Broward County Parks and Recreation System Master Plan Needs Assessment Survey

Findings Report

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2020

Submitted to the Broward County (FL) Parks and Recreation Department

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ETC INSTITUTE

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Broward County Parks and Recreation System Master Plan Needs Assessment Survey Executive Summary

Overview

ETC Institute administered a parks and recreation needs assessment in the Spring of 2020 for Broward County. This assessment was administered as part of the County's efforts to develop area parks, facilities, and programs. Information compiled from the assessment will provide key data to set a clear vision for the future. This survey will determine priorities for parks, recreation facilities, program offerings, and special event offerings in the County.

Methodology

ETC Institute mailed a survey packet to a random sample of households in Broward County. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it online at www.BrowardCountySurvey.org.

Ten days after the surveys were mailed, ETC Institute sent emails to the households that received the survey to encourage participation. The emails contained a link to the online version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of the County from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to obtain completed surveys from at least 600 residents. The goal was exceeded with a total of 652 residents completing the survey. The overall results for the sample of 652 households have a precision of at least +/-3.8% at the 95% level of confidence.

This report contains the following:

- Charts showing the overall results of the survey (Section 1)
- Benchmarking analysis comparing the County's results to national results (Section 2)
- Priority Investment Rating (PIR) that identifies priorities for facilities and programs (Section 3)
- Tabular data showing the overall results for all questions on the survey (Section 4)
- A copy of the survey instrument (Section 5)

The major findings of the survey are summarized below and on the following pages.

Use and Ratings of County Parks and Facilities

Use. Over three-fourths (78%) of respondents indicated they or members of their household had visited Broward County Parks and Recreation Division parks and/or facilities during the past 12 months. Of those responding households (78%),

- 10% had visited 5 or more times a week,
- 26% had visited 2 to 4 times a week,
- 16% had visited once a week,
- 26% had visited 1 to 3 times a month, and
- 21% had visited less than once a month.

Potential Barriers to Park/Facility Use. The respondents that indicated they had not visited any County parks and/or facilities in the past 12 months (22%) were asked to indicate, from a list of fourteen (14) potential reasons, why they did not make any visits.

- 22% indicated they use City parks/facilities
- 17% indicated they are not aware of parks' or facilities' locations
- 16% indicated that County parks/facilities lack the features wanted to use

Ratings. Ninety percent (90%) of the respondents that visited County parks/facilities had rated the physical condition as excellent (32%) or good (58%).

Use and Ratings of County Programs and Events

Use. Thirty-six percent (36%) of responding households indicated they have participated in programs/events offered and/or hosted by the County Parks and Recreation Division during the past 12 months. Of those households (36%),

- 6% participated in 7 or more programs/events,
- 14% participated in 4 to 6 programs/events,
- 59% participated in 2 to 5 programs/events, and
- 21% participated in 1 program/event.

Potential Barriers to Park/Facility Use. The respondents that indicated they had not participated in any County program(s)/event(s) in the past 12 months (64%) were asked to indicate, from a list of nineteen (19) potential reasons, why they did not participate in any programs/events offered by the County.

- 48% indicated they do not know what is offered
- 25% indicated they were too busy/not interested
- 16% indicated they prefer individual activities
- 11% indicated that the program times are not convenient

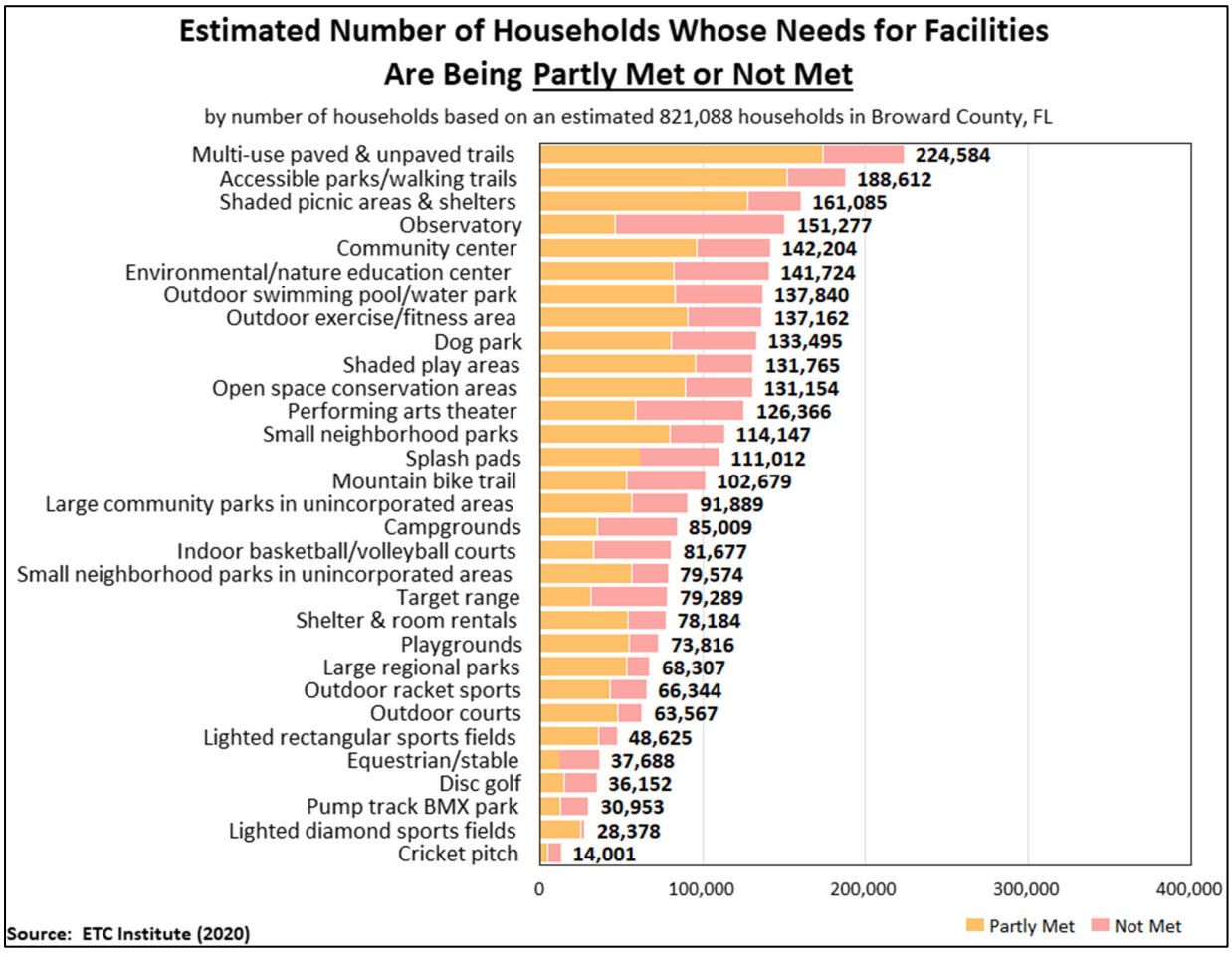
Ratings. Ninety-two percent (92%) of the respondents that participated in County programs/events rated the overall quality as either excellent (32%) or good (60%).

Facility Needs and Priorities

Facility Needs. Respondents were asked to identify if their household had a need for 31 facilities and rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest "unmet" need for various facilities. The four facilities with the highest percentage of households that have an unmet need were:

1. multi-use paved and unpaved trails – 224,584 households (or 27%),
2. accessible parks/walking trails – 188,612 households (or 23%),
3. shaded picnic areas and shelters – 161,085 households (or 20%), and
4. observatory – 151,277 households (or 18%).

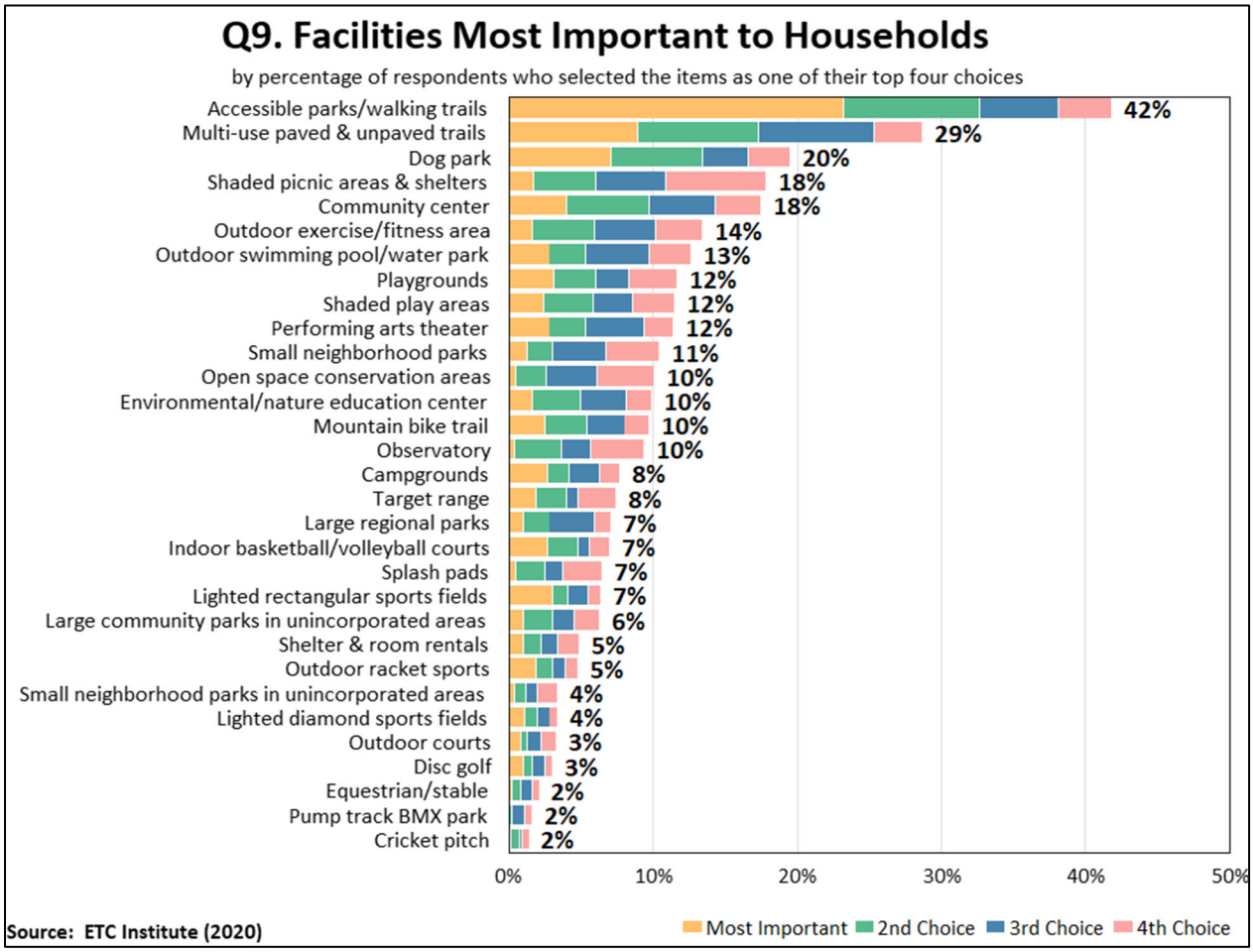
The estimated number of households that have unmet needs for each of the 31 facilities that were assessed is shown in the table below.



Facility Importance: In addition to assessing the needs for each facility, ETC Institute also assessed the importance that residents placed on each facility. Based on the sum of respondents' top four choices, the four most important facilities to residents were:

1. accessible parks/walking trails (42%),
2. multi-use paved and unpaved trails (29%),
3. dog park (20%), and
4. shaded picnic areas and shelters (18%).

The percentage of residents who selected each facility as one of their top four choices is shown in the graph below.

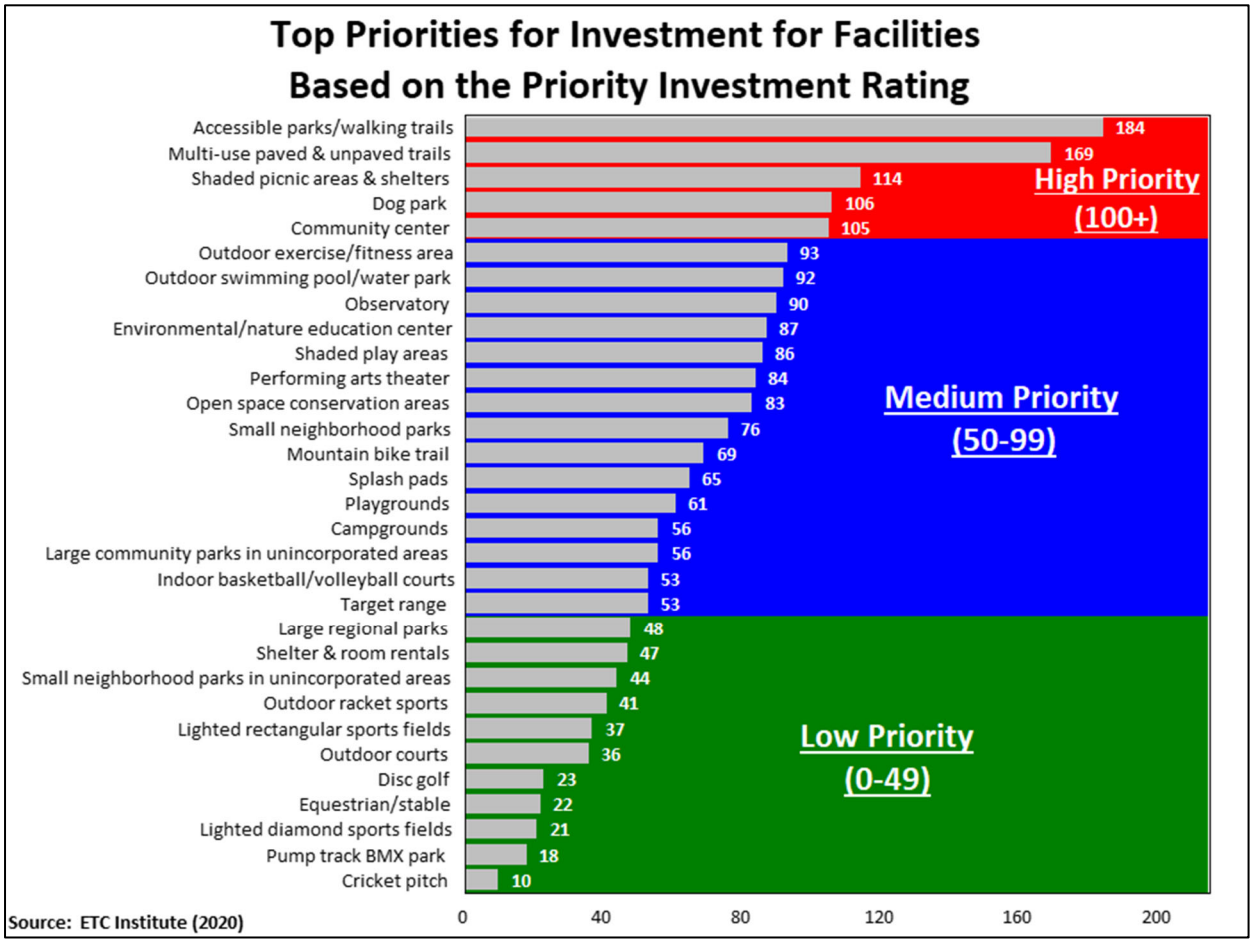


Priorities for Facility Investments: The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on Parks and Recreation investments. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on amenity/program and (2) how many residents have unmet needs for the facility/program. [Details regarding the methodology for this analysis are provided in Section 3 of this report.]

Based the Priority Investment Rating (PIR), the following five facilities were rated as high priorities for investment:

- Accessible parks/walking trails (PIR=184)
- Multi-use paved and unpaved trails (PIR=169)
- Shaded picnic areas and shelters (PIR=114)
- Dog park (PIR=106)
- Community center (PIR=105)

The graph below shows the Priority Investment Rating for each of the 31 facilities that were rated.



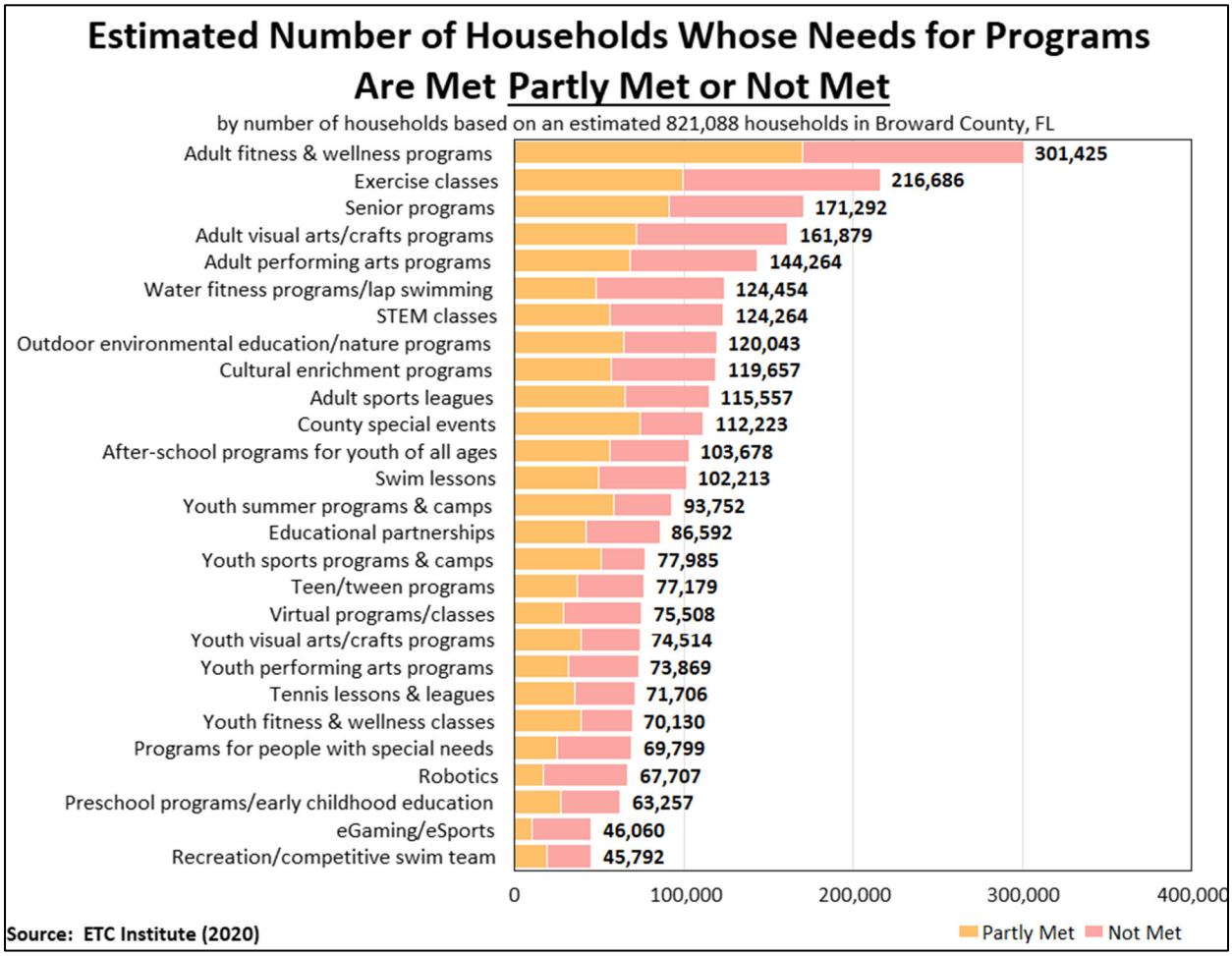
Program Needs and Priorities

Program Needs. Respondents were also asked to identify if their household had a need for 27 programs and rate how well their needs for each program were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had "unmet" needs for each program.

The four recreation programs with the highest percentage of households that have an unmet need were:

1. adult fitness and wellness programs – 301,425 households (or 37%),
2. exercise classes – 216,686 households (or 26%),
3. senior programs – 171,292 households (or 21%), and
4. adult visual arts/crafts programs – 161,879 households (0r 20%).

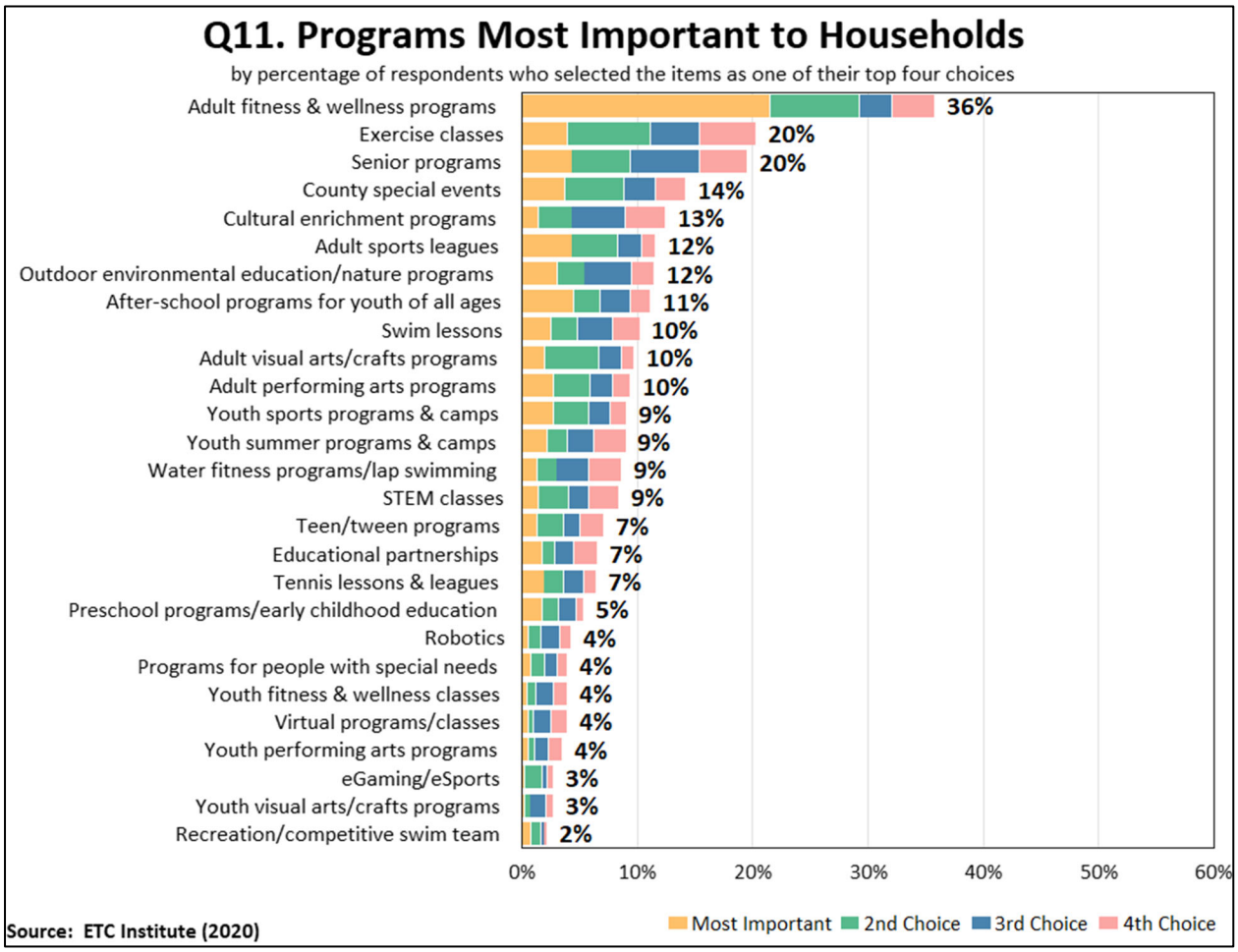
The estimated number of households that have unmet needs for each of the 27 programs that were assessed is shown in the graph on the next page.



Program Importance. In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents placed on each program. Based on the sum of respondents' top four choices, the four most important programs to residents were:

1. adult fitness and wellness programs (36%),
2. exercise classes (20%),
3. senior programs (20%), and
4. County special events (14%).

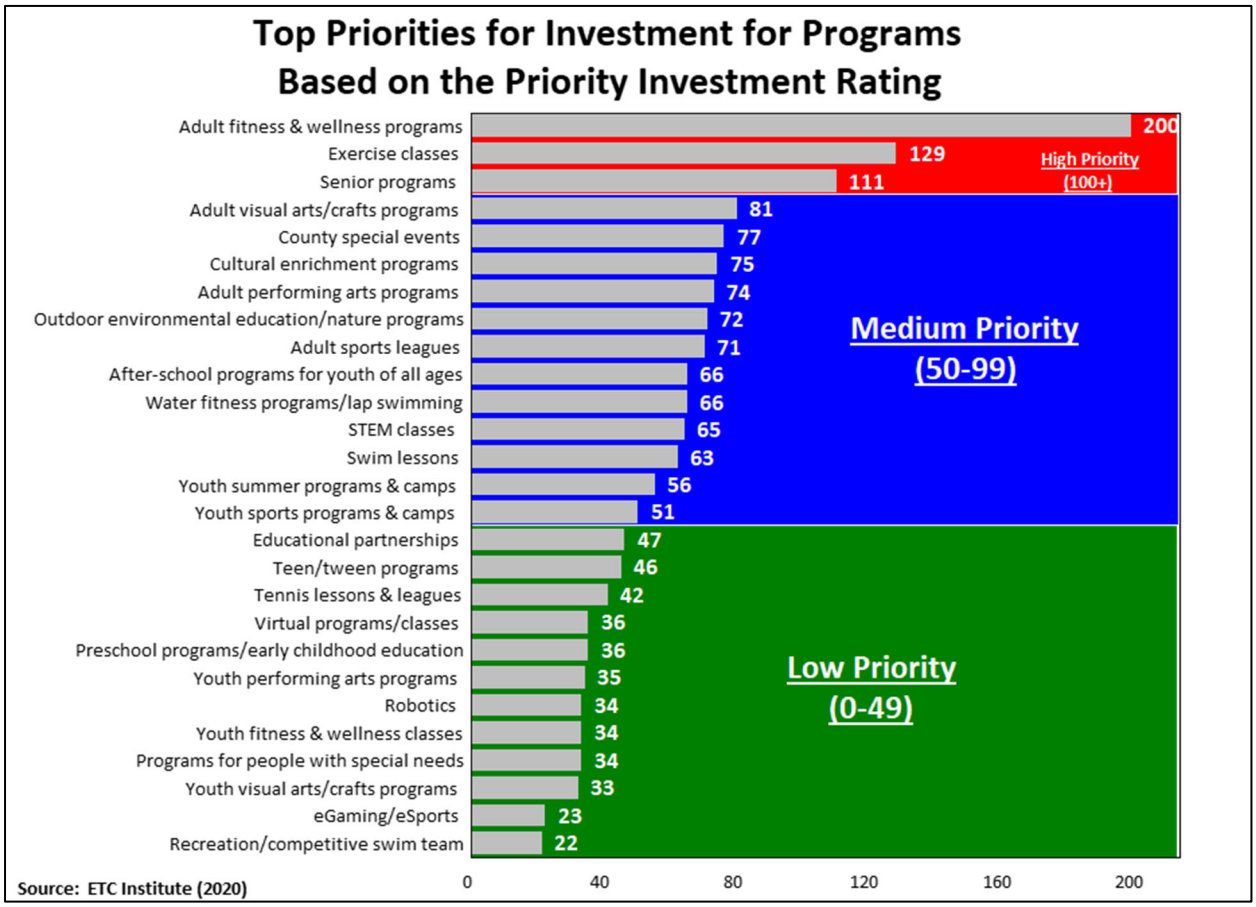
The percentage of residents who selected each program as one of their top four choices is shown in the chart below.



Priorities for Program Investments. Based on the priority investment rating (PIR), which was described briefly on Page v of this Executive Summary and is described in more detail in Section 3 of this report, the following three programs were rated as "high priorities" for investment:

- Adult fitness and wellness programs (PIR=200)
- Exercise classes (PIR=129)
- Senior programs (PIR=111)

The chart on the next page shows the Priority Investment Rating for each of the 27 programs that were rated.



Additional Findings

Overall Satisfaction. Respondents were asked to rate their level of satisfaction with the overall value they and their household receives from the County Parks and Recreation Division.

- 14% of respondents were very satisfied
- 45% of respondents were satisfied
- 33% of respondents were neutral
- 6% of respondents were dissatisfied
- 2% of respondents were very dissatisfied

Perception of Parks, Trails, Open Space, and Recreation. Respondents were asked how the COVID-19 crisis has impacted and changed their and their household's perception of the value of parks, trails, open spaces, and recreation.

- 28% indicated their perception of value has significantly increased
- 23% indicated their perception of value has somewhat increased
- 39% indicated their perception of value has been unchanged
- 6% indicated their perception of value has somewhat decreased
- 4% indicated their perception of value has significantly decreased

Half (50%) of responding households indicated, based on their perception of value, they would want to the County to increase funding to future parks, recreation, trails, and open space needs. Thirty-five percent (35%) would want the County to maintain existing funding levels and 2% of respondents would want the County to reduce funding to future parks, recreation, trails, and open space needs.

Benefits of County Parks, Facilities, and Programs. The highest levels of agreement with potential benefits that County parks, facilities, and programs provide, based on the sum of "strongly agree" and "agree" responses among residents *who had an opinion*, were: has access to greenspace and nature, or playground (82%), provides opportunities for physical activities (80%), makes County a more desirable place to live (75%), and preserves open space and protects the environment (73%).

Potential benefits that responding households indicated were most important to them, based on the sum of respondents' top four choices, were: has access to greenspace and nature or playgrounds (37%), helps to reduce crime in neighborhoods (24%), improves mental health and reduces stress (22%), and improves physical health and fitness (21%).

Potential Improvements. The highest levels of support for potential improvements to parks and the recreation system, based on the sum of "very supportive" and "somewhat supportive" responses among residents *who had an opinion*, were: improve existing parks infrastructure (76%), develop new walking trails (74%), improve existing trail system (73%), and add new and/or improve existing restrooms in parks (72%).

Potential improvement actions that the County could take that respondents indicated they would be most willing to fund, based on the sum of respondents' top four choices, were: develop new walking trails (33%), add new and/or improve existing restrooms in parks (27%), improve existing parks infrastructure (26%), and improve existing trail system (21%).

The levels of support, from responding households, for a bond referendum to fund potential improvements that are most important to responding households, were:

- 30% of responding households were very supportive,
- 41% of responding households were somewhat supportive,
- 17% of responding households were not sure, and
- 12% of responding households were not supportive.

Allocation of Funds. Responding households were asked how they would allocate funds among various parks and recreation categories. With $100 in budget to allocate among five (5) different categories, responding households would budget,

- $26 for improvements/maintenance of existing facilities,
- $22 for acquisition and development of walking and biking trails,
- $21 for the development of new indoor facilities,
- $18 for the acquisition of new park land and open space, and
- $14 for the construction of new sports fields.

Potential Event Offerings. Responding households indicated they would be most interested in attending food events (66%), entertainment events (50%), holiday celebrations (37%), and cultural celebrations (36%).

Methods of Learning. Responding households were asked to indicate all the ways they learn about County programs and services.

- 54% indicated they use word of mouth
- 42% indicated they use the County website
- 29% indicated they use social media
- 28% indicated they use materials at parks or recreation facilities

The methods most preferred to be used by responding households, based on the sum of respondents' top three choices, were:

1. emails (41%),
2. County website (35%),
3. social media (32%), and
4. e-newsletter (20%).

Organizations Used for Recreation/Sports Activities. The organizations that responding households use most for recreation and/or sports activities during the past 12 months were; City parks/facilities (55%), Broward County Parks and Recreation Division (53%), private workout facilities (32%), and Florida State parks (28%).

Conclusions

To ensure that the Broward County Parks and Recreation Division continues to meet the needs and expectations of the community, ETC Institute recommends that the Parks and Recreation Department sustain and/or improve the performance in areas that were identified as "high priorities" by the Priority Investment Rating (PIR). The programs and facilities with the highest PIR ratings are listed below.

Facility Priorities

- Accessible parks/walking trails (PIR=184)
- Multi-use paved and unpaved trails (PIR=169)
- Shaded picnic areas and shelters (PIR=114)
- Dog park (PIR=106)
- Community center (PIR=105)

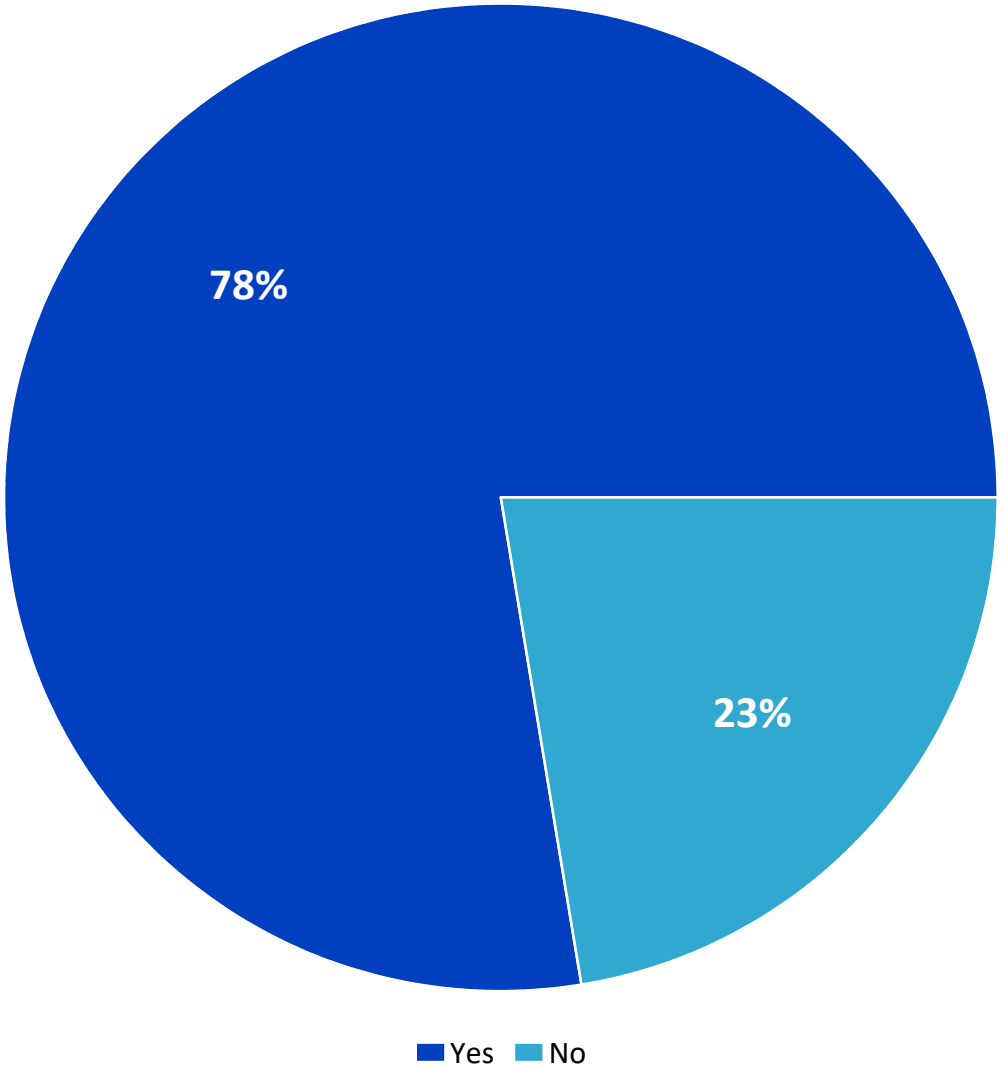
Program Priorities

- Adult fitness and wellness programs (PIR=200)
- Exercise classes (PIR=129)
- Senior programs (PIR=111)

Section 1
Charts and Graphs

Q1. 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?

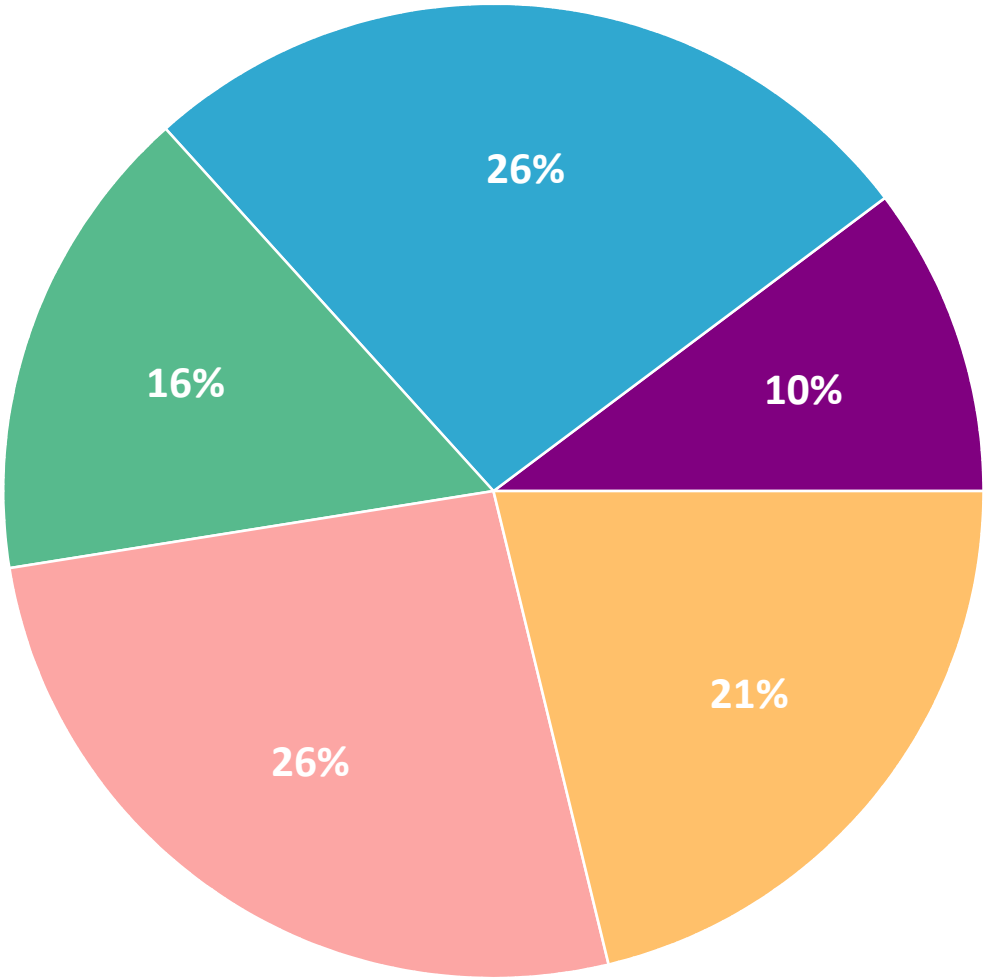
by percentage of respondents



Source: ETC Institute (2020)

Q1b. How often have you visited Broward County Parks and Recreation Division parks and/or facilities during the past 12 months?

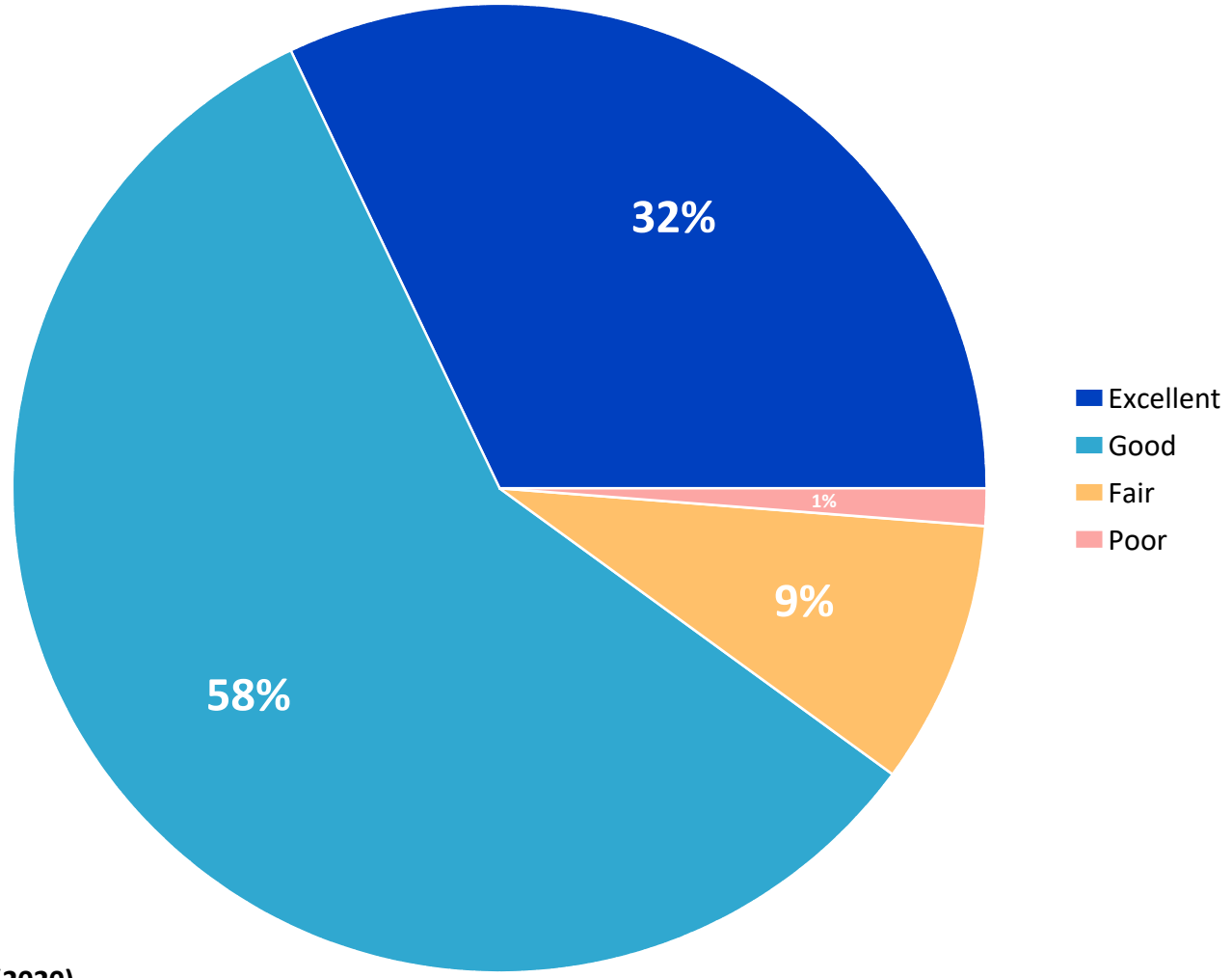
by percentage of respondents who answered "yes" to Q1 (without "don't know")



Source: ETC Institute (2020)

Q1c. Overall, how would you rate the physical condition of ALL the Broward County Parks and Recreation Division parks and facilities you have visited?

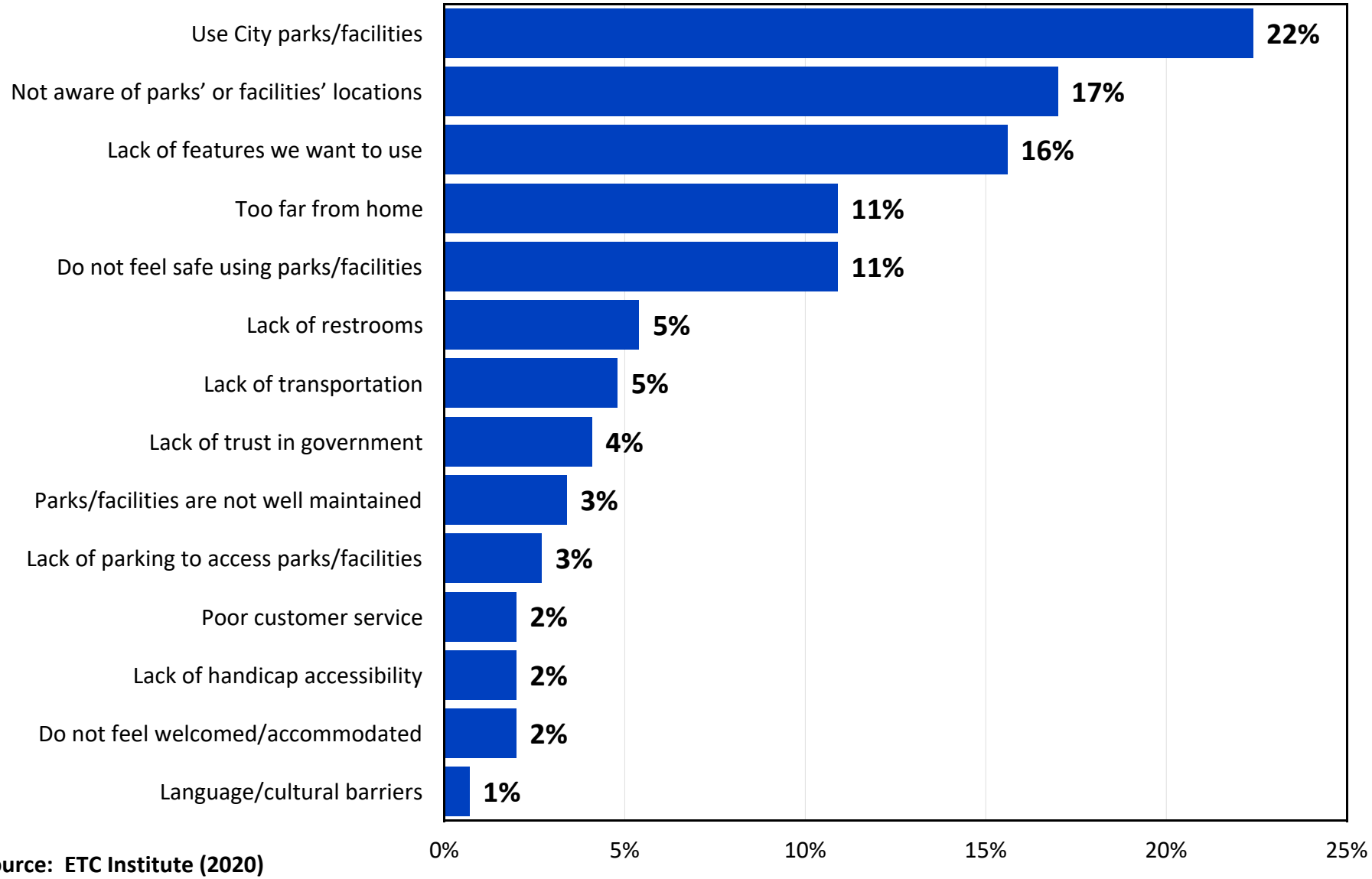
by percentage of respondents who answered “yes” to Q1 (without "not provided")



Source: ETC Institute (2020)

Q1d. 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.

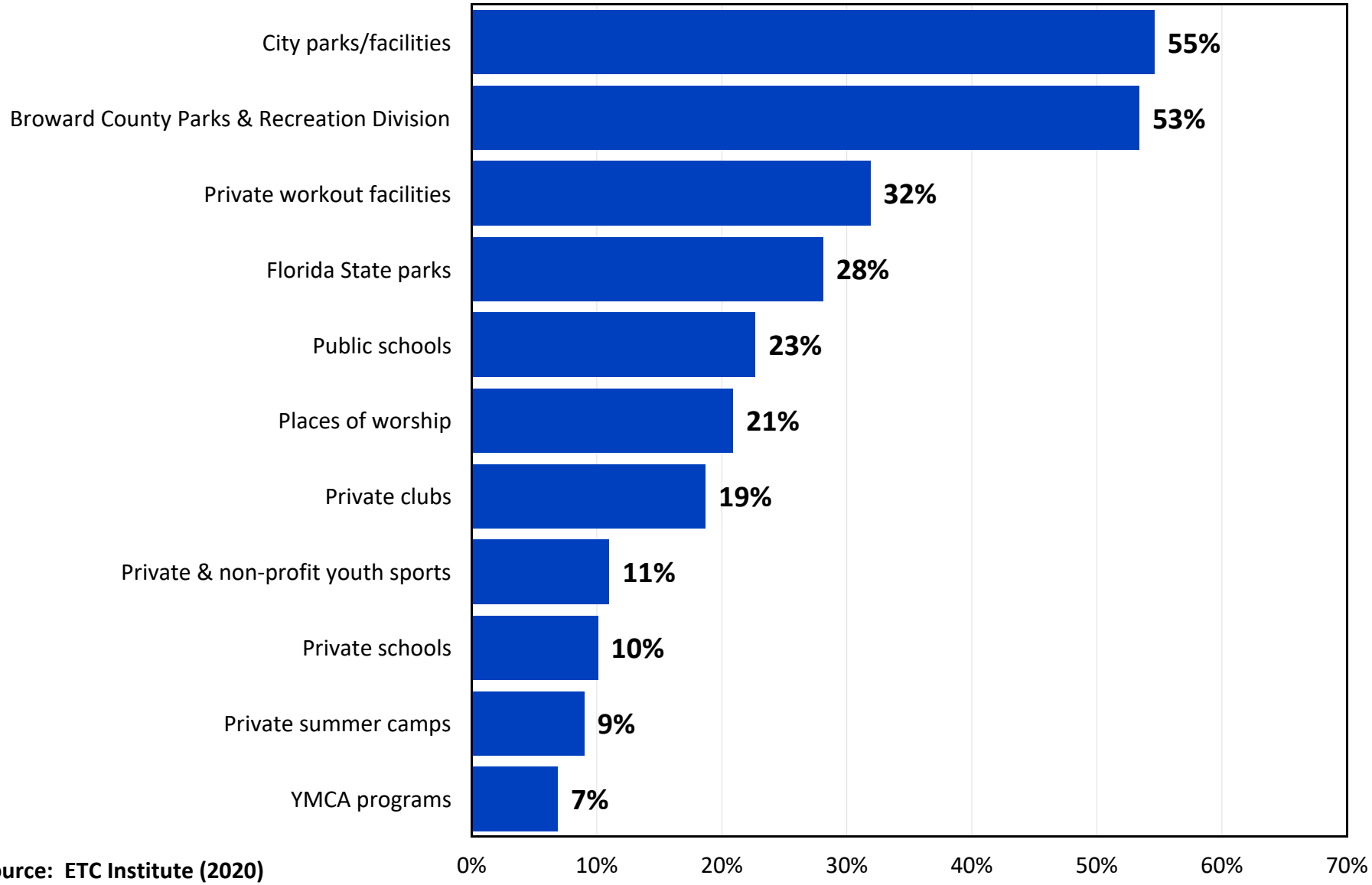
by percentage of respondents who answered “no" to Q1 (multiple responses could be selected)



Source: ETC Institute (2020)

Q2. From the following list, please CHECK ALL of the organizations that you or members of your household have used for recreation and/or sports activities during the past 12 months.

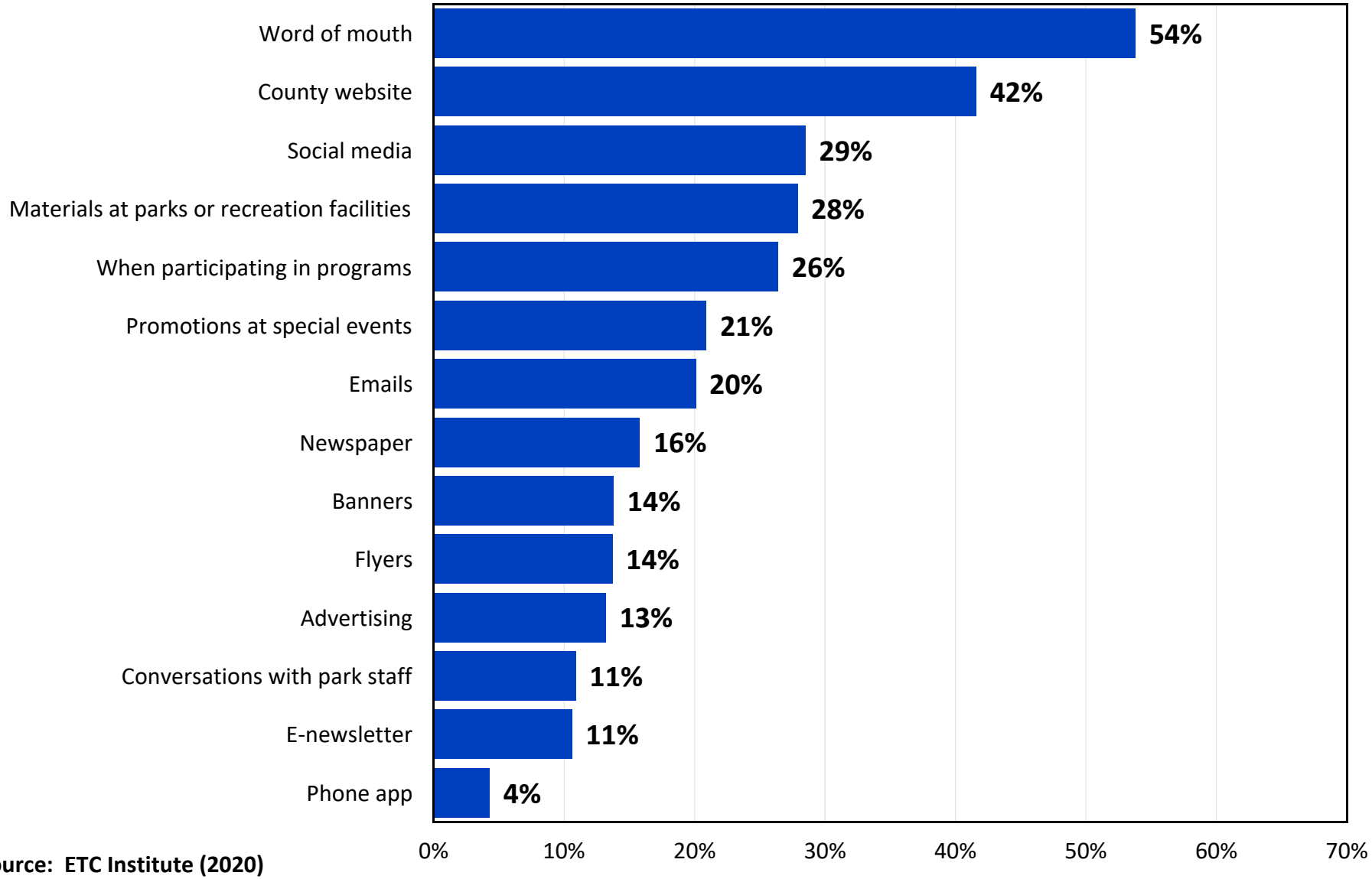
by percentage of respondents (multiple responses could be selected)



Source: ETC Institute (2020)

Q3. From the following list, please CHECK ALL the ways you learn about Broward County Parks and Recreation Division programs and services.

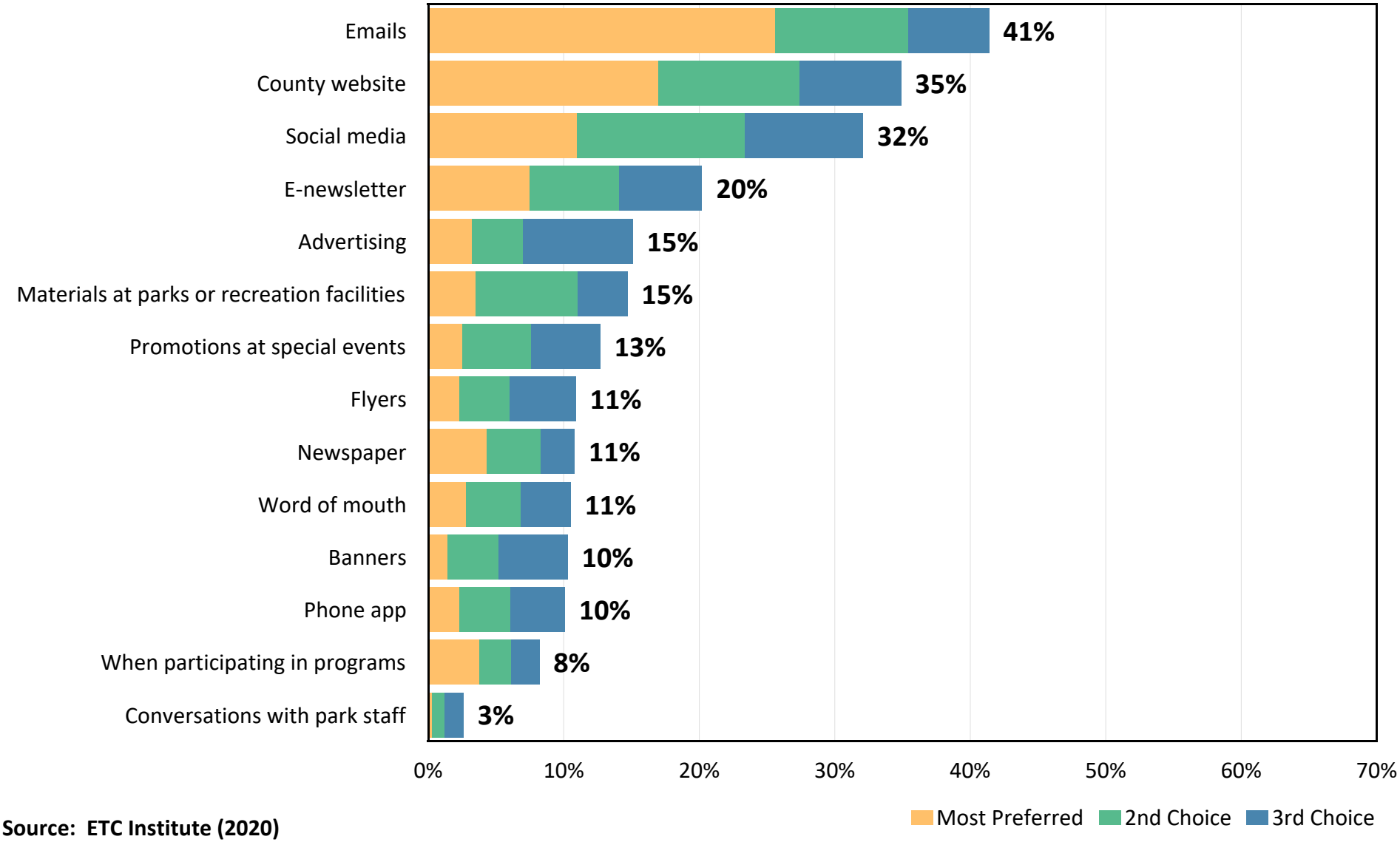
by percentage of respondents (multiple responses could be selected)



Source: ETC Institute (2020)

Q4. From the list in Question 3, which THREE methods of communication would you MOST PREFER the County use to communicate with you about parks and recreation programs and services?

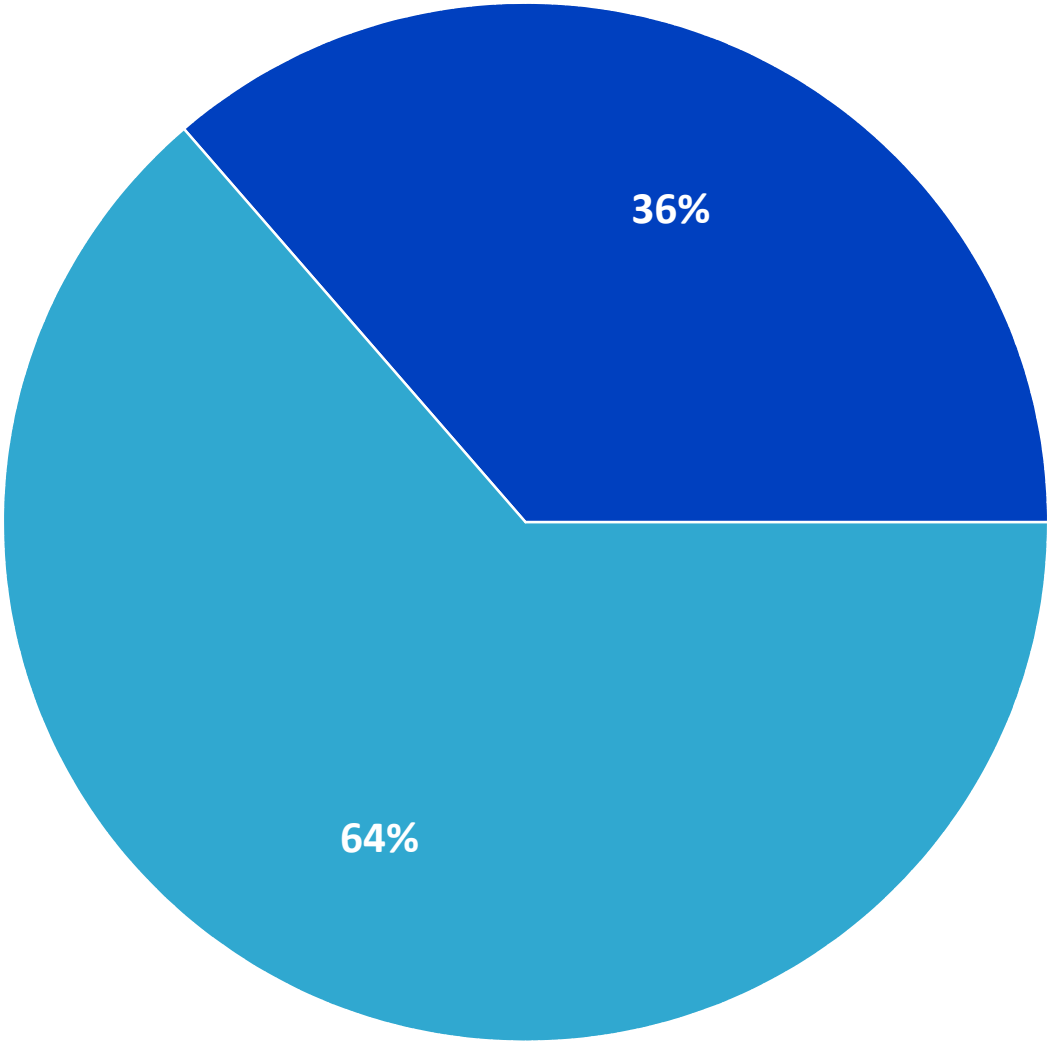
by percentage of respondents who selected the items as one of their top three choices



Source: ETC Institute (2020)

Q5. 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?

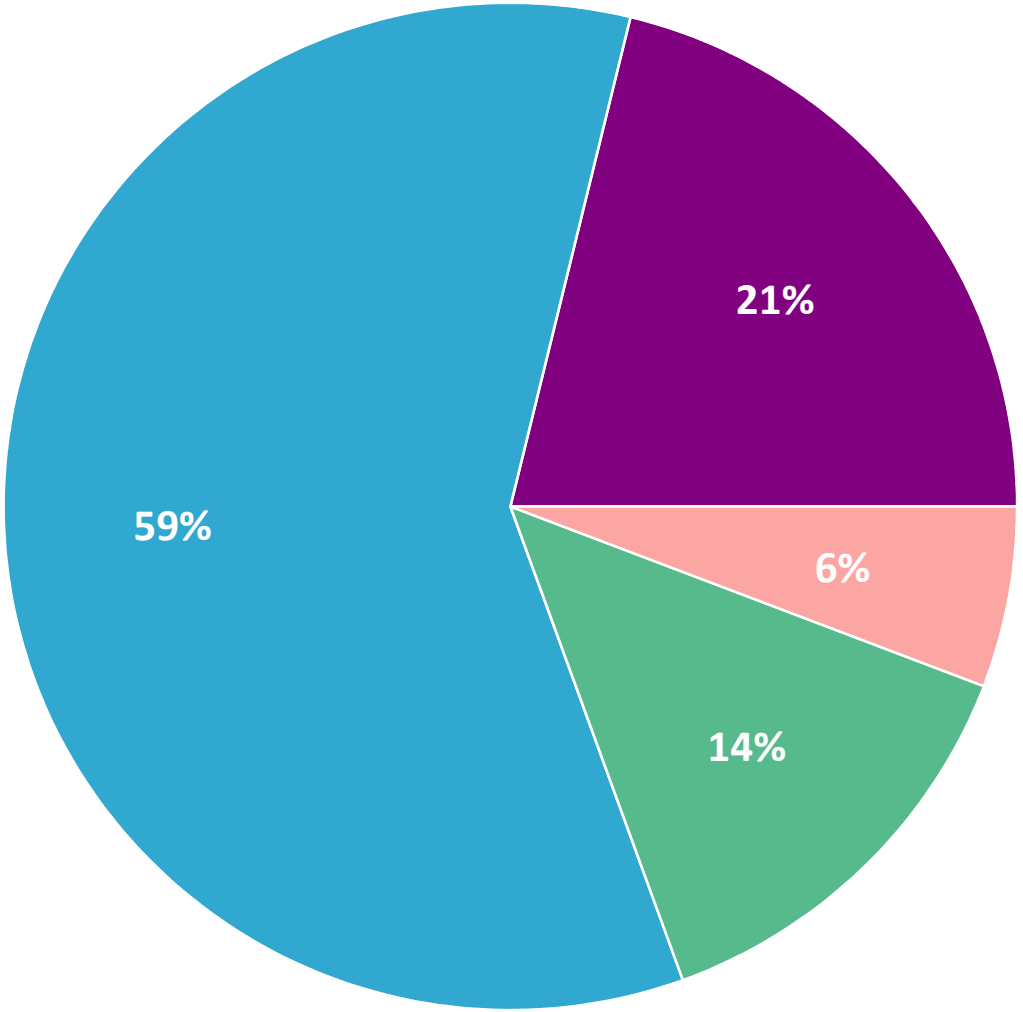
by percentage of respondents



Source: ETC Institute (2020)

Q5a. 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?

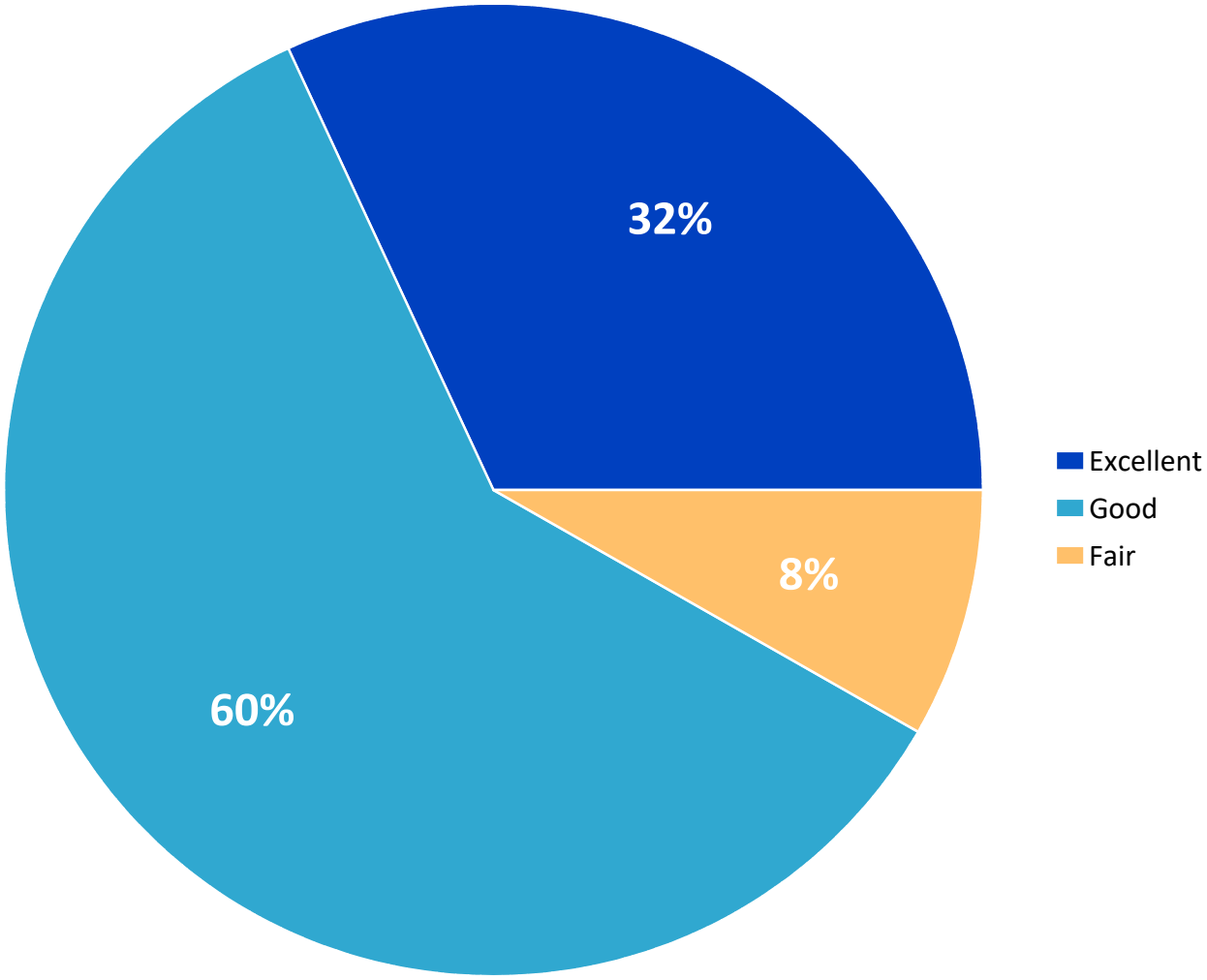
by percentage of respondents who answered "yes" to Q5 (without "not provided")



Source: ETC Institute (2020)

Q5b. How would you rate the overall quality of the Broward County Parks and Recreation Division programs/events in which your household has participated?

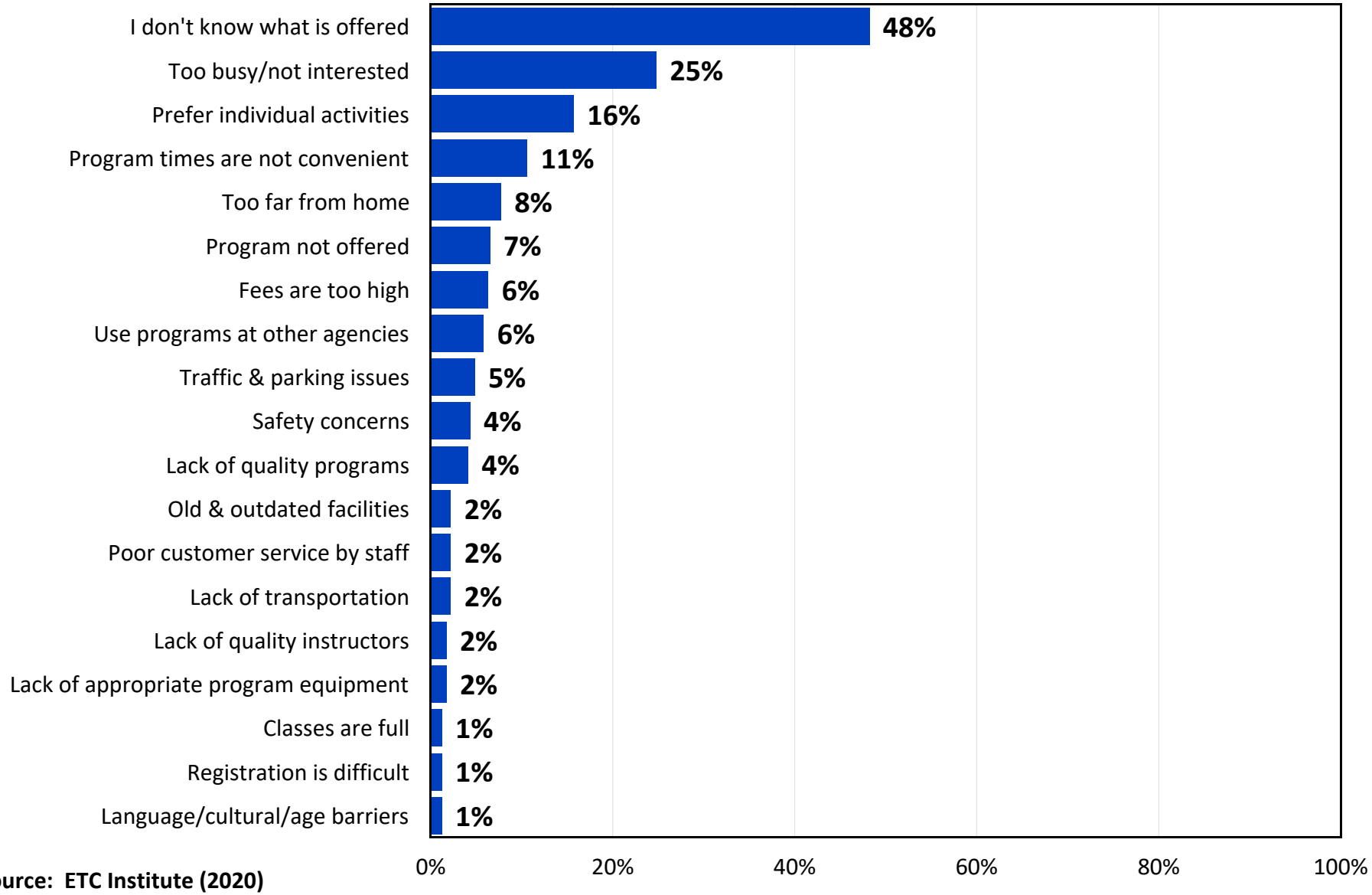
by percentage of respondents who answered “yes" to Q5 (without "not provided")



Source: ETC Institute (2020)

Q5c. 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.

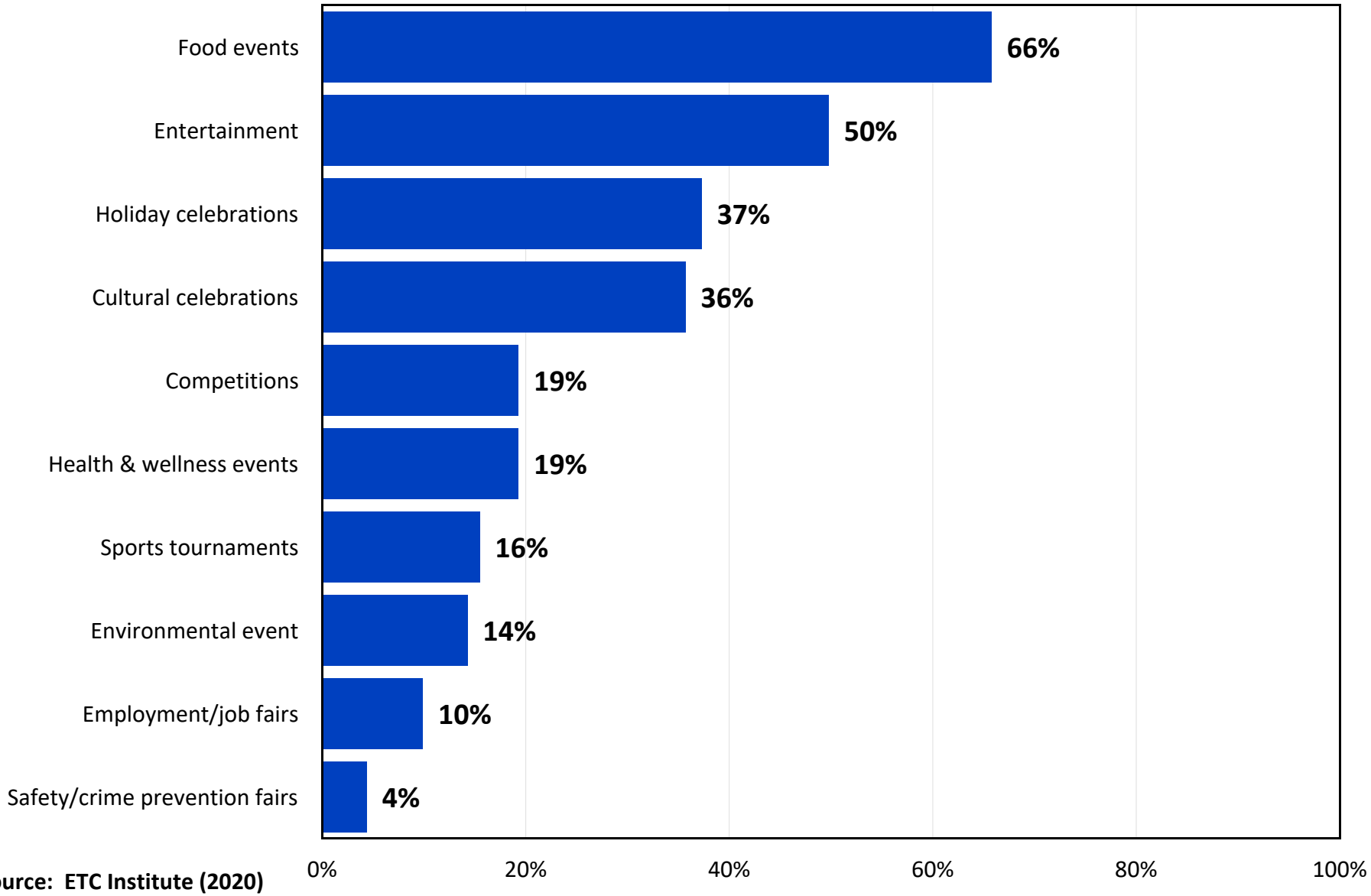
by percentage of respondents who answered “no" to Q5 (multiple responses could be selected)



Source: ETC Institute (2020)

Q6. 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.

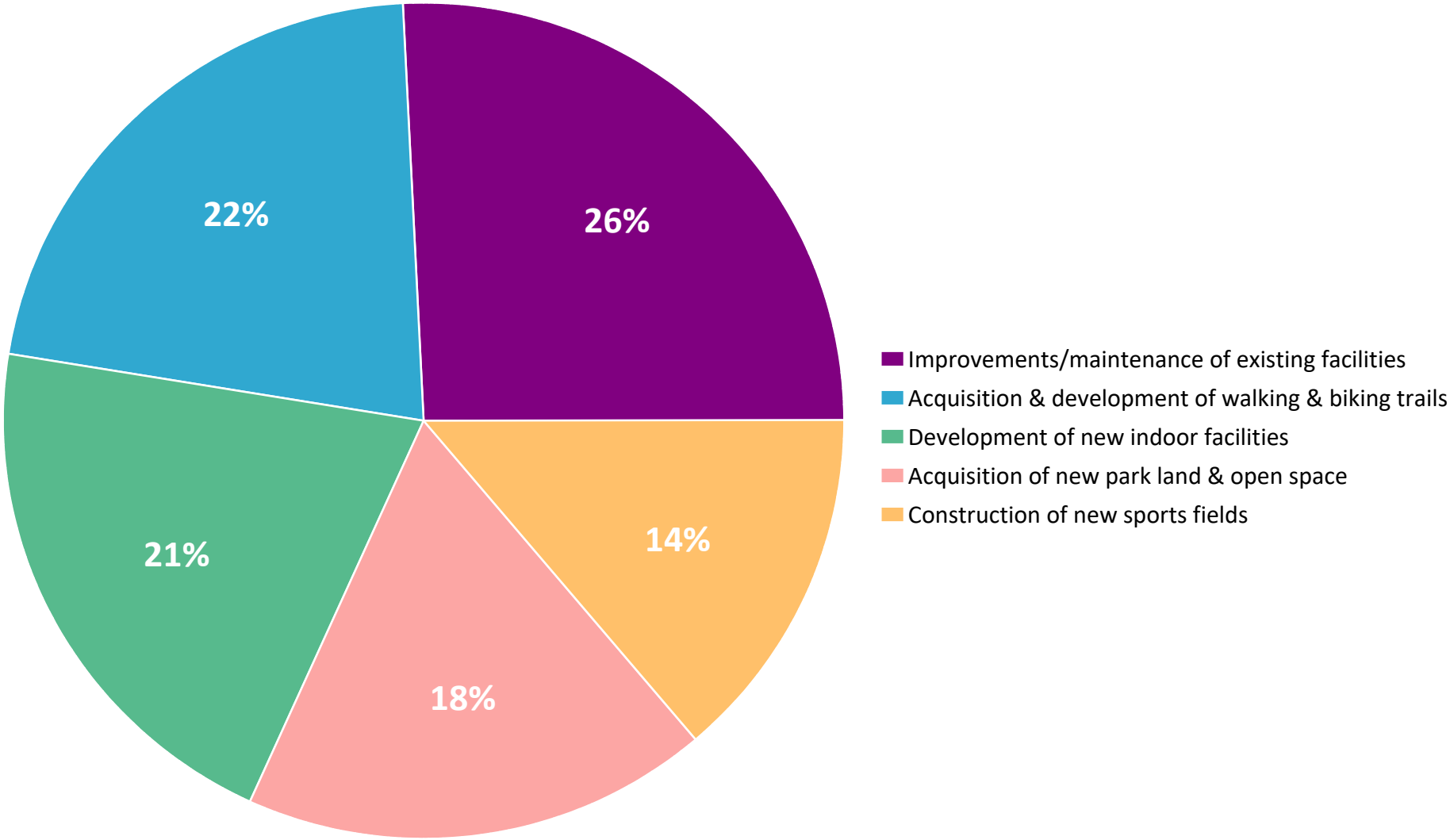
by percentage of respondents (three responses could be selected) (without "none")



Source: ETC Institute (2020)

Q7. If you had an additional $100, how would you allocate the funds among the parks and recreation categories listed below?

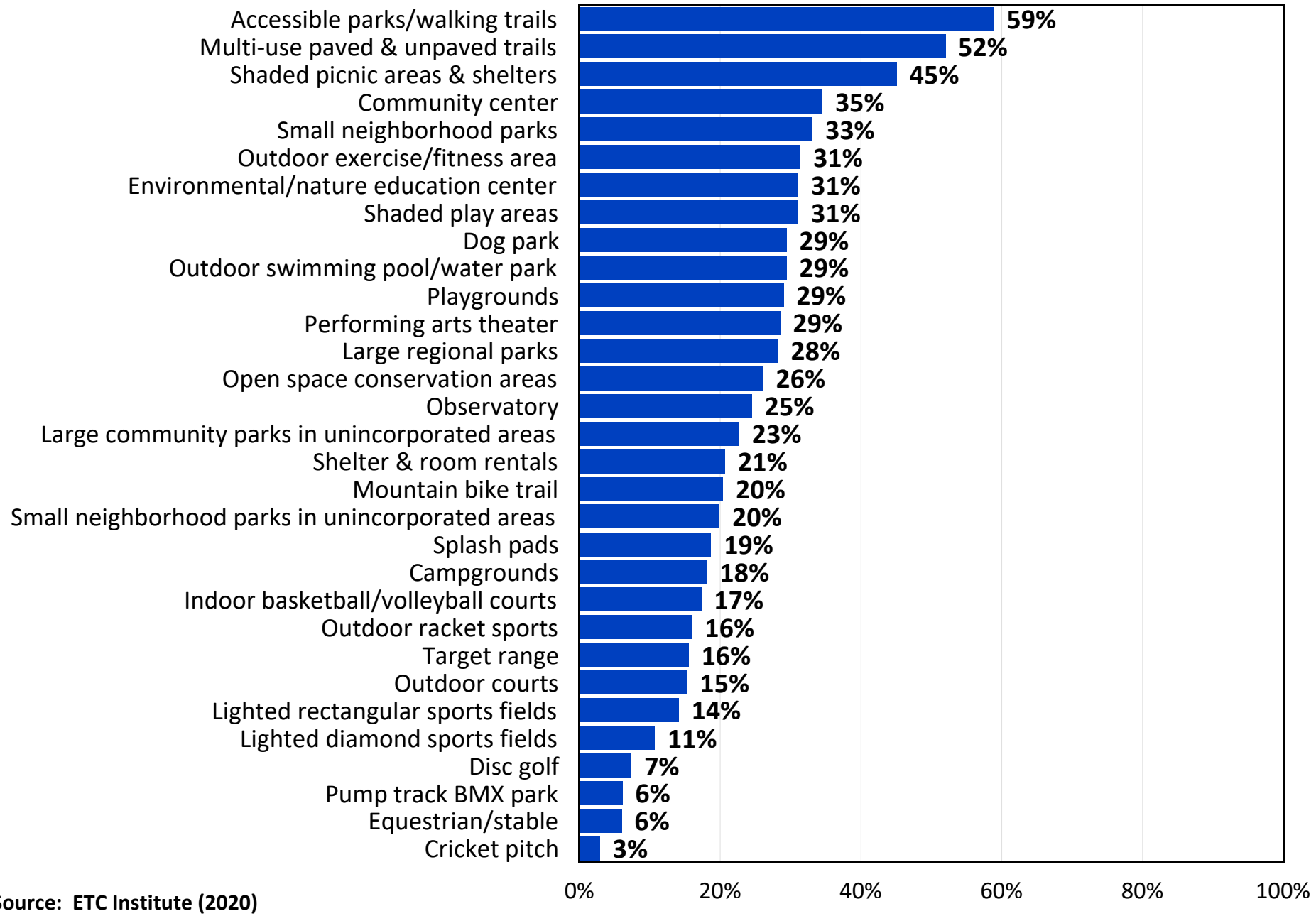
by percentage of respondents



Source: ETC Institute (2020)

Q8. Households' Facility Needs

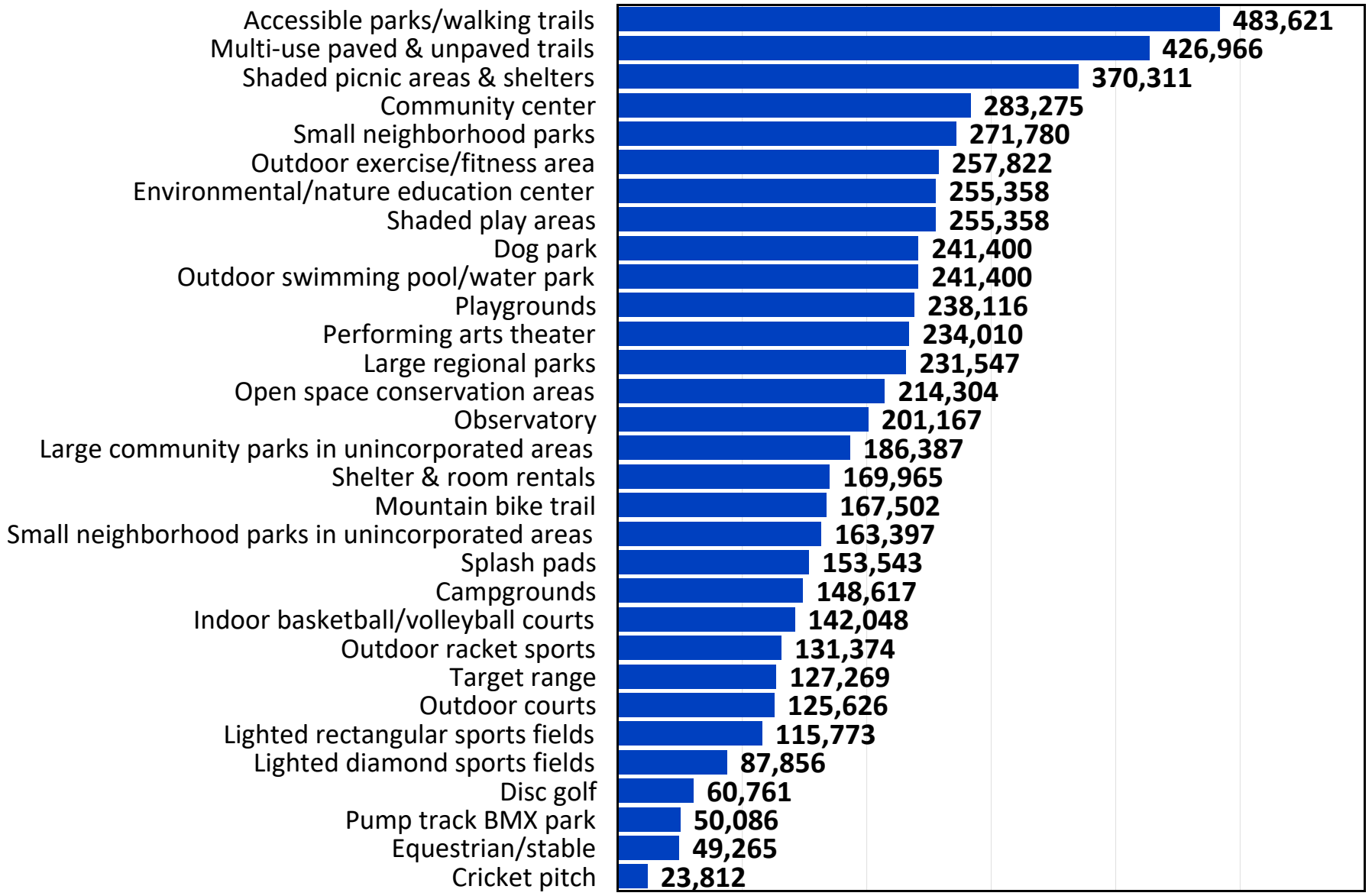
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2020)

Estimated Number of Households That Have a Need for Various Facilities

by number of households based on an estimated 821,088 households in Broward County, FL

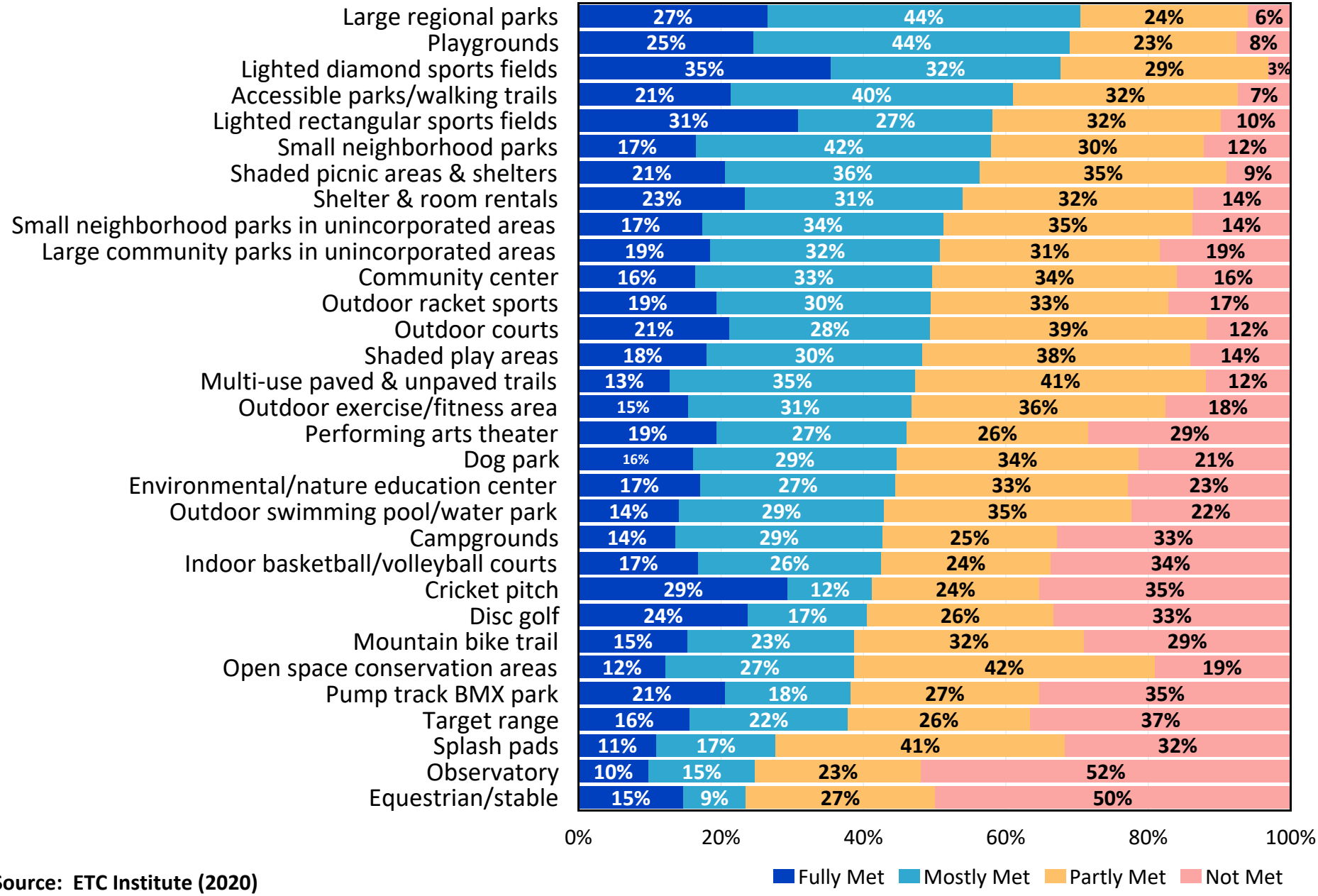


Source: ETC Institute (2020)

Q8. How Well Facilities Meet the Needs of Respondent Households

by percentage of respondents with a need for facilities

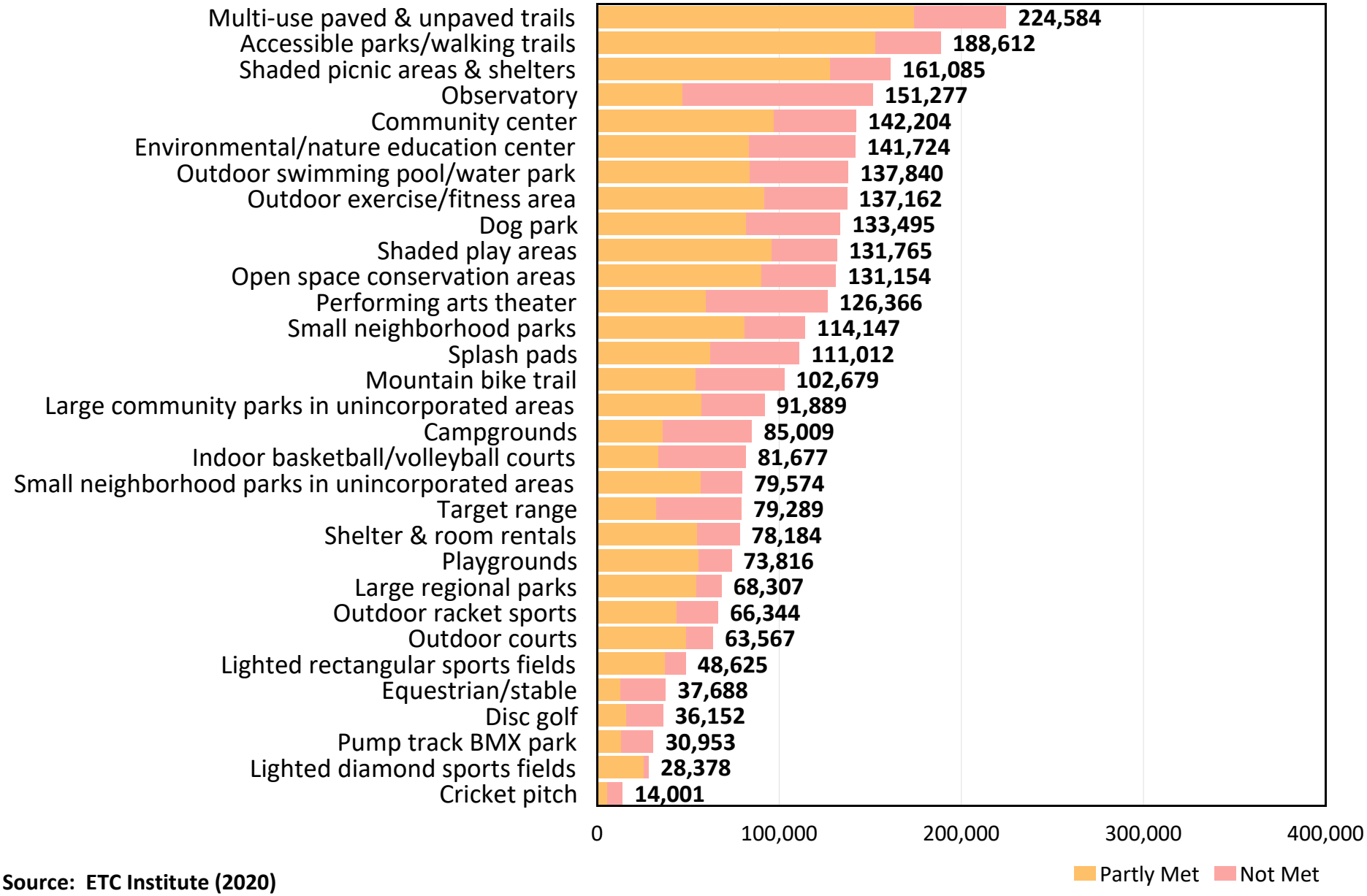
(using a scale of 1 to 4, where 4 means your needs are "Fully Met" and 1 means "Not Met.")



Source: ETC Institute (2020)

Estimated Number of Households Whose Needs for Facilities Are Being Partly Met or Not Met

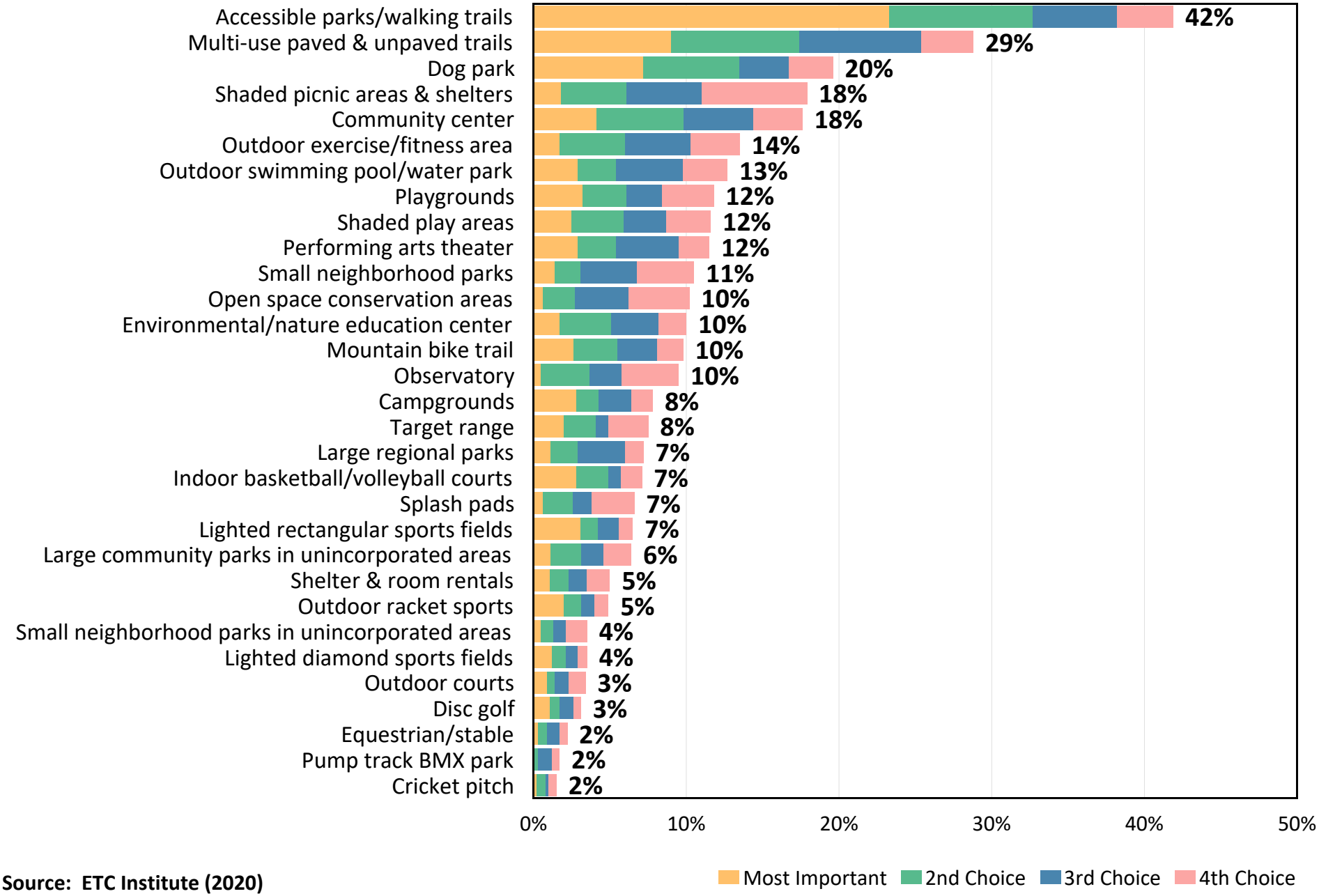
by number of households based on an estimated 821,088 households in Broward County, FL



Source: ETC Institute (2020)

Q9. Facilities Most Important to Households

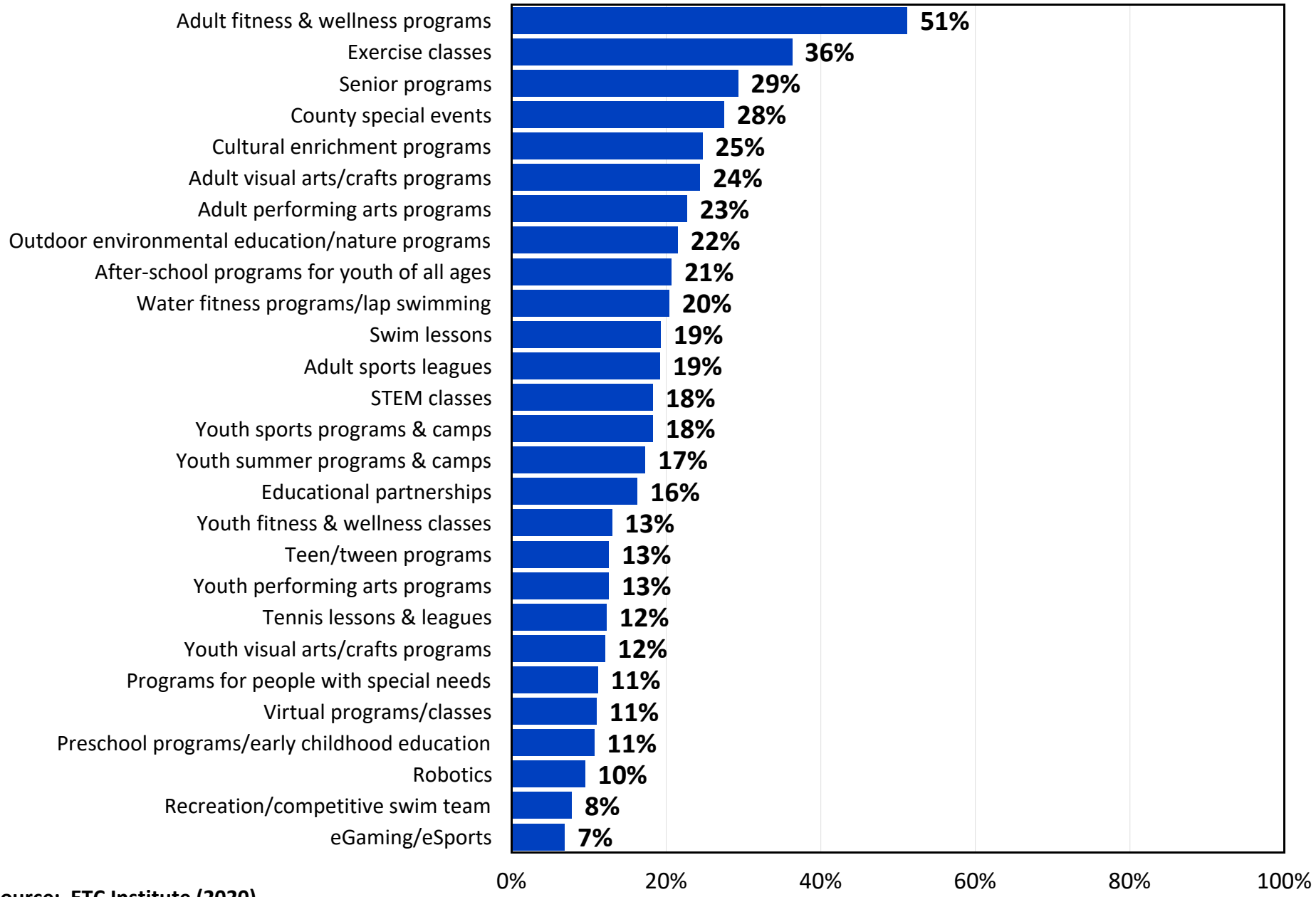
by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2020)

Q10. Households' Program Needs

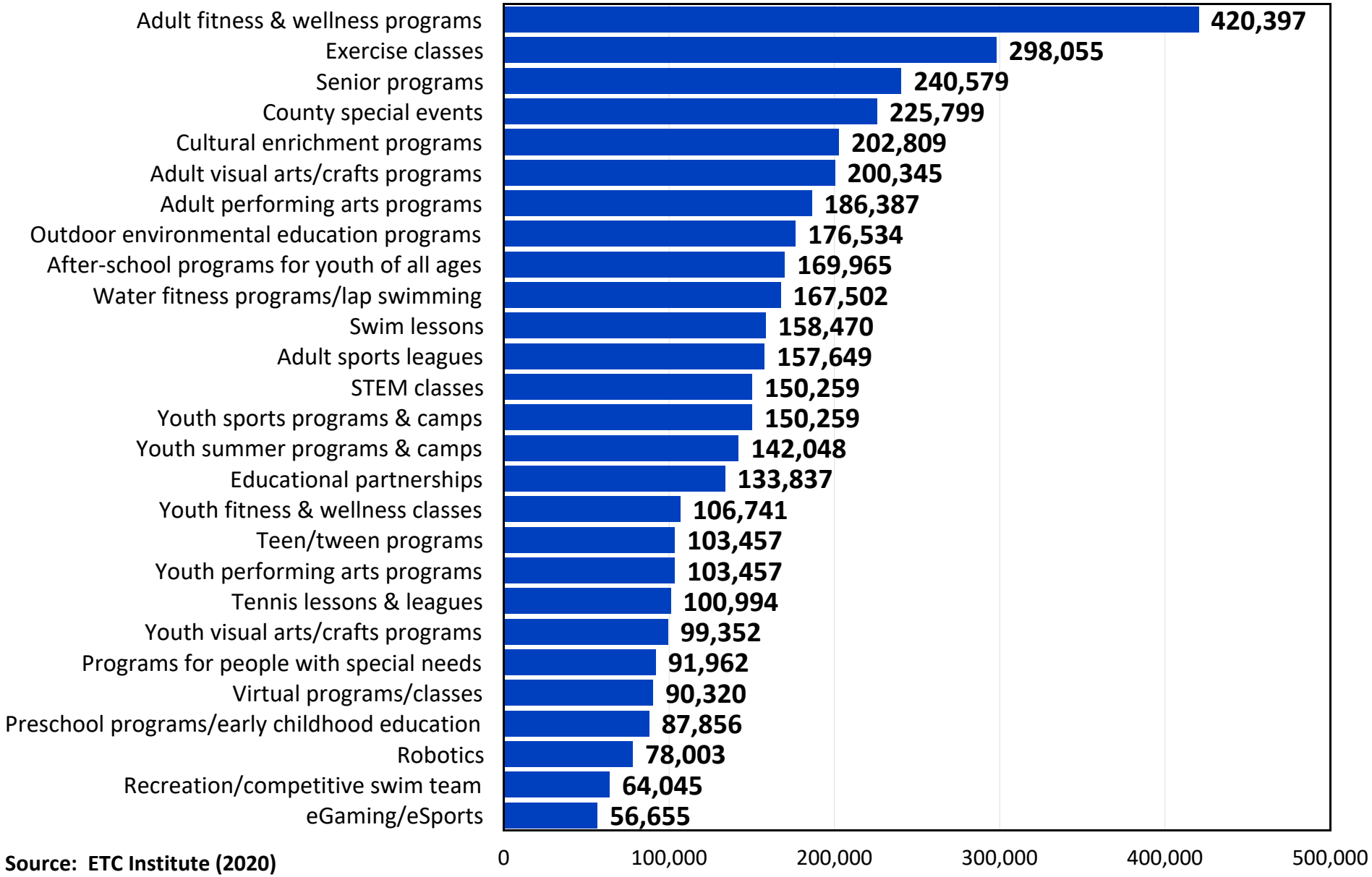
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2020)

Estimated Number of Households That Have a Need for Various Programs

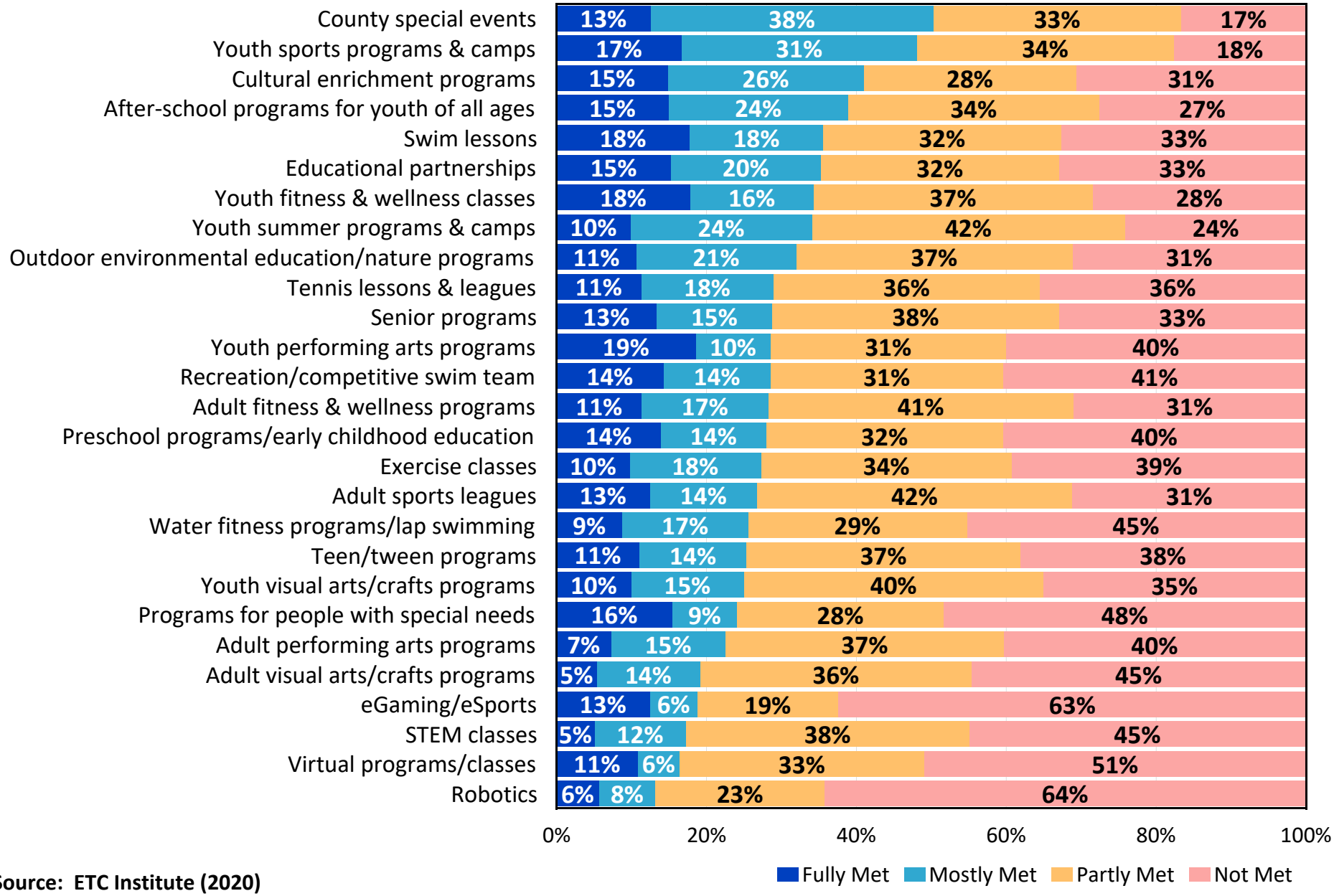
by number of households based on an estimated 821,088 households in Broward County, FL



Source: ETC Institute (2020)

Q10. How Well Programs Meet the Needs of Respondent Households

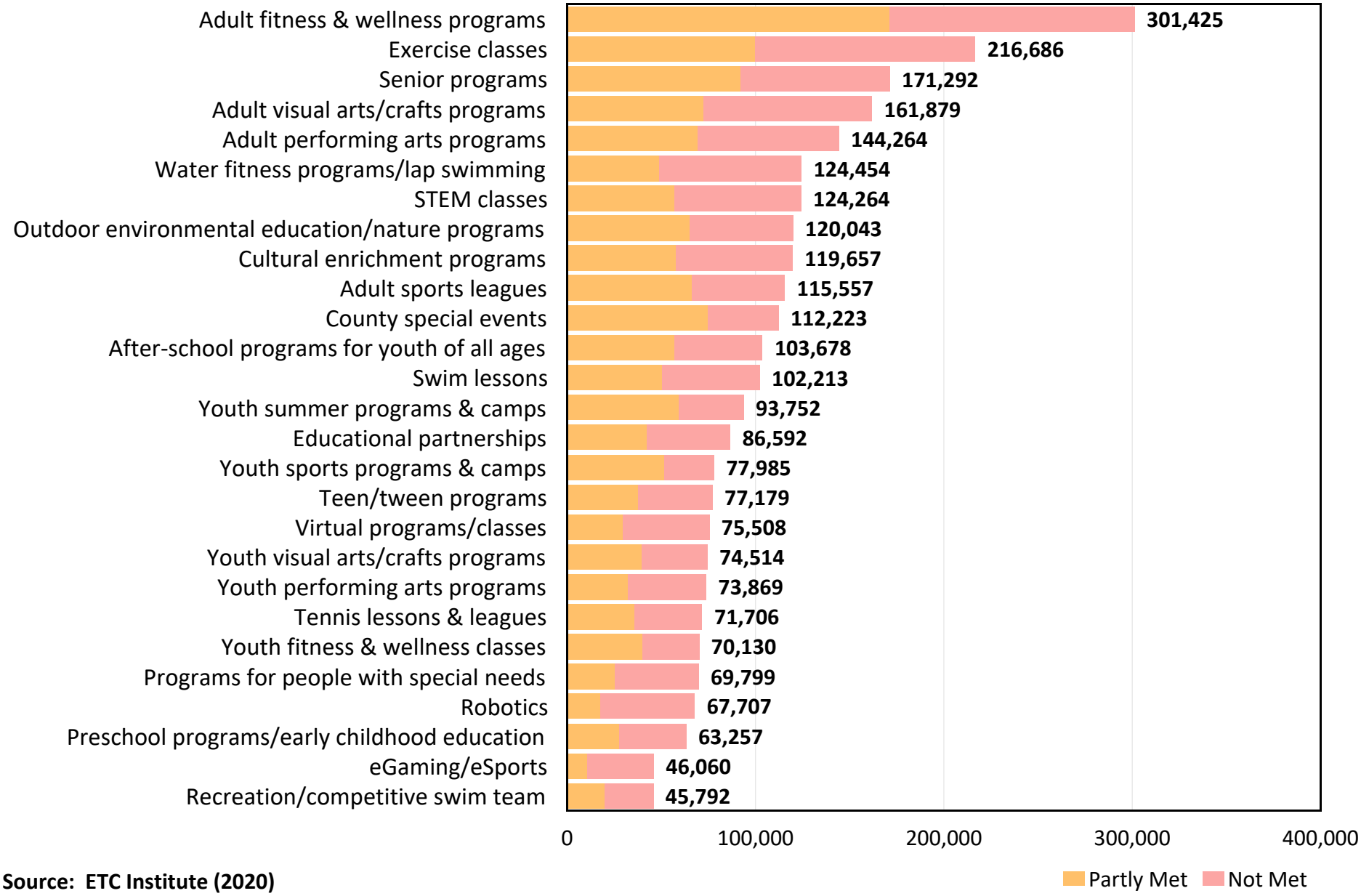
by percentage of respondents with a need for programs
(using a scale of 1 to 4, where 4 means your needs are "Fully Met" and 1 means "Not Met.")



Source: ETC Institute (2020)

Estimated Number of Households Whose Needs for Programs Are Met Partly Met or Not Met

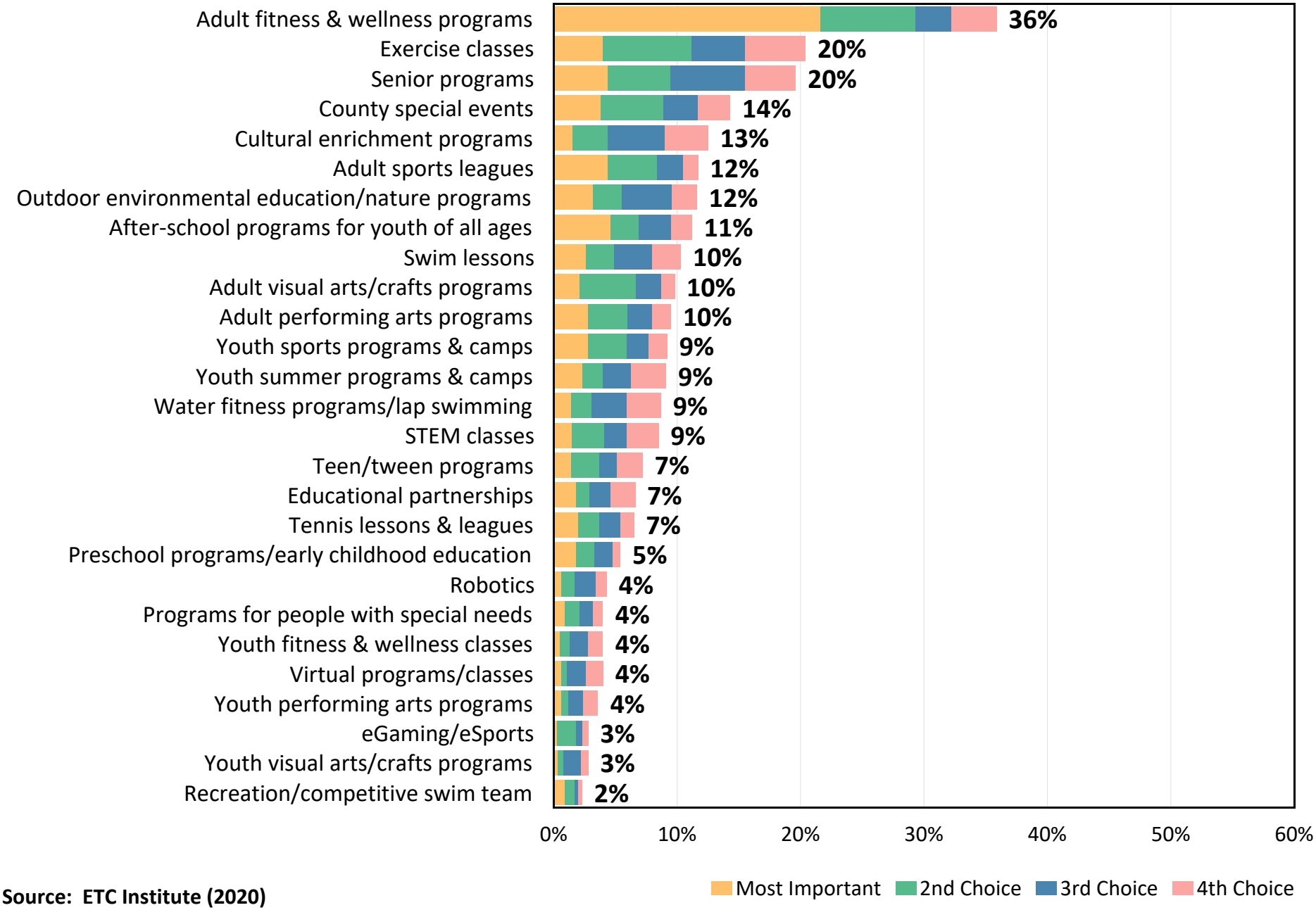
by number of households based on an estimated 821,088 households in Broward County, FL



Source: ETC Institute (2020)

Q11. Programs Most Important to Households

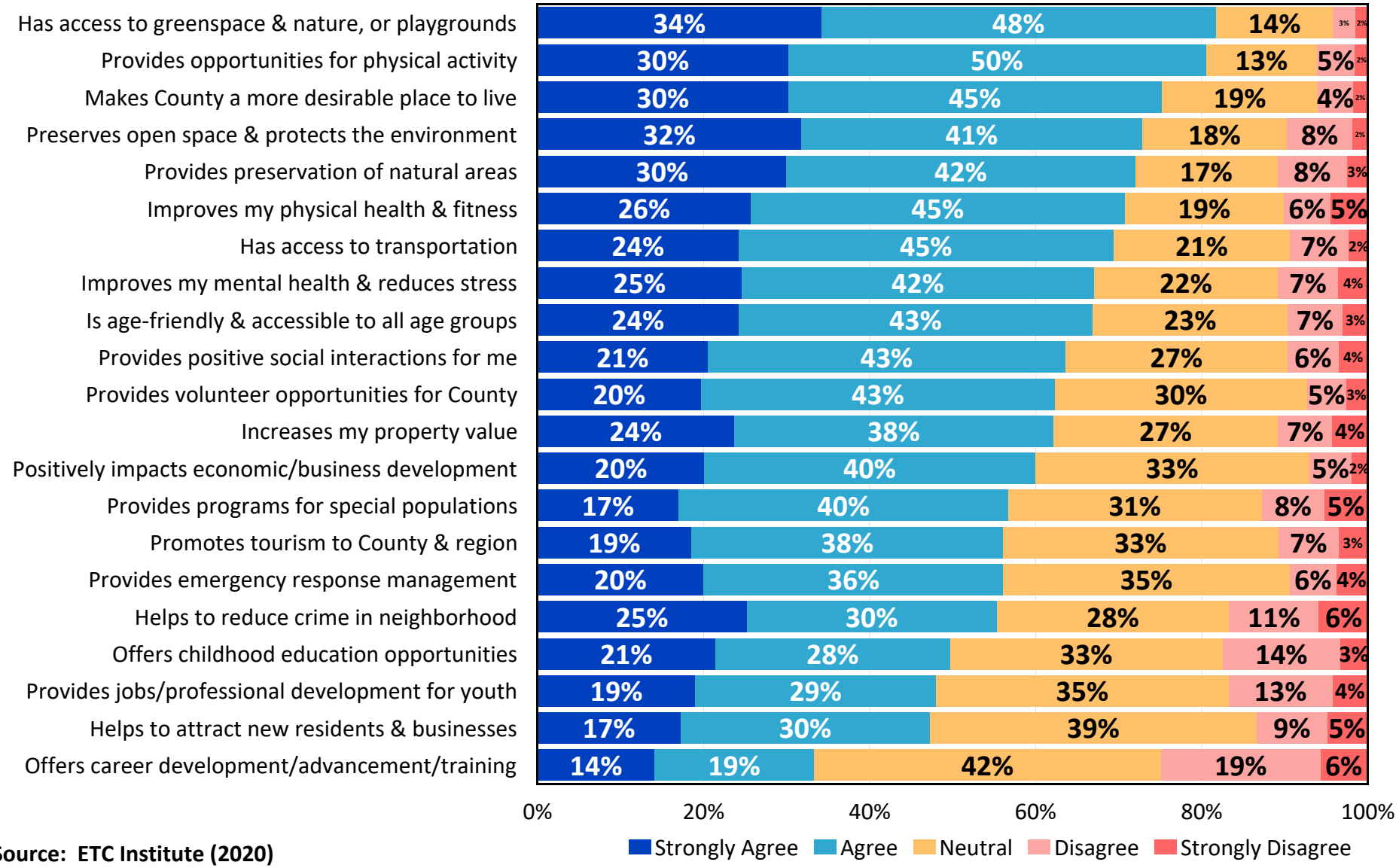
by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2020)

Q12. 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 by circling the corresponding number.

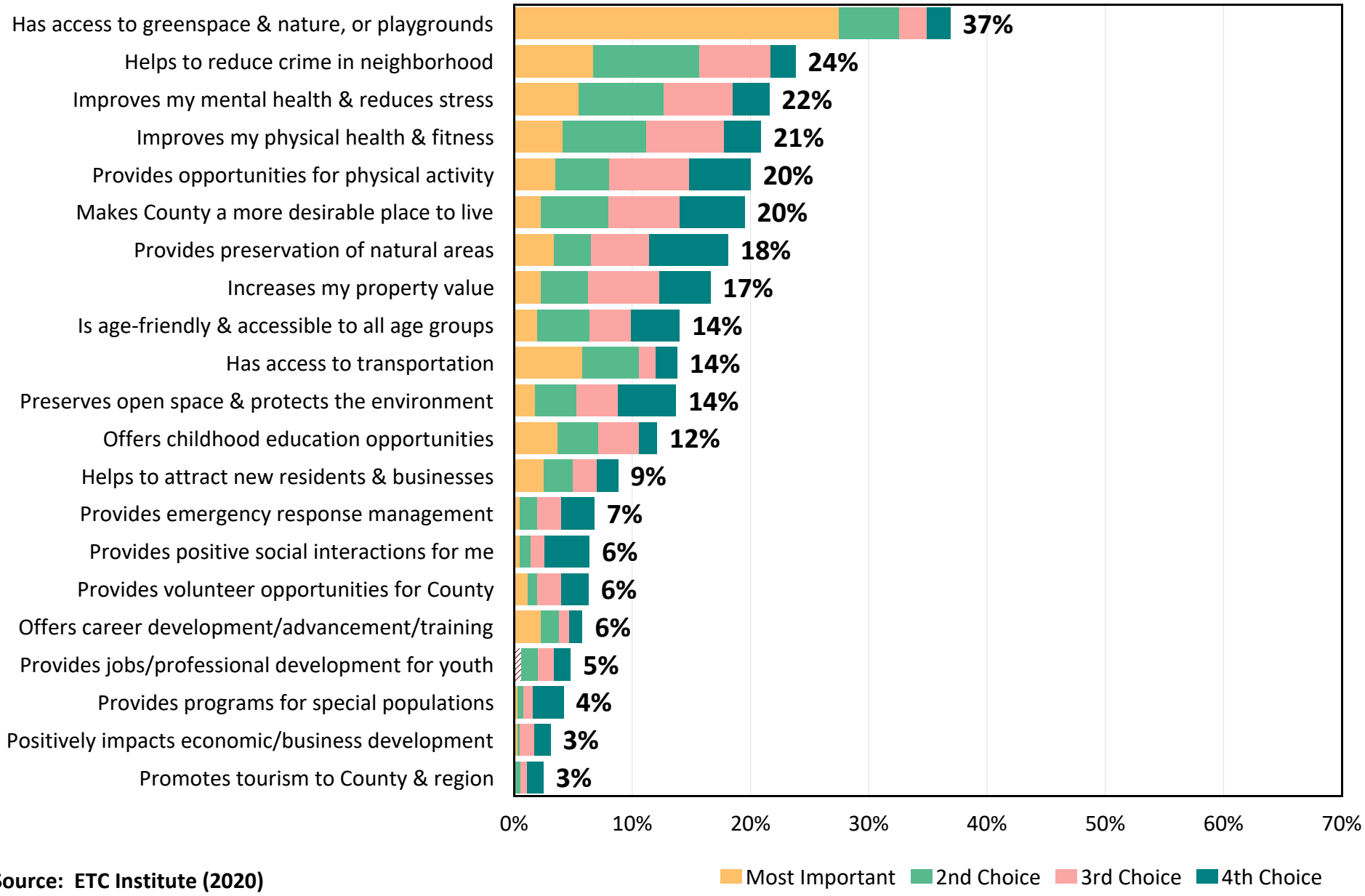
by percentage of respondents using a scale of 1 to 5, where 5 means "strongly agree" and 1 means "strongly disagree" (without "don't know")



Source: ETC Institute (2020)

Q13. Which FOUR of the benefits from the list in Question 12 are MOST IMPORTANT to you and members of your household?

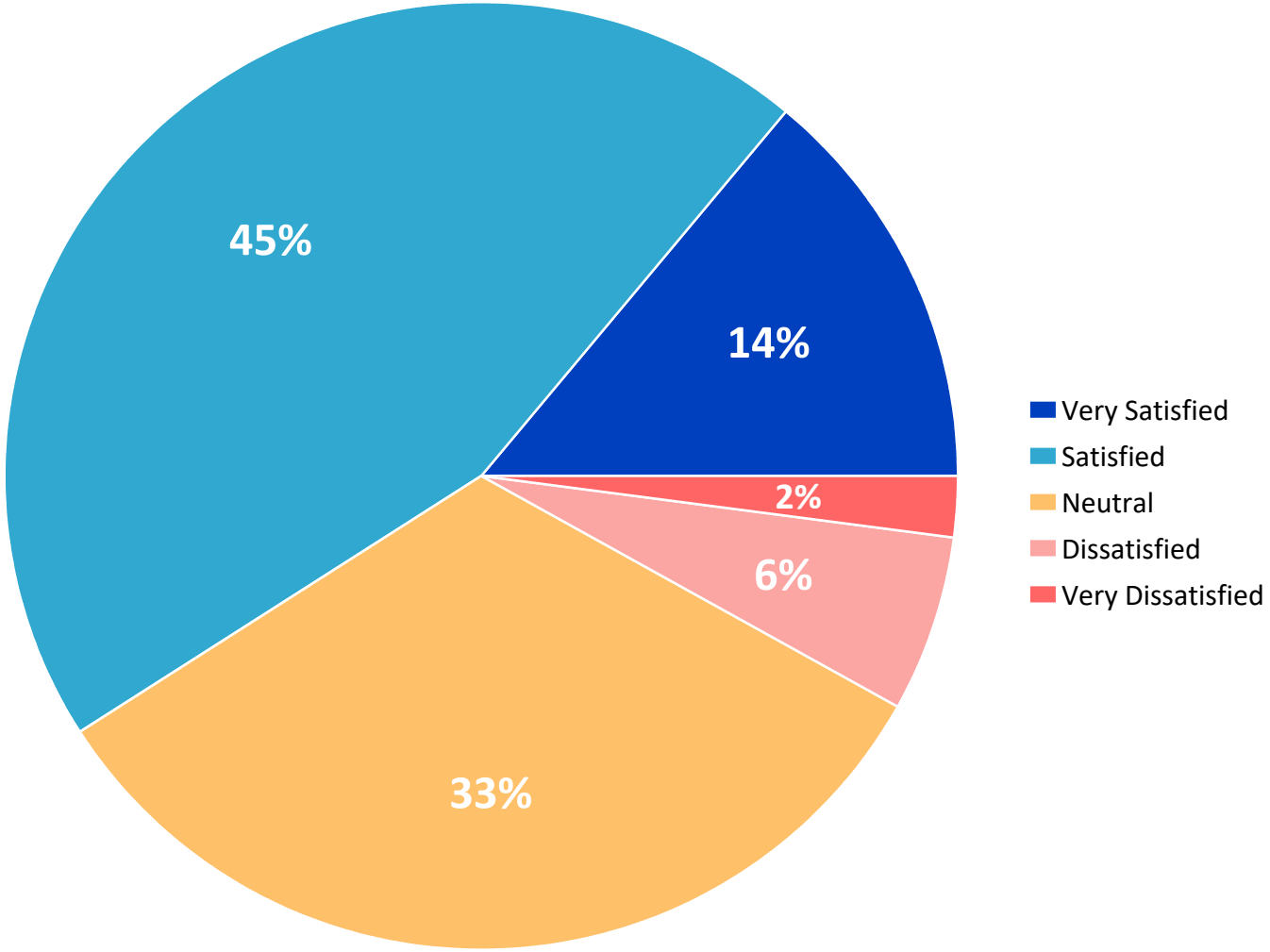
by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2020)

Q14. Please rate your level of satisfaction with the overall value that your household receives from the Broward County Parks and Recreation Division.

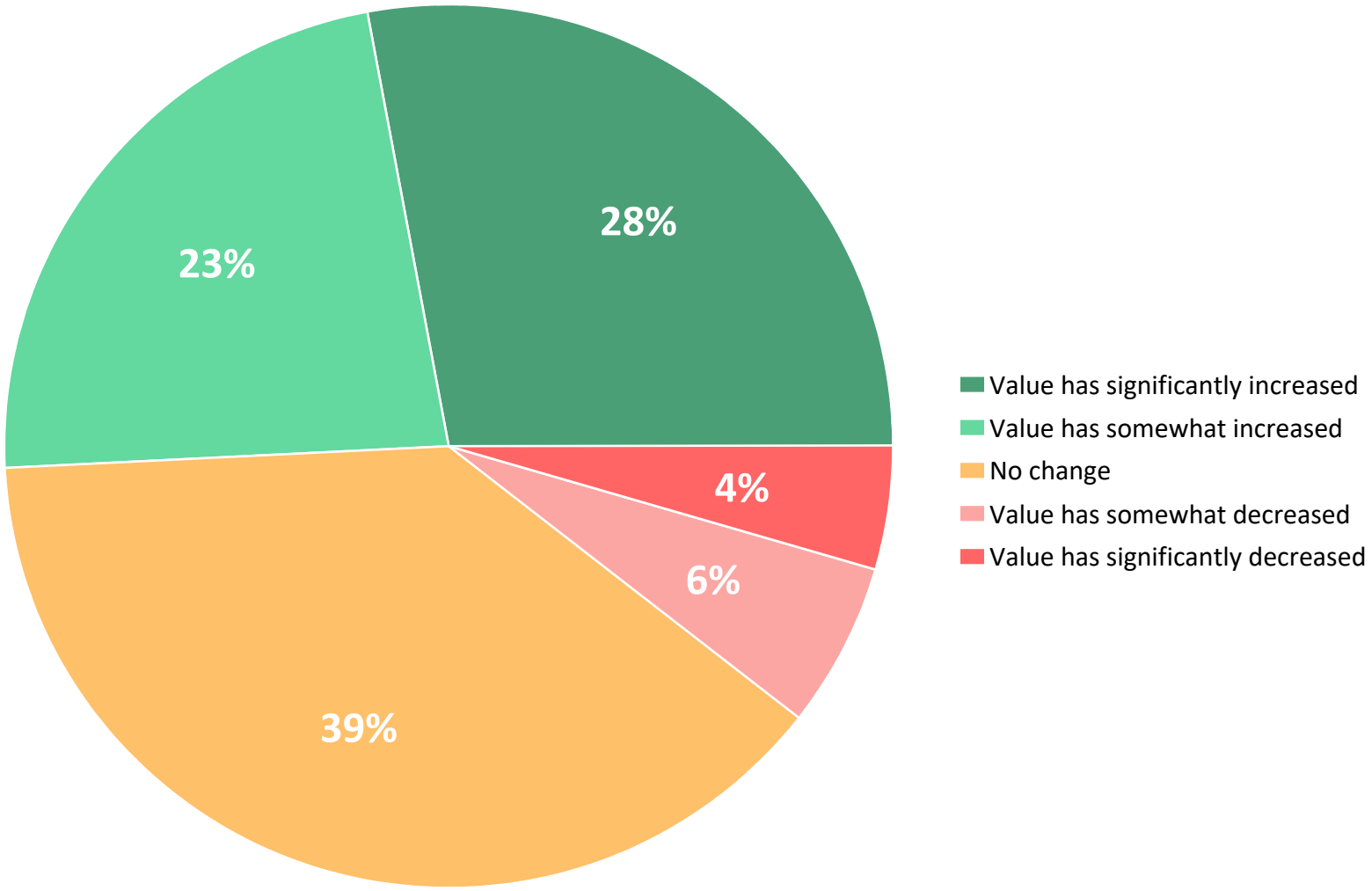
by percentage of respondents (without "don't know")



Source: ETC Institute (2020)

Q15. 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?

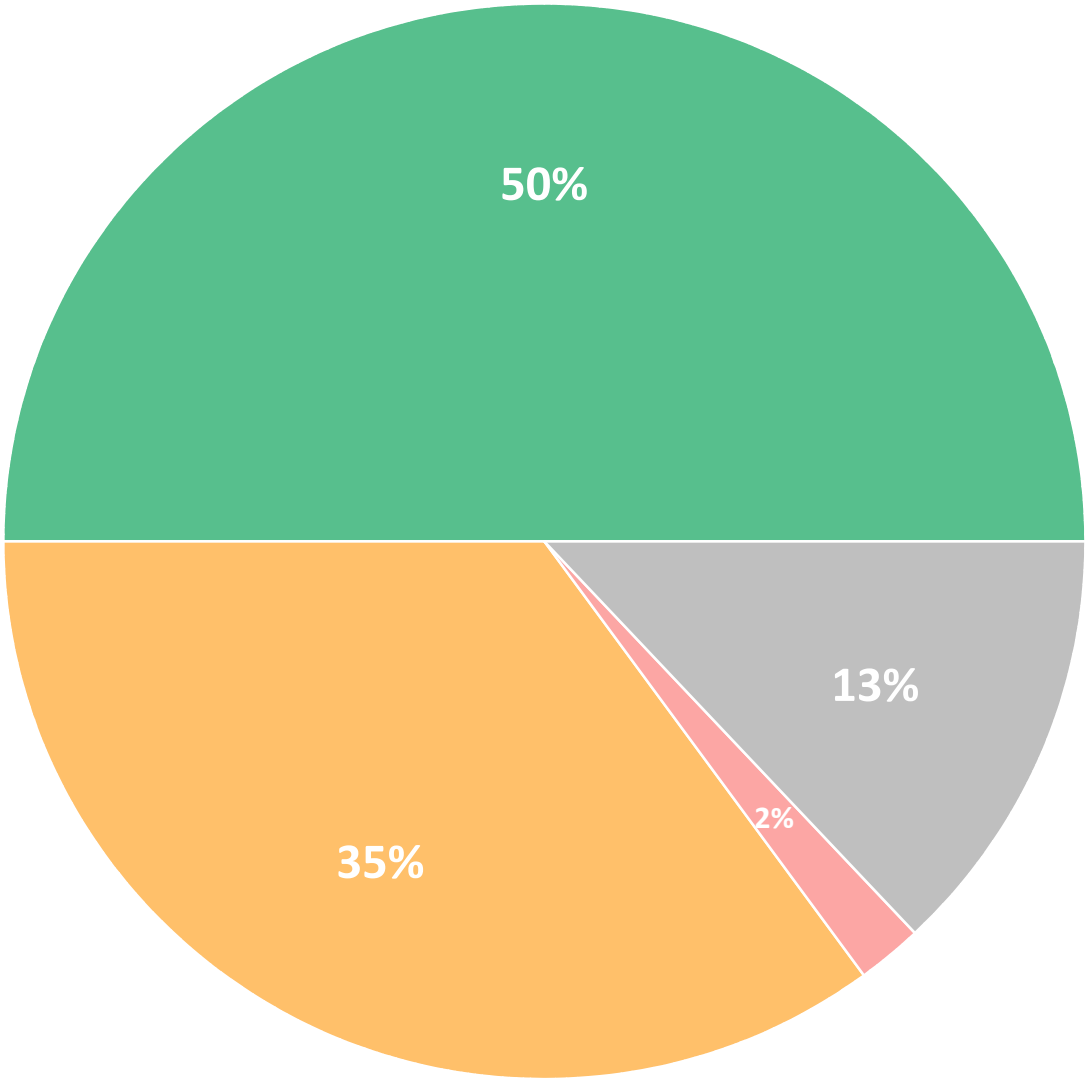
by percentage of respondents (without "not provided")



Source: ETC Institute (2020)

Q16. Based on your perception of value, how would you want the County to fund future parks, recreation, trails and open space needs?

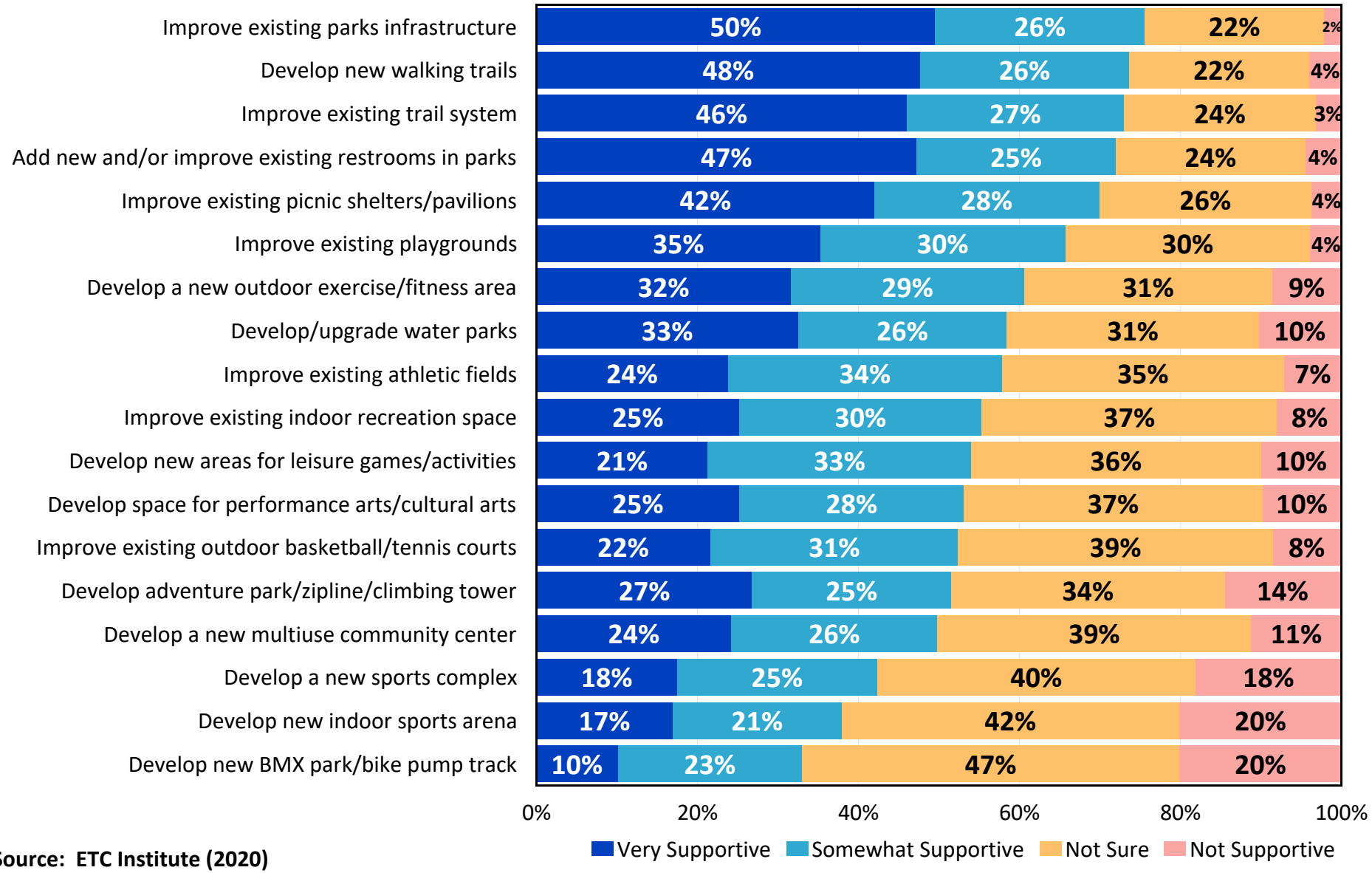
by percentage of respondents (without "not provided")



Source: ETC Institute (2020)

Q17. Level of support for potential improvements to the parks and recreation system.

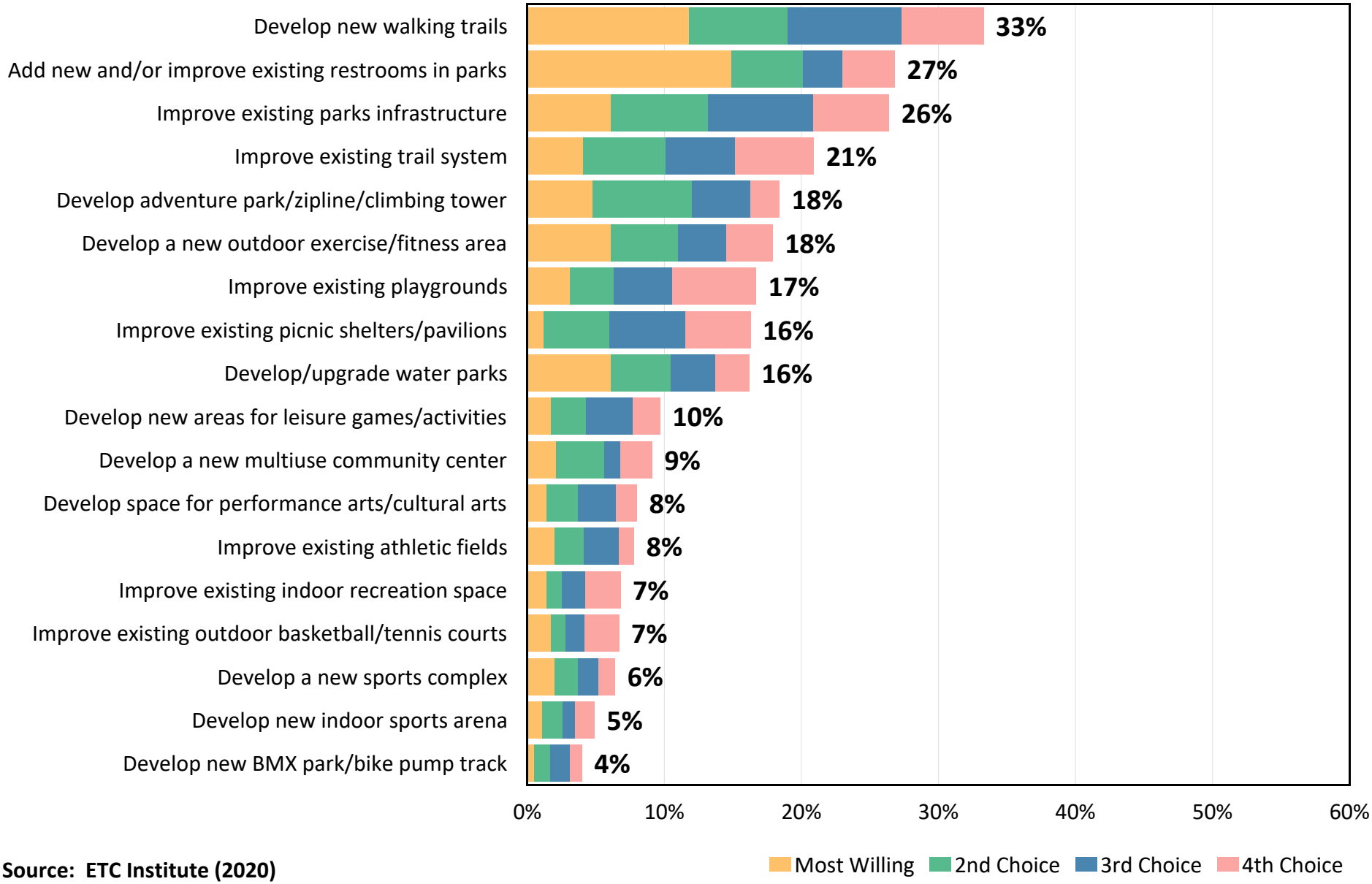
by percentage of respondents using a scale of 1 to 4, where 4 means "very supportive" and 1 means "not supportive" (without "don't know")



Source: ETC Institute (2020)

Q18. Which FOUR actions from the list in Question 17 would you be MOST WILLING to fund?

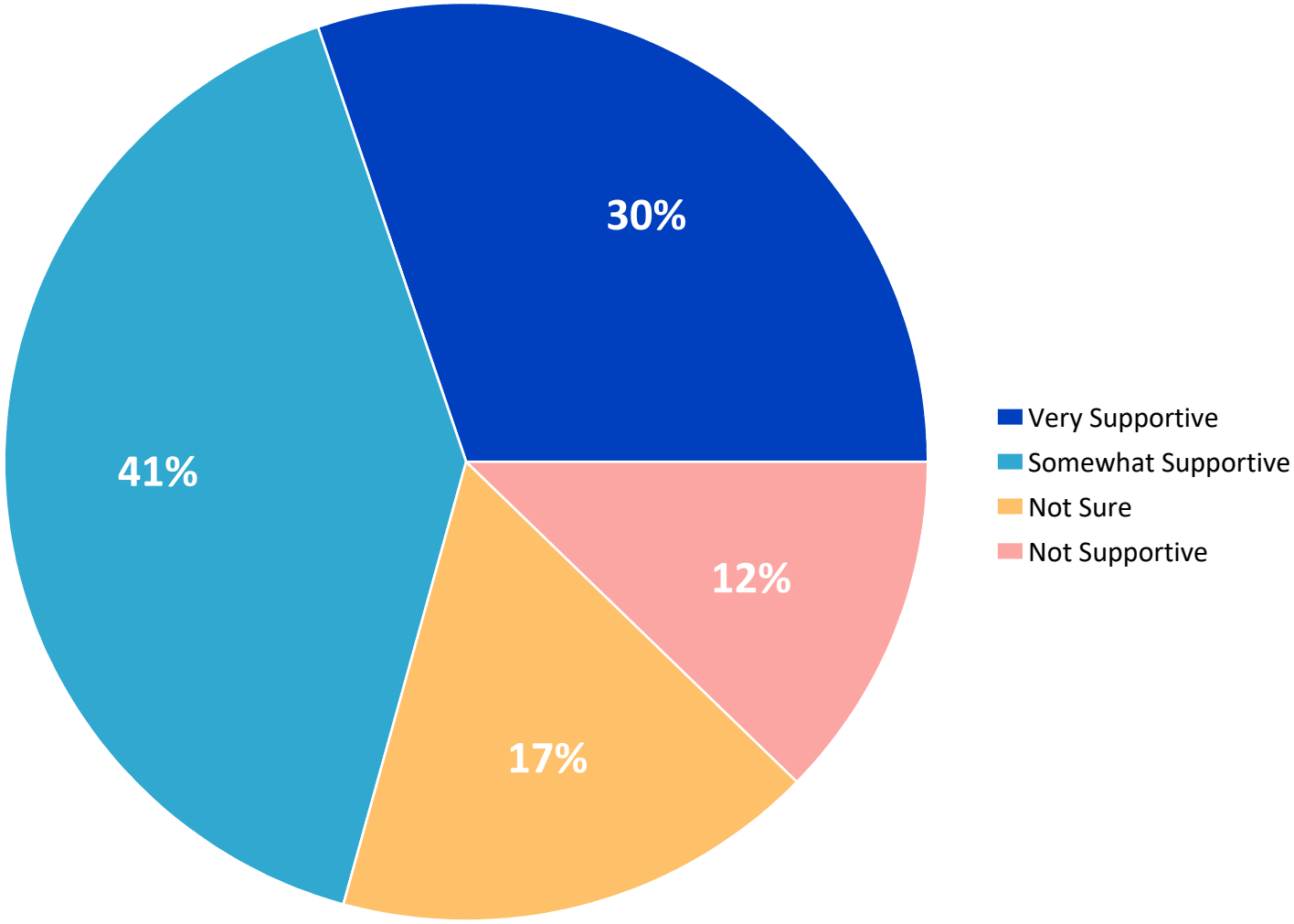
by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2020)

Q19. How supportive are you of a bond referendum to fund the types of parks and improvements that you indicated in Question 18 are most important to you and your household?

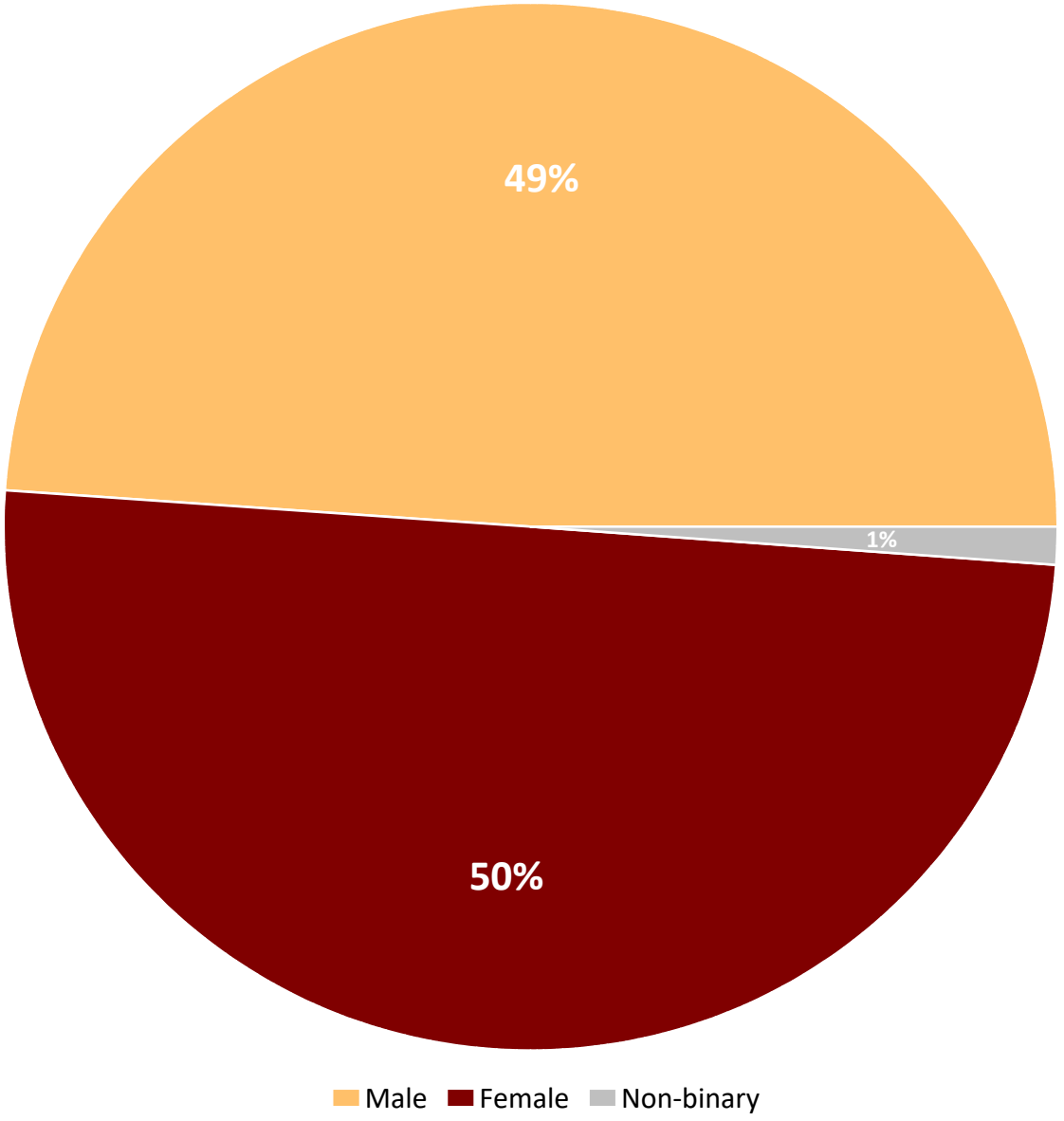
by percentage of respondents (without "don't know")



Source: ETC Institute (2020)

Q20. Demographics: Gender

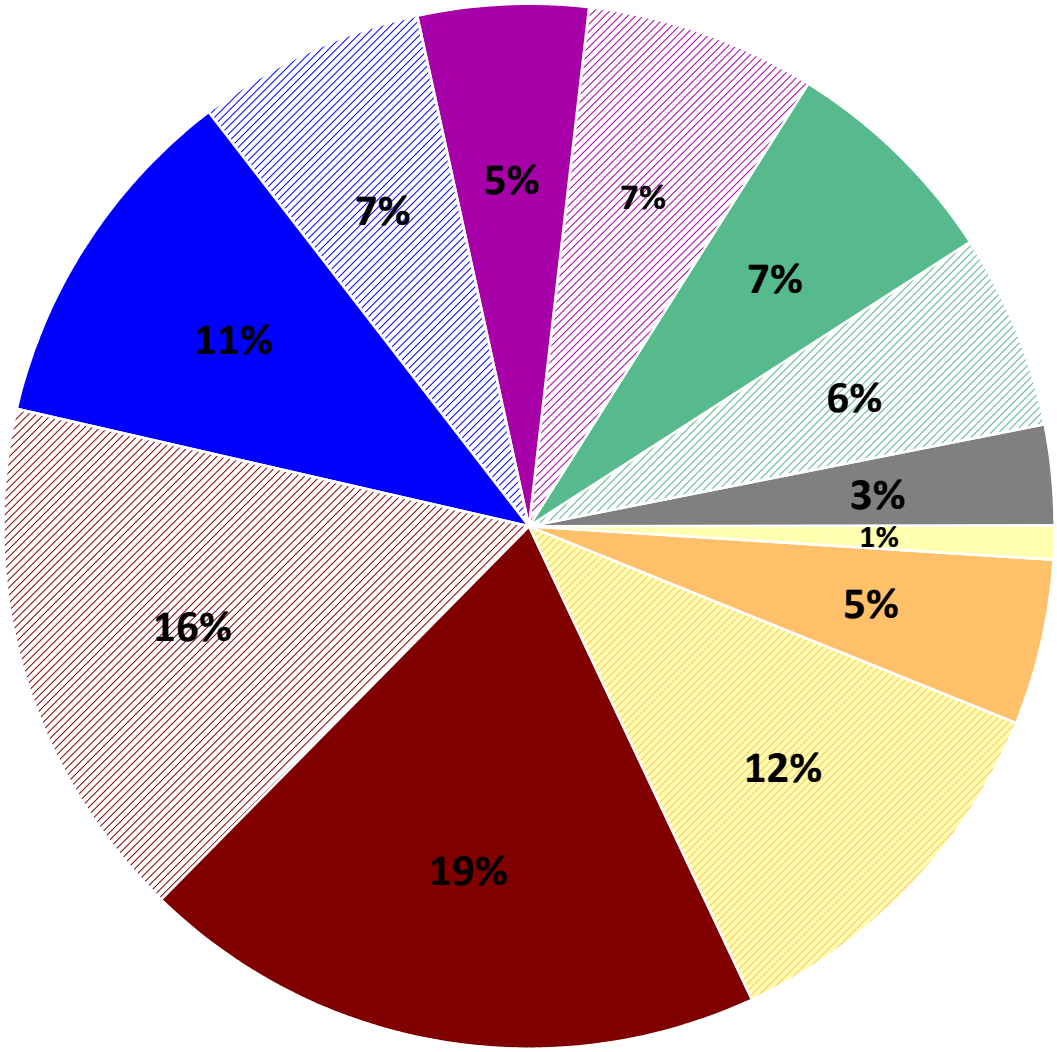
by percentage of respondents (without "not provided")



Source: ETC Institute (2020)

Q21. Demographics: Including yourself, how many people in your household are...

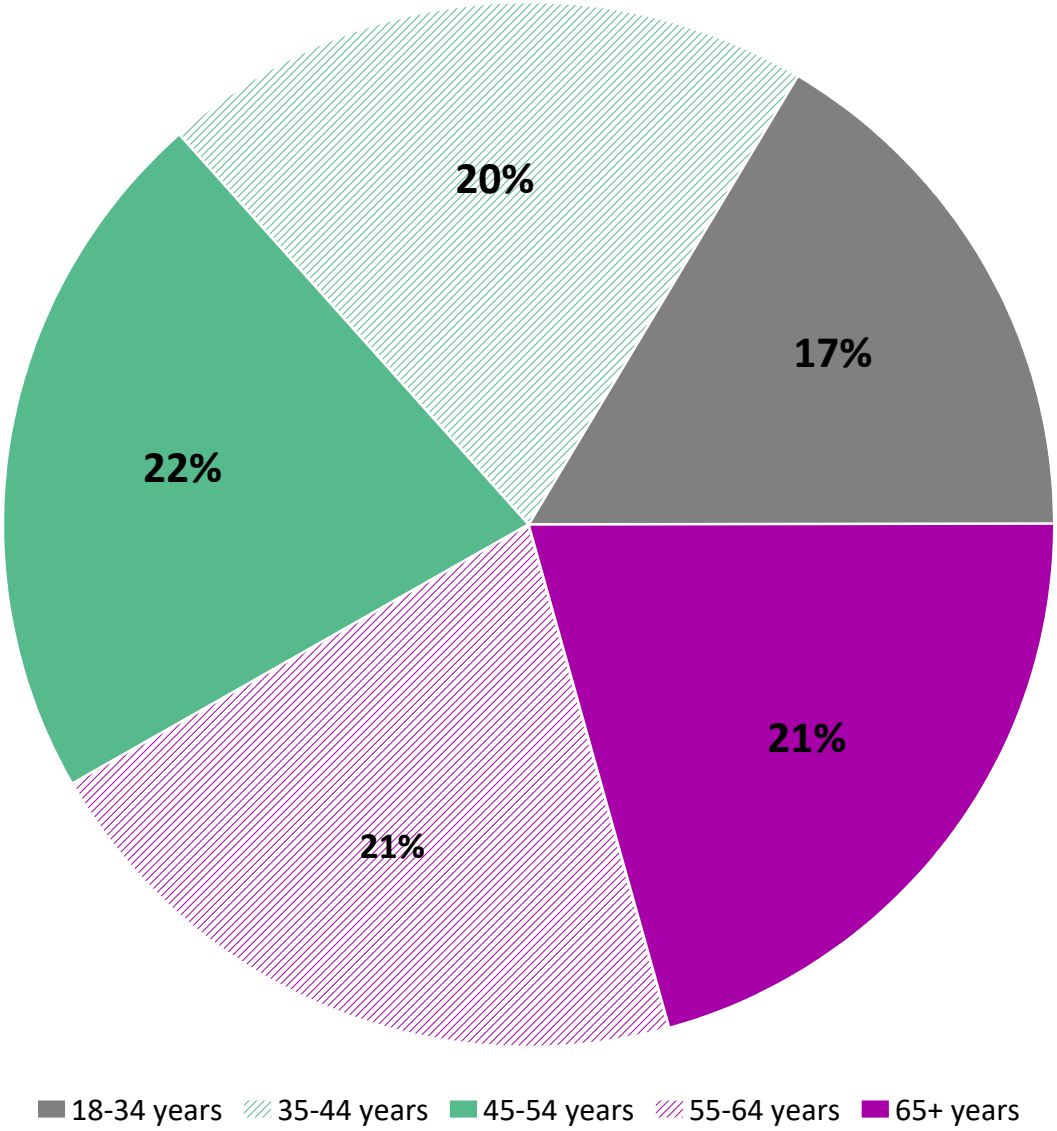
by percentage of respondents



Source: ETC Institute (2020)

Q22. Demographics: Age

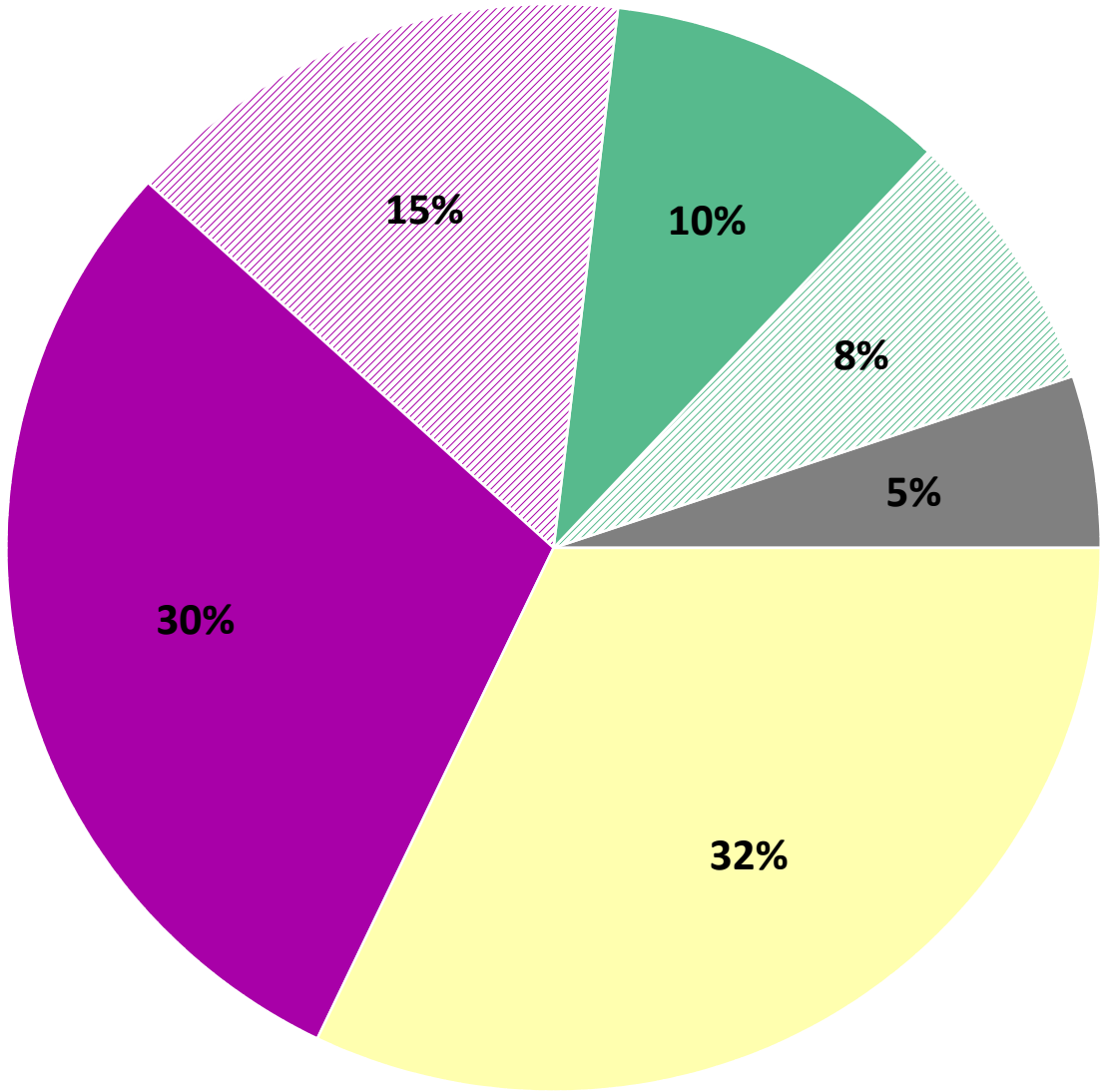
by percentage of respondents (without “not provided")



Source: ETC Institute (2020)

Q23. Demographics: Years lived in Broward County

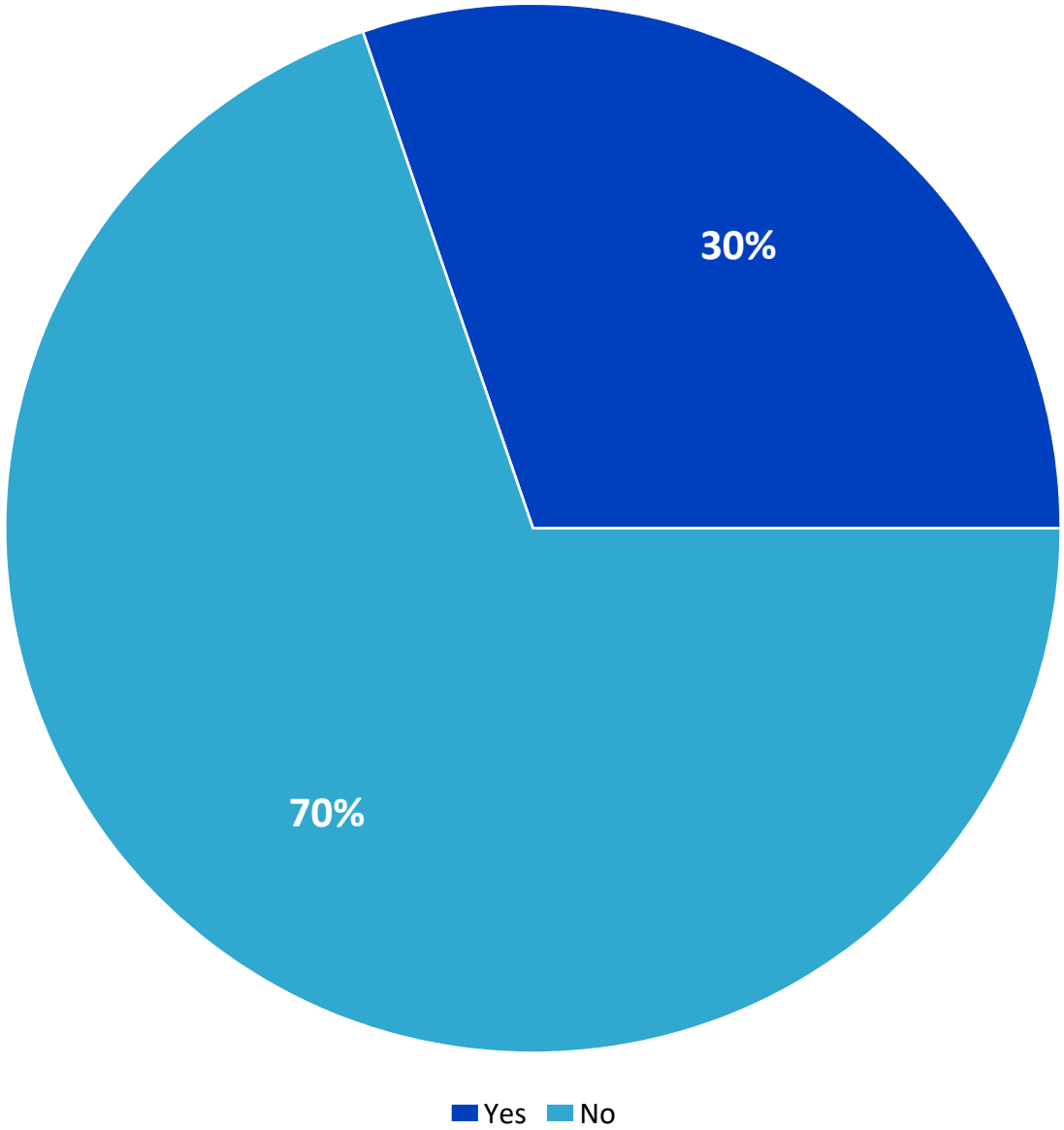
by percentage of respondents (without “not provided")



Source: ETC Institute (2020)

Q24. Demographics: Are you or other members of your household of Hispanic, Latino, or Spanish ancestry?

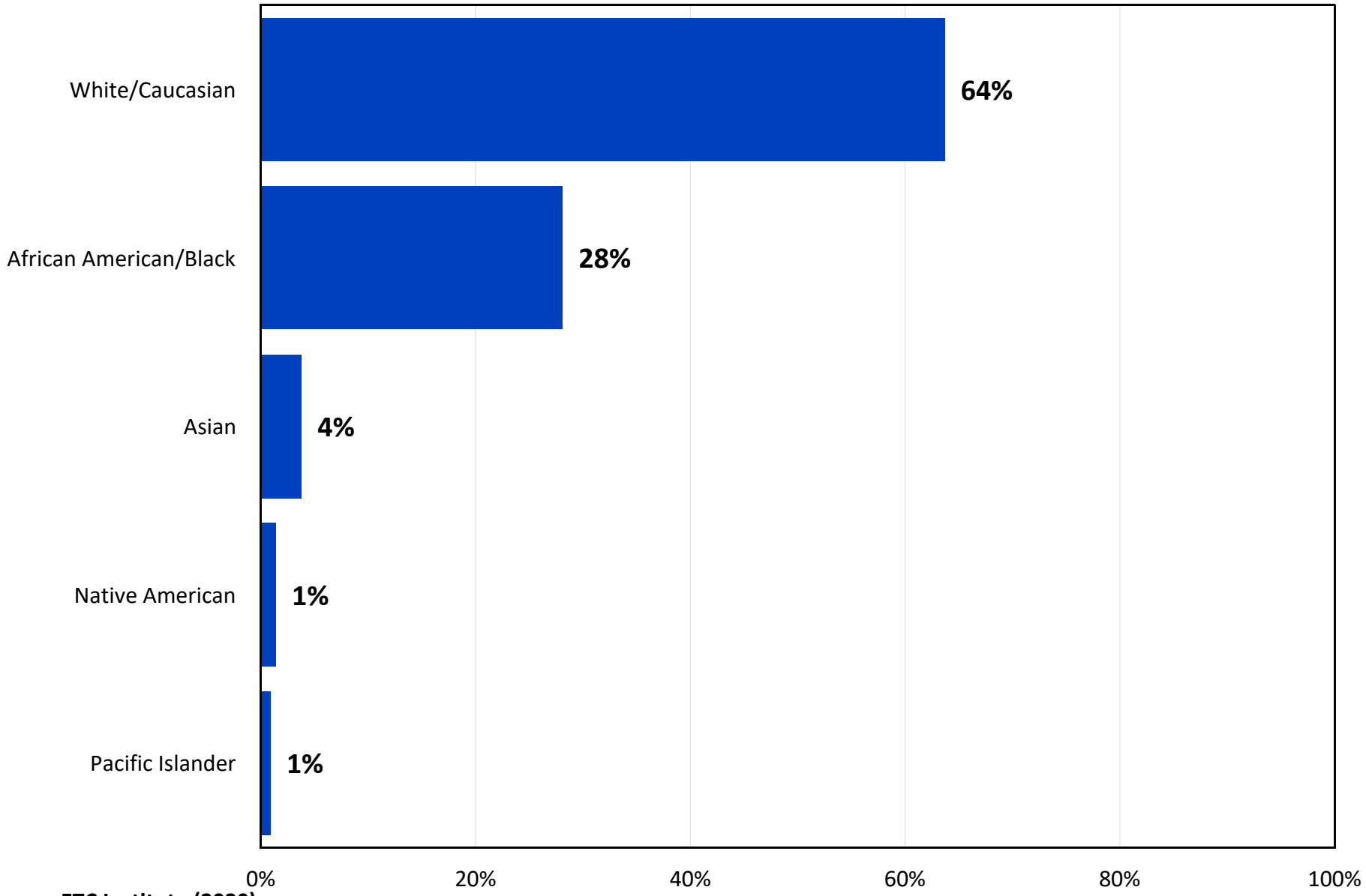
by percentage of respondents (without “not provided”)



Source: ETC Institute (2020)

Q25. Demographics: Race

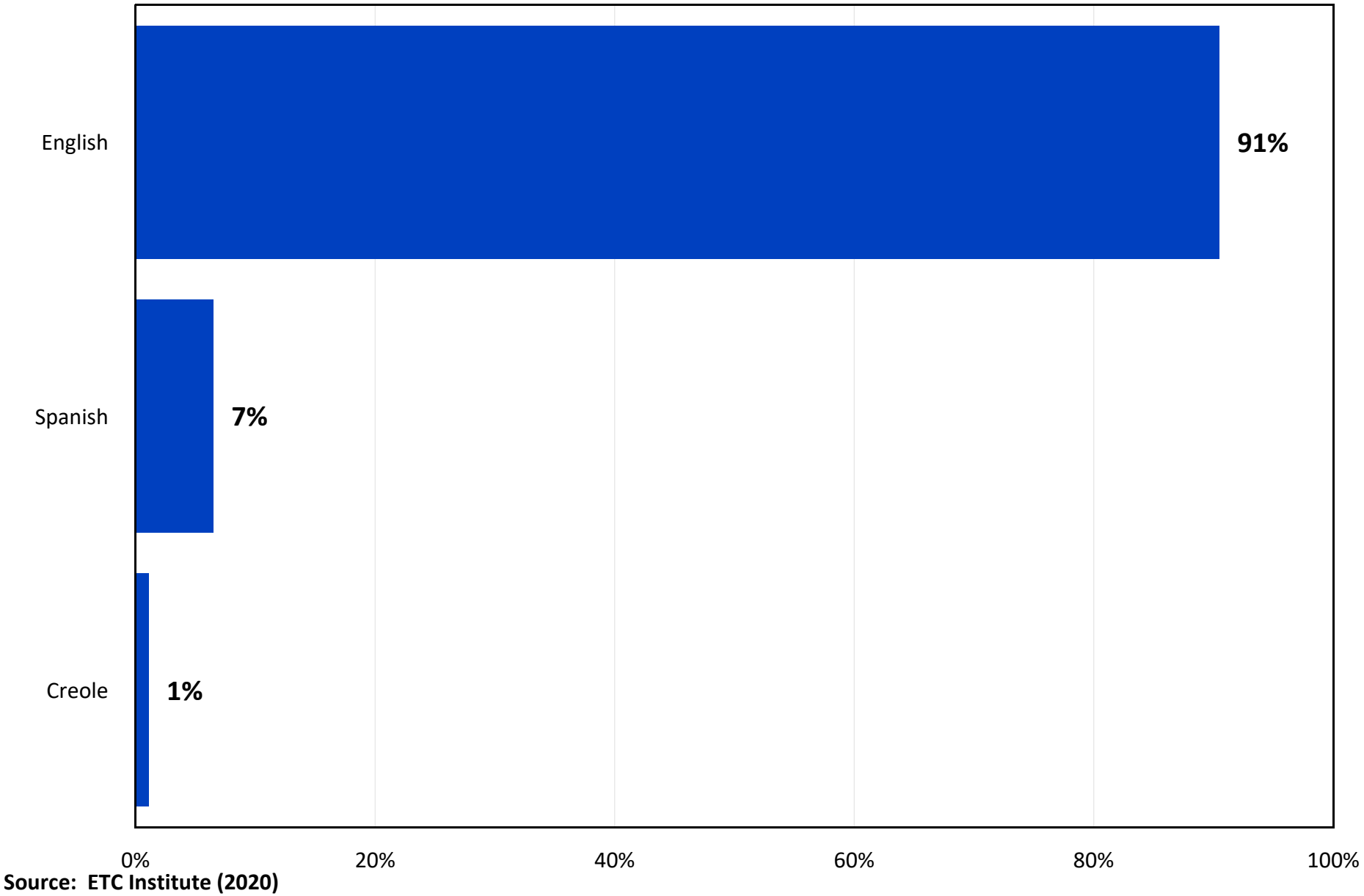
by percentage of respondents (multiple choices could be selected)



Source: ETC Institute (2020)

Q26. Demographics: Primary Language Spoken at Home

by percentage of respondents (multiple choices could be selected)



Source: ETC Institute (2020)

Section 2
Benchmarking Analysis

Benchmarking Summary Report
Broward County, Florida

Since 1998, ETC Institute has conducted household surveys for needs assessments, feasibility studies, customer satisfaction, fees and charges comparisons, and other parks and recreation issues in more than 400 communities in 49 states across the country.

The results of these surveys has provided an unparalleled data base of information to compare responses from household residents in client communities to "National Averages" and therefore provide a unique tool to "assist organizations in better decision making."

Communities within the data base include a full-range of municipal and county governments from 20,000 in population through over 1 million in population. They include communities in warm weather climates and cold weather climates, mature communities and some of the fastest growing cities and counties in the country.

"National Averages" have been developed for numerous strategically important parks and recreation planning and management issues including: customer satisfaction and usage of parks and programs; methods for receiving marketing information; reasons that prevent members of households from using parks and recreation facilities more often; priority recreation programs, parks, facilities and trails to improve or develop; priority programming spaces to have in planned community centers and aquatic facilities; potential attendance for planned indoor community centers and outdoor aquatic centers; etc.

Results from household responses for Broward County (FL) were compared to National Benchmarks to gain further strategic information. A summary of all tabular comparisons are shown on the following page.

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with Broward County (FL) is not authorized without written consent from ETC Institute.

Benchmarking for the Broward County Parks and Recreation System Master Plan Needs Assessment Survey

Satisfaction with the overall value received from the parks and recreation department	National Average	Broward County, FL 2020	Difference
Very Satisfied	24%	**13%**	*-11.0%*
Somewhat Satisfied	35%	**41%**	*5.8%*
Neutral	22%	**29%**	*7.2%*
Somewhat Dissatisfied	6%	**5%**	*-1.0%*
Very Dissatisfied	3%	**1%**	*-1.7%*
Don't Know	11%	**11%**	*-0.3%*
Have you or members of your household visited any City/County/Park District parks over the past year?	**National Average**	**Broward County, FL 2020**	**Difference**
Yes	76%	**78%**	*1.6%*
No	23%	**23%**	*-0.7%*
How would you rate the quality of all the parks you've visited?	**National Average**	**Broward County, FL 2020**	**Difference**
Excellent	29%	**32%**	*3.0%*
Good	53%	**58%**	*4.8%*
Fair	14%	**9%**	*-5.5%*
Poor	3%	**1%**	*-1.8%*
Have you or members of your household participated in City/County/Park District recreation programs during the past year?	**National Average**	**Broward County, FL 2020**	**Difference**
Yes	33%	**36%**	*3.1%*
No	67%	**64%**	*-3.2%*
How would you rate the quality of all the recreation programs you've participated in?	**National Average**	**Broward County, FL 2020**	**Difference**
Excellent	33%	**32%**	*-1.5%*
Good	55%	**60%**	*5.5%*
Fair	10%	**8%**	*-1.9%*
Poor	2%	**0%**	*-1.7%*

Benchmarking for the Broward County Parks and Recreation System Master Plan Needs Assessment Survey

Ways respondents learn about recreation programs and activities	National Average	Broward County, FL 2020	Difference
Word of Mouth/Friends/Coworkers	48%	**54%**	*5.8%*
Website	36%	**42%**	*5.8%*
Social media	25%	**29%**	*3.1%*
Flyers/Materials at City/County/Park District facilities	22%	**28%**	*5.9%*
E-mail bulletins/notification (Email)	16%	**20%**	*3.7%*
Newspaper	31%	**16%**	*-15.2%*
Newsletters/Flyers/Brochures	24%	**14%**	*-10.8%*
Newspaper Advertisements	16%	**13%**	*-3.0%*
Conversations with City/County/Park District staff	6%	**11%**	*4.7%*
Organizations used for parks and recreation programs and facilities	**National Average**	**Broward County, FL 2020**	**Difference**
City/County Parks & Recreation Department	50%	**53%**	*2.9%*
Private sports clubs	13%	**32%**	*18.7%*
County/State Parks	40%	**28%**	*-12.3%*
School District	25%	**23%**	*-2.0%*
Churches	25%	**21%**	*-4.3%*
Private Clubs	23%	**19%**	*-3.8%*
Youth Sports Leagues	14%	**11%**	*-2.8%*
Private schools	12%	**10%**	*-1.4%*
YMCA	17%	**7%**	*-10.0%*
Reasons preventing the use of parks and recreation facilities and programs more often	**National Average**	**Broward County, FL 2020**	**Difference**
I do not know what is being offered	35%	**48%**	*13.7%*
We are too busy	32%	**25%**	*-6.8%*
Use facilities in other Cities/Park Districts	11%	**22%**	*11.5%*
I do not know location of facilities	14%	**17%**	*2.7%*
Security is insufficient	9%	**11%**	*2.2%*
Too far from residence	14%	**11%**	*-2.7%*
Program times are not convenient	18%	**11%**	*-7.4%*
Programs I am interested in are not offered	18%	**7%**	*-11.5%*
Fees are too expensive	15%	**6%**	*-8.7%*
Use services of other agencies	10%	**6%**	*-3.9%*
Lack of transportation	3%	**5%**	*1.4%*
Lack of quality programs	10%	**4%**	*-6.3%*
Facilities are not well maintained	10%	**3%**	*-6.4%*
Lack of parking	7%	**3%**	*-4.5%*
Lack of accessibility (Not accessible for people w disabilities)	3%	**2%**	*-1.4%*
Poor customer service by staff	3%	**2%**	*-1.4%*
Facilities do not have right equipment	9%	**2%**	*-7.6%*
Registration for programs is difficult	3%	**1%**	*-1.9%*

Benchmarking for the Broward County Parks and Recreation System Master Plan Needs Assessment Survey

Recreation programs that respondent households have a need for	National Average	Broward County, FL 2020	Difference
Adult fitness and wellness programs	48%	**51%**	*3.1%*
Seniors/Adult programs for 50 years and older	26%	**29%**	*3.1%*
Special events	39%	**28%**	*-11.6%*
Adult arts, dance, performing arts	21%	**23%**	*1.2%*
Nature programs/environmental education	30%	**22%**	*-8.0%*
Before and after school programs	16%	**21%**	*4.4%*
Water fitness programs	26%	**20%**	*-5.9%*
Adult sports programs	23%	**19%**	*-4.2%*
Youth sports programs	22%	**18%**	*-3.6%*
Youth summer camp programs	19%	**17%**	*-1.6%*
Youth fitness and wellness programs	17%	**13%**	*-3.9%*
Teen programs	15%	**13%**	*-2.4%*
Youth art, dance, performing arts	16%	**13%**	*-3.2%*
Tennis lessons and leagues	14%	**12%**	*-2.2%*
Programs for people with disabilities	10%	**11%**	*1.0%*
Preschool programs	13%	**11%**	*-2.4%*
Most important recreation programs (sum of top choices)	**National Average**	**Broward County, FL 2020**	**Difference**
Adult fitness and wellness programs	30%	**36%**	*6.1%*
Seniors/Adult programs for 50 years and older	16%	**20%**	*4.0%*
Special events	21%	**14%**	*-6.8%*
Adult sports programs	10%	**12%**	*2.1%*
Nature programs/environmental education	14%	**12%**	*-2.4%*
Before and after school programs	8%	**11%**	*3.5%*
Adult arts, dance, performing arts	9%	**10%**	*0.1%*
Youth sports programs	12%	**9%**	*-2.4%*
Youth summer camp programs	8%	**9%**	*0.9%*
Water fitness programs	11%	**9%**	*-1.8%*
Teen programs	6%	**7%**	*1.2%*
Tennis lessons and leagues	5%	**7%**	*1.2%*
Preschool programs	7%	**5%**	*-1.3%*
Programs for people with special needs/disabled	4%	**4%**	*-0.3%*
Youth fitness and wellness programs	6%	**4%**	*-1.5%*
Youth art, dance, performing arts	5%	**4%**	*-1.6%*

Benchmarking for the Broward County Parks and Recreation System Master Plan Needs Assessment Survey

Parks and recreation facilities that respondent households have a need for	National Average	Broward County, FL 2020	Difference
Walking & Biking Trails	70%	**59%**	*-11.1%*
Unpaved hiking/walking/mountain biking trails	56%	**52%**	*-4.2%*
Picnic Areas and Shelters	47%	**45%**	*-2.2%*
Community/Recreation Centers	31%	**35%**	*3.2%*
Small neighborhood parks	53%	**33%**	*-20.4%*
Nature Center/Nature Trails	51%	**31%**	*-19.7%*
Off-leash dog parks	30%	**29%**	*-0.7%*
Outdoor Swimming Pools/Aquatic Center	40%	**29%**	*-10.8%*
Playground Equipment for Children	40%	**29%**	*-11.2%*
Performing Arts Center	30%	**29%**	*-1.9%*
Large Multi Use Community Parks	51%	**28%**	*-23.1%*
Natural areas/wildlife habitats (Greenspace and natural areas)	55%	**26%**	*-29.3%*
Meeting Space/conference center	27%	**21%**	*-6.7%*
Mountain bike trails	22%	**20%**	*-1.5%*
Splash park/pad	24%	**19%**	*-5.8%*
Campground	33%	**18%**	*-14.9%*
Indoor basketball/volleyball courts (Gymnasiums)	20%	**17%**	*-2.8%*
Outdoor basketball/multi-use courts	20%	**15%**	*-4.6%*
Soccer, Lacrosse Fields (Outdoor field space)	21%	**14%**	*-6.8%*
Baseball/Softball Fields	15%	**11%**	*-4.0%*
Ultimate Frisbee/Disc Golf	13%	**7%**	*-5.8%*
BMX Bicycle Course	12%	**6%**	*-5.8%*
Equestrian Facility/Trails	8%	**6%**	*-2.3%*
Cricket fields	4%	**3%**	*-0.9%*
Most important parks and recreation facilities (sum of top choices)	**National Average**	**Broward County, FL 2020**	**Difference**
Walking and Biking Trails	45%	**42%**	*-3.1%*
Unpaved hiking/walking/mountain bike trails	33%	**29%**	*-4.0%*
Off-Leash Dog Park	16%	**20%**	*3.9%*
Picnic Areas and Shelters	14%	**18%**	*4.1%*
Community/Recreation Centers	10%	**18%**	*7.1%*
Outdoor Swimmming Pools/Aquatic Facilities	17%	**13%**	*-4.5%*
Playground Equipment for Children	17%	**12%**	*-5.6%*
Performing Arts Center	11%	**12%**	*0.2%*
Small Neighborhood Parks	24%	**11%**	*-13.0%*
Natural areas/wildlife habitats (Greenspace and natural areas)	24%	**10%**	*-13.9%*
Nature Center/Nature Trails (Nature trails/nature parks)	21%	**10%**	*-11.3%*
Mountain bike trails	7%	**10%**	*2.4%*
Campgrounds	9%	**8%**	*-1.5%*
Large Community Parks	19%	**7%**	*-12.0%*
Indoor basketball/volleyball courts (Gymnasiums)	5%	**7%**	*2.0%*
Splash park/pad	8%	**7%**	*-1.6%*
Soccer, Lacrosse Fields (Outdoor field space)	7%	**7%**	*-0.3%*
Meeting Space/conference center	8%	**5%**	*-3.4%*
Baseball/Softball Fields	4%	**4%**	*-0.1%*
Outdoor Basketball Courts	4%	**3%**	*-0.8%*
Ultimate Frisbee/Disc Golf	3%	**3%**	*-0.2%*
Equestrian Facility/Trails	2%	**2%**	*-0.1%*
BMX Bicycle Course	2%	**2%**	*-0.6%*
Cricket field	1%	**2%**	*0.2%*

Section 3
Priority Investment Ratings

Priority Investment Rating
Broward County, Florida

The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide governments with an objective tool for evaluating the priority that should be placed on parks and recreation investments. The Priority Investment Rating was developed by ETC Institute to identify the facilities and programs residents think should receive the highest priority for investment. The priority investment rating reflects the importance residents place on items (sum of top 4 choices) and the unmet needs (needs that are only being partly or not met) for each facility and program relative to the facility and program that rated the highest overall. Since decisions related to future investments should consider both the level of unmet need and the importance of facilities and programs, the PIR weights each of these components equally.

The PIR reflects the sum of the Unmet Needs Rating and the Importance Rating as shown in the equation below:

$$PIR = UNR + IR$$

For example, suppose the Unmet Needs Rating for splash pads is 49 (out of 100) and the Importance Rating for splash pads is 16 (out of 100), the Priority Investment Rating for splash pads is 65 (out of 200).

How to Analyze the Charts:

- **High Priority Areas** are those with a PIR of at least 100. A rating of 100 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact on the greatest number of households.

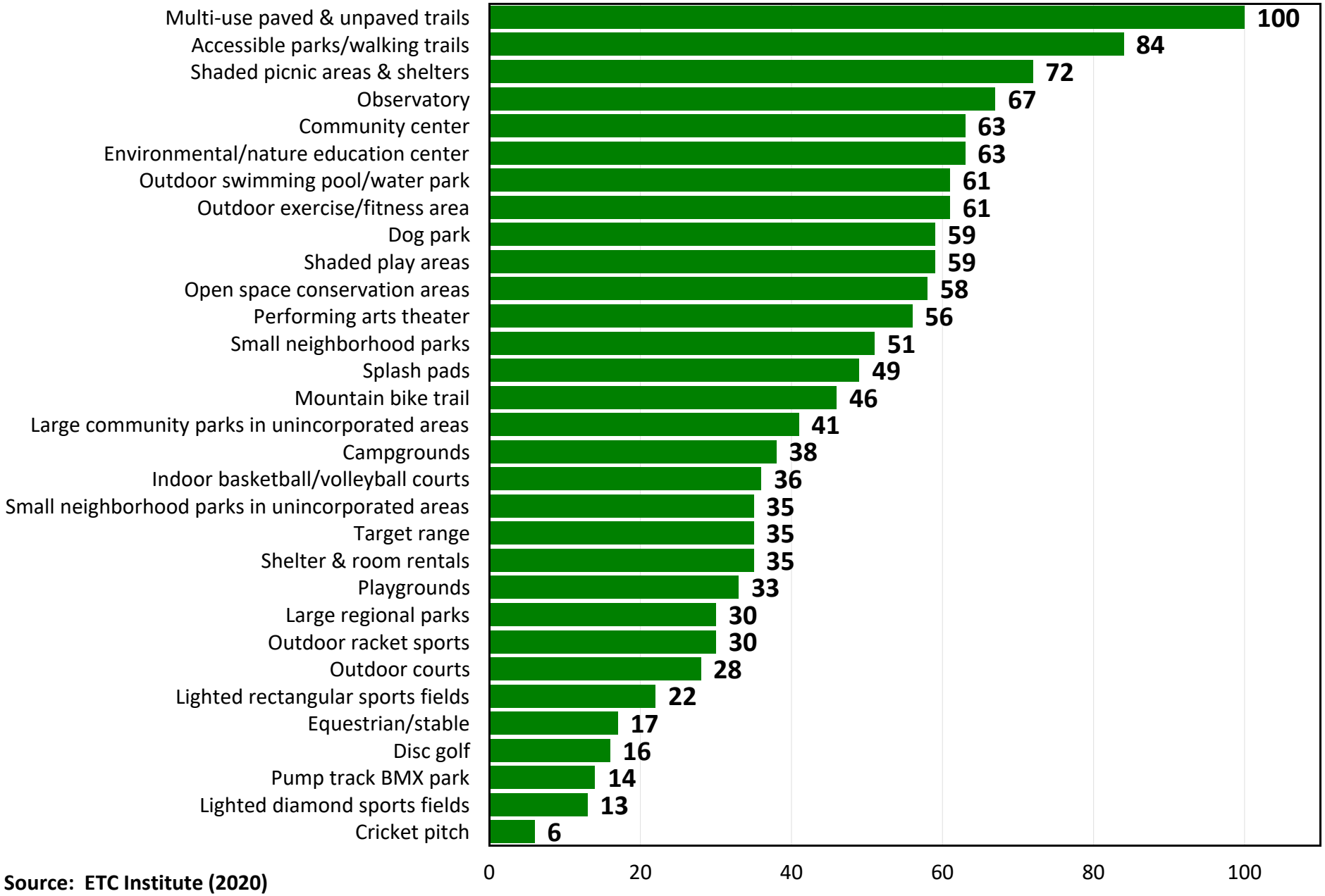
- **Medium Priority Areas** are those with a PIR of 50-99. A rating in this range generally indicates there is a medium to high level of unmet need or a significant percentage of residents generally think it is important to fund improvements in these areas.

- **Low Priority Areas** are those with a PIR below 50. A rating in this range generally indicates there is a relatively low level of unmet need and residents do not think it is important to fund improvements in these areas. Improvements may be warranted if the needs of very specialized populations are being targeted.

The following pages show the Unmet Needs Rating, Importance Rating, and Priority Investment Rating for facilities and programs.

Unmet Needs Rating for Facilities

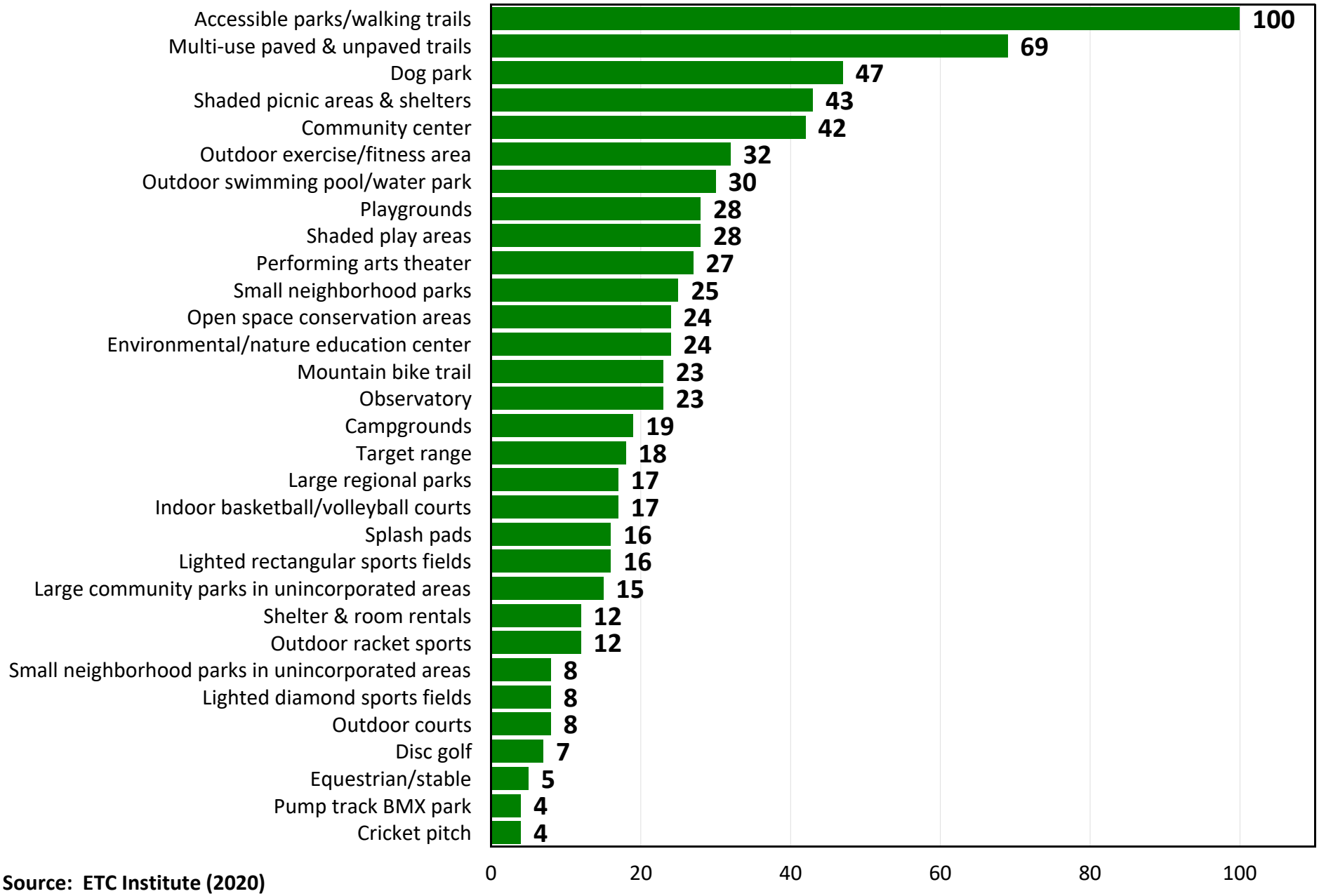
the rating for the item with the most unmet need=100
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



Source: ETC Institute (2020)

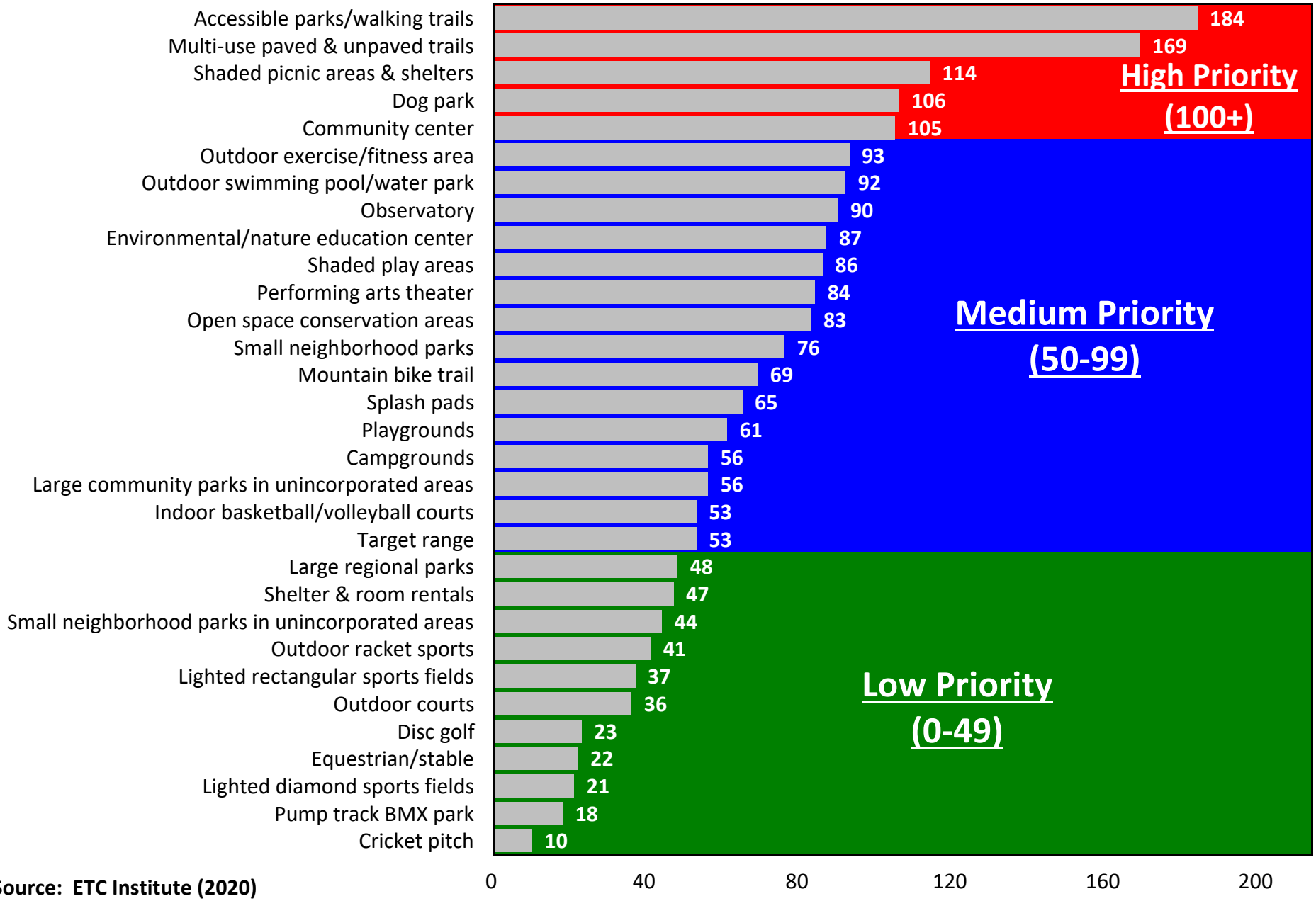
Importance Rating for Facilities

the rating for the item rated as the most important=100
the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Source: ETC Institute (2020)

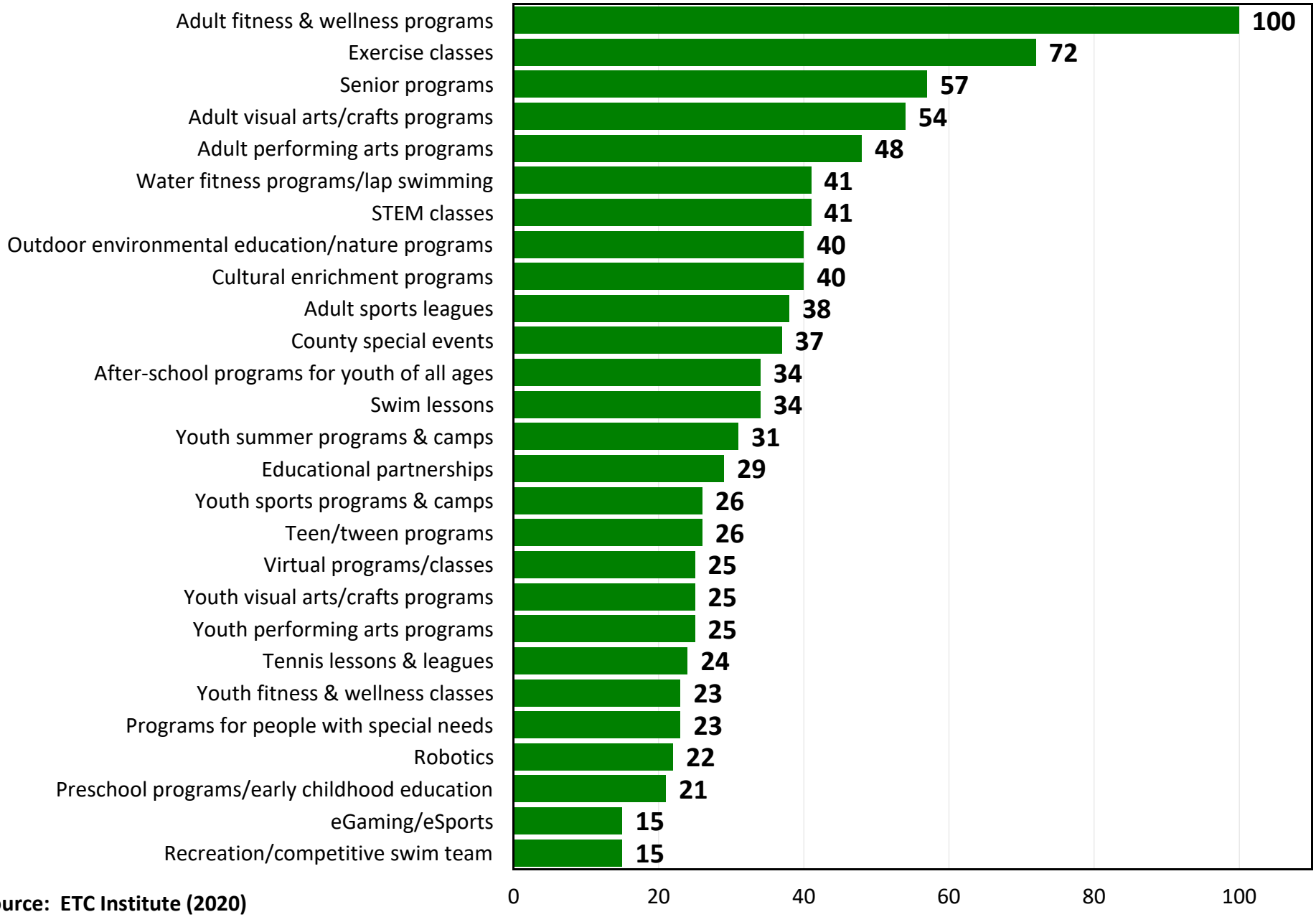
Top Priorities for Investment for Facilities Based on the Priority Investment Rating



Source: ETC Institute (2020)

Unmet Needs Rating for Programs

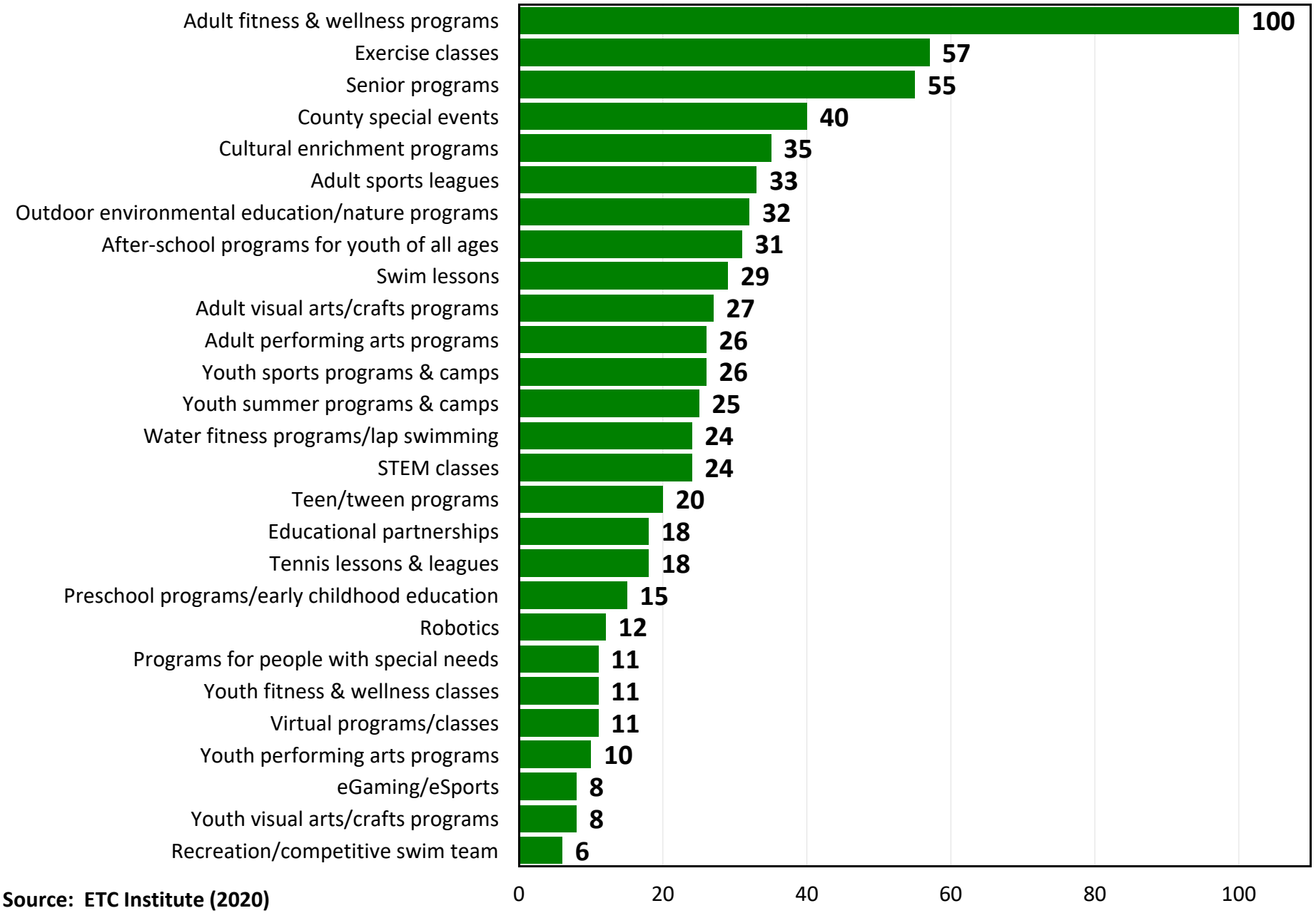
the rating for the item with the most unmet need=100
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



Source: ETC Institute (2020)

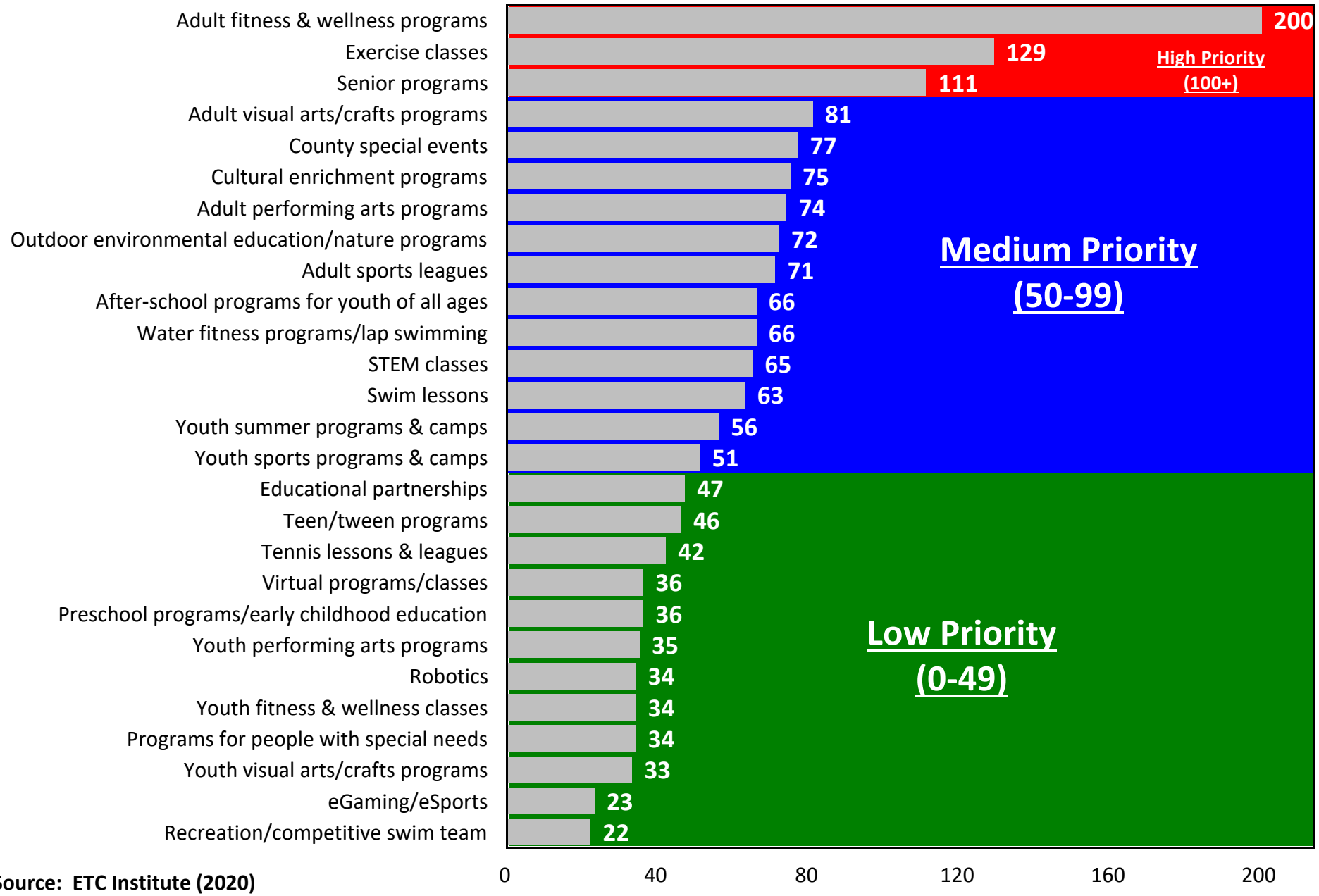
Importance Rating for Programs

the rating for the item rated as the most important=100
the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Source: ETC Institute (2020)

Top Priorities for Investment for Programs Based on the Priority Investment Rating



Source: ETC Institute (2020)

Section 4
Tabular Data

Q1. 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?

Q1. Have you visited any County Parks & Recreation Division parks and/or facilities during past 12 months	Number	Percent
Yes	505	77.5 %
No	147	22.5 %
Total	652	100.0 %

Q1b. How often have you visited Broward County Parks and Recreation Division parks and/or facilities during the past 12 months?

Q1b. How often have you visited County Parks & Recreation Division parks and/or facilities during past 12 months	Number	Percent
5+ times a week	50	9.9 %
2-4 times a week	129	25.5 %
Once a week	77	15.2 %
1-3 times a month	128	25.3 %
Less than once a month	104	20.6 %
Don't know	17	3.4 %
Total	505	100.0 %

WITHOUT "DON'T KNOW"

Q1b. How often have you visited Broward County Parks and Recreation Division parks and/or facilities during the past 12 months? (without "don't know")

Q1b. How often have you visited County Parks & Recreation Division parks and/or facilities during past 12 months	Number	Percent
5+ times a week	50	10.2 %
2-4 times a week	129	26.4 %
Once a week	77	15.8 %
1-3 times a month	128	26.2 %
Less than once a month	104	21.3 %
Total	488	100.0 %

Q1c. Overall, how would you rate the physical condition of ALL the Broward County Parks and Recreation Division parks and facilities you have visited?

Q1c. How would you rate overall physical condition of all County Parks & Recreation Division parks & facilities you have visited	Number	Percent
Excellent	159	31.5 %
Good	289	57.2 %
Fair	44	8.7 %
Poor	6	1.2 %
Not provided	7	1.4 %
Total	505	100.0 %

WITHOUT "NOT PROVIDED"

Q1c. Overall, how would you rate the physical condition of ALL the Broward County Parks and Recreation Division parks and facilities you have visited? (without "not provided")

Q1c. How would you rate overall physical condition of all County Parks & Recreation Division parks & facilities you have visited	Number	Percent
Excellent	159	31.9 %
Good	289	58.0 %
Fair	44	8.8 %
Poor	6	1.2 %
Total	498	100.0 %

Q1d. 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.

Q1d. What are all the reasons your household has not visited any County Parks & Recreation Division parks and/or facilities during past 12 months	Number	Percent
Use City parks/facilities	33	22.4 %
Too far from home	16	10.9 %
Parks/facilities are not well maintained	5	3.4 %
Lack of features we want to use	23	15.6 %
Lack of parking to access parks/facilities	4	2.7 %
Do not feel safe using parks/facilities	16	10.9 %
Poor customer service	3	2.0 %
Lack of handicap accessibility	3	2.0 %
Do not feel welcomed/accommodated	3	2.0 %
Not aware of parks' or facilities' locations	25	17.0 %
Lack of transportation	7	4.8 %
Lack of restrooms	8	5.4 %
Lack of trust in government	6	4.1 %
Language/cultural barriers	1	0.7 %
Other	51	34.7 %
Total	204	

Q2. From the following list, please CHECK ALL of the organizations that you or members of your household have used for recreation and/or sports activities during the past 12 months.

Q2. What are all organizations you have used for recreation and/or sports activities during past 12 months	Number	Percent
Public schools	148	22.7 %
Private schools	66	10.1 %
Private & non-profit youth sports	72	11.0 %
Private summer camps	59	9.0 %
Private workout facilities	208	31.9 %
Private clubs (tennis, health, swim, fitness)	122	18.7 %
Broward County Parks & Recreation Division	348	53.4 %
Florida State parks	183	28.1 %
City parks/facilities	356	54.6 %
YMCA programs	45	6.9 %
Places of worship (e.g. synagogues, churches)	136	20.9 %
Other	36	5.5 %
Total	1779	

Q3. From the following list, please CHECK ALL the ways you learn about Broward County Parks and Recreation Division programs and services.

Q3. What are all the ways you learn about County Parks & Recreation Division programs & services	Number	Percent
When participating in programs	172	26.4 %
County website	271	41.6 %
Materials at parks or recreation facilities	182	27.9 %
Conversations with park staff	71	10.9 %
Newspaper	103	15.8 %
Word of mouth	351	53.8 %
Promotions at special events	136	20.9 %
Banners	90	13.8 %
Phone app	28	4.3 %
Emails	131	20.1 %
E-newsletter	69	10.6 %
Social media	186	28.5 %
Flyers	89	13.7 %
Advertising	86	13.2 %
Other	36	5.5 %
Total	2001	

Q3-15. Other

Q3-15. Other	Number	Percent
AM radio	1	2.8 %
CITY NEWSLETTER LAUDERHILL	1	2.8 %
CITY WEBSITE/MAPS APP	1	2.8 %
DRIVING LIVED HERE SINCE 1979	1	2.8 %
Drive by	6	16.7 %
FAMILY	1	2.8 %
FRIEND	1	2.8 %
Friends and family	1	2.8 %
GOOGLE MAPS	1	2.8 %
Google	1	2.8 %
Had no knowledge of this at all	1	2.8 %
Homeowners meeting	1	2.8 %
I have been a Broward County resident for the past 25 year	1	2.8 %
I know all parks so don't need brochures or banners to prompt me	1	2.8 %
Know the area	1	2.8 %
LOOK FOR IT	1	2.8 %
Lifelong Broward County resident know all the parks	1	2.8 %
Living in Broward County and driving around	1	2.8 %
MEET UP WEBSITE	1	2.8 %
Mail	3	8.3 %
My water aerobics instructor at pool	1	2.8 %
Pass by and found them the most	1	2.8 %
Radio	2	5.6 %
SELF INTEREST EXERCISE	1	2.8 %
SIGNAGE	1	2.8 %
Voting training at Tree Tops Park	1	2.8 %
Word of mouth through friends	1	2.8 %
Worked for Broward County parks for 7 years	1	2.8 %
Total	36	100.0 %

Q4. From the list in Question 3, which THREE methods of communication would you MOST PREFER the County use to communicate with you about parks and recreation programs and services?

Q4. Top choice	Number	Percent
When participating in programs	25	3.8 %
County website	111	17.0 %
Materials at parks or recreation facilities	23	3.5 %
Conversations with park staff	2	0.3 %
Newspaper	28	4.3 %
Word of mouth	18	2.8 %
Promotions at special events	16	2.5 %
Banners	9	1.4 %
Phone app	15	2.3 %
Emails	167	25.6 %
E-newsletter	49	7.5 %
Social media	72	11.0 %
Flyers	15	2.3 %
Advertising	21	3.2 %
Other	9	1.4 %
None chosen	72	11.0 %
Total	652	100.0 %

Q4. From the list in Question 3, which THREE methods of communication would you MOST PREFER the County use to communicate with you about parks and recreation programs and services?

Q4. 2nd choice	Number	Percent
When participating in programs	15	2.3 %
County website	68	10.4 %
Materials at parks or recreation facilities	49	7.5 %
Conversations with park staff	6	0.9 %
Newspaper	26	4.0 %
Word of mouth	26	4.0 %
Promotions at special events	33	5.1 %
Banners	25	3.8 %
Phone app	25	3.8 %
Emails	64	9.8 %
E-newsletter	43	6.6 %
Social media	81	12.4 %
Flyers	24	3.7 %
Advertising	25	3.8 %
Other	1	0.2 %
None chosen	141	21.6 %
Total	652	100.0 %

Q4. From the list in Question 3, which THREE methods of communication would you MOST PREFER the County use to communicate with you about parks and recreation programs and services?

Q4. 3rd choice	Number	Percent
When participating in programs	14	2.1 %
County website	49	7.5 %
Materials at parks or recreation facilities	24	3.7 %
Conversations with park staff	9	1.4 %
Newspaper	16	2.5 %
Word of mouth	24	3.7 %
Promotions at special events	33	5.1 %
Banners	33	5.1 %
Phone app	26	4.0 %
Emails	39	6.0 %
E-newsletter	40	6.1 %
Social media	57	8.7 %
Flyers	32	4.9 %
Advertising	53	8.1 %
Other	6	0.9 %
None chosen	197	30.2 %
Total	652	100.0 %

SUM OF THE TOP THREE CHOICES

Q4. From the list in Question 3, which THREE methods of communication would you MOST PREFER the County use to communicate with you about parks and recreation programs and services? (top 3)

Q4. Top choice	Number	Percent
When participating in programs	54	8.3 %
County website	228	35.0 %
Materials at parks or recreation facilities	96	14.7 %
Conversations with park staff	17	2.6 %
Newspaper	70	10.7 %
Word of mouth	68	10.4 %
Promotions at special events	82	12.6 %
Banners	67	10.3 %
Phone app	66	10.1 %
Emails	270	41.4 %
E-newsletter	132	20.2 %
Social media	210	32.2 %
Flyers	71	10.9 %
Advertising	99	15.2 %
Other	16	2.5 %
None chosen	72	11.0 %
Total	1618	

Q5. 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?

Q5. Has your household participated in any County offered or hosted programs/events during past 12 months	Number	Percent
Yes	237	36.3 %
No	415	63.7 %
Total	652	100.0 %

Q5a. 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?

Q5a. How many programs/events have you participated in during past 12 months	Number	Percent
One	49	20.7 %
2-3	136	57.4 %
4-6	32	13.5 %
7+	13	5.5 %
Not provided	7	3.0 %
Total	237	100.0 %

WITHOUT "NOT PROVIDED"

Q5a. 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? (without "not provided")

Q5a. How many programs/events have you participated in during past 12 months	Number	Percent
One	49	21.3 %
2-3	136	59.1 %
4-6	32	13.9 %
7+	13	5.7 %
Total	230	100.0 %

Q5b. How would you rate the overall quality of the Broward County Parks and Recreation Division programs/events in which your household has participated?

Q5b. How would you rate overall quality of programs/events in which your household has participated	Number	Percent
Excellent	74	31.2 %
Good	140	59.1 %
Fair	19	8.0 %
Not provided	4	1.7 %
Total	237	100.0 %

WITHOUT "NOT PROVIDED"

Q5b. How would you rate the overall quality of the Broward County Parks and Recreation Division programs/events in which your household has participated? (without "not provided")

Q5b. How would you rate overall quality of programs/events in which your household has participated	Number	Percent
Excellent	74	31.8 %
Good	140	60.1 %
Fair	19	8.2 %
Total	233	100.0 %

Q5c. 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.

Q5c. What are all the reasons your household has not participated in any County Parks & Recreation Division programs/events during past 12 months	Number	Percent
I don't know what is offered	200	48.2 %
Old & outdated facilities	9	2.2 %
Use programs at other agencies	24	5.8 %
Lack of quality instructors	7	1.7 %
Lack of quality programs	17	4.1 %
Fees are too high	26	6.3 %
Too far from home	32	7.7 %
Program times are not convenient	44	10.6 %
Classes are full	5	1.2 %
Safety concerns	18	4.3 %
Prefer individual activities	65	15.7 %
Program not offered	27	6.5 %
Registration is difficult	5	1.2 %
Poor customer service by staff	9	2.2 %
Lack of transportation	9	2.2 %
Lack of appropriate program equipment	7	1.7 %
Too busy/not interested	103	24.8 %
Language/cultural/age barriers	5	1.2 %
Traffic & parking issues	20	4.8 %
Other	41	9.9 %
Total	673	

Q6. 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.

Q6. What are single or multi-day event concepts in which your household would be most interested	Number	Percent
Cultural celebrations (ethnic music, traditions, performances)	229	35.1 %
Competitions (triathlon, bike, 5K/10K runs, adventure/ obstacle courses)	123	18.9 %
Employment/job fairs	63	9.7 %
Entertainment (music, movies, performers)	318	48.8 %
Environmental event (Water Matters Day, sustainability, recycling)	91	14.0 %
Food events (farmer's market, food tastings, beer/wine)	420	64.4 %
Health & wellness events (nutrition counseling, preventative health education, mental health wellness, County resources)	123	18.9 %
Holiday celebrations (Memorial, Veterans, 4th of July)	238	36.5 %
Safety/crime prevention fairs	28	4.3 %
Sports tournaments (basketball, football, dodgeball, pickleball, soccer)	99	15.2 %
None. I don't think County should offer special events	14	2.1 %
Total	1746	

WITHOUT "NONE"

Q6. 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. (without "none")

Q6. What are single or multi-day event concepts in which your household would be most interested	Number	Percent
Cultural celebrations (ethnic music, traditions, performances)	228	35.7 %
Competitions (triathlon, bike, 5K/10K runs, adventure/ obstacle courses)	123	19.3 %
Employment/job fairs	63	9.9 %
Entertainment (music, movies, performers)	318	49.8 %
Environmental event (Water Matters Day, sustainability, recycling)	91	14.3 %
Food events (farmer's market, food tastings, beer/wine)	420	65.8 %
Health & wellness events (nutrition counseling, preventative health education, mental health wellness, County resources)	123	19.3 %
Holiday celebrations (Memorial, Veterans, 4th of July)	238	37.3 %
Safety/crime prevention fairs	28	4.4 %
Sports tournaments (basketball, football, dodgeball, pickleball, soccer)	99	15.5 %
Total	1731	

Q7. If you had an additional $100, how would you allocate the funds among the parks and recreation categories listed below?

	Mean
Improvements/maintenance of existing parks, pools, & recreation facilities	45.36
Acquisition of new park land & open space	30.65
Construction of new sports fields (softball, soccer, baseball, etc.)	23.98
Acquisition & development of walking & biking trails	37.69
Development of new indoor facilities (indoor walking track, fitness centers, pool, gyms, etc.)	36.18
Other	45.08

Q8. 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 alphabetically below.

(N=652)

	Yes	No
Q8-1. Accessible parks/walking trails	58.9%	41.1%
Q8-2. Campgrounds	18.1%	81.9%
Q8-3. Community center (multi-use space for events, exercise & activities)	34.5%	65.5%
Q8-4. Cricket pitch	2.9%	97.1%
Q8-5. Disc golf	7.4%	92.6%
Q8-6. Dog park (off-leash)	29.4%	70.6%
Q8-7. Environmental/nature education center	31.1%	68.9%
Q8-8. Equestrian/stable	6.0%	94.0%
Q8-9. Indoor basketball/volleyball courts (indoor gyms)	17.3%	82.7%
Q8-10. Large community parks in unincorporated areas	22.7%	77.3%
Q8-11. Large regional parks	28.2%	71.8%
Q8-12. Lighted diamond sports fields (baseball, softball)	10.7%	89.3%
Q8-13. Lighted rectangular sports fields (football, rugby, soccer)	14.1%	85.9%
Q8-14. Mountain bike trail	20.4%	79.6%
Q8-15. Multi-use paved & unpaved trails (hiking, biking, walking)	52.0%	48.0%
Q8-16. Observatory	24.5%	75.5%
Q8-17. Open space conservation areas	26.1%	73.9%
Q8-18. Outdoor courts (volleyball & basketball)	15.3%	84.7%
Q8-19. Outdoor exercise/fitness area	31.4%	68.6%
Q8-20. Outdoor racket sports (tennis, pickleball)	16.0%	84.0%

Q8. 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 alphabetically below.

	Yes	No
Q8-21. Outdoor swimming pool/water park	29.4%	70.6%
Q8-22. Performing arts theater	28.5%	71.5%
Q8-23. Playgrounds	29.0%	71.0%
Q8-24. Pump track BMX park	6.1%	93.9%
Q8-25. Shaded picnic areas & shelters	45.1%	54.9%
Q8-26. Shaded play areas	31.1%	68.9%
Q8-27. Shelter & room rentals	20.7%	79.3%
Q8-28. Small neighborhood parks	33.1%	66.9%
Q8-29. Small neighborhood parks in unincorporated areas	19.9%	80.1%
Q8-30. Splash pads	18.7%	81.3%
Q8-31. Target range	15.5%	84.5%
Q8-32. Other	5.2%	94.8%

Q8. If "YES," please rate how well your need for facilities/amenities of this type is being met using a scale of 1 to 4, where 4 means "Needs Are Fully Met" and 1 means "Does Not Meet Needs" of your household.

(N=619)

	Fully met	Mostly met	Partly met	Not met
Q8-1. Accessible parks/walking trails	21.4%	39.6%	31.6%	7.4%
Q8-2. Campgrounds	13.6%	29.1%	24.5%	32.7%
Q8-3. Community center (multi-use space for events, exercise & activities)	16.4%	33.3%	34.3%	15.9%
Q8-4. Cricket pitch	29.4%	11.8%	23.5%	35.3%
Q8-5. Disc golf	23.8%	16.7%	26.2%	33.3%
Q8-6. Dog park (off-leash)	16.1%	28.6%	33.9%	21.4%
Q8-7. Environmental/nature education center	17.1%	27.4%	32.6%	22.9%
Q8-8. Equestrian/stable	14.7%	8.8%	26.5%	50.0%
Q8-9. Indoor basketball/volleyball courts (indoor gyms)	16.8%	25.7%	23.8%	33.7%
Q8-10. Large community parks in unincorporated areas	18.5%	32.3%	30.8%	18.5%
Q8-11. Large regional parks	26.5%	44.0%	23.5%	6.0%
Q8-12. Lighted diamond sports fields (baseball, softball)	35.4%	32.3%	29.2%	3.1%
Q8-13. Lighted rectangular sports fields (football, rugby, soccer)	30.9%	27.2%	32.1%	9.9%
Q8-14. Mountain bike trail	15.3%	23.4%	32.3%	29.0%
Q8-15. Multi-use paved & unpaved trails (hiking, biking, walking)	12.8%	34.5%	40.8%	11.8%
Q8-16. Observatory	9.8%	15.0%	23.3%	51.9%
Q8-17. Open space conservation areas	12.2%	26.5%	42.2%	19.0%
Q8-18. Outdoor courts (volleyball & basketball)	21.2%	28.2%	38.8%	11.8%
Q8-19. Outdoor exercise/fitness area	15.4%	31.4%	35.6%	17.6%
Q8-20. Outdoor racket sports (tennis, pickleball)	19.4%	30.1%	33.3%	17.2%

Q8. If "YES," please rate how well your need for facilities/amenities of this type is being met using a scale of 1 to 4, where 4 means "Needs Are Fully Met" and 1 means "Does Not Meet Needs" of your household.

	Fully met	Mostly met	Partly met	Not met
Q8-21. Outdoor swimming pool/water park	14.1%	28.8%	34.7%	22.4%
Q8-22. Performing arts theater	19.4%	26.7%	25.5%	28.5%
Q8-23. Playgrounds	24.6%	44.4%	23.4%	7.6%
Q8-24. Pump track BMX park	20.6%	17.6%	26.5%	35.3%
Q8-25. Shaded picnic areas & shelters	20.6%	35.8%	34.6%	8.9%
Q8-26. Shaded play areas	18.0%	30.3%	37.6%	14.0%
Q8-27. Shelter & room rentals	23.4%	30.6%	32.3%	13.7%
Q8-28. Small neighborhood parks	16.5%	41.5%	29.8%	12.2%
Q8-29. Small neighborhood parks in unincorporated areas	17.4%	33.9%	34.9%	13.8%
Q8-30. Splash pads	10.9%	16.8%	40.6%	31.7%
Q8-31. Target range	15.6%	22.2%	25.6%	36.7%
Q8-32. Other	4.2%	16.7%	20.8%	58.3%

Q9. Which FOUR facilities/amenities from the list in Question 8 are MOST IMPORTANT to your household?

Q9. Top choice	Number	Percent
Accessible parks/walking trails	152	23.3 %
Campgrounds	18	2.8 %
Community center (multi-use space for events, exercise & activities)	27	4.1 %
Cricket pitch	1	0.2 %
Disc golf	7	1.1 %
Dog park (off-leash)	47	7.2 %
Environmental/nature education center	11	1.7 %
Equestrian/stable	2	0.3 %
Indoor basketball/volleyball courts (indoor gyms)	18	2.8 %
Large community parks in unincorporated areas	7	1.1 %
Large regional parks	7	1.1 %
Lighted diamond sports fields (baseball, softball)	8	1.2 %
Lighted rectangular sports fields (football, rugby, soccer)	20	3.1 %
Mountain bike trail	17	2.6 %
Multi-use paved & unpaved trails (hiking, biking, walking)	59	9.0 %
Observatory	3	0.5 %
Open space conservation areas	4	0.6 %
Outdoor courts (volleyball & basketball)	6	0.9 %
Outdoor exercise/fitness area	11	1.7 %
Outdoor racket sports (tennis, pickleball)	13	2.0 %
Outdoor swimming pool/water park	19	2.9 %
Performing arts theater	19	2.9 %
Playgrounds	21	3.2 %
Shaded picnic areas & shelters	12	1.8 %
Shaded play areas	16	2.5 %
Shelter & room rentals	7	1.1 %
Small neighborhood parks	9	1.4 %
Small neighborhood parks in unincorporated areas	3	0.5 %
Splash pads	4	0.6 %
Target range	13	2.0 %
Other	9	1.4 %
None chosen	82	12.6 %
Total	652	100.0 %

Q9. Which FOUR facilities/amenities from the list in Question 8 are MOST IMPORTANT to your household?

Q9. 2nd choice	Number	Percent
Accessible parks/walking trails	61	9.4 %
Campgrounds	10	1.5 %
Community center (multi-use space for events, exercise & activities)	37	5.7 %
Cricket pitch	4	0.6 %
Disc golf	4	0.6 %
Dog park (off-leash)	41	6.3 %
Environmental/nature education center	22	3.4 %
Equestrian/stable	4	0.6 %
Indoor basketball/volleyball courts (indoor gyms)	14	2.1 %
Large community parks in unincorporated areas	13	2.0 %
Large regional parks	12	1.8 %
Lighted diamond sports fields (baseball, softball)	6	0.9 %
Lighted rectangular sports fields (football, rugby, soccer)	7	1.1 %
Mountain bike trail	19	2.9 %
Multi-use paved & unpaved trails (hiking, biking, walking)	55	8.4 %
Observatory	21	3.2 %
Open space conservation areas	14	2.1 %
Outdoor courts (volleyball & basketball)	3	0.5 %
Outdoor exercise/fitness area	28	4.3 %
Outdoor racket sports (tennis, pickleball)	7	1.1 %
Outdoor swimming pool/water park	16	2.5 %
Performing arts theater	16	2.5 %
Playgrounds	19	2.9 %
Pump track BMX park	2	0.3 %
Shaded picnic areas & shelters	28	4.3 %
Shaded play areas	22	3.4 %
Shelter & room rentals	8	1.2 %
Small neighborhood parks	11	1.7 %
Small neighborhood parks in unincorporated areas	5	0.8 %
Splash pads	13	2.0 %
Target range	14	2.1 %
Other	4	0.6 %
None chosen	112	17.2 %
Total	652	100.0 %

Q9. Which FOUR facilities/amenities from the list in Question 8 are MOST IMPORTANT to your household?

Q9. 3rd choice	Number	Percent
Accessible parks/walking trails	36	5.5 %
Campgrounds	14	2.1 %
Community center (multi-use space for events, exercise & activities)	30	4.6 %
Cricket pitch	1	0.2 %
Disc golf	6	0.9 %
Dog park (off-leash)	21	3.2 %
Environmental/nature education center	20	3.1 %
Equestrian/stable	5	0.8 %
Indoor basketball/volleyball courts (indoor gyms)	5	0.8 %
Large community parks in unincorporated areas	10	1.5 %
Large regional parks	20	3.1 %
Lighted diamond sports fields (baseball, softball)	5	0.8 %
Lighted rectangular sports fields (football, rugby, soccer)	9	1.4 %
Mountain bike trail	17	2.6 %
Multi-use paved & unpaved trails (hiking, biking, walking)	52	8.0 %
Observatory	14	2.1 %
Open space conservation areas	23	3.5 %
Outdoor courts (volleyball & basketball)	6	0.9 %
Outdoor exercise/fitness area	28	4.3 %
Outdoor racket sports (tennis, pickleball)	6	0.9 %
Outdoor swimming pool/water park	29	4.4 %
Performing arts theater	27	4.1 %
Playgrounds	15	2.3 %
Pump track BMX park	6	0.9 %
Shaded picnic areas & shelters	32	4.9 %
Shaded play areas	18	2.8 %
Shelter & room rentals	8	1.2 %
Small neighborhood parks	24	3.7 %
Small neighborhood parks in unincorporated areas	5	0.8 %
Splash pads	8	1.2 %
Target range	5	0.8 %
Other	2	0.3 %
None chosen	145	22.2 %
Total	652	100.0 %

Q9. Which FOUR facilities/amenities from the list in Question 8 are MOST IMPORTANT to your household?

Q9. 4th choice	Number	Percent
Accessible parks/walking trails	24	3.7 %
Campgrounds	9	1.4 %
Community center (multi-use space for events, exercise & activities)	21	3.2 %
Cricket pitch	3	0.5 %
Disc golf	3	0.5 %
Dog park (off-leash)	19	2.9 %
Environmental/nature education center	12	1.8 %
Equestrian/stable	3	0.5 %
Indoor basketball/volleyball courts (indoor gyms)	9	1.4 %
Large community parks in unincorporated areas	12	1.8 %
Large regional parks	8	1.2 %
Lighted diamond sports fields (baseball, softball)	4	0.6 %
Lighted rectangular sports fields (football, rugby, soccer)	6	0.9 %
Mountain bike trail	11	1.7 %
Multi-use paved & unpaved trails (hiking, biking, walking)	22	3.4 %
Observatory	24	3.7 %
Open space conservation areas	26	4.0 %
Outdoor courts (volleyball & basketball)	7	1.1 %
Outdoor exercise/fitness area	21	3.2 %
Outdoor racket sports (tennis, pickleball)	6	0.9 %
Outdoor swimming pool/water park	19	2.9 %
Performing arts theater	13	2.0 %
Playgrounds	22	3.4 %
Pump track BMX park	3	0.5 %
Shaded picnic areas & shelters	45	6.9 %
Shaded play areas	19	2.9 %
Shelter & room rentals	10	1.5 %
Small neighborhood parks	24	3.7 %
Small neighborhood parks in unincorporated areas	9	1.4 %
Splash pads	18	2.8 %
Target range	17	2.6 %
Other	1	0.2 %
None chosen	202	31.0 %
Total	652	100.0 %

SUM OF THE TOP FOUR CHOICES

Q9. Which FOUR facilities/amenities from the list in Question 8 are MOST IMPORTANT to your household? (top 4)

Q9. Top choice	Number	Percent
Accessible parks/walking trails	273	41.9 %
Campgrounds	51	7.8 %
Community center (multi-use space for events, exercise & activities)	115	17.6 %
Cricket pitch	9	1.4 %
Disc golf	20	3.1 %
Dog park (off-leash)	128	19.6 %
Environmental/nature education center	65	10.0 %
Equestrian/stable	14	2.1 %
Indoor basketball/volleyball courts (indoor gyms)	46	7.1 %
Large community parks in unincorporated areas	42	6.4 %
Large regional parks	47	7.2 %
Lighted diamond sports fields (baseball, softball)	23	3.5 %
Lighted rectangular sports fields (football, rugby, soccer)	42	6.4 %
Mountain bike trail	64	9.8 %
Multi-use paved & unpaved trails (hiking, biking, walking)	188	28.8 %
Observatory	62	9.5 %
Open space conservation areas	67	10.3 %
Outdoor courts (volleyball & basketball)	22	3.4 %
Outdoor exercise/fitness area	88	13.5 %
Outdoor racket sports (tennis, pickleball)	32	4.9 %
Outdoor swimming pool/water park	83	12.7 %
Performing arts theater	75	11.5 %
Playgrounds	77	11.8 %
Pump track BMX park	11	1.7 %
Shaded picnic areas & shelters	117	17.9 %
Shaded play areas	75	11.5 %
Shelter & room rentals	33	5.1 %
Small neighborhood parks	68	10.4 %
Small neighborhood parks in unincorporated areas	22	3.4 %
Splash pads	43	6.6 %
Target range	49	7.5 %
Other	16	2.5 %
None chosen	82	12.6 %
Total	2149	

Q10. Please indicate if you or any member of your household has a need for each of the programs in Broward County listed below.

(N=652)

	Yes	No
Q10-1. Adult fitness & wellness programs	51.2%	48.8%
Q10-2. Adult sports leagues	19.2%	80.8%
Q10-3. After-school programs for youth of all ages	20.7%	79.3%
Q10-4. Adult performing arts programs (dance/music)	22.7%	77.3%
Q10-5. Adult visual arts/crafts programs	24.4%	75.6%
Q10-6. County special events	27.5%	72.5%
Q10-7. Cultural enrichment programs	24.7%	75.3%
Q10-8. Educational partnerships (e.g. local high schools, universities)	16.3%	83.7%
Q10-9. eGaming/eSports	6.9%	93.1%
Q10-10. Exercise classes	36.3%	63.7%
Q10-11. Outdoor environmental education/nature camps & programs	21.5%	78.5%
Q10-12. Preschool programs/early childhood education	10.7%	89.3%
Q10-13. Programs for people with special needs	11.2%	88.8%
Q10-14. Recreation/competitive swim team	7.8%	92.2%
Q10-15. Robotics	9.5%	90.5%
Q10-16. Senior programs	29.3%	70.7%
Q10-17. STEM (science, technology, engineering, & mathematics) classes	18.3%	81.7%
Q10-18. Swim lessons	19.3%	80.7%
Q10-19. Teen/tween programs	12.6%	87.4%
Q10-20. Tennis lessons & leagues	12.3%	87.7%

Q10. Please indicate if you or any member of your household has a need for each of the programs in Broward County listed below.

	Yes	No
Q10-21. Youth fitness & wellness classes	13.0%	87.0%
Q10-22. Youth performing arts programs (dance/music)	12.6%	87.4%
Q10-23. Youth sports programs & camps	18.3%	81.7%
Q10-24. Youth summer programs & camps	17.3%	82.7%
Q10-25. Youth visual arts/crafts programs	12.1%	87.9%
Q10-26. Virtual programs (e.g., virtual yoga/virtual tours etc./virtual & augmented reality programs)	11.0%	89.0%
Q10-27. Water fitness programs/lap swimming	20.4%	79.6%
Q10-28. Other	4.8%	95.2%

Q10. If "YES," please rate how well your need for programs of this type are being met using a scale of 1 to 4, where 4 means "Needs Are Fully Met" and 1 means "Does Not Meet Needs" of your household.

(N=571)

	Fully met	Mostly met	Partly met	Not met
Q10-1. Adult fitness & wellness programs	11.4%	16.9%	40.7%	31.0%
Q10-2. Adult sports leagues	12.5%	14.3%	42.0%	31.3%
Q10-3. After-school programs for youth of all ages	15.0%	23.9%	33.6%	27.4%
Q10-4. Adult performing arts programs (dance/music)	7.3%	15.3%	37.1%	40.3%
Q10-5. Adult visual arts/crafts programs	5.4%	13.8%	36.2%	44.6%
Q10-6. County special events	12.6%	37.7%	33.1%	16.6%
Q10-7. Cultural enrichment programs	14.9%	26.1%	28.4%	30.6%
Q10-8. Educational partnerships (e.g. local high schools, universities)	15.3%	20.0%	31.8%	32.9%
Q10-9. eGaming/eSports	12.5%	6.3%	18.8%	62.5%
Q10-10. Exercise classes	9.8%	17.5%	33.5%	39.2%
Q10-11. Outdoor environmental education/nature camps & programs	10.7%	21.3%	36.9%	31.1%
Q10-12. Preschool programs/early childhood education	14.0%	14.0%	31.6%	40.4%
Q10-13. Programs for people with special needs	15.5%	8.6%	27.6%	48.3%
Q10-14. Recreation/competitive swim team	14.3%	14.3%	31.0%	40.5%
Q10-15. Robotics	5.7%	7.5%	22.6%	64.2%
Q10-16. Senior programs	13.4%	15.4%	38.3%	32.9%
Q10-17. STEM (science, technology, engineering, & mathematics) classes	5.1%	12.2%	37.8%	44.9%
Q10-18. Swim lessons	17.8%	17.8%	31.8%	32.7%
Q10-19. Teen/tween programs	11.1%	14.3%	36.5%	38.1%
Q10-20. Tennis lessons & leagues	11.3%	17.7%	35.5%	35.5%

Q10. If "YES," please rate how well your need for programs of this type are being met using a scale of 1 to 4, where 4 means "Needs Are Fully Met" and 1 means "Does Not Meet Needs" of your household.

	Fully met	Mostly met	Partly met	Not met
Q10-21. Youth fitness & wellness classes	17.9%	16.4%	37.3%	28.4%
Q10-22. Youth performing arts programs (dance/music)	18.6%	10.0%	31.4%	40.0%
Q10-23. Youth sports programs & camps	16.7%	31.4%	34.3%	17.6%
Q10-24. Youth summer programs & camps	9.9%	24.2%	41.8%	24.2%
Q10-25. Youth visual arts/crafts programs	10.0%	15.0%	40.0%	35.0%
Q10-26. Virtual programs (e.g., virtual yoga/virtual tours etc./virtual & augmented reality programs)	10.9%	5.5%	32.7%	50.9%
Q10-27. Water fitness programs/lap swimming	8.8%	16.8%	29.2%	45.1%
Q10-28. Other	20.8%	16.7%	25.0%	37.5%

Q11. Which FOUR programs from the list in Question 10 are MOST IMPORTANT to your household?

Q11. Top choice	Number	Percent
Adult fitness & wellness programs	141	21.6 %
Adult sports leagues	29	4.4 %
After-school programs for youth of all ages	30	4.6 %
Adult performing arts programs (dance/music)	18	2.8 %
Adult visual arts/crafts programs	14	2.1 %
County special events	25	3.8 %
Cultural enrichment programs	10	1.5 %
Educational partnerships (e.g. local high schools, universities)	12	1.8 %
eGaming/eSports	2	0.3 %
Exercise classes	26	4.0 %
Outdoor environmental education/nature camps & programs	21	3.2 %
Preschool programs/early childhood education	12	1.8 %
Programs for people with special needs	6	0.9 %
Recreation/competitive swim team	6	0.9 %
Robotics	4	0.6 %
Senior programs	29	4.4 %
STEM (science, technology, engineering, & mathematics) classes	10	1.5 %
Swim lessons	17	2.6 %
Teen/tween programs	9	1.4 %
Tennis lessons & leagues	13	2.0 %
Youth fitness & wellness classes	3	0.5 %
Youth performing arts programs (dance/music)	4	0.6 %
Youth sports programs & camps	18	2.8 %
Youth summer programs & camps	15	2.3 %
Youth visual arts/crafts programs	2	0.3 %
Virtual programs (e.g., virtual yoga/virtual tours etc./ virtual & augmented reality programs)	4	0.6 %
Water fitness programs/lap swimming	9	1.4 %
Other	13	2.0 %
None chosen	150	23.0 %
Total	652	100.0 %

Q11. Which FOUR programs from the list in Question 10 are MOST IMPORTANT to your household?

Q11. 2nd choice	Number	Percent
Adult fitness & wellness programs	50	7.7 %
Adult sports leagues	26	4.0 %
After-school programs for youth of all ages	15	2.3 %
Adult performing arts programs (dance/music)	21	3.2 %
Adult visual arts/crafts programs	30	4.6 %
County special events	33	5.1 %
Cultural enrichment programs	19	2.9 %
Educational partnerships (e.g. local high schools, universities)	7	1.1 %
eGaming/eSports	10	1.5 %
Exercise classes	47	7.2 %
Outdoor environmental education/nature camps & programs	15	2.3 %
Preschool programs/early childhood education	10	1.5 %
Programs for people with special needs	8	1.2 %
Recreation/competitive swim team	5	0.8 %
Robotics	7	1.1 %
Senior programs	33	5.1 %
STEM (science, technology, engineering, & mathematics) classes	17	2.6 %
Swim lessons	15	2.3 %
Teen/tween programs	15	2.3 %
Tennis lessons & leagues	11	1.7 %
Youth fitness & wellness classes	5	0.8 %
Youth performing arts programs (dance/music)	4	0.6 %
Youth sports programs & camps	20	3.1 %
Youth summer programs & camps	11	1.7 %
Youth visual arts/crafts programs	3	0.5 %
Virtual programs (e.g., virtual yoga/virtual tours etc./ virtual & augmented reality programs)	3	0.5 %
Water fitness programs/lap swimming	11	1.7 %
Other	3	0.5 %
None chosen	198	30.4 %
Total	652	100.0 %

Q11. Which FOUR programs from the list in Question 10 are MOST IMPORTANT to your household?

Q11. 3rd choice	Number	Percent
Adult fitness & wellness programs	19	2.9 %
Adult sports leagues	14	2.1 %
After-school programs for youth of all ages	17	2.6 %
Adult performing arts programs (dance/music)	13	2.0 %
Adult visual arts/crafts programs	13	2.0 %
County special events	18	2.8 %
Cultural enrichment programs	30	4.6 %
Educational partnerships (e.g. local high schools, universities)	11	1.7 %
eGaming/eSports	3	0.5 %
Exercise classes	28	4.3 %
Outdoor environmental education/nature camps & programs	27	4.1 %
Preschool programs/early childhood education	10	1.5 %
Programs for people with special needs	7	1.1 %
Recreation/competitive swim team	2	0.3 %
Robotics	11	1.7 %
Senior programs	39	6.0 %
STEM (science, technology, engineering, & mathematics) classes	12	1.8 %
Swim lessons	20	3.1 %
Teen/tween programs	9	1.4 %
Tennis lessons & leagues	11	1.7 %
Youth fitness & wellness classes	10	1.5 %
Youth performing arts programs (dance/music)	8	1.2 %
Youth sports programs & camps	12	1.8 %
Youth summer programs & camps	15	2.3 %
Youth visual arts/crafts programs	9	1.4 %
Virtual programs (e.g., virtual yoga/virtual tours etc./ virtual & augmented reality programs)	10	1.5 %
Water fitness programs/lap swimming	18	2.8 %
Other	6	0.9 %
None chosen	250	38.3 %
Total	652	100.0 %

Q11. Which FOUR programs from the list in Question 10 are MOST IMPORTANT to your household?

Q11. 4th choice	Number	Percent
Adult fitness & wellness programs	24	3.7 %
Adult sports leagues	8	1.2 %
After-school programs for youth of all ages	11	1.7 %
Adult performing arts programs (dance/music)	10	1.5 %
Adult visual arts/crafts programs	7	1.1 %
County special events	17	2.6 %
Cultural enrichment programs	23	3.5 %
Educational partnerships (e.g. local high schools, universities)	13	2.0 %
eGaming/eSports	3	0.5 %
Exercise classes	32	4.9 %
Outdoor environmental education/nature camps & programs	13	2.0 %
Preschool programs/early childhood education	4	0.6 %
Programs for people with special needs	5	0.8 %
Recreation/competitive swim team	2	0.3 %
Robotics	6	0.9 %
Senior programs	27	4.1 %
STEM (science, technology, engineering, & mathematics) classes	17	2.6 %
Swim lessons	15	2.3 %
Teen/tween programs	14	2.1 %
Tennis lessons & leagues	7	1.1 %
Youth fitness & wellness classes	8	1.2 %
Youth performing arts programs (dance/music)	8	1.2 %
Youth sports programs & camps	10	1.5 %
Youth summer programs & camps	18	2.8 %
Youth visual arts/crafts programs	4	0.6 %
Virtual programs (e.g., virtual yoga/virtual tours etc./ virtual & augmented reality programs)	9	1.4 %
Water fitness programs/lap swimming	18	2.8 %
Other	6	0.9 %
None chosen	313	48.0 %
Total	652	100.0 %

SUM OF THE TOP FOUR CHOICES

Q11. Which FOUR programs from the list in Question 10 are MOST IMPORTANT to your household? (top 4)

Q11. Top choice	Number	Percent
Adult fitness & wellness programs	234	35.9 %
Adult sports leagues	77	11.8 %
After-school programs for youth of all ages	73	11.2 %
Adult performing arts programs (dance/music)	62	9.5 %
Adult visual arts/crafts programs	64	9.8 %
County special events	93	14.3 %
Cultural enrichment programs	82	12.6 %
Educational partnerships (e.g. local high schools, universities)	43	6.6 %
eGaming/eSports	18	2.8 %
Exercise classes	133	20.4 %
Outdoor environmental education/nature camps & programs	76	11.7 %
Preschool programs/early childhood education	36	5.5 %
Programs for people with special needs	26	4.0 %
Recreation/competitive swim team	15	2.3 %
Robotics	28	4.3 %
Senior programs	128	19.6 %
STEM (science, technology, engineering, & mathematics) classes	56	8.6 %
Swim lessons	67	10.3 %
Teen/tween programs	47	7.2 %
Tennis lessons & leagues	42	6.4 %
Youth fitness & wellness classes	26	4.0 %
Youth performing arts programs (dance/music)	24	3.7 %
Youth sports programs & camps	60	9.2 %
Youth summer programs & camps	59	9.0 %
Youth visual arts/crafts programs	18	2.8 %
Virtual programs (e.g., virtual yoga/virtual tours etc./ virtual & augmented reality programs)	26	4.0 %
Water fitness programs/lap swimming	56	8.6 %
Other	28	4.3 %
None chosen	150	23.0 %
Total	1847	

Q12. 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 by circling the corresponding number.

(N=652)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q12-1. Has access to greenspace & nature, or playgrounds	29.4%	41.0%	12.1%	2.3%	1.4%	13.8%
Q12-2. Has access to transportation (e.g., sidewalks, bikeways, trails, public transit)	19.9%	37.3%	17.5%	5.8%	2.0%	17.5%
Q12-3. Offers career development & advancement opportunities/jobs training	7.7%	10.4%	22.7%	10.4%	3.1%	45.7%
Q12-4. Offers childhood education opportunities to develop whole child in a safe environment free from bullying, harassment & violence	11.8%	15.6%	18.1%	7.8%	1.8%	44.8%
Q12-5. Helps to attract new residents & businesses	11.5%	20.1%	26.2%	5.7%	3.2%	33.3%
Q12-6. Helps to reduce crime in my neighborhood & keep kids out of trouble	17.9%	21.5%	19.9%	7.7%	4.3%	28.7%
Q12-7. Improves my (my household's) mental health & reduces stress	19.5%	33.6%	17.6%	5.7%	2.9%	20.7%
Q12-8. Improves my (my household's) physical health & fitness	21.2%	37.0%	15.8%	4.6%	3.7%	17.8%
Q12-9. Increases my (my household's) property value	17.8%	28.8%	20.4%	4.9%	3.2%	24.8%
Q12-10. Is age-friendly & accessible to all age groups	18.9%	33.3%	18.3%	5.2%	2.3%	22.1%
Q12-11. Makes Broward County a more desirable place to live	25.5%	37.9%	15.8%	3.5%	1.5%	15.8%
Q12-12. Provides opportunities for physical activity/ exercise (trails, play spaces, programs)	24.8%	41.4%	11.0%	3.7%	1.4%	17.6%
Q12-13. Positively impacts economic/business development	14.3%	28.2%	23.5%	3.5%	1.4%	29.1%
Q12-14. Provides preservation of natural areas (i.e., preserving forest land, rivers, lakes)	23.6%	33.1%	13.5%	6.6%	2.0%	21.2%
Q12-15. Preserves open space & protects the environment	25.6%	33.0%	14.1%	6.3%	1.5%	19.5%

Q12. 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 by circling the corresponding number.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q12-16. Promotes tourism to County & region	13.2%	26.8%	23.6%	5.2%	2.5%	28.7%
Q12-17. Provides emergency response management (water, food, etc.)	13.2%	23.8%	22.7%	3.7%	2.5%	34.2%
Q12-18. Provides jobs/professional development for youth	11.3%	17.3%	21.0%	7.5%	2.5%	40.3%
Q12-19. Provides positive social interactions for me (my household/family)	15.3%	32.2%	19.9%	4.6%	2.6%	25.3%
Q12-20. Provides recreation services & programs for special populations	10.3%	23.9%	18.4%	4.6%	3.1%	39.7%
Q12-21. Provides volunteer opportunities for County	12.1%	26.2%	18.7%	2.9%	1.5%	38.5%

WITHOUT "DON'T KNOW"

Q12. 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 by circling the corresponding number. (without "don't know")

(N=652)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q12-1. Has access to greenspace & nature, or playgrounds	34.2%	47.5%	14.1%	2.7%	1.6%
Q12-2. Has access to transportation (e.g., sidewalks, bikeways, trails, public transit)	24.2%	45.2%	21.2%	7.1%	2.4%
Q12-3. Offers career development & advancement opportunities/jobs training	14.1%	19.2%	41.8%	19.2%	5.6%
Q12-4. Offers childhood education opportunities to develop whole child in a safe environment free from bullying, harassment & violence	21.4%	28.3%	32.8%	14.2%	3.3%
Q12-5. Helps to attract new residents & businesses	17.2%	30.1%	39.3%	8.5%	4.8%
Q12-6. Helps to reduce crime in my neighborhood & keep kids out of trouble	25.2%	30.1%	28.0%	10.8%	6.0%
Q12-7. Improves my (my household's) mental health & reduces stress	24.6%	42.4%	22.2%	7.2%	3.7%
Q12-8. Improves my (my household's) physical health & fitness	25.7%	45.0%	19.2%	5.6%	4.5%
Q12-9. Increases my (my household's) property value	23.7%	38.4%	27.1%	6.5%	4.3%
Q12-10. Is age-friendly & accessible to all age groups	24.2%	42.7%	23.4%	6.7%	3.0%
Q12-11. Makes Broward County a more desirable place to live	30.2%	45.0%	18.8%	4.2%	1.8%
Q12-12. Provides opportunities for physical activity/ exercise (trails, play spaces, programs)	30.2%	50.3%	13.4%	4.5%	1.7%
Q12-13. Positively impacts economic/business development	20.1%	39.8%	33.1%	5.0%	1.9%
Q12-14. Provides preservation of natural areas (i.e., preserving forest land, rivers, lakes)	30.0%	42.0%	17.1%	8.4%	2.5%
Q12-15. Preserves open space & protects the environment	31.8%	41.0%	17.5%	7.8%	1.9%

WITHOUT "DON'T KNOW"

Q12. 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 by circling the corresponding number. (without "don't know")

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q12-16. Promotes tourism to County & region	18.5%	37.6%	33.1%	7.3%	3.4%
Q12-17. Provides emergency response management (water, food, etc.)	20.0%	36.1%	34.5%	5.6%	3.7%
Q12-18. Provides jobs/professional development for youth	19.0%	29.0%	35.2%	12.6%	4.1%
Q12-19. Provides positive social interactions for me (my household/family)	20.5%	43.1%	26.7%	6.2%	3.5%
Q12-20. Provides recreation services & programs for special populations	17.0%	39.7%	30.5%	7.6%	5.1%
Q12-21. Provides volunteer opportunities for County	19.7%	42.6%	30.4%	4.7%	2.5%

Q13. Which FOUR of the benefits from the list in Question 12 are MOST IMPORTANT to you and members of your household?

Q13. Top choice	Number	Percent
Has access to greenspace & nature, or playgrounds	179	27.5 %
Has access to transportation (e.g., sidewalks, bikeways, trails, public transit)	38	5.8 %
Offers career development & advancement opportunities/ jobs training	15	2.3 %
Offers childhood education opportunities to develop whole child in a safe environment free from bullying, harassment & violence	24	3.7 %
Helps to attract new residents & businesses	16	2.5 %
Helps to reduce crime in my neighborhood & keep kids out of trouble	44	6.7 %
Improves my (my household's) mental health & reduces stress	36	5.5 %
Improves my (my household's) physical health & fitness	27	4.1 %
Increases my (my household's) property value	15	2.3 %
Is age-friendly & accessible to all age groups	13	2.0 %
Makes Broward County a more desirable place to live	15	2.3 %
Provides opportunities for physical activity/exercise (trails, play spaces, programs)	23	3.5 %
Positively impacts economic/business development	2	0.3 %
Provides preservation of natural areas (i.e., preserving forest land, rivers, lakes)	22	3.4 %
Preserves open space & protects the environment	12	1.8 %
Provides emergency response management (water, food, etc.)	3	0.5 %
Provides jobs/professional development for youth	4	0.6 %
Provides positive social interactions for me (my household/family)	3	0.5 %
Provides recreation services & programs for special populations	2	0.3 %
Provides volunteer opportunities for County	8	1.2 %
None chosen	151	23.2 %
Total	652	100.0 %

Q13. Which FOUR of the benefits from the list in Question 12 are MOST IMPORTANT to you and members of your household?

Q13. 2nd choice	Number	Percent
Has access to greenspace & nature, or playgrounds	33	5.1 %
Has access to transportation (e.g., sidewalks, bikeways, trails, public transit)	31	4.8 %
Offers career development & advancement opportunities/ jobs training	10	1.5 %
Offers childhood education opportunities to develop whole child in a safe environment free from bullying, harassment & violence	22	3.4 %
Helps to attract new residents & businesses	16	2.5 %
Helps to reduce crime in my neighborhood & keep kids out of trouble	59	9.0 %
Improves my (my household's) mental health & reduces stress	47	7.2 %
Improves my (my household's) physical health & fitness	46	7.1 %
Increases my (my household's) property value	26	4.0 %
Is age-friendly & accessible to all age groups	29	4.4 %
Makes Broward County a more desirable place to live	37	5.7 %
Provides opportunities for physical activity/exercise (trails, play spaces, programs)	30	4.6 %
Positively impacts economic/business development	1	0.2 %
Provides preservation of natural areas (i.e., preserving forest land, rivers, lakes)	20	3.1 %
Preserves open space & protects the environment	23	3.5 %
Promotes tourism to County & region	4	0.6 %
Provides emergency response management (water, food, etc.)	10	1.5 %
Provides jobs/professional development for youth	9	1.4 %
Provides positive social interactions for me (my household/family)	6	0.9 %
Provides recreation services & programs for special populations	3	0.5 %
Provides volunteer opportunities for County	5	0.8 %
None chosen	185	28.4 %
Total	652	100.0 %

Q13. Which FOUR of the benefits from the list in Question 12 are MOST IMPORTANT to you and members of your household?

Q13. 3rd choice	Number	Percent
Has access to greenspace & nature, or playgrounds	15	2.3 %
Has access to transportation (e.g., sidewalks, bikeways, trails, public transit)	9	1.4 %
Offers career development & advancement opportunities/ jobs training	6	0.9 %
Offers childhood education opportunities to develop whole child in a safe environment free from bullying, harassment & violence	23	3.5 %
Helps to attract new residents & businesses	13	2.0 %
Helps to reduce crime in my neighborhood & keep kids out of trouble	39	6.0 %
Improves my (my household's) mental health & reduces stress	38	5.8 %
Improves my (my household's) physical health & fitness	43	6.6 %
Increases my (my household's) property value	39	6.0 %
Is age-friendly & accessible to all age groups	23	3.5 %
Makes Broward County a more desirable place to live	39	6.0 %
Provides opportunities for physical activity/exercise (trails, play spaces, programs)	44	6.7 %
Positively impacts economic/business development	8	1.2 %
Provides preservation of natural areas (i.e., preserving forest land, rivers, lakes)	32	4.9 %
Preserves open space & protects the environment	23	3.5 %
Promotes tourism to County & region	3	0.5 %
Provides emergency response management (water, food, etc.)	13	2.0 %
Provides jobs/professional development for youth	9	1.4 %
Provides positive social interactions for me (my household/family)	8	1.2 %
Provides recreation services & programs for special populations	5	0.8 %
Provides volunteer opportunities for County	13	2.0 %
None chosen	207	31.7 %
Total	652	100.0 %

Q13. Which FOUR of the benefits from the list in Question 12 are MOST IMPORTANT to you and members of your household?

Q13. 4th choice	Number	Percent
Has access to greenspace & nature, or playgrounds	13	2.0 %
Has access to transportation (e.g., sidewalks, bikeways, trails, public transit)	12	1.8 %
Offers career development & advancement opportunities/ jobs training	7	1.1 %
Offers childhood education opportunities to develop whole child in a safe environment free from bullying, harassment & violence	10	1.5 %
Helps to attract new residents & businesses	12	1.8 %
Helps to reduce crime in my neighborhood & keep kids out of trouble	14	2.1 %
Improves my (my household's) mental health & reduces stress	20	3.1 %
Improves my (my household's) physical health & fitness	20	3.1 %
Increases my (my household's) property value	28	4.3 %
Is age-friendly & accessible to all age groups	27	4.1 %
Makes Broward County a more desirable place to live	36	5.5 %
Provides opportunities for physical activity/exercise (trails, play spaces, programs)	34	5.2 %
Positively impacts economic/business development	9	1.4 %
Provides preservation of natural areas (i.e., preserving forest land, rivers, lakes)	44	6.7 %
Preserves open space & protects the environment	32	4.9 %
Promotes tourism to County & region	9	1.4 %
Provides emergency response management (water, food, etc.)	18	2.8 %
Provides jobs/professional development for youth	9	1.4 %
Provides positive social interactions for me (my household/family)	25	3.8 %
Provides recreation services & programs for special populations	17	2.6 %
Provides volunteer opportunities for County	15	2.3 %
None chosen	241	37.0 %
Total	652	100.0 %

SUM OF THE TOP FOUR CHOICES

Q13. Which FOUR of the benefits from the list in Question 12 are MOST IMPORTANT to you and members of your household? (top 4)

Q13. Top choice	Number	Percent
Has access to greenspace & nature, or playgrounds	240	36.8 %
Has access to transportation (e.g., sidewalks, bikeways, trails, public transit)	90	13.8 %
Offers career development & advancement opportunities/ jobs training	38	5.8 %
Offers childhood education opportunities to develop whole child in a safe environment free from bullying, harassment & violence	79	12.1 %
Helps to attract new residents & businesses	57	8.7 %
Helps to reduce crime in my neighborhood & keep kids out of trouble	156	23.9 %
Improves my (my household's) mental health & reduces stress	141	21.6 %
Improves my (my household's) physical health & fitness	136	20.9 %
Increases my (my household's) property value	108	16.6 %
Is age-friendly & accessible to all age groups	92	14.1 %
Makes Broward County a more desirable place to live	127	19.5 %
Provides opportunities for physical activity/exercise (trails, play spaces, programs)	131	20.1 %
Positively impacts economic/business development	20	3.1 %
Provides preservation of natural areas (i.e., preserving forest land, rivers, lakes)	118	18.1 %
Preserves open space & protects the environment	90	13.8 %
Promotes tourism to County & region	16	2.5 %
Provides emergency response management (water, food, etc.)	44	6.7 %
Provides jobs/professional development for youth	31	4.8 %
Provides positive social interactions for me (my household/family)	42	6.4 %
Provides recreation services & programs for special populations	27	4.1 %
Provides volunteer opportunities for County	41	6.3 %
None chosen	151	23.2 %
Total	1975	

Q14. Please rate your level of satisfaction with the overall value that your household receives from the Broward County Parks and Recreation Division.

Q14. Your level of satisfaction with overall value your household receives from County Parks & Recreation Division	Number	Percent
Very satisfied	83	12.7 %
Satisfied	269	41.3 %
Neutral	189	29.0 %
Dissatisfied	32	4.9 %
Very dissatisfied	9	1.4 %
Don't know	70	10.7 %
Total	652	100.0 %

WITHOUT "DON'T KNOW"

Q14. Please rate your level of satisfaction with the overall value that your household receives from the Broward County Parks and Recreation Division. (without "don't know")

Q14. Your level of satisfaction with overall value your household receives from County Parks & Recreation Division	Number	Percent
Very satisfied	83	14.3 %
Satisfied	269	46.2 %
Neutral	189	32.5 %
Dissatisfied	32	5.5 %
Very dissatisfied	9	1.5 %
Total	582	100.0 %

Q15. 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?

Q15. How has your perception of value of parks, trails, open spaces & recreation changed	Number	Percent
Value has significantly increased	169	25.9 %
Value has somewhat increased	139	21.3 %
No change	235	36.0 %
Value has somewhat decreased	37	5.7 %
Value has significantly decreased	27	4.1 %
Not provided	45	6.9 %
Total	652	100.0 %

WITHOUT "NOT PROVIDED"

Q15. 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? (without "not provided")

Q15. How has your perception of value of parks, trails, open spaces & recreation changed	Number	Percent
Value has significantly increased	169	27.8 %
Value has somewhat increased	139	22.9 %
No change	235	38.7 %
Value has somewhat decreased	37	6.1 %
Value has significantly decreased	27	4.4 %
Total	607	100.0 %

Q16. Based on your perception of value, how would you want the County to fund future parks, recreation, trails and open space needs?

Q16. How would you want County to fund future parks, recreation, trails & open space needs	Number	Percent
Increase funding	310	47.5 %
Maintain existing funding levels	213	32.7 %
Reduce funding	14	2.1 %
Not sure	81	12.4 %
Not provided	34	5.2 %
Total	652	100.0 %

WITHOUT "NOT PROVIDED"

Q16. Based on your perception of value, how would you want the County to fund future parks, recreation, trails and open space needs? (without "not provided")

Q16. How would you want County to fund future parks, recreation, trails & open space needs	Number	Percent
Increase funding	310	50.2 %
Maintain existing funding levels	213	34.5 %
Reduce funding	14	2.3 %
Not sure	81	13.1 %
Total	618	100.0 %

Q17. The following is a list of actions the Broward County Parks and Recreation Division could take to improve its parks and recreation system. Please indicate your support for each potential action by circling the corresponding number to the right.

(N=652)

	Very supportive	Somewhat supportive	Not sure	Not supportive
Q17-1. Add new and/or improve existing restrooms in parks	47.2%	24.8%	23.5%	4.4%
Q17-2. Develop/upgrade water parks	32.5%	25.9%	31.4%	10.1%
Q17-3. Develop a new multiuse community center	24.2%	25.6%	39.0%	11.2%
Q17-4. Develop a new outdoor exercise/fitness area	31.6%	29.0%	30.8%	8.6%
Q17-5. Develop a new sports complex (e.g., baseball, soccer, softball)	17.5%	24.8%	39.6%	18.1%
Q17-6. Develop adventure park/zipline/climbing tower	26.8%	24.7%	34.0%	14.4%
Q17-7. Develop new areas for leisure games/activities (e.g., bocce, horseshoes, ping pong)	21.3%	32.7%	36.0%	10.0%
Q17-8. Develop new BMX park/bike pump track	10.1%	22.9%	46.9%	20.1%
Q17-9. Develop new indoor sports arena	16.9%	21.0%	42.0%	20.1%
Q17-10. Develop new walking trails	47.7%	25.9%	22.4%	4.0%
Q17-11. Develop space for performance arts/theater/ cultural arts	25.2%	27.9%	37.1%	9.8%
Q17-12. Improve existing athletic fields	23.8%	34.0%	35.1%	7.1%
Q17-13. Improve existing indoor recreation space	25.2%	30.1%	36.7%	8.1%
Q17-14. Improve existing outdoor basketball/tennis courts	21.6%	30.8%	39.1%	8.4%
Q17-15. Improve existing parks infrastructure (e.g., benches, shade structures, water fountains, Wi-Fi)	49.5%	26.1%	22.2%	2.1%
Q17-16. Improve existing picnic shelters/pavilions	42.0%	27.9%	26.4%	3.7%
Q17-17. Improve existing playgrounds	35.3%	30.4%	30.4%	4.0%
Q17-18. Improve existing trail system (increasing connectivity/accessibility)	46.0%	27.0%	23.8%	3.2%
Q17-19. Other	73.1%	15.4%	11.5%	0.0%

Q18. Which FOUR actions from the list in Question 17 would you be MOST WILLING to fund?

Q18. Top choice	Number	Percent
Add new and/or improve existing restrooms in parks	97	14.9 %
Develop/upgrade water parks	40	6.1 %
Develop a new multiuse community center	14	2.1 %
Develop a new outdoor exercise/fitness area	40	6.1 %
Develop a new sports complex (e.g., baseball, soccer, softball)	13	2.0 %
Develop adventure park/zipline/climbing tower	31	4.8 %
Develop new areas for leisure games/activities (e.g., bocce, horseshoes, ping pong)	11	1.7 %
Develop new BMX park/bike pump track	3	0.5 %
Develop new indoor sports arena	7	1.1 %
Develop new walking trails	77	11.8 %
Develop space for performance arts/theater/cultural arts	9	1.4 %
Improve existing athletic fields	13	2.0 %
Improve existing indoor recreation space	9	1.4 %
Improve existing outdoor basketball/tennis courts	11	1.7 %
Improve existing parks infrastructure (e.g., benches, shade structures, water fountains, Wi-Fi)	40	6.1 %
Improve existing picnic shelters/pavilions	8	1.2 %
Improve existing playgrounds	20	3.1 %
Improve existing trail system (increasing connectivity/ accessibility)	27	4.1 %
Other	23	3.5 %
None chosen	159	24.4 %
Total	652	100.0 %

Q18. Which FOUR actions from the list in Question 17 would you be MOST WILLING to fund?

Q18. 2nd choice	Number	Percent
Add new and/or improve existing restrooms in parks	34	5.2 %
Develop/upgrade water parks	29	4.4 %
Develop a new multiuse community center	23	3.5 %
Develop a new outdoor exercise/fitness area	32	4.9 %
Develop a new sports complex (e.g., baseball, soccer, softball)	11	1.7 %
Develop adventure park/zipline/climbing tower	47	7.2 %
Develop new areas for leisure games/activities (e.g., bocce, horseshoes, ping pong)	17	2.6 %
Develop new BMX park/bike pump track	8	1.2 %
Develop new indoor sports arena	10	1.5 %
Develop new walking trails	47	7.2 %
Develop space for performance arts/theater/cultural arts	15	2.3 %
Improve existing athletic fields	14	2.1 %
Improve existing indoor recreation space	7	1.1 %
Improve existing outdoor basketball/tennis courts	7	1.1 %
Improve existing parks infrastructure (e.g., benches, shade structures, water fountains, Wi-Fi)	46	7.1 %
Improve existing picnic shelters/pavilions	31	4.8 %
Improve existing playgrounds	21	3.2 %
Improve existing trail system (increasing connectivity/ accessibility)	39	6.0 %
Other	3	0.5 %
None chosen	211	32.4 %
Total	652	100.0 %

Q18. Which FOUR actions from the list in Question 17 would you be MOST WILLING to fund?

Q18. 3rd choice	Number	Percent
Add new and/or improve existing restrooms in parks	19	2.9 %
Develop/upgrade water parks	21	3.2 %
Develop a new multiuse community center	8	1.2 %
Develop a new outdoor exercise/fitness area	23	3.5 %
Develop a new sports complex (e.g., baseball, soccer, softball)	10	1.5 %
Develop adventure park/zipline/climbing tower	28	4.3 %
Develop new areas for leisure games/activities (e.g., bocce, horseshoes, ping pong)	22	3.4 %
Develop new BMX park/bike pump track	9	1.4 %
Develop new indoor sports arena	6	0.9 %
Develop new walking trails	54	8.3 %
Develop space for performance arts/theater/cultural arts	18	2.8 %
Improve existing athletic fields	17	2.6 %
Improve existing indoor recreation space	11	1.7 %
Improve existing outdoor basketball/tennis courts	9	1.4 %
Improve existing parks infrastructure (e.g., benches, shade structures, water fountains, Wi-Fi)	50	7.7 %
Improve existing picnic shelters/pavilions	36	5.5 %
Improve existing playgrounds	28	4.3 %
Improve existing trail system (increasing connectivity/ accessibility)	33	5.1 %
Other	3	0.5 %
None chosen	247	37.9 %
Total	652	100.0 %

Q18. Which FOUR actions from the list in Question 17 would you be MOST WILLING to fund?

Q18. 4th choice	Number	Percent
Add new and/or improve existing restrooms in parks	25	3.8 %
Develop/upgrade water parks	16	2.5 %
Develop a new multiuse community center	15	2.3 %
Develop a new outdoor exercise/fitness area	22	3.4 %
Develop a new sports complex (e.g., baseball, soccer, softball)	8	1.2 %
Develop adventure park/zipline/climbing tower	14	2.1 %
Develop new areas for leisure games/activities (e.g., bocce, horseshoes, ping pong)	13	2.0 %
Develop new BMX park/bike pump track	6	0.9 %
Develop new indoor sports arena	9	1.4 %
Develop new walking trails	39	6.0 %
Develop space for performance arts/theater/cultural arts	10	1.5 %
Improve existing athletic fields	7	1.1 %
Improve existing indoor recreation space	17	2.6 %
Improve existing outdoor basketball/tennis courts	16	2.5 %
Improve existing parks infrastructure (e.g., benches, shade structures, water fountains, Wi-Fi)	36	5.5 %
Improve existing picnic shelters/pavilions	31	4.8 %
Improve existing playgrounds	40	6.1 %
Improve existing trail system (increasing connectivity/ accessibility)	37	5.7 %
Other	7	1.1 %
None chosen	284	43.6 %
Total	652	100.0 %

SUM OF THE TOP FOUR CHOICES

Q18. Which FOUR actions from the list in Question 17 would you be MOST WILLING to fund? (top 4)

Q18. Top choice	Number	Percent
Add new and/or improve existing restrooms in parks	175	26.8 %
Develop/upgrade water parks	106	16.3 %
Develop a new multiuse community center	60	9.2 %
Develop a new outdoor exercise/fitness area	117	17.9 %
Develop a new sports complex (e.g., baseball, soccer, softball)	42	6.4 %
Develop adventure park/zipline/climbing tower	120	18.4 %
Develop new areas for leisure games/activities (e.g., bocce, horseshoes, ping pong)	63	9.7 %
Develop new BMX park/bike pump track	26	4.0 %
Develop new indoor sports arena	32	4.9 %
Develop new walking trails	217	33.3 %
Develop space for performance arts/theater/cultural arts	52	8.0 %
Improve existing athletic fields	51	7.8 %
Improve existing indoor recreation space	44	6.7 %
Improve existing outdoor basketball/tennis courts	43	6.6 %
Improve existing parks infrastructure (e.g., benches, shade structures, water fountains, Wi-Fi)	172	26.4 %
Improve existing picnic shelters/pavilions	106	16.3 %
Improve existing playgrounds	109	16.7 %
Improve existing trail system (increasing connectivity/ accessibility)	136	20.9 %
Other	36	5.5 %
None chosen	159	24.4 %
Total	1866	

Q19. How supportive are you of a bond referendum to fund the types of parks and improvements that you indicated in Question 18 are most important to you and your household?

Q19. How supportive are you of a bond referendum to fund types of parks & improvements that are most important to you	Number	Percent
Very supportive	196	30.1 %
Somewhat supportive	266	40.8 %
Not sure	110	16.9 %
Not supportive	80	12.3 %
Total	652	100.0 %

Q20. Your gender:

Q20. Your gender	Number	Percent
Male	320	49.1 %
Female	327	50.2 %
Non-binary	2	0.3 %
Not provided	3	0.5 %
Total	652	100.0 %

WITHOUT "NOT PROVIDED"

Q20. Your gender: (without "not provided")

Q20. Your gender	Number	Percent
Male	320	49.3 %
Female	327	50.4 %
Non-binary	2	0.3 %
Total	649	100.0 %

Q21. Including yourself, how many people in your household are...

	Mean	Sum
number	2.73	1707
Under age 5	0.09	55
Ages 5-9	0.16	103
Ages 10-14	0.19	119
Ages 15-19	0.20	126
Ages 20-24	0.14	89
Ages 25-34	0.20	123
Ages 35-44	0.29	182
Ages 45-54	0.43	271
Ages 55-64	0.52	327
Ages 65-74	0.33	208
Ages 75-84	0.14	87
Ages 85+	0.03	17

Q22. Your age:

Q22. Your age	Number	Percent
18-34	104	16.0 %
35-44	126	19.3 %
45-54	136	20.9 %
55-64	132	20.2 %
65+	131	20.1 %
Not provided	23	3.5 %
Total	652	100.0 %

WITHOUT "NOT PROVIDED"

Q22. Your age: (without "not provided")

Q22. Your age	Number	Percent
18-34	104	16.5 %
35-44	126	20.0 %
45-54	136	21.6 %
55-64	132	21.0 %
65+	131	20.8 %
Total	629	100.0 %

Q23. How many years have you lived in Broward County?

Q23. How many years have you lived in Broward County	Number	Percent
0-5	32	4.9 %
6-10	51	7.8 %
11-15	65	10.0 %
16-20	96	14.7 %
21-30	189	29.0 %
31+	204	31.3 %
Not provided	15	2.3 %
Total	652	100.0 %

WITHOUT "NOT PROVIDED"

Q23. How many years have you lived in Broward County? (without "not provided")

Q23. How many years have you lived in Broward County	Number	Percent
0-5	32	5.0 %
6-10	51	8.0 %
11-15	65	10.2 %
16-20	96	15.1 %
21-30	189	29.7 %
31+	204	32.0 %
Total	637	100.0 %

Q24. Are you or other members of your household of Hispanic, Latino, or Spanish ancestry?

Q24. Are you of Hispanic, Latino, or Spanish ancestry	Number	Percent
Yes	196	30.1 %
No	456	69.9 %
Total	652	100.0 %

Q25. Which of the following best describes your race/ethnicity?

Q25. Your race/ethnicity	Number	Percent
White/Caucasian	415	63.7 %
Asian	25	3.8 %
Pacific Islander	6	0.9 %
African American/Black	183	28.1 %
Native American	9	1.4 %
Other	28	4.3 %
Total	666	

Q25-6. Other

Q25-6. Other	Number	Percent
Bi-racial	2	7.1 %
CENTRAL AMERICAN	1	3.6 %
Caribbean descent	1	3.6 %
European	1	3.6 %
Haitian	2	7.1 %
Hispanic	5	17.9 %
Hispanic, Latino	1	3.6 %
Italian and Brazilian	1	3.6 %
LATINO	1	3.6 %
MEXICAN	1	3.6 %
Mixed	1	3.6 %
Mixed Asian, Latino	1	3.6 %
Mixed racial heritage	1	3.6 %
Multi-racial	4	14.3 %
PUERTO RICAN	1	3.6 %
WHITE HISPANIC	1	3.6 %
West Indian	3	10.7 %
Total	28	100.0 %

Q26. What is the primary language spoken in your home?

Q26. What is the primary language spoken in your home	Number	Percent
English	572	87.7 %
Spanish	41	6.3 %
Creole	7	1.1 %
Other	12	1.8 %
Not provided	20	3.1 %
Total	652	100.0 %

WITHOUT "NOT PROVIDED"

Q26. What is the primary language spoken in your home? (without "not provided")

Q26. What is the primary language spoken in your home	Number	Percent
English	572	90.5 %
Spanish	41	6.5 %
Creole	7	1.1 %
Other	12	1.9 %
Total	632	100.0 %

Q26-4. Other

Q26-4. Other	Number	Percent
Creole	1	8.3 %
French	1	8.3 %
Hindi	1	8.3 %
KOREAN	1	8.3 %
Portuguese	5	41.7 %
Telugu	1	8.3 %
Urdu	2	16.7 %
Total	12	100.0 %

Section 5
Survey Instrument

Broward County Parks and Recreation System Master Plan Needs Assessment Survey

Let your voice be heard today!

Broward County would like your input to help determine park and recreation priorities for the County. This survey will take 10-15 minutes to complete. When you are finished, please return your survey in the enclosed postage-paid, return-reply envelope. If you prefer, you can complete the survey online at www.browardcountysurvey.org. We greatly appreciate and value your time!

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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?

____(1) Yes *[Answer 1a-c.]* ____(2) No *[Skip to 1d.]*

1a. Which three parks/facilities do you visit most often? *[See map on previous page for list of County parks.]*

Most Often:_____ 2nd Most Often: _____ 3rd Most Often:_____

1b. How often have you visited Broward County Parks and Recreation Division parks and/or facilities during the past 12 months?

____(1) More than 5 times a week
____(2) 2-4 times a week
____(3) Once a week
____(4) 1-3 times a month
____(5) Less than once a month
____(6) Don't know

1c. Overall, how would you rate the physical condition of ALL the Broward County Parks and Recreation Division parks and facilities you have visited?

____(1) Excellent ____(2) Good ____(3) Fair ____(4) Poor

1d. 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.

____(01) Use city parks/facilities
____(02) Too far from home
____(03) Parks/facilities are not well maintained
____(04) Lack of features we want to use
____(05) Lack of parking to access parks/facilities
____(06) Do not feel safe using parks/facilities
____(07) Poor customer service
____(08) Lack of handicap accessibility
____(09) Do not feel welcomed/accommodated
____(10) Not aware of parks' or facilities' locations
____(11) Lack of transportation
____(12) Lack of restrooms
____(13) Lack of trust in government
____(14) Language/cultural barriers
____(15) Other: _____

2. From the following list, please CHECK ALL of the organizations that you or members of your household have used for recreation and/or sports activities during the past 12 months.

____(01) Public schools
____(02) Private schools
____(03) Private and non-profit youth sports
____(04) Private summer camps
____(05) Private workout facilities
____(06) Private clubs (tennis, health, swim, fitness)
____(07) Broward County Parks and Recreation Division
____(08) Florida State Parks
____(09) City parks/facilities
____(10) YMCA programs
____(11) Places of worship (e.g. synagogues, churches)
____(12) Other: _____

3. From the following list, please CHECK ALL the ways you learn about Broward County Parks and Recreation Division programs and services.

____(01) When participating in programs
____(02) County website
____(03) Materials at parks or recreation facilities
____(04) Conversations with Parks staff
____(05) Newspaper
____(06) Word of mouth
____(07) Promotions at special events
____(08) Banners
____(09) Phone app
____(10) Emails
____(11) E-newsletter
____(12) Social Media
____(13) Flyers
____(14) Advertising
____(15) Other: _____

4. From the list in Question 3, which THREE methods of communication would you MOST PREFER the County use to communicate with you about parks and recreation programs and services? *[Write in your answers below using the numbers from the list in Question 3, or circle "NONE."]*

1st: ____ 2nd: ____ 3rd: ____ NONE

5. 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?

____(1) Yes *[Answer 5a-b.]* ____(2) No *[Skip to 5c.]*

5a. 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?

____(1) One ____(2) 2-3 ____(3) 4-6 ____(4) 7 or more

5b. How would you rate the overall quality of the Broward County Parks and Recreation Division Programs/Events in which your household has participated?

____(1) Excellent ____(2) Good ____(3) Fair ____(4) Poor

5c. 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.

____(01) I don't know what is offered
____(02) Old and outdated facilities
____(03) Use programs at other agencies
____(04) Lack of quality instructors
____(05) Lack of quality programs
____(06) Fees are too high
____(07) Too far from home
____(08) Program times are not convenient
____(09) Classes are full
____(10) Safety concerns
____(11) Prefer individual activities
____(12) Program not offered
____(13) Registration is difficult
____(14) Poor customer service by staff
____(15) Lack of transportation
____(16) Lack of appropriate program equipment
____(17) Too busy/Not interested
____(18) Language/cultural/age barriers
____(19) Traffic and parking issues
____(20) Other: _____

6. 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.

____(01) Cultural celebrations (ethnic music, traditions, performances)
____(02) Competitions (triathlon, bike, 5K/10K runs, adventure/obstacle courses)
____(03) Employment/job fairs
____(04) Entertainment (music, movies, performers)
____(05) Environmental event (Water Matters Day, sustainability, recycling)
____(06) Food events (farmer's market, food tastings, beer/wine)
____(07) Health and wellness events (nutrition counseling, preventative health education, mental health wellness, County resources)
____(08) Holiday celebrations (Memorial, Veterans, 4th of July)
____(09) Safety/crime prevention fairs
____(10) Sports tournaments (basketball, football, dodgeball, pickleball, soccer)
____(11) None - I don't think the County should offer special events

7. If you had an additional $100, how would you allocate the funds among the parks and recreation categories listed below? *[Please be sure your total adds up to $100.]*

$_____ Improvements/maintenance of existing parks, pools, and recreation facilities
$_____ Acquisition of new park land and open space
$_____ Construction of new sports fields (softball, soccer, baseball, etc.)
$_____ Acquisition and development of walking and biking trails
$_____ Development of new indoor facilities (indoor walking track, fitness centers, pool, gyms, etc.)
$_____ Other: _____

$100 TOTAL

8. **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 alphabetically below by circling either "Yes" or "No."**

***If "Yes,"* please rate how well your need for facilities/amenities of this type is being met using a scale of 1 to 4, where 4 means "Needs Are Fully Met" and 1 means "Does Not Meet Needs" of your household.**

	Type of Facility/Amenity	Do you have a need for this facility/amenity?		If Yes, how well are your needs met?			
				Fully Met	Mostly Met	Partly Met	Not Met
01.	Accessible parks/walking trails	Yes	No	4	3	2	1
02.	Campgrounds	Yes	No	4	3	2	1
03.	Community center (multi-use space for events, exercise and activities)	Yes	No	4	3	2	1
04.	Cricket pitch	Yes	No	4	3	2	1
05.	Disc golf	Yes	No	4	3	2	1
06.	Dog park (off-leash)	Yes	No	4	3	2	1
07.	Environmental/Nature education center	Yes	No	4	3	2	1
08.	Equestrian/stable	Yes	No	4	3	2	1
09.	Indoor basketball/volleyball courts (indoor gyms)	Yes	No	4	3	2	1
10.	Large community parks in unincorporated areas	Yes	No	4	3	2	1
11.	Large regional parks	Yes	No	4	3	2	1
12.	Lighted diamond sports fields (baseball, softball)	Yes	No	4	3	2	1
13.	Lighted rectangular sports fields (football, rugby, soccer)	Yes	No	4	3	2	1
14.	Mountain bike trail	Yes	No	4	3	2	1
15.	Multi-use paved and unpaved trails (hiking, biking, walking)	Yes	No	4	3	2	1
16.	Observatory	Yes	No	4	3	2	1
17.	Open space conservation areas	Yes	No	4	3	2	1
18.	Outdoor courts (volleyball and basketball)	Yes	No	4	3	2	1
19.	Outdoor exercise/fitness area	Yes	No	4	3	2	1
20.	Outdoor racket sports (tennis, pickleball)	Yes	No	4	3	2	1
21.	Outdoor swimming pool/water park	Yes	No	4	3	2	1
22.	Performing arts theater	Yes	No	4	3	2	1
23.	Playgrounds	Yes	No	4	3	2	1
24.	Pump track BMX park	Yes	No	4	3	2	1
25.	Shaded picnic areas and shelters	Yes	No	4	3	2	1
26.	Shaded play areas	Yes	No	4	3	2	1
27.	Shelter and room rentals	Yes	No	4	3	2	1
28.	Small neighborhood parks	Yes	No	4	3	2	1
29.	Small neighborhood parks in unincorporated areas	Yes	No	4	3	2	1
30.	Splash pads	Yes	No	4	3	2	1
31.	Target range	Yes	No	4	3	2	1
32.	Other: _____	Yes	No	4	3	2	1

9. **Which FOUR facilities/amenities from the list in Question 8 are MOST IMPORTANT to your household?** *[Write in your answers below using the numbers from the first column in Question 8, or circle "NONE."]*

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

10. **Please indicate if you or any member of your household has a need for each of the programs in Broward County listed below by circling either "Yes" or "No."**

***If "Yes,"* please rate how well your need for programs of this type are being met using a scale of 1 to 4, where 4 means "Needs Are Fully Met" and 1 means "Does Not Meet Needs" of your household.**

	Type of Program	Do you have a need for this program?		If Yes, how well are your needs met?			
				Fully Met	Mostly Met	Partly Met	Not Met
01.	Adult fitness and wellness programs	Yes	No	4	3	2	1
02.	Adult sports leagues	Yes	No	4	3	2	1
03.	After-school programs for youth of all ages	Yes	No	4	3	2	1
04.	Adult performing arts programs (dance/music)	Yes	No	4	3	2	1
05.	Adult visual arts/crafts programs	Yes	No	4	3	2	1
06.	County special events	Yes	No	4	3	2	1
07.	Cultural enrichment programs	Yes	No	4	3	2	1
08.	Educational partnerships (e.g. local high schools, universities)	Yes	No	4	3	2	1
09.	EGaming/ESports	Yes	No	4	3	2	1
10.	Exercise classes	Yes	No	4	3	2	1
11.	Outdoor environmental education/nature camps and programs	Yes	No	4	3	2	1
12.	Preschool programs/early childhood education	Yes	No	4	3	2	1
13.	Programs for people with special needs	Yes	No	4	3	2	1
14.	Recreation/competitive swim team	Yes	No	4	3	2	1
15.	Robotics	Yes	No	4	3	2	1
16.	Senior programs	Yes	No	4	3	2	1
17.	STEM (science, technology, engineering, and mathematics) classes	Yes	No	4	3	2	1
18.	Swim lessons	Yes	No	4	3	2	1
19.	Teen/Tween programs	Yes	No	4	3	2	1
20.	Tennis lessons and leagues	Yes	No	4	3	2	1
21.	Youth fitness and wellness classes	Yes	No	4	3	2	1
22.	Youth performing arts programs (dance/music)	Yes	No	4	3	2	1
23.	Youth sports programs and camps	Yes	No	4	3	2	1
24.	Youth summer programs and camps	Yes	No	4	3	2	1
25.	Youth visual arts/crafts programs	Yes	No	4	3	2	1
26.	Virtual programs (e.g., virtual yoga/virtual tours etc./Virtual and Augmented Reality programs)	Yes	No	4	3	2	1
27.	Water fitness programs/lap swimming	Yes	No	4	3	2	1
28.	Other: _____	Yes	No	4	3	2	1

11. **Which FOUR programs from the list in Question 10 are MOST IMPORTANT to your household?**
[Write in your answers below using the numbers from the first column in Question 10, or circle "NONE."]

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

12. 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 by circling the corresponding number.

	The recreation system in Broward County…	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
01.	Has access to greenspace and nature, or playgrounds	5	4	3	2	1	9
02.	Has access to transportation (e.g., sidewalks, bikeways, trails, public transit)	5	4	3	2	1	9
03.	Offers career development and advancement opportunities/jobs training	5	4	3	2	1	9
04.	Offers childhood education opportunities to develop the whole child (i.e., physical, mental, and social development), in a safe environment free from bullying, harassment and violence	5	4	3	2	1	9
05.	Helps to attract new residents and businesses	5	4	3	2	1	9
06.	Helps to reduce crime in my neighborhood and keep kids out of trouble	5	4	3	2	1	9
07.	Improves my (my household's) mental health and reduces stress	5	4	3	2	1	9
08.	Improves my (my household's) physical health and fitness	5	4	3	2	1	9
09.	Increases my (my household's) property value	5	4	3	2	1	9
10.	Is age-friendly and accessible to all age groups	5	4	3	2	1	9
11.	Makes Broward County a more desirable place to live	5	4	3	2	1	9
12.	Provides opportunities for physical activity/exercise (trails, play spaces, programs)	5	4	3	2	1	9
13.	Positively impacts economic/business development	5	4	3	2	1	9
14.	Provides preservation of natural areas (i.e., preserving forest land, rivers, lakes)	5	4	3	2	1	9
15.	Preserves open space and protects the environment	5	4	3	2	1	9
16.	Promotes tourism to the County and the region	5	4	3	2	1	9
17.	Provides emergency response management (water, food, etc.)	5	4	3	2	1	9
18.	Provides jobs/professional development for youth	5	4	3	2	1	9
19.	Provides positive social interactions for me (my household/family)	5	4	3	2	1	9
20.	Provides recreation services and programs for special populations	5	4	3	2	1	9
21.	Provides volunteer opportunities for the County	5	4	3	2	1	9

13. Which FOUR of the benefits from the list in Question 12 are MOST IMPORTANT to you and members of your household? *[Write in your answers below using the numbers from the first column in Question 12, or circle "NONE."]*

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE

14. Please rate your level of satisfaction with the overall value that your household receives from the Broward County Parks and Recreation Division.

____(1) Very satisfied
____(2) Satisfied
____(3) Neutral
____(4) Dissatisfied
____(5) Very dissatisfied
____(6) Don't know

15. 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?

____ (1) Value has significantly increased
____ (2) Value has somewhat increased
____ (3) No change
____ (4) Value has somewhat decreased
____ (5) Value has significantly decreased

16. Based on your perception of value, how would you want the County to fund future parks, recreation, trails and open space needs?

____ (1) Increase funding ____ (2) Maintain existing funding levels ____ (3) Reduce funding ____ (4) Not Sure

17. The following is a list of actions the Broward County Parks and Recreation Division could take to improve its parks and recreation system. Please indicate your support for each potential action by circling the corresponding number to the right.

	Types of Improvements	Very Supportive	Somewhat Supportive	Not Sure	Not Supportive
01.	Add new and/or improve existing restrooms in parks	4	3	2	1
02.	Develop/upgrade water parks	4	3	2	1
03.	Develop a new multiuse community center	4	3	2	1
04.	Develop a new outdoor exercise/fitness area	4	3	2	1
05.	Develop a new sports complex (e.g., baseball, soccer, softball)	4	3	2	1
06.	Develop adventure park/zipline/climbing tower	4	3	2	1
07.	Develop new areas for leisure games/activities (e.g., bocce, horseshoes, ping pong)	4	3	2	1
08.	Develop new BMX park/bike pump track	4	3	2	1
09.	Develop new indoor sports arena	4	3	2	1
10.	Develop new walking trails	4	3	2	1
11.	Develop space for performance arts/theater/cultural arts	4	3	2	1
12.	Improve existing athletic fields	4	3	2	1
13.	Improve existing indoor recreation space	4	3	2	1
14.	Improve existing outdoor basketball/tennis courts	4	3	2	1
15.	Improve existing parks infrastructure (e.g., benches, shade structures, water fountains, wi-fi)	4	3	2	1
16.	Improve existing picnic shelters/pavilions	4	3	2	1
17.	Improve existing playgrounds	4	3	2	1
18.	Improve existing trail system (increasing connectivity/accessibility)	4	3	2	1
19.	Other: _____	4	3	2	1

18. Which FOUR actions from the list in Question 17 would you be MOST WILLING to fund? *[Write in your answers below using the numbers from the list in Question 17, or circle "NONE."]*

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE

19. How supportive are you of a bond referendum to fund the types of parks and improvements that you indicated in Question 18 are most important to you and your household?

____ (1) Very supportive ____ (2) Somewhat supportive ____ (3) Not Sure ____ (4) Not supportive

20. Your gender: ____(1) Male ____(2) Female ____(3) Non-binary

21. Including yourself, how many people in your household are...

Under age 5: ____ Ages 15-19: ____ Ages 35-44: ____ Ages 65-74: ____
Ages 5-9: ____ Ages 20-24: ____ Ages 45-54: ____ Ages 75-84: ____
Ages 10-14: ____ Ages 25-34: ____ Ages 55-64: ____ Ages 85+: ____

22. Your age: _____ years

23. How many years have you lived in Broward County? _____ years

24. Are you or other members of your household of Hispanic, Latino, or Spanish ancestry?

____(1) Yes ____(2) No

25. Which of the following best describes your race/ethnicity?

____(1) White/Caucasian ____(3) Pacific Islander ____(5) Native American
____(2) Asian ____(4) African American/Black ____(6) Other: _____

26. What is the primary language spoken in your home?

____(1) English ____(2) Spanish ____(3) Creole ____(4) Other: _____

This concludes the survey – Thank you for your time!

Your responses will remain completely confidential. The information to the right will ONLY be used to help identify the level of need in your area. Thank you!