



City of Fort Worth Parks and Recreation Needs Assessment Study

Conducted by:
National Service Research
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Table of Contents

	Page
Introduction and Study Objectives	4
Research Methodology	5
Park Planning Districts	6
Summary of Findings	7
Overall Rating of Parks and Recreational Opportunities in the City of Fort Worth	8
Overall Rating of Parks and Recreational Opportunities in the City of Fort Worth by PPD	9
Rating of Maintenance and Upkeep of Parks and Recreational Facilities	10
Information Preferences	11
Facebook Awareness	12
Quality Parks, Facilities and Programs	13
Indoor/Outdoor Recreation	15
Travel Mode to Parks	16
Distance Willing to Travel to Parks	17
Safety	18
Frequency of Use	19
Reasons for Not Using Parks	21

Table of Contents

	Page
Spending Priorities	22
Spending Priorities – Most Important Strategies	23
Develop More or Fewer Parks	24
Most Needed Facilities in Fort Worth	25
Willingness to Pay a Share to Maintain and Operate Facilities	27
Downtown Parks	28
Relationship to Downtown Fort Worth	29
Improved/More Downtown Parks	30
Downtown Parks – Frequency of Use	31
Downtown Parks – Important Activities/Features	32
Demographics	33
National Service Research – Background/Contact Information	41

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 Park and Recreation Department (PARD). 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, conducted the study effort. The Needs Assessment process was undertaken to meet the following objectives:

To identify priorities for facility needs

To measure use of programs and facilities offered

To measure perceived maintenance and safety of parks and facilities

Preferences to inform residents about parks, recreation facilities and programs

Preferences and priorities for future spending on department provided services and facilities

Profiles of survey respondents by key demographics

Research Methodology

- The research process included a mailed postcard to 20,000 households randomly chosen within each of the five Park Planning districts. The residential mail list was provided to NSR by the PARD.
- The 20,000 postcards were mailed October 21, 2019. The online link (provided in English and Spanish) was active October 21 through December 8, 2019. A total of 1,460 completed the online survey and 491 panel respondents completed the survey, for a total of 1,951. All questions were optional for residents to answer. The 1,951 surveys provide a margin of error of plus or minus 2.2% at a 95% confidence level.
- The postcard introduction was provided in English and Spanish and gave direction on how to take the survey 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.
- A total of 2,000 paper surveys, with business reply self mailers, in English and Spanish, were distributed to all Community Centers in Fort Worth.
- To enhance ethnic sampling, NSR also implemented an online panel survey of Fort Worth residents.
- The survey document was based upon goals and objectives of the PARD. Park staff provided significant input to the questionnaire. The final survey was approved by the PARD.
- Citizen surveys for the PARD have been conducted in 1991, 1997, 2001, 2003 and 2013. The 1991 survey was conducted by Pavlik Associates and the 1997, 2001, 2003 and 2013 surveys were conducted by NSR.

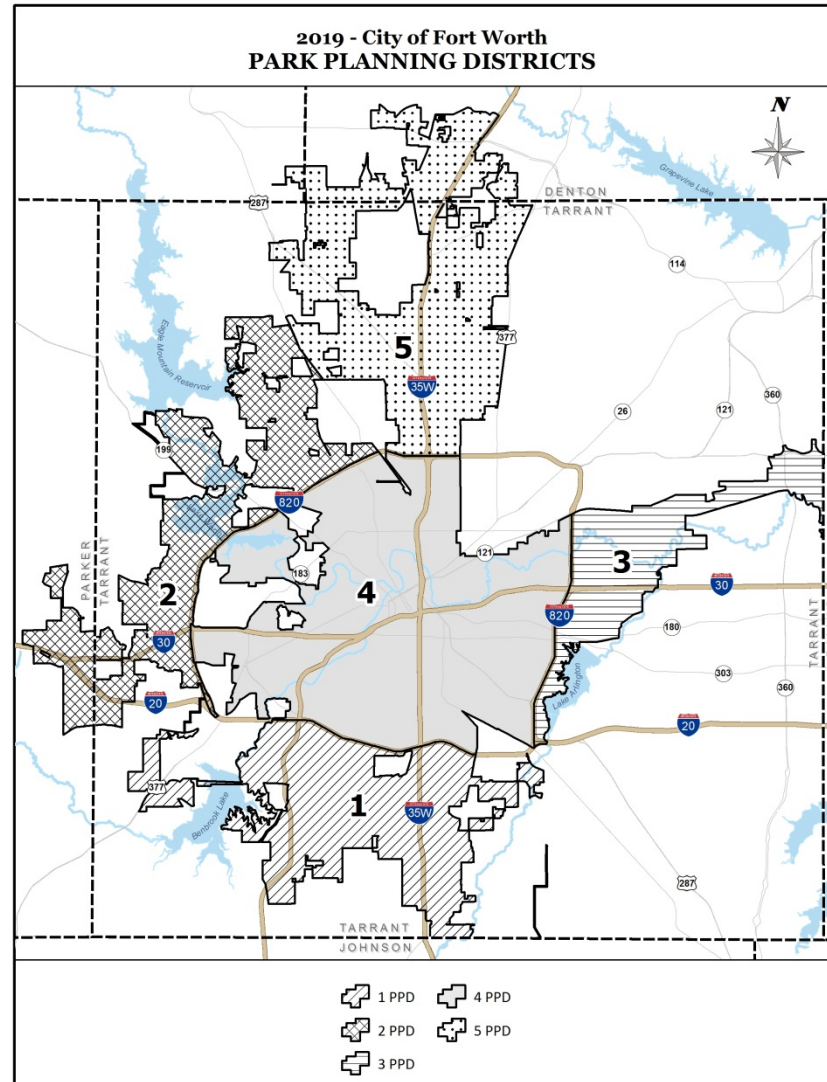
Park Planning Districts

- A representative sampling was received from all five Park Planning Districts (PPD).

PPD	2013 Est. Population	% of Pop.	% Response*
1	132,323	18%	20%
2	55,377	7	11
3	55,879	7	12
4	352,380	48	40
5	147,800	20	17
TOTAL	743,759	100%	100%

*All respondents answering N=1,275

Waiting on 2017 data from the Fort Worth Planning Department

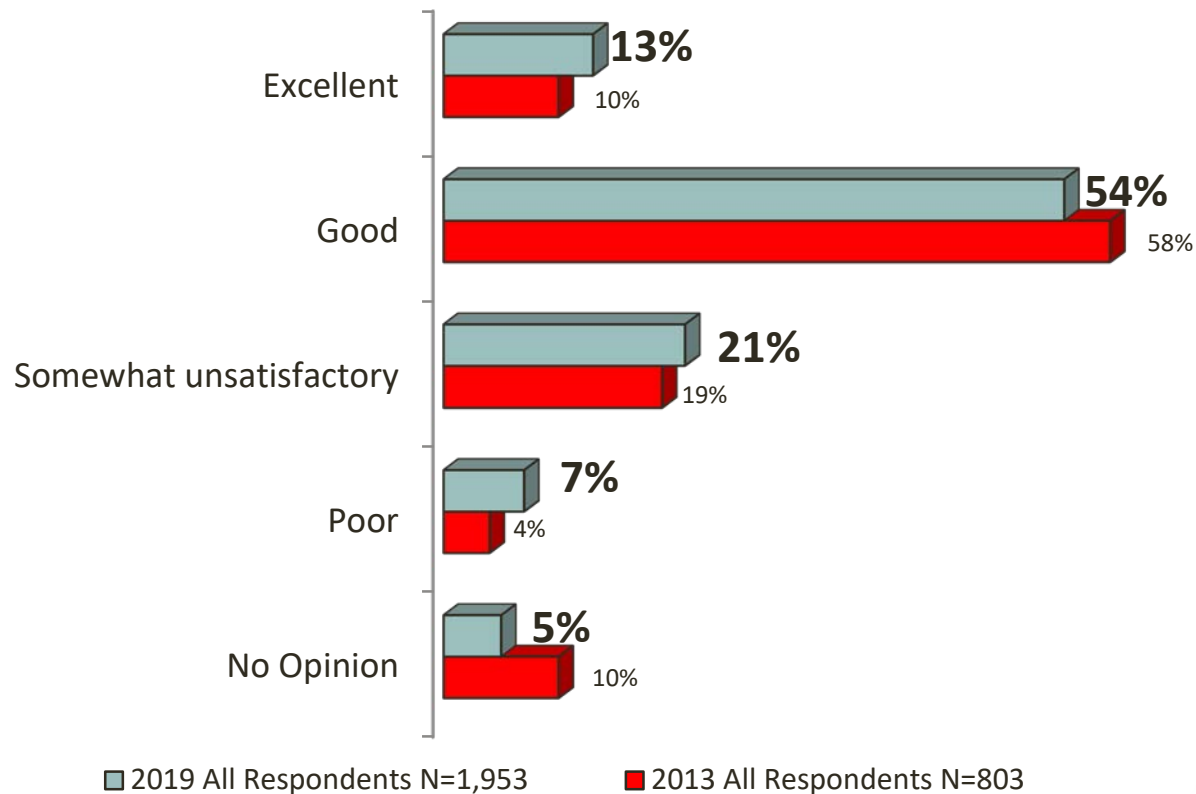


Summary of Findings

Rating of Parks and Recreational Opportunities

Q. Overall, how would you rate the park and recreational opportunities in the City of Fort Worth?

- *More than half (67% compared to 68% in 2013) of respondents rated the parks and recreational opportunities in Fort Worth as excellent or good.*



Rating of Parks and Recreational Opportunities by PPD

Q. Overall, how would you rate the park 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.*

All Respondents N=1,953	Park Planning District (PPD)*					
RATING	Total	PPD 1 N=253	PPD 2 N=134	PPD 3 N=162	PPD 4 N=504	PPD 5 N=222
Excellent	13%	16%	17%	22%	15%	12%
Good	54	59	54	49	55	45
Somewhat unsatisfactory	21	18	20	15	19	26
Poor	7	4	5	8	7	11
No opinion	5	3	4	6	4	6

**Refer to Park Planning District Map on Page 6*

A total of 1,275 respondents provided the PPD in which they live

Rating of Maintenance and Upkeep

Q. How would you rate the maintenance and upkeep of Fort Worth parks and recreation facilities?

Q. If more maintenance is needed, specify your concerns.

- *More than half (52% to 66%) of respondents reported that maintenance is adequate for these park and recreation facilities.*
- *Among those who reported more maintenance is needed cited these primary issues;*
 - *More mowing/landscape upkeep/tree trimming/maintenance*
 - *Improve trash/litter pick up, graffiti removal*
 - *Update community centers and equipment*

Facility	Maintenance is Adequate	More Maintenance is Needed	Less maintenance is needed
Special Use Facilities (N=1,345) (i.e., Botanic Gardens, Log Cabin Village, the Nature Center, etc.)	66%	27%	7%
Municipal Golf Courses (N=797)	61	28	11
Trails (N=1,362)	59	36	5
Parks (N=1,553)	54	42	4
Athletic Facilities (N=988)	52	41	7
Community Centers (N=992)	52	40	8

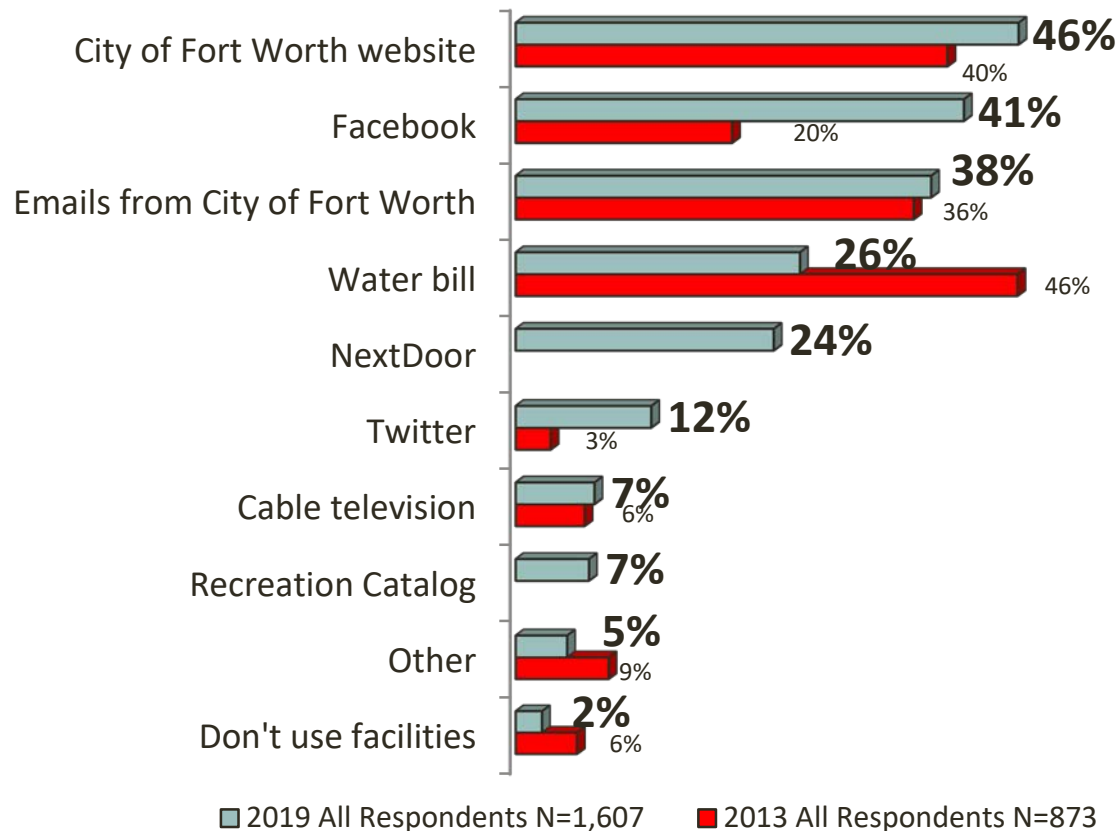
Ratings above exclude Don't Use / Not Aware Responses

Source: National Service Research, Online Survey of Fort Worth residents, December 2019

Information Preferences

Q. 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 the City of Fort Worth website, Facebook, and email notifications from the City of Fort Worth.
- Social media has increased dramatically since 2013 for preferred communication.



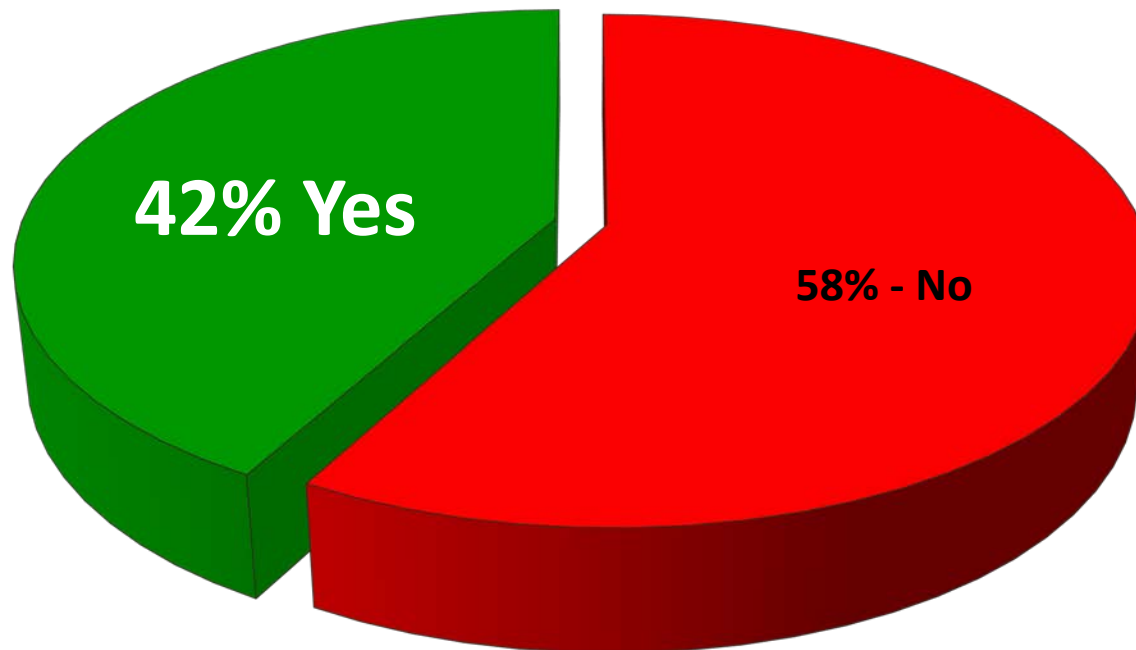
Responses will add to more than 100% due to multiple answers allowed

Source: National Service Research, Online Survey of Fort Worth residents, December 2019

Facebook Awareness

Q. Did you know that Fort Worth Park & Recreation Department can be found on Facebook? .

- 42% of respondents are aware of the Park and Recreation Department's Facebook presence, a 17% increase since 2013.

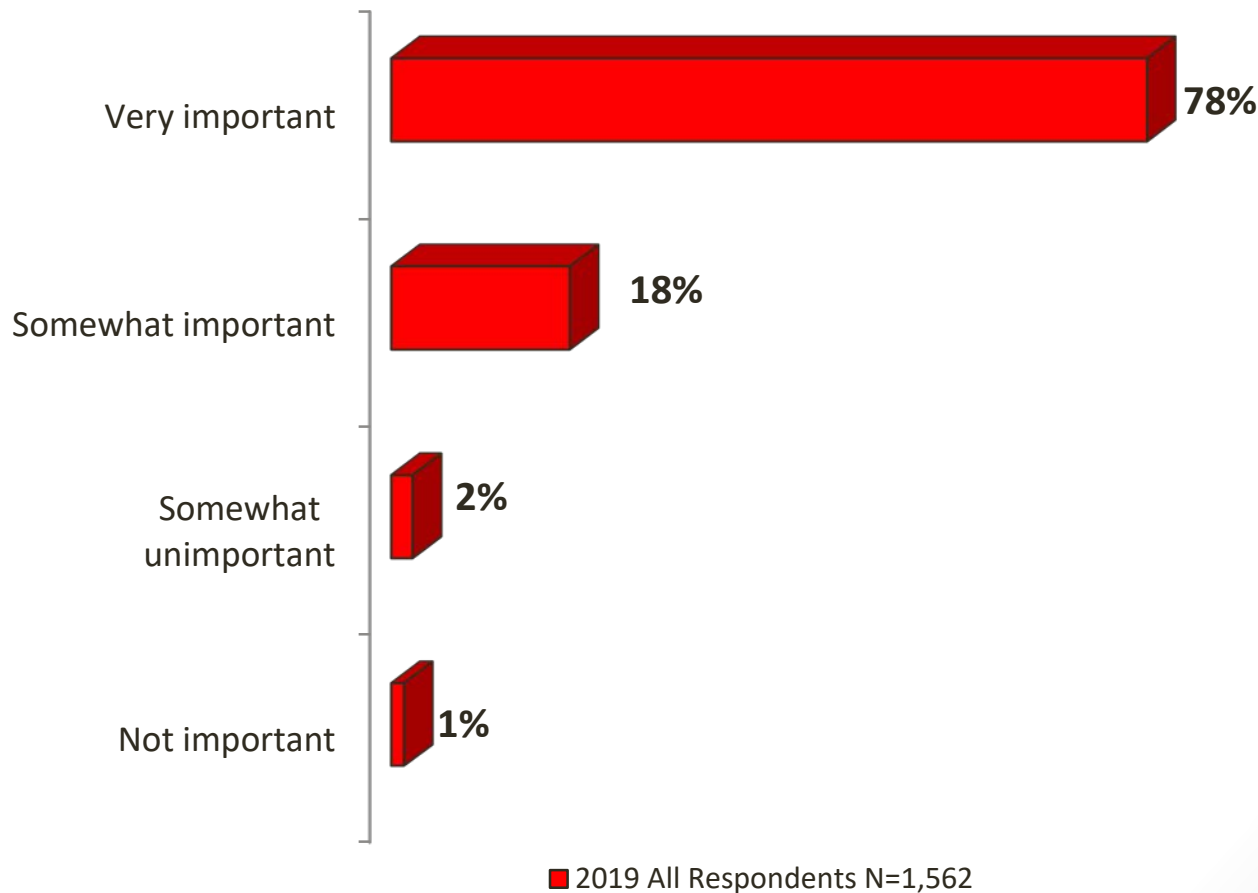


2019 All Respondents - N=1,607

Quality Parks, Facilities and Programs

Q. How important do you think quality parks, facilities, and programs are to the overall pursuit of a healthy and active lifestyle for you and your household members?

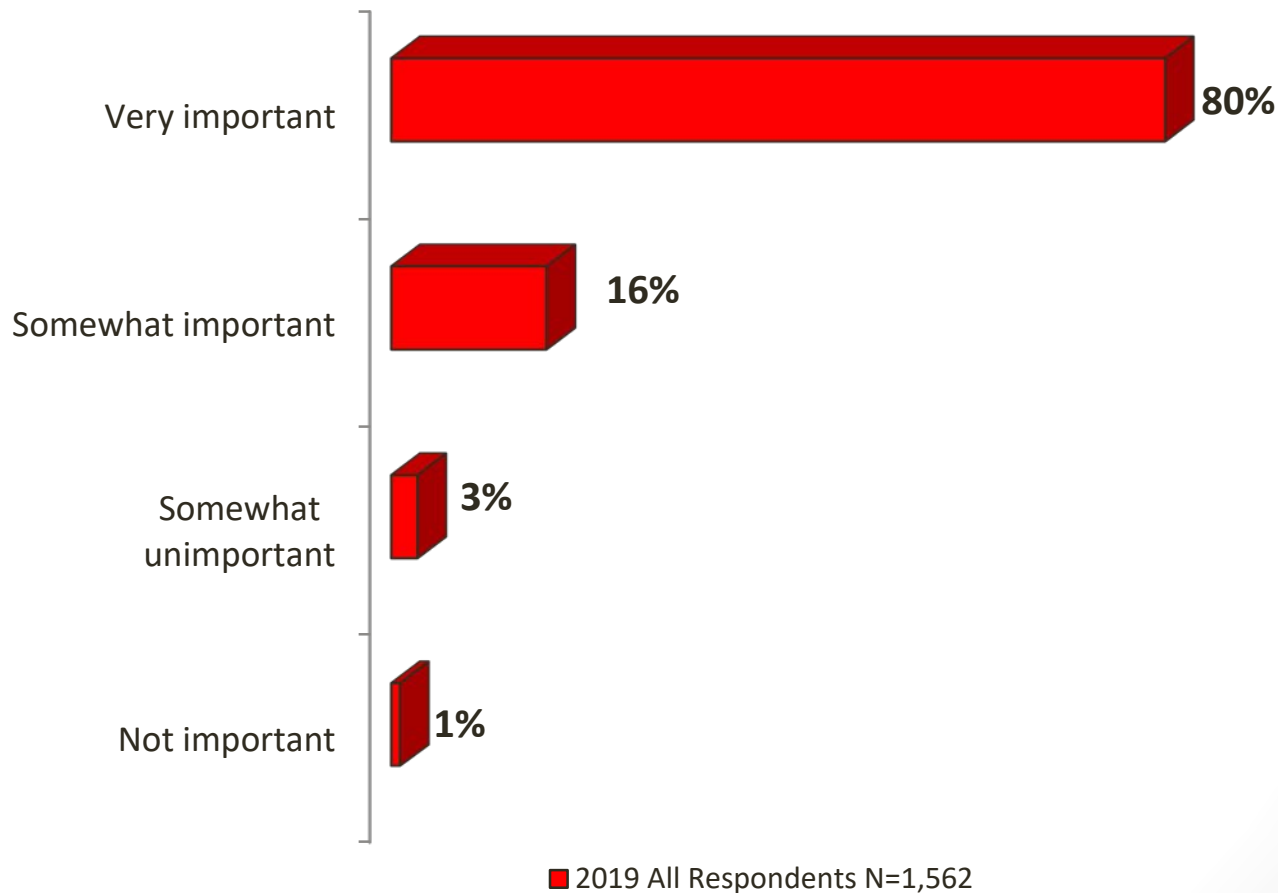
8 out of **10** respondents think quality parks, facilities, and programs are very important to the overall pursuit of a healthy and active lifestyle.



Quality Parks, Facilities and Programs

Q. How important do you think quality parks, facilities, and programs are to the overall quality of life in Fort Worth?

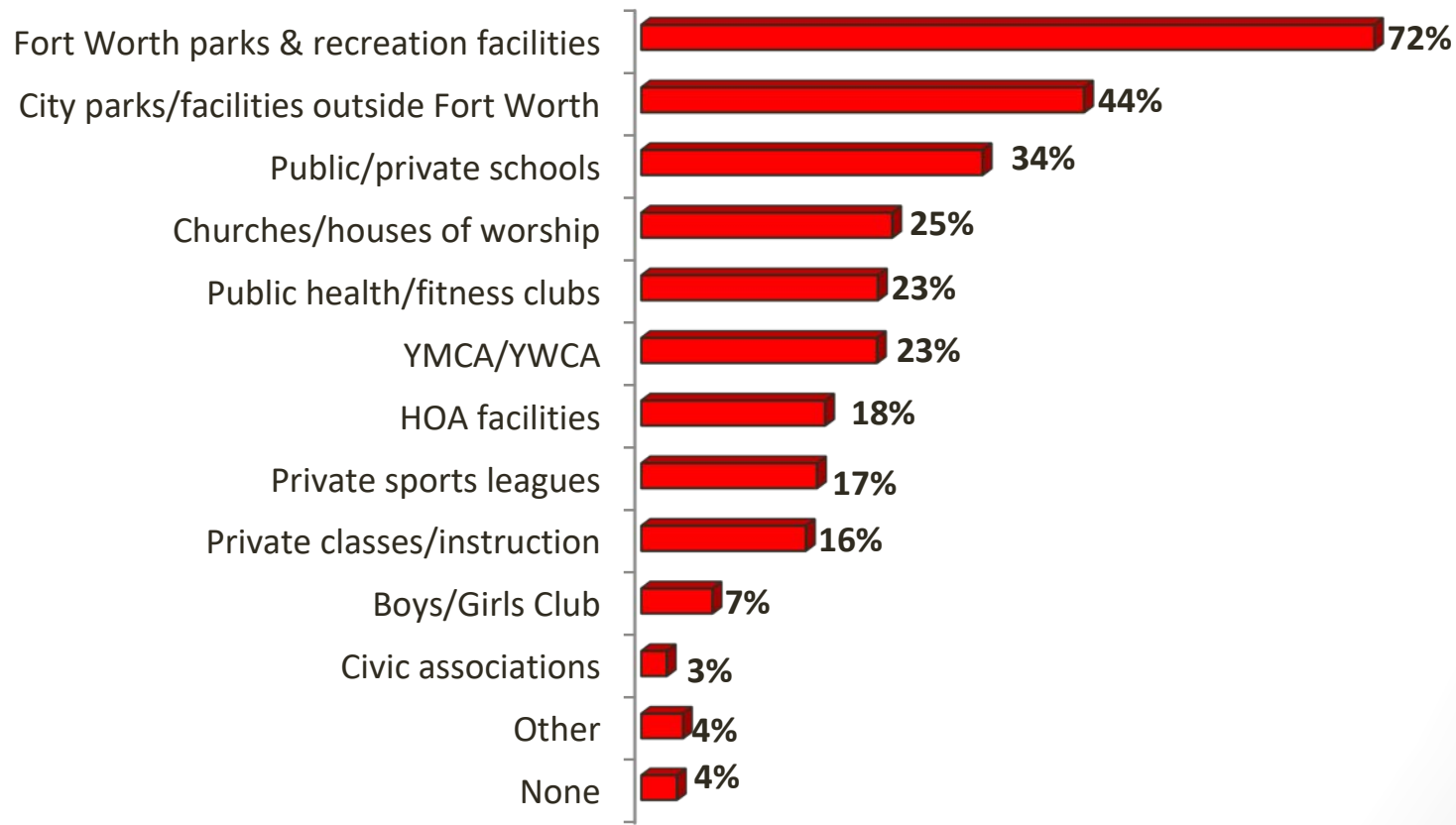
8 out of **10** respondents think quality parks, facilities, and programs are very important to the overall quality of life in Fort Worth.



Indoor/Outdoor Recreation

Q. Which of the following do you and members of your household use for indoor and/or outdoor recreation?

- 72% of respondents use Fort Worth parks and recreation facilities, 43% use city park facilities outside Fort Worth. One-third use public/private schools.



■ 2019 All Respondents N=1,562

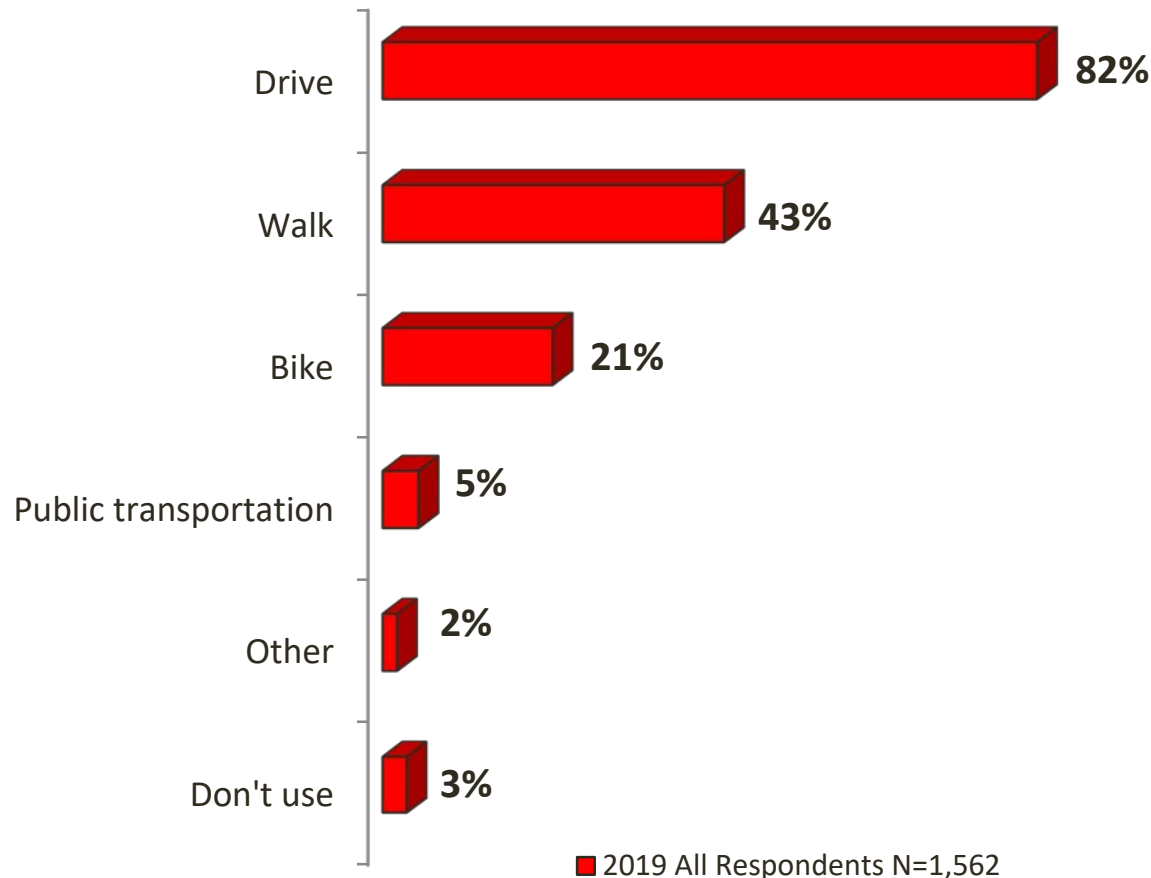
Responses will add to more than 100% due to multiple answers allowed

Source: National Service Research, Online Survey of Fort Worth residents, December 2019

Travel Mode to Parks

Q. How do you and/members of your household typically travel to the parks and recreation facilities that you use?

- A majority of respondents drive to parks and recreation facilities while 43% walk, 21% bike and 5% take public transit. 55% use multiple modes to travel to parks and facilities.*



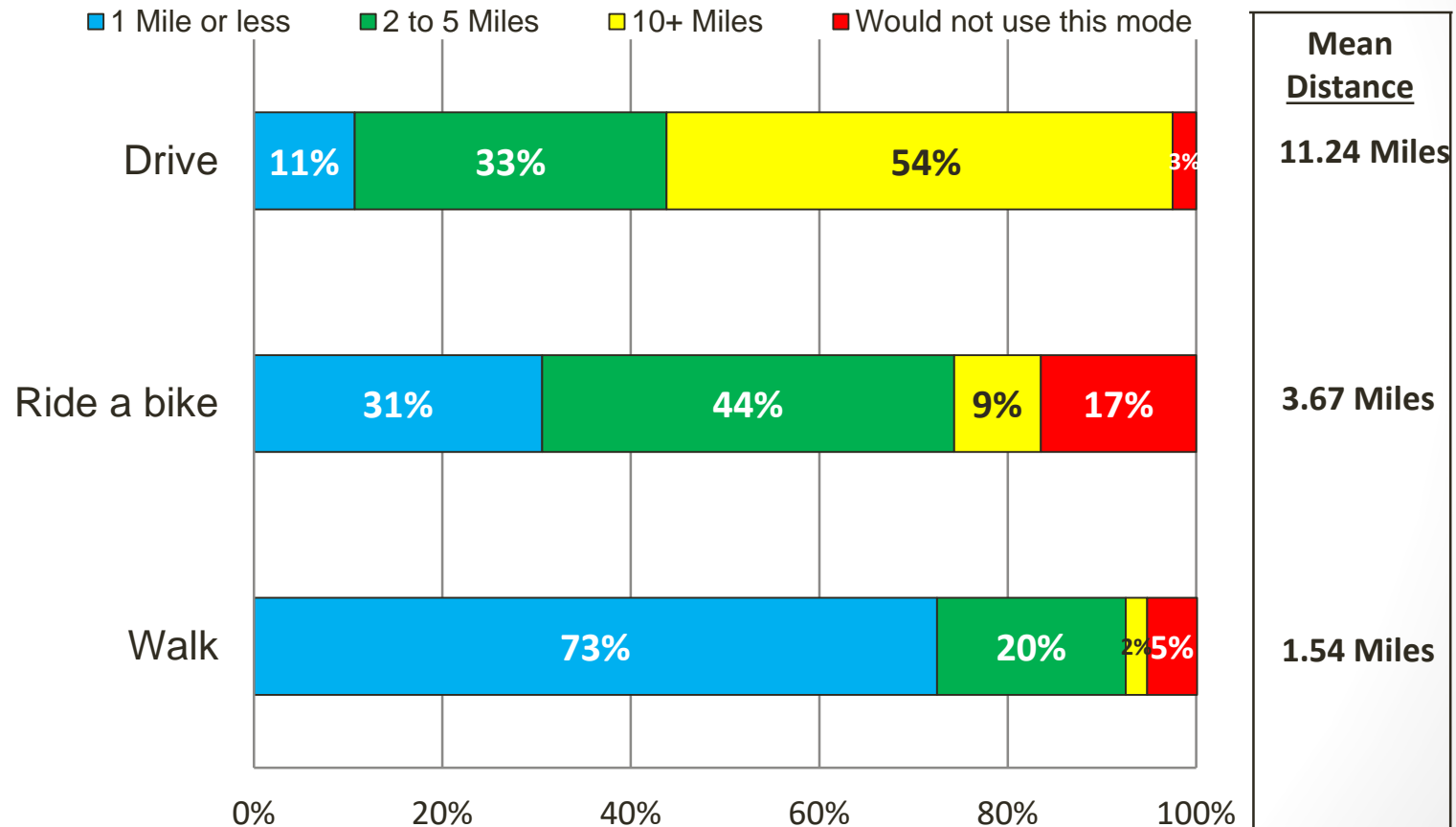
Responses will add to more than 100% due to multiple answers allowed

Source: National Service Research, Online Survey of Fort Worth residents, December 2019

Distance Willing to Travel to Parks

Q. What is the maximum number of miles you and members of your household would be willing to walk, bike or drive to a park or recreation facility that has the amenities or programs that are MOST important? N=1,542

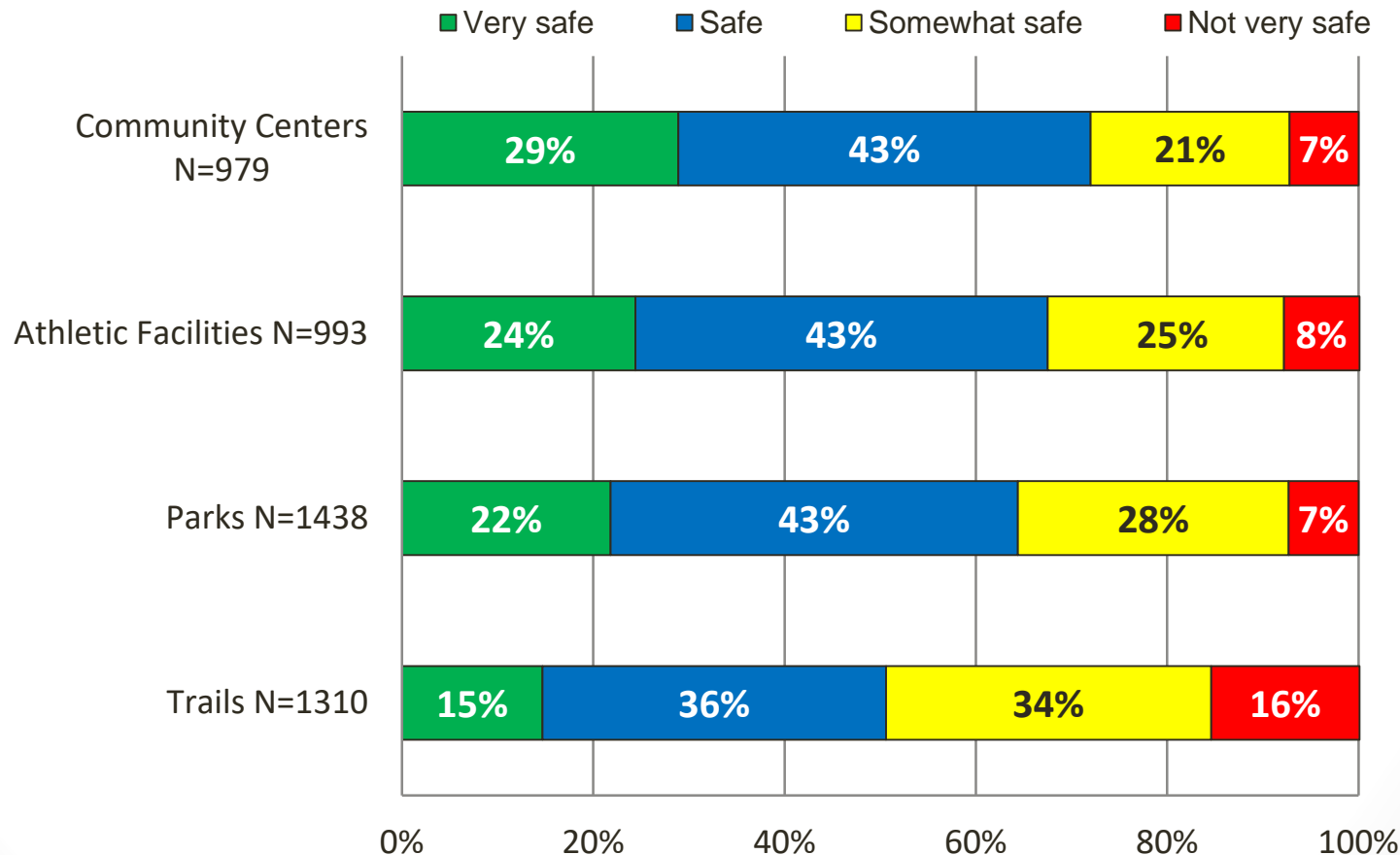
- Respondents are willing to drive an average of 11.24 miles, bike 3.67 miles and/or walk 1.54 miles to a park or recreation facility. 54% of respondents are willing to drive 10 or more miles to a park or recreation facility.



Safety

Q. Overall, how safe do you feel when visiting these facilities in Fort Worth?

- A majority of users feel very safe or safe when utilizing community centers, various types of athletic facilities (ball fields, courts, etc.), parks and trails. These safety ratings are comparable to 2013.



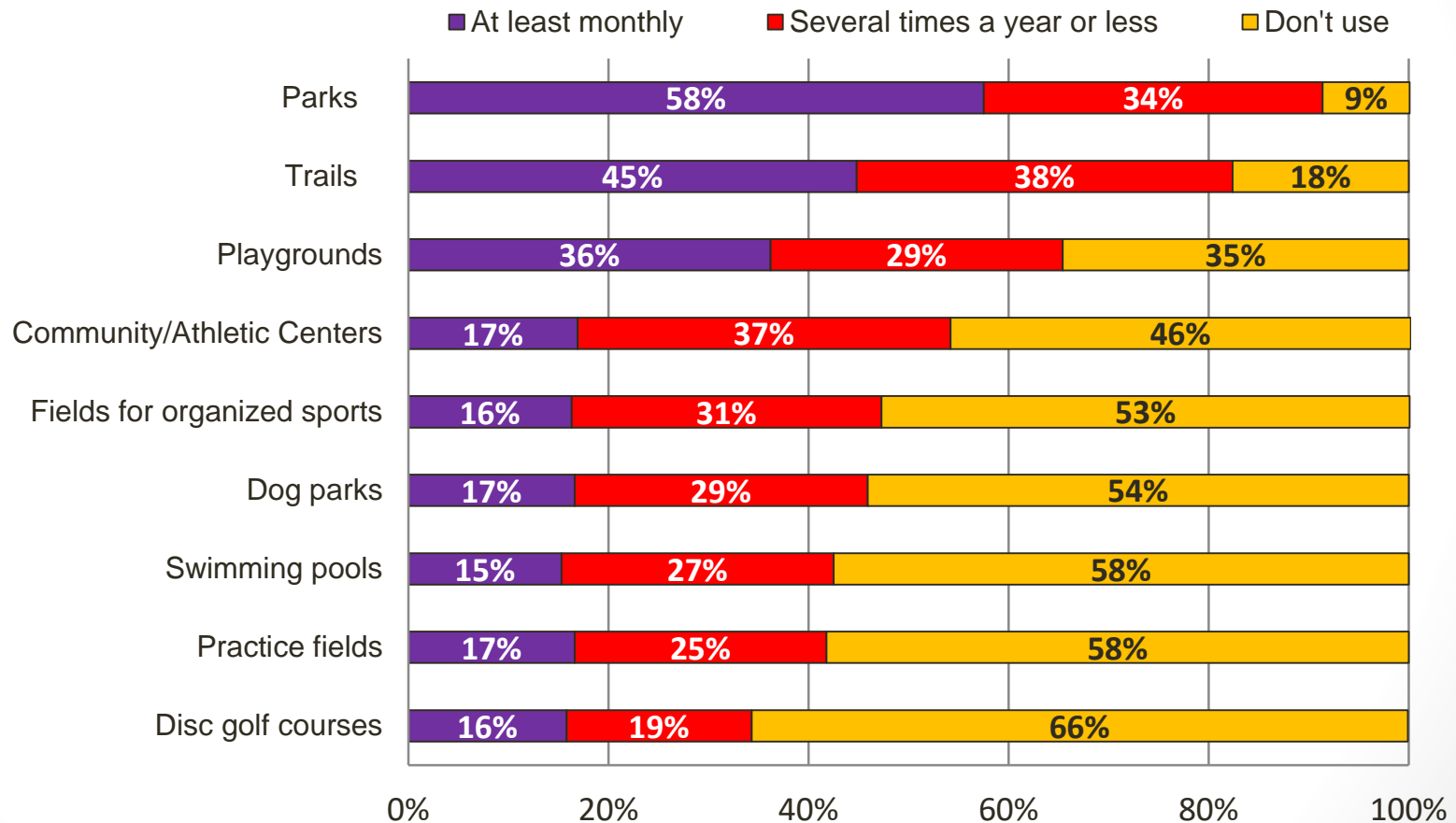
Responses exclude don't use/not aware answers

Source: National Service Research, Online Survey of Fort Worth residents, December 2019

Frequency of Use

Q. How often do you or other household members use or visit these park facilities in the City of Fort Worth? N=1,446

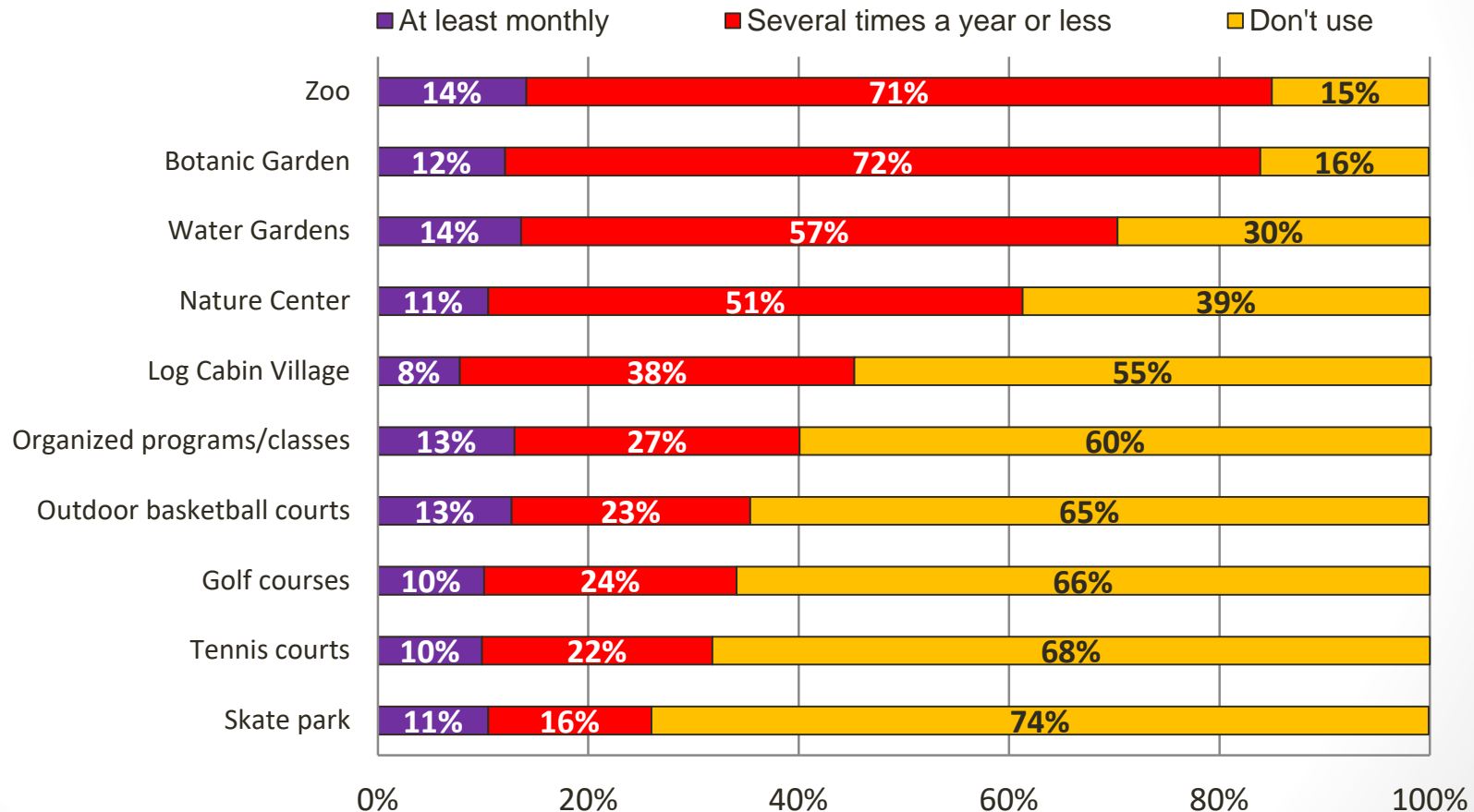
- Parks, trails, playgrounds and community/athletic centers are the most frequently used facilities in the City of Fort Worth.*



Frequency of Use - Continued

Q. How often do you or other household members use or visit these park facilities in the City of Fort Worth? N=1446

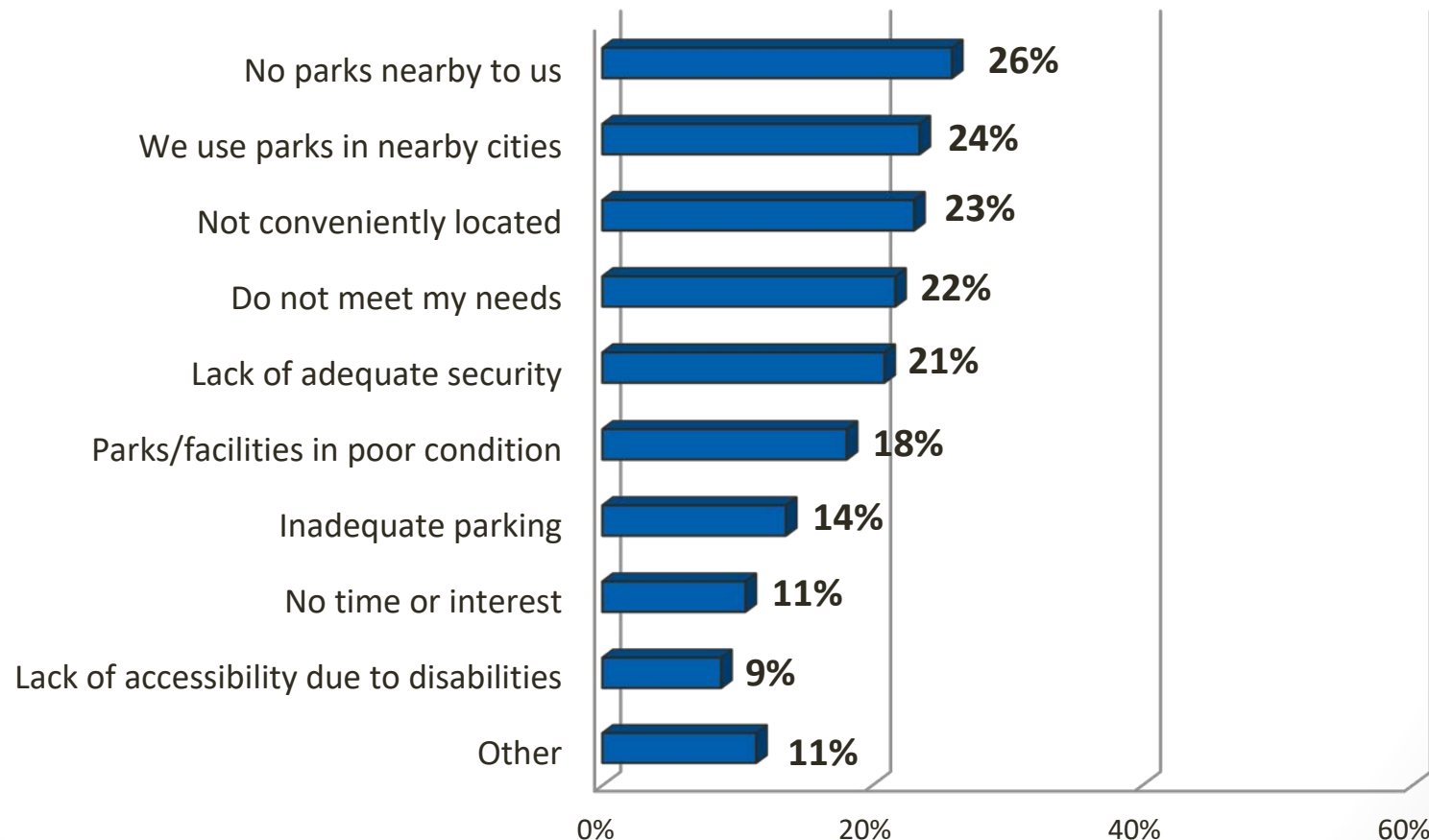
- The Zoo, Botanic Garden, Water Gardens, and the Nature Center are used by more than 60% of residents. A majority use these facilities several times a year or less.



Reasons for Not Using Parks

Q. If your household members do not use Fort Worth parks, facilities programs or events, what are the primary reasons that prevent you from using them? N=851

- Top reasons for not using Fort Worth facilities: 26% said there are no parks nearby, 24% use parks in nearby cities, 23% said they are not conveniently located and 22% said they do not meet their needs.



Responses will add to more than 100% due to multiple answers allowed

Source: National Service Research, Online Survey of Fort Worth residents, December 2019

Spending Priorities

Q. Currently, approximately seven cents of every dollar is dedicated to providing funds to Park & Recreation 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? N=1,350

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

Facility	Pay MORE	Pay the SAME	Pay LESS	Don't Know
Increase maintenance of parks and trails	42%	42%	8%	8%
Renovate existing parks and facilities	46	37	7	10
Acquire more land for parks	42	39	8	10
Acquire more land for trails and trail connections	42	38	10	10
Increase maintenance & operations of community centers	27	44	12	17
Increase maintenance & operations of aquatic centers	26	42	13	19
Increase supervised recreation activities/programs	24	44	15	17

Spending Priorities - Most Important Strategies

Q. Which **THREE** strategies are the **MOST IMPORTANT** to you for the Park & Recreation Department to focus on within the next five years? Select your **TOP THREE** in rank order.

- The top THREE most important strategies are; increase maintenance of parks and trails, renovate existing parks and facilities and acquire more land for parks.

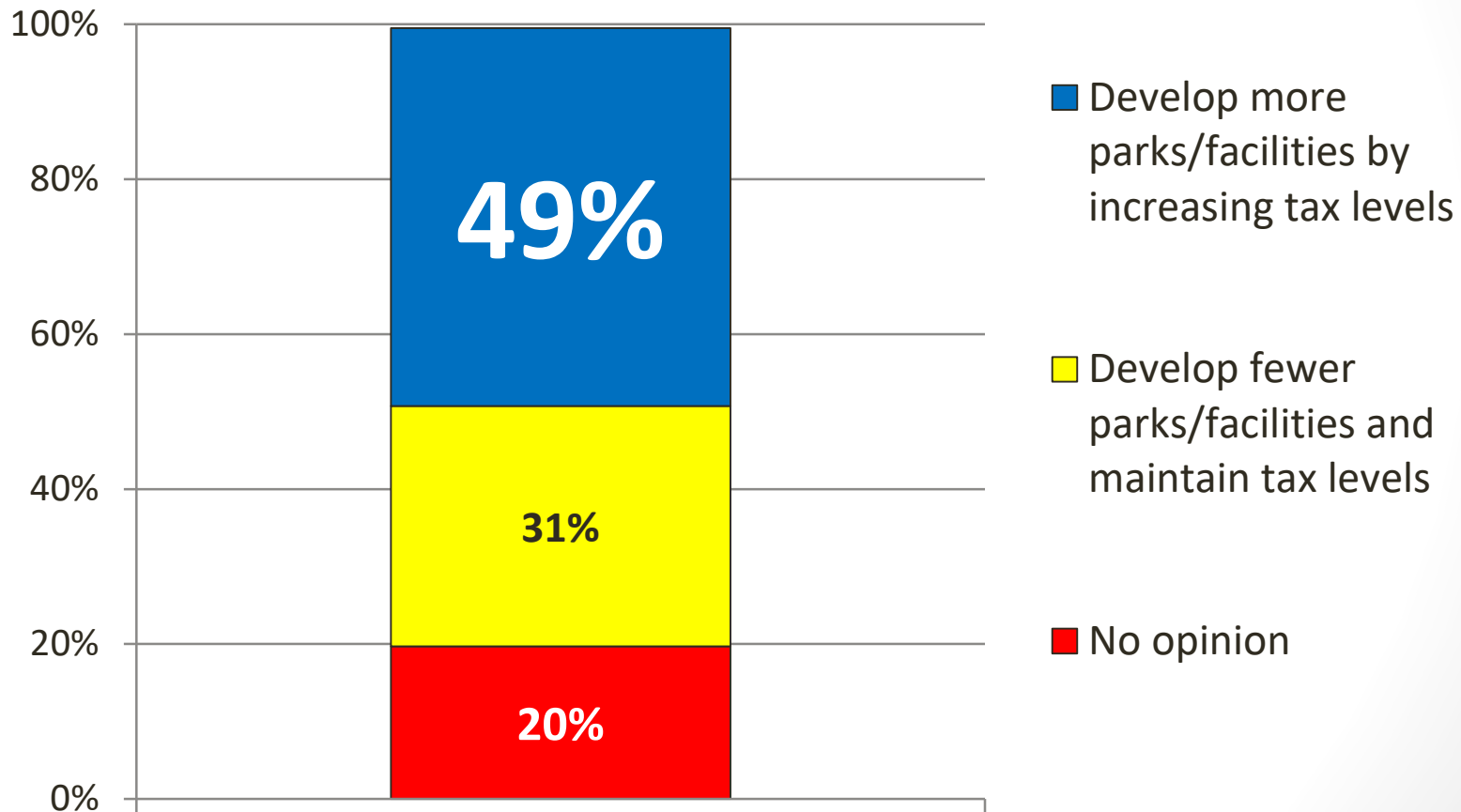
Facility	IMPORTANCE RANK*
Increase maintenance of parks and trails	1
Renovate existing parks and facilities	2
Acquire more land for parks	3
Acquire more land for trails and trail connections	4
Increase maintenance & operations of community centers	5
Increase supervised recreation activities/programs	6
Increase maintenance & operations of aquatic centers	7

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

Develop More or Fewer Parks

Q. Do you think the Fort Worth Park & Recreation Department should; N=1,254

- Almost half of respondents think the PARD should develop more parks/facilities by increasing tax levels.



Most Needed Facilities in Fort Worth

Q. Which facilities do you feel are **MOST** need in Fort Worth parks?

Q. Which three facilities are the **MOST** important to you for the Park & Recreation Department to focus on within the next five years? N=1,203

- These rankings will provide the foundation for developing priorities for the Park, Recreation and Open Space Master Plan.

Facility	3- Definitely Needed	2- Somewhat Needed	1- Not needed	No Opinion	Mean Score	PRIORITY RANK
Hike, bike, walking trails	55%	28%	8%	9%	2.52	1
Open spaces/natural areas	50	29	10	11	2.45	2
Aquatic Center (play features, swim lanes, etc.)	35	26	16	23	2.25	3
Playgrounds	43	28	13	16	2.36	4
Benches/seating areas	39	33	12	16	2.32	5
Dog parks	27	33	19	21	2.10	6
Age friendly playgrounds	41	28	13	18	2.35	7
Picnic shelters/picnic tables	38	36	12	14	2.30	8
Athletic fields (lighted)	27	31	14	29	2.18	9
Off road bike trails	28	30	20	22	2.10	10

Priority Rank—the sum of the first, second and third most important ranked facilities by respondents.

Mean Scores: Definitely needed was weighted as 3, Somewhat needed weighted as 2, and Not needed weighted as 1. No opinion responses were excluded from mean score calculation)

Most Needed Facilities in Fort Worth (Continued)

Q. Which facilities do you feel are MOST need in Fort Worth parks?

Q. Which three facilities are the MOST important to you for the Park & Recreation Department to focus on within the next five years? N=1,203

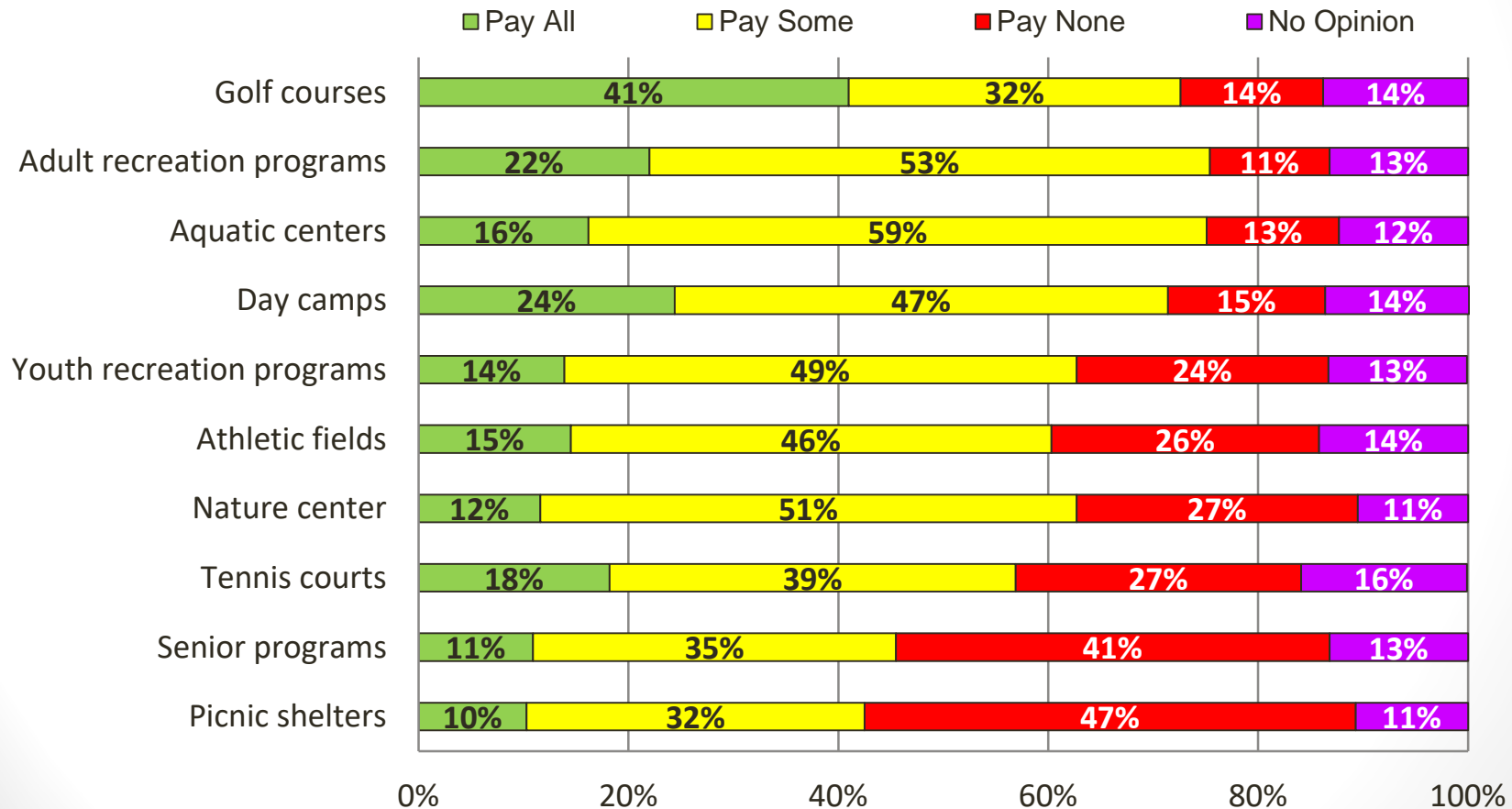
- These rankings will provide the foundation for developing priorities for the Park, Recreation and Open Space Master Plan.

Facility	3- Definitely Needed	2- Somewhat Needed	1- Not needed	No Opinion	Mean Score	PRIORITY RANK
Disc golf courses	17%	22%	29%	32%	1.81	11
Athletic practice fields (not lighted)	15	29	24	32	1.87	12
Basketball courts	19	32	18	31	2.00	13
Outdoor covered gym	20	29	26	25	1.91	14
Multi-use courts (tennis, basketball, etc.)	25	34	16	24	2.12	15
Ball fields (baseball/softball)	18	33	18	31	1.99	16
Equestrian center	11	21	33	35	1.65	17
Ball fields (football, soccer, rugby, field hockey)	17	32	20	32	1.96	18
Volleyball courts	15	32	22	31	1.90	19
Tennis courts	15	32	23	31	1.88	20
Skate parks	14	30	26	30	1.83	21

Willingness to Pay a Share to Operate and Maintain Facilities

Q. 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 facility? N=1,157

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

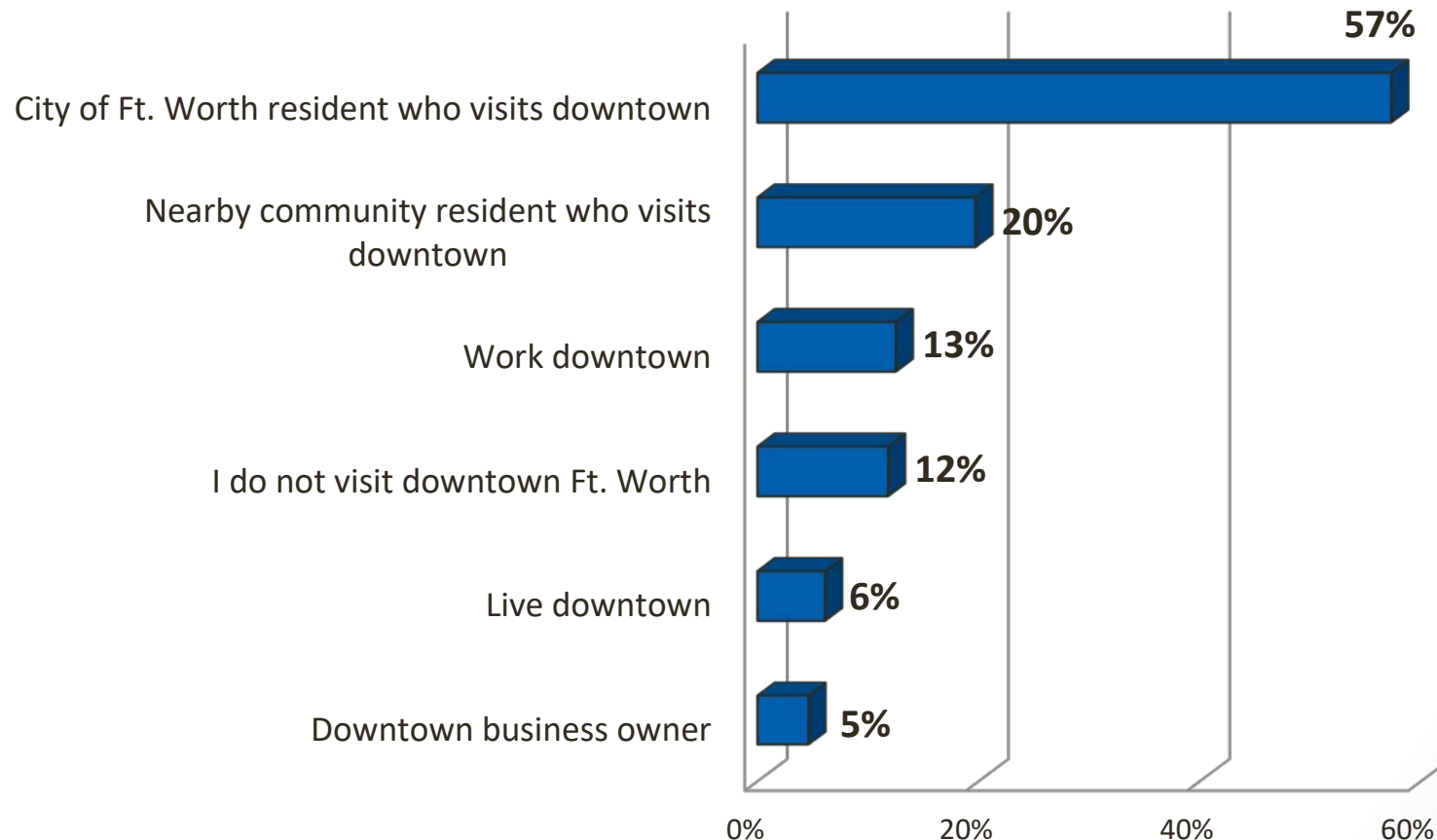


Downtown Parks

Relationship to Downtown Fort Worth

Q. What is your relationship to Downtown Fort Worth? N=1,424

- More than half of respondents are City of Fort Worth residents who visit downtown, 13% work downtown and 6% live downtown. Only 12% of respondents reported they do not visit downtown Fort Worth.*

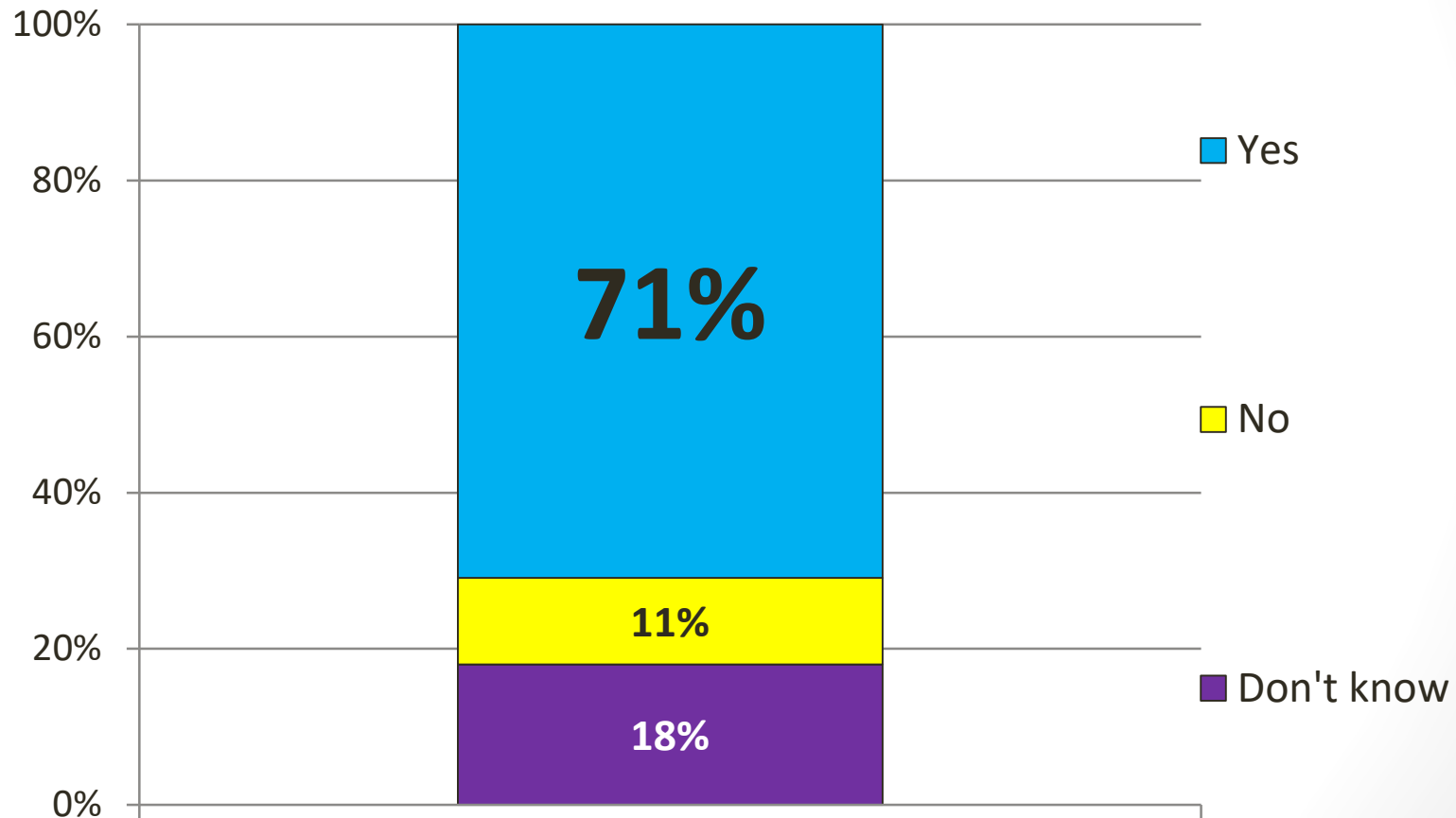


Responses will add to more than 100% due to multiple answers allowed

Improved/More Downtown Parks

Q. Do you think Fort Worth would benefit from having improved and more Downtown parks and open space? N=1,424

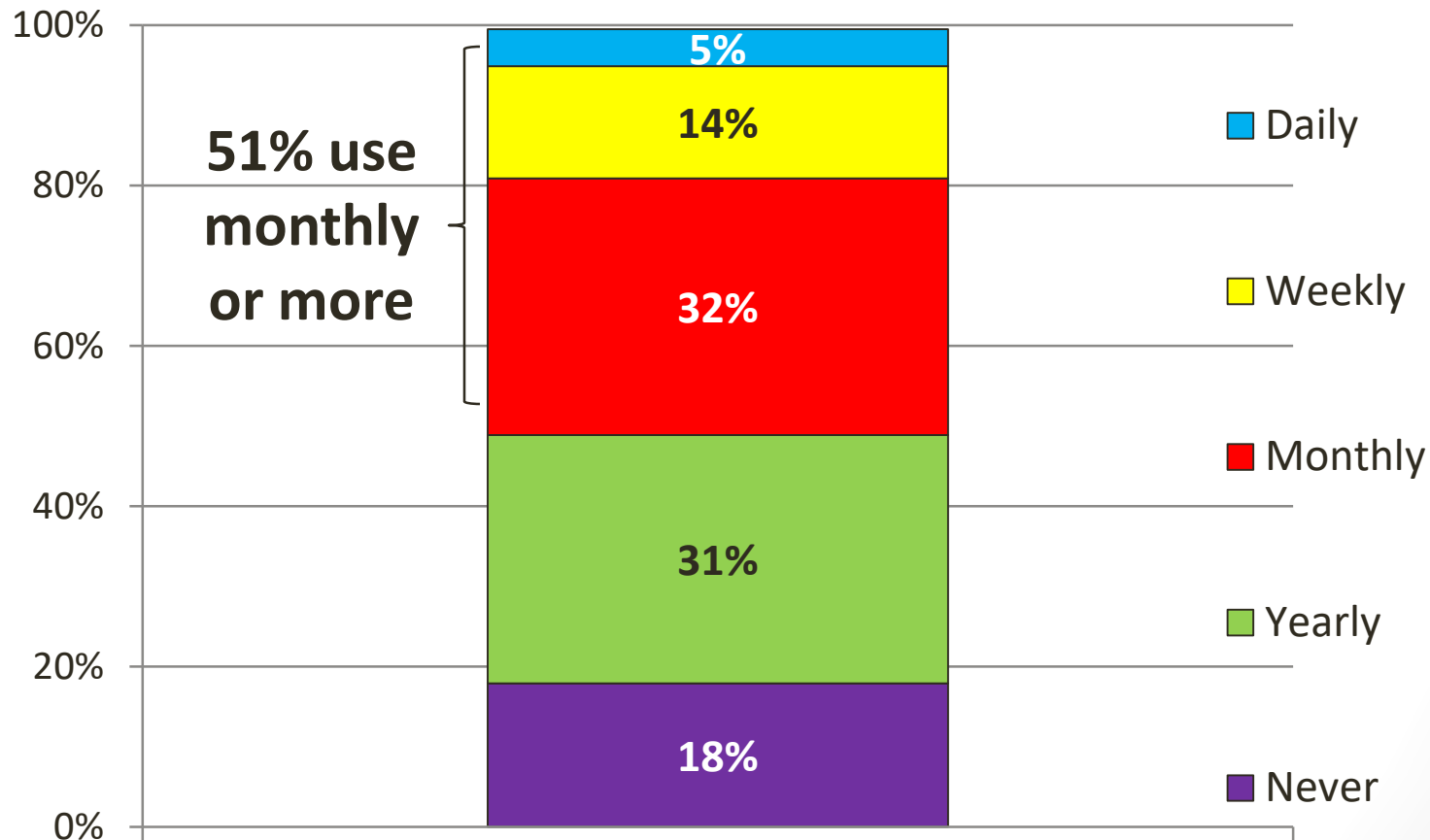
- Almost three-fourths of respondents feel downtown Fort Worth would benefit from having more/improved parks and open space.*



Downtown Parks – Frequency of Use

Q. How often do you frequent the Downtown Fort Worth parks? N=1,424

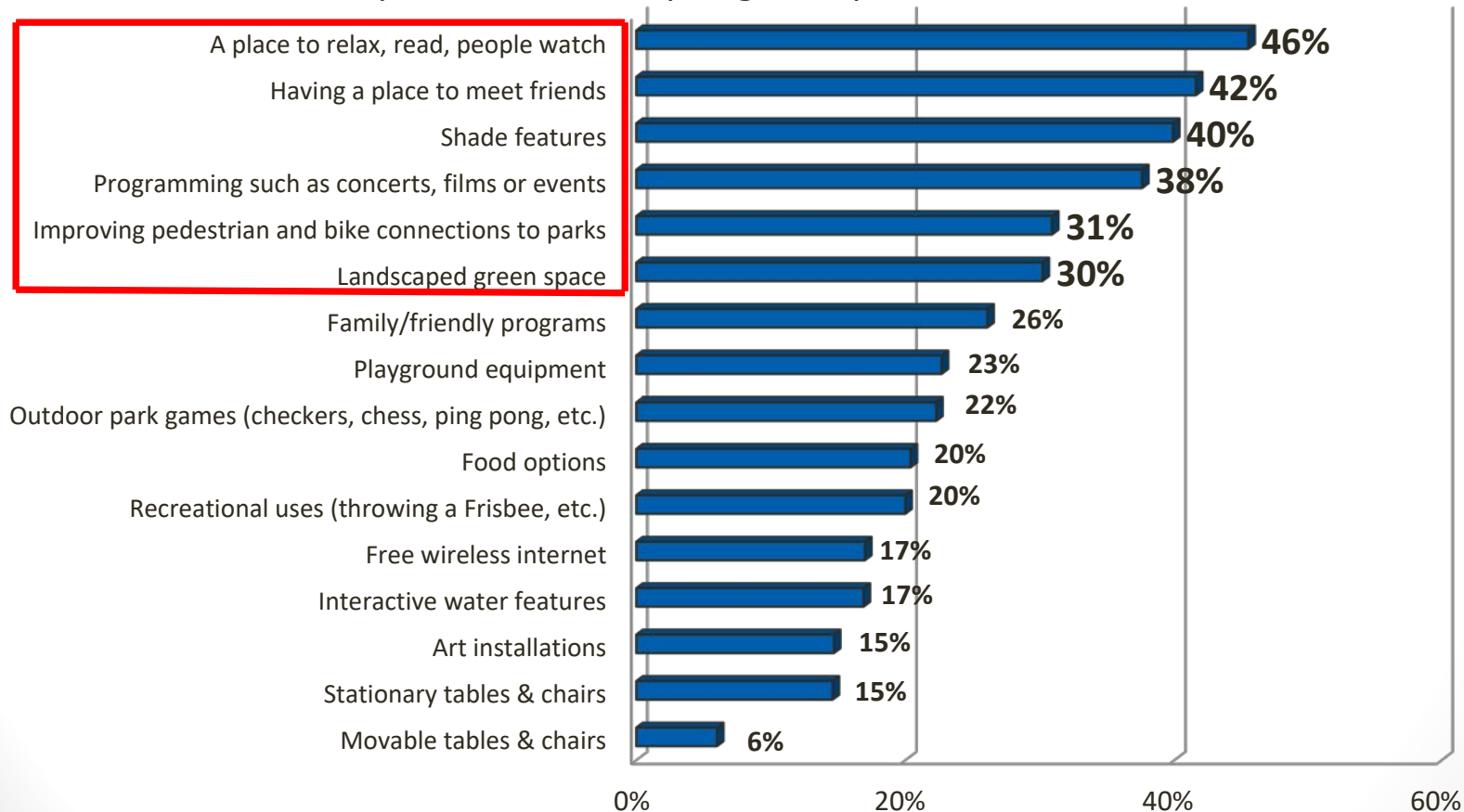
- Just over half of respondents use downtown parks monthly or more. Almost one-third use them yearly.*



Downtown Parks – Important Activities/Features

Q. How important are the following activities/features to you in a Downtown Park/Open Space? Please select up to five activities/features that you are **MOST** likely to participate in or is important to you. N=1,374

- Top six important activities/features respondents prefer in a Downtown park or open space; a place to relax/read/people watch, a place to meet friends, shade features, programming (concerts, films, events), improving pedestrian and bike connections to parks and landscaped green space.

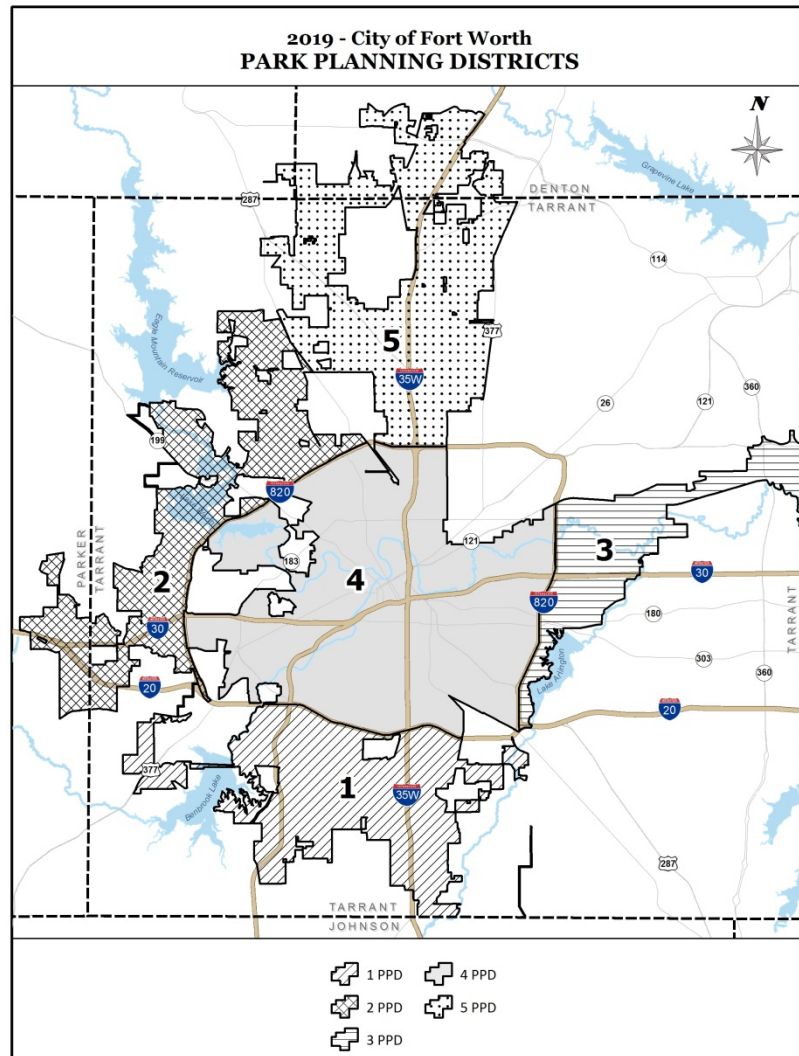


Responses will add to more than 100% due to multiple answers allowed

Source: National Service Research, Online Survey of Fort Worth residents, December 2019

Demographics Characteristics

Map of Park Planning Districts

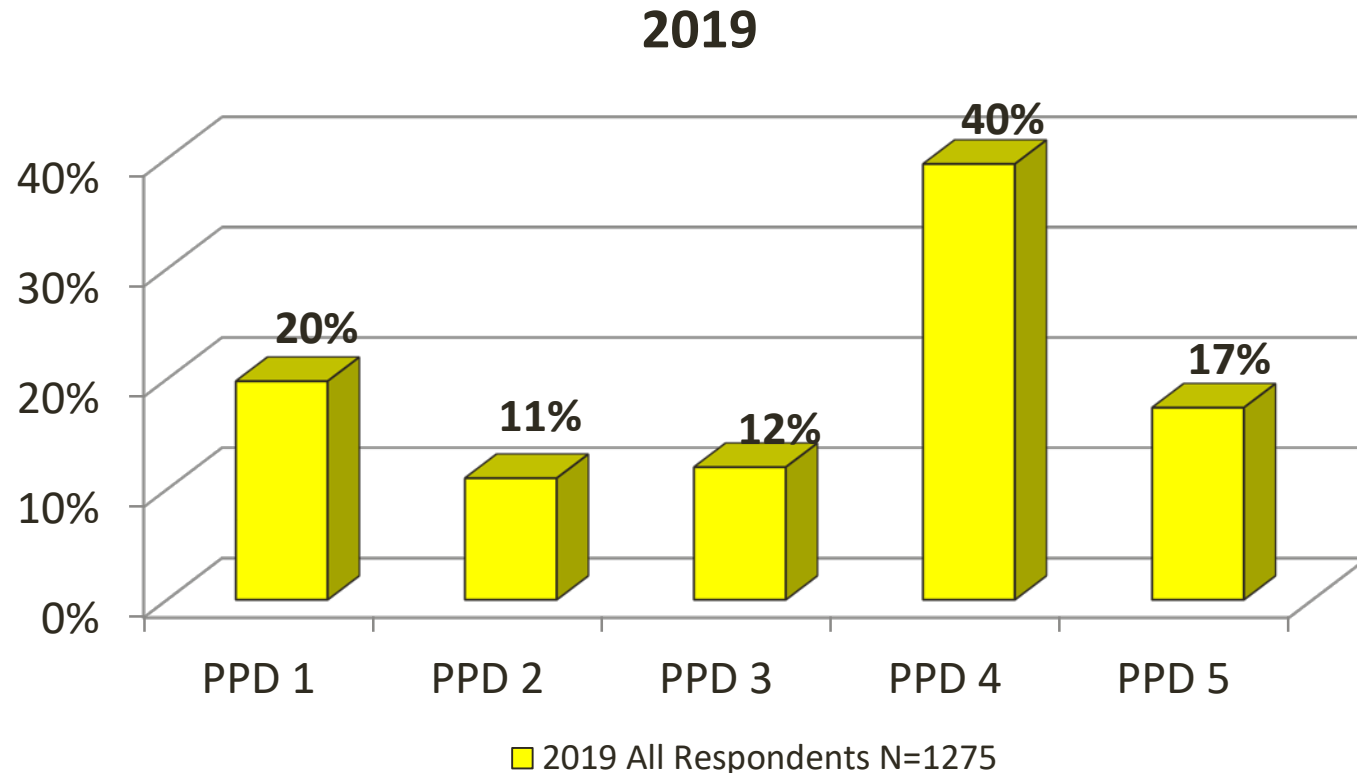


Demographics

Area of Residence by PPD

Q. In which geographic area of Fort Worth do you reside?

- The survey provided a proportionate representation of the five Park Planning Districts.

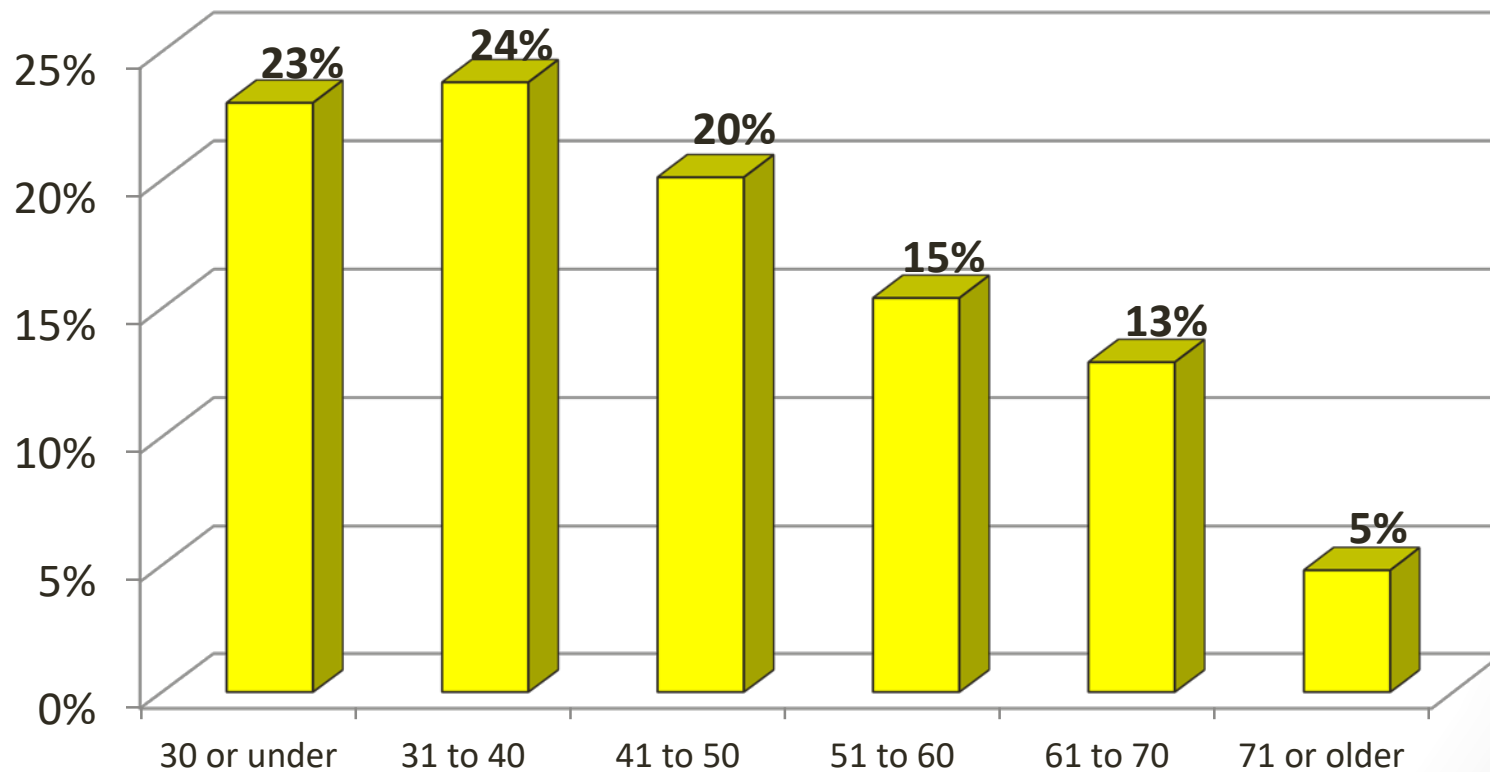


Demographics

Q. Your age? (Represents head of household age)?

- Mean age of all respondents was 43.4.

2019

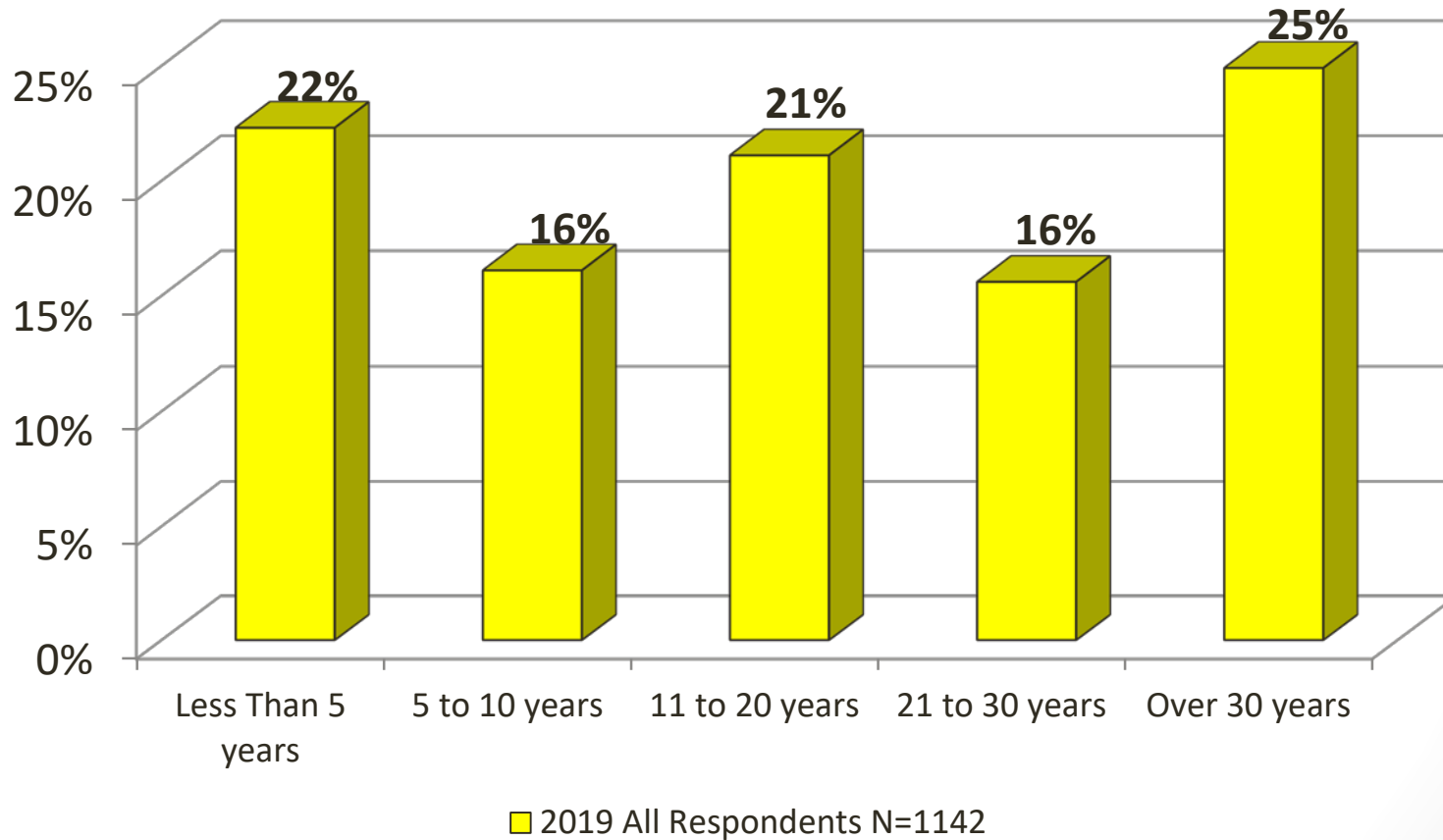


■ 2019 All Respondents N=1145

Demographics

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

2019

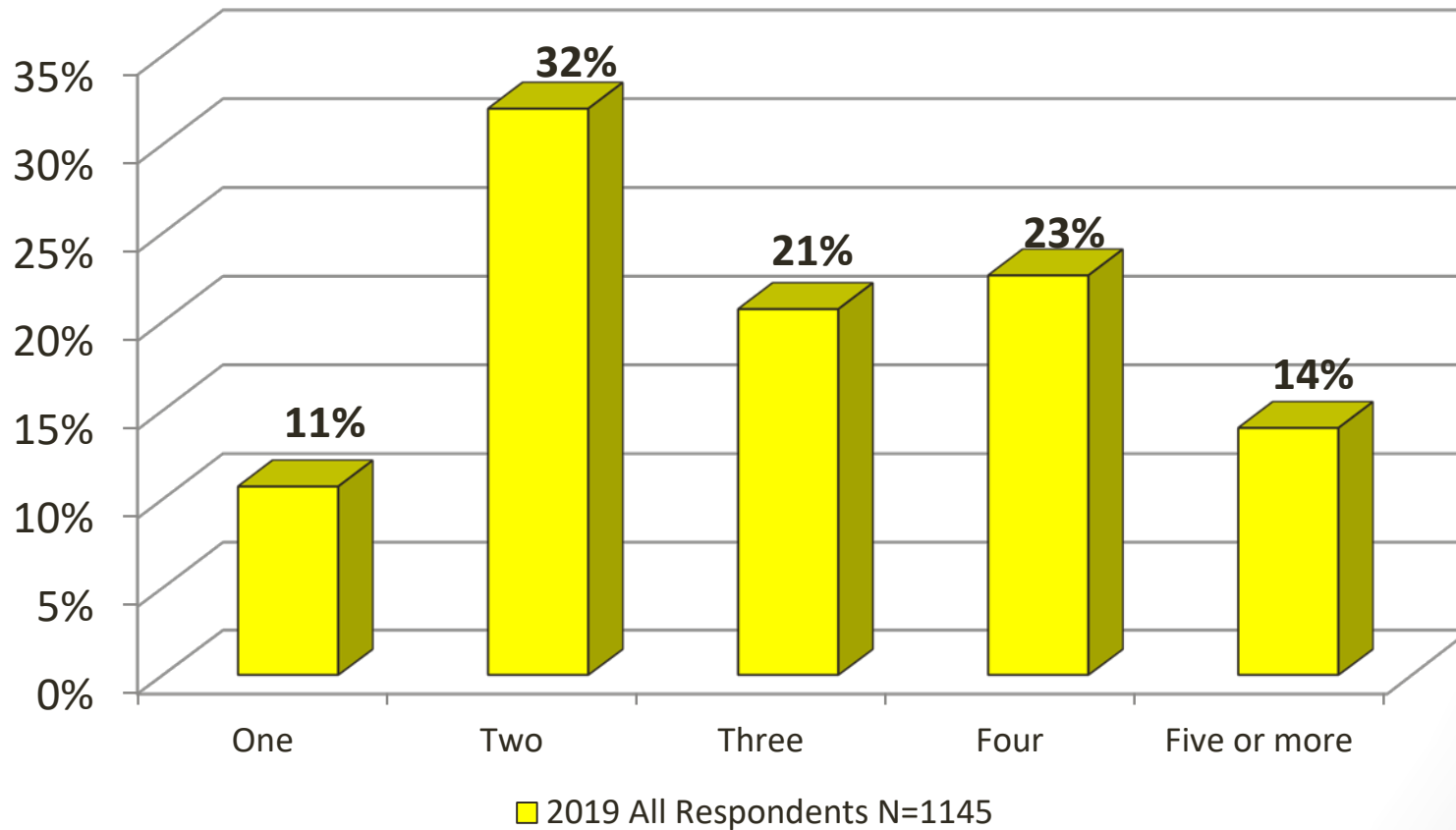


Demographics

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

- Mean household size 3.11 persons.

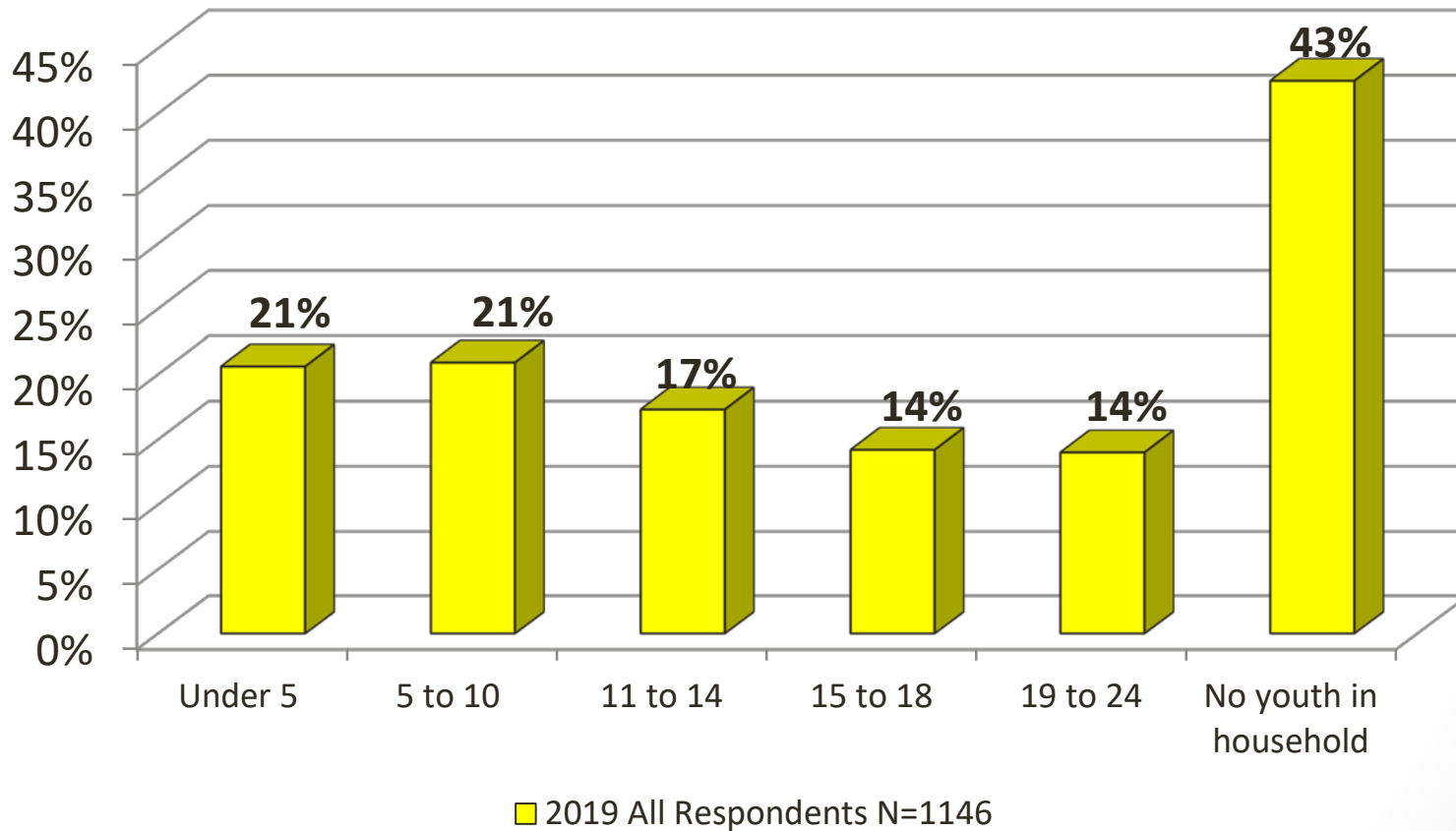
2019



Demographics

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

2019



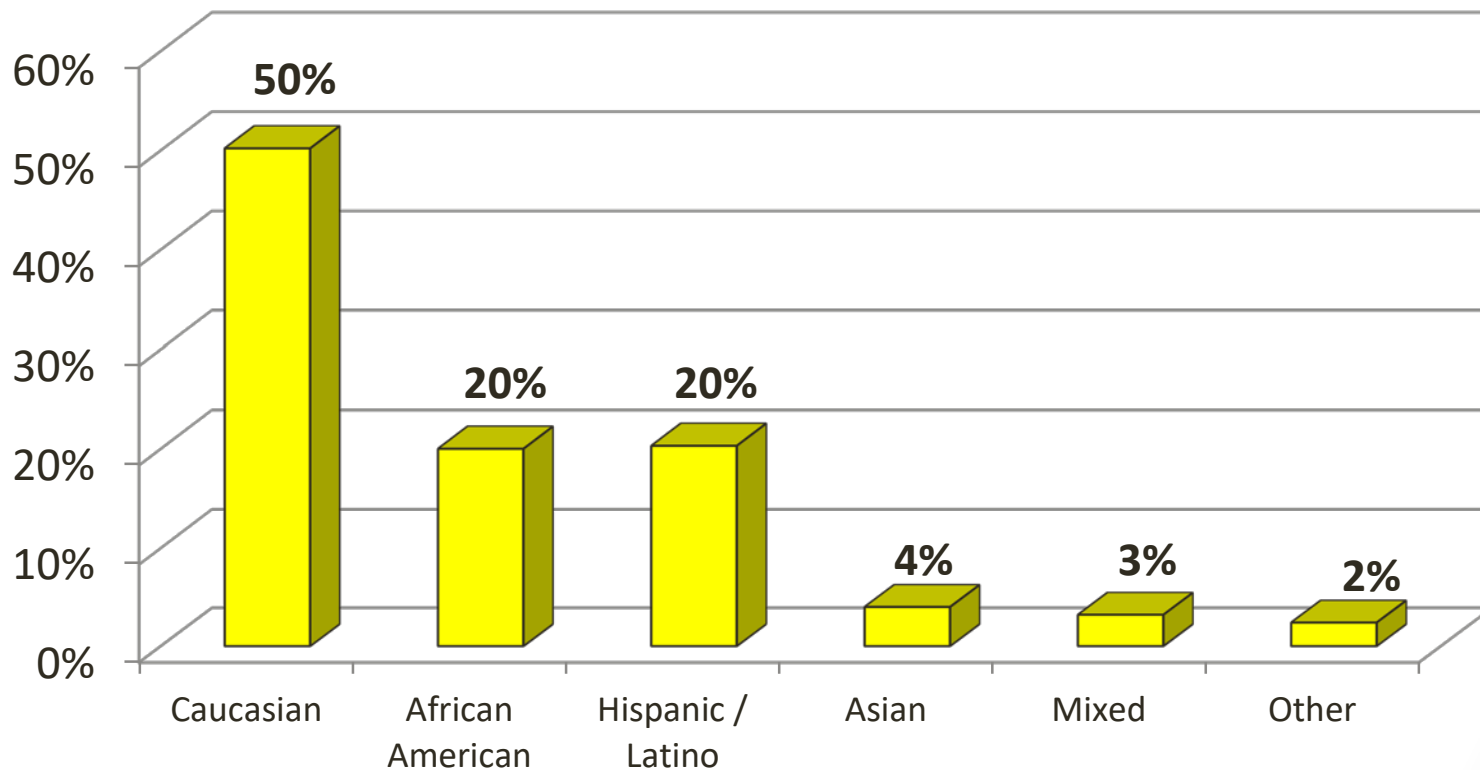
Responses will add to more than 100% due to multiple answers allowed

Source: National Service Research, Online Survey of Fort Worth residents, December 2019

Demographics

Q. Your race/ethnicity:

2019



■ 2019 All Respondents N=1263

National Service Research Background/Contact Information

Contact: Andrea Thomas, Owner
2601 Ridgmar Plaza, Suite 2
Fort Worth, Texas 76116
817-312-3606
817-326-6109-fax
e-mail: andrea@nationalservicerresearch.com
web site: www.nationalservicerresearch.com

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.