2011 Kirkwood Parks and Recreation Resident Poll:
A Summary Report

Executive Summary

The purpose of this survey was to measure citizen attitudes regarding Kirkwood's parks and recreation facilities and programs. Citizens were asked to note how aware they were of various parks and recreation facilities; how much they used them; how they would rate them; to rate certain facilities and services; to rank how important various parks and recreational facilities were to families; to prioritize funding for various parks and recreational items; to note which ones they would most want to see developed in cooperation with other public agencies; to render opinions on park acquisition priorities; to provide feedback to city officials on what parks and recreation needs should be emphasized over the next 10 years; to render opinion on how land acquisitions should be developed if the city exercised its option of acquiring various land areas; as well as to give opinion on a host of other items.

Residents were surveyed by mail between September 19th and the extended deadline for returns of November 16, 2011. 672 citizens returned the mailed questionnaires out of 2000 sent for a well above average response rate of 33.6%, generating an error margin of less than plus or minus 4% at 95% confidence level. The demographics from the survey demonstrate that the sample is quite representative of Kirkwood residents as a whole and very consistent with the findings from the 2001 ETC Institute study conducted for the City of Kirkwood. In fact, overall, the results found in this 2011 resident survey reflect quite closely the findings from the 2001 ETC study from the demographical data to the finding for various opinions about Kirkwood's parks and recreational programs.

This survey found that there was, as would be expected, a very high correlation between resident awareness of various parks and their use of them. Almost a perfect pattern was found. That is, the higher the awareness of parks, the greater the use, and vice versa. While Kirkwood City Park, the Community Center (treated as a "park" in this survey), and Grant's Trail were the most well known parks, as well as the most used in a perfect correlation, Monfort Park was found to be the least known and the least frequently. When citizens were ask to rank the physical condition of the parks that they had visited, they gave a very positive "good" to "excellent" rating of 94.5%, a ranking very similar to the rating residents gave in the 2001 survey, but more positive by 4.5%. This positive score is well above the national ratings for the physical condition of parks, which is normally found to be between 70%-80%, although the variance is pronounced (e.g., National Recreation and Parks Association, as well as numerous other ratings posted on the Internet under a Google search).

Over a third of Kirkwood's residents reported participating in parks and recreation programs in the past year, a finding almost identical to the 2001 finding. The vast majority of respondents reported that they get their information about Kirkwood's parks and recreation programs from city brochures, the city newsletter, the city's web page, or direct contact with the Parks and Recreation Department (87.2%) with only a small percentage noting that they get their information from non-city sources such as newspapers. The chief reasons citizens gave for not participating were "no interest in the programs" (39.5%) to "scheduling conflicts" (25.2%).

Survey results show that residents tend to use parks/facilities structured more for general use than parks/facilities designed more for esoteric use. That is, citizens noted that they were much more likely to use general facilities like the community center and Kirkwood's large community parks with their various walking, jogging, hiking, and biking paths with open space

than facilities designed for specialized purposes like the senior center, action sports facilities, golf courses, or the handball and racquetball courts.

Residents expressed high satisfaction with almost all of Kirkwood's parks and recreation facilities with the highest satisfaction levels shown for Kirkwood's "large community parks", playgrounds for children, and its ice skating/hockey facilities. Only one facility, the indoor swimming pool, received a satisfaction score below 50% (48.9%) out of 24 ranked parks and recreation facilities. The average percentage satisfaction score (i.e., residents saying they were "somewhat satisfied" to "completely satisfied") was 86.6%, or about 20% above the national average.

Of the 24 different parks and recreation facilities listed in the survey, residents said that the "outdoor swimming facility", the" large community parks", the "nature/hiking trails", and the "community center" were most important to members of their household. If the City of Kirkwood were to improve or develop certain parks and facilities, citizens were most interested in developing or improving "active use trails for biking, skating, jogging, walking, etc.", "large community parks" for" trails, picnic areas, and playgrounds", and "nature trails for hiking, bird watching, etc.", while least interested in developing or improving an "outdoor performing arts center" and a "youth/adult team sports complex for baseball, soccer, etc." Residents also noted that, if certain parks and recreational facilities were developed or improved with cooperation of other public agencies (e.g., the school district, neighboring cities), they most preferred to see an indoor swimming pool and active use trails cooperatively developed or improved. In a related item, respondents were very supportive of allowing non-residents to participate in Kirkwood's recreation facilities, knowing that non-residents normally pay a higher use fee. Only a mere 8.4% of the residents objected to such shared use.

Regarding future priorities for the Parks and Recreation Department, the plurality of residents, 41.1%, felt that the existing parks system is large enough and no additional property needs to be acquired for parks or open space. A majority of residents (55.4%) believed, when given a short list of priorities, that the City should emphasize over the next 10 years improving the maintenance of its existing parks and recreation facilities. Finally, if the City exercised its options to acquire and develop additional land areas within the city, respondents most preferred that the city use the land for passive use (i.e., for trails, picnic areas, and nature centers).

Mail Survey Methodology

The Warren Poll interviewed 640 Kirkwood residents by mail from September 19 - October 24, 2011. October 24th was set as the cut-off date for the return of the questionnaires. However, while writing this report over 30 more questionnaires were returned, so it was decided that this number was simply too many to ignore, so it was decided on November 16th to include these additional returns, bringing the total up to 672 for a 33.6% return rate. Adding these additional questionnaires caused *The Warren Poll* to go back and make minor edits to the report due to the slight changes to the statistics, but it was deemed well worth the effort because in polling, the larger the sample size, the better. Only a few questionnaires were returned after November 16th, amounting to less than 1% of the returns. The truth is that pollsters have found that questionnaires will trickle in for months after the questionnaires were originally mailed out.

The return rate for this 2011 Kirkwood Parks and Recreation resident survey was well above average for resident mail surveys, especially for a relatively long and complex mail survey consisting of 115 questions (note: questions are counted by the number of actual questions in the questionnaire, not by the question numbers on the questionnaire). Return rates can be as high as

around 50% for very short community polls with only a few questions to return rates far less than 20% for lengthy surveys such as this Kirkwood Parks and Recreation survey. *The Warren Poll* sent out 2000 questionnaires and received 672 back by the extended cut-off date for a very respectable return rate of 33.6%. Since some questionnaires are returned by the Post Office because people have moved or have died, the actual response rate is even a little higher because fewer than 2000 residents actually received the mailed questionnaires. Of course, if we kept waiting until the returns stopped completely, the return rate would be slightly higher.

The response rate was as high as it was due in large part to the efforts of *The Warren Poll* to maximize the response rate. Residents were sent letters that were addressed by hand; cover letters were used that included hand-written greetings and postscripts; and commemorative stamps were used for both the outside and inside self-addressed stamped envelopes. Survey research studies have shown that these steps help significantly to increase the return rate. It is also true that Kirkwood residents are more educated and committed to their community than residents of many other communities, also contributing to the high return rate. Additionally, Kirkwood's Parks and Recreation Department is viewed positively by its residents, as found in this poll, helping also to contribute to the high response rate.

Technically an error margin cannot be calculated for a mail survey since the sampling is not truly random, as is the case for phone surveys. Nonetheless, polling firms often calculate an error margin for their clients based on the sample size. Since 672 respondents are figured in the data processing, the error margin is established at less than plus or minus 4% at 95% confidence, a very respectable error margin.

The Demographics of the Poll's Respondents

The Warren Poll, as expected, found Kirkwood resident demographics in this 2011 Parks and Recreation poll to be virtually the same for respondents as was found in the 2001 Parks and Recreation survey, as well as in several other citizen surveys conducted by *The Warren Poll* for the City of Kirkwood. That is, Kirkwood is a very stable, affluent community with the majority of residents reporting that they have lived in Kirkwood for more than ten years (60.9%) with 43% noting that they have lived in Kirkwood for more than twenty years (See Graph 1). Residents are slightly older, more female, and a majority live in households with one to two people (55.5%). The vast majority of Kirkwood residents responding to this survey also indicated that they live in single family homes (87.3% compared to 83.5% in the 2001 poll) with 8.6% living in condos, 3% apartments, and 1.1% duplex/triplex/four family units. These demographical findings are consistent with *Warren Poll* findings for suburban communities in this area, including such communities as Des Peres, Webster Groves, and Creve Coeur.

Respondent returns by quadrant were as follows: south of Adams, east of Geyer (17.7%); south of Adams, west of Geyer (20.9%); north of Adams, east of Geyer (33%); north of Adams, west of Geyer (28.4%). It should be noted that proportionate returns by quadrant should not be expected since this was a mail survey and, although residents were randomly selected, their choice to respond or not respond was based on factors unrelated to randomness.

Resident Awareness of Kirkwood’s Parks, The Number of Times They Reported Visiting These Park, and Their Rating of the Physical Condition of These Parks

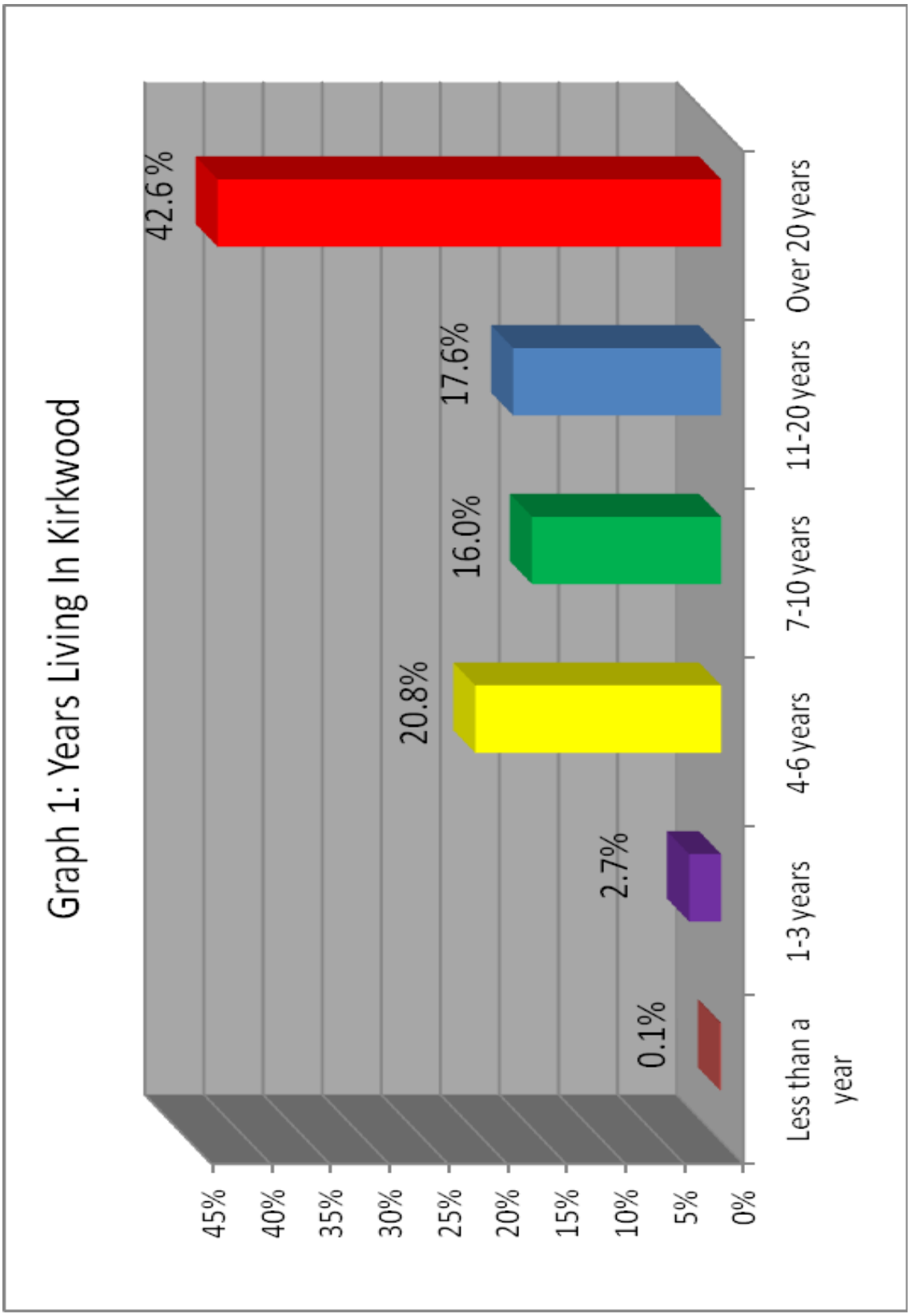
As one would expect, survey results show that there is a very high correlation between being aware of a Kirkwood park's existence and using it (Table 1). In fact, there is close to a

perfect relationship between the "visited ranking" and the "awareness" ranking, making clear that resident awareness of the park is a minimum prerequisite for visiting the park. Note that the first six park "visiting" rankings match perfectly the "awareness" ranking, as well as the 9th and 14th rankings. The other rankings show close correlations as well. Thus, if the city wants to increase the use of their parks, the city must make sure through various promotions that the residents are aware of existence/location of city's parks, as well as the park's amenities.

Table 1: Rank Ordering Of Times Visiting Park v. Resident Awareness Of Park

Park	Visited Ranking By "Never Visited"%	Awareness Ranking By% "Aware of Park"
Kirkwood City Park	1 (8.8%	1 (97.2%
Community Center	2 (22.2%	2 (92.2%
Grant's Trail	3 (46%	3 (83%
Walker Park	4 (55.1%	4 (68.7%
Emmenegger Nature Park	5 (57.6%	5 (63.2%
McEntee Park	6 (63.9%	6 (63.1%
Greentree Park	7 (65.7%	8 (53%
Quinette Cemetery	8 (88.9%	7 (52.8%
Fillmore Park	9 (90.7%	9 (45.9%
Fireman's Park	10 (91%	12 (44.5%
Dee Koestering Park	11 (91%	13 (23.1%
Mitchell Park	12 (93.7%	11 (18.3%
Meacham Memorial Park	13 (94.2%	10 (16.6%
Monfort Park	14 (95.7	14 (11.7%

The statistical output pertaining to the number of times residents visited Kirkwood's various parks and their awareness of these parks should be reviewed by those interested in all of the statistical details, but here are the major highlights. While some of Kirkwood's 14 parks polled in this survey are very well known such as Kirkwood City Park, the Community Center (treated in this survey as a "park"), and Grant's Trail, many of the city's parks are not very well


Graph 1: Years Living In Kirkwood
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
0.1%
2.7%
20.8%
16.0%
17.6%
42.6%
Less than a year
1-3 years
4-6 years
7-10 years
11-20 years
Over 20 years

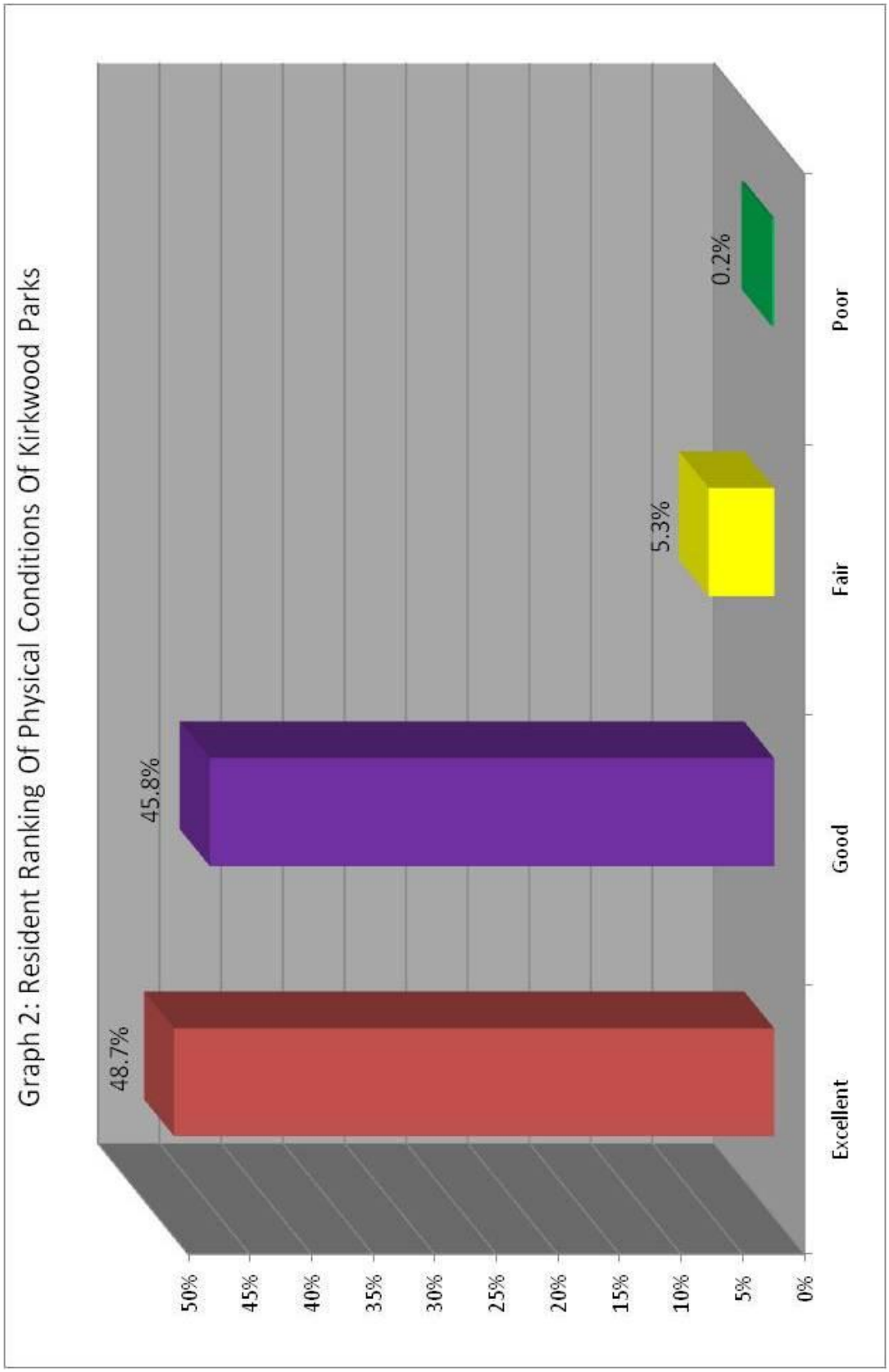
known and not visited by very many residents at all or only rarely. The contrast is rather stark, yet not unexpected since some parks offer much more in terms of amenities to residents than others. For example, a very high percentage of residents said they were aware of Kirkwood City Park (97.2%), the Community Center (92.2%), and Grant's Trail (83%) and noted that they had visited these parks quite a bit (61.7% 5 times or more for Kirkwood City Park; 34.8% 5 times or more for the Community Center; and 22.9% 5 times or more for Grant's Trail). At the other end, a relatively low percentage of residents noted in this poll that they were aware of Monfort Park (11.7%), Dee Koestering Park (16.6%), or Fireman's Park (18.3%) with hardly any significant percentage reporting visiting these parks (95.7% had never visited Monfort Park in the past year; 91% for Fireman's Park; and 91% for Dee Koestering Park). A larger percentage of respondents acknowledged that they were aware of Meacham Memorial Park (44.5%) and Mitchell Park (23.1%), yet 94.2% noted that they had never visited Meacham Memorial Park in the past year, while 93.7% said they had never visited Mitchell Park in the past year. These percentages mirror very closely the findings in the 2001 survey where exact comparisons can be made.

In this Parks and Recreation survey, citizens were asked to rate the physical condition of the parks that they had visited. Their response was very positive with 48.7% saying "excellent", 45.8% saying "good", with only 5.3% rating the parks' physical condition as "fair" and only .2% as "poor". Clearly, Kirkwood is doing a laudable job keeping their parks in good physical condition since poll results reveal that 94.5% of the residents ranked the physical condition of the parks as "good" to "excellent" (see Graph 2).

Resident Participation in Kirkwood's Parks and Recreation Programs, Their Source of Information for These Programs, and Their Overall Rating of the Offered Programs

Residents were asked, "Have you or other members of your household participated in any programs offered by the City's Parks and Recreation Department, such as tennis, swimming, summer day camps, etc. during the past 12 months?" They were asked the same question ten years ago in the 2001 survey and resident responses were almost identical. In 2001, 35% of the residents answered that that they had participated in at least one of the programs offered by the Parks and Recreation Department in the past year, while 65% said they had not. In the 2011 survey 36.4% said they had, while 63.6% noted they had not. These comparative statistical findings convey that the use of the parks has remained the same over this ten year period. It also, I must say as a pollster, conveys the accuracy of survey research. Overall, the results found in this 2011 study reflects very closely throughout the questionnaire items the findings of the 2001 survey research study. I will note some worthwhile comparisons or benchmarks throughout this summary report, making it very clear that *The Warren Poll's* 2011 survey research results closely match the 2001 survey results conducted by the ETC Institute.

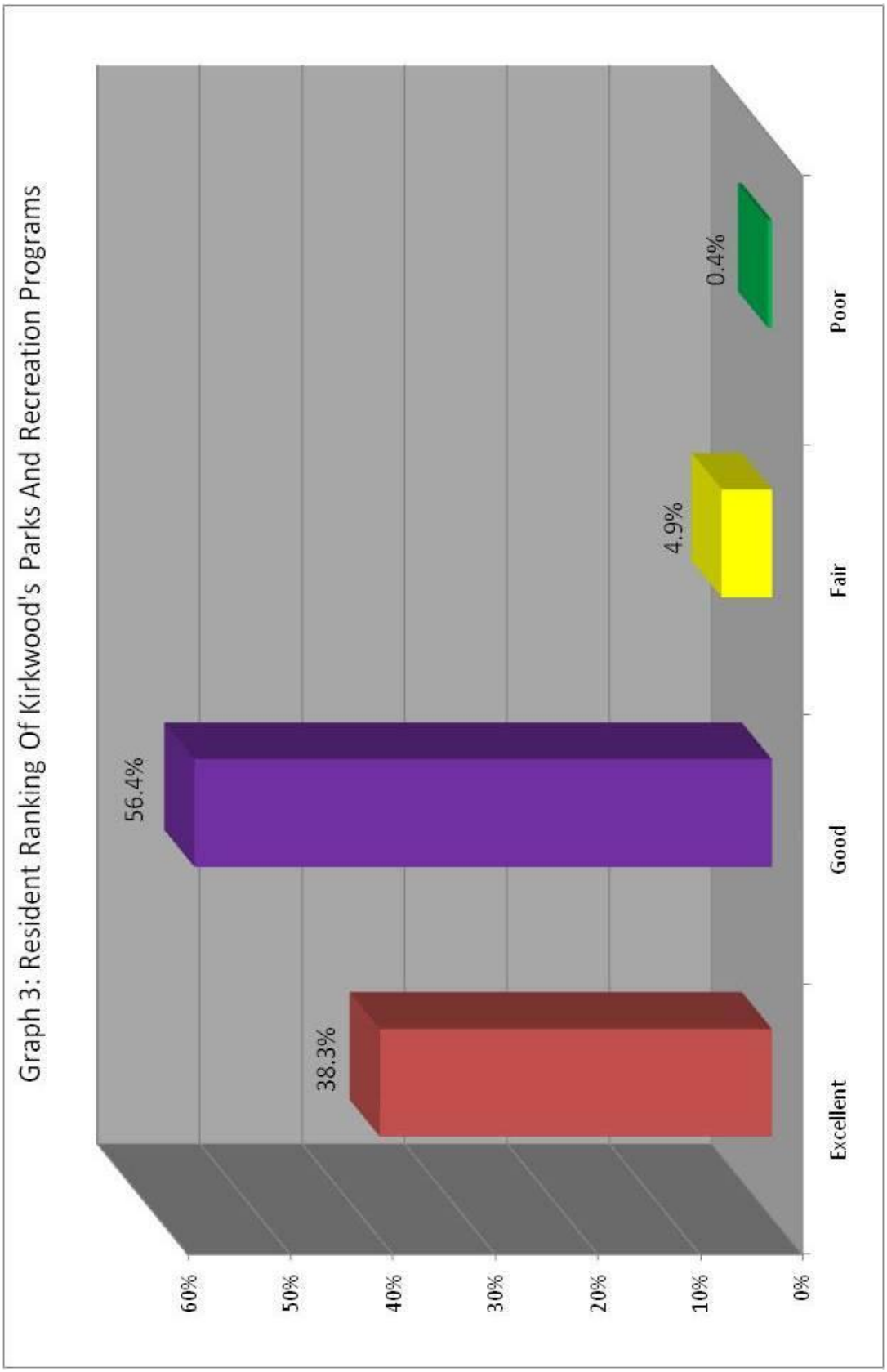
Residents, who had noted that they had participated in any of the Parks and Recreation programs in the past year, reported in this survey that they received information about the city's parks or recreation programs mostly from the parks and recreation brochures (57.9%), the city's newsletters (12.9%), and the city's web page (11.7%) with the other possible sources (newspapers, contacting the parks and recreation department, and "Other") scoring only in the single digits, mostly in the lower single digits. Facebook was given as an response option, but no respondent cited Facebook as a news source.

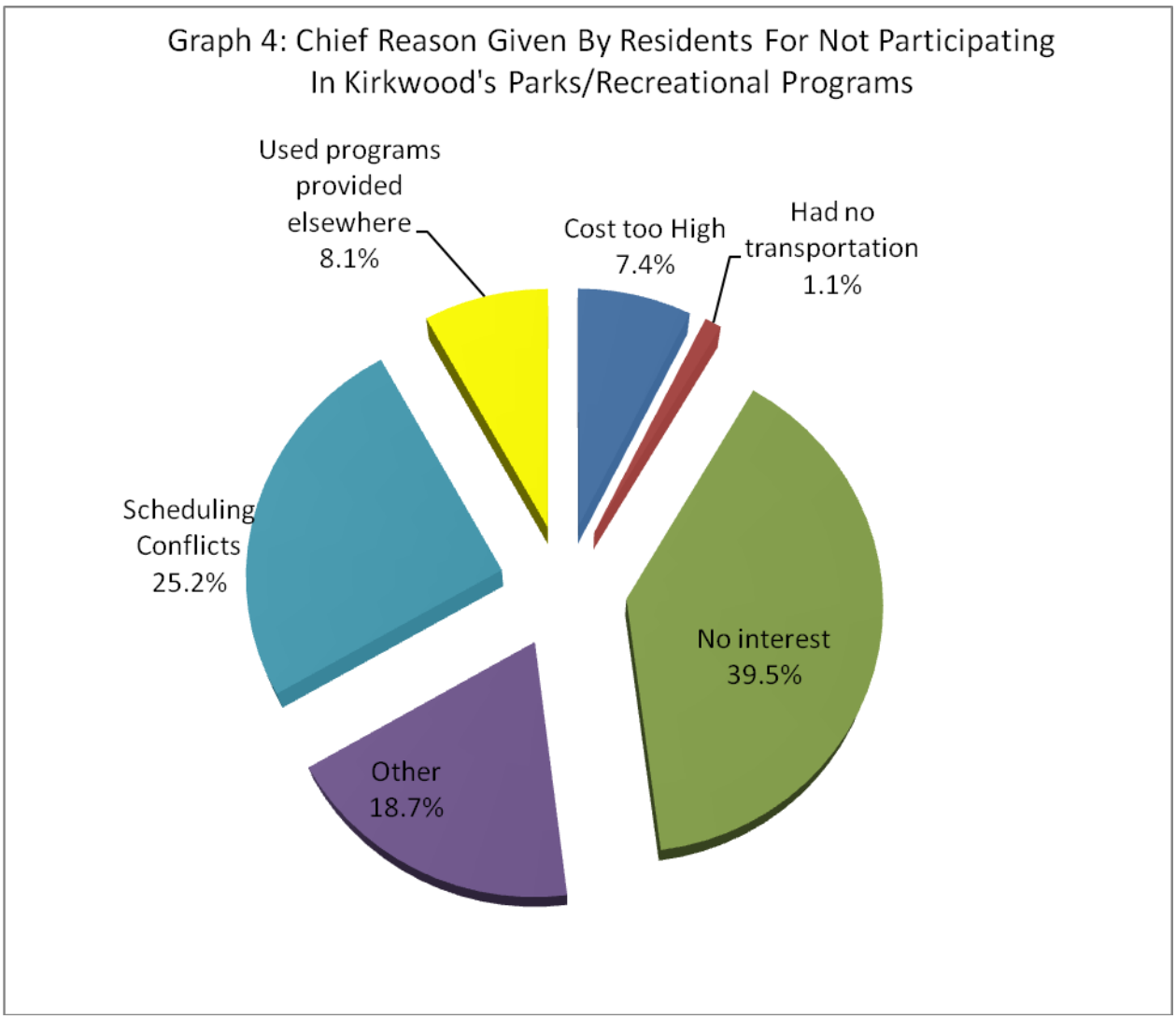

Graph 2: Resident Ranking Of Physical Conditions Of Kirkwood Parks
48.7%
45.8%
5.3%
0.2%
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
Excellent
Good
Fair
Poor

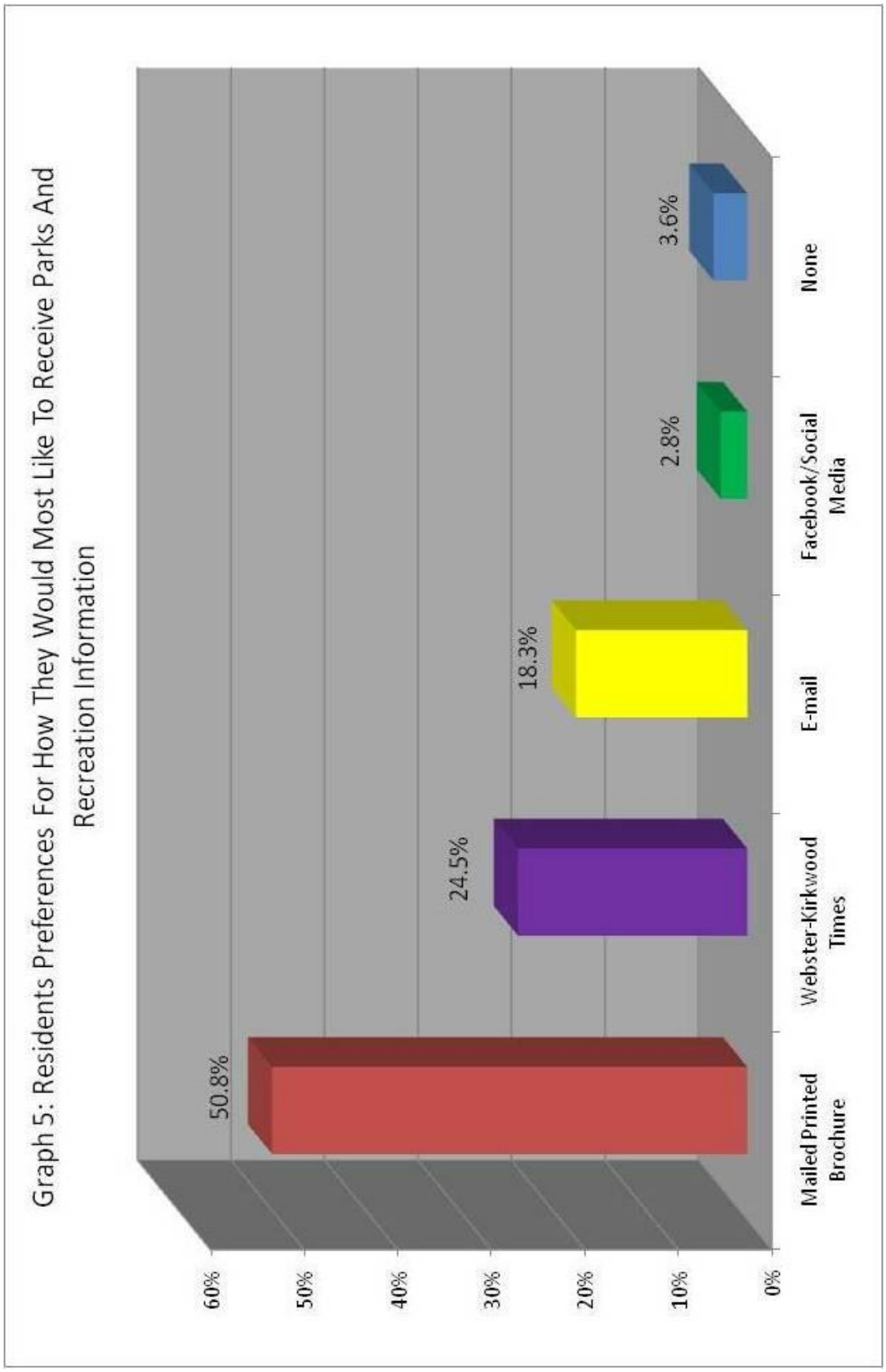
When residents, who had participated in Kirkwood's parks and recreation programs, were asked how they would rate the programs offered by the city's parks and recreation department, a very positive rating was voiced with 38.3% saying "excellent", 56.4% "good", 4.9% "fair", and .4% "poor". This means that the programs offered by Kirkwood's Parks and Recreation Department received a 94.7% "good" to "excellent" rating, a very laudable score indeed (Graph 3). This rating is very similar to the rating the Parks and Recreation Department received in the 2001 survey for their program offerings. In 2001, the respondents answered "excellent" (39.2%), "good" (52.5%), "fair" (2.8%) and "poor" (1.1%) with 4.4% saying "don't know" (note: no " don't know" response category was given as an option in the 2011 study).

Residents were asked to cite the chief reason for why they had not participated or had participated less frequently in the city's parks and recreation programs. Most respondents said that they had "no interest in the programs" (39.5%) or had "scheduling conflicts"(25.2%). Another noteworthy percentage said that they "use other programs provided by other organizations" (8.1%), while some residents felt that "the costs were too high" (7.4%). The remaining percentage cited a host of "other" reasons (Graph 4).

Residents were asked in this citizen survey how they would "most like to receive information about Kirkwood's parks and recreation programs and facilities". A bare majority (50.8%) said they most preferred that to receive such information through "printed brochures mailed to their residence", another 24.5% mentioned the *Webster-Kirkwood Times*, another 18.3% said by Email, with only a tiny percentage saying "Facebook, Twitter, or other social media" (2.8%). The remaining 3.6% said "other" (Graph 5).


Graph 3: Resident Ranking Of Kirkwood's Parks And Recreation Programs
60%
50%
40%
30%
20%
10%
0%
38.3%
56.4%
4.9%
0.4%
Excellent
Good
Fair
Poor


Graph 4: Chief Reason Given By Residents For Not Participating In Kirkwood's Parks/Recreational Programs
Used programs provided elsewhere 8.1%
Cost too High 7.4%
Had no transportation 1.1%
Scheduling Conflicts 25.2%
No interest 39.5%
Other 18.7%


Graph 5: Residents Preferences For How They Would Most Like To Receive Parks And Recreation Information
60%
50%
40%
30%
20%
10%
0%
50.8%
24.5%
18.3%
2.8%
3.6%
Mailed Printed Brochure
Webster-Kirkwood Times
E-mail
Facebook/Social Media
None

What Parks and Recreation Facilities In Kirkwood Have Been Used The Most In The Past 2 Years By Residents?; What Is Their Overall Satisfaction With Them?; And Which Facilities Are Most Important To Members Of Their Household?

As with city parks, respondents have indicated in this survey that, while they tend to use some facilities quite often, other facilities are not used that much by Kirkwood's residents. Table 2 shows a rank ordering of parks and recreational facilities used by the percentage of residents saying that they have not used the facility in the past 2 years. This means that a lower percentage score in Table 2 indicates a higher use of the facility. The table reveals a general pattern of use. Those facilities that common sense would indicate have a more general appeal for use by residents, especially older residents, such a "large community parks"," natural open space", "landscaping and plantings", "community centers", "neighborhood parks", and "picnic facilities" are in fact frequented much more by residents than more esoteric facilities that would not naturally have across the board appeal to all age groups and even males and females alike such as" handball/ racquetball" courts, the golf course, "senior centers", "outdoor basketball/volleyball" courts, "action sports facilities", and ""soccer/football fields". For example, cross-tabulations by "age" and "gender" reveal that use of these facilities is somewhat correlated with these demographics with seniors and women less likely to use certain facilities (e.g., action sports facilities, basketball courts, racquetball courts, hockey rink) than those who are younger and male, while seniors, for example, especially senior women, are more likely to use senior centers. A general finding, however, is that older residents tend to use most facilities less than younger residents. Consequently, it is a mistake to assume that older residents would use certain facilities like nature centers, community gardens nature trails, and the like more than younger Kirkwood residents. The data do not generally confirm this to be true since, to reiterate, seniors in particular do not frequent parks and recreation facilities as much as younger residents (see cross-tabulations to explore the relationship between use and various demographics).

Table 2: Rank Ordering By Percentage Of Residents Who Said They Have Not Used Certain Parks And Recreation Facilities In Kirkwood In The Past 2 Years (Note: The Lower The Percentage, The Higher The Use)

Parks and Recreational Facilities	% Saying They Did Not Use Facility
1. Large community parks	13.6%
2. Natural open space	23.2%
3. Landscaping and plantings	23.8%
4. Community centers	25.2%
5. Neighborhood parks	26.6%
6. Paved walking/biking trails	29.1%
7. Nature/hiking trails	32.3%
8. Picnic facilities/shelters	34.2%
9. Outdoor swim facilities	35.3%
10. Playgrounds for children	36.0%
11. Natures centers	42.6%
12. Ice skating/hockey facilities	60.6%
13. Lake and fishing facilities	62.4%
14. Outdoor tennis courts	63.4%
15. Baseball/softball fields	64.5%
16. Community garden	67.6%
17. Soccer/football fields	69.8%
18. Indoor gymnasium	72.3%
19. Indoor swimming pools	76.6%
20. Outdoor basketball/volleyball courts	81.3%
21. Action sports facilities	82.0%
22. Senior centers	84.2%
23. Golf courses	85.2%
24. Handball/racquetball facilities	86.1%

Table 3 reveals that Kirkwood residents are overall quite pleased with the parks and recreation facilities in Kirkwood. A majority of residents give a positive rating to every facility on the list except "indoor swimming pools". Open ended responses tend to substantiate this relatively low satisfaction score with many residents noting that Kirkwood should have its own indoor swimming pool. In 1996 82% of Kirkwood residents told *The Warren Poll* in its survey that they would support the "building of a new (indoor) swimming pool complex in Kirkwood", yet such an

indoor swimming pool complex was never built. The 1996 and 2011 poll findings indicate that residents want an indoor swimming pool complex in Kirkwood. Respondents also gave relatively weak satisfaction ratings to "golf courses" and "outdoor basketball/volleyball courts".

However, as noted, the vast majority of parks and recreation facilities received a remarkably high approval rating from residents. In fact, of the 24 facilities ranked, 14 of them received over a 90% "somewhat to completely satisfied" rating with 7 facilities receiving a 95% plus rating. "Large community parks", "playgrounds for children", and "ice skating/hockey facilities" scored in the top three. There is an irony associated with the "ice skating/hockey facilities" because in 1996 less than a majority of residents (41%) surveyed by *The Warren Poll* were willing to pay more taxes to finance ice rink improvements, yet a resident campaign to gather community support for ice rink improvements was successful. Now, 15 years later, close to all residents surveyed (96.6%) are "somewhat to completely satisfied" with their ice rink facilities.

It should be noted that these high rankings are not received by many communities, as benchmark comparisons reveal. When going online and googling community surveys, often fairly high rankings can be found. But it is well known in the profession that this is very deceiving because rarely do communities receiving bad ratings post their rankings. This is particularly true of large, less affluent cities that often receive satisfaction ratings on parks and recreational facilities below 50%.

Residents were also asked to rank order, from the 24 parks and recreation facilities listed in Table 3, the three most important facilities to members of their household.

Table 3: Rank Ordering By Kirkwood Residents Of Parks And Recreation Facilities From Most To Least Satisfied (Note: the satisfaction score is derived by combining the % answering "completely satisfied" and "somewhat satisfied")

Parks and Recreation Facilities	% Saying "Completely to "Somewhat Satisfied"
1. Large community parks	97.9%
2. Playgrounds for children	97.2%
3. Ice skating/hockey facilities	96.6%
4. Picnic facilities/shelters	96.5%
5. Neighborhood parks	96.0%
6. Outdoor tennis courts	95.4%
7. Landscaping and planting	95.0%
8. Community centers	94.9%
9. Nature centers	94.8%
10. Baseball/softball fields	94.4%
11. Natural open space	94.4%
12. Outdoor swim facilities	93.5%
13. Nature/hiking trails	92.2%
14. Paved walking/biking trails	90.5%
15. Lake and fishing facilities	89.8%
16. Community garden	87.2%
17. Soccer/football fields	85.3%
18. Indoor gymnasium	81.7%
19. Senior centers	79.8%
20. Handball/racquetball courts	76.8%
21. Action sports facilities	75.5%
22. Outdoor basketball/volleyball courts	67.5%
23. Golf courses	55.8%
24. Indoor swimming pools	48.9%

Table 4 shows that residents ranked "outdoor swim facilities" as the facility most important to members of their household, followed closely by "large community parks", "nature/hiking trails", "community centers", and "paved walking/biking trails". Although "large community parks" was not ranked by residents in the top two choices, residents consistently rated "large community parks" toward the top of their choices as most important to members of their household, receiving a 2nd, 2nd, and 4th place ranking. Ironically, although "outdoor swim facilities" ranked as the number one first and second choices, it dropped sharply to 8th choice,

while other facilities ranked in the top five held their rankings in a more consistent manner. Since rankings below the top five were quite small in terms of percent selected and very close to one another, it was not productive to scrutinize these rankings (see statistics in printout).

Table 4: Parks And Recreation Facilities Ranked as Most Important To Members Of Their Household By Kirkwood Residents (Ranking for First, Second, and Third Choice for top five on list of 24 facilities)

Parks and Recreation Facility	1st Choice	2nd Choice	3rd Choice
1. Outdoor swim facility	1	1	8
2. Large community parks	2	2	4
3. Nature/hiking trails	3	5	2
4. Community centers	4	6	6
5. Paved walking/biking trails	5	3	1

Resident Desirability For Developing Various Parks And Recreational Facilities

In this survey Kirkwood residents were asked how desirable (i.e., "very desirable", "desirable", "undesirable", "very undesirable") they think it would be for Kirkwood to "develop or improve" certain parks and recreation facilities (called "items" in the questionnaire). Table 5 lists in rank order the priorities of the respondents from most to least desired. The top three citizen priorities all related to resident preference for the development or improvements to various kinds of trails. It is interesting to note that only three of the listed items had trails mentioned in the question, yet only these items scored in the top three development/improvement "desirability preferences". Clearly, then, citizens are most interested in the city developing or improving all sorts of trails, including biking, skating, jogging, walking, hiking, and nature trails for bird watching, etc.

Preference for development or improvements to the indoor swimming pool rank 14th, seeming to contradict other findings indicating that citizens are not happy with the indoor swimming pool situation and, therefore, want an improvement to the situation. However, a closer

look at the data show that 32.8% answered that it would be "very desirable" for the city to develop or improve the "indoor swimming pool", or 5th on the "very desirable" ranking. It ranks 14th overall on the list, therefore, not because many residents do not see improvements to the indoor swimming pool situation as "very desirable", but because residents are more divided on this

Table 5: Ranked Desirability Expressed By Residents For 16 Recreational Facilities That Could Be Developed Or Improved By The City Of Kirkwood

Recreational Facility	% Saying "Very Desirable" Or "Desirable"
1. Active use trails for biking, skating, jogging, walking, etc.	97.6%
2. Improvements to large community parks such as trails, picnic areas, playgrounds	92.9%
3. Nature trails for hiking, bird watching, etc.	86.7%
4. Improvements to indoor community recreation center	83.3%
5. Additional playgrounds for children	82.4%
6. Indoor fitness center	79.5%
7. Botanical gardens/preserve	78.5%
8. Small neighborhood parks for general park use	78.4%
9. Historic site preservation	78.1%
10. Undeveloped natural open space areas	73.6%
11. More landscaping and beautification at parks in the City	73.6%
12. Community garden	70.2%
13. Bird sanctuary/preservation refuge	68.2%
14. Indoor swimming pool	67.9%
15. Outdoor performing arts	66.8%
16. Youth/adult team sports complex for baseball, soccer, etc.	65.2%

improvement/development category than others. A relatively high percentage of residents (32.1%) ranked it "undesirable" to "very undesirable", dropping "indoor swimming pool" far down the list of priorities for residents.

Resident Willingness For Funding Items Listed In Table 5 With Existing Tax Dollars Dedicated To Parks And Recreation

In this 2011 Parks and Recreation survey, residents were asked to give their first three choices of items/facilities to fund with existing tax dollars dedicated to parks and recreation from the list shown in Table 5. Residents' top funding priorities are shown in Table 6. A fairly high correlation can be seen between the "desirability" rankings and the "funding" rankings, as would be expected. For

Table 6: Residents' Top Five Funding Priorities Ranked By First Choice Preference From Table 5's List Of 16

Parks And Recreation Facility/Item	1st Choice	2nd Choice	3rd Choice
1. Active use trails for biking, skating, jogging, walking, etc.	1	3	1
2. Indoor fitness center	2	5	2
3. Indoor swimming pool	3	4	6
4. Improvements to large parks	4	1	3
5. Youth/adult team sports complex for baseball, soccer, etc.	5	11	12

example, residents ranked "active use trails for biking, skating, jogging , walking, etc" as their top "desirability" item and they also ranked it as their top funding priority. "Improvements to large community parks such as trails, picnic areas, playgrounds" is ranked number two on the "desirability" table and fourth in the funding table; "nature trails" were ranked third on "desirability" and fourth in overall funding priorities when combining the three priority rankings, yet sixth in the first choice ranking causing it to not be shown in the Table 6; "indoor fitness center" ranked sixth in "desirability", it ranked second in funding preference. While "additional playgrounds for children" ranked quite high on the "desirability" table (5th), it fell all the way to 9th as a funding priority, although this is not found to be statistically significant since the percentages are closely grouped for rankings 6th - 9th.

Citizen Preference For Developing Or Improving Parks And Recreational Items/Facilities In Cooperation With Other Public Agencies Such As The School District, Neighboring Municipalities Or Other Not-For-Profit Organizations As Listed In Table 5

Citizens were asked: which items in Table 5 "would you most like to see developed or improved in cooperation with other public agencies such as the district, neighboring municipalities or other not-for-profit organizations?" Table 7 displays resident preference for cooperating with other public agencies such as the school district, neighboring municipalities or other not-for-profit organizations in developing or improving the 16 items listed previously in Table 5. Once again,

Table 7: Residents' Top Five Parks And Recreational Items/Facilities Listed In Table 5 For Development/Improvements In Cooperation With Other Public Agencies

Parks And Recreational Facility/Item	1st Choice	2nd Choice	3rd Choice
1. Indoor swimming pool	1	2	12
2. Active use trails for biking, skating, jogging, walking, etc.	2	3	1
3. Youth/adult team sports complex for baseball, soccer, etc.	3	5	8
4. Indoor fitness center	4	1	2
5. Community garden	5	15	6

many residents throughout the survey have expressed their dissatisfaction with the indoor swimming pool situation and have indicated consistently their desirability for developing or improving the situation, their willingness to fund such an improvement, as well as to cooperate with other public agencies to see that the development/improvements take place. Preferences two through four have been consistently ranked near the top by residents, although "community garden" has escaped any high rankings this survey. When all of these rankings are compared, it

becomes pretty clear what parks and recreational facilities are most important to them and what facilities they want to continue to support and develop.

Additional Questions Concerning Future Considerations For Parks And Recreational Planning

Toward the end of the survey residents were asked a few questions that would help the Parks and Recreation Department develop its plans for the future. First, Kirkwood's Parks and Recreation Department wanted to know whether Kirkwood residents feel that non-residents should be allowed to participate in recreation facilities operated by the City of Kirkwood, understanding that non-residents typically pay higher use fees? Residents clearly had no serious objections to this since an overwhelming majority, 76.9%, answered "yes" with only 8.4% saying "no" and 14.7% noting that they were "not sure/don't know".

Next, residents were asked: "which of the following statements best reflects your opinion regarding priorities for the acquisition of property for the park system?" Of the three options residents were given, the plurality, 41.1%, answered that "the park system is large enough and no additional property should be acquired for parks or open space." Another 36.9% selected the option, "the highest priority for land acquisition should be for property in areas underserved by the park system, such as northeast and northwest Kirkwood." A much lower percentage of respondents choose the option, "the highest priority for land acquisition should be for property adjacent to existing parks." It should be acknowledged that, although a noteworthy percentage of residents, 41.1%, opposed any development, still the majority, 58.9%, did favor future development, although they were somewhat divided on which developmental option they preferred.

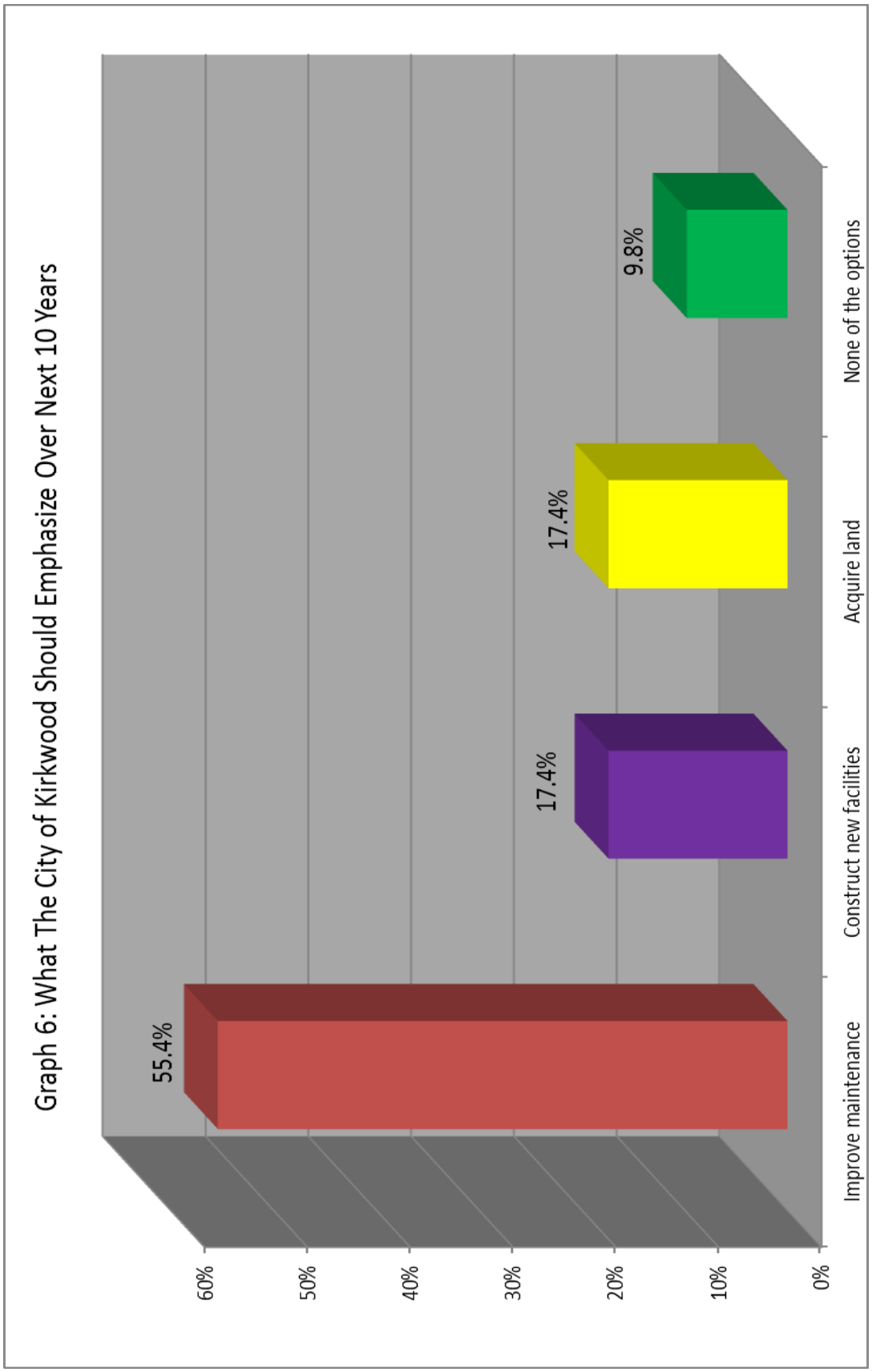
Residents were also asked to tell the City of Kirkwood which course of action should be emphasized by the city over the next 10 years. Graph 6 displays resident preferences. What should

be stressed by the City's Parks and Recreation Department in the next 10 years was made quite clear by residents with 55.4% saying that" the city should improve maintenance of existing parks and recreation facilities;" 17.4% felt "the city should construct new recreation facilities;" another 17.4% believed "the city should acquire land to develop new parks and preserve natural open space;" while 9.8% said "none of these" residents were asked to indicate their level of agreement with four alternative use possibilities "if the City of Kirkwood has options to acquire and develop additional land areas within the city." Table 8 ranks orders citizen preferences for use possibilities.

Table 8: Ranking of Resident Agreement With The City's Possible Land Use Options

Land Use Option	Agree Strongly	Agree	Disagree	Disagree Strongly
1. Some open space should be acquired and developed for passive uses such as trails, picnic areas and nature centers	36.2%	41.6%	13.9%	8.3%
2. Some open space should be acquired and left natural and undeveloped for future generations	34.1%	39.7%	17.1%	9.1%
3. Some open space should be acquired and developed as neighborhood parks in areas underserved by the current park system	23.5%	40.9%	22.5%	13.1%
4. Some open space should be acquired and developed for active youth and adult sports activities such as baseball, soccer, and softball	12.6%	37.8%	36.1%	13.5%

Lastly, Table 8 suggests that residents tend to prefer the city, if they acquire any land, to not actively develop the land outside of just developing the land in a fairly passive way because citizens seem to either want the acquired land to be left natural or only to be developed for unobtrusive use such a developing trails, picnic areas, and nature centers. It should be stressed that citizens throughout this survey expressed high satisfaction for parks and recreational facilities that have already been developed for such activities as hockey, baseball fields, community center,


Graph 6: What The City of Kirkwood Should Emphasize Over Next 10 Years
60%
50%
40%
30%
20%
10%
0%
55.4%
17.4%
17.4%
9.8%
Improve maintenance
Construct new facilities
Acquire land
None of the options

outdoor tennis courts, and the like. However, many residents have expressed a desire for the city to slow down on the future development or continue to develop, but only in a passive manner or in a way that preserves open, natural space.

Please refer to the Executive Summary as the beginning of this report for a summary of this report.

Appendix

Kirkwood Parks and Recreation Resident Survey

Please help the City of Kirkwood determine its parks and recreations priorities by completing this survey. The questionnaire looks long, but it really can be completed in just 8-11 minutes. Once completed, please return the questionnaire to *The Warren Poll* in the enclosed, addressed stamped envelope. Your answers will be held in strictest confidence by *The Warren Poll* and never will your name be disclosed. Thanks for your help!

1. Do you currently live within the city limits of Kirkwood? **99.3** Yes **.6** No (If no, please send this questionnaire back in the envelope provided, noting that you do not live in Kirkwood.)

2. How many years have you lived in Kirkwood? **.2** less than 1 year **2.8** 1-3 years **20.3** 4-6 years **15.9** 7-10 years **17.9** 11-20 years **43.0** 20+ years.

3. Please circle approximately how many times during the past year you or other members of your household visited each of the following City parks? If your answer is "none," please indicate whether you are aware of the park's existence. ***(Note: See computer printout for statistics.)***

Park	# of Times Visited Park					Aware of Park	
(A) McEntee Park	None	Once	2-4 times	5-9 times	10 or more times	Yes	No
(B) Fillmore Park	None	Once	2-4 times	5-9 times	10 or more times	Yes	No
(C) Mitchell Park	None	Once	2-4 times	5-9 times	10 or more times	Yes	No
(D) Greentree Park	None	Once	2-4 times	5-9 times	10 or more times	Yes	No
(E) Kirkwood City Park	None	Once	2-4 times	5-9 times	10 or more times	Yes	No
(F) Fireman's Park	None	Once	2-4 times	5-9 times	10 or more times	Yes	No
(G) Emmenegger Nature Park	None	Once	2-4 times	5-9 times	10 or more times	Yes	No
(H) Community Center	None	Once	2-4 times	5-9 times	10 or more times	Yes	No
(I) Dee Koestering Park	None	Once	2-4 times	5-9 times	10 or more times	Yes	No
(J) Walker Park	None	Once	2-4 times	5-9 times	10 or more times	Yes	No
(K) Meacham Memorial Park	None	Once	2-4 times	5-9 times	10 or more times	Yes	No
(L) Monfort Park	None	Once	2-4 times	5-9 times	10 or more times	Yes	No
(M) Grant's Trail	None	Once	2-4 times	5-9 times	10 or more times	Yes	No
(N) Quinette Cemetery	None	Once	2-4 times	5-9 times	10 or more times	Yes	No

3a. (Answer only if you or a member of your household visited one of the city's parks in the past year.) Overall, how would you rate the physical condition of the City of Kirkwood parks you have visited?
48.7 Excellent **45.8** Good **5.3** Fair **.2** Poor

4. Have you or other members of your household participated in any programs offered by the City's Parks and Recreation Department, such as tennis, swimming, summer day camps, etc. during the past 12 months? **36.4** Yes (answer questions 4a and 4b) **63.6** No (skip to 4c)

4a. What news source do you rely upon the most for your information about the city's sports or recreation programs? (Check only one).

57.9 Parks/Recreation brochures
12.9 City newsletters
9.4 Newspaper
4.7 Contact the parks and recreation department
11.7 City's Web page
0 Facebook page
3.5 Other _____

4b. Overall, how would you rate the programs offered by the city's parks and recreations department.
38.3 Excellent **56.4** Good **4.9** Fair **.4** Poor

4c . Please cite the chief reason for why you have not participated or participated less frequently in the city's recreation programs? (Check only one).

39.5 No interest in programs
7.4 Costs are too high
25.2 Scheduling conflicts
.5 Program was full
1.1 Did not have transportation
.2 Programs not accessible
8.1 Use programs provided by other organizations
18.0 Other: _____

4d. How would you most like to receive information about Kirkwood's parks and recreation programs and facilities? (Check only one).

50.8 Printed brochures mailed to my residence
24.5 Information published in the *Webster-Kirkwood Times*
18.3 E-mail
2.8 Facebook, Twitter or other social media
3.6 None

5. Please indicate your overall satisfaction with the availability of the following types of parks and recreation facilities in Kirkwood as a community, whether or not they are provided by Kirkwood's city government.

	Completely Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Completely Dissatisfied	Have not used facility in the past 2 years
(A) Baseball/Softball fields	**64.6**	**29.8**	**5.1**	**.5**	**1.45**
(B) Community centers	**62.9**	**32.0**	**3.7**	**1.3**	**25.2**
(C) Golf courses	**36.0**	**19.8**	**22.1**	**22.0**	**85.2**
(D) Handball/Racquetball	**48.8**	**28.0**	**14.6**	**8.5**	**86.1**
(E) Ice skating/hockey facilities	**71.8**	**24.8**	**2.9**	**.4**	**60.6**
(F) Indoor gymnasium	**52.4**	**29.3**	**11.6**	**6.7**	**72.3**
(G) Indoor swimming pools	**35.8**	**13.1**	**19.0**	**32.1**	**76.6**
(H) Action sports facilities	**48.0**	**27.5**	**17.6**	**6.9**	**82.0**
(I) Lake & Fishing facilities	**51.6**	**38.2**	**7.6**	**2.7**	**62.4**
(J) Landscaping and plantings	**56.7**	**38.3**	**4.1**	**.9**	**23.8**
(K) Large community parks	**66.5**	**31.4**	**1.7**	**.4**	**13.6**
(L) Nature/hiking trails	**58.3**	**33.9**	**6.3**	**1.5**	**32.3**
(M)Natural open space	**57.3**	**37.1**	**5.1**	**4.2**	**23.2**
(N)Nature centers	**57.8**	**37.0**	**4.3**	**.9**	**42.6**
(O) Neighborhood parks	**57.0**	**39.0**	**3.6**	**.4**	**26.6**
(P) Outdoor swim facilities	**63.3**	**30.2**	**4.8**	**1.8**	**35.3**
(Q) Outdoor tennis courts	**77.2**	**18.3**	**2.7**	**1.8**	**63.4**
(R) Picnic facilities/shelters	**63.7**	**32.8**	**2.7**	**.7**	**34.2**
(S) Playgrounds for children	**72.0**	**25.2**	**2.3**	**.5**	**36.0**
(T) Senior centers	**52.1**	**27.7**	**14.9**	**5.3**	**84.2**
(U) Soccer/Football fields	**47.5**	**37.8**	**11.9**	**2.8**	**69.8**
(V) Paved Walking/biking trails	**54.3**	**36.2**	**6.5**	**3.0**	**29.1**
(W) Community Garden	**55.2**	**32.0**	**9.3**	**3.6**	**67.6**
(X) Outdoor basketball/ Volleyball courts	**41.4**	**26.1**	**23.4**	**9.0**	**81.3**

6. Which three of the parks and recreation facilities listed in Question #5 are most important to members of your household? (Please write in the letters below for your 1st, 2nd, and 3rd choices using the letters from the list in question #5 above) ____ 1st ____ 2nd ____ 3rd ***(Note: See computer printout for statistics.)***

7. Parks and recreational items that could be developed or improved by the City of Kirkwood are listed below. Please indicate how desirable you think the following items are.

	Very Desirable	Desirable	Undesirable	Very Undesirable
(A) Active use trails for biking, skating, jogging, walking, etc	**69.6**	**28**	**1.7**	**.7**
(B) Additional playgrounds for children	**26.4**	**56**	**14.2**	**3.5**
(C) Bird sanctuary/preservation refuge	**24.7**	**43.5**	**24.9**	**6.9**
(D) Botanical gardens/preserve	**26.4**	**52.1**	**17.3**	**4.1**
(E) Historic site preservation	**29.6**	**48.5**	**17.2**	**4.7**
(F) Improvements to large community parks such as trails, picnic areas, playgrounds	**46.3**	**46.6**	**6.4**	**.7**
(G) Improvements to indoor community recreation center	**29.1**	**54.2**	**15.9**	**.9**
(H) More landscaping and beautification at parks in the City	**22.4**	**51.2**	**23.3**	**3.1**
(I) Nature trails for hiking, bird watching, etc.	**42.9**	**43.8**	**10.5**	**2.8**
(J) Outdoor performing arts center	**17.1**	**49.7**	**27.9**	**5.2**
(K) Small neighborhood parks for general park use	**23.3**	**55.1**	**17.9**	**3.8**
(L) Undeveloped natural open space areas	**27.5**	**46.1**	**21.5**	**4.9**
(M) Youth/adult team sports complex for baseball, soccer, etc	**20.6**	**44.6**	**26.7**	**8.1**
(N) Indoor Swimming Pool	**32.8**	**35.1**	**23.2**	**8.9**
(O) Indoor Fitness Center	**40.0**	**39.5**	**15.8**	**4.8**
(P) Community garden	**20.4**	**49.8**	**23.8**	**6.0**

8. Which three of the items listed in question #7 would you be most willing to fund with existing city tax dollars that are dedicated to parks and recreation? Write in the letters below for your 1st, 2nd, and 3rd choice using the letters from the list in question #7 above. ____First ___Second ____Third ____None
(Note: See computer printout for statistics.)

9. Which of the three items listed in question #7 above would you most like to see developed or improved in cooperation with other public agencies such as the school district, neighboring municipalities or other not for profit organizations? ____First ____Second ____Third ____None ***(Note: See computer printout for statistics.)***

10. Do you think people who are not residents of Kirkwood should be allowed to participate in recreation facilities operated by the City, knowing that non-residents typically pay higher use fees?
__76.9__ Yes **__8.4___**No **__14.7__** Not sure/Don't know

11. Which of the following statements best reflects your opinion regarding priorities for the acquisition of property for the park system? (check only one)
__36.9__ The highest priority for land acquisition should be for property in areas underserved by the park system, such as northeast and northwest Kirkwood.
__22.0__ The highest priority for land acquisition should be for property adjacent to existing parks.
__41.1_ The park system is large enough and no additional property should be acquired for parks or open space.

12. Which one of the following do you think the City of Kirkwood should emphasize most over the next 10 years? (Check only one)
_55.4__ The City should improve maintenance of existing parks and recreation facilities
_17.4__ The City should construct new recreation facilities
_17.4__ The City should acquire land to develop new parks and preserve natural open space
__9.8__ None of these

13. If the City of Kirkwood has options to acquire and develop additional land areas within the city, please indicate your level of agreement with each of the following statements.

	Agree Strongly	Agree	Disagree	Disagree Strongly
(A) Some open space should be acquired and left natural and undeveloped for future generations	**34.1**	**39.7**	**17.1**	**9.1**
(B) Some open space should be acquired and developed for passive uses such as trails, picnic areas and nature centers	**36.2**	**41.6**	**13.9**	**8.3**
(C) Some open space should be acquired and developed for active youth and adult sports activities, such as baseball, soccer, and softball	**12.6**	**37.8**	**36.1**	**13.5**
(D) Some open space should be acquired and developed as neighborhood parks in areas underserved by the current park system	**23.5**	**40.9**	**22.5**	**13.1**

14. Counting yourself, how many people live in your household? **_19.3**_1 **_36.2**_2 **_15.3**_3 **_16.5**_4 **_7.1**_5 **_2.4**_6 **_.4**_7 **_0**_8 **_0**_Over 8

15. Counting yourself, how many persons in your household are: ***(Note: See computer printout for statistics.***
____ Under 5 years old ____ 5 – 9 ..... ____10- 14 _____ 15 – 19_____ 20 – 24
____ 25 – 34 ____ 35 – 44 _____45 – 54 _____55 – 64 _____ 65+

16. Which of the following best describes the location of your home?
_17.7_South of Adams and East of Geyer **_33.0**_North of Adams and East of Geyer
_20.9_South of Adams and West of Geyer **_28.4**_North of Adams and West of Geyer

17. Which of the following best describes your home?
_87.3_Single family house **_3.0**_Apartment **_1.1**_Duplex/triplex/four-plex
_8.6_Condominium

18. Could you please indicate your age group? **_3.1**_Under 30 **_24.6**_30-44 **_47.2**_45-65
_25.2_Over 65

19. Please indicate your gender. **_41.3_**Male **_58.7_**Female

20. If you have other comments or suggestions about ways to improve the City's Parks and Recreation system, please write them in the space below or attach an additional page.
See comments on individual questionnaires

This concludes the survey. Thank you for your time.

Please Return Your Completed Survey in the Enclosed Postage-Paid Envelope Addressed to:
THE WARREN POLL, 625 Marshall Avenue, St. Louis, MO. 63119