

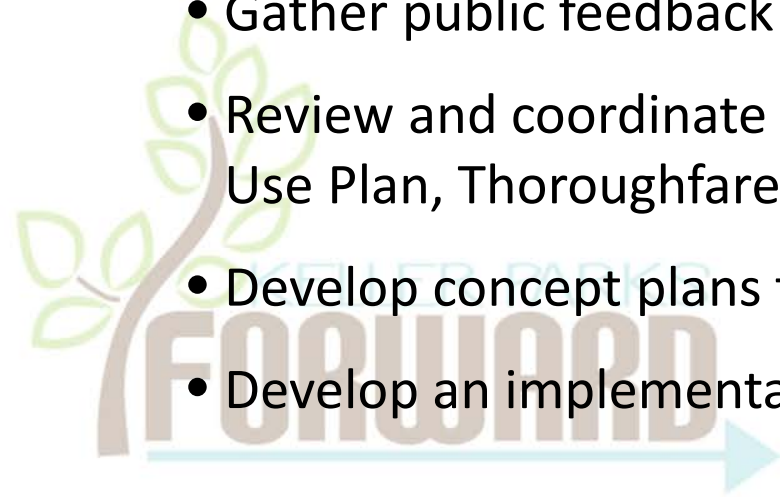
Master Plan Update **Citizen Survey** **Analysis**

September 4, 2014



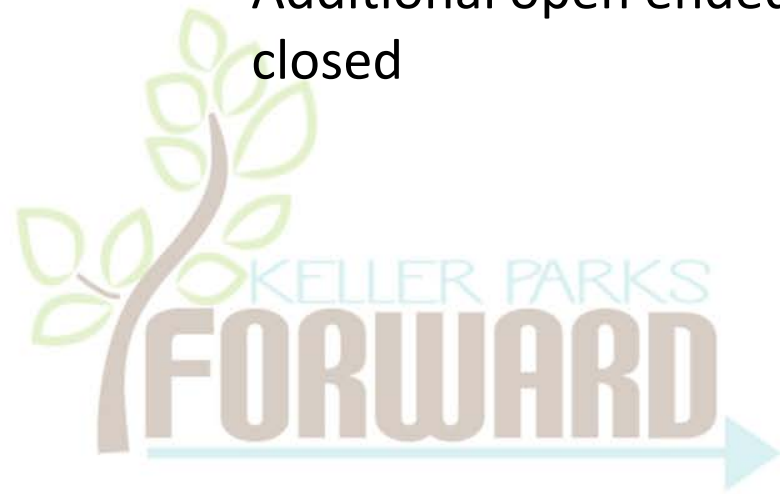
PARKS, RECREATION & OPEN SPACE MASTER PLAN UPDATE PROCESS

- Build on 2007 Parks and Open Space Master Plan and other adopted plans
- Conduct an inventory analysis of existing facilities and amenities
- Conduct site analysis of existing facilities and amenities
- Evaluate level of usage and current/future trends
- Comparison of industry standards
- Gather public feedback and input
- Review and coordinate with other city plans and policies (Land Use Plan, Thoroughfare Plan)
- Develop concept plans for undeveloped park land
- Develop an implementation plan of priorities



ON-LINE CITIZEN SURVEY

- On-line survey opened to all Keller residents from February 14 – March 16, 2014 (one person per household)
- 20 categorical survey questions
- 598 responses or approximately 4.5% of all Keller households (Typical telephone survey guarantees 400 responses for Keller's population size)
- Additional open ended comments via the web after survey closed



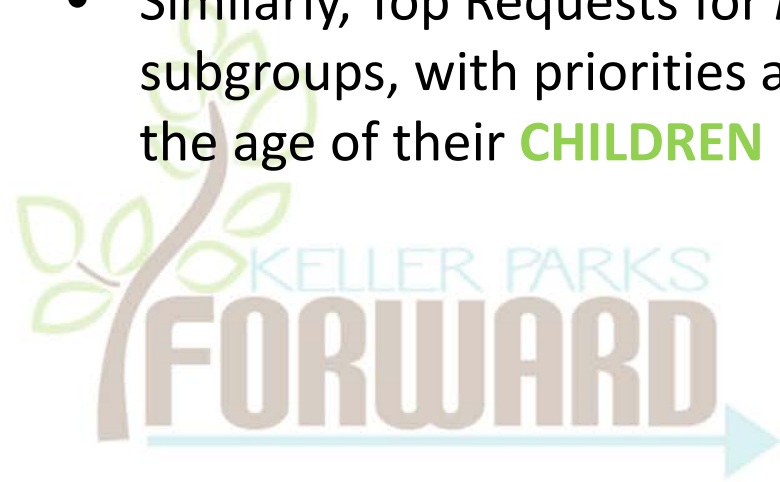
TYPICAL RESPONDENT

- Between 45 and 54 years old (36%)
- A resident of Keller for 10-20 years (33%)
- Have children under the age of 18 living at home (57%)
- Use the parks at least 1-3 times a week (35%) or 4 or more time/week (24%)
- Top 3 Recreational Uses
 1. Hike/Walk/Run (82%)
 2. Visit The Keller Pointe (49%)
 3. Attend a Special Event (43%)



GENERAL THEMES

- Overall, citizen respondents in all subgroups were ***pleased*** with the quality of the parks and recreation amenities, but ***wanted more***.
- Satisfaction and dissatisfaction scores generally aligned with amenities currently on the ground, with ratings varying most by **SECTOR**
- In general, Top Requests among ***existing facilities*** were similar across subgroups. Those requests tended to adjust most based on **AGE** of respondent and the age of their **CHILDREN**
- Similarly, Top Requests for ***new facilities*** were consistent across subgroups, with priorities adjusting based on **AGE** of respondent and the age of their **CHILDREN**



SURVEY RESULTS

Categorical Analysis

- Sector (location)
- Residential Tenure (how long they've lived here)
- Age of Respondent
- Age of Children (under 18, still living at home)



Master Plan Update Citizen Survey Analysis

SECTORS



SECTOR MAP

Total Respondents by Sector

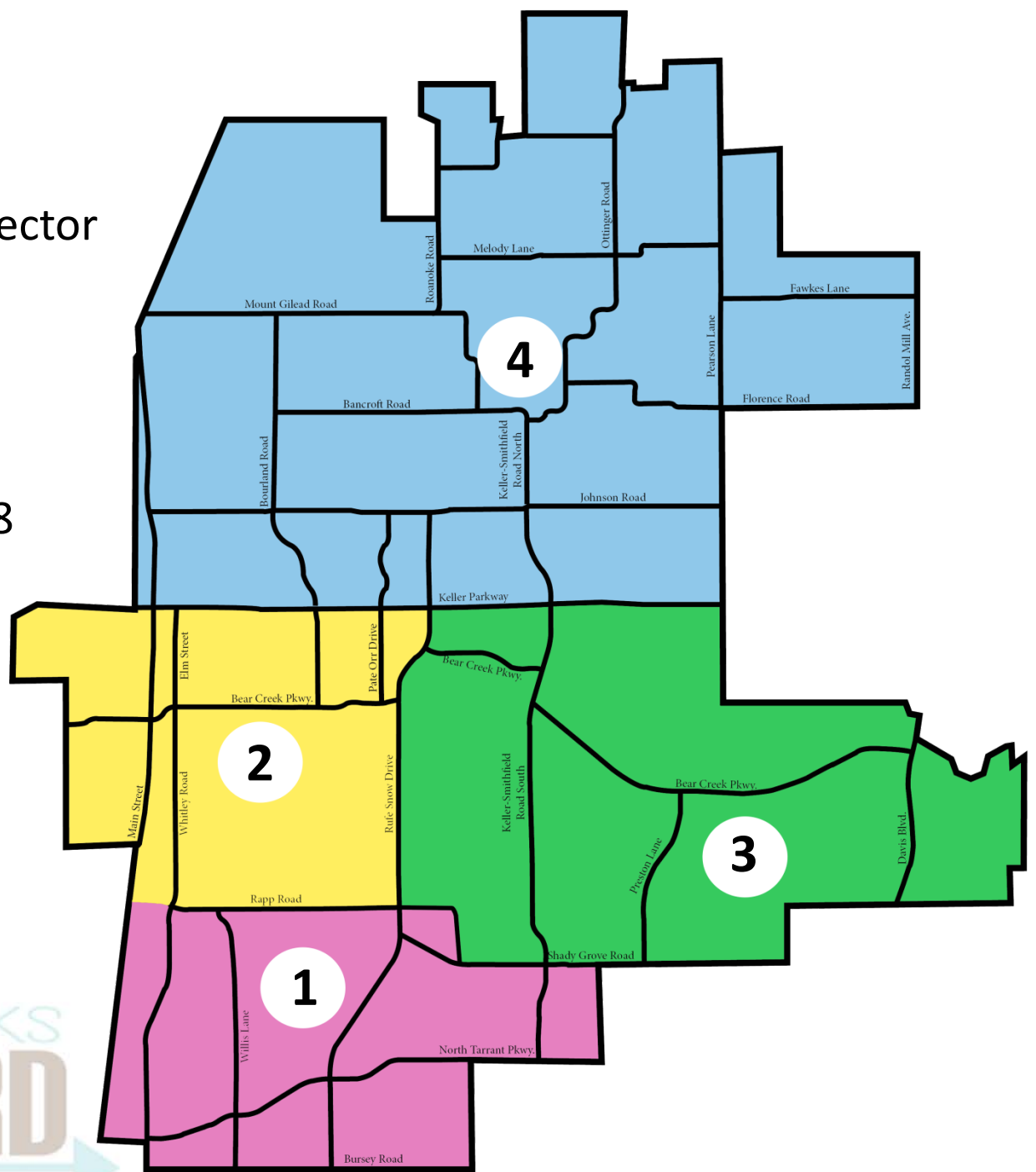
1 – 106

2 – 93

3 – 175

4 – 224

Total Respondents - 598



NOTABLE AREAS OF SATISFACTION

50% satisfaction or greater AND less than 20% dissatisfaction in all sectors

- **Quality of Parks**

Sector 1: 88.4% Sector 2: 96.7% Sector 3: 96.2% Sector 4: 84.7%

- **Quality of Hike and Bike Trails**

Sector 1: 81.6% Sector 2: 88.8% Sector 3: 87.1% Sector 4: 72.9%

- **Quality of Open Space**

Sector 1: 74.7% Sector 2: 89.5% Sector 3: 80.7% Sector 4: 63.2%

- **Quality of Playgrounds**

Sector 1: 76% Sector 2: 71.3% Sector 3: 72.6% Sector 4: 65.2%

- **Quality of The Keller Pointe**

Sector 1: 72.6% Sector 2: 75.6% Sector 3: 64.9% Sector 4: 62.4%

- **Maintenance/cleanliness of facilities**

Sector 1: 92.8% Sector 2: 91% Sector 3: 93% Sector 4: 84.8%

- **Safety of facilities**

Sector 1: 89.6% Sector 2: 91.1% Sector 3: 91% Sector 4: 81.2%

- **The city has done a good job of preserving existing creeks, wooded areas and other natural areas around the parks**

Sector 1: 79.3% Sector 2: 85.4% Sector 3: 81.8% Sector 4: 74.2%

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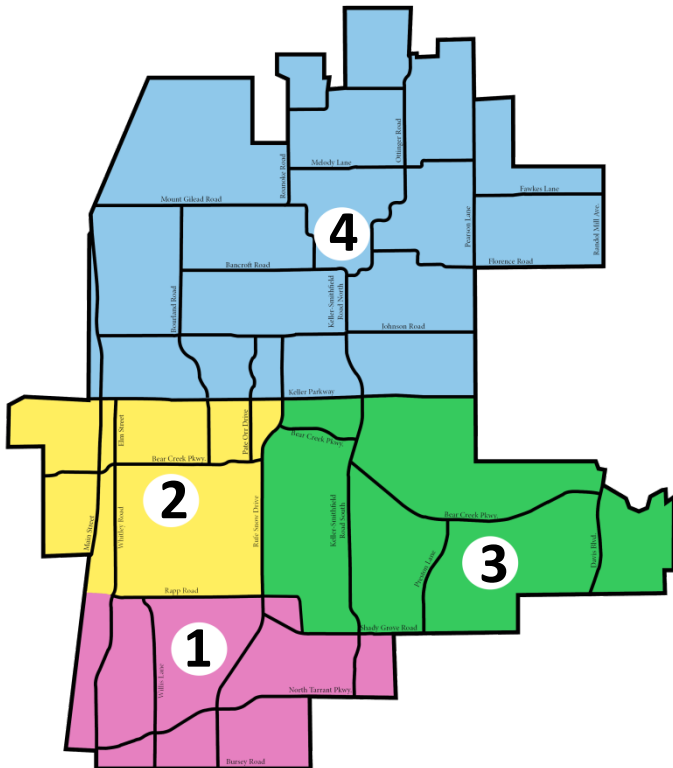
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AREAS OF MIXED SATISFACTION

50% satisfaction or greater in all sectors BUT 20% or more dissatisfaction or greater



- **Amount and length of hike and bike trails**
Sector 4: 30%
Sector 1: 23%
- **Number of Parks**
Sector 4: 29%
- **Parks are close to where I live**
Sector 4: 38%
- **The trails are wide enough to handle multiple activities (e.g. walking and cycling)**
Sector 4: 27%
Sector 2: 20%

NOTABLE* AREAS OF DISSATISFACTION

Didn't achieve 50% satisfaction in at least 1 sector; figures reflect dissatisfaction scores for each sector, for comparison purposes

- **Number of Practice Fields**

Sector 1: 23% Sector 2: 14% Sector 3: 21% Sector 4: 26%

- **Number of Athletic Fields**

Sector 1: 20% Sector 2: 8% Sector 3: 16% Sector 4: 18%

- **Quality of Practice Fields**

Sector 1: 16% Sector 2: 11% Sector 3: 13% Sector 4: 16%

- **The trails connect to places where I or my family want to go**

Sector 1: 23% Sector 2: 14% Sector 3: 14% Sector 4: 46%

- **Variety of recreational facilities offered by the city**

Sector 1: 12% Sector 2: 8% Sector 3: 15% Sector 4: 26%

- **Amount of accessible natural areas**

Sector 1: 24% Sector 2: 13% Sector 3: 12% Sector 4: 32%

- **Quality of Athletic Game Fields**

Sector 1: 14% Sector 2: 4% Sector 3: 9% Sector 4: 11%

- **Trails are close to where I live**

Sector 1: 16% Sector 2: 2% Sector 3: 8% Sector 4: 49%

10% dissatisfaction or more in at least 3/4 sectors 15% or more for 3/4

*Does not reflect items that were mostly neutral among respondents (equestrian facilities, KSAC, etc.)

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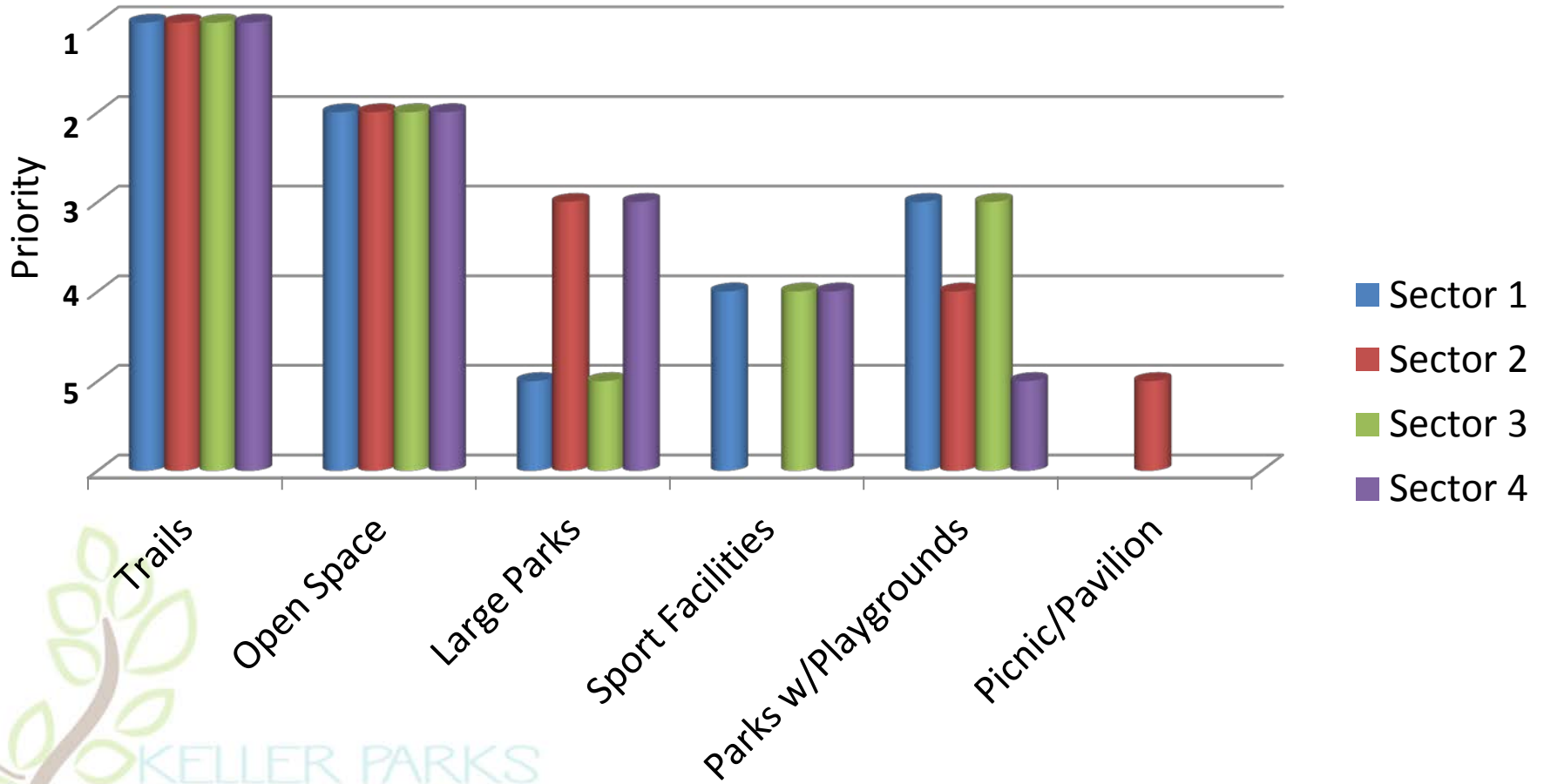
10% or more for 3/4 sectors

15% or more for ¾

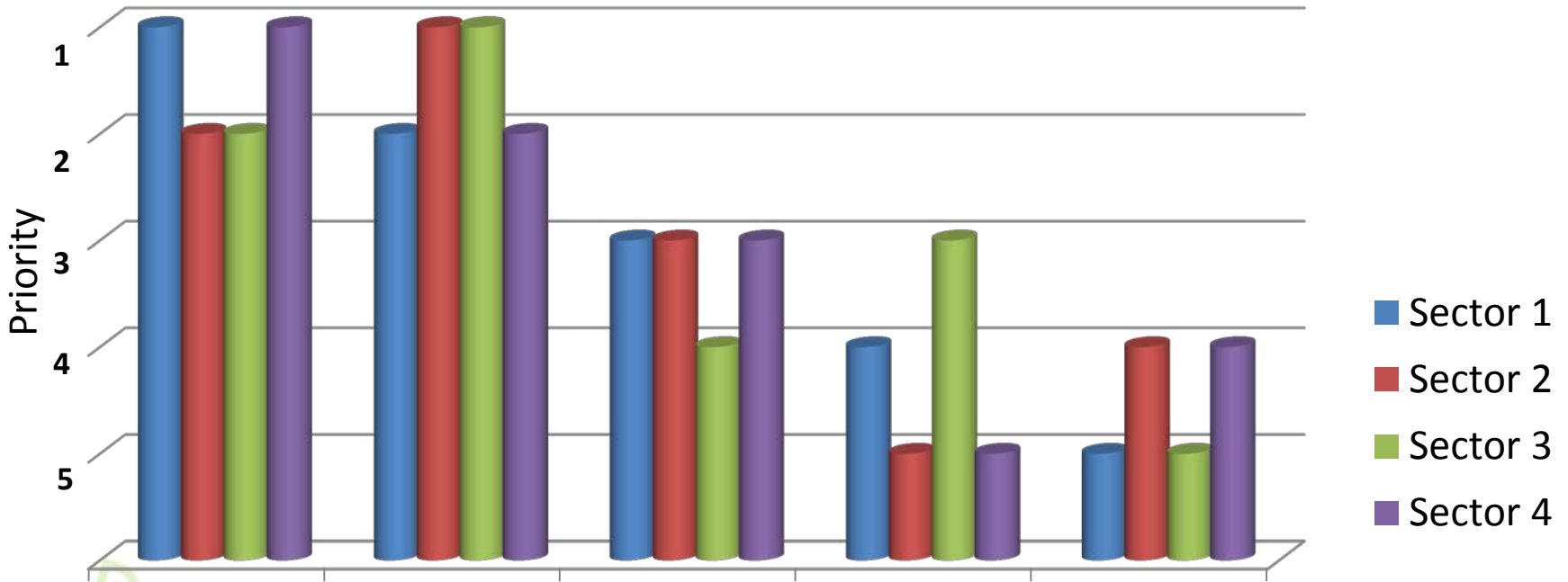
 Highest dissatisfaction in each category

*Does not reflect items that were mostly neutral among respondents (equestrian facilities, KSAC, etc.)

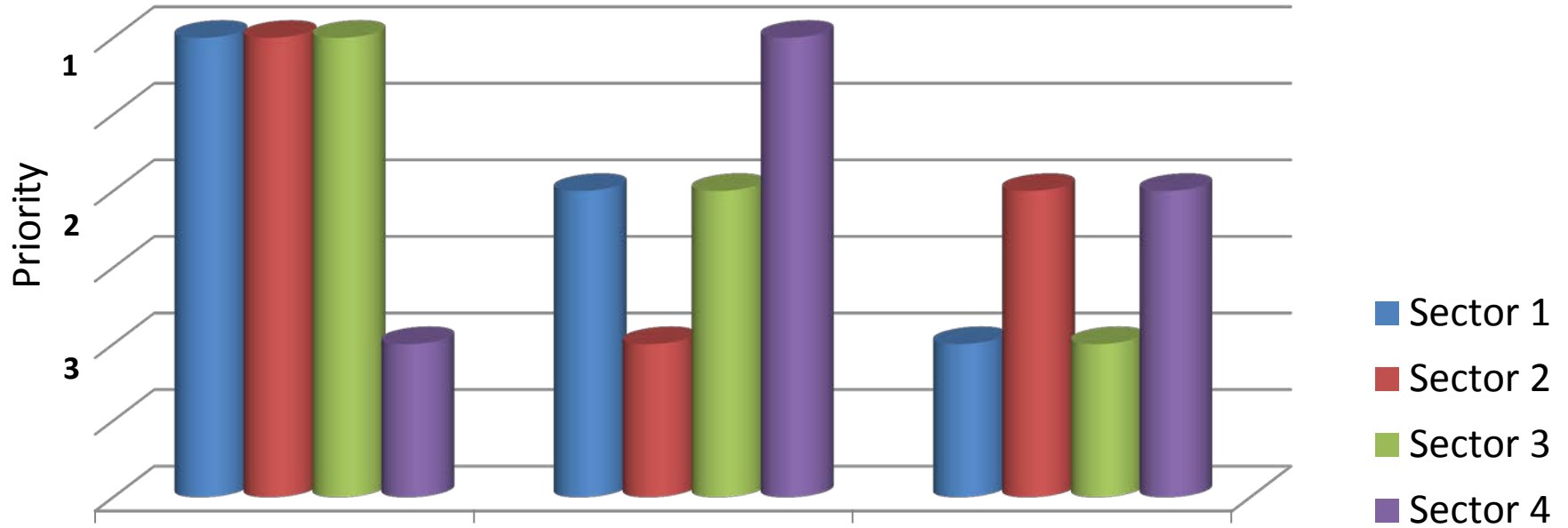
TOP REQUESTS AMONG EXISTING FACILITIES



TOP REQUESTS FOR NEW AMENITIES



FUNDING PRIORITIES



FUNDING OPINIONS

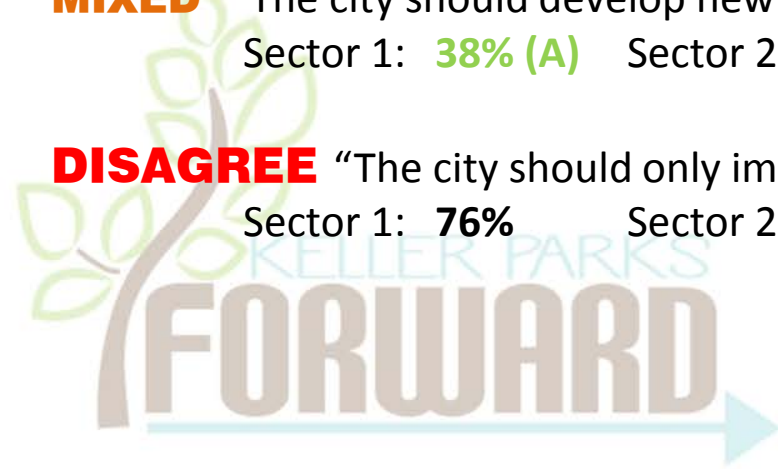
AGREE “The city should continue to purchase land for future park development”
 Sector 1: **79%** Sector 2: **72%** Sector 3: **77%** Sector 4: **75%**

AGREE “I would support the city spending money on developing more hike and bike trails in the city”
 Sector 1: **76%** Sector 2: **71%** Sector 3: **79%** Sector 4: **76%**

MIXED “I am willing to pay additional city taxes to enhance the quality and quantity of parks and open space” (Each sector had more than 20% disagree)
 Sector 1: **55% (A)** Sector 2: **59% (A)** Sector 3: **56% (A)** Sector 4: **55% (A)**

MIXED “The city should develop new parks before spending more money on existing facilities”
 Sector 1: **38% (A)** Sector 2: **53% (D)** Sector 3: **38% (D)** Sector 4: **42% (A)**

DISAGREE “The city should only improve the existing parks and not develop any new ones”
 Sector 1: **76%** Sector 2: **71%** Sector 3: **79%** Sector 4: **76%**

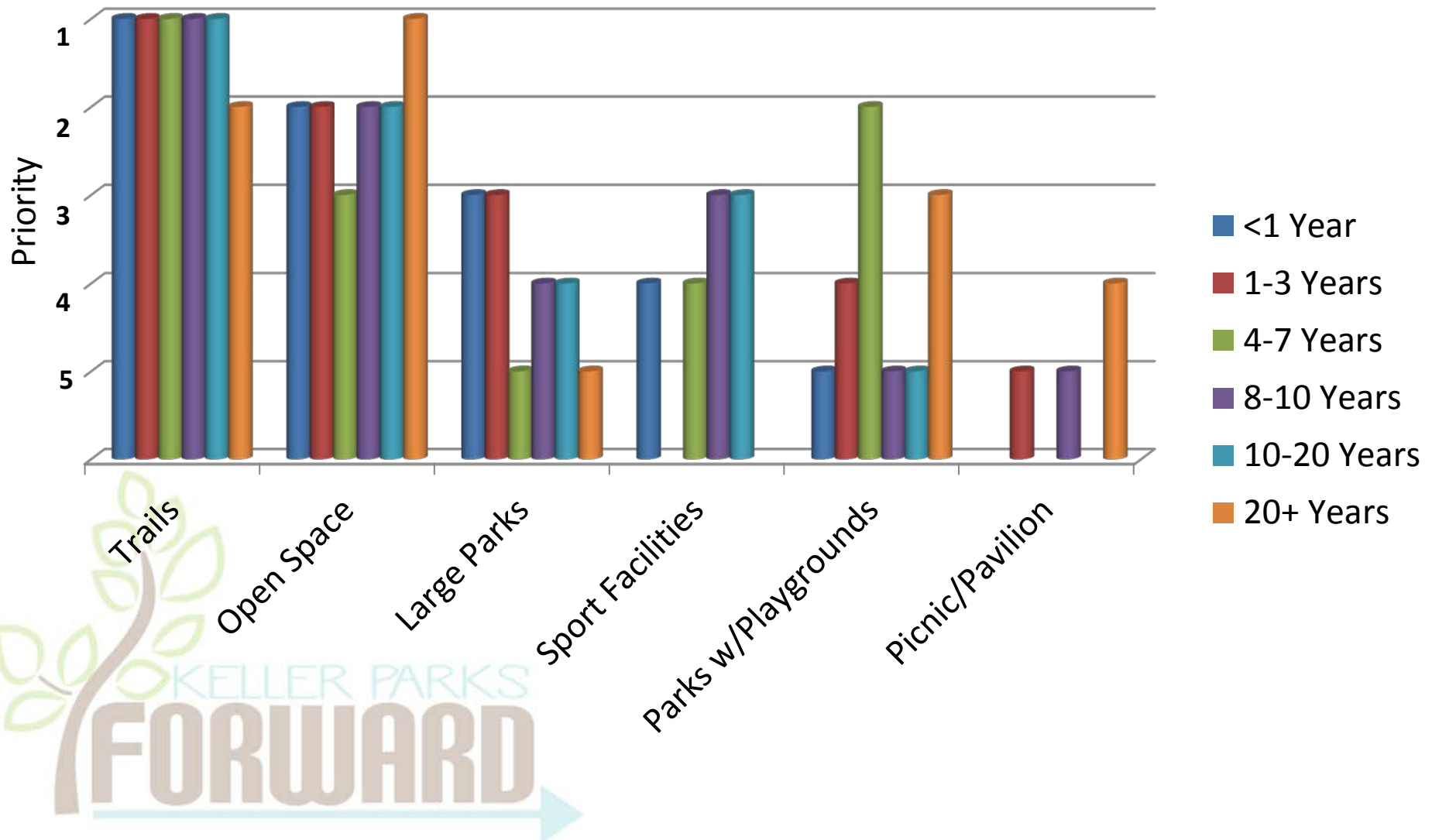


Master Plan Update Citizen Survey Analysis

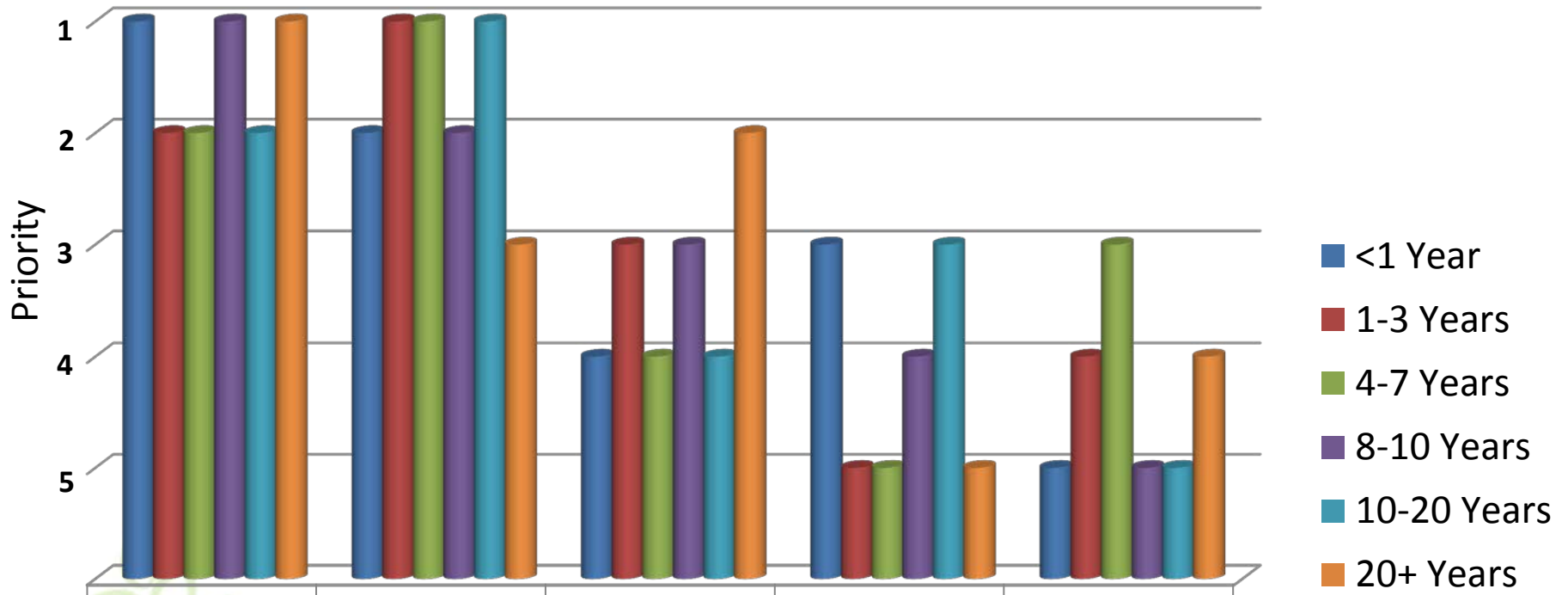
RESIDENCY



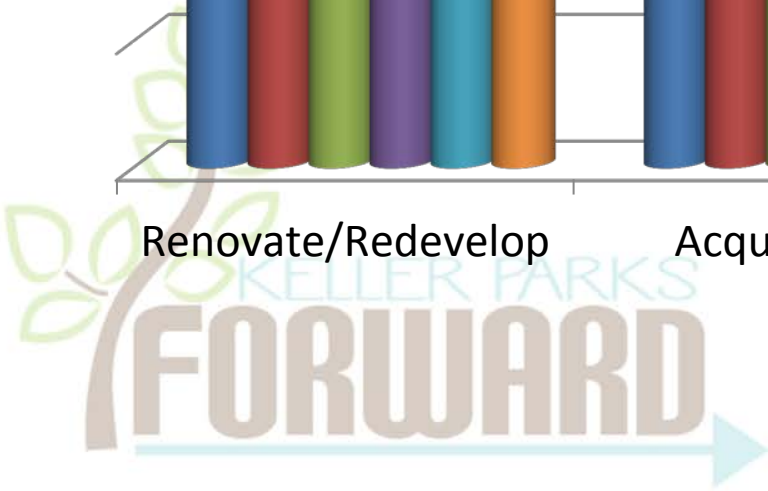
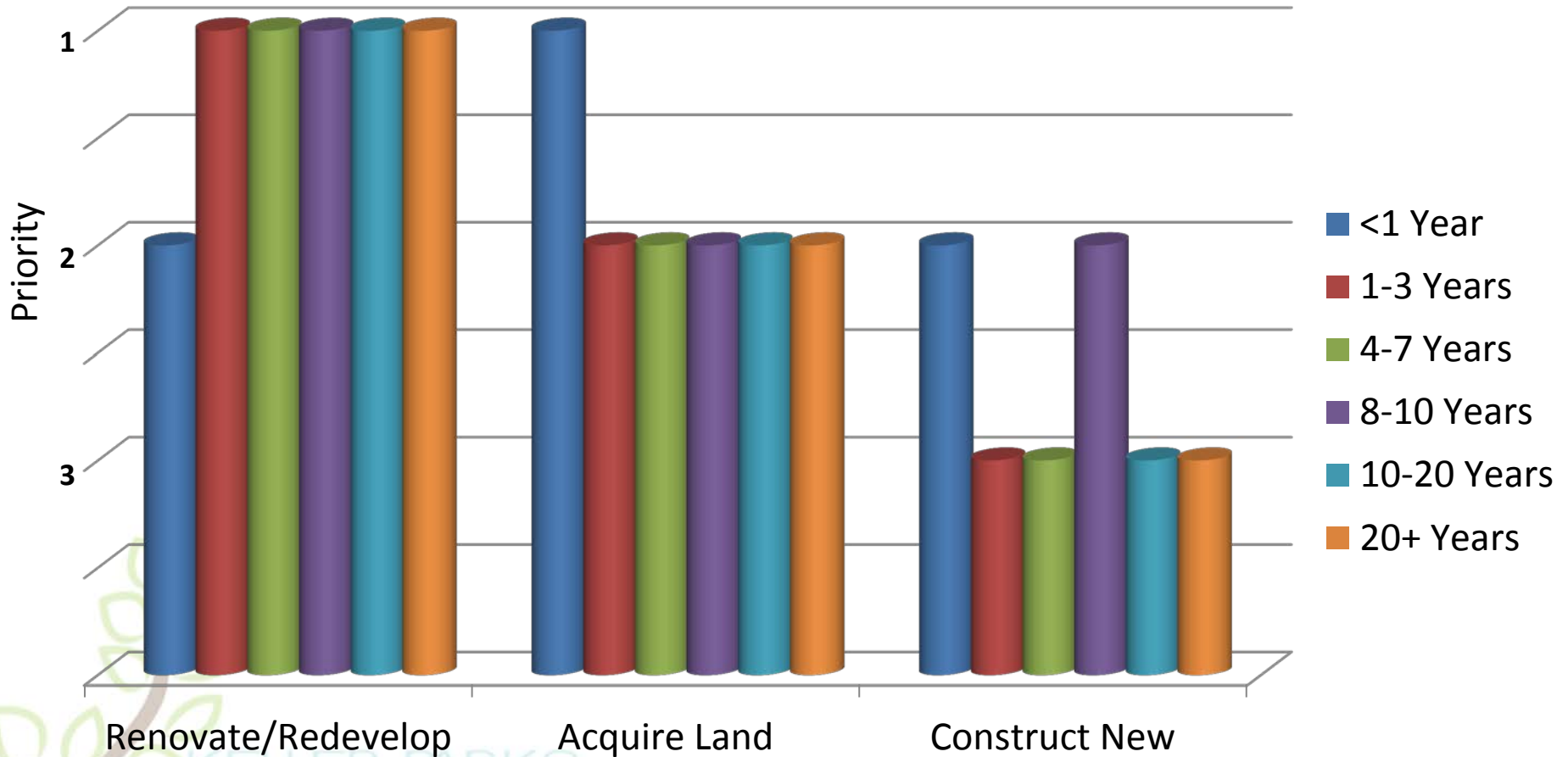
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TOP REQUESTS FOR NEW AMENITIES



FUNDING PRIORITIES

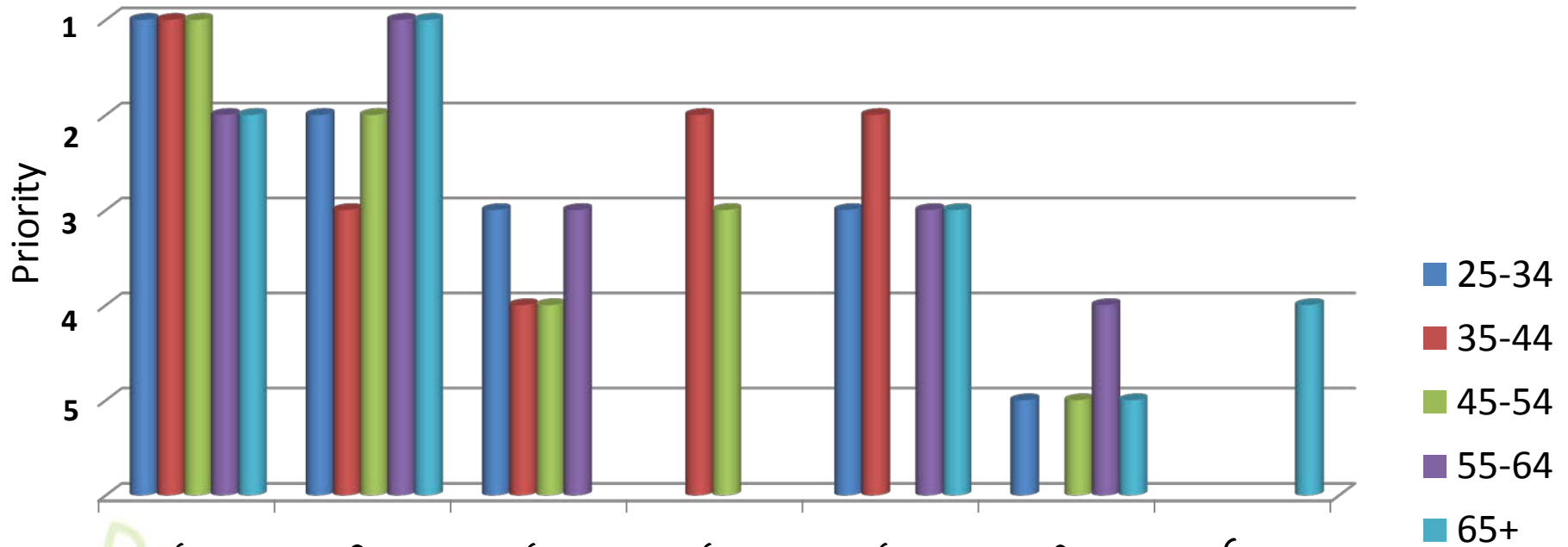


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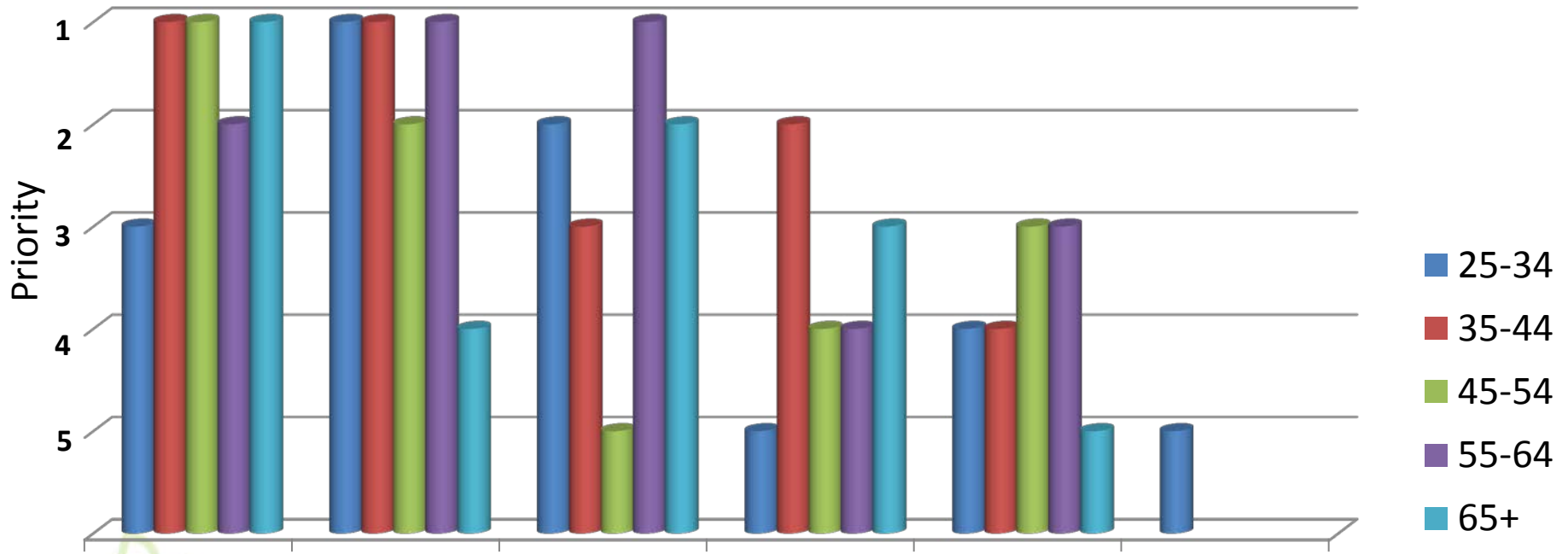
AGE



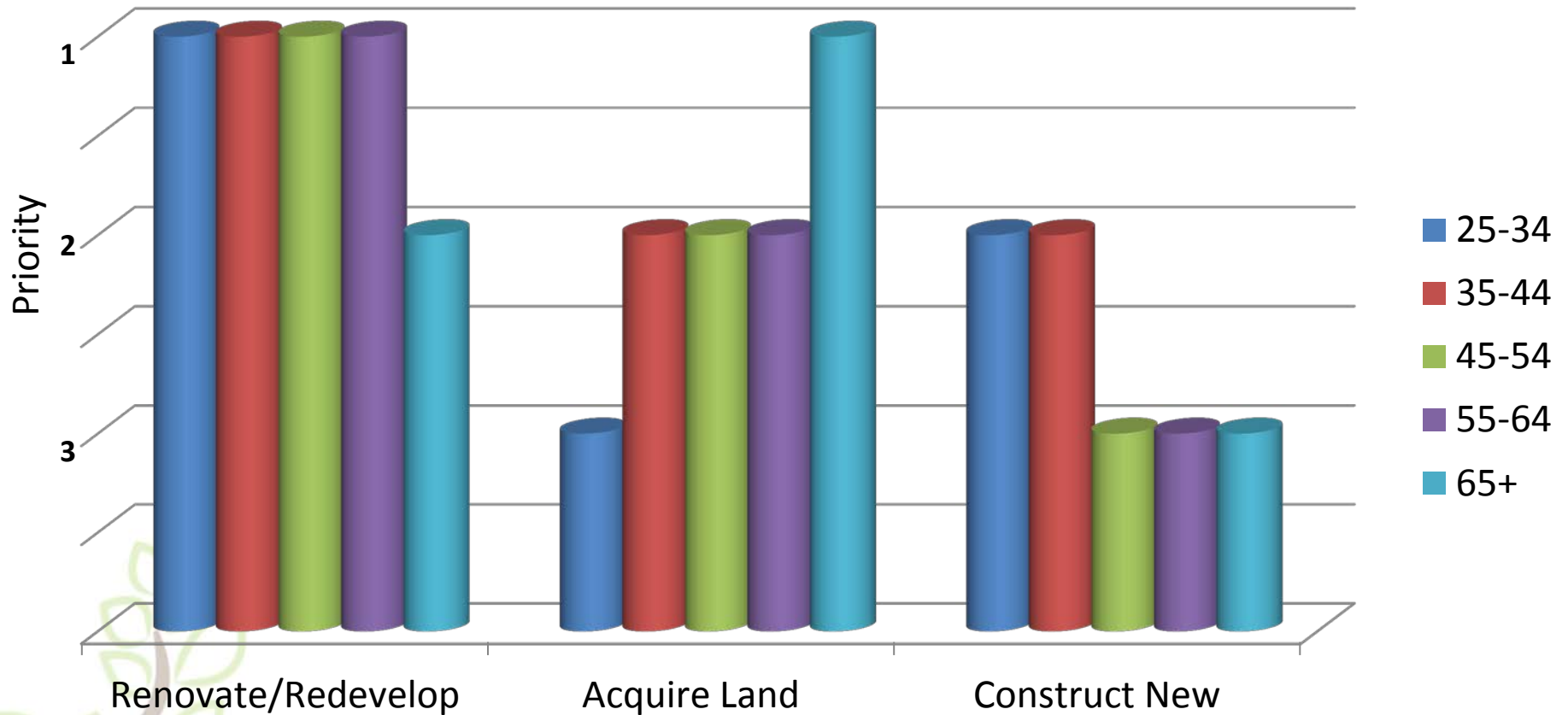
TOP REQUESTS AMONG EXISTING FACILITIES



TOP REQUESTS FOR NEW AMENITIES



FUNDING PRIORITIES



WORTH NOTING

- ***Sports Facilities*** appeared high in the Top 5 for age groups 35-44 (tied with neighborhood parks for No. 2 priority) and 45-54 (No. 3 priority), most likely as a result of the ages of these respondent groups' children:
 - 35-44:
 - 73% have a child/children age 6-12
 - 34% have a child/children under age 6
 - 33% have a child/children age 13-18
 - 45-54:
 - 53% have a child/children age 13-18
 - 33% have a child/children age 6-12
- An ***Expanded Keller Senior Activities Center*** was in the Top 5 (at No. 4) for residents Age 65+
- ***Disc Golf*** tied with Tennis Courts/Facility for No. 5 priority among 25-34 year olds, among new amenity requests.

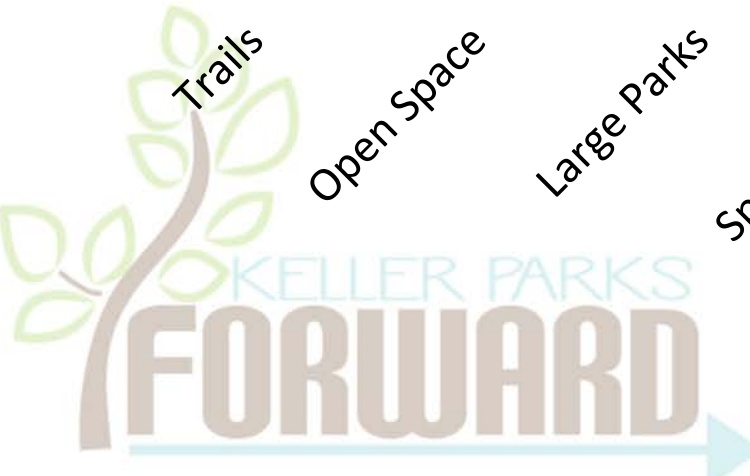
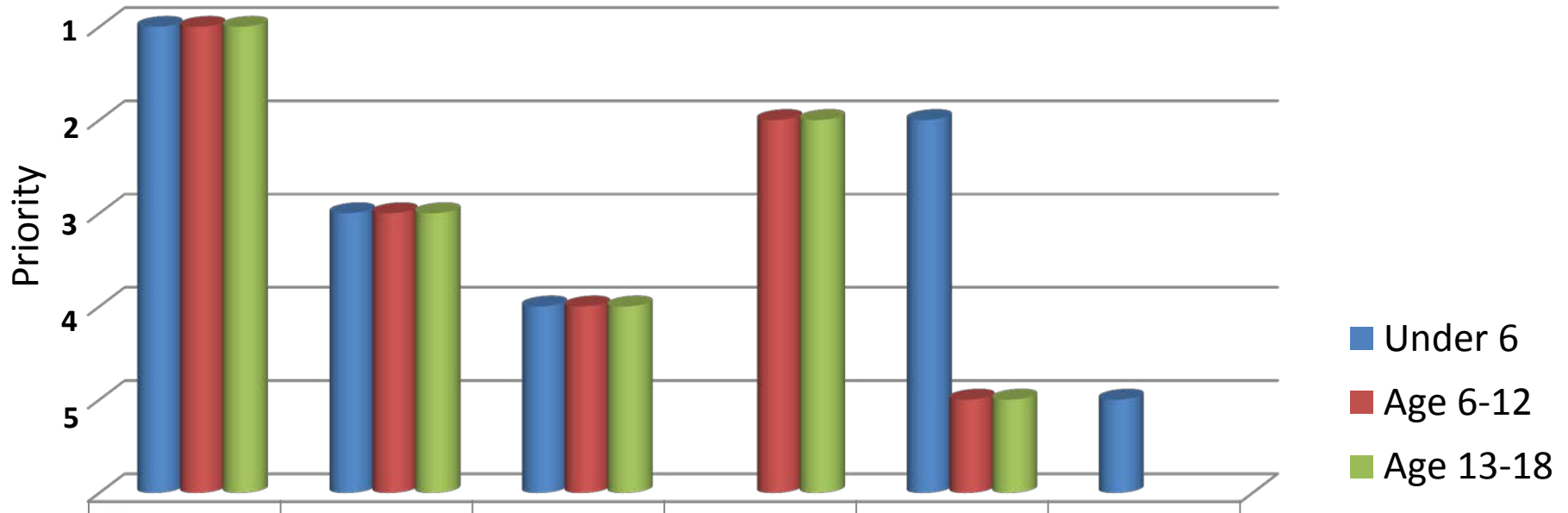


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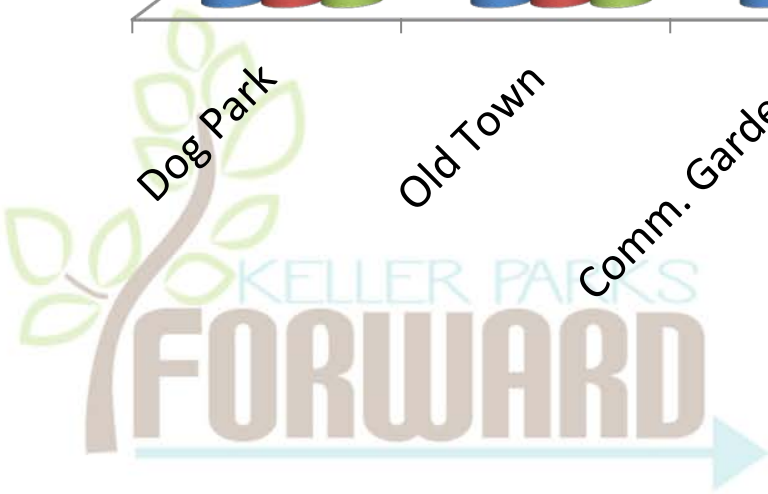
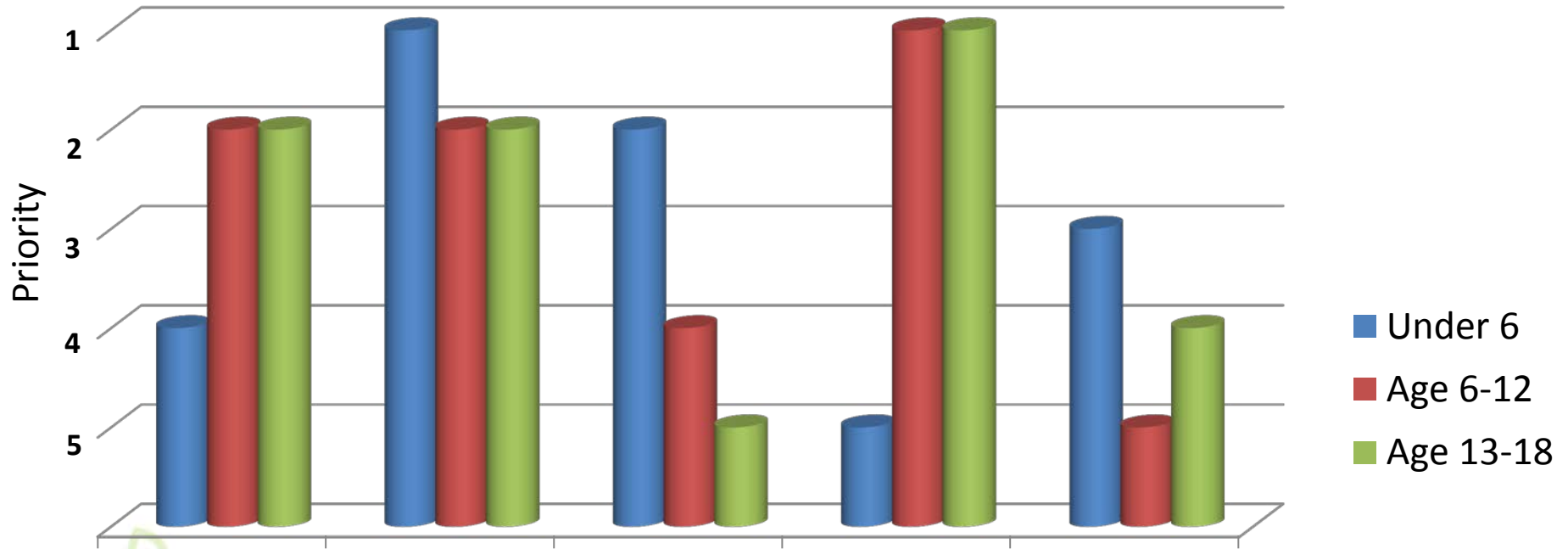
CHILDREN AT HOME



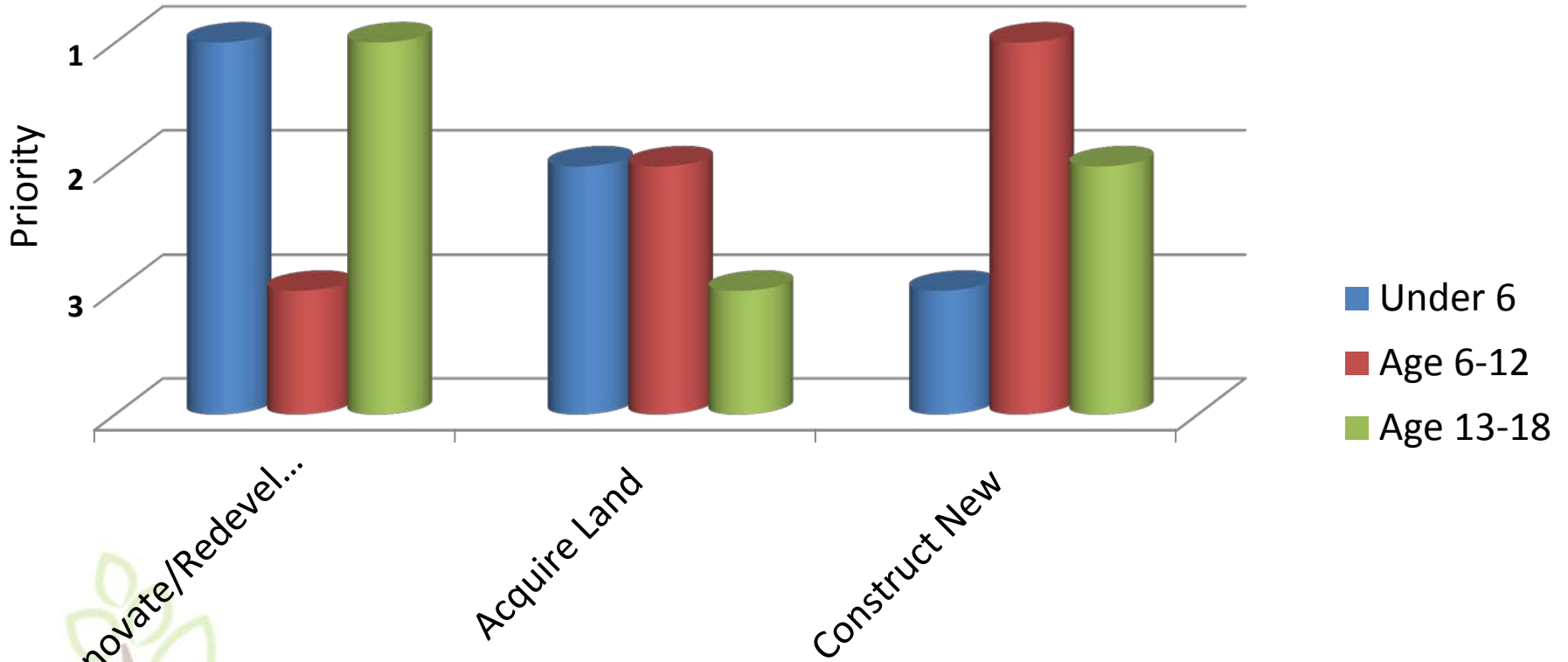
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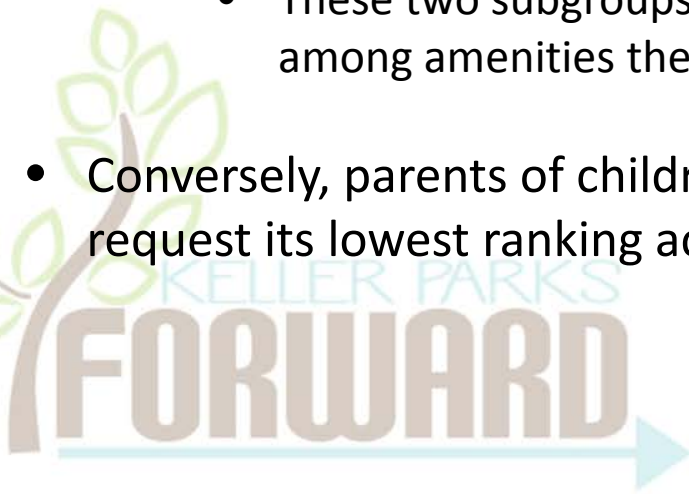


FUNDING PRIORITIES



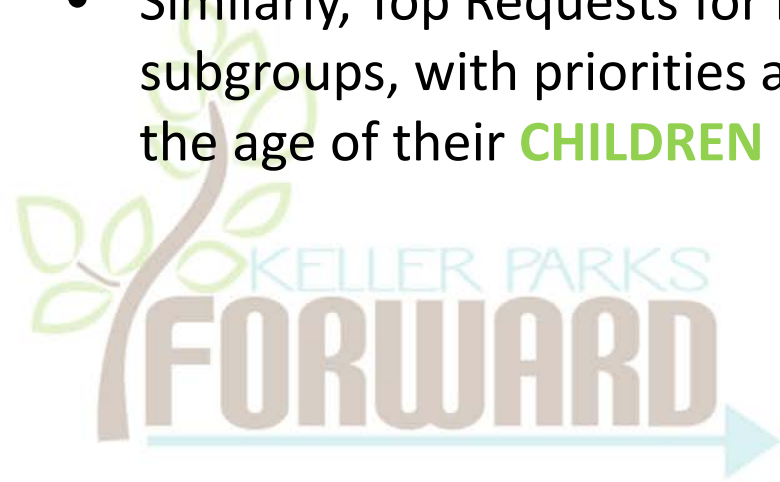
WORTH NOTING

- *Use a Playground* was the No. 1 recreation use by parents of children under the age of 6. This is the **only** subgroup that did not select Hike/Walk/Run as No. 1.
 - Hike/Walk/Run was that group's second top use
 - *Use a Playground* was the No. 2 use by parents of 6- to 12-year-olds
- Parents of 6-12 and 13-18 year olds are the **only** subgroups to have selected *Tennis Courts/Facility* as their top request for New Facilities
 - Both followed tennis with ties for the Dog Park and Park/Square/Pedestrian Plaza in Old Town, which were consistently ranked as the top two requests across other subgroups
 - These two subgroups also had *Sports Facilities* as their No. 2 requests among amenities the city currently maintains
- Conversely, parents of children under the age of 6 gave the *Dog Park* request its lowest ranking across the subgroups, at No. 4.



GENERAL THEMES

- Overall, citizen respondents in every subgroup were pleased with the quality of the current parks and recreation amenities, but wanted more.
- Satisfaction and dissatisfaction scores generally aligned with amenities currently on the ground, with ratings varying most by **SECTOR**
- In general, Top Requests among existing facilities were similar across subgroups. Those requests tended to adjust most based on **AGE** of respondent and the age of their **CHILDREN**
- Similarly, Top Requests for new facilities were consistent across subgroups, with priorities adjusting based on **AGE** of respondent and the age of their **CHILDREN**



COMMENT CLOUD



NEXT STEPS & SCHEDULE

- Develop Plan Recommendations and Draft Report – Sept/Oct 2014
 - ✓ Concept Plans for Milestone, Northeast, Sport Park, and Overton Ridge Park extension
 - ✓ Recommendations for Trail Plan amendments
- Public Meeting #2 – October/Nov 2014
- Finalize Plan Recommendations and Draft Report – November 2014
- Public Adoption: December – January 2015
 - ✓ Planning & Zoning/Parks Board Recommendation (1 meeting)
 - ✓ City Council Adoption (1 meeting)

