



Community Survey

Chapter 6



Overview and Methodology

ETC Institute conducted a Parks and Recreation Strategic Facility Improvement Survey to help determine sports fields, indoor recreation, and parks facility and service priorities for the community. The survey was mailed to a random sample of households in the City of Manhattan. Once the surveys were mailed, respondent households who received the survey were contacted by phone. Those who indicated that they had not returned the survey by mail were given the option of completing it by phone or they could go online.

The goal was to complete a total of 600 surveys; Leisure Vision/ETC Institute went above and beyond that goal with a total of 847 households completing the survey. The results for the sample of 847 households have a 95% level of confidence with a precision rate of at least +/- 3.3%. There were no statistically significant differences in the results of the survey based on the method of administration.

Major Findings

Outdoor Parks and Facilities

- **Current Usage:** Eighty-eight percent (88%) of respondent households have used large community parks. Other park and recreation facilities respondents have used include: Trails (70%), small neighborhood parks (68%), and picnic areas & shelters (65%).
- **Most Frequent Usage:** Based on the percentage of respondent households' top three choices, 62% of respondents indicated large community parks as the facility they use most often. Other facilities used most often include: Trails (41%), small neighborhood parks (34%), and

outdoor swimming pools (31%).

- **Ratings:** Based on respondent households who have used the parks and facilities, 95% of respondents rated outdoor swimming pools as either "excellent" or "good." Other ratings include: Outdoor splash pad (95%), large community parks (92%), and playgrounds (91%).
- **Importance:** Based on the percentage of respondent households' top three choices, 62% of respondents indicated large community parks as the facility that is most important for the City of Manhattan to provide. Other facilities respondents believe are most important to provide include: Outdoor swimming pools (42%), trails (41%), and small neighborhood parks (37%).

Indoor Sports, Recreation, and Aquatic Facilities

- **Current Usage:** Seventy-two percent (72%) of respondent households have used Kansas State University indoor facilities at least once over the past 12 months. Other indoor facilities respondent households have used include: Private fitness clubs (54%), Fort Riley (52%), City park pavilion/ice rink (49%) and K-12 schools (47%).
- **Reasons for Sports, Recreation and Aquatic Facility Usage:** Based on percentage of respondent households who currently use indoor sports, recreation, and aquatic facilities, 41% indicated that walking & running was a primary reason why they use the facilities. Other reasons respondents use facilities include: Cardiovascular equipment/weights (35%), aerobics/yoga/fitness classes (23%), and



exercise swimming (17%).

- Reasons That Prevent Sports, Recreation and Aquatic Facility Usage: Seventy-three percent (73%) of respondent households indicated that we do not have access to Fort Riley indoor facilities was a barrier that prevented them from using indoor sports, recreation, and aquatic facilities more often. Other potential barriers include: We do not have access to Kansas State University indoor facilities (52%), community lacks indoor programming spaces important to our household (35%), and we do not have enough access to K-12 school gyms for games & practices (35%).

Rating of Parks, Trails, Sports, Aquatics, and Recreation Facilities

- Based on percentage of respondents who have visited any of the parks, trails, sports, aquatics, or recreation facilities, 66% rated the overall physical condition as good. Other ratings of overall physical condition include: Fair (19%) and excellent (15%).

Indoor Recreation Programming Spaces

- Based on the percentage of respondent households, 62% or 12,445 households indicated that they have a need for indoor walking & jogging track. Other programming spaces households have a need for include: Strength/cardiovascular equipment (50% or 9,924 households), swimming (47% or 9,404 households), and aerobics/fitness/dance class space (36% or 7,223 households).
- Based on respondent households' top three choices, 54% indicated that indoor walking & jogging track was an indoor

program feature that they would use most often if developed. Other program features respondents would use most often if developed include: Swimming (41%), strength/cardiovascular equipment (31%), and aerobics/fitness/dance class space (25%).


- Thirty-six percent (36%) of respondent households indicated that I could equally support either developing 2-3 smaller recreation centers in locations throughout City or developing 1 larger recreation center to serve entire City when asked about preference for developing indoor sports and recreation activity spaces. Other preferences include: Develop 1 larger recreation center to serve entire City (26%), develop 2-3 smaller recreation centers in locations throughout City (25%), and neither (14%).

Outdoor Recreation Facilities

Baseball and Softball Facilities

- Based on the percentage of respondent households, 27% or 5,322 households indicated that they have a need for baseball/softball fields. Other sports facilities households have a need for include: Soccer fields (24% or 4,742 households), tennis courts (18% or 3,581 households), disc golf courses (18% or 3,561 households) and football fields (13% or 2,501 households).
- Of the 23% percent of households who participate in baseball and/or softball, 59% of indicated that Frank Anneberg Park (Twin Oaks) was the location that they have participated in baseball and/or softball games and/or practices. Other locations respondent households have





used include: City Park (51%), CiCo Park (49%), Griffith Park (28%), K-State facility (27%) and Eisenhower Complex (26%).

- Based on respondent households' top three choices, 52% indicated that Frank Anneberg Park was the baseball and/or softball field used most often. Other fields used most often include: City Park (44%), CiCo Park (43%), and K-State facility (20%).
- Based on percentage of respondents who have used outdoor recreation facilities for baseball and/or softball and indicated the satisfaction level for the service as either "very satisfied" or "satisfied," 68% of respondents were satisfied with safety of field playing surface. Other services respondents were satisfied with include: Playability of field playing surface (63%) and number of game fields (58%).
- Based on respondent households' top two choices for baseball and/or softball, 40% indicated that the service improvements that are most important are playability of field playing surface. Other improvements that are most important include: Safety of field playing surface (36%), amenities for spectators (seating, parking, etc.) (24%) and number of practice fields (17%).

Soccer and Football Facilities


- Of the 21% of households who indicated they participate in soccer and/or football, 70% indicated that Frank Anneberg Park was the location that they have participated in soccer and/or football games and/or practices. Other locations respondent households have used include: City Park

(34%), CiCo Park (32%), K-State facility (28%), K-12 school facility (26%), and Griffith Park (25%).

- Based on respondent households' top three choices, 67% indicated that Frank Anneberg Park was the soccer and/or football field used most often. Other fields used most often include: City Park (29%), CiCo Park (28%), and K-State facility (22%).
- Based on percentage of respondents who have used outdoor recreation facilities for soccer and/or football and indicated the satisfaction level for the service as either "very satisfied" or "satisfied," 62% of respondents were satisfied with safety of field playing surface. Other services respondents were satisfied with include: Playability of field playing surface (56%) and number of game fields (48%).
- Based on respondent households' top two choices for soccer and/or football, 25% indicated that the service improvements that are most important are number of practice fields. Other improvements that are most important include: Playability of field playing surface (24%), safety of playing field surface (24%) and amenities for spectators (seating, parking, etc.) (23%).

Usage of Fields and Team Participation

- Fifty-eight percent (58%) of households indicated that they do not participate in practices and games every year. Other amounts of participation over a year include: Under 25 days (15%), 26-50 days (11%), 51-100 days (8%), 101-200 days (5%), and 201+ days (3%).

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- Thirty-seven percent (37%) of respondent households indicated that neither competitive travel teams or City recreation programs/leagues was a type of sports program that youth in their household participate in. Other sports programs that youth in households participate in include: City recreation programs/leagues (36%), both competitive travel teams & City recreation programs/leagues (16%), and competitive travel teams (11%).

Development and Improvement

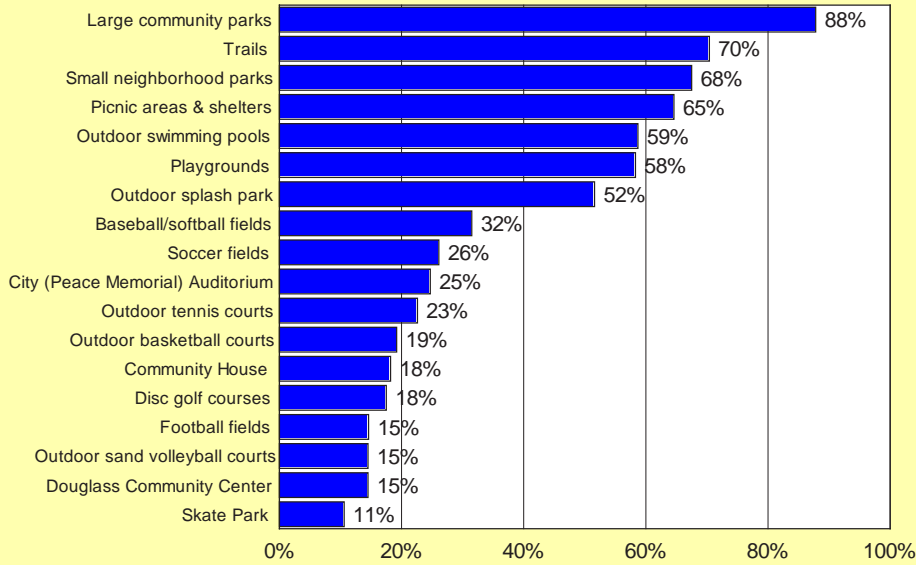
- Thirty-five percent (35%) of respondent households indicated that indoor sports courts or gymnasiums for practices and/or games was a recreation facility that would be most important for the City of Manhattan to develop. Other facilities that would be most important to develop include: Indoor sports complex for youth tournaments bringing visitors to community (31%), outdoor practice fields for youth/adult sports or drop-in non-structured play (31%), and outdoor sports complex for youth tournaments bringing visitors to community (23%).
- Thirty-four percent (34%) of respondent households indicated that sales tax is the type of funding that they would most support for improvements to parks and recreation facilities. Other types of funding respondents would support include: Combination of sales tax & property tax (28%), no sales tax or property tax (28%), and property taxes (10%).



Charts and Graphs

Q1. Type of Park or Facility Respondent Households Have Used

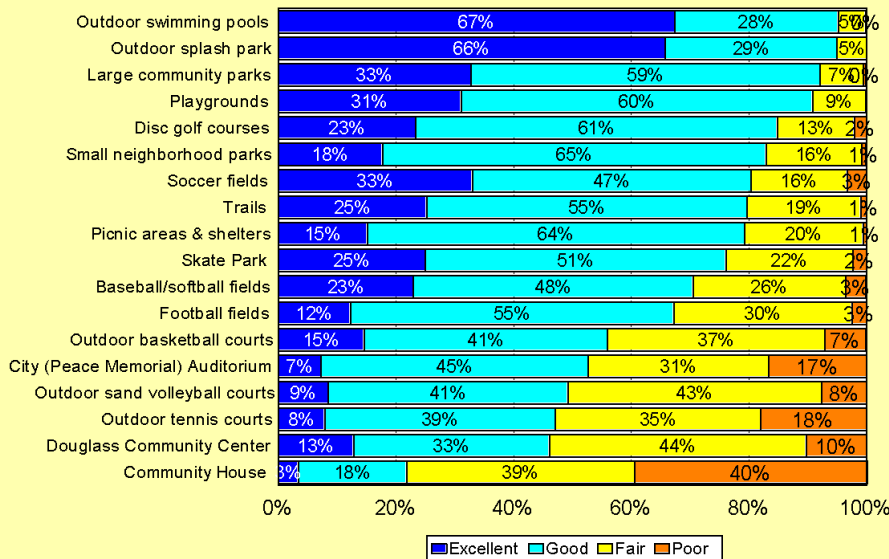
by percentage of respondents



Source: Leisure Vision/ETC Institute (2015)

Q1a. Condition of Outdoor and Indoor Park and Recreation Facilities That Respondents Have Used

by percentage of respondents who have a need for the facility

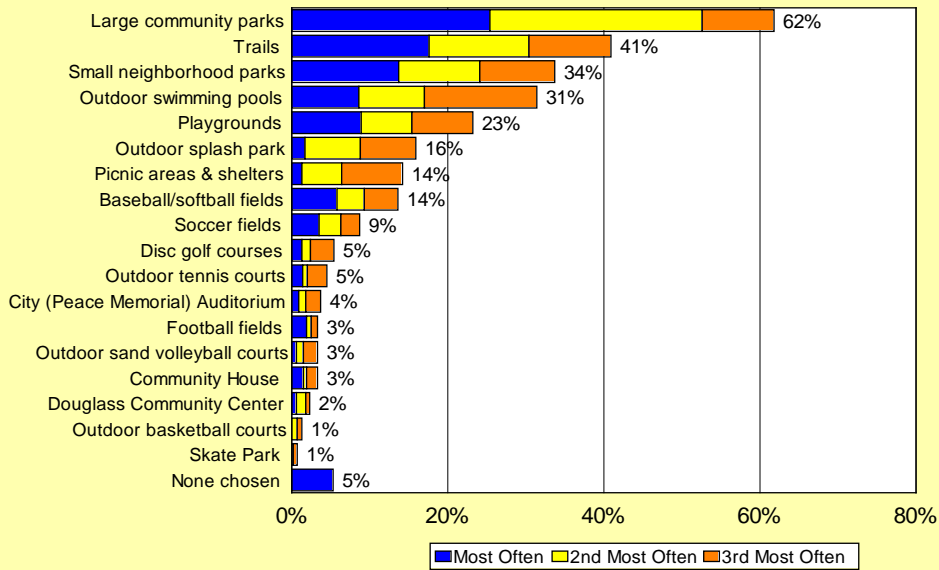


Source: Leisure Vision/ETC Institute (2015)



Q2. Outdoor and Indoor Park and Recreation Facilities Respondents Use Most Often

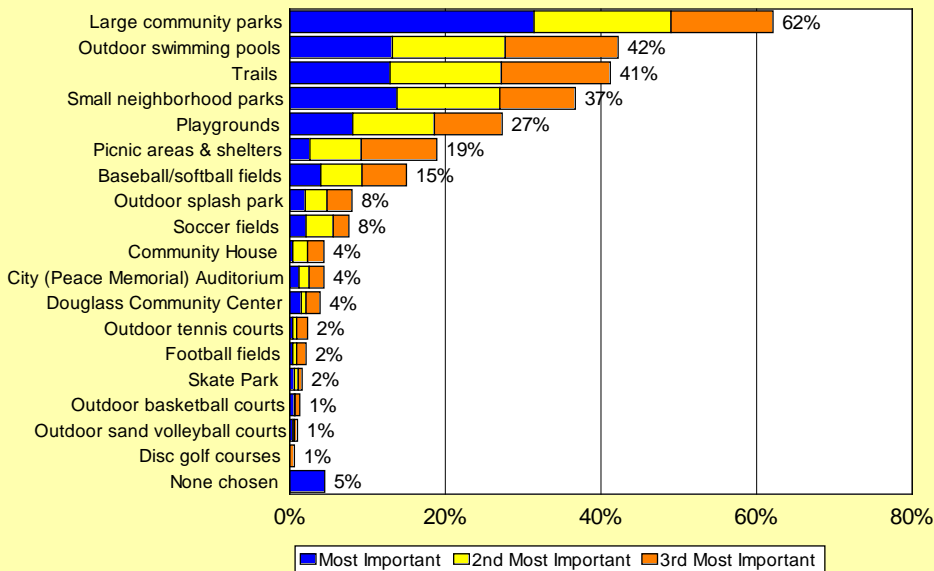
by percentage of respondents who selected the item as one of their top three choices



Source: Leisure Vision/ETC Institute (2015)

Q3. Outdoor and Indoor Park and Recreation Facilities Respondents Feel are Most Important for the City to Provide

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

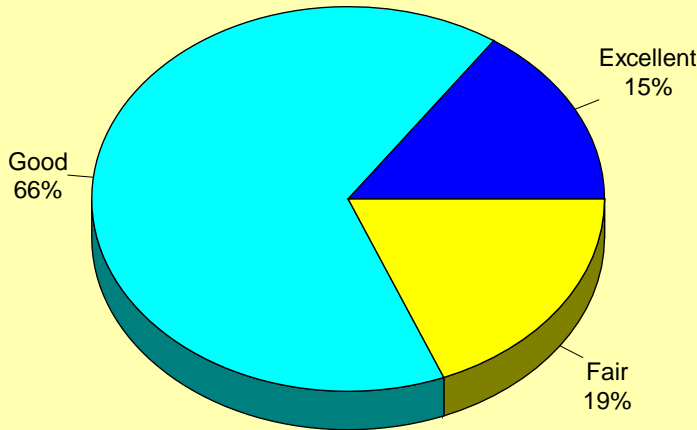


Source: Leisure Vision/ETC Institute (2015)



Q4. Overall Physical Condition of Parks, Trails, Sports, Aquatics and Recreation Facilities

by percentage of respondents who have visited any of the facilities (excluding not provided)

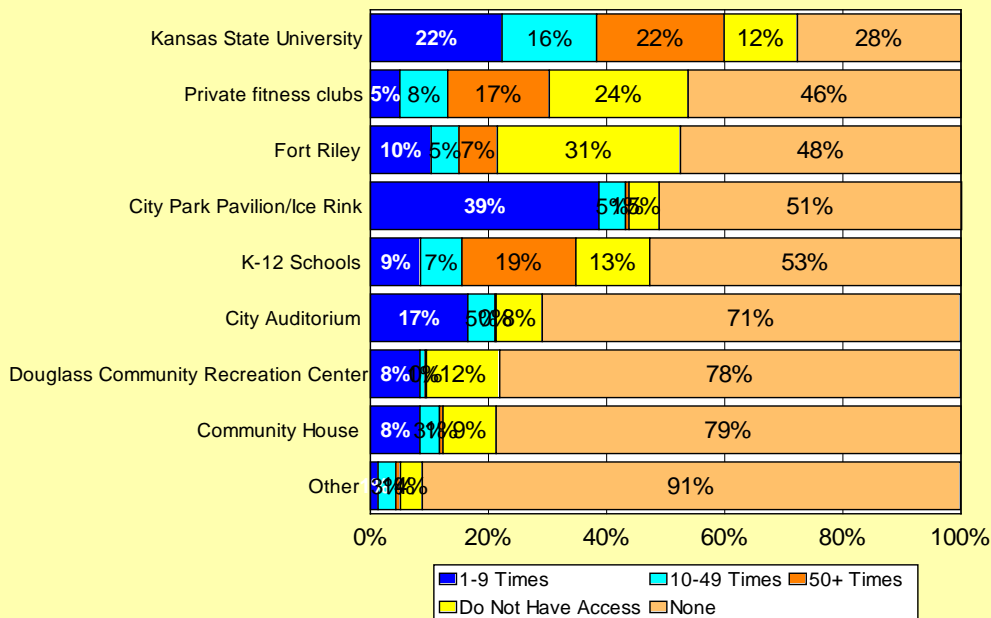


*Only 0.2 indicated Poor

Source: Leisure Vision/ETC Institute (2015)

Q5. How Often Respondents Have Used Indoor Facilities from the Following Providers

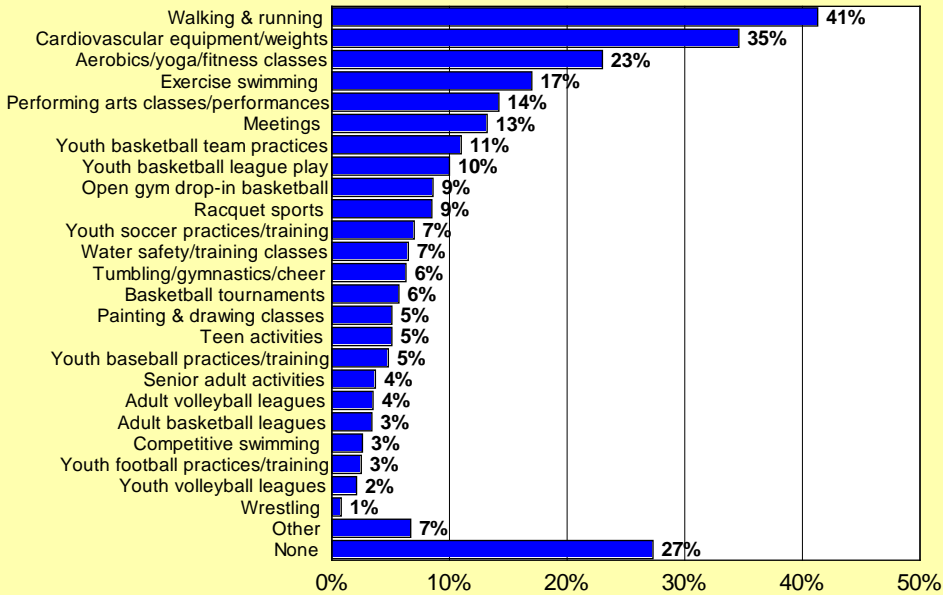
by percentage of respondents





Q6. Reasons Respondent Households Currently Use Indoor Sports, Recreation, and Aquatic Facilities

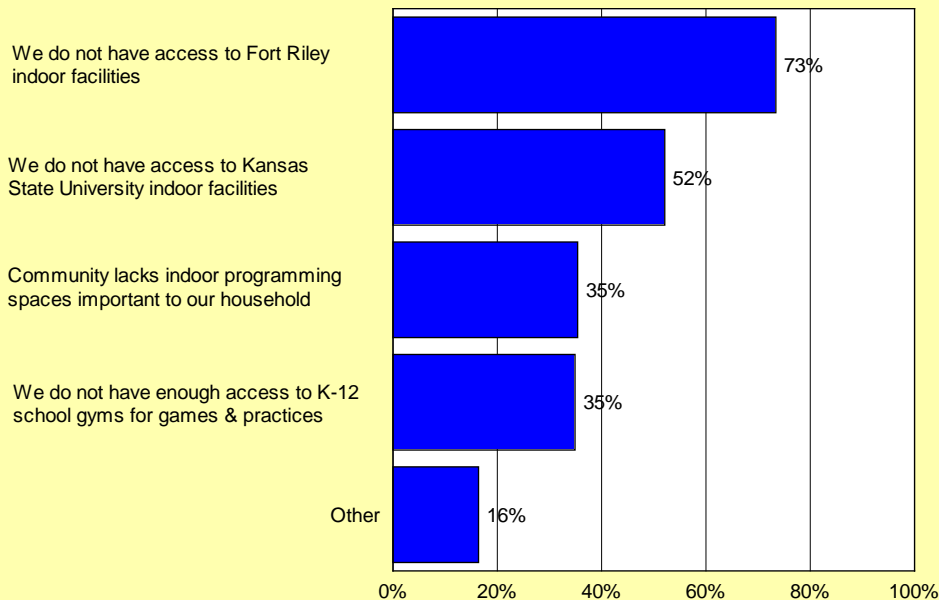
by percentage of respondents (multiple selections possible)



Source: Leisure Vision/ETC Institute (2015)

Q7. Potential Barriers Respondent Households Do Not Use Indoor Sports, Recreation, and Aquatic Facilities More Often

by percentage of respondents (multiple selections possible)

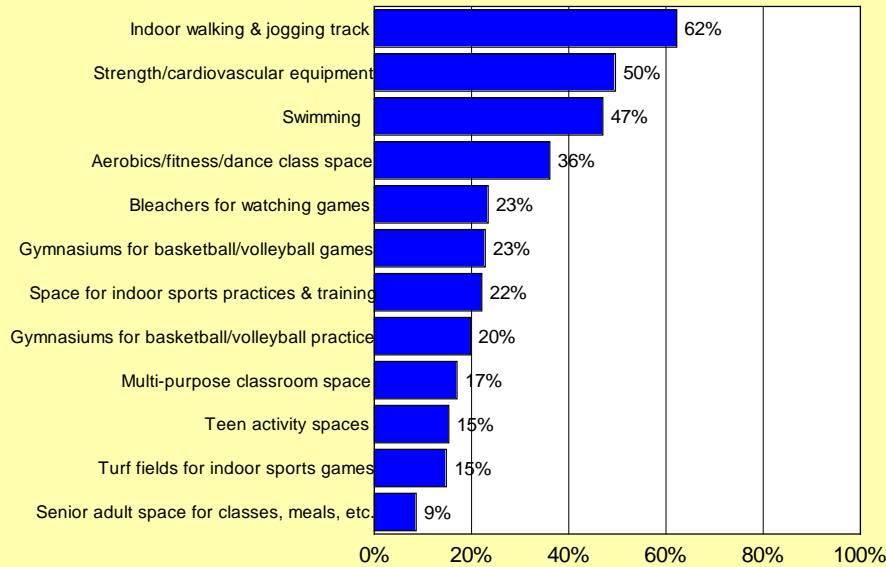


Source: Leisure Vision/ETC Institute (2015)



Q8. Households That Have a Need for Indoor Recreation Program Spaces

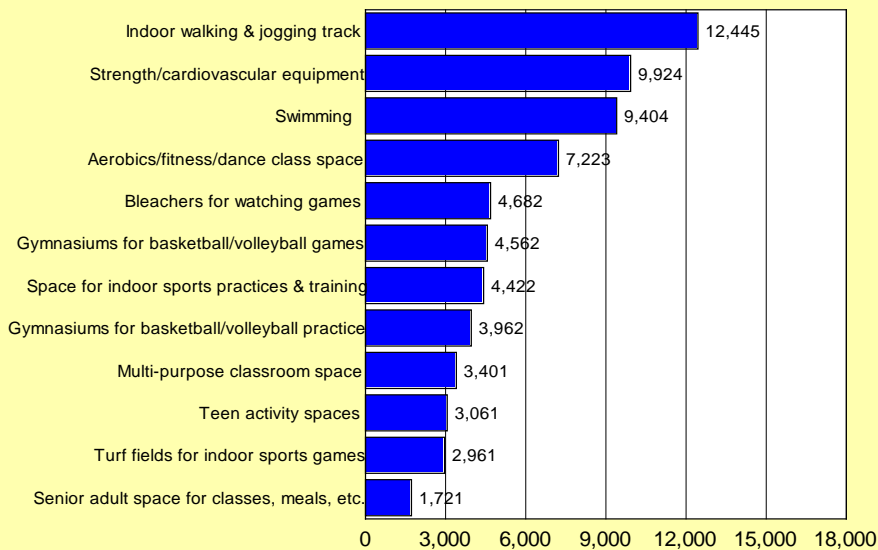
by percentage of respondents



Source: Leisure Vision/ETC Institute (2015)

Q8a. Estimated Number of Households for the City of Manhattan That Have a Need for Indoor Recreation Program Spaces

by number of households based on 20,008 households for the City of Manhattan

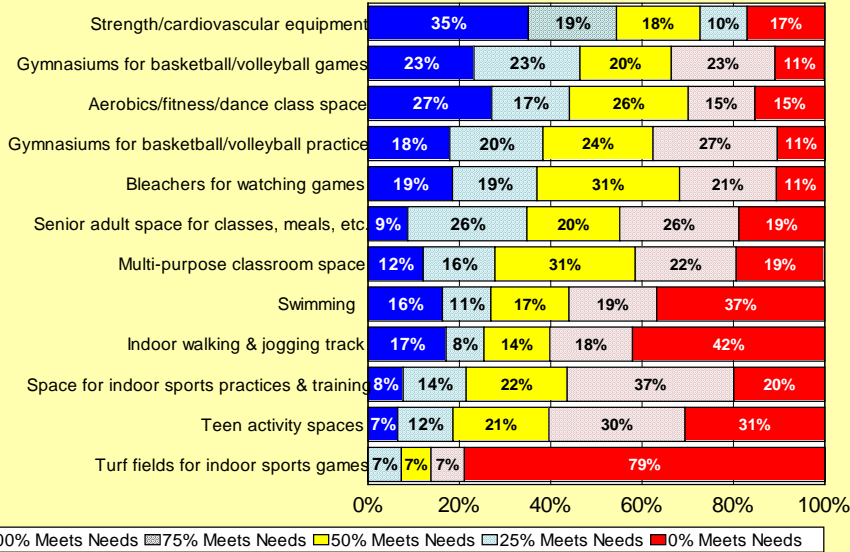


Source: Leisure Vision/ETC Institute (2015)



Q8b. How Well Indoor Program Spaces for the City of Manhattan Meet the Needs of Households

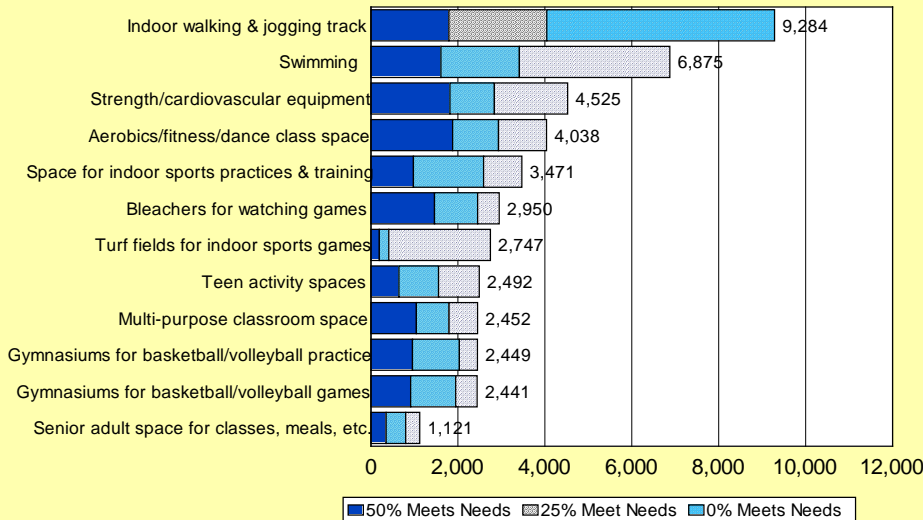
by percentage of households that have a need for programs



Source: Leisure Vision/ETC Institute (2015)

Q8c. Estimated Number of Households for the City of Manhattan Whose Needs for Indoor Program Spaces Are Only Being 50% Met or Less

by number of households based on 20,008 households for the City of Manhattan

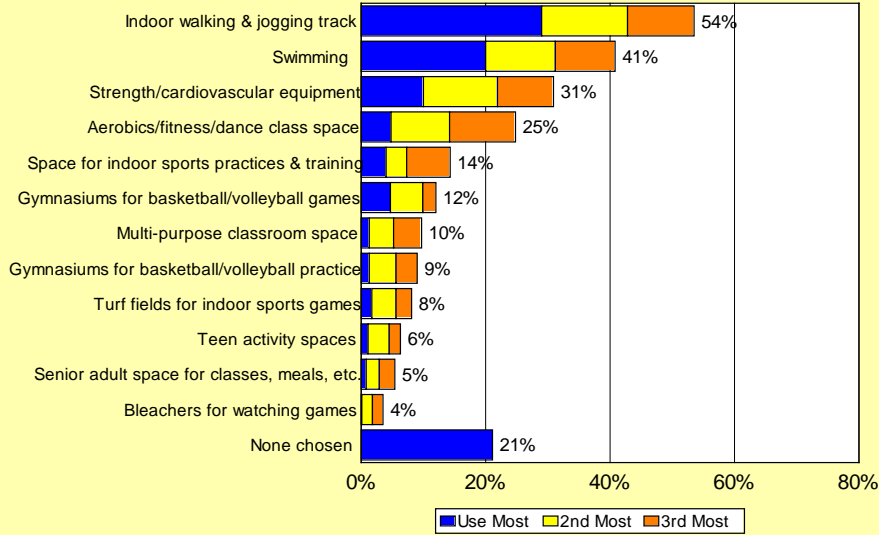


Source: Leisure Vision/ETC Institute (2015)



Q9. Indoor Program Features That Respondents Would Use the Most if Developed

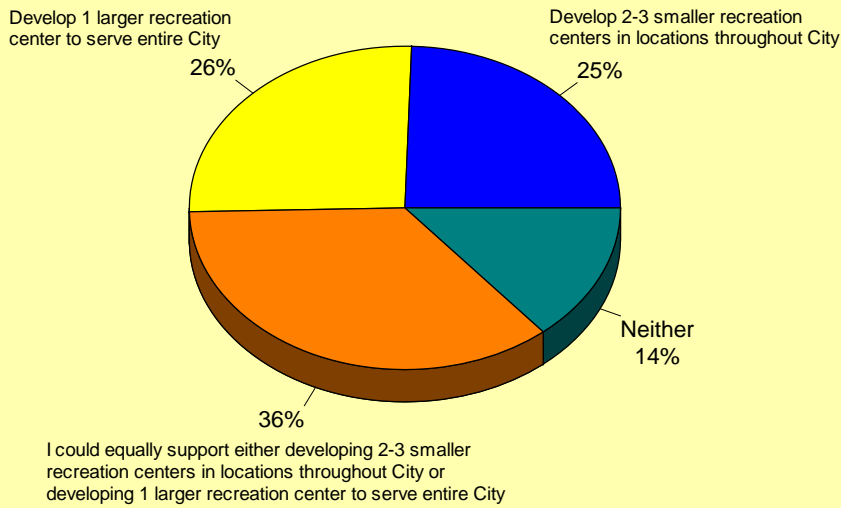
by percentage of respondents who selected the item as one of their top three choices



Source: Leisure Vision/ETC Institute (2015)

Q10. Respondent Preference for Developing Indoor Sports and Recreation Activity Spaces

by percentage of respondents

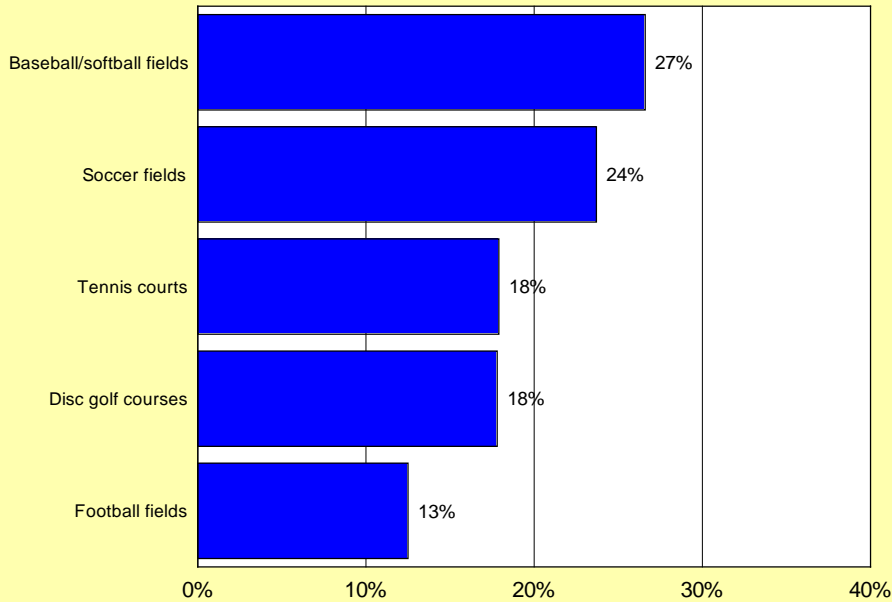


Source: Leisure Vision/ETC Institute (2015)



Q11. Households That Have a Need for Sports Facilities

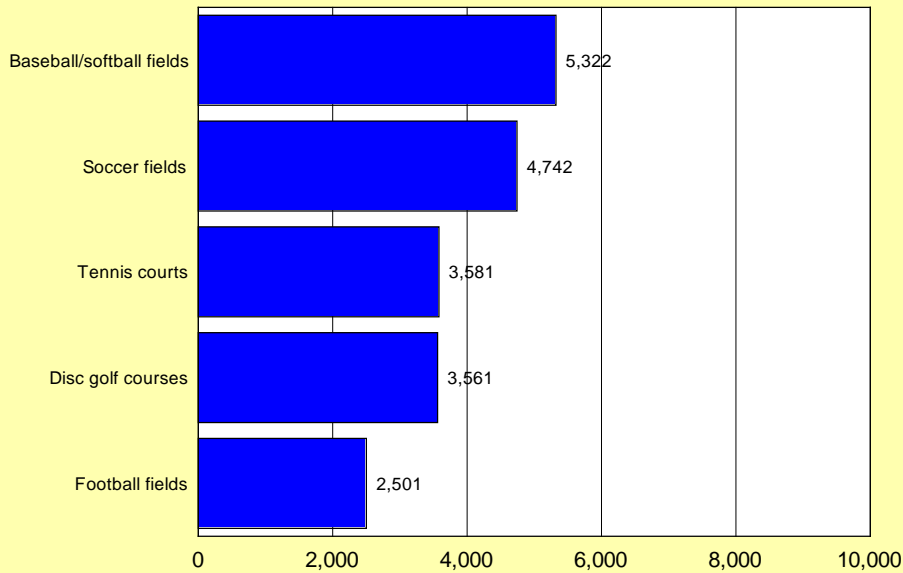
by percentage of respondents



Source: Leisure Vision/ETC Institute (2015)

Q11a. Estimated Number of Households for the City of Manhattan That Have a Need for Sports Facilities

by number of households based on 20,008 households for the City of Manhattan



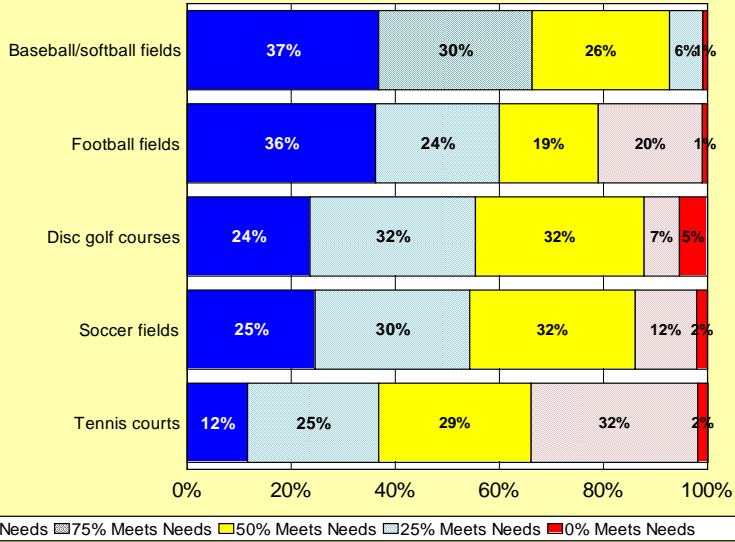
Source: Leisure Vision/ETC Institute (2015)





Q11b. How Well Sports Facilities for the City of Manhattan Meet the Needs of Households

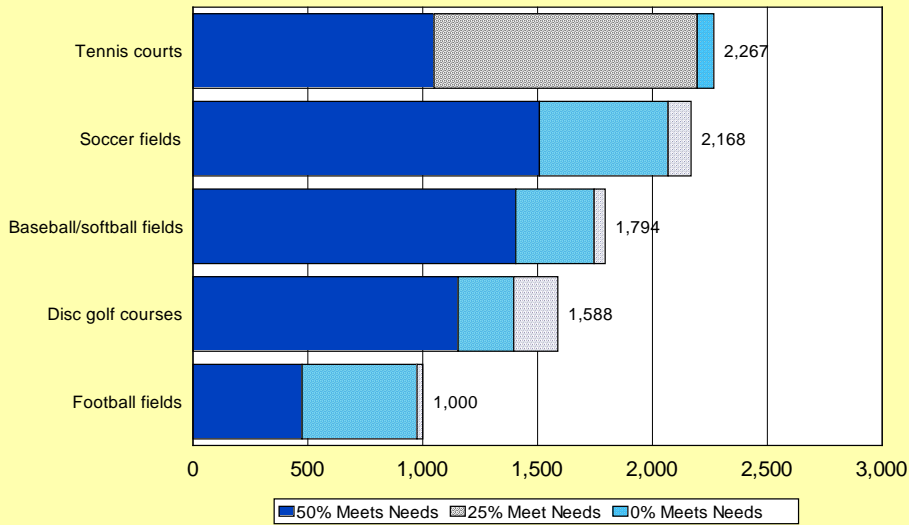
by percentage of households that have a need for programs



Source: Leisure Vision/ETC Institute (2015)

Q11c. Estimated Number of Households for the City of Manhattan Whose Needs for Sports Facilities Are Only Being 50% Met or Less

by number of households based on 20,008 households for the City of Manhattan

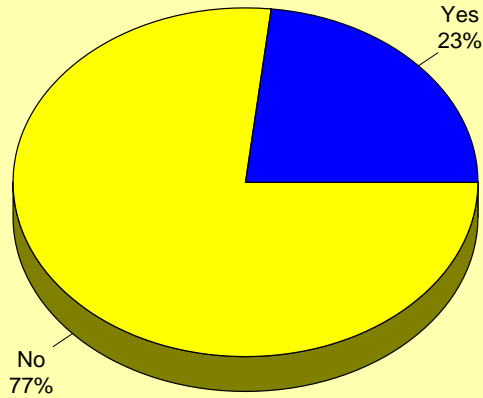


Source: Leisure Vision/ETC Institute (2015)



Q12. Does Anyone in Your Household Participate in Baseball and/or Softball?

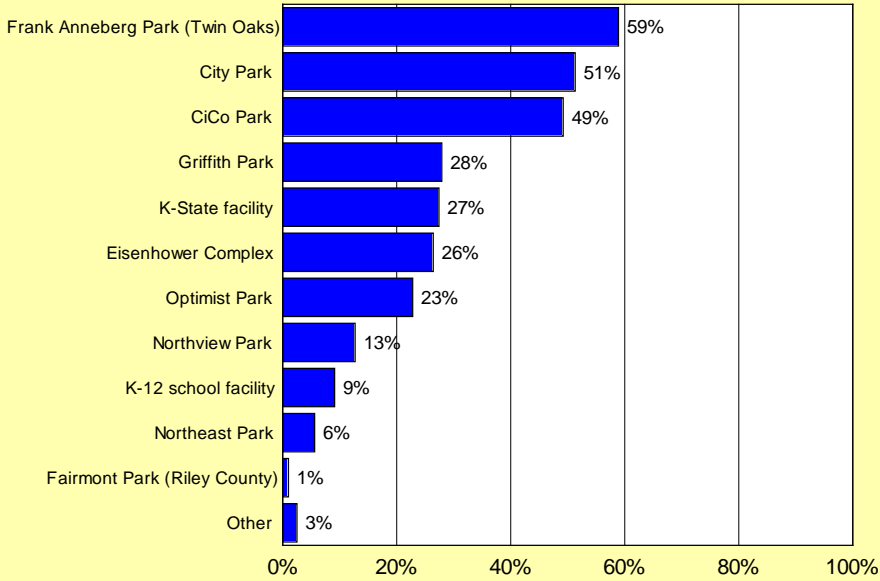
by percentage of respondents who have visited any of the facilities (excluding not provided)



Source: Leisure Vision/ETC Institute (2015)

Q12. Locations Respondent Households Have Participated in Baseball and/or Softball Games and/or Practices

by percentage of respondents who have participated over the past 12 months

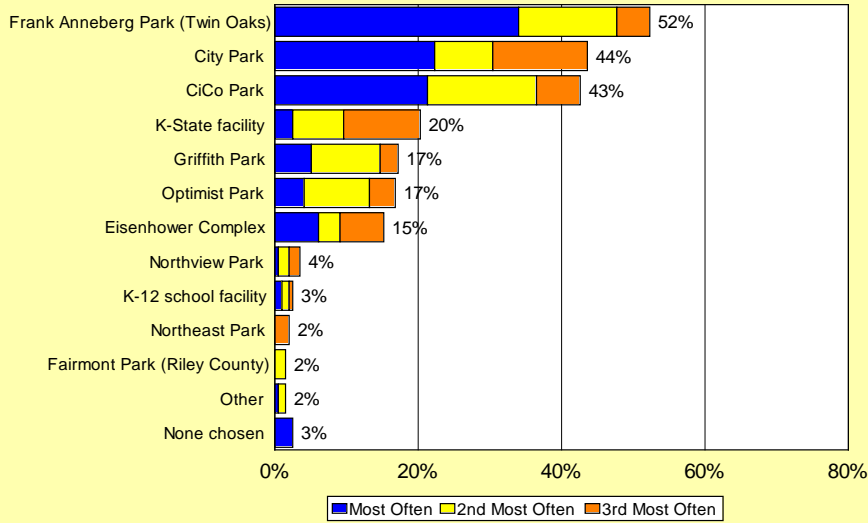


Source: Leisure Vision/ETC Institute (2015)



Q13. Baseball and Softball Fields Respondent Households Use the Most Often

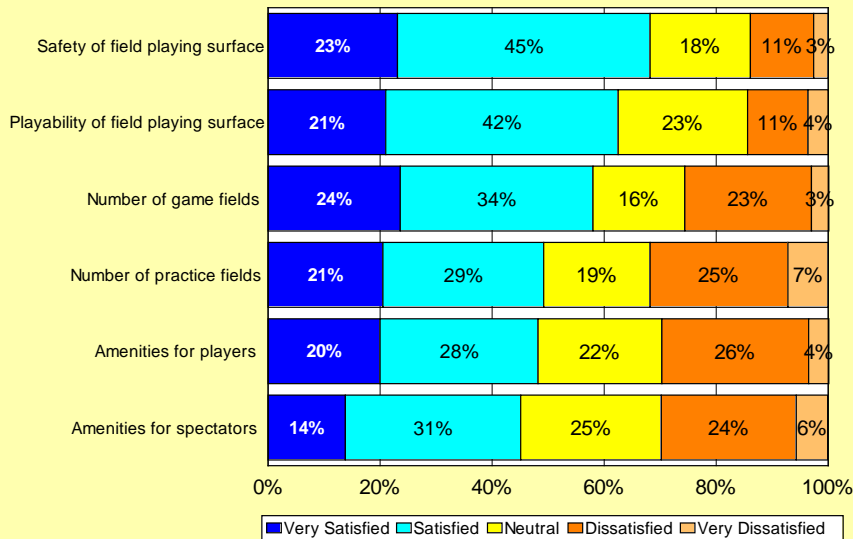
by percentage of respondents who selected the item as one of their top three choices



Source: Leisure Vision/ETC Institute (2015)

Q14. Overall Satisfaction With Major Categories of Sports Field Services

by percentage of respondents who have used the facilities

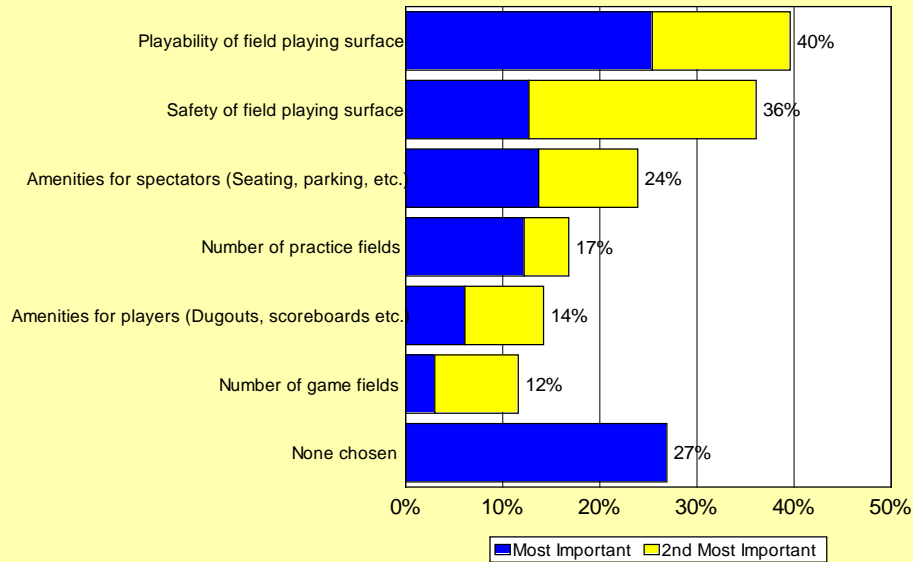


Source: Leisure Vision/ETC Institute (2015)



Q15. Sports Field Service Improvement That Are the Most Important to Respondent Households

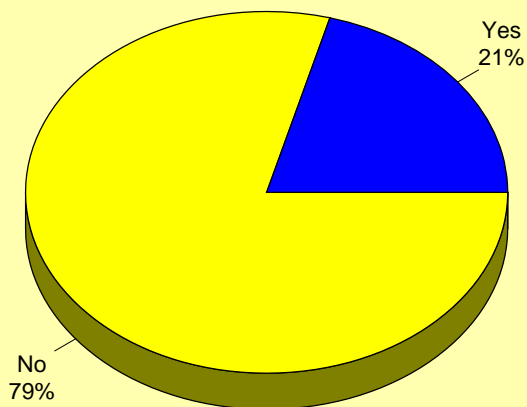
by percentage of respondents who selected the item as one of their top two choices



Source: Leisure Vision/ETC Institute (2015)

Q16. Does Anyone in Your Household Participate in Soccer and/or Football?

by percentage of respondents who have visited any of the facilities (excluding not provided)

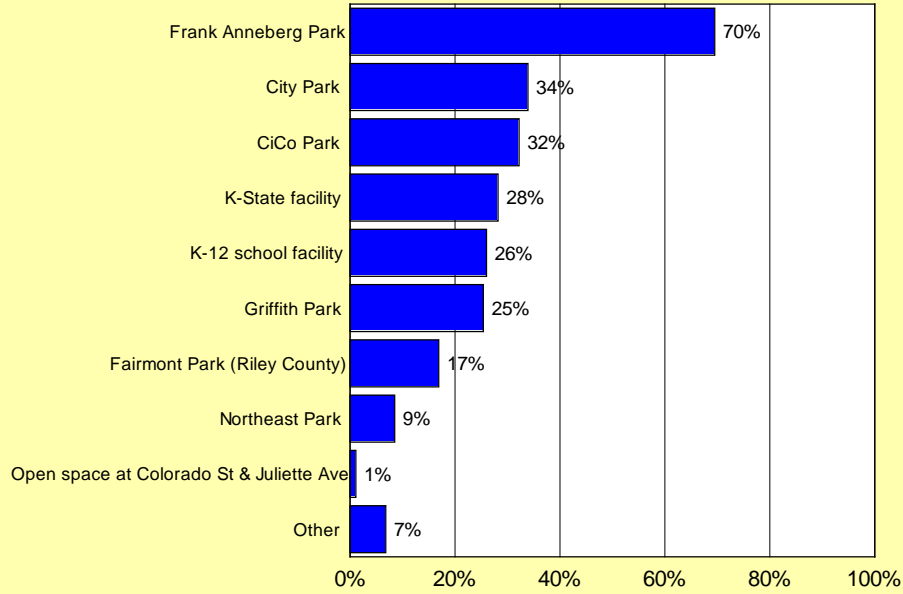


Source: Leisure Vision/ETC Institute (2015)



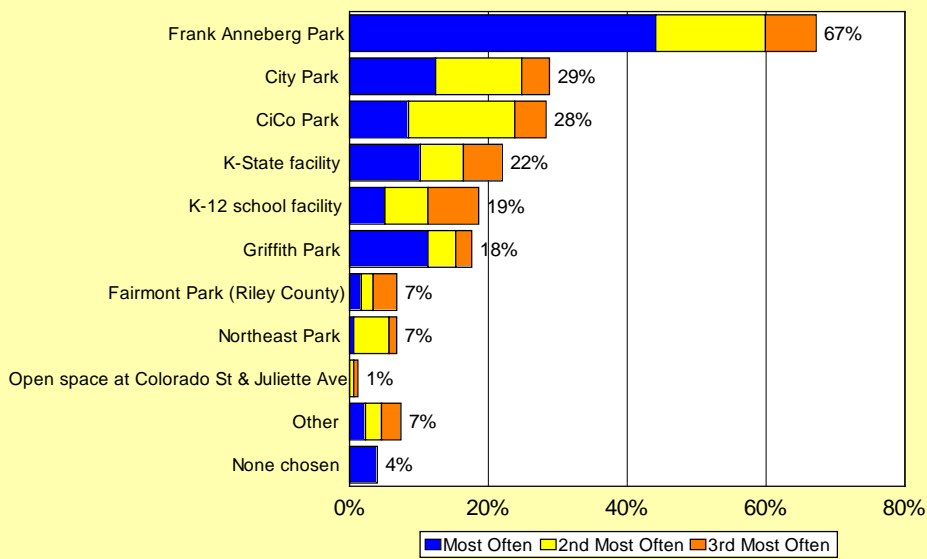
Q16. Locations Respondent Households Have Participated in Soccer and/or Football Games and/or Practices

by percentage of respondents who have participated over the past 12 months



Q17. Soccer and Football Fields Respondent Households Use the Most Often

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

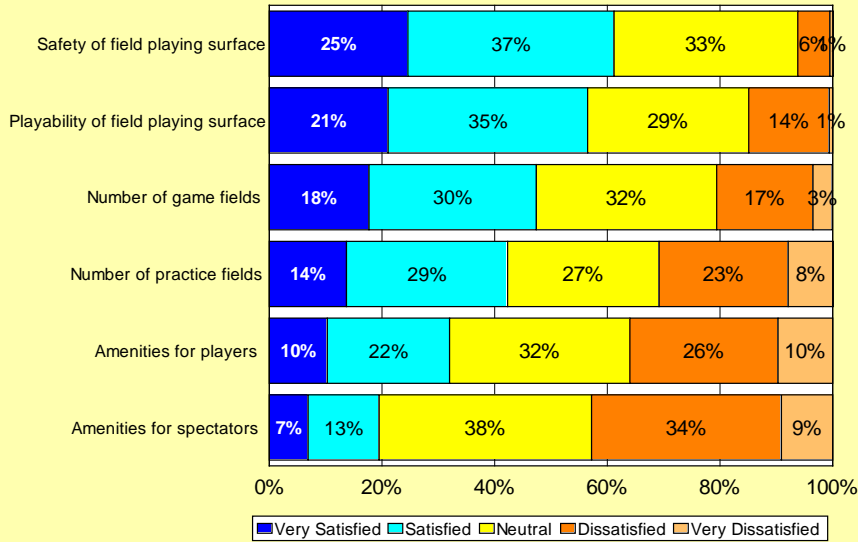


Source: Leisure Vision/ETC Institute (2015)



Q18. Overall Satisfaction with Major Categories of Sports Field Services

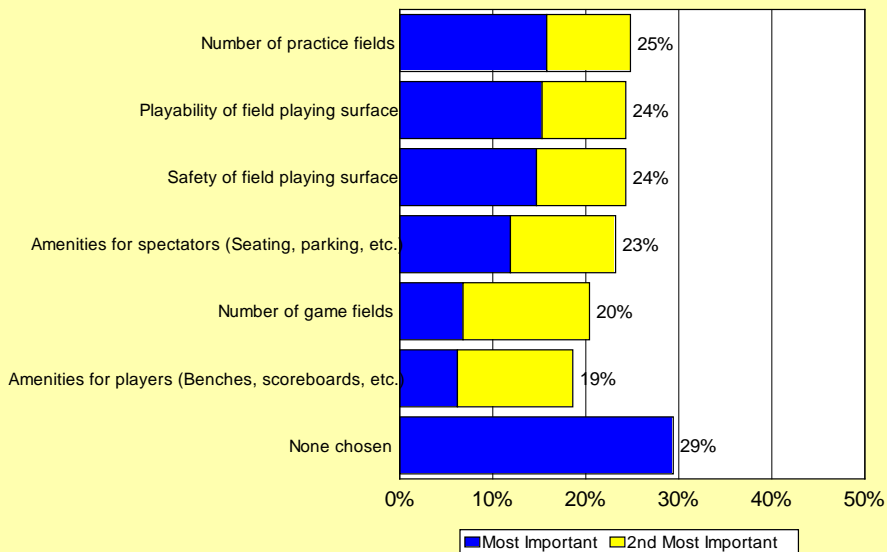
by percentage of respondents who have used the facilities



Source: Leisure Vision/ETC Institute (2015)

Q19. Sports Field Services Improvements That Are the Most Important to Respondents

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

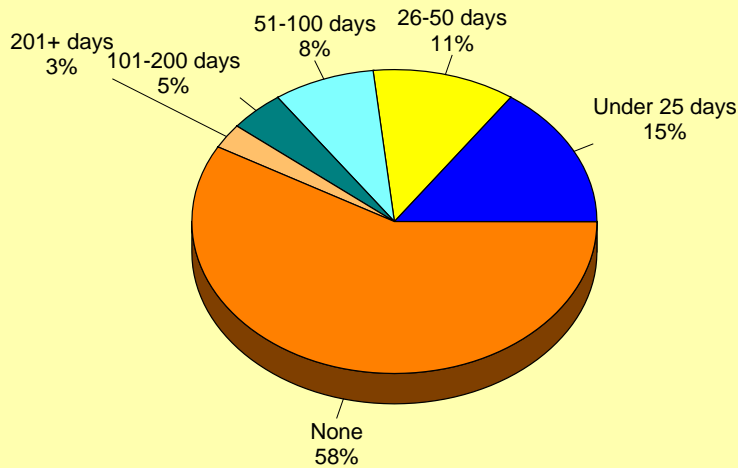


Source: Leisure Vision/ETC Institute (2015)



Q20. How Many Days Per Year Respondent Households Participated in Practices and/or Games for Baseball, Softball, Football, and/or Soccer

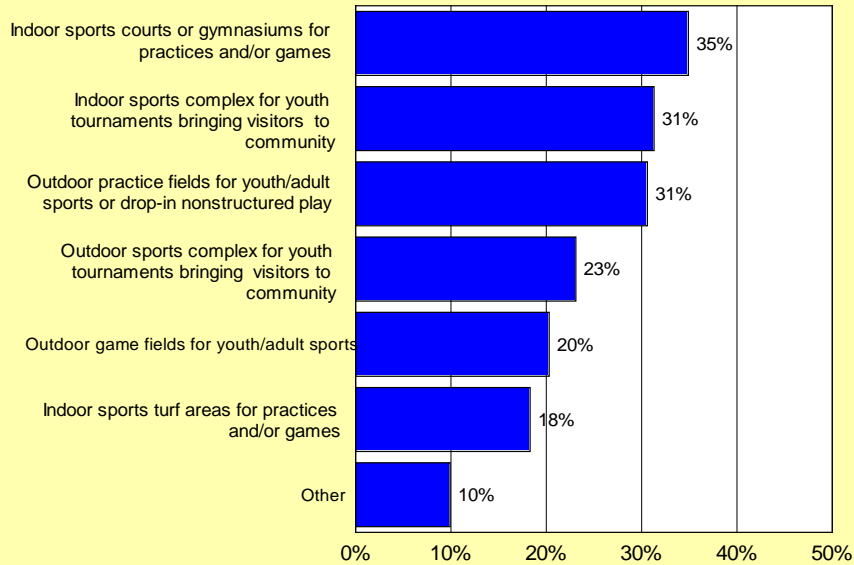
by percentage of respondents



Source: Leisure Vision/ETC Institute (2015)

Q21. Recreation Facilities Respondents Rated as Most Important for the City of Manhattan to Develop

by percentage of respondents (up to two selections possible)



Source: Leisure Vision/ETC Institute (2015)



Q22. Types of Sports Programs Youth Participate In

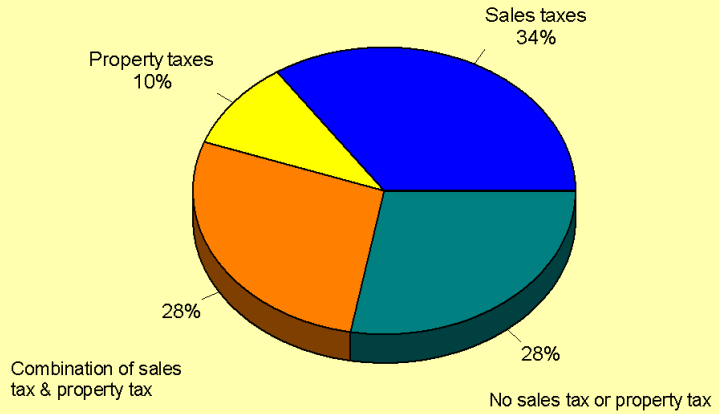
by percentage of respondents who have youth in their household



Source: Leisure Vision/ETC Institute (2015)

Q23. Funding for Improvements to Parks and Recreation Facilities Respondents Would Most Support

by percentage of respondents

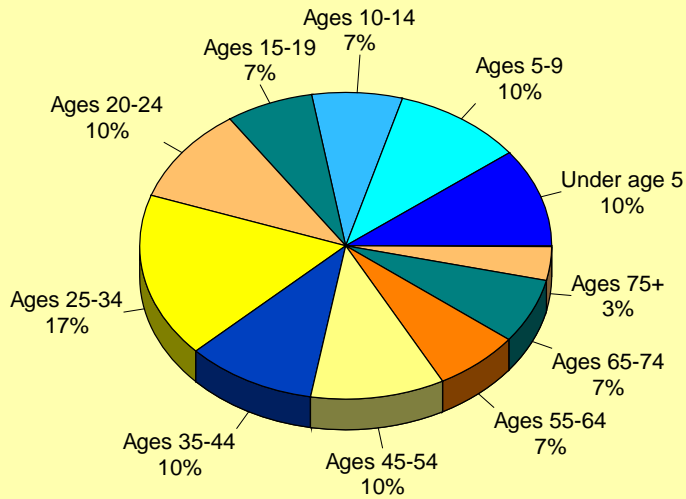


Source: Leisure Vision/ETC Institute (2015)



Q24. Demographics: Age of Persons in Household

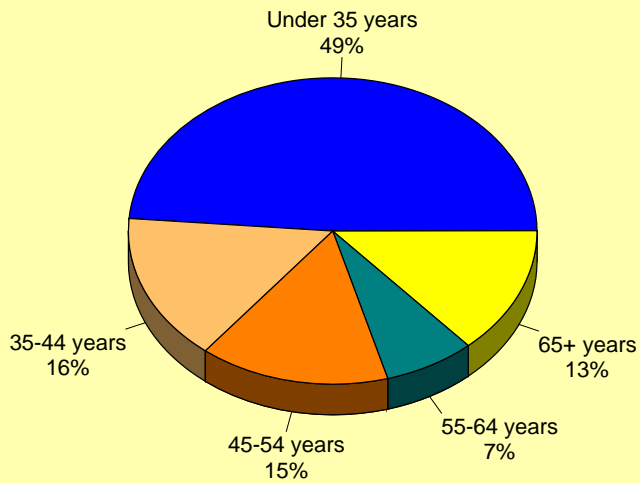
by percentage of respondents



Source: Leisure Vision/ETC Institute (2015)

Q25. Demographics: Age of Respondent

by percentage of respondents

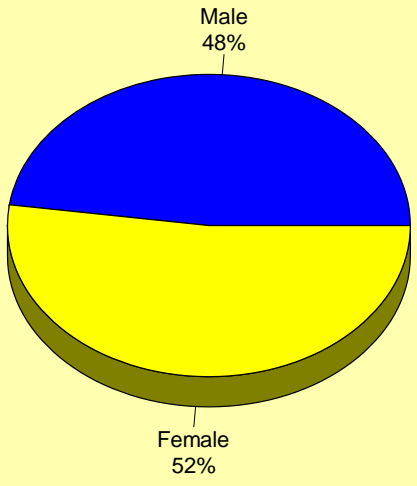


Source: Leisure Vision/ETC Institute (2015)



Q26. Demographics: Gender

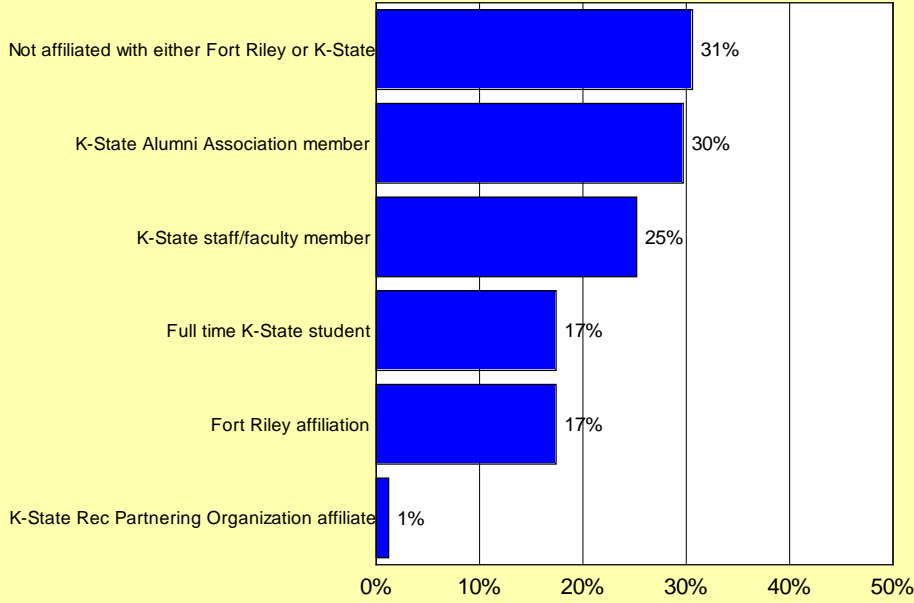
by percentage of respondents



Source: Leisure Vision/ETC Institute (2015)

Q27. Any Affiliation by Respondent or Member of Household

by percentage of respondents (multiple selections possible)

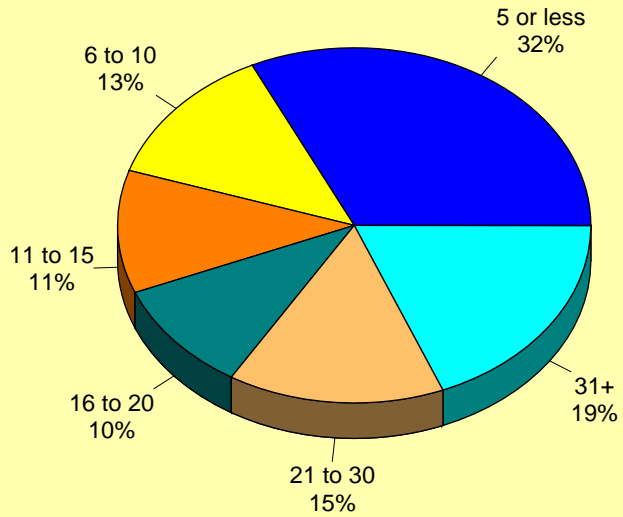


Source: Leisure Vision/ETC Institute (2015)



Q28. Demographics: Number of Years Lived in the City of Manhattan

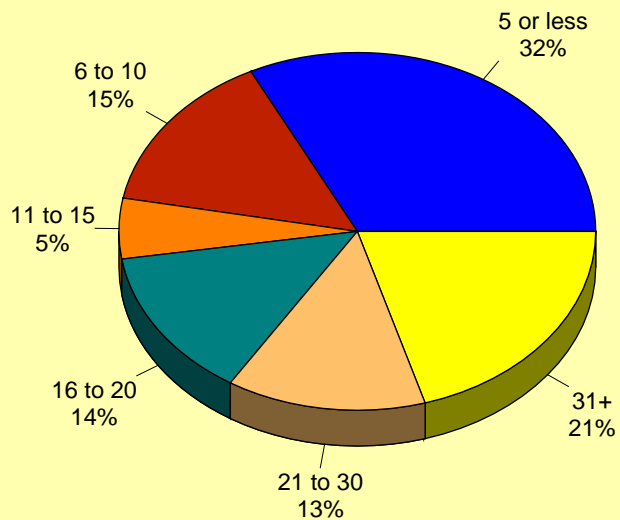
by percentage of respondents (excluding not provided)



Source: Leisure Vision/ETC Institute (2015)

Q29. Demographics: Number of Years Planned to Live in the City of Manhattan

by percentage of respondents (excluding not provided)



Source: Leisure Vision/ETC Institute (2015)



National Benchmarking

Since 1998, Leisure Vision (a division of 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 700 communities in over 45 states across the country.

The results of these surveys has 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.

To keep the benchmarking data base current with changing trends, Leisure Vision’s benchmarking data base is updated on an annual basis and we only use citizen survey results going back a maximum of five years in our current benchmarking averages.

Results from household responses for the City of Manhattan were compared to National Benchmarks to gain further strategic information. A summary of all tabular comparisons are shown on the following page.

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Benchmarking for the City of Manhattan Community Surveys			
		<i>National Average</i>	<i>City of Manhattan 2015</i>
How would you rate the condition of all the parks/facilities you've visited?			
Excellent		34%	15%
Good		54%	66%
Fair		11%	19%
Poor		1%	0%
Parks and recreation facilities that respondent households have a need for			
Baseball and softball fields		20%	27%
Indoor running and walking track		41%	62%
Indoor basketball/volleyball courts		27%	22%
Indoor fitness and exercise facilities		47%	36%
Indoor swimming pools		44%	47%
Indoor multi-purpose gymnasium		27%	22%
Multi-purpose classroom space		23%	17%
Outdoor tennis courts		26%	18%
Soccer fields		23%	24%
Tennis courts		26%	18%
Football fields		13%	13%
Most Important Parks and Recreation Facilities to Respondent Households			
Walking and biking trails		42%	41%
Skateboarding parks		3%	2%
Playground equipment		20%	27%
Outdoor swimming pools/water park		18%	42%
Baseball and softball fields		8%	15%
Outdoor basketball courts		5%	1%
Picnic areas and shelters		14%	19%
Small neighborhood parks		28%	37%
Large community parks		19%	62%
Outdoor splash park		7%	8%
Soccer fields		8%	8%
Outdoor tennis courts		7%	2%
Football fields		3%	2%
Outdoor sand volleyball courts		2%	1%



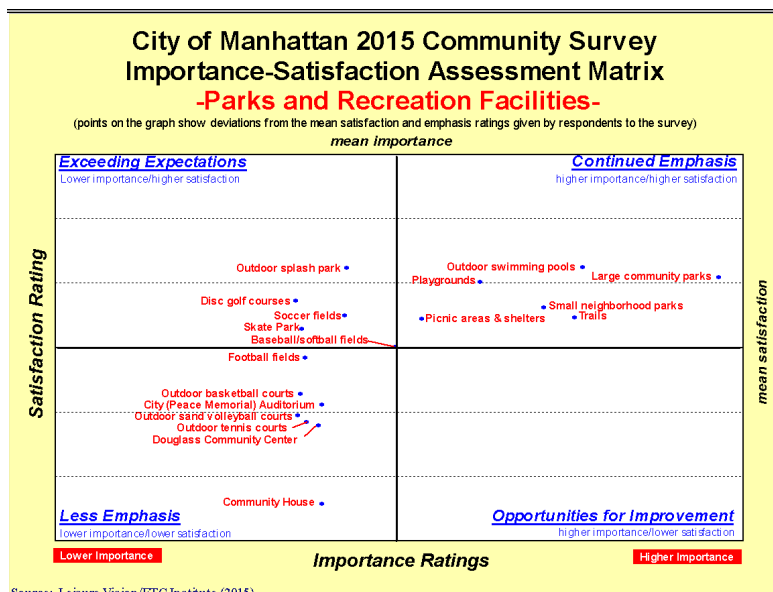
Importance-Satisfaction Matrix Analysis Overview

Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

- Continued Emphasis (above average importance and above average satisfaction). This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- Exceeding Expectations (below average importance and above average satisfaction). This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- Opportunities for Improvement (above average importance and below average satisfaction). This area shows where the City is not performing as well as residents



Source: Leisure Vision/ETC Institute (2015)



expect the City to perform. This area has a significant impact on customer satisfaction, and the City should definitely increase emphasis on items in this area.

- Less Important (below average importance and below average satisfaction). This area shows where the City is not performing well relative to performance in other areas; however, this area is generally considered

to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

A Matrix showing the results for the City are included on these pages.

