

City of Indianapolis

Parks and Recreation Citizen Survey **Executive Summary Report**

Overview of the Methodology

ETC/Leisure Vision conducted a City of Indianapolis Parks and Recreation Citizen Survey summer of 2015 establish priorities for the future improvement of parks and recreation facilities, programs and services within the City of Indianapolis as part of its Parks and Recreation Master Plan update. The survey was designed to obtain statistically valid results from households throughout the City of Indianapolis. The survey was administered by mail, web and phone.

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

A seven-page survey was mailed to a random sample of households throughout the City of Indianapolis. 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.

The goal was to obtain a total of at least 900 completed surveys. ETC/Leisure Vision met that goal with a total of 915 surveys completed. The results of the random sample of 915 households have a 95% level of confidence with a precision rate of at least +/-3.2%.

The following pages summarize major survey findings.

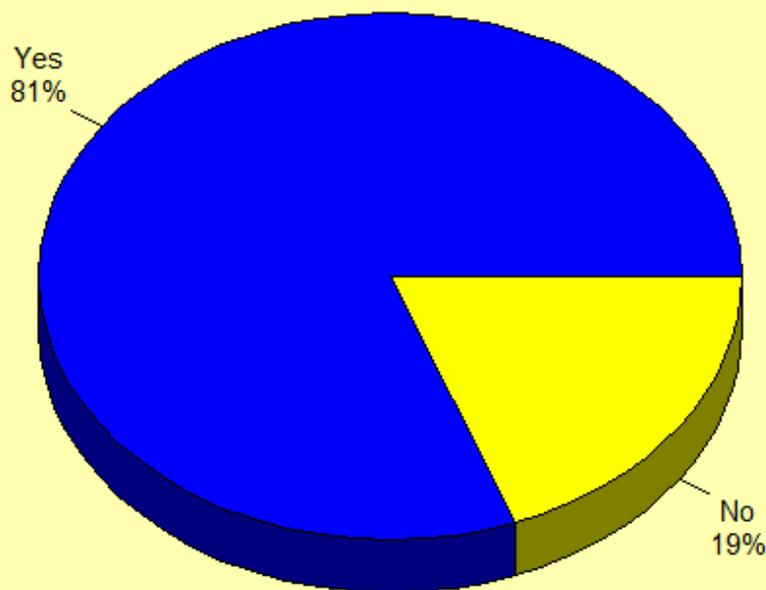
Major Findings:

Park Usage and Ratings

- ❖ **Whether or Not Residents Have Visited Any Indy Parks Over the Past 12 Months:** Eighty-one percent (81%) have used the facilities over the past 12 months, while 19% indicated they had not used parks. Of households who have visited parks, 64% used *walking and biking trails* the most over the past 12 months. Other most used facilities include: Nature trails (49%), Picnic areas/shelter (48%), Playgrounds (44%), and Outdoor swimming pools/water parks (24%).

Q1. Whether or Not Residents Have visited any Indy Parks Over the Past 12 Months

by percentage of respondents who have used the facilities in the past 12 months

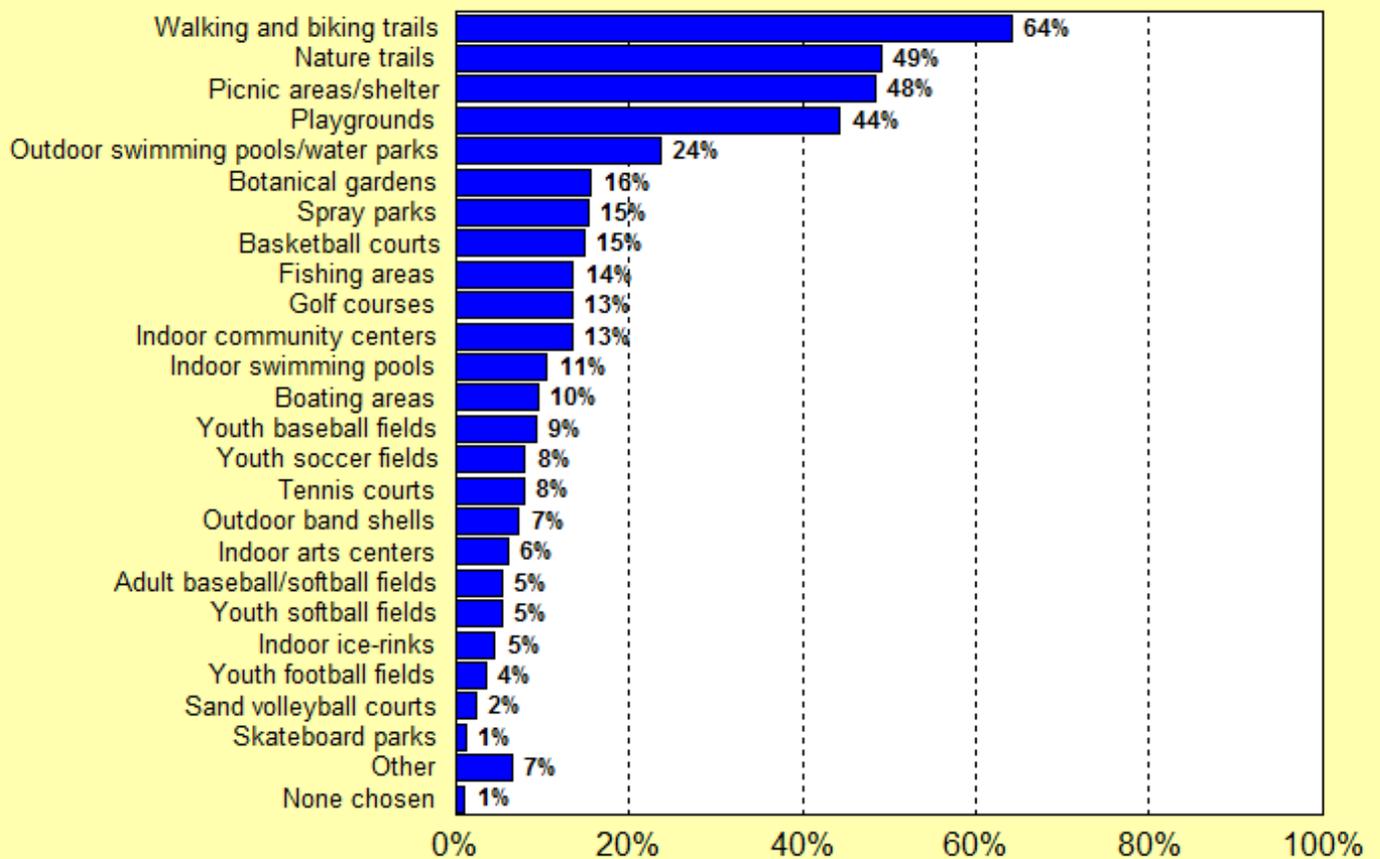


Source: Leisure Vision/ETC Institute for the City of Indianapolis (2015)

- ❖ **Signature Parks that Households Have Visited During the Past 12 Months:** Based on the percentage of respondent households who used or visited Signature Parks, 51% used the *Eagle Creek Park*. Other Signature Parks visited include: Garfield Park (34%), Holliday Park (26%), Riverside Park (17%), and Other (18%).

Q1a. Indy Parks Facilities Residents Have Used or Visited Over the Past 12 Months

by percentage of respondents (multiple selections possible)

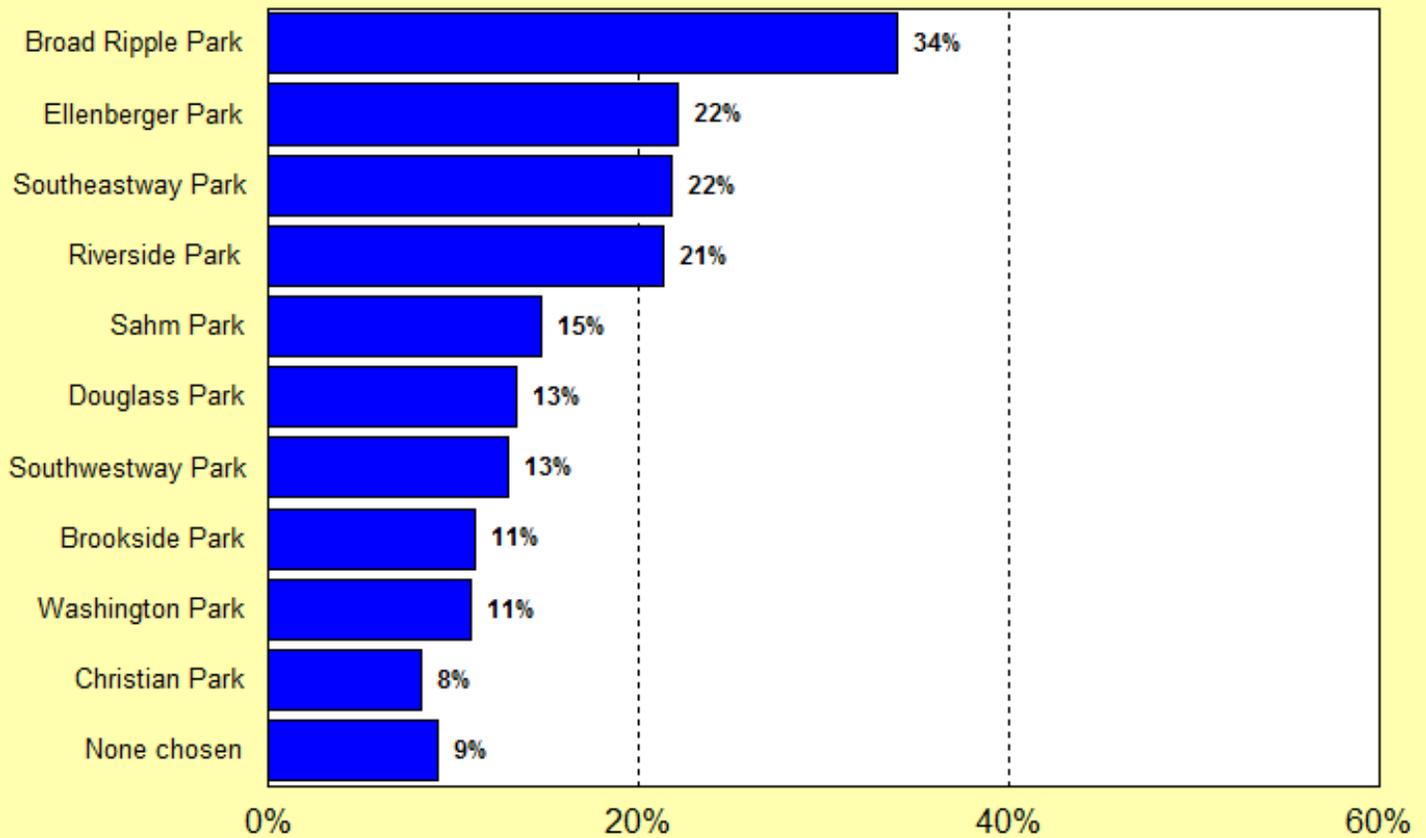


Source: Leisure Vision/ETC Institute for the City of Indianapolis (2015)

- ❖ **Parks Residents Would Support Being Upgraded to Signature Parks:** Thirty-four percent (34%) of respondent households would support *Broad Ripple Park* being upgraded to a Signature Park. Other parks residents would support being upgraded to a Signature Parks: *Ellenberger Park* (22%), *Southeastway Park* (22%), and *Riverside Park* (21%).

Q1c. Parks Residents Would Support Being Upgraded to Signature Parks

by percentage of respondents (multiple selections possible)

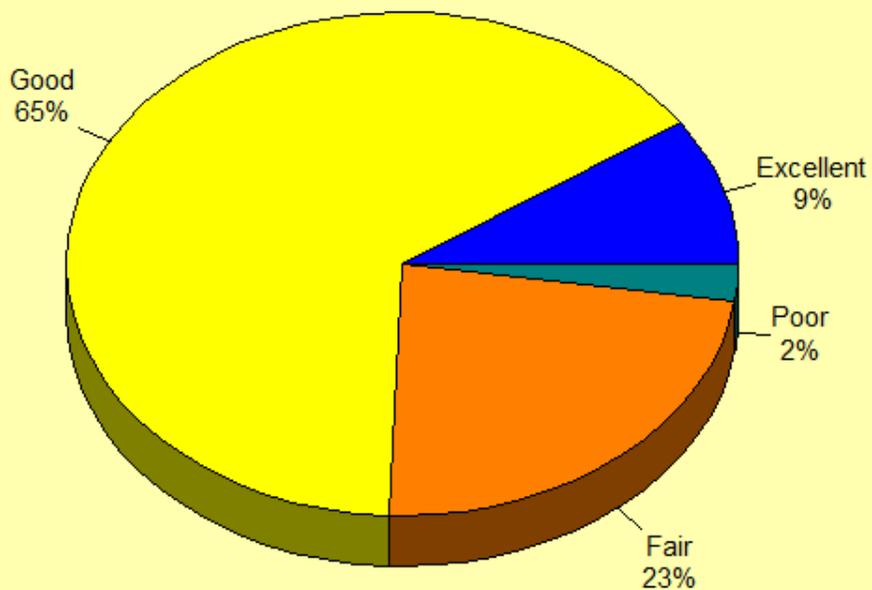


Source: Leisure Vision/ETC Institute for the City of Indianapolis (2015)

- ❖ **How Respondent Households Rate the Overall Physical Condition of All the Parks, Trails and Outdoor Recreation Facilities:** Sixty-five percent (65%) of respondent households rate the overall physical condition of the parks, trails and outdoor recreation facilities visited over the past 12 months as *good*. Other ratings include: Good (65%), Fair (23%), excellent (9%), and poor (2%).

Q1d. How Respondent Households Rate the Overall Physical Condition of ALL the Parks, Trails and Outdoor Recreation Facilities

by percentage of respondents who have used the facilities in the past 12 months



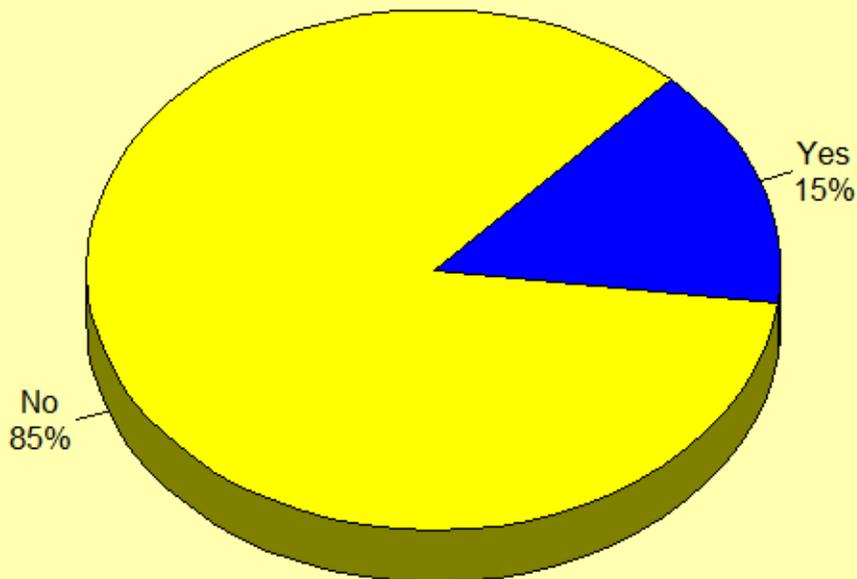
Source: Leisure Vision/ETC Institute for the City of Indianapolis (2015)

Program Usage and Satisfaction

- ❖ **Household Participation in Recreation Programs Offered by the City During the Past 12 Months:** Eighty-five percent (85%) have not participated in recreation programs offered by the city during the past 12 months, Fifteen percent (15%) have participated in recreation programs offered by the city during the past 12 months.

Q2. Household Participation in Recreation Programs Offered by the City During the Past 12 Months

by percentage of respondents

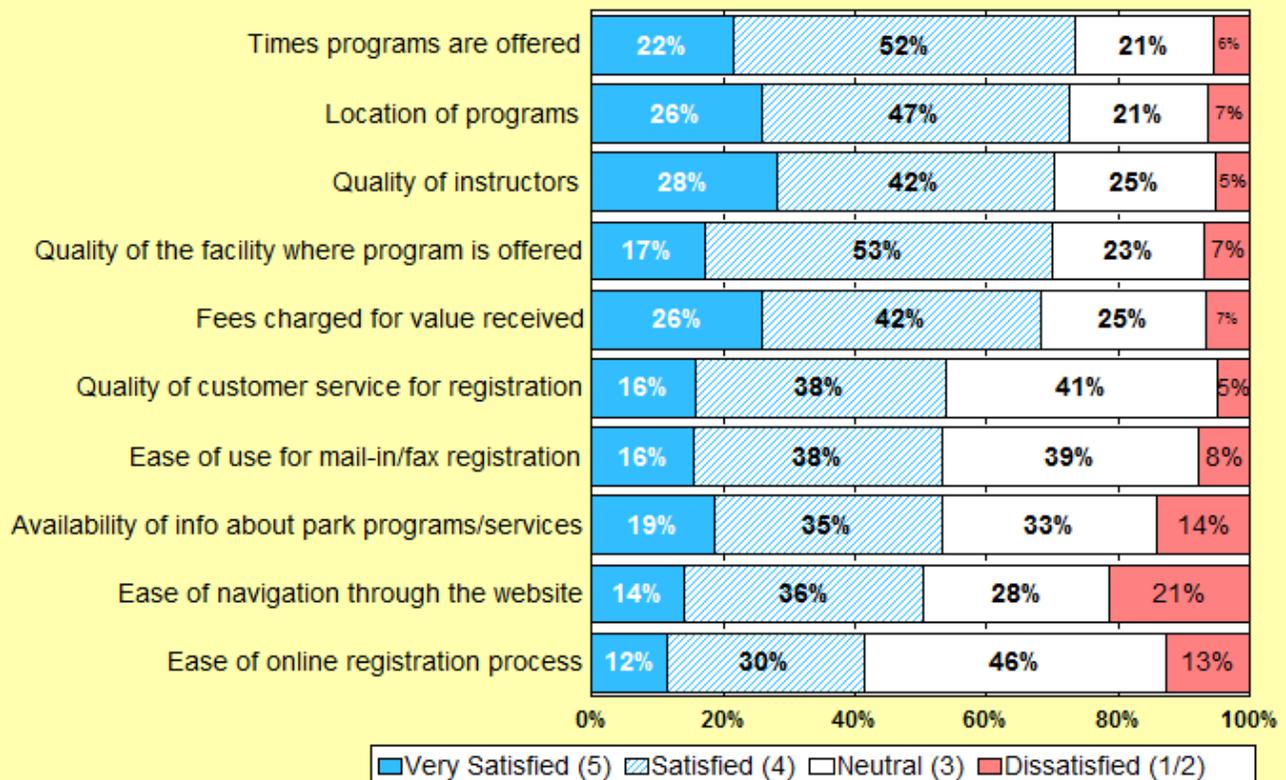


Source: Leisure Vision/ETC Institute for the City of Indianapolis (2015)

- ❖ ***Overall Satisfaction with Program Services Provided by Indy Parks:*** Based on the percentage of respondent households who were either “very satisfied” or “somewhat satisfied,” Seventy-two percent (72%) are satisfied with the times programs are offered. Respondent households are also satisfied with the location of programs (73%), quality of instructors (70%), and quality of the facility where the program is offered (70%).

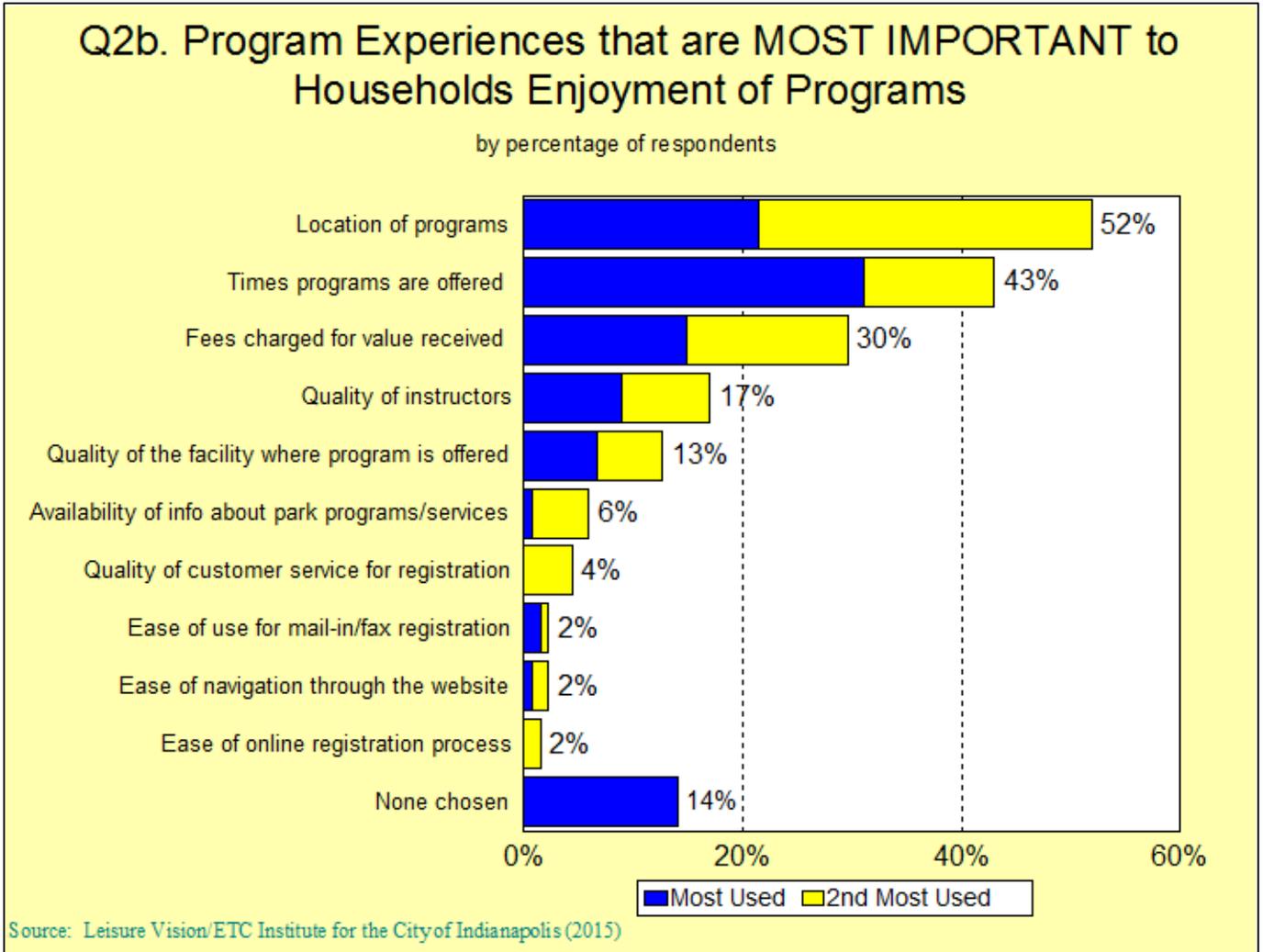
Q2a. Overall Satisfaction with Program Services Provided by Indy Parks

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: Leisure Vision/ETC Institute for the City of Indianapolis (2015)

- ❖ ***Program Experiences that Are Most Important to Respondent Households Enjoyment of Programs:*** Based on the percentage of respondents who chose the program experience as one of their top two choices, (52%) chose location of programs. Other most important program experiences include: times programs are offered (43%), fees charged for value received (30%) and quality of instructors (17%).



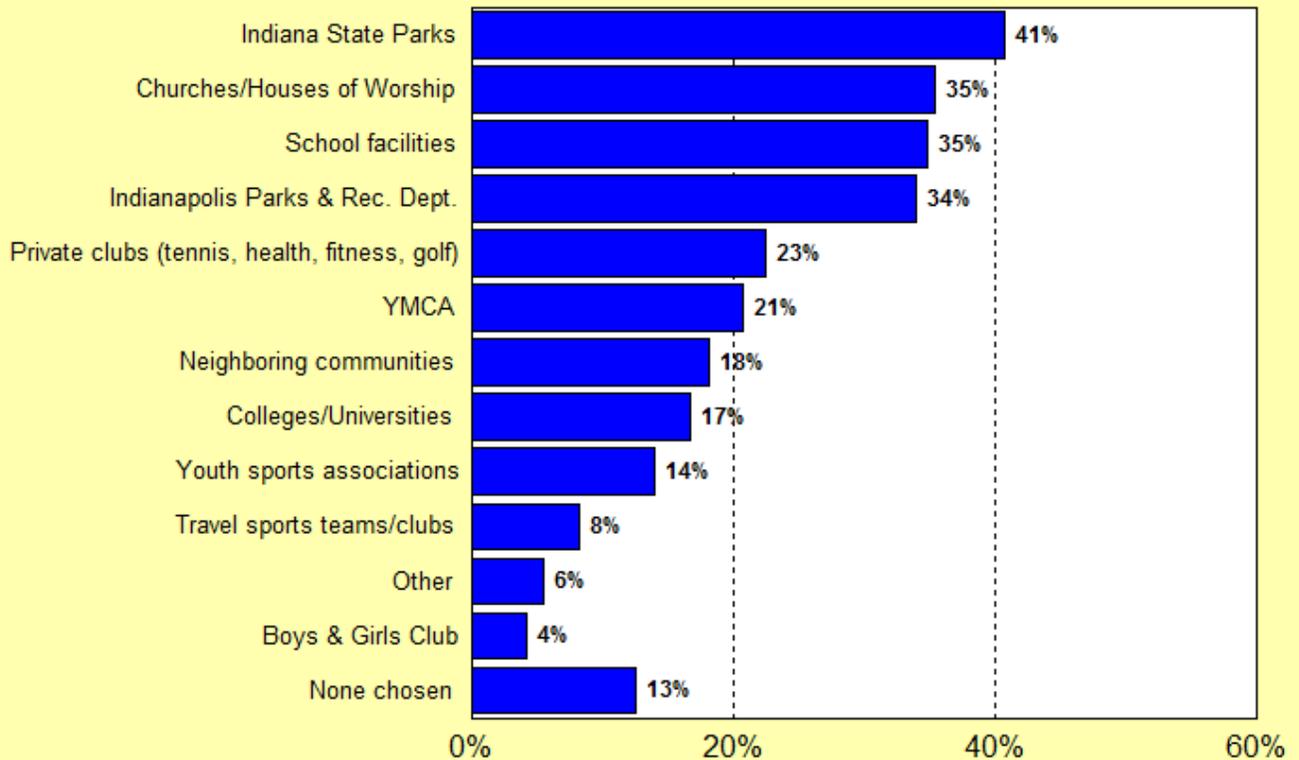
Usage of Organizations

Overall

- ❖ **Organizations Household Have Used for Indoor and Outdoor Recreation Programs and Services During the Past 12 Months:** Based on the percentage of respondent households who used organizations for indoor and outdoor recreation programs and services, (41%) used Indiana State Parks over the past 12 months. Other most used organizations include: Churches/Houses of Worship (35%), school facilities (35%), Indianapolis Parks and Recreation Department (34%) and Private clubs (23%).

Q3. Organizations Households Have Used for Indoor and Outdoor Recreation Programs and Services During the Last 12 Months

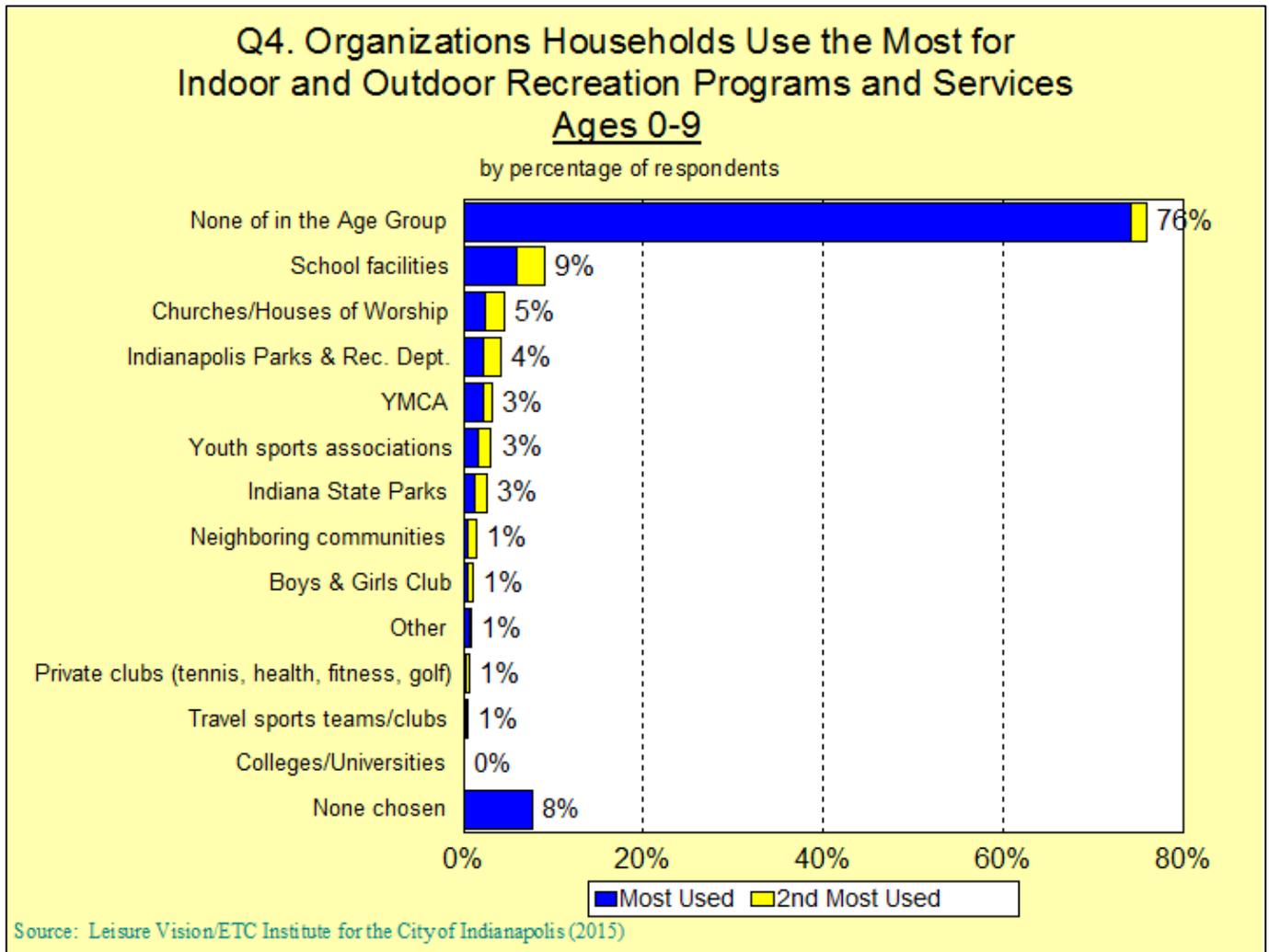
by percentage of respondents (multiple selections possible)



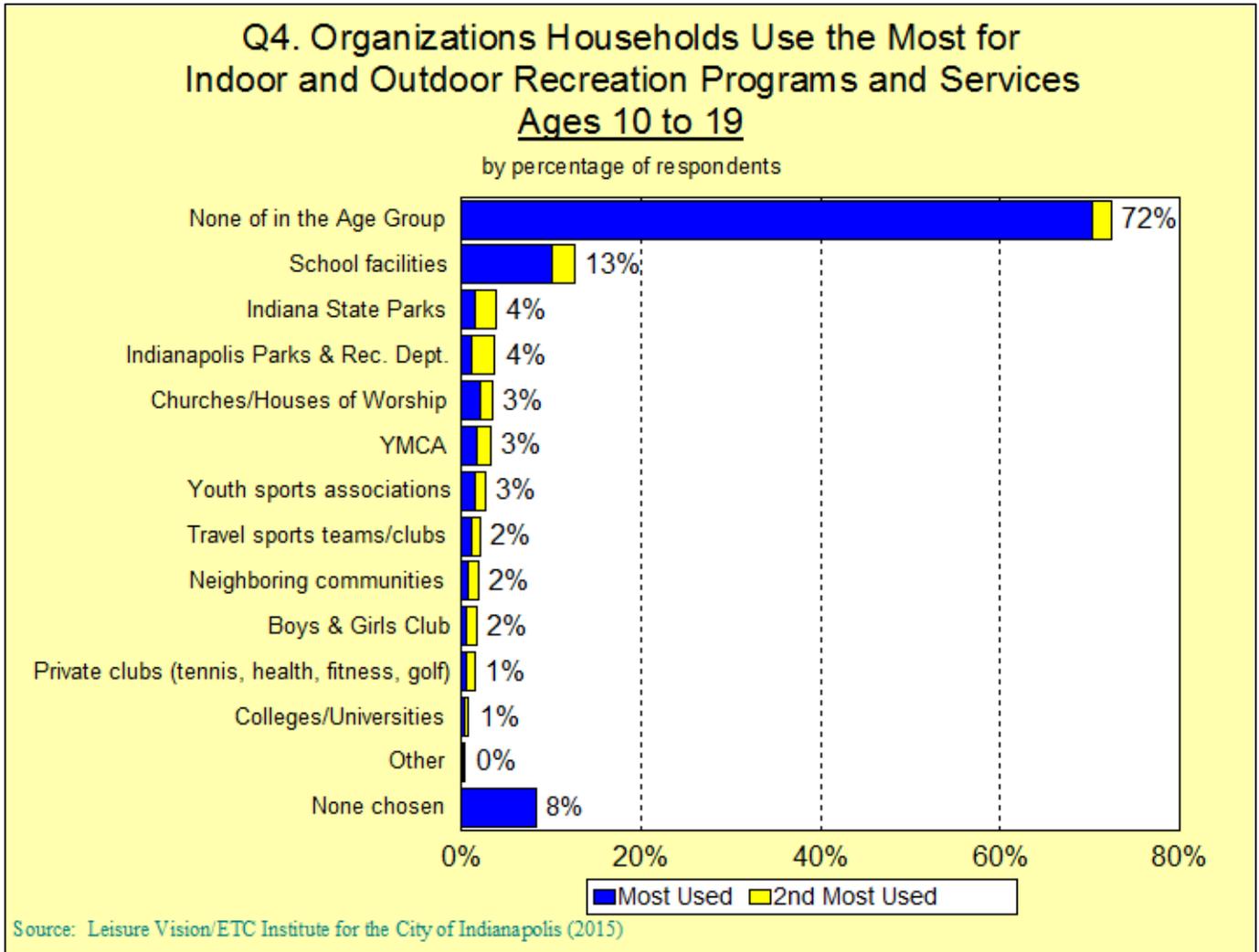
Source: Leisure Vision/ETC Institute for the City of Indianapolis (2015)

Usage by Age

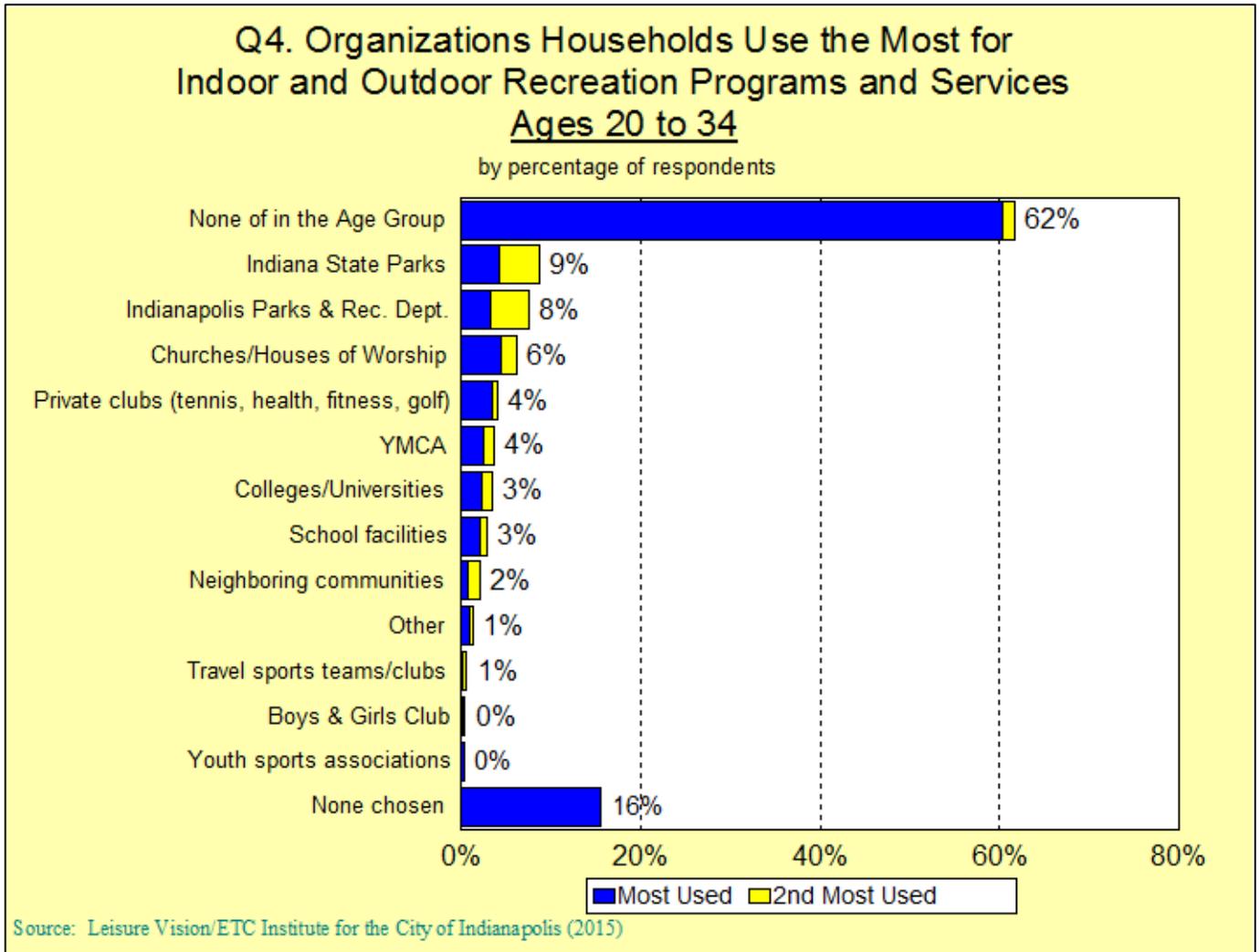
- ❖ **Ages 0-9:** Based on the percentage of respondent households Ages 0-9 who used organizations for indoor and outdoor recreation programs and services, (9%) used school facilities over the past 12 months. Other most used organizations include: Churches/Houses of Worship (5%), and Indianapolis Parks and Recreation Department (4%).



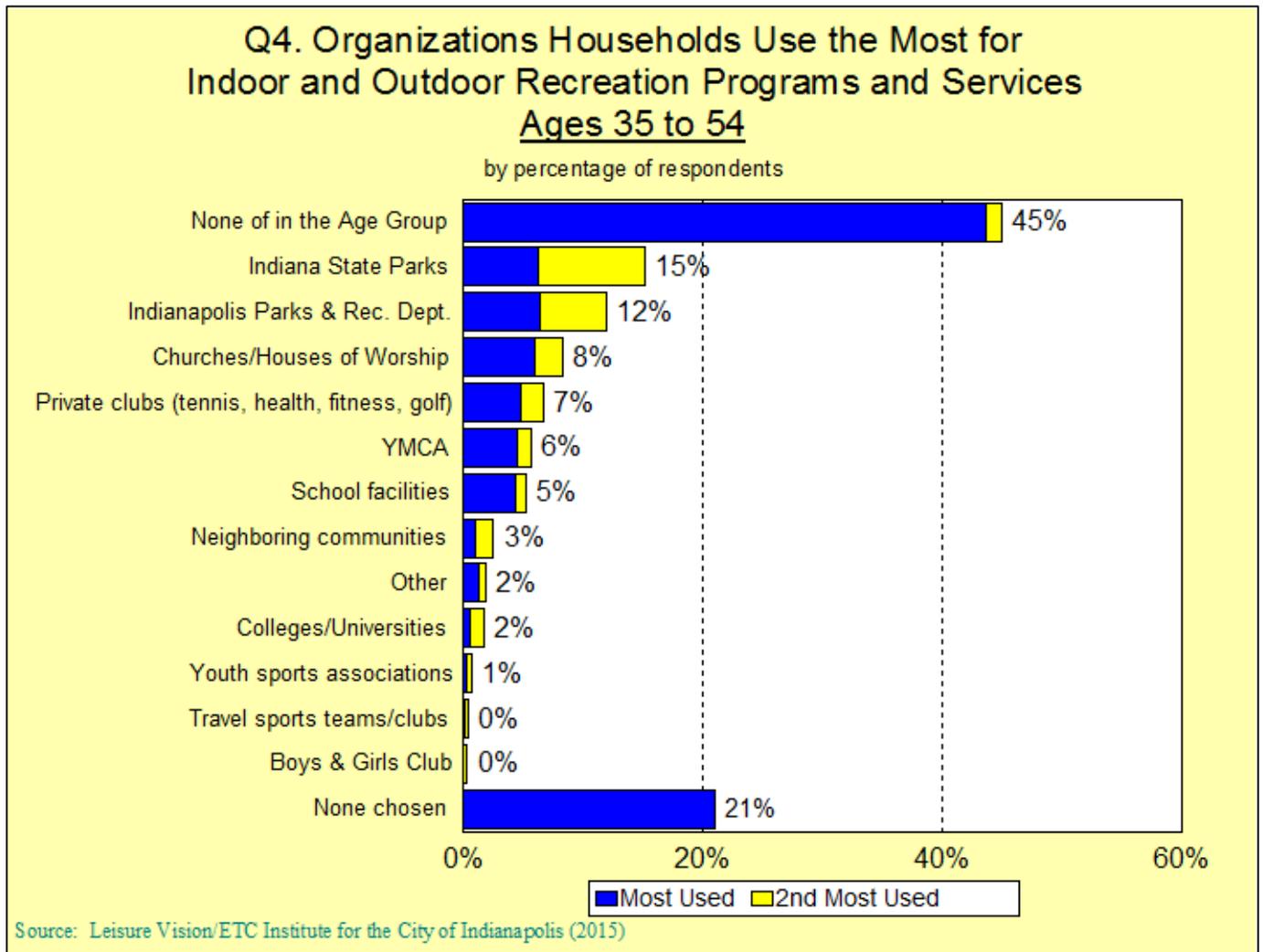
- ❖ **Ages 10-49:** Based on the percentage of respondent households Ages 10-19 who used organizations for indoor and outdoor recreation programs and services, (13%) used school facilities over the past 12 months. Other most used organizations include: Indiana State Parks (4%), and Indianapolis Parks and Recreation Department (4%).



- ❖ **Ages 20-34:** Based on the percentage of respondent households Ages 20-34 who used organizations for indoor and outdoor recreation programs and services, (9%) used Indiana State Parks over the past 12 months. Other most used organizations include: Indianapolis Parks and Recreation Department (8%), and Churches/Houses of Worship (6%).



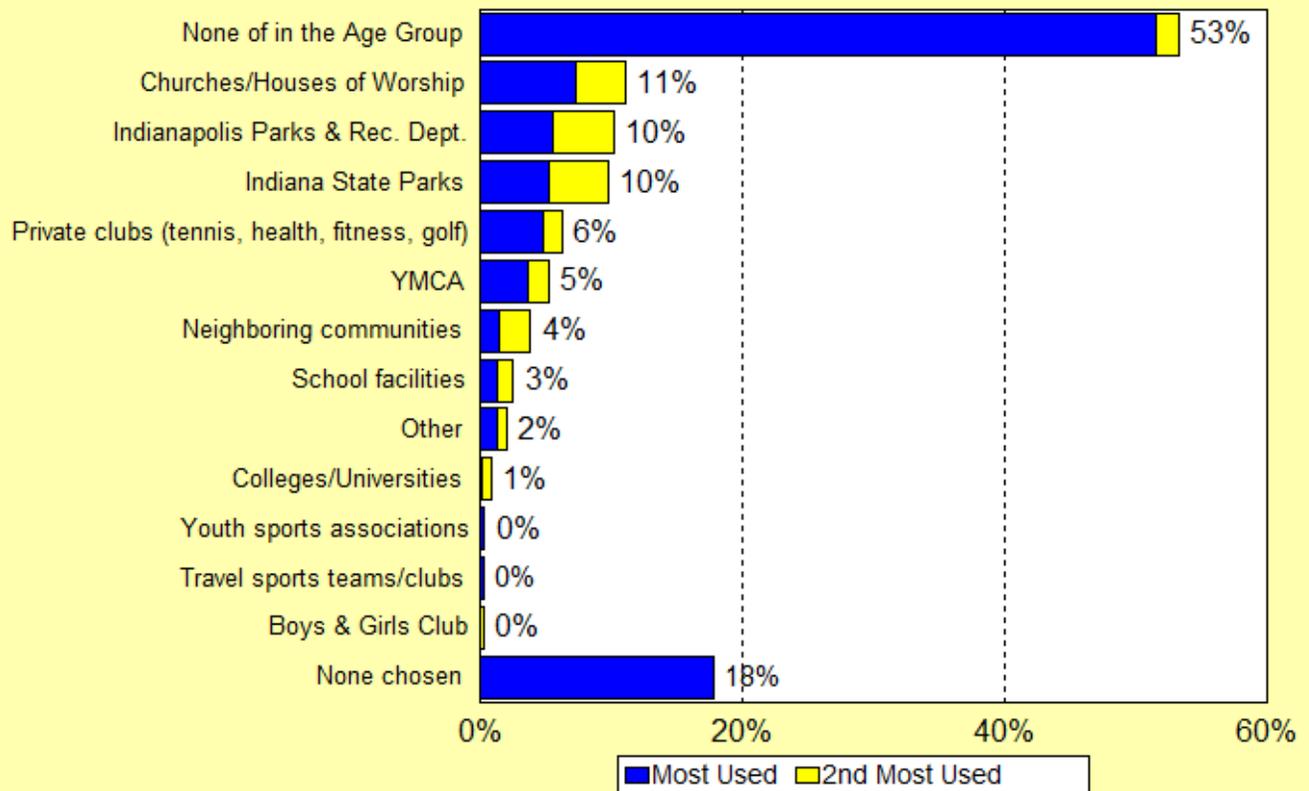
- ❖ **Ages 35-54:** Based on the percentage of respondent households Ages 35-54 who used organizations for indoor and outdoor recreation programs and services, (15%) used Indiana State Parks over the past 12 months. Other most used organizations include: Indianapolis Parks and Recreation Department (12%), and Churches/Houses of Worship (8%).



- ❖ **Ages 55 and older:** Based on the percentage of respondent households Ages 55 and older who used organizations for indoor and outdoor recreation programs and services, (11%) used Churches/Houses of Worship over the past 12 months. Other most used organizations include: Indianapolis Parks and Recreation Department (10%), and Indiana State Parks (10%).

Q4. Organizations Households Use the Most for Indoor and Outdoor Recreation Programs and Services Ages 55 and Older

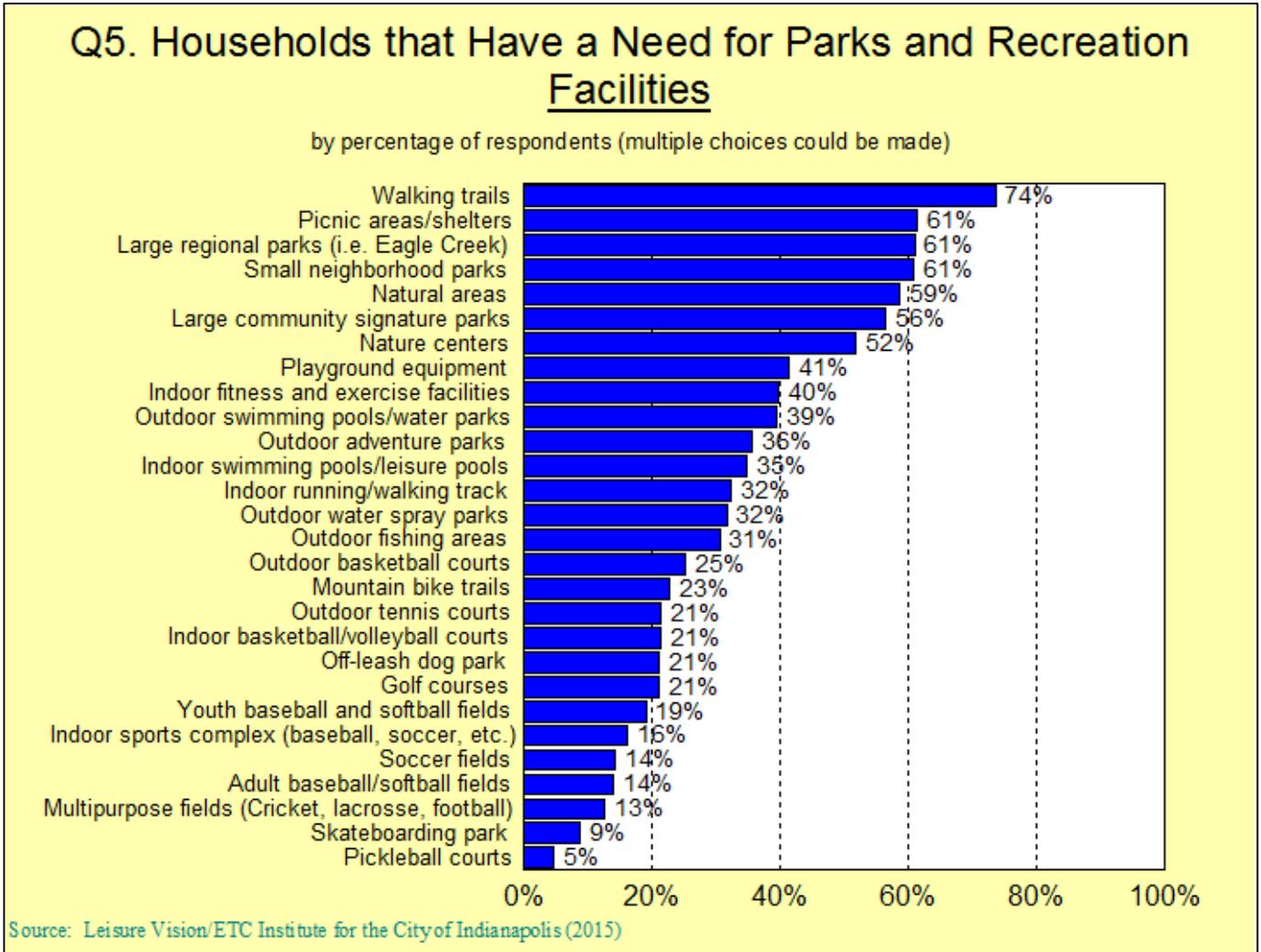
by percentage of respondents



Source: Leisure Vision/ETC Institute for the City of Indianapolis (2015)

Facility Needs and Importance

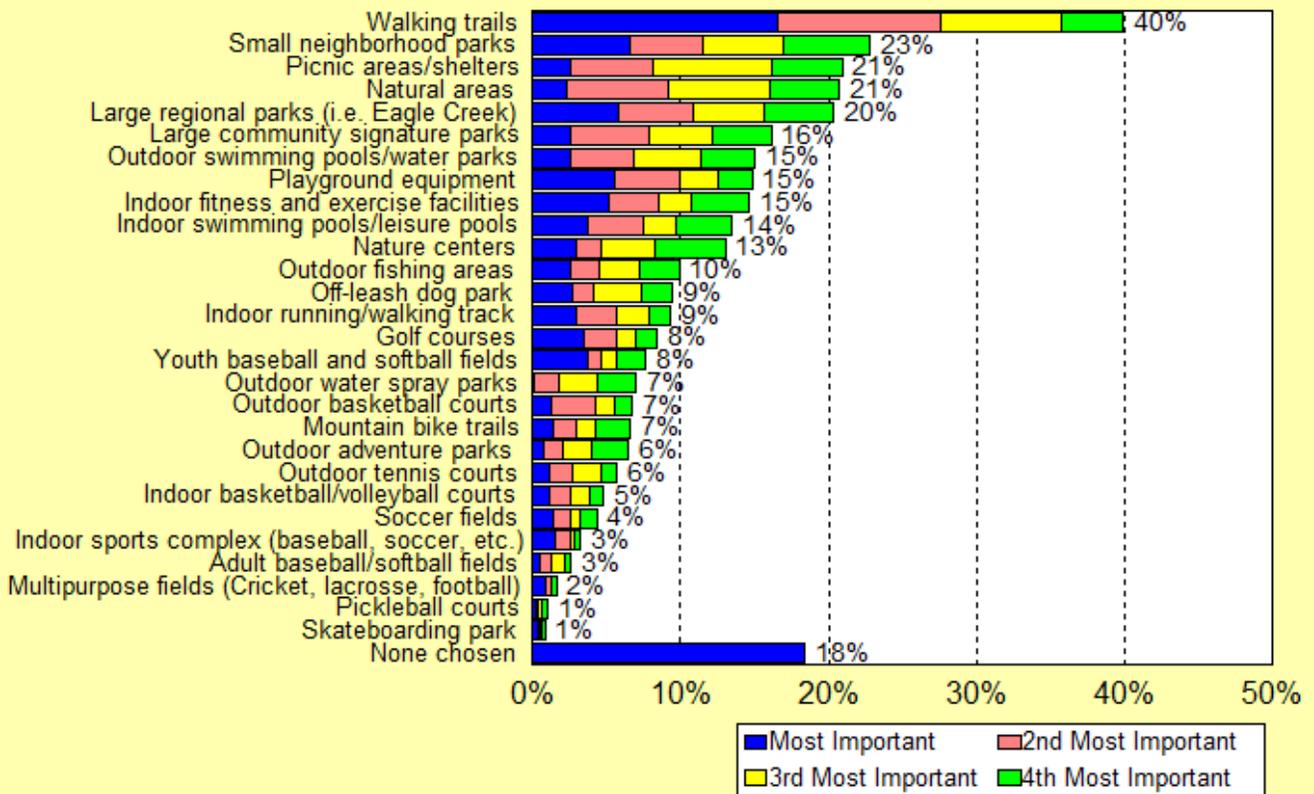
- ❖ Households that Have a Need for Parks and Recreation Facilities: Seventy-four percent (74%) of respondents or 244,166 households have a need for *walking trails*. Other programs respondent households have a need for include: Picnic areas/shelters (61% or 203,970 households), large regional parks (61% or 202,309 households), and small neighborhood parks (61% or 201,645 households).



- ❖ **Recreation Facilities that Are Most Important to Respondent Households:** Based on the percentage of respondents who chose the facility as one of their top four choices, 40% indicated *walking trails* as the most important facility to their household. Other most important programs include: Small neighborhood parks (23%), picnic areas/shelter (21%), and natural areas (21%).

Q6. 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



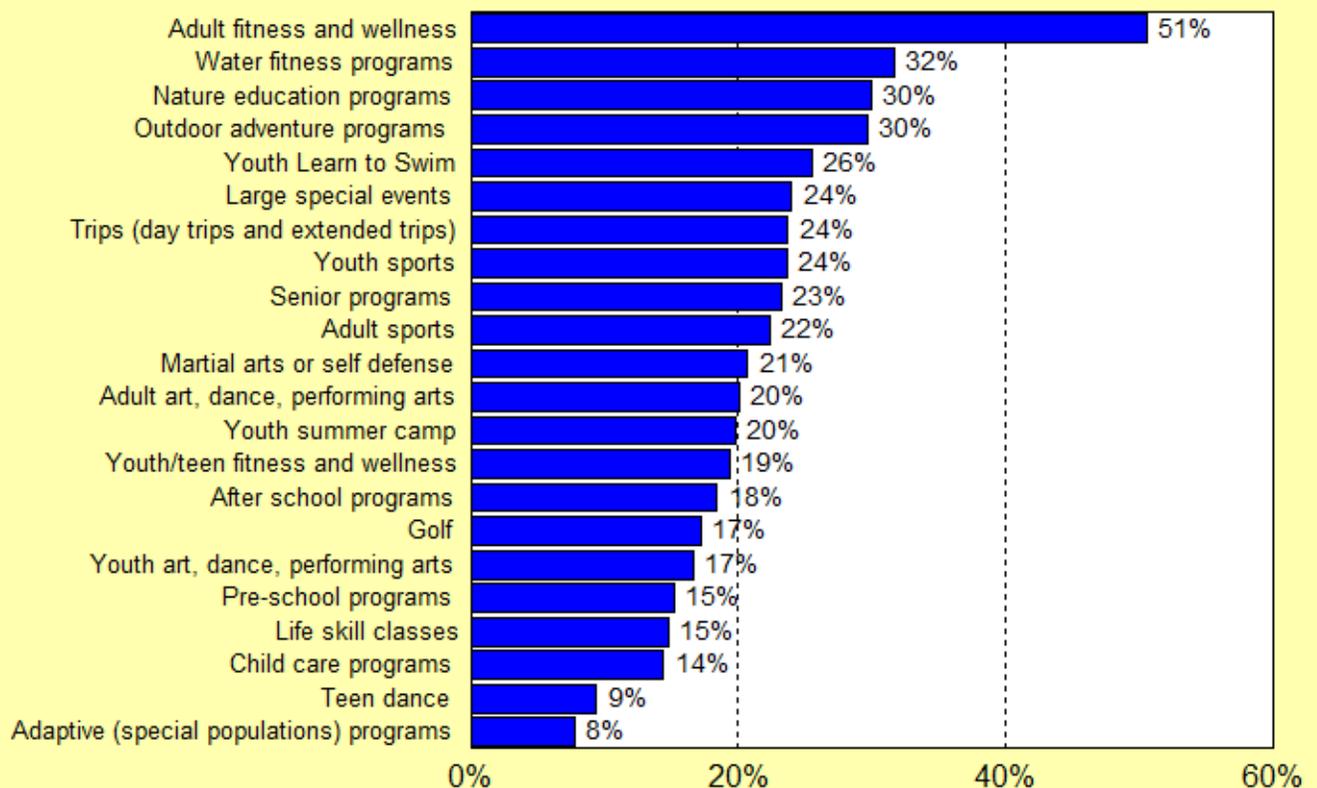
Source: Leisure Vision/ETC Institute for the City of Indianapolis (2015)

Program Needs, Importance, and Usage

- ❖ **Households that Have a Need for Parks and Recreation Programs:** Fifty-one percent (51%) of respondents or 168,093 households have a need for *adult fitness and wellness*. Other programs respondent households have a need for include: water fitness programs (32% or 104,975 households), nature education programs (30% or 99,328 households), and outdoor adventure programs (30% or 98,331 households).

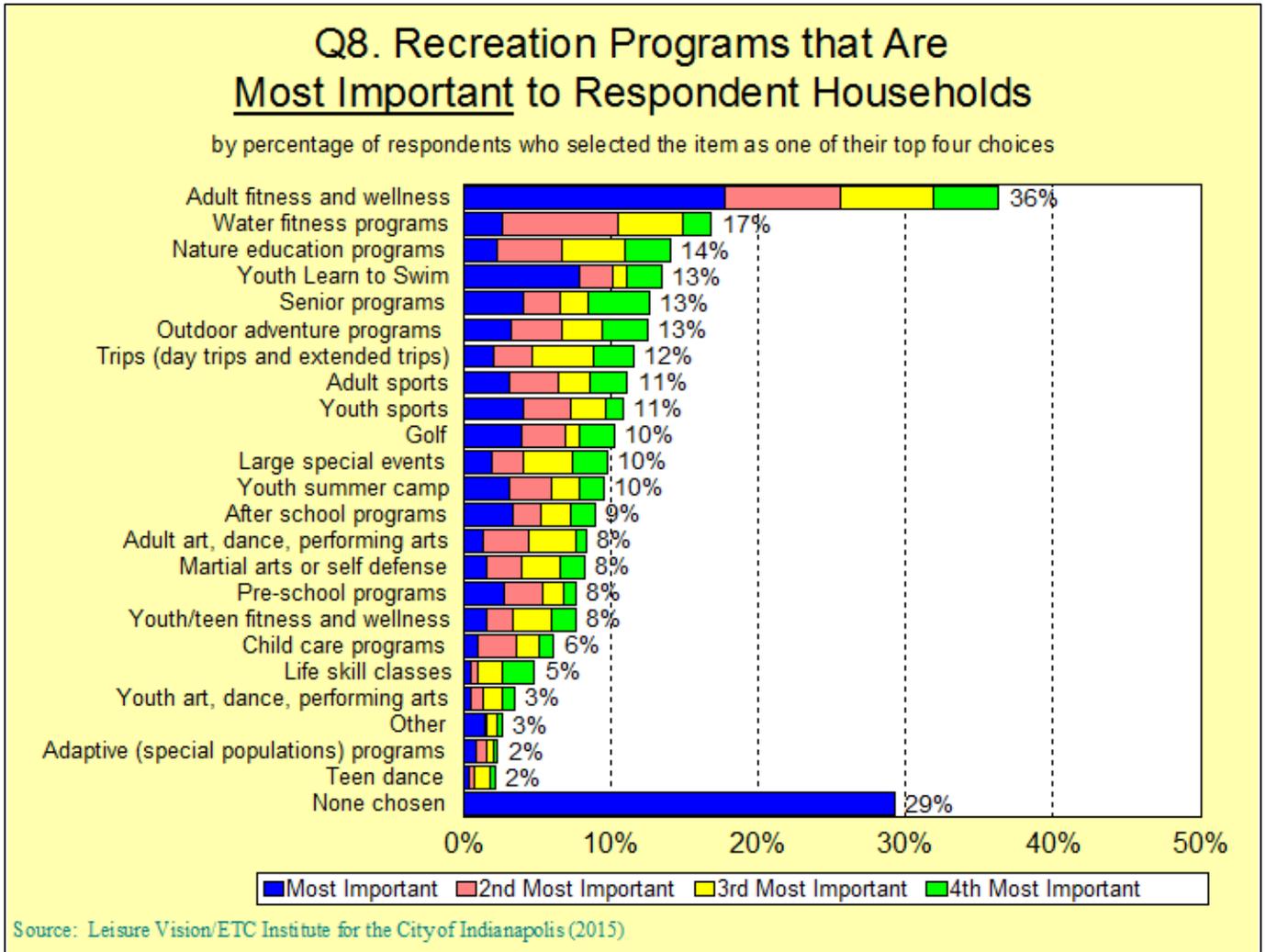
Q7. Households that Have a Need for Parks and Recreation Programs

by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute for the City of Indianapolis (2015)

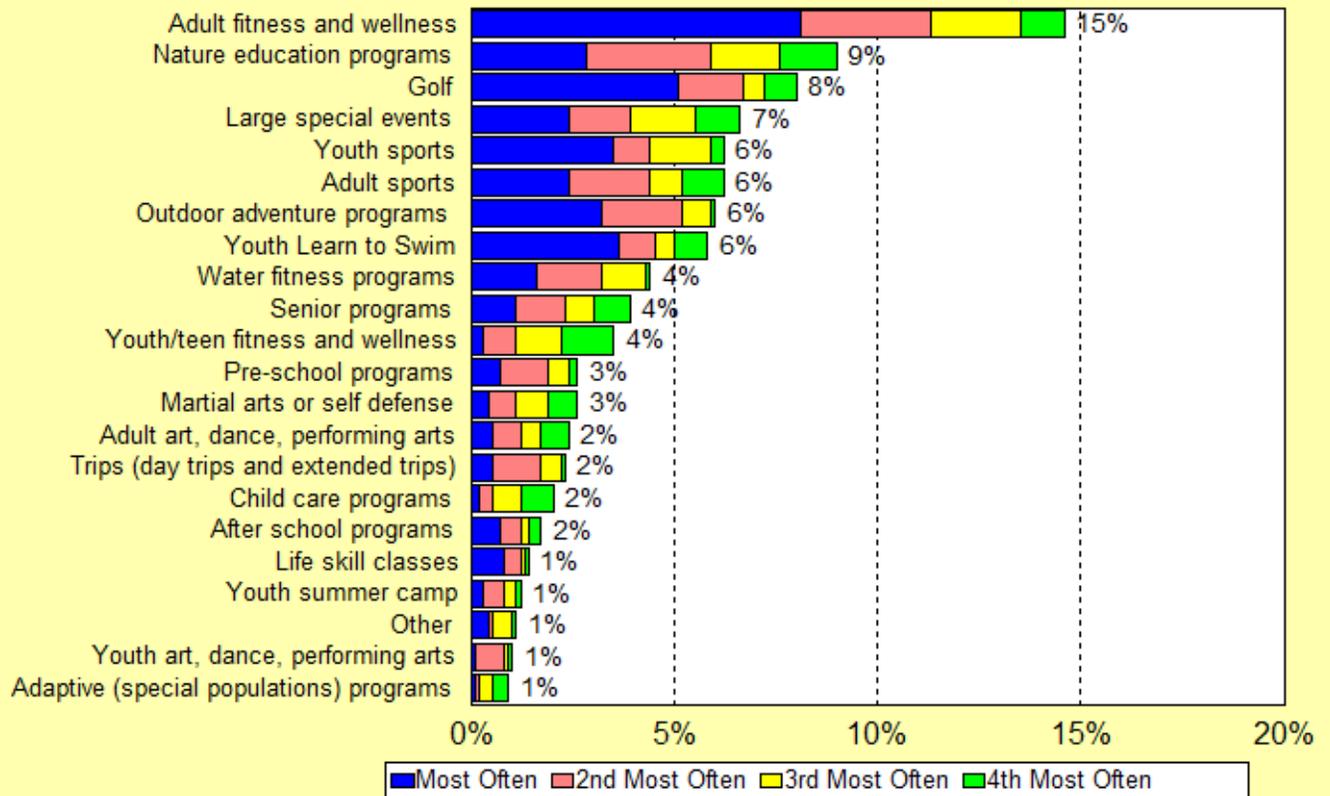
- ❖ **Recreation Programs that Are Most Important to Respondent Households:** Based on the percentage of respondents who chose the facility as one of their top four choices, 36% indicated *adult fitness and wellness* as the most important program to their household. Other most important programs include: Water fitness programs (17%), nature education programs (14%), and youth learn to swim programs (13%).



- ❖ **Recreation Programs that Respondent Households Participate in Most Often:** Based on the percentage of respondents who chose the facility as one of their top four choices, 15% used adult fitness and wellness programs most often. Other programs respondents participate in most often include: Nature education programs (9%), golf (8%), and large special events (7%).

Q9. Recreation Programs that Households Currently Participate in Most Often at Indy Parks Facilities

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

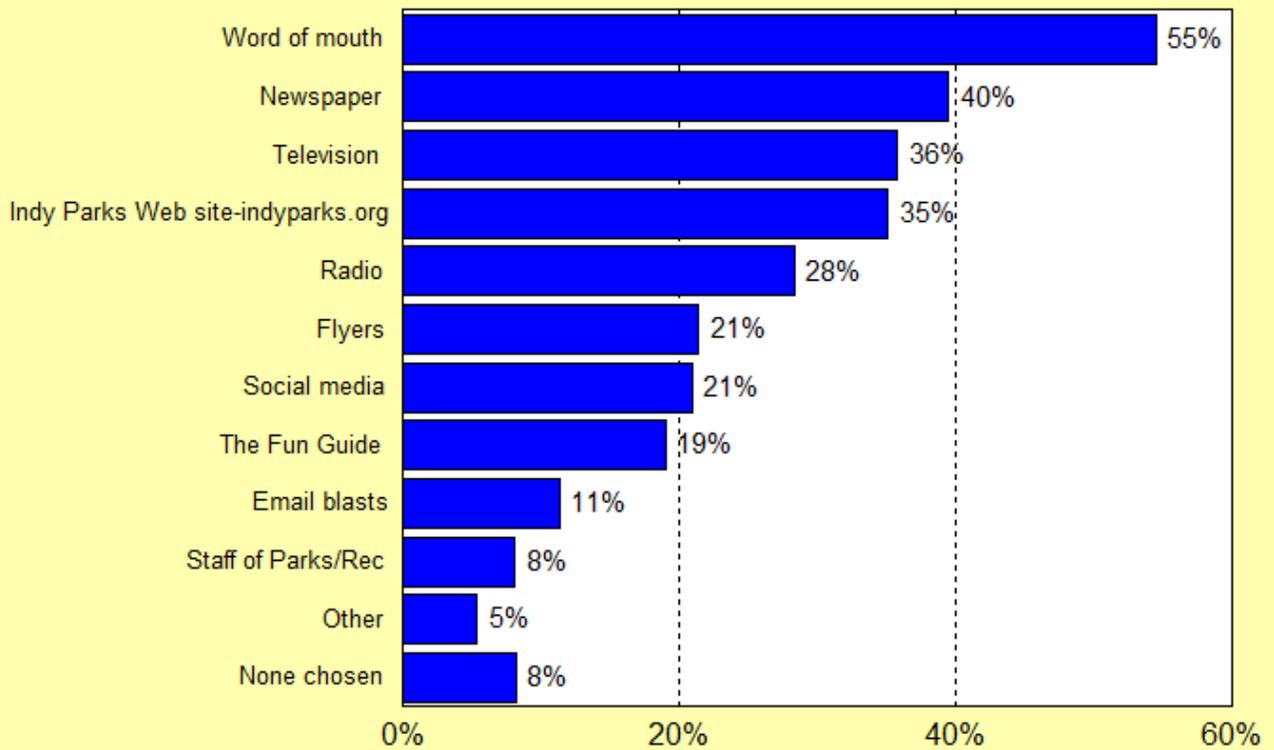


Source: Leisure Vision/ETC Institute for the City of Indianapolis (2015)

- ❖ **Ways Respondent Households Learn About Indy Parks Programs and Activities:** Fifty-five percent (55%) of respondent households learn about City programs and activities through *word of mouth*. Other ways respondent households learn about programs and activities offered by the Indy Parks include: Newspaper (40%), television (36%), and from friends and Indy Parks website (27%).

Q11. Ways Respondent Households Learn About Indy Parks Programs and Activities

by percentage of respondents

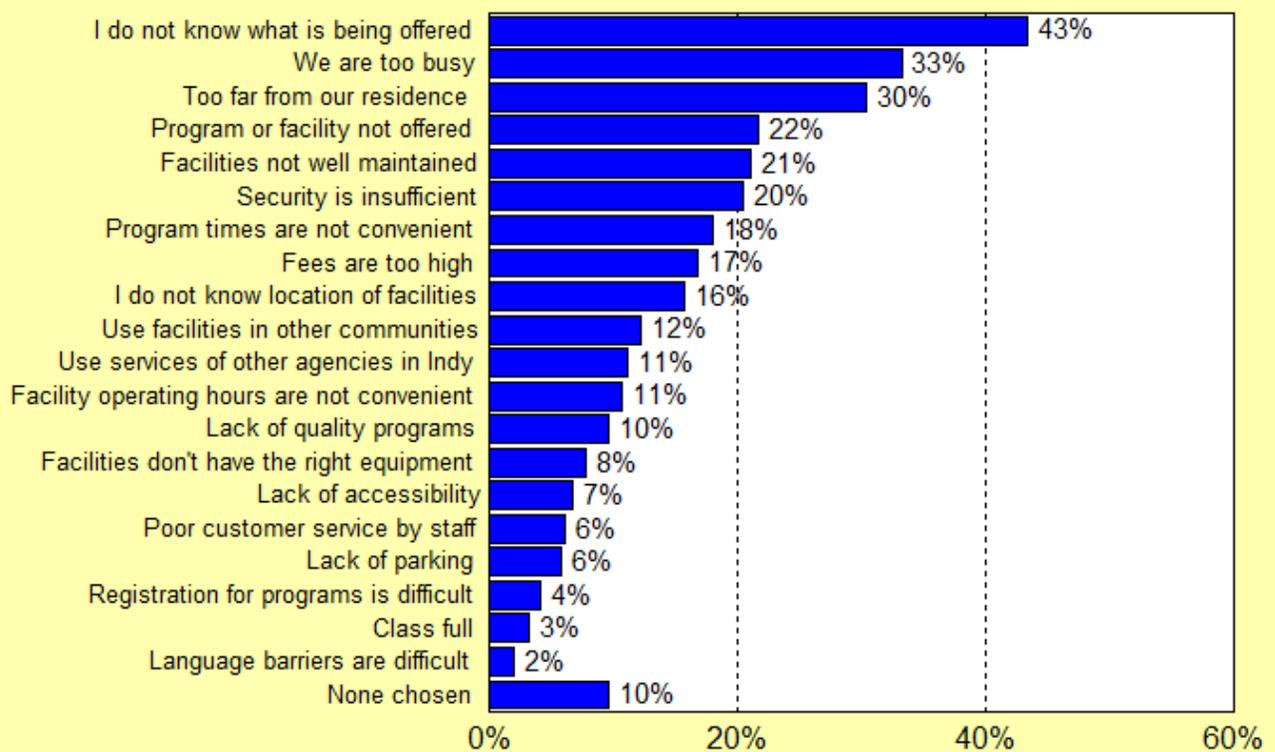


Source: Leisure Vision/ETC Institute for the City of Indianapolis (2015)

- ❖ ***Reasons That Deter Respondent Households from Using Indy Parks, Recreation Facilities or Programs More Often:*** Forty-three percent (43%) of respondent households did not use facilities or programs more often because they *did not know what is being offered*. Other reasons include: Too busy (33%), too far from residence (30%), program or facility not offered (22%) and facilities not well maintained (21%).

Q12. Reasons that Deter Respondent Households from Using Indy Parks, Recreation Facilities or Programs More Often

by percentage of respondents



Source: Leisure Vision/ETC Institute for the City of Indianapolis (2015)

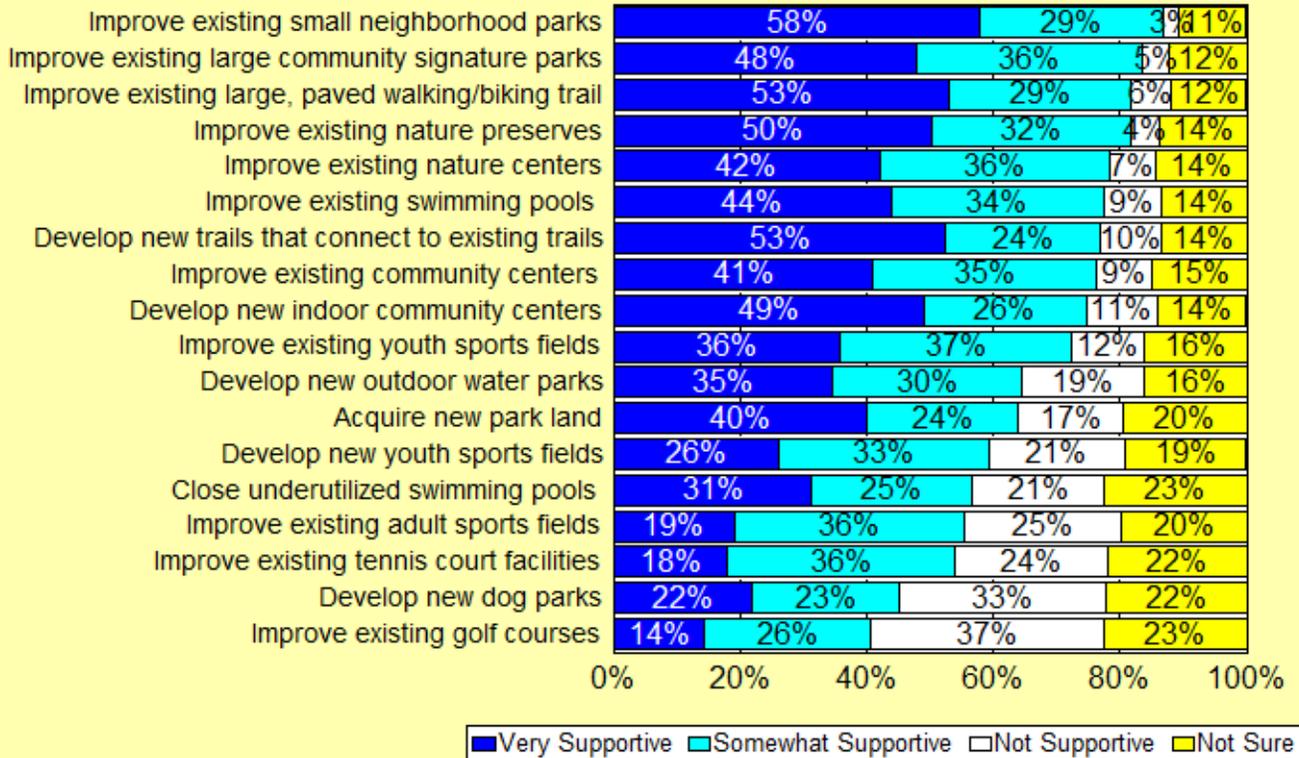
Support for Future Potential Actions

❖ Level of Support for Having Indy Parks Improve Parks and Recreation Facilities:

Based on the percentage of respondent households who were either “very supportive” or “somewhat supportive,” 87% support the improvement of existing small neighborhood parks. Other similar levels of support include: Improve existing large community signature parks (84%), improve existing large, paved walking and biking trails (82%), improve existing nature preserves (82%), and improve existing nature centers (78%).

Q14. Level of Support for Having Indy Parks Improve Parks and Recreation Facilities

by percentage of respondents

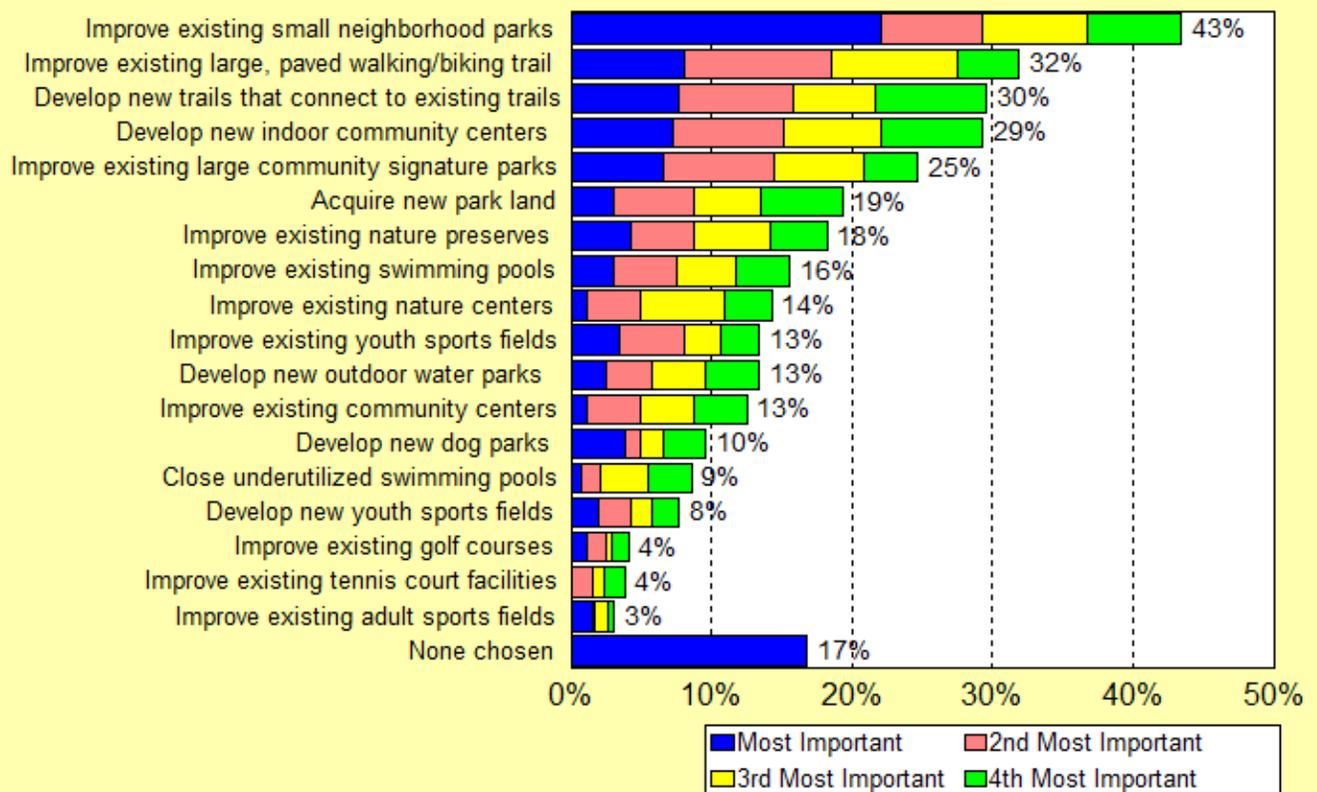


Source: Leisure Vision/ETC Institute for the City of Indianapolis (2015)

- ❖ **Potential Actions that Are Most Important to Respondent Households:** Based on the percentage of respondents who chose the action as one of their top four choices, (43%) indicated improve existing small neighborhood parks as the most important action to their household. Other most important actions include: improve existing large, paved walking and biking trails (32%), develop new trails that connect to existing trails (30%), and develop new indoor community centers (29%).

Q15. Potential Actions that are Most Important to Respondent Households

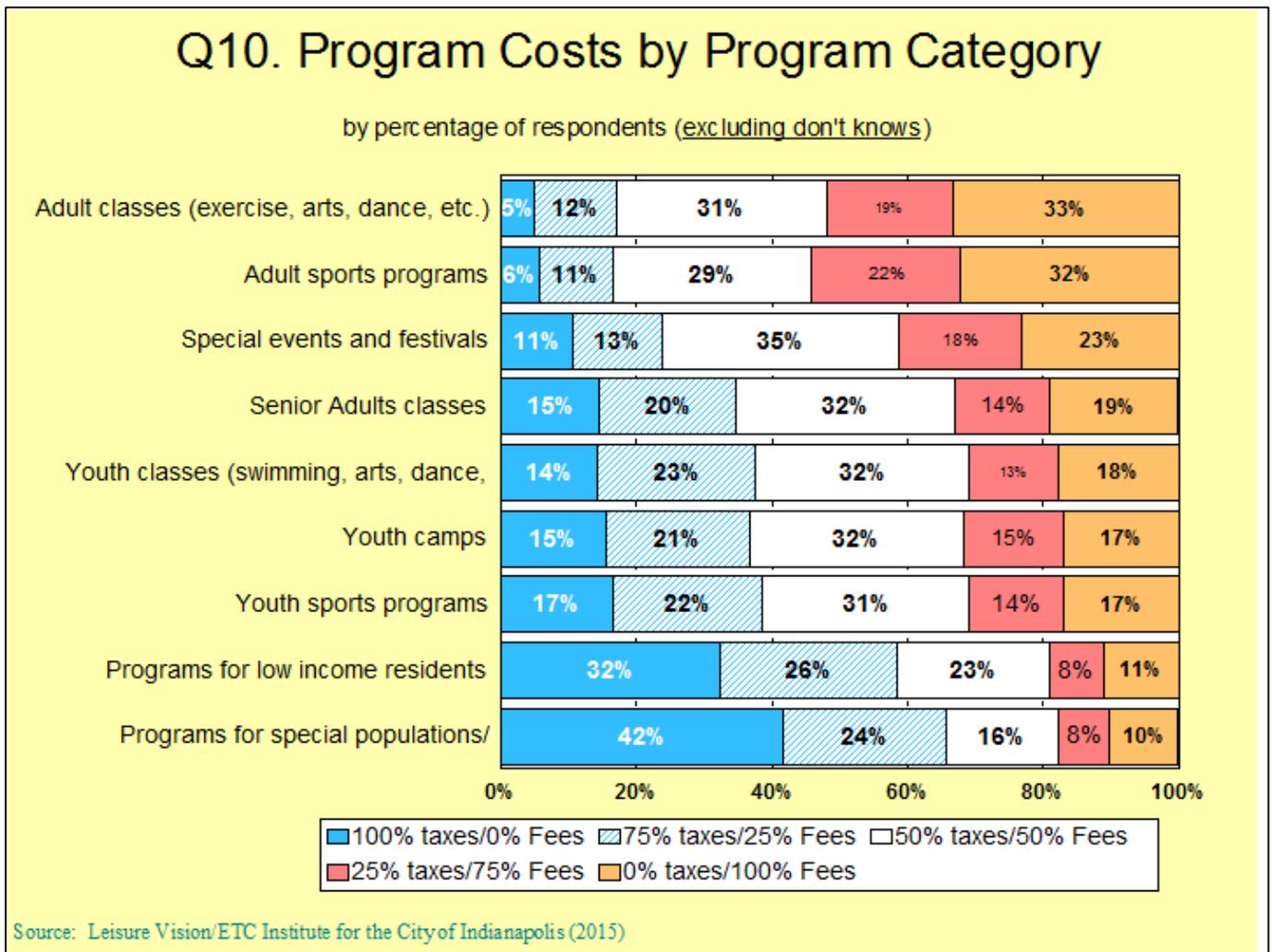
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute for the City of Indianapolis (2015)

Funding

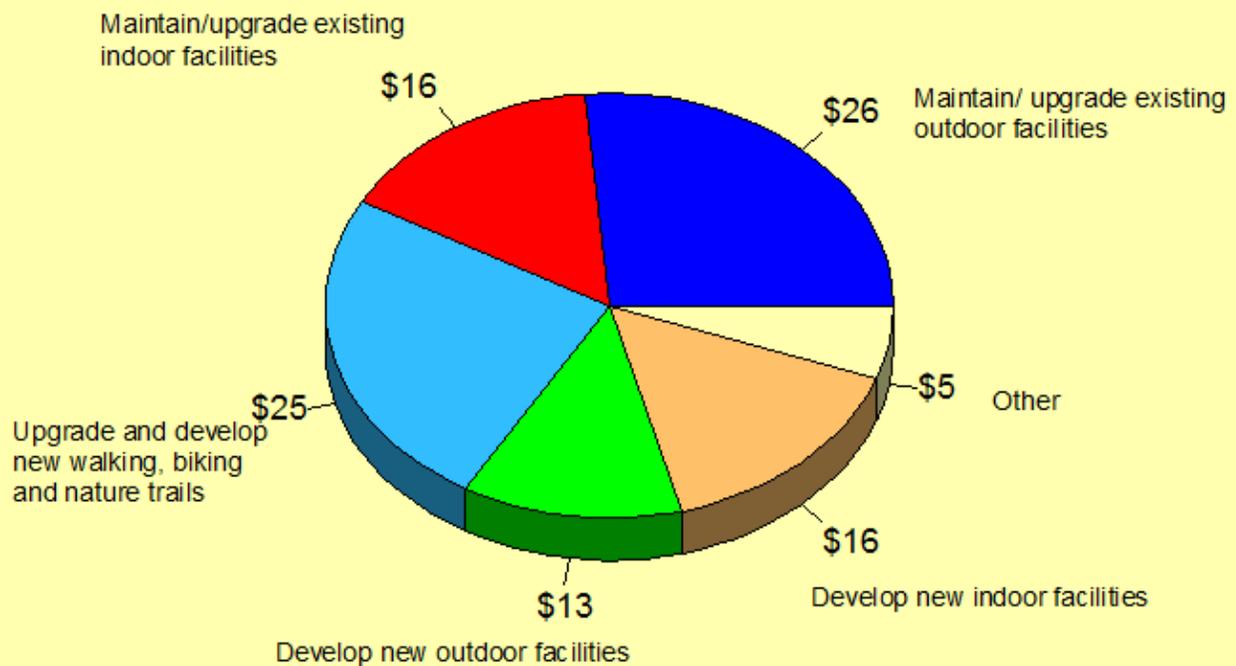
- ❖ **Percentage of Program Costs Respondent Households Think Should be Paid by Taxes and User Fees:** Based on the percentage of respondent households who think costs should be paid by “100% fees/0% taxes” or “75% fees/25% taxes,” fifty-two percent (52%) indicated adult classes should be paid mostly in fees . Other programs that respondents indicated should be paid mostly in fees are: adult sports programs (54%) and special events and festivals (41%). Based on the percentage of respondent households who think costs should be paid by “100% taxes/0% fees” or “75% taxes/25% fees,” sixty-six percent (66%) indicated programs for special populations should be paid mostly by taxes. Other programs that respondents indicated should be paid mostly by taxes are: programs for low income residents (58%), and youth sports programs (39%).



- ❖ **How Respondents would allocate \$100 for Parks and Recreation Facilities in Indianapolis:** Based on dollar amount, residents would allocate \$26 to maintain/upgrade existing outdoor facilities. Other allocations of dollar amounts include: Upgrade and develop new walking, biking and nature trails, maintain/upgrade existing indoor facilities (\$16), develop new indoor facilities (\$16), develop new outdoor facilities (\$13), and other (\$5).

Q16. Resident Choice for Allocation of \$100 to Various Parks and Recreation Categories

by percentage of respondents



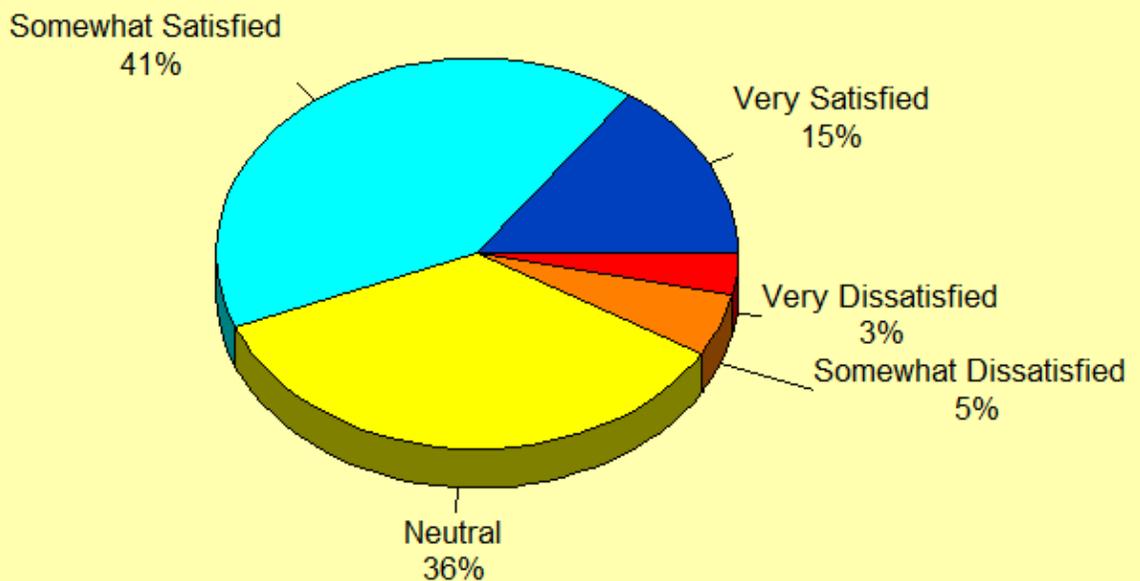
Source: Leisure Vision/ETC Institute for the City of Indianapolis (2015)

Overall Satisfaction with Parks and Recreation Department

- ❖ **Overall Satisfaction With the Value Respondents Receive from City Parks and Recreation Services:** Forty-one percent (41%) of respondent households are *somewhat satisfied* with the value their household receives from the City parks and recreation services. Other levels of satisfaction include: Very satisfied (15%), neutral (36%), somewhat dissatisfied (5%), and very dissatisfied (3%).

Q13. Overall Satisfaction With the Value Resident Households Receive from City Parks and Recreation Services

by percentage of respondents (without don't know)



Source: Leisure Vision/ETC Institute for the City of Indianapolis (2015)