

February 27, 2015
File 35968-00

Ms. Lisa Clayton, Director
City of Franklin Parks Department
P.O. Box 305
Franklin, Tennessee 37065

RE: Citizen Survey Results

Dear Ms. Clayton:

Attached is a summary of the results of the survey completed as a part of the comprehensive master plan for your Department. The survey was conducted by BWSC team member ETC/Leisure Vision in November/December of 2014. As you know, the questions on the survey were developed jointly with you and our planning team to gain specific knowledge from the citizens of Franklin regarding key issues that were to be addressed in the comprehensive planning process.

The survey was mailed to a statistically random sample of 3,000 households throughout the City. About two weeks after the survey was mailed, ETC/Leisure Vision began contacting households by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone.

In order to be statistically valid, the goal was to obtain a minimum of 400 completed surveys. This goal was exceeded with a total of 730 surveys completed. This demonstrates the significant interest that the residents of Franklin have in the future of your Department. The survey results have a 95% confidence level with a precision rate of +/-3.6%.

The statistically valid survey is an important tool in developing the recommendations for the master plan. It provides us with information from the general population, not just from special interest groups who are more likely to participate and provide input on issues that affect them. It provides a true picture of the opinions of the general population regarding issues affecting the future of the Department.

The results provide information regarding the public's perception of existing programs and facilities, their use of the facilities, how they learn about programs and activities, the benefits provided, how well the existing facilities and programs meet their needs, what actions they would support to improve the system and specifically which new facilities they feel are important to be developed.

The results of the survey, along with information gathered from the 12 focus groups, the public meeting and benchmarking of similar recreation departments in other cities will be used to establish the Level of

Service standards that will guide the recommendations in the plan for future parkland acquisition, improvements to existing facilities and development of new facilities and programs.

Mr. Ron Vine with ETC/Leisure Vision will present the results of the survey to the Board of Mayor and Aldermen and will be available to answer any questions they have regarding the survey methodology and results.

Sincerely,



Steven A. Fritts, ASLA, LEED AP BD+C
Vice President

City of Franklin

Community Interest and Opinion Survey **Executive Summary Report**

Overview of the Methodology

ETC/Leisure Vision conducted a City of Franklin Community Interest and Opinion Survey Fall of 2014 to help establish park and recreation priorities within the City of Franklin. The survey was designed to obtain statistically valid results from households throughout the City of Franklin. The survey was administered by mail, web and phone.

ETC/Leisure Vision worked extensively with the City of Franklin officials in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to help plan the future system.

A six-page survey was mailed to a random sample of 3,000 households throughout the City of Franklin. Approximately three days after the surveys were mailed each household that received a survey also received an automated voice message encouraging them to complete the survey. In addition, about two weeks after the surveys were mailed ETC/Leisure Vision began contacting households by phone. Those who had 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 400 completed surveys. ETC/Leisure Vision met that goal with a total of 730 surveys completed. The results of the random sample of 730 households have a 95% level of confidence with a precision rate of at least +/-3.6%.

The following pages summarize major survey findings.

Major Findings:

- ❖ **How Respondent Households Rate the Importance of Parks, Recreation Services, and Open Space to the Quality of Life in the City of Franklin:** Sixty-five percent (65%) of respondent households rate the overall importance of parks, recreation services, and open space as *very important* to the quality of life in Franklin. Other ratings include: Important (29%), somewhat important (3%), neutral (2%), and not important (1%).
- ❖ **City of Franklin Parks & Recreation Locations Respondent Households Have Visited During the Past 12 Months:** Seventy-two percent (72%) of respondent households have visited *Pinkerton Park* over the past 12 months. Other parks and recreation locations visited include: Jim Warren Park (54%), the park at Harlinsdale Farm (45%), and Fort Granger Park (29%).
- ❖ **How Respondent Households Rate the Overall Physical Condition of ALL City of Franklin Parks & Recreation Locations they Have Visited Over the Past 12 Months:** Fifty-three percent (53%) of respondents who have visited City of Franklin parks and recreation locations rated the overall physical condition as *good*. Other ratings include: Excellent (43%) and fair (4%).
- ❖ **Programs or Activities of the City of Franklin Parks & Recreation Department that Respondent Households Have Participated in During the Past 12 Months:** Sixty-five percent (65%) of respondent households have participated in *walking and running trails* over the past 12 months. Other programs or activities respondents have participated in include: Farmers Market (60%), community events (45%), fitness and wellness programs (24%), and arts, culture and historical programs (21%).
- ❖ **How Respondent Households Rate the Overall Quality of ALL City of Franklin Parks & Recreation Programs they Have Participated in Over the Past 12 Months:** Fifty percent (50%) of respondent households who participated in programs rated the overall quality as *good*. Other ratings include: Excellent (46%) and fair (4%).
- ❖ **Service Providers that Respondent Households Have Used for Indoor and Outdoor Recreation Activities During the Last 12 Months:** Sixty-five percent (65%) of respondent households have used the *City of Franklin Parks and Recreation Department* for indoor and outdoor recreation activities during the past 12 months. Other organizations used include: Williamson County Parks and Recreation Department (60%), Homeowners Associations Park and Facilities (46%), and YMCA (35%).

- ❖ **Ways Respondent Households Currently Learn About Franklin Parks & Recreation Programs and Activities:** Thirty-eight percent (38%) of respondent households indicated that they learn about the City of Franklin parks and recreation programs and activities through the *newspaper*. Other ways include: Social media (38%), Franklin Parks and Recreation website (35%), and fliers at recreation facilities (25%).

- ❖ **Respondent Households Level of Agreement with the Benefits Being Provided by Parks, Trails, and Recreation Facilities and Services:** Based on the percentage of respondents who either “strongly agree” or “agree,” 97% agree with the benefit of *improved physical health and fitness*. Other similar levels of agreement include: Make Franklin a more desirable place to live (96%), preserve open space and the environment (93%), increase property values in surrounding area (89%), and promote youth and development (89%).

- ❖ **Benefits that are Most Important to Respondent Households:** Based on the sum of respondent households top three choices, 71% indicated the benefit of *improved physical health and fitness* was the most important to their household. Other most important benefits include: Make Franklin a more desirable place to live (46%) and preserve open space and the environment (45%).

- ❖ **Households that Have a Need for Trails, Nature Areas and Open Space Facilities:** Eighty-seven percent (87%) or 20,867 households indicated a need for *sidewalks for walking, biking, or running in neighborhoods*. Other most needed items include: Paved walking and biking trails linking parks, schools, & other destinations (78% or 18,727 households), paved walking and biking trails in parks (77% or 18,463 households), and natural areas for open space (74% or 17,814 households).

- ❖ **Trails, Nature Areas and Open Space Facilities that Are Most Important to Households:** Based on the sum of respondent households top four choices, 64% indicated *sidewalks for walking, biking, or running in neighborhoods* as the most important facility. Other most important facilities include: Paved walking and biking trails linking parks, schools, & other destinations (61%), paved walking and biking trails in parks (49%), and natural areas for open space (34%).

- ❖ **Reasons that Prevent Respondent Households from Walking or Riding Bicycles in the City of Franklin More Often:** Fifty-one percent (51%) of households indicated that they are prevented from walking or riding bicycles in the City of Franklin more often because *traffic on streets is fast or congested*. Other reasons include: Not safe to ride a bicycle (43%), no trails to connect to other areas (39%), no safe walking area for pedestrians (36%), streets are too narrow (29%), and trails are too far from our residence (27%).

- ❖ **Biggest Barriers to Respondent Households not Walking or Riding Bicycles More Often in the City of Franklin More Often:** Based on the sum of respondent households top two choices, 38% indicated *traffic on streets is fast or congested* as the biggest barrier. Other barriers include: Not safe to ride a bicycle (34%), no safe walking area for pedestrians (26%), no trails to connect to other areas (20%), trails are too far from our residence (18%), and streets are too narrow (15%).
- ❖ **Are You Aware that the City of Franklin is Working with Other Communities in the Area to Plan a Regional System of Trails and Open Space for Walking, Biking, and Horseback Riding, and to Protect Plant and Animal Habitat?** Eighty-five percent (85%) of respondent households indicated that they were not aware and 15% of households indicated that were aware of the initiative.
- ❖ **Households that Have a Need for Park and Recreation Facilities:** Sixty-two percent (62% or 14,833 households) indicated a need for *indoor fitness and exercise facilities*. Other most needed facilities include: Playgrounds (51% or 12,357 households), indoor walking and running track (50% or 11,948 households), outdoor swimming activities/pools (48% or 11,563), and Indoor swimming activities/pools ((45% or 10,746 households).
- ❖ **Parks and Recreation Facilities that Are Most Important to Households:** Based on the sum of respondent households’ top four choices, (38%) indicated *indoor fitness and exercise facilities* as the most important. Other most important facilities include: Playgrounds (29%), fishing areas (21%), and an off-leash dog park (21%).
- ❖ **Development Guidelines that are the Most Important in Planning and Developing Parks in Franklin:** Based on the sum of respondent households’ top two choices, 81% indicated that *conservation of park resources* was the most important. Other most important development guidelines include: Preservation of park resources (52%) and recreational development (43%).
- ❖ **Respondent Households Level of Support for Actions that Franklin Parks & Recreation Department Could Take to Improve the Park System:** Based on the percentage of respondents who indicated that they were “very supportive” or “somewhat supportive,” 90% indicated that they were supportive of the City of Franklin Parks and Recreation Department to *develop new walking, hiking, and biking trails*. Other similar levels of support include: Finish the multi-use trail along Harpether River (83%), enhance community parks through upgraded and new recreation amenities (80%), and upgrade playgrounds and amenities in existing parks (78%).

- ❖ **Items Respondent Households Indicated as the Most Important for the City of Franklin Parks & Recreation Department to Develop:** Based on the sum of respondent households top three choices, 57% indicated that the most important item for the City of Franklin Parks and Recreation Department to *develop new walking, hiking, and biking trails*. Other most important items include: Finish developing the trail along Harpeth River (37%), enhance community parks through upgraded and new recreation amenities (29%), upgrade playgrounds and amenities in existing parks (27%), and develop a bicentennial park in Downton Franklin (26%).

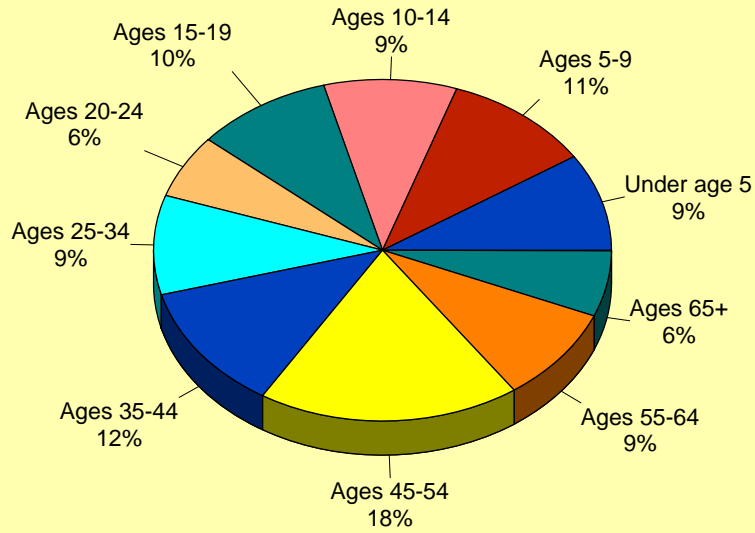
- ❖ **How Respondent Households Would Allocated \$100 if Available for City of Franklin Parks, Trails, Sports, and Recreation Facilities:** Respondents would allocated the majority of the money to both acquisition and development of walking and biking trails (\$30.00) and improvements and maintenance of existing parks, pools, and recreation facilities (\$29.00). Respondents would allocated the remaining funds in the following manner: Acquisition of new parkland and open space (\$18.00), development of new indoor facilities (\$14.00), construction of new sports fields (\$7.00), and other means (\$2.00).

- ❖ **How Willing Respondent Households are to Pay Some Increase in Taxes to Fund the Types of Parks, Trails, Recreation, and Sports Facilities that Are the Most Important to their Household:** Forty percent (40%) of respondent households indicated that they are *somewhat willing* to pay some increase in taxes to fund the types of parks, trails, recreation, and sports facilities that are the most important to their households. Other levels of willingness include: Not sure (28%), not willing (17%), and very willing (15%).

- ❖ **Respondent Household Satisfaction with the Overall Value their Household Receives from the City of Franklin Parks & Recreation Department:** Forty-four percent (44%) indicated that they were *somewhat satisfied* with the overall value their households received from the City of Franklin Parks and Recreation Department. Other ratings include: Very satisfied (40%), neutral (13%), and somewhat dissatisfied (3%).

Q1. Number of People Living in Respondent Households

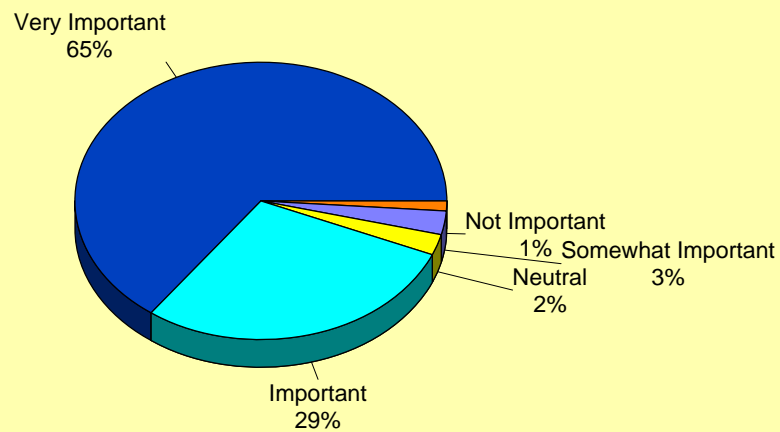
by percentage of respondents



Source: Leisure Vision/ETC Institute for the City of Franklin (January 2014)

Q2. How Respondent Households Rate the Importance of Parks, Recreation Services, and Open Space to the Quality of Life in the City of Franklin

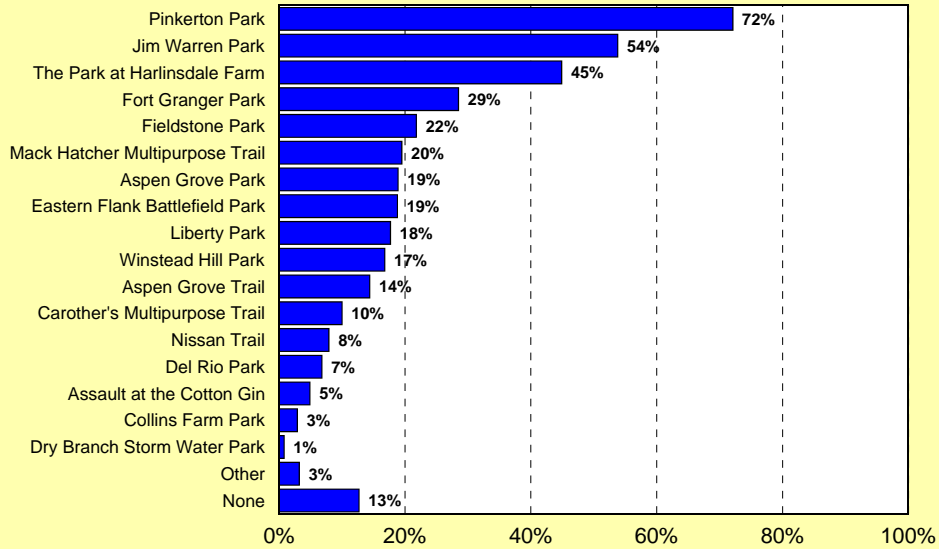
by percentage of respondents (excluding don't know)



Source: Leisure Vision/ETC Institute for the City of Franklin (January 2014)

Q3. City of Franklin Parks & Recreation Locations Respondent Households Have Visited During the Past 12 Months

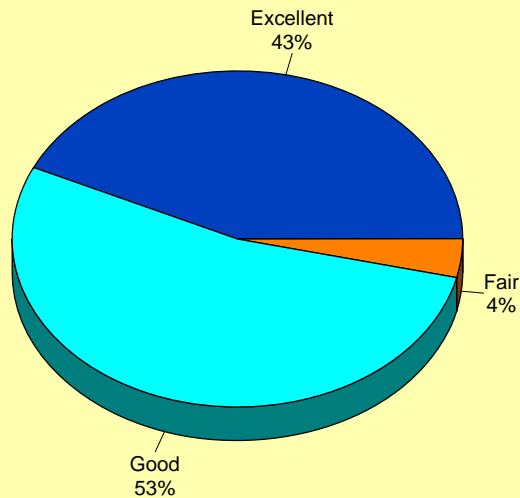
by percentage of respondents (multiple selections possible)



Source: Leisure Vision/ETC Institute for the City of Franklin (January 2014)

Q3a. How Respondent Households Rate the Overall Physical Condition of ALL City of Franklin Parks & Recreation Locations they Have Visited

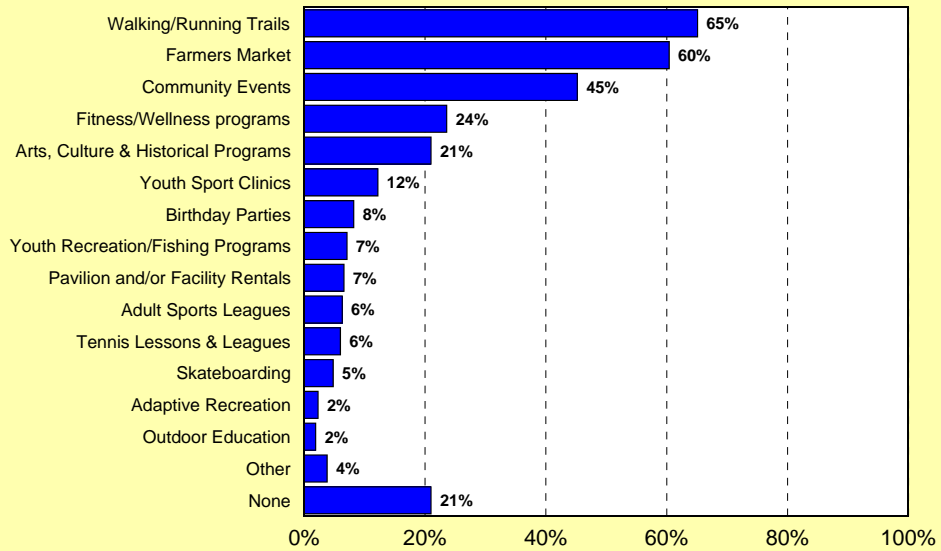
by percentage of respondents (who visited over the past 12 months; excluding don't know)



Source: Leisure Vision/ETC Institute for the City of Franklin (January 2014)

Q4. Programs or Activities of the City of Franklin Parks & Recreation Department that Respondent Households Have Participated in During the Past 12 Months

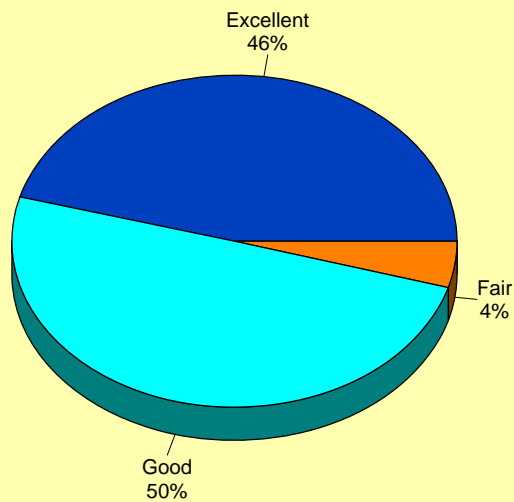
by percentage of respondents (multiple selections possible)



Source: Leisure Vision/ETC Institute for the City of Franklin (January 2014)

Q4a. How Respondent Households Rate the Overall Quality of ALL City of Franklin Parks & Recreation Programs they Have Participated in

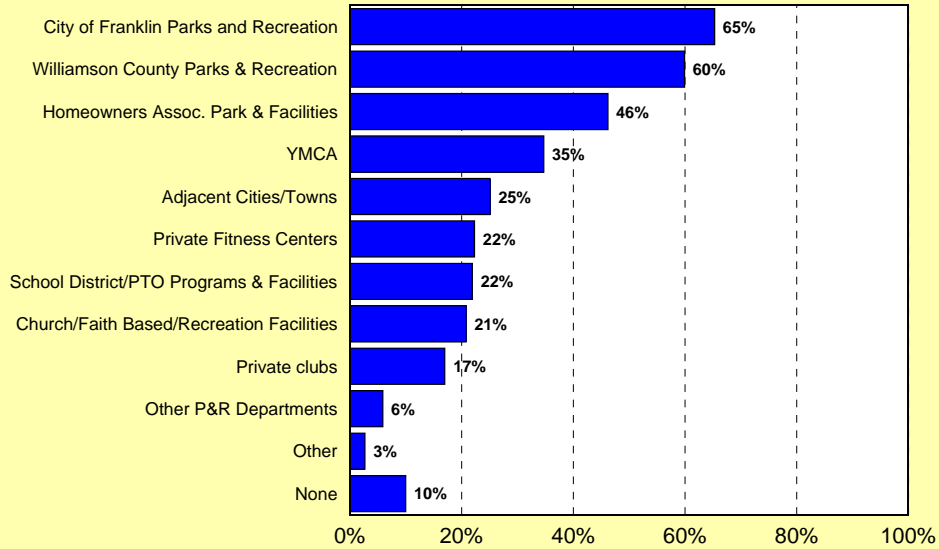
by percentage of respondents (who participated over the past 12 months; excluding don't know)



Source: Leisure Vision/ETC Institute for the City of Franklin (January 2014)

Q5. Service Providers that Respondent Households Have Used for Indoor and Outdoor Recreation Activities During the Last 12 Months

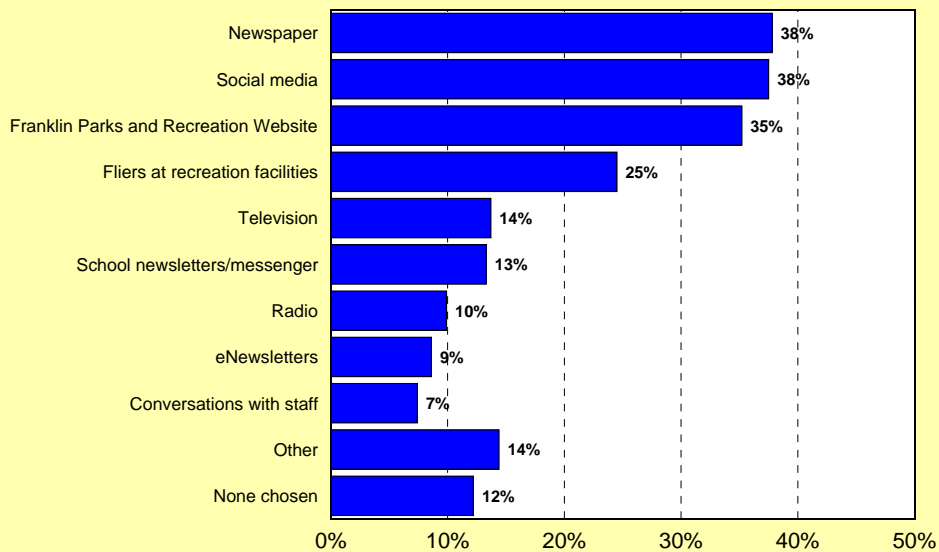
by percentage of respondents (multiple selections possible)



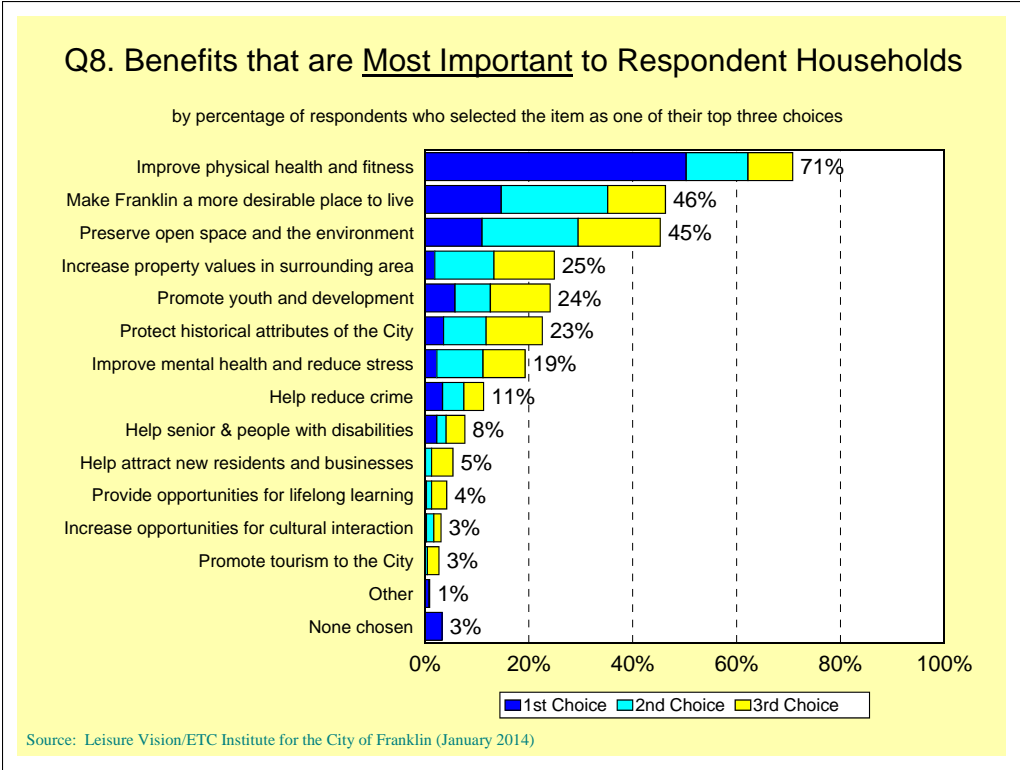
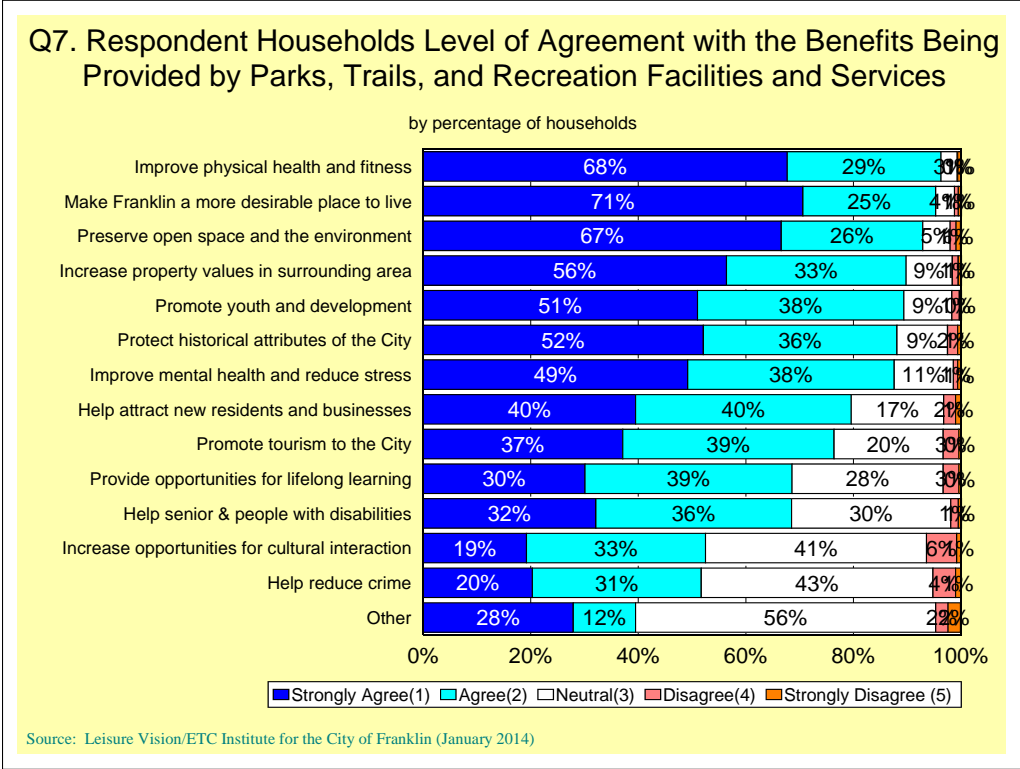
Source: Leisure Vision/ETC Institute for the City of Franklin (January 2014)

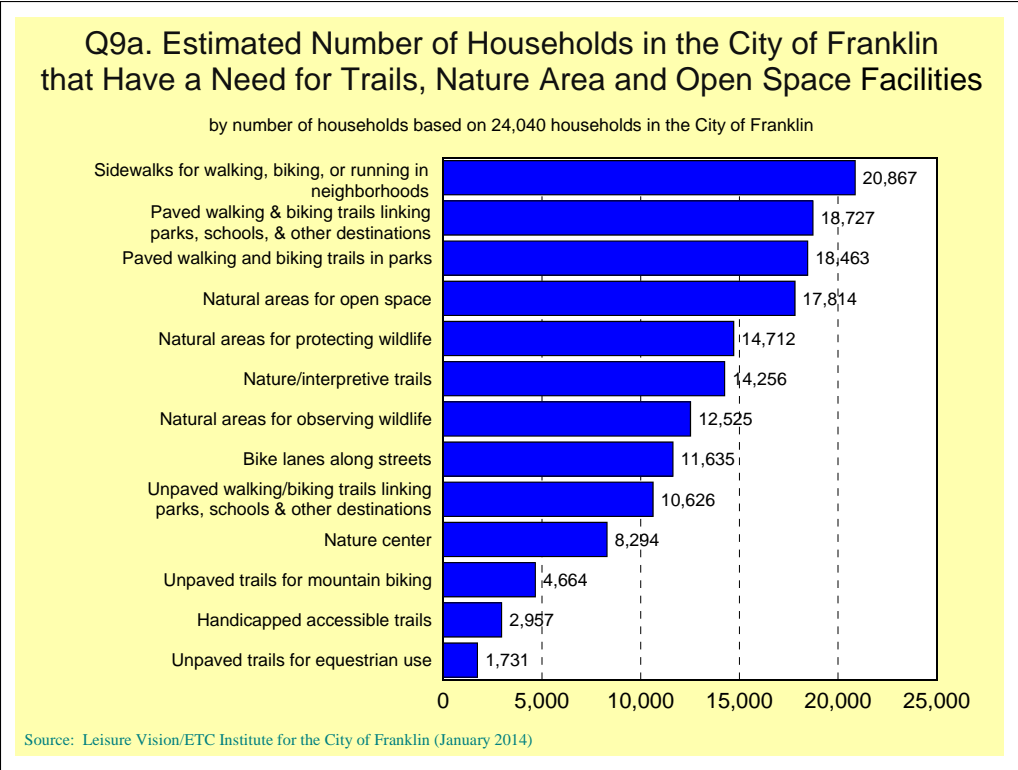
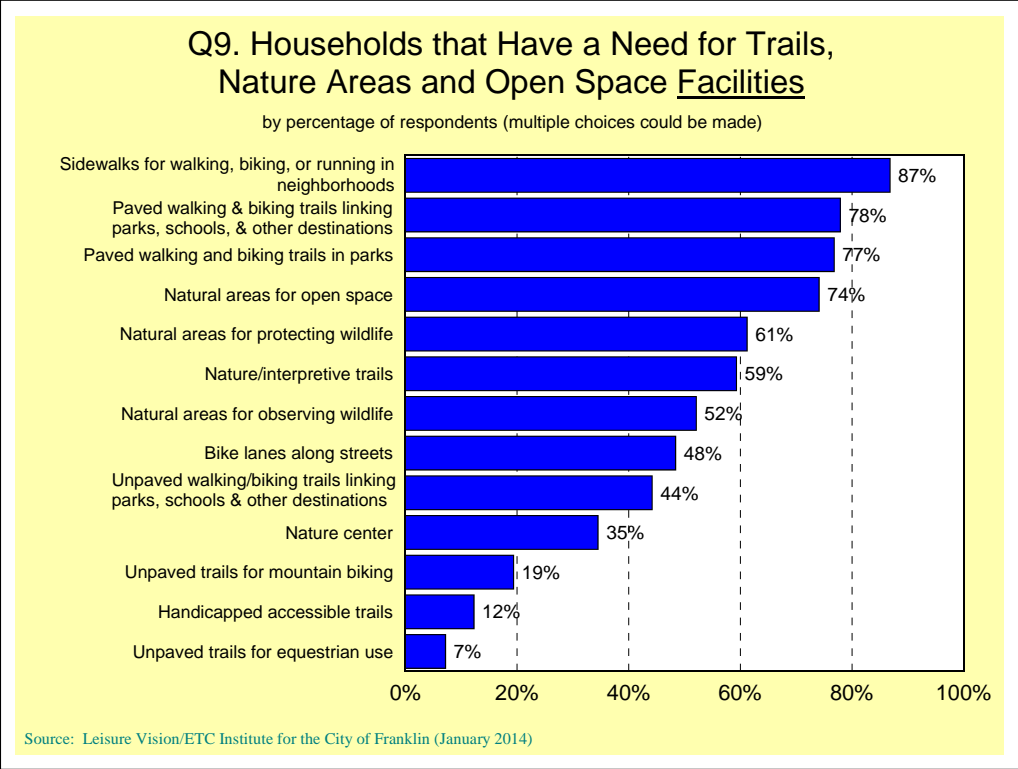
Q6. Ways Respondent Households Currently Learn About Franklin Parks & Recreation Programs and Activities

by percentage of respondents (multiple selections possible)



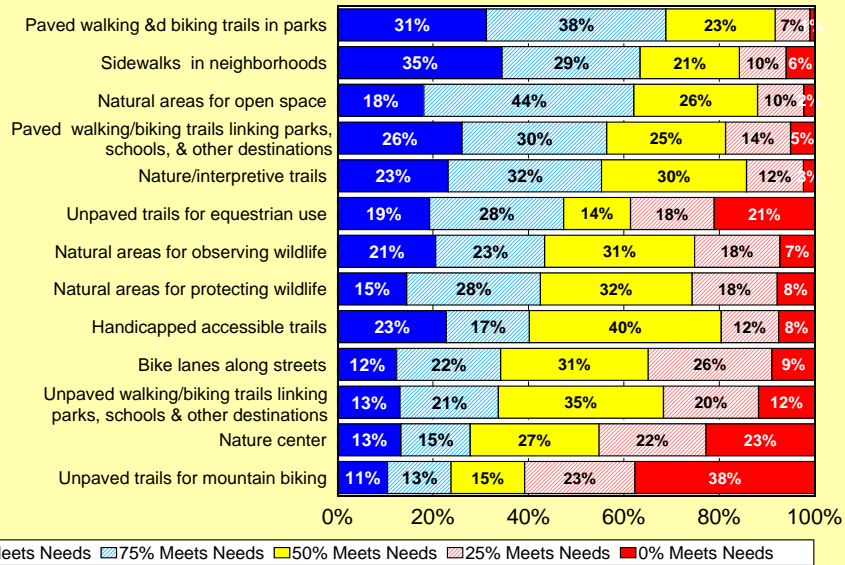
Source: Leisure Vision/ETC Institute for the City of Franklin (January 2014)





Q9b. How Well Trails, Nature Areas and Open Space Facilities in the City of Franklin Meet the Needs of Households

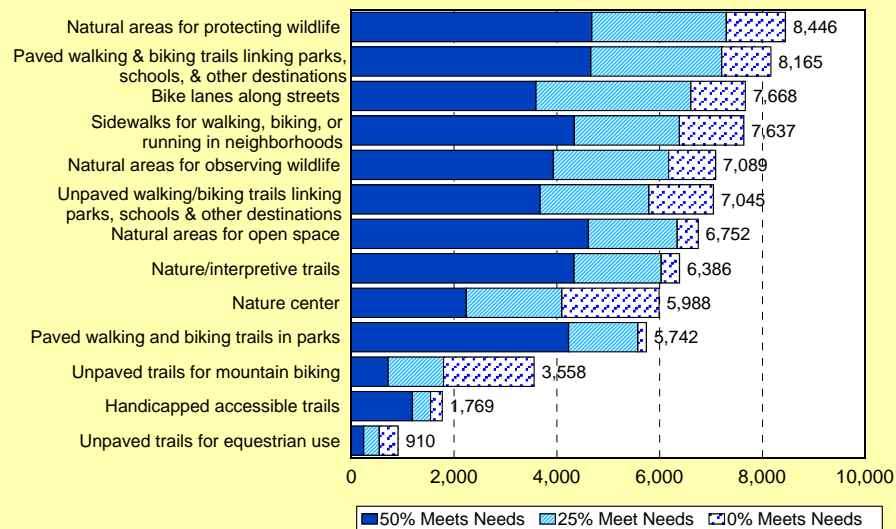
by percentage of households that have a need for programs



Source: Leisure Vision/ETC Institute for the City of Franklin (January 2014)

Q9c. Estimated Number of Households in the City of Franklin Whose Needs for Trails, Nature Areas and Open Space Facilities Are Only Being 50% Met or Less

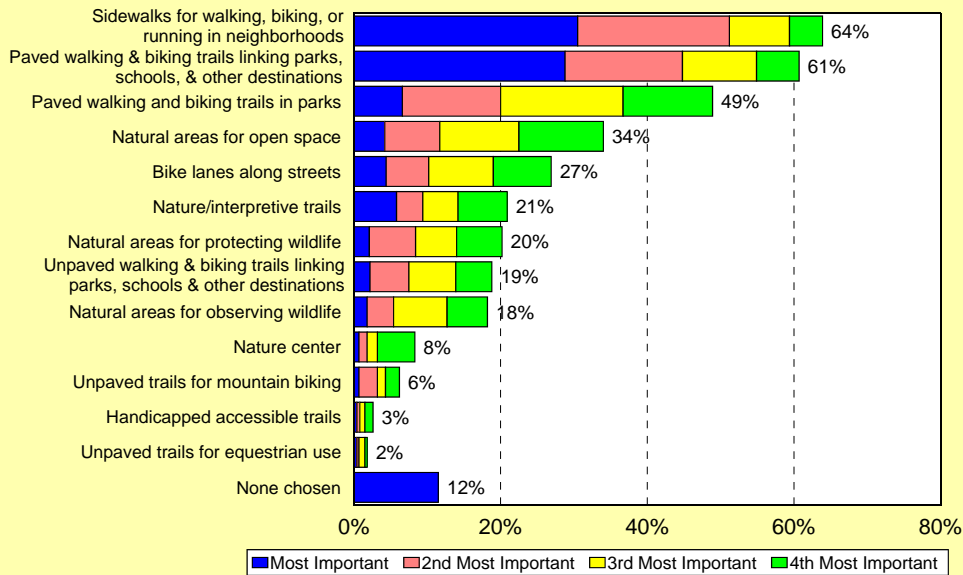
by number of households based on 24,040 households in the City of Franklin



Source: Leisure Vision/ETC Institute for the City of Franklin (January 2014)

Q10. Trails, Nature Areas and Open Space Facilities that Are Most Important to Households

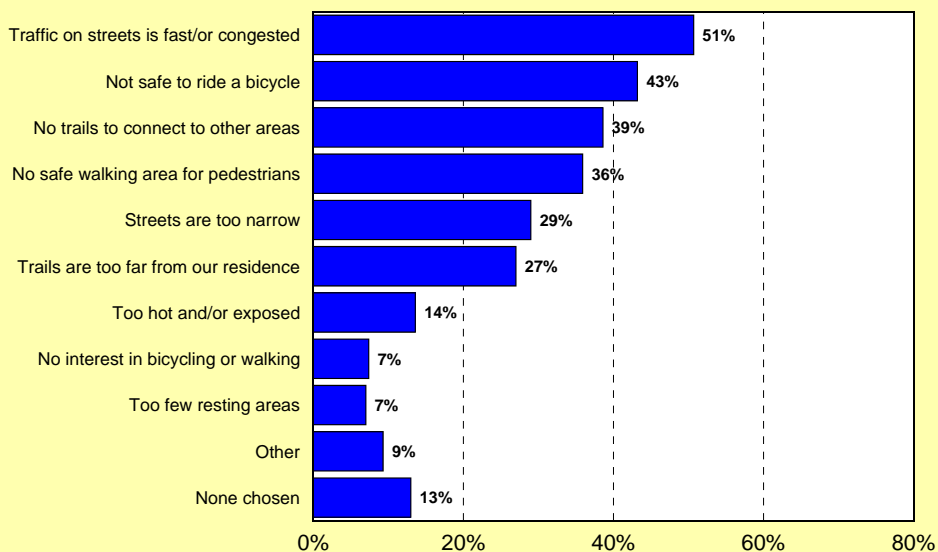
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute for the City of Franklin (January 2014)

Q11. Reasons that Prevent Respondent Households from Walking or Riding Bicycles in the City of Franklin More Often

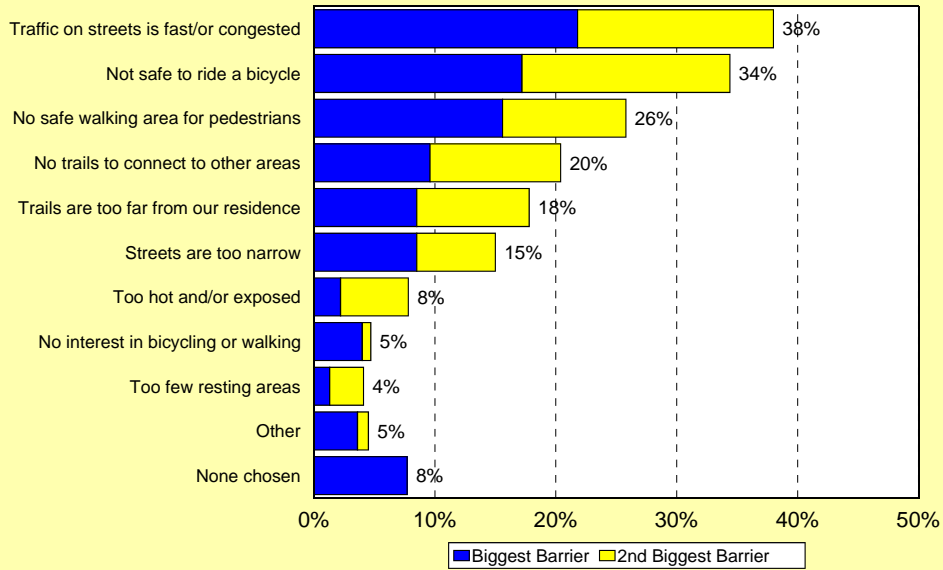
by percentage of respondents (multiple selections possible)



Source: Leisure Vision/ETC Institute for the City of Franklin (January 2014)

Q12. Biggest Barriers to Respondent Households not Walking or Riding Bicycles More Often in the City of Franklin

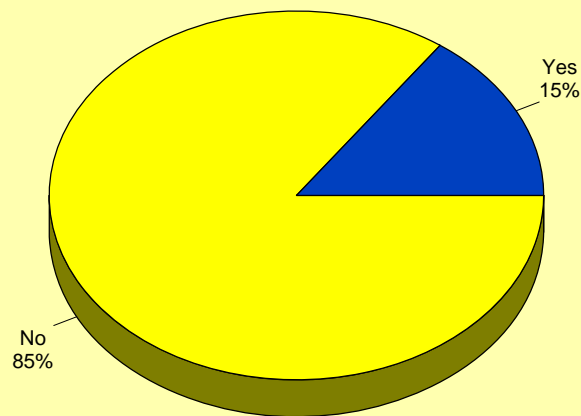
by percentage of respondents who selected the item as one of their top two choices



Source: Leisure Vision/ETC Institute for the City of Franklin (January 2014)

Q13. Are You Aware that the City of Franklin is Working with Other Communities in the Area to Plan a Regional System of Trails and Open Space for Walking, Biking, and Horseback Riding, and to Protect Plant and Animal Habitat?

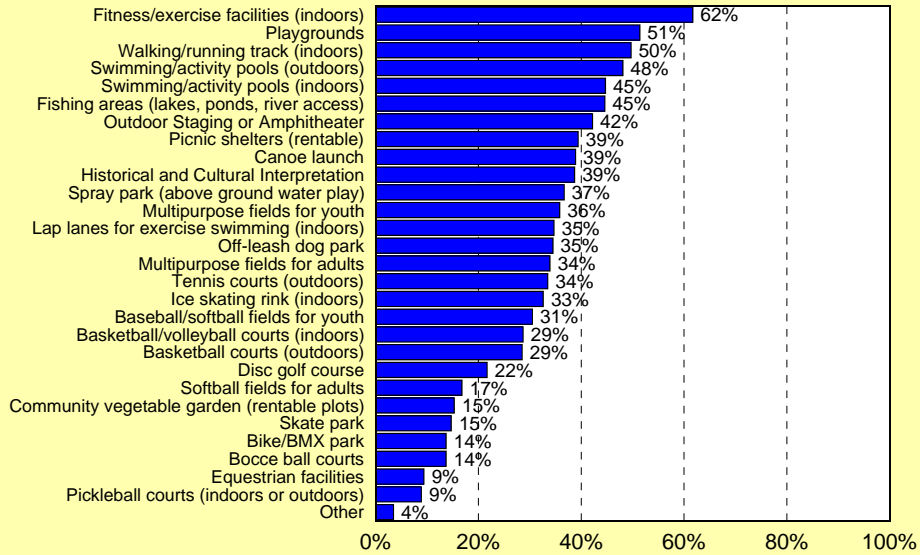
by percentage of respondents (without don't know)



Source: Leisure Vision/ETC Institute for the City of Franklin (January 2014)

Q14. Households that Have a Need for Park and Recreation Facilities

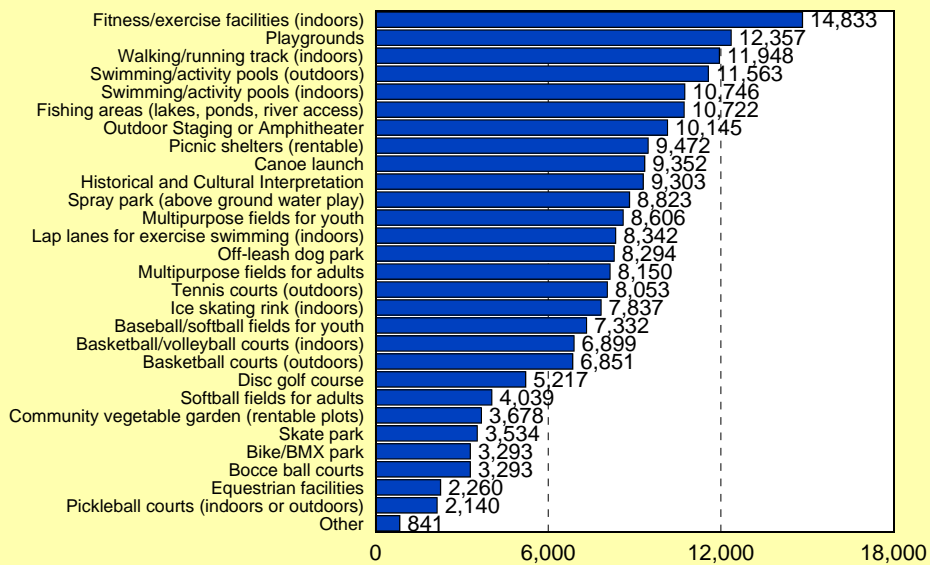
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute for the City of Franklin (January 2014)

Q9a. Estimated Number of Households in the City of Franklin that Have a Need for Parks and Recreation Facilities

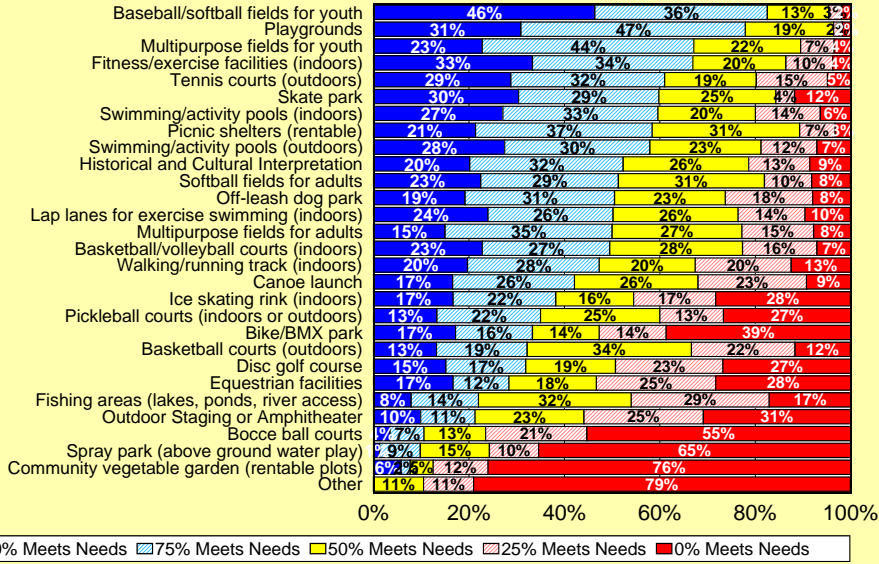
by number of households based on 24,040 households in the City of Franklin



Source: Leisure Vision/ETC Institute for the City of Franklin (January 2014)

Q9b. How Well Parks and Recreation Facilities in the City of Franklin Meet the Needs of Households

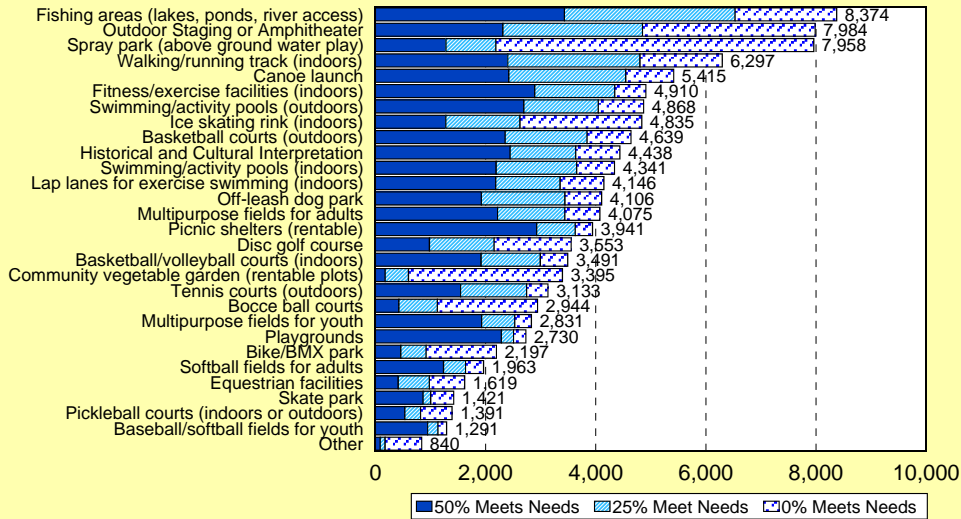
by percentage of households that have a need for programs



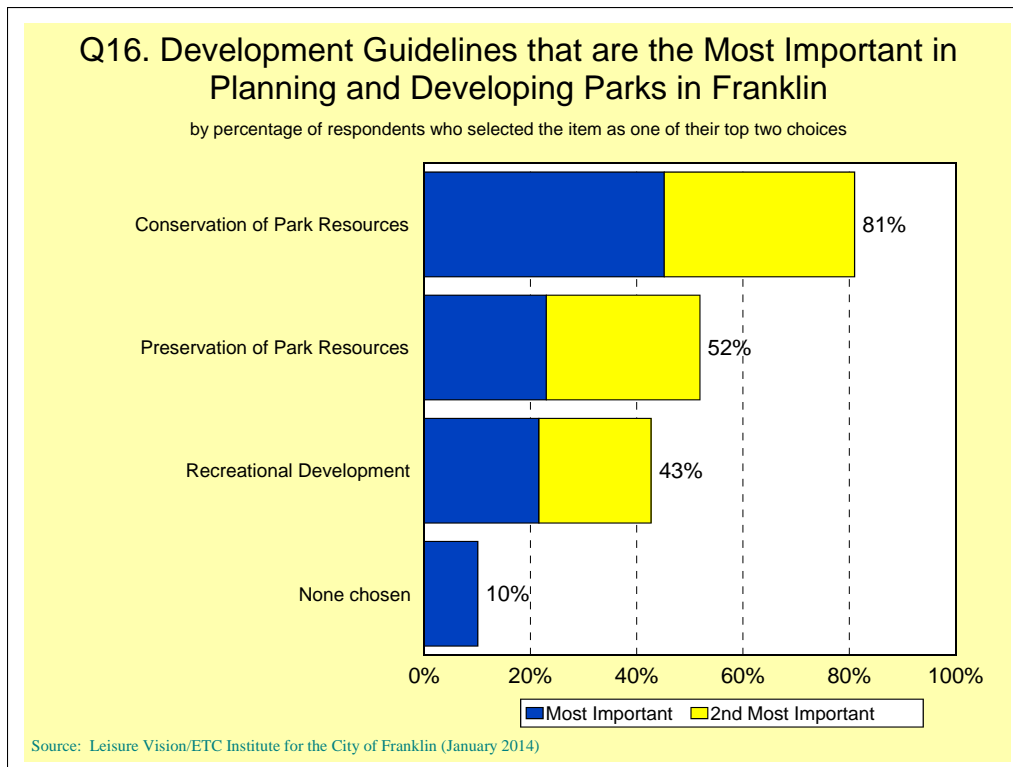
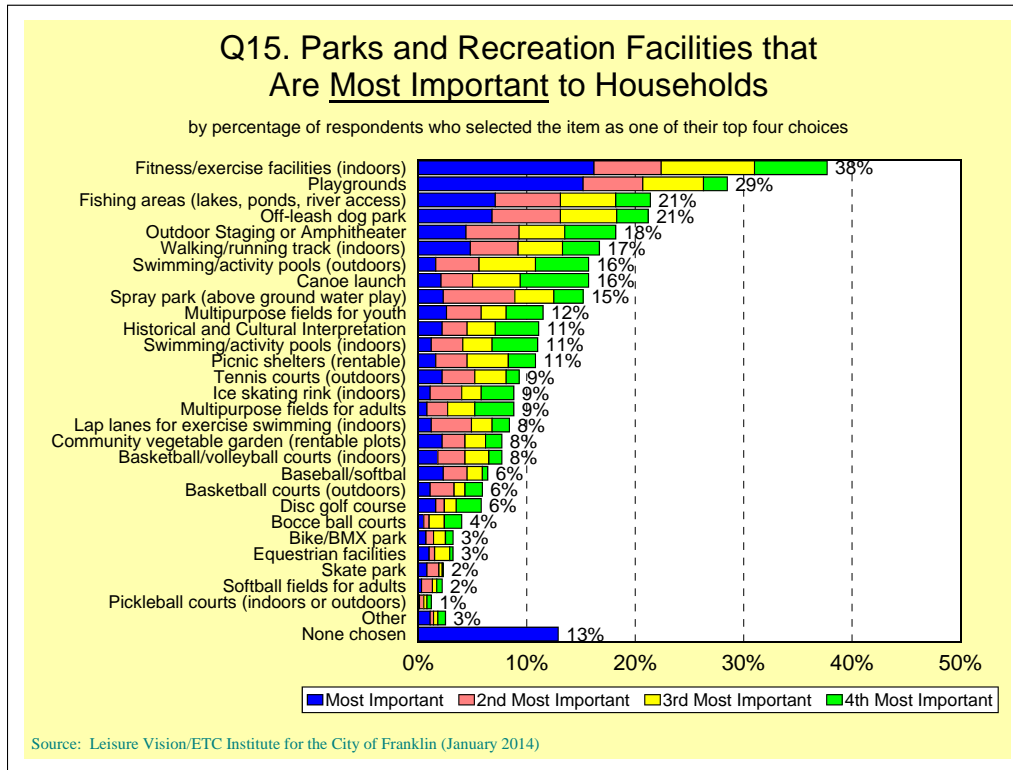
Source: Leisure Vision/ETC Institute for the City of Franklin (January 2014)

Q9c. Estimated Number of Households in the City of Franklin Whose Needs for Parks and Recreation Facilities Are Only Being 50% Met or Less

by number of households based on 24,040 households in the City of Franklin

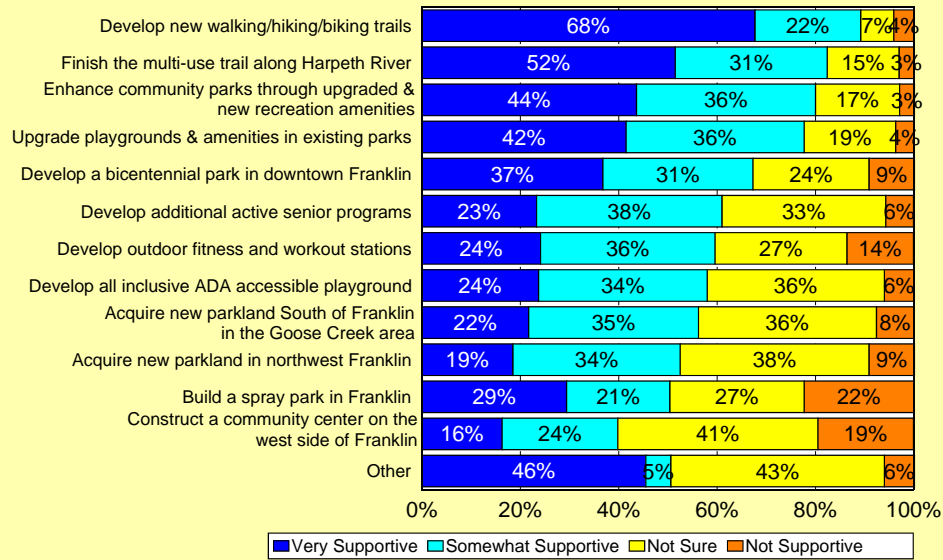


Source: Leisure Vision/ETC Institute for the City of Franklin (January 2014)



Q17. Respondent Households Level of Support for Actions that Franklin Parks & Recreation Department Could Take to Improve the Park System

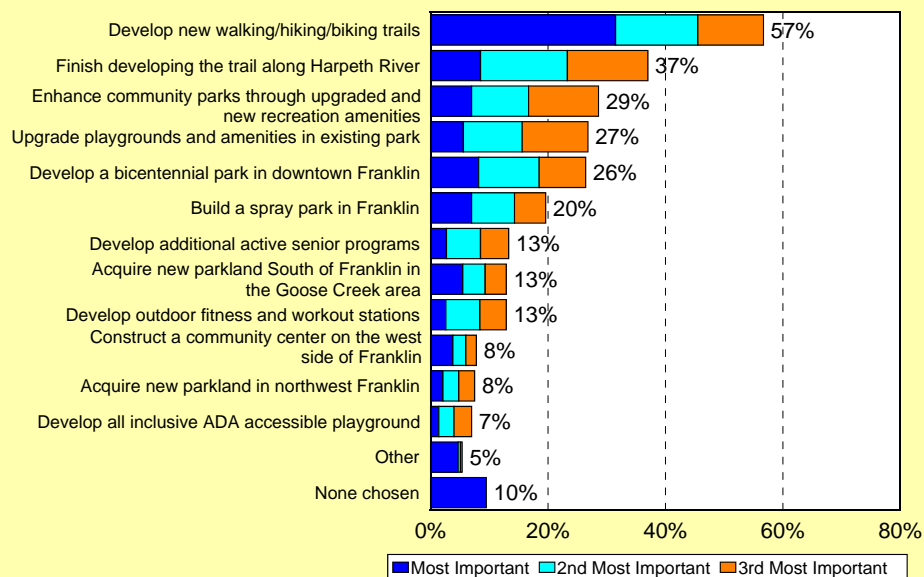
by percentage of households (excluding don't know)



Source: Leisure Vision/ETC Institute for the City of Franklin (January 2014)

Q18. Items Respondent Households Indicated as the Most Important for the City of Franklin Parks & Recreation Department to Develop

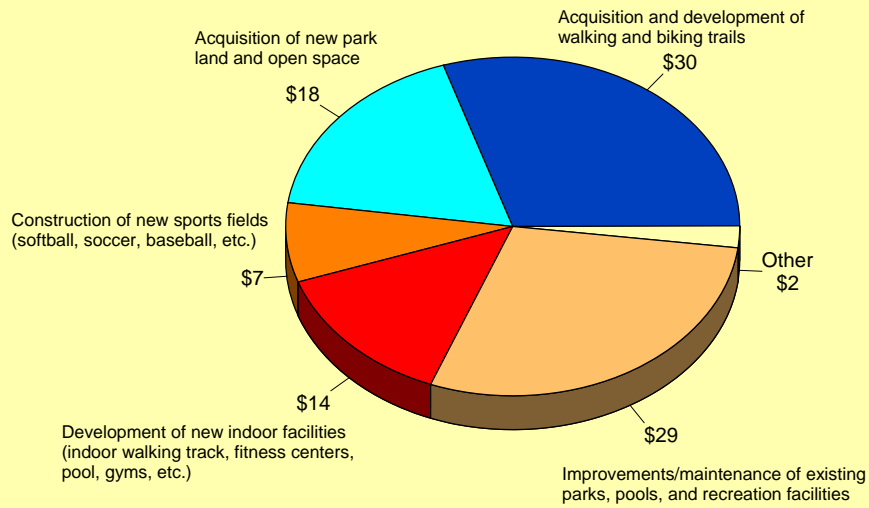
by percentage of respondents who selected the item as one of their top three choices



Source: Leisure Vision/ETC Institute for the City of Franklin (January 2014)

Q19. How Respondent Households Would Allocated \$100 if Available for City of Franklin Parks, Trails, Sports, and Recreation Facilities

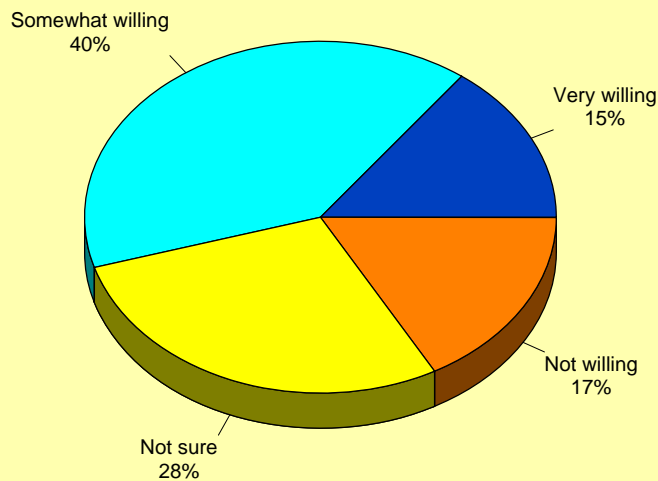
by percentage of respondents



Source: Leisure Vision/ETC Institute for the City of Franklin (January 2014)

Q20. How Willing Respondent Households are to Pay Some Increase in Taxes to Fund the Types of Parks, Trails, Recreation, and Sports Facilities that Are the Most Important to their Household

by percentage of respondents (excluding not provided)

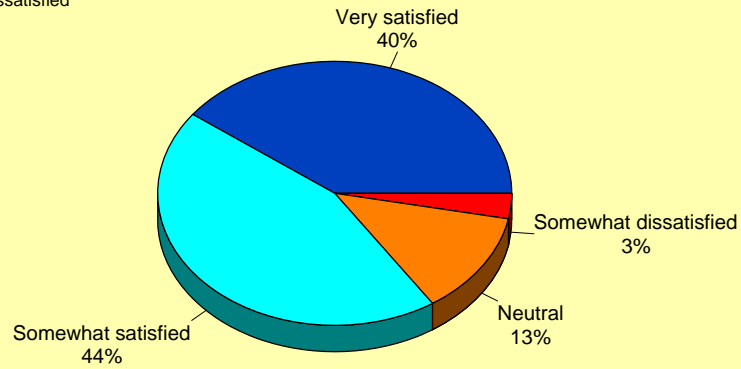


Source: Leisure Vision/ETC Institute for the City of Franklin (January 2014)

Q21. Respondent Household Satisfaction with the Overall Value their Household Receives from the City of Franklin Parks & Recreation Department

by percentage of respondents (excluding don't know)

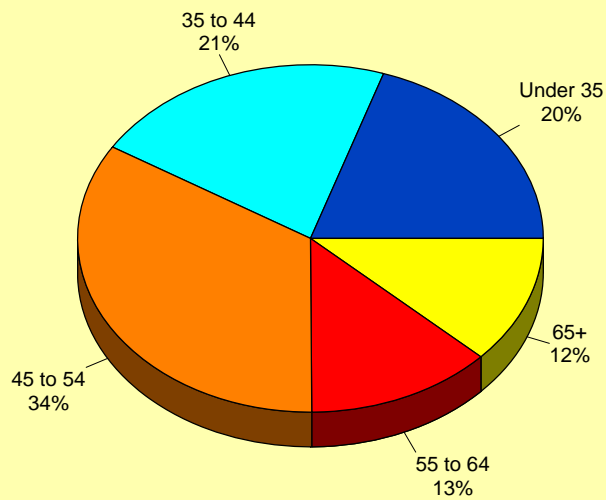
Less than 1% indicated
Very Dissatisfied



Source: Leisure Vision/ETC Institute for the City of Franklin (January 2014)

Q22. Demographics: Age of Respondent

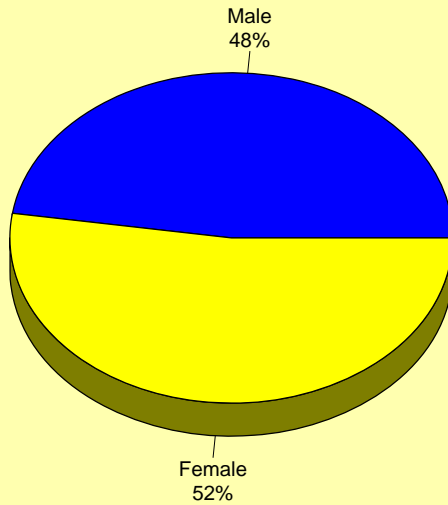
by percentage of respondents



Source: Leisure Vision/ETC Institute for the City of Franklin (January 2014)

Q23. Demographics: Gender of Respondent

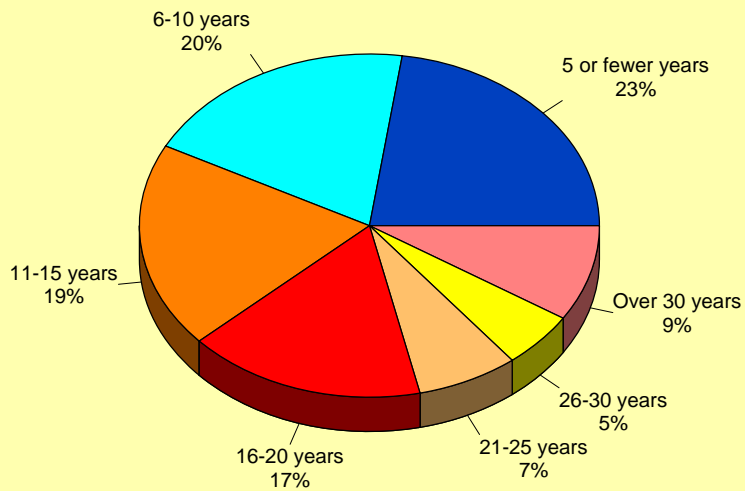
by percentage of respondents



Source: Leisure Vision/ETC Institute for the City of Franklin (January 2014)

Q24. Demographics: Years Lived in the City of Franklin

by percentage of respondents (without not provided)



Source: Leisure Vision/ETC Institute for the City of Franklin (January 2014)