

City of Maitland Leisure Services Master Plan Survey Final Results

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City of Maitland Leisure Services

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INTRODUCTION & METHODOLOGY

The purpose of this study was to gather public feedback on City of Maitland parks and recreation facilities, services, and programs. This survey research effort and subsequent analysis were designed to assist the City of Maitland's Leisure Services Department in updating the City's Parks and Recreation Master Plan for existing and future enhancements, facilities, and services.

The survey was conducted using three primary methods: 1) a mail-back survey, 2) an online, invitation-only web survey to further encourage response from those residents already within the defined invitation sample, and 3) an open-link online survey for members of the public who were not part of the invitation sample. The analysis herein primarily focuses on responses from the invitation sample. However, open link responses are additionally analyzed and discussed in a separate section of the report, highlighting differences and similarities from the invitation sample.

The primary list source used for the mailing was a third party list purchased from Gravis Marketing, a political marketing agency that specializes in political polling. Gravis provides consumer lists for U.S. addresses as well as automated robocalls. Use of the Gravis list includes renters in addition to homeowners and residents who are not registered to vote in addition to registered voters. Follow-up robocalls were utilized in Maitland to further encourage survey response.

A total of 3,500 surveys were mailed to a random sample of Maitland residents in September 2015. After accounting for undeliverable addresses (421 total), 3,079 survey mailings were delivered and 334 responses were received, resulting in a fairly high response rate of 10.8 percent. The margin of error for the 334 statistically valid responses is approximately +/- 5.4 percentage points calculated for questions at 50% response¹. Additionally, the open link survey received approximately 245 responses after removing blank partial responses.

The underlying data were weighted by age to ensure appropriate representation of Maitland residents across different demographic cohorts in the sample. Using the ESRI Demographic and Income Profile, which generates a 2014 population profile using 2010 Census data, the age distribution within the invitation respondent sample was matched to the 2014 demographic profile of the City of Maitland.

Due to variable response rates by some segments of the population, the underlying results, while weighted to best match the overall demographics of residents, may not be completely representative of some sub-groups of the population.

¹ For the total invitation sample size of 334, margin of error is +/- 5.4 percent calculated for questions at 50% response (if the response for a particular question is "50%"—the standard way to generalize margin of error is to state the larger margin, which occurs for responses at 50%). Note that the margin of error is different for every single question response on the survey depending on the resultant sample sizes, proportion of responses, and number of answer categories for each question. Comparison of differences in the data between various segments, therefore, should take into consideration these factors. As a general comment, it is sometimes more appropriate to focus attention on the general trends and patterns in the data rather than on the individual percentages.

DEMOGRAPHICS

This section of the report details the respondent and household demographics of the invitation and open link samples. By understanding how the characteristics of these two sample groups differ, we are in a better position to understand contrasting response patterns for various questions on the survey.

- **Gender.** Slightly less than two-thirds of the invitation sample is female (63 percent), while approximately a third is male (37 percent). The open link sample had an almost identical gender distribution (62 percent female, 38 percent male).
- **Age.** Two in five invitation sample respondents are under age 45 (41 percent), similar to open link respondents (40 percent). Thirty-eight percent are between the ages of 45 and 64, and 21 percent are age 65 or older. Open link respondents had comparatively less representation among respondents age 65 or older (10 percent).
- **Household Profile.** Most invitation respondents either live in households with children (36 percent) or are empty nesters (33 percent). An additional 16 percent are couples without children, and 14 percent are singles without children. Respondents in family households (40 percent) and empty nesters (27 percent) also dominated the open link sample.

A majority of both invitation respondents (75 percent) and open link respondents (69 percent) reported being in a couple.

- **Household Income.** Slightly under half of both invitation (49 percent) and open link (43 percent) respondents reported annual household incomes of less than \$100,000. Roughly a third (32 percent) of invitation households earn between \$100,000 and \$199,999 (43 percent of open link households), and 20 percent earn more than \$200,000 per year.
- **Ethnicity/Race.** Six percent of invitation respondents and 7 percent of open link respondents identified themselves as being of Hispanic, Latino, or Spanish origin. Racial diversity among sample respondents was fairly limited, with 94 percent of invitation respondents identifying as white, 2 percent as African American, and 4 percent as an “other” race. The open link sample was slightly more representative of different races, with 4 percent identifying as Asian, 3 percent African American, 1 percent Native American, and 1 percent other.
- **Area of Residence.** Over half of invitation sample respondents live east of Orlando Avenue (57 percent), followed by the area between I-4 and Orlando Avenue (32 percent) and the area west of I-4 (5 percent). An additional five percent indicated that they do not live within Maitland city limits. The open link sample had a more balanced representation of each neighborhood, with 38 percent of open link respondents located west of I-4, 31 percent east of Orlando Avenue, and 23 percent between I-4 and Orlando Avenue. Eight percent of the open link sample lives outside city limits.

- Years in the Maitland Area. Having lived in the Maitland area for a considerable period of time is common among invitation sample respondents, who have been in Maitland for an average of 19.6 years. In fact, 40 percent have lived in the area for over twenty years. Open link respondents generally have not lived in Maitland as long, with an average of 11.9 years and 21 percent having lived in the area for over twenty years.
- Own or Rent. A majority of both invitation respondents (89 percent) and open link respondents (84 percent) indicated that they own their residence.
- Voter Registration. Most respondents in both samples are registered voters in the City of Maitland (90 percent invitation, 80 percent open link).
- Household Need for ADA-Accessible Facilities. Five percent each of the invitation and open link samples indicated that their household has a need for ADA-accessible facilities.

Figure 1: Demographic Profile

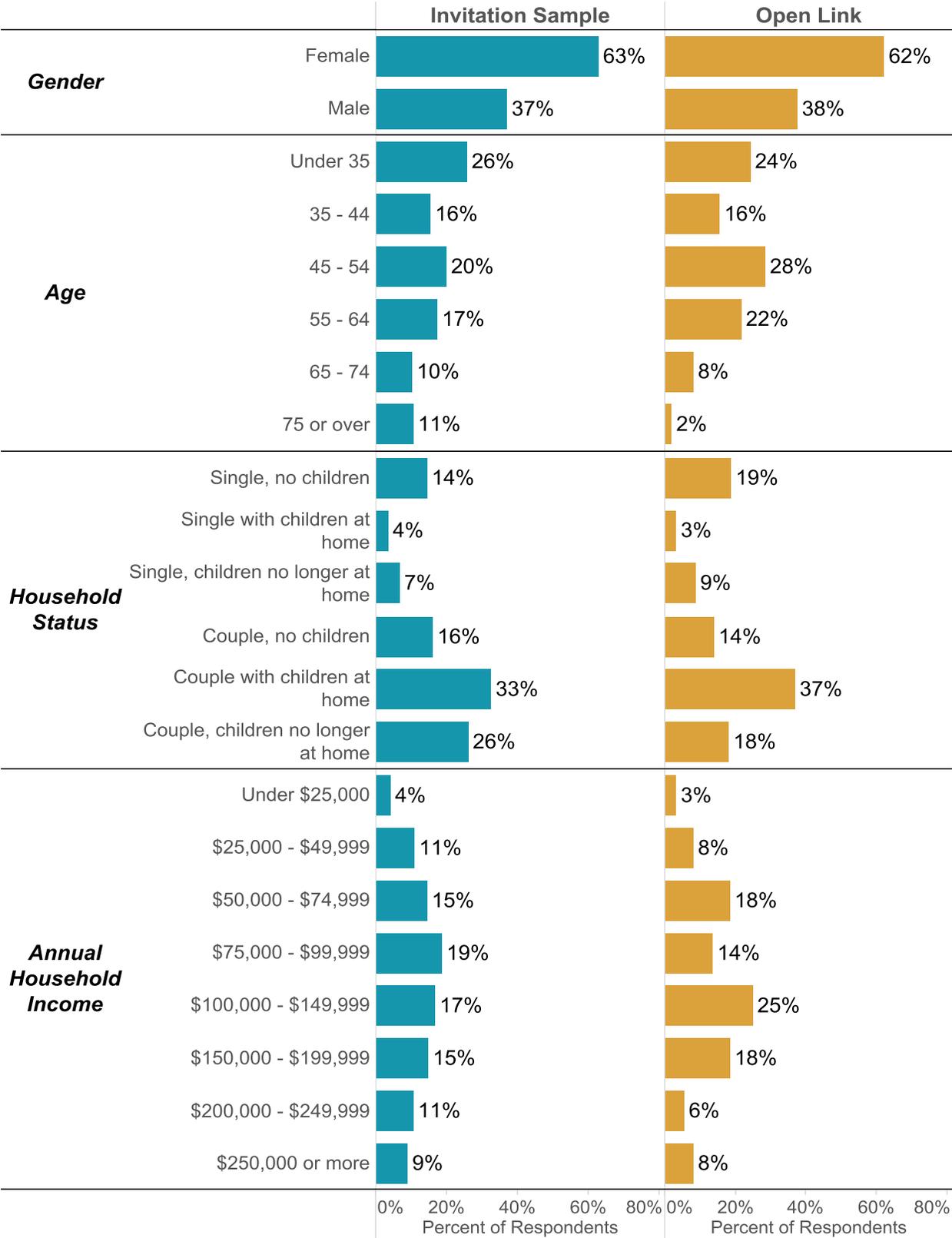
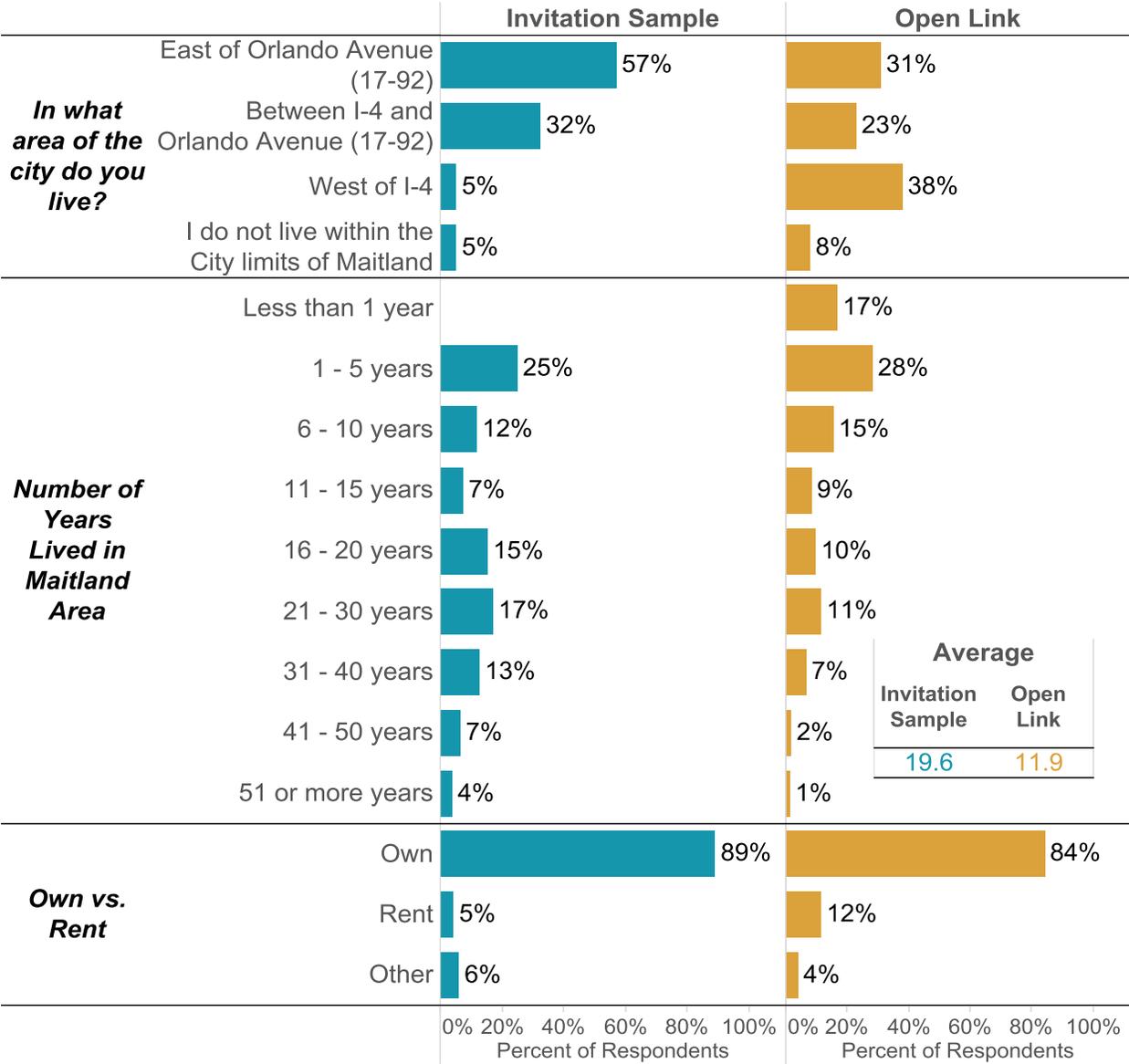


Figure 2: Residential Profile



CURRENT PROGRAMS AND FACILITIES

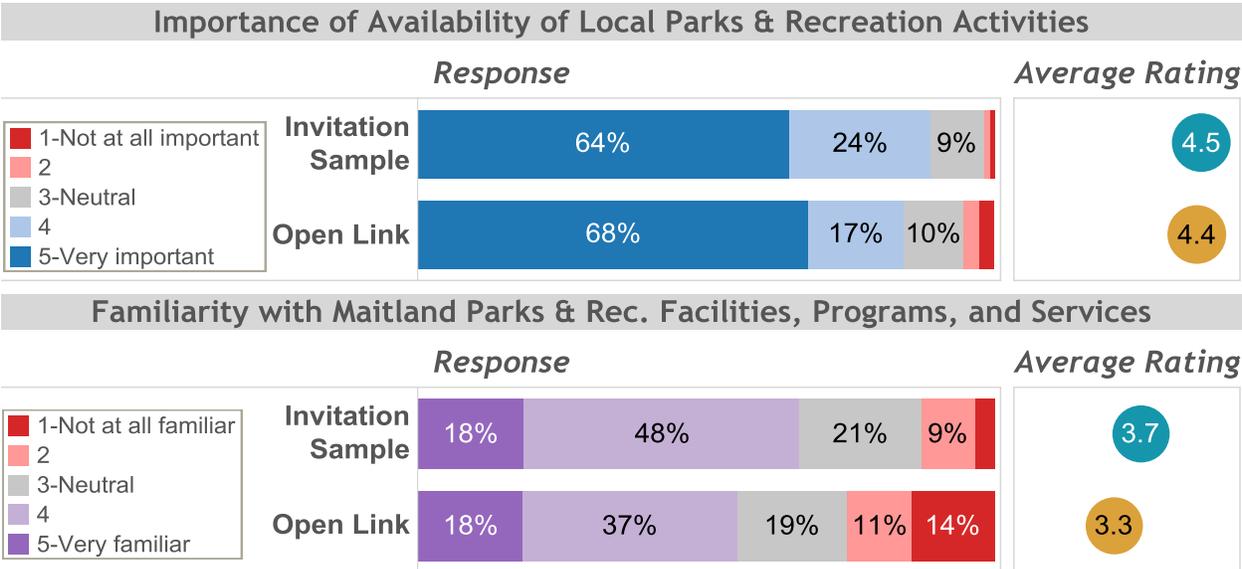
The remainder of the report explores the findings from the invitation sample. Open link sample results are portrayed in the graphs alongside invitation sample results; however, in an effort to focus on the statistically valid sample, only the invitation sample is discussed in the text accompanying these graphs. Differences between the two sample sources are discussed in a later section of the report.

Importance and Knowledge of Parks and Recreation Opportunities

Importance of Local Recreation Opportunities. Respondents were asked to indicate the importance of the availability of local parks and recreation opportunities to their household on a scale of 1 to 5, with 1 meaning “not at all important” and 5 meaning “very important”. Invitation respondents generally noted that local parks and recreation is highly important to their households, with almost all respondents (89 percent) providing a “4” or “5” rating and an average rating of 4.5.

Knowledge/Familiarity with Current MLSD Offerings. Respondents were also asked to rate their level of familiarity with current Maitland Leisure Services facilities, programs, and services on a scale of 1 to 5, where 1 means “not at all familiar” and 5 means “very familiar”. Familiarity ratings were somewhat lower than importance ratings, with 66 percent of invitation sample respondents indicating that they are familiar with MLSD offerings (providing a “4” or “5” rating) and a 3.7 average rating.

Figure 3: Importance of and Familiarity with Local Recreation Opportunities



Respondents were provided a list of current Maitland Leisure Services facilities and programs/events and asked to rate the importance of each amenity to their household as well as identify the degree to which each amenity meets their community's needs. The results from each of these questions are discussed in turn below, first for the listed facilities and second for the listed programs/events.

Importance of Facilities to Household

Respondents rated the importance of Maitland Leisure Services facilities to their households on a scale from 1 to 5, where 1 is "not at all important" and 5 is "very important." Figure 4 to follow illustrates the percentage of invitation respondents providing each rating. Facilities are then sorted by their midpoint rating. Figure 5 depicts the average importance rating provided by invitation respondents for each facility. The highest average ratings and largest shares of "4" and "5" responses were given for the following facilities:

- Pathways/trails (average rating 4.6; 91 percent provided a 4 or 5 rating)
- City parks (4.5 average; 90 percent rated 4 or 5)
- Playgrounds (3.9 average; 71 percent rated 4 or 5)
- Picnic shelters (3.9 average; 72 percent rated 4 or 5)
- Access to lakes (3.9 average; 67 percent rated 4 or 5)
- Community/recreation center (3.9 average; 67 percent rated 4 or 5)
- Athletic fields (3.6 average; 59 percent rated 4 or 5)

A second tier of facilities that were rated somewhat lower include tennis courts (average rating 3.4), indoor gym space, ball fields, event/meeting space (each 3.3), splash pads, Senior Center, and outdoor basketball courts (each 3.2). These facilities are generally less important to the majority of invitation respondents.

**Figure 4: Importance of Facilities Operated by MLSD
Invitation Sample Only**

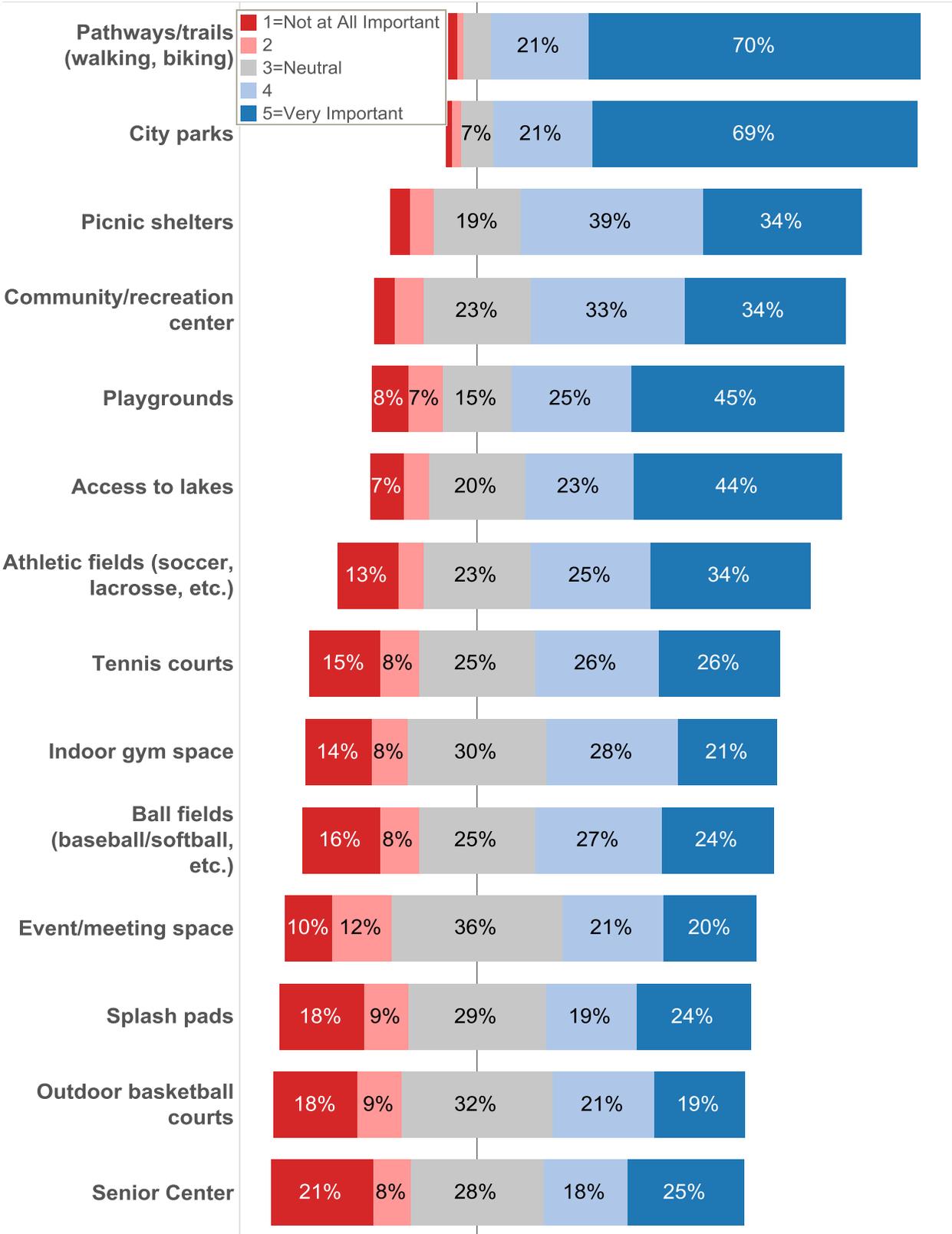
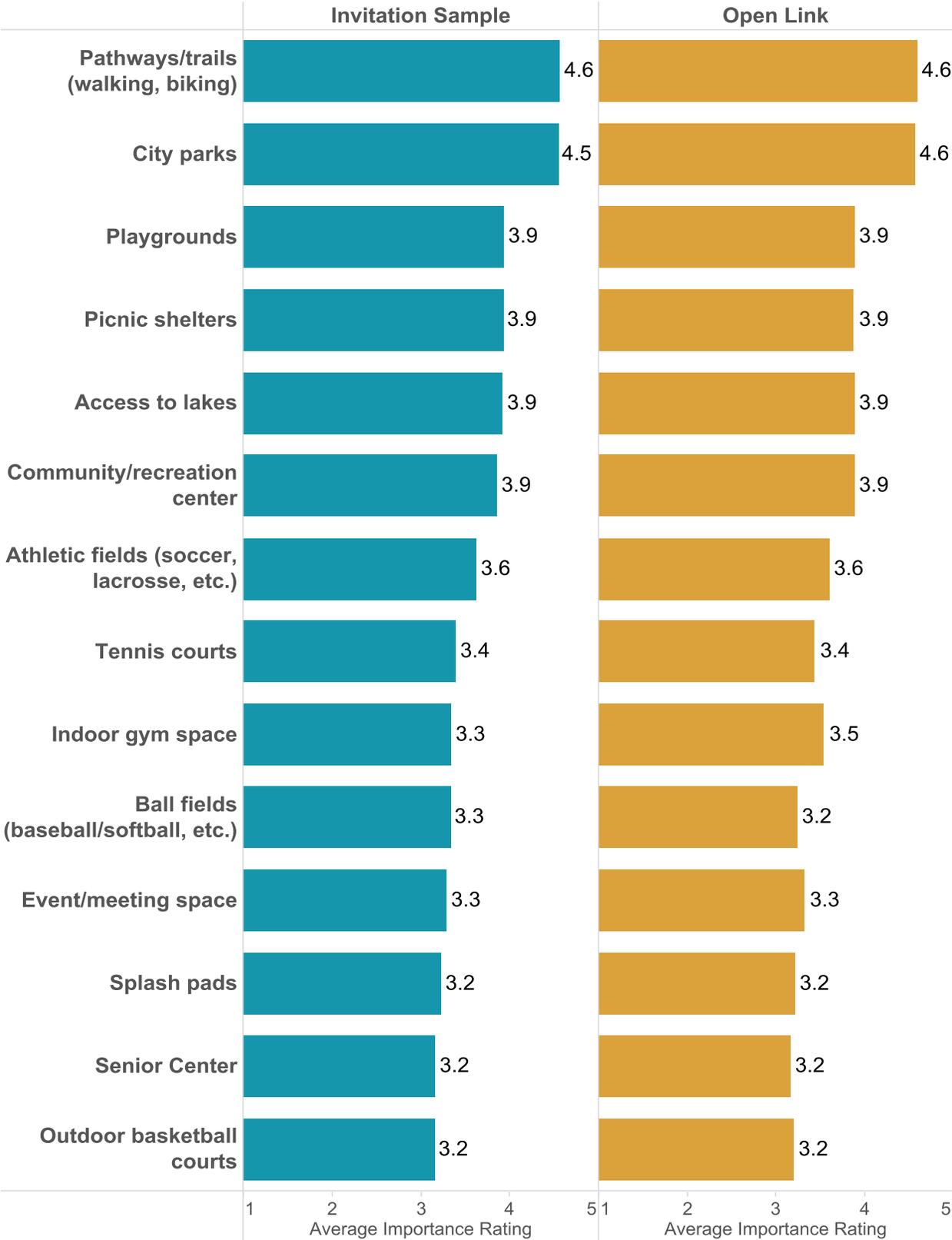


Figure 5: Importance of Facilities Operated by MLSD – Average Rating



Degree to Which Community Needs Are Met by Facilities

Using the same list of facilities, respondents also rated the degree to which they feel their community's needs are currently being met by Maitland Leisure Services facilities on a scale from 1 to 5, where 1 means "not at all" and 5 means "completely". Figure 6 shows the percentage of invitation respondents selecting each rating, and these facilities are again sorted by their midpoint needs met rating. Figure 7 immediately following depicts average ratings. Overall, respondents indicated that their community's needs are generally well met by most current facilities. The following facilities received the highest average ratings and the highest proportions of "4" and "5" ratings among invitation respondents:

- City parks (average rating 4.0; 75 percent provided a 4 or 5 rating)
- Playgrounds (3.9 average; 70 percent rated 4 or 5)
- Senior Center (3.8 average; 60 percent rated 4 or 5)
- Tennis courts (3.7 average; 60 percent rated 4 or 5)
- Picnic shelters (3.7 average; 61 percent rated 4 or 5)
- Ball fields (3.7 average; 60 percent rated 4 or 5)
- Community/recreation center (3.7 average; 57 percent rated 4 or 5)
- Access to lakes (3.6 average; 54 percent rated 4 or 5)
- Athletic fields (3.6 average; 51 percent rated 4 or 5)
- Pathways/trails (3.5 average; 49 percent rated 4 or 5)
- Event/meeting space (3.5 average; 48 percent rated 4 or 5)
- Outdoor basketball courts (3.4 average; 46 percent rated 4 or 5)

Two facilities, indoor gym space (average 2.8) and splash pads (2.3), received considerably lower needs met ratings. For each of these facilities, the share of respondents providing a "1" or "2" rating outnumbered the share providing a "4" or "5" rating, indicating that community needs are not well met by either of these facilities.

Figure 6: Degree to Which Community Needs are Met by Facilities Operated by MLSD
Invitation Sample Only

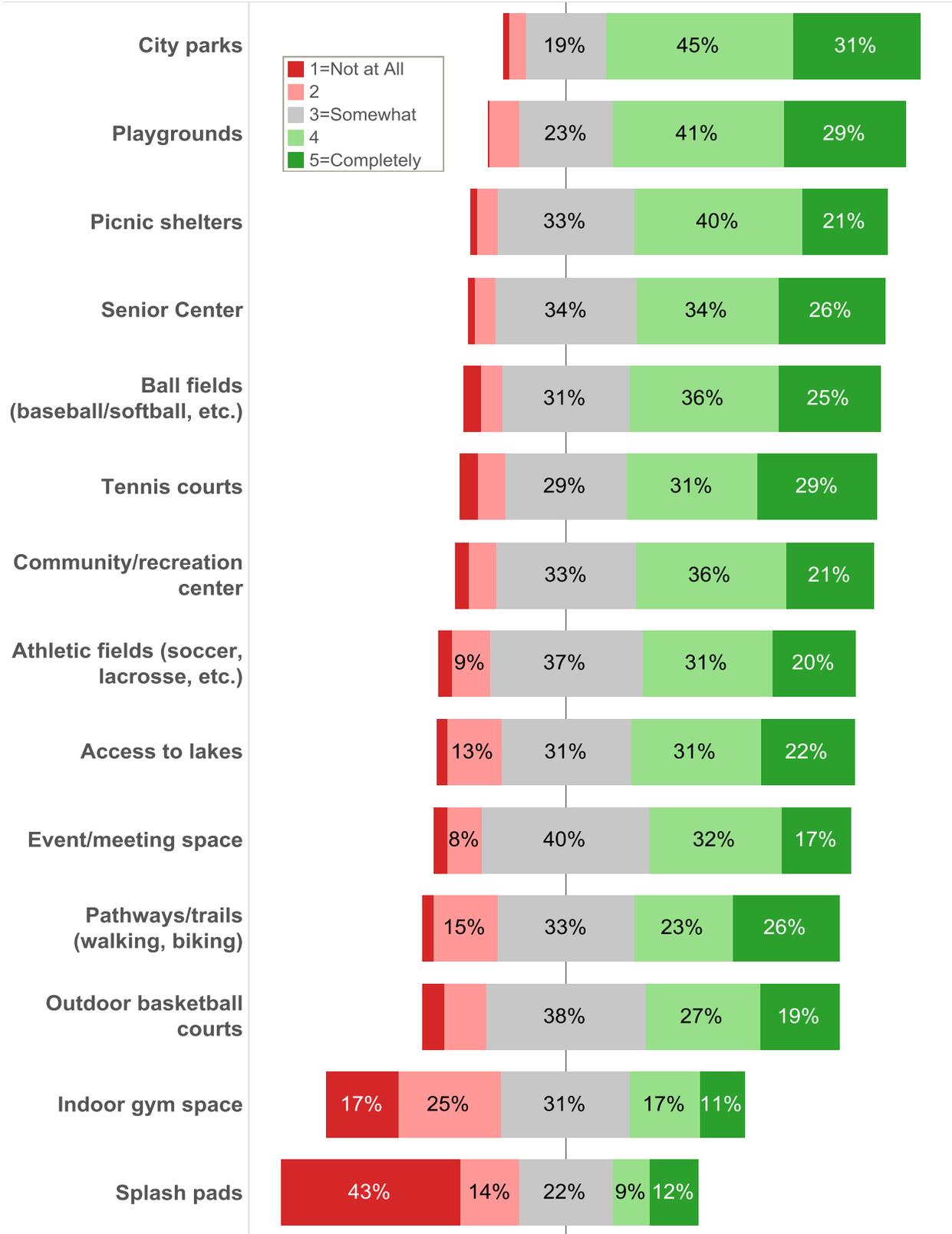
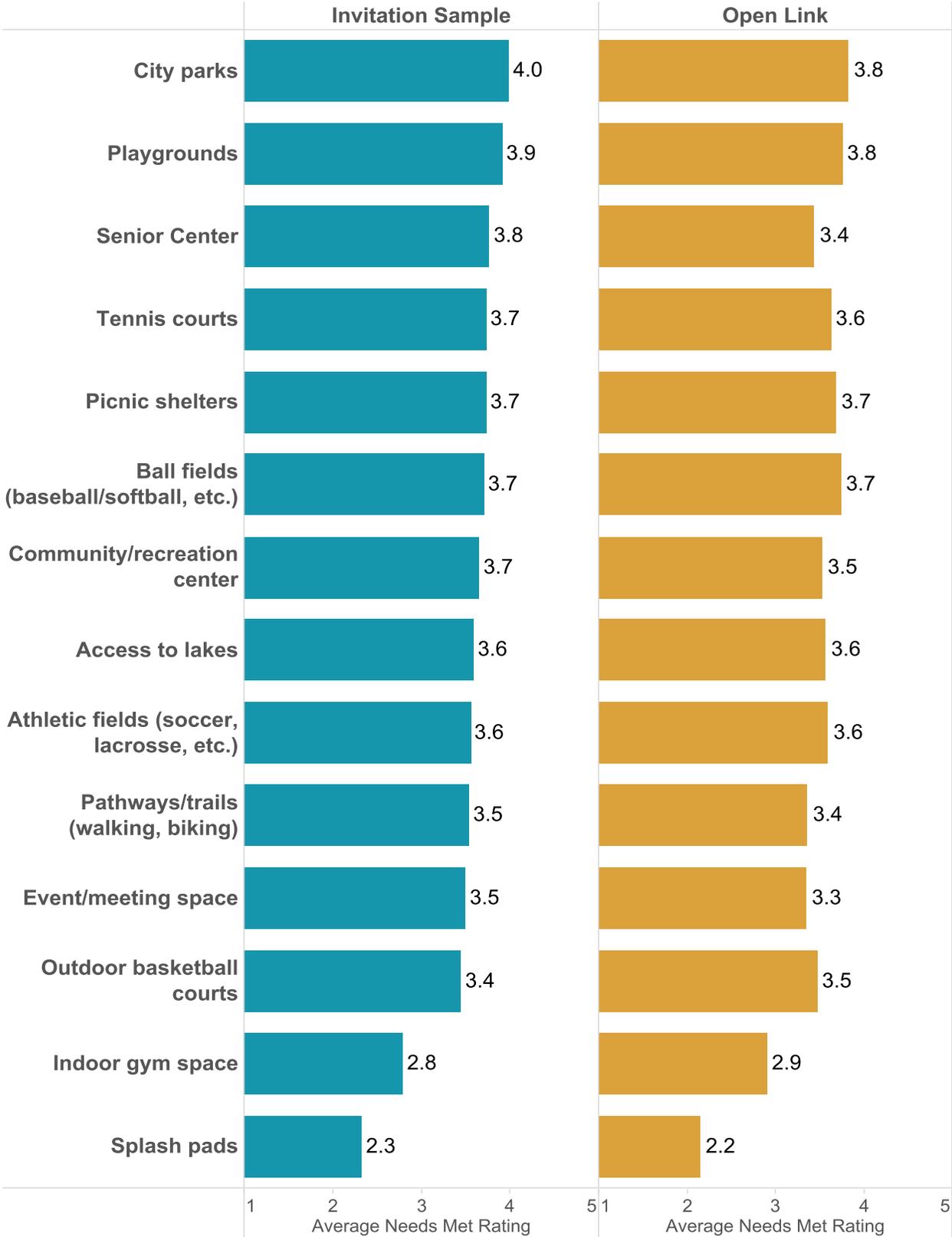


Figure 7: Degree to Which Community Needs are Met by Facilities Operated by MLSD – Average Rating



Importance vs. Needs-Met Matrix – Current Facilities

Plotting and comparing the facility ratings for level of importance and degree to which community needs are being met using an “Importance vs. Needs-Met” matrix is a useful exercise. Ratings are displayed in the matrix in Figure 8 on the following page using the midpoints for both questions to divide into four quadrants. The Importance scale midpoint was 3.5 (the median importance rating across all facilities); the Needs-Met midpoint was 3.6.

Depicted in the upper right quadrant are facilities that are highly important to community members and also have a high level of needs being met. These amenities are essential and should be maintained in the future as they are important to most respondents, but are less of a priority for improvements as needs are currently being adequately met:

- City parks
- Playgrounds
- Picnic shelters
- Community/recreation center (on the cusp of low needs met)

Facilities found in the upper left quadrant have a fairly high level of importance but a lower level of needs being met, suggesting that these are areas for potential improvements. Improving these facilities would positively affect the degree to which community needs are met overall:

- Pathways/trails
- Athletic fields
- Access to lakes (on the cusp of high needs met)

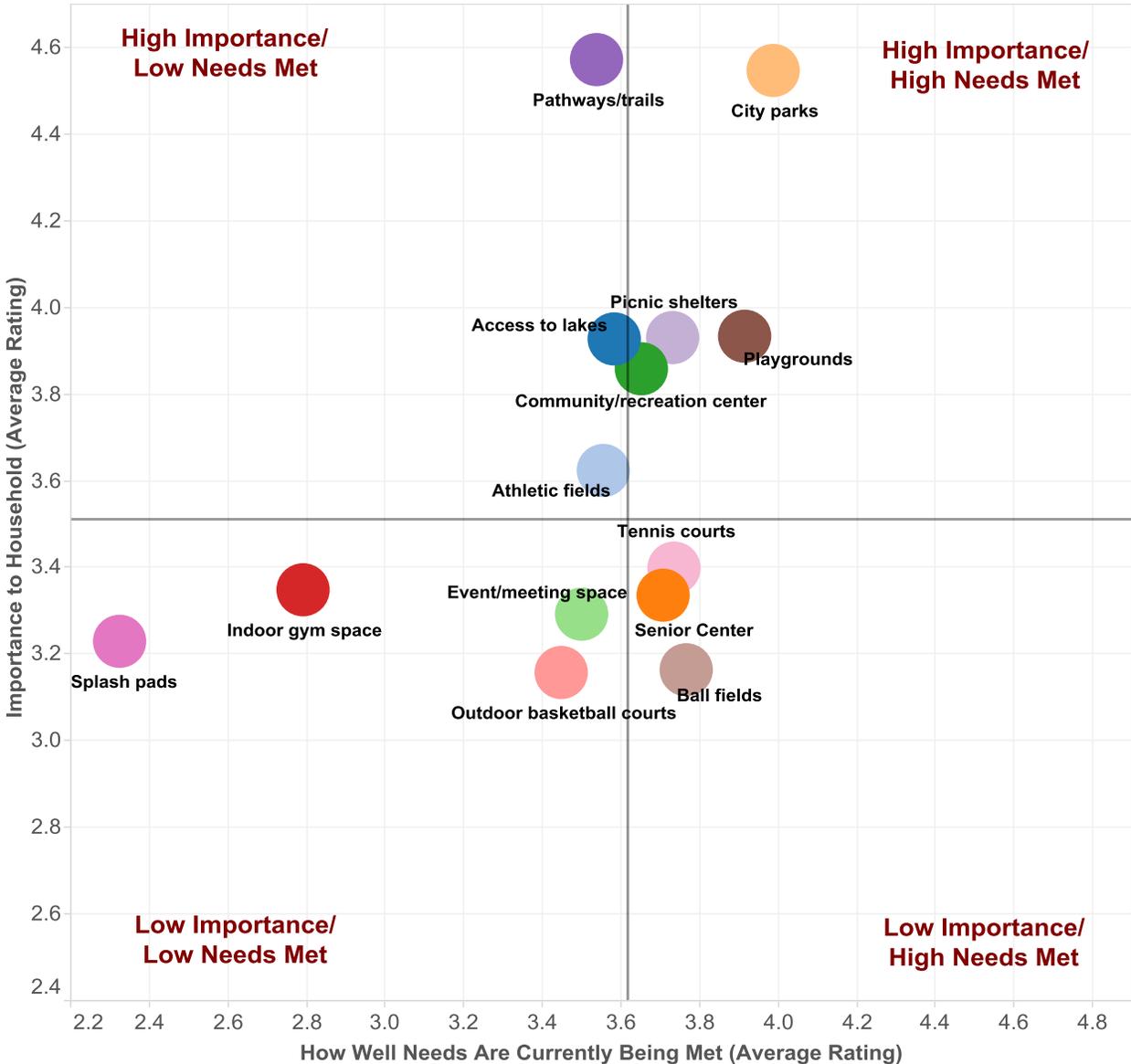
The lower right quadrant shows facilities that are less important to most households, yet are meeting the needs of the community well. Future discussions evaluating whether the resources supporting these facilities outweigh the benefits may be constructive:

- Tennis courts
- Senior Center
- Ball fields

Lastly, facilities located in the lower left quadrant are generally not meeting community needs but are also important to only a small group of residents. These “niche” facilities have a small but passionate following, so measuring participation and planning for future improvements may prove to be valuable:

- Indoor gym space
- Event/meeting space
- Splash pads
- Outdoor basketball courts

Figure 8: Current Facilities – Importance vs. Needs Met Matrix
 Invitation Sample Only



Importance of Programs/Events to Household

Similarly, respondents rated the importance of Maitland Leisure Services programs and events to their households on a scale from 1 to 5, where 1 is “not at all important” and 5 is “very important.” Figure 9 to follow depicts the percentage of invitation respondents selecting each rating, and each program/event is then sorted amongst the others based on its midpoint rating. Figure 10 shows average importance ratings among invitation respondents for each program/event. The programs and events that received the highest average ratings and greatest proportions of “4” and “5” ratings include:

- Farmers’ Market (average rating 4.3; 86 percent provided a 4 or 5 rating)
- Community events (4.0 average; 74 percent rated 4 or 5)
- Family programs (3.8 average; 62 percent rated 4 or 5)
- Youth sports (3.5 average; 55 percent rated 4 or 5)

A number of programs and events were rated as relatively less important, including adult programs (average rating 3.3), adult sports, youth programs, senior programs, youth camps, teen sports (each 3.2), and teen programs (3.0). These programs and events are typically less of a priority to invitation sample respondents.

Figure 9: Importance of Programs Operated by MLSD
Invitation Sample Only

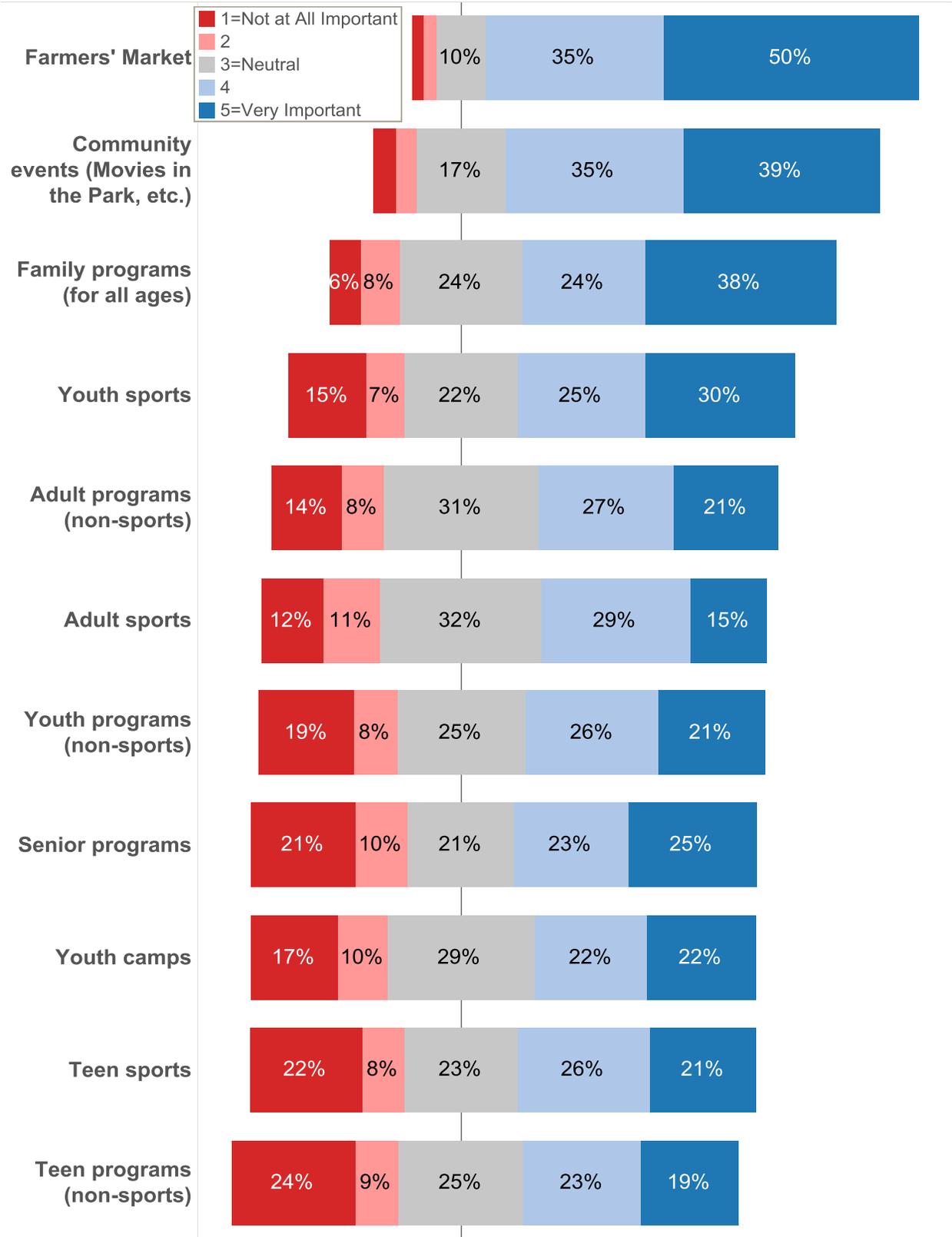
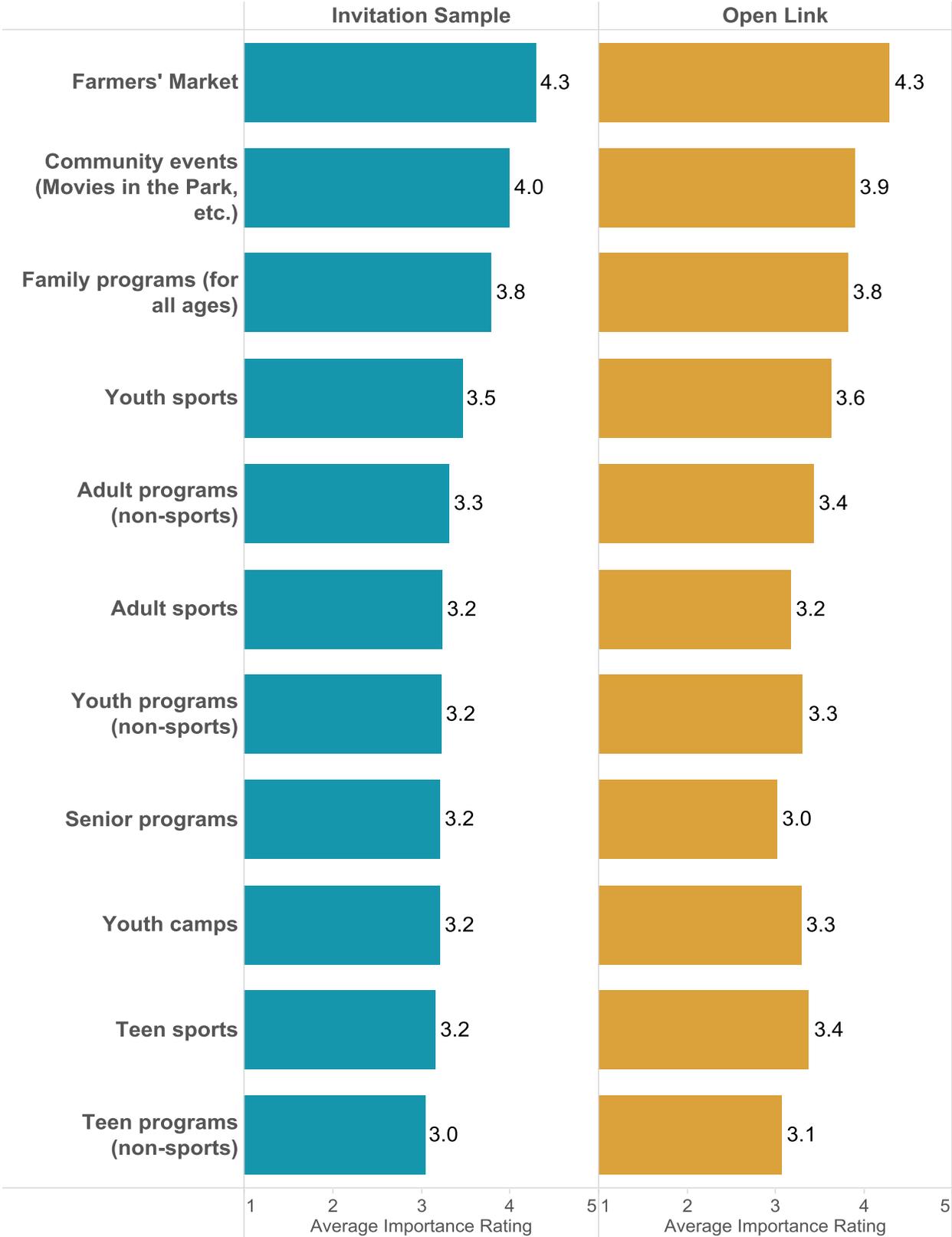


Figure 10: Importance of Programs Operated by MLSD – Average Rating



Degree to Which Community Needs Are Met by Programs/Events

Using the same list, respondents also rated the degree to which they feel the community's needs are met by current Maitland Leisure Services programs on a scale from 1 to 5, where 1 means "not at all" and 5 means "completely". Figure 11 illustrates the percentage of invitation respondents providing each rating. Programs and events are sorted by their needs-met midpoint rating, and a summary of average ratings for each item is presented in Figure 12. The programs and events that received the highest average ratings and largest shares of "4" or "5" responses from invitation respondents include:

- Farmers' Market (average rating 3.9; 69 percent provided a 4 or 5 rating)
- Community events (3.7 average; 59 percent rated 4 or 5)
- Senior programs (3.6 average; 52 percent rated 4 or 5)
- Youth sports (3.5 average; 54 percent rated 4 or 5)
- Family programs (3.5 average; 47 percent rated 4 or 5)
- Teen sports (3.4 average; 44 percent rated 4 or 5)

Some programs and events received somewhat lower ratings, indicating that they do not meet community needs as adequately as the other listed programs and events. These lower-rated amenities include adult programs (average rating 3.3), youth camps, youth programs, teen programs (each 3.2), and adult sports (3.0). For adult sports, the share of respondents providing a "1" or "2" rating (33 percent) was greater than the proportion providing a "4" or "5" rating (31 percent), so this amenity may be an area to focus on for future improvements.

Figure 11: Degree to Which Community Needs are Met by MLSD Programs
Invitation Sample Only

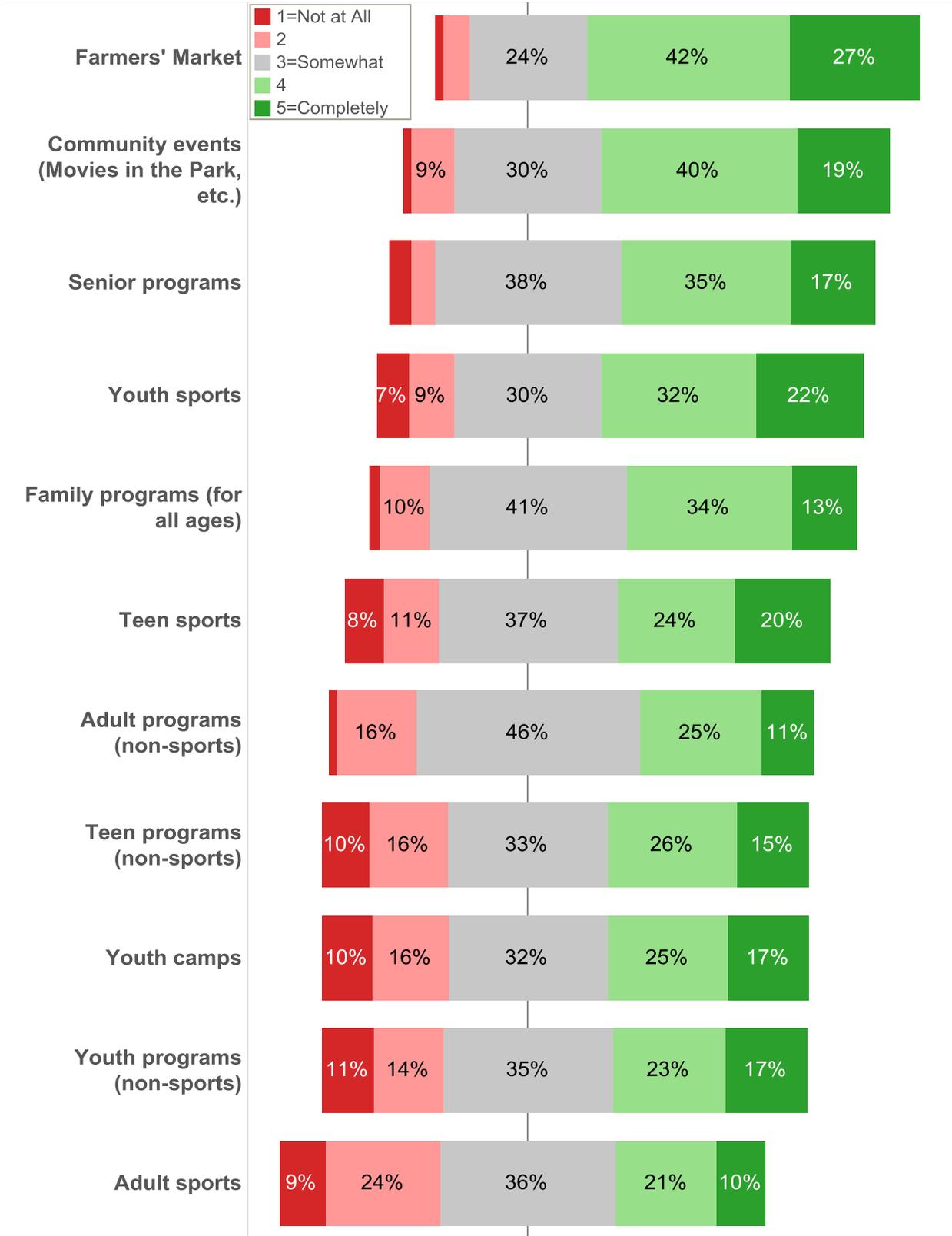
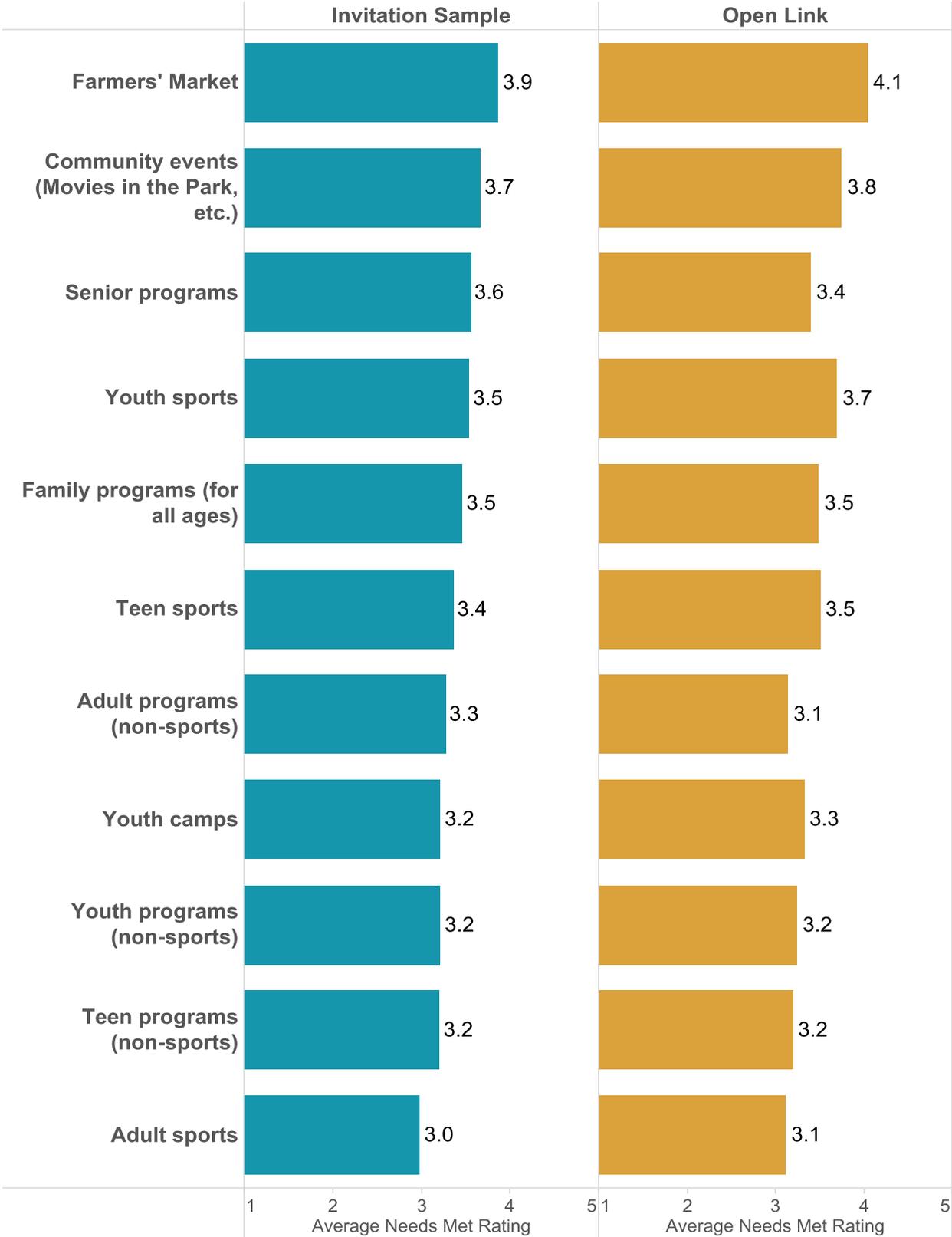


Figure 12: Degree to Which Community Needs are Met by MLSD Programs – Average Rating



Importance vs. Needs-Met Matrix – Current Programs/Events

Another “Importance vs. Needs-Met” matrix allows a similar comparison of programs/events based on level of importance and degree to which community needs are being met. Scores are illustrated in the matrix on the following page by using the mid-points for both questions to divide the grid into four quadrants. The Importance scale midpoint was 3.2 (the median importance rating across all programs and events); the Needs-Met midpoint was 3.4.

Programs/events in the upper right quadrant have a high level of importance to respondents and are also perceived to be meeting the needs of the community well. Though immediate enhancements are less of a priority for these programs, it is important to maintain them so that community satisfaction continues to be high:

- Farmers’ Market
- Community events
- Family programs
- Youth sports

The upper left quadrant depicts programs and events that are generally important to respondent households but have a lower level of community needs being met. As a result, implementing improvements to these programs and events may boost the degree to which residents feel overall needs are being met:

- Adult programs
- Adult sports (on the cusp of low importance)

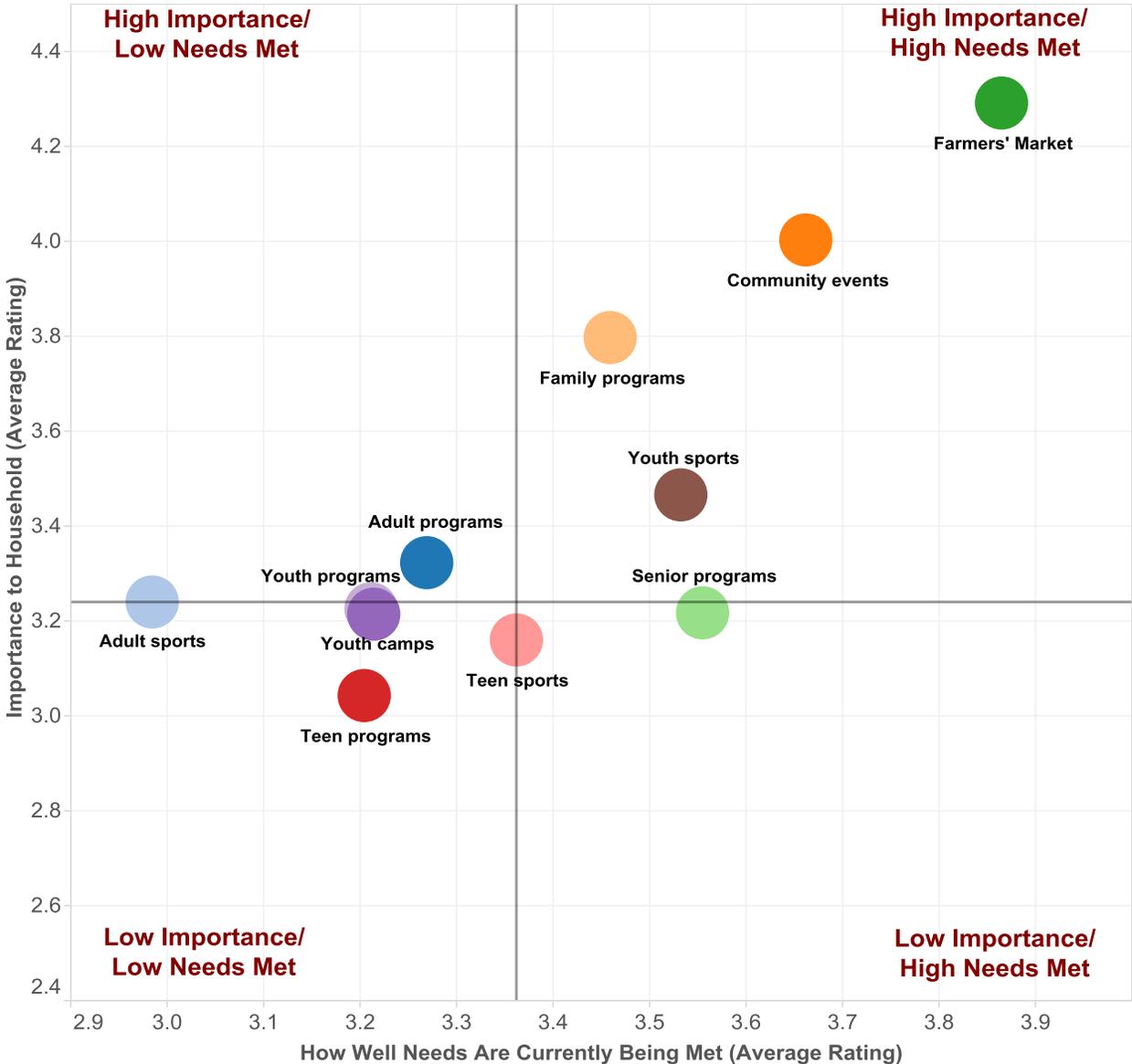
The programs found in the lower right quadrant have a lower level of importance, but are currently meeting community needs well. Allocated resources for these programs and events may need to be evaluated to ensure that funding is best spent to support community needs:

- Senior programs (on the cusp of high importance)
- Teen sports (on the cusp of low needs met)

Finally, programs and events displayed in the lower left quadrant are not meeting community needs adequately even though they are important to a smaller group of households. These programs are identified as “niche” amenities, as they are typically not important to a majority of residents, but should be monitored to ensure community satisfaction:

- Youth programs (on the cusp of high importance)
- Youth camps
- Teen programs

Figure 13: Current Programs – Importance vs. Needs Met Matrix
Invitation Sample Only

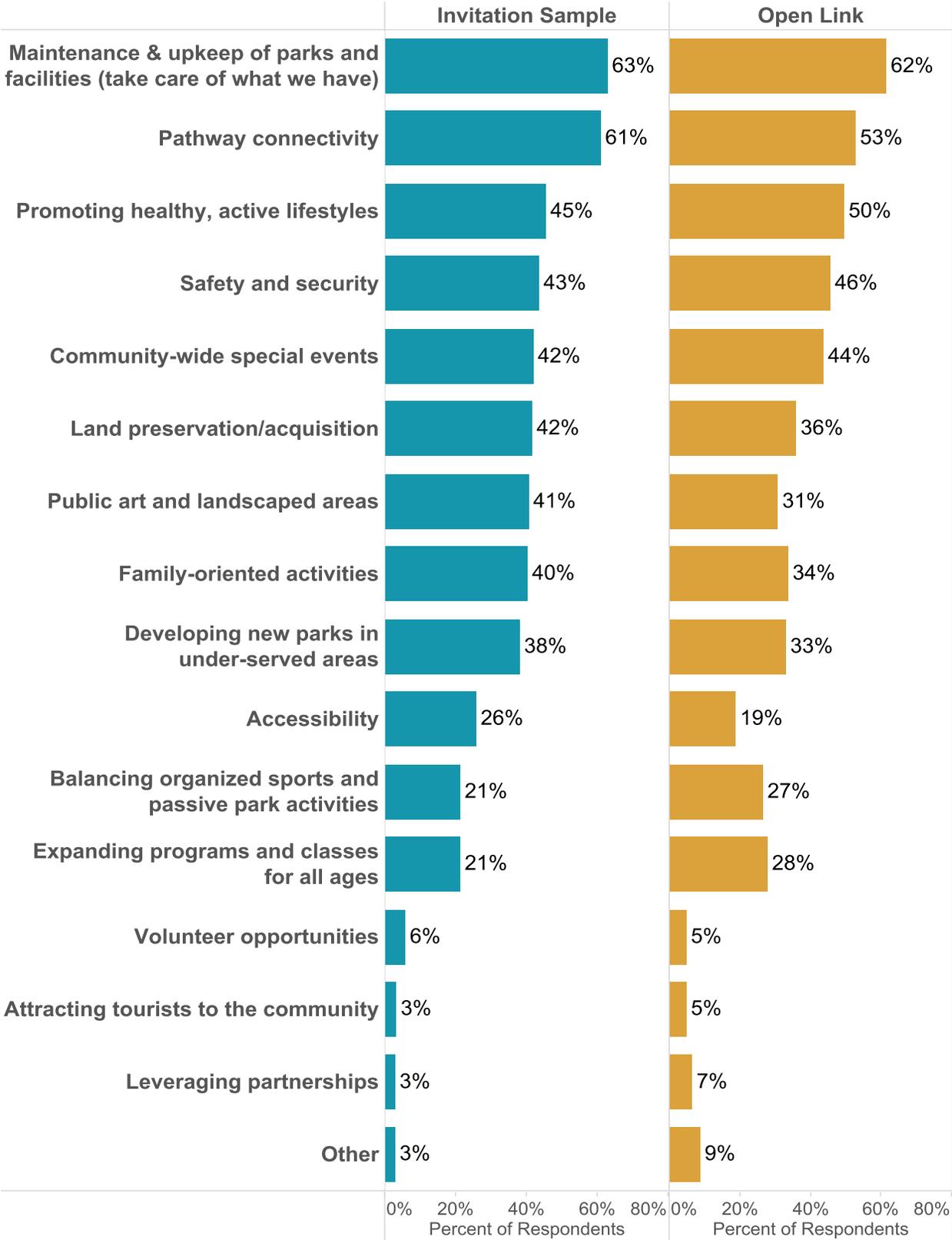


VALUES AND VISION

Top Areas Leisure Services Should Focus on Improving

Respondents were asked to identify five community issues that Maitland Leisure Services should focus on improving from a list of fifteen potential areas. From the list, respondents indicated their number one priority, number two priority, and so on. Figure 14 on the following page illustrates the share of respondents who chose each of the items as one of their top five priorities in aggregate. As is shown, the top areas of focus by far among invitation respondents include maintenance and upkeep of parks and facilities (63 percent selected this as one of their top five priorities) and pathway connectivity (61 percent). Other frequently selected areas of focus include promoting healthy/active lifestyles (45 percent), safety and security (43 percent), community-wide special events (42 percent), land preservation/acquisition (42 percent), public art and landscaped areas (41 percent), family-oriented activities (40 percent), and developing new parks in underserved areas (38 percent).

Figure 14: Top Five Areas Leisure Services Should Focus on Improving

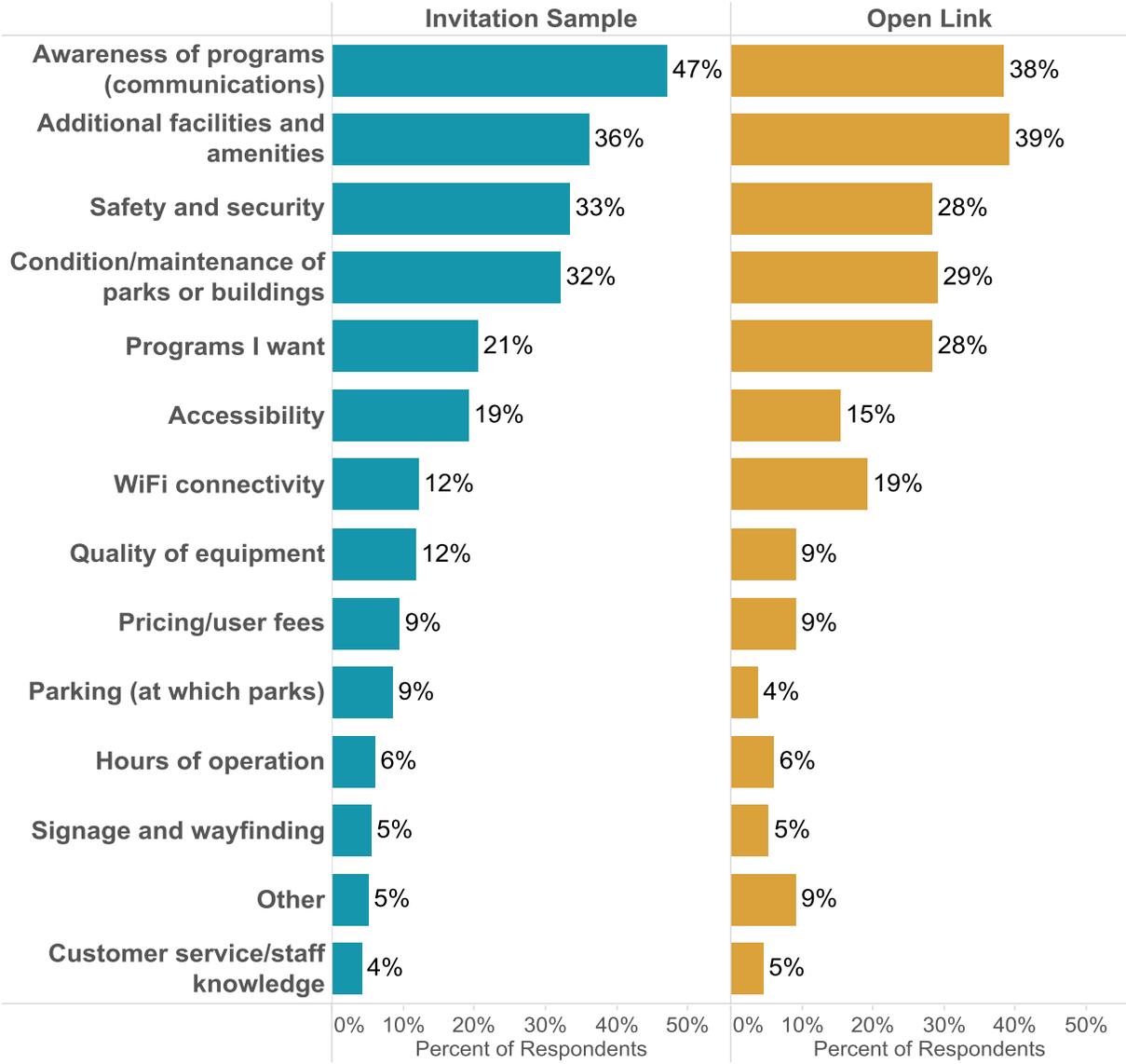


FUTURE FACILITIES, AMENITIES, AND SERVICES

Most Important Factors that Would Increase Use of Facilities

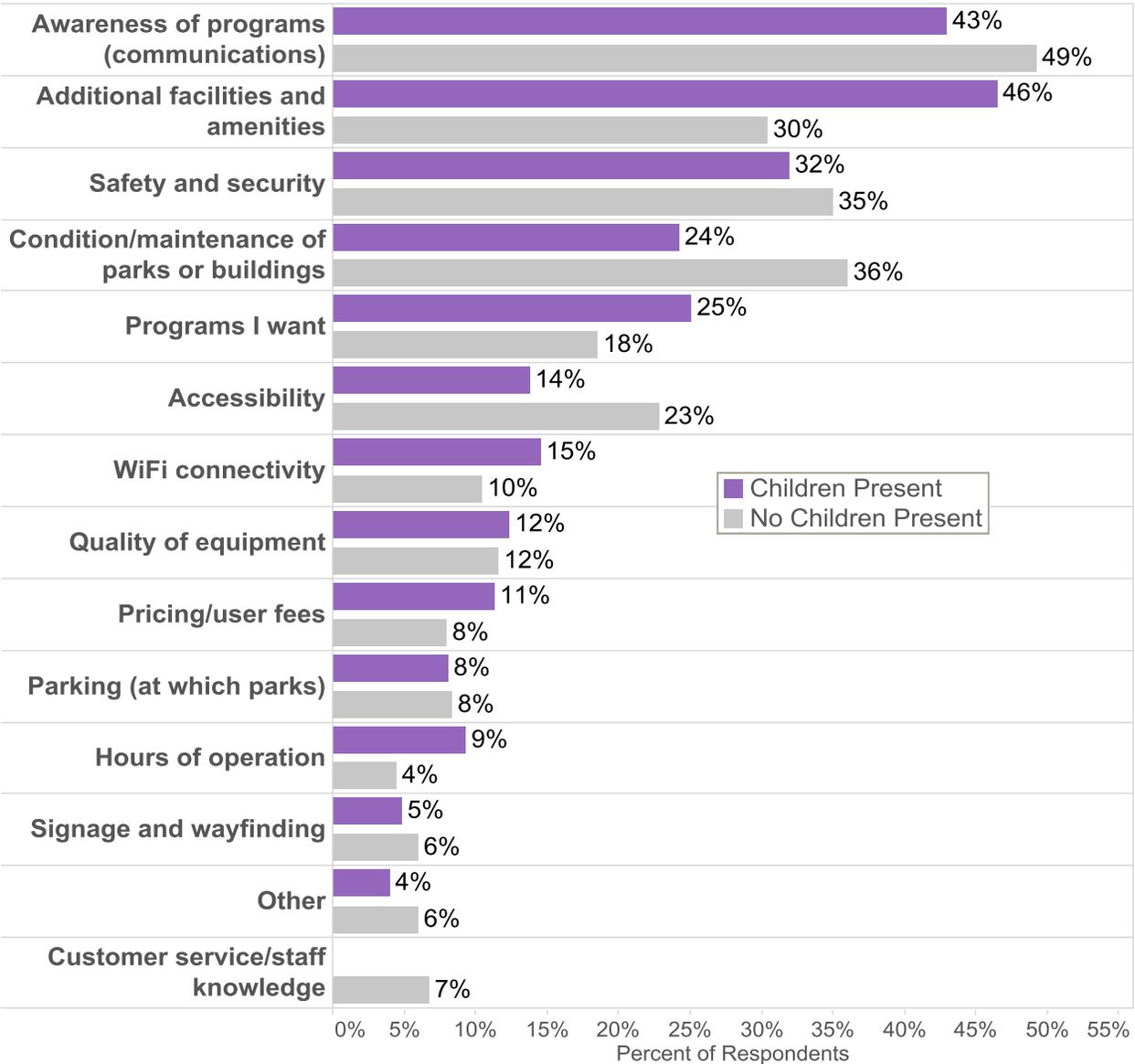
Respondents selected the three most important factors that, if addressed by the City of Maitland, would increase their use of parks and recreation facilities. As is shown in Figure 15 below, the top areas among invitation sample respondents are awareness of programs (47 percent), additional facilities and amenities (36 percent), safety and security (33 percent), and condition/maintenance of parks or buildings (32 percent). Few respondents selected customer service/staff knowledge (4 percent), signage and wayfinding (5 percent), and hours of operation (6 percent), indicating that these areas would not likely drive increased facility visitation and/or are already adequately provided.

Figure 15: Three Areas that, if Addressed, Would Increase Your Use of MLSD Facilities



Invitation responses to this question were also analyzed by household profile (Figure 16). Relative to respondents without children at home, those with children were considerably more likely to feel that their participation would increase if action was taken by the City on additional facilities and amenities, programs, WiFi connectivity, and hours of operation. Meanwhile, respondents living in non-family households valued to a greater degree awareness of programs, condition/maintenance of parks and buildings, accessibility, and customer service/staff knowledge.

Figure 16: Three Areas that, if Addressed, Would Increase Your Use of MLSD Facilities By Presence of Children in Household



Importance of Adding/Expanding/Improving Future Facilities

Respondents were provided a list of 21 potential future indoor and outdoor facilities and asked to rate the importance of each proposed facility as well as to select their top three priorities to be added, expanded, or improved in Maitland. This section discusses the findings from these two questions.

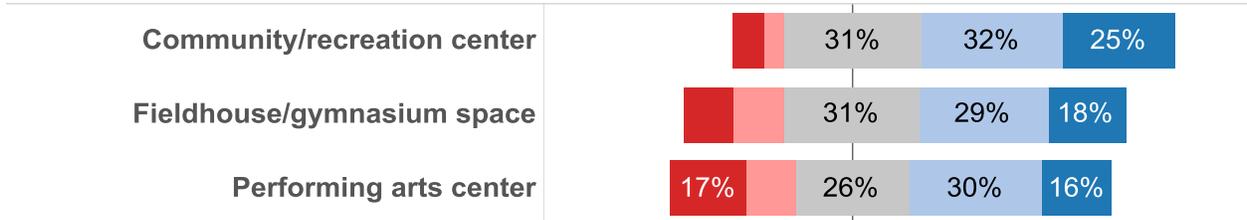
On a scale from 1 to 5, where 1 means “not at all important” and 5 means “very important,” respondents rated the importance of adding, expanding, or improving the 21 potential future facilities in the next five or ten years. The percentage of invitation respondents selecting each rating is depicted in Figure 17 to follow. Facilities are sorted by their midpoint importance rating, and the average importance rating for each item is shown in Figure 18. Most facilities received fairly high average ratings and large shares of 4 or 5 ratings from invitation respondents, including:

- Indoor facilities
 - Community/recreation center (average rating 3.6; 57 provided a 4 or 5 rating)
 - Fieldhouse/gymnasium space (3.3 average; 47 percent rated 4 or 5)
 - Performing arts center (3.2 average; 46 percent rated 4 or 5)
- Outdoor facilities
 - Pathways and trails (4.3 average; 83 percent rated 4 or 5)
 - Shade structures in parks (4.0 average; 77 percent rated 4 or 5)
 - Improved park amenities (4.0 average; 76 percent rated 4 or 5)
 - Lights for outdoor athletic facilities (3.7 average; 58 percent rated 4 or 5)
 - Playgrounds (3.6 average; 56 percent rated 4 or 5)
 - Community gardens (3.6 average; 54 percent rated 4 or 5)
 - Lake access points (3.5 average; 53 percent rated 4 or 5)
 - Outdoor athletic fields/courts (3.4 average; 46 percent rated 4 or 5)
 - Outdoor stage/amphitheater (3.3 average; 44 percent rated 4 or 5)
 - Public art in the parks (3.3 average; 49 percent rated 4 or 5)
 - New parks (3.2 average; 40 percent rated 4 or 5)
 - Exercise stations along trails in parks (3.2 average; 44 percent rated 4 or 5)
 - Splash pads/spray park (3.2 average; 50 percent rated 4 or 5)
 - Dog parks (3.2 average; 47 percent rated 4 or 5)
 - Parking at recreational facilities (3.2 average; 36 percent rated 4 or 5)

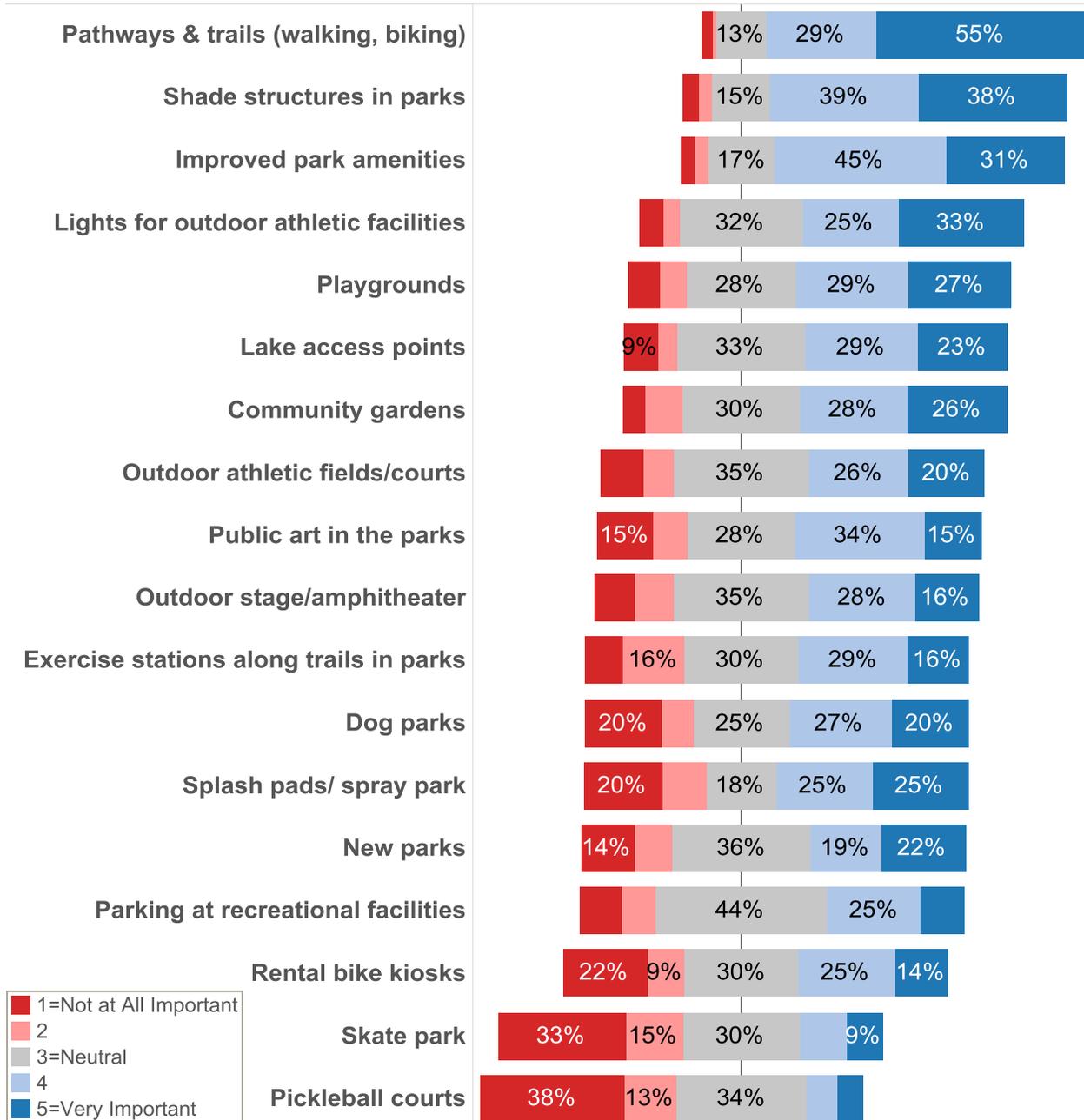
A few proposed outdoor facilities received lower ratings from invitation respondents, including rental bike kiosks (average rating 3.0), a skate park (2.5), and pickleball courts (2.3). A skate park and pickleball courts each received a larger percentage of respondents identifying it as unimportant than the percentage identifying it as important, indicative of a relatively lower community need for these amenities.

**Figure 17: Importance of Adding/Expanding/Improving MLSD Facilities
Invitation Sample Only**

Indoor Facilities

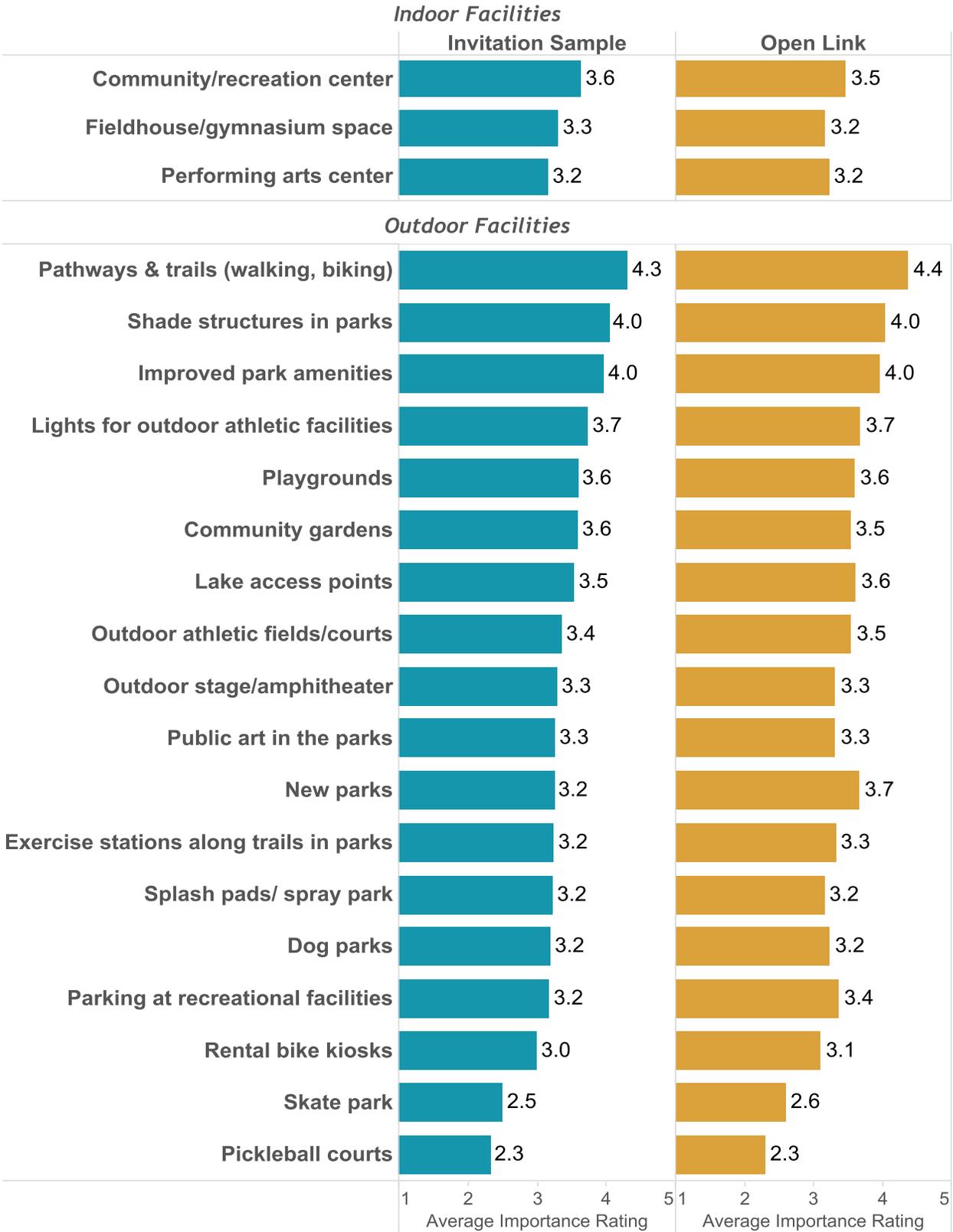


Outdoor Facilities



■ 1=Not at All Important
■ 2
■ 3=Neutral
■ 4
■ 5=Very Important

Figure 18: Importance of Adding/Expanding/Improving MLSD Facilities – Average Rating



Top Priorities to Add, Expand, or Improve

Using the same list of facilities, respondents chose their priorities for most the important future facilities to their households. Figure 19 illustrates the percentage of invitation respondents who selected each facility as their first, second, and third priority, ranked by the combined total to show prioritization of the potential facility overall. As displayed, pathways and trails are the top priority by far (49 percent of invitation respondents selected this as one of their top three priorities). Pathways and trails also received the largest percentage of respondents selecting it as their single most important priority (23 percent), which is higher than the total priority given for any other facility. Other top priorities include improved park amenities (21 percent), community/recreation center (20 percent), splash pads/splash park (19 percent), playgrounds (17 percent), dog parks (17 percent), and shade structures in parks (16 percent).

Figure 19: Top Three Most Important Facilities to Add, Expand, or Improve Invitation Sample Only

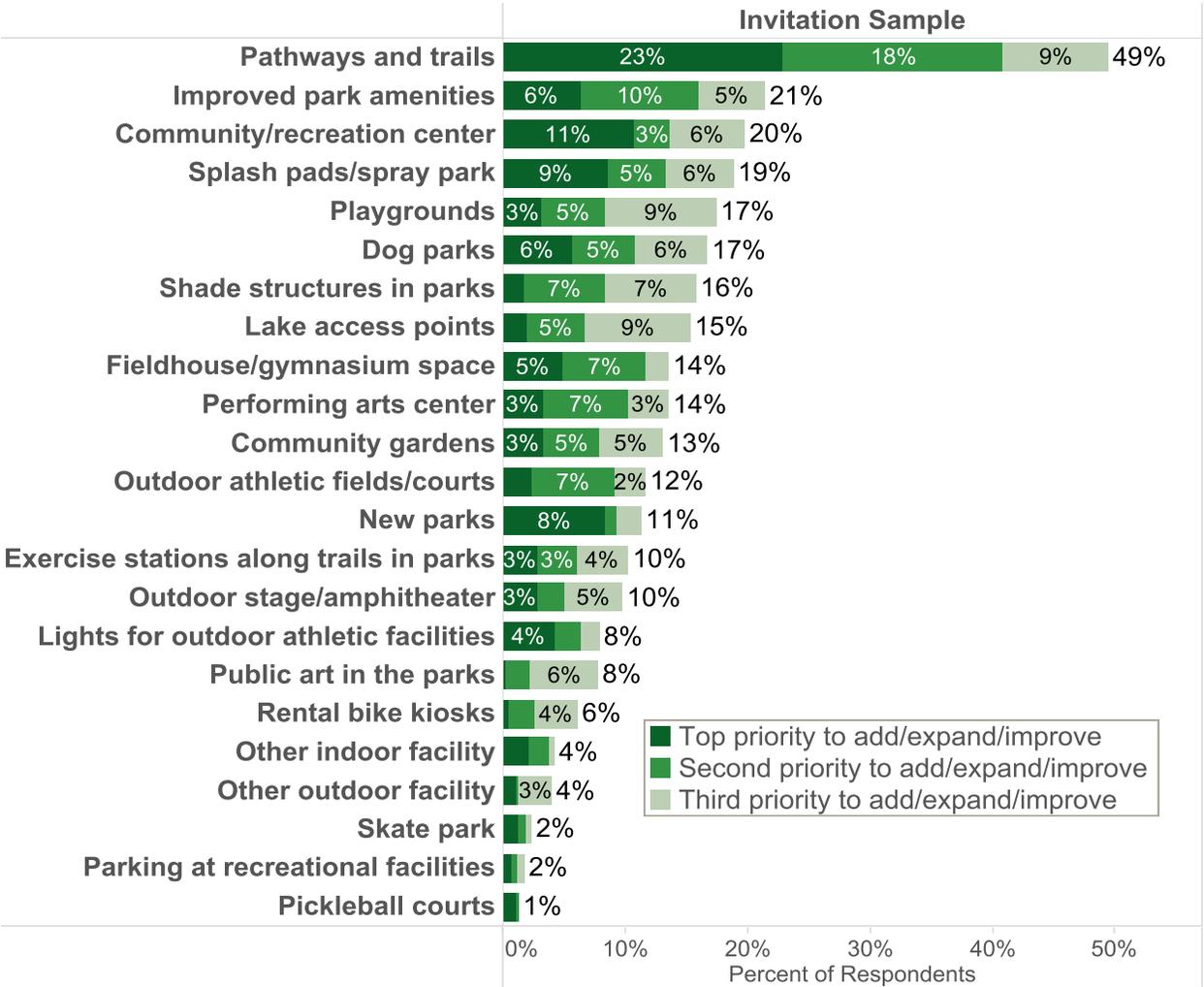
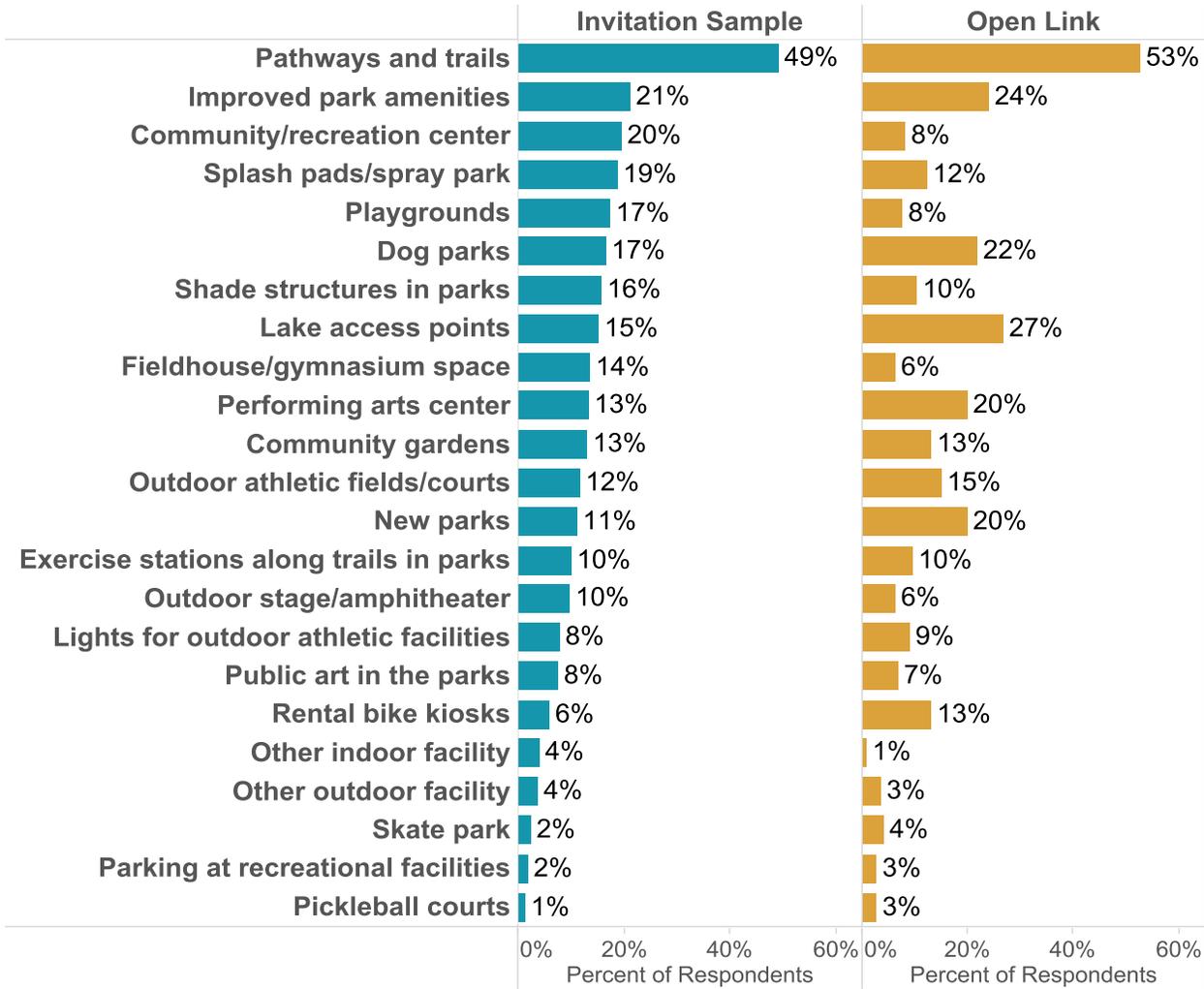
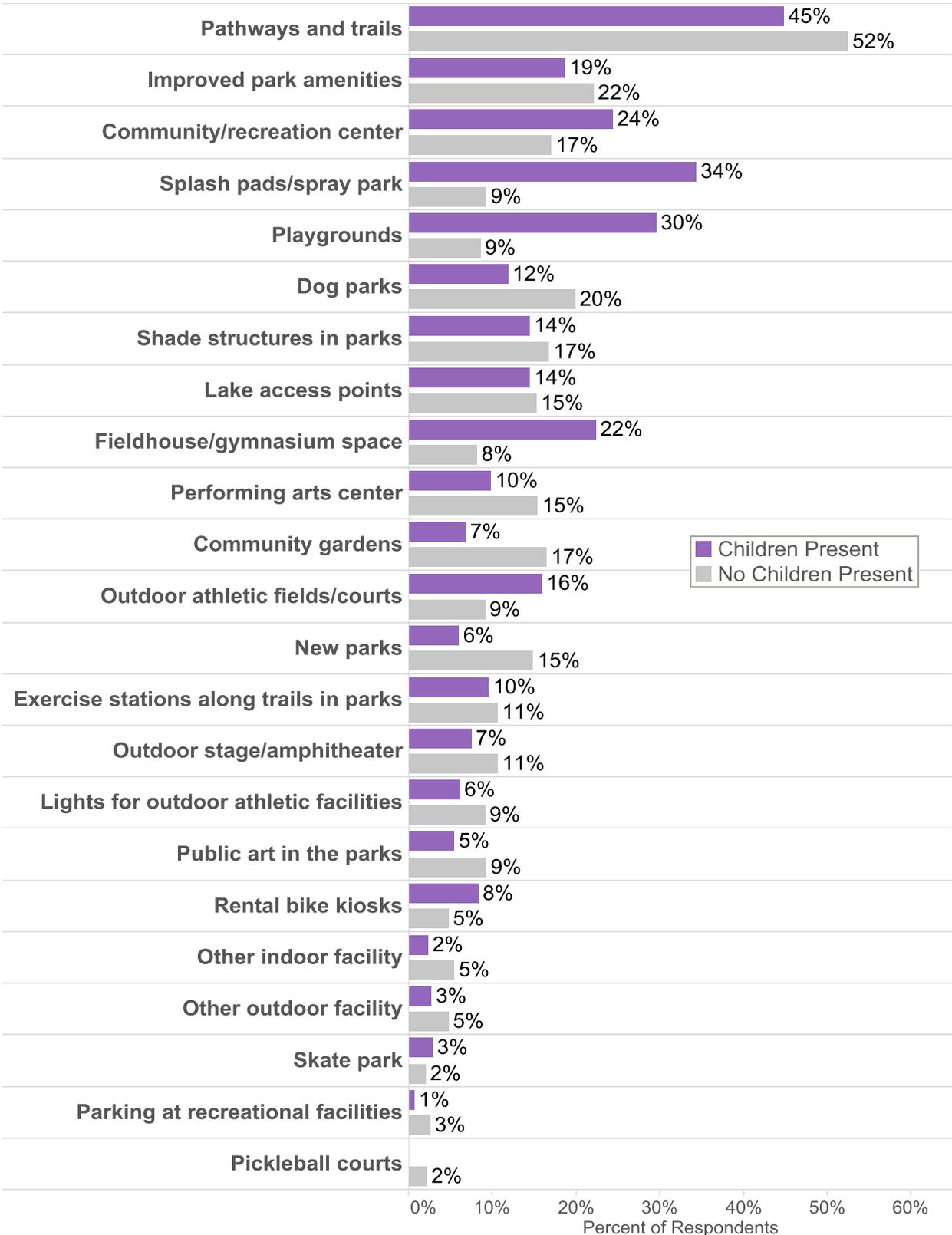


Figure 20: Top Three Most Important Facilities to Add, Expand, or Improve Combined



Invitation responses to this question were also analyzed by household profile (Figure 21). Respondents in family households were more likely to prioritize a community/recreation center, splash pads/spray park, playgrounds, fieldhouse/gymnasium space, and outdoor athletic fields/courts, all logical given the presence of children in their home. Pathways and trails, dog parks, a performing arts center, community gardens, and new parks were all more popular options among respondents living without children.

**Figure 21: Top Three Most Important Facilities to Add, Expand, or Improve Combined
By Presence of Children in Household**

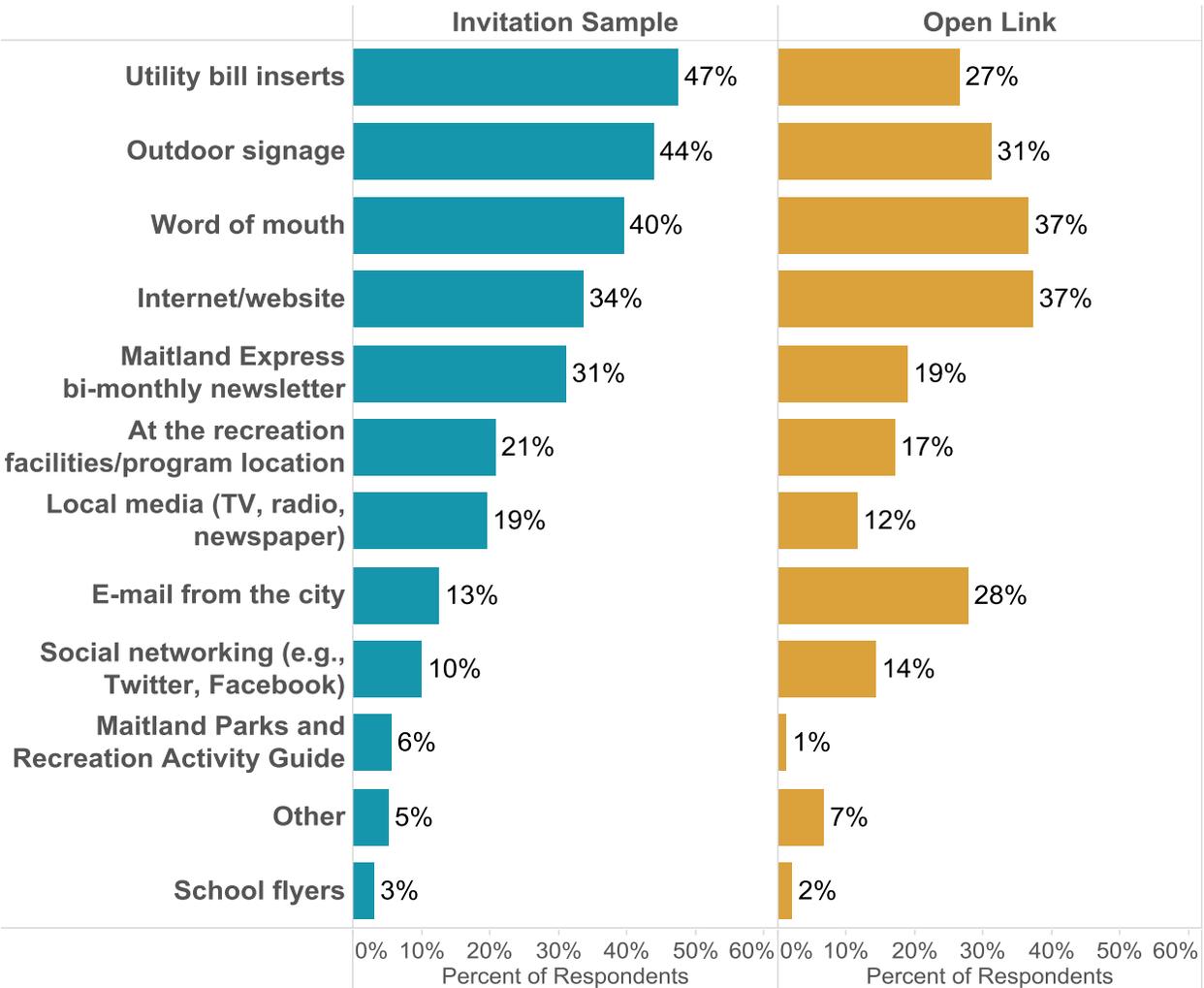


COMMUNICATION

A section of the survey had respondents identify the methods they frequently utilize to obtain Maitland parks and recreation information and the single best way they can be reached with this information. The results from each of these communications questions are detailed in turn below.

Many invitation sample respondents use utility bill inserts (47 percent), outdoor signage (44 percent), word of mouth (40 percent), the City of Maitland website (34 percent), and the Maitland Express bi-monthly newsletter (31 percent) as methods to learn about parks and recreation.

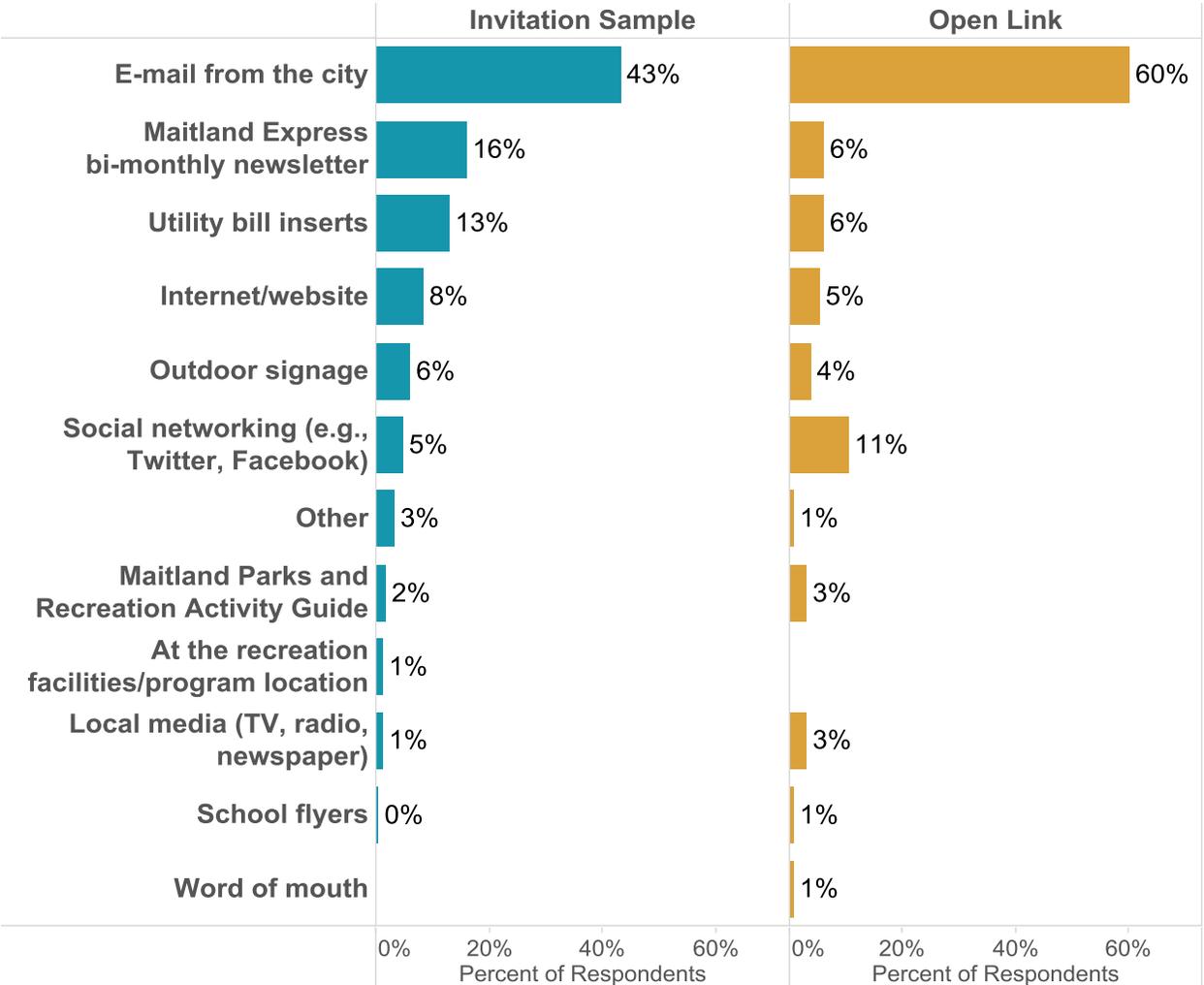
Figure 22: Current Methods of Receiving Information



When asked to identify their top preferred method of communication, respondents were most likely to select an email from the city (43 percent). Mentioned less frequently as preferred sources were the Maitland Express bi-monthly newsletter (16 percent) and utility bill inserts (13 percent), with a myriad of additional communication forms chosen by only marginal shares of respondents.

Note: Even though e-mail is selected as a preferred means of communication, the previous question highlights the validity of other communication efforts, such as utility bill inserts, outdoor signage, and websites.

Figure 23: Best Method for Reaching You



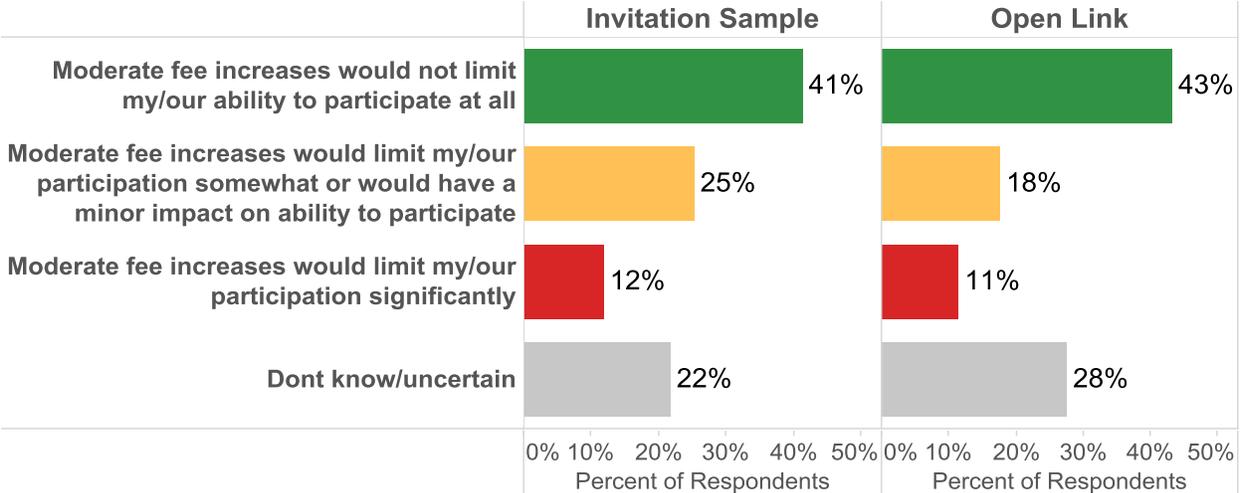
FINANCIAL CHOICES/FEES

In a final section of the survey, respondents answered questions about their opinions on the financial aspects of their relationship with Maitland Leisure Services. These questions include an evaluation of the impact of potential fee increases on level of participation, willingness to vote for a potential future bond referendum to support parks and recreation endeavors, and an allocation of future funding towards various amenities. The results from each of these questions are detailed below.

Impact of Fee Increases

Respondents were asked what impact, if any, fee increases would have on their current level of participation in programs, services, or use of facilities. Most invitation respondents believed that moderate fee increases would not limit their ability to participate (41 percent). A quarter (25 percent) said fee increases would have a minor impact on their participation, and 12 percent said it would limit their participation significantly. Twenty-two percent of respondents were uncertain how a fee increase would impact their participation levels.

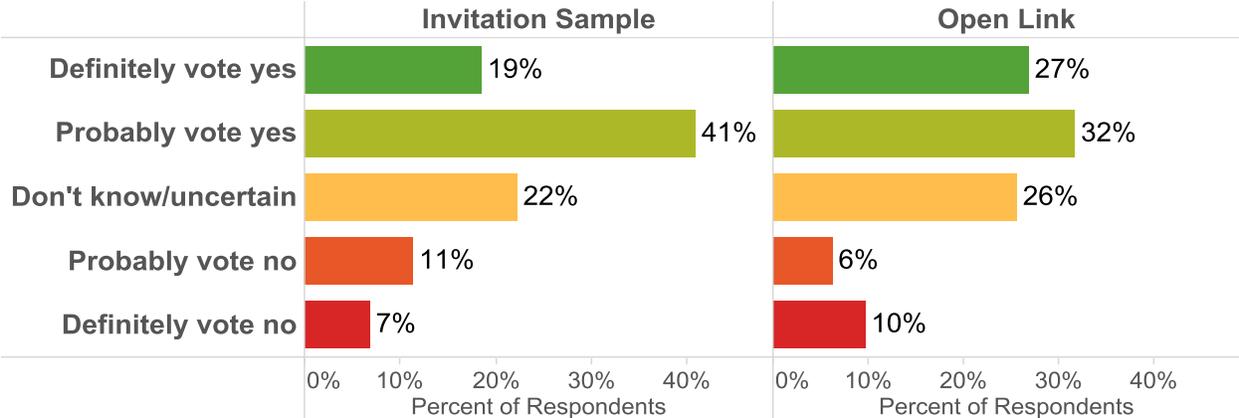
Figure 24: Potential Impact of Fee Increases on Current Level of Participation



Bond Referendum Support

Respondents were asked how likely they would be to support a potential future Bond Referendum that includes funding for parks and recreation enhancements. Support among invitation respondents was generally high, with 60 percent reporting that they would “definitely” or “probably” vote yes. Only 18 percent indicated that they would “definitely” or “probably” vote no. Twenty-two percent were uncertain.

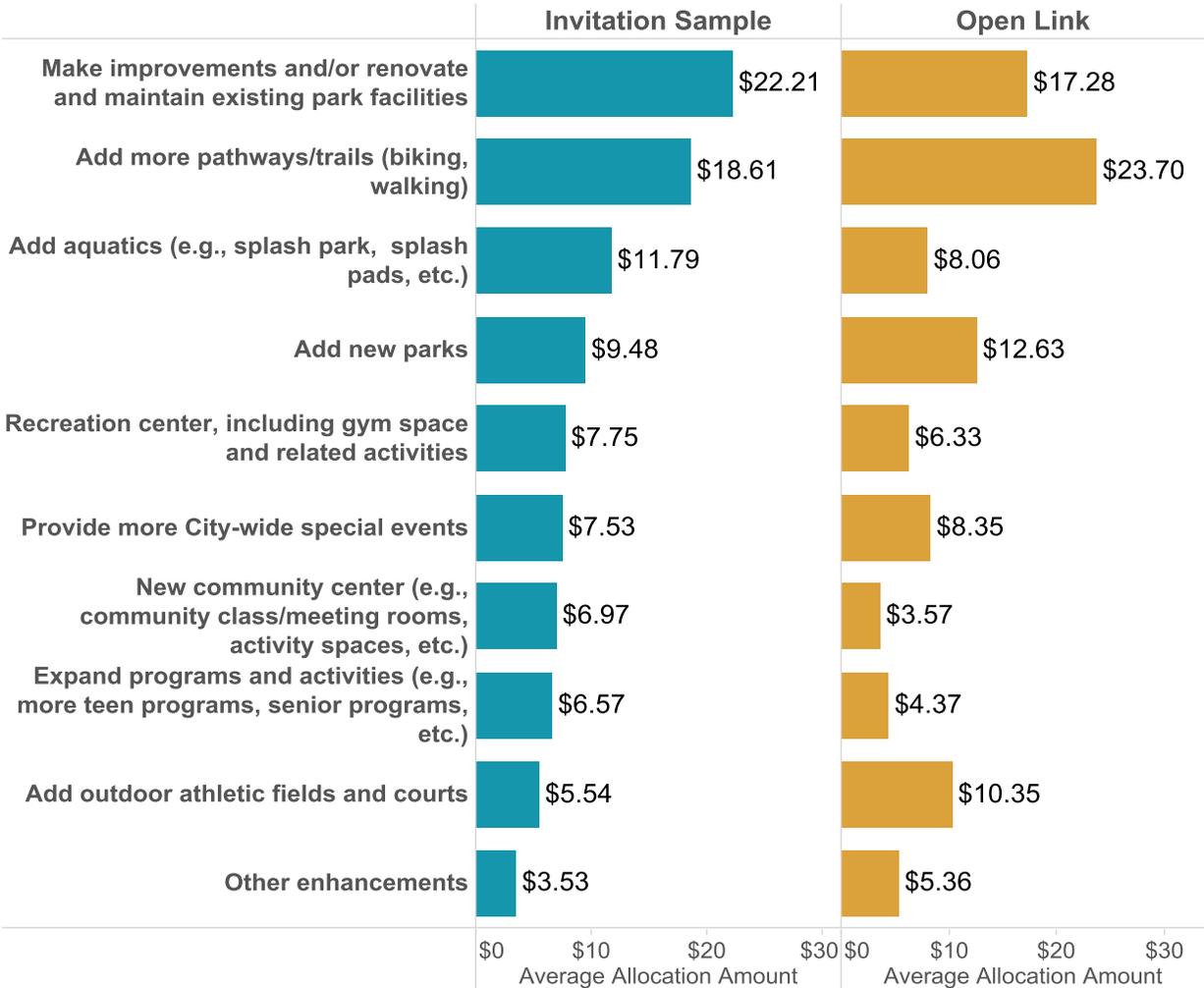
Figure 25: Support of a Potential Future Bond Referendum



Allocation of Funding

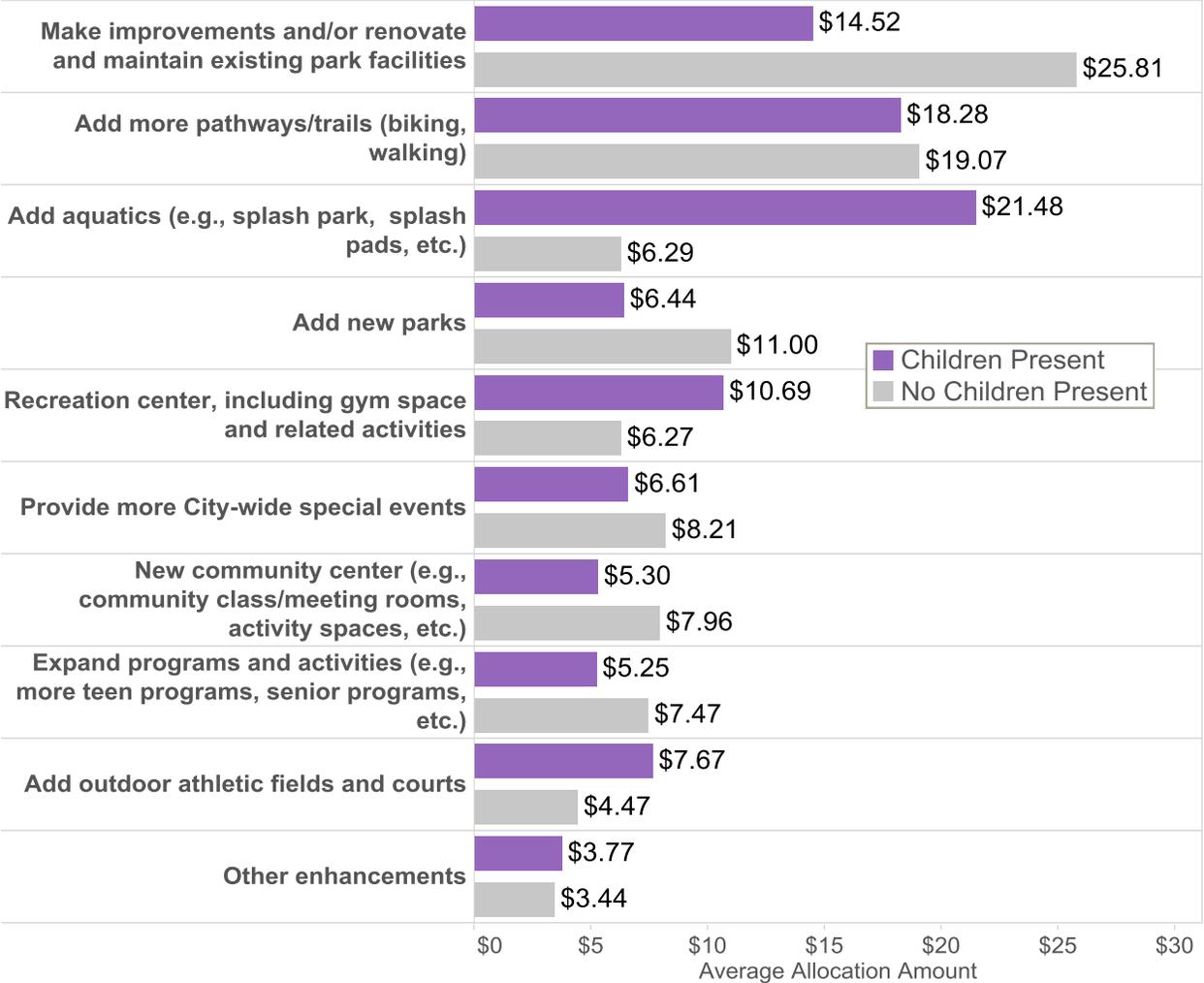
Lastly, respondents were asked, “If you had \$100 to spend on parks and recreation facilities, services, and/or programs, how would you allocate that \$100 across the following categories?” and were provided with a list of nine potential categories for funding. Figure 26 depicts the average amount allocated to each item. As shown, invitation respondents allocated the largest amount of funding on average towards making improvements/renovating/maintaining existing park facilities (\$22.21), followed by adding more pathways and trails (\$18.61), adding aquatics (\$11.79), and adding new parks (\$9.48), similar to priorities identified in previous questions in the report.

Figure 26: Allocation of Funding Towards Facilities/Services/Programs – Average Allocation Amount



Invitation responses to this question were also analyzed by household profile (Figure 27). Those with children at home allocated a larger amount towards adding aquatics, the recreation center, and adding outdoor athletic fields/courts compared to those without children. In contrast, respondents in non-family households put more money towards making improvements/renovating and maintaining existing park facilities, adding new parks, and a new community center.

Figure 27: Allocation of Funding Towards Facilities/Services/Programs – Average Allocation Amount By Presence of Children in Household



DIFFERENCES BETWEEN INVITATION & OPEN LINK SAMPLES

Open link responses were generally very similar to invitation sample responses across most topics. However, some minor differences were noted between the two samples. This section discusses some of the interesting findings in the open link sample relative to the invitation sample.

- Slightly lower familiarity with Maitland parks and recreation opportunities. Open link respondents reported less familiarity with local parks and recreation offerings on average than invitation respondents did.
- Importance and Needs-Met ratings very similar for current and future offerings. Average ratings of importance to household and degree to which community needs are being met by current MLSD facilities and programs were highly comparable between the invitation and open link samples. The responses were also similar for the importance ratings of potential future facilities.
- Top three priorities for future facilities vary. Though pathways and trails was by far the top facility to be added, expanded, or improved in Maitland for both the invitation and open link sample, other priorities varied somewhat. Open link respondents more commonly prioritized lake access points, a performing arts center, new parks, and rental bike kiosks; meanwhile, invitation respondents placed greater preference on a community/recreation center, splash pads/a spray park, playgrounds, and fieldhouse/gymnasium space.
- Email is top communication method. Compared to invitation respondents, open link respondents are more likely to currently utilize City emails to obtain information about local parks and recreation, and also prefer email for future communications to a greater degree. They are less likely to use utility inserts, outdoor signage, and the Maitland Express bi-monthly newsletter, which all have more traction among invitation respondents.
- Financial choices similar, though allocation amounts differ. Invitation and open link respondents showed similar levels of support for a Bond Referendum and would respond similarly to future fee increases. However, their average allocation amounts towards various parks and recreation offerings were slightly different. Open link respondents allocated greater sums towards adding more pathways/trails, adding new parks, and adding outdoor athletic fields/courts. In comparison, invitation respondents put more money towards making improvements/renovating and maintaining existing park facilities, adding aquatics, and a new community center.

ADDITIONAL OPEN-ENDED COMMENTS

At the end of the survey, respondents were offered an opportunity to provide any additional comments or suggestions to help Maitland Leisure Services better serve the needs of their household and of the community. Comments are provided as an appendix section and should be read in their entirety in order to grasp the full depth of respondents' opinions. Some common themes emerge from the responses, though, and are illustrated as follows:

Increase the availability, connectivity, and safety of pathways, trails, and bike lanes.

- *Connect bike and hiking bridge over I-4 to trails in Seminole County.*
- *Connecting the existing parks and future west side park with safe walking/biking trails should be the goal*
- *If you improve bike paths/road safety, parking will not be necessary*
- *It needs to be safer to travel around Maitland without a car. There are plenty of things that are an easy bike ride distance away, but it is not safe because of the cars. Pedestrian and bicycle trails need to be invested in if we're going to be a healthy community.*
- *Love our Minnehaha Park- want more walkways along lakes (like in Minneapolis or around Lake Eopa) and connect these thru residential areas to avoid walking on 17-92 and Horatio.*
- *Make things more "walkable", downtown, connected.*
- *Maitland needs more parks and trails. Make city beautiful.*
- *Maitland should be promoting a health community and offer ways to get around town safely, without a car.*
- *More safe bike lanes, and create bicycle trails*
- *More walking/biking accessibility throughout.*
- *Our family has enjoyed many of the parks and Maitland youth activities. Now we walk, run, or ride bikes to the Farmers Market etc. Better trails connectivity would be great.*
- *Residents north of Maitland Blvd are cut off from facilities, parks, etc. due to dangerous pedestrian crossing at Maitland Blvd/ Maitland Ave intersection*
- *The west side could use safe paths and bike trails that connect us to the rest of the city.*

Continue to maintain, improve, and renovate existing facilities.

- *Civic Center needs to be renovated into a small theater for stage performances for MSO/theater/and special events (no corn shows).*
- *Clean up Lake Minnehaha and Lake Maitland. Get alligators out of lakes.*
- *I enjoy Maitland parks. They do need a little more TLC though. At Maitland Community Park, certain pieces on the playground have been loose for over a year.*
- *I think the parks/fields at our public schools need to be improved and maintained. Our community utilizes the parks after school hours and our children and public school community would benefit from the enhancements.*
- *It seems that we have numerous park areas that go unused or are underutilized in the community. Expansion of new park land is not needed. We need to take care of what we have and appreciate it first.*
- *Keeping up with the maintenance and repair should be high priorities.*
- *Maintain better what is in place.*
- *Make Lake Lily area cleaner- excess dogs and duck problems with children.*
- *Manicuring our existing parks with landscaping and safety lighting will go a long way.*
- *Spray for ants more often. There haven't been any poop pick-up bags for months! Please put plastic bags in holder at small park between the library and the senior center.*
- *Take care of what we have and don't ruin the green spaces with parking lots*
- *We want enhanced playgrounds, a consistent visual throughout city spaces, shade structures, and maintain/improve current parks.*
- *You're doing a good job- just continue to upgrade existing facilities and services to start with*

Provide better communication about offerings to residents and visitors alike.

- *Better communication from city*
- *Better communication on what's currently being offered.*
- *Continue to use nextdoor.com to make announcements.*
- *I didn't even know you existed. How about a monthly email flyer telling of activities and locations? Make it a nice colorful flyer to get everyone's attention.*
- *I don't use facilities or participate in activities because I don't know where/what and don't have time to research web, etc.*
- *Maitland does a great job with anything it does, which is why I'd love to see more of it with better marketing so people know what they're missing out on.*
- *Need more advertising and publicity west of I-4*
- *Need to put more info in the newspapers. My Thursday and Sunday papers only cover the Seminole County section. Occasionally pick up a flyer from Maitland library about programs.*

Expand program offerings and times.

- *Beef up cultural arts*
- *Definitely need to expand on the current events that we do have. The farmers market is nice but sub-par compared to Winter Park, Colonial Town/Corine and Lake Eola. Things like the farmers market and movie in the park bring the community together.*
- *More free community events concerts, food trucks, car shows etc.*
- *Put our money toward school athletic programs!*
- *With an aging society, senior activities should be considered especially for health. Cultural activities are needed for all ages in today's society.*
- *Would love to have outdoor concerts that would appeal to 40-70 year old residents. These could include rock and roll (not just orchestra).*
- *Would recommend a summer camp program like Altamonte Springs. Bring back MAC summer program. All camps run through Maitland are not good for working parents with start time of 9:00.*

Keep up the good work.

- *I'm really enthusiastic about the fact that you guys want to improve the parks and open space.*
- *I feel having parks and green space is an important part of our community's character- glad we have so many options and green space. We live in Dommerich Estates and love being able to walk to the park at the end of Arapaho, over the 'nature bridge'. Also enjoyed the park with tennis courts and playgrounds near Minnehaha, especially when our children were younger. We worked with the City with our Girl Scout troop to clean out weeds there, and posted a plaque. Love the Taste of Maitland event every year also!*
- *I lived in the city of Maitland for 30 years, now I live right outside city limits. I love Maitland. I still work within the city and am so interested in making Maitland even better.*
- *Lake Lily is well maintained. The maintenance personnel are polite and hard working. Good job.*
- *Love Maitland and its parks and recreation. Keep up the good work. :)*
- *Love this city!*
- *Maitland Community Park is a well-run facility with great staff and good tennis programs/instruction!*
- *Maitland has added top-notch facilities in the past. Please continue the same standard into the future!*
- *Maitland has always done a good job with its parks and recreation facilities*
- *Our parks and library are lovely and an important part of what makes Maitland such a nice place to live.*
- *Parks are kept in immaculate conditions. Thank you!*
- *The senior center activities provide an excellent place at reasonable price - you need to continue*