

2011 Community Interest and Opinion Survey

Final Report

Submitted to

*The City of Bloomington Parks and
Recreation Department*



725 W. Frontier Circle

Olathe, KS 66061

(913) 829- 1215

December 2011

Section 1:
Executive Summary

Community Interest & Opinion Survey for the City of Bloomington Parks & Recreation Department

Executive Summary Report

Overview of the Methodology

Leisure Vision conducted a Community Interest and Opinion Survey for the City of Bloomington Parks and Recreation Department during the fall of 2011. The purpose of the survey was to help determine park and recreation priorities for the community. The survey was designed to obtain statistically valid results from households throughout the City of Bloomington. The survey was administered by a combination of mail and phone.

Leisure Vision worked extensively with City of Bloomington 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.

Leisure Vision mailed surveys to a random sample of 3,000 households throughout the City of Bloomington and surrounding areas within Monroe County. Approximately three days after the surveys were mailed, each household that received a survey also received an automated voice message encouraging them to complete the survey. In addition, about two weeks after the surveys were mailed, Leisure Vision began contacting households by phone. Those who indicated they had not returned the survey were given the option of completing it by phone.

The goal was to obtain a total of at least 500 completed surveys from City of Bloomington households, and an additional 100 surveys from households in Monroe County, including a target of at least 40 surveys from Monroe County living within 2-3 miles of the City limits. This goal was far exceeded, with a total of 708 surveys having been completed. The results of the random sample of 708 households have a 95% level of confidence with a precision of at least +/-3.7%.

The following pages summarize major survey findings.

Major Survey Findings

- **Use of Parks During the Past Year.** Bryan Park (70%) was the most frequently mentioned park that respondent households indicated they used during the past year. There were three other parks that at least 30% or more of respondent households indicated they used during the past year including: Cascades Park (50%), Griffy Lake Nature Preserve (34%) and Olcott Park (31%). It should be noted that 87% of respondents indicated they had used a park in the City of Bloomington over the past year.
- **Most Used Parks During the Past Year.** Based on the sum of their top three choices, the parks that respondent households have used the most during the past year are: Bryan Park (61%) and Cascades Park (33%). Latimer Woods (.3%) was the park that the least amount of respondents indicated using the most during the past year.
- **Overall Ratings of Physical Condition of ALL Bloomington Parks Visited.** Ninety-five percent (95%) of respondents indicated they would rate the physical condition of ALL City of Bloomington Parks visited as either excellent (49%) or good (46%). The remaining 5% indicated they would rate the physical condition as fair.
- **Participation in Programs Offered by Bloomington During the Past Year.** Twenty-six percent (26%) of respondent households have participated in recreation or sports programs offered by the City of Bloomington Parks and Recreation Department during the past year. Of this 26% of households, 92% indicated they would rate the overall quality of recreation or sports programs participated in as either excellent (48%) or good (44%). Of the remaining 8% of households, 7% rate the quality as fair and only 1% rated them as poor.
- **Use of Parks and Recreation Facilities.** Sixty percent (60%) of respondent households indicated they have used the B-Line Trail. Other frequently mentioned parks and recreation facilities that respondents indicated they have used include: Bloomington Rail Trail (42%), Clear Creek Trails (41%), and Bryan Park Pool (39%). The least frequently mentioned facility that respondents indicated they have used was the Cascades Skatepark (4%).
- **THREE Facilities Respondent Household Members Used the Most.** Based on the sum of their top three choices, the facilities that respondent household members indicated they used the most during the past year are: B-Line Trail (44%), Bloomington Rail Trail (26%), Bryan Park Pool (26%) and Clear Creek Trail (25%).

- **Ways Respondents Learn About Programs and Activities.** The seasonal program guide (67%) is the most frequently mentioned way respondents learn about City of Bloomington Parks and Recreation Department programs and activities. Other frequently mentioned ways that respondents indicated they learn about City of Bloomington parks and recreation department programs and activities are: from friends and neighbors (50%) and newspaper articles (49%).
- **Need for Parks and Recreation Facilities.** There are four parks and recreation facilities that at least 50% of respondent households indicated they have a need for: walking and biking trails (74%), small neighborhood parks (61%), large community parks (59%), and greenspace and natural areas (53%). It should also be noted that 97% of respondents indicated they had a need for something “other” than what was on the list.
- **Facilities Most Important to Household Members.** Based on the sum of their top four choices, the facilities that respondents indicated were most important to their households included: walking and biking trails (55%) and small neighborhood parks (31%). Youth football fields (1%) was the facility that the least amount of respondents indicated was important to their household.
- **Need for Recreation Programs and Activities.** Farmers’ Market (71%) is the recreation program or activity that the highest percentage of households indicated having a need for. Other frequently mentioned recreation programs and activities include: community events, concerts, movies, etc. (52%) and adult fitness, health and wellness programs (39%).
- **Most Important Recreation Programs and Activities.** Based on the sum of their top four choices, the recreation programs and activities that are most important to respondent households are: Farmers’ Market (62%) and community events, concerts, movies, etc. (39%). It should also be noted that the recreation program and activity that the least amount of households indicated as important was “youth health and wellness programs” (3%).
- **Programs and Activities Participated In Most Often.** Based on the sum of their top four choices the recreation programs and activities that respondents indicated their households currently participate in most often include: Farmers’ Market (61%), and community events, concerts, movies, etc. (35%). There were several programs and activities that only 1% of respondent households indicated using most often: programs for teens, programs for people with disabilities, youth health and wellness programs, and water fitness programs.

- **Use of Twin Lakes Recreation Center During the Past 12 Months.** Thirty percent (30%) of respondent households have used the Twin Lakes Recreation Center at least 1-9 times during the past 12 months. Thirteen percent (13%) of respondent households have used the Twin Lakes Recreation Center at least 10-24 times during the past 12 months. It should be noted that 70% of respondent households indicated that they had never used the Twin Lakes Recreation Center during the past 12 months.
- **ALL Areas and Services Used at Twin Lakes Recreation Center.** Basketball/volleyball courts (10%) were the area or service that the highest percentage of respondent households used at the Twin Lakes Recreation Center over the past 12 months. Other frequently mentioned areas and services included: 1/5 mile indoor track (8%) and fitness equipment (8%). Zero percent (0%) of respondent households indicated using the “flag football leagues” at the Twin Lakes Recreation Center over the past 12 months.
- **Ratings of Quality of Facilities and Programs Used at Twin Lakes Recreation Center.** Eighty-seven percent (87%) of respondent households indicated they would rate the overall quality of the facilities and programs that respondent household members used at the Twin Lakes Recreation Center as either excellent (39%) or good (48%). Eleven percent (11%) of respondent households rated the quality as “fair” and only 2% rated the quality as “poor”.
- **ALL the Reasons Preventing Household Members From Using Twin Lakes Recreation Center.** “Too far from our residence” (30%) was the most frequently mentioned reason that prevents household members from using Twin Lakes Recreation Center. Other frequently mentioned reasons were: use another fitness facility (16%), traffic in/out of the facility is challenging (16%), and fees are too high (16%). The reason that the lowest amount of respondents indicated as preventing household members from using the center was: class full (0%).
- **ALL Organizations That Households Have Used For Activities.** Forty-three percent (43%) of respondents indicated the City of Bloomington Parks and Recreation Department as an organization that respondent household members have used for indoor and outdoor recreation and sports activities during the last 12 months. Other frequently mentioned organizations that households have used include: Monroe County Parks (40%), YMCA (31%) and Indiana University recreation facilities (31%).

- **Organizations Household Members Use the Most.** Based on the sum of their top two choices, the organizations that respondent household members indicated they use the most for recreation and sports activities include: City of Bloomington Parks and Recreation Department (27%), Monroe County Parks (24%), and YMCA (24%). Boys and Girls Club (1%) was the organization that the least amount of respondents indicated they use the most for recreation and sports activities.
- **Potential Spaces and Programs Households Would Use at the Switchyard.** There were five potential spaces and programs that at least 35% of respondents indicated their household would use at the Switchyard including: performance space (44%), area for special events/festivals (42%), playground (39%), nature preserve (38%), and shelter buildings (37%). Football fields (4%) was the potential space or program that the least amount of respondent households indicated they would use at the Switchyard.
- **Spaces Household Members Would Use Most Often at the Switchyard.** Based on the sum of their top four choices, the spaces respondent household members indicated they would use most often at the Switchyard are: performance space (30%), playground (30%), nature preserve (28%), and area for special events/festivals (26%).
- **Benefits Most Important to Respondent Household Members.** Based on the sum of their top three choices, the benefits that respondents indicated are most important to household members are: improve physical health and fitness (70%) and make Bloomington a more desirable place to live (47%). Promote tourism to the City (4%) is the benefit that the least amount of respondents indicated was important to their households based on the sum of their top three choices.
- **Allocation of \$100 Among Various Categories of Funding.** Respondents were asked how they would allocate funding among various categories if given \$100. The findings are below:
 - Maintain existing neighborhood parks (\$26)
 - Maintain existing facilities (\$22)
 - Construct walking and biking trails (\$14)
 - Continue to provide existing community events & recreation programs (\$14)
 - Continue to provide existing sports programs (\$11)
 - Acquire new parkland and open space (\$9)
 - Other (\$4)

- **Satisfaction with Overall Value Received From Parks and Recreation Department.** Eighty-one percent (81%) of respondents indicated they are either very satisfied (50%) or somewhat satisfied (31%) with the overall value their Household Receives from the City of Bloomington Parks and Recreation Department. Additionally, 8% indicated neutral and only 3% indicated that their household was either somewhat dissatisfied (2%) or very dissatisfied (1%). The remaining 8% indicated “don’t know”.