



CITY OF NORMAN, OK CITY COUNCIL BUSINESS & COMMUNITY AFFAIRS COMMITTEE MEETING

Municipal Building, Executive Conference Room, 201 West Gray, Norman,
OK 73069

Thursday, November 03, 2022 at 4:00 PM

AGENDA

It is the policy of the City of Norman that no person or groups of persons shall on the grounds of race, color, religion, ancestry, national origin, age, place of birth, sex, sexual orientation, gender identity or expression, familial status, marital status, including marriage to a person of the same sex, disability, retaliation, or genetic information, be excluded from participation in, be denied the benefits of, or otherwise subjected to discrimination in employment activities or in all programs, services, or activities administered by the City, its recipients, sub-recipients, and contractors. In the event of any comments, complaints, modifications, accommodations, alternative formats, and auxiliary aids and services regarding accessibility or inclusion, please contact the ADA Technician at 405-366-5424, Relay Service: 711. To better serve you, five (5) business days' advance notice is preferred.

CALL TO ORDER

AGENDA ITEMS

1. PRESENTATION OF THE 2022 NORMAN COMMUNITY INTEREST AND OPINION SURVEY FOR THE PARKS SYSTEM

ADJOURNMENT



2022 Community Interest and Opinion Survey

PRESENTED BY ETC INSTITUTE

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

ETC Institute is a National Leader
in Market Research for Local
Governmental Organizations



*For more than 35 years, **our mission** has been to help municipal governments gather and use survey data to enhance organizational performance.*

Purpose

To objectively assess usage, satisfaction, and needs for a wide range of park and recreation facilities and programs

To help identify opportunities for the City to better serve the leisure and recreation needs of the community

Methodology

Survey Description

- Six-page survey

Method of Administration

- By mail and online to a random sample of households in the City
- Each survey took approximately 15-20 minutes to complete

Sample Size

- 417 completed surveys

Margin of Error

- +/- 4.8% at the 95% level of confidence

What We Learned

- 85% of respondents indicated their household used parks or facilities offered by the City during the past year
- 35% of respondents indicated their household has participated in programs offered by Norman during the past year
- Most respondents depend on the City of Norman Parks and Recreation (73%) or the University of Oklahoma (54%) for parks, recreation facilities, or recreation programs

Top Priorities Based on PIR Analysis

RECREATION AMENITIES

1. Trails, steps, pathways
2. Indoor swimming pool
3. Community gardens
4. Dedicated social space for active older adults
5. Park benches to relax, read, enjoy nature
6. Indoor fitness classes
7. Dog parks

RECREATION PROGRAMS

1. Adult fitness and wellness programs
2. Community event programs
3. Nature/environmental education programs
4. Fitness/exercise classes
5. Community garden programs
6. Outdoor hiking/walking clubs
7. Adult art/performing arts programs

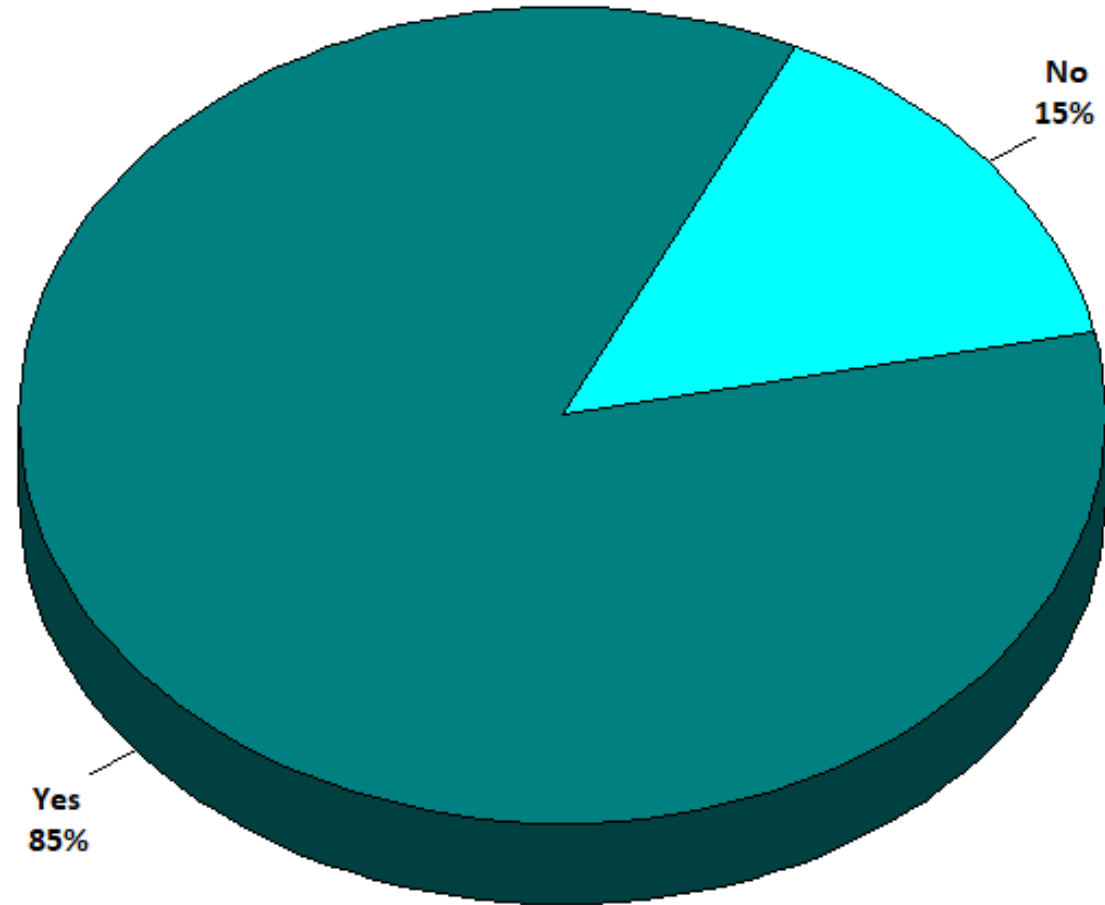
Usage and System Ratings

Q1. Have you or other members of your household visited any parks or facilities offered by the City of Norman Parks and Recreation Department during the past year?

Item 1.

by percentage of respondents

National Average: 76%



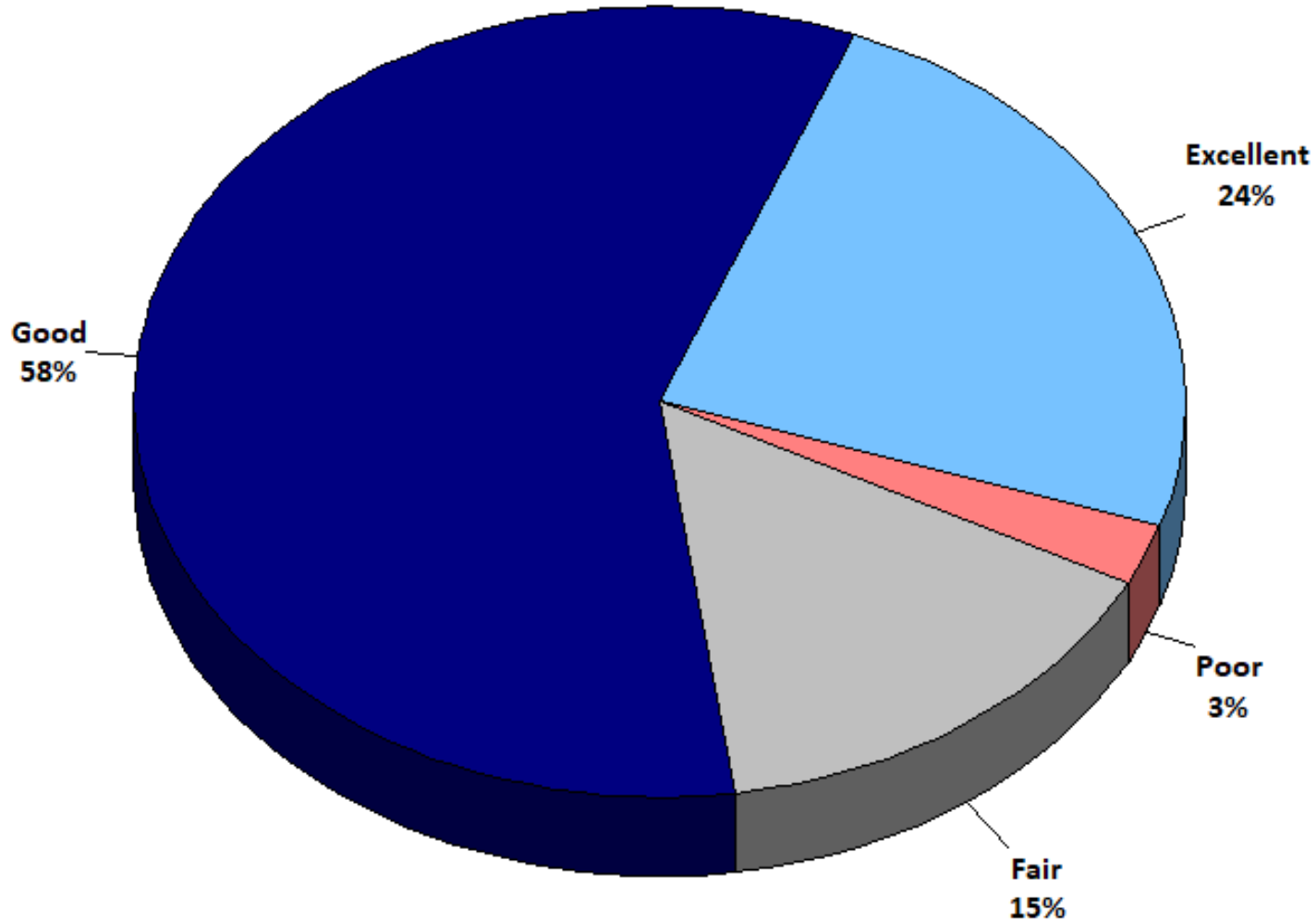
Usage/visitation is significantly higher than the National Average

Q1a. How would you rate the overall quality of the City's Parks and Recreation Department programs and events?

Item 1.

based on the 85% of respondents who said "YES" to Q1

National Average
Excellent: 27%
Good: 52%

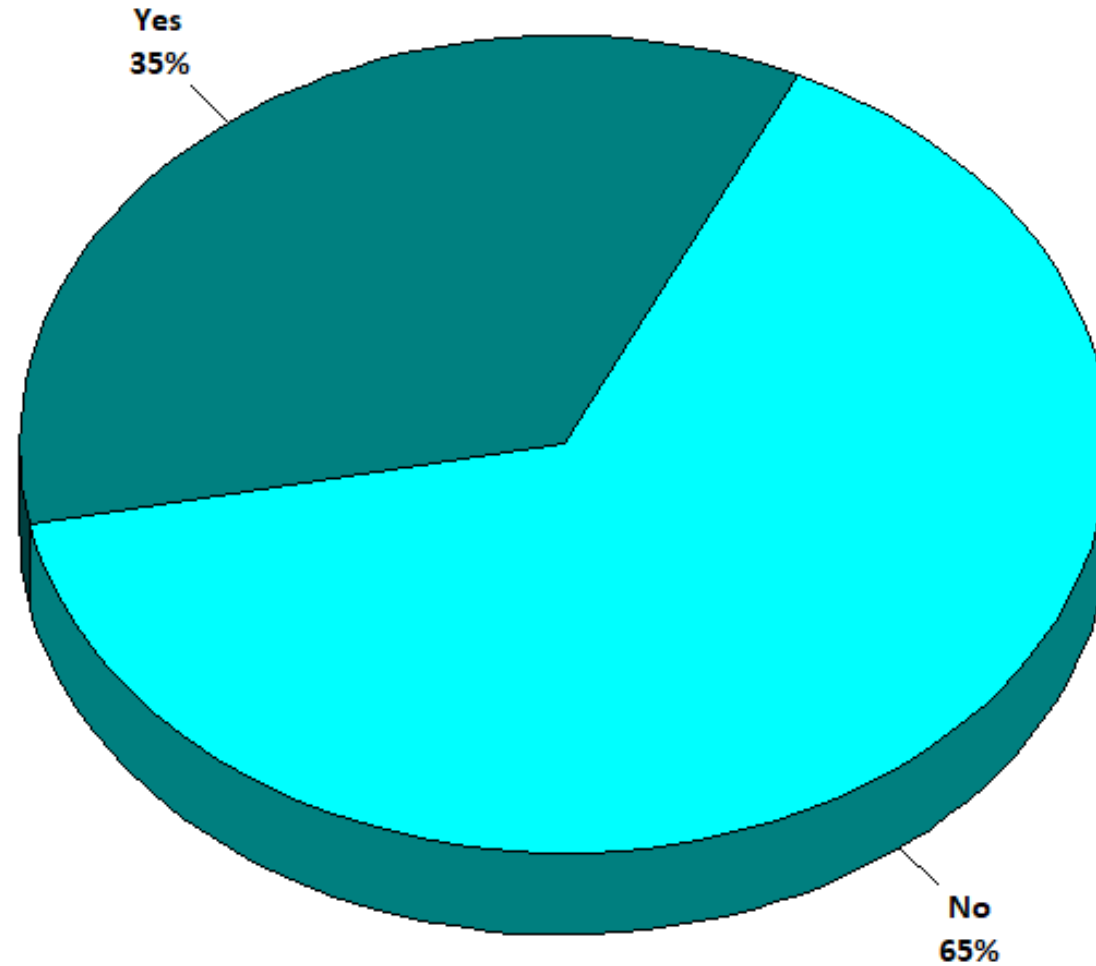


City's "excellent" and "good" ratings are much higher than National Average

Q2. In the past two years, have you or other members of your household participated in any programs offered by the City of Norman Parks and Recreation Department?

Item 1.

by percentage of respondents



National Average: 32%

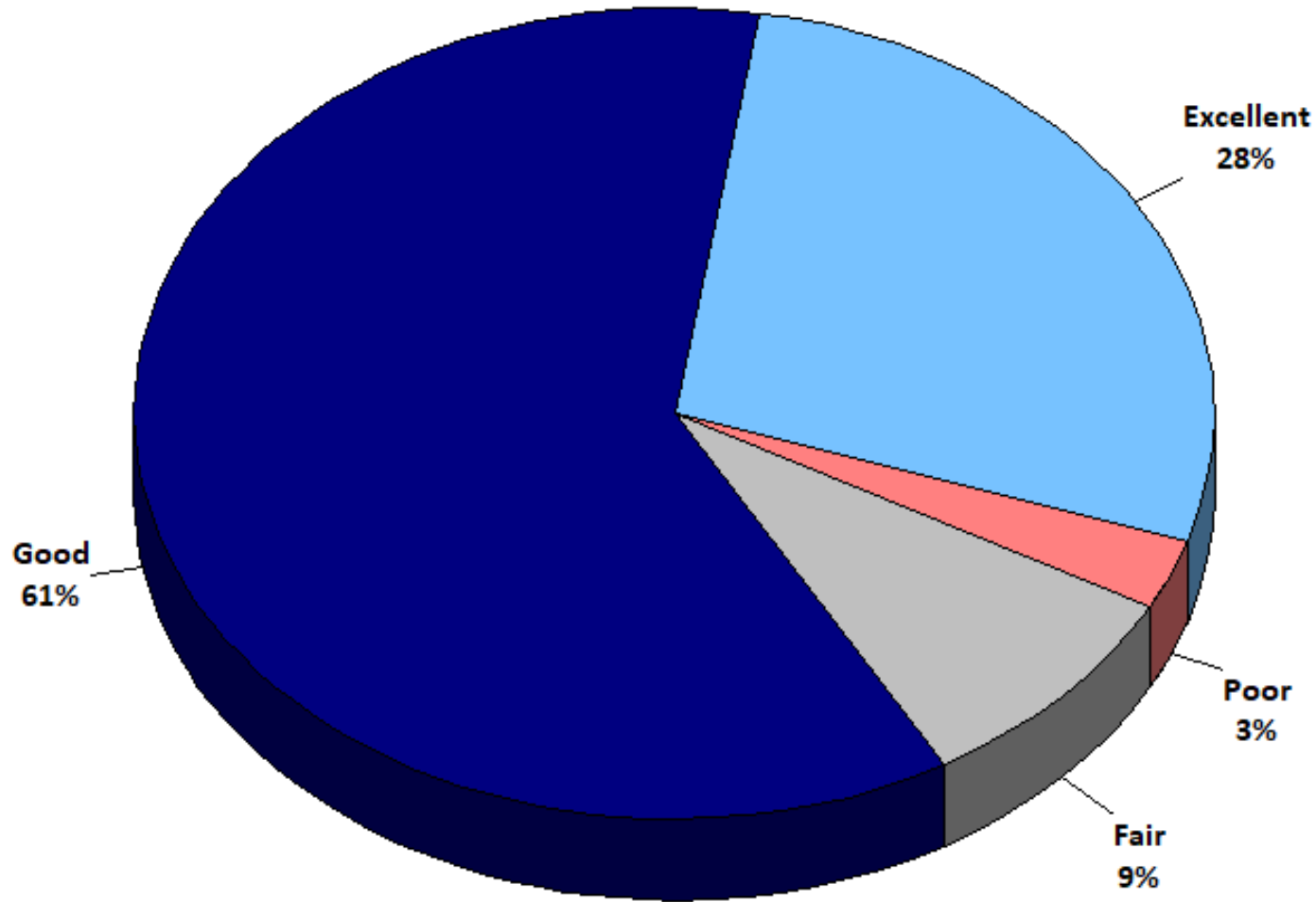
Participation programs are aligned with National Average

Q2a. How would you rate the overall quality of the City's Parks and Recreation Department programs and events?

Item 1.

based on the 35% of respondents who said "YES" to Q2

National Average
Excellent: 25%
Good: 44%

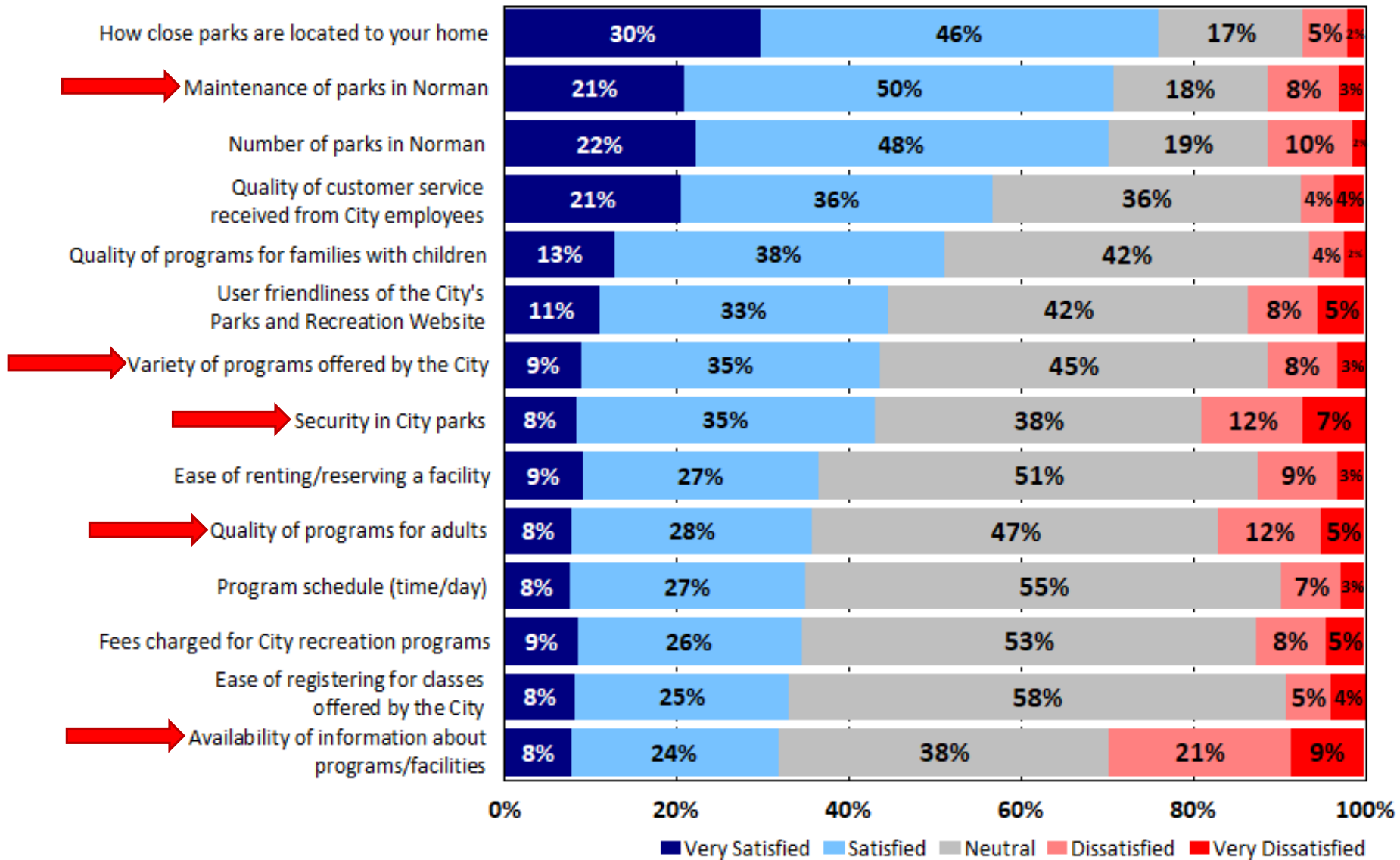


Overall ratings are significantly higher than National Average

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

Item 1.

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

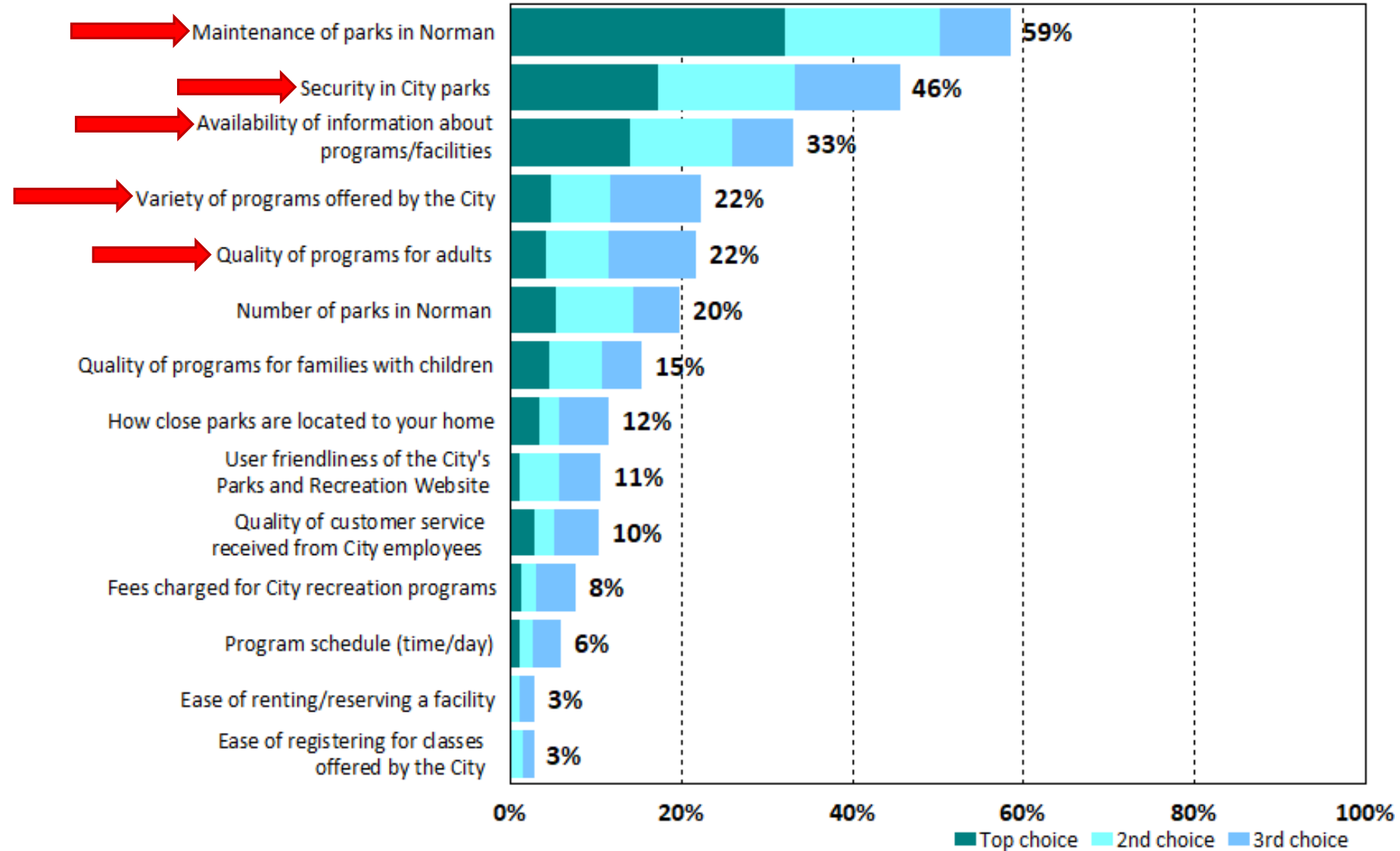


Items highlighted received the highest level of importance ratings

Q10. Which three items should receive the most emphasis over the next 5 years?

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

Item 1.



Items with above average importance and below average satisfaction should receive the highest level of investment

2022 Importance-Satisfaction Rating

Norman, Oklahoma

Major Parks and Recreation Services

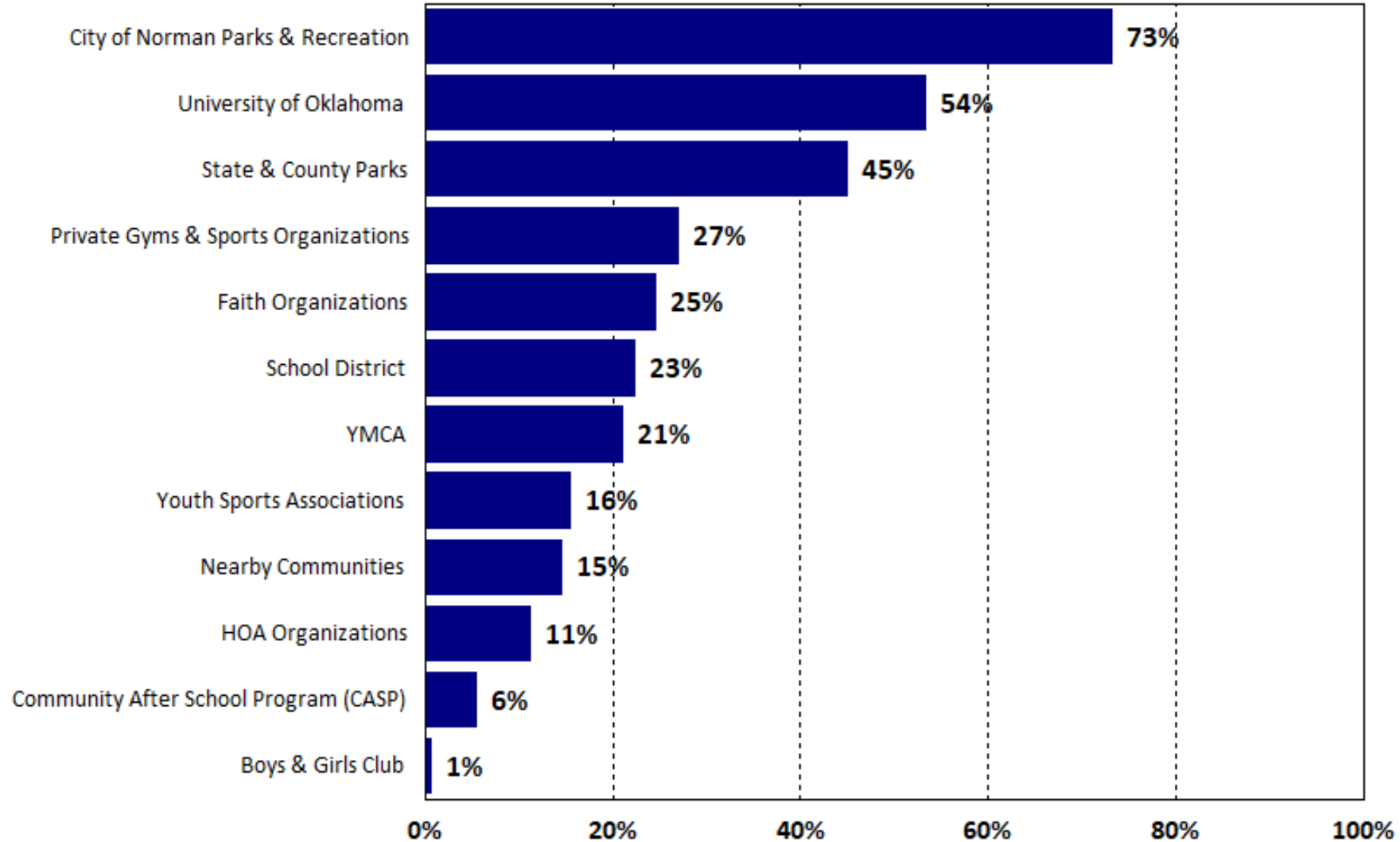
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Security in City parks	46%	2	43%	3	0.2595	1
Availability of information about programs/facilities	33%	3	32%	4	0.2257	2
Maintenance of parks in Norman	59%	1	71%	1	0.1714	3
Quality of programs for adults	22%	5	36%	6	0.1400	4
Variety of programs offered by the City	22%	4	44%	8	0.1261	5
Quality of programs for families with children	15%	7	51%	5	0.0753	6
Number of parks in Norman	20%	6	70%	2	0.0595	7
User friendliness of the City's Parks and Recreation Website	11%	9	45%	7	0.0588	8
Fees charged for City recreation programs	8%	11	35%	11	0.0504	9
Quality of customer service received from City employees	10%	10	57%	14	0.0450	10
Program schedule (time/day)	6%	12	35%	12	0.0391	11
How close parks are located to your home	12%	8	76%	13	0.0278	12
Ease of registering for classes offered by the City	3%	14	33%	9	0.0187	13
Ease of renting/reserving a facility	3%	13	37%	10	0.0184	14

IS Ratings above 0.1000 are high priorities for improvement

Q8. Please check all the organizations you or your household use to satisfy your needs for parks, recreation facilities, or recreation programs

Item 1.

by percentage of respondents (multiple selections could be made)



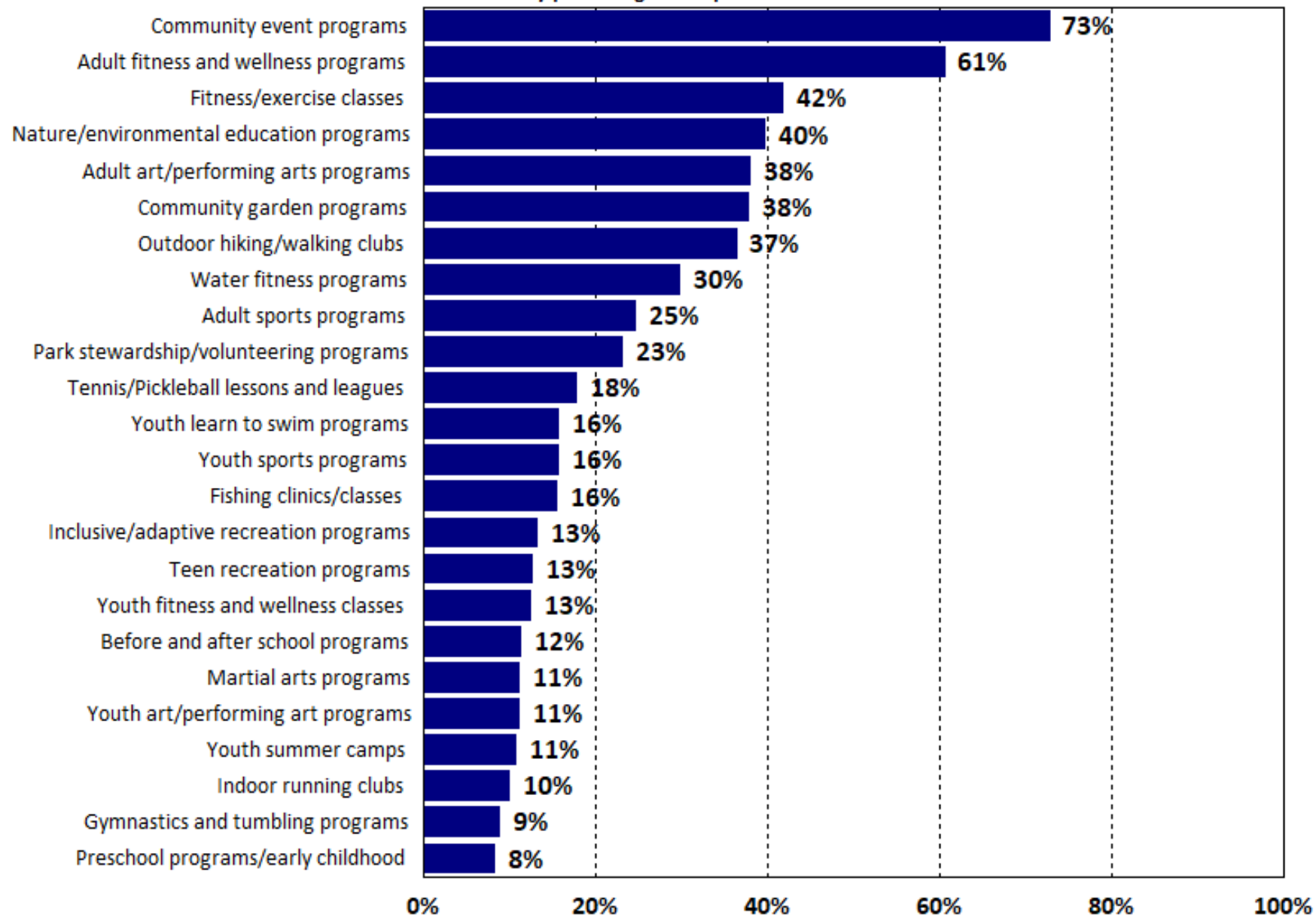
The City and the University of Oklahoma are the primary recreation providers in the area

Program Priorities

UNMET NEEDS AND PRIORITIES FOR PROGRAMS

Q11. Respondents With Need for Recreation Programs

by percentage of respondents

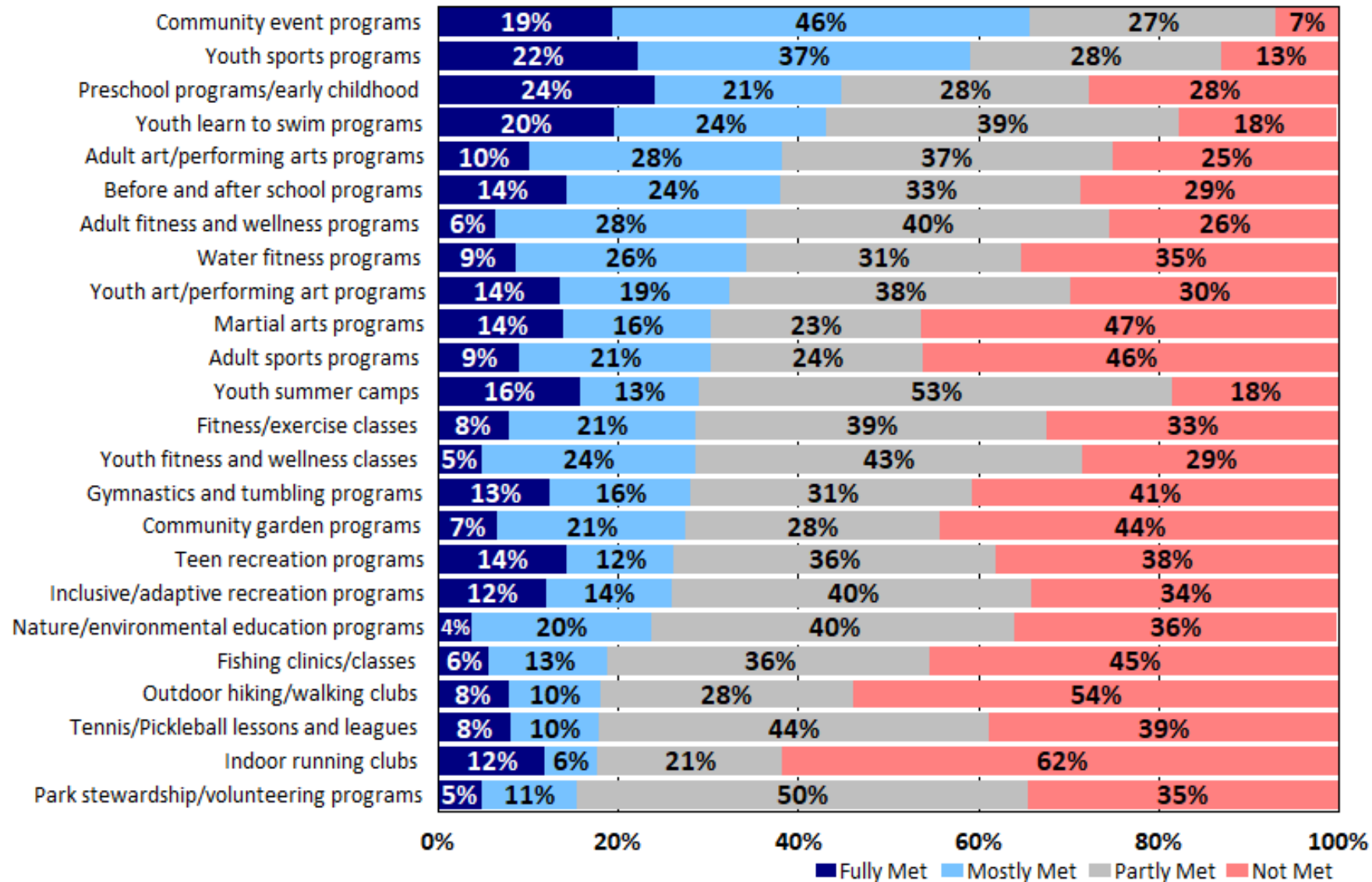


Item 1.

Q11. How Well Households' Needs For Recreation

Programs Are Currently Being Met

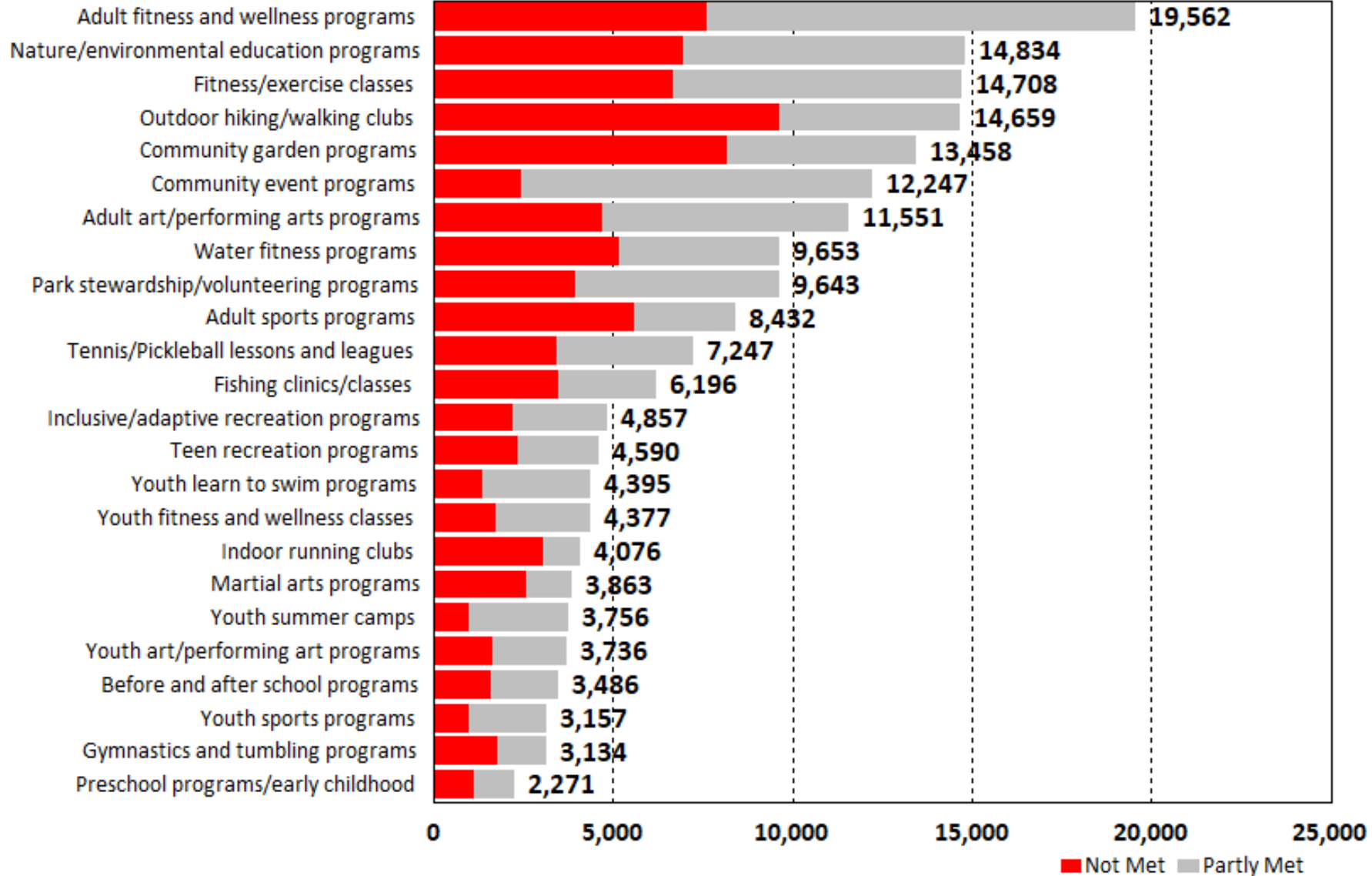
by percentage of respondents who answered "Yes" to Q11



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

Item 1.

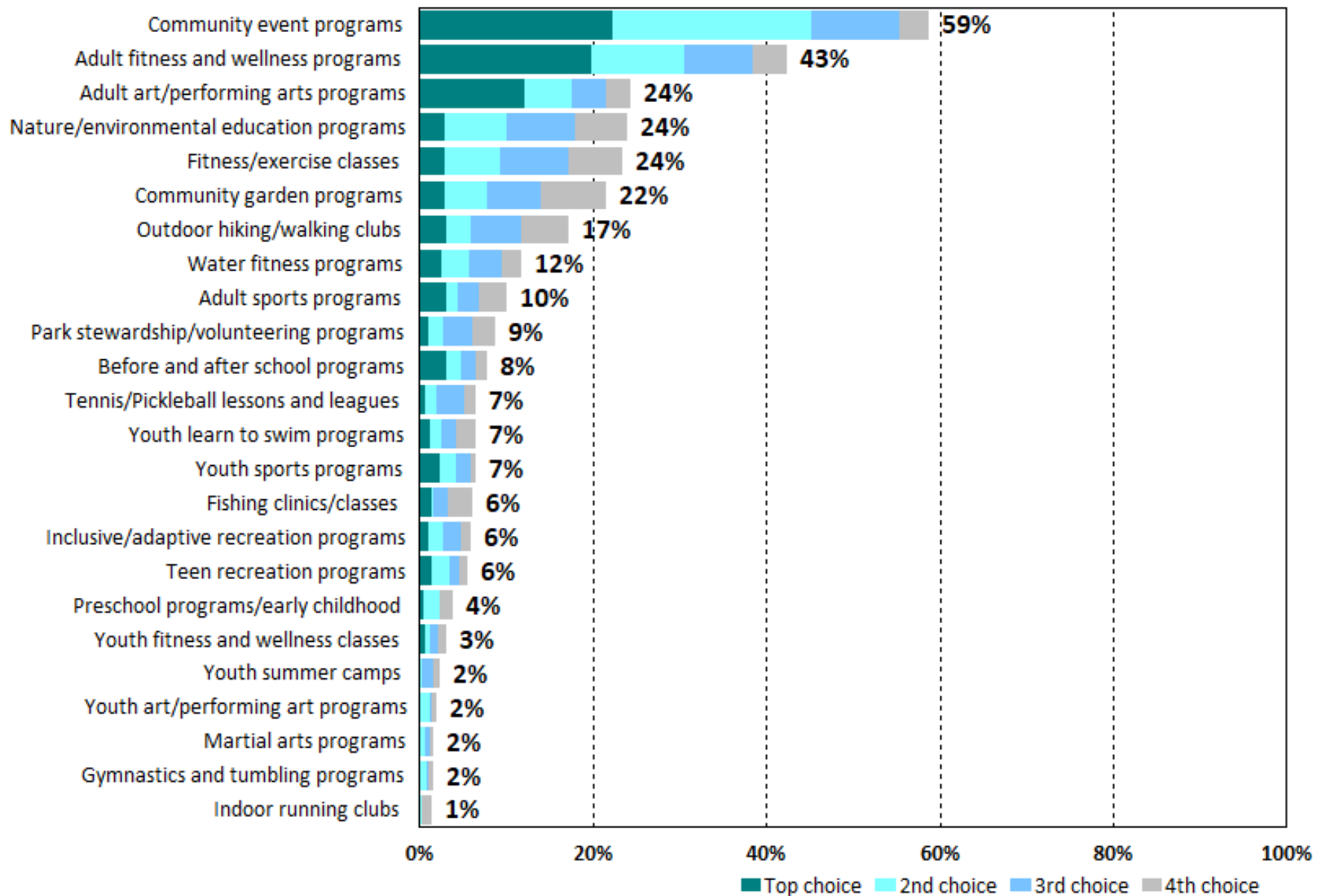
by number of households based on an estimated 48,977 households in Norman



Q12. Most Important Recreation Programs to Households

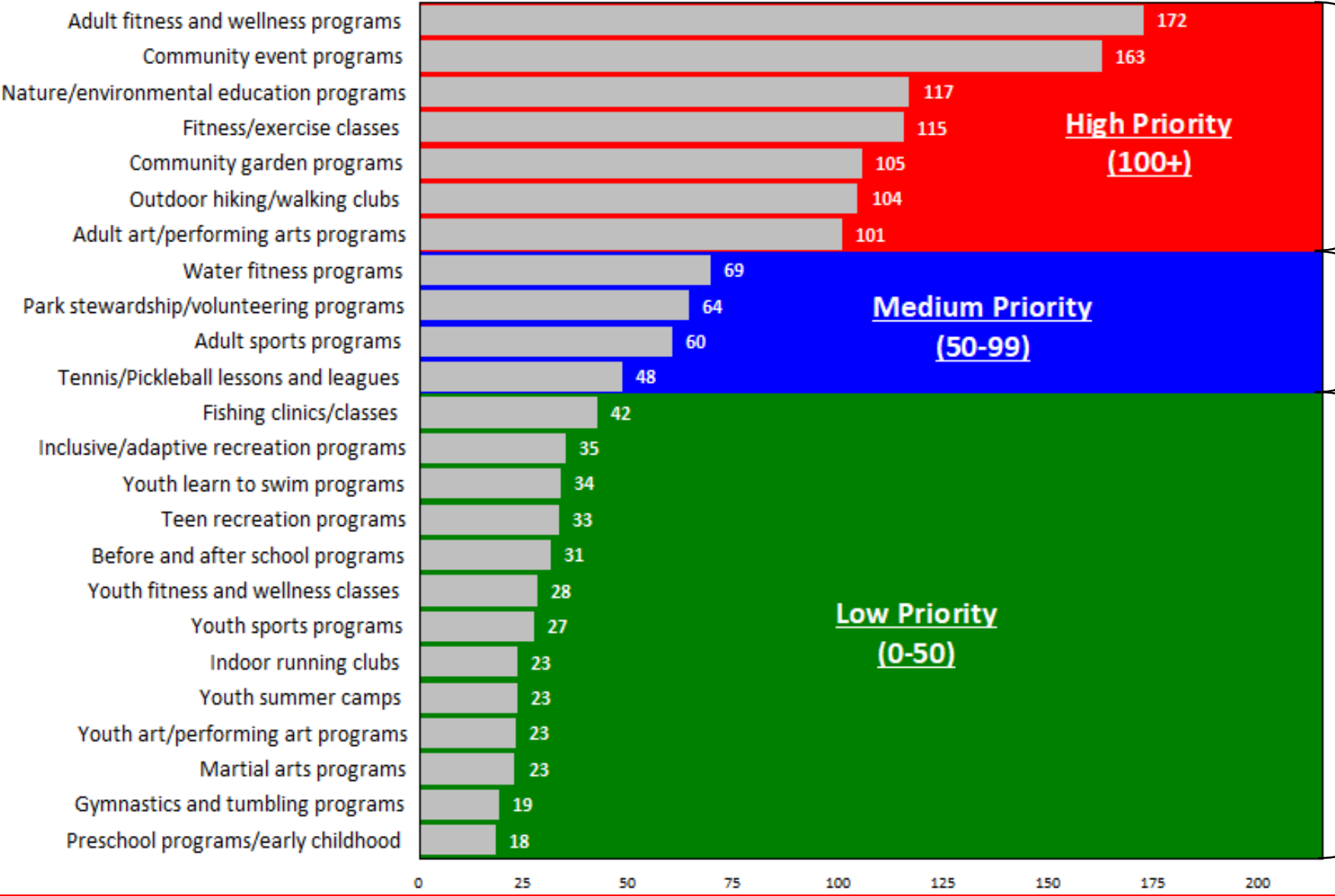
by percentage of respondents who selected the items as one of their top four choices

Item 1.



Top Priorities for Investment for Recreation Programs Based on the Priority Investment Rating

Item 1.



Top Priorities
(high importance/higher unmet need)

Continued Emphasis
(high importance/lower unmet need)

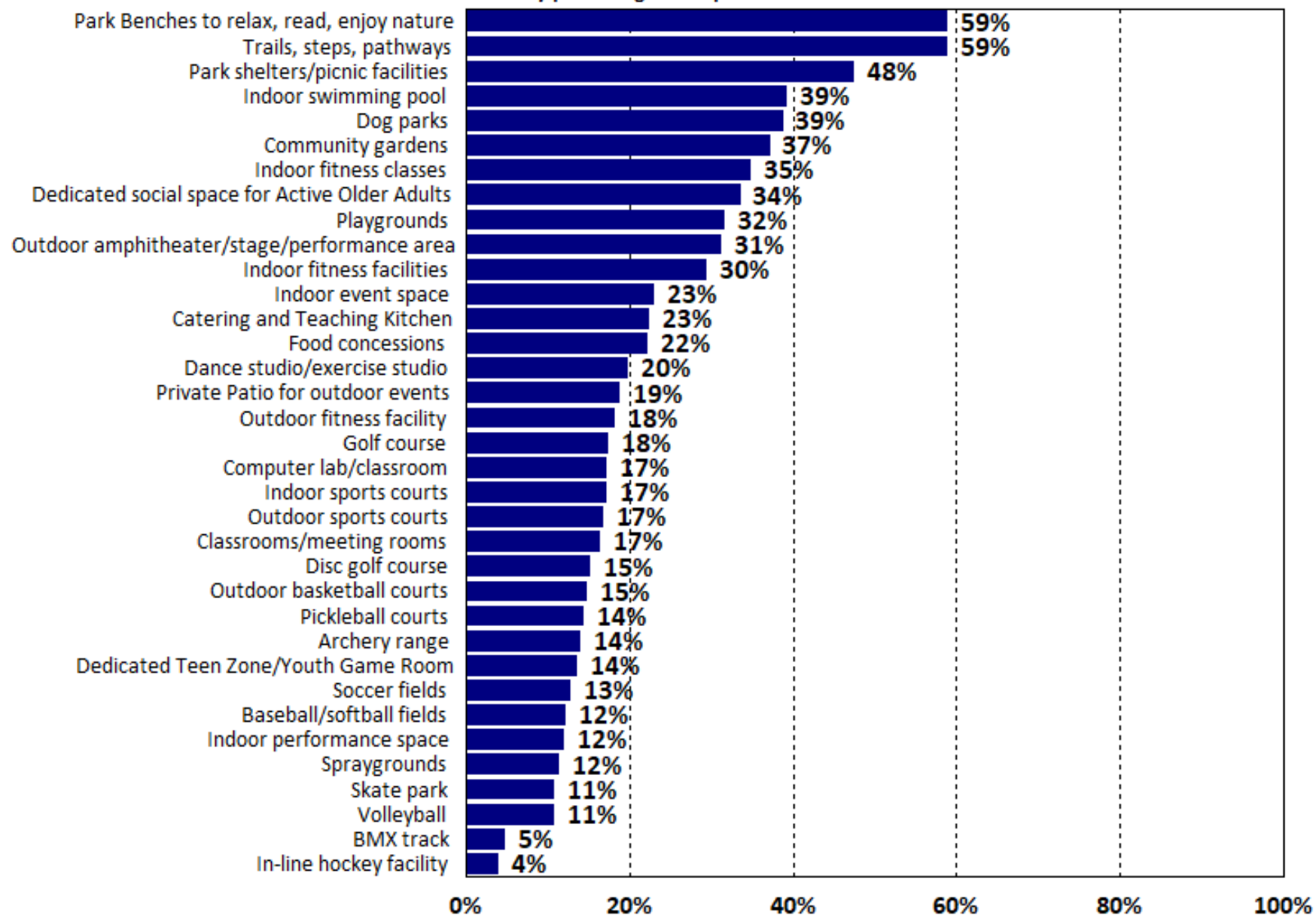
Lower Immediate Need
(lower importance/lower unmet need)

Facility Priorities

UNMET NEEDS AND PRIORITIES FOR FACILITIES

Q13. Respondents With Need for Recreation Facilities/Amenities

by percentage of respondents

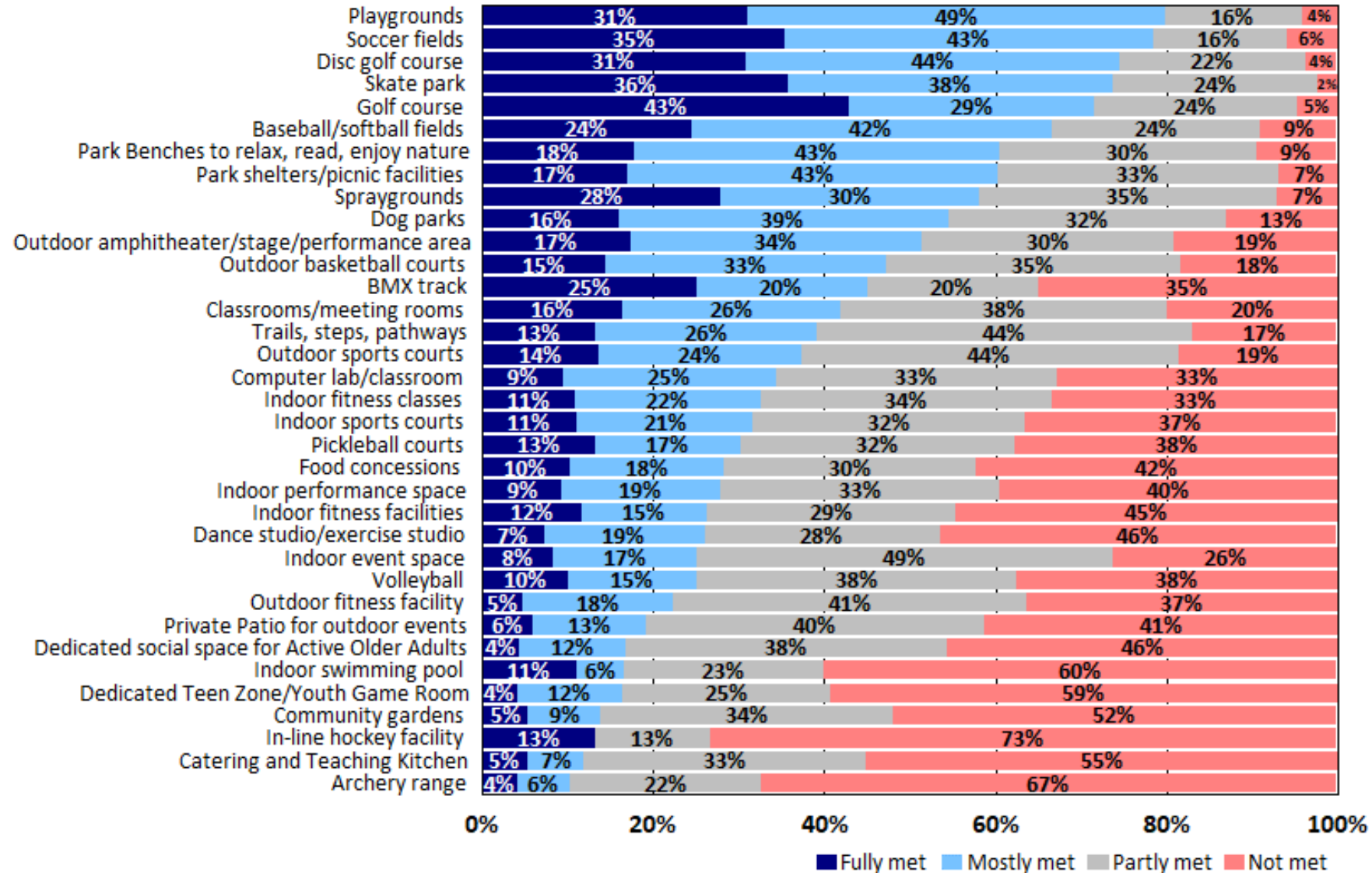


Item 1.

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

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

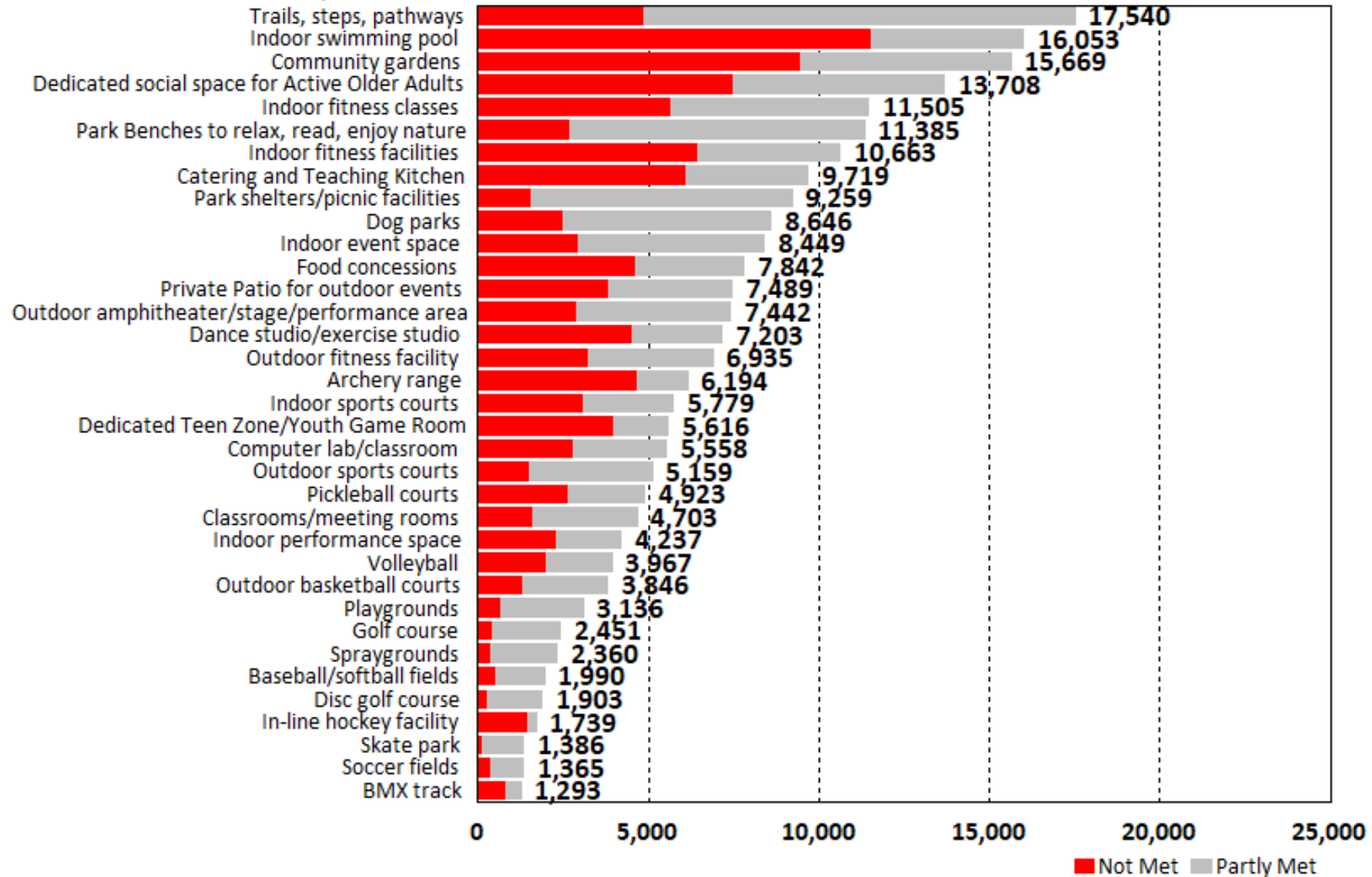
by percentage of respondents who answered "Yes" to Q13



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

Item 1.

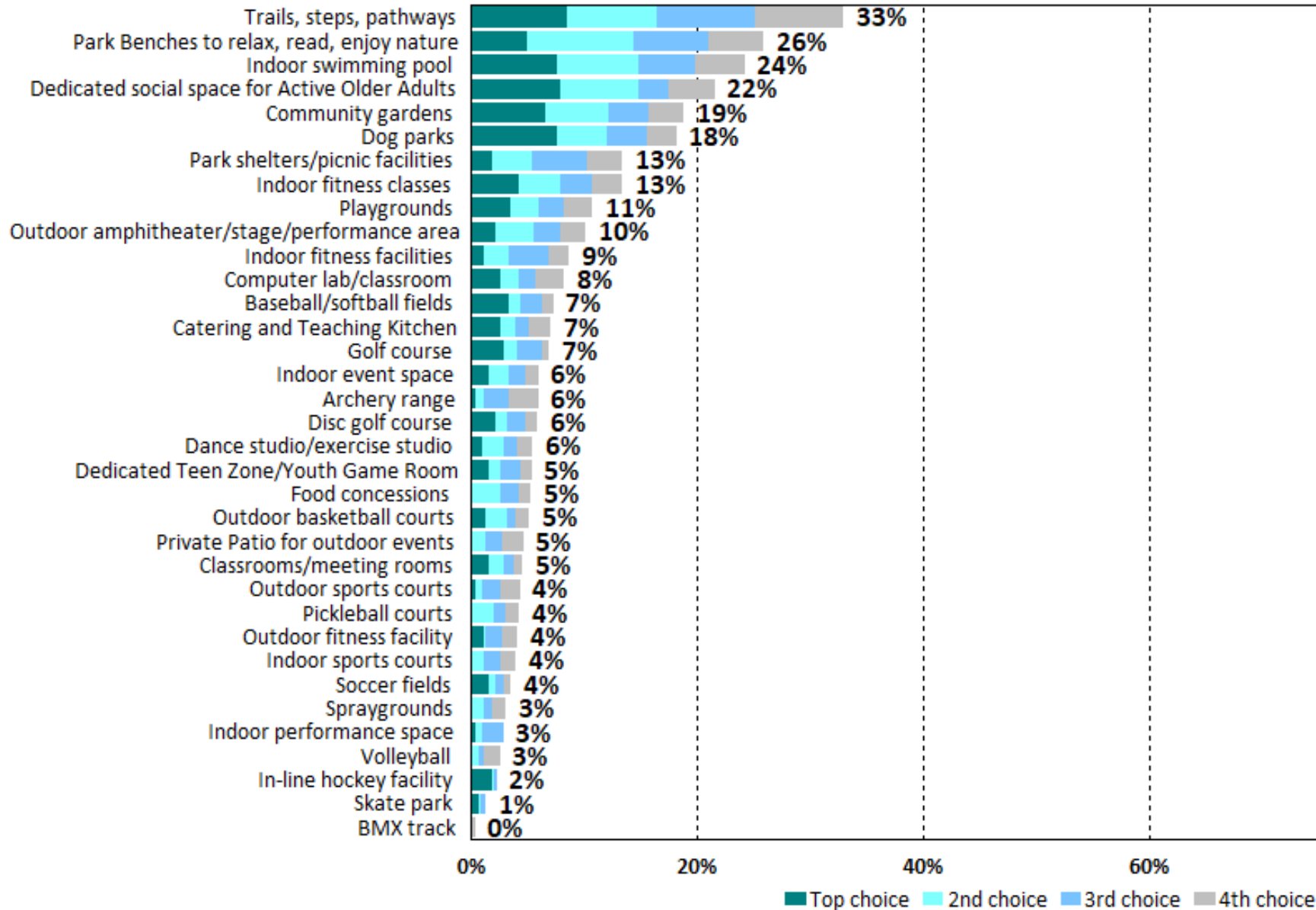
by number of households based on an estimated 48,977 households in Norman



Q14. Most Important Recreation Facilities/Amenities to Households

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

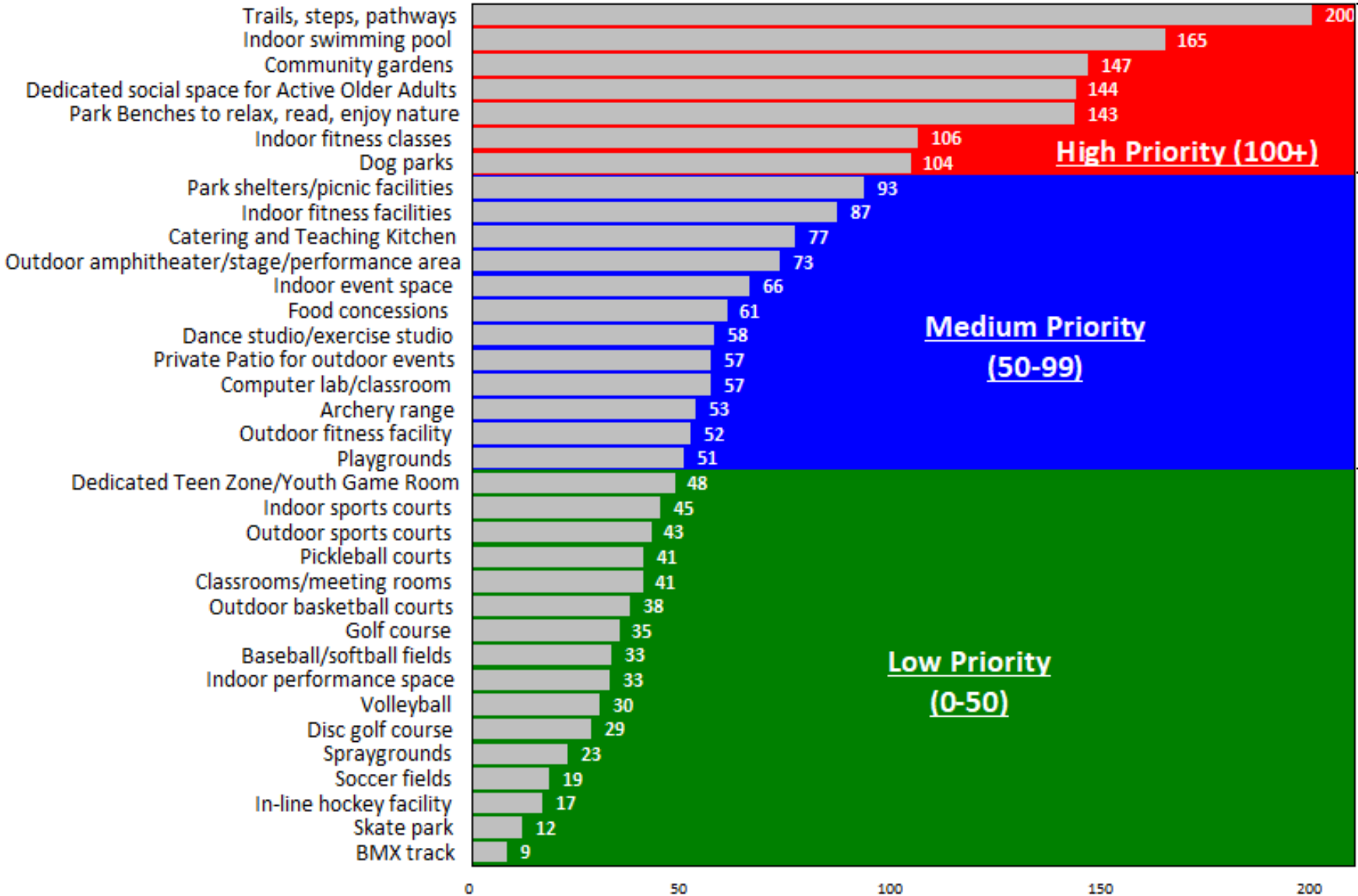
Item 1.



Top Priorities for Investment for Recreation Amenities/Facilities

Based on the Priority Investment Rating

Item 1.



Top Priorities
(high importance/higher unmet need)

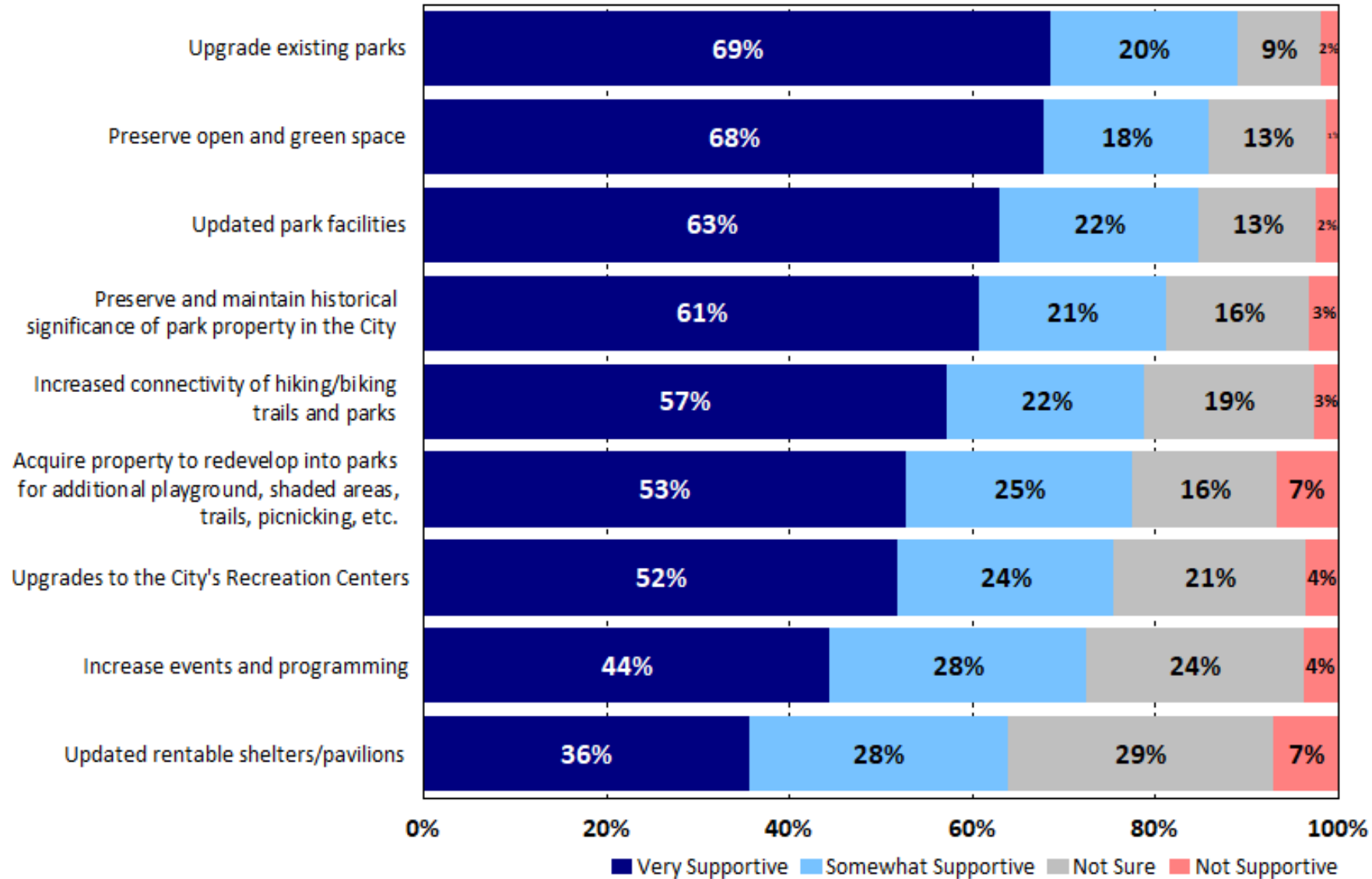
Continued Emphasis
(high importance/lower unmet need)

Lower Immediate Need
(lower importance/lower unmet need)

Improvements and Support Mechanisms

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

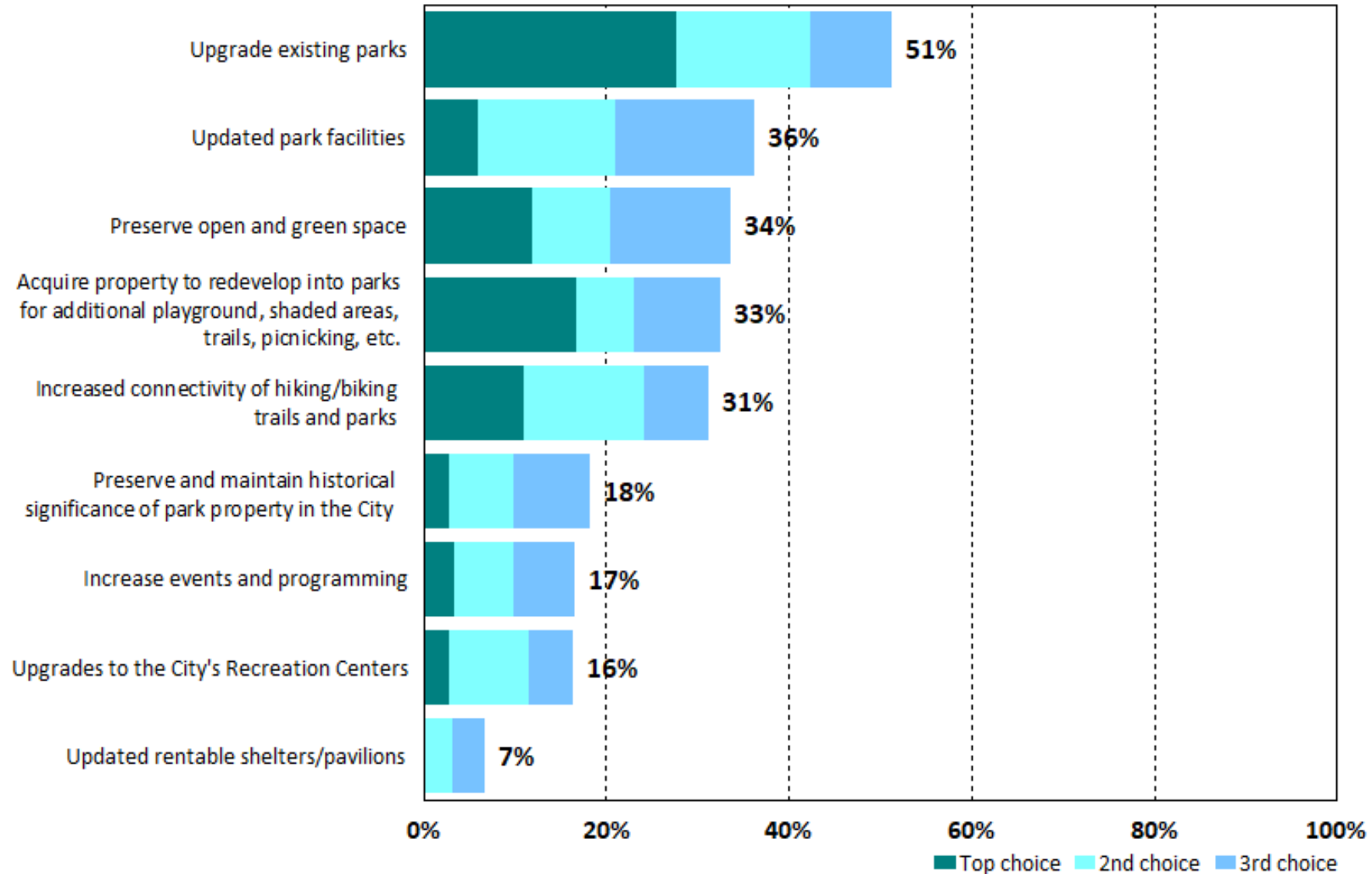
by percentage of respondents



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

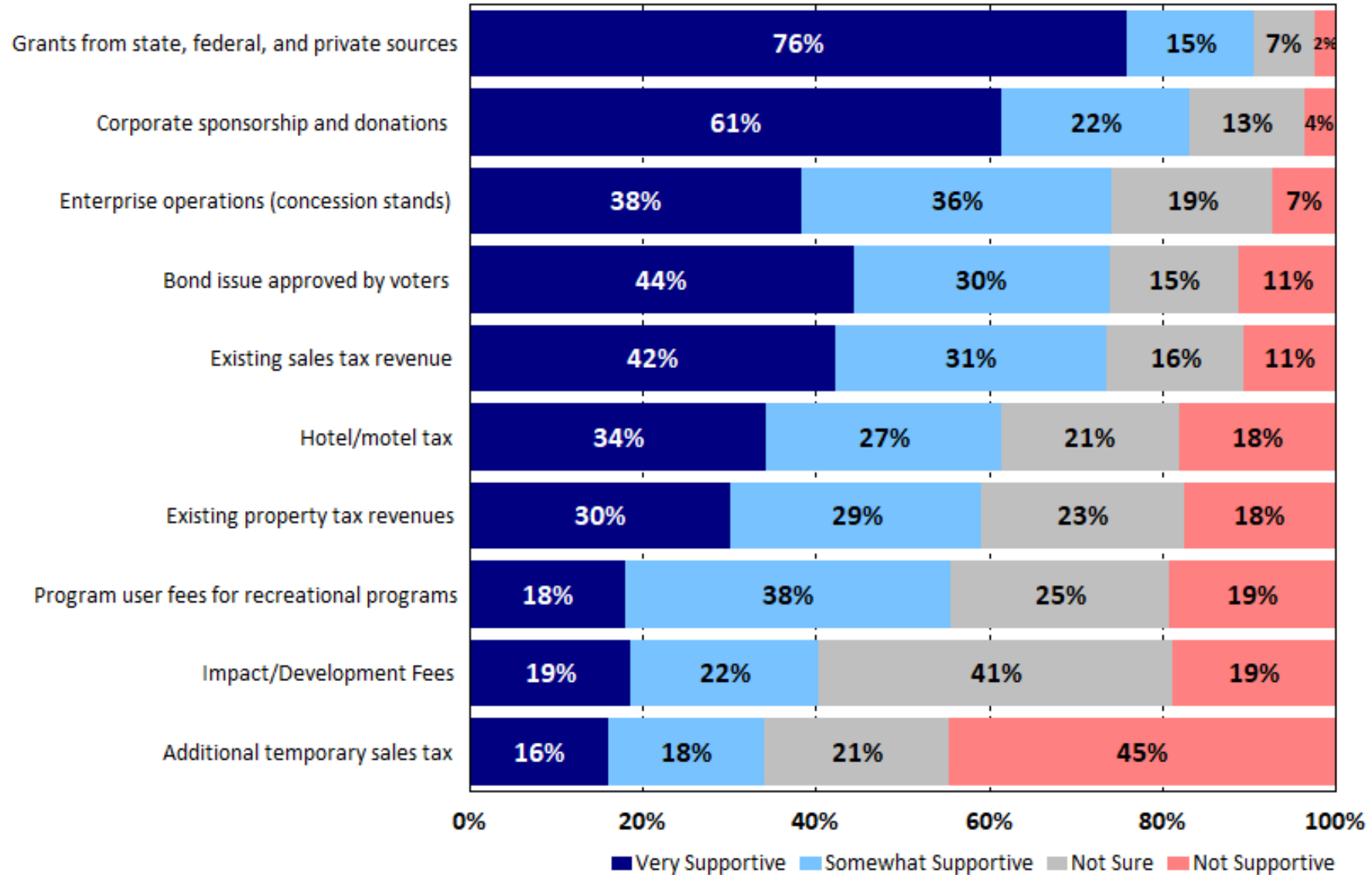
Item 1.

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



Q17. Level of support for potential funding mechanisms used to pay for actions in Question 15

by percentage of respondents

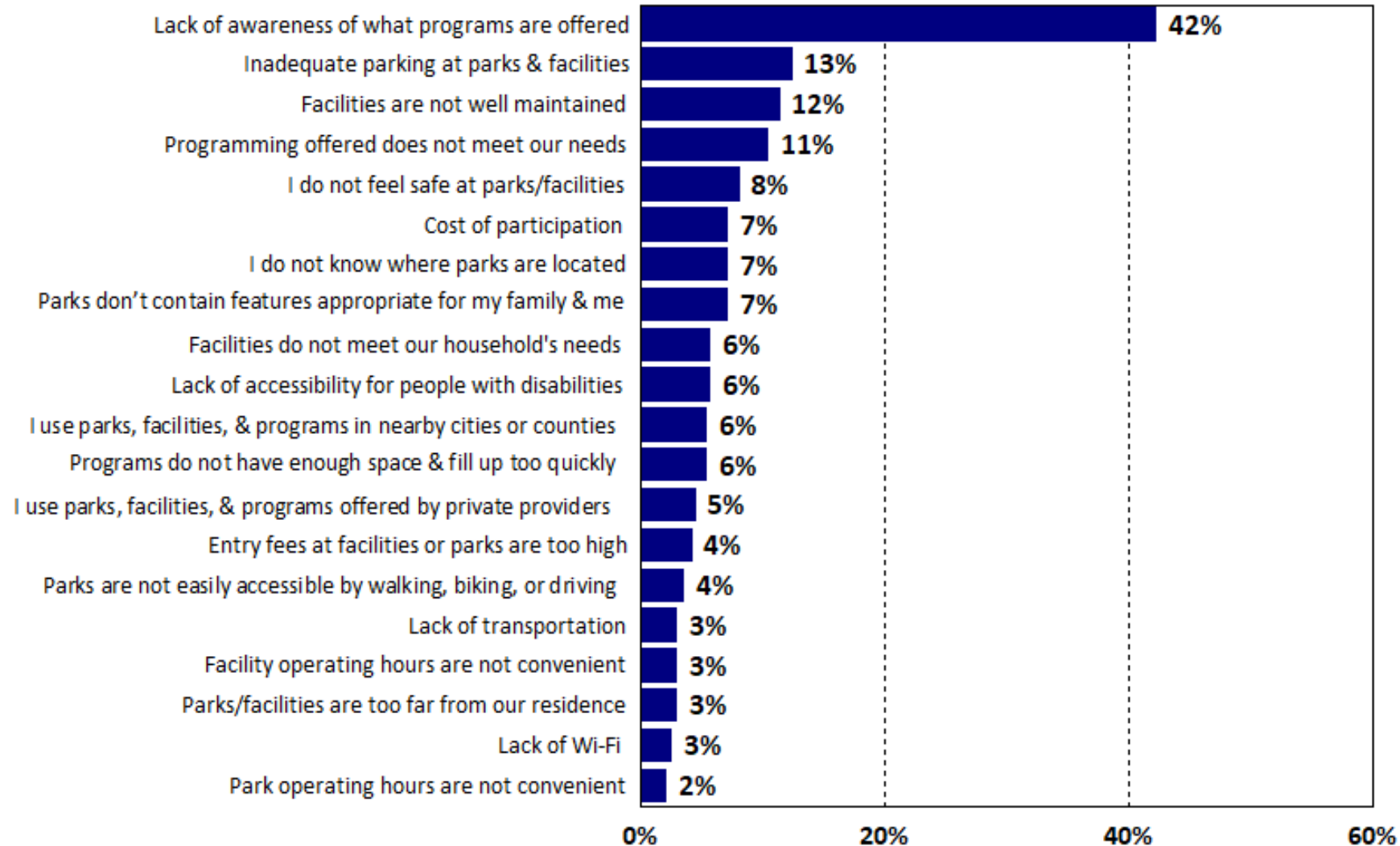


Communication and Barriers

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

Item 1.

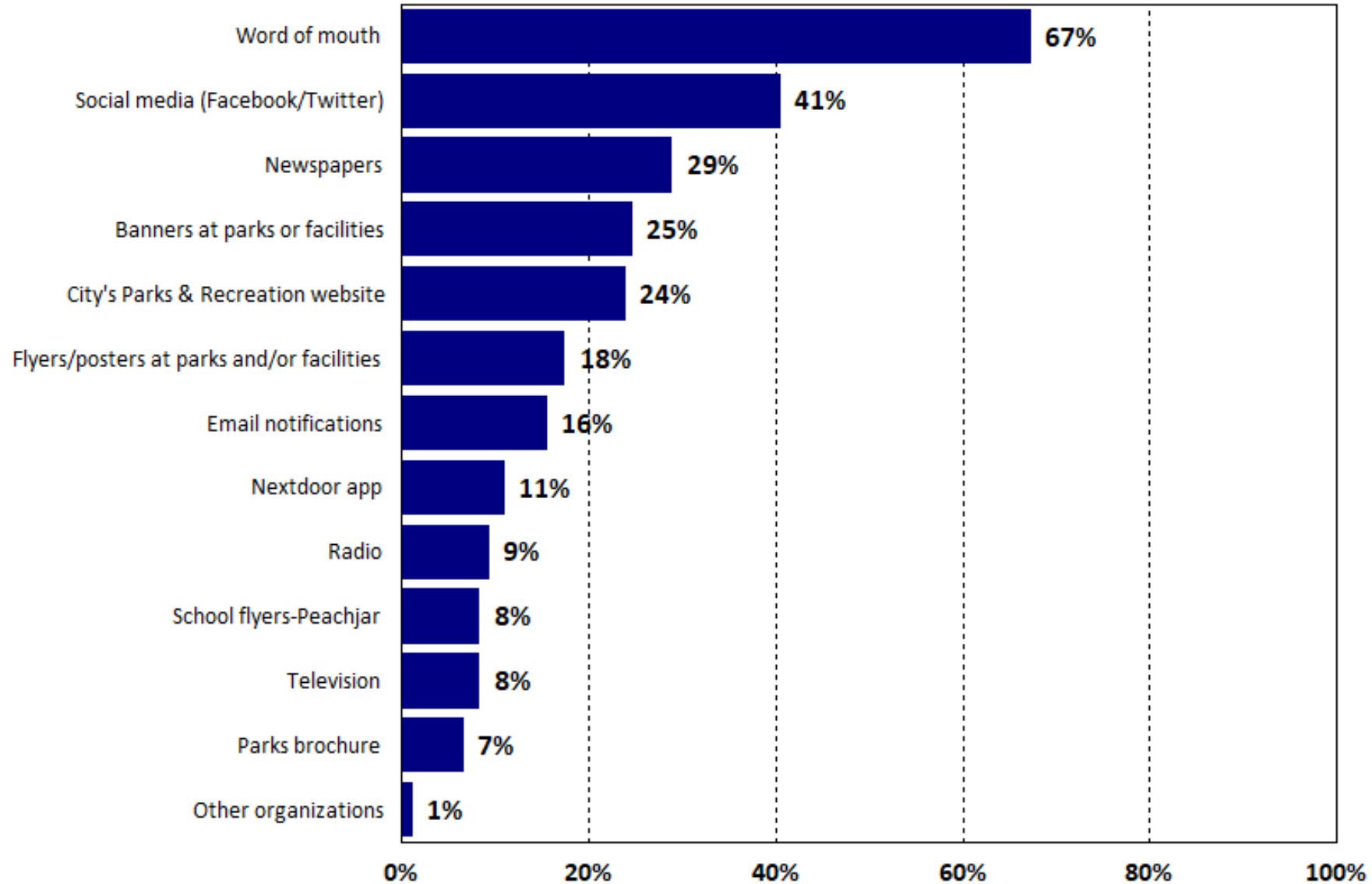
by percentage of respondents (multiple selections could be made)



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

Item 1.

by percentage of respondents (multiple selections could be made)

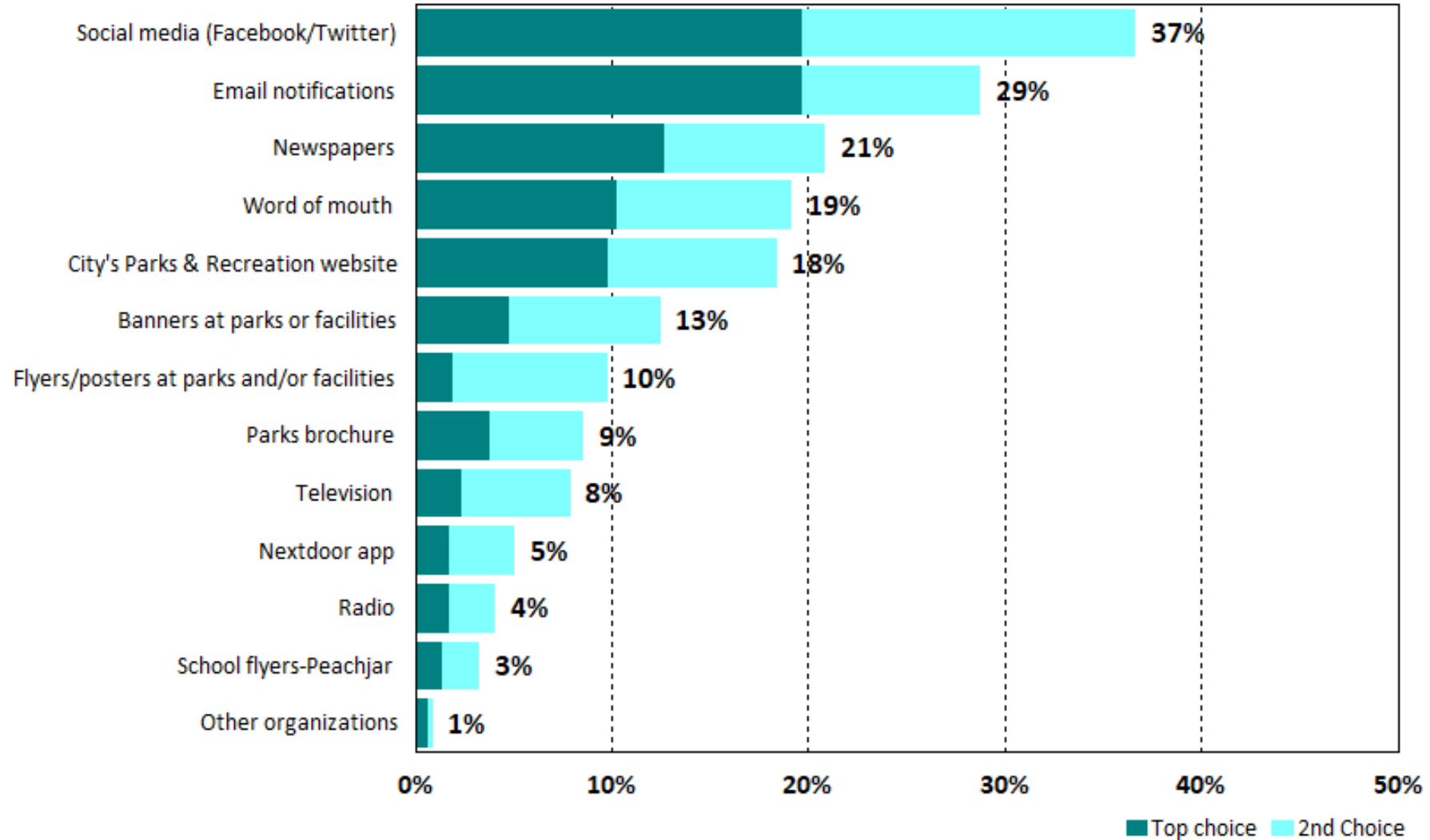


Q5. Most preferred information resources used to get information about City of Norman Parks and Recreation

Item 1.

Department programs, activities, and events

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



Questions?

THANK YOU |

City of Norman Community Interest & Opinion Survey

Submitted to the City of Norman, Oklahoma

ETC Institute
725 W. Frontier Lane,
Olathe, KS 66061

September 2022



ETC
INSTITUTE

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2022 Norman Community Interest and Opinion Survey Executive Summary



PURPOSE

ETC Institute conducted a Community Interest and Opinion Survey for the City of Norman's Department of Parks and Recreation during the summer of 2022. The purpose of the survey was to help determine priorities for the community and to ensure the City continues to meet the needs and desired of Norman residents.

METHODOLOGY

The six-page survey, cover letter and postage-paid return envelope were mailed to a random sample of households in the City of Norman. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. Ten days after the surveys were mailed, ETC Institute sent emails and text messages to the households that received the survey to encourage participation. The emails and texts contained a link to the online version of the survey to make it easy for residents to complete the survey.

The goal was to obtain completed surveys from at least 400 residents. This goal was met, with a total of 417 households completing the survey. The results for the sample of 417 households have a 95% level of confidence with a precision rate of at least +/- 4.8%. This report contains the following:

- An executive summary of the methodology for administering the survey and major findings
- Charts showing the overall results of the survey (Section 1)
- Priority Investment Rating (PIR) that identifies priorities for amenities and programs (Section 2)
- Importance-Satisfaction Analysis that identifies service areas with the greatest impact on satisfaction (Section 3)
- Benchmarking analysis comparing the City's results to national results (Section 4)
- Tabular data showing the overall results for all questions on the survey (Section 5)
- A copy of the survey instrument (Section 6)

The percentage of "don't know" responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Norman with the results from other communities where ETC Institute has conducted a community interest and opinion survey. Since the number of "don't know" responses often reflects the utilization and awareness of services, the percentage of "don't know" responses has been provided in the tabular data section of this report.

2022 Norman Community Interest and Opinion Survey Executive Summary



USAGE AND RATINGS OF PARKS AND FACILITIES

Most respondents (85.1%) indicated that they or a member of their household visited a park or facility offered by the City of Norman Parks and Recreation Department during the past year (*this is 9.5% points above the national average of 75.6% for park/facility usage*). Respondents who indicated their household had visited a park or facility during the past year were asked to rate the physical condition of the parks/facilities they visited. Twenty-four percent (24.1%) of respondents gave “excellent” ratings, 58.1% gave “good” ratings, 15.3% gave “fair” ratings, and only 2.5% gave “poor” ratings. When comparing the City’s results to the national average, Norman performs 2.5% points above the national average based on the sum of “excellent” and “good” ratings (*82.2% in Norman compared to the National Average of 79.7%*).

PROGRAM PARTICIPATION

Thirty-five percent (35.0%) of respondents indicated that they or a member of their household participated in a program offered by the City of Norman Parks and Recreation Department during the past year (*this is 3.4% points above the national average of 31.6% for program participation*). Respondents who indicated their household had participated in a program during the past year were asked to rate the quality of the programs they participated in. Twenty-four percent (27.6%) of respondents gave “excellent” ratings, 60.7% gave “good” ratings, 9.0% gave “fair” ratings, and only 2.8% gave “poor” ratings. When comparing the City’s results to the national average, Norman performs 9.3% points above the national average based on the sum of “excellent” and “good” ratings (*88.3% in Norman compared to the National Average of 79.0%*).

COMMUNICATION AND ENGAGEMENT

Sixty-seven percent (67.4%) of respondents indicated they learn about City of Norman programs, activities, and events from word of mouth (*National Average: 45.3%*). Social media was selected by 40.5% of respondents (*National Average: 35.7%*), 29% selected newspapers (*National Average: 30.2%*), 24.7% selected banners at parks or facilities (*National Average: 9.6%*), and 24% selected the City’s Parks and Recreation website (*National Average: 33.5%*). Respondents were then asked to select their two most preferred sources of information. Based on the sum of their top two choices, social media (Facebook/Twitter) (36.7%) and email notifications (28.8%) were the most preferred sources of information. The City should continue to work towards aligning the most used communication sources with the most preferred.

2022 Norman Community Interest and Opinion Survey Executive Summary



SATISFACTION AND SERVICE-LEVEL INVESTMENT PRIORITIES

To help the City identify service-level investment priorities for the next five years, ETC Institute conducted an Importance-Satisfaction analysis. This analysis examined the importance residents placed on each major Parks and Recreation service and the level of importance or emphasis that should be placed on the service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City Parks and Recreation services over the next five years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in service areas with the highest Importance-Satisfaction ratings. Details regarding the methodology for the analysis are provided in Section 3 of this report. Based on the results of this analysis, the services that are recommended as top priorities include:

- *Security in City parks (IS = 0.2595)*
- *Availability of information about programs/facilities (0.2257)*
- *Maintenance of parks (IS = 0.1714)*
- *Quality of programs for adults (IS = 0.1400)*
- *Variety of programs offered by the City (IS = 0.1261)*

The table below shows the Importance-Satisfaction ratings for all 14 service-level items that were rated.

2022 Importance-Satisfaction Rating Norman, Oklahoma Major Parks and Recreation Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Security in City parks	46%	2	43%	3	0.2595	1
Availability of information about programs/facilities	33%	3	32%	4	0.2257	2
High Priority (IS .10-.20)						
Maintenance of parks in Norman	59%	1	71%	1	0.1714	3
Quality of programs for adults	22%	5	36%	6	0.1400	4
Variety of programs offered by the City	22%	4	44%	8	0.1261	5
Medium Priority (IS <.10)						
Quality of programs for families with children	15%	7	51%	5	0.0753	6
Number of parks in Norman	20%	6	70%	2	0.0595	7
User friendliness of the City's Parks and Recreation Website	11%	9	45%	7	0.0588	8
Fees charged for City recreation programs	8%	11	35%	11	0.0504	9
Quality of customer service received from City employees	10%	10	57%	14	0.0450	10
Program schedule (time/day)	6%	12	35%	12	0.0391	11
How close parks are located to your home	12%	8	76%	13	0.0278	12
Ease of registering for classes offered by the City	3%	14	33%	9	0.0187	13
Ease of renting/reserving a facility	3%	13	37%	10	0.0184	14

2022 Norman Community Interest and Opinion Survey Executive Summary

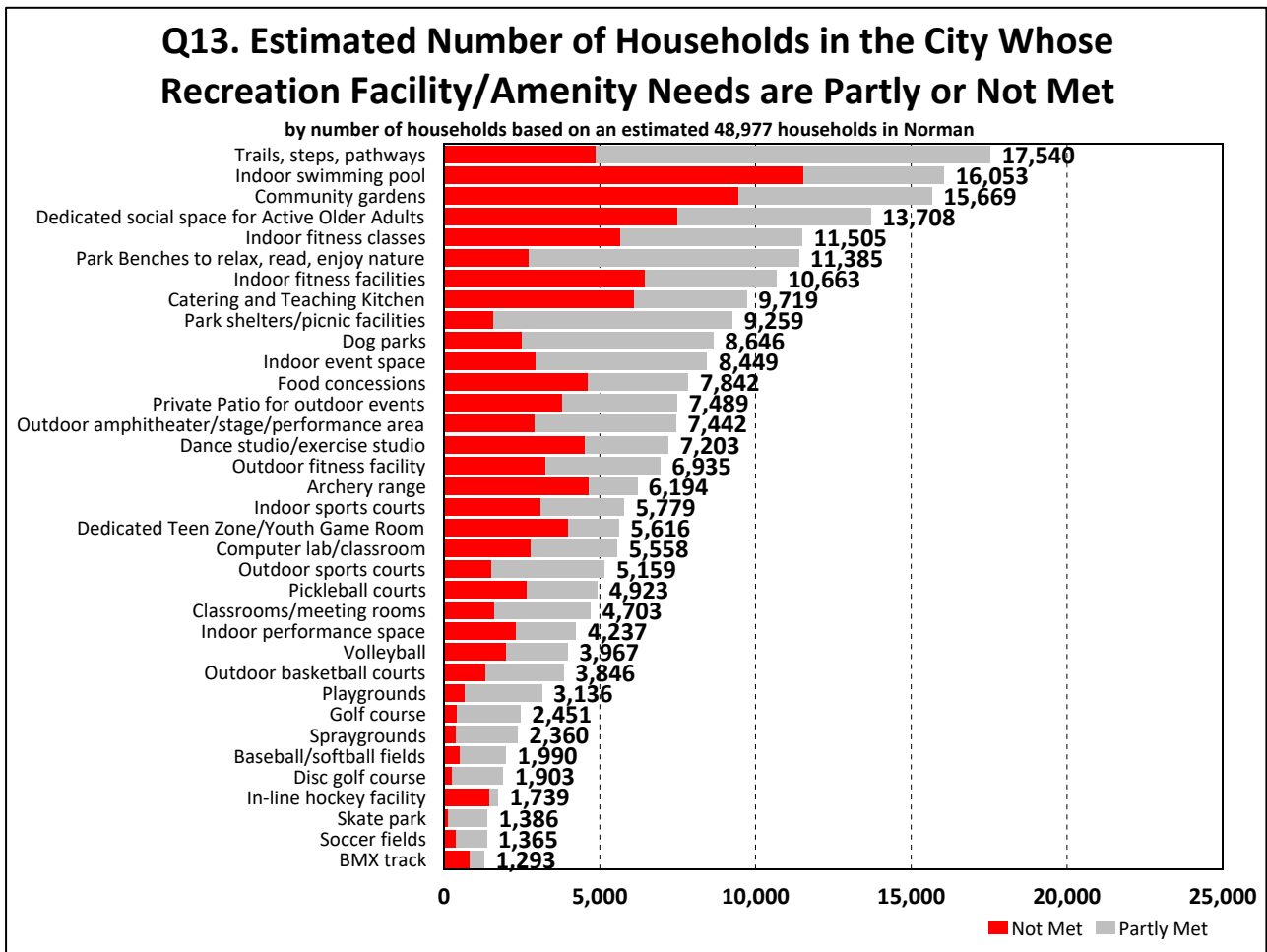


FACILITY AND AMENITY NEEDS AND PRIORITIES

Respondents were asked to identify if their household had a need for 35 parks and recreation facilities and amenities and rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various amenities. The four facilities and amenities with the highest percentage of households that have an unmet need were:

1. Trails, steps, and pathways – 17,540 households (35.8%),
2. Indoor swimming pool – 16,053 households (32.8%),
3. Community gardens – 15,669 households (32.0%), and
4. Dedicated social space for active older adults – 13,708 households (28.0%).

The estimated number of households that have unmet needs for each of the 35 parks and recreation facilities and amenities that were assessed is shown below.



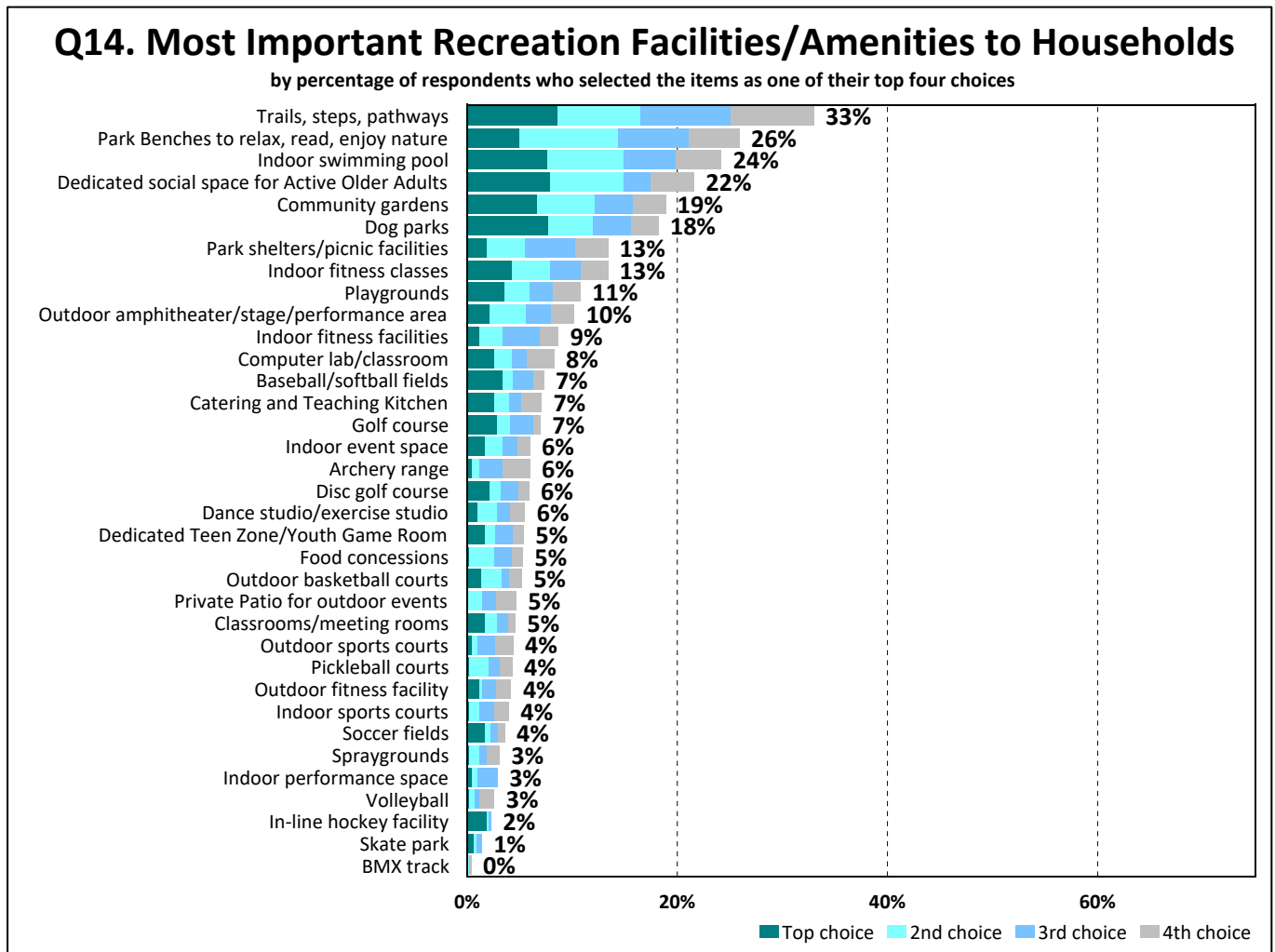
2022 Norman Community Interest and Opinion Survey Executive Summary



In addition to assessing the needs for each facility and amenity, ETC Institute also assessed the importance respondents placed on each item. Based on the sum of respondents' top four choices, the four most important facilities and amenities to respondents were:

1. Trails, steps, and pathways (33.0%),
2. Park benches to relax, read, and enjoy nature (25.9%),
3. Indoor swimming pool (24.2%), and
4. Dedicated social space for active older adults (21.6%).

The percentage of respondents who selected each facility and amenity as one of their top four choices is shown in the chart below.



2022 Norman Community Interest and Opinion Survey Executive Summary

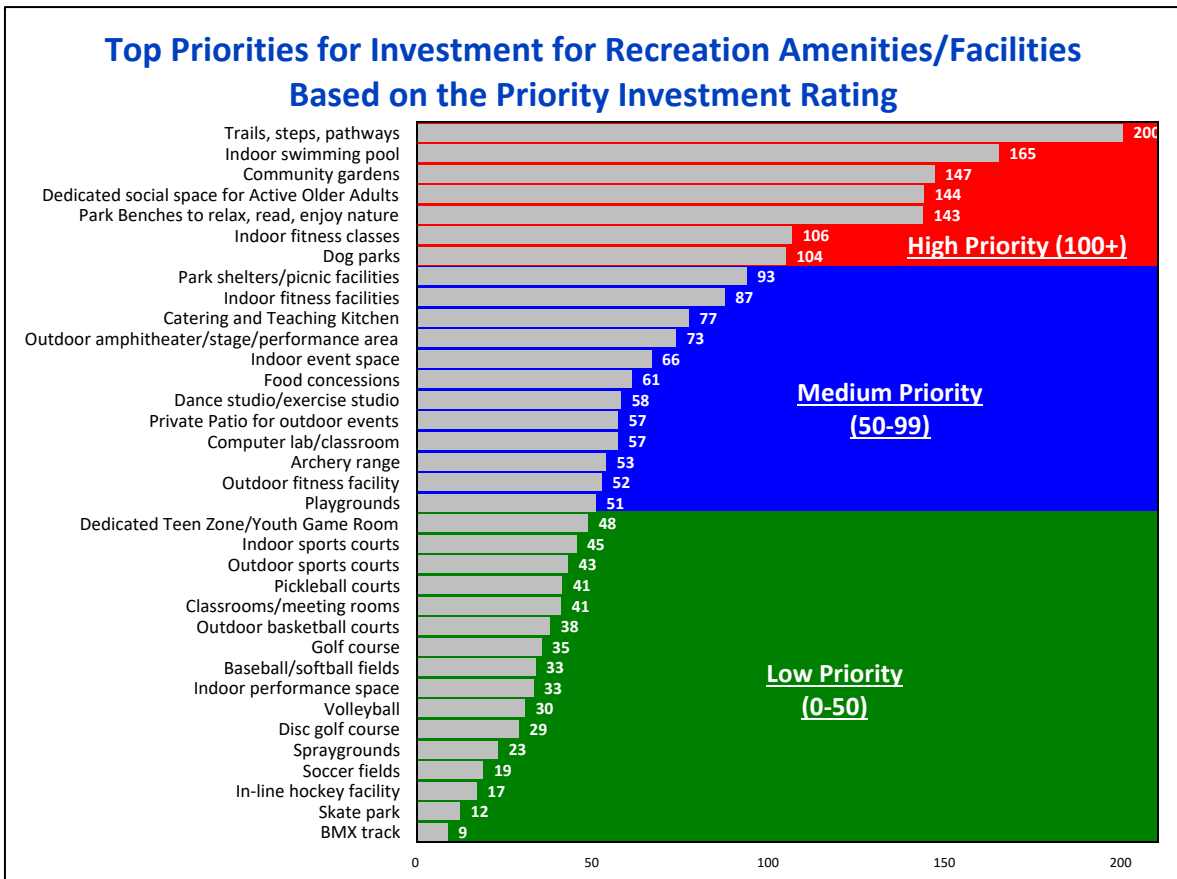


The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on investments. The Priority Investment Rating (PIR) equally weighs (1) the importance respondents place on facilities and amenities and (2) how many respondents have unmet needs for the facility or amenity. Details regarding the methodology for this analysis are provided in Section 2 of this report.

Based on the Priority Investment Rating (PIR), the following seven facilities and amenities were rated as high priorities for investment:

1. Trails, steps, and pathways (PIR=200),
2. Indoor swimming pool (PIR=165),
3. Community gardens (PIR=147),
4. Dedicated social space for active older adults (PIR=144),
5. Park benches to relax, read, and enjoy nature (PIR=143),
6. Indoor fitness classes (PIR=106), and
7. Dog parks (PIR=104).

The chart below shows the Priority Investment Rating for all 35 facilities and amenities that were assessed on the survey.



2022 Norman Community Interest and Opinion Survey Executive Summary

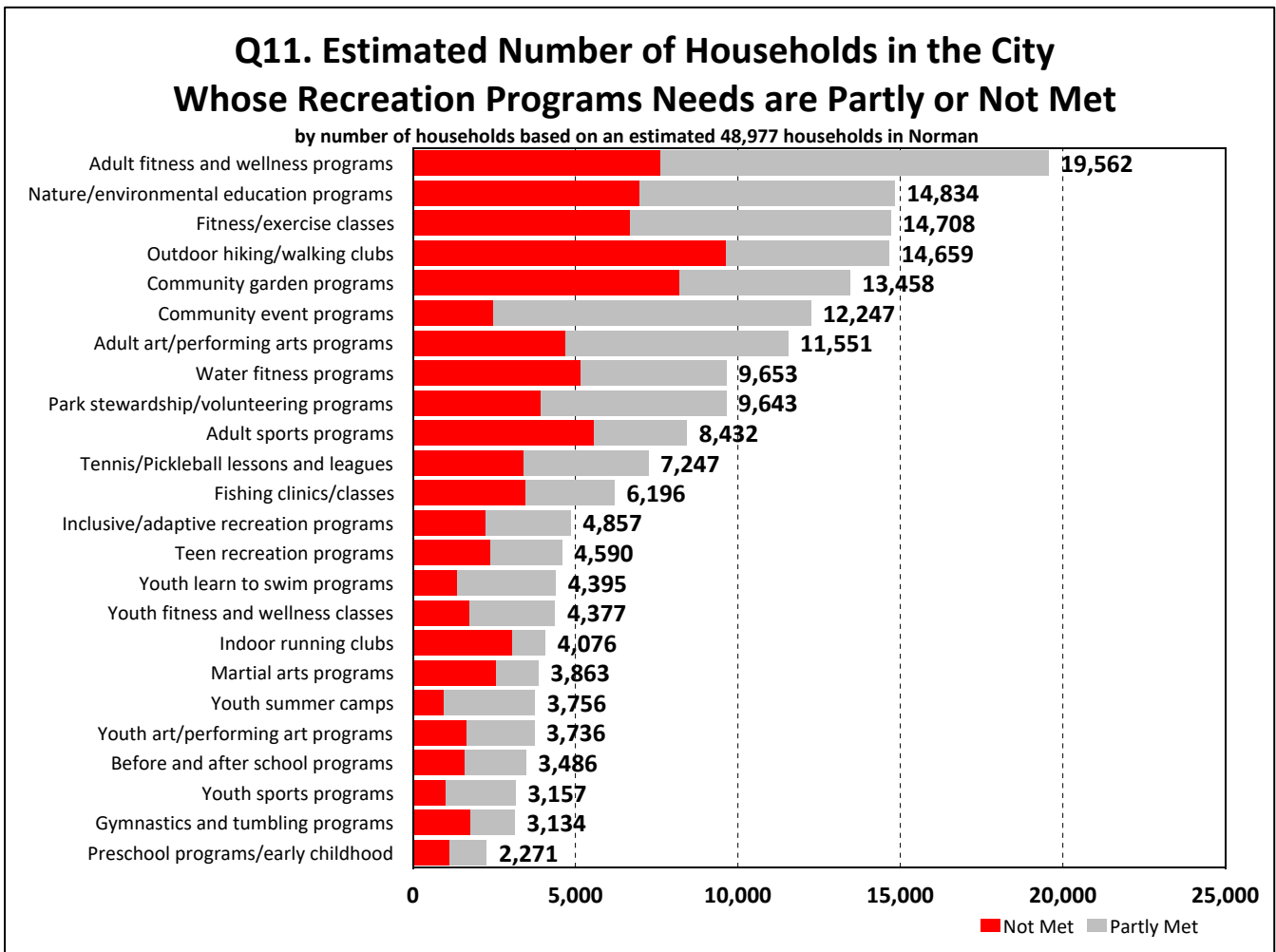


PROGRAM NEEDS AND PRIORITIES

Respondents were asked to identify if their household had a need for 24 parks and recreation programs and rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various programs. The four programs with the highest percentage of households that have an unmet need were:

1. Adult fitness and wellness programs – 19,562 households (39.9%),
2. Nature/environmental education programs – 14,834 households (30.3%),
3. Fitness/exercise classes – 14,708 households (30.0%), and
4. Outdoor hiking/walking clubs – 14,659 households (29.9%).

The estimated number of households that have unmet needs for each of the 24 parks and recreation programs that were assessed is shown below.



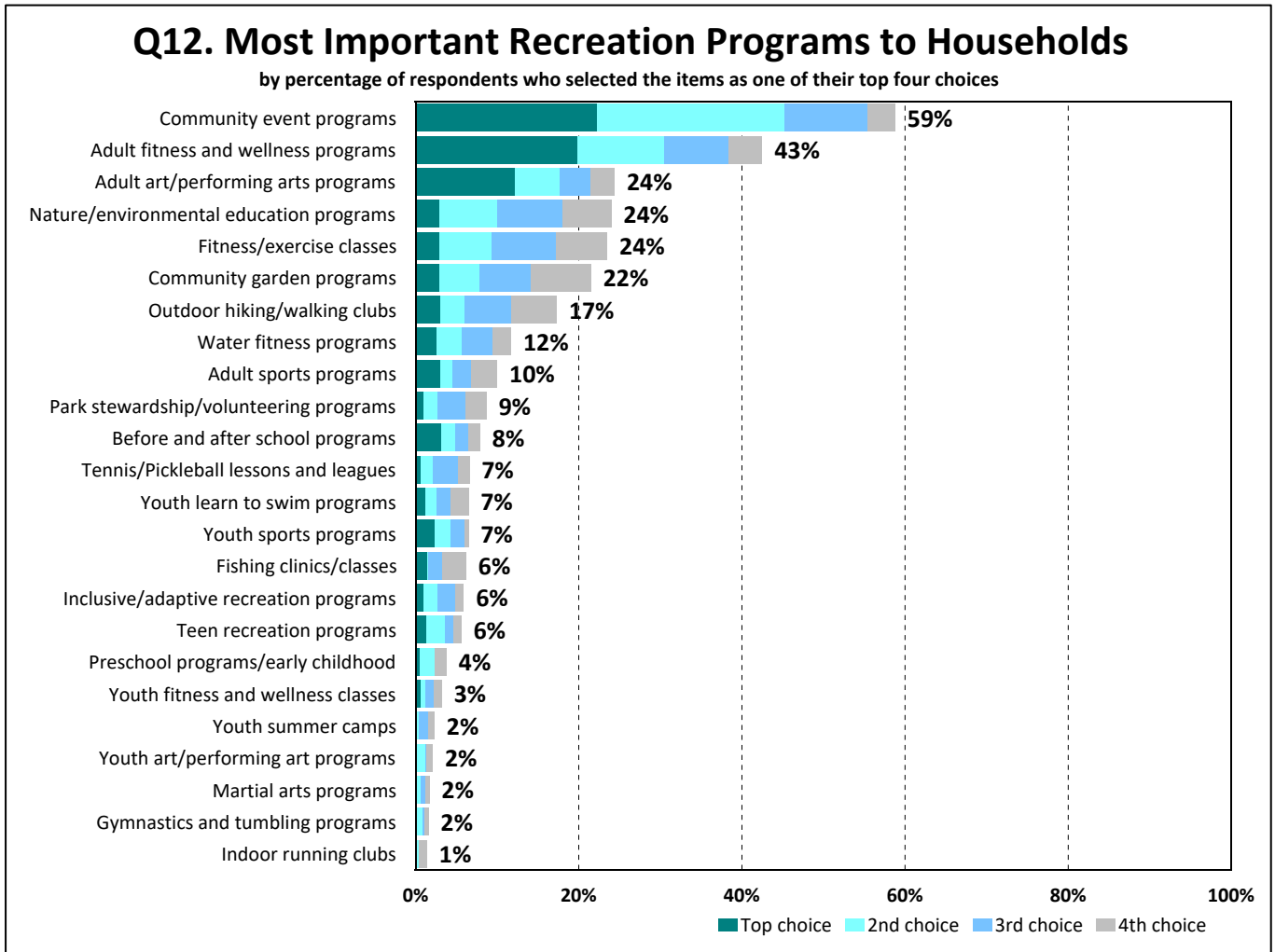
2022 Norman Community Interest and Opinion Survey Executive Summary



In addition to assessing the needs for each program, ETC Institute also assessed the importance respondents placed on each item. Based on the sum of respondents' top four choices, the four most important programs to respondents were:

1. Community event programs (58.8%),
2. Adult fitness and wellness programs (42.5%),
3. Adult art/performing arts programs (24.4%), and
4. Nature/environmental education programs (24.0%).

The percentage of respondents who selected each program as one of their top four choices is shown in the chart below.



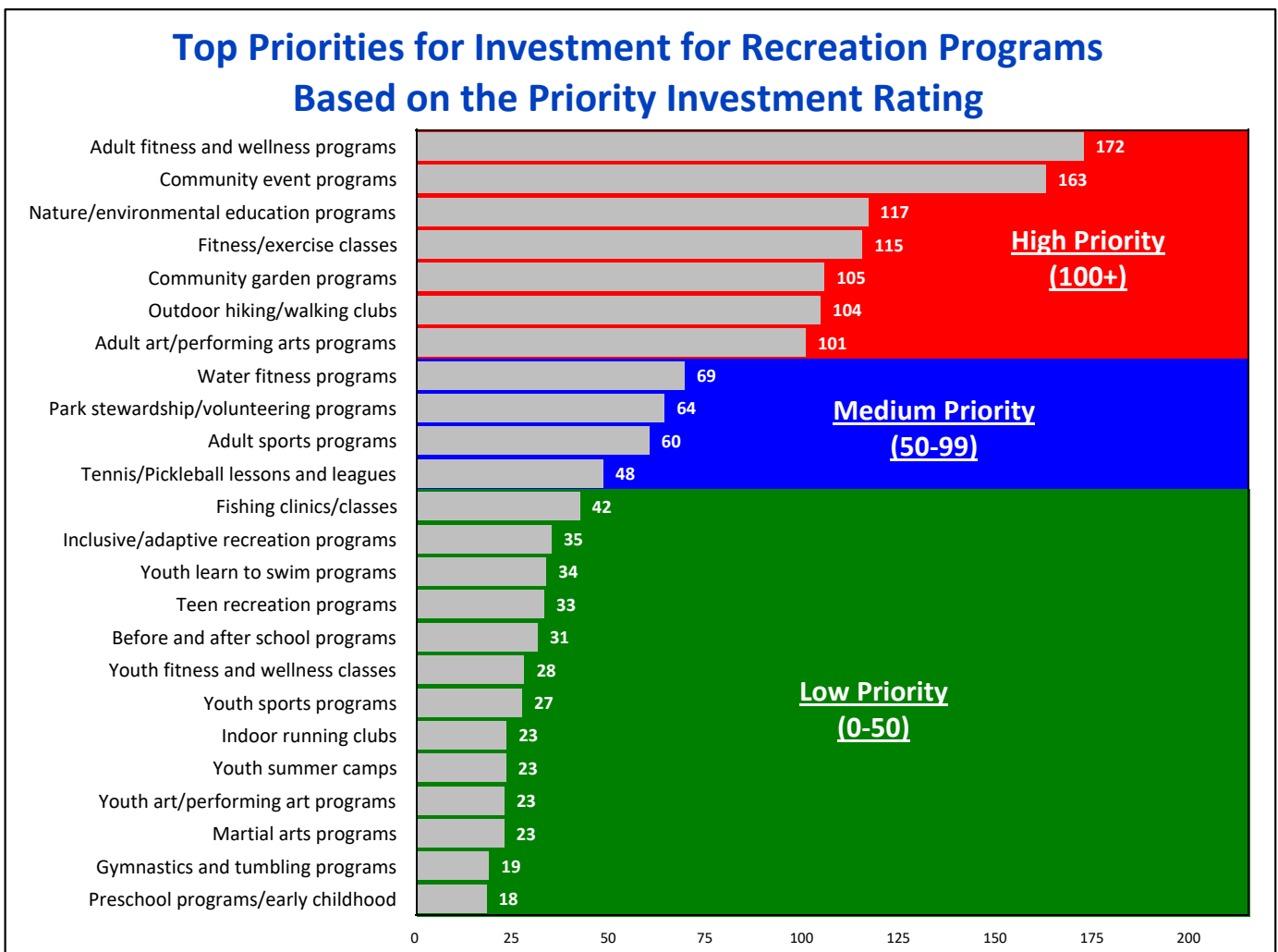
2022 Norman Community Interest and Opinion Survey Executive Summary



Based on the Priority Investment Rating (PIR), the following seven programs were rated as high priorities for investment:

1. Adult fitness and wellness programs (PIR=172),
2. Community event programs (PIR=163),
3. Nature/environmental education programs (PIR=117),
4. Fitness/exercise classes (PIR=115),
5. Community garden programs (PIR=105),
6. Outdoor hiking/walking clubs (PIR=104), and
7. Adult art/performing arts programs (PIR=101).

The chart below shows the Priority Investment Rating for all 35 facilities and amenities that were assessed on the survey.



2022 Norman Community Interest and Opinion Survey Executive Summary



BARRIERS TO PARTICIPATION AND USAGE

Respondents were asked to select all of the reasons that prevent their household from using parks, facilities, or programs offered by the City of Norman Parks and Recreation Department. The most selected items include: a lack of awareness of what programs are offered (42.4% - *National Average: 32.9%*), inadequate parking at parks and facilities (12.5% - *National Average: 7.0%*), facilities are not well maintained (11.5% - *National Average: 9.2%*), and programming offered does not meet our needs (10.6% - *National Average: 15.7%*).

ORGANIZATIONS USED FOR PARKS, RECREATION FACILITIES, AND PROGRAMS

Respondents were asked to select all of the organizations their household uses to satisfy their need for parks, recreation facilities, or recreation programs. The City of Norman Parks and Recreation was selected the most with 73.4% of respondents (*National Average: 46.7%*). Other items selected include: the University of Oklahoma (53.5% - *National Average: 14.8%*), State and County parks (45.1% - *National Average: 44.7%*), private gyms and sports organizations (27.1% - *National Average: 21.3%*), faith organizations (24.7% - *National Average: 25.1%*), and the school district (22.5% - *National Average: 25.6%*).

SUPPORT AND FUNDING FOR POTENTIAL ACTIONS AND FUNDING MECHANISMS

Respondents were asked a series of questions related to their level of support for various potential actions and funding mechanisms that could be used to help complete the potential actions. First, respondents were asked to indicate their level of support for the City taking nine potential actions that could improve the City's parks and recreation system. Based on the sum of "very supportive" and "somewhat supportive" responses, the potential actions that received the highest levels of support include: upgrade existing parks (89.0%), preserve open and green space (85.9%), update park facilities (playgrounds, shelters, restrooms, trails, fields, etc.) (84.7%), and preserve and maintain historical significance of park property in the City (81.3%). Respondents were then asked to indicate which three of the potential actions listed are most important to their household. Based on the sum of respondents' top three choices the three most important actions included the same three items that received the highest levels of support: upgrade existing parks (51.3%), update park facilities (playgrounds, shelters, restrooms, trails, fields, etc.) (36.2%), and preserve open and green space (33.6%).

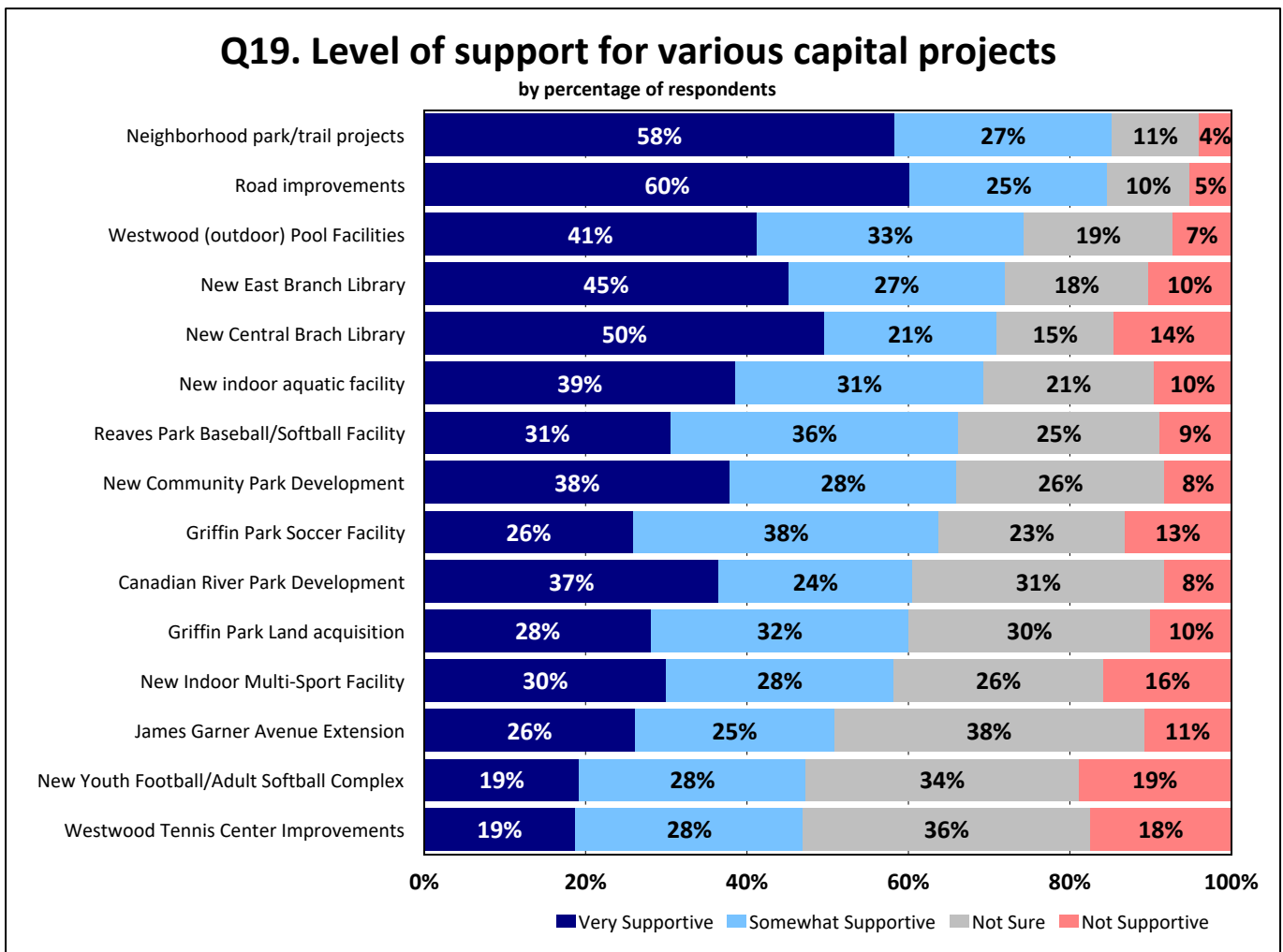
In addition to rating their level of support for potential actions, respondents were asked to rate their level of support for potential funding mechanisms that could be used to pay for the actions they were most supportive of. Based on the sum of "very supportive" and "somewhat supportive" responses, the potential funding mechanisms that received the highest levels of support include: grants from state, federal, and

2022 Norman Community Interest and Opinion Survey Executive Summary



private sources (90.6%), corporate sponsorship and donations (83.2%), enterprise operations (concession stands) (74.1%), and a bond issue approved by voters (73.9%). Respondents were also asked to indicate which two of the potential funding mechanisms they would be most willing to support. . Based on the sum of respondents’ top two choices the three funding mechanism that received the most support include: grants from state, federal, and private sources (44.3%), a bond issue approved by voters (33.6%), and corporate sponsorship and donations (29.7%).

Finally, respondents were asked to provide feedback on capital projects included in the Norman Forward Sales Tax initiative. Respondents were informed that the capital projects they were to rate were agreed upon as a part of the Norman Forward Sales Tax initiative that was approved in 2015 as a ½ percent (0.5%), 15-year duration sales tax that would pay for quality of life improvements throughout Norman. The chart below shows the level of support respondents gave to each capital project that was assessed:

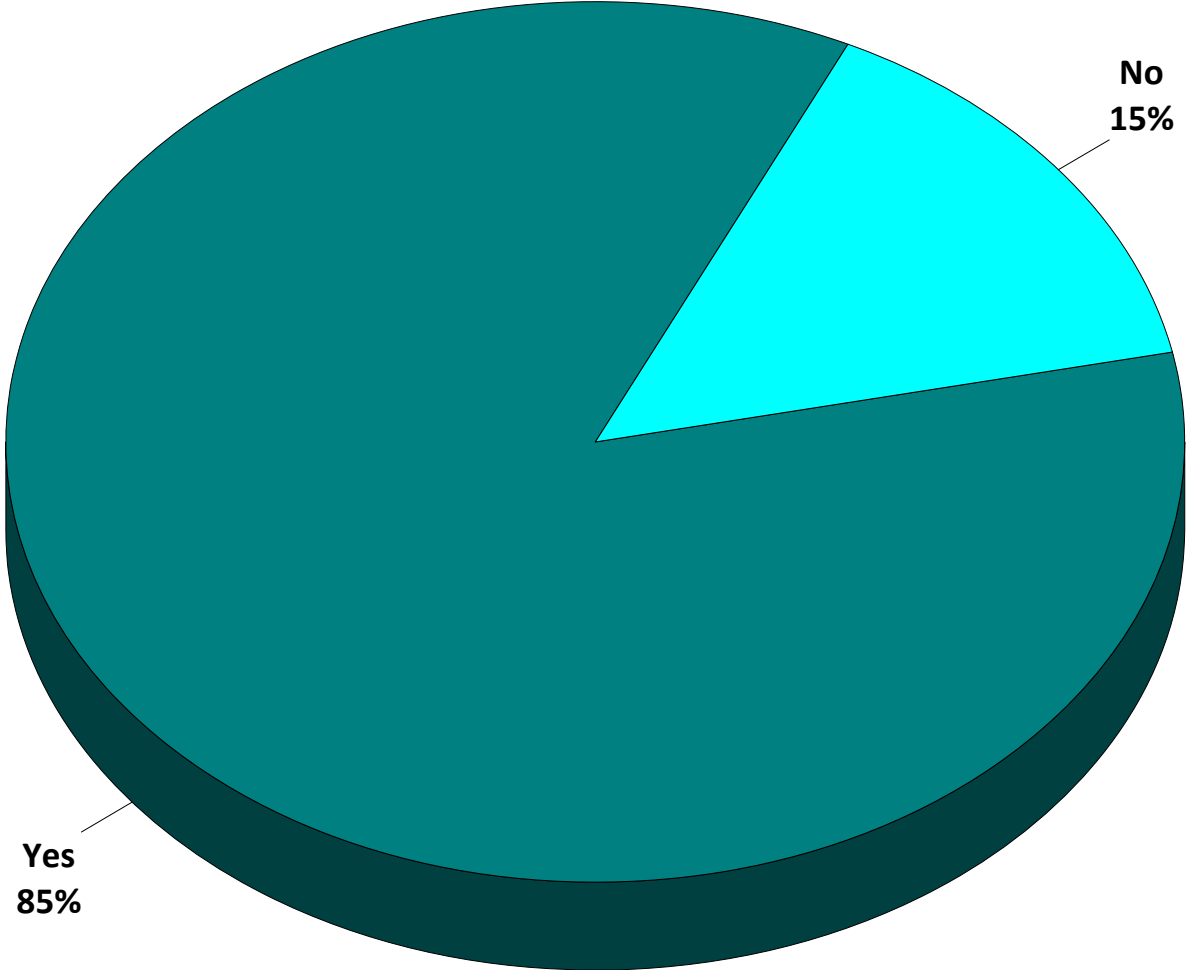


1

Charts and Graphs

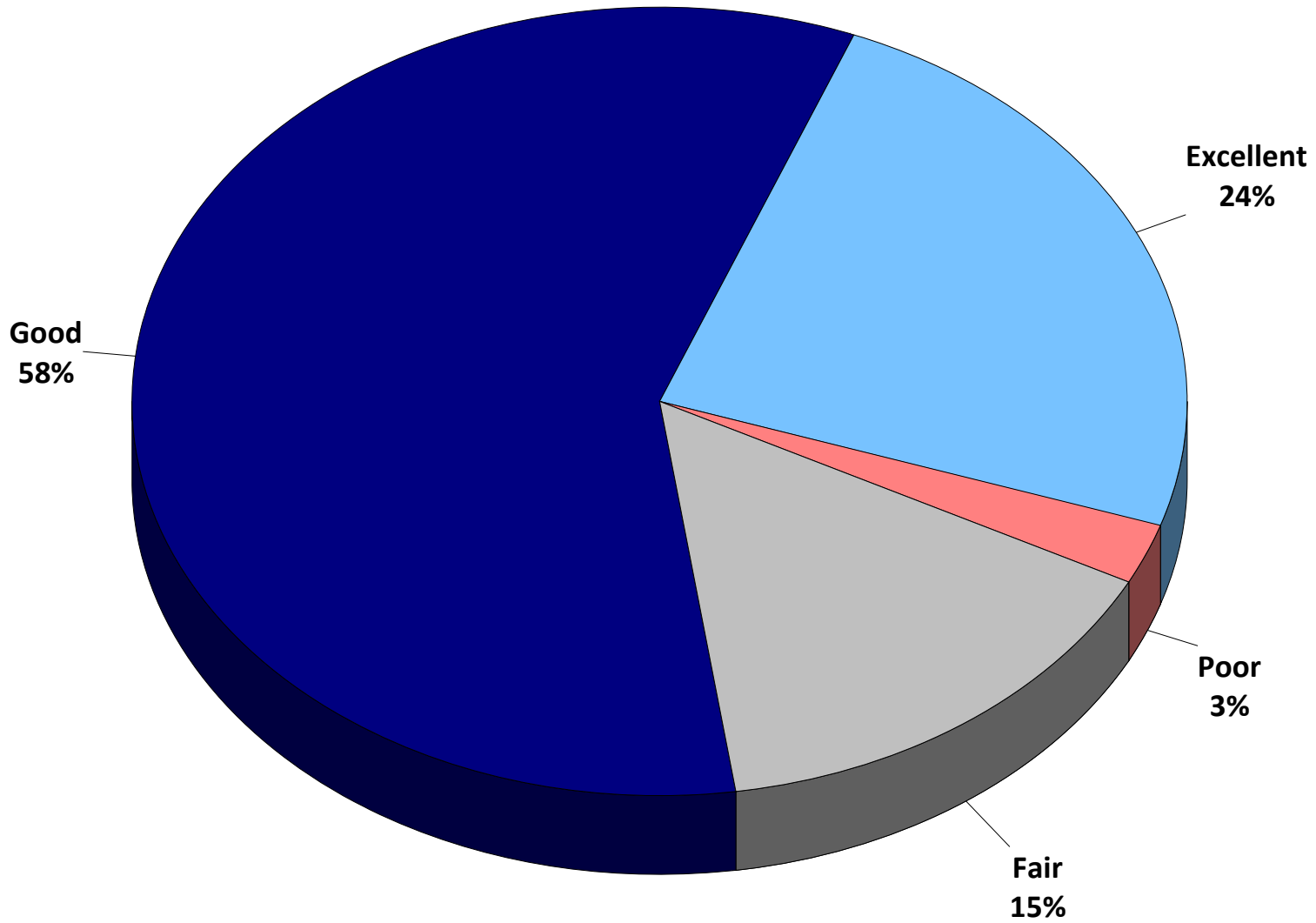
Q1. Have you or other members of your household visited any parks or facilities offered by the City of Norman Parks and Recreation Department during the past year?

by percentage of respondents



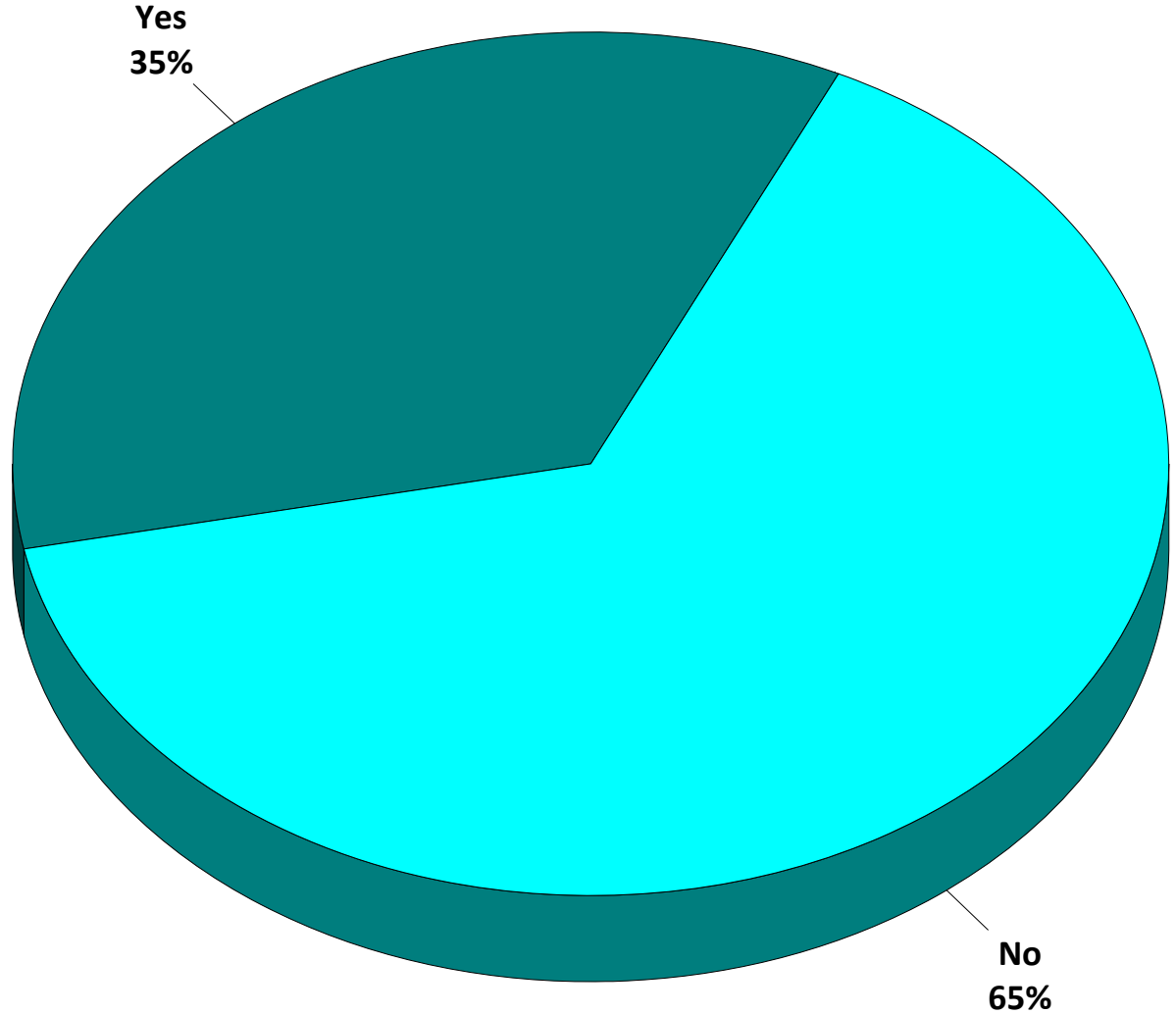
Q1a. How would you rate the overall quality of the City's Parks and Recreation Department programs and events?

based on the 85% of respondents who said "YES" to Q1



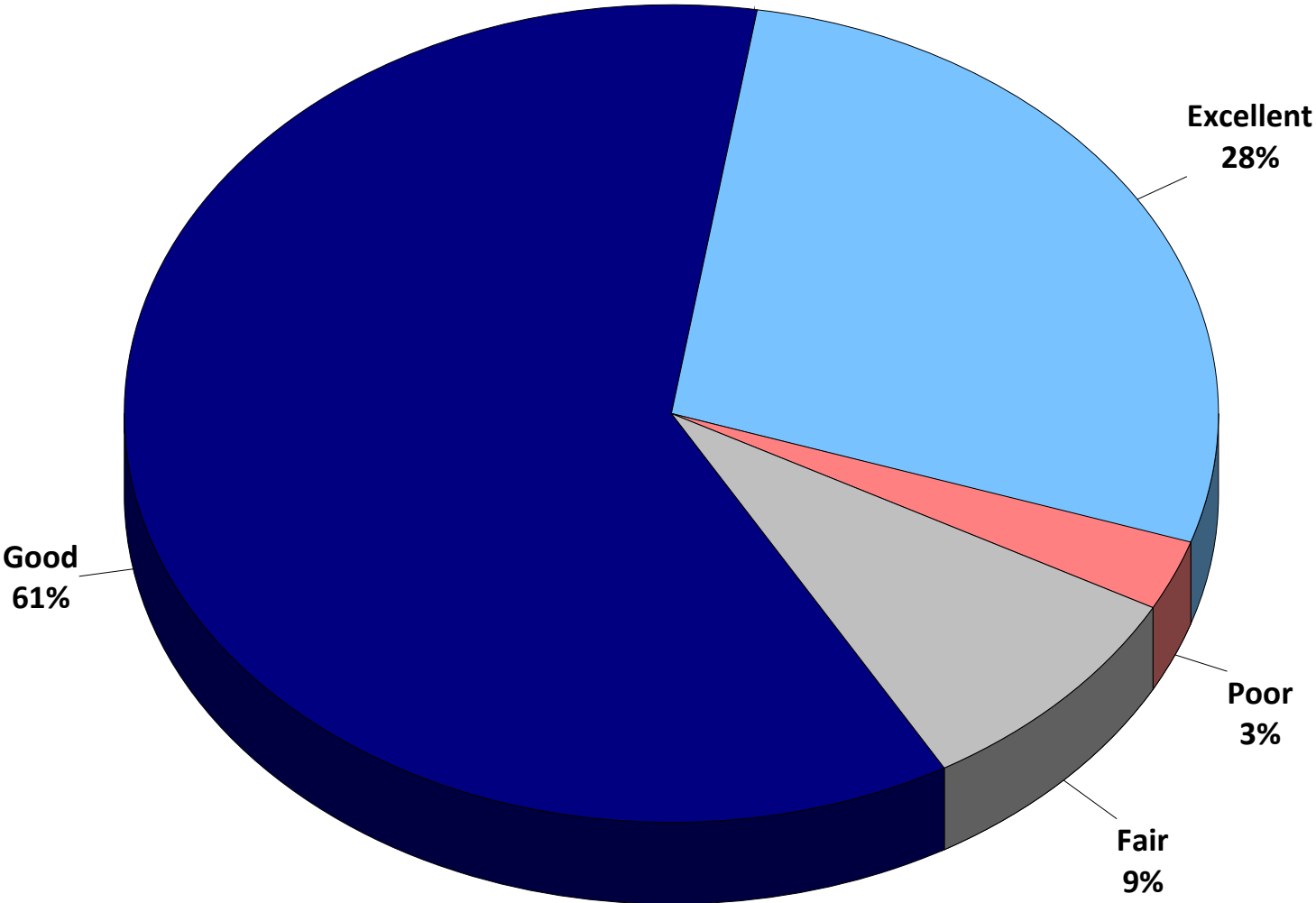
Q2. In the past two years, have you or other members of your household participated in any programs offered by the City of Norman Parks and Recreation Department?

by percentage of respondents



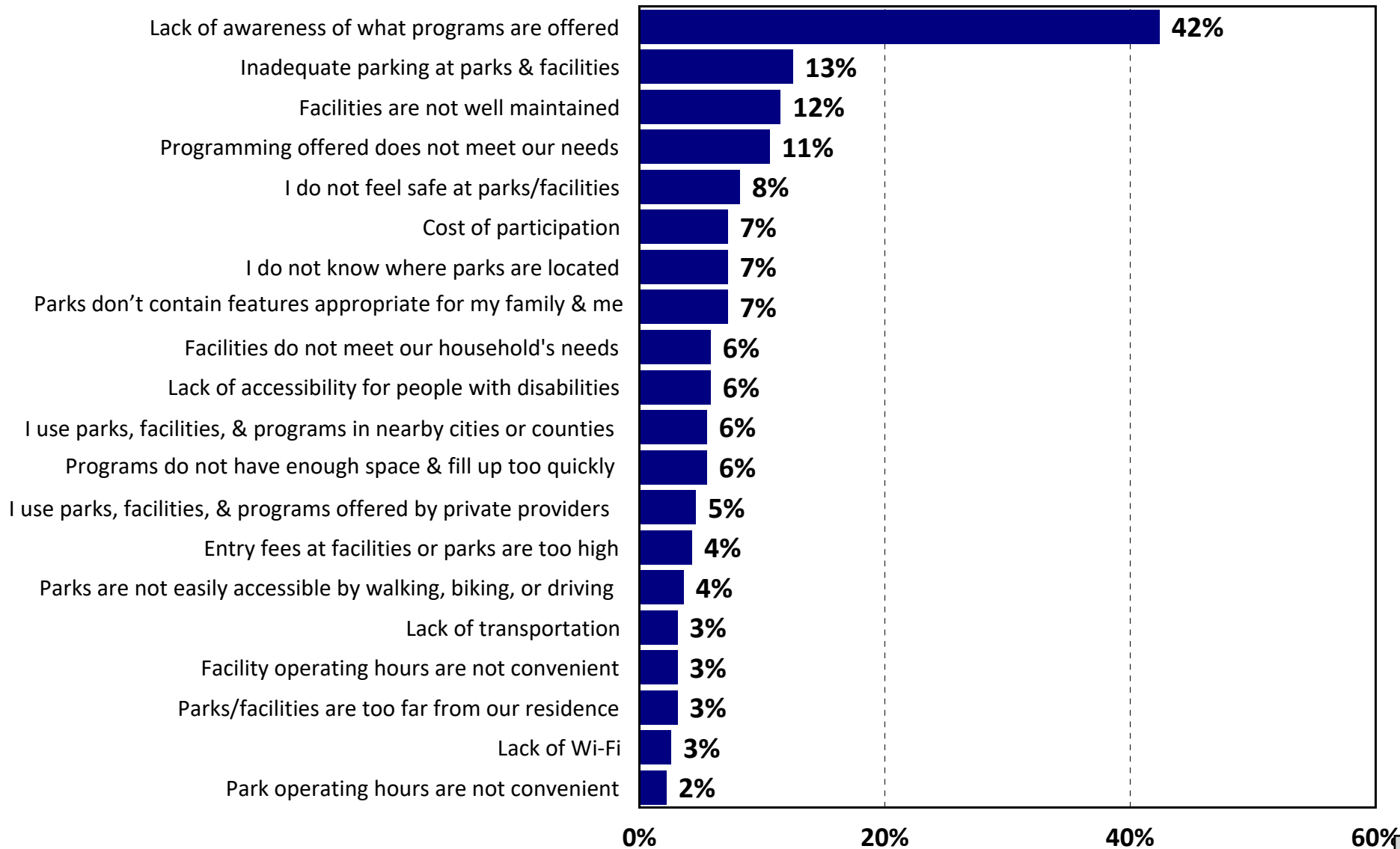
Q2a. How would you rate the overall quality of the City's Parks and Recreation Department programs and events?

based on the 35% of respondents who said "YES" to Q2



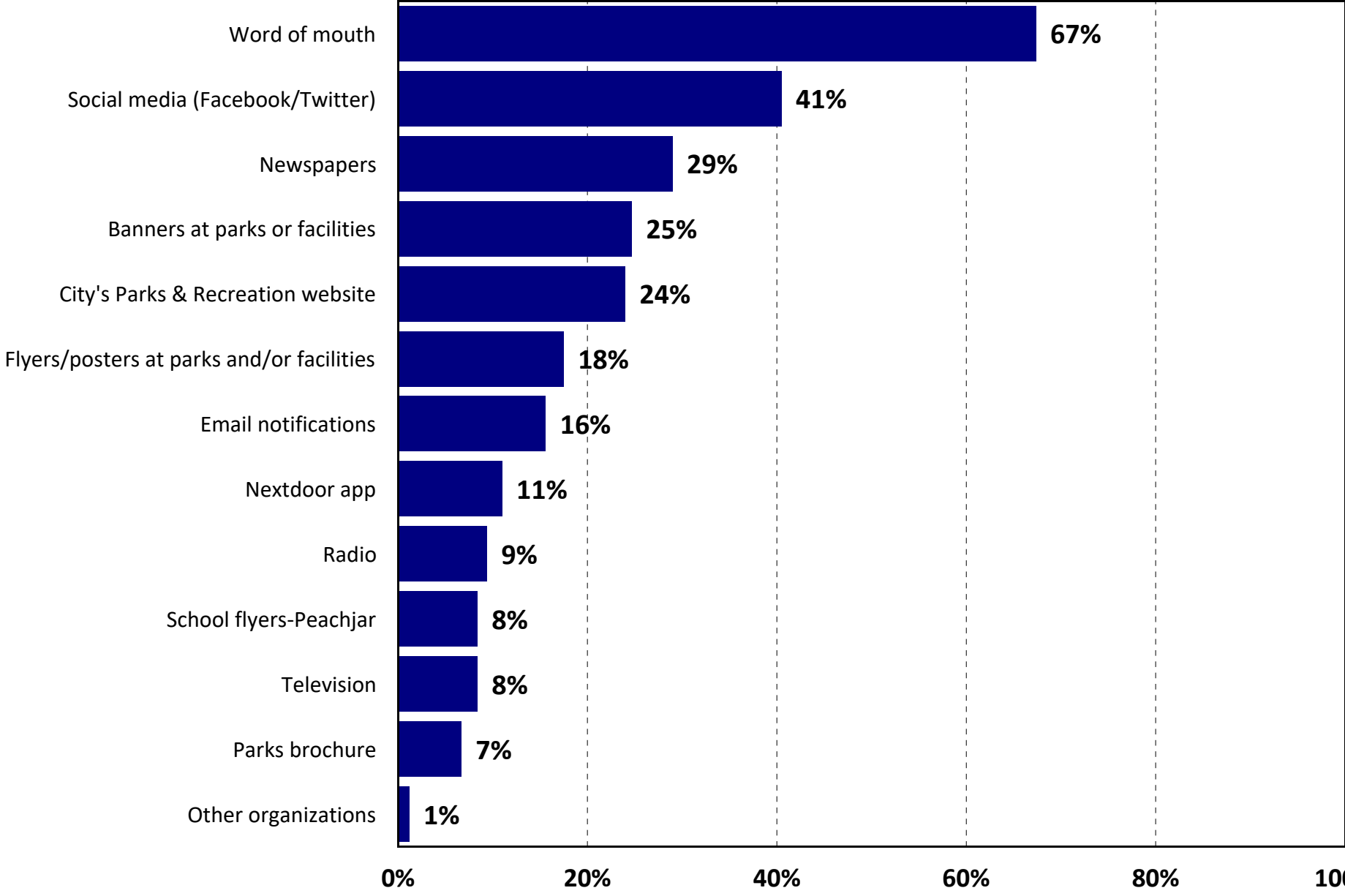
Q3. Which of the following reasons prevent you or other members of your household from using parks, facilities, or programs offered by the City of Norman Parks and Recreation Department?

by percentage of respondents (multiple selections could be made)



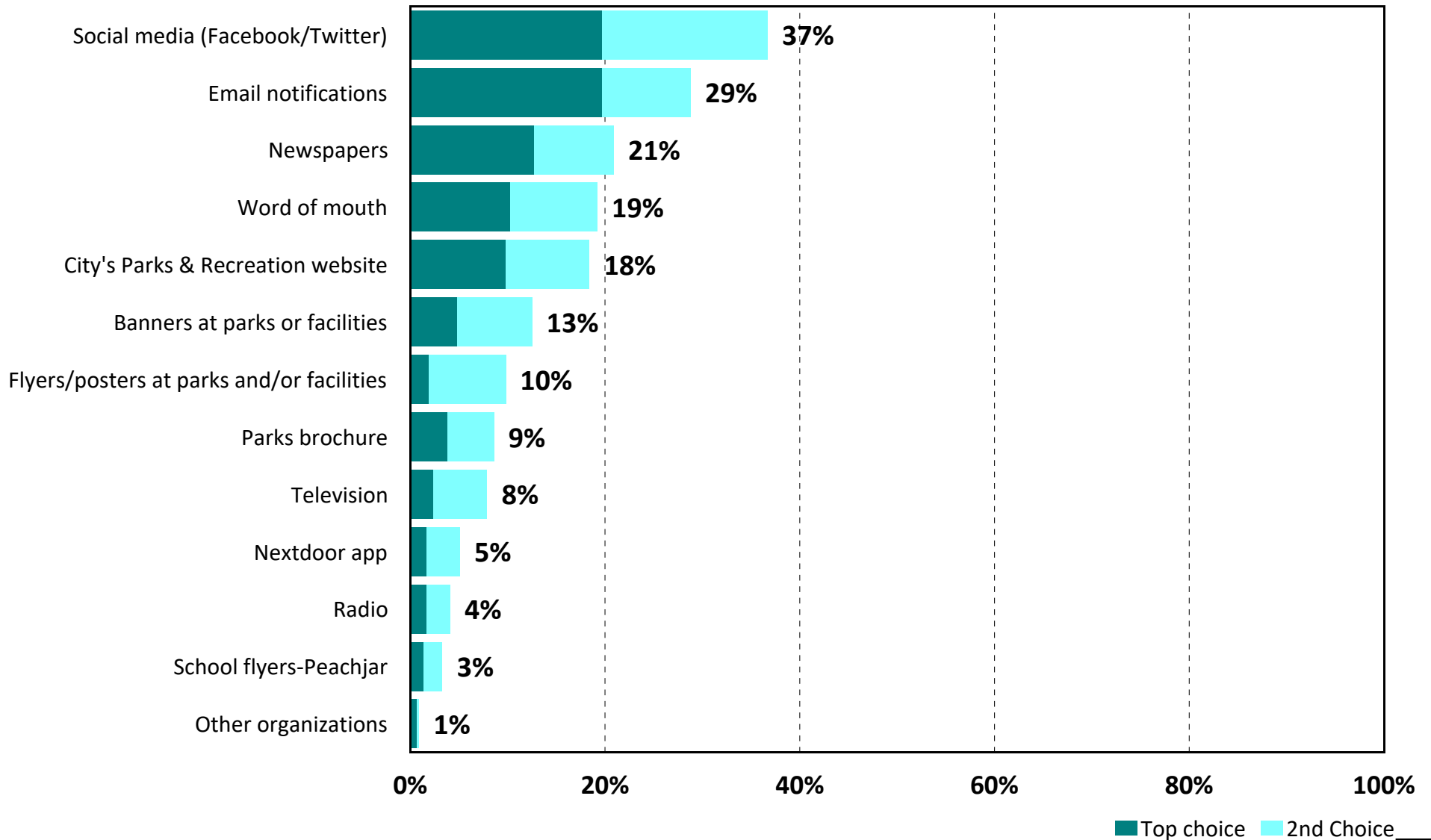
Q4. Please check all of the following ways you learn about City of Norman programs, activities, and events.

by percentage of respondents (multiple selections could be made)



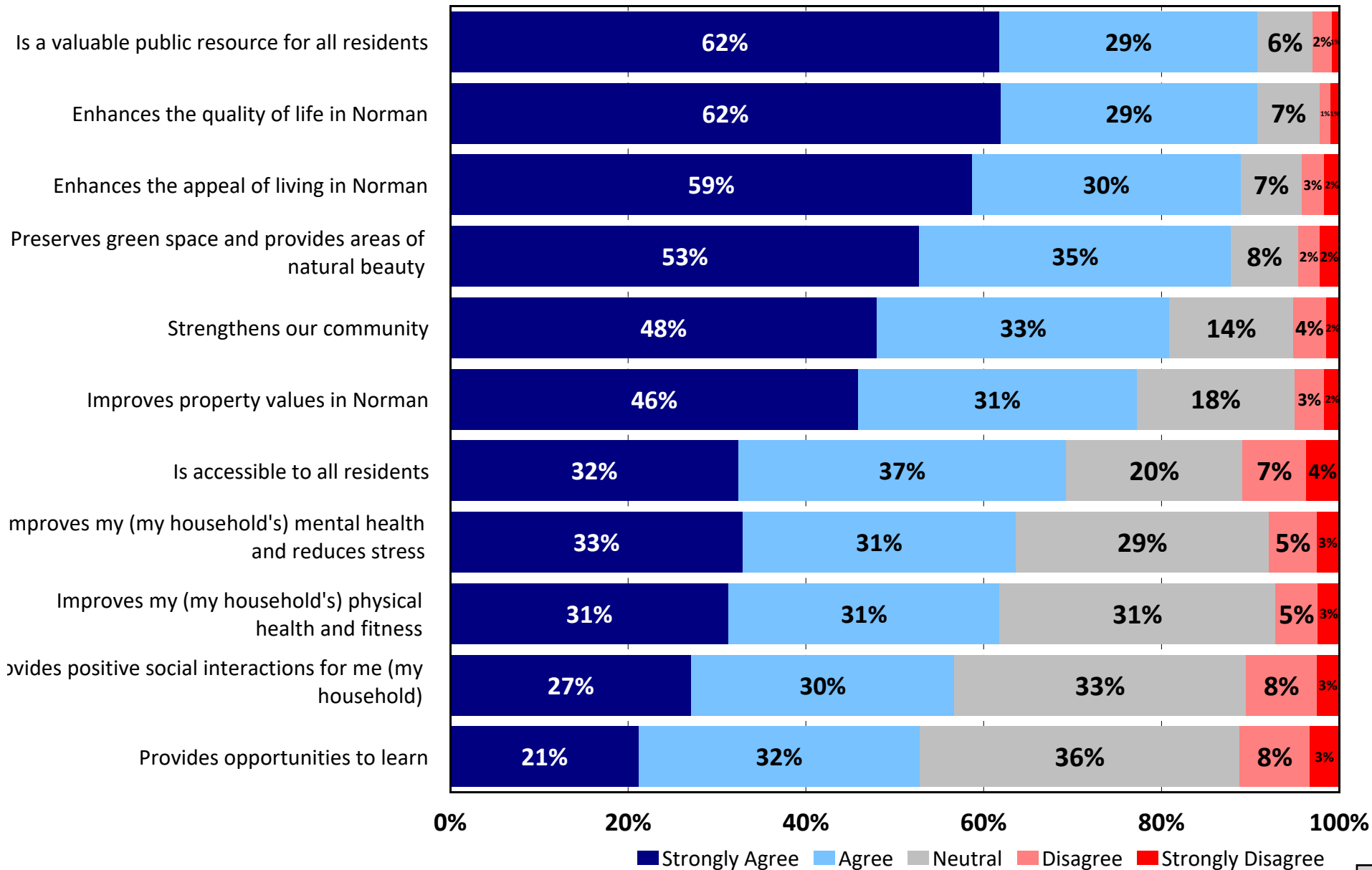
Q5. Most preferred information resources used to get information about City of Norman Parks and Recreation Department programs, activities, and events

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



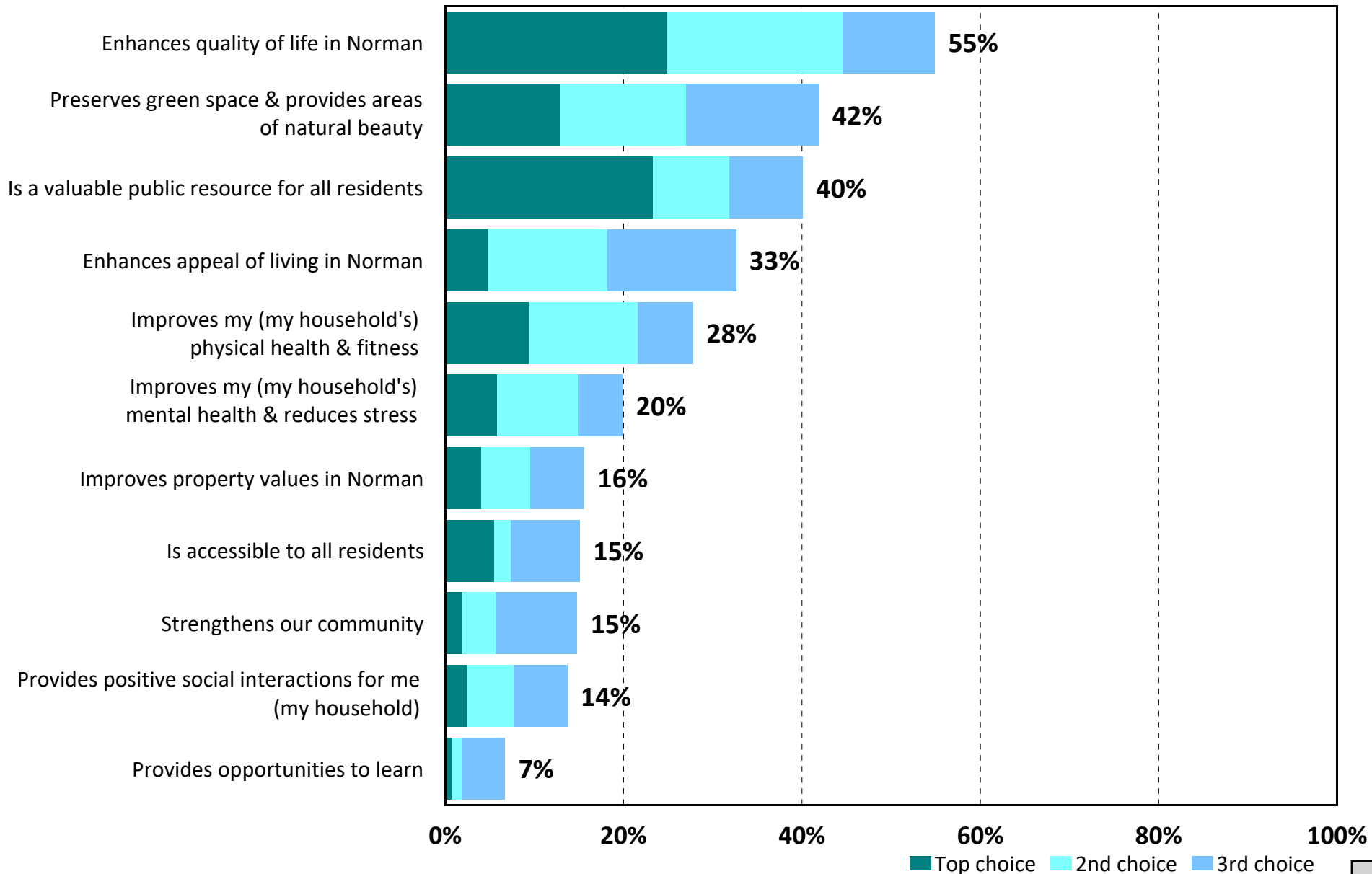
Q6. Level of agreement for various statements related to benefits of the Norman Parks and Recreation Department

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



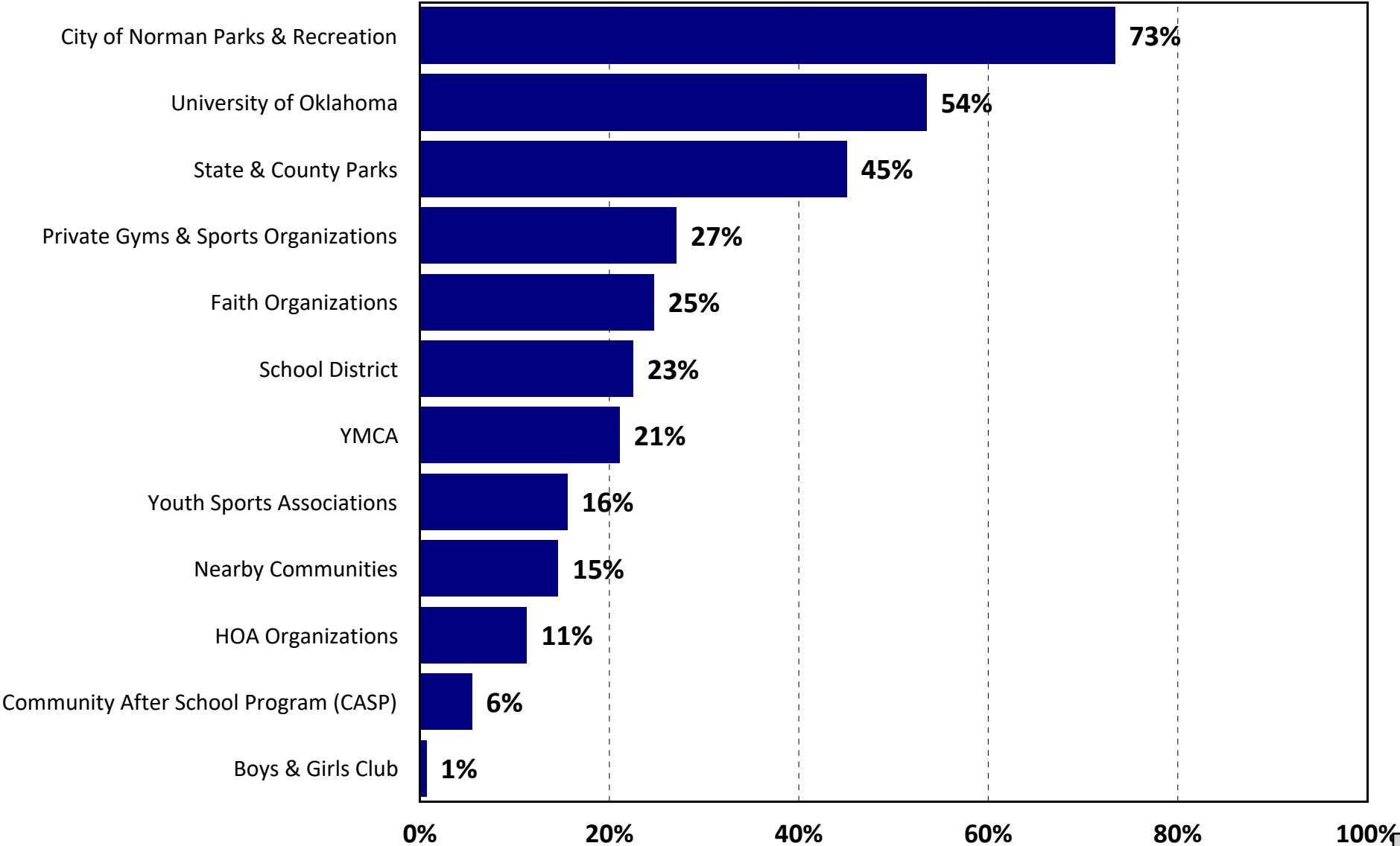
Q7. Which three benefits are most important to you and members of your household?

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



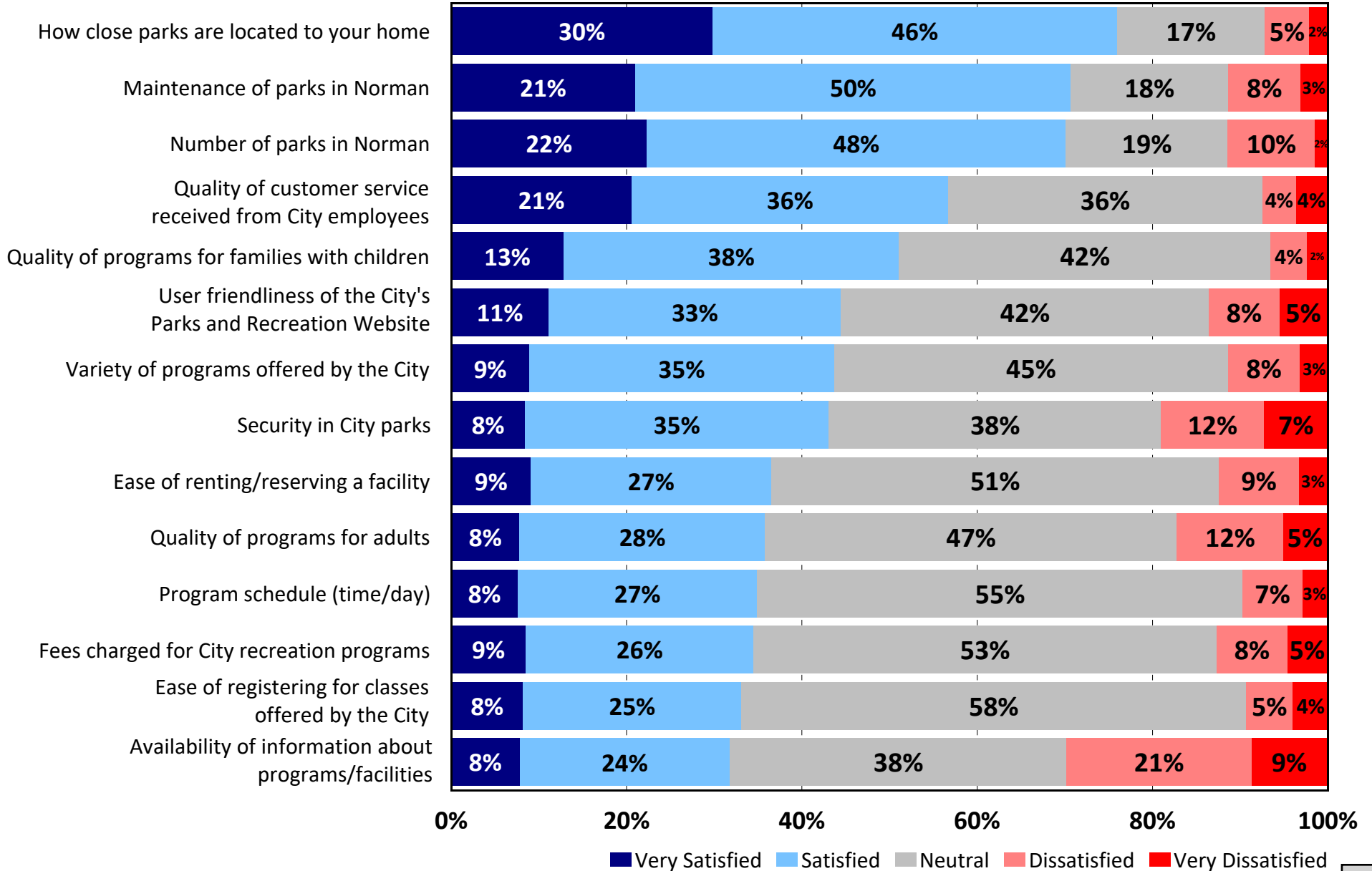
Q8. Please check all the organizations you or your household use to satisfy your needs for parks, recreation facilities, or recreation programs

by percentage of respondents (multiple selections could be made)



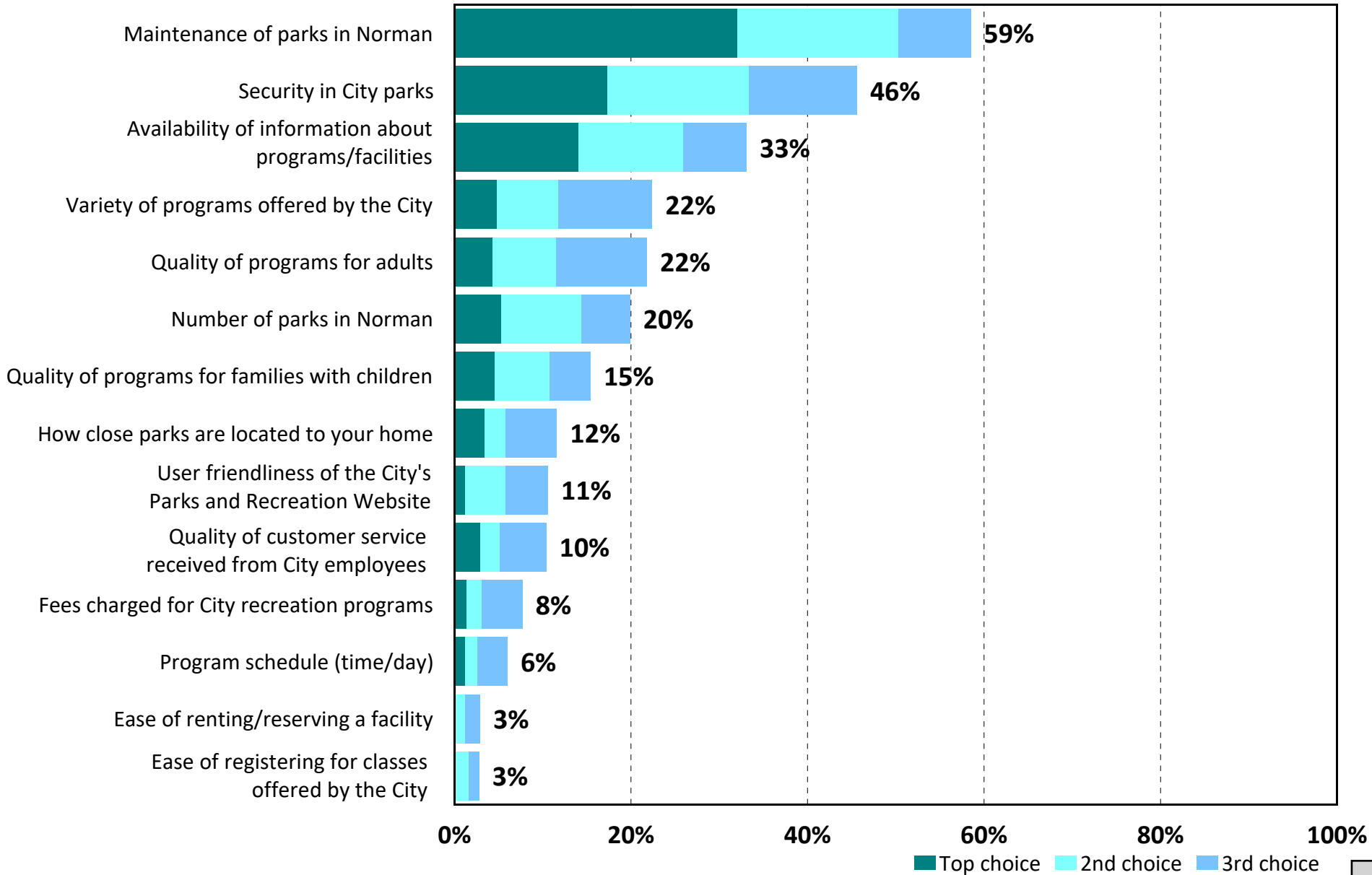
Q9. Satisfaction with parks and recreation services provided by the Norman Parks and Recreation Department

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



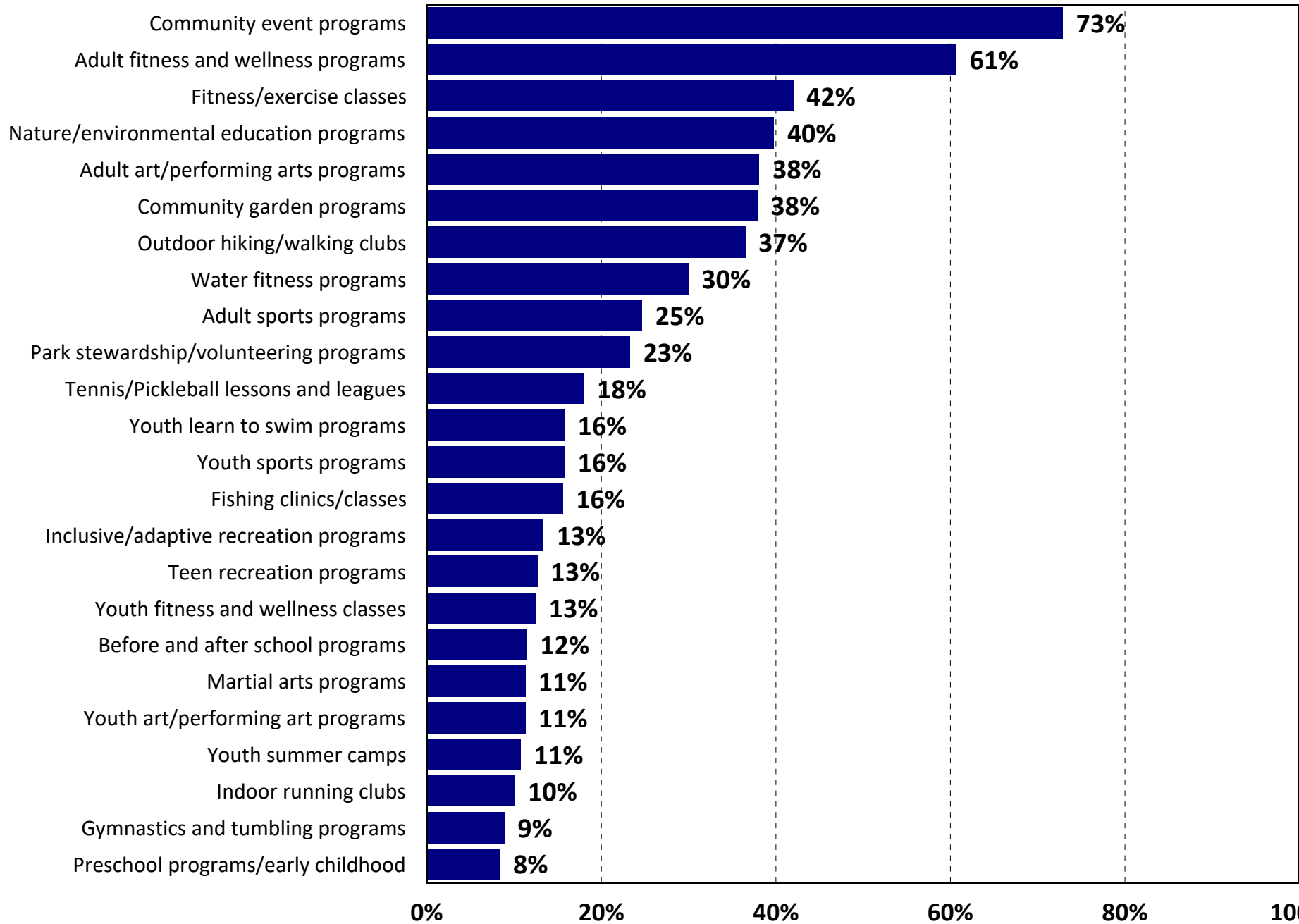
Q10. Which three items should receive the most emphasis over the next 5 years?

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



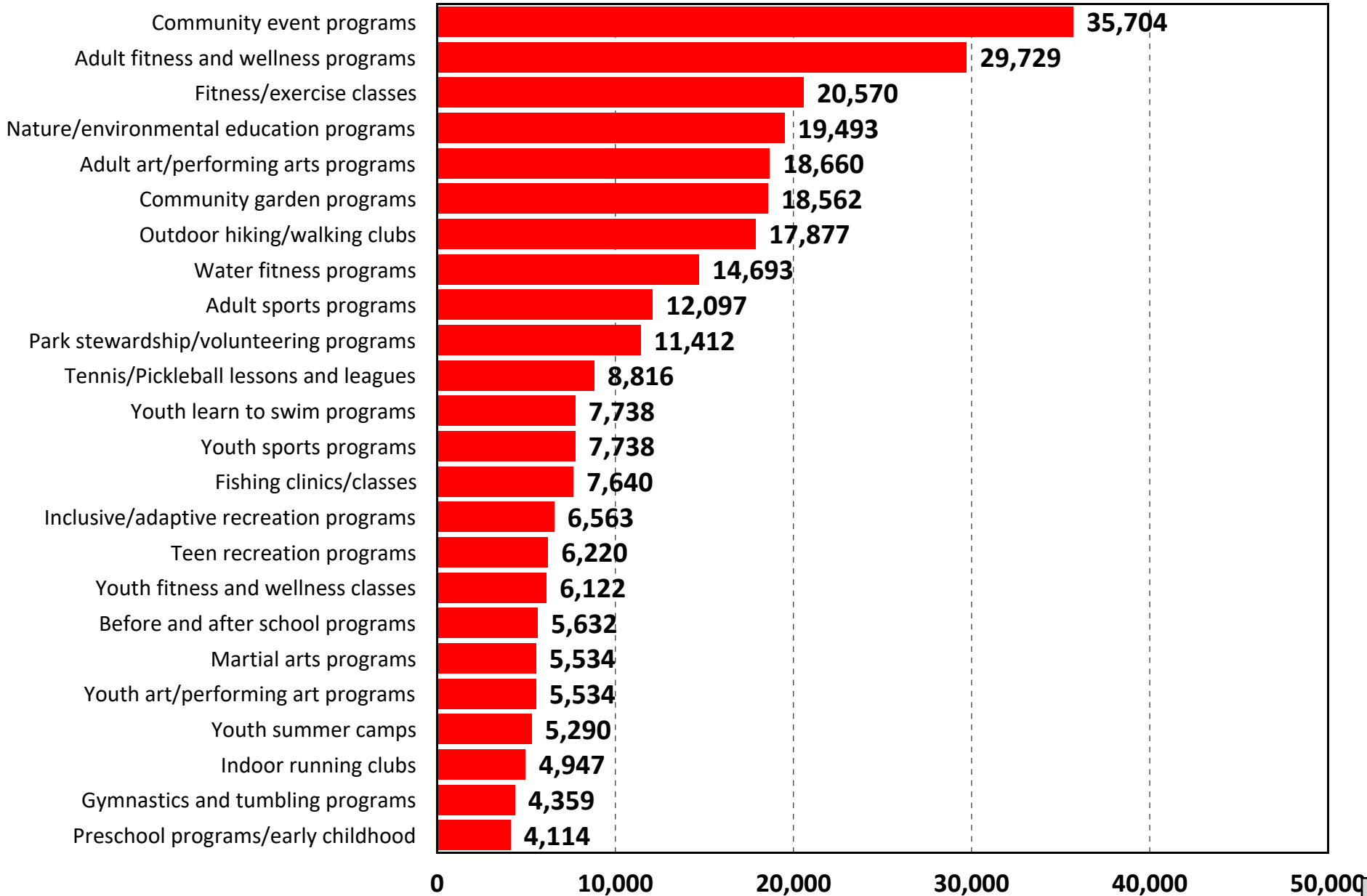
Q11. Respondents With Need for Recreation Programs

by percentage of respondents



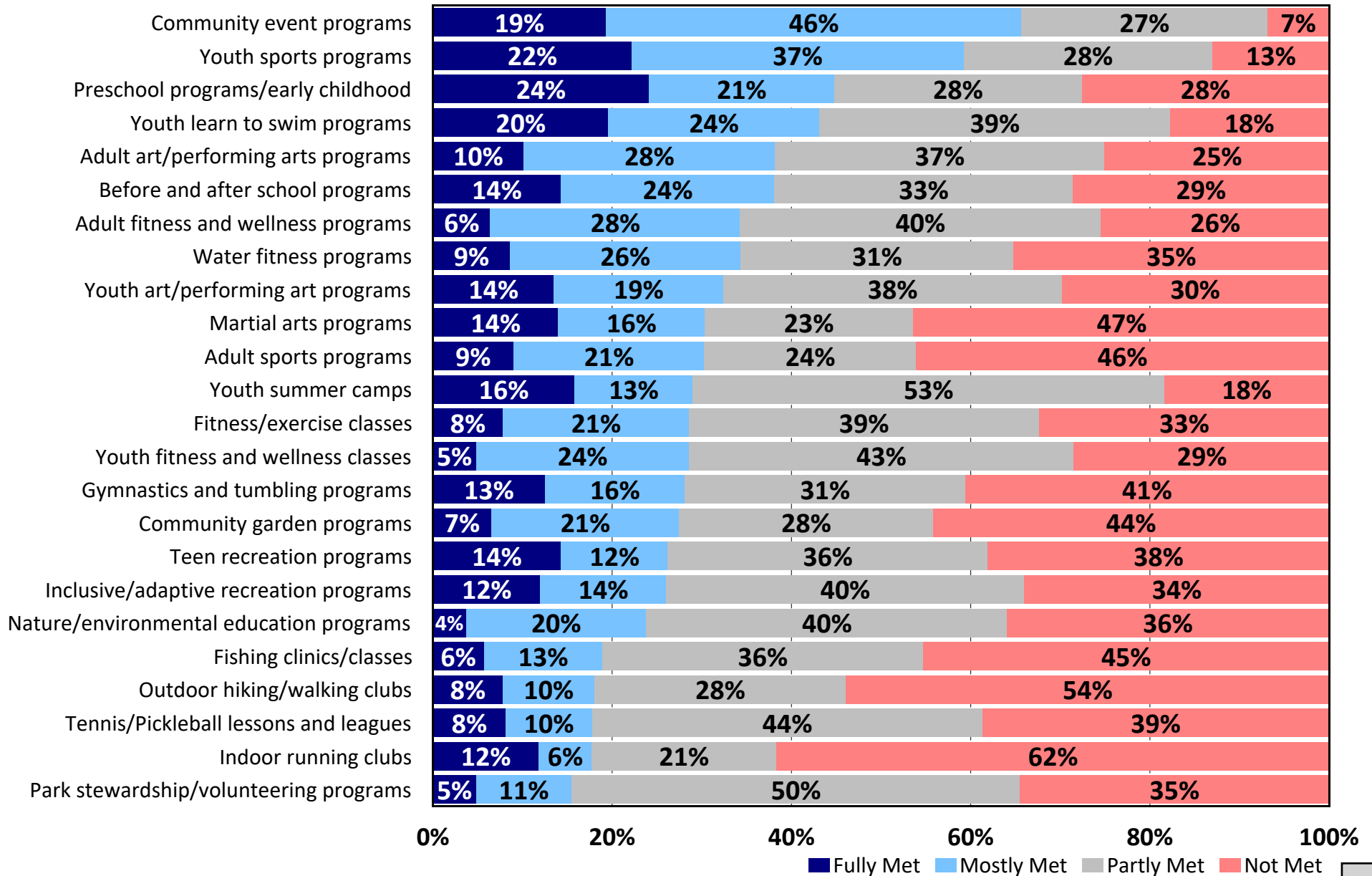
Q11. Estimated Number of Households in the City Who Have a Need for Recreation Programs

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



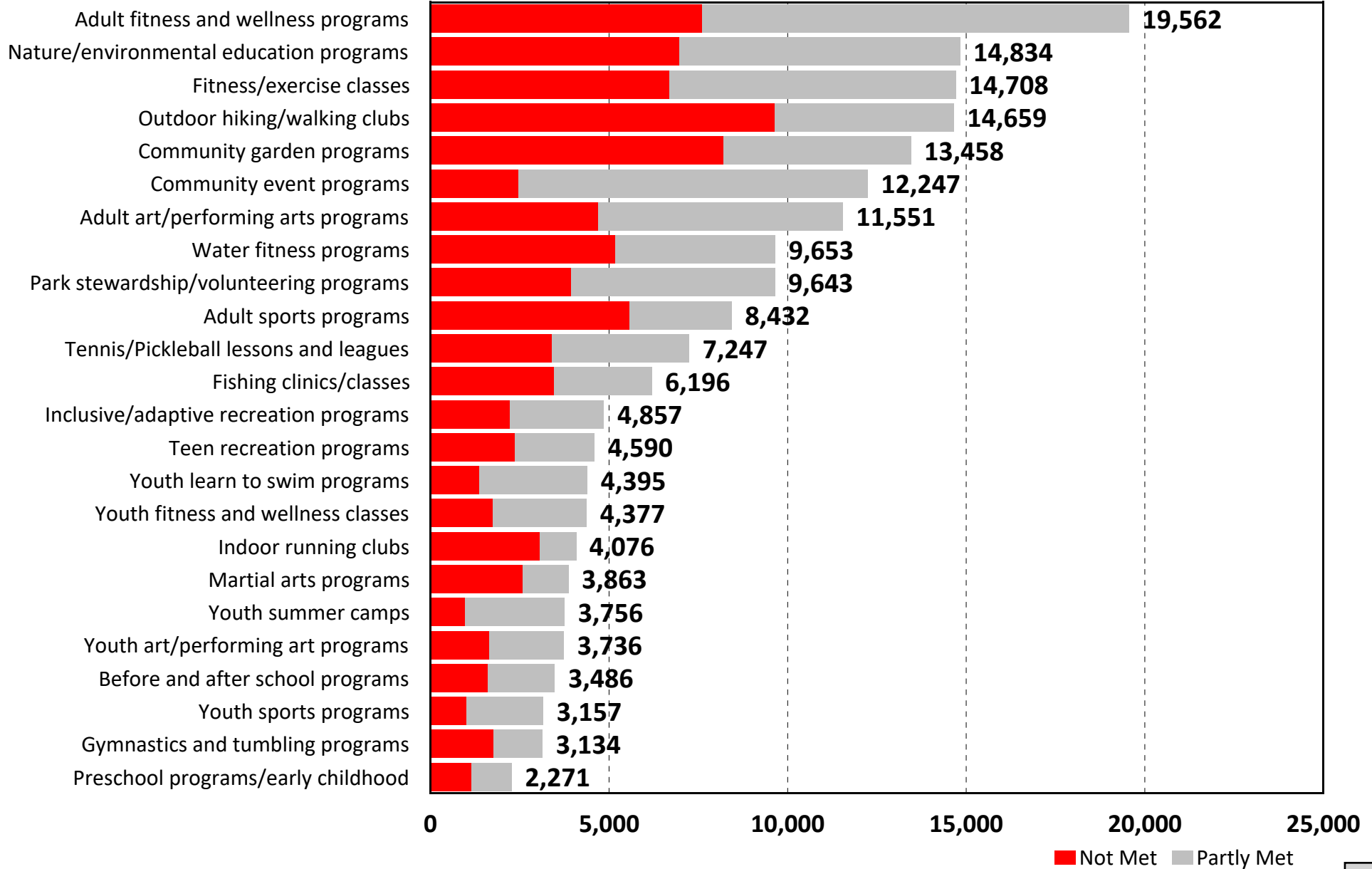
Q11. How Well Households' Needs For Recreation Programs Are Currently Being Met

by percentage of respondents who answered "Yes" to Q11



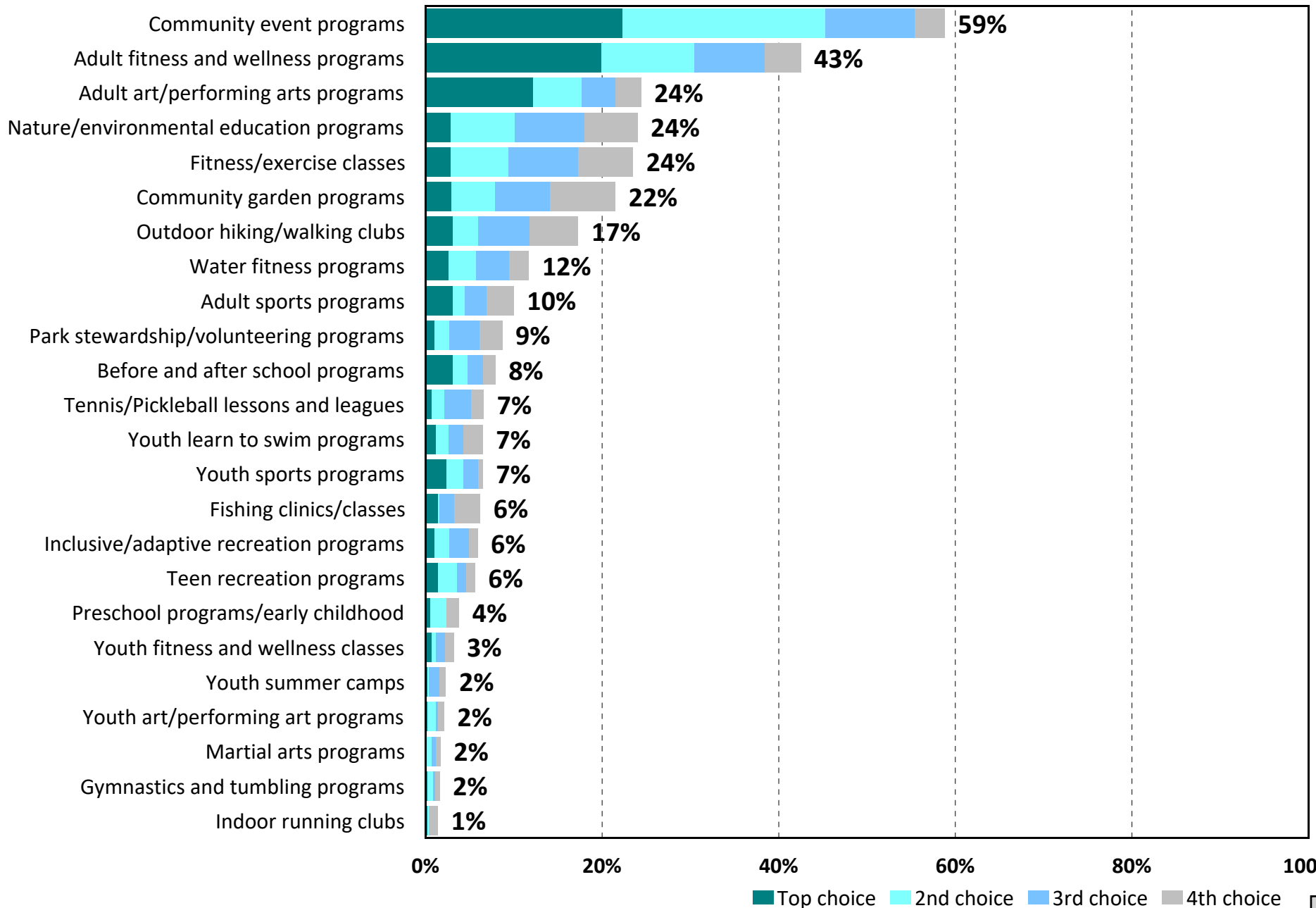
Q11. Estimated Number of Households in the City Whose Recreation Programs Needs are Partly or Not Met

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



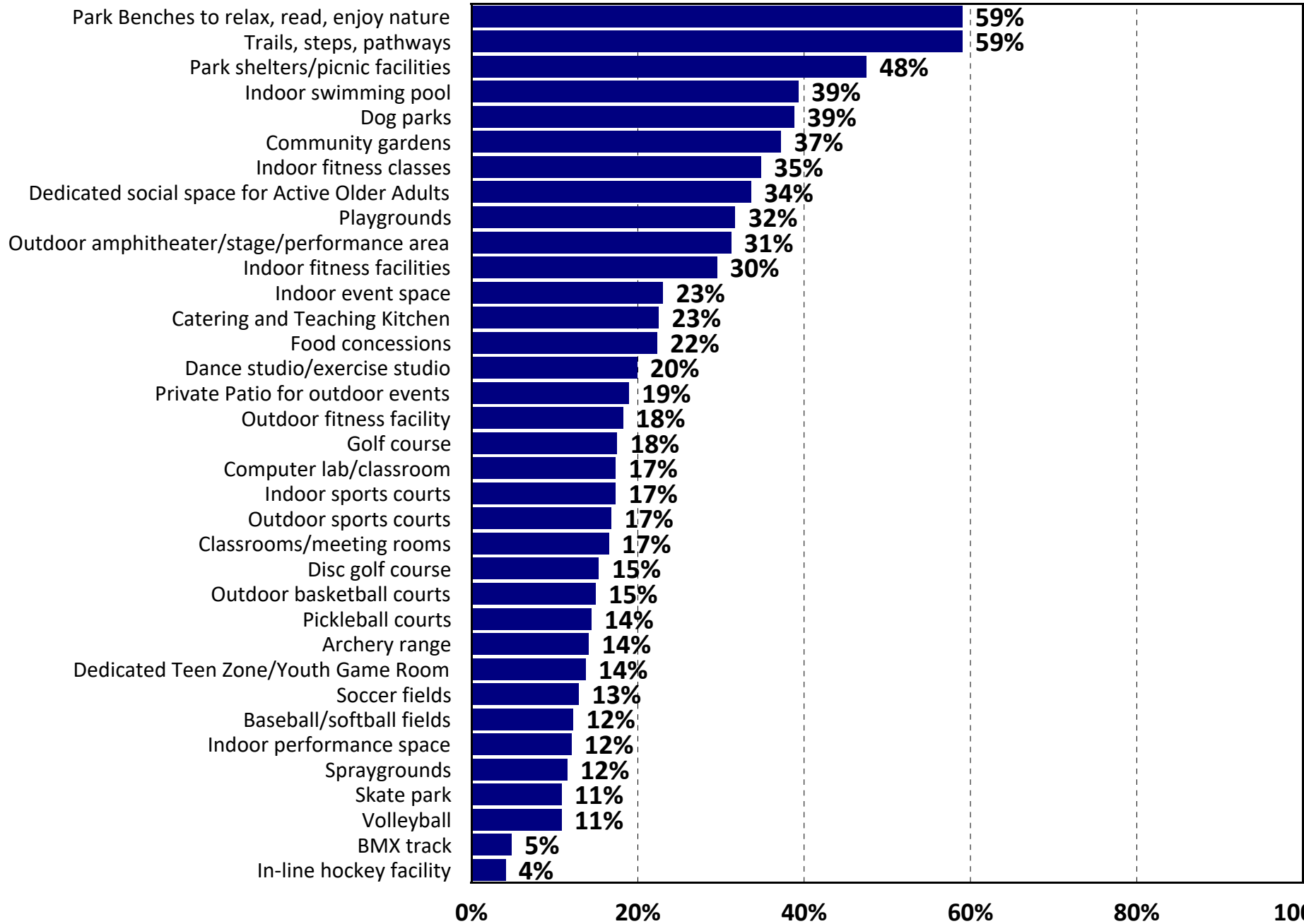
Q12. Most Important Recreation Programs to Households

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



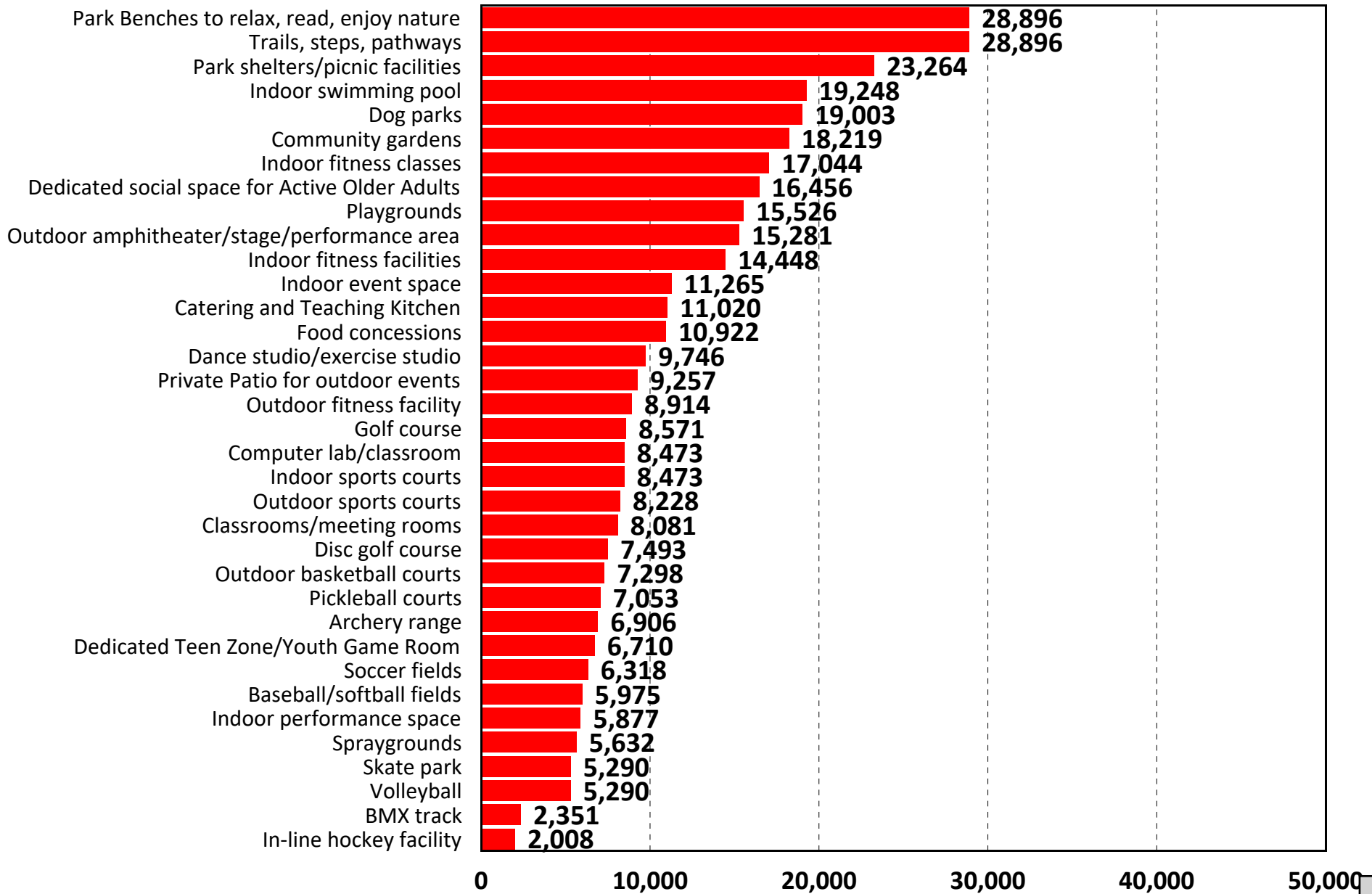
Q13. Respondents With Need for Recreation Facilities/Amenities

by percentage of respondents



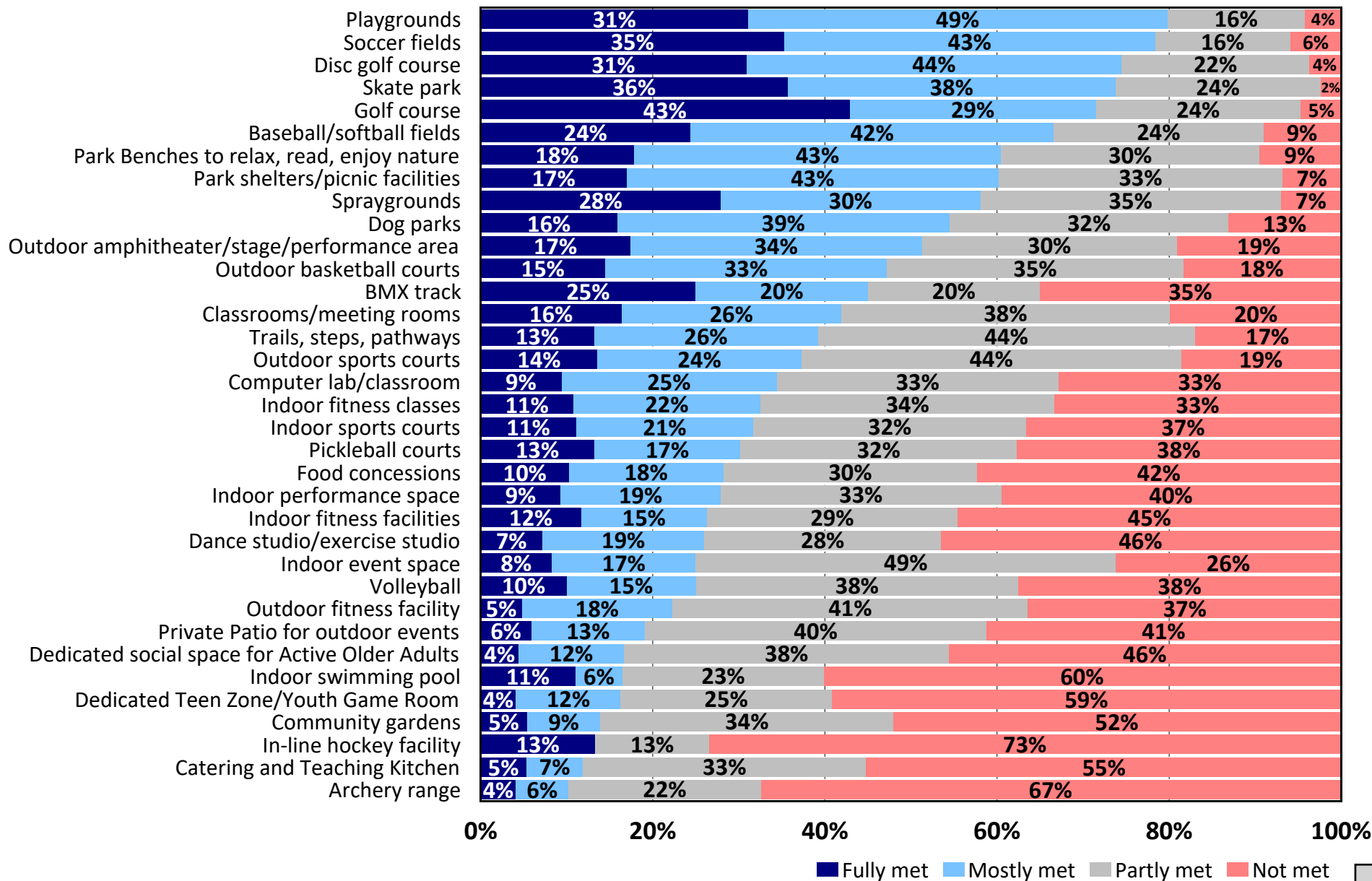
Q13. Estimated Number of Households in the City Who Have a Need for Recreation Facilities/Amenities

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



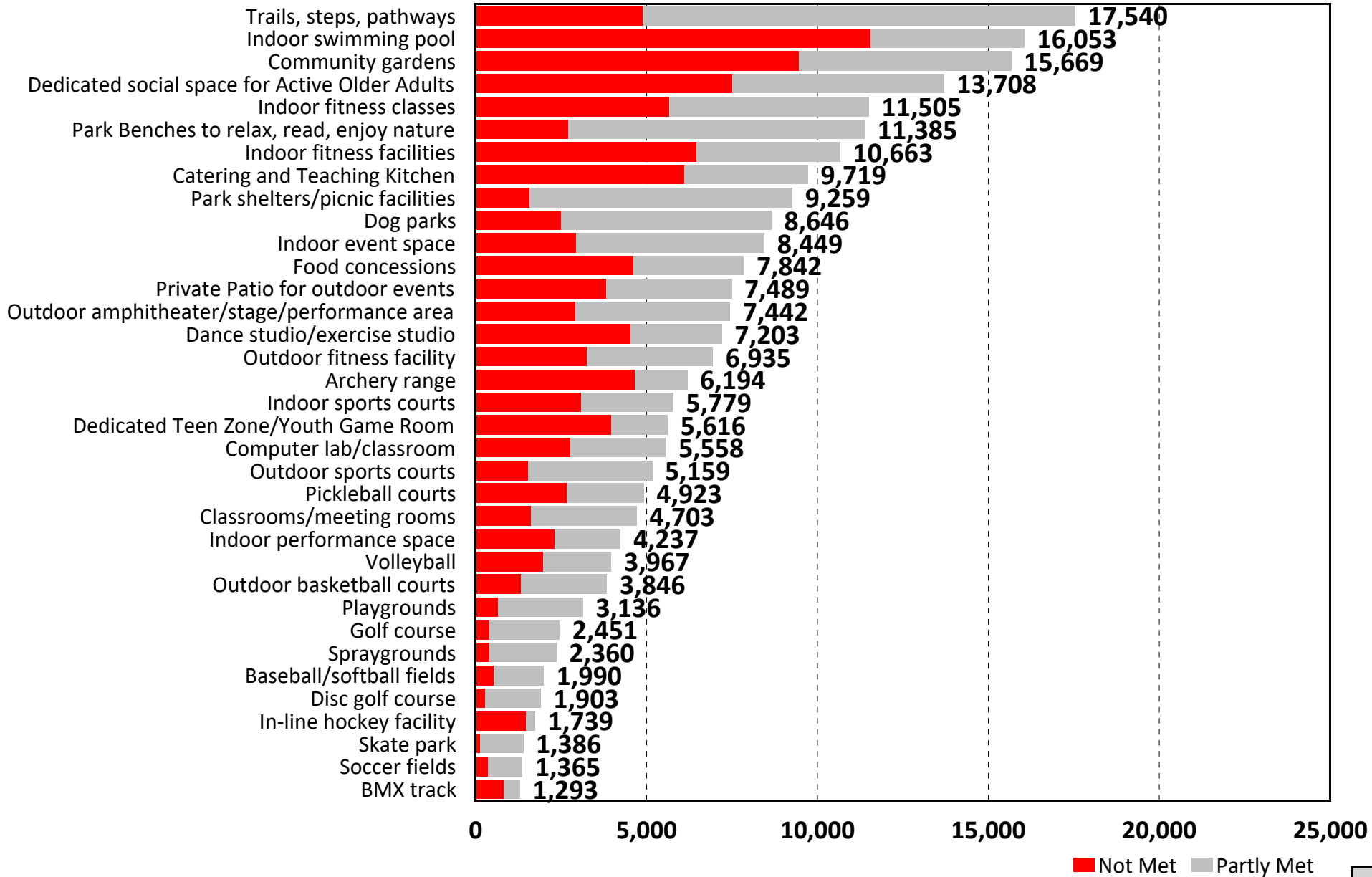
Q13. How Well Households' Needs For Recreation Facilities/Amenities Are Currently Being Met

by percentage of respondents who answered "Yes" to Q13



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

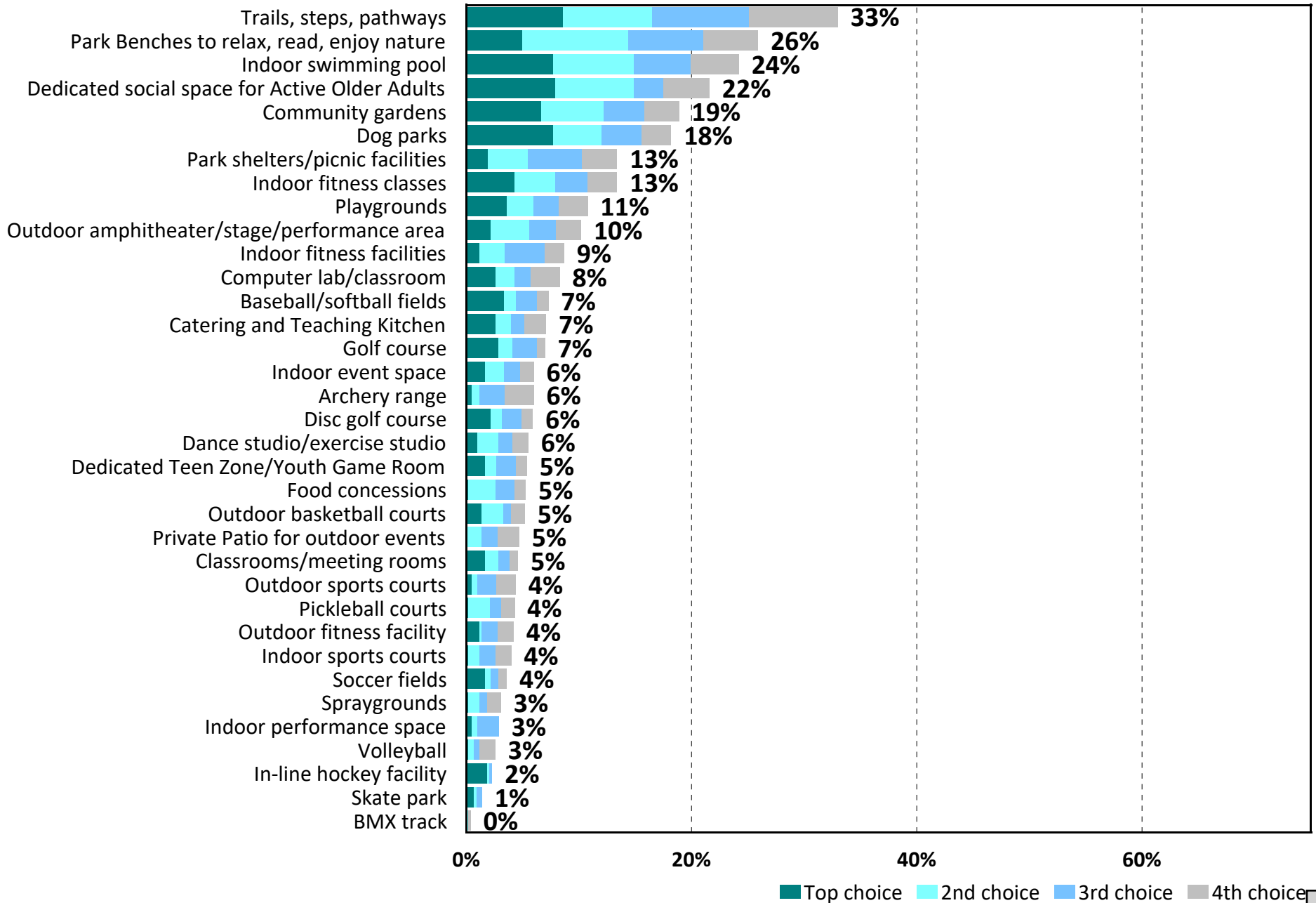
by number of households based on an estimated 48,977 households in Norman



Not Met Partly Met

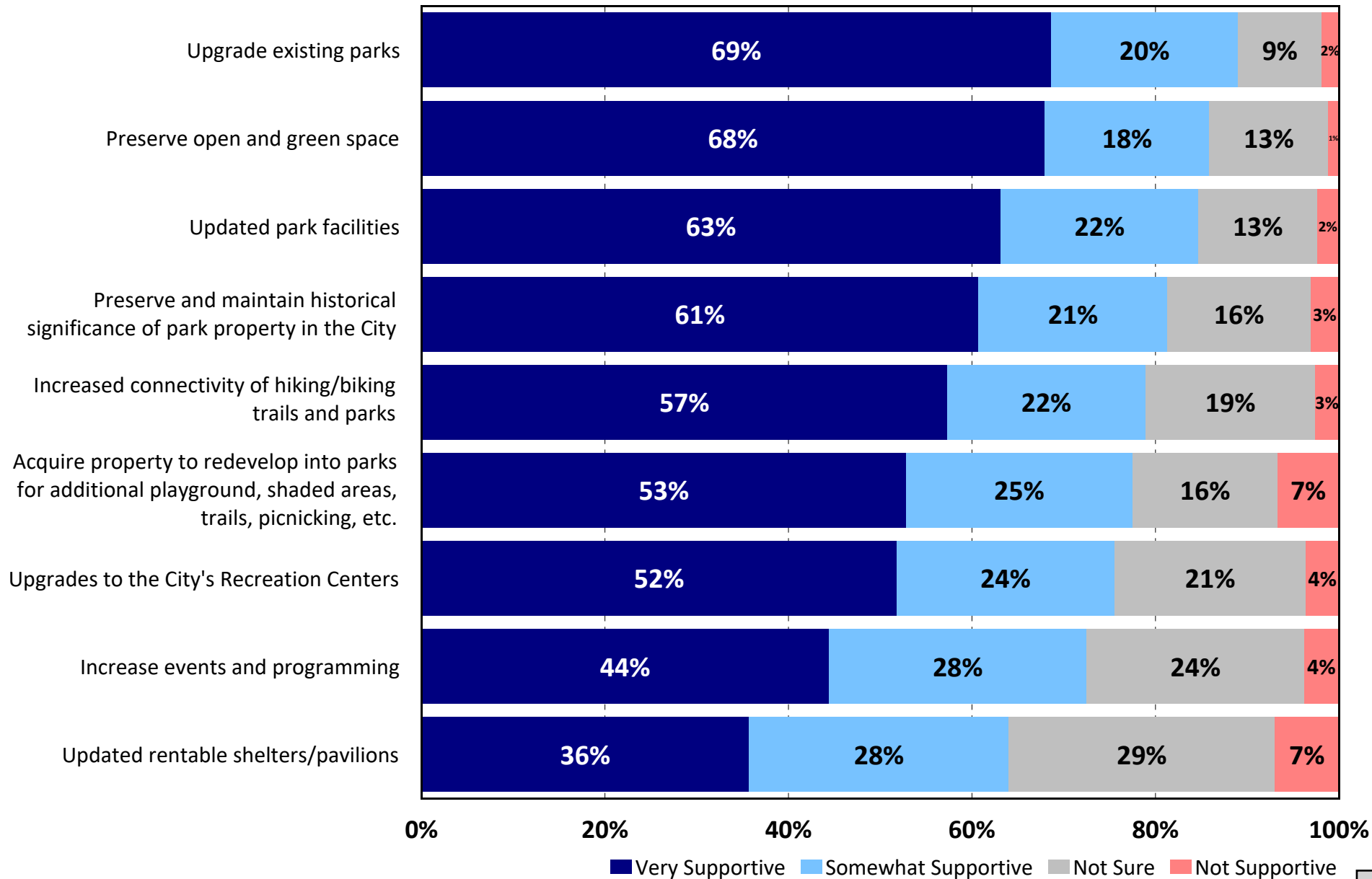
Q14. Most Important Recreation Facilities/Amenities to Households

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



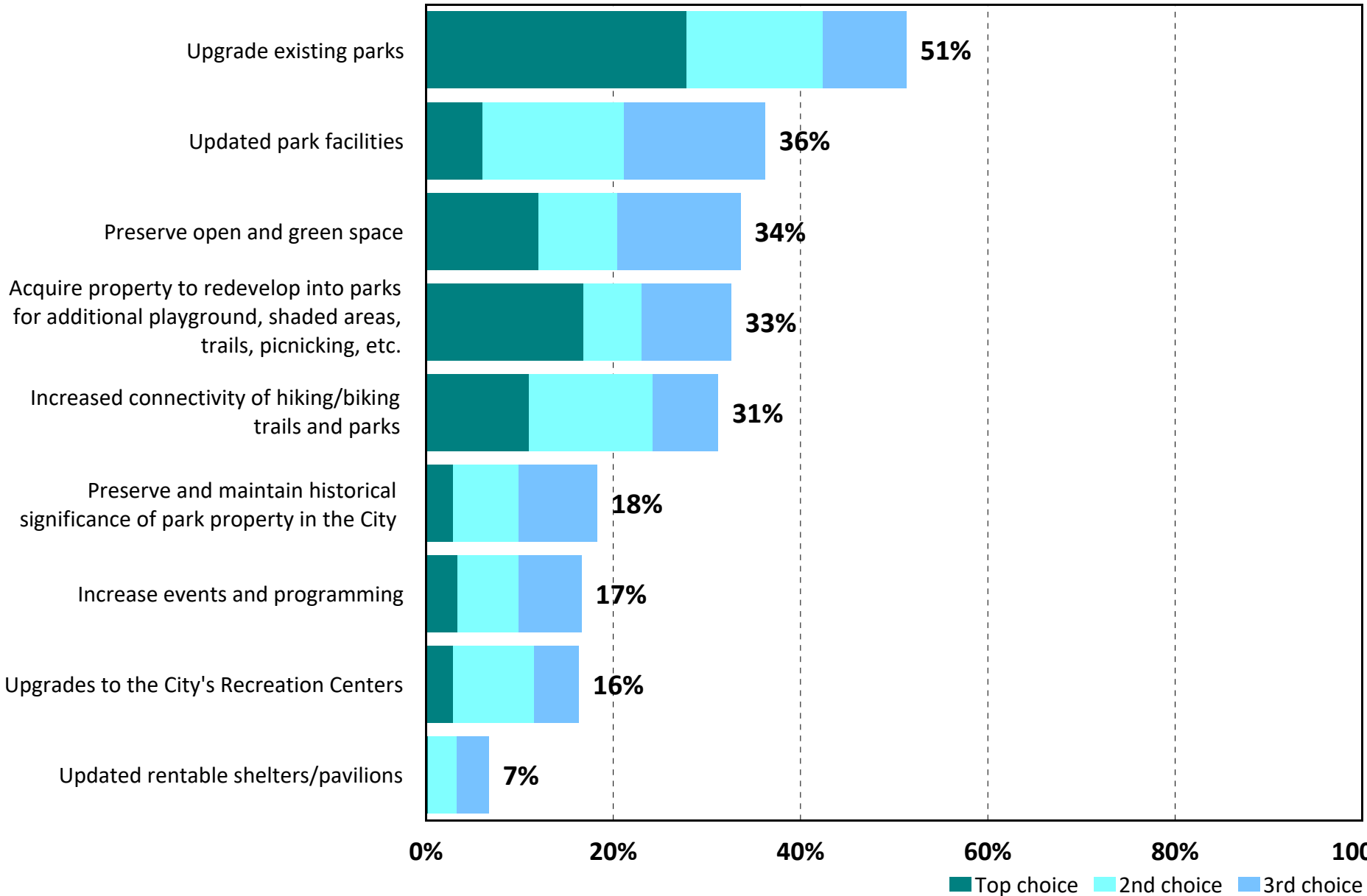
Q15. Level of support for the City of Norman taking the following actions

by percentage of respondents



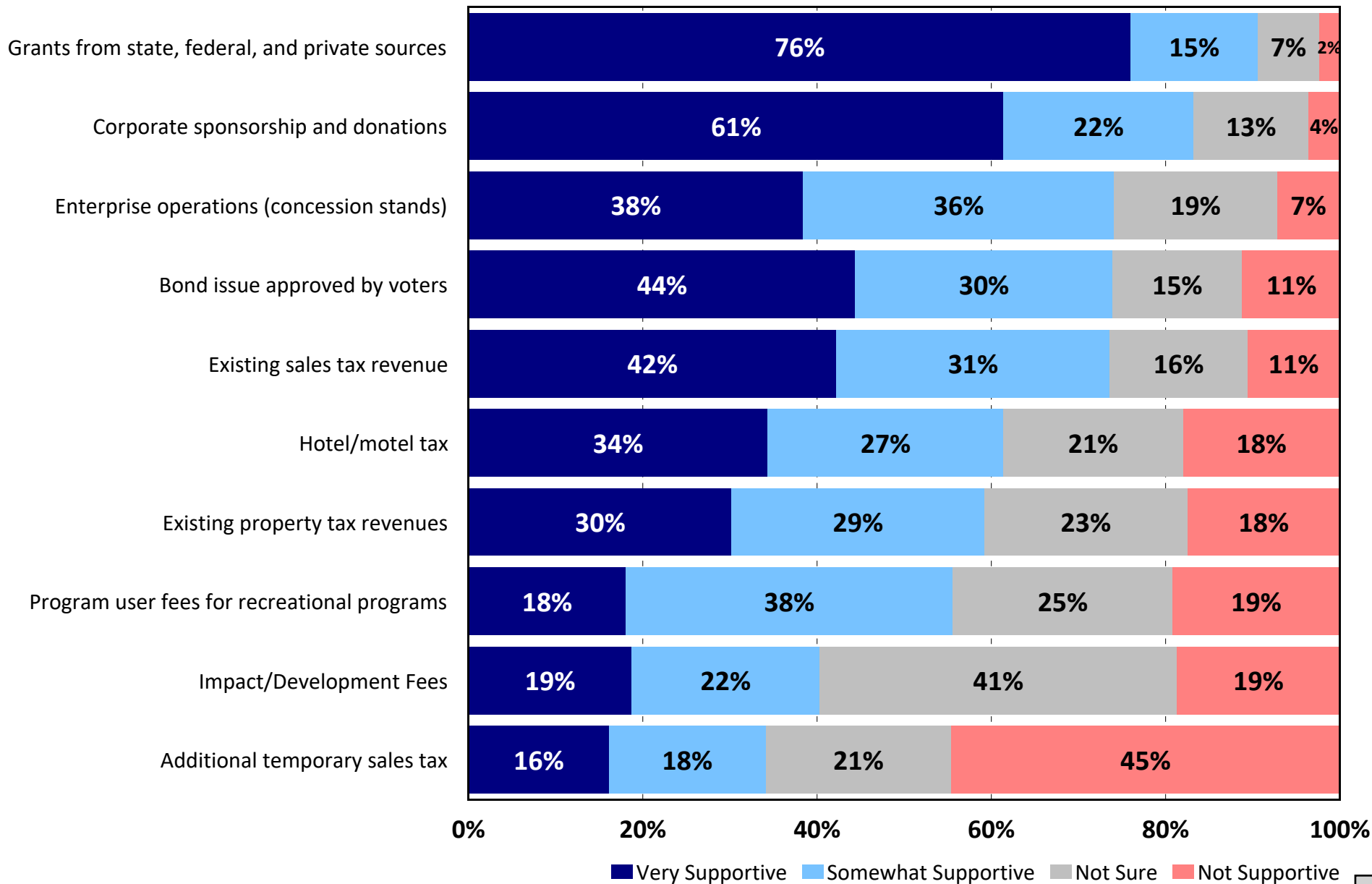
Q16. Which three items are most important to your household for the City to maintain and/or develop?

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



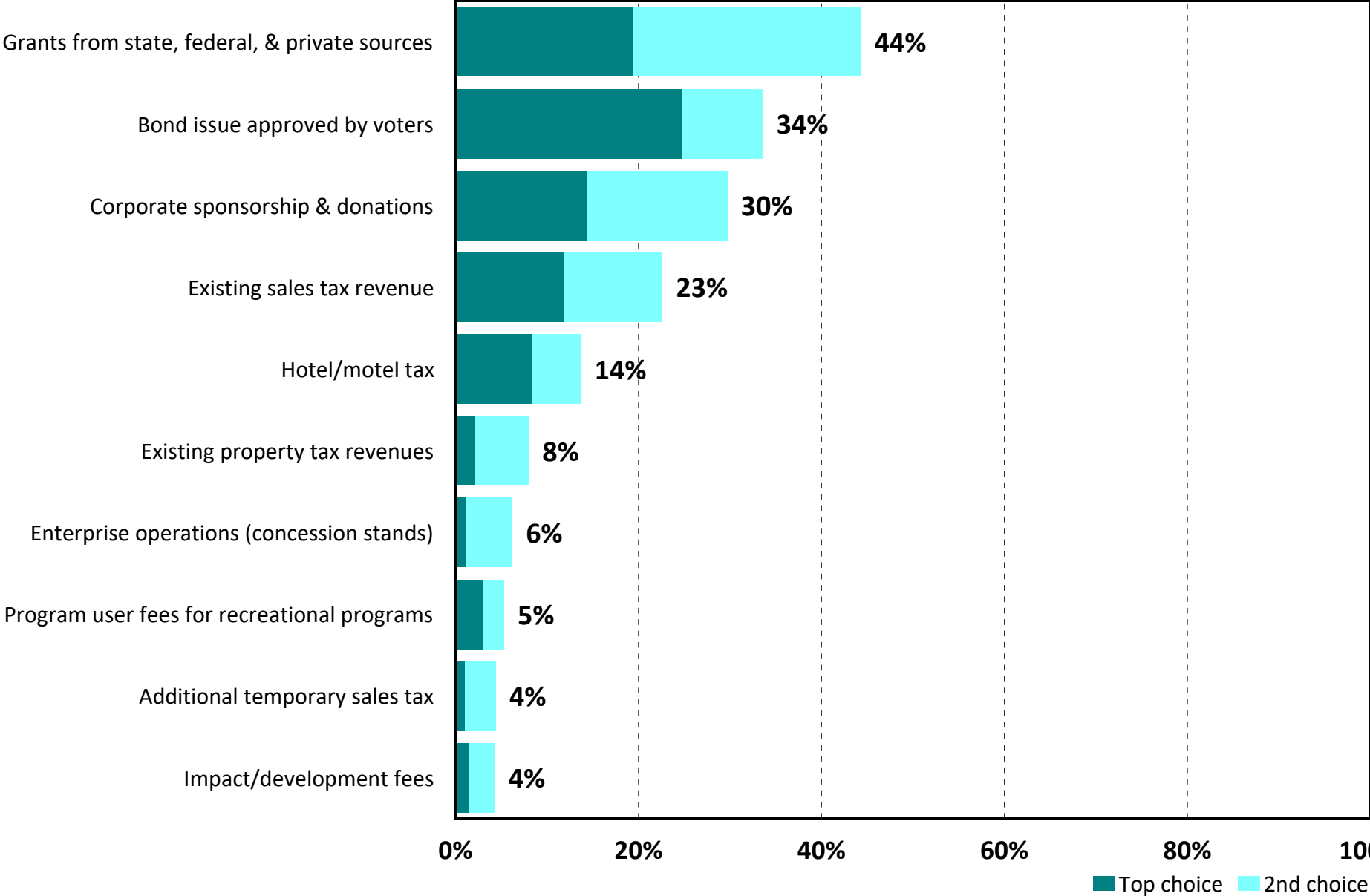
Q17. Level of support for potential funding mechanisms used to pay for actions in Question 15

by percentage of respondents



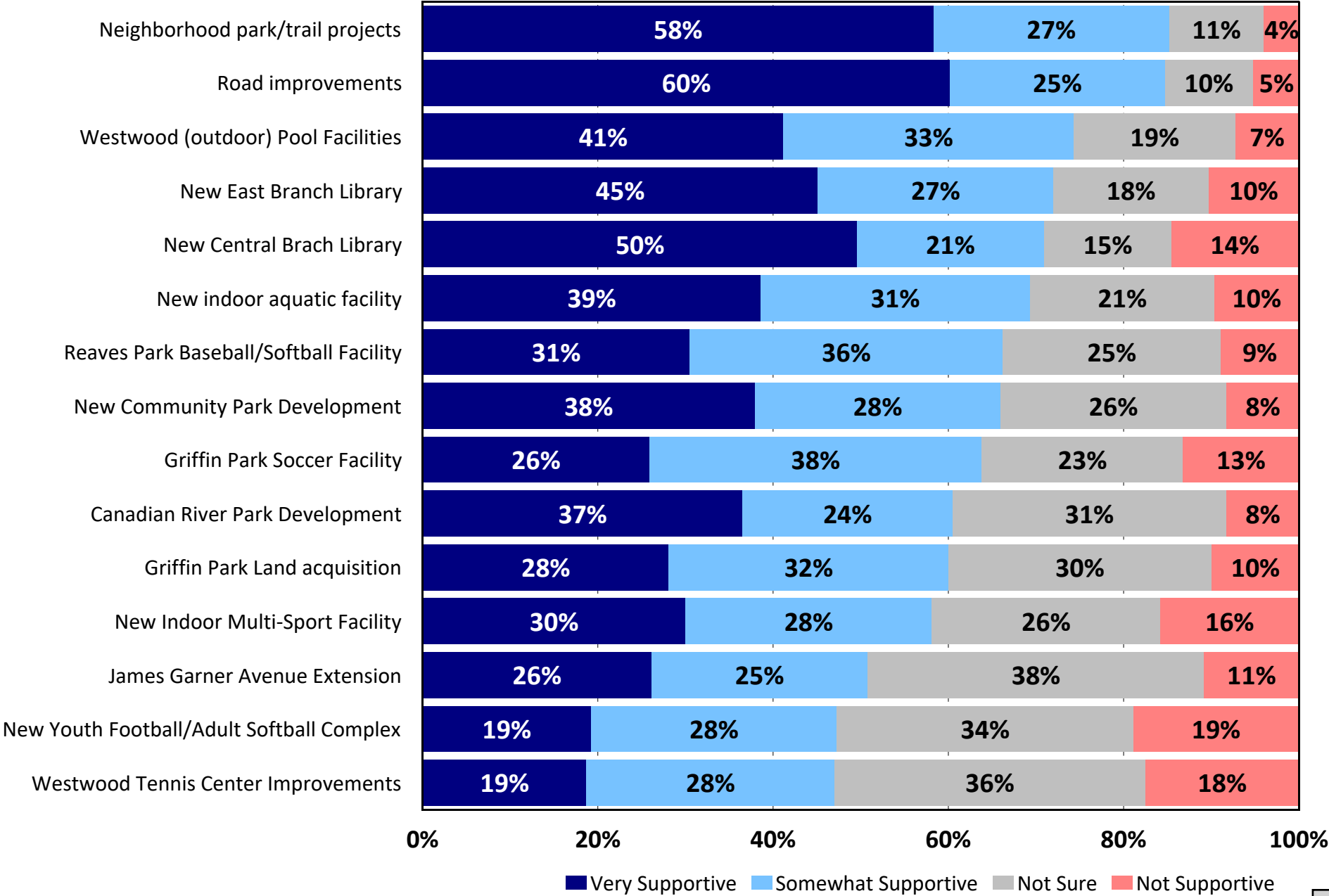
Q18. Which two funding sources would you be most willing to support?

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



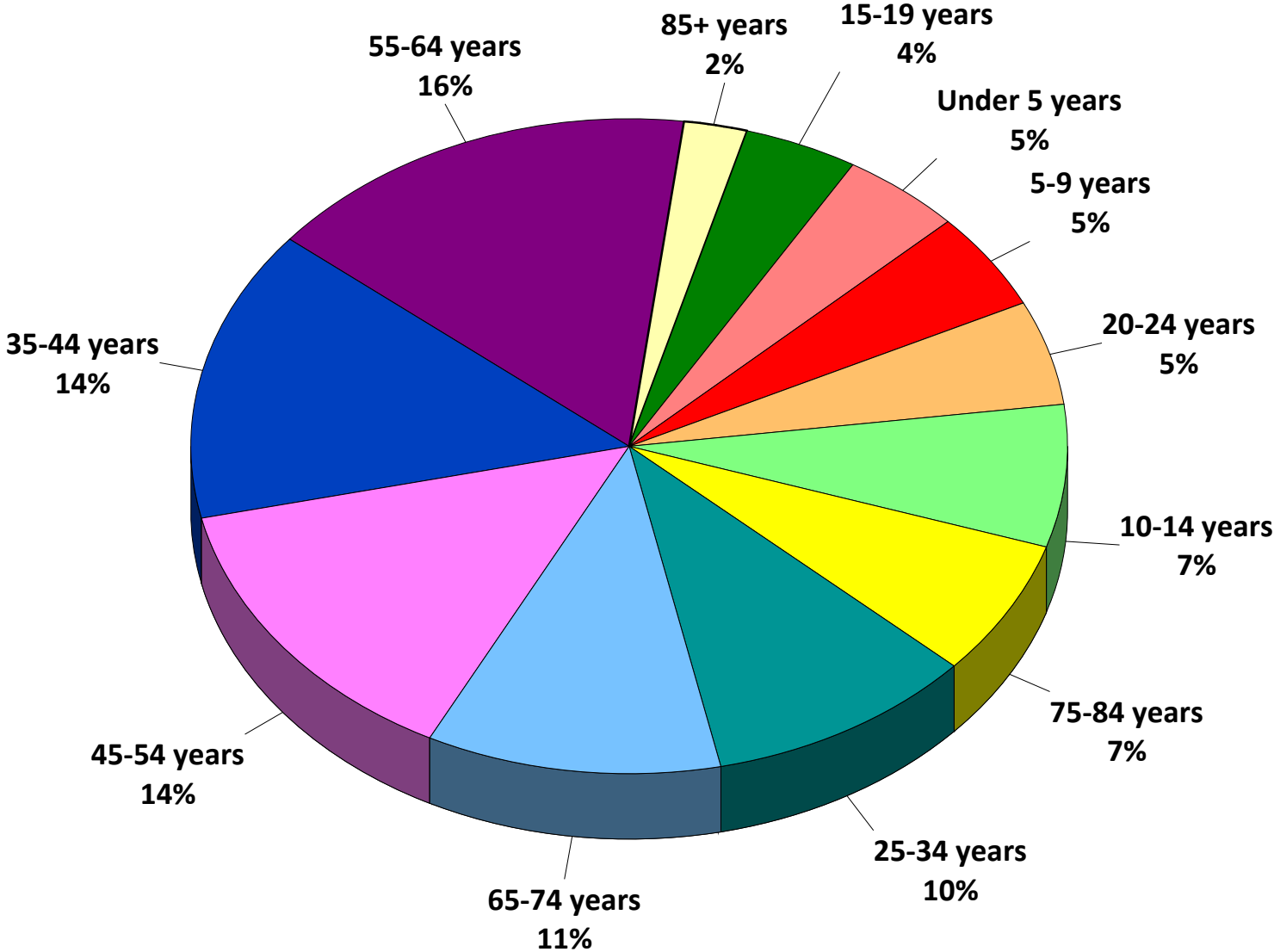
Q19. Level of support for various capital projects

by percentage of respondents



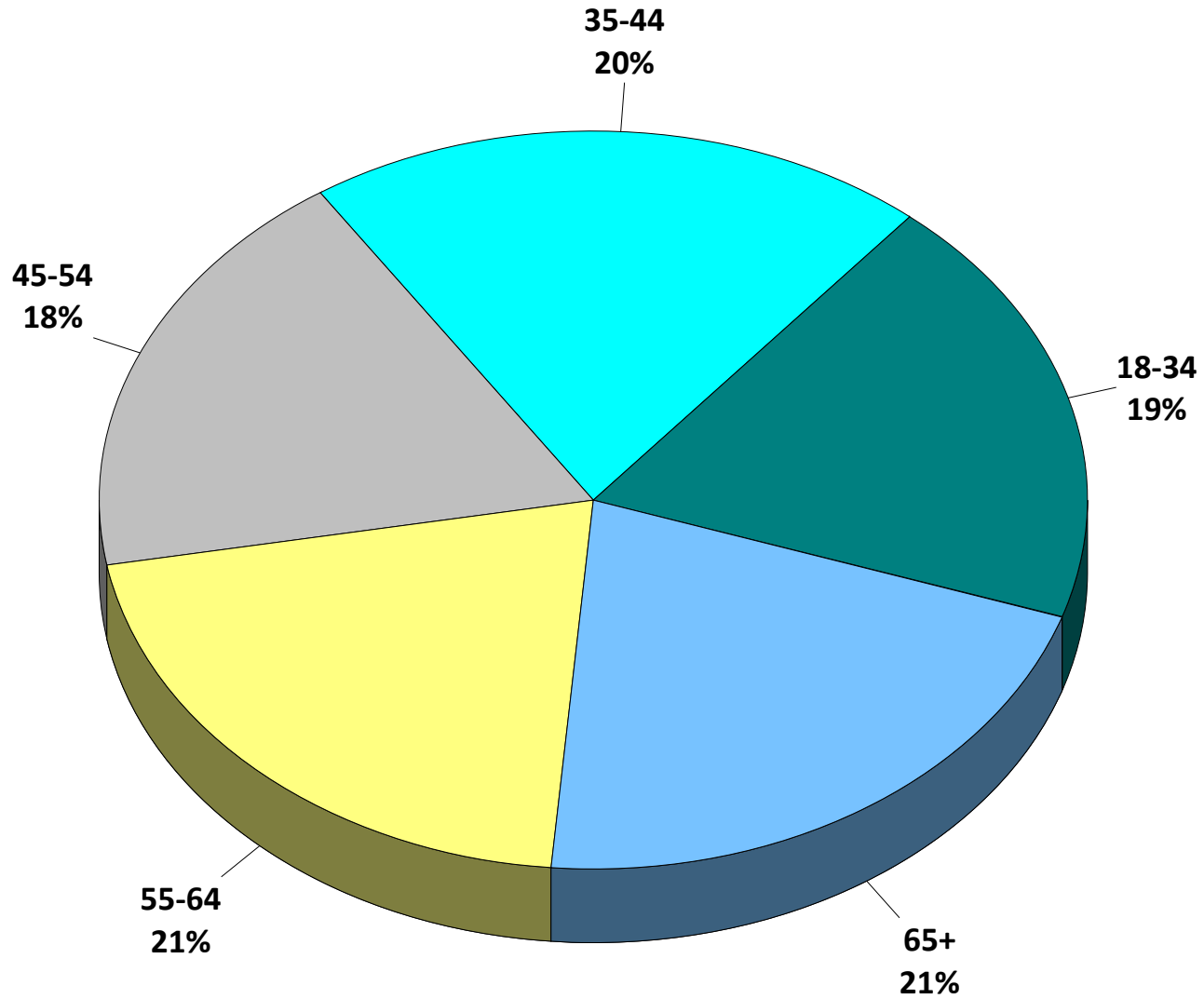
Q20. Counting yourself, how many people in your household are in the following age groups?

by percentage of persons in household



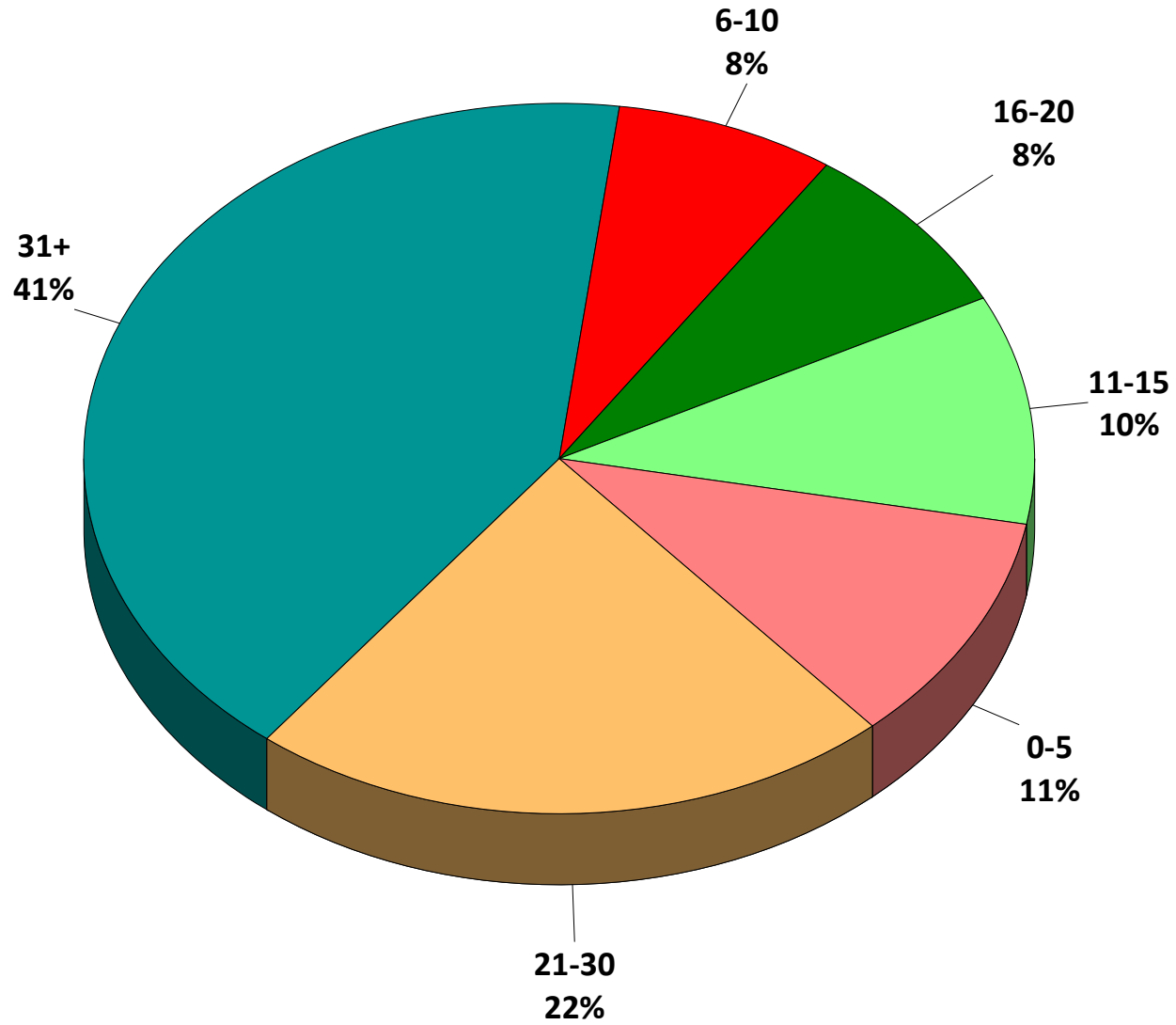
Q21. Respondent Age

by percentage of respondents (excluding "not provided")



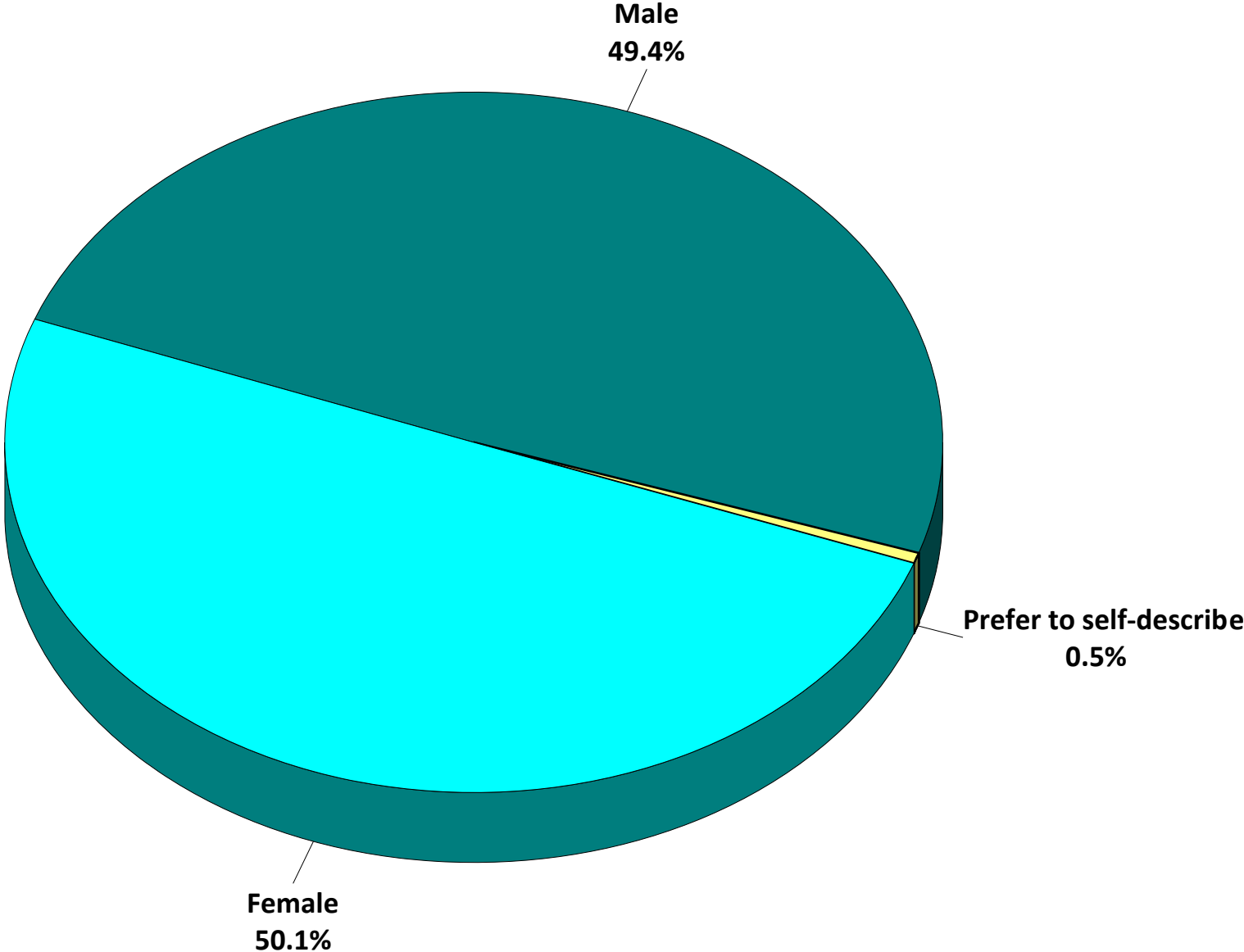
Q22. Years lived in Norman

by percentage of respondents (excluding "not provided")



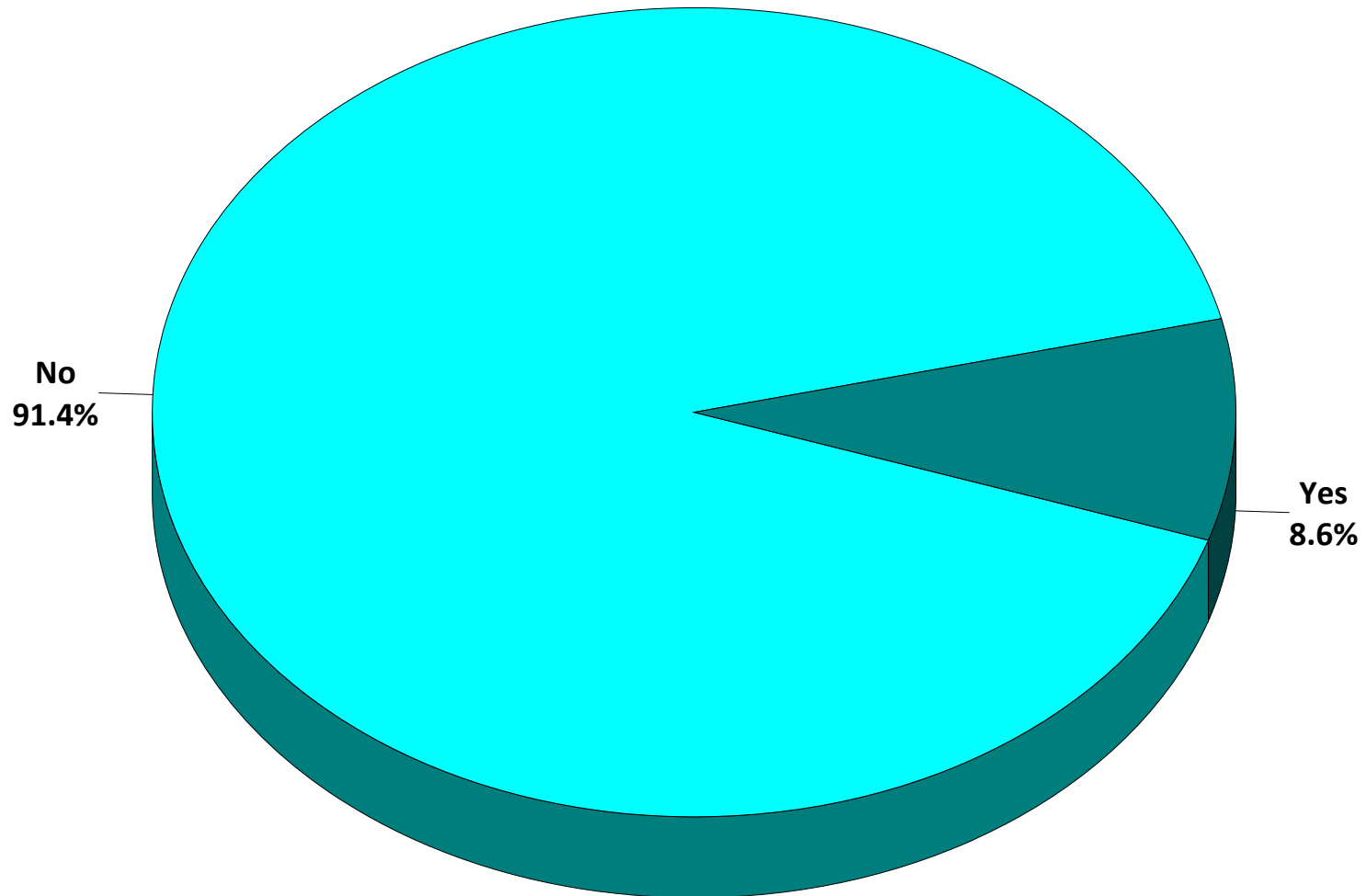
Q23. Respondent's gender:

by percentage of respondents (excluding "not provided")



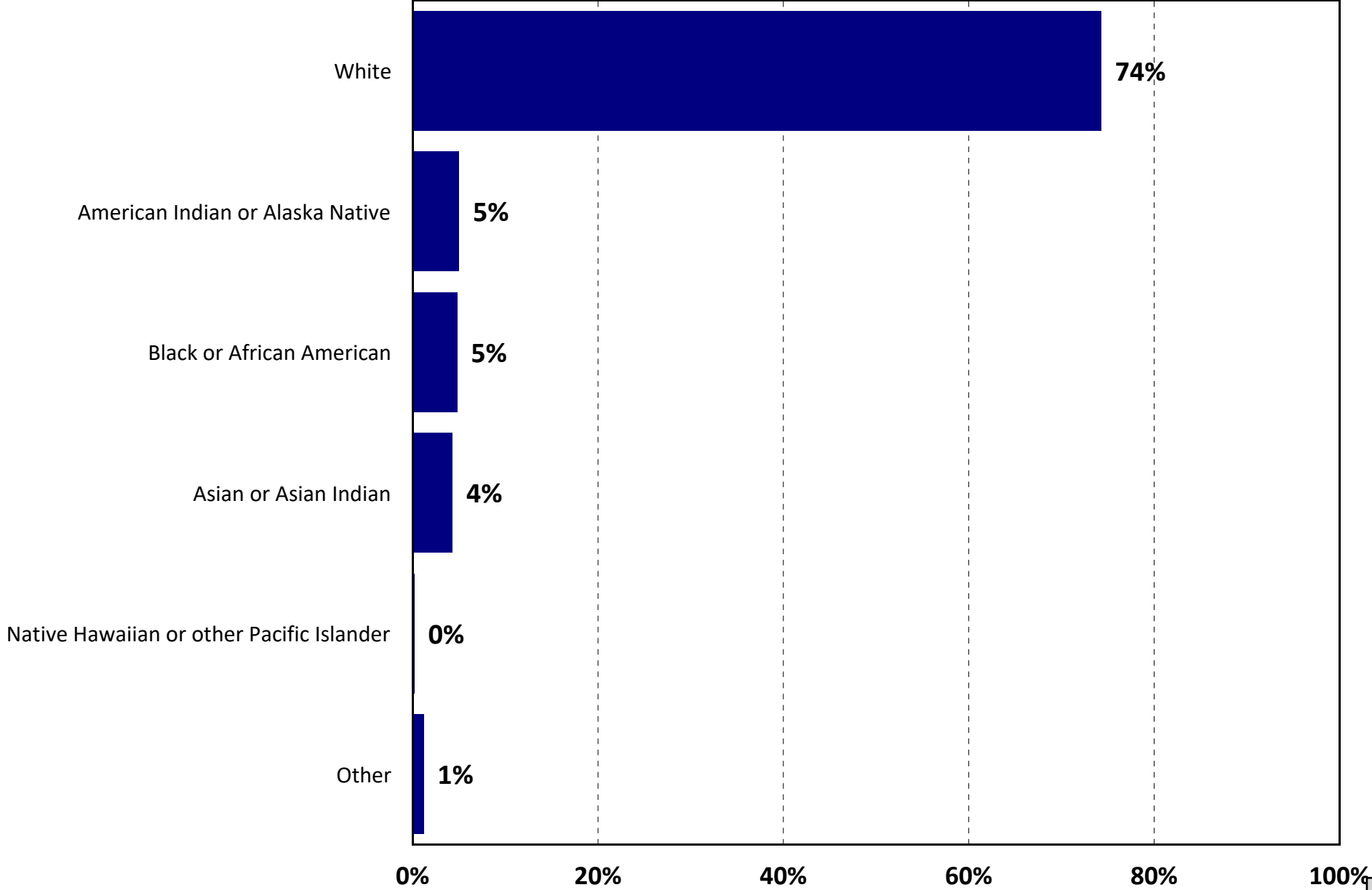
Q24. Hispanic/Latino Ancestry

by percentage of respondents (excluding "not provided")



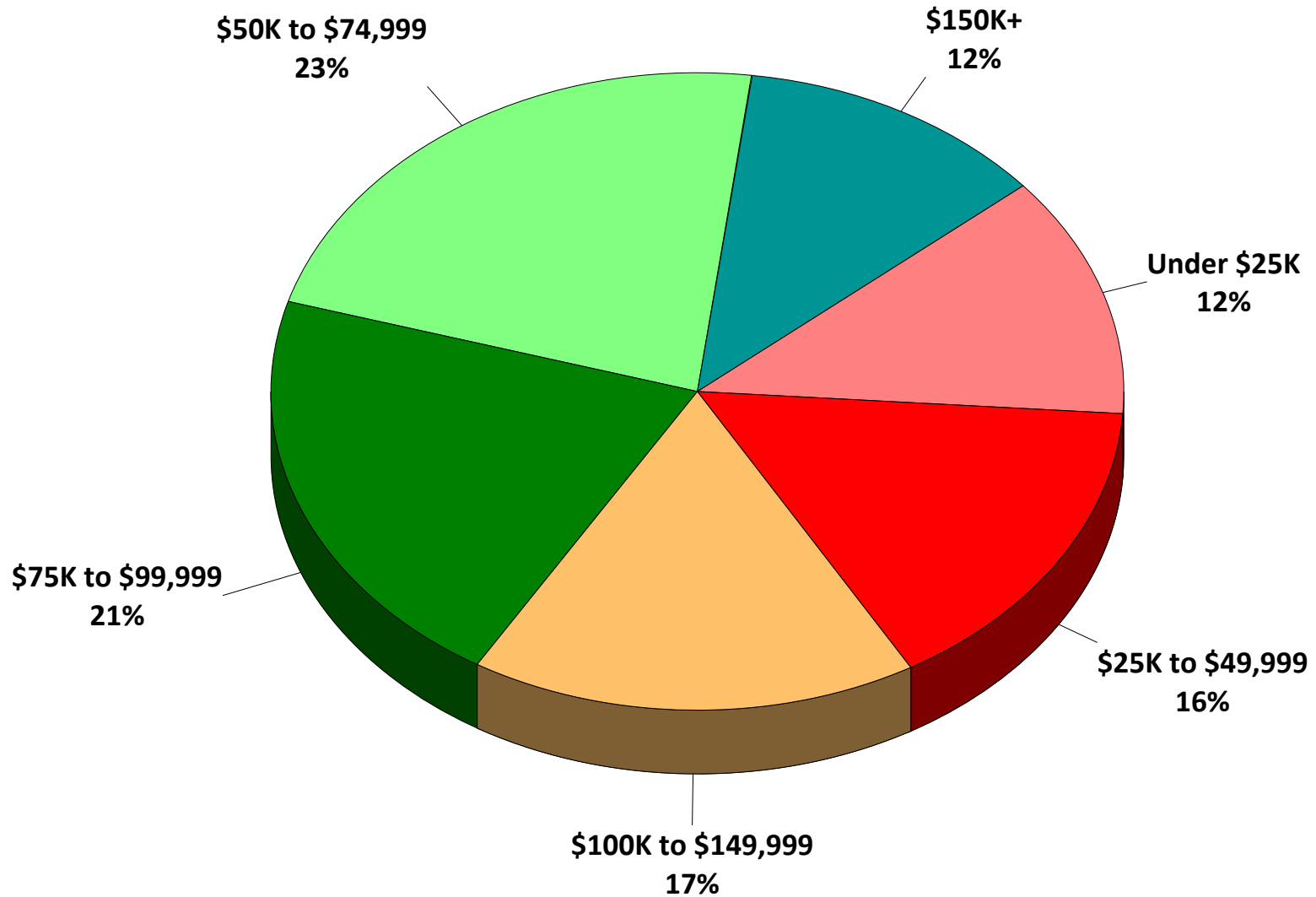
Q25. Race/ethnicity

by percentage of respondents



Q26. Total annual household income

by percentage of persons in household



2

Priority Investment Ratings

Priority Investment Ratings (PIR)



Overview

The Priority Investment Rating (PIR) was developed by ETC Institute to provide governments with an objective tool for evaluating the priority that should be placed on parks and recreation investments. The Priority Investment Rating was developed by ETC Institute to identify the facilities and programs residents think should receive the highest priority for investment. The priority investment rating reflects the importance residents place on items (sum of top 4 choices) and the unmet needs (needs that are only being partly or not met) for each facility/program relative to the facility/program that rated the highest overall. Since decisions related to future investments should consider both the level of unmet need and the importance of facilities and programs, the PIR weights each of these components equally.

How To Interpret the Charts

The PIR reflects the sum of the Unmet Needs Rating and the Importance Rating as shown in the equation below:

$$\text{PIR} = \text{UNR} + \text{IR}$$

For example, suppose the Unmet Needs Rating for playgrounds is 26.5 (out of 100) and the Importance Rating for playgrounds is 52 (out of 100), the Priority Investment Rating for playgrounds would be 78.5 (out of 200).

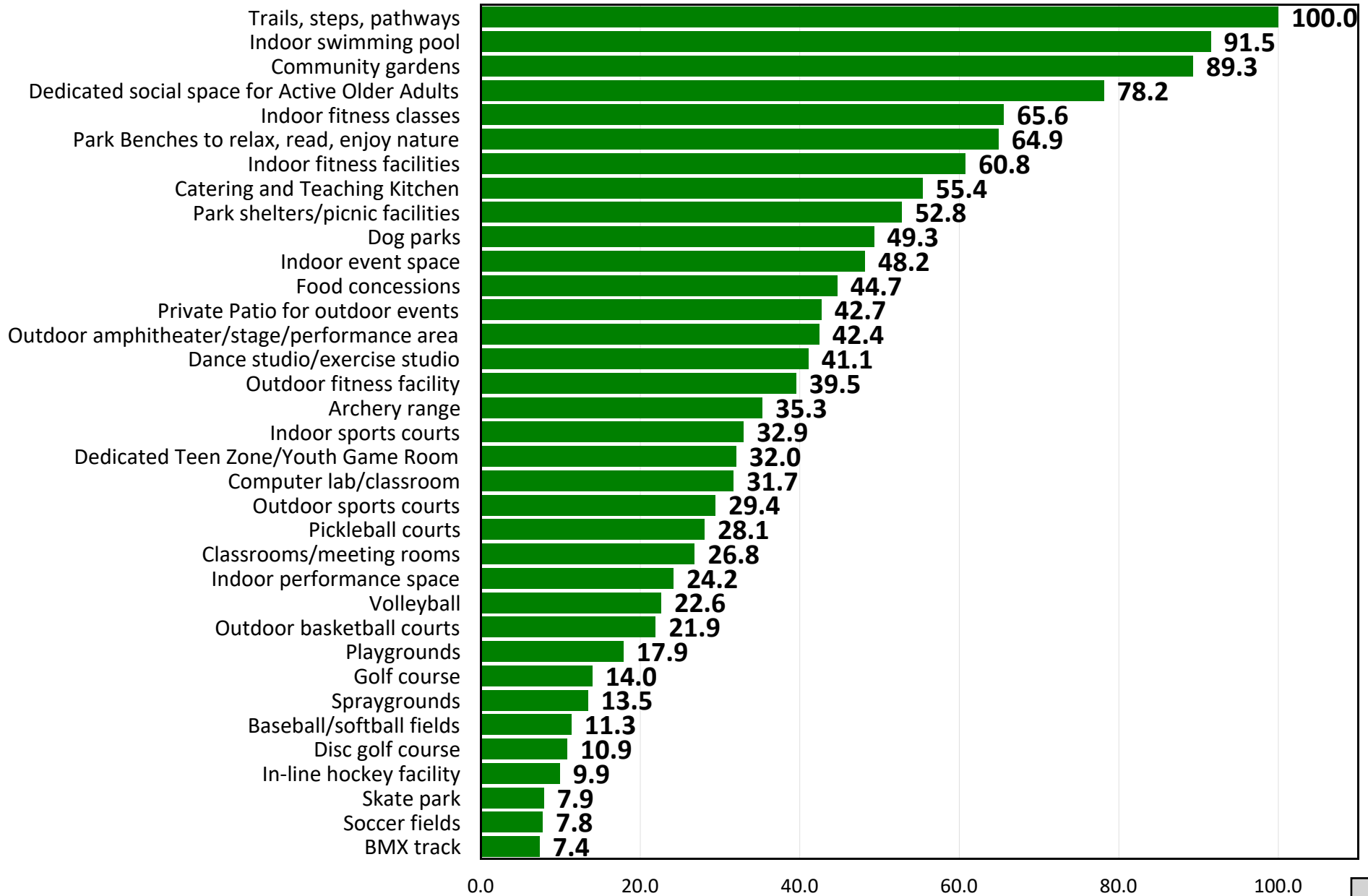
- **High Priority Areas** are those with a PIR of at least 100. A rating of 100 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact on the greatest number of households.
- **Medium Priority Areas** are those with a PIR of 50-99. A rating in this range generally indicates there is a medium to high level of unmet need or a significant percentage of residents generally think it is important to fund improvements in these areas.
- **Low Priority Areas** are those with a PIR below 50. A rating in this range generally indicates there is a relatively low level of unmet need and residents do not think it is important to fund improvements in these areas. Improvements may be warranted if the needs of very specialized populations are being targeted.

The following pages show the Unmet Needs Rating, Importance Rating, and Priority Investment Rating for facilities and programs.

Unmet Needs Rating for Recreation Amenities/Facilities

the rating for the item with the most unmet need=100

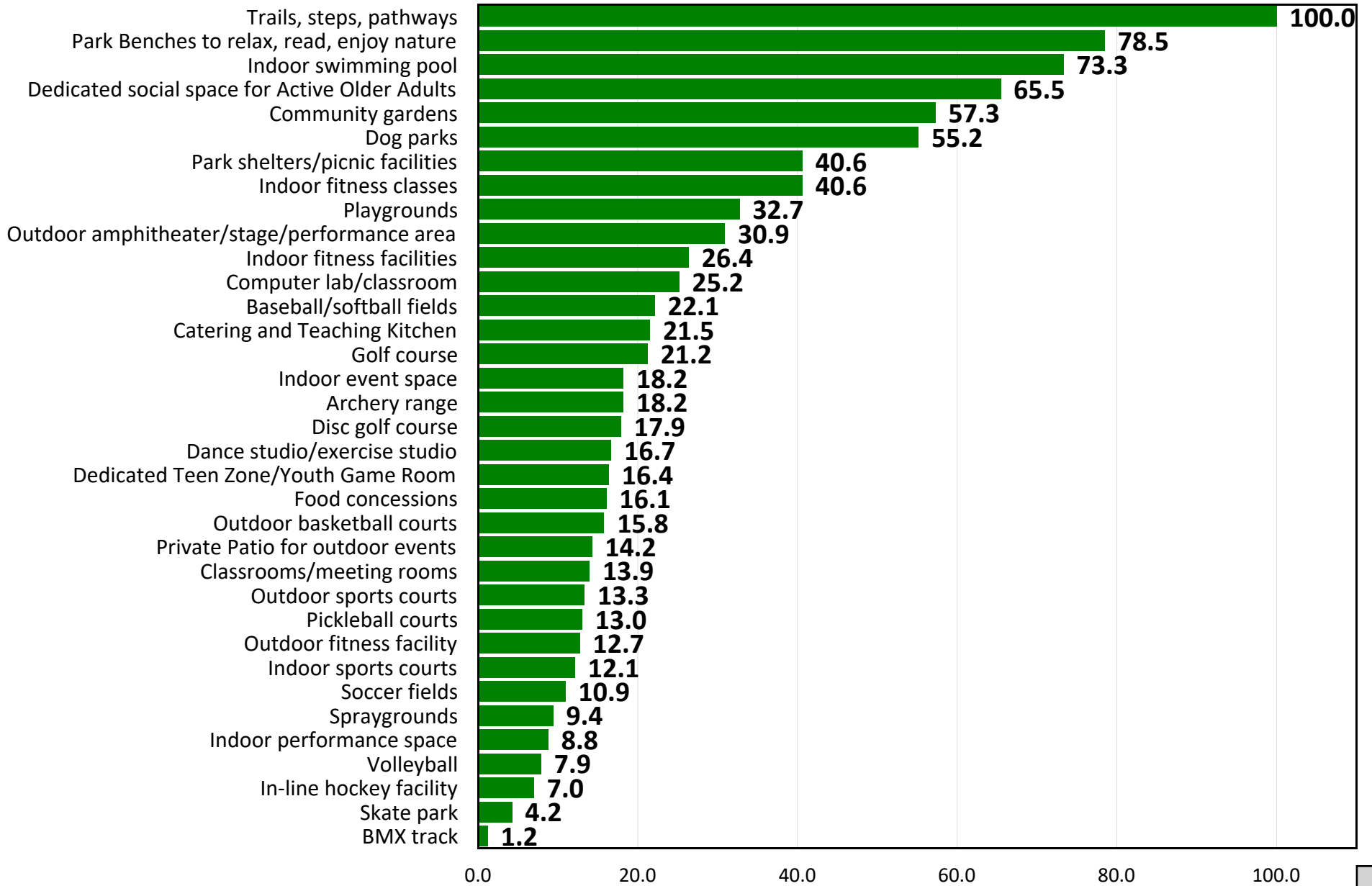
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



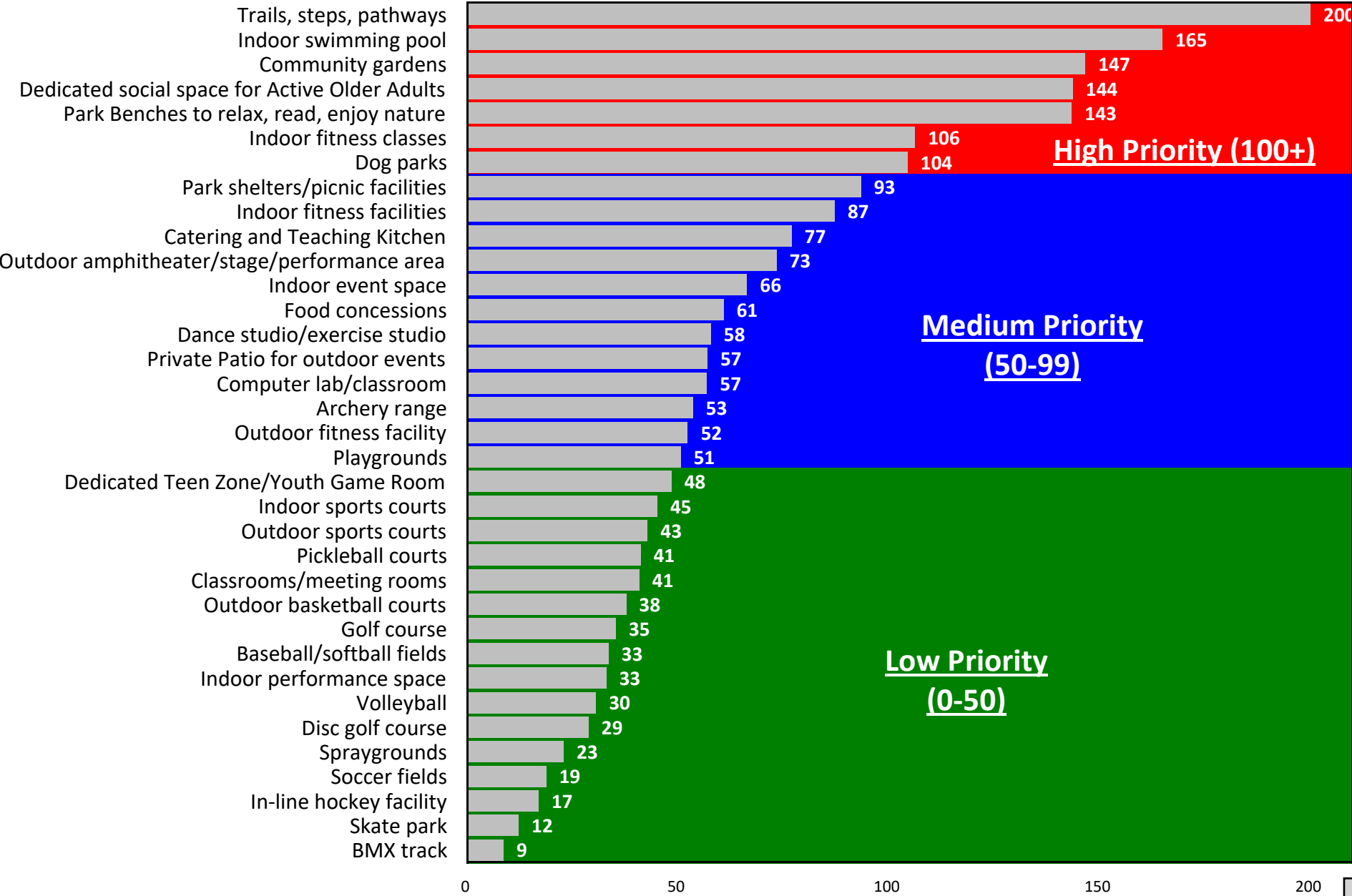
Importance Rating for Recreation Amenities/Facilities

the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



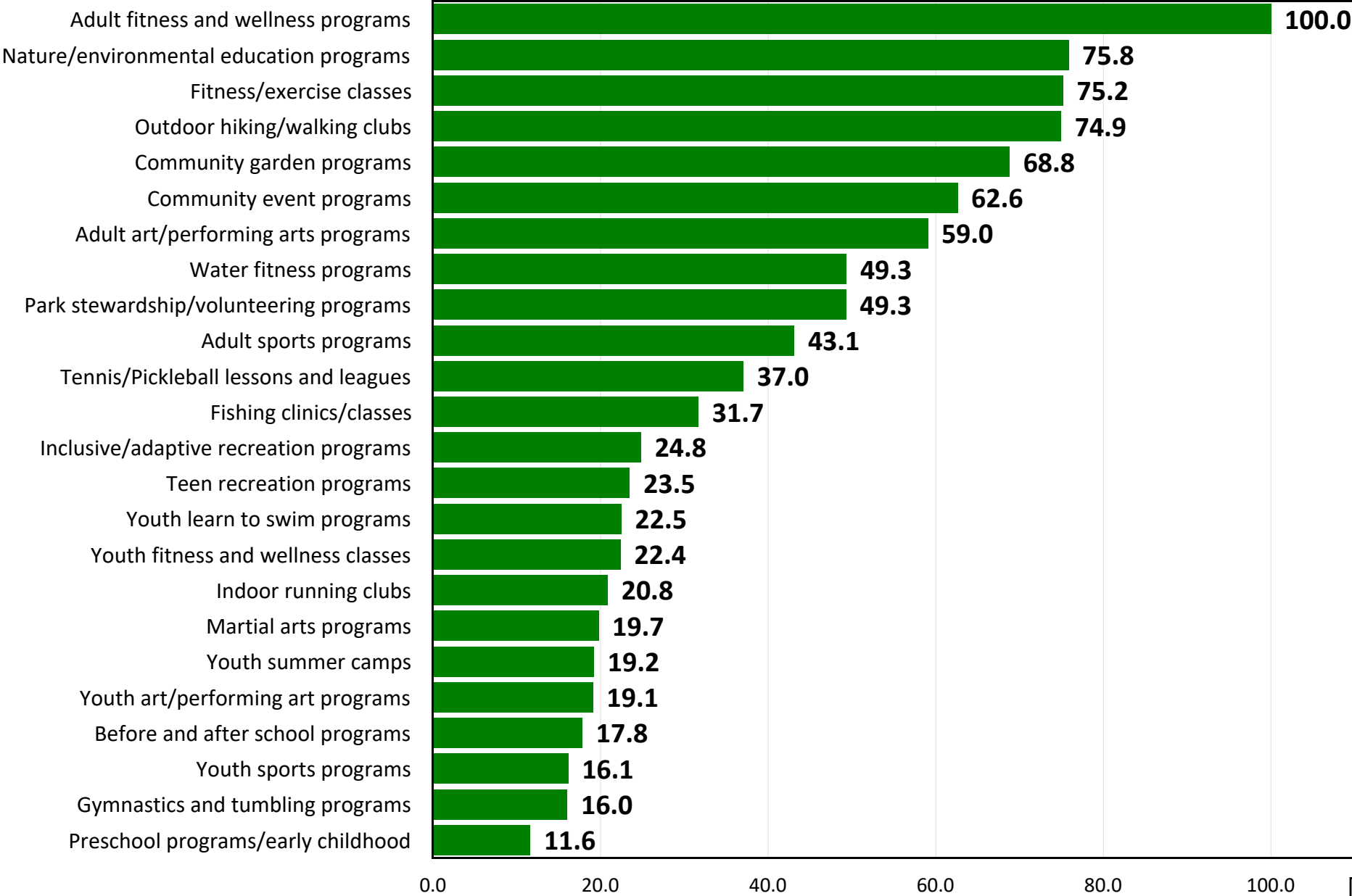
Top Priorities for Investment for Recreation Amenities/Facilities Based on the Priority Investment Rating



Unmet Needs Rating for Recreation Programs

the rating for the item with the most unmet need=100

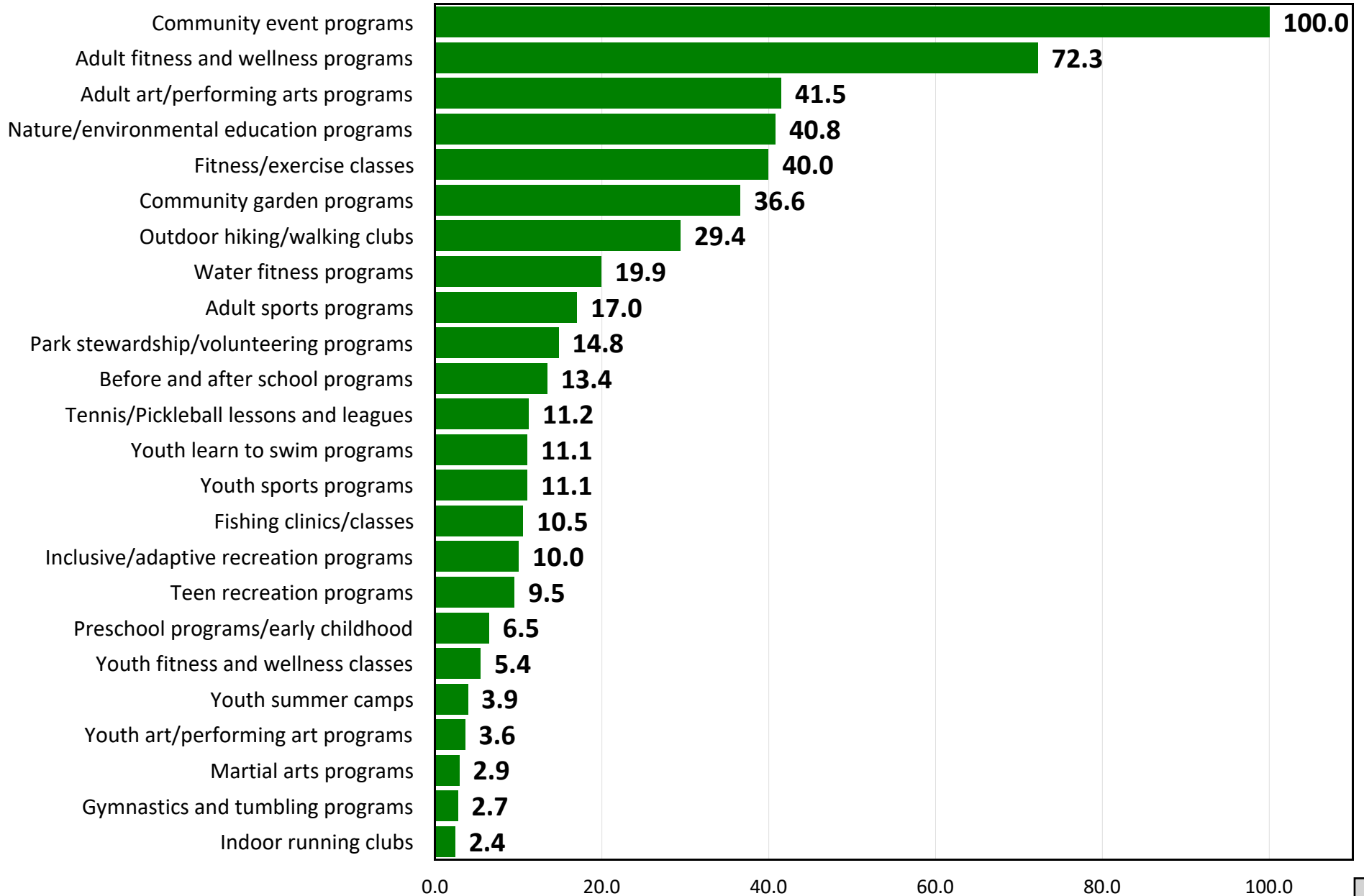
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



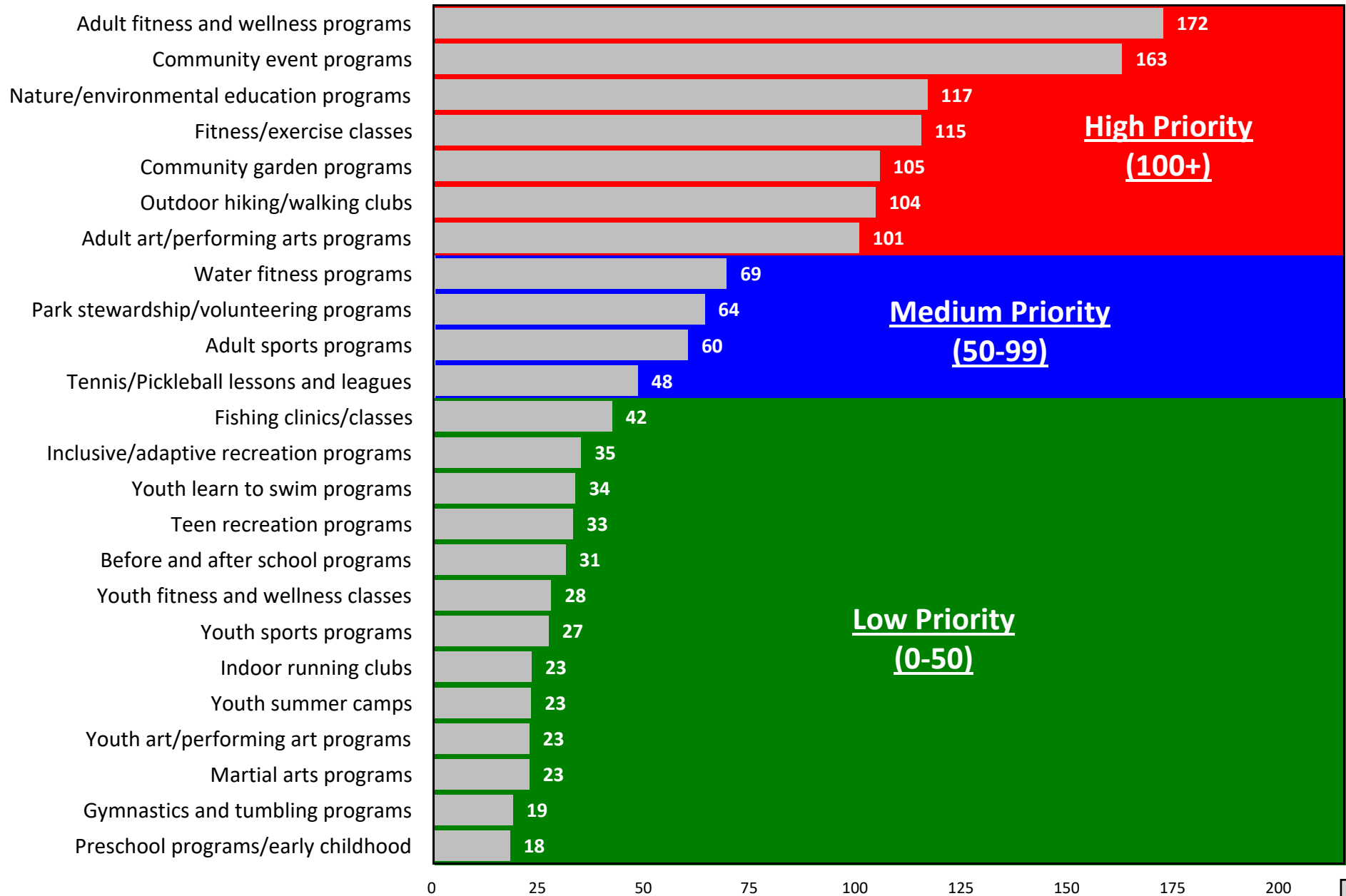
Importance Rating for Recreation Programs

the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Top Priorities for Investment for Recreation Programs Based on the Priority Investment Rating



3

Importance-Satisfaction Analysis

Importance-Satisfaction Analysis



Overview

Today, City officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation: Respondents were asked to identify the services they think should receive the most emphasis over the next five years. Forty-six percent (45.6%) of respondents selected security in City parks, as one of the most important services for the City to emphasize.

With regard to satisfaction, 43.1% of respondents surveyed rated the City's overall performance in the security in City parks, as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for security in City parks, was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 45.6% was multiplied by 46.9% (1-0.431). This calculation yielded an I-S rating of 0.2595 which ranked first out of 14 major service areas.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one for the three most important areas for the City to emphasize over the next two years.

Importance-Satisfaction Analysis



Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ($IS \geq 0.20$)
- Increase Current Emphasis ($0.10 \leq IS < 0.20$)
- Maintain Current Emphasis ($IS < 0.10$)

The results for the City of Norman are provided on the following page.

2022 Importance-Satisfaction Rating

Norman, Oklahoma

Major Parks and Recreation Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Security in City parks	46%	2	43%	3	0.2595	1
Availability of information about programs/facilities	33%	3	32%	4	0.2257	2
High Priority (IS .10-.20)						
Maintenance of parks in Norman	59%	1	71%	1	0.1714	3
Quality of programs for adults	22%	5	36%	6	0.1400	4
Variety of programs offered by the City	22%	4	44%	8	0.1261	5
Medium Priority (IS <.10)						
Quality of programs for families with children	15%	7	51%	5	0.0753	6
Number of parks in Norman	20%	6	70%	2	0.0595	7
User friendliness of the City's Parks and Recreation Website	11%	9	45%	7	0.0588	8
Fees charged for City recreation programs	8%	11	35%	11	0.0504	9
Quality of customer service received from City employees	10%	10	57%	14	0.0450	10
Program schedule (time/day)	6%	12	35%	12	0.0391	11
How close parks are located to your home	12%	8	76%	13	0.0278	12
Ease of registering for classes offered by the City	3%	14	33%	9	0.0187	13
Ease of renting/reserving a facility	3%	13	37%	10	0.0184	14

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next 5 years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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4

Benchmarking

Benchmarking Analysis



Overview

Since 1998, ETC Institute has conducted household surveys for needs assessments, feasibility studies, customer satisfaction, fees and charges comparisons, and other parks and recreation issues in more than 500 communities in 49 states across the country.

The results of these surveys have provided an unparalleled database of information to compare responses from household residents in client communities to “National Averages” and therefore provide a unique tool to “assist organizations in better decision making.”

Communities within the database include a full-range of municipal and county governments, with populations ranging from 20,000 to over 1 million residents. They include communities in warm weather and cold weather climates, mature communities, and some of the fastest growing cities and counties in the country.

“National Averages” have been developed for numerous strategically important parks and recreation planning and management issues, including: customer satisfaction and usage of parks and programs; methods for receiving marketing information; reasons that prevent members of households from using parks and recreation facilities more often; priority recreation programs, parks, facilities and trails to improve or develop; priority programming spaces to have in planned community centers and aquatic facilities; potential attendance for planned indoor community centers and outdoor aquatic centers, etc.

Results from household responses for the City of Norman were compared to National Benchmarks to gain further strategic information. A summary of all comparisons are shown in the graphs on the following pages.

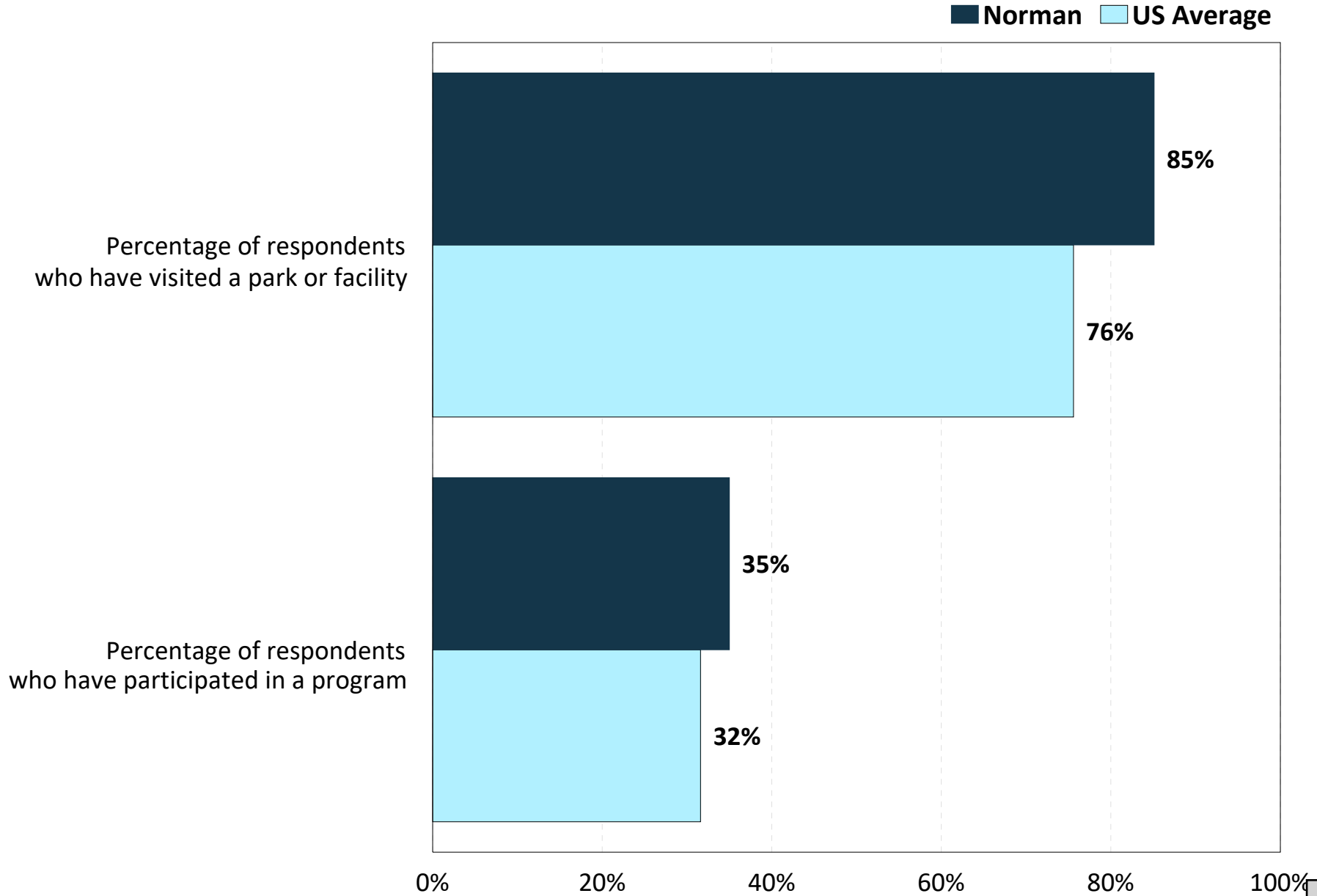
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the Centerville-Washington Park District is not authorized without written consent from ETC Institute.

National Benchmarks

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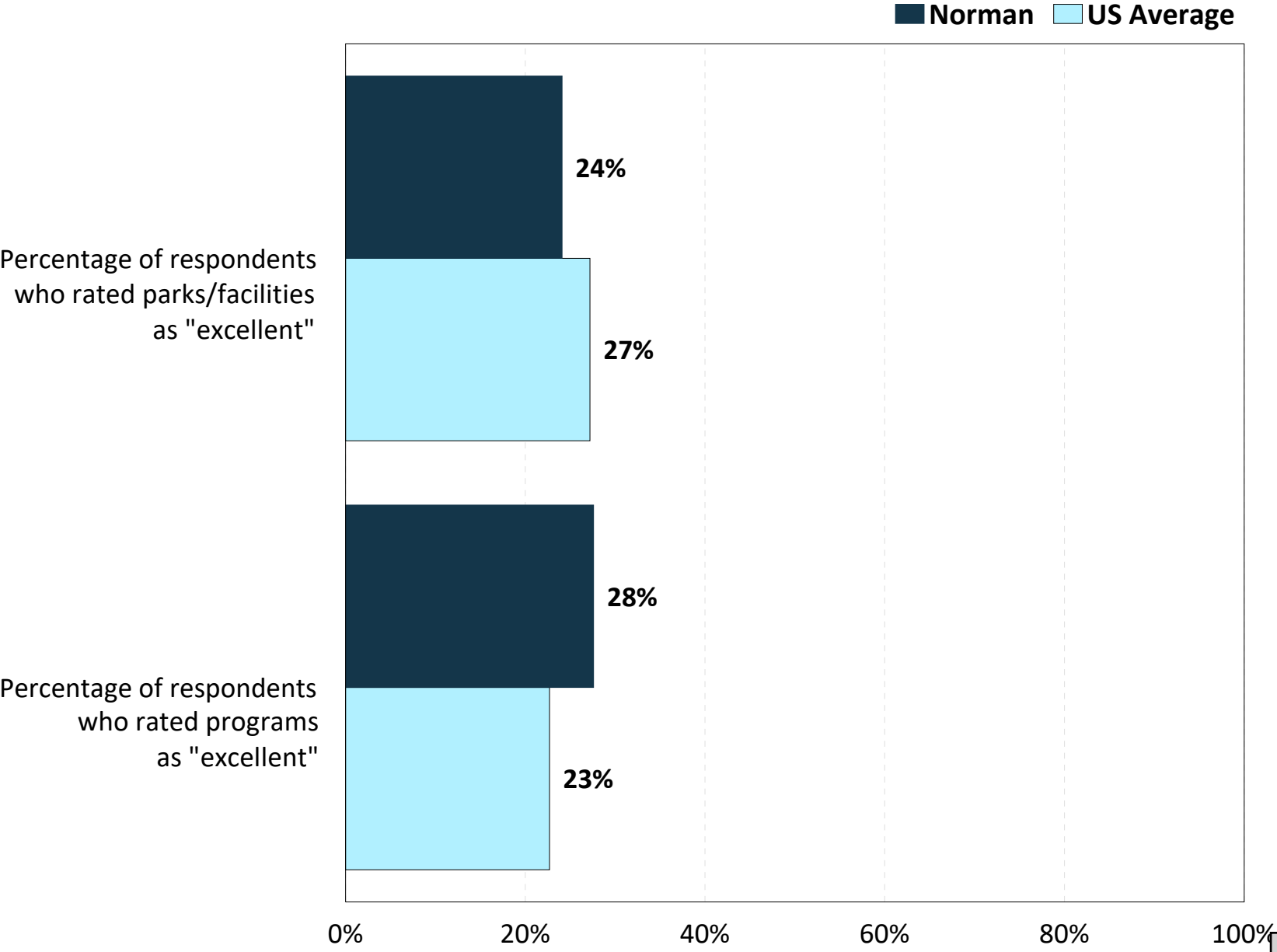
Use of City Parks/Facilities and Programs

by percentage of households who gave "yes" responses



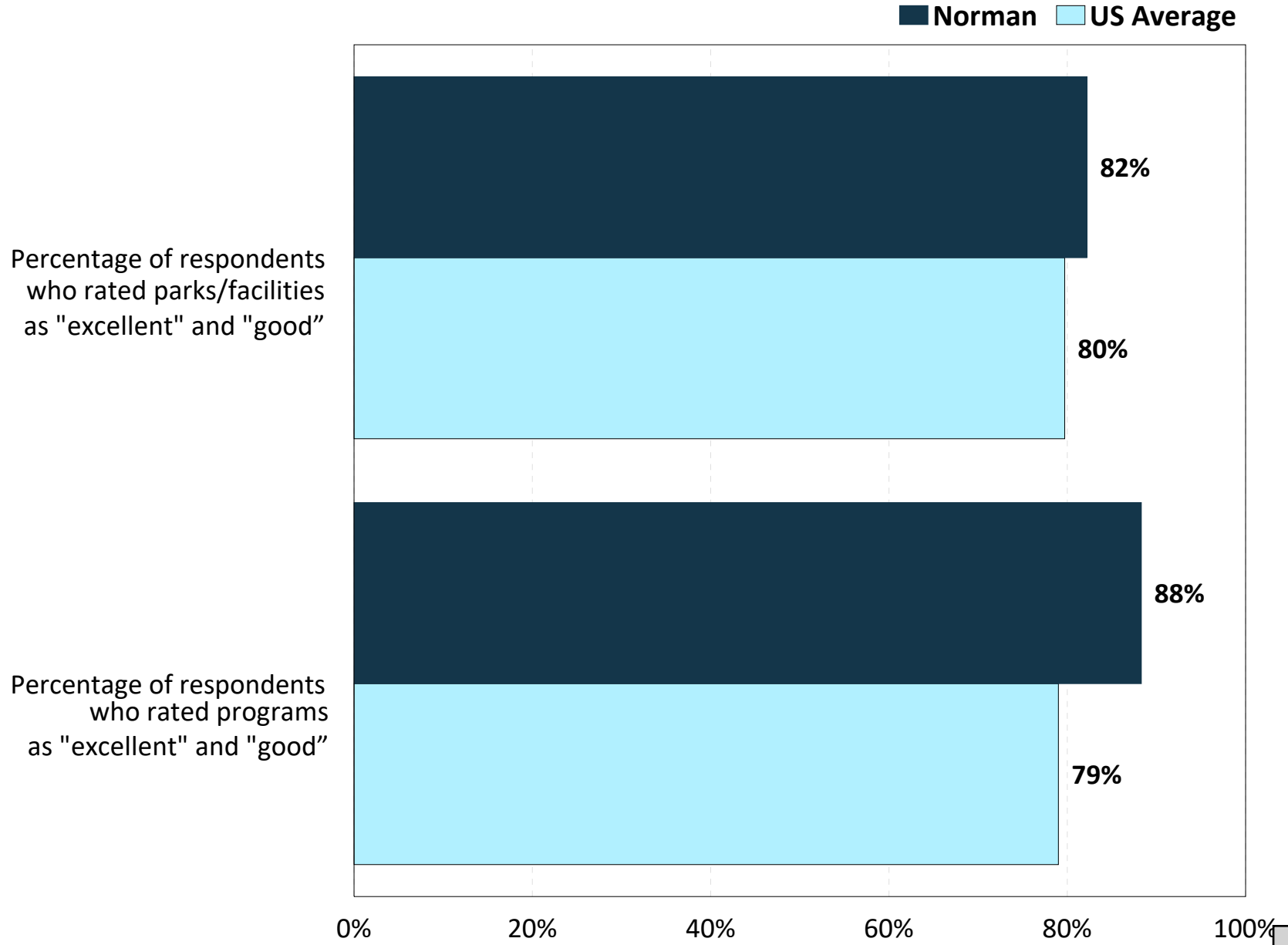
Rating the City's Parks/Facilities and Programs

by percentage of households who gave "excellent" responses



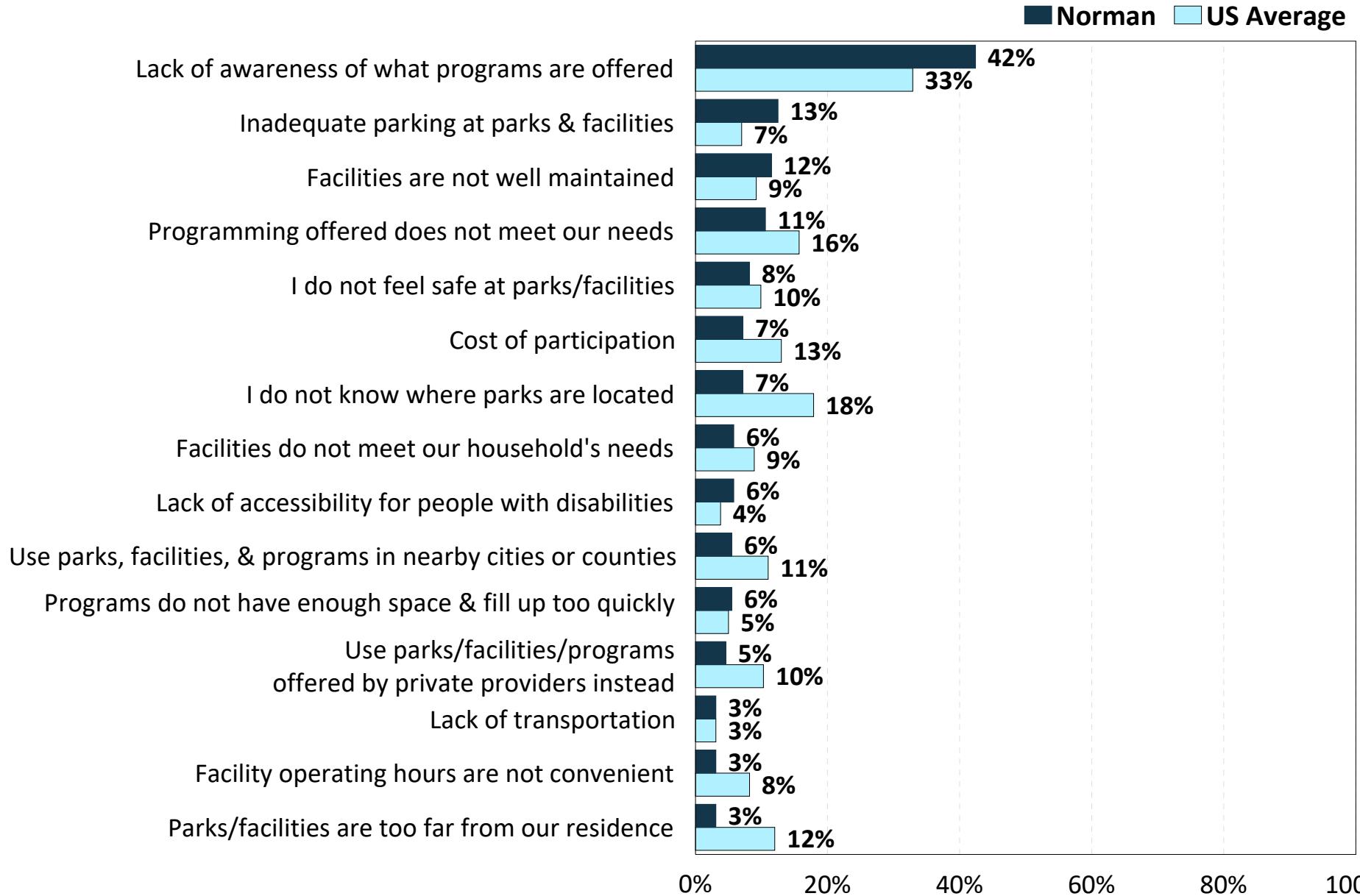
Rating the City's Parks/Facilities and Programs

by percentage of households who gave "excellent" and "good" responses



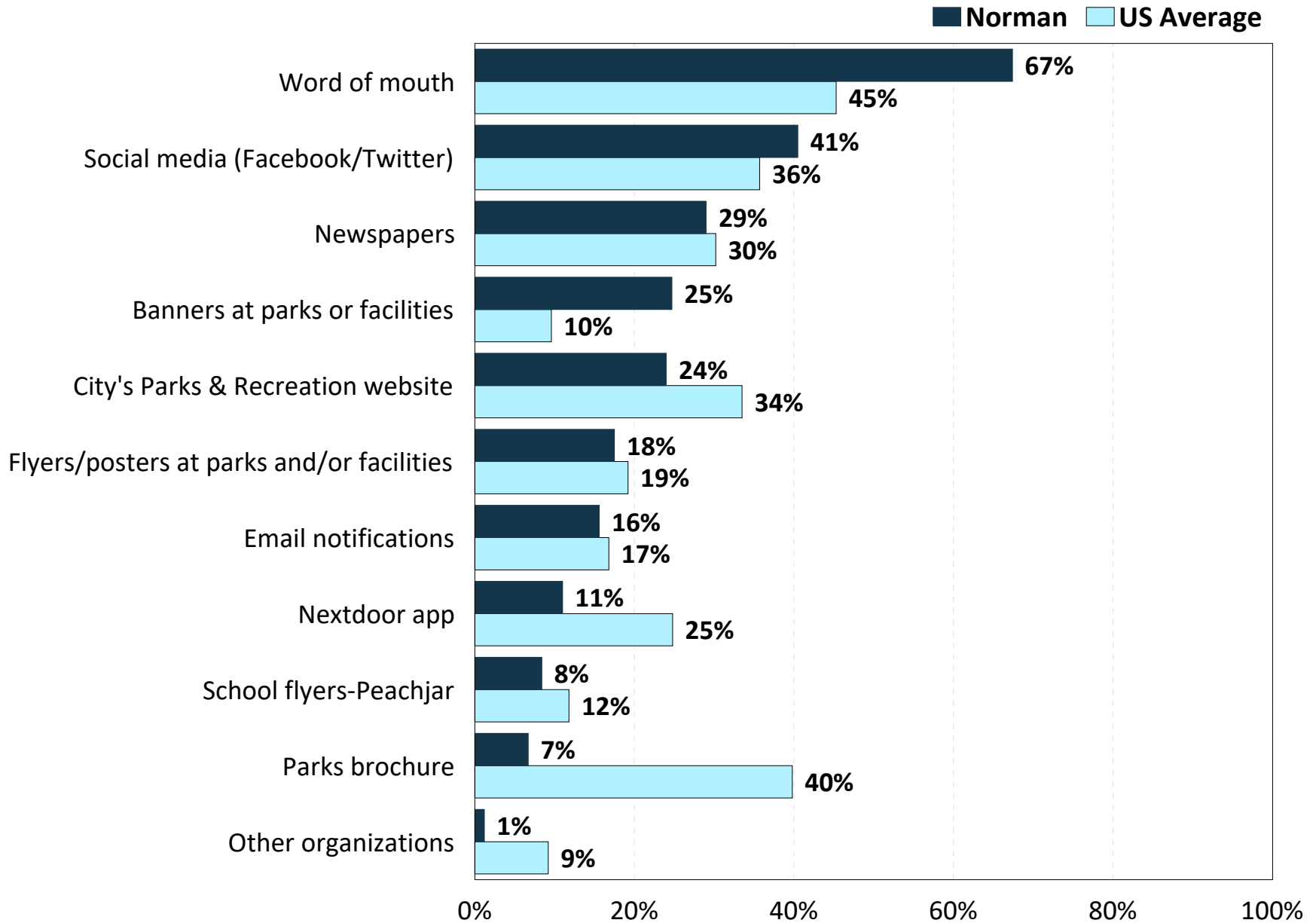
Barriers to Participation and Usage

by percentage of households (multiple selections were allowed)



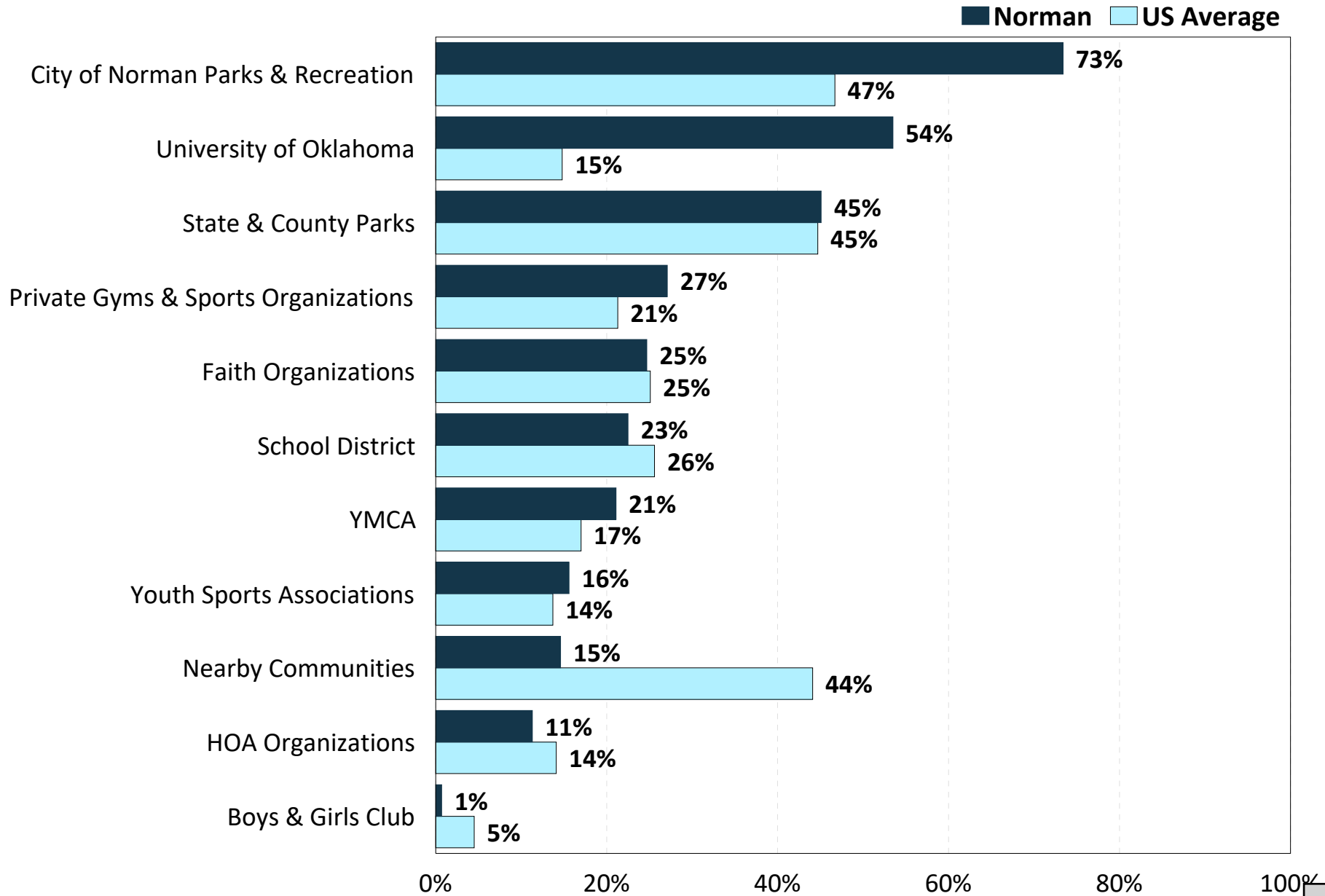
Sources Used for Parks and Recreation Information

by percentage of households (multiple selections were allowed)



Organizations Used for Parks and Recreation

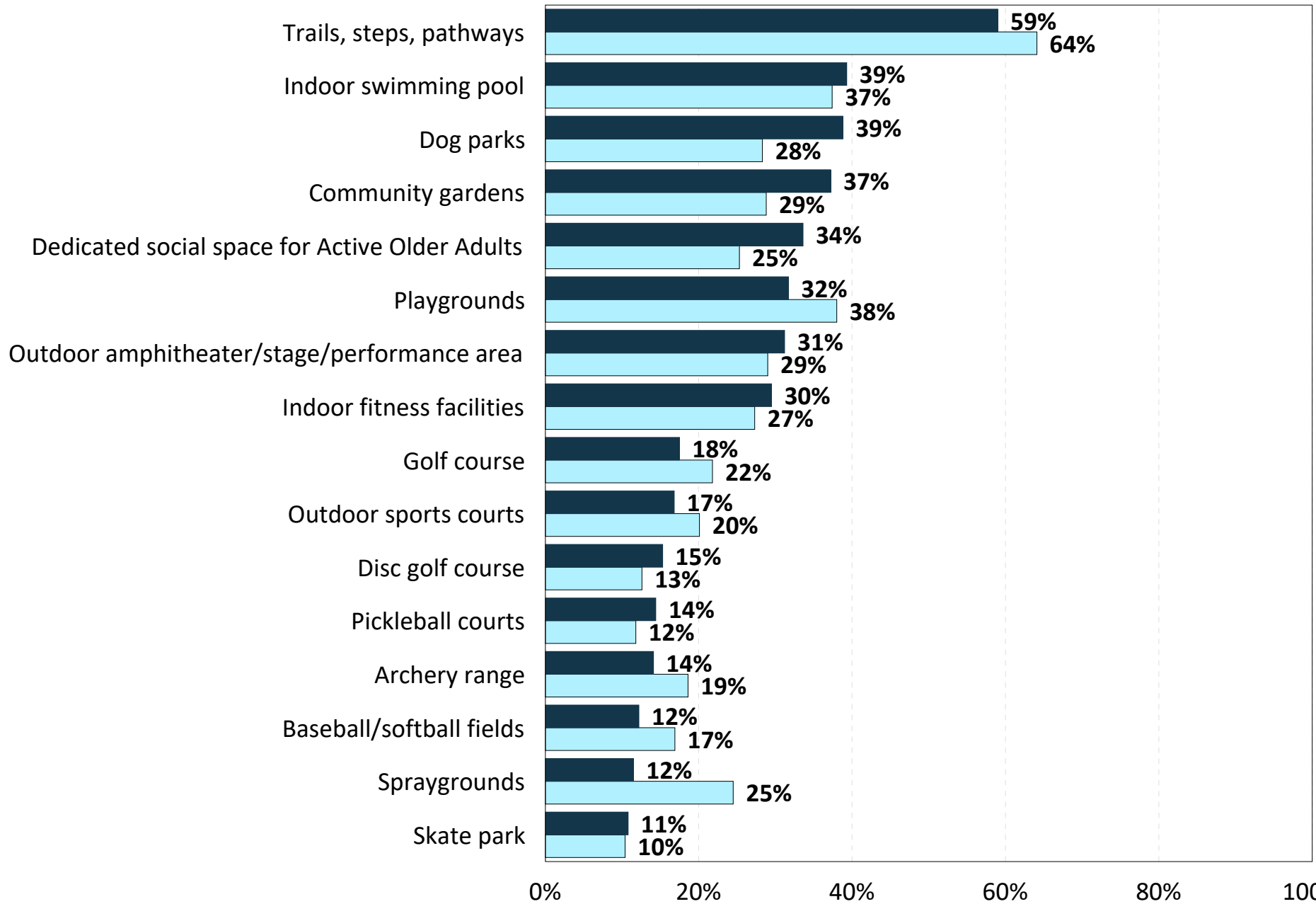
by percentage of households (multiple selections were allowed)



Respondents with Need for Facilities

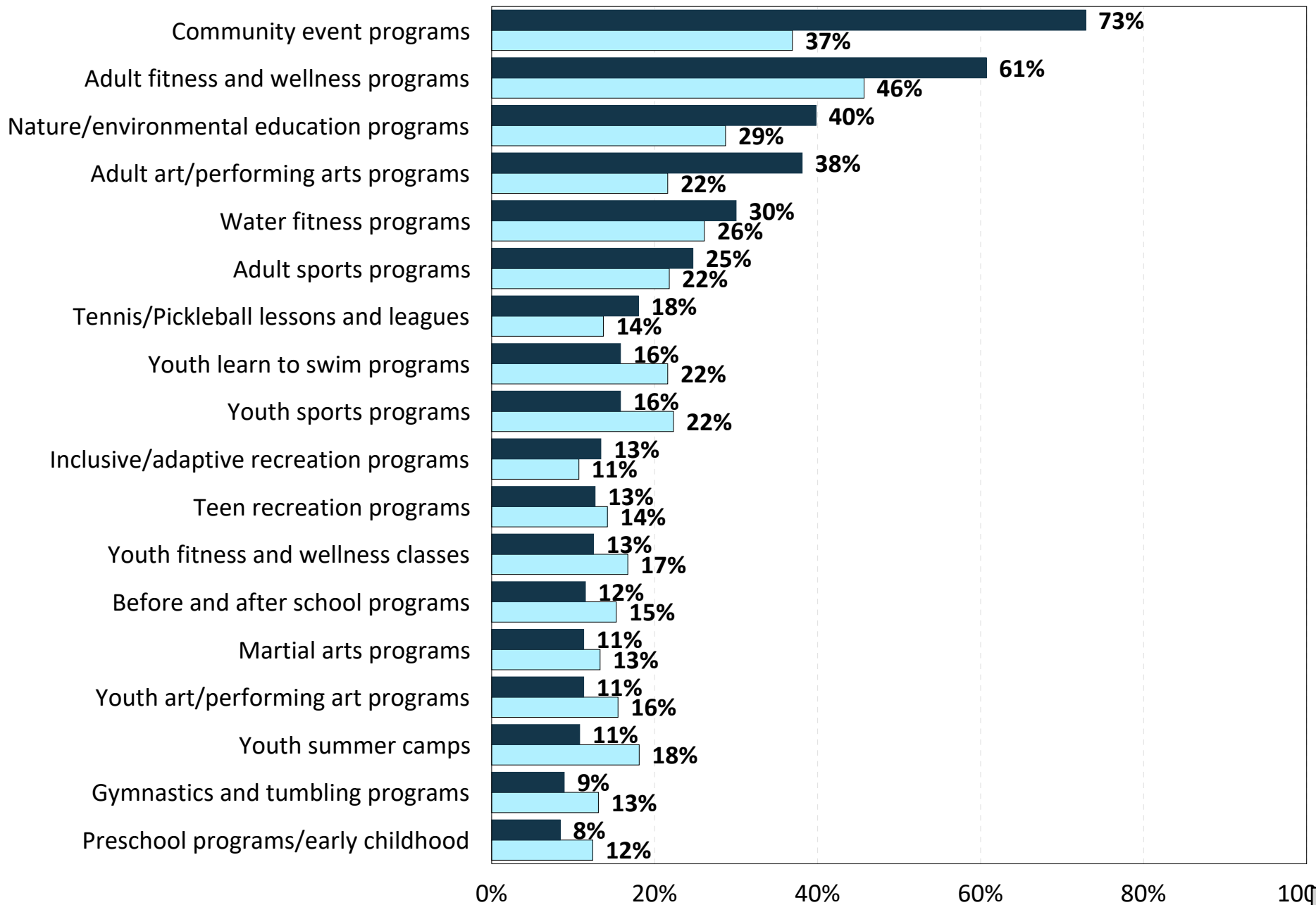
by percentage of respondents (multiple selections were allowed)

■ Norman ■ US Average



Respondents with Need for Programs

by percentage of respondents (multiple selections were allowed) **Norman** **US Average**



5

Tabular Data

Q1. Have you or other members of your household visited any parks or facilities offered by the City of Norman Parks and Recreation Department during the past year?

Q1. Has your household visited any City parks or facilities during past year	Number	Percent
Yes	355	85.1 %
No	62	14.9 %
Total	417	100.0 %

Q1a. How would you rate the physical condition of the parks/facilities you and/or the members of your household have visited during the past year?

Q1a. How would you rate physical condition of parks/facilities your household has visited	Number	Percent
Excellent	85	23.9 %
Good	205	57.7 %
Fair	54	15.2 %
Poor	9	2.5 %
Not provided	2	0.6 %
Total	355	100.0 %

WITHOUT "NOT PROVIDED"

Q1a. How would you rate the physical condition of the parks/facilities you and/or the members of your household have visited during the past year? (without "not provided")

Q1a. How would you rate physical condition of parks/facilities your household has visited	Number	Percent
Excellent	85	24.1 %
Good	205	58.1 %
Fair	54	15.3 %
Poor	9	2.5 %
Total	353	100.0 %

Q2. In the past two years, have you or other members of your household participated in any programs offered by the City of Norman Parks and Recreation Department?

Q2. Has your household participated in any City programs	Number	Percent
Yes	146	35.0 %
No	271	65.0 %
Total	417	100.0 %

Q2a. How would you rate the programs you and/or the members of your household have participated in during the past two years?

Q2a. How would you rate programs your household has participated in	Number	Percent
Excellent	40	27.4 %
Good	88	60.3 %
Fair	13	8.9 %
Poor	4	2.7 %
Not provided	1	0.7 %
Total	146	100.0 %

WITHOUT "NOT PROVIDED"

Q2a. How would you rate the programs you and/or the members of your household have participated in during the past two years? (without "not provided")

Q2a. How would you rate programs your household has participated in	Number	Percent
Excellent	40	27.6 %
Good	88	60.7 %
Fair	13	9.0 %
Poor	4	2.8 %
Total	145	100.0 %

Q3. Which of the following reasons prevent you or other members of your household from using parks, facilities, or programs offered by the City of Norman Parks and Recreation Department (if you currently use them, what prevents you from using them MORE OFTEN)?

Q3. Reasons that prevent your household from using City parks, facilities, or programs	Number	Percent
Cost of participation	30	7.2 %
Entry fees at facilities or parks are too high	18	4.3 %
Facilities are not well maintained	48	11.5 %
Facilities do not meet our household's needs	24	5.8 %
I do not feel safe at parks/facilities	34	8.2 %
I do not know where parks are located	30	7.2 %
I use parks, facilities, & programs in nearby cities or counties	23	5.5 %
I use parks, facilities, & programs offered by private providers instead	19	4.6 %
Inadequate parking at parks & facilities	52	12.5 %
Lack of accessibility for people with disabilities	24	5.8 %
Lack of awareness of what programs are offered	177	42.4 %
Lack of transportation	13	3.1 %
Lack of Wi-Fi	11	2.6 %
Facility operating hours are not convenient	13	3.1 %
Park operating hours are not convenient	9	2.2 %
Parks are not easily accessible by walking, biking, or driving	15	3.6 %
Parks do not contain features that are appropriate for my family & me	30	7.2 %
Parks/facilities are too far from our residence	13	3.1 %
Programming offered does not meet our needs	44	10.6 %
Programs do not have enough space & fill up too quickly	23	5.5 %
Other	60	14.4 %
Total	710	

Q4. Please CHECK ALL of the following ways you learn about City of Norman programs, activities, and events.

Q4. All the ways you learn about City programs, activities, & events	Number	Percent
Word of mouth	281	67.4 %
City's Parks & Recreation website	100	24.0 %
Parks brochure	28	6.7 %
School flyers-Peachjar	35	8.4 %
Email notifications	65	15.6 %
Banners at parks or facilities	103	24.7 %
Social media (Facebook/Twitter)	169	40.5 %
Newspapers	121	29.0 %
Nextdoor app	46	11.0 %
Television	35	8.4 %
Radio	39	9.4 %
Flyers/posters at parks and/or facilities	73	17.5 %
Other organizations	5	1.2 %
Other	14	3.4 %
Total	1114	

Q4-13. Other organizations:

Q4-13. Other organizations	Number	Percent
I've heard about P&R events through OU's LiveWell program	1	20.0 %
Churches	1	20.0 %
By other people	1	20.0 %
Rotary Club	1	20.0 %
Brookhaven Neighbors	1	20.0 %
Total	5	100.0 %

Q4-14. Other:

Q4-14. Other	Number	Percent
Mail	4	28.6 %
I'll walk around the outskirts of the park and enjoy looking at all the people	1	7.1 %
Outside of myself, others use and need	1	7.1 %
Water bill	1	7.1 %
Programs by park dept	1	7.1 %
Information provided with city utilities bill	1	7.1 %
Mayor Twitter account	1	7.1 %
Utility bill	1	7.1 %
Monthly City of Norman bill	1	7.1 %
Mail or bill inserts	1	7.1 %
Google search	1	7.1 %
Total	14	100.0 %

Q5. Which TWO information resources from the list in Question 4 do you MOST PREFER to use to get information about City of Norman Parks and Recreation Department programs, activities and events?

Q5. Top choice	Number	Percent
Word of mouth	43	10.3 %
City's Parks & Recreation website	41	9.8 %
Parks brochure	16	3.8 %
School flyers-Peachjar	6	1.4 %
Email notifications	82	19.7 %
Banners at parks or facilities	20	4.8 %
Social media (Facebook/Twitter)	82	19.7 %
Newspapers	53	12.7 %
Nextdoor app	7	1.7 %
Television	10	2.4 %
Radio	7	1.7 %
Flyers/posters at parks and/or facilities	8	1.9 %
Other organizations	3	0.7 %
Other	11	2.6 %
None chosen	28	6.7 %
Total	417	100.0 %

Q5. Which TWO information resources from the list in Question 4 do you MOST PREFER to use to get information about City of Norman Parks and Recreation Department programs, activities and events?

Q5. 2nd choice	Number	Percent
Word of mouth	37	8.9 %
City's Parks & Recreation website	36	8.6 %
Parks brochure	20	4.8 %
School flyers-Peachjar	8	1.9 %
Email notifications	38	9.1 %
Banners at parks or facilities	32	7.7 %
Social media (Facebook/Twitter)	71	17.0 %
Newspapers	34	8.2 %
Nextdoor app	14	3.4 %
Television	23	5.5 %
Radio	10	2.4 %
Flyers/posters at parks and/or facilities	33	7.9 %
Other organizations	1	0.2 %
Other	6	1.4 %
None chosen	54	12.9 %
Total	417	100.0 %

Q5. Which TWO information resources from the list in Question 4 do you MOST PREFER to use to get information about City of Norman Parks and Recreation Department programs, activities and events? (sum of top 2)

Q5. Top choice	Number	Percent
Word of mouth	80	19.2 %
City's Parks & Recreation website	77	18.5 %
Parks brochure	36	8.6 %
School flyers-Peachjar	14	3.4 %
Email notifications	120	28.8 %
Banners at parks or facilities	52	12.5 %
Social media (Facebook/Twitter)	153	36.7 %
Newspapers	87	20.9 %
Nextdoor app	21	5.0 %
Television	33	7.9 %
Radio	17	4.1 %
Flyers/posters at parks and/or facilities	41	9.8 %
Other organizations	4	1.0 %
Other	17	4.1 %
None chosen	28	6.7 %
Total	780	

Q6. Please rate your level of agreement with the following statements. Rate each item on a scale of 5 to 1, where 5 means "Strongly Agree," and 1 means "Strongly Disagree."

(N=417)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q6-1. Is a valuable public resource for all residents	59.7%	28.1%	6.0%	2.2%	0.7%	3.4%
Q6-2. Enhances quality of life in Norman	61.2%	28.5%	7.0%	1.2%	1.0%	1.2%
Q6-3. Enhances appeal of living in Norman	57.3%	29.5%	6.7%	2.4%	1.7%	2.4%
Q6-4. Improves property values in Norman	43.9%	30.0%	17.0%	3.1%	1.7%	4.3%
Q6-5. Improves my (my household's) physical health & fitness	30.0%	29.3%	29.7%	4.6%	2.4%	4.1%
Q6-6. Improves my (my household's) mental health & reduces stress	31.9%	29.7%	27.6%	5.3%	2.4%	3.1%
Q6-7. Provides positive social interactions for me (my household)	25.9%	28.3%	31.4%	7.7%	2.4%	4.3%
Q6-8. Provides opportunities to learn	19.9%	29.7%	33.8%	7.4%	3.1%	6.0%
Q6-9. Preserves green space & provides areas of natural beauty	51.8%	34.3%	7.4%	2.4%	2.2%	1.9%
Q6-10. Strengthens our community	46.5%	31.9%	13.4%	3.6%	1.4%	3.1%
Q6-11. Is accessible to all residents	29.0%	33.1%	17.7%	6.5%	3.4%	10.3%

WITHOUT "DON'T KNOW"

Q6. Please rate your level of agreement with the following statements. Rate each item on a scale of 5 to 1, where 5 means "Strongly Agree," and 1 means "Strongly Disagree." (without "don't know")

(N=417)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q6-1. Is a valuable public resource for all residents	61.8%	29.0%	6.2%	2.2%	0.7%
Q6-2. Enhances quality of life in Norman	61.9%	28.9%	7.0%	1.2%	1.0%
Q6-3. Enhances appeal of living in Norman	58.7%	30.2%	6.9%	2.5%	1.7%
Q6-4. Improves property values in Norman	45.9%	31.3%	17.8%	3.3%	1.8%
Q6-5. Improves my (my household's) physical health & fitness	31.3%	30.5%	31.0%	4.8%	2.5%
Q6-6. Improves my (my household's) mental health & reduces stress	32.9%	30.7%	28.5%	5.4%	2.5%
Q6-7. Provides positive social interactions for me (my household)	27.1%	29.6%	32.8%	8.0%	2.5%
Q6-8. Provides opportunities to learn	21.2%	31.6%	36.0%	7.9%	3.3%
Q6-9. Preserves green space & provides areas of natural beauty	52.8%	35.0%	7.6%	2.4%	2.2%
Q6-10. Strengthens our community	48.0%	32.9%	13.9%	3.7%	1.5%
Q6-11. Is accessible to all residents	32.4%	36.9%	19.8%	7.2%	3.7%

Q7. Which THREE of the BENEFITS from the list in Question 6 are most important to you and members of your household?

Q7. Top choice	Number	Percent
Is a valuable public resource for all residents	97	23.3 %
Enhances quality of life in Norman	104	24.9 %
Enhances appeal of living in Norman	20	4.8 %
Improves property values in Norman	17	4.1 %
Improves my (my household's) physical health & fitness	39	9.4 %
Improves my (my household's) mental health & reduces stress	24	5.8 %
Provides positive social interactions for me (my household)	10	2.4 %
Provides opportunities to learn	3	0.7 %
Preserves green space & provides areas of natural beauty	54	12.9 %
Strengthens our community	8	1.9 %
Is accessible to all residents	23	5.5 %
None chosen	18	4.3 %
Total	417	100.0 %

Q7. Which THREE of the BENEFITS from the list in Question 6 are most important to you and members of your household?

Q7. 2nd choice	Number	Percent
Is a valuable public resource for all residents	36	8.6 %
Enhances quality of life in Norman	82	19.7 %
Enhances appeal of living in Norman	56	13.4 %
Improves property values in Norman	23	5.5 %
Improves my (my household's) physical health & fitness	51	12.2 %
Improves my (my household's) mental health & reduces stress	38	9.1 %
Provides positive social interactions for me (my household)	22	5.3 %
Provides opportunities to learn	5	1.2 %
Preserves green space & provides areas of natural beauty	59	14.1 %
Strengthens our community	16	3.8 %
Is accessible to all residents	8	1.9 %
None chosen	21	5.0 %
Total	417	100.0 %

Q7. Which THREE of the BENEFITS from the list in Question 6 are most important to you and members of your household?

Q7. 3rd choice	Number	Percent
Is a valuable public resource for all residents	34	8.2 %
Enhances quality of life in Norman	43	10.3 %
Enhances appeal of living in Norman	60	14.4 %
Improves property values in Norman	25	6.0 %
Improves my (my household's) physical health & fitness	26	6.2 %
Improves my (my household's) mental health & reduces stress	21	5.0 %
Provides positive social interactions for me (my household)	25	6.0 %
Provides opportunities to learn	20	4.8 %
Preserves green space & provides areas of natural beauty	62	14.9 %
Strengthens our community	38	9.1 %
Is accessible to all residents	32	7.7 %
None chosen	31	7.4 %
Total	417	100.0 %

Q7. Which THREE of the BENEFITS from the list in Question 6 are most important to you and members of your household? (sum of top 3)

Q7. Top choice	Number	Percent
Is a valuable public resource for all residents	167	40.0 %
Enhances quality of life in Norman	229	54.9 %
Enhances appeal of living in Norman	136	32.6 %
Improves property values in Norman	65	15.6 %
Improves my (my household's) physical health & fitness	116	27.8 %
Improves my (my household's) mental health & reduces stress	83	19.9 %
Provides positive social interactions for me (my household)	57	13.7 %
Provides opportunities to learn	28	6.7 %
Preserves green space & provides areas of natural beauty	175	42.0 %
Strengthens our community	62	14.9 %
Is accessible to all residents	63	15.1 %
None chosen	18	4.3 %
Total	1199	

Q8. Please CHECK ALL the organizations YOU or your HOUSEHOLD use to satisfy your needs for parks, recreation facilities, or recreation programs.

Q8. All the organizations your household uses to satisfy your needs for parks, recreation facilities, or recreation programs

	Number	Percent
City of Norman Parks & Recreation	306	73.4 %
School District	94	22.5 %
Faith Organizations	103	24.7 %
Youth Sports Associations	65	15.6 %
Private Gyms & Sports Organizations	113	27.1 %
YMCA	88	21.1 %
State & County Parks	188	45.1 %
University of Oklahoma	223	53.5 %
Nearby Communities	61	14.6 %
Boys & Girls Club	3	0.7 %
Community After School Program (CASP)	23	5.5 %
HOA Organizations	47	11.3 %
Total	1314	

Q9. Please rate your level of satisfaction with the following statements. Rate each item on a scale of 5 where 5 means "Very Satisfied," and 1 means "Very Dissatisfied."

Item 1.

(N=417)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Maintenance of parks in Norman	19.9%	47.2%	17.0%	7.9%	2.9%	5.0%
Q9-2. Number of parks in Norman	21.1%	45.3%	17.5%	9.4%	1.4%	5.3%
Q9-3. Security in City parks	7.4%	30.7%	33.6%	10.3%	6.5%	11.5%
Q9-4. Availability of information about programs/facilities	7.2%	22.1%	35.3%	19.4%	7.9%	8.2%
Q9-5. Quality of programs for families with children	8.9%	26.6%	29.5%	2.9%	1.7%	30.5%
Q9-6. Quality of programs for adults	6.0%	21.6%	36.2%	9.4%	3.8%	23.0%
Q9-7. User friendliness of City's Parks & Recreation website	7.9%	23.7%	29.7%	5.8%	3.8%	29.0%
Q9-8. Variety of programs offered by City	6.5%	25.4%	32.9%	6.0%	2.4%	26.9%
Q9-9. Ease of registering for classes offered by City	4.8%	14.6%	33.8%	3.1%	2.4%	41.2%
Q9-10. Ease of renting/reserving a facility	4.8%	14.4%	26.9%	4.8%	1.7%	47.5%
Q9-11. Fees charged for City recreation programs	5.0%	15.3%	31.2%	4.8%	2.6%	41.0%
Q9-12. Program schedule (time/day)	4.6%	16.3%	33.1%	4.1%	1.7%	40.3%
Q9-13. How close parks are located to your home	28.1%	43.4%	15.8%	4.8%	1.9%	6.0%
Q9-14. Quality of customer service received from City employees	15.3%	26.9%	26.6%	2.9%	2.6%	25.7%

WITHOUT "DON'T KNOW"

Q9. Please rate your level of satisfaction with the following statements. Rate each item on a scale of 5 to 1, where 5 means "Very Satisfied," and 1 means "Very Dissatisfied." (without "don't know")

(N=417)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Maintenance of parks in Norman	21.0%	49.7%	17.9%	8.3%	3.0%
Q9-2. Number of parks in Norman	22.3%	47.8%	18.5%	9.9%	1.5%
Q9-3. Security in City parks	8.4%	34.7%	37.9%	11.7%	7.3%
Q9-4. Availability of information about programs/facilities	7.8%	24.0%	38.4%	21.1%	8.6%
Q9-5. Quality of programs for families with children	12.8%	38.3%	42.4%	4.1%	2.4%
Q9-6. Quality of programs for adults	7.8%	28.0%	47.0%	12.1%	5.0%
Q9-7. User friendliness of City's Parks & Recreation website	11.1%	33.4%	41.9%	8.1%	5.4%
Q9-8. Variety of programs offered by City	8.9%	34.8%	44.9%	8.2%	3.3%
Q9-9. Ease of registering for classes offered by City	8.2%	24.9%	57.6%	5.3%	4.1%
Q9-10. Ease of renting/reserving a facility	9.1%	27.4%	51.1%	9.1%	3.2%
Q9-11. Fees charged for City recreation programs	8.5%	26.0%	52.8%	8.1%	4.5%
Q9-12. Program schedule (time/day)	7.6%	27.3%	55.4%	6.8%	2.8%
Q9-13. How close parks are located to your home	29.8%	46.2%	16.8%	5.1%	2.0%
Q9-14. Quality of customer service received from City employees	20.6%	36.1%	35.8%	3.9%	3.5%

Q10. Which THREE of the items from the list in Question 9 should receive the MOST EMPHASIS over the next 5 years?

Q10. Top choice	Number	Percent
Maintenance of parks in Norman	134	32.1 %
Number of parks in Norman	22	5.3 %
Security in City parks	72	17.3 %
Availability of information about programs/facilities	59	14.1 %
Quality of programs for families with children	19	4.6 %
Quality of programs for adults	18	4.3 %
User friendliness of City's Parks & Recreation website	5	1.2 %
Variety of programs offered by City	20	4.8 %
Ease of registering for classes offered by City	1	0.2 %
Fees charged for City recreation programs	6	1.4 %
Program schedule (time/day)	5	1.2 %
How close parks are located to your home	14	3.4 %
Quality of customer service received from City employees	12	2.9 %
None chosen	30	7.2 %
Total	417	100.0 %

Q10. Which THREE of the items from the list in Question 9 should receive the MOST EMPHASIS over the next 5 years?

Q10. 2nd choice	Number	Percent
Maintenance of parks in Norman	76	18.2 %
Number of parks in Norman	38	9.1 %
Security in City parks	67	16.1 %
Availability of information about programs/facilities	49	11.8 %
Quality of programs for families with children	26	6.2 %
Quality of programs for adults	30	7.2 %
User friendliness of City's Parks & Recreation website	19	4.6 %
Variety of programs offered by City	29	7.0 %
Ease of registering for classes offered by City	6	1.4 %
Ease of renting/reserving a facility	5	1.2 %
Fees charged for City recreation programs	7	1.7 %
Program schedule (time/day)	6	1.4 %
How close parks are located to your home	10	2.4 %
Quality of customer service received from City employees	9	2.2 %
None chosen	40	9.6 %
Total	417	100.0 %

Q10. Which THREE of the items from the list in Question 9 should receive the MOST EMPHASIS over the next 5 years?

Q10. 3rd choice	Number	Percent
Maintenance of parks in Norman	34	8.2 %
Number of parks in Norman	23	5.5 %
Security in City parks	51	12.2 %
Availability of information about programs/facilities	30	7.2 %
Quality of programs for families with children	19	4.6 %
Quality of programs for adults	43	10.3 %
User friendliness of City's Parks & Recreation website	20	4.8 %
Variety of programs offered by City	44	10.6 %
Ease of registering for classes offered by City	5	1.2 %
Ease of renting/reserving a facility	7	1.7 %
Fees charged for City recreation programs	19	4.6 %
Program schedule (time/day)	14	3.4 %
How close parks are located to your home	24	5.8 %
Quality of customer service received from City employees	22	5.3 %
None chosen	62	14.9 %
Total	417	100.0 %

Q10. Which THREE of the items from the list in Question 9 should receive the MOST EMPHASIS over the next 5 years? (top 3)

Q10. Top choice	Number	Percent
Maintenance of parks in Norman	244	58.5 %
Number of parks in Norman	83	19.9 %
Security in City parks	190	45.6 %
Availability of information about programs/facilities	138	33.1 %
Quality of programs for families with children	64	15.3 %
Quality of programs for adults	91	21.8 %
User friendliness of City's Parks & Recreation website	44	10.6 %
Variety of programs offered by City	93	22.3 %
Ease of registering for classes offered by City	12	2.9 %
Ease of renting/reserving a facility	12	2.9 %
Fees charged for City recreation programs	32	7.7 %
Program schedule (time/day)	25	6.0 %
How close parks are located to your home	48	11.5 %
Quality of customer service received from City employees	43	10.3 %
None chosen	30	7.2 %
Total	1149	

Q11. Program Needs. Please indicate if YOU or any member of your household has a need for each type of program listed below.

(N=417)

	Yes	No
Q11-1. Adult art/performing arts programs	38.1%	61.9%
Q11-2. Adult fitness & wellness programs	60.7%	39.3%
Q11-3. Adult sports programs	24.7%	75.3%
Q11-4. Before & after school programs	11.5%	88.5%
Q11-5. Community event programs (farmers market, arts in the parks, etc.)	72.9%	27.1%
Q11-6. Community garden programs	37.9%	62.1%
Q11-7. Fitness/exercise classes (e.g., Yoga, Zumba, boot camps, circuit training)	42.0%	58.0%
Q11-8. Gymnastics & tumbling programs	8.9%	91.1%
Q11-9. Inclusive/adaptive recreation programs	13.4%	86.6%
Q11-10. Martial arts programs	11.3%	88.7%
Q11-11. Nature/environmental education programs	39.8%	60.2%
Q11-12. Park stewardship/volunteering programs	23.3%	76.7%
Q11-13. Preschool programs/early childhood	8.4%	91.6%
Q11-14. Teen recreation programs	12.7%	87.3%
Q11-15. Tennis/pickleball lessons & leagues	18.0%	82.0%
Q11-16. Water fitness programs	30.0%	70.0%
Q11-17. Youth art/performing art programs	11.3%	88.7%

Q11. Program Needs. Please indicate if YOU or any member of your household has a need for each type of program listed below.

	Yes	No
Q11-18. Youth fitness & wellness classes	12.5%	87.5%
Q11-19. Youth learn to swim programs	15.8%	84.2%
Q11-20. Youth sports programs	15.8%	84.2%
Q11-21. Youth summer camps	10.8%	89.2%
Q11-22. Fishing clinics/classes	15.6%	84.4%
Q11-23. Outdoor hiking/walking clubs	36.5%	63.5%
Q11-24. Indoor running clubs	10.1%	89.9%
Q11-25. Other	3.4%	96.6%

Q11. Program Needs. If "YES," please indicate how well your needs are being met.

(N=384)

	Fully met	Mostly met	Partly met	Not met
Q11-1. Adult art/performing arts programs	10.1%	28.1%	36.7%	25.2%
Q11-2. Adult fitness & wellness programs	6.4%	27.9%	40.2%	25.6%
Q11-3. Adult sports programs	9.0%	21.3%	23.6%	46.1%
Q11-4. Before & after school programs	14.3%	23.8%	33.3%	28.6%
Q11-5. Community event programs (farmers market, arts in the parks, etc.)	19.3%	46.4%	27.4%	6.9%
Q11-6. Community garden programs	6.5%	21.0%	28.3%	44.2%
Q11-7. Fitness/exercise classes (e.g., Yoga, Zumba, boot camps, circuit training)	7.8%	20.8%	39.0%	32.5%
Q11-8. Gymnastics & tumbling programs	12.5%	15.6%	31.3%	40.6%
Q11-9. Inclusive/adaptive recreation programs	12.0%	14.0%	40.0%	34.0%
Q11-10. Martial arts programs	14.0%	16.3%	23.3%	46.5%
Q11-11. Nature/environmental education programs	3.7%	20.1%	40.3%	35.8%
Q11-12. Park stewardship/volunteering programs	4.8%	10.7%	50.0%	34.5%
Q11-13. Preschool programs/early childhood	24.1%	20.7%	27.6%	27.6%
Q11-14. Teen recreation programs	14.3%	11.9%	35.7%	38.1%
Q11-15. Tennis/pickleball lessons & leagues	8.1%	9.7%	43.5%	38.7%
Q11-16. Water fitness programs	8.6%	25.7%	30.5%	35.2%
Q11-17. Youth art/performing art programs	13.5%	18.9%	37.8%	29.7%

Q11. Program Needs. If "YES," please indicate how well your needs are being met.

	Fully met	Mostly met	Partly met	Not met
Q11-18. Youth fitness & wellness classes	4.8%	23.8%	42.9%	28.6%
Q11-19. Youth learn to swim programs	19.6%	23.5%	39.2%	17.6%
Q11-20. Youth sports programs	22.2%	37.0%	27.8%	13.0%
Q11-21. Youth summer camps	15.8%	13.2%	52.6%	18.4%
Q11-22. Fishing clinics/classes	5.7%	13.2%	35.8%	45.3%
Q11-23. Outdoor hiking/walking clubs	7.8%	10.2%	28.1%	53.9%
Q11-24. Indoor running clubs	11.8%	5.9%	20.6%	61.8%
Q11-25. Other	15.4%	0.0%	23.1%	61.5%

Q11-25. Other:

Q11-25. Other	Number	Percent
Bridge, chess	1	7.7 %
Bike groups	1	7.7 %
Free golf lessons	1	7.7 %
Swimminig program	1	7.7 %
Skating facilities	1	7.7 %
Mens indoor soccer	1	7.7 %
Self defense	1	7.7 %
WATER EDUCATION/REWARDS PROGRAM	1	7.7 %
Indoor/outdoor walking tracks	1	7.7 %
Outdoor/nature photography for adults and kids	1	7.7 %
Concerts	1	7.7 %
Bring Tai Chi back	1	7.7 %
I just like walking/riding a bicycle through the parks	1	7.7 %
Total	13	100.0 %

Q12. Which FOUR of the programs from the list in Question 11 are MOST IMPORTANT to your household?

Q12. Top choice	Number	Percent
Adult art/performing arts programs	51	12.2 %
Adult fitness & wellness programs	83	19.9 %
Adult sports programs	13	3.1 %
Before & after school programs	13	3.1 %
Community event programs (farmers market, arts in the parks, etc.)	93	22.3 %
Community garden programs	12	2.9 %
Fitness/exercise classes (e.g., Yoga, Zumba, boot camps, circuit training)	12	2.9 %
Gymnastics & tumbling programs	1	0.2 %
Inclusive/adaptive recreation programs	4	1.0 %
Martial arts programs	1	0.2 %
Nature/environmental education programs	12	2.9 %
Park stewardship/volunteering programs	4	1.0 %
Preschool programs/early childhood	2	0.5 %
Teen recreation programs	6	1.4 %
Tennis/pickleball lessons & leagues	3	0.7 %
Water fitness programs	11	2.6 %
Youth art/performing art programs	1	0.2 %
Youth fitness & wellness classes	3	0.7 %
Youth learn to swim programs	5	1.2 %
Youth sports programs	10	2.4 %
Youth summer camps	1	0.2 %
Fishing clinics/classes	6	1.4 %
Outdoor hiking/walking clubs	13	3.1 %
Indoor running clubs	1	0.2 %
None chosen	56	13.4 %
Total	417	100.0 %

Q12. Which FOUR of the programs from the list in Question 11 are MOST IMPORTANT to your household?

Q12. 2nd choice	Number	Percent
Adult art/performing arts programs	23	5.5 %
Adult fitness & wellness programs	44	10.6 %
Adult sports programs	6	1.4 %
Before & after school programs	7	1.7 %
Community event programs (farmers market, arts in the parks, etc.)	96	23.0 %
Community garden programs	21	5.0 %
Fitness/exercise classes (e.g., Yoga, Zumba, boot camps, circuit training)	27	6.5 %
Gymnastics & tumbling programs	3	0.7 %
Inclusive/adaptive recreation programs	7	1.7 %
Martial arts programs	2	0.5 %
Nature/environmental education programs	30	7.2 %
Park stewardship/volunteering programs	7	1.7 %
Preschool programs/early childhood	8	1.9 %
Teen recreation programs	9	2.2 %
Tennis/pickleball lessons & leagues	6	1.4 %
Water fitness programs	13	3.1 %
Youth art/performing art programs	4	1.0 %
Youth fitness & wellness classes	2	0.5 %
Youth learn to swim programs	6	1.4 %
Youth sports programs	8	1.9 %
Youth summer camps	1	0.2 %
Fishing clinics/classes	1	0.2 %
Outdoor hiking/walking clubs	12	2.9 %
Indoor running clubs	1	0.2 %
None chosen	73	17.5 %
Total	417	100.0 %

Q12. Which FOUR of the programs from the list in Question 11 are MOST IMPORTANT to your household?

Q12. 3rd choice	Number	Percent
Adult art/performing arts programs	16	3.8 %
Adult fitness & wellness programs	33	7.9 %
Adult sports programs	10	2.4 %
Before & after school programs	7	1.7 %
Community event programs (farmers market, arts in the parks, etc.)	42	10.1 %
Community garden programs	26	6.2 %
Fitness/exercise classes (e.g., Yoga, Zumba, boot camps, circuit training)	33	7.9 %
Gymnastics & tumbling programs	1	0.2 %
Inclusive/adaptive recreation programs	9	2.2 %
Martial arts programs	2	0.5 %
Nature/environmental education programs	33	7.9 %
Park stewardship/volunteering programs	14	3.4 %
Teen recreation programs	4	1.0 %
Tennis/pickleball lessons & leagues	13	3.1 %
Water fitness programs	16	3.8 %
Youth art/performing art programs	1	0.2 %
Youth fitness & wellness classes	4	1.0 %
Youth learn to swim programs	7	1.7 %
Youth sports programs	7	1.7 %
Youth summer camps	5	1.2 %
Fishing clinics/classes	7	1.7 %
Outdoor hiking/walking clubs	24	5.8 %
None chosen	103	24.7 %
Total	417	100.0 %

Q12. Which FOUR of the programs from the list in Question 11 are MOST IMPORTANT to your household?

Q12. 4th choice	Number	Percent
Adult art/performing arts programs	12	2.9 %
Adult fitness & wellness programs	17	4.1 %
Adult sports programs	13	3.1 %
Before & after school programs	6	1.4 %
Community event programs (farmers market, arts in the parks, etc.)	14	3.4 %
Community garden programs	31	7.4 %
Fitness/exercise classes (e.g., Yoga, Zumba, boot camps, circuit training)	26	6.2 %
Gymnastics & tumbling programs	2	0.5 %
Inclusive/adaptive recreation programs	4	1.0 %
Martial arts programs	2	0.5 %
Nature/environmental education programs	25	6.0 %
Park stewardship/volunteering programs	11	2.6 %
Preschool programs/early childhood	6	1.4 %
Teen recreation programs	4	1.0 %
Tennis/pickleball lessons & leagues	6	1.4 %
Water fitness programs	9	2.2 %
Youth art/performing art programs	3	0.7 %
Youth fitness & wellness classes	4	1.0 %
Youth learn to swim programs	9	2.2 %
Youth sports programs	2	0.5 %
Youth summer camps	3	0.7 %
Fishing clinics/classes	12	2.9 %
Outdoor hiking/walking clubs	23	5.5 %
Indoor running clubs	4	1.0 %
None chosen	169	40.5 %
Total	417	100.0 %

**Q12. Which FOUR of the programs from the list in Question 11 are MOST IMPORTANT to your household?
(sum of top 4)**

Q12. Top choice	Number	Percent
Adult art/performing arts programs	102	24.5 %
Adult fitness & wellness programs	177	42.4 %
Adult sports programs	42	10.1 %
Before & after school programs	33	7.9 %
Community event programs (farmers market, arts in the parks, etc.)	245	58.8 %
Community garden programs	90	21.6 %
Fitness/exercise classes (e.g., Yoga, Zumba, boot camps, circuit training)	98	23.5 %
Gymnastics & tumbling programs	7	1.7 %
Inclusive/adaptive recreation programs	24	5.8 %
Martial arts programs	7	1.7 %
Nature/environmental education programs	100	24.0 %
Park stewardship/volunteering programs	36	8.6 %
Preschool programs/early childhood	16	3.8 %
Teen recreation programs	23	5.5 %
Tennis/pickleball lessons & leagues	28	6.7 %
Water fitness programs	49	11.8 %
Youth art/performing art programs	9	2.2 %
Youth fitness & wellness classes	13	3.1 %
Youth learn to swim programs	27	6.5 %
Youth sports programs	27	6.5 %
Youth summer camps	10	2.4 %
Fishing clinics/classes	26	6.2 %
Outdoor hiking/walking clubs	72	17.3 %
Indoor running clubs	6	1.4 %
None chosen	56	13.4 %
Total	1323	

Q13. Facility/Amenity Needs: Please indicate if YOU or any member of your household has a need for each type of facility/amenity listed below.

(N=417)

	Yes	No
Q13-1. Baseball/softball fields	12.2%	87.8%
Q13-2. Outdoor basketball courts	14.9%	85.1%
Q13-3. Catering & teaching kitchen	22.5%	77.5%
Q13-4. Classrooms/meeting rooms	16.5%	83.5%
Q13-5. Community gardens	37.2%	62.8%
Q13-6. Computer lab/classroom	17.3%	82.7%
Q13-7. Dance studio/exercise studio	19.9%	80.1%
Q13-8. Dedicated social space for active older adults/seniors	33.6%	66.4%
Q13-9. Dedicated teen zone/youth game room (music, pool table, games, food, etc.)	13.7%	86.3%
Q13-10. Dog parks	38.8%	61.2%
Q13-11. Food concessions (cafe, juice bar, snack bar)	22.3%	77.7%
Q13-12. Indoor event space	23.0%	77.0%
Q13-13. Indoor fitness classes (spin, yoga, etc.)	34.8%	65.2%
Q13-14. Indoor fitness facilities (cardio/weights)	29.5%	70.5%
Q13-15. Indoor performance space	12.0%	88.0%
Q13-16. Indoor sports courts (basketball, squash, badminton, futsal, etc.)	17.3%	82.7%
Q13-17. Indoor swimming pool	39.3%	60.7%
Q13-18. Outdoor amphitheater/stage/performance area	31.2%	68.8%

Q13. Facility/Amenity Needs: Please indicate if YOU or any member of your household has a need for each type of facility/amenity listed below.

	Yes	No
Q13-19. Park benches to relax, read, enjoy nature	59.0%	41.0%
Q13-20. Park shelters/picnic facilities	47.5%	52.5%
Q13-21. Pickleball courts	14.4%	85.6%
Q13-22. Playgrounds	31.7%	68.3%
Q13-23. Golf course	17.5%	82.5%
Q13-24. Private patio for outdoor events	18.9%	81.1%
Q13-25. Skate park	10.8%	89.2%
Q13-26. Soccer fields	12.9%	87.1%
Q13-27. Trails, steps, pathways (for exercise on foot or bicycle)	59.0%	41.0%
Q13-28. In-line hockey facility	4.1%	95.9%
Q13-29. Archery range	14.1%	85.9%
Q13-30. BMX track	4.8%	95.2%
Q13-31. Outdoor sports courts (tennis, futsal, etc.)	16.8%	83.2%
Q13-32. Volleyball	10.8%	89.2%
Q13-33. Outdoor fitness facility	18.2%	81.8%
Q13-34. Disc golf course	15.3%	84.7%
Q13-35. Spraygrounds	11.5%	88.5%

Q13. Facility/Amenity Needs: If "YES," please indicate how well your needs are being met.

(N=383)

	Fully met	Mostly met	Partly met	Not met
Q13-1. Baseball/softball fields	24.4%	42.2%	24.4%	8.9%
Q13-2. Outdoor basketball courts	14.5%	32.7%	34.5%	18.2%
Q13-3. Catering & teaching kitchen	5.3%	6.6%	32.9%	55.3%
Q13-4. Classrooms/meeting rooms	16.4%	25.5%	38.2%	20.0%
Q13-5. Community gardens	5.4%	8.5%	34.1%	51.9%
Q13-6. Computer lab/classroom	9.4%	25.0%	32.8%	32.8%
Q13-7. Dance studio/exercise studio	7.2%	18.8%	27.5%	46.4%
Q13-8. Dedicated social space for active older adults/seniors	4.4%	12.3%	37.7%	45.6%
Q13-9. Dedicated teen zone/youth game room (music, pool table, games, food, etc.)	4.1%	12.2%	24.5%	59.2%
Q13-10. Dog parks	15.9%	38.6%	32.4%	13.1%
Q13-11. Food concessions (cafe, juice bar, snack bar)	10.3%	17.9%	29.5%	42.3%
Q13-12. Indoor event space	8.3%	16.7%	48.8%	26.2%
Q13-13. Indoor fitness classes (spin, yoga, etc.)	10.8%	21.7%	34.2%	33.3%
Q13-14. Indoor fitness facilities (cardio/weights)	11.7%	14.6%	29.1%	44.7%
Q13-15. Indoor performance space	9.3%	18.6%	32.6%	39.5%
Q13-16. Indoor sports courts (basketball, squash, badminton, futsal, etc.)	11.1%	20.6%	31.7%	36.5%
Q13-17. Indoor swimming pool	11.0%	5.5%	23.4%	60.0%
Q13-18. Outdoor amphitheater/stage/performance area	17.4%	33.9%	29.6%	19.1%

Q13. Facility/Amenity Needs: If "YES," please indicate how well your needs are being met.

	Fully met	Mostly met	Partly met	Not met
Q13-19. Park benches to relax, read, enjoy nature	17.8%	42.7%	30.0%	9.4%
Q13-20. Park shelters/picnic facilities	17.0%	43.2%	33.0%	6.8%
Q13-21. Pickleball courts	13.2%	17.0%	32.1%	37.7%
Q13-22. Playgrounds	31.1%	48.7%	16.0%	4.2%
Q13-23. Golf course	42.9%	28.6%	23.8%	4.8%
Q13-24. Private patio for outdoor events	5.9%	13.2%	39.7%	41.2%
Q13-25. Skate park	35.7%	38.1%	23.8%	2.4%
Q13-26. Soccer fields	35.3%	43.1%	15.7%	5.9%
Q13-27. Trails, steps, pathways (for exercise on foot or bicycle)	13.2%	26.0%	43.8%	16.9%
Q13-28. In-line hockey facility	13.3%	0.0%	13.3%	73.3%
Q13-29. Archery range	4.1%	6.1%	22.4%	67.3%
Q13-30. BMX track	25.0%	20.0%	20.0%	35.0%
Q13-31. Outdoor sports courts (tennis, futsal, etc.)	13.6%	23.7%	44.1%	18.6%
Q13-32. Volleyball	10.0%	15.0%	37.5%	37.5%
Q13-33. Outdoor fitness facility	4.8%	17.5%	41.3%	36.5%
Q13-34. Disc golf course	30.9%	43.6%	21.8%	3.6%
Q13-35. Spraygrounds	27.9%	30.2%	34.9%	7.0%

Q14. Which FOUR of the facilities/amenities from the list in Question 13 are MOST IMPORTANT to your household?

Q14. Top choice	Number	Percent
Baseball/softball fields	14	3.4 %
Outdoor basketball courts	6	1.4 %
Catering & teaching kitchen	11	2.6 %
Classrooms/meeting rooms	7	1.7 %
Community gardens	28	6.7 %
Computer lab/classroom	11	2.6 %
Dance studio/exercise studio	4	1.0 %
Dedicated social space for active older adults/seniors	33	7.9 %
Dedicated teen zone/youth game room (music, pool table, games, food, etc.)	7	1.7 %
Dog parks	32	7.7 %
Food concessions (cafe, juice bar, snack bar)	1	0.2 %
Indoor event space	7	1.7 %
Indoor fitness classes (spin, yoga, etc.)	18	4.3 %
Indoor fitness facilities (cardio/weights)	5	1.2 %
Indoor performance space	2	0.5 %
Indoor sports courts (basketball, squash, badminton, futsal, etc.)	1	0.2 %
Indoor swimming pool	32	7.7 %
Outdoor amphitheater/stage/performance area	9	2.2 %
Park benches to relax, read, enjoy nature	21	5.0 %
Park shelters/picnic facilities	8	1.9 %
Pickleball courts	1	0.2 %
Playgrounds	15	3.6 %
Golf course	12	2.9 %
Skate park	3	0.7 %
Soccer fields	7	1.7 %
Trails, steps, pathways (for exercise on foot or bicycle)	36	8.6 %
In-line hockey facility	8	1.9 %
Archery range	2	0.5 %
Outdoor sports courts (tennis, futsal, etc.)	2	0.5 %
Volleyball	1	0.2 %
Outdoor fitness facility	5	1.2 %
Disc golf course	9	2.2 %
Spraygrounds	1	0.2 %
None chosen	58	13.9 %
Total	417	100.0 %

Q14. Which FOUR of the facilities/amenities from the list in Question 13 are MOST IMPORTANT to your household?

Q14. 2nd choice	Number	Percent
Baseball/softball fields	4	1.0 %
Outdoor basketball courts	8	1.9 %
Catering & teaching kitchen	6	1.4 %
Classrooms/meeting rooms	5	1.2 %
Community gardens	23	5.5 %
Computer lab/classroom	7	1.7 %
Dance studio/exercise studio	8	1.9 %
Dedicated social space for active older adults/seniors	29	7.0 %
Dedicated teen zone/youth game room (music, pool table, games, food, etc.)	4	1.0 %
Dog parks	18	4.3 %
Food concessions (cafe, juice bar, snack bar)	10	2.4 %
Indoor event space	7	1.7 %
Indoor fitness classes (spin, yoga, etc.)	15	3.6 %
Indoor fitness facilities (cardio/weights)	9	2.2 %
Indoor performance space	2	0.5 %
Indoor sports courts (basketball, squash, badminton, futsal, etc.)	4	1.0 %
Indoor swimming pool	30	7.2 %
Outdoor amphitheater/stage/performance area	14	3.4 %
Park benches to relax, read, enjoy nature	39	9.4 %
Park shelters/picnic facilities	15	3.6 %
Pickleball courts	8	1.9 %
Playgrounds	10	2.4 %
Golf course	5	1.2 %
Private patio for outdoor events	6	1.4 %
Skate park	1	0.2 %
Soccer fields	2	0.5 %
Trails, steps, pathways (for exercise on foot or bicycle)	33	7.9 %
In-line hockey facility	1	0.2 %
Archery range	3	0.7 %
BMX track	1	0.2 %
Outdoor sports courts (tennis, futsal, etc.)	2	0.5 %
Volleyball	2	0.5 %
Outdoor fitness facility	1	0.2 %
Disc golf course	4	1.0 %
Spraygrounds	4	1.0 %
None chosen	77	18.5 %
Total	417	100.0 %

Q14. Which FOUR of the facilities/amenities from the list in Question 13 are MOST IMPORTANT to your household?

Q14. 3rd choice	Number	Percent
Baseball/softball fields	8	1.9 %
Outdoor basketball courts	3	0.7 %
Catering & teaching kitchen	5	1.2 %
Classrooms/meeting rooms	4	1.0 %
Community gardens	15	3.6 %
Computer lab/classroom	6	1.4 %
Dance studio/exercise studio	5	1.2 %
Dedicated social space for active older adults/seniors	11	2.6 %
Dedicated teen zone/youth game room (music, pool table, games, food, etc.)	7	1.7 %
Dog parks	15	3.6 %
Food concessions (cafe, juice bar, snack bar)	7	1.7 %
Indoor event space	6	1.4 %
Indoor fitness classes (spin, yoga, etc.)	12	2.9 %
Indoor fitness facilities (cardio/weights)	15	3.6 %
Indoor performance space	8	1.9 %
Indoor sports courts (basketball, squash, badminton, futsal, etc.)	6	1.4 %
Indoor swimming pool	21	5.0 %
Outdoor amphitheater/stage/performance area	10	2.4 %
Park benches to relax, read, enjoy nature	28	6.7 %
Park shelters/picnic facilities	20	4.8 %
Pickleball courts	4	1.0 %
Playgrounds	9	2.2 %
Golf course	9	2.2 %
Private patio for outdoor events	6	1.4 %
Skate park	2	0.5 %
Soccer fields	3	0.7 %
Trails, steps, pathways (for exercise on foot or bicycle)	36	8.6 %
In-line hockey facility	1	0.2 %
Archery range	9	2.2 %
Outdoor sports courts (tennis, futsal, etc.)	7	1.7 %
Volleyball	2	0.5 %
Outdoor fitness facility	6	1.4 %
Disc golf course	7	1.7 %
Spraygrounds	3	0.7 %
None chosen	101	24.2 %
Total	417	100.0 %

Q14. Which FOUR of the facilities/amenities from the list in Question 13 are MOST IMPORTANT to your household?

Q14. 4th choice	Number	Percent
Baseball/softball fields	4	1.0 %
Outdoor basketball courts	5	1.2 %
Catering & teaching kitchen	8	1.9 %
Classrooms/meeting rooms	3	0.7 %
Community gardens	13	3.1 %
Computer lab/classroom	11	2.6 %
Dance studio/exercise studio	6	1.4 %
Dedicated social space for active older adults/seniors	17	4.1 %
Dedicated teen zone/youth game room (music, pool table, games, food, etc.)	4	1.0 %
Dog parks	11	2.6 %
Food concessions (cafe, juice bar, snack bar)	4	1.0 %
Indoor event space	5	1.2 %
Indoor fitness classes (spin, yoga, etc.)	11	2.6 %
Indoor fitness facilities (cardio/weights)	7	1.7 %
Indoor sports courts (basketball, squash, badminton, futsal, etc.)	6	1.4 %
Indoor swimming pool	18	4.3 %
Outdoor amphitheater/stage/performance area	9	2.2 %
Park benches to relax, read, enjoy nature	20	4.8 %
Park shelters/picnic facilities	13	3.1 %
Pickleball courts	5	1.2 %
Playgrounds	11	2.6 %
Golf course	3	0.7 %
Private patio for outdoor events	8	1.9 %
Soccer fields	3	0.7 %
Trails, steps, pathways (for exercise on foot or bicycle)	33	7.9 %
Archery range	11	2.6 %
BMX track	1	0.2 %
Outdoor sports courts (tennis, futsal, etc.)	7	1.7 %
Volleyball	6	1.4 %
Outdoor fitness facility	6	1.4 %
Disc golf course	4	1.0 %
Spraygrounds	5	1.2 %
None chosen	139	33.3 %
Total	417	100.0 %

Q14. Which FOUR of the facilities/amenities from the list in Question 13 are MOST IMPORTANT to your household? (sum of top 4)

Q14. Top choice	Number	Percent
Baseball/softball fields	30	7.2 %
Outdoor basketball courts	22	5.3 %
Catering & teaching kitchen	30	7.2 %
Classrooms/meeting rooms	19	4.6 %
Community gardens	79	18.9 %
Computer lab/classroom	35	8.4 %
Dance studio/exercise studio	23	5.5 %
Dedicated social space for active older adults/seniors	90	21.6 %
Dedicated teen zone/youth game room (music, pool table, games, food, etc.)	22	5.3 %
Dog parks	76	18.2 %
Food concessions (cafe, juice bar, snack bar)	22	5.3 %
Indoor event space	25	6.0 %
Indoor fitness classes (spin, yoga, etc.)	56	13.4 %
Indoor fitness facilities (cardio/weights)	36	8.6 %
Indoor performance space	12	2.9 %
Indoor sports courts (basketball, squash, badminton, futsal, etc.)	17	4.1 %
Indoor swimming pool	101	24.2 %
Outdoor amphitheater/stage/performance area	42	10.1 %
Park benches to relax, read, enjoy nature	108	25.9 %
Park shelters/picnic facilities	56	13.4 %
Pickleball courts	18	4.3 %
Playgrounds	45	10.8 %
Golf course	29	7.0 %
Private patio for outdoor events	20	4.8 %
Skate park	6	1.4 %
Soccer fields	15	3.6 %
Trails, steps, pathways (for exercise on foot or bicycle)	138	33.1 %
In-line hockey facility	10	2.4 %
Archery range	25	6.0 %
BMX track	2	0.5 %
Outdoor sports courts (tennis, futsal, etc.)	18	4.3 %
Volleyball	11	2.6 %
Outdoor fitness facility	18	4.3 %
Disc golf course	24	5.8 %
Spraygrounds	13	3.1 %
None chosen	58	13.9 %
Total	1351	

Q15. The following are actions the Norman Parks and Recreation Department could take to improve the parks and recreation system in the City of Norman. Please indicate how supportive you would be of each action.

(N=417)

	Very supportive	Somewhat supportive	Not sure	Not supportive
Q15-1. Acquire property to redevelop into parks for additional playground, shaded areas, trails, picnicking, etc.	52.8%	24.7%	15.8%	6.7%
Q15-2. Upgrade existing parks	68.6%	20.4%	9.1%	1.9%
Q15-3. Upgrades to City's recreation centers	51.8%	23.7%	20.9%	3.6%
Q15-4. Increased connectivity of hiking/ biking trails & parks	57.3%	21.6%	18.5%	2.6%
Q15-5. Updated park facilities (playgrounds, shelters, restrooms, trails, fields, etc.)	63.1%	21.6%	12.9%	2.4%
Q15-6. Updated rentable shelters/ pavilions	35.7%	28.3%	29.0%	7.0%
Q15-7. Increase events & programming	44.4%	28.1%	23.7%	3.8%
Q15-8. Preserve open & green space	67.9%	18.0%	12.9%	1.2%
Q15-9. Preserve & maintain historical significance of park property in City	60.7%	20.6%	15.6%	3.1%
Q15-10. Other	100.0%	0.0%	0.0%	0.0%

Q15-10. Other:

Q15-10. Other	Number	Percent
Neighborhood flower gardens	1	4.8 %
Maintain what we have	1	4.8 %
Create pet store and other interesting things to see in Norman	1	4.8 %
Improving baseball/softball	1	4.8 %
New senior center	1	4.8 %
Native plants/flowers	1	4.8 %
Farmers market	1	4.8 %
Need more adult fitness features in parks	1	4.8 %
A quality senior citizen center	1	4.8 %
Longer trail system	1	4.8 %
Area South of OU SNMNH	1	4.8 %
We need more trees, water, and beauty in the park	1	4.8 %
Increasing LGBTQ and inclusion in the City in Norman	1	4.8 %
Shelters for the homeless	1	4.8 %
Gun range	1	4.8 %
Deal with homeless problem	1	4.8 %
Adult garden allotments	1	4.8 %
Whatever facilities that Norman residents want or need	1	4.8 %
Create avenues and zoning to upgrade youth sports facilities	1	4.8 %
Anything to help with nature and green spaces	1	4.8 %
Educate people on how to access these facilities	1	4.8 %
Total	21	100.0 %

Q16. Which THREE of the items listed in Question 15 are MOST IMPORTANT to your household for the City to maintain and/or develop?

Q16. Top choice	Number	Percent
Acquire property to redevelop into parks for additional playground, shaded areas, trails, picnicking, etc.	70	16.8 %
Upgrade existing parks	116	27.8 %
Upgrades to City's recreation centers	12	2.9 %
Increased connectivity of hiking/biking trails & parks	46	11.0 %
Updated park facilities (playgrounds, shelters, restrooms, trails, fields, etc.)	25	6.0 %
Updated rentable shelters/pavilions	1	0.2 %
Increase events & programming	14	3.4 %
Preserve open & green space	50	12.0 %
Preserve & maintain historical significance of park property in City	12	2.9 %
Other	11	2.6 %
None chosen	60	14.4 %
Total	417	100.0 %

Q16. Which THREE of the items listed in Question 15 are MOST IMPORTANT to your household for the City to maintain and/or develop?

Q16. 2nd choice	Number	Percent
Acquire property to redevelop into parks for additional playground, shaded areas, trails, picnicking, etc.	26	6.2 %
Upgrade existing parks	61	14.6 %
Upgrades to City's recreation centers	36	8.6 %
Increased connectivity of hiking/biking trails & parks	55	13.2 %
Updated park facilities (playgrounds, shelters, restrooms, trails, fields, etc.)	63	15.1 %
Updated rentable shelters/pavilions	13	3.1 %
Increase events & programming	27	6.5 %
Preserve open & green space	35	8.4 %
Preserve & maintain historical significance of park property in City	29	7.0 %
Other	2	0.5 %
None chosen	70	16.8 %
Total	417	100.0 %

Q16. Which THREE of the items listed in Question 15 are MOST IMPORTANT to your household for the City to maintain and/or develop?

Q16. 3rd choice	Number	Percent
Acquire property to redevelop into parks for additional playground, shaded areas, trails, picnicking, etc.	40	9.6 %
Upgrade existing parks	37	8.9 %
Upgrades to City's recreation centers	20	4.8 %
Increased connectivity of hiking/biking trails & parks	29	7.0 %
Updated park facilities (playgrounds, shelters, restrooms, trails, fields, etc.)	63	15.1 %
Updated rentable shelters/pavilions	14	3.4 %
Increase events & programming	28	6.7 %
Preserve open & green space	55	13.2 %
Preserve & maintain historical significance of park property in City	35	8.4 %
Other	5	1.2 %
None chosen	91	21.8 %
Total	417	100.0 %

Q16. Which THREE of the items listed in Question 15 are MOST IMPORTANT to your household for the City to maintain and/or develop? (sum of top 3)

Q16. Top choice	Number	Percent
Acquire property to redevelop into parks for additional playground, shaded areas, trails, picnicking, etc.	136	32.6 %
Upgrade existing parks	214	51.3 %
Upgrades to City's recreation centers	68	16.3 %
Increased connectivity of hiking/biking trails & parks	130	31.2 %
Updated park facilities (playgrounds, shelters, restrooms, trails, fields, etc.)	151	36.2 %
Updated rentable shelters/pavilions	28	6.7 %
Increase events & programming	69	16.5 %
Preserve open & green space	140	33.6 %
Preserve & maintain historical significance of park property in City	76	18.2 %
Other	18	4.3 %
None chosen	60	14.4 %
Total	1090	

Q17. Listed below are the potential funding mechanisms that could be used to pay for the actions you indicated you most support in Question 15. Please rate your level of support for each of the following funding mechanisms.

(N=417)

	Very supportive	Somewhat supportive	Not sure	Not supportive
Q17-1. Bond issue approved by voters	44.4%	29.5%	14.9%	11.3%
Q17-2. Existing sales tax revenue	42.2%	31.4%	15.8%	10.6%
Q17-3. Corporate sponsorship & donations	61.4%	21.8%	13.2%	3.6%
Q17-4. Grants from state, federal, & private sources	76.0%	14.6%	7.0%	2.4%
Q17-5. Enterprise operations (concession stands)	38.4%	35.7%	18.7%	7.2%
Q17-6. Program user fees for recreational programs	18.0%	37.6%	25.2%	19.2%
Q17-7. Existing property tax revenues	30.2%	29.0%	23.3%	17.5%
Q17-8. Impact/development fees	18.7%	21.6%	41.0%	18.7%
Q17-9. Additional temporary sales tax	16.1%	18.0%	21.3%	44.6%
Q17-10. Hotel/motel tax	34.3%	27.1%	20.6%	18.0%

Q18. Which TWO of the funding sources listed in Question 17 would you be most willing to support?

<u>Q18. Top choice</u>	<u>Number</u>	<u>Percent</u>
Bond issue approved by voters	103	24.7 %
Existing sales tax revenue	49	11.8 %
Corporate sponsorship & donations	60	14.4 %
Grants from state, federal, & private sources	81	19.4 %
Enterprise operations (concession stands)	5	1.2 %
Program user fees for recreational programs	13	3.1 %
Existing property tax revenues	9	2.2 %
Impact/development fees	6	1.4 %
Additional temporary sales tax	4	1.0 %
Hotel/motel tax	35	8.4 %
None chosen	52	12.5 %
Total	417	100.0 %

Q18. Which TWO of the funding sources listed in Question 17 would you be most willing to support?

<u>Q18. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Bond issue approved by voters	37	8.9 %
Existing sales tax revenue	45	10.8 %
Corporate sponsorship & donations	64	15.3 %
Grants from state, federal, & private sources	104	24.9 %
Enterprise operations (concession stands)	21	5.0 %
Program user fees for recreational programs	9	2.2 %
Existing property tax revenues	24	5.8 %
Impact/development fees	12	2.9 %
Additional temporary sales tax	14	3.4 %
Hotel/motel tax	22	5.3 %
None chosen	65	15.6 %
Total	417	100.0 %

Q18. Which TWO of the funding sources listed in Question 17 would you be most willing to support? (sum of top 2)

<u>Q18. Top choice</u>	<u>Number</u>	<u>Percent</u>
Bond issue approved by voters	140	33.6 %
Existing sales tax revenue	94	22.5 %
Corporate sponsorship & donations	124	29.7 %
Grants from state, federal, & private sources	185	44.4 %
Enterprise operations (concession stands)	26	6.2 %
Program user fees for recreational programs	22	5.3 %
Existing property tax revenues	33	7.9 %
Impact/development fees	18	4.3 %
Additional temporary sales tax	18	4.3 %
Hotel/motel tax	57	13.7 %
None chosen	52	12.5 %
Total	769	

Q19. The City of Norman would like your feedback on the capital projects included in the Norman Forward Sales Tax initiative. The following capital projects have been agreed upon as a part of the Norman Forward Sales Tax initiative that was approved in 2015 as a ½ percent (0.5%), 15-year duration sales tax that would pay for quality of life improvements throughout Norman. Please rate your level of support for each capital project included in the Norman Forward Sales Tax initiative.

(N=417)

	Very supportive	Somewhat supportive	Not sure	Not supportive
Q19-1. New Central Brach Library	49.6%	21.3%	14.6%	14.4%
Q19-2. New East Branch Library	45.1%	26.9%	17.7%	10.3%
Q19-3. Neighborhood park/trail projects	58.3%	26.9%	10.8%	4.1%
Q19-4. New indoor aquatic facility	38.6%	30.7%	21.1%	9.6%
Q19-5. Westwood (outdoor) pool facilities	41.2%	33.1%	18.5%	7.2%
Q19-6. Griffin Park Soccer Facility	25.9%	37.9%	23.0%	13.2%
Q19-7. Griffin Park Land acquisition	28.1%	31.9%	30.0%	10.1%
Q19-8. Reaves Park Baseball/Softball Facility	30.5%	35.7%	24.9%	8.9%
Q19-9. New Community Park Development	37.9%	28.1%	25.7%	8.4%
Q19-10. New Indoor Multi-Sport Facility	30.0%	28.1%	26.1%	15.8%
Q19-11. James Garner Avenue Extension	26.1%	24.7%	38.4%	10.8%
Q19-12. Road improvements	60.2%	24.5%	10.1%	5.3%
Q19-13. New Youth Football/Adult Softball Complex	19.2%	28.1%	33.8%	18.9%
Q19-14. Canadian River Park Development	36.5%	24.0%	31.2%	8.4%
Q19-15. Westwood Tennis Center Improvements	18.7%	28.3%	35.5%	17.5%

Q20. Counting yourself, how many people in your household are...

	Mean	Sum
Under 5 years	0.1	45
5-9 years	0.1	49
10-14 years	0.2	68
15-19 years	0.1	42
20-24 years	0.1	51
25-34 years	0.3	100
35-44 years	0.4	142
45-54 years	0.4	141
55-64 years	0.4	160
65-74 years	0.3	106
75-84 years	0.2	68
85+ years	0.1	23

Q21. What is your age?

Q21. Your age	Number	Percent
18-34	75	18.0 %
35-44	80	19.2 %
45-54	73	17.5 %
55-64	83	19.9 %
65+	84	20.1 %
Not provided	22	5.3 %
Total	417	100.0 %

WITHOUT "NOT PROVIDED"**Q21. What is your age? (without "not provided")**

Q21. Your age	Number	Percent
18-34	75	19.0 %
35-44	80	20.3 %
45-54	73	18.5 %
55-64	83	21.0 %
65+	84	21.3 %
Total	395	100.0 %

Q22. How many years have you lived in the City of Norman?

Q22. How many years have you lived in City of

Norman	Number	Percent
0-5	43	10.3 %
6-10	30	7.2 %
11-15	41	9.8 %
16-20	33	7.9 %
21-30	88	21.1 %
31+	166	39.8 %
Not provided	16	3.8 %
Total	417	100.0 %

WITHOUT "NOT PROVIDED"**Q22. How many years have you lived in the City of Norman? (without "not provided")**

Q22. How many years have you lived in City of

Norman	Number	Percent
0-5	43	10.7 %
6-10	30	7.5 %
11-15	41	10.2 %
16-20	33	8.2 %
21-30	88	21.9 %
31+	166	41.4 %
Total	401	100.0 %

Q23. Your gender?

Q23. Your gender	Number	Percent
Male	205	49.2 %
Female	208	49.9 %
Prefer to self-describe	2	0.5 %
Not provided	2	0.5 %
Total	417	100.0 %

WITHOUT "NOT PROVIDED"**Q23. Your gender? (without "not provided")**

Q23. Your gender	Number	Percent
Male	205	49.4 %
Female	208	50.1 %
Prefer to self-describe	2	0.5 %
Total	415	100.0 %

Q23-3. Self-describe your gender:

Q23-3. Self-describe your gender	Number	Percent
Non binary	1	50.0 %
Gender fluid	1	50.0 %
Total	2	100.0 %

Q24. Are you of Hispanic or Latino Ancestry?

<u>Q24. Are you of Hispanic or Latino ancestry</u>	<u>Number</u>	<u>Percent</u>
Yes	36	8.6 %
No	381	91.4 %
Total	417	100.0 %

Q25. Which of the following best describes your race/ethnicity?

<u>Q25. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian or Asian Indian	18	4.3 %
Black or African American	20	4.8 %
American Indian or Alaska Native	21	5.0 %
White	310	74.3 %
Native Hawaiian or other Pacific Islander	1	0.2 %
Other	5	1.2 %
Total	375	

Q25-6. Self-describe your race/ethnicity:

<u>Q25-6. Self-describe your race/ethnicity.</u>	<u>Number</u>	<u>Percent</u>
Mixed	2	40.0 %
Multi-race	1	20.0 %
Black and German	1	20.0 %
More than one	1	20.0 %
Total	5	100.0 %

Q26. What is your total annual household income?

Q26. Your total annual household income	Number	Percent
Under \$25K	45	10.8 %
\$25K to \$49,999	58	13.9 %
\$50K to \$74,999	83	19.9 %
\$75K to \$99,999	77	18.5 %
\$100K to \$149,999	62	14.9 %
\$150K+	44	10.6 %
Not provided	48	11.5 %
Total	417	100.0 %

WITHOUT "NOT PROVIDED"**Q26. What is your total annual household income? (without "not provided")**

Q26. Your total annual household income	Number	Percent
Under \$25K	45	12.2 %
\$25K to \$49,999	58	15.7 %
\$50K to \$74,999	83	22.5 %
\$75K to \$99,999	77	20.9 %
\$100K to \$149,999	62	16.8 %
\$150K+	44	11.9 %
Total	369	100.0 %

6

Survey Instrument



The City of NORMAN

201 West Gray, Bldg C • P.O. Box 370
Norman, Oklahoma • 73070

PARKS AND RECREATION
Phone: 405-366-5472
Fax: 405-366-5470

May 2022

Norman Neighbors!

Over the years, feedback from residents like you has been instrumental in helping to bring recreational programs and services to Norman. To continue offering programs that our residents support, the Department of Parks and Recreation has contracted with a third-party research company to conduct a study of randomly selected households. Our Community's input is necessary to ensure our programs continue to meet the needs and desires of Norman.

I am writing to let you know that your household has been randomly selected for participation. The survey is confidential and individual responses will not be shared – and every voice matters! To ensure our survey results represent all of our residents, it is vital that you complete and return the questionnaire as soon as possible. Even if you do not use the City's Park programs or facilities, your participation is still essential. The survey should take about 15 minutes to complete and can be returned using the enclosed postage-paid return envelope. You may also complete the survey online at NormanParksandRecreationSurvey.org.

Once we have collected the survey responses, the results will be used to complete the Norman Parks and Recreation operations, and programming needs assessment to ensure that as we grow as a city, this department is ready to serve our residents best. Thank you in advance for your participation and making this Norman resident survey a success. If you have any questions, please feel free to contact Ryan Murray, Assistant Director of Community Research with ETC Institute at 913-254-4598 or by email at Ryan.Murray@ETCInstitute.com.

Sincerely,

Jason Olsen, CPRP

City of Norman – Director of Parks and Recreation

2022 Norman Community Interest and Opinion Survey

Item 1.

Let your voice be heard today!

The City of Norman Parks and Recreation Department would like your input to help determine parks and recreation priorities for our community. This survey will take 10-15 minutes to complete. When you are finished, please return your survey in the enclosed postage-paid, return-reply envelope, or fill it out online at NormanParksandRecreationSurvey.org. We greatly appreciate your time!

1. Have you or other members of your household visited any parks or facilities offered by the City of Norman Parks and Recreation Department during the past year?

___(1) Yes [Answer Q1a.] ___(2) No [Skip to Q2.]

1a. How would you rate the physical condition of the parks/facilities you and/or the members of your household have visited during the past year?

___(4) Excellent ___(3) Good ___(2) Fair ___(1) Poor

2. In the past two years, have you or other members of your household participated in any programs offered by the City of Norman Parks and Recreation Department?

___(1) Yes [Answer Q2a.] ___(2) No [Skip to Q3.]

2a. How would you rate the programs you and/or the members of your household have participated in during the past two years?

___(4) Excellent ___(3) Good ___(2) Fair ___(1) Poor

3. Which of the following reasons prevent you or other members of your household from using parks, facilities, or programs offered by the City of Norman Parks and Recreation Department (if you currently use them, what prevents you from using them MORE OFTEN)? [Check all that apply.]

- | | |
|--|---|
| ___(01) Cost of participation | ___(12) Lack of transportation |
| ___(02) Entry fees at facilities or parks are too high | ___(13) Lack of Wi-Fi |
| ___(03) Facilities are not well maintained | ___(14) Facility operating hours are not convenient |
| ___(04) Facilities do not meet our household's needs | ___(15) Park operating hours are not convenient |
| ___(05) I do not feel safe at parks/facilities | ___(16) Parks are not easily accessible by walking, biking, or driving |
| ___(06) I do not know where parks are located | ___(17) Parks do not contain features that are appropriate for my family and me |
| ___(07) I use parks, facilities, and programs in nearby cities or counties | ___(18) Parks/facilities are too far from our residence |
| ___(08) I use parks, facilities, and programs offered by private providers instead | ___(19) Programming offered does not meet our needs |
| ___(09) Inadequate parking at parks and facilities | ___(20) Programs do not have enough space and fill up too quickly |
| ___(10) Lack of accessibility for people with disabilities | ___(21) Other: _____ |
| ___(11) Lack of awareness of what programs are offered | |

4. Leve

- | | |
|---|---|
| ___(01) Word of mouth | ___(08) Newspapers |
| ___(02) City's Parks and Recreation Website | ___(09) Nextdoor app |
| ___(03) Parks Brochure | ___(10) Television |
| ___(04) School flyers - Peachjar | ___(11) Radio |
| ___(05) Email notifications | ___(12) Flyers/Posters at parks and/or facilities |
| ___(06) Banners at parks or facilities | ___(13) Other organizations: _____ |
| ___(07) Social media (Facebook/Twitter) | ___(14) Other: _____ |

5. Which TWO information resources from the list in Question 4 do you MOST PREFER to use to get information about City of Norman Parks and Recreation Department programs, activities and events? [Write in your answers below using the numbers from the list in Question 4, or circle "NONE."]

1st: ___ 2nd: ___ NONE

6. Please rate your level of agreement with the following statements. Rate each item on a scale of 5 to 1, where 5 means "Strongly Agree," and 1 means "Strongly Disagree." Item 1.

The Norman Parks and Recreation Department...	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
01. Is a valuable public resource for all residents	5	4	3	2	1	9
02. Enhances the quality of life in Norman	5	4	3	2	1	9
03. Enhances the appeal of living in Norman	5	4	3	2	1	9
04. Improves property values in Norman	5	4	3	2	1	9
05. Improves my (my household's) physical health and fitness	5	4	3	2	1	9
06. Improves my (my household's) mental health and reduces stress	5	4	3	2	1	9
07. Provides positive social interactions for me (my household)	5	4	3	2	1	9
08. Provides opportunities to learn	5	4	3	2	1	9
09. Preserves green space and provides areas of natural beauty	5	4	3	2	1	9
10. Strengthens our community	5	4	3	2	1	9
11. Is accessible to all residents	5	4	3	2	1	9

7. Which THREE of the BENEFITS from the list in Question 6 are most important to you and members of your household? [Write in your answers below using the numbers from the list in Question 6, or circle "NONE."]

1st: ____ 2nd: ____ 3rd: ____ NONE

8. Please CHECK ALL the organizations YOU or your HOUSEHOLD use to satisfy your needs for parks, recreation facilities, or recreation programs.

- | | |
|--|--|
| ____(01) City of Norman Parks and Recreation | ____(07) State and County Parks |
| ____(02) School District | ____(08) University of Oklahoma |
| ____(03) Faith Organizations | ____(09) Nearby Communities |
| ____(04) Youth Sports Associations | ____(10) Boys and Girls Club |
| ____(05) Private Gyms and Sports Organizations | ____(11) Community After School Program (CASP) |
| ____(06) YMCA | ____(12) HOA Organizations |

9. Please rate your level of satisfaction with the following statements. Rate each item on a scale of 5 to 1, where 5 means "Very Satisfied," and 1 means "Very Dissatisfied."

Rate Your Level of Satisfaction	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Maintenance of parks in Norman	5	4	3	2	1	9
02. Number of parks in Norman	5	4	3	2	1	9
03. Security in City parks	5	4	3	2	1	9
04. Availability of information about programs/facilities	5	4	3	2	1	9
05. Quality of programs for families with children	5	4	3	2	1	9
06. Quality of programs for adults	5	4	3	2	1	9
07. User friendliness of the City's Parks and Recreation Website	5	4	3	2	1	9
08. Variety of programs offered by the City	5	4	3	2	1	9
09. Ease of registering for classes offered by the City	5	4	3	2	1	9
10. Ease of renting/reserving a facility	5	4	3	2	1	9
11. Fees charged for City recreation programs	5	4	3	2	1	9
12. Program schedule (time/day)	5	4	3	2	1	9
13. How close parks are located to your home	5	4	3	2	1	9
14. Quality of customer service received from City employees	5	4	3	2	1	9

10. Which THREE of the items from the list in Question 9 should receive the MOST EMPHASIS over the next 5 years? [Write in your answers below using the numbers from the list in Question 9, or circle "NONE."]

1st: ____ 2nd: ____ 3rd: ____ NONE

11. **Program Needs.** Please indicate if YOU or any member of your household has a need for Item 1. type of program listed below by circling YES or NO to the right of each type of program. If YES, please answer the questions to the right of the program regarding "How well are your needs being met?"

Type of Program	Do You Have a Need for this Program?		How well are your needs met?			
	Yes	No	Fully Met	Mostly Met	Partly Met	Not Met
01. Adult art/performing arts programs	Yes	No	4	3	2	1
02. Adult fitness and wellness programs	Yes	No	4	3	2	1
03. Adult sports programs	Yes	No	4	3	2	1
04. Before and after school programs	Yes	No	4	3	2	1
05. Community event programs (farmers market, arts in the parks, etc.)	Yes	No	4	3	2	1
06. Community garden programs	Yes	No	4	3	2	1
07. Fitness/exercise classes (e.g., Yoga, Zumba, boot camps, circuit training)	Yes	No	4	3	2	1
08. Gymnastics and tumbling programs	Yes	No	4	3	2	1
09. Inclusive/adaptive recreation programs	Yes	No	4	3	2	1
10. Martial arts programs	Yes	No	4	3	2	1
11. Nature/environmental education programs	Yes	No	4	3	2	1
12. Park stewardship/volunteering programs	Yes	No	4	3	2	1
13. Preschool programs/early childhood	Yes	No	4	3	2	1
14. Teen recreation programs	Yes	No	4	3	2	1
15. Tennis/Pickleball lessons and leagues	Yes	No	4	3	2	1
16. Water fitness programs	Yes	No	4	3	2	1
17. Youth art/performing art programs	Yes	No	4	3	2	1
18. Youth fitness and wellness classes	Yes	No	4	3	2	1
19. Youth learn to swim programs	Yes	No	4	3	2	1
20. Youth sports programs	Yes	No	4	3	2	1
21. Youth summer camps	Yes	No	4	3	2	1
22. Fishing clinics/classes	Yes	No	4	3	2	1
23. Outdoor hiking/walking clubs	Yes	No	4	3	2	1
24. Indoor running clubs	Yes	No	4	3	2	1
25. Other: _____	Yes	No	4	3	2	1

12. Which FOUR of the programs from the list in Question 11 are MOST IMPORTANT to your household? [Using the numbers in Question 11, please write in the numbers of the programs that are your 1st, 2nd, 3rd, and 4th choices, or circle "NONE."]

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

12a. Please list up to THREE other programs, not listed in Question 11, that you would like to see the City of Norman Parks and Recreation Department offer?

1. _____
2. _____
3. _____

13. **Facility/Amenity Needs.** Please indicate if YOU or any member of your household has a need for each type of facility/amenity listed below by circling YES or NO to the right of each type of facility/amenity. If YES, please answer the questions to the right of the facility/amenity regarding "How well are your needs being met?"

Item 1.

Type of Facility/Amenity	Do You Have a Need for this Facility/Amenity?		How well are your needs met?			
	Yes	No	Fully Met	Mostly Met	Partly Met	Not Met
01. Baseball/softball fields	Yes	No	4	3	2	1
02. Outdoor basketball courts	Yes	No	4	3	2	1
03. Catering and Teaching Kitchen	Yes	No	4	3	2	1
04. Classrooms/meeting rooms	Yes	No	4	3	2	1
05. Community gardens	Yes	No	4	3	2	1
06. Computer lab/classroom	Yes	No	4	3	2	1
07. Dance studio/exercise studio	Yes	No	4	3	2	1
08. Dedicated social space for Active Older Adults/Seniors	Yes	No	4	3	2	1
09. Dedicated Teen Zone/Youth Game Room (music, pool table, games, food, etc.)	Yes	No	4	3	2	1
10. Dog parks	Yes	No	4	3	2	1
11. Food concessions (café, juice bar, snack bar)	Yes	No	4	3	2	1
12. Indoor event space	Yes	No	4	3	2	1
13. Indoor fitness classes (spin, yoga, etc.)	Yes	No	4	3	2	1
14. Indoor fitness facilities (cardio/weights)	Yes	No	4	3	2	1
15. Indoor performance space	Yes	No	4	3	2	1
16. Indoor sports courts (basketball, squash, badminton, futsal, etc.)	Yes	No	4	3	2	1
17. Indoor swimming pool	Yes	No	4	3	2	1
18. Outdoor amphitheater/stage/performance area	Yes	No	4	3	2	1
19. Park Benches to relax, read, enjoy nature	Yes	No	4	3	2	1
20. Park shelters/picnic facilities	Yes	No	4	3	2	1
21. Pickleball courts	Yes	No	4	3	2	1
22. Playgrounds	Yes	No	4	3	2	1
23. Golf course	Yes	No	4	3	2	1
24. Private Patio for outdoor events	Yes	No	4	3	2	1
25. Skate park	Yes	No	4	3	2	1
26. Soccer fields	Yes	No	4	3	2	1
27. Trails, steps, pathways (for exercise on foot or bicycle)	Yes	No	4	3	2	1
28. In-line hockey facility	Yes	No	4	3	2	1
29. Archery range	Yes	No	4	3	2	1
30. BMX track	Yes	No	4	3	2	1
31. Outdoor sports courts (tennis, futsal, etc.)	Yes	No	4	3	2	1
32. Volleyball	Yes	No	4	3	2	1
33. Outdoor fitness facility	Yes	No	4	3	2	1
34. Disc golf course	Yes	No	4	3	2	1
35. Spraygrounds	Yes	No	4	3	2	1

14. **Which FOUR of the facilities/amenities from the list in Question 13 are MOST IMPORTANT to your household?** [Using the numbers in Question 13, please write in the numbers of the facilities that are your 1st, 2nd, 3rd, and 4th choices, or circle "NONE."]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE

14a. Please list up to THREE other facilities/amenities, not listed in Question 13, that you like to see the City of Norman Parks and Recreation Department offer?

Item 1.

1. _____
2. _____
3. _____

15. The following are actions the Norman Parks and Recreation Department could take to improve the parks and recreation system in the City of Norman. Please indicate how supportive you would be of each action by circling the corresponding number to the right.

How supportive are you of having Norman...		Very Supportive	Somewhat Supportive	Not Sure	Not Supportive
01.	Acquire property to redevelop into parks for additional playground, shaded areas, trails, picnicking, etc.	4	3	2	1
02.	Upgrade existing parks	4	3	2	1
03.	Upgrades to the City's Recreation Centers	4	3	2	1
04.	Increased connectivity of hiking/biking trails and parks	4	3	2	1
05.	Updated park facilities (playgrounds, shelters, restrooms, trails, fields, etc.)	4	3	2	1
06.	Updated rentable shelters/pavilions	4	3	2	1
07.	Increase events and programming	4	3	2	1
08.	Preserve open and green space	4	3	2	1
09.	Preserve and maintain historical significance of park property in the City	4	3	2	1
10.	Other: _____	4	3	2	1

16. Which THREE of the items listed in Question 15 are MOST IMPORTANT to your household for the City to maintain and/or develop? [Write in your answers below using the numbers from the list in Question 15, or circle "NONE."]

1st: ____ 2nd: ____ 3rd: ____ NONE

17. Listed below are the potential funding mechanisms that could be used to pay for the actions you indicated you most support in Question 15. Please rate your level of support for each of the following funding mechanisms.

Rate Your Level of Support		Very Supportive	Somewhat Supportive	Not Sure	Not Supportive
01.	Bond issue approved by voters	4	3	2	1
02.	Existing sales tax revenue	4	3	2	1
03.	Corporate sponsorship and donations	4	3	2	1
04.	Grants from state, federal, and private sources	4	3	2	1
05.	Enterprise operations (concession stands)	4	3	2	1
06.	Program user fees for recreational programs	4	3	2	1
07.	Existing property tax revenues	4	3	2	1
08.	Impact/Development Fees	4	3	2	1
09.	Additional temporary sales tax	4	3	2	1
10.	Hotel/motel tax	4	3	2	1

18. Which TWO of the funding sources listed in Question 17 would you be most willing to support? [Write in your answers below using the numbers from the list in Question 17, or circle "NONE."]

1st: ____ 2nd: ____ NONE

19. The City of Norman would like your feedback on the capital projects included in the Norman Forward Sales Tax initiative. The following capital projects have been agreed upon as a part of the Norman Forward Sales Tax initiative that was approved in 2015 as a 1/2 percent (0.5%), 15-year duration sales tax that would pay for quality of life improvements throughout Norman. Please rate your level of support for each capital project included in the Norman Forward Sales Tax initiative.

Item 1.

How supportive are you of each of the following capital projects?		Very Supportive	Somewhat Supportive	Not Sure	Not Supportive
01.	New Central Brach Library	4	3	2	1
02.	New East Branch Library	4	3	2	1
03.	Neighborhood park/trail projects	4	3	2	1
04.	New indoor aquatic facility	4	3	2	1
05.	Westwood (outdoor) Pool Facilities	4	3	2	1
06.	Griffin Park Soccer Facility	4	3	2	1
07.	Griffin Park Land acquisition	4	3	2	1
08.	Reaves Park Baseball/Softball Facility	4	3	2	1
09.	New Community Park Development	4	3	2	1
10.	New Indoor Multi-Sport Facility	4	3	2	1
11.	James Garner Avenue Extension	4	3	2	1
12.	Road improvements	4	3	2	1
13.	New Youth Football/Adult Softball Complex	4	3	2	1
14.	Canadian River Park Development	4	3	2	1
15.	Westwood Tennis Center Improvements	4	3	2	1

Demographics

20. Counting yourself, how many people in your household are...

Under 5 years: ____ 15-19 years: ____ 35-44 years: ____ 65-74 years: ____
 5-9 years: ____ 20-24 years: ____ 45-54 years: ____ 75-84 years: ____
 10-14 years: ____ 25-34 years: ____ 55-64 years: ____ 85+ years: ____

21. What is your age? ____ years

22. How many years have you lived in the City of Norman? ____ years

23. Your gender: ____ (1) Male ____ (2) Female ____ (3) Prefer to Self-Describe: _____

24. Are you of Hispanic or Latino Ancestry? ____ (1) Yes ____ (2) No

25. Which of the following best describes your race/ethnicity? [Check all that apply.]

____ (01) Asian or Asian Indian ____ (04) White
 ____ (02) Black or African American ____ (05) Native Hawaiian or other Pacific Islander
 ____ (03) American Indian or Alaska Native ____ (99) Other: _____

26. What is your total annual household income?

____ (1) Under \$25,000 ____ (3) \$50,000 to \$74,999 ____ (5) \$100,000 to \$149,999
 ____ (2) \$25,000 to \$49,999 ____ (4) \$75,000 to \$99,999 ____ (6) \$150,000 or more

27. Would you be willing to participate in future surveys sponsored by the City of Norman?

____ (1) Yes [Answer Q27a.] ____ (2) No

27a. Please provide your contact information.

Mobile Phone Number: _____

Email Address: _____

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed return-reply envelope addressed to:
 ETC Institute, 725 W. Frontier Circle, Olathe, Kansas 66061