



2013 Parks and Recreation Survey Summary Report

Submitted to

City of Burlington Parks and Recreation Department

Prepared by:



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Section 1:
Executive Summary

City of Burlington

Parks and Recreation Needs Assessment Survey **Executive Summary Report**

Overview of the Methodology

Leisure Vision conducted a Parks and Recreation Needs Assessment Survey between August and September of 2013 to help establish usage and satisfaction for current parks and facilities and to determine priorities for the future development of parks and recreation facilities, programs and services within the City of Burlington. The survey was administered by mail and by phone.

Leisure Vision worked extensively with City of Burlington officials in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the future system.

Surveys were mailed to a random sample of 2,000 households in the City of Burlington. The same day the surveys were mailed, each household that was to receive a survey also received an electronic voice message encouraging them to complete the survey.

The goal was to obtain a total of at least 400 completed surveys. A total of 551 surveys were completed. The results of the random sample of 551 households have a 95% level of confidence with a precision of at least +/-4.2%. The return rate was 28%.

The following pages summarize major survey findings.

Major Survey Findings:

- ❖ **City of Burlington Parks Households Have Used During the Past 12 Months:** Based on the sum of their choices (multiple choices could be made), the parks respondents have used during the past 12 months include: Waterfront Park (81%), Oakledge (69%), City Hall Park (68%), Battery Park (64%), and North Beach (64%).
- ❖ **Parks Households Visited Most Often:** Based on the sum of their top three choices, the parks visited most often include: Waterfront Park (52%), Oakledge (37%), City Hall Park (29%), Leddy Park (25%), North Beach (24%) and Battery Park (24%).
- ❖ **Recreation Facilities Households Have Used Over the Past 12 Months:** Eighty-four percent (84%) of households indicated they have used lake/waterfront views. Other facilities households have used include: Bike paths (81%), Beaches (68%), and walking/hiking trails (68%).
- ❖ **Respondent Rating of the Physical Condition of City of Burlington Parks They Have Visited Over the Past 12 Months:** Nineteen percent (19%) of respondents rated the parks as being “excellent”. Other ratings include: “Good” 64%, “Fair” 13%, and less than 4% rated the parks as either “poor” or “didn’t know”.
- ❖ **Level of Satisfaction Respondents Place on the Services of Programs in Which Households Have Participated in:** Of the 23% of households that indicated they had participated in recreation programs offered by the City of Burlington Parks and Recreation Department over the past 12 months, 90% were either (“very satisfied” 42% or “somewhat satisfied” 48%) with the location of programs. Eighty-seven percent (87%) were either (“very satisfied” 44% or “somewhat satisfied” 43%) with the safety of the programs. Eighty-six percent (86%) were either (“very satisfied” 28% or “somewhat satisfied” 58%) with the times programs are offered.
- ❖ **Program Services That Are Most Important to Households:** Based on the sum of respondent’s top two choices, the parks and recreation program services that are most important to households include: Times programs are offered (42%), Quality of Instructors (36%), and location of programs (32%).
- ❖ **Overall Quality of the Recreation Programs in Which Households Have Participated:** Of the 23% of households that indicated they had participated in recreation programs offered by the City of Burlington Parks and Recreation Department during the past 12 months, 32% rated the overall quality of the programs as “excellent”. Fifty-seven percent (57%) rated them as “good” and the remaining 11% rated them as “fair” 9% or “didn’t know” 2%.
- ❖ **How Often Households Visited Major Parks, Recreation and Sports Facilities:** Of respondents who visited major parks, recreation and sports facilities over the past 12 months, 55% of respondents visited picnic shelters (1-9 times) and 4% visited (10-24 times). Fifty-one percent (51%) of respondents visited the Memorial Auditorium (1-9 times) and 5% visited (10-24 times). Forty-four percent (44%) of respondents visited the boathouse (1-9 times) and 5% visited between (10-24 times).

- ❖ **Recreation Facilities Households Have a Need for:** Eighty-eight percent (88%) of households indicated a need for walking and biking trails. Other activities households have a need for include: Beach areas (75%), large community parks (68%), and small neighborhood parks (65%).
- ❖ **How Well Recreation Facilities Meet the Needs of Households:** Eighty-nine percent (89%) of households with a need for recreation activities indicated that their need for youth multi-use athletic fields is being met 75% or more. Other facilities with similar met needs include: Large community parks (87%), youth baseball/softball fields (86%), indoor ice arena (80%), and outdoor basketball courts (78%).
- ❖ **City of Burlington Parks and Recreation Facilities that are Most Important to Households:** Based on the sum of respondent's top four choices, the parks and recreation facilities that are most important to households include: Walking and biking trails (54%), beach areas (29%), and small neighborhood parks (26%).
- ❖ **City of Burlington Parks and Recreation Programs Households Have a Need for:** Sixty-one percent (61%) of households indicated a need for special events. Other activities households have a need for include: Outdoor winter recreation (54%), adult fitness and wellness programs (41%), nature programs/environmental education (37%), boating and sailing activities (35%), and adult continuing education programs (31%).
- ❖ **How Well Recreation Programs Meet the Needs of Households:** Seventy-one percent (71%) of households with a need for recreation activities indicated that their need for ice skating/figure skating is being met 75% or more. Other activities with similar met needs include: Youth sports program (69%), before and after school programs (57%), youth summer camp programs (57%), and boating and sailing activities (54%).
- ❖ **Programs That Are Most Important to Households:** Based on the sum of respondent's top four choices, the parks and recreation programs that are most important to households include: Special events i.e. concerts, movies etc. (37%), outdoor winter recreation (34%), and adult fitness and wellness programs (24%).
- ❖ **Programs Respondent Households Participate in the Most:** Based on the sum of respondent's top four choices, the parks and recreation programs that households participate in the most include: Special events (34%), outdoor winter recreation (26%), ice-skating/figure skating (11%), boating and sailing activities (11%) and youth sports programs (11%).
- ❖ **Organizations Respondents Have Used for Indoor and Outdoor Recreation and Sports Activities:** Sixty-eight percent (68%) of households indicated they use the City of Burlington Parks and Recreation Department for indoor and outdoor recreation and sports activities. Other organizations households use for recreation and sports activities include: State of Vermont Park (51%), school facilities (35%), and colleges and universities (33%).

- ❖ **Level of Satisfaction with Various Recreation Services Provided by the City of Burlington Parks and Recreation Department:** Eighty-five percent (85%) were either (“very satisfied” 47% or “somewhat satisfied” 38%) with the number of Burlington parks. Seventy-six percent (76%) were either (“very satisfied” 33% or “somewhat satisfied” 43%) with the number of walking and biking trails. Seventy-four percent (74%) were either (“very satisfied” 29% or “somewhat satisfied” 45%) with the maintenance of Burlington parks.
- ❖ **Parks and Recreation Services Respondents Believe Should Receive the Most Attention:** Based on the sum of their top three choices, 41% of respondents feel that the quality of lake beaches and areas should receive the most attention. Thirty-nine percent (39%) of respondents feel that maintenance of Burlington parks should receive the most attention. Thirty-four percent (34%) of respondents feel that the number of walking and biking trails should receive the most attention from the City of Burlington Parks and Recreation Department.
- ❖ **Ways Households Learn About City of Burlington Parks and Recreation Department Programs and Facilities:** Sixty-one percent (61%) of households indicated they learn about parks and recreation department programs and activities from the parks and recreation brochure. Other ways households learn include: From friends and neighbors (52%), newspaper articles (47%), website (39%), and flyers at facilities (28%).
- ❖ **Reasons that Prevent Respondents from Using the City of Burlington’s Parks and Recreation Department More Often:** Based on the sum of respondents top choices (multiple choices could be made) twenty-nine percent (29%) of respondents indicated that they are prevented from using the City of Burlington’s Parks and Recreation Department more often because they do not know what is being offered. Twenty percent (20%) of respondents indicated that their particular interest in a program or facility is not offered. Nineteen percent (19%) of respondents said that the program times are not convenient.
- ❖ **Level of Support Respondents Give to Improve Existing Parks and Recreation Facilities and Develop new Parks and Recreation Facilities:** Eighty-seven percent (87%) stated that they were “very supportive” 57% or “somewhat supportive” 30% to make improvements to existing parks. Eighty-six percent (86%) of respondents were either “very supportive” 68% or “somewhat supportive” 18% to develop new walking/biking trails that would connect existing trails. Sixty percent (60%) of respondents are either “very supportive” 32% or “somewhat supportive” 28% to develop new neighborhood parks.
- ❖ **Respondents Rating of the Most Important Improvement that Could be Made to the Parks and Recreation System:** Based on the sum of their top three choices, most important, second most important and third most important; sixty-six percent (66%) of respondents feel that the most important improvement that could be made would be to develop new walking/biking trails that connect existing parks. Fifty-seven percent (57%) of respondents feel that an important improvement that could be made to the parks and recreation system would be to make improvements on existing parks facilities.

- ❖ **Willingness of Respondents to Pay an Increase in Taxes to Fund the Types of Parks, Trails, Recreation and Sports Facilities that are Most Important to Them:** Nineteen percent (19%) of respondents are “very willing” to pay a tax increase to fund the types of improvements. Thirty-three percent (33%) of respondents are “somewhat willing” to pay an increase in taxes. Twenty-eight percent (28%) of respondents are “not willing” to pay an increase in taxes and the remaining 21% are either “not sure” (20%) or “not provided” (1%).

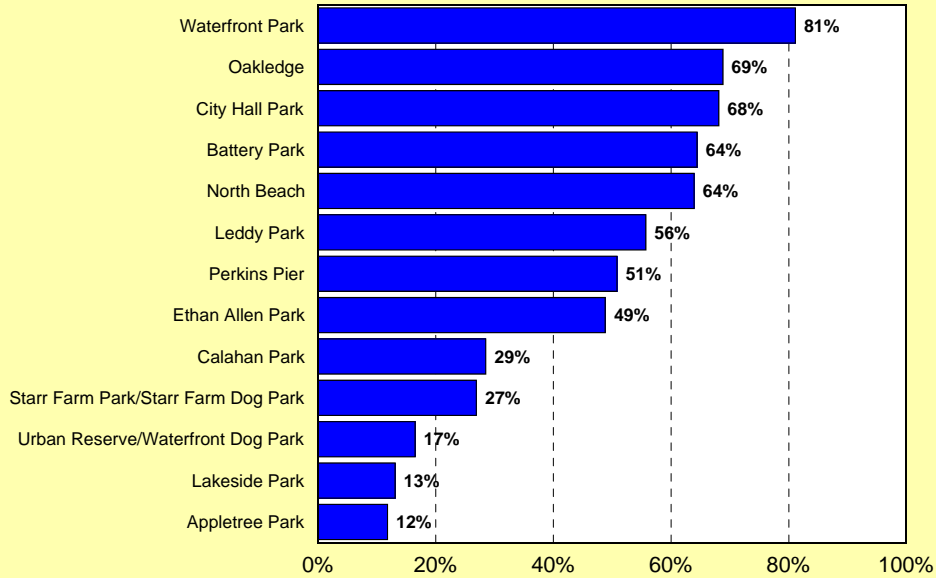
- ❖ **Level of Satisfaction Respondents Receive from the City of Burlington’s Parks and Recreation Department:** Twenty-five percent (25%) of respondent were “very satisfied” with the services they receive from the City of Burlington’s Parks and Recreation Department. Forty-three percent (43%) of respondents were “somewhat satisfied” with the overall services received. An additional sixteen percent (16%) of clients were “neutral” The remaining 16% of respondents were either “dissatisfied” or “didn’t know”.

Section 2:

Charts and Graphs

Q1. City of Burlington Parks Respondent Households Have Used During the Past 12 Months

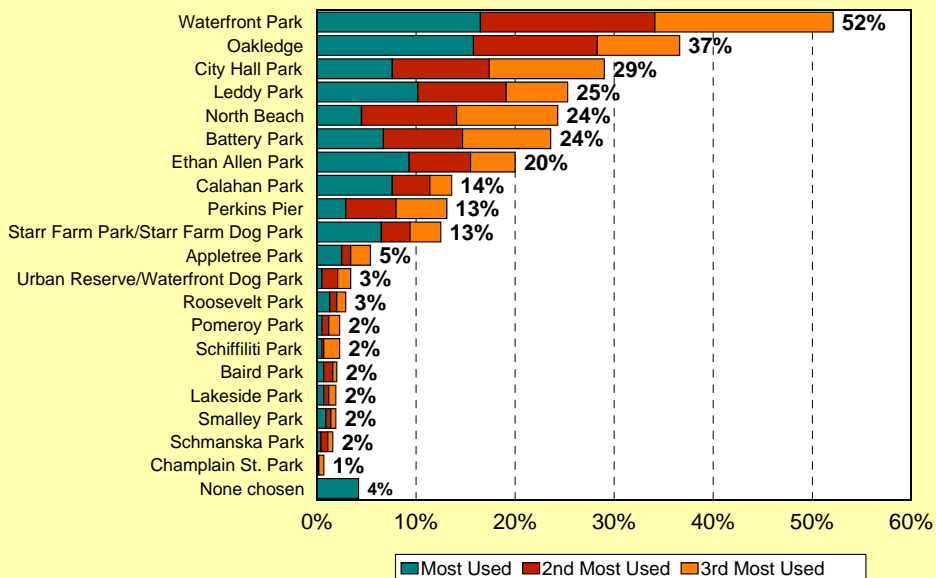
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (September 2013)

Q2. Top Three Most Visited City of Burlington Parks Respondents Have Used During the Past 12 Months

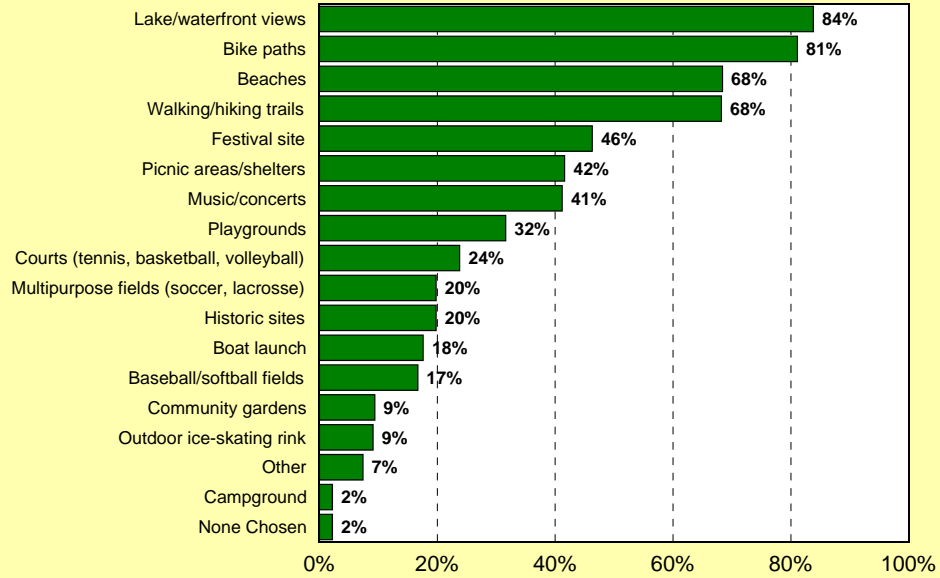
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (September 2013)

Q3. Parks and Recreation Facilities of the City of Burlington Respondent Households Have Used Over the Past 12 Months

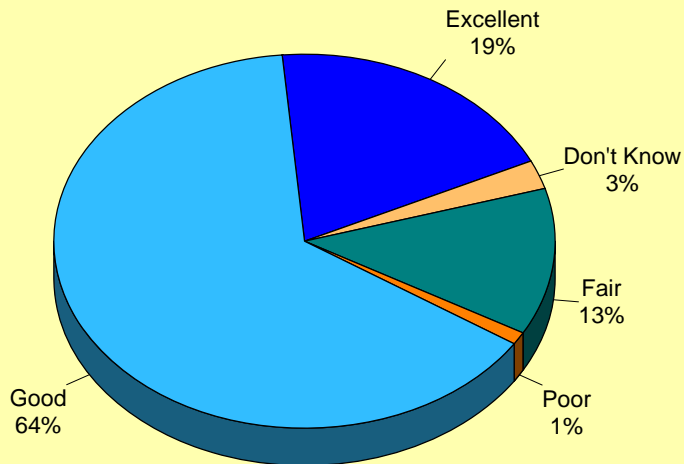
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (September 2013)

Q3a. How Respondents Rate the Physical Condition of the City of Burlington Parks They Have Visited

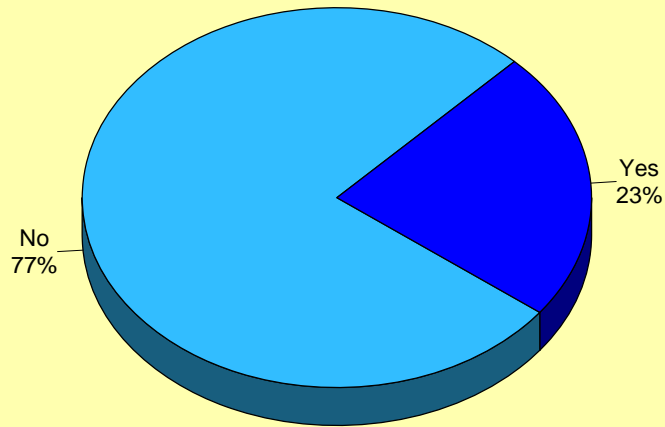
by percentage of respondents



Source: Leisure Vision/ETC Institute (September 2013)

Q4. Have Respondents Participated in Any City of Burlington Parks and Recreation Programs Over the Past 12 Months?

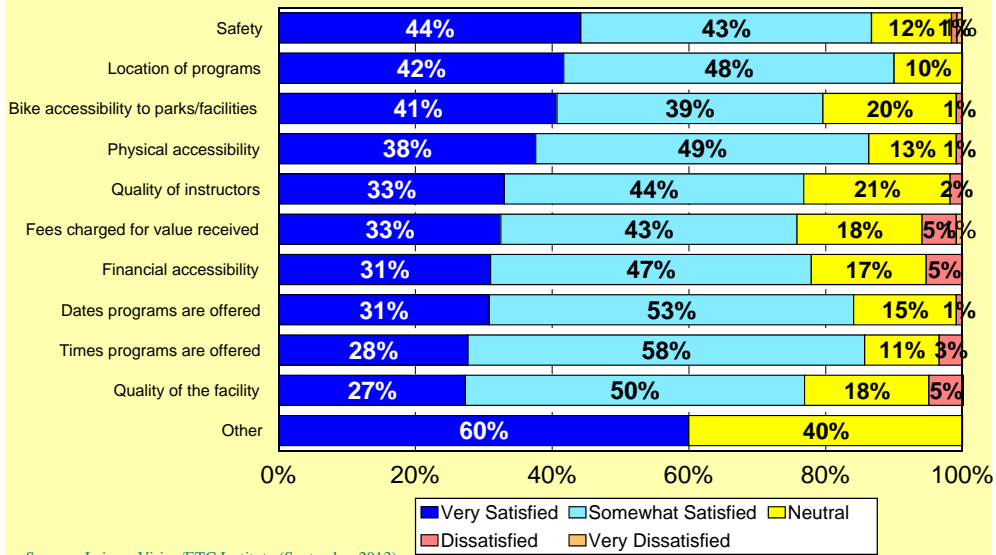
by percentage of respondents



Source: Leisure Vision/ETC Institute (September 2013)

Q5. Level of Satisfaction Respondents Place on the Services of Programs Offered by the City of Burlington Parks and Recreation Department

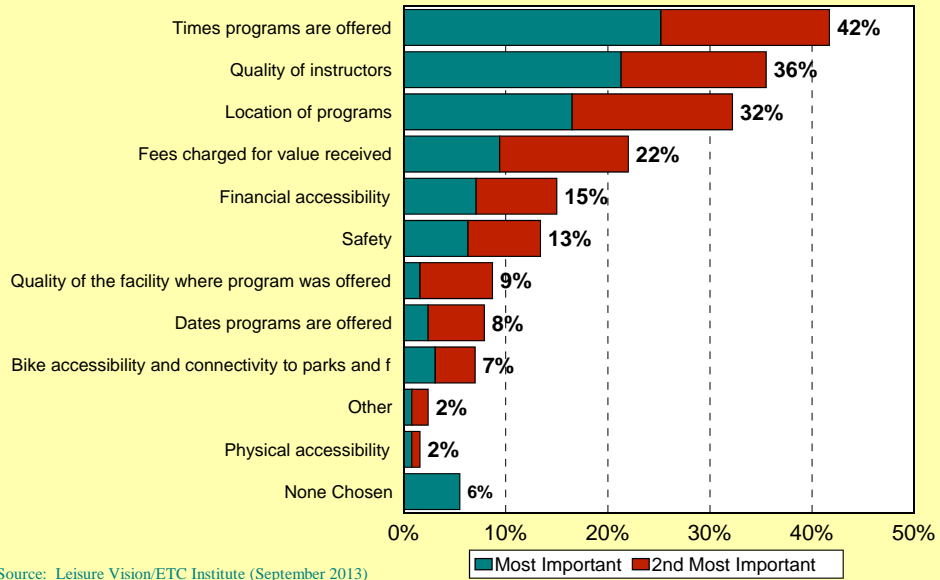
by percentage of respondents



Source: Leisure Vision/ETC Institute (September 2013)

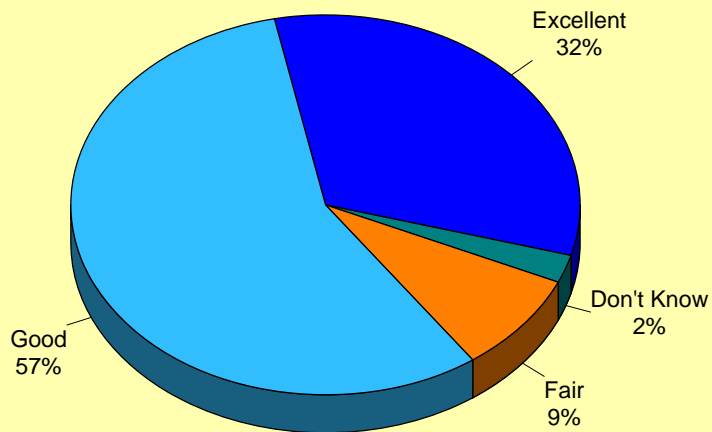
Q5b. Top Two Most Important Program Services to the City of Burlington Parks Respondents

by percentage of respondents (multiple choices could be made)



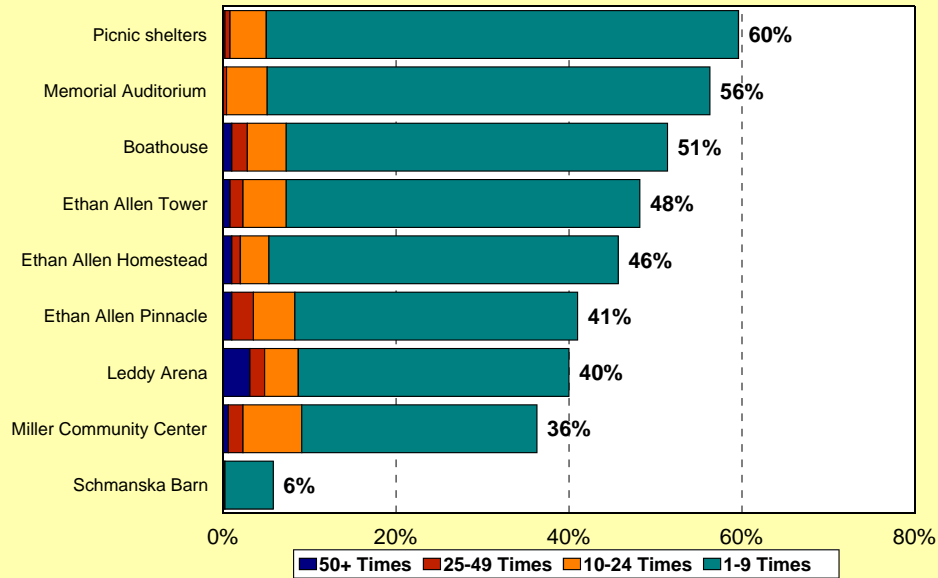
Q5c. How Respondents Rate the Overall Quality of the City of Burlington Programs They Have Participated in

by percentage of respondents



Q6. How Often City of Burlington Respondents Have Visited Major Parks, Recreation and Sports Facilities

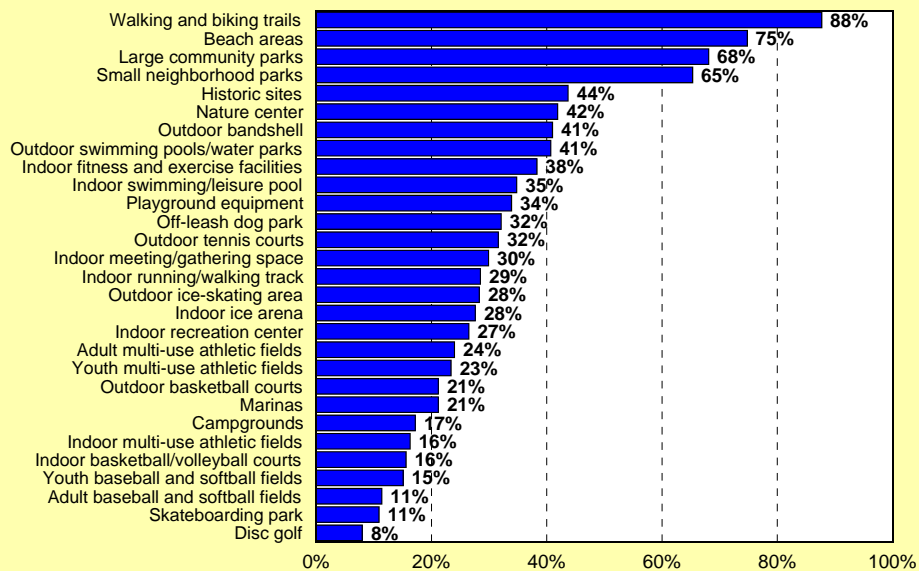
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (September 2013)

Q7. Respondents Have a Need for the Following Parks and Recreation Facilities

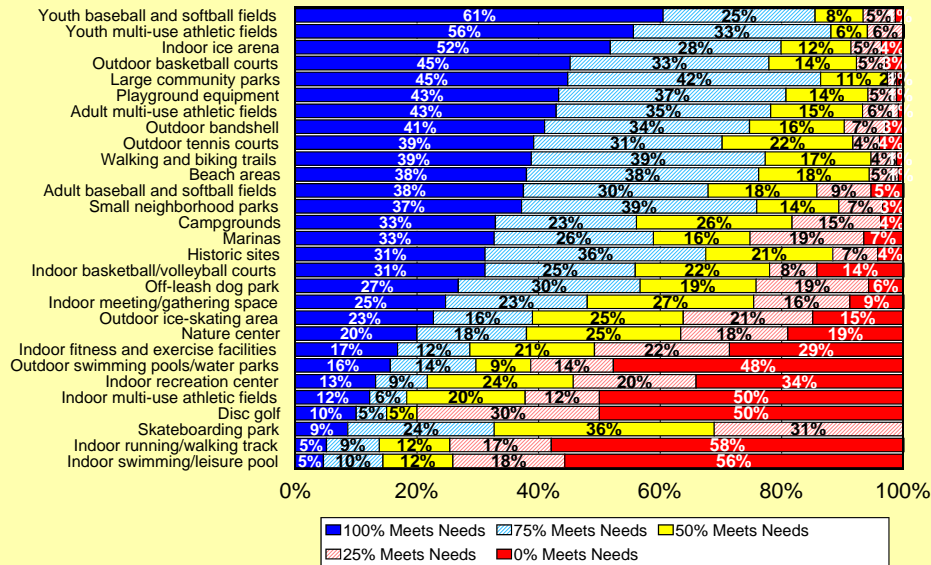
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (September 2013)

Q7a. How Well the City of Burlington Parks and Recreation Facilities Meet the Needs of Respondent Households

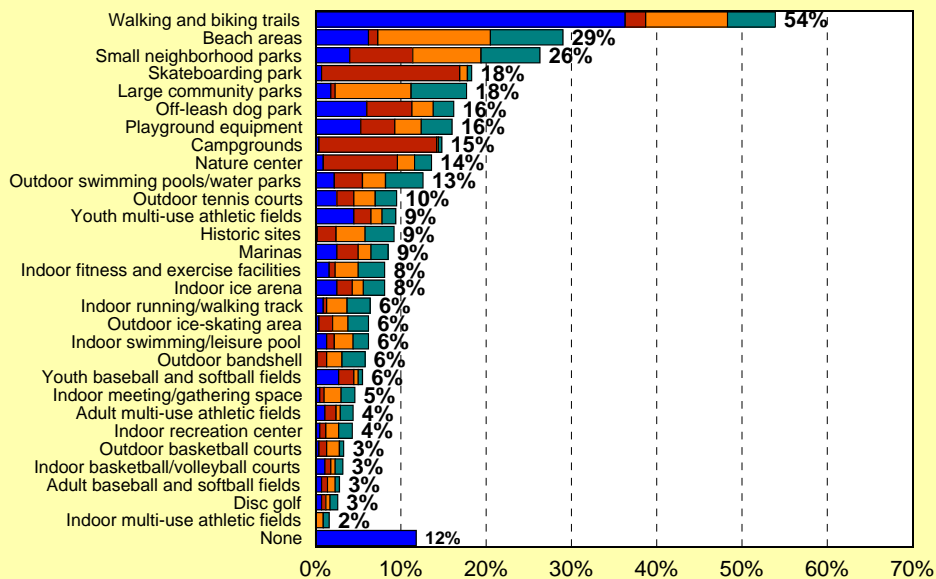
by percentage of respondents (with a need for facilities)



Source: Leisure Vision/ETC Institute (September 2013)

Q8. City of Burlington Parks and Recreation Facilities That are Most Important to Households

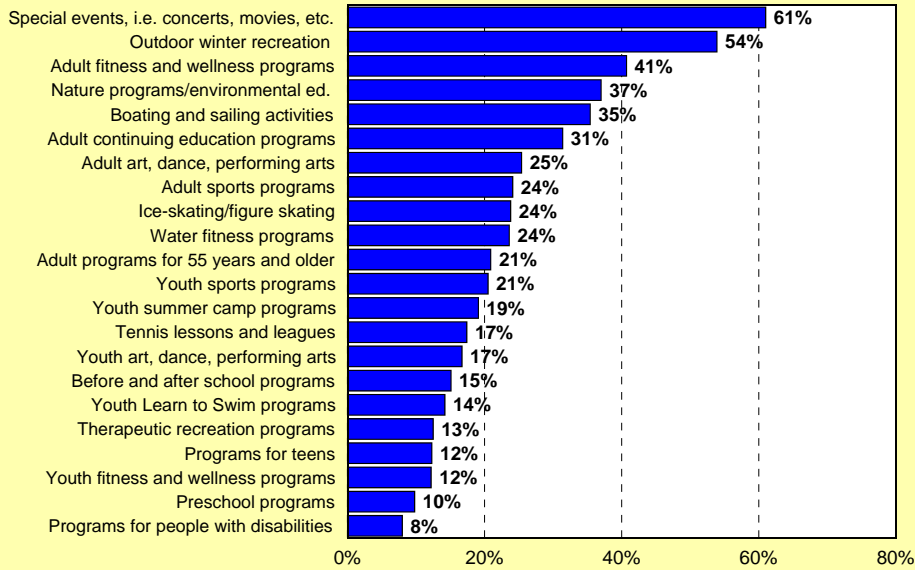
by percentage of respondents (top four choices)



Source: Leisure Vision/ETC Institute (September 2013)

Q9. Respondents Have a Need for the Following Parks and Recreation Programs

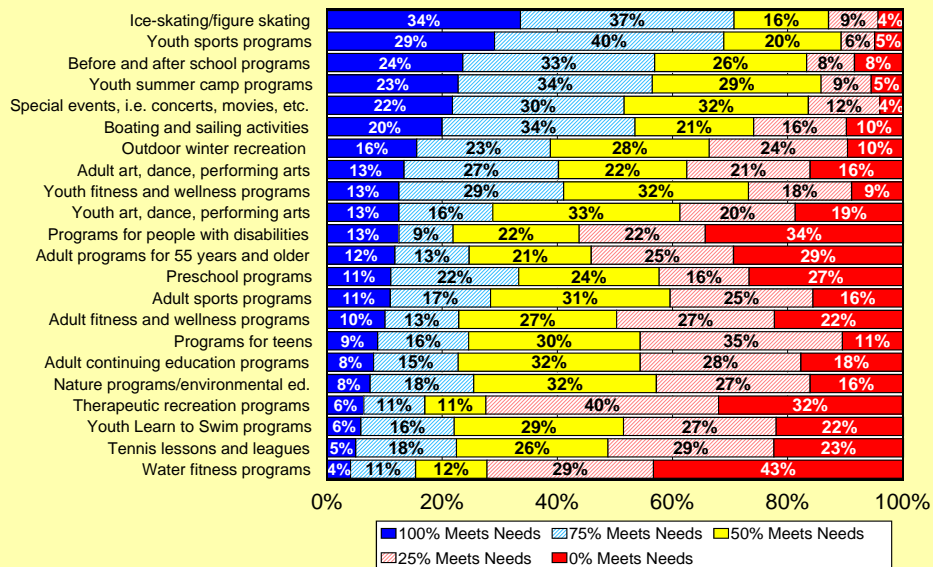
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (September 2013)

Q9a. How Well Parks and Recreation Programs Offered by the City of Burlington Meet the Needs of Respondent Households

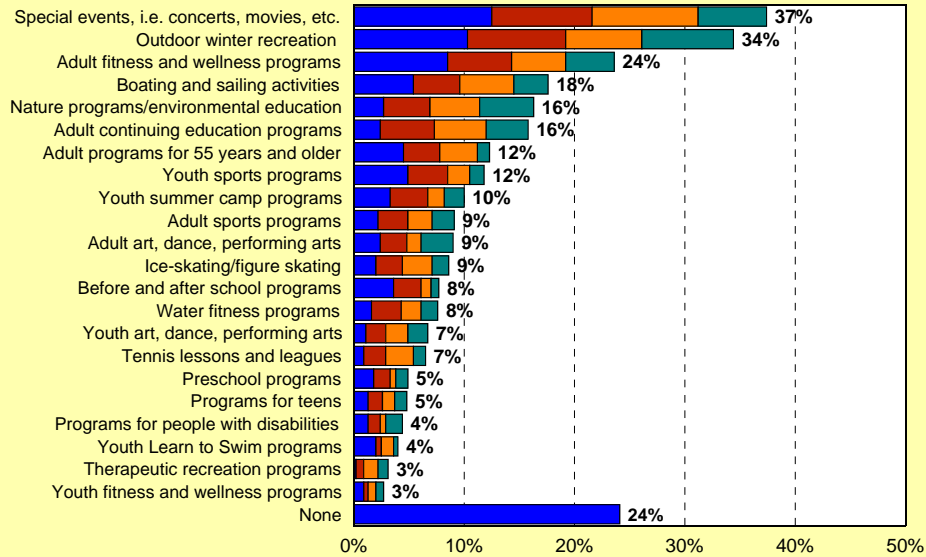
by percentage of respondents (with a need for facilities)



Source: Leisure Vision/ETC Institute (September 2013)

Q10. Programs Offered by the City of Burlington That Are Most Important to Respondent Households

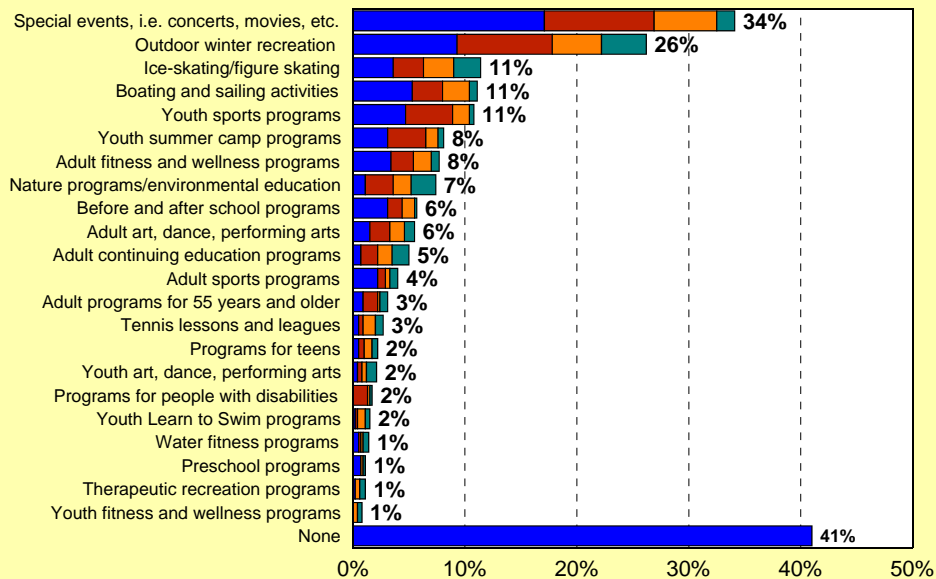
by percentage of respondents (top four choices)



Source: Leisure Vision/ETC Institute (September 2013)

Q11. Programs Respondent Households Participate in the Most

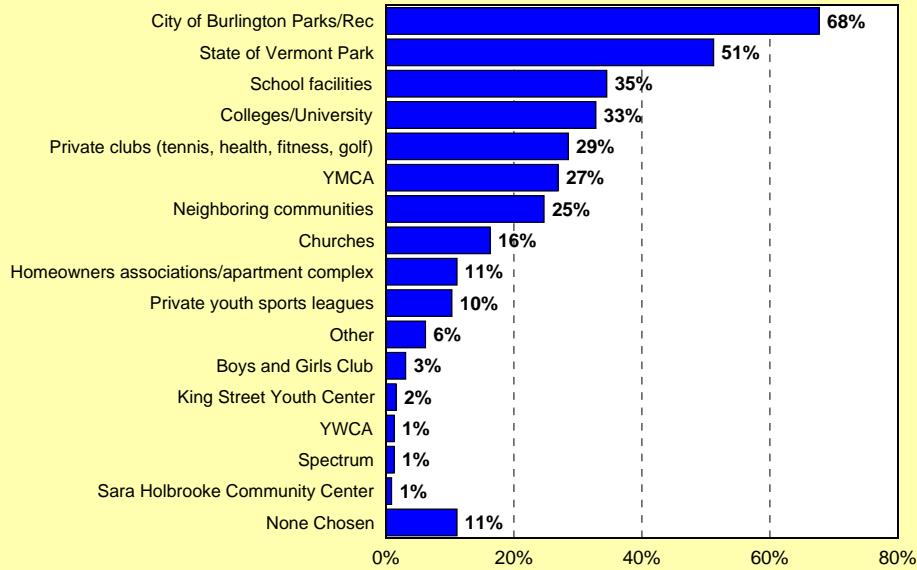
by percentage of respondents (top four choices)



Source: Leisure Vision/ETC Institute (September 2013)

Q12. List of Organizations Respondents Have Used for Indoor and Outdoor Recreation and Sports Activities

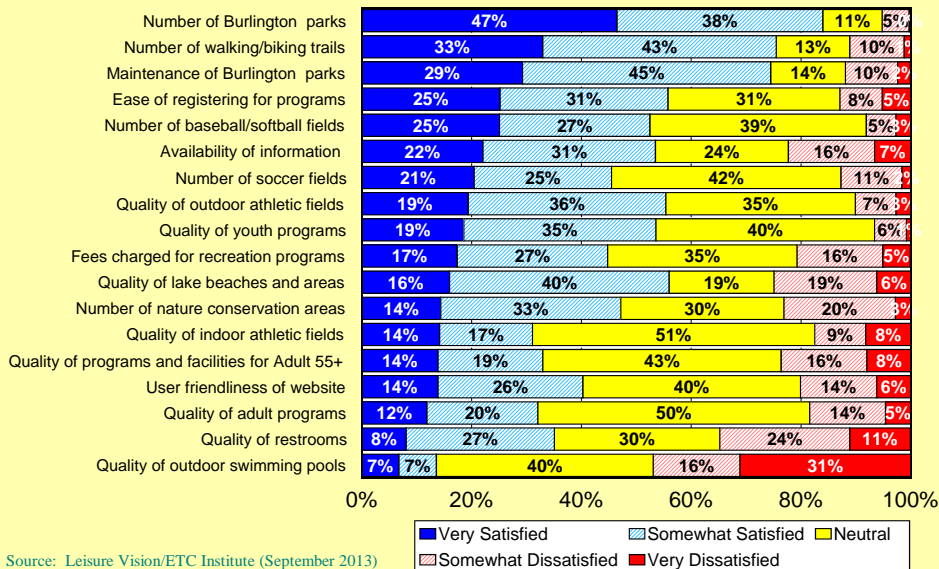
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (September 2013)

Q13. Level of Satisfaction With Various Recreation Services Provided by the City of Burlington Parks and Recreation Department.

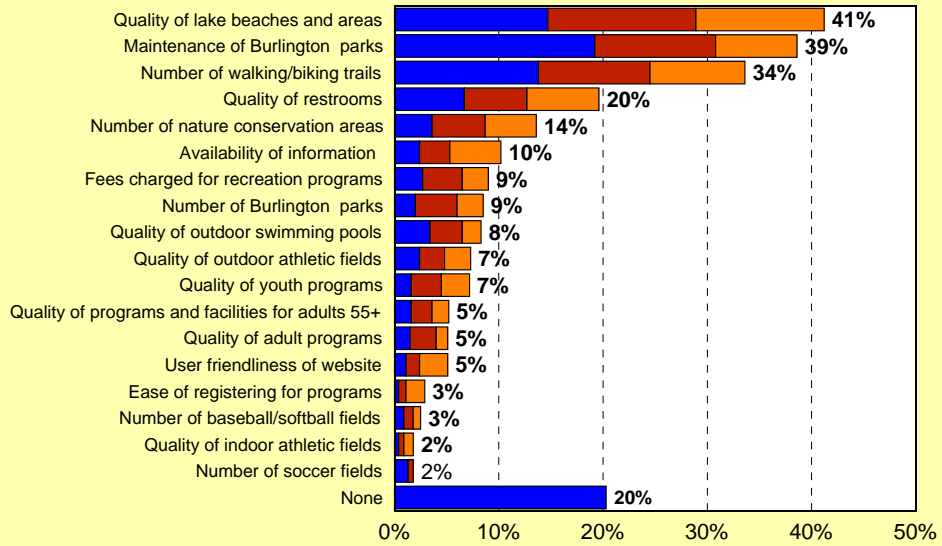
by percentage of respondents (excluding "don't know" responses)



Source: Leisure Vision/ETC Institute (September 2013)

Q14. Parks and Recreation Services Respondents Believe Should Receive the Most Attention

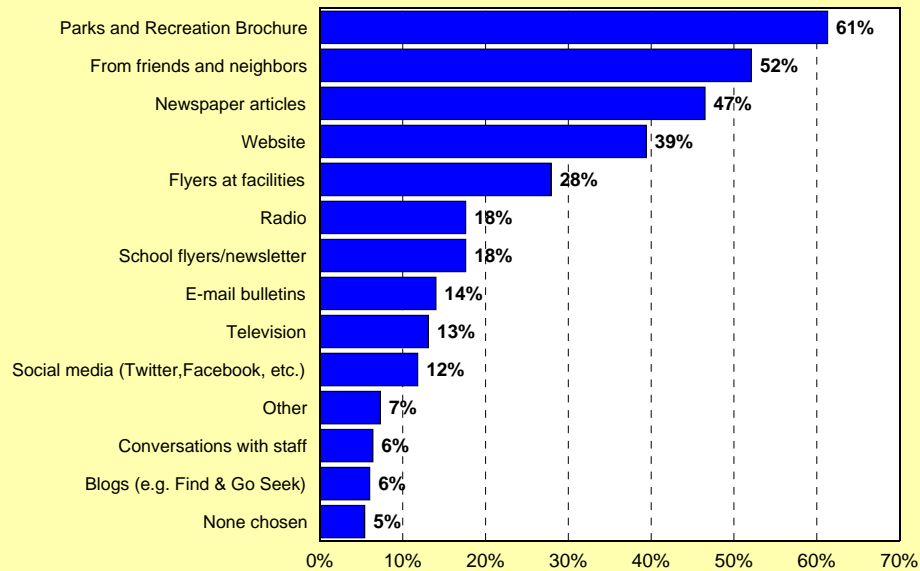
by percentage of respondents (based on top three choices)



Source: Leisure Vision/ETC Institute (September 2013)

Q15. Ways Respondents Learn About the Services That the City of Burlington Parks and Recreation Department Offers

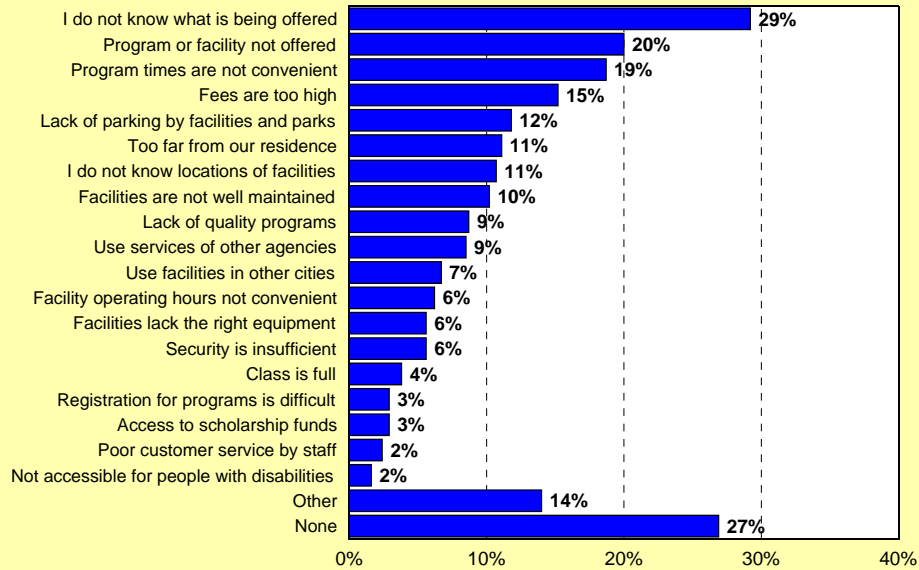
by percentage of respondents



Source: Leisure Vision/ETC Institute (September 2013)

Q16. Reasons That Prevent Respondents from Using the City of Burlington Parks and Recreation Department More Often

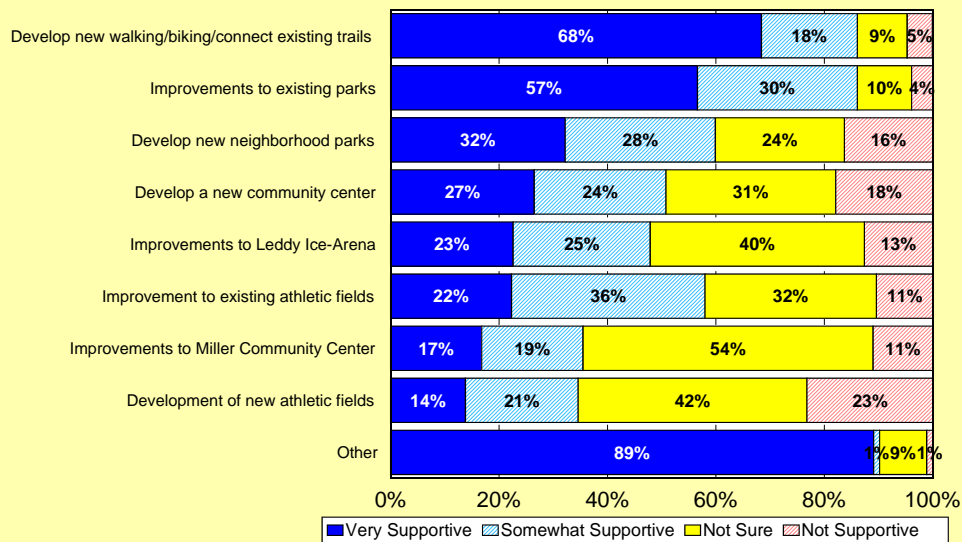
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (September 2013)

Q17. Level of Support Respondents Give to Improve Existing Parks and Recreation Facilities and to Develop new Parks and Recreation Facilities

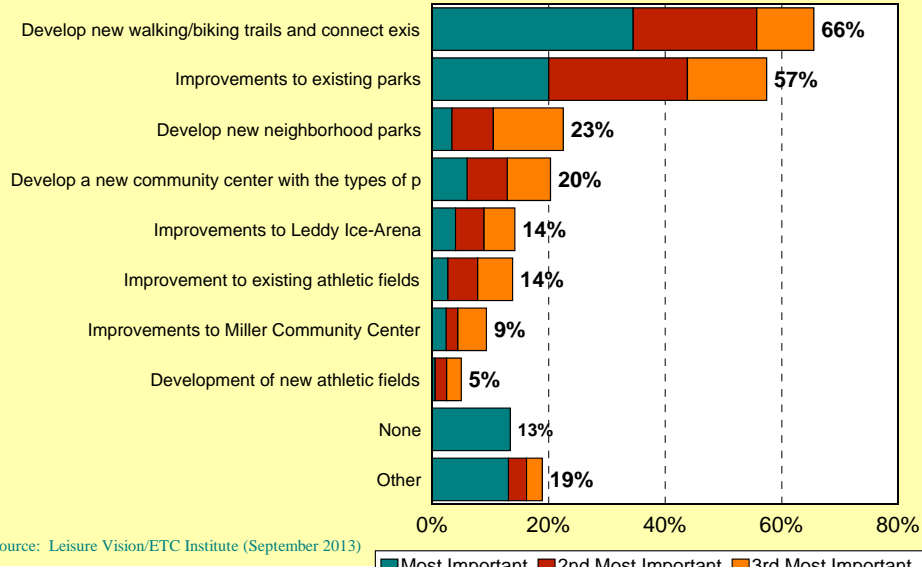
by percentage of respondents (excluding "don't know" responses)



Source: Leisure Vision/ETC Institute (September 2013)

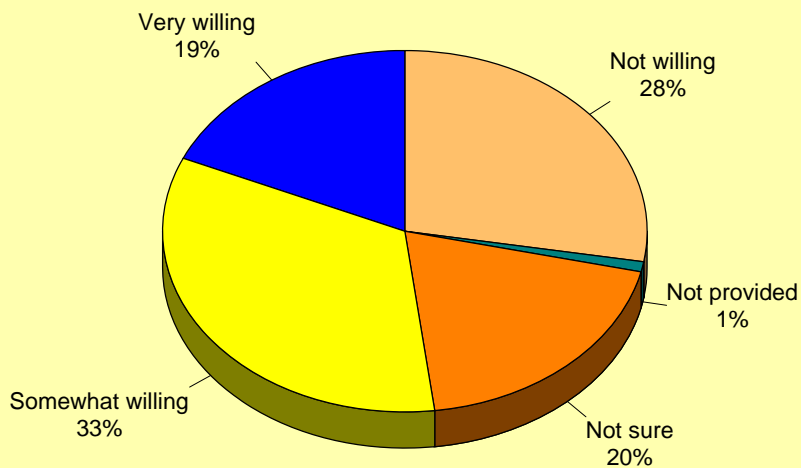
Q18. Respondents Rating of the Most Important Improvements That Could be Made to the Parks and Recreation System

by percentage of respondents (multiple choices could be made)



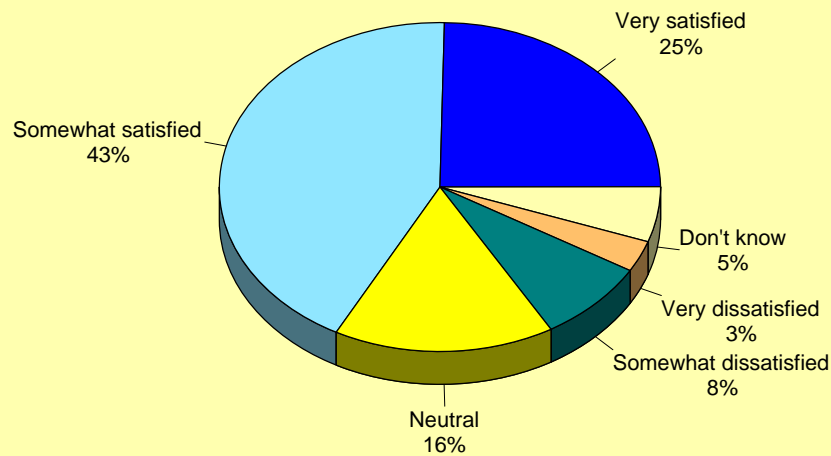
Q19. Willingness of Respondents to Pay an Increase in Taxes to Fund the Types of Parks, Trails, Recreation and Sports Facilities That are Most Important to Them

by percentage of respondents



Q20. Level of Satisfaction Households Receive from the City of Burlington Parks and Recreation Department

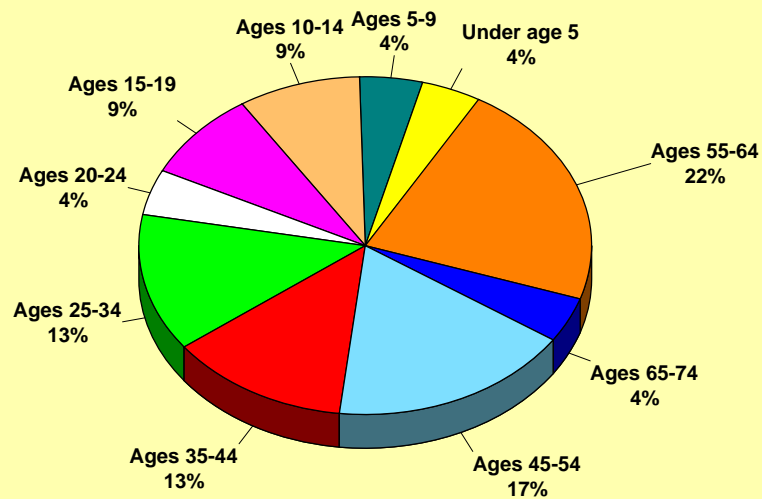
by percentage of respondents (excluding "don't know")



Source: Leisure Vision/ETC Institute (September 2013)

Q21. Demographics: Ages of People in Household

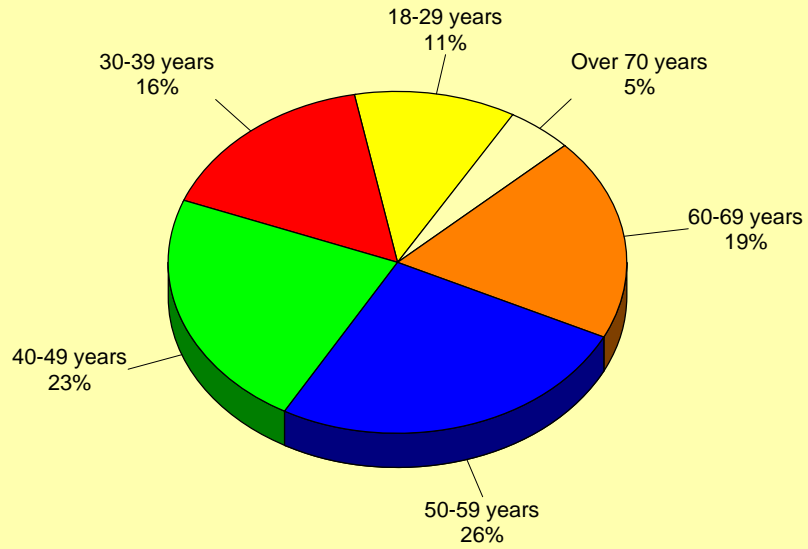
by percentage of (household occupants)



Source: Leisure Vision/ETC Institute (September 2013)

Q22. Demographics: Age of Respondents

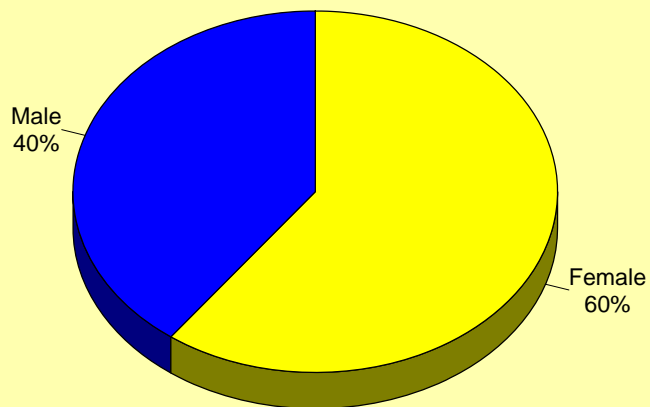
by percentage of respondents



Source: Leisure Vision/ETC Institute (September 2013)

Q23. Demographics: Gender

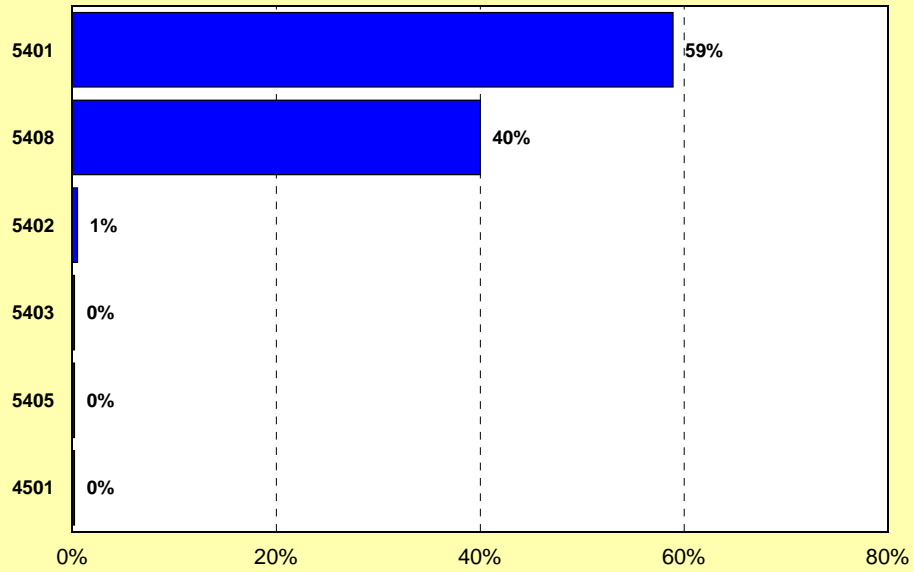
by percentage of respondents



Source: Leisure Vision/ETC Institute (September 2013)

Q24. Demographics: Zip Code of Respondents

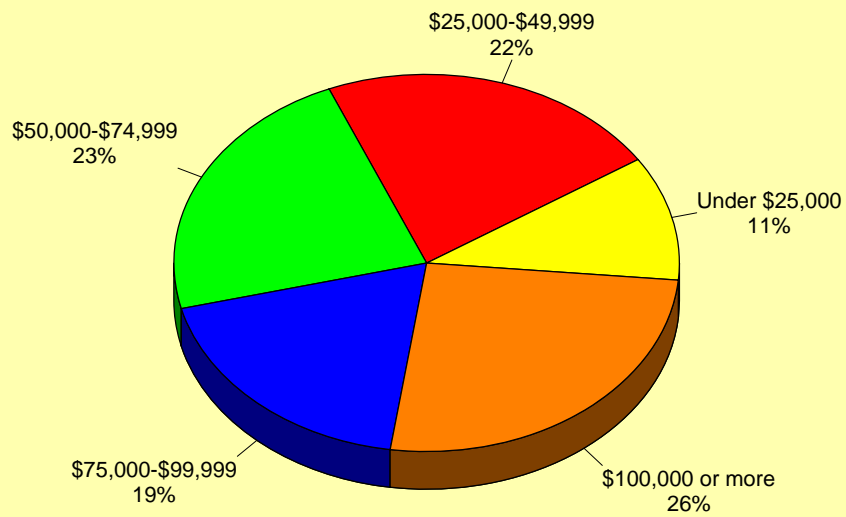
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (September 2013)

Q25. Demographics: Household Income

by percentage of respondents (without "not provided")



Source: Leisure Vision/ETC Institute (September 2013)

Section 3:

Benchmarking Comparisons

Benchmarking for Burlington Parks and Recreation Needs Assessment Surveys

		<i>National Average</i>	<i>Burlington 2013</i>	
Has your household participated in City/County/Park District recreation <u>programs</u> during the past year?				
Yes		35%	23%	
No		65%	77%	
How would you rate the quality of all the recreation <u>programs</u> you've participated in?				
Excellent		35%	32%	
Good		53%	57%	
Fair		10%	9%	
Poor		2%	N/A	
Don't Know		1%	2%	

Benchmarking for Burlington Parks and Recreation Needs Assessment Surveys

		<i>National Average</i>	<i>Burlington 2013</i>
Ways respondents learn about recreation programs and activities			
From friends and neighbors		41%	52%
Website		20%	39%
Newspaper articles/advertisements		39%	47%
Flyers/posters at Parks/Rec. facilities		18%	28%
Cable access television		9%	13%
Social media		6%	12%
Parks and Recreation Brochure		54%	61%
Flyers distributed at school		17%	18%
Conversations with Parks/Rec staff		6%	6%
Radio		11%	18%
E-mail reminders		7%	14%

Benchmarking for Burlington Parks and Recreation Needs Assessment Surveys

		<i>National Average</i>	<i>Burlington 2013</i>
Organizations used for parks and recreation programs and facilities			
City/County Parks and Recreation Department		48%	68%
YMCA		16%	27%
State or Regional Parks		36%	51%
Homeowners associations/apartment complex		12%	11%
Parks and recreation facilities in other cities		24%	25%
Boys and Girls club		4%	3%
Private sports leagues		17%	10%
School district facilities		28%	35%
Private clubs		22%	29%
Churches		30%	16%

Benchmarking for Burlington Parks and Recreation Needs Assessment Surveys

	<i>National Average</i>	<i>Burlington 2013</i>
Recreation <u>programs</u> that respondent households have a need for		
Adult fitness and wellness programs	48%	41%
Nature programs/environmental ed.	32%	37%
Boating and sailing activities	20%	35%
Adult continueing education programs	31%	31%
Adult art, dance, performing arts	21%	25%
Adult sports programs	23%	24%
Water fitness programs	30%	24%
Adult programs for 55+	24%	21%
Youth sports jprograms	27%	21%
Youth summer camp programs	20%	19%
Tennis lessons and leagues	17%	17%
Youth art, dance and performing arts	18%	17%
Before and after school programs	15%	15%
Youth learn to swim programs	25%	14%
Programs for teens	16%	12%
Youth fitness and wellness programs	19%	12%
Preschool programs	15%	10%
Programs for people with disabilities	11%	8%

Benchmarking for Burlington Parks and Recreation Needs Assessment Surveys

	<i>National Average</i>	<i>Burlington 2013</i>
Recreation <u>programs</u> that are the most important to respondent households		
Special events ie. concerts, movies etc.	20%	37%
Adult fitness and wellness programs	30%	24%
Boating and sailing activities	7%	18%
Nature programs/environmental ed.	13%	16%
Adult continueing education programs	14%	16%
Adult programs for ages 55+	13%	12%
Youth sports programs	15%	12%
Youth summer camp programs	9%	10%
Adult sports programs	10%	9%
Adult art, dance and performing arts	9%	9%
Before and after school programs	7%	8%
Water fitness programs	13%	8%
Youth art, dance, performing arts	6%	7%
Tennis lessons and leagues	7%	7%
Preschool programs	8%	5%
Programs for teens	7%	5%
Programs for people with disabilities	4%	4%
Youth learn to swim programs	13%	4%
Youth fitness and wellness programs	6%	3%
Parks and recreation <u>facilities</u> that respondent		
Walking and biking trails	69%	88%
Large community parks	55%	68%
Small neighborhood parks	60%	65%
Historic sites	46%	44%
Nature Center	53%	42%
Outdoor swimming pools/water park	44%	41%
Indoor fitness and exercise facilities	47%	38%

Benchmarking for Burlington Parks and Recreation Needs Assessment Surveys

		<i>National Average</i>	<i>Burlington 2013</i>	
Indoor swimming/leisure pool		43%	35%	
Playground equipment		43%	34%	

Benchmarking for Burlington Parks and Recreation Needs Assessment Surveys

	<i>National Average</i>	<i>Burlington 2013</i>
Off-leash dog park	27%	32%
Outdoor tennis courts	26%	32%
Indoor meeting/gathering space	23%	30%
Indoor running/walking track	41%	29%
Outdoor ice-skating area	26%	28%
Indoor ice arena	13%	28%
Indoor recreation center	27%	27%
Youth multi-use athletic fields	20%	23%
Outdoor basketball courts	24%	21%
Campgrounds	28%	17%
Indoor multi-use athletic fields	20%	16%
Indoor basketball/volleyball courts	27%	16%
Youth baseball and softball fields	20%	15%
Adult baseball and softball fields	15%	11%
Skateboarding park	14%	11%
Most Important Parks and Recreation Facilities to		
Walking and biking trails	42%	54%
Small neighborhood parks	28%	26%
Skateboarding parks	3%	18%
Large community parks	19%	18%
Off-leash dog park	18%	16%
Playground equipment	20%	16%
Campgrounds	9%	15%
Nature Center	19%	14%
Outdoor swimming pools/water park	18%	13%
Outdoor tennis courts	7%	10%
Youth multi-use athletic fields	3%	9%
Historic sites	10%	9%

Benchmarking for Burlington Parks and Recreation Needs Assessment Surveys

		<i>National Average</i>	<i>Burlington 2013</i>
Lack of parking		5%	12%
Poor customer service by staff		3%	2%
Security is insufficient		7%	6%
Class full		4%	4%
Level of Satisfaction with the Overall Value Households Receive from the Parks and Recreation Department			
Very Satisfied		27%	25%
Somewhat Satisfied		34%	43%
Neutral		20%	16%
Somewhat Dissatisfied		6%	8%
Very Dissatisfied		3%	3%
Don't Know		11%	5%