



Kirkwood, Missouri 2024 Parks and Recreation Needs Assessment Survey

Findings Report

Presented to City of Kirkwood
September 2024



ETC
INSTITUTE

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Executive Summary

Kirkwood, Missouri

Parks and Recreation Needs Assessment Survey

Executive Summary

Overview

ETC Institute administered a needs assessment survey for the City of Kirkwood, Missouri during the early months of 2024. The purpose of the survey was to help determine parks and recreation priorities for the community.

Methodology

ETC Institute mailed a survey packet to a random sample of households throughout the City of Kirkwood. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it online.

After the surveys were mailed, ETC Institute followed up with residents to encourage participation. To prevent people who were not residents of Kirkwood from participating, everyone who completed the survey online was required to enter their home address prior to submitting their survey. ETC Institute then matched the addresses entered online with the addresses originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not included in the final database for this report.

The survey aimed to collect a minimum of 400 completed responses from residents, and this target was surpassed with 499 completed surveys collected. The overall results for the sample of 499 residents have a precision of at least +/-4.4% at the 95% level of confidence.

This report contains the following:

- Executive Summary with major findings (Section 1)
- Charts showing the overall results of the survey (Section 2)
- Benchmarks (Section 3)
- Priority Investment Ratings (PIR) (Section 4)
- Importance-Satisfaction Analysis (Section 5)
- Tabular data showing the overall results for all questions on the survey (Section 6)
- A copy of the cover letter and survey instrument (Section 7)

The major findings of the survey are summarized in the following pages.

Parks/Facilities/Programs Use

Parks/Facilities Use: Based on the sum of top four choices, respondents selected the facilities that they visit most often. The most visited facilities were: Kirkwood Park (90%), aquatic center (46%), and Kirkwood Community Center (39%). They were also asked what barriers prevented them from visiting facilities more often. The common barriers were: lack of amenities we want to use (42%), not aware of parks' or facilities' location (32%), and use parks/facilities in other cities/county (21%).

Programs/Events Use: Fifty-nine percent (59%) responded that they have participated in a program/event in the past year. They gave ratings to these programs. 27% rated "excellent," 58% rated "good," 13% rated "fair," and 1% rated "poor." For those that said they have not participated in any programs/events in the past year, they selected reasons why. The common reasons were: old & outdated facilities (31%), I don't know what is offered (29%), and too busy/not interested (21%).

Outside Organization

Respondents selected the organizations that they used for recreation/sports activities in the past year. The common organizations were: City of Kirkwood (70%), private clubs (38%), and neighboring cities (34%).

Communication

Respondents selected all the ways they learn about the City's parks, recreation facilities, programs, and events. The common used resources were: recreation activity brochure (60%), word of mouth (57%), and city website (52%). Based on the sum of top three choices, the most common used resources were: recreation activity brochure (49%), emails (40%), and social media (40%).

Benefits, Importance, and Improvements to Parks and Recreation

Agreement: Respondents rated their level of agreement with the following statements concerning some potential benefits of the City's parks and recreation services. The most agreed statements were: contributes to a higher quality of life in Kirkwood (90%), preserves open space & protects the environment (87%), and makes Kirkwood a more desirable place to live (87%).

Importance: Respondents rated how important it is for the City to provide high quality parks, recreation facilities, and programs. 91% felt it was very important, 8% felt it was somewhat important, and 1% felt it was not important.

Support: Respondents rated their level of support for the following actions (listed in the survey) the City could take to improve the parks and recreation system. The most supported actions were: improve outdoor aquatic center (79%), update playgrounds (78%), and improve underutilized parks (65%). Based on the sum of top two choices, the most supported actions were: improve outdoor aquatic center (58%), update playgrounds (43%), and improve underutilized parks (32%).

Recreation Facilities/Amenities Needs and Priorities

Facility Needs: Respondents were asked to identify if their household had a need for 22 recreation facilities and amenities and to 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 facilities.

The three facilities with the highest percentage of households that have an unmet need:

1. Walking paths in parks
2. Large community parks
3. Shade & trees

Facility Importance: In addition to assessing the needs for each facility, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents’ top four choices, these were the four facilities that ranked most important to residents:

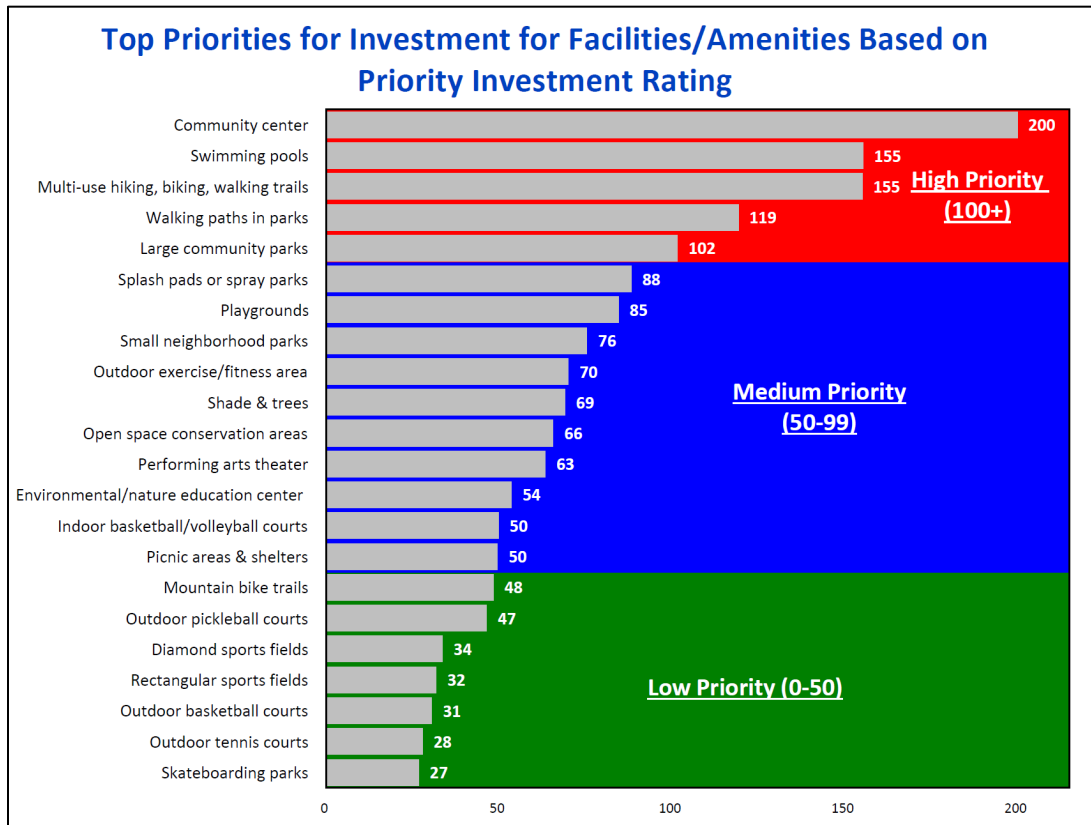
1. Community center
2. Multi-use hiking, biking, walking trails
3. Swimming pools
4. Large community parks

Priorities for Facility Investments: 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 recreation and parks investments. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on facilities and (2) how many residents have unmet needs for the facilities. [Details regarding the methodology for this analysis are provided in Section 4 of this report.]

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

- Community center (PIR=200)
- Swimming pools (PIR=155)
- Multi-use hiking, biking, walking trails (PIR=155)
- Walking paths in parks (PIR=119)
- Large community parks (PIR=102)

The chart in the next page shows the Priority Investment Rating for each of the 22 facilities assessed in the survey.



Recreation Programs/Activities Needs and Priorities

Programs Needs: Respondents were asked to identify if their household had a need for 27 recreation programs and to 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 three programs with the highest percentage of households that have an unmet need:

1. Adult fitness & wellness programs
2. Exercise classes
3. Performing arts events

Program Importance: In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents’ top four choices, these were the four facilities that ranked most important to residents:

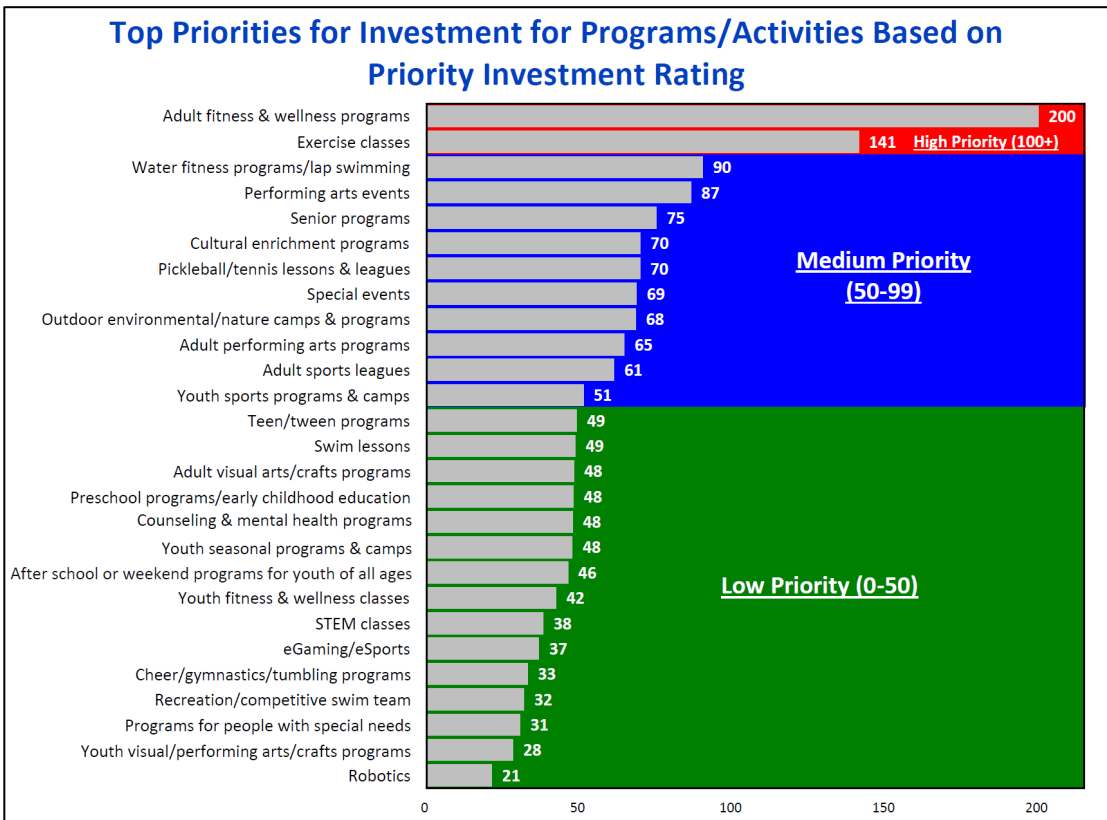
1. Adult fitness & wellness programs
2. Performing arts events
3. Exercise classes
4. Pickleball/tennis lessons & leagues

Priorities for Program Investments: 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 program investments. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on facilities and (2) how many residents have unmet needs for the programs. [Details regarding the methodology for this analysis are provided in Section 4 of this report.]

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

- Adult fitness & wellness programs (PIR=200)
- Exercise classes (PIR=141)

The chart below shows the Priority Investment Rating for each of the 27 programs assessed in the survey.



Investment Priorities

Recommended Priorities. In order to help the City identify investment priorities, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each facility and the level of satisfaction with each facility. By identifying services of high importance and low satisfaction, the analysis identified which facilities will have the most impact on overall satisfaction with the parks and recreation facilities in the future. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in facilities with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 5 of this report.

Overall Priorities for the Facilities by Major Category. This analysis reviewed the importance of and satisfaction with the facilities. This analysis was conducted to help set the overall priorities for the facilities. Based on the results of this analysis, the facilities that are recommended as the top priorities in order to raise the facilities’ overall satisfaction rating are listed below:

- Kirkwood Community Center (I-S = 0.36)
- Aquatic Center (I-S = 0.16)
- Ice Arena (I-S = 0.08)

The table below shows the Importance-Satisfaction rating for the nineteen major categories of parks and recreation facilities that were rated.

2024 Importance-Satisfaction Rating Kirkwood, Missouri Parks and Recreation Facilities						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS>0.20)						
Kirkwood Community Center	54%	1	33%	19	0.36	1
High Priority (IS .10-.20)						
Aquatic Center	40%	2	59%	12	0.16	2
Medium Priority (IS <.10)						
Ice Arena	16%	4	51%	16	0.08	3
McEntee Memorial Park	14%	5	53%	15	0.07	4
Kirkwood Park	26%	3	86%	1	0.04	5
Lions Amphitheater	10%	7	70%	7	0.03	6
Emmenegger Nature Park	11%	6	83%	3	0.02	7
Greentree Park	6%	9	68%	8	0.02	8
Mitchell Park	3%	13	53%	14	0.01	9
Walker Park	7%	8	85%	2	0.01	10
Meramec Highlands Quarry at Dee Koestering Park	2%	17	37%	18	0.01	11
Historic Quinette Cemetery	3%	12	63%	11	0.01	12
Fireman's Park	2%	14	50%	17	0.01	13
Racquet Center	3%	10	72%	6	0.01	14
Ella & Charles E. Monfort Jr. Memorial Park	2%	16	58%	13	0.01	15
Meacham Memorial Park	2%	15	67%	9	0.01	16
Fillmore Park	3%	11	79%	5	0.01	17
Avery Park	1%	19	66%	10	0.00	18
Performing Arts Center	1%	18	82%	4	0.00	19

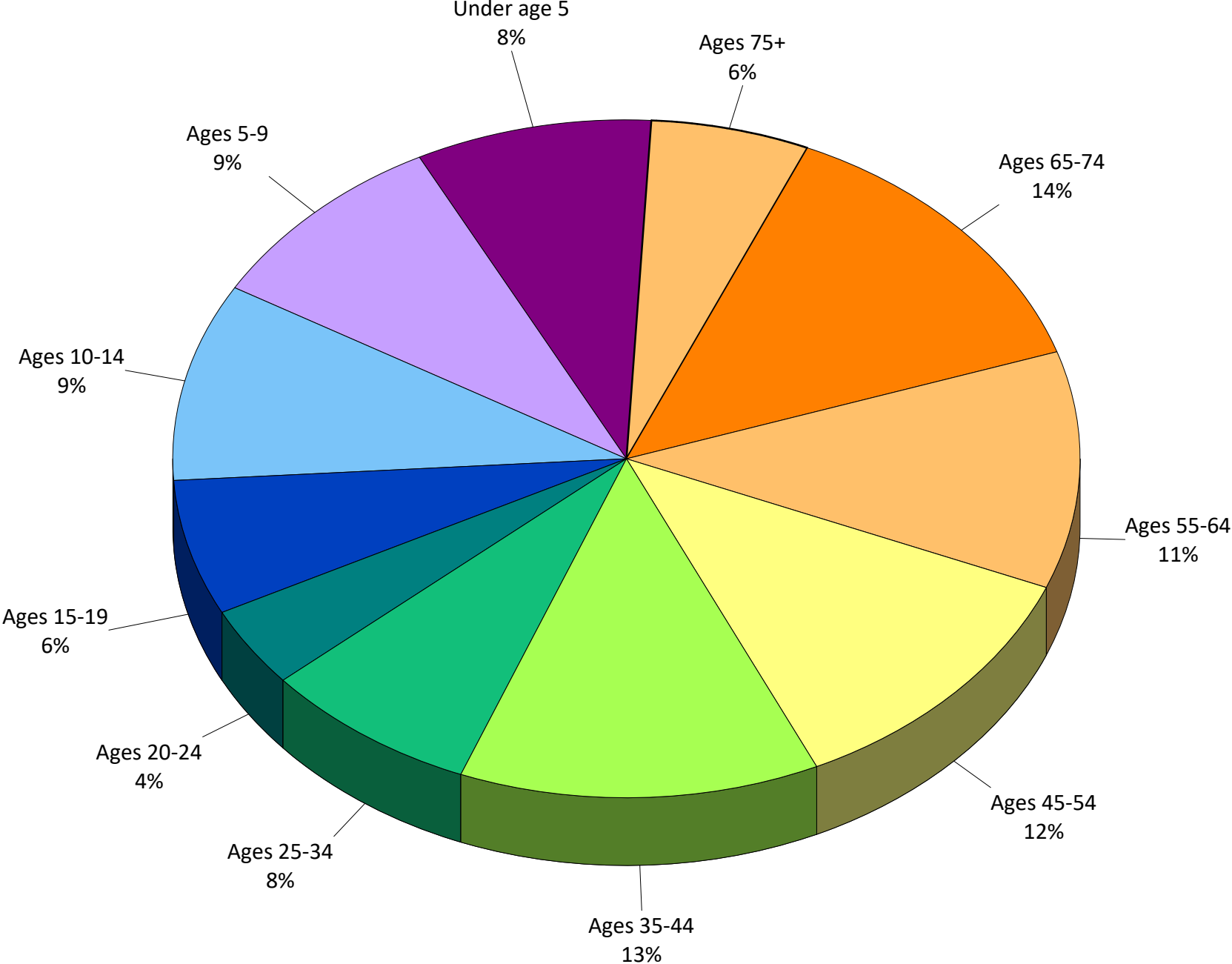


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Charts and Graphs

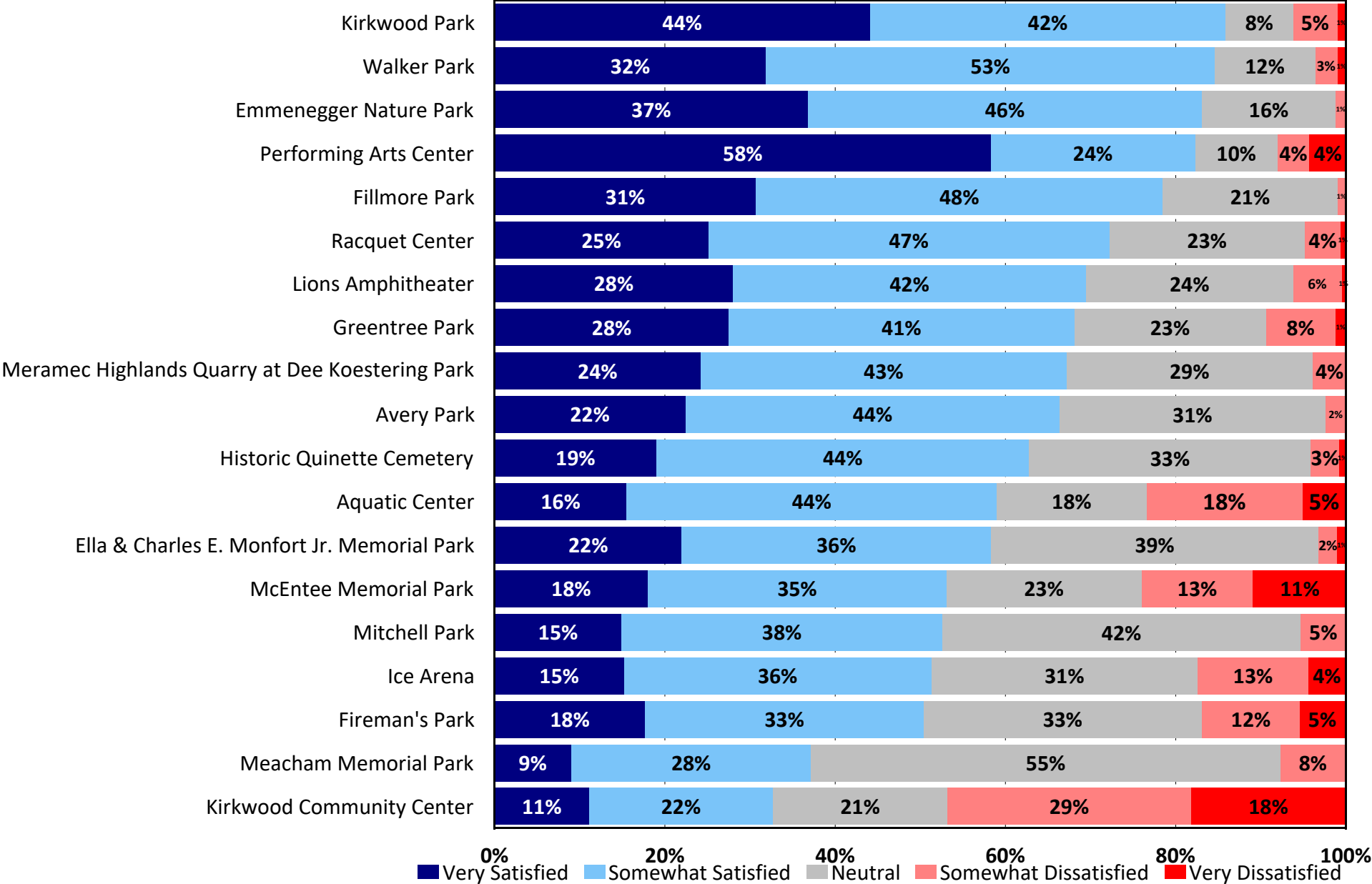
Q1. Including yourself, how many people in your household are...

by percentage of persons in household



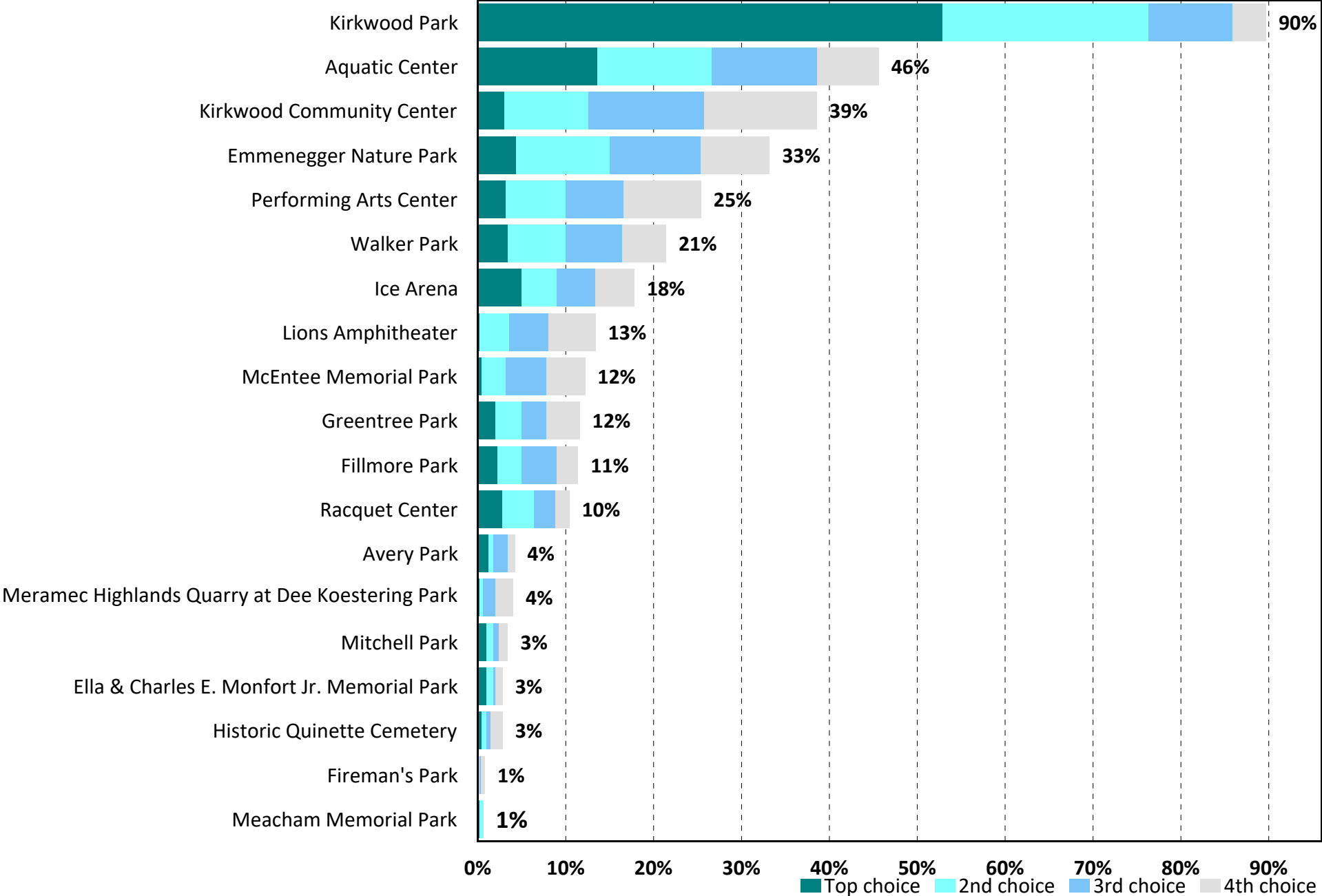
Q2. Please rate your satisfaction with the following City of Kirkwood parks and recreation facilities that you/your household have visited.

by percentage of respondents (excluding "haven't visited")



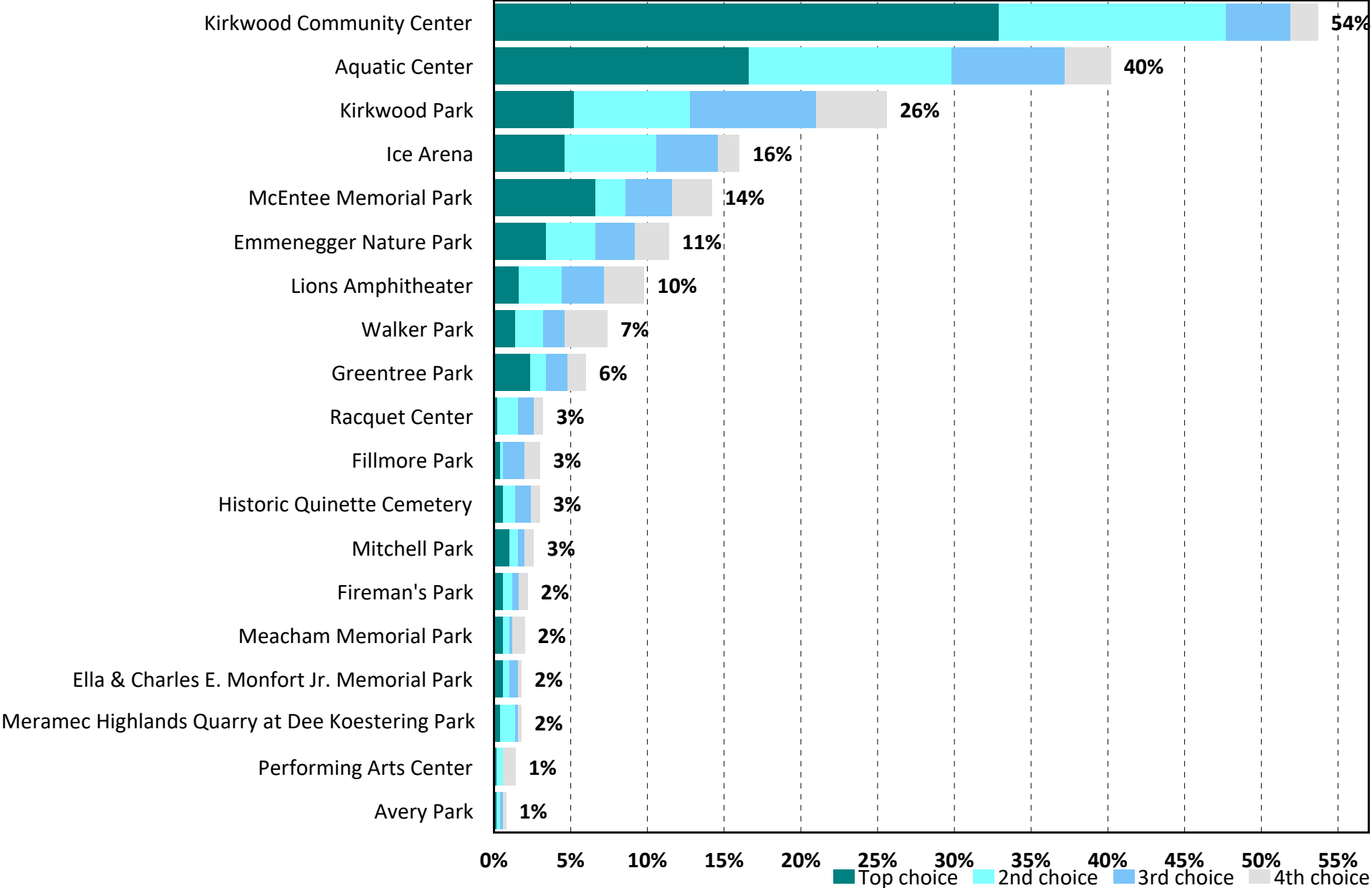
Q3. Which four parks/facilities does your household visit most often?

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



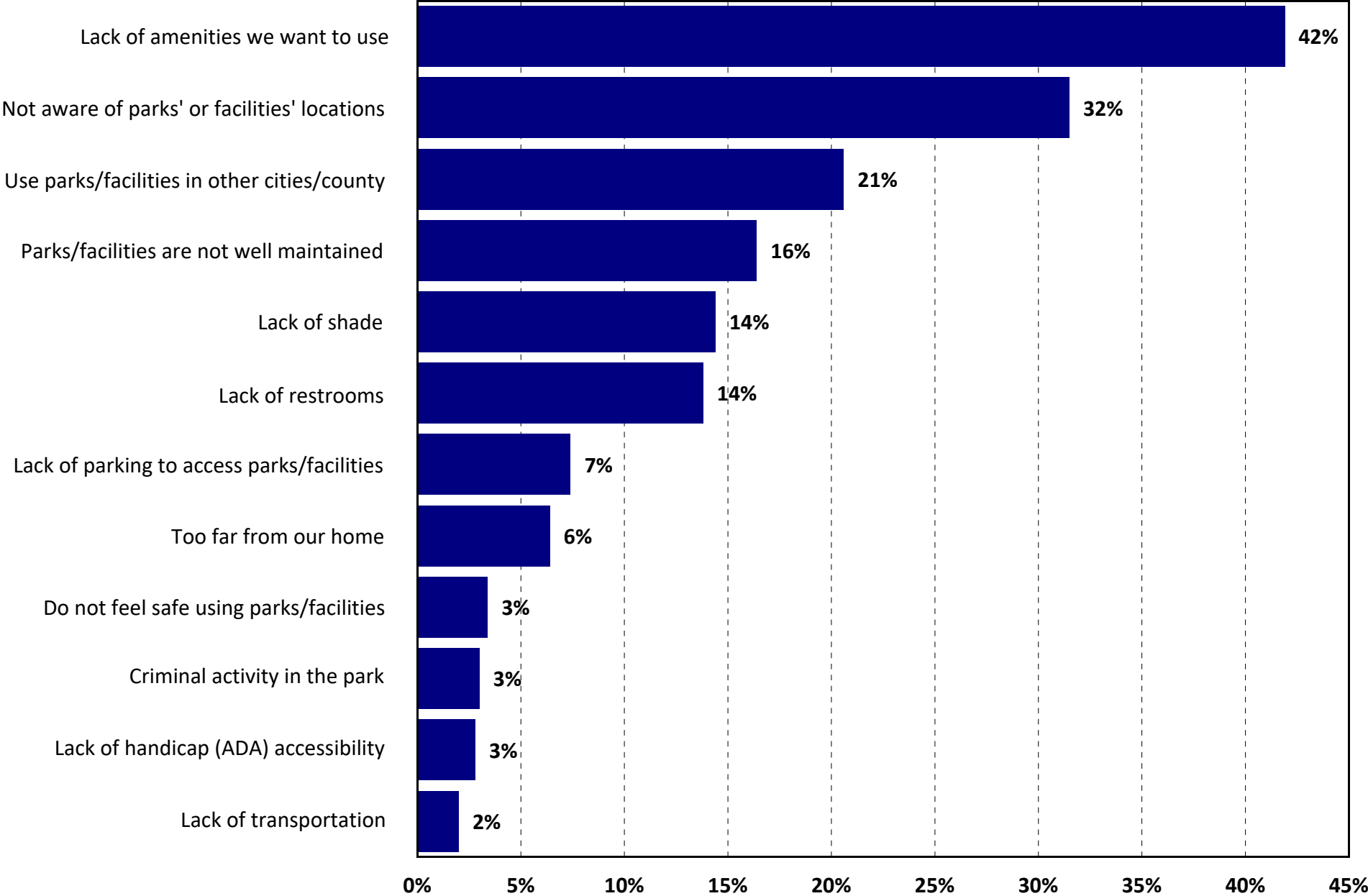
Q4. Which four parks/facilities do you feel is in greatest need of improvement or maintenance?

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



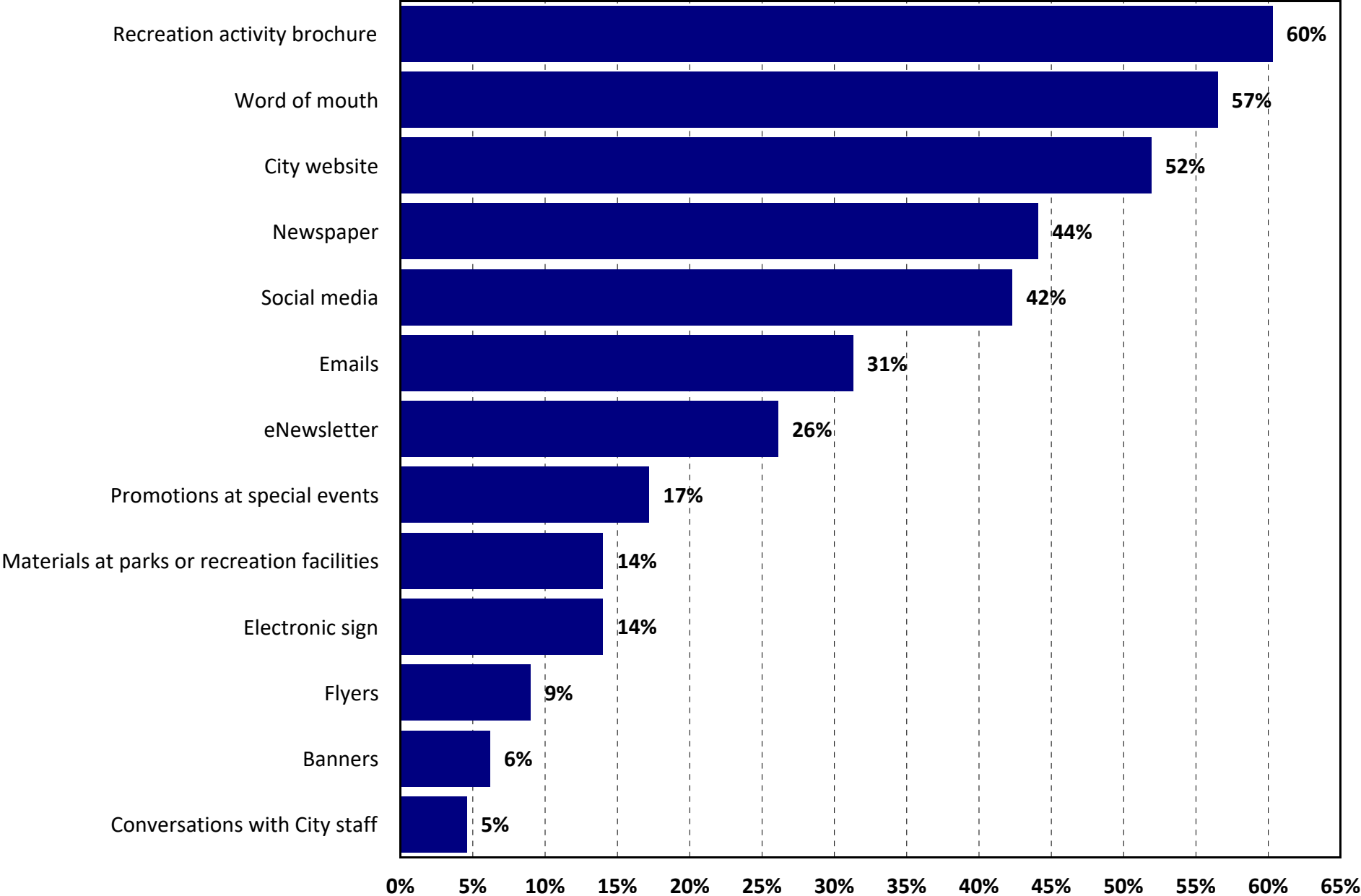
Q5. Please check all of the following reasons that prevent you/your household from visiting facilities more often.

by percentage of respondents (multiple selections could be made)



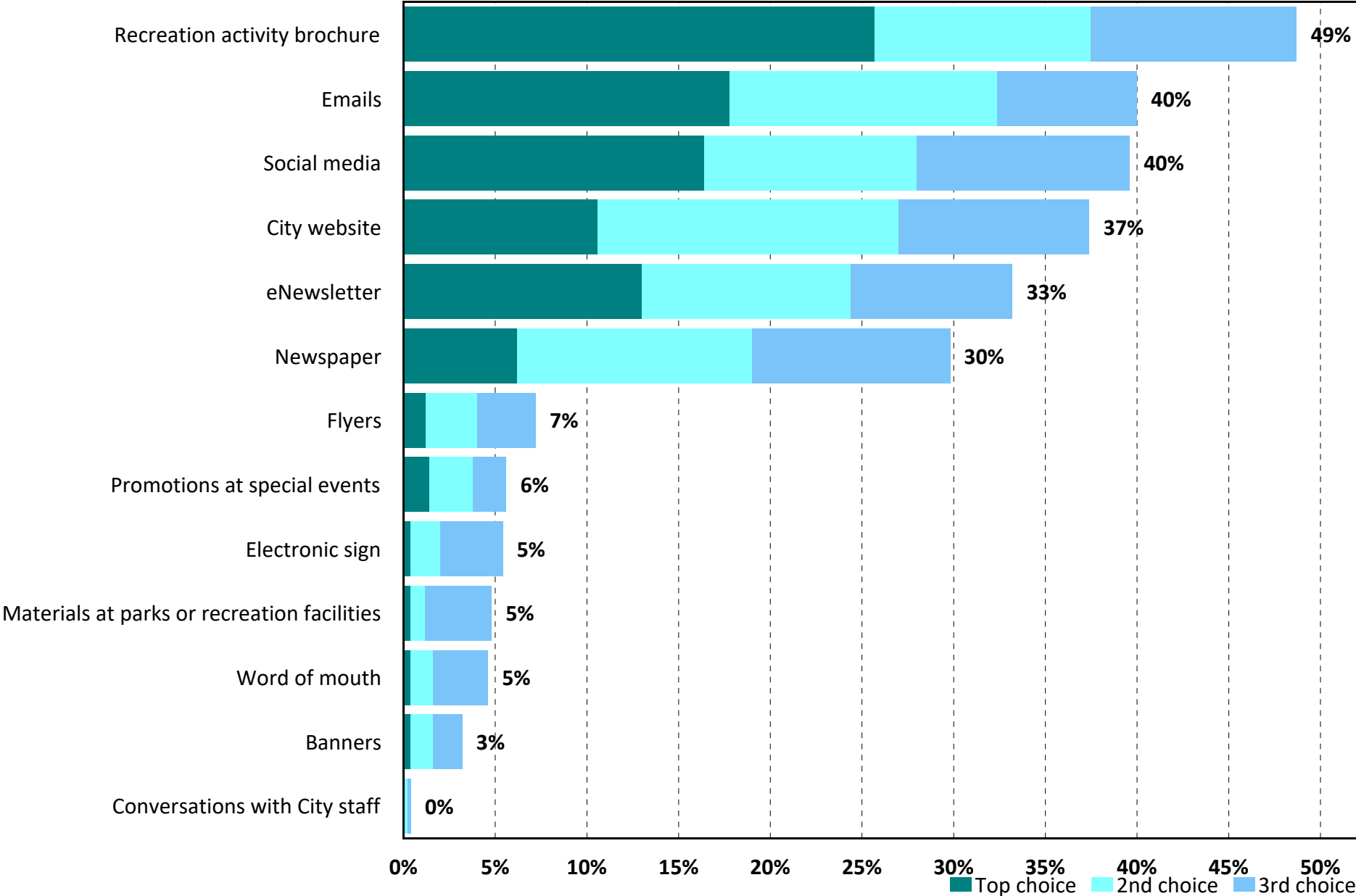
Q6. From the following list, please check all the ways you learn about the City of Kirkwood parks, recreation facilities, programs, and events.

by percentage of respondents (multiple selections could be made)



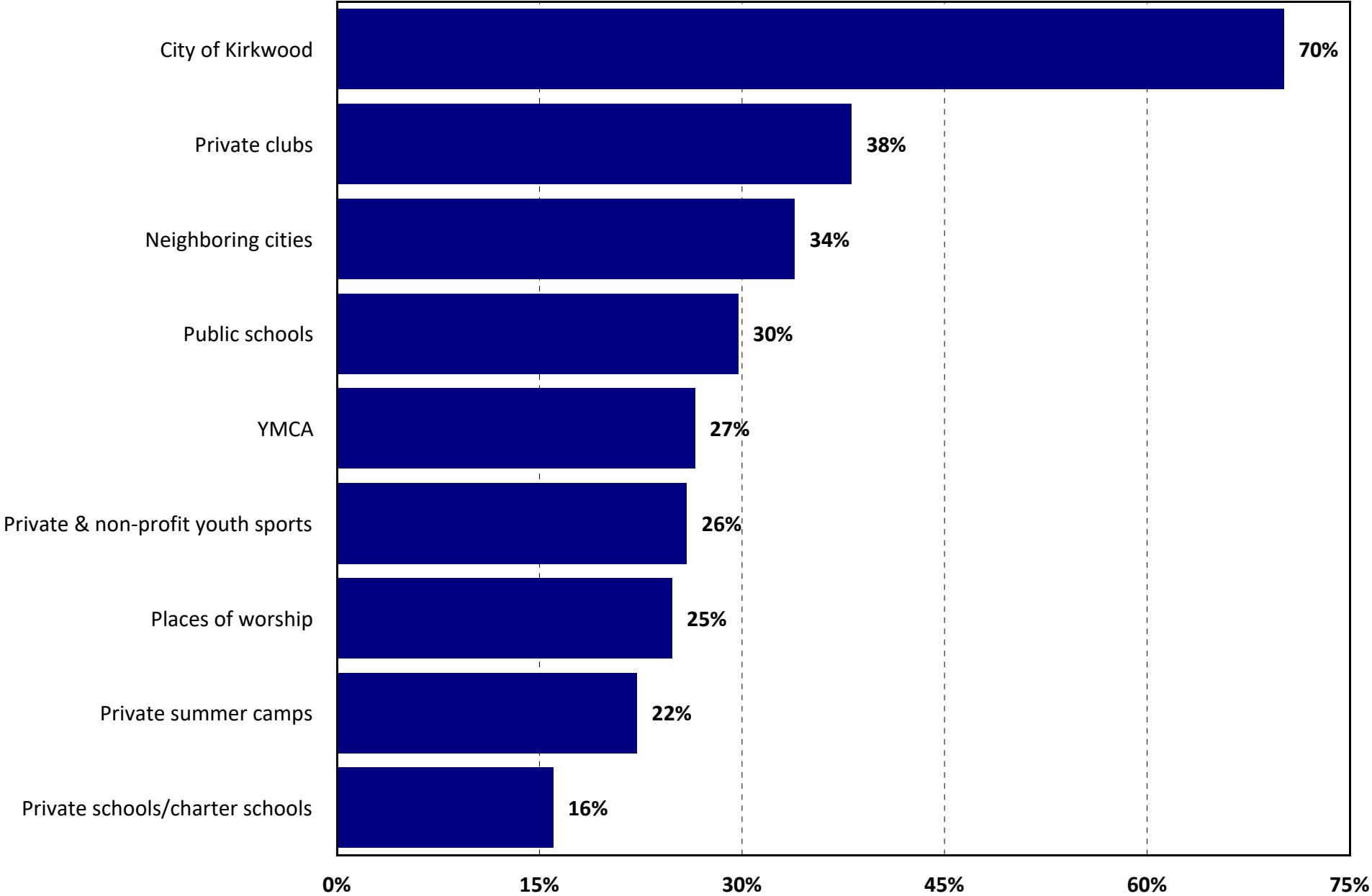
Q7. Which three methods of communication would you most prefer the City use to communicate with you about parks, recreation facilities, programs, and events?

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



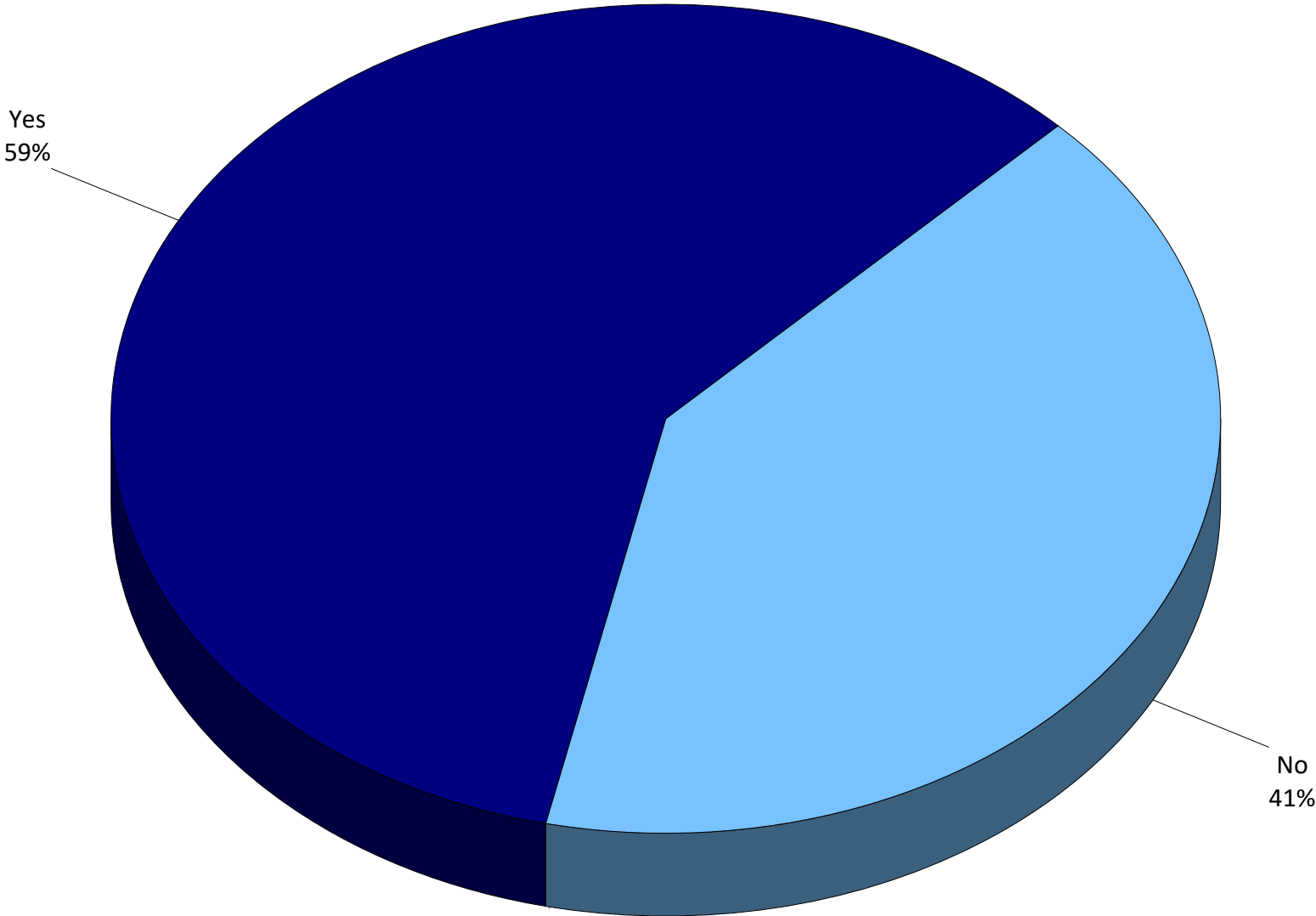
Q8. From the following list, please check all of the organizations that you/your household have used for recreation and sports activities during the last year.

by percentage of respondents (multiple selections could be made)



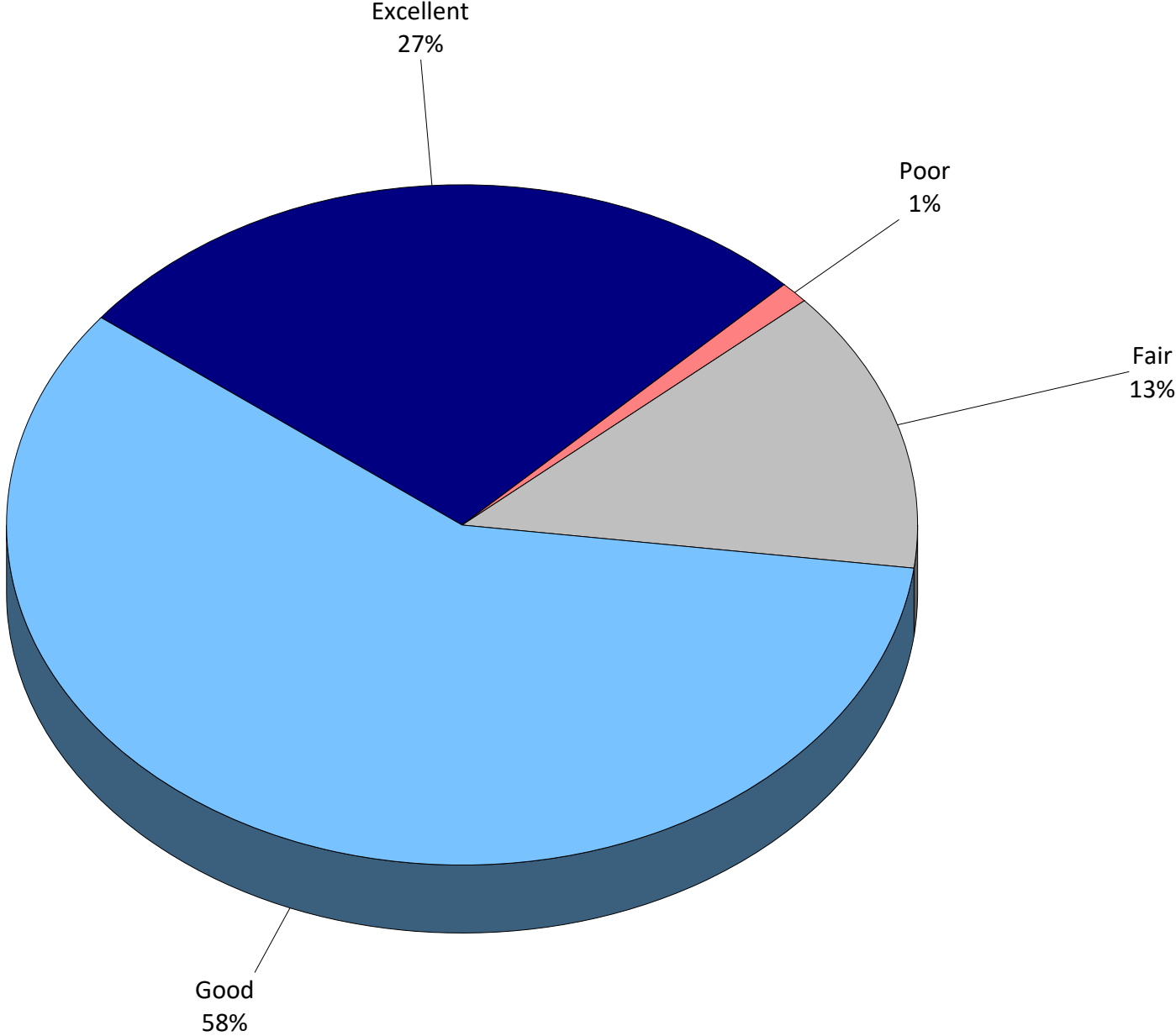
Q9. Has your household participated in any programs or events during the past year?

by percentage of respondents (excluding "not provided")



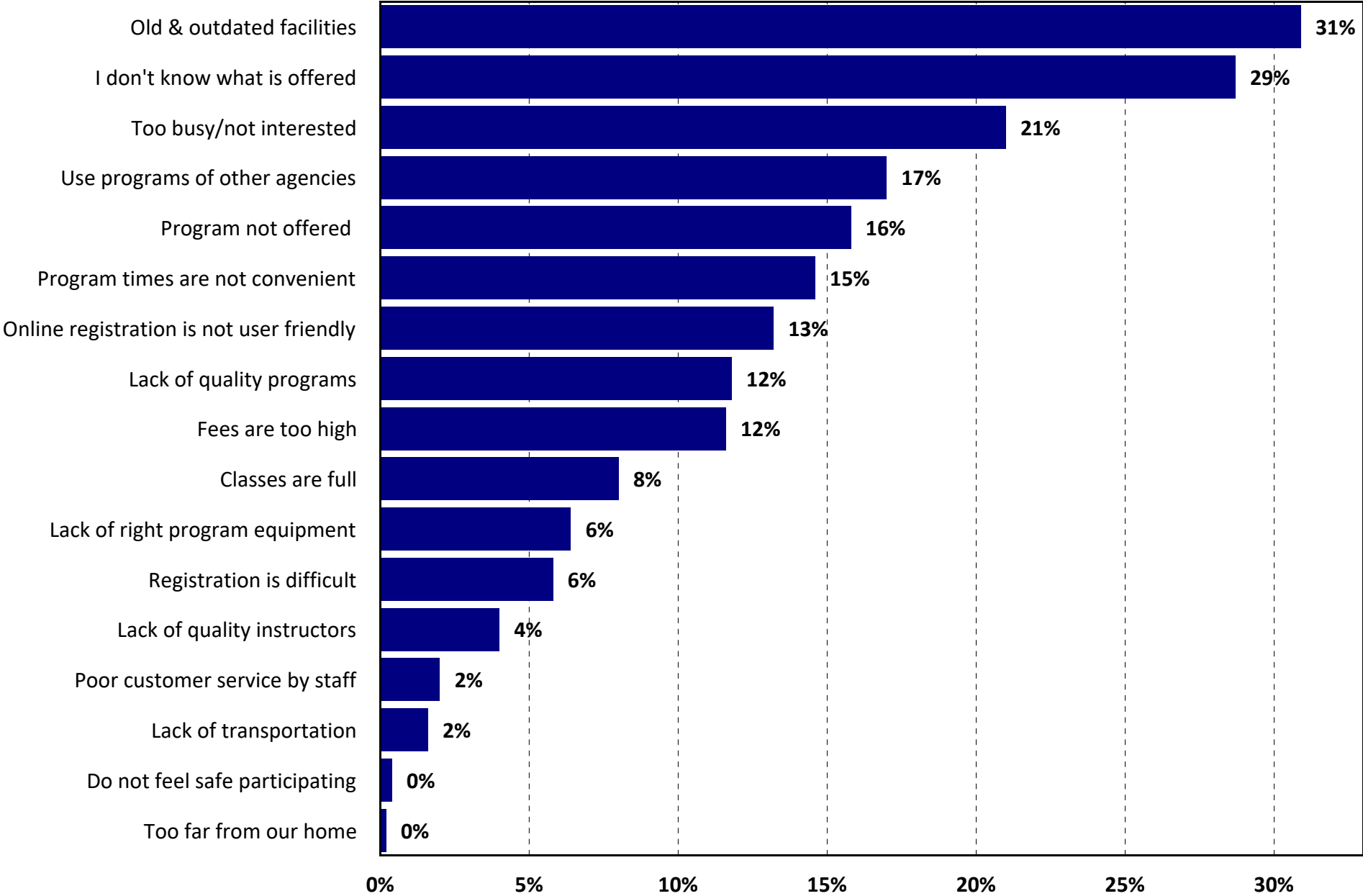
Q9a. How would you rate the overall quality of the programs or events in which your household has participated?

by percentage of respondents (excluding "not provided")



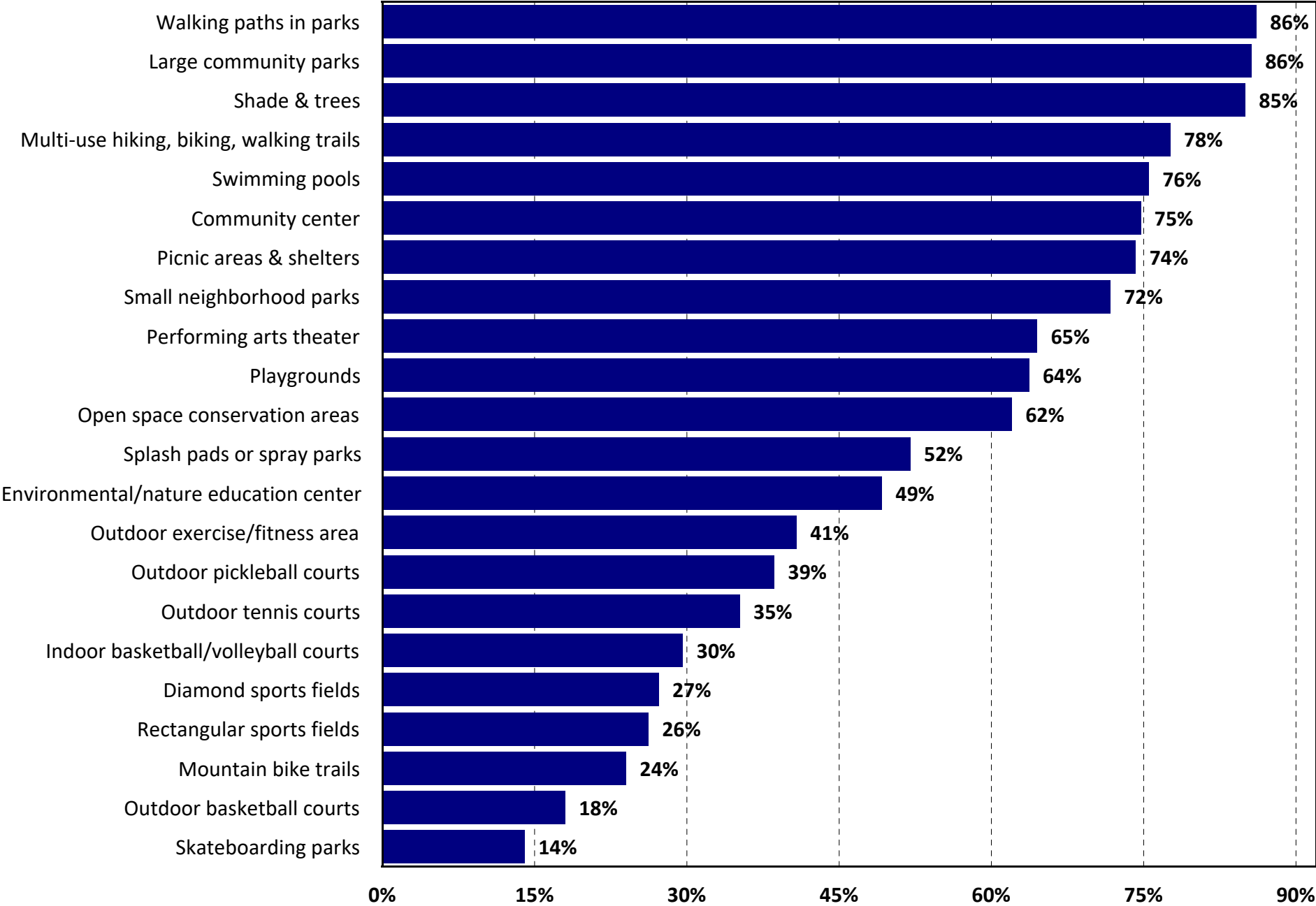
Q10. Please check all of the following reasons that prevent you/your household from participating in programs more often.

by percentage of respondents (multiple selections could be made)



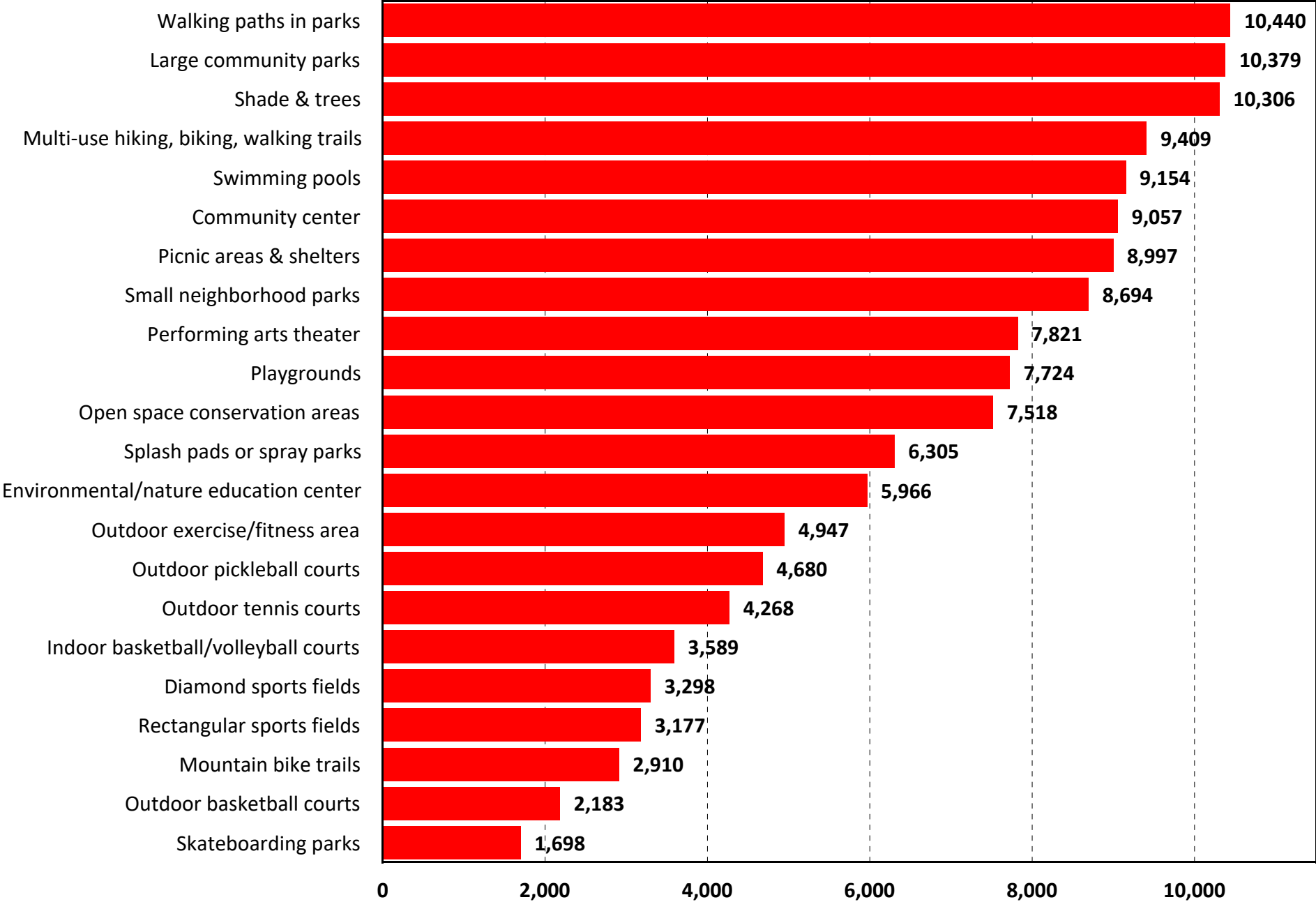
Q11. Need for facilities/amenities.

by percentage of respondents who indicated need



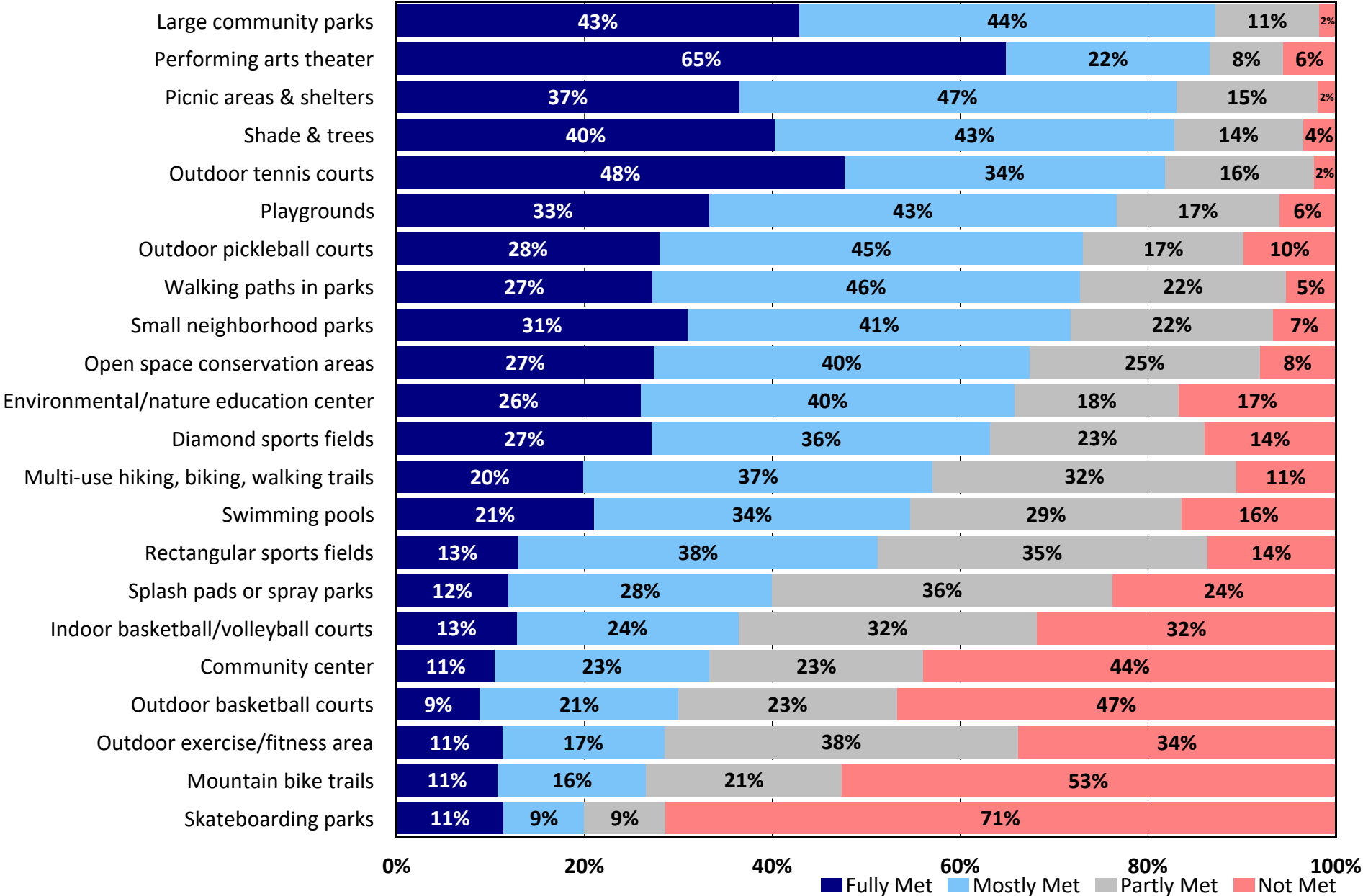
Q11. Estimated number of households who have a need for facilities/amenities

by number of households based on an estimated 12,125 households



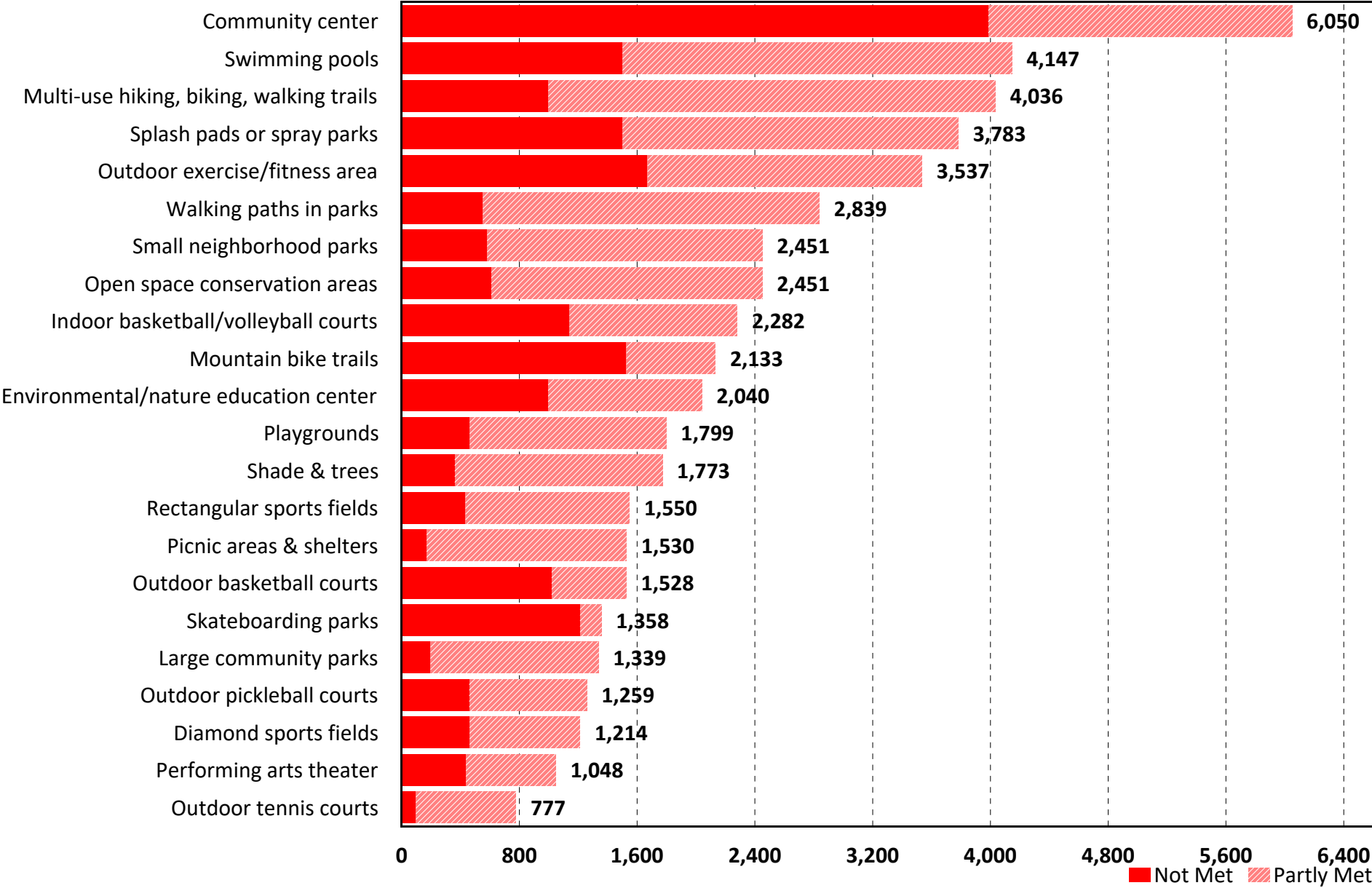
Q11. Please indicate how well your needs are being met for each of the facilities/amenities.

by percentage of respondents (excluding "no need")



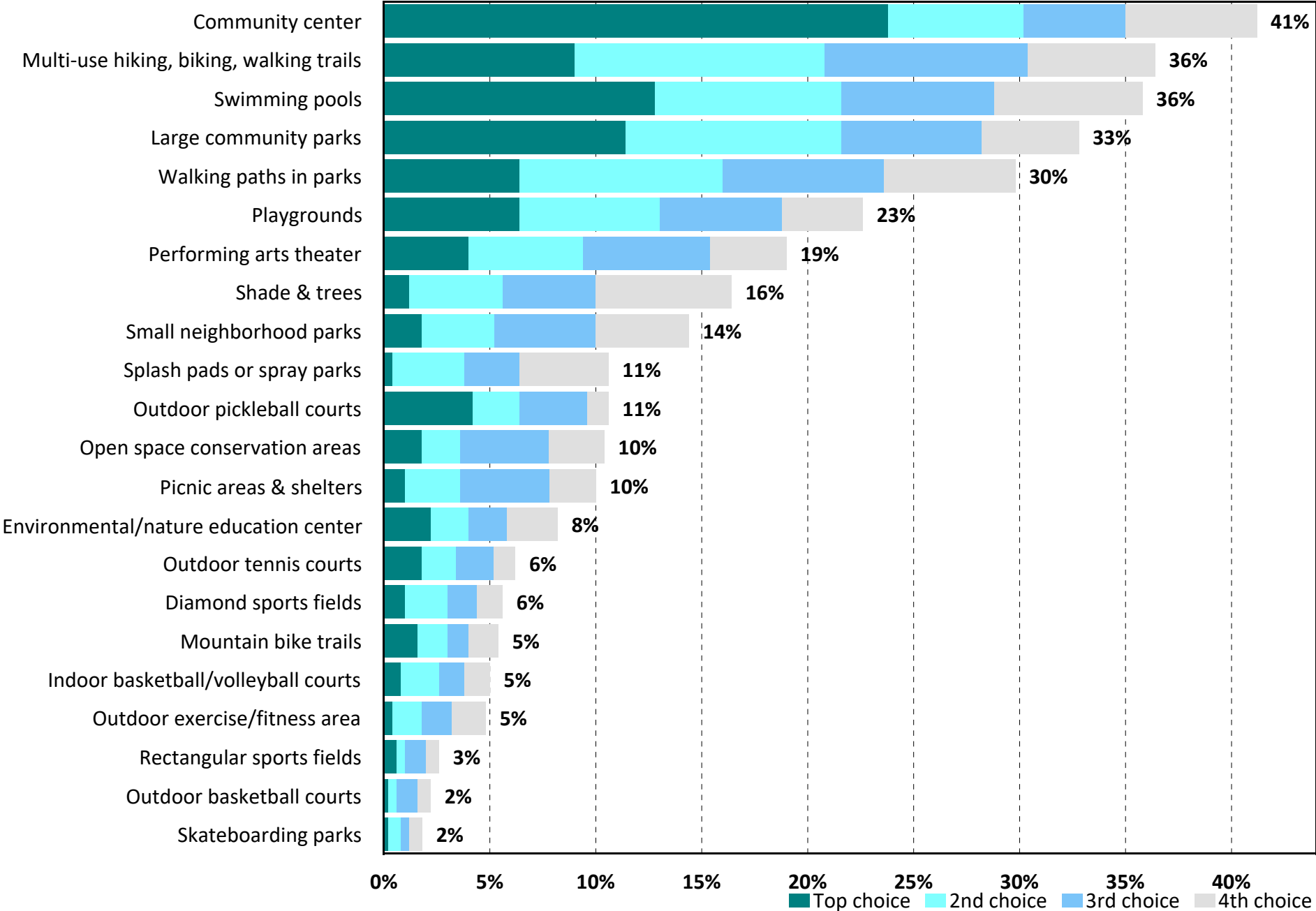
Q11c. Estimated number of households whose facility/amenity needs are only “partly met” or “not met”

by number of households with need based on an estimated 12,125 households



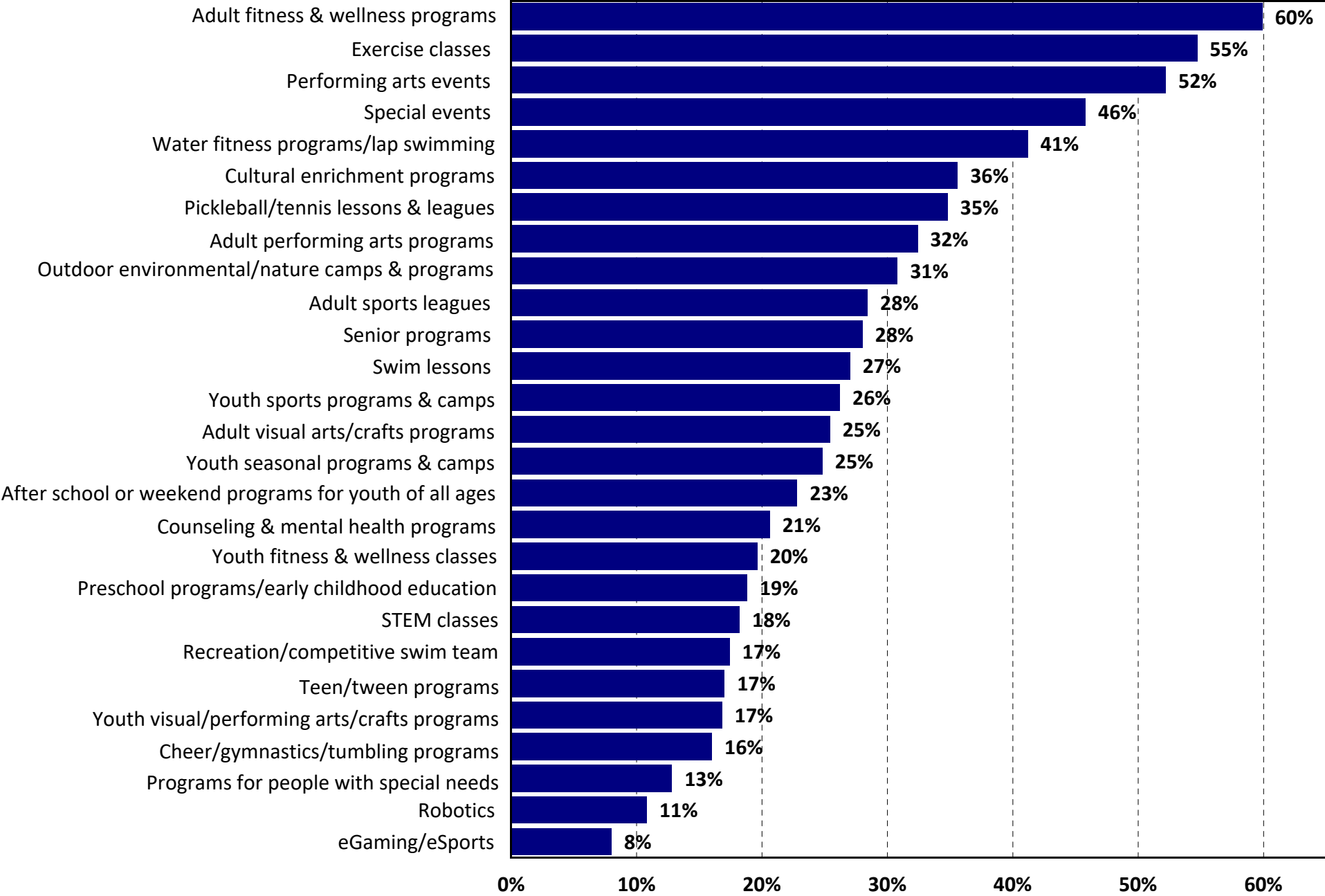
Q12. Which four facilities/amenities are most important to your household?

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



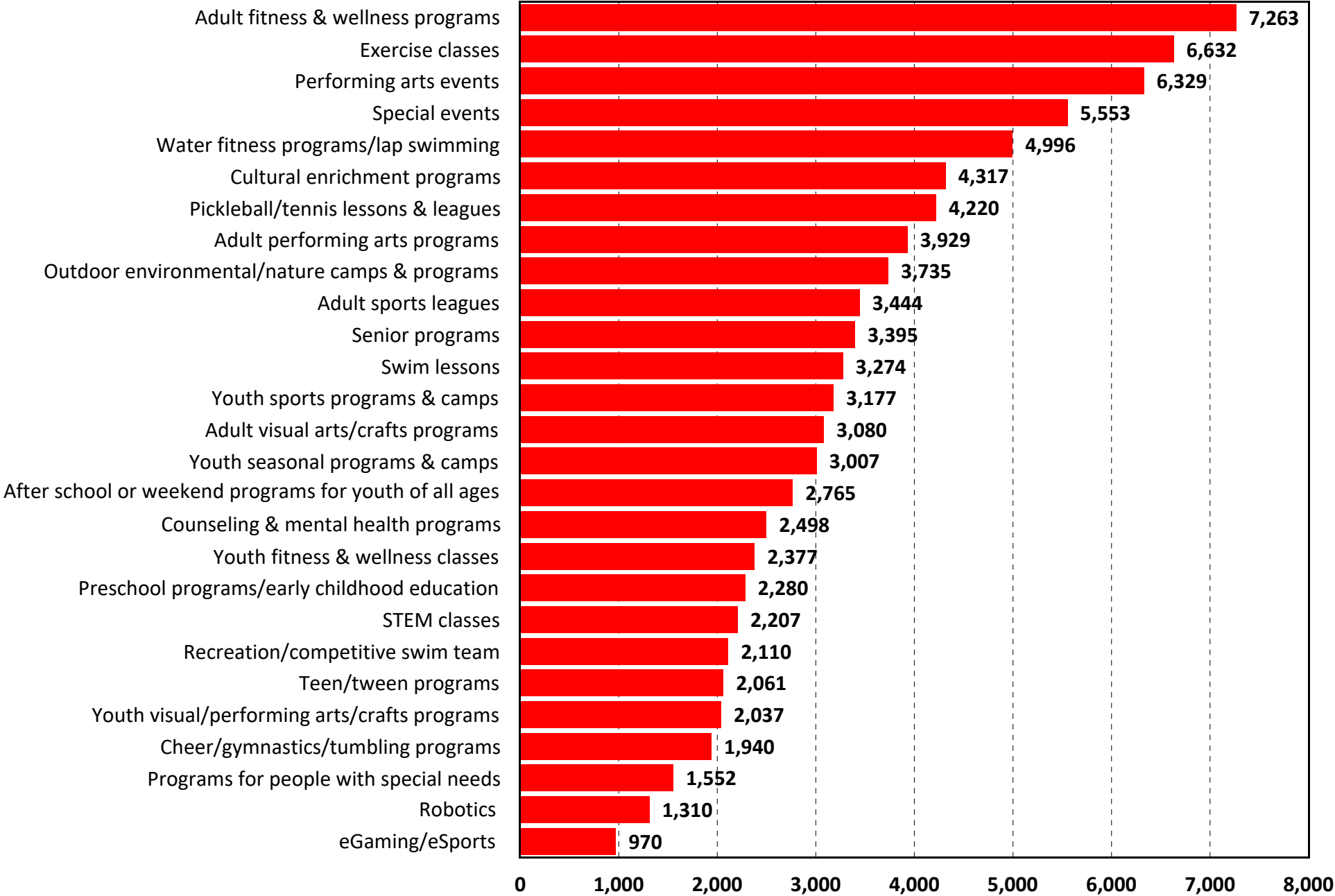
Q13. Need for programs/activities.

by percentage of respondents who indicated need



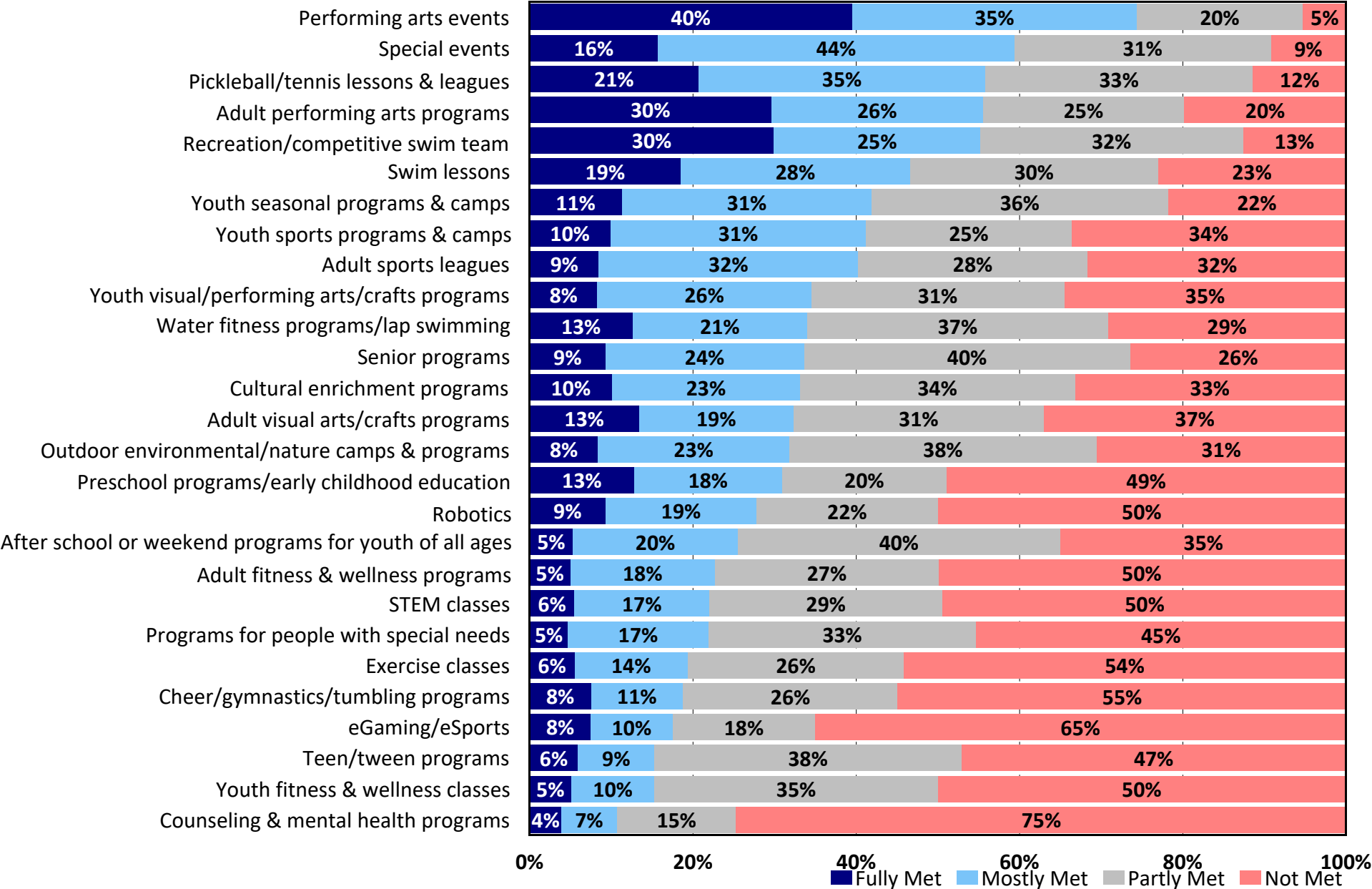
Q13. Estimated number of households who have a need for programs/activities

by number of households based on an estimated 12,125 households



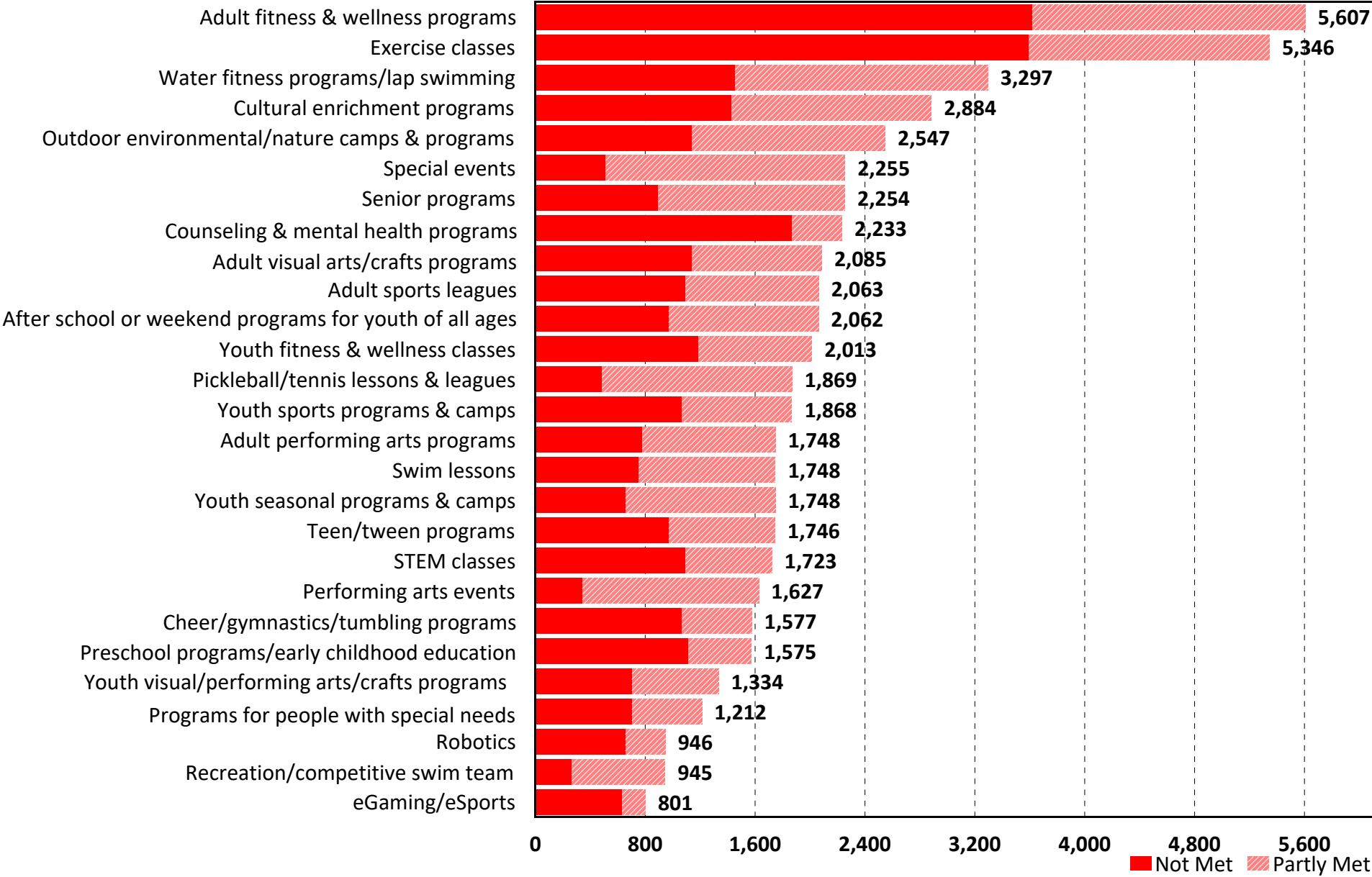
Q13. Please indicate how well your needs are being met for each of the programs/activities.

by percentage of respondents (excluding "no need")



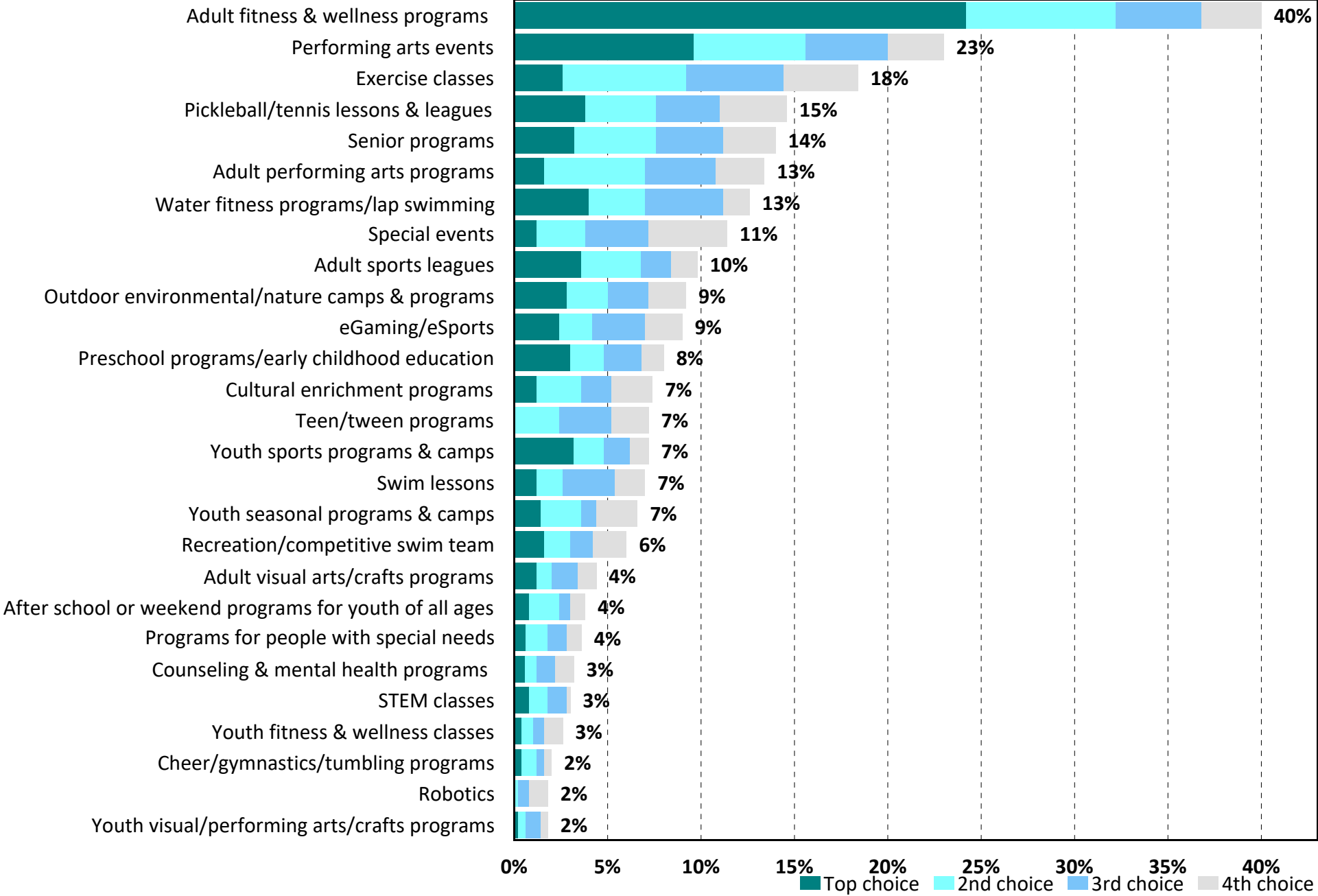
Q13c. Estimated number of households whose program/activity needs are only “partly met” or “not met”

by number of households with need based on an estimated 12,125 households



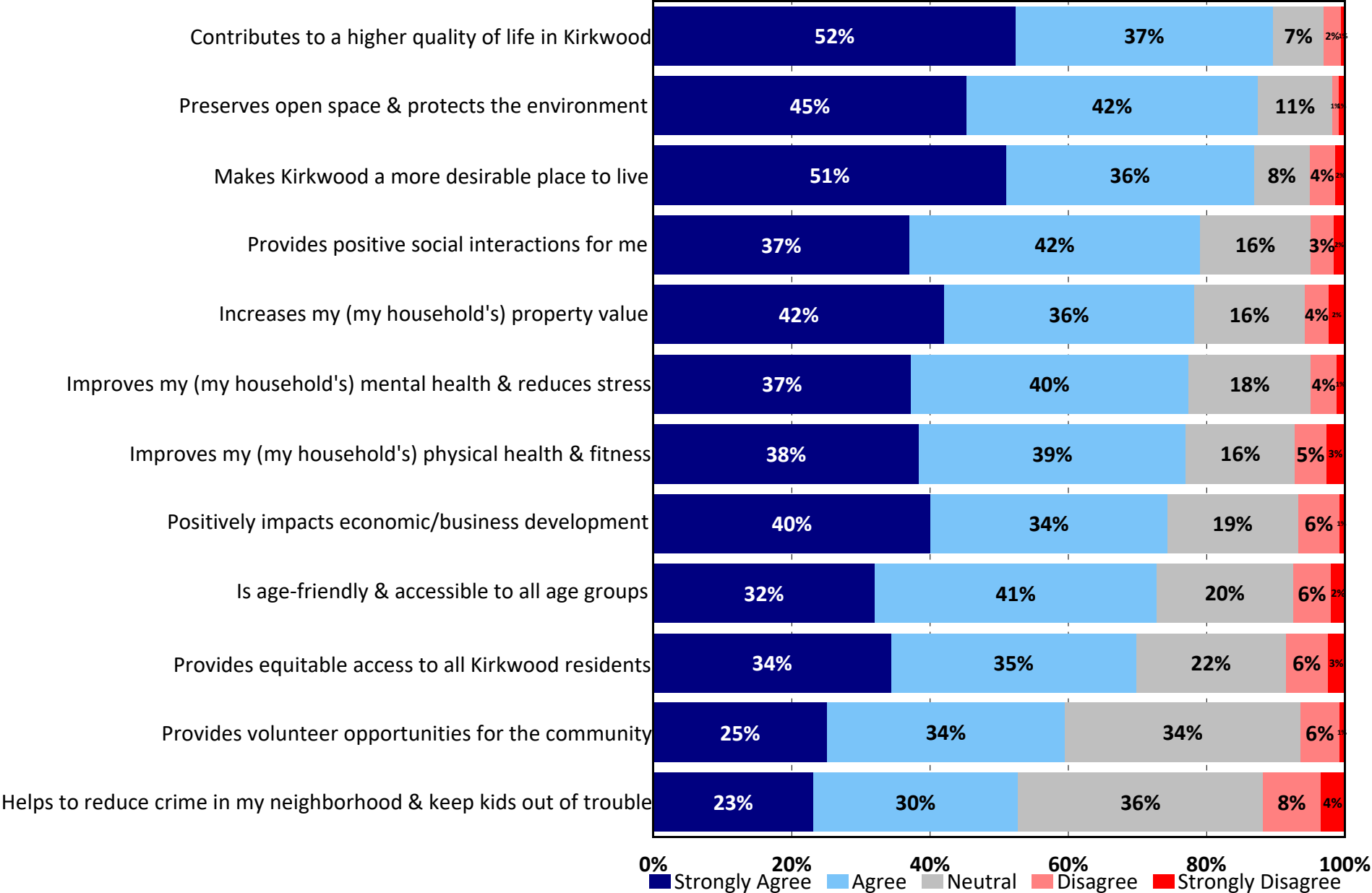
Q14. Which four programs/activities are most important to your household?

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



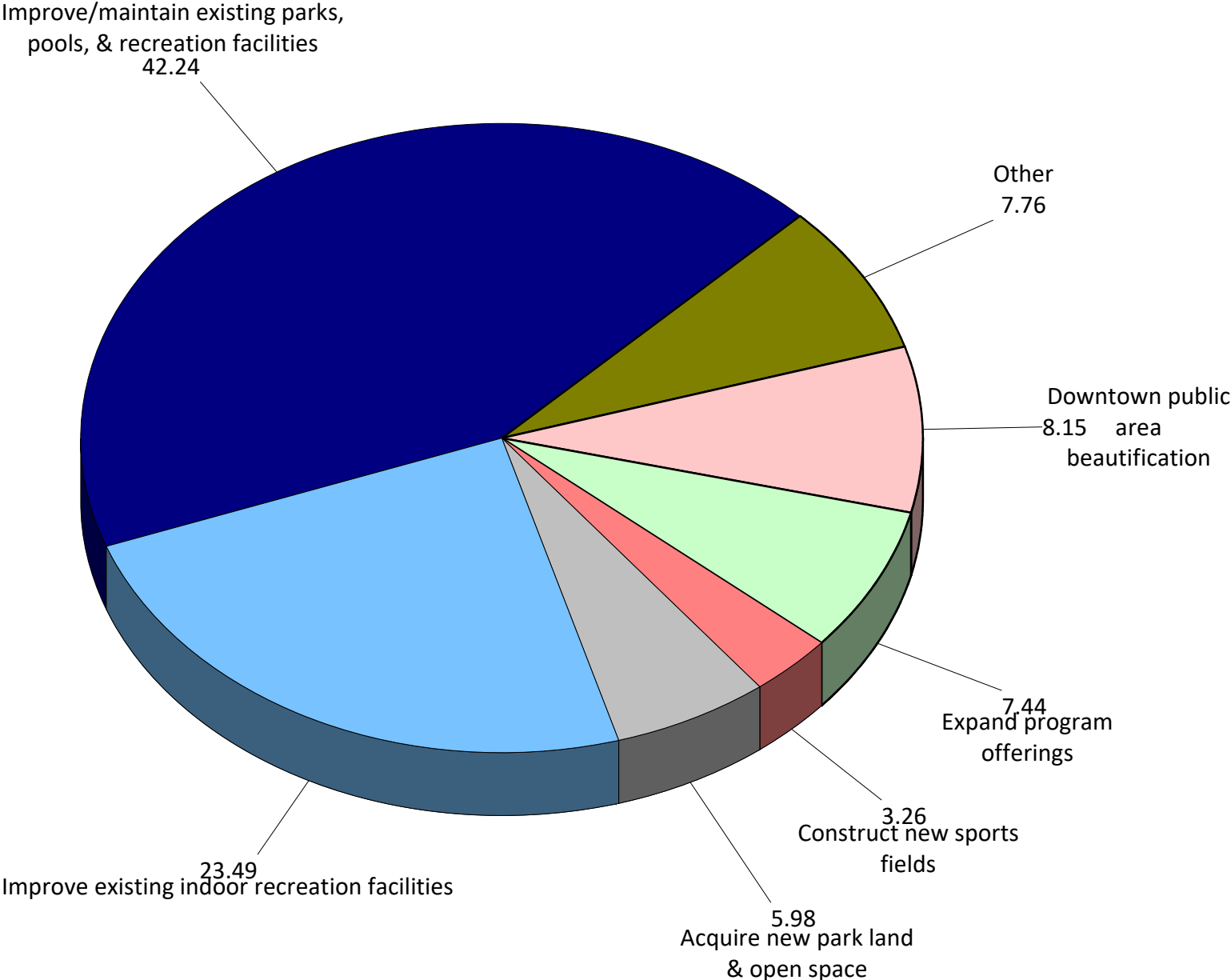
Q15. Please indicate your level of agreement with the following statements concerning some potential benefits of the City’s parks and recreation services.

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



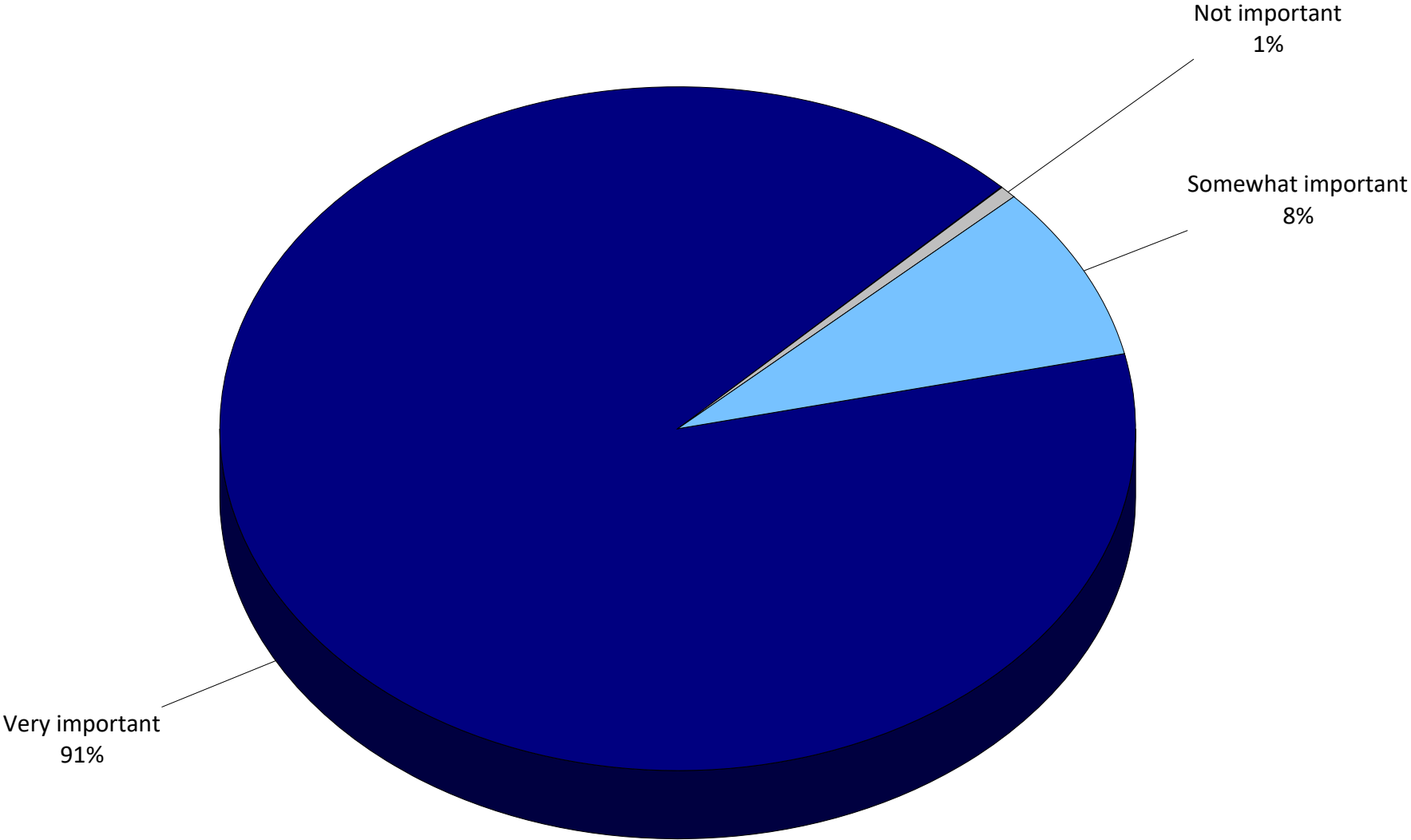
Q16. If you had \$100, how would you allocate the funds among the parks and recreation categories listed below?

by percentage of respondents



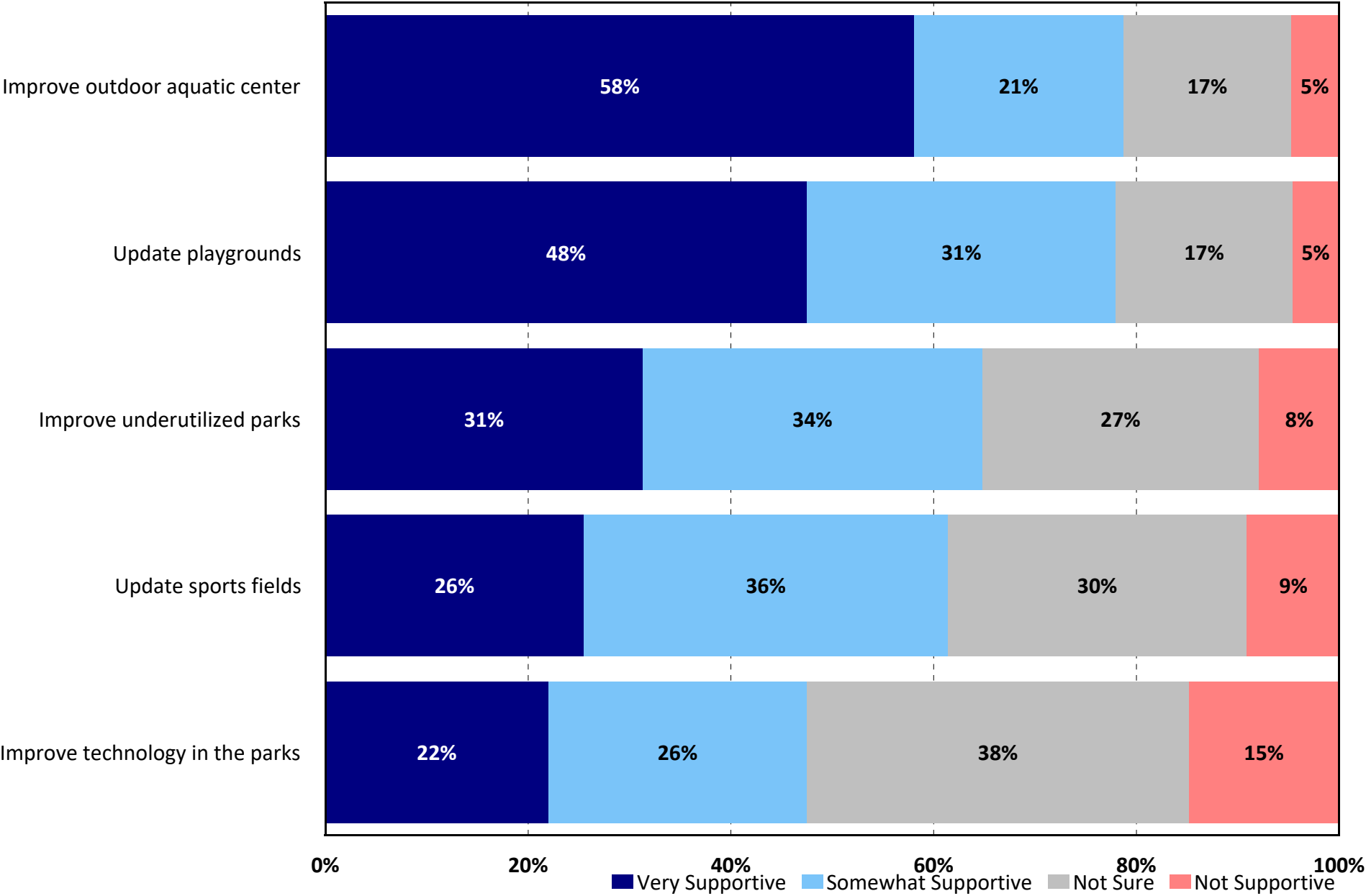
Q17. How important do you feel it is for the City of Kirkwood to provide high quality parks, recreation facilities and programs?

by percentage of respondents (excluding "not sure")



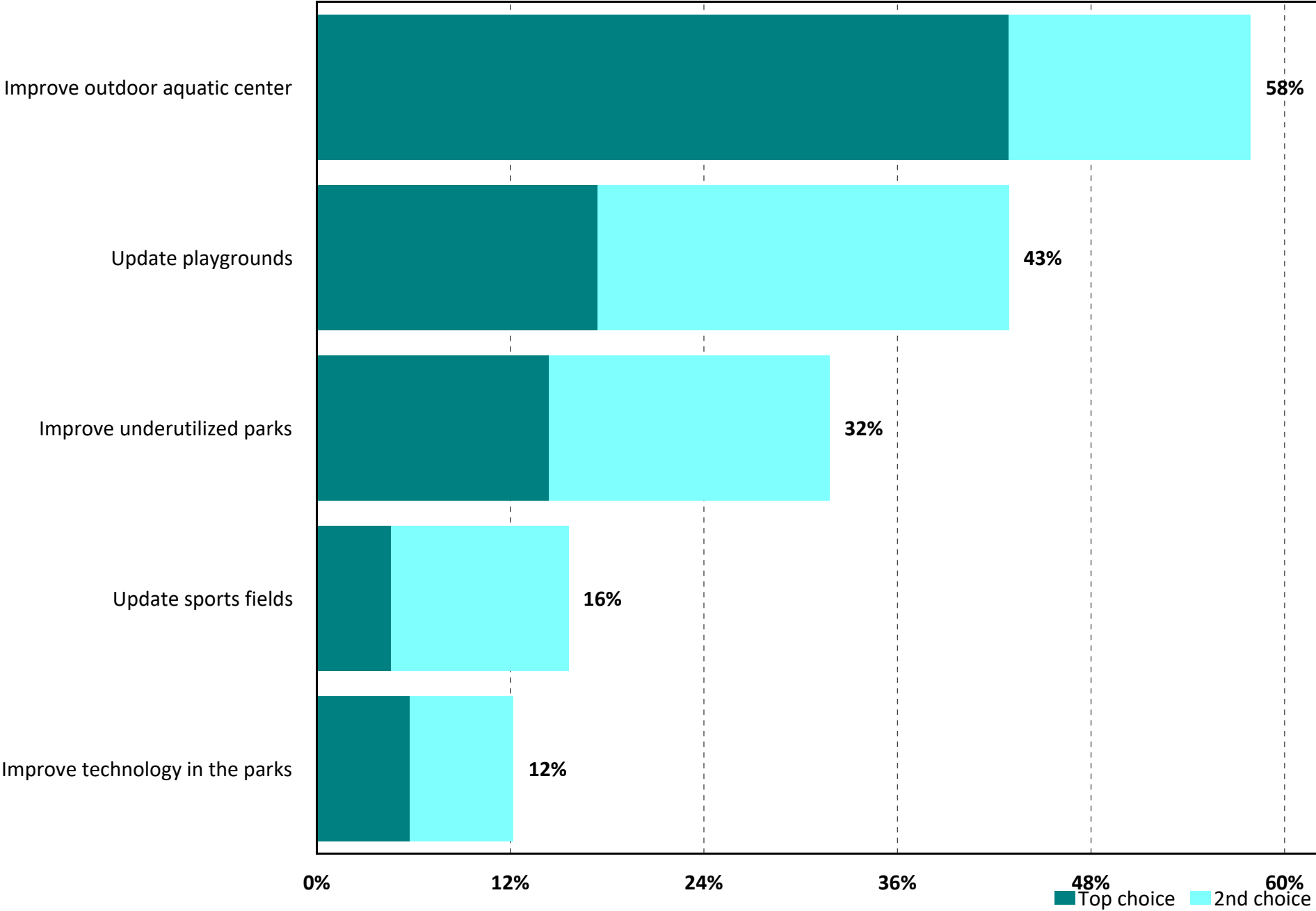
Q18. Please rate your level of support for each of the following actions the City of Kirkwood could take to improve the parks and recreation system.

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

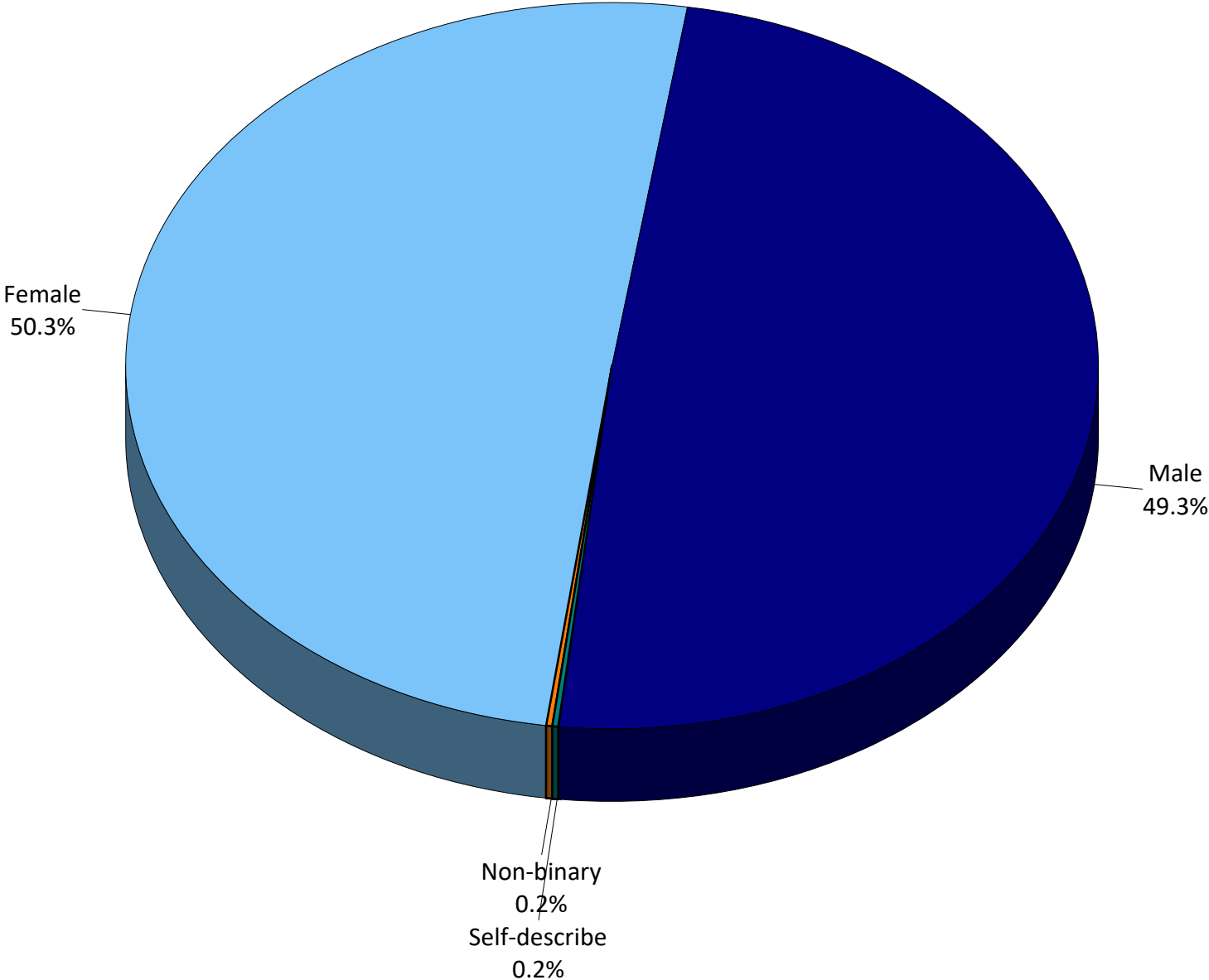


Q19. Which two actions are the most important to your household?

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

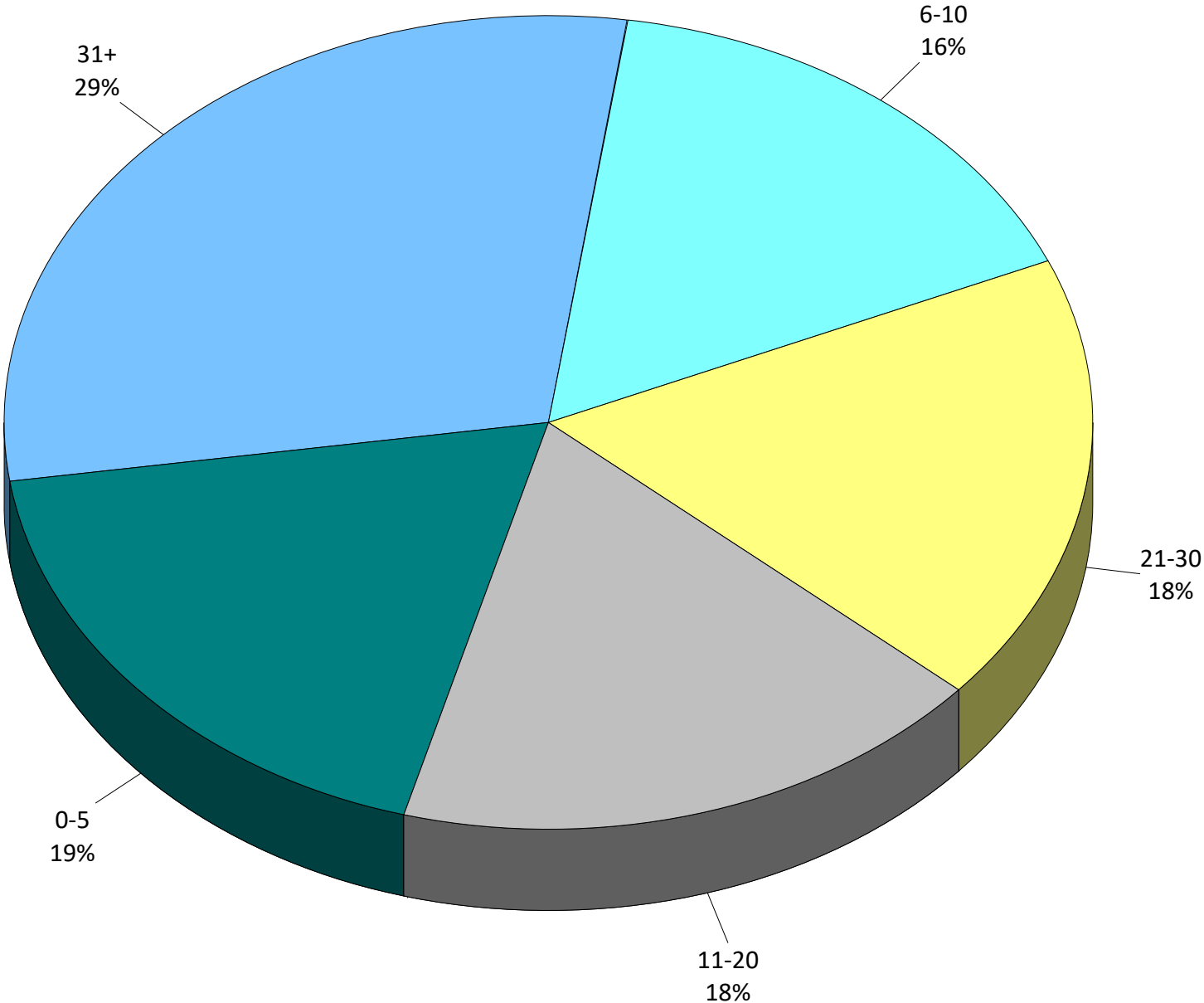


Q20. Your gender identity: by percentage of respondents (excluding "prefer not to disclose")



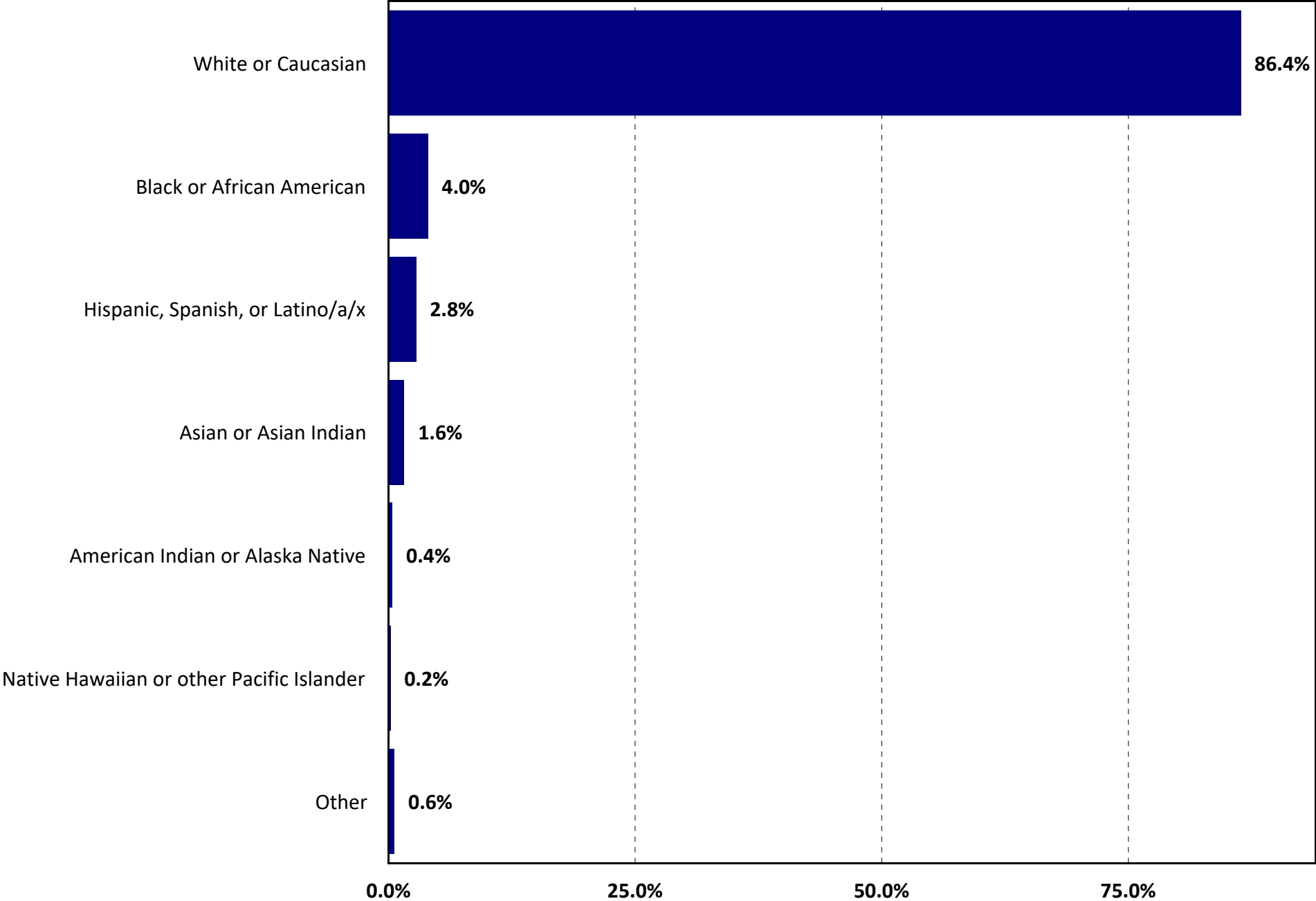
Q21. How many years have you lived in Kirkwood?

by percentage of respondents (excluding "not provided")



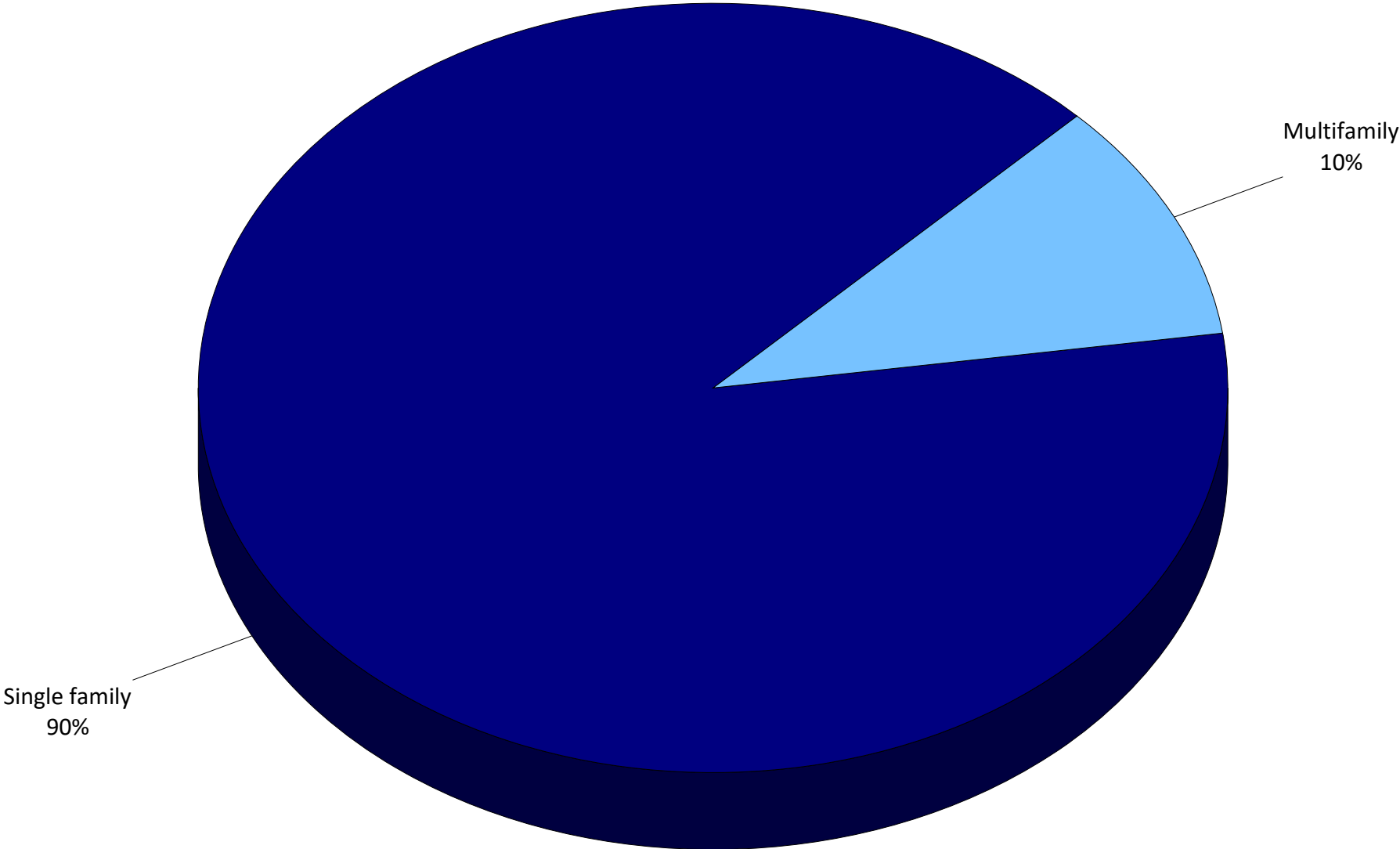
Q22. Which of the following best describes your race/ethnicity?

by percentage of respondents



Q23. Which of the following best describes your current housing?

by percentage of respondents (excluding "not provided")





3

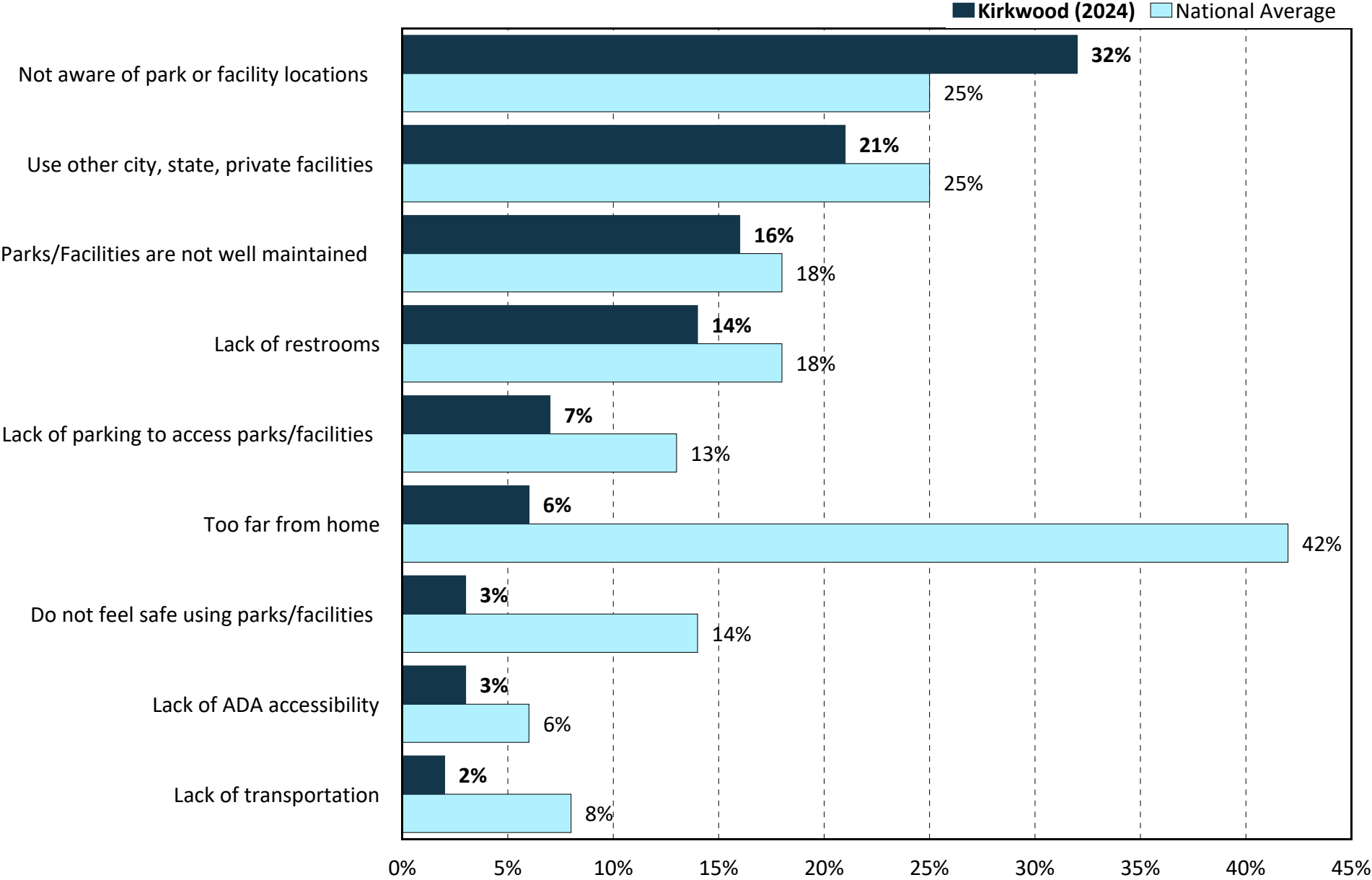
Benchmarks

National Benchmarks

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 Kirkwood Parks and Recreation is not authorized without written consent from ETC Institute.

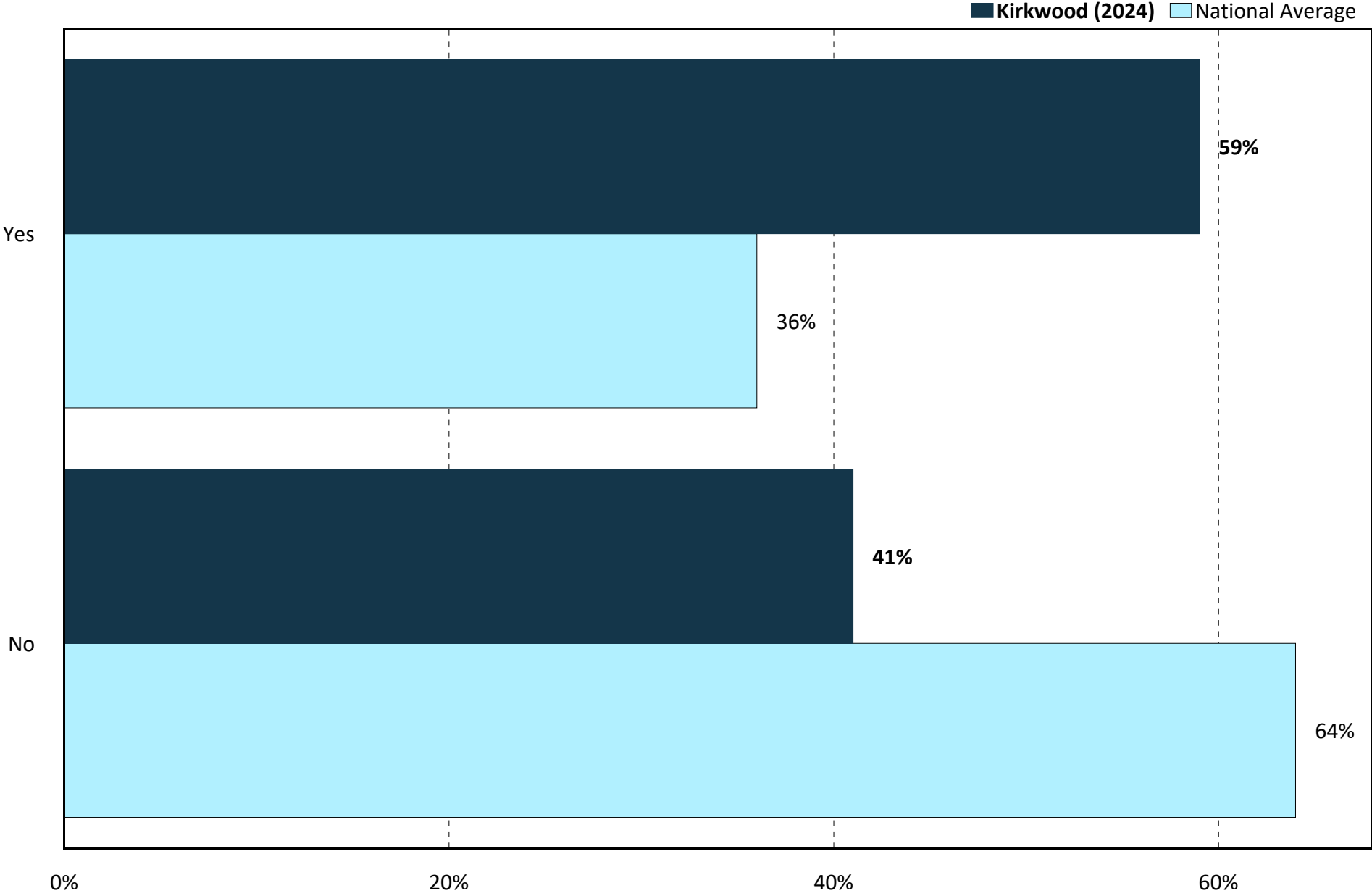
Please check all of the reasons that prevent you from visiting parks and recreation facilities and amenities or what prevents you from visiting them more often.

by % of respondents (multiple selections could be made)



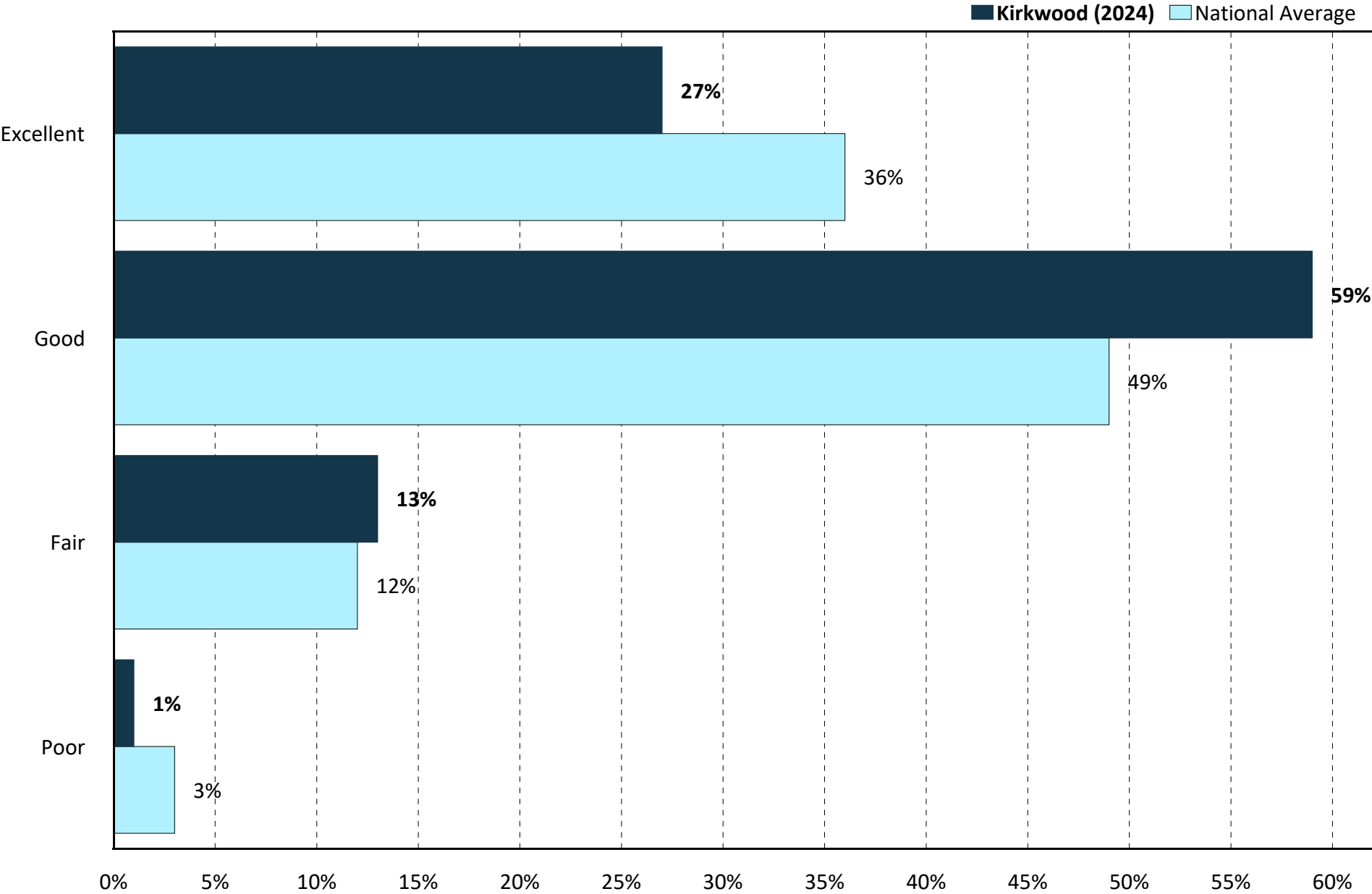
Have you/your household participated in any recreation programs offered in your community during the past year?

by % of respondents (excluding "not provided")



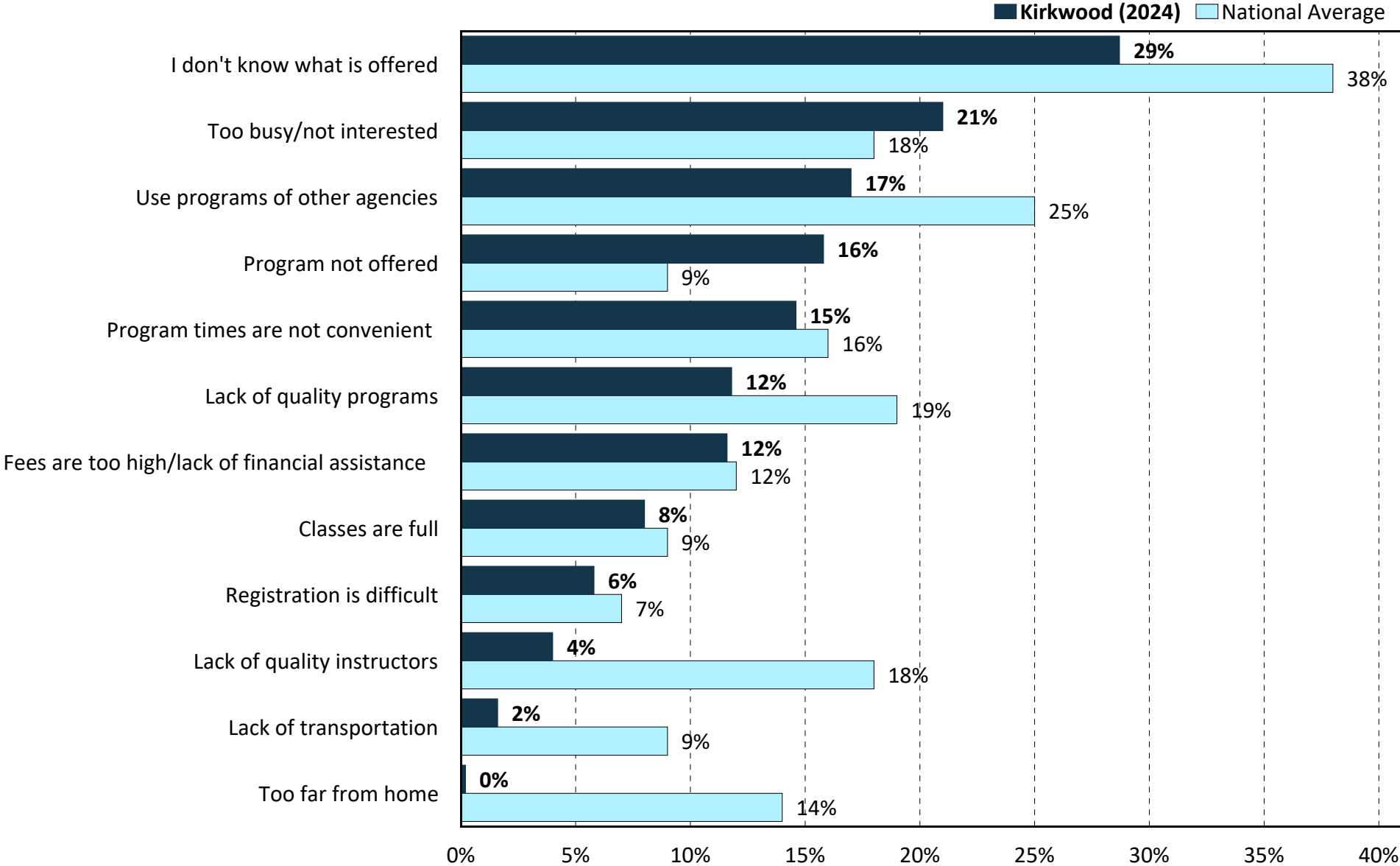
Please rate the overall condition of all the recreation programs you/your households have visited over the past year.

by % of respondents (excluding "not provided")



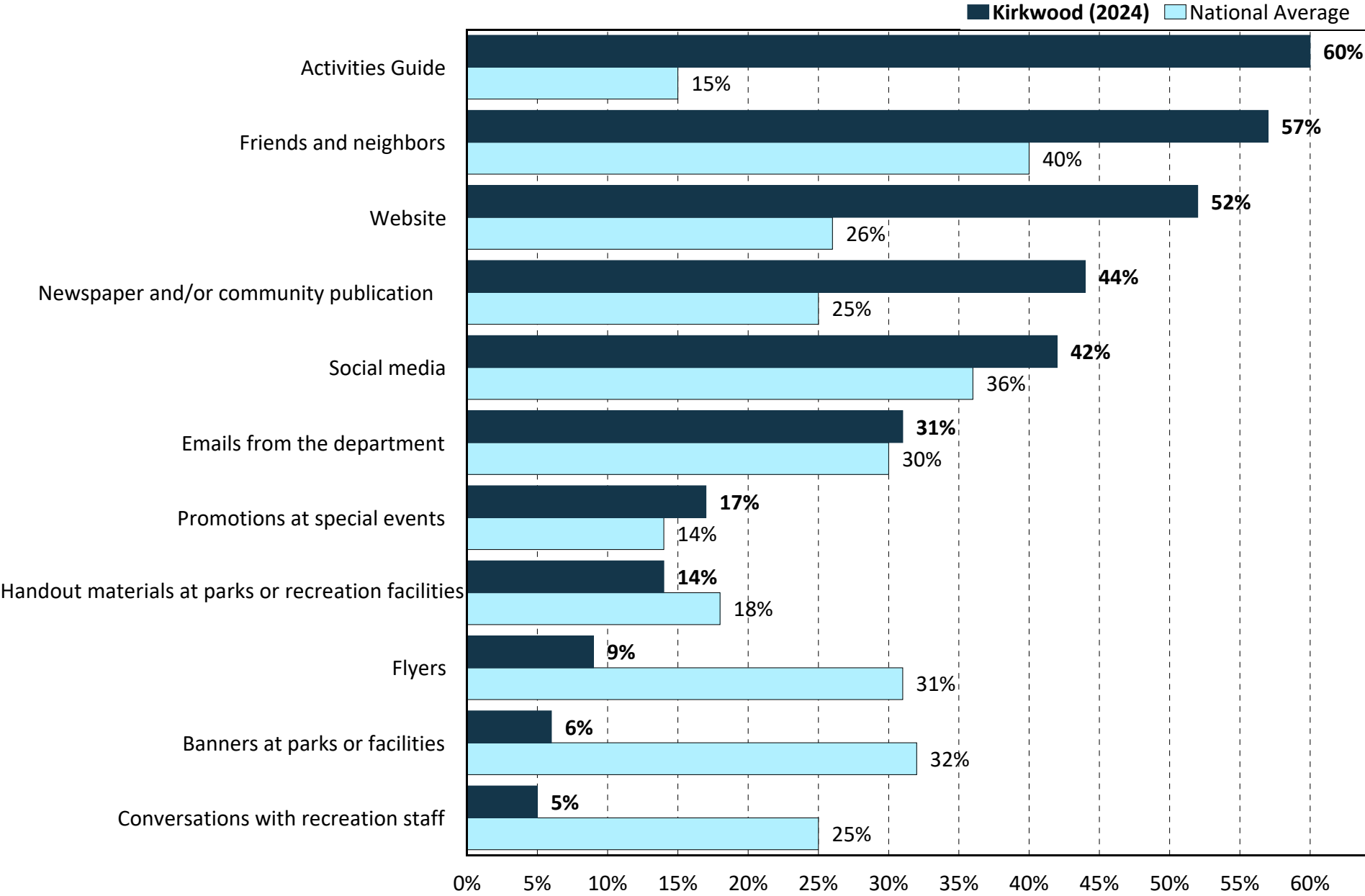
If your household has not participated in any recreation programs in your community during the past year, please check all of the reasons that prevent you from participating.

by % of respondents (multiple selections could be made)



Please check all the ways you currently use to learn about parks and recreation programs, activities, and events in your community.

by % of respondents





Priority Investment Rating



Priority Investment Rating (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/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 met 50% or less) 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/programs, the PIR weights each of these components equally.

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).

How to Analyze the Charts:

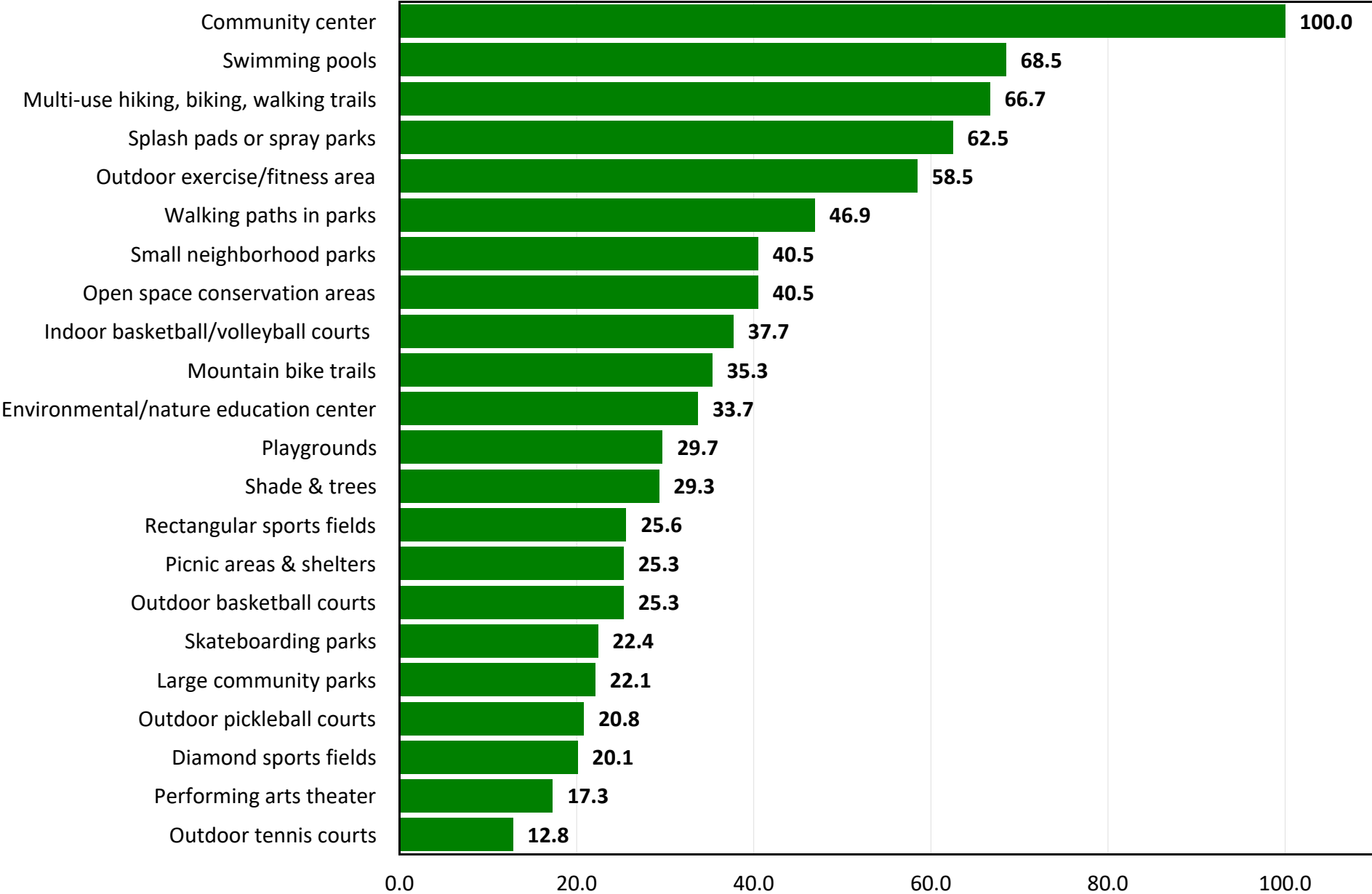
- High Priority Areas are those with a PIR of at least 100. A rating of 100 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact on 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 Facilities/Amenities

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

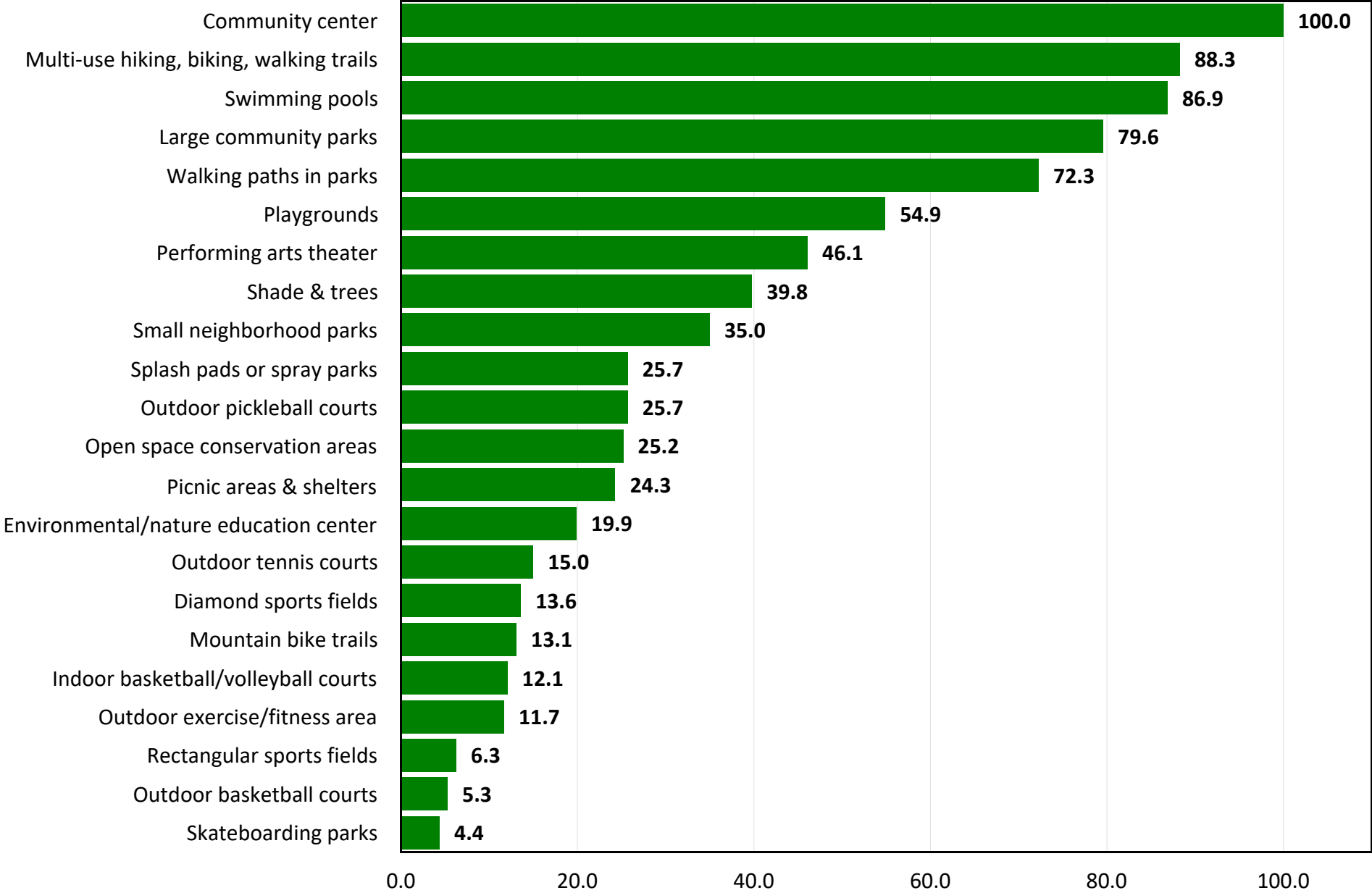
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



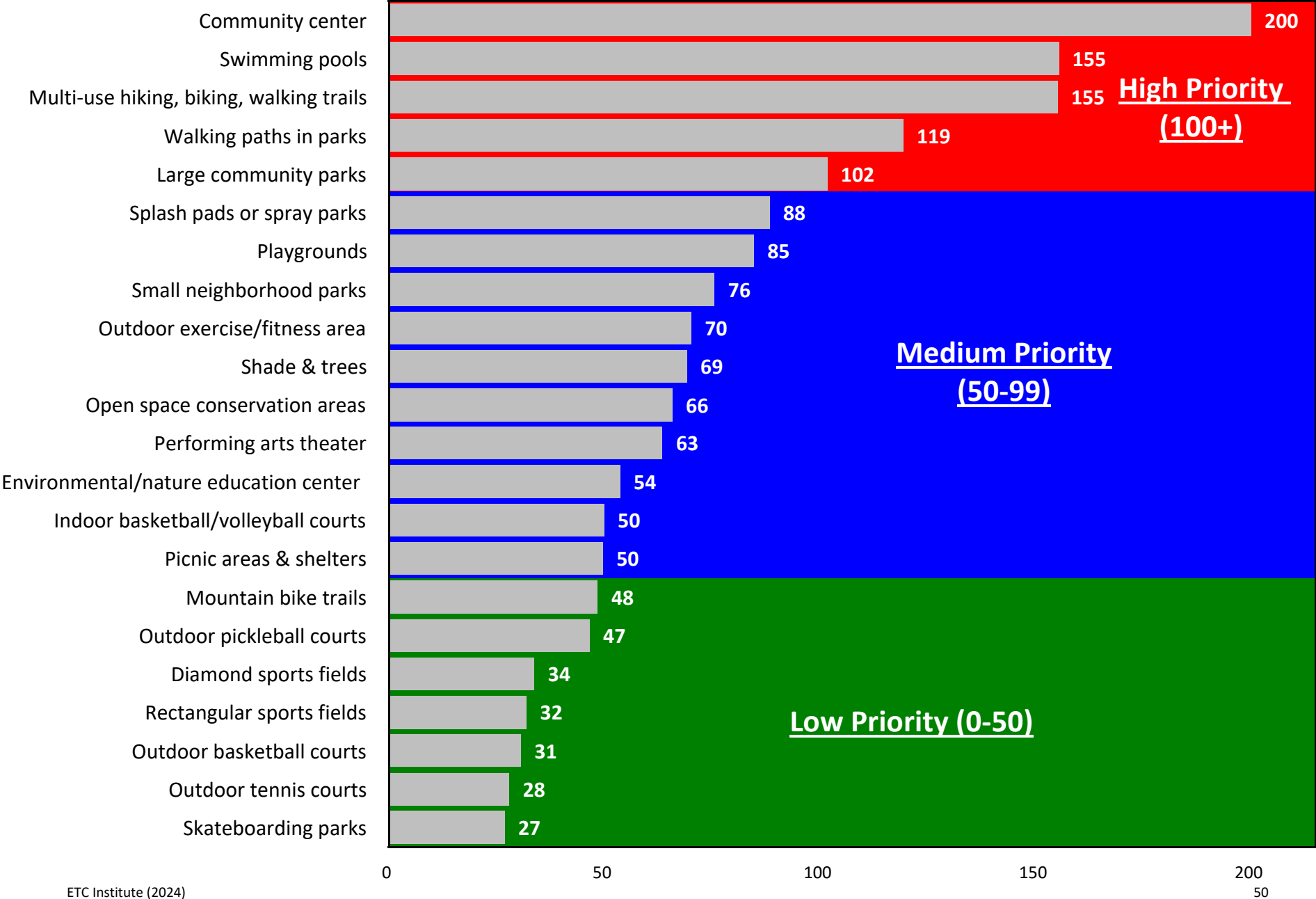
Importance Rating for Facilities/Amenities

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



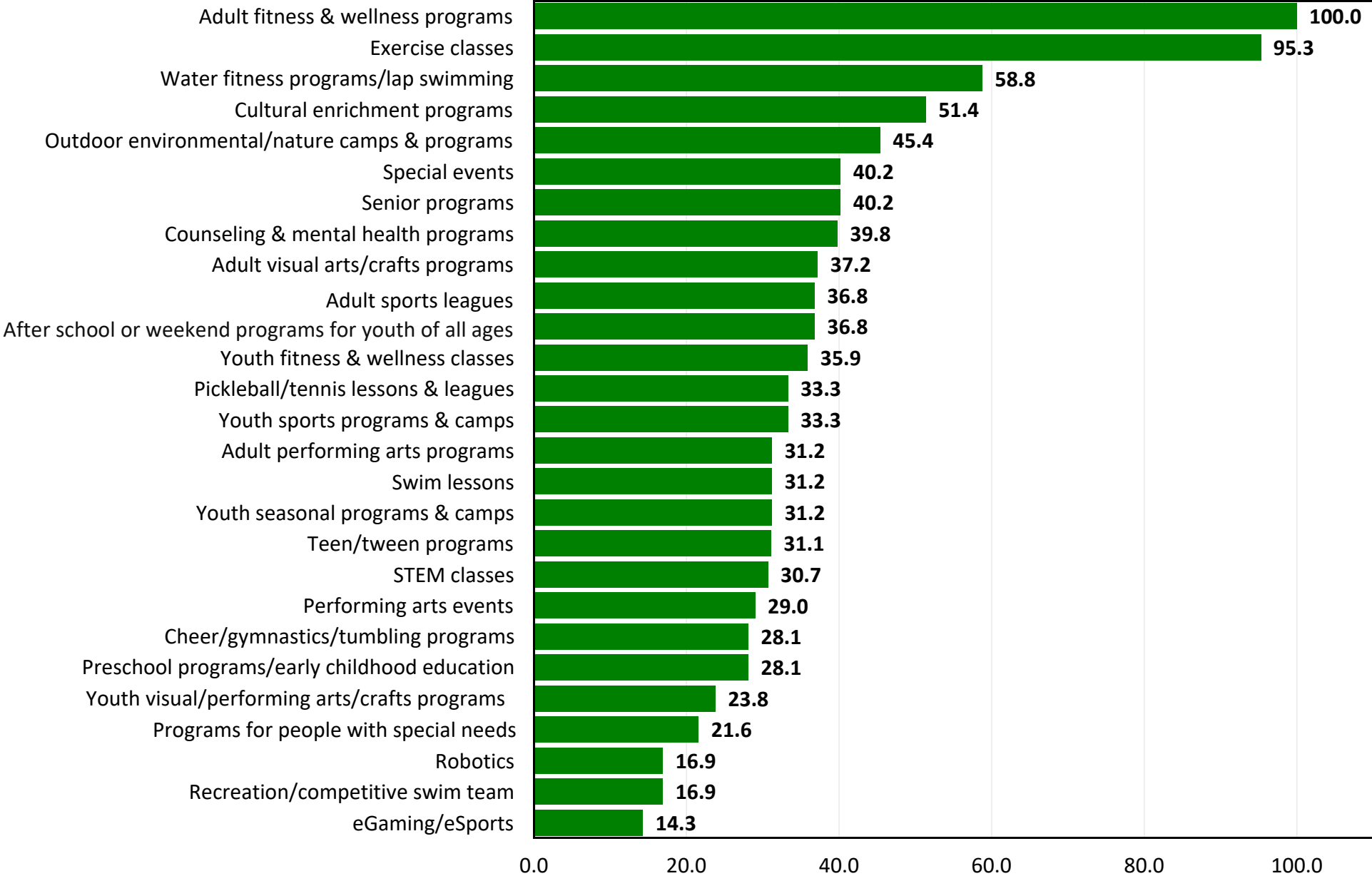
Top Priorities for Investment for Facilities/Amenities Based on Priority Investment Rating



Unmet Needs Rating for Programs/Activities

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

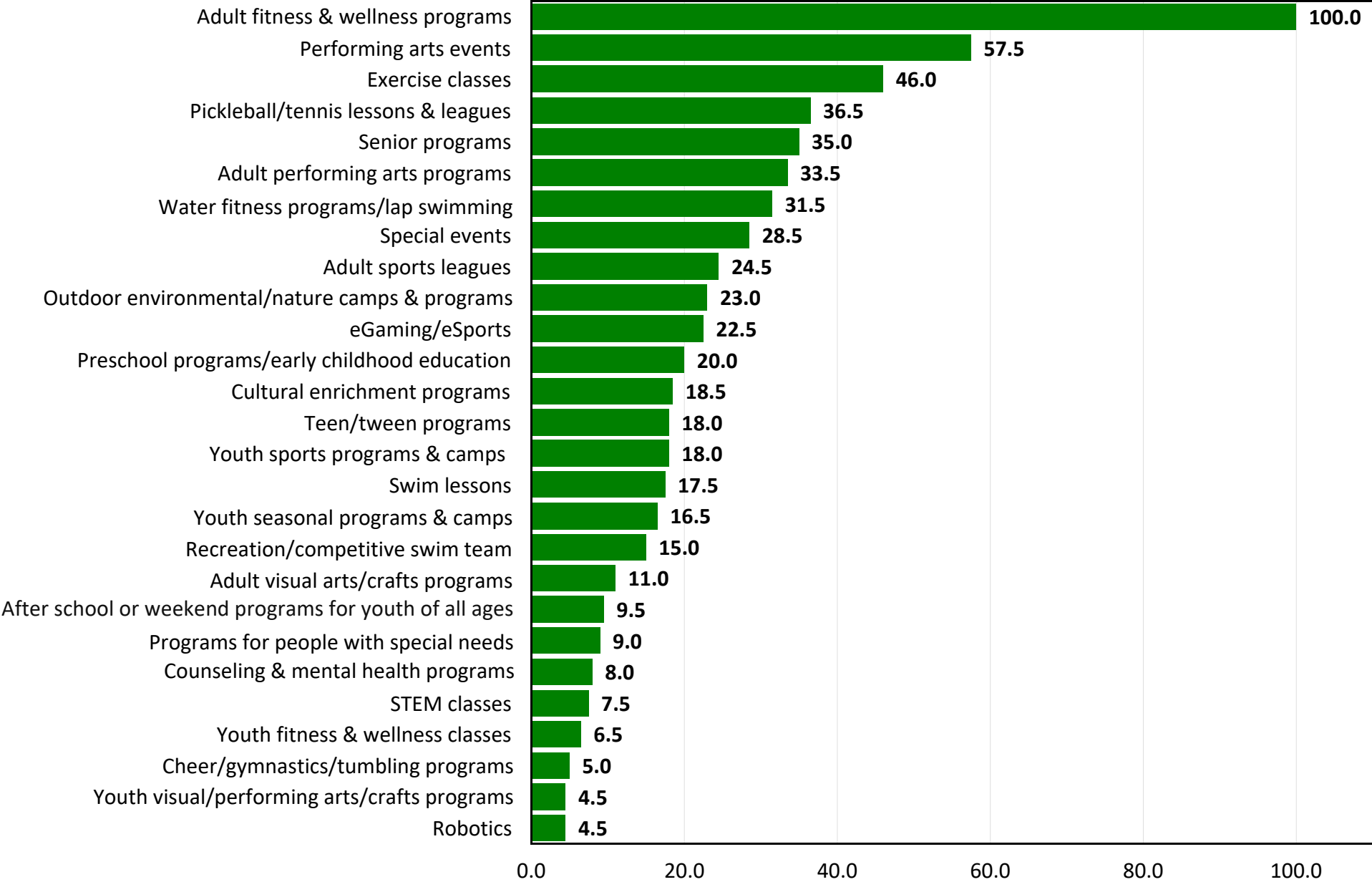
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



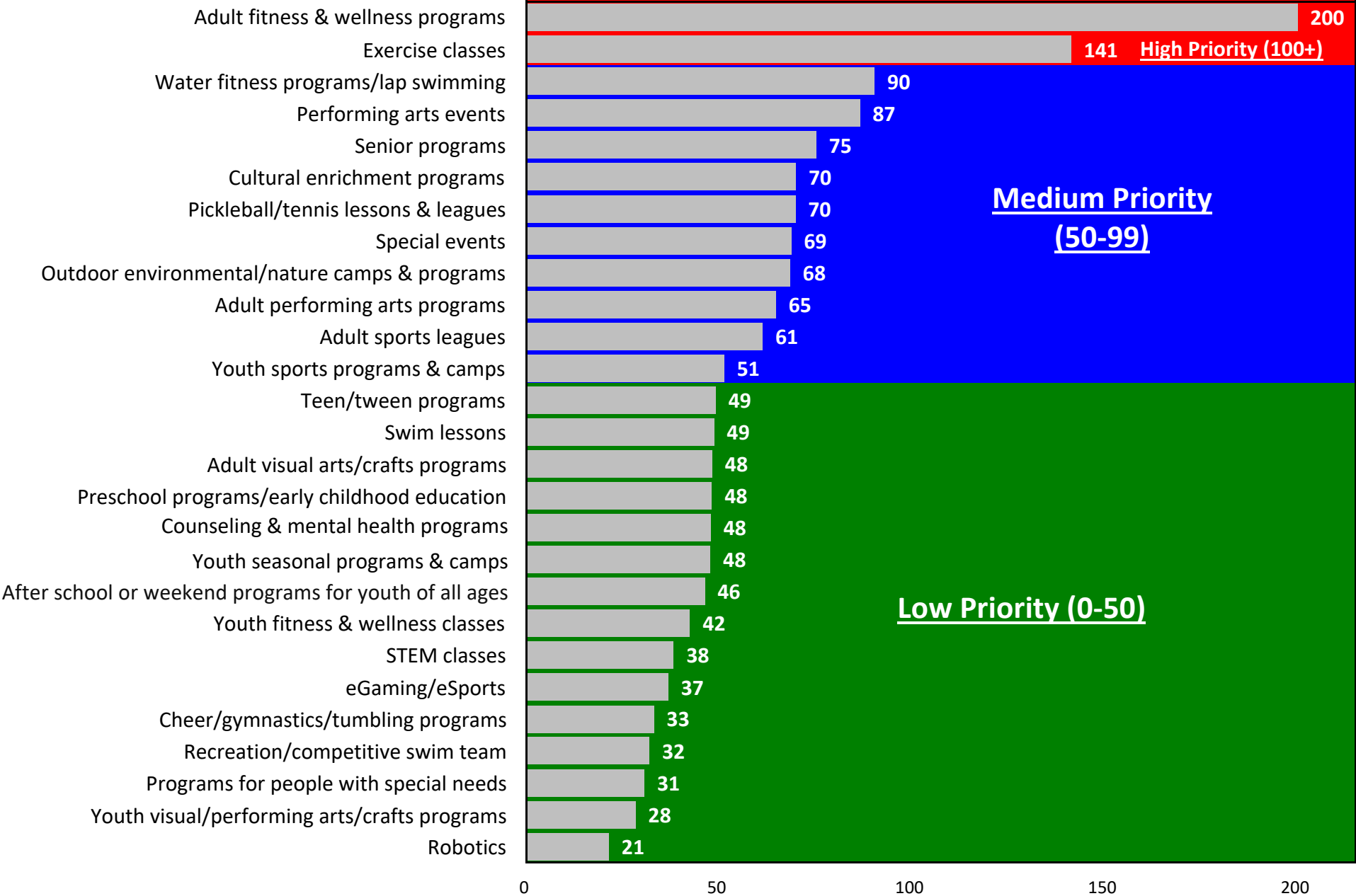
Importance Rating for Programs/Activities

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 Programs/Activities Based on Priority Investment Rating





5

I-S Analysis

Overview

Today, officials have limited resources which need to be targeted to facilities that are of the most benefit to their residents. 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 facilities 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 facilities 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 emphasize. 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. $[IS=Importance \times (1-Satisfaction)]$.

Example of the Calculation: Respondents were asked to identify the recreation facilities they think should receive the most emphasis from the City. Fifty-four percent (53.7%) of respondents selected **Kirkwood Community Center**, as one of the most important facilities for the City to emphasize.

With regard to satisfaction, 32.7% of respondents surveyed rated the City's overall performance in the **Kirkwood Community Center**, 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 **Kirkwood Community Center**, was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 53.7% was multiplied by 32.7% (1-0.327). This calculation yielded an I-S rating of 0.13 which ranked third out of 19 parks and recreation facilities categories.

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 facility.

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 County to emphasize over the next two years.

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 Kirkwood, Missouri are provided on the following pages.

2024 Importance-Satisfaction Rating Kirkwood, Missouri Parks and Recreation Facilities

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
Very High Priority (IS>0.20)						
Kirkwood Community Center	54%	1	33%	19	0.36	1
High Priority (IS .10-.20)						
Aquatic Center	40%	2	59%	12	0.16	2
Medium Priority (IS <.10)						
Ice Arena	16%	4	51%	16	0.08	3
McEntee Memorial Park	14%	5	53%	15	0.07	4
Kirkwood Park	26%	3	86%	1	0.04	5
Lions Amphitheater	10%	7	70%	7	0.03	6
Emmenegger Nature Park	11%	6	83%	3	0.02	7
Greentree Park	6%	9	68%	8	0.02	8
Mitchell Park	3%	13	53%	14	0.01	9
Walker Park	7%	8	85%	2	0.01	10
Meramec Highlands Quarry at Dee Koester Park	2%	17	37%	18	0.01	11
Historic Quinette Cemetery	3%	12	63%	11	0.01	12
Fireman's Park	2%	14	50%	17	0.01	13
Racquet Center	3%	10	72%	6	0.01	14
Ella & Charles E. Monfort Jr. Memorial Park	2%	16	58%	13	0.01	15
Meacham Memorial Park	2%	15	67%	9	0.01	16
Fillmore Park	3%	11	79%	5	0.01	17
Avery Park	1%	19	66%	10	0.00	18
Performing Arts Center	1%	18	82%	4	0.00	19

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 be the City's top priorities.

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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6

Tabular Data

Q1. Including yourself, how many people in your household are...

	Mean	Sum
number	2.9	1451
Under age 5	0.2	120
Ages 5-9	0.3	134
Ages 10-14	0.3	135
Ages 15-19	0.2	93
Ages 20-24	0.1	57
Ages 25-34	0.2	114
Ages 35-44	0.4	183
Ages 45-54	0.4	176
Ages 55-64	0.3	161
Ages 65-74	0.4	197
Ages 75+	0.2	81

Q2. Please rate your satisfaction with the following City of Kirkwood parks and recreation facilities that you or members of your household have visited, using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=499)

	Very satisfied	Somewhat satisfied	Neutral	Somewhat dissatisfied	Very dissatisfied	Haven't visited
Q2-1. Aquatic Center	12.2%	34.3%	13.8%	14.4%	4.0%	21.2%
Q2-2. Avery Park	5.6%	11.0%	7.8%	0.6%	0.0%	74.9%
Q2-3. Ella & Charles E. Monfort Jr. Memorial Park	4.0%	6.6%	7.0%	0.4%	0.2%	81.8%
Q2-4. Emmenegger Nature Park	24.8%	31.3%	10.6%	0.8%	0.0%	32.5%
Q2-5. Fillmore Park	12.6%	19.6%	8.4%	0.4%	0.0%	58.9%
Q2-6. Fireman's Park	4.0%	7.4%	7.4%	2.6%	1.2%	77.4%
Q2-7. Greentree Park	13.4%	19.8%	11.0%	4.0%	0.6%	51.1%
Q2-8. Historic Quinette Cemetery	4.6%	10.6%	8.0%	0.8%	0.2%	75.8%
Q2-9. Ice Arena	9.6%	22.8%	19.8%	8.2%	2.8%	36.7%
Q2-10. Kirkwood Community Center	9.8%	19.0%	18.0%	25.3%	16.0%	11.8%
Q2-11. Kirkwood Park	42.7%	40.5%	7.6%	5.0%	1.0%	3.2%
Q2-12. Lions Amphitheater	20.8%	30.9%	18.0%	4.2%	0.4%	25.7%
Q2-13. McEntee Memorial Park	8.8%	17.2%	11.2%	6.4%	5.4%	50.9%
Q2-14. Meacham Memorial Park	1.4%	4.4%	8.6%	1.2%	0.0%	84.4%
Q2-15. Meramec Highlands Quarry at Dee Koestering Park	7.2%	12.8%	8.6%	1.2%	0.0%	70.1%
Q2-16. Mitchell Park	3.4%	8.6%	9.6%	1.2%	0.0%	77.2%
Q2-17. Performing Arts Center	37.5%	15.4%	6.2%	2.4%	2.8%	35.7%
Q2-18. Racquet Center	9.6%	18.0%	8.8%	1.6%	0.2%	61.7%
Q2-19. Walker Park	20.0%	33.1%	7.4%	1.6%	0.6%	37.3%

WITHOUT HAVEN'T VISITED

Q2. Please rate your satisfaction with the following City of Kirkwood parks and recreation facilities that you or members of your household have visited, using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "haven't visited")

(N=499)

	Very satisfied	Somewhat satisfied	Neutral	Somewhat dissatisfied	Very dissatisfied
Q2-1. Aquatic Center	15.5%	43.5%	17.6%	18.3%	5.1%
Q2-2. Avery Park	22.4%	44.0%	31.2%	2.4%	0.0%
Q2-3. Ella & Charles E. Monfort Jr. Memorial Park	22.0%	36.3%	38.5%	2.2%	1.1%
Q2-4. Emmenegger Nature Park	36.8%	46.3%	15.7%	1.2%	0.0%
Q2-5. Fillmore Park	30.7%	47.8%	20.5%	1.0%	0.0%
Q2-6. Fireman's Park	17.7%	32.7%	32.7%	11.5%	5.3%
Q2-7. Greentree Park	27.5%	40.6%	22.5%	8.2%	1.2%
Q2-8. Historic Quinette Cemetery	19.0%	43.8%	33.1%	3.3%	0.8%
Q2-9. Ice Arena	15.2%	36.1%	31.3%	13.0%	4.4%
Q2-10. Kirkwood Community Center	11.1%	21.6%	20.5%	28.6%	18.2%
Q2-11. Kirkwood Park	44.1%	41.8%	7.9%	5.2%	1.0%
Q2-12. Lions Amphitheater	28.0%	41.5%	24.3%	5.7%	0.5%
Q2-13. McEntee Memorial Park	18.0%	35.1%	22.9%	13.1%	11.0%
Q2-14. Meacham Memorial Park	9.0%	28.2%	55.1%	7.7%	0.0%
Q2-15. Meramec Highlands Quarry at Dee Koestering Park	24.2%	43.0%	28.9%	4.0%	0.0%
Q2-16. Mitchell Park	14.9%	37.7%	42.1%	5.3%	0.0%
Q2-17. Performing Arts Center	58.3%	24.0%	9.7%	3.7%	4.4%
Q2-18. Racquet Center	25.1%	47.1%	23.0%	4.2%	0.5%
Q2-19. Walker Park	31.9%	52.7%	11.8%	2.6%	1.0%

Q3. Which FOUR parks/facilities from the list in Question 2 does your household visit most often?

<u>Q3. Top choice</u>	<u>Number</u>	<u>Percent</u>
Aquatic Center	68	13.6 %
Avery Park	6	1.2 %
Ella & Charles E. Monfort Jr. Memorial Park	5	1.0 %
Emmenegger Nature Park	22	4.4 %
Fillmore Park	11	2.2 %
Greentree Park	10	2.0 %
Historic Quinette Cemetery	2	0.4 %
Ice Arena	25	5.0 %
Kirkwood Community Center	15	3.0 %
Kirkwood Park	264	52.9 %
Lions Amphitheater	1	0.2 %
McEntee Memorial Park	2	0.4 %
Meacham Memorial Park	1	0.2 %
Meramec Highlands Quarry at Dee Koestering Park	1	0.2 %
Mitchell Park	5	1.0 %
Performing Arts Center	16	3.2 %
Racquet Center	14	2.8 %
Walker Park	17	3.4 %
None chosen	14	2.8 %
Total	499	100.0 %

Q3. Which FOUR parks/facilities from the list in Question 2 does your household visit most often?

<u>Q3. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Aquatic Center	65	13.0 %
Avery Park	3	0.6 %
Ella & Charles E. Monfort Jr. Memorial Park	4	0.8 %
Emmenegger Nature Park	53	10.6 %
Fillmore Park	14	2.8 %
Fireman's Park	1	0.2 %
Greentree Park	15	3.0 %
Historic Quinette Cemetery	3	0.6 %
Ice Arena	20	4.0 %
Kirkwood Community Center	48	9.6 %
Kirkwood Park	117	23.4 %
Lions Amphitheater	17	3.4 %
McEntee Memorial Park	14	2.8 %
Meacham Memorial Park	2	0.4 %
Meramec Highlands Quarry at Dee Koestering Park	2	0.4 %
Mitchell Park	4	0.8 %
Performing Arts Center	34	6.8 %
Racquet Center	18	3.6 %
Walker Park	33	6.6 %
None chosen	32	6.4 %
Total	499	100.0 %

Q3. Which FOUR parks/facilities from the list in Question 2 does your household visit most often?

Q3. 3rd choice	Number	Percent
Aquatic Center	60	12.0 %
Avery Park	8	1.6 %
Ella & Charles E. Monfort Jr. Memorial Park	1	0.2 %
Emmenegger Nature Park	52	10.4 %
Fillmore Park	20	4.0 %
Fireman's Park	1	0.2 %
Greentree Park	14	2.8 %
Historic Quinette Cemetery	2	0.4 %
Ice Arena	22	4.4 %
Kirkwood Community Center	66	13.2 %
Kirkwood Park	48	9.6 %
Lions Amphitheater	22	4.4 %
McEntee Memorial Park	23	4.6 %
Meramec Highlands Quarry at Dee Koestering Park	7	1.4 %
Mitchell Park	3	0.6 %
Performing Arts Center	33	6.6 %
Racquet Center	12	2.4 %
Walker Park	32	6.4 %
None chosen	73	14.6 %
Total	499	100.0 %

Q3. Which FOUR parks/facilities from the list in Question 2 does your household visit most often?

Q3. 4th choice	Number	Percent
Aquatic Center	35	7.0 %
Avery Park	4	0.8 %
Ella & Charles E. Monfort Jr. Memorial Park	4	0.8 %
Emmenegger Nature Park	39	7.8 %
Fillmore Park	12	2.4 %
Fireman's Park	2	0.4 %
Greentree Park	19	3.8 %
Historic Quinette Cemetery	7	1.4 %
Ice Arena	22	4.4 %
Kirkwood Community Center	64	12.8 %
Kirkwood Park	19	3.8 %
Lions Amphitheater	27	5.4 %
McEntee Memorial Park	22	4.4 %
Meramec Highlands Quarry at Dee Koestering Park	10	2.0 %
Mitchell Park	5	1.0 %
Performing Arts Center	44	8.8 %
Racquet Center	8	1.6 %
Walker Park	25	5.0 %
None chosen	131	26.3 %
Total	499	100.0 %

SUM OF TOP 4 CHOICES**Q3. Which FOUR parks/facilities from the list in Question 2 does your household visit most often? (top 4)**

Q3. Top choice	Number	Percent
Aquatic Center	228	45.7 %
Avery Park	21	4.2 %
Ella & Charles E. Monfort Jr. Memorial Park	14	2.8 %
Emmenegger Nature Park	166	33.3 %
Fillmore Park	57	11.4 %
Fireman's Park	4	0.8 %
Greentree Park	58	11.6 %
Historic Quinette Cemetery	14	2.8 %
Ice Arena	89	17.8 %
Kirkwood Community Center	193	38.7 %
Kirkwood Park	448	89.8 %
Lions Amphitheater	67	13.4 %
McEntee Memorial Park	61	12.2 %
Meacham Memorial Park	3	0.6 %
Meramec Highlands Quarry at Dee Koesterling Park	20	4.0 %
Mitchell Park	17	3.4 %
Performing Arts Center	127	25.5 %
Racquet Center	52	10.4 %
Walker Park	107	21.4 %
None chosen	14	2.8 %
Total	1760	

Q4. Which FOUR parks/facilities from the list in Question 2 do you feel is in greatest need of improvement or maintenance?

Q4. Top choice	Number	Percent
Aquatic Center	83	16.6 %
Avery Park	1	0.2 %
Ella & Charles E. Monfort Jr. Memorial Park	3	0.6 %
Emmenegger Nature Park	17	3.4 %
Fillmore Park	2	0.4 %
Fireman's Park	3	0.6 %
Greentree Park	12	2.4 %
Historic Quinette Cemetery	3	0.6 %
Ice Arena	23	4.6 %
Kirkwood Community Center	164	32.9 %
Kirkwood Park	26	5.2 %
Lions Amphitheater	8	1.6 %
McEntee Memorial Park	33	6.6 %
Meacham Memorial Park	3	0.6 %
Meramec Highlands Quarry at Dee Koesterling Park	2	0.4 %
Mitchell Park	5	1.0 %
Performing Arts Center	1	0.2 %
Racquet Center	1	0.2 %
Walker Park	7	1.4 %
None chosen	102	20.4 %
Total	499	100.0 %

Q4. Which FOUR parks/facilities from the list in Question 2 do you feel is in greatest need of improvement or maintenance?

<u>Q4. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Aquatic Center	66	13.2 %
Avery Park	1	0.2 %
Ella & Charles E. Monfort Jr. Memorial Park	2	0.4 %
Emmenegger Nature Park	16	3.2 %
Fillmore Park	1	0.2 %
Fireman's Park	3	0.6 %
Greentree Park	5	1.0 %
Historic Quinette Cemetery	4	0.8 %
Ice Arena	30	6.0 %
Kirkwood Community Center	74	14.8 %
Kirkwood Park	38	7.6 %
Lions Amphitheater	14	2.8 %
McEntee Memorial Park	10	2.0 %
Meacham Memorial Park	2	0.4 %
Meramec Highlands Quarry at Dee Koesterling Park	5	1.0 %
Mitchell Park	3	0.6 %
Performing Arts Center	2	0.4 %
Racquet Center	7	1.4 %
Walker Park	9	1.8 %
<u>None chosen</u>	<u>207</u>	<u>41.5 %</u>
Total	499	100.0 %

Q4. Which FOUR parks/facilities from the list in Question 2 do you feel is in greatest need of improvement or maintenance?

<u>Q4. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Aquatic Center	37	7.4 %
Avery Park	1	0.2 %
Ella & Charles E. Monfort Jr. Memorial Park	3	0.6 %
Emmenegger Nature Park	13	2.6 %
Fillmore Park	7	1.4 %
Fireman's Park	2	0.4 %
Greentree Park	7	1.4 %
Historic Quinette Cemetery	5	1.0 %
Ice Arena	20	4.0 %
Kirkwood Community Center	21	4.2 %
Kirkwood Park	41	8.2 %
Lions Amphitheater	14	2.8 %
McEntee Memorial Park	15	3.0 %
Meacham Memorial Park	1	0.2 %
Meramec Highlands Quarry at Dee Koesterling Park	1	0.2 %
Mitchell Park	2	0.4 %
Racquet Center	5	1.0 %
Walker Park	7	1.4 %
<u>None chosen</u>	<u>297</u>	<u>59.5 %</u>
Total	499	100.0 %

Q4. Which FOUR parks/facilities from the list in Question 2 do you feel is in greatest need of improvement or maintenance?

<u>Q4. 4th choice</u>	<u>Number</u>	<u>Percent</u>
Aquatic Center	15	3.0 %
Avery Park	1	0.2 %
Ella & Charles E. Monfort Jr. Memorial Park	1	0.2 %
Emmenegger Nature Park	11	2.2 %
Fillmore Park	5	1.0 %
Fireman's Park	3	0.6 %
Greentree Park	6	1.2 %
Historic Quinette Cemetery	3	0.6 %
Ice Arena	7	1.4 %
Kirkwood Community Center	9	1.8 %
Kirkwood Park	23	4.6 %
Lions Amphitheater	13	2.6 %
McEntee Memorial Park	13	2.6 %
Meacham Memorial Park	4	0.8 %
Meramec Highlands Quarry at Dee Koestering Park	1	0.2 %
Mitchell Park	3	0.6 %
Performing Arts Center	4	0.8 %
Racquet Center	3	0.6 %
Walker Park	14	2.8 %
<u>None chosen</u>	<u>360</u>	<u>72.1 %</u>
Total	499	100.0 %

SUM OF TOP 4 CHOICES**Q4. Which FOUR parks/facilities from the list in Question 2 do you feel is in greatest need of improvement or maintenance? (top 4)**

<u>Q4. Top choice</u>	<u>Number</u>	<u>Percent</u>
Aquatic Center	201	40.3 %
Avery Park	4	0.8 %
Ella & Charles E. Monfort Jr. Memorial Park	9	1.8 %
Emmenegger Nature Park	57	11.4 %
Fillmore Park	15	3.0 %
Fireman's Park	11	2.2 %
Greentree Park	30	6.0 %
Historic Quinette Cemetery	15	3.0 %
Ice Arena	80	16.0 %
Kirkwood Community Center	268	53.7 %
Kirkwood Park	128	25.7 %
Lions Amphitheater	49	9.8 %
McEntee Memorial Park	71	14.2 %
Meacham Memorial Park	10	2.0 %
Meramec Highlands Quarry at Dee Koestering Park	9	1.8 %
Mitchell Park	13	2.6 %
Performing Arts Center	7	1.4 %
Racquet Center	16	3.2 %
Walker Park	37	7.4 %
<u>None chosen</u>	<u>102</u>	<u>20.4 %</u>
Total	1132	

Q5. Please CHECK ALL of the following reasons that prevent you or members of your households from visiting City of Kirkwood parks and recreation facilities more often.

Q5. Reasons that prevent your households from visiting City parks & recreation facilities more often	Number	Percent
Lack of amenities we want to use	209	41.9 %
Lack of handicap (ADA) accessibility	14	2.8 %
Lack of parking to access parks/facilities	37	7.4 %
Lack of restrooms	69	13.8 %
Lack of shade	72	14.4 %
Lack of transportation	10	2.0 %
Not aware of parks' or facilities' locations	157	31.5 %
Parks/facilities are not well maintained	82	16.4 %
Too far from our home	32	6.4 %
Use parks/facilities in other cities/county	103	20.6 %
Criminal activity in the park	15	3.0 %
Do not feel safe using parks/facilities	17	3.4 %
Other	57	11.4 %
Total	874	

Q6. From the following list, please CHECK ALL the ways you learn about the City of Kirkwood parks, recreation facilities, programs, and events.

Q6. Ways you learn about City parks, recreation facilities, programs, & events	Number	Percent
Recreation activity brochure	301	60.3 %
City website	259	51.9 %
Materials at parks or recreation facilities	70	14.0 %
Conversations with City staff	23	4.6 %
Newspaper	220	44.1 %
Word of mouth	282	56.5 %
Promotions at special events	86	17.2 %
Banners	31	6.2 %
Emails	156	31.3 %
eNewsletter	130	26.1 %
Social media	211	42.3 %
Flyers	45	9.0 %
Electronic sign	70	14.0 %
Other	28	5.6 %
Total	1912	

Q7. From the list in Question 6, which THREE methods of communication would you MOST PREFER the City use to communicate with you about parks, recreation facilities, programs, and events?

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Recreation activity brochure	128	25.7 %
City website	53	10.6 %
Materials at parks or recreation facilities	2	0.4 %
Newspaper	31	6.2 %
Word of mouth	2	0.4 %
Promotions at special events	7	1.4 %
Banners	2	0.4 %
Emails	89	17.8 %
eNewsletter	65	13.0 %
Social media	82	16.4 %
Flyers	6	1.2 %
Electronic sign	2	0.4 %
Other	6	1.2 %
<u>None chosen</u>	<u>24</u>	<u>4.8 %</u>
Total	499	100.0 %

Q7. From the list in Question 6, which THREE methods of communication would you MOST PREFER the City use to communicate with you about parks, recreation facilities, programs, and events?

<u>Q7. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Recreation activity brochure	59	11.8 %
City website	82	16.4 %
Materials at parks or recreation facilities	4	0.8 %
Conversations with City staff	1	0.2 %
Newspaper	64	12.8 %
Word of mouth	6	1.2 %
Promotions at special events	12	2.4 %
Banners	6	1.2 %
Emails	73	14.6 %
eNewsletter	57	11.4 %
Social media	58	11.6 %
Flyers	14	2.8 %
Electronic sign	8	1.6 %
Other	1	0.2 %
<u>None chosen</u>	<u>54</u>	<u>10.8 %</u>
Total	499	100.0 %

Q7. From the list in Question 6, which THREE methods of communication would you MOST PREFER the City use to communicate with you about parks, recreation facilities, programs, and events?

Q7. 3rd choice	Number	Percent
Recreation activity brochure	56	11.2 %
City website	52	10.4 %
Materials at parks or recreation facilities	18	3.6 %
Conversations with City staff	1	0.2 %
Newspaper	54	10.8 %
Word of mouth	15	3.0 %
Promotions at special events	9	1.8 %
Banners	8	1.6 %
Emails	38	7.6 %
eNewsletter	44	8.8 %
Social media	58	11.6 %
Flyers	16	3.2 %
Electronic sign	17	3.4 %
Other	1	0.2 %
None chosen	112	22.4 %
Total	499	100.0 %

SUM OF TOP 3 CHOICES

Q7. From the list in Question 6, which THREE methods of communication would you MOST PREFER the City use to communicate with you about parks, recreation facilities, programs, and events? (top 3)

Q7. Top choice	Number	Percent
Recreation activity brochure	243	48.7 %
City website	187	37.5 %
Materials at parks or recreation facilities	24	4.8 %
Conversations with City staff	2	0.4 %
Newspaper	149	29.9 %
Word of mouth	23	4.6 %
Promotions at special events	28	5.6 %
Banners	16	3.2 %
Emails	200	40.1 %
eNewsletter	166	33.3 %
Social media	198	39.7 %
Flyers	36	7.2 %
Electronic sign	27	5.4 %
Other	8	1.6 %
None chosen	24	4.8 %
Total	1331	

Q8. From the following list, please CHECK ALL of the organizations that you or members of your household have used for recreation and sports activities during the last 12 months.

Q8. Organizations your household has used for recreation & sports activities during last 12 months	Number	Percent
City of Kirkwood	350	70.1 %
Private schools/charter schools	80	16.0 %
Private summer camps	111	22.2 %
Public schools	148	29.7 %
YMCA	132	26.5 %
Private & non-profit youth sports	129	25.9 %
Private clubs (tennis, health, swim, fitness)	190	38.1 %
Places of worship (e.g., synagogues, churches)	124	24.8 %
Neighboring cities	169	33.9 %
Other	26	5.2 %
Total	1459	

Q9. Has your household participated in any programs or events offered by the City of Kirkwood Parks and Recreation Department during the past 12 months?

Q9. Has your household participated in any programs or events offered by City Parks & Recreation Department	Number	Percent
Yes	288	57.7 %
No	199	39.9 %
Not provided	12	2.4 %
Total	499	100.0 %

WITHOUT NOT PROVIDED

Q9. Has your household participated in any programs or events offered by the City of Kirkwood Parks and Recreation Department during the past 12 months? (without "not provided")

Q9. Has your household participated in any programs or events offered by City Parks & Recreation Department	Number	Percent
Yes	288	59.1 %
No	199	40.9 %
Total	487	100.0 %

Q9a. How would you rate the overall quality of the City of Kirkwood Parks and Recreation Department programs or events in which your household has participated?

Q9a. How would you rate overall quality of City Parks & Recreation Department programs or events	Number	Percent
Excellent	77	26.7 %
Good	166	57.6 %
Fair	38	13.2 %
Poor	3	1.0 %
Not provided	4	1.4 %
Total	288	100.0 %

WITHOUT NOT PROVIDED**Q9a. How would you rate the overall quality of the City of Kirkwood Parks and Recreation Department programs or events in which your household has participated? (without "not provided")**

Q9a. How would you rate overall quality of City Parks & Recreation Department programs or events	Number	Percent
Excellent	77	27.1 %
Good	166	58.5 %
Fair	38	13.4 %
Poor	3	1.1 %
Total	284	100.0 %

Q10. Please CHECK ALL of the following reasons that prevent you or members of your household from participating in City of Kirkwood Parks and Recreation Department programs more often.

Q10. Reasons that prevent your household from participating in City Parks & Recreation Department programs more often	Number	Percent
Classes are full	40	8.0 %
Fees are too high	58	11.6 %
I don't know what is offered	143	28.7 %
Lack of quality instructors	20	4.0 %
Lack of quality programs	59	11.8 %
Lack of right program equipment	32	6.4 %
Lack of transportation	8	1.6 %
Old & outdated facilities	154	30.9 %
Program not offered	79	15.8 %
Online registration is not user friendly	66	13.2 %
Poor customer service by staff	10	2.0 %
Program times are not convenient	73	14.6 %
Registration is difficult	29	5.8 %
Too far from our home	1	0.2 %
Too busy/not interested	105	21.0 %
Use programs of other agencies	85	17.0 %
Do not feel safe participating	2	0.4 %
Other	38	7.6 %
Total	1002	

Q11. Please indicate how well your needs are being met for each of the facilities/amenities listed below on a scale of 1 to 4, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all.

(N=499)

	Fully met	Mostly met	Partly met	Not met	No need
Q11-1. Community center (multi-use space for events, exercise & activities)	7.8%	17.0%	17.0%	32.9%	25.3%
Q11-2. Environmental/nature education center	12.8%	19.6%	8.6%	8.2%	50.7%
Q11-3. Indoor basketball/volleyball courts (indoor gyms)	3.8%	7.0%	9.4%	9.4%	70.3%
Q11-4. Large community parks	36.7%	37.9%	9.4%	1.6%	14.4%
Q11-5. Diamond sports fields (baseball, softball)	7.4%	9.8%	6.2%	3.8%	72.7%
Q11-6. Rectangular sports fields (football, rugby, soccer)	3.4%	10.0%	9.2%	3.6%	73.7%
Q11-7. Mountain bike trails	2.6%	3.8%	5.0%	12.6%	76.0%
Q11-8. Multi-use hiking, biking, walking trails (paved or unpaved)	15.4%	28.9%	25.1%	8.2%	22.4%
Q11-9. Open space conservation areas	17.0%	24.8%	15.2%	5.0%	37.9%
Q11-10. Outdoor basketball courts	1.6%	3.8%	4.2%	8.4%	82.0%
Q11-11. Outdoor exercise/fitness area	4.6%	7.0%	15.4%	13.8%	59.1%
Q11-12. Outdoor pickleball courts	10.8%	17.4%	6.6%	3.8%	61.3%
Q11-13. Outdoor tennis courts	16.8%	12.0%	5.6%	0.8%	64.7%
Q11-14. Performing arts theater	41.9%	14.0%	5.0%	3.6%	35.5%
Q11-15. Picnic areas & shelters	27.1%	34.5%	11.2%	1.4%	25.9%
Q11-16. Playgrounds	21.2%	27.7%	11.0%	3.8%	36.3%
Q11-17. Shade & trees	34.3%	36.1%	11.6%	3.0%	15.0%
Q11-18. Skateboarding parks	1.6%	1.2%	1.2%	10.0%	86.0%
Q11-19. Small neighborhood parks	22.2%	29.3%	15.4%	4.8%	28.3%
Q11-20. Splash pads or spray parks	6.2%	14.6%	18.8%	12.4%	47.9%
Q11-21. Swimming pools	15.8%	25.5%	21.8%	12.4%	24.4%

Q11. Please indicate how well your needs are being met for each of the facilities/amenities listed below on a scale of 1 to 4, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all.

	Fully met	Mostly met	Partly met	Not met	No need
Q11-22. Walking paths in parks	23.4%	39.3%	18.8%	4.6%	13.8%
Q11-23. Other	0.2%	0.4%	0.4%	8.0%	91.0%

WITHOUT NO NEED

Q11. Please indicate how well your needs are being met for each of the facilities/amenities listed below on a scale of 1 to 4, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all. (without "no need")

(N=499)

	Fully met	Mostly met	Partly met	Not met
Q11-1. Community center (multi-use space for events, exercise & activities)	10.5%	22.8%	22.8%	44.0%
Q11-2. Environmental/nature education center	26.0%	39.8%	17.5%	16.7%
Q11-3. Indoor basketball/volleyball courts (indoor gyms)	12.8%	23.6%	31.8%	31.8%
Q11-4. Large community parks	42.9%	44.3%	11.0%	1.9%
Q11-5. Diamond sports fields (baseball, softball)	27.2%	36.0%	22.8%	14.0%
Q11-6. Rectangular sports fields (football, rugby, soccer)	13.0%	38.2%	35.1%	13.7%
Q11-7. Mountain bike trails	10.8%	15.8%	20.8%	52.5%
Q11-8. Multi-use hiking, biking, walking trails (paved or unpaved)	19.9%	37.2%	32.3%	10.6%
Q11-9. Open space conservation areas	27.4%	40.0%	24.5%	8.1%
Q11-10. Outdoor basketball courts	8.9%	21.1%	23.3%	46.7%
Q11-11. Outdoor exercise/fitness area	11.3%	17.2%	37.7%	33.8%
Q11-12. Outdoor pickleball courts	28.0%	45.1%	17.1%	9.8%
Q11-13. Outdoor tennis courts	47.7%	34.1%	15.9%	2.3%
Q11-14. Performing arts theater	64.9%	21.7%	7.8%	5.6%
Q11-15. Picnic areas & shelters	36.5%	46.5%	15.1%	1.9%
Q11-16. Playgrounds	33.3%	43.4%	17.3%	6.0%
Q11-17. Shade & trees	40.3%	42.5%	13.7%	3.5%
Q11-18. Skateboarding parks	11.4%	8.6%	8.6%	71.4%
Q11-19. Small neighborhood parks	31.0%	40.8%	21.5%	6.7%
Q11-20. Splash pads or spray parks	11.9%	28.1%	36.2%	23.8%
Q11-21. Swimming pools	21.0%	33.7%	28.9%	16.4%

WITHOUT NO NEED

Q11. Please indicate how well your needs are being met for each of the facilities/amenities listed below on a scale of 1 to 4, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all. (without "no need")

	Fully met	Mostly met	Partly met	Not met
Q11-22. Walking paths in parks	27.2%	45.6%	21.9%	5.3%
Q11-23. Other	2.2%	4.4%	4.4%	88.9%

Q12. Which FOUR facilities/amenities from the list in Question 11 are MOST IMPORTANT to your household?

Q12. Top choice	Number	Percent
Community center (multi-use space for events, exercise & activities)	119	23.8 %
Environmental/nature education center	11	2.2 %
Indoor basketball/volleyball courts (indoor gyms)	4	0.8 %
Large community parks	57	11.4 %
Diamond sports fields (baseball, softball)	5	1.0 %
Rectangular sports fields (football, rugby, soccer)	3	0.6 %
Mountain bike trails	8	1.6 %
Multi-use hiking, biking, walking trails (paved or unpaved)	45	9.0 %
Open space conservation areas	9	1.8 %
Outdoor basketball courts	1	0.2 %
Outdoor exercise/fitness area	2	0.4 %
Outdoor pickleball courts	21	4.2 %
Outdoor tennis courts	9	1.8 %
Performing arts theater	20	4.0 %
Picnic areas & shelters	5	1.0 %
Playgrounds	32	6.4 %
Shade & trees	6	1.2 %
Skateboarding parks	1	0.2 %
Small neighborhood parks	9	1.8 %
Splash pads or spray parks	2	0.4 %
Swimming pools	64	12.8 %
Walking paths in parks	32	6.4 %
None chosen	34	6.8 %
Total	499	100.0 %

Q12. Which FOUR facilities/amenities from the list in Question 11 are MOST IMPORTANT to your household?

<u>Q12. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Community center (multi-use space for events, exercise & activities)	32	6.4 %
Environmental/nature education center	9	1.8 %
Indoor basketball/volleyball courts (indoor gyms)	9	1.8 %
Large community parks	51	10.2 %
Diamond sports fields (baseball, softball)	10	2.0 %
Rectangular sports fields (football, rugby, soccer)	2	0.4 %
Mountain bike trails	7	1.4 %
Multi-use hiking, biking, walking trails (paved or unpaved)	59	11.8 %
Open space conservation areas	9	1.8 %
Outdoor basketball courts	2	0.4 %
Outdoor exercise/fitness area	7	1.4 %
Outdoor pickleball courts	11	2.2 %
Outdoor tennis courts	8	1.6 %
Performing arts theater	27	5.4 %
Picnic areas & shelters	13	2.6 %
Playgrounds	33	6.6 %
Shade & trees	22	4.4 %
Skateboarding parks	3	0.6 %
Small neighborhood parks	17	3.4 %
Splash pads or spray parks	17	3.4 %
Swimming pools	44	8.8 %
Walking paths in parks	48	9.6 %
None chosen	59	11.8 %
Total	499	100.0 %

Q12. Which FOUR facilities/amenities from the list in Question 11 are MOST IMPORTANT to your household?

<u>Q12. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Community center (multi-use space for events, exercise & activities)	24	4.8 %
Environmental/nature education center	9	1.8 %
Indoor basketball/volleyball courts (indoor gyms)	6	1.2 %
Large community parks	33	6.6 %
Diamond sports fields (baseball, softball)	7	1.4 %
Rectangular sports fields (football, rugby, soccer)	5	1.0 %
Mountain bike trails	5	1.0 %
Multi-use hiking, biking, walking trails (paved or unpaved)	48	9.6 %
Open space conservation areas	21	4.2 %
Outdoor basketball courts	5	1.0 %
Outdoor exercise/fitness area	7	1.4 %
Outdoor pickleball courts	16	3.2 %
Outdoor tennis courts	9	1.8 %
Performing arts theater	30	6.0 %
Picnic areas & shelters	21	4.2 %
Playgrounds	29	5.8 %
Shade & trees	22	4.4 %
Skateboarding parks	2	0.4 %
Small neighborhood parks	24	4.8 %
Splash pads or spray parks	13	2.6 %
Swimming pools	36	7.2 %
Walking paths in parks	38	7.6 %
None chosen	89	17.8 %
Total	499	100.0 %

Q12. Which FOUR facilities/amenities from the list in Question 11 are MOST IMPORTANT to your household?

<u>Q12. 4th choice</u>	<u>Number</u>	<u>Percent</u>
Community center (multi-use space for events, exercise & activities)	31	6.2 %
Environmental/nature education center	12	2.4 %
Indoor basketball/volleyball courts (indoor gyms)	6	1.2 %
Large community parks	23	4.6 %
Diamond sports fields (baseball, softball)	6	1.2 %
Rectangular sports fields (football, rugby, soccer)	3	0.6 %
Mountain bike trails	7	1.4 %
Multi-use hiking, biking, walking trails (paved or unpaved)	30	6.0 %
Open space conservation areas	13	2.6 %
Outdoor basketball courts	3	0.6 %
Outdoor exercise/fitness area	8	1.6 %
Outdoor pickleball courts	5	1.0 %
Outdoor tennis courts	5	1.0 %
Performing arts theater	18	3.6 %
Picnic areas & shelters	11	2.2 %
Playgrounds	19	3.8 %
Shade & trees	32	6.4 %
Skateboarding parks	3	0.6 %
Small neighborhood parks	22	4.4 %
Splash pads or spray parks	21	4.2 %
Swimming pools	35	7.0 %
Walking paths in parks	31	6.2 %
None chosen	155	31.1 %
Total	499	100.0 %

SUM OF TOP 4 CHOICES**Q12. Which FOUR facilities/amenities from the list in Question 11 are MOST IMPORTANT to your household? (top 4)**

<u>Q12. Top choice</u>	<u>Number</u>	<u>Percent</u>
Community center (multi-use space for events, exercise & activities)	206	41.3 %
Environmental/nature education center	41	8.2 %
Indoor basketball/volleyball courts (indoor gyms)	25	5.0 %
Large community parks	164	32.9 %
Diamond sports fields (baseball, softball)	28	5.6 %
Rectangular sports fields (football, rugby, soccer)	13	2.6 %
Mountain bike trails	27	5.4 %
Multi-use hiking, biking, walking trails (paved or unpaved)	182	36.5 %
Open space conservation areas	52	10.4 %
Outdoor basketball courts	11	2.2 %
Outdoor exercise/fitness area	24	4.8 %
Outdoor pickleball courts	53	10.6 %
Outdoor tennis courts	31	6.2 %
Performing arts theater	95	19.0 %
Picnic areas & shelters	50	10.0 %
Playgrounds	113	22.6 %
Shade & trees	82	16.4 %
Skateboarding parks	9	1.8 %
Small neighborhood parks	72	14.4 %
Splash pads or spray parks	53	10.6 %
Swimming pools	179	35.9 %
Walking paths in parks	149	29.9 %
None chosen	34	6.8 %
Total	1693	

Q13. Please indicate how well your needs are being met for each of the programs/activities listed below on a scale of 1 to 4, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all.

(N=499)

	Fully met	Mostly met	Partly met	Not met	No need
Q13-1. Adult fitness & wellness programs	3.0%	10.6%	16.4%	29.9%	40.1%
Q13-2. Adult sports leagues	2.4%	9.0%	8.0%	9.0%	71.5%
Q13-3. After school or weekend programs for youth of all ages	1.2%	4.6%	9.0%	8.0%	77.2%
Q13-4. Adult performing arts programs (dance/music)	9.6%	8.4%	8.0%	6.4%	67.5%
Q13-5. Adult visual arts/crafts programs	3.4%	4.8%	7.8%	9.4%	74.5%
Q13-6. Counseling & mental health programs	0.8%	1.4%	3.0%	15.4%	79.4%
Q13-7. Cultural enrichment programs	3.6%	8.2%	12.0%	11.8%	64.3%
Q13-8. eGaming/eSports	0.6%	0.8%	1.4%	5.2%	92.0%
Q13-9. Exercise classes	3.0%	7.6%	14.4%	29.7%	45.3%
Q13-10. Cheer/gymnastics/tumbling programs	1.2%	1.8%	4.2%	8.8%	84.0%
Q13-11. Outdoor environmental/nature camps & programs	2.6%	7.2%	11.6%	9.4%	69.1%
Q13-12. Preschool programs/early childhood education	2.4%	3.4%	3.8%	9.2%	81.2%
Q13-13. Programs for people with special needs	0.6%	2.2%	4.2%	5.8%	87.2%
Q13-14. Recreation/competitive swim team	5.2%	4.4%	5.6%	2.2%	82.6%
Q13-15. Robotics	1.0%	2.0%	2.4%	5.4%	89.2%
Q13-16. Senior programs	2.6%	6.8%	11.2%	7.4%	71.9%
Q13-17. Special events	7.2%	20.0%	14.4%	4.2%	54.1%
Q13-18. STEM (science, technology, engineering, & mathematics) classes	1.0%	3.0%	5.2%	9.0%	81.8%
Q13-19. Swim lessons	5.0%	7.6%	8.2%	6.2%	72.9%
Q13-20. Teen/tween programs	1.0%	1.6%	6.4%	8.0%	83.0%
Q13-21. Performing arts events	20.6%	18.2%	10.6%	2.8%	47.7%

Q13. Please indicate how well your needs are being met for each of the programs/activities listed below on a scale of 1 to 4, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all.

	Fully met	Mostly met	Partly met	Not met	No need
Q13-22. Pickleball/tennis lessons & leagues	7.2%	12.2%	11.4%	4.0%	65.1%
Q13-23. Youth fitness & wellness classes	1.0%	2.0%	6.8%	9.8%	80.4%
Q13-24. Youth visual/performing arts/crafts programs (dance/music)	1.4%	4.4%	5.2%	5.8%	83.2%
Q13-25. Youth sports programs & camps	2.6%	8.2%	6.6%	8.8%	73.7%
Q13-26. Youth seasonal programs & camps	2.8%	7.6%	9.0%	5.4%	75.2%
Q13-27. Water fitness programs/lap swimming	5.2%	8.8%	15.2%	12.0%	58.7%
Q13-28. Other	0.6%	0.4%	0.4%	4.6%	94.0%

WITHOUT NO NEED

Q13. Please indicate how well your needs are being met for each of the programs/activities listed below on a scale of 1 to 4, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all. (without "no need")

(N=499)

	Fully met	Mostly met	Partly met	Not met
Q13-1. Adult fitness & wellness programs	5.0%	17.7%	27.4%	49.8%
Q13-2. Adult sports leagues	8.5%	31.7%	28.2%	31.7%
Q13-3. After school or weekend programs for youth of all ages	5.3%	20.2%	39.5%	35.1%
Q13-4. Adult performing arts programs (dance/music)	29.6%	25.9%	24.7%	19.8%
Q13-5. Adult visual arts/crafts programs	13.4%	18.9%	30.7%	37.0%
Q13-6. Counseling & mental health programs	3.9%	6.8%	14.6%	74.8%
Q13-7. Cultural enrichment programs	10.1%	23.0%	33.7%	33.1%
Q13-8. eGaming/eSports	7.5%	10.0%	17.5%	65.0%
Q13-9. Exercise classes	5.5%	13.9%	26.4%	54.2%
Q13-10. Cheer/gymnastics/tumbling programs	7.5%	11.3%	26.3%	55.0%
Q13-11. Outdoor environmental/nature camps & programs	8.4%	23.4%	37.7%	30.5%
Q13-12. Preschool programs/early childhood education	12.8%	18.1%	20.2%	48.9%
Q13-13. Programs for people with special needs	4.7%	17.2%	32.8%	45.3%
Q13-14. Recreation/competitive swim team	29.9%	25.3%	32.2%	12.6%
Q13-15. Robotics	9.3%	18.5%	22.2%	50.0%
Q13-16. Senior programs	9.3%	24.3%	40.0%	26.4%
Q13-17. Special events	15.7%	43.7%	31.4%	9.2%
Q13-18. STEM (science, technology, engineering, & mathematics) classes	5.5%	16.5%	28.6%	49.5%
Q13-19. Swim lessons	18.5%	28.1%	30.4%	23.0%
Q13-20. Teen/tween programs	5.9%	9.4%	37.6%	47.1%
Q13-21. Performing arts events	39.5%	34.9%	20.3%	5.4%

WITHOUT NO NEED

Q13. Please indicate how well your needs are being met for each of the programs/activities listed below on a scale of 1 to 4, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all. (without "no need")

	Fully met	Mostly met	Partly met	Not met
Q13-22. Pickleball/tennis lessons & leagues	20.7%	35.1%	32.8%	11.5%
Q13-23. Youth fitness & wellness classes	5.1%	10.2%	34.7%	50.0%
Q13-24. Youth visual/performing arts/crafts programs (dance/music)	8.3%	26.2%	31.0%	34.5%
Q13-25. Youth sports programs & camps	9.9%	31.3%	25.2%	33.6%
Q13-26. Youth seasonal programs & camps	11.3%	30.6%	36.3%	21.8%
Q13-27. Water fitness programs/lap swimming	12.6%	21.4%	36.9%	29.1%
Q13-28. Other	10.0%	6.7%	6.7%	76.7%

Q14. Which FOUR programs/activities from the list in Question 13 are MOST IMPORTANT to your household?

Q14. Top choice	Number	Percent
Adult fitness & wellness programs	121	24.2 %
Adult sports leagues	18	3.6 %
After school or weekend programs for youth of all ages	4	0.8 %
Adult performing arts programs (dance/music)	8	1.6 %
Adult visual arts/crafts programs	6	1.2 %
Counseling & mental health programs	3	0.6 %
Cultural enrichment programs	6	1.2 %
eGaming/eSports	12	2.4 %
Exercise classes	13	2.6 %
Cheer/gymnastics/tumbling programs	2	0.4 %
Outdoor environmental/nature camps & programs	14	2.8 %
Preschool programs/early childhood education	15	3.0 %
Programs for people with special needs	3	0.6 %
Recreation/competitive swim team	8	1.6 %
Senior programs	16	3.2 %
Special events	6	1.2 %
STEM (science, technology, engineering, & mathematics) classes	4	0.8 %
Swim lessons	6	1.2 %
Performing arts events	48	9.6 %
Pickleball/tennis lessons & leagues	19	3.8 %
Youth fitness & wellness classes	2	0.4 %
Youth visual/performing arts/crafts programs (dance/music)	1	0.2 %
Youth sports programs & camps	16	3.2 %
Youth seasonal programs & camps	7	1.4 %
Water fitness programs/lap swimming	20	4.0 %
None chosen	121	24.2 %
Total	499	100.0 %

Q14. Which FOUR programs/activities from the list in Question 13 are MOST IMPORTANT to your household?

Q14. 2nd choice	Number	Percent
Adult fitness & wellness programs	40	8.0 %
Adult sports leagues	16	3.2 %
After school or weekend programs for youth of all ages	8	1.6 %
Adult performing arts programs (dance/music)	27	5.4 %
Adult visual arts/crafts programs	4	0.8 %
Counseling & mental health programs	3	0.6 %
Cultural enrichment programs	12	2.4 %
eGaming/eSports	9	1.8 %
Exercise classes	33	6.6 %
Cheer/gymnastics/tumbling programs	4	0.8 %
Outdoor environmental/nature camps & programs	11	2.2 %
Preschool programs/early childhood education	9	1.8 %
Programs for people with special needs	6	1.2 %
Recreation/competitive swim team	7	1.4 %
Robotics	1	0.2 %
Senior programs	22	4.4 %
Special events	13	2.6 %
STEM (science, technology, engineering, & mathematics) classes	5	1.0 %
Swim lessons	7	1.4 %
Teen/tween programs	12	2.4 %
Performing arts events	30	6.0 %
Pickleball/tennis lessons & leagues	19	3.8 %
Youth fitness & wellness classes	3	0.6 %
Youth visual/performing arts/crafts programs (dance/music)	2	0.4 %
Youth sports programs & camps	8	1.6 %
Youth seasonal programs & camps	11	2.2 %
Water fitness programs/lap swimming	15	3.0 %
None chosen	162	32.5 %
Total	499	100.0 %

Q14. Which FOUR programs/activities from the list in Question 13 are MOST IMPORTANT to your household?

Q14. 3rd choice	Number	Percent
Adult fitness & wellness programs	23	4.6 %
Adult sports leagues	8	1.6 %
After school or weekend programs for youth of all ages	3	0.6 %
Adult performing arts programs (dance/music)	19	3.8 %
Adult visual arts/crafts programs	7	1.4 %
Counseling & mental health programs	5	1.0 %
Cultural enrichment programs	8	1.6 %
eGaming/eSports	14	2.8 %
Exercise classes	26	5.2 %
Cheer/gymnastics/tumbling programs	2	0.4 %
Outdoor environmental/nature camps & programs	11	2.2 %
Preschool programs/early childhood education	10	2.0 %
Programs for people with special needs	5	1.0 %
Recreation/competitive swim team	6	1.2 %
Robotics	3	0.6 %
Senior programs	18	3.6 %
Special events	17	3.4 %
STEM (science, technology, engineering, & mathematics) classes	5	1.0 %
Swim lessons	14	2.8 %
Teen/tween programs	14	2.8 %
Performing arts events	22	4.4 %
Pickleball/tennis lessons & leagues	17	3.4 %
Youth fitness & wellness classes	3	0.6 %
Youth visual/performing arts/crafts programs (dance/music)	4	0.8 %
Youth sports programs & camps	7	1.4 %
Youth seasonal programs & camps	4	0.8 %
Water fitness programs/lap swimming	21	4.2 %
None chosen	203	40.7 %
Total	499	100.0 %

Q14. Which FOUR programs/activities from the list in Question 13 are MOST IMPORTANT to your household?

Q14. 4th choice	Number	Percent
Adult fitness & wellness programs	16	3.2 %
Adult sports leagues	7	1.4 %
After school or weekend programs for youth of all ages	4	0.8 %
Adult performing arts programs (dance/music)	13	2.6 %
Adult visual arts/crafts programs	5	1.0 %
Counseling & mental health programs	5	1.0 %
Cultural enrichment programs	11	2.2 %
eGaming/eSports	10	2.0 %
Exercise classes	20	4.0 %
Cheer/gymnastics/tumbling programs	2	0.4 %
Outdoor environmental/nature camps & programs	10	2.0 %
Preschool programs/early childhood education	6	1.2 %
Programs for people with special needs	4	0.8 %
Recreation/competitive swim team	9	1.8 %
Robotics	5	1.0 %
Senior programs	14	2.8 %
Special events	21	4.2 %
STEM (science, technology, engineering, & mathematics) classes	1	0.2 %
Swim lessons	8	1.6 %
Teen/tween programs	10	2.0 %
Performing arts events	15	3.0 %
Pickleball/tennis lessons & leagues	18	3.6 %
Youth fitness & wellness classes	5	1.0 %
Youth visual/performing arts/crafts programs (dance/music)	2	0.4 %
Youth sports programs & camps	5	1.0 %
Youth seasonal programs & camps	11	2.2 %
Water fitness programs/lap swimming	7	1.4 %
None chosen	255	51.1 %
Total	499	100.0 %

SUM OF TOP 4 CHOICES**Q14. Which FOUR programs/activities from the list in Question 13 are MOST IMPORTANT to your household? (top 4)**

<u>Q14. Top choice</u>	<u>Number</u>	<u>Percent</u>
Adult fitness & wellness programs	200	40.1 %
Adult sports leagues	49	9.8 %
After school or weekend programs for youth of all ages	19	3.8 %
Adult performing arts programs (dance/music)	67	13.4 %
Adult visual arts/crafts programs	22	4.4 %
Counseling & mental health programs	16	3.2 %
Cultural enrichment programs	37	7.4 %
eGaming/eSports	45	9.0 %
Exercise classes	92	18.4 %
Cheer/gymnastics/tumbling programs	10	2.0 %
Outdoor environmental/nature camps & programs	46	9.2 %
Preschool programs/early childhood education	40	8.0 %
Programs for people with special needs	18	3.6 %
Recreation/competitive swim team	30	6.0 %
Robotics	9	1.8 %
Senior programs	70	14.0 %
Special events	57	11.4 %
STEM (science, technology, engineering, & mathematics) classes	15	3.0 %
Swim lessons	35	7.0 %
Teen/tween programs	36	7.2 %
Performing arts events	115	23.0 %
Pickleball/tennis lessons & leagues	73	14.6 %
Youth fitness & wellness classes	13	2.6 %
Youth visual/performing arts/crafts programs (dance/music)	9	1.8 %
Youth sports programs & camps	36	7.2 %
Youth seasonal programs & camps	33	6.6 %
Water fitness programs/lap swimming	63	12.6 %
None chosen	121	24.2 %
Total	1376	

Q15. Please indicate your level of agreement with the following statements concerning some potential benefits of the City of Kirkwood's parks, facilities, and recreation programs or events.

(N=499)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q15-1. Improves my (my household's) mental health & reduces stress	32.5%	35.1%	15.4%	3.2%	1.0%	12.8%
Q15-2. Improves my (my household's) physical health & fitness	34.5%	34.7%	14.2%	4.0%	2.4%	10.2%
Q15-3. Increases my (my household's) property value	36.5%	31.3%	13.8%	3.0%	2.0%	13.4%
Q15-4. Is age-friendly & accessible to all age groups	27.1%	34.5%	16.6%	4.6%	1.8%	15.4%
Q15-5. Makes Kirkwood a more desirable place to live	47.5%	33.5%	7.4%	3.4%	1.4%	6.8%
Q15-6. Positively impacts economic/business development	33.9%	28.9%	16.0%	5.0%	0.6%	15.6%
Q15-7. Preserves open space & protects the environment	40.3%	37.5%	9.6%	0.8%	0.8%	11.0%
Q15-8. Contributes to a higher quality of life in Kirkwood	48.3%	34.3%	6.8%	2.2%	0.6%	7.8%
Q15-9. Provides positive social interactions for me (my household/family)	32.3%	36.7%	13.8%	3.0%	1.4%	12.8%
Q15-10. Provides volunteer opportunities for the community	17.8%	24.4%	24.2%	4.0%	0.6%	28.9%
Q15-11. Helps to reduce crime in my neighborhood & keep kids out of trouble	17.2%	22.0%	26.5%	6.2%	2.6%	25.5%
Q15-12. Provides equitable access to all Kirkwood residents	27.7%	28.5%	17.4%	4.8%	2.0%	19.6%

WITHOUT DON'T KNOW**Q15. Please indicate your level of agreement with the following statements concerning some potential benefits of the City of Kirkwood's parks, facilities, and recreation programs or events. (without "don't know")**

(N=499)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q15-1. Improves my (my household's) mental health & reduces stress	37.2%	40.2%	17.7%	3.7%	1.1%
Q15-2. Improves my (my household's) physical health & fitness	38.4%	38.6%	15.8%	4.5%	2.7%
Q15-3. Increases my (my household's) property value	42.1%	36.1%	16.0%	3.5%	2.3%
Q15-4. Is age-friendly & accessible to all age groups	32.0%	40.8%	19.7%	5.5%	2.1%
Q15-5. Makes Kirkwood a more desirable place to live	51.0%	35.9%	8.0%	3.7%	1.5%
Q15-6. Positively impacts economic/business development	40.1%	34.2%	19.0%	5.9%	0.7%
Q15-7. Preserves open space & protects the environment	45.3%	42.1%	10.8%	0.9%	0.9%
Q15-8. Contributes to a higher quality of life in Kirkwood	52.4%	37.2%	7.4%	2.4%	0.7%
Q15-9. Provides positive social interactions for me (my household/family)	37.0%	42.1%	15.9%	3.4%	1.6%
Q15-10. Provides volunteer opportunities for the community	25.1%	34.4%	34.1%	5.6%	0.8%
Q15-11. Helps to reduce crime in my neighborhood & keep kids out of trouble	23.1%	29.6%	35.5%	8.3%	3.5%
Q15-12. Provides equitable access to all Kirkwood residents	34.4%	35.4%	21.7%	6.0%	2.5%

Q16. If you had \$100, how would you allocate the funds among the parks and recreation categories listed below?

	Mean
Improve/maintain existing parks, pools, & recreation facilities	42.24
Improve existing indoor recreation facilities	23.49
Acquire new park land & open space	5.98
Construct new sports fields (softball, soccer, baseball, etc.)	3.26
Expand program offerings	7.44
Downtown public area beautification	8.15
Other	7.76

Q17. How important do you feel it is for the City of Kirkwood to provide high quality parks, recreation facilities and programs?

Q17. How important is it for City to provide high quality parks, recreation facilities & programs

	Number	Percent
Very important	441	88.4 %
Somewhat important	41	8.2 %
Not important	3	0.6 %
Not sure	14	2.8 %
Total	499	100.0 %

WITHOUT NOT SURE**Q17. How important do you feel it is for the City of Kirkwood to provide high quality parks, recreation facilities and programs? (without "not sure")**

Q17. How important is it for City to provide high quality parks, recreation facilities & programs

	Number	Percent
Very important	441	90.9 %
Somewhat important	41	8.5 %
Not important	3	0.6 %
Total	485	100.0 %

Q18. Please rate your level of support for each of the following actions the City of Kirkwood could take to improve the parks and recreation system.

(N=499)

	Very supportive	Somewhat supportive	Not sure	Not supportive
Q18-1. Improve technology in the parks	22.0%	25.5%	37.7%	14.8%
Q18-2. Improve outdoor aquatic center	58.1%	20.6%	16.6%	4.6%
Q18-3. Improve underutilized parks	31.3%	33.5%	27.3%	8.0%
Q18-4. Update playgrounds	47.5%	30.5%	17.4%	4.6%
Q18-5. Update sports fields	25.5%	35.9%	29.5%	9.2%

Q19. Which TWO actions from the list in Question 18 are the most important to your household?

Q19. Top choice	Number	Percent
Improve technology in the parks	29	5.8 %
Improve outdoor aquatic center	214	42.9 %
Improve underutilized parks	72	14.4 %
Update playgrounds	87	17.4 %
Update sports fields	23	4.6 %
None chosen	74	14.8 %
Total	499	100.0 %

Q19. Which TWO actions from the list in Question 18 are the most important to your household?

Q19. 2nd choice	Number	Percent
Improve technology in the parks	32	6.4 %
Improve outdoor aquatic center	75	15.0 %
Improve underutilized parks	87	17.4 %
Update playgrounds	127	25.5 %
Update sports fields	55	11.0 %
None chosen	123	24.6 %
Total	499	100.0 %

SUM OF TOP 2 CHOICES**Q19. Which TWO actions from the list in Question 18 are the most important to your household? (top 2)**

Q19. Top choice	Number	Percent
Improve technology in the parks	61	12.2 %
Improve outdoor aquatic center	289	57.9 %
Improve underutilized parks	159	31.9 %
Update playgrounds	214	42.9 %
Update sports fields	78	15.6 %
None chosen	74	14.8 %
Total	875	

Q20. Your gender identity:

Q20. Your gender identity	Number	Percent
Male	239	47.9 %
Female	244	48.9 %
Non-binary	1	0.2 %
Prefer to self-describe	1	0.2 %
Prefer not to disclose	14	2.8 %
Total	499	100.0 %

WITHOUT PREFER NOT TO DISCLOSE**Q20. Your gender identity: (without "prefer not to disclose")**

Q20. Your gender identity	Number	Percent
Male	239	49.3 %
Female	244	50.3 %
Non-binary	1	0.2 %
Prefer to self-describe	1	0.2 %
Total	485	100.0 %

Q20-4. Self-describe your gender identity:

<u>Q20-4. Self-describe your gender identity</u>	<u>Number</u>	<u>Percent</u>
Transmale	1	100.0 %
Total	1	100.0 %

Q21. How many years have you lived in Kirkwood?

<u>Q21. How many years have you lived in Kirkwood</u>	<u>Number</u>	<u>Percent</u>
0-5	91	18.2 %
6-10	80	16.0 %
11-20	87	17.4 %
21-30	87	17.4 %
31+	144	28.9 %
Not provided	10	2.0 %
Total	499	100.0 %

WITHOUT NOT PROVIDED**Q21. How many years have you lived in Kirkwood? (without "not provided")**

<u>Q21. How many years have you lived in Kirkwood</u>	<u>Number</u>	<u>Percent</u>
0-5	91	18.6 %
6-10	80	16.4 %
11-20	87	17.8 %
21-30	87	17.8 %
31+	144	29.4 %
Total	489	100.0 %

Q22. Which of the following best describes your race/ethnicity?

<u>Q22. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian or Asian Indian	8	1.6 %
Black or African American	20	4.0 %
American Indian or Alaska Native	2	0.4 %
White or Caucasian	431	86.4 %
Native Hawaiian or other Pacific Islander	1	0.2 %
Hispanic, Spanish, or Latino/a/x	14	2.8 %
Other	3	0.6 %
Total	479	

Q22-7. Self-describe your race/ethnicity:

<u>Q22-7. Self-describe your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Mixed	1	33.3 %
Multi-racial	1	33.3 %
Northern European	1	33.3 %
Total	3	100.0 %

Q23. Which of the following best describes your current housing?

<u>Q23. Your current housing</u>	<u>Number</u>	<u>Percent</u>
Single family	444	89.0 %
Multifamily	51	10.2 %
Not provided	4	0.8 %
Total	499	100.0 %

WITHOUT NOT PROVIDED**Q23. Which of the following best describes your current housing? (without "not provided")**

Q23. Your current housing	Number	Percent
Single family	444	89.7 %
Multifamily	51	10.3 %
Total	495	100.0 %



Survey Instrument



Summer 2024

Dear Resident,

Your response to the enclosed survey is very important.

The City of Kirkwood is renewing their Parks and Recreation Master Plan. The purpose of the project is to develop a community-supported comprehensive Parks and Recreation Master Plan that provides guidance for future development and redevelopment of the City's parks.

The Parks and Recreation Master Plan will:

- *Guide policy development
- *Assist in prioritizing demands and opportunities
- *Generate a strategic action plan that directs the goals and policies of City staff, the Park Board, and City Council.

We appreciate your time.

This survey will take approximately 10 minutes to complete, but each question is important. The time you invest in completing this survey will aid the City in taking a resident-driven approach to making decisions that will enrich the future of our community and positively affect the lives of all its residents.

Please complete and return your survey within the next two weeks. Date?

We have selected ETC Institute, an independent consulting company, as our partner to administer this survey. They will compile the data received and present the results to the City later this year. **Your responses will remain confidential.** Please return your completed survey in the enclosed postage- paid envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061. If you prefer, you can complete the survey online at kirkwoodsurvey.org.

If you have any questions, please feel free to contact Kyle Henke at (314) 822-5856.

Sincerely,

A handwritten signature in black ink that reads "Kyle K. Henke". The signature is written in a cursive, flowing style.

Kyle Henke
Director of Kirkwood Parks & Recreation



2024 City of Kirkwood Parks and Recreation Needs Assessment



The City of Kirkwood would like your input to help determine park, facility, and recreation priorities for the community. This survey will take 10-15 minutes to complete. When you are finished, please return your completed survey in the enclosed postage-paid, return-reply envelope. If you prefer, you can complete the survey online at kirkwoodsurvey.org. We greatly appreciate your time!

1. Including yourself, how many people in your household are...

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

2. Please rate your satisfaction with the following City of Kirkwood parks and recreation facilities that you or members of your household have visited, using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Park/Facility	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Haven't Visited
01. Aquatic Center	5	4	3	2	1	9
02. Avery Park	5	4	3	2	1	9
03. Ella and Charles E. Monfort Jr. Memorial Park	5	4	3	2	1	9
04. Emmenegger Nature Park	5	4	3	2	1	9
05. Fillmore Park	5	4	3	2	1	9
06. Fireman's Park	5	4	3	2	1	9
07. Greentree Park	5	4	3	2	1	9
08. Historic Quinette Cemetery	5	4	3	2	1	9
09. Ice Arena	5	4	3	2	1	9
10. Kirkwood Community Center	5	4	3	2	1	9
11. Kirkwood Park	5	4	3	2	1	9
12. Lions Amphitheater	5	4	3	2	1	9
13. McEntee Memorial Park	5	4	3	2	1	9
14. Meacham Memorial Park	5	4	3	2	1	9
15. Meramec Highlands Quarry at Dee Koesterling Park	5	4	3	2	1	9
16. Mitchell Park	5	4	3	2	1	9
17. Performing Arts Center	5	4	3	2	1	9
18. Racquet Center	5	4	3	2	1	9
19. Walker Park	5	4	3	2	1	9

3. Which FOUR parks/facilities from the list in Question 2 does your household visit most often? [Write in your answers below using the numbers from the list in Question 2, or circle "NONE."]

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

4. Which FOUR parks/facilities from the list in Question 2 do you feel is in greatest need of improvement or maintenance? [Write in your answers below using the numbers from the list in Question 2, or circle "NONE."]

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

5. Please CHECK ALL of the following reasons that prevent you or members of your households from visiting City of Kirkwood parks and recreation facilities more often.

- | | |
|--|--|
| <input type="checkbox"/> (01) Lack of amenities we want to use | <input type="checkbox"/> (08) Not aware of parks' or facilities' locations |
| <input type="checkbox"/> (02) Lack of handicap (ADA) accessibility | <input type="checkbox"/> (09) Parks/Facilities are not well maintained |
| <input type="checkbox"/> (03) Lack of parking to access parks/facilities | <input type="checkbox"/> (10) Too far from our home |
| <input type="checkbox"/> (04) Lack of restrooms | <input type="checkbox"/> (11) Use parks/facilities in other cities/county |
| <input type="checkbox"/> (05) Lack of shade | <input type="checkbox"/> (12) Criminal activity in the park |
| <input type="checkbox"/> (06) Lack of transportation | <input type="checkbox"/> (13) Do not feel safe using parks/facilities |
| <input type="checkbox"/> (07) Language/Cultural barriers | <input type="checkbox"/> (14) Other: _____ |

6. From the following list, please CHECK ALL the ways you learn about the City of Kirkwood parks, recreation facilities, programs, and events.

- | | |
|---|---|
| <input type="checkbox"/> (01) Recreation activity brochure | <input type="checkbox"/> (08) Banners |
| <input type="checkbox"/> (02) City website | <input type="checkbox"/> (09) Emails |
| <input type="checkbox"/> (03) Materials at parks or recreation facilities | <input type="checkbox"/> (10) E-newsletter |
| <input type="checkbox"/> (04) Conversations with City staff | <input type="checkbox"/> (11) Social media |
| <input type="checkbox"/> (05) Newspaper | <input type="checkbox"/> (12) Flyers |
| <input type="checkbox"/> (06) Word of mouth | <input type="checkbox"/> (13) Electronic sign |
| <input type="checkbox"/> (07) Promotions at special events | <input type="checkbox"/> (14) Other: _____ |

7. From the list in Question 6, which THREE methods of communication would you MOST PREFER the City use to communicate with you about parks, recreation facilities, programs, and events? [Write in your answers below using the numbers from the list in Question 6, or circle "NONE."]

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

8. From the following list, please CHECK ALL of the organizations that you or members of your household have used for recreation and sports activities during the last 12 months.

- | | |
|---|--|
| <input type="checkbox"/> (01) City of Kirkwood | <input type="checkbox"/> (06) Private and non-profit youth sports |
| <input type="checkbox"/> (02) Private schools/charter schools | <input type="checkbox"/> (07) Private clubs (tennis, health, swim, fitness) |
| <input type="checkbox"/> (03) Private summer camps | <input type="checkbox"/> (08) Places of worship (e.g., synagogues, churches) |
| <input type="checkbox"/> (04) Public schools | <input type="checkbox"/> (09) Neighboring cities [Which one(s)? _____] |
| <input type="checkbox"/> (05) YMCA | <input type="checkbox"/> (10) Other: _____ |

9. Has your household participated in any programs or events offered by the City of Kirkwood Parks and Recreation Department during the past 12 months?

(1) Yes [Answer Q9a.] (2) No [Skip to Q10.]

9a. How would you rate the overall quality of the City of Kirkwood Parks and Recreation Department programs or events in which your household has participated?

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

10. Please CHECK ALL of the following reasons that prevent you or members of your household from participating in City of Kirkwood Parks and Recreation Department programs more often.

- | | |
|---|--|
| <input type="checkbox"/> (01) Classes are full | <input type="checkbox"/> (11) Online registration is not user friendly |
| <input type="checkbox"/> (02) Fees are too high | <input type="checkbox"/> (12) Poor customer service by staff |
| <input type="checkbox"/> (03) I don't know what is offered | <input type="checkbox"/> (13) Program times are not convenient |
| <input type="checkbox"/> (04) Lack of quality instructors | <input type="checkbox"/> (14) Registration is difficult |
| <input type="checkbox"/> (05) Lack of quality programs | <input type="checkbox"/> (15) Too far from our home |
| <input type="checkbox"/> (06) Lack of right program equipment | <input type="checkbox"/> (16) Too busy/not interested |
| <input type="checkbox"/> (07) Lack of transportation | <input type="checkbox"/> (17) Use programs of other agencies |
| <input type="checkbox"/> (08) Language/Cultural barriers | <input type="checkbox"/> (18) Do not feel safe participating |
| <input type="checkbox"/> (09) Old and outdated facilities | <input type="checkbox"/> (19) Other: _____ |
| <input type="checkbox"/> (10) Program not offered | |

11. Please indicate how well your needs are being met for each of the facilities/amenities listed below on a scale of 1 to 4, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all. If you do not have a need for an item listed, please circle 9 for "No Need."

Type of Facility/Amenity	Fully Met	Mostly Met	Partly Met	Not Met	No Need
01. Community center (multi-use space for events, exercise and activities)	4	3	2	1	9
02. Environmental/Nature education center	4	3	2	1	9
03. Indoor basketball/volleyball courts (indoor gyms)	4	3	2	1	9
04. Large community parks	4	3	2	1	9
05. Diamond sports fields (baseball, softball)	4	3	2	1	9
06. Rectangular sports fields (football, rugby, soccer)	4	3	2	1	9
07. Mountain bike trails	4	3	2	1	9
08. Multi-use hiking, biking, walking trails (paved or unpaved)	4	3	2	1	9
09. Open space conservation areas	4	3	2	1	9
10. Outdoor basketball courts	4	3	2	1	9
11. Outdoor exercise/fitness area	4	3	2	1	9
12. Outdoor pickleball courts	4	3	2	1	9
13. Outdoor tennis courts	4	3	2	1	9
14. Performing arts theater	4	3	2	1	9
15. Picnic areas and shelters	4	3	2	1	9
16. Playgrounds	4	3	2	1	9
17. Shade and trees	4	3	2	1	9
18. Skateboarding parks	4	3	2	1	9
19. Small neighborhood parks	4	3	2	1	9
20. Splash pads or spray parks	4	3	2	1	9
21. Swimming pools	4	3	2	1	9
22. Walking paths in parks	4	3	2	1	9
23. Other: _____	4	3	2	1	9

12. Which FOUR facilities/amenities from the list in Question 11 are MOST IMPORTANT to your household? [Write in your answers below using the numbers from the list in Question 11, or circle "NONE."]

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

13. Please indicate how well your needs are being met for each of the programs/activities listed below on a scale of 1 to 4, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all. If you do not have a need for an item listed, please circle 9 for "No Need."

Type of Program/Activity	Fully Met	Mostly Met	Partly Met	Not Met	No Need
01. Adult fitness and wellness programs	4	3	2	1	9
02. Adult sports leagues	4	3	2	1	9
03. After school or weekend programs for youth of all ages	4	3	2	1	9
04. Adult performing arts programs (dance/music)	4	3	2	1	9
05. Adult visual arts/crafts programs	4	3	2	1	9
06. Counseling and mental health programs	4	3	2	1	9
07. Cultural enrichment programs	4	3	2	1	9
08. EGaming/ESports	4	3	2	1	9
09. Exercise classes	4	3	2	1	9
10. Cheer/Gymnastics/Tumbling programs	4	3	2	1	9
11. Outdoor environmental/nature camps and programs	4	3	2	1	9
12. Preschool programs/early childhood education	4	3	2	1	9
13. Programs for people with special needs	4	3	2	1	9
14. Recreation/Competitive swim team	4	3	2	1	9
15. Robotics	4	3	2	1	9
16. Senior programs	4	3	2	1	9
17. Special events	4	3	2	1	9
18. STEM (science, technology, engineering, and mathematics) classes	4	3	2	1	9
19. Swim lessons	4	3	2	1	9
20. Teen/Tween programs	4	3	2	1	9
21. Performing arts events	4	3	2	1	9
22. Pickleball/Tennis lessons and leagues	4	3	2	1	9
23. Youth fitness and wellness classes	4	3	2	1	9
24. Youth visual/performing arts/crafts programs (dance/music)	4	3	2	1	9
25. Youth sports programs and camps	4	3	2	1	9
26. Youth seasonal programs and camps	4	3	2	1	9
27. Water fitness programs/lap swimming	4	3	2	1	9
28. Other: _____	4	3	2	1	9

14. Which FOUR programs/activities from the list in Question 13 are MOST IMPORTANT to your household? [Write in your answers below using the numbers from the list in Question 13, or circle "NONE."]

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

15. Please indicate your level of agreement with the following statements concerning some potential benefits of the City of Kirkwood's parks, facilities, and recreation programs or events.

The parks and recreation system in Kirkwood...	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
01. Improves my (my household's) mental health and reduces stress	5	4	3	2	1	9
02. Improves my (my household's) physical health and fitness	5	4	3	2	1	9
03. Increases my (my household's) property value	5	4	3	2	1	9
04. Is age-friendly and accessible to all age groups	5	4	3	2	1	9
05. Makes Kirkwood a more desirable place to live	5	4	3	2	1	9
06. Positively impacts economic/business development	5	4	3	2	1	9
07. Preserves open space and protects the environment	5	4	3	2	1	9
08. Contributes to a higher quality of life in Kirkwood	5	4	3	2	1	9
09. Provides positive social interactions for me (my household/family)	5	4	3	2	1	9
10. Provides volunteer opportunities for the community	5	4	3	2	1	9
11. Helps to reduce crime in my neighborhood and keep kids out of trouble	5	4	3	2	1	9
12. Provides equitable access to all Kirkwood residents	5	4	3	2	1	9

16. If you had \$100, how would you allocate the funds among the parks and recreation categories listed below? [Please be sure your total adds up to \$100.]

\$ _____ Improve/Maintain of existing parks, pools, and recreation facilities

\$ _____ Improve existing indoor recreation facilities

\$ _____ Acquire new park land and open space

\$ _____ Construct new sports fields (softball, soccer, baseball, etc.)

\$ _____ Expand program offerings

\$ _____ Downtown public area beautification

\$ _____ Other: _____

\$100 total

17. How important do you feel it is for the City of Kirkwood to provide high quality parks, recreation facilities and programs?

____(3) Very important ____ (2) Somewhat important ____ (1) Not important ____ (9) Not sure

18. Please rate your level of support for each of the following actions the City of Kirkwood could take to improve the parks and recreation system.

Types of Improvements		Very Supportive	Somewhat Supportive	Not Sure	Not Supportive
1.	Improve technology in the parks	4	3	2	1
2.	Improve the outdoor aquatic center	4	3	2	1
3.	Improve underutilized parks	4	3	2	1
4.	Update playgrounds	4	3	2	1
5.	Update sports fields	4	3	2	1

19. Which TWO actions from the list in Question 18 are the most important to your household? [Write in your answers below using the numbers from the list in Question 18, or circle "NONE."]

1st: ____ 2nd: ____ NONE

20. Your gender identity:

____ (1) Male ____ (3) Non-binary ____ (5) Prefer not to disclose
 ____ (2) Female ____ (4) Prefer to self-describe: _____

21. How many years have you lived in Kirkwood? _____ years

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

____ (01) Asian or Asian Indian ____ (05) Native Hawaiian or other Pacific Islander
 ____ (02) Black or African American ____ (06) Hispanic, Spanish, or Latino/a/x
 ____ (03) American Indian or Alaska Native ____ (99) Other: _____
 ____ (04) White or Caucasian

23. Which of the following best describes your current housing?

____ (1) Single family ____ (2) Multifamily

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, KS 66061

Your responses will remain completely confidential. The information to the right will ONLY be used to help identify the level of need in your area. Thank you!