

# **City of Brookfield Parks, Recreation, and Forestry: 2010 Community Opinion Survey**

## **Results Summary**

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## Introduction

- This report presents a summary of results of a mail survey of City of Brookfield residents authorized by the Parks, Recreation, and Forestry Commission.
- The purpose of this survey was to provide the Parks, Recreation, and Forestry Commission with the perceptions and opinions of community residents related to current and future parks and recreational programs.



## Methodology

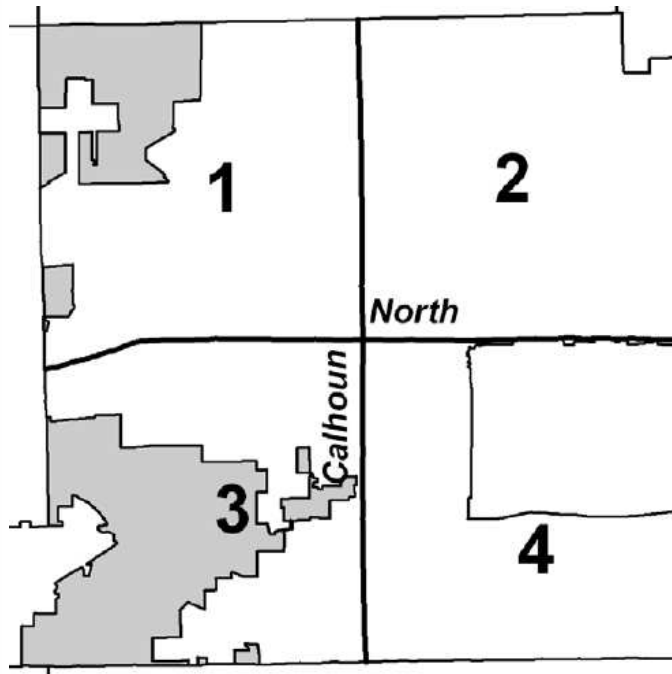
- Designed in collaboration between the Commission and the Center for Urban Initiatives and Research (CUIR) at UW-Milwaukee and based on a similar instrument used in 1998.
- Mailed in September 2010 to 3,000 randomly selected residential addresses in the City of Brookfield including both single-family homes and apartments.
- 568 surveys were returned by the closing date for a response rate of 18.9%.
- The final sample gives a sampling error of 4.03%.



## Survey Respondents

- The survey asked four demographic questions:
  - Location of Residence
  - Household Membership
    - Adults
    - Children
  - Length of Residency in Brookfield
  - Home Owner or Renter

## Where the Respondents Live



- Two-thirds of respondents reported living north of North Avenue.
  - One-third live west of Calhoun Road and north of North Avenue.
  - One-third live east of Calhoun Road and north of North Avenue.
- One in five lives west of Calhoun Road and south of North Avenue.
- One in nine lives east of Calhoun Road and south of North Avenue.



# Household Membership

- Adults. The median number of adults per household was two adults, with a range from 1 to 5 adults.
  - 14% have adults from 18 to 24 years of age.
  - One in four have adults from 25 to 44 years of age
  - Nearly half have members from 45 to 64 years of age.
  - Two out of five households have members over 65 years .
- Children. One-third reported having at least one child in their household. The median number of children per household with children was two children, with a range from 1 to 8 children. Just under half of households with children reported having children in more than one age group. Of the household with children:
  - About two of five have at least one child age 5 or younger.
  - Almost half have at least one child ages 6 to 12 years.
  - Half have at least one child ages 13 to 17 years.



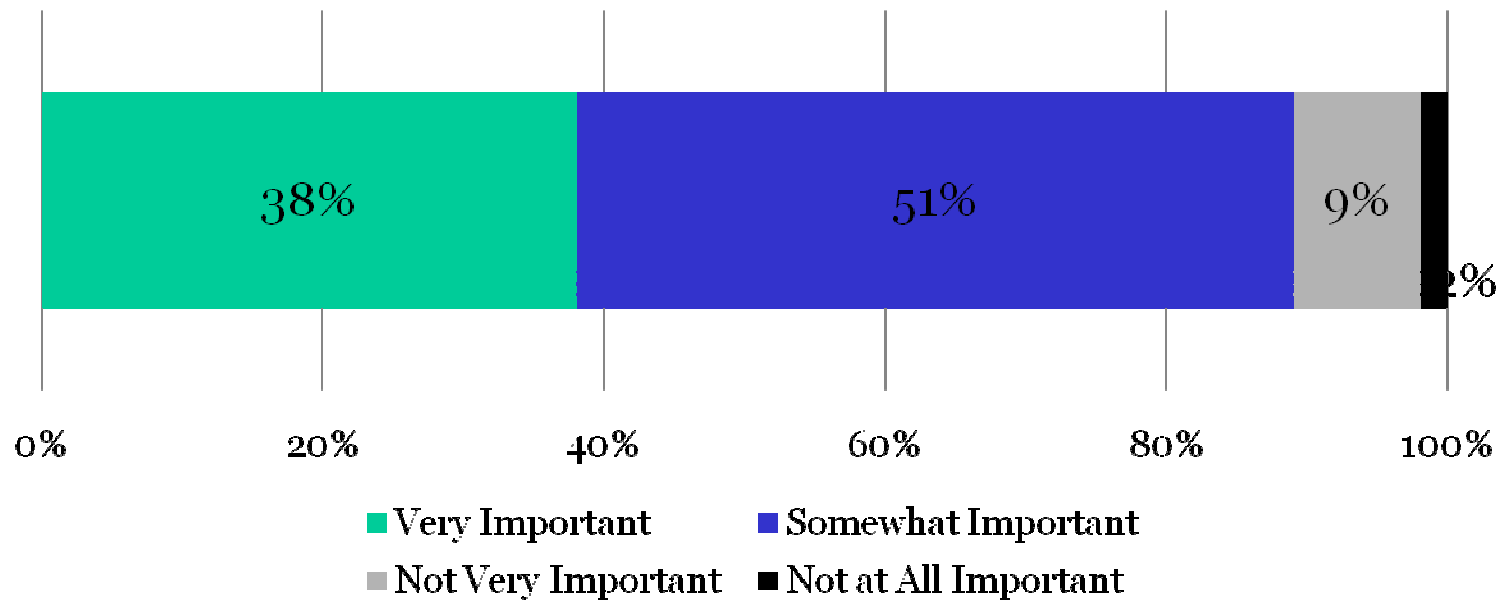
## Length of Residency and Home Owner or Renter

- Long-Term Residents. Virtually all respondents have been residents of the City of Brookfield for one or more years (98%), ranging from 1 year to 81 years. The mean value (average) of those who provided a response was 22.2 years, and the median value was 20 years, meaning half have lived in Brookfield less than 20 years, and half for more.
- Mostly Owners. Nearly all respondents reported being an owner of their current residence (95%), with only 4% of respondents reporting renting.

# Importance of Facilities, Services, and Programs to Household Quality of Life



- Nearly nine out of ten of all respondents reported that the Parks, Recreation, and Forestry Department facilities, services and programs are “very” or “somewhat” important to their household’s quality of life. For only those with an opinion, see below:







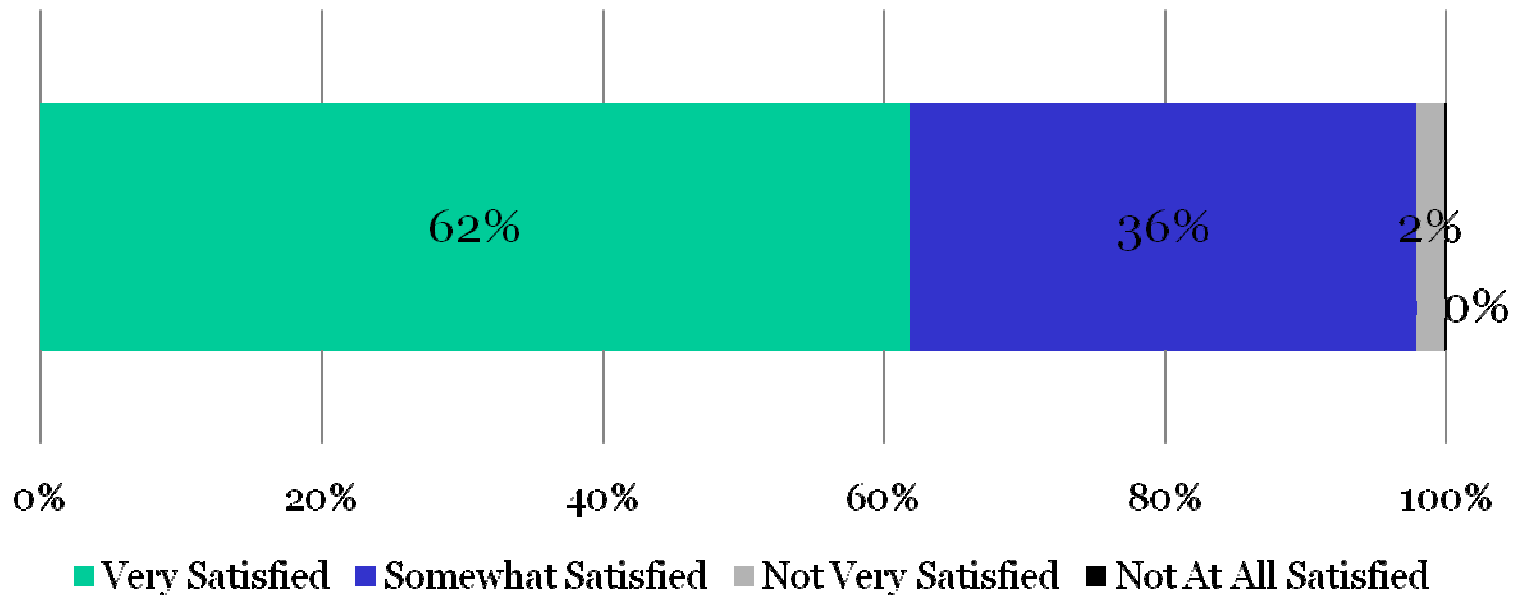
## About Parks and Forestry

- This section will present results related to parks and forestry.



# Satisfaction with Parks and Public Spaces in the City of Brookfield

- Nearly nine of ten of all respondents were either “very” or “somewhat” satisfied with the parks and public spaces in the City of Brookfield. For only those with an opinion, see below:





# Perceived Quality of Parks, Public Spaces, Recreational Areas, and Facilities.

## Highest Rated

1. Wirth Aquatic Center
2. Skate Park
3. Nature Areas and Trails
4. Soccer Fields
5. Baseball / Softball Fields

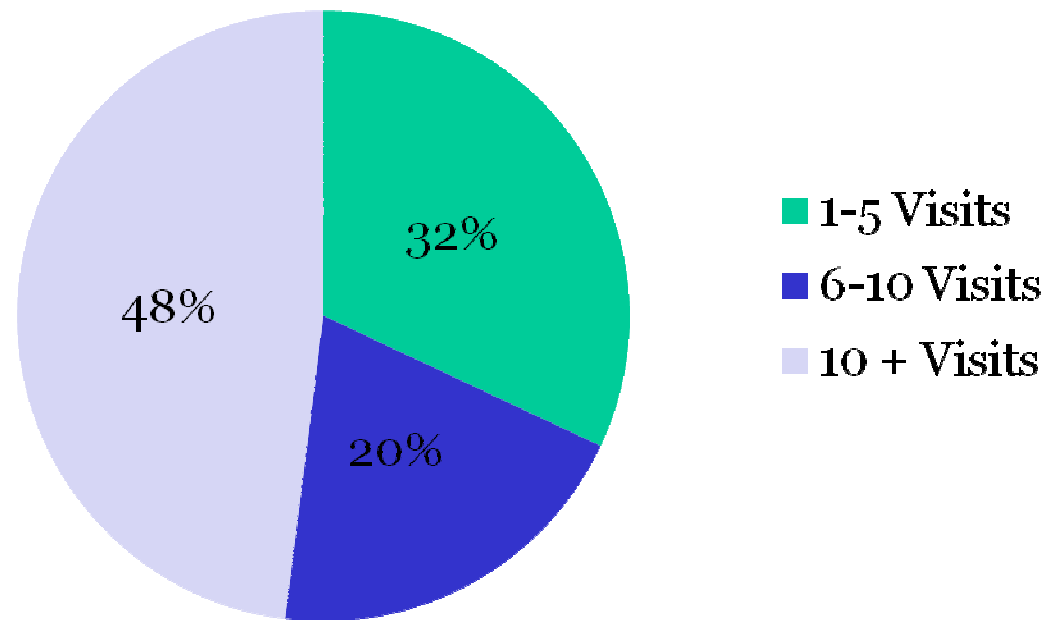
## Lowest Rated

1. Sand Volleyball Courts
2. Sledding Hills
3. Cross Country Ski Trails
4. Basketball Courts
5. Skating Rinks / Ponds



## Frequency of Household Visits to Parks (Past 12 Months)

- Nine out of ten reported at least one visit to a City of Brookfield park during the past twelve months. Of those:





## **Parks Visited in the City of Brookfield during the Past 12 Months**

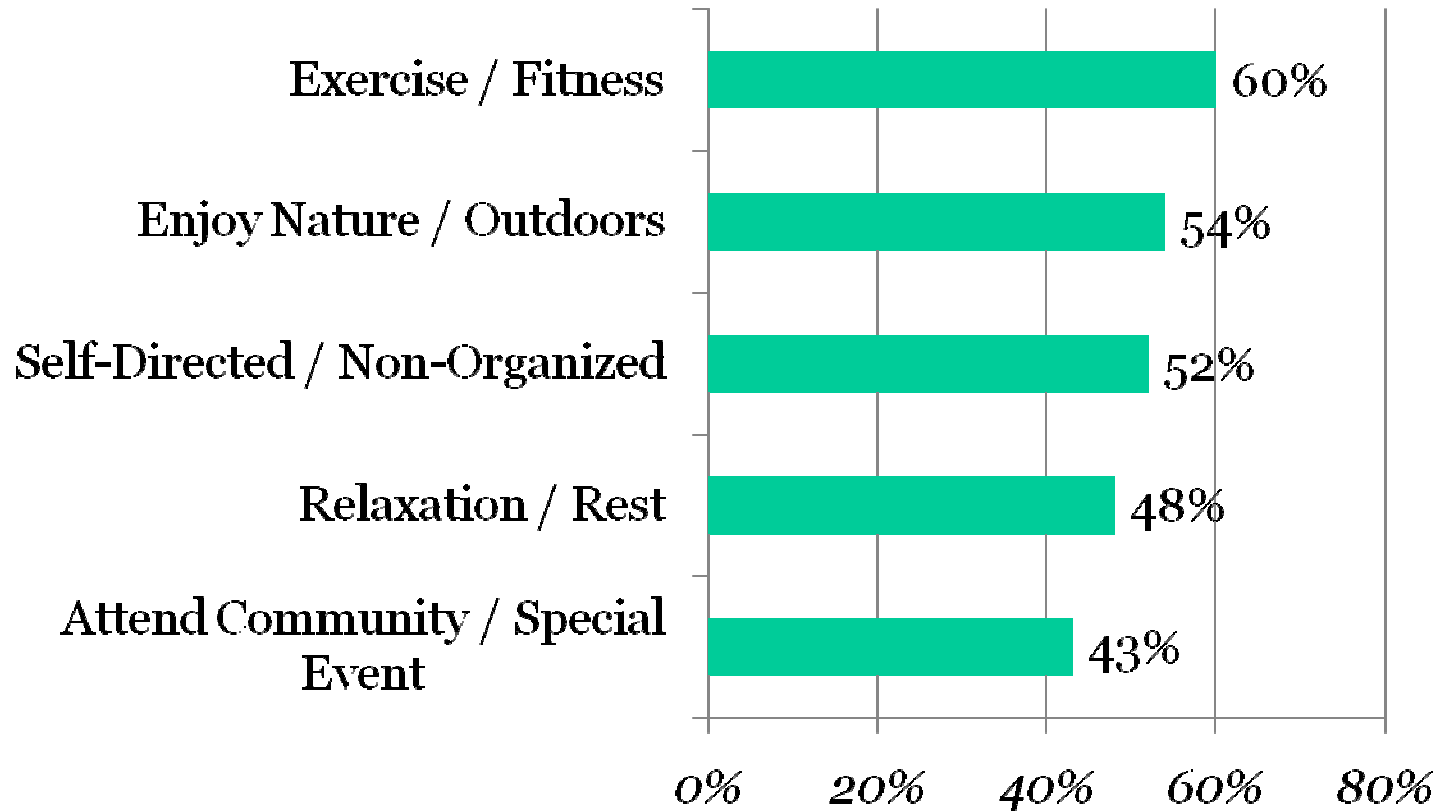
### *Most Visited*

1. Wirth Park
2. Mitchell
3. Wirth Park South
4. Beverly Hills
5. Soccer Park

### *Least Visited*

1. Westchester
2. Cardinal
3. Brookfield Manor
4. Kinsey
5. Ruby

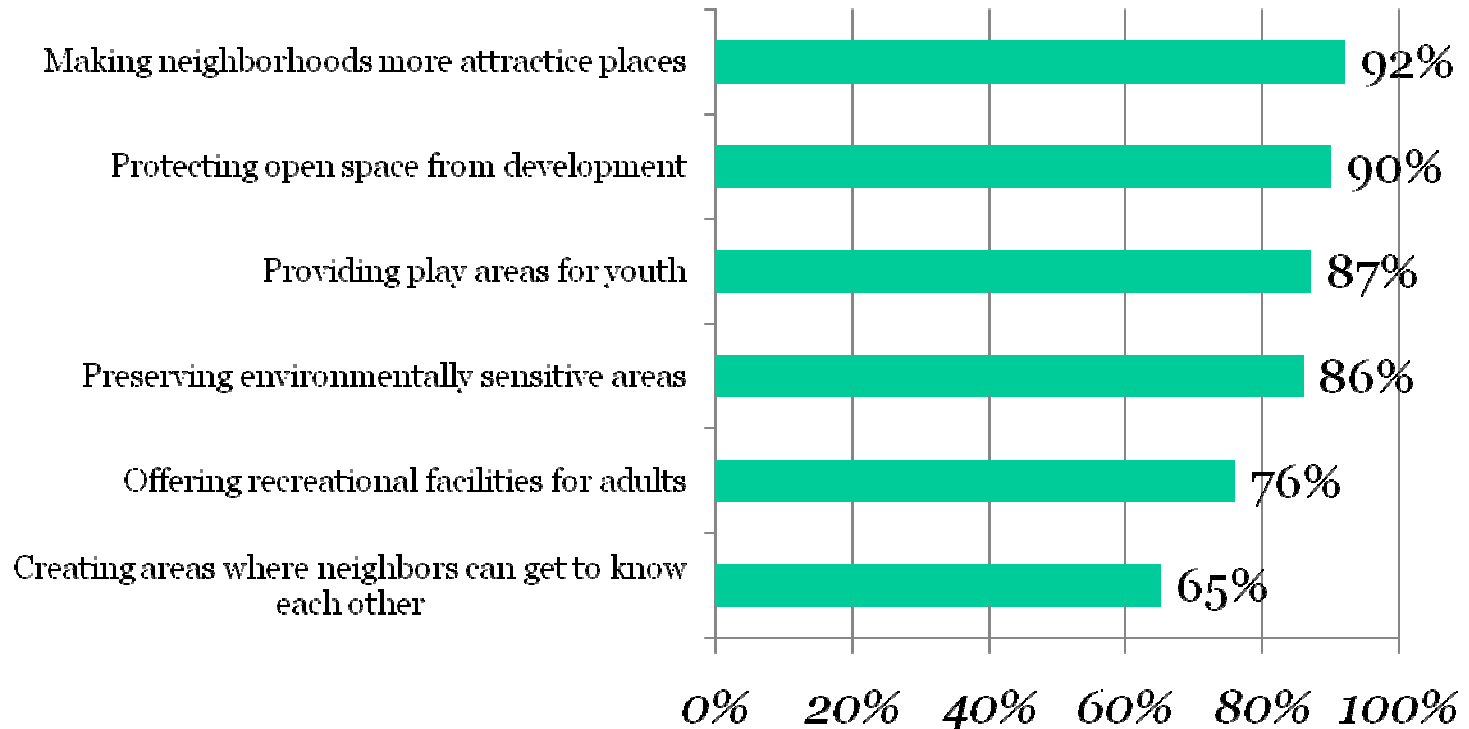
## Reasons for Park Visits



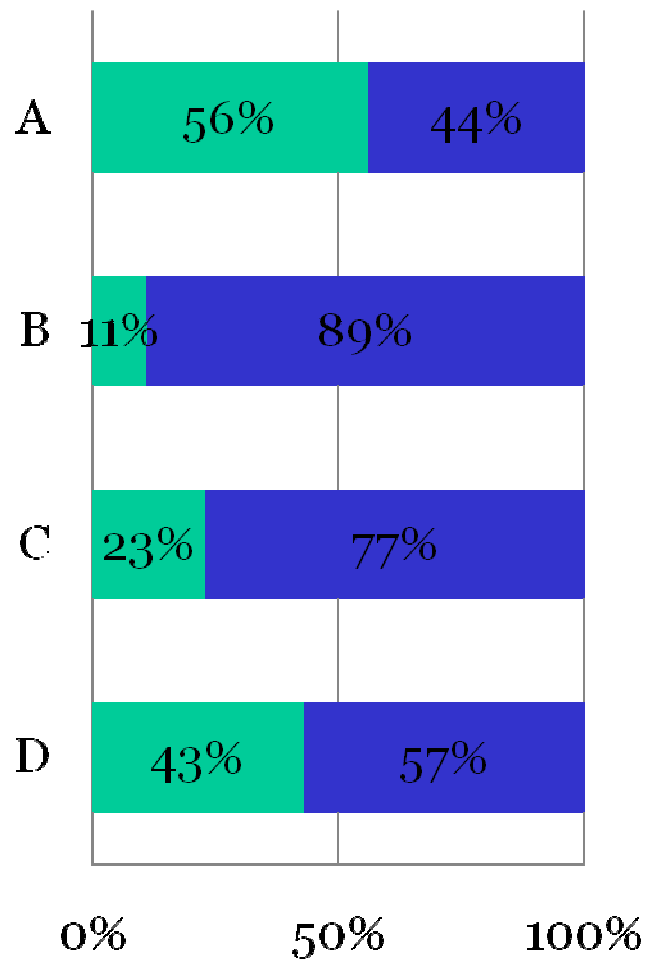


# Importance of Various Factors about Parks and Recreation Areas

Respondents were asked: “When you consider the quality of life in your neighborhood, please indicate how important each of the following statements about parks and recreation areas are to you.”



# Priorities for the Parks, Recreation, and Forestry Department



A: A slight majority (56%) selected smaller neighborhood parks over the larger parks (44%).

B: A vast majority of respondents selected maintenance/expansion of existing parks or recreational areas (89%) over development of vacant or undeveloped parklands (11%).

C: Respondents also selected increased spending on the development of parks and recreational areas (77%) over increased spending for supervised recreational activities (23%) – a difference of three to one.

D: A slight majority preferred to allow citizen groups and independent recreation organizations to develop, program, and maintain park and recreation areas (57%) rather than making the City of Brookfield solely responsible for maintenance and operation of all city-owned parks (43%).





# Importance of Providing Various Parks, Public Spaces, and Recreational Areas

## Most Important

1. Biking/Walking/Running Pathways
2. Nature Areas and Trails
3. Farmers' Market
4. Landscaping within Medians on Main Roads
5. Improved Maintenance of Public Trees

## Least Important

1. In-line Skating Facilities
2. Skate Park / Facilities
3. Sand Volleyball Courts
4. Basketball Courts
5. Pet Exercise Areas



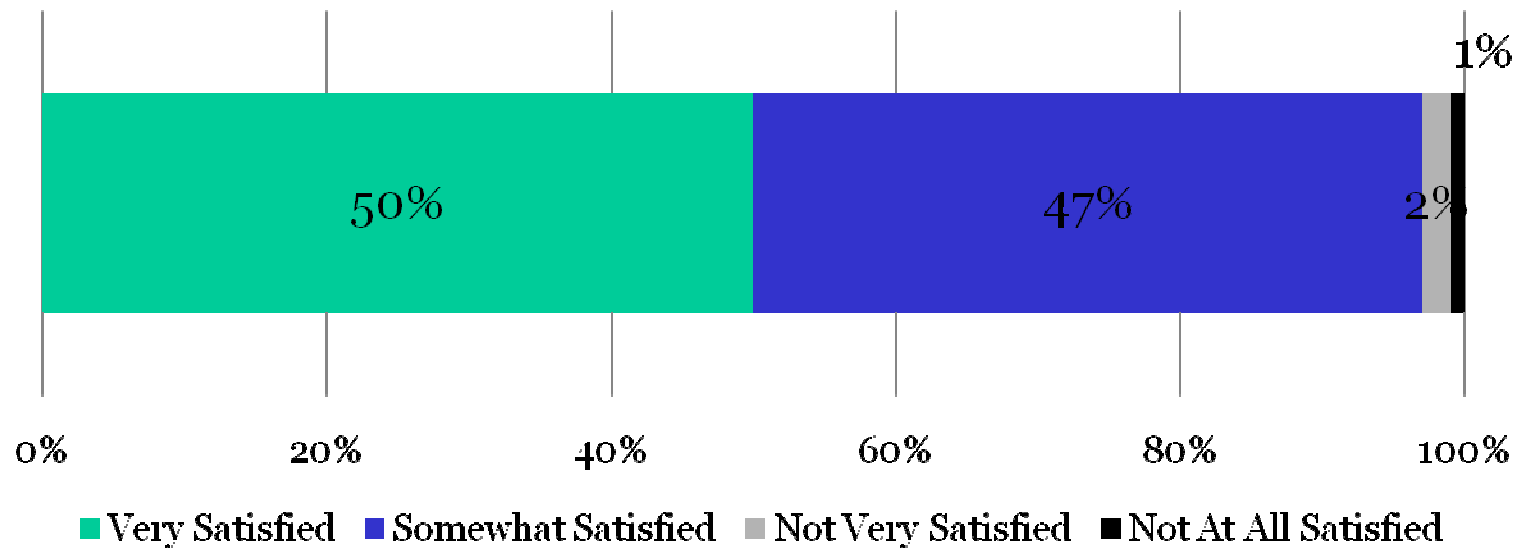
## About Recreation

- This section will present results related to recreation and recreational programming.



# Satisfaction with Recreational Programs Offered by the City of Brookfield

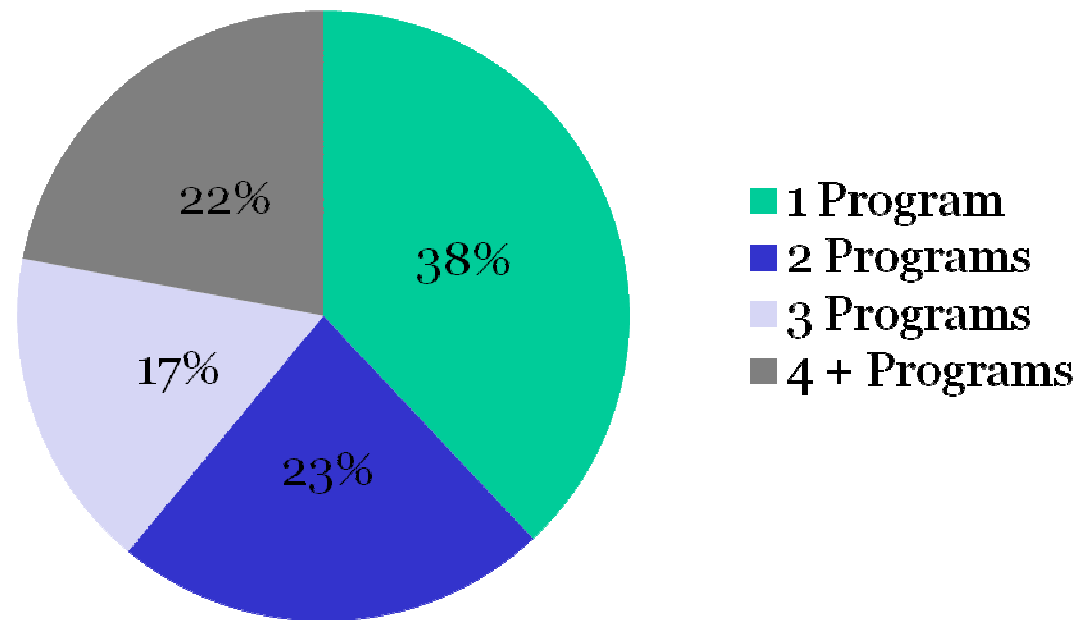
- About three-quarters of all respondents were “very” or “somewhat” satisfied with the recreational programs offered by the City of Brookfield. For only those with an opinion, see below:



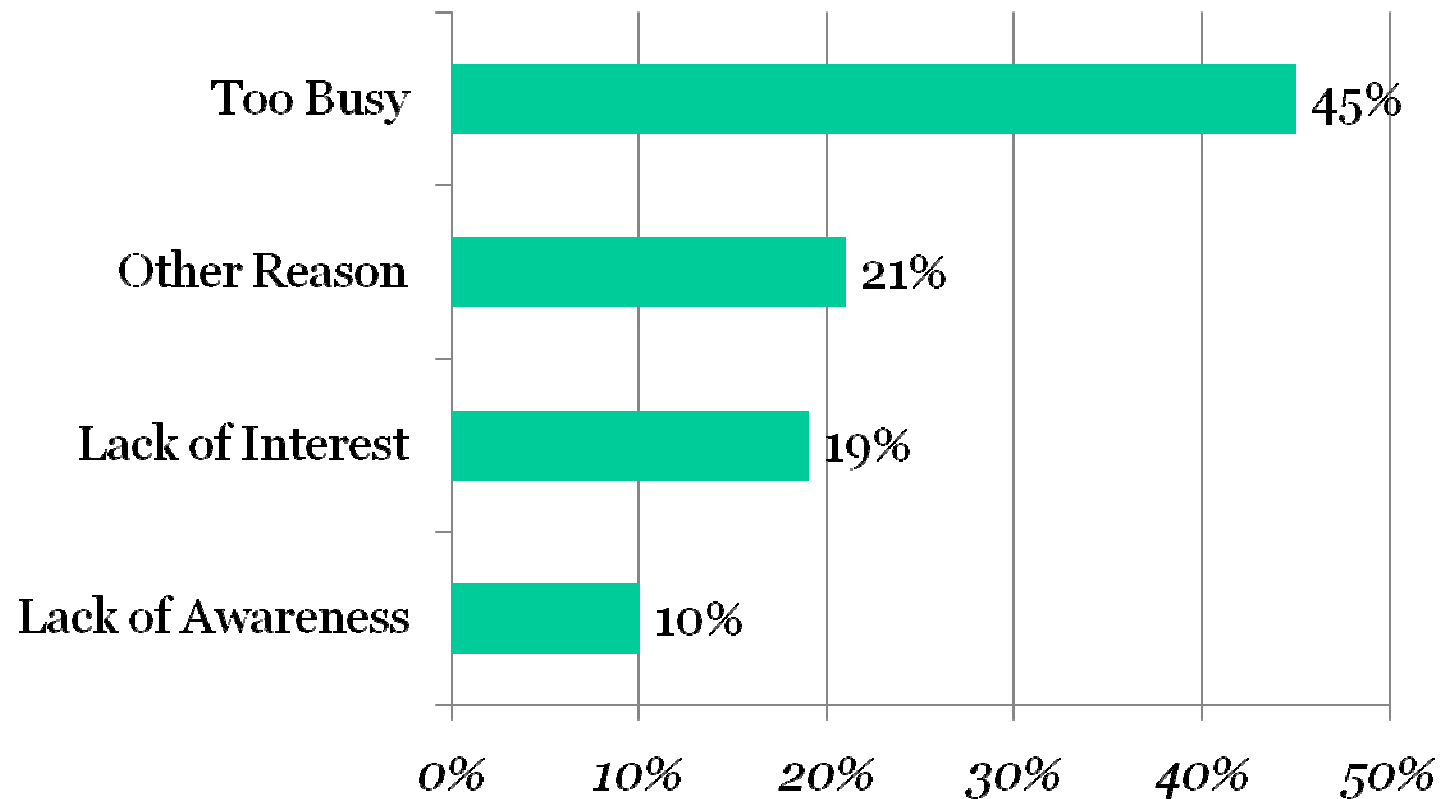


# Participation in City-sponsored Recreational Programs during the Past 12 Months

- About half reported household participation in one or more recreational programs sponsored by the City of Brookfield's Parks, Recreation, and Forestry Department during past twelve months. Of those who participated:

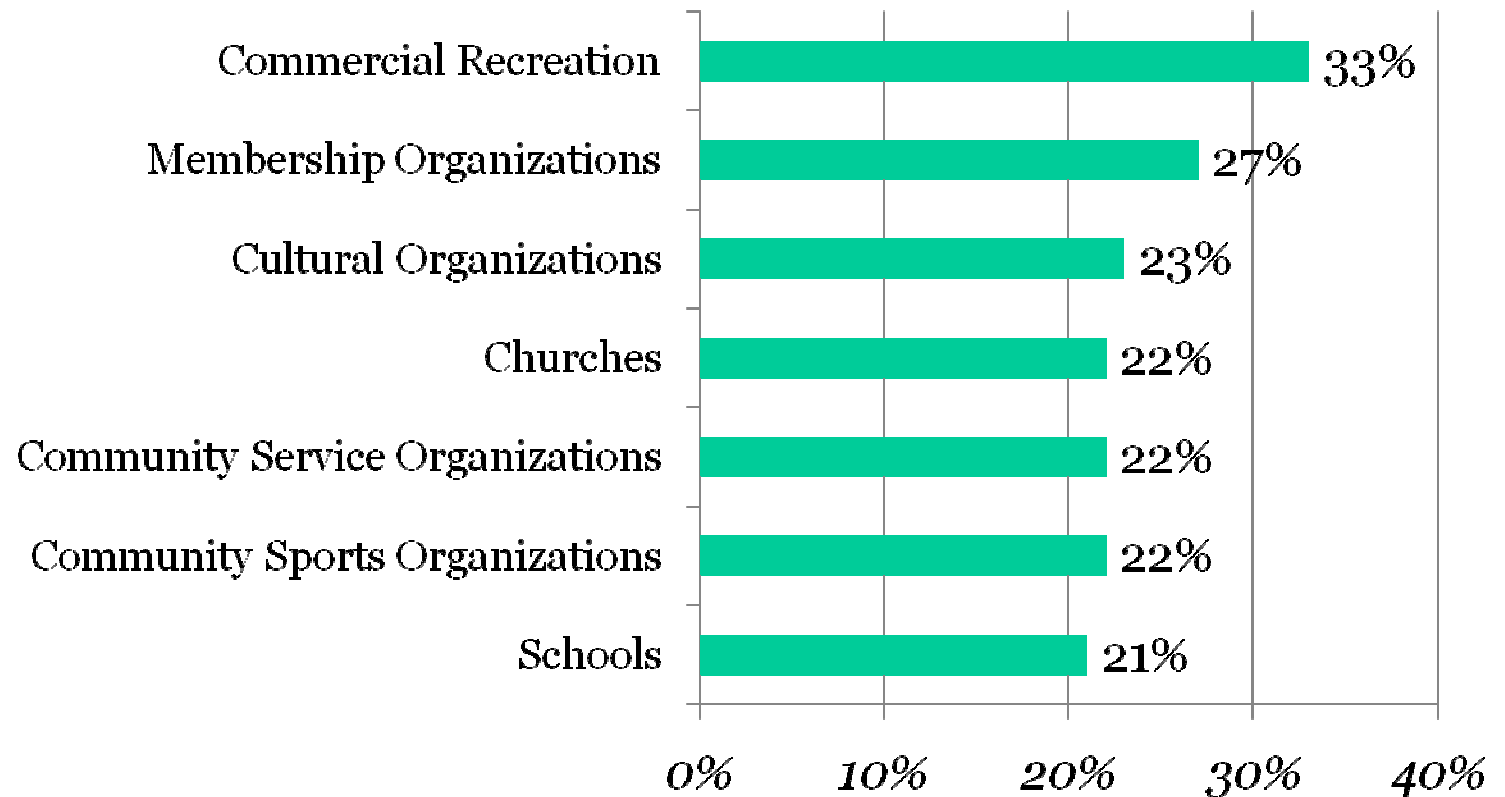


# Reasons for Non-Participation in City-Sponsored Recreational Programs





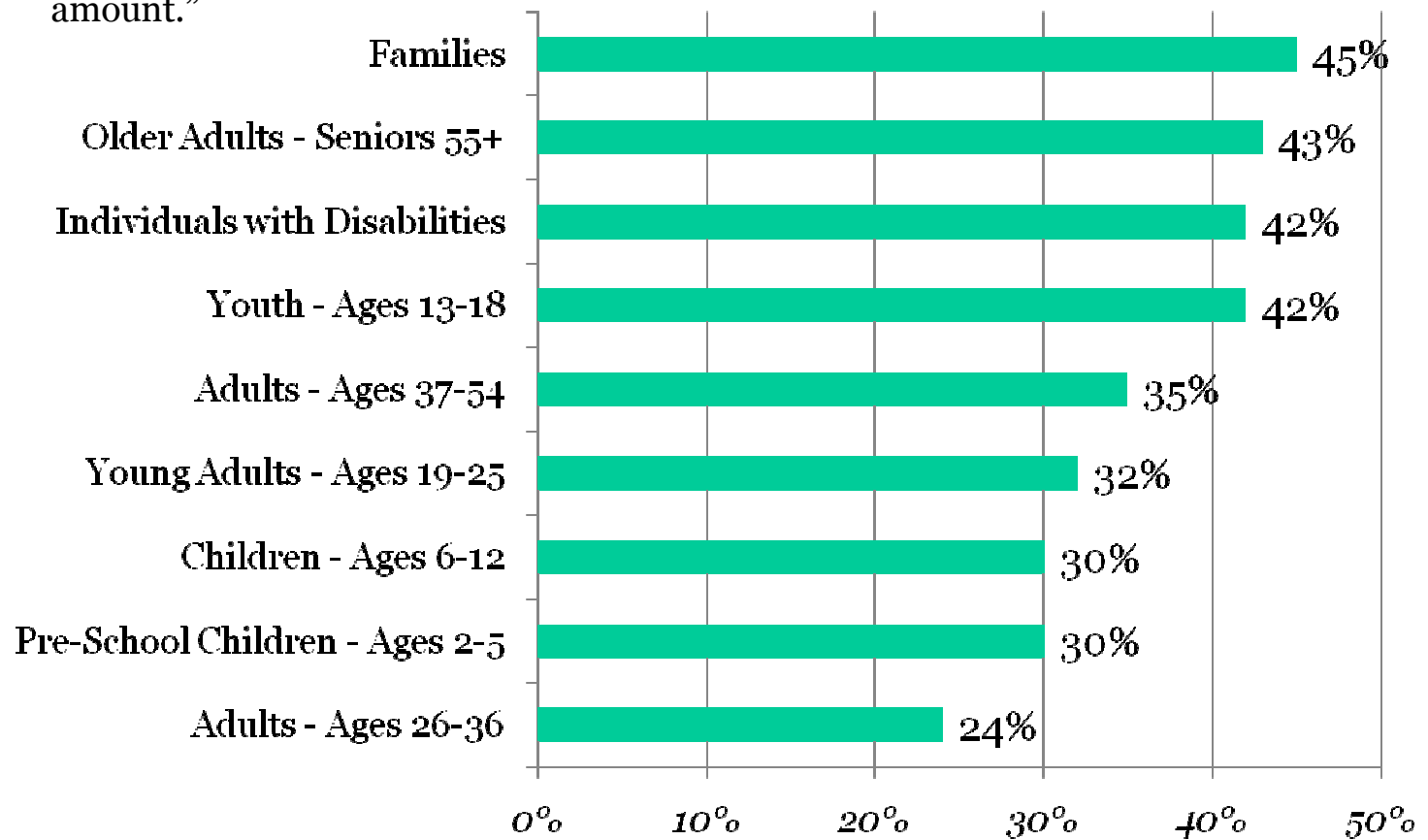
## Participation in Other Recreational Activities





# More City-Sponsored Recreational Opportunities for Specific Groups

When asked to rate how many city-sponsored recreational activities are needed for various specific groups, the overall average response for all groups was “same amount.”





## **Perceptions about the Brookfield Parks, Recreation, and Forestry Department**

- 98% of respondents reported that the Brookfield Parks, Recreation, and Forestry Department has programs which are offered at a fair price.
- In addition, the Brookfield Parks, Recreation, and Forestry Department -
  - Should rely more on user fees to fund its activities (68%)
  - Should sponsor more community special events such as festivals/celebrations, arts/crafts shows, concerts, etc. (62%)
  - Should offer more cultural arts programs and activities (57%)
  - Should concentrate more on providing fewer programs of higher quality rather than a larger number of programs (56%)
  - Should offer more outdoor recreation programming such as fishing, canoeing/kayaking, trips, etc. (50%)





## Reasons for Participation in Any Recreational Program

### Reason

1. I/we like the activities
2. Convenient location
3. Affordable cost
4. Time of day offered
5. A chance to learn something new
6. Season available
7. A chance to be with our friends
8. Competition



# Importance of Various Recreational Programs and Activities

## Most Important

1. Community special events, festivals, and celebrations
2. Summer programs / activities
3. Adult programs / activities
4. Cultural arts programs / activities
5. Outdoor recreation programs / activities

## Least Important

1. Youth programs / activities
2. Pre-school programs / activities
3. League sports for adults
4. Programs / activities offered during breaks in the school year
5. Weekend programs / activities



## Sources of Information about City of Brookfield Recreational Activities

- Most Common. The most commonly identified sources of information or announcements about City of Brookfield recreational activities in the past twelve months were:
  1. Mail (86%)
  2. Newspaper (49%)
  3. Word-of-Mouth (28%)
  4. Website (17%)
- Main Source. The *main sources* of information were:
  1. Mailings (72%)
  2. Newspaper (17%)
  3. Website (4%)



## Any questions?

- A more comprehensive discussion of the results, including a comparison to 1998 results and cross-tabs across each question based on demographic items, can be found in the full report.