

SECTION 4.1 | Overview and Methodology

The City of Sunrise Leisure Services Department conducted a Community Attitude and Interest Survey during the fall of 2009. The purpose of the survey was to help establish priorities for the future improvement of parks and recreation facilities, programs and services within the community. The survey was designed to obtain statistically valid results from households throughout Sunrise and was administered by a combination of mail and phone.

Leisure Vision worked extensively with City of Sunrise officials, as well members of the project team in the development of the survey questionnaire.

Once developed, Leisure Vision mailed the surveys to a random sample of 1,500 households throughout the city. Approximately three days after the surveys were mailed each household that received a survey also received an electronic voice message encouraging them to complete the survey. In addition, about two weeks after the surveys were mailed Leisure Vision began contacting households by phone. Those who indicated they had not returned the survey were given the option of completing it by phone.

The goal was to obtain a total of at least 300 completed surveys from Sunrise households. This goal was accomplished, with a total of 328 completed surveys. The results of the random sample of 328 households have a 95% level of confidence with a precision of at least +/- 5.4%.

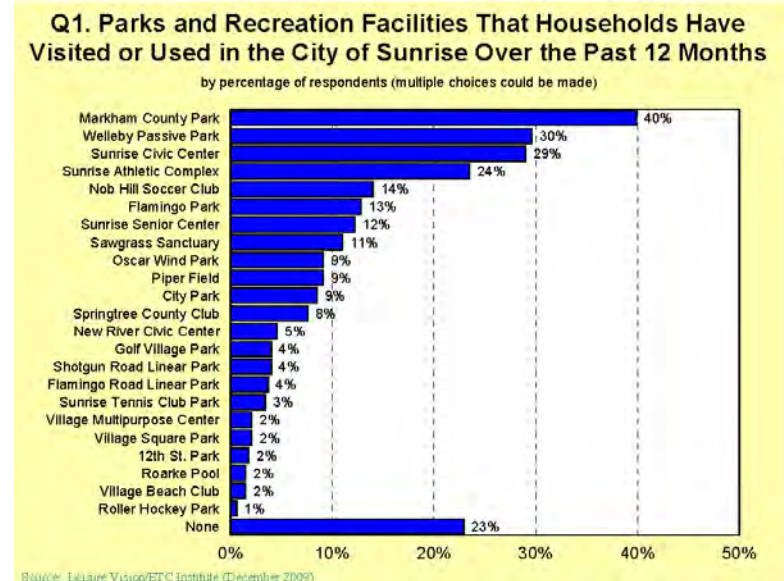
A detailed copy of the survey results and the questionnaire can be found in the Appendix.

SECTION 4.2 | Major Survey Findings

Use of City Parks and Recreation Facilities:

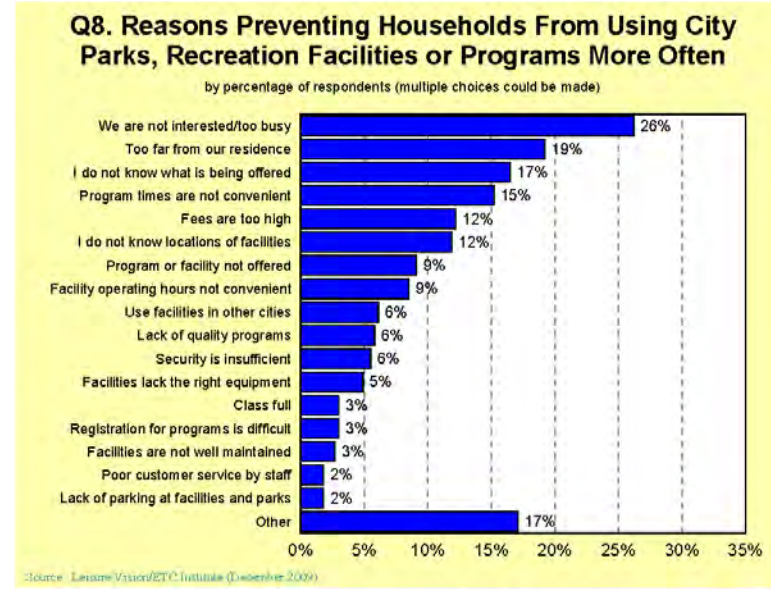
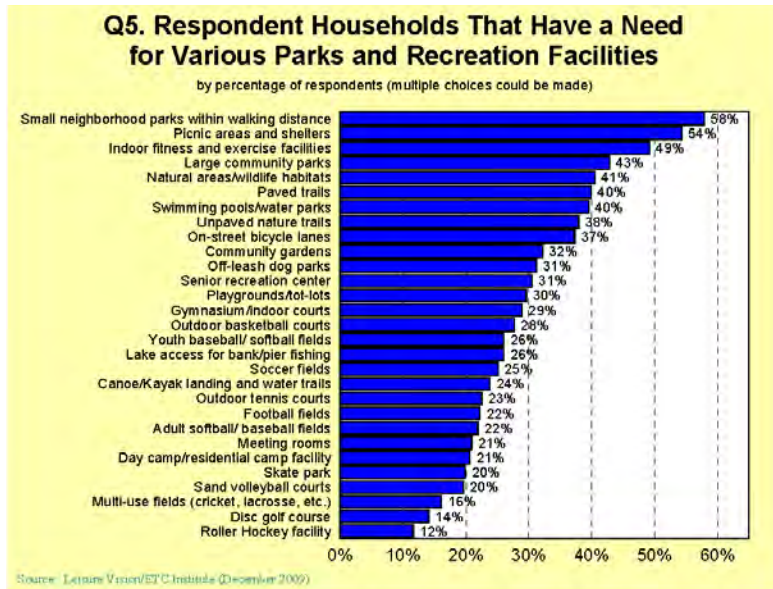
The parks and recreation facilities used by the highest percentage of Sunrise households over the past 12 months are: Markham County Park (40 percent), Welleby Passive Park (30 percent), Sunrise Civic Center (29 percent), and Sunrise Athletic Complex (24 percent).

Ninety-two (92) percent of households rated the physical condition of the City parks and recreation facilities they've visited as either excellent or good.



Need for Parks and Recreation Facilities:

The parks and recreation facilities that the highest percentage of households have a need for are: small neighborhood parks within walking distance (58 percent), picnic areas and shelters (54 percent), indoor fitness and exercise facilities (49 percent), large community parks (43 percent), natural areas/wildlife habitats (41 percent), paved trails (40 percent), and swimming pools/water parks (40 percent).



Participation in City Recreation Programs:

Twenty-two (22) percent of households have participated in programs offered by the City of Sunrise Leisure Services Department. Of those 22 percent of households, 89 percent rated the overall quality of the recreation programs as either excellent or good.

Of the 22 percent of households that participated in Sunrise Leisure Services Dept. programs, 60 percent have participated in at least two different recreation programs during the past 12 months. The most frequently mentioned reasons that households use Sunrise Leisure Services Dept. programs are the fees charged for the class and the location of the program facility.

Reasons Preventing the Use of City Parks, Facilities or Programs More Often:

The most frequently mentioned reasons preventing households from using City parks, recreation facilities or programs more often are: we are not interested/too busy (26 percent), too far from our residence (19 percent), and I do not know what is being offered (17 percent).

Ways Households Learn About City Parks and Recreation Programs and Activities:

The most frequently mentioned ways respondents learn about City of Sunrise parks and recreation programs and activities are: the Parks and Recreation brochure Horizons (49 percent), from friends and neighbors (30 percent), City of Sunrise website (21 percent), and newspaper articles (21 percent).

Most Important Benefits of Parks, Trails, and Recreation Facilities and Services:

Based on the sum of their top three choices, the benefits of parks, trails, and recreation facilities and services that are most important to Sunrise households are: improves physical health and fitness (47 percent), makes Sunrise a more desirable place to live (37 percent), increases property values in the surrounding area (28 percent), and helps reduce crime (26 percent).

Use of City Facilities:

Twenty-three percent (23 percent) of households have used City Hall during the past 12 months. Of those 23 percent of households, 92 percent rated their experience with City Hall as either excellent (57 percent) or somewhat helpful (35 percent). Thirteen percent (13 percent) of households have used the Public Safety Center during the past 12 months. Of the 13 percent of households that have used the Public Safety Center, 93 percent rated their experience with the Public Safety Center as either excellent (61 percent) or somewhat helpful (32 percent).

SECTION 4.3 | Summary Matrix

The Importance-Unmet Needs Matrix is a tool for assessing the priority that should be placed on parks and recreation facilities and recreation programs in Sunrise. Each of the facilities and programs that were assessed on the survey were placed in one of the following four quadrants:

Top Priorities (higher unmet need and higher importance).

Items in this quadrant should be given the highest priority for improvement. Respondents placed a high level of importance on these items, and the unmet need rating is high. Improvements to items in this quadrant will have positive benefits for the highest number of Sunrise residents. Facilities considered Top Priorities are:

- Small Neighborhood Parks
- Indoor Fitness Centers
- Unpaved Nature Trails
- Paved Trails
- Swimming Pools/Water Parks
- On-street Bicycle Lanes
- Natural/Wildlife Areas
- Off-Leash Dog Parks
- Picnic Shelters/Areas

Opportunities for Improvement (higher unmet need and lower importance).

Respondents placed a lower level of importance on these items, but the unmet need rating is relatively high. Items in this quadrant should be given secondary priority for improvement. Facilities considered Opportunities for Improvement are:

- Community Gardens
- Gymnasium/Indoor Courts
- Canoe/Kayak Trails
- Lake Access/Fishing Piers

Special Needs (lower unmet need and higher importance).

This quadrant shows where improvements may be needed to serve the needs of specialized populations. Respondents placed a high level of importance on these items, but the unmet need rating is relatively low. Facilities considered Special Needs are:

- Playgrounds/Tot Lots
- Senior Recreation Centers
- Large Community Parks

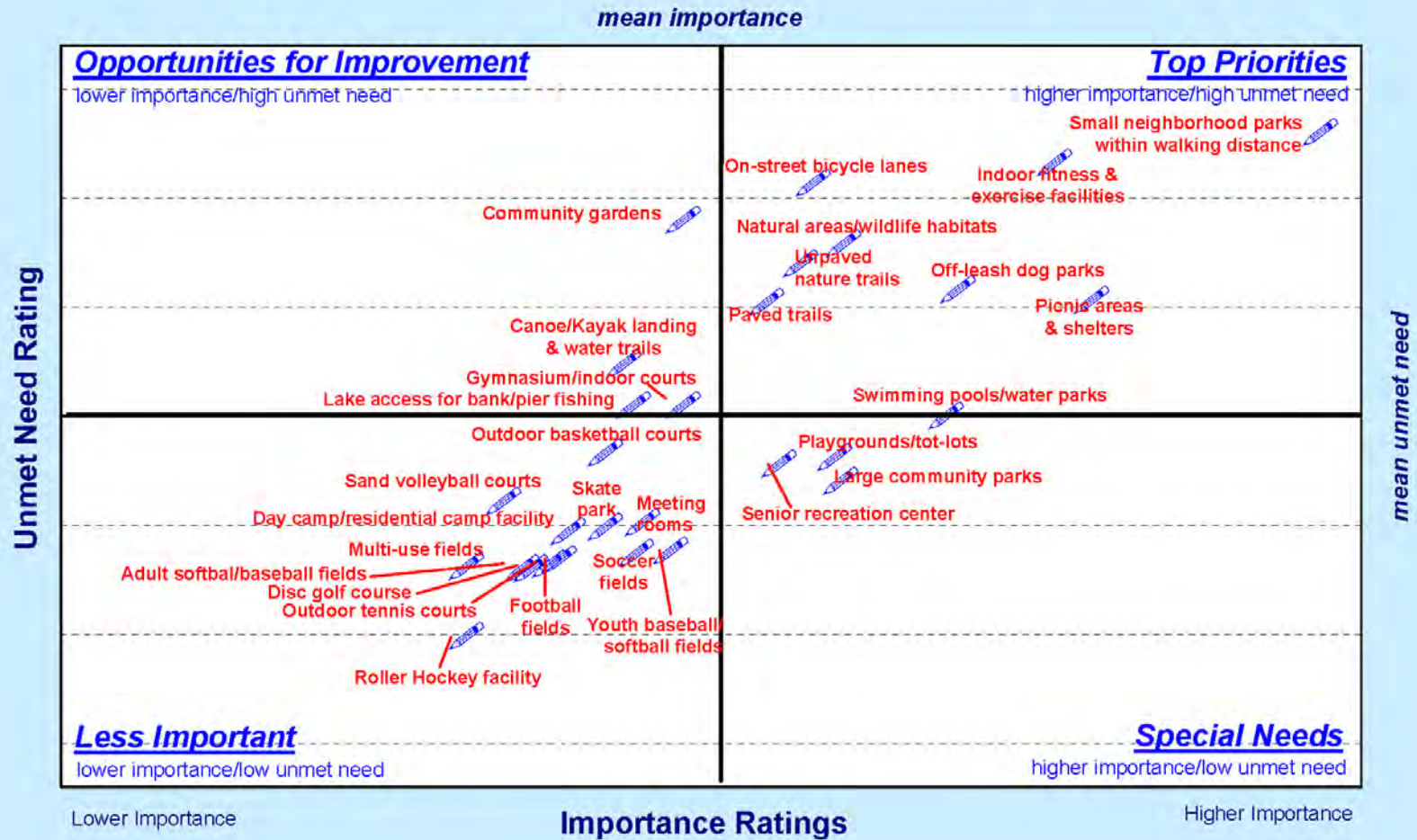
Less Important (lower unmet need and lower importance).

Items in this quadrant should receive the lowest priority for improvement. Respondents placed a lower level of importance on these items, and the unmet need rating is relatively low. Facilities considered Less Important are:

- Outdoor Basketball Courts
- Skate Parks
- Day Camps
- Adult Softball Fields
- Outdoor Tennis Court
- Soccer Fields
- Roller Hockey Facility
- Sand Volleyball Courts
- Meeting Rooms
- Multi-Use Fields
- Disc Golf Course
- Football Fields
- Youth Baseball Fields

Importance-Unmet Need Assessment Matrix for City of Sunrise Parks and Recreation Facilities

(points on the graph show deviations from the mean importance and unmet need ratings given by respondents to the survey)



Source: Leisure Vision/ETC Institute (February 2010)