

2022 Community Interest and Opinion Survey

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Persons.

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For more than 35 years, our mission has

been to help municipal governments

gather and use survey data to enhance

organizational performance.

MONTANA

Purpose

To objectively assess usage, satisfaction, and needs for a wide range of park and recreation facilities and programs

To help identify opportunities for the City to better serve the leisure and recreation needs of the community

Methodology

Survey Description

• Six-page survey

Method of Administration

- By mail and online to a random sample of households in the City
- Each survey took approximately 15-20 minutes to complete

Sample Size

• 417 completed surveys

Margin of Error

• +/- 4.8% at the 95% level of confidence

What We Learned

- 85% of respondents indicated their household used parks or facilities offered by the City during the past year
- •35% of respondents indicated their household has participated in programs offered by Norman during the past year
- Most respondents depend on the City of Norman Parks and Recreation (73%) or the University of Oklahoma (54%) for parks, recreation facilities, or recreation programs

Top Priorities Based on PIR Analysis

RECREATION AMENITIES

- 1. Trails, steps, pathways
- 2. Indoor swimming pool
- 3. Community gardens
- 4. Dedicated social space for active older adults
- 5. Park benches to relax, read, enjoy nature
- 6. Indoor fitness classes
- 7. Dog parks

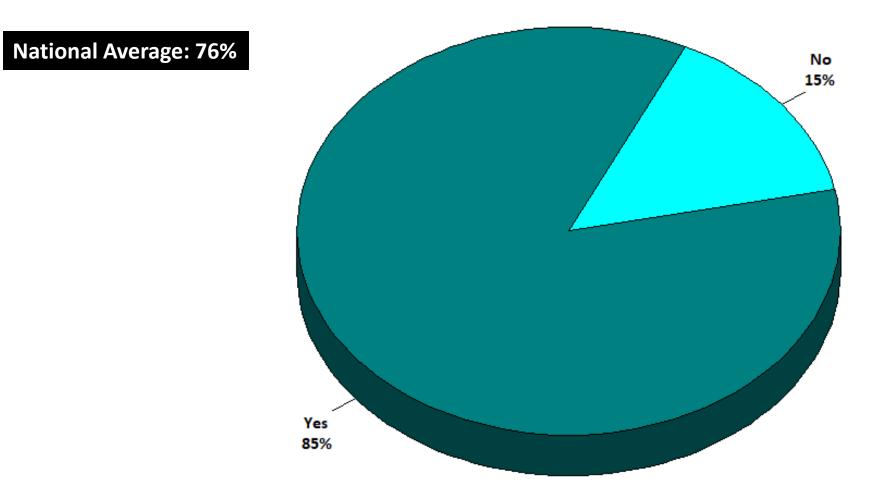
RECREATION PROGRAMS

- 1. Adult fitness and wellness programs
- 2. Community event programs
- 3. Nature/environmental education programs
- 4. Fitness/exercise classes
- 5. Community garden programs
- 6. Outdoor hiking/walking clubs
- 7. Adult art/performing arts programs

Usage and System Ratings

Q1. Have you or other members of your household visited any parks or facilities offered by the City of Norman Parks and Recreation Department during the past year?

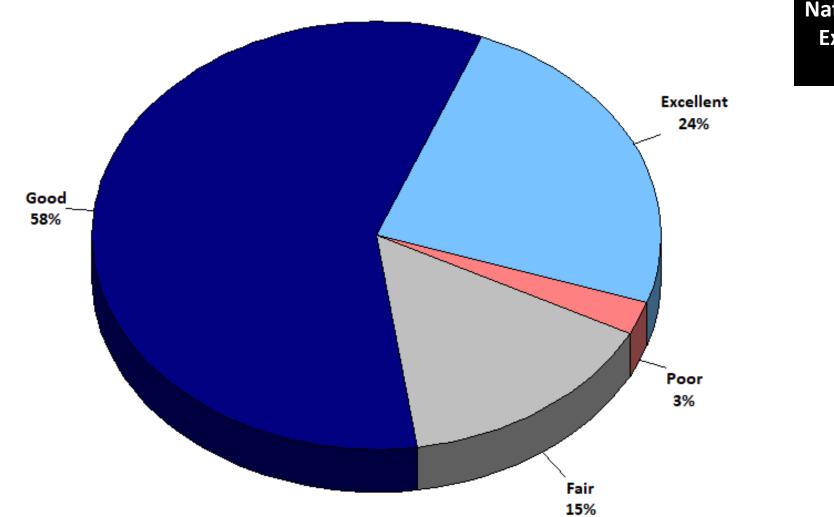
by percentage of respondents



Usage/visitation is significantly higher than the National Average

Q1a. How would you rate the overall quality of the City's Parks and Recreation Department programs and events?

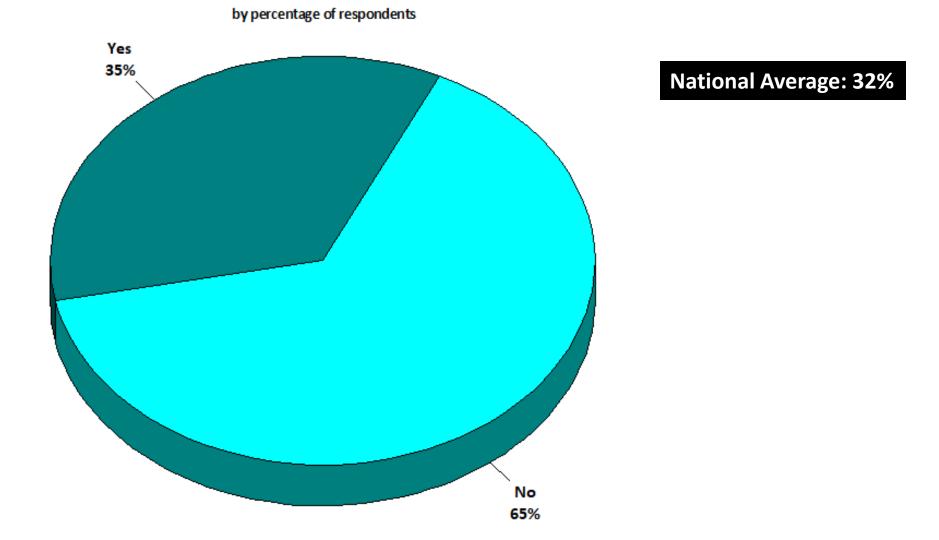
based on the 85% of respondents who said "YES" to Q1



National Average Excellent: 27% Good: 52%

City's "excellent" and "good" ratings are much higher than National Average

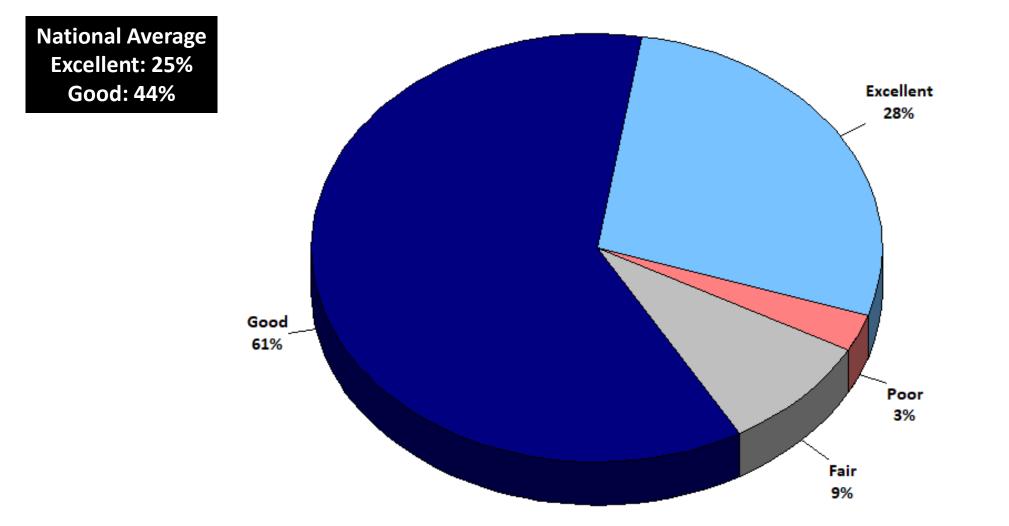
Q2. In the past two years, have you or other members of your household participated in any programs offered by the City of Norman Parks and Recreation Department?



Participation programs are aligned with National Average

Q2a. How would you rate the overall quality of the City's Parks and Recreation Department programs and events?

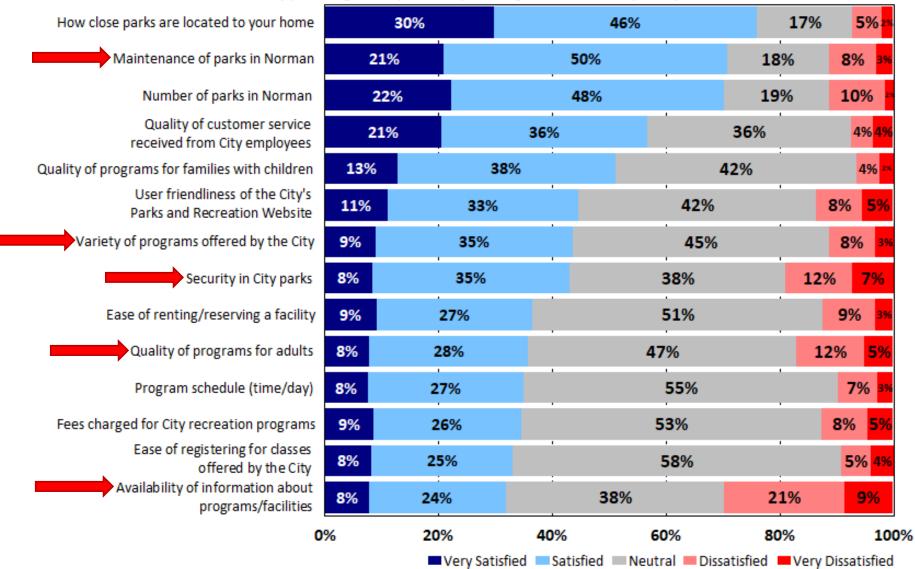
based on the 35% of respondents who said "YES" to Q2



Overall ratings are significantly higher than National Average

Q9. Satisfaction with parks and recreation services provided by the Norman Parks and Recreation Department

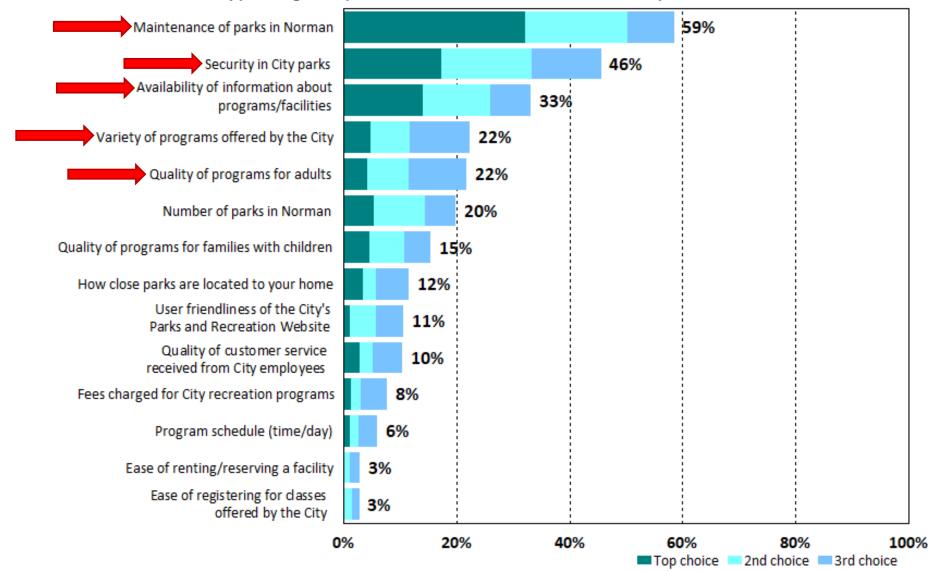
by percentage of respondents (exlcuding "don't know" responses)



Items highlighted received the highest level of importance ratings

Q10. Which three items should receive the most emphasis over the next 5 years?

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



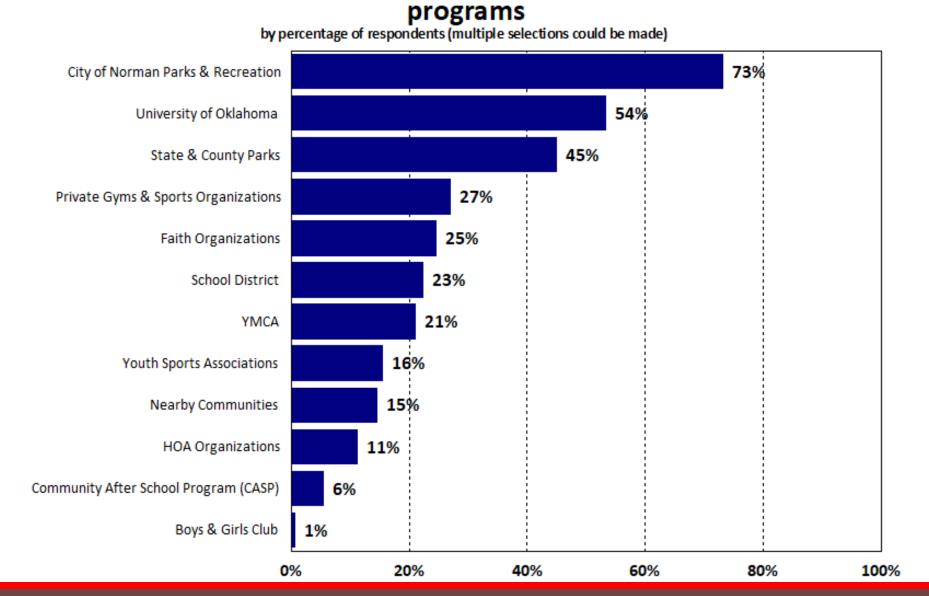
Items with above average importance and below average satisfaction should receive the highest level of investment

2022 Importance-Satisfaction Rating Norman, Oklahoma Major Parks and Recreation Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
	100/		100/	•		
Security in City parks	46%	2	43%	3	0.2595	1
Availability of information about programs/facilities	33%	3	32%	4	0.2257	2
Maintenance of parks in Norman	59%	1	71%	1	0.1714	3
Quality of programs for adults	22%	5	36%	6	0.1400	4
Variety of programs offered by the City	22%	4	44%	8	0.1261	5
Quality of programs for families with children	15%	7	51%	5	0.0753	6
Number of parks in Norman	20%	6	70%	2	0.0595	7
User friendliness of the City's Parks and Recreation Website	11%	9	45%	7	0.0588	8
Fees charged for City recreation programs	8%	11	35%	11	0.0504	9
Quality of customer service received from City employees	10%	10	57%	14	0.0450	10
Program schedule (time/day)	6%	12	35%	12	0.0391	11
How close parks are located to your home	12%	8	76%	13	0.0278	12
Ease of registering for classes offered by the City	3%	14	33%	9	0.0187	13
Ease of renting/reserving a facility	3%	13	37%	10	0.0184	14

IS Ratings above 0.1000 are high priorities for improvement

Q8. Please check all the organizations you or your household use to satisfy your needs for parks, recreation facilities, or recreation

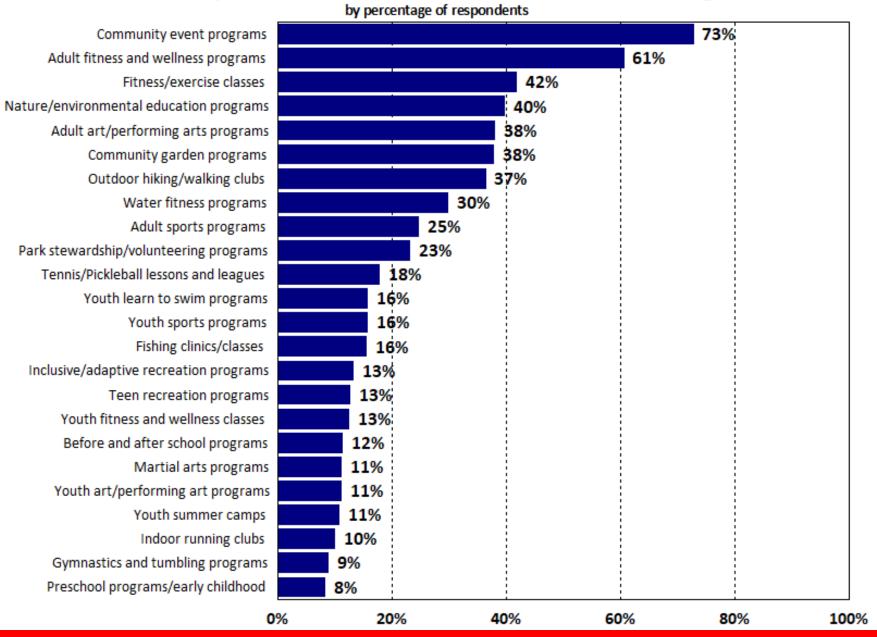


The City and the University of Oklahoma are the primary recreation providers in the area

Program Priorities

UNMET NEEDS AND PRIORITIES FOR PROGRAMS

Q11. Respondents With Need for Recreation Programs



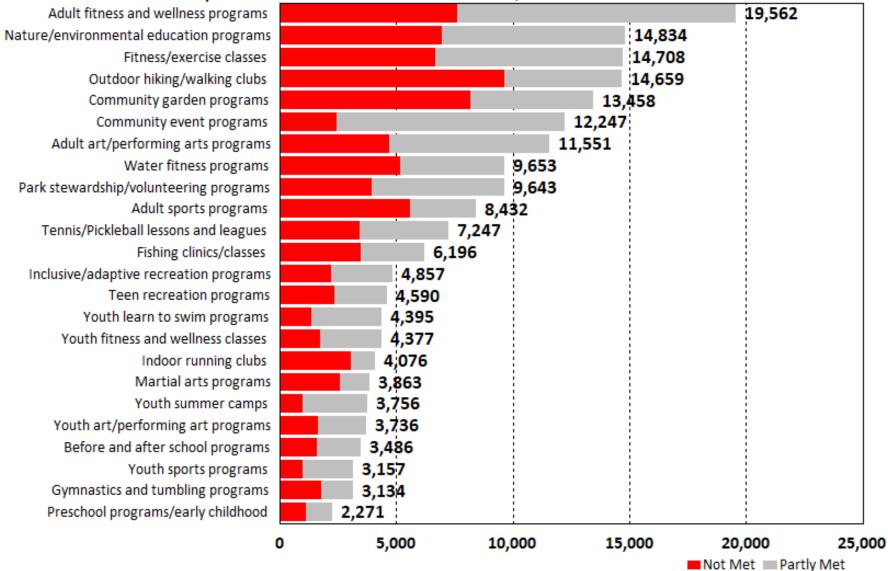
Q11. How Well Households' Needs For Recreation Programs Are Currently Being Met

by percentage of respondents who answered "Yes" to Q11

Community event programs	1	9%		46%	6		27%	7%	
Youth sports programs	2	22%		37%	37%			13%	
Preschool programs/early childhood		24%		21%		6 2		28%	
Youth learn to swim programs	2	20%		24%		39%		18%	
Adult art/performing arts programs	10%		28%		37%		25	%	
Before and after school programs	149	6	24%		33%		29%	6	
Adult fitness and wellness programs	6%	28	3%		40%		26%		
Water fitness programs	9%	2	6%		31%		35%		
Youth art/performing art programs	14%	% 19%			38%		30%		
Martial arts programs	149	6 1	16% 23%		6	47%			
Adult sports programs	9%	21	%	24%		4	46%		
Youth summer camps	16	5% 13%			53%	•			
Fitness/exercise classes	8%	8% 21%		39%			33%		
Youth fitness and wellness classes	5%	<mark>% 24</mark> %		43%		29		6	
Gymnastics and tumbling programs	13%			31%		41%			
Community garden programs	7%			28%		44%			
Teen recreation programs	149			36%		38%			
Inclusive/adaptive recreation programs	12%	149			40%		34%		
Nature/environmental education programs	4%	20%			40%		36%		
Fishing clinics/classes	6%	13%			86%		45%		
Outdoor hiking/walking clubs	8%	10%	1				54%		
Tennis/Pickleball lessons and leagues	8%	10%	1		44%		39%		
Indoor running clubs	12%	6%	21%			62%			
Park stewardship/volunteering programs	5% 1	1%		50%			35%		
			0/	409/	~)%	80%	10	
Ŭ	%	20	70	40%	_	ø% ∕lostly Met ≡ F		10 Not Met	

Q11. Estimated Number of Households in the City Whose Recreation Programs Needs are Partly or Not Met

by number of households based on an estimated 48,977 households in Norman



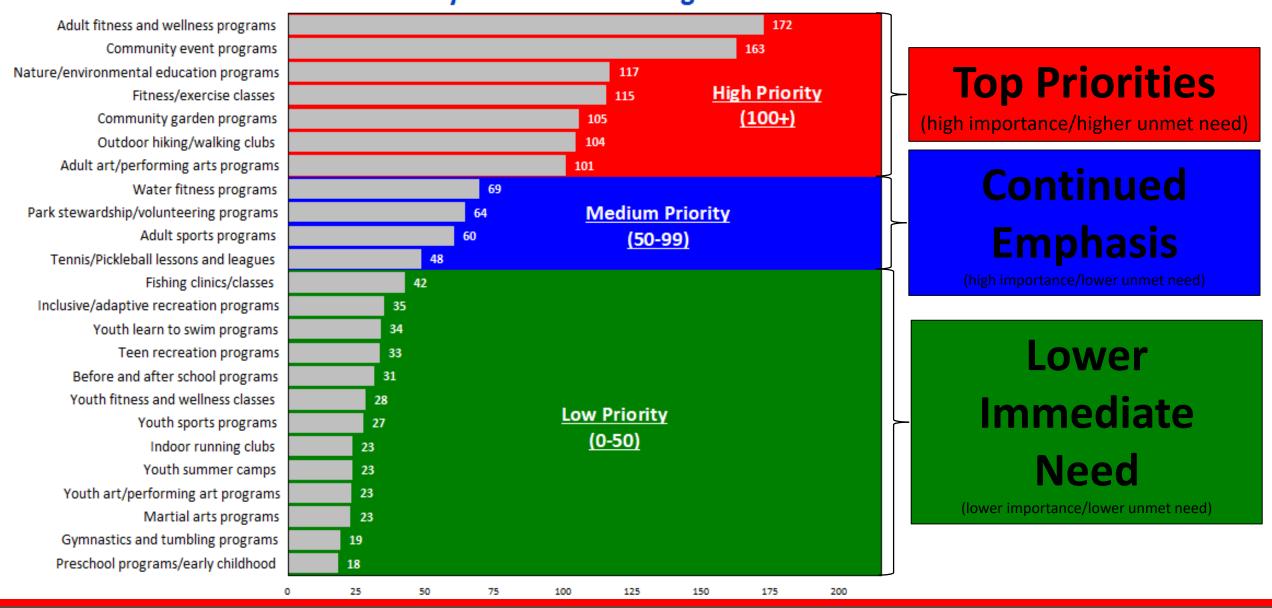
Q12. Most Important Recreation Programs to Households

Community event programs 59% Adult fitness and wellness programs 43% Adult art/performing arts programs 24% Nature/environmental education programs 24% Fitness/exercise classes 24% Community garden programs 22% 17% Outdoor hiking/walking clubs 12% Water fitness programs 10% Adult sports programs Park stewardship/volunteering programs **9%** Before and after school programs 8% Tennis/Pickleball lessons and leagues 7% 7% Youth learn to swim programs 7% Youth sports programs Fishing clinics/classes 6% Inclusive/adaptive recreation programs 6% Teen recreation programs 6% Preschool programs/early childhood 4% Youth fitness and wellness classes 3% Youth summer camps 2% Youth art/performing art programs 2% Martial arts programs 2% Gymnastics and tumbling programs 2% Indoor running clubs 1% 0% 20% 40% 60% 80% 100%

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

Top choice 2nd choice 3rd choice 4th choice

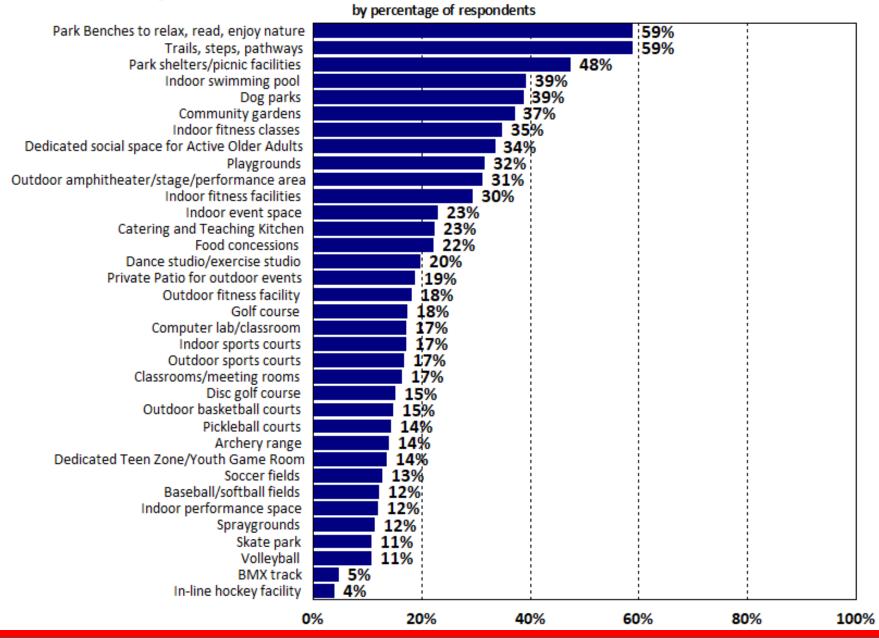
Top Priorities for Investment for Recreation Programs Based on the Priority Investment Rating



Facility Priorities

UNMET NEEDS AND PRIORITIES FOR FACILITIES

Q13. Respondents With Need for Recreation Facilities/Amenities



Showing the 20 most selected items – a total of 39 items were included in this list

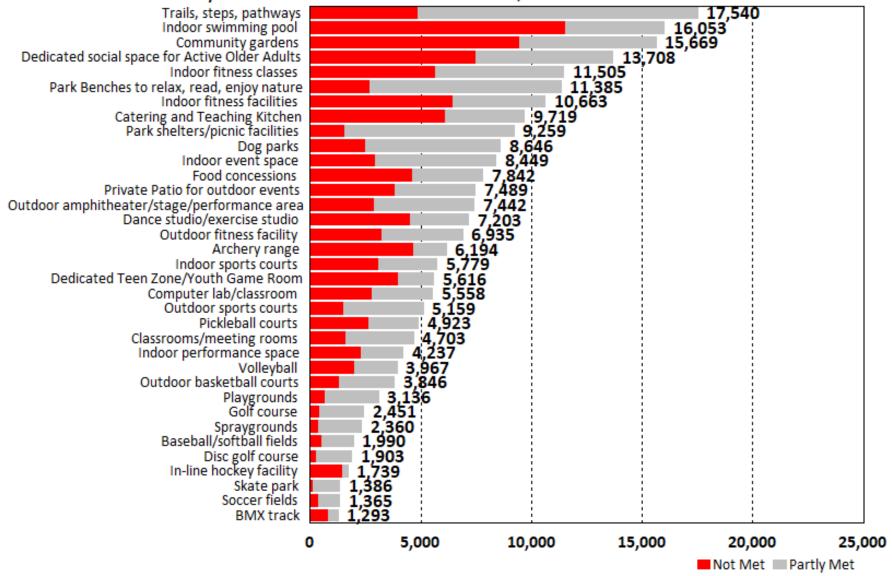
Q13. How Well Households' Needs For Recreation Facilities/Amenities Are Currently Being Met

by percentage of respondents who answered "Yes" to Q13

Playgrounds		31%			49%		16%	4%
Soccer fields	35%			43%			16%	
Disc golf course	31%			44%			22%	
Skate park		36%			38%		24%	2%
Golf course		43%			29%		24%	5%
Baseball/softball fields		%		42%		249	6	9%
Park Benches to relax, read, enjoy nature	18%		439			30%		9%
Park shelters/picnic facilities	17%		439			33%		7%
Spraygrounds	2	28%		30%		35%		7%
Dog parks	16%		39%			32%		3%
Outdoor amphitheater/stage/performance area	17%		34%		30%	5	19%	
Outdoor basketball courts	15%		33%		35%		18%	6
BMX track	25	5%	20%		20%		35%	
Classrooms/meeting rooms	16%		26%		38%		20%	
Trails, steps, pathways	13%	13% 26%			44%		17%	
Outdoor sports courts	14%	24	%		44%		19%	6
Computer lab/classroom	<u>9%</u> 11%	25%		33%	5		33%	
Indoor fitness classes	11%	22%		34%			33%	
Indoor sports courts	11%	21%		32%			37%	
Pickleball courts	13%	17%		32%			8%	
Food concessions	10% 9% 12%	18%		30%		429	6	
Indoor performance space	9%	19% 15%		33%			%	
Indoor fitness facilities	12%	15%		9%		45%		
Dance studio/exercise studio	7% 8%	19%	28			46%		
Indoor event space	8%	17%		49%			26%	
Volleyball	10%	15%		38%		3	8%	
Outdoor fitness facility		8%		41%			37%	
Private Patio for outdoor events	6% 13	3%	409	%		41	%	
Dedicated social space for Active Older Adults	4% 12%		38%			46%		
Indoor swimming pool	11%		23%			50%		
Dedicated Teen Zone/Youth Game Room			25%			59%		
Community gardens	5% 9%		34%			52%		
In-line hockey facility	13%	13%			73%			
Catering and Teaching Kitchen	5% 7%		33%			55%		
	4% 6%	22%			67%	5		
c)%	20%	40	0%	60%	80)%	100
					Mostly me			

Q13. Estimated Number of Households in the City Whose Recreation Facility/Amenity Needs are Partly or Not Met

by number of households based on an estimated 48,977 households in Norman



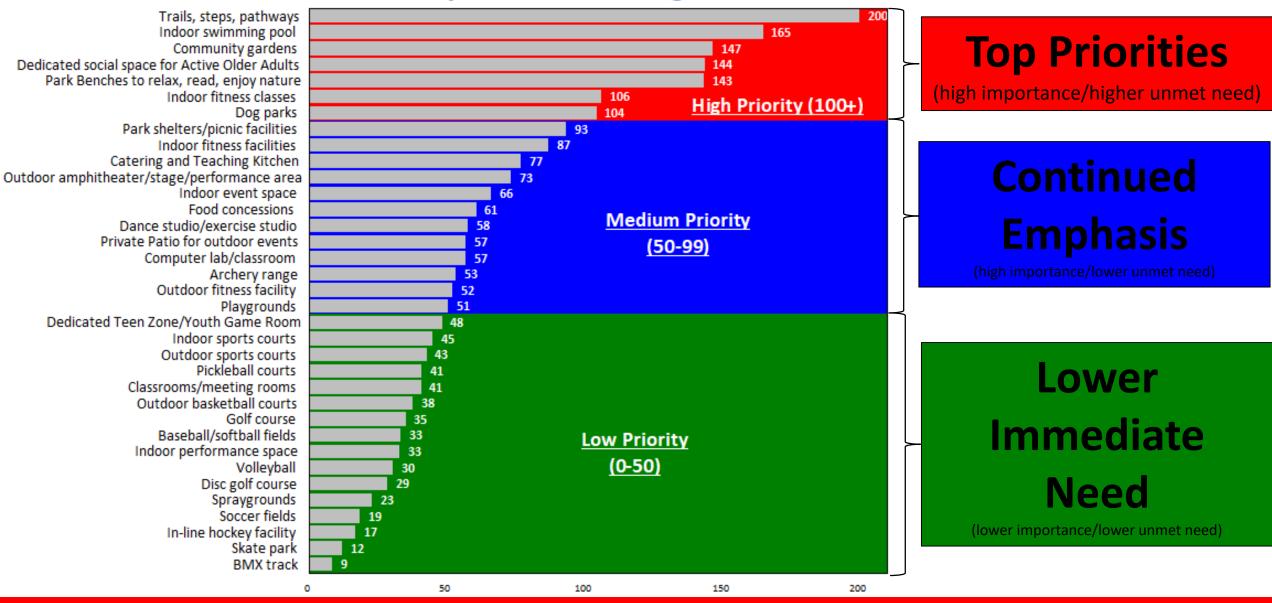
Q14. Most Important Recreation Facilities/Amenities to Households

33% Trails, steps, pathways 26% Park Benches to relax, read, enjoy nature 24% Indoor swimming pool Dedicated social space for Active Older Adults 22% Community gardens 19% 18% Dog parks 13% Park shelters/picnic facilities 13% Indoor fitness classes 11% Playgrounds Outdoor amphitheater/stage/performance area 10% Indoor fitness facilities 9% Computer lab/classroom 8% Baseball/softball fields 7% 7% Catering and Teaching Kitchen 7% Golf course Indoor event space 6% 6% Archery range 6% Disc golf course Dance studio/exercise studio 6% Dedicated Teen Zone/Youth Game Room 5% Food concessions 5% Outdoor basketball courts 5% 5% Private Patio for outdoor events Classrooms/meeting rooms 5% 4% Outdoor sports courts 4% Pickleball courts 4% Outdoor fitness facility 4% Indoor sports courts 4% Soccer fields 3% Spraygrounds Indoor performance space 3% 3% Volleyball In-line hockey facility 2% Skate park 1% BMX track 0% 0% 20% 40% 60% Top choice 2nd choice 3rd choice 4th choice

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

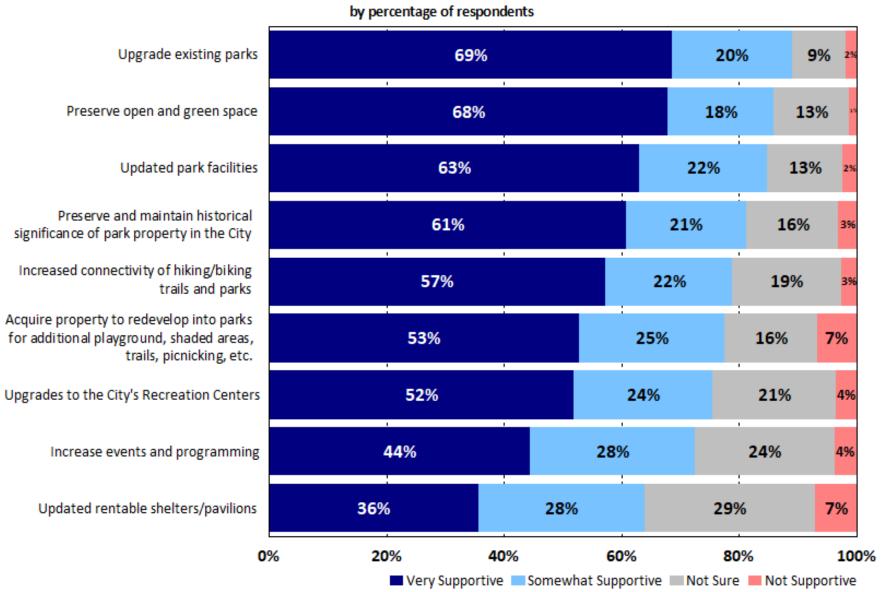
Top Priorities for Investment for Recreation Amenities/Facilities

Based on the Priority Investment Rating



Improvements and Support Mechanisms

Q15. Level of support for the City of Norman taking the following actions



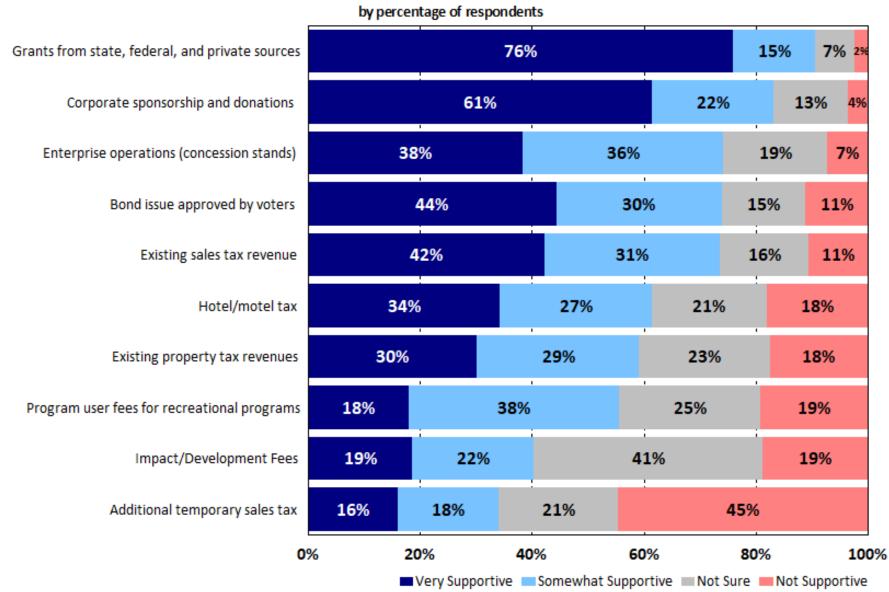
Q16. Which three items are most important to your household for the City to maintain and/or develop?

51% Upgrade existing parks 36% Updated park facilities 34% Preserve open and green space Acquire property to redevelop into parks for additional playground, shaded areas, 33% trails, picnicking, etc. Increased connectivity of hiking/biking 31% trails and parks Preserve and maintain historical 18% significance of park property in the City Increase events and programming 17% 16% Upgrades to the City's Recreation Centers Updated rentable shelters/pavilions 7% 0% 40% 60% 80% 100% 20%

Top choice 2nd choice 3rd choice

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

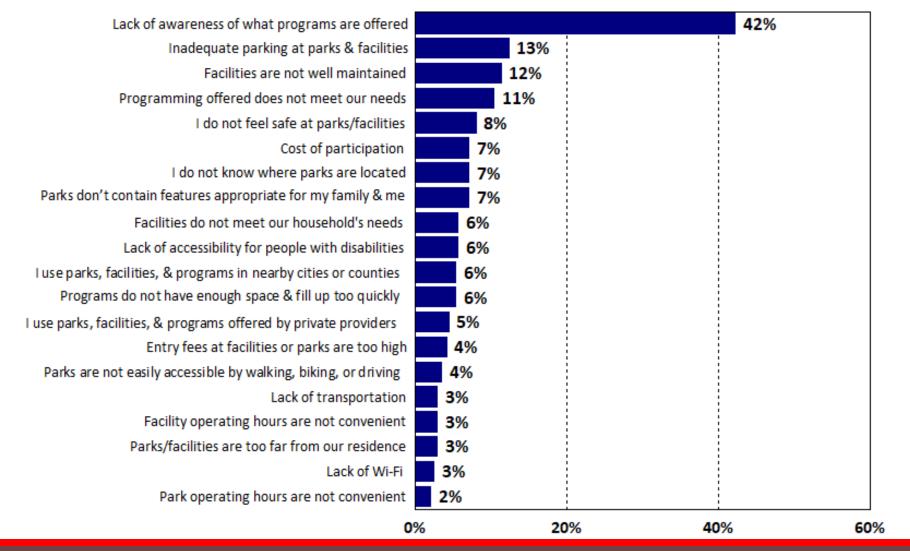
Q17. Level of support for potential funding mechanisms used to pay for actions in Question 15



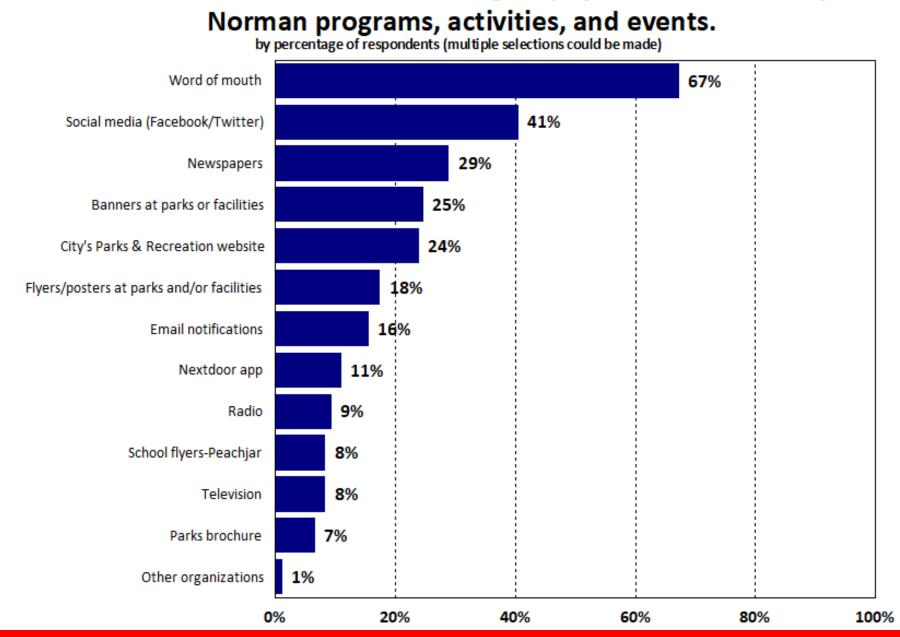
Communication and Barriers

Q3. Which of the following reasons prevent you or other members of your household from using parks, facilities, or programs offered by the City of Norman Parks and Recreation Department?

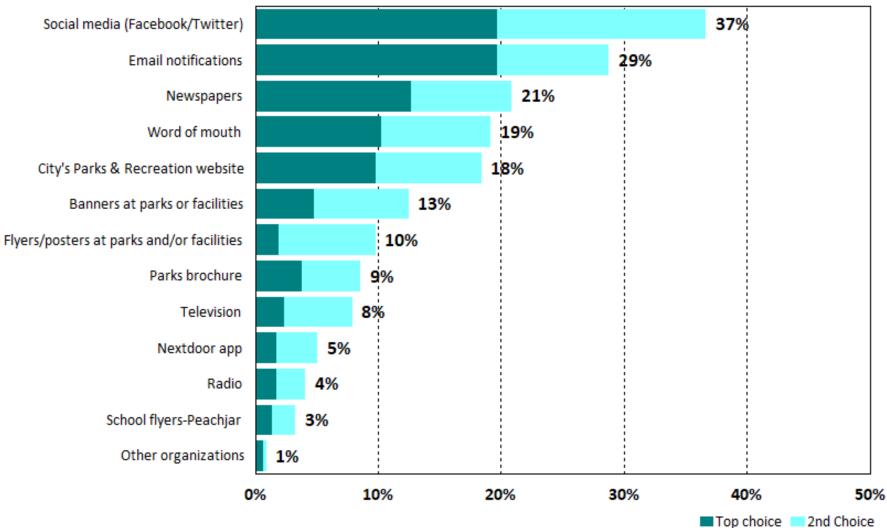
by percentage of respondents (multiple selections could be made)



Q4. Please check all of the following ways you learn about City of



Q5. Most preferred information resources used to get information about City of Norman Parks and Recreation Department programs, activities, and events



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

Questions?

THANK YOU