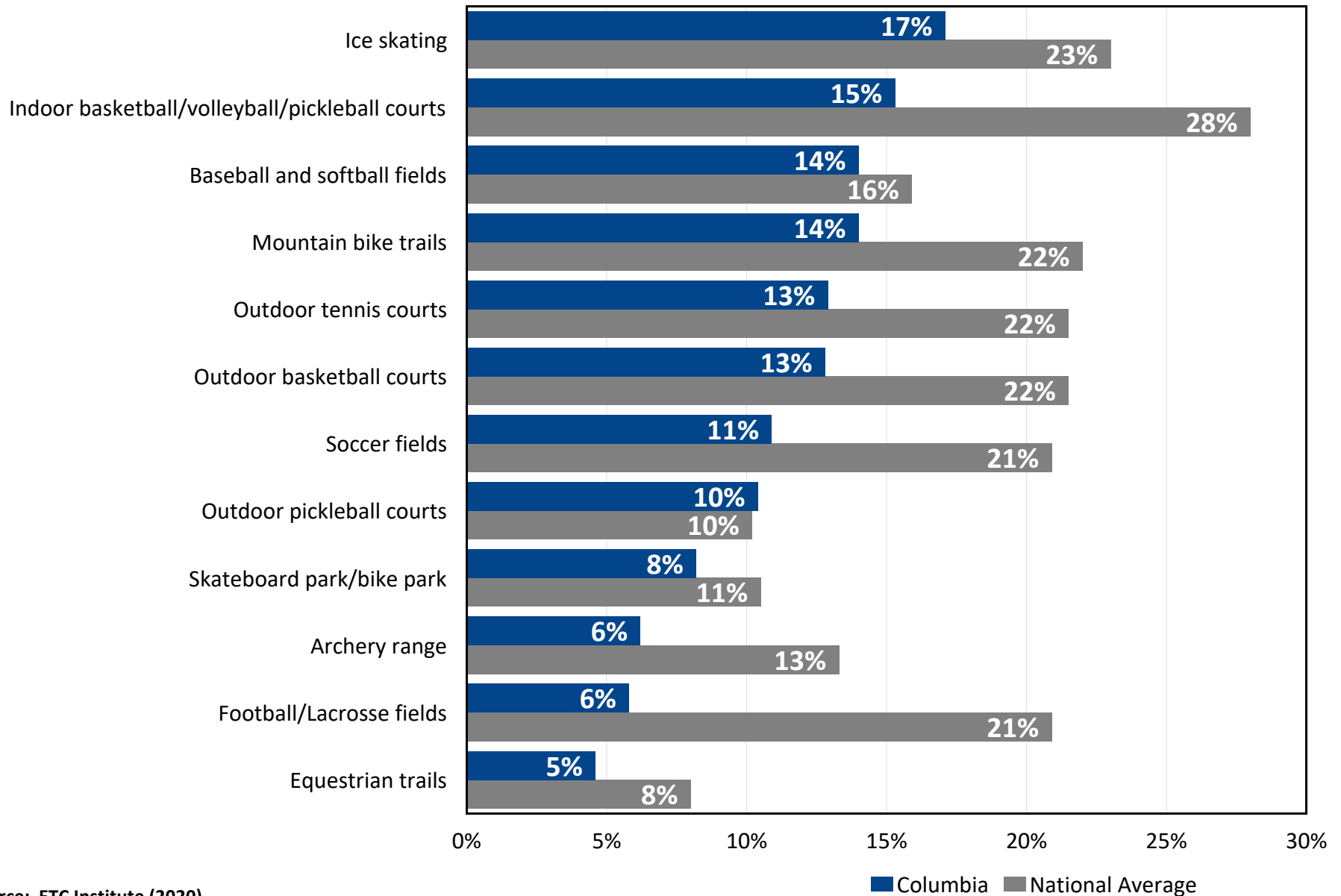


Source: ETC Institute (2020)

ETC Institute (2021)

(Cont.) Households with Needs for Parks and Recreation Facilities Columbia vs. National Average

by percentage of respondents with a need for sports facilities

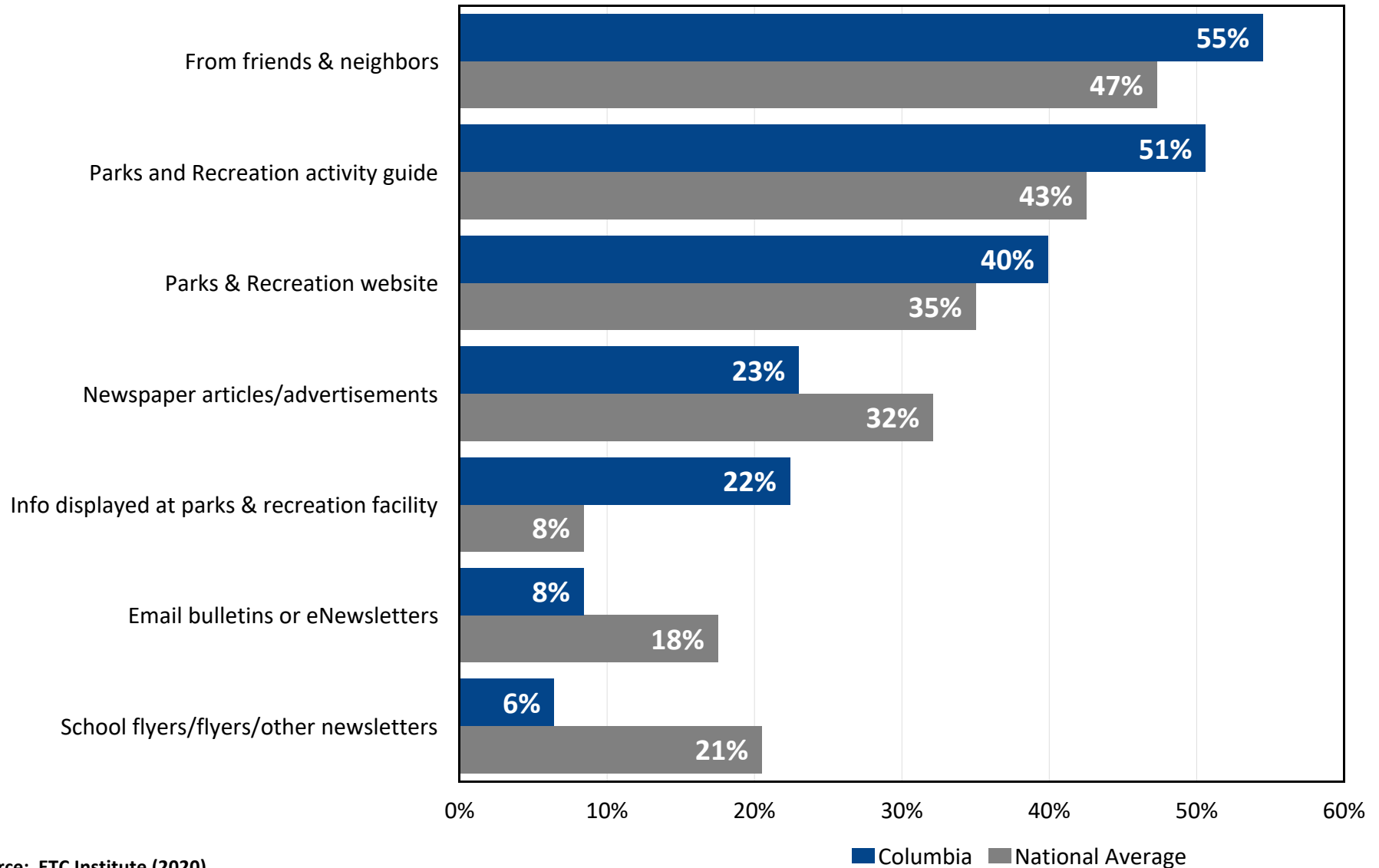


Source: ETC Institute (2020)

ETC Institute (2021)

Method of Accessing Information About Recreation Programs, Activities, and Facilities Columbia vs. National Average

by percentage of respondents

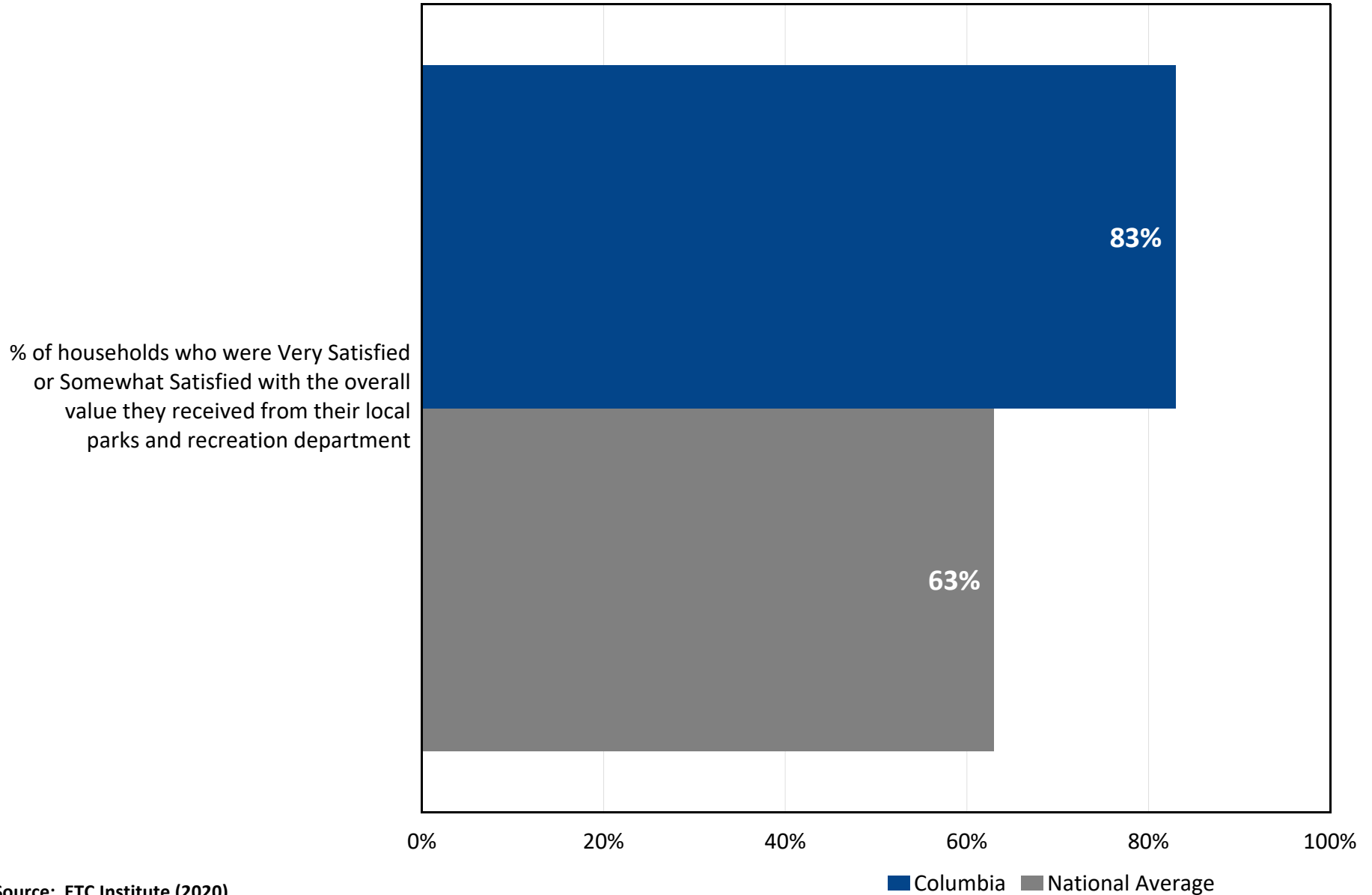


Source: ETC Institute (2020)

ETC Institute (2021)

Overall Value Received from Parks and Recreation Department Columbia vs. National Average

by percentage of respondents



Source: ETC Institute (2020)

ETC Institute (2021)

Section 4: **Tabular Data**

Q1. Have you or members of your household visited any of City of Columbia's parks during the past year?

<u>Q1. Have you visited any City parks during past year</u>	<u>Number</u>	<u>Percent</u>
Yes	478	87.1 %
No	71	12.9 %
Total	549	100.0 %

Q1a. Approximately how often did you or members of your household visit City of Columbia's parks during the past 12 months?

<u>Q1a. How often did you visit City parks during past 12 months</u>	<u>Number</u>	<u>Percent</u>
At least once a week	157	32.8 %
A few times per month	125	26.2 %
At least once per month	63	13.2 %
A few times during the year	130	27.2 %
None	2	0.4 %
Not provided	1	0.2 %
Total	478	100.0 %

WITHOUT "NOT PROVIDED"

Q1a. Approximately how often did you or members of your household visit City of Columbia's parks during the past 12 months? (without "not provided")

<u>Q1a. How often did you visit City parks during past 12 months</u>	<u>Number</u>	<u>Percent</u>
At least once a week	157	32.9 %
A few times per month	125	26.2 %
At least once per month	63	13.2 %
A few times during the year	130	27.3 %
None	2	0.4 %
Total	477	100.0 %

Q1b. Overall, how would you rate the physical condition of ALL of City of Columbia's parks you have visited?

Q1b. How would you rate physical condition of all parks you have visited

	Number	Percent
Excellent	173	36.2 %
Good	268	56.1 %
Fair	19	4.0 %
Poor	2	0.4 %
Not provided	16	3.3 %
Total	478	100.0 %

WITHOUT "NOT PROVIDED"

Q1b. Overall, how would you rate the physical condition of ALL of City of Columbia's parks you have visited? (without "not provided")

Q1b. How would you rate physical condition of all parks you have visited

	Number	Percent
Excellent	173	37.4 %
Good	268	58.0 %
Fair	19	4.1 %
Poor	2	0.4 %
Total	462	100.0 %

Q2. From the following list, please CHECK ALL the recreation facilities you or members of your household have used or visited in City of Columbia's parks over the past 12 months.

Q2. All recreation facilities you have used or visited in

<u>City parks over past 12 months</u>	<u>Number</u>	<u>Percent</u>
Walking, hiking, & biking trails	447	81.4 %
Outdoor exercise/fitness stations	71	12.9 %
Nature trails	333	60.7 %
Mountain biking trails	42	7.7 %
Playgrounds	158	28.8 %
Swimming pools	69	12.6 %
Spraygrounds/spray parks	55	10.0 %
Fishing & boating areas	76	13.8 %
Stephens Lake swimming beach	61	11.1 %
Off-leash areas/dog parks	140	25.5 %
Skateboard/roller hockey park	28	5.1 %
Picnic shelters	212	38.6 %
Tennis/pickleball courts	56	10.2 %
Stephens Lake Park Amphitheater	53	9.7 %
Archery range	9	1.6 %
Golf courses (L.A. Nickell & Lake of Woods)	83	15.1 %
Football/lacrosse fields	10	1.8 %
Softball/baseball fields	50	9.1 %
Soccer fields	35	6.4 %
Natural areas (Grindstone, Forum, Garth, Bonnie View, Capen)	255	46.4 %
Activity & Recreation Center (ARC)	138	25.1 %
Armory Sports Center	22	4.0 %
Historic home/farm (Nifong Park)	51	9.3 %
Disc golf	42	7.7 %
Hillcrest Community Center/Moss Building	20	3.6 %
Outdoor basketball courts	32	5.8 %
Columbia Sports Fieldhouse	34	6.2 %
Gans Creek Cross Country Course	33	6.0 %
None, we did not use any of these facilities	39	7.1 %
Other	10	1.8 %
Total	2664	

WITHOUT "NONE"

Q2. From the following list, please CHECK ALL the recreation facilities you or members of your household have used or visited in City of Columbia's parks over the past 12 months. (without "none")

Q2. All recreation facilities you have used or visited in

City parks over past 12 months	Number	Percent
Walking, hiking, & biking trails	447	87.6 %
Outdoor exercise/fitness stations	71	13.9 %
Nature trails	333	65.3 %
Mountain biking trails	42	8.2 %
Playgrounds	158	31.0 %
Swimming pools	69	13.5 %
Spraygrounds/spray parks	55	10.8 %
Fishing & boating areas	76	14.9 %
Stephens Lake swimming beach	61	12.0 %
Off-leash areas/dog parks	140	27.5 %
Skateboard/roller hockey park	28	5.5 %
Picnic shelters	212	41.6 %
Tennis/pickleball courts	56	11.0 %
Stephens Lake Park Amphitheater	53	10.4 %
Archery range	9	1.8 %
Golf courses (L.A. Nickell & Lake of Woods)	83	16.3 %
Football/lacrosse fields	10	2.0 %
Softball/baseball fields	50	9.8 %
Soccer fields	35	6.9 %
Natural areas (Grindstone, Forum, Garth, Bonnie View, Capen)	255	50.0 %
Activity & Recreation Center (ARC)	138	27.1 %
Armory Sports Center	22	4.3 %
Historic home/farm (Nifong Park)	51	10.0 %
Disc golf	42	8.2 %
Hillcrest Community Center/Moss Building	20	3.9 %
Outdoor basketball courts	32	6.3 %
Columbia Sports Fieldhouse	34	6.7 %
Gans Creek Cross Country Course	33	6.5 %
Other	10	2.0 %
Total	2625	

Q2-30. Other

<u>Q2-30. Other</u>	<u>Number</u>	<u>Percent</u>
None due to Covid	1	10.0 %
Indian Hills	1	10.0 %
Cosmo Park	1	10.0 %
Perry Phillips Lake	1	10.0 %
Stephens Lake Park/Trail	1	10.0 %
Hockey rink at Cosmo for roller skating	1	10.0 %
Rock Quarry Park	1	10.0 %
Audobon Nature Area	1	10.0 %
Wetlands Forum	1	10.0 %
<u>Cosmopolitan Park</u>	<u>1</u>	<u>10.0 %</u>
Total	10	100.0 %

Q3. Which FOUR of the parks and outdoor recreation facilities listed in Question 2 do you and members of your household visit the MOST OFTEN?

<u>Q3. Top choice</u>	<u>Number</u>	<u>Percent</u>
Walking, hiking, & biking trails	245	44.6 %
Outdoor exercise/fitness stations	7	1.3 %
Nature trails	22	4.0 %
Mountain biking trails	6	1.1 %
Playgrounds	40	7.3 %
Swimming pools	8	1.5 %
Fishing & boating areas	4	0.7 %
Stephens Lake swimming beach	3	0.5 %
Off-leash areas/dog parks	23	4.2 %
Skateboard/roller hockey park	3	0.5 %
Picnic shelters	10	1.8 %
Tennis/pickleball courts	10	1.8 %
Stephens Lake Park Amphitheater	3	0.5 %
Golf courses (L.A. Nickell & Lake of Woods)	10	1.8 %
Softball/baseball fields	8	1.5 %
Soccer fields	2	0.4 %
Natural areas (Grindstone, Forum, Garth, Bonnie View, Capen)	25	4.6 %
Activity & Recreation Center (ARC)	24	4.4 %
Armory Sports Center	2	0.4 %
Historic home/farm (Nifong Park)	2	0.4 %
Disc golf	4	0.7 %
Hillcrest Community Center/Moss Building	1	0.2 %
Outdoor basketball courts	2	0.4 %
Columbia Sports Fieldhouse	4	0.7 %
Gans Creek Cross Country Course	2	0.4 %
Other	3	0.5 %
<u>None chosen</u>	<u>76</u>	<u>13.8 %</u>
Total	549	100.0 %

Q3. Which FOUR of the parks and outdoor recreation facilities listed in Question 2 do you and members of your household visit the MOST OFTEN?

<u>Q3. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Walking, hiking, & biking trails	76	13.8 %
Outdoor exercise/fitness stations	11	2.0 %
Nature trails	106	19.3 %
Mountain biking trails	3	0.5 %
Playgrounds	37	6.7 %
Swimming pools	8	1.5 %
Spraygrounds/spray parks	3	0.5 %
Fishing & boating areas	8	1.5 %
Stephens Lake swimming beach	1	0.2 %
Off-leash areas/dog parks	28	5.1 %
Skateboard/roller hockey park	3	0.5 %
Picnic shelters	19	3.5 %
Tennis/pickleball courts	4	0.7 %
Stephens Lake Park Amphitheater	4	0.7 %
Archery range	1	0.2 %
Golf courses (L.A. Nickell & Lake of Woods)	24	4.4 %
Football/lacrosse fields	3	0.5 %
Softball/baseball fields	3	0.5 %
Soccer fields	6	1.1 %
Natural areas (Grindstone, Forum, Garth, Bonnie View, Capen)	43	7.8 %
Activity & Recreation Center (ARC)	21	3.8 %
Armory Sports Center	1	0.2 %
Historic home/farm (Nifong Park)	3	0.5 %
Disc golf	6	1.1 %
Hillcrest Community Center/Moss Building	2	0.4 %
Outdoor basketball courts	1	0.2 %
Columbia Sports Fieldhouse	1	0.2 %
Gans Creek Cross Country Course	2	0.4 %
None, we did not use any of these facilities	1	0.2 %
Other	2	0.4 %
<u>None chosen</u>	<u>118</u>	<u>21.5 %</u>
Total	549	100.0 %

Q3. Which FOUR of the parks and outdoor recreation facilities listed in Question 2 do you and members of your household visit the MOST OFTEN?

<u>Q3. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Walking, hiking, & biking trails	33	6.0 %
Outdoor exercise/fitness stations	11	2.0 %
Nature trails	82	14.9 %
Mountain biking trails	6	1.1 %
Playgrounds	19	3.5 %
Swimming pools	9	1.6 %
Spraygrounds/spray parks	9	1.6 %
Fishing & boating areas	4	0.7 %
Stephens Lake swimming beach	8	1.5 %
Off-leash areas/dog parks	20	3.6 %
Skateboard/roller hockey park	1	0.2 %
Picnic shelters	22	4.0 %
Tennis/pickleball courts	7	1.3 %
Stephens Lake Park Amphitheater	6	1.1 %
Archery range	3	0.5 %
Golf courses (L.A. Nickell & Lake of Woods)	12	2.2 %
Softball/baseball fields	10	1.8 %
Soccer fields	5	0.9 %
Natural areas (Grindstone, Forum, Garth, Bonnie View, Capen)	67	12.2 %
Activity & Recreation Center (ARC)	17	3.1 %
Armory Sports Center	2	0.4 %
Historic home/farm (Nifong Park)	6	1.1 %
Disc golf	6	1.1 %
Hillcrest Community Center/Moss Building	2	0.4 %
Outdoor basketball courts	2	0.4 %
Columbia Sports Fieldhouse	8	1.5 %
Gans Creek Cross Country Course	2	0.4 %
Other	1	0.2 %
<u>None chosen</u>	<u>169</u>	<u>30.8 %</u>
Total	549	100.0 %

Q3. Which FOUR of the parks and outdoor recreation facilities listed in Question 2 do you and members of your household visit the MOST OFTEN?

<u>Q3. 4th choice</u>	<u>Number</u>	<u>Percent</u>
Walking, hiking, & biking trails	31	5.6 %
Outdoor exercise/fitness stations	5	0.9 %
Nature trails	32	5.8 %
Mountain biking trails	6	1.1 %
Playgrounds	15	2.7 %
Swimming pools	9	1.6 %
Spraygrounds/spray parks	9	1.6 %
Fishing & boating areas	12	2.2 %
Stephens Lake swimming beach	5	0.9 %
Off-leash areas/dog parks	19	3.5 %
Skateboard/roller hockey park	3	0.5 %
Picnic shelters	48	8.7 %
Tennis/pickleball courts	4	0.7 %
Stephens Lake Park Amphitheater	9	1.6 %
Golf courses (L.A. Nickell & Lake of Woods)	13	2.4 %
Football/lacrosse fields	3	0.5 %
Softball/baseball fields	8	1.5 %
Soccer fields	5	0.9 %
Natural areas (Grindstone, Forum, Garth, Bonnie View, Capen)	41	7.5 %
Activity & Recreation Center (ARC)	16	2.9 %
Armory Sports Center	3	0.5 %
Historic home/farm (Nifong Park)	7	1.3 %
Disc golf	4	0.7 %
Hillcrest Community Center/Moss Building	3	0.5 %
Outdoor basketball courts	4	0.7 %
Columbia Sports Fieldhouse	4	0.7 %
Gans Creek Cross Country Course	3	0.5 %
Other	1	0.2 %
<u>None chosen</u>	<u>227</u>	<u>41.3 %</u>
Total	549	100.0 %

SUM OF TOP 4 CHOICES

Q3. Which FOUR of the parks and outdoor recreation facilities listed in Question 2 do you and members of your household visit the MOST OFTEN? (top 4)

Q3. Sum of top 4 choices	Number	Percent
Walking, hiking, & biking trails	385	70.1 %
Outdoor exercise/fitness stations	34	6.2 %
Nature trails	242	44.1 %
Mountain biking trails	21	3.8 %
Playgrounds	111	20.2 %
Swimming pools	34	6.2 %
Spraygrounds/spray parks	21	3.8 %
Fishing & boating areas	28	5.1 %
Stephens Lake swimming beach	17	3.1 %
Off-leash areas/dog parks	90	16.4 %
Skateboard/roller hockey park	10	1.8 %
Picnic shelters	99	18.0 %
Tennis/pickleball courts	25	4.6 %
Stephens Lake Park Amphitheater	22	4.0 %
Archery range	4	0.7 %
Golf courses (L.A. Nickell & Lake of Woods)	59	10.7 %
Football/lacrosse fields	6	1.1 %
Softball/baseball fields	29	5.3 %
Soccer fields	18	3.3 %
Natural areas (Grindstone, Forum, Garth, Bonnie View, Capen)	176	32.1 %
Activity & Recreation Center (ARC)	78	14.2 %
Armory Sports Center	8	1.5 %
Historic home/farm (Nifong Park)	18	3.3 %
Disc golf	20	3.6 %
Hillcrest Community Center/Moss Building	8	1.5 %
Outdoor basketball courts	9	1.6 %
Columbia Sports Fieldhouse	17	3.1 %
Gans Creek Cross Country Course	9	1.6 %
None, we did not use any of these facilities	1	0.2 %
Other	7	1.3 %
None chosen	76	13.8 %
Total	1682	

Q4. Please indicate if you or any member of your household has a need for each of the parks and recreational facilities listed below.

(N=549)

	Yes	No
Q4-1. Small (2-10 acres) neighborhood parks	59.0%	41.0%
Q4-2. Large community parks	54.3%	45.7%
Q4-3. Off-leash dog parks	28.8%	71.2%
Q4-4. Boating & fishing	20.6%	79.4%
Q4-5. Golf courses	22.8%	77.2%
Q4-6. Outdoor amphitheater/theater	24.0%	76.0%
Q4-7. Soccer fields	10.9%	89.1%
Q4-8. Baseball & softball fields	14.0%	86.0%
Q4-9. Football/lacrosse fields	5.8%	94.2%
Q4-10. Outdoor pools & aquatic areas	33.0%	67.0%
Q4-11. Spraygrounds/spray parks	17.9%	82.1%
Q4-12. Playground equipment & play areas	32.4%	67.6%
Q4-13. Park shelters & picnic areas	48.6%	51.4%
Q4-14. Ice skating	17.1%	82.9%
Q4-15. Outdoor basketball courts	12.8%	87.2%
Q4-16. Mountain bike trails	14.0%	86.0%
Q4-17. Walking & biking trails	71.0%	29.0%
Q4-18. Equestrian trails	4.6%	95.4%
Q4-19. Nature trails	59.2%	40.8%
Q4-20. Nature interpretive center	18.8%	81.2%
Q4-21. Outdoor tennis courts	12.9%	87.1%
Q4-22. Outdoor pickleball courts	10.4%	89.6%
Q4-23. Indoor basketball/volleyball/pickleball courts	15.3%	84.7%

Q4. Please indicate if you or any member of your household has a need for each of the parks and recreational facilities listed below.

	Yes	No
Q4-24. Indoor shelters/meeting space	17.3%	82.7%
Q4-25. Indoor swimming pools/leisure pool	33.5%	66.5%
Q4-26. Indoor fitness & exercise facilities	34.8%	65.2%
Q4-27. Outdoor running/walking track	33.0%	67.0%
Q4-28. Skateboard park/bike park	8.2%	91.8%
Q4-29. Sledding hills & cross country skiing	18.0%	82.0%
Q4-30. Archery range	6.2%	93.8%
Q4-31. Bocce courts	6.2%	93.8%
Q4-32. Other	3.1%	96.9%

Q4. If "Yes," please rate ALL the following parks and recreation Facilities of this type in Columbia using a scale of 5 to 1, where 5 means the needs of your household are "100% Met" and 1 means "0% Met."

(N=500)

	100% met	75% met	50% met	25% met	0% met
Q4-1. Small (2-10 acres) neighborhood parks	48.2%	28.2%	14.2%	4.2%	5.2%
Q4-2. Large community parks	63.8%	25.8%	8.7%	1.4%	0.3%
Q4-3. Off-leash dog parks	47.7%	22.8%	18.1%	9.4%	2.0%
Q4-4. Boating & fishing	23.9%	31.2%	25.7%	14.7%	4.6%
Q4-5. Golf courses	55.4%	24.0%	10.7%	8.3%	1.7%
Q4-6. Outdoor amphitheater/theater	40.3%	25.0%	21.0%	8.1%	5.6%
Q4-7. Soccer fields	56.4%	21.8%	16.4%	3.6%	1.8%
Q4-8. Baseball & softball fields	56.9%	22.2%	12.5%	6.9%	1.4%
Q4-9. Football/lacrosse fields	48.4%	32.3%	12.9%	6.5%	0.0%
Q4-10. Outdoor pools & aquatic areas	29.5%	26.6%	20.8%	14.5%	8.7%
Q4-11. Spraygrounds/spray parks	41.9%	24.7%	18.3%	7.5%	7.5%
Q4-12. Playground equipment & play areas	47.9%	33.7%	14.8%	2.4%	1.2%
Q4-13. Park shelters & picnic areas	52.5%	32.2%	9.8%	3.9%	1.6%
Q4-14. Ice skating	10.1%	5.6%	5.6%	9.0%	69.7%
Q4-15. Outdoor basketball courts	41.2%	27.9%	20.6%	7.4%	2.9%
Q4-16. Mountain bike trails	47.9%	25.4%	19.7%	5.6%	1.4%
Q4-17. Walking & biking trails	64.9%	25.7%	6.7%	2.1%	0.5%
Q4-18. Equestrian trails	25.0%	8.3%	25.0%	16.7%	25.0%
Q4-19. Nature trails	56.2%	32.6%	7.7%	3.2%	0.3%
Q4-20. Nature interpretive center	22.9%	28.1%	27.1%	10.4%	11.5%
Q4-21. Outdoor tennis courts	37.3%	29.9%	19.4%	10.4%	3.0%
Q4-22. Outdoor pickleball courts	16.7%	27.8%	27.8%	22.2%	5.6%
Q4-23. Indoor basketball/volleyball/pickleball courts	21.3%	21.3%	17.5%	32.5%	7.5%

Q4. If "Yes," please rate ALL the following parks and recreation Facilities of this type in Columbia using a scale of 5 to 1, where 5 means the needs of your household are "100% Met" and 1 means "0% Met."

	100% met	75% met	50% met	25% met	0% met
Q4-24. Indoor shelters/meeting space	34.4%	20.0%	27.8%	14.4%	3.3%
Q4-25. Indoor swimming pools/leisure pool	32.2%	17.5%	19.8%	19.8%	10.7%
Q4-26. Indoor fitness & exercise facilities	40.5%	28.6%	15.7%	8.6%	6.5%
Q4-27. Outdoor running/walking track	36.3%	23.4%	22.2%	12.9%	5.3%
Q4-28. Skateboard park/bike park	20.9%	32.6%	30.2%	11.6%	4.7%
Q4-29. Sledding hills & cross country skiing	25.5%	19.1%	26.6%	18.1%	10.6%
Q4-30. Archery range	30.3%	18.2%	24.2%	24.2%	3.0%
Q4-31. Bocce courts	12.5%	9.4%	34.4%	15.6%	28.1%
Q4-32. Other	18.8%	12.5%	12.5%	6.3%	50.0%

Q4-32. Other

Q4-32. Other	Number	Percent
Disc golf courses	4	23.5 %
Garden, walking, fountains, butterfly	1	5.9 %
Table tennis room	1	5.9 %
Roller blade trail	1	5.9 %
Velodrome	1	5.9 %
More fishing	1	5.9 %
Members only dog park	1	5.9 %
Large undeveloped areas where we can lay tracks for dogs to find	1	5.9 %
Snow shoe trail	1	5.9 %
Indoor tennis facility	1	5.9 %
Indoor tennis	1	5.9 %
Bike lane on Broadway	1	5.9 %
More pickleball courts	1	5.9 %
Adaptive sports	1	5.9 %
Total	17	100.0 %

Q5. Which FOUR of the parks/facilities from the list in Question 4 are MOST IMPORTANT to your household?

<u>Q5. Top choice</u>	<u>Number</u>	<u>Percent</u>
Small (2-10 acres) neighborhood parks	70	12.8 %
Large community parks	28	5.1 %
Off-leash dog parks	26	4.7 %
Boating & fishing	12	2.2 %
Golf courses	21	3.8 %
Outdoor amphitheater/theater	4	0.7 %
Soccer fields	5	0.9 %
Baseball & softball fields	9	1.6 %
Outdoor pools & aquatic areas	8	1.5 %
Spraygrounds/spray parks	1	0.2 %
Playground equipment & play areas	23	4.2 %
Park shelters & picnic areas	10	1.8 %
Ice skating	15	2.7 %
Outdoor basketball courts	1	0.2 %
Mountain bike trails	3	0.5 %
Walking & biking trails	138	25.1 %
Equestrian trails	2	0.4 %
Nature trails	36	6.6 %
Outdoor tennis courts	5	0.9 %
Outdoor pickleball courts	5	0.9 %
Indoor basketball/volleyball/pickleball courts	10	1.8 %
Indoor swimming pools/leisure pool	19	3.5 %
Indoor fitness & exercise facilities	14	2.6 %
Outdoor running/walking track	7	1.3 %
Skateboard park/bike park	2	0.4 %
Other	5	0.9 %
<u>None chosen</u>	<u>70</u>	<u>12.8 %</u>
Total	549	100.0 %

Q5. Which FOUR of the parks/facilities from the list in Question 4 are MOST IMPORTANT to your household?

<u>Q5. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Small (2-10 acres) neighborhood parks	35	6.4 %
Large community parks	47	8.6 %
Off-leash dog parks	30	5.5 %
Boating & fishing	8	1.5 %
Golf courses	16	2.9 %
Outdoor amphitheater/theater	6	1.1 %
Soccer fields	2	0.4 %
Baseball & softball fields	5	0.9 %
Football/lacrosse fields	3	0.5 %
Outdoor pools & aquatic areas	20	3.6 %
Spraygrounds/spray parks	4	0.7 %
Playground equipment & play areas	20	3.6 %
Park shelters & picnic areas	20	3.6 %
Ice skating	8	1.5 %
Outdoor basketball courts	5	0.9 %
Mountain bike trails	7	1.3 %
Walking & biking trails	78	14.2 %
Equestrian trails	1	0.2 %
Nature trails	62	11.3 %
Nature interpretive center	3	0.5 %
Outdoor tennis courts	5	0.9 %
Outdoor pickleball courts	4	0.7 %
Indoor basketball/volleyball/pickleball courts	5	0.9 %
Indoor shelters/meeting space	1	0.2 %
Indoor swimming pools/leisure pool	9	1.6 %
Indoor fitness & exercise facilities	18	3.3 %
Outdoor running/walking track	6	1.1 %
Skateboard park/bike park	4	0.7 %
Archery range	3	0.5 %
Bocce courts	1	0.2 %
Other	6	1.1 %
None chosen	107	19.5 %
Total	549	100.0 %

Q5. Which FOUR of the parks/facilities from the list in Question 4 are MOST IMPORTANT to your household?

<u>Q5. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Small (2-10 acres) neighborhood parks	30	5.5 %
Large community parks	34	6.2 %
Off-leash dog parks	19	3.5 %
Boating & fishing	5	0.9 %
Golf courses	11	2.0 %
Outdoor amphitheater/theater	2	0.4 %
Soccer fields	5	0.9 %
Baseball & softball fields	8	1.5 %
Football/lacrosse fields	1	0.2 %
Outdoor pools & aquatic areas	20	3.6 %
Spraygrounds/spray parks	7	1.3 %
Playground equipment & play areas	18	3.3 %
Park shelters & picnic areas	32	5.8 %
Ice skating	8	1.5 %
Outdoor basketball courts	3	0.5 %
Mountain bike trails	5	0.9 %
Walking & biking trails	53	9.7 %
Equestrian trails	3	0.5 %
Nature trails	48	8.7 %
Nature interpretive center	8	1.5 %
Outdoor tennis courts	3	0.5 %
Outdoor pickleball courts	6	1.1 %
Indoor basketball/volleyball/pickleball courts	2	0.4 %
Indoor shelters/meeting space	7	1.3 %
Indoor swimming pools/leisure pool	19	3.5 %
Indoor fitness & exercise facilities	16	2.9 %
Outdoor running/walking track	16	2.9 %
Skateboard park/bike park	2	0.4 %
Sledding hills & cross country skiing	3	0.5 %
Archery range	2	0.4 %
Other	3	0.5 %
None chosen	150	27.3 %
Total	549	100.0 %

Q5. Which FOUR of the parks/facilities from the list in Question 4 are MOST IMPORTANT to your household?

<u>Q5. 4th choice</u>	<u>Number</u>	<u>Percent</u>
Small (2-10 acres) neighborhood parks	36	6.6 %
Large community parks	31	5.6 %
Off-leash dog parks	17	3.1 %
Boating & fishing	9	1.6 %
Golf courses	15	2.7 %
Outdoor amphitheater/theater	9	1.6 %
Soccer fields	3	0.5 %
Baseball & softball fields	4	0.7 %
Football/lacrosse fields	3	0.5 %
Outdoor pools & aquatic areas	18	3.3 %
Spraygrounds/spray parks	5	0.9 %
Playground equipment & play areas	17	3.1 %
Park shelters & picnic areas	27	4.9 %
Ice skating	7	1.3 %
Outdoor basketball courts	4	0.7 %
Mountain bike trails	3	0.5 %
Walking & biking trails	19	3.5 %
Equestrian trails	2	0.4 %
Nature trails	37	6.7 %
Nature interpretive center	4	0.7 %
Outdoor tennis courts	6	1.1 %
Outdoor pickleball courts	3	0.5 %
Indoor basketball/volleyball/pickleball courts	4	0.7 %
Indoor shelters/meeting space	3	0.5 %
Indoor swimming pools/leisure pool	19	3.5 %
Indoor fitness & exercise facilities	13	2.4 %
Outdoor running/walking track	9	1.6 %
Skateboard park/bike park	4	0.7 %
Sledding hills & cross country skiing	6	1.1 %
Archery range	4	0.7 %
Bocce courts	1	0.2 %
Other	3	0.5 %
None chosen	204	37.2 %
Total	549	100.0 %

SUM OF TOP 4 CHOICES

Q5. Which FOUR of the parks/facilities from the list in Question 4 are MOST IMPORTANT to your household? (top 4)

<u>Q5. Sum of top 4 choices</u>	<u>Number</u>	<u>Percent</u>
Small (2-10 acres) neighborhood parks	171	31.1 %
Large community parks	140	25.5 %
Off-leash dog parks	92	16.8 %
Boating & fishing	34	6.2 %
Golf courses	63	11.5 %
Outdoor amphitheater/theater	21	3.8 %
Soccer fields	15	2.7 %
Baseball & softball fields	26	4.7 %
Football/lacrosse fields	7	1.3 %
Outdoor pools & aquatic areas	66	12.0 %
Spraygrounds/spray parks	17	3.1 %
Playground equipment & play areas	78	14.2 %
Park shelters & picnic areas	89	16.2 %
Ice skating	38	6.9 %
Outdoor basketball courts	13	2.4 %
Mountain bike trails	18	3.3 %
Walking & biking trails	288	52.5 %
Equestrian trails	8	1.5 %
Nature trails	183	33.3 %
Nature interpretive center	15	2.7 %
Outdoor tennis courts	19	3.5 %
Outdoor pickleball courts	18	3.3 %
Indoor basketball/volleyball/pickleball courts	21	3.8 %
Indoor shelters/meeting space	11	2.0 %
Indoor swimming pools/leisure pool	66	12.0 %
Indoor fitness & exercise facilities	61	11.1 %
Outdoor running/walking track	38	6.9 %
Skateboard park/bike park	12	2.2 %
Sledding hills & cross country skiing	9	1.6 %
Archery range	9	1.6 %
Bocce courts	2	0.4 %
Other	17	3.1 %
None chosen	70	12.8 %
Total	1735	

Q6. From the following options, how high of a priority do you feel city officials should place on maintaining the conditions of the parks, trails, and recreation facilities in the Columbia Parks and Recreation system?

Q6. How high of a priority should City officials place on maintaining conditions of parks, trails, & recreation facilities in Columbia Parks & Recreation system

	Number	Percent
Very high priority	225	41.0 %
High priority	228	41.5 %
Medium priority	67	12.2 %
Low priority	9	1.6 %
Very low priority	9	1.6 %
Not provided	11	2.0 %
Total	549	100.0 %

WITHOUT "NOT PROVIDED"

Q6. From the following options, how high of a priority do you feel city officials should place on maintaining the conditions of the parks, trails, and recreation facilities in the Columbia Parks and Recreation system? (without "not provided")

Q6. How high of a priority should City officials place on maintaining conditions of parks, trails, & recreation facilities in Columbia Parks & Recreation system

	Number	Percent
Very high priority	225	41.8 %
High priority	228	42.4 %
Medium priority	67	12.5 %
Low priority	9	1.7 %
Very low priority	9	1.7 %
Total	538	100.0 %

Q7. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the overall value your household receives from the Columbia Parks and Recreation Department.

Q7. Please rate your satisfaction with overall value your household receives from Columbia Parks & Recreation

Department	Number	Percent
Very satisfied	255	46.4 %
Somewhat satisfied	169	30.8 %
Neutral	58	10.6 %
Somewhat dissatisfied	9	1.6 %
Very dissatisfied	14	2.6 %
Don't know	44	8.0 %
Total	549	100.0 %

WITHOUT "DON'T KNOW"

Q7. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the overall value your household receives from the Columbia Parks and Recreation Department. (without "don't know")

Q7. Please rate your satisfaction with overall value your household receives from Columbia Parks & Recreation

Department	Number	Percent
Very satisfied	255	50.5 %
Somewhat satisfied	169	33.5 %
Neutral	58	11.5 %
Somewhat dissatisfied	9	1.8 %
Very dissatisfied	14	2.8 %
Total	505	100.0 %

Q8. From the following list, please CHECK ALL the ways you learn about Columbia Parks and Recreation Department programs, activities, and facilities.

Q8. All the ways you learn about Columbia Parks & Recreation Department programs, activities, & facilities	Number	Percent
"Leisure Times" Activity Guide	278	50.6 %
Parks & Recreation website	219	39.9 %
Newspaper articles/advertisements	126	23.0 %
Radio	107	19.5 %
City channel	15	2.7 %
Television (all other channels)	104	18.9 %
From friends & neighbors	299	54.5 %
Email bulletins or eNewsletters	46	8.4 %
"City Source" utility newsletter	182	33.2 %
School flyers/flyers/other newsletters	35	6.4 %
Facebook	124	22.6 %
Twitter	8	1.5 %
Instagram	18	3.3 %
Info displayed at parks & recreation facility	123	22.4 %
Total	1684	

Q9. From the following list, please CHECK ALL the City of Columbia trails that you or your family members use.

Q9. All City trails that you use	Number	Percent
MKT Trail	392	71.4 %
Hinkson Creek Trail	215	39.2 %
Bear Creek Trail	189	34.4 %
Hominy Creek Trail	81	14.8 %
Scott's Branch Trail	101	18.4 %
County House Trail	61	11.1 %
Grindstone Creek Trail	221	40.3 %
South Providence Trail	87	15.8 %
Stephens Lake Park Trails	324	59.0 %
Other trails in a neighborhood or community park	195	35.5 %
Rhett's Run Mountain Bike Trail	28	5.1 %
We do not use any of these trails	55	10.0 %
Total	1949	

Q10. Given the COVID-19 local health order restrictions, how has your and your household's perception of the value of parks, trails, open spaces and recreation changed?

Q10. How has your household's perception of value of parks, trails, open spaces & recreation changed given

COVID-19 local health order restrictions	Number	Percent
Value has significantly increased	156	28.4 %
Value has somewhat increased	131	23.9 %
No change	200	36.4 %
Value has somewhat decreased	23	4.2 %
Value has significantly decreased	8	1.5 %
Not provided	31	5.6 %
Total	549	100.0 %

WITHOUT "NOT PROVIDED"

Q10. Given the COVID-19 local health order restrictions, how has your and your household's perception of the value of parks, trails, open spaces and recreation changed? (without "not provided")

Q10. How has your household's perception of value of parks, trails, open spaces & recreation changed given

COVID-19 local health order restrictions	Number	Percent
Value has significantly increased	156	30.1 %
Value has somewhat increased	131	25.3 %
No change	200	38.6 %
Value has somewhat decreased	23	4.4 %
Value has significantly decreased	8	1.5 %
Total	518	100.0 %

Q11. Which of the following Parks and Recreation events or events hosted at a City of Columbia park have members of your household attended in the past?

Q11. Which of the following Parks & Recreation events or events hosted at a City park have members of your household attended in the past

	Number	Percent
Fire in the Sky	269	49.0 %
Movies in the Park (or Drive-In)	78	14.2 %
Family Fun Fests	69	12.6 %
Yappy Hour	15	2.7 %
Heritage Festival	209	38.1 %
Halloween Event	29	5.3 %
Tons of Trucks or Sensory Friendly Touch-a-Truck	67	12.2 %
Heritage Day (Douglass Park)	26	4.7 %
DJ in the Park (Douglass Park)	11	2.0 %
Lawn Chair Concert Series (Douglass Park)	18	3.3 %
Coolin' Down with the Blues (Douglass Park)	13	2.4 %
Art in the Park (Stephens Lake Park)	318	57.9 %
Roots N Blues (Stephens Lake Park)	227	41.3 %
Stephens Lake Amphitheater Concert Series	76	13.8 %
Splat Junior Obstacle Mud Run	12	2.2 %
Easter egg hunts	33	6.0 %
Kaleidospoke glow bike ride	9	1.6 %
Trail runs (ROC 7K, Stonegrinder, Bear Creek Half Marathon)	32	5.8 %
Total	1511	

Q12. Below is a list of new projects and actions the City of Columbia could take to improve the parks and recreation system through the 1/8th cent sales tax. Please indicate whether you would be very supportive, somewhat supportive, not sure, or not supportive of each project/action.

(N=549)

	Very supportive	Somewhat supportive	Not sure	Not supportive
Q12-1. Acquire land to preserve open space & protect the environment	48.8%	20.4%	18.0%	12.8%
Q12-2. Acquire land for preservation & to develop walking/hiking trails	52.6%	20.9%	14.8%	11.7%
Q12-3. Acquire land for developing athletic fields & recreational facilities	20.4%	30.6%	33.7%	15.3%
Q12-4. Acquire land for developing neighborhood parks	39.9%	27.9%	21.3%	10.9%
Q12-5. Fix-up/repair older park facilities/ shelters/playgrounds/restrooms	63.4%	22.6%	10.6%	3.5%
Q12-6. Upgrade/improve existing pools/ sports fields/golf courses	37.9%	31.7%	24.6%	5.8%
Q12-7. Upgrade/improve existing outdoor sport courts (tennis, basketball, pickleball)	28.8%	32.4%	30.2%	8.6%
Q12-8. Continue to develop 30-mile trail loop around City for recreation & transportation	47.2%	22.8%	18.6%	11.5%
Q12-9. Develop new walking & biking trails that connect neighborhoods to destination (major) trails	48.3%	23.0%	16.8%	12.0%
Q12-10. Develop new natural surface/ interpretive trails	27.7%	25.3%	30.8%	16.2%
Q12-11. Develop new indoor recreation center with pool, fitness equipment, gym, walking track, etc.	24.6%	21.7%	34.8%	18.9%
Q12-12. Develop more indoor sport courts (basketball, volleyball, pickleball)	13.7%	21.7%	43.2%	21.5%
Q12-13. Develop an ice-skating facility (seasonal or indoor)	21.7%	24.6%	33.3%	20.4%
Q12-14. Acquire & develop a 2-acre Downtown cultural arts/green space near Columbia College & North Village Arts District	22.8%	21.1%	34.2%	21.9%

Q12. Below is a list of new projects and actions the City of Columbia could take to improve the parks and recreation system through the 1/8th cent sales tax. Please indicate whether you would be very supportive, somewhat supportive, not sure, or not supportive of each project/action.

	Very supportive	Somewhat supportive	Not sure	Not supportive
Q12-15. Develop new youth & adult outdoor athletic fields	13.1%	27.3%	40.8%	18.8%
Q12-16. Develop outdoor artificial turf athletic fields	9.5%	13.3%	43.5%	33.7%
Q12-17. Develop new outdoor swimming pool/aquatic facility with features, including water slides, zero depth entry, lazy river, water buckets & sprays, lap lanes	25.0%	21.1%	35.2%	18.8%
Q12-18. Develop an indoor aquatic center for recreation & competitive swimming (8 lanes with spectator seating)	17.7%	23.7%	35.9%	22.8%
Q12-19. Develop new off-leash dog parks	20.6%	21.7%	34.2%	23.5%
Q12-20. Upgrade existing skate park and/or develop new skate spots	10.2%	20.9%	45.9%	23.0%
Q12-21. Develop sports/recreational facilities at former fairgrounds property	19.9%	22.6%	41.7%	15.8%
Q12-22. Other	90.7%	7.0%	0.0%	2.3%

Q12-22. Other

- Add Mulch at Grandston Nature Trail
- Additional swim beaches
- Amphitheater for outdoor movies
- Anything to revive and restore native ecosystems.
- Blue Grass Music Festivals
- Build more disc golf courses
- Build more sidewalks, make more common
- Cheaper pools.
- Columbia needs an ice rink more than any other parks & rec project. I along with many other people commute to Jefferson City to play hockey more than we use any other Columbia parks. Mizzou would also benefit. Lots of Stl, Chicago kids go to Springfield over mu just because they have a great facility
- Complete AG Park buildings/new buildings
- Consider fairgrounds similar to Eckerts Farm in Belleville, IL- and the playground for disabled.
- Create more/better managed public fishing areas.
- Develop fishing lakes
- Develop more mountain bike trails, improve Rhetts Run
- Disc golf course in South Columbia
- Erosion control at disc golf courses.
- Extend Flatbranch Park to corner of Providence and Broadway.
- Fix up, repair and upgrade existing disc golf courses.
Fix and improve drainage issues with existing trails.
- Have portable restrooms
- Hockey Rink
- Improved boating facilities.
- Indoor tennis
- Indoor tennis facility
- Maintain existing facilities
- Maintain existing services
- Members- only dog parks with vaccinated dogs only, separated into puppy and adult dog areas.
- Model Rocket launch area
- More disc golf courses
- Nature Center
- Nature Center similar to Runge, Children's museum
- Need "no" dog walking trails, elderly people need walking trails where dogs are not running and jumping on them.
- New Disc Golf course
- North of i-70 developments
- Outdoor classroom spaces-native plant restorations in neighborhoods.
- Outdoor NERF fields
- provide more shade to neighborhood/big parks
- Provide space for adaptive sports
- Radio controlled Car tracks (RC park)

Q12-22. Other

- Security needs to be stepped up at the facilities we now have BEFORE we add to the budget burden. If we can't make what we have already in place safe and secure to be used, how can we in good conscience throw money at acquiring or developing other sites?
- See more things for senior citizens.
- Take great care of what we have.
- Velodrome
- Would like to see more north of town.

Q13. From the list in Question 12, which FOUR of the actions would you be most willing to fund with revenues from the 1/8th cent Park Sales Tax?

<u>Q13. Top choice</u>	<u>Number</u>	<u>Percent</u>
Acquire land to preserve open space & protect the environment	99	18.0 %
Acquire land for preservation & to develop walking/hiking trails	50	9.1 %
Acquire land for developing athletic fields & recreational facilities	5	0.9 %
Acquire land for developing neighborhood parks	16	2.9 %
Fix-up/repair older park facilities/shelters/playgrounds/ restrooms	82	14.9 %
Upgrade/improve existing pools/sports fields/golf courses	10	1.8 %
Upgrade/improve existing outdoor sport courts (tennis, basketball, pickleball)	12	2.2 %
Continue to develop 30-mile trail loop around City for recreation & transportation	35	6.4 %
Develop new walking & biking trails that connect neighborhoods to destination (major) trails	25	4.6 %
Develop new indoor recreation center with pool, fitness equipment, gym, walking track, etc.	16	2.9 %
Develop more indoor sport courts (basketball, volleyball, pickleball)	5	0.9 %
Develop an ice-skating facility (seasonal or indoor)	27	4.9 %
Acquire & develop a 2-acre Downtown cultural arts/green space near Columbia College & North Village Arts District	10	1.8 %
Develop new youth & adult outdoor athletic fields	1	0.2 %
Develop outdoor artificial turf athletic fields	1	0.2 %
Develop new outdoor swimming pool/aquatic facility with features, including water slides, zero depth entry, lazy river, water buckets & sprays, lap lanes	17	3.1 %
Develop an indoor aquatic center for recreation & competitive swimming (8 lanes with spectator seating)	16	2.9 %
Develop new off-leash dog parks	16	2.9 %
Upgrade existing skate park and/or develop new skate spots	3	0.5 %
Develop sports/recreational facilities at former fairgrounds property	11	2.0 %
Other	16	2.9 %
None chosen	76	13.8 %
Total	549	100.0 %

Q13. From the list in Question 12, which FOUR of the actions would you be most willing to fund with revenues from the 1/8th cent Park Sales Tax?

Q13. 2nd choice	Number	Percent
Acquire land to preserve open space & protect the environment	32	5.8 %
Acquire land for preservation & to develop walking/hiking trails	73	13.3 %
Acquire land for developing athletic fields & recreational facilities	7	1.3 %
Acquire land for developing neighborhood parks	31	5.6 %
Fix-up/repair older park facilities/shelters/playgrounds/ restrooms	54	9.8 %
Upgrade/improve existing pools/sports fields/golf courses	46	8.4 %
Upgrade/improve existing outdoor sport courts (tennis, basketball, pickleball)	8	1.5 %
Continue to develop 30-mile trail loop around City for recreation & transportation	37	6.7 %
Develop new walking & biking trails that connect neighborhoods to destination (major) trails	44	8.0 %
Develop new natural surface/interpretive trails	7	1.3 %
Develop new indoor recreation center with pool, fitness equipment, gym, walking track, etc.	16	2.9 %
Develop more indoor sport courts (basketball, volleyball, pickleball)	7	1.3 %
Develop an ice-skating facility (seasonal or indoor)	17	3.1 %
Acquire & develop a 2-acre Downtown cultural arts/green space near Columbia College & North Village Arts District	7	1.3 %
Develop new youth & adult outdoor athletic fields	3	0.5 %
Develop outdoor artificial turf athletic fields	3	0.5 %
Develop new outdoor swimming pool/aquatic facility with features, including water slides, zero depth entry, lazy river, water buckets & sprays, lap lanes	26	4.7 %
Develop an indoor aquatic center for recreation & competitive swimming (8 lanes with spectator seating)	12	2.2 %
Develop new off-leash dog parks	8	1.5 %
Upgrade existing skate park and/or develop new skate spots	3	0.5 %
Develop sports/recreational facilities at former fairgrounds property	8	1.5 %
Other	2	0.4 %
None chosen	98	17.9 %
Total	549	100.0 %

Q13. From the list in Question 12, which FOUR of the actions would you be most willing to fund with revenues from the 1/8th cent Park Sales Tax?

<u>Q13. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Acquire land to preserve open space & protect the environment	25	4.6 %
Acquire land for preservation & to develop walking/hiking trails	33	6.0 %
Acquire land for developing athletic fields & recreational facilities	10	1.8 %
Acquire land for developing neighborhood parks	29	5.3 %
Fix-up/repair older park facilities/shelters/playgrounds/ restrooms	43	7.8 %
Upgrade/improve existing pools/sports fields/golf courses	22	4.0 %
Upgrade/improve existing outdoor sport courts (tennis, basketball, pickleball)	33	6.0 %
Continue to develop 30-mile trail loop around City for recreation & transportation	40	7.3 %
Develop new walking & biking trails that connect neighborhoods to destination (major) trails	47	8.6 %
Develop new natural surface/interpretive trails	10	1.8 %
Develop new indoor recreation center with pool, fitness equipment, gym, walking track, etc.	20	3.6 %
Develop more indoor sport courts (basketball, volleyball, pickleball)	8	1.5 %
Develop an ice-skating facility (seasonal or indoor)	23	4.2 %
Acquire & develop a 2-acre Downtown cultural arts/green space near Columbia College & North Village Arts District	13	2.4 %
Develop new youth & adult outdoor athletic fields	6	1.1 %
Develop outdoor artificial turf athletic fields	2	0.4 %
Develop new outdoor swimming pool/aquatic facility with features, including water slides, zero depth entry, lazy river, water buckets & sprays, lap lanes	14	2.6 %
Develop an indoor aquatic center for recreation & competitive swimming (8 lanes with spectator seating)	8	1.5 %
Develop new off-leash dog parks	16	2.9 %
Upgrade existing skate park and/or develop new skate spots	3	0.5 %
Develop sports/recreational facilities at former fairgrounds property	17	3.1 %
Other	7	1.3 %
None chosen	120	21.9 %
Total	549	100.0 %

Q13. From the list in Question 12, which FOUR of the actions would you be most willing to fund with revenues from the 1/8th cent Park Sales Tax?

<u>Q13. 4th choice</u>	<u>Number</u>	<u>Percent</u>
Acquire land to preserve open space & protect the environment	19	3.5 %
Acquire land for preservation & to develop walking/hiking trails	28	5.1 %
Acquire land for developing athletic fields & recreational facilities	8	1.5 %
Acquire land for developing neighborhood parks	18	3.3 %
Fix-up/repair older park facilities/shelters/playgrounds/ restrooms	38	6.9 %
Upgrade/improve existing pools/sports fields/golf courses	21	3.8 %
Upgrade/improve existing outdoor sport courts (tennis, basketball, pickleball)	12	2.2 %
Continue to develop 30-mile trail loop around City for recreation & transportation	30	5.5 %
Develop new walking & biking trails that connect neighborhoods to destination (major) trails	48	8.7 %
Develop new natural surface/interpretive trails	16	2.9 %
Develop new indoor recreation center with pool, fitness equipment, gym, walking track, etc.	15	2.7 %
Develop more indoor sport courts (basketball, volleyball, pickleball)	6	1.1 %
Develop an ice-skating facility (seasonal or indoor)	18	3.3 %
Acquire & develop a 2-acre Downtown cultural arts/green space near Columbia College & North Village Arts District	13	2.4 %
Develop new youth & adult outdoor athletic fields	7	1.3 %
Develop outdoor artificial turf athletic fields	1	0.2 %
Develop new outdoor swimming pool/aquatic facility with features, including water slides, zero depth entry, lazy river, water buckets & sprays, lap lanes	21	3.8 %
Develop an indoor aquatic center for recreation & competitive swimming (8 lanes with spectator seating)	17	3.1 %
Develop new off-leash dog parks	27	4.9 %
Upgrade existing skate park and/or develop new skate spots	5	0.9 %
Develop sports/recreational facilities at former fairgrounds property	22	4.0 %
Other	4	0.7 %
None chosen	155	28.2 %
Total	549	100.0 %

SUM OF TOP 4 CHOICES

Q13. From the list in Question 12, which FOUR of the actions would you be most willing to fund with revenues from the 1/8th cent Park Sales Tax? (top 4)

Q13. Sum of top 4 choices	Number	Percent
Acquire land to preserve open space & protect the environment	175	31.9 %
Acquire land for preservation & to develop walking/hiking trails	184	33.5 %
Acquire land for developing athletic fields & recreational facilities	30	5.5 %
Acquire land for developing neighborhood parks	94	17.1 %
Fix-up/repair older park facilities/shelters/playgrounds/ restrooms	217	39.5 %
Upgrade/improve existing pools/sports fields/golf courses	99	18.0 %
Upgrade/improve existing outdoor sport courts (tennis, basketball, pickleball)	65	11.8 %
Continue to develop 30-mile trail loop around City for recreation & transportation	142	25.9 %
Develop new walking & biking trails that connect neighborhoods to destination (major) trails	164	29.9 %
Develop new natural surface/interpretive trails	33	6.0 %
Develop new indoor recreation center with pool, fitness equipment, gym, walking track, etc.	67	12.2 %
Develop more indoor sport courts (basketball, volleyball, pickleball)	26	4.7 %
Develop an ice-skating facility (seasonal or indoor)	85	15.5 %
Acquire & develop a 2-acre Downtown cultural arts/green space near Columbia College & North Village Arts District	43	7.8 %
Develop new youth & adult outdoor athletic fields	17	3.1 %
Develop outdoor artificial turf athletic fields	7	1.3 %
Develop new outdoor swimming pool/aquatic facility with features, including water slides, zero depth entry, lazy river, water buckets & sprays, lap lanes	78	14.2 %
Develop an indoor aquatic center for recreation & competitive swimming (8 lanes with spectator seating)	53	9.7 %
Develop new off-leash dog parks	67	12.2 %
Upgrade existing skate park and/or develop new skate spots	14	2.6 %
Develop sports/recreational facilities at former fairgrounds property	58	10.6 %
Other	29	5.3 %
None chosen	76	13.8 %
Total	1823	

Q14. The current dedicated 1/8-cent Park Sales Tax, which amounts to 12.5-cents for every qualifying \$100 spent, is scheduled to expire March 2021. A vote to renew will NOT increase your taxes. Renewing the tax at its current rate would allow Columbia to continue to protect open space, acquire and develop park land, and renovate and maintain the condition of existing parks, trails, and recreation facilities. Knowing this, how supportive are you of renewing the 1/8-cent Park Sales Tax to fund the types of projects you indicated as most important to your household?

Q14. How supportive are you of renewing 1/8-cent Park Sales Tax to fund types of projects that are most important to your household

	Number	Percent
Very supportive	396	72.1 %
Somewhat supportive	74	13.5 %
Not sure	37	6.7 %
Not supportive	42	7.7 %
Total	549	100.0 %

Q15. City officials want to know how you want to see the Park Sales Tax dollars spent. On the items listed below, please indicate how you would appropriate \$100 of the Park Sales Tax.

	Mean
Acquiring, protecting & preserving parks, green space & stream corridors	27.35
Maintaining condition of existing parks, trails, & facilities	39.45
Trails-new construction, improvements, acquisition, & connections]	25.29
New park/facility development	23.75

Q16. Currently, the 1/8-cent Park Sales Tax needs to be approved by voters for renewal every six years. The 1/8-cent sales tax was established in 2000 and voters renewed it in 2015 for a six-year period, set to expire in March 2021. The City is considering asking for voter support to extend the 1/8th cent sales tax for ten years (instead of 6 years), in order to purchase, improve and manage parks, trails, recreation facilities, and natural lands for water quality, wildlife, tree preservation, and recreation purposes, with corresponding maintenance and operations funds for staffing, utilities, materials, etc., to ensure the proper upkeep of these park facilities. A less frequent ballot saves taxpayer dollars for election costs, and a ten-year ballot allows time for collection of funds for the higher dollar projects. Knowing that, how supportive are you of extending the length of the 1/8th cent Park Sales Tax for ten years?

Q16. How supportive are you of extending the length of 1/8th cent Park Sales Tax for ten years

	Number	Percent
Very supportive	353	64.3 %
Somewhat supportive	87	15.8 %
Not sure	49	8.9 %
Not supportive of a ten-year extension, but supportive of a six-year extension	25	4.6 %
I do not support any type of renewal of the Park Sales Tax	35	6.4 %
Total	549	100.0 %

Q17. Counting yourself, how many people in your household are...

	Mean	Sum
number	2.3	1234
Under 5 years	0.1	64
5-9 years	0.1	72
10-14 years	0.1	60
15-19 years	0.1	67
20-24 years	0.1	58
25-34 years	0.3	174
35-44 years	0.3	166
45-54 years	0.3	163
55-64 years	0.4	200
65+ years	0.4	210

Q18. What is your age?

Q18. Your age	Number	Percent
18-34	106	19.3 %
35-44	94	17.1 %
45-54	95	17.3 %
55-64	125	22.8 %
65+	106	19.3 %
Not provided	23	4.2 %
Total	549	100.0 %

WITHOUT "NOT PROVIDED"

Q18. What is your age? (without "not provided")

Q18. Your age	Number	Percent
18-34	106	20.2 %
35-44	94	17.9 %
45-54	95	18.1 %
55-64	125	23.8 %
65+	106	20.2 %
Total	526	100.0 %

Q19. What is your gender?

Q19. Your gender	Number	Percent
Male	267	48.6 %
Female	269	49.0 %
Other	2	0.4 %
Prefer not to say	11	2.0 %
Total	549	100.0 %

WITHOUT "PREFER NOT TO SAY"

Q19. What is your gender? (without "prefer not to say")

Q19. Your gender	Number	Percent
Male	267	49.6 %
Female	269	50.0 %
Other	2	0.4 %
Total	538	100.0 %

Q20. How many members of your household are registered voters?

Q20. How many members of your household are registered voters	Number	Percent
0	9	1.6 %
1	153	27.9 %
2	302	55.0 %
3	52	9.5 %
4	9	1.6 %
5	3	0.5 %
Not provided	21	3.8 %
Total	549	100.0 %

WITHOUT "NOT PROVIDED"

Q20. How many members of your household are registered voters? (without "not provided")

Q20. How many members of your household are registered voters	Number	Percent
0	9	1.7 %
1	153	29.0 %
2	302	57.2 %
3	52	9.8 %
4	9	1.7 %
5	3	0.6 %
Total	528	100.0 %

Section 5:
Survey Instrument



*A Few Minutes of Your Time Will Help Make Columbia a
Better Place to Live, Work and Play!*

Dear City of Columbia Resident:

Your response to the enclosed survey is extremely important...

The City of Columbia Parks and Recreation Department is conducting a survey to establish priorities for the future improvement of parks and recreation facilities, programs and services within the community. Your household was one of a limited number selected at random to receive this survey; therefore, it is very important that you participate.

We appreciate your time...

We realize that this survey will take approximately 10-15 minutes to complete, but each question is important. The time you invest in completing this survey will aid the City of Columbia Parks and Recreation Department in taking a resident-driven approach to making decisions that will enrich the future of our community and positively affect the lives of its residents.

Please complete and return your survey within the next two weeks...

We have selected ETC Institute, an independent consulting company, as our partner to administer this survey. They will compile the data received and present the results to the City. **Your responses will remain confidential.** Please return your completed survey in the enclosed postage-paid envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061. Or, if you prefer, you can complete the survey online at: cityofcolumbiaparkssurvey.org.

If you have any questions, please feel free to contact Tammy Miller from the Columbia Parks and Recreation Department at 573-874-7460. The Columbia Parks and Recreation Citizen Survey is a tool that will benefit all residents. Please take this opportunity to let your voice be heard!

Sincerely,

A handwritten signature in blue ink that reads "Mike Griggs".

Mike Griggs
Director, Columbia Parks and Recreation Department



Our vision: Columbia is the best place for everyone to live, work, learn and play.

The Columbia Parks & Recreation Department would like your input to help determine green space and park and recreation priorities for our city. This survey will take 10-15 minutes to complete. When you are finished, please return your survey in the enclosed postage-paid, return-reply envelope. We greatly appreciate your time.

1. Have you or members of your household visited any of City of Columbia's parks during the past year?

___(1) Yes [Answer Q1a-b.] ___(2) No [Skip to Q2.]

1a. Approximately how often did you or members of your household visit City of Columbia's parks during the past 12 months?

___(1) At least once a week ___(3) At least once per month ___(5) None
___(2) A few times per month ___(4) A few times during the year

1b. Overall, how would you rate the physical condition of ALL of City of Columbia's parks you have visited?

___(1) Excellent ___(2) Good ___(3) Fair ___(4) Poor

2. From the following list, please CHECK ALL the recreation facilities you or members of your household have used or visited in City of Columbia's parks over the past 12 months.

- | | |
|---|--|
| ___(01) Walking, hiking, and biking trails | ___(17) Football/Lacrosse fields |
| ___(02) Outdoor exercise/fitness stations | ___(18) Softball/Baseball fields |
| ___(03) Nature trails | ___(19) Soccer fields |
| ___(04) Mountain biking trails | ___(20) Natural areas (Grindstone, Forum, Garth, Bonnie View, Capen) |
| ___(05) Playgrounds | ___(21) Activity & Recreation Center (ARC) |
| ___(06) Swimming pools | ___(22) Armory Sports Center |
| ___(07) Spraygrounds/Spray parks | ___(23) Historic Home/Farm (Nifong Park) |
| ___(08) Fishing and boating areas | ___(24) Disc golf |
| ___(09) Stephens Lake swimming beach | ___(25) Hillcrest Community Center/Moss Building |
| ___(10) Off-leash areas/Dog parks | ___(26) Outdoor basketball courts |
| ___(11) Skateboard/Roller hockey park | ___(27) Columbia Sports Fieldhouse |
| ___(12) Picnic shelters | ___(28) Gans Creek Cross Country Course |
| ___(13) Tennis/Pickleball courts | ___(29) None, we did not use any of these facilities |
| ___(14) Stephens Lake Park Amphitheater | ___(30) Other: _____ |
| ___(15) Archery range | |
| ___(16) Golf courses (L.A. Nickell and Lake of Woods) | |

3. Which FOUR of the parks and outdoor recreation facilities listed in Question 2 do you and members of your household visit the MOST OFTEN? [Write in your answers below using the numbers from the list in Question 2, or circle "NONE."]

1st: ___ 2nd: ___ 3rd: ___ 4th: ___ NONE

4. Please indicate if you or any member of your household has a need for each of the parks and recreational facilities listed below by circling either "Yes" or "No" next to the park/facility. If "Yes," please rate ALL the following parks and recreation Facilities of this type in Columbia using a scale of 5 to 1, where 5 means the needs of your household are "100% Met" and 1 means "0% Met."

Type of Park/Facility	Do you have a need for this park/facility?		If "Yes," you have a need, how well are your needs currently being met?				
			100% Met	75% Met	50% Met	25% Met	0% Met
01. Small (2-10 acres) neighborhood parks	Yes	No	5	4	3	2	1
02. Large community parks	Yes	No	5	4	3	2	1
03. Off-leash dog parks	Yes	No	5	4	3	2	1
04. Boating and fishing	Yes	No	5	4	3	2	1
05. Golf courses	Yes	No	5	4	3	2	1
06. Outdoor amphitheater/theater	Yes	No	5	4	3	2	1
07. Soccer fields	Yes	No	5	4	3	2	1
08. Baseball and softball fields	Yes	No	5	4	3	2	1
09. Football/Lacrosse fields	Yes	No	5	4	3	2	1
10. Outdoor pools and aquatic areas	Yes	No	5	4	3	2	1
11. Spraygrounds/Spray parks	Yes	No	5	4	3	2	1
12. Playground equipment and play areas	Yes	No	5	4	3	2	1
13. Park shelters and picnic areas	Yes	No	5	4	3	2	1
14. Ice skating	Yes	No	5	4	3	2	1
15. Outdoor basketball courts	Yes	No	5	4	3	2	1
16. Mountain bike trails	Yes	No	5	4	3	2	1
17. Walking and biking trails	Yes	No	5	4	3	2	1
18. Equestrian trails	Yes	No	5	4	3	2	1
19. Nature trails	Yes	No	5	4	3	2	1
20. Nature interpretive center	Yes	No	5	4	3	2	1
21. Outdoor tennis courts	Yes	No	5	4	3	2	1
22. Outdoor pickleball courts	Yes	No	5	4	3	2	1
23. Indoor basketball/volleyball/pickleball courts	Yes	No	5	4	3	2	1
24. Indoor shelters/meeting space	Yes	No	5	4	3	2	1
25. Indoor swimming pools/leisure pool	Yes	No	5	4	3	2	1
26. Indoor fitness and exercise facilities	Yes	No	5	4	3	2	1
27. Outdoor running/walking track	Yes	No	5	4	3	2	1
28. Skateboard park/bike park	Yes	No	5	4	3	2	1
29. Sledding hills and cross country skiing	Yes	No	5	4	3	2	1
30. Archery range	Yes	No	5	4	3	2	1
31. Bocce courts	Yes	No	5	4	3	2	1
32. Other: _____	Yes	No	5	4	3	2	1

5. Which FOUR of the parks/facilities from the list in Question 4 are MOST IMPORTANT to your household? [Write in your answers below using the numbers from the list in Question 4, or circle "NONE."]

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

6. From the following options, how high of a priority do you feel city officials should place on maintaining the conditions of the parks, trails, and recreation facilities in the Columbia Parks and Recreation system?

____(1) Very high priority ____ (3) Medium priority ____ (5) Very low priority
 ____ (2) High priority ____ (4) Low priority

7. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the overall value your household receives from the Columbia Parks and Recreation Department.

- (1) Very satisfied (3) Neutral (5) Very dissatisfied
 (2) Somewhat satisfied (4) Somewhat dissatisfied (9) Don't know

8. From the following list, please CHECK ALL the ways you learn about Columbia Parks and Recreation Department programs, activities, and facilities.

- | | |
|---|---|
| <input type="checkbox"/> (01) "Leisure Times" Activity Guide | <input type="checkbox"/> (08) E-mail bulletins or E-newsletters |
| <input type="checkbox"/> (02) Parks and Recreation website | <input type="checkbox"/> (09) "City Source" utility newsletter |
| <input type="checkbox"/> (03) Newspaper articles/advertisements | <input type="checkbox"/> (10) School flyers/flyers/other newsletters |
| <input type="checkbox"/> (04) Radio | <input type="checkbox"/> (11) Facebook |
| <input type="checkbox"/> (05) City Channel | <input type="checkbox"/> (12) Twitter |
| <input type="checkbox"/> (06) Television (all other channels) | <input type="checkbox"/> (13) Instagram |
| <input type="checkbox"/> (07) From friends and neighbors | <input type="checkbox"/> (14) Info displayed at parks and recreation facility |

9. From the following list, please CHECK ALL the City of Columbia trails that you or your family members use.

- | | |
|--|--|
| <input type="checkbox"/> (01) MKT Trail | <input type="checkbox"/> (07) Grindstone Creek Trail |
| <input type="checkbox"/> (02) Hinkson Creek Trail | <input type="checkbox"/> (08) South Providence Trail |
| <input type="checkbox"/> (03) Bear Creek Trail | <input type="checkbox"/> (09) Stephens Lake Park Trails |
| <input type="checkbox"/> (04) Hominy Creek Trail | <input type="checkbox"/> (10) Other trail(s) in a neighborhood or community park |
| <input type="checkbox"/> (05) Scott's Branch Trail | <input type="checkbox"/> (11) Rhetts Run Mountain Bike Trail |
| <input type="checkbox"/> (06) County House Trail | <input type="checkbox"/> (12) We do not use any of these trails |

10. Given the COVID-19 local health order restrictions, how has your and your household's perception of the value of parks, trails, open spaces and recreation changed?

- | | |
|--|--|
| <input type="checkbox"/> (1) Value has significantly increased | <input type="checkbox"/> (4) Value has somewhat decreased |
| <input type="checkbox"/> (2) Value has somewhat increased | <input type="checkbox"/> (5) Value has significantly decreased |
| <input type="checkbox"/> (3) No change | |

11. Which of the following Parks and Recreation events or events hosted at a City of Columbia park have members of your household attended in the past? [Check all that apply.]

- | | |
|--|---|
| <input type="checkbox"/> (01) Fire in the Sky | <input type="checkbox"/> (11) Coolin' Down with the Blues (Douglass Park) |
| <input type="checkbox"/> (02) Movies in the Park (or Drive-In) | <input type="checkbox"/> (12) Art in the Park (Stephens Lake Park) |
| <input type="checkbox"/> (03) Family Fun Fests | <input type="checkbox"/> (13) Roots N Blues (Stephens Lake Park) |
| <input type="checkbox"/> (04) Yappy Hour | <input type="checkbox"/> (14) Stephens Lake Amphitheater Concert Series |
| <input type="checkbox"/> (05) Heritage Festival | <input type="checkbox"/> (15) Splat Junior Obstacle Mud Run |
| <input type="checkbox"/> (06) Halloween Event | <input type="checkbox"/> (16) Easter egg hunts |
| <input type="checkbox"/> (07) Tons of Trucks or Sensory Friendly Touch-a-Truck | <input type="checkbox"/> (17) Kaleidospoke glow bike ride |
| <input type="checkbox"/> (08) Heritage Day (Douglass Park) | <input type="checkbox"/> (18) Trail runs (ROC 7K, Stonegrinder, Bear Creek Half Marathon) |
| <input type="checkbox"/> (09) DJ in the Park (Douglass Park) | |
| <input type="checkbox"/> (10) Lawn Chair Concert Series (Douglass Park) | |

Potential Future Projects to be Funded Using 1/8th Cent Park Sales Tax

12. Below is a list of new projects and actions the City of Columbia could take to improve the parks and recreation system through the 1/8th cent sales tax. Please indicate whether you would be very supportive, somewhat supportive, not sure, or not supportive of each project/action.

How supportive are you of having Columbia...	Very Supportive	Somewhat Supportive	Not Sure	Not Supportive
01. Acquire land to preserve open space and protect the environment	4	3	2	1
02. Acquire land for preservation and to develop walking/hiking trails	4	3	2	1
03. Acquire land for developing athletic fields and recreational facilities	4	3	2	1
04. Acquire land for developing neighborhood parks	4	3	2	1
05. Fix-up/repair older park facilities/shelters/playgrounds/restrooms	4	3	2	1
06. Upgrade/improve existing pools/sports fields/golf courses	4	3	2	1
07. Upgrade/improve existing outdoor sport courts (tennis, basketball, pickleball)	4	3	2	1
08. Continue to develop the 30-mile trail loop around the city for recreation and transportation	4	3	2	1
09. Develop new walking and biking trails that connect neighborhoods to destination (major) trails	4	3	2	1
10. Develop new natural surface/interpretive trails	4	3	2	1
11. Develop new indoor recreation center with pool, fitness equipment, gym, walking track, etc.	4	3	2	1
12. Develop more indoor sport courts (basketball, volleyball, pickleball)	4	3	2	1
13. Develop an ice-skating facility (seasonal or indoor)	4	3	2	1
14. Acquire and develop a 2 acre downtown cultural arts/green space near Columbia College and the North Village Arts District	4	3	2	1
15. Develop new youth and adult outdoor athletic fields	4	3	2	1
16. Develop outdoor artificial turf athletic fields	4	3	2	1
17. Develop new outdoor swimming pool/aquatic facility with features, including water slides, zero depth entry, lazy river, water buckets and sprays, lap lanes	4	3	2	1
18. Develop an indoor aquatic center for recreation and competitive swimming (8 lanes with spectator seating)	4	3	2	1
19. Develop new off-leash dog parks	4	3	2	1
20. Upgrade existing skate park and/or develop new skate spots	4	3	2	1
21. Develop sports/recreational facilities at former fairgrounds property	4	3	2	1
22. Other: _____	4	3	2	1

13. From the list above, which FOUR of the actions would you be most willing to fund with revenues from the 1/8th cent Park Sales Tax? [Write in your answers below using the numbers from the list in Question 12, or circle "NONE."]

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

14. The current dedicated 1/8-cent Park Sales Tax, which amounts to 12.5-cents for every qualifying \$100 spent, is scheduled to expire March 2021. A vote to renew will NOT increase your taxes.

Renewing the tax at its current rate would allow Columbia to continue to protect open space, acquire and develop park land, and renovate and maintain the condition of existing parks, trails, and recreation facilities. Knowing this, how supportive are you of renewing the 1/8-cent Park Sales Tax to fund the types of projects you indicated as most important to your household?

____(1) Very supportive ____ (2) Somewhat supportive ____ (3) Not sure ____ (4) Not supportive

15. **City officials want to know how you want to see the Park Sales Tax dollars spent. On the items listed below, please indicate how you would appropriate \$100 of the Park Sales Tax. (You may assign \$0 to any item, if you choose.)**

- \$ _____ Acquiring, protecting and preserving parks, green space and stream corridors
- \$ _____ Maintaining condition of existing parks, trails, and facilities
- \$ _____ Trails – new construction, improvements, acquisition, and connections
- \$ _____ New park/facility development

Potential Changes for the 1/8th Cent Sales Tax

16. **Currently, the 1/8-cent Park Sales Tax needs to be approved by voters for renewal every six years. The 1/8-cent sales tax was established in 2000 and voters renewed it in 2015 for a six-year period, set to expire in March 2021.**

The City is considering asking for voter support to extend the 1/8th cent sales tax for ten years (instead of 6 years), in order to purchase, improve and manage parks, trails, recreation facilities, and natural lands for water quality, wildlife, tree preservation, and recreation purposes, with corresponding maintenance and operations funds for staffing, utilities, materials, etc., to ensure the proper upkeep of these park facilities.

A less frequent ballot saves taxpayer dollars for election costs, and a ten-year ballot allows time for collection of funds for the higher dollar projects.

Knowing that, how supportive are you of extending the length of the 1/8th cent Park Sales Tax for ten years?

- ____(1) Very supportive
- ____(2) Somewhat supportive
- ____(3) Not sure
- ____(4) Not supportive of a ten-year extension, but supportive of a six-year extension
- ____(5) I do not support any type of renewal of the Park Sales Tax

Demographics

17. **Counting yourself, how many people in your household are...**

- Under 5 years: _____ 15 – 19 years: _____ 35 – 44 years: _____ 65+ years: _____
- 5 – 9 years: _____ 20 – 24 years: _____ 45 – 54 years: _____
- 10 – 14 years: _____ 25 – 34 years: _____ 55 – 64 years: _____

18. **What is your age?** _____ years

19. **Your gender:** _____(1) Male _____(2) Female _____(3) Other _____(4) Prefer not to say

20. **How many members of your household are registered voters?** _____

21. **What comes to mind when you hear "Columbia Parks and Recreation" (And, any other comments)?**

This concludes the survey. Thank you for your time.

Please return your completed survey in the enclosed return-reply envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential.
The information to the right will ONLY be used to help identify the level of need in your area. Thank you!