











## Fort Wayne Parks Survey

September 2011

Center for Social Research Indiana University - Purdue University Fort Wayne

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This report is the product of a collaborative effort between the Fort Wayne Parks and Recreation Department and the Center for Social Research at IPFW. It is based on the input and analysis of the following individuals:

#### Center for Social Research

Christopher Bradley, Ph.D.

Director, Center for Social Research

Research Team

Tañja Nihiser, M.A.

Associate Director for Research Suzanne Kesler Rumsey, Ph.D.

Associate Director for Administration

Katherine Gerlaugh, M.A. Assistant Director for Research

Nicole Corey, B.A., B.S. Graduate Student Intern

Nicholas Raub

Undergraduate Intern Kathey Ellis-Creigh Undergraduate Intern

Dawn Kennedy

Undergraduate Intern

### Fort Wayne Parks and Recreation Department

Al Moll

Director, Fort Wayne Parks and Recreation Department

Perry Ehresman

Deputy Director, Leisure Services

Garry Morr

Deputy Director, Finance and Administration

Steve McDaniel

Superintendent of Parks

Natalie Eggeman

Public Information Officer

Kathy Pargmann Marketing Manager

Harlean Falls

Administrative Assistant

#### City of Fort Wayne, Department of Planning and Policy

Paul E. Spoelhof

Special Projects/GIS Manager

Visit http://www.ipfw.edu/csr to learn more about what the Center for Social Research can do for you.

Center for Social Research An IPFW Center of Excellence Neff Hall, room B34 Indiana University - Purdue University Fort Wayne 2101 E. Coliseum Blvd. Fort Wayne, IN 46805-1499 Phone (260) 481-6235 Fax (260) 481-6286

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## Fort Wayne Parks Survey

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## Survey Introduction

In 2003 the Fort Wayne Parks and Recreation Department conducted a survey of city residents in order to determine the needs, attitudes, opinions and interests of the Fort Wayne population with respect to the facilities and programming offered by the Parks and Recreation Department. In the spring of 2011 the Fort Wayne Parks and Recreation Department contracted the Center for Social Research to develop a survey instrument that would replicate and extend their previous research efforts.

In the summer of 2011 a survey was administered to a random sample of residents in the greater Fort Wayne community (which includes Aboite township). The survey was designed to gather information on the attitudes, interests, and priorities of the target demographic in order to better guide the offering of Fort Wayne Parks and Recreation Department programming, amenities, and services. The survey was also designed to gauge resident use of, and opinions about, Fort Wayne Parks and Recreation Department properties. Program offerings, use of existing facilities, interest in the acquisition of future properties and the openness of community residents to provide funding through various options were included in the survey as well.

The goal of the current project was to obtain at least 800 completed and viable surveys through a random sampling survey methodology. Survey distribution was stratified to ensure equal representation from each of the four quadrants of the City of Fort Wayne. That is to say, steps were taken to guarantee that approximately 200 viable surveys were obtained from each quadrant of the city. In all, 802 viable surveys were completed by respondents, with 194 completes from the Northeast quadrant of Fort Wayne, 221 completes from the Southeast quadrant of Fort Wayne, 188 completes from the Northwest quadrant of Fort Wayne, and 199 completes from the Southwest quadrant of Fort Wayne. The final overall sample has a margin of error of +/- 3.53 percent at the 95 percent level of confidence. The data collection process, research methodology and statistical analysis techniques that were used in this study are further discussed in Appendix A. Data results are presented in the next section of this report.

Survey Introduction 1

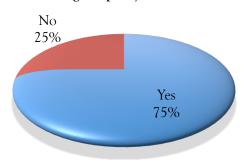
### Data Results

All respondents were first asked to indicate if either they or any of the members of their household visited any of the Fort Wayne Parks and Recreation Department parks, facilities or trails during the past year. A 'yes' response to this question prompted respondents to list the three parks, facilities or trails they visited the most during the past year. A similar series of questions were asked of Fort Wayne residents in 2003; as such, comparative metrics between 2003 and 2011 are presented below.

Question 1: Visited a Fort Wayne Parks and Recreation Department park, facility or trail during the past year - 2011 data



Question 1: Visited a Fort Wayne Parks and Recreation Department park, facility or trail during the past year - 2003 data



As noted above, respondents who had visited a park, facility or trail during the past year were asked to list the three places they visited the most often. This question was also asked of Fort Wayne residents in 2003; comparative data are again presented below for these two time periods.

Question 2: Top five parks visited by Fort Wayne Residents in 2011

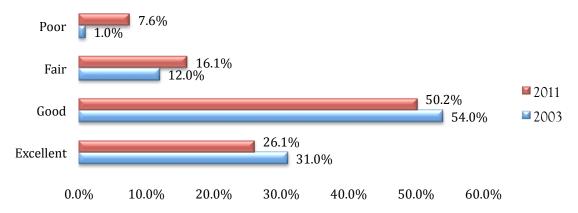
- 1. Foster park
- 2. Franke park
- 3. Lakeside park
- 4. Greenway bike path / trails
- 5. Headwaters park

Question 2: Top five parks visited by Fort Wayne Residents in 2003

- 1. Foster park
- 2. Franke park
- 3. Lakeside park
- 4. Shoaff park
- 5. McMillen park

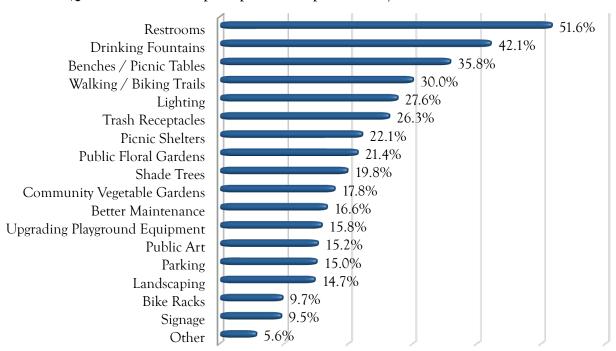
Each respondent was asked to rate the physical conditions of <u>all</u> Fort Wayne Parks and Recreation Department parks, facilities and trails that they had visited during the past year. Results for this question, as well as data from 2003, are presented and discussed on page 3.

Question 3: How respondents rated the physical conditions of <u>all</u> Fort Wayne Parks and Recreation Department parks, facilities and trails that they visited during the last year, 2011 data and 2003 data



With respect to Question 3 of the survey, analyses of the data revealed statistically significant differences between the Southeastern quadrant of Fort Wayne and the other three quadrants of the city. Exploration of these statistical differences revealed that the lower ratings found in 2011 were almost exclusively derived via responses obtained from residents in the Southeastern quadrant of the city. Zero percent of the residents in the Northeastern and Southwestern quadrants of Fort Wayne ranked the physical conditions of all Fort Wayne Parks and Recreation Department parks, facilities and trails as poor; only sixth-tenths of one percent of residents in the Northwestern quadrant of Fort Wayne stated that the physical conditions were poor. In contrast, 26.6 percent of residents in the Southeast quadrant of the city felt that the physical conditions of all parks, facilities and trails were poor.

Question 4: List the top five potential improvements you would most like to see.



Question 4 of the survey presented respondents with a list of 18 potential improvements that could be made to Fort Wayne Parks and Recreation Department parks, facilities and trails. Respondents were asked to pick the top five improvements they would like to see. As the chart on page 3 reveals, the top five improvements respondents would like to see are restrooms, drinking fountains, benches/picnic tables, walking/biking trails and lighting, respectively. This list dovetails with results found in 2003, where the top five improvements respondents suggested were restrooms, walking/biking trails, drinking fountains, benches/picnic tables and lighting.

Question 5: Rate each of the following Fort Wayne Parks and Recreation Department Facilities

	Completely meet	Mostly meet	Partially meet	Do not meet	Do not use
How well do the following meet your needs?					
Small neighborhood parks	14.1%	32.3%	15.2%	4.0%	34.4%
Large community parks	24.3%	50.6%	8.2%	1.2%	15.7%
Youth baseball fields	7.9%	12.6%	5.8%	1.9%	71.8%
Softball fields	6.2%	11.4%	6.5%	1.4%	74.5%
Pawster dog park	3.4%	8.1%	4.6%	3.9%	80.1%
Disc golf areas	4.2%	7.6%	3.7%	1.4%	83.2%
Nature centers/outdoor natural areas	13.7%	36.8%	12.0%	2.8%	34.6%
Playgrounds	15.8%	30.6%	8.9%	1.9%	42.7%
Outdoor football fields	3.8%	6.5%	4.0%	3.7%	82.0%
Outdoor basketball/multi-use courts	5.2%	12.3%	7.4%	2.5%	72.6%
Paved walking/biking trails	22.3%	41.7%	13.9%	2.5%	19.7%
Picnic shelters/areas	11.4%	38.9%	19.3%	2.8%	27.6%
Soccer fields	6.5%	10.6%	4.1%	2.6%	76.2%
Golf courses	10.3%	17.7%	4.0%	1.4%	66.6%
Tennis courts	6.5%	10.5%	6.1%	1.8%	75.2%
Outdoor volleyball courts	3.4%	5.9%	4.6%	4.0%	82.2%
Spraygrounds/splashpads	14.8%	18.0%	8.6%	3.5%	55.1%
Outdoor swimming pools	6.3%	12.0%	8.8%	7.5%	65.5%
Lawton Skate Park facility	4.9%	8.1%	3.1%	0.7%	83.2%
Public floral gardens	27.1%	36.2%	9.9%	1.7%	25.2%
Botanical Conservatory	35.1%	30.1%	7.3%	1.3%	26.2%
Community Center on West Main Street	10.1%	14.7%	4.3%	1.0%	70.0%
Weisser Youth Center	2.2%	4.1%	1.4%	0.8%	91.5%
Jennings Youth Center	1.6%	3.9%	1.2%	0.8%	92.6%
Cooper Youth Center	1.0%	3.3%	1.3%	0.7%	93.7%
Foellinger Theatre	24.1%	27.6%	8.9%	0.9%	38.5%
Rental Pavilions	10.9%	21.1%	6.9%	2.5%	58.6%

Question 5 asked residents to evaluate whether or not 27 different existing facilities completely meet, mostly meet, partially meet or do not meet their needs and/or the needs of their family. Respondents were also asked to indicate in Question 5 whether or not they used an existing facility. Results for each of the 27 choices in Question 5 are presented on page 4. Additional statistical analyses of Question 5 revealed the following:

- Minorities in Fort Wayne were less likely to use walking/biking trails than members of the dominate racial group (i.e., Whites);
- Whites were less likely to use 21 of the different services listed on page 4 than minorities. These included small neighborhood parks, large community parks, youth baseball fields, softball fields, Pawster dog park, disc golf areas, nature centers/outdoor natural areas, playgrounds, outdoor football fields, outdoor basketball/multi-use courts, picnic shelters/ areas, soccer fields, tennis courts, outdoor volleyball courts, spraygrounds/splashpads, outdoor swimming pools, the community center on West Main Street, the Weisser youth center, the Jennings youth center, the Cooper youth center, and rental pavilions.

Question 6 on the survey asked respondents to list three new park facilities that they would like to see built in Fort Wayne over the next few years. Respondents offered a large amount and wide range of suggestions; however, qualitative coding and analysis of the data revealed three general trends among those surveyed.

### Top three recommendations for new facilities in Fort Wayne

1. New water park 2. New addition to the Rivergreenway 3. Location-specific upgrades

The first choice was by far the most often cited, with suggestions ranging from 'additional swimming pools' to 'all year water parks' to 'additional splash pads'. The second choice most often offered revolved around expanding and/or improving the River Greenway, with respondents stating that they would like to see 'more bike trails', 'more walking trails' and the 'expansion of trails'. The third general theme to emerge from the data suggested that respondents would prefer specific upgrades to various locations around town. Responses in this category ranged from 'upgrade Swinney park pond area' to 'improved restrooms at all parks'.

Question 7 requested that those surveyed indicate whether 16 different programs and/or activities offered by the Fort Wayne Parks and Recreation Department completely meet, mostly meet, partially meet or do not meet the respondent's needs and/or the needs of the members of a respondent's household. As with Question 5, respondents were also asked to indicate if they do not use a particular program and/or activity. Responses to each question are contained in the table on page 6 of this report. Statistical analyses of the data revealed that residents of the Southeastern quadrant of Fort Wayne were two times less likely to attend the Johnny Appleseed Festival than residents of the Northeastern quadrant of the city (Northeast, 14.7 percent do not use; Southeast, 29.7 percent do not use). A similar trend was found between residents in the Southwest quadrant of the city (24.2 percent do not use) and the Northwest quadrant of the city (17.5 percent do not use).

Question 7: Rate each of the following Fort Wayne Parks and Recreation Department Programs and/or Activities

	Completely meet	Mostly meet	Partially meet	Do not meet	Do not use
How well do the following meet your needs?					
Aquatic programs	4.3%	9.5%	7.0%	4.2%	75.0%
Youth sports activities	6.9%	10.6%	6.0%	1.6%	75.0%
Adult sports activities	6.2%	13.1%	7.7%	3.1%	69.8%
Youth camps (for example, Franke, Salomon)	7.2%	7.8%	2.5%	1.6%	81.0%
Outdoor education/recreation programs	6.3%	11.6%	9.8%	2.1%	70.3%
Junior golf programs	2.6%	4.6%	3.0%	1.1%	88.6%
Foellinger Theatre summer concerts	23.8%	24.3%	9.9%	1.8%	40.2%
Foellinger Theatre summer movie series	14.4%	18.0%	8.6%	1.8%	57.2%
Botanical Conservatory programs	21.6%	25.7%	7.1%	1.0%	44.6%
Preschool/Youth programming	3.9%	5.2%	3.8%	2.3%	84.8%
Adult and senior programming	5.8%	12.5%	7.8%	2.3%	71.7%
Lifetime Sports Academy programming	4.2%	5.1%	2.6%	1.7%	86.5%
Free youth center programs	3.9%	4.5%	3.0%	2.2%	86.3%
Johnny Appleseed Festival	36.9%	30.9%	8.8%	1.7%	21.8%
Salomon Farm Park Festivals	10.5%	14.2%	5.0%	1.0%	69.2%
Summer Supervised Playground programs	5.8%	5.1%	4.3%	1.7%	83.1%

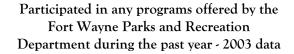
Question 8 on the survey asked respondents to list three new park programs and/or activities that they would like to see offered by the Fort Wayne Parks and Recreation Department over the next few years. As with Question 6, those polled again offered a large amount and wide range of suggestions. Qualitative coding and analysis of the data revealed three general trends among those surveyed.

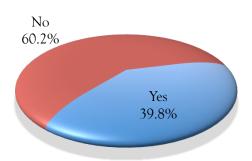
## Top three recommendations for new programming/activities offered by the Fort Wayne Parks and Recreation Department

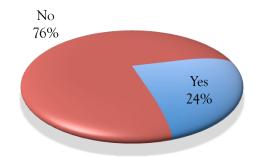
- 1. Don't know/No answer
- 2. Water park programming
- 3. Senior programming

Interestingly, the number one answer to Question 8 was some form of 'don't know', 'no response', 'no answer', 'N/A' or 'no idea'. Second on the list was programming and activities that involved water parks and/or pools. Suggestions included 'free swim lessons', 'adult swimming lessons' and 'aquatic programs'. The third most often suggested response revolved around activities and programming for senior citizens, with 'activities for senior citizens at nighttime' and 'more free things for seniors' being typical responses.

Participated in any programs offered by the Fort Wayne Parks and Recreation Department during the past year - 2011 data



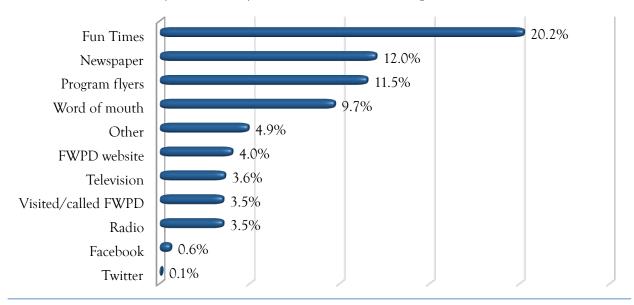




Question 9 asked those surveyed if they, or any other member of their household, participated in any programs offered by the Fort Wayne Parks and Recreation Department during the past year. A similar question was asked in 2003, thus allowing comparison of data over time. As the above pie charts reveal, respondents were 16 percent more likely to participate in a Fort Wayne Parks and Recreation Department program in 2011 as compared to 2003. Statistical analyses revealed that in 2011 women were more likely to participate in Fort Wayne Parks and Recreation Department programming than men (42.6 percent to 27.5 percent, respectively).

Of the 802 respondents in the current study, 288 indicated that they had participated in some type of program offered by the Fort Wayne Parks and Recreation Department during the past year. The 288 respondents who had participated in a program were then asked a follow-up question that would indicate where they learned about the programming offered by the Fort Wayne Parks and Recreation Department. Results for this question are presented in the chart below.

Question 10: Where did you learn about the programming offered by the Fort Wayne Parks and Recreation Department?

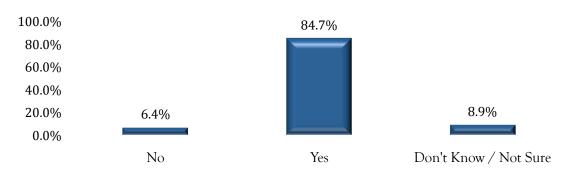


Question 11: How often do you or the members of your family currently use each facility?

	A few times per week	A few times per month	A few times per year	Never		
How often do you or the members of your family use each of the following?						
Gymnasium/multipurpose facilities for basketball, volleyball, etc.	6.1%	4.2%	14.2%	75.6%		
Aerobics/fitness/weight room facilities	12.6%	5.6%	8.7%	73.1%		
Indoor lap lanes for exercise swimming	3.4%	4.3%	8.0%	84.4%		
Indoor recreational swimming pool	3.0%	4.6%	12.6%	79.8%		
Indoor running/walking track	7.1%	8.7%	11.0%	73.3%		
Indoor field and court sports facility	2.5%	3.5%	7.8%	86.2%		
Racquetball/handball courts	0.3%	1.8%	3.9%	93.9%		
Full service community center	2.4%	4.1%	16.5%	77.1%		
Indoor performing arts facility	1.0%	4.8%	26.9%	67.3%		
Freestyle BMX park	0.1%	1.3%	2.9%	95.7%		
Rock climbing wall	0.4%	2.2%	4.9%	92.5%		

Respondents were asked to indicate how often they, or a member of their household, use one of 12 different types of facilities that are not provided by the Fort Wayne Parks and Recreation Department. Results of this question are presented in the above table. It appears from the data that aerobics/fitness/weight room facilities are the most often used by respondents at least weekly, with indoor performing arts facilities being the most used overall. The freestyle BMX park was the least likely facility to be used by those polled.

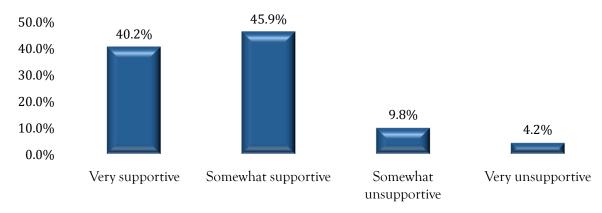
Question 12: Should neighborhood street trees be replaced?



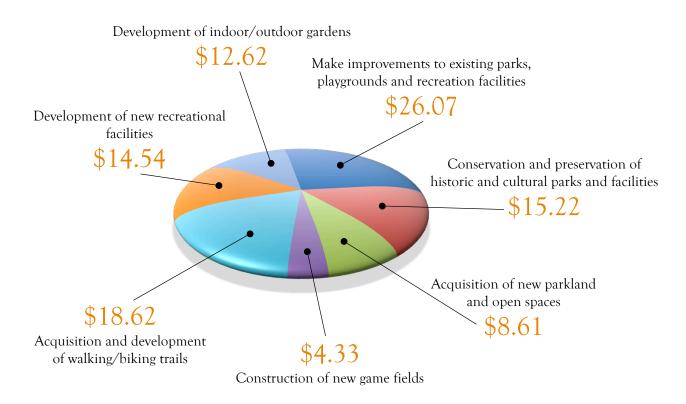
Question 12 informed those surveyed that approximately 25 percent of the street trees in the City of Fort Wayne will be lost due to the Emerald Ash Borer insect. When then asked if these lost trees should be replaced, more than four out of every five respondents agreed that these trees should be replaced.

The next question on the survey polled respondents as to their level of support for concept of the City of Fort Wayne increasing funding for the acquisition, improvement and development of parks, trails and recreation facilities. As the chart at the top of page 9 reveals, over four out of every five people contacted were supportive of this idea, with four in ten being 'very supportive'.

Question 13: Support for increased funding to acquire, improve and develop parks, trails and facilities



Question 14 of the survey posed a hypothetical exercise for the consideration of survey respondents. Each person polled was asked to suppose that an extra \$100 was made available to the Fort Wayne Parks and Recreation Department, and that the extra \$100 had to be distributed to one of seven different choices. Given the choices, how would the respondents choose to distribute the funds? Their answers are shown below.



Each respondent was asked to state their level of support of fifteen different actions that the Fort Wayne Parks and Recreation Department could take to improve the Fort Wayne Parks and Recreation System. The opinions gathered with respect to this area of items are presented in the table below.

Question 15: Support for actions that could improve the Fort Wayne Parks and Recreation System

	Very supportive	Somewhat supportive	Somewhat unsupportive	Very unsupportive
Level of support for the following improvements?				
Acquiring land to preserve open spaces, natural areas or historic areas	33.8%	35.3%	17.1%	13.8%
Acquiring land to develop athletic fields and recreational facilities	14.4%	37.2%	33.7%	14.7%
Fix up and/or repair older park buildings and facilities	43.4%	32.5%	10.1%	14.0%
Preserve and conserve older parks	47.8%	29.0%	8.7%	14.5%
Upgrade existing youth/adult athletic fields	19.8%	44.6%	22.8%	12.9%
Upgrade existing golf facilities	18.1%	31.6%	32.1%	18.3%
Upgrade existing outdoor pools	24.2%	40.3%	18.0%	17.5%
Develop new athletic fields	9.6%	32.6%	37.7%	20.1%
Develop new paved trails to connect neighborhoods	42.9%	28.1%	13.6%	15.4%
Improve existing trails	40.7%	32.5%	13.2%	13.6%
Develop new outdoor aquatic facilities	18.5%	33.0%	30.3%	18.2%
Develop new indoor recreation facilities	19.4%	36.7%	29.0%	14.9%
Upgrade existing indoor/outdoor gardens	27.2%	40.0%	17.9%	14.8%
Develop new indoor/outdoor gardens	21.2%	33.1%	27.6%	18.1%
Develop new community centers	16.8%	35.8%	31.7%	15.7%

Statistical analyses of the data in Question 15 revealed the following:

- Men were more likely than women in the sample to support 11 of the 15 choices above. The
  only exceptions were acquiring land to preserve open spaces, acquiring land to develop
  athletic fields, upgrading existing golf facilities and developing new athletic fields. With
  respect to these four items, no statistically significant differences were found between men
  and women.
- Residents in the Southeastern quadrant of the city were more likely to be somewhat
  unsupportive and/or very unsupportive for 14 of the 15 items above. Developing new
  athletic fields was the only item excepted from this trend, as it showed no statistical
  difference.

Question 16 polled survey respondents on their opinions concerning whether they believe each of 17 different functions performed by the Fort Wayne Parks and Recreation Department is extremely important, very important, somewhat important, not very important, or not at all important. Results for these series of items are presented in the table on page 11 of this report.

## Question 16: How important are the following functions performed by the Fort Wayne Parks and Recreation Department?

	Extremely important	Very important	Somewhat important	Not very important	Not at all important
How important are the following functions?					
Providing places for concerts and entertainment	24.3%	41.2%	28.2%	4.2%	2.2%
Providing places for indoor recreation and fitness activities	17.9%	38.4%	34.6%	6.5%	2.7%
Providing places for the enjoyment of outdoor sports programs	16.9%	45.0%	30.7%	4.3%	3.1%
Providing special events for residents of all ages	29.7%	43.4%	21.9%	3.5%	1.5%
Operating parks and facilities that are clean	56.9%	38.1%	3.9%	0.6%	0.4%
Operating parks and facilities that are well maintained	57.1%	38.5%	3.3%	0.8%	0.4%
Providing indoor floral gardens, such as the Botanical Conservatory	21.5%	34.9%	32.4%	7.6%	3.5%
Providing outdoor floral gardens	25.0%	39.2%	26.9%	6.1%	2.8%
Providing natural areas for wildlife	39.6%	35.2%	19.2%	4.2%	1.8%
Providing trails that connect neighborhoods	36.1%	33.5%	21.5%	5.8%	3.2%
Preserving the environment and providing open space	36.4%	37.7%	18.4%	5.0%	2.6%
Providing programs and activities for preschool aged children and youth	27.5%	37.4%	28.5%	4.6%	2.0%
Providing programs and activities for teens	29.9%	39.8%	23.9%	4.1%	2.3%
Providing programs and activities for adults	20.8%	38.2%	33.3%	5.1%	2.5%
Providing programs and activities for seniors	27.4%	39.2%	27.1%	4.3%	2.0%
Providing programs and activities for families	29.6%	42.4%	23.7%	2.5%	1.8%
Providing programs and activities for people with disabilities	36.2%	38.7%	19.5%	3.6%	2.0%

Statistically significant differences for items in Question 16 are as follows:

- Men were more likely to rate the importance of all 17 items higher than women.
- Whites were more likely to rate the importance of the last six items higher than minorities.

Question 17 was geared to evaluate public support for options that the Fort Wayne Parks and Recreation Department could use as a mechanism to increase its funding. Three main options were presented to respondents: citywide bond issue; city light lease; increase in the operation budget. Results are presented below.

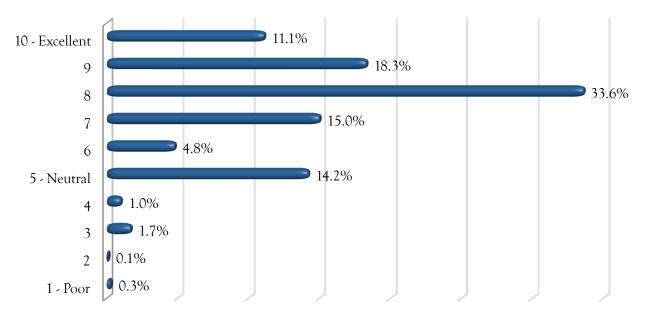
Question 17: Opinions concerning funding options for the Fort Wayne Parks and Recreation Department



A write-in option was also presented as part of Question 17; 196 respondents made some form of suggestion in the write-in box. The top three write-in suggestions were that the Fort Wayne Parks and Recreation Department should investigate obtaining grants, should hold fundraising events and should rely on donations.

Question 18 asked respondents to rate their overall level of satisfaction with the Fort Wayne Parks and Recreation Department on a scale of 1 to 10, with 10 being excellent and 1 being poor. Percentage breakdowns for each category are presented below. For the entire sample, the average level of satisfaction was 7.6, with the median level of satisfaction being 8. Statistical analyses found that Whites in the sample were more likely to feel satisfied with the Fort Wayne Parks and Recreation Department than minorities in the sample.

Question 18: Rate your overall level of satisfaction with the Fort Wayne Parks and Recreation Department



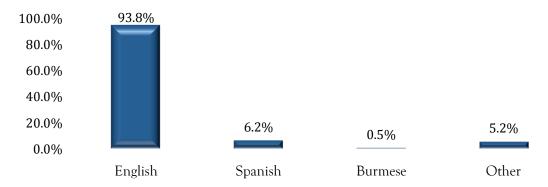
Questions 19 through 24 asked respondents to indicate if they strongly agreed, somewhat agreed, somewhat disagreed or strongly disagreed with a series of statements. These statements were designed to gauge respondent opinions concerning issues which are relevant to the mission of the Fort Wayne Parks and Recreation Department. Results for each question are presented on page 13 of this report. Statistically significant differences were found for the following questions:

- Whites were more likely than minorities in the sample to agree that Fort Wayne Parks and Recreation Department facilities are accessible by people with physical disabilities.
- Residents of the Southeast quadrant of Fort Wayne were more likely to agree that signs in all Fort Wayne parks should be printed in English, Spanish and Burmese.

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't Know		
Q19. FWPRD programming, activities and facilities improve the quality of life of residents.	57.7%	36.0%	3.0%	1.0%	2.3%		
Q20. FWPRD activities, facilities and programming meet the needs of your household.	27.4%	53.3%	11.4%	3.8%	4.1%		
Q21. Signs in all Fort Wayne parks should be printed in English, Spanish and Burmese.	14.9%	22.1%	16.7%	41.3%	4.9%		
Q22. FWPRD facilities are accessible by people with physical disabilities.	29.6%	39.9%	9.6%	2.4%	18.5%		
Q23. The FWPRD makes efforts to provide programming and activities that meet the needs of people from diverse racial backgrounds.	23.8%	39.5%	8.0%	2.8%	25.9%		
Note: Due to rounding, not all results will total 100%. FWPRD = Fort Wayne Parks and Recreation Department.							

Question 24 of the survey asked respondents to indicate which languages are spoken in their home. Three options were given: English; Spanish; Burmese. Tabulated results are presented below.

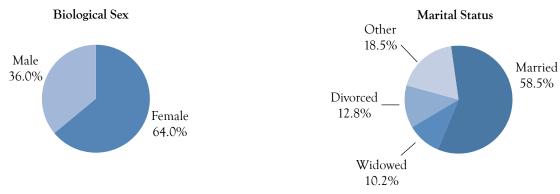
Question 24: Which languages are spoken in your home?



Respondents were also offered the opportunity to write in any other languages used in their home. French, German and American Sign Language were among the top three responses offered.

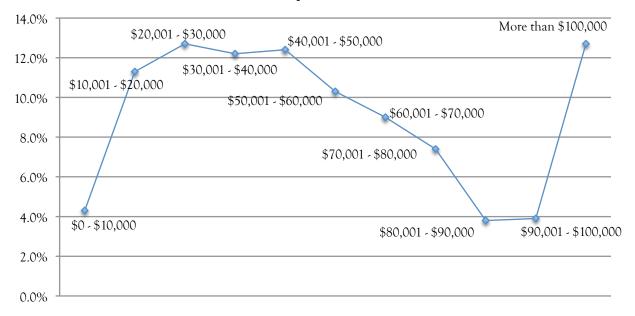
## Respondent Demographics

Several questions were designed to ascertain the demographic characteristics of those persons who participated in the survey. Data concerning the sex, marital status, age, race, income, number of children and/or grandchildren a respondent has, how long a person has lived in Fort Wayne, the number of people in a respondent's household and the educational attainment of respondents in the sample are presented below.



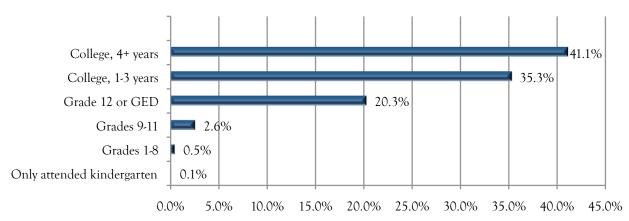
Among respondents, more women chose to participate in the survey than men. Along these same lines, there was a two to one split between respondents who were married and those who were divorced, widowed or fell into some other status (i.e., were separated, living with a partner or have never been married).

### Household Income of Respondent Last Year Before Taxes



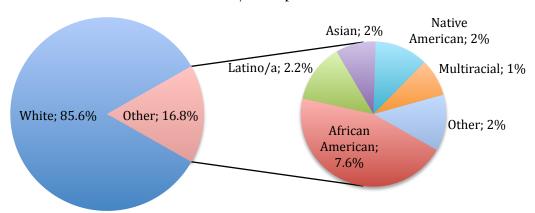
The amount of income a respondent's household earned last year before taxes was captured in \$10,000 brackets. Both average and median household income last year before taxes in the sample was between \$40,000 and \$50,000.





Educational attainment among survey respondents was relatively high. Nearly three out of every four individuals sampled indicated that they had attended at least some college, with about four in ten stating that they had earned at least a bachelor's degree. Only three percent of respondents did not graduate from high school or obtain a GED.

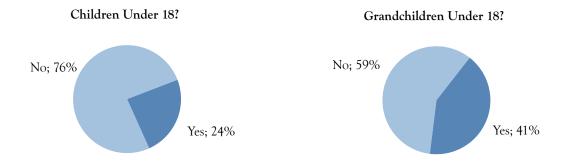
### Race or Ethnicity of Respondents



NOTE: Respondents were allowed to choose more than one category; totals will not equal 100%.

The racial composition of the sample was very homogenous; members of the dominant racial group comprised about 86 percent of the sample, with African Americans comprising the single largest minority group in the sample.

Respondents were also asked if they had any children under the age of 18 and/or any grandchildren under the age of 18. Slightly less than every one out of four persons surveyed (24.1 percent) stated that they currently had a child under the age of 18. Four in every ten respondents (41.4 percent) stated that they had at least one grandchild under the age of 18.



The following demographic characteristics of respondents were also found during data analysis:

- The average age of the typical respondent was 52.6 years old, whereas the median age was found to be 54 years old;
- Each respondent listed an average of 2.5 people in their household;
- The average length of time a respondent has lived in Fort Wayne is 34.5 years, with the median amount of time being 35 years.

When taken together, the data suggests that the typical survey participant who took part in this investigation was White, female, approximately 54 years old, married, has earned a college degree, earned between \$40,000 and \$50,000 in household income last year before taxes, has lived in Fort Wayne for 35 years, has no children or grandchildren under the age of 18, and lives in a household with at least one other person.

## Appendix A: Methodology/Data Analysis

The Center for Social Research chose to implement the Tailored Design Method (Dillman, Smyth and Christian 2009) for this project. This research methodology routinely achieves a high response rate for mailed surveys through the use of a regimented design system. The Tailored Design Method typically begins with a postcard that is mailed to all individuals who have been randomly selected to participate in the survey. This postcard informs respondents of the upcoming survey and asks them to consider participating within the survey. Seven days later, those same individuals receive a survey packet with a cover letter and a pre-stamped return envelope. Seven days after this point, those same individuals receive another postcard that reminds them to again consider participating within the survey. This second postcard goes to everyone regardless of whether they have returned their survey or not. Approximately three weeks later, all those in the sample who have not returned a survey receive another copy of the survey with a different cover letter. One month later, a third mailing is pushed out to those who have not returned a completed survey with a more strongly worded cover letter. Each wave of survey mailing includes a pre-addressed, pre-stamped return envelope.

In the spring of 2011 the Center for Social Research was able to obtain a list of addresses from the City of Fort Wayne's GIS database. Paul Spoelhof, the Special Projects/GIS Manager for City of Fort Wayne's Department of Planning and Policy, graciously assisted with the random selection of 9100 resident addresses from the GIS database. These data were then stratified to identify the quadrant of the city where a given resident lives; once stratified, a random sample of 1,000 unique addresses was drawn per quadrant. All told, the final sampling frame stood at 4,000 unique potential respondents.

The Center for Social Research mailed a first wave of postcards to the 4,000 potential respondents in the sampling frame on May 3<sup>rd</sup>, 2011. Seven days later (May 10<sup>th</sup>, 2011) the first wave of survey packets were mailed to all 4,000 addresses in the sampling frame. The second wave of postcards was mailed to all 4,000 addresses on May 18<sup>th</sup>, 2011. Initial returns from the first wave of mailings sent to the Northeast quadrant of the city (wave 1 n=194) negated the need for a second wave of data collection from that quadrant of the city. In contrast, it was decided that a second wave of mailings was needed for the Northwest quadrant (wave 1 n=146) and the Southwest quadrant (wave 1 n=159) of the city. Thus a second cover letter, along with an additional copy of the survey, was mailed to 1,000 wave 1 non-respondents in the Northwest and Southwest quadrants of Fort Wayne during the third week of June 2011.

The Southeast quadrant of Fort Wayne had the lowest overall return rate: only 70 surveys were obtained during the initial wave of mailings. After receiving their surveys, several residents of the Southeastern quadrant of Fort Wayne contacted the Center for Social Research by phone to express their desire to participate in the survey, provided that the survey could be administered in a format other than a mailed survey. On the basis of both the low response rate of mailed surveys and the requests of residents obtained via phone, it was decided that a telephone survey technique

should be used to acquire the remaining surveys from residents in the Southeastern section of the city.

Data collection for the telephone survey of Southeast city residents was conducted between September 19<sup>th</sup> and September 24<sup>th</sup>, 2011. A total of 4,281 telephone calls were placed during this timeframe. In all, 1,157 residents who answered their phones refused to participate in the survey, while 151 agreed to participate and completed the survey over the phone<sup>1</sup>.

The overall response rate for the mailed survey was 16.3 percent; the response rate of refused to completed telephone calls for the Southeast quadrant of Fort Wayne was 13.7 percent. In total, 802 individuals who were randomly contacted agreed to participate in the survey. Given that a random sampling technique was used to contact potential respondents in both the mailed survey and telephone survey portions of the project, the results of this study provides statistically valid results at a 95 percent level of confidence with a +/- 3.53 percent margin of error. This means that with a sample population of 802 valid surveys, it can be said that if the survey was repeated 100 times, in 95 out of the 100 times, the research findings would at most vary by +/- 3.53 percent. The +/- 3.53 percent margin of error should be kept in mind when examining all of the survey results.

The data were subjected to additional statistical analyses to detect whether or not responses varied as a function of key demographic variables and/or the quadrant of the city in which a respondent lives. Crosstabulation, one-way Analysis of Variance (ANOVA) and independent sample t-test (as appropriate) were used as analysis techniques to uncover any statistically significant differences within the data. Statistically significant relationships that were discovered as a function of the data comparisons are noted throughout this report. All statistical analyses of the data were accomplished via the SPSS software package version 19.

Copies of the dataset can be obtained by contacting the Center for Social Research at csr@ipfw.edu or 260-481-6235.

<sup>&</sup>lt;sup>1</sup> A total of 2,973 of the calls were to disconnected numbers, viocemails, fax lines, and/or respondents who elected to not answer their phones.

## Appendix B: Survey Instrument



# Center for Social Research An IPFW Center of Excellence

Dear Community Member:

Your Answers Count! The Center for Social Research at Indiana University - Purdue University Fort Wayne (IPFW) is asking that you consider taking the time to participate in a community-wide survey. The results of the survey will be used by the Fort Wayne Parks and Recreation Department to establish priorities for the future development of parks, recreation facilities, programs and services within the Fort Wayne community. The results of the survey will also be used by the Fort Wayne Parks and Recreation Department to enrich the future of our community and make a positive impact on the lives of Fort Wayne residents. In order to achieve these goals, we need your help!

Your household was randomly selected to receive this survey. Your responses are completely confidential, and we do not ask for your name anywhere on the survey. Also, please be aware that your participation is completely voluntary, and you must be 18 years of age or over to participate.

In order for the results to truly represent the entire community of Fort Wayne, we need your input. The survey is designed for adults, and we ask that only one adult per household complete the survey. It is important that we hear from both men and women. The questions will take only about 20 minutes of your time. Your response is very important.

Please complete the attached survey and return it in the postage-paid envelope. **No stamp is needed.**Your responses will be sent directly to the Center for Social Research at IPFW, which is conducting the survey.

Please take a few minutes now to fill out the survey. If you have any questions or need any assistance reading the survey, please call us at 260-481-6235. The time you spend will help build a stronger community. Thank you!

Sincerely,

Tañja Nihiser, M.A. Associate Director Center for Social Research

Indiana University - Purdue University Fort Wayne

Christopher Bradley, Ph.D.

Director

Center for Social Research

Indiana University - Purdue University Fort Wayne

Instructions: Please use a pen or pencil to answer the questions below. Please feel free to use ●, \* or 
✓ to mark your answers, or by filling in the requested information on the blank line or in the box.

If you are unsure about how to answer a question, please give the best answer you can.

	Recreation Department parks, facilities or trails of Yes (Proceed to Q2)  No (Skip ahead to Q4)  Don't know / Not sure (Skip ahead to Q4)	Department parks, facilities or trails did you visit the
1	2	3
Q3.	Overall, how would you rate the physical condit Department parks, facilities and trails that you verse Good  Good  Fair  Poor  Don't Know / Not Sure	
Q4.		uld be made to Fort Wayne Parks and Recreation ark the <b>top five</b> improvements that you would most ecreation Department parks, facilities or trails.
	O Lighting	O Drinking fountains
	Shade trees	O Benches/picnic tables
	○ Signage	Better maintenance
	O Landscaping	O Public art
	O Picnic shelters	O Trash receptacles
	O Parking	O Public floral gardens
	Walking/biking trails	O Community vegetable gardens
	O Restrooms	Other (write in the box below)
	Upgrading playground equipment     Bike racks	

Fort Wayne Parks and Recreation Department Survey

Appendix B: Survey Instrument

Q5. For each one of the parks and recreational facilities listed below, please indicate whether existing facilities in the City of Fort Wayne completely meet, mostly meet, partially meet or do not meet your needs and/or the needs of the members of your household. If you do not use the facility, please mark 'Do not use'.

How well do the following meet your needs?	Completely meet	Mostly meet	Partially meet	Do not meet	Do not use
Small neighborhood parks	O	0	0	0	0
Large community parks	O	0	0	0	0
Youth baseball fields	O	0	0	0	0
Softball fields	O	0	0	0	0
Pawster dog park	O	0	0	0	0
Disc golf areas	O	0	0	0	0
Nature centers/outdoor natural areas	O	0	0	0	0
Playgrounds	O	0	0	0	0
Outdoor football fields		0	0	0	0
Outdoor basketball/multi-use courts	O	0	0	0	0
Paved walking/biking trails	O	0	0	0	0
Picnic shelters/areas	O	0	0	0	0
Soccer fields	O	0	0	0	0
Golf courses	O	0	0	0	0
Tennis courts	O	0	0	0	0
Outdoor volleyball courts	O	0	0	0	0
Spraygrounds/splashpads	O	0	0	0	0
Outdoor swimming pools	O	0	0	0	0
Lawton Skate Park facility	O	0	0	0	0
Public floral gardens	O	0	0	0	0
Botanical Conservatory	O	0	0	0	0
Community Center on West Main Street	O	0	0	0	0
Weisser Youth Center	O	0	0	0	0
Jennings Youth Center	O	0	0	0	0
Cooper Youth Center	O	0	0	0	0
Foellinger Theatre	O	0	0	0	0
Rental Pavilions	O	0	0	0	0
Q6. Please list three new park facilities that the next few years.	you would like	e to see bui	lt in the City o	f Fort Wayn	e over
1 2			3		
Fort Wayne Parks and Recreation Department Sur	vey				2

Appendix B: Survey Instrument

Q7. For each one of the parks and recreational **programs/activities** listed below, please indicate whether existing programs/activities in the City of Fort Wayne completely meet, mostly meet, partially meet or do not meet your needs and/or the needs of the members of your household. If you do not use the programs/activities, please mark 'Do not use'.

How well do the following meet your needs?	Completely meet	Mostly meet	Partially meet	Do not meet	Do not use
Aquatic programs	0	0	0	0	0
Youth sports activities		0	0	0	0
Adult sports activities		0	0	0	0
Youth camps (for example, Franke, Salomon)	_	0	0	0	0
Outdoor education/recreation programs	O	0	0	0	0
Junior golf programs	O	0	0	0	0
Foellinger Theater summer concerts	O	0	0	0	0
Foellinger Theater summer movie series	O	0	0	0	0
Botanical Conservatory programs	O	0	0	0	0
Preschool/Youth programming	O	0	0	0	0
Adult and senior programming	O	0	0	0	0
Lifetime Sports Academy programming	O	0	0	0	0
Free youth center programs	O	0	0	0	0
Johnny Appleseed festival	O	0	0	0	0
Salomon Farm Park festivals	O	0	0	0	0
Summer Supervised Playground programs	O	0	0	0	0
Q8. Please list three new park <b>programs/act</b> Parks and Recreation Department over t			e to see offere	d by the For	t Wayne
1 2			3		
<ol> <li>Have you or any other members of your l Wayne Parks and Recreation Department</li> </ol>			any programs	offered by t	he Fort
O Yes (Proceed to Q10 on page 4)					
O No (Skip ahead to Q11 on page 4)					
O Don't know / Not sure (Skip ahead	to Q11 on pag	ge 4)			

Q10. Where did you learn about the programming offered by the Fort Wayne Parks and Recreation Department?						
O Newspaper		isited or called th		arks		
O Program flyers	ar	nd Recreation Dep	partment			
O Word of mouth	O T6	elevision				
○ Facebook	O TI	ne seasonal progra	am guide Fun T	imes		
O Twitter	○ Ra	adio				
The Fort Wayne Parks and Recreation Department website	O 01	ther (write in the	box below)			
(www.fortwayneparks.org)						
Q11. For each of the facilities listed below, ple members of your household currently use		roximately how o	often either you	or the		
	A few times	A few times	A few times			
Gymnasium/multipurpose facilities for	per week	per month	per year	Never		
basketball, volleyball, etc.		0	0	0		
Aerobics/fitness/weight room facilities		0	0	0		
Indoor lap lanes for exercise swimming		0	0	0		
Indoor recreational swimming pool		0	0	0		
Indoor running/walking track		0	0	0		
Indoor field and court sports facility		0	0	0		
Racquetball/handball courts		0	0	0		
Full service community center		0	0	0		
Indoor performing arts facility		0	0	0		
Freestyle BMX park		0	0	0		
Rock climbing wall		0	0	0		
Other (write in the box below)	0	0	0			
Q12. It is projected that the City of Fort Wayne will lose approximately 25 percent of its neighborhood street trees over the next few years because of the Emerald Ash Borer insect. Do you believe that these trees should be replaced?						
0 0	0					
Yes No	Don't know / No	ot sure				
Q13. How supportive would you be of the City of Fort Wayne increasing funding for the acquisition, improvement and development of parks, trails and recreation facilities?						
0 0						
Very supportive Somewhat supp	-	mewhat unsuppor	tive Very uns	supportive		
Fort Wayne Parks and Recreation Department Sur	vey			4		

Q14. Suppose that an extra \$100 was made available to the Fort Wayne Parks and Recreation Department, and you were able to determine how it was spent. How would you distribute the \$100 among the possible choices listed below?

### Please make sure that your total adds up to \$100!

\$ Make improvements to existing p	parks, playgrou	nds and recreation	on facilities	
\$ Conservation and preservation of	f historic and cu	ıltural parks and	facilities	
\$ Acquisition of new parkland and	open spaces			
\$ Construction of new game fields	(for example, s	softball, soccer, i	ugby lacrosse, e	tc.)
\$ Acquisition and development of	walking/biking	trails		
\$ Development of new recreational	l facilities (such	n as pools, comm	nunity centers, sp	lashpads, etc.)
\$ Development of indoor/outdoor s	gardens			
Q15. The following are actions that the Fort Wa the Fort Wayne Parks and Recreation syste somewhat supportive, somewhat unsupport	em. Please indi	icate whether yo	u are very suppo	rtive,
	Very supportive	Somewhat supportive	Somewhat unsupportive	Very unsupportive
Acquiring land to preserve open spaces, natural areas or historic areas	0	0	0	0
Acquiring land to develop athletic fields and recreational facilities		0	0	0
Fix up and/or repair older park buildings and facilities	0	0	0	0
Preserve and conserve older parks		0	0	0
Upgrade existing youth/adult athletic fields		0	0	0
Upgrade existing golf facilities		0	0	0
Upgrade existing outdoor pools		0	0	0
Develop new athletic fields (for example, lacrosse fields, rugby fields, etc.)		0	0	0
Develop new paved trails to connect neighborhoods		0	0	0
Improve existing trails		0	0	0
Develop new outdoor aquatic facilities		0	0	0
Develop new indoor recreation facilities, such as gyms, walking/running tracks, etc	0	0	0	0
Upgrade existing indoor/outdoor gardens		0	0	0
Develop new indoor/outdoor gardens		0	0	0
Develop new community centers	0	0	0	0
Fort Wayne Parks and Recreation Department Surv	ey			5

Q16. Please indicate whether you believe each of the following functions performed by the Fort Wayne Parks and Recreation Department is extremely important, very important, somewhat important, not very important or not at all important.

	Extremely important	Very important	Somewhat important	Not very important	Not at all important
Providing places for concerts and entertainment	O	0	0	0	0
Providing places for indoor recreation and fitness activities	0	0	0	0	0
Providing places for the enjoyment of outdoor sports programs		0	0	0	0
Providing special events for residents of all ages	0	0	0	0	0
Operating parks and facilities that are clean	0	0	0	0	0
Operating parks and facilities that are well maintained		0	0	0	0
Providing indoor floral gardens, such as the Botanical Conservatory	0	0	0	0	0
Providing outdoor floral gardens	0	0	0	0	0
Providing natural areas for wildlife	0	0	0	0	0
Providing trails that connect neighborhoods		0	0	0	0
Preserving the environment and providing open space	0	0	0	0	0
Providing programs and activities for preschool aged children and youth	0	0	0	0	0
Providing programs and activities for teens		0	0	0	0
Providing programs and activities for adults		0	0	0	0
Providing programs and activities for seniors	0	0	0	0	0
Providing programs and activities for families	0	0	0	0	0
Providing programs and activities for people with disabilities		0	0	0	0
Q17. In order to acquire, improve, develop and maintain new parks, trails and recreation facilities, the Fort Wayne Parks and Recreation Department sometimes has to consider different funding options. Which of the following funding options would you support? Please check all that apply.					
○ Citywide bond issue ○ City ligh	t lease	С	Increase in	the operating	budget
Other funding option (Please write in the box be	low)				

Q18.	<ol> <li>Please rate your overall level of satisfaction with the Fort Wayne Parks and Recreation Department on a scale of 1 to 10, with 10 being excellent, 5 being neutral and 1 being poor.</li> </ol>				
	1 2	3 4	6 (	9 8	(10)
	Poor		Neutral		Excellent
Please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the statements in Q19 through Q24.					
Q19.	Q19. Fort Wayne Parks and Recreation Department programming, activities and facilities improve the quality of life of Fort Wayne residents.				
	0	0	0	0	0
Stror	igly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know
Q20.	Q20. Fort Wayne Parks and Recreation Department activities, facilities and programming meet the needs of your household.				
	0	0	0	0	0
Stror	igly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know
Q21.	Signs in all	Fort Wayne parks sh	ould be printed in Englis	h, Spanish and Burmes	e.
	0	0	0	0	0
Stror	igly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know
Q22. Fort Wayne Parks and Recreation Department facilities are accessible by people with physical disabilities.					
	0	0	0	0	0
Stror	igly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know
Q23. The Fort Wayne Parks and Recreation Department makes efforts to provide programming and activities that meet the needs of people from diverse racial backgrounds.					
	0	0	0	0	0
Stror	igly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know
Q24. What languages are spoken in your home? Please check all that apply.					
O E	inglish	0.5	Spanish	O Burmese	
Other language (Please write in the blank)					

Q25. Counting yourself, how many of the people who live in your household are		age 65 or older?	
		-Write the number on the line	
under the age of 5?		Politic is do south as	① ①
-Write the number on the		-Bubble in the numbers below the line	2
-Bubble in the numbers below the line	0 0	octow are mic	3)
	②		④
	3		(5)
	<b>④</b>		6
	(§)		<b>⑦</b>
	©		8
	⑦		9
	(e)		0
	<u> </u>	Q26. How long have you live	d in the city of Fort
aga 5 to 172	0	Wayne?	a in the city of Port
age 5 to 17?		-Write the number on the li	ne
-Write the number on the			0 0
-Bubble in the numbers	0 0	-Bubble in the numbers below the line	2 2
below the line	②	below the line	3 3
	3		4
	<b>④</b>		⑤ ⑥
	(5)		6 6
	©		0 0
	⑦		B B
	<ul><li>③</li></ul>		0 0
	②		0
age 18 to 64?	0	Q27. What is your current age	?
-Write the number on the	line	-Write the number on the li	ne
	0 0		① ①
-Bubble in the numbers	②	-Bubble in the numbers below the line	2 2
below the line	3	octow the fine	3 3
	<u>(4)</u>		4
	(5)		5 5
	<ul><li>6</li></ul>		6 6
	Ø		9
	(3)		8 8
	<u></u>		9 9
	0		0

Appendix B: Survey Instrument

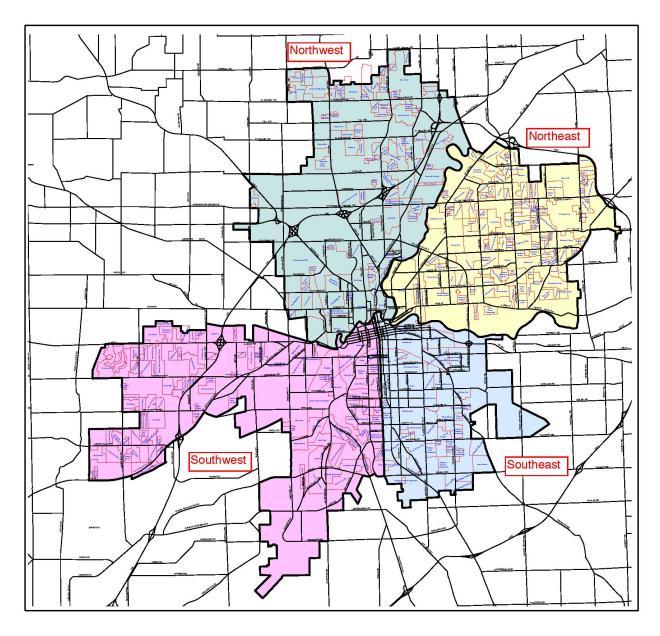
Q28. What is your sex?  O Male  O Female	Q33. Which of the following would you say best describes your race or ethnicity? (please check all that apply)
Q29. Are you currently?	White or Caucasian
(please check only one)	O Black or African American
O married	O Hispanic or Latino/a
○ widowed	Asian American or Pacific Islander
O divorced	American Indian or Alaskan Native
○ separated	Multiethnic or Multiracial
O in a relationship with an unmarried partner	Other (Write in the blank)
never married	
Q30. Do you have any children under the age of 18?	Q34. What was your household's income (before taxes) from all sources last year?
○ Yes	Please include income such as wages, public assistance, social security,
○ No	investments, etc.
Q31. Do you have any grandchildren under the	O \$0-\$10,000
age of 18?	O \$10,001-\$20,000
○ Yes	O \$20,001-\$30,000
○ No	O \$30,001-\$40,000
Q32. What is the highest grade or year of school	O \$40,001-\$50,000
you completed (including home school)?	O \$50,001-\$60,000
Never attended school	O \$60,001-\$70,000
Only attended kindergarten	O \$70,001-\$80,000
○ Grades 1 – 8 (elementary)	O \$80,001-\$90,000
○ Grades 9 – 11 (some high school)	O \$90,001-\$100,000
Grade 12 or GED (high school graduate)	O More than \$100,000 dollars
Ocollege, 1 year to 3 years (some college or associate degree)	O Don't Know / Not sure
O College, 4 years or more (bachelor degree or higher)	

Thank you for completing the survey!

Please mail it in the enclosed postage-paid envelope we provided.

NO STAMP IS NEEDED.

## Appendix C: Map of City Quadrants



## Appendix D: References

Dillman, Don A., Jolene D. Smyth and Leah Melani Christian. 2009. *Internet, Mail, and Mixed-Mode Surveys: The Tailored Design Method.* Hoboken, NJ: Wiley.



Center for Social Research
Indiana University - Purdue University Fort Wayne
2101 E. Coliseum Blvd.
Fort Wayne, IN 46805-1499
www.ipfw.edu/csr