

CHAPTER ONE COMPARATIVE SURVEY

1.1 METHODOLOGY

A statistically valid community survey was distributed to a random sample of Broward County “(County)” residents, via the US Post Office, by ETC Institute (ETC). The survey was administered in Spring 2020 and sought feedback on County parks, facilities, and programs.

An online survey (powered by SurveyMonkey) was launched to gain a better understanding of the unmet needs, preferences, and satisfaction levels of County users. The online survey was available from May 26 through September 10, 2020 and received a total of 2,913 responses.

The online survey emulated the questions used in the statistically valid survey and allowed the community an opportunity to provide input if they did not receive the statistically-valid survey.

Overall, the findings from the online survey have similarities to the statistically valid survey results.





1.2 COMPARISON

The following sections present a side-by-side comparison of survey results. All areas of congruence (in terms of order or response percentage range) are shaded in each table; **green identifies responses higher than the statistically valid survey**, **blue indicates same score**, **white identifies unique responses**, and **orange identifies responses below** the comparison.



1.2.1 PARK BARRIERS

Respondents rated reasons that detour use of parks and/or facilities. It is important to make the online survey “other” represented since it was the highest response. Comments from households that responded with “other” included common themes of families that were too busy, restrictions, and apprehension from the COVID-19 pandemic. The Priority Investment Rating from the statistically valid survey identifies the highest priority facilities and amenities (features) to help address the lack of features households want to use.

 <u>Statistically Valid Survey</u>	 <u>Online Community Survey</u>
1. Use City parks/facilities (22%)	1. Other (43%)
2. Not aware of parks’ or facilities locations (17%)	2. Lack of features we want to use (24%)
3. Lack of features we want to use (16%)	3. Not aware of parks’ facilities locations (18%)
4. Too far from home (11%)	4. Do not feel safe using parks/facilities (16%)
5. Do not feel safe using parks/facilities (11%)	5. Too far from home (16%)



1.2.2 PROGRAM BARRIERS

The top five reasons for not participating were nearly the same order in both surveys, with only one barrier differing.

 <u>Statistically Valid Survey</u>	 <u>Online Community Survey</u>
1. I don't know what is offered (48%)	1. I don't know what is offered (67%)
2. Too busy/not interested (25%)	2. Too busy/not interested (15%)
3. Prefer individual activities (16%)	3. Prefer individual activities (13%)
4. Program times are not convenient (11%)	4. Program times are not convenient (12%)
5. Too far from home (8%)	5. Other (10%)



1.2.3 PROGRAM NEEDS

In different priority order, four of the top five programs are the same in both surveys.

 <u>Statistically Valid Survey</u>	 <u>Online Community Survey</u>
1. Adult fitness & wellness programs (51%)	1. Exercise classes (42%)
2. Exercise classes (36%)	2. Outdoor environmental education/ nature camps and programs (41%)
3. Senior programs (29%)	3. County special events (40%)
4. County special events (28%)	4. Adult fitness & wellness programs (39%)
5. Cultural enrichment programs (38%)	5. Cultural enrichment programs (34%)

1.2.4 PROGRAM MOST IMPORTANT



Four of the five programs from the ETC survey were considered “Most Important” in the online survey. These included adult fitness and wellness, County special events, exercise classes, and cultural enrichment programs.

 <u>Statistically Valid Survey</u>	 <u>Online Community Survey</u>
1. Adult fitness and wellness (36%)	1. Adult fitness and wellness (27%)
2. Exercise classes (20%)	2. Outdoor environmental education/ nature camps and programs (30%)
3. Senior programs (20%)	3. County special events (28%)
4. County special events (14%)	4. Exercise classes (18%)
5. Cultural enrichment programs (13%)	5. Cultural enrichment programs (18%)

1.2.5 FACILITY/AMENITY NEEDS



The top five responses for "Most Needed" facilities/amenities reflected two similarities:

1. Multi-use paved trails, slightly lower
2. Small neighborhood parks, slightly higher

 <u>Statistically Valid Survey</u>	 <u>Online Community Survey</u>
1. Accessible parks/walking trails (59%)	1. Multi-use paved trails (45%)
2. Multi-use paved trails (52%)	2. Open space conservation areas (37%)
3. Shaded picnic areas & shelters (45%)	3. Small neighborhood parks (36%)
4. Community center (35%)	4. Observatory (36%)
5. Small neighborhood parks (33%)	5. Environmental/natural education center (36%)



1.2.6 FACILITY/AMENITY MOST IMPORTANT

Three of the five "Most Important" facility/amenity were the same in both surveys. Priorities may have shifted from the completion of the statistically valid survey to the community online survey due to the effects of the COVID-19 pandemic.

 <u>Statistically Valid Survey</u>	 <u>Online Community Survey</u>
1. Accessible parks/walking trails (42%)	1. Accessible parks/walking trails (38%)
2. Multi-use paved trails (29%)	2. Multi-use paved trails (33%)
3. Dog park (20%)	3. Mountain bike trail (20%)
4. Shaded picnic areas & shelters (18%)	4. Playgrounds (18%)
5. Community center (18%)	5. Dog Park (18%)



1.2.7 PREFERRED MARKETING METHODS

According to both surveys, the County website has the most support. Staff should continue to focus on digital marketing channels through the website, social media, email, and going forward, e-newsletters.

 <u>Statistically Valid Survey</u>	 <u>Online Community Survey</u>
1. Email (41%)	1. Social Media (52%)
2. County website (35%)	2. County website (49%)
3. Social media (32%)	3. Emails (47%)
4. E-newsletter (20%)	4. Materials at parks or recreation facilities (22%)
5. Advertising (15%)	5. E-newsletter (20%)



1.2.8 BENEFITS OF BROWARD COUNTY'S PARKS, FACILITIES, AND RECREATION PROGRAMS OR SERVICES

The benefits of County parks, facilities and programs respondents agreed with the most are listed below.

 <u>Statistically Valid Survey</u>	 <u>Online Community Survey</u>
1. Has access to greenspace & Nature, or playgrounds (37%)	1. Has access to greenspace & nature, or playgrounds (61%)
2. Helps reduce crime in neighborhood (24%)	2. Improves my mental health & reduces stress (50%)
3. Improves my mental health & reduces stress (22%)	3. Improves my physical health and fitness (48%)



1.2.9 FUNDING FUTURE PARKS, RECREATION, TRAILS & OPEN SPACE

Due to COVID-19, the community’s willingness to fund future parks, recreation, trails, & open space has increased.

 <u>Statistically Valid Survey</u>	 <u>Online Community Survey</u>
1. Increased funding (50%)	1. Increased funding (74%)
2. Maintain existing funding levels (35%)	2. Maintain existing funding levels (19%)
3. Reducing funding (2%)	3. Reducing funding (1%)
4. Not sure (13%)	4. Not sure (7%)



1.2.10 MOST WILLING TO FUND

Respondents are the most willing to fund potential actions involving the improvement of existing conditions. This speaks volumes when taking into account all other public input where infrastructure and aging facilities were a major common theme across all input.

 Statistically Valid Survey	 Online Community Survey
1. Develop new walking trails (33%)	1. Improve existing parks infrastructure (43%)
2. Add new and/or improve existing restroom in parks (27%)	2. Develop adventure park/ zipline/ climbing tower (39%)
3. Improve existing parks infrastructure (26%)	3. Develop new walking trails (39%)
4. Improve existing trail system (21%)	4. Add new and/or improve existing restrooms (35%)



1.2.11 SUPPORT OF BOND REFERENDUM

Bond referendum support is relatively similar in both surveys with close to 70% indicating some level of support.

 Statistically Valid Survey	 Online Community Survey
1. Somewhat supportive (41%)	1. Very supportive (51%)
2. Very Supportive (30%)	2. Somewhat supportive (26%)
3. Not sure (17%)	3. Not Sure (18%)
4. Not Supportive (12%)	4. Not Supportive (5%)



1.2.12 DEMOGRAPHICS - GENDER

This chart identifies that females are over represented when compared to the Statistically valid survey.

 <u>Statistically Valid Survey</u>	 <u>Online Community Survey</u>
1. Female (50%)	1. Female (65%)
2. Male (49%)	2. Male (35%)
3. Non-binary (1%)	3. Non-binary (1%)



1.2.13 DEMOGRAPHICS – AGE SEGMENTS WITHIN HOUSEHOLD

When compared to the statistically valid survey, Ages 35-44, Ages 25-34, Ages 5-9, Ages 10-14 and Under age 5 are over represented in the electronic survey.

 <u>Statistically Valid Survey</u>	 <u>Online Community Survey</u>
1. Ages 55-64 (19%)	1. Ages 35-44 (19%)
2. Ages 45-54 (16%)	2. Ages 45-54 (16%)
3. Ages 65-74 (12%)	3. Ages 55-64 (11%)
4. Ages 35-44 (11%)	4. Ages 25-34 (11%)
5. Ages 25-34 (7%)	5. Ages 5-9 (9%)
6. Ages 15-19 (7%)	6. Ages 10-14 (8%)
7. Age 10-14 (7%)	7. Under age 5 (8%)
8. Ages 5-9 (6%)	8. Ages 65-74 (7%)
9. Ages 20-24 (5%)	9. Ages 15-19 (6%)
10. Ages 75-84 (5%)	10. Ages 20-24 (4%)
11. Under age 5 (3%)	11. Ages 75-84 (1%)
12. Ages 85+ (1%)	12. Ages 85+ (0%)



1.2.14 DEMOGRAPHICS – HISPANIC, LATINO OR SPANISH ANCESTRY

Households that took the electron survey have Hispanic, Latino or Spanish ancestry when compared to the statistically valid survey.

 <u>Statistically Valid Survey</u>	 <u>Online Community Survey</u>
1. No (70%)	1. No (61%)
2. Yes (30%)	2. Yes (39%)

1.2.15 DEMOGRAPHICS – RACE/ETHNICITY

White/Caucasian were overrepresented in the electronic survey with African American and Asian populations underrepresented

 <u>Statistically Valid Survey</u>	 <u>Online Community Survey</u>
1. White/Caucasian (64%)	1. White/Caucasian (81%)
2. African American/Black (28%)	2. Other (8%)
3. Asian (4%)	3. African American (7%)
4. Native American (1%)	4. Asian (2%)
5. Pacific Islander (1%)	5. Native American (1%)

1.3 IMPLICATIONS

After analyzing the data collected from the public input process, there are several noticeable public priorities:

- The most important facilities/amenities to County residents include accessible parks/walking trails, multi-use pave trails, and a dog park.
- The facilities/amenities barriers that can be addressed by the County include updating existing features, increased marketing, and safety.
- Programming challenges that can be addressed by the County would include increased marketing and adjusting program times.
- Programs that are most important to County residents include adult fitness and wellness programs, special events, exercise classes, and cultural enrichment programs.
- Marketing efforts should be focused on digital marketing: County website, social media, emails, and e-newsletters.
- Close to 70% of respondents have varying levels of support of a potential bond referendum and approximately 50% would support an increase in funding of County parks. This funding support is for the improvement of existing park infrastructures, the development of new walking trails, and for the addition of new or improvement of existing restrooms.