



City of Fort Worth Parks and Community Services Needs Assessment Study

Conducted by:
National Service Research
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Introduction and Study Objectives

Introduction and Study Objectives

- The Needs Assessment is one of the most significant instruments in the development of a Park, Recreation and Open Space Master Plan for the City of Fort Worth Parks and Community Services Department (PACSD). The findings of the Needs Assessment provide a foundation for the direction of the Park, Recreation and Open Space Master Plan and provide guidance for developing priorities for park facilities and future park and open space development.. National Service Research (NSR), a full service research firm, employed a two-step approach in garnering opinions of the citizens of Fort Worth. The Needs Assessment process was undertaken to meet the following objectives:
 - 1-To identify priorities of Fort Worth citizens for facility needs
 - 2-To measure the extent of use for programs and facilities offered by the department
 - 3-To measure perceived maintenance and safety of parks and facilities
 - 4-Preferences to inform residents about parks, recreation facilities and programs
 - 5-Preferences and priorities for future spending on department provided services and facilities
 - 6-Profiles of survey respondents by key demographic variables.

Research Methodology

Research Methodology

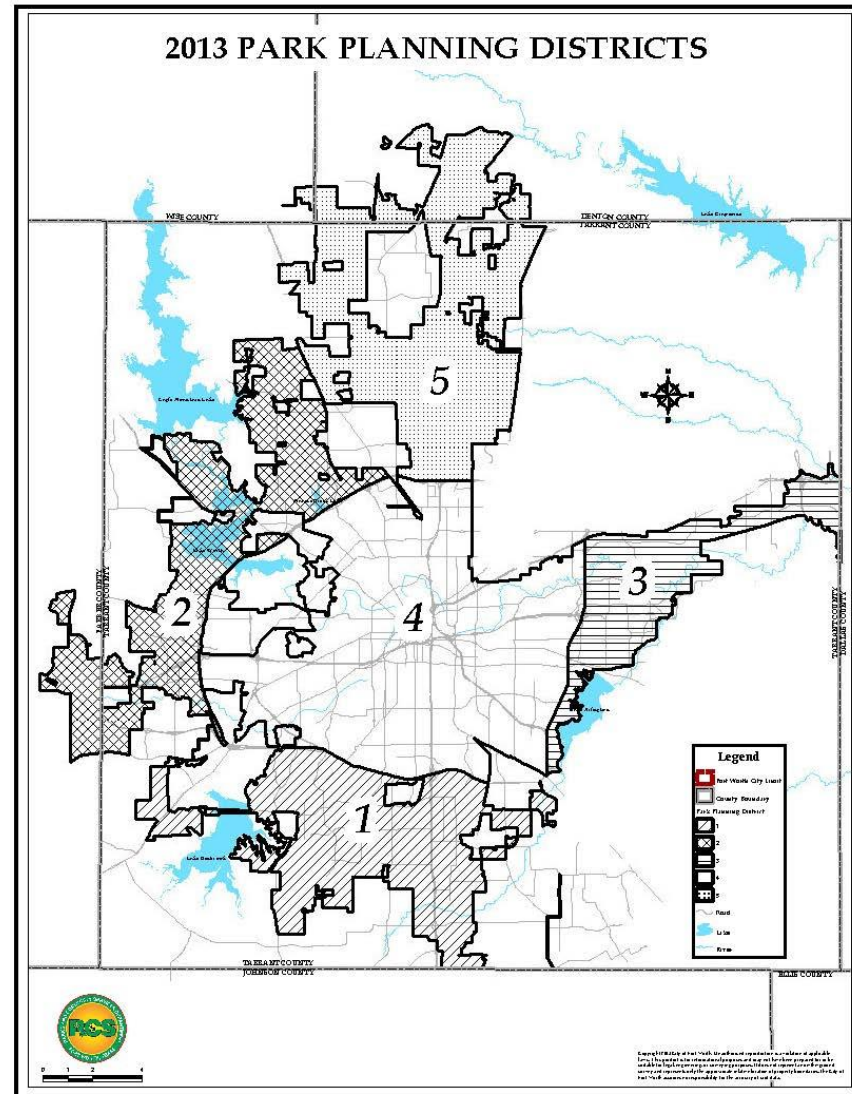
- The research process included a mailed survey instrument to 20,000 households randomly chosen within each of the eight Council Districts in direct proportion to the population within each district. The residential mail list was provided to NSR by Fort Worth PACS Department.
- The mailed survey introduction was provided in English and Spanish and gave residents with the option of completing the survey on paper or online. The online survey link (available in English and Spanish) was posted on the City's website. The City also posted the link on its Facebook page and sent the survey link to Home Owners Association groups and to its data base of e-notifications throughout the survey period. Downtown Fort Worth Inc. also posted the survey link to its Facebook page one week after the initial survey mailing date.
- The Spanish portion of the introduction also gave residents the option of completing the survey via mail or online. If residents preferred a mailed survey in Spanish, a phone number was provided so they could call and request a Spanish version of the survey to be mailed to them.
- The survey document was designed by NSR based upon goals and objectives of the PACSD. PACSD staff provided significant input to the questionnaire. The final survey was tested by NSR and approved by PACSD staff..
- The 20,000 surveys were mailed September 23, 2013. The online link (provided in English and Spanish) was active September 23 through October 20, 2013. A total of 340 mailed surveys were returned and 463 citizens completed survey (in its entirety) online. All questions were optional for residents to answer. The 803 surveys provide a margin of error of plus or minus 3.5% at a 95% confidence level.
- Citizen surveys for FWPACSD have been conducted in 1991, 1997, 2001 and 2003.

Park Planning Districts

- A representative sampling was received from all five geographic areas.

PPD	2013 Est. Population	% of Pop.	% Response*
1	132,323	18%	18%
2	55,377	7	7
3	55,879	7	6
4	352,380	48	51
5	147,800	20	18
TOTAL	743,759	100%	100%

*All Respondents N=803

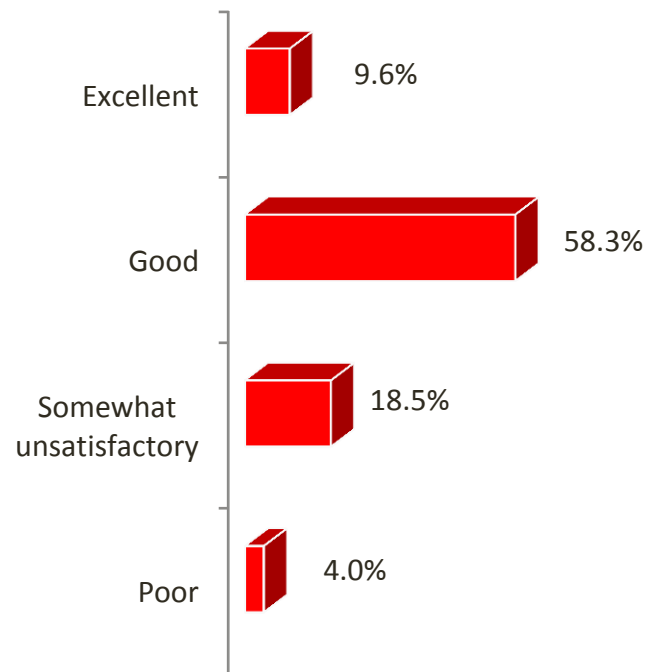


Summary of Findings

Overall Rating of Parks and Recreationa. Opportunities in the City of Fort Worth

Q1-Overall, how would you rate the parks and recreational opportunities in the City of Fort Worth?

- *More than half (68% compared to 64% in 2003) of respondents rated the parks and recreational opportunities in Fort Worth as excellent or good.*



■ 2013 - All Respondents - N=963

Overall Rating of Parks and Recreational Opportunities in the City of Fort Worth by PPD

Q1-Overall, how would you rate the parks and recreational opportunities in the City of Fort Worth?

More than half of respondents in all PPD's rated the parks and recreational opportunities as excellent or good, except Area 3, where 45% rated the opportunities as excellent or good.

All Respondents N=963	Park Planning District (PPD)*					
RATING	Total	Area 1	Area 2	Area 3	Area 4	Area 5
Excellent	9.6%	9.5%	14.0%	8.5%	10.6%	8.3%
Good	58.3	58.5	56.1	36.2	60.2	54.5
Somewhat unsatisfactory	18.5	18.4	15.8	27.7	16.2	18.6
Poor	4.0	2.7	3.5	17.0	2.7	4.8
No opinion	9.7	10.9	10.5	10.6	10.3	13.8

**Refer to Park Planning District Map on Page 3*

Rating of Maintenance and Upkeep of Fort Worth Parks and Recreation Facilities

Q2-How would you rate the maintenance and upkeep of Fort worth parks and recreation facilities?

- *The primary maintenance issues mentioned were;*
 - *More mowing/landscape upkeep/tree trimming*
 - *Improve trash/litter pick up, graffiti removal*
 - *Update community centers and equipment*
 - *Improve restroom upkeep*

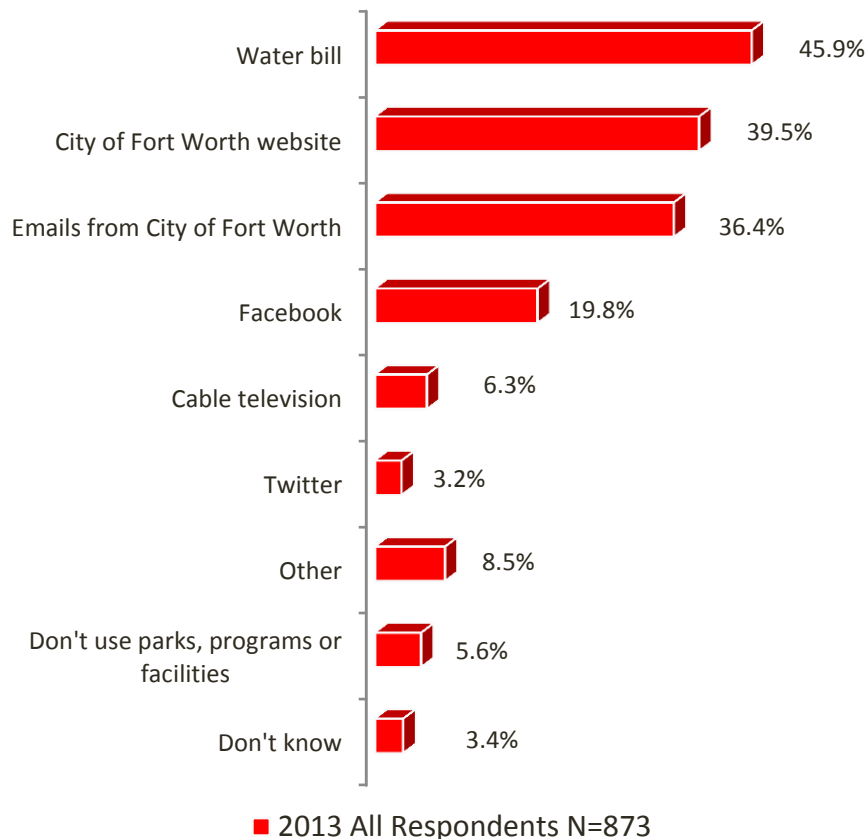
Facility	Maintenance is Adequate	More Maintenance is Needed	Less maintenance is needed
Parks (N=787)	60%	38%	2%
Athletic Facilities (N=368)	56%	41%	3%
Community Centers (N=346)	55%	42%	3%
Municipal Golf Courses (N=289)	66%	26%	8%

Ratings above exclude Don't Use / Not Aware Responses

Information Preferences

Q3a-How do you PREFER to find out about parks, recreation facilities and programs in Fort Worth?

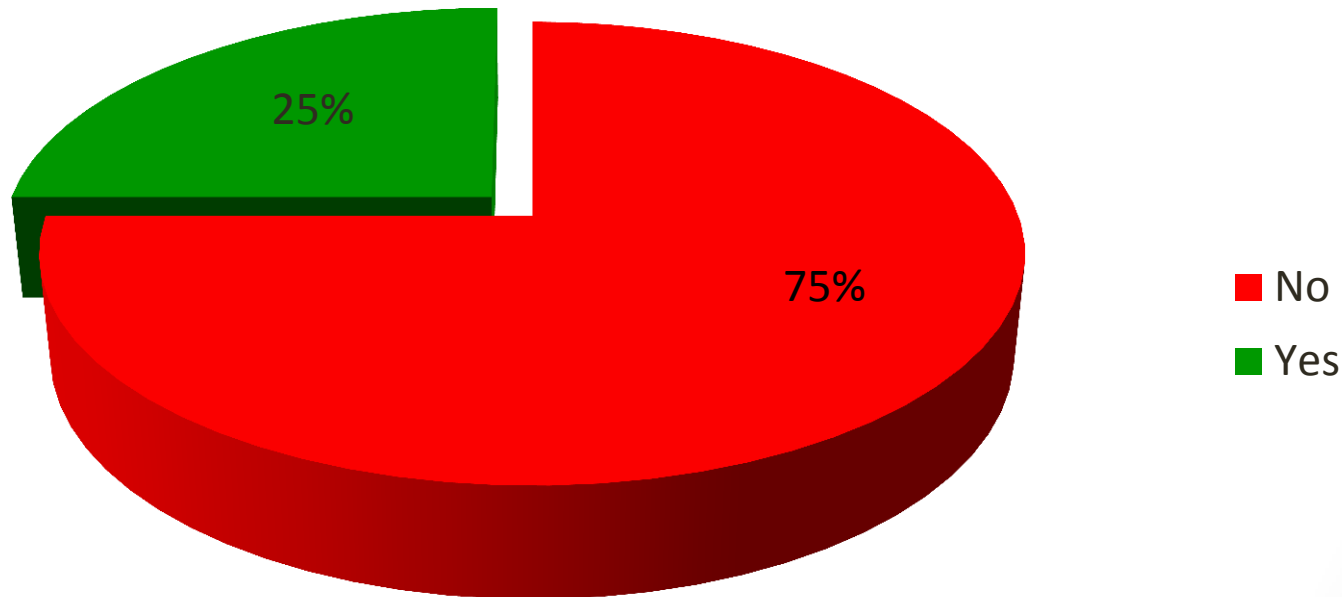
- *A majority of respondents prefer to find out about parks, recreation facilities and programs through their water bill news and information insert, the City of Fort Worth website, email notifications from the City of Fort Worth and Fort Worth's Facebook.*



Facebook Awareness

Q3b-Did you know that Fort Worth Parks and Community Services can be found on Facebook?

A higher percentage of online (28%) versus mailed respondents (20%) know about Fort Worth's Facebook presence.



2013 All Respondents - N=873

Safety

Q4-Overall, how safe do you feel when visiting each of the following parks or facilities in Fort Worth?

A majority of users feel very safe or safe when utilizing parks, community centers, the Trinity Trail and various types of athletic facilities. Less than 10% reported they feel unsafe.

<i>Responses exclude Don't Use/Not Aware</i>	Very Safe	Safe	Somewhat Safe	Not Very Safe
Parks (N=777)	16.6%	51.1%	26.4%	5.9%
Community Centers (N=376)	21.3	47.4	24.7	6.6
Trinity Trail (N=627)	14.8	42.4	33.7	9.1
Athletic Facilities (ball fields, courts, etc.) (N=393)	16.5	52.2	25.7	5.5

Frequency of Use

Q5-How often do you or other household members use or visit the park facilities listed below in the City of Fort Worth?

All Respondents in all PPD's N-855	At least once a week	At least once a month	Several times per year	Once a year or less	Don't Use
Botanic Garden	1.8	6.7	36.5	43.7	11.3
Community / Athletic Centers	2.8	4.2	11.3	19.5	62.1
Disc golf courses	1.1	2.0	4.4	9.2	83.3
Dog park	2.3	5.4	9.6	12.3	70.4
Fields for organized sports	4.3	3.9	13.5	15.8	62.6
Golf courses	1.4	4.2	9.0	10.2	75.2
Hike/bike/jog trails	24.0	18.7	25.0	9.0	23.3
Log Cabin Village	0.4	1.1	6.2	34.7	57.7
Nature Center	0.9	2.6	14.6	31.1	50.8
Organized programs/classes	1.4	2.3	5.8	14.2	76.3
Outdoor basketball courts	1.9	1.8	5.1	9.2	82.0
Parks	25.7	25.5	27.5	8.0	13.3
Playgrounds	13.3	16.1	16.5	11.3	42.7
Practice fields	4.2	2.6	9.4	11.1	72.7
Swimming pools	2.1	1.5	11.7	9.4	75.3
Tennis Courts	1.5	2.1	7.8	11.1	77.4
Water Gardens	1.2	4.7	21.3	38.0	34.9
Zoo	1.4	6.2	30.6	42.8	18.9

Frequency of Use

Q5. Ranked by Usage – Monthly or More



All Respondents in all PPD's N-855	At least once a week	At least once a month	MONTHLY OR MORE
1 – Parks	25.7%	25.5%	51.2%
2 - Hike/bike/walk/jog trails	24.0	18.7	42.7
3 – Playgrounds	13.3	16.1	29.4
4 - Botanic Garden	1.8	6.7	8.5
5 - Fields for organized sports	4.3	3.9	8.2
6 - Dog park	2.3	5.4	7.7
7 – Zoo	1.4	6.2	7.6
8 - Water Gardens	1.2	4.7	5.9
9 - Community / Athletic Centers	2.8	4.2	7.0
10 - Practice fields	4.2	2.6	6.8
11 - Golf Courses	1.4	4.2	5.6
12 - Outdoor basketball courts	1.9	1.8	3.7
13 - Organized program/classes	1.4	2.3	3.7
14 - Swimming pools	2.1	1.5	3.6
15 - Tennis courts	1.5	2.1	3.6
16 - Nature Center	0.9	2.6	3.5
17 - Disc golf courses	1.1	2.0	3.1
18 - Log Cabin Village	0.4	1.1	1.5

Spending Priorities

Q6a-Currently, approximately seven cents of every dollar is dedicated to providing Parks and Community Services in the City's general fund operating budget. Would you be willing to pay more, the same or less for each item listed below?

Q6b-Indicate which THREE strategies are the MOST important to you for the PCS D to focus on within the next five years.

More than 40% of respondents are willing to pay MORE for renovation of existing parks, increased maintenance of parks and trails and land acquisition for trails and trail connections.

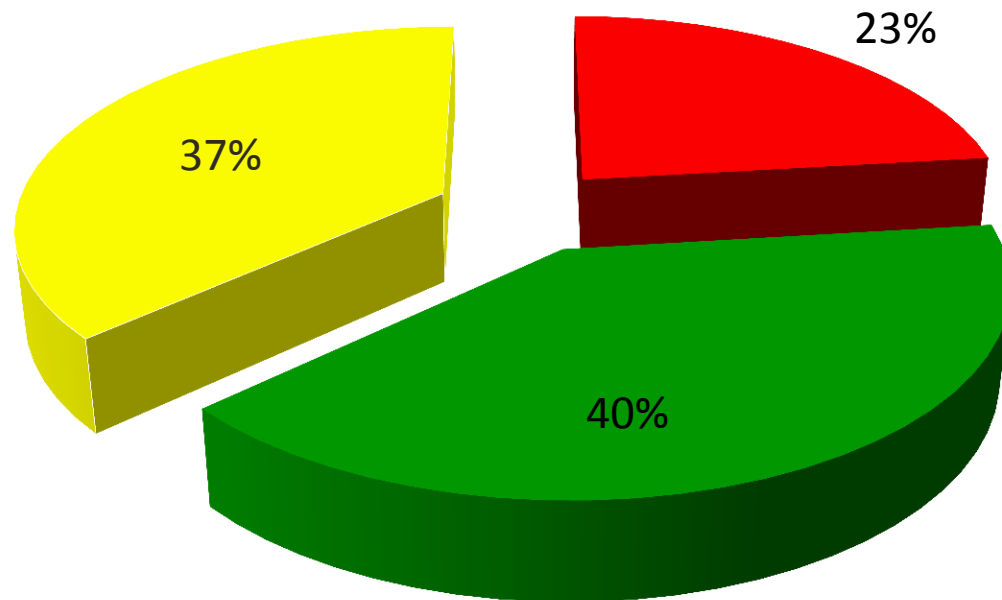
Q6b. Importance Rank*	All Respondents (N=847)	Pay More	Pay Same	Pay Less	Don't Know
1	Renovate existing parks and facilities	45.3%	37.1%	5.5%	12.0%
2	Acquire more land for trails and trail connections	41.4	34.5	9.4	14.6
3	Acquire more land for parks	35.8	36.7	12.3	15.2
4	Increase maintenance of parks and trails	44.3	38.5	5.1	12.2
5	Increase maintenance and operations of aquatic centers	24.3	38.1	10.5	27.0
6	Increase maintenance and operations of community centers	20.5	41.6	11.0	26.9
7	Increase supervised recreational activities and programs	22.4	39.2	11.5	26.9

*Importance Rank – the sum of the first, second and third most important ranked facilities by respondents.

Should FWPACSD Develop More or Fewer Parks?

Q7-Do you think the Fort Worth Parks and Community Services Department should develop more parks /facilities by increasing tax levels OR develop fewer parks/facilities and maintain current tax levels.

Almost equal numbers of respondents would prefer Fort Worth PACSD to develop more parks and increase tax levels OR develop fewer parks and maintain tax levels.



2013 All Respondents - N=873

- No opinion
- Develop more - increase tax levels
- Develop fewer - maintain tax levels

Most Needed Facilities

Q8a-Which facilities do you feel are MOST needed in Fort Worth?

(Rate each as definitely, somewhat or not needed)

Q8b-Indicate which THREE strategies are the MOST important to you for the PCS D to focus on within the next five years.

Q8b. Importance Rank*	FACILITY (All Responses N=817)	% Definitely Needed	Mean Score**
1	Hike/bike/walk/jog trails	59.1%	2.63
2	Open spaces/natural areas	51.4	2.54
3	Playgrounds	47.0	2.49
4	Aquatic Center (play features, swim lanes, etc.)	29.0	2.23
5	Benches / seating areas	38.6	2.39
6	Picnic shelters / picnic tables	41.1	2.41
7	Dog Parks	24.6	2.11
8	Off road bike trails	24.7	2.08
9	Spray grounds	17.5	1.99
10	Athletic fields (lighted)	21.5%	2.11

*Importance ranking – the sum of the first, second and third most important ranked facilities by respondents.

**Calculation of Mean Scores: Definitely needed was weighted as 3, Somewhat needed weighted as 2 and Not needed weighted as 1. Don't know and not familiar responses were excluded from mean score calculation)

Most Needed Facilities (continued)

Q-Which facilities do you feel are MOST needed in Fort Worth?

(Rate each as definitely, somewhat or not needed)

Q8b. Importance Rank*	FACILITY (All Responses N=817)	% Definitely Needed	Mean Score**
11	Amphitheater	13.2	1.84
12	Multi-use courts (tennis, basketball, etc.)	21.3	2.15
13	Ball fields (football, soccer)	20.8	2.18
14	Ball fields (baseball, softball)	20.4	2.12
15	Equestrian center	8.0	1.61
16	Tennis Courts	14.0	1.93
17	Athletic practice fields (not lighted)	14.3	1.92
18	Skateboard parks	13.7	1.80
19	Outdoor covered gym	13.1	1.73
20	Disc golf courses	6.5	1.62
21	Volleyball courts	12.0	1.87
22	Basketball courts	16.9	2.02

*Importance ranking – the sum of the first, second and third most important ranked facilities by respondents.

**Calculation of Mean Scores: Definitely needed was weighted as 3, Somewhat needed weighted as 2 and Not needed weighted as 1. Don't know and not familiar responses were excluded from mean score calculation)

Willingness to Pay a Share to Operate and Maintain Facilities



Q9-Nationally people who visit or use parks and recreation facilities and/or programs often pay a share of the cost to operate and maintain those facilities. Do you feel the USER in Fort Worth should pay ALL, SOME or NONE of the cost for the operation of each of these facilities?

A significant number of respondents are willing to pay all or some of the costs to operate and maintain these facilities

FACILITY (All Respondents N=803)	Pay All	Pay Some	Pay None	No Opinion
Adult recreation programs	20.4%	55.0%	8.2%	16.3%
Aquatic centers (pools with recreation features and swim lanes)	16.7	60.4	7.2	15.7
Athletic fields (soccer/baseball/softball)	13.2	49.4	20.2	17.2
Botanic Garden	11.5	47.9	29.9	10.7
Day camps	28.0	48.3	8.1	15.6
Golf courses	45.5	33.9	5.5	15.2
Picnic shelters	5.9	32.9	48.8	12.5
Senior programs	8.1	39.2	37.4	15.3
Tennis courts	15.7	42.1	23.3	18.9
Youth recreation programs	11.0	51.2	23.7	14.2
Zoo	24.9	57.4	7.2	10.5

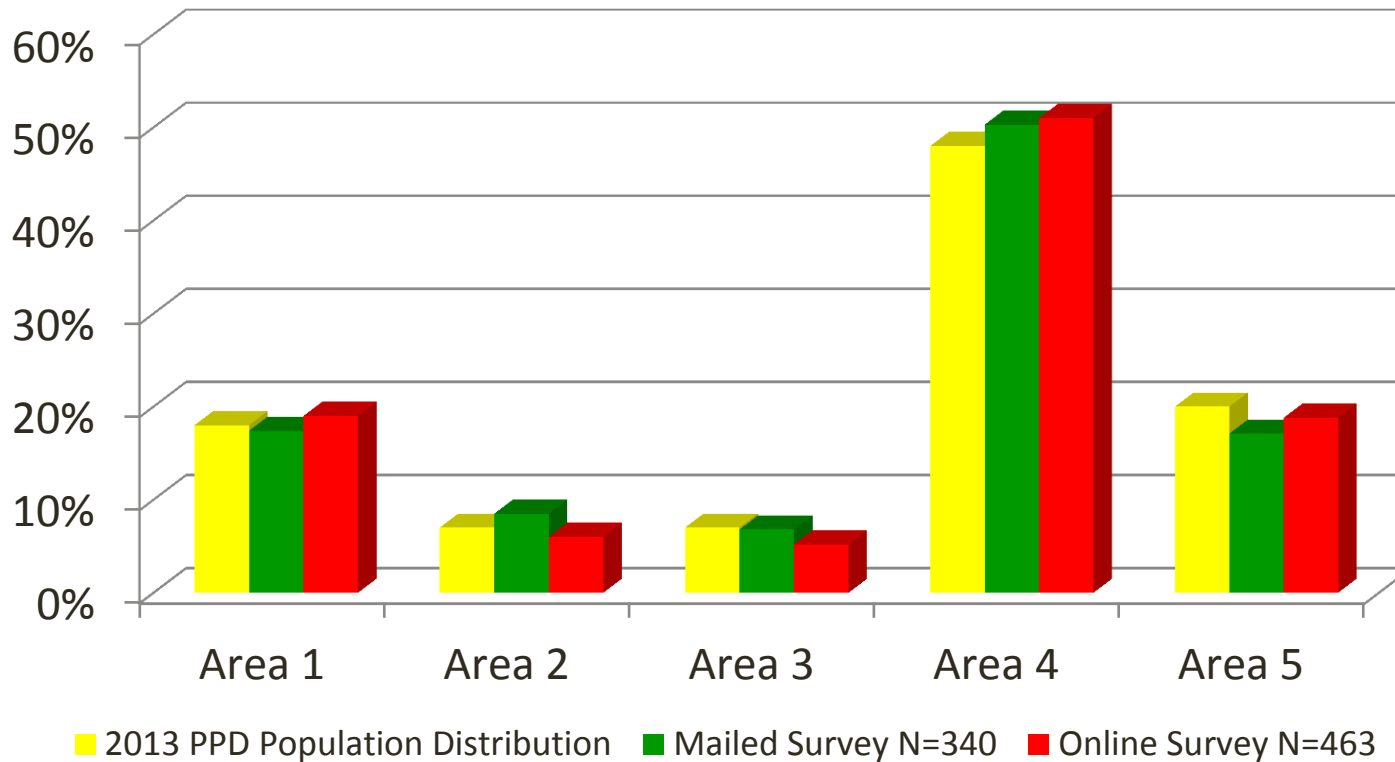
Demographic Characteristics

Demographics

Area of Residence by Park Planning District

In which geographic area of Fort Worth do you reside? (Refer to map on previous page)

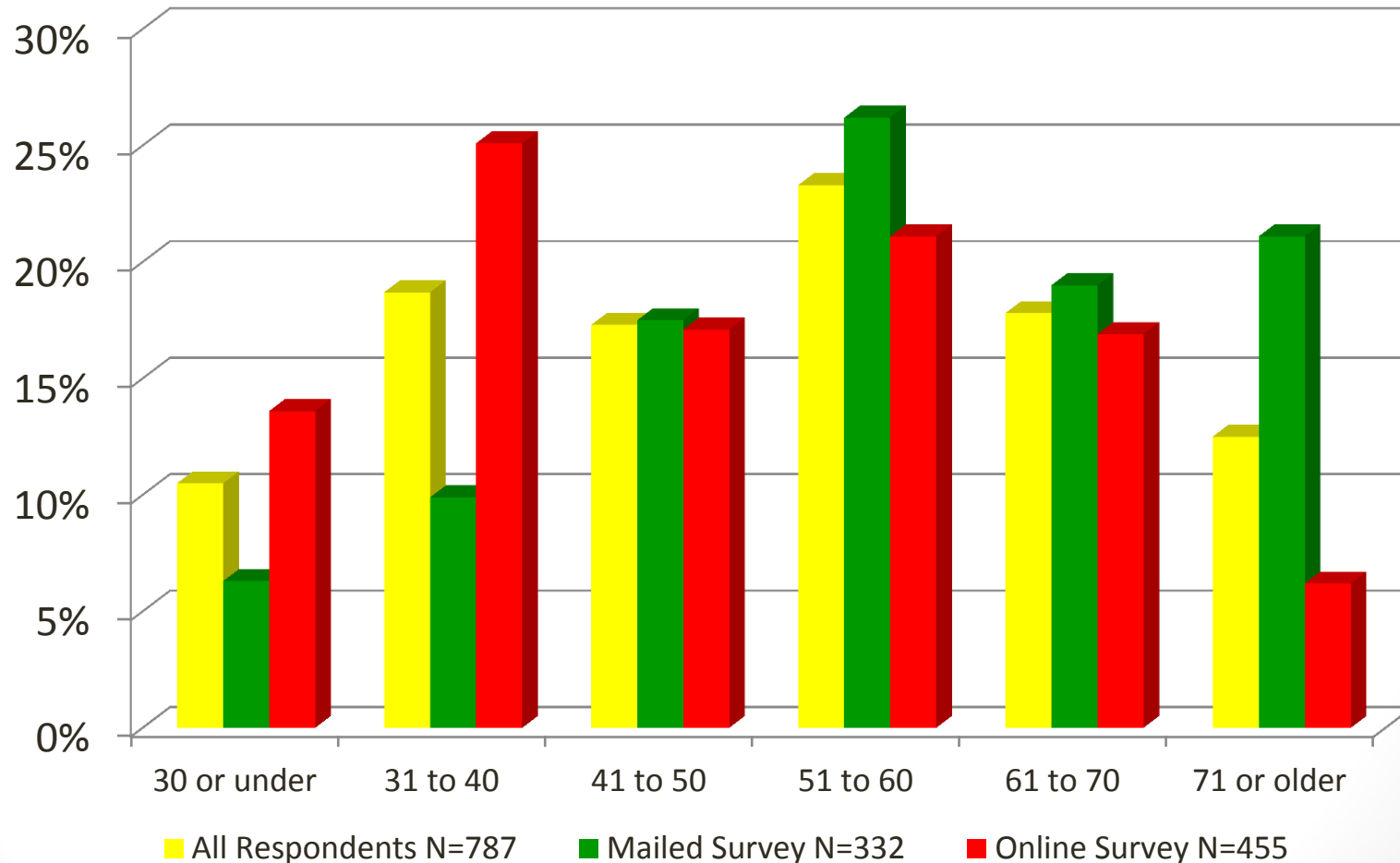
- The mailed and online survey provided a proportionate representation of the five Park Planning Districts.*



Demographics

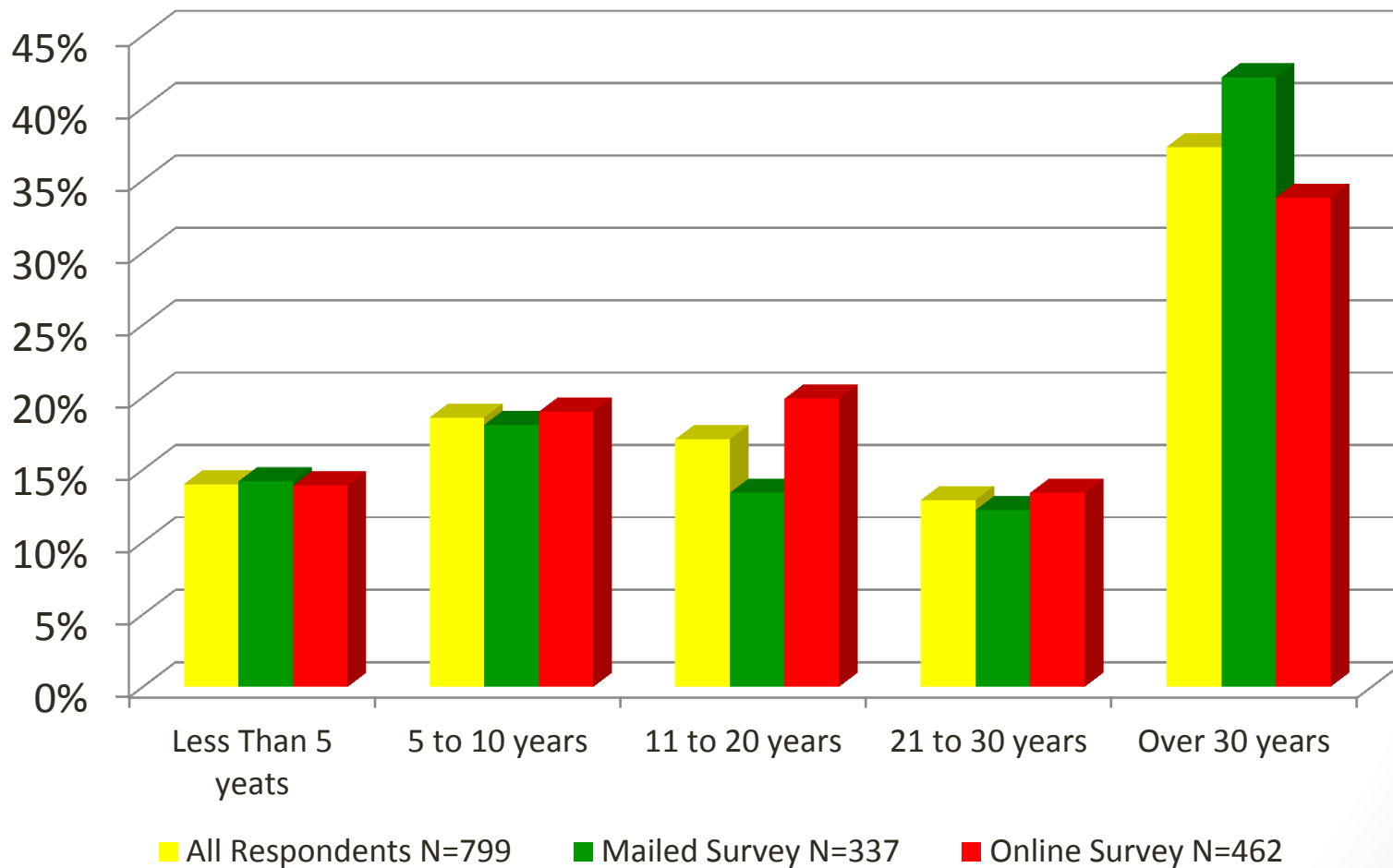
Q13-Your Age? (Represents head of household age)

- As expected, more younger respondents completed the online survey
- Mean age of online respondents was 40.9 compared to 48.5 for the mail respondents.



Demographics

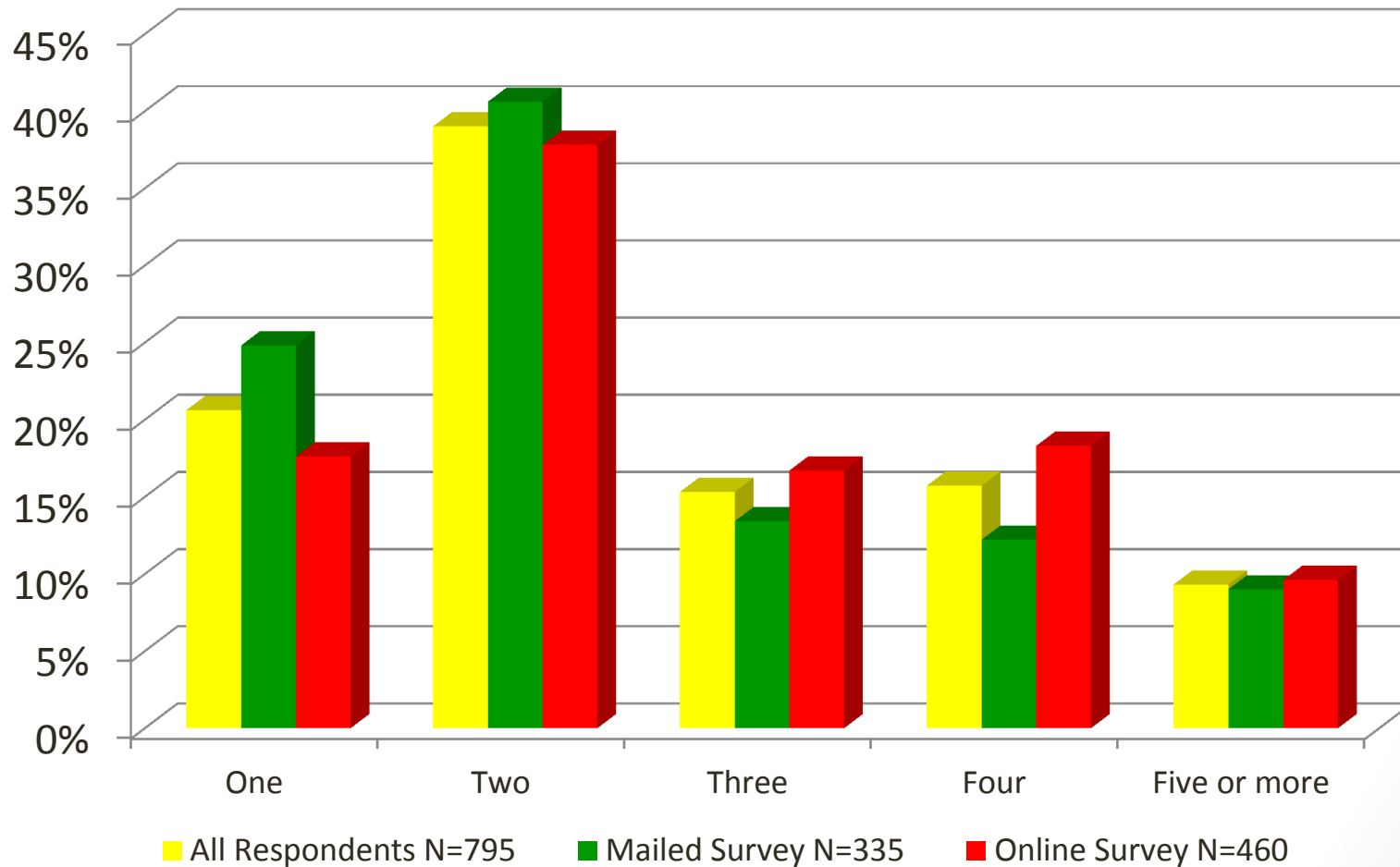
Q-How long have you lived in the City of Fort Worth?



Demographics

Q-How many persons, including yourself, currently reside within your household?

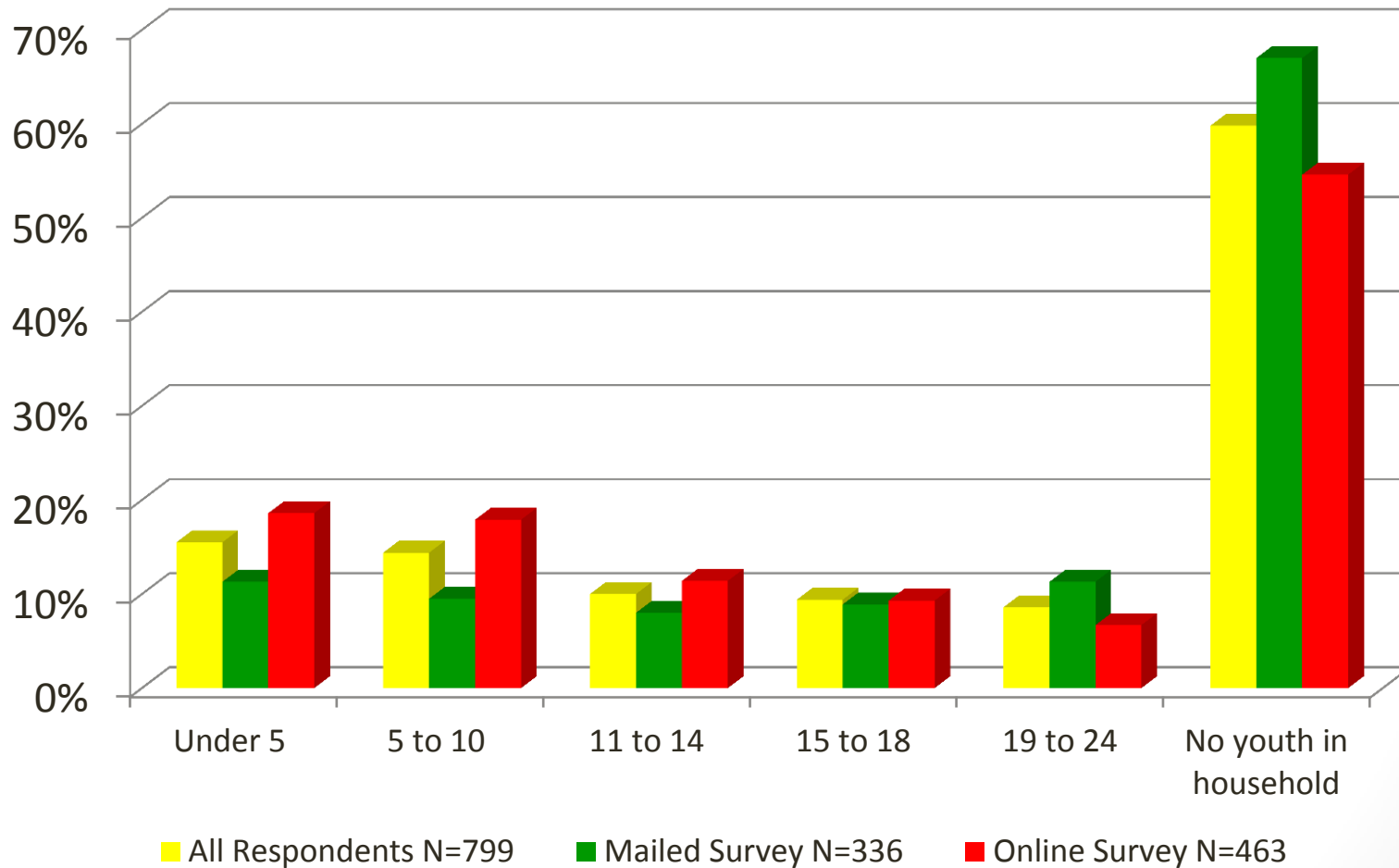
Larger household sizes are represented in the online survey data, which is consistent with the younger mean age in this respondent group.



Demographics

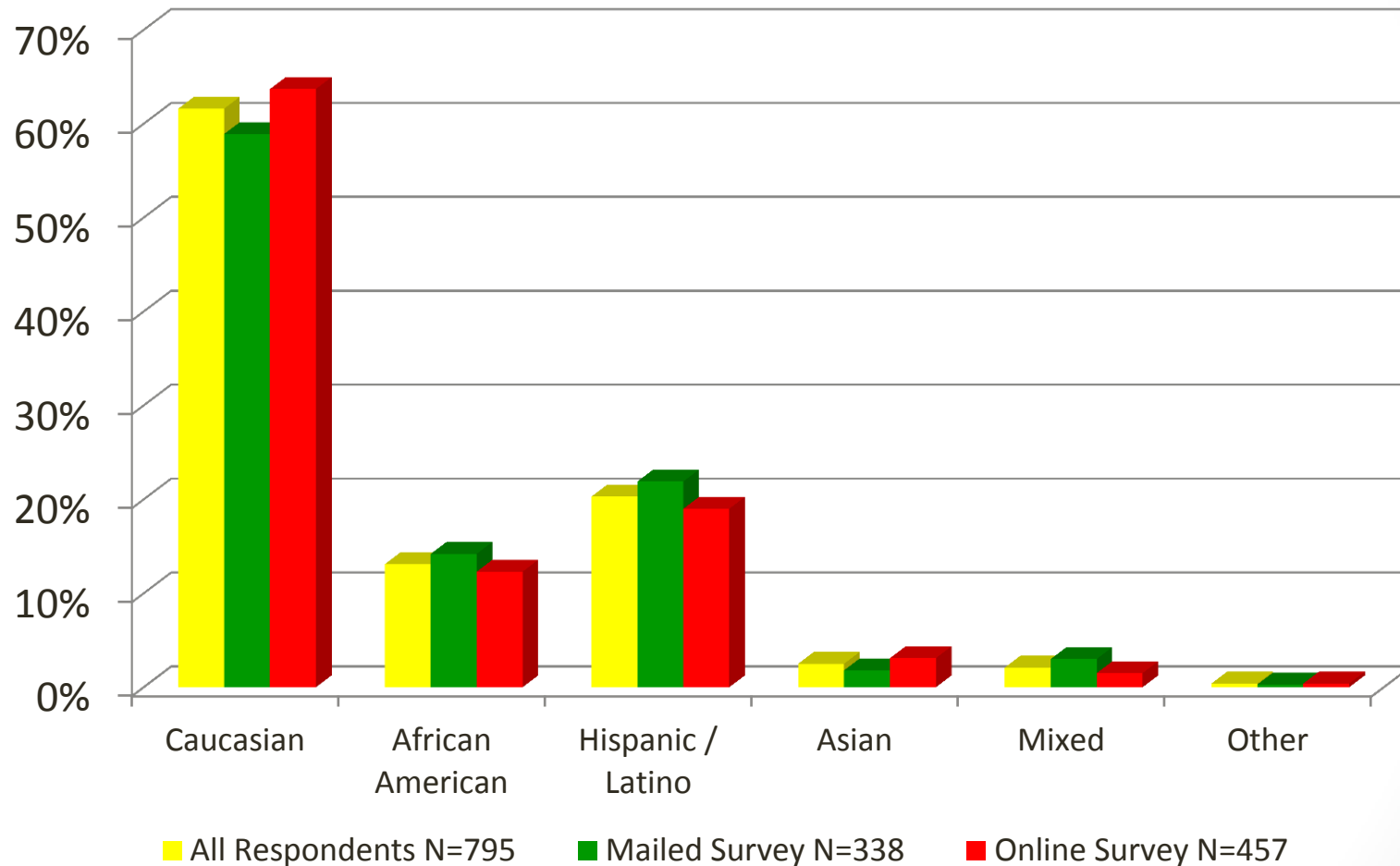
Q-Which youth age groups are represented in your household?

More children are represented in the online survey data, which is consistent with the younger mean age in this respondent group.



Demographics

Q-Your ethnicity?



National Service Research Background/Contact Information

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National Service Research (NSR), founded in 1989, is a full-service quantitative and qualitative market research consulting firm and conducts market studies for the public and private sector. NSR conducts various types of consumer and business research including focus groups and surveys nationwide. NSR's owner and founder, Andrea Thomas, has over thirty years of professional market research experience.