

FORT WAYNE PARKS AND RECREATION

COMPREHENSIVE SURVEY WITH RESIDENTS

May 2020

GLM 19198

**GREAT LAKES
MARKETING
RESEARCH** 

Dear Fort Wayne Parks and Recreation Department (FWPRD),

Thank you for the opportunity to conduct this research. We are confident that these community insights will help guide your strategic planning efforts. Since the last study completed in 2011, residents are more satisfied with the FWPRD. And, as in 2011, the community suggests that the highest percentage of the budget should be dedicated to improving existing parks, with adding walking/biking paths as the second highest recommended expenditure. Across the facility and program categories surveyed, residents report that the offerings meet their needs. Suggestions nearly always include the addition of more pathways.

This report summarizes the responses from 800 community members (proportionally representative of each ZIP Code). The data are segmented by the park/trail used most often, age, or another variable when variances between community segments are noteworthy. When appropriate, this data set is compared to the findings from the study conducted in 2011.

This survey opportunity was also advertised to the community through the FWPRD. A summary of these findings is appended (Appendix J).

It was a pleasure working with your organization. Wishing you great success,



Lori Mitchell Dixon, PhD
President

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RESEARCH OVERVIEW

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RESEARCH OVERVIEW

OBJECTIVES

- To determine the needs, attitudes, opinions, and interests of Fort Wayne residents with respect to the facilities and programs offered by the Parks and Recreation Department
- A secondary objective was to compare the 2020 results with the results of the study conducted in 2011 if questions were asked in the same format in both studies

METHODOLOGY

This is the third survey that the Fort Wayne Parks and Recreation Department (FWPRD) has conducted with city residents within the past 17 years (2003, 2011, and 2020). (This 2020 study is the first year Great Lakes Marketing conducted the research.)

For this 2020 survey, questionnaires with a one-page cover letter were mailed to a random sample of 8,000 residents who live in the city of Fort Wayne. Only one adult per household was selected to receive the survey. The first wave was mailed to 4,000 residents on January 14, 2020. Due to a low response, a second wave was mailed on February 24, 2020 to a different set of 4,000 residents. Residents were given the opportunity to respond by returning the hard copy survey, going online, or dialing a phone number to speak to a live interviewer at the time of their choosing. Targeted reminders were also made to the ZIP codes that were underrepresented.

- 44% responded by mail, 56% took the survey online, and less than 1% participated by phone

*A separate online survey link was also posted on FWPRD's website and promoted in social media and in press releases. The option to take this survey was from January 20, 2020 to March 9, 2020. Four hundred and sixty-one (461) residents fully completed the survey. Data from that survey is highlighted when relevant. The full data set was provided in a separate document. (This is referred to as the supplemental survey.)

SAMPLE SIZE

800 community members

DATA COLLECTION

January 14, 2020 to March 23, 2020

Research Overview

➤ **RESPONDENT PROFILE**

Key Findings/Strategic Implications

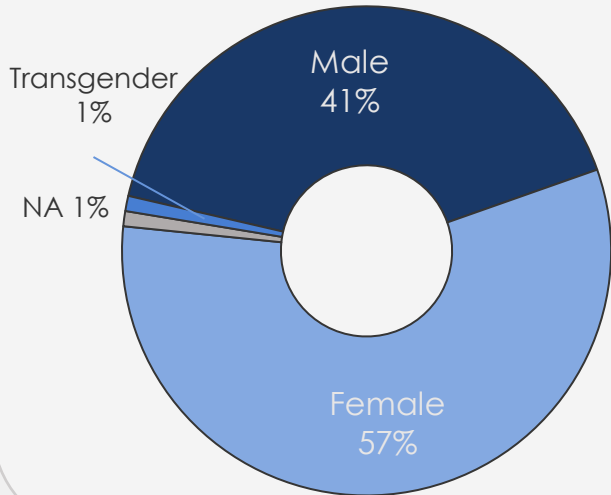
Survey Data

Appendices

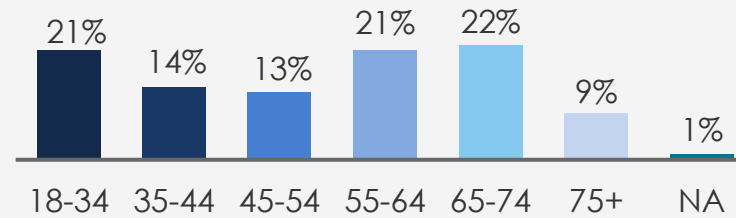
Understanding Data Presentation

RESPONDENT PROFILE *(n=800)*

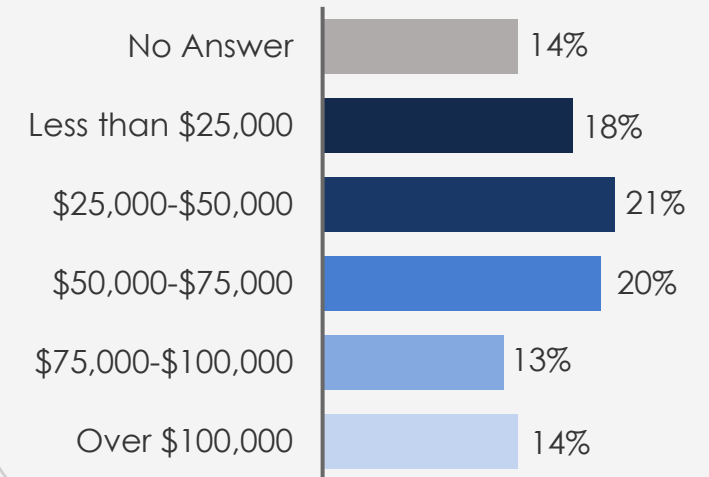
Gender



Age



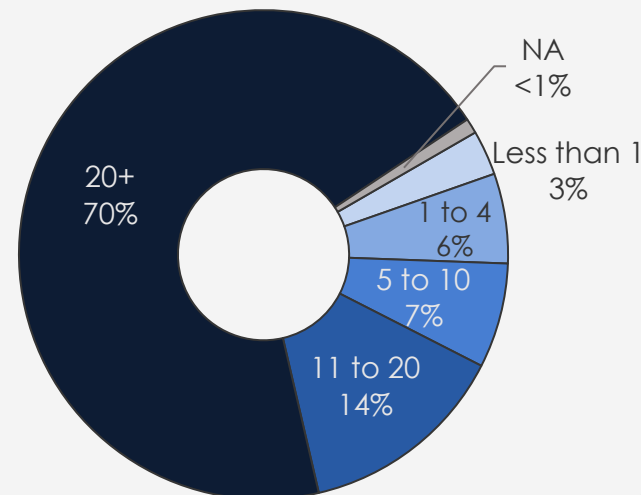
Income



Ethnicity*

87%	Caucasian
8%	African American
3%	Hispanic/Latino
2%	Asian/Pacific Islander
2%	Multiethnic/Multiracial
1%	American Indian/Alaskan Native
2%	Other/No Answer

Years Living in Fort Wayne

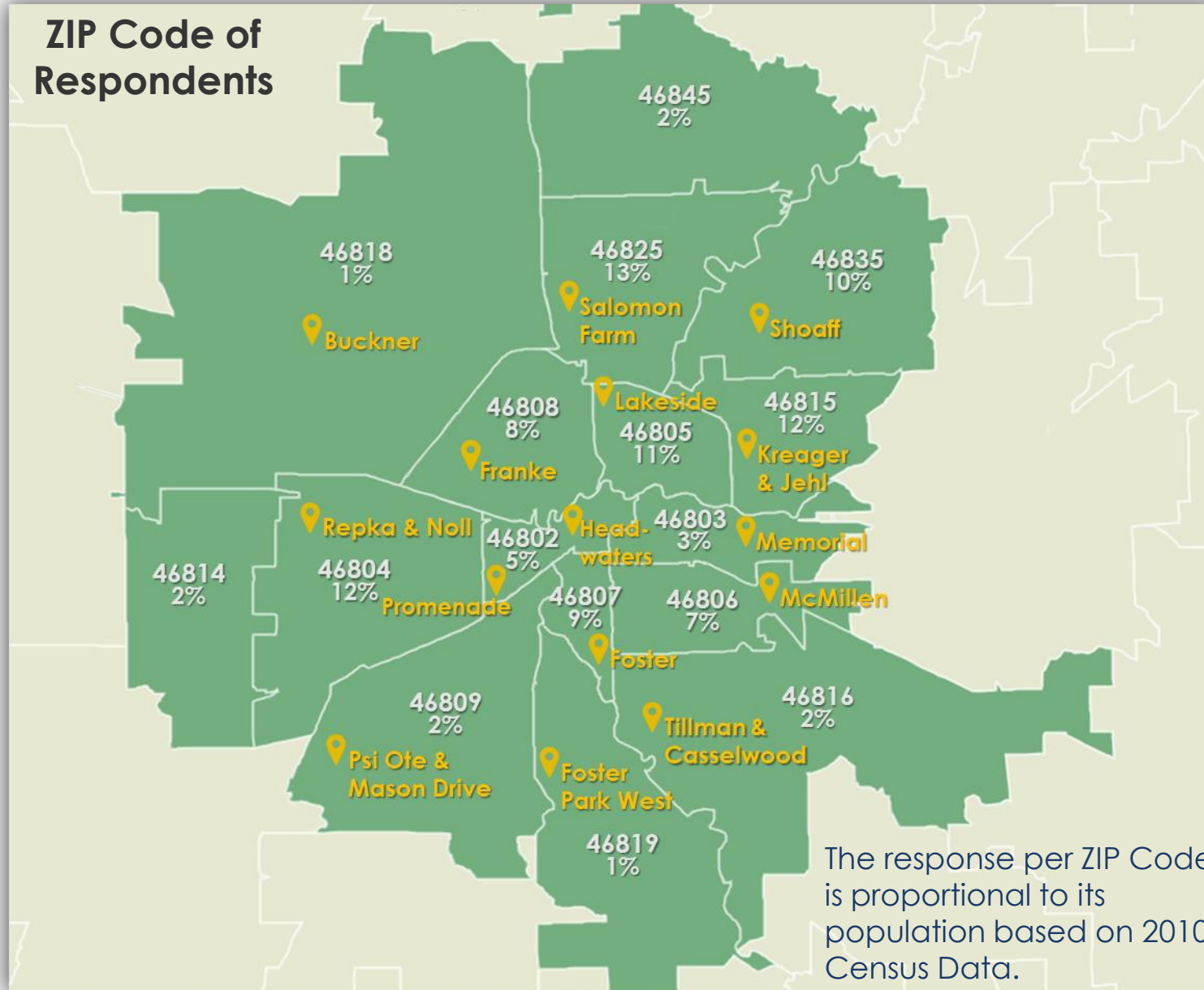


Primary Language

98%	English
1%	Spanish
<1%	Burmese
1%	Other/No Answer

*Additional profile tables appended
NA = no answer
Multiple Mentions

RESPONDENT PROFILE (CONTINUED)



% = Percent of sample from that ZIP Code

📍 = Park location

Research Overview

Respondent Profile

➤ **KEY FINDINGS/STRATEGIC
IMPLICATIONS**

Survey Data

Appendices

Understanding Data Presentation

KEY FINDINGS

- **The results show that in 2020 satisfaction with the FWPRD increased since 2011.**
 - Overall, 84% are satisfied (rating of 7 to 10 on a ten-point scale) with the FWPRD (up from 78% in 2011).
 - Top scores of 9 and 10 increased from 29% up to 40%.
 - At least 78% rated the park they visit most often in excellent or good physical condition.
 - Across all facilities used by at least 50% of the residents, **no more than 6%** said that the facility does not meet their needs.
 - This means that 94% or more of residents that use that facility are satisfied.
 - Other data support high levels of satisfaction.
 - Across all facilities used by less than 50% of the residents, **no more than 10%** said that the facility did not meet their needs.
 - Across all users of centers, theaters, etc., **no more than 2%** said it does not meet their needs.
 - Across all programs and activities rated, **no more than 7%** said it does not meet their needs.
- **93% agree that the FWPRD improves the quality of life of Fort Wayne residents (an increase of 9% in the strongly agree category since 2011)**
 - 83% say the offerings meet the needs of their household and 78% say the offerings meet the needs of people from diverse backgrounds (up 33% and 54% in the strongly agree category respectively since 2011).
- **Making improvements to existing parks, playgrounds, and recreational facilities would be given the highest percentage of the budget, same as in 2011.**
 - The same three functions were listed as first, second, and third in 2020 and 2011 [acquisition of land for trails (second) and conservation/preservation (third)]. Construction of new game fields was given the lowest expenditure in 2011 and 2020.
 - Consistent with this, residents said the most important function for FWPRD is operating clean & well-maintained parks/facilities (the same priority as was stated in 2011). Acquiring land for athletic fields and golf courses are the least important functions.

KEY FINDINGS (CONTINUED)

- **Usage of parks and trails is high, with 85% visiting or using a park/trail in the past year.**
 - Usage of most of the centers, theaters, etc., is less than one-third of the community (with the exception of the Botanical Conservatory and Foellinger Theatre).
 - About 65% of the community attend the Foellinger summer concerts, about half visit the Botanical Conservatory, and less than half participate in the other programs and activities.
- **When asked overall what additional recreational facilities could be added, residents ranked walking/biking trails the highest.**
 - Suggestions for recreational facilities that could be added to what's already available included: more paved walking/biking trails, dog parks, and spraygrounds/splashpads.
 - All ages want more trails; younger adults want more dog parks. Those with children want more water features and playground equipment.
 - Across all parks/trails visited most often, residents suggest improved restrooms; however, users of each park have specific suggestions for that area (such as drinking fountains on Greenway, parking at Promenade, and landscape at McMillen).
- **Concerts/live performances, movies in the parks, and gardening/landscaping classes top the list of suggested additional programs.**
 - Movies and concerts appeal to all ages; gardening has more appeal to older adults.
- **Over half learn about programming offered by the FWPRD through the *Fun Times*.**
 - Younger adults (ages 18-34) rely more on Facebook and word-of-mouth, and older adults are still being reached through the newspaper.
- **Further phases of Riverfront development should include walking paths, dining/restaurants, and areas to enjoy nature.**

STRATEGIC IMPLICATIONS

- 1) Community members consistently show a desire for more paved walking and biking paths. Besides spending budget dollars on maintenance, the community is interested in acquisition of land for more trails. Their primary recommendation for the Riverfront development is more pathways.
- 2) Improvements to parks should be prioritized on usage and need. For example, Foster is the most frequently used park, and at least one-third of the users of that park suggest more restrooms, drinking fountains, and benches/picnic tables.
- 3) Greenway is highly popular, and pathways are a priority for residents. The addition of drinking fountains would benefit a significant percentage of the community.
- 4) Those who use McMillen have many suggestions for improvement. Potentially, the gardening classes could be hands-on at McMillen Park.
- 5) *Fun Times* reaches over half of the community. Among those who do not read *Fun Times*, most get their information about programming through word-of-mouth or sources not affiliated with the FWPRD (i.e., television and newspaper).
- 6) The results from the Supplemental Survey indicate that this type of convenience sample does not represent the demographics of the community as well as a random sample; however, the trends and priorities are very similar. This type of cost-effective, convenience survey could be useful in the future to maintain a trend line. The consistency between the two samples gives greater confidence to the findings in this research study.

Research Overview

Respondent Profile

Key Findings/Strategic Implications

SURVEY DATA

Appendices

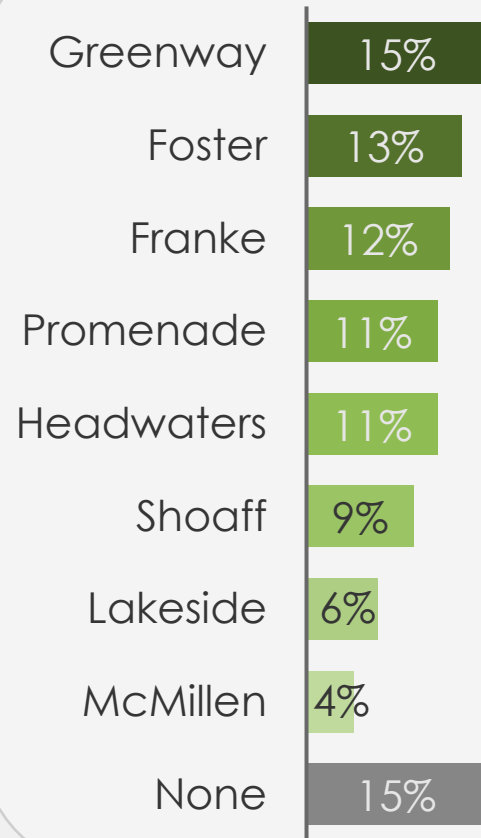
Understanding Data Presentation

A woman in a red top and white shorts is walking a black dog on a leash along a paved path in a park. The foreground is filled with a variety of flowers, including large yellow sunflowers and smaller purple and orange blossoms. The background shows a lush green landscape with trees and a clear blue sky.

MOST VISITED PARK

85% OF FORT WAYNE RESIDENTS VISITED A PARK/TRAIL

Park/Trail Visited the Most in Past year



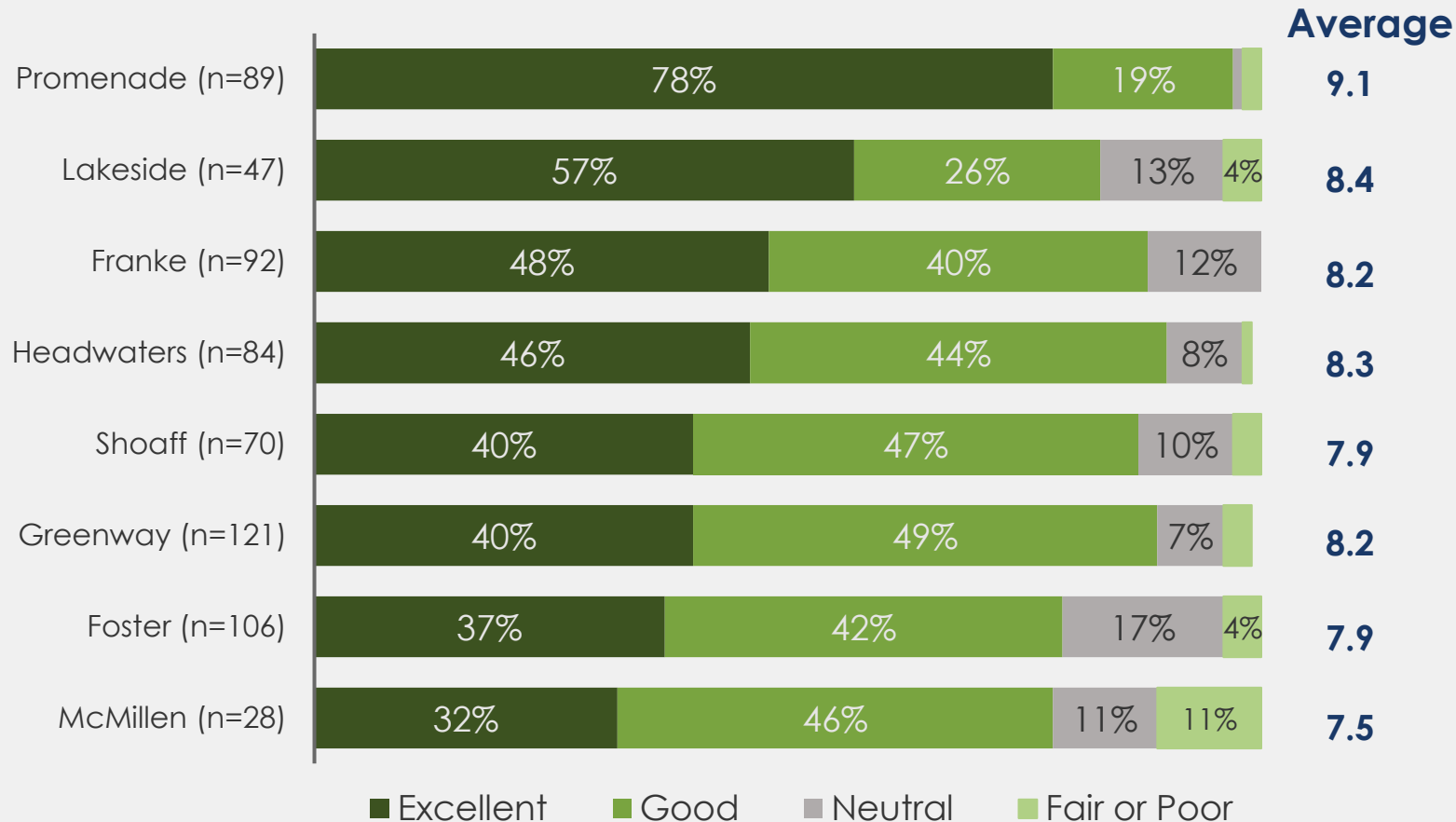
Top 5 parks visited in 2011

1. Foster
2. Franke
3. Lakeside
4. Greenway
5. Headwaters

These changes reflect the opening of Promenade in 2019 and the addition of more trails to Greenway.

PROMENADE HAS THE HIGHEST OVERALL RATING FOR PHYSICAL CONDITION AMONG THOSE WHO USE IT THE MOST

Rating of Physical Condition of Most Visited Park/Trail



Promenade clearly earns the highest marks; however, no park is perceived as being in fair or poor physical condition by more than about 11% of those who use it most often.

Blanks = 3% or less
Top Responses shown; see Appendix B for full list

TOP IMPROVEMENT REQUESTS FOR MOST VISITED PARK/TRAIL

- 2020**
- 1) Restrooms
 - 2) Drinking fountains
 - 3) Benches/picnic tables
 - 4) Lighting
 - 5) Trash receptacles

VS.

- 2011**
- 1) Restrooms
 - 2) Drinking fountains
 - 3) Benches/picnic tables
 - 4) Walking/biking trails
 - 5) Lighting



Walking/biking trails were ranked 10th in 2020, clearly an improvement over a third-place ranking in 2011.

Suggested Top Improvements for Park Used Most Often

GREENWAY

- 1) Drinking fountains **45%**
- 2) Restrooms **40%**

FOSTER

- 1) Restrooms **42%**
- 2) Benches/picnic tables **36%**

FRANKE

- 1) Restrooms **42%**
- 2) Drinking fountains **38%**

PROMENADE

- 1) Parking **35%**
- 2) Restrooms **30%**

MCMILLEN

- 1) Drinking fountains **39%**
- 2) Landscaping **32%**

SHOAF

- 1) Restrooms **43%**
- 2) Benches/picnic tables **36%**

LAKESIDE

- 1) Restrooms **26%**
- 2) Drinking fountains **23%**
- 3) Art **23%**

HEADWATERS

- 1) Restrooms **45%**
- 2) Benches/picnic tables **32%**
- 3) Parking **32%**

NUMBER ONE PRIORITY FOR EACH AREA IS EITHER RESTROOMS, PARKING, OR SEATING

Top Priority Suggestions (One Mention)

	TOTAL (n=569)	GREENWAY (n=109)	FOSTER (n=88)	FRANKE (n=80)	PROMENADE (n=61)	HEADWATERS (n=73)	SHOAFF (n=58)	LAKESIDE (n=38)	MCMILLEN (n=25)
Restrooms	21%	19%	23%	35%	11%	25%	19%	16%	16%
Parking	10%	2%	7%	8%	36%	15%	0%	13%	8%
Lighting	9%	15%	11%	6%	7%	8%	7%	13%	0%
Better maintenance	9%	17%	9%	5%	3%	8%	9%	3%	12%
Drinking fountains	8%	12%	11%	11%	3%	4%	2%	3%	8%
Walking/biking trails	7%	13%	8%	4%	8%	5%	9%	3%	0%
Benches/picnic tables	7%	3%	2%	9%	5%	8%	24%	3%	12%
Art	4%	2%	3%	5%	2%	8%	2%	13%	4%
Trash receptacles	4%	6%	5%	4%	2%	0%	5%	5%	4%
Playground equipment	4%	0%	5%	3%	3%	3%	5%	3%	12%
Community gardens	3%	2%	2%	1%	2%	3%	5%	3%	12%
Flower gardens	3%	1%	6%	0%	7%	1%	2%	3%	0%
Landscaping	3%	1%	1%	4%	3%	1%	5%	5%	4%
Shade trees	2%	1%	1%	3%	3%	4%	0%	0%	4%
Picnic shelters	1%	1%	0%	0%	2%	3%	2%	8%	0%
Bike racks	1%	0%	3%	1%	0%	1%	0%	5%	0%
Signage	1%	4%	0%	1%	0%	0%	0%	0%	0%



- Restrooms are a priority across all genders and ages; the exception is those 75 and older who prioritize parking (24%) with restrooms (22%).
- Those with the lowest satisfaction scores for the FWPRD overall are especially likely to request: restrooms, community gardens, and playground equipment.

Aided; One Mention
Top Responses shown; see Appendix D for full list

SUGGESTED IMPROVEMENTS VARY BY THE PARK/TRAIL

Full List of Suggested Improvements to Enhance Experience at Park or Trail (Multiple Mentions)

	TOTAL (n=681)	GREENWAY (n=121)	FOSTER (n=106)	FRANKE (n=92)	PROMENADE (n=89)	HEADWATERS (n=84)	SHOAFF (n=70)	LAKESIDE (n=47)	MCMILLEN (n=28)
Restrooms	38%	40%	42%	42%	30%	45%	43%	26%	29%
Drinking fountains	33%	45%	34%	38%	21%	30%	33%	23%	39%
Benches/picnic tables	30%	27%	36%	37%	25%	32%	36%	13%	29%
Lighting	22%	33%	22%	16%	11%	24%	29%	13%	25%
Trash receptacles	22%	32%	19%	25%	11%	21%	21%	17%	14%
Parking	19%	7%	19%	17%	35%	32%	10%	21%	18%
Flower gardens	16%	15%	16%	17%	13%	17%	19%	9%	21%
Better maintenance	14%	22%	19%	11%	4%	12%	21%	4%	18%
Art	13%	11%	16%	11%	9%	23%	7%	23%	14%
Walking/biking trails	13%	24%	11%	13%	15%	8%	11%	9%	7%
Landscaping	13%	13%	7%	13%	11%	14%	20%	11%	32%
Shade trees	13%	14%	12%	10%	13%	13%	10%	9%	18%
Picnic shelters	12%	8%	10%	15%	6%	15%	14%	17%	21%
Community gardens	11%	8%	11%	8%	8%	13%	16%	6%	29%
Bike racks	10%	17%	12%	10%	8%	10%	6%	6%	14%
Playground equipment	10%	2%	9%	9%	9%	13%	13%	9%	29%
Signage	6%	17%	5%	4%	7%	4%	6%	2%	0%
Nothing, it is fine as it is	16%	10%	16%	12%	30%	13%	17%	19%	11%



- Improvements with 30% or more mentions are in red.
- Parking is an issue at Promenade and Headwaters.
- Art is in the top 3 for 18-34-year olds (26%) --higher than for any other age group.
- Greenway visitors want more signage compared to those who visit other parks.
- Several improvements are suggested for McMillen.
- 30% agree that nothing needs to be done to Promenade.

Aided; Multiple Mentions
Top Responses shown; see Appendix C for full list

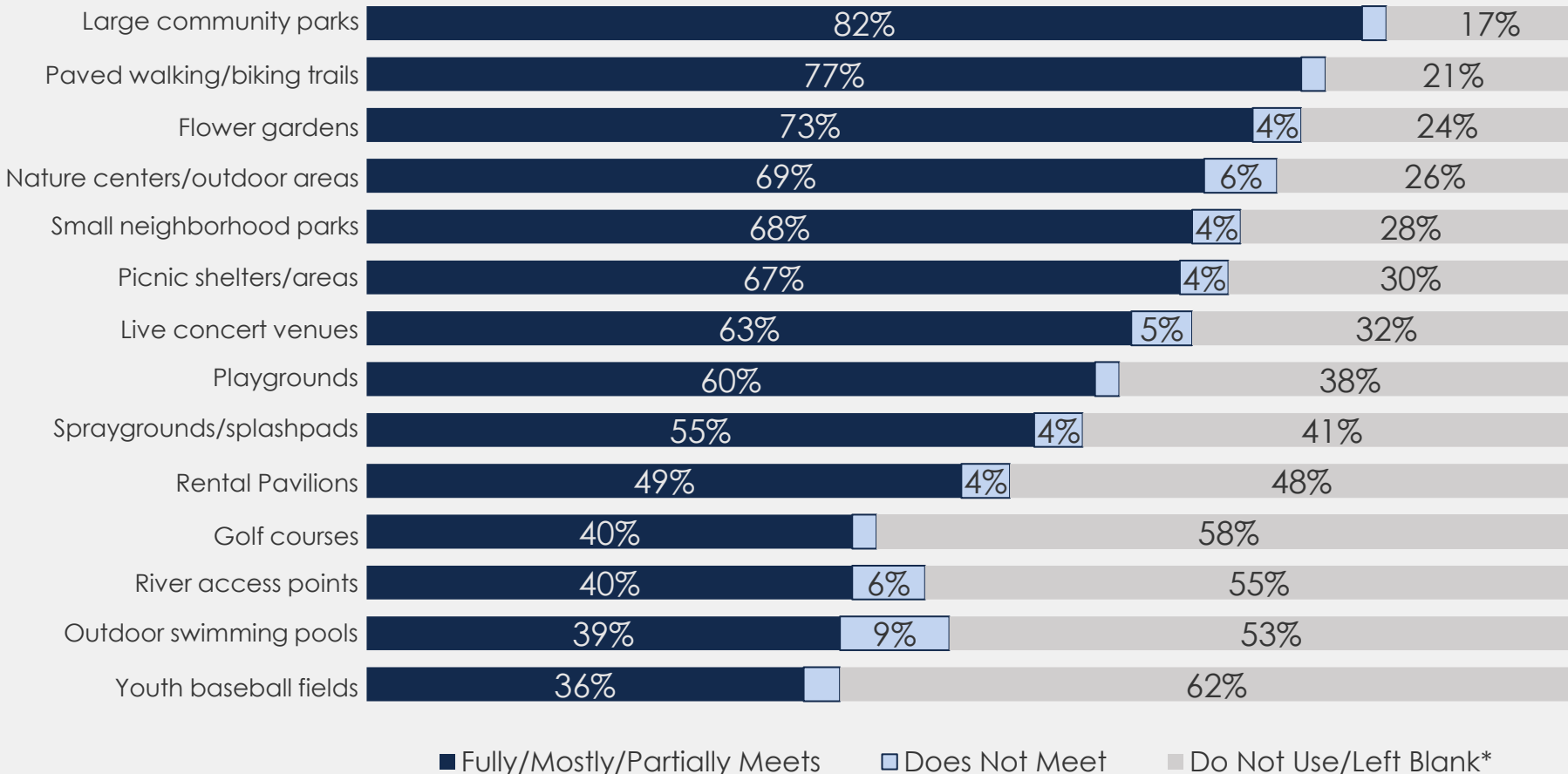


PARK FACILITIES

FACILITIES ARE MEETING THE NEEDS OF THE COMMUNITY

(ONE OF TWO, CONTINUED ON NEXT SLIDE)

Evaluations of How Well the Facility Meets the Needs of the Community



No more than 10% of the residents said that a facility does not meet their needs.

The majority of residents use the large community parks (82%) and only 36% use the youth baseball fields.

Percentages for “partially meets” are rarely more than 15%; therefore, the percentage shown typically reflects the top-two categories.

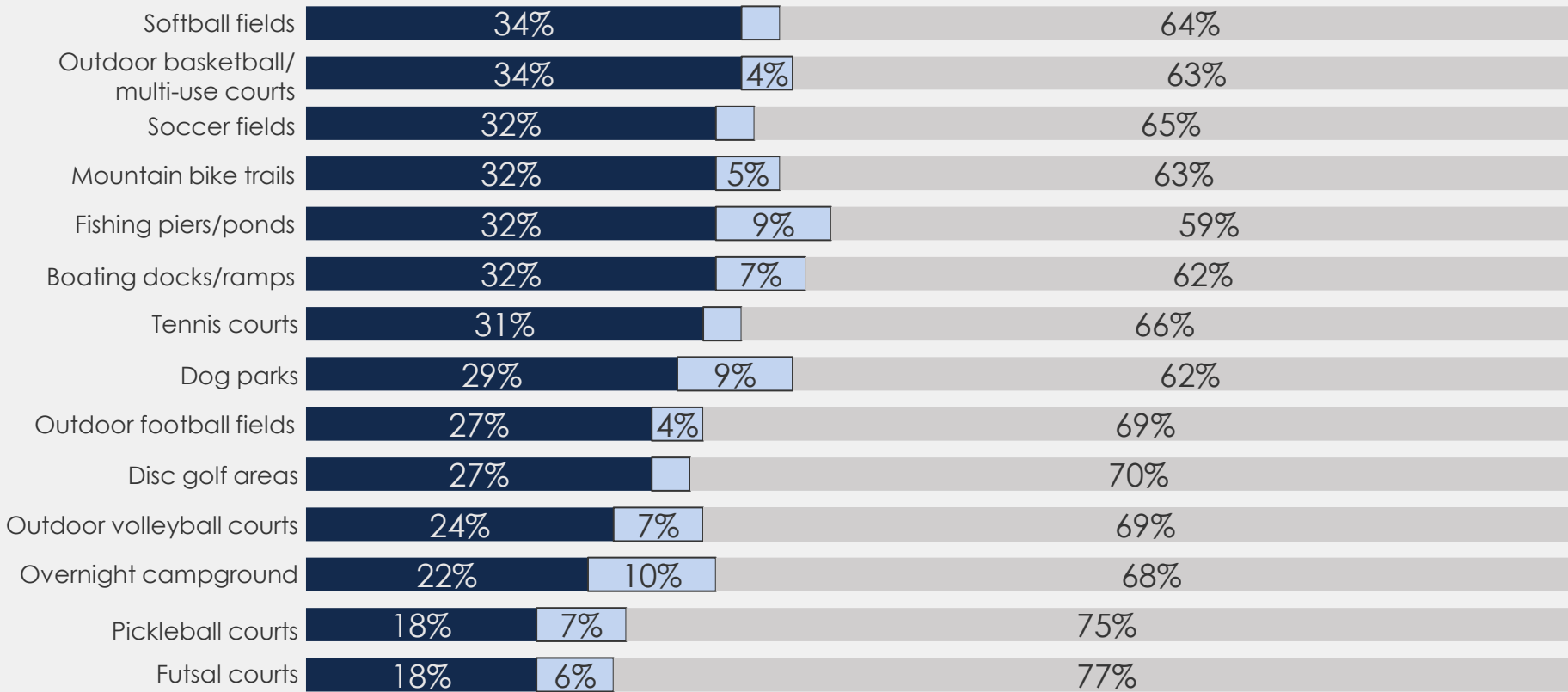
Blanks = 3% or less

*Left blank accounted for 1% or less

n=800

ONLY A THIRD OR FEWER RESIDENTS USE THESE FACILITIES AND THEY MEET THE NEEDS OF THE USERS (TWO OF TWO, CONTINUED FROM PREVIOUS SLIDE)

Evaluations of How Well the Facility Meets the Needs of the Community [CONTINUED]



Pickleball and futsal courts are least often used.

Community members who use these facilities say they meet their needs.

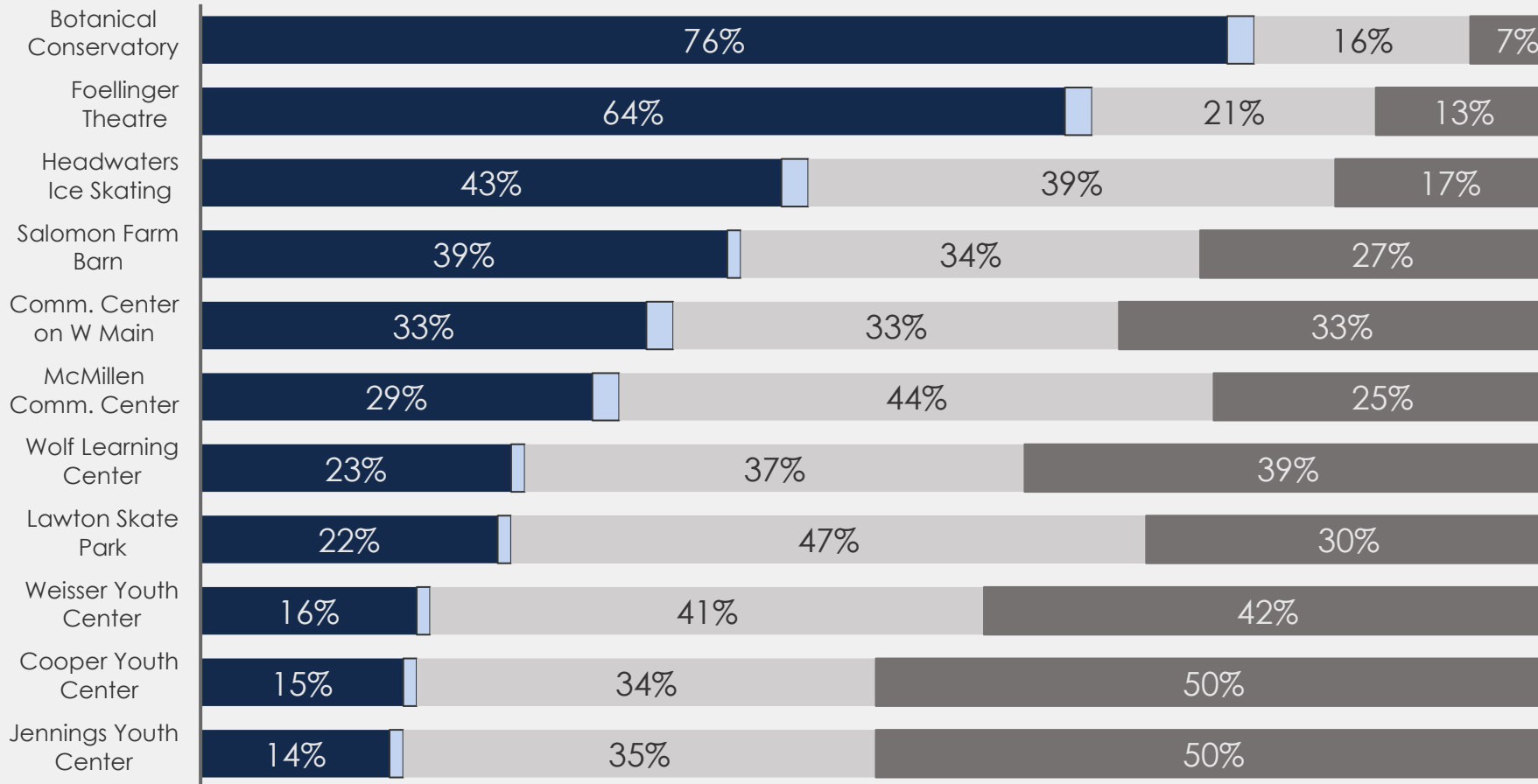
■ Fully/Mostly/Partially Meets □ Does Not Meet ■ Do Not Use/Left Blank*

n=800

Blanks = 3% or less
*Left blank accounted for 1% or less

BOTANICAL CONSERVATORY AND FOELLINGER THEATRE ARE THE MOST USED AND FAMILIAR AMONG RESIDENTS

Evaluations of How Well the Facility Meets the Needs of the Community



■ Fully/Mostly/Partially Meets ■ Does Not Meet ■ Do Not Use ■ Not Familiar/Left Blank*

n=800



- Among those living in 46803 who have children ages 5 to 17, nearly all are familiar with the Jennings and Cooper Youth Centers. Most use the centers and none said the center(s) did not meet their needs. (Note: small sample of respondents.)
- Among those living in 46806, nearly all are familiar with the McMillen and Weisser centers. About one-third do not use the centers and only 10% said Weisser did not meet their needs. (Note: small sample of respondents.)
- Those new to Fort Wayne are statistically less likely to be familiar with the McMillen Community Center or Headwaters Ice Skating. An opportunity exists to reach out more purposefully to new residents.
- Percentages for “partially meets” are rarely more than 6%; therefore, the percentage shown typically reflects the top-two categories.

Blank percentages = 2% or less
*Left blank accounted for 1% or less

ACROSS ALL AGES, RESIDENTS WANT EVEN MORE TRAILS

Suggestions For Recreational Facilities That Could Be Added

TOTAL SAMPLE (n=800) 1) Paved walking/biking trails **43%** 2) Dog parks **24%** 3) Spraygrounds/splashpads **22%**

AGE 18 TO 34 (n=166)

- 1) Paved walking/biking trails **36%**
- 2) Dog parks **34%**
- 3) Playground equipment **27%**
- 4) Spraygrounds/splashpads **25%**

AGE 35 TO 44 (n=112)

- 1) Paved walking/biking trails **38%**
- 2) Spraygrounds/splashpads **34%**
- 3) Playground equipment **29%**
- 4) Dog parks **27%**

AGE 45 TO 54 (n=104)

- 1) Paved walking/biking trails **46%**
- 2) Dog parks **34%**

AGE 55 TO 64 (n=169)

- 1) Paved walking/biking trails **59%**
- 2) Boating/river access **27%**

AGE 65 TO 74 (n=174)

- 1) Paved walking/biking trails **41%**
- 2) None, no additional facilities are needed **26%**

AGE 75+ (n=70)

- 1) Paved walking/biking trails **29%**
- 2) None, no additional facilities are needed **50%**

*Aided; Multiple Mentions
Top Responses shown, See Appendix E for a full list*



PARK PROGRAMS

SUMMARY: WHERE RESIDENTS LEARN ABOUT PROGRAMMING



54%

Word-of-mouth



37%



30%



29%



25%

The best way to reach those 18-34 years old is through Facebook and word-of-mouth.

The best way to reach residents age 35 and older is through the *Fun Times*.

TV reaches those 45 years and older, and newspaper reaches those 65 and older.

91% ARE AWARE OF FWPRD PROGRAMMING; *FUN TIMES* CONTINUES TO BE THE PRIMARY COMMUNICATION TOOL

Where Residents Learn About Programming (Multiple Mentions)

	TOTAL	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55-64	AGE 65-75	AGE 75+
	n=800	n=166	n=112	n=104	n=169	n=174	n=70
Fun Times	54%	22%	54% 1	54% 1	70% 1	66% 1	61% 1
Word of mouth	37%	36% 2	38% 3	39% 2	41% 2	39% 3	27%
TV	30%	14%	16%	32% 3	38% 3	41% 2	43% 3
Newspaper	29%	16%	21%	19%	34%	39% 3	51% 2
Facebook	25%	36% 1	30%	27%	25%	17%	6%
www.fortwayneparks.org	24%	23% 3	39% 2	27%	22%	21%	11%
Radio	16%	14%	11%	24%	22%	13%	10%
Program flyers	14%	10%	15%	13%	16%	16%	10%
Call/visit FWPRD	9%	6%	10%	9%	11%	12%	6%
Mailed postcard	9%	5%	11%	10%	12%	8%	7%
E-newsletter	6%	5%	5%	9%	8%	4%	4%
Instagram	4%	10%	7%	4%	1%	0%	1%
Twitter	3%	6%	3%	1%	3%	1%	0%
*Other	1%	1%	0%	4%	0%	2%	1%
I do not know about programming	9%	14%	4%	10%	5%	9%	7%



2011 Results (in order of frequency mentioned)*

- Fun Times
- Newspaper
- Program flyers
- Word of mouth
- Other
- FWPD website
- TV
- Called/visited FWPD
- Radio
- Facebook
- Twitter

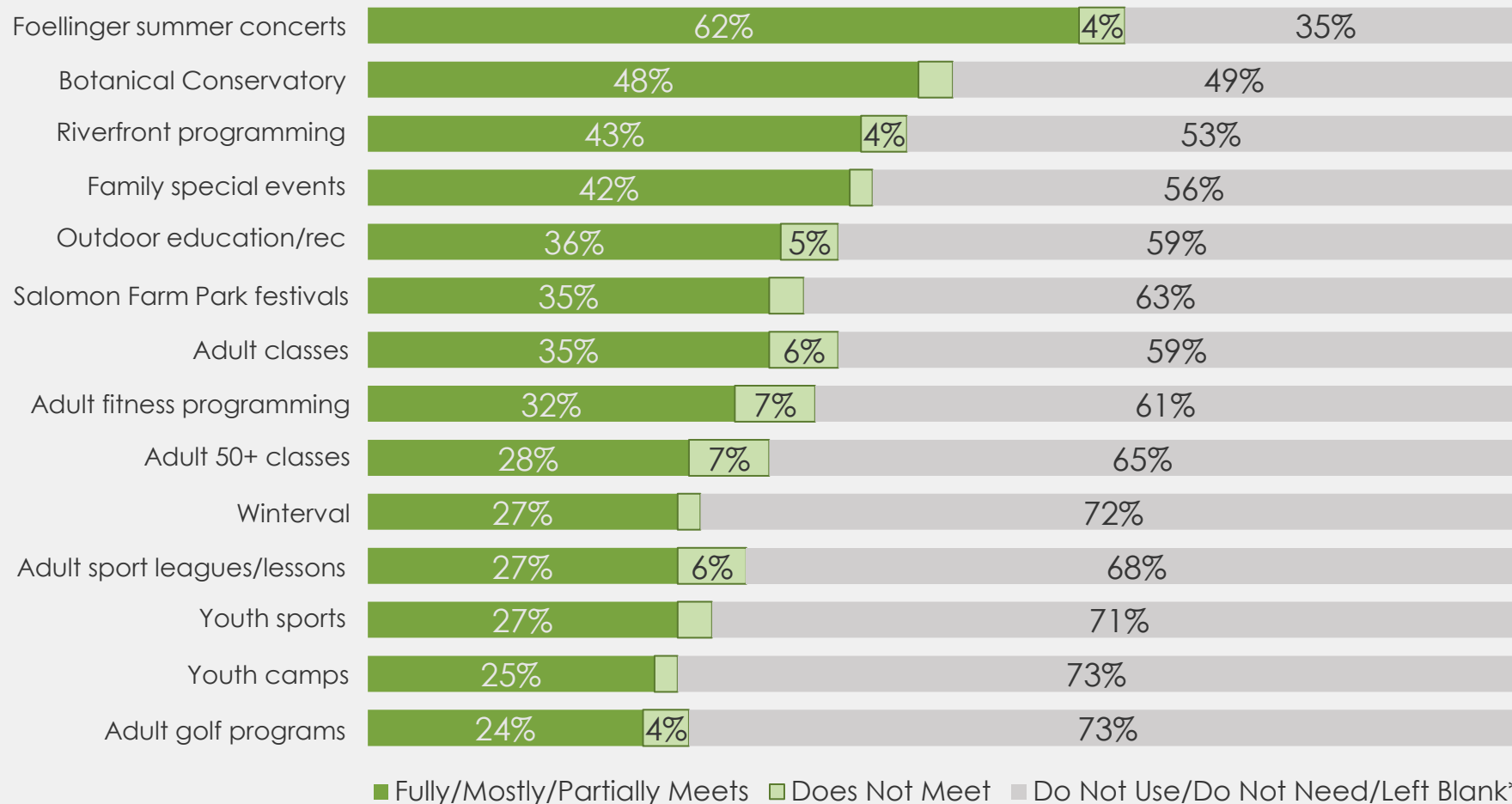
*These were single mention responses in 2011.

Aided; Multiple Mentions; *Response Not Provided

SUMMER CONCERTS ARE THE MOST USED PROGRAM

(ONE OF TWO, CONTINUED ON NEXT SLIDE)

Evaluations of How Well the Program/Activity Meets the Needs of the Community



Of those who have child(ren) 5-17 years old, 44% do not use/need youth sports and 48% do not use/need youth camps.

Percentages for “partially meets” are rarely more than 10%; therefore, the percentage shown typically reflects the top-two categories.

n=800

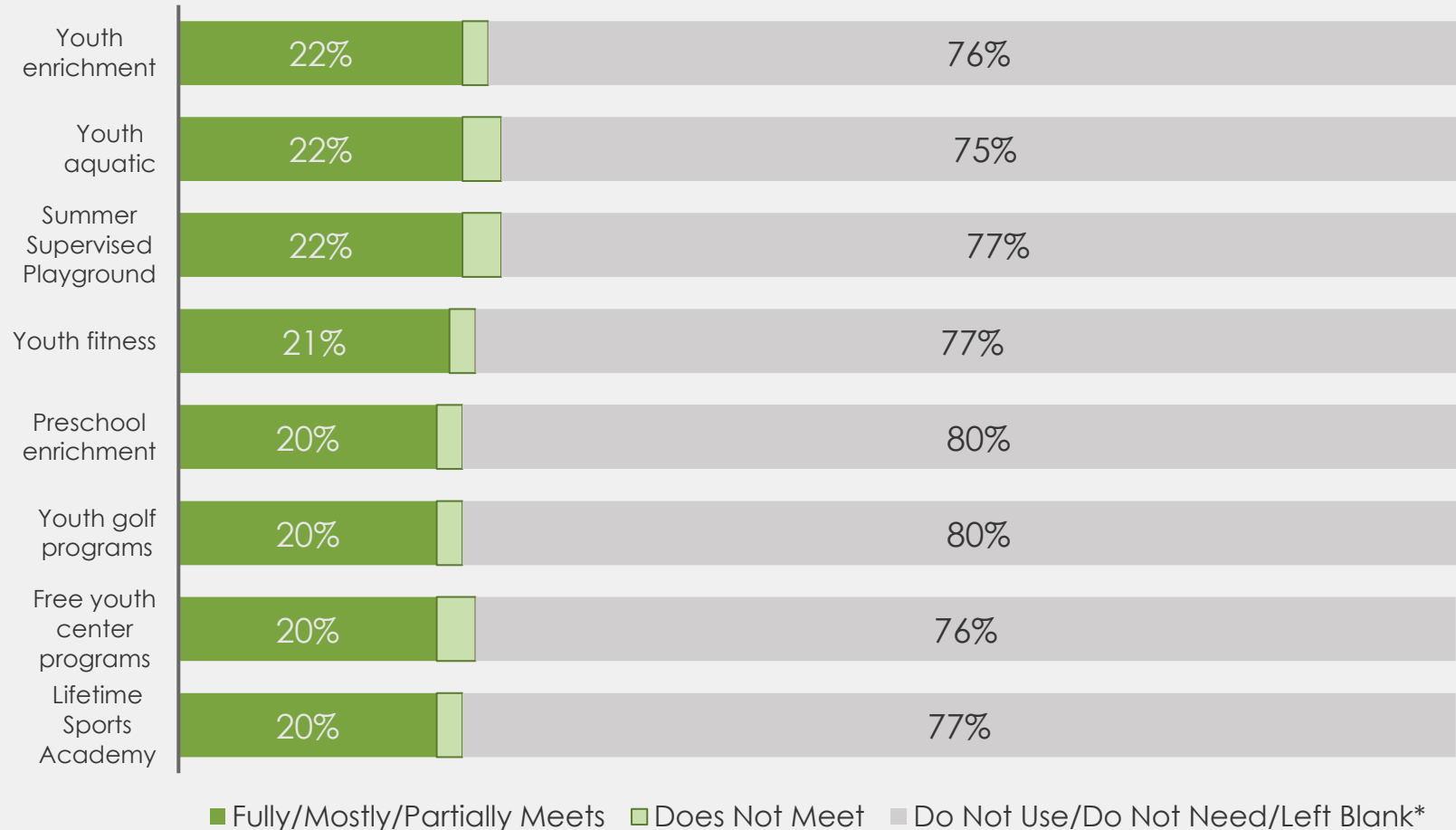
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YOUTH & PRESCHOOL SPECIFIC PROGRAMS ARE THE LEAST USED

(TWO OF TWO, CONTINUED FROM PREVIOUS SLIDE)

Evaluations of How Well the Program/Activity Meets the Needs of the Community [CONTINUED]



Those who have child(ren) 5-17 years old do not use or need:

- Youth enrichment – 53%
- Youth aquatic – 52%
- Summer Supervised Playground – 56%
- Youth fitness – 54%
- Preschool enrichment – 64%
- Youth golf – 63%
- Free youth center programs – 55%
- Lifetime Sports Academy – 61%

n=800

MOVIES/CONCERTS APPEAL TO ALL; DOG TRAINING APPEALS TO YOUNGER ADULTS, CULTURE/HISTORY TO OLDER ADULTS

Programs That Would Be Used If Added or Further Enhanced

TOTAL SAMPLE (n=800) 1) Concerts/live performances **51%** 2) Movies in parks **45%** 3) Gardening/landscaping classes **33%**

AGE 18 TO 34 (n=166)

- 1) Movies in parks **52%**
- 2) Concerts/live performances **43%**
- 3) Community events **31%**
- 4) Dog training classes **31%**
- 5) Gardening/landscaping classes **26%**

AGE 35 TO 44 (n=112)

- 1) Movies in parks **54%**
- 2) Concerts/live performances **50%**
- 3) Community events **33%**
- 4) Gardening/landscaping classes **31%**

AGE 45 TO 54 (n=104)

- 1) Concerts/live performances **56%**
- 2) Movies in parks **53%**
- 3) Gardening/landscaping classes **38%**
- 4) Community events **38%**
- 5) Cultural/history programs **33%**

AGE 55 TO 64 (n=169)

- 1) Concerts/live performances **62%**
- 2) Movies in parks **43%**
- 3) Gardening/landscaping classes **37%**
- 4) Community events **34%**
- 5) Cultural/history programs **34%**

AGE 65 TO 74 (n=174)

- 1) Concerts/live performances **51%**
- 2) Movies in parks **40%**
- 3) Gardening/landscaping classes **39%**
- 4) Cultural/history programs **30%**
- 5) Community events **29%**

AGE 75+ (n=70)

- 1) None, no additional programs are needed **36%**
- 2) Concerts/live performances **30%**
- 3) Cultural/history programs **30%**

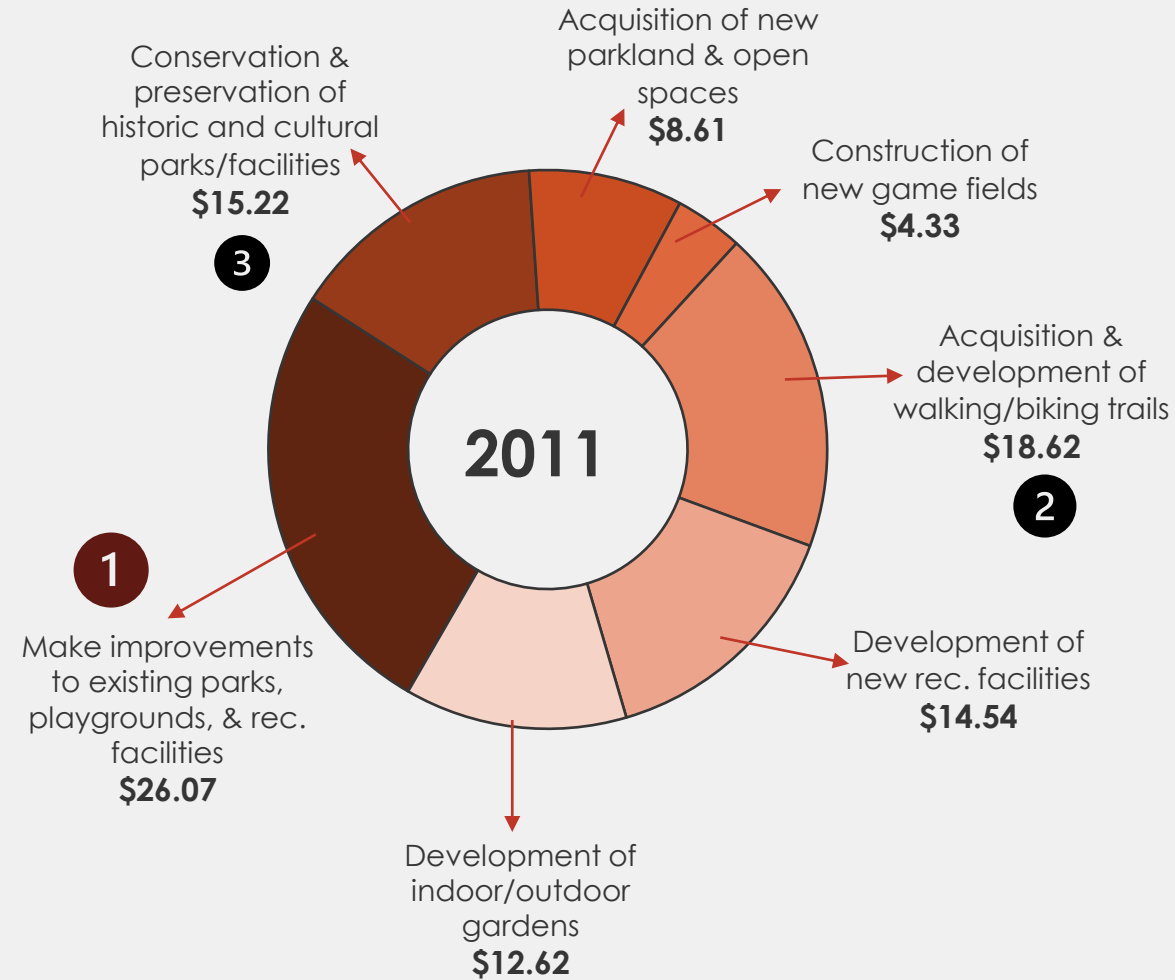
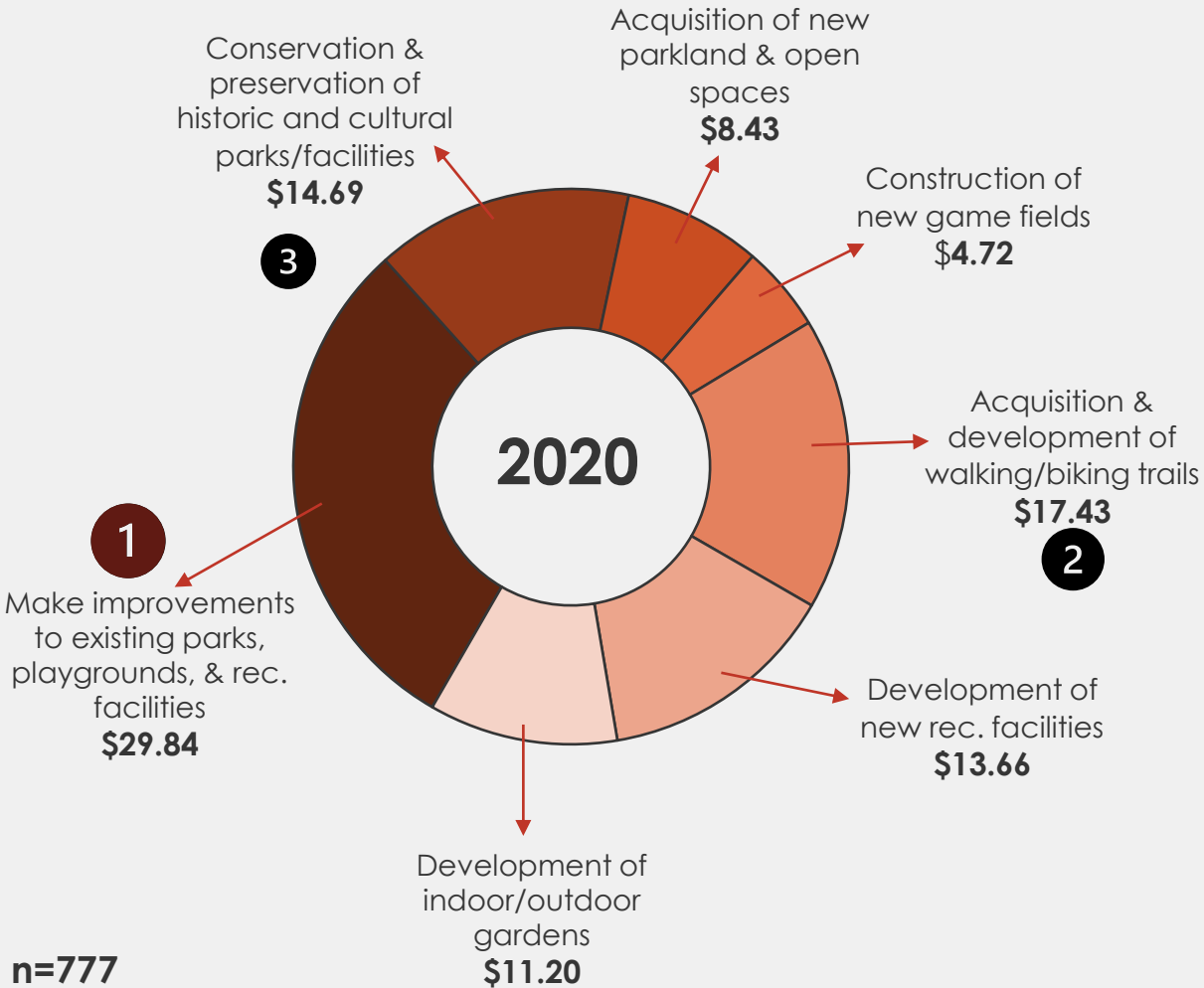
*Aided; Multiple Mentions
Top Responses shown, See Appendix F for a full list*

An aerial photograph of a park area. In the foreground, there is a large green lawn. To the right, a playground with colorful equipment is visible. In the background, there is a large building with a prominent orange roof, surrounded by trees and a parking lot. The overall scene is a well-maintained outdoor space.

PRIORITIES FOR FWPRD FUNCTIONS

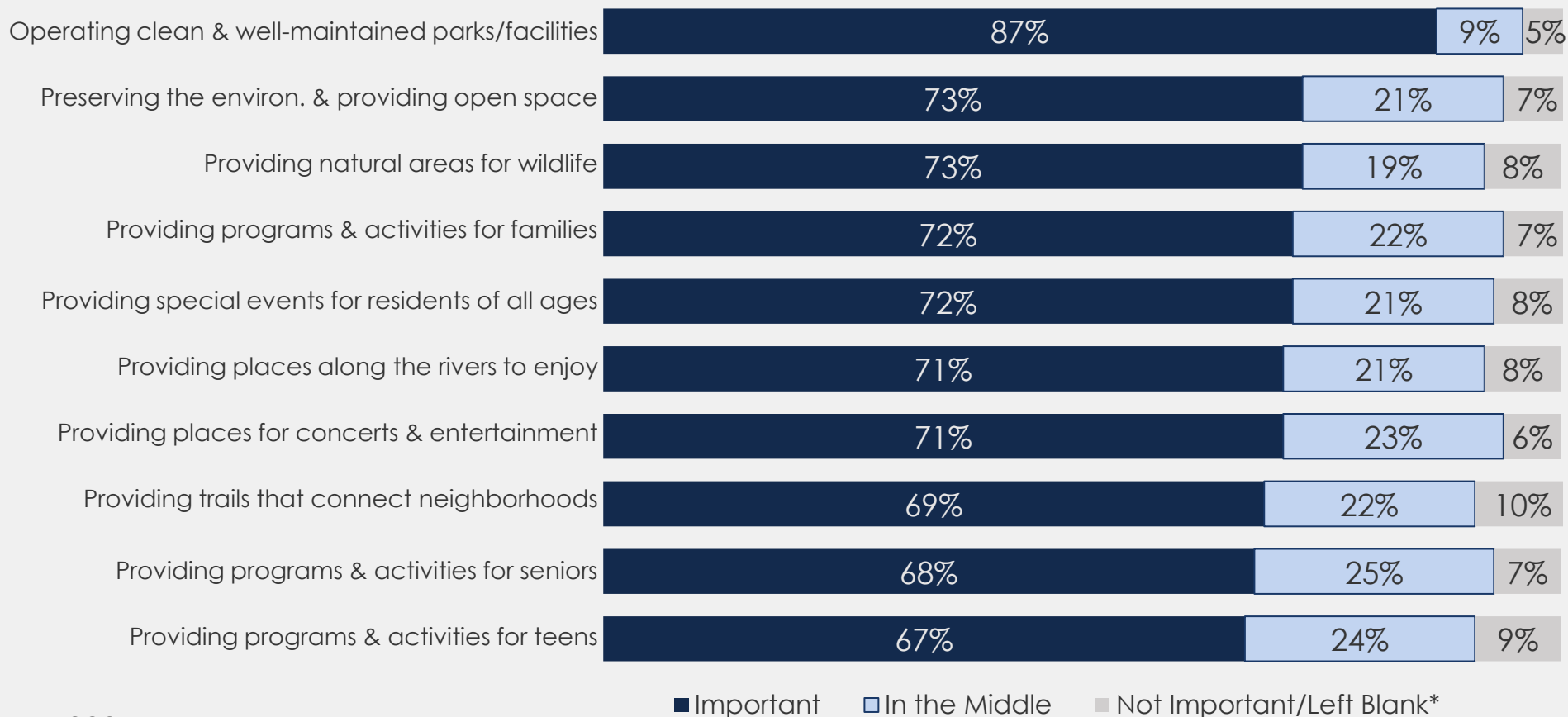
MOST WANT EXISTING ASSETS AND NEW TRAILS PRIORITIZED; SAME AS IN 2011

How Residents Would Distribute \$100



THE MOST IMPORTANT FUNCTION PERFORMED BY THE FWPRD CONTINUES TO BE OPERATING CLEAN AND WELL-MAINTAINED PARKS/FACILITIES (ONE OF TWO, CONTINUED ON NEXT SLIDE)

Importance of Park Functions



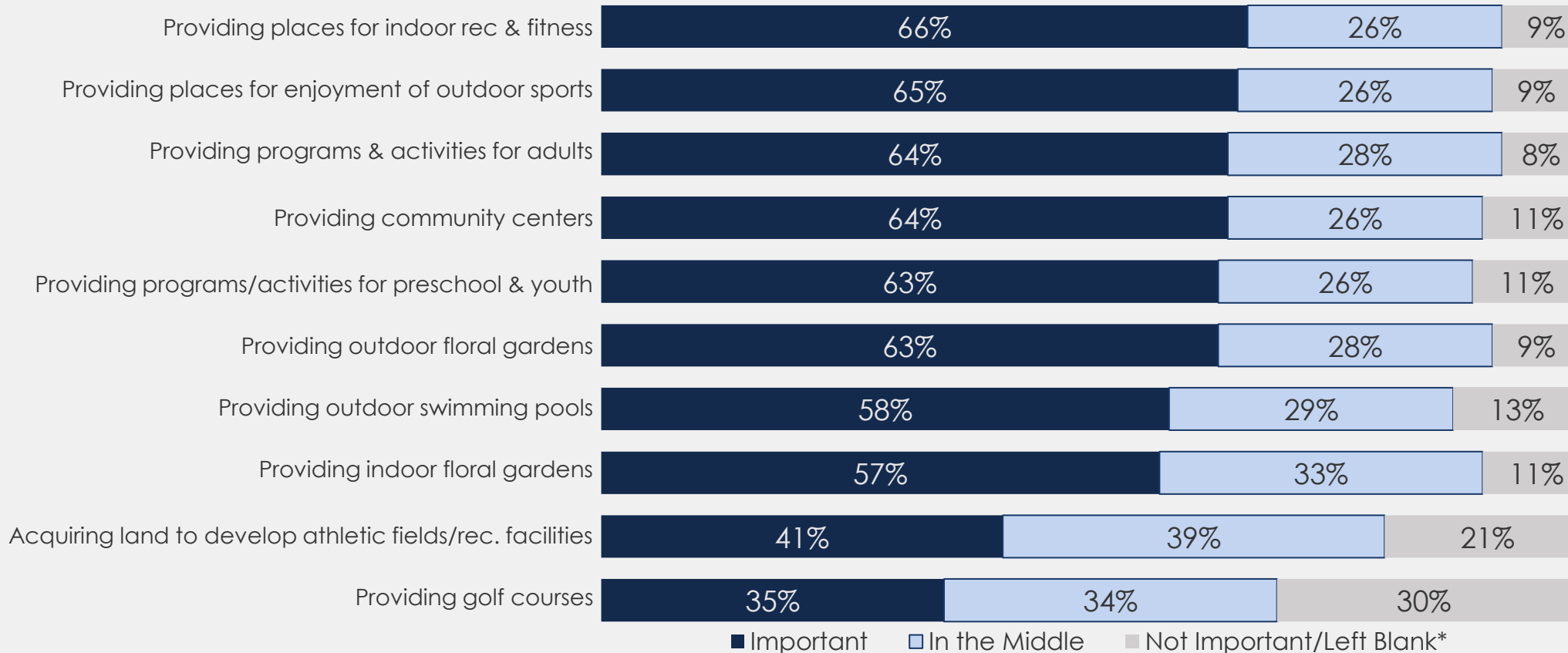
- Top 5 in 2011**
1. Operating parks & facilities that are well maintained
 2. Operating parks & facilities that are clean (combined this year)
 3. Providing programs & activities for people with disabilities (not asked this year)
 4. Providing natural areas for wildlife
 5. Preserving the environment & providing open space

n=800

*Left blank accounted for 1% or less

LOWER RANKED PRIORITIES (TWO OF TWO, CONTINUED FROM PREVIOUS SLIDE)

Importance of Park Functions [CONTINUED]



According to residents, the least important function is acquiring land to develop athletic fields/recreational facilities and providing golf courses.

n=800

*Left blank accounted for 1% or less

RIVERFRONT IMPROVEMENTS

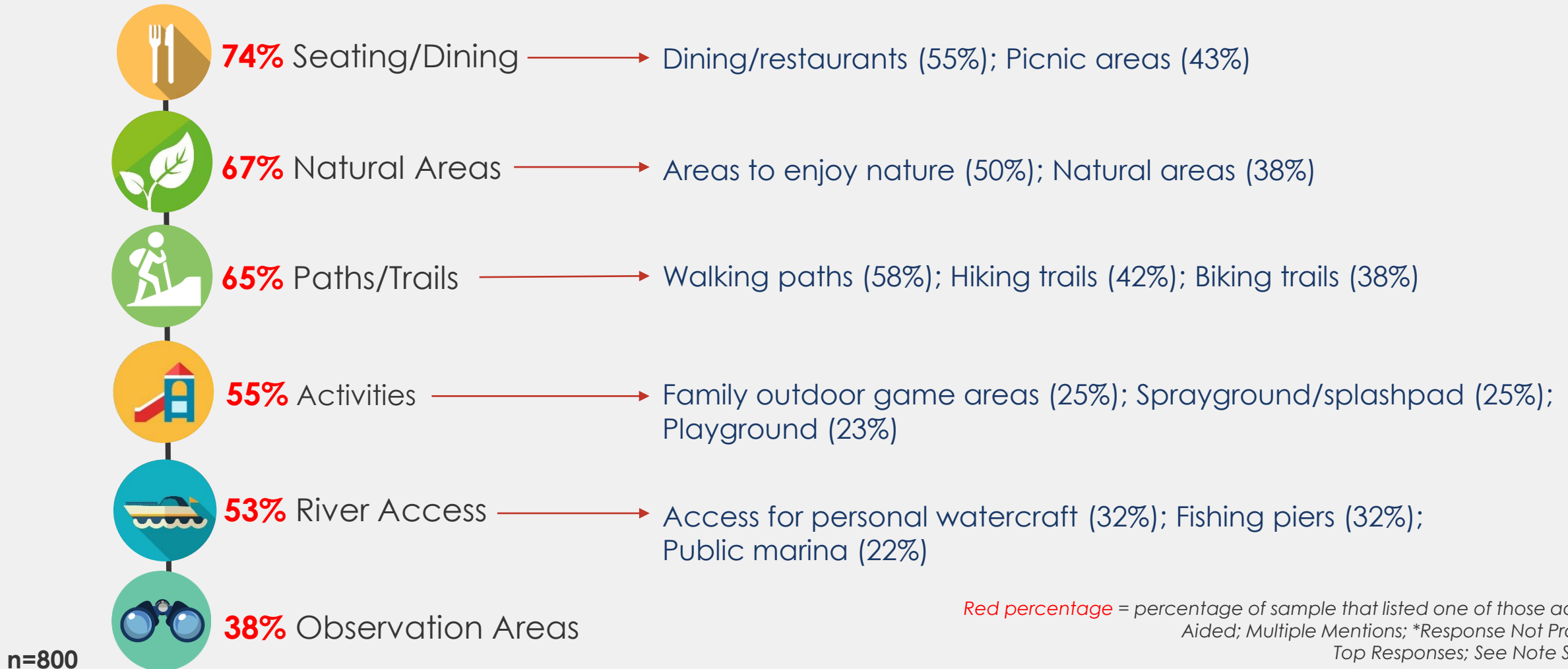


At least 50% would use the following if added to future phases of Riverfront development:

- **Walking paths**
- **Riverfront dining and restaurants**
- **Areas to enjoy nature**

COMMUNITY MEMBERS WOULD USE DINING/RESTAURANTS AND NATURAL AREAS IF ADDED TO THE RIVERFRONT

Riverfront Improvements

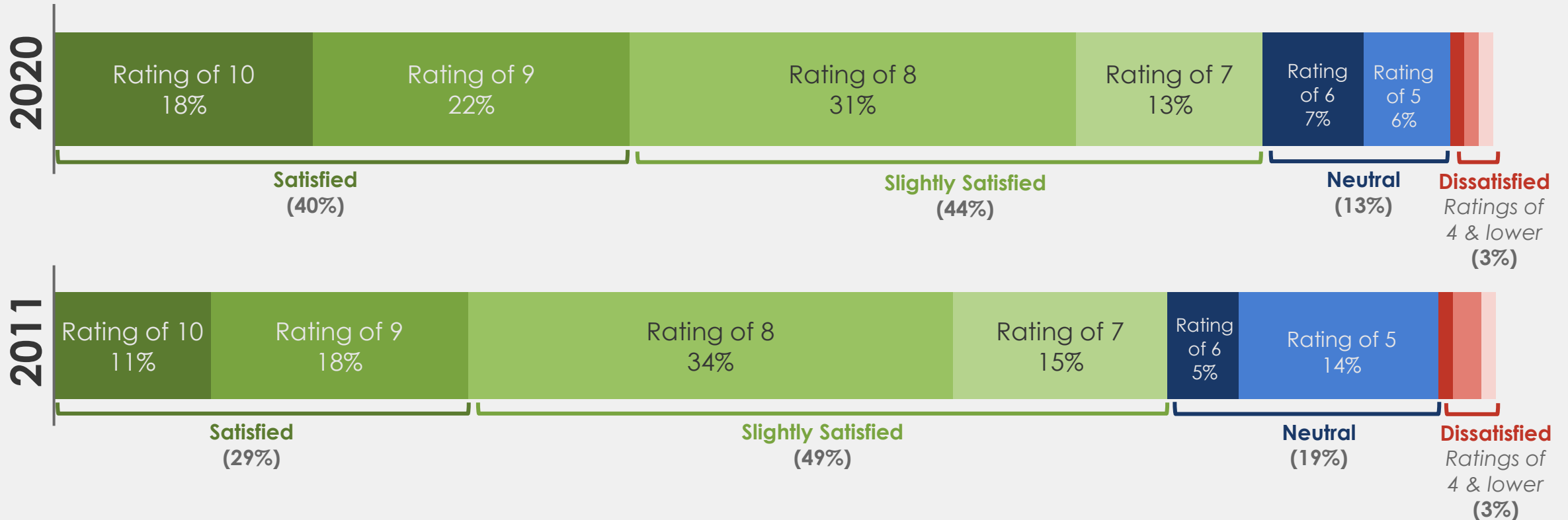




OVERALL SATISFACTION

SATISFACTION WITH THE FWPRD HAS IMPROVED SINCE 2011

Overall Satisfaction



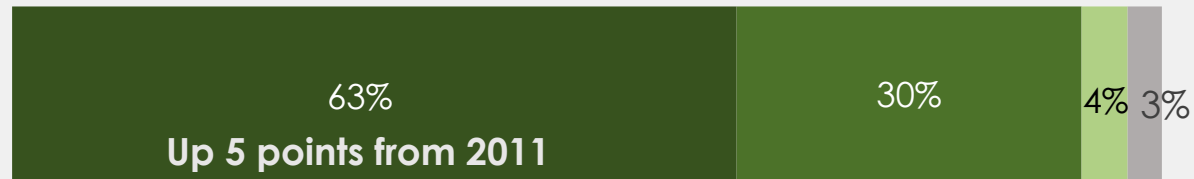
n=800

NEARLY ALL AGREE THAT THE FWPRD IMPROVES THE QUALITY OF LIFE FOR RESIDENTS

Fort Wayne Parks and Recreation Department programming, activities, and facilities...

2020

improve the quality of life of Fort Wayne residents.



meet the needs of my household.



meet the needs of people from diverse backgrounds.*



Strongly agree (Rating of 4)
 Somewhat agree (Rating of 3)
 Somewhat & Strongly disagree (Ratings of 2 or 1)
 Don't Know

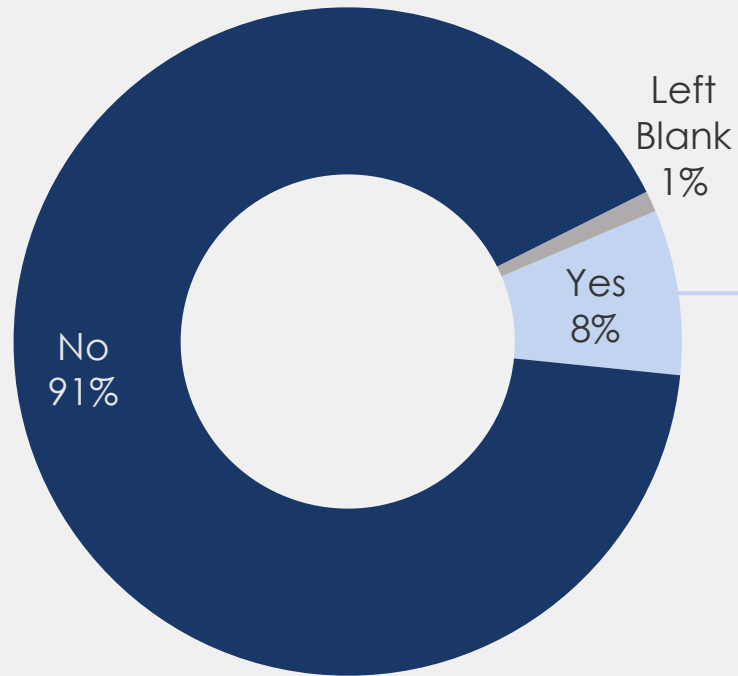
- The top box score (rating of 4) for all three statements is statistically higher than in 2011 (ranging from a 5 to 13-point increase).
- 72% of non-Caucasians compared to 79% of Caucasians say the FWPRD meets the needs of people from diverse backgrounds.

*In 2011, the question read "diverse racial backgrounds."

n=800

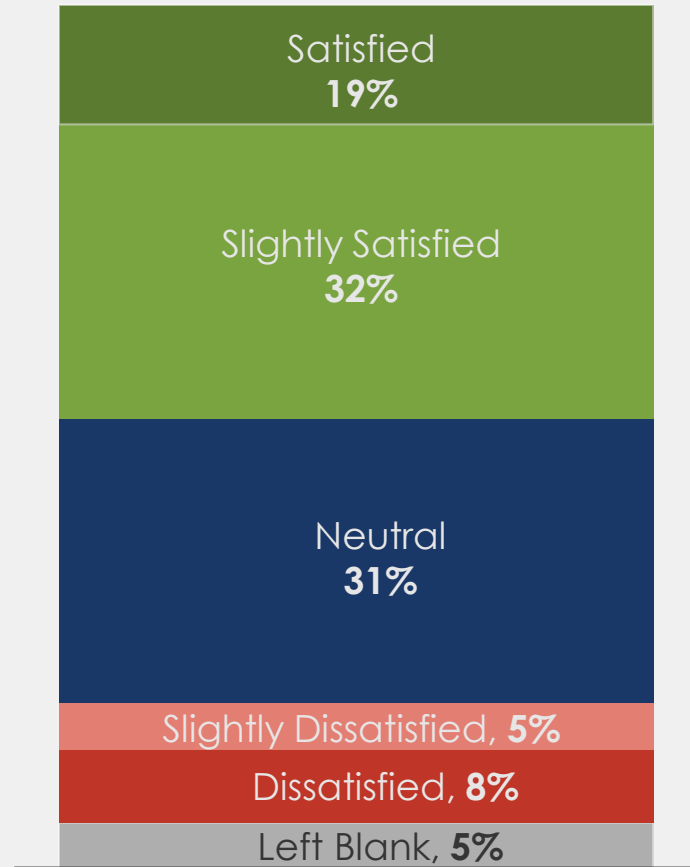
OF THOSE WHO REQUIRE ACCESS TO ADA FACILITIES, 13% ARE DISSATISFIED WITH THE ACCESSIBILITY OF FWPRD FACILITIES

Does anyone in your household require access to ADA facilities?



n=800

Satisfaction with ADA Accessibility



n=62

Research Overview

Respondent Profile

Key Findings/Strategic Implications

Survey Data

APPENDICES

Understanding Data Presentation

APPENDIX A

Q1. Which one of the following Fort Wayne Parks and Recreation Department parks or trails did you visit the most during the past year? [Aided/One Response/*Response Not Provided]

- Greenway bike paths/trails (n=121)
- Foster (n=106)
- Franke (n=92)
- Promenade (n=89)
- Headwaters (n=84)
- Shoaff (n=70)
- Lakeside (n=47)
- McMillen (n=28)
- *Kreager (n= 8)
- *Pufferbelly Trail (n= 6)
- *Buckner (n= 3)
- *Northside (n= 3)
- *Lions (n= 3)
- *Gren (n= 2)
- *Memorial (n= 2)
- *Salomon (n= 2)
- *Rockhill (n= 2)
- *Indian Trails Park (n= 2)
- *Jorgensen YMCA (n= 2)
- *Hamilton (n= 2)
- *Lawton (n= 1)
- *Foellinger (n= 1)
- *Swinney (n= 1)
- *Weisser Park (n= 1)
- *Pawster (n= 1)
- *Johnny Appleseed (n= 1)
- *Jehl (n= 1)

APPENDIX B

Q2. IF VISITED A FORT WAYNE PARKS AND REC PARK/TRAIL: Overall, how would you rate the physical condition of the Fort Wayne Parks and Recreation Department park/trail that you visited the most during the past year (the answer you selected in Q1)? [Scale of 1-10 where 10 is excellent and 1 is poor.]

- Kreager (n= 8)
 - 10, 10, 10, 9, 9, 9, 9, 8
- Pufferbelly Trail (n= 6)
 - 10, 10, 10, 9, 9, 8
- Buckner (n= 3)
 - 9, 9, 8
- Northside (n= 3)
 - 10, 8, 5
- Lions (n= 3)
 - 10, 9, 8
- Gren (n= 2)
 - 8, 8
- Memorial (n= 2)
 - 10, 9
- Salomon (n= 2)
 - 10, 10
- Rockhill (n= 2)
 - 10, 7
- Indian Trails Park (n= 2)
 - 9, 9
- Jorgensen YMCA (n= 2)
 - 9, 8
- Hamilton (n= 2)
 - 9, 7
- Lawton (n= 1)
 - 8
- Foellinger (n= 1)
 - 5
- Swinney (n= 1)
 - 10
- Weisser Park (n= 1)
 - 9
- Pawster (n= 1)
 - 5
- Johnny Appleseed (n= 1)
 - 10
- Jehl (n= 1)
 - 4

APPENDIX C

Q3. IF VISITED A FORT WAYNE PARKS AND REC PARK/TRAIL: Listed below are potential improvements or additions that could be made to the park/trail you visited most often (the answer you selected in Q1). Please mark the improvements you feel would enhance your experience at the park/trail. [Aided/Multiple Mentions/*Response Not Provided]

Mentioned by 1% or less:

- *Recycling bins (n=4)
 - Greenway, Foster, Franke, Headwaters
- *Improve golf course (n=4)
 - McMillen (2), Foster (1), Shoaff (1)
- *Flood control (n=4)
 - Greenway (3), Rockhill (1)
- *Even sidewalks/walkways (n=3)
 - Greenway, Lakeside, Pufferbelly Trail
- *Bench swings (n=2)
 - Promenade, Headwaters
- *Security (n=2)
 - Greenway, Headwaters
- *Clean up after geese (n=2)
 - Foster, Lakeside
- *Fix/clean up pond (n=2)
 - Franke, Shoaff
- *Dog drinking fountains (n=2)
 - Buckner, Kreager
- *Bike air stations (n=1)
 - Foster
- *Bike/scooter rentals (n=1)
 - Shoaff
- *Air circulation (n=1)
 - Foellinger
- *More pickleball courts (n=1)
 - McMillen
- *Restock fish (n=1)
 - Lakeside
- *ADA accessible (n=1)
 - Promenade
- *Clean up trees (n=1)
 - Shoaff
- *Handle homeless problem (n=1)
 - Greenway
- *Fish feeding dispenser (n=1)
 - Lakeside
- *Signage – park hours (n=1)
 - Promenade
- *Signage – restrooms (n=1)
 - Promenade
- *Fenced in playground (n=1)
 - Jorgensen YMCA
- *Gender neutral restrooms (n=1)
 - Promenade
- *Complete sewer project (n=1)
 - Foster
- *Upgrade tennis courts (n=1)
 - Lions
- *Basketball court (n=1)
 - Franke
- *Pave stone walkways (n=1)
 - Buckner
- *Connect trails to schools, neighborhoods, etc. (n=1)
 - Greenway
- *Splash pad (n=1)
 - Foster
- *Pump track (n=1)
 - Franke
- *Mountain bike trails (n=1)
 - Franke
- *Update historic pavilion (n=1)
 - Foster
- *Signage – partial mile markers (n=1)
 - Greenway

APPENDIX D

Q3a. IF VISITED A FORT WAYNE PARKS AND REC PARK/TRAIL: Which of the following improvements is your top priority? [Aided/One Mention/*Response Not Provided]

Mentioned by 1% or less:

- *Improve golf course (n=3)
 - Foster, Shoaff, McMillen
- *Flood control (n=2)
 - Greenway
- *Even sidewalks/walkways (n=2)
 - Lakeside, Pufferbelly Trail
- *Fix/clean up pond (n=2)
 - Franke, Shoaff
- *Dog drinking fountains (n=2)
 - Buckner, Kreager
- *Bench swings (n=1)
 - Promenade
- *Security (n=1)
 - Greenway
- *Clean up after geese (n=1)
 - Foster
- *Recycling bins (n=1)
 - Headwaters
- *Bike/scooter rentals (n=1)
 - Shoaff
- *Handle homeless problem (n=1)
 - Greenway
- *Signage – park hours (n=1)
 - Promenade
- *Fenced in playground (n=1)
 - Jorgensen YMCA
- *Upgrade tennis courts (n=1)
 - Lions

APPENDIX E (ONE OF THREE)

Q7. Below is a list of recreational facilities that could be added to what is already available. Which of the following are needed to meet your needs or the needs of those in your household? [Aided/Multiple Mentions/*Response Not Provided]

	TOTAL	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55-64	AGE 65-74	AGE 75+
	n=800	n=166	n=112	n=104	n=169	n=174	n=70
Paved walking/biking trails	43%	36%	38%	46%	59%	41%	29%
Dog parks	24%	34%	27%	34%	21%	16%	6%
Spraygrounds/splashpads	22%	25%	34%	24%	17%	20%	11%
Playground equipment	19%	27%	29%	22%	14%	16%	4%
Boating/river access	19%	16%	17%	15%	27%	18%	17%
Ice skating	10%	13%	9%	13%	12%	6%	7%
Pickleball courts	9%	7%	7%	5%	14%	11%	10%
Extreme sports	9%	17%	16%	8%	7%	3%	0%
Disc golf areas	7%	10%	12%	7%	5%	3%	3%
Futsal courts	4%	7%	6%	3%	3%	1%	3%
None, no additional facilities are needed	24%	19%	19%	23%	20%	26%	50%

APPENDIX E (TWO OF THREE)

Q7. Below is a list of recreational facilities that could be added to what is already available. Which of the following are needed to meet your needs or the needs of those in your household? [Aided/Multiple Mentions/*Response Not Provided]

	TOTAL	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55-64	AGE 65-74	AGE 75+
	n=800	n=166	n=112	n=104	n=169	n=174	n=70
*Swimming pools	1%	0%	2%	1%	1%	1%	0%
*Golf course	1%	1%	2%	0%	1%	1%	0%
*Special needs/disabled adults & children facilities	<1%	0%	1%	0%	0%	1%	0%
*Rock/wall climbing	<1%	1%	2%	0%	0%	0%	0%
*Baseball/softball fields	<1%	0%	2%	0%	0%	0%	0%
*Radio control vehicles track	<1%	0%	1%	0%	0%	0%	0%
*Chair volleyball at senior center	<1%	0%	0%	0%	0%	1%	0%
*Tennis courts	<1%	0%	0%	0%	0%	0%	1%
*Amusement park/Ferris wheel	<1%	0%	0%	0%	0%	1%	0%
*BMX track/dirt trails/off road area	<1%	0%	1%	0%	0%	0%	0%
*Handball court	<1%	0%	0%	1%	0%	0%	0%
*Sand volleyball courts	<1%	0%	0%	0%	1%	0%	0%
*Turf fields	<1%	1%	0%	0%	0%	0%	0%

APPENDIX E (THREE OF THREE)

Q7. Below is a list of recreational facilities that could be added to what is already available. Which of the following are needed to meet your needs or the needs of those in your household? [Aided/Multiple Mentions/*Response Not Provided]

	TOTAL	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55-64	AGE 65-74	AGE 75+
	n=800	n=166	n=112	n=104	n=169	n=174	n=70
*Baby/toddler only area at parks	<1%	1%	0%	0%	0%	0%	0%
*Cricket field	<1%	1%	0%	0%	0%	0%	0%
*Fenced in playground	<1%	0%	1%	0%	0%	0%	0%
*Basketball courts	<1%	1%	0%	0%	0%	0%	0%
*Soccer fields	<1%	0%	1%	0%	0%	0%	0%
*Model airplane flying fields	<1%	0%	0%	0%	0%	0%	1%
*Wave pool	<1%	0%	1%	0%	0%	0%	0%
*Archery/shooting	<1%	0%	0%	0%	1%	0%	0%
*Indoor dog track/park	<1%	0%	0%	1%	0%	0%	0%
*Heated outdoor space	<1%	0%	1%	0%	0%	0%	0%
*Slopes for snowboarding/skiing	<1%	1%	0%	0%	0%	0%	0%
*Racetrack	<1%	1%	0%	0%	0%	0%	0%
*Bike/scooter rentals	<1%	0%	0%	1%	0%	0%	0%

APPENDIX F (ONE OF THREE)

Q9. Below is a list of programs that could be added or enhanced to what is already available. Which of the following would you or a member of your household participate in if it was either added or further enhanced to the offerings? [Aided/Multiple Mentions/*Response Not Provided]

	TOTAL	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55-64	AGE 65-74	AGE 75+
	n=800	n=166	n=112	n=104	n=169	n=174	n=70
Concerts/live performances	51%	43%	50%	56%	62%	51%	30%
Movies in parks	45%	52%	54%	53%	43%	40%	16%
Gardening/landscaping	33%	26%	31%	38%	37%	39%	19%
Community events	32%	31%	33%	38%	34%	29%	20%
Cultural/history programs	29%	22%	24%	33%	34%	30%	30%
Adult art programming	25%	23%	29%	22%	27%	26%	14%
Adult life skills	22%	24%	16%	15%	25%	22%	21%
Dog training classes	21%	31%	28%	20%	18%	16%	7%
Youth life skills	14%	16%	29%	14%	8%	10%	7%
Youth art programming	12%	17%	27%	12%	5%	8%	3%
None, no additional programs are needed	18%	20%	14%	15%	14%	17%	36%

APPENDIX F (TWO OF THREE)

Q9. Below is a list of programs that could be added or enhanced to what is already available. Which of the following would you or a member of your household participate in if it was either added or further enhanced to the offerings? [Aided/Multiple Mentions/*Response Not Provided]

	TOTAL	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55-64	AGE 65-74	AGE 75+
	n=800	n=166	n=112	n=104	n=169	n=174	n=70
*Senior-friendly programs (exercise, art, etc.)	<1%	0%	0%	0%	1%	0%	1%
*River related programs	<1%	0%	0%	0%	0%	1%	0%
*Cooking classes (adult & youth)	<1%	0%	2%	0%	0%	0%	0%
*Less crowded activities	<1%	0%	0%	0%	0%	1%	0%
*Family programming with parent & child (fitness, art, cooking)	<1%	0%	1%	0%	0%	0%	0%
*Youth gardening	<1%	0%	0%	0%	0%	1%	0%
*Special needs adult/children programs	<1%	0%	0%	0%	0%	1%	0%
*Martial arts training	<1%	0%	0%	0%	0%	0%	1%
*Boxing	<1%	0%	0%	0%	1%	0%	0%
*Intercultural programs	<1%	0%	0%	0%	0%	1%	0%

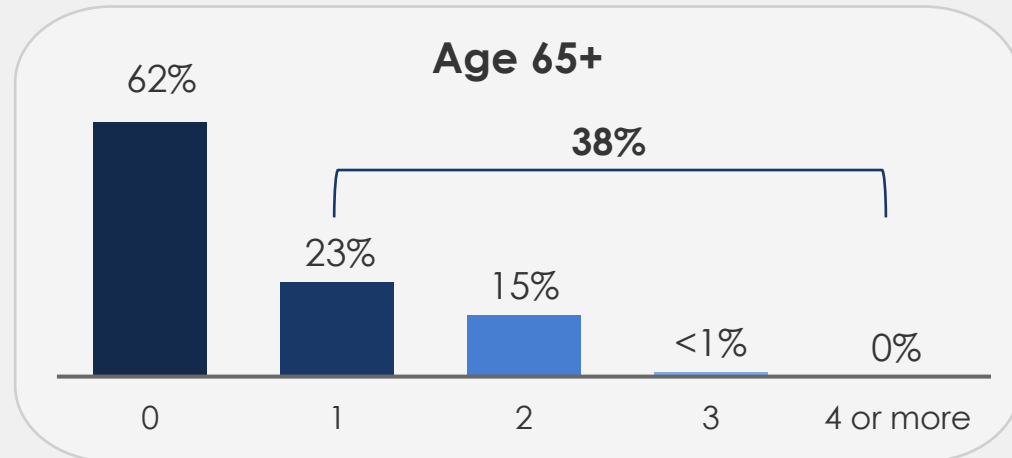
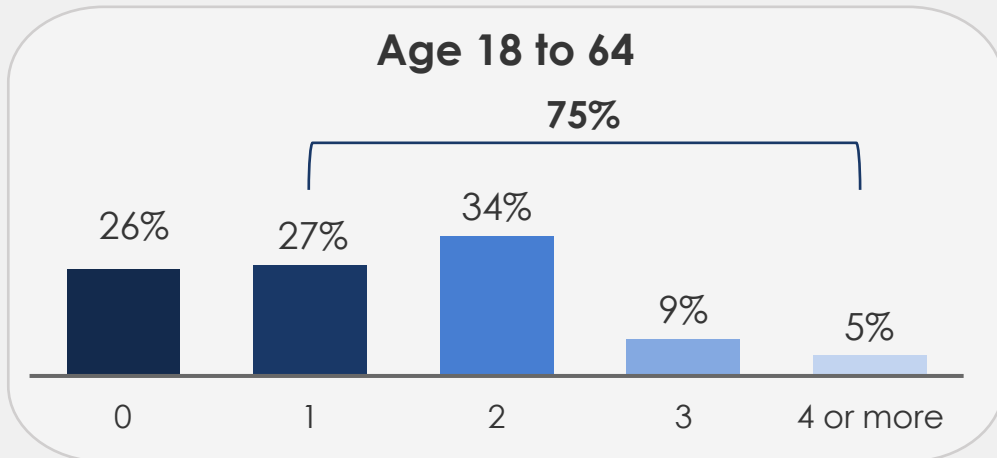
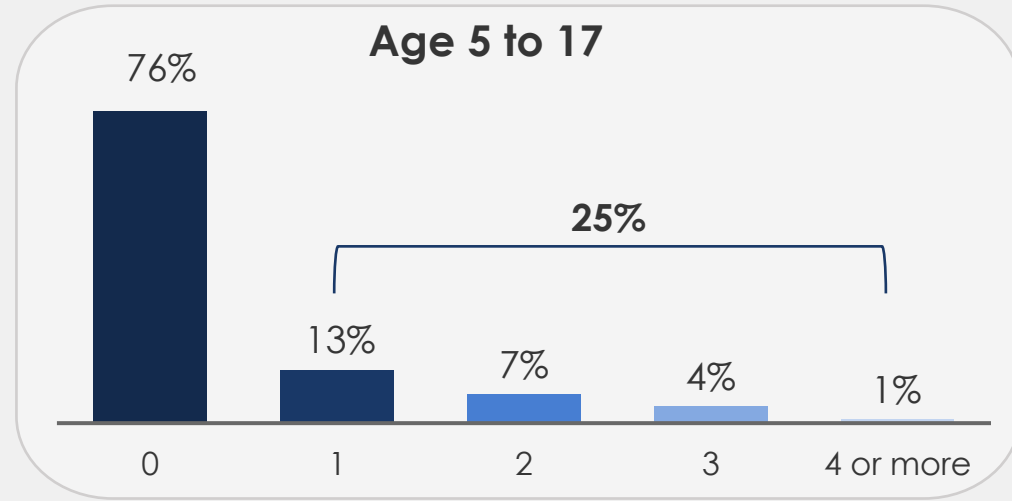
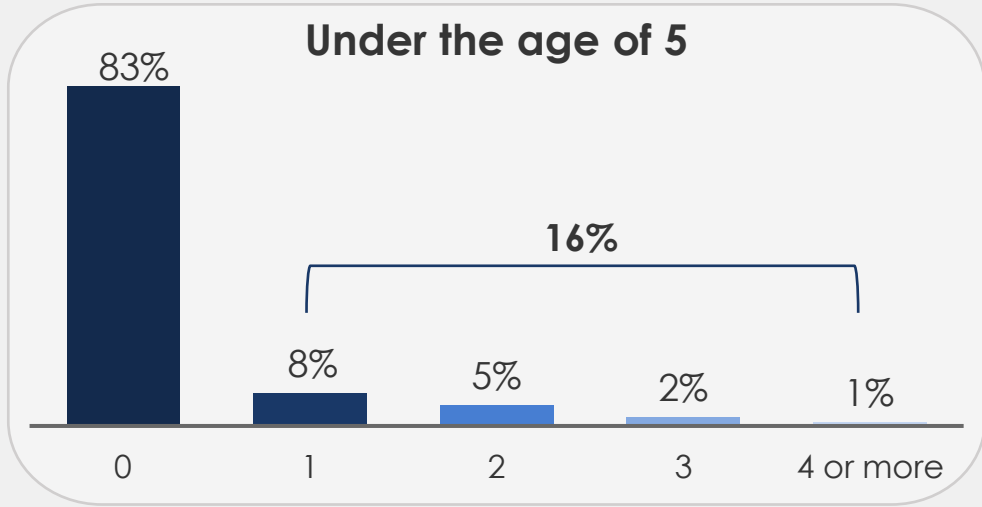
APPENDIX F (THREE OF THREE)

Q9. Below is a list of programs that could be added or enhanced to what is already available. Which of the following would you or a member of your household participate in if it was either added or further enhanced to the offerings? [Aided/Multiple Mentions/*Response Not Provided]

	TOTAL	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55-64	AGE 65-74	AGE 75+
	n=800	n=166	n=112	n=104	n=169	n=174	n=70
*Horror & Sci/Fi Conventions	<1%	0%	0%	0%	1%	0%	0%
*Volleyball leagues	<1%	0%	0%	0%	1%	0%	0%
*More toddler programs	<1%	0%	1%	0%	0%	0%	0%
*Cricket league	<1%	1%	0%	0%	0%	0%	0%
*More classes on south/central side	<1%	0%	0%	0%	0%	1%	0%
*Kickball league	<1%	1%	0%	0%	0%	0%	0%
*Golf lessons	<1%	0%	0%	0%	1%	0%	0%
Left Blank	2%	0%	2%	1%	2%	3%	9%

APPENDIX G - RESPONDENT PROFILE

Counting yourself, how many of the people who live in your household are...



APPENDIX H - RESPONDENT PROFILE (CONTINUED)

Do you have grandchildren under 18 who live in Fort Wayne?



How old are your grandchildren?*(n=223)

- Less than 1 year old = 19%
- 1-4 years old = 44%
- 5-8 years old = 48%
- 9-12 years old = 43%
- 13-17 years old = 38%
- Left blank = 3%

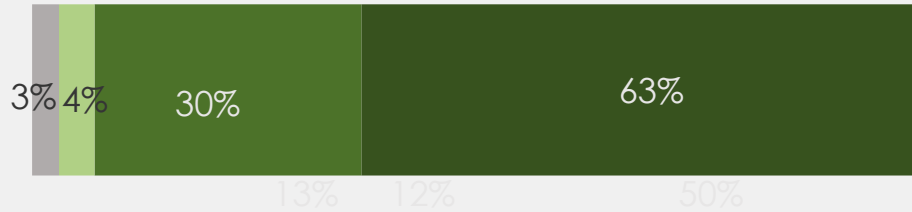
*Multiple Mentions

APPENDIX I – COMPARING 2020 vs. 2011

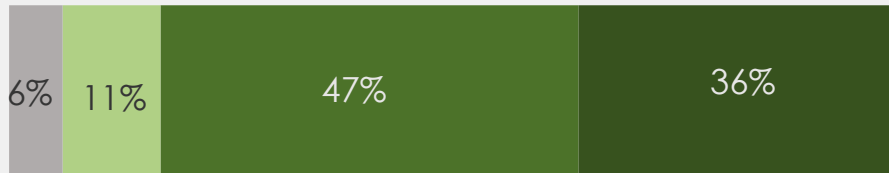
Please indicate how much you agree or disagree with the following statement: Fort Wayne Parks and Recreation Department programming, activities, and facilities...

2020 (n=800)

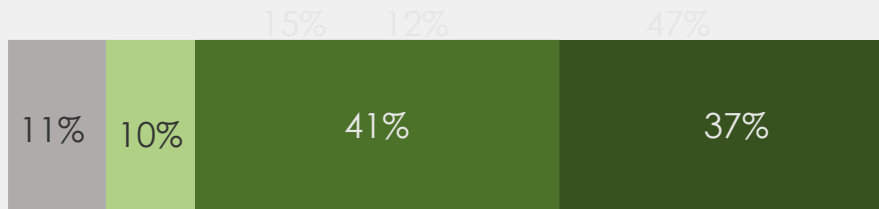
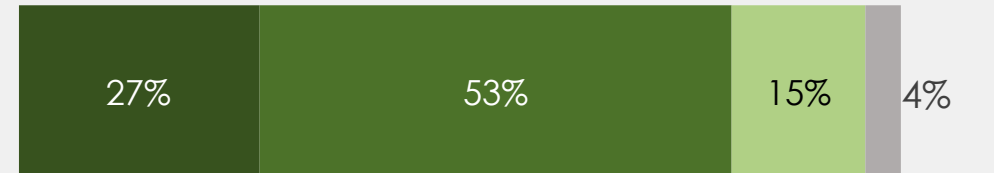
2011 (n=800)



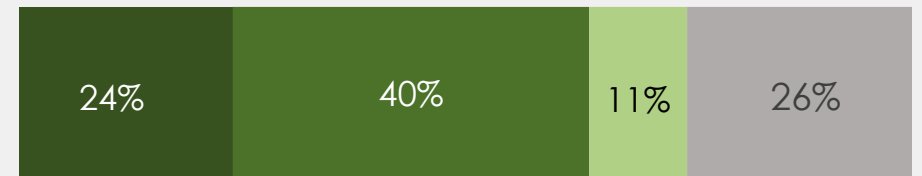
improve the quality of life of Fort Wayne residents.



meet the needs of my household.



meet the needs of people from diverse backgrounds.*



Don't Know Somewhat & Strongly disagree (Ratings of 2 or 1) Somewhat agree (Rating of 3) Strongly agree (Rating of 4)

*In 2011, the question read "diverse racial backgrounds."

Strongly agree (Rating of 4) Somewhat agree (Rating of 3) Somewhat & Strongly disagree (Ratings of 2 or 1) Don't Know

APPENDIX J - COMPARISON TO SUPPLEMENTAL SURVEY

- A separate online survey link was also posted on the FWPRD's website and promoted in social media and in press releases. The value of this effort was to compare community results to those who are assumed to have a more intimate relationship to the FWPRD.
- Key findings and implications:
 - Compared to the community sample, the supplemental sample:
 - Skew older, Caucasian, higher income
 - Their responses to many questions reflect these variances in demographics.
 - POTENTIAL IMPROVEMENTS: 5% added “more pickleball courts” (compared to 0% of the community respondents).
 - USE: Are heavier users of the parks/trails (96% use), especially Greenway trails (91% use); plus, they are more likely to attend festivals.
 - SUGGESTIONS: They offer more improvement suggestions compared to the community sample, but the priority given to the suggestions is the same (i.e., restrooms top the list).
 - ADDITIONS: Have more suggestions for new recreational facilities, but the priority is the same as the community (with the exception of pickleball courts and boating/river access being slightly higher). The trend is true for additional programming—they have more suggestions with the same priority as the community.
 - RIVERFRONT: The priority of suggestions for the next development phase are the same, with more interest in all of the suggestions listed.
 - INFORMATION: Are more likely to read *Fun Times*, as well as other FWPRD communication tools to learn about programming.
 - BUDGET: The budget priority is the same, with a larger allocation to new game fields/courts.
 - SATISFACTION: They have similar satisfaction scores as the community survey with 98% top-two box agreement with the statement that the FWPRD offerings improve the quality of life of Fort Wayne residents.

Research Overview

Respondent Profile

Key Findings/Strategic Implications

Survey Data

Appendices

➤ **UNDERSTANDING DATA PRESENTATION**

UNDERSTANDING DATA PRESENTATION

- **Aided** means the respondent was given answer choices (e.g., Which one of the following Fort Wayne Parks and Recreation Department parks or trails did you visit the most during the past year?).
- **Multiple Mentions** means that respondents could provide more than one answer (e.g., Where do you learn about the programming offered by the Fort Wayne Parks and Recreation Department?).
- **One Response** means that the respondent was only allowed to provide one answer (e.g., Which of the improvements is your top priority?).
- **Left Blank/No Answer** means the question was not answered by the respondent.
- **n=800** is used to describe the sample size for a particular question (800 in this example). The sample size (n) may vary from question to question since some questions are only asked to a subset of respondents. When the sample size (n) is very small, it is noted so the reader is careful about interpreting data from small samples.
- **Top Responses** refers to the group of answers that were mentioned most often. Additional responses were given to the question but were mentioned by a smaller number of respondents. (These additional answers are often appended.)
- **Top Box** refers to the most favorable answer on a scale (i.e., strongly agree (top box); somewhat agree, somewhat disagree, strongly disagree, and I don't know). The top-two box score would include both strongly and somewhat agree.

Fort Wayne Parks and Recreation

**COMPREHENSIVE
SURVEY WITH
RESIDENTS**
May 2020

If you have questions about the findings within this report, please contact:

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