



Brushy Creek Municipal Utility District Citizen Survey of Parks and Recreation Facilities Executive Summary

February 18, 2008
Revised July 18, 2008

Introduction and Methodology

National Service Research (NSR) completed a comprehensive research study for Brushy Creek Municipal Utility District as part of the Parks, Recreation, and Open Space Master Plan. An important aspect of the Master Plan was to conduct a demand and needs assessment which involved citizen input. The purpose of the needs assessment study was to provide a foundation for the Comprehensive Park and Recreation Master Plan that will provide guidance based upon citizen needs and priorities. NSR worked closely with Brushy Creek Parks Task Force, District staff, and Jacobs Carter Burgess throughout the research process.

In order to complete this study effort, NSR designed a citizen survey. The survey design was based upon input from focus groups, public meetings, Task Force, and District staff. A public meeting was held on September 25 and two focus group sessions were held on September 26, 2007. A total of 4,825 surveys were mailed to households on December 26, 2007. A total of 759 surveys were returned and tabulated, a response rate of 16%. The margin of error of this sample size at a 95% confidence level is plus or minus 3.5%. This indicates that one can be 95% sure that the results are accurate and could vary by 3.5% one way or the other.

The citizen survey and detailed survey tables are presented in the Appendices of the technical volume report.

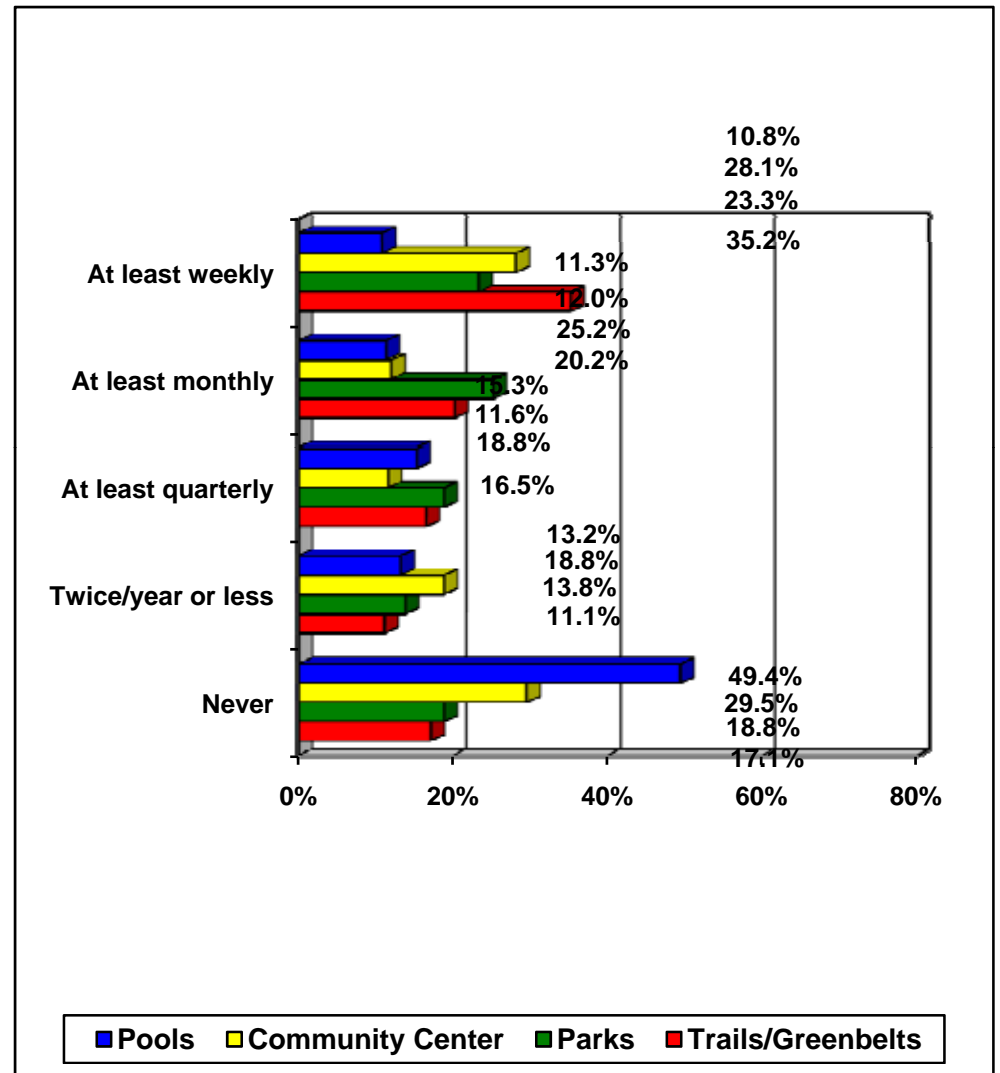
This study is to be used as a guide to direct the master park and recreation planning efforts for Brushy Creek.

Study Highlights

- Trails, greenbelts, parks, the community center and pools are heavily used by the citizens of Brushy Creek.
- Most citizens rated the maintenance of Brushy Creek parks and recreation facilities as excellent or good. *This indicates the department is doing a good job with regard to maintenance.*
- A total of 31% of residents have participated in one or more recreation programs offered by Brushy Creek.
- A majority of residents support the expansion or renovation of the Brushy Creek Community Center. Only one in five do not support it.
- Primary indoor facilities citizens feel are most needed in the Community Center expansion: expanded weight room, expanded multi-purpose aerobics/fitness room, expanded indoor walking/running track and expanded child play facilities.
- More than half (66%) support the construction of an indoor swimming pool in Brushy Creek. One-fourth of citizens do not support the construction of an indoor swimming pool.
- The top five park facilities citizens feel are most important to add to existing parks or future parks: (in order of importance): additional trail connections throughout the District, new indoor pool (lap/sport/competition and play/therapeutic/recreational), additional nature trails/greenway corridors, additional open space/natural areas, and additional trails. *This data will assist in providing priorities for facilities in the Master Plan.*
- A majority of respondents would prefer to receive information about Brushy Creek parks and recreation activities through the water bill insert. Others prefer flyers or direct mail, Community Impact Newspaper and the District web site. *This information will assist the Park and Recreation Department with ways to provide more effective communication, programs, activities and park locations.*

Frequency of Use – Parks and Recreation Facilities

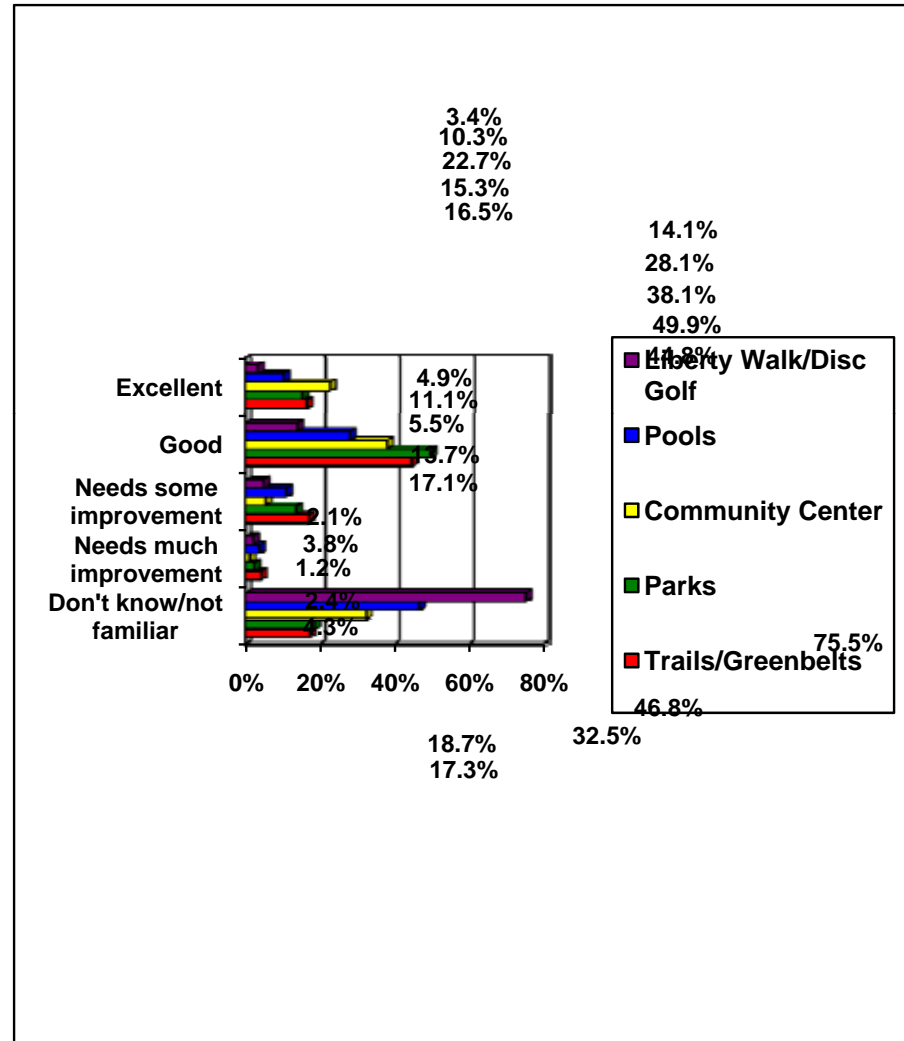
- Trails/greenbelts and parks are heavily used by Brushy Creek Residents. 55% reported they use trails/greenbelts monthly or more and 49% use parks monthly or more.
- 40% of residents use the community center monthly or more, while 51% of residents have used the pools at least once within the past year.



Source: National Service Research, Mail Survey of 759 Brushy Creek Residents, February 2008

Maintenance of Parks and Recreation Facilities

- Most citizens rated the maintenance of Brushy Creek parks and recreation facilities as excellent or good. *This indicates the department is doing a good job with regard to maintenance.*
- 11% reported the pools, 6% community center, 14% parks, 17% trails/greenbelts and 5% Liberty Walk Disc Golf needed some improvement.
- Less than 5% felt any of these facilities needed much improvement.



Source: National Service Research, Mail Survey of 759 Brushy Creek Residents, February 2008

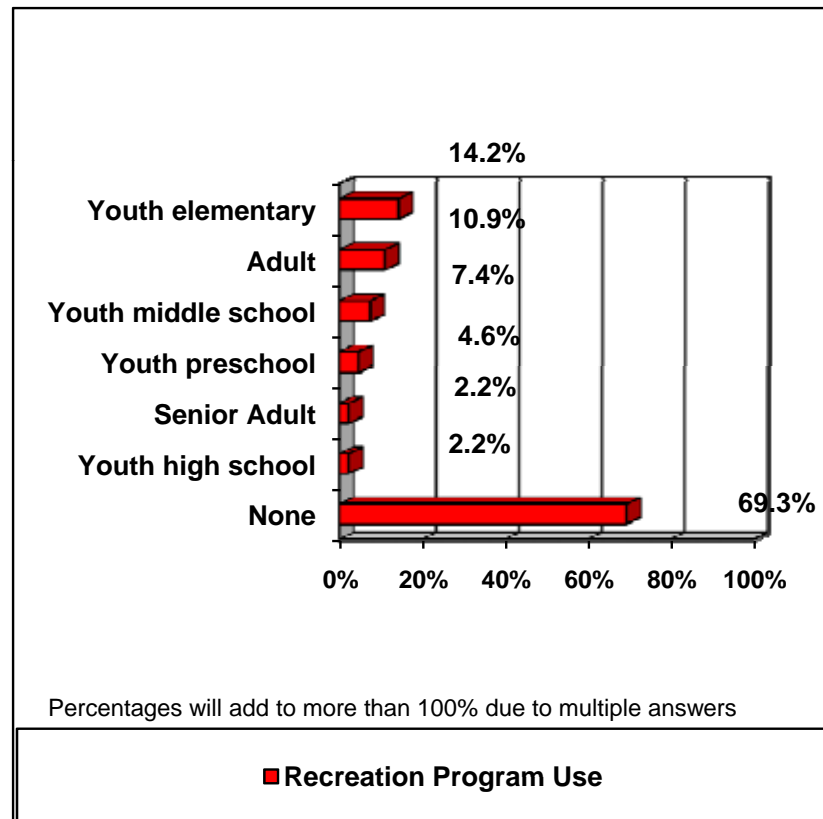


Other Outdoor Parks and Indoor Facility Improvement or Maintenance Issues that are Most Needed

- 36% of respondents provided comments for this question. The most frequent answers:
- Enlarge community center/more equipment needed/clean restrooms and equipment more often
- Need indoor pool
- Improve trail maintenance
- Add benches, mile markers, trash cans, water fountains, and lighting along trails
- Need more lighted tennis courts/improve maintenance of tennis courts
- Update pools/better cleanliness of pools and pool restrooms
- Add a dog park
- Improve upkeep of medians
- Need more shade at parks

Recreation Program Participation

- A total of 31% of residents have participated in one or more recreation programs offered by Brushy Creek.
- Recreation program participation is 51% among households who have children (18 years of age or younger).
- *A 31% participation rate in programs is positive and slightly higher than national averages.*



Source: National Service Research, Mail Survey of 759
Brushy Creek Residents, February 2008



Recreation Programs You Would Like to See Added

- Percentage of respondents who had recreation program suggestions:
 - Adult programs 17%
 - Children's programs 10%
 - Teen programs 8%
 - Senior programs 7%
 - No suggestions 67%
- Children program suggestions:
 - Playgroups/recreational play time
 - Exercise/fitness/gymnastics/Pilates/yoga/tumbling
 - More sports/more team sports (soccer, basketball, tennis, volleyball, badminton, track, football)
 - Music and art (guitar lessons)
 - Archery
 - Dance/ballet
 - Cooking
 - More programs for 6 to 10 year olds and 3 and under
 - Infant/toddler classes
 - Outside adventures
 - Indoor swim classes
 - Kayaking
 - Weekend programs
 - Alternative language classes
 - Tutoring
 - After school care
- Teen program suggestions:
 - Sports – basketball, ultimate Frisbee, volleyball, soccer, racquetball, running, kickball, tennis, track
 - Music - Guitar lessons
 - Programs for 10 to 15 year olds
 - Cooking classes
 - Ping pong, pool
 - Art classes
 - Community service projects/responsibility programs
 - Dances
 - Friday/Saturday night activities
 - Weight lifting and exercise classes (yoga)
 - Diving classes
 - Spanish classes

Source: National Service Research, Mail Survey of 759
Brushy Creek Residents, February 2008

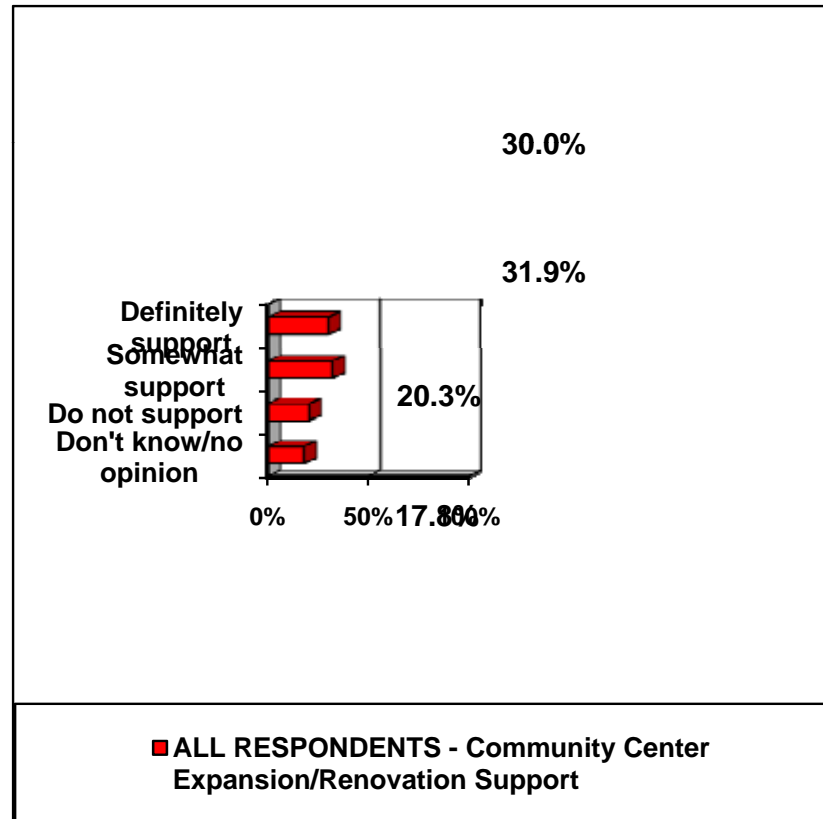


Recreation Programs You Would Like to See Added (continued)

- Adult program suggestions:
 - Sports – Racquetball, softball, flag football, volleyball, sand volleyball
 - Tennis leagues
 - Exercise/aerobic/yoga/spin/circuit training classes (more classes/evening classes)
 - More craft classes
 - Cards, bingo, poker, dominos, backgammon
 - Golf lessons
 - Walk/bike groups
 - Cooking/gardening
 - Woodshop
 - Socials/dances
 - Dance classes
 - Health classes/assessments
 - Investing/speaker programs
 - Tax preparation/review
 - CPR classes
 - Language classes (Spanish)
- Senior program suggestions:
 - Exercise programs
 - Book exchange
 - Sports – Softball, volleyball, racquetball
 - Evening activities and day trips
 - Swim lessons
 - Card groups/game night
 - Dance lessons
 - Social get-togethers
 - Cooking classes
 - Spanish classes
 - Walking groups

Community Center Expansion/Renovation Support

- A majority of residents support the expansion or renovation of the Brushy Creek Community Center.
- Only one in five do not support it.
- Among those who use the Community Center at least quarterly or more, a total of 82% definitely or somewhat support the expansion/renovation. This percentage is a subset of all respondents interviewed and not reflected in the graph below.



Source: National Service Research, Mail Survey of 759 Brushy Creek Residents, February 2008

Indoor Facilities to be Considered in the Community Center Expansion

- Important indoor elements in planning the recreation facilities the citizens feel are needed are listed in the table below in priority order. The mean rating scale is: 4=definitely needed and 1=not needed. Those who had no opinion or were not familiar with the need for a particular facility were excluded from the mean score calculation.
- The first column presents the facility, the second is the percentage of all respondents rating it a “4” definitely needed and “3” needed, the third column presents the mean score for all respondents.
- *This data will provide key elements to the master plan because it presents the facilities citizens feel are most needed. The data will also help prioritize needed indoor facilities in the Master Plan.*

Indoor Facility Needs	% Rating “4” Definitely Needed or “3” Needed	Mean Score
1. Expanded weight room	62.2%	3.21
2. Expanded multi-purpose aerobics/fitness room	57.9	3.13
3. Expanded indoor walking/running track	48.8	2.80
4. Expanded child play facilities	27.3	2.46
5. Expanded/renovated shower/locker facilities	30.3	2.38
6. Additional gymnasium	26.5	2.28
7. Additional racquetball courts	22.9	2.15
8. Expanded kitchen for cooking classes and other uses	18.8	2.11
9. New computer café and resource room	22.6	2.07
10. New sauna	25.8	2.07
11. New climbing wall	21.3	2.04
12. New hot tub	22.2	1.95
13. Additional multipurpose meeting rooms	14.4	1.87

Source: National Service Research, Mail Survey of 759 Brushy Creek Residents, February 2008



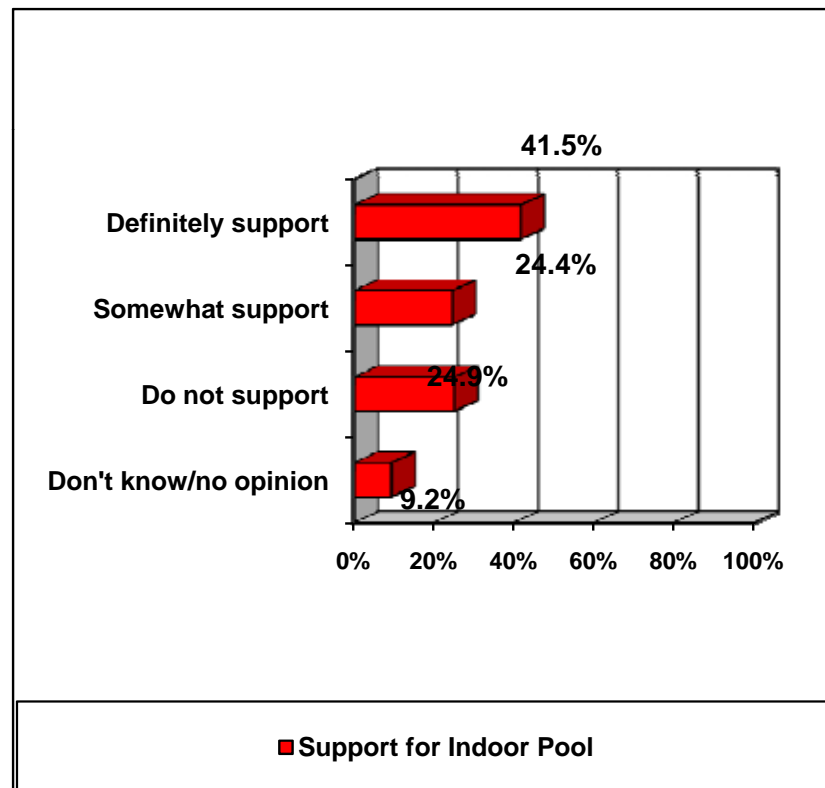
Parks Facilities Most Needed

- The table below presents the parks facilities that the citizens felt are needed in order of importance. The mean rating scale is: 4=definitely needed and 1=not needed. Those who had no opinion or were not familiar with the need for a particular program were excluded from the mean score calculation.
- The first column presents the program, the second is the percentage of respondents rating the program a “3” and “4”. The third column present the mean score for all respondents.
- *This data will provide key elements to the master plan. It presents the parks facilities citizens feel are most needed.*

All Respondents – Parks Facility Needs	% Responding “4” Definitely Needed & “3” Needed	Mean Score
1. Additional trail connections throughout the District	50.6%	2.75
2. New indoor swimming pool (lap/sport/competition and play/therapeutic/recreational)	45.7	2.61
3. Additional nature trails/greenway corridors	45.7	2.57
4. Additional open space/natural areas	42.1	2.52
5. Additional hike/bike/walk/jog/run trails	42.7	2.50
6. Additional picnic shelters/pavilions	37.6	2.33
7. New indoor swimming pool (play/therapeutic/recreation pool only)	33.2	2.23
8. New spray ground (outdoor park with spray features for all ages)	31.4	2.21
9. New indoor swimming pool (lap/sport/competition only)	26.6	2.05
10. Additional tennis courts	22.2	2.00
11. New amphitheater	22.6	1.97
12. New bouldering (outdoor climbing activities)	22.1	1.96
13. Additional basketball courts	19.2	1.92
14. New skate park	18.0	1.83
15. New BMX track	10.5	1.56

Indoor Swimming Pool Support

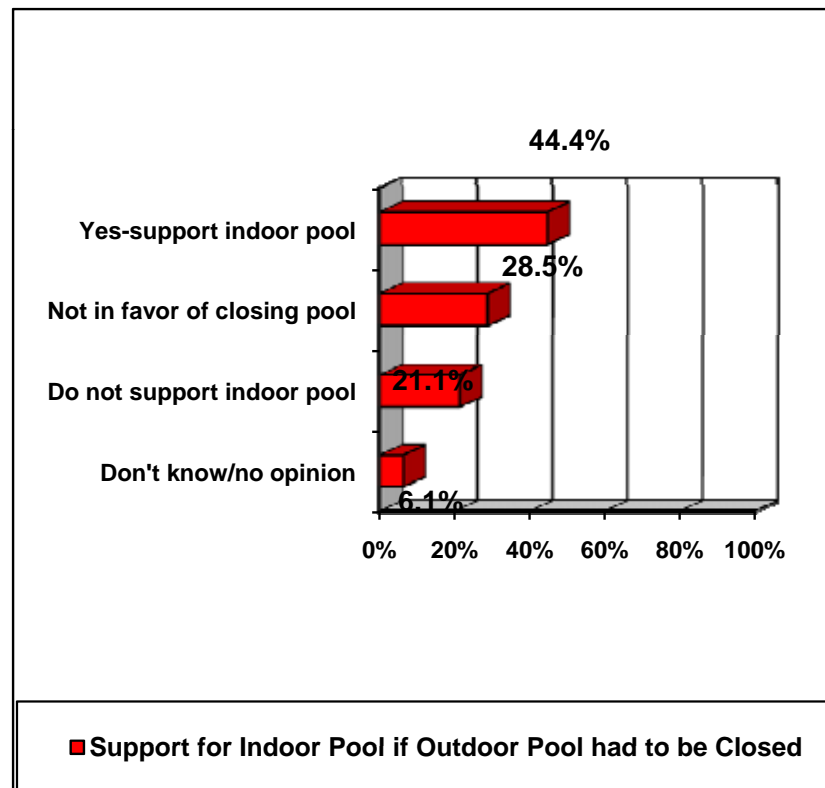
- More than half (66%) support the construction of an indoor swimming pool in Brushy Creek.
- One-fourth of citizens do not support the construction of an indoor swimming pool.



Source: National Service Research, Mail Survey of 759
Brushy Creek Residents, February 2008

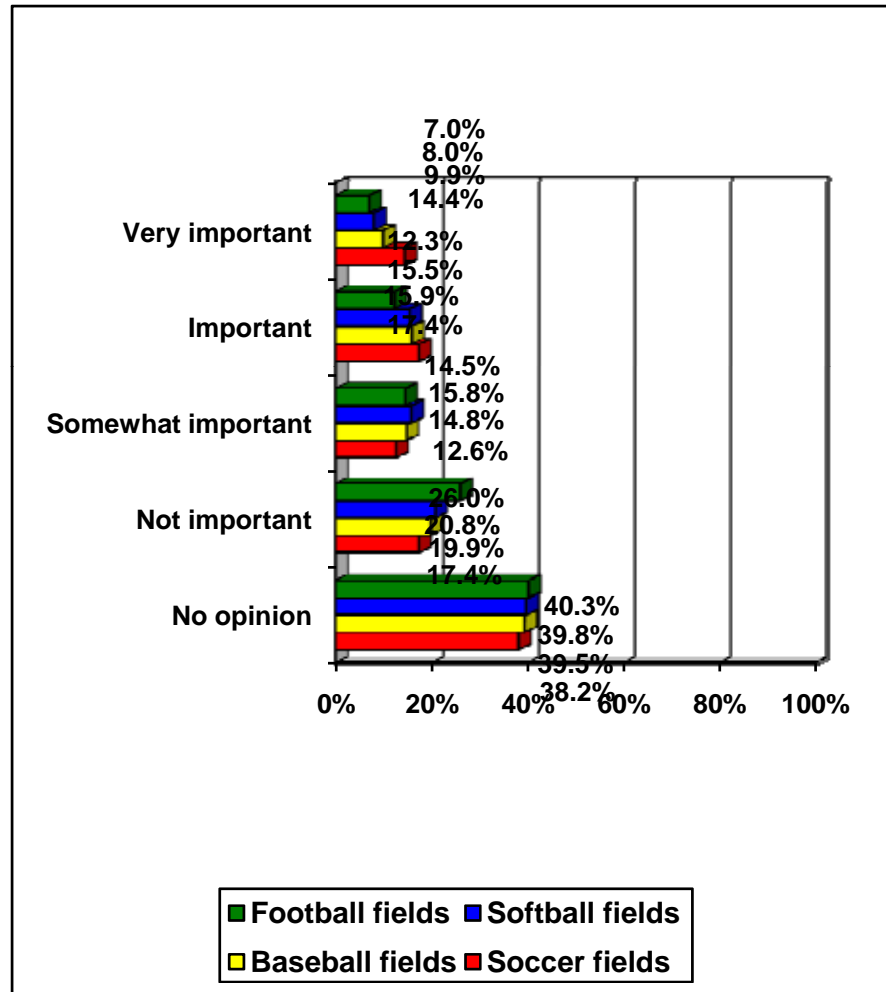
Support Indoor Swimming Pool if One of the Three Existing Outdoor Pools Had to Be Closed

- 44% of citizens support the construction of an indoor pool even if an existing outdoor pool had to be closed.
- 29% are not in favor of closing an outdoor pool in order to have an indoor pool and 21% are not in favor of an indoor pool.



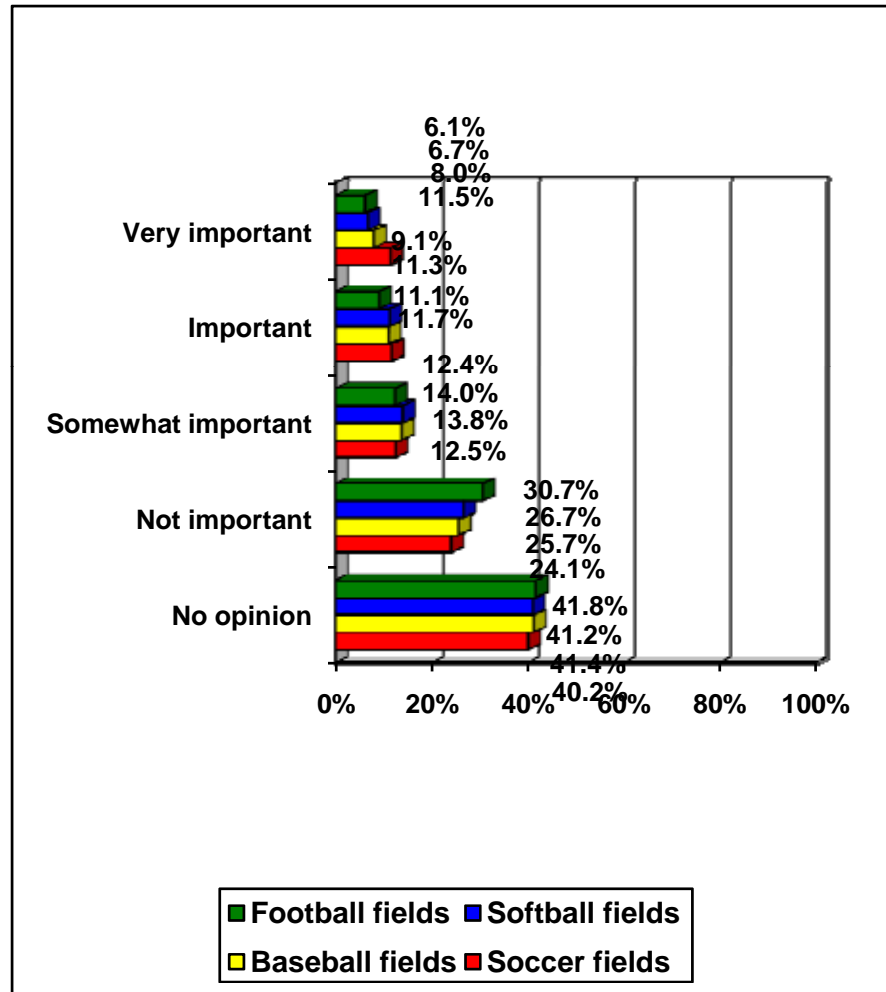
Importance of PRACTICE Fields in Brushy Creek

- Importance of practice fields ranked as follows for those who ranked them as somewhat important, important or very important:
 - 44% Soccer
 - 41% Baseball
 - 39% Softball
 - 34% Football
- 56% to 66% of respondents reported practice fields were not important or they had no opinion.



Importance of LEAGUE/COMPETITIVE Fields in Brushy Creek

- Importance of league or competitive fields ranked as follows for those who ranked them as somewhat important, important or very important:
 - 36% Soccer
 - 33% Baseball
 - 32% Softball
 - 28% Football
- 64% to 73% of respondents reported league competitive fields were not important or they had no opinion.

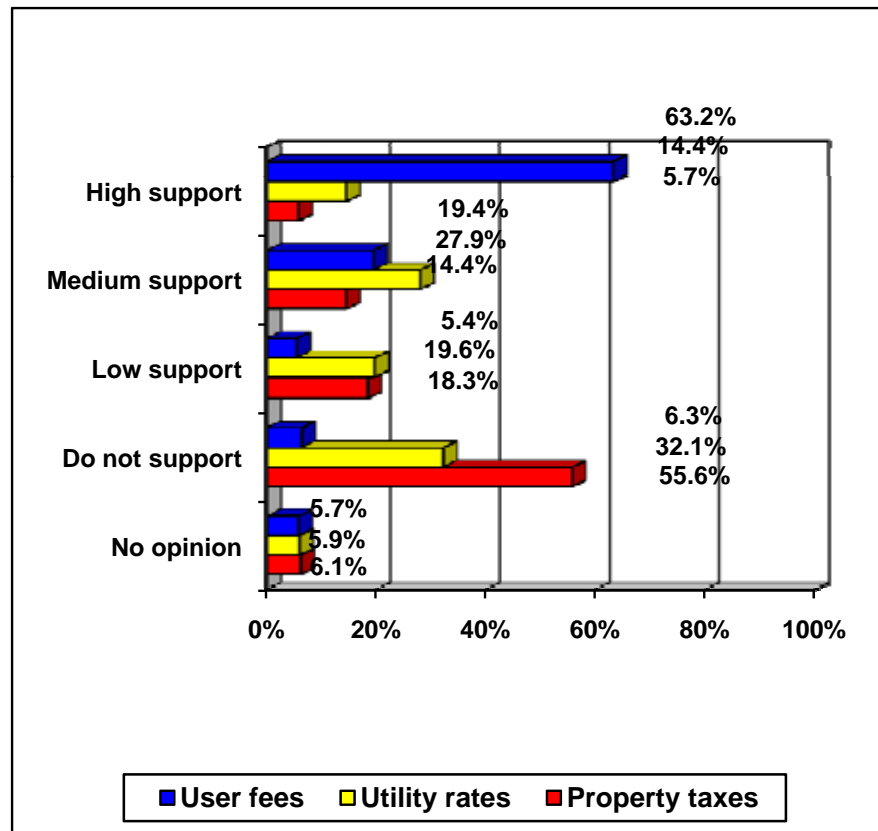


Source: National Service Research, Mail Survey of 759 Brushy Creek Residents, February 2008



Funding of Current Maintenance Parks and Facilities

- A majority of respondents expressed high support to fund current maintenance of parks and facilities through user fees.
- 42% support funding through utility rates.
- 20% support funding through property taxes.

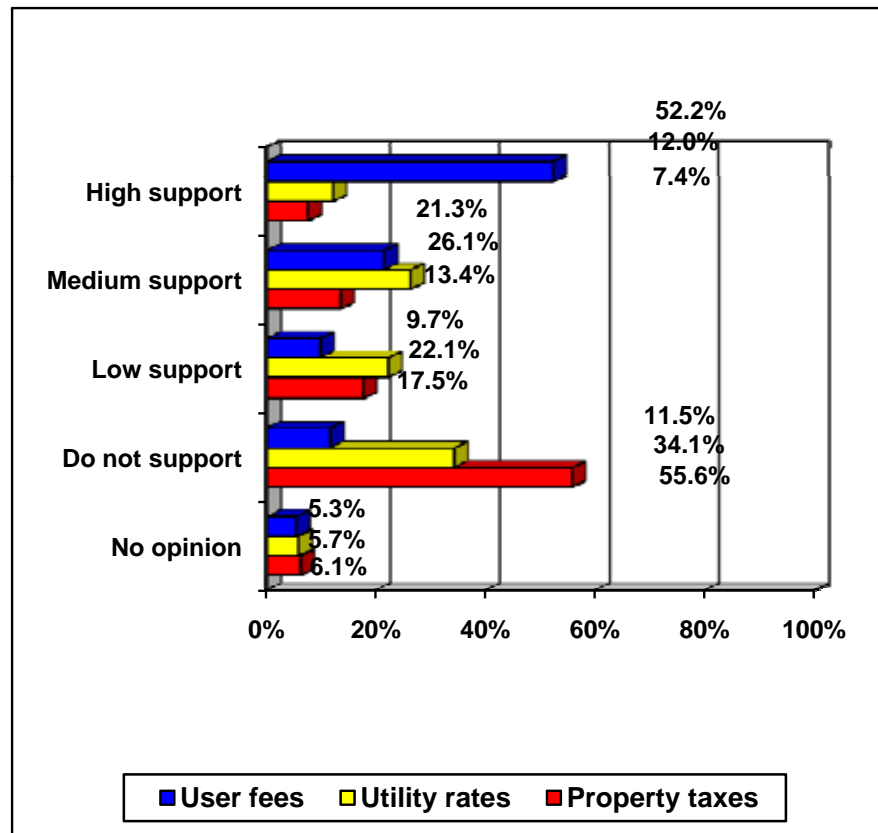


Source: National Service Research, Mail Survey of 759
Brushy Creek Residents, February 2008



Funding of Additional/Expanded Maintenance Parks and Facilities

- A majority of respondents expressed high support to fund additional or expanded maintenance of parks and facilities through user fees.
- 38% support funding through utility rates
- 21% support funding through property taxes.

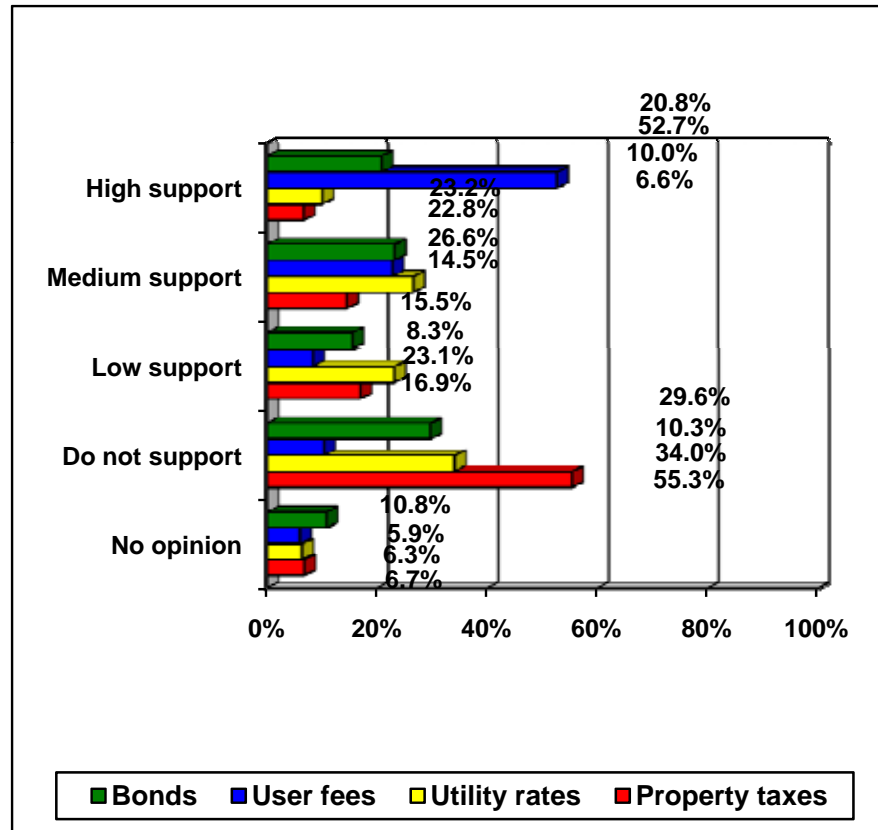


Source: National Service Research, Mail Survey of 759
Brushy Creek Residents, February 2008



Funding for New Parks and Facilities and/or Additions to Existing Parks and Facilities

- A majority of respondents expressed high support to fund new parks or additions to existing parks and facilities through user fees.
- 44% support funding through bonds.
- 37% of respondents support funding through utility rates.
- 21% of respondents support funding through property taxes.

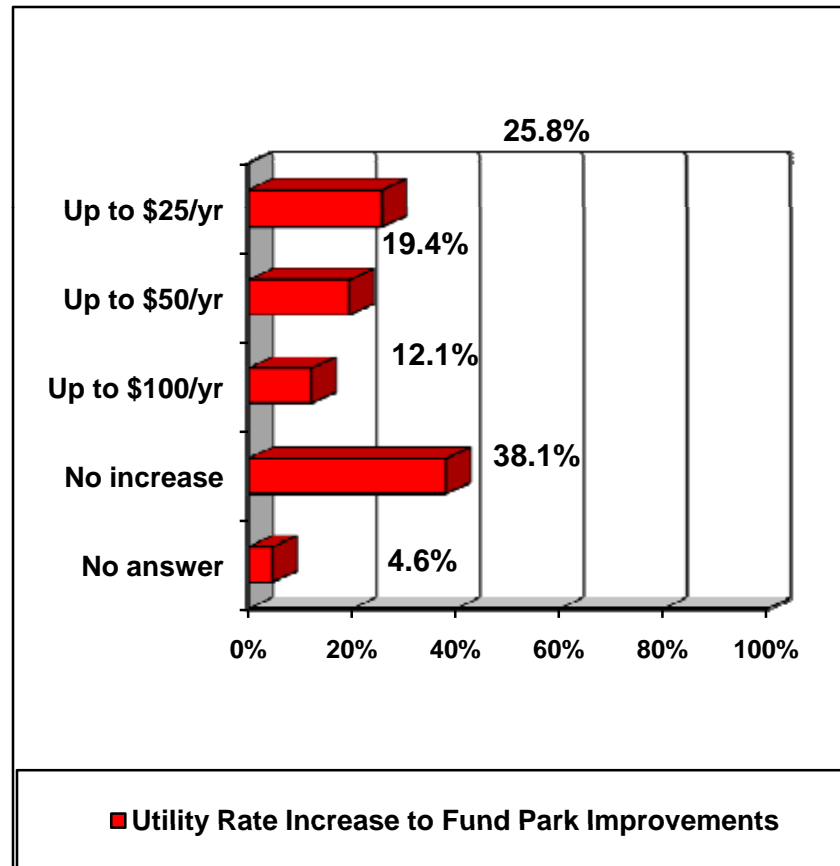


Source: National Service Research, Mail Survey of 759 Brushy Creek Residents, February 2008



Utility Rate Increase to Fund Parks Improvement Priorities

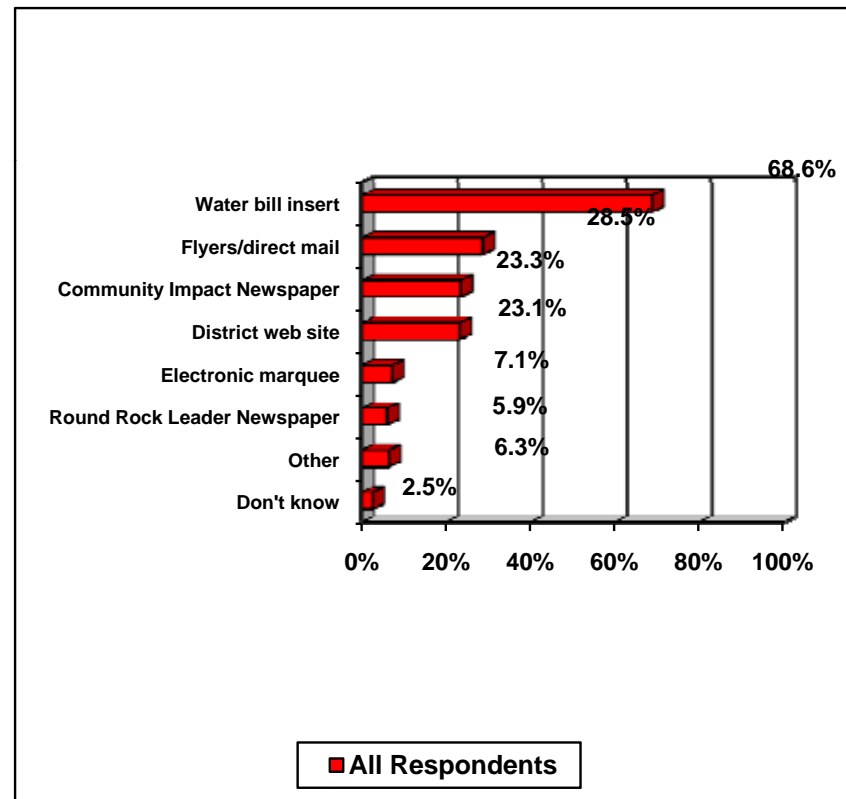
- More than half (57%) of citizens surveyed would be willing to support a utility rate increase of \$25 to \$100 per year to support the improvement priorities suggested in the citizen survey.
- 38% do not support a utility rate increase.



Source: National Service Research, Mail Survey of 759
Brushy Creek Residents, February 2008

Preferred Method of Receiving Information about Parks, Recreation Programs and Activities in Brushy Creek

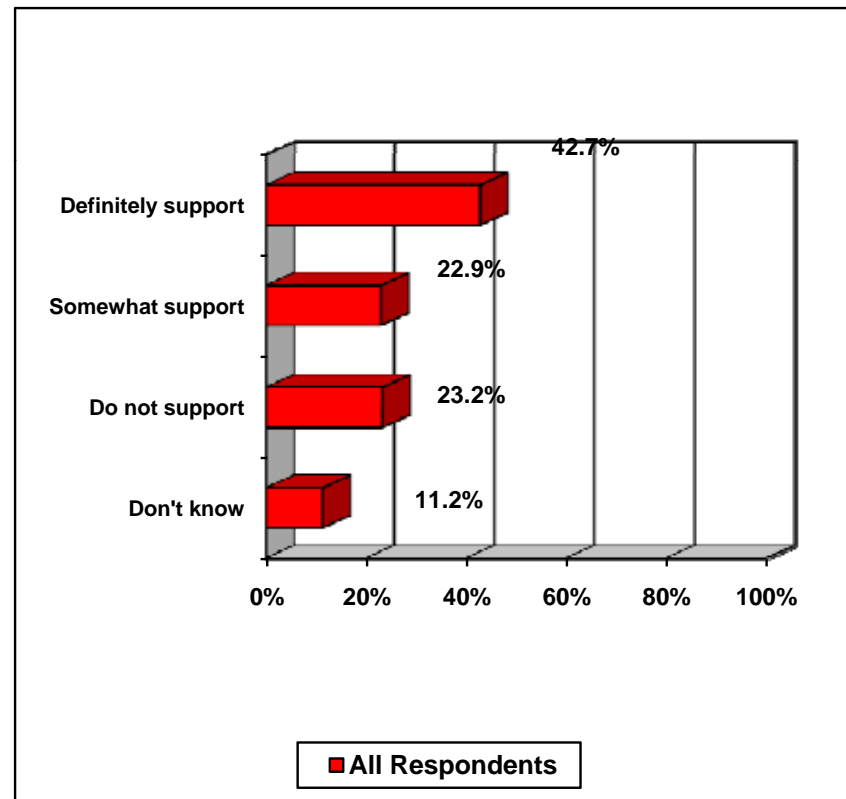
- A majority of respondents would prefer to receive information about Brushy Creek parks and recreation activities through the water bill insert.
- Others prefer flyers or direct mail, Community Impact Newspaper and the District web site.
- *This information will assist the Parks and Recreation Department with ways to provide more effective communication about parks, programs and activities.*



Source: National Service Research, Mail Survey of 759
Brushy Creek Residents, February 2008

Support for Library District

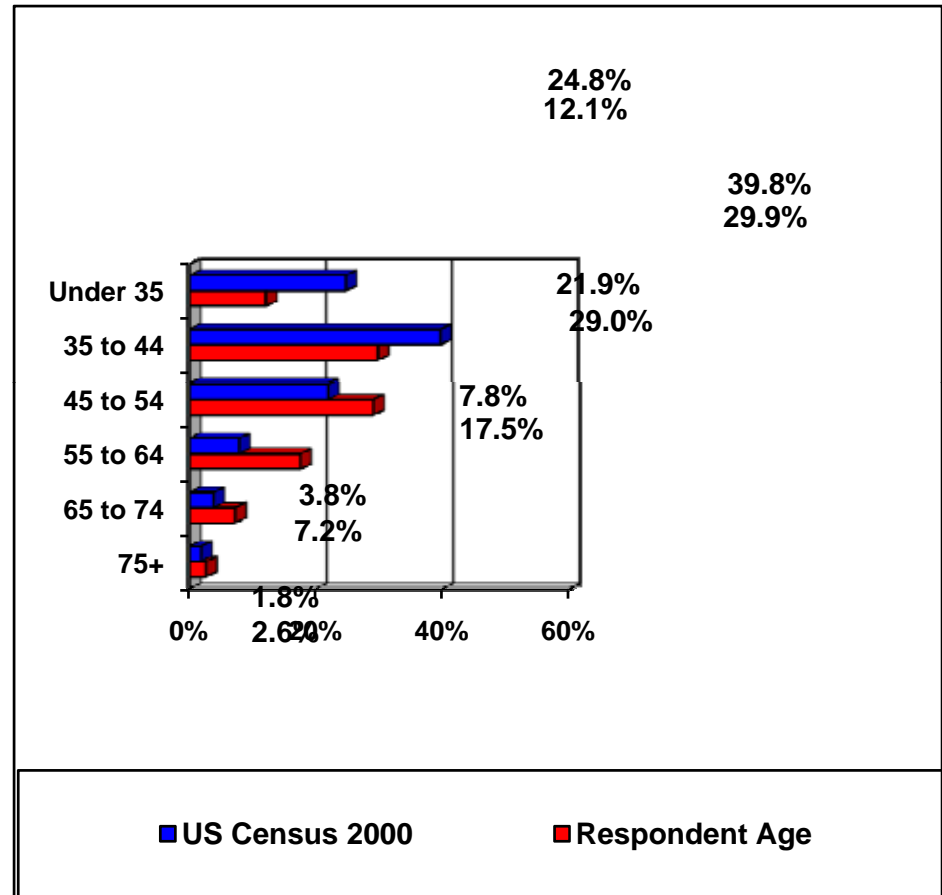
- Although the District can not fund a library, 66% of respondents would support the creation of a Library District.



Source: National Service Research, Mail Survey of 759
Brushy Creek Residents, February 2008

Respondent Demographics

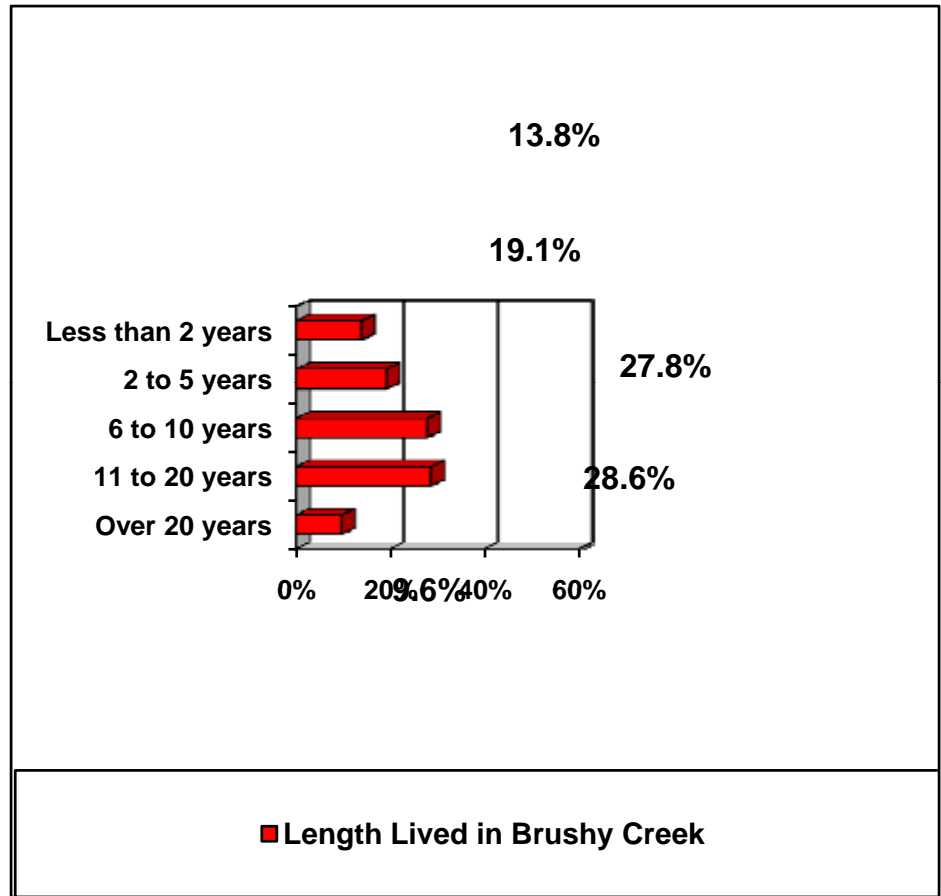
- It is important to note the survey was send to homeowners only and not multifamily households which typically are the younger age groups (under 35 years of age), a reason there are fewer respondents under the age of 35. People are now nine years older than they were when the US Census was taken.
- Age groups of children in household:
 - 0 to 5 years of age 19.5%
 - 6 to 10 years of age 22.0
 - 11 to 13 years of age 16.7
 - 14 to 18 years of age 20.4
 - No children in household 46.9
- Household size:
 - One person 10.9%
 - Two persons 31.6
 - Three persons 15.5
 - Four persons 29.8
 - Five or more persons 11.2
- Own/rent:
 - Own 93.3
 - Rent 2.2



This data is representative of the population of Brushy Creek which provides credibility and validity to the data herein.

Respondent Demographics

- The survey included representation from new residents as well as long term residents in Brushy Creek.



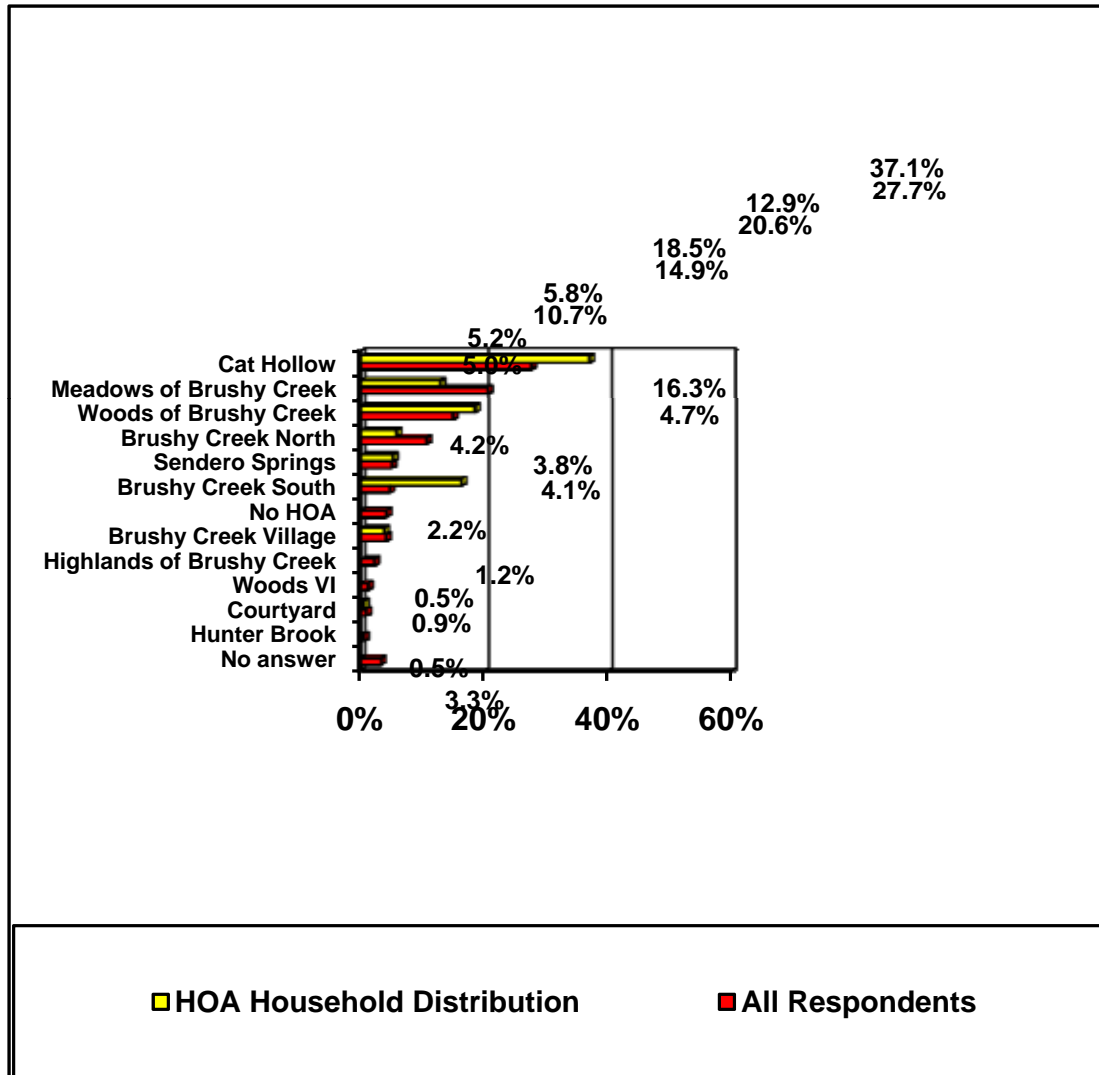
This data is representative of the population of Brushy Creek which provides credibility and validity to the data herein.

Source: National Service Research, Mail Survey of 759
Brushy Creek Residents, February 2008



Neighborhood Association

- Question: In which Brushy Creek neighborhood or Homeowners Association do you presently reside?
- All Homeowners Associations were represented in the survey.



National Service Research

(Background/Contact Information)

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National Service Research (NSR), founded in 1989, is a full-service market research consulting firm and conducts market studies for the public and private sector. NSR conducts various types of consumer and business research including focus groups and surveys nationwide. NSR's owner and founder, Andrea Thomas, has twenty-two years of professional market research experience.



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Appendix A

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