

Sioux Falls Needs Assessment

**Management
Learning
Laboratories**

May 2011

Management Learning Laboratories



Method used in the needs assessment



- ***Focus groups*** with different segments of the community
- ***Questionnaire development***
- ***Adult data collection with 15.7% response rate***
- ***Respondents represent the “general population” and not interest groups***

Method used in the needs assessment

- ***Aggregate analysis of the adult data***
- ***Data interpretation***
- ***Data-based recommendations***



Major Findings from Study



Attendance of Facilities and Participation in Programs

(At least once in the last year)

- ***Regional parks*** **88%**
- ***Neighborhood parks*** **83%**
- ***Trail*** **78%**
- ***Picnic shelters*** **71%**
- ***Municipal athletic complexes*** **65%**
- ***Municipal community centers*** **62%**
- ***Outdoor aquatic facilities*** **55%**

Factors that influence participation

- ***Lack of information*** **42%**
- ***Competing activities*** **42%**
- ***Not interested*** **38%**
- ***I do not have the time*** **33%**
- ***Too expensive*** **30%**
- ***Inconvenient timing of events*** **25%**

Best Participation Times

- **6 to 8 pm T** **53%**
- **6 to 8 pm TH** **53%**
- **2 to 4 SU** **51%**
- **6 to 8 pm W** **51%**
- **6 to 8 pm F** **51%**
- **6 to 8 pm M** **50%**

Communication

- ***TV or radio*** **64%**
- ***Newspaper*** **59%**
- ***Direct mailers to household*** **56%**
- ***E-mail*** **39%**
- ***City website*** **37%**
- ***Flyers in public places*** **27%**

Facilities Opinions

- In general, the facilities that I have visited satisfy my needs (96%)
- I believe the facilities maintained by the SFPR are safe (95%)
- The park facilities I visit are clean and well maintained (93%)
- The trails I visit are clean and well maintained (83%)
- I am satisfied with the playground equipment available in the parks (73%)
- I have access to parks within walking distance from my home (70%)

Program Opinions

- I go to parks to enjoy nature (84%)
- The SFPR is responsive to community recreation needs (83%)
- The SFPR should provide more activities where the whole family can participate (65%)
- SFPR provides adequate recreation activities for adults (ages 16 to 54) (55%)
- SFPR provides adequate recreation activities for youth (ages 2 - 15) (54%)

Administration Opinions

- The SFPR s staff is courteous and helpful (73%)
- I am aware of the recreation programs and activities the SFPR offers (69%)

Financial Options and Funding

- I am satisfied with the recreation opportunities I receive for my tax dollars (79%)
- I am willing to pay reasonable users fees for new recreation opportunities (79%)

- Private individual donations 93%
- Corporate sponsorship and donations 91%
- Enterprise Operations 89%
- Grants from state, federal, & private sources 87%
- Program user fees for recreation programs 83%

Top Needs (Tax:UF)

• <i>Concerts in parks</i>	80%	1:1
• <i>Seasonal festivals in parks</i>	71%	1:1
• <i>Special events</i>	62%	1:3
• <i>Adult education</i>	57%	1:6
• <i>Dining along the river</i>	57%	1:3
• <i>Senior programs</i>	57%	1:1
• <i>Winter activities</i>	55%	1:2
• <i>Theater and drama</i>	53%	1:3
• <i>Indoor water aerobics fitness</i>	51%	1:7
• <i>Arts and crafts programs</i>	50%	1:4

Top Needs (Tax:UF)

• <i>Bike trails</i>	75%	7:1
• <i>Walking trails</i>	75%	6:1
• <i>Connected trails</i>	67%	5:1
• <i>Natural Areas</i>	67%	3:1
• <i>Improve River Greenway</i>	66%	5:1
• <i>Holiday lighting</i>	65%	3:1
• <i>Indoor aquatic center</i>	60%	1:7
• <i>Multi-use indoor recreation center</i>	57%	1:3
• <i>Indoor performing arts area</i>	56%	1:3

2000	2011
<p>The focus group discussions consistently suggested the people were interested in special events and athletic activities. This was represented in the finding that Special events, sports and athletics were of interest to 92% of the respondents.</p>	<p>There is a continuing interest in special events with a slight diminishing of the interest in athletics. This might be a result of the fact that the respondent group in 2011 is made up of a slightly older population. However, the data also shows that there is sufficient use of athletic facilities.</p>
<p>Bike trails and athletic complexes are the most popular facilities.</p>	<p>The interest in trails is seen again, demonstrating that there is a continuing need to provide these facilities.</p>
<p>The survey data suggests that competing activities was considered a significant reason for non-attendance.</p>	<p>Competing activities still remains one of the two important reasons for non-attendance, now sharing its top rank with lack of information which was the second most important reason for non-attendance in 2000.</p>

<p>In the case of SFPRD the most effective means of publicity include brochures, direct mail and newspaper advertising. The Internet was considered the least effective way of keeping people informed</p>	<p>There is little change in this feeling with the traditional means of communication remaining important ways of informing the community, although now the Internet has become important too.</p>
<p>In the case of Sioux Falls, the most popular time slot for recreation for the adults, regardless of day, is between 7:00 and 10:00 pm.</p>	<p>This trend continues with a slight shift to an earlier time slot (6 pm to 8 pm).</p>
<p>In the case of SFPRD most of the respondents felt that the park facilities (87%), the trails (78%), and the playground equipment (72%) are clean and well maintained.</p>	<p>The positive assessment of the quality of facilities continue with a greater level of endorsement</p>
<p>More than half (57%) indicated a willingness to pay reasonable user fees for new recreation opportunities.</p>	<p>This continues with a larger portion willing to pay user fees.</p>
<p>In the case of SFPRD there seems to be a perception that SFPRD activities are mostly youth-oriented.</p>	<p>This perception seems to have disappeared from the community as the DEPT has become more responsive to the recreation needs of different demographic groups.</p>

Key Recommendations

- ***DEPT should make efforts to offer tax-supported trails, natural areas and greenways for the community.***
- ***DEPT should examine the feasibility of providing a multi-purpose indoor facility with different options as indicated in this data.***
- ***DEPT should further examine the level of need for a dog park.***
- ***DEPT should ensure that there are sufficient facilities with adequate parking to avoid overcrowding.***
- ***DEPT should ensure that the level of maintenance and safety of parks and facilities should continue at its current level.***
- ***DEPT should offer picnic shelters in their parks.***
- ***DEPT should ensure that there are sufficient opportunities for aquatic activities in the community.***

Key Recommendations

- ***DEPT should ensure that community is offered sufficient opportunities to express their personal interests and meet with other people who have similar interests.***
- ***DEPT should ensure that community is offered sufficient opportunities to for arts and crafts activities as well as self-improvement activities where some could easily overlap.***
- ***DEPT should consider ways in which it can offer recreation opportunities in winter, especially in an indoor setting.***
- ***DEPT should continue to offer recreation for the whole family including families with special needs.***
- ***DEPT must offer more recreation opportunities at times convenient to the community by examining the data from this study.***

Key Recommendations

- ***DEPT should offer affordable recreation to the community with appropriate cost adjustments to fit the financial abilities of different groups.***
- ***DEPT could explore different fee-based service given there is a willingness to pay user fees for services.***
- ***DEPT should actively pursue private and grant support for its activities and facilities.***
- ***DEPT should consider using appropriate user fees for its operations and offer concessions at activities and facilities to develop a new funding stream.***

Key Recommendations

- *DEPT should maintain a strong presence in the traditional mass media so that all sections of the community have access to the information about recreation opportunities.*
- *DEPT should offer a direct mailed brochure to the community.*
- *DEPT should consider expanding on digital modes of information distribution.*

Questions and Comments

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