

The City of College Park Community and Senior Recreation Survey Final Report

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GREENPLAY LLC
*The Leading Edge In Parks, Recreation
And Open Space Consulting*



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Introduction

The purpose of this study was to gather community feedback on The City of College Park's facilities, trails, amenities, programs, future planning, communication, and more. Furthermore, there was a need to assess senior program offerings specifically.

This survey research effort and subsequent analysis were designed to assist The City of College Park in developing a plan to reflect the community's desires, needs, and priorities for the future. The goal was to ensure all residents had a chance to voice their opinion in this process.

Methodology

Primary methods:

1 = Statistically Valid (Invitation Survey)

Mailed survey with an option to complete online

2 = Open Link Survey

Online survey available to all residents

3,500 Mailings Sent to City of College Park Residents



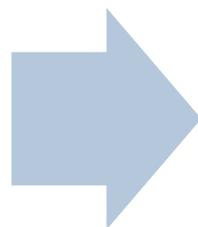
The Invite Survey represents the randomly sampled results of The City of College Park residents. A sample size of 497 completed invite surveys leads to a margin of error of +/- 4.4%. Further, senior residents were oversampled as there was an entire part of the survey that only assessed senior programs. Sample sizes are displayed with each graph. Graphs that have approximate sample sizes fluctuate slightly if multiple questions are displayed. In these cases, sample size ranges are presented. Because of the lower sample size for the Open Link survey, results should be interpreted with caution.



Weighting the Data

1

The underlying data from the invitation survey were weighted by race of respondent to adjust for the known demographics of **The City of College Park** residents across different demographic cohorts in the sample.



2

Using U.S. Census Data, the race distribution in the sample were adjusted to more closely match the population profile of **The City of College Park** residents.

Top Findings



Current offerings are generally perceived as meeting needs

All facilities that were rated as above-average importance are also rated as meeting the needs of the community well. However, there is some disconnect between different organizations and what each offers.



Increasing awareness may lead to higher participation

Seniors, especially, are not as likely to be aware of what is offered. These individuals may seek out recreation opportunities if they are more easily accessible to find.



Satisfaction is moderate among respondents

Parks, programs, and senior recreation options are more positive than negative, but there does appear to be areas of desired improvements.



Preferred communication methods are diverse

From social media to emails to the Weekly Bulletin, respondents seek a diversity of online and traditional promotional materials. This is even more important as different ages prefer different communication methods.

Top Findings



Most parks and programs receive use by a small segment of people

Special events are used most often by respondents, but even then, only 35% participated in the past 12 months. Overall there may be ways to increase use at a variety of facilities.



Further partnering with other recreation providers may be useful for residents

Residents do use The City of College Park facilities and programs, but there are a number of other organizations and facilities they use too. Matching up how to best serve residents may be best done through partnering with these other organizations to improve offerings.



Trail and pathway connectivity ranks high in future priorities

Along with open space / natural areas, trail connectivity was chosen as the number one priority to improve/expand in the near future for The City of College Park.



Seniors are interested and willing to participate in trips and programs

Many seniors who responded to the survey had not yet participated in programs or trips, but they expressed a desire to try both out in the future. Shifting program times and/or reaching out to a wider range of residents may be useful.

Demographics

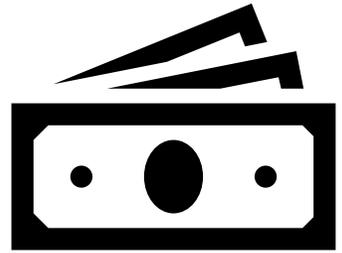


Demographic Profile

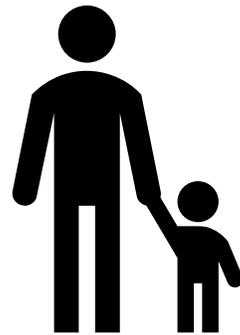
50% of respondents are working full time while 36% are retired.



57% of respondents' households earn under \$100k per year.



33% of respondents' households have children at home.



10% require ADA-accessible facilities and services in The City of College Park.

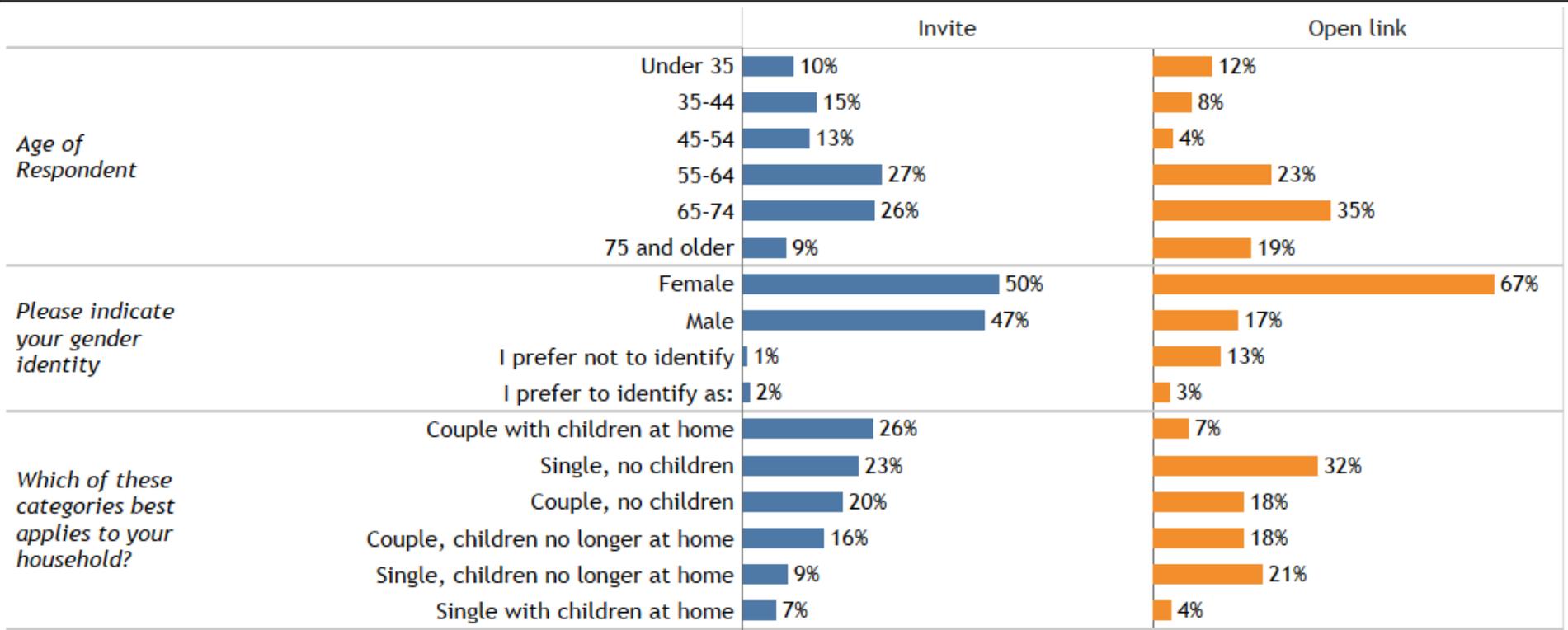


29% have lived in the City of College Park less than 10 years.



Age is distributed across the range with most respondents 55 and older (62%). Because of the nature of this study, respondents' age leans older. Invite respondents are more likely to be female (50%), a common finding in survey research. Most invite respondents are couples with children at home (26%) followed by singles without children (23%). In total, approximately 33% of invite households have children at home.

The City of College Park Community and Senior Recreation Needs Assessment | Survey Results



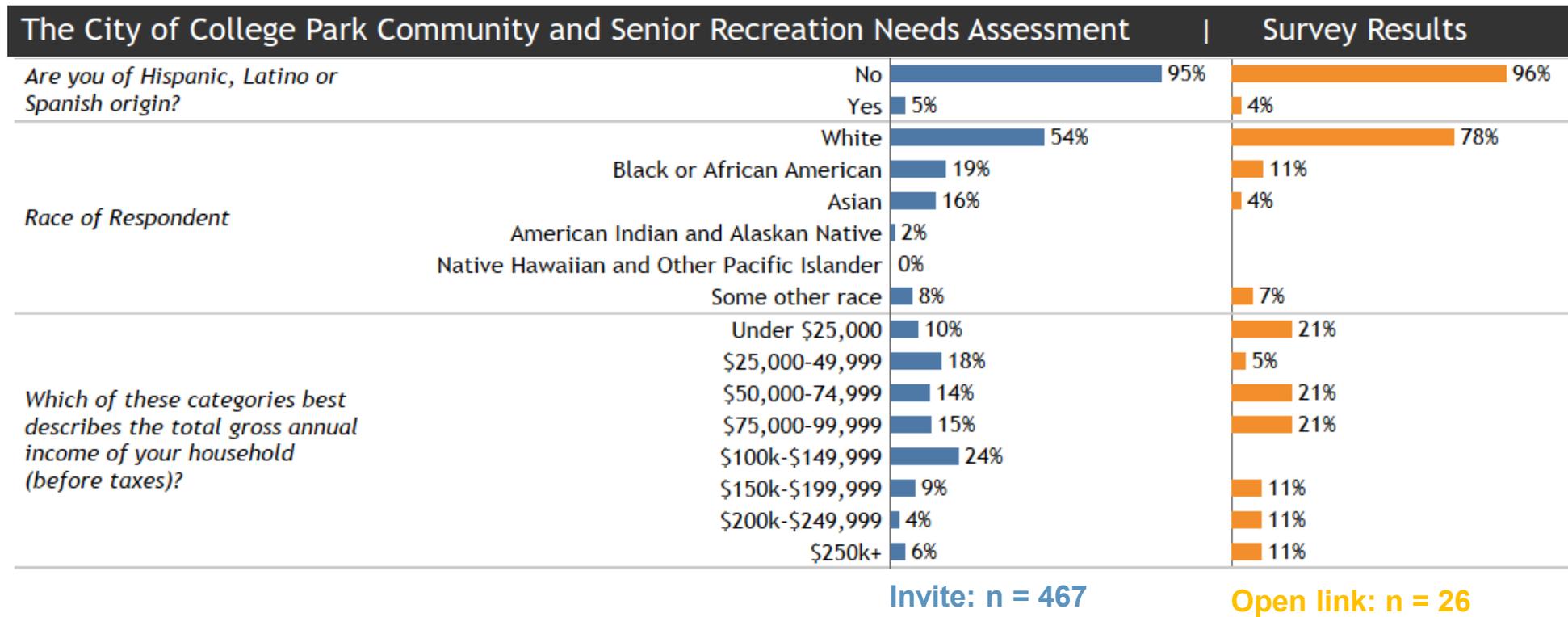
Invite: n = 479

Open link: n = 26

Demographic Profile

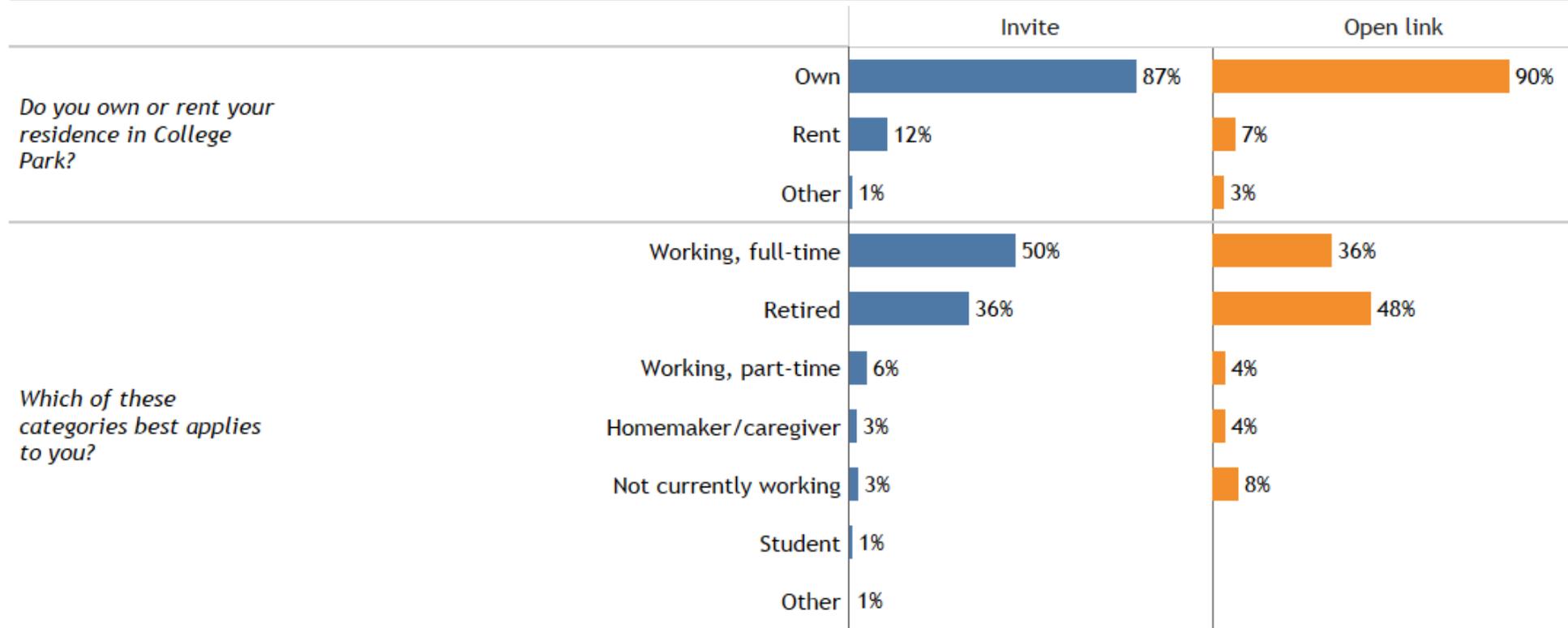
Approximately 5% of invite respondents identify as Hispanic, Latino, or Spanish Origin, compared to 4% of open link respondents. Furthermore, 54% of invite respondents identify as White with 19% identifying as Black or African American, 16% Asian, 2% American Indian and Alaskan Native, and 8% some other race. Further, most invite respondents (57%) earn under \$100k. Open link respondents are more likely to identify as White (78%).

Demographic Profile



Of invite respondents, 87% own their home with 12% renting and 1% with some other housing agreement. Approximately 50% of invite respondents are working full-time currently with 36% retired. About 6% are working part-time with 3% identifying as a homemaker/caregiver, 3% are not currently working, and 1% are students. Open link respondents are slightly more likely to own their home compared to invite respondents.

The City of College Park Community and Senior Recreation Needs Assessment | Survey Results



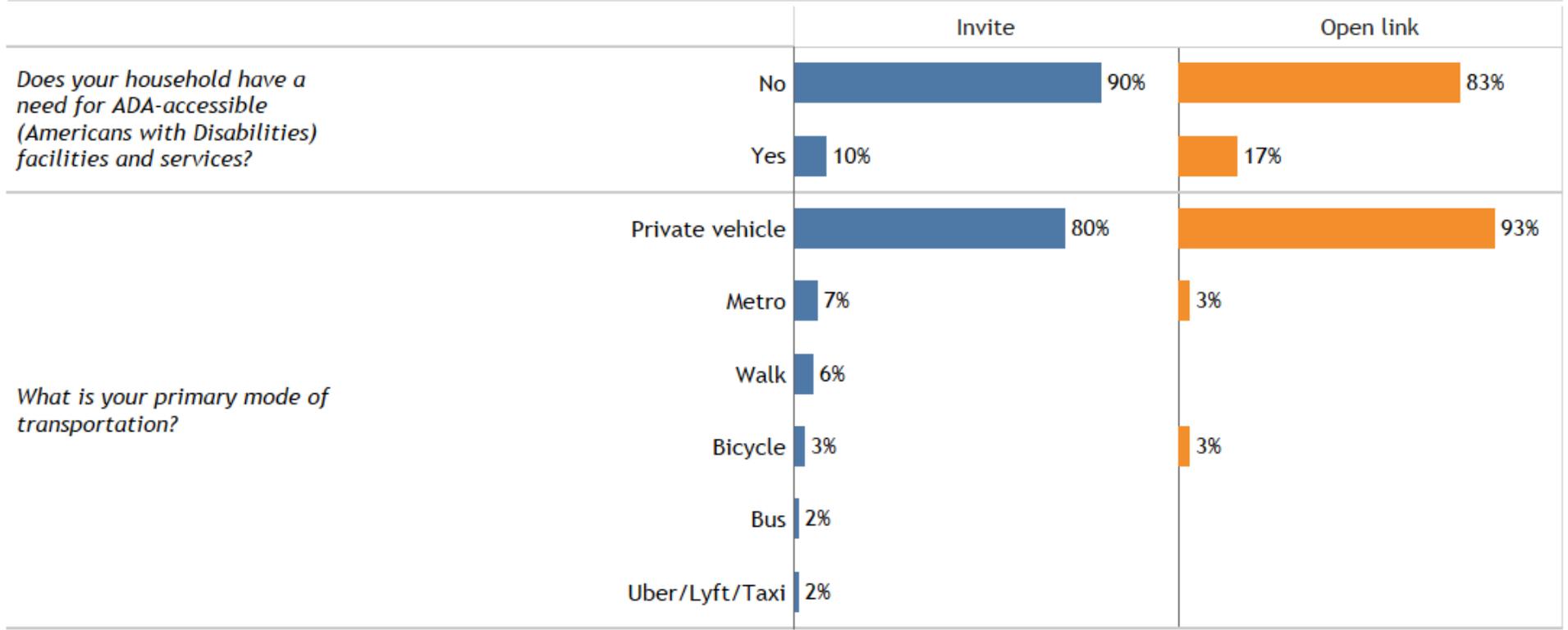
Invite: n = 371

Open link: n = 25

Demographic Profile

Approximately 10% of invite respondents require ADA-accessible services and facilities in The City of College Park. Of open link respondents, 17% require ADA accessibility. Respondents were also asked what their primary mode of transportation was in The City of College Park. In total, 80% of invite respondents use a private vehicle, 7% use the metro, 6% walk, 3% bicycle, 2% use the bus, and 2% use ride-sharing services such as Uber/Lyft or a taxi.

The City of College Park Community and Senior Recreation Needs Assessment | Survey Results



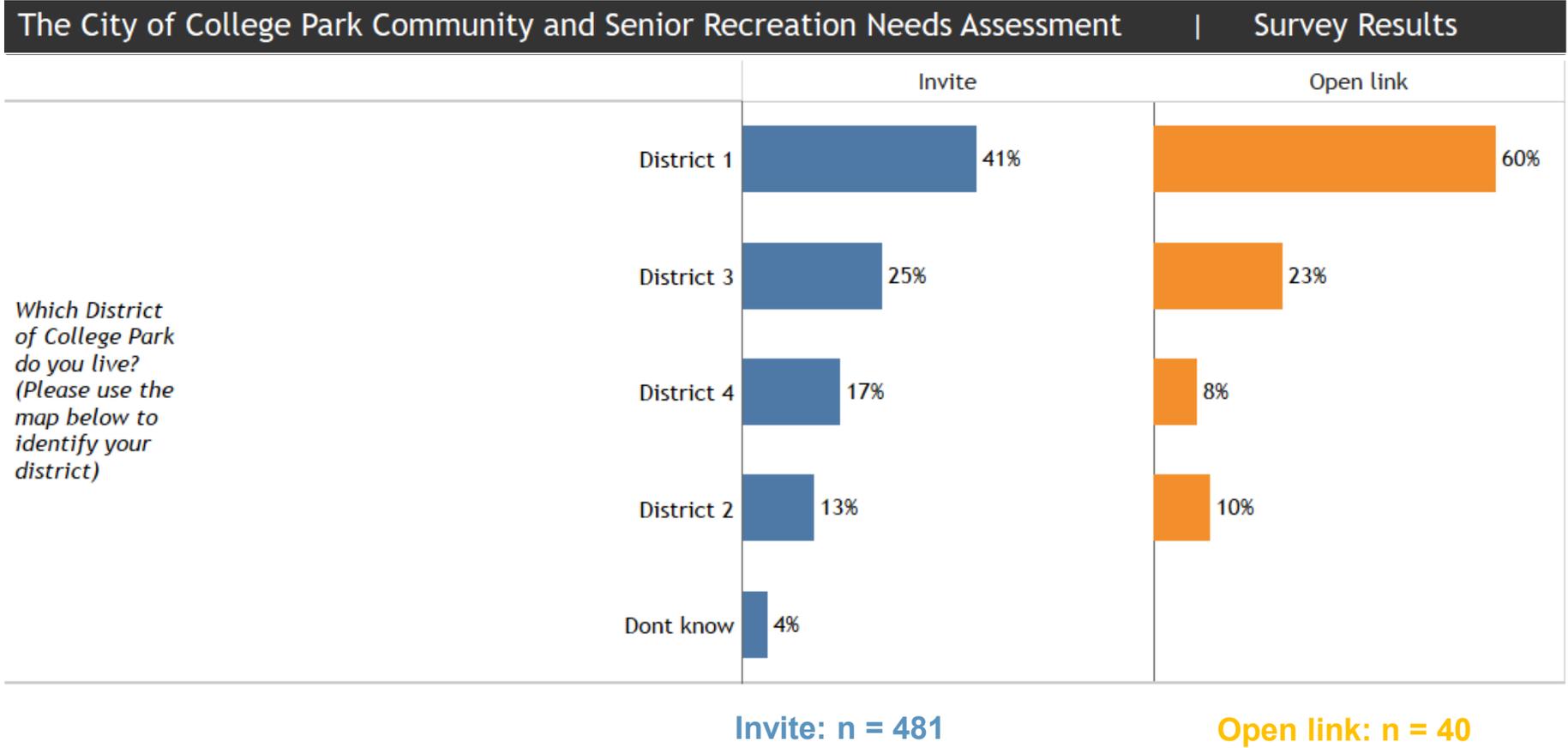
Invite: n = 486

Open link: n=29

Demographic Profile

District Residency

Respondents were provided a District map and asked which of the four districts their residence is located. The largest share of respondents live in District 1 (41%), with 25% in District 3, 17% in District 4, and 13% in District 2. A small percentage (4%) were not sure which District they lived in. Open link results are similar but leans more towards District 1 residency.



Current Usage and Satisfaction



Usage over the past 12 months of The City of College Park parks/playgrounds or services is varied among invite respondents. The most frequently used amenity are special events where 39% of respondents have attended in the past 12 months. Duvall Field and playground saw 35% usage with Hollywood playground seeing 32% usage among invite respondents. Overall, most facilities are only regularly used by a small segment of respondents.

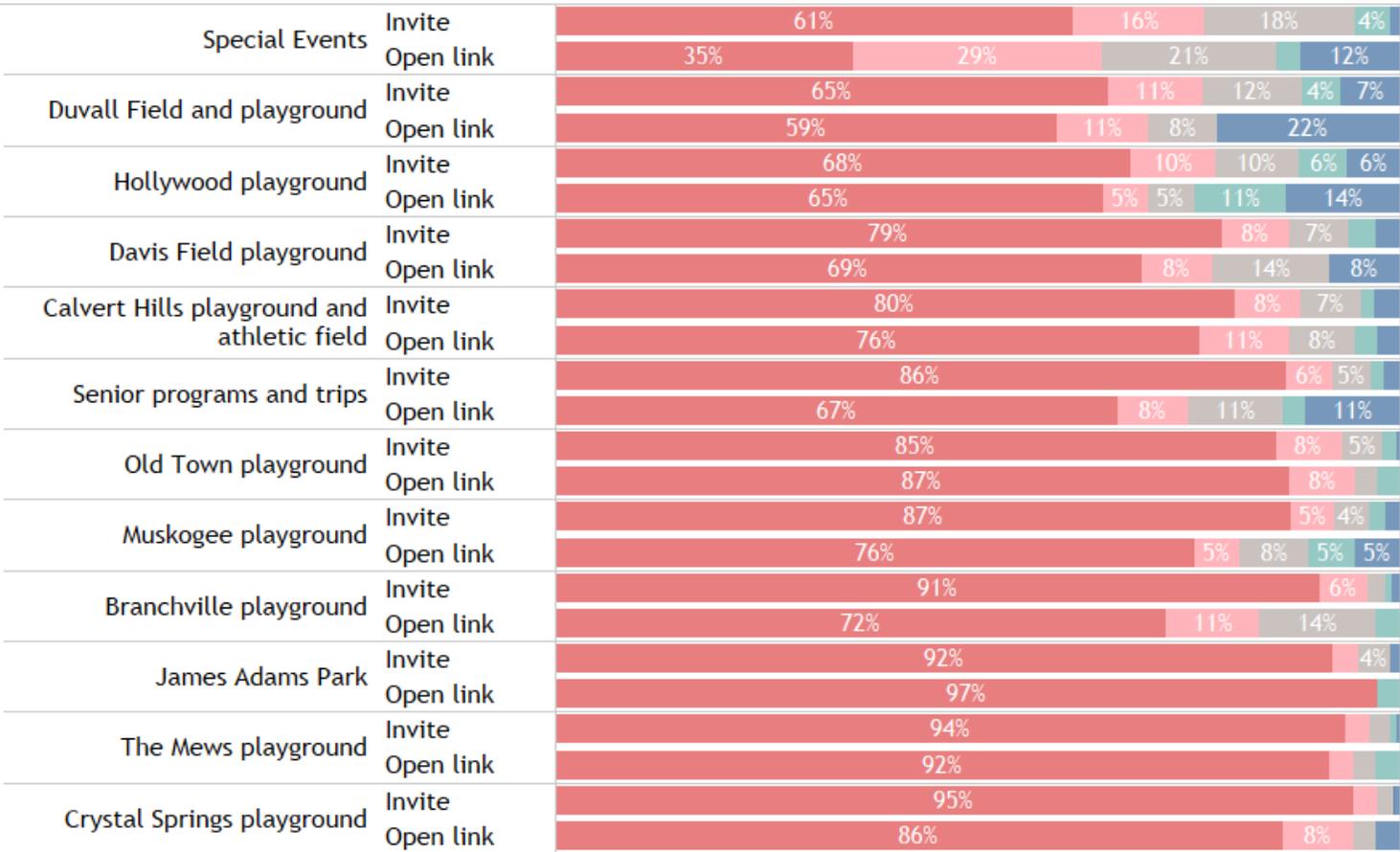
The City of College Park Community and Senior Recreation Needs Assessment | Survey Results

Invite: n = 466

Open link: n = 37

How frequently did you or your household use the following parks/playgrounds or recreation services in College Park in the past 12 months?

- Very often
- Often
- Sometimes
- Rarely
- Never



Frequency of Use

Frequency of Use – Other organizations

Lake Artemesia Natural Area is used by the largest share of respondents (78%) despite being managed by another organization. All other facilities are not used frequently by most respondents, similar to those offered by The City of College Park.

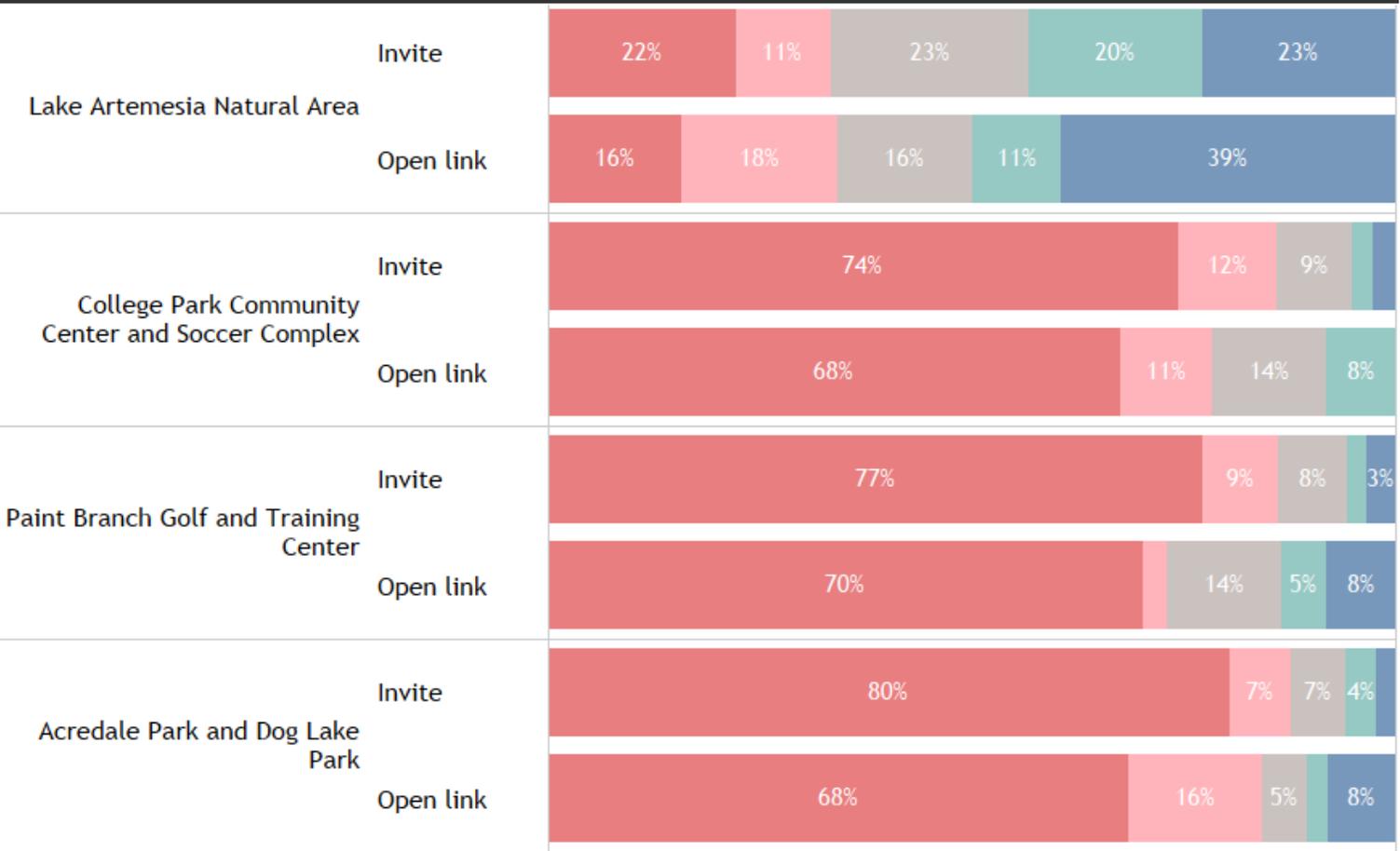
The City of College Park Community and Senior Recreation Needs Assessment | Survey Results

Invite: n = 487

Open link: n=38

How frequently did you or your household use the following parks or recreation services offered by other organizations in the past 12 months?

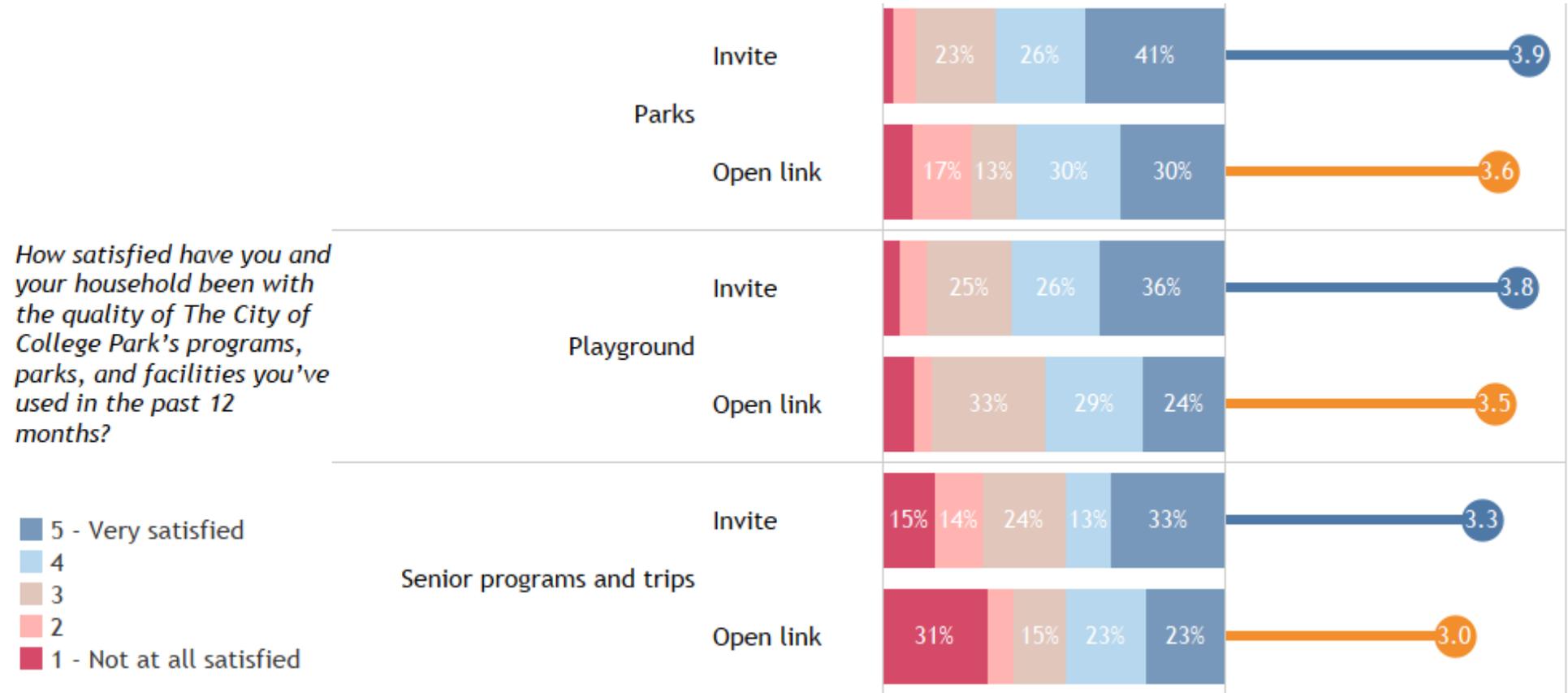
- Very often
- Often
- Sometimes
- Rarely
- Never



Satisfaction

When asked about their satisfaction of multiple aspects, parks (3.9 average) is rated the highest, followed by playgrounds (3.8), and senior programs/trips (3.3). There are not a large volume of respondents who are “dissatisfied” with parks and playgrounds, but there are 29% of invite respondents who rated senior programs/trips as a 1 or 2 out of 5.

The City of College Park Community and Senior Recreation Needs Assessment | Survey Results

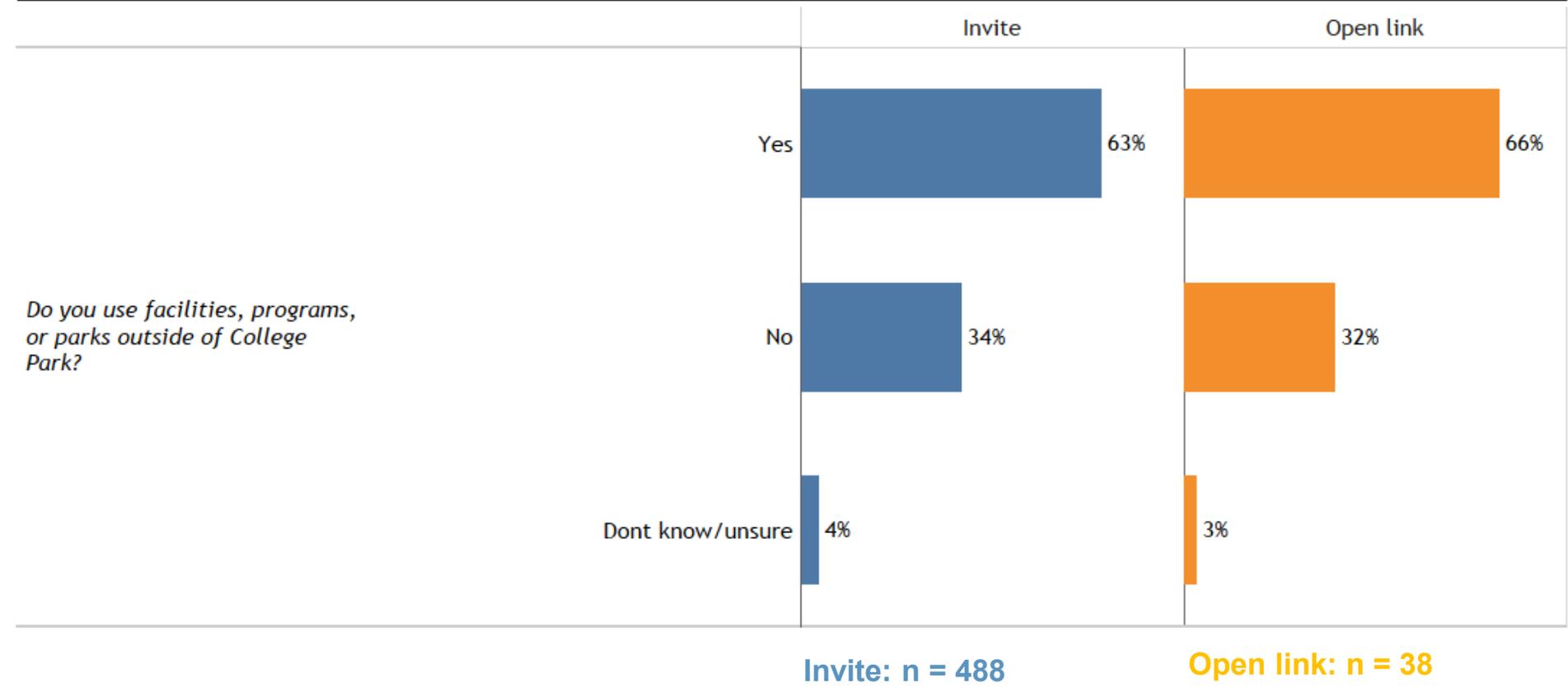


Invite range: n = 83 (Senior programs) to 342 (parks) Open link: n = 37

Outside Facility Usage

Almost 2/3rd (63%) of respondents use facilities, programs, or parks outside of College Park. This is similar in the open link sample as well. This may signal that there are specific needs that are filled outside of what is operated by The City of College Park that residents rely on too.

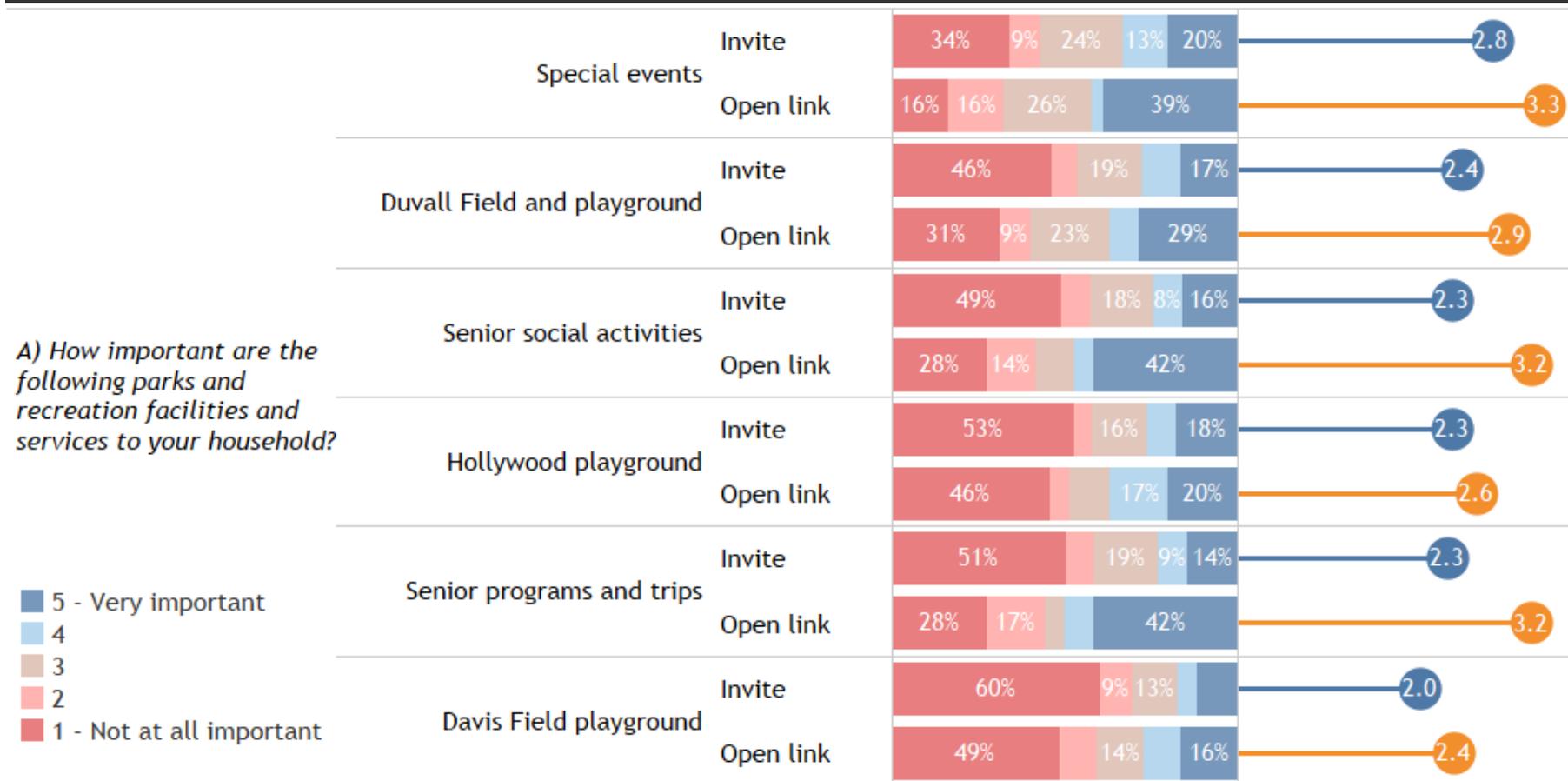
The City of College Park Community and Senior Recreation Needs Assessment | Survey Results



Importance to Household – Top of List

Respondents were asked how important a variety of facilities and services are to their household. The top of the list is highlighted by special events (2.8), Duvall Field and playground (2.4), senior social activities (2.3), Hollywood playground (2.3), and senior programs and trips (2.3). Open link respondents found all facilities and services more important, a common finding.

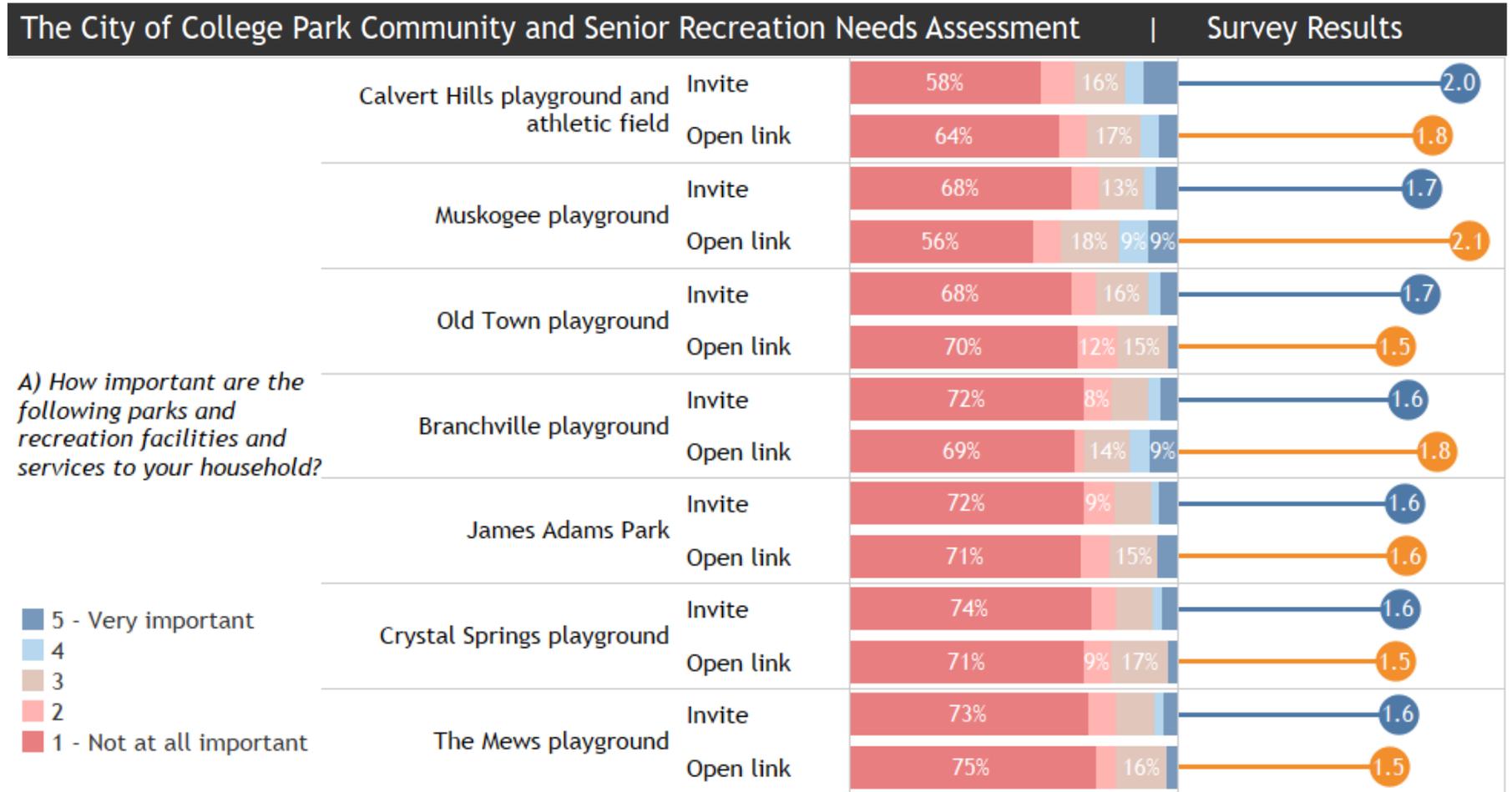
The City of College Park Community and Senior Recreation Needs Assessment | Survey Results



Invite range: n = 204 to 435 Open link range: n = 20 to 38

Importance to Household – Bottom of List

The least important facilities and services are The Mews playground (1.6), Crystal Springs playground (1.6), James Adams Park (1.6), and the Branchville playground (1.6). Households with children at home are more likely to have a need for playgrounds in the community.



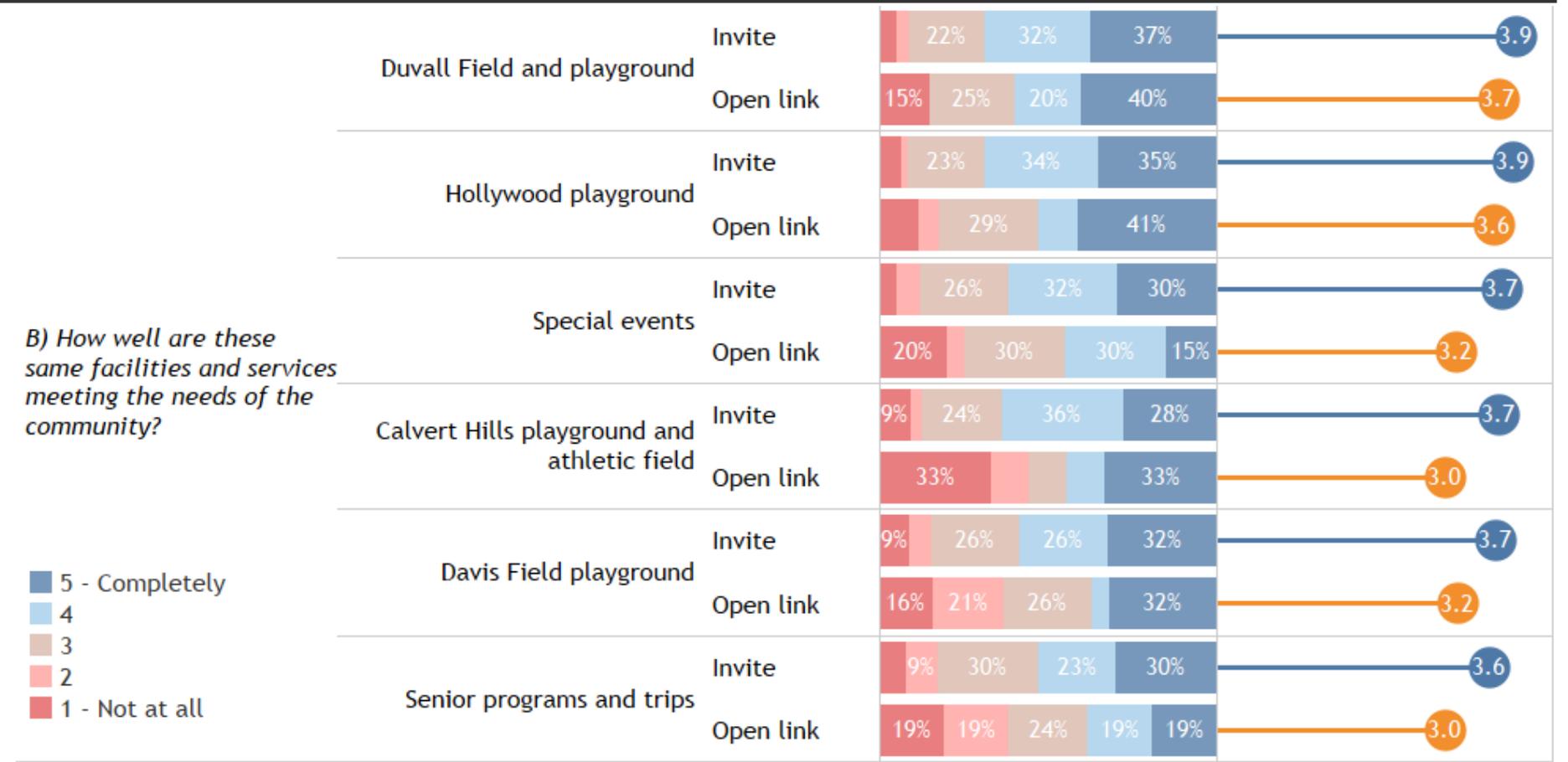
Invite range: n = 204 to 435

Open link range: n = 20 to 38

Level of Needs Met - Top of List

Respondents were then asked to rate how well these facilities and services are meeting the needs of the community. Duvall field and playground (3.9) and the Hollywood playground (3.9) both were perceived as meeting the needs of the community well. Special events (3.7), Calvert Hills playground and athletic field (3.7), and Davis Field playground (3.7) followed in how well they are meeting the needs of the community.

The City of College Park Community and Senior Recreation Needs Assessment | Survey Results



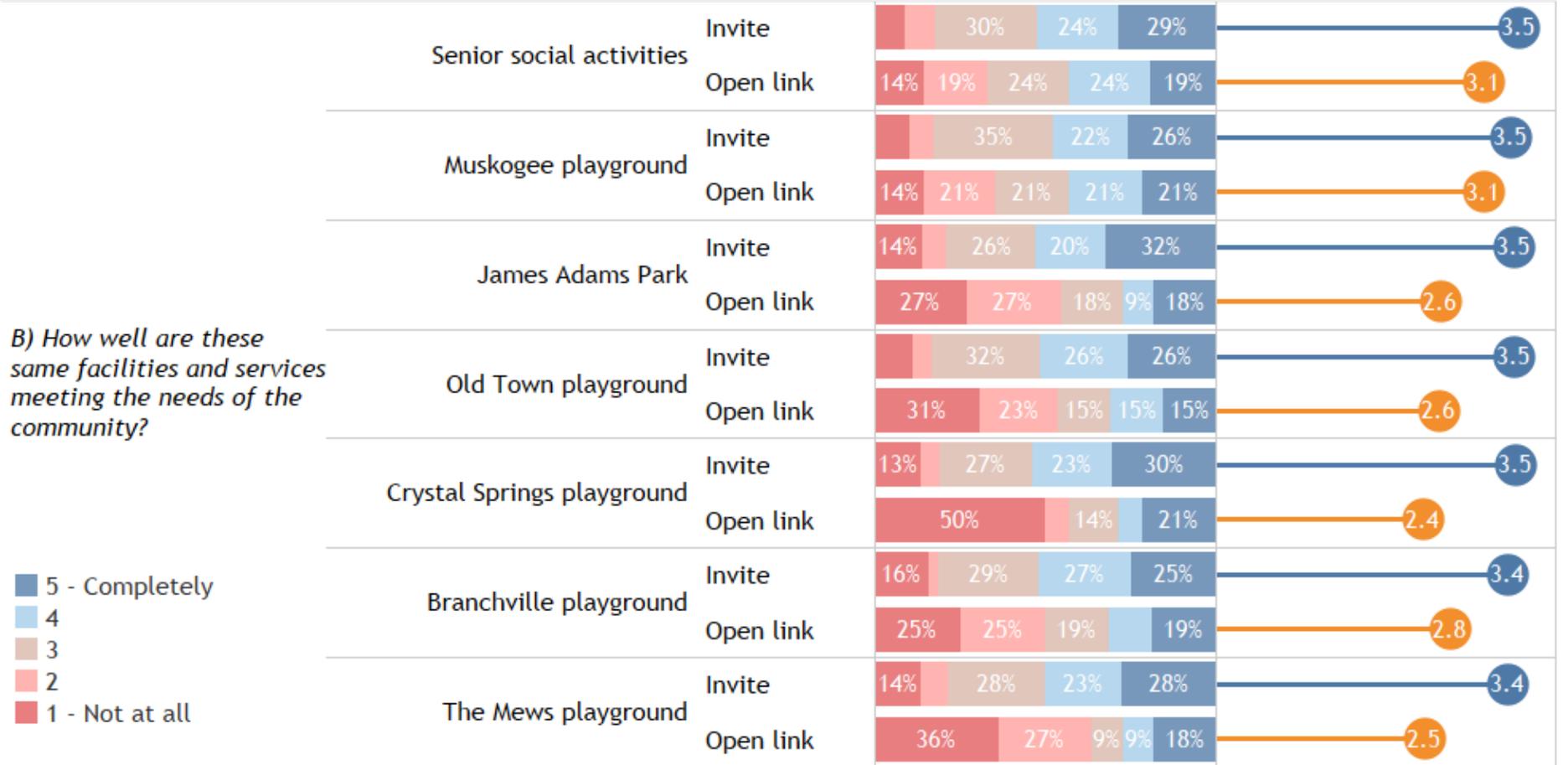
Invite range: n = 204 to 435

Open link range: n = 20 to 38

Level of Needs Met – Bottom of List

The Mews playground and Branchville playground (3.4) both are perceived as meeting the needs of the community the least; however, these playgrounds are also perceived as not very important to respondents.

The City of College Park Community and Senior Recreation Needs Assessment | Survey Results



Invite range: n = 204 to 435

Open link range: n = 20 to 38

Importance / Performance Matrix

**High importance/
Low needs met**

These are key areas for potential improvements. Improving these facilities/programs would likely positively affect the degree to which community needs are met overall.

**High importance/
High needs met**

These amenities are important to most respondents and should be maintained in the future but are less of a priority for improvements as needs are currently being adequately met.

**Low importance/
Low needs met**

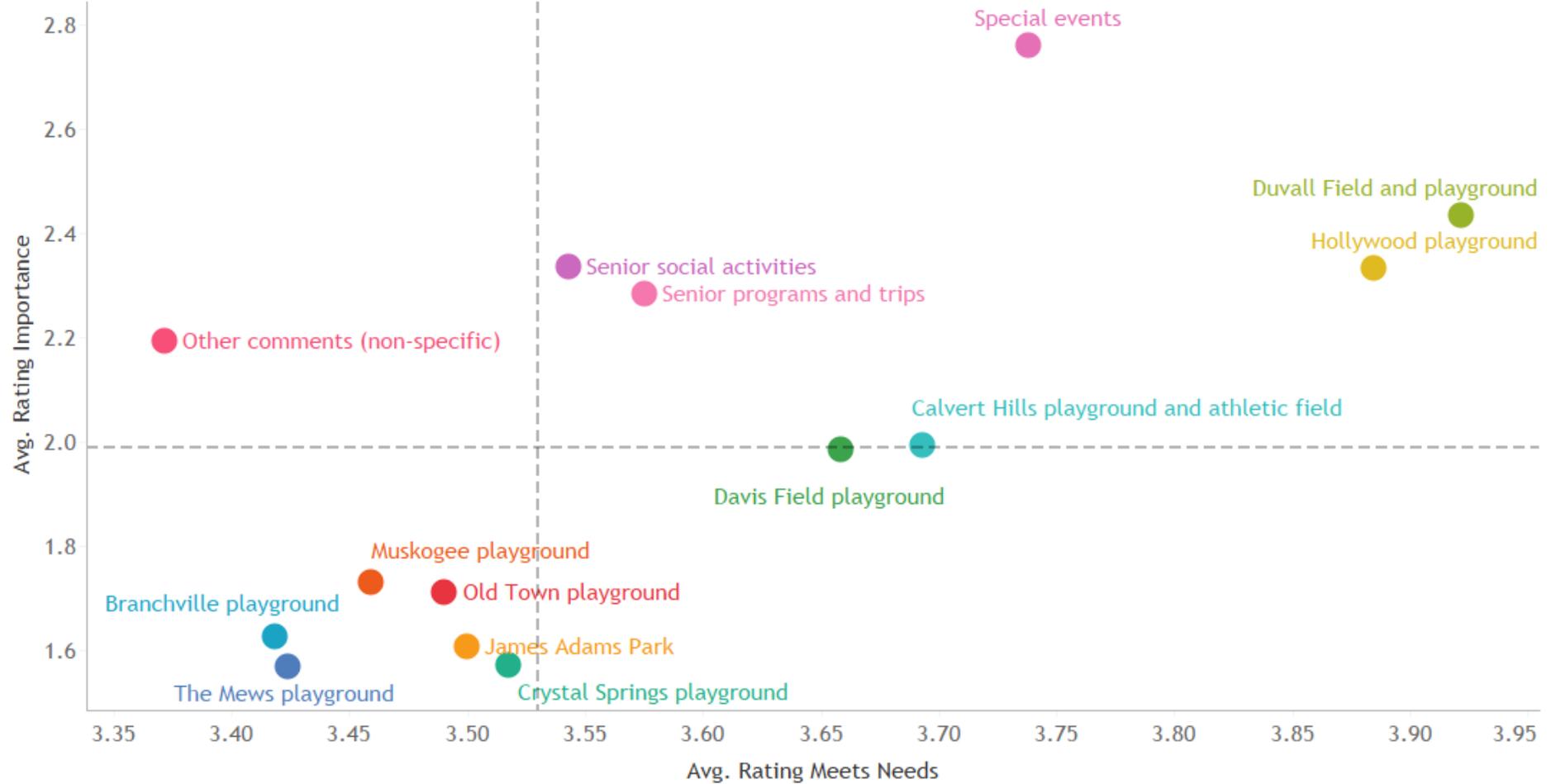
These “niche” facilities/programs have a small but passionate following, so measuring participation when planning for future improvements may prove to be valuable.

**Low importance/
High needs met**

Current levels of support appear to be adequate. Future discussions evaluating whether the resources supporting these facilities/programs outweigh the benefits may be constructive.

The City of College Park Community and Senior Recreation Needs Assessment | Level of Importance vs. Needs Met (Invite)

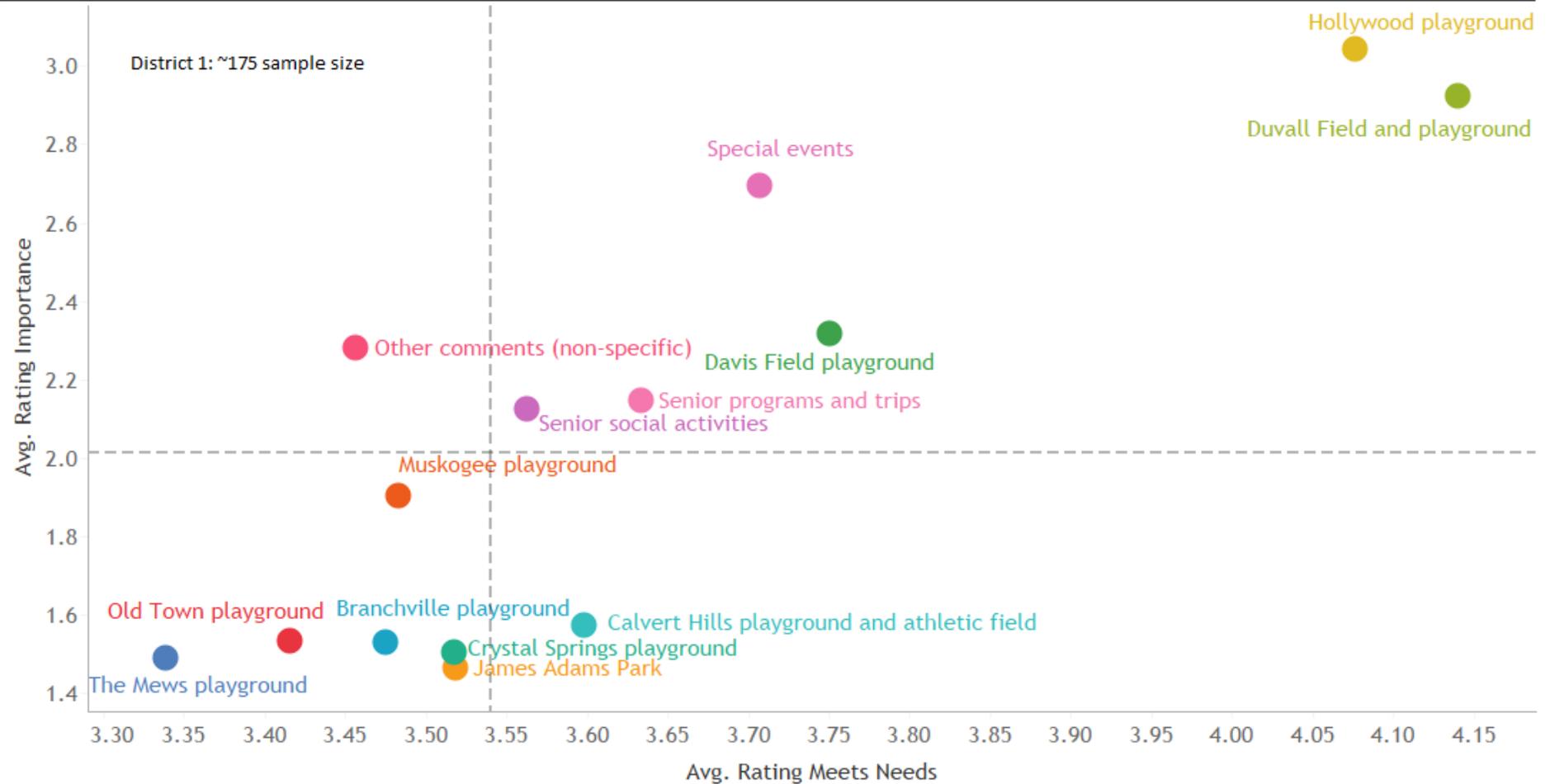
Level of Importance vs. Needs Met (Invite)



Importance / Performance Matrix (Invite Only)

The City of College Park Community and Senior Recreation Needs Assessment | Level of Importance vs. Needs Met (Invite)

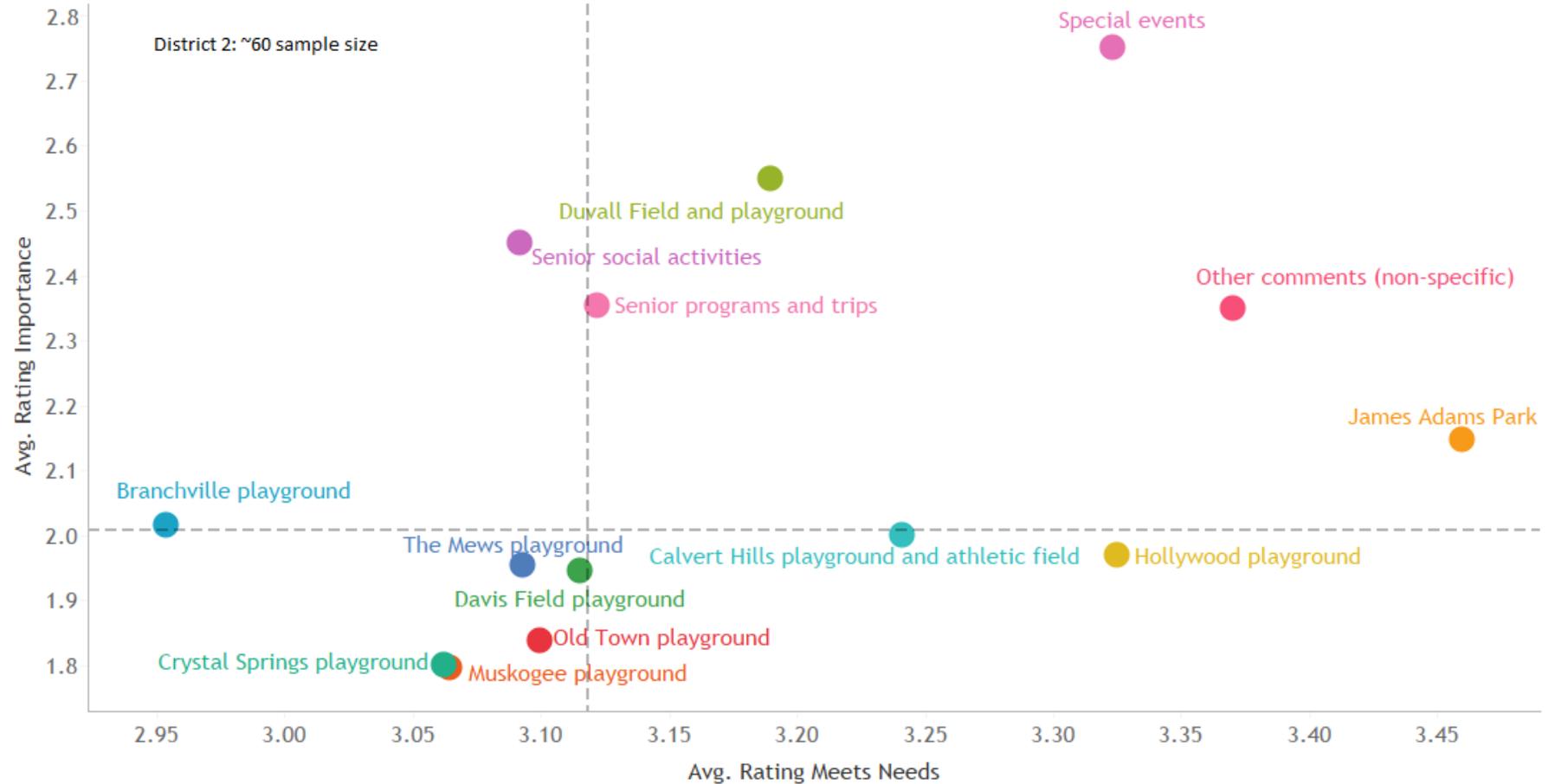
Level of



Importance / Performance Matrix

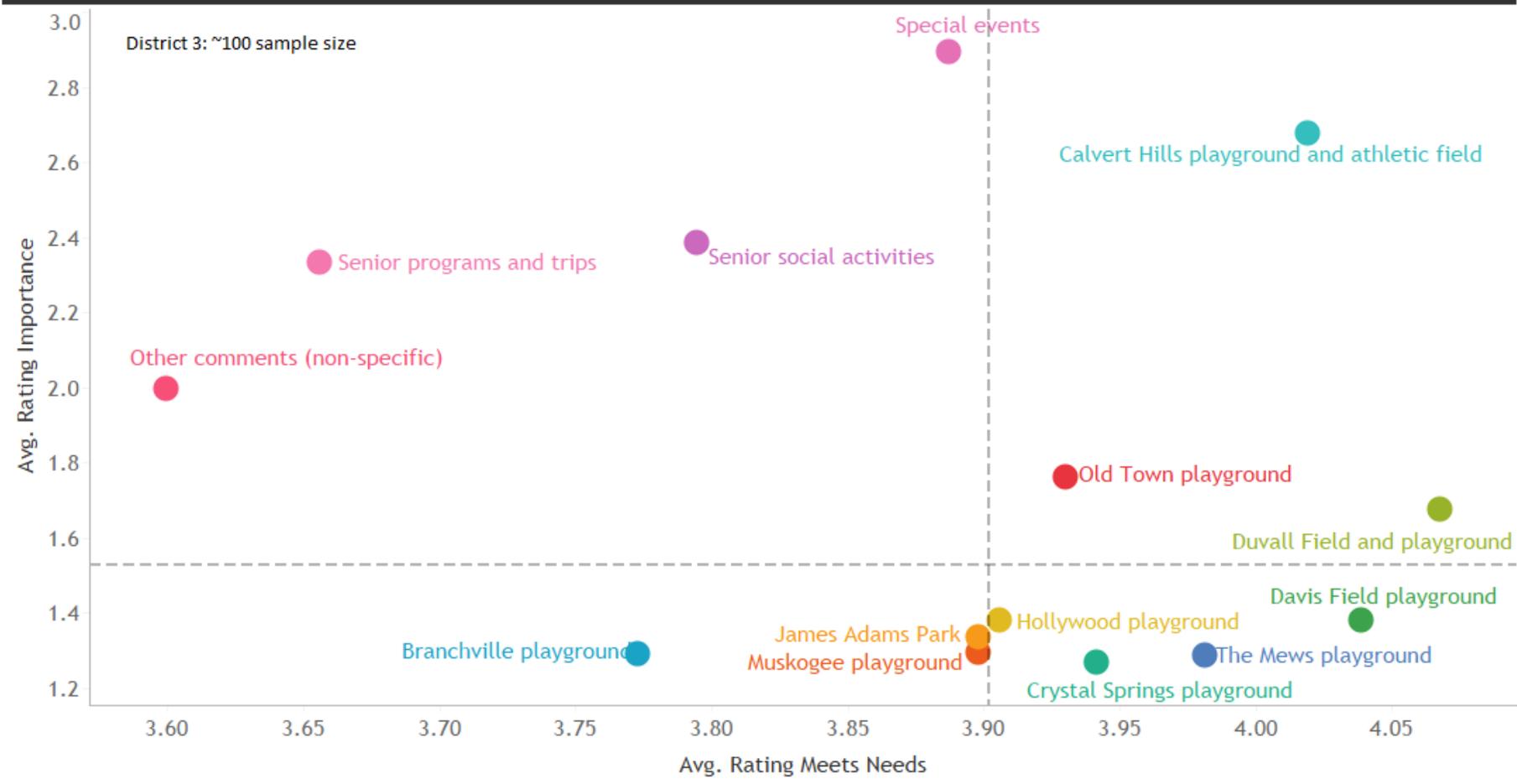
(Invite Only District 1)

The City of College Park Community and Senior Recreation Needs Assessment | Level of Importance vs. Needs Met (Invite)



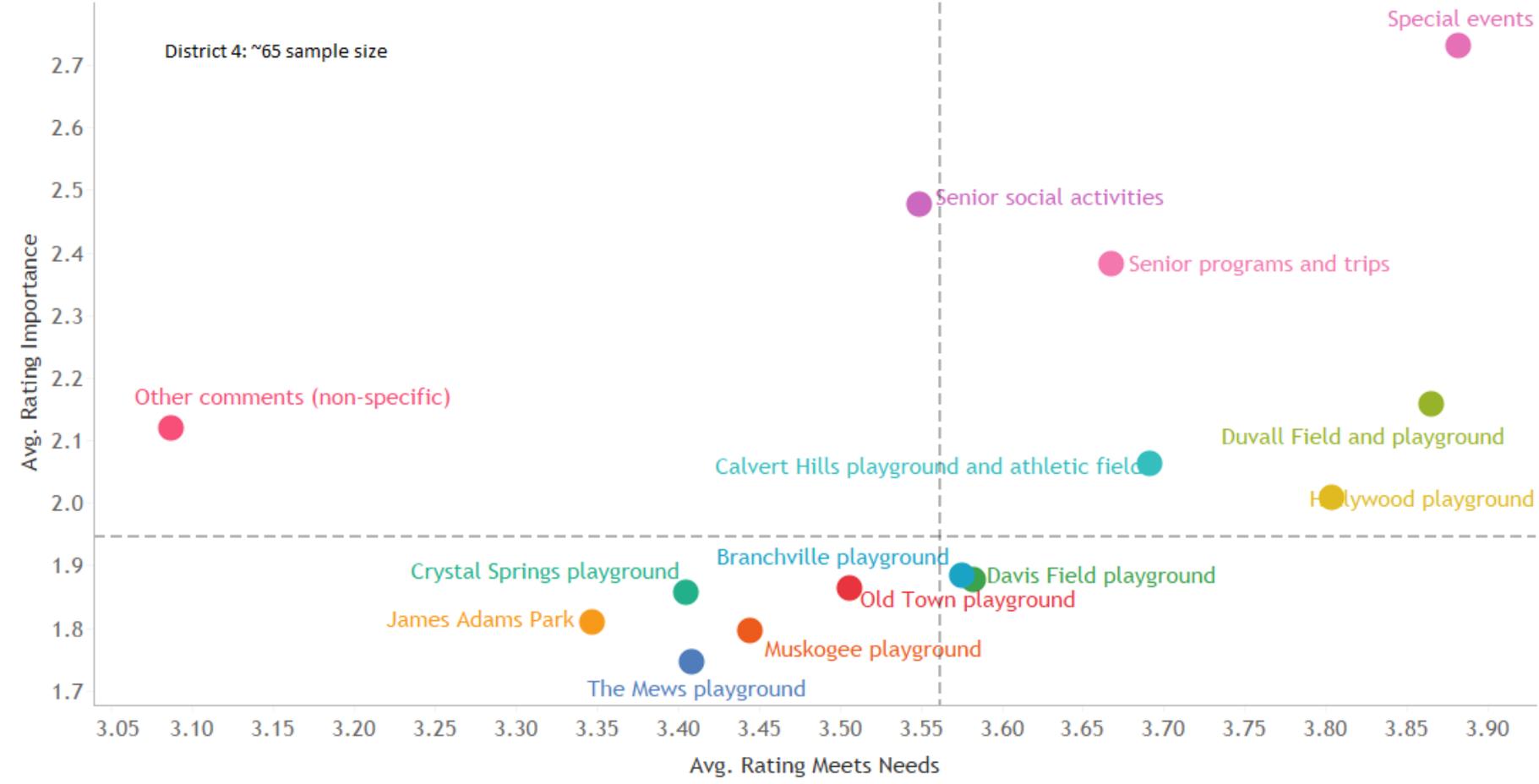
Importance / Performance Matrix
(Invite Only District 2)

Importance / Performance Matrix
(Invite Only District 3)



The City of College Park Community and Senior Recreation Needs Assessment | Level of Importance vs. Needs Met (Invite)

Importance / Performance Matrix
(Invite Only District 4)

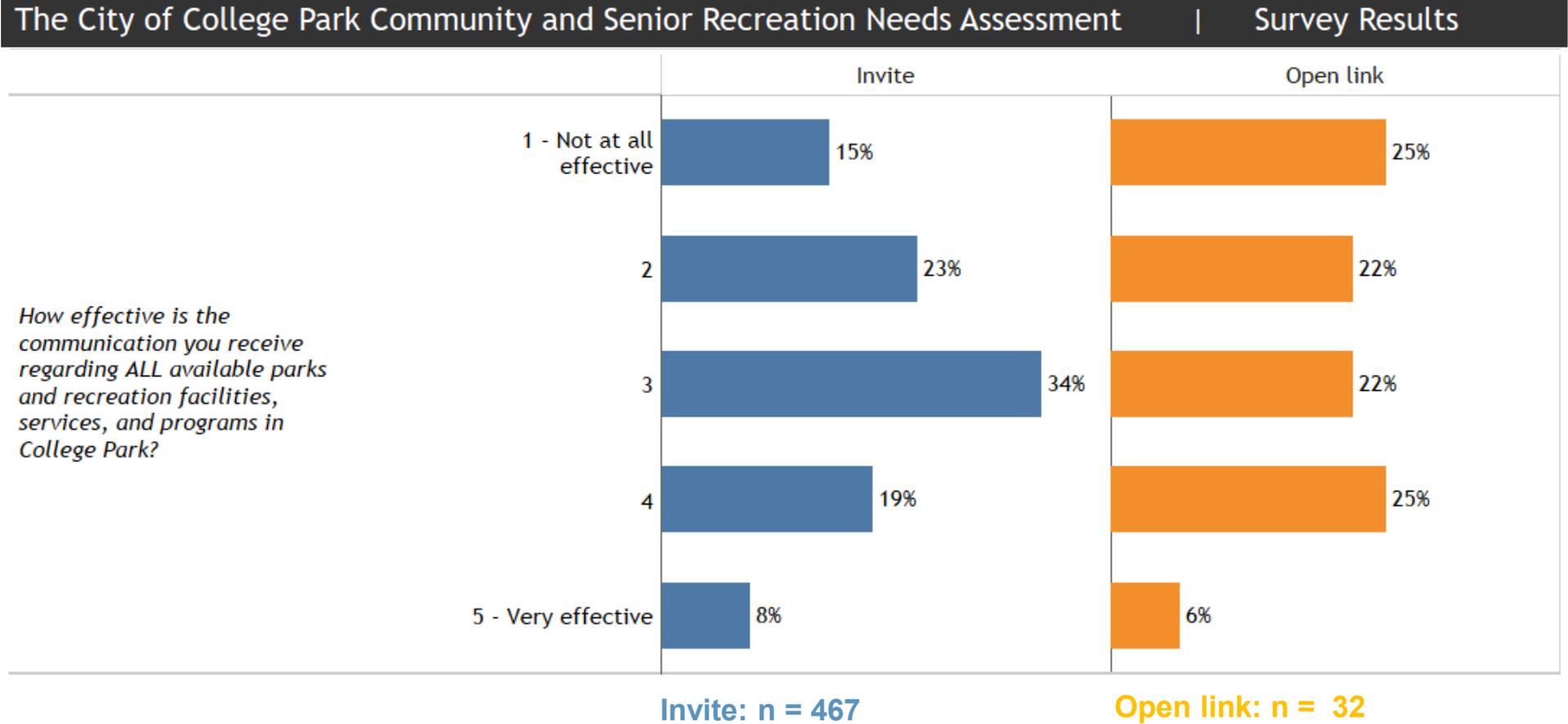


Communication



Communication Effectiveness

Respondents perceive the communication of The City of College Park is somewhat mixed with most respondents rating the effectiveness as 3 out of 5. Approximately 38% rate the effectiveness either a 1 or 2 out of 5 and 27% rate it as a 4 or 5 out of 5. There appears to be a wide range of opinions on communication that could be further addressed in the City. Awareness is a common theme in other question results too.



Top Communication Methods (Invite)



Email

53%



City Website

41%



City Weekly Bulletin

40%



The City's Resident Guide **38%**



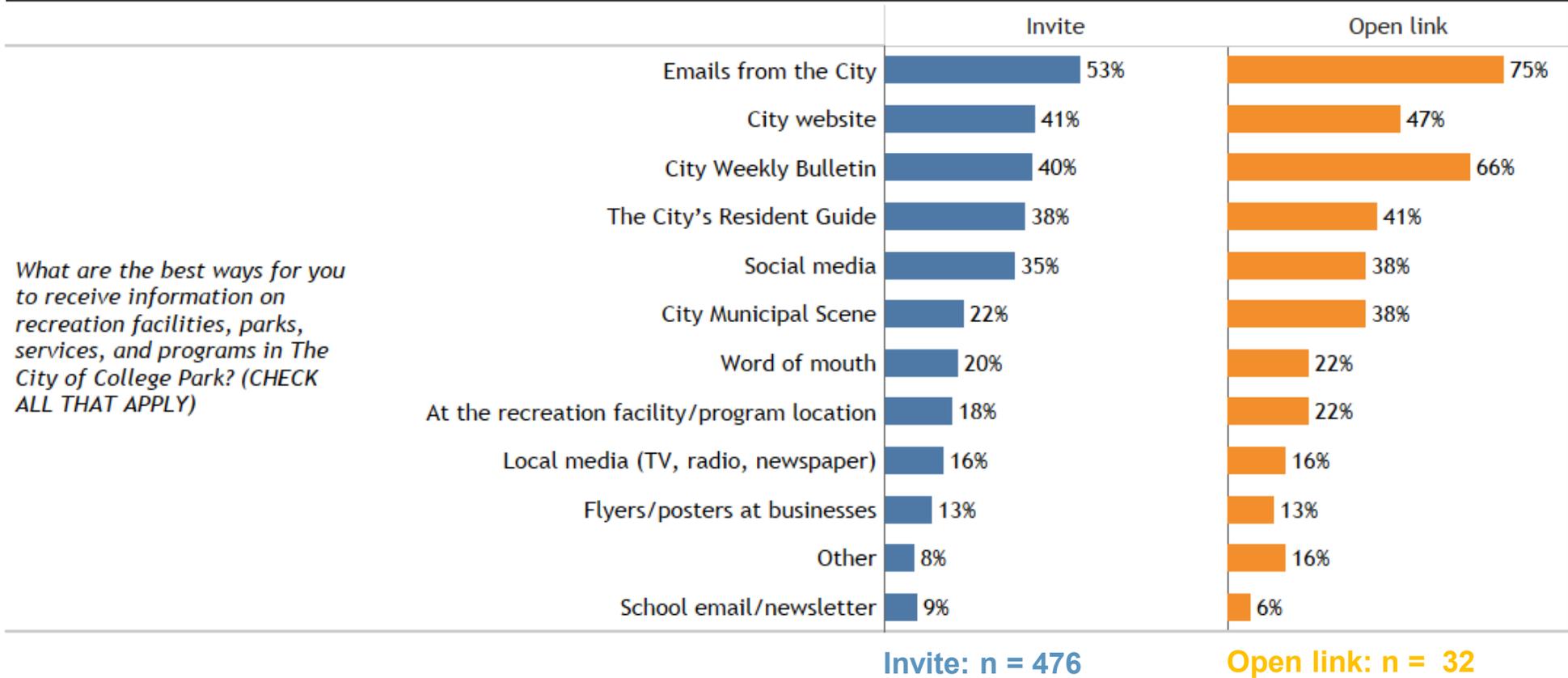
Social Media

35%

Communication Effectiveness

The City of College Park's invite respondents prefer emails from the City (53%), followed by the City website (41%), City Weekly Bulletin (40%), the City Resident's Guide (38%), and social media (35%) as the best options for receiving information about parks and recreation. There are a variety of other options preferred in addition to these top options such as word of mouth, at the site location, and local media. These all bring to light the need to diversify communication materials.

The City of College Park Community and Senior Recreation Needs Assessment | Survey Results



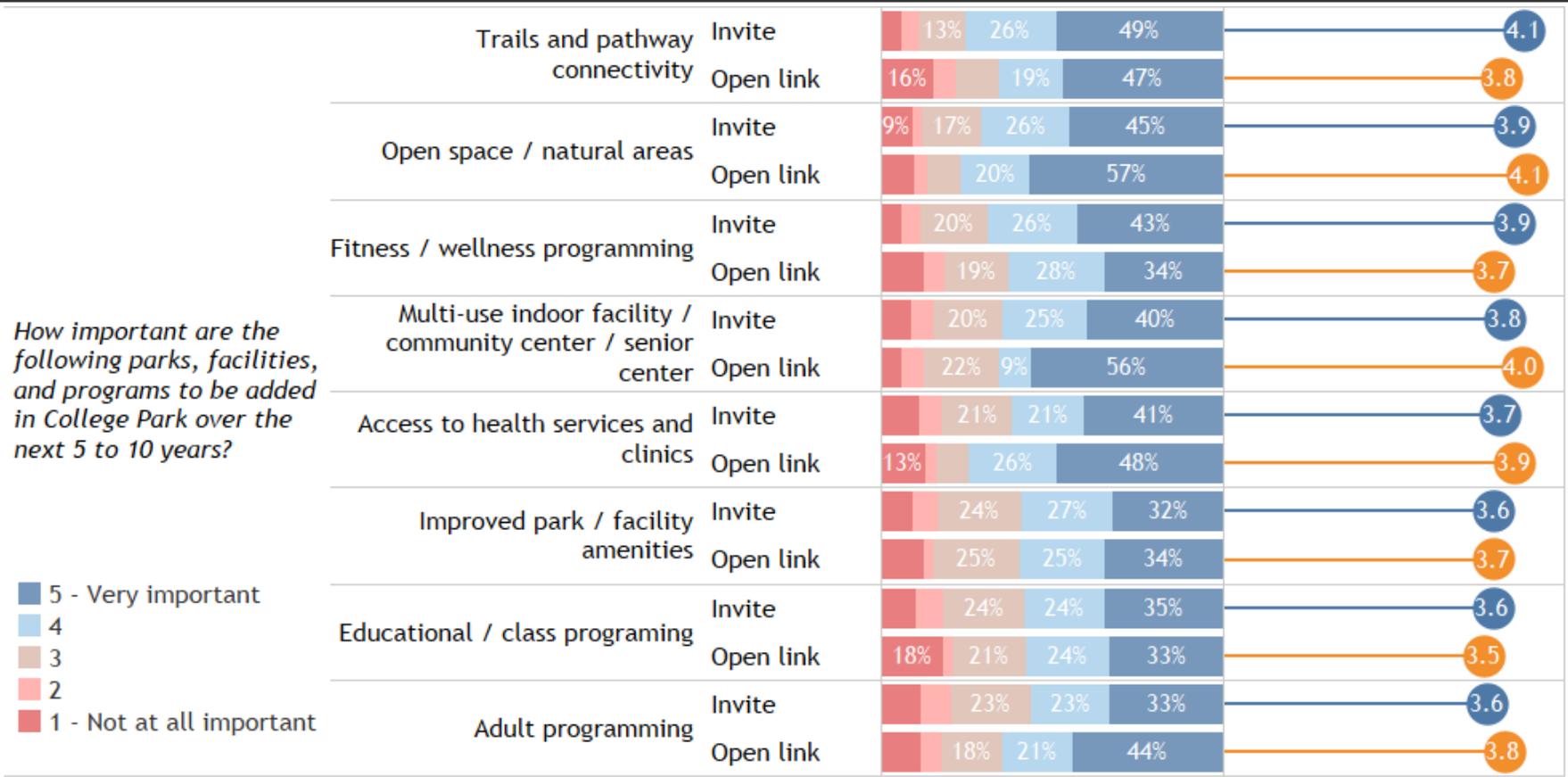
Future Facilities and Programs



Future Needs – Top of List

Respondents see a variety of improvements and additions as important for the future. In fact, little variation exists within the data and many priorities are rated between 3.6-3.9 out of 5.0. That said, trail and pathway connectivity (4.1), open space / natural areas (3.9), fitness / wellness programming (3.9), and a multi-use indoor facility / community center / senior center (3.8) top the list. Open link results trended similar.

The City of College Park Community and Senior Recreation Needs Assessment | Survey Results



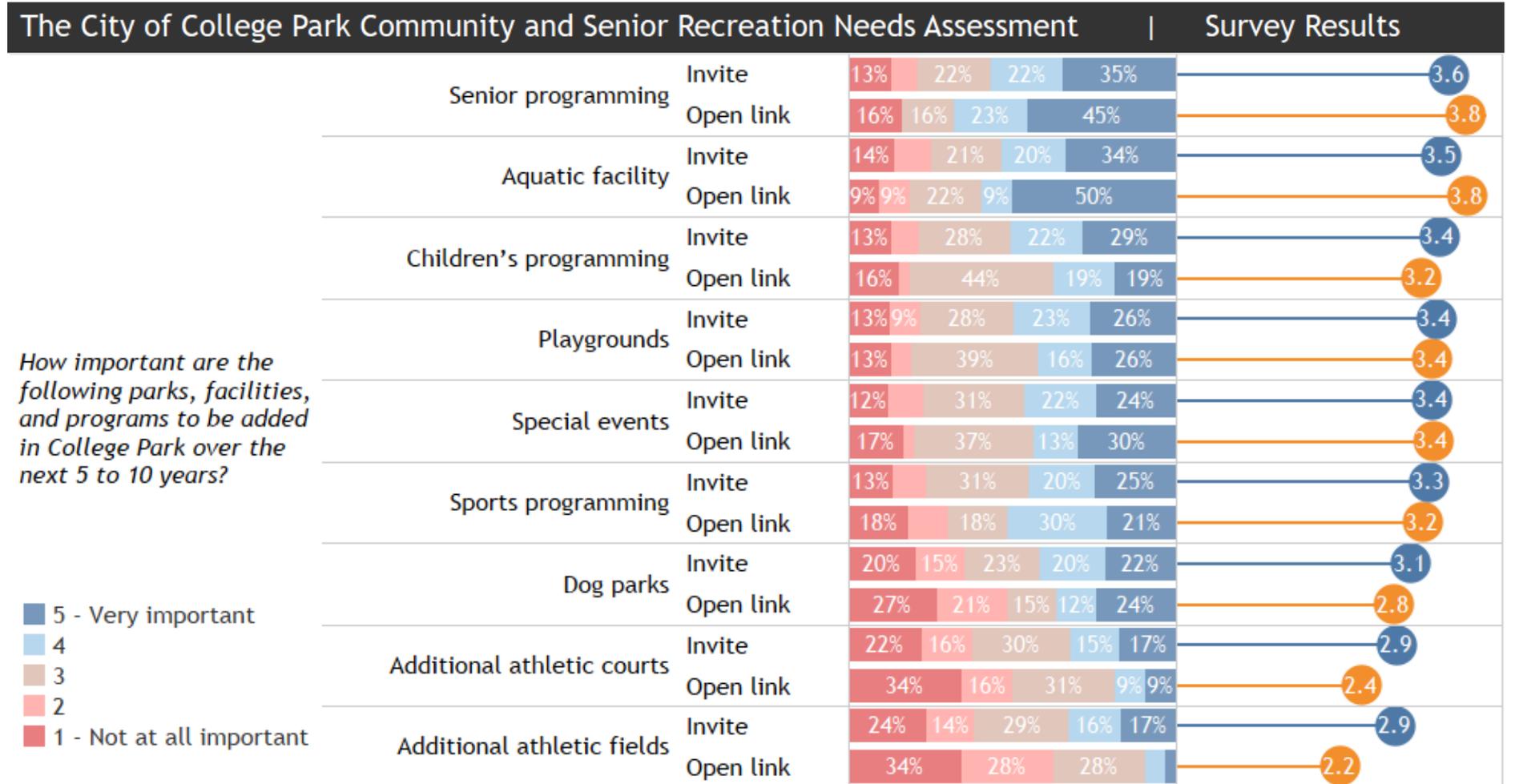
How important are the following parks, facilities, and programs to be added in College Park over the next 5 to 10 years?

5 - Very important
 4
 3
 2
 1 - Not at all important

Invite range: n = 436 to 464 Open link range: n = 29 to 32

Future Needs – Bottom of List

Towards the middle-to-bottom of the list are senior programming (3.6) and an aquatic facility (3.5). Respondents see the least important priorities for the future to be additional athletic fields (2.2) and additional athletic courts (2.9).

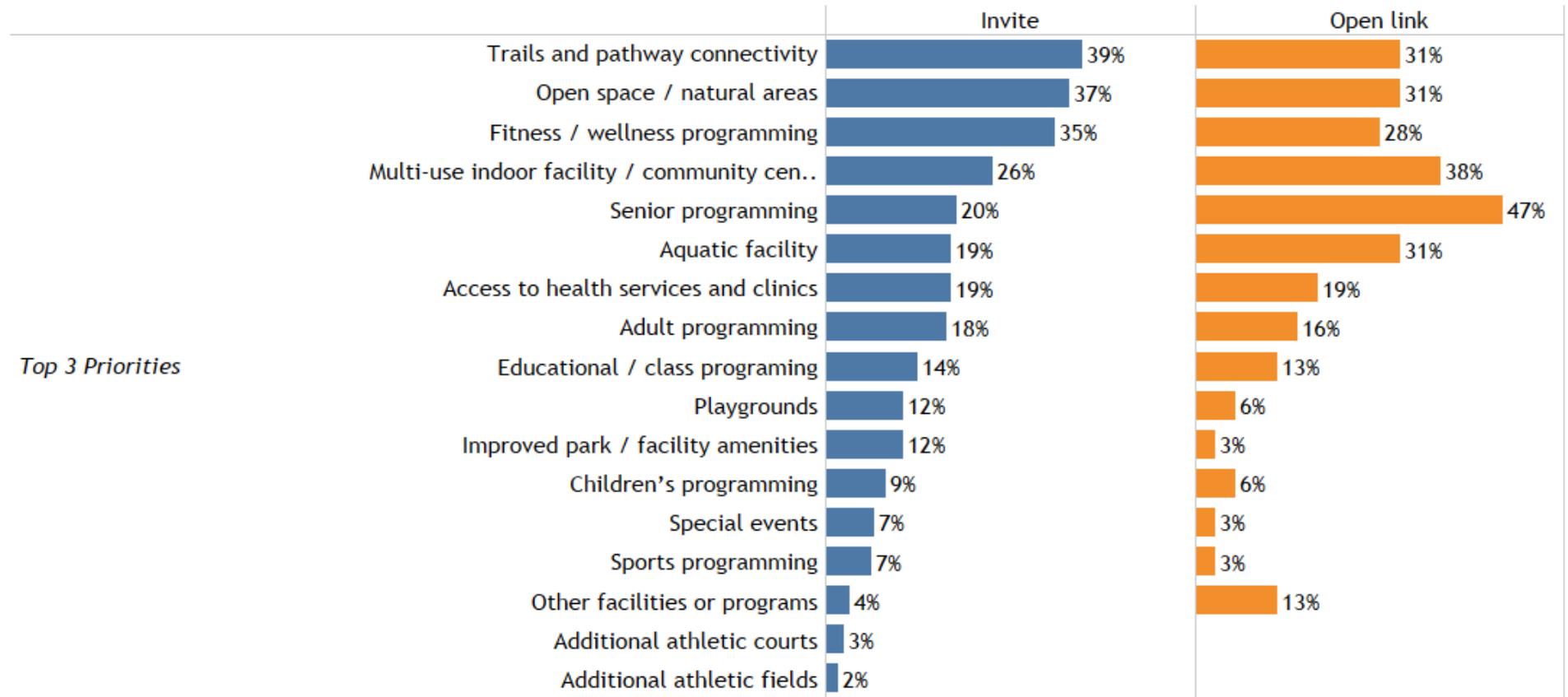


Invite range: n = 436 to 464 Open link range: n = 29 to 32

Future Needs – Top 3 Priorities

When asked to choose their top three priorities from the future needs, respondents selected trail and pathway connectivity (39%), open space / natural areas (37%), and fitness/wellness programming (35%) as the most important to focus on right now. A multi-use indoor facility (26%) and senior programming (20%) also rated quite high on the list of priorities.

The City of College Park Community and Senior Recreation Needs Assessment | Survey Results



Invite: n = 439

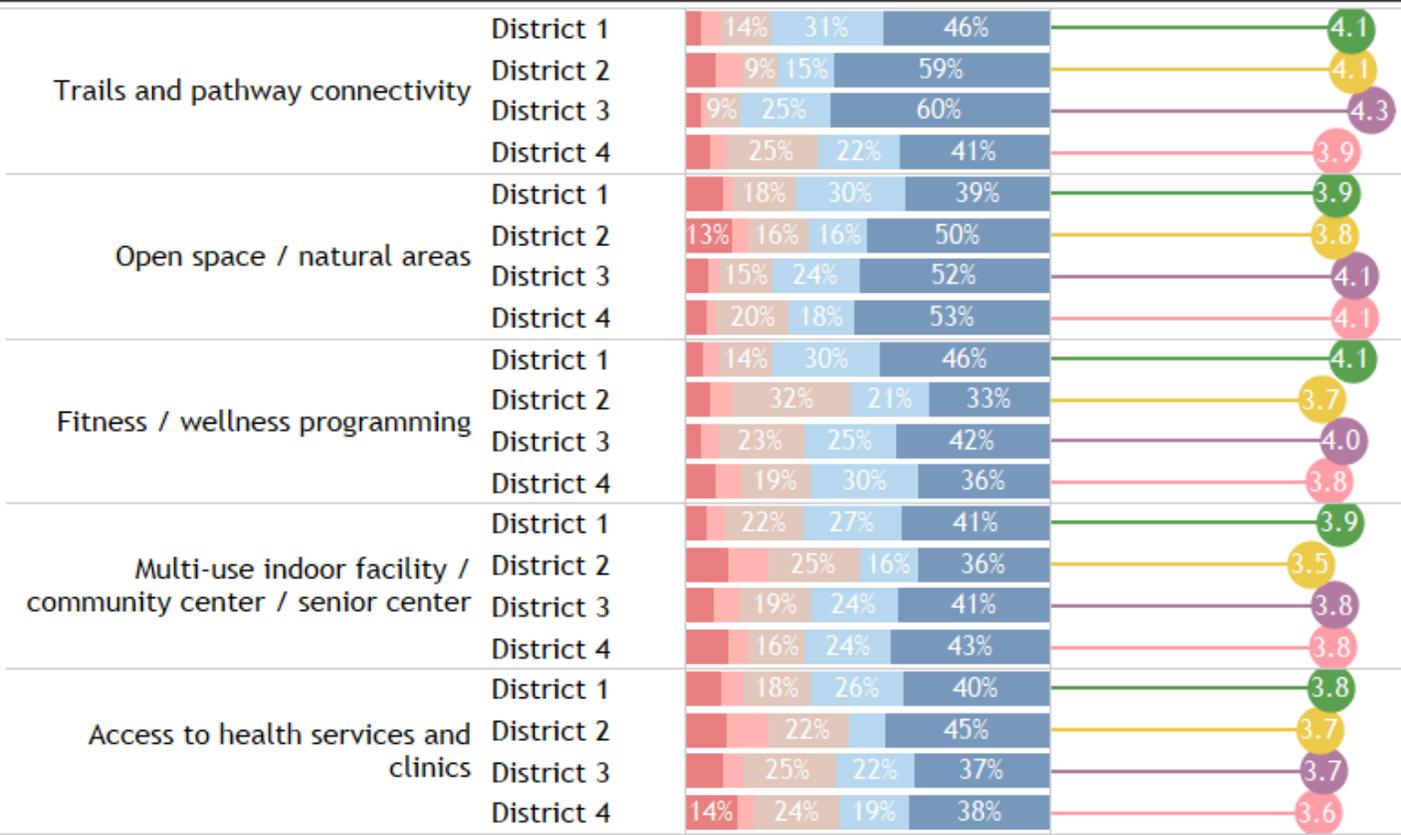
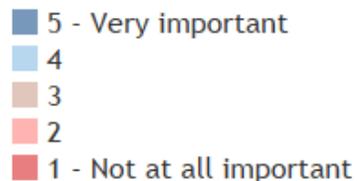
Open link: n = 32

The City of College Park Community and Senior Recreation Needs Assessment |

Survey Results

Future Needs – Top 3 Priorities by District

How important are the following parks, facilities, and programs to be added in College Park over the next 5 to 10 years?



Senior Recreation



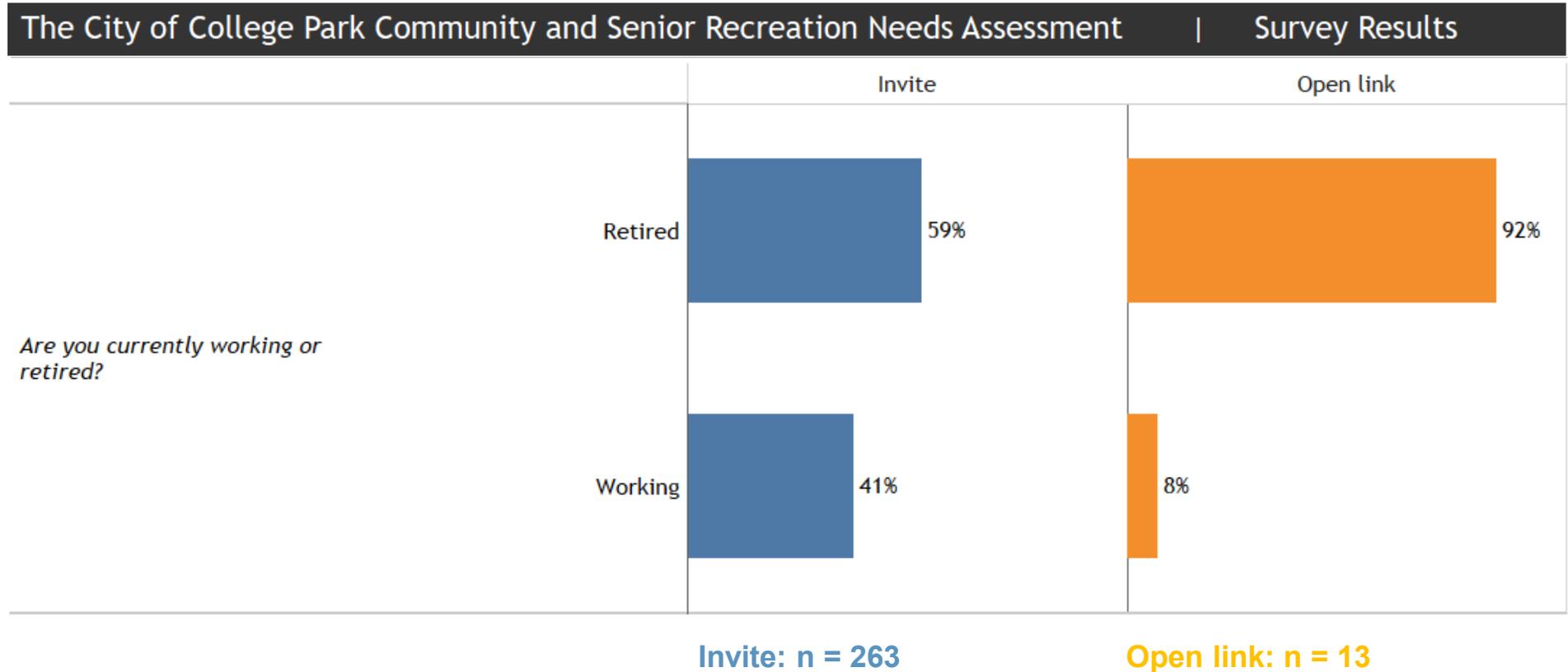
Additional Senior Recreation Questions

At the end of the survey, respondents who were aged 62 and older were asked to answer an additional page of questions. A secondary goal of the survey process was to assess senior trips and offerings provided by the City of College Park.

Thus, questions were developed that would best position the City to improve and/or expand what is offered to seniors. Questions were designed to gauge unique needs to address in order to increase participation in senior programs and trips. The following section displays results of these additional questions.

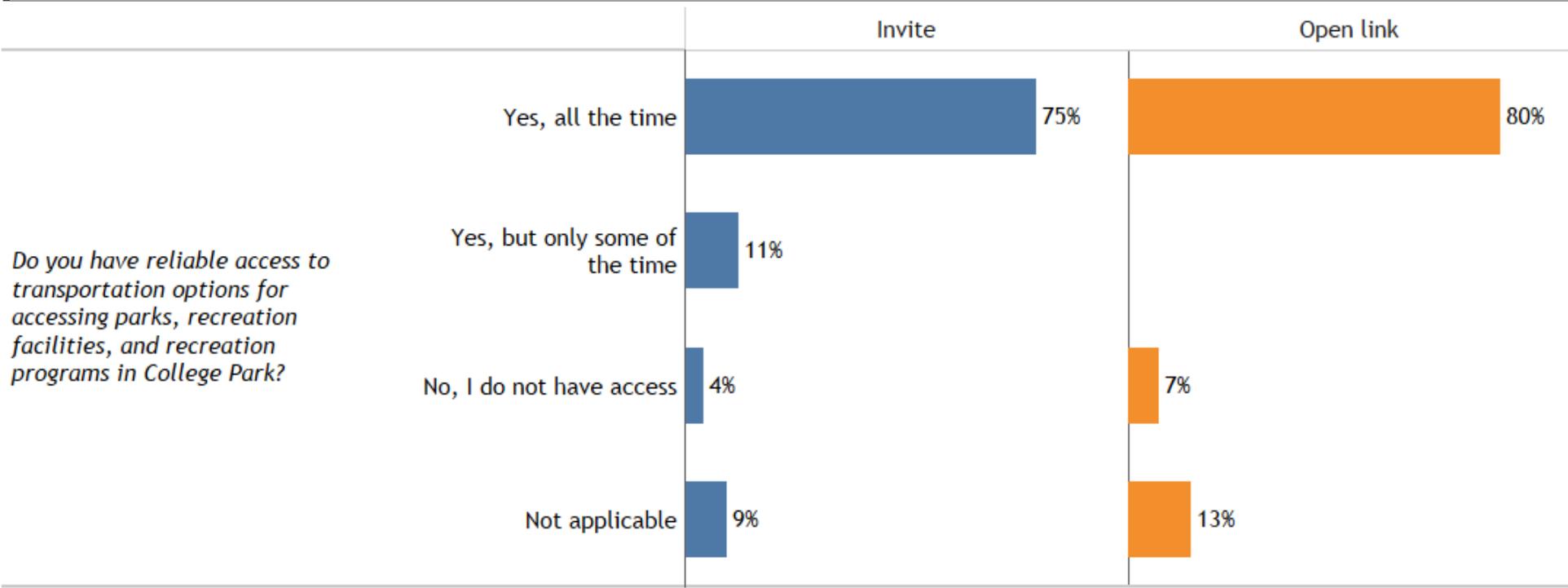
Employment

Over half (59%) of seniors in the sample are retired with 41% that are still working right now. This question further identifies the need to consider potentially different time periods to offer programming in The City of College Park as some seniors may not be able to attend due to work conflicts. Open link respondents are much more likely to be retired (92%).



Approximately 75% of invite respondent seniors have access to reliable transportation all the time. However, 11% have access only some of the time and 4% don't have reliable access. Thus, it may be a smaller portion of the community, but it is still important to consider alternative options for those who cannot reliably get to parks and recreation facilities.

The City of College Park Community and Senior Recreation Needs Assessment | Survey Results



Invite: n = 264

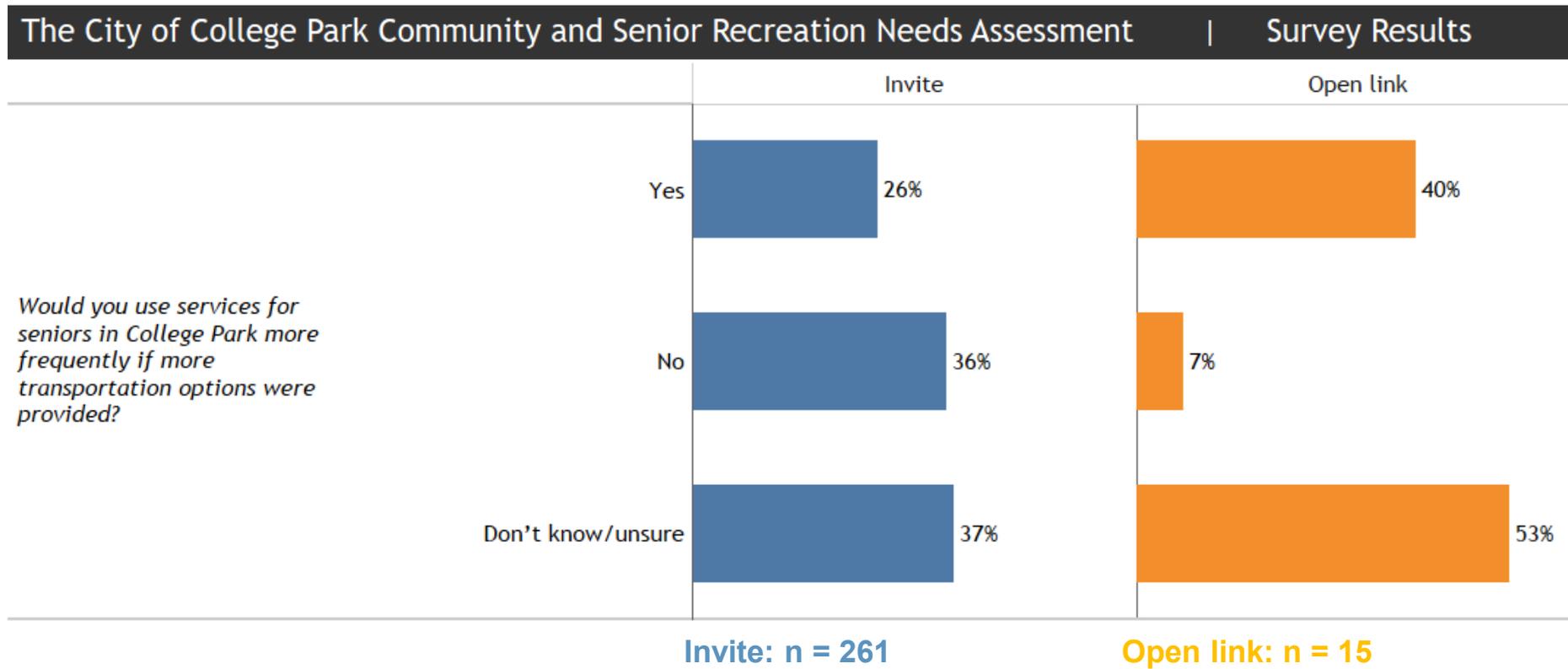
Open link: n = 13

Transportation Access

Do you have reliable access to transportation options for accessing parks, recreation facilities, and recreation programs in College Park?

Usage of Services

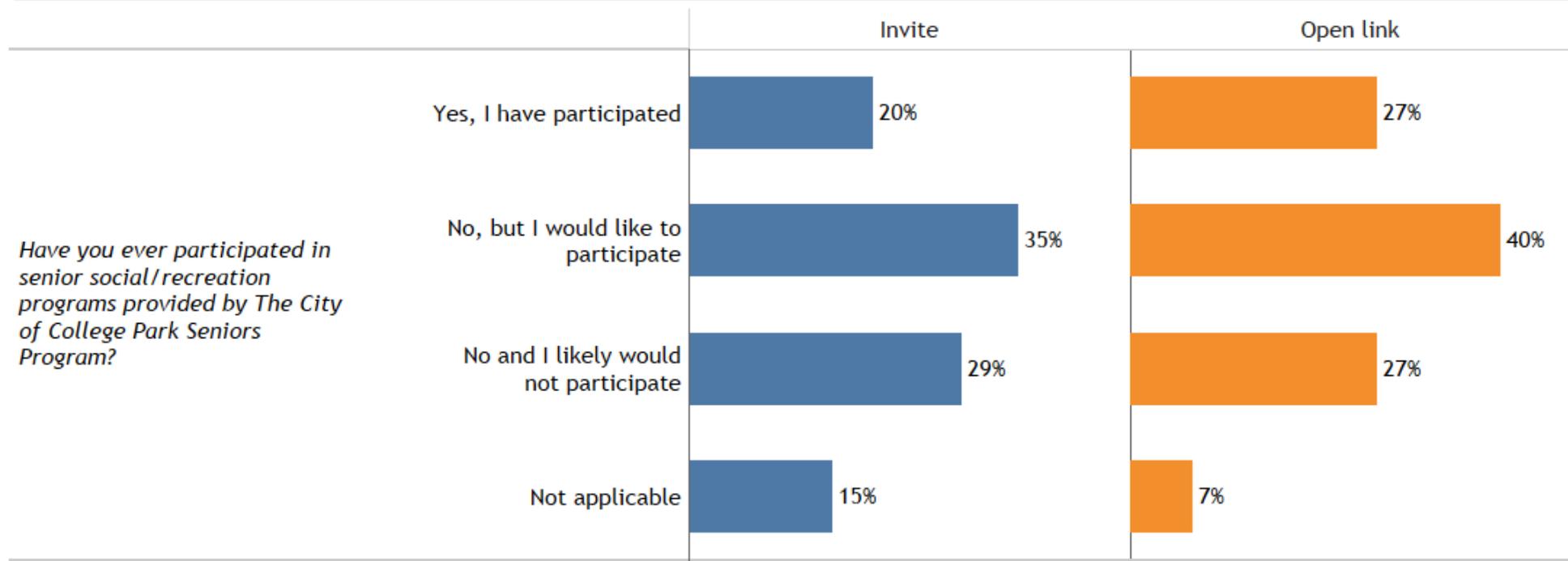
There is a decent share of respondents who would use services for seniors more frequently (26%) if there were more transportation options provided in The City of College Park. While 36% would likely not participate more, there are an additional 37% that are unsure at this time. Therefore, the percentage of those who would participate more may actually increase if alternative options are provided. Further, there may be those that suddenly need transportation depending on the situation.



Social / Recreational Programs

When asked if they had participated in senior social/recreational programs provided, 20% of invite respondents had participated, but another 35% would like to participate yet haven't yet. Nearly 30% would not likely participate and 15% said it's not applicable right now. But, there is an optimistic group that would like to participate in the future. These individuals may just need the right information to get started. Comments discussed the need to seek out information because they were unsure what was offered yet.

The City of College Park Community and Senior Recreation Needs Assessment | Survey Results

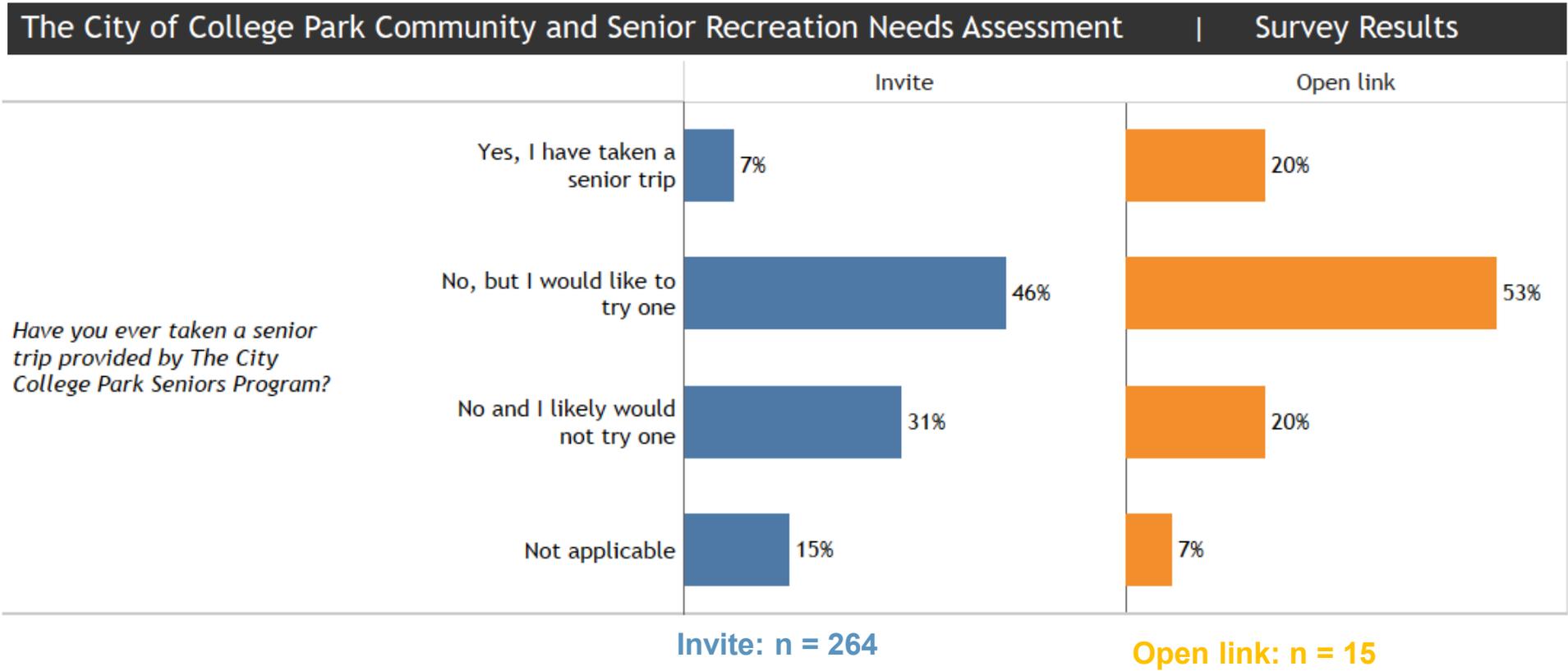


Invite: n = 261

Open link: n = 15

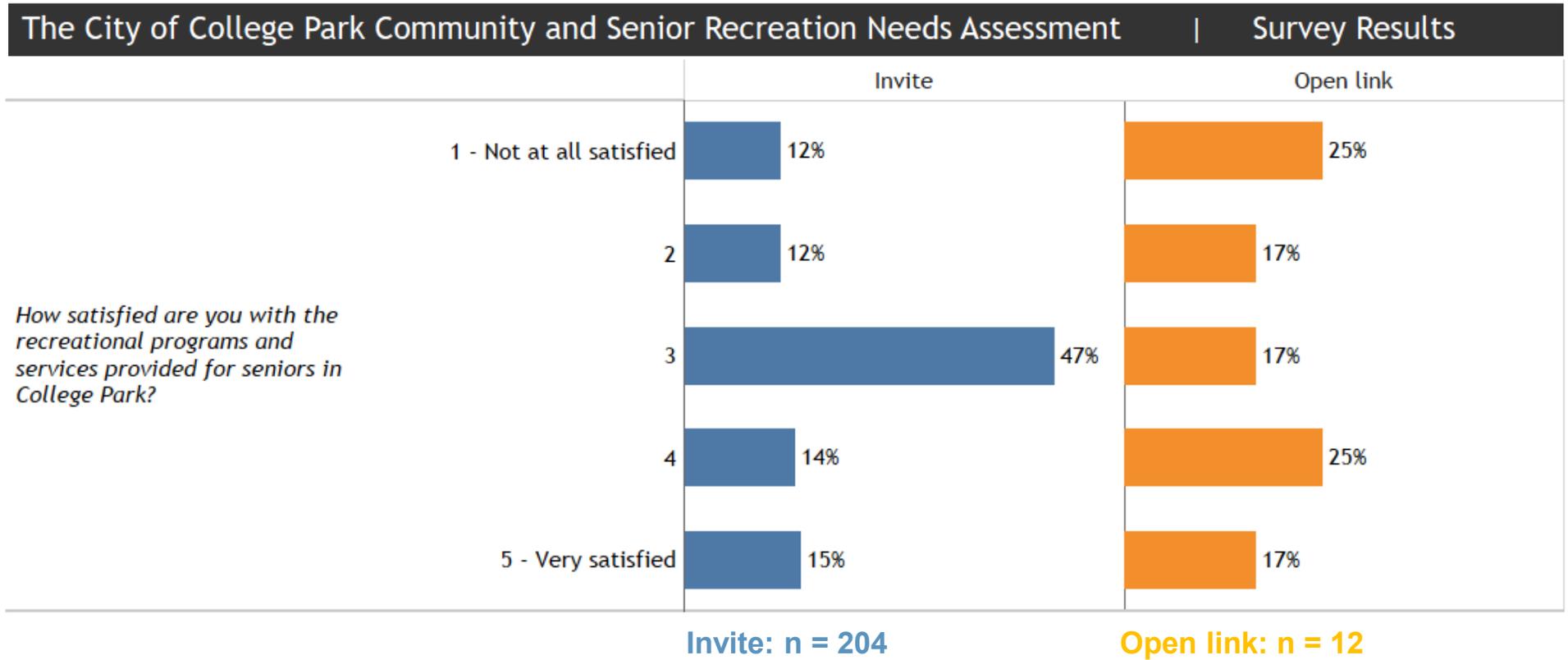
Senior Trips

Similar to programs, a smaller number of invite respondents have taken a senior trip (7%), but almost 50% of the sample would like to try one (46%). An additional 31% are not likely to try, but again, the majority are interested in participated or already have in the past. Results further reinforce the need to distribute information to these groups as they may want to participate and are unaware of what is offered.



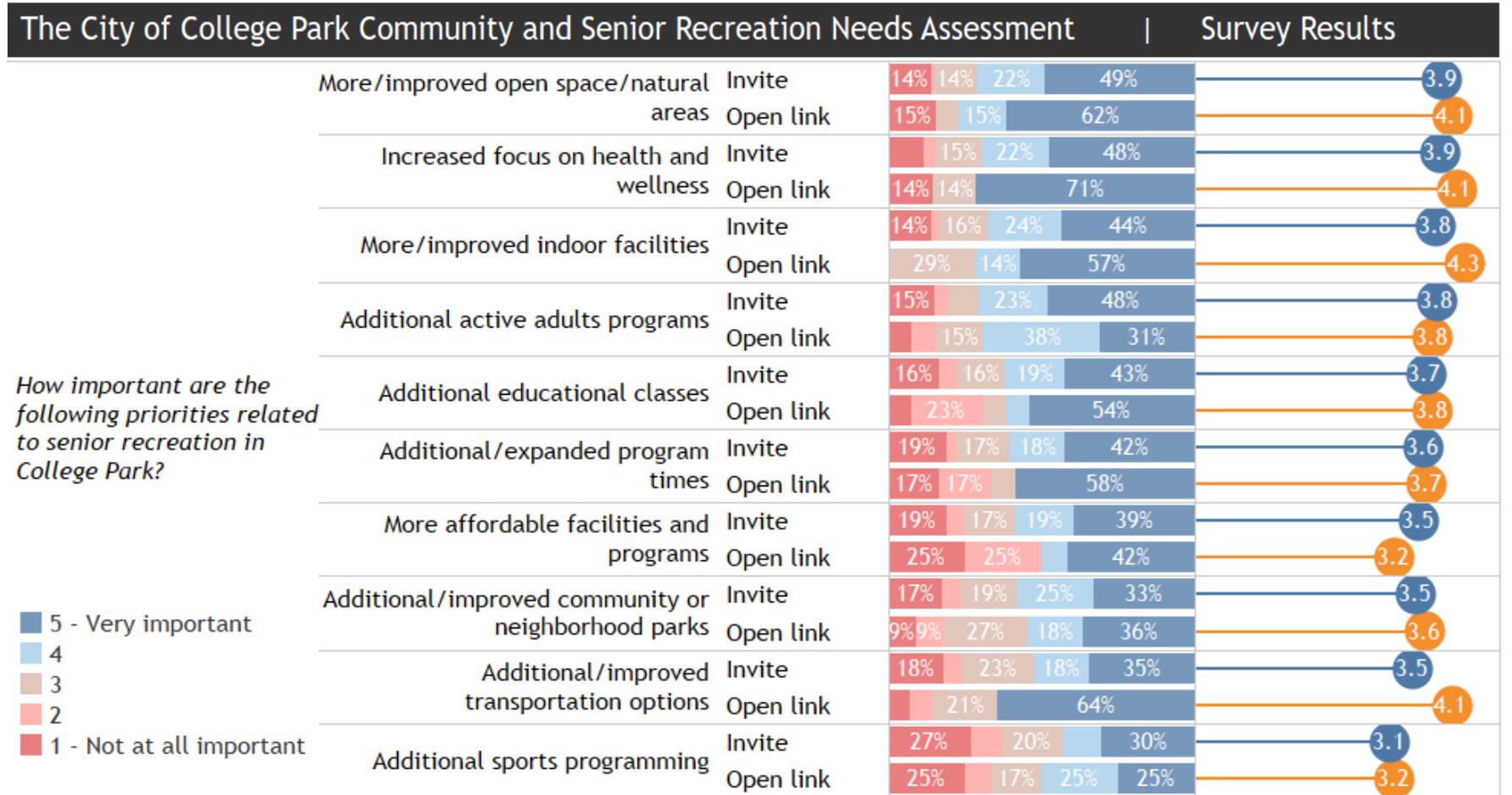
Satisfaction for Senior Services

Most respondents are neutral in their satisfaction of senior programs and services. In total, 47% of invite respondents rated their satisfaction a 3 out of 5 for senior programs and services in The City of College Park. This may be due to fewer using what is offered currently and not forming an opinion yet. Nearly equal shares are satisfied (29% rated 4 or 5) compared to 24% who are not satisfied (rated 1 or 2).



Priorities for the Future

Finally, respondents rated how important priorities for senior recreation are for The City of College Park. Similar to the community-wide survey, more/improved open spaces and natural areas (3.9) topped the list with an increased focus on health and wellness (3.9) tied. More/improved indoor facilities (3.8) and additional active adults programs (3.8) followed.



Invite range: n = 168 to 192 Open link range: n = 11 to 15



Thank You

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