



2021

City of Brookings Community Interest and Opinion Survey Findings Report

Presented to the
City of Brookings,
South Dakota

April 2021



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Executive Summary



Purpose and Methodology

Purpose

ETC Institute administered a community interest and opinion survey in March 2021 for the City of Brookings, South Dakota. This study was administered as part of the City's efforts in updating its Parks and Recreation System Master Plan. In this process, it is important for the City to identify future priorities of recreation and parks amenities, facilities, programs, and activities. Information gathered from the assessment will provide data that will help determine priorities which then leaders can use to make decisions that will meet community and resident needs.

Methodology

ETC Institute mailed a survey packet to a random sample of households in the City of Brookings. 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 at www.BrookingsSurvey.org.

Approximately seven to ten days after the surveys were mailed, ETC Institute sent emails to the households that received the survey to encourage participation. The emails contained a link to the online version of the survey to make it simple for residents to complete. To prevent people who were not residents of the City from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were 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 counted.



The goal was to obtain 375 completed surveys from City residents. A total of 432 surveys were collected.



The overall results for a sample of 432 surveys have a precision of at least +/- 4.6% at the 95% level of confidence.

This report contains:

- Charts showing the overall results of the survey (Section 1)
- Benchmark Analysis comparing the City's results to national results (Section 2)
- Priority Investment Ratings (PIR) Analysis that identifies priorities for facilities/amenities and programs/activities in the community (Section 3)
- Tabular Data showing the overall results for all questions on the survey (Section 4)
- A copy of the survey instrument (Section 5)

Amenity, Facility, and Park Use and Ratings



City Park and Facility Use. Residents surveyed were asked, in the last 12-months, if they or members of their household have used any parks or facilities offered by the Brookings Parks, Recreation, and Forestry Department. Eighty-six percent of residents indicated they have and 14% responded that they have not.

City Park and Facility Ratings.

Of the residents that had indicated they have used a park/facility in the last 12-months (86%); 39% gave the overall quality of parks/facilities a rating of *excellent*, 52% gave the overall quality of parks/facilities a rating of *good*, 8% rated the overall quality of parks/facilities as *fair*, and less than a percent (0.5%) of residents gave the overall quality of parks/facilities a rating of *poor*. Figure 1 to the right shows the ratings respondents' gave for the overall quality of parks/facilities.

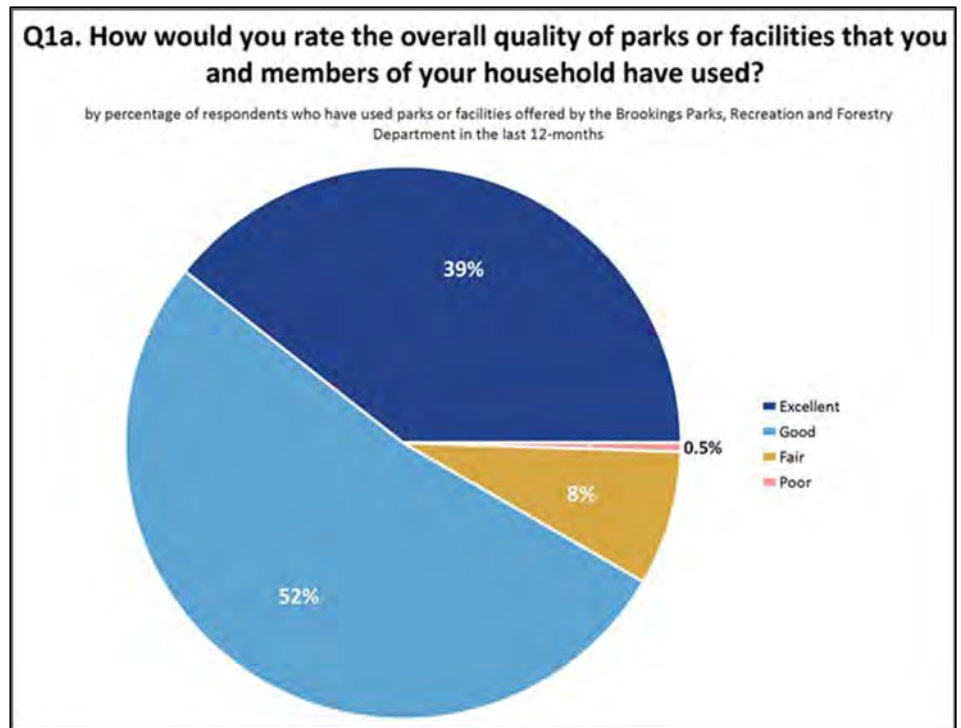


Figure 1

Satisfaction with Parks and Recreation Services. The services that residents are most satisfied with, based on the sum of *very satisfied* and *satisfied* responses, are:

- maintenance of parks/facilities (79%),
- overall quality of sports fields (72%),
- amount of open greenspace (71%), and
- park and facility accessibility (68%).

The Parks and Recreation services that residents think should receive the most attention from Brookings over the next five years, based on the sum of respondents' top three choices, are:

- amount of available indoor space (40%),
- connectivity of trails and pathways (33%),
- maintenance of parks/facilities (22%), and
- quality/number of outdoor amenities (19%).

Amenity, Facility, and Park Needs and Priorities



Facility Needs. Respondents were asked to identify if their household had a need for 32 facilities and rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various facilities. The four facilities with the highest percentage of households whose needs for facilities are being met 50% or less are listed below.

- Indoor Swimming Pools/Leisure Pool: 3,762 households (or 38%)
- Indoor Running/Walking Track: 3,327 households (or 34%)
- Sledding Hill: 3,019 households (or 31%)
- Indoor Fitness and Exercise Facilities: 2,620 households (26%)

The estimated number of households that have unmet needs for each of the 32 facilities that were assessed is shown in Figure 2 below.

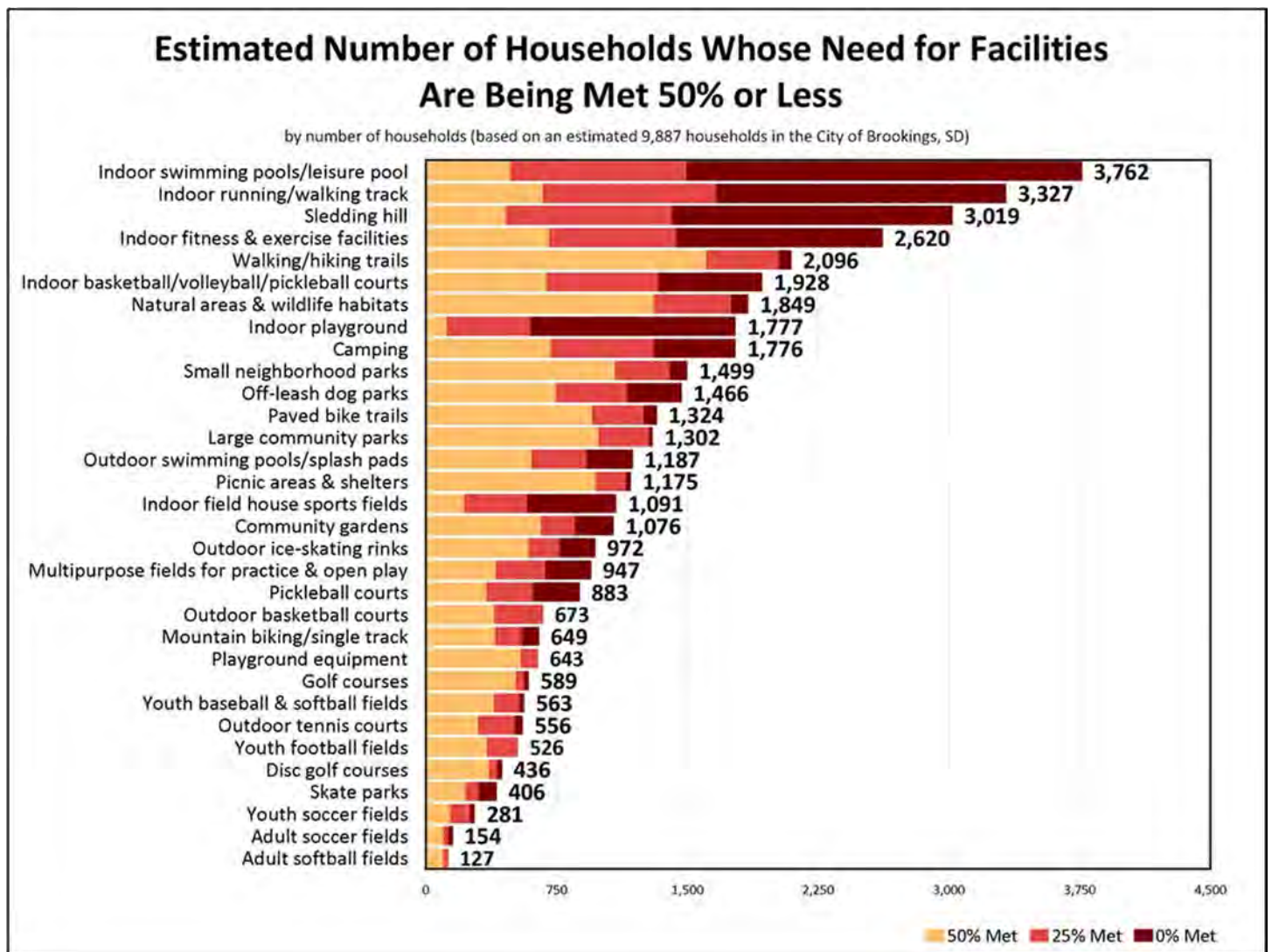


Figure 2

Amenity, Facility, and Park Needs and Priorities



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

- walking/hiking trails (45%),
- paved bike trails (36%),
- natural areas and wildlife habitats (27%), and
- small neighborhood parks (26%).

The percentage of residents who selected each facility as one of their top four choices is depicted in Figure 3 below.

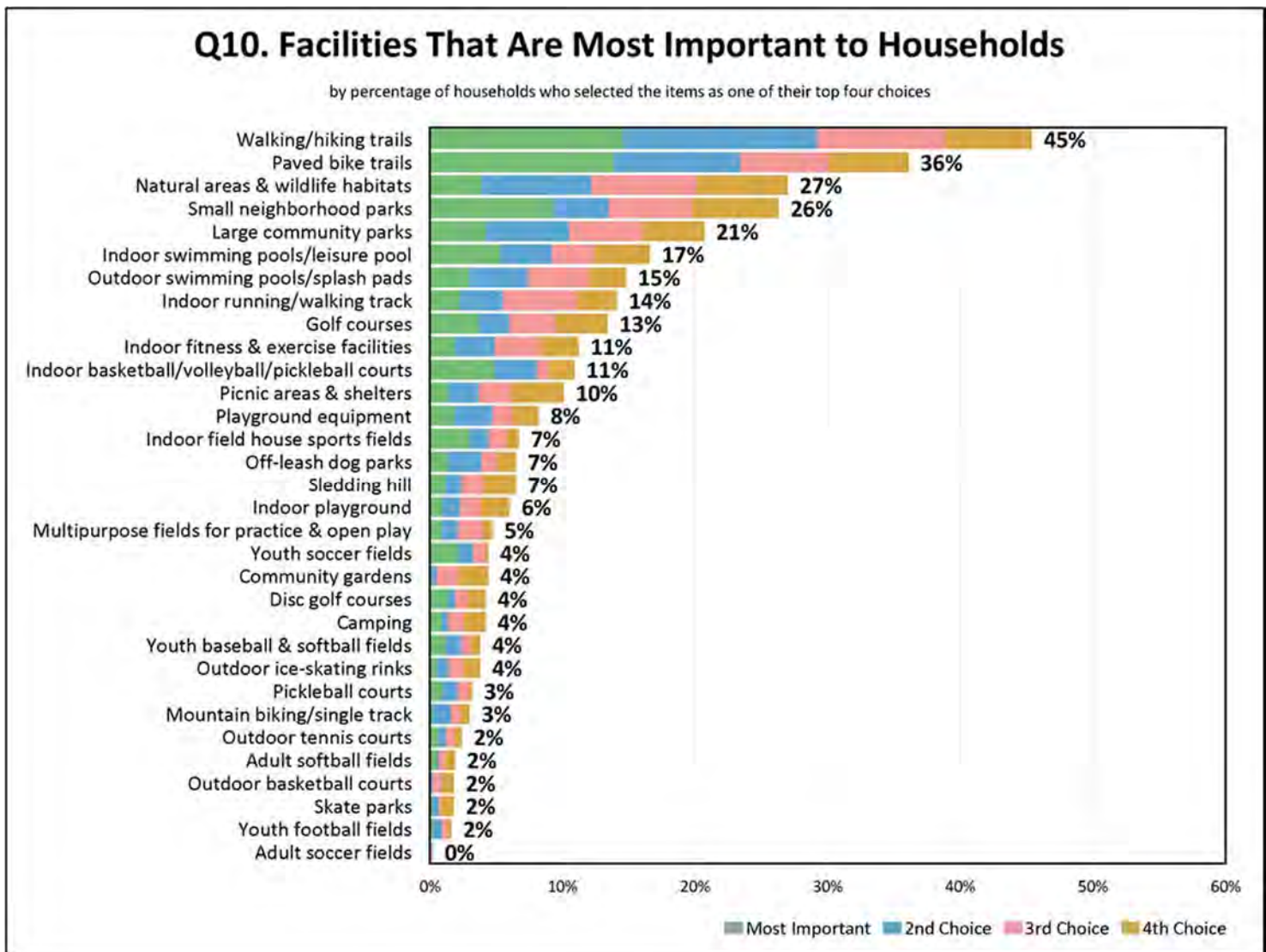


Figure 3

Amenity, Facility, and Park Needs and Priorities



Priorities for Facility/Amenity 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 Parks and Recreation investments. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on each facility/amenity/program and (2) how many residents have unmet needs for the facility/amenity/program. Details regarding the methodology for this analysis are provided in Section 3 of the report. Based on the Priority Investment Rating (PIR), the five facilities were rated as high priorities for investment are listed below.

- Walking/Hiking Trails (PIR=155.7)
- Indoor Swimming Pools/Leisure Pool (PIR=136.6)
- Indoor Running/Walking Track (PIR=119.5)
- Paved Bike Trails (PIR=114.7)
- Natural Areas and Wildlife Habitats (PIR=108.6)

Figure 4 below shows the PIR for each facility that was rated.

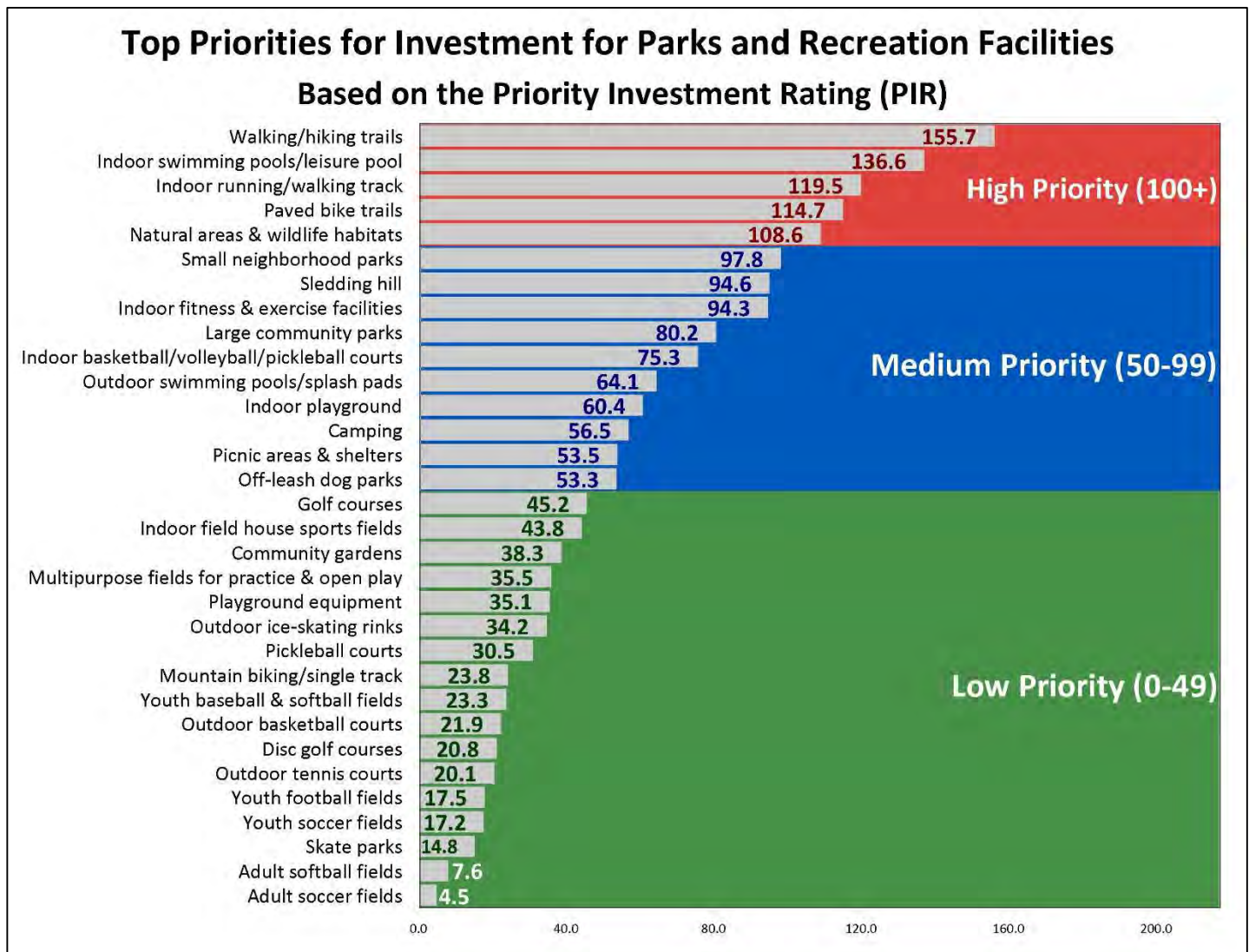


Figure 4

Program and Activity Use and Ratings



Program Participation. Three out of ten residents (30%) indicated that they or members of their household have participated in recreation programs, offered by the Parks, Recreation, and Forestry Department, in the last 24-months. Seven out of ten residents (70%) indicated they have not participated in recreation programs offered in the last 24-months.

Program Ratings. Of the households that indicated they have participated in recreation programs in the last 24-months (30%); 29% rated the overall quality of programs a rating of *excellent*, 60% rated the overall quality of programs as *good*, and 12% rated the overall quality of programs as *fair*.

Preferred Time of Day for Various Age Groups to Participate. A portion of this survey was created to analyze what the preferred time of day, for different age groups (children, youth, teen, adults, older adults, and the family), to participate in recreation programs. The most preferred time of day for each age group is below.

- There is not a significant preferred time of day for households with **children** (under the age of 6 years old) to participate in programs. Twenty-seven percent (27%) of households with children indicated the *evening* (27%), then *morning* (26%), *afternoon* (23%), and 24% said *anytime* is the best preferred time.
- The most preferred time of day for households with **youth** (6 to 12 years old) to participate in programs is the *evening* (29%), followed by *anytime* (27%) and *afternoon*.
- The most preferred time of day for households with **teens** (13 to 17 years old) to participate in programs is the *evening* (37%).
- The most preferred time of day for **adults** (18 to 59 years old) to participate in programs is the *evening* (54%).
- Thirty-nine percent (39%) of households with **older adults** (60 years or older) indicated that the most preferred times of the day to participate in programs is *anytime* and the *morning* (27%).
- The preferred times of day for **families** to use recreation programs are the *evening* (44%) and *anytime* (37%).

Program and Activity Needs and Priorities



Program Needs. Respondents were asked to identify if their household had a need for 26 programs and rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various programs. The four programs with the highest percentage of households whose needs are being met 50% or less are listed below.

- Adult Fitness and Wellness Programs: 3,405 households (34%)
- Travel and Tourism (day trips): 2,474 households (25%)
- Water Fitness Programs: 2,360 households (24%)
- Nature Programs: 2,089 households (21%)

The estimated number of households that have unmet needs for each of the 26 programs that were assessed is shown in Figure 5 below.

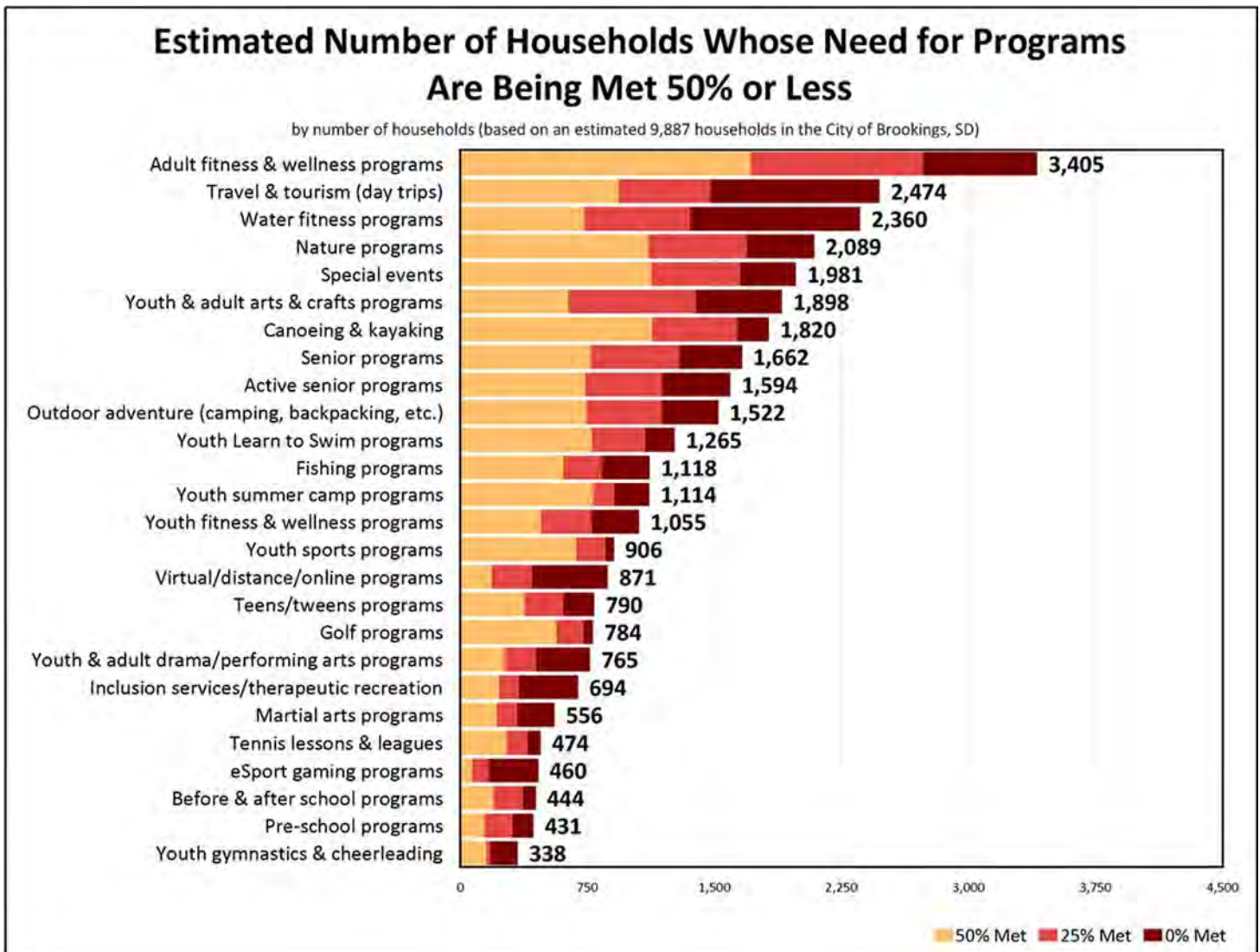


Figure 5

Program and Activity Needs and Priorities



Program Importance. In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents placed on each one. Based on the sum of respondents' top four choices, the most valuable programs to residents were:

- adult fitness and wellness programs (32%),
- nature programs (21%),
- youth learn to swim programs (18%), and
- water fitness programs (16%).

The percentage of residents who selected each program as one of their top four choices is depicted in Figure 6 below.

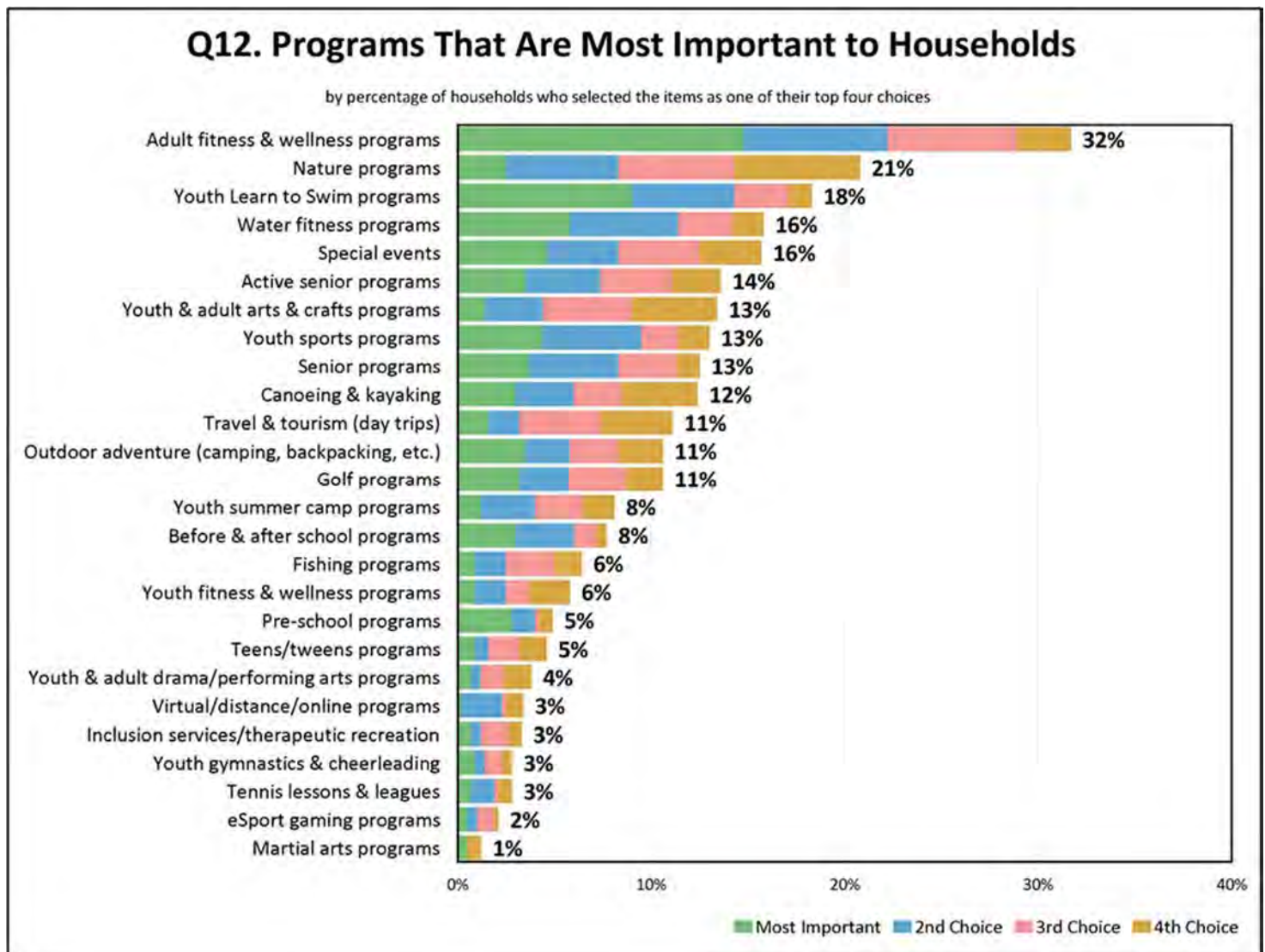


Figure 6

Program and Activity Needs and Priorities



Priorities for Program Investments. Details regarding the methodology for this analysis are provided above on Page vi and in Section 3 of the Findings Report. Based on the Priority Investment Rating (PIR), the five programs were rated as high priorities for investment are listed below.

- Adult Fitness and Wellness Programs (PIR=200.0)
- Nature Programs (PIR=127.0)
- Water Fitness Programs (PIR=119.2)
- Special Events (PIR=107.7)
- Travel and Tourism/Day Trips (PIR=107.7)

Figure 7 below shows the PIR for each program that was rated.

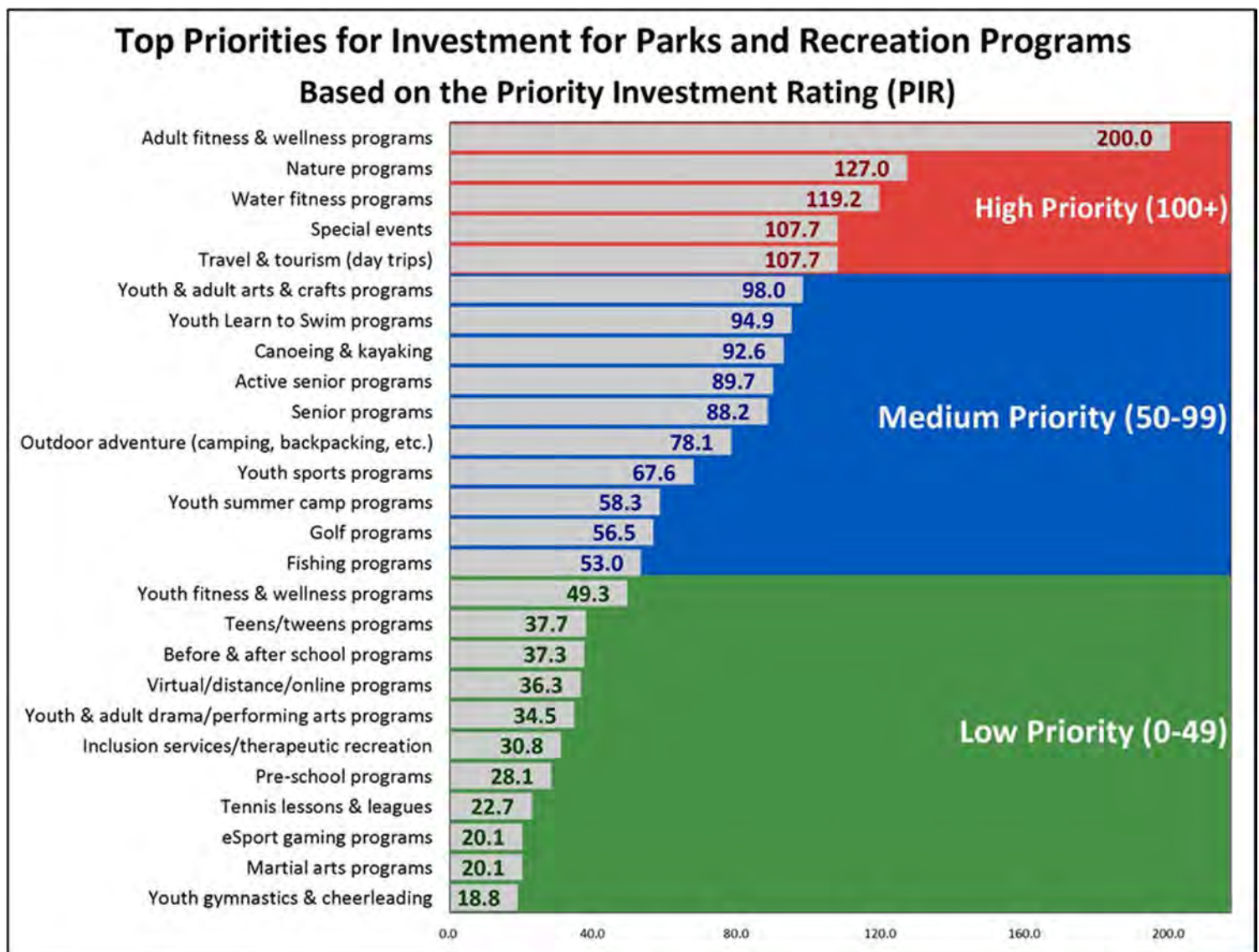


Figure 7

Additional Findings



Organizations Used for Indoor/Outdoor Recreation Activities. From a list of eleven (11) organizations available for indoor/outdoor recreation activity use, respondent households were asked what organizations they have used during the last 12-months. The top three organizations, that the highest percentage of respondents have visited in the last 12-months, are:

- Brookings Parks, and Forestry Department (57%),
- churches (44%), and
- South Dakota State University (38%).

The two organizations used by the least percentage of residents are the Boys and Girls Club (12%) and homeowners associations/apartment complex (7%).

Methods Residents Use to Learn About Programs and Services. Residents surveyed were given fourteen (14) methods of communication used for residents to learn about Brookings Parks, Recreation, and Forestry Department programs and services. The top three methods of communication, that the highest percentage of respondents use most to learn about programs and services, are:

- from friends and neighbors (56%),
- newspaper articles (47%), and
- the website (44%).

The four methods used by the least percentage of respondents are: the monthly eNewsletter (3%), Instagram (1%), NextDoor (3%), and Twitter (2%). **The methods that residents indicated are their most preferred ways to learn about programs and services**, based on the sum of respondents' top three choices, are:

- by the website (41%),
- Department program guide (35%),
- newspaper articles (34%), and
- Facebook (34%).

Barriers to Facility and/or Program Use/Participation. From a list of twenty-one (21) potential reasons, respondent households were asked to indicate the reasons that deter them from using parks, recreation facilities, or programs that are offered by Brookings Parks, Recreation, and Forestry more often. The top four reasons/barriers given, by residents, were:

- I do not know what is being offered (24%),
- we are too busy (19%),
- program or facility is not offered (15%), and
- program times are not convenient (12%).

Twenty-seven percent (27%) of residents surveyed responded that *nothing* deters them/their household from participating in or using parks/recreation facilities or programs.

Additional Findings



Program Costs. Residents surveyed were asked to indicate their opinion about what percent of Brookings Parks, Recreation, and Forestry Department program costs should be paid by taxes and what percentage should be paid by user fees. The table below shows the sum percentage of residents that indicated program costs should be paid by 25% to 100% of taxes. The top three programs, that residents think costs should be paid by a percentage (25%-100%) of taxes, are:

- programs for special populations/disabled (95%),
- programs for low-income residents (94%), and
- learn to swim programs (91%).

The top three programs, that residents think costs should be paid by a percentage (25%-100%) of user fees, are:

- adult sports programs (96%),
- adult classes such as exercise, arts, dance, etc. (96%), and
- field rentals for adult sports tournaments (95%).

Program Costs Paid With 25% to 100% of Taxes		Program Costs Paid With 25% to 100% of User Fees	
Programs for special populations/disabled	94.6%	Adult sports programs	96.3%
Programs for low-income residents	93.7%	Adult classes (exercise, arts, dance, etc.)	96.2%
Learn to swim programs	91.4%	Field rentals for adult sports tournaments	94.8%
Youth sports programs	91.4%	Special events & festivals	90.9%
Youth classes (arts, dance, etc.)	90.1%	Field rentals for youth sports tournaments	90.6%
Youth camps	89.9%	Senior adult classes	89.6%
Senior adult classes	81.6%	Youth camps	89.0%
Field rentals for youth sports tournaments	80.6%	Youth classes (arts, dance, etc.)	88.1%
Special events & festivals	80.3%	Youth sports programs	84.5%
Adult sports programs	69.9%	Learn to swim programs	69.6%
Adult classes (exercise, arts, dance, etc.)	66.9%	Programs for low-income residents	61.1%
Field rentals for adult sports tournaments	64.8%	Programs for special populations/disabled	50.1%

Additional Findings



Potential Improvements. Residents were asked to give their opinion on how much they would support actions that Brookings Parks could take to improve the Parks and Recreation system. The actions with the highest levels of support, based on the sum of *very supportive* and *somewhat supportive* responses by residents *who had an opinion*, are listed below.

- Improve existing paved walking and biking trails (82%)
- Improve existing small neighborhood parks (80%)
- Improve existing large community parks (80%)

The potential actions that are most important to residents, based on the sum of respondents' top three choices, are: improve existing paved walking and biking trails (33%), develop new trails that connect to existing trails (29%), and develop a new indoor recreation center (25%).

Improvement Funding. The level of support that households have for potential funding mechanisms that could be used to pay for improvements are listed below. Based on the sum of *very supportive* and *somewhat supportive* responses, the top three potential funding mechanisms residents support to pay for improvements, are:

- program user fees for recreational programs (71%),
- enterprise operations (68%), and
- hotel tax (66%).

The potential funding mechanisms that residents most support, based on the sum of respondents' top three choices, are a hotel tax (41%) and program user fees for recreational programs (39%).

Funding Priorities. Residents were asked to give their opinion on how to budget and allocate funds among categories of funding that were listed. If residents were given \$100 (hypothetically), based on survey results, how they would prioritize funding is listed below.

- \$27.69 for *developing indoor facilities.*
- \$21.53 for *constructing new walking and biking trails and to improve existing trails where needed.*
- \$14.50 for *improving existing neighborhood and community parks.*
- \$12.89 for *improving existing outdoor facilities.*
- \$12.54 for *acquiring new parkland and open space for parks.*
- \$10.85 for *developing additional outdoor facilities.*

Conclusions



Recommendations

To ensure that the City of Brookings continues to meet the needs and expectations of the community, ETC Institute recommends that the Parks and Recreation Department sustain and/or improve the performance in the areas that were rated as high priorities, as indicated by the Priority Investment Rating (PIR).

The facilities and programs with the highest PIR ratings are listed below.



Facility Priority Investments

1. Walking/Hiking Trails (PIR=155.7)
2. Indoor Swimming Pools/Leisure Pool (PIR=136.6)
3. Indoor Running/Walking Track (PIR=119.5)
4. Paved Bike Trails (PIR=114.7)
5. Natural Areas and Wildlife Habitats (PIR=108.6)



Program Priority Investments

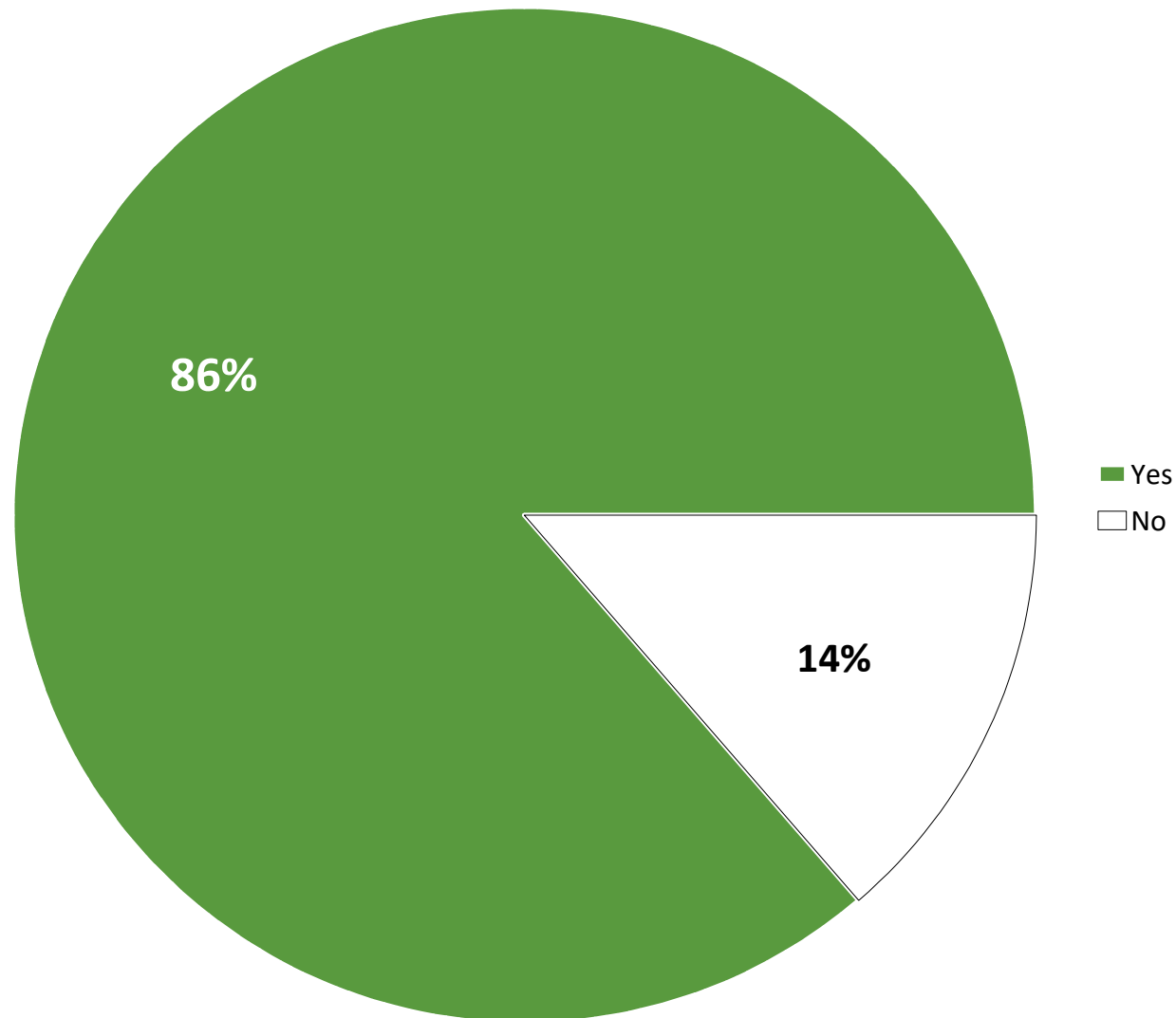
1. Adult Fitness and Wellness Programs (PIR=200.0)
2. Nature Programs (PIR=127.0)
3. Water Fitness Programs (PIR=119.2)
4. Special Events (PIR=107.7)
5. Travel and Tourism/Day Trips (PIR=107.7)

1

Overall Results

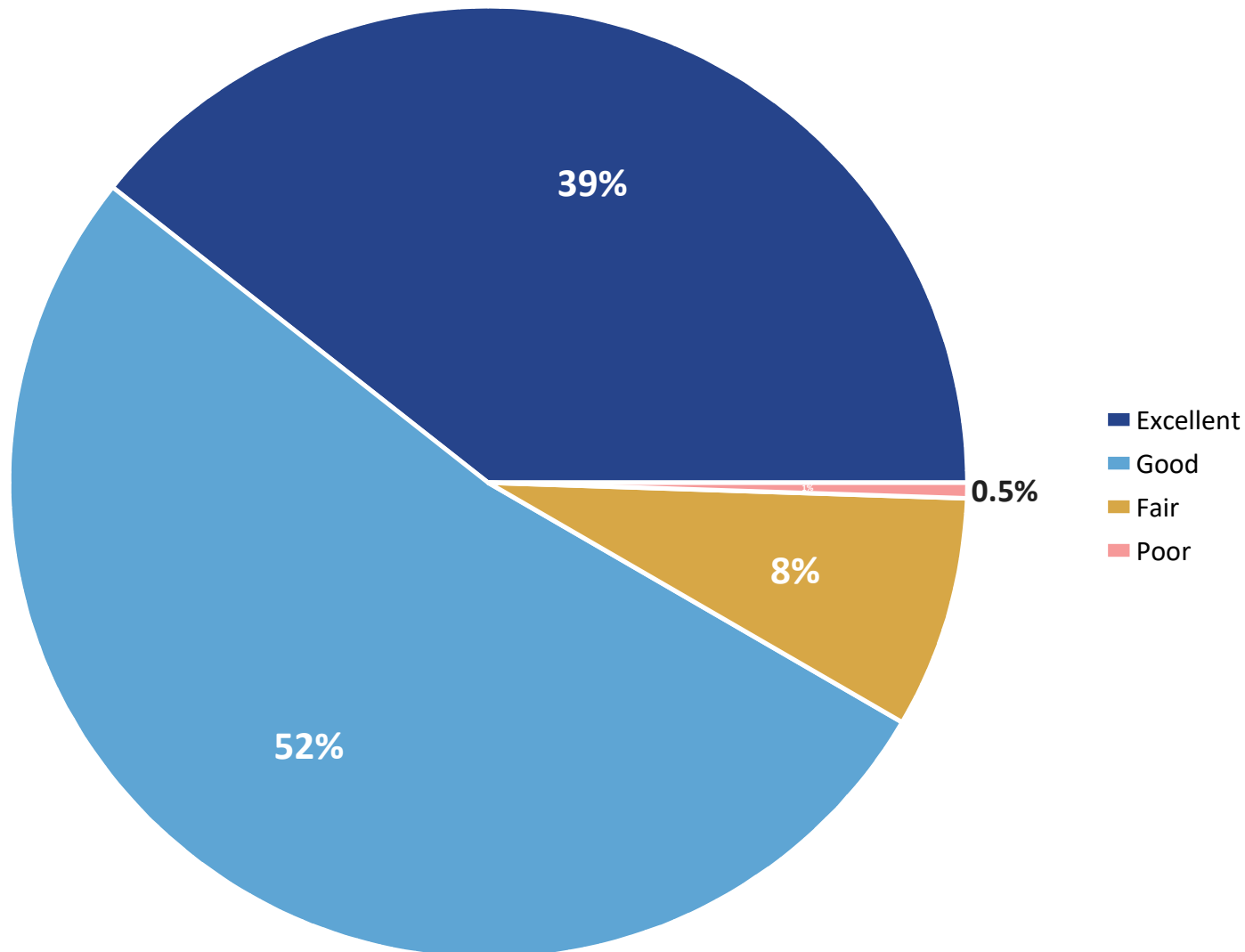
Q1. In the last 12 months, have you or other members of your household used any parks or facilities offered by the Brookings Parks, Recreation and Forestry Department?

by percentage of respondents



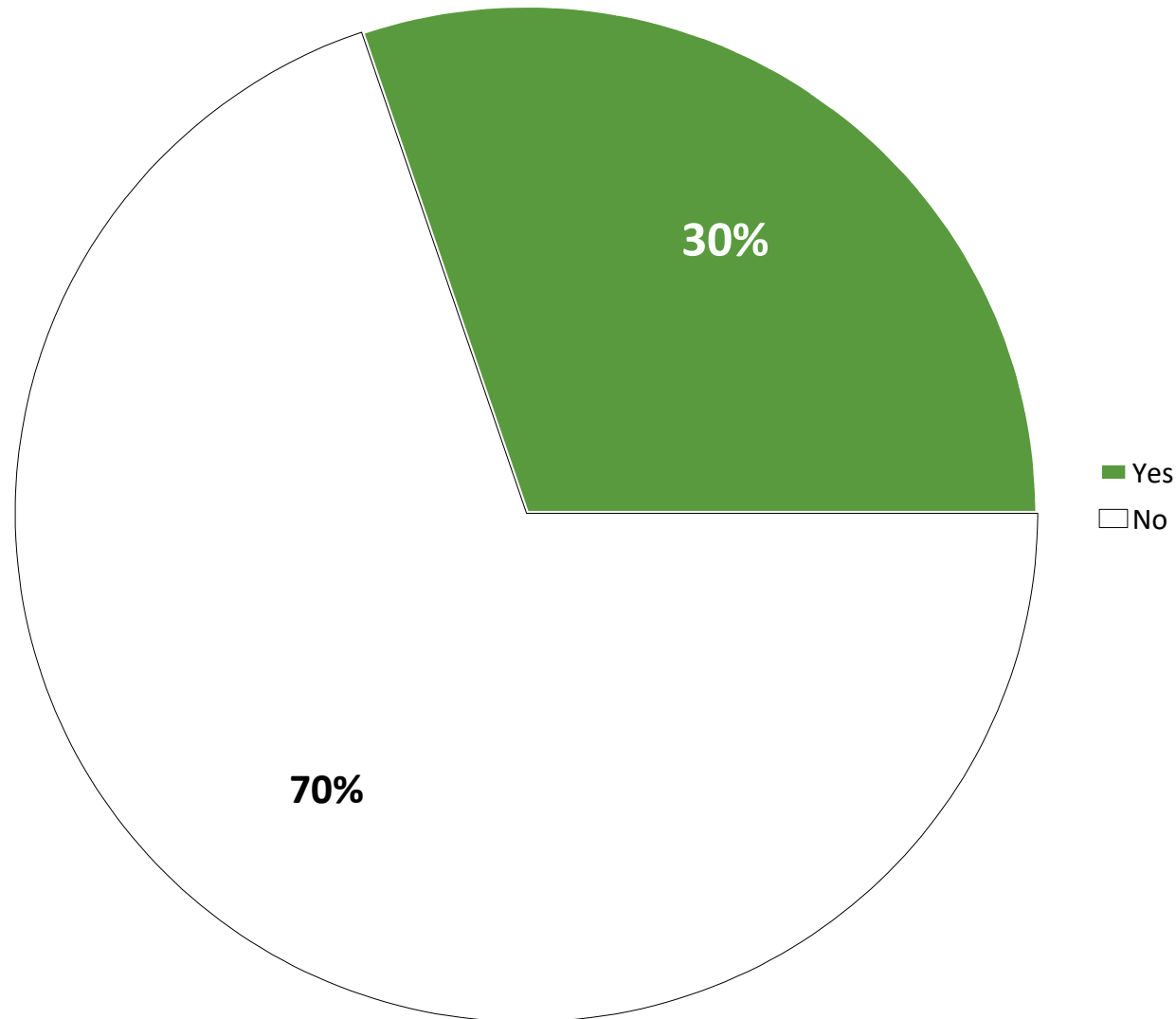
Q1a. How would you rate the overall quality of parks or facilities that you and members of your household have used?

by percentage of respondents who have used parks or facilities offered by the Brookings Parks, Recreation and Forestry Department in the last 12-months



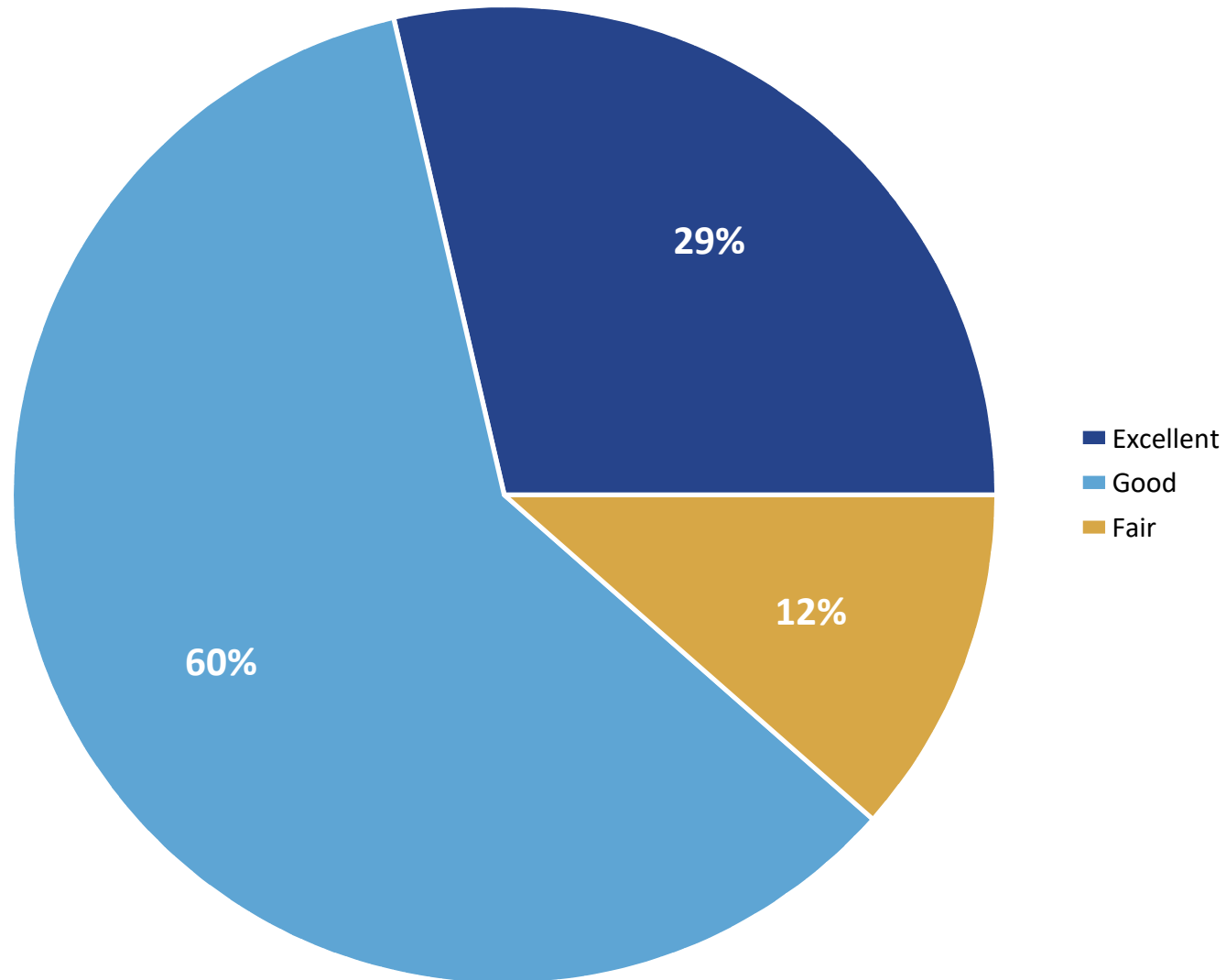
Q2. In the last 24 months, have you or other members of your household participated in any recreation programs offered by the Parks, Recreation and Forestry Department?

by percentage of respondents



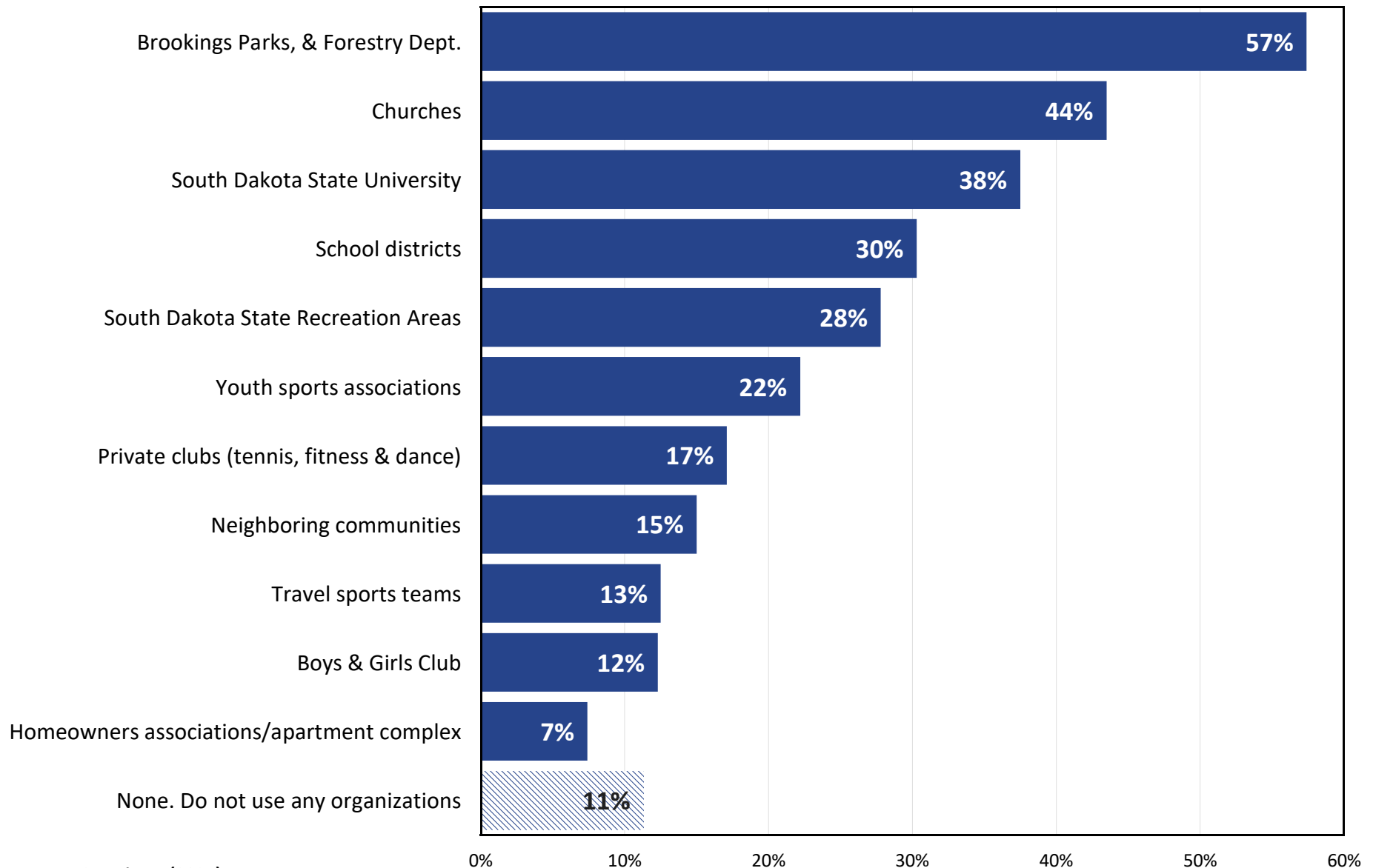
Q2a. How would you rate the overall quality of programs that you and members of your household have participated in?

by percentage of respondents who have participated in any recreation program(s) offered by the Brookings Parks, Recreation and Forestry Department in the last 24-months



Q3. Organizations that households have used for indoor and outdoor recreation activities during the last 12 months.

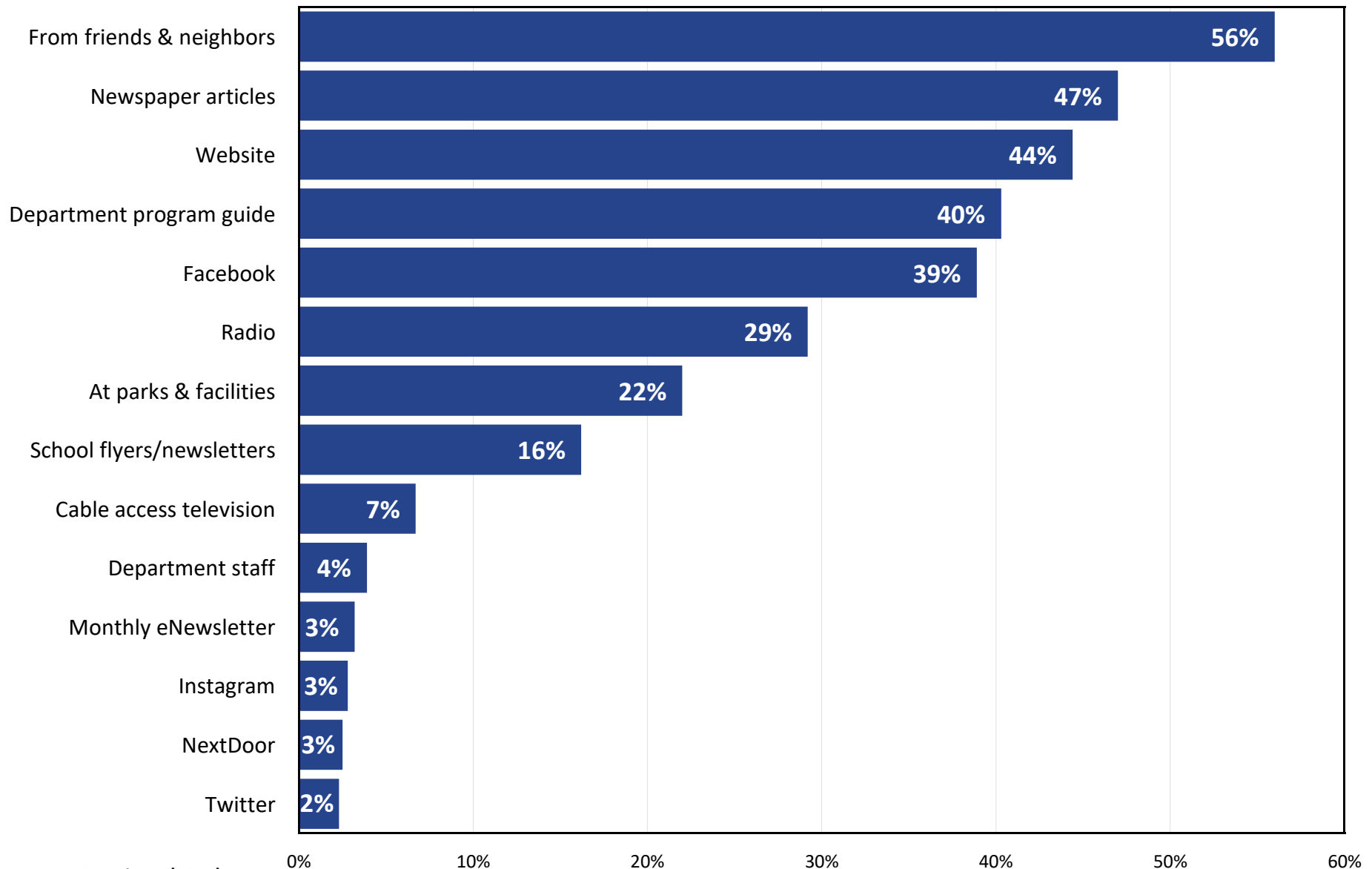
by percentage of respondents (multiple choices could be selected)



Source: ETC Institute (2021)

Q4. Ways Residents Learn About Brookings Parks, Recreation, and Forestry Department Programs and Services.

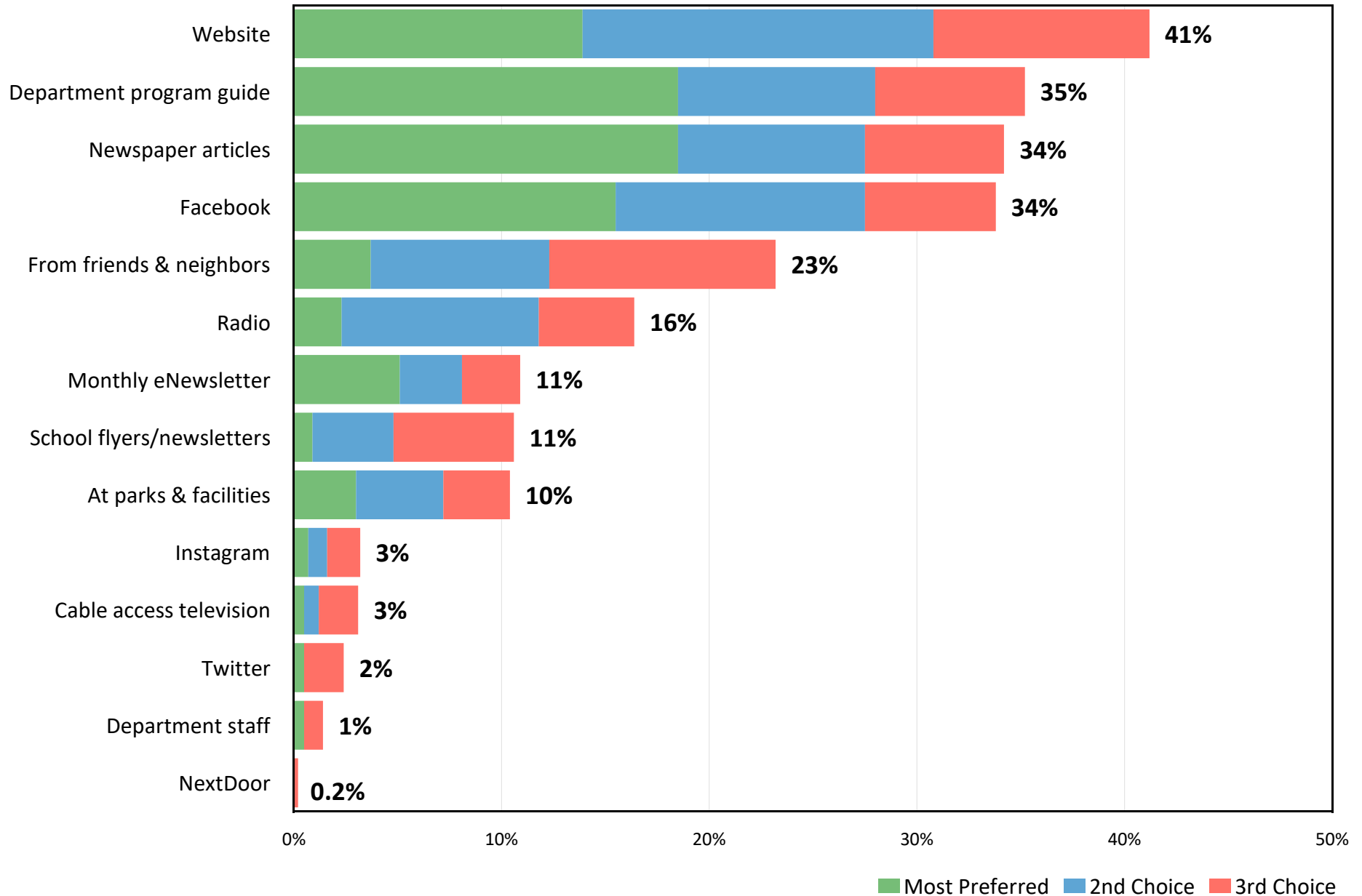
by percentage of respondents (multiple choices could be selected)



Source: ETC Institute (2021)

Q5. Residents Preferred Ways to Learn About Programs and Services

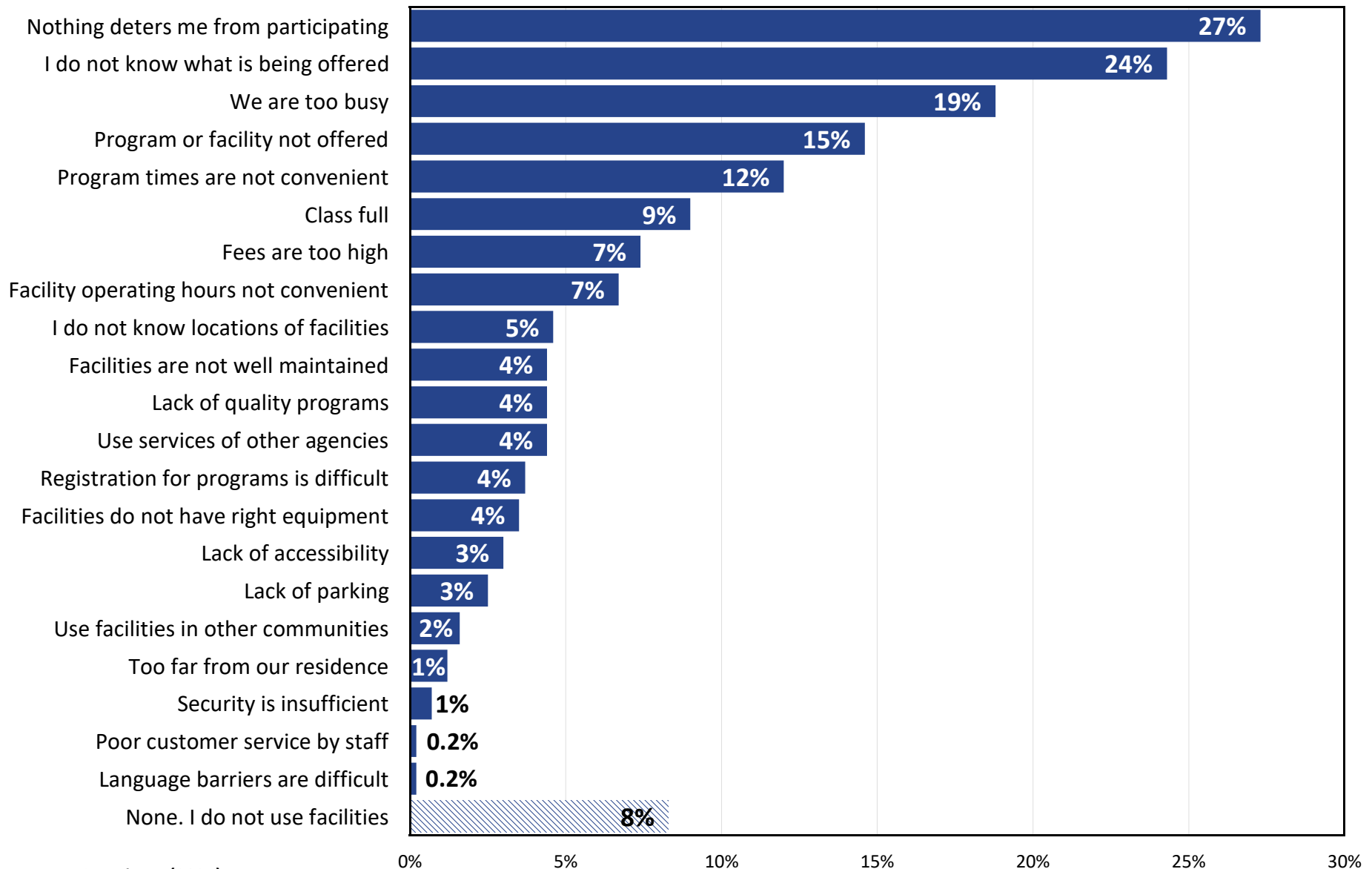
by percentage of households who selected the items as one of their top three choices



Source: ETC Institute (2021)

Q6. Reasons That Deter Households From Using Parks, Recreation Facilities or Programs of Brookings Parks, Recreation and Forestry More Often

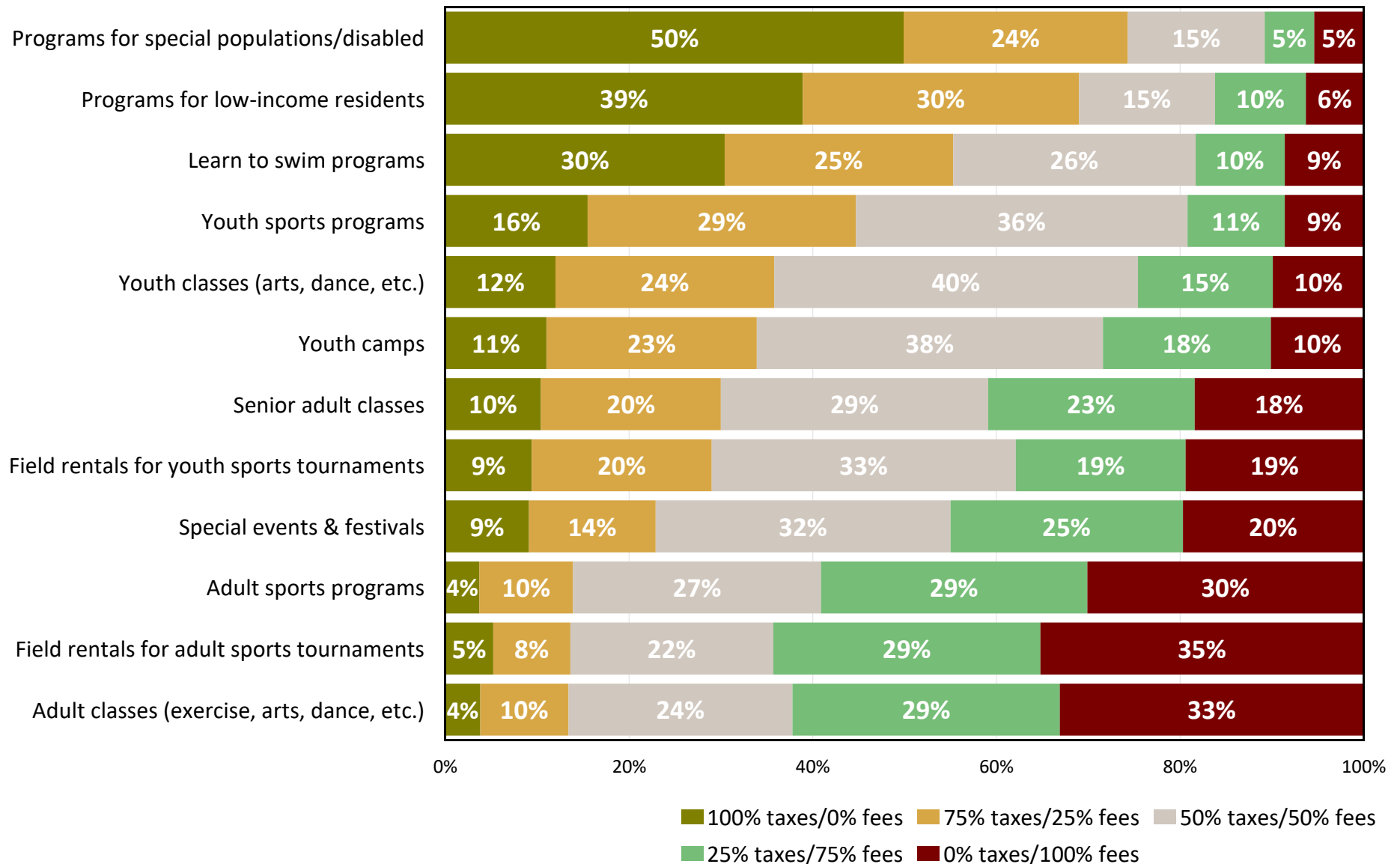
by percentage of respondents (multiple choices could be selected)



Source: ETC Institute (2021)

Q7. What percent of Brookings Parks, Recreation and Forestry Department program costs should be paid by taxes and what percent by user fees?

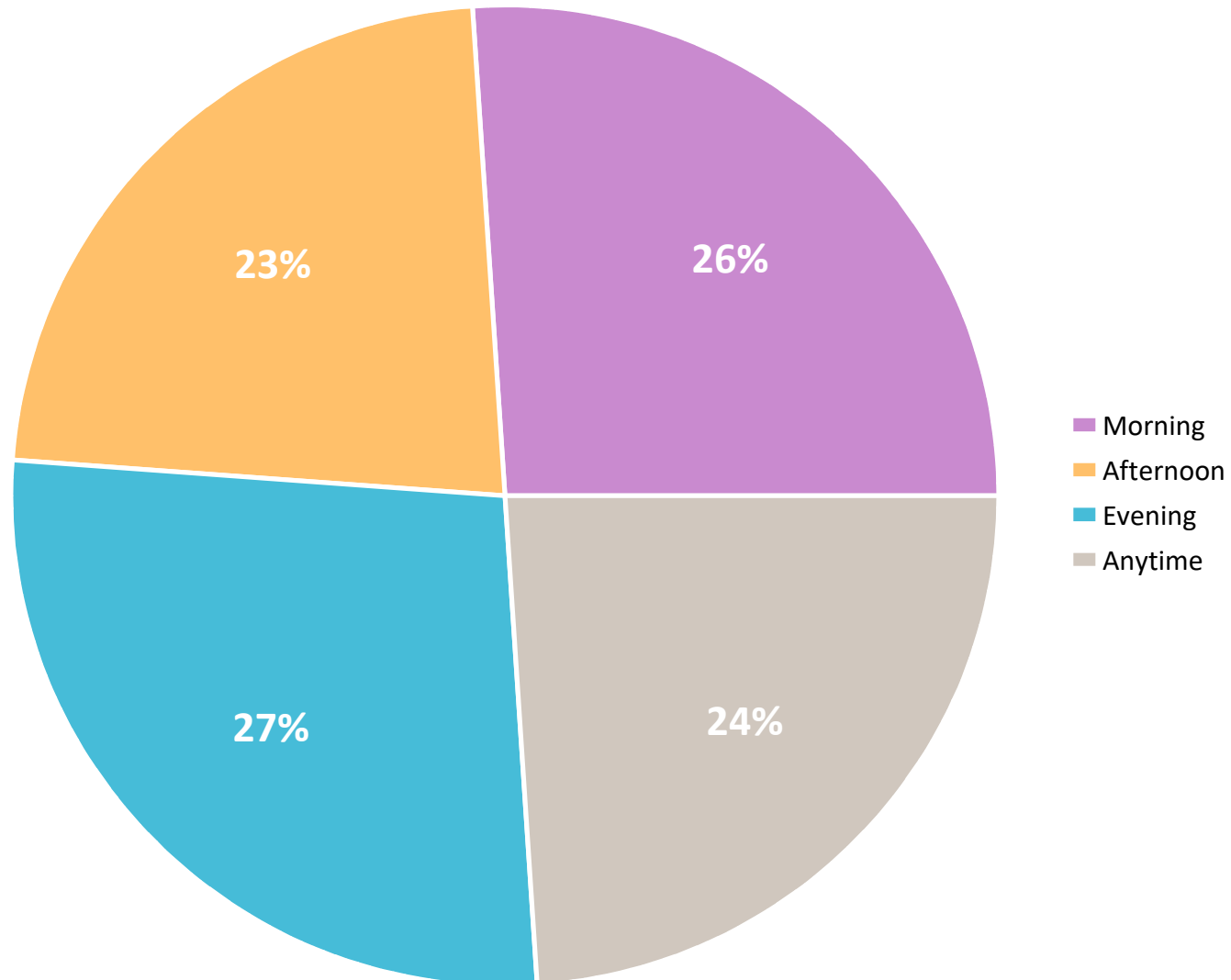
by percentage of respondents using a 5-point scale, where 5 means “100% taxes/0% fees” and 1 means “0% taxes/100% fees”
(without “don’t know”)



Source: ETC Institute (2021)

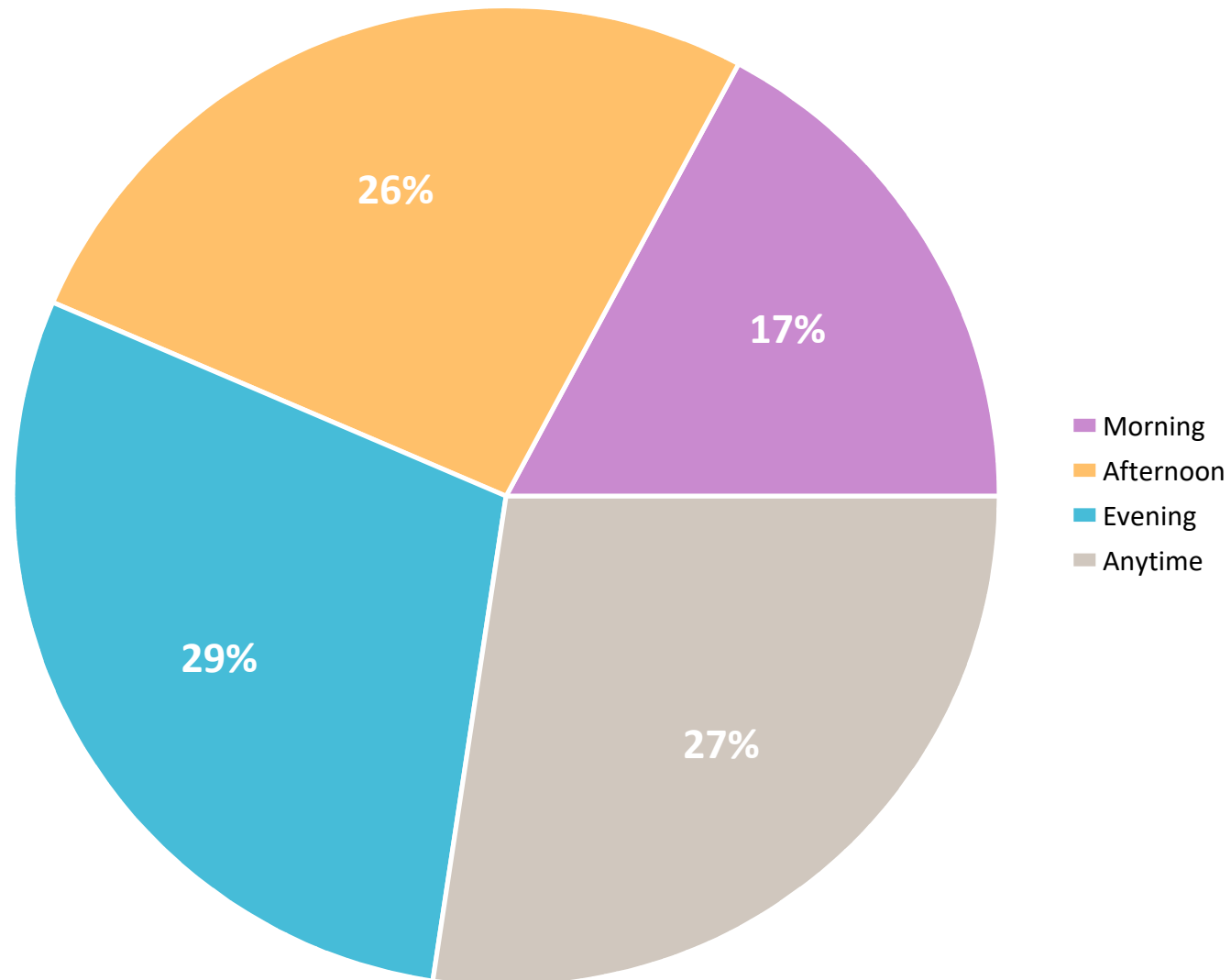
Q8. Preferred Time of Day Children (under the age of 6 years old) Would Prefer to Use Recreation Programs Offered by Brookings Parks, Recreation and Forestry Department

by percentage of respondents with children, under 6 years, living in their household (without "n/a")



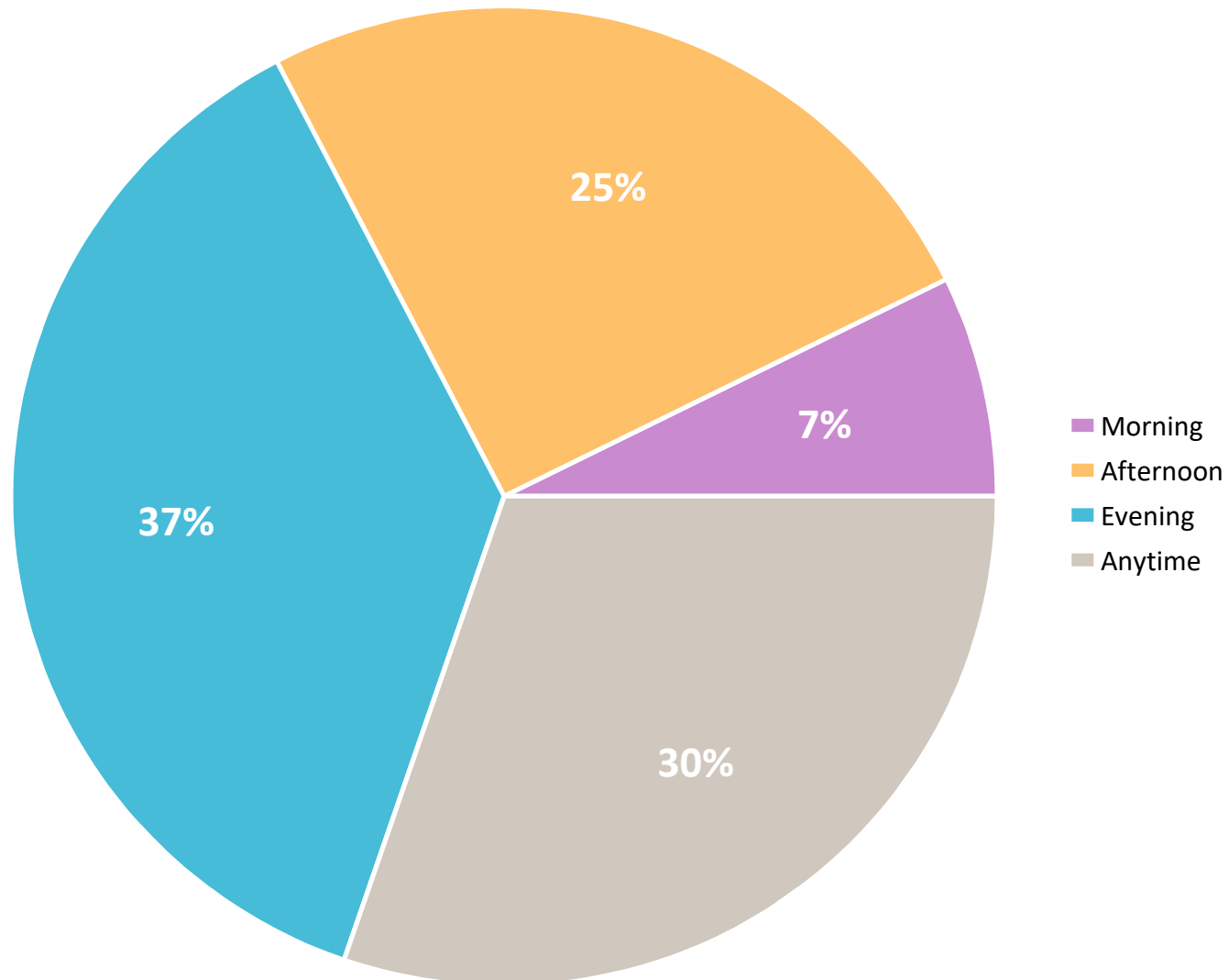
Q8. Preferred Time of Day Youth (6-12 years old) Would Prefer to Use Recreation Programs Offered by Brookings Parks, Recreation and Forestry Department

by percentage of respondents with youth, 6 to 12 years old, living in their household (without "n/a")



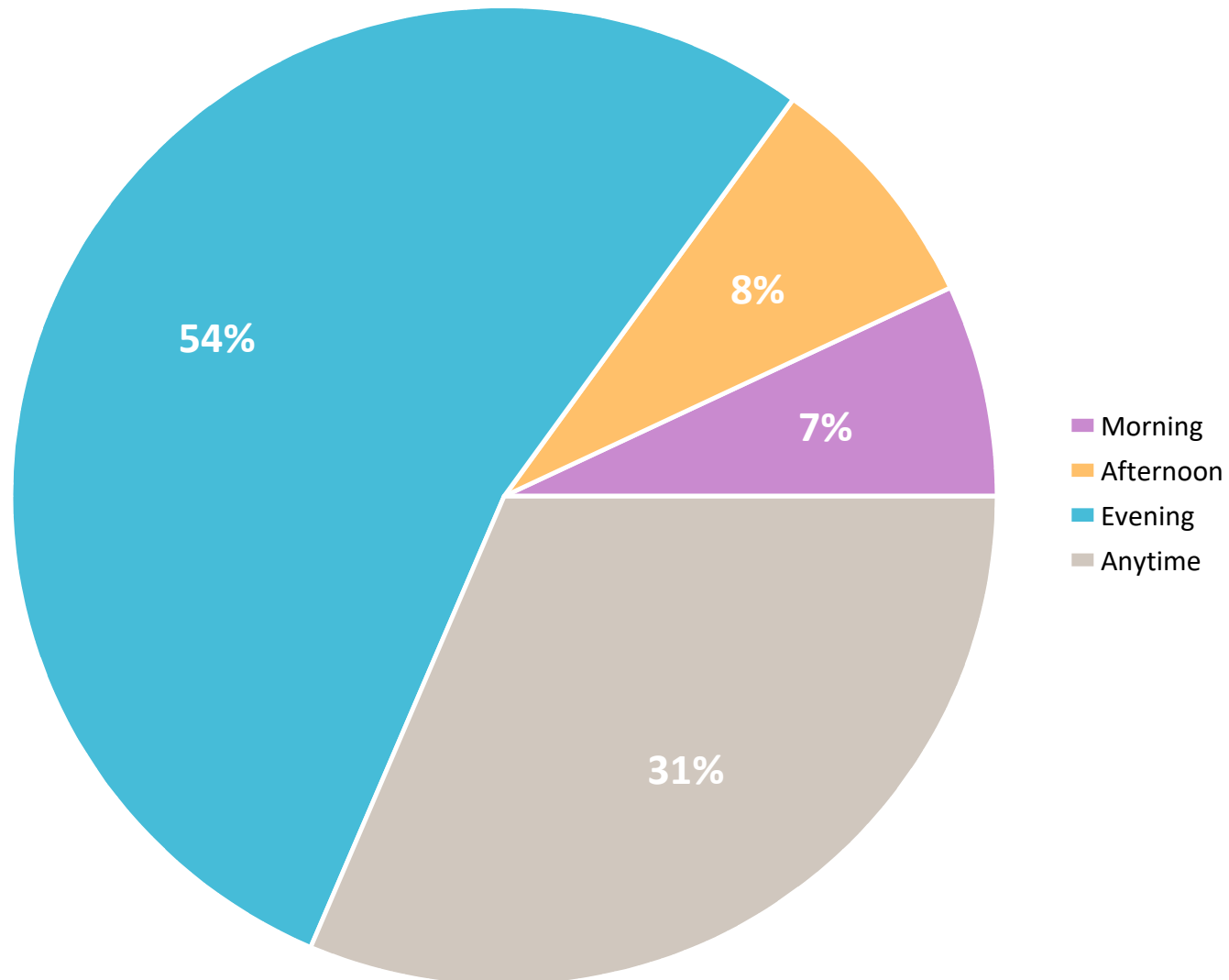
Q8. Preferred Time of Day Teens (13-17 years old) Would Prefer to Use Recreation Programs Offered by Brookings Parks, Recreation and Forestry Department

by percentage of respondents with a teen(s), 13 to 17 years old, living in their household (without "n/a")



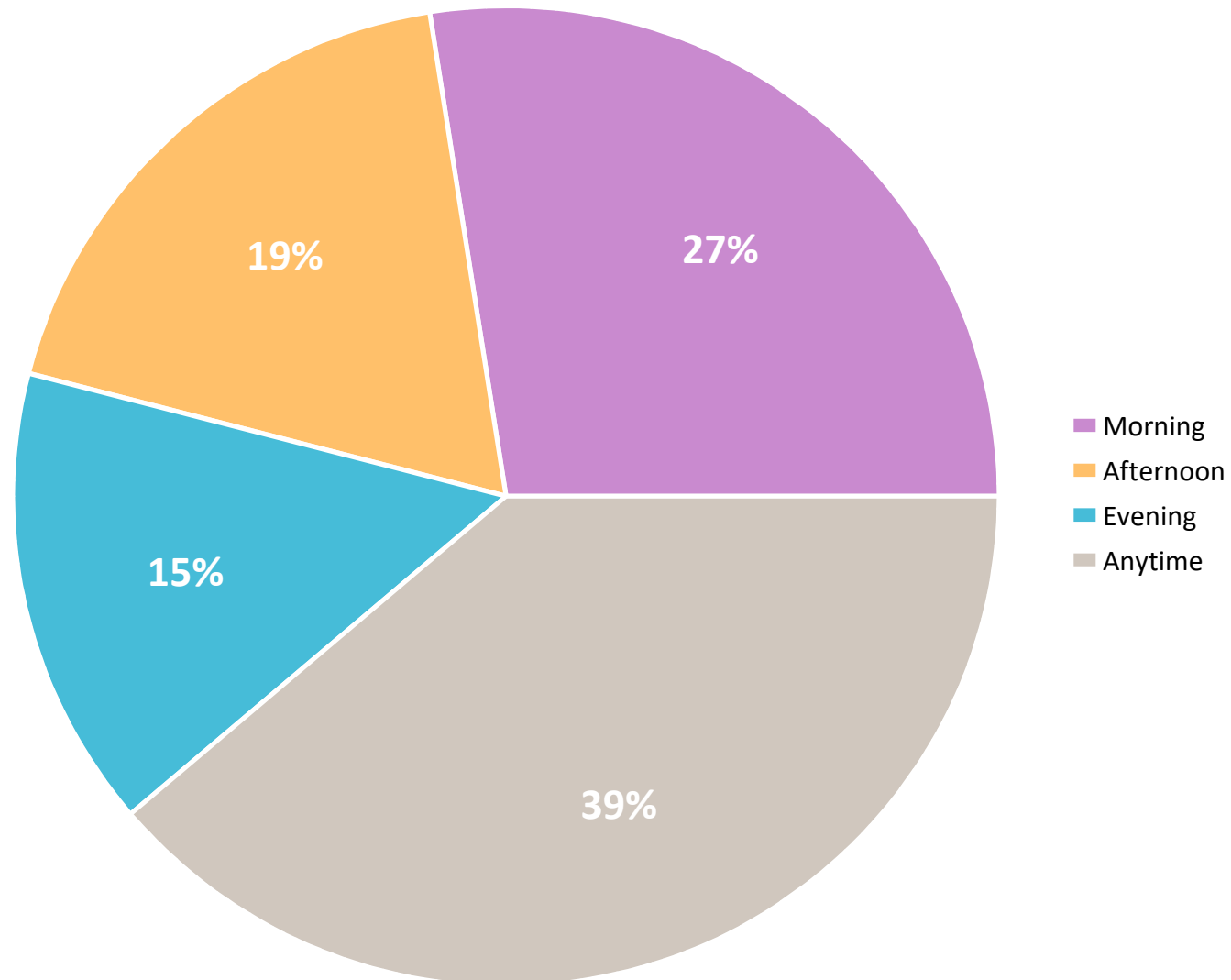
Q8. Preferred Time of Day Adults (18-59 years old) Would Prefer to Use Recreation Programs Offered by Brookings Parks, Recreation and Forestry Department

by percentage of respondents with adults, 18 to 59 years old, living in their household (without "n/a")



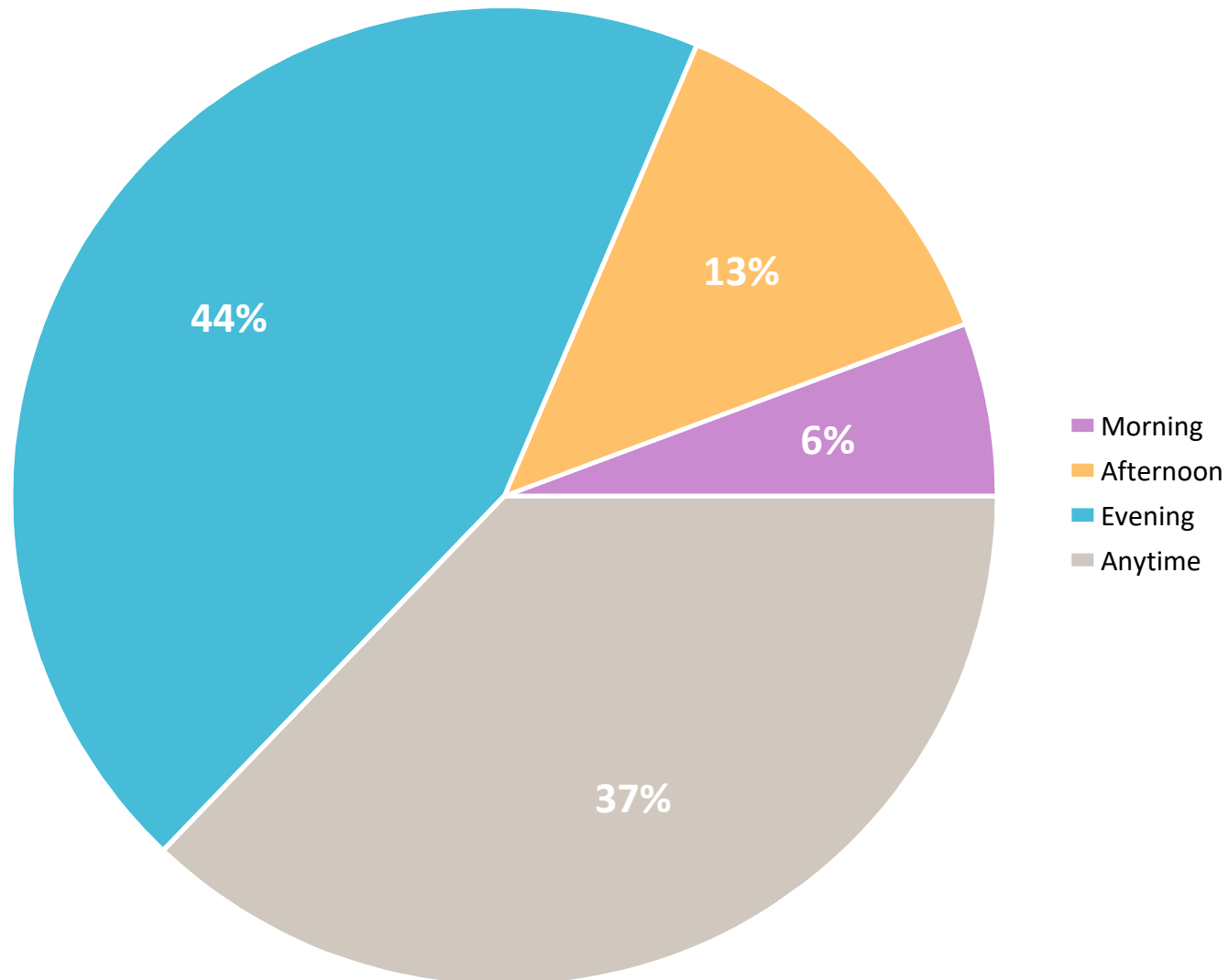
Q8. Preferred Time of Day Older Adults (60 years or older) Would Prefer to Use Recreation Programs Offered by Brookings Parks, Recreation and Forestry Department

by percentage of respondents with older adults, 60 years or older, living in their household (without "n/a")



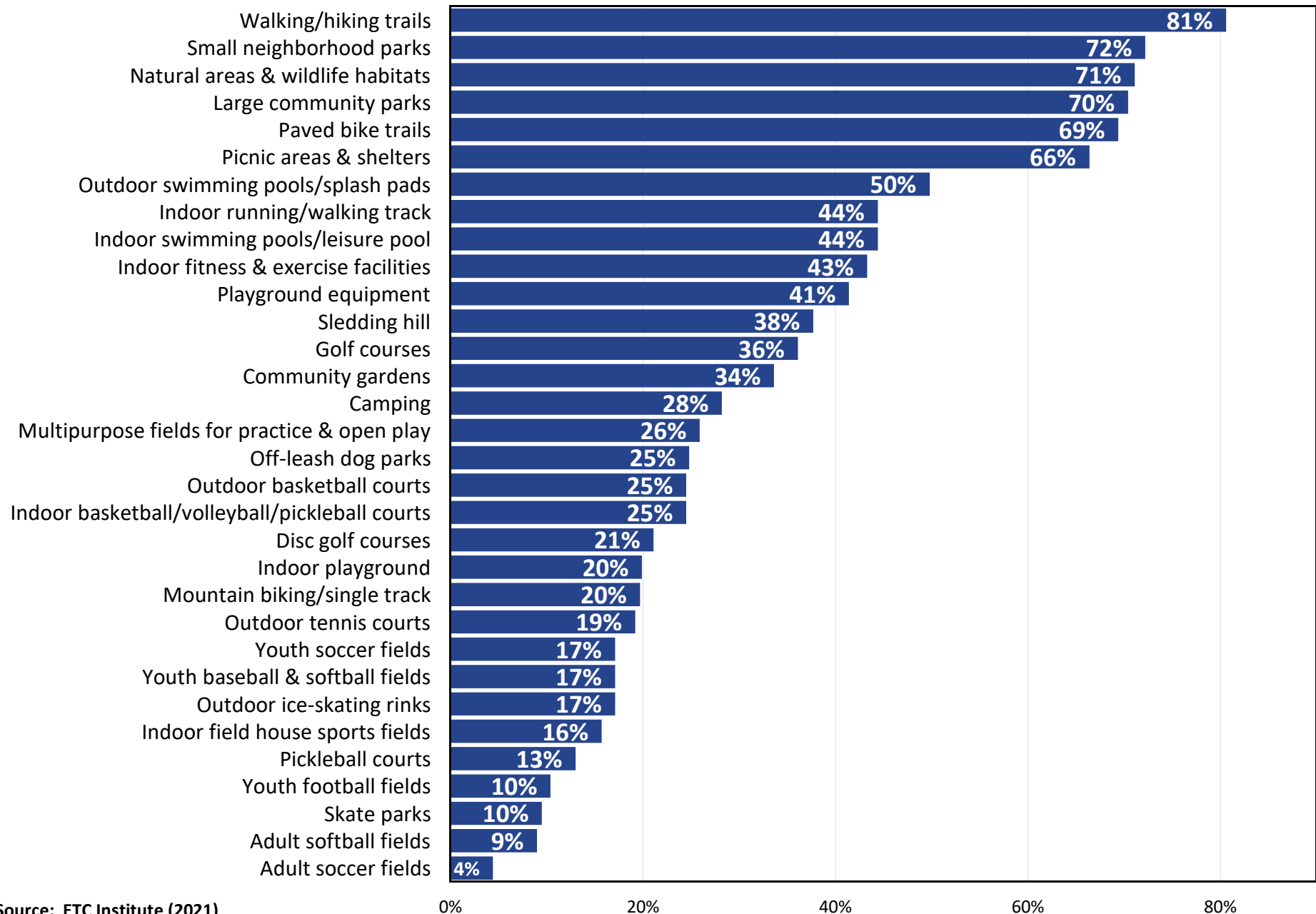
Q8. Preferred Time of Day the Whole Family Would Prefer to Use Recreation Programs Offered by Brookings Parks, Recreation and Forestry Department

by percentage of respondents (without "n/a")



Q9. Households' Need for Parks and Recreation Facilities

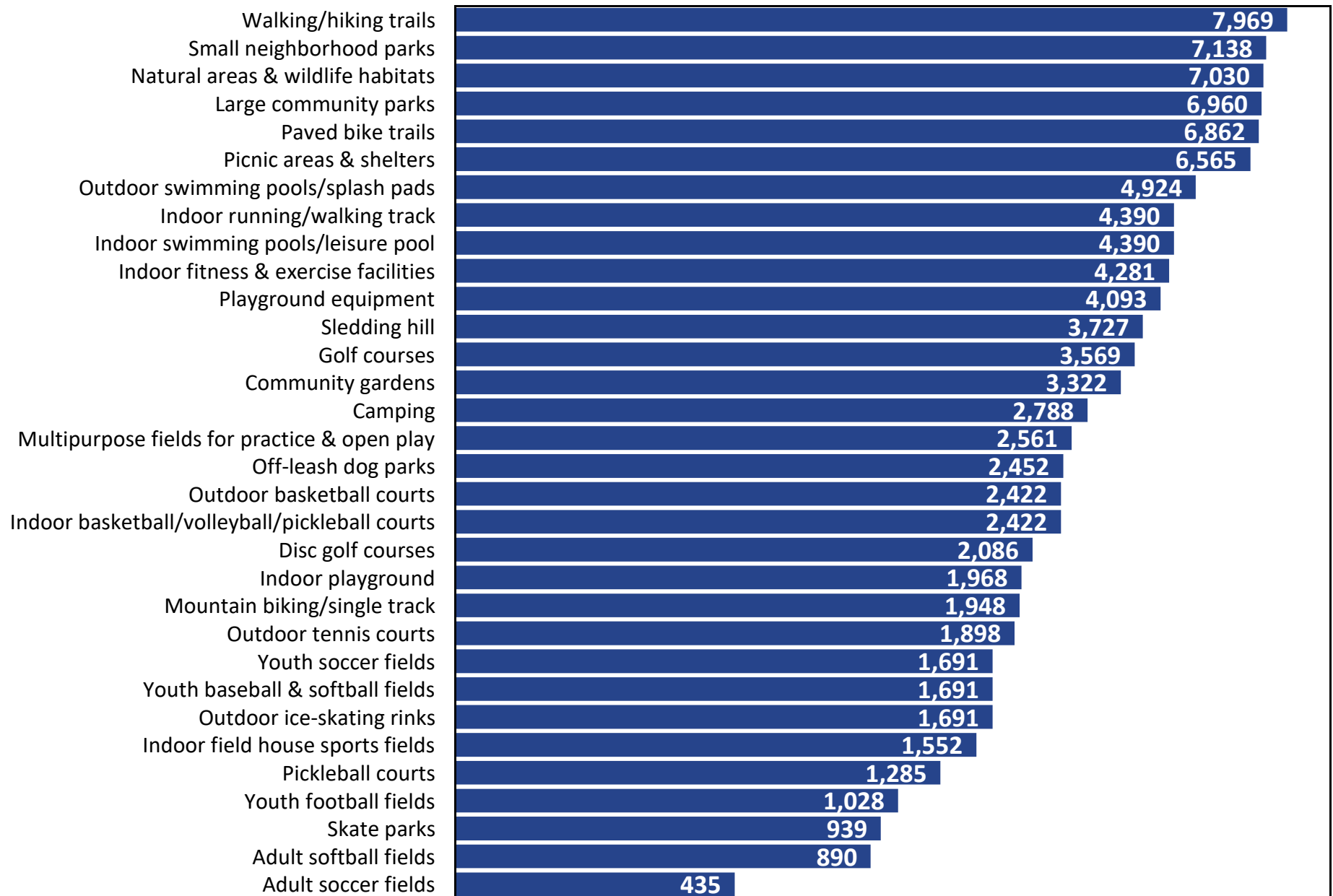
by percentage of respondents that responded "yes" to having a need (multiple choices could be selected)



Source: ETC Institute (2021)

Estimated Number of Households That Have a Need for Facilities

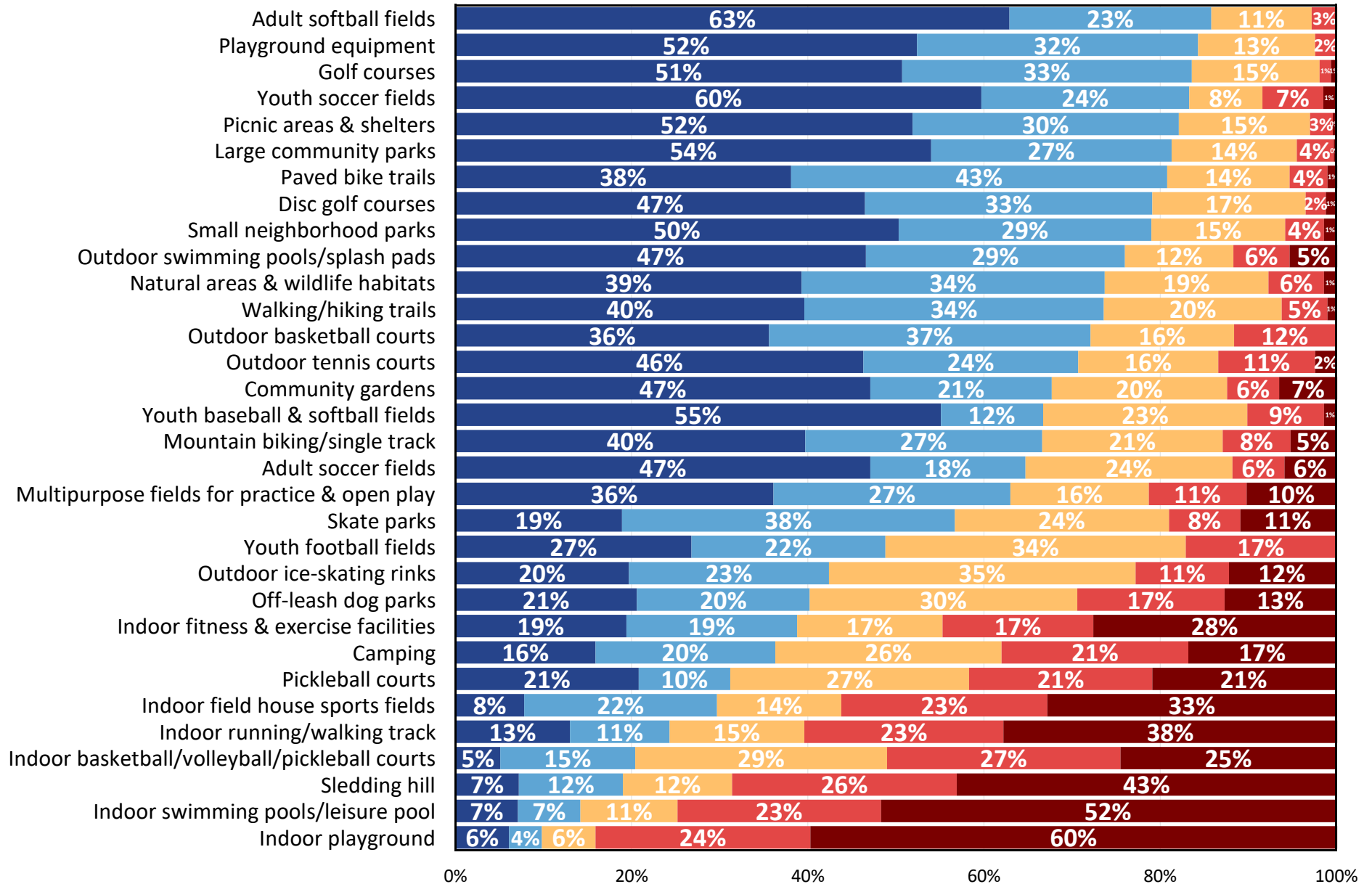
by number of households (based on an estimated 9,887 households in the City of Brookings, SD)



Source: ETC Institute (2021)

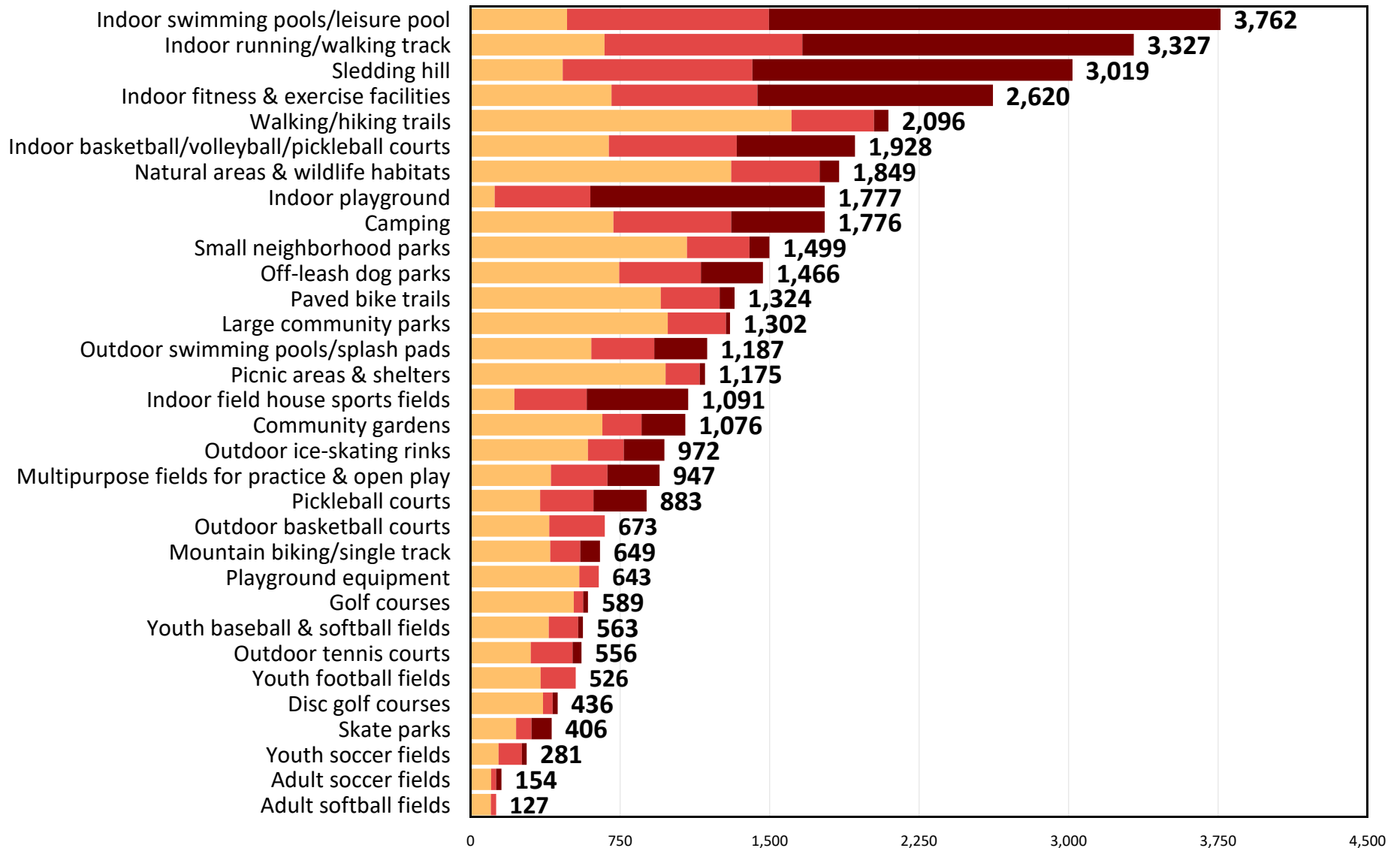
Q9. How Well Households' Need for Facilities Are Being Met

by percentage of respondents, using a 5-point scale, where 5 means "100% Met" and 1 means "0% Met"



Estimated Number of Households Whose Need for Facilities Are Being Met 50% or Less

by number of households (based on an estimated 9,887 households in the City of Brookings, SD)

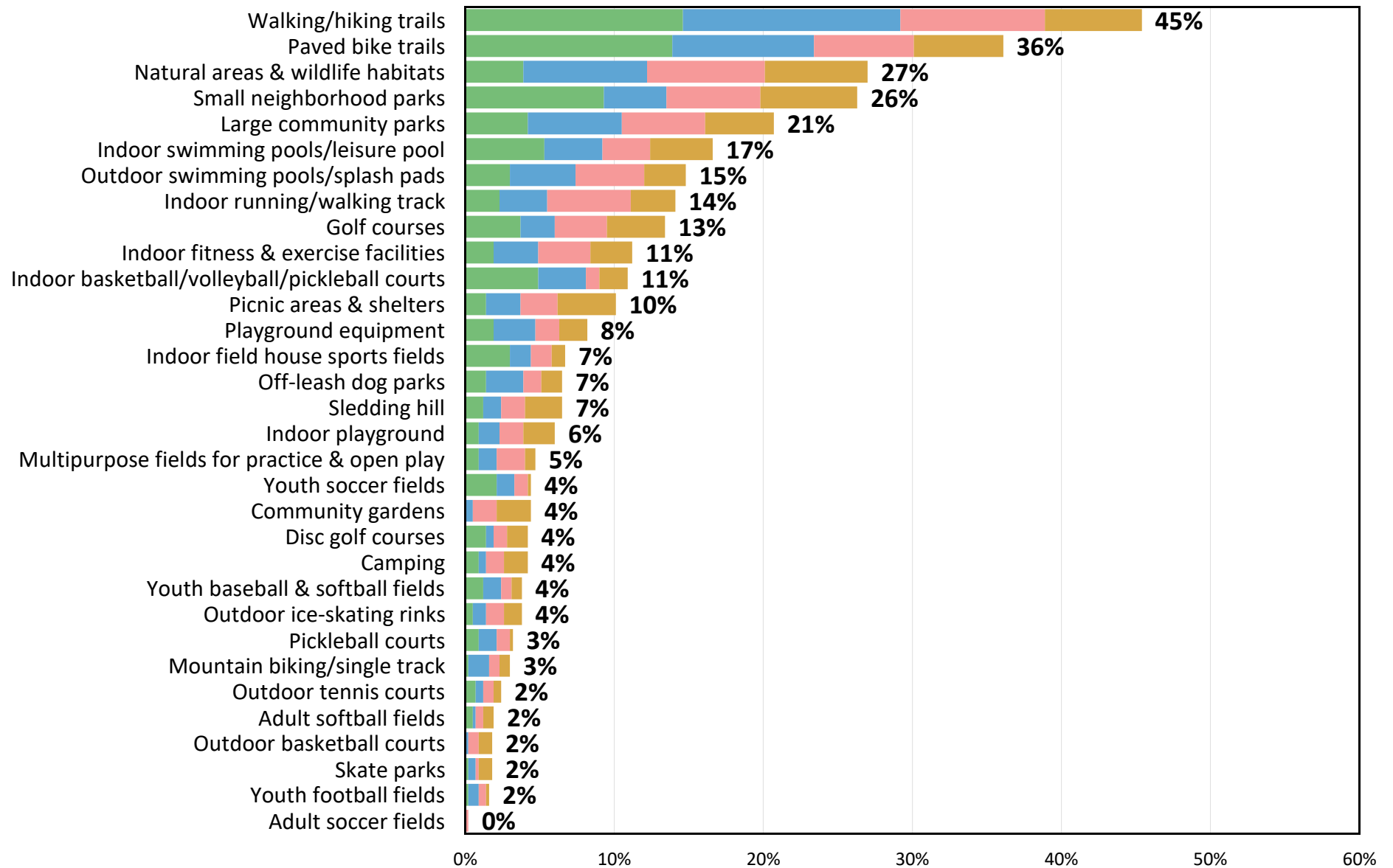


Source: ETC Institute (2021)

50% Met 25% Met 0% Met

Q10. Facilities That Are Most Important to Households

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

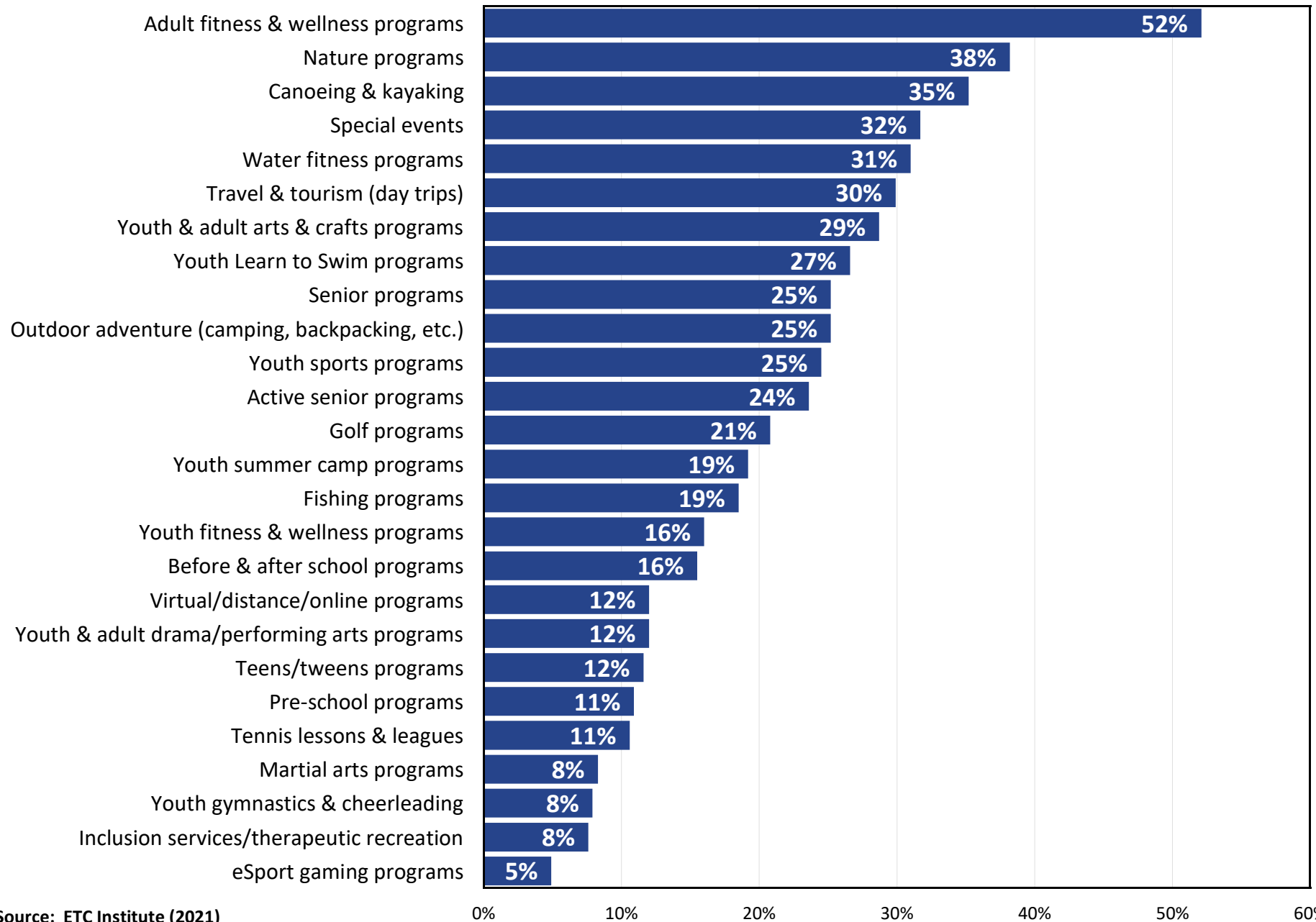


Source: ETC Institute (2021)

Most Important 2nd Choice 3rd Choice 4th Choice

Q11. Households' Need for Parks and Recreation Programs

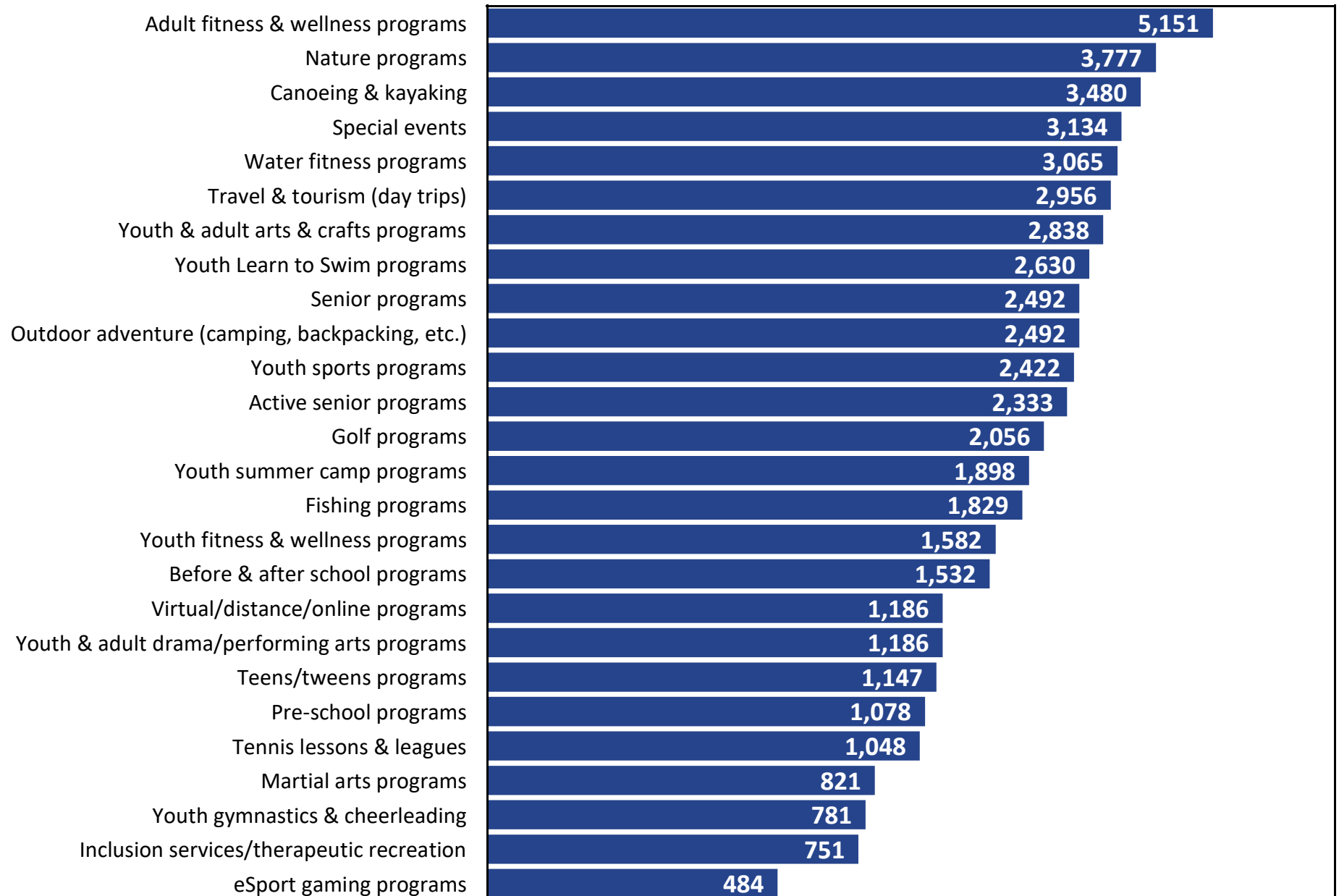
by percentage of respondents that responded "yes" to having a need (multiple choices could be selected)



Source: ETC Institute (2021)

Estimated Number of Households That Have a Need for Programs

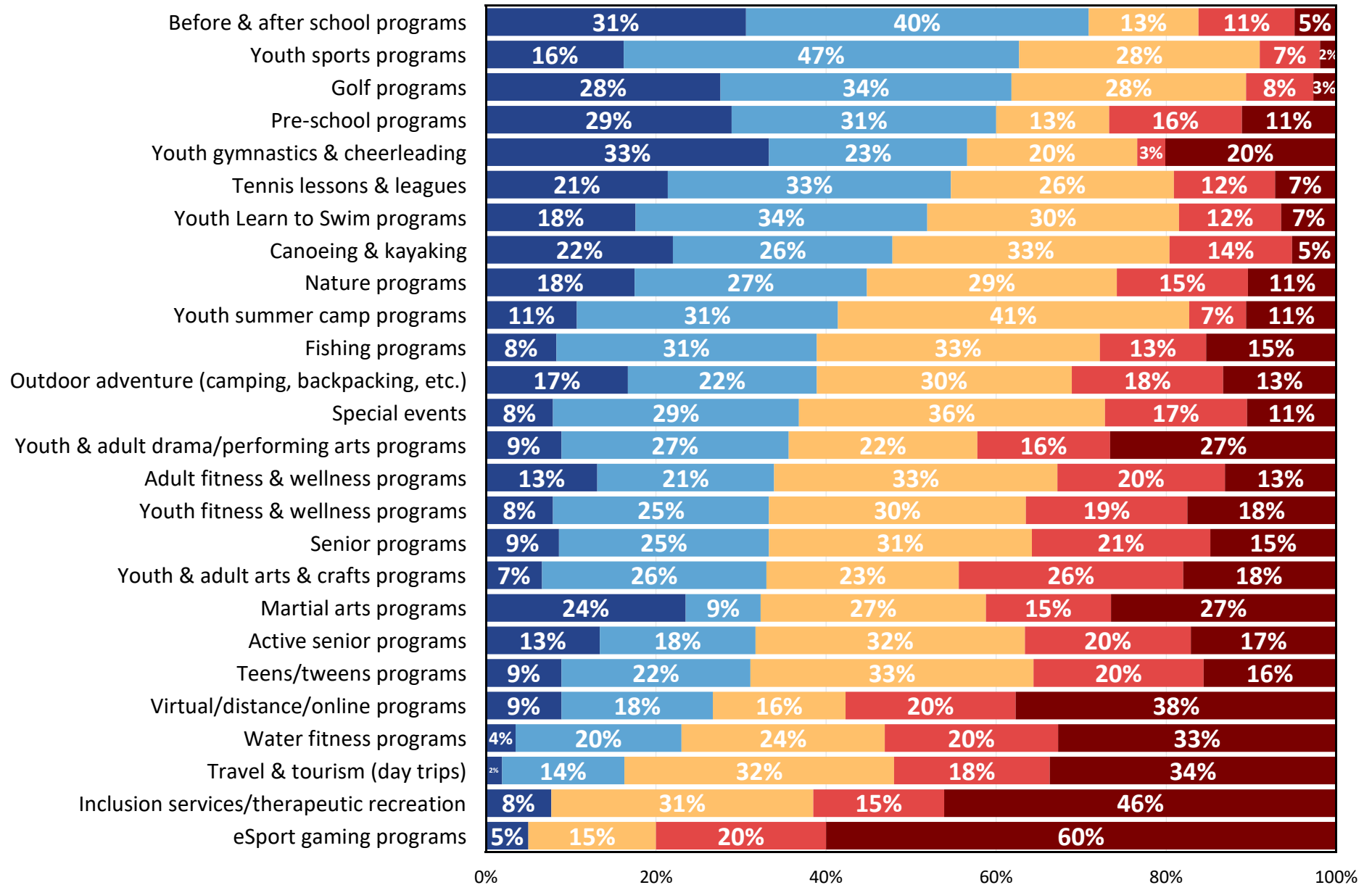
by number of households (based on an estimated 9,887 households in the City of Brookings, SD)



Source: ETC Institute (2021)

Q11. How Well Households' Need for Programs Are Being Met

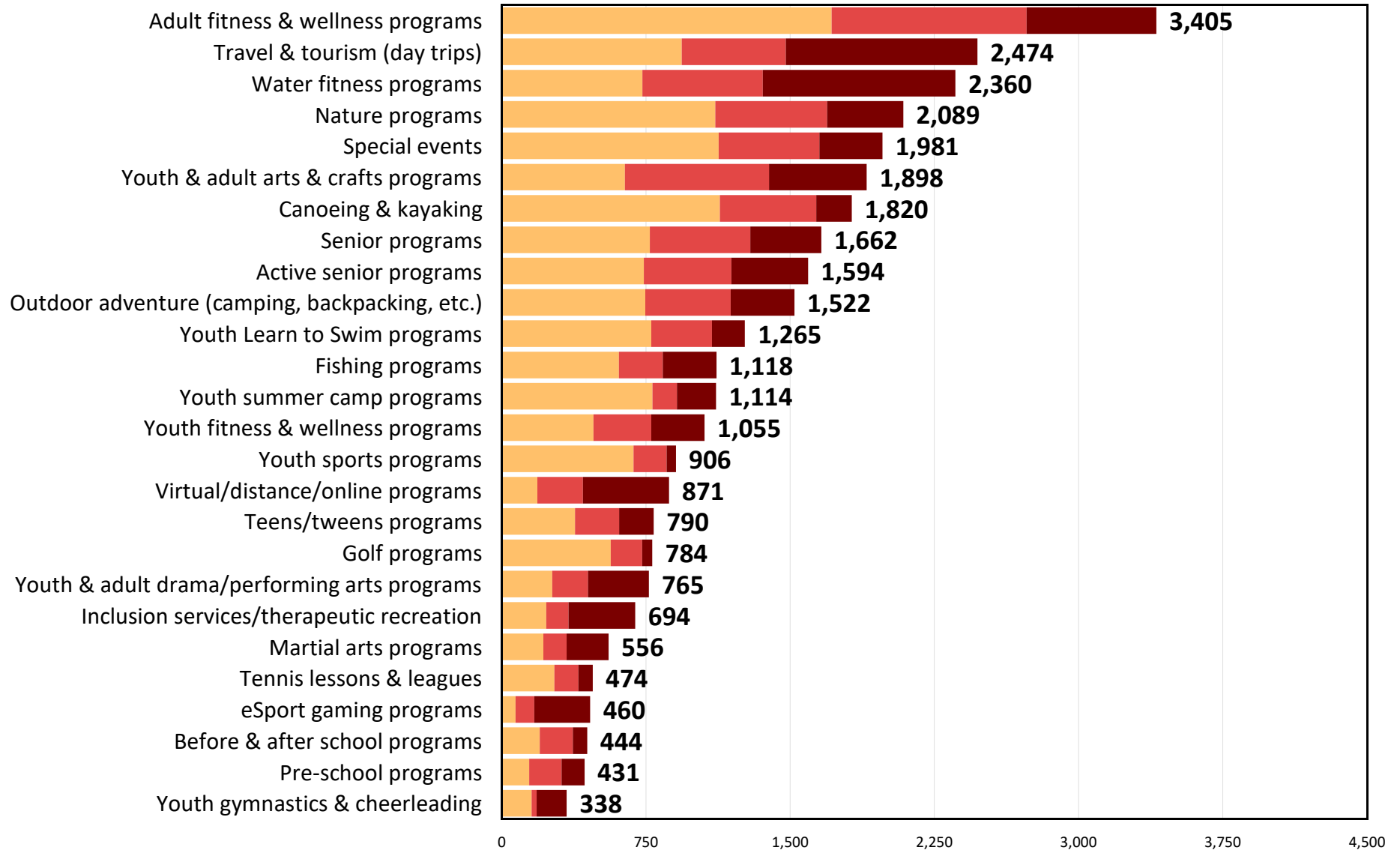
by percentage of respondents, using a 5-point scale, where 5 means "100% Met" and 1 means "0% Met"



Source: ETC Institute (2021)

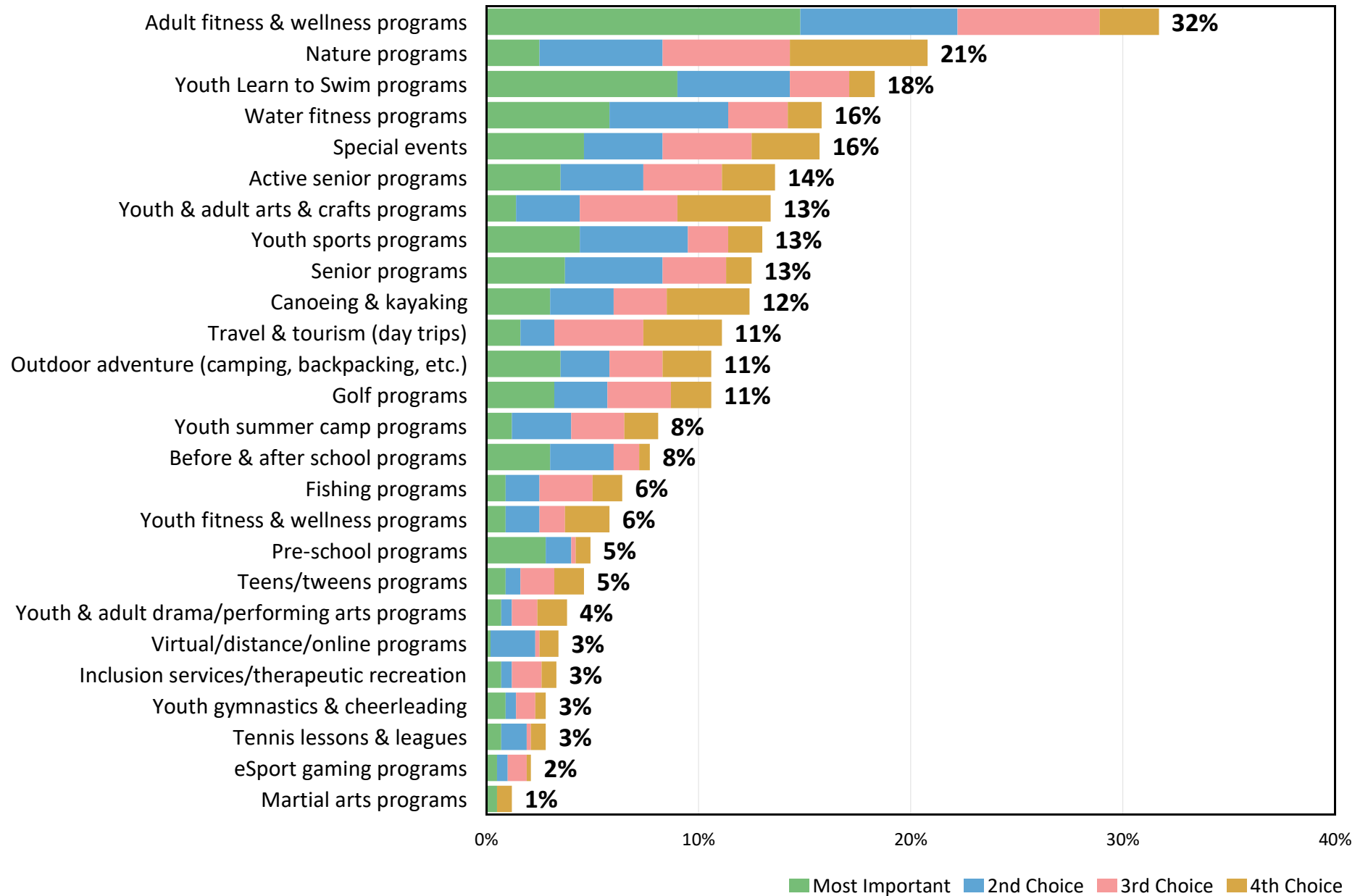
Estimated Number of Households Whose Need for Programs Are Being Met 50% or Less

by number of households (based on an estimated 9,887 households in the City of Brookings, SD)



Q12. Programs That Are Most Important to Households

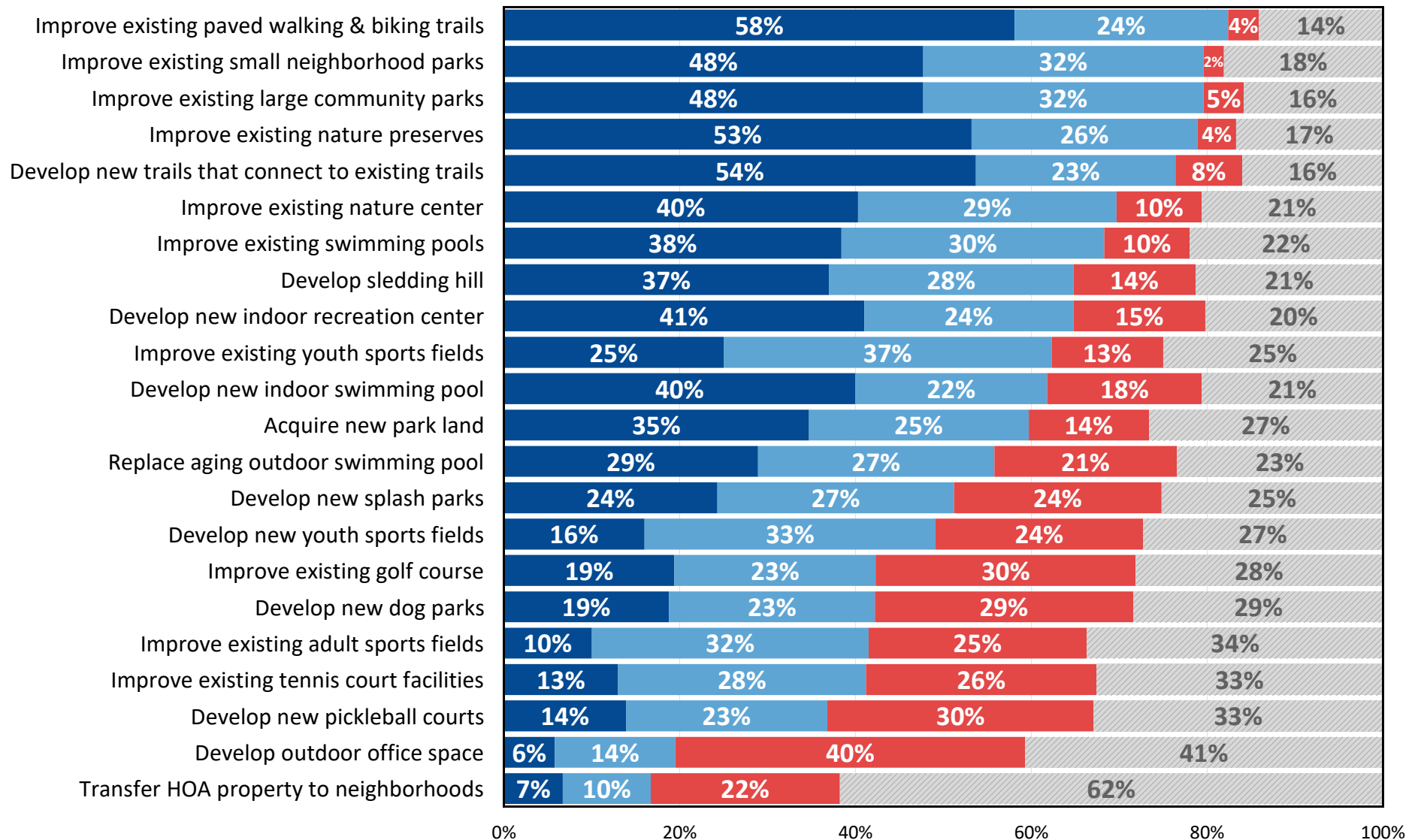
by percentage of households who selected the items as one of their top four choices



Source: ETC Institute (2021)

Q13. Potential Actions That Brookings Parks Could Take to Improve the Parks and Recreation System

by percentage of respondents using a 4-point scale, where 4 means "very supportive" and 1 means "not sure"

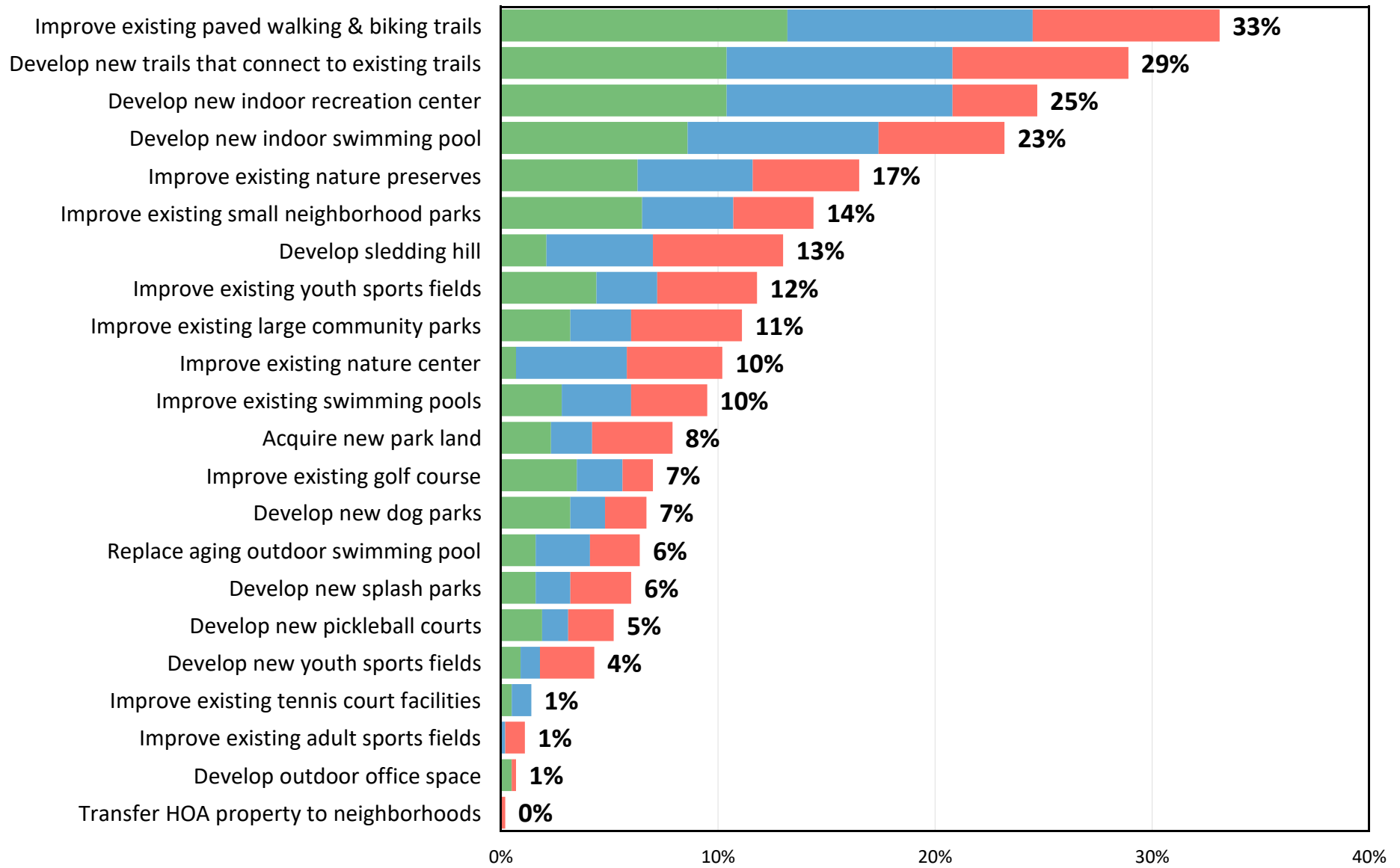


Source: ETC Institute (2021)

Very Supportive Somewhat Supportive Not Supportive Not Sure

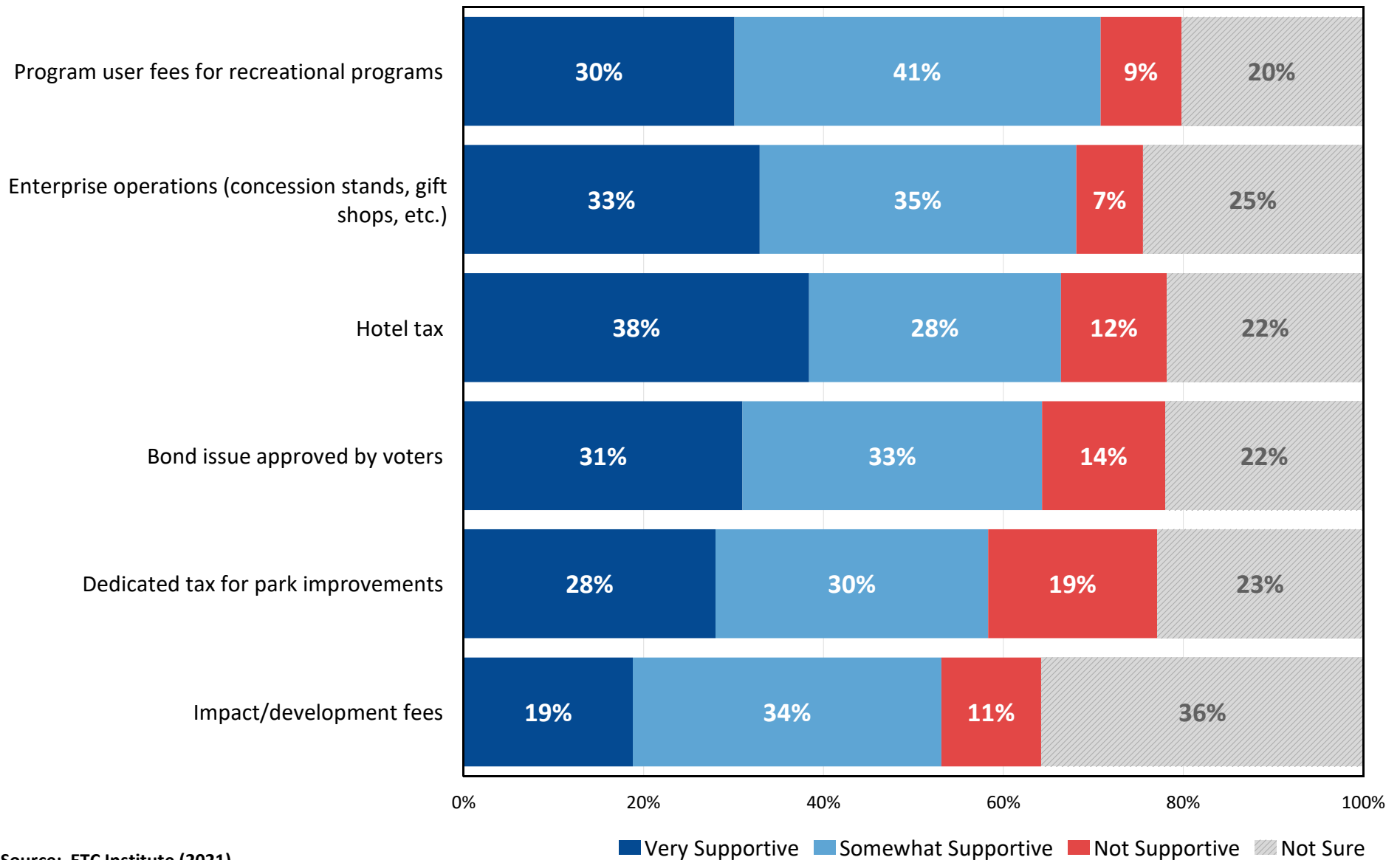
Q14. Improvement Actions That Are Most Important to Households

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



Q15. Level of Support Households Have for Potential Funding Mechanisms That Could be Used to Pay for the Improvement Actions

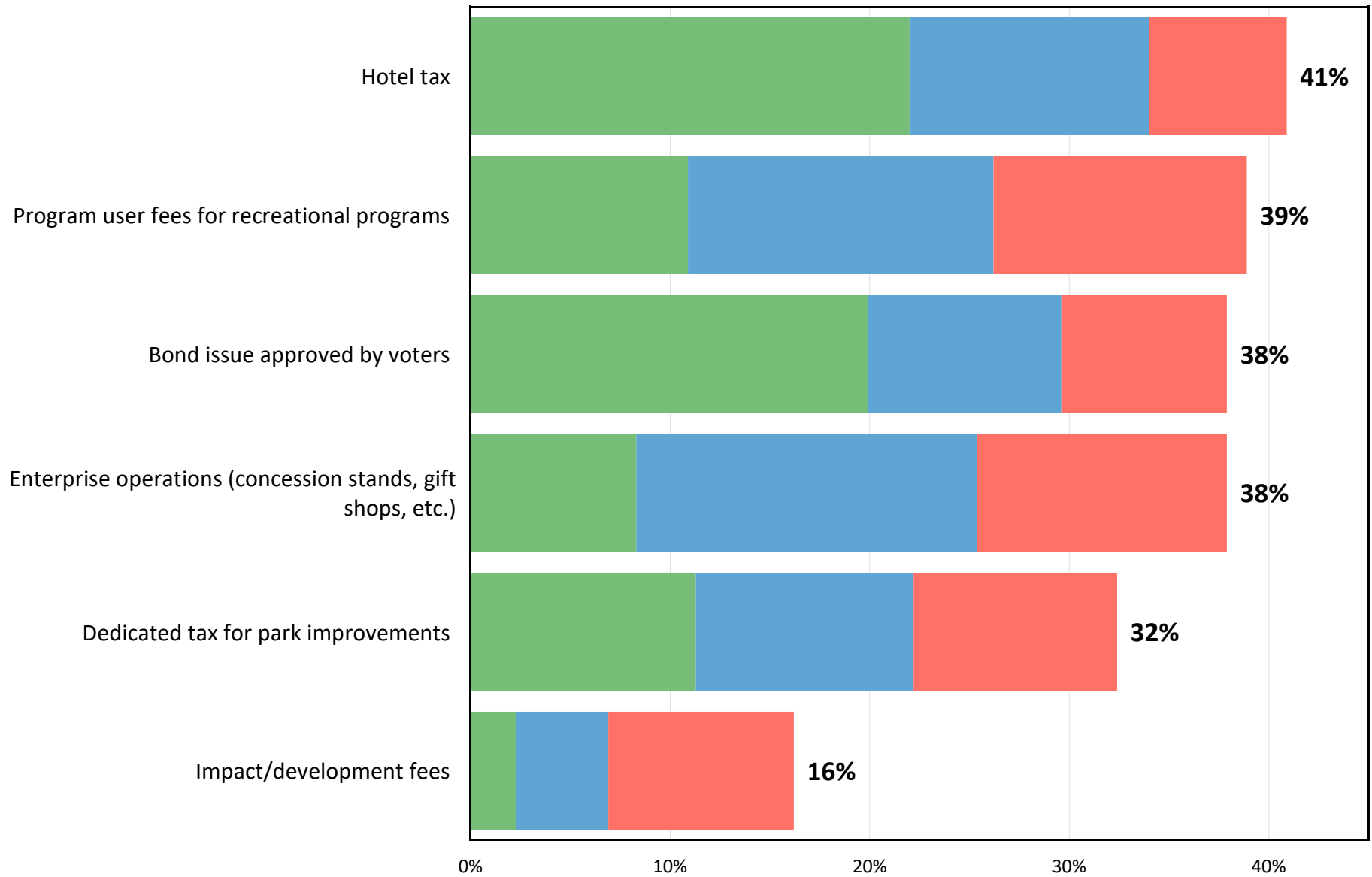
by percentage of respondents using a 4-point scale, where 4 means “very supportive” and 1 means “not sure”



Source: ETC Institute (2021)

Q16. Funding Mechanisms Households Most Support

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

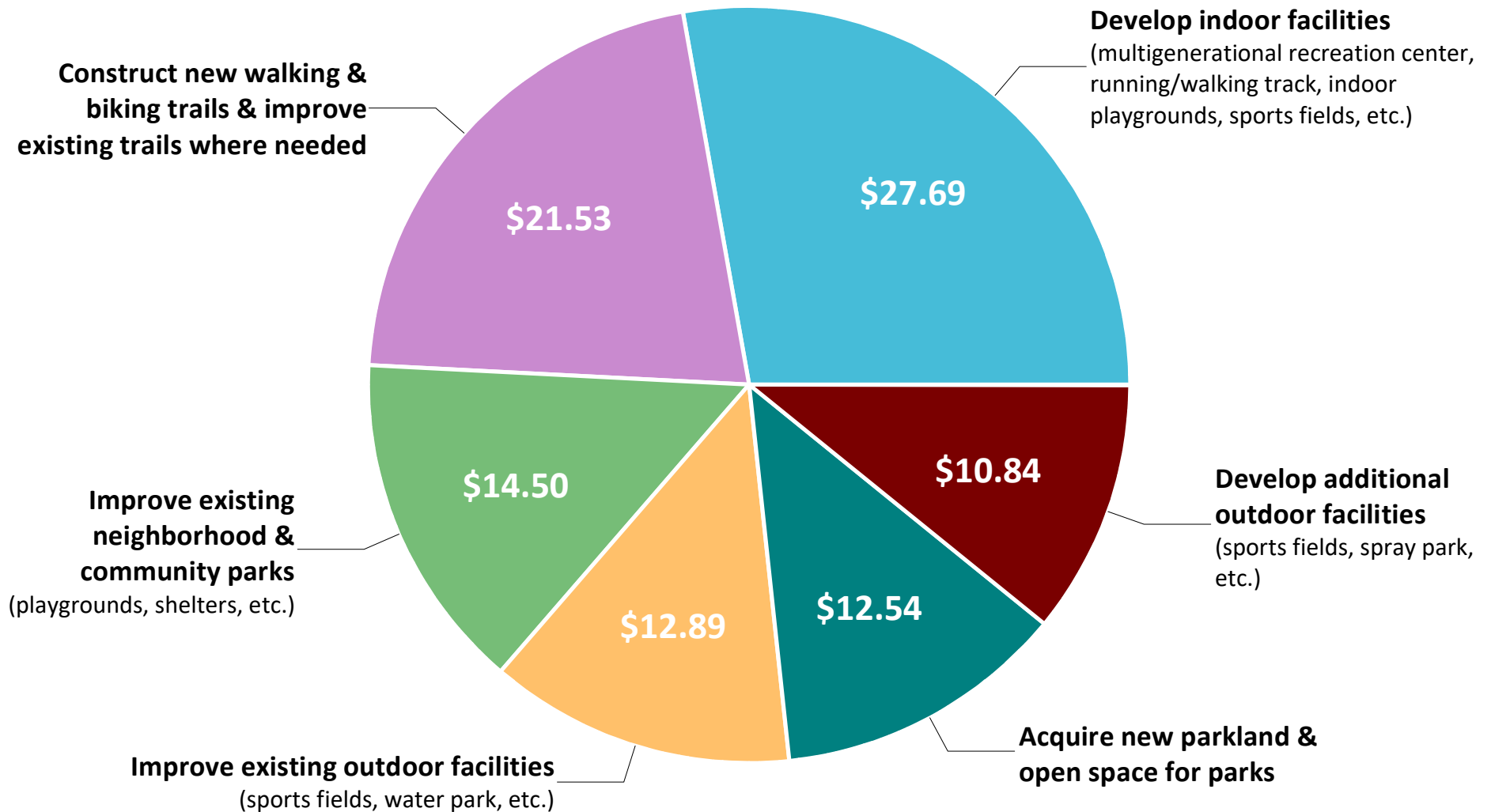


Source: ETC Institute (2021)

Most Support 2nd Choice 3rd Choice

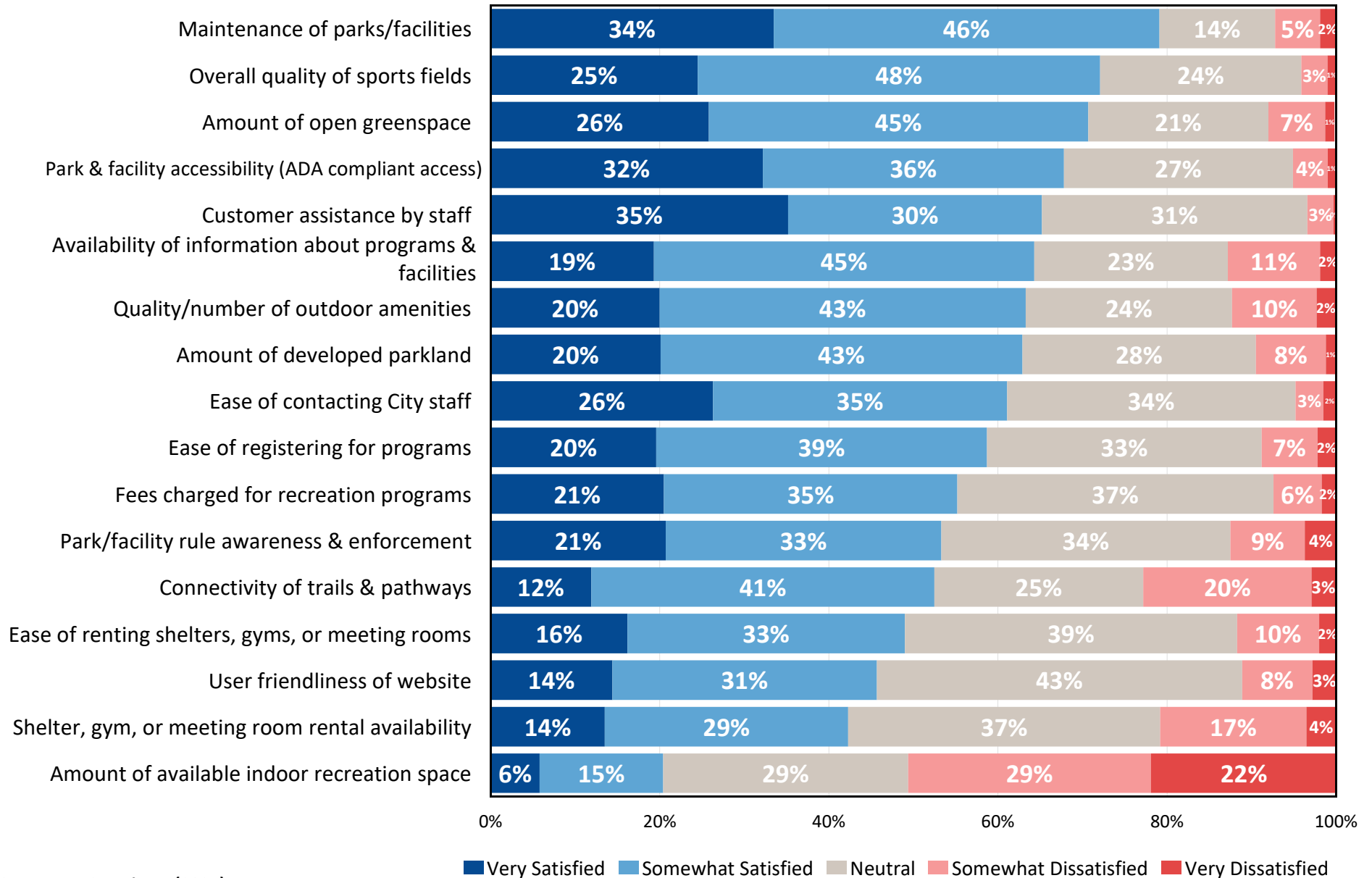
Q17. If you had a budget of \$100, how would you allocate the funds among the categories of funding listed below?

by percentage of respondents



Q18. Satisfaction With Parks and Recreation Services

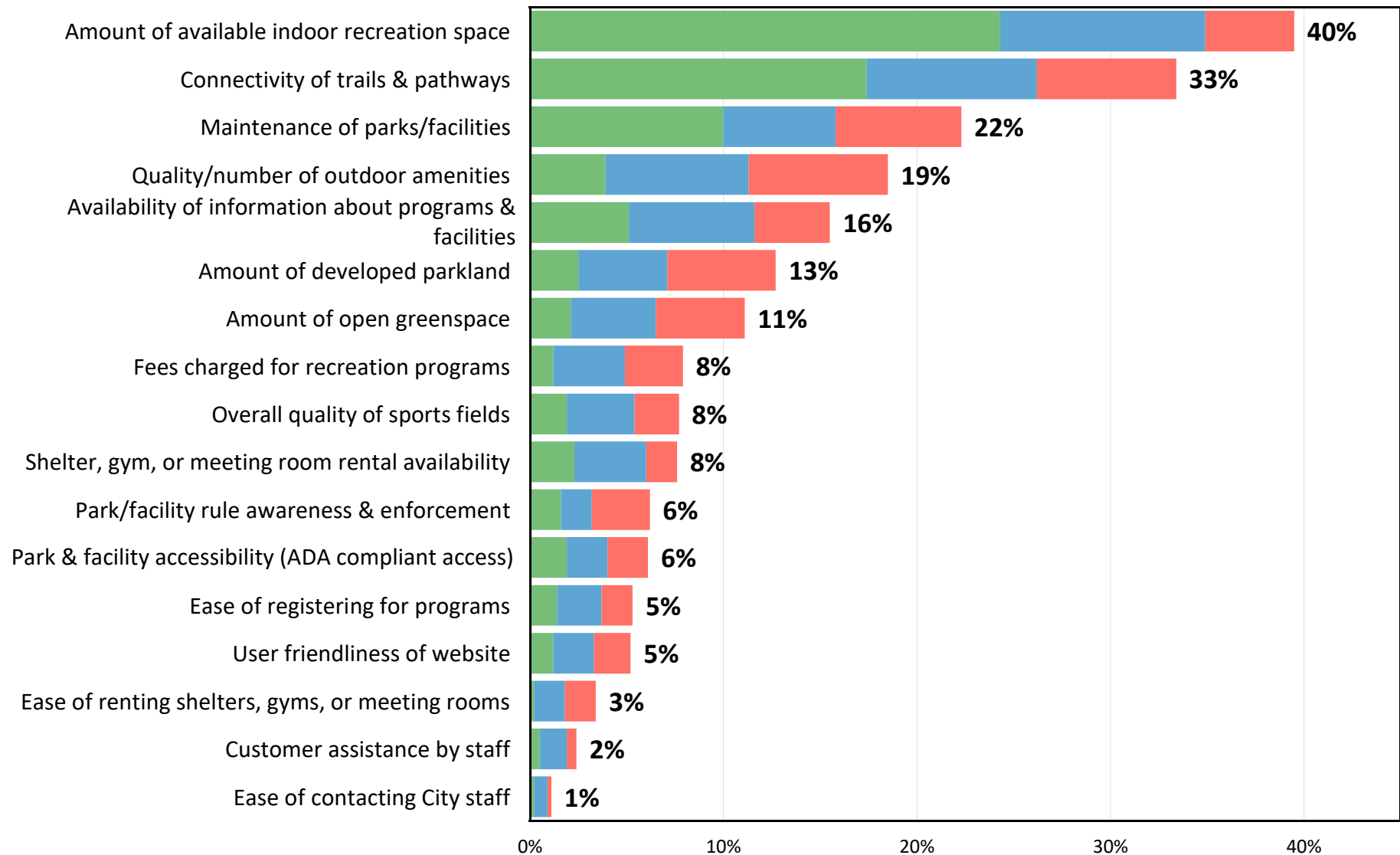
by percentage of respondents using a 5-point scale, where 5 means “very satisfied” and 1 means “very dissatisfied”
(without “don’t know”)



Source: ETC Institute (2021)

Q19. Parks and Recreation Services Residents Think Should Receive the Most Attention from Brookings Over the Next Five Years

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

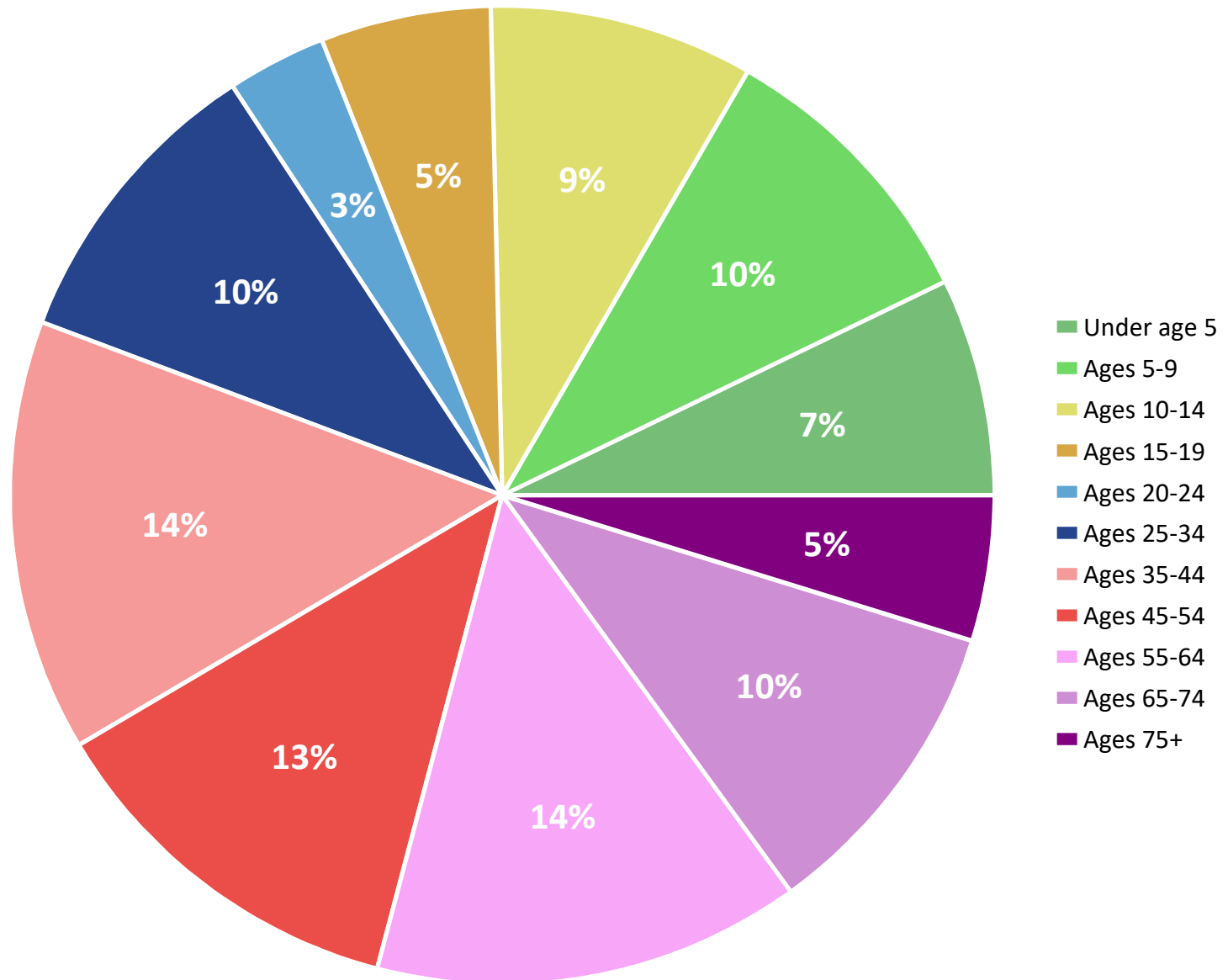


Source: ETC Institute (2021)

Most Attention 2nd Choice 3rd Choice

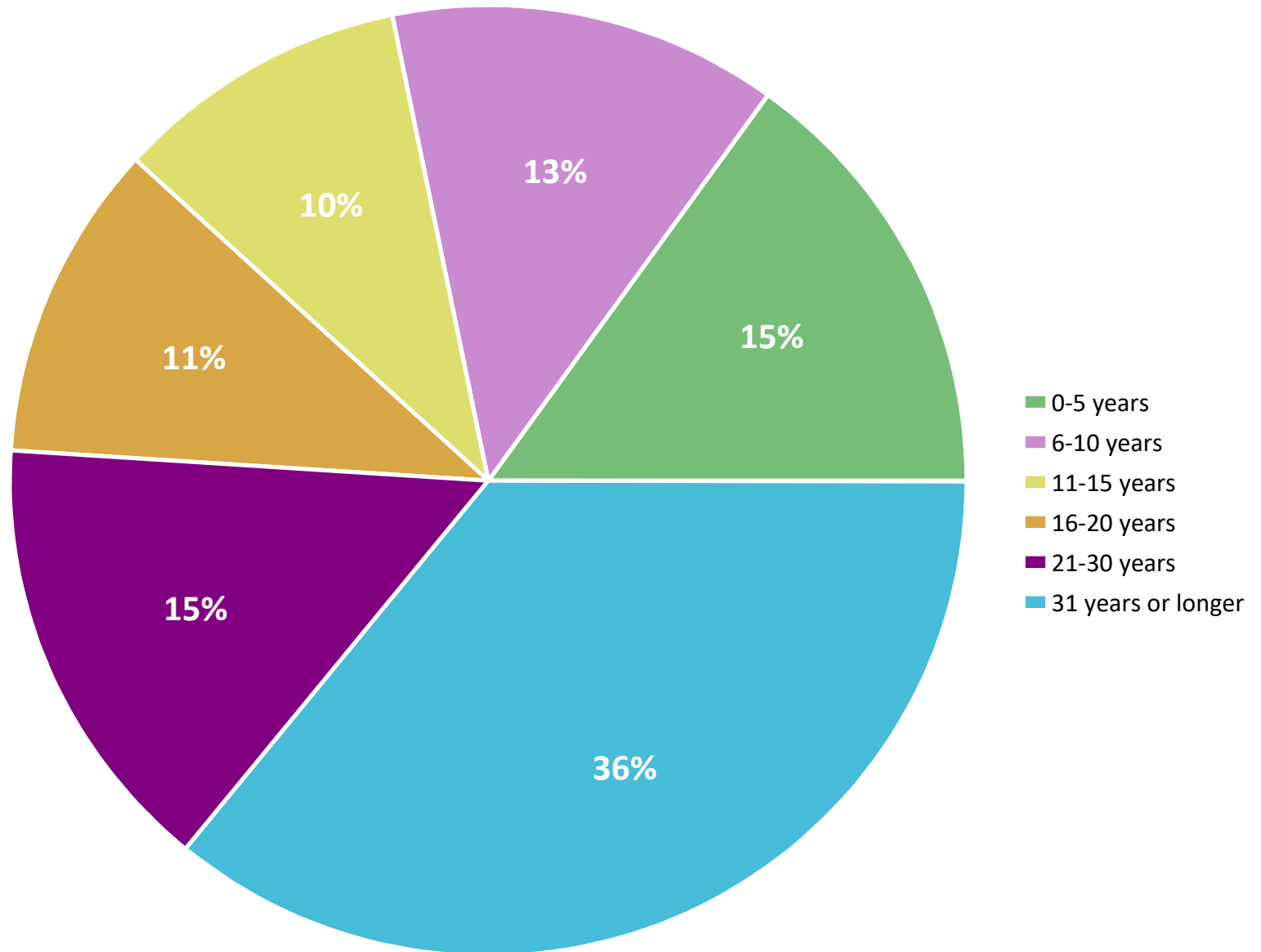
Demographics: Q20. Counting yourself, how many people in your household are...

by percentage of respondents



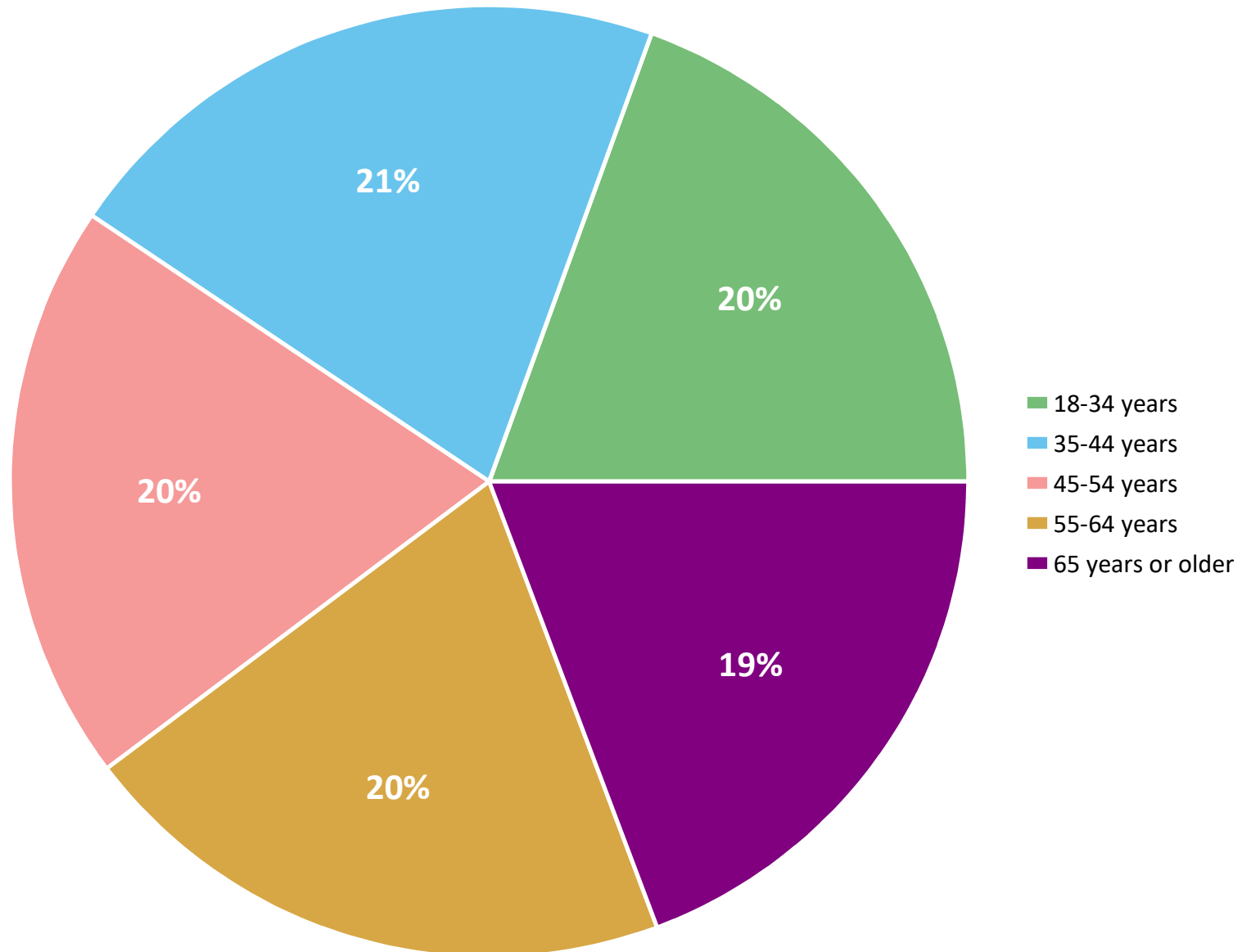
Demographics: Q21. How many years have you lived in the City of Brookings?

by percentage of respondents (without "not provided")



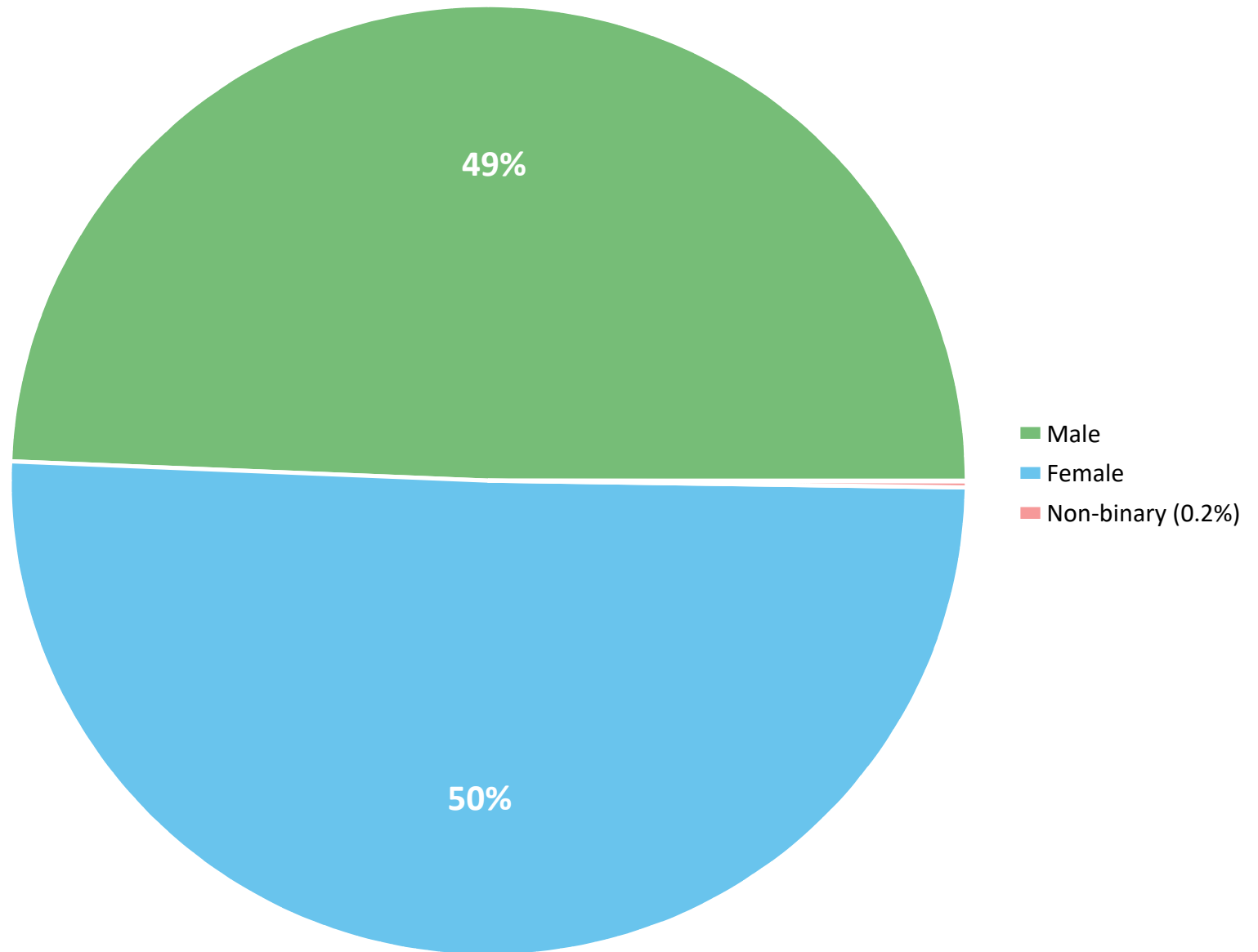
Demographics: Q22. What is your age?

by percentage of respondents (without "not provided")



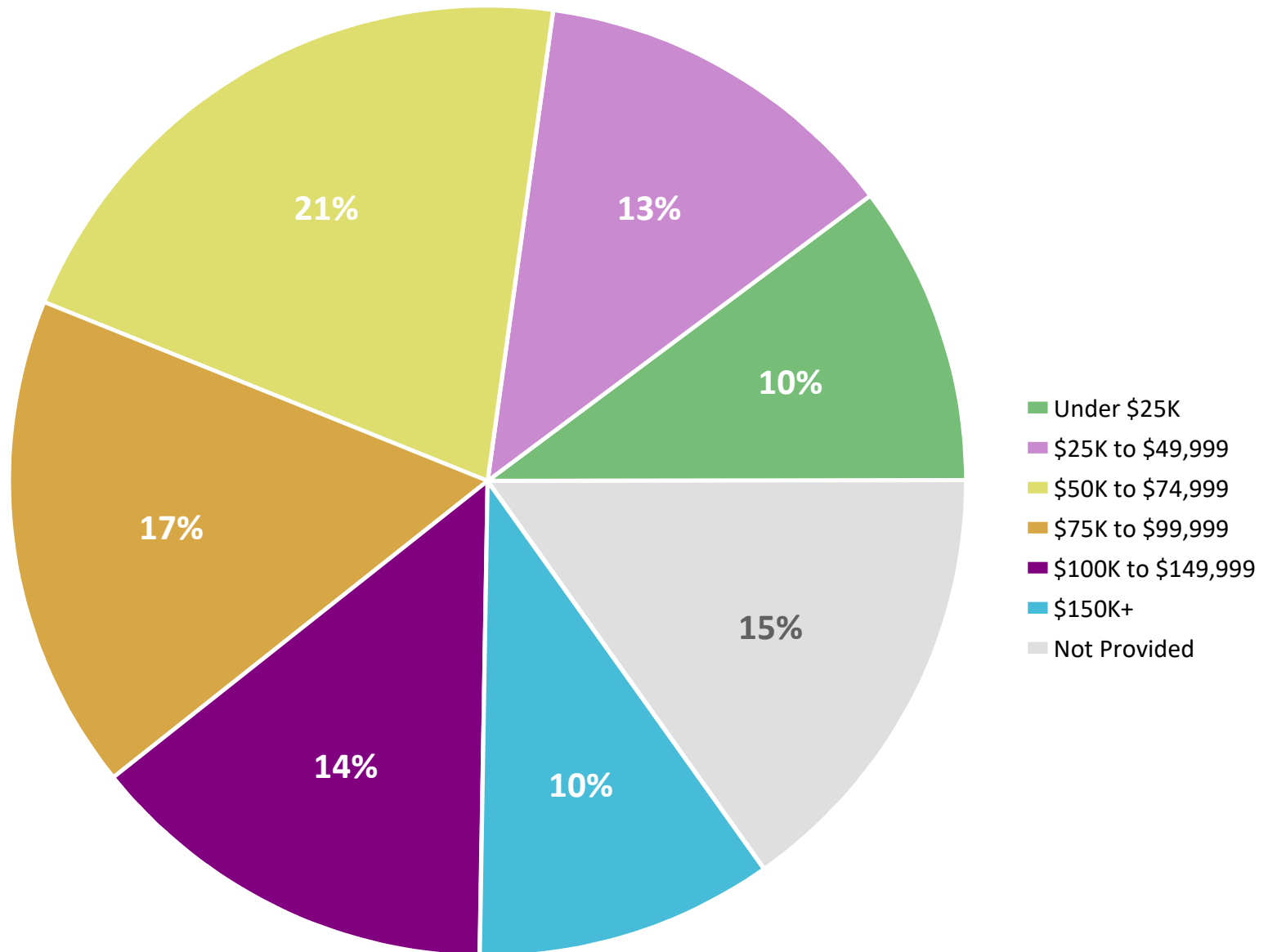
Demographics: Q23. Your gender:

by percentage of respondents (without "not provided")



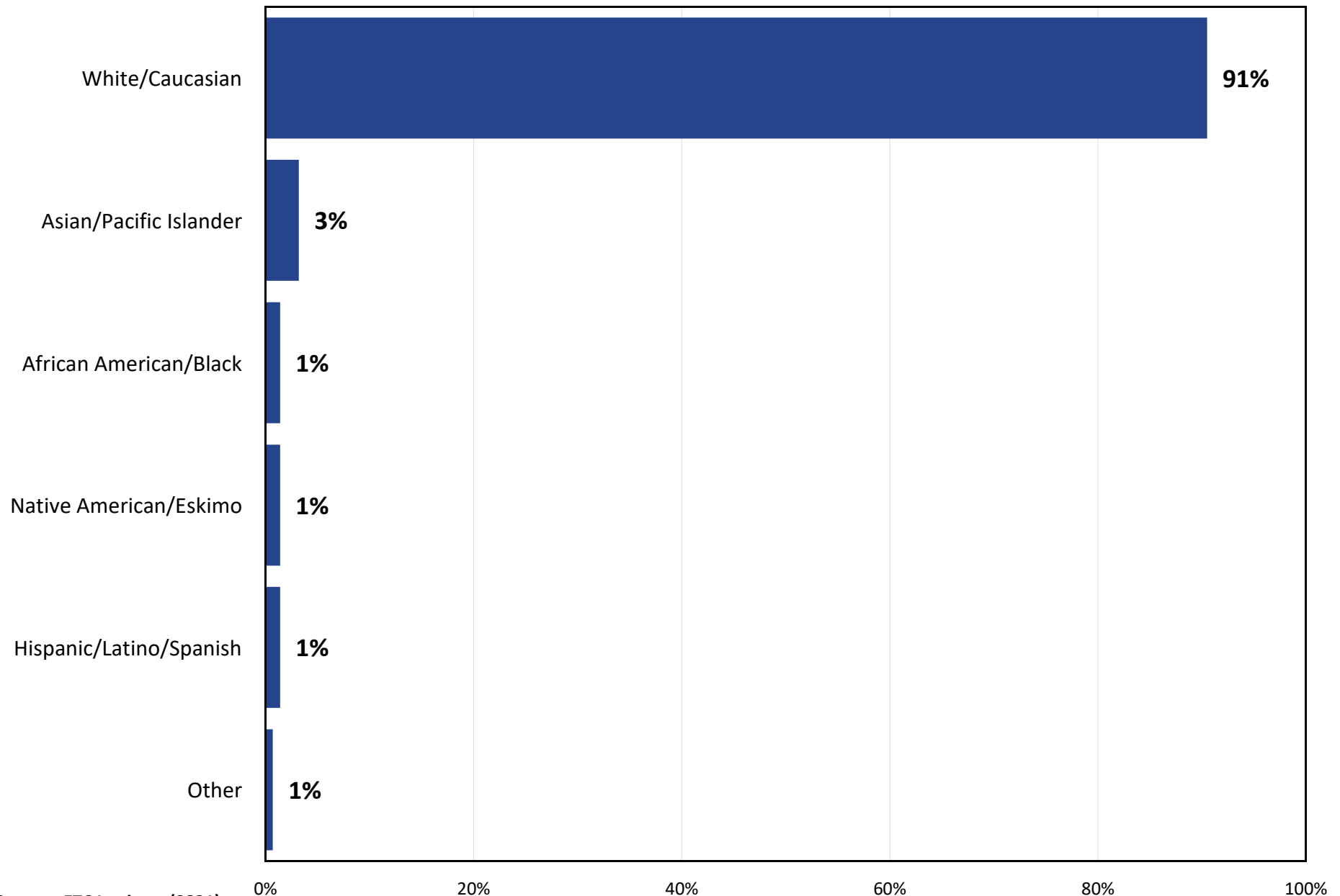
Demographics: Q25. What is your total annual household income?

by percentage of respondents



Demographics: Q24. Which of the following best describes your race/ethnicity?

by percentage of respondents (multiple choices could be selected)



Source: ETC Institute (2021)

2 Benchmark Analysis

Benchmark Analysis Summary



Since 1998, ETC Institute has conducted household surveys for needs assessments, feasibility studies, customer satisfaction, fees and charges comparisons, and other parks and recreation issues in more than 400 communities in 49 states across the country.

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

Communities within the data base include a full range of municipal and county governments from 20,000 in population through over 1 million in population. They include communities in warm weather climates and cold weather climates, mature communities and some of the fastest growing cities and counties in the country.

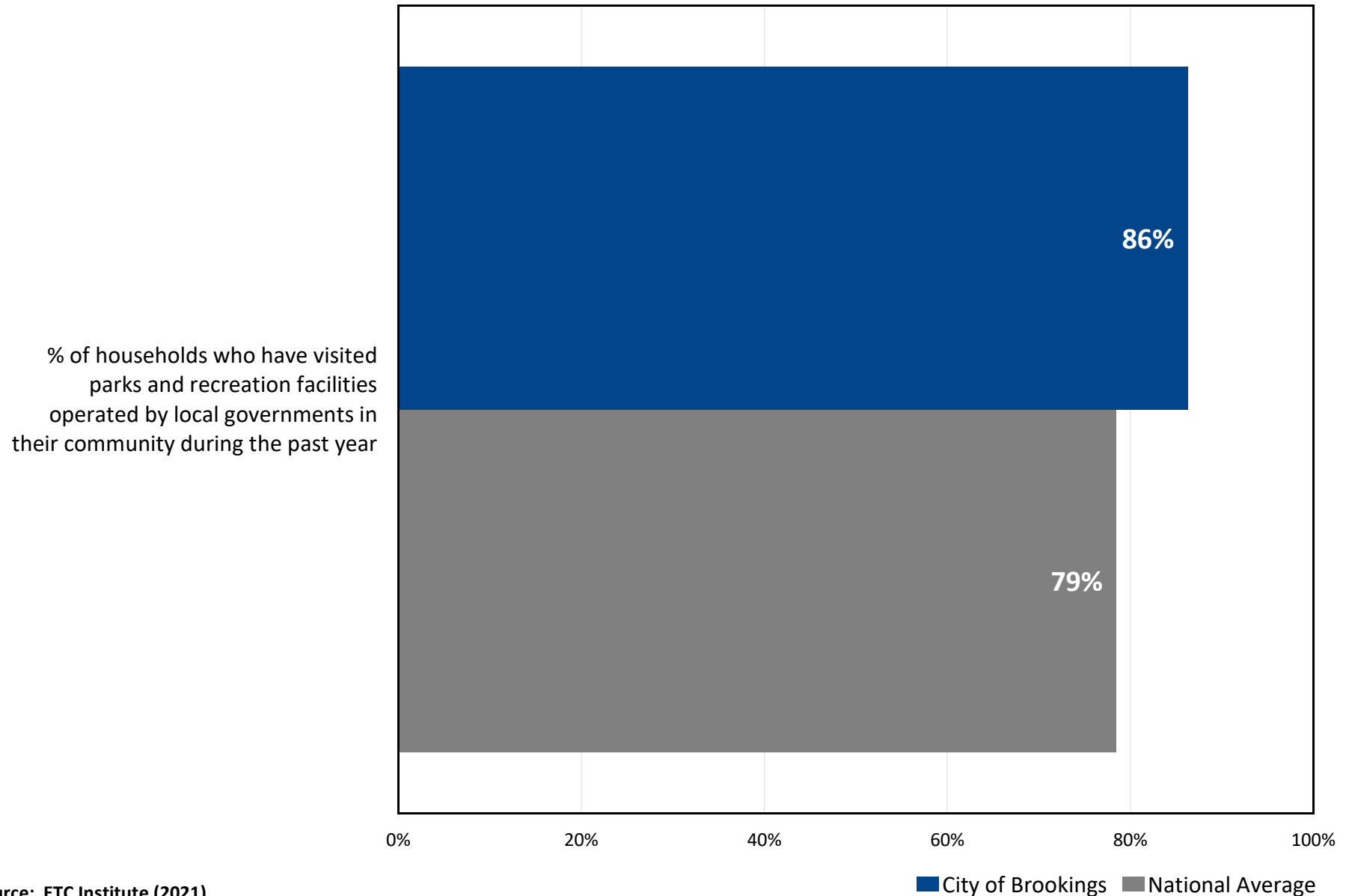
“National Averages” have been developed for numerous strategically important parks and recreation planning and management issues including: customer satisfaction and usage of parks and programs; methods for receiving marketing information; reasons that prevent members of households from using parks and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

Results from household responses for the City of Brookings (SD) were compared to National Benchmarks to gain further strategic information. Graphs of all tabular comparisons are on the following pages.

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Usage of Parks and Recreation Facilities and Parks City of Brookings, SD vs. National Average

by percentage of respondents

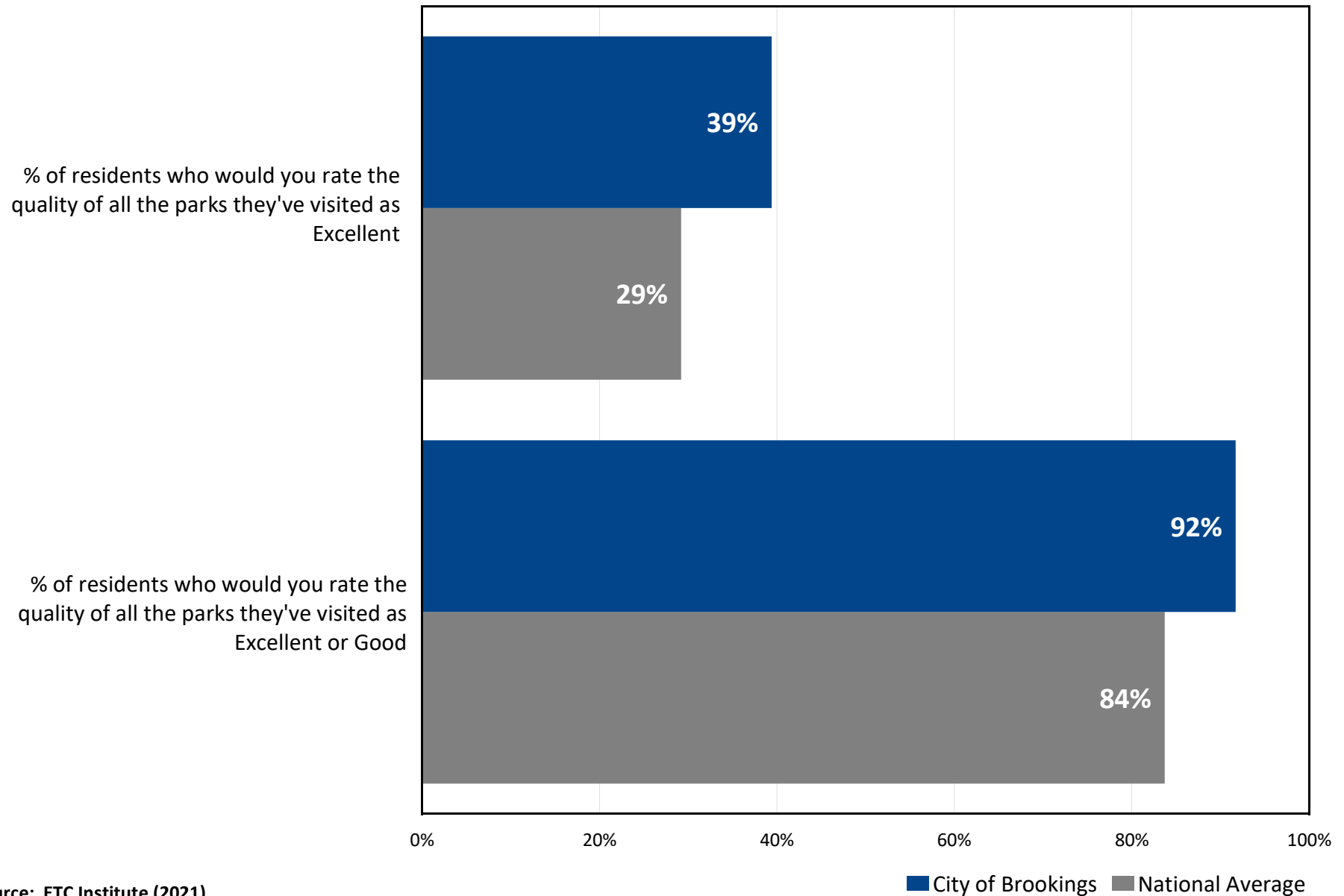


Source: ETC Institute (2021)

Overall Ratings for Parks

City of Brookings, SD vs. National Average

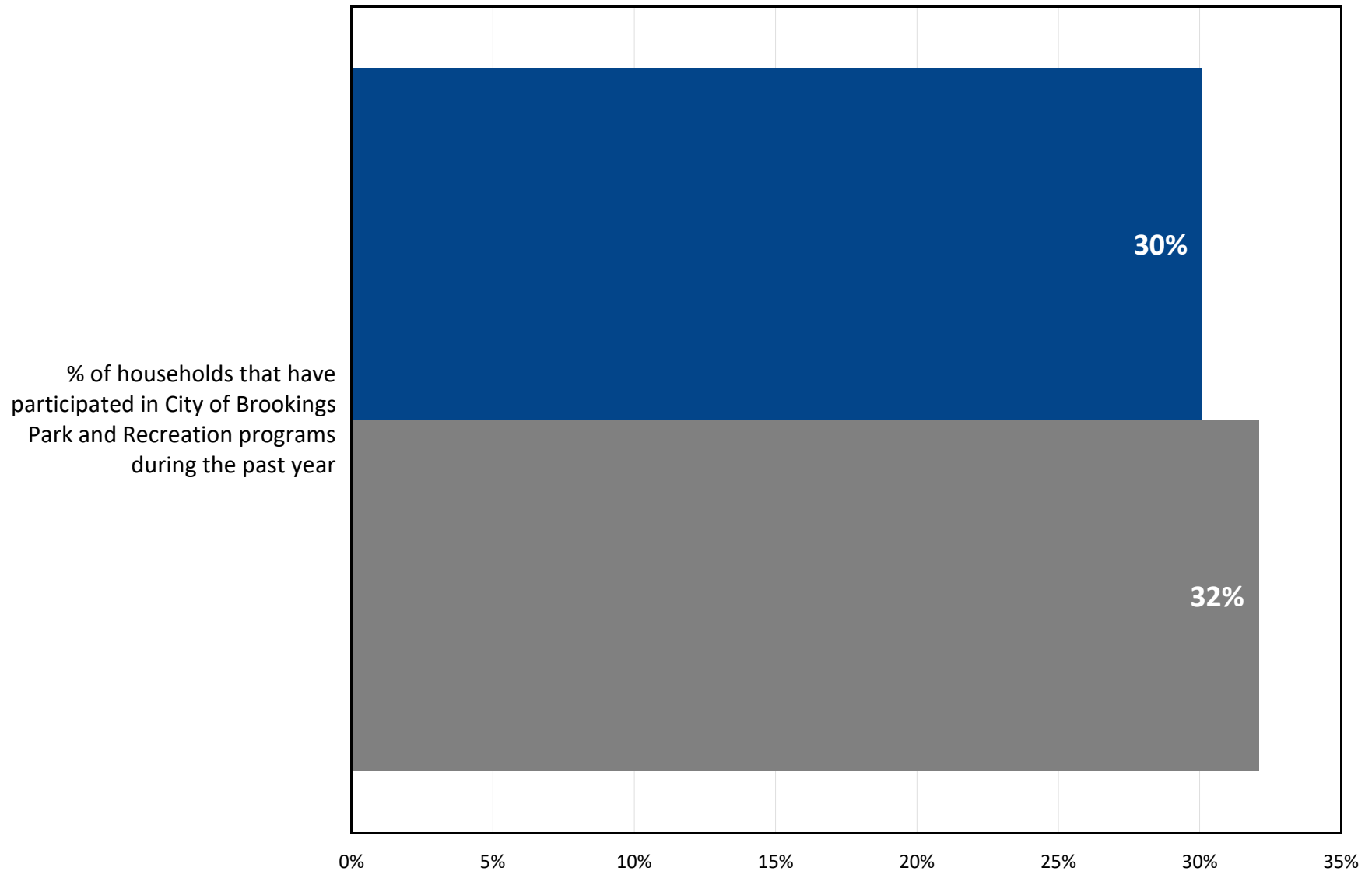
by percentage of respondents (without "don't know")



Source: ETC Institute (2021)

Parks and Recreation Program Participation City of Brookings, SD vs. National Average

by percentage of respondents



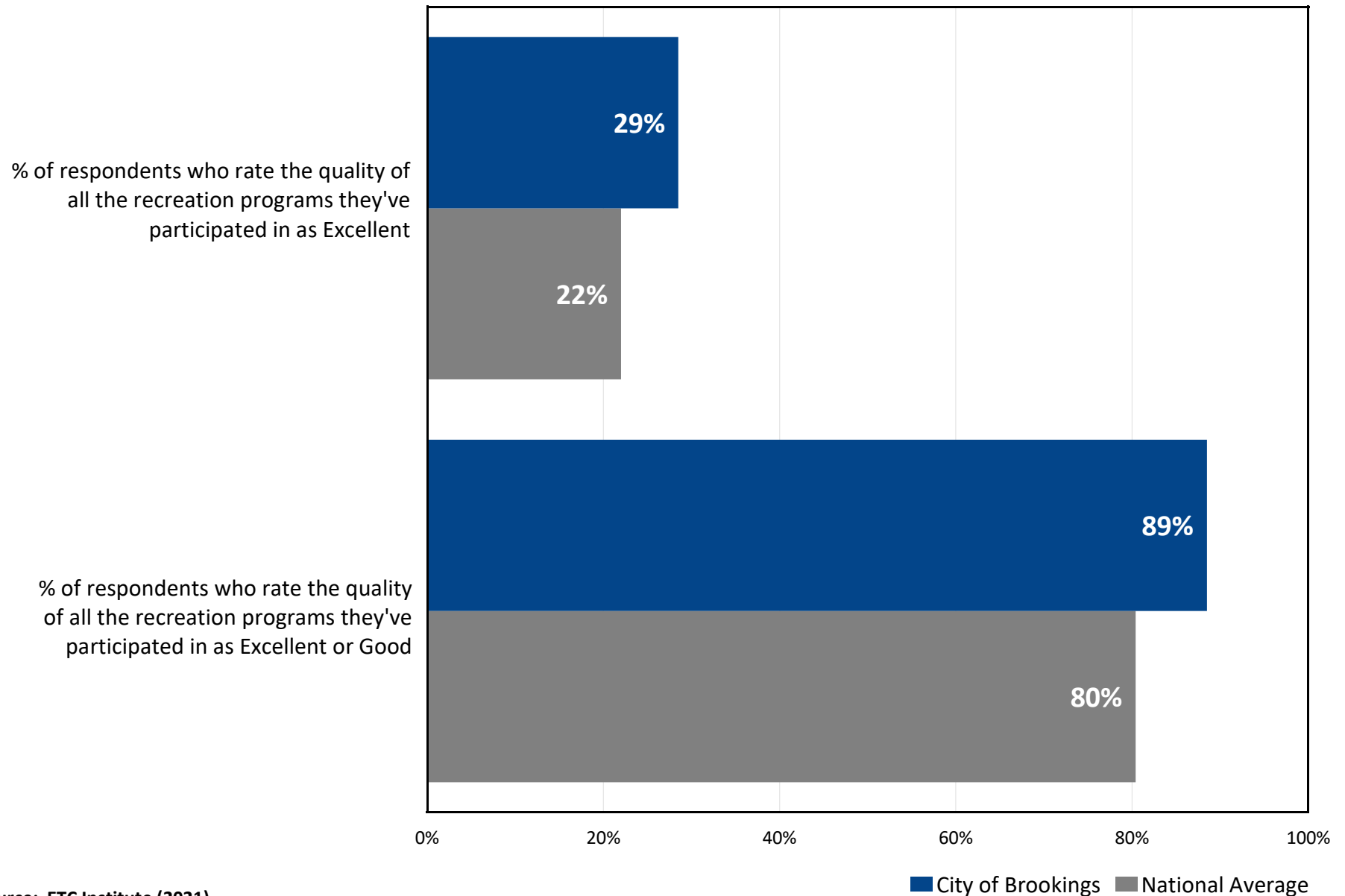
Source: ETC Institute (2021)

■ City of Brookings ■ National Average

Overall Ratings of Programs

City of Brookings, SD vs. National Average

by percentage of respondents (without "don't know")

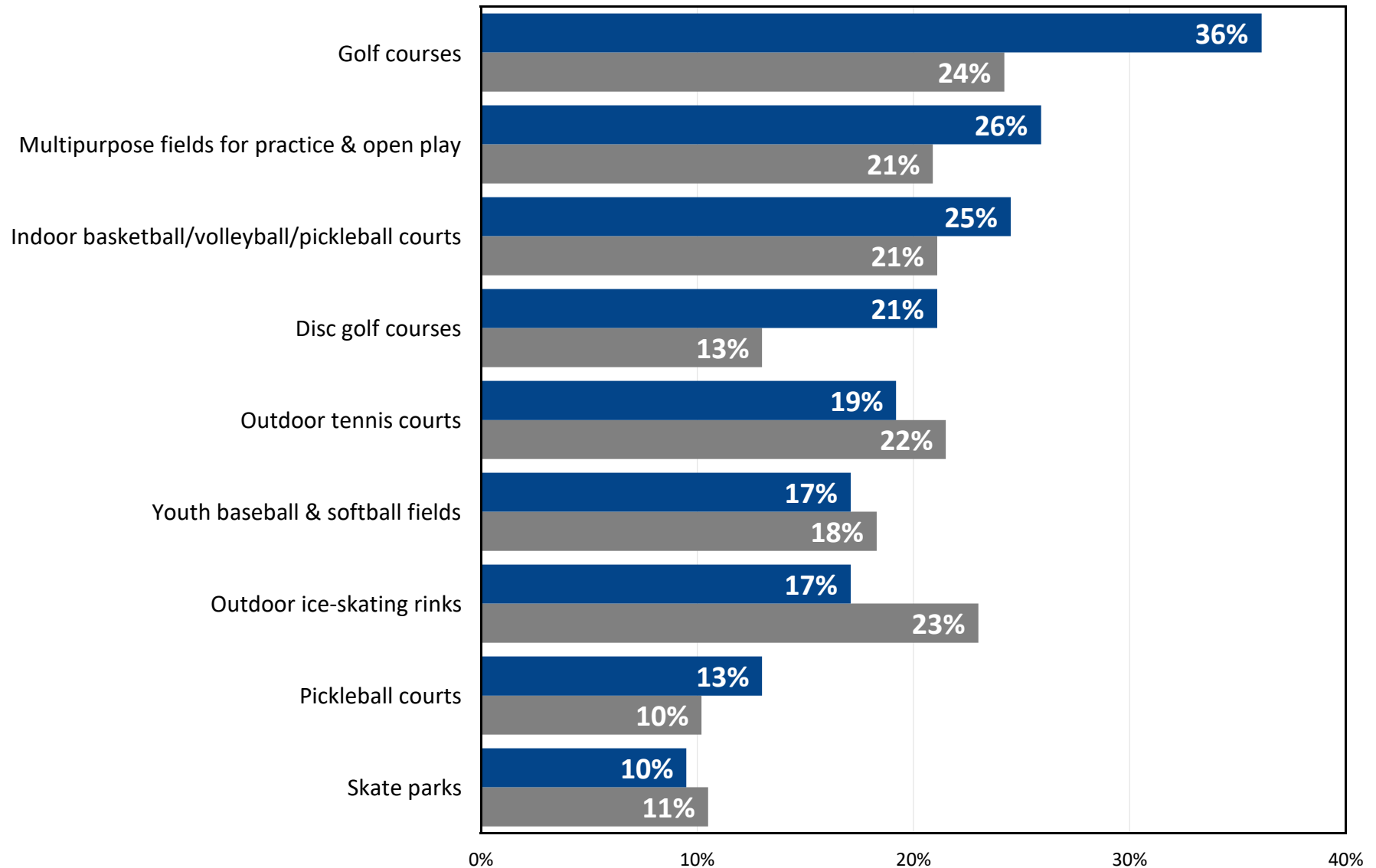


Source: ETC Institute (2021)

Households with Needs for Sports Facilities

City of Brookings, SD vs. National Average

by percentage of respondents with a need for sports facilities



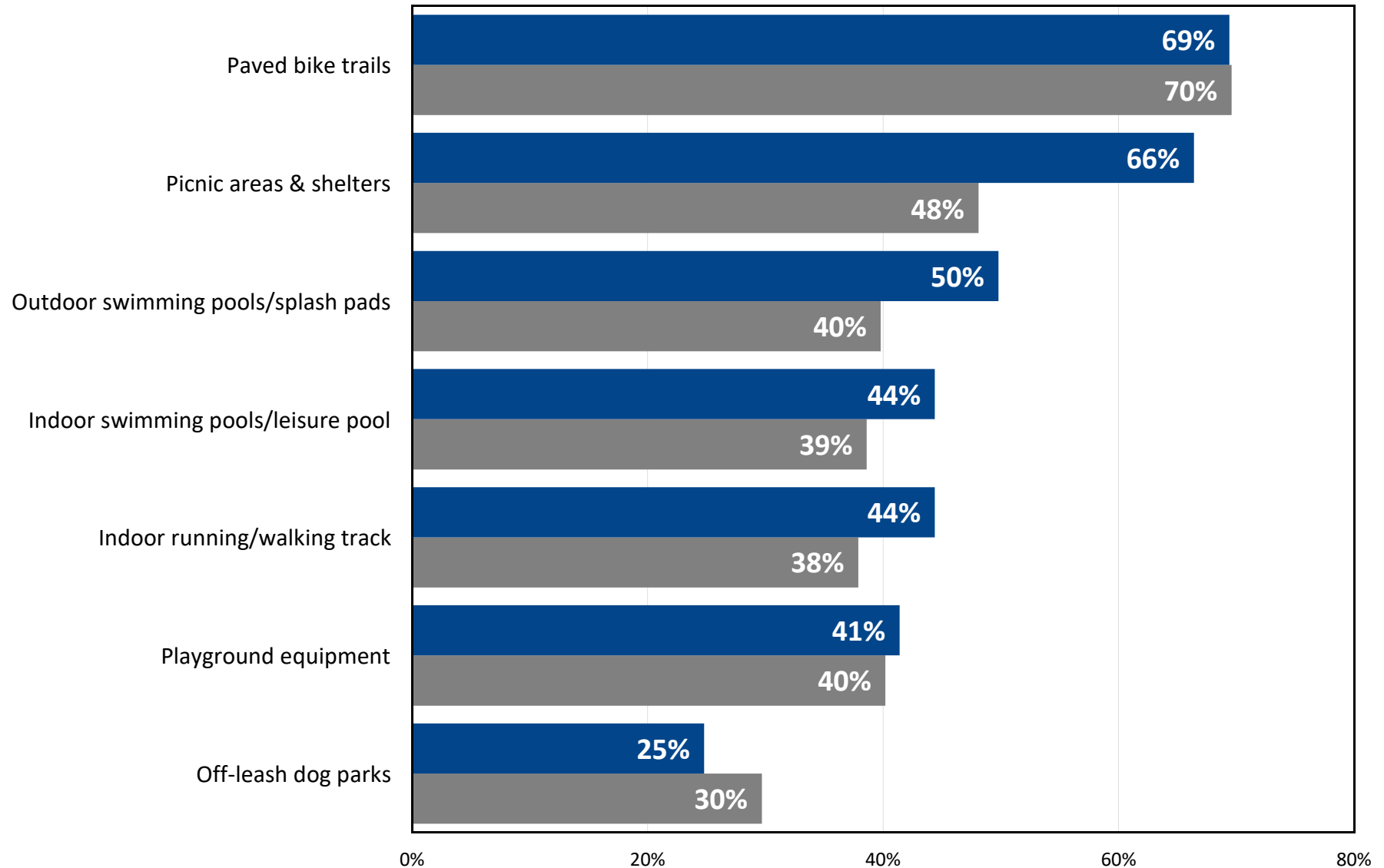
Source: ETC Institute (2021)

■ City of Brookings ■ National Average

Households with Needs for Other Recreation Facilities

City of Brookings, SD vs. National Average

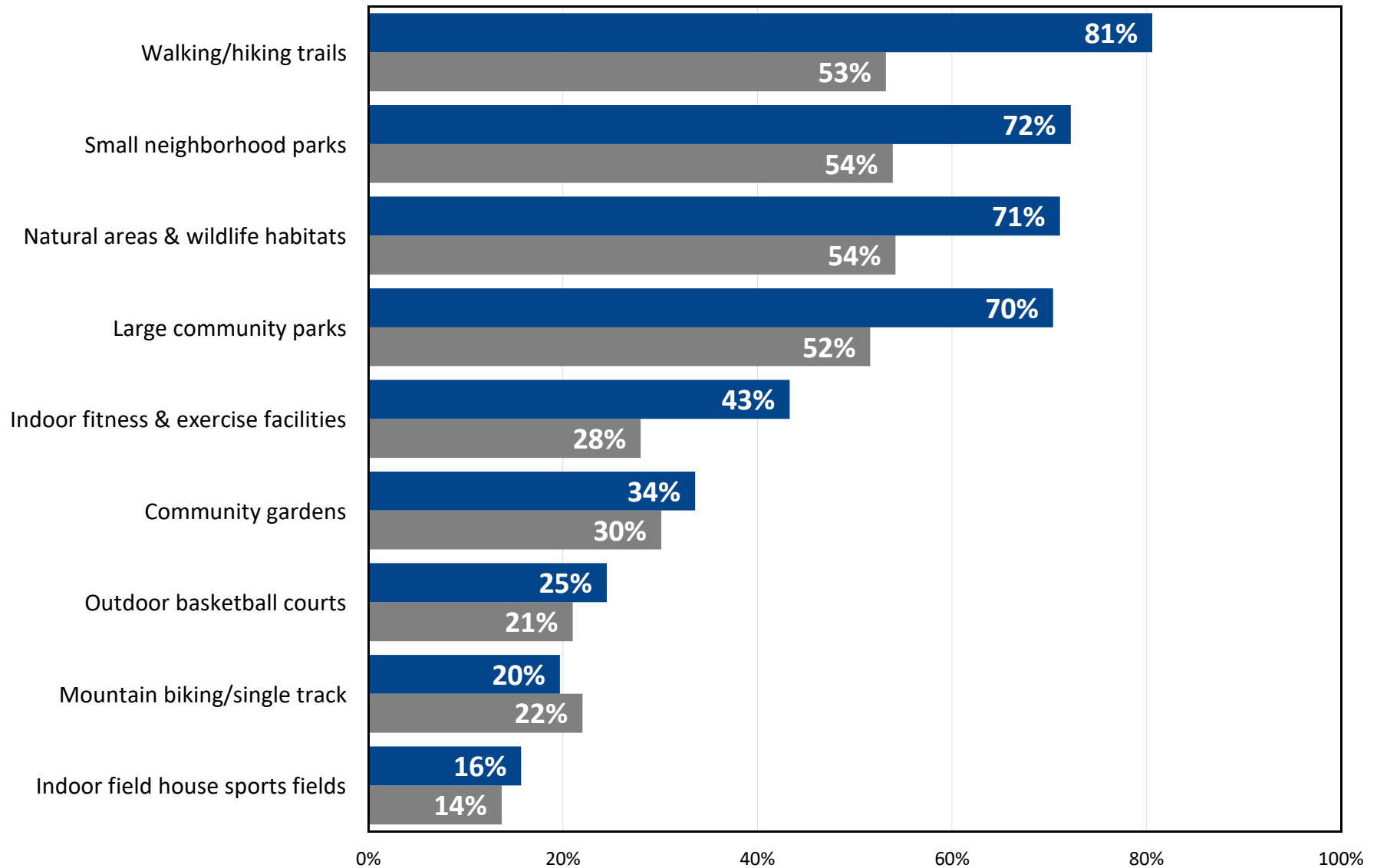
by percentage of respondents with a need for other recreation facilities



Households with Needs for Other Recreation Facilities

City of Brookings, SD vs. National Average

by percentage of respondents with a need for other recreation facilities



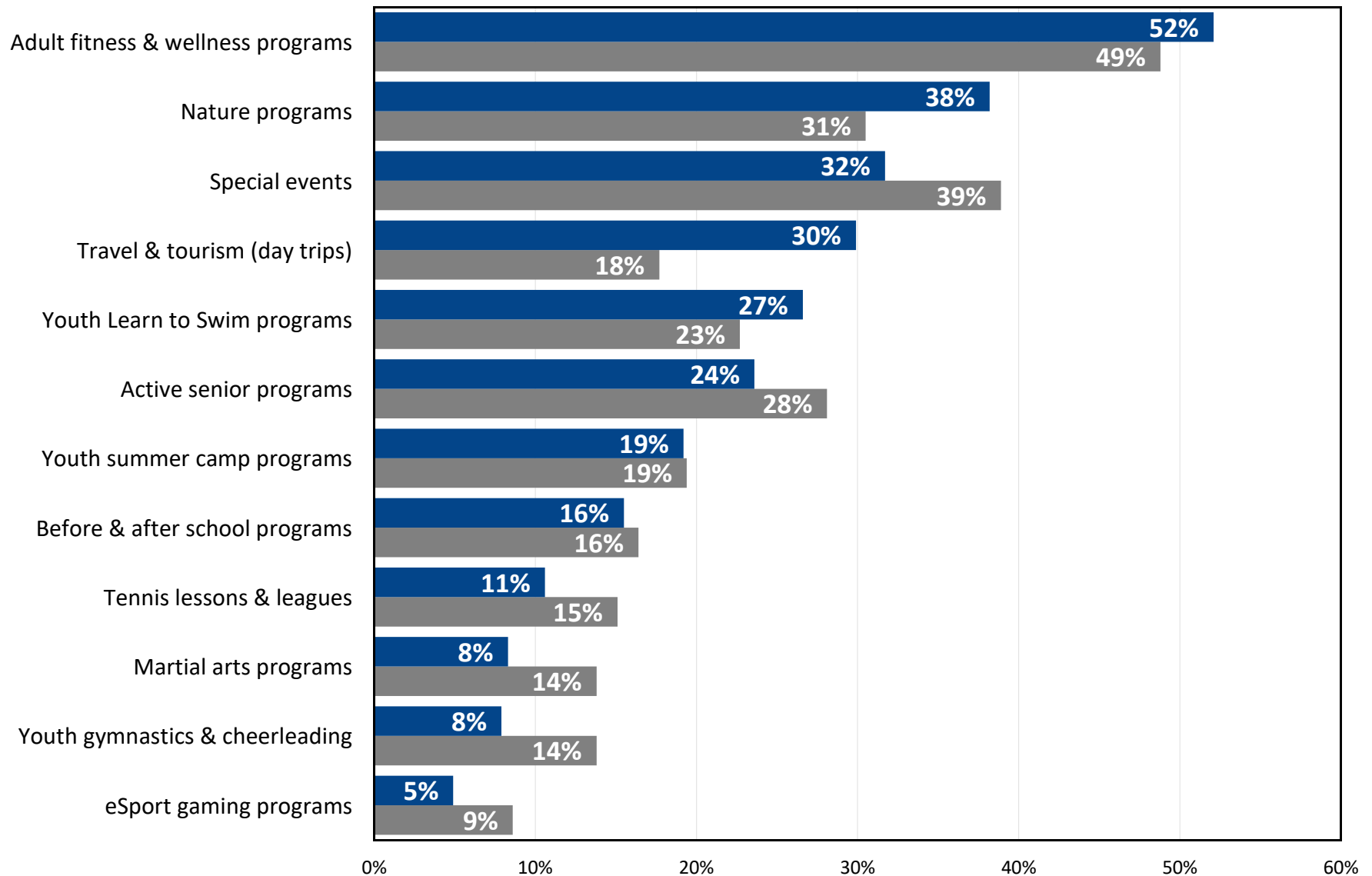
Source: ETC Institute (2021)

■ City of Brookings ■ National Average

Households with Needs for Other Recreation Programs

City of Brookings, SD vs. National Average

by percentage of respondents with a need for other recreation programs



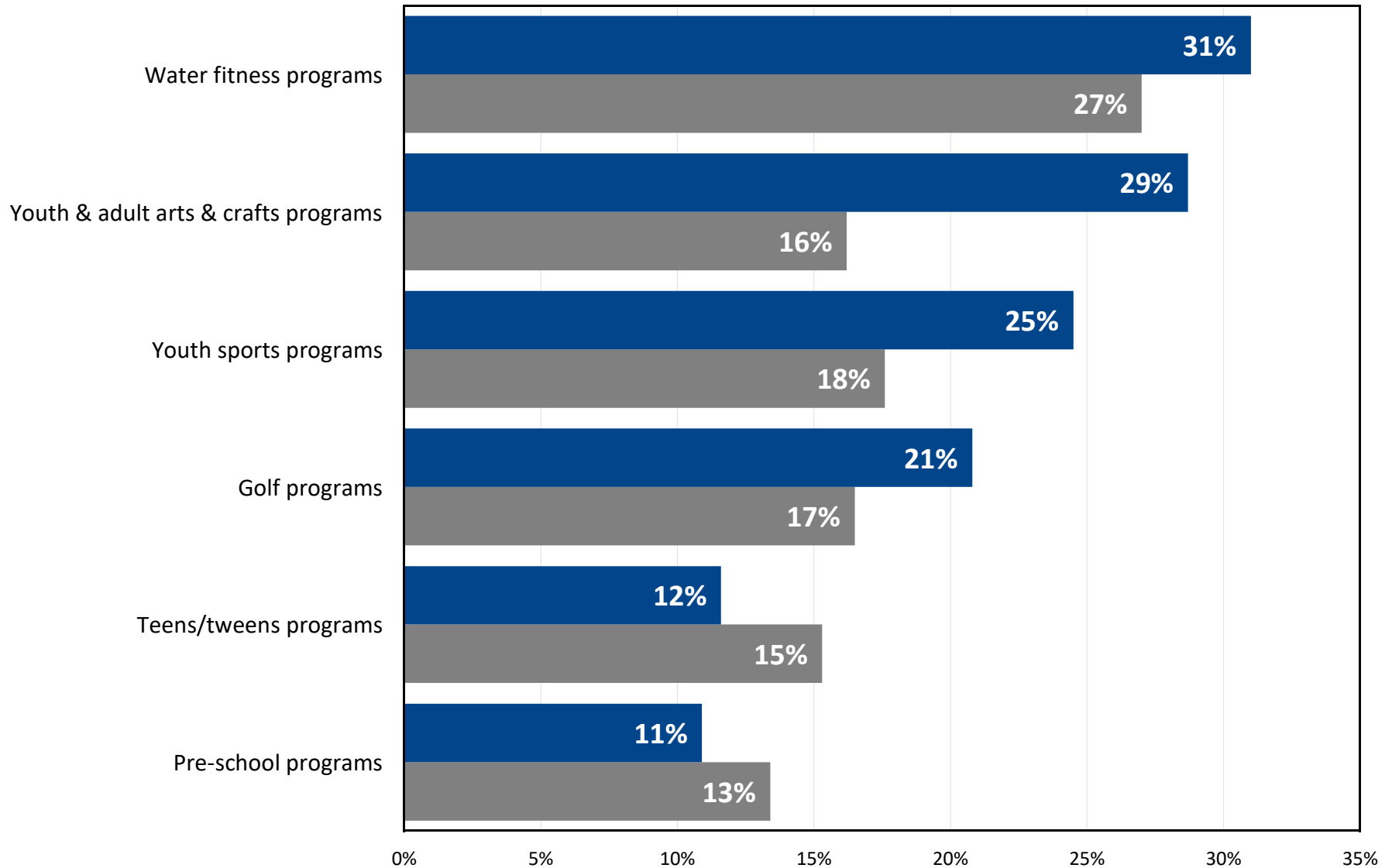
Source: ETC Institute (2021)

■ City of Brookings ■ National Average

Households with Needs for Other Recreation Programs

City of Brookings, SD vs. National Average

by percentage of respondents with a need for other recreation programs

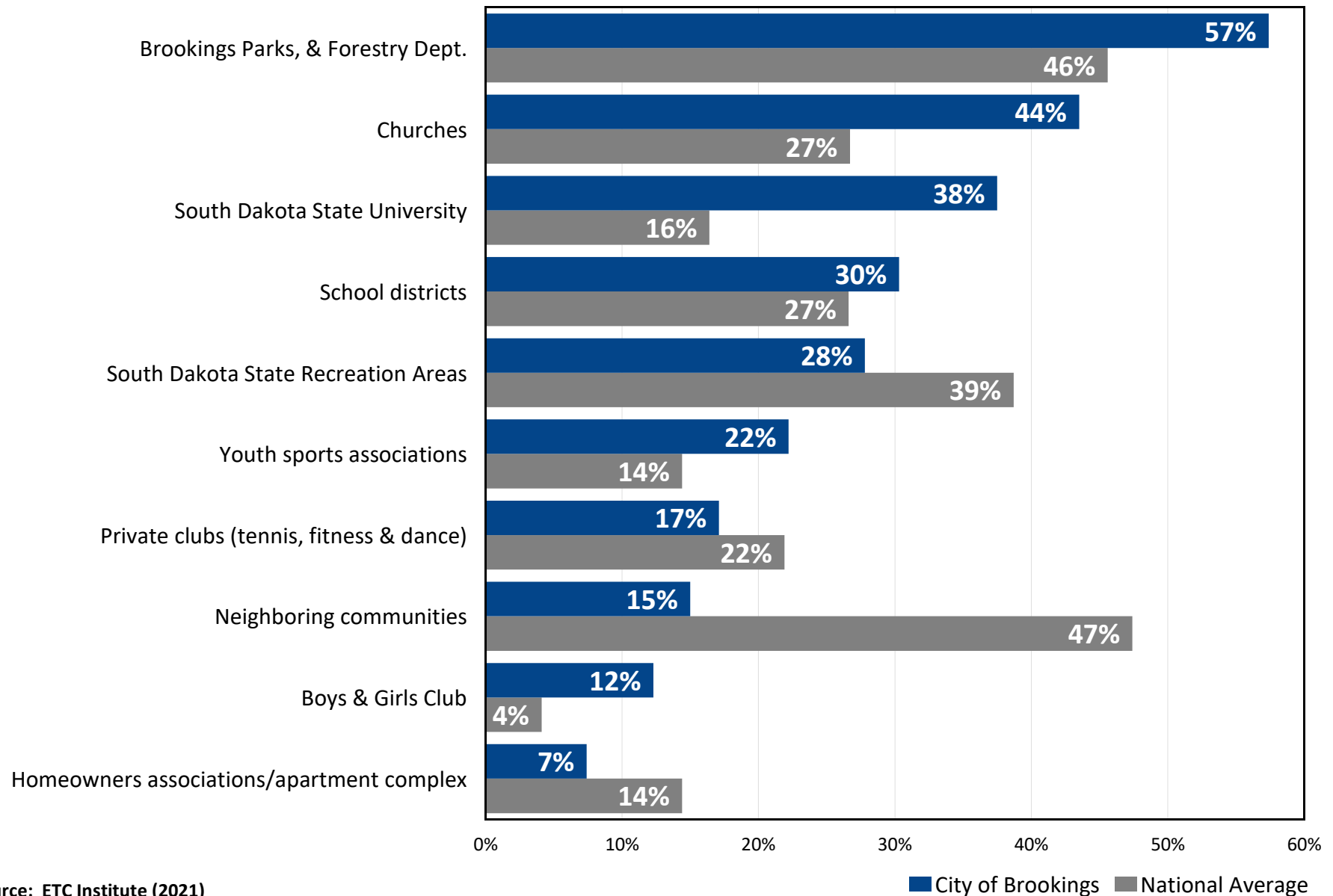


Source: ETC Institute (2021)

■ City of Brookings ■ National Average

Organizations Used for Parks and Recreation Programs and Facilities City of Brookings, SD vs. National Average

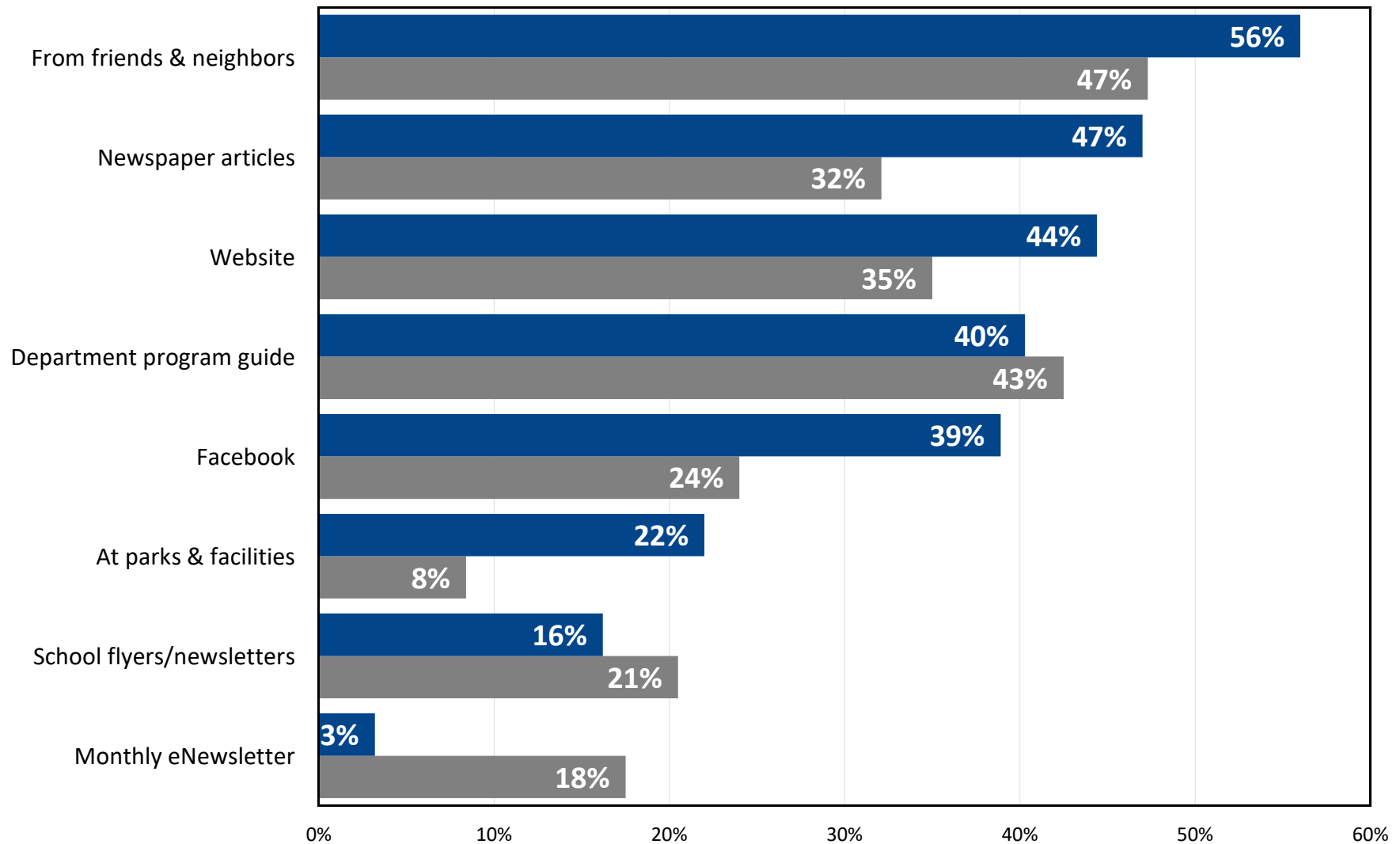
by percentage of respondents who reported using the organization



Source: ETC Institute (2021)

Method of Accessing Information About Recreation Programs and Activities City of Brookings, SD vs. National Average

by percentage of respondents



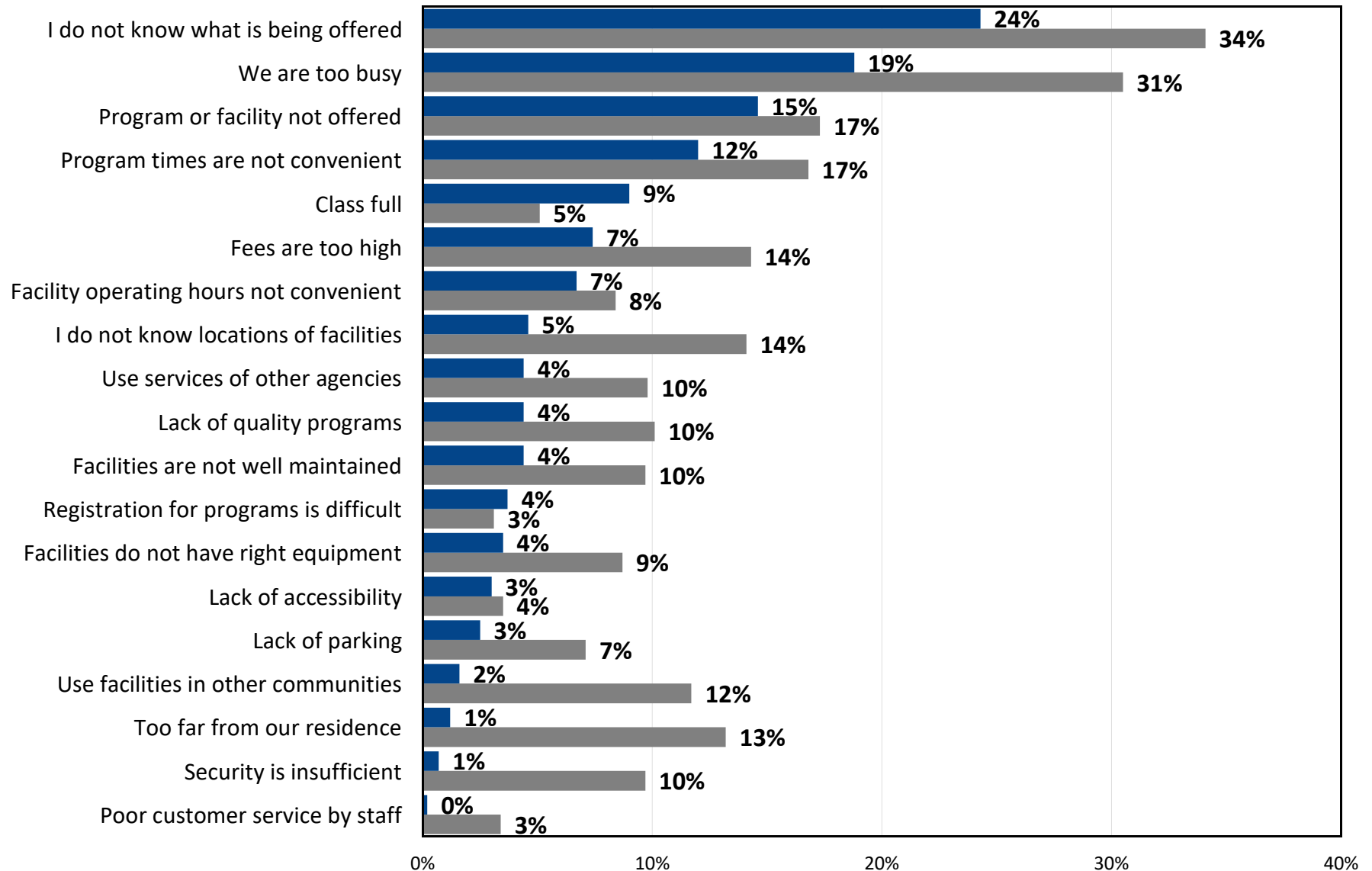
Source: ETC Institute (2021)

■ City of Brookings ■ National Average

Reasons Preventing the Use of Parks and Recreation Facilities and Programs

City of Brookings, SD vs. National Average

by percentage of respondents



Source: ETC Institute (2021)

City of Brookings National Average

3

Priority Investment Rating Analysis

Priority Investment Rating Summary



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/amenities and programs residents think should receive the highest priority for investment. The Priority Investment Rating reflects the importance residents place on items (sum of top 4 choices) and the unmet needs (needs that are only being met 50% or less). Since decisions related to future investments should consider both the level of unmet need and the importance of facilities/amenities and programs, the PIR weights each of these components equally.

The Priority Investment Rating (PIR) reflects the sum of the Unmet Needs Rating (UNR) and the Importance Rating (IR) as shown in the equation below:

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

For example, suppose the Unmet Needs Rating for camping is 47.2 (out of 100) and the Importance Rating for camping is 9.3 (out of 100), therefore the Priority Investment Rating for camping is 56.5 (out of 200).

How to Analyze the Charts:

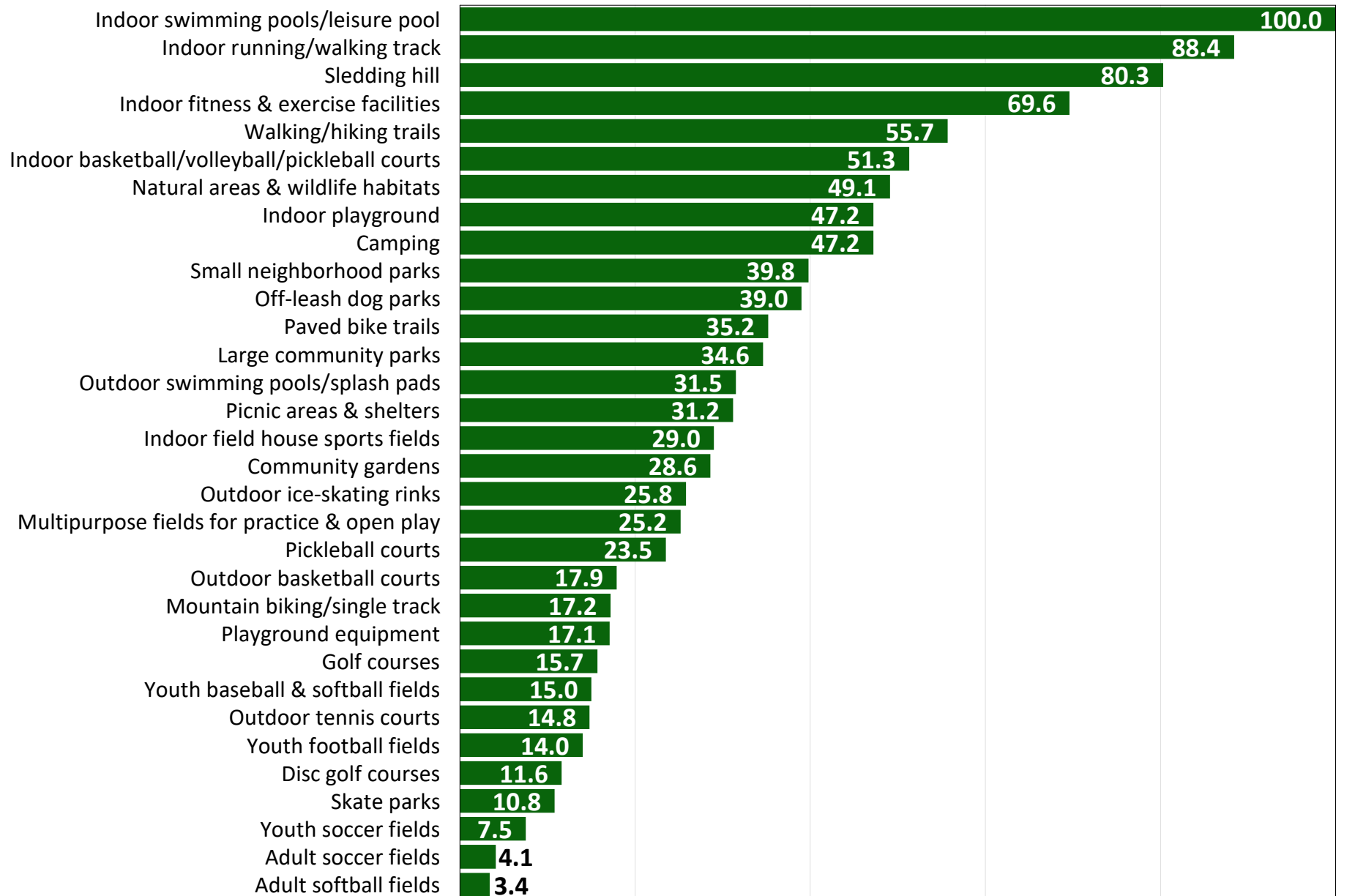
- **High Priority Areas** are those with a PIR of at least 100. A rating of 100 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact 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 (PIR) for parks and recreation facilities and programs.

Unmet Needs Rating for Parks and Recreation Facilities

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

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



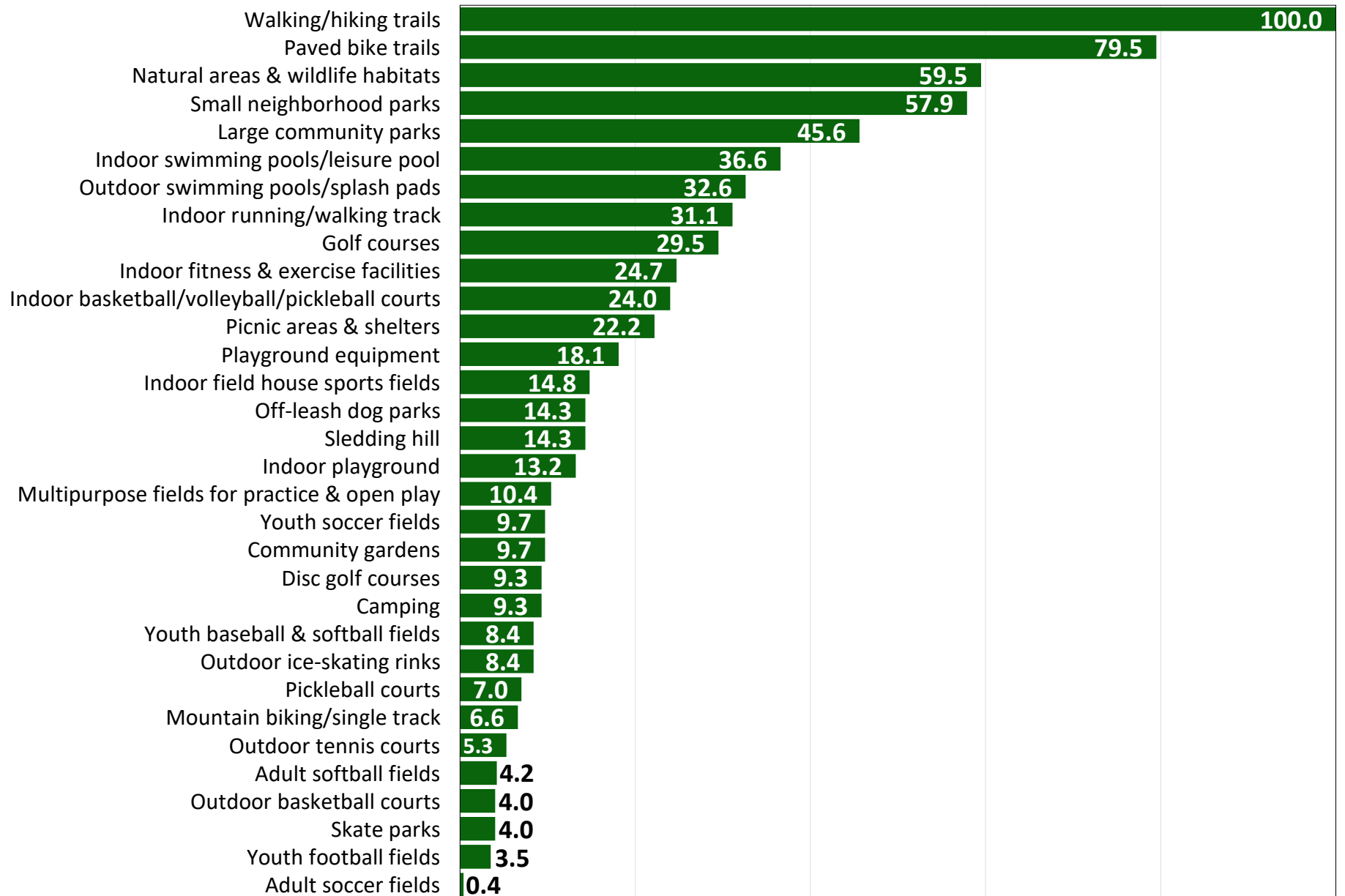
Source: ETC Institute (2021)

0.0 20.0 40.0 60.0 80.0 100.0

Importance Rating for Parks and Recreation Facilities

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

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

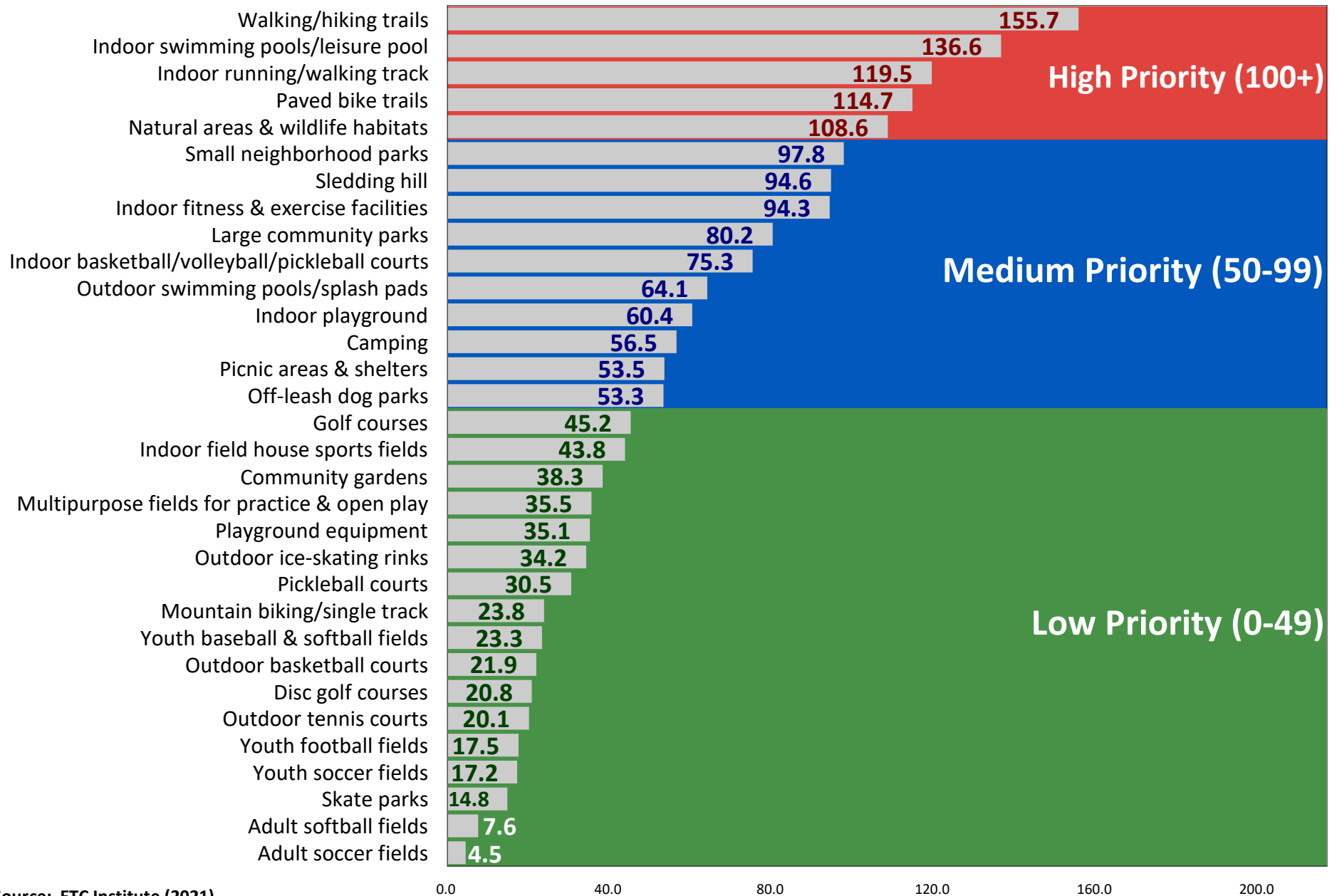


Source: ETC Institute (2021)

0.0 20.0 40.0 60.0 80.0 100.0

Top Priorities for Investment for Parks and Recreation Facilities

Based on the Priority Investment Rating (PIR)

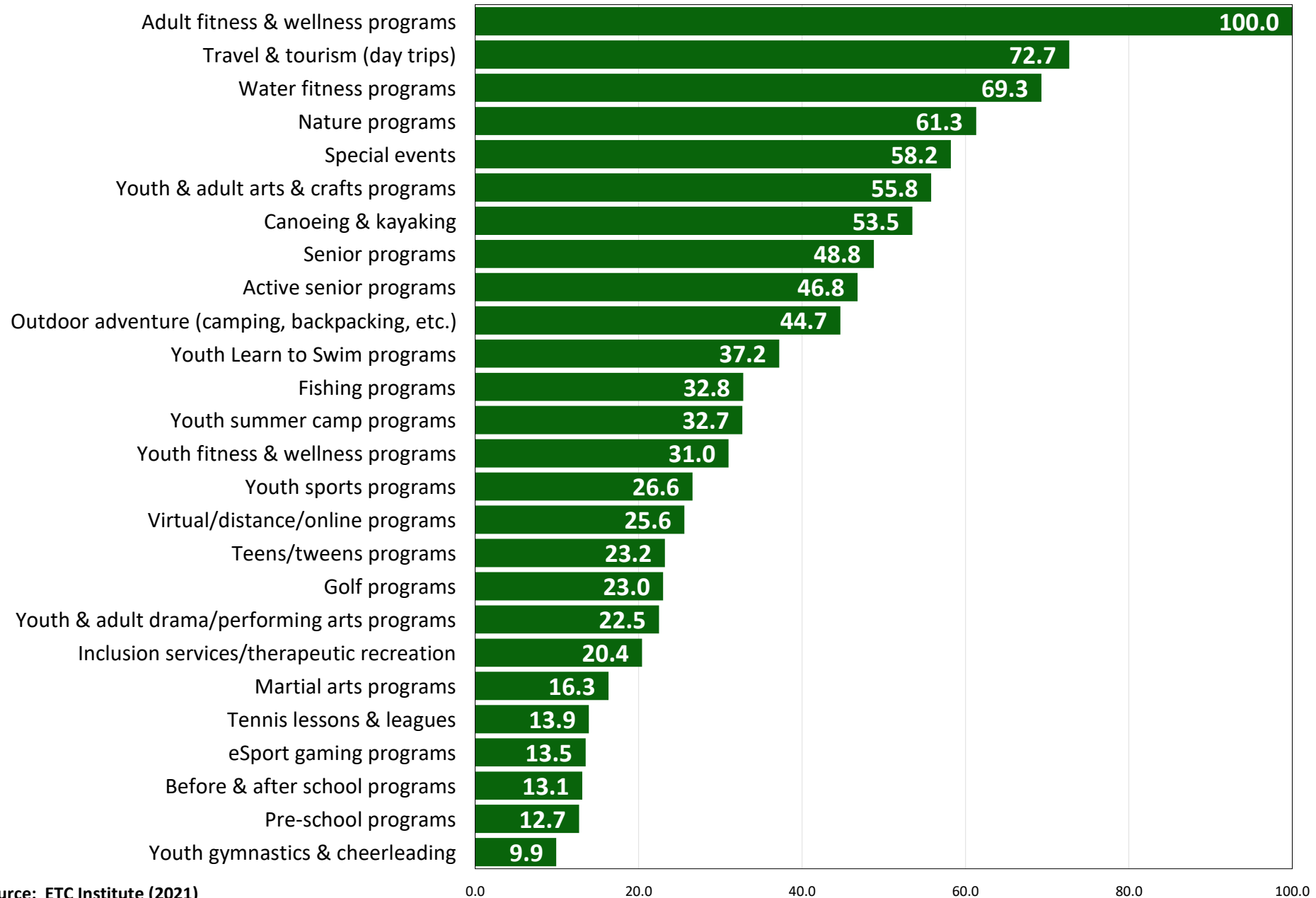


Source: ETC Institute (2021)

Unmet Needs Rating for Parks and Recreation Programs

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

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

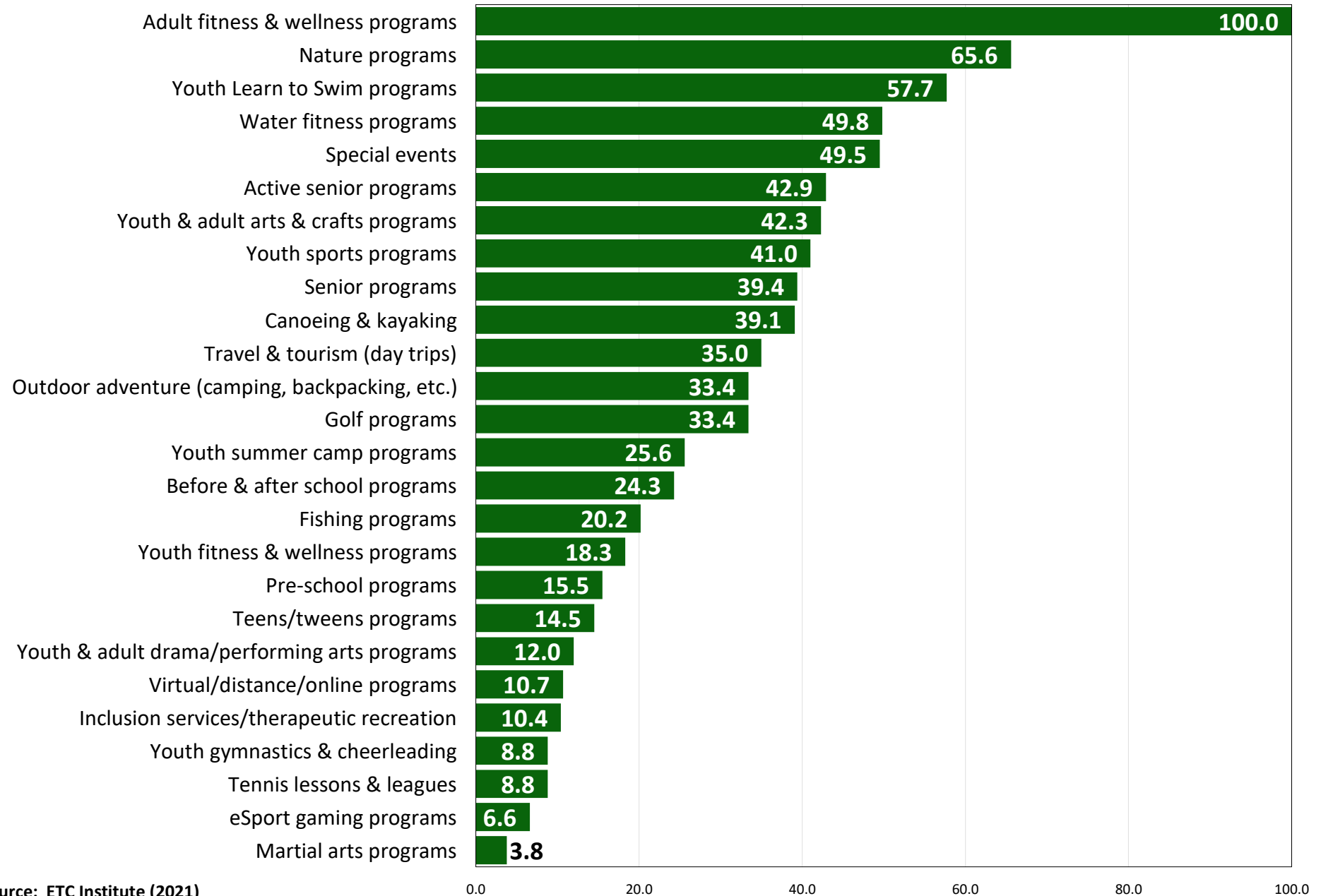


Source: ETC Institute (2021)

Importance Rating for Parks and Recreation Programs

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

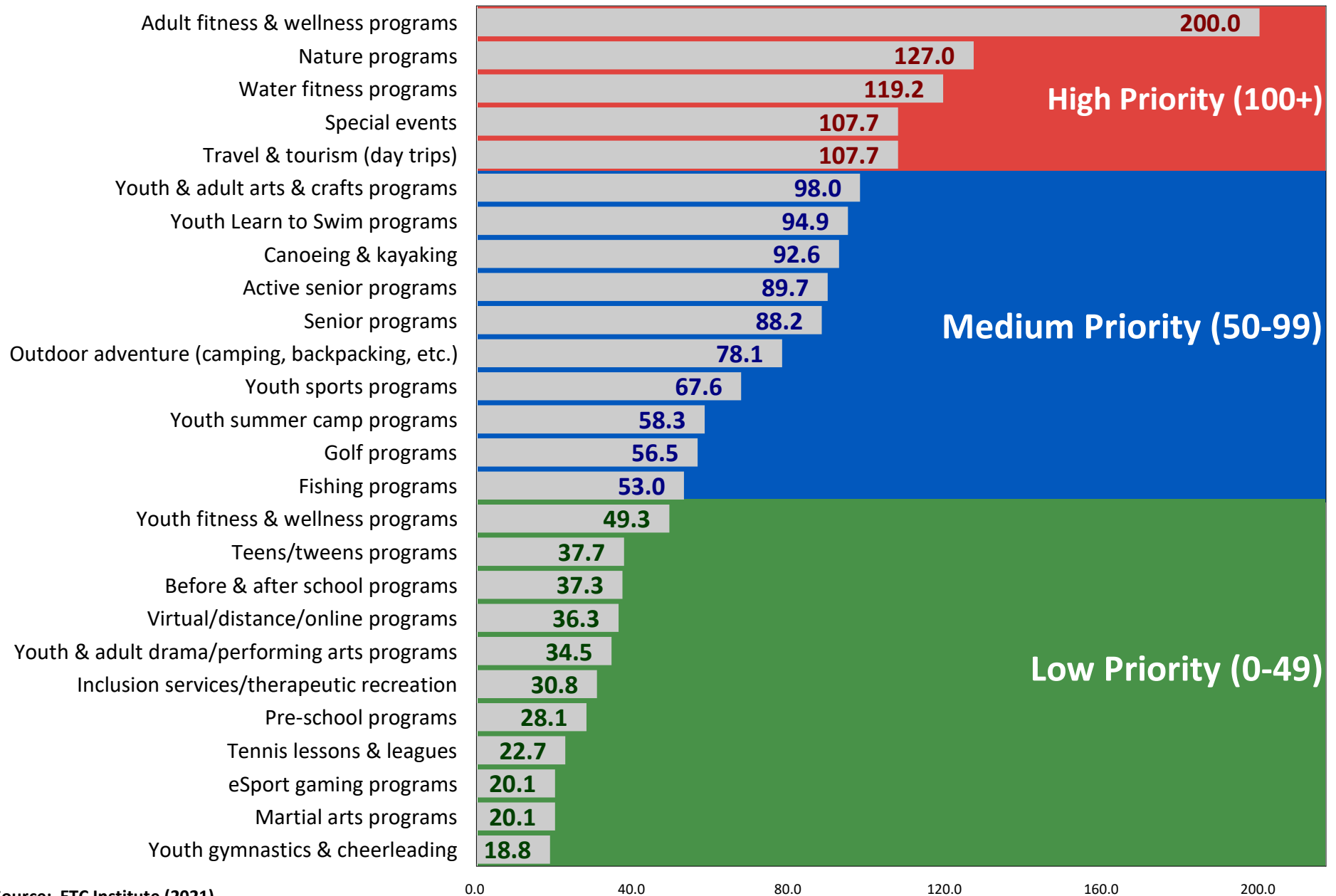
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



Source: ETC Institute (2021)

Top Priorities for Investment for Parks and Recreation Programs

Based on the Priority Investment Rating (PIR)



Source: ETC Institute (2021)

4

Tabular Data

Q1. In the last 12 months, have you or other members of your household used any parks or facilities offered by the Brookings Parks, Recreation and Forestry Department?

Q1. Have you used any parks or facilities offered by Parks, Recreation & Forestry Department in last 12 months?	Number	Percent
Yes	373	86.3%
No	59	13.7%
Total	432	100.0%

Q1a. How would you rate the overall quality of parks or facilities that you and members of your household have used?

Q1a. How would you rate overall quality of parks or facilities you have used?	Number	Percent
Excellent	147	39.4%
Good	195	52.3%
Fair	29	7.8%
Poor	2	0.5%
Total	373	100.0%

Q2. In the last 24 months, have you or other members of your household participated in any recreation programs offered by the Parks, Recreation and Forestry Department?

Q2. Have you participated in any recreation programs offered by Parks, Recreation & Forestry Department in last 24 months?	Number	Percent
Yes	130	30.1%
No	302	69.9%
Total	432	100.0%

Q2a. How would you rate the overall quality of programs that you and members of your household have participated in?

Q2a. How would you rate overall quality of programs you have participated in?	Number	Percent
Excellent	37	28.5%
Good	78	60.0%
Fair	15	11.5%
Total	130	100.0%

Q3. From the following list, please CHECK ALL of the organizations that you and members of your household have used for indoor and outdoor recreation activities during the last 12 months.

Q3. All organizations you have used for indoor & outdoor recreation activities during last 12 months:

	Number	Percent
Boys & Girls Club	53	12.3 %
School districts	131	30.3 %
Youth sports associations	96	22.2 %
Churches	188	43.5 %
Neighboring communities	65	15.0 %
Brookings Parks, & Forestry Dept.	248	57.4 %
Private clubs (tennis, fitness & dance)	74	17.1 %
South Dakota State Recreation Areas	120	27.8 %
South Dakota State University	162	37.5 %
Homeowners associations/apartment complex	32	7.4 %
Travel sports teams	54	12.5 %
None. Do not use any organizations	49	11.3 %
Total	1272	

WITHOUT "NONE"

Q3. From the following list, please CHECK ALL of the organizations that you and members of your household have used for indoor and outdoor recreation activities during the last 12 months. (without "none")

Q3. All organizations you have used for indoor & outdoor recreation activities during last 12 months:

	Number	Percent
Boys & Girls Club	53	13.8 %
School districts	131	34.2 %
Youth sports associations	96	25.1 %
Churches	188	49.1 %
Neighboring communities	65	17.0 %
Brookings Parks, & Forestry Dept.	248	64.8 %
Private clubs (tennis, fitness & dance)	74	19.3 %
South Dakota State Recreation Areas	120	31.3 %
South Dakota State University	162	42.3 %
Homeowners associations/apartment complex	32	8.4 %
Travel sports teams	54	14.1 %
Total	1223	

Q4. Please CHECK ALL the ways you learn about Brookings Parks, Recreation, and Forestry Department programs and services.

Q4. All the ways you learn about Brookings Parks, Recreation, & Forestry Department programs & services:

	Number	Percent
Department program guide	174	40.3 %
Website	192	44.4 %
Newspaper articles	203	47.0 %
Radio	126	29.2 %
Cable access television	29	6.7 %
At parks & facilities	95	22.0 %
From friends & neighbors	242	56.0 %
School flyers/newsletters	70	16.2 %
Monthly eNewsletter	14	3.2 %
Department staff	17	3.9 %
Facebook	168	38.9 %
Twitter	10	2.3 %
Instagram	12	2.8 %
NextDoor	11	2.5 %
Other	11	2.5 %
Total	1374	

Q4-15. Other

Q4-15. Other	Number	Percent
Mail	4	36.4 %
Grandchildren	1	9.1 %
SDSU Wellness Center announcements over the intercom	1	9.1 %
When we got this survey	1	9.1 %
Being involved in the past	1	9.1 %
Drive by and historic use before Covid	1	9.1 %
I would like email	1	9.1 %
General awareness	1	9.1 %
Total	11	100.0 %

Q5. What are your preferred ways to learn about programs and services?

<u>Q5. Top choice</u>	<u>Number</u>	<u>Percent</u>
Department program guide	80	18.5 %
Website	60	13.9 %
Newspaper articles	80	18.5 %
Radio	10	2.3 %
Cable access television	2	0.5 %
At parks & facilities	13	3.0 %
From friends & neighbors	16	3.7 %
School flyers/newsletters	4	0.9 %
Monthly eNewsletter	22	5.1 %
Department staff	2	0.5 %
Facebook	67	15.5 %
Twitter	2	0.5 %
Instagram	3	0.7 %
Other	5	1.2 %
None chosen	66	15.3 %
Total	432	100.0 %

Q5. What are your preferred ways to learn about programs and services?

<u>Q5. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Department program guide	41	9.5 %
Website	73	16.9 %
Newspaper articles	39	9.0 %
Radio	41	9.5 %
Cable access television	3	0.7 %
At parks & facilities	18	4.2 %
From friends & neighbors	37	8.6 %
School flyers/newsletters	17	3.9 %
Monthly eNewsletter	13	3.0 %
Facebook	52	12.0 %
Instagram	4	0.9 %
Other	2	0.5 %
None chosen	92	21.3 %
Total	432	100.0 %

Q5. What are your preferred ways to learn about programs and services?

Q5. 3rd choice	Number	Percent
Department program guide	31	7.2 %
Website	45	10.4 %
Newspaper articles	29	6.7 %
Radio	20	4.6 %
Cable access television	8	1.9 %
At parks & facilities	14	3.2 %
From friends & neighbors	47	10.9 %
School flyers/newsletters	25	5.8 %
Monthly eNewsletter	12	2.8 %
Department staff	4	0.9 %
Facebook	27	6.3 %
Twitter	8	1.9 %
Instagram	7	1.6 %
NextDoor	1	0.2 %
Other	2	0.5 %
None chosen	152	35.2 %
Total	432	100.0 %

SUM OF THE TOP THREE CHOICES**Q5. What are your preferred ways to learn about programs and services? (top 3)**

Q5. Sum of the top three choices	Number	Percent
Department program guide	152	35.2 %
Website	178	41.2 %
Newspaper articles	148	34.3 %
Radio	71	16.4 %
Cable access television	13	3.0 %
At parks & facilities	45	10.4 %
From friends & neighbors	100	23.1 %
School flyers/newsletters	46	10.6 %
Monthly eNewsletter	47	10.9 %
Department staff	6	1.4 %
Facebook	146	33.8 %
Twitter	10	2.3 %
Instagram	14	3.2 %
NextDoor	1	0.2 %
Other	9	2.1 %
None chosen	66	15.3 %
Total	1052	

Q6. Please CHECK ALL the reasons that deter you or other members of your household from using parks, recreation facilities or programs of Brookings Parks, Recreation and Forestry more often.

Q6. All reasons that deter you from using parks, recreation

facilities or programs of Parks, Recreation & Forestry more often:	Number	Percent
Facilities are not well maintained	19	4.4 %
Program or facility not offered	63	14.6 %
We are too busy	81	18.8 %
Security is insufficient	3	0.7 %
Lack of quality programs	19	4.4 %
Too far from our residence	5	1.2 %
Class full	39	9.0 %
Fees are too high	32	7.4 %
Program times are not convenient	52	12.0 %
Use facilities in other communities	7	1.6 %
Poor customer service by staff	1	0.2 %
I do not know locations of facilities	20	4.6 %
Facilities do not have right equipment	15	3.5 %
Language barriers are difficult	1	0.2 %
I do not know what is being offered	105	24.3 %
Facility operating hours not convenient	29	6.7 %
Registration for programs is difficult	16	3.7 %
Lack of parking	11	2.5 %
Use services of other agencies	19	4.4 %
Lack of accessibility	13	3.0 %
Nothing deters me from participating	118	27.3 %
None. I do not use facilities	36	8.3 %
Total	704	

WITHOUT "NONE"

Q6. Please CHECK ALL the reasons that deter you or other members of your household from using parks, recreation facilities or programs of Brookings Parks, Recreation and Forestry more often. (without "none")

Q6. All reasons that deter you from using parks, recreation

<u>facilities or programs of Parks, Recreation & Forestry more often</u>	<u>Number</u>	<u>Percent</u>
Facilities are not well maintained	19	4.8 %
Program or facility not offered	63	15.9 %
We are too busy	81	20.5 %
Security is insufficient	3	0.8 %
Lack of quality programs	19	4.8 %
Too far from our residence	5	1.3 %
Class full	39	9.8 %
Fees are too high	32	8.1 %
Program times are not convenient	52	13.1 %
Use facilities in other communities	7	1.8 %
Poor customer service by staff	1	0.3 %
I do not know locations of facilities	20	5.1 %
Facilities do not have right equipment	15	3.8 %
Language barriers are difficult	1	0.3 %
I do not know what is being offered	105	26.5 %
Facility operating hours not convenient	29	7.3 %
Registration for programs is difficult	16	4.0 %
Lack of parking	11	2.8 %
Use services of other agencies	19	4.8 %
Lack of accessibility	13	3.3 %
<u>Nothing deters me from participating</u>	<u>118</u>	<u>29.8 %</u>
Total	668	

Q7. The costs to provide recreation programs are funded through a combination of participant fees and general tax revenues. The following are categories of programs offered by Brookings Parks, Recreation and Forestry Dept. For each program category, please indicate what percent of the program costs should be paid by taxes and what percent by user fees.

(N=432)

	100% taxes/ 0% fees	75% taxes/ 25% fees	50% taxes/ 50% fees	25% taxes/ 75% fees	0% taxes/ 100% fees	Don't Know
Q7-1. Youth sports programs	12.5%	23.6%	29.2%	8.6%	6.9%	19.2%
Q7-2. Adult sports programs	3.0%	8.3%	22.0%	23.6%	24.5%	18.5%
Q7-3. Youth camps	8.8%	18.3%	30.1%	14.6%	8.1%	20.1%
Q7-4. Adult classes (exercise, arts, dance, etc.)	3.0%	7.6%	19.4%	23.1%	26.4%	20.4%
Q7-5. Youth classes (arts, dance, etc.)	9.5%	18.8%	31.3%	11.6%	7.9%	21.1%
Q7-6. Learn to swim programs	24.5%	20.1%	21.3%	7.9%	6.9%	19.2%
Q7-7. Senior adult classes	8.3%	15.7%	23.4%	18.1%	14.8%	19.7%
Q7-8. Special events & festivals	7.2%	10.9%	25.2%	19.9%	15.5%	21.3%
Q7-9. Programs for low-income residents	31.7%	24.5%	12.0%	8.1%	5.1%	18.5%
Q7-10. Programs for special populations/disabled	40.3%	19.7%	12.0%	4.4%	4.4%	19.2%
Q7-11. Field rentals for youth sports tournaments	7.4%	15.5%	26.2%	14.6%	15.3%	21.1%
Q7-12. Field rentals for adult sports tournaments	4.2%	6.7%	17.6%	23.1%	28.0%	20.4%

WITHOUT "DON'T KNOW"

Q7. The costs to provide recreation programs are funded through a combination of participant fees and general tax revenues. The following are categories of programs offered by Brookings Parks, Recreation and Forestry Dept. For each program category, please indicate what percent of the program costs should be paid by taxes and what percent by user fees. (without "don't know")

(N=432)

	100% taxes/ 0% fees	75% taxes/ 25% fees	50% taxes/ 50% fees	25% taxes/ 75% fees	0% taxes/ 100% fees
Q7-1. Youth sports programs	15.5%	29.2%	36.1%	10.6%	8.6%
Q7-2. Adult sports programs	3.7%	10.2%	27.0%	29.0%	30.1%
Q7-3. Youth camps	11.0%	22.9%	37.7%	18.3%	10.1%
Q7-4. Adult classes (exercise, arts, dance, etc.)	3.8%	9.6%	24.4%	29.1%	33.1%
Q7-5. Youth classes (arts, dance, etc.)	12.0%	23.8%	39.6%	14.7%	10.0%
Q7-6. Learn to swim programs	30.4%	24.9%	26.4%	9.7%	8.6%
Q7-7. Senior adult classes	10.4%	19.6%	29.1%	22.5%	18.4%
Q7-8. Special events & festivals	9.1%	13.8%	32.1%	25.3%	19.7%
Q7-9. Programs for low-income residents	38.9%	30.1%	14.8%	9.9%	6.3%
Q7-10. Programs for special populations/disabled	49.9%	24.4%	14.9%	5.4%	5.4%
Q7-11. Field rentals for youth sports tournaments	9.4%	19.6%	33.1%	18.5%	19.4%
Q7-12. Field rentals for adult sports tournaments	5.2%	8.4%	22.1%	29.1%	35.2%

Q8. Please circle the time of day that members of your household would most prefer to use recreation programs offered by Brookings Parks, Recreation and Forestry Department. Please select "N/A" if there is no one in your household in that age group.

(N=432)

	Morning	Afternoon	Evening	Anytime	N/A
Q8-1. Child (under age 6)	5.8%	5.1%	6.0%	5.3%	77.8%
Q8-2. Youth (ages 6-12)	4.4%	6.7%	7.4%	6.9%	74.5%
Q8-3. Teen (ages 13-17)	1.4%	4.9%	7.2%	5.8%	80.8%
Q8-4. Adult (ages 18-59)	3.7%	4.4%	28.9%	16.9%	46.1%
Q8-5. Older adult (ages 60+)	13.9%	9.5%	7.6%	19.7%	49.3%
Q8-6. Family	2.8%	6.5%	21.8%	18.3%	50.7%

WITHOUT "N/A"

Q8. Please circle the time of day that members of your household would most prefer to use recreation programs offered by Brookings Parks, Recreation and Forestry Department. Please select "N/A" if there is no one in your household in that age group. (without "N/A")

(N=432)

	Morning	Afternoon	Evening	Anytime
Q8-1. Child (under age 6)	26.0%	22.9%	27.1%	24.0%
Q8-2. Youth (ages 6-12)	17.3%	26.4%	29.1%	27.3%
Q8-3. Teen (ages 13-17)	7.2%	25.3%	37.3%	30.1%
Q8-4. Adult (ages 18-59)	6.9%	8.2%	53.6%	31.3%
Q8-5. Older adult (ages 60+)	27.4%	18.7%	15.1%	38.8%
Q8-6. Family	5.6%	13.1%	44.1%	37.1%

Q9. Please indicate if you or any member of your household has a need for each of the parks and recreational facilities listed below.

(N=432)

	Yes	No
Q9-1. Youth soccer fields	17.1%	82.9%
Q9-2. Youth baseball & softball fields	17.1%	82.9%
Q9-3. Youth football fields	10.4%	89.6%
Q9-4. Adult softball fields	9.0%	91.0%
Q9-5. Adult soccer fields	4.4%	95.6%
Q9-6. Multipurpose fields for practice & open play	25.9%	74.1%
Q9-7. Small neighborhood parks	72.2%	27.8%
Q9-8. Large community parks	70.4%	29.6%
Q9-9. Off-leash dog parks	24.8%	75.2%
Q9-10. Outdoor swimming pools/splash pads	49.8%	50.2%
Q9-11. Playground equipment	41.4%	58.6%
Q9-12. Outdoor basketball courts	24.5%	75.5%
Q9-13. Outdoor tennis courts	19.2%	80.8%
Q9-14. Outdoor ice-skating rinks	17.1%	82.9%
Q9-15. Pickleball courts	13.0%	87.0%
Q9-16. Paved bike trails	69.4%	30.6%
Q9-17. Mountain biking/single track	19.7%	80.3%
Q9-18. Walking/hiking trails	80.6%	19.4%
Q9-19. Natural areas & wildlife habitats	71.1%	28.9%
Q9-20. Picnic areas & shelters	66.4%	33.6%
Q9-21. Skate parks	9.5%	90.5%
Q9-22. Golf courses	36.1%	63.9%
Q9-23. Disc golf courses	21.1%	78.9%
Q9-24. Community gardens	33.6%	66.4%
Q9-25. Indoor field house sports fields (football, soccer, etc.)	15.7%	84.3%
Q9-26. Indoor playground	19.9%	80.1%
Q9-27. Indoor basketball/volleyball/pickleball courts	24.5%	75.5%
Q9-28. Indoor fitness & exercise facilities	43.3%	56.7%
Q9-29. Indoor running/walking track	44.4%	55.6%
Q9-30. Indoor swimming pools/leisure pool	44.4%	55.6%
Q9-31. Camping	28.2%	71.8%
Q9-32. Sledding hill	37.7%	62.3%
Q9-33. Other	3.7%	96.3%

Q9. " If "Yes," please rate the recreation parks/facilities in your community using a scale of 1 to 5, where 5 means the needs of your household are "100% Met" and 1 means "0% Met."

(N=406)

	100% Met	75% Met	50% Met	25% Met	0% Met
Q9-1. Youth soccer fields	59.7%	23.6%	8.3%	6.9%	1.4%
Q9-2. Youth baseball & softball fields	55.1%	11.6%	23.2%	8.7%	1.4%
Q9-3. Youth football fields	26.8%	22.0%	34.1%	17.1%	0.0%
Q9-4. Adult softball fields	62.9%	22.9%	11.4%	2.9%	0.0%
Q9-5. Adult soccer fields	47.1%	17.6%	23.5%	5.9%	5.9%
Q9-6. Multipurpose fields for practice & open play	36.1%	26.9%	15.7%	11.1%	10.2%
Q9-7. Small neighborhood parks	50.3%	28.7%	15.2%	4.4%	1.4%
Q9-8. Large community parks	54.0%	27.3%	14.2%	4.2%	0.3%
Q9-9. Off-leash dog parks	20.6%	19.6%	30.4%	16.7%	12.7%
Q9-10. Outdoor swimming pools/splash pads	46.6%	29.4%	12.3%	6.4%	5.4%
Q9-11. Playground equipment	52.4%	31.9%	13.3%	2.4%	0.0%
Q9-12. Outdoor basketball courts	35.6%	36.5%	16.3%	11.5%	0.0%
Q9-13. Outdoor tennis courts	46.3%	24.4%	15.9%	11.0%	2.4%
Q9-14. Outdoor ice skating rinks	19.7%	22.7%	34.8%	10.6%	12.1%
Q9-15. Pickleball courts	20.8%	10.4%	27.1%	20.8%	20.8%
Q9-16. Paved bike trails	38.1%	42.7%	13.9%	4.3%	1.1%
Q9-17. Mountain biking/single track	39.7%	26.9%	20.5%	7.7%	5.1%
Q9-18. Walking/hiking trails	39.6%	34.0%	20.2%	5.2%	0.9%
Q9-19. Natural areas & wildlife habitats	39.3%	34.4%	18.6%	6.3%	1.4%
Q9-20. Picnic areas & shelters	51.9%	30.2%	14.9%	2.6%	0.4%
Q9-21. Skate parks	18.9%	37.8%	24.3%	8.1%	10.8%
Q9-22. Golf courses	50.7%	32.9%	14.5%	1.3%	0.7%
Q9-23. Disc golf courses	46.5%	32.6%	17.4%	2.3%	1.2%
Q9-24. Community gardens	47.1%	20.6%	19.9%	5.9%	6.6%
Q9-25. Indoor field house sports fields (football, soccer, etc.)	7.8%	21.9%	14.1%	23.4%	32.8%
Q9-26. Indoor playground	6.1%	3.7%	6.1%	24.4%	59.8%
Q9-27. Indoor basketball/volleyball/pickleball courts	5.1%	15.3%	28.6%	26.5%	24.5%
Q9-28. Indoor fitness & exercise facilities	19.4%	19.4%	16.5%	17.1%	27.6%
Q9-29. Indoor running/walking track	13.0%	11.3%	15.3%	22.6%	37.9%
Q9-30. Indoor swimming pools/leisure pool	7.1%	7.1%	11.0%	23.1%	51.6%
Q9-31. Camping	15.9%	20.4%	25.7%	21.2%	16.8%
Q9-32. Sledding hill	7.2%	11.8%	12.4%	25.5%	43.1%
Q9-33. Other	14.3%	14.3%	7.1%	7.1%	57.1%

Q9-33. Other

<u>Q9-33. Other</u>	<u>Number</u>	<u>Percent</u>
Shooting range	2	12.5 %
Groomed cross country courses for skiing in the winter	1	6.3 %
Lighted dog park	1	6.3 %
Safe paved places to skateboard, longboard, roller skate and roller blade	1	6.3 %
Cross country ski trail	1	6.3 %
Dance classes for adults	1	6.3 %
Indoor ice rink with weight room	1	6.3 %
Racquetball	1	6.3 %
Parking lots for reading	1	6.3 %
Pool for physical therapy	1	6.3 %
INDOOR ZERO ENTRY POOL FOR TODDLERS	1	6.3 %
Outdoor volleyball	1	6.3 %
Indoor tennis court	1	6.3 %
Cross country skiing	1	6.3 %
<u>Country groomed trails</u>	<u>1</u>	<u>6.3 %</u>
Total	16	100.0 %

Q10. Which FOUR of the parks/facilities from the list in Question 9 are MOST IMPORTANT to your household?

<u>Q10. Top choice</u>	<u>Number</u>	<u>Percent</u>
Youth soccer fields	9	2.1 %
Youth baseball & softball fields	5	1.2 %
Youth football fields	1	0.2 %
Adult softball fields	2	0.5 %
Multipurpose fields for practice & open play	4	0.9 %
Small neighborhood parks	40	9.3 %
Large community parks	18	4.2 %
Off-leash dog parks	6	1.4 %
Outdoor swimming pools/splash pads	13	3.0 %
Playground equipment	8	1.9 %
Outdoor tennis courts	3	0.7 %
Outdoor ice-skating rinks	2	0.5 %
Pickleball courts	4	0.9 %
Paved bike trails	60	13.9 %
Mountain biking/single track	1	0.2 %
Walking/hiking trails	63	14.6 %
Natural areas & wildlife habitats	17	3.9 %
Picnic areas & shelters	6	1.4 %
Skate parks	1	0.2 %
Golf courses	16	3.7 %
Community gardens	6	1.4 %
Indoor field house sports fields (football, soccer, etc.)	13	3.0 %
Indoor playground	4	0.9 %
Indoor basketball/volleyball/pickleball courts	21	4.9 %
Indoor fitness & exercise facilities	8	1.9 %
Indoor running/walking track	10	2.3 %
Indoor swimming pools/leisure pool	23	5.3 %
Camping	4	0.9 %
Sledding hill	5	1.2 %
Other	7	1.6 %
None chosen	52	12.0 %
Total	432	100.0 %

Q10. Which FOUR of the parks/facilities from the list in Question 9 are MOST IMPORTANT to your household?

<u>Q10. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Youth soccer fields	5	1.2 %
Youth baseball & softball fields	5	1.2 %
Youth football fields	3	0.7 %
Adult softball fields	1	0.2 %
Multipurpose fields for practice & open play	5	1.2 %
Small neighborhood parks	18	4.2 %
Large community parks	27	6.3 %
Off-leash dog parks	11	2.5 %
Outdoor swimming pools/splash pads	19	4.4 %
Playground equipment	12	2.8 %
Outdoor basketball courts	1	0.2 %
Outdoor tennis courts	2	0.5 %
Outdoor ice-skating rinks	4	0.9 %
Pickleball courts	5	1.2 %
Paved bike trails	41	9.5 %
Mountain biking/single track	6	1.4 %
Walking/hiking trails	63	14.6 %
Natural areas & wildlife habitats	36	8.3 %
Picnic areas & shelters	10	2.3 %
Skate parks	2	0.5 %
Golf courses	10	2.3 %
Disc golf courses	2	0.5 %
Community gardens	2	0.5 %
Indoor field house sports fields (football, soccer, etc.)	6	1.4 %
Indoor playground	6	1.4 %
Indoor basketball/volleyball/pickleball courts	14	3.2 %
Indoor fitness & exercise facilities	13	3.0 %
Indoor running/walking track	14	3.2 %
Indoor swimming pools/leisure pool	17	3.9 %
Camping	2	0.5 %
Sledding hill	5	1.2 %
Other	1	0.2 %
None chosen	64	14.8 %
Total	432	100.0 %

Q10. Which FOUR of the parks/facilities from the list in Question 9 are MOST IMPORTANT to your household?

<u>Q10. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Youth soccer fields	4	0.9 %
Youth baseball & softball fields	3	0.7 %
Youth football fields	2	0.5 %
Adult softball fields	2	0.5 %
Adult soccer fields	1	0.2 %
Multipurpose fields for practice & open play	8	1.9 %
Small neighborhood parks	27	6.3 %
Large community parks	24	5.6 %
Off-leash dog parks	5	1.2 %
Outdoor swimming pools/splash pads	20	4.6 %
Playground equipment	7	1.6 %
Outdoor basketball courts	3	0.7 %
Outdoor tennis courts	3	0.7 %
Outdoor ice-skating rinks	5	1.2 %
Pickleball courts	4	0.9 %
Paved bike trails	29	6.7 %
Mountain biking/single track	3	0.7 %
Walking/hiking trails	42	9.7 %
Natural areas & wildlife habitats	34	7.9 %
Picnic areas & shelters	11	2.5 %
Skate parks	1	0.2 %
Golf courses	15	3.5 %
Disc golf courses	4	0.9 %
Community gardens	7	1.6 %
Indoor field house sports fields (football, soccer, etc.)	6	1.4 %
Indoor playground	7	1.6 %
Indoor basketball/volleyball/pickleball courts	4	0.9 %
Indoor fitness & exercise facilities	15	3.5 %
Indoor running/walking track	24	5.6 %
Indoor swimming pools/leisure pool	14	3.2 %
Camping	5	1.2 %
Sledding hill	7	1.6 %
Other	1	0.2 %
None chosen	85	19.7 %
Total	432	100.0 %

Q10. Which FOUR of the parks/facilities from the list in Question 9 are MOST IMPORTANT to your household?

<u>Q10. 4th choice</u>	<u>Number</u>	<u>Percent</u>
Youth soccer fields	1	0.2 %
Youth baseball & softball fields	3	0.7 %
Youth football fields	1	0.2 %
Adult softball fields	3	0.7 %
Multipurpose fields for practice & open play	3	0.7 %
Small neighborhood parks	28	6.5 %
Large community parks	20	4.6 %
Off-leash dog parks	6	1.4 %
Outdoor swimming pools/splash pads	12	2.8 %
Playground equipment	8	1.9 %
Outdoor basketball courts	4	0.9 %
Outdoor tennis courts	2	0.5 %
Outdoor ice-skating rinks	5	1.2 %
Pickleball courts	1	0.2 %
Paved bike trails	26	6.0 %
Mountain biking/single track	3	0.7 %
Walking/hiking trails	28	6.5 %
Natural areas & wildlife habitats	30	6.9 %
Picnic areas & shelters	17	3.9 %
Skate parks	4	0.9 %
Golf courses	17	3.9 %
Disc golf courses	6	1.4 %
Community gardens	10	2.3 %
Indoor field house sports fields (football, soccer, etc.)	4	0.9 %
Indoor playground	9	2.1 %
Indoor basketball/volleyball/pickleball courts	8	1.9 %
Indoor fitness & exercise facilities	12	2.8 %
Indoor running/walking track	13	3.0 %
Indoor swimming pools/leisure pool	18	4.2 %
Camping	7	1.6 %
Sledding hill	11	2.5 %
Other	2	0.5 %
None chosen	110	25.5 %
Total	432	100.0 %

SUM OF THE TOP FOUR CHOICES

Q10. Which FOUR of the parks/facilities from the list in Question 9 are MOST IMPORTANT to your household? (top 4)

Q10. Sum of the top four choices	Number	Percent
Youth soccer fields	19	4.4 %
Youth baseball & softball fields	16	3.7 %
Youth football fields	7	1.6 %
Adult softball fields	8	1.9 %
Adult soccer fields	1	0.2 %
Multipurpose fields for practice & open play	20	4.6 %
Small neighborhood parks	113	26.2 %
Large community parks	89	20.6 %
Off-leash dog parks	28	6.5 %
Outdoor swimming pools/splash pads	64	14.8 %
Playground equipment	35	8.1 %
Outdoor basketball courts	8	1.9 %
Outdoor tennis courts	10	2.3 %
Outdoor ice-skating rinks	16	3.7 %
Pickleball courts	14	3.2 %
Paved bike trails	156	36.1 %
Mountain biking/single track	13	3.0 %
Walking/hiking trails	196	45.4 %
Natural areas & wildlife habitats	117	27.1 %
Picnic areas & shelters	44	10.2 %
Skate parks	8	1.9 %
Golf courses	58	13.4 %
Disc golf courses	12	2.8 %
Community gardens	25	5.8 %
Indoor field house sports fields (football, soccer, etc.)	29	6.7 %
Indoor playground	26	6.0 %
Indoor basketball/volleyball/pickleball courts	47	10.9 %
Indoor fitness & exercise facilities	48	11.1 %
Indoor running/walking track	61	14.1 %
Indoor swimming pools/leisure pool	72	16.7 %
Camping	18	4.2 %
Sledding hill	28	6.5 %
Other	11	2.5 %
None chosen	52	12.0 %
Total	1469	

Q11. Please indicate if you or any member of your household has a need for each of the recreation programs listed below.

(N=432)

	Yes	No
Q11-1. Youth Learn to Swim programs	26.6%	73.4%
Q11-2. Pre-school programs	10.9%	89.1%
Q11-3. Before & after school programs	15.5%	84.5%
Q11-4. Youth summer camp programs	19.2%	80.8%
Q11-5. Youth sports programs	24.5%	75.5%
Q11-6. Youth fitness & wellness programs	16.0%	84.0%
Q11-7. eSport gaming programs	4.9%	95.1%
Q11-8. Virtual/distance/online programs	12.0%	88.0%
Q11-9. Teens/tweens programs	11.6%	88.4%
Q11-10. Martial arts programs	8.3%	91.7%
Q11-11. Adult fitness & wellness programs	52.1%	47.9%
Q11-12. Water fitness programs	31.0%	69.0%
Q11-13. Tennis lessons & leagues	10.6%	89.4%
Q11-14. Youth gymnastics & cheerleading	7.9%	92.1%
Q11-15. Senior programs (e.g., games, social, crafts)	25.2%	74.8%
Q11-16. Active senior programs (e.g., pickleball, fitness)	23.6%	76.4%
Q11-17. Youth & adult arts & crafts programs	28.7%	71.3%
Q11-18. Youth & adult drama/performing arts programs	12.0%	88.0%
Q11-19. Inclusion services/therapeutic recreation	7.6%	92.4%
Q11-20. Special events	31.7%	68.3%
Q11-21. Fishing programs	18.5%	81.5%
Q11-22. Nature programs	38.2%	61.8%
Q11-23. Golf programs	20.8%	79.2%
Q11-24. Outdoor adventure (camping, backpacking, etc.)	25.2%	74.8%
Q11-25. Canoeing & kayaking	35.2%	64.8%
Q11-26. Travel & tourism (day trips)	29.9%	70.1%
Q11-27. Other	1.6%	98.4%

Q11. If "Yes," please rate the recreation programs in your community using a scale of 1 to 5, where 5 means the needs of your household are "100% Met" and 1 means "0% Met."

(N=367)

	100% Met	75% Met	50% Met	25% Met	0% Met
Q11-1. Youth Learn to Swim programs	17.6%	34.3%	29.6%	12.0%	6.5%
Q11-2. Pre-school programs	28.9%	31.1%	13.3%	15.6%	11.1%
Q11-3. Before & after school programs	30.6%	40.3%	12.9%	11.3%	4.8%
Q11-4. Youth summer camp programs	10.7%	30.7%	41.3%	6.7%	10.7%
Q11-5. Youth sports programs	16.2%	46.5%	28.3%	7.1%	2.0%
Q11-6. Youth fitness & wellness programs	7.9%	25.4%	30.2%	19.0%	17.5%
Q11-7. eSport gaming programs	5.0%	0.0%	15.0%	20.0%	60.0%
Q11-8. Virtual/distance/online programs	8.9%	17.8%	15.6%	20.0%	37.8%
Q11-9. Teens/tweens programs	8.9%	22.2%	33.3%	20.0%	15.6%
Q11-10. Martial arts programs	23.5%	8.8%	26.5%	14.7%	26.5%
Q11-11. Adult fitness & wellness programs	13.1%	20.8%	33.3%	19.7%	13.1%
Q11-12. Water fitness programs	3.5%	19.5%	23.9%	20.4%	32.7%
Q11-13. Tennis lessons & leagues	21.4%	33.3%	26.2%	11.9%	7.1%
Q11-14. Youth gymnastics & cheerleading	33.3%	23.3%	20.0%	3.3%	20.0%
Q11-15. Senior programs (e.g., games, social, crafts)	8.6%	24.7%	30.9%	21.0%	14.8%
Q11-16. Active senior programs (e.g., pickleball, fitness)	13.4%	18.3%	31.7%	19.5%	17.1%
Q11-17. Youth & adult arts & crafts programs	6.6%	26.4%	22.6%	26.4%	17.9%
Q11-18. Youth & adult drama/performing arts programs	8.9%	26.7%	22.2%	15.6%	26.7%
Q11-19. Inclusion services/therapeutic recreation	7.7%	0.0%	30.8%	15.4%	46.2%
Q11-20. Special events	7.9%	28.9%	36.0%	16.7%	10.5%
Q11-21. Fishing programs	8.3%	30.6%	33.3%	12.5%	15.3%
Q11-22. Nature programs	17.5%	27.3%	29.4%	15.4%	10.5%
Q11-23. Golf programs	27.6%	34.2%	27.6%	7.9%	2.6%
Q11-24. Outdoor adventure (camping, backpacking, etc.)	16.7%	22.2%	30.0%	17.8%	13.3%
Q11-25. Canoeing & kayaking	22.0%	25.8%	32.6%	14.4%	5.3%
Q11-26. Travel & tourism (day trips)	1.9%	14.4%	31.7%	18.3%	33.7%
Q11-27. Other	25.0%	0.0%	0.0%	0.0%	75.0%

Q11-27. Other

<u>Q11-27. Other</u>	<u>Number</u>	<u>Percent</u>
Skateboarding lessons for adults and youth	1	14.3 %
Skeet, trap, rifle, and pistol range	1	14.3 %
Indoor swim pool	1	14.3 %
Indoor swim in winter	1	14.3 %
Walking/hiking	1	14.3 %
Photography	1	14.3 %
Therapy pools	1	14.3 %
Total	7	100.0 %

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

<u>Q12. Top choice</u>	<u>Number</u>	<u>Percent</u>
Youth Learn to Swim programs	39	9.0 %
Pre-school programs	12	2.8 %
Before & after school programs	13	3.0 %
Youth summer camp programs	5	1.2 %
Youth sports programs	19	4.4 %
Youth fitness & wellness programs	4	0.9 %
eSport gaming programs	2	0.5 %
Virtual/distance/online programs	1	0.2 %
Teens/tweens programs	4	0.9 %
Martial arts programs	2	0.5 %
Adult fitness & wellness programs	64	14.8 %
Water fitness programs	25	5.8 %
Tennis lessons & leagues	3	0.7 %
Youth gymnastics & cheerleading	4	0.9 %
Senior programs (e.g., games, social, crafts)	16	3.7 %
Active senior programs (e.g., pickleball, fitness)	15	3.5 %
Youth & adult arts & crafts programs	6	1.4 %
Youth & adult drama/performing arts programs	3	0.7 %
Inclusion services/therapeutic recreation	3	0.7 %
Special events	20	4.6 %
Fishing programs	4	0.9 %
Nature programs	11	2.5 %
Golf programs	14	3.2 %
Outdoor adventure (camping, backpacking, etc.)	15	3.5 %
Canoeing & kayaking	13	3.0 %
Travel & tourism (day trips)	7	1.6 %
Other	4	0.9 %
None chosen	104	24.1 %
Total	432	100.0 %

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

<u>Q12. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Youth Learn to Swim programs	23	5.3 %
Pre-school programs	5	1.2 %
Before & after school programs	13	3.0 %
Youth summer camp programs	12	2.8 %
Youth sports programs	22	5.1 %
Youth fitness & wellness programs	7	1.6 %
eSport gaming programs	2	0.5 %
Virtual/distance/online programs	9	2.1 %
Teens/tweens programs	3	0.7 %
Adult fitness & wellness programs	32	7.4 %
Water fitness programs	24	5.6 %
Tennis lessons & leagues	5	1.2 %
Youth gymnastics & cheerleading	2	0.5 %
Senior programs (e.g., games, social, crafts)	20	4.6 %
Active senior programs (e.g., pickleball, fitness)	17	3.9 %
Youth & adult arts & crafts programs	13	3.0 %
Youth & adult drama/performing arts programs	2	0.5 %
Inclusion services/therapeutic recreation	2	0.5 %
Special events	16	3.7 %
Fishing programs	7	1.6 %
Nature programs	25	5.8 %
Golf programs	11	2.5 %
Outdoor adventure (camping, backpacking, etc.)	10	2.3 %
Canoeing & kayaking	13	3.0 %
Travel & tourism (day trips)	7	1.6 %
Other	1	0.2 %
None chosen	129	29.9 %
Total	432	100.0 %

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

Q12. 3rd choice	Number	Percent
Youth Learn to Swim programs	12	2.8 %
Pre-school programs	1	0.2 %
Before & after school programs	5	1.2 %
Youth summer camp programs	11	2.5 %
Youth sports programs	8	1.9 %
Youth fitness & wellness programs	5	1.2 %
eSport gaming programs	4	0.9 %
Virtual/distance/online programs	1	0.2 %
Teens/tweens programs	7	1.6 %
Adult fitness & wellness programs	29	6.7 %
Water fitness programs	12	2.8 %
Tennis lessons & leagues	1	0.2 %
Youth gymnastics & cheerleading	4	0.9 %
Senior programs (e.g., games, social, crafts)	13	3.0 %
Active senior programs (e.g., pickleball, fitness)	16	3.7 %
Youth & adult arts & crafts programs	20	4.6 %
Youth & adult drama/performing arts programs	5	1.2 %
Inclusion services/therapeutic recreation	6	1.4 %
Special events	18	4.2 %
Fishing programs	11	2.5 %
Nature programs	26	6.0 %
Golf programs	13	3.0 %
Outdoor adventure (camping, backpacking, etc.)	11	2.5 %
Canoeing & kayaking	11	2.5 %
Travel & tourism (day trips)	18	4.2 %
None chosen	164	38.0 %
Total	432	100.0 %

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

Q12. 4th choice	Number	Percent
Youth Learn to Swim programs	5	1.2 %
Pre-school programs	3	0.7 %
Before & after school programs	2	0.5 %
Youth summer camp programs	7	1.6 %
Youth sports programs	7	1.6 %
Youth fitness & wellness programs	9	2.1 %
eSport gaming programs	1	0.2 %
Virtual/distance/online programs	4	0.9 %
Teens/tweens programs	6	1.4 %
Martial arts programs	3	0.7 %
Adult fitness & wellness programs	12	2.8 %
Water fitness programs	7	1.6 %
Tennis lessons & leagues	3	0.7 %
Youth gymnastics & cheerleading	2	0.5 %
Senior programs (e.g., games, social, crafts)	5	1.2 %
Active senior programs (e.g., pickleball, fitness)	11	2.5 %
Youth & adult arts & crafts programs	19	4.4 %
Youth & adult drama/performing arts programs	6	1.4 %
Inclusion services/therapeutic recreation	3	0.7 %
Special events	14	3.2 %
Fishing programs	6	1.4 %
Nature programs	28	6.5 %
Golf programs	8	1.9 %
Outdoor adventure (camping, backpacking, etc.)	10	2.3 %
Canoeing & kayaking	17	3.9 %
Travel & tourism (day trips)	16	3.7 %
Other	3	0.7 %
None chosen	215	49.8 %
Total	432	100.0 %

SUM OF THE TOP FOUR CHOICES

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

Q12. Top choice	Number	Percent
Youth Learn to Swim programs	79	18.3 %
Pre-school programs	21	4.9 %
Before & after school programs	33	7.6 %
Youth summer camp programs	35	8.1 %
Youth sports programs	56	13.0 %
Youth fitness & wellness programs	25	5.8 %
eSport gaming programs	9	2.1 %
Virtual/distance/online programs	15	3.5 %
Teens/tweens programs	20	4.6 %
Martial arts programs	5	1.2 %
Adult fitness & wellness programs	137	31.7 %
Water fitness programs	68	15.7 %
Tennis lessons & leagues	12	2.8 %
Youth gymnastics & cheerleading	12	2.8 %
Senior programs (e.g., games, social, crafts)	54	12.5 %
Active senior programs (e.g., pickleball, fitness)	59	13.7 %
Youth & adult arts & crafts programs	58	13.4 %
Youth & adult drama/performing arts programs	16	3.7 %
Inclusion services/therapeutic recreation	14	3.2 %
Special events	68	15.7 %
Fishing programs	28	6.5 %
Nature programs	90	20.8 %
Golf programs	46	10.6 %
Outdoor adventure (camping, backpacking, etc.)	46	10.6 %
Canoeing & kayaking	54	12.5 %
Travel & tourism (day trips)	48	11.1 %
Other	8	1.9 %
None chosen	104	24.1 %
Total	1220	

Q13. The following is a list of potential actions Brookings Parks could take to improve the parks and recreation system. For each potential action, please indicate if you would be "Very Supportive," "Somewhat Supportive," "Not Supportive" or "Not Sure" of the action.

(N=432)

	Very Supportive	Somewhat Supportive	Not Supportive	Not Sure
Q13-1. Improve existing small neighborhood parks	47.7%	31.9%	2.3%	18.1%
Q13-2. Improve existing large community parks	47.7%	31.9%	4.6%	15.7%
Q13-3. Improve existing nature preserves	53.2%	25.7%	4.4%	16.7%
Q13-4. Improve existing youth sports fields	25.0%	37.3%	12.7%	25.0%
Q13-5. Improve existing paved walking & biking trails	58.1%	24.3%	3.5%	14.1%
Q13-6. Improve existing golf course	19.4%	22.9%	29.6%	28.0%
Q13-7. Improve existing tennis court facilities	13.0%	28.2%	26.2%	32.6%
Q13-8. Improve existing adult sports fields	10.0%	31.5%	24.8%	33.8%
Q13-9. Improve existing nature center	40.3%	29.4%	9.7%	20.6%
Q13-10. Improve existing swimming pools	38.4%	29.9%	9.7%	22.0%
Q13-11. Acquire new park land	34.7%	25.0%	13.7%	26.6%
Q13-12. Replace aging outdoor swimming pool	28.9%	26.9%	20.8%	23.4%
Q13-13. Develop new indoor recreation center	41.0%	23.8%	15.0%	20.1%
Q13-14. Develop new splash parks	24.3%	26.9%	23.6%	25.2%
Q13-15. Develop new indoor swimming pool	40.0%	21.8%	17.6%	20.6%
Q13-16. Develop new youth sports fields	16.0%	33.1%	23.6%	27.3%
Q13-17. Develop new pickleball courts	13.9%	22.9%	30.3%	32.9%
Q13-18. Develop new trails that connect to existing trails	53.7%	22.7%	7.6%	16.0%
Q13-19. Develop new dog parks	18.8%	23.4%	29.4%	28.5%
Q13-20. Develop sledding hill	37.0%	27.8%	13.9%	21.3%
Q13-21. Develop outdoor office space	5.8%	13.7%	39.8%	40.7%
Q13-22. Transfer HOA property to neighborhoods	6.7%	10.0%	21.5%	61.8%
Q13-23. Other	100.0%	0.0%	0.0%	0.0%

Q13-23. Other

<u>Q13-23. Other</u>	<u>Number</u>	<u>Percent</u>
Preserve historical assets, such as pioneer park bandshell	1	5.9 %
Parks and Rec Dept continues to make Brookings stand out from other communities	1	5.9 %
We need more indoor gymnasium space for youth basketball	1	5.9 %
Add skate bowl	1	5.9 %
Recreational ice rink	1	5.9 %
Shooting range	1	5.9 %
Do not remove all old trees	1	5.9 %
Improve senior center	1	5.9 %
Nature and sustainability education	1	5.9 %
Trampoline park	1	5.9 %
New indoor pool with warm water for children & older folks	1	5.9 %
Keep bathrooms open during the winter	1	5.9 %
Improve and create gym space	1	5.9 %
Easy access swim for seniors	1	5.9 %
Do things to keep kids out of trouble, like laser tag, paint ball, roller skating	1	5.9 %
Another disc golf course	1	5.9 %
<u>Shovel more at nature park</u>	<u>1</u>	<u>5.9 %</u>
Total	17	100.0 %

Q14. Which THREE potential actions listed in Question 13 is most important to you and your household?

<u>Q14. Top choice</u>	<u>Number</u>	<u>Percent</u>
Improve existing small neighborhood parks	28	6.5 %
Improve existing large community parks	14	3.2 %
Improve existing nature preserves	27	6.3 %
Improve existing youth sports fields	19	4.4 %
Improve existing paved walking & biking trails	57	13.2 %
Improve existing golf course	15	3.5 %
Improve existing tennis court facilities	2	0.5 %
Improve existing nature center	3	0.7 %
Improve existing swimming pools	12	2.8 %
Acquire new park land	10	2.3 %
Replace aging outdoor swimming pool	7	1.6 %
Develop new indoor recreation center	45	10.4 %
Develop new splash parks	7	1.6 %
Develop new indoor swimming pool	37	8.6 %
Develop new youth sports fields	4	0.9 %
Develop new pickleball courts	8	1.9 %
Develop new trails that connect to existing trails	45	10.4 %
Develop new dog parks	14	3.2 %
Develop sledding hill	9	2.1 %
Develop outdoor office space	2	0.5 %
Other	7	1.6 %
None chosen	60	13.9 %
Total	432	100.0 %

Q14. Which THREE potential actions listed in Question 13 is most important to you and your household?

<u>Q14. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Improve existing small neighborhood parks	18	4.2 %
Improve existing large community parks	12	2.8 %
Improve existing nature preserves	23	5.3 %
Improve existing youth sports fields	12	2.8 %
Improve existing paved walking & biking trails	49	11.3 %
Improve existing golf course	9	2.1 %
Improve existing tennis court facilities	4	0.9 %
Improve existing adult sports fields	1	0.2 %
Improve existing nature center	22	5.1 %
Improve existing swimming pools	14	3.2 %
Acquire new park land	8	1.9 %
Replace aging outdoor swimming pool	11	2.5 %
Develop new indoor recreation center	45	10.4 %
Develop new splash parks	7	1.6 %
Develop new indoor swimming pool	38	8.8 %
Develop new youth sports fields	4	0.9 %
Develop new pickleball courts	5	1.2 %
Develop new trails that connect to existing trails	45	10.4 %
Develop new dog parks	7	1.6 %
Develop sledding hill	21	4.9 %
Other	1	0.2 %
None chosen	76	17.6 %
Total	432	100.0 %

Q14. Which THREE potential actions listed in Question 13 is most important to you and your household?

<u>Q14. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Improve existing small neighborhood parks	16	3.7 %
Improve existing large community parks	22	5.1 %
Improve existing nature preserves	21	4.9 %
Improve existing youth sports fields	20	4.6 %
Improve existing paved walking & biking trails	37	8.6 %
Improve existing golf course	6	1.4 %
Improve existing adult sports fields	4	0.9 %
Improve existing nature center	19	4.4 %
Improve existing swimming pools	15	3.5 %
Acquire new park land	16	3.7 %
Replace aging outdoor swimming pool	10	2.3 %
Develop new indoor recreation center	17	3.9 %
Develop new splash parks	12	2.8 %
Develop new indoor swimming pool	25	5.8 %
Develop new youth sports fields	11	2.5 %
Develop new pickleball courts	9	2.1 %
Develop new trails that connect to existing trails	35	8.1 %
Develop new dog parks	8	1.9 %
Develop sledding hill	26	6.0 %
Develop outdoor office space	1	0.2 %
Transfer HOA property to neighborhoods	1	0.2 %
Other	4	0.9 %
None chosen	97	22.5 %
Total	432	100.0 %

SUM OF THE TOP THREE CHOICES

Q14. Which THREE potential actions listed in Question 13 is most important to you and your household? (top 3)

Q14. Sum of the top three choices	Number	Percent
Improve existing small neighborhood parks	62	14.4 %
Improve existing large community parks	48	11.1 %
Improve existing nature preserves	71	16.4 %
Improve existing youth sports fields	51	11.8 %
Improve existing paved walking & biking trails	143	33.1 %
Improve existing golf course	30	6.9 %
Improve existing tennis court facilities	6	1.4 %
Improve existing adult sports fields	5	1.2 %
Improve existing nature center	44	10.2 %
Improve existing swimming pools	41	9.5 %
Acquire new park land	34	7.9 %
Replace aging outdoor swimming pool	28	6.5 %
Develop new indoor recreation center	107	24.8 %
Develop new splash parks	26	6.0 %
Develop new indoor swimming pool	100	23.1 %
Develop new youth sports fields	19	4.4 %
Develop new pickleball courts	22	5.1 %
Develop new trails that connect to existing trails	125	28.9 %
Develop new dog parks	29	6.7 %
Develop sledding hill	56	13.0 %
Develop outdoor office space	3	0.7 %
Transfer HOA property to neighborhoods	1	0.2 %
Other	12	2.8 %
None chosen	60	13.9 %
Total	1123	

Q15. Listed below are the potential funding mechanisms that could be used to pay for the actions you indicated you most support in Question 14. Please rate your level of support for each of the following funding mechanisms.

(N=432)

	Very Supportive	Somewhat Supportive	Not Supportive	Not Sure
Q15-1. Bond issue approved by voters	31.0%	33.3%	13.7%	22.0%
Q15-2. Hotel tax	38.4%	28.0%	11.8%	21.8%
Q15-3. Enterprise operations (concession stands, gift shops, etc.)	32.9%	35.2%	7.4%	24.5%
Q15-4. Program user fees for recreational programs	30.1%	40.7%	9.0%	20.1%
Q15-5. Impact/development fees	18.8%	34.3%	11.1%	35.9%
Q15-6. Dedicated tax for park improvements	28.0%	30.3%	18.8%	22.9%
Q15-7. Other	81.8%	9.1%	0.0%	9.1%

Q15-7. Other

Q15-7. Other	Number	Percent
Grants	2	18.2 %
Grants, funds from companies & individuals, community fundraisers	1	9.1 %
Public & private grants, charitable donations, partnership between user & city	1	9.1 %
Allocate local taxes to parks & recreation instead of spending on other stuff	1	9.1 %
Foundation support	1	9.1 %
Donation	1	9.1 %
General tax revenues	1	9.1 %
Federal grant programs	1	9.1 %
Those who use it should pay for it	1	9.1 %
Fundraisers	1	9.1 %
Total	11	100.0 %

Q16. Which THREE funding mechanisms listed in Question 15 do you and your household most support?

<u>Q16. Top choice</u>	<u>Number</u>	<u>Percent</u>
Bond issue approved by voters	86	19.9 %
Hotel tax	95	22.0 %
Enterprise operations (concession stands, gift shops, etc.)	36	8.3 %
Program user fees for recreational programs	47	10.9 %
Impact/development fees	10	2.3 %
Dedicated tax for park improvements	49	11.3 %
Other	6	1.4 %
None chosen	103	23.8 %
Total	432	100.0 %

Q16. Which THREE funding mechanisms listed in Question 15 do you and your household most support?

<u>Q16. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Bond issue approved by voters	42	9.7 %
Hotel tax	52	12.0 %
Enterprise operations (concession stands, gift shops, etc.)	74	17.1 %
Program user fees for recreational programs	66	15.3 %
Impact/development fees	20	4.6 %
Dedicated tax for park improvements	47	10.9 %
Other	3	0.7 %
None chosen	128	29.6 %
Total	432	100.0 %

Q16. Which THREE funding mechanisms listed in Question 15 do you and your household most support?

<u>Q16. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Bond issue approved by voters	36	8.3 %
Hotel tax	30	6.9 %
Enterprise operations (concession stands, gift shops, etc.)	54	12.5 %
Program user fees for recreational programs	55	12.7 %
Impact/development fees	40	9.3 %
Dedicated tax for park improvements	44	10.2 %
<u>None chosen</u>	<u>173</u>	<u>40.0 %</u>
Total	432	100.0 %

SUM OF THE TOP THREE CHOICES**Q16. Which THREE funding mechanisms listed in Question 15 do you and your household most support? (top 3)**

<u>Q16. Top choice</u>	<u>Number</u>	<u>Percent</u>
Bond issue approved by voters	164	38.0 %
Hotel tax	177	41.0 %
Enterprise operations (concession stands, gift shops, etc.)	164	38.0 %
Program user fees for recreational programs	168	38.9 %
Impact/development fees	70	16.2 %
Dedicated tax for park improvements	140	32.4 %
Other	9	2.1 %
<u>None chosen</u>	<u>103</u>	<u>23.8 %</u>
Total	995	

Q17. If you had a budget of \$100, how would you allocate the funds among the categories of funding listed below?

	Mean	Percent	Amount (\$)
Improve existing neighborhood & community parks (playgrounds, shelters, etc.)	22.14	14.50%	\$14.50
Acquire new parkland & open space for parks	19.13	12.54%	\$12.54
Construct new walking & biking trails & improve existing trails where needed	32.85	21.53%	\$21.53
Improve existing outdoor facilities (sports fields, water park, etc.)	19.67	12.89%	\$12.89
Develop additional outdoor facilities (sports fields, spray park, etc.)	16.55	10.85%	\$10.85
Develop indoor facilities (multigenerational recreation center, running/walking track, indoor playgrounds, sports fields, etc.)	42.25	27.69%	\$27.69
Total	152.59	100.0%	\$100.00

Q18. Please rate your satisfaction with the following Parks and Recreation services provided by Brookings Parks, Recreation and Forestry Department using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=432)

	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Don't Know
Q18-1. Availability of information about programs & facilities	16.4%	38.2%	19.4%	9.3%	1.6%	15.0%
Q18-2. Customer assistance by staff	23.4%	19.9%	20.8%	2.1%	0.2%	33.6%
Q18-3. Ease of registering for programs	12.3%	24.5%	20.4%	4.2%	1.4%	37.3%
Q18-4. Fees charged for recreation programs	14.1%	23.8%	25.7%	3.9%	1.2%	31.3%
Q18-5. Maintenance of parks/facilities	29.4%	40.0%	12.0%	4.6%	1.6%	12.3%
Q18-6. Park & facility accessibility (ADA compliant access)	21.8%	24.1%	18.3%	2.8%	0.7%	32.4%
Q18-7. Park/facility rule awareness & enforcement	15.3%	24.1%	25.2%	6.5%	2.8%	26.2%
Q18-8. Overall quality of sports fields	16.4%	31.9%	16.0%	2.1%	0.7%	32.9%
Q18-9. Quality/number of outdoor amenities	16.7%	36.1%	20.4%	8.3%	1.9%	16.7%
Q18-10. Shelter, gym, or meeting room rental availability	8.1%	17.4%	22.2%	10.4%	2.1%	39.8%
Q18-11. Ease of renting shelters, gyms, or meeting rooms	9.3%	18.8%	22.5%	5.6%	1.2%	42.8%
Q18-12. User friendliness of website	9.3%	20.1%	27.8%	5.3%	1.9%	35.6%
Q18-13. Amount of open greenspace	21.3%	37.0%	17.6%	5.6%	0.9%	17.6%
Q18-14. Ease of contacting City staff	16.4%	21.8%	21.3%	2.1%	0.9%	37.5%
Q18-15. Amount of developed parkland	16.2%	34.5%	22.2%	6.7%	0.9%	19.4%
Q18-16. Amount of available indoor recreation space	4.4%	11.1%	22.0%	21.8%	16.7%	24.1%
Q18-17. Connectivity of trails & pathways	9.7%	33.1%	20.1%	16.2%	2.3%	18.5%

WITHOUT "DON'T KNOW"

Q18. Please rate your satisfaction with the following Parks and Recreation services provided by Brookings Parks, Recreation and Forestry Department using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=432)

	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied
Q18-1. Availability of information about programs & facilities	19.3%	45.0%	22.9%	10.9%	1.9%
Q18-2. Customer assistance by staff	35.2%	30.0%	31.4%	3.1%	0.3%
Q18-3. Ease of registering for programs	19.6%	39.1%	32.5%	6.6%	2.2%
Q18-4. Fees charged for recreation programs	20.5%	34.7%	37.4%	5.7%	1.7%
Q18-5. Maintenance of parks/facilities	33.5%	45.6%	13.7%	5.3%	1.8%
Q18-6. Park & facility accessibility (ADA compliant access)	32.2%	35.6%	27.1%	4.1%	1.0%
Q18-7. Park/facility rule awareness & enforcement	20.7%	32.6%	34.2%	8.8%	3.8%
Q18-8. Overall quality of sports fields	24.5%	47.6%	23.8%	3.1%	1.0%
Q18-9. Quality/number of outdoor amenities	20.0%	43.3%	24.4%	10.0%	2.2%
Q18-10. Shelter, gym, or meeting room rental availability	13.5%	28.8%	36.9%	17.3%	3.5%
Q18-11. Ease of renting shelters, gyms, or meeting rooms	16.2%	32.8%	39.3%	9.7%	2.0%
Q18-12. User friendliness of website	14.4%	31.3%	43.2%	8.3%	2.9%
Q18-13. Amount of open greenspace	25.8%	44.9%	21.3%	6.7%	1.1%
Q18-14. Ease of contacting City staff	26.3%	34.8%	34.1%	3.3%	1.5%
Q18-15. Amount of developed parkland	20.1%	42.8%	27.6%	8.3%	1.1%
Q18-16. Amount of available indoor recreation space	5.8%	14.6%	29.0%	28.7%	22.0%
Q18-17. Connectivity of trails & pathways	11.9%	40.6%	24.7%	19.9%	2.8%

Q19. Which THREE Parks and Recreation services listed in Question 18 do you think should receive the MOST ATTENTION from Brookings over the next FIVE years?

<u>Q19. Top choice</u>	<u>Number</u>	<u>Percent</u>
Availability of information about programs & facilities	22	5.1 %
Customer assistance by staff	2	0.5 %
Ease of registering for programs	6	1.4 %
Fees charged for recreation programs	5	1.2 %
Maintenance of parks/facilities	43	10.0 %
Park & facility accessibility (ADA compliant access)	8	1.9 %
Park/facility rule awareness & enforcement	7	1.6 %
Overall quality of sports fields	8	1.9 %
Quality/number of outdoor amenities	17	3.9 %
Shelter, gym, or meeting room rental availability	10	2.3 %
Ease of renting shelters, gyms, or meeting rooms	1	0.2 %
User friendliness of website	5	1.2 %
Amount of open greenspace	9	2.1 %
Ease of contacting City staff	1	0.2 %
Amount of developed parkland	11	2.5 %
Amount of available indoor recreation space	105	24.3 %
Connectivity of trails & pathways	75	17.4 %
<u>None chosen</u>	<u>97</u>	<u>22.5 %</u>
Total	432	100.0 %

Q19. Which THREE Parks and Recreation services listed in Question 18 do you think should receive the MOST ATTENTION from Brookings over the next FIVE years?

<u>Q19. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Availability of information about programs & facilities	28	6.5 %
Customer assistance by staff	6	1.4 %
Ease of registering for programs	10	2.3 %
Fees charged for recreation programs	16	3.7 %
Maintenance of parks/facilities	25	5.8 %
Park & facility accessibility (ADA compliant access)	9	2.1 %
Park/facility rule awareness & enforcement	7	1.6 %
Overall quality of sports fields	15	3.5 %
Quality/number of outdoor amenities	32	7.4 %
Shelter, gym, or meeting room rental availability	16	3.7 %
Ease of renting shelters, gyms, or meeting rooms	7	1.6 %
User friendliness of website	9	2.1 %
Amount of open greenspace	19	4.4 %
Ease of contacting City staff	3	0.7 %
Amount of developed parkland	20	4.6 %
Amount of available indoor recreation space	46	10.6 %
Connectivity of trails & pathways	38	8.8 %
<u>None chosen</u>	<u>126</u>	<u>29.2 %</u>
Total	432	100.0 %

Q19. Which THREE Parks and Recreation services listed in Question 18 do you think should receive the MOST ATTENTION from Brookings over the next FIVE years?

<u>Q19. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Availability of information about programs & facilities	17	3.9 %
Customer assistance by staff	2	0.5 %
Ease of registering for programs	7	1.6 %
Fees charged for recreation programs	13	3.0 %
Maintenance of parks/facilities	28	6.5 %
Park & facility accessibility (ADA compliant access)	9	2.1 %
Park/facility rule awareness & enforcement	13	3.0 %
Overall quality of sports fields	10	2.3 %
Quality/number of outdoor amenities	31	7.2 %
Shelter, gym, or meeting room rental availability	7	1.6 %
Ease of renting shelters, gyms, or meeting rooms	7	1.6 %
User friendliness of website	8	1.9 %
Amount of open greenspace	20	4.6 %
Ease of contacting City staff	1	0.2 %
Amount of developed parkland	24	5.6 %
Amount of available indoor recreation space	20	4.6 %
Connectivity of trails & pathways	31	7.2 %
<u>None chosen</u>	<u>184</u>	<u>42.6 %</u>
Total	432	100.0 %

SUM OF THE TOP THREE CHOICES

Q19. Which THREE Parks and Recreation services listed in Question 18 do you think should receive the MOST ATTENTION from Brookings over the next FIVE years? (top 3)

<u>Q19. Sum of the top three choices</u>	<u>Number</u>	<u>Percent</u>
Availability of information about programs & facilities	67	15.5 %
Customer assistance by staff	10	2.3 %
Ease of registering for programs	23	5.3 %
Fees charged for recreation programs	34	7.9 %
Maintenance of parks/facilities	96	22.2 %
Park & facility accessibility (ADA compliant access)	26	6.0 %
Park/facility rule awareness & enforcement	27	6.3 %
Overall quality of sports fields	33	7.6 %
Quality/number of outdoor amenities	80	18.5 %
Shelter, gym, or meeting room rental availability	33	7.6 %
Ease of renting shelters, gyms, or meeting rooms	15	3.5 %
User friendliness of website	22	5.1 %
Amount of open greenspace	48	11.1 %
Ease of contacting City staff	5	1.2 %
Amount of developed parkland	55	12.7 %
Amount of available indoor recreation space	171	39.6 %
Connectivity of trails & pathways	144	33.3 %
<u>None chosen</u>	<u>97</u>	<u>22.5 %</u>
Total	986	

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

	Mean	Sum	Percent
Under age 5	0.2	81	7.1%
Ages 5-9	0.3	110	9.7%
Ages 10-14	0.2	98	8.6%
Ages 15-19	0.1	62	5.5%
Ages 20-24	0.1	37	3.3%
Ages 25-34	0.3	116	10.2%
Ages 35-44	0.4	160	14.1%
Ages 45-54	0.3	143	12.6%
Ages 55-64	0.4	158	13.9%
Ages 65-74	0.3	118	10.4%
Ages 75+	0.1	53	4.7%
Total	2.7	1136	100.0%

Q21. How many years have you lived in the City of Brookings?

<u>Q21. How many years have you lived in City of Brookings?</u>	<u>Number</u>	<u>Percent</u>
0-5 years	63	14.6 %
6-10 years	54	12.5 %
11-15 years	42	9.7 %
16-20 years	45	10.4 %
21-30 years	63	14.6 %
31 years or longer	149	34.5 %
Not Provided	16	3.7 %
Total	432	100.0 %

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

<u>Q21. How many years have you lived in City of Brookings?</u>	<u>Number</u>	<u>Percent</u>
0-5 years	63	15.1 %
6-10 years	54	13.0 %
11-15 years	42	10.1 %
16-20 years	45	10.8 %
21-30 years	63	15.1 %
31 years or longer	149	35.8 %
Total	416	100.0 %

Q22. What is your age?

Q22. Your age:	Number	Percent
18-34 years	84	19.4 %
35-44 years	90	20.8 %
45-54 years	84	19.4 %
55-64 years	87	20.1 %
65 years or older	83	19.2 %
Not Provided	4	0.9 %
Total	432	100.0 %

WITHOUT "NOT PROVIDED"**Q22. What is your age? (without "not provided")**

Q22. Your age:	Number	Percent
18-34 years	84	19.6 %
35-44 years	90	21.0 %
45-54 years	84	19.6 %
55-64 years	87	20.3 %
65 years or older	83	19.4 %
Total	428	100.0 %

Q23. Your gender:

Q23. Your gender:	Number	Percent
Male	208	48.1 %
Female	212	49.1 %
Non-binary	1	0.2 %
Not provided	11	2.5 %
Total	432	100.0 %

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

Q23. Your gender:	Number	Percent
Male	208	49.4 %
Female	212	50.4 %
Non-binary	1	0.2 %
Total	421	100.0 %

Q24. Which of the following best describes your race/ethnicity?

<u>Q24. Your race/ethnicity:</u>	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islander	14	3.2 %
African American/Black	6	1.4 %
Native American/Eskimo	6	1.4 %
White/Caucasian	391	90.5 %
Hispanic/Latino/Spanish	6	1.4 %
Other	3	0.7 %
Total	426	

Q24-6. Other

<u>Q24-6. Other</u>	<u>Number</u>	<u>Percent</u>
Basque	1	33.3 %
Italian	1	33.3 %
White American	1	33.3 %
Total	3	100.0 %

Q25. What is your total annual household income?

<u>Q25. Your total annual household income:</u>	<u>Number</u>	<u>Percent</u>
Under \$25K	44	10.2 %
\$25K to \$49,999	55	12.7 %
\$50K to \$74,999	91	21.1 %
\$75K to \$99,999	72	16.7 %
\$100K to \$149,999	61	14.1 %
\$150K+	43	10.0 %
Not Provided	66	15.3 %
Total	432	100.0 %

WITHOUT "NOT PROVIDED"**Q25. What is your total annual household income? (without "not provided")**

<u>Q25. Your total annual household income:</u>	<u>Number</u>	<u>Percent</u>
Under \$25K	44	12.0 %
\$25K to \$49,999	55	15.0 %
\$50K to \$74,999	91	24.9 %
\$75K to \$99,999	72	19.7 %
\$100K to \$149,999	61	16.7 %
\$150K+	43	11.7 %
Total	366	100.0 %

5

Survey Instrument



BRING YOUR DREAMS

A Few Minutes of Your Time Will Shape the Future of Brookings Parks and Recreation!

Dear Resident:

Your response to the enclosed survey is extremely important...

Brookings Parks, Recreation & Forestry Department is conducting a Citizen Survey as part of a Parks and Recreation Master Plan to help determine priorities for our community. Your household is one of a limited number selected at random to receive this survey, so your participation is very important.

We appreciate your time...

We realize that this survey will take approximately 10-15 minutes to complete, but each question is important. The time you invest in completing this survey will aid Brookings Parks, Recreation & Forestry Department in taking a resident-driven approach to making decisions that will enrich the future of our City and positively affect the lives of our residents.

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


ETC Institute, an independent consulting company, will administer the survey and compile the results.

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 to take the survey by web, the address is brookingssurvey.org.

If you have any questions, please feel free to contact Dusty Rodiek, Parks, Recreation & Forestry Department at (605) 692-2708 or drodiek@cityofbrookings.org. The Citizen Survey is a tool that will benefit all residents. Don't miss this opportunity to make your voice heard!

Sincerely,


Keith W. Corbett, Mayor


Dusty Rodiek, Director
Parks, Recreation & Forestry

Community Interest and Opinion Survey

Let your voice be heard today!

The Brookings Parks, Recreation and Forestry Department would like your input to help determine park and recreation priorities for our community. This survey will take 10-15 minutes to complete. When you are finished, please return your survey in the enclosed postage-paid, return envelope.

- 1. In the last 12 months, have you or other members of your household used any parks or facilities offered by the Brookings Parks, Recreation and Forestry Department?**

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

- 1a. How would you rate the overall quality of parks or facilities that you and members of your household have used?**

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

- 2. In the last 24 months, have you or other members of your household participated in any recreation programs offered by the Parks, Recreation and Forestry Department?**

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

- 2a. How would you rate the overall quality of programs that you and members of your household have participated in?**

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

- 3. From the following list, please CHECK ALL of the organizations that you and members of your household have used for indoor and outdoor recreation activities during the last 12 months.**

____(01) Boys and Girls Club	____(07) Private clubs (tennis, fitness & dance)
____(02) School Districts	____(08) South Dakota State Recreation Areas
____(03) Youth sports associations	____(09) South Dakota State University
____(04) Churches	____(10) Homeowners associations/apartment complex
____(05) Neighboring communities	____(11) Travel sports teams
____(06) Brookings Parks, & Forestry Dept.	____(12) None. Do not use any organizations

- 4. Please CHECK ALL the ways you learn about Brookings Parks, Recreation, and Forestry Department programs and services.**

____(01) Department Program Guide	____(09) Monthly e-newsletter
____(02) Website	____(10) Department staff
____(03) Newspaper articles	____(11) Facebook
____(04) Radio	____(12) Twitter
____(05) Cable access television	____(13) Instagram
____(06) At Parks and Facilities	____(14) Next Door
____(07) From friends and neighbors	____(15) Other: _____
____(08) School flyers/newsletters	

- 5. What are your preferred ways to learn about programs and services? [Write in your answers below using the number from the list in Question 4, or circle "NONE."]**

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

6. Please CHECK ALL the reasons that deter you or other members of your household from using parks, recreation facilities or programs of Brookings Parks, Recreation and Forestry more often.

- | | |
|---|---|
| <input type="checkbox"/> (01) Facilities are not well maintained | <input type="checkbox"/> (12) I do not know locations of facilities |
| <input type="checkbox"/> (02) Program or facility not offered | <input type="checkbox"/> (13) Facilities don't have the right equipment |
| <input type="checkbox"/> (03) We are too busy | <input type="checkbox"/> (14) Language barriers are difficult |
| <input type="checkbox"/> (04) Security is insufficient | <input type="checkbox"/> (15) I do not know what is being offered |
| <input type="checkbox"/> (05) Lack of quality programs | <input type="checkbox"/> (16) Facility operating hours not convenient |
| <input type="checkbox"/> (06) Too far from our residence | <input type="checkbox"/> (17) Registration for programs is difficult |
| <input type="checkbox"/> (07) Class full | <input type="checkbox"/> (18) Lack of parking |
| <input type="checkbox"/> (08) Fees are too high | <input type="checkbox"/> (19) Use services of other agencies |
| <input type="checkbox"/> (09) Program times are not convenient | <input type="checkbox"/> (20) Lack of accessibility |
| <input type="checkbox"/> (10) Use facilities in other communities | <input type="checkbox"/> (21) Nothing deters me from participating |
| <input type="checkbox"/> (11) Poor customer service by staff | <input type="checkbox"/> (22) None. I do not use facilities |

7. The costs to provide recreation programs are funded through a combination of participant fees and general tax revenues. The following are categories of programs offered by Brookings Parks, Recreation and Forestry Dept. For each program category please indicate what percent of the program costs should be paid by taxes and what percent by user fees.

Programs	100% taxes 0% Fees	75% taxes 25% Fees	50% taxes 50% Fees	25% taxes 75% Fees	0% taxes 100% Fees	Don't Know
01. Youth sports programs	5	4	3	2	1	9
02. Adult sports programs	5	4	3	2	1	9
03. Youth camps	5	4	3	2	1	9
04. Adult classes (exercise, arts, dance, etc.)	5	4	3	2	1	9
05. Youth classes (arts, dance, etc.)	5	4	3	2	1	9
06. Learn to swim programs	5	4	3	2	1	9
07. Senior Adults classes	5	4	3	2	1	9
08. Special events and festivals	5	4	3	2	1	9
09. Programs for low-income residents	5	4	3	2	1	9
10. Programs for special populations/disabled	5	4	3	2	1	9
11. Field rentals for youth sports tournaments	5	4	3	2	1	9
12. Field rentals for adult sports tournaments	5	4	3	2	1	9

8. Please circle the time of day that members of your household would most prefer to use recreation programs offered by Brookings Parks, Recreation and Forestry Department. Please select "N/A" if there is no one in your household in that age group.

Household Member	Morning	Afternoon	Evening	Anytime	N/A
1. Child (under age 6)	4	3	2	1	9
2. Youth (ages 6-12)	4	3	2	1	9
3. Teen (ages 13-17)	4	3	2	1	9
4. Adult (ages 18-59)	4	3	2	1	9
5. Older Adult (ages 60+)	4	3	2	1	9
6. Family	4	3	2	1	9

- 9. Please indicate if you or any member of your household has a need for each of the parks and recreational facilities listed below by circling either "Yes" or "No." If "Yes," please rate the recreation parks/facilities in your community using a scale of 1 to 5, where 5 means the needs of your household are "100% Met" and 1 means "0% Met."**

	Type of Parks/Facility	Do you have a need for this facility?		If "Yes," how well are your needs being met?				
				100% Met	75% Met	50% Met	25% Met	0% Met
01.	Youth soccer fields	Yes	No	5	4	3	2	1
02.	Youth baseball and softball fields	Yes	No	5	4	3	2	1
03.	Youth football fields	Yes	No	5	4	3	2	1
04.	Adult softball fields	Yes	No	5	4	3	2	1
05.	Adult soccer fields	Yes	No	5	4	3	2	1
06.	Multipurpose fields for practice and open play	Yes	No	5	4	3	2	1
07.	Small neighborhood parks	Yes	No	5	4	3	2	1
08.	Large community parks	Yes	No	5	4	3	2	1
09.	Off-leash dog parks	Yes	No	5	4	3	2	1
10.	Outdoor swimming pools/splashpads	Yes	No	5	4	3	2	1
11.	Playground equipment	Yes	No	5	4	3	2	1
12.	Outdoor basketball courts	Yes	No	5	4	3	2	1
13.	Outdoor tennis courts	Yes	No	5	4	3	2	1
14.	Outdoor ice-skating rinks	Yes	No	5	4	3	2	1
15.	Pickleball courts	Yes	No	5	4	3	2	1
16.	Paved bike trails	Yes	No	5	4	3	2	1
17.	Mountain biking/single track	Yes	No	5	4	3	2	1
18.	Walking/hiking trails	Yes	No	5	4	3	2	1
19.	Natural areas and wildlife habitats	Yes	No	5	4	3	2	1
20.	Picnic areas and shelters	Yes	No	5	4	3	2	1
21.	Skate parks	Yes	No	5	4	3	2	1
22.	Golf courses	Yes	No	5	4	3	2	1
23.	Disc golf courses	Yes	No	5	4	3	2	1
24.	Community gardens	Yes	No	5	4	3	2	1
25.	Indoor field house sports fields (football, soccer, etc.)	Yes	No	5	4	3	2	1
26.	Indoor playground	Yes	No	5	4	3	2	1
27.	Indoor basketball/volleyball/pickleball courts	Yes	No	5	4	3	2	1
28.	Indoor fitness and exercise facilities	Yes	No	5	4	3	2	1
29.	Indoor running/walking track	Yes	No	5	4	3	2	1
30.	Indoor swimming pools/leisure pool	Yes	No	5	4	3	2	1
31.	Camping	Yes	No	5	4	3	2	1
32.	Sledding hill	Yes	No	5	4	3	2	1
33.	Other: _____	Yes	No	5	4	3	2	1

- 10. Which FOUR of the parks/facilities from the list in Question 9 are MOST IMPORTANT to your household?** *[Write in your answers below using the number from the list in Question 9, or circle "NONE."]*
 1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE

- 11. Please indicate if you or any member of your household has a need for each of the recreation programs listed below by circling either "Yes" or "No." If "Yes," please rate the recreation programs in your community using a scale of 1 to 5, where 5 means the needs of your household are "100% Met" and 1 means "0% Met."**

	Type of Program	Do you have a need for this program?		If "Yes," how well are your needs being met?				
		Yes	No	100% Met	75% Met	50% Met	25% Met	0% Met
01.	Youth Learn to Swim programs	Yes	No	5	4	3	2	1
02.	Pre-school programs	Yes	No	5	4	3	2	1
03.	Before and after school programs	Yes	No	5	4	3	2	1
04.	Youth summer camp programs	Yes	No	5	4	3	2	1
05.	Youth sports programs	Yes	No	5	4	3	2	1
06.	Youth fitness and wellness programs	Yes	No	5	4	3	2	1
07.	E-sport gaming programs	Yes	No	5	4	3	2	1
08.	Virtual/distance/online programs	Yes	No	5	4	3	2	1
09.	Teens/tweens programs	Yes	No	5	4	3	2	1
10.	Martial arts programs	Yes	No	5	4	3	2	1
11.	Adult fitness and wellness programs	Yes	No	5	4	3	2	1
12.	Water fitness programs	Yes	No	5	4	3	2	1
13.	Tennis lessons and leagues	Yes	No	5	4	3	2	1
14.	Youth gymnastics and cheerleading	Yes	No	5	4	3	2	1
15.	Senior programs (e.g., games, social, crafts)	Yes	No	5	4	3	2	1
16.	Active senior programs (e.g., pickleball, fitness)	Yes	No	5	4	3	2	1
17.	Youth and adult arts and crafts programs	Yes	No	5	4	3	2	1
18.	Youth and adult drama/performing arts programs	Yes	No	5	4	3	2	1
19.	Inclusion Services/Therapeutic Recreation	Yes	No	5	4	3	2	1
20.	Special events	Yes	No	5	4	3	2	1
21.	Fishing programs	Yes	No	5	4	3	2	1
22.	Nature programs	Yes	No	5	4	3	2	1
23.	Golf programs	Yes	No	5	4	3	2	1
24.	Outdoor Adventure (camping, backpacking, etc.)	Yes	No	5	4	3	2	1
25.	Canoeing and kayaking	Yes	No	5	4	3	2	1
26.	Travel and tourism (day trips)	Yes	No	5	4	3	2	1
27.	Other: _____	Yes	No	5	4	3	2	1

- 12. Which FOUR of the programs from the list in Question 11 are MOST IMPORTANT to your household? [Write in your answers below using the number from the list in Question 11, or circle "NONE."]**

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

- 13. The following is a list of potential actions Brookings Parks could take to improve the parks and recreation system. For each potential action, please indicate if you would be "Very Supportive," "Somewhat Supportive," "Not Supportive" or "Not Sure" of the action.**

Potential Action	Very Supportive	Somewhat Supportive	Not Supportive	Not Sure
01. Improve existing small neighborhood parks	4	3	2	1
02. Improve existing large community parks	4	3	2	1
03. Improve existing nature preserves	4	3	2	1
04. Improve existing youth sports fields	4	3	2	1
05. Improve existing paved walking and biking trails	4	3	2	1
06. Improve existing golf course	4	3	2	1
07. Improve existing tennis court facilities	4	3	2	1
08. Improve existing adult sports fields	4	3	2	1
09. Improve existing nature center	4	3	2	1
10. Improve existing swimming pools	4	3	2	1
11. Acquire new park land	4	3	2	1
12. Replace aging outdoor swimming pool	4	3	2	1
13. Develop new indoor recreation center	4	3	2	1
14. Develop new splash parks	4	3	2	1
15. Develop new indoor swimming pool	4	3	2	1
16. Develop new youth sports fields	4	3	2	1
17. Develop new pickleball courts	4	3	2	1
18. Develop new trails that connect to existing trails	4	3	2	1
19. Develop new dog parks	4	3	2	1
20. Develop sledding hill	4	3	2	1
21. Develop outdoor office space	4	3	2	1
22. Transfer HOA property to neighborhoods	4	3	2	1
23. Other: _____	4	3	2	1

- 14. Which THREE potential actions listed in Question 13 is most important to you and your household? [Write in your answers below using the number from the list in Question 13, or circle "NONE."]**

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

- 15. Listed below are the potential funding mechanisms that could be used to pay for the actions you indicated you most support in Question 14. Please rate your level of support for each of the following funding mechanisms.**

Potential Action	Very Supportive	Somewhat Supportive	Not Supportive	Not Sure
1. Bond issue approved by voters	4	3	2	1
2. Hotel tax	4	3	2	1
3. Enterprise operations (concession stands, gift shops, etc.)	4	3	2	1
4. Program user fees for recreational programs	4	3	2	1
5. Impact/Development Fees	4	3	2	1
6. Dedicated tax for park improvements	4	3	2	1
7. Other: _____	4	3	2	1

- 16. Which THREE funding mechanisms listed in Question 15 do you and your household most support? [Write in your answers below using the number from the list in Question 15, or circle "NONE."]**

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

17. If you had a budget of \$100, how would you allocate the funds among the categories of funding listed below? [Please be sure your total adds up to \$100.]

- \$ _____ Improve existing neighborhood and community parks (playgrounds, shelters, etc.)
 \$ _____ Acquire new parkland and open space for parks
 \$ _____ Construct new walking and biking trails and improve existing trails where needed
 \$ _____ Improve existing outdoor facilities (sports fields, water park, etc.)
 \$ _____ Develop additional outdoor facilities (sports fields, spray park, etc.)
 \$ _____ Develop indoor facilities (multigenerational recreation center, running/walking track, indoor playgrounds, sports fields, etc.)
\$100 total

18. Please rate your satisfaction with the following Parks and Recreation services provided by Brookings Parks, Recreation and Forestry Department using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	Services	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Don't Know
01.	Availability of information about programs and facilities	5	4	3	2	1	9
02.	Customer assistance by staff	5	4	3	2	1	9
03.	Ease of registering for programs	5	4	3	2	1	9
04.	Fees charged for recreation programs	5	4	3	2	1	9
05.	Maintenance of parks/facilities	5	4	3	2	1	9
06.	Park and facility accessibility (ADA compliant access)	5	4	3	2	1	9
07.	Park/facility rule awareness and enforcement	5	4	3	2	1	9
08.	Overall quality of sports fields	5	4	3	2	1	9
09.	Quality/number of outdoor amenities	5	4	3	2	1	9
10.	Shelter, gym, or meeting room rental availability	5	4	3	2	1	9
11.	Ease of renting shelters, gyms, or meeting rooms	5	4	3	2	1	9
12.	User friendliness of website	5	4	3	2	1	9
13.	Amount of open greenspace	5	4	3	2	1	9
14.	Ease of contacting City staff	5	4	3	2	1	9
15.	Amount of developed parkland	5	4	3	2	1	9
16.	Amount of available indoor recreation space	5	4	3	2	1	9
17.	Connectivity of trails and pathways	5	4	3	2	1	9

19. Which THREE Parks and Recreation services listed in Question 18 do you think should receive the MOST ATTENTION from Brookings over the next FIVE years? [Write in your answers below using the number from the list in Question 18, or circle "NONE."]

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

20. Counting 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: _____

21. How many years have you lived in the City of Brookings? _____ years

22. What is your age? _____ years

23. Your gender:

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

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

- | | | |
|---|---|--|
| <input type="checkbox"/> (1) Asian/Pacific Islander | <input type="checkbox"/> (3) Native American/Eskimo | <input type="checkbox"/> (5) Hispanic/Latino/Spanish |
| <input type="checkbox"/> (2) African American/Black | <input type="checkbox"/> (4) White/Caucasian | <input type="checkbox"/> (6) Other: _____ |

25. What is your total annual household income?

- | | | |
|---|---|---|
| <input type="checkbox"/> (1) Under \$25,000 | <input type="checkbox"/> (3) \$50,000 to \$74,999 | <input type="checkbox"/> (5) \$100,000 to \$149,999 |
| <input type="checkbox"/> (2) \$25,000 to \$49,999 | <input type="checkbox"/> (4) \$75,000 to \$99,999 | <input type="checkbox"/> (6) \$150,000 or more |

26. Please share any additional comments that could assist the Brookings Parks, Recreation and Forestry Department in improving parks, trails, open space, or recreational facilities and services.

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