



CITY OF DENTON

Parks, Recreation and Trails Master Plan
Needs Assessment Survey



Table of Contents

	Page
Survey Objectives and Methodology	3
How do you learn about the City of Denton Parks and Recreation Citizen Survey?	5
In which sector of Denton do you reside?	6
Frequency of Use – Denton Facilities	7
Ten Minute Walk	10
Reasons for Not Using Denton Facilities	11
Quality of Parks, Programs and Facilities	12
Program Participation	13
Programs of Interest	14
Maintenance Rating – Denton Facilities	15
Maintenance Rating – Denton compare to Peer Cities	18
Recreation/Senior Center Meeting Your Needs	19
Amenities/Features in a New Recreation Center	20
Amenities/Features to Add or Expand in an Existing Recreation Center	21
Funding Priorities for a New or Expanded Recreation Center	22
Property Tax Increase	23
Current and Preferred Communication about Denton	24
Comments	25
Demographics	27
Summary	30
Contact Information: National Service Research	32



Survey Objectives and Methodology

- **National Service Research (NSR)** completed a comprehensive needs assessment study for the City of Denton Parks and Recreation Department. The purpose of the needs assessment study was to provide guidance regarding park, recreation and open space citizen needs and priorities. NSR worked closely with the City of Denton staff throughout the research process.
- A citizen survey instrument was designed by NSR and the City of Denton staff. The survey instrument was available online through the City's website and various social media sites.
- A postcard announcing the survey was mailed to 10,000 randomly selected Denton households. Each postcard included a unique survey password. The survey password was required to participate in the online survey.
- An exact duplicate survey, with no password, was also available on the City of Denton's website and various social media sites. The City of Denton staff heavily promoted the "open" online survey throughout the data collection period through various public meetings, social media, and email communications.
- The postcard was mailed February 27, 2019 and the survey closed April 30, 2019.
- The open survey was available on the city's website beginning February 27 and closed July 31, 2019.
- Surveys were also collected at several public meetings and at the Denton Senior Center. A total of 123 were collected and tabulated.
- A total of 1,739 responses were received from the open survey, 166 from the postcard survey and 123 from public meetings and the senior center for a total of 2,028. The margin of error of this sample size at a 95% confidence level is plus or minus 2.2%.



Survey Objectives and Methodology

- The primary research objectives were to identify:

Frequency of Park and Recreation Use

Recreation Programs of Interest

Maintenance Ratings of Facilities

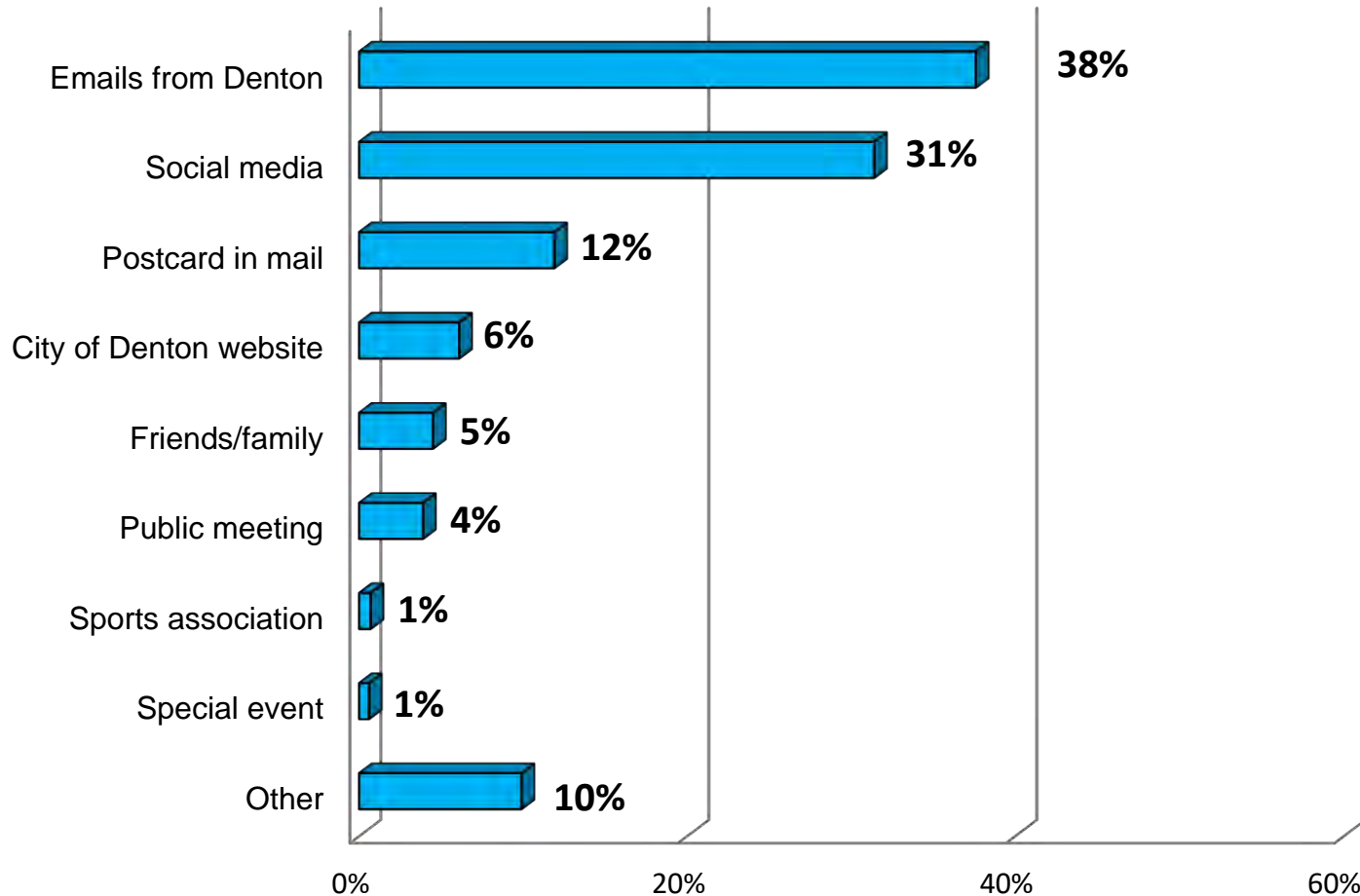
Amenities/Features Most Important in a New or Expanded Recreation Center

Funding Priorities

Q. How do you learn about the City of Denton Parks and Recreation Citizen Survey?

N=2,028

38% of respondents found out about the survey through email and 31% found out about it through social media.



Percentages will total to more than 100% due to multiple responses allowed

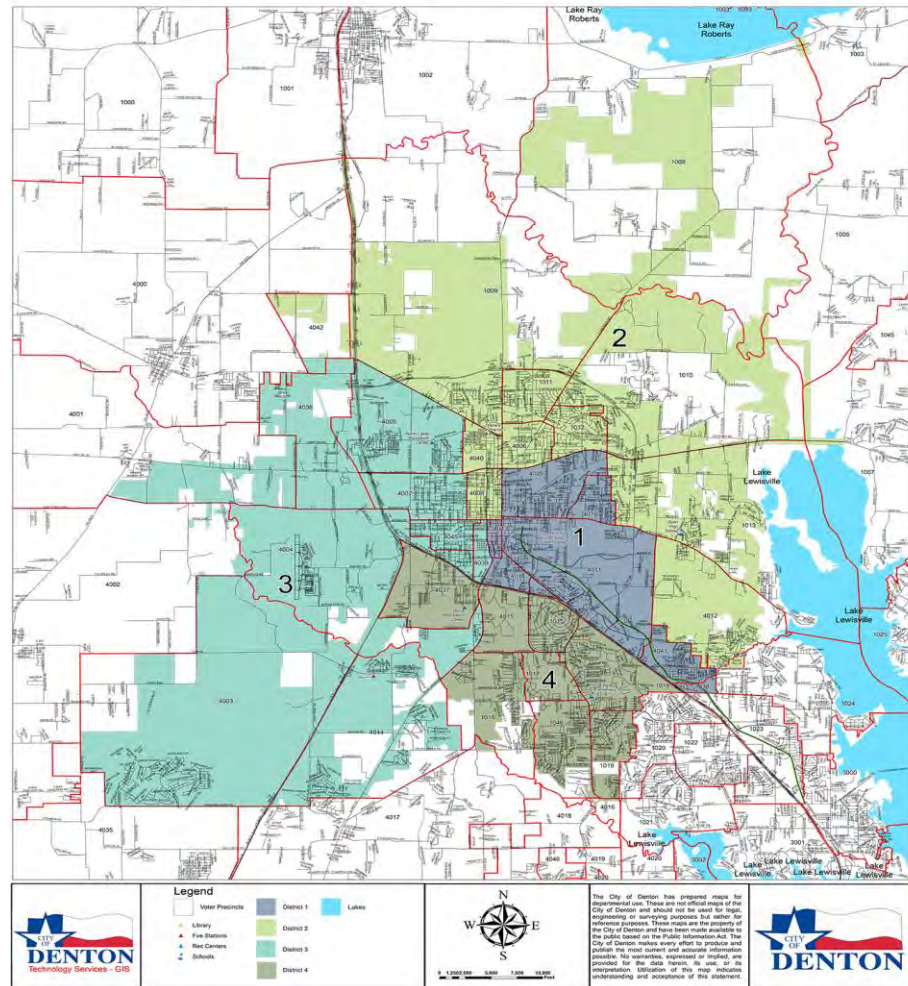
Source: National Service Research - Survey of Denton Residents - August 2019

Q. In which sector of Denton do you presently reside?

N=2028

District	%
One	17%
Two	29%
Three	19%
Four	24%
Live outside Denton	10%
Don't Know	1%

CITY OF DENTON Voter Districts - April 2018

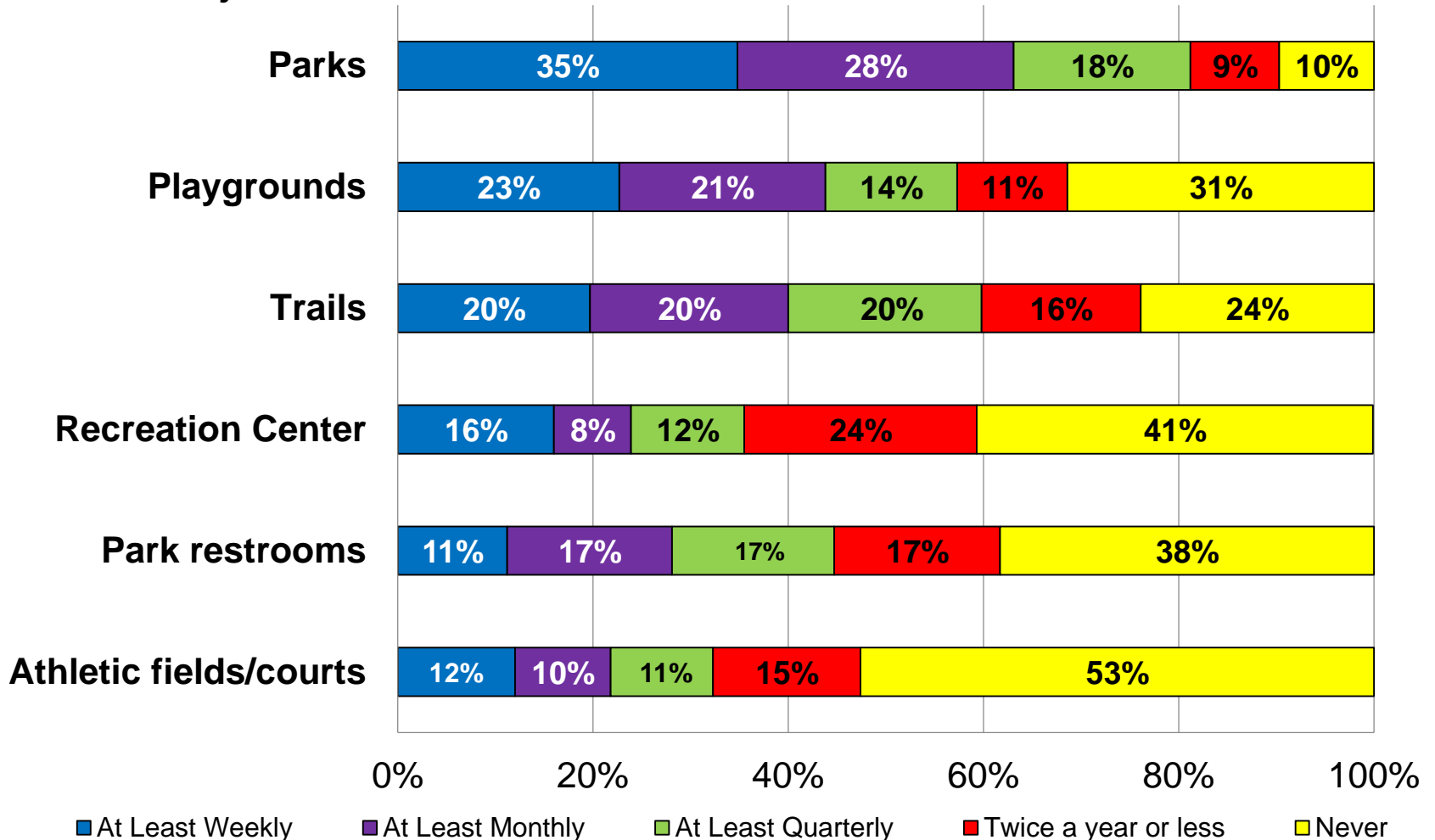


Source: National Service Research - Survey of Denton Residents - August 2019

Frequency of Use – Denton Facilities

Q. Within the past year, how often have you or someone in your household visited or used the facilities listed below in Denton? N=2,028

Overall, 63% use parks, 44% use playgrounds, 40% use the trails, and 24% use the recreation center monthly or more.

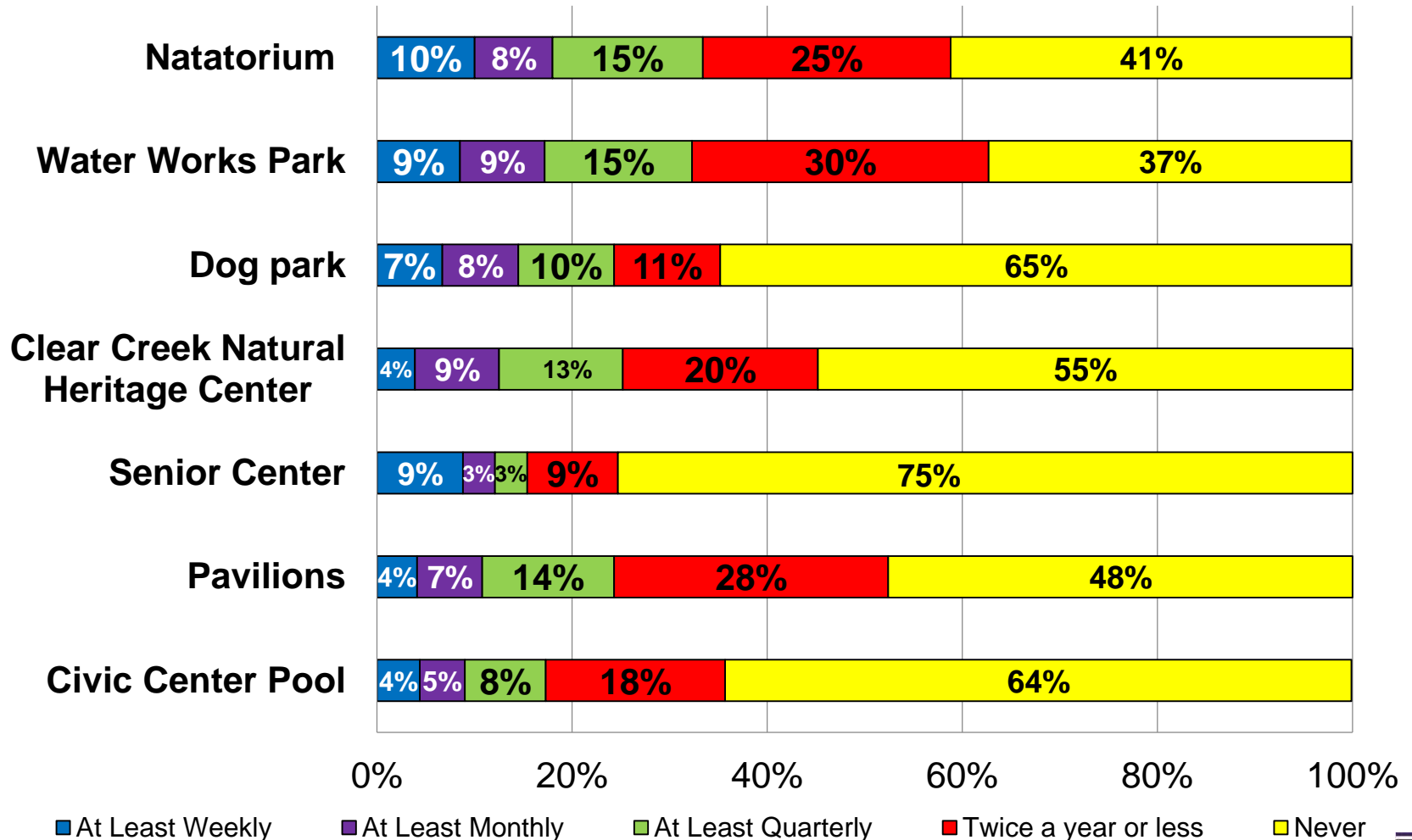


Source: National Service Research - Survey of Denton Residents - August 2019

Frequency of Use – Denton Facilities - Continued

Q. Within the past year, how often have you or someone in your household visited or used the facilities listed below in Denton? N=2,028

Overall, 18% use the natatorium, 18% use Water Works Park, 15% use the dog park, 13% use Clear Creek Natural heritage Center, and 12% use the senior center monthly or more.

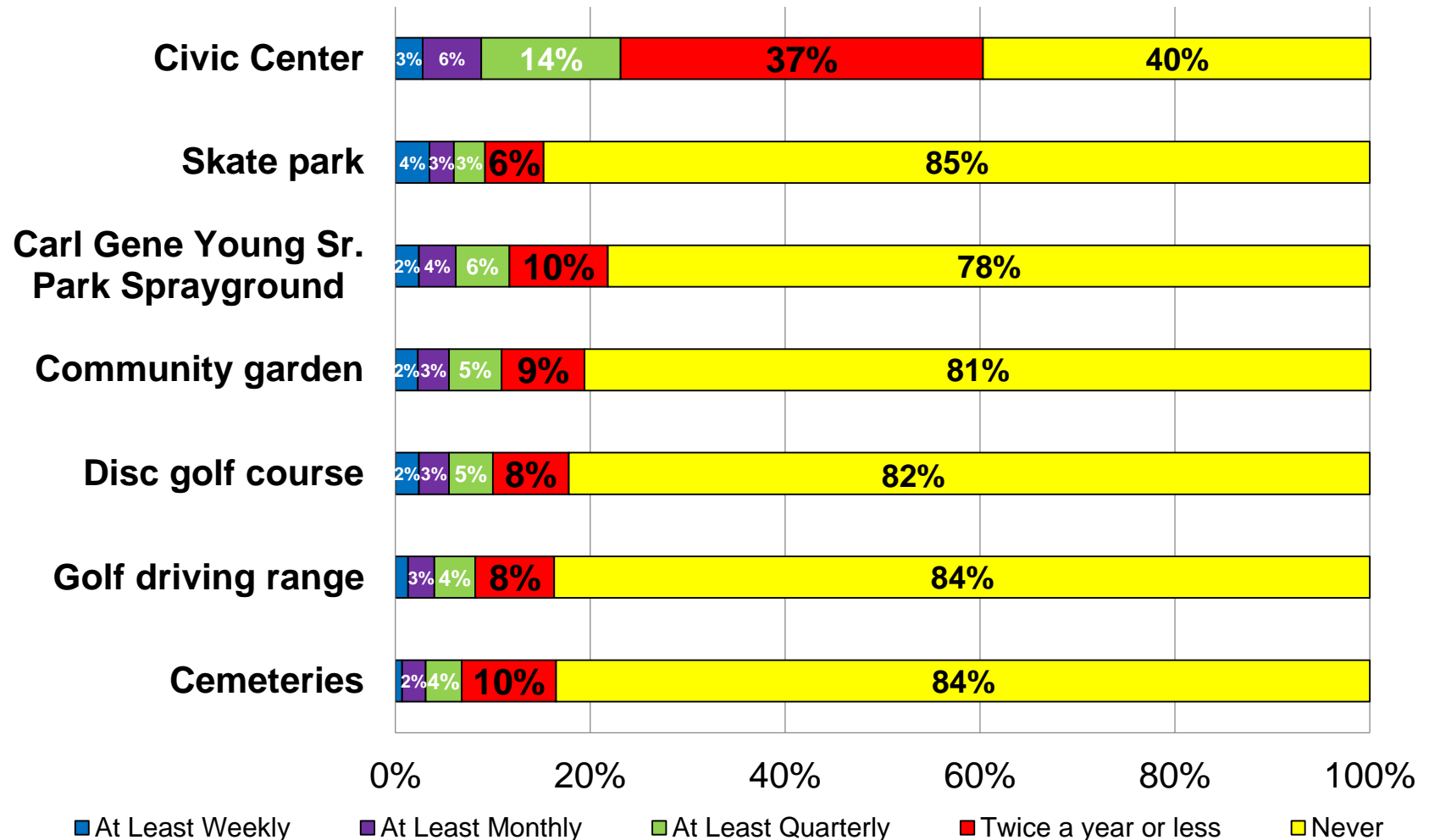


Source: National Service Research - Survey of Denton Residents - August 2019

Frequency of Use – Denton Facilities - Continued

Q. Within the past year, how often have you or someone in your household visited or used the facilities listed below in Denton? N=2,028

Overall, 9% use the Civic Center, 7% use the skate park, 6% use the sprayground, 5% use the community garden and 5% use the disc golf course monthly or more.

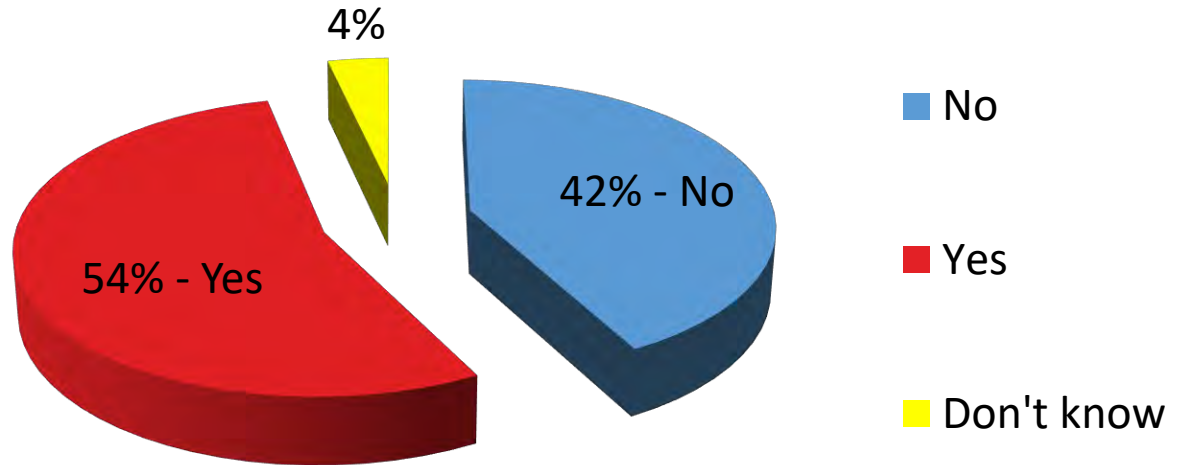


Source: National Service Research - Survey of Denton Residents - August 2019

Ten Minute Walk

Q. Are you within a 10 minute walk of a Denton park or recreation facility? N=2,028

Overall, 54% of respondents reported they are within a 10 minute walk of a Denton park or recreation facility.

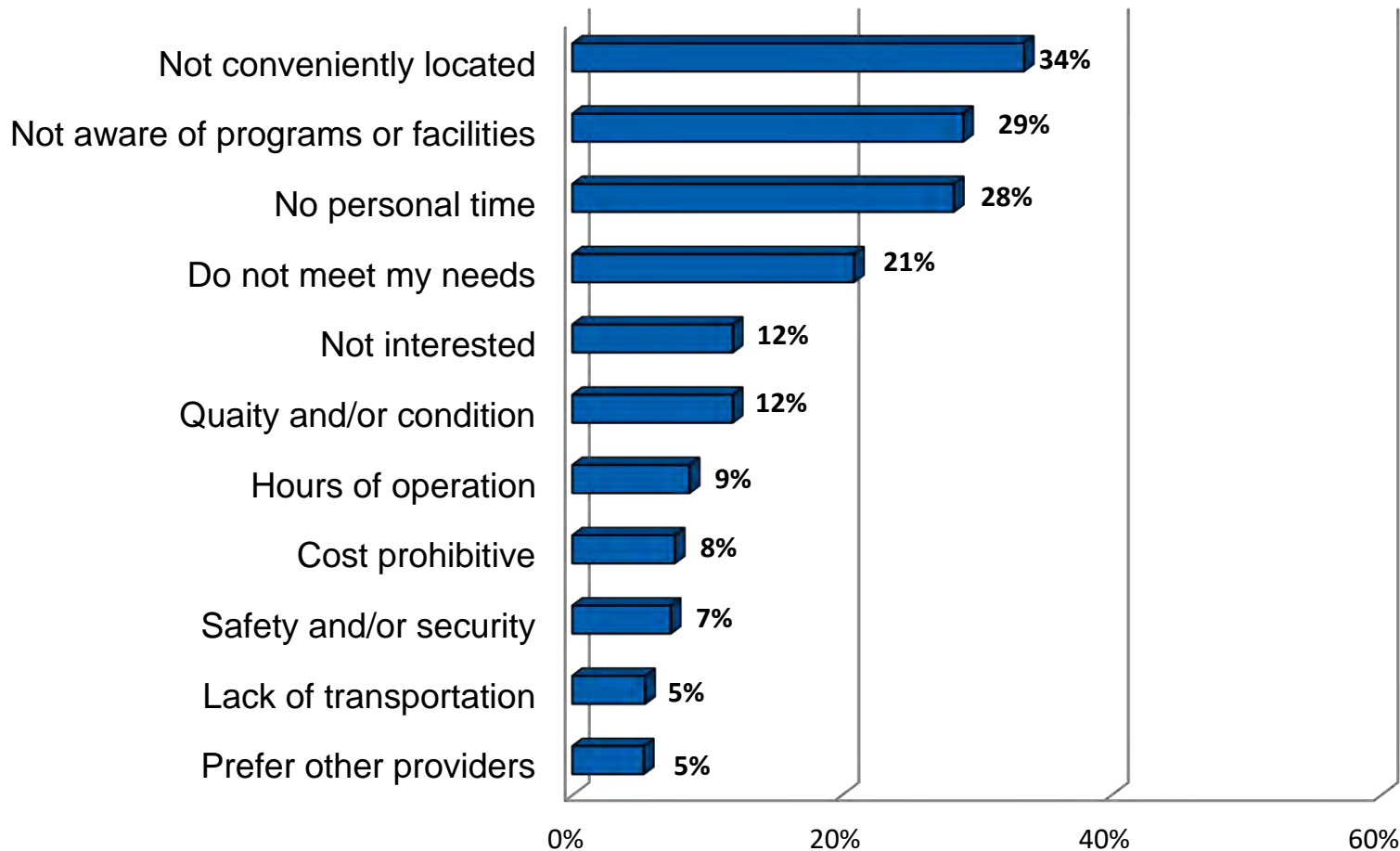


Reasons for Not Using Denton Facilities

Q. If your household members DO NOT USE Denton parks, facilities or programs, what are the primary reasons? N=922

A total of 922 respondents answered this question or 45% of all respondents.

Top reasons for not using Denton facilities: 34% said the facilities are not conveniently located, 29% are not aware of the programs or facilities and 28% have no personal time.



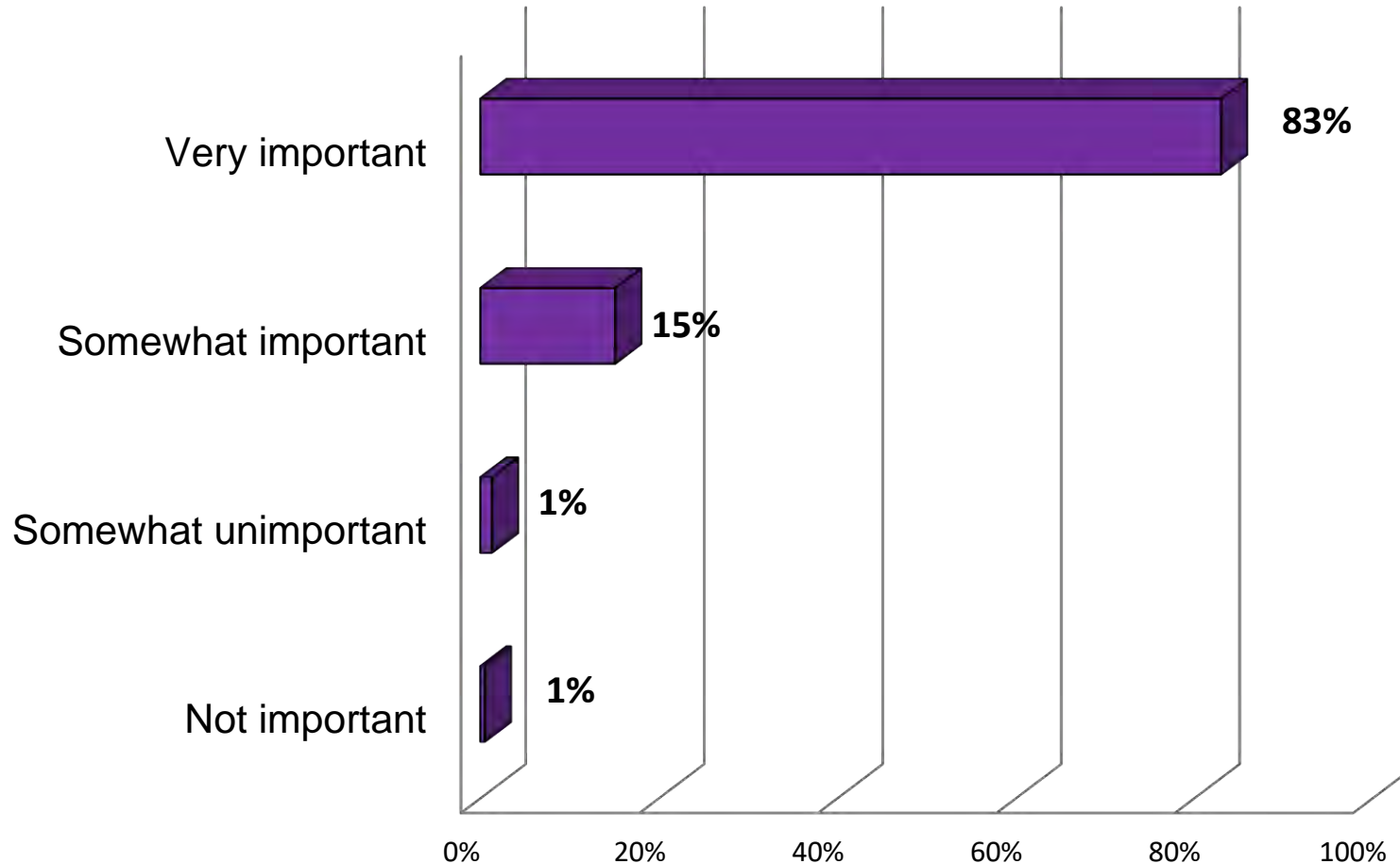
Percentages will total to more than 100% due to multiple responses allowed

Source: National Service Research - Survey of Denton Residents - August 2019

Quality of Parks, Facilities and Programs

Q. How important do you think quality parks, facilities, programs and events are to the overall pursuit of a healthy and active lifestyle for you and your household members? N=2,028

98% of all respondents said quality parks, facilities, programs and events are very or somewhat important to a healthy and active lifestyle. These findings are consistent across all age groups and Districts.

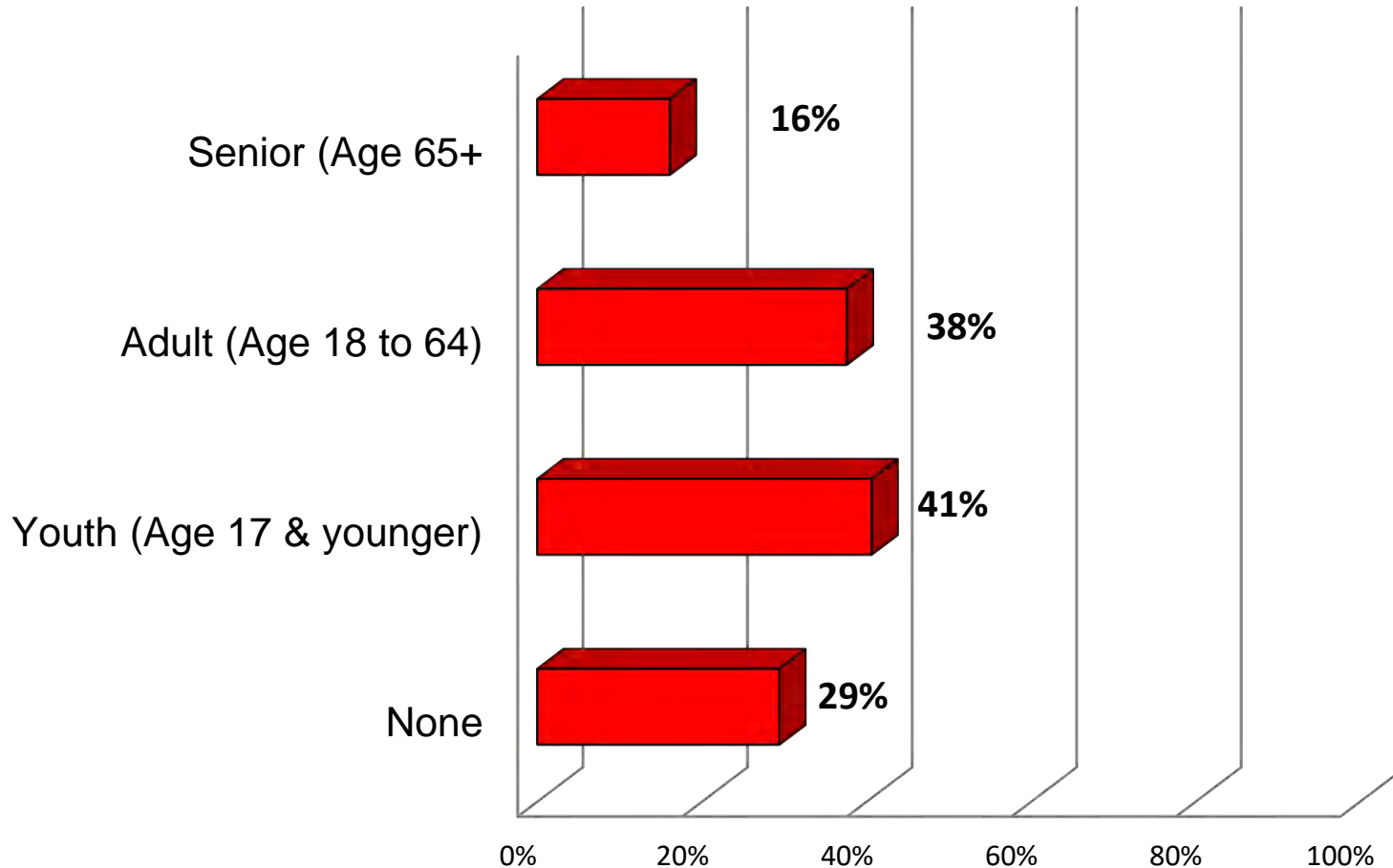


Source: National Service Research - Survey of Denton Residents - August 2019

Program Participation

Q. Within the past year, who in your household has participated in a Denton program such as aquatics, sports, camps, and/or child care, health and fitness programs, senior programs/activity, adapted recreation, etc.? N=2,028

71% of all respondents reported they or someone in their household has participated in a Denton recreation program within the past year.



Percentages will total to more than 100% due to multiple responses allowed

23

Source: National Service Research - Survey of Denton Residents - August 2019

Programs of Interest

Q. Which of these programs would interest you and/or your household members of any age? N=2,028

Outdoor concerts/movies, outdoor nature programs, kayaking, rock climbing and archery, fitness equipment, group exercise and health/wellness classes were programs of most interest to the respondents.

Programs of Interest	%
Outdoor concerts/movies	54%
Outdoor nature programs	51
Kayaking, rock climbing, archery	41
Fitness equipment	40
Group exercise	39
Health/wellness classes	39
Performing and visual arts	38
Music/dance programs	37
Swim lessons	36
Mountain biking, hiking	35
Fun runs (5K, 10K, etc.)	35
Community gardening	29
Youth sports leagues	28
Aquatic programs/camps	27
Fishing	26

Programs of Interest	%
Soccer	25%
Party/facility rentals	25
Travel programs	25
Parent/child programs	23
Basketball	22
Senior programs	22
Gymnastics	21
General education programs	21
Youth/teen programs/camps	20
Early childhood programs	20
Adult sports leagues	20
Child care	19
Baseball	18
Tennis	18

Programs of Interest	%
Volleyball	18%
Ice skating	16
Disc golf	15
Softball	14
Sand volleyball	14
Skateboarding	11
Inline skating	10
Football	10
Pickleball	9
Adapted rec programs	8
Ice hockey	8
Other	10

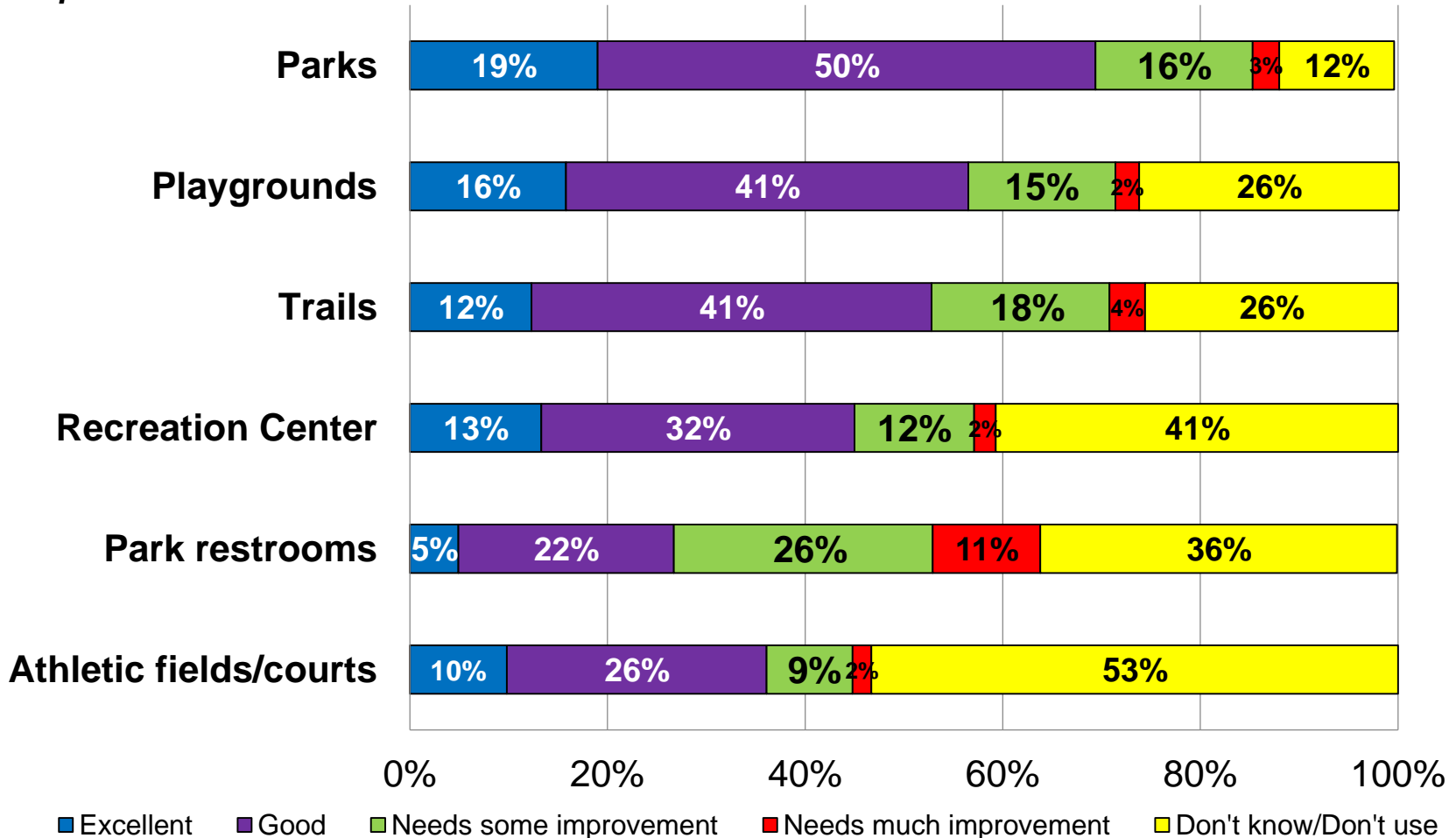
Percentages will total to more than 100% due to multiple responses allowed

Maintenance Rating – Denton Facilities

Q. How would you rate the maintenance of Denton parks and facilities? N=2,028

Excellent or good ratings: 69% parks, 57% playgrounds, 53% trails, 45% recreation center, 36% athletic fields/courts and 27% park restrooms.

A total of 26% reported park restrooms need some improvement and 11% said they need much improvement



■ Excellent
 ■ Good
 ■ Needs some improvement
 ■ Needs much improvement
 ■ Don't know/Don't use

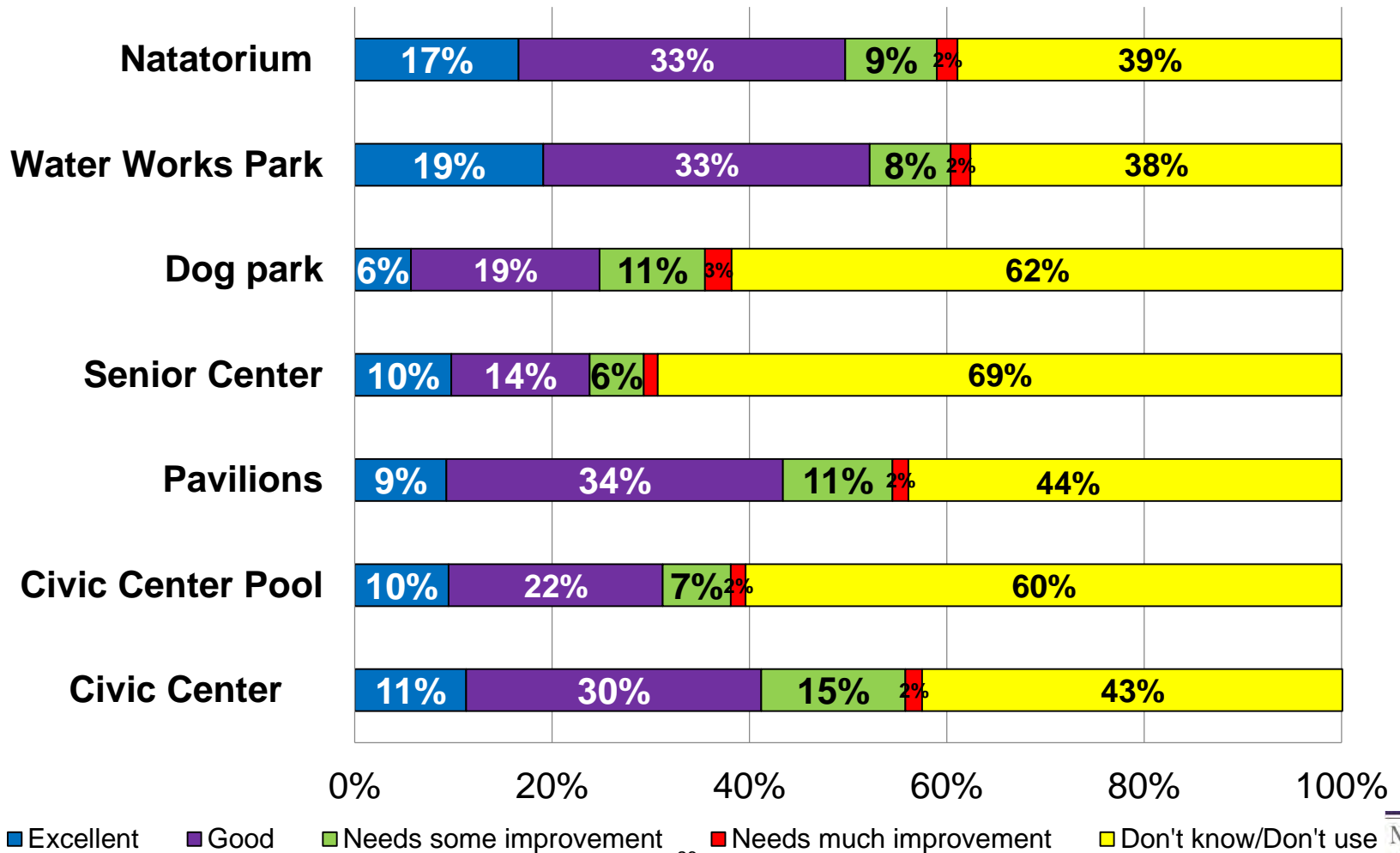
Source: National Service Research - Survey of Denton Residents - August 2019

Maintenance Rating – Denton Facilities - Continued

Q. How would you rate the maintenance of Denton parks and facilities? N=2,028

Excellent or good ratings: 50% natatorium, 52% Water Works Park, 43% pavilions, 41% Civic Center, 32% Civic Center Pool, 25% dog park and 24% Senior Center.

A total of 11% reported the dog park and pavilions need some improvement .



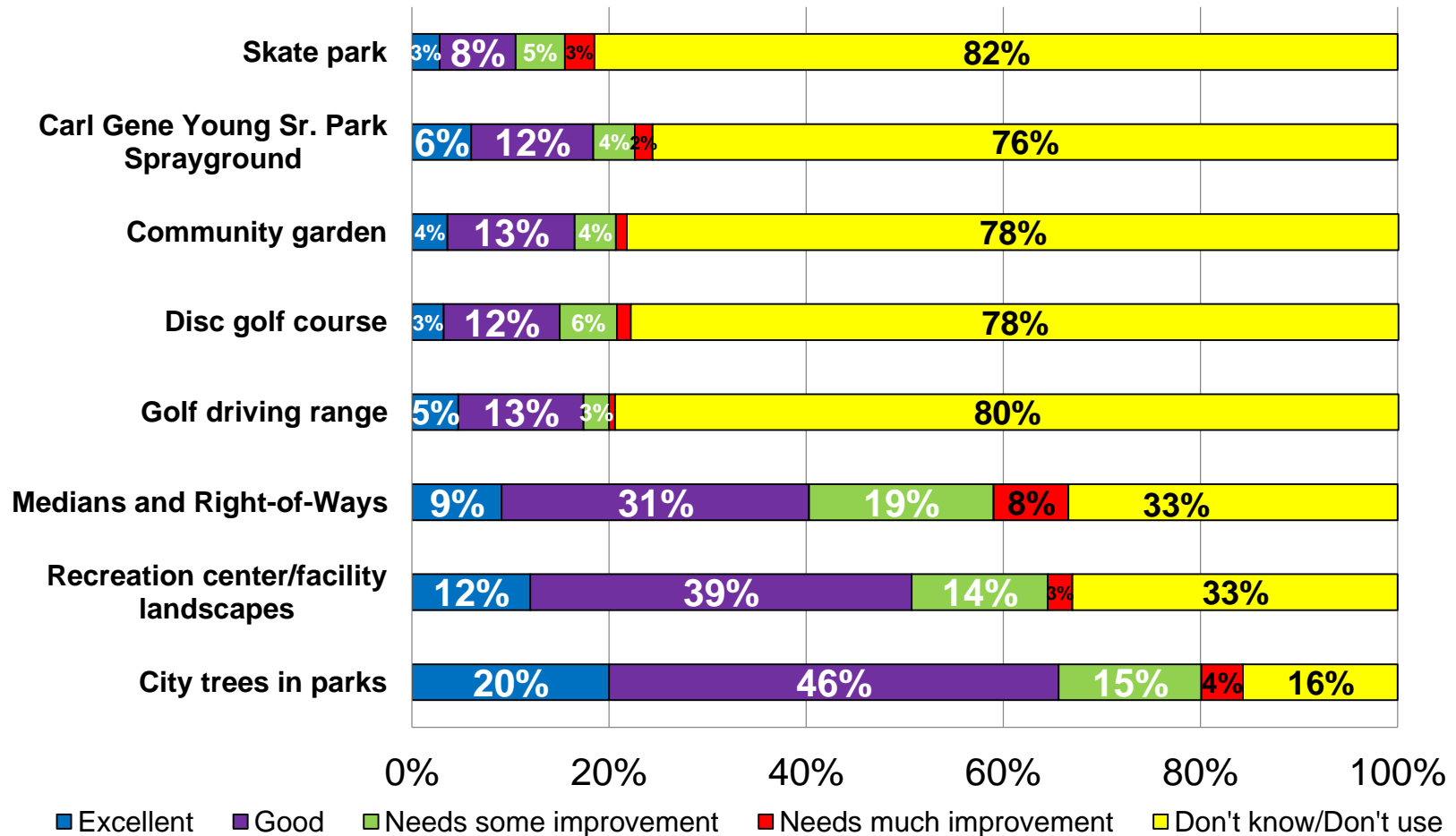
Source: National Service Research - Survey of Denton Residents - August 2019

Maintenance Rating – Denton Facilities - Continued

Q. How would you rate the maintenance of Denton parks and facilities? N=2,028

Excellent or good ratings: 66% City trees in parks, 51% recreation center/facility landscapes, 40% medians and right-of-ways, 18% golf driving range, 18% sprayground, 15% disc golf course, 17% community garden and 11% skate park.

A total of 19% reported the medians and right-of-ways need some improvement .



Maintenance Rating – Denton versus Peer Cities

- *The chart below shows Denton excellent or good ratings compared to peer cities and the State of Texas. Percentages exclude no opinion/don't use responses.*
- *In some cases not all cities listed below are included in the benchmark averages because some rating questions were not included in each municipal survey.*
- *Peer cities (population and total park acres are presented in the table below):*
 - * *College Station* * *Frisco* * *Fort Worth* * *Grand Prairie*
 - * *Grapevine* * *Arlington* * *Flower Mound* * *Round Rock*
 - * *McKinney* * *Plano* * *Lewisville* * *New Branfels*

Facility	Denton	Peer Cities	Texas
Park Maintenance	79%	81%	62%
Biking/walking trails	71	73	60
Senior Center	78	73	-

City	Population (year)	Total Park Acres
College Station	113,560 (2017)	1,322.50
Grapevine	50,400 (2017)	1,556
McKinney	181,330 (2017)	2,756
Frisco	177,300 (2017)	1,840
Arlington	272,000 (2018)	4,700
Plano	286,000 (2017)	4,343

City	Population (year)	Total Park Acres
Fort Worth	874,000 (2017)	12,065
Flower Mound	76,700 (2017)	979.9
Lewisville	106,020 (2017)	4,153
Grand Prairie	193,800 (2017)	4,995.2
Round Rock	123,680 (2017)	2,270
New Branfels	79,150 (2017)	700

Recreation/Senior Center Meeting Your Needs

Q. Are the existing recreation and/or senior centers currently meeting your needs? N=2,028

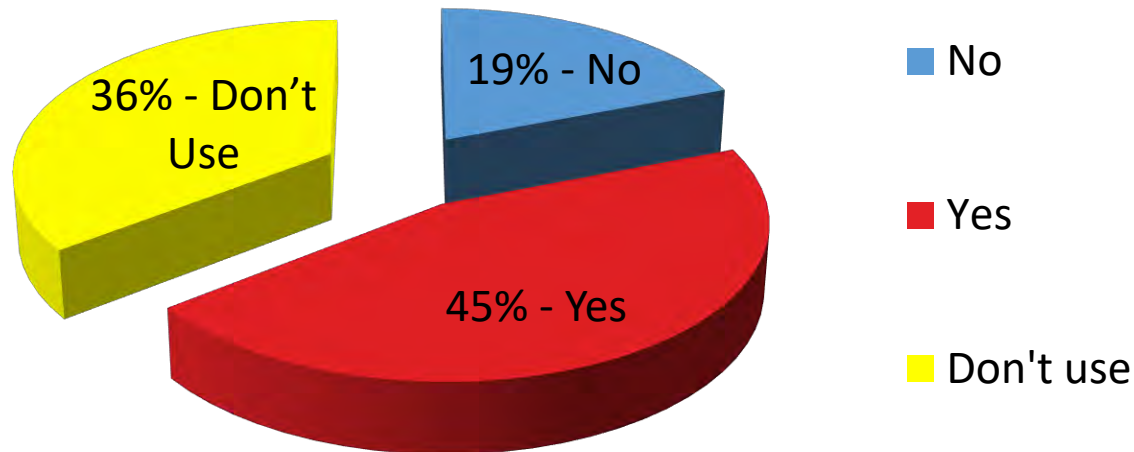
45%, said the existing recreation and/or senior centers are meeting their needs.

Comments if “no” or “don’t use”:

****Just don’t use, recreation center not nearby, no time, no need, don’t know what is offered.***

****North Lake Recreation Center; needs updating, too small, classes crowded, update equipment, more fitness classes with greater variety of time options.***

****Senior Center; expand, more parking, classes crowded.***



Amenities/Features in a New Recreation Center

Q. What amenities and/or features would be most important to include in a new recreation center?
(Rank each as very important, somewhat important or not important) N=2,028

The top facility needs in a new recreation center are; cardio fitness room, group exercise studio, weight lifting room and an indoor play structure.

NEW RECREATION FACILITIES	RATING				IMPORTANCE RANK*
	Very Important	Somewhat Important	Not Important	No Opinion	
Cardio fitness room	57%	22%	3%	18%	1
Group exercise studio	47	24	7	22	2
Weight lifting room	48	25	7	20	3
Indoor play structure	36	27	12	25	4
Indoor track	39	28	12	21	5
Natatorium (lap lanes, aquatic programs, etc.)	41	27	10	22	6
Child watch room	40	21	9	30	7
Natatorium with play features (slide, spray features, etc.)	34	23	16	26	8
Gymnasium	38	26	9	27	9
Outdoor play structure	39	28	9	24	10
Indoor ice rink	15	20	30	35	11
Multi-use rooms (meetings, rentals, etc.)	30	28	15	27	12
Dedicated teen area	20	30	15	35	13
Communal area	23	31	15	30	14
Indoor pickleball	6	15	29	50	15

*Importance Rank – Each respondent ranked their TOP three park facilities. The Importance rank is the sum of the first, second and third most important ranked facilities.

Amenities/Features to Add/Expand in an Existing Recreation Center

Q. What amenities and/or features would be most important to add or expand to an existing recreation center?
 (Rank each as very important, somewhat important or not important) N=2,028

The top facilities to add/expand in an existing recreation center are; cardio fitness room, group exercise studio, weight lifting room and an indoor play structure.

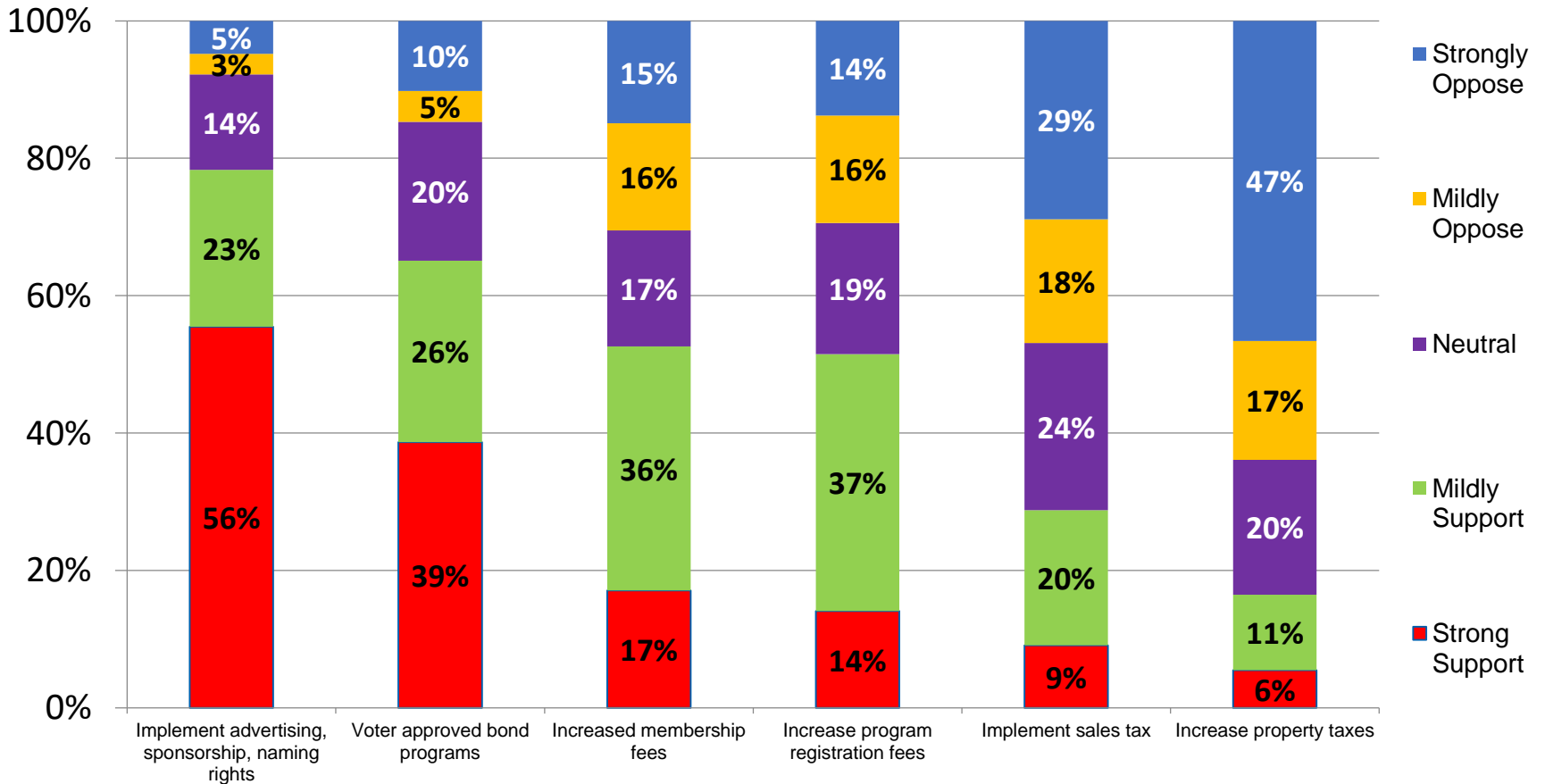
EXISTING RECREATION CENTER FACILITIES	RATING				IMPORTANCE RANK*
	Very Important	Somewhat Important	Not Important	No Opinion	
Cardio fitness room	39	22	3	37	1
Group exercise studio	31	23	7	39	2
Weight lifting room	30	22	7	41	3
Indoor play structure	32	20	7	40	4
Child watch room	29	19	7	44	5
Outdoor play structure	25	23	8	44	6
Multi-use rooms (meetings, rentals, etc.)	17	23	13	47	7
Dedicated teen area	14	24	12	50	8
Communal area	12	24	14	50	9
Indoor pickleball	5	13	20	62	10

*Importance Rank – Each respondent ranked their TOP three park facilities. The Importance rank is the sum of the first, second and third most important ranked facilities.

Funding Priorities for New or Expanded Recreation Center

Q. If a new recreation center was built or we expand an existing one, how would you prefer the building operations and programs to be funded? N=2,028

More than half strongly support sponsorship, naming, advertising rights, and 39% support voter approved bond programs.

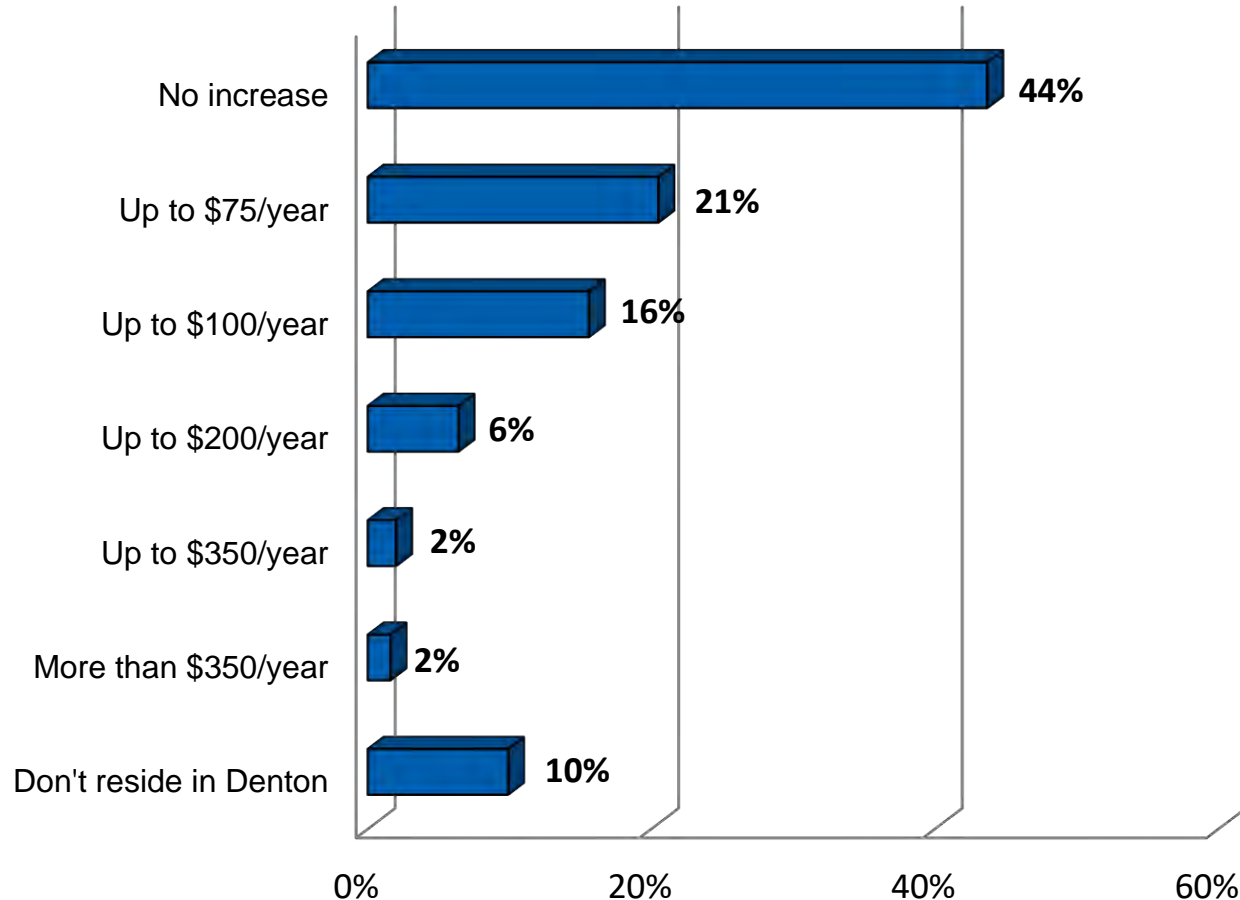


Source: National Service Research - Survey of Denton Residents - August 2019

Property Tax Increase

Q. How much more per year in additional property taxes would you be willing to pay in order to fund a new recreation center or an addition or expansion of an existing recreation center? N=2,028

46% of respondents are willing to pay more in property taxes to fund a new recreation center or an addition/expansion of an existing recreation center.

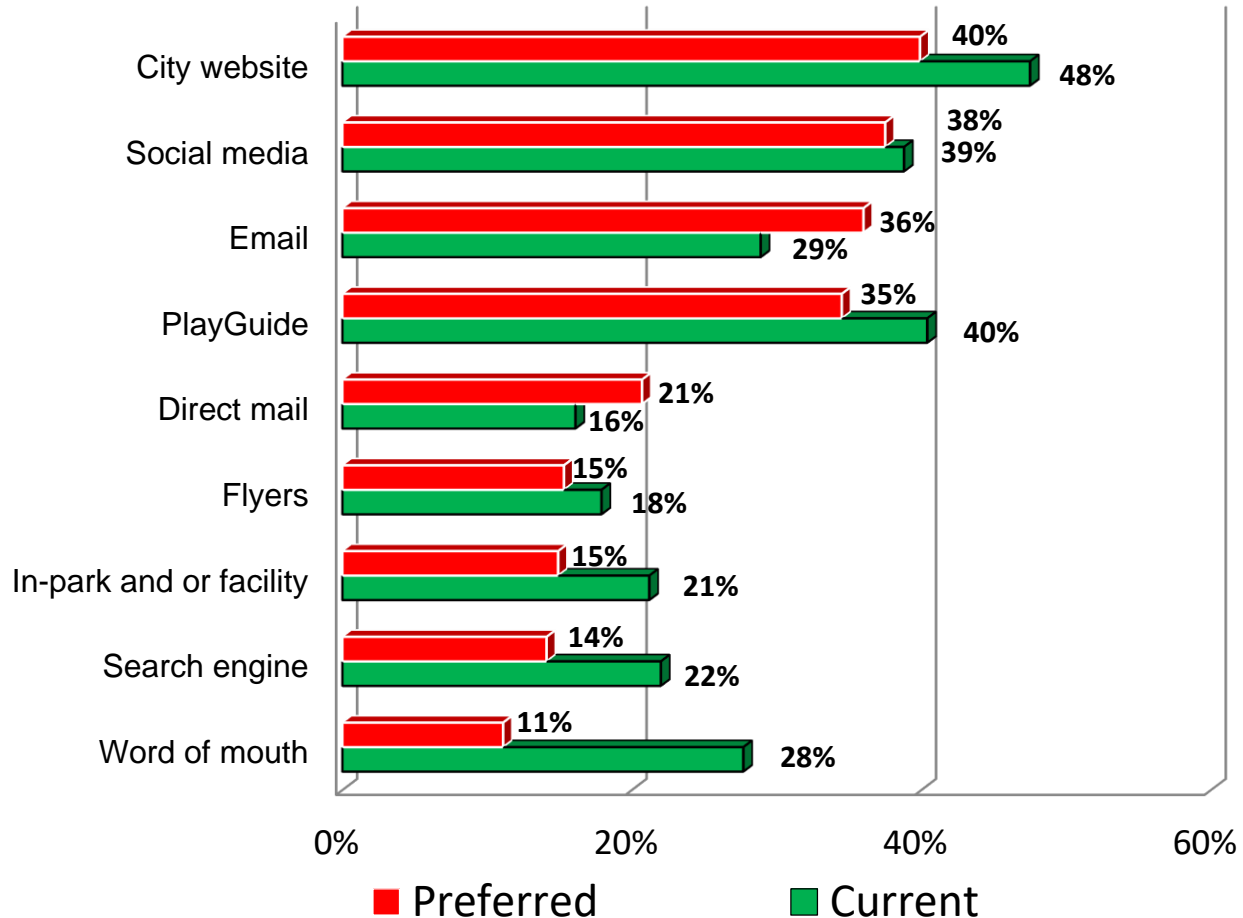


Current and Preferred Communication about Denton

Q. What is your CURRENT method of gathering information about Denton parks, facilities, programs & events?
 Q. What is your PREFERRED method of gathering information about Denton parks, facilities, programs and events?

N=2,028

Preferred communication methods; City website, social media, email and Play Guide.



Comments

Q. Do you have any additional comments or suggestions. N=436 respondents answering

A few comments from respondents:

- Parking is getting more difficult at the Senior Center. Exercise class is getting crowded, the building does not have a larger room to accommodate us.
- Senior needs in Denton needs to be addressed. Seniors need to be included in every step of progress/development location/equipment and class choice, etc.
- Thankful for the senior center, the food service is an important program.
- Parks department does a great job. I want the North Lakes Recreation Center expanded or need a new facility.
- North Lakes needs updating, expand building. Amphitheater would be nice for concerts downtown.
- Build a skate park and let the skaters design it. Add another indoor pool so everyone can swim at all times.
- Create a forum of promotion to bring to Denton school campuses to get more volunteer support from those that need hours. Many teenagers and young adults don't volunteer because they don't know about it.
- Denton is growing too quickly. I want more open space set aside for parks and rec. which currently isn't keeping up with growth. I want to see expansion of our rec centers and maybe a new center in an underserved area. Too many days when the weather dictates indoor activity. There should be a Clear Creek Nature center (no concrete walkways) in every quadrant of Denton. I want to see children playing outside and I'm not referring to "youth sports".
- If Parks & Rec could use an app like NextDoor or EventBrite to list important events, festivals, etc., that would be really helpful. I still like the old school paper Play guide, too. I'm sure it's especially useful for older folks who aren't as techy.

Comments - Continued

Q. Additional information or comments you would like to bring to the Parks and Recreation Department's attention. N=436 respondents answering

A few comments from respondents:

- As our community grows, it is vitally important that we incorporate more green spaces and nature preserves into our community master plans! A growing body of research suggests that access to natural spaces is key to maintaining the mental and physical health of children and adults alike! I would like to see more resources invested in acquiring and preserving green spaces for hiking and biking trails, especially in the Northern part of our city where the growth rate has recently increased.
- When our children were younger, we accessed the parks and camps very often. Now that they are older, we rarely access the parks. However, my husband bikes the trails and our children are employed at Waterworks. As a family, we appreciate the Denton Park System, the beauty of the parks and the amenities provided to the residents of Denton.
- I think it would be awesome to have a giant running trail with outdoor workout stations along the way.
- I believe we need more green space, parks and trees in our community within walking distance of neighborhoods.
- I love community activities, environmental awareness, and our attention to animals.
- Please expand the natatorium. We really need an additional full-size pool for swim team and water polo events.
- Thank you, City of Denton, for providing good facilities to help keep our population healthy.
- Additional free spray park or add to the existing spray park. Currently we drive to Grapevine so our 7 year old can play in a well-equipped spray park.
- I would love it if it were easier to learn about opportunities at the rec centers. I feel like everything we have participated in, I have found out about from someone, not from the city itself.

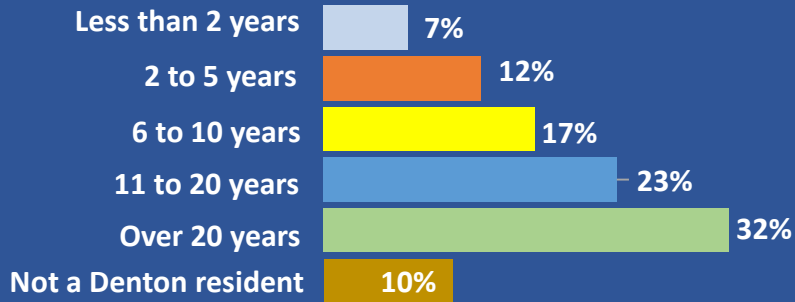


Respondent Demographics

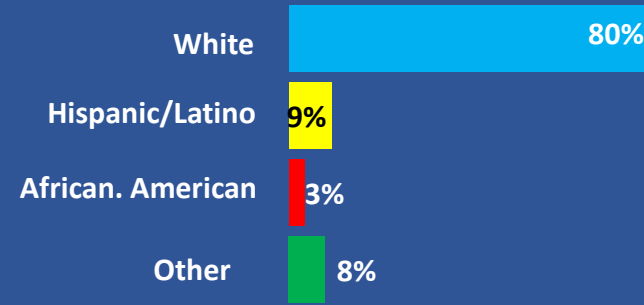


Respondent Demographics

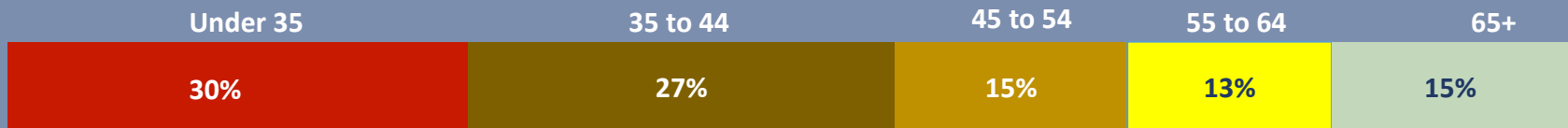
How long have you been a resident of Denton?



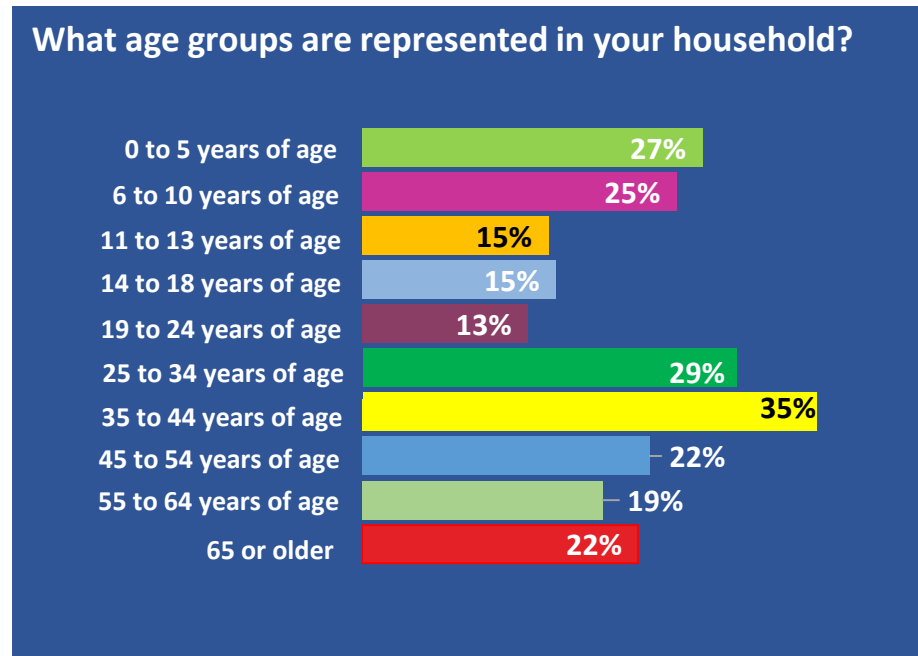
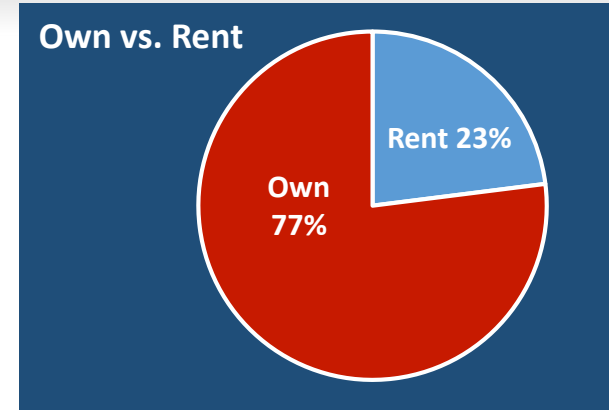
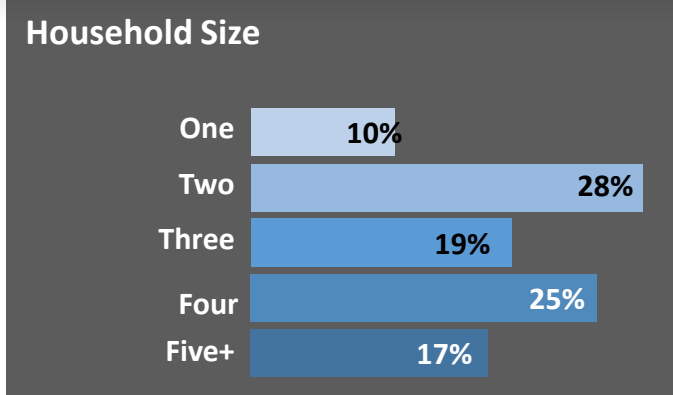
Ethnicity



Respondent Age – Mean Age: 45.6 years of age



Respondent Demographics



Percentages will total to more than 100% due to multiple responses allowed



Summary

Summary

PROGRAMS

- Top programs/activities of interest:
 - Outdoor concerts/movies – 54%
 - Kayaking, rock climbing, archery – 41%
 - Fitness equipment – 40%
 - Group exercise - 39%
 - Health/wellness classes – 39%

FACILITIES/AMENITIES – RECREATION CENTER

- The most important facilities and/or amenities in a new recreation center or an expanded existing recreation center:
 - #1 - Cardio fitness room
 - #2 - Group exercise studio
 - #3 - Weight lifting room
 - #4 - Indoor play structure
- For a new recreation center, the next two most important facilities were an indoor track and a natatorium with lap lanes.
- For an expansion to an existing recreation center, the next two most important facilities were a child watch room and an outdoor play structure.

Conclusions

- 98% of all respondents said quality parks, facilities, programs and events are very or somewhat important to a healthy and active lifestyle. These findings are consistent across all age groups and Districts.

FUNDING SOURCES

- More than half strongly support sponsorship, naming, advertising rights, and 39% support voter approved bond programs.
- 46% of respondents are willing to pay more in property taxes to fund a new recreation center or an addition/expansion of an existing recreation center.

PREFERRED COMMUNICATION

- The top preferred communication methods from Denton about park, facilities and programs; City website, social media, email and Play Guide.

Summary – WHERE DO WE GO FROM HERE?

Communicate

- Community
- Employees

Use results to inform decision making

- Budgeting
- Resource Allocation/
Planning

National Service Research Background/Contact Information

Contact: Andrea Thomas, Owner

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817-312-3606

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web site: www.nationalservicereseach.com

National Service Research (NSR), founded in 1989, is a full-service market research consulting firm and conducts market studies for the public and private sector. NSR conducts various types of consumer and business research including focus groups and surveys nationwide. NSR's owner and founder, Andrea Thomas, over thirty-five years of professional market research experience.