FINDINGS PRESENTATION
Agenda

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

- Male: 49%
- Female: 51%
Q23. Demographics: Ages of People in Household
by percentage of household occupants

- Under 5 years: 12%
- 5-9 years: 13%
- 10-14 years: 13%
- 15-19 years: 9%
- 20-24 years: 9%
- 25-34 years: 10%
- 35-44 years: 11%
- 45-54 years: 3%
- 55-64 years: 9%
- 65-74 years: 5%
- 75+ years: 6%
Q24. Demographics: How many years have you lived in the City of Idaho Falls?

by percentage of respondents

- 0-5: 34%
- 6-10: 18%
- 11-15: 9%
- 16-20: 7%
- 21-30: 10%
- 31+: 23%
Q25. Demographics: Race/Ethnicity

by percentage of respondents (multiple choices could be made)

- White/Caucasian: 89%
- Hispanic/Latino/Spanish: 15%
- Asian/Pacific Islander: 1%
- American Indian: 1%
- African American/Black: 0%
- Other: 1%

Source: ETC Institute (2019)
Q26. Demographics: What is your household income?
by percentage of respondents

- Less than $35K: 13%
- $35K-$49,999: 10%
- $50K-$99,999: 13%
- $75K-$99,999: 14%
- $100K-$149,999: 18%
- $150K+: 33%
- Not provided: 13%

IDAHO FALLS PARKS & REC DEPARTMENT
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”)

- Very satisfied: 54%
- Satisfied: 22%
- Neutral: 6%
- Dissatisfied: 1%
- Very dissatisfied: 17%

Source: ETC Institute (2019)
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: 24%
- 2-4 times a week: 28%
- Once a week: 20%
- 1-3 times a month: 8%
- Less than once a month: 3%
- Never: 18%

Source: ETC Institute (2019)
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)
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)

- Too far from residence: 18%
- Lack of features we want to use: 18%
- Not aware of parks or trails locations: 18%
- Lack of parking to access parks/trails: 12%
- Parks/trails are not well maintained: 6%
- Lack of handicap accessibility: 6%
- Lack of restrooms: 6%

Source: ETC Institute (2019)
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)

- Friends & neighbors: 51%
- Discover Idaho Falls Guide: 35%
- Facebook: 28%
- Website (ifrec.org or ifparkplans.com): 27%
- Flyers/newsletters: 21%
- Promotions at special events: 15%
- Materials at Parks & Recreation facilities: 12%
- Email notifications: 11%
- Billboards: 11%
- Bulletin boards at park restrooms: 7%
- Text notifications: 6%
- Parks & Recreation staff: 4%
- Board meetings: 0%

Source: ETC Institute (2019)
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

- Facebook: 35%
- Website (ifrec.org or ifparkplans.com): 33%
- Email notifications: 32%
- Flyers/newsletters: 31%
- Discover Idaho Falls Guide: 29%
- Text notifications: 18%
- Friends & neighbors: 12%
- Billboards: 11%
- Promotions at special events: 11%
- Materials at Parks & Recreation facilities: 10%
- Bulletin boards at park restrooms: 6%
- Parks & Recreation staff: 2%
- Board meetings: 0%

Source: FTC Institute (2019)
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: 21%
- Good: 62%
- Fair: 14%
- Poor: 3%

Source: ETC Institute (2019)
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)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I don’t know what is offered</td>
<td>48%</td>
</tr>
<tr>
<td>Too busy/not interested</td>
<td>34%</td>
</tr>
<tr>
<td>Use programs of other agencies</td>
<td>9%</td>
</tr>
<tr>
<td>Program times are not convenient</td>
<td>7%</td>
</tr>
<tr>
<td>Fees are too high</td>
<td>6%</td>
</tr>
<tr>
<td>Program not offered</td>
<td>6%</td>
</tr>
<tr>
<td>Lack of quality programs</td>
<td>5%</td>
</tr>
<tr>
<td>Too far from residence</td>
<td>3%</td>
</tr>
<tr>
<td>Classes are full</td>
<td>2%</td>
</tr>
<tr>
<td>Poor customer service by staff</td>
<td>2%</td>
</tr>
<tr>
<td>Lack of right program equipment</td>
<td>2%</td>
</tr>
<tr>
<td>Lack of quality instructors</td>
<td>1%</td>
</tr>
<tr>
<td>Registration is difficult</td>
<td>1%</td>
</tr>
<tr>
<td>Lack of transportation</td>
<td>1%</td>
</tr>
</tbody>
</table>

Source: ETC Institute (2019)
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)

- City of Idaho Falls Parks & Recreation: 51%
- Places of worship (synagogues, churches): 37%
- Public schools: 36%
- Private clubs (tennis, health, swim): 20%
- Private & non-profit youth sports: 19%
- YMCA: 17%
- Private summer camps: 10%
- Private schools: 6%
- Neighboring agencies: 5%
- County sponsored programs: 4%
- Private country clubs: 4%

Source: ETC Institute (2019)
### Q12. Parks and Recreation Facilities Households Have a Need For

<table>
<thead>
<tr>
<th>Facility Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multiuse paved trails</td>
<td>65%</td>
</tr>
<tr>
<td>Picnic areas and shelters</td>
<td>65%</td>
</tr>
<tr>
<td>Small neighborhood parks</td>
<td>65%</td>
</tr>
<tr>
<td>Large community parks</td>
<td>63%</td>
</tr>
<tr>
<td>Multiuse unpaved trails</td>
<td>58%</td>
</tr>
<tr>
<td>Outdoor swimming pools/water parks</td>
<td>55%</td>
</tr>
<tr>
<td>Playgrounds</td>
<td>53%</td>
</tr>
<tr>
<td>Indoor aquatics facility</td>
<td>52%</td>
</tr>
<tr>
<td>Shaded play areas</td>
<td>48%</td>
</tr>
<tr>
<td>Community Center</td>
<td>47%</td>
</tr>
<tr>
<td>Splash pads</td>
<td>47%</td>
</tr>
<tr>
<td>Indoor walking/jogging tracks</td>
<td>46%</td>
</tr>
<tr>
<td>Canal trails</td>
<td>40%</td>
</tr>
<tr>
<td>Natural type play structures for children</td>
<td>38%</td>
</tr>
<tr>
<td>Indoor exercise facility</td>
<td>37%</td>
</tr>
<tr>
<td>Outdoor multiuse courts</td>
<td>35%</td>
</tr>
<tr>
<td>Off-leash dog park</td>
<td>32%</td>
</tr>
<tr>
<td>Community gardens</td>
<td>29%</td>
</tr>
<tr>
<td>Open space conservation areas</td>
<td>29%</td>
</tr>
<tr>
<td>Outdoor exercise/fitness area</td>
<td>29%</td>
</tr>
<tr>
<td>Disc golf</td>
<td>29%</td>
</tr>
<tr>
<td>Indoor basketball/volleyball courts</td>
<td>26%</td>
</tr>
<tr>
<td>Bike park/pump track/BMX track</td>
<td>25%</td>
</tr>
<tr>
<td>Indoor arena</td>
<td>25%</td>
</tr>
<tr>
<td>Lighted diamond sports fields</td>
<td>25%</td>
</tr>
<tr>
<td>Lighted rectangular sports fields</td>
<td>25%</td>
</tr>
<tr>
<td>Canoeing/kayaking course</td>
<td>20%</td>
</tr>
<tr>
<td>Environmental education center</td>
<td>18%</td>
</tr>
<tr>
<td>Skateboarding parks</td>
<td>17%</td>
</tr>
<tr>
<td>Pickleball courts</td>
<td>11%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
</tr>
</tbody>
</table>

Source: ETC Institute (2019)
Q12-2. How Well Parks and Recreation Facilities Meet the Needs of Households

by percentage of respondents with a need for facilities

Source: ETC Institute (2019)
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

Multiuse paved trails: 41%
Outdoor swimming pools/water parks: 22%
Multiuse unpaved trails: 22%
Small neighborhood parks: 20%
Splash pads: 19%
Indoor aquatics facility: 18%
Playgrounds: 17%
Large community parks: 17%
Indoor walking/jogging tracks: 17%
Picnic areas and shelters: 14%
Off-leash dog park: 12%
Community Center: 11%
Canal trails: 10%
Indoor exercise facility: 9%
Shaded play areas: 8%
Outdoor multiuse courts: 6%
Lighted diamond sports fields: 6%
Natural type play structures for children: 5%
Bike park/pump track/BMX track: 5%
Indoor arena: 5%
Disc golf: 4%
Open space conservation areas: 4%
Community gardens: 4%
Indoor basketball/volleyball courts: 4%
Canoeing/kayaking course: 4%
Outdoor exercise/fitness area: 3%
Lighted rectangular sports fields: 3%
Environmental education center: 2%
Pickleball courts: 2%
Skateboarding parks: 2%
Other: 5%

Source: ETC Institute (2019)
Need For Programs

Q14. Recreation Programs Households Have a Need For

by percentage of respondents (multiple choices could be made)

- Community special events: 47%
- Adult fitness and wellness programs: 32%
- Exercise Classes: 31%
- Historic education programs: 30%
- Outdoor environmental/nature programs: 29%
- Youth sports programs: 28%
- Outdoor educational camps/programs for kids: 28%
- Water fitness programs/lap swimming: 27%
- Youth summer programs: 26%
- Youth Learn to Swim programs: 26%
- Adult visual arts/crafts classes: 26%
- Adult sports programs: 25%
- After school programs for youth of all ages: 25%
- Senior programs: 24%
- Youth visual arts/crafts programs: 20%
- Bike share programs: 19%
- Preschool programs/early childhood: 17%
- Gymnastics/tumbling programs: 16%
- Youth performing arts programs: 16%
- Teen/Tween programs: 15%
- Youth fitness and wellness classes: 15%
- Adult performing arts classes: 14%
- Programs for people with special needs: 13%
- Tennis lessons and leagues: 12%
- Recreation/competitive swim team: 9%
- Other: 4%

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

- Adult fitness and wellness programs: 25% (1st choice)
- Community special events: 25% (1st choice)
- Youth sports programs: 15% (2nd choice)
- Senior programs: 15% (2nd choice)
- Historic education programs: 14% (3rd choice)
- Exercise classes: 13% (2nd choice)
- Youth Learn to Swim programs: 13% (3rd choice)
- Water fitness programs/lap swimming: 12% (3rd choice)
- Outdoor environmental/nature programs: 12% (2nd choice)
- Bike share programs: 12% (4th choice)
- Adult sports programs: 12% (3rd choice)
- Youth summer programs: 11% (2nd choice)
- Adult visual arts/crafts classes: 10% (4th choice)
- Outdoor educational camps/programs for kids: 9% (2nd choice)
- After school programs for youth of all ages: 8% (1st choice)
- Preschool programs/early childhood: 8% (1st choice)
- Teen/Tween programs: 7% (4th choice)
- Gymnastics/tumbling programs: 6% (3rd choice)
- Programs for people with special needs: 6% (3rd choice)
- Tennis lessons and leagues: 5% (2nd choice)
- Adult performing arts classes: 5% (3rd choice)
- Youth visual arts/crafts programs: 3% (4th choice)
- Recreation/competitive swim team: 3% (3rd choice)
- Youth performing arts programs: 3% (4th choice)
- Youth fitness and wellness classes: 2% (4th choice)
- Other: 4% (4th choice)

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")

![Bar Chart Showing Level of Support for Various Actions](image)

Source: ETC Institute (2019)
Q17. Actions That Households Are Most Willing to Fund

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

- Develop new walking trails: 27% (1st choice)
- Develop new splash pad: 26% (2nd choice)
- Add trails/walking loops in existing parks: 26% (3rd choice)
- Improvements/additions to the Zoo: 26% (4th choice)
- Add/develop new indoor aquatic facility: 24% (1st choice)
- Improve existing trail system: 18% (2nd choice)
- Improve existing pool/aquatic center: 16% (3rd choice)
- Improve existing restrooms: 15% (4th choice)
- Improve existing neighborhood parks: 12% (1st choice)
- Develop a new multigenerational community center: 12% (2nd choice)
- Improve existing playgrounds: 12% (3rd choice)
- Develop new/larger outdoor amphitheater: 11% (4th choice)
- Improve existing picnic facilities: 11% (1st choice)
- Develop 2nd sheet of indoor ice in Tawnhaus Park: 9% (2nd choice)
- Develop new indoor gym space: 8% (3rd choice)
- Develop new areas for leisure games/activities: 7% (4th choice)
- Improvements/additions to parking facilities: 6% (1st choice)
- Develop a new outdoor exercise/fitness area: 5% (2nd choice)
- Develop a new sports complex with synthetic turf: 5% (3rd choice)
- Develop a baseball/softball quadruplex: 5% (4th choice)
- Add/improve signage along trails: 4% (1st choice)
- Add new bike parks/pump track/BMX track: 3% (2nd choice)
- Improve existing outdoor basketball/tennis courts: 3% (3rd choice)
- Improve existing athletic fields: 2% (4th choice)
- Develop additional sports field capacity: 2% (1st choice)
- Convert tennis courts to pickleball courts: 1% (2nd choice)

Source: ETC Institute (2019)
Q18. How Residents Would Allocate Funds Among the Following Categories of Parks, Trails, Sport and Recreation Facilities
by percentage of respondents

- $20.91
- $12.73
- $10.42
- $19.38
- $14.17
- $11.45
- $10.95

Legend:
- Improve/maintain existing parks/trails/facilities
- Acquire new park land/open space
- Renovate existing aquatic center
- Develop new indoor aquatic facility
- Develop new parks/trails
- Develop 2nd sheet of indoor ice
- Develop new multi-gen. community center

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

- Indoor running/walking track: 47%
- Indoor warm water area for therapeutic purposes: 24%
- Indoor lap lanes for exercise swimming: 24%
- Rock climbing wall: 23%
- Aerobics/fitness/martial arts/dance space: 22%
- Weight room/cardiovascular equipment area: 20%
- Culinary arts space: 15%
- Multi-purpose courts for basketball/volleyball/etc: 14%
- Stationary cycling/spinning space: 14%
- Unstructured indoor play space: 14%
- Arts and crafts rooms: 11%
- Indoor stage/performing arts: 10%
- Multi-purpose space for classes/meetings/parties: 10%
- Banquet/special event space: 9%
- Gymnastics space: 7%
- Childcare: 7%
- Preschool space: 6%
- eSports/gaming area: 4%

Source: ETC Institute (2019)
Top Priorities – Parks and Facilities

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

- High Priority (100+)
  - Multiuse paved trails
  - Outdoor swimming pools/water parks
  - Multiuse unpaved trails
  - Splash pads
  - Indoor walking/jogging tracks
  - Small neighborhood parks
  - Indoor aquatics facility
  - Community Center
  - Canal trails
  - Picnic areas and shelters
  - Playgrounds
  - Indoor exercise facility
  - Off-leash dog park
  - Large community parks
  - Shaded play areas
  - Outdoor multiuse courts
  - Natural type play structures for children
  - Indoor arena
  - Outdoor exercise/fitness area
  - Bike park/pump track/BMX track
  - Open space conservation areas
  - Indoor basketball/volleyball courts
  - Canoeing/kayaking course
  - Community gardens
  - Lighted diamond sports fields
  - Environmental education center
  - Lighted rectangular sports fields
  - Disc golf
  - Other
  - Baseball/softball fields

- Medium Priority (50-99)
  - Football/soccer fields
  - Tennis courts
  - Basketball courts
  - Recreation centers
  - RV parks/camping
  - Event centers
  - Clubhouses
  - Picnic shelters/bands
  - Bandshell/stage
  - Picnic tables/lawn games
  - Ice skating rinks

- Low Priority (0-49)
  - Skateboarding parks

Source: ETC Institute (2019)
Top Priorities for Investment for Recreation Programs Based on the Priority Investment Rating

- High Priority (100+)
  - Adult fitness and wellness programs
  - Community special events
  - Historic education programs
  - Exercise Classes
  - Outdoor environmental/nature programs
  - Senior programs
  - Youth sports programs
  - Youth summer programs
  - Outdoor educational camps/programs for kids
  - Water fitness programs/lap swimming
  - Adult visual arts/crafts classes
  - Youth Learn to Swim programs
  - Adult sports programs
  - Bike share programs

- Medium Priority (50-99)
  - After school programs for youth of all ages
  - Preschool programs/early childhood
  - Teen/Tween programs
  - Gymnastics/tumbling programs
  - Youth visual arts/crafts programs
  - Programs for people with special needs
  - Adult performing arts classes
  - Youth performing arts programs
  - Tennis lessons and leagues
  - Youth fitness and wellness classes
  - Recreation/competitive swim team

- Low Priority (0-49)
  - Other

Source: ETC Institute (2019)
Q21. Level of Support for a Combined New Police Station and Multigenerational Community Center
by percentage of respondents (excluding "not provided")

- Very supportive: 30%
- Somewhat supportive: 26%
- Not sure: 28%
- Not supportive: 16%

Source: ETC Institute (2019)
Next Steps

- Benchmark
- Visioning
- Action Plan