

The logo consists of the letters 'NP' stacked above '&R' in a bold, white, sans-serif font, set against a solid red square background.

**NP  
&R**

# 2022 Community Interest and Opinion Survey

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Since 2006,  
ETC Institute  
Has,  
In More Than  
**1,000 Cities**  
&  
**49 States,**  
Surveyed  
More Than  
**3,000,000**  
Persons.

**ETC Institute** is a National Leader  
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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.*



# 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

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- 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

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## 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

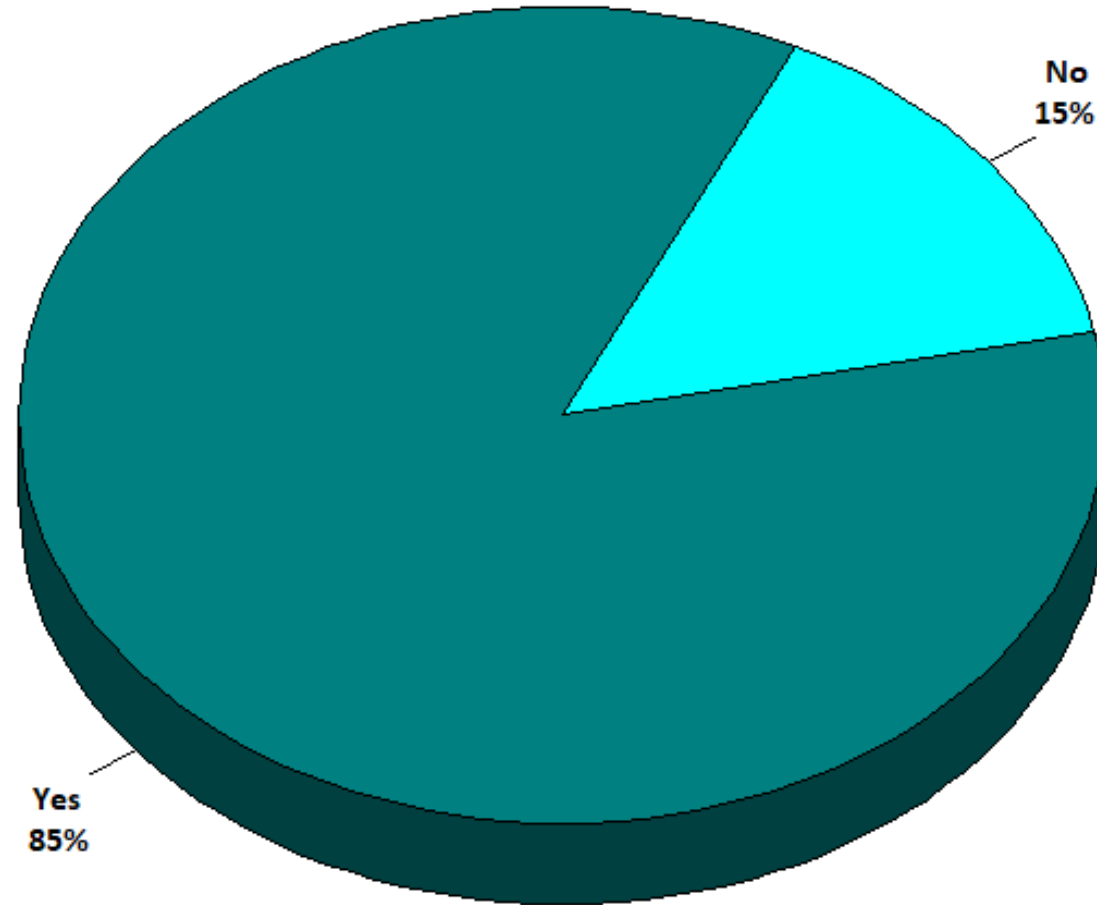
# Usage and System Ratings

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**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

**National Average: 76%**

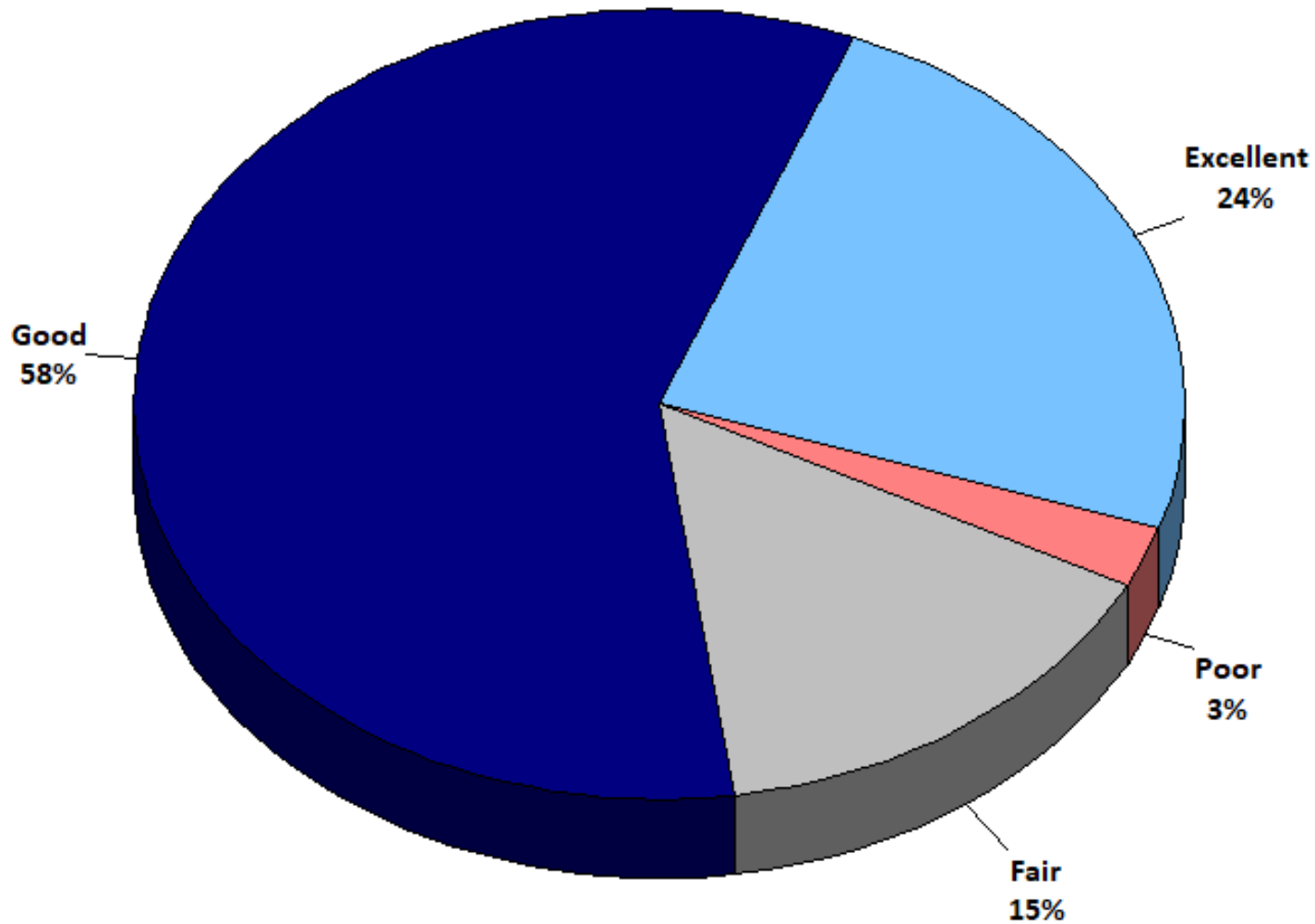


Usage/visitation is significantly higher than the National Average



# 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

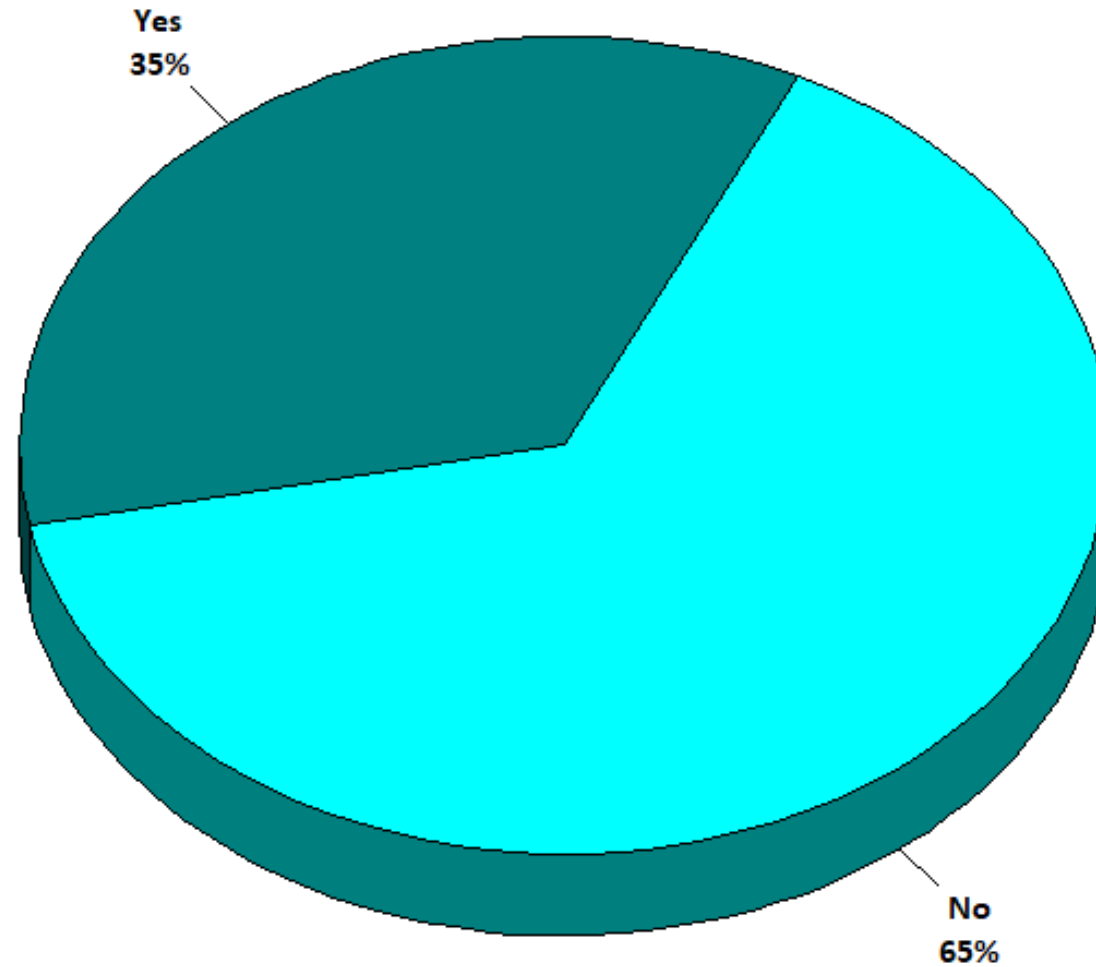


**National Average**  
Excellent: 27%  
Good: 52%

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?**

by percentage of respondents

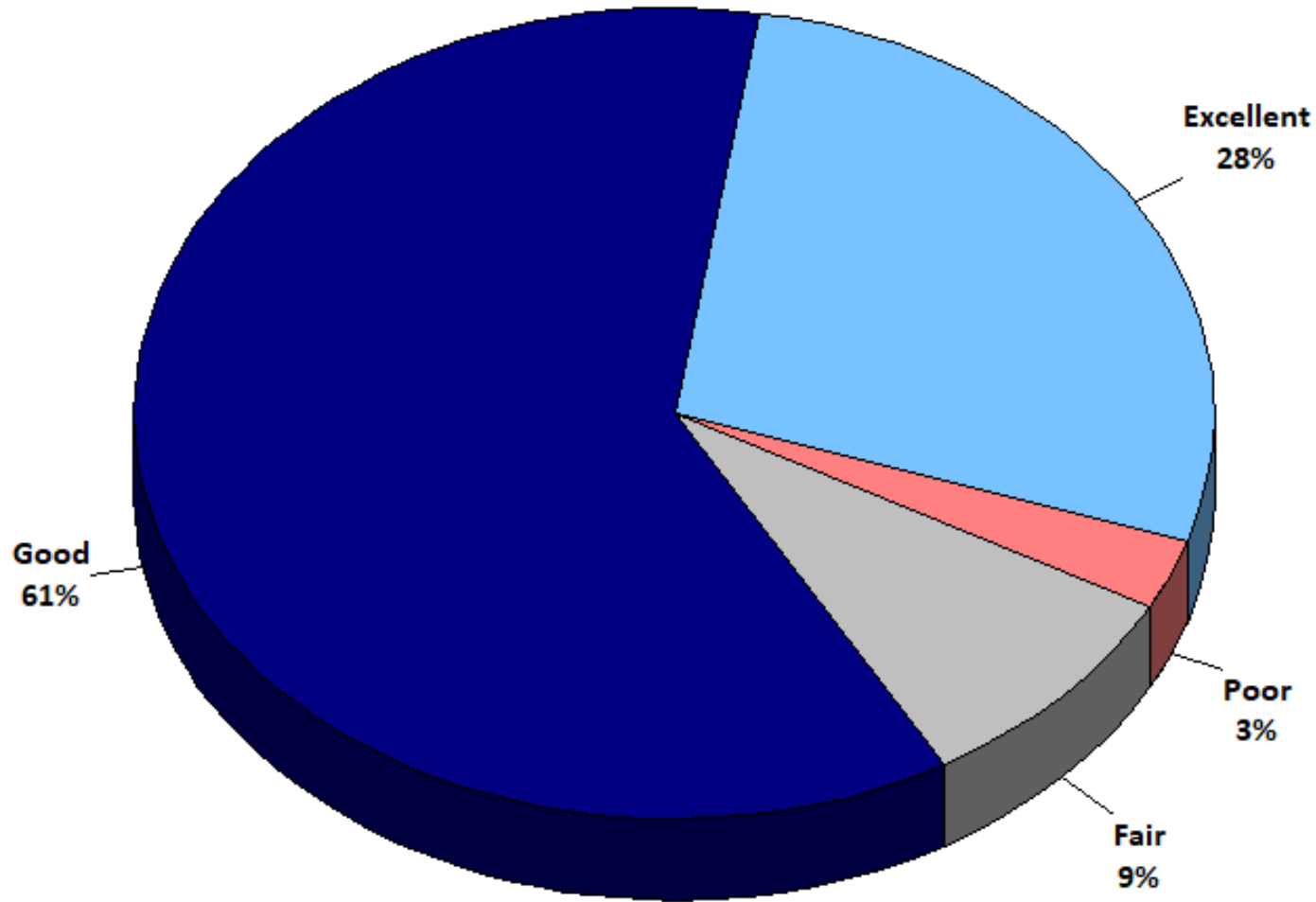


**National Average: 32%**

# 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

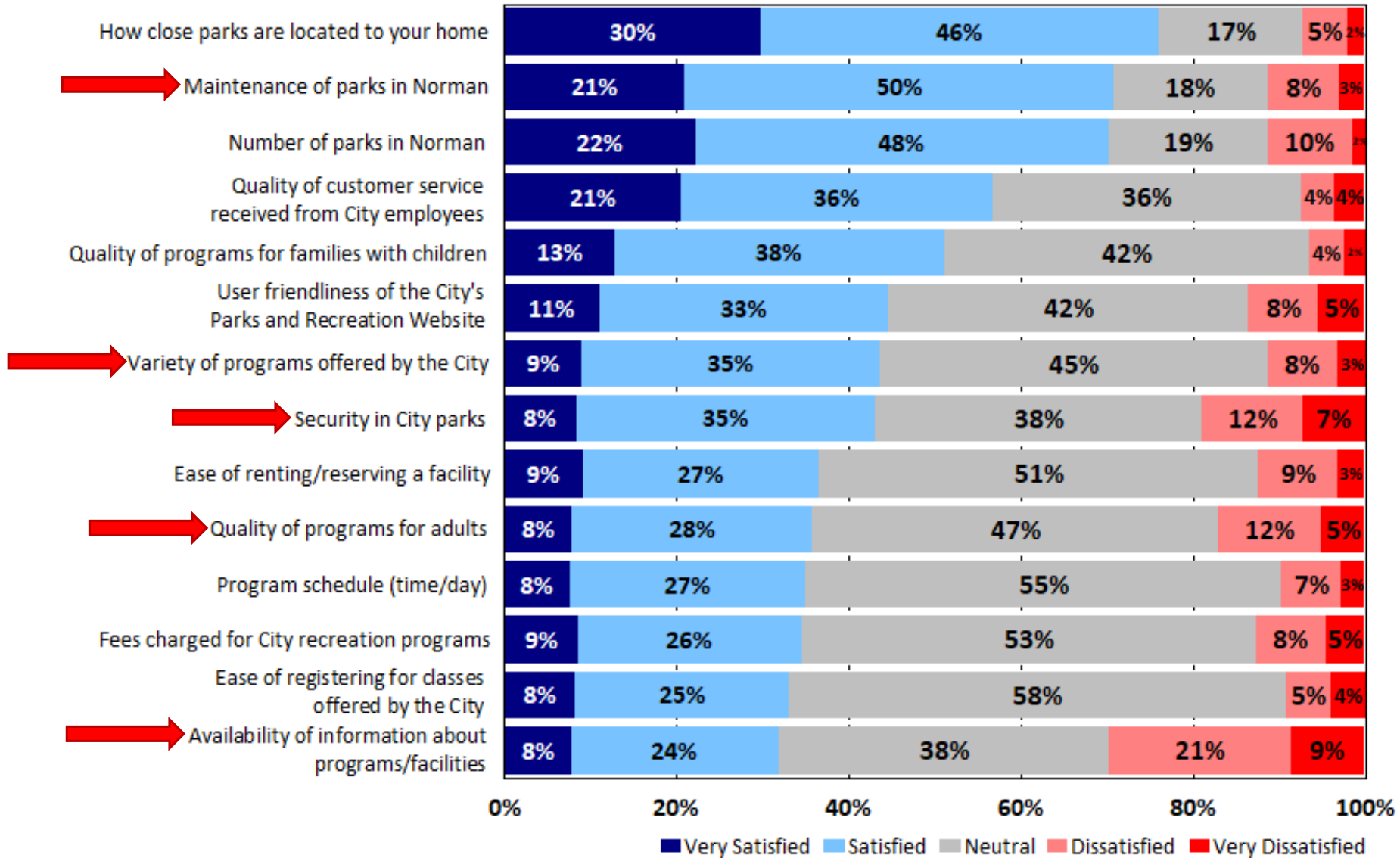
**National Average**  
**Excellent: 25%**  
**Good: 44%**



Overall ratings are significantly higher than National Average

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

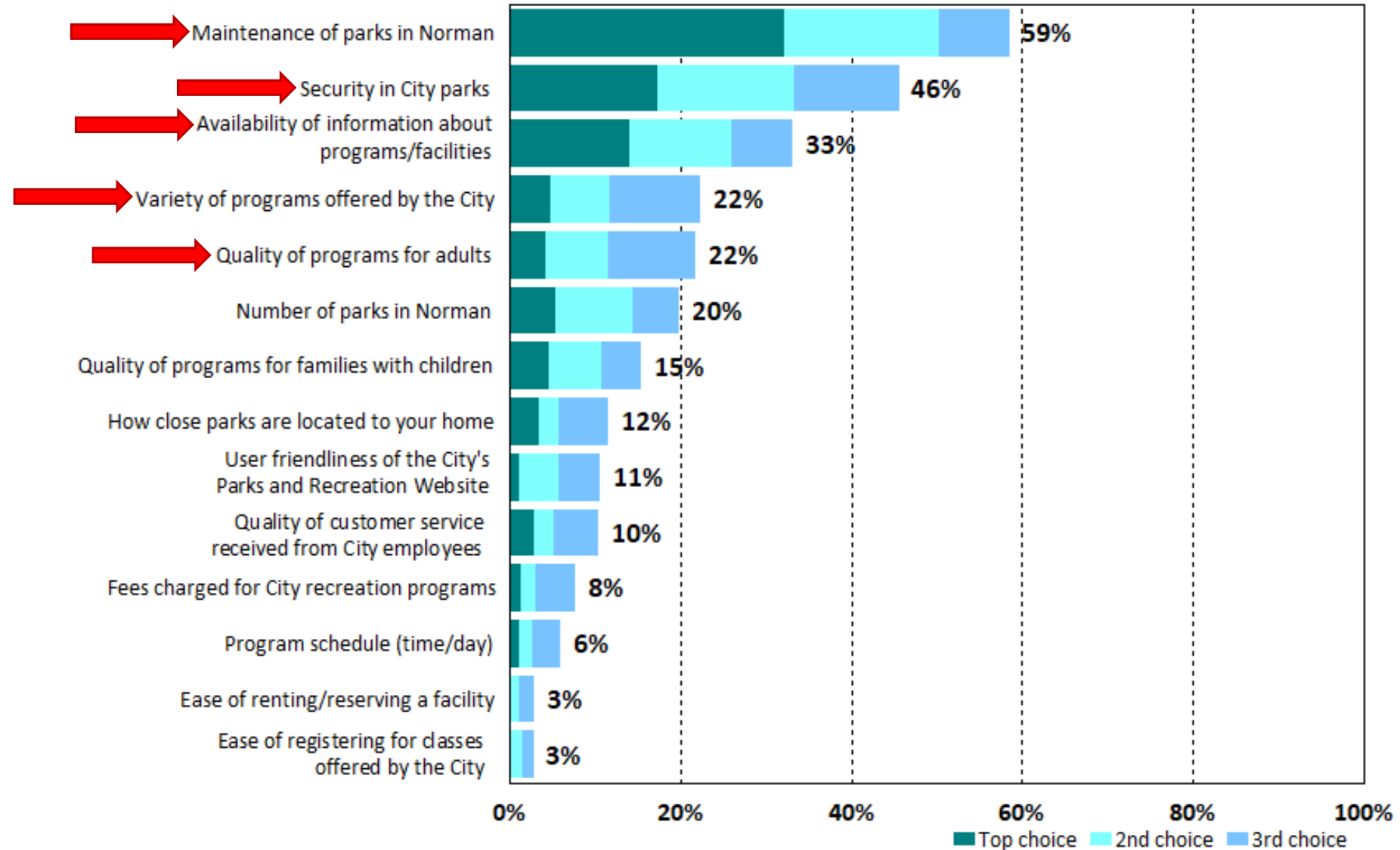
by percentage of respondents (excluding "don't know" responses)



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

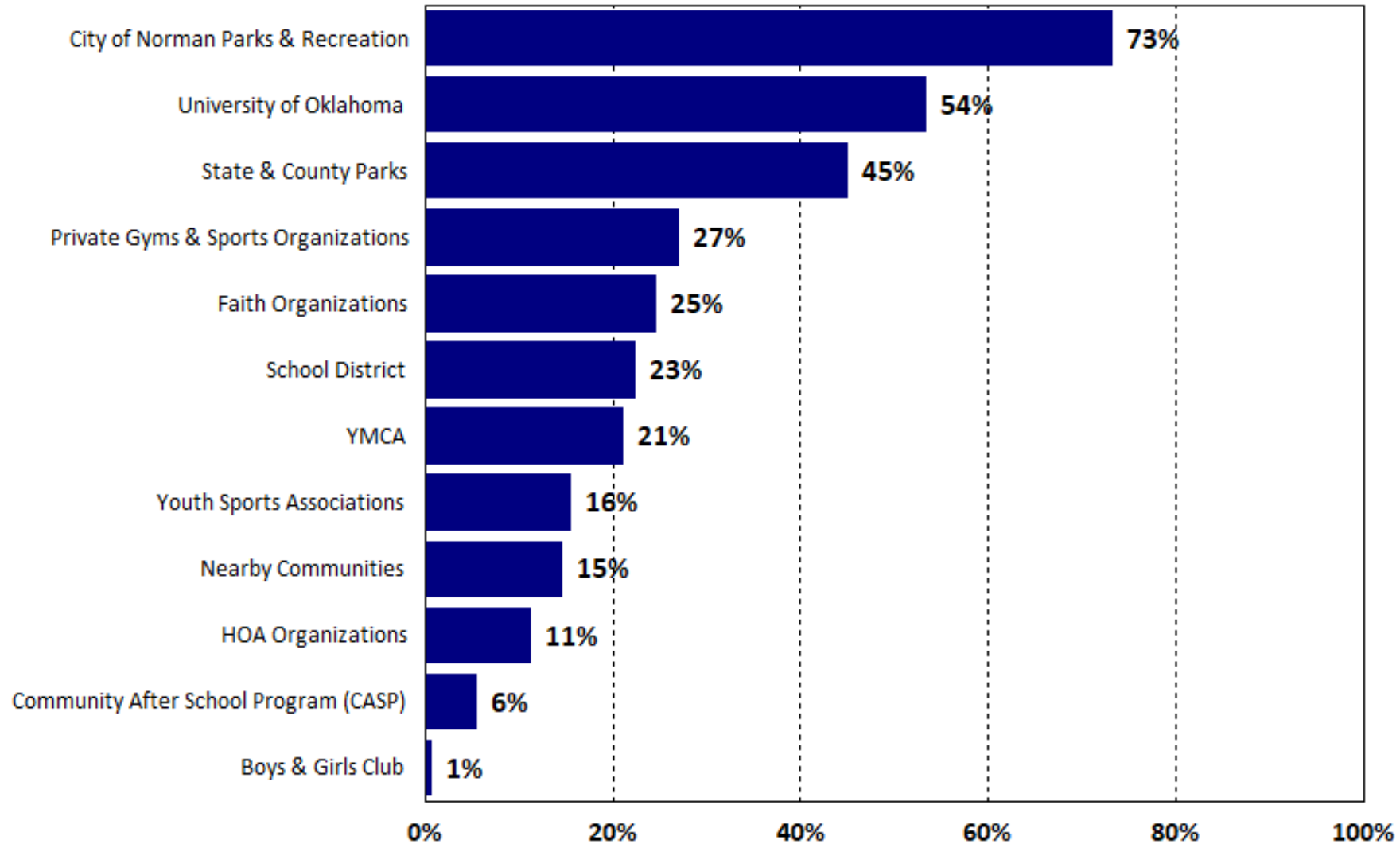
### Major Parks and Recreation Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
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 programs

by percentage of respondents (multiple selections could be made)



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

# Program Priorities

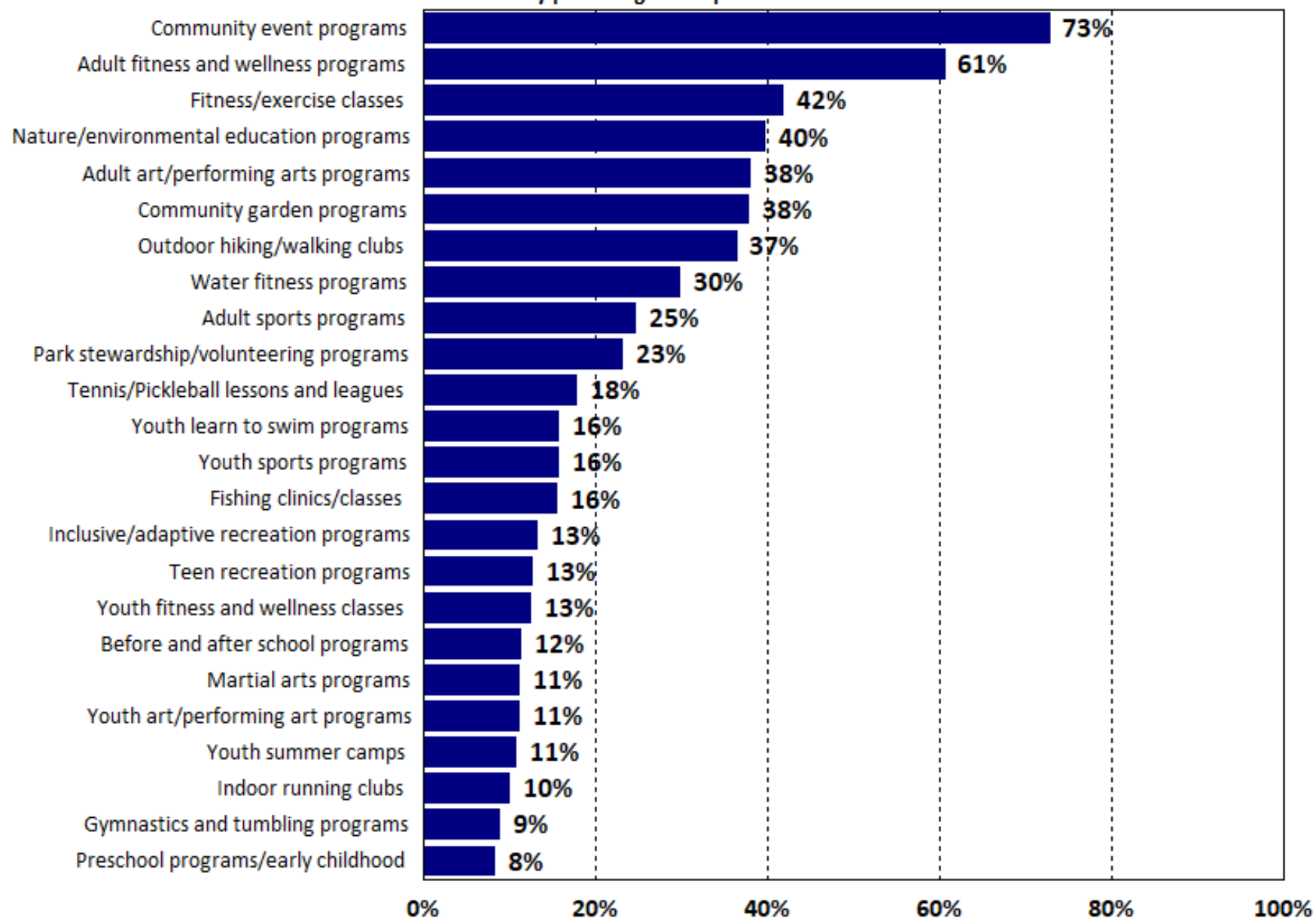
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UNMET NEEDS AND PRIORITIES FOR PROGRAMS



# Q11. Respondents With Need for Recreation Programs

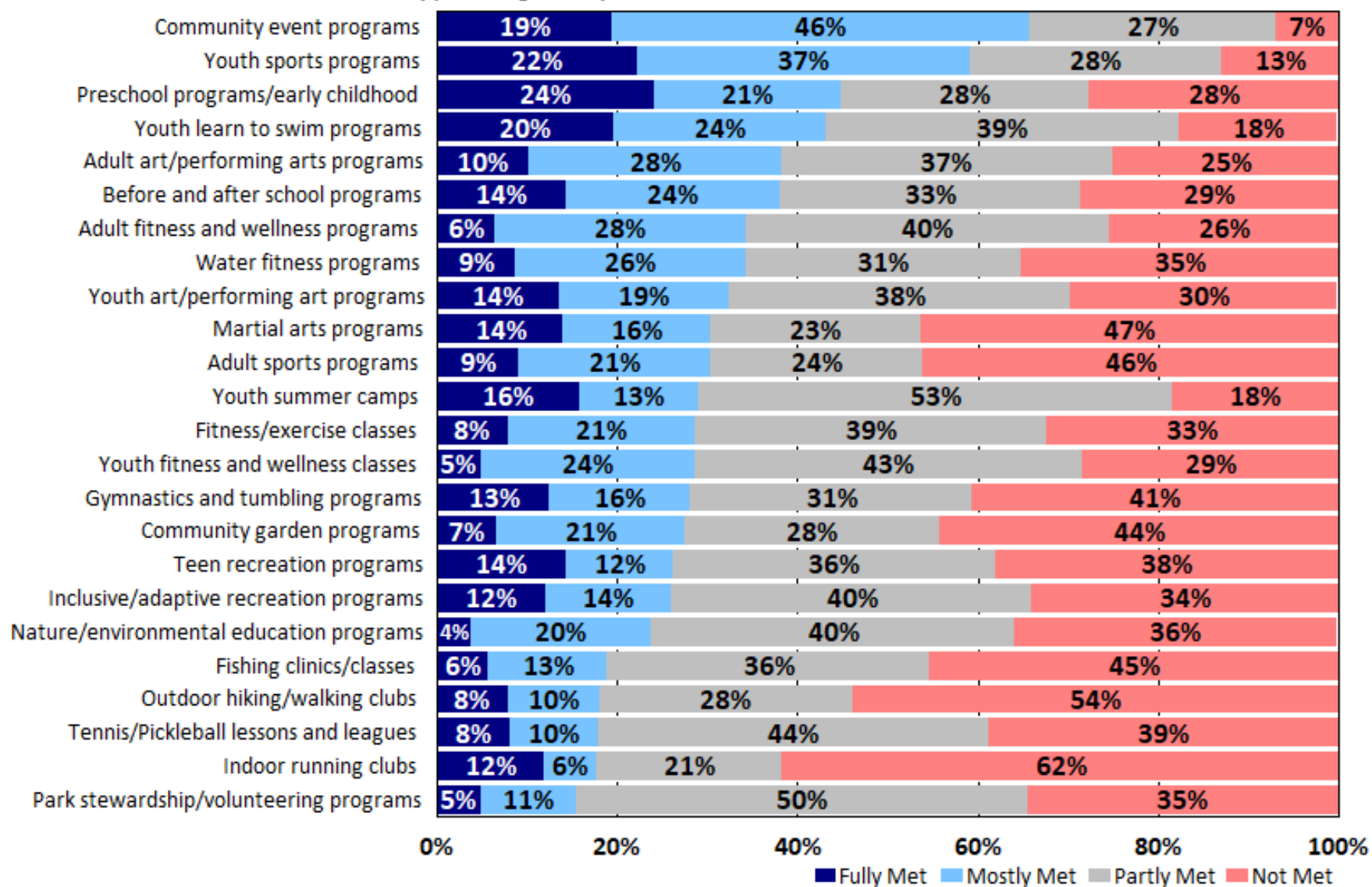
by percentage of respondents



# Q11. How Well Households' Needs For Recreation

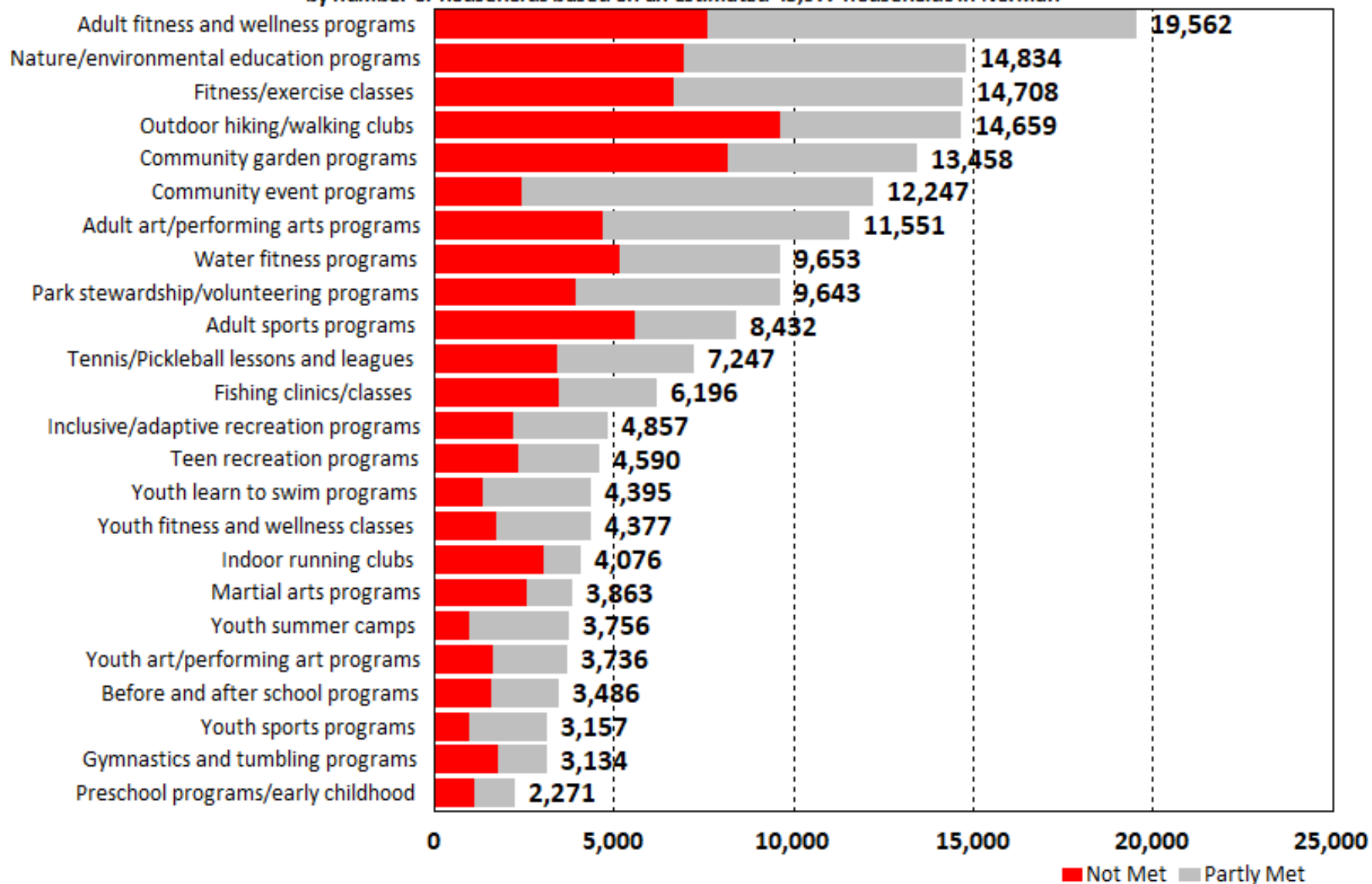
## Programs Are Currently Being Met

by percentage of respondents who answered "Yes" to Q11



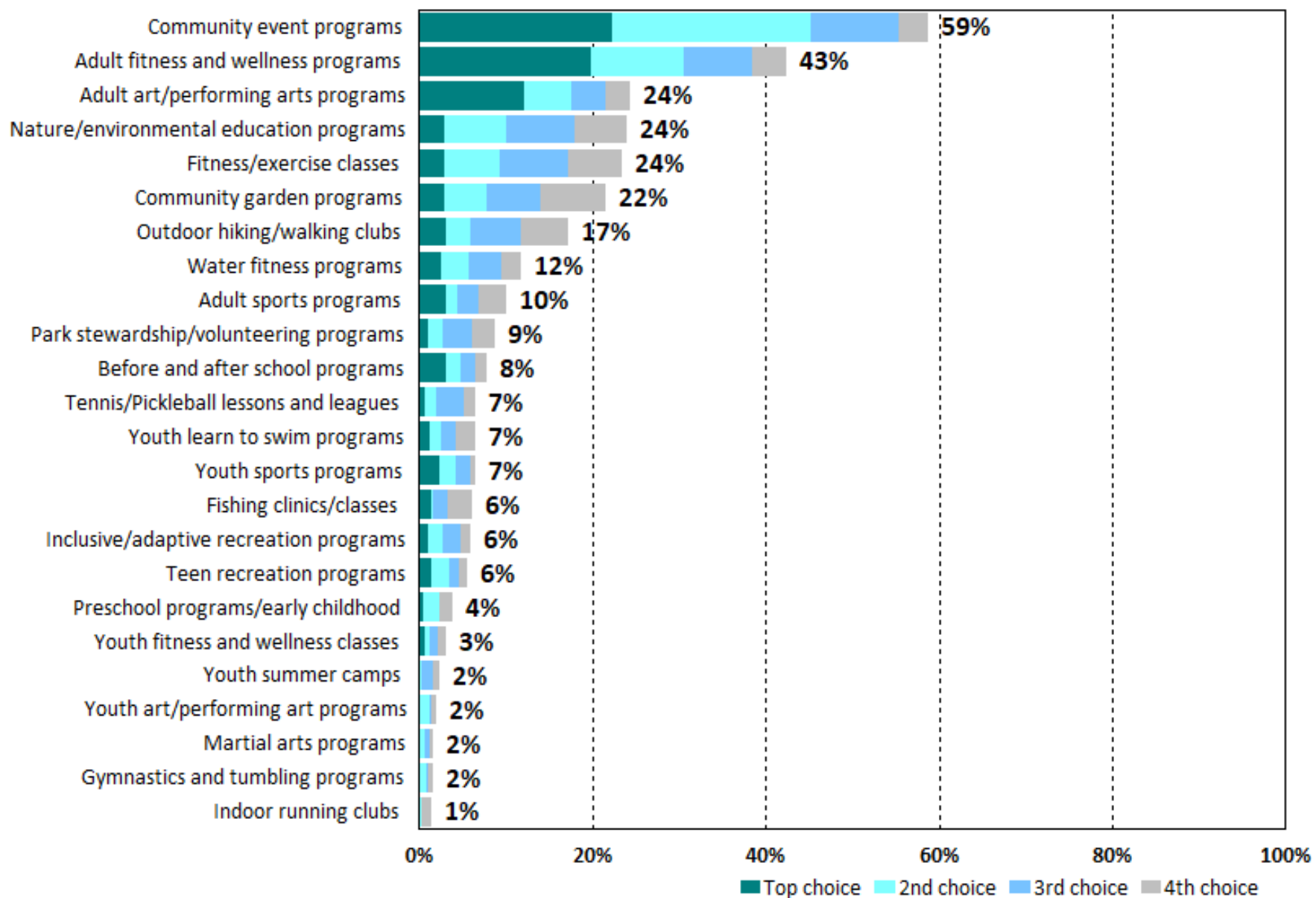
# Q11. Estimated Number of Households in the City Whose Recreation Programs Needs are Partly or Not Met

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



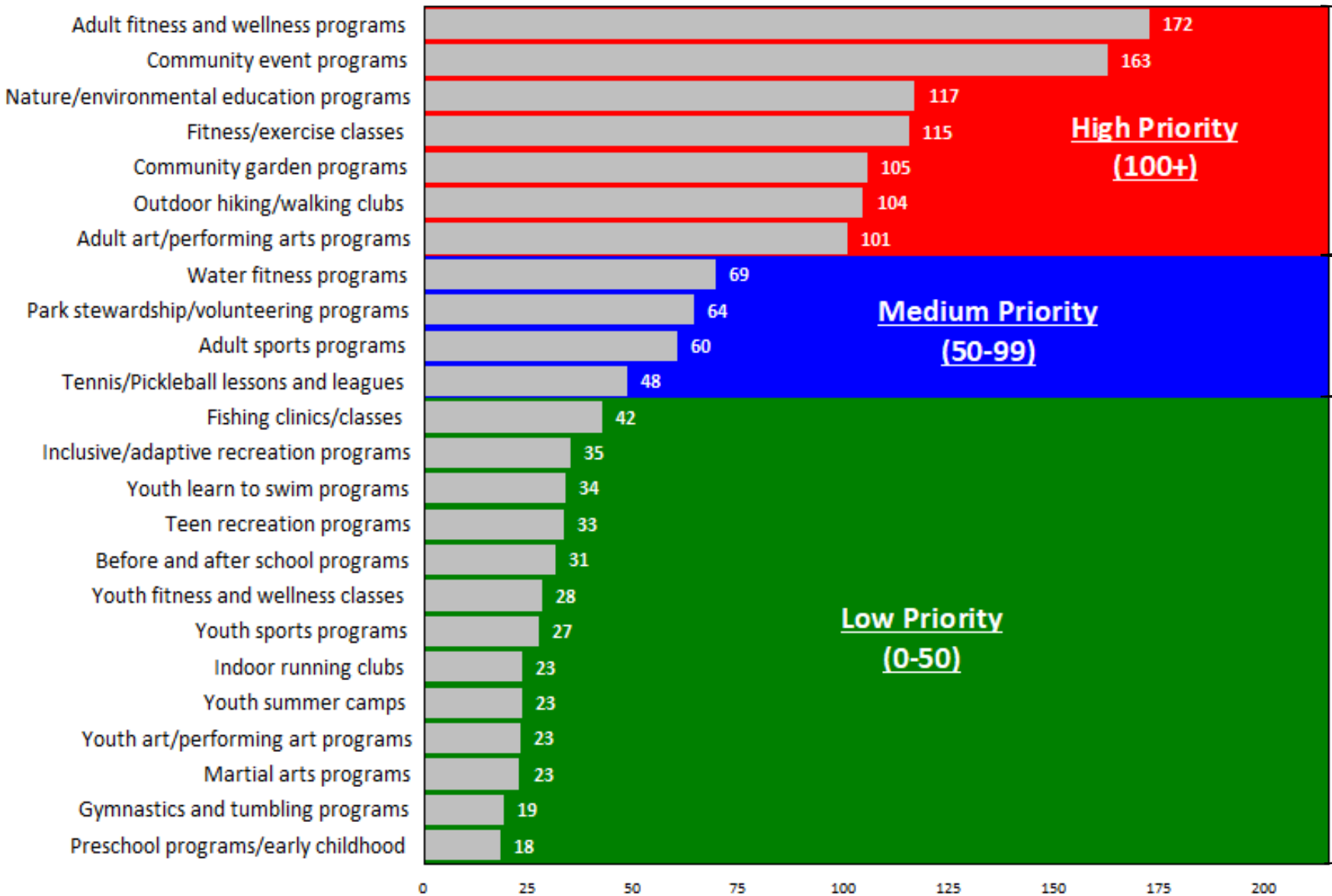
# Q12. Most Important Recreation Programs to Households

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



# Top Priorities for Investment for Recreation Programs

## Based on the Priority Investment Rating



**Top Priorities**  
(high importance/higher unmet need)

**Continued Emphasis**  
(high importance/lower unmet need)

**Lower Immediate Need**  
(lower importance/lower unmet need)

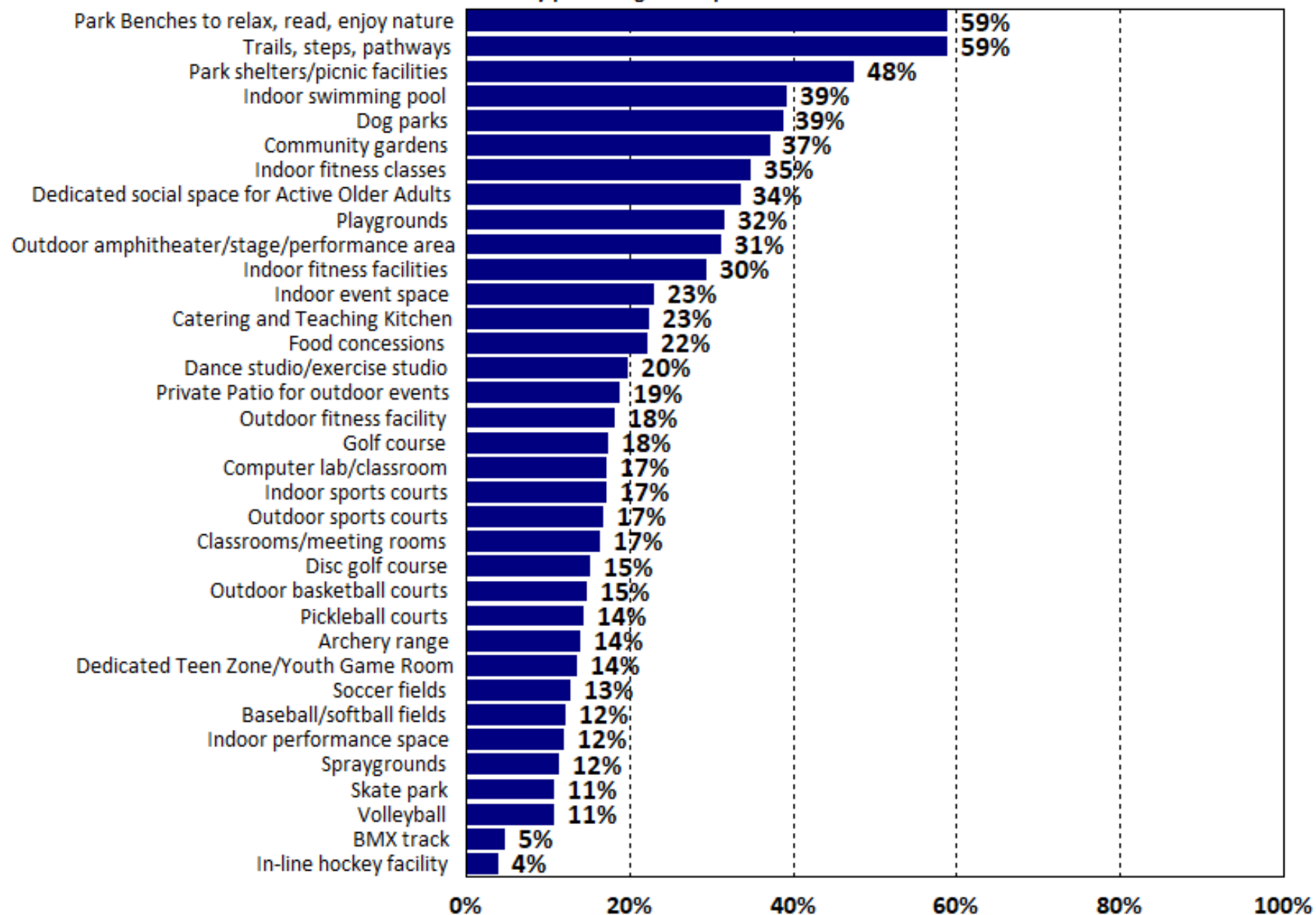
# Facility Priorities

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UNMET NEEDS AND PRIORITIES FOR FACILITIES

# Q13. Respondents With Need for Recreation Facilities/Amenities

by percentage of respondents

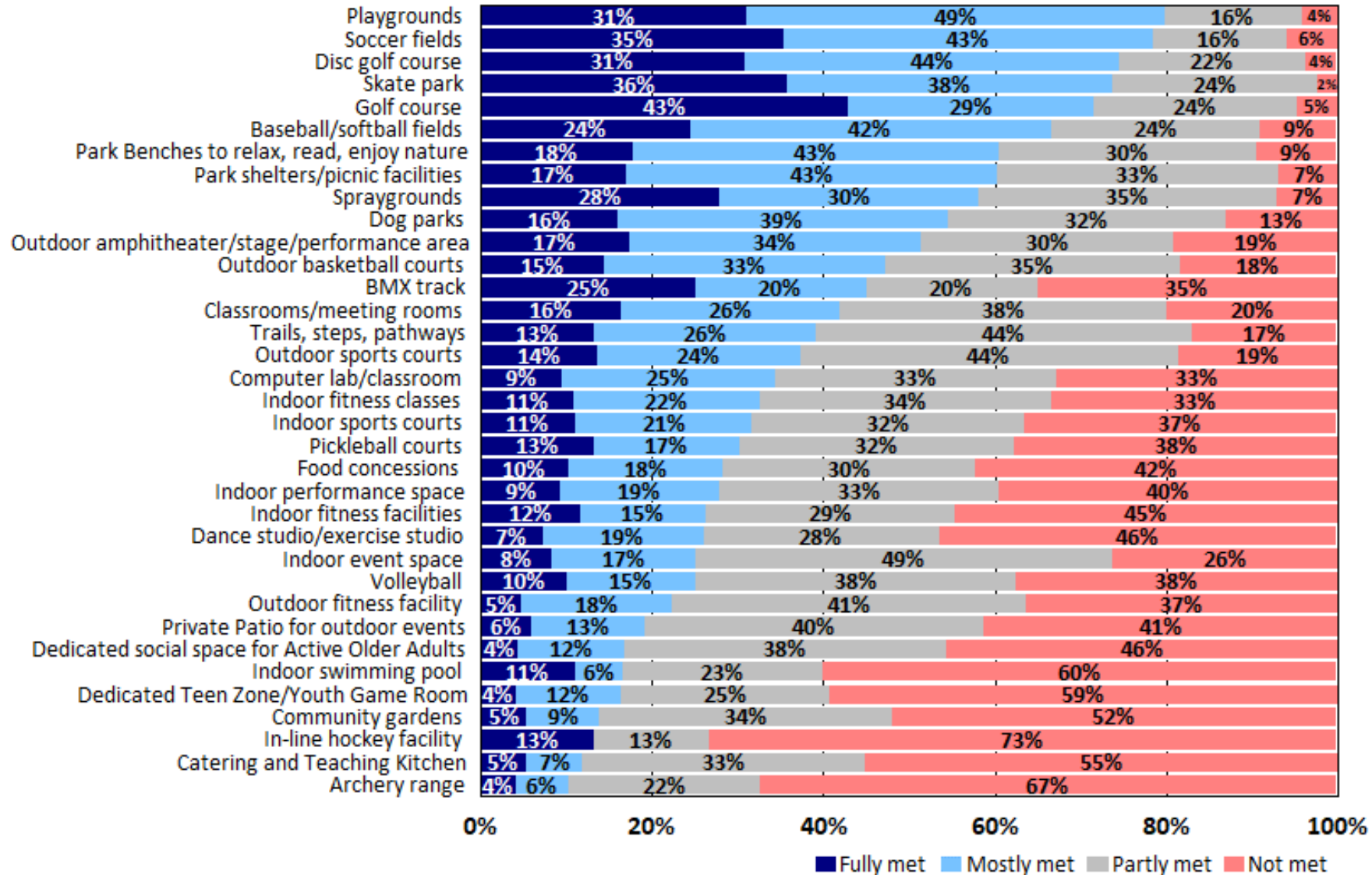


Showing the 20 most selected items – a total of 39 items were included in this list



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

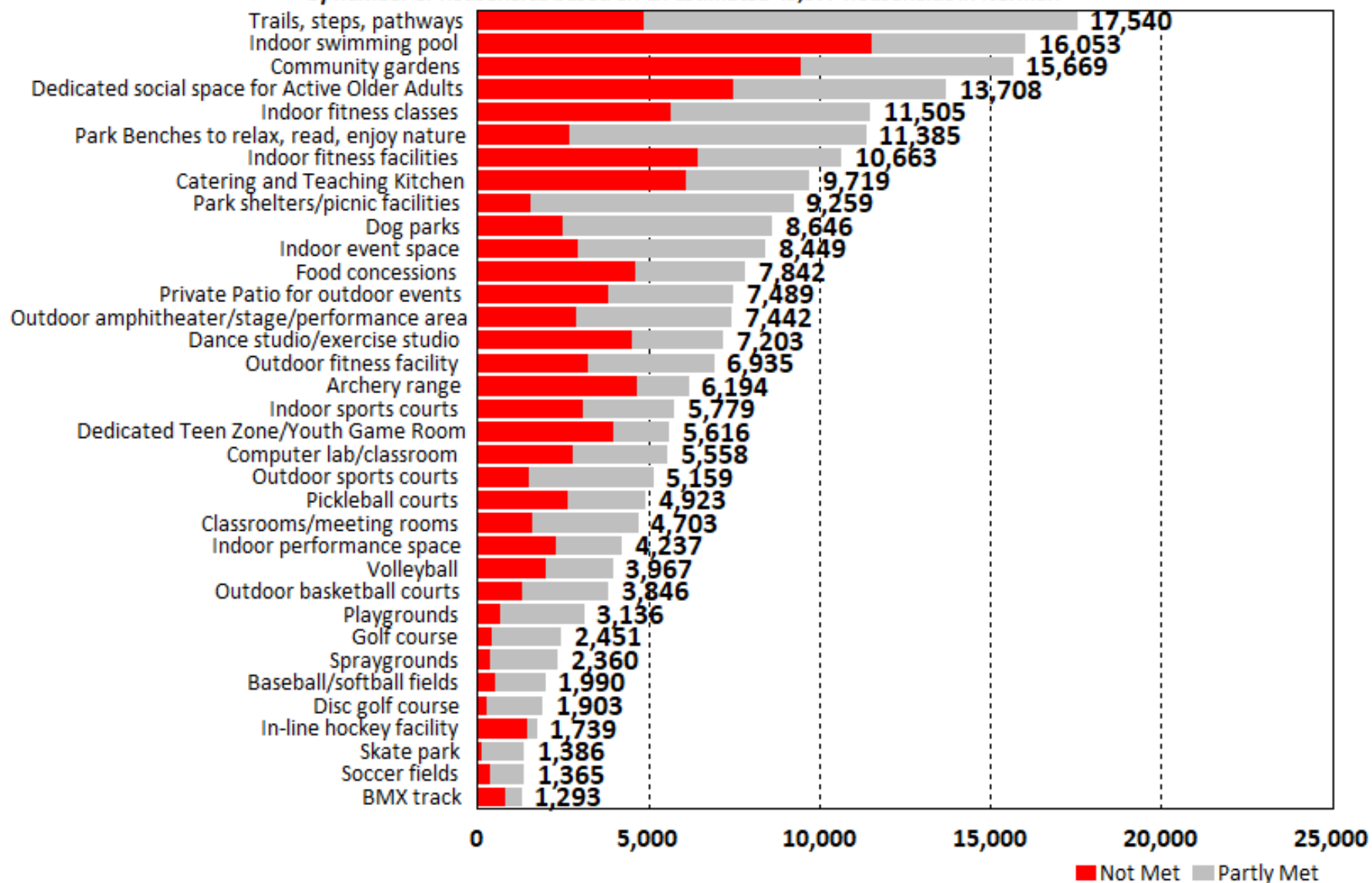
by percentage of respondents who answered "Yes" to Q13





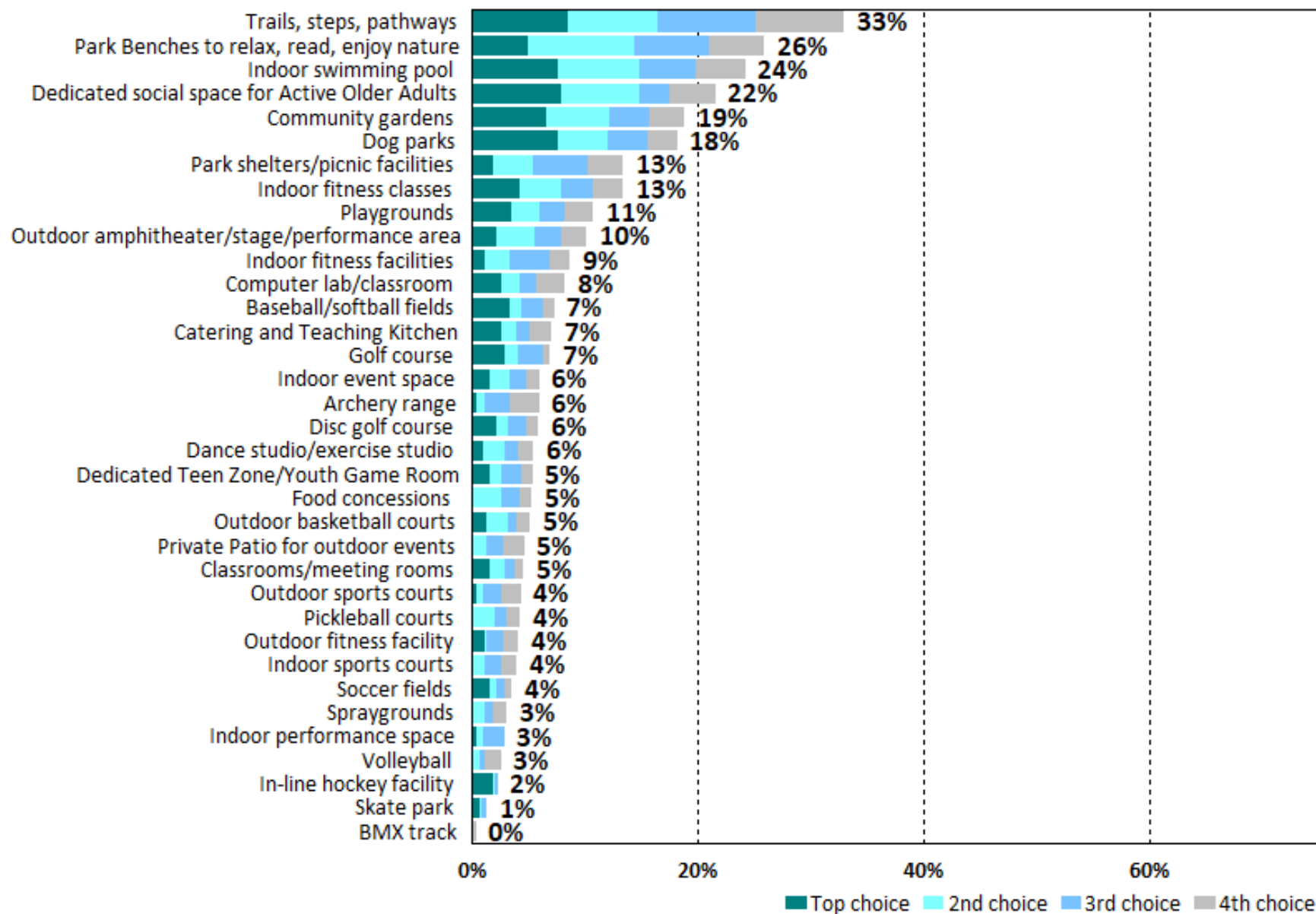
# Q13. Estimated Number of Households in the City Whose Recreation Facility/Amenity Needs are Partly or Not Met

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



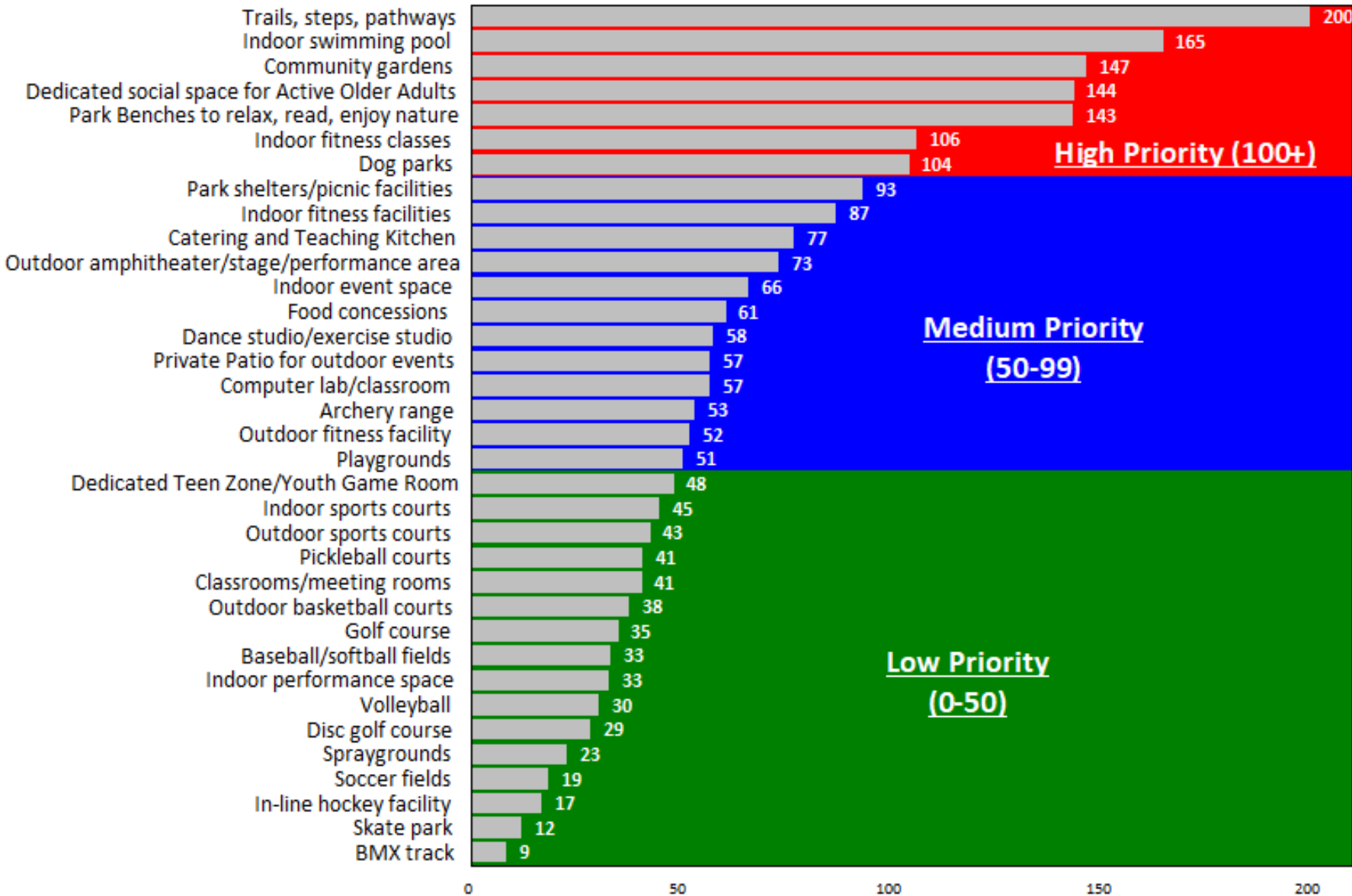
# Q14. Most Important Recreation Facilities/Amenities to Households

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



**Top Priorities**  
(high importance/higher unmet need)

**Continued Emphasis**  
(high importance/lower unmet need)

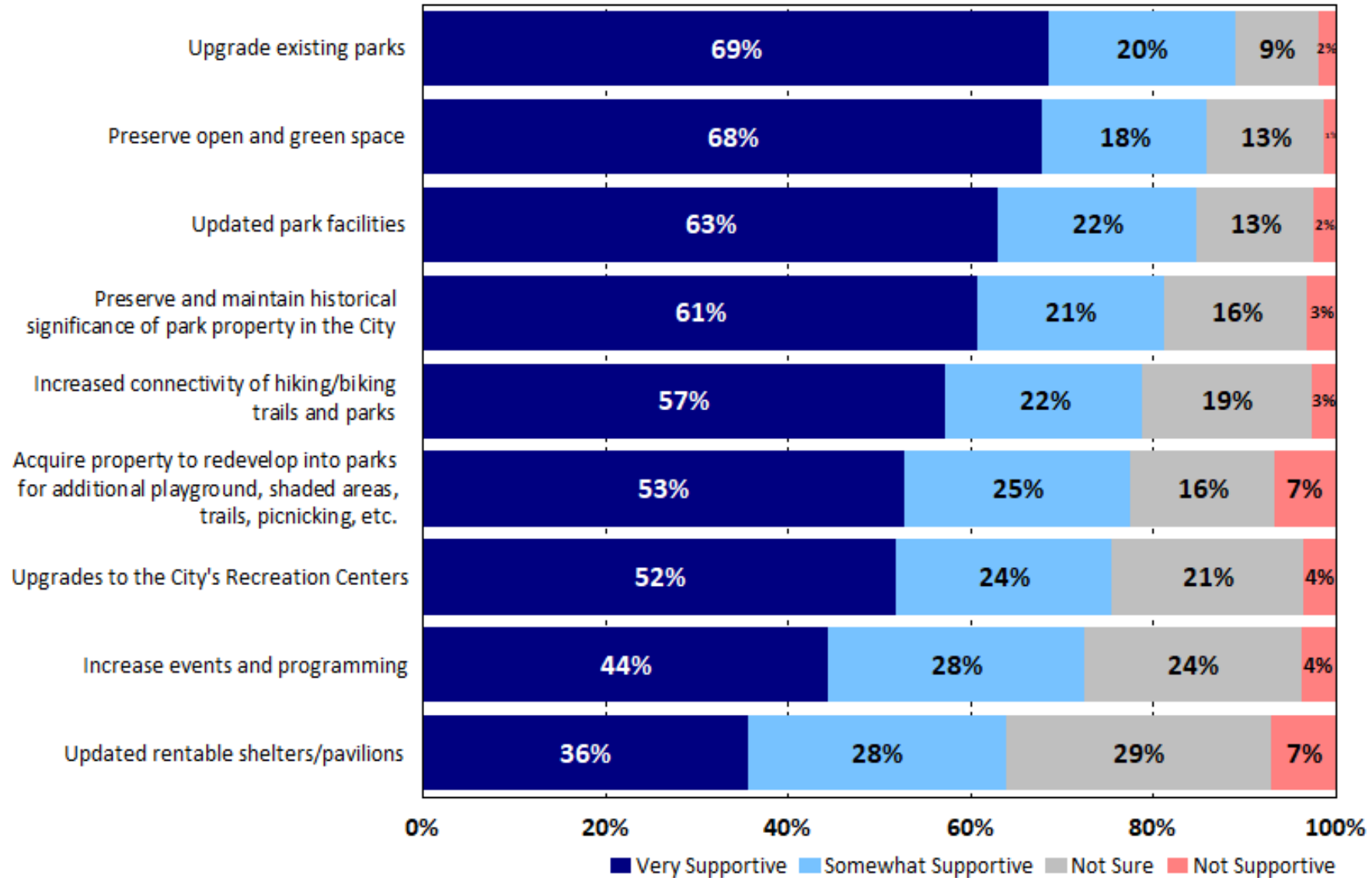
**Lower Immediate Need**  
(lower importance/lower unmet need)

# Improvements and Support Mechanisms

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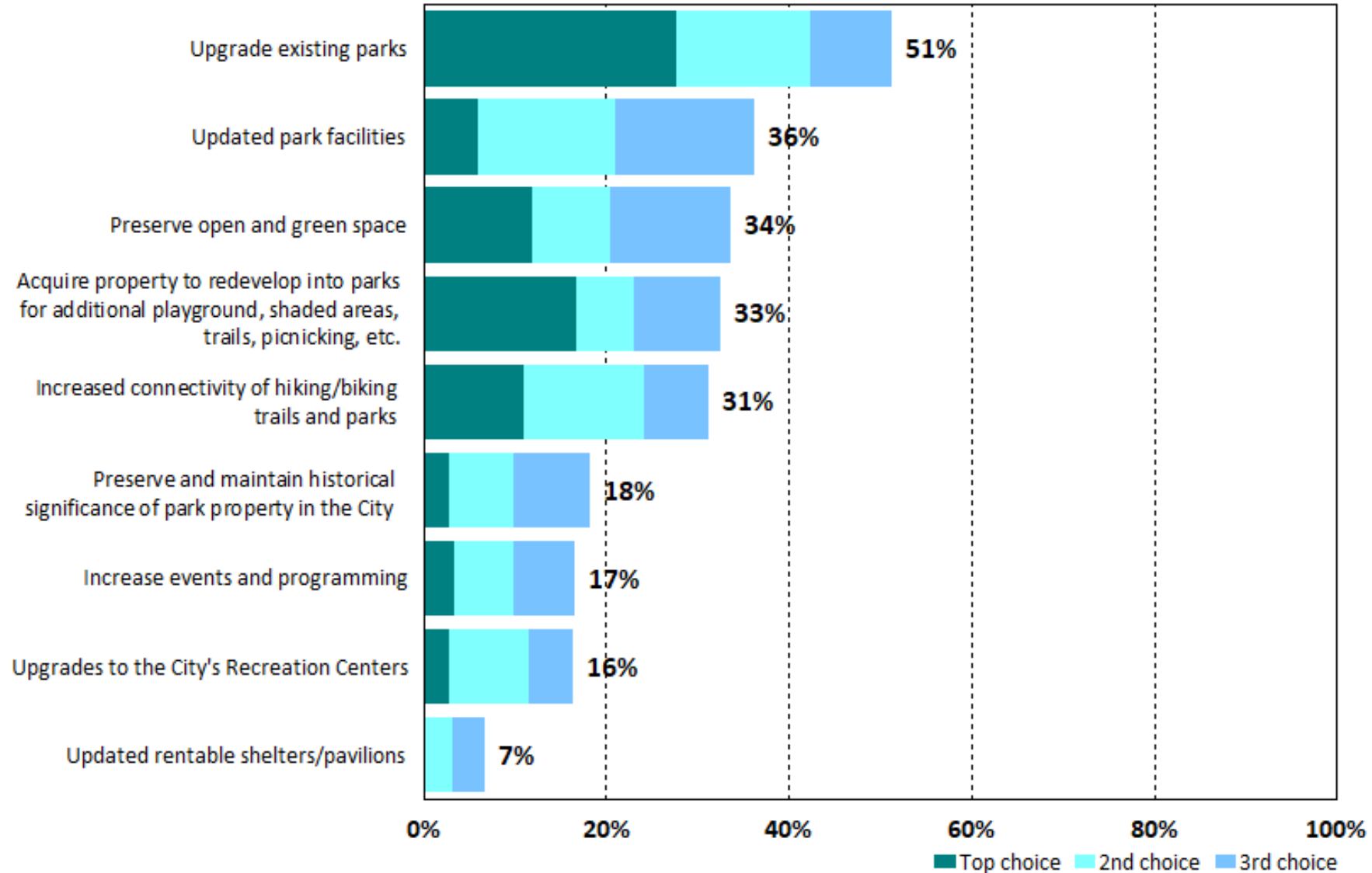
# Q15. Level of support for the City of Norman taking the following actions

by percentage of respondents



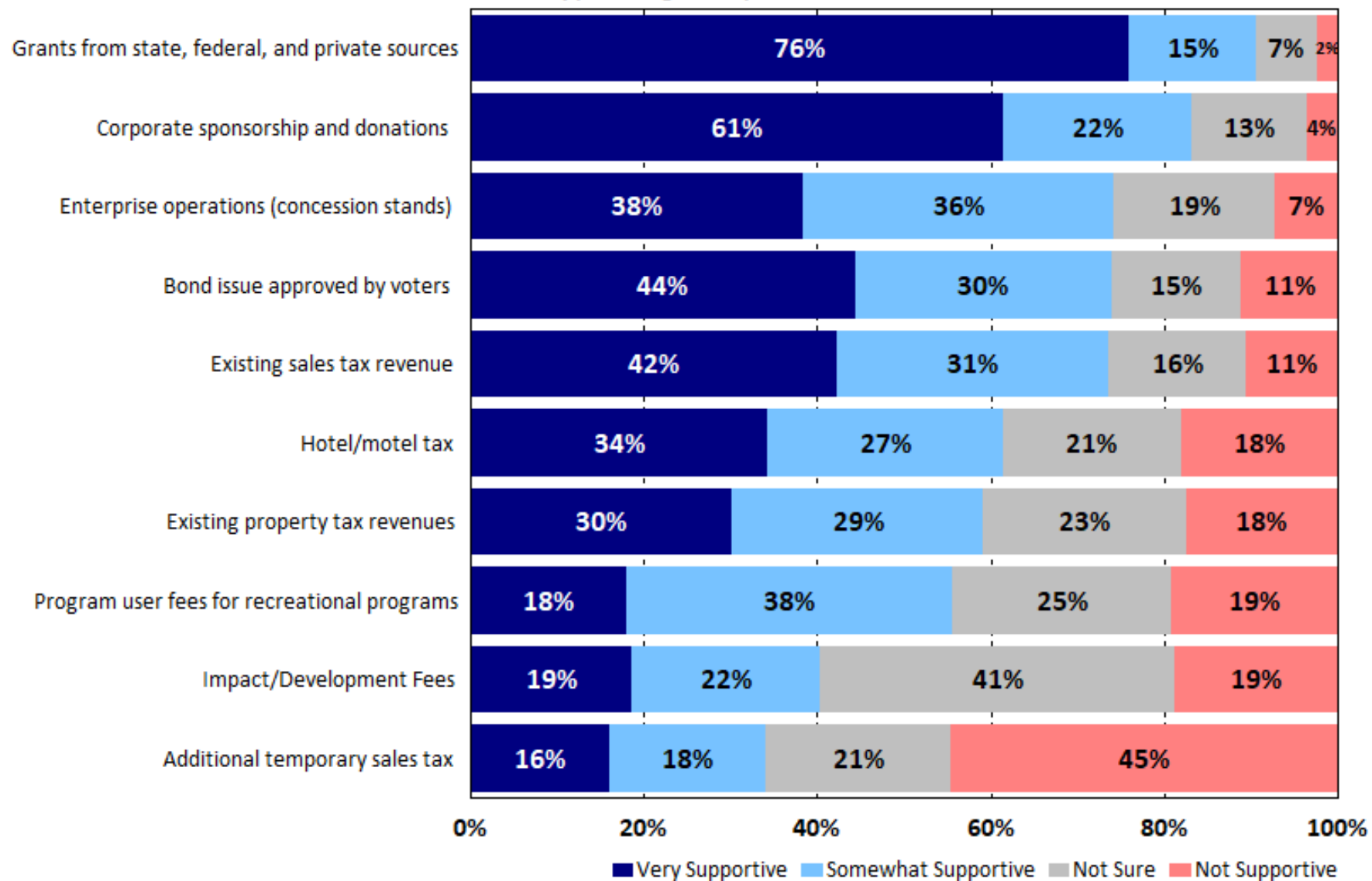
# Q16. Which three items are most important to your household for the City to maintain and/or develop?

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

by percentage of respondents



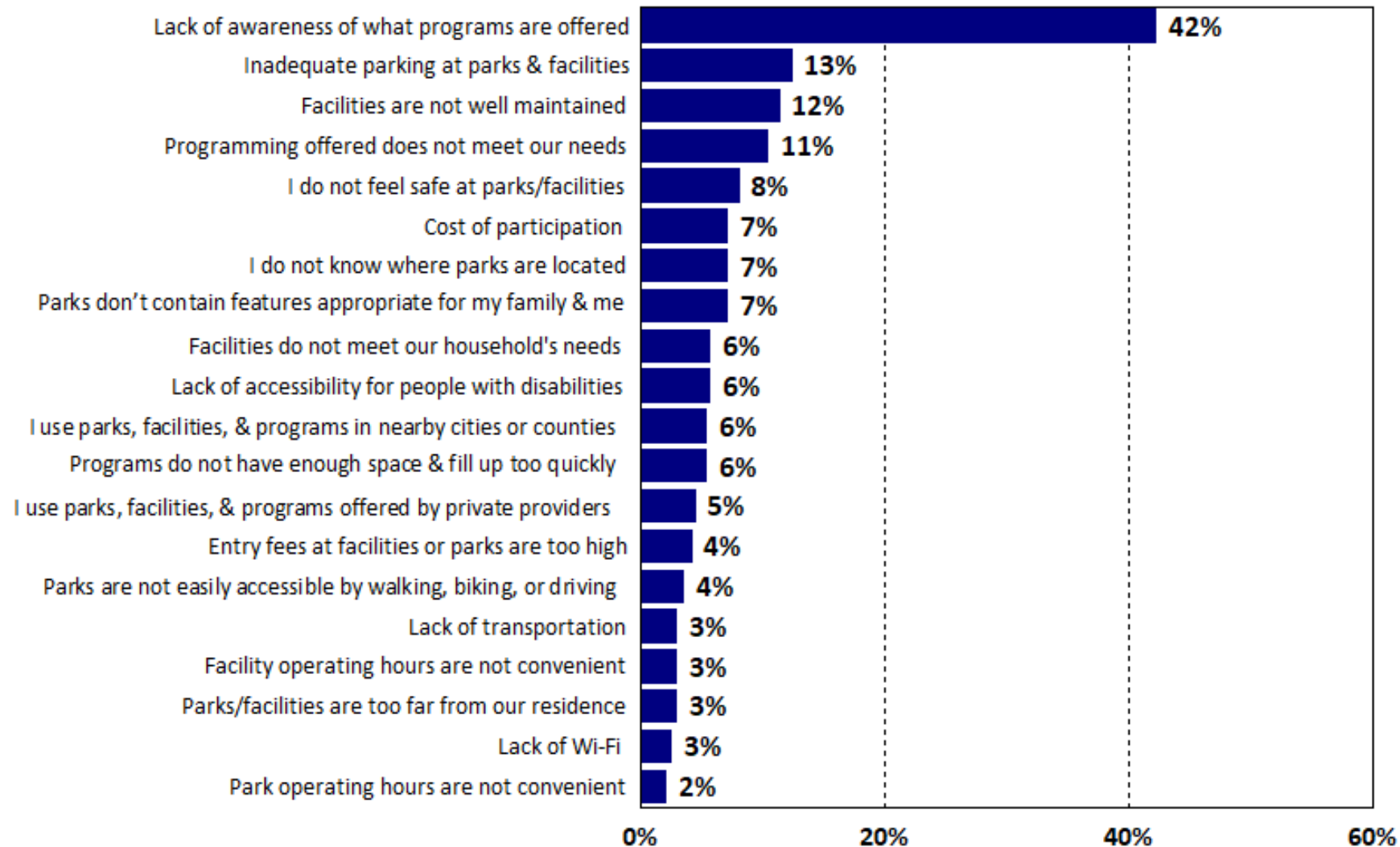
# Communication and Barriers

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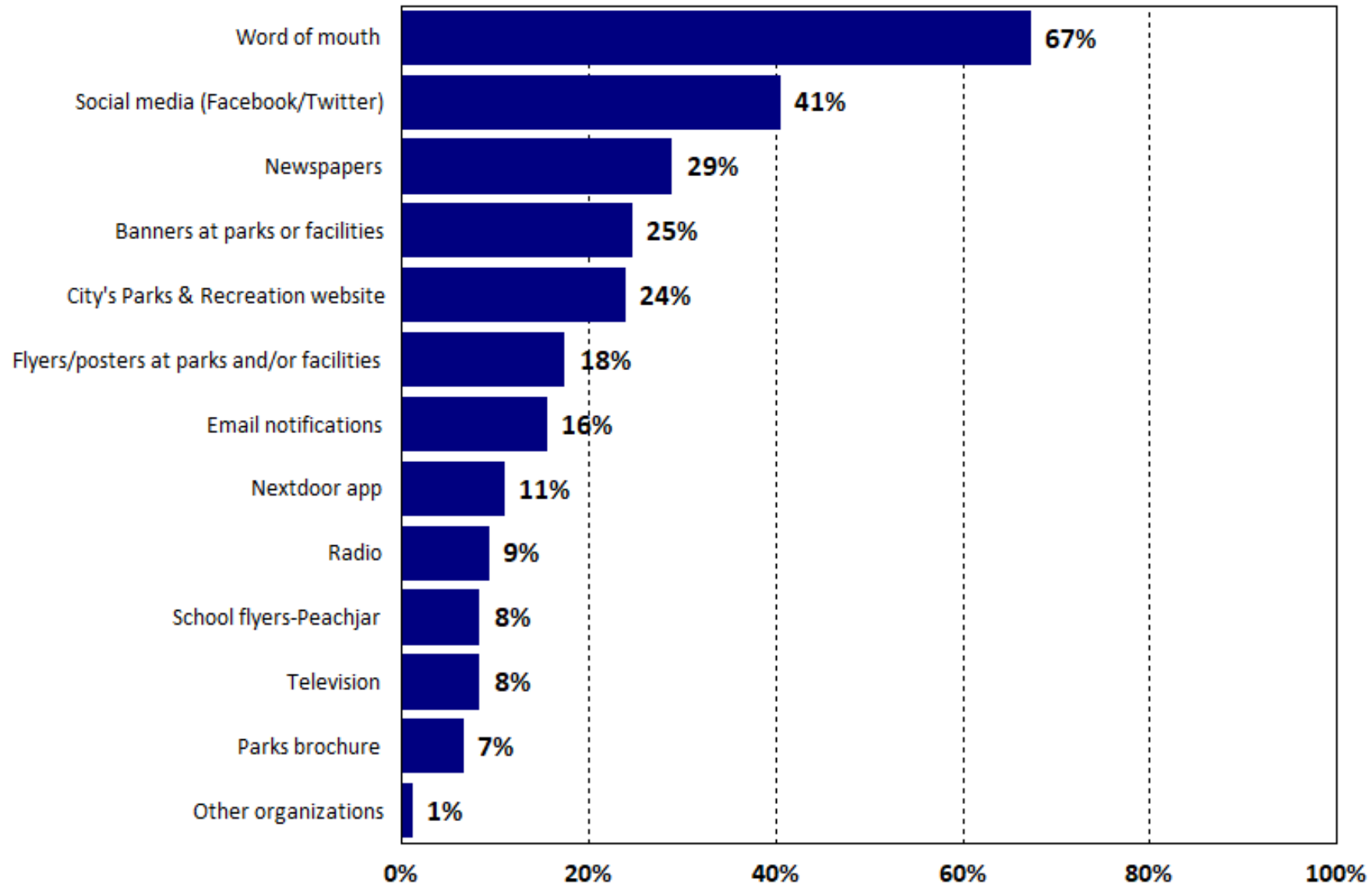
### Q3. Which of the following reasons prevent you or other members of your household from using parks, facilities, or programs offered by the City of Norman Parks and Recreation Department?

by percentage of respondents (multiple selections could be made)



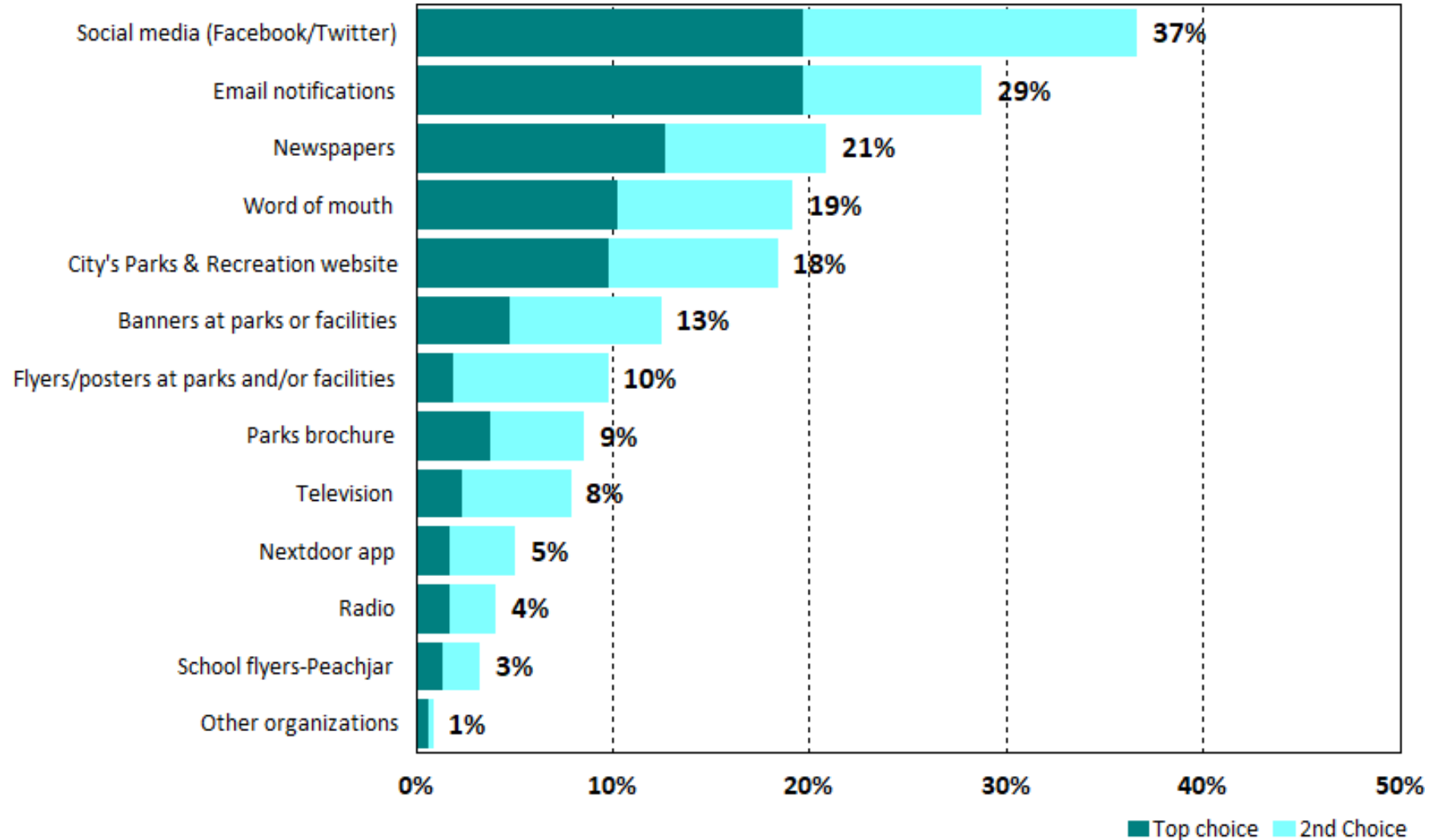
# Q4. Please check all of the following ways you learn about City of Norman programs, activities, and events.

by percentage of respondents (multiple selections could be made)



# 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?

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THANK YOU |