

City of Lakewood Recreation Needs Assessment

February 2011



Conducted by

Management Learning Laboratories

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Acknowledgments

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EXECUTIVE SUMMARY

The purpose of the study was to offer statistically valid data regarding the recreation-related needs, interests, opinions and behavior of the people in Lakewood. This was achieved by designing a questionnaire based on focus group meetings with different segments of the community and members of the staff of the public recreation providers in Lakewood. Once the questionnaire was completed it was mailed to a random sample of residents resulting in resulting in a response rate of 7.5% . While the response rate is somewhat lower than norm but it still makes for a generalizable and representative database which was analyzed to produce a set of recommendations.

Major findings:

The issues important to the respondents include neighborhood parks and family based recreation. While there were other areas of importance as well, overall, this community is interested in recreating with families in their local parks. Special events appear to be of importance to the respondents.

In general a certain set of trends emerge in terms of programs and facilities and it is possible to take the entire data from the study and suggest a set of priorities that emerge. Although not in a specific hierarchical order, these remain the top issues that THE DEPT has to address in the near and long term:

- Neighborhood parks
- Safety and security of facilities
- Cleanliness of facilities
- Preservation of open space
- Family-based programs
- Cooperation with other entities including schools and businesses
- Quality of staff in terms of professionalism and courtesy
- Engage in fund raising through solicitation of sponsorships
- Programming for younger children as with after and before school opportunities
- Better advertise location of facilities and programs

Summary of Recommendations:

Maintenance and safety of facilities: The results clearly suggest that the DEPT needs to emphasize maintenance of its facilities and ensure that they are safe. The following recommendations address this issue:

- *DEPT should ensure that the facility is well maintained and remains attractive to the community.*
- *DEPT should ensure that facilities are well maintained and that there are sufficient clean restroom facilities available.*
- *DEPT should ensure that its facilities are safe and the locations are secured as well.*
- *DEPT should ensure that the level of maintenance of parks and facilities should continue at its current level.*
- *DEPT should consider the options of adding lights and working with the Police Department to have greater police presence at the parks.*

Programming for families: The results clearly suggest that the “family” is important to the respondents and thus the DEPT should consider the following recommendations as important components of its future plans:

- *DEPT should continue to provide special events on a regular basis.*
- *DEPT should provide recreation opportunities where the whole family can participate together.*
- *DEPT should consider offering neighborhood parks with adequate amenities to serve local residents living within walking distance, such as pathways and playgrounds.*

Financial issues: The respondents had specific feelings about the way in which THE DEPT should be funded. To that end, the DEPT should consider adopting the following recommendations:

- *DEPT should consider offering financial opportunities when cost appears to be barrier to potential users.*

- *DEPT could explore different fee-based service given there is a willingness to pay user fees for services.*

Administrative issues: Based on the data, the DEPT should consider the following as recommendations for action with the respect to the way in which it performs its activities:

- *DEPT must make a concerted effort to promote its programs and facilities using the methods enumerated later in this report.*
- *DEPT should offer a direct mailed brochure to the community.*
- *DEPT should consider expanding on digital modes of information distribution.*
- *DEPT should make effective use of signage in and around the parks as well in other parts of the community.*
- *DEPT should ensure its good relationship with the community*

TABLE OF CONTENTS

READING AND INTERPRETING THE REPORT..... 3

INTRODUCTION TO THE STUDY..... 4

METHODS AND PROCEDURES OF THE STUDY 5

 DETERMINATION OF THE SAMPLE.....5

 DEVELOPMENT OF THE QUESTIONNAIRE5

 QUESTIONNAIRE CONTENTS6

 PROCEDURES FOR ADMINISTERING AND ANALYZING THE QUESTIONNAIRES7

RESULTS OF THE STUDY: DEMOGRAPHICS..... 9

 DESCRIPTION OF THE POPULATION9

Gender9

Age.....9

Income10

Length of residence in Lakewood10

Household composition10

Individual characteristics11

Place of residence.....12

RESULTS OF THE SURVEY: GENERAL FINDINGS 13

 LEISURE INTERESTS.....13

 BARRIERS TO PARTICIPATION.....15

 INFORMATION DELIVERY18

 OPINIONS ABOUT RECREATION IN LAKEWOOD.....19

Opinions about recreation facilities19

Opinions about programming.....21

Opinions about administration.....22

Opinions about finances23

 AREAS OF NEED24

Areas of need – Facilities25

Areas of need – Programming.....27

CONCLUDING REMARKS 30

ACTION PLAN..... 32

APPENDICES 34

TABLE OF TABLES

Table 1: Participation.....	15
Table 2: Barriers to Participation.....	17
Table 3: Information Distribution.....	19
Table 4: Opinions about Recreation Facilities.....	21
Table 5: Opinions about Programming.....	22
Table 6: Opinions about Administration	23
Table 7: Opinions about Finances	24
Table 9: Areas of Need – Facilities	26
Table 10: Areas of Need – Programming	28
Table 10: Areas of Need – Top ranked by “Future Use” and “Importance”.....	29

READING AND INTERPRETING THE REPORT

This report is the final outcome of the Needs Assessment Study (henceforth referred to as “study”) that was commissioned by Lakewood Parks, Recreation and Community Services Department (henceforth referred to as “THE DEPT”) in 2010. In reading and interpreting this report, it is important to note that the results are presented in several ways. First, there is a narrative description of the findings, which then are supported by tables of data. **Key findings and summaries are underlined in the body of the report.** Recommendations are made across the entire body of the report and are always supported by data. *All recommendations are presented in italics in the body of the report.*

Additionally, this report needs to be considered a “snap shot” of the results of the study. The tables and numbers in the report should be considered carefully. Since there were in some cases several questions that addressed similar issues, these items were distributed in different parts of the questionnaire. When combined, these pieces of information together make up the entire report and results. *In many cases, the importance attached to a particular piece of numeric data must be interpreted along with other similar questions in the instrument.*

Moreover, before drawing specific conclusions, it is important to recognize that a universal yardstick cannot be used to interpret the results. For example, the results from one section of the questionnaire may suggest that a particular facility, considered by 40% of the respondents to be needed in Lakewood, is in fact a significant necessity because most of the other facilities listed in that section received far less endorsement. On the other hand, a particular activity that is considered necessary by 40% of the respondents may be very insignificant in a particular section if there were other activities that received far more support. It is the ranking, as presented in the tables, that is most important. Consequently, it is impossible to try to find one percentage as the cut-off point for all of the questions. Each question needs to be considered separately and as a part of the section to which it belongs.

INTRODUCTION TO THE STUDY

The study was designed to elicit interest, behavior, demographic, and attitude information from the citizens served by THE DEPT concerning parks, recreation and leisure. It is important to note that this component of the study was intended to obtain information from the entire community and not any specific user group. Since this was a community-wide study, the statistically random sample was selected to represent the opinion of the entire population of Lakewood. The objective of the study was to obtain the relevant information that will help THE DEPT do its job more effectively by enabling it to be more responsive to the recreation needs of the residents of the town (henceforth also referred to as the “community”). Additionally, the information can also be used to better organize the everyday operation of THE DEPT to stay in tune with the current and future needs of the community. This also implies that THE DEPT will benefit by learning about the residents’ awareness of the recreation activities within the town. In summary, this study was not a user’s survey, but a more comprehensive assessment of the recreation needs, attitudes and opinions of the residents of the entire town. Thus, it should be noted that the primary goal of the study was to obtain information about parks and recreation in the town.

METHODS AND PROCEDURES OF THE STUDY

Determination of the Sample

While it is desirable to question all of the residents of the town, it is not possible to do so due to a variety of constraints including cost, available time and access. However, using the principles of random sampling, it was possible to collect data from a part of the population and then make projections about the entire population. For this reason, a statistically viable and reliable random sampling procedure was used for this study. Given the fact that it was a random sample of the population, it is possible to claim that, within a small margin of error (4 to 5.00%), the sample is reliably representative of the community as a whole.

In this case, a sample of 6,000 addresses was selected from a complete list of addresses in Lakewood. Addresses were chosen randomly from this sampling frame so that every address had an equal chance of being selected. The addresses then were used in mailing the questionnaires to the residents.

Development of the Questionnaire

Before the development of the first draft of the instrument, information was collected about THE DEPT and recreation in and around Lakewood. This information included several examples of program brochures and flyers from the past several years, literature about recreational facilities and other materials distributed by THE DEPT as well as material from the reports of the focus groups conducted by staff.

Several “focus group” meetings with groups from the area were conducted so that those in attendance could identify issues relating to parks and recreation in Lakewood. The meetings were moderated by MLL staff and sometimes included THE DEPT staff observers. Overall, the meetings were well attended.

The people attending the group discussions included:

- THE DEPT staff members
- Representatives of special needs
- People interested in recreation and open space
- Senior citizens
- People interested in cultural arts
- Members of Lakewood businesses

- Members of service clubs
- Youth representatives
- Representatives from athletic organizations and sports groups
- General community members

The use of focus groups for questionnaire design is now an accepted and preferred tool for developing an instrument that will be appropriate for determining the needs of a specific community. This approach facilitates the production of a unique questionnaire for a specific community and eliminates the need to fall back upon a “standard” questionnaire containing generic questions that may be irrelevant for residents of a particular locale. Each meeting lasted for about sixty minutes and various issues surrounding recreation in the Lakewood area were discussed and compiled.

All of the background information gathered in these meetings was used to produce the first draft of the instrument, which contained questions and items specific to Lakewood. These early drafts were then reviewed by the consulting team, as well as by the members of THE DEPT. After a thorough review, a final draft of the questionnaire was approved by THE DEPT.

Questionnaire Contents

The first section of the questionnaire was designed to elicit respondent participation in various recreation programs and visitation to various facilities. Respondents were asked to indicate how often they had participated in the previous year, and the list included both the major recreation facilities for general use as well as specialized activities like golf, walking and jogging.

The next section of the questionnaire elicited information about the primary barriers to participation. Respondents were asked to indicate if reasons like cost, lack of maintenance, poor customer service or lack of information were important reasons for their inability to participate in the recreation opportunities offered by the DEPT.

This was followed by a section on the best ways of informing the respondent about the recreation opportunities offered by the DEPT. The list included both the traditional forms of information such as direct mailers to household and emergent methods such as the use of digital media. Respondents were asked to indicate the effectivity of the different methods of providing information.

The next section dealt with the future needs of the community. Numerous programmatic- and facility-related items were listed, and respondents were asked to indicate whether they or any

family members would use the program or facility if it was available in the future. Respondents were also asked to indicate if they felt that the facility or program was important for Lakewood as a whole and if the respondent was willing to pay a user fee to use the program or facility.

The next section of the questionnaire was intended to elicit the personal opinions of the respondents. There was a series of statements for which they could indicate their level of agreement on a four-point scale that ranged from “strongly agree” to “strongly disagree,” with a fifth “don’t know” option. These items dealt with issues such as:

- Respondents’ personal knowledge and feelings about THE DEPT and its offerings,
- Specific improvements that THE DEPT could make in its services,
- General recreation issues related to THE DEPT,
- Opinions about the effectiveness of marketing and publicity efforts of THE DEPT, and
- General questions about the quality of life in Lakewood.

Responses to these questions can offer THE DEPT a better understanding of the factors that make THE DEPT attractive to the people they serve.

The last section of the questionnaire included general demographic questions concerning gender, age, marital status, household composition, length of residence in Lakewood, and where the respondent lives in the community. This section also included items that inquired about respondents’ willingness to travel to recreation parks and facilities.

Procedures for Administering and Analyzing the Questionnaires

Once the 6,000 addresses were compiled, each of those households was mailed the questionnaire with a postage-paid envelope included to facilitate return. It should be noted that the questionnaire was mailed to the “Current Resident” at the address as opposed to a specific name of a person in the household. There is some evidence to suggest that the non-personalized approach tends to depress response rate and the deliverability of the mail. A reminder postcard was mailed following the mailing of the questionnaire. The returns included 374 non-deliverables. At the end of the mailing, a total of 421 usable questionnaires were returned, resulting in an overall response rate of 7.5%. Data entry procedures maintained confidentiality of all sample members, as well as anonymity of individual respondents.

The data were analyzed using the *CompuRec* data analysis and query program. *CompuRec* is a data analysis package specifically designed to analyze recreation-related data. Data analysis consisted primarily of frequency distributions for each response category on each questionnaire item, in order to determine the percentage of respondents who selected each answer option. This

was done for the sample as a whole, and then broken down further into gender, age, and other demographic categories such as geographic location, to support recommendations. Furthermore, additional and advanced data analysis in the form of reliability checks, factor analysis and tests for significant difference of mean responses between groups were conducted as background to the report. While this analysis is not reported in this document, they can all be performed using *CompuRec*.

It is important to note that the analysis reported here, as well as the recommendations presented, is primarily based on the aggregate information and data. Furthermore, it should be noted that the data presented in this report are based only on the responses obtained in the community-wide study and the descriptive and narrative information collected in the focus group meetings. There are no presumptions about the actual performance of THE DEPT; only the perceptions of the community are reported. It is quite possible that many of the perceptions do not match the actual activities of THE DEPT. However, the purpose of this report is to present the perception, accurate or inaccurate, to demonstrate how the community feels about THE DEPT.

RESULTS OF THE STUDY: DEMOGRAPHICS

Description of the Population

A set of questions was designed to elicit demographic information such as age, marital status, gender, etc. These questions can provide information about a community's makeup and therefore its possible recreation needs. It is useful to note that the percentages reported and tabulated sometimes add up to 101% or 99% due to the effects of rounding off decimals. The data presented here shows the actual proportions of the different demographic attributes as reported by the respondents. In several cases, the aggregated percentages from the self reports were different from the data available through the 2010 Census. As such, a specific statistical weighting schema has been developed and reported in the last section of the report (see first heading under "Concluding Remarks"). The percentages reported across the entire report are the true un-weighted percentages based on the self reports.

Gender

The sample was made up of 41% male and 59% female respondents.

Age

Respondents were asked to report their age based on the age categories provided in the questionnaire; the percentages are reported below.

Age Category	Percentage
18-24	2%
25-34	12%
35-44	15%
45-54	16%
55-64	25%
65-69	8%
70-74	10%
Over 75	13%

Income

The household income distribution varied from under \$24,000 to over \$125,000 per year, with the median income being in the \$35,000 to \$50,000 range. The specific income categories were as follows:

Income Category	Percentage
Under \$25,000	19%
\$25-35,000	10%
\$35-50,000	18%
\$50-75,000	22%
\$75-100,000	13%
\$100-125,000	13%
Over \$125,000	6%

Length of residence in Lakewood

About 16% of the respondents claimed that they have lived in Lakewood for one to three years, while another 20% reported that they have lived there between four and ten years. Another 7% indicated that they have lived in Lakewood for eleven to fourteen years. The remaining 57% indicated that they have been in Lakewood for more than fifteen years.

Household composition

The results show that 57% of the households have two adults in the home, while 38% have one adult in the household. Furthermore, nearly 60% have one or more children under five years of age, 60% have at least one child in the five to ten year range, 50% of the respondents indicated that they have at least one child in the eleven to fourteen year age range, and finally 52% claimed they have at least one child in the fifteen to eighteen year age range. In terms of schooling, among those who have school age children, 97% of the respondents indicated having one child in the public school system, 10% claimed having a child in a private school. The respondents indicated that 61% were married with the remaining being divorced or widowed. Nearly 10% of the respondents also indicated that they currently had at least one member of the

family employed with the military. The respondents also indicated that 84% have some form of Internet access. Nearly a two-thirds of the respondents indicated owning one or more cat or dog.

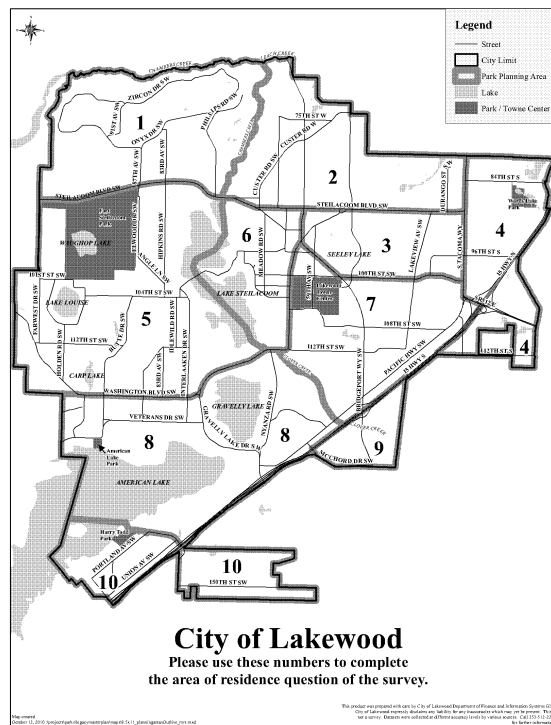
Individual characteristics

Ethnically, 78% claimed to be Caucasian, 5% Black and 3% Hispanic, 4% Asian and 8% of mixed race. The remaining 2% were comprised of Pacific Islanders and Native Americans.

Place of residence

The respondents were provided a map of Lakewood area and they were asked to indicate the part of the service area in which they live. The map was divided into ten areas within the Lakewood and the respondents were also offered the opportunity to indicate if they lived outside the metropolitan area. The results are tabulated below.

Area of Residence	Percentage
1	22%
2	9%
3	3%
4	6%
5	26%
6	6%
7	5%
8	13%
9	3%
10	6%



RESULTS OF THE SURVEY: GENERAL FINDINGS

The following sections of this report describe the findings about the various recreational needs of the residents of Lakewood. The questionnaire was used to explore their recreation and leisure interests and the reasons they may choose to participate in recreation opportunities or visit THE DEPT sites. Moreover, information was elicited about their opinions about various recreation-related issues, including how recreation should be funded, and what they believe should be areas of emphasis for Lakewood parks and recreation. Unless otherwise specified, numbers in parentheses refer to the percentage responding positively to a question. Furthermore, it should be noted that the percentages are estimates and can vary between plus or minus three percentage points.

Leisure Interests

The first section of the questionnaire asked respondents to indicate the frequency with which they have visited a park site or participated in an activity in the past year. A total of nineteen different items were listed and respondents were asked to indicate how often they had participated within a range of never to 25 times or more.

The most popular site was Fort Steilacoom Park, with nearly 80% of the respondents claiming that they have been to the location at least once in the twelve months prior to the data collection and with nearly 29% of the respondents claiming that they have been there more than twice a month. This is an important and visible facility for Lakewood and the *DEPT should ensure that the facility is well maintained and remains attractive to the community.*

The next most popular facility was the American Lake Park, with almost two-thirds of the respondents visiting the facility at least once in the time period indicated on the questionnaire, and most visiting the park once or twice in the year. As in the case of Fort Steilacoom Park, the *DEPT should ensure that the facility is well maintained and remains attractive to the community.*

Outdoor fitness activities like walking, jogging are pursued by nearly three-quarters of the respondents at least once per year, and nearly half the respondents indicate that they participate in such activities nearly two times per month. These results are consistent with the fact that nearly half the respondents also indicate the importance of multi-use trails that a third of

the respondents indicate they will use in the future as well. *THE DEPT should offer outdoor fitness opportunities related to walking and jogging.*

Nearly half the respondents indicate that they have participated in at least one special event the in the year preceding data collection, with nearly a quarter of the respondents reporting that they have been to a special event between two to six times in the time period. Given that nearly 44% of the respondents also feel that special events are important to the community, *DEPT should continue to provide special events on a regular basis.*

The respondents indicated that the remaining facilities and activities were sparsely attended. It should be noted that the study was geared to elicit the responses of the general community and not specific users. Thus, even if the facilities appear to run at capacity it is the case that these facilities and programs could benefit from better promotions

The results from these items are presented in the following table. Percentages reflect the proportion of respondents who selected each response option for each activity type.

Table 1: Participation
(Numbers represent percentages)

	Never	Once	2 to 6 times	7 to 12 times	13 to 24 times	25 times or more
Fort Steilacoom Park	20	6	20	14	11	29
Outdoor activities such as walking and jogging	23	3	10	7	8	48
American Lake Park	40	18	25	7	4	5
Community special events	48	19	26	6	1	1
Active Park	67	10	12	3	2	6
Arts and cultural programs	72	7	17	3	0	0
Harry Todd Park	74	8	12	1	1	3
Fort Steilacoom Golf Course	74	5	11	3	3	4
Oakbrook Park	76	7	8	5	1	3
Lakewood Senior Activity Center	78	6	9	3	1	2
Youth sports	79	3	5	3	3	7
Fort Steilacoom Disc Golf Course	83	4	7	1	2	3
Adult sports	84	3	7	3	1	2
Wards Lake Park	84	6	5	3	1	1
Blueberry Farm	86	6	6	1	0	0
Washington Park	87	5	5	1	1	0
Edgewater Park	90	4	4	1	1	0
Kiwanis Skate Park	90	4	3	1	1	0
Springbrook Park	92	3	4	0	0	0

Barriers to Participation

This section of the questionnaire was aimed at investigating the key barriers that respondents felt stood in their way of participating in the programs and facilities reported in the previous section. The list of barriers was developed on the basis of past experience with similar

communities and on the basis of the information gathered at the focus group meetings. Respondents indicated if they felt that the item on the list was a barrier for participation.

The most important barrier to participation was lack of time, which was selected by nearly half the respondents. This is a common reason for lack of participation across the United States. Unfortunately there is not much that a recreation department could do to assist with this matter. However, it would help the DEPT if some further attempts were made to discover what the best times for participation could be.

The next most important reason for the lack of participation was a disinterest in the opportunities provided by the DEPT, with about a third of the respondents considering selecting this reason. In a related manner, nearly a quarter of the respondents also felt that there was lack of variety of programs leading to low levels of participation. The data from this study offers information to address these concerns. *THE DEPT should examine the level of importance and future use of the different items listed under the future needs of the community and offer opportunities that the community would find attractive.*

The third most important barrier to participation was lack of information. About a third of the respondents considered indicated this to be the reason. When coupled with the fact that respondents felt that there is nothing interesting offered by the Department, it is important for the DEPT to relate these two findings. It could well be the case that people claim lack of interest because they are unaware of the opportunities. Thus *THE DEPT must make a concerted effort to promote its programs and facilities using the methods enumerated later in this report.*

Issues related to the facilities were also considered to be barriers by nearly a quarter of the respondents. Respondents indicated that there was a lack of restrooms, lack of trails and that there were better facilities elsewhere. Nearly 17% of the respondents also claimed that lack of parking and overcrowding at the facilities was a barrier as well. Given that the respondents have the opportunity to visit other facilities in neighboring communities these are important barriers. *THE DEPT should ensure that facilities are well maintained and that there are sufficient clean restroom facilities available.*

Perceptions of safety also appear to be an important barrier to participation. About 19% of the respondents felt that the locations do appear safe and about 14% felt that the facilities do not appear safe. It could well be the case that these are only perceptions, whereas in reality safety is not a cause for worry. However, these perceptions could be a deterrent and the *DEPT should ensure that its facilities are safe and the locations are secured as well.*

A few of the respondents also considered cost to be a barrier, with 20% of the respondents indicating cost to be a reason for non-participation. While this could be the result of a variety of factors including the condition of national and local economy, the *DEPT should consider offering financial opportunities when cost appears to be barrier to potential users.*

The remaining factors were considered to be barriers by fewer than 15% of the respondents. Some of the issues such as traffic and location might not be within the control of the DEPT. However, reasons such as quality of programming, quality of maintenance, quality of staff were insignificant barriers. *THE DEPT should first address the most important factors in recreation decisions and then focus on the lower-ranked but still somewhat important factors whenever possible.*

The results for the key barriers are presented in the following table.

Table 2: Barriers to Participation

	Yes
Not having enough time	49%
Not interested in what is provided	34%
Lack of information	32%
Lack of restrooms	29%
Better facilities are available elsewhere	25%
Lack of variety of programs	25%
Lack of trails sidewalks to go to facilities	22%
Cost	20%
Location does not appear safe	19%
Lack of parking	17%
Overcrowding	17%
Facilities appear unsafe	14%
Traffic poses travel difficulties	14%
Inconvenient location	13%
Current hours of operation	12%
Lack of cleanliness	10%
Lack of maintenance	10%
Lack of qualified staffing	10%
Poor quality of programs	10%
Programs get cancelled	10%
Transportation to programs events	10%
Not enough sports fields	9%
Poor customer service	9%
Lack of accommodations for disabled	8%
Difficulties with registration	6%
Language cultural barriers	4%

Information Delivery

This section of the questionnaire was aimed at investigating the principal ways in which the community would like to remain informed of recreation opportunities offered by the DEPT. Given that the lack of information was a significant barrier to recreation, the respondents were asked to indicate the effectivity of several communication methods. There were 11 different methods offered and respondents indicated which methods they preferred.

The most preferred method was a printed brochure mailed directly to the household, which was selected by nearly three-quarters of the respondents. This is usually the preferred method across most communities in the USA and the *DEPT should offer a direct mailed brochure to the community.*

Electronic and digital media received endorsements from nearly a third of the respondents, with an interest in seeing e-mail and Web based information distribution. With about 84% of the respondents claiming access to the Internet, these methods should be pursued vigorously given that these methods are often less expensive than other means of information distribution and more current information can be sent out using these techniques, although social media systems were considered effective by only about 13% of the respondents. *The DEPT should consider expanding on digital modes of information distribution.*

Signs in parks were also considered to be effective by about a third of the respondents. This method of informing people could be used to announce special events and they can also serve as information points within parks. *The DEPT should make effective use of signage in and around the parks as well in other parts of the community.*

Other traditional media such as radio and flyers were considered effective by 30% of fewer portion of respondents, with only 20% of the respondents indicating that flyers in schools are effective. Even though a large portion of the respondents indicated that they had school-age children the distribution of flyers in schools does not appear to be too effective. Most of the other methods were considered less effective. All the items are listed in the next table.

Table 3: Information Distribution

	Yes
Direct mailers to household	74%
Newspaper	46%
Signs in parks	38%
E-mail	35%
City website	31%
TV or radio	29%
Flyers in public places	27%
Flyers at schools	20%
Word of mouth	16%
Electronic reader boards	16%
Social media Such as Facebook and Twitter etc	13%

Opinions about Recreation in Lakewood

This section of the questionnaire contained several opinion statements with which respondents could agree or disagree. A four-point scale ranging from “strongly agree” to “strongly disagree” was provided, along with a fifth “don’t know” option in case the respondents did not have enough experience with a particular issue to form an opinion about it. For the sake of simplicity of presentation, the results have been collapsed into the categories “agree,” “disagree” and “don’t know.” These opinion items were generated in part on the basis of the focus group meetings with staff and residents, and they reflect some of the larger issues surrounding the operation of THE DEPT. Although the items were arranged somewhat randomly in the questionnaire, the results are presented here around four major topic areas.

Opinions about recreation facilities

Ten of the items in the opinions section of the questionnaire specifically addressed the facilities maintained by THE DEPT. These tap into opinions about the development of new facilities and use of existing ones, and considered alongside the possible facility-related needs they will help the staff further understand what preferences and needs there may be.

There is generally a very positive perception about parks in Lakewood. First, a majority of the respondents felt that the facilities were conveniently located (85%). A similar proportion

(81%) agreed that they were satisfied with the condition and appearance of the facilities that they visit and about two-thirds of the respondents were satisfied with the number of parks in their community and were satisfied with the level of safety in the. Some of these findings are reflected in the data from other parts of the study as well and, *THE DEPT should ensure that the level of maintenance of parks and facilities should continue at its current level.* Nearly 76% of the respondents indicated that the parks and facilities add to their quality of life in Lakewood, and efforts should be maintained to keep the proportion where it is or try to get it to a higher level.

Facility-related priorities and preferences also were tapped in these items, and nearly all the respondents indicate that preservation and conservation of open space was important to them. The high portion of respondents who were in support of preservation and conservation indicated that this community is particularly interested in open spaces. This is partly reflected in the fact that nearly a third of the respondents also indicated that environmental education was an important need. There was also a preference for neighborhood parks as opposed to a centralized park with 69% of the respondents preferring neighborhood parks. This preference was also reflected elsewhere in the questionnaire. Given these two findings, it would be wise for the *DEPT to consider acquisition of land for preservation and conservation and focus on development and maintenance of neighborhood parks.* Overall the respondents felt that the parks and facilities satisfy their needs with 79% of the respondents agreeing with that statement.

The results also indicate that there is support for doing things that could make the parks more accessible and also make them safe. Nearly 65% of the respondents indicated that they would support lighted facilities and 57% of the respondents indicated that there needed to be more police presence at the parks. Lights and police would make the parks appear safer and the *DEPT should consider the options of adding lights and working with the Police Department to have greater police presence at the parks.*

The results from the facility-related opinion items are presented in the next table.

Table 4: Opinions about Recreation Facilities

	Agree	Disagree	Don't Know
Preservation and conservation of open spaces is important to me	93%	3%	4%
I am satisfied with the location of park and recreation facilities in the community	85%	9%	6%
I am satisfied with the condition and appearance of parks and recreation facilities in the community	81%	13%	6%
The parks, facilities and programs that I have visited satisfy my needs.	79%	11%	10%
The Dept. adds to my quality of life in Lakewood	76%	9%	15%
I prefer neighborhood parks over a large centralized park	69%	18%	13%
I am satisfied with the number of park and recreation facilities in the community	68%	21%	11%
I would support lighted facilities to extend hours of facility use	65%	25%	10%
I am satisfied with the safety of park and recreation facilities in the community	63%	24%	13%
There needs to be more police presence at the parks and facilities	57%	15%	28%

Opinions about programming

Eleven of the items in the opinions section were specific to issues of programming.

Nearly 80% of the respondents felt that the DEPT provides an essential service to the community. This strong endorsement was further underscored by the fact that nearly 83% of the respondents also felt that the essential services could be provided in collaboration with other entities such as schools. This was a sentiment that was often repeated in the focus group meetings as well. As such, *the DEPT should continue to provide the services it currently does and should consider working together with other public agencies like schools.*

About two-thirds of the respondents also indicated that they were satisfied with the services provided by the DEPT and that the DEPT was an important provider of recreation for them. When combined with the feeling that the DEPT provides an essential service these findings emphasize the value placed on the DEPT and that is something that the DEPT should continue to strive to achieve. Many of the recommendations arising from the data collected in the study would help to further strengthen the value of the DEPT to the community.

Nearly half the respondents also indicated that the DEPT provided a good variety of programs across the entire Lakewood area. It should be noted that nearly a third of the respondents also indicated that they did not know how to respond to these statements. This demonstrates the importance of obtaining greater exposure in the community so that more people know of the value the DEPT brings to Lakewood. About half the respondents felt that there could be more programs where the entire family could participate and it was easy to register for programs given the responsiveness of the DEPT. There were large portions of the respondents who did not have enough knowledge to respond to these items, but overall, for those who knew, the DEPT appears to provide appropriate and good programs.

The programming-related results are presented in the next table.

Table 5: Opinions about Programming

	Agree	Disagree	Don't Know
The Dept. should work with schools to jointly provide programs and share facilities	86%	4%	10%
The Dept. provides an essential service to the city	83%	5%	12%
I am satisfied with the quality of parks and recreation programs offered by the Dept.	63%	19%	18%
The Dept. is an important provider of recreation for my family	60%	28%	12%
I prefer to organize my own recreation activities	59%	27%	14%
The Dept. provides a good variety and range of programs	58%	12%	30%
The Dept. provides recreation opportunities fairly across the Lakewood area	50%	12%	38%
The Dept. should provide more activities for my whole family to participate together	48%	24%	28%
The Dept. is responsive to community recreation needs	45%	11%	44%
It is easy to register for Dept. programs and activities	40%	12%	48%
There is a need for more activities for people with disabilities	37%	10%	53%

Opinions about administration

Another set of items within the opinions section of the questionnaire asked respondents to evaluate various aspects of how THE DEPT is run. Six items tapped into administrative issues that will help THE DEPT understand the general public perceptions about it and its activities.

Nearly two thirds of the respondents had confidence in the leadership of the DEPT. This confidence was also reflected in the fact that 55% of the respondents were satisfied with the management of the DEPT. It is important to note that given the community focus of the study, there were nearly a third of the respondents who did not know how to respond to these items. Overall the management is viewed well by the community and the *DEPT should ensure its good relationship with the community.* This relationship is also determined by the staff that interacts with the community and half the respondents felt that the staff was courteous and helpful, with only 4% disagreeing with that opinion, and the rest not being able to answer because of lack of information.

About a third of the respondents felt that the brochure was easy to understand, while 54% of the respondents indicated that the DEPT does a good job of advertising itself. This is consistent with findings from other sections of the study and the recommendations related to promotion and providing information needs to be considered carefully.

The results from the administration-related items are presented in the next table.

Table 6: Opinions about Administration

	Agree	Disagree	Don't Know
I am confident in the leadership and professionalism provided by the Dept.	62%	4%	34%
The Dept. recreation program brochure is easy to understand	62%	7%	31%
I am satisfied with the management and leadership of the Dept.	55%	8%	37%
The Dept. does a good job of advertising its recreation programs and activities	54%	29%	17%
The Dept. staff is courteous and helpful	50%	4%	46%
It is easy to communicate with the Dept.	34%	13%	53%

Opinions about finances

Four of the items in the opinions section of the questionnaire were related to finances and recreation. These items provide insight about perceived cost and value of recreation in the community.

Nearly two-thirds of the respondents indicated a willingness to pay reasonable user fees for new recreation opportunities. This may enable THE DEPT to add new programs and publicize them sufficiently so that those residents who currently feel there is nothing of interest to them may be able to find programs and facilities that meet their recreation needs. Many

respondents also generally feel satisfied with the recreation opportunities they receive for their tax dollars (63%), although about 22% of the respondents disagreed with this statement. The data suggests that the community considers the DEPT is providing good service for the money that people spend on it. *THE DEPT could explore different fee-based service given there is a willingness to pay user fees for services.* It should, however, be noted that the respondents also support a higher user fee for non residents and nearly 70% of the respondents suggested that lower participation fee should be charged to households with lower income.

The results from the finance-related items are presented in the following table.

Table 7: Opinions about Finances

	Agree	Disagree	Don't Know
The Dept. should pursue corporate sponsorships for its events	75%	12%	13%
The Dept. should offer reduced participation fees for low income households	71%	18%	11%
I am willing to pay reasonable user fees for recreation opportunities	64%	27%	9%
I am satisfied with the recreation opportunities I receive for my tax dollars	63%	22%	15%
It would be fine to have corporate logos and signage at Dept. facilities and events	62%	21%	17%
The Dept. should pursue bonds for park projects and facility improvements	60%	18%	22%
Non residents should pay a higher fee for programs and services	54%	38%	8%
I would be willing to support an independent Park District with its own taxing authority for Lakewood	30%	43%	27%

Areas of Need

One section of the questionnaire was designed to determine the relative importance of the various recreation needs there may be in the community. Fifty-one possible needs were listed for the respondents, and they were asked to indicate whether the respondent felt if the item was important, could have future use and should be supported by user fees. These results can help THE DEPT prioritize its future additions in terms of what the community perceives as important and valuable to the community. The information from this part of the questionnaire can complement the results discussed in the report this far. The items were listed in alphabetical order in the questionnaire but they have been divided into facilities and programs for ease of analysis and presentation.

Areas of need – Facilities

Twenty-eight possible facilities were listed for the respondents, based on issues that surfaced in the focus group discussions. As would be expected, respondents generally preferred tax dollars for funding more general use facilities and user fees for funding more specialized facilities.

First, parks in general and facilities at parks were considered very important, with about two-thirds of the respondents indicating a need for restrooms in parks, and about half the respondents wanting to see beautification of the parks and more playgrounds in the parks. As discovered in other sections of the study, nearly 56% of the respondents wanted to see more neighborhood parks. Nearly 45% of the respondents considered a dog park to be important. The respondents also suggested that the need for parks need to be fulfilled using financial mechanisms other than user fees. *THE DEPT should consider offering neighborhood parks with adequate amenities to serve local residents living within walking distance, such as pathways and playgrounds.*

The respondents placed special use facilities next in importance with about 30% to 40% of the respondents indicating the importance of lighted and unlighted athletic fields, aquatic facilities, boat launch ramp, different kinds of trails including trails for mountain biking, different centers such as a multi-use recreation center, a nature center and a senior center. *THE DEPT should focus on special use facilities as the second set of priorities after parks.*

The remaining facilities were considered important by fewer than one third of the respondents. This does not mean that these less significant needs should be ignored, but rather they should remain lower in priority than the more pressing needs.

The results from the facility-related needs are summarized in the following table. The items have been prioritized based on the importance attached to the item.

Table 8: Areas of Need – Facilities

	Future use	Importance	User fees
Restroom Facilities at Parks	35%	66%	5%
Neighborhood Parks	32%	56%	8%
Playground Areas in Parks	21%	52%	5%
Picnic Shelters in Parks	23%	50%	10%
Beautification of Parks	15%	49%	7%
Multi-use Trails Sidewalks	33%	49%	10%
Dog Park	26%	45%	14%
Historic Preservation Sites	17%	45%	13%
Senior Activity Center	17%	45%	15%
Athletic Fields (Lit)	12%	40%	11%
Multi-purpose Community Center	14%	40%	16%
Park Signs	8%	39%	2%
Athletic Fields (Non-lit)	14%	37%	6%
Aquatic Facility	23%	36%	27%
Boat Launch Ramps	13%	36%	17%
Nature Center	18%	36%	11%
Community Gardens Pea Patches	14%	35%	11%
Fitness Facilities	18%	34%	21%
Skateboard Parks	10%	33%	7%
Mountain Bike Trails	15%	30%	9%
Splash Pads Spray Parks	15%	30%	10%
Gymnasium Space	8%	28%	12%
Community Space to Rent	8%	26%	20%
Interpretative Signs	7%	26%	5%
Rock Climbing Walls	15%	23%	13%
Performing Arts Space	8%	23%	10%
Banquet Facilities	6%	20%	16%
Disc Golf	13%	19%	11%

Areas of need – Programming

In addition to facilities, twenty-three items related to programming also were included in this section of the questionnaire. The results are organized into different areas of programming. The table at the end of this section how different elements within each area were prioritized.

Recreation that could involve the entire family appear important to this community, with 47% of the respondents indicating the importance of family recreation. This is consistent with other findings from the questionnaire as well as the fact that 40% to 45% of the respondents felt that festivals, special events and outdoor concerts and movies were important to them. These results focus on the importance of the family-centered recreation. *THE DEPT should provide recreation opportunities where the whole family can participate together.* One such mechanism could be the special events at the facilities and outdoor events for the family since nearly 46% of the respondents also felt that outdoor recreation was indeed important.

The importance of family is also reflected in the fact that recreation for young children was important, with between 36% and 42% of the respondents indicating the importance of after-school, pre-school and summer programs. The respondents in this study represent large portions of people with children and these are important needs for such families. *THE DEPT should consider ways in which families with children can receive before and after school assistance during the school and camps when schools are not in session.*

About a third of the respondents indicated some special interest programs are important to them. There was some interest in a variety of programs such as fitness classes, adult sports, cultural events, environmental programs and gardening classes. The remaining facilities were considered important by fewer than one third of the respondents. This does not mean that these less significant needs should be ignored, but rather they should remain lower in priority than the more pressing needs.

The data was also analyzed to examine the way in which the ranks of programs and facilities would change if they items were prioritized on the basis of responses of the people who indicated that the facility or program was both important and they would use it in the future. The data shows that the focus falls on facilities such as trails, restrooms, and neighborhood parks. These emerge as both important and has a larger chance of future use. At the same time special events and concerts in parks appear to be important with great likelihood of attendance.

The results from the facility-related needs are summarized in the following table. The items have been prioritized based on the importance attached to the item.

Table 9: Areas of Need – Programming

	Future use	Importance	User fees
Family Recreation	21%	47%	10%
Outdoor Recreation	23%	46%	8%
Festivals Special Events	29%	44%	19%
Youth Sports	13%	43%	20%
After-school Programs	8%	42%	10%
Outdoor Concerts Movies	27%	41%	15%
Programs for the Disabled	6%	41%	5%
Summer Camps Day Camps	10%	37%	21%
Pre-school Programs	9%	36%	10%
Adult Sports	16%	35%	20%
Fitness Classes	22%	35%	26%
Cultural Events Programs	16%	34%	12%
Gardening Programs	14%	34%	14%
Environmental Education	6%	33%	5%
Fishing	22%	33%	14%
After-work Classes Programs	13%	31%	18%
Life-Long Learning	9%	25%	10%
Adventure Trips	20%	24%	26%
Art Classes Programs	15%	24%	20%
Golf	18%	24%	23%
Clearing House of Recreation Info	10%	23%	2%
Art Work in the Parks	11%	20%	7%
Extreme Sports	4%	12%	12%

Table 10: Areas of Need – Top ranked by “Future Use” and “Importance”

	Future use and Importance
Multi-use Trails / Sidewalks	26%
Restroom Facilities at Parks	26%
Neighborhood Parks	25%
Outdoor Concerts / Movies	19%
Festivals / Special Events	18%
Dog Park	18%
Playground Areas in Parks	16%
Family Recreation	16%
Picnic Shelters in Parks	16%
Historic Preservation / Sites	15%
Fitness Classes	14%
Outdoor Recreation	13%
Fishing	13%
Nature Center	13%
Fitness Facilities	12%
Mountain Bike Trails	12%
Aquatic Facility	11%
Splash Pads / Spray Parks	11%
Beautification of Parks	11%

CONCLUDING REMARKS

This section of the report is arranged as a series of frequently asked questions about the study and its principal findings. All the answers are based on the aggregate data that has been reported here.

What are the limitations of this study?

The two primary limitations are introduced because of a lower than average response rate. Similar studies in other communities of similar demographic structure have yielded higher response rates such as between 13% to 17%. A second limitation to the study arises from the fact that there are noticeable differences between the demographic proportions of the respondents as compared to the 2010 Census proportions in the population. These differences were most remarkable with respect to gender, income and age. As such, three statistical weights have been computed to correct for the skewiness of the self reported proportions. It is possible to analyze the data by either accounting for the skewiness or taking the data as is. Generally speaking, for aggregate analysis, the skewiness of the data has little influence on the ranking of the different options as reported in the different tables. For instance, the unadjusted portion of those who have never attended “Active Park” as reported in Table 1 is 67% whereas the weighted percentage is 65%. Similar tests demonstrate that there is little need for adjusting the data for estimating the aggregated trends. However, it is advisable to adjust the data for doing comparative analysis.

What do the respondents consider to be the most important leisure facilities/activities?

Based on use information and the needs expressed, the issues important to the respondents include neighborhood parks and family based recreation. While there were other areas of importance as well, overall, this community is interested in recreating with families in their local parks. Special events appear to be of importance to the respondents.

When considering the whole population, what should THE DEPT emphasize for the future?

In general a certain set of trends emerge in terms of programs and facilities and it is possible to take the entire data from the study and suggest a set of priorities that emerge. Although not in a

specific hierarchical order, these remain the top issues that THE DEPT has to address in the near and long term:

1. Neighborhood parks
2. Safety and security of facilities
3. Cleanliness of facilities
4. Preservation of open space
5. Family-based programs
6. Cooperation with other entities including schools and businesses
7. Quality of staff in terms of professionalism and courtesy
8. Engage in fund raising through solicitation of sponsorships
9. Programming for younger children as with after and before school opportunities
10. Better advertise location of facilities and programs

ACTION PLAN

This section of the report takes some of the key recommendations from each section of the report and suggests a plan of action for the DEPT. Some of these can be achieved in the short term, while others need to be considered as long-term plan elements.

Maintenance and safety of facilities: The results clearly suggest that the DEPT needs to emphasize maintenance of its facilities and ensure that they are safe. The following recommendations address this issue:

- *DEPT should ensure that the facility is well maintained and remains attractive to the community.*
- *DEPT should ensure that facilities are well maintained and that there are sufficient clean restroom facilities available.*
- *DEPT should ensure that its facilities are safe and the locations are secured as well.*
- *DEPT should ensure that the level of maintenance of parks and facilities should continue at its current level.*
- *DEPT should consider the options of adding lights and working with the Police Department to have greater police presence at the parks.*

Programming for families: The results clearly suggest that the “family” is important to the respondents and thus the DEPT should consider the following recommendations as important components of its future plans:

- *DEPT should continue to provide special events on a regular basis.*
- *DEPT should provide recreation opportunities where the whole family can participate together.*
- *DEPT should consider offering neighborhood parks with adequate amenities to serve local residents living within walking distance, such as pathways and playgrounds.*

Financial issues: The respondents had specific feelings about the way in which THE DEPT should be funded. To that end, the DEPT should consider adopting the following recommendations:

- *DEPT should consider offering financial opportunities when cost appears to be barrier to potential users.*
- *DEPT could explore different fee-based service given there is a willingness to pay user fees for services.*

Administrative issues: Based on the date, the DEPT should consider the following as recommendations for action with the respect to the way in which it performs its activities:

- *DEPT must make a concerted effort to promote its programs and facilities using the methods enumerated later in this report.*
- *DEPT should offer a direct mailed brochure to the community.*
- *DEPT should consider expanding on digital modes of information distribution.*
- *DEPT should make effective use of signage in and around the parks as well in other parts of the community.*
- *DEPT should ensure its good relationship with the community*

APPENDICES

Several elements are included in the appendices including copies of the questionnaire, the cover letter and other relevant information about the way in which the study was conducted.

PARTICIPATION

Please indicate how many times you and/or your family members visited the following Lakewood park sites or participated in the following Lakewood programs during the past 12 months? (Please check the box that indicates your frequency of participation.)

	Never	Once	2 to 6 times	7 to 12 times	13 to 24 times	25 times or more
Active Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adult sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
American Lake Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Arts and cultural programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Blueberry Farm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community special events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Edgewater Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fort Steilacoom Disc Golf Course	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fort Steilacoom Golf Course	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fort Steilacoom Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Harry Todd Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kiwanis Skate Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lakewood Senior Activity Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Oakbrook Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor activities such as walking and jogging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Springbrook Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wards Lake Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Washington Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Youth sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other, please specify:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please indicate if the following are barriers to your family's participation in Lakewood programs & facilities. (Please indicate all that apply by circling "Yes" or "No").

Better facilities are available elsewhere	Yes	No	Facilities appear unsafe	Yes	No
Cost	Yes	No	Lack of variety of programs	Yes	No
Current hours of operation	Yes	No	Language / cultural barriers	Yes	No
Difficulties with registration	Yes	No	Location does not appear safe	Yes	No
Inconvenient location	Yes	No	Not enough sports fields	Yes	No
Lack of accommodations for disabled	Yes	No	Not having enough time	Yes	No
Lack of cleanliness	Yes	No	Not interested in what is provided	Yes	No
Lack of information	Yes	No	Overcrowding	Yes	No
Lack of maintenance	Yes	No	Poor customer service	Yes	No
Lack of parking	Yes	No	Poor quality of programs	Yes	No
Lack of qualified staffing	Yes	No	Programs get cancelled	Yes	No
Lack of restrooms	Yes	No	Traffic poses travel difficulties	Yes	No
Lack of trails / sidewalks to go to facilities	Yes	No	Transportation to programs/ events	Yes	No

INFORMATION AND COMMUNICATION

Please check how your family would prefer to be notified about Lakewood programs and activities? (Please indicate all that apply).

City website	<input type="checkbox"/>	Electronic reader boards	<input type="checkbox"/>
Direct mailers to household	<input type="checkbox"/>	E-mail	<input type="checkbox"/>
Flyers at schools	<input type="checkbox"/>	Newspaper	<input type="checkbox"/>
Flyers in public places	<input type="checkbox"/>	Social media Such as Facebook and Twitter etc	<input type="checkbox"/>
Signs in parks	<input type="checkbox"/>	TV or radio	<input type="checkbox"/>
Word of mouth	<input type="checkbox"/>	Other, please specify:	<input type="checkbox"/>

PARK AND RECREATION NEEDS

Will you or your family members use or participate in the following facilities or programs in the next 24 months? (If yes, please check "Future Use"). Check "Important" if you feel it is an important facility or program for the Lakewood community as a whole. Check "User Fee" if you are willing to pay a reasonable fee for joining the program or using the facility.

	Future Use	Important	User Fee		Future Use	Important	User Fee
Adult Sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Extreme Sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adventure Trips	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Festivals / Special Events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
After-school Programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Fishing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
After-work Classes / Programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Fitness Classes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aquatic Facility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Fitness Facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Art Classes / Programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Gardening Programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Art Work in the Parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Golf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Athletic Fields (Lit)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Historic Preservation / Sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Athletic Fields (Non-lit)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Interpretative Signs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Banquet Facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Life-Long Learning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beautification of Parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Mountain Bike Trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Boat Launch Ramps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Multi-use Trails / Sidewalks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clearing House of Recreation Info	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Nature Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Gardens / Pea Patches	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Neighborhood Parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Space to Rent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Outdoor Concerts / Movies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cultural Events / Programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Performing Arts Space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disc Golf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Picnic Shelters in Parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dog Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Playground Areas in Parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environmental Education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Pre-school Programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Family Recreation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Programs for the Disabled	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gymnasium Space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Restroom Facilities at Parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Multi-purpose Community Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Senior Activity Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor Recreation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Splash Pads / Spray Parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Park Signs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Summer Camps / Day Camps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rock Climbing Walls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Youth Sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skateboard Parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please add in any other important items in the space below

PERSONAL OPINIONS

Lakewood Parks, Recreation and Community Services Department (the Dept.) would like to hear about your personal opinions on a variety of issues. (Please circle the number in the box that indicates your opinion on each item.)

	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know
I am confident in the leadership and professionalism provided by the Dept.	4	3	2	1	0
I am satisfied with the condition and appearance of parks and recreation facilities in the community	4	3	2	1	0
I am satisfied with the location of park and recreation facilities in the community	4	3	2	1	0
I am satisfied with the management and leadership of the Dept.	4	3	2	1	0
I am satisfied with the number of park and recreation facilities in the community	4	3	2	1	0
I am satisfied with the quality of parks and recreation programs offered by the Dept.	4	3	2	1	0
I am satisfied with the recreation opportunities I receive for my tax dollars	4	3	2	1	0
I am satisfied with the safety of park and recreation facilities in the community	4	3	2	1	0
I am willing to pay reasonable user fees for recreation opportunities	4	3	2	1	0
I prefer neighborhood parks over a large centralized park	4	3	2	1	0
I prefer to organize my own recreation activities	4	3	2	1	0
I would be willing to support an independent Park District with its own taxing authority for Lakewood	4	3	2	1	0
I would support lighted facilities to extend hours of facility use	4	3	2	1	0
It is easy to communicate with the Dept.	4	3	2	1	0
It is easy to register for Dept. programs and activities	4	3	2	1	0
It would be fine to have corporate logos and signage at Dept. facilities and events	4	3	2	1	0
Non residents should pay a higher fee for programs and services	4	3	2	1	0
Preservation and conservation of open spaces is important to me	4	3	2	1	0
The Dept. adds to my quality of life in Lakewood	4	3	2	1	0
The Dept. does a good job of advertising its recreation programs and activities	4	3	2	1	0
The Dept. is an important provider of recreation for my family	4	3	2	1	0
The Dept. is responsive to community recreation needs	4	3	2	1	0
The Dept. provides a good variety and range of programs	4	3	2	1	0
The Dept. provides an essential service to the city	4	3	2	1	0
The Dept. provides recreation opportunities fairly across the Lakewood area	4	3	2	1	0
The Dept. recreation program brochure is easy to understand	4	3	2	1	0
The Dept. should offer reduced participation fees for low income households	4	3	2	1	0
The Dept. should provide more activities for my whole family to participate together	4	3	2	1	0
The Dept. should pursue bonds for park projects and facility improvements	4	3	2	1	0
The Dept. should pursue corporate sponsorships for its events	4	3	2	1	0
The Dept. should work with schools to jointly provide programs and share facilities	4	3	2	1	0
The Dept. staff is courteous and helpful	4	3	2	1	0
The parks, facilities and programs that I have visited satisfy my needs.	4	3	2	1	0
There is a need for more activities for people with disabilities	4	3	2	1	0
There needs to be more police presence at the parks and facilities	4	3	2	1	0

GENERAL INFORMATION

To help us make better decisions, please tell us a little bit about you and your family. (Please circle the appropriate number, check the appropriate box, or answer the question by filling out a number.)

What is your gender?

Male...1 Female...2

What is your age?

18-24...1 25-34...2 35-44...3 45-54...4
55-64...5 65-69...6 70-74...7 Over 75...8

What was your household income before taxes in 2009?

Under \$24,999.....1 \$25,000 to \$34,999.....2
\$35,000 to \$49,999.....3 \$50,000 to \$74,999.....4
\$75,000 to \$99,999.....5 \$100,000 to \$124,9006
Over \$125,0007

How many people within each age group, including yourself, currently live in your household?

Under age five ____; Ages 5 to 10 ____; Ages 11 to 14 ____; Ages 15 to 17 ____; Ages 18 - 54 _____, Ages 55 & older _____

What is your marital status?

Married...1 Divorced / Separated...2 Single...3 Widowed...4

How many of your family members currently serve in the military, including those currently under deployment? _____

How long do you have to travel to the park / recreation facility you visit most often? ____ Minutes

How long are you willing to travel to a park / recreation facility? ____ Minutes

What is your primary mode of transportation when visiting parks / recreation facilities? (Please indicate only one.)

Car...1 Bike...2 Walk...3 Public transportation...4

How many years have you lived in the City of Lakewood? _____

If you have school-age children, which types of schools do they attend? (Please indicate all that apply.)

Public...1 Private ...2 Home school...3

Do you have access to the internet for personal use? Yes...1 No...2

Please indicate how many of the following pets you own:

Cat: _____ Dog: _____ Other: _____

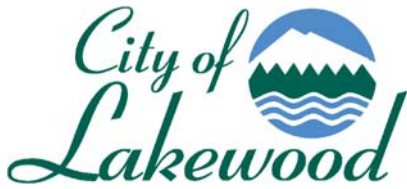
What is your ethnicity? (Please indicate only one.)

Caucasian...1
African-American...2
Hispanic...3
American-Indian or Alaskan Native...4
Asian...5
Pacific Islander/ Native Hawaiian...6
Person from the Indian Sub-Continent...7
Mixed race....8
Other (Specify) _____

Please indicate ALL the other places you go for recreation and leisure activities? (Please circle all that apply.)

Sports clubs and associations...1
Private health clubs and gyms...2
Schools and colleges...3
Religious institutions...4
Other neighboring cities...5
Ethnic clubs and associations...6
Boys and Girls Club...7
YMCA.....8
Military Base....9
Other (Specify) _____

Looking at the map on the back of the cover letter, please write the number showing where you live in the space provided here (choose from 1 to 10): _____



November 5, 2010

Dear Lakewood Resident,

To meet the parks and recreation needs of your family, Lakewood's Parks, Recreation and Community Services Department is spearheading a "Lakewood Legacy Plan" to work toward a healthy, sustainable and livable city. This strategic plan will provide us with a roadmap for the future so we can provide you with the parks and recreation programs, facilities and services that you need and want.

To help us understand your ideas and needs, please take a few moments to complete the enclosed survey. We ask that an adult in your household complete and return the enclosed survey as soon as possible.

You are one of 6,000 randomly selected households to receive this survey. You are being given a very special opportunity to voice your family's parks and recreation needs and desires. Households were chosen scientifically through a sampling method to represent all residents in the Lakewood community. It is very important that you return the questionnaire in the enclosed pre-paid postage envelope. Names are not needed. Your responses will be analyzed anonymously and confidentially. If you need assistance while completing the questionnaire, please call Management Learning Laboratories toll free at 1-877-789-5247.

We are committed to building a safe and healthy community for you and your family. Without your help, we will not know if our services meet your needs. Please invest about 15 minutes of your valuable time to help shape Lakewood's future so we can leave behind a healthy and sustainable parks and recreation system for future generations.

Thank you very much.

Sincerely,

Andrew E. Neiditz
Lakewood City Manager

당신이 설문지를 완성하고 도움이 필요하다면, 877-789-5247에서 경영 학습 실험실, 조사 관리자, 통행료를 무료로 전화 주시기 바랍니다

Si necesita ayuda para llenar el cuestionario, por favor llame a los laboratorios de gestión de aprendizaje, el administrador de la encuesta, llame gratis al 877-789-5247

Douglas G. Richardson
Mayor

Don Anderson
Deputy Mayor

Claudia B. Thomas
Council Member

Walter Neary
Council Member

Michael Brandstetter
Council Member

Mary Moss
Council Member

Jason Whalen
Council Member

Andrew E. Neiditz
City Manager

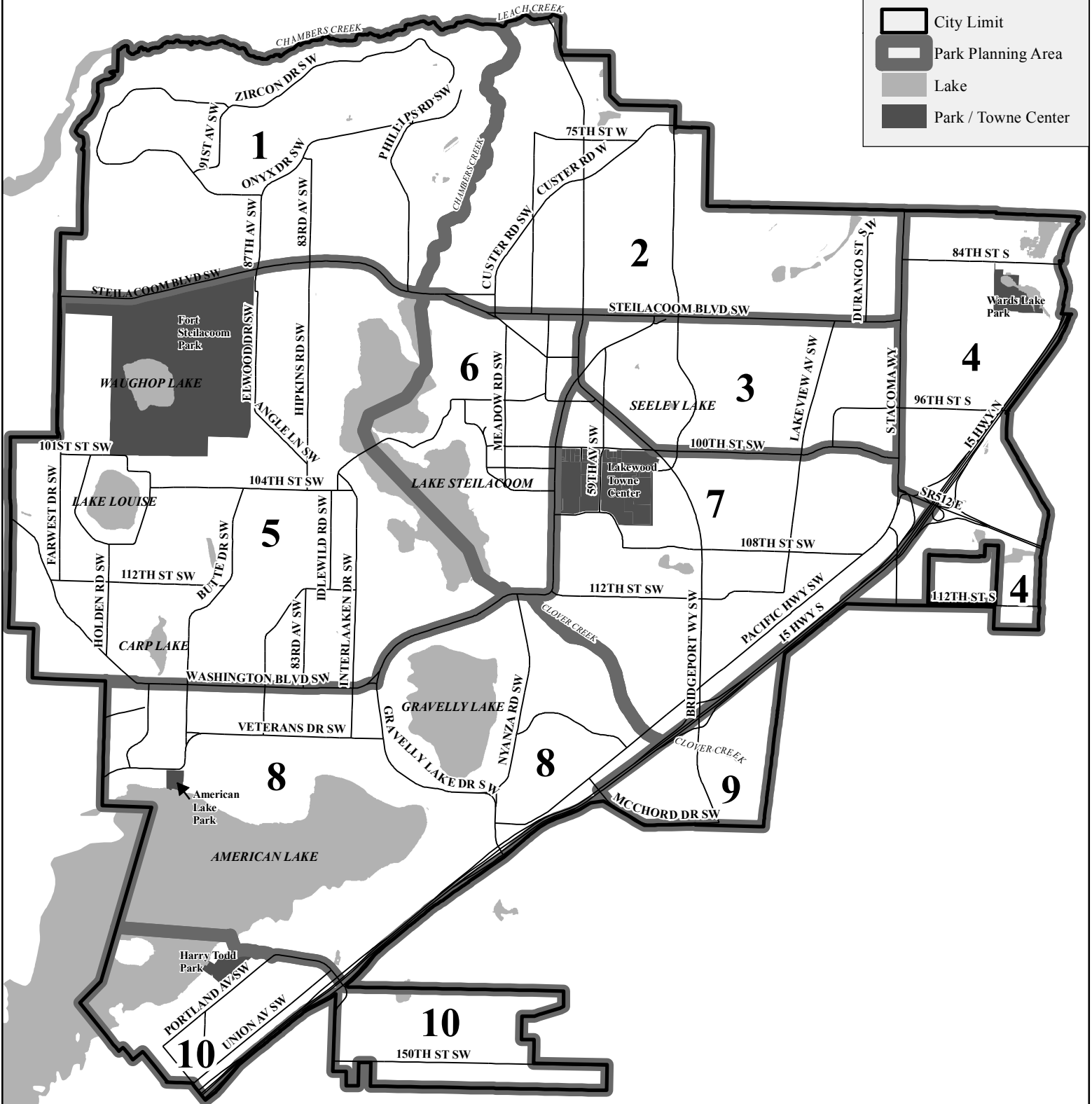
Heidi Ann Wachter
City Attorney

Alice M. Bush, MMC
City Clerk



Legend

- Street
- City Limit
- Park Planning Area
- Lake
- Park / Towne Center



City of Lakewood
 Please use these numbers to complete
 the area of residence question of the survey.

This product was prepared with care by City of Lakewood Department of Finance and Information Systems GIS. City of Lakewood expressly disclaims any liability for any inaccuracies which may yet be present. This is not a survey. Datasets were collected at different accuracy levels by various sources. Call 253-512-2269 for further information.