

M-NCPPC Parks and Montgomery County Recreation Vision 2030 Survey Final Results

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INTRODUCTION / METHODOLOGY

The Vision 2030 Survey was conducted primarily through a mailback approach, and supplemented with a password protected online version of the survey. Approximately 8,287 surveys were mailed to County residents on April 13, 2010, with 8,164 being delivered after subtracting undeliverable mail.

To increase participation, follow-up postcards were sent to all survey respondents approximately one week after the initial mailing reminding them to complete the survey they received and directing them to the password-protected online survey (postcard included their unique household password). A second postcard reminder was also sent two weeks after the full survey packet was mailed to a sampling of 2,500 non-respondents.

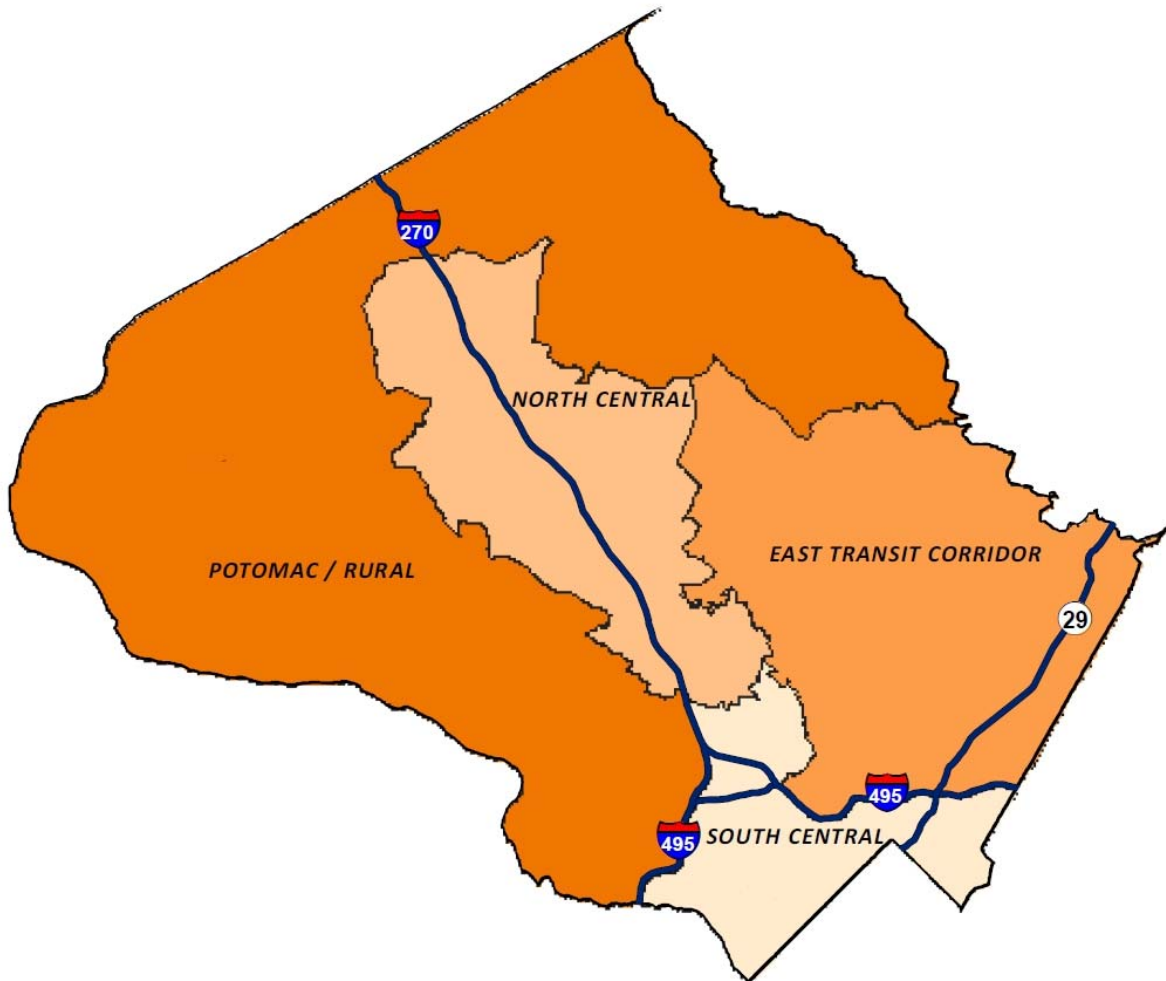
Sample size for the statistically valid survey is 555, resulting in a response rate of 7 percent and having a margin of error of approximately +/- 4.2 percentage points calculated for questions at 50% response¹.

The primary list source used for the mailing was a third party list purchased from Melissa Data Corp., a leading provider of data quality solutions with emphasis on U.S., Canadian, and international address and phone verification and postal software. Use of the Melissa Data list also includes renters in the sample who are frequently missed in other list sources such as utility billing lists.

Also, note that the resultant database is weighted by age of respondent, ethnicity, and Vision Team Area population to ensure appropriate representation of County residents across different demographic cohorts in the overall sample. A map of the four Vision Team Areas follows.

¹ For the total sample size of 555, margin of error is +/- 4.2 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.

FIGURE 1
Vision Team Area Boundaries



RESPONDENT PROFILE

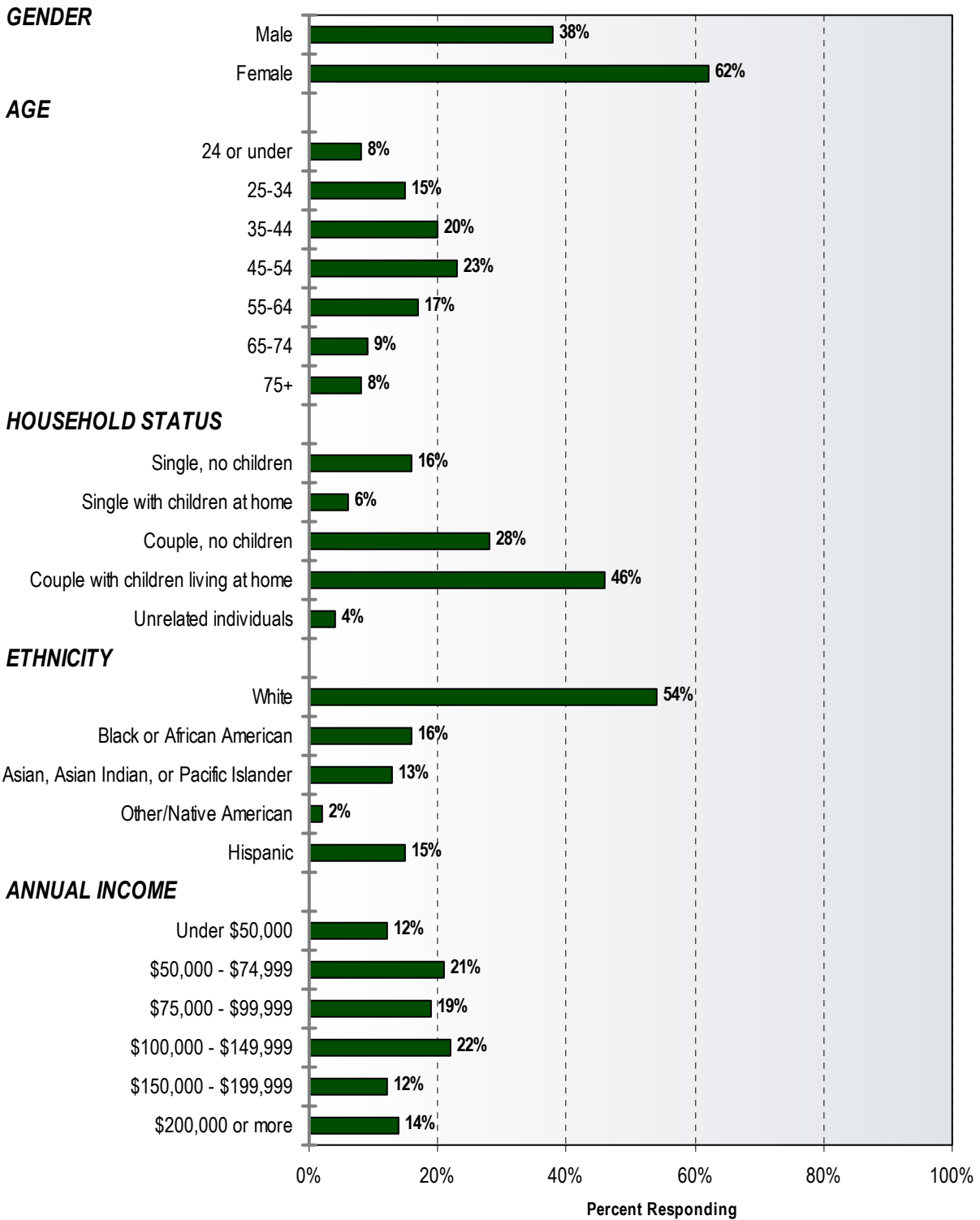
Based on current US Census data of the adult population (over 19 years old) for Montgomery County, the age profile of residents is distributed as follows (which is, in part, the basis for the weighting of the survey data): 8 percent are under 25 years old, 15 percent between 25 and 34 years, 20 percent between 35 and 44 years, 23 percent between 45 and 54 years, 17 percent between 55 and 64 years, and 17 percent 65 years or over. Fifty-four percent are Caucasian, 16 percent African American, 15 percent Hispanic / Latino, and 13 percent Asian or Asian American.

Fifty-two percent of responding households are singles or couples with children at home, followed by 28 percent couples without children, 16 percent single without children, and 4 percent unrelated individuals. In regards to household income, 33 percent of responding households had annual incomes less than \$75,000, 41 percent were between \$75,000 and \$149,999, and 26 percent were \$150,000 or more.

Approximately 31 percent of respondents live in the East Transit Corridor Vision Team Area, 31 percent in North Central, 25 percent in South Central, and 13 percent in Potomac/Rural. Forty-six percent of respondents have lived in their home area for more than 20 years with an average length of residency being almost 22 years.

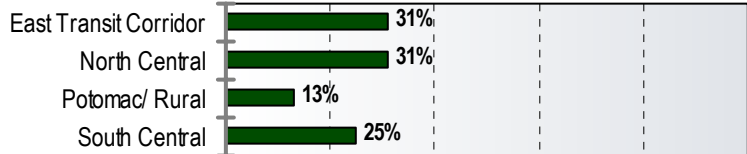
The majority of respondents live in a single-family detached house (61 percent), followed by a townhouse or duplex (20 percent), low-rise apartment or condo building with no elevator (10 percent), and high-rise apartment or condo building with an elevator (10 percent). Most households do not have a need for ADA-accessible facilities services (only 7 percent indicated they do have a need). Twenty-nine percent of responding households have at least one dog living in the household.

**FIGURE 2
RESPONDENT DEMOGRAPHICS**

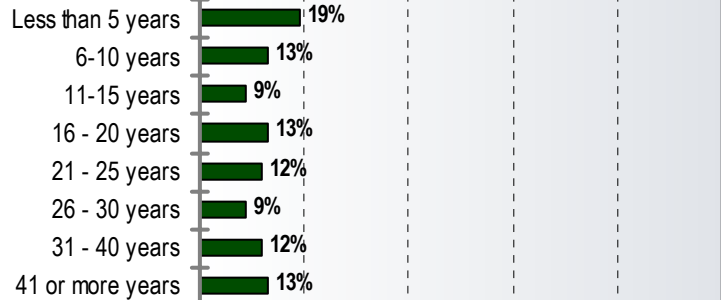


**FIGURE 3
HOUSEHOLD CHARACTERISTICS**

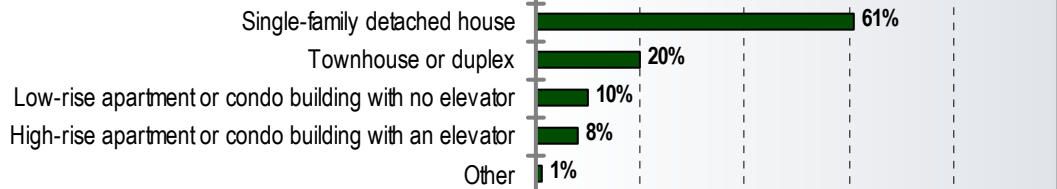
LOCATION OF RESIDENCE



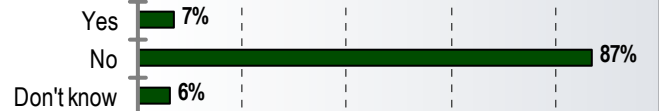
LENGTH OF TIME LIVED IN MONTGOMERY COUNTY



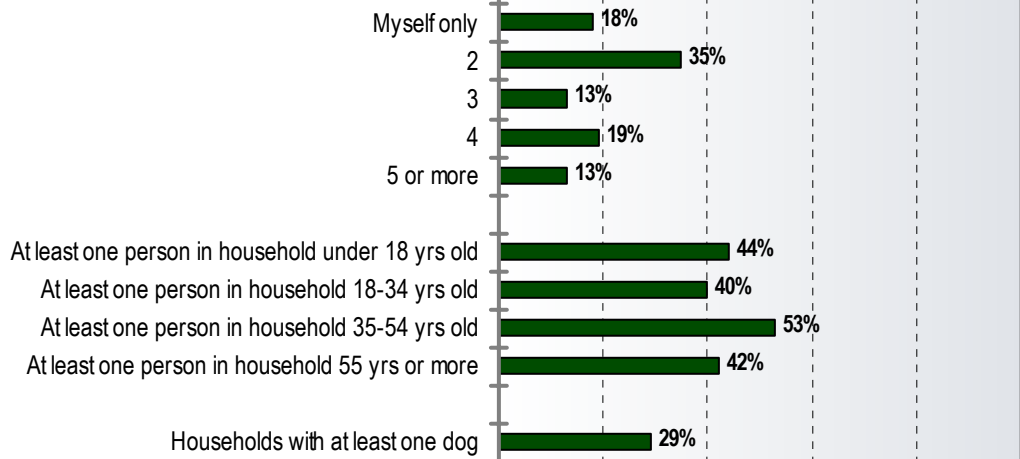
TYPE OF HOUSING



HOUSEHOLD HAS NEED FOR ADA-ACCESSIBLE FACILITIES/SERVICES



TOTAL PEOPLE IN HOUSEHOLD



0% 20% 40% 60% 80% 100%
Percent Responding

HIGHLIGHTS FROM THE ANALYSIS OF RESULTS

Key findings from the study are summarized below. Additionally, several of the questions on the survey form allowed respondents to “write in” their response or comment. Major themes that emerge from the comments are summarized in the report, while a complete set of the comments is provided as an appendix section.

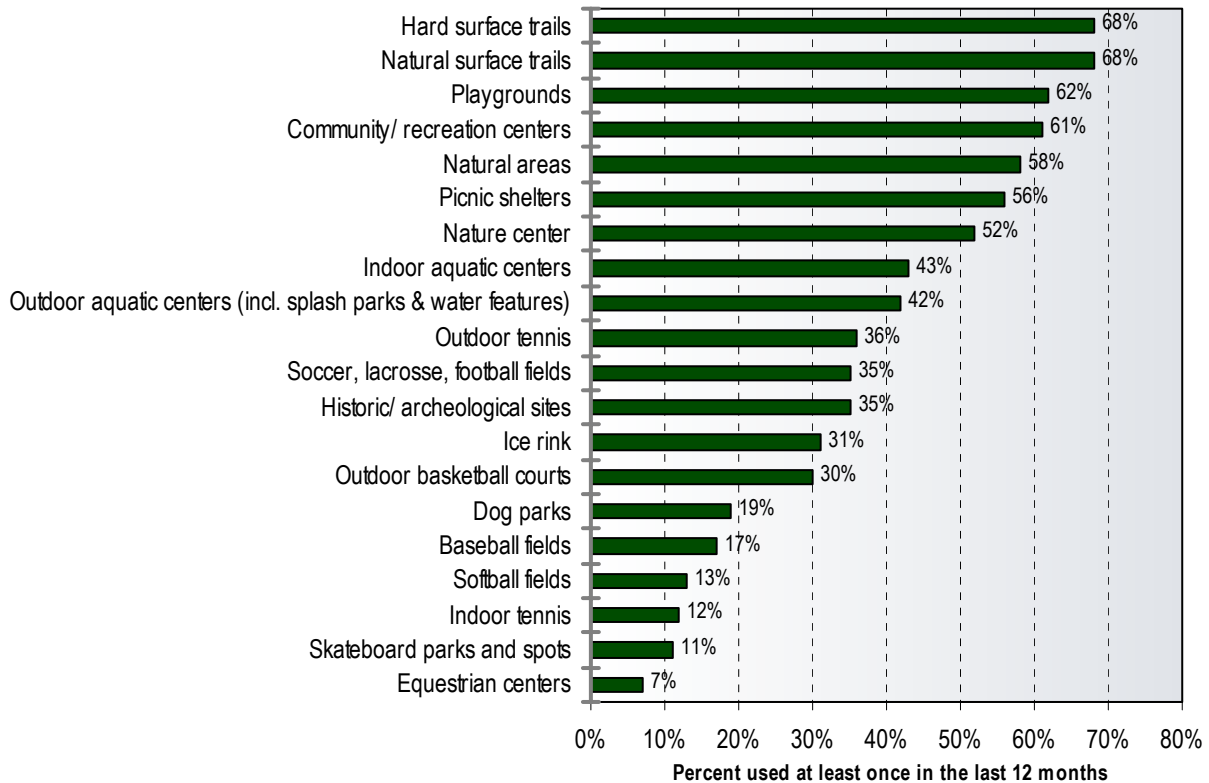
Current Facilities and Programs

Usage levels

Facilities

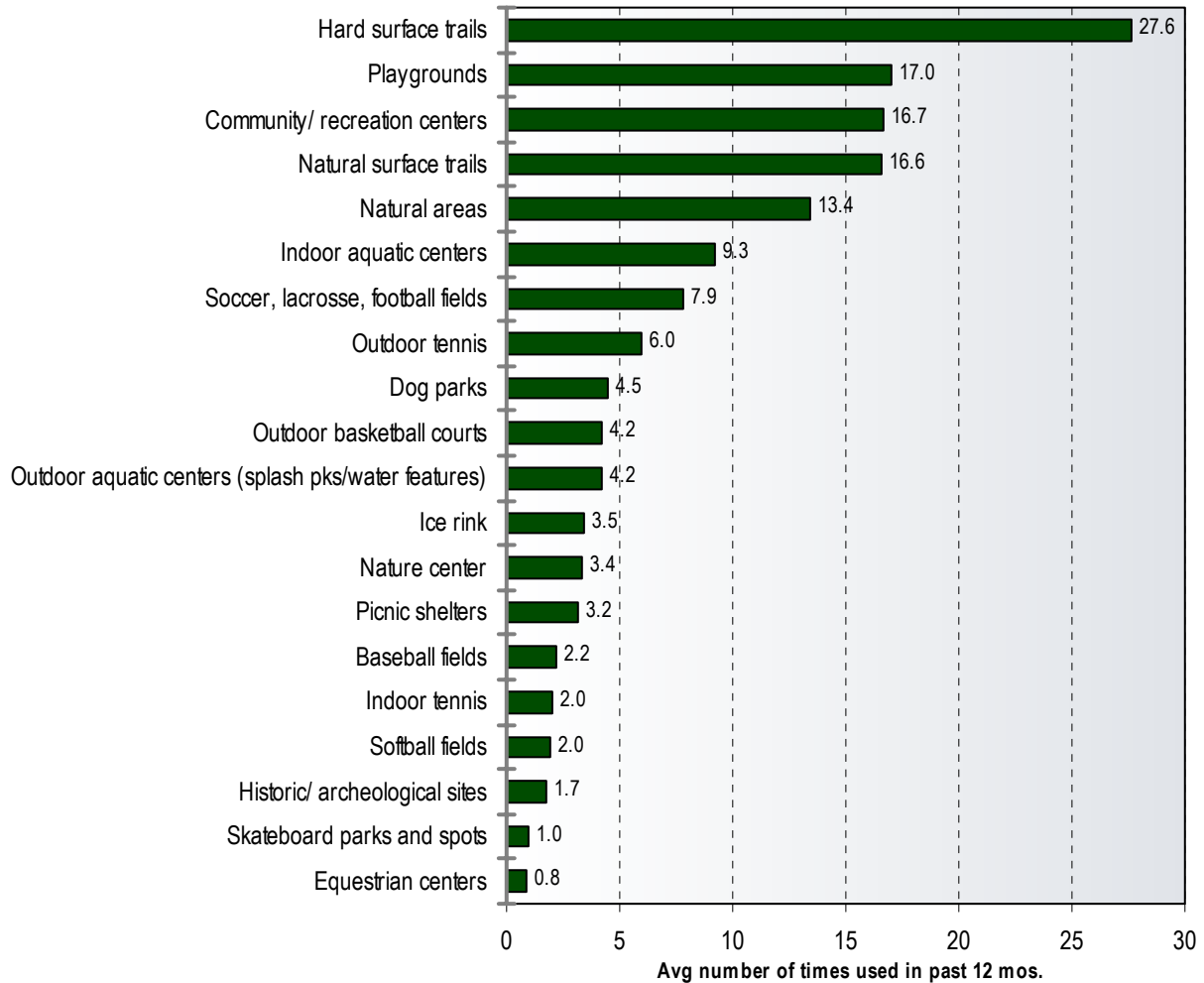
Hard and natural surface trails in Montgomery County are used by the greatest proportion of respondents. Sixty-eight percent of respondents have used hard or natural surface trails at least once in the last 12 months, followed by playgrounds, community/recreation centers, natural areas, picnic shelters, and nature centers (each used at least once in the last 12 months by 52-62 percent of respondents), and indoor and outdoor aquatic centers (42-43 percent). Facilities such as dog parks, baseball and softball fields, indoor tennis, skateboard parks and spots, and equestrian centers are used by a narrower portion of the overall County population.

FIGURE 4
CURRENT USAGE OF COUNTY FACILITIES
PERCENT USING AT LEAST ONCE IN LAST 12 MONTHS



Frequency of usage or visitation among respondents is by far greatest for hard surface trails (average usage of 27.6 times in the past 12 months, or a little more than twice a month). Other frequently used facilities include playgrounds (17.0 times in the past 12 months), community/recreation centers (16.7 times), natural surface trails (16.6 times), and natural areas (13.4 times).

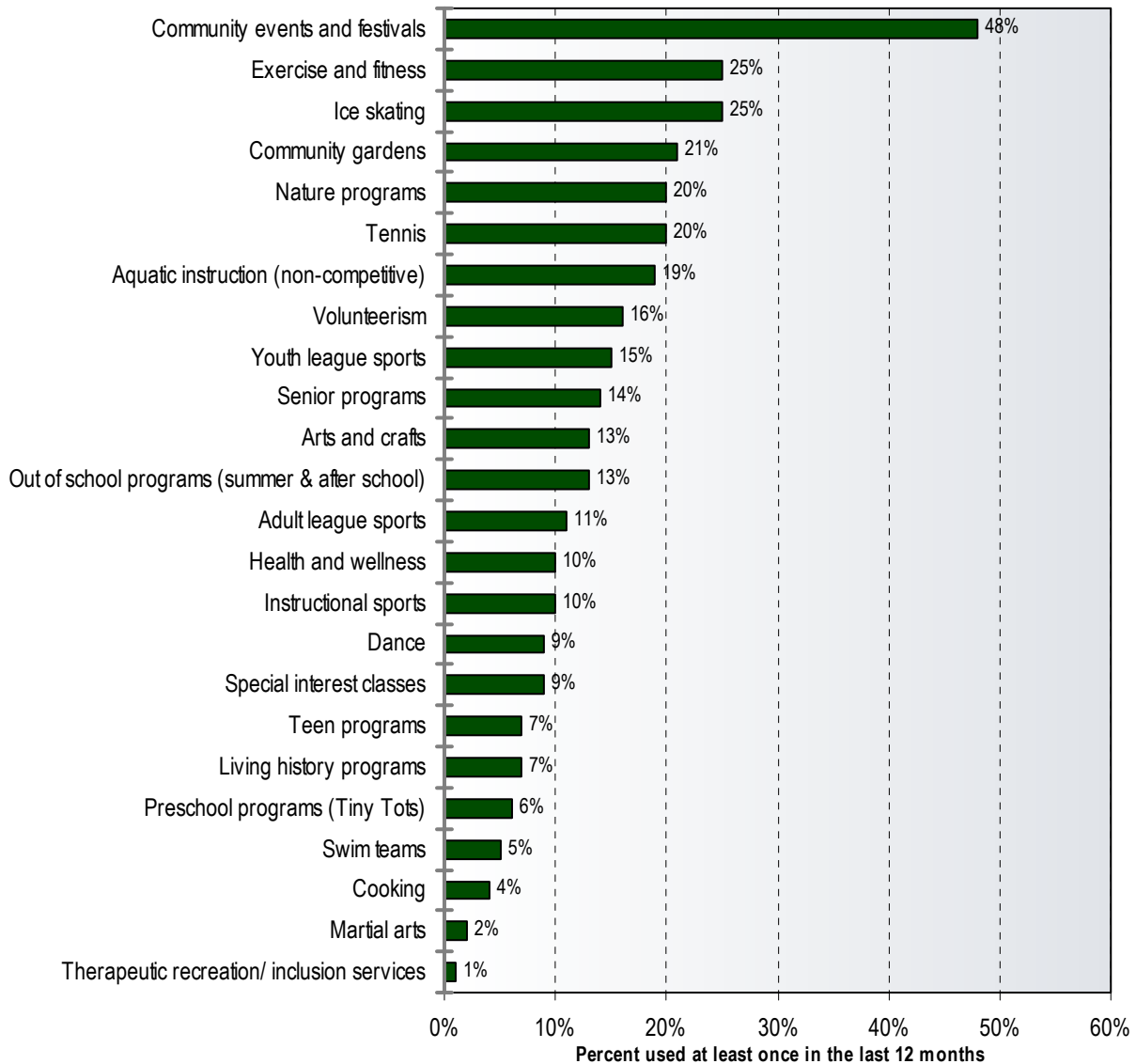
FIGURE 5
FREQUENCY OF USE OF THE FOLLOWING AREAS IN THE LAST TWELVE MONTHS



Programs and Activities

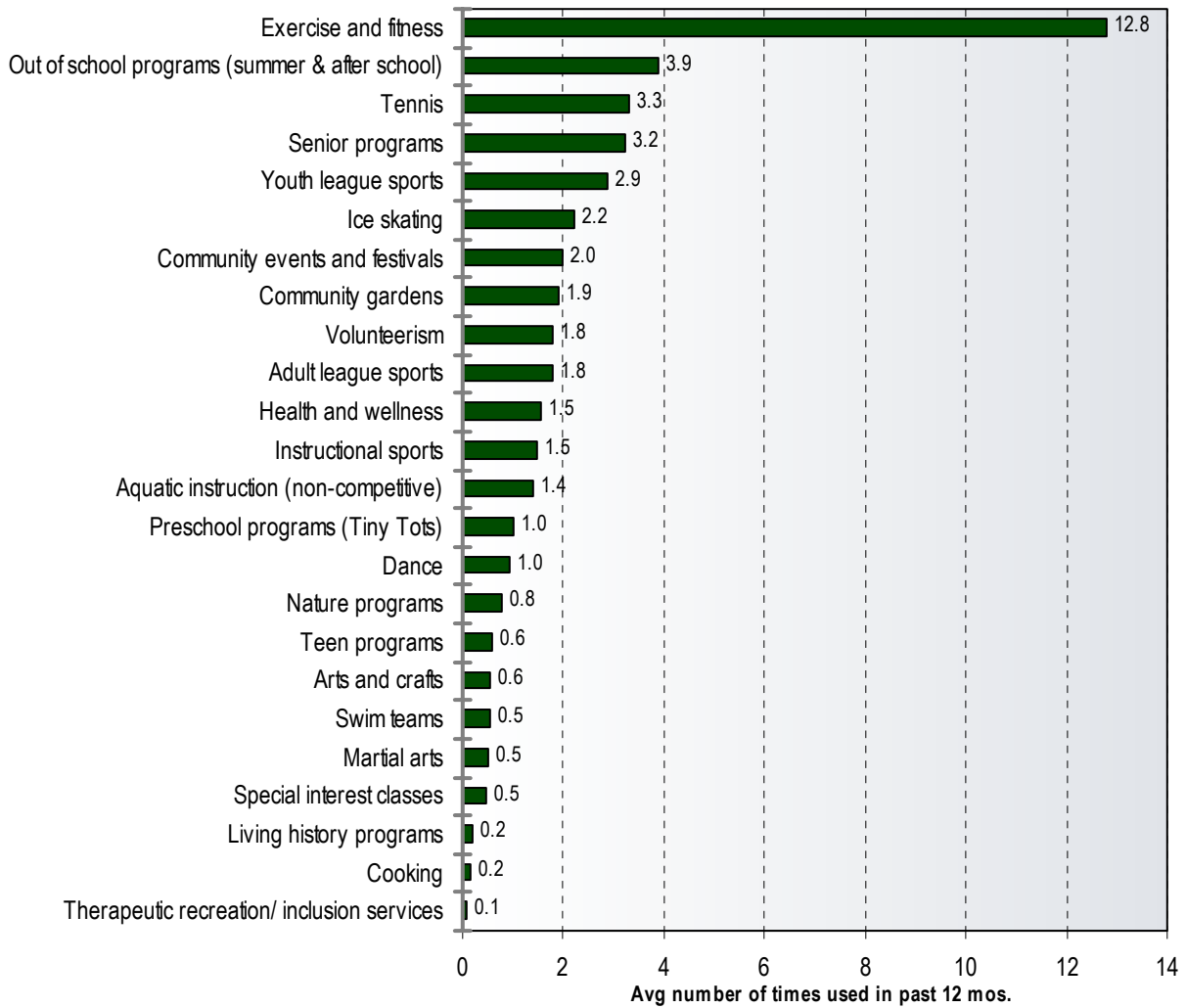
Community events and festivals in Montgomery County are visited by the greatest proportion of respondents. Almost half of respondents (48 percent) have been to a community event or festival at least once in the last 12 months. Other programs and activities include exercise and fitness (25 percent have been to an exercise or fitness program in the last 12 months), ice skating (also listed by 25 percent of respondents), community gardens, nature programs, tennis, and aquatic instruction (each used at least once in the last 12 months by 19-21 percent of respondents).

FIGURE 6
CURRENT USAGE OF COUNTY PROGRAMS AND ACTIVITIES
PERCENT USING AT LEAST ONCE IN LAST 12 MONTHS



Frequency of usage of programs or activities in Montgomery County among respondents is by far greatest for exercise and fitness programs (average usage of 12.8 times in the past 12 months, or around once a month). Other programs or activities include out of school programs (3.9 times in the past 12 months), Tennis (3.3 times), senior programs (3.2 times), and youth league sports (2.9 times).

FIGURE 7
FREQUENCY OF USE/PARTICIPATION IN THE FOLLOWING PROGRAMS/ACTIVITIES
IN THE LAST TWELVE MONTHS



Importance to the community

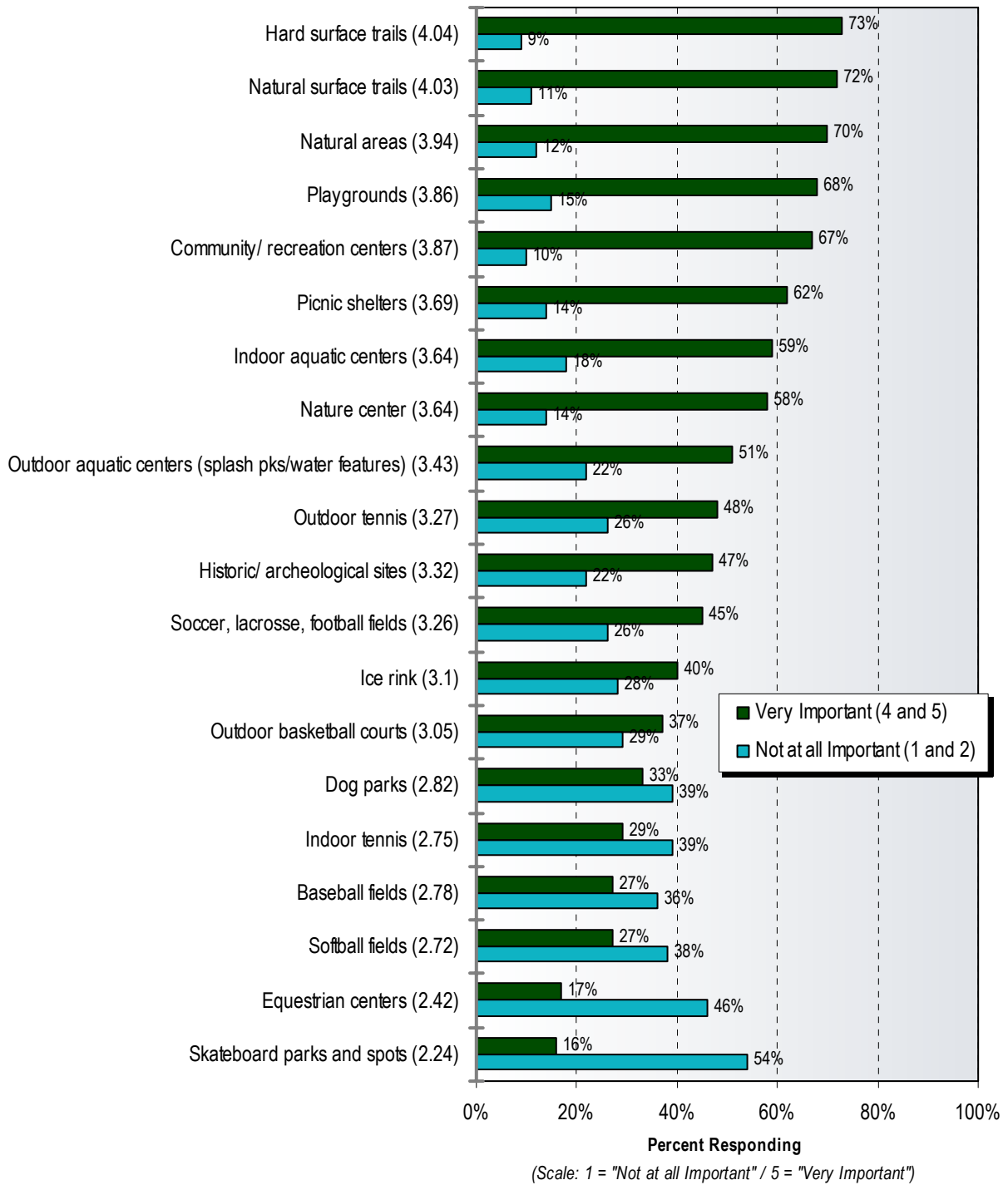
Facilities

Respondents were asked to indicate how important each of the current facilities is to their household. While most options are rated as being relatively important, the following are rated the highest overall:

- Hard-surface trails (73 percent of respondents rate them “very important,” a 4 or 5 on a 5-point scale)
- Natural surface trails (72 percent)
- Natural areas (70 percent)
- Playgrounds (68 percent)
- Community/recreation centers (67 percent)

While some facilities (which fill a need for a more targeted or narrower population) may be less important to the community as a whole, they are, nevertheless, very important to those certain segments of the population that have such a need, such as dog parks, indoor tennis, baseball and softball fields, equestrian centers, and skateboard parks and spots.

FIGURE 8
IMPORTANCE OF FACILITIES TO YOUR HOUSEHOLD



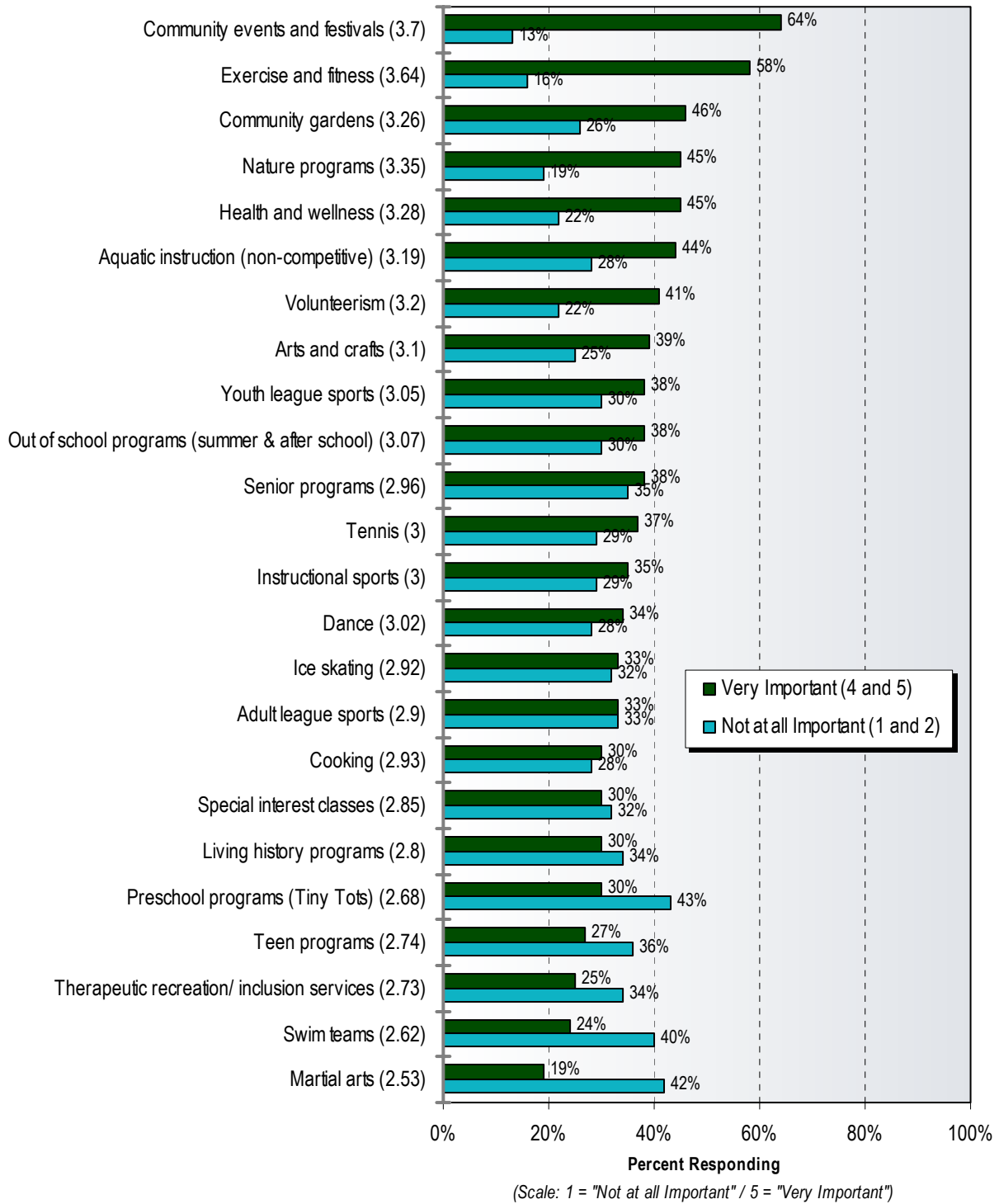
Programs and Activities

Respondents were asked to indicate how important each of the current programs and facilities is to their household. As expected from the usage/participation levels shown in the previous section, community events and exercise and fitness programs were the most important to respondents. Other programs and activities rated relatively high include:

- Community gardens (46 percent of respondents rate them “very important,” a 4 or 5 on a 5-point scale)
- Nature programs (45 percent)
- Health and wellness (45 percent)
- Aquatic instruction (non-competitive) (44 percent)

Similar to some of the facilities (previously mentioned), while some programs and activities (which fill a need for a more targeted or narrower population) may be less important to the community as a whole, they are very important to the certain segments of the population that have such a need, such as preschool programs, teen programs, therapeutic recreation/inclusion services, swim teams, and martial arts.

FIGURE 9
IMPORTANCE OF PROGRAMS AND ACTIVITIES TO YOUR HOUSEHOLD



Meeting the needs of your household

Respondents were then asked to rate how well they thought the facilities, programs, and activities provided throughout the County are currently meeting the needs of their household.

Facilities

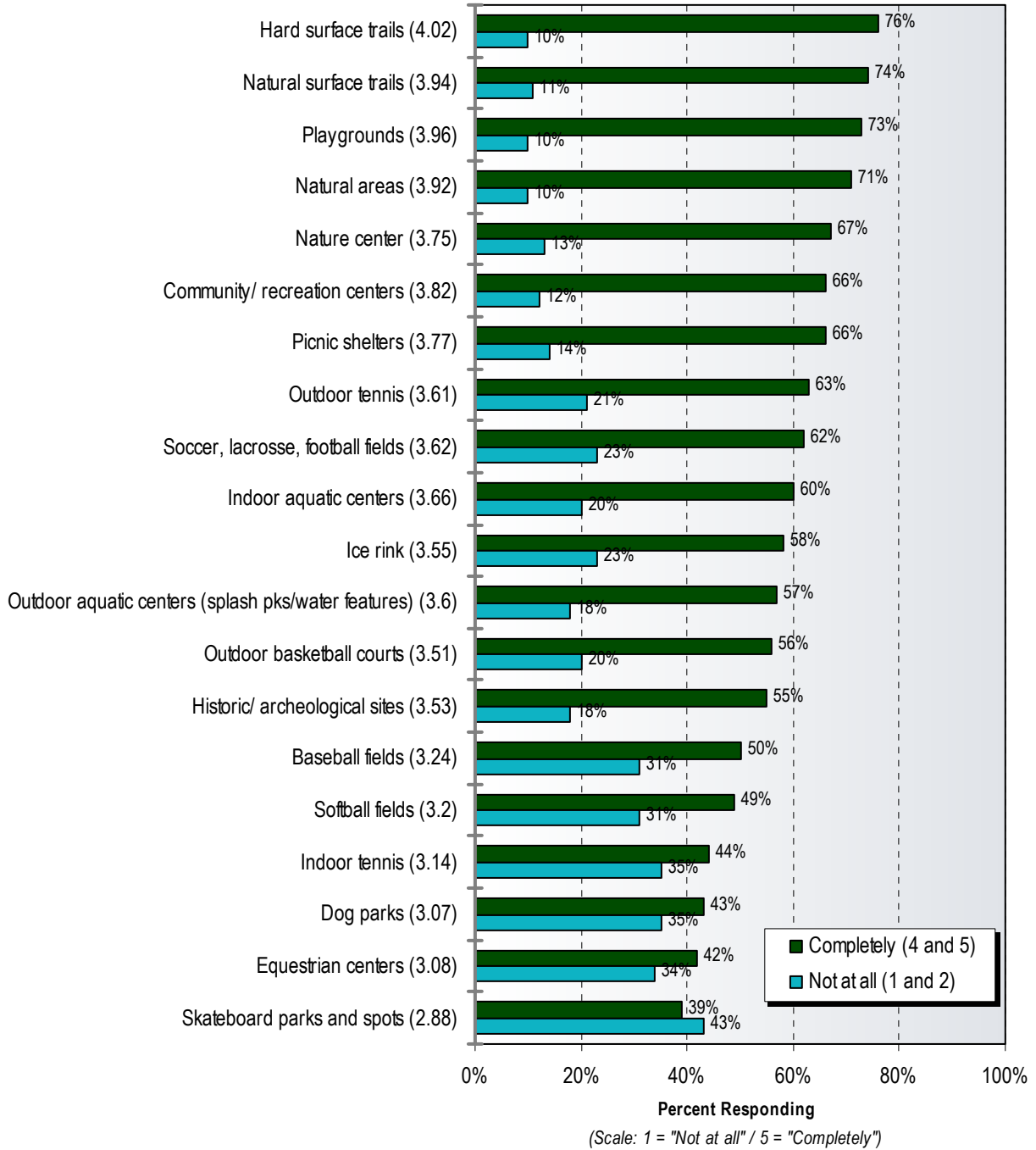
Similar to what was important to respondents, the same top four amenities also received the most positive ratings of what was currently meeting the needs of their household:

- Hard surface trails (76 percent “mostly/completely” meeting need, 4 or 5 on 5-point scale)
- Natural surface trails (74 percent)
- Playgrounds (73 percent)
- Natural areas (71 percent)

Also similar to the facilities rated least important, the same six amenities also received the most negative ratings in regards to what was currently meeting the needs of their household:

- Skateboard parks and spots (43 percent “Not at all” meeting need, 1 or 2 on 5-point scale)
- Dog parks (35 percent)
- Indoor tennis (35 percent)
- Equestrian centers (34 percent)
- Softball fields (31 percent)
- Baseball fields (31 percent)

FIGURE 10
HOW WELL DO YOU THINK THAT PARKS AND RECREATION FACILITIES PROVIDED THROUGHOUT THE COUNTY ARE CURRENTLY MEETING THE NEEDS OF YOUR HOUSEHOLD?



Programs and Activities

When asked which programs and activities provided throughout the County are currently meeting the needs of their household, respondents again indicated that community events and festivals was at the top of the list.

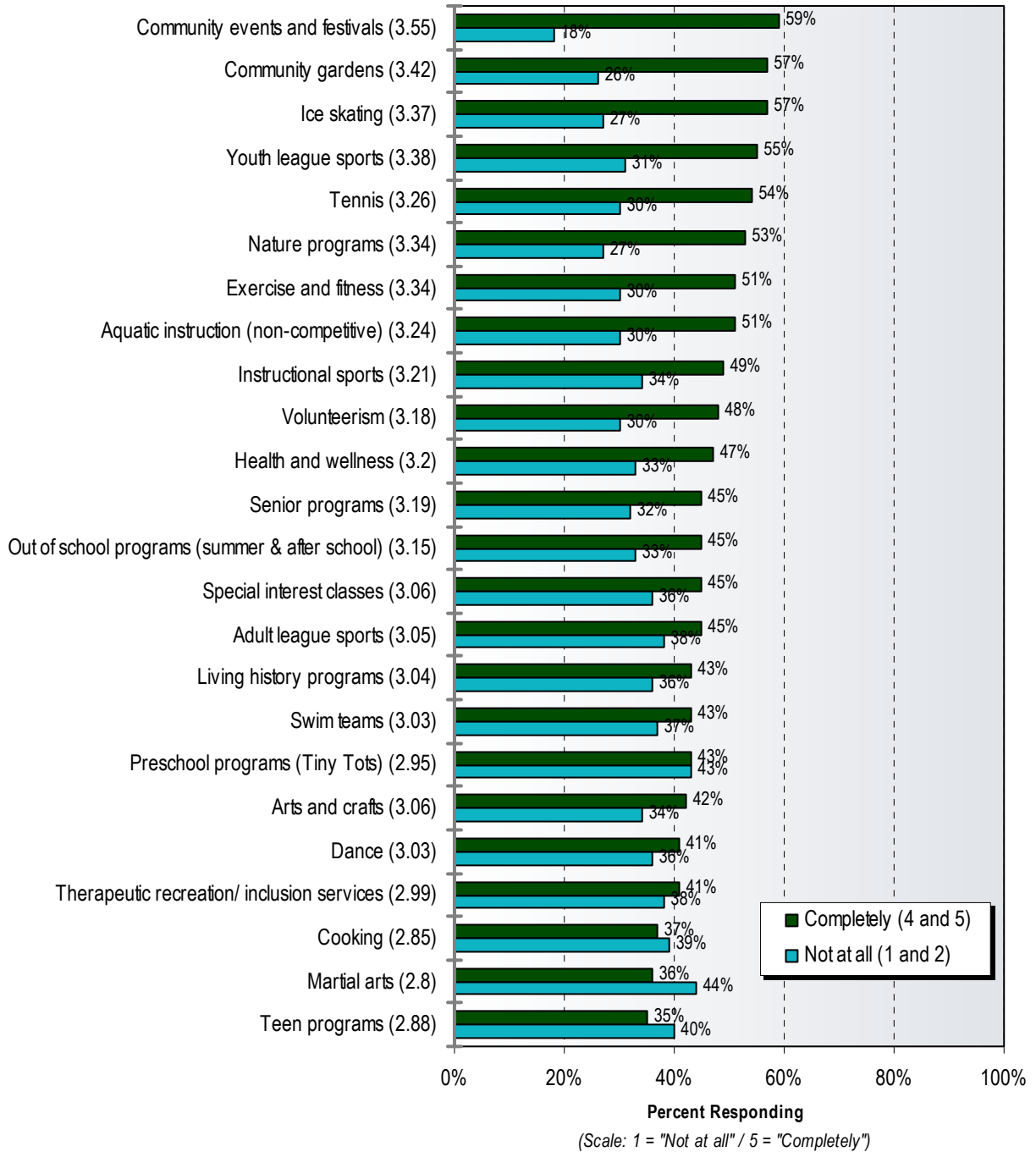
- Community events and festivals (59 percent “mostly/completely” meeting need, 4 or 5 on 5-point scale)
- Community gardens (57 percent)
- Ice skating (57 percent)
- Youth league sports (55 percent)
- Tennis (54 percent)
- Nature programs (53 percent)
- Exercise and fitness programs (51 percent)
- Aquatic instruction (51 percent)

While exercise and fitness programs were rated relatively high in regards to importance to respondents’ households, the level at which existing exercise and fitness programs in the County are meeting the needs of households was relatively lower (51 percent of respondents indicating “mostly/completely” meeting need, 4 or 5 on 5-point scale).

Programs and activities with lower ratings of how well they are meeting the needs of their household include the following:

- Martial arts (44 percent “Not at all” meeting need, 1 or 2 on 5-point scale)
- Preschool programs (43 percent)
- Teen programs (40 percent)
- Cooking (39 percent)

FIGURE 11
HOW SATISFIED ARE YOU THAT PROGRAMS AND ACTIVITIES PROVIDED IN MONTGOMERY COUNTY ARE CURRENTLY MEETING THE NEEDS OF YOU AND YOUR HOUSEHOLD?

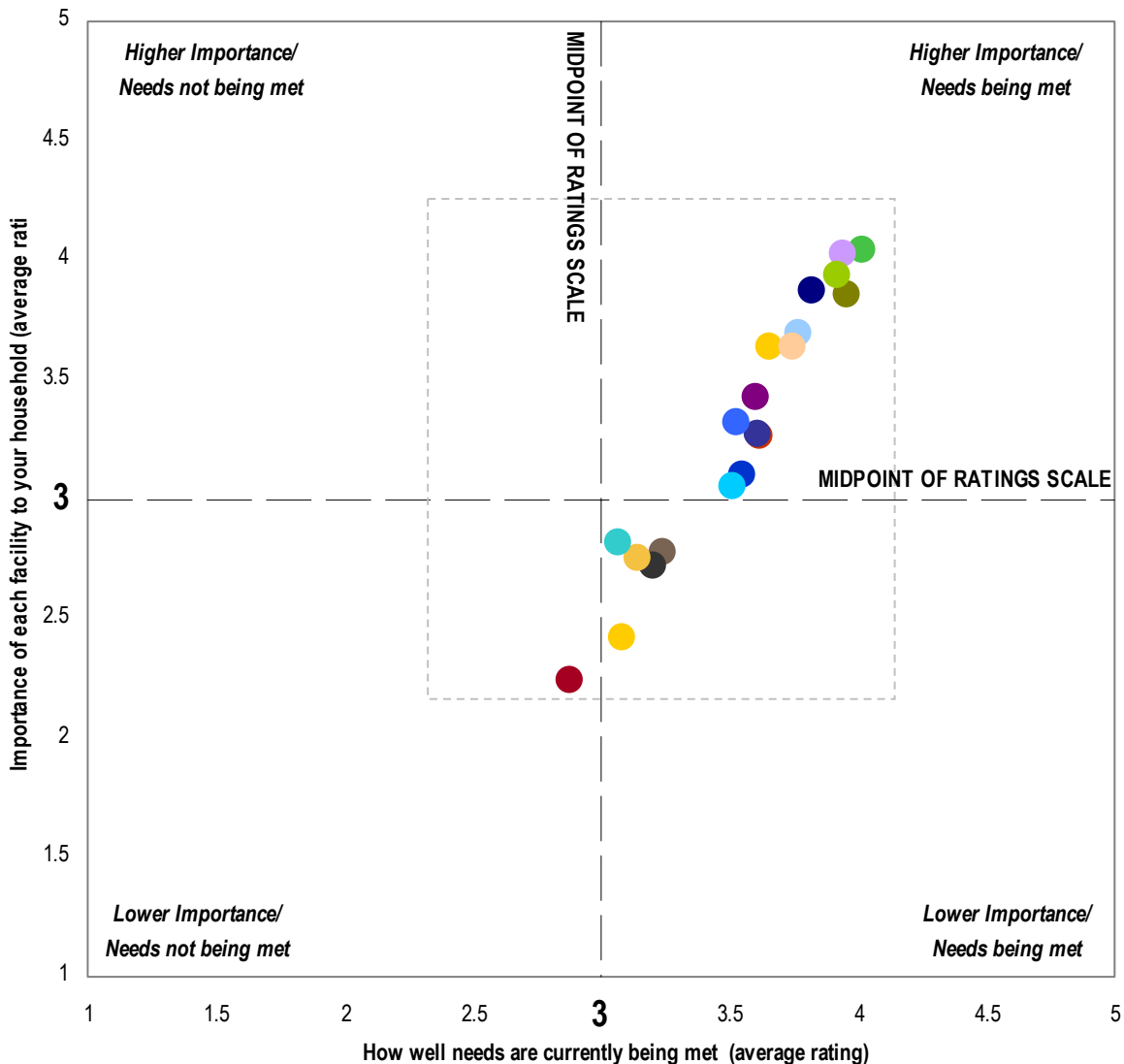


Importance-Satisfaction Matrix

Parks and Recreation Facilities

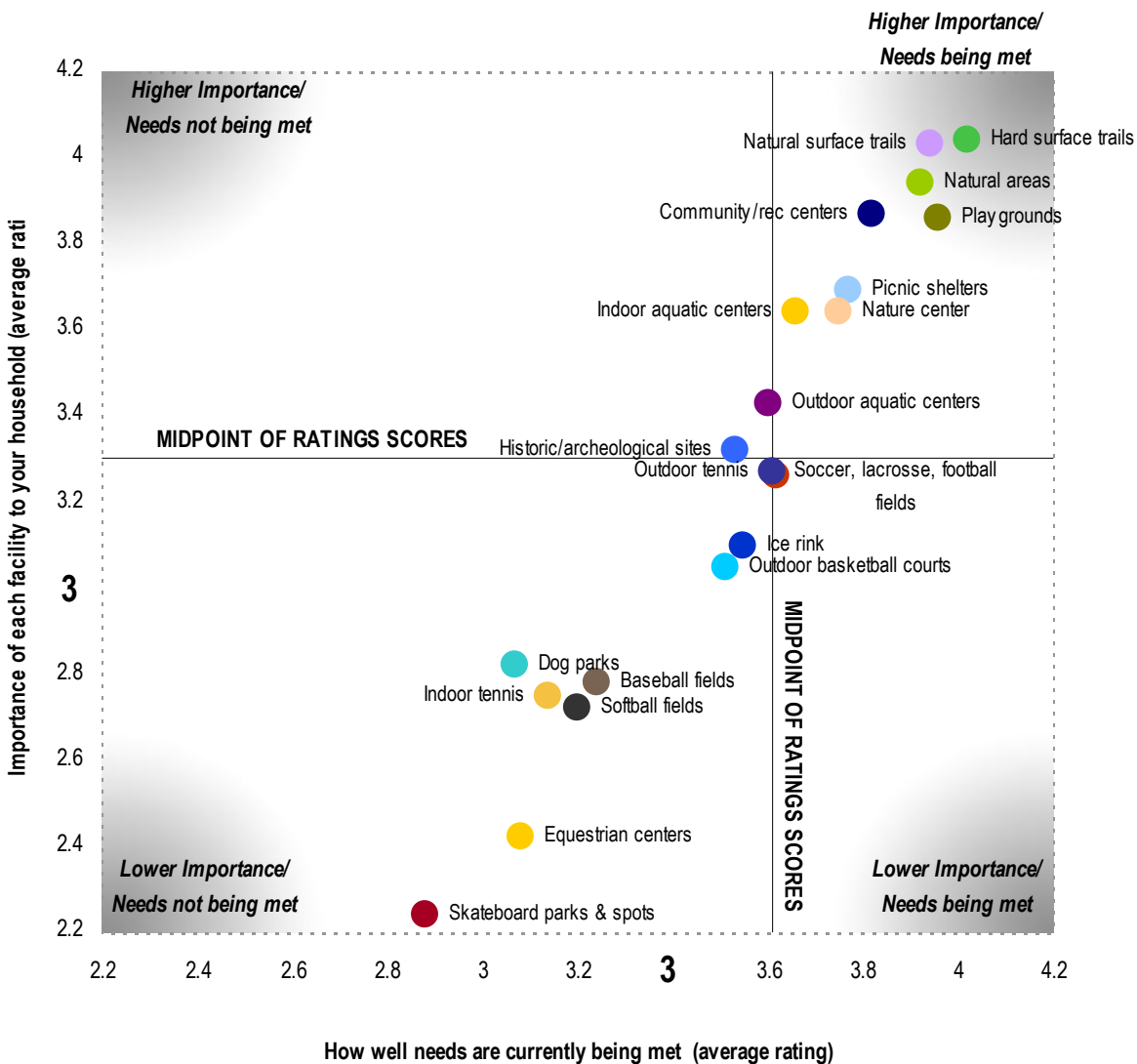
It is also instructive to compare and plot the importance scores against the satisfaction scores in an “importance-satisfaction” matrix. As illustrated in the following figure, the majority of facilities listed in the survey fell into the “higher importance / needs being met” quadrant (based on a 5-point scale, dividing the quadrants by the scale’s mid-point of “3”). It is also helpful to look at a smaller scale representation of the same data with the axes representing the midpoint (median) of each set of scores in order to determine more detailed positions of each location in comparison to each other (see Figure 12b for a detailed view of the dotted area indicated below in Figure 12a).

FIGURE 12a
IMPORTANCE/SATISFACTION MATRIX



As indicated, note that the top five facilities listed previously as meeting the needs of households are also considered the most important (hard surface trails, natural surface trails, natural areas, playgrounds, and community/recreation centers). Facilities located lower and to the left of the top five in the figure, such as picnic shelters, nature center, indoor and outdoor aquatic centers, may represent an opportunity for the County to improve on, with relatively high importance to the community, but slightly lower levels of need being met. Further down the chart, facilities such as equestrian centers and skateboard parks/spots, while having more unmet need, are important to a narrower portion of the population.

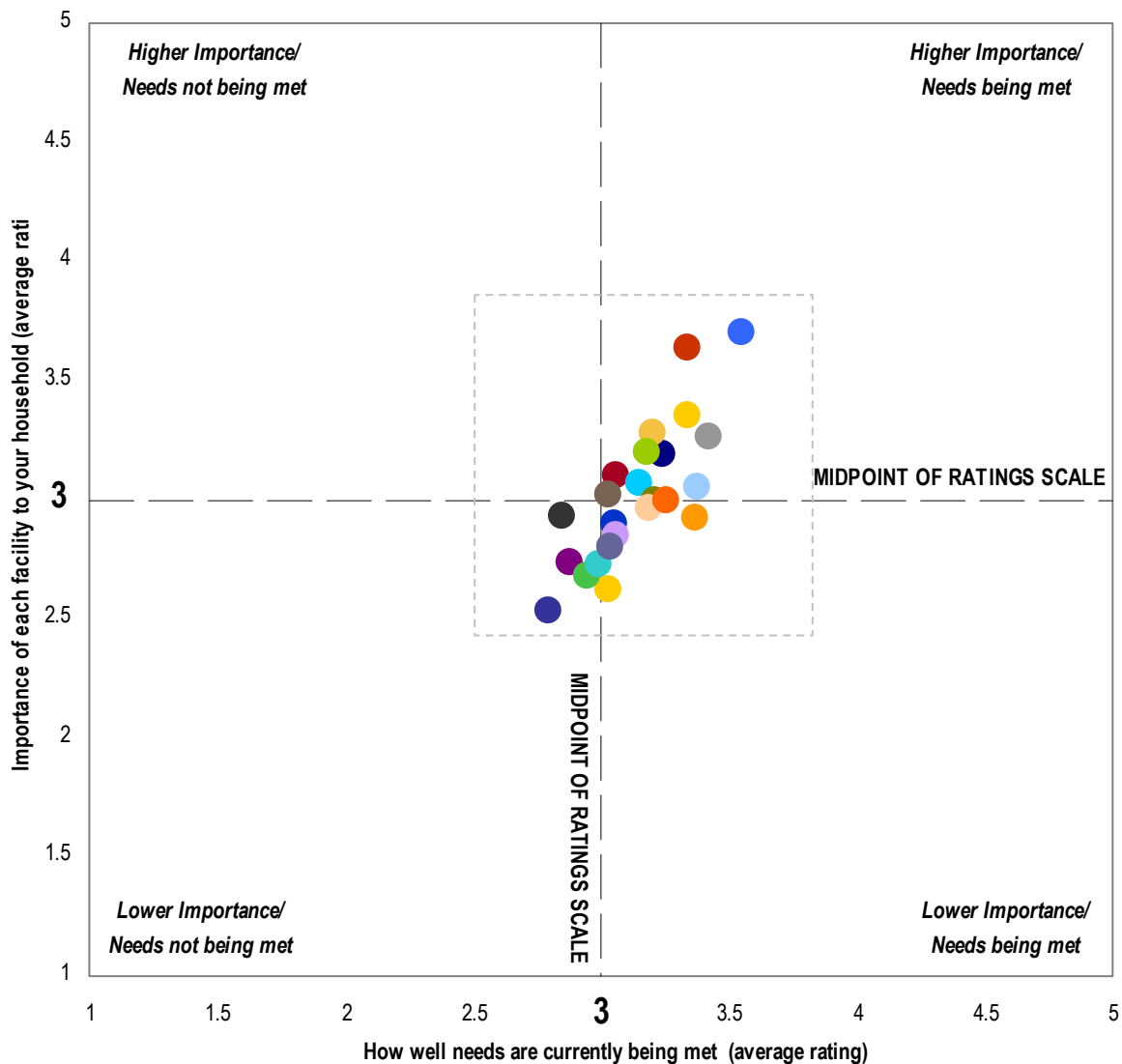
FIGURE 12b
IMPORTANCE/SATISFACTION MATRIX



Programs and Activities

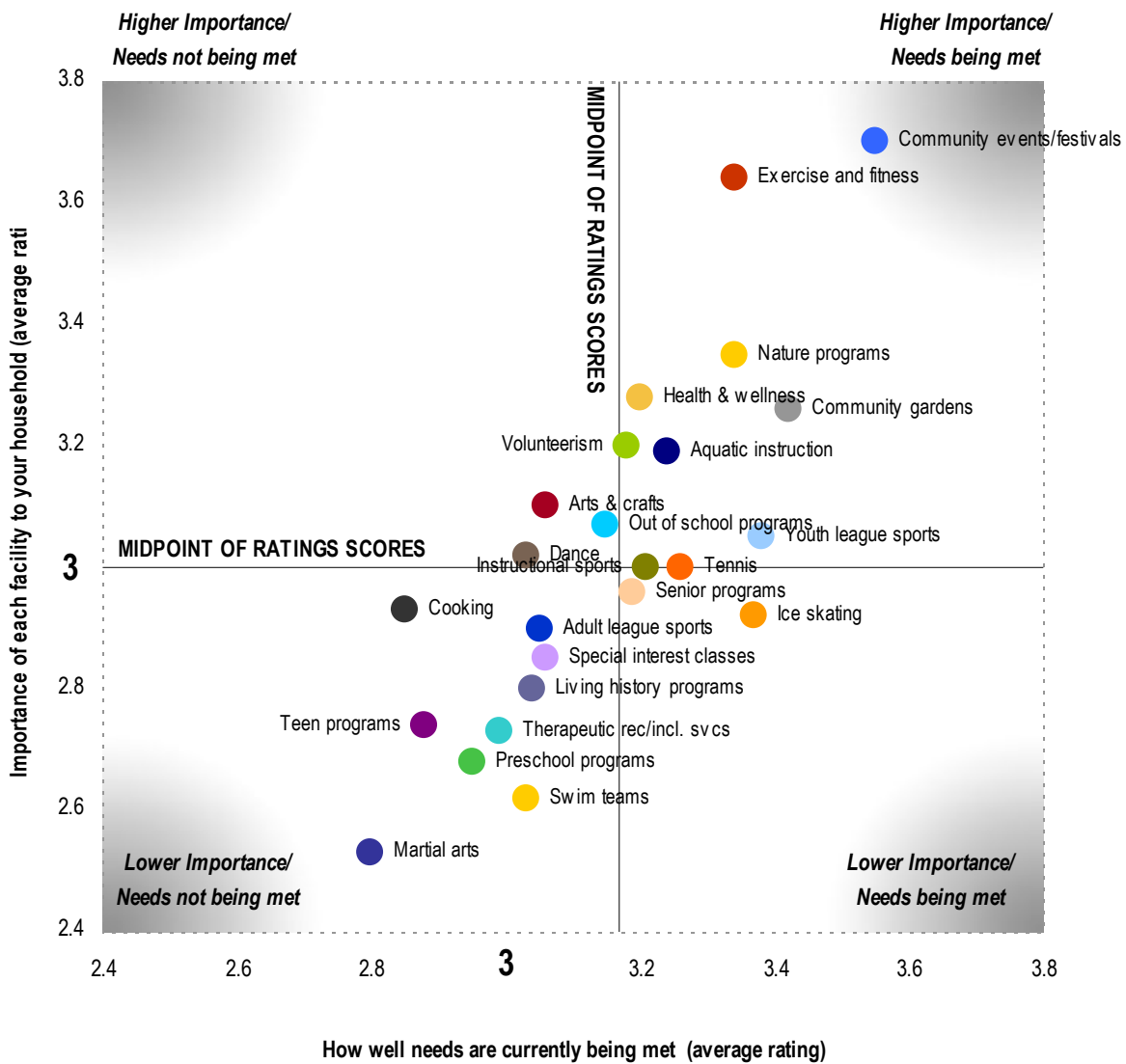
Importance scores and satisfaction scores were also plotted against each other for programs and activities in the County. As illustrated in the following figure, the majority of programs and activities listed in the survey fell in the center of the figure, with most in the “higher importance / needs being met” and “lower importance / needs not being met” quadrants (based on a 5-point scale, dividing the quadrants by the scale’s mid-point of “3”). It is also helpful to look at a smaller scale representation of the same data with the axes representing the midpoint (median) of each set of scores in order to determine more detailed positions of each location in comparison to each other (see Figure 13b for a detailed view of the dotted area indicated below in Figure 13a).

FIGURE 13a
IMPORTANCE/SATISFACTION MATRIX



While being the most important to respondents overall, community events/festivals was also indicated to be meeting the needs of the community the most. Community gardens, though slightly less important to the community overall, received high ratings of meeting the community’s needs. Exercise and fitness, listed as the second most important program to respondents, was indicated as not meeting the community’s needs as well as the programs to the right of it in the following figure. This may represent an opportunity for the County to improve on programs, such as exercise and fitness, which are important to County residents. As explained in the previous section, programs such as martial arts, while having more unmet need, are important to a narrower portion of the population.

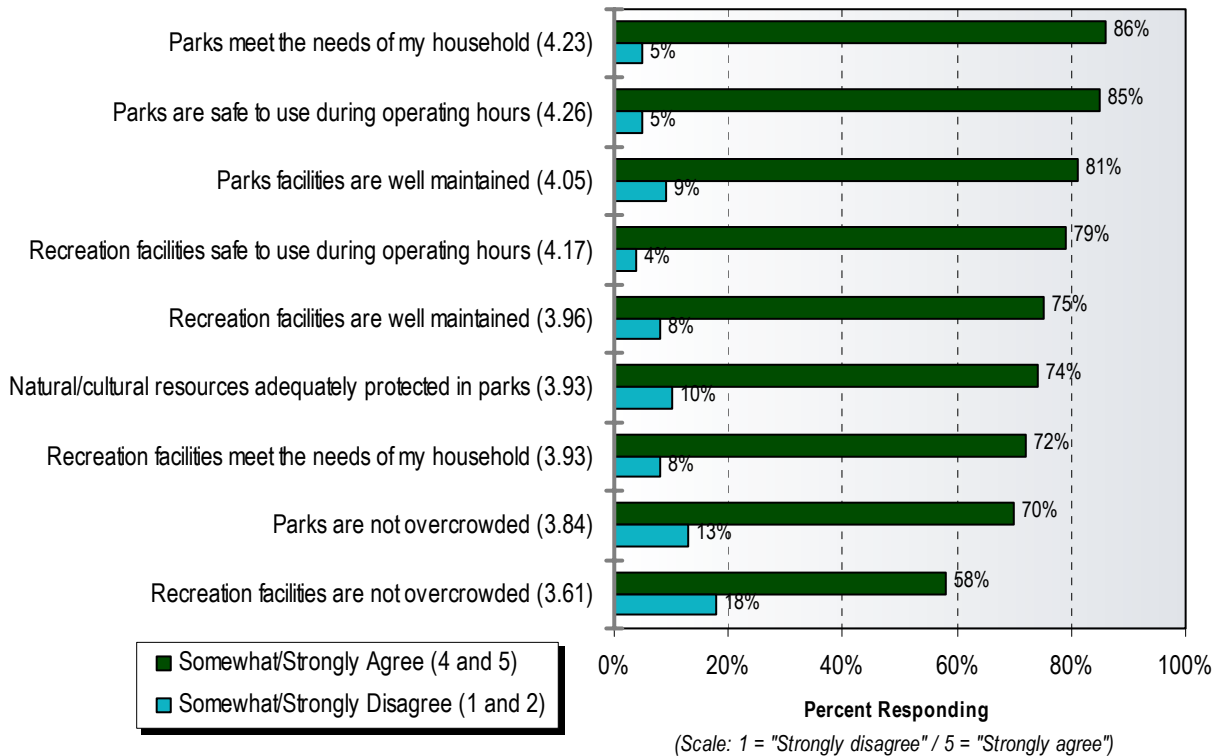
FIGURE 13b
IMPORTANCE/SATISFACTION MATRIX



Agreement about parks and recreation facilities in Montgomery County

The survey listed a series of statements about park and recreation facilities in the County and asked respondents to indicate to what level they agree with each statement. As a general comment, there was a high level of agreement and consensus with most of the statements listed. As shown in the following figure, 86 percent of respondents somewhat or strongly agree that parks meet the needs of their households and 85 percent of respondents somewhat or strongly agree that parks are safe to use during operating hours. The “lowest” level of agreement was indicated for the statement “recreation facilities are not overcrowded,” with 58 percent of respondents somewhat or strongly agreeing with the statement and 18 percent disagree.

FIGURE 14
AGREEMENT ABOUT PARKS AND RECREATION FACILITIES IN MONTGOMERY COUNTY

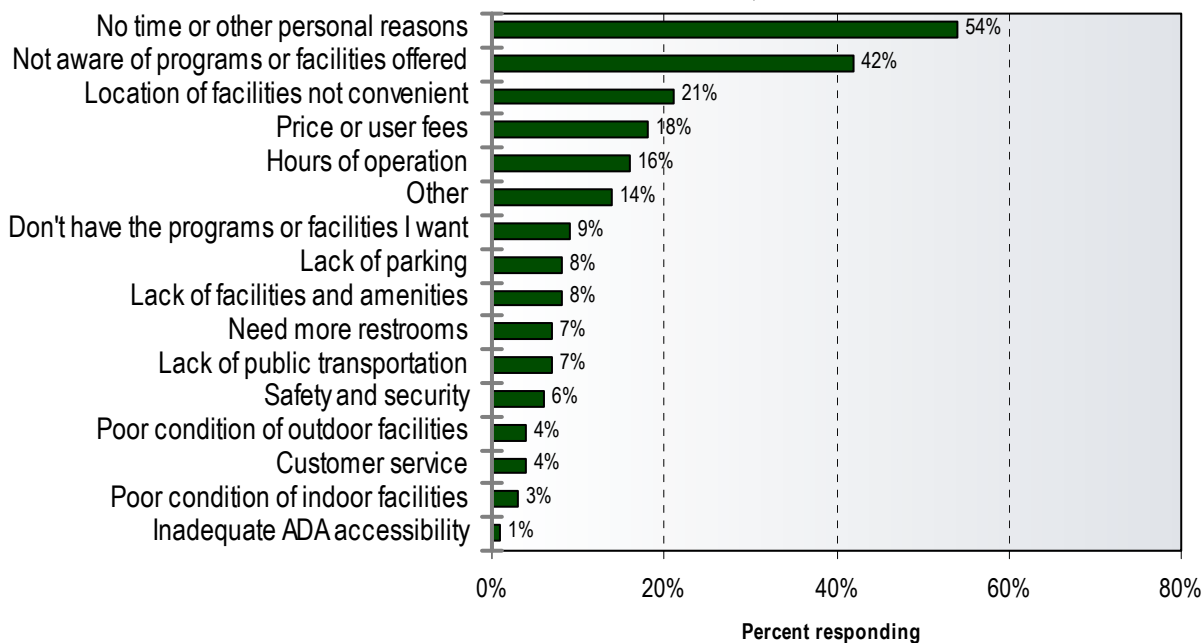


If you or anyone in your household DOES NOT use parks or recreation facilities, why not?

When asked why they do not use parks and recreation facilities, respondents indicated no time / other personal issues (54 percent of respondents) and not aware of programs/facilities offered (42 percent) most often.

Also indicated by respondents are location of facilities not convenient (21 percent), price or user fees (18 percent), hours of operation (16 percent), and other reasons (14 percent) such as they forget to sign up for classes or programs, live in a retirement community where all their needs are met, feel they are too old to participate in activities or use facilities, and overcrowding of facilities and parks.

FIGURE 15
IF YOU OR ANYONE IN YOUR HOUSEHOLD DOES NOT USE
PARKS OR RECREATION OFFERINGS, WHY NOT?

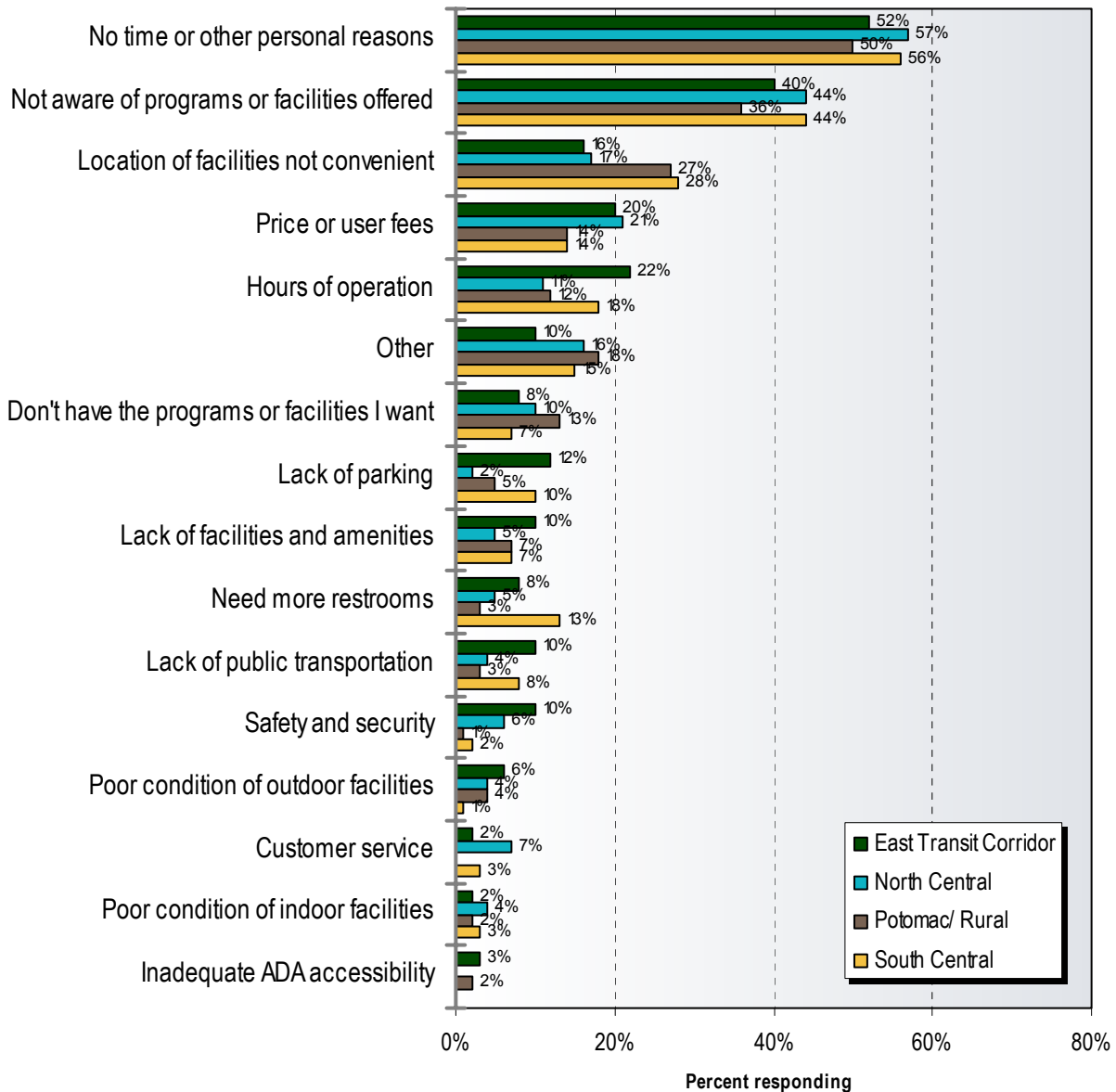


Responses by Vision Team Area are relatively similar to the overall responses, but with a few minor differences which are noted below:

- East Transit Corridor respondents were slightly more likely than overall respondents to indicate price / user fees, hours of operation, lack of parking, lack of facilities and amenities, lack of public transportation, and safety and security as reasons for not using parks or recreation offerings.
- North Central respondents were slightly more likely than overall respondents to indicate no time or other personal issues, not aware of programs or facilities offered, and price or user fees.

- Potomac/Rural respondents were slightly more likely than overall respondents to indicate location of facilities not convenient and don't have the programs/facilities desired.
- South Central respondents were slightly more likely than overall respondents to indicate no time or other personal issues, not aware of programs or facilities offered, location of facilities not convenient, and a need for more restrooms.

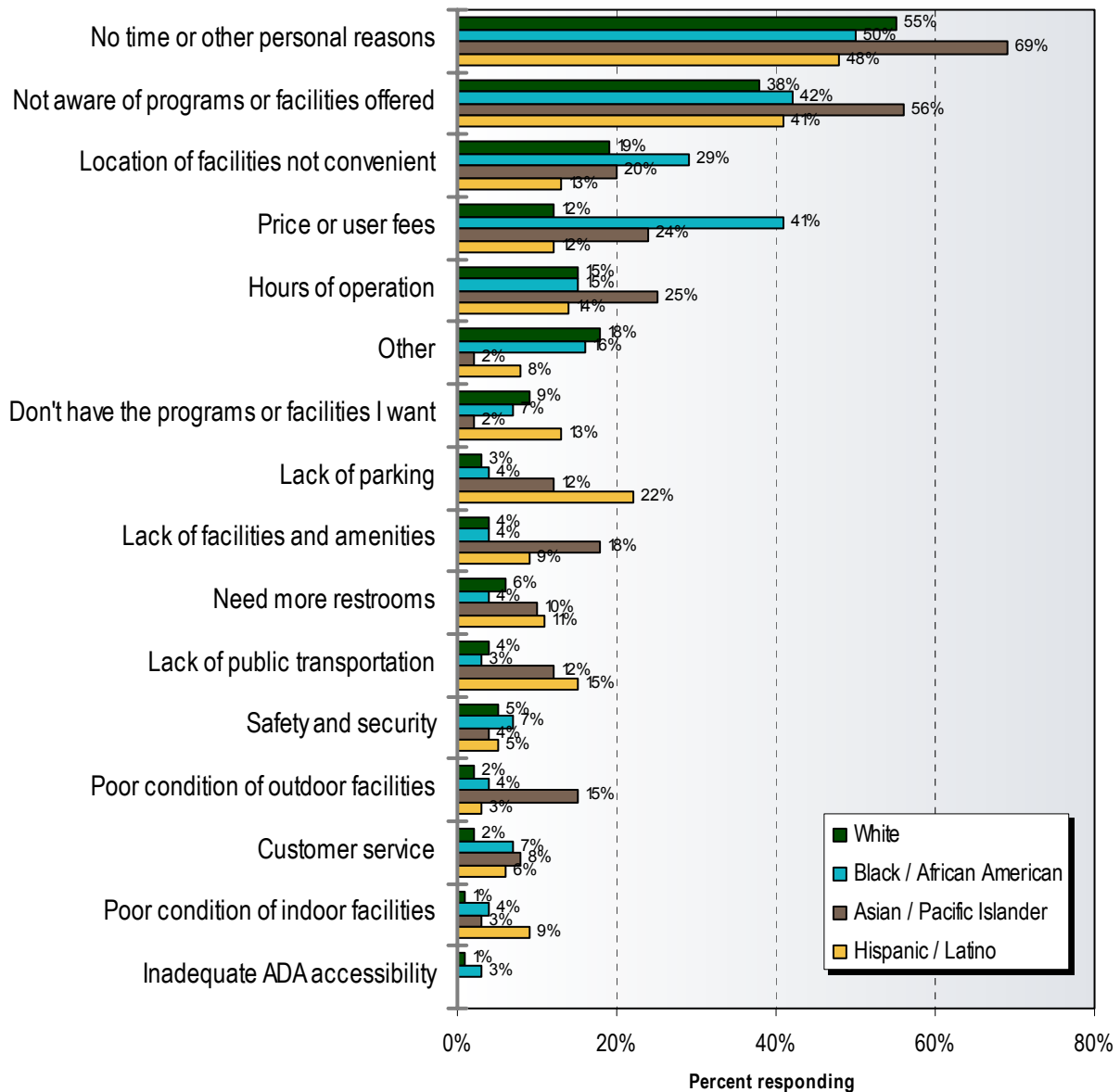
FIGURE 16
IF YOU OR ANYONE IN YOUR HOUSEHOLD DOES NOT USE
PARKS OR RECREATION OFFERINGS, WHY NOT?
By Vision Team Area



While white/Caucasians make up over half of the respondents, their responses are relatively similar to the overall responses, but some differences were apparent among other ethnicities:

- Black / African American respondents were more likely than overall respondents to indicate location of facilities not convenient and price / user fees, as reasons for not using parks or recreation offerings.
- Asian / Pacific Islanders were more likely than overall respondents to indicate no time or other personal reasons, not aware of programs or facilities offered, lack of facilities and amenities offered, and poor condition of outdoor facilities.
- Hispanic / Latinos were more likely than overall respondents to indicate don't have the programs or facilities I want, lack of parking, lack of public transportation, and poor condition of indoor facilities.

FIGURE 17
IF YOU OR ANYONE IN YOUR HOUSEHOLD DOES NOT USE
PARKS OR RECREATION OFFERINGS, WHY NOT?
By Ethnicity



Future Facilities and Programs

Need for future parks, facilities, and programs

In thinking in general about how their household spends leisure time, respondents were asked to indicate, from a list of facilities and programs, which ones their household has a need.

Facilities

Similar to the level of importance in the previous section, the facilities with the highest need include:

- Natural surface trails (80 percent of households indicated a need)
- Hard surface trails (76 percent)
- Natural areas (74 percent)
- Community/recreation centers (74 percent)

Facilities with the lowest level of need include:

- Skateboard parks and spots (21 percent of households indicated a need)
- Equestrian centers (23 percent)
- Softball fields (30 percent)
- Outdoor court games (31 percent)
- Baseball fields (31 percent)

Programs

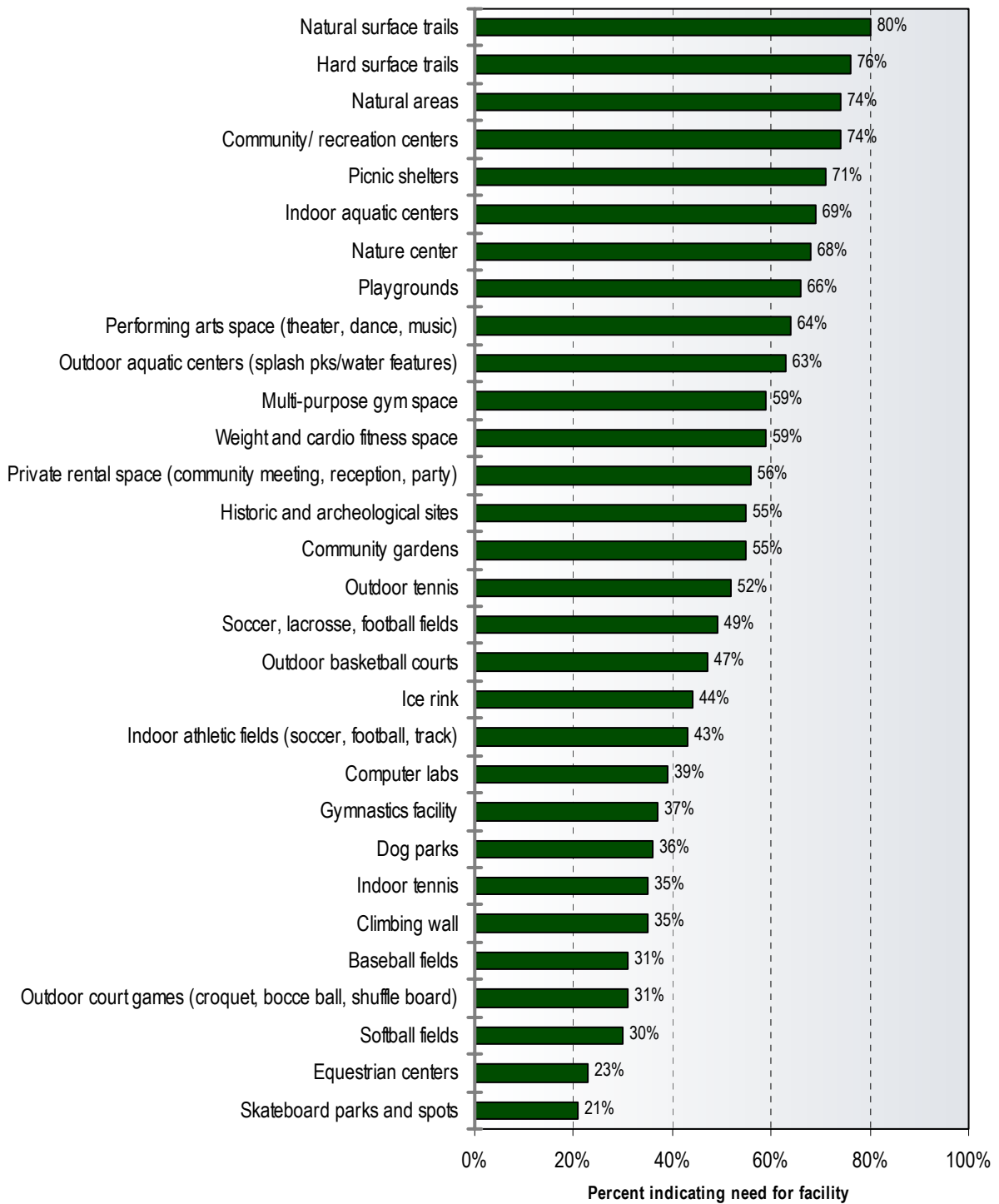
Similar to the level of importance discussed earlier in the report, programs with the highest need include:

- Community events and festivals (72 percent of households indicated a need)
- Exercise and fitness (70 percent)

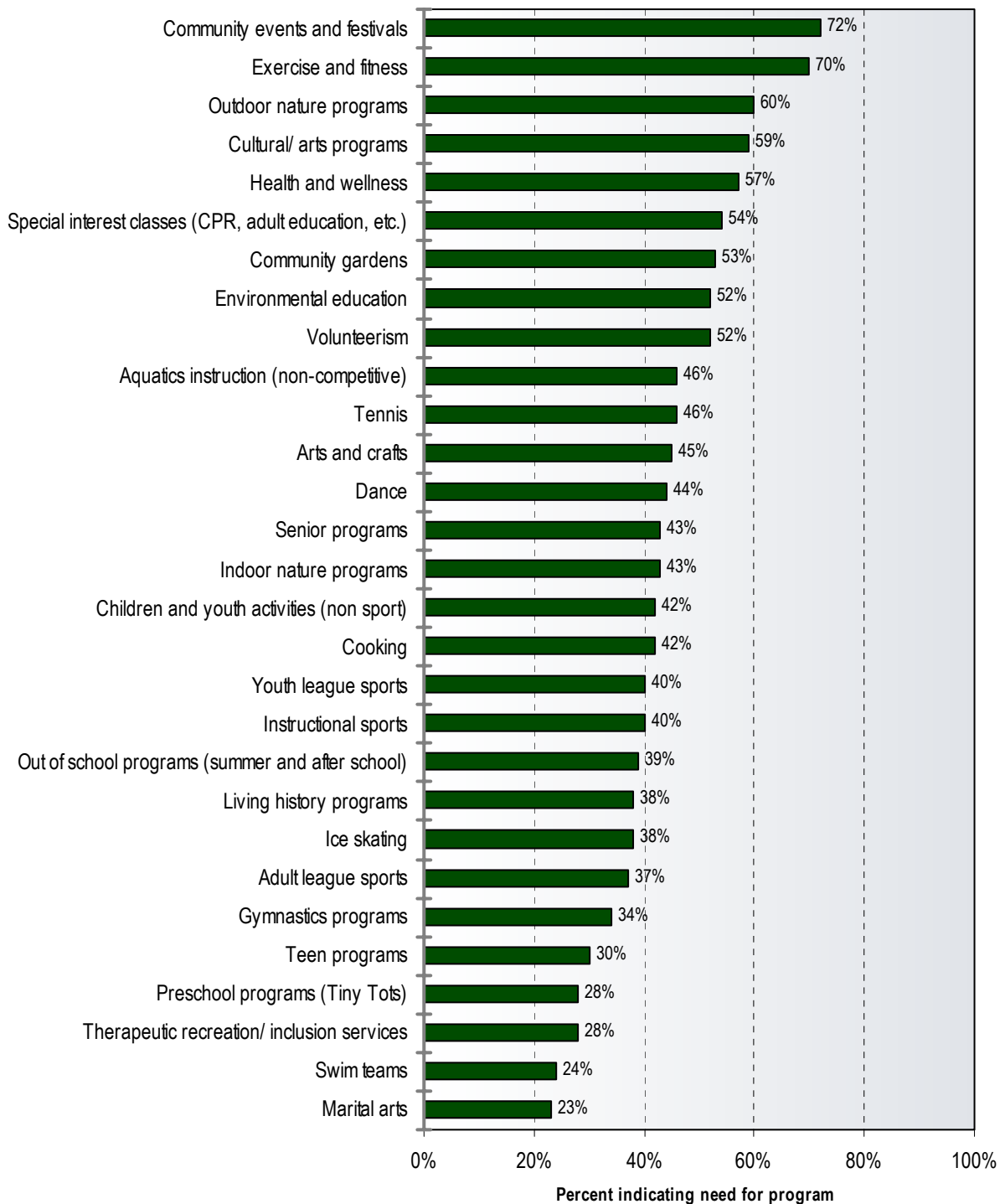
Programs with the lowest level of need include:

- Martial arts (23 percent of households indicated a need)
- Swim teams (24 percent)
- Therapeutic recreation / inclusion services (28 percent)
- Preschool programs (28 percent)
- Teen programs (30 percent)

**FIGURE 18
NEED FOR FACILITIES IN MONTGOMERY COUNTY**



**FIGURE 19
NEED FOR PROGRAMS AND ACTIVITIES IN MONTGOMERY COUNTY**



Importance of adding, expanding, or improving future parks, facilities, and programs

Respondents were then asked to indicate, from the same list of facilities and programs, the level of importance they felt should be placed on adding, expanding, or improving each in Montgomery County.

Facilities

As expected, the results show that respondents feel natural surface trails would be the most important to add, expand, or improve (70 percent of respondents indicated it as “very important,” a 4 or 5 on a 5-point scale), followed closely by hard surface trails (68 percent), playgrounds (64 percent), and natural areas (63 percent).

Indicated as the least important to add, expand, or improve were skateboard parks and spots (42 percent of respondents indicating it as “not at all important,” a 1 or 2 on a 5-point scale), along with equestrian centers (37 percent), and outdoor court games (31 percent).

Programs

Again, similar to previous sections, exercise and fitness programs, along with community events and festivals would be the most important to add, expand, or improve in Montgomery County (64 percent and 62 percent, respectively, of respondents indicated each as “very important,” a 4 or 5 on a 5-point scale). Other programs rated relatively important to add, expand, or improve include the following:

- Cultural/arts programs (56 percent)
- Outdoor nature programs (54 percent)
- Health and wellness (53 percent)
- Community gardens (53 percent)
- Environmental education (53 percent)

Again, indicated as the least important to add, expand, or improve were martial arts (28 percent of respondents indicating it as “not at all important,” a 1 or 2 on a 5-point scale) and swim teams (27 percent).

FIGURE 20
IMPORTANCE OF ADDING, EXPANDING, OR IMPROVING FACILITIES

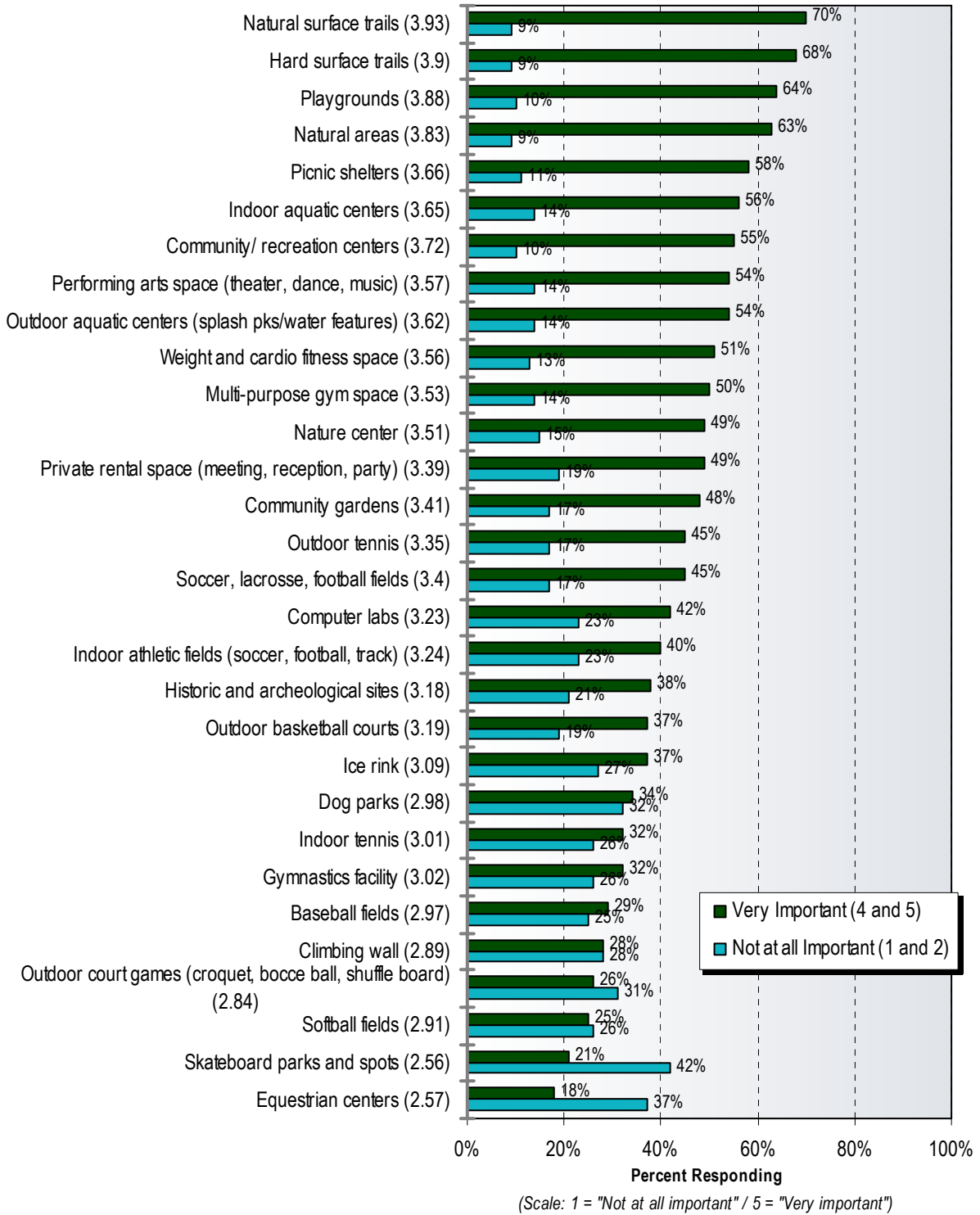
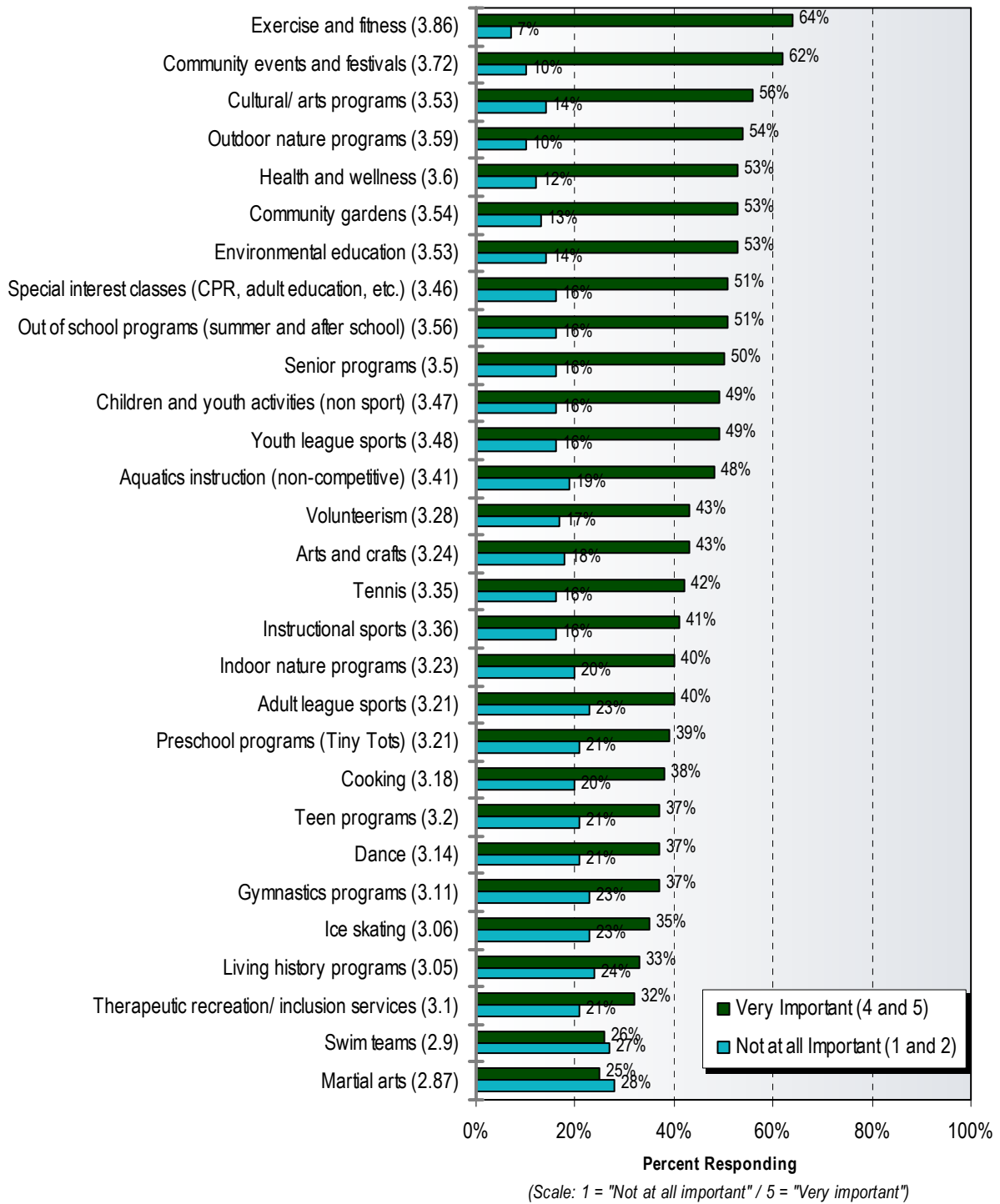


FIGURE 21
IMPORTANCE OF ADDING, EXPANDING, OR IMPROVING PROGRAMS AND ACTIVITIES



Most Important parks, facilities, and programs

Respondents were then asked to indicate which of the potential parks, facilities, and programs were the three most important to them and their household. This provides the opportunity to not only see what amenities are important to respondents, but also to get an idea of how the same amenities are viewed in relation to each other, allowing priorities to become more evident.

Facilities

While generally the same four facilities have dominated the top spots throughout the analysis so far (in regards to usage, need, importance, and satisfaction), there were a few slight shifts when respondents were asked to indicate their top three priorities. As shown in the following list, community/recreation centers moved into the top spot and indoor aquatic centers also increased in importance.

- Community/recreation centers (13 percent of respondents indicating that it is their top choice and 24 percent indicating that it is one of their top three priorities)
- Indoor aquatic centers (11 percent of respondents indicating that it is their top choice and 24 percent indicating that it is one of their top three priorities)
- Playgrounds (11 percent of respondents indicating that it is their top choice and 24 percent indicating that it is one of their top three priorities)
- Natural surface trails (5 percent of respondents indicating that it is their top choice and 24 percent indicating that it is one of their top three priorities)
- Hard surface trails (9 percent of respondents indicating that it is their top choice and 23 percent indicating that it is one of their top three priorities)

When looking at responses by Vision Team Area, the following priorities were particularly evident among the groups:

- East Transit Corridor – Community/recreation centers (28 percent indicating that it is one of their top three priorities) and hard surface trails (26 percent)
- North Central – Indoor aquatic centers (29 percent), playgrounds (26 percent), community recreation centers (25 percent), hard surface trails (23 percent), and outdoor aquatic centers (19 percent)
- Potomac/Rural – Indoor tennis (29 percent) and natural areas (25 percent)
- South Central – Natural surface trails (33 percent)

When looking at responses by ethnicity, the following priorities were particularly evident among the groups:

- White/Caucasian – Natural surface trails (34 percent) and hard surface trails (26 percent)
- Black/African American – Community/recreation centers (36 percent), indoor aquatic centers (22 percent), weight and cardio fitness space (22 percent), nature center (22 percent), and performing arts space (21 percent)

- Asian/Pacific Islander – Community/recreation centers (41 percent), playgrounds (29 percent), indoor aquatic centers (25 percent), and soccer, lacrosse, football fields (21 percent)
- Hispanic/Latino – Playgrounds (37 percent) and weight and cardio fitness space (28 percent)

FIGURE 22
IMPORTANCE OF ADDING, EXPANDING, OR IMPROVING FACILITIES (TOP 3 PRIORITIES)

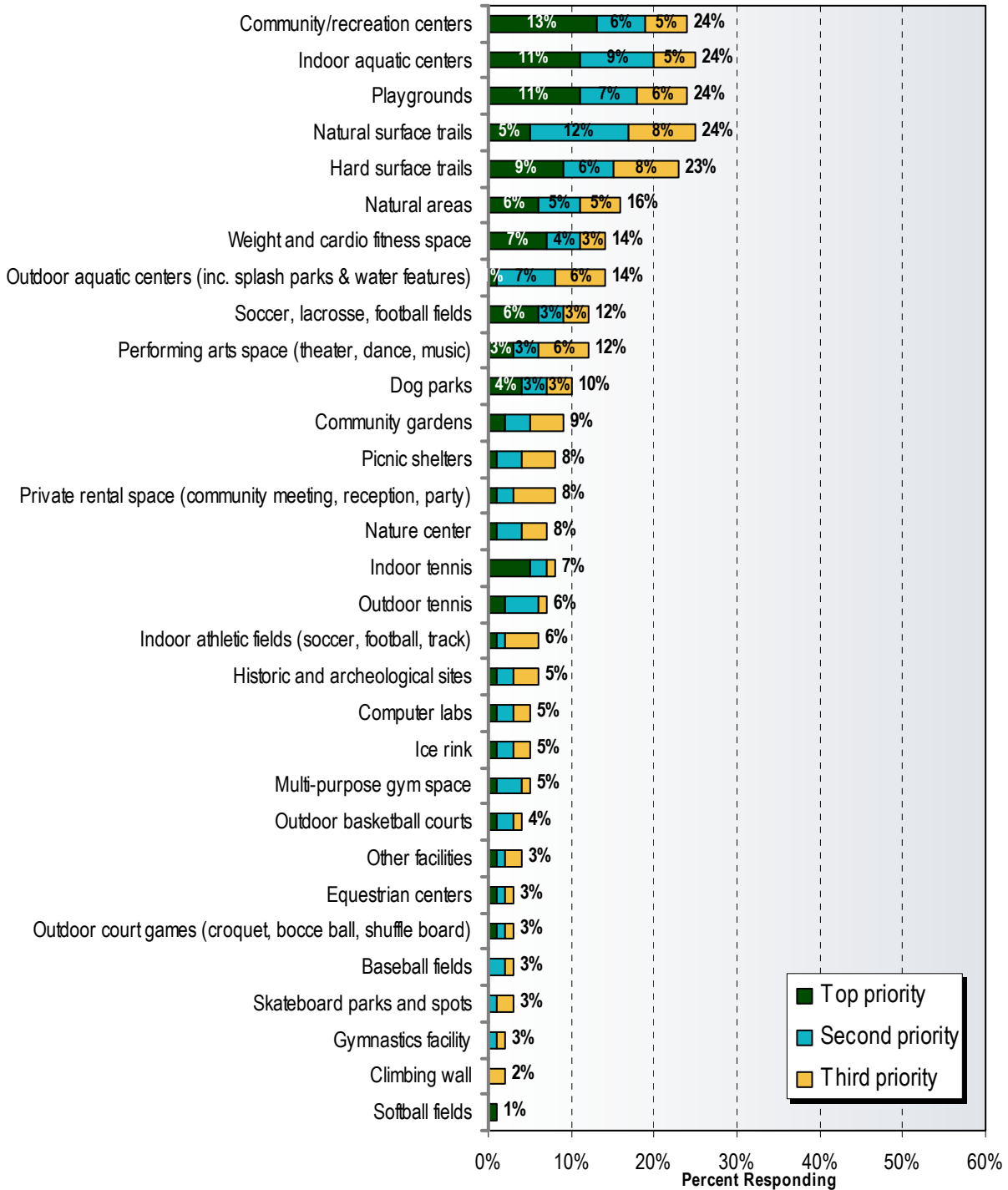


FIGURE 23
IMPORTANCE OF ADDING, EXPANDING, OR IMPROVING FACILITIES/AMENITIES
(TOP 3 PRIORITIES COMBINED)
By Vision Team Area

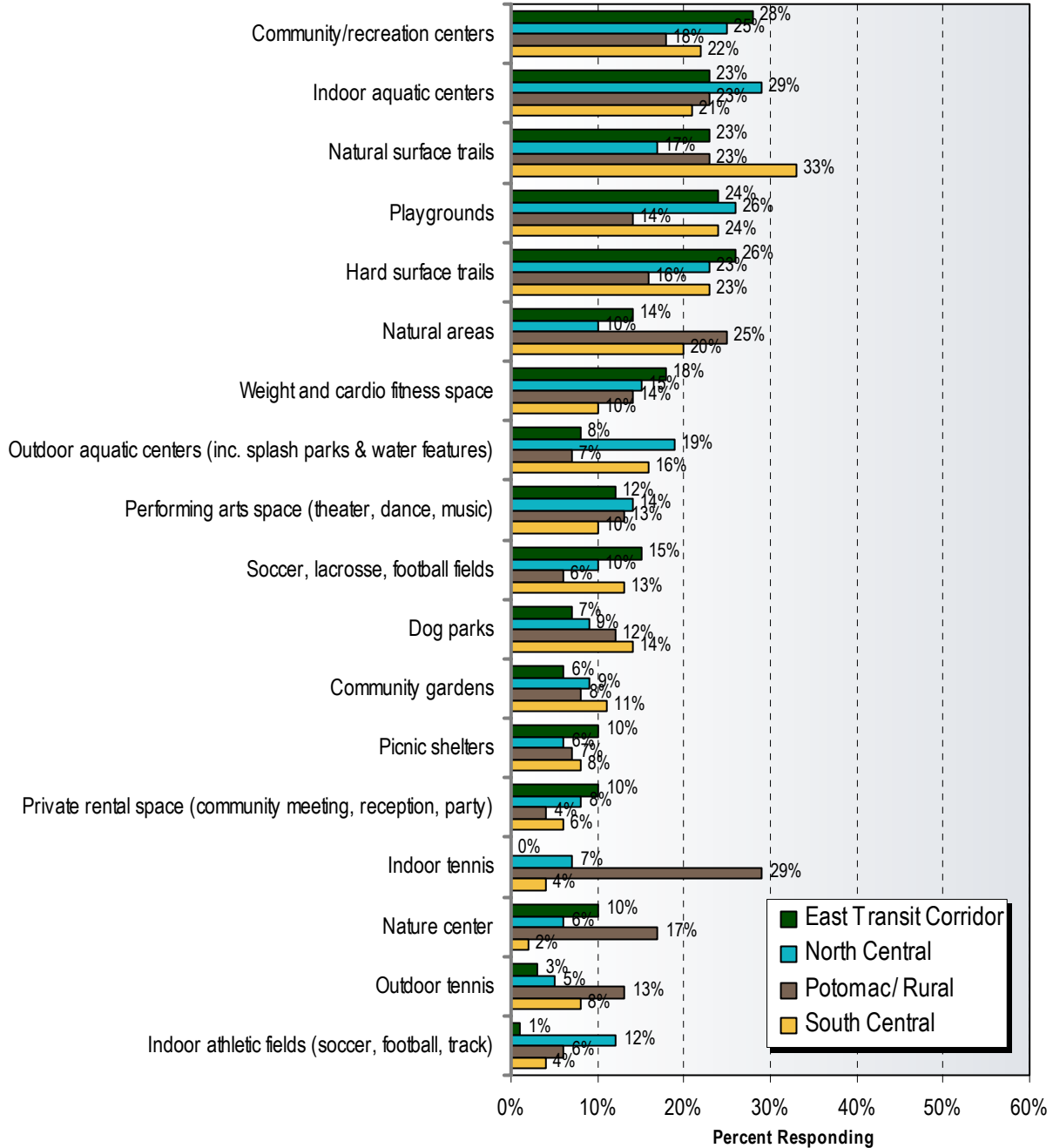
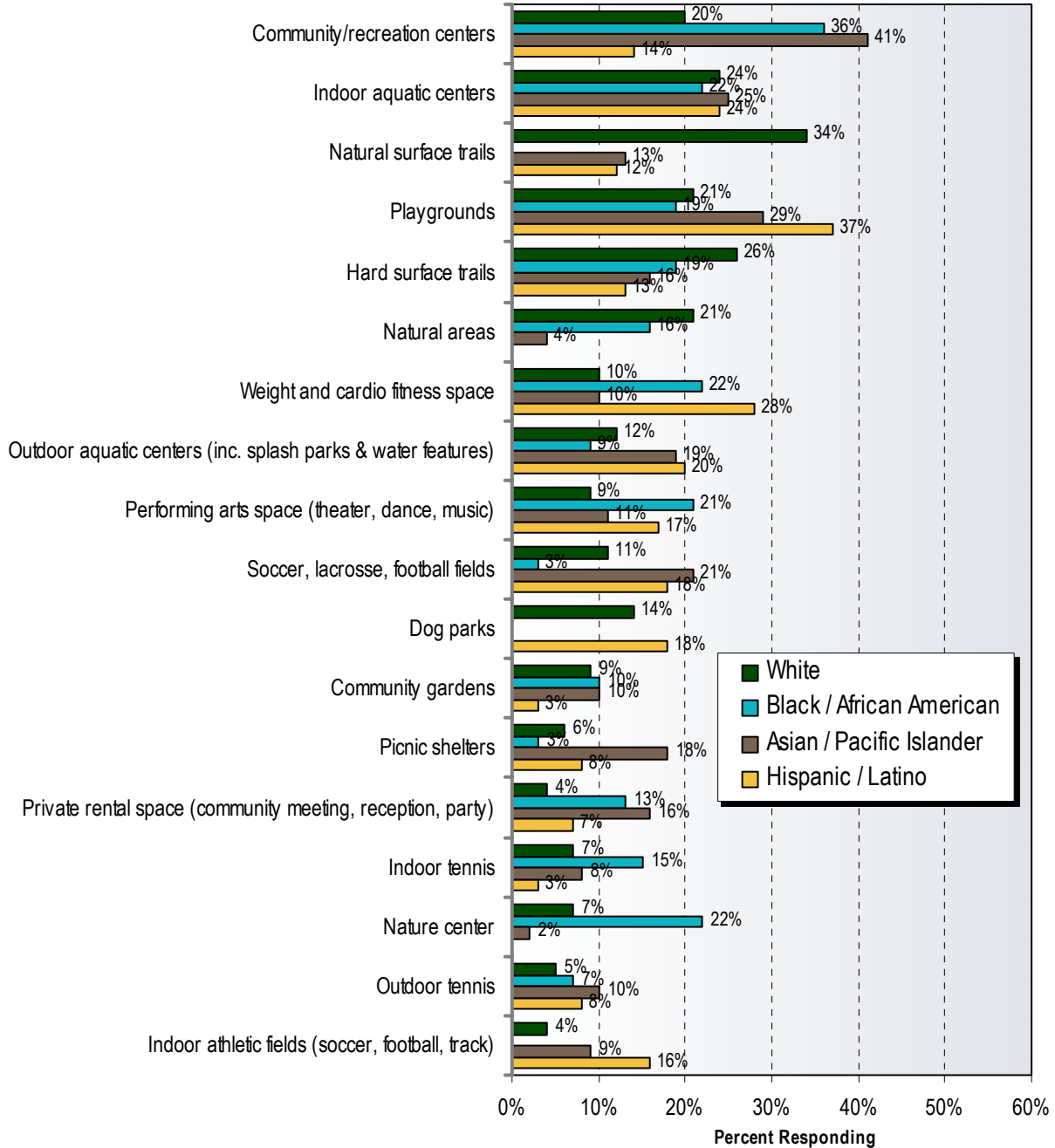


FIGURE 24
IMPORTANCE OF ADDING, EXPANDING, OR IMPROVING FACILITIES/AMENITIES
(TOP 3 PRIORITIES COMBINED)
By Ethnicity



Programs

Exercise and fitness programs was again listed as the top priority of which program to add, expand, or improve in the County with 10 percent of respondents indicating that it is their top choice and 26 percent indicating that it is one of their top three priorities. While community events and festivals remained near the top of the list (5 percent of respondents indicating that it is their top choice and 20 percent indicating that it is one of their top three priorities), aquatics instruction pulled slightly ahead of it in regards to the top priority to respondents (12 percent of respondents indicating that it is their top choice and 19 percent indicating that it is one of their top three priorities).

When looking at responses by Vision Team Area, the following priorities were particularly evident among the groups:

- East Transit Corridor – Exercise and fitness programs (33 percent indicating that it is one of their top three priorities), senior programs (20 percent), out of school programs (19 percent), and health and wellness programs (18 percent)
- North Central – Exercise and fitness programs (31 percent), community events and festivals (24 percent), and aquatics instruction (23 percent)
- Potomac/Rural – Community events and festivals (26 percent), outdoor nature programs (25 percent), senior programs (22 percent), cultural/arts programs (22 percent), and tennis programs (22 percent)
- South Central – Aquatics instruction (22 percent), community events and festivals (21 percent), out of school programs (20 percent), special interest classes (19 percent)

When looking at responses by ethnicity, the following priorities were particularly evident among the groups:

- White/Caucasian – Exercise and fitness programs (23 percent) and community events and festivals (23 percent)
- Black/African American – Exercise and fitness programs (34 percent), health and wellness programs (25 percent), and teen programs (25 percent)
- Asian/Pacific Islander – Aquatics instruction (32 percent) and exercise and fitness programs (26 percent)
- Hispanic/Latino – Aquatics instruction (27 percent) and out of school programs (24 percent)

FIGURE 25
IMPORTANCE OF ADDING, EXPANDING, OR IMPROVING PROGRAMS AND ACTIVITIES (TOP 3 PRIORITIES)

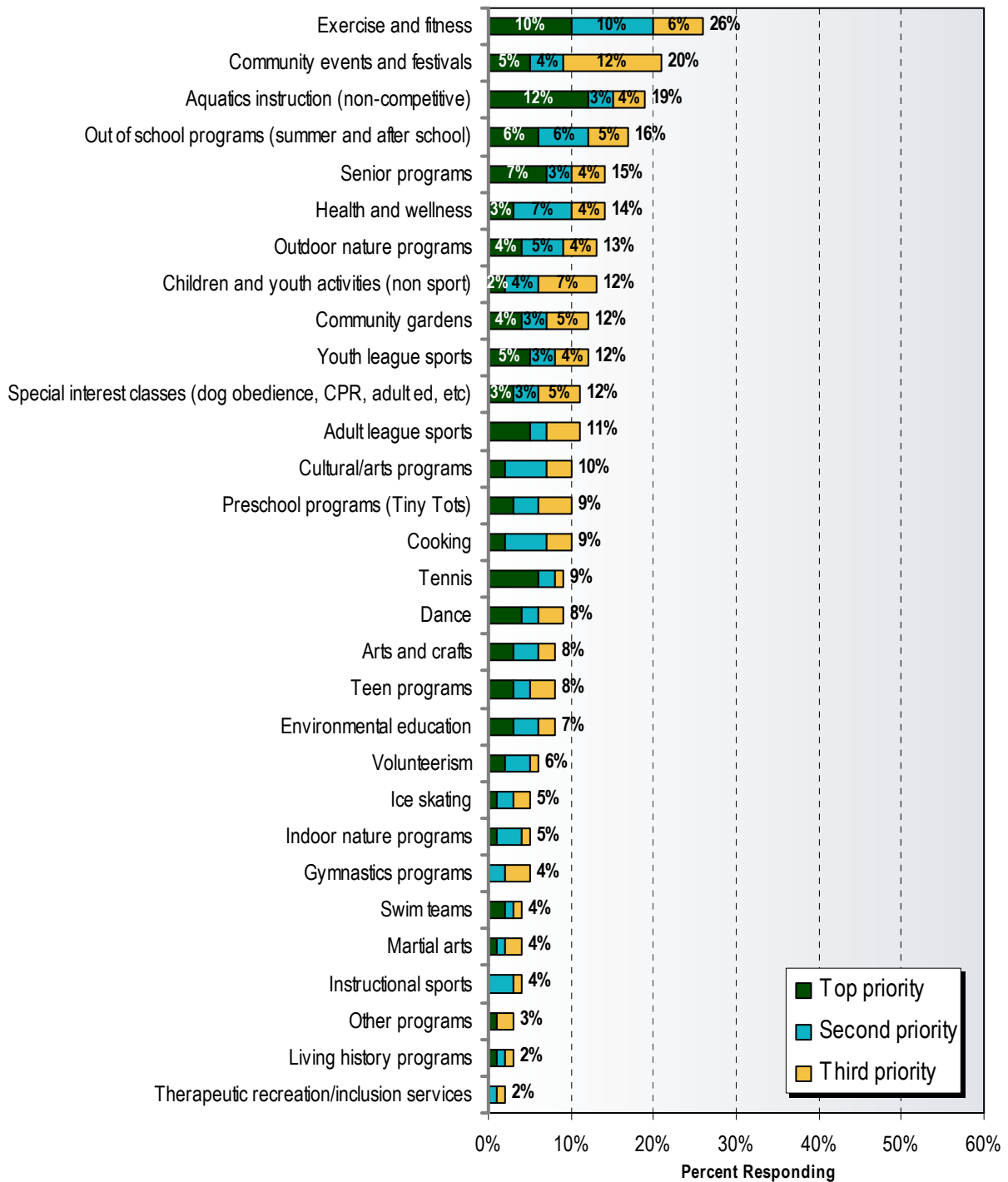


FIGURE 26
IMPORTANCE OF ADDING, EXPANDING, OR IMPROVING PROGRAMS AND ACTIVITIES
(TOP 3 PRIORITIES COMBINED)
By Vision Team Area (Only Top 20 Programs Shown)

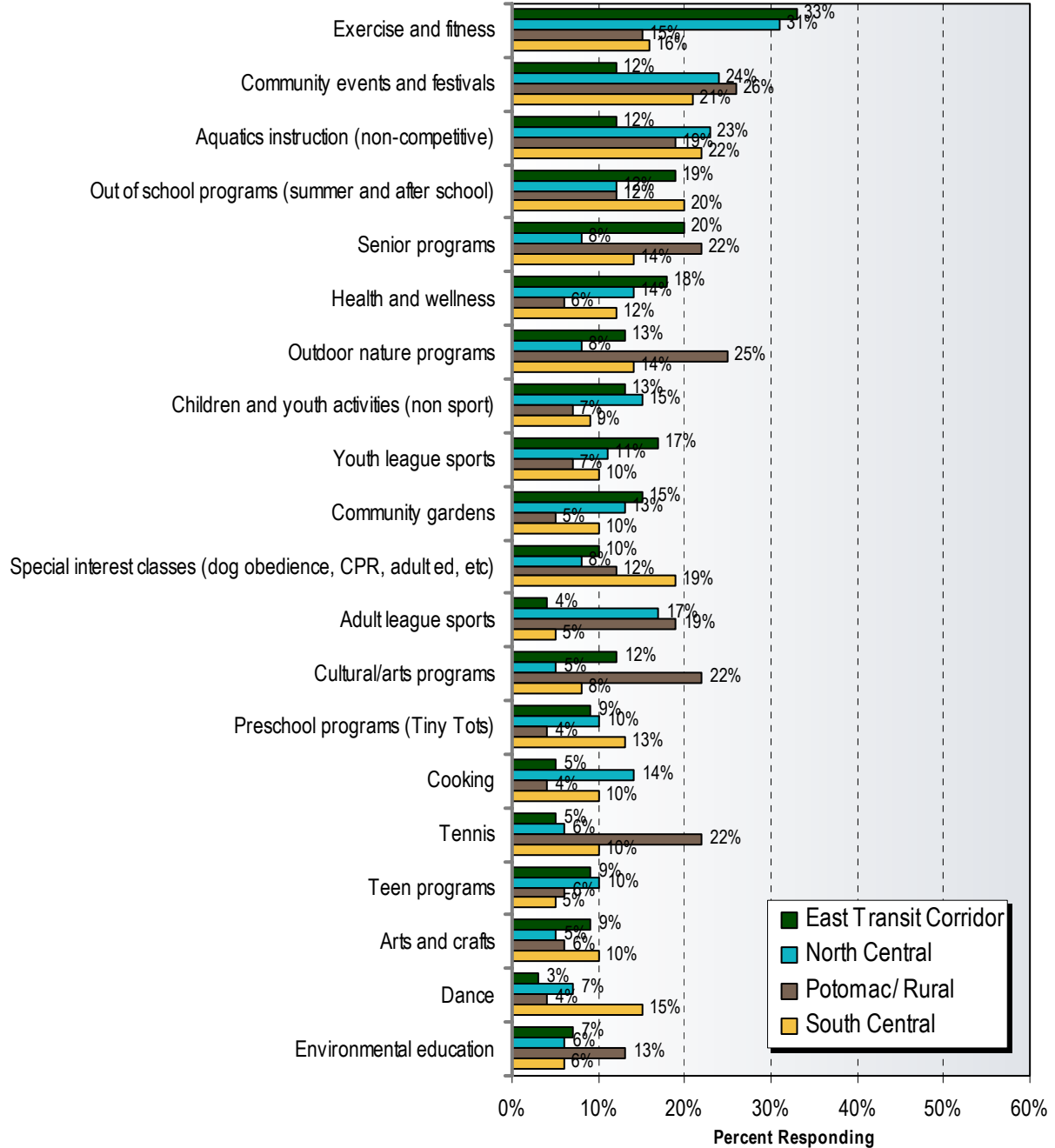
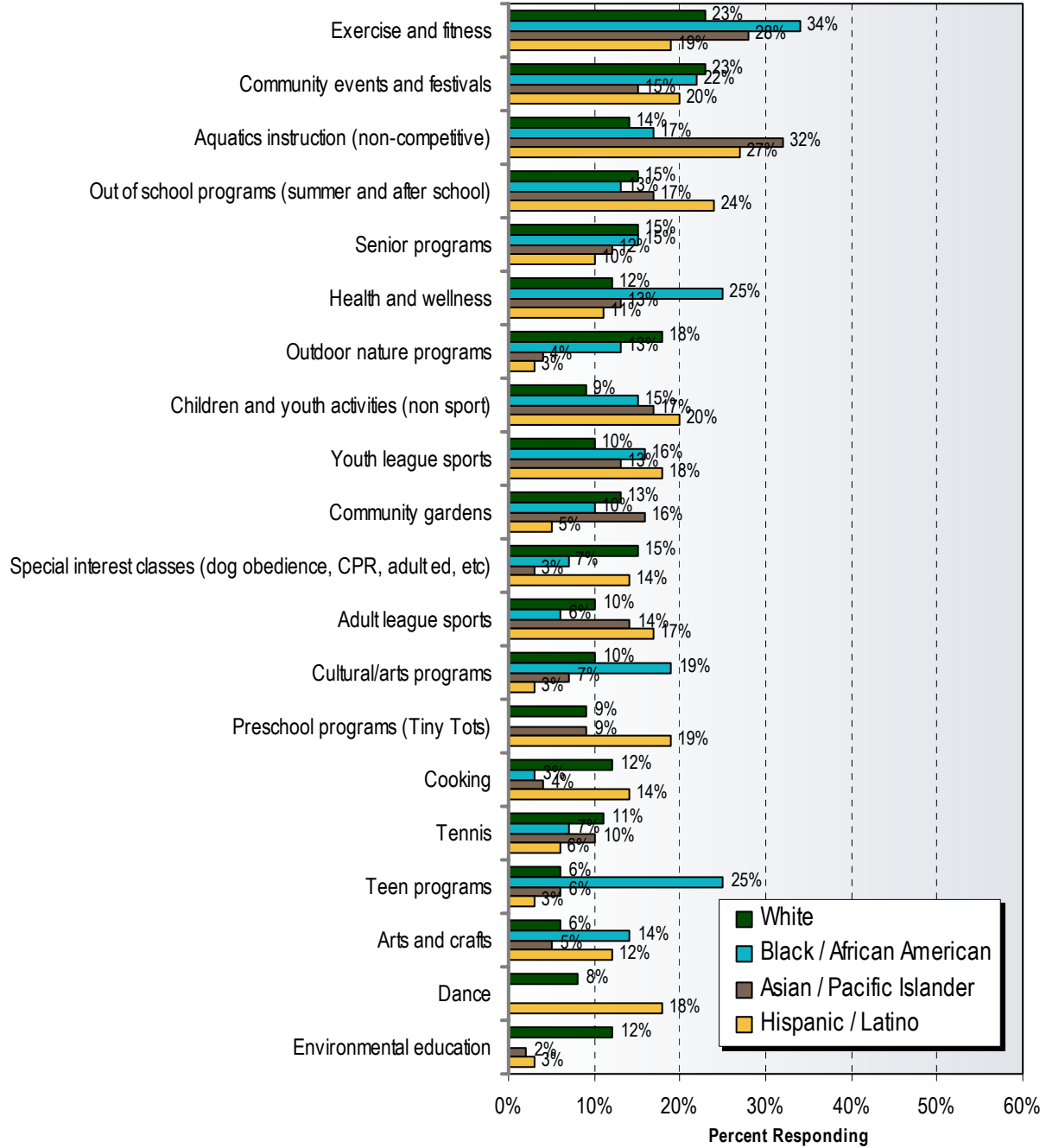


FIGURE 27
IMPORTANCE OF ADDING, EXPANDING, OR IMPROVING PROGRAMS AND ACTIVITIES
(TOP 3 PRIORITIES COMBINED)
By Ethnicity (Only Top 20 Programs Shown)

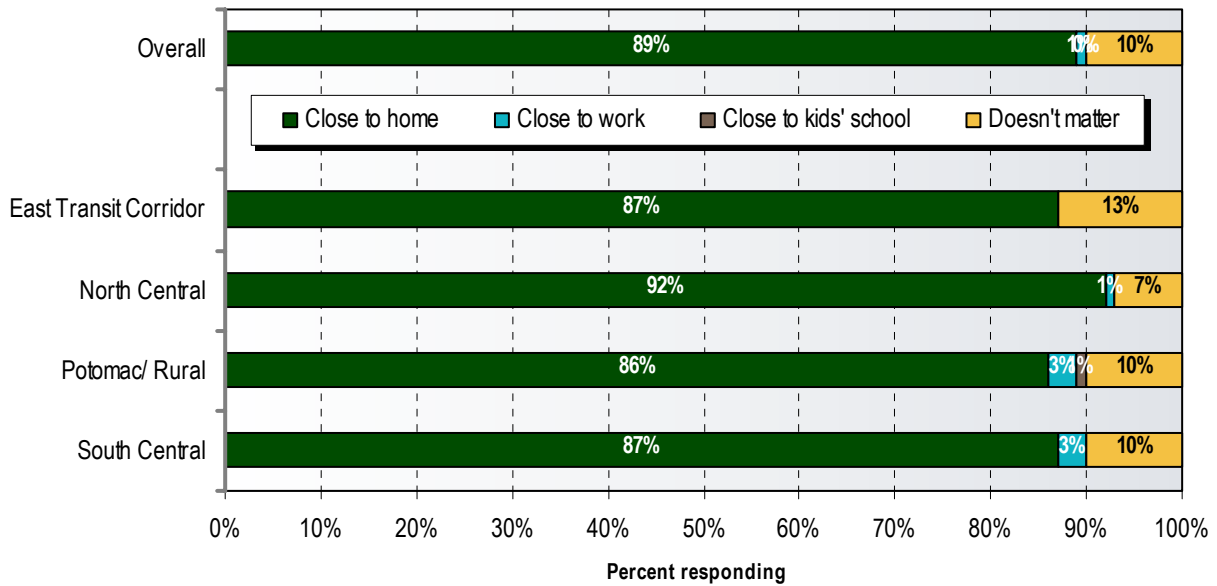


Preferred Location of Facilities

The survey asked respondents when they or members of their household participate in leisure and recreation activities, do they prefer the facilities to be close to home, work, or school. Overall, 89 percent of respondents indicated they would prefer to participate in activities close to home, while one percent preferred close to work, and 10 percent didn't have a preference.

Results by Vision Team Area were relatively similar, with North Central indicating a slightly greater preference for "close to home" (92 percent) and Potomac/Rural and South Central with a slightly higher proportion of respondents preferring "close to work," although only 3 percent each.

FIGURE 28
WHEN YOU OR MEMBERS OF YOUR HOUSEHOLD PARTICIPATE IN LEISURE AND RECREATION ACTIVITIES, DO YOU PREFER THAT FACILITIES ARE:



Preference of facilities that could be added, expanded, or improved

The survey listed pairs of facilities that could be added, expanded, or improved in Montgomery County, and asked respondents which one of each pair they would most prefer. Each of the pairs is shown in the following figure, with overall results as well as results by Vision Team Area.

Small local parks vs. large regional parks

- Overall responses were almost evenly split on whether respondents would prefer small local parks with fewer amenities (51 percent) or large regional parks with more amenities (49 percent).
- Results were relatively similar among East Transit Corridor, North Central, and Potomac/Rural respondents, although with slightly greater support for large regional parks with more amenities (52-55 percent vs. 49 percent overall).
- South Central respondents were far more likely to prefer small local parks (67 percent) as compared to large regional parks (33 percent).

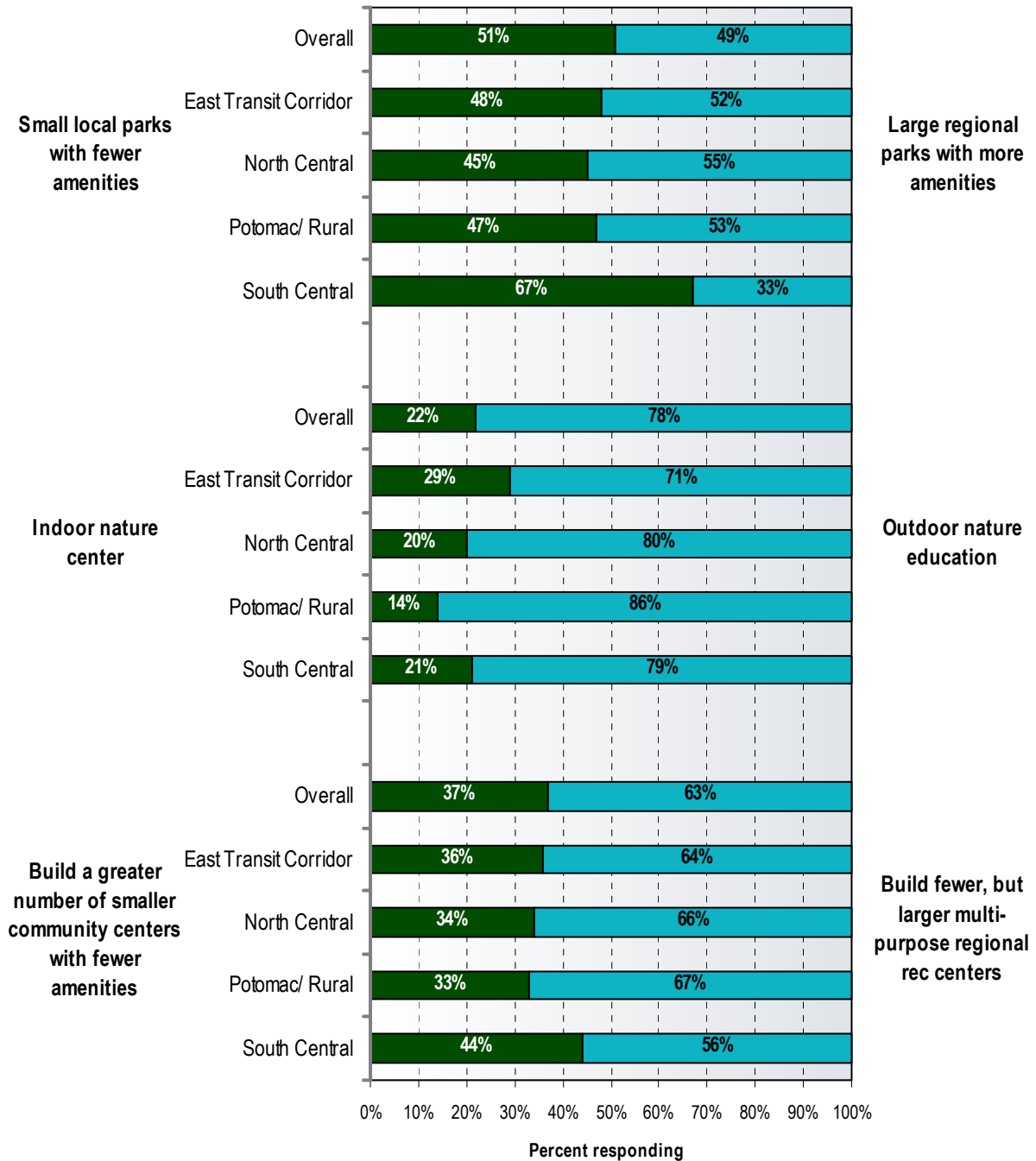
Indoor nature center vs. outdoor nature education

- Overall, respondents by far preferred outdoor nature education (78 percent) as compared to indoor nature centers (22 percent).
- All four Vision Team Areas preferred outdoor nature education rather than indoor nature centers with between 71 percent and 86 percent preferring outdoor nature education.

Greater number of smaller community centers vs. fewer, but larger multi-purpose rec centers

- Overall, 63 percent of respondents preferred to build fewer, but larger multi-purpose regional rec centers as compared to 37 percent who preferred to build a greater number of smaller community centers with fewer amenities.
- Results were relatively similar among East Transit Corridor, North Central, and Potomac/Rural respondents with 64-67 percent of respondents preferring to build fewer, but larger multi-purpose regional rec centers.
- South Central respondents were a little more evenly split on the matter, with 56 percent who preferred the larger multi-purpose regional centers and 44 percent who preferred smaller community centers.

FIGURE 29
PREFERENCE FOR EACH OF THE FOLLOWING FACILITIES
THAT COULD BE ADDED, EXPANDED, OR IMPROVED



Communication

How information is currently received

When asked how they usually or currently receive information on recreation programs and facilities in Montgomery County, respondents indicated newspaper/magazine most frequently (47 percent of respondents currently receive information this way), followed by at the recreation facilities/program location (44 percent), program guides (41 percent), flyer or brochure (40 percent), Internet/website (38 percent), and word of mouth (38 percent). While mentioned far less frequently, other sources of information included through schools (14 percent), e-mail (13 percent), and TV/radio (11 percent).

Best Way to Reach You

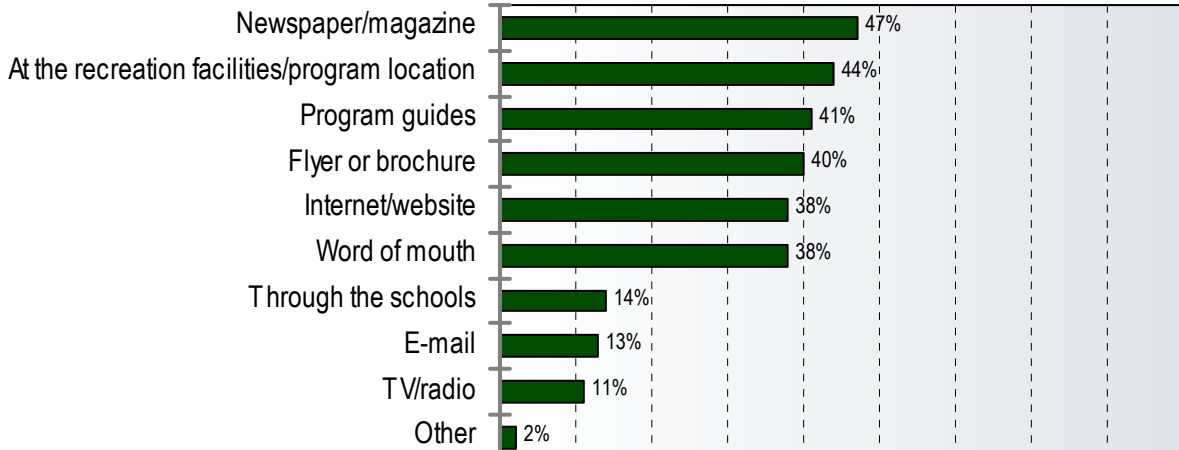
Approximately one-third of respondents (33 percent) say e-mail is the best way to reach them with information on programs and facilities in Montgomery County, however, as explained above, only 13 percent of respondents are currently getting their information through e-mail, representing an opportunity for further outreach to the community. Other methods of communication listed by respondents as the best way to reach them include the Internet/website (19 percent), program guides (17 percent), and flyers or brochures (14 percent).

Preferred way to register for classes

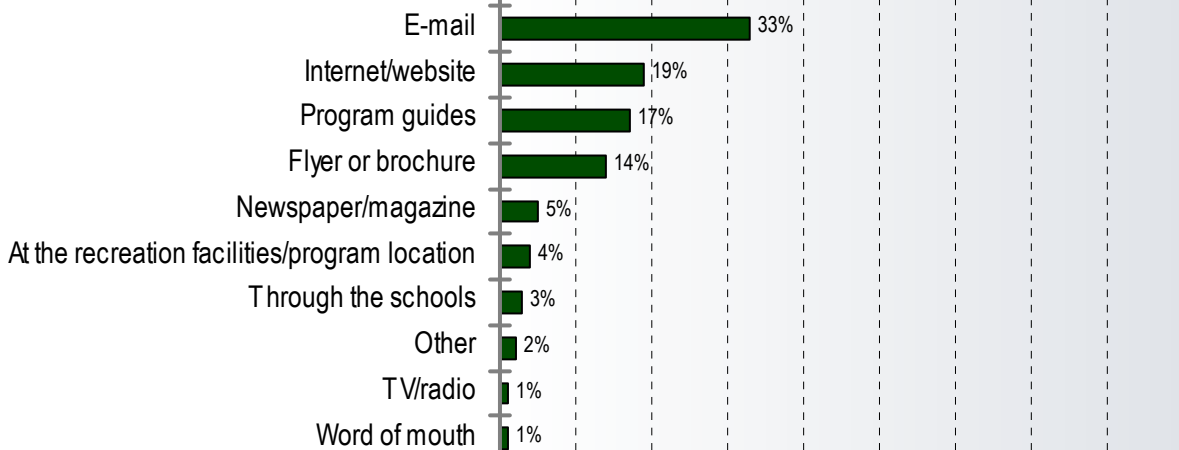
The majority of respondents prefer to register for classes using the Internet (77 percent), followed by mail/fax (9 percent), in person (7 percent), and by telephone (7 percent).

**FIGURE 30
COMMUNICATIONS**

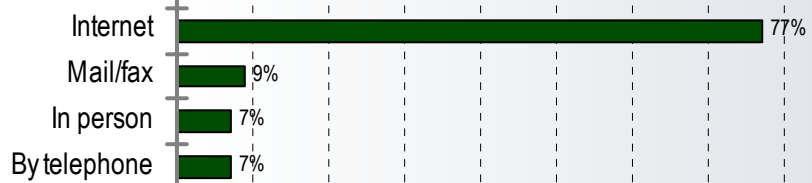
Usually or currently receive information on recreation programs and facilities in Montgomery Co.



Prefer to be reached with information on recreation programs and facilities in Montgomery Co.



Prefer to register for classes and programs



0% 10% 20% 30% 40% 50% 60% 70% 80% 90%

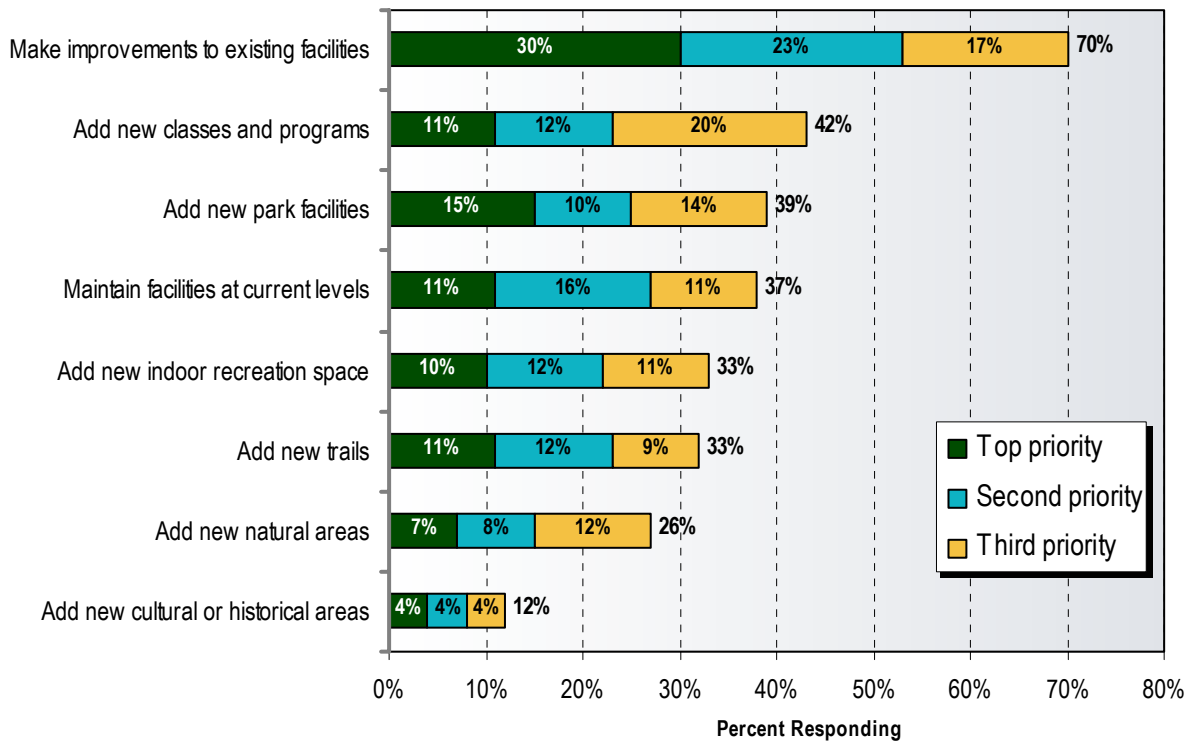
Percent responding

Financial Choices

The survey explained that M-NCPPC Parks and Montgomery County Recreation fund the development, operations, and maintenance of facilities, services, and programs with user fees and tax dollars. As such, respondents were asked to indicate, from a list of choices, their top three priorities for where they felt future funding should be spent.

The top priority of respondents, by far, was to make improvements to existing facilities (30 percent indicated it as their number one priority and 70 percent indicated it as one of their top three priorities). As shown in the figure below, other important priorities included adding new classes and programs, adding new park facilities, and maintaining facilities at current levels (between 37 percent and 42 percent indicating each of these as one of their top three priorities).

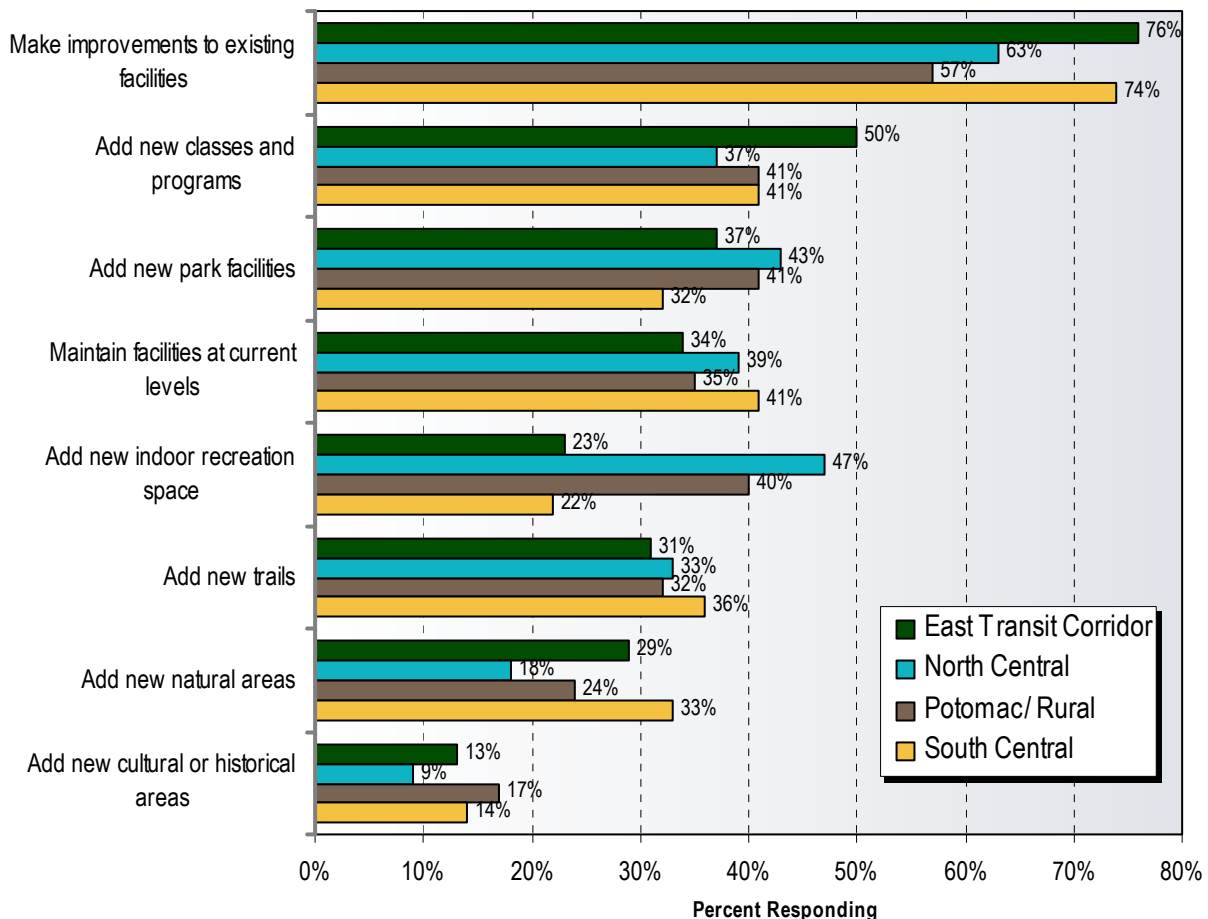
FIGURE 31
WHERE SHOULD FUTURE FUNDING BE SPENT?



The following figure shows results of the same question by Vision Team Area. While the top priorities remain similar to the overall results, there were a few differences in the results worth noting.

- The top priority overall (make improvements to existing facilities) remained as the top priority for each Vision Team Area, but was noticeably more important to residents of the East Transit Corridor and South Central, and slightly less important to North Central and Potomac/Rural residents.
- Adding new classes and programs was particularly important to residents of the East Transit Corridor, in comparison to the overall responses.
- Adding new indoor recreation space was particularly important to residents of the North Central and Potomac/Rural Vision Team Areas, in comparison to the overall responses.
- Adding new natural areas was particularly important to residents of South Central, in comparison to the overall responses.
- Adding new cultural or historical areas was particularly important to residents of Potomac/Rural, in comparison to the overall responses.

FIGURE 32
WHERE SHOULD FUTURE FUNDING BE SPENT?
 By Vision Team Area



Comments and Suggestions

The survey also gave respondents the opportunity to list any additional facilities, programs, or activities that they would like to see added or expanded in Montgomery County in the future, as well as the opportunity to provide any additional comments or suggestions they may have regarding parks, recreation facilities, services, and programs in the County. While the comments cover a wide variety of topics and issues important to residents, some general themes emerge from the comments. These are summarized below (a selection of verbatim comments are also shown in italics below), but the full set of comments, which can be found in the appendix, should be viewed in order to understand more specific issues.

Additional facilities, programs, or activities that you would like to see added or expanded in Montgomery County in the future

- Expansion of aquatics program. There were many comments about swim classes filling so quickly that you could never get a spot in a class and therefore end up going to private clubs, the YMCA, or other city facilities.
There are too few swim classes. If you don't register at 6:30 am on the first day of registration, you can't get in a class.
Comments were also given about expanding or adding aquatics facilities (especially additional lap lanes), that open swim times and availability of lap lanes are typically very crowded.
- Expansion of popular programs or classes. Similar to swim classes, there were comments that the most popular classes fill so quickly that it's hard to ever get in them. Also, increase the program offerings at various centers (there were comments about wanting a specific class, but it was only offered at one center which is too far away).
- More senior programs – outings, activities, fitness classes, etc.
- More and improved restroom facilities at parks and facilities.
- More bike and walking trails, and where possible, link existing trails.
- Upgrades to the Montgomery County Recreation website for class and program registration. Also, ensure that links from other websites to the Recreation website are working (e.g. montgomerycountymd.gov).
- Additional classes later in the evening (7:00 pm and later) and on weekends for working adults.
- More opportunities, facilities, and activities in the north portion of the County.
With all the development up here, it's surprising how few events occur in this area...

- More practical skills classes such as bike repair/safety, car repair, home remodeling, gardening, cooking, etc.
- More indoor tennis courts and/or better lighting and maintenance for outdoor tennis courts.

Additional comments or suggestions that you would like to offer regarding facilities or programs in Montgomery County

- A number of positive comments were given about the recreation opportunities available in Montgomery County, and how pleased respondents are with what is currently provided and what improvements have been made.
I am always amazed at the program offering at Brookside Gardens. Even just visiting the park and strolling through it is a joy.
I am quite pleased with the recreation opportunities available in Montgomery County. The best thing about the County is the access to natural areas that we have in relative abundance. We need to safeguard them.
- A number of comments indicated that people would like to receive the program guides in the mail at home, rather than viewing online or picking one up at a center. In addition, a desire for more advertising and information available about programs, activities, and facilities in Montgomery County was evident in many comments.
- A desire for additional volunteer opportunities was indicated. Particularly in a time of budget cuts, a few suggestions were offered to have volunteers help with the maintenance and upkeep of parks, trails, and facilities.
More volunteer programs/activities and listing of what the park service needs, would like to help out.
- A few comments were given that people do not feel that their tax dollars should be supporting dog parks. However, there were also comments that dog parks are necessary in order to reduce the number of dogs let off leash in open space areas.
- A few comments described issues with a lack of parking at some facilities and parks.