

ELECTRONIC SURVEY

1.1 METHODOLOGY



Broward County Parks and Recreation Division (“Division”) conducted an electronic survey (powered by SurveyMonkey) for a better understanding of the characteristics, preferences, and satisfaction levels of residents. The survey was available from May 26, 2020 through September 10, 2020 and received a total of 2,913 responses.

The electronic survey emulated the statistically valid survey questions distributed by ETC Institute (ETC). This allowed all residents the opportunity to be part of the public input process in a comparable manner though it must be kept in mind that the results of this survey are not a statistically-valid data set since they were not randomized.

2.1 ELECTRONIC SURVEY RESULTS

2.1.1 HAVE YOU OR ANY MEMBER OF YOUR HOUSEHOLD VISITED ANY BROWARD COUNTY PARKS AND RECREATION DIVISION PARKS AND/OR FACILITIES DURING THE PAST 12 MONTHS?

Of the respondents, 96% have visited parks and/or facilities. Only 4% of the respondents answered “No”, they have not visited a park and/or facility.

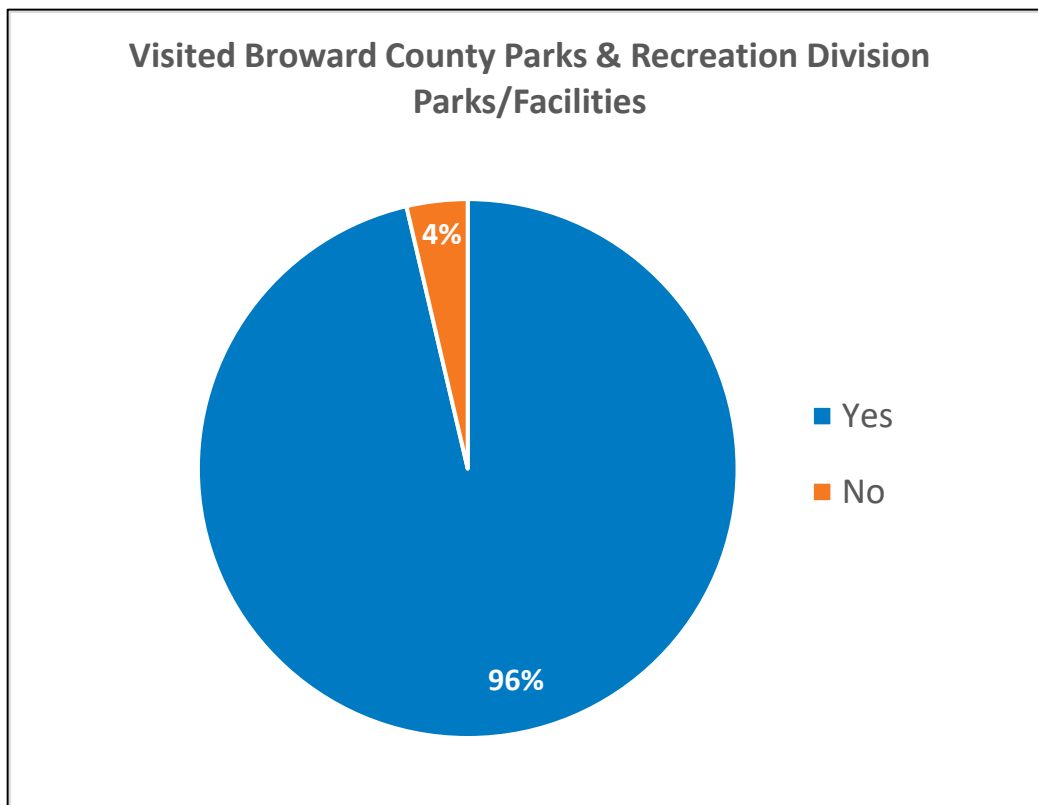
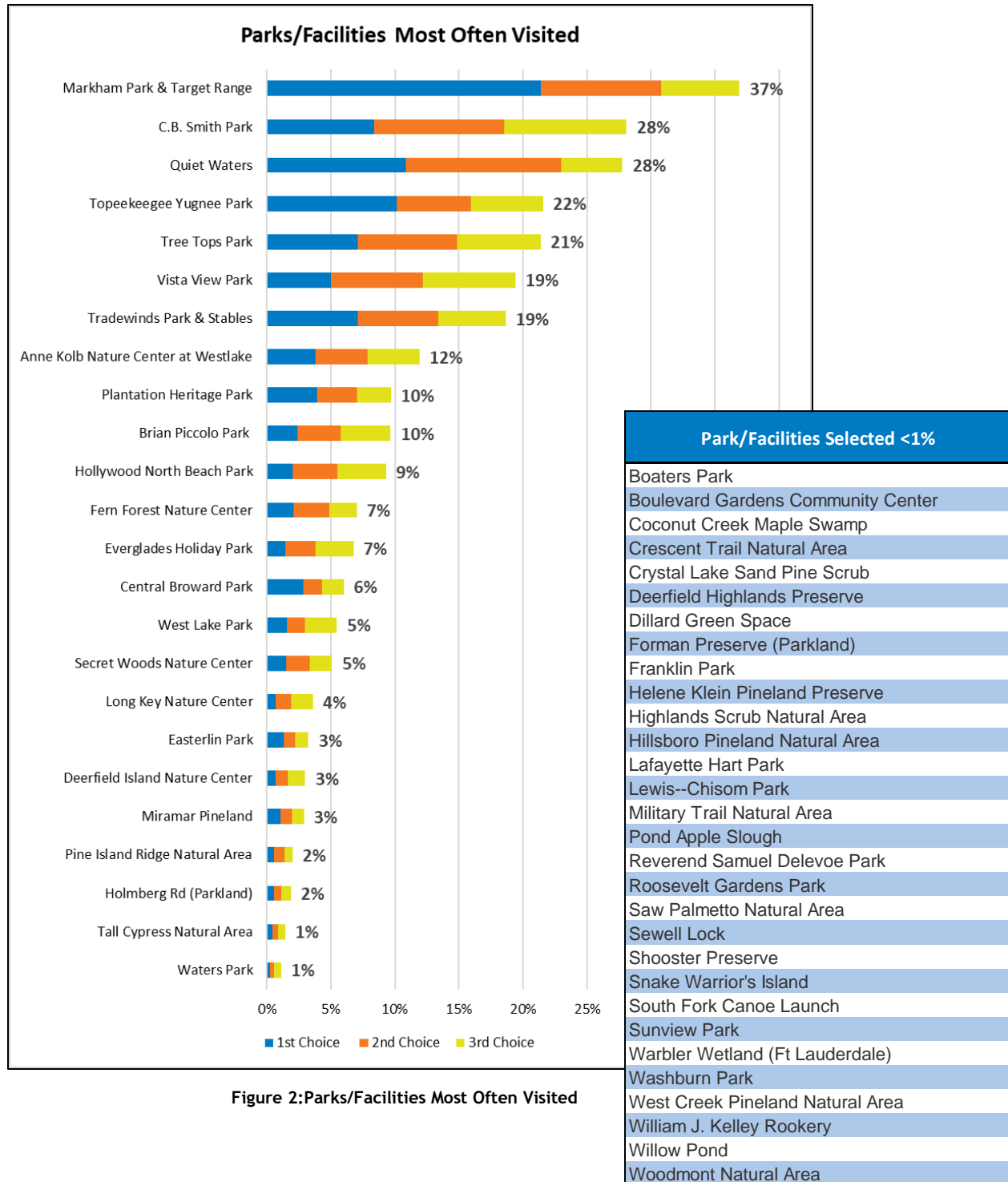


Figure 1: Visited Broward County Parks & Recreation Division

2.1.2 WHICH THREE PARKS/FACILITIES DO YOU VISIT MOST OFTEN?

The top three parks and facilities most visited by respondents included Markham Park & Target Range (37%), C.B. Smith Park (28%), and Quiet Waters (28%). The table listing parks and facilities that were visited by less than 1% of the respondents is also below.



2.1.3 HOW OFTEN HAVE YOU VISITED BROWARD COUNTY PARKS AND RECREATION DIVISION PARKS AND/OR FACILITIES DURING THE PAST 12 MONTHS?

The survey demonstrated a pretty high visitation to the parks with almost half of the respondents (47%) visiting the parks at least once a week. Of the remaining responses, 29% visit 1-3 times a month and 22% less than once a month.

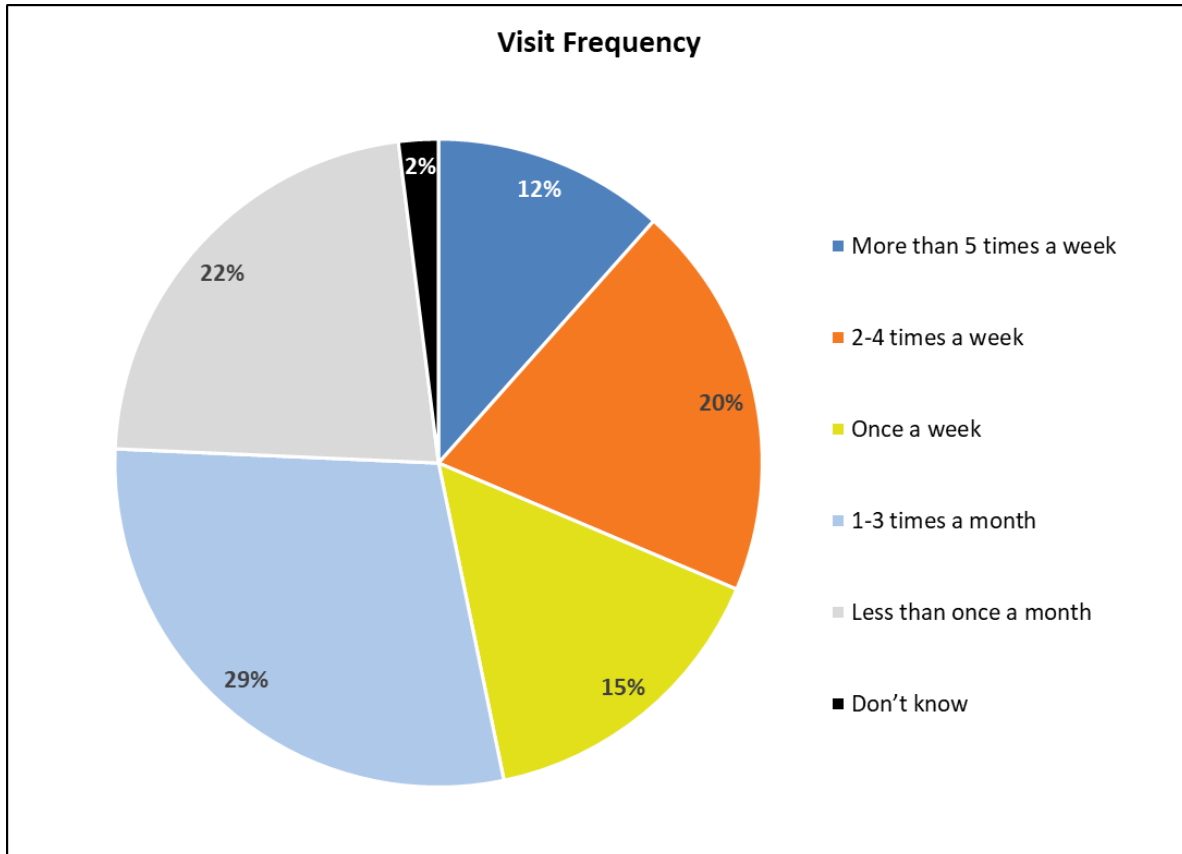


Figure 3: Visit Frequency

2.1.4 OVERALL, HOW WOULD YOU RATE THE PHYSICAL CONDITION OF ALL THE BROWARD COUNTY PARKS AND RECREATION DIVISION PARKS AND FACILITIES YOU HAVE VISITED?

Participants that visited a park/facility in the past 12 months were asked to rate the condition of the parks/facilities they used. In combining ratings of Excellent and Good, respondents indicated 89% are satisfied with the parks/facilities conditions. This is very positive feedback and speaks to the quality of maintenance and upkeep staff have been able to do with their limited resources.

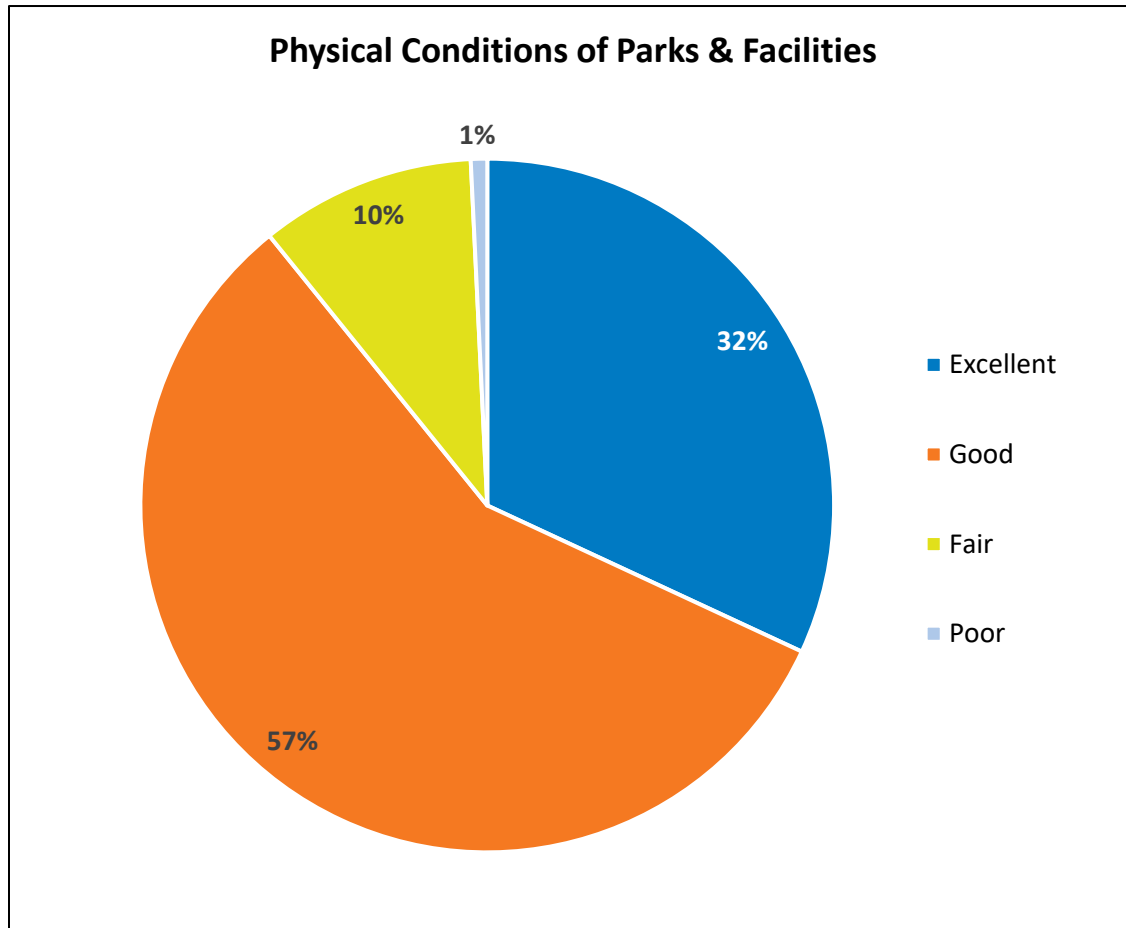


Figure 4: Physical Condition of Parks & Facilities

2.1.5 IF YOUR HOUSEHOLD HAS NOT VISITED ANY BROWARD COUNTY PARKS AND RECREATION DIVISION PARKS AND/OR FACILITIES DURING THE PAST 12 MONTHS, PLEASE CHECK ALL OF THE FOLLOWING REASONS YOU HAVE NOT VISITED.

This question is a follow up to question number one. Only four percent of the respondents (116 households) answered that they have not visited any of the parks and/or facilities in the past 12 months. The top response at 43% was “Other” as a reason not to visit parks and/or facilities. The most reoccurring themes of “Other” comments include:

- We were too busy
- COVID-19
- Parks were closed
- RV Park was full
- No reasons to visit
- Distance to drive
- Fees to enter

The remaining top three reasons that are preventing use of the County parks/facilities include “lack of features we want to use (24%)” and “not aware of parks’ or facilities’ location (18%).”

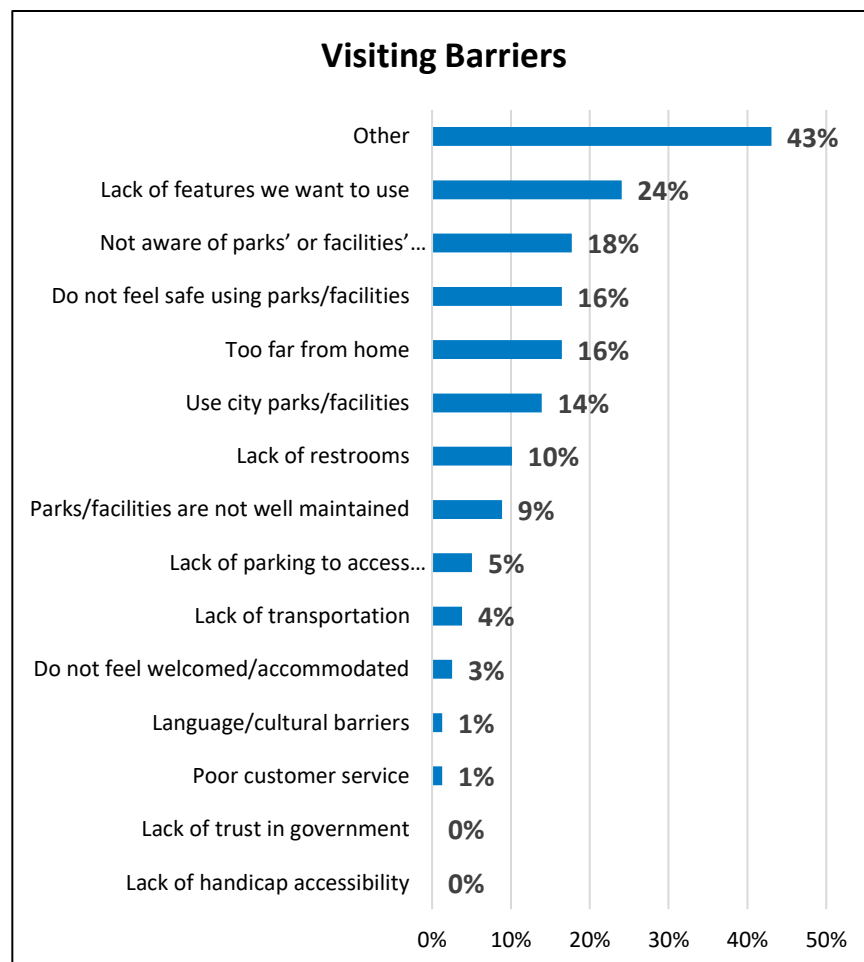


Figure 5: Barriers for visiting Parks and Facilities

2.1.6 PLEASE CHECK ALL OF THE ORGANIZATIONS THAT YOU OR MEMBERS OF YOUR HOUSEHOLD HAVE USED FOR RECREATION AND/OR SPORTS ACTIVITIES DURING THE LAST 12 MONTHS.

The chart below reveals 72% of the respondents use Broward County Parks and Recreation Division, 58% City parks/facilities, and 45% Florida State Parks. The most reoccurring themes of “Other” comments include park specific names, non-profit names and mountain bike trails.

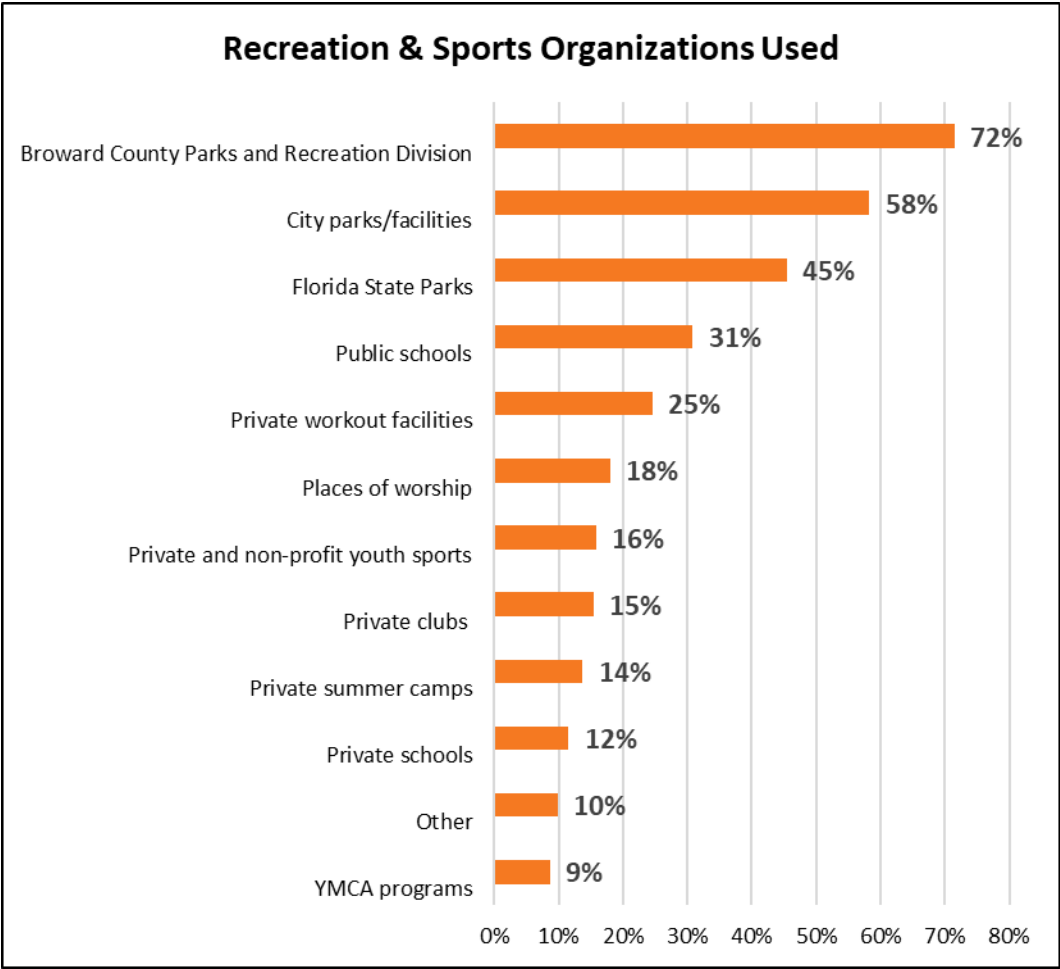


Figure 6: Recreation & Sports Organizations Used

2.1.7 PLEASE CHECK ALL THE WAYS YOU LEARN ABOUT BROWARD COUNTY PARKS AND RECREATION DIVISION PROGRAMS AND SERVICES.

The chart below reveals word of mouth (58%) as the most common way to learn about programs and services. This is consistent with what the PROS Consulting team observes nationwide. The County website (57%), and Social Media (43%) were the next most popular ways residents are learning about the Division's programs and services.

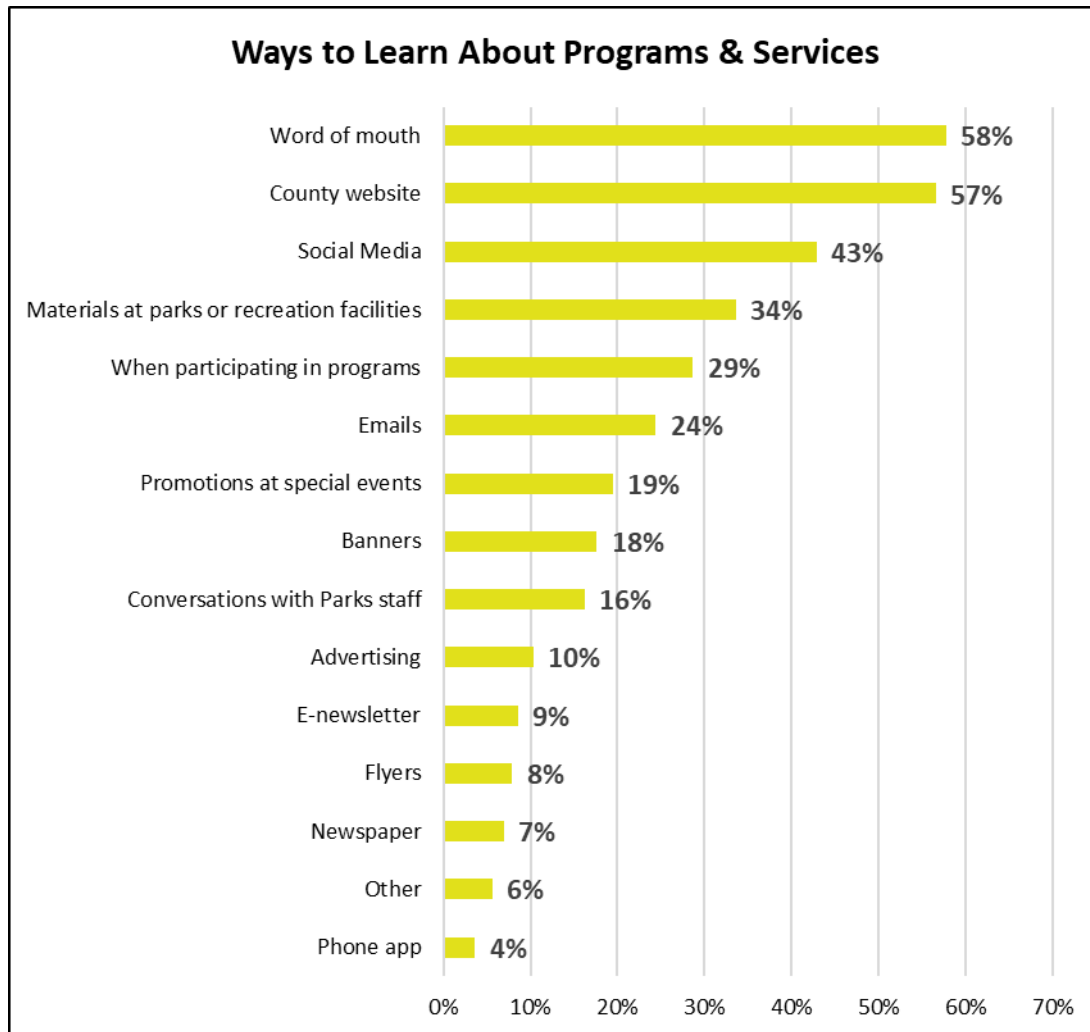


Figure 7: Ways to Learn About Programs & Services

2.1.8 WHICH THREE METHODS OF COMMUNICATION WOULD YOU MOST PREFER THE COUNTY USE TO COMMUNICATE WITH YOU ABOUT PARKS AND RECREATION PROGRAMS AND SERVICES?

In addition to selecting the ways residents are currently learning about Broward County Parks and Recreation Division, respondents were asked to select their top three preferred ways to learn. The most popular choices, when combining all three were Social Media (52%), County Website (49%), and Emails (47%).

The top option selected as the first choice was County Website (25%) followed by emails (23%). Overall, digital mediums are the most preferred marketing methods for the respondents though, this may be skewed since these responses are to an online survey and likely from an audience that is comfortable with and has the ability to access online tools.

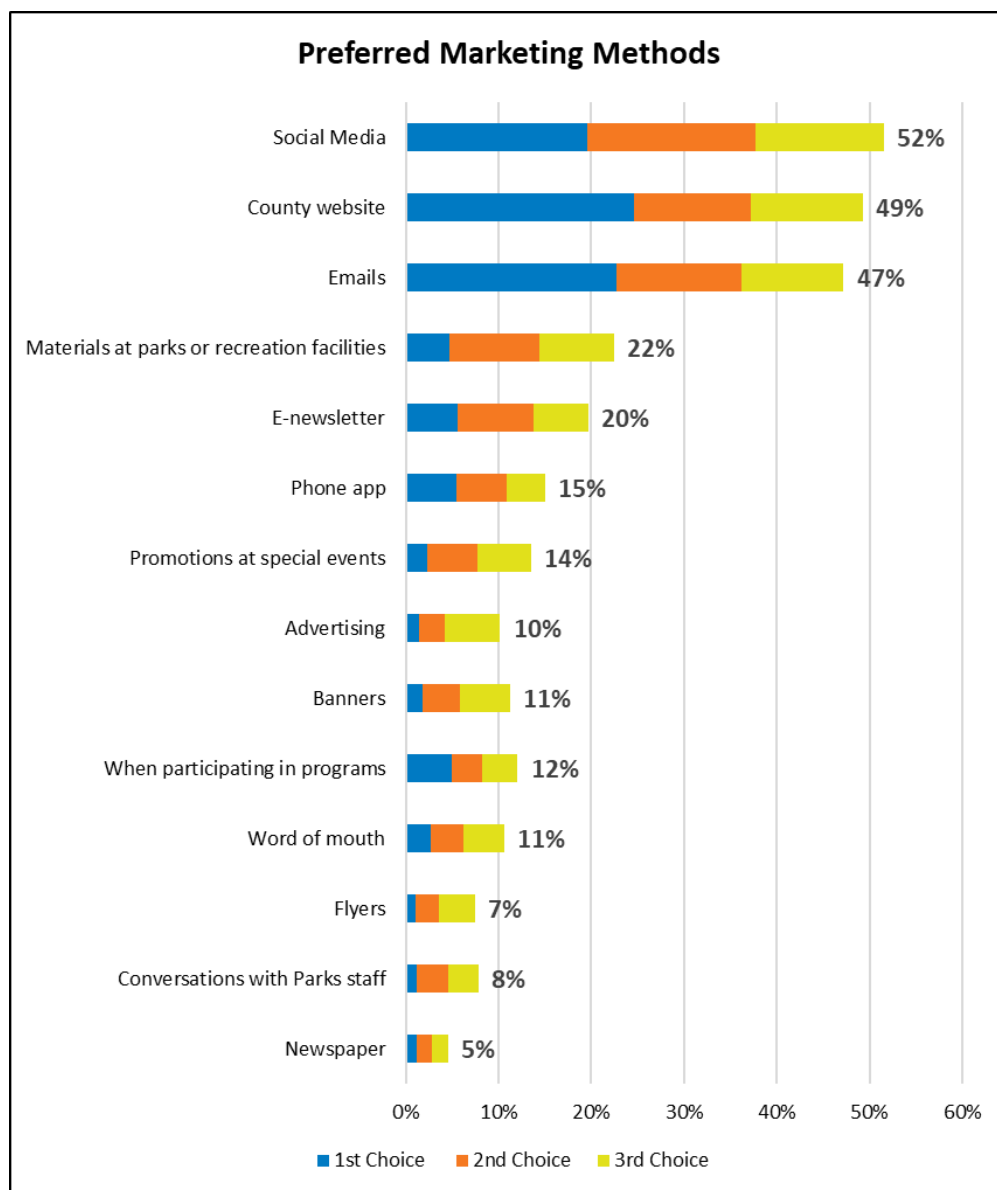


Figure 8: Preferred Marketing Methods

2.1.9 HAS YOUR HOUSEHOLD PARTICIPATED IN ANY PROGRAMS/EVENTS OFFERED AND/OR HOSTED BY THE BROWARD COUNTY PARKS AND RECREATION DIVISION DURING THE PAST 12 MONTHS?

The survey indicated that 47% of the respondents have participated in programs in the past 12 months which is pretty encouraging in terms of participation levels and at the same time also offers an opportunity for future growth.

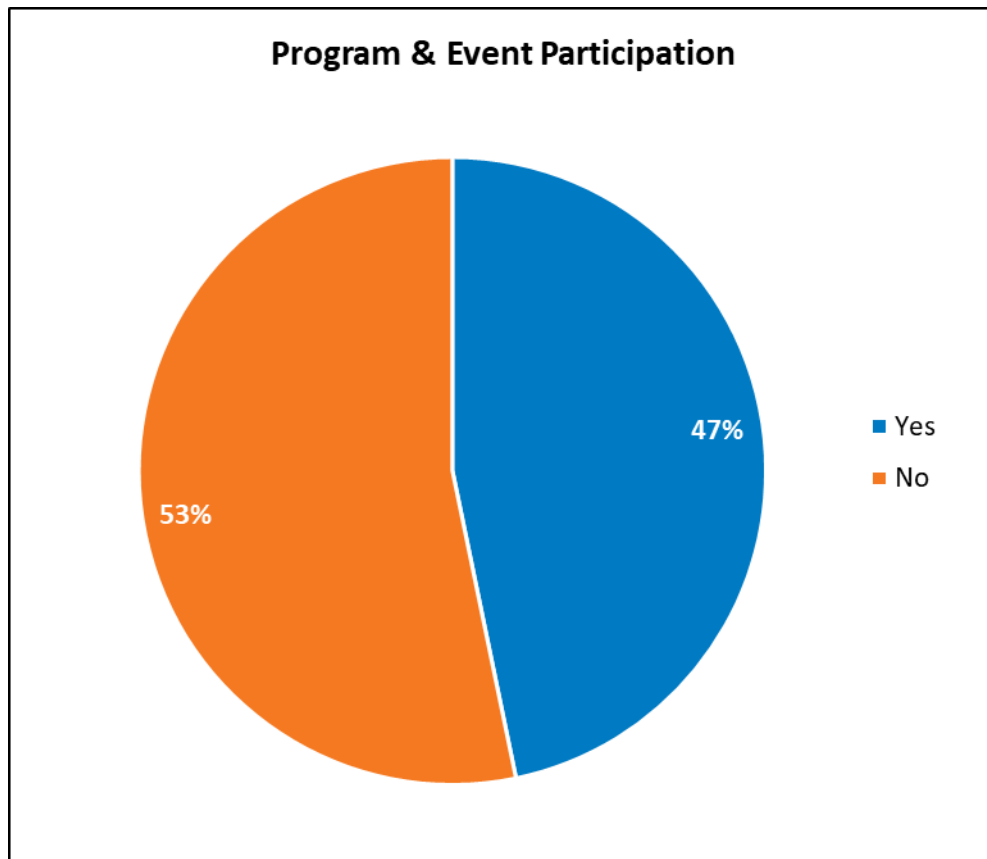


Figure 9: Program & Event Participation

2.1.10 HOW MANY PROGRAMS/EVENTS OFFERED AND/OR HOSTED BY THE BROWARD COUNTY PARKS AND RECREATION DIVISION HAVE YOU OR MEMBERS OF YOUR HOUSEHOLD PARTICIPATED IN DURING THE PAST 12 MONTHS?

From the 47% of respondents that participated in programs, the majority have participated in 2-3 programs a year (52%), followed by one program a year (28%). Ultimately, 72% of respondents that have participated in programs in the past year are repeat customers.

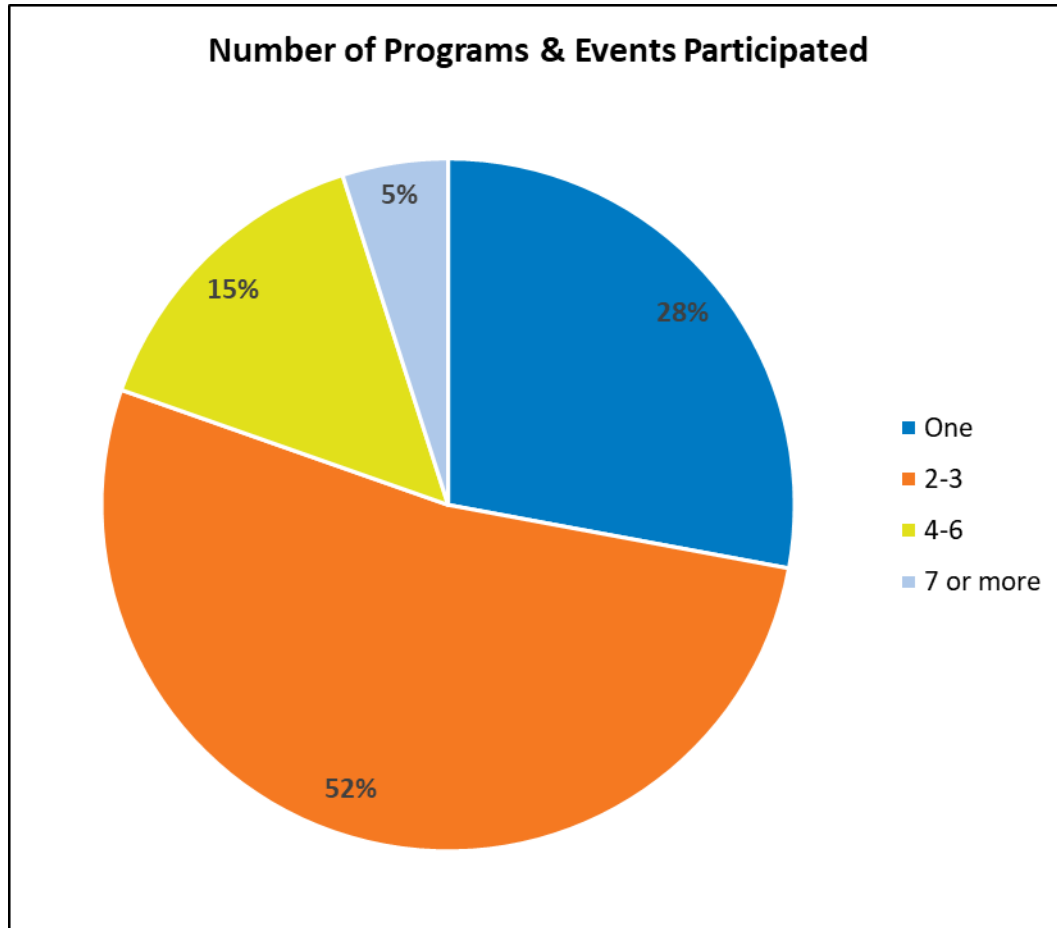


Figure 50: Number of Programs & Events Participated

2.1.11 HOW WOULD YOU RATE THE OVERALL QUALITY OF THE BROWARD COUNTY PARKS AND RECREATION DIVISION PROGRAMS/EVENTS IN WHICH YOUR HOUSEHOLD HAS PARTICIPATED?

An overwhelming majority of respondents are satisfied with the overall quality of programs and events. Ninety-three percent (93%) rate the programs and events as excellent or good. Of the remaining responses, six (6%) believe the program quality is fair while one (1%) believes the programs are poor.

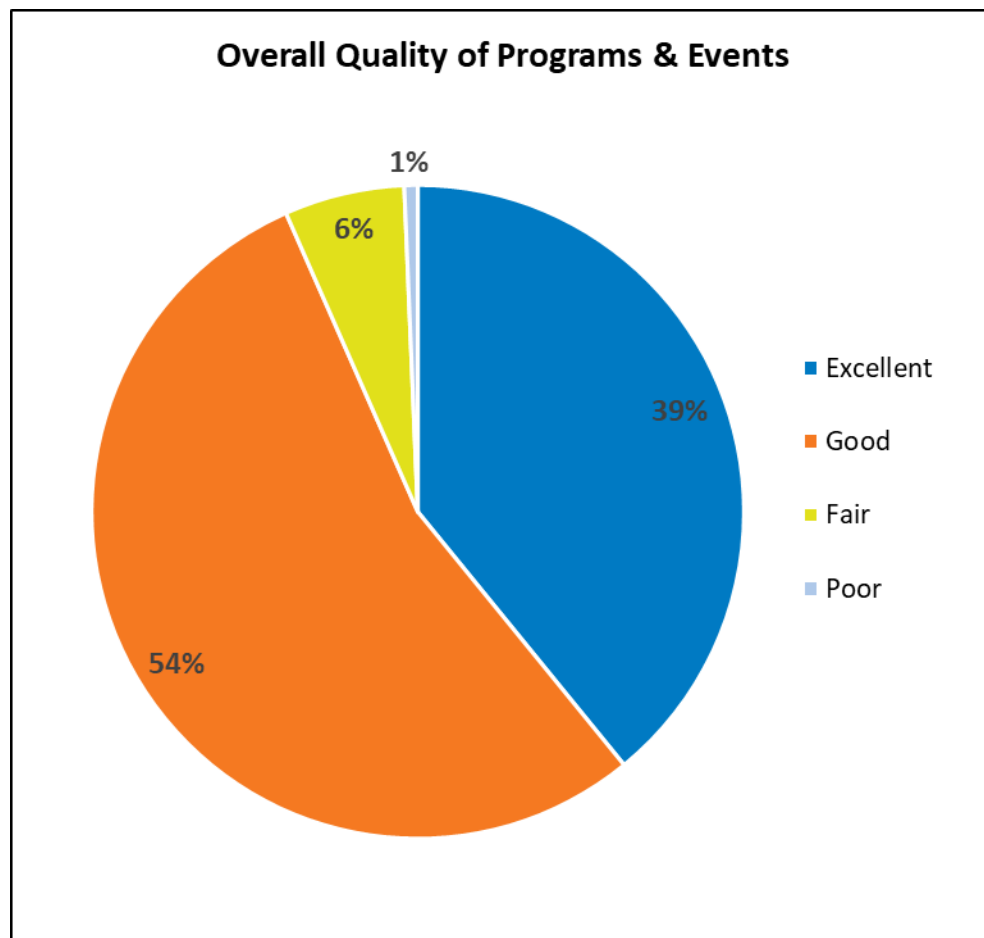


Figure 61: Overall Quality of Programs & Events

2.1.12 IF YOUR HOUSEHOLD HAS NOT PARTICIPATED IN ANY BROWARD COUNTY PARKS AND RECREATION DIVISION PROGRAMS / EVENTS DURING THE PAST 12 MONTHS, PLEASE CHECK ALL OF THE FOLLOWING REASONS WHY YOU MAY HAVE NOT PARTICIPATED.

The largest reason for not participating in programs was “I don’t know what is offered (67%)”. This is a barrier that the Division work on strategically reducing and thus, improve participation. The next two reasons, “too busy/not interested (15%)” and “prefer individual activities (13%)” are not barriers that the Divisions can control.

In addition, the selection of “Other” include the following themes:

- COVID-19
- Snowbird or out of state
- Park Closures
- Programs not related to age segment
- Weather (too hot)

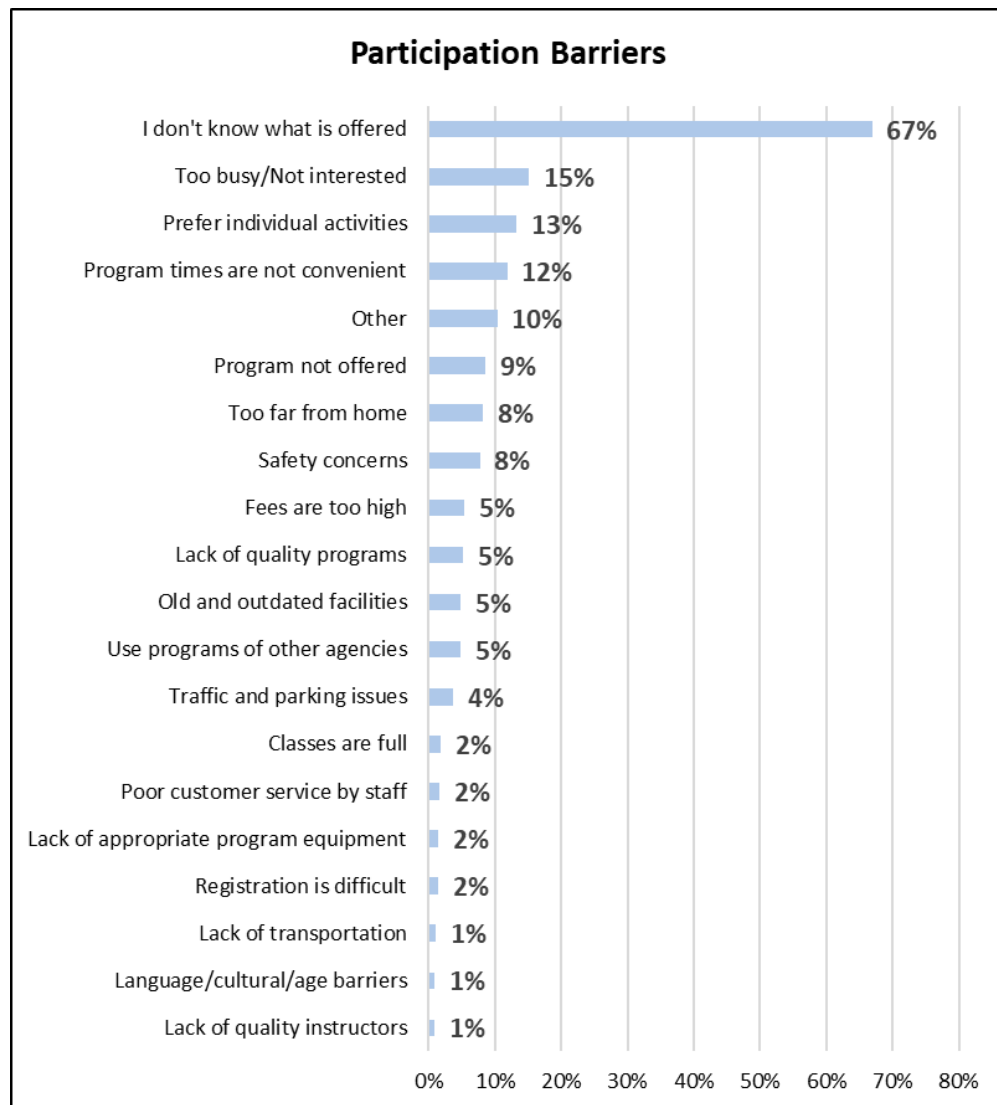


Figure 72: Participation Barriers

2.1.13 BROWARD COUNTY IS IN THE PROCESS OF EVALUATING ITS EVENT OFFERINGS. WITH THAT IN MIND, PLEASE CHECK THE THREE SINGLE OR MULTI-DAY EVENT CONCEPTS IN WHICH YOU AND MEMBERS OF YOUR HOUSEHOLD WOULD BE MOST INTERESTED.

Respondents most interested in single-day or multi-day events would like to see the events include Food Events (67%) and Entertainment (51%) as the top preferences. These two interests can be combined with any of the second-tier responses creating a wider segment appeal. The second-tier concepts are Cultural Celebrations (37%), Competitions (34%), Holiday celebrations (33%) and Environmental events (27%).

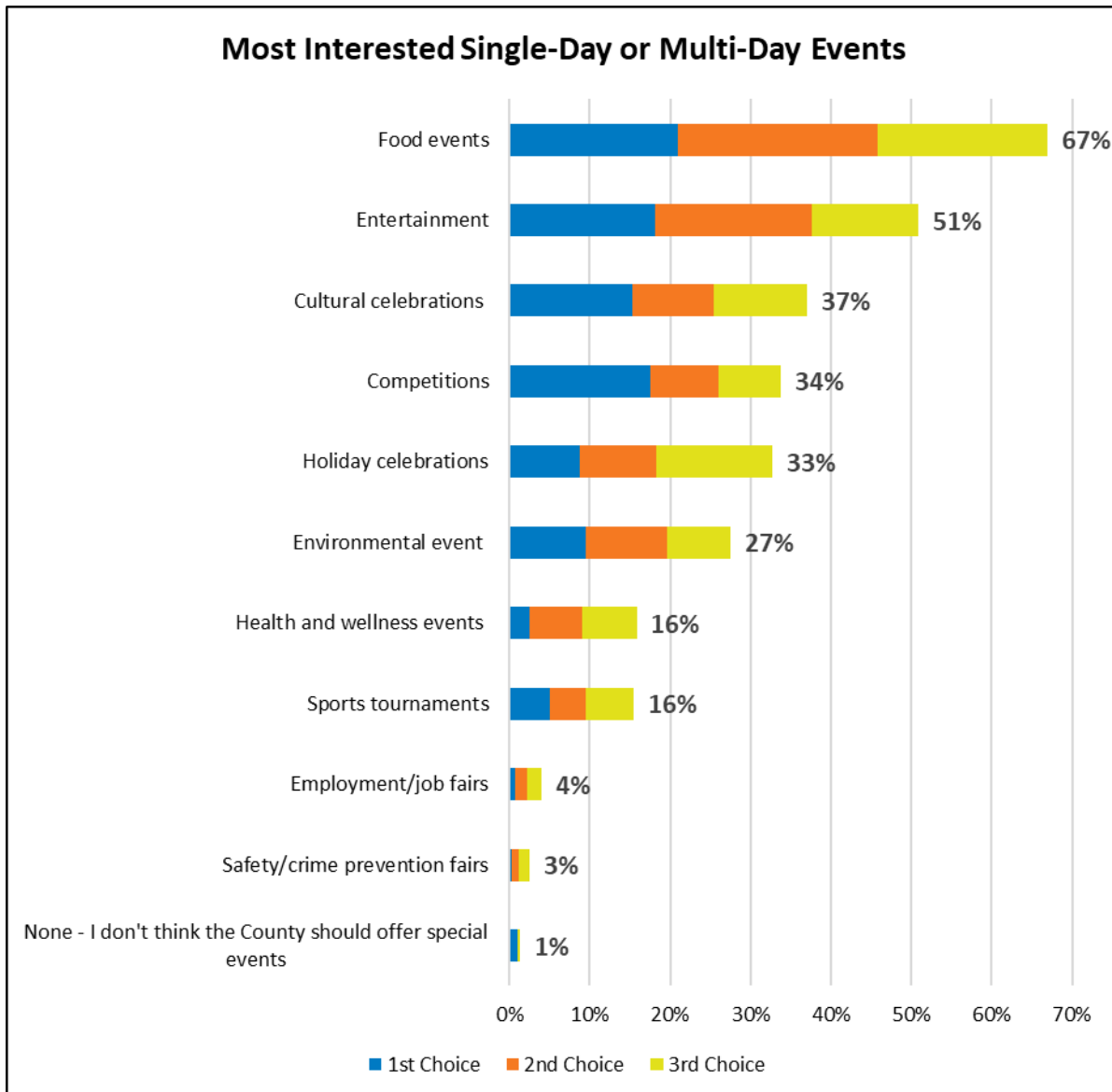


Figure 83: Most Interested Single-Day or Multi-Day Events

2.1.14 IF YOU HAD AN ADDITIONAL \$100, HOW WOULD YOU ALLOCATE THE FUNDS AMONG THE PARKS AND RECREATION CATEGORIES LISTED BELOW?

The most allocated dollars to fund projects within the county was “Improvements/maintenance of existing parks, pools, and recreation facilities (\$31.44),” followed by “Acquisition and development of walking and biking trails (\$27.27).” The responses help the Division prioritize these categories in order of importance to the County.

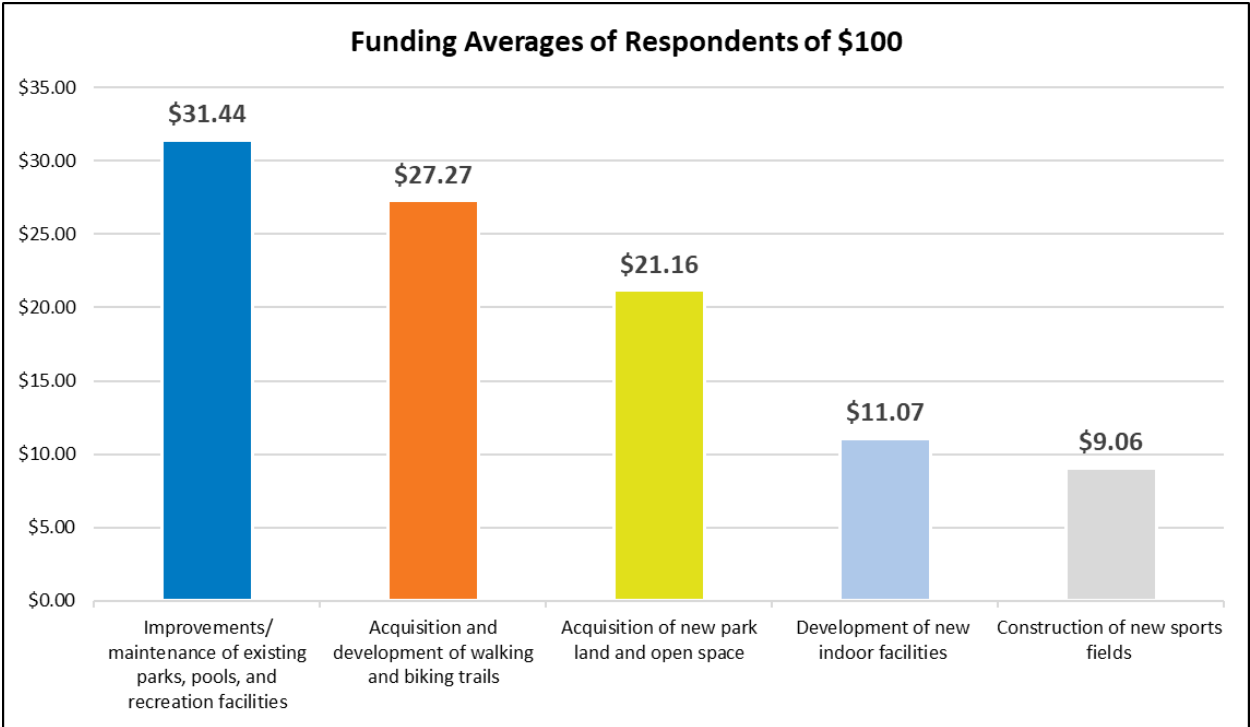


Figure 94: Funding Averages of \$100

2.1.15 PLEASE INDICATE IF YOU OR ANY MEMBER OF YOUR HOUSEHOLD HAS A NEED FOR EACH OF THE PARKS AND RECREATION FACILITIES/AMENITIES IN BROWARD COUNTY LISTED BELOW. IF "YES", PLEASE LETS US KNOW THE DEGREE IN WHICH YOUR NEEDS ARE MET FOR ALL OF THE FACILITIES/AMENITIES IN BROWARD COUNTY. IF "NO", CLICK ON THE FIRST RESPONSE.

The graph below describes respondents' unmet needs as 50% or less for facilities and amenities within the County. Multi-use paved & unpaved trails (45%) were identified as the greatest need, followed by Open space conservation areas (37%). Small neighborhood parks, Observatory, Environmental/nature education center, and Splash pads (36%) were tied as the third most unmet need.

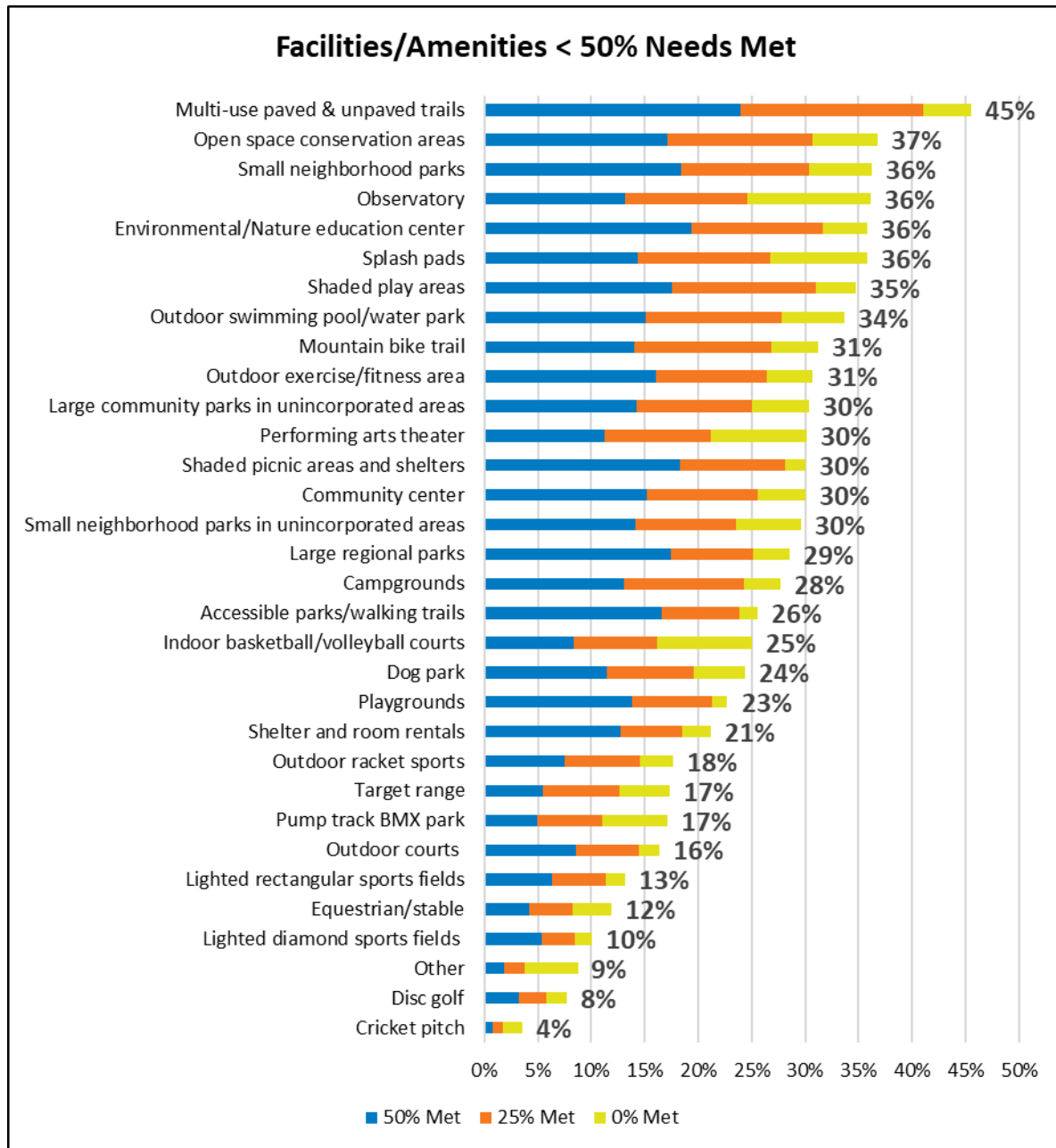


Figure 105: Facilities/Amenities < 50% Needs Met

2.1.1.16 WHICH FOUR FACILITIES/AMENITIES FROM THE LIST IN QUESTION 8 ARE MOST IMPORTANT TO YOUR HOUSEHOLD?

Of the unmet needs selected in the last question, the four most important facilities and amenities selected by respondents were Accessible parks/walking trails (38%), Multi-use paved & unpaved trails (33%), Mountain bike trails (20%), and Playgrounds (18%). When looking at the lowest responses to this question, it is important to understand that in many instances these are facilities that are important, but are already being provided, so there is not as much of a need.

It can also be that these are facilities and amenities that County residents may not be looking to the Division to provide as they are provided by local cities and towns within their parks and recreation departments.

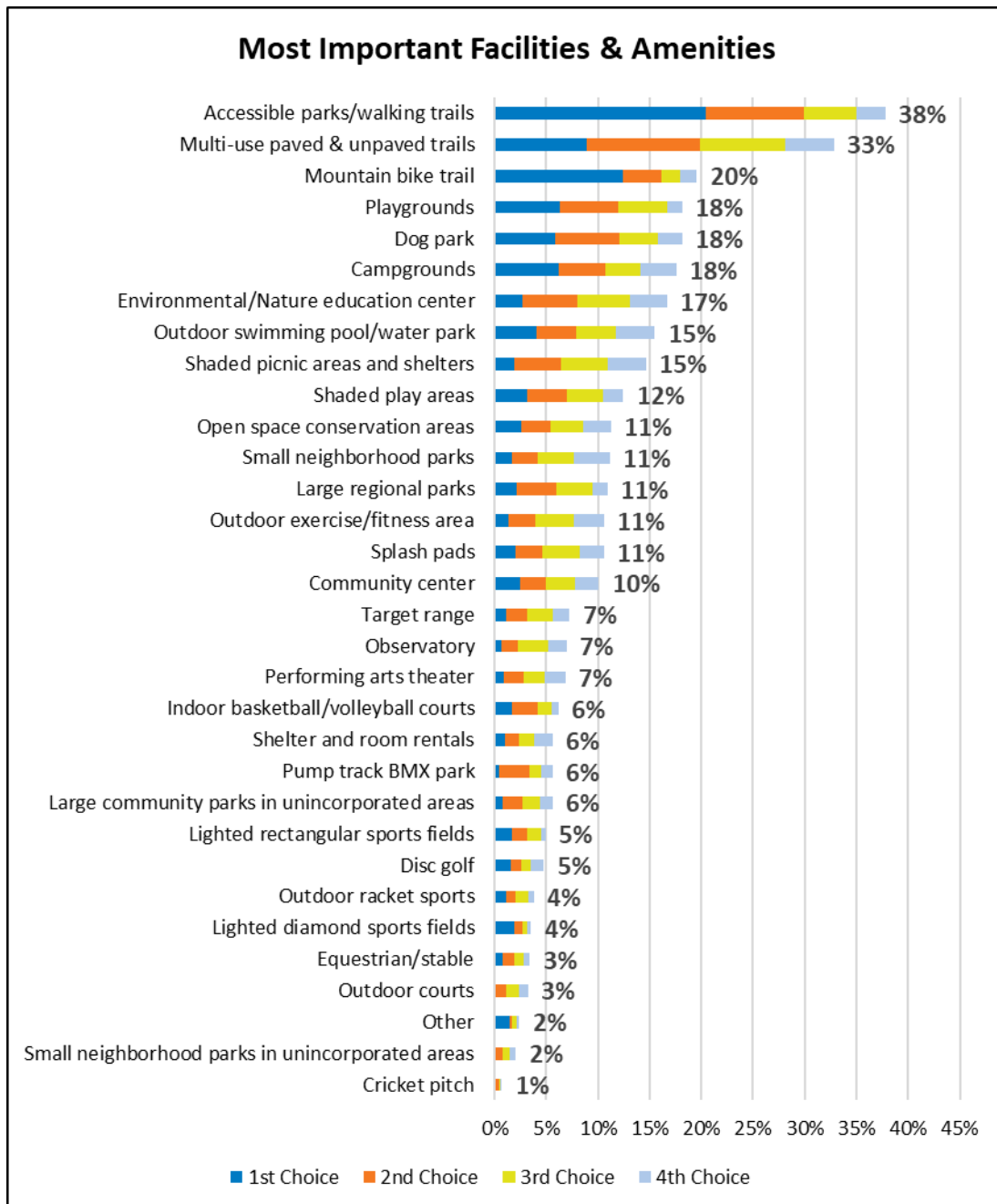


Figure 116: Most Important Facilities & Amenities

2.1.17 PLEASE INDICATE IF YOU OR ANY MEMBER OF YOUR HOUSEHOLD HAS A NEED FOR EACH OF THE PROGRAMS IN BROWARD COUNTY LISTED BELOW. IF "YES", PLEASE LET US KNOW THE DEGREE IN WHICH YOUR NEEDS ARE MET FOR ALL OF THE PROGRAMS IN BROWARD COUNTY. IF "NO", CLICK THE FIRST RESPONSE.

The graph below describes respondents' unmet needs at 50% or less for programs within the County. Exercise classes (42%), Outdoor environmental education/nature camps and programs (41%), County special events (40%), and Adult fitness and wellness programs (39%) were selected as the top four highest unmet needs.

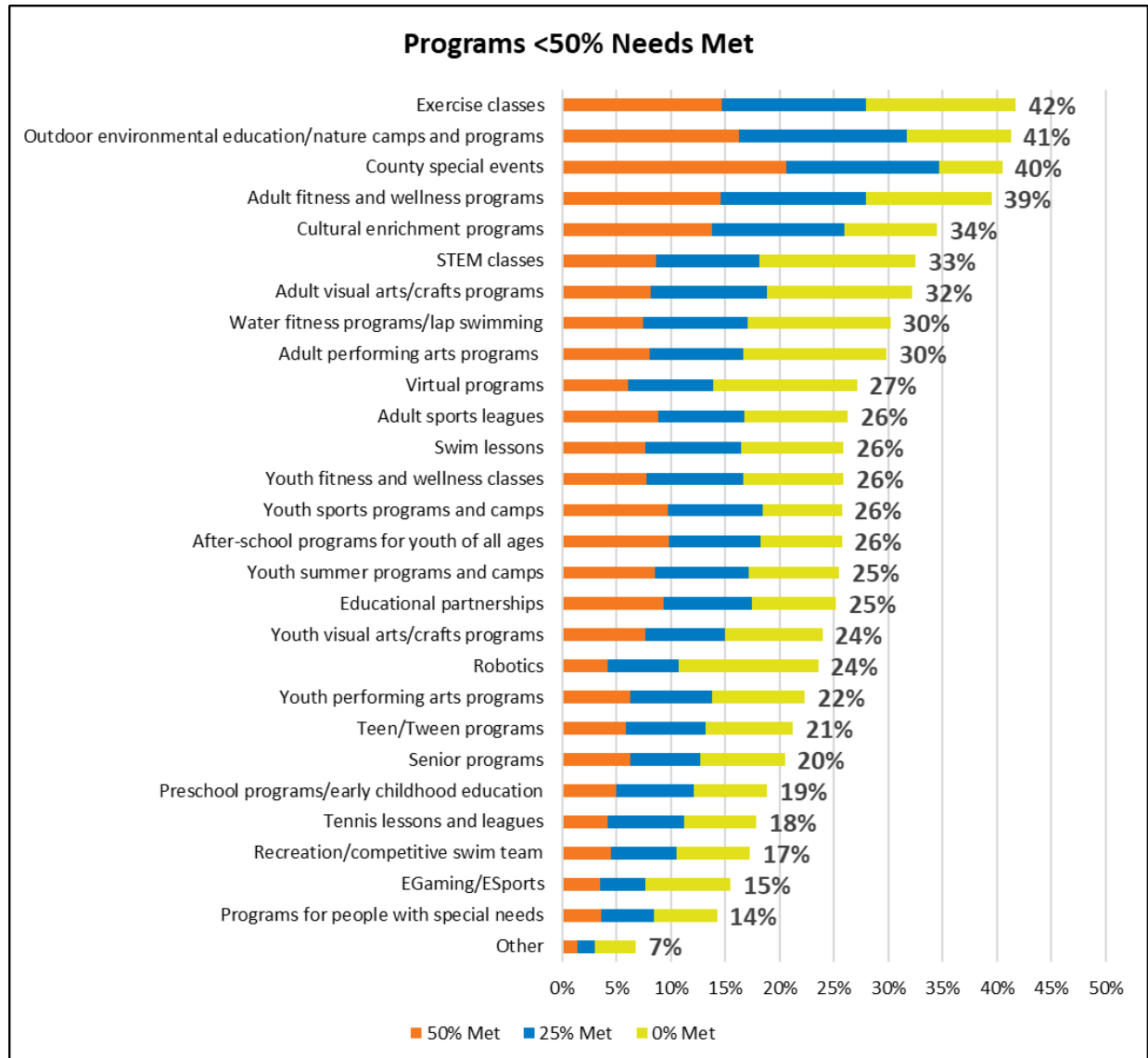


Figure 127: Programs < 50% Needs Met

2.1.18 WHICH FOUR PROGRAMS ARE MOST IMPORTANT TO YOUR HOUSEHOLD?

Of the unmet needs selected in the last question, the four most important programs selected by respondent were adult fitness and wellness programs (36%), outdoor environmental education/nature camps and programs (30%), County special events (28%), and exercise classes (18%).

Here too, in many instances, programs that are already being provided by the County or other providers, so the need is being met. County residents may not be looking to the Division to provide these programs as they are provided by local organizations in the cities through their local parks and recreation departments.

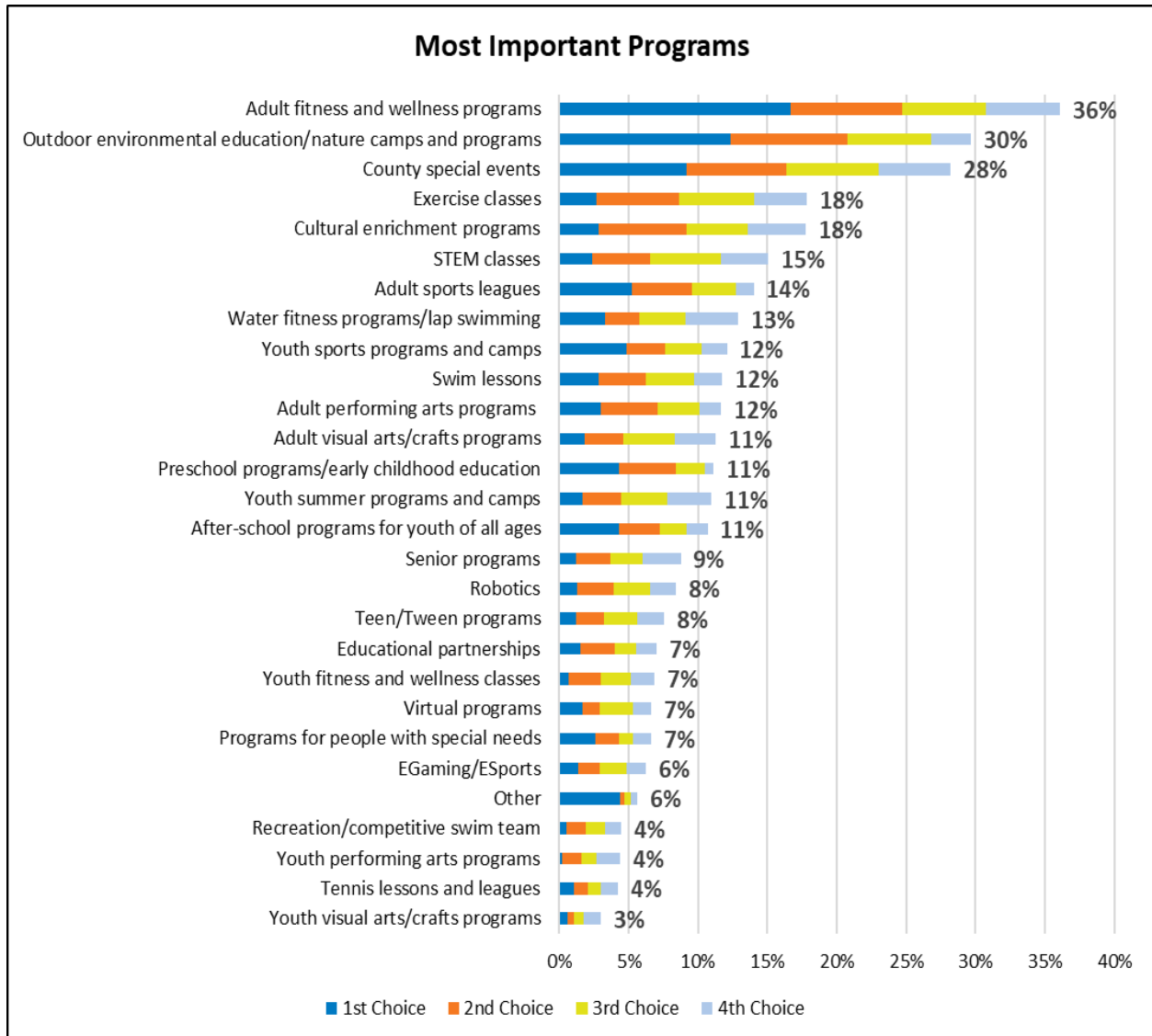


Figure 1813: Most Important Programs

2.1.19 PLEASE INDICATE YOUR LEVEL OF AGREEMENT WITH THE FOLLOWING STATEMENTS CONCERNING SOME POTENTIAL BENEFITS OF BROWARD COUNTY'S PARKS, FACILITIES, AND RECREATION PROGRAMS OR SERVICES.

When combining Strongly Agree (blue) and Agree (orange) in the graph below, the top three supported benefits the County brings to the public include access to greenspace and nature or playgrounds (89%), provides opportunities for physical activity (88%), and provides preservation of natural areas (86%).

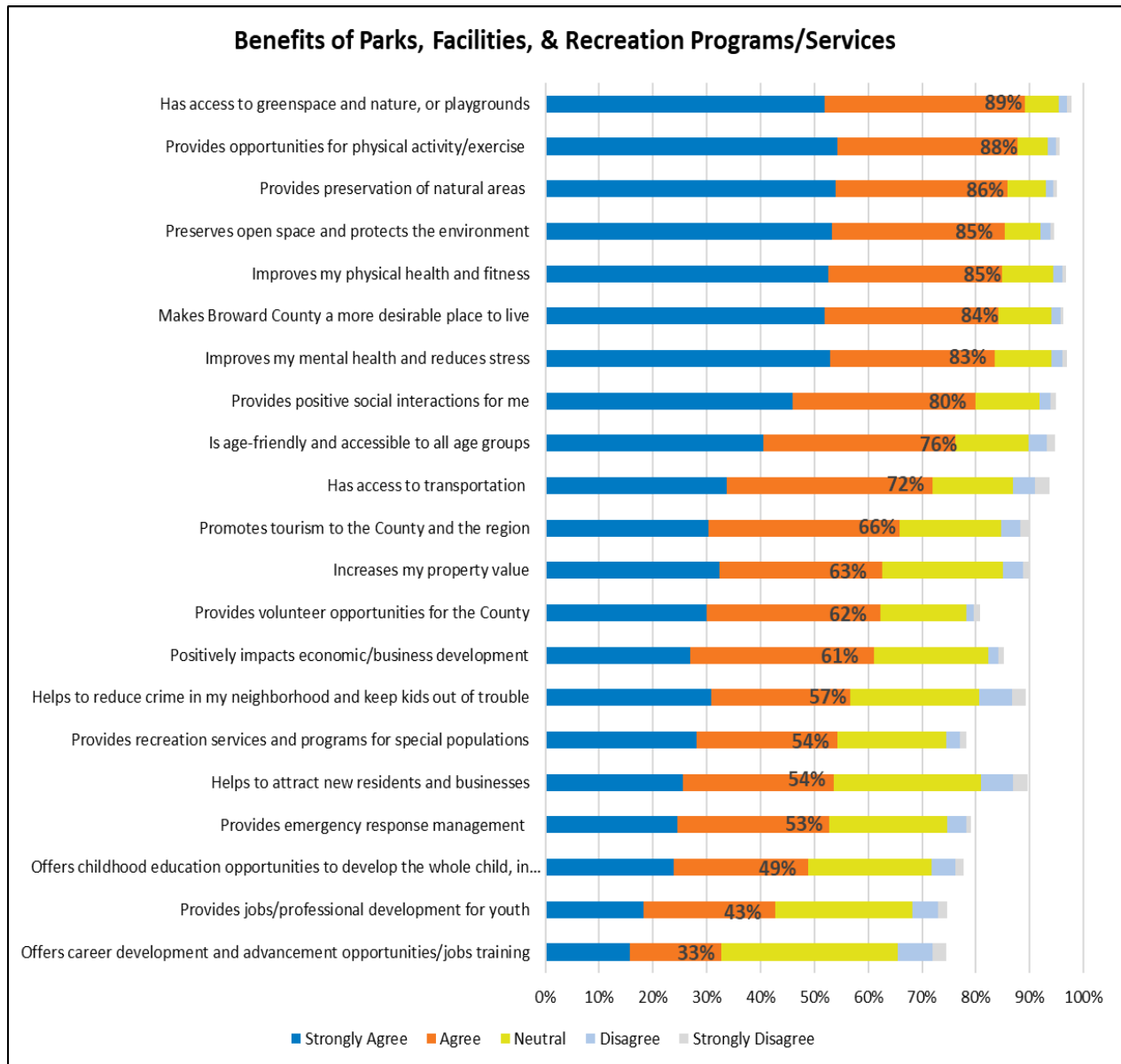


Figure 19: Benefits of Parks, Facilities, & Recreation Programs/Services

2.1.20 WHICH FOUR OF THE BENEFITS ARE MOST IMPORTANT TO YOU AND MEMBERS OF YOUR HOUSEHOLD?

Respondents were asked to identify which four from the previous question are most important to their household. The most important benefits include access to greenspace and nature, or playgrounds (61%), improves my mental health and reduces stress (50%), and improves my physical health and fitness (48%).

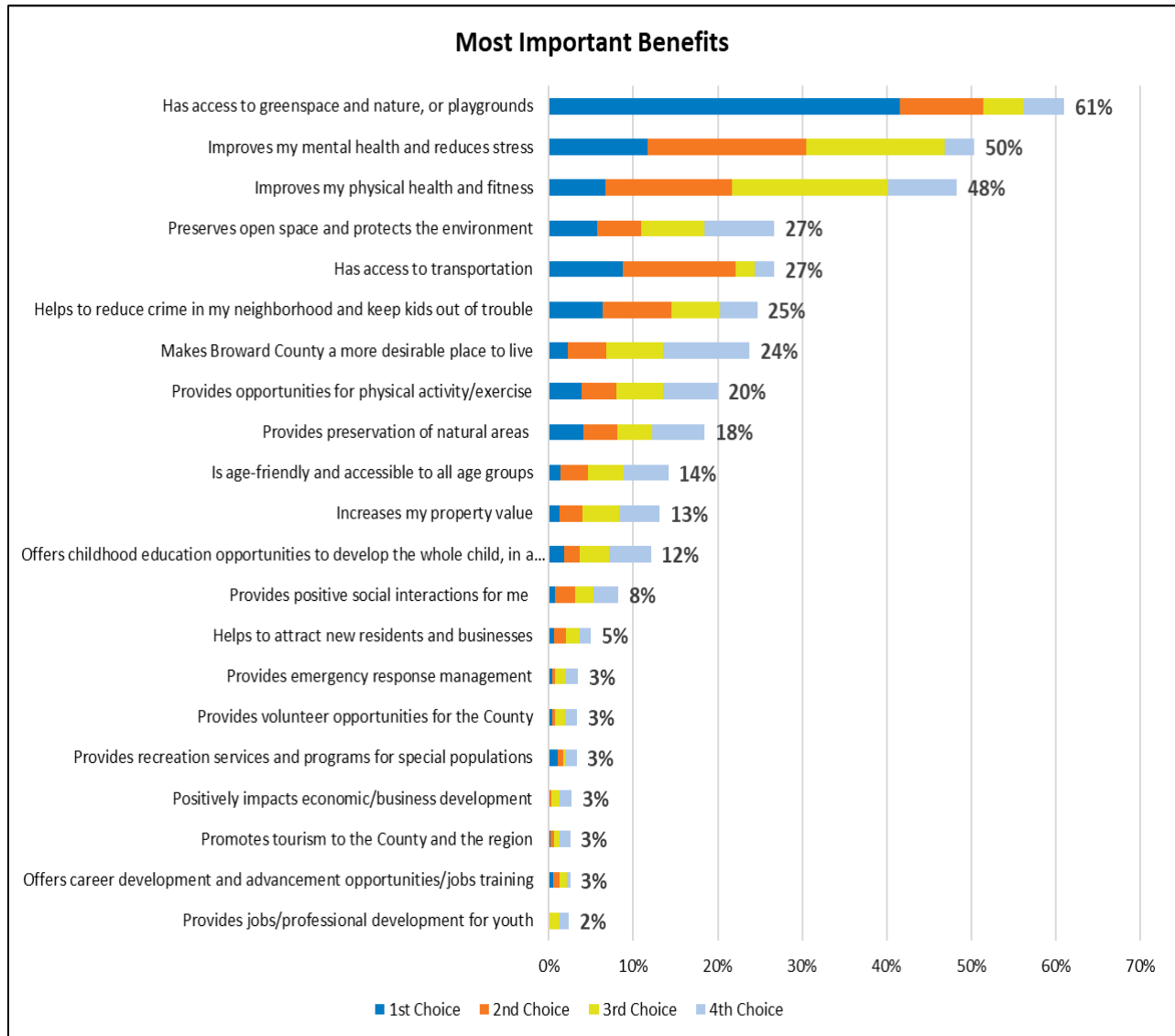


Figure 20: Most Important Benefits

2.1.21 PLEASE RATE YOUR LEVEL OF SATISFACTION WITH THE OVERALL VALUE THAT YOUR HOUSEHOLD RECEIVES FROM THE BROWARD COUNTY PARKS AND RECREATION DIVISION.

When combining very satisfied with satisfied, respondents' overall satisfaction with the County is 73%. Only, 6% of the Respondents' are dissatisfied or very dissatisfied, which speaks highly to the perceived value that households receive from the Division's offerings.

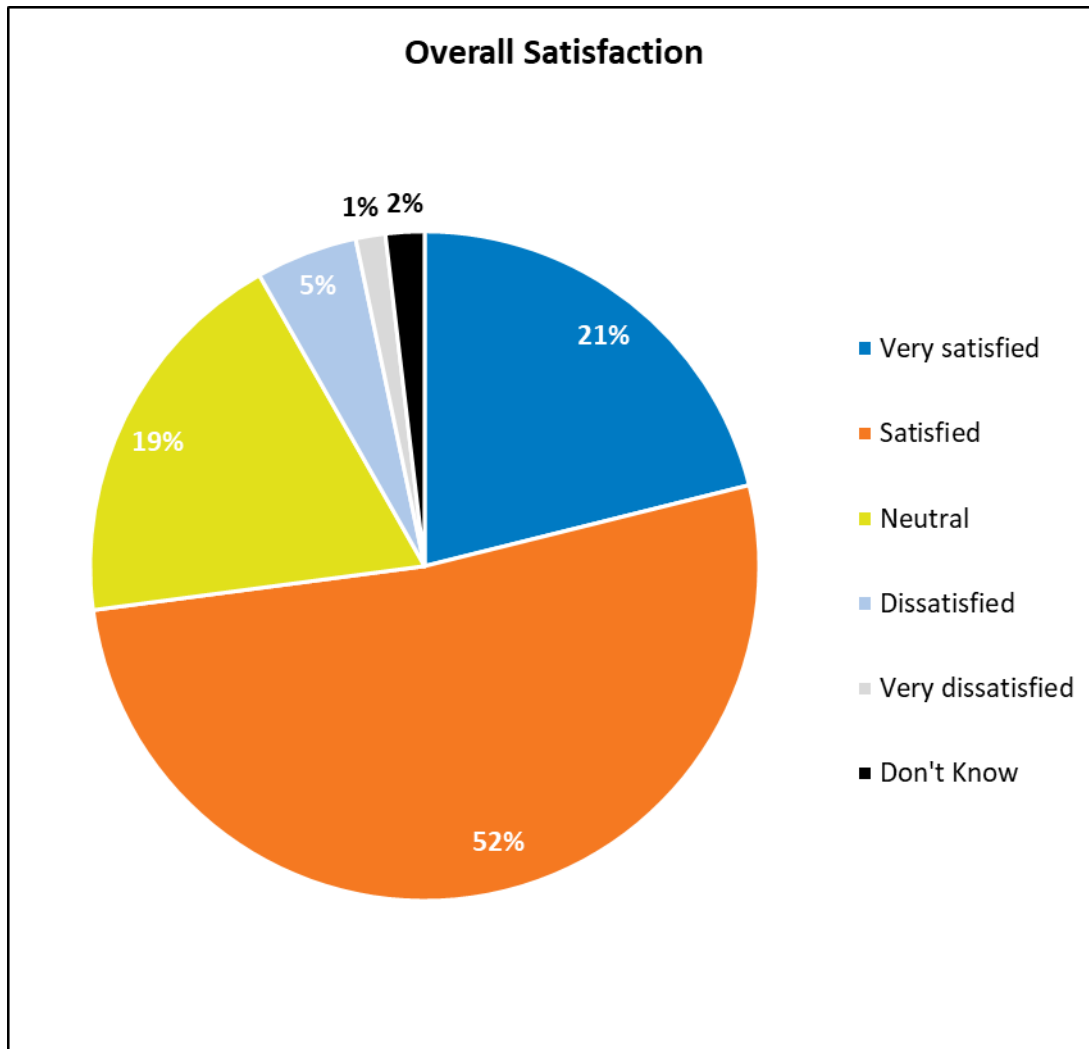


Figure 141: Overall Satisfaction

2.1.22 GIVEN THE RECENT COVID-19 / CORONAVIRUS CRISIS, HOW HAS YOUR AND YOUR HOUSEHOLD'S PERCEPTION OF THE VALUE OF PARKS, TRAILS, OPEN SPACES AND RECREATION CHANGED?

The Division has been adjusting to the County's needs as the COVID-19 Pandemic has evolved. In many instances, the Division serves as an integral part of the emergency responses in the County. During the stay at home orders, parks and recreation facilities that were open air were able to open with protocols in place thus providing the community with much needed access to outdoor spaces.

Based on the responses, the perceived value of parks, trails, open space and recreation has increased for almost two-thirds of all respondents (64%). This is a very encouraging sign for the Division and if this trend continues, it would help create greater advocacy and support for the Division and its offerings going forward.

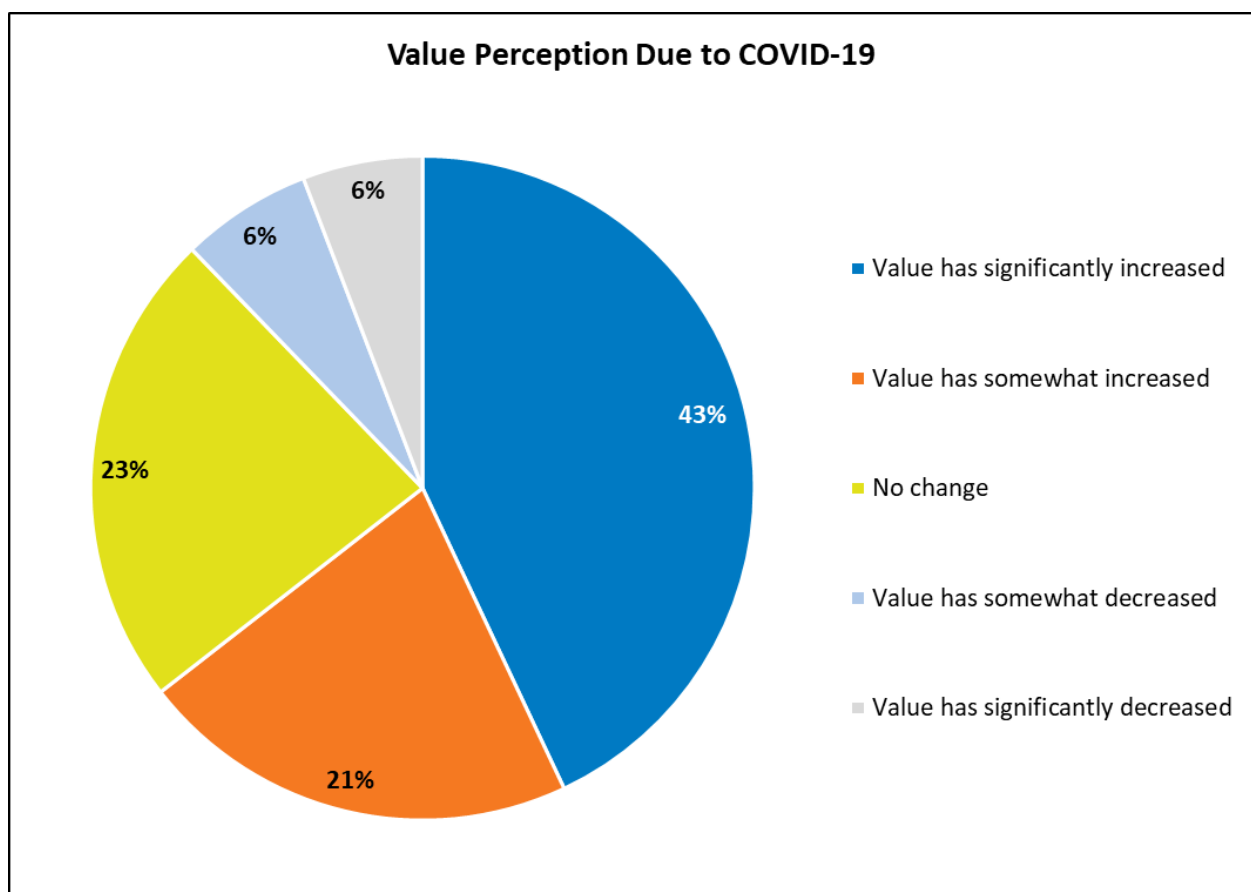


Figure 152: Value Perception Due to COVID-19

2.1.23 BASED ON YOUR PERCEPTION OF VALUE, HOW WOULD YOU WANT THE COUNTY TO FUND FUTURE PARKS, RECREATION, TRAILS AND OPEN SPACE NEEDS?

From the respondents who have stated that their perceived value of the Division's offerings has changed positively, 74% would support an increase in funding while only 1% would consider reducing funding for the Division. With an increase in perceived value of parks, recreation, trails and open space, it is likely to lead to a desire to increase funding, which is also a very encouraging sign for the Division's long-term growth prospects. In addition, the need to increase funding are the responses to questions in section 2.1.14 and 2.1.24 as top priorities.

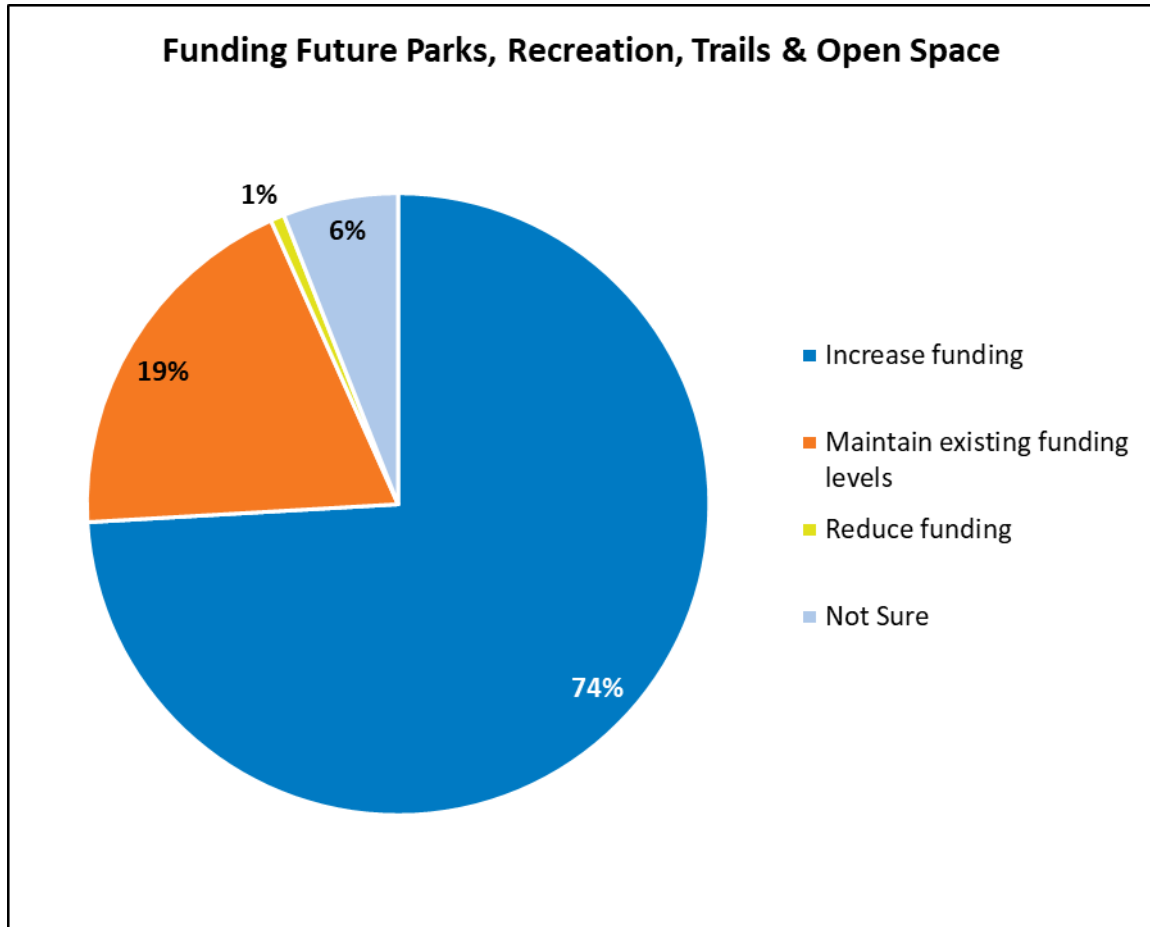


Figure 163: Funding Future Parks, Recreation, Trails & Open Space

2.1.24 PLEASE INDICATE YOUR SUPPORT FOR EACH POTENTIAL ACTION BY CIRCLING THE CORRESPONDING NUMBER TO THE RIGHT.

The blue and orange bars in the graph below identify with respondent's choice of Strongly Agree and Agree. The top three supported actions are Improve existing park infrastructure (88%), Develop new walking trails (87%), and Improve existing walking trails (87%). Five of the top six actions are to improve existing facilities and amenities.

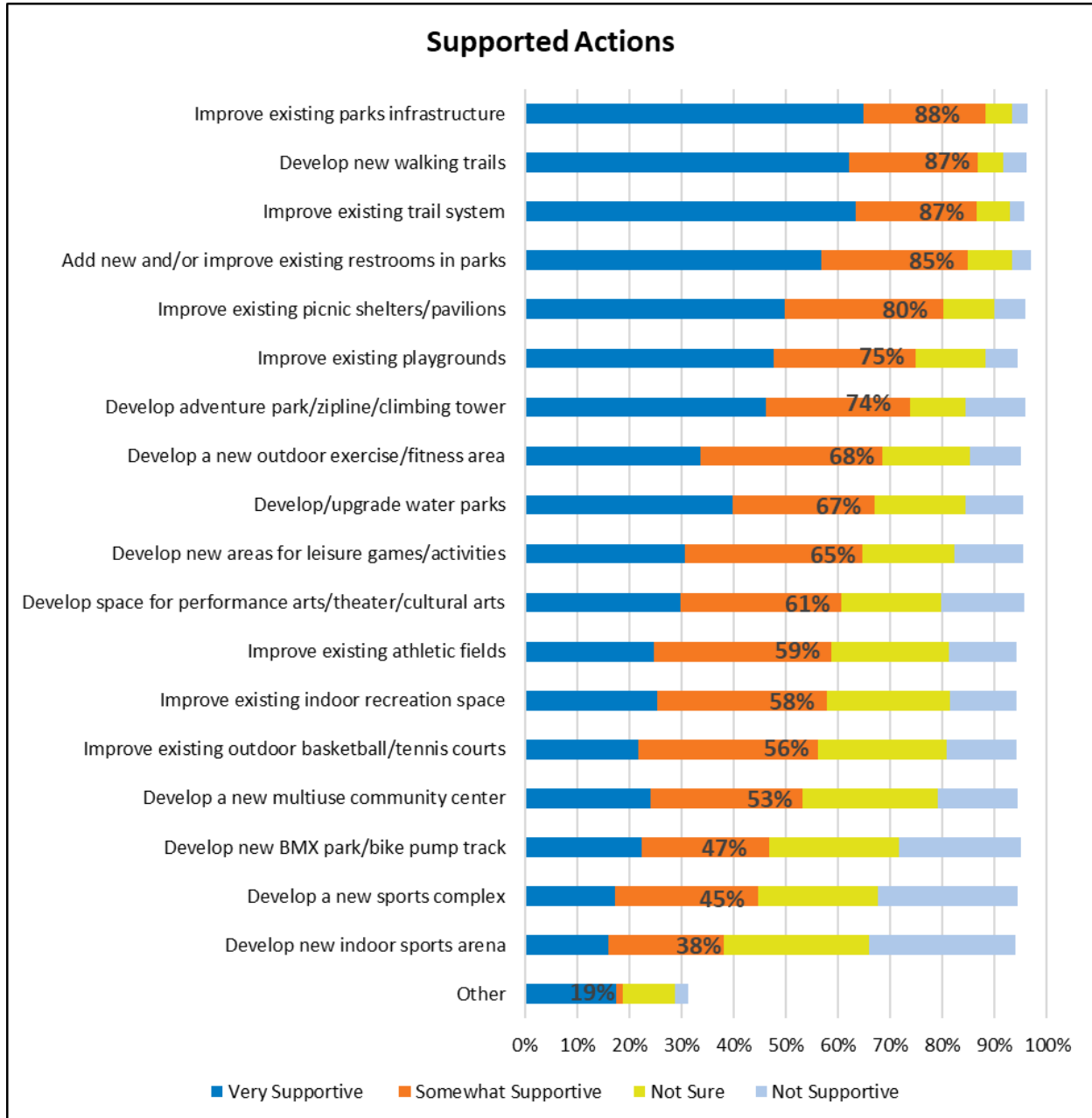


Figure 174: Supported Actions

2.1.25 WHICH FOUR ACTIONS WOULD YOU BE MOST WILLING TO FUND?

Of the actions from the previous question, the top four most willing to fund include Improving existing park infrastructure (43%), Developing adventure park/zipline/climbing tower (39%), Develop new walking trails (39%), and Add new and /or improve existing restrooms in the park (35%). Five of the top seven actions respondents would be most willing to fund are specific to existing facilities and amenities.

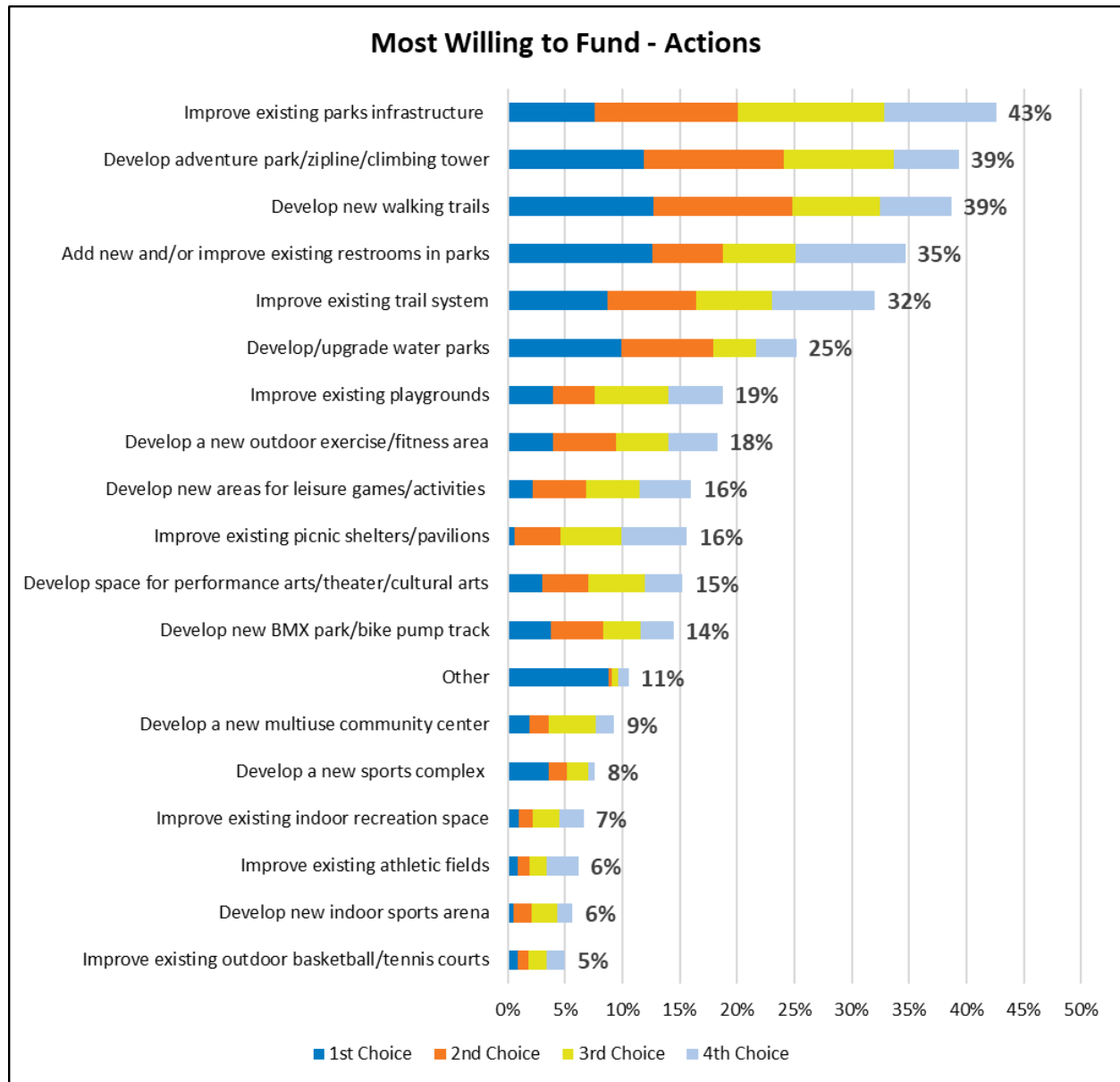


Figure 185: Most Willing to Fund- Actions

2.1.26 HOW SUPPORTIVE ARE YOU OF A BOND REFERENDUM TO FUND THE TYPES OF PARKS AND IMPROVEMENTS THAT YOU INDICATED ABOVE ARE MOST IMPORTANT TO YOU AND YOUR HOUSEHOLD?

Combining results from respondents stating they are very supportive and somewhat supportive of a bond referendum, over three out of four (77%) respondents support the bond. Only (5%) of the respondents do not support the bond. This is a strong representation and is most likely driven by the vast majority of respondents being users and appreciating the existing facilities and amenities.

A few questions in this survey asked about major actions and how people would allocate funds. Those responses and the response to this question demonstrate that respondents value parks and recreation enough to contribute financially to their desired outcome.

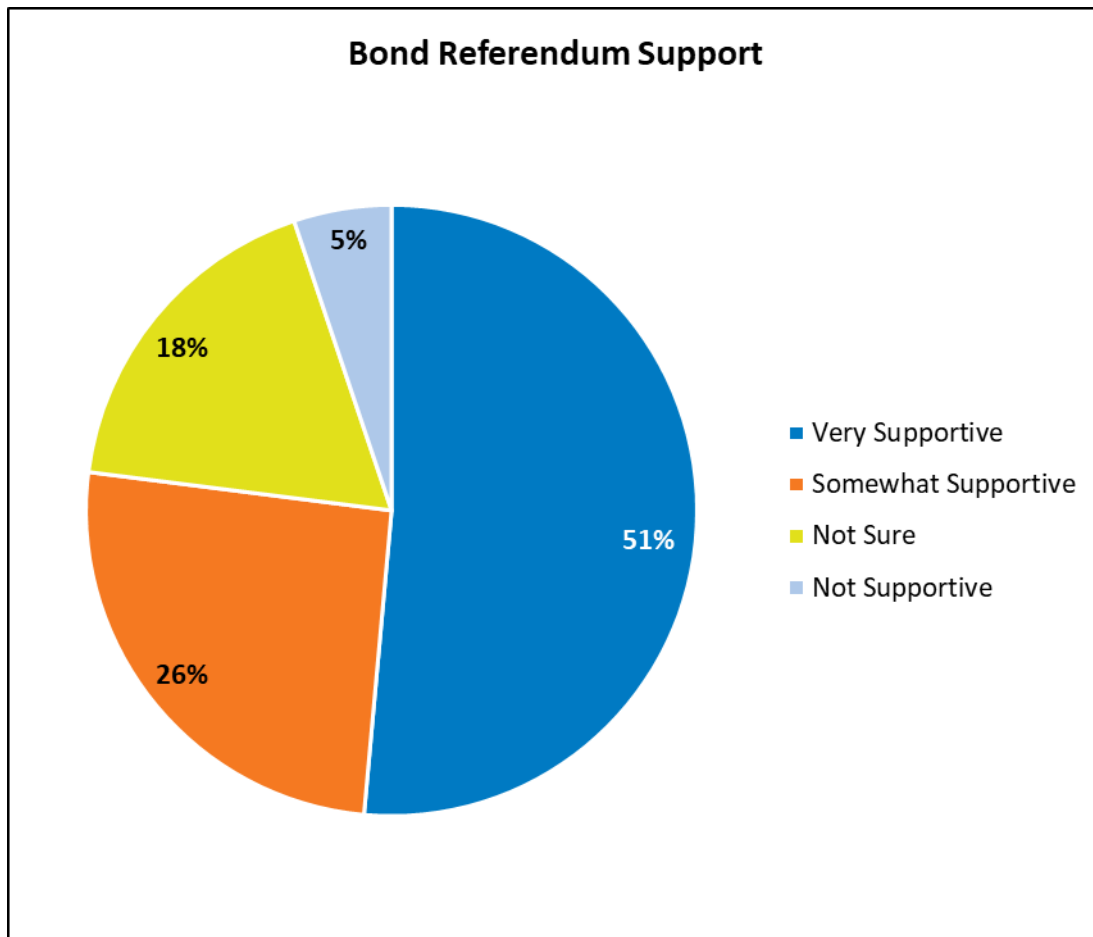
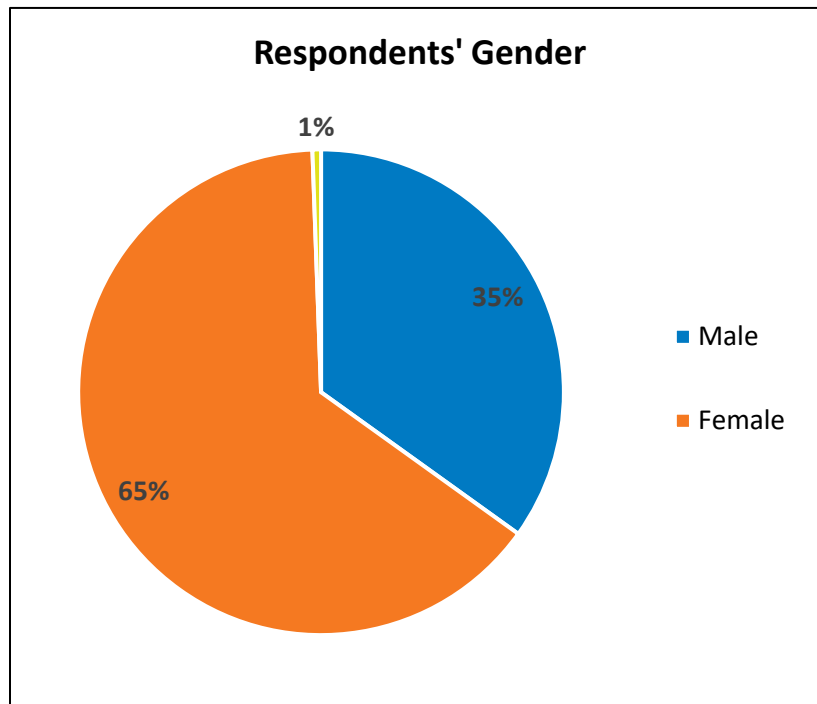


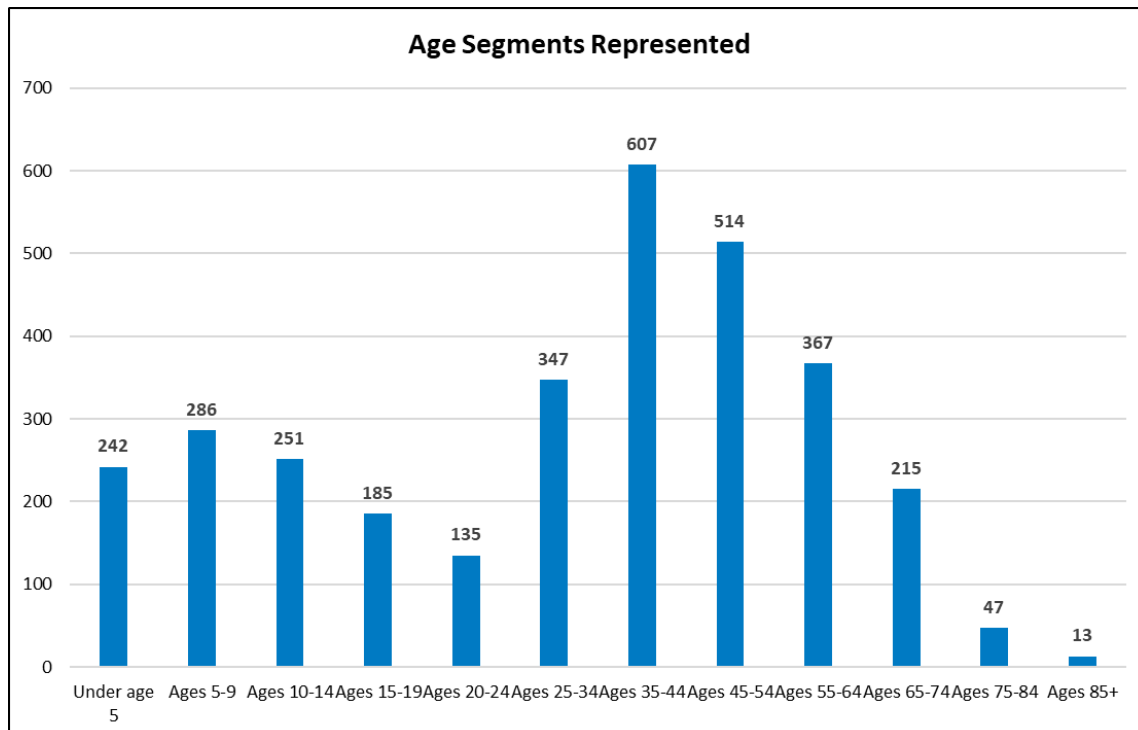
Figure 196: Bond Referendum Support

3.1 DEMOGRAPHICS

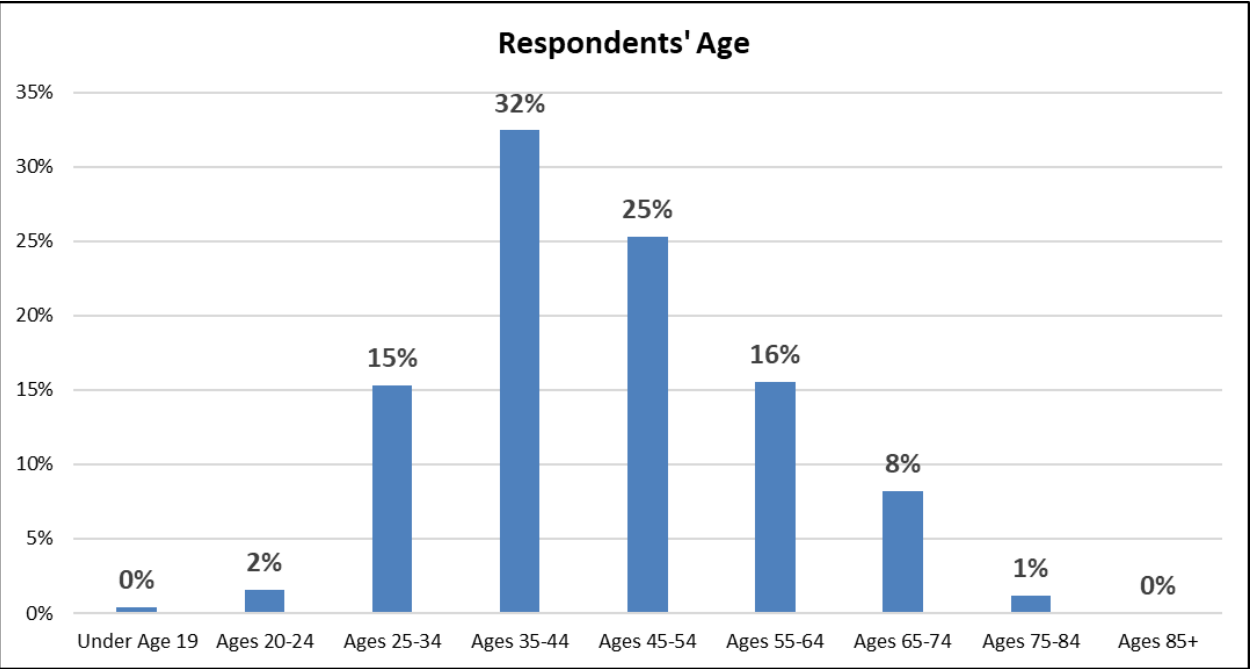
3.1.1 YOUR GENDER



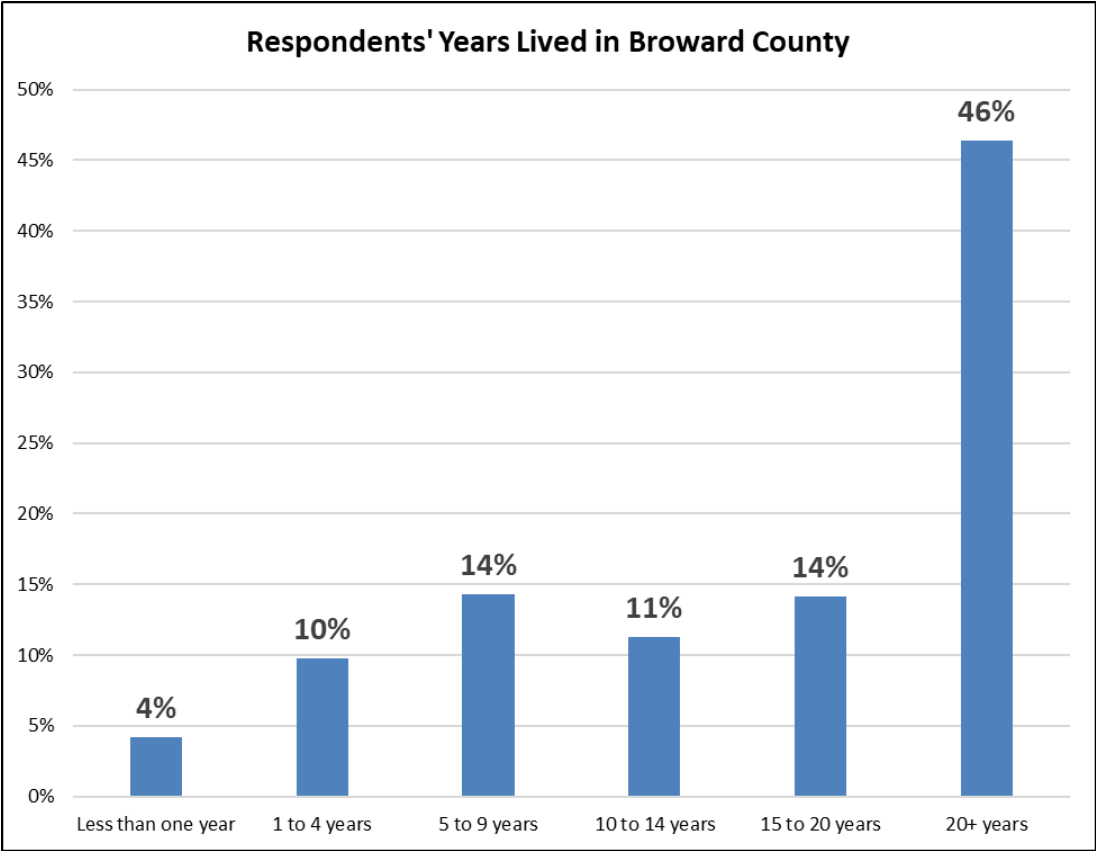
3.1.2 INCLUDING YOURSELF, HOW MANY PEOPLE IN YOUR HOUSEHOLD ARE...



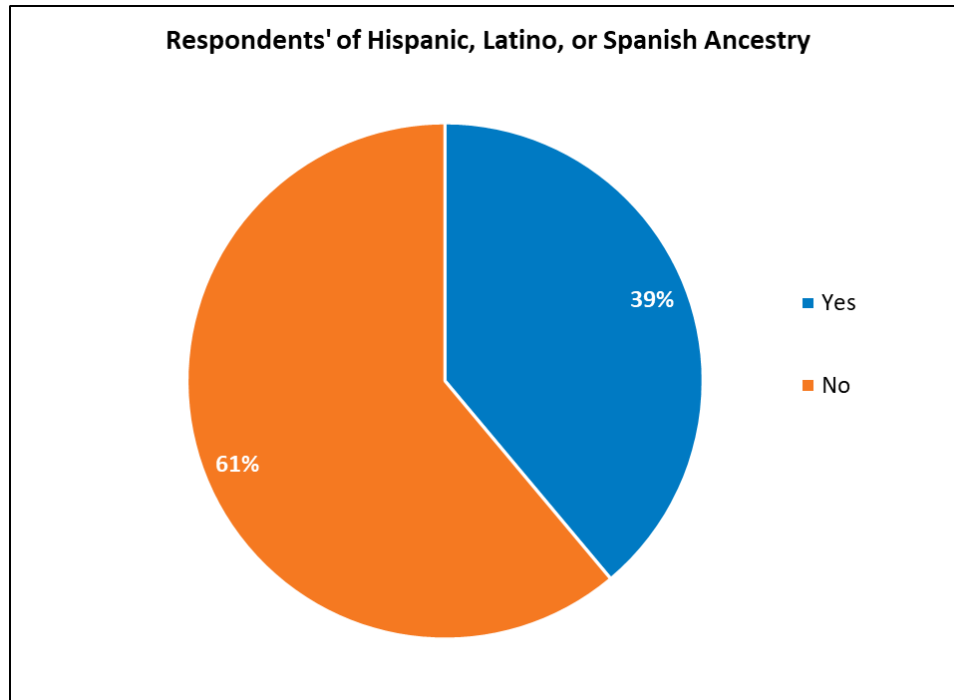
3.1.3 WHAT IS YOUR AGE?



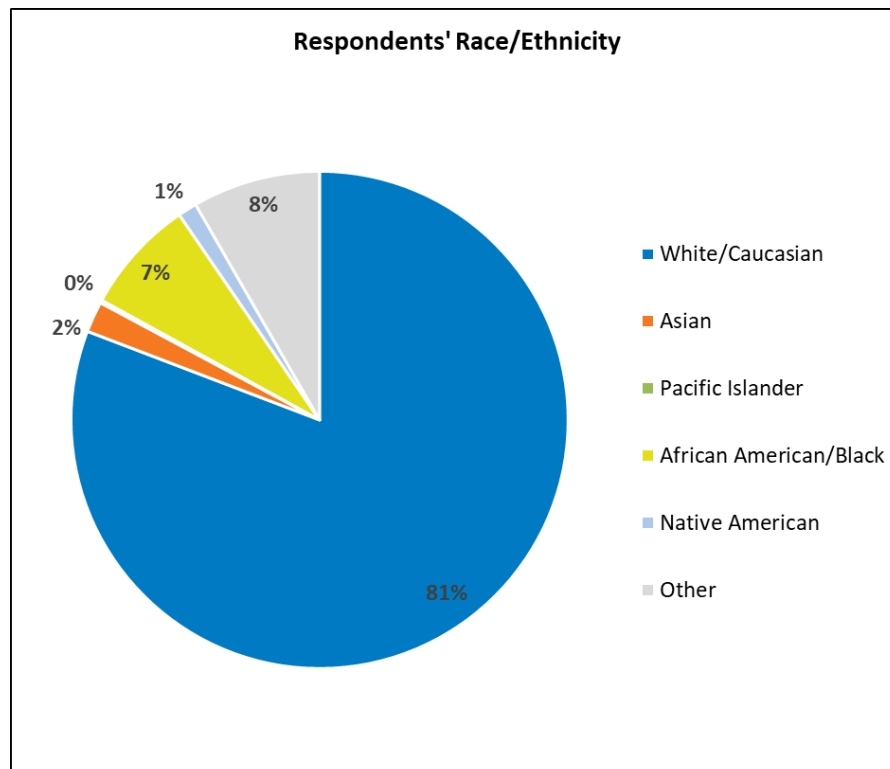
3.1.4 HOW MANY YEARS HAVE YOU LIVED IN BROWARD COUNTY?



3.1.5 ARE YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD OF HISPANIC, LATINO, OR SPANISH ANCESTRY?



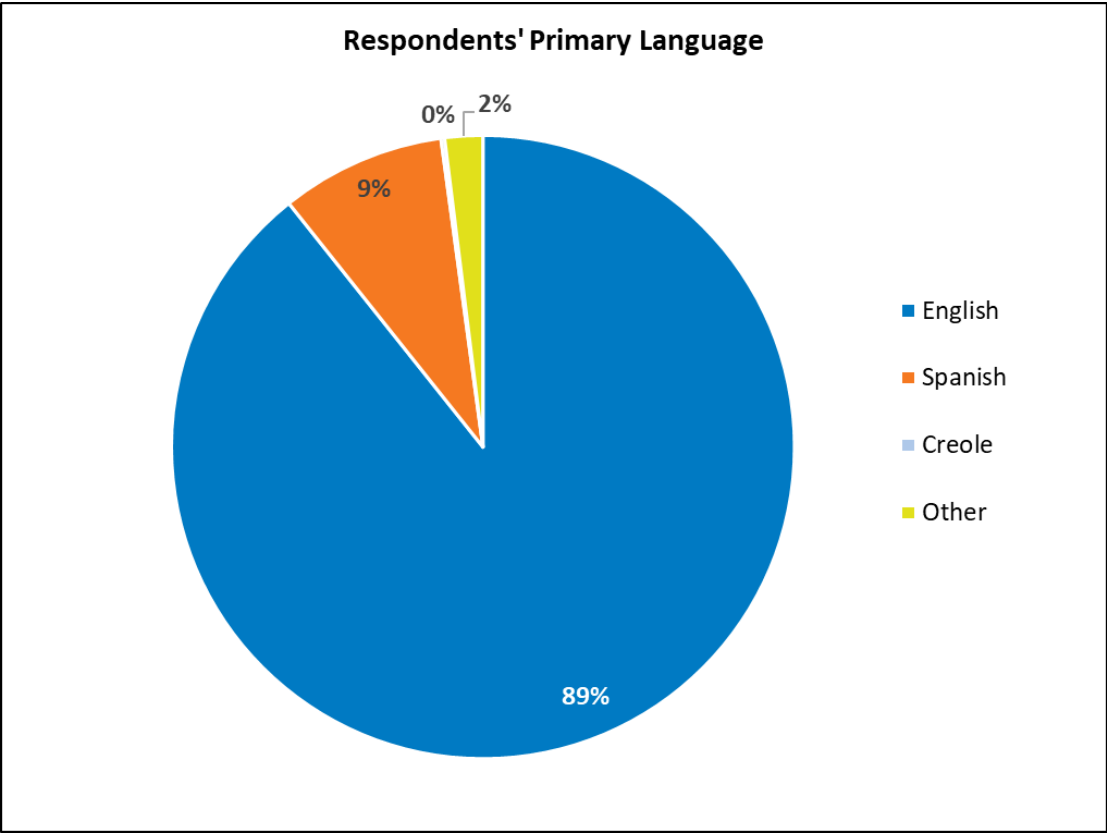
3.1.6 WHICH OF FOLLOWING BEST DESCRIBES YOUR RACE/ETHNICITY?



3.1.7 WHAT IS THE PRIMARY LANGUAGE SPOKEN IN YOUR HOME?

“Other” Themes:

- Portuguese (5)
- French (3)
- Hebrew (1)
- Romainian (1)
- Polish (2)
- Japanese (1)
- Tamil (1)
- Lithuanian (1)
- Russian (1)
- Czech (1)



4.1 CONCLUSION

The PROS Consulting team recognizes that the survey was completed by a majority of individuals who are users of the parks/facilities (96%) in varying age segment representation. Of the respondents, (81%) were White/Caucasian and 65% were female. These characteristics do not fully reflect the County's demographic and consequently, the responses are skewed to some degree based on a greater than average population of park users, those with access to digital mediums and not as diverse as the overall County population.

It is important to compare and contrast the online survey findings with those of the Statistically-Valid Survey which is scientific in nature. It is equally important to know that these surveys were launched at separate times.

The following represents additional key takeaways based on the electronic survey results:

- Parks & Facility /Amenities
 - Thirty of the parks/facilities are used by less than 1% of the population.
 - Of the park users, 47% visit the park at least one to five times a week and a majority rate the parks' physical conditions as excellent and good combined (89%).
 - Current visiting barriers are mostly related to restrictions and apprehension during COVID-19.
 - Most needed facilities and amenities include Multi-use paved & unpaved trails (45%), Open space conservation areas (37%), Small neighborhood parks (36%), and Observatory (36%). However, when asked which facilities or amenities are the most important, respondents chose Accessible parks/walking trails (38%), Multi-use paved & unpaved trails (33%), Mountain bike trails (20%) and Playgrounds (18%).
- Communication
 - Current program and park services are learned of through word of mouth (85%), County website (57%), and Social Media (43%). However, respondents would prefer Social Media (54%), County website (49%), and emails (47%) going forward. It is important to remember that digital media influences word of mouth. In social settings, residents are sharing what they have received and read from the County.
- Programs
 - In the past 12 months, 47% of the respondents have participated in programs. Of those respondents, 28% participate once a year, 52% participate 2-3 times a year, 15% participate in 4-6 times per year and 5% participate in 7 or more times per year.
 - Combining ratings of Excellent and Good, respondents indicated they are extremely satisfied with program quality (94%).
 - Top three barriers for program participation include, "I don't know what is being offered" (67%), "too busy/not interested" (15%), and "prefer individual activities" (13%).
 - Respondents have a high interest in food events (67%), entertainment (51%), and cultural celebrations (37%).
 - The top four program needs include Exercise classes (42%), Outdoor environmental education/nature camps and programs (41%), County special events (40%), and Adult fitness & wellness programs (39%). Reflecting on the most important programs selected, Adult fitness & wellness programs (36%), Outdoor environmental education/nature camps and programs (30%), County special events (28%) and Exercise classes (18%) were the top priorities.

- Funding
 - Respondents support improvements/maintenance of existing parks, pools, and recreation facilities (\$31.44 average from \$100), and acquisition and development of walking and biking trails (\$27.27 average from \$100).
 - COVID-19 has increased the perceived value of parks significantly for almost two out of three respondents (64%). Due to the perceived value increase, 74% of the respondents support an increase in funding for the county. The top three supported actions include Improve existing park infrastructure (88%), Develop new walking trails (87%), and Improve existing trail system (87%).
 - Actions most willing to fund include Improve existing park infrastructure (43%), Develop adventure park/zipline/climbing tower (39%), and Develop new walking trails (39%).
 - Respondents are supportive of a bond referendum (77%) to fund the types of parks and amenity improvements that are most important to them.