

FINDINGS PRESENTATION



Agenda

- Project Process
- Community Input Findings
- Statistically-Valid Survey
- Next Steps



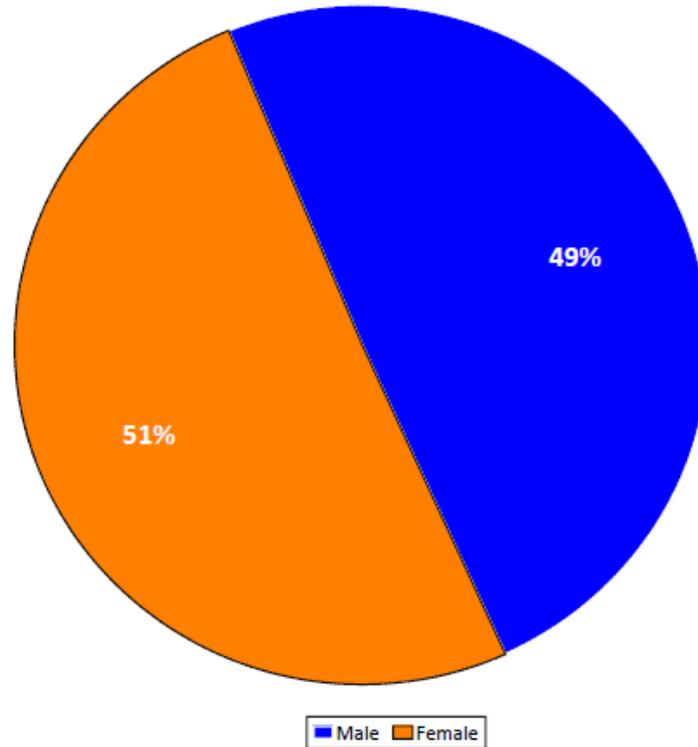
Statistically Valid Survey Results

Process

- Goal: 375 Surveys
- Actual: 503 Surveys
- 95% Level of Confidence
- 4.3% Margin of Error
- Combination of Mail + Online Link for Surveys

Demographics - Gender

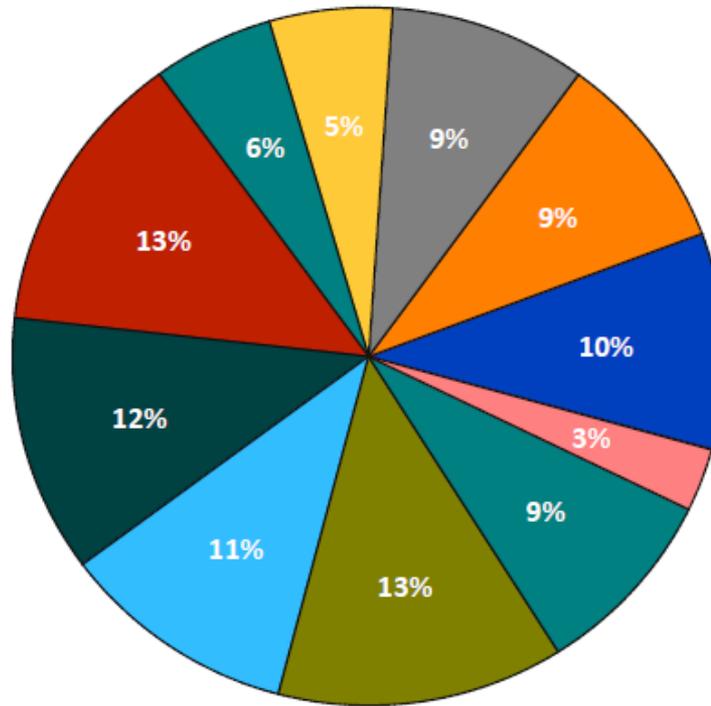
Q22. Demographics: Gender
by percentage of respondents



Demographics - Age

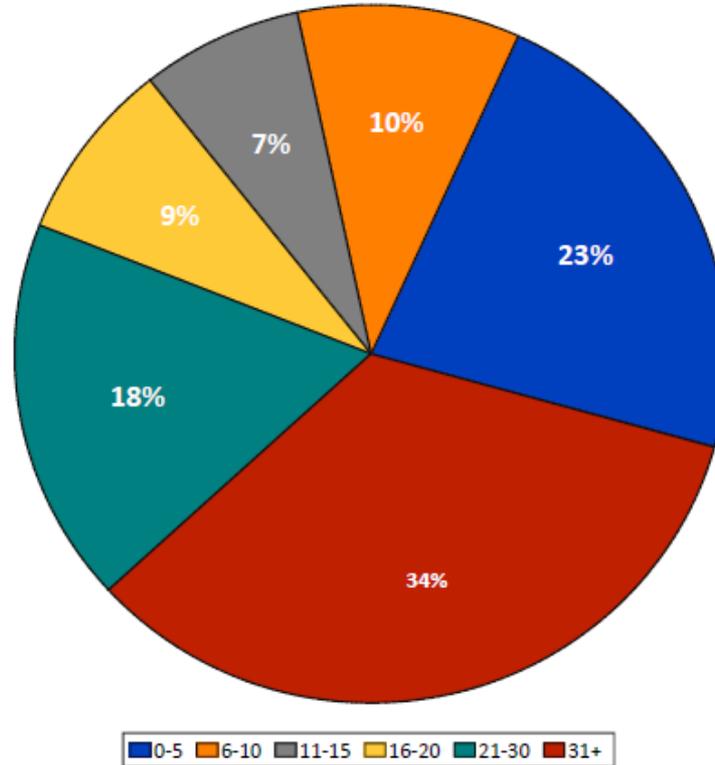
Q23. Demographics: Ages of People in Household

by percentage of household occupants



Demographics – Years in Idaho Falls

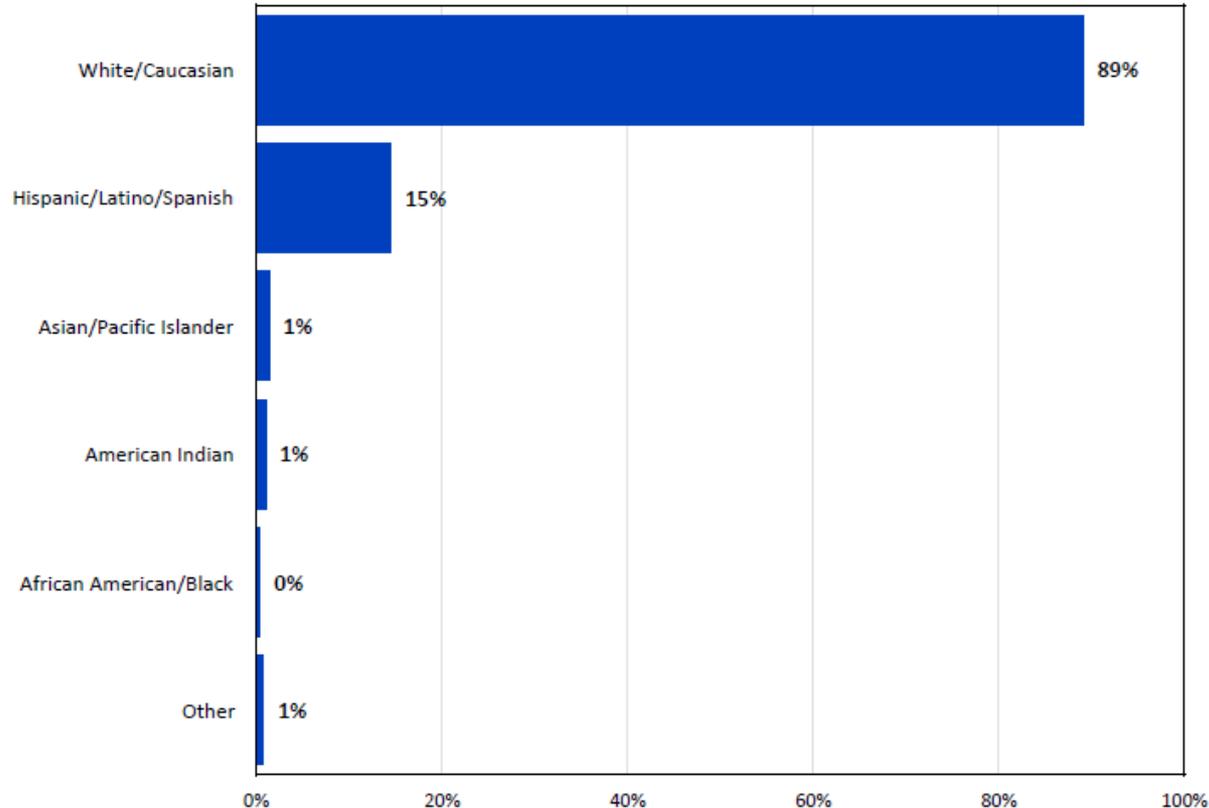
Q24. Demographics: How many years have you lived in the City of Idaho Falls?
by percentage of respondents



Demographics – Race/Ethnicity

Q25. Demographics: Race/Ethnicity

by percentage of respondents (multiple choices could be made)

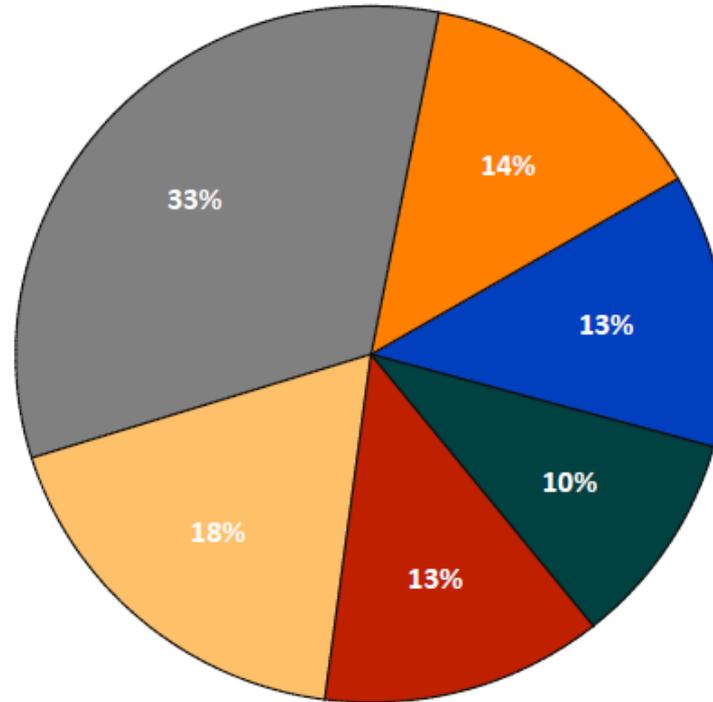


Source: ETC Institute (2019)

Demographics - Income

Q26. Demographics: What is your household income?

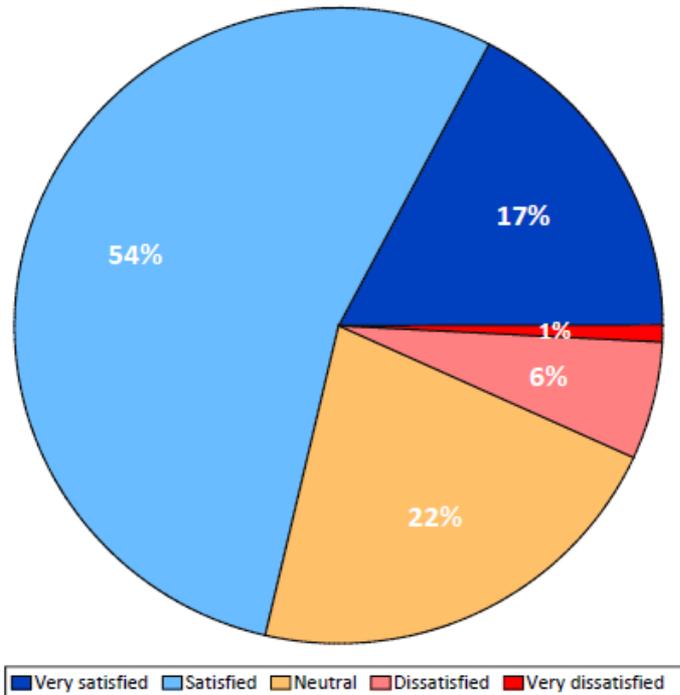
by percentage of respondents



Overall Value

Q1. Please rate your level of satisfaction with the overall value that your household receives from Idaho Falls Parks and Recreation

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

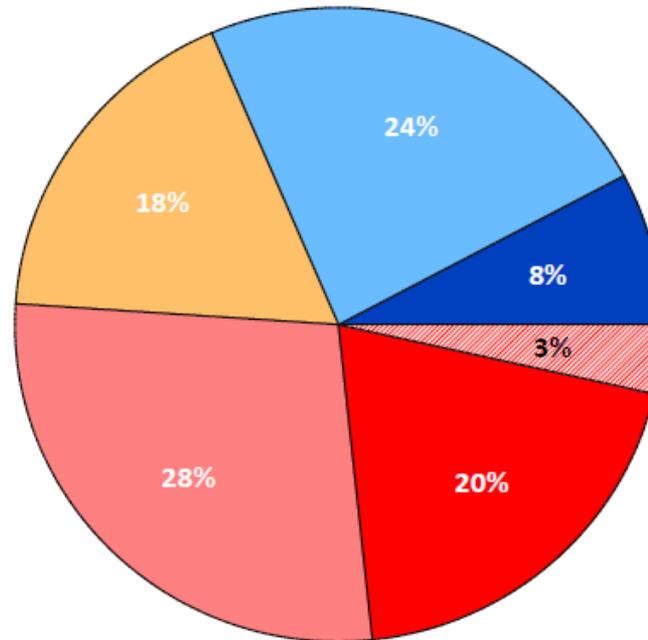


Source: ETC Institute (2019)

Visits to City Parks

Q2. How often have you or a member of your household visited a City of Idaho Falls Parks and Recreation Department or facility or park during the past 12 months?

by percentage of respondents (excluding "not provided")



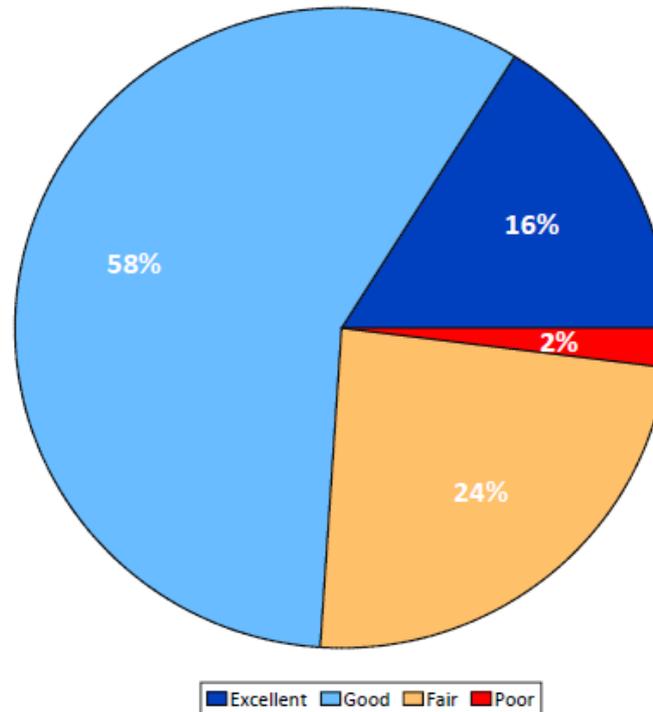
■ 5+ times a week ■ 2-4 times a week ■ Once a week ■ 1-3 times a month ■ Less than once a month ■ Never

Source: ETC Institute (2019)

Physical Condition

Q3. How would you rate the physical condition of ALL City of Idaho Falls Parks and Recreation parks and facilities that you have visited?

by percentage of respondents (excluding "not provided")

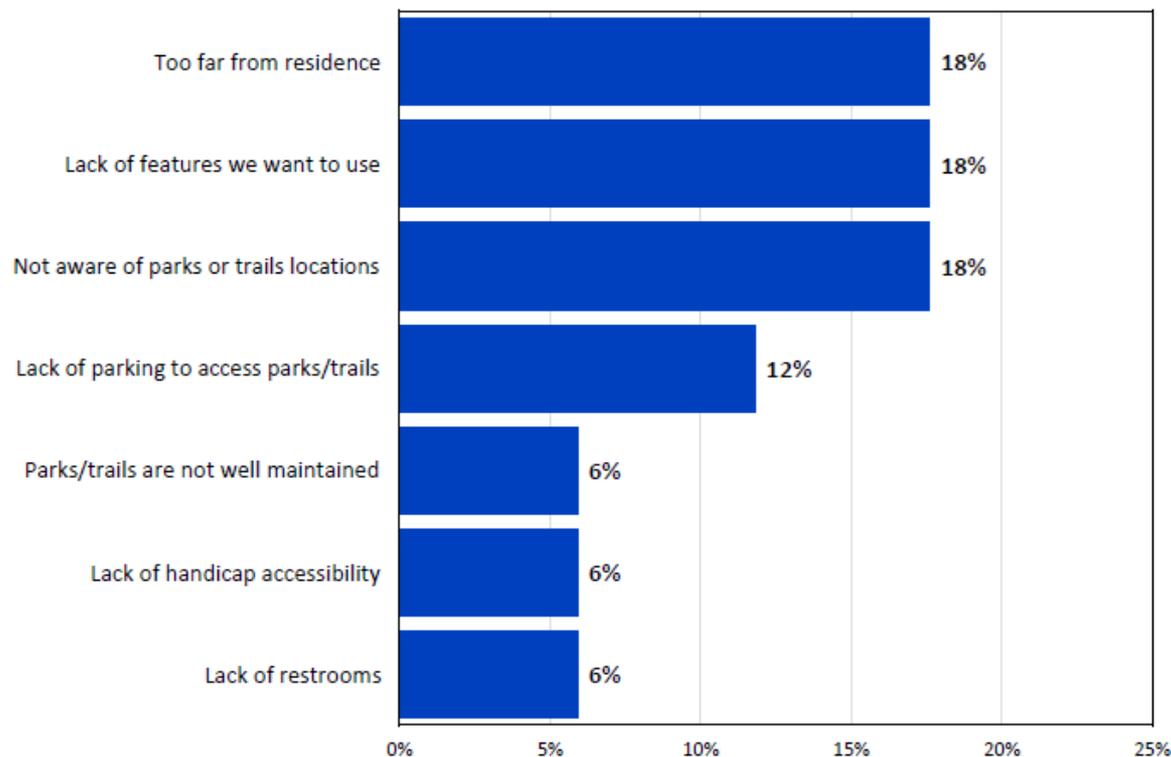


Source: ETC Institute (2019)

Reasons For Not Visiting

Q4. Reasons Why Households Have Not Visited Idaho Falls Parks and Recreation Department Parks or Facilities During the Past 12 Months

by percentage of respondents (multiple choices could be made)

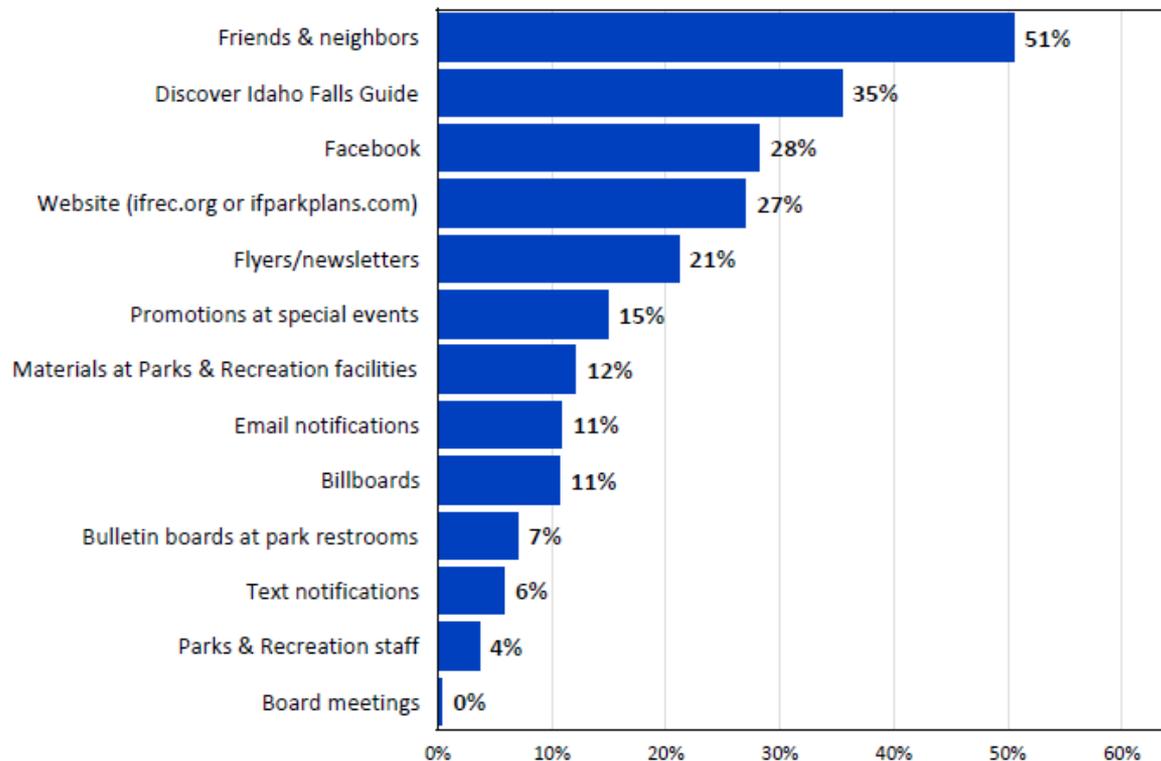


Source: ETC Institute (2019)

Learning About Programs/Activities

Q6. How Households Learn About City of Idaho Falls Parks and Recreation Department Programs and Activities

by percentage of respondents (multiple choices could be made)

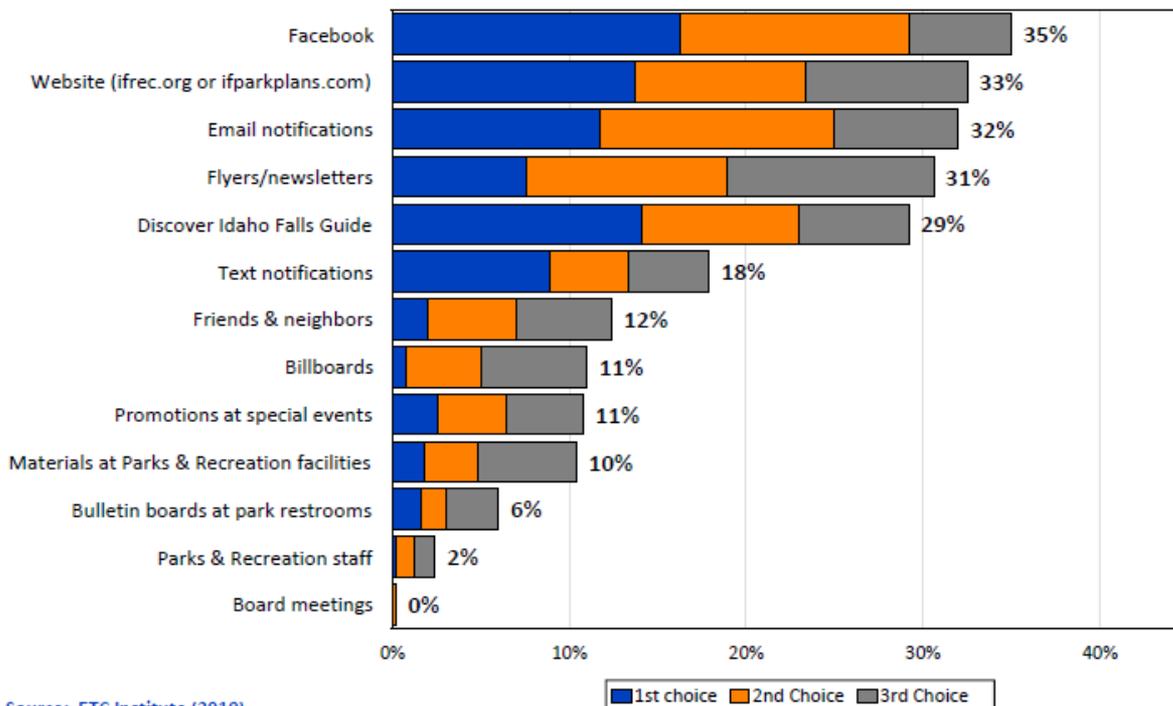


Source: ETC Institute (2019)

Preferred Communications

Q7. Methods of Communication That Residents MOST PREFER the Parks and Recreation Department Use to Communicate About Programs and Activities

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

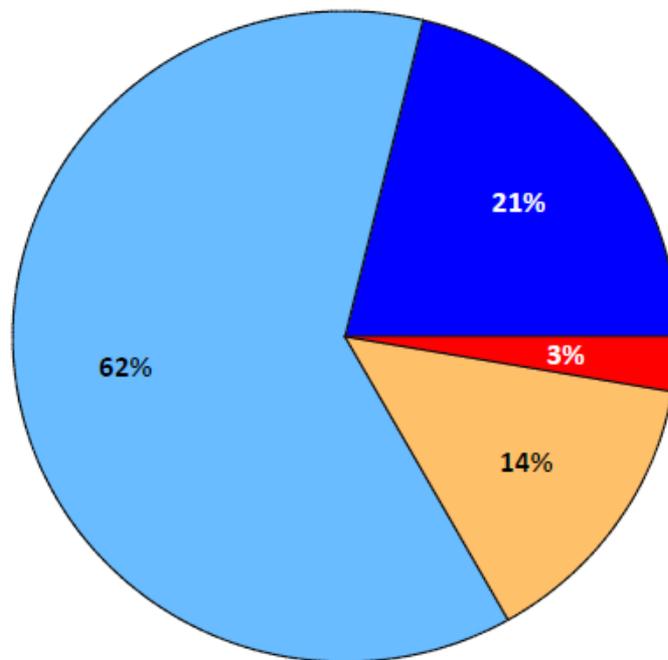


Source: ETC Institute (2019)

Quality of Programs

Q9. How would you rate the overall quality of the City of Idaho Falls Parks and Recreation Department recreation programs in which your household has participated?

by percentage of respondents who indicated they have participated in programs (excluding "not provided")



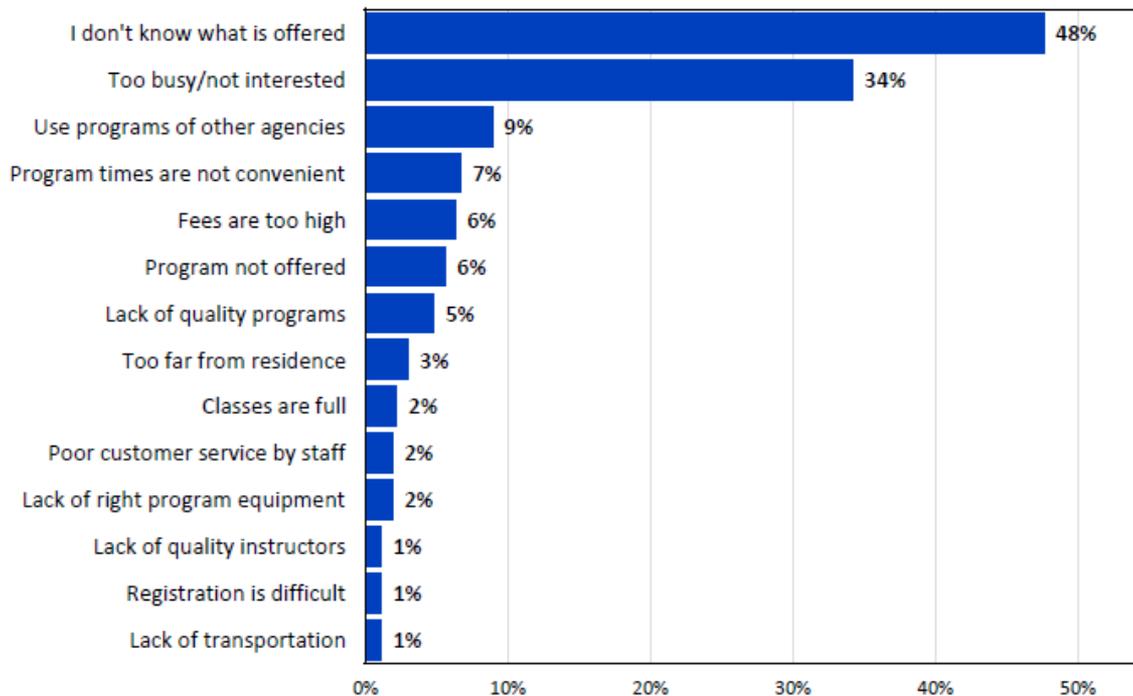
■ Excellent ■ Good ■ Fair ■ Poor

Source: ETC Institute (2019)

Reasons For Not Participating

Q10. Reasons Why Households Have Not Participated in Any City of Idaho Falls Parks and Recreation Department Programs During the Past 12 Months

by percentage of respondents (multiple choices could be made)

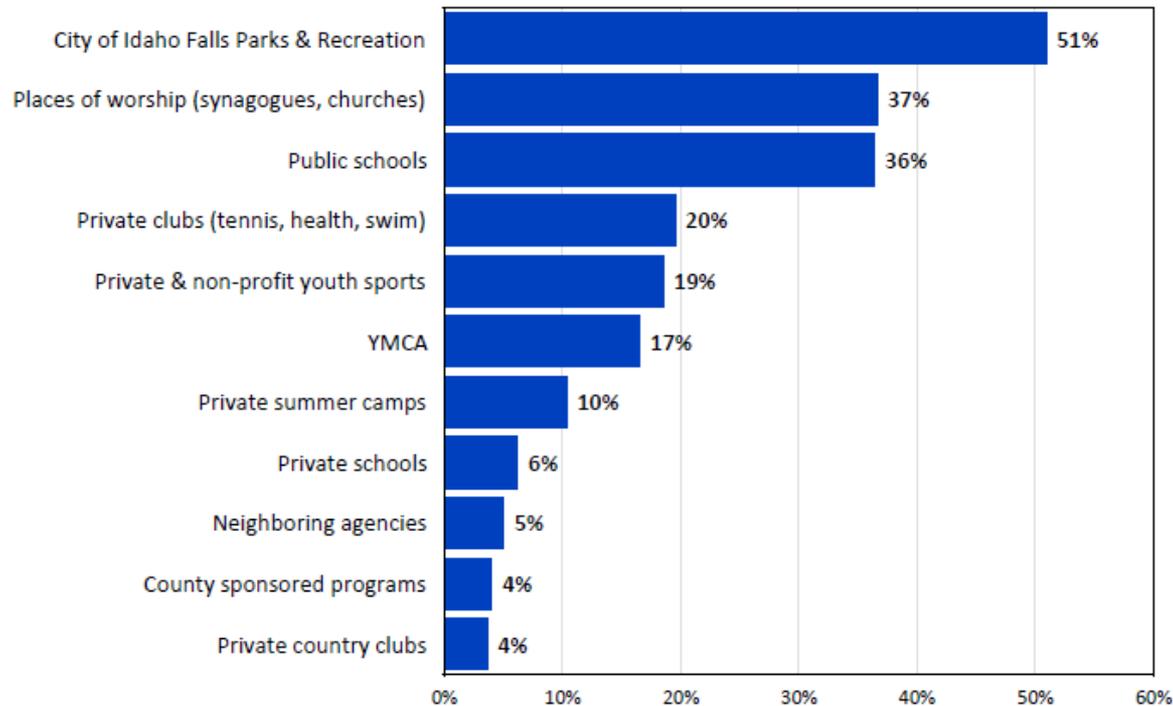


Source: ETC Institute (2019)

Other Providers

Q11. Organizations That Households Have Used for Recreation, After-School and Sports Activities During the Last 12 Months

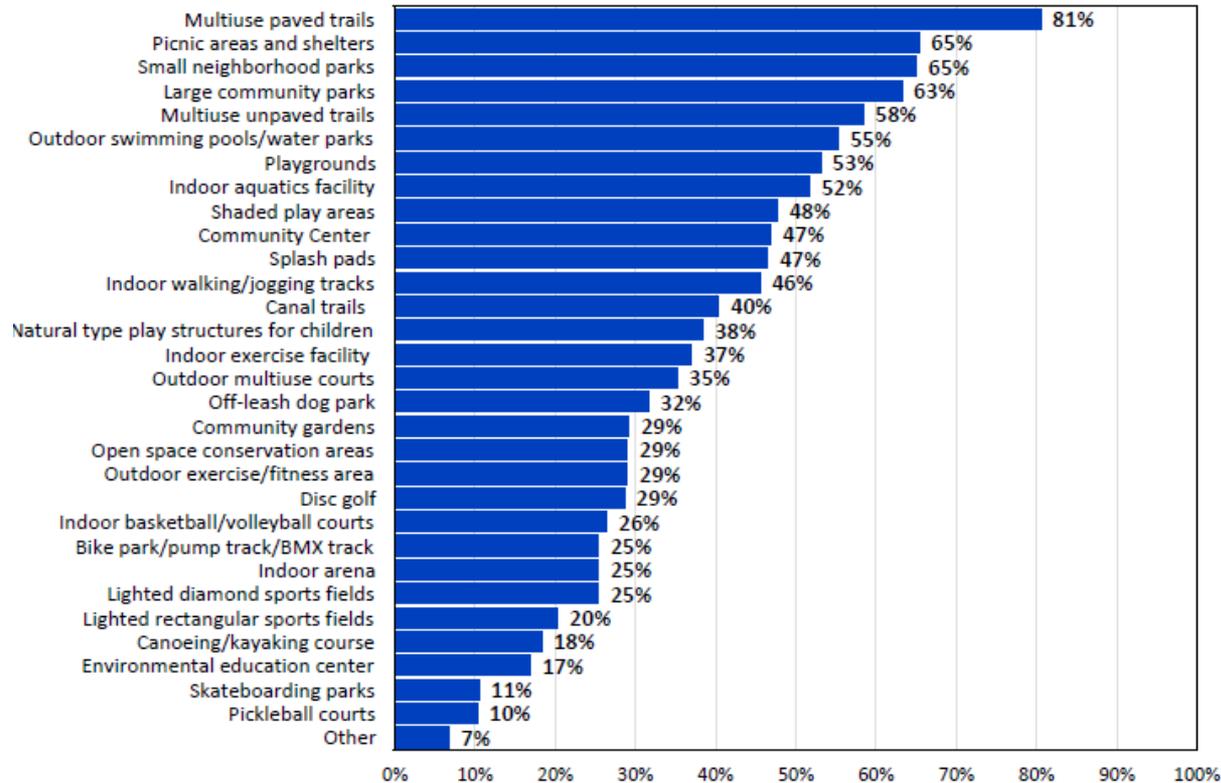
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

Need For Facilities

Q12. Parks and Recreation Facilities Households Have a Need For by percentage of respondents (multiple choices could be made)

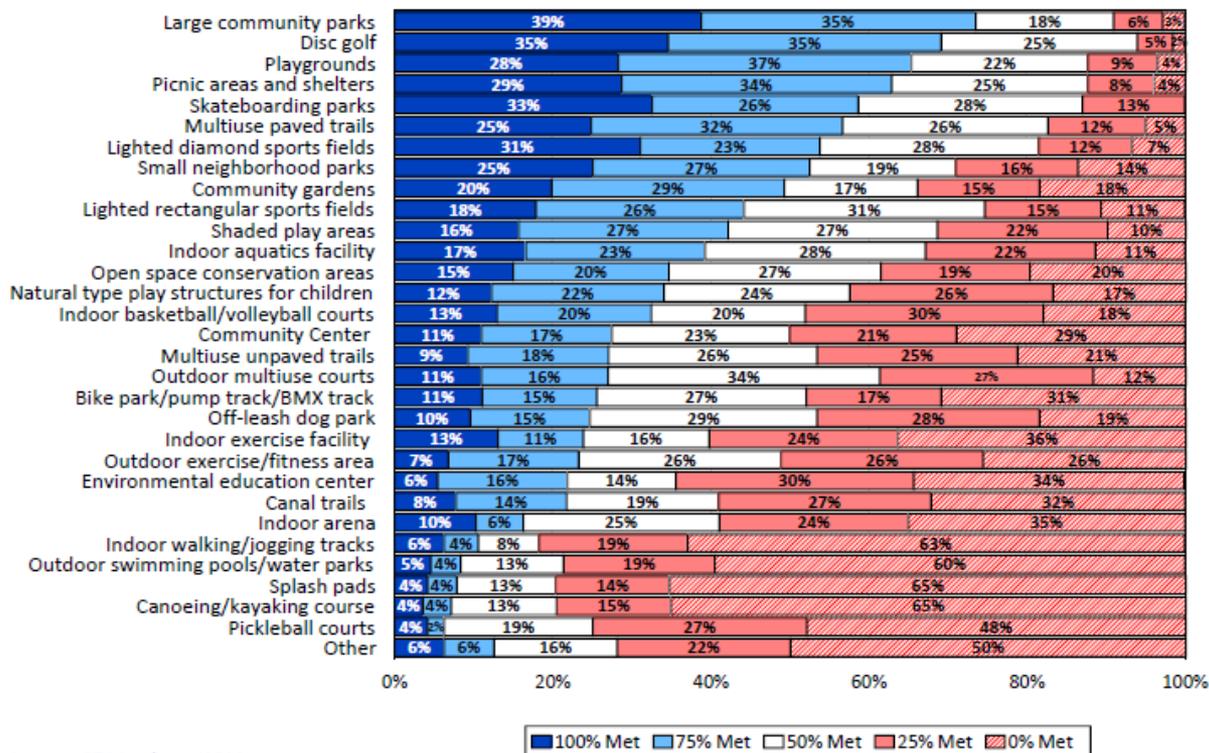


Source: ETC Institute (2019)

How Well Facilities Meet Needs

Q12-2. How Well Parks and Recreation Facilities Meet the Needs of Households

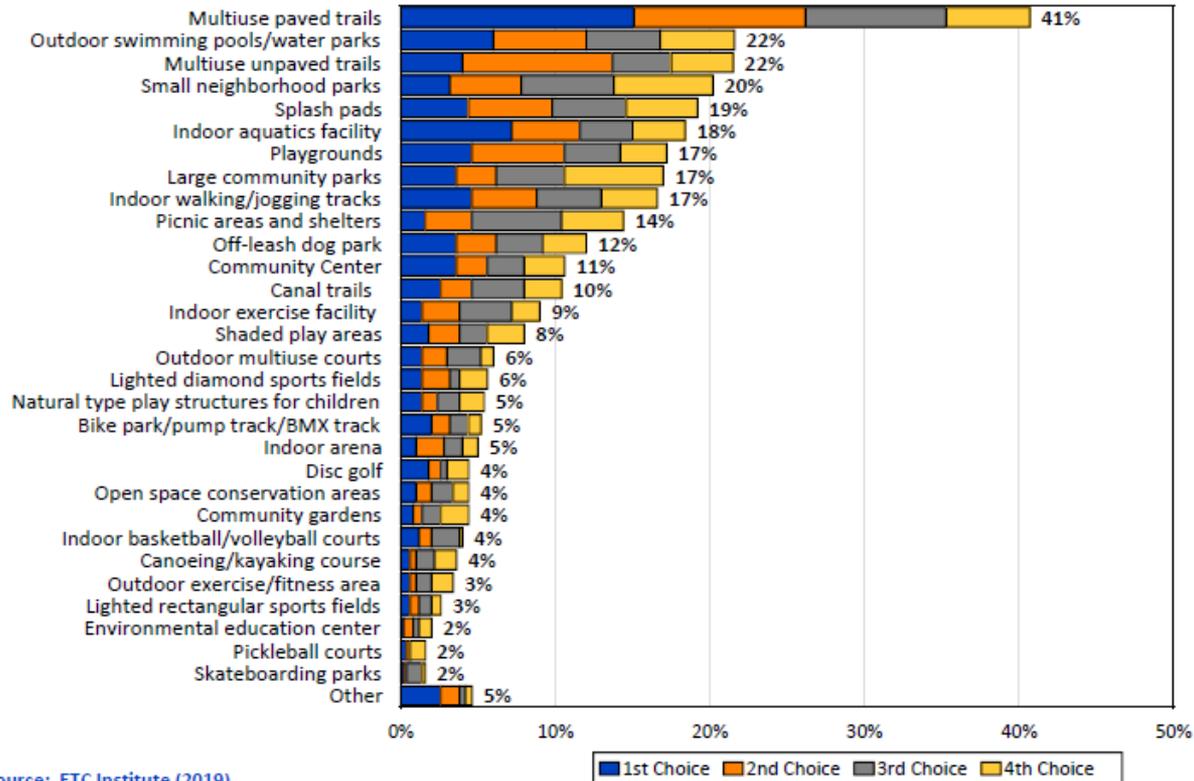
by percentage of respondents with a need for facilities



Most Important Facilities

Q13. Parks and Recreation Facilities That Are Most Important to Households

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

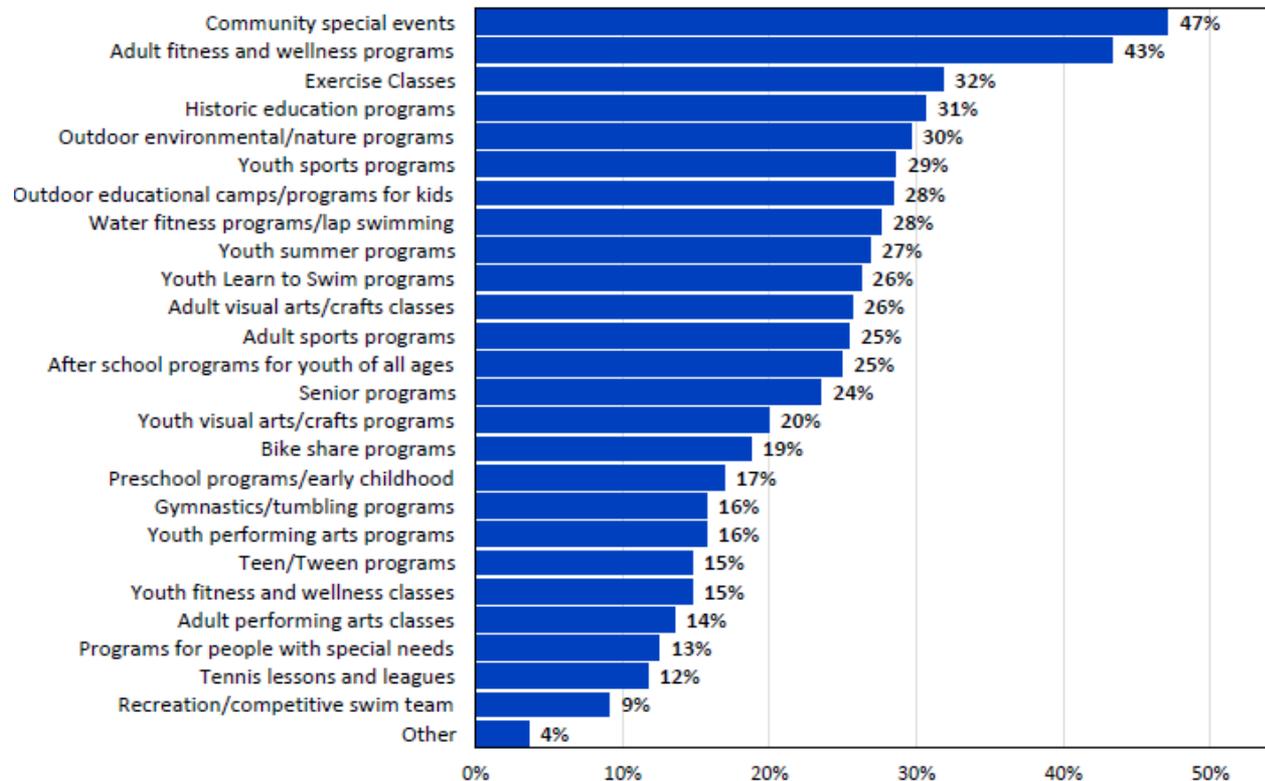


Source: ETC Institute (2019)

Need For Programs

Q14. Recreation Programs Households Have a Need For

by percentage of respondents (multiple choices could be made)

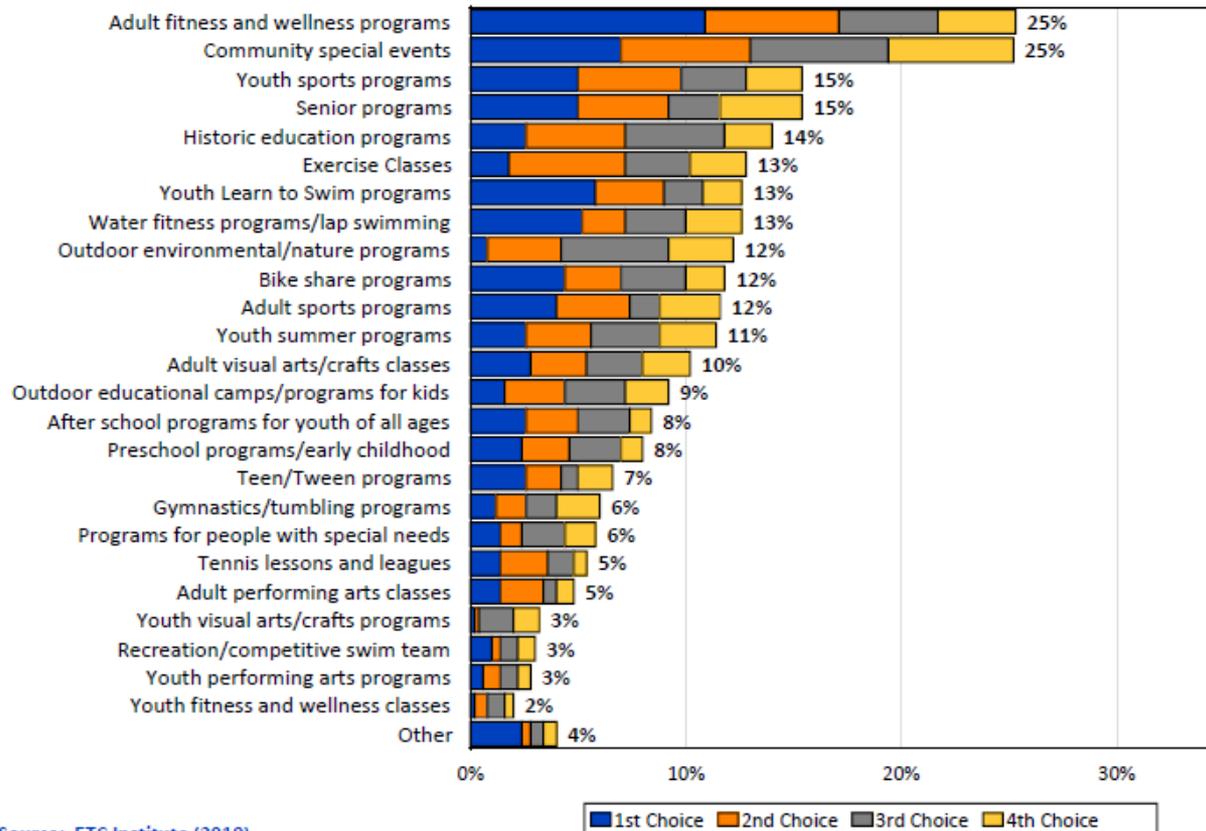


Source: ETC Institute (2019)

Most Important Programs

Q15. Programs That Are Most Important to Households

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

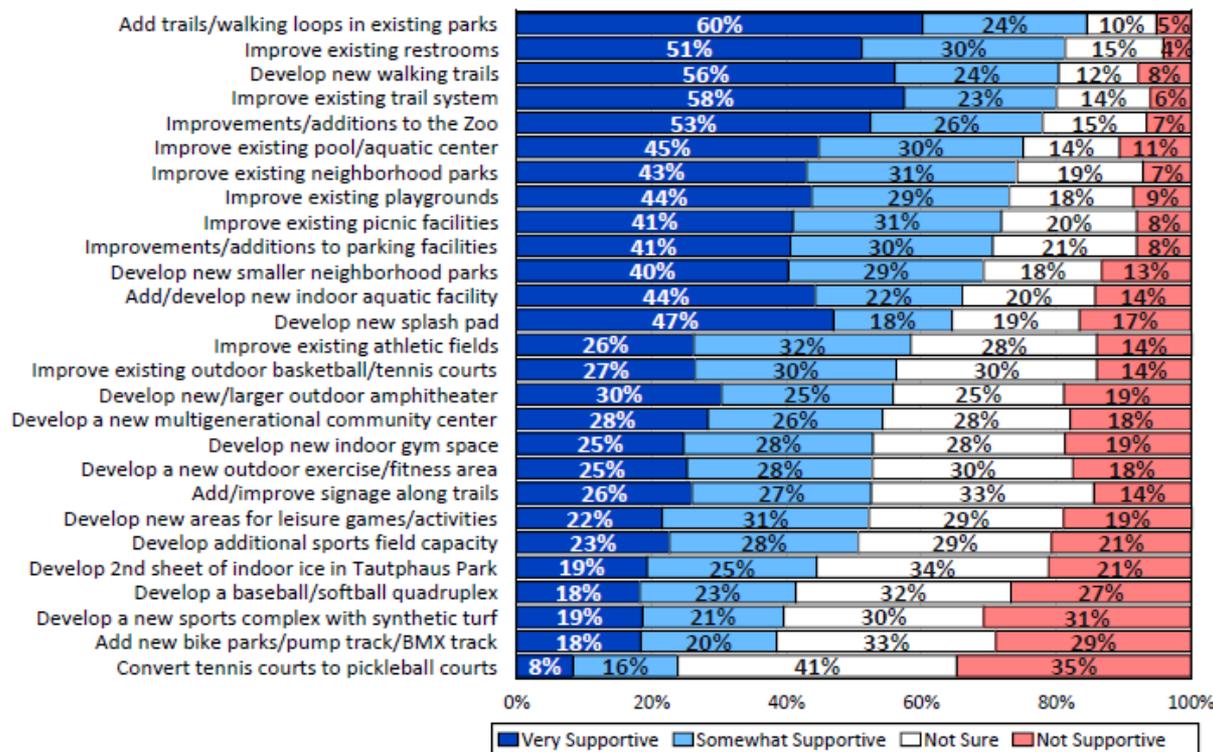


Source: ETC Institute (2019)

Level of Support For Actions

Q16. Level of Support for Potential Actions the City of Idaho Falls Could Take to Improve the Parks, Trails, and Recreation System

by percentage of respondents (excluding "not provided")

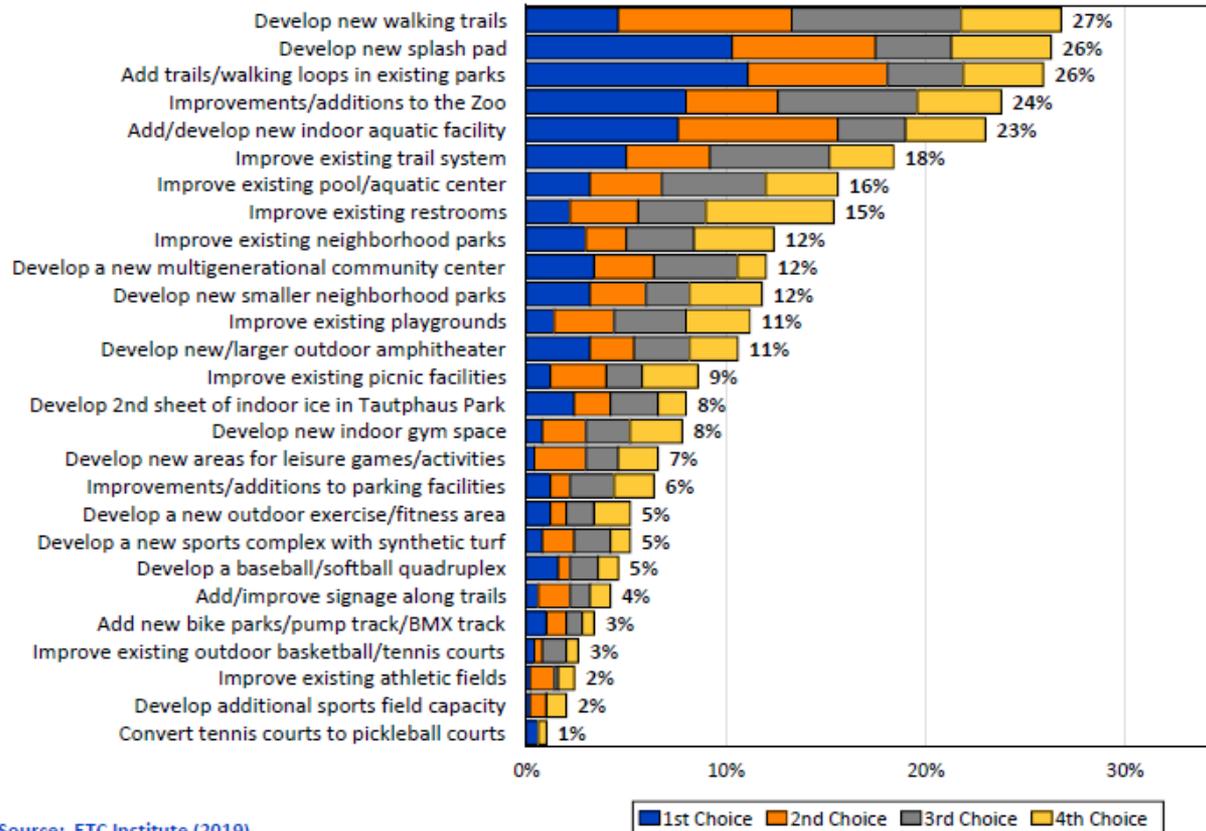


Source: ETC Institute (2019)

Actions Willing To Fund

Q17. Actions That Households Are Most Willing to Fund

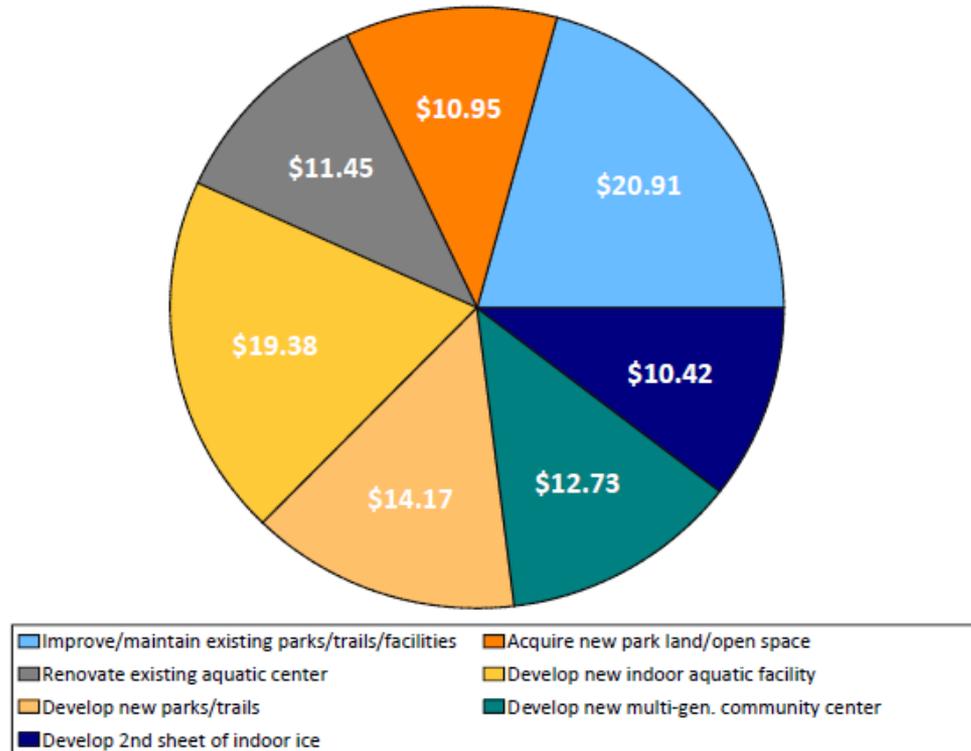
by percentage of respondents who selected the items as one of their top four choices



Allocation Of Funds

Q18. How Residents Would Allocate Funds Among the Following Categories of Parks, Trails, Sport and Recreation Facilities

by percentage of respondents

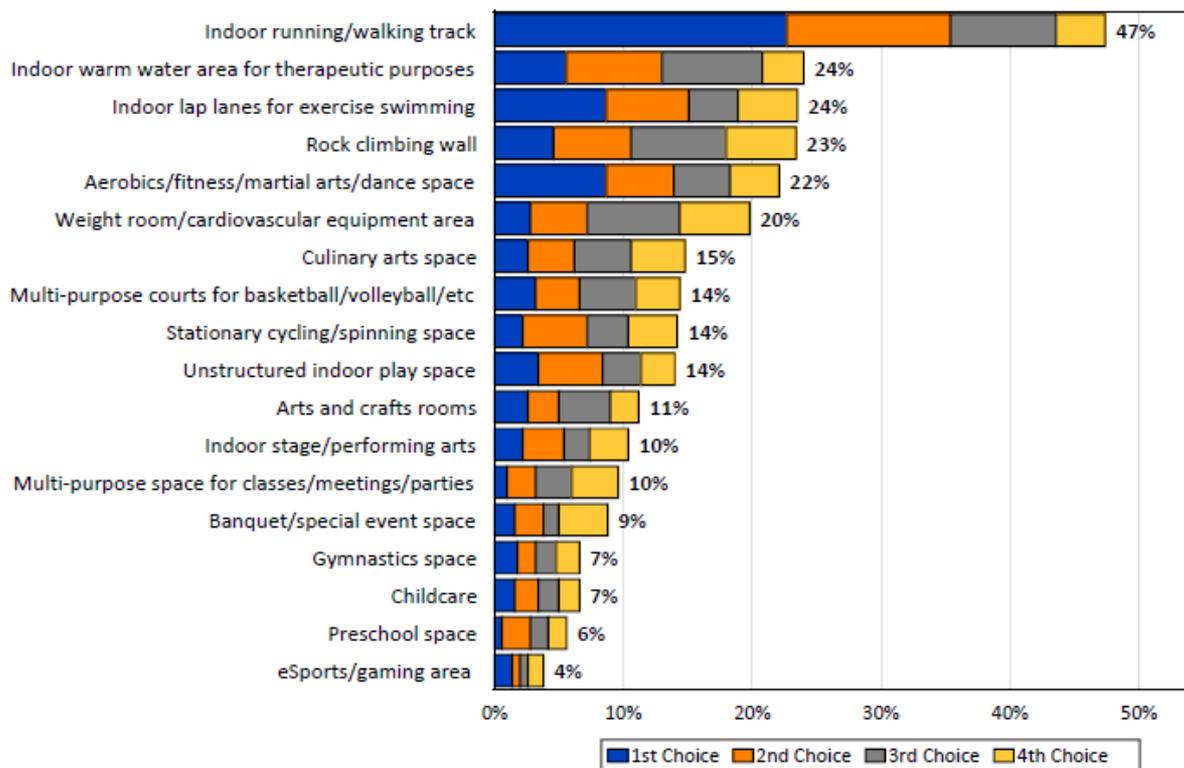


Source: ETC Institute (2019)

Features Most Likely To Use

Q20. Features That Households Would Be Most Likely to Use in a Multigenerational Community Center

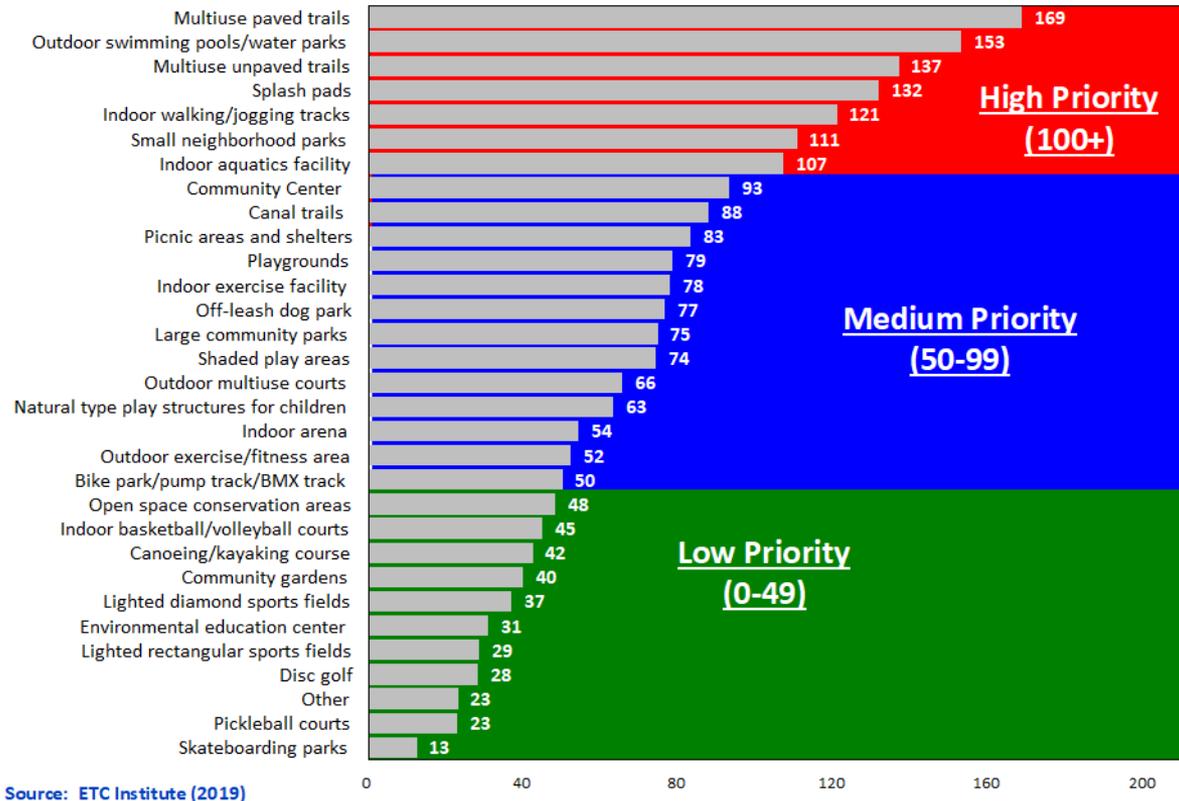
by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2019)

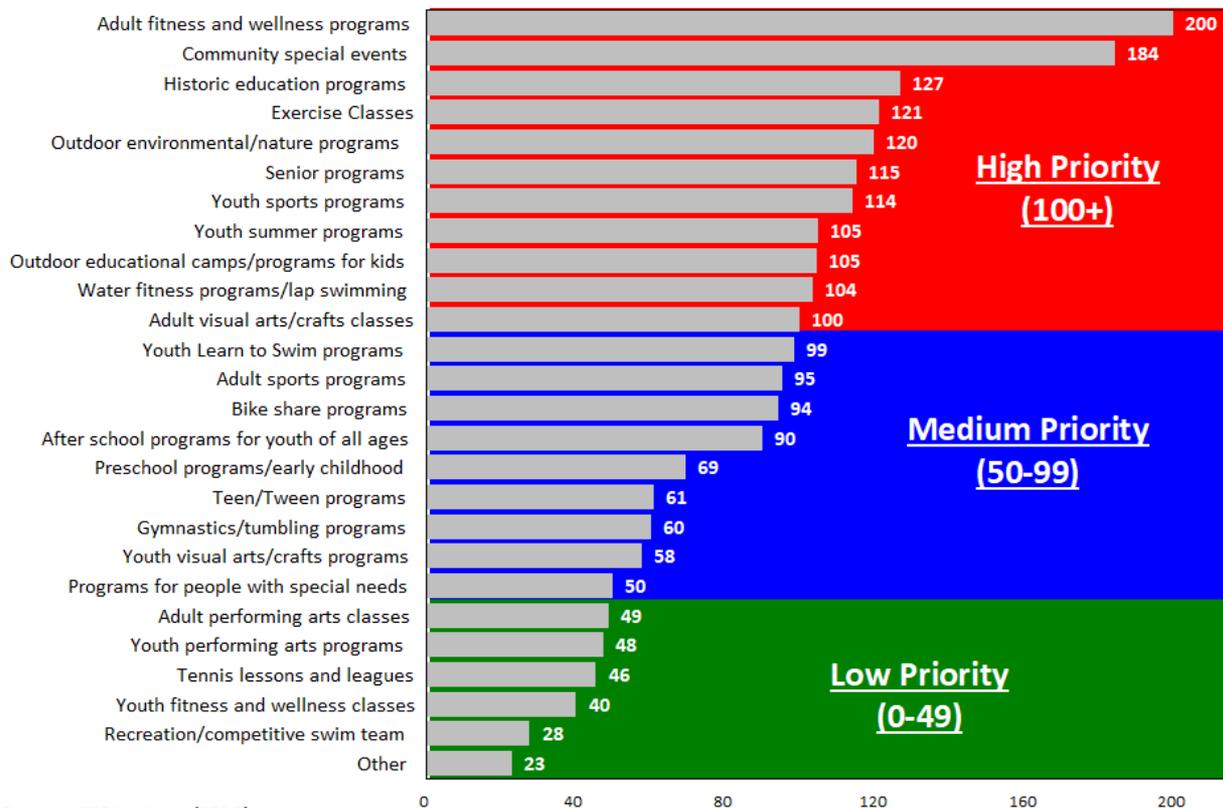
Top Priorities – Parks and Facilities

Top Priorities for Investment for Parks and Recreation Facilities Based on the Priority Investment Rating



Top Priorities - Programs

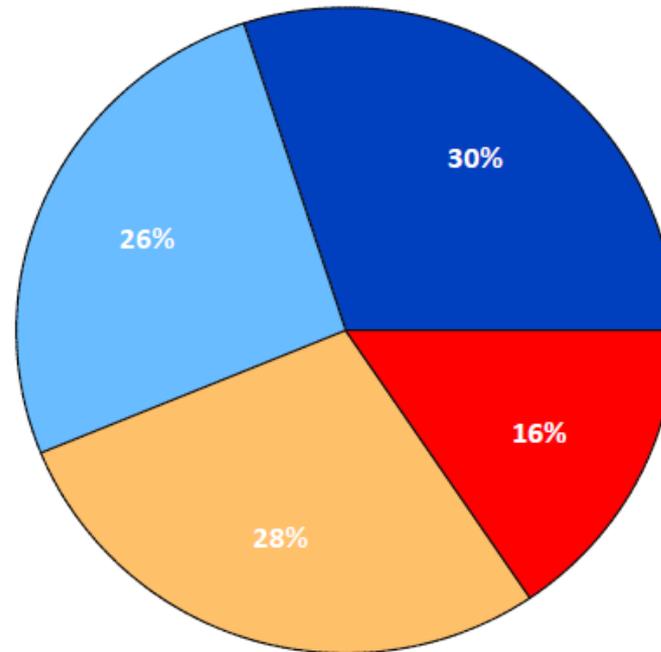
Top Priorities for Investment for Recreation Programs Based on the Priority Investment Rating



Support For Combined Facility

Q21. Level of Support for a Combined New Police Station and Multigenerational Community Center

by percentage of respondents (excluding "not provided")



Very supportive Somewhat supportive Not sure Not supportive

Source: ETC Institute (2019)

Next Steps

- Benchmark
- Visioning
- Action Plan





IDAHO FALLS
PARKS & REC



THANK YOU

