## Fort Bend County Parks Master Plan Update 2015



































## **Community Survey**

March 2015

#### **PREPARED FOR:**

Knudson, LP 8588 Katy Freeway, Suite 441 Houston, TX 77081



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## **Introduction and Key Findings**

This report summarizes the process and results of a survey of Fort Bend County residents conducted during autumn / winter 2014-15. The survey was intended by Fort Bend County officials to be an indicator of current park and recreation facility usage and preferences to guide future investment. This research will inform an update to the County's Parks Master Plan to be performed by Knudson, LP during 2015.

The survey extensively mirrored a previous survey done for Fort Bend County by CDS for the Parks Master Plan work performed in 2007. Changes to the survey instrument content resulted largely from updating questions about specific parks and potential projects to reflect current situations – past projects may have been completed since the previous survey, and new potential projects may be under contemplation now that were not yet in 2007.

#### **Survey Process and Sampling**

The City, after considering its survey deployment options, elected to deploy the survey primarily through online access. CDS utilized the online service SurveyMonkey to build and deploy the survey. The City also made printed a printed version available to those who preferred to take the survey in that manner; however, all responses to the survey came through the online version. This printed version is attached as an Appendix to this report.

County officials were primarily interested in the parks usage patterns and preferences of their own constituents. Therefore, CDS filtered the response data to include only respondents who indicated that they are Fort Bend County residents. This results in a total respondent sample count of 190. Not every respondent answered every question, so many questions have a smaller sample size. Generally, every defined-response question (as opposed to open-end questions) had at least 100 completions if it was not self-filtering (eligible for input from all

respondents and also not part of any internal skips based on a previous response).

Given that the eligible respondent population (Fort Bend County residents age 18 and over) was estimated to be 467,306 as of 2013 per the U.S. Bureau of the Census (1-Year American Community Survey), and the sample size of 190, a margin of error at the 95% confidence level is estimated to be approximately +/- 7.1% for questions with an evenly split response result. At this level of statistical precision, the survey results presented herein should be used as general indicators of opinion, not exact measurements of constituent sentiment. Users of survey output should look for results that are strongly favored toward one side of a potential outcome to assess whether to characterize Fort Bend County citizens as favoring one side or another. For questions where multiple options could be selected as opposed to discrete opinions on a single topic, users should look for order-of-magnitude differences (for example, if 70% of respondents described one option as "important" versus another option where just 45% of respondents described it thus).

Also, because it is difficult or impossible to apply survey sampling quotas during an online survey deployment such as was conducted for this effort, the respondent base is not necessarily representative of the Fort Bend County resident population when measured against various demographic variables. Instances of under- or over-representation for certain demographic groups are identified later in this report.

#### **Major Findings**

After reviewing survey responses, including the responses to the openend questions included in the survey (*see Appendix A*), certain key findings emerged.

#### Sampling

The respondent sample somewhat over-represented the following groups compared to Fort Bend County's demographic profile:



- Central Fort Bend County (vs. northern or eastern portions of the County)
- 55 to 64 year olds
- Multiple-person households
- Household incomes over \$100,000
- Homeowners (vs. renters)
- White non-Hispanic persons

#### **Planning Issues and Topics**

Regarding opinions on current park facilities, potential projects, and park and recreation policy initiatives, some key findings from the current survey include:

- Respondents were more frequent visitors to Fort Bend County parks than in previous editions of the survey
- While walking trails remain very popular as in past surveys, basic facilities such as restrooms, benches, and meeting rooms were more prominently used facilities in the current survey sample.
- There is a high rate of patronage to other local parks provided by utility districts, neighborhood associations, and incorporated cities.
- Respondents have a generally favorable opinion of the County's outdoor parks facilities, but many lack familiarity with the indoor park facilities. The share of respondents who report concern over security issues remains relatively low.
- Enhancing the County Fairgrounds and extending the Brazos
  River Corridor Park are the most favored potential investment
  projects. Respondents exhibited a high willingness to pay extra
  to help fund projects, especially through a ½ cent additional
  property tax.



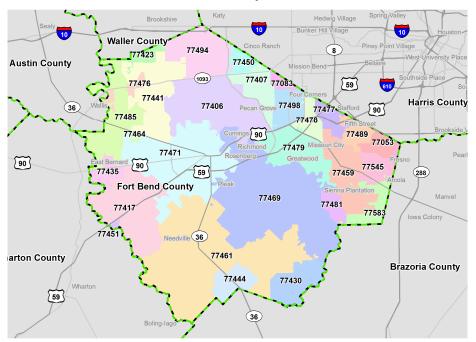
## **Geographic Distribution of Respondents**

#### **ZIP Code and Community**

The survey respondents were not evenly distributed across Fort Bend County. Respondents were asked to enter their community and their ZIP codes. As shown in the chart to the right, ZIP codes in central Fort Bend County registered a higher rate of response. Areas at the northern and eastern ends of the County, though reasonably well populated, had relatively low response rates.

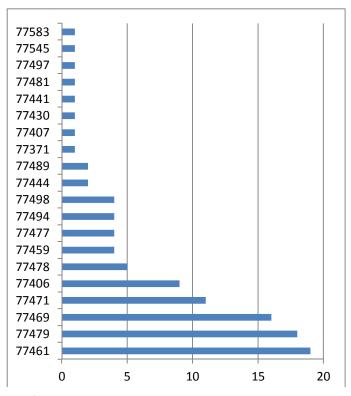
The survey also asked respondents to provide other geographic information to the extent that they were comfortable doing so. One question asked them to provide the name of their community. The

#### **Fort Bend County ZIP Codes**



#### **Respondent ZIP Codes**

106 Responses Total



results of this question, which received 158 responses, are listed in the table on the next page.

The conclusion of the survey provided other opportunities for respondents to give their residential location. Options included providing the respondent's address, MUD or water supply district, subdivision, and / or rural intersection. For each one, responses tallied under 40, which is not sufficient for reporting purposes. CDS can make anonymous tallies available upon request.



#### **Respondent Communities**

158 Responses Total

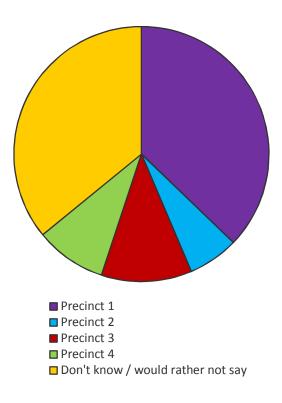
7			
Arcola	1	Needville	19
Barrington place	2	New Territory	1
Beasley	4	Oaks of Rosenberg	3
Booth	1	Pecan Grove	3
Cambridge Village	1	Pleak	3
Cinco Ranch	3	Richmond	12
Clodine	1	Ridgemont	1
Commonwealth	3	River Park	2
Covington Woods	1	Riverstone	1
Crescent Lakes	1	Rosenberg	19
Fairchilds	8	Settlers Park	1
Firethorne	1	Sienna Plantation	1
First Colony	4	Stafford	5
Foster	1	Sugar Land	17
Fulshear	1	Sugar Mill	2
Greatwood	4	Sunrise Meadow	2
Greenwood	1	Tara	4
Guy	2	Teal Run	1
Katy	2	Telfair	8
Lakefield	2	Thompsons	1
Long Meadow Farms	1	Trestles	1
Meadows Place	1	Waterside Estates	1
Missouri City	4		

#### **Commissioner Precincts**

The survey asked respondents which Commissioner Precinct they lived in. A total of 78 respondents completed this question; the results are in the chart below. Over one-third of those who completed this question did not know which precinct they live in. Of those that did, by far the most stated Precinct 1.

#### **Commissioner Precinct of Respondent**

78 Responses Total



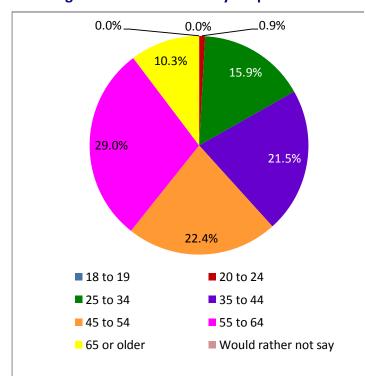


## **Demographic Profile of Respondents**

Respondents provided selected demographic information on themselves and their households near the conclusion of their sessions. This information can serve two purposes:

- To allow filtering (cross-tabulation) of survey results using selected demographic variables
- To examine how closely the survey sample resembled the demographic makeup of Fort Bend County

#### **Age Distribution of Survey Respondents**



#### **Age of Respondents**

The survey sample, depicted in the chart at left, showed a broad distribution of the population aged 25 and older. Compared to the

most recent estimates by the U.S. Census Bureau (2013 American Community Survey or ACS), the sample had reasonably similar representation across age groups except having no respondents at all who identified themselves in the 18-19 age group and a significant overrepresentation of 55 to 64 year olds. The estimated age distribution of the adult population for Fort Bend County from the Census Bureau's American Community Survey (ACS) is provided in the table below for comparison.

# Length of Residence in Fort Bend County

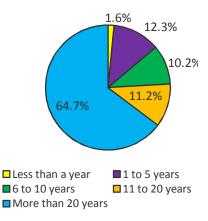
Of the 187respondents who completed this question, nearly two-thirds have resided in Fort Bend County for at least 20 years.

Age Distribution of Fort Bend County

	Share of
Aca Craus	Population
Age Group	Age 18+
18 to 19	3.5%
20 to 24	8.3%
25 to 34	17.4%
35 to 44	21.4%
45 to 54	20.4%
55 to 64	16.6%
65 or older	12.4%

Source: U.S. Census Bureau, 1-Year American Community Survey 2013

## Length of Residence in Fort Bend County





#### Gender

The survey sample produced a sample skewed slightly toward females, with 54.7% of resondents (of the 106 who completed the question).

#### **Household Size and Families**

The survey sample asked for information on the number of adults over age 18 and children in the respondents' households. Respondents from two-adult households dominated the respondent sample, accounting for about 60% of all respondents for this question. The survey sample underrepresented 1-person households compared to the 2013 ACS (11.9% of the sample versus 16.1% of County households).

Approximately half of the sample, 49.5%, did not have children in the household. According to the ACS, 53.5% of households in Fort Bend County are childless, so the sample slightly under-represents childless households.

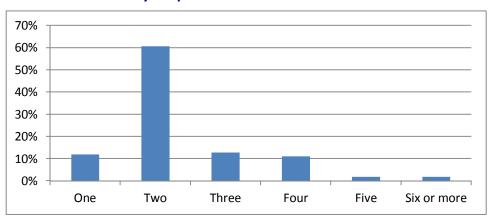
A comparison of the key household characteristics in the respondent sample with the 2013 ACS is in the table below.

# Comparison of Household Characteristics: Survey Sample and Fort Bend County ACS

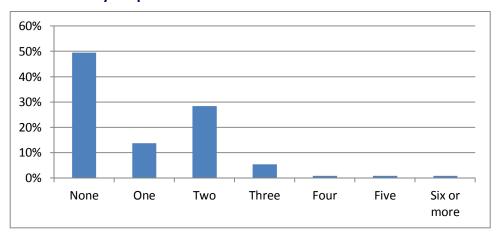
Characteristic	Survey Sample	1-Year 2013 ACS
1 person household	11.9%	16.1%
No children under 18	49.5%	53.5%

Source: U.S. Census Bureau, 1-Year American Community Survey 2013; CDS Market Research

#### Survey Respondents - Adults in Household



#### Survey Respondents - Number of Children in Household





#### **Household Income**

Though nearly a third of those answering this question opted against providing information, the survey results clearly show a skew toward higher-income households. Over a third of those answering the question stated a household income in excess of \$150,000.

The comparison between the survey sample (adjusted to reflect the shares of respondents who actually provided household income information) and the 1-Year 2013 ACS is provided in the table below. This data indicates that the survey sample was substantially under-represented in households making below \$50,000 per year, and over-represented in the highest income ranges, especially in households making over \$100,000.

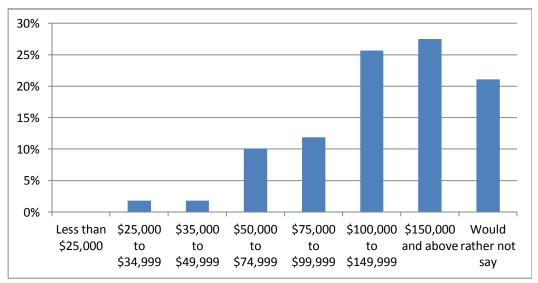
# Comparison of Household Income: Survey Sample and Fort Bend County ACS

Excluding "Would Rather Not Say"

HH Income Range	Survey Sample	1-Year 2013 ACS
Less than \$25,000	0.0%	11.5%
\$25,000 to \$34,999	2.3%	6.0%
\$35,000 to \$49,999	2.3%	11.0%
\$50,000 to \$74,999	12.8%	14.8%
\$75,000 to \$99,999	15.1%	11.9%
\$100,000 to \$149,999	32.6%	20.0%
\$150,000 and above	34.9%	24.7%

Source: U.S. Census Bureau, 5-Year American Community Survey 2008-2012; CDS Market Research

#### Survey Respondents – Household Income



#### **Household Tenure (Owner / Renter)**

A survey question asked respondents whether they own or rent their homes. Over 90% of those who chose to reveal that information reported that they own their home. This compares with approximately 78% of households in Fort Bend County being owner-occupied as reported by the 1-Year 2013 ACS.

#### **Survey Respondents – Household Tenure**





### **Ethnicity**

Fort Bend County is known as one of the most ethnically diverse places in the United States, with strong representation from each of the four major ethnic groups – White non-Hispanic, Black / African-American, Hispanic / Latino, and Asian. However, the survey sample was very heavily skewed toward non-Hispanic Whites, with over twice their representation in the survey as estimated to be in County by the 2013 ACS. While of course all other ethnicities were thus heavily underrepresented, Asians in particular had a very small representation in the sample, at least of those respondents who reported their ethnicity.

A comparison of the survey responses with the 1-Year 2013 ACS for Fort Bend County is provided in the table below.

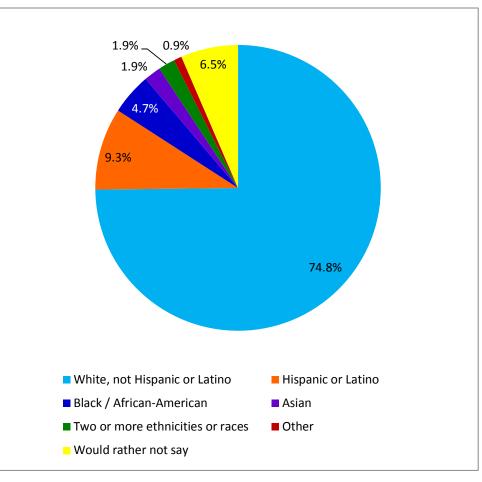
# Comparison of Ethnicity: Survey Sample and Fort Bend County ACS

Excluding "Other" or "Would Rather Not Say"

	Survey	1-Year
Ethnicity	Sample	2013 ACS
White, not Hispanic or Latino	80.8%	35.4%
Hispanic or Latino	10.1%	24.0%
Black / African-American	5.1%	20.4%
Asian	2.0%	18.1%
Two or more ethnicities or races	2.0%	1.8%

Source: U.S. Census Bureau, 5-Year American Community Survey 2008-2012; CDS Market Research

#### **Survey Respondents – Ethnicity**





## **County Park Usage Patterns**

#### **How Often Visited**

Respondents indicated a broad range of frequencies for visiting Fort Bend County Parks, with an approximately symmetrical distribution across the categories for the current survey. It appears from the sample (181 completions) that once a month is average, though 37.1% visit a County park more frequently.

This represents a shift from the results of previous surveys, when less frequent levels of visitation were more typical.

#### **Why Not Visited**

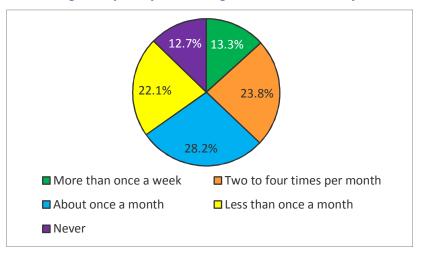
Respondents who never visit County parks (24 respondents) provided the following reasons for their lack of usage:

#### **Average Frequency of Visiting a Fort Bend County Park**

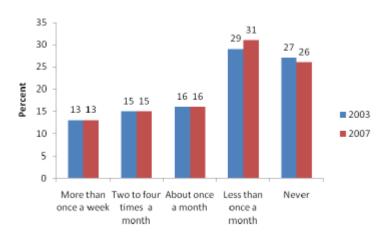
	% of
Reason	Responses
No facilities convenient to my home or work	41.7%
Don't offer the equipment or facilities that I want	0.0%
Equipment or facilities are old and need repair	0.0%
I don't have time	4.2%
Lack of parking	0.0%
I don't have transportation	0.0%
I don't feel safe	0.0%
I don't know anything about these park facilities	29.2%
I instead use other parks operated by a city or planned community (list below)	25.0%

Walking Trails, Playgrounds, Swimming Pool, Tennis Courts, Community Gym, Seabourne Creek, Duhacsek Park, Sugar Land Memorial (on University), Cullinan Park, Seabourne Creek Park, Sunset Park, Seabourne Creek Park, Memorial Park, Sugar Land (Dog Park), Greatwood Rec Facility, Cinco Ranch HOA trails, basketball court, playground

#### **Average Frequency of Visiting a Fort Bend County Park**



2003 - 2007



The reasons for not visiting have evolved since the previous surveys; lack of geographic convenience has replaced lack of time as the primary reason.

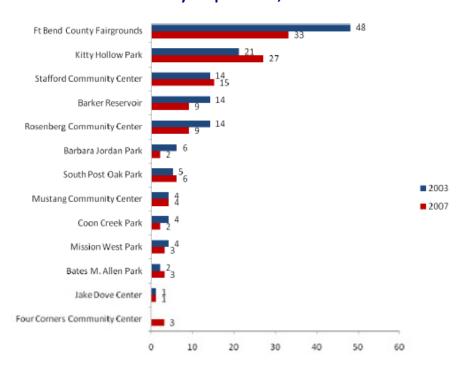


#### **Parks Visited**

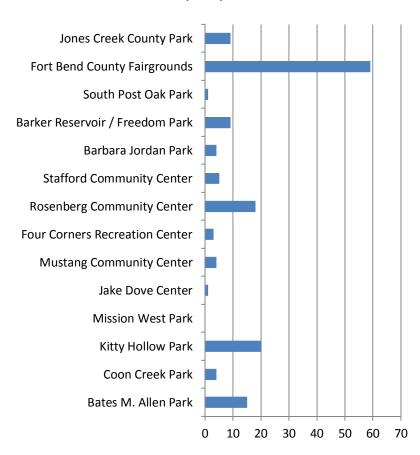
The Fort Bend County Fairgrounds were by far the most visited park facility of the respondents. Other popular parks included the Rosenberg Community Center, Kitty Hollow Park, and Bates M. Allen Park.

These findings were mostly similar to earlier surveys, though the Stafford Community Center was less popular in the current survey.

#### Parks Visited by Respondents, 2003 and 2007



#### Parks Visited by Respondents, 2014-15





#### **Activities at Parks**

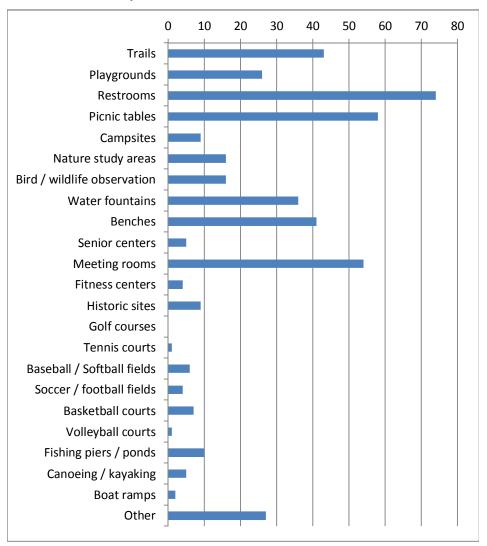
The use of trails, picnic tables, restrooms, and meeting rooms were the most commonly selected activities in which respondents partook in the current survey. Other activities not listed in the survey but provided by respondents are listed on the next page.

Restrooms are noted in the current survey as being much more frequently cited as a park use compared to 2007.

#### Acitivities by Respondents at Four Parks, 2007

Facilities and Activities	Kitty Hollow Park	Stafford Community Center	Barker Reservoir	Rosenberg Community Center
Trails	38%	7%	44%	8%
Picnic tables	38	16	22	15
Playground	29	11	15	12
Fishing piers	10	-	7	4
Baseball fields	5	7	4	8
Restrooms	4	-	4	4
Soccer or football	3	2	11	-
Basketball	3	4	4	4
Musical/concert	-	24	-	-
Park benches	-	7	4	-
Meeting rooms	-	9	-	23

#### Respondents' Activities at Parks, 2014-15





#### Other Activities Cited by Respondents 2014-15 (alphabetical order)

all the facilities at the county fair grounds

Animal barns

Arena at the Fairgrounds, George Barn

Barns at Fair

cattle barn, OD Tucker Arena, George Livestock Barn

county fair

**County Fair** 

County fair activities.

County Fair grounds

Cullinan Park-Sugar Land--Birding, butterflying, insect watching. Seabourne

Creek Nature Park--helping Master Naturalists improve the park.

Cycling. Oyster creek

Dog Park

Dog park

Dog Park!! Best thing ever.

Fair barns and mtg rooms

Fair Grounds....Danny Dietz Memorial Roping and FBC Fair

Fairgounds

Fairgrounds - County Fair!

Fairgrounds and Buildings

fairgrounds area: arena, buildings for rent, concession stands, barns, pavilions, parking areas, walking areas.

**FBISD County Fair** 

Fort bend co fair

Fort bend co fairgrounds. Livestock commitee. Com.heifer chairman.

Fort Bend County Fair

Fort Bend County Fair

Fort Bend County Fair and Exceptional Rodeo at the FBC Fairgrounds.

Fort Bend County Fair/Daughter showing animals for fair, judging contest, art contests, calf scramble, husbands band playing at BBQ cook off, livestock auction, livestock committee member.

Fort Bend County Fairgrounds - Livestock Committee member activities

Fort Bend County Fairgrounds- Fort Bend County Fair

George Barn and Barn H - this is where my Committee activities take place during the Fort Bend County Fair.

Livestock barns

Livestock barns

Livestock facilities

Memorial Park on University Drive & Commonwealth

Rodeo Arena, Carnival, Beer gardens, Animal Exibit Halls, Comercial Exibits,

Wedding Hall,

SHow barns

Show barns

Show barns and rodeo arena

special events held there

Sunset park: kids playing on slide/swings

The Fair

The Fair

Theater county fair

Travis Park and Garcia Park - Softball

waiting for friends

YMCA Programming

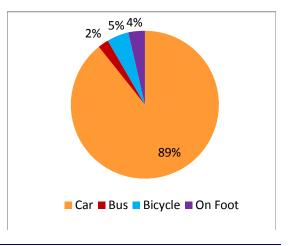
YMCA Programming Fort Bend County Fair

#### **Accessing Parks**

The survey indicates that car travel continues to dominate access to Fort Bend County Parks. The following table provides the breakdown

for respondents who took a particular mode of transport to at least one park facility recently.

#### **Means of Access to Parks**





#### Fort Bend County Parks Master Plan Update – Community Survey

#### **Visits to Non-County Parks**

Many Fort Bend County residents have nearby access to local parks provided by other public entities such as municipal utility districts. The survey found 50% of respondents live within a neighborhood that included such a park.

Furthermore, 61% of the respondents reported that they had recently visited other public, non-County parks and private recreation facilities. Respondents were able to provide a report of such parks, which are listed below.

#### Other Public and Private Parks Visited

Sugar Land Dog Park

**Oyster Creek Park** 

SL Memorial Park (I go here a lot)

**Oyster Creek Park** 

Seabourne Creek Nature Park, Rosenberg, TX

The Lakehouse @ Del Webb Sweetgrass, Richmond, TX

Brazos Bend State Park

Oyster Creek (Sugar Land), and a number of First Colony parks.

Meadows Place, TX - Park on Brighton Lane

Seabourne Creek Nature Park

**Brazos Bend State Park** 

seabourne creek nature park - rosenberg

Seabourne creek nature park in Rosenberg

Eldridge park in Sugar Land

Duhacsek park in Sugar Land

Lost Creek park in Sugar Land

Cullinan park in Houston

Memorial park

lost creek park

Sugarland parks city

S L Memorial, Telfair Pools.

Hermann Memorial Park (Downtown Houston)

Walking paths around Fluor/Lake Pointe Plaza; Sugar Land Community Park, First Colony Park, Covington Woods, Memorial Park SL, Constellation Field,

Cullinan Park, Eldridge Park, Imperial Park, Oyster Creek Park, TEHarman

Center; Brazos Bend State Park; Sam Houston State Park; Stephen F Austin

State Park;

Cullinan Park

Bike trail from old train line Melrose Park to Lombard Illinois

Bike trail from Arlington to Chicago Botanical Center, Illinois

Bike trail from Corpus Christi to Portland, Texas

Trail from Villefranche sur mer to Mount Boron France

Nature trail around St. Jean de Cape Ferrat, France

Nature trail along the coastline from Villefranche sur mer to Nice, France

All Sugar Land parks.

Seabourne Creek Park

Seabourne Creek, Rosenberg

Camp Sienna

Memorial Park Sugar Land

Rosenberg - Seabourne Creek Sports Complex

Sugar Land - City of Sugar Land Park (baseball)

The baseball and recreation park on the North Side of US 59 in Kendelton

**Greatwood Golf Club** 

davis field, Richmond

seaborne park, Rosenberg

o'shieles center & master gardens

brazos bend state park

Emancipation Park, Townwood Park, Hermann Park, Judson Robinson

Community Center, Sunnyside CC

FIREHTORNE COMMUNITY PROVIDED PARKS AND FACILITIES

Sunset Park ~~ City of Rosenberg

Lost Creek Park - City of Sugar Land

Seabourne Creek Nature Park - City of Rosenberg

City of Rosenberg Seabourne Park

Sunset Park, Rosenberg

Pitts Park, Pecan Grove Golf Course

Terry Hershey park, George Bush park, Mason Creek trail, Memorial Park trails,

Cullen Park trails, Brays Bayou trail, other bicycle trails in Harris County

Seabourne Creek Park, Travis Park and Community Park

**YMCA** 

Seabourne Park, Ft Bend Co O D Tucker Arena, George Park, George Ranch

Sweetwater Country Club

Fairs and Livestock Shows all over the State of Texas



Waterside Estates, New Territory, Stafford Municipal Park, Brazos Bend, Long

**Meadows Farms** 

Fort bend YMCA, oyster creek trails

Sugar Land Memorial Park

**Greatwood pools** 

Needville Harvest Park

Fairchilds

Needville Harvest Park

country club. stafford parks

swiming pools

Public Golf Courses. The State Park. Harvest Park in Needville.

Brazos Bend State Park

Fort Bend Country Club

Seabourne Park

Memorial Park, Hermann Park, Brazos Bend State Park

Sugar Land Memorial Park

Sugar Mill Pools, Sugar Mill Parks. Oyster Creek Park

Memorial Park, Herman Park and Buffalo Bayou

Sugar land parks

Telfair parks and pools

athletic clubs, swim clubs, country clubs

Lifetime Fitness, Sugar Land- Aquatic Center

**Brazos Bend State Park** 

**YMCA** 

City of Sugar Land Parks

City of Sugar Land Recreation Center

YMCA, Pecan Grove Country Club. Ft Bend Country Club.

**Oyster Creek Park** 

Lost Creek Park

Lost Creek Park

**Oyster Creek Park** 

Dog Park

#### **Typical Activities at All Parks**

Respondents were also able to list their typical activities in which they partake at any park. This list is provided below.

#### **Outdoor Activities at Parks**

Hiking, cycling

Walking

Dog Parks

Outdoor fitness

Kayak paddling

Nature photography

Biking

Walking, Birding, Picnicing. Nature Study

Playground, swing sets, open spaces, hike and bike trails.

Biking, hiking

Birding, butterflying, studying insects.

Hiking

Bird Watching

enjoying nature

Playground

**Bike Trails** 

**Walking Trails** 

Spray/Water Park

Pavilion

Walking trails

relaxing and walking around outdoors

trails

bird watching

nature walking

fishing

Trails

bird watching

prairie restoration

walking

photography

fishing



#### Fort Bend County Parks Master Plan Update – Community Survey

Walk, take the grandkids to the playground

Walking

soccer with daughter

Biking. Soccer. Running. Canoeing.

Cycling

Relax, Walking, Run, Picnic, Music Festival

Nature walks

Birding

Walking, cycling, camping, nature (e.g. garden club), picnicking

Meetings Recreation

walking trails, observation towers

Biking Hiking

Hiking, walking, basketball.

walking and bird watching, biking

walk/hike

Dog play, Running/Walking, Family Play

Baseball

playground, walking/jogging trails

trails jogging Running

Baseball and playground

Walking

Fishing, Hiking, Picnic Walking/jogging

camping sports events bird watching

special sponsored events

Kids like to play on the play grounds. We do some walking

Walking, Running, Fitness, Group Fitness, Basketball, Football, Kickball, Family

Gatherings, Church Gatherings, Concerts, Festivals

Jogging

jogging, take grandkids to playgrounds

Walking, nature trails, fishing

Volleyball Walking Trails

walking on trails
Fort Bend County Fair
Running/Jogging

Baseball

Playground, walking, baseball

Playground, baseball field, soccer field

Walking, playgrounds, waterpark if there is one.

Walking, kids playing

Bicycle trails and Softball fields.

**Community Events** 

Walking, hiking, biking, etc. walking, biking, kite flying, frisbee

Dog Park

Walking/jogging

Cycling, walking, picnic

Walking, picnic Cooking out Fishing

Picnic area, BBQ, trails, nature

fair activities or anything livestock related

My family is very involved with the Fort Bend County Fair and we feel that the fairgrounds needs a great deal of work. Not the Rodeo area, mainly Barn H and

the George Barn. tennis courts, trails

Ft. Bend County Fair, 4-H and FFA activities, Church activities, Sports activities

Playgrounds Concerts

Fort Bend County Fair

Fishing, swimming, playground, tennis, walking, jogging

livestock shows, geocaching, fishing livestock shows, geocaching, fishing

walk

use the walking trail if available. Fish if available. Go on picnics with friends

and family

Barn and livestock show facilities

dog walking, bike rides, and horse back riding

Picnics Special events

Rodeo



#### Fort Bend County Parks Master Plan Update - Community Survey

Livestock shows

Meetings

**Banquets** 

Running trails, playgrounds

walking

The Fort bend County Fair

Trails & fishing

Just the fair grounds for fair activities

Fish, walk the trails

**Livestock Shows** 

**Fishing** 

Fort Bend County Fair activities

walking

Relax. Fishing. Golf.

Walking, Hiking, Fishing, Family Time

walking trails

fishing

walking

Hiking, fishing, would like to see more camping

Picnic, run, cycle

Bike riding, fishing, playgrounds, hiking, kayaking/canoeing

Running, bike riding, the train at Herman Park

Walking jogging cycling

Running/Walking, dog parks

basketball, football, soccer, baseball, playground

Ultimate frisbee, frisbee golf, basketball, taking pictures and picnic with family.

Walk, hike

Hiking & Fishing

Running

Fishing

Watching wildlife.

Golf, Trails, Fishing, Historic Sites

Walking trails, children's playground

Swimming, trails, park benches, pavilion, play ground

Walking

Swimming

Running and Walking trails

sitting on Park benches while grand kids play



walking/biking

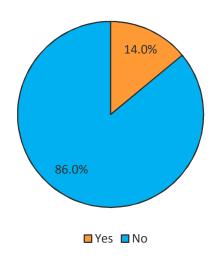
## **Opinions of Fort Bend County Parks**

The survey gave respondents a chance to express their opinions about Fort Bend County's park facilities. Several questions asked respondents specifically about their experiences in County parks.

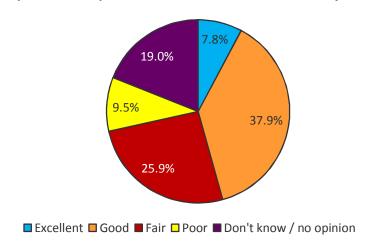
Generally, respondents expressed greater liking of the outdoor facilities more than indoor ones, though a large share of respondents lacked familiarity with the County's indoor facilities.

Regarding security, the vast majority of respondents who completed the question did not report a lack of security. For those that did, the survey invited them to describe what had happened to generate a feeling of insecurity, listed on the next page. The share who reported not feeling secure in the current survey, 14%, was slightly higher than the 2007 result of 10%.

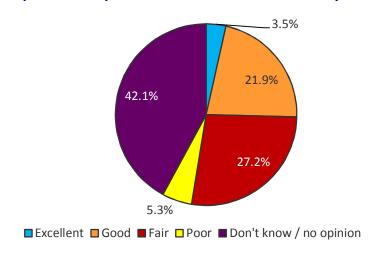
#### **Security Concerns at Fort Bend County Parks**



#### **Respondents' Opinion on Outdoor Fort Bend County Parks**



#### **Respondents' Opinions on Indoor Fort Bend County Parks**





#### **Episodes at County Parks Causing Feelings of Insecurity**

Young thugs were hanging around playing loud music.

Don't feel safe

I have yet to see an officer patrol the Bates Allen park in my many visits over the years. Several youths hang out at the park and drink and smoke.

I would like to see more hike and bike trails in Fort Bend county. Harris county has hundreds of miles of trails systems to ride on.

during the Fair, too many visitors "messed" with the kids' animals - more security presence would help deter farigoers that have had too much fun and are acting like idiots

Walking through the carnival at the Ft Bend County fair I didn't notice security.

fairgrounds are in very poor shape

more patrols needed

Restroom facilities hot and stuffy

Barns hot crowded p a system below par

Adequate security at the fair grounds during the fair in the very early or late hours

No security seen when entering the fairgrounds in the early morning hours during the Ft. Bend County Fair Nothing has happened. Yet I am always concerned.



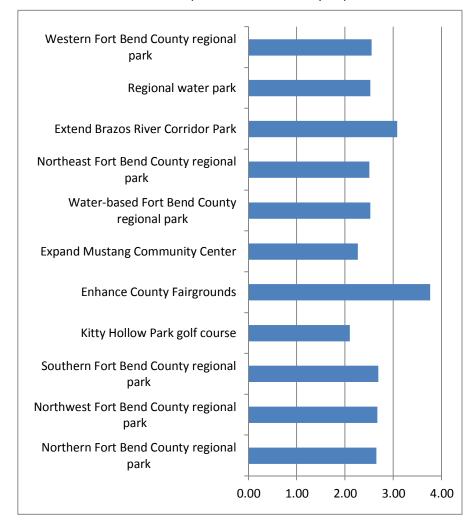
## **Opinions on New Parks Investments**

The survey presented respondents with a number of potential parks and recreation projects for Fort Bend County to pursue. Enhancing the County Fairgrounds was perceived on average as having the greatest importance. The Brazos River Corridor Park was also perceived as having more-than-typical importance. It should be noted that the order of projects was randomized for each respondent, so any effects from a particular project being among the first or last to be asked about would be washed out.

With each project, the respondents also had a chance to express how willing they were to fund these projects from additional taxes or fees. The results of this question are found on the next page, and largely mirror the importance of investments.

## Respondents' Opinion on Importance of Potential Park Investment Projects – Average Scores

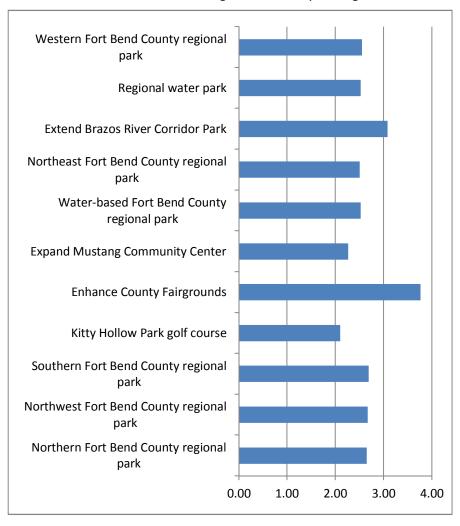
1 = Not At All Important, 5 = Extremely Important





### Respondents' Opinion on Willingness to Fund Potential Park Investment Projects – Average Scores

1 = Not At All Willing, 5 = Extremely Willing





## **Additional Park Policy Questions**

The survey's principal content concluded with a series of questions inquiring about general park policies for Fort Bend County.

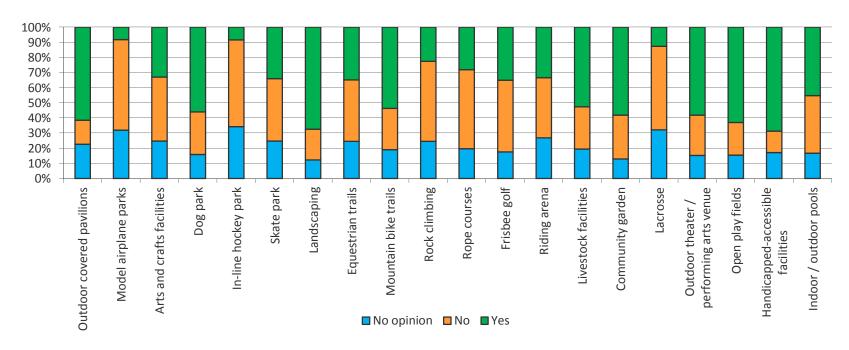
#### **Need for Additional Recreation Facilities**

Respondents were offered a list of a wide range of potential recreation facilities that could be added to Fort Bend County Parks and asked whether County parks should fill a perceived need. The items with the greatest perceived needs that County parks could address include covered pavilions, landscaping, a dog park, mountain bike trails,

livestock facilities, a community garden, an outdoor performing arts venue, more open play fields, and handicapped-accessible facilities.

Respondents could also suggest recreational needs that were not included in the list provided with the survey. The results of this openended question are provided on the next page.

#### Respondents' Opinion on Willingness to Fund Potential Park Investment Projects – Average Scores





#### **Other Recreational Needs County Parks Could Address**

nature centers

Soccer fields to host large tournaments.

guided nature walks, talks, exhibits

Make recreation and transportation a joint effort - More Bicycle/pedestrian friendly community

kayaking and canoeing s

outdoor education facilities/areas

General outdoor park to include nature trails, lakes, picnic areas, and athletic fields

paved running trails

Playgrounds with waterpark for little ones.

outdoor splash pad

Much needed improvements to Fort Bend County Fairgrounds such as ventilated bathrooms, improved George barn with fans more space, safer bleachers, upgraded fans and more of them, better access to equipment, improvements to rodeo arena, fans in certain areas, better drainage in horse area and better access to horse barn.

wider and clearly marked bike lanes

Kayaking

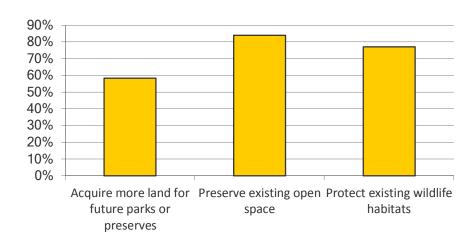
Indoor Gymnasium

Cricket, Soccer, running/walking trails

#### **Future Policy Directions for Parks**

The survey asked respondents if they supported three different potential policy and investment strategies for Fort Bend County parks. Respondents identified preservation of open space as the activity they would most prefer the County to pursue.

### Respondents' Opinion on Potential Policy Directions for Fort Bend County

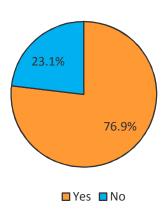




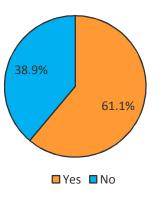
# Willingness to Pay for Park Acqusitions, Construction, and Maintenance

The survey asked respondents two questions about their willingness to pay for future land acquisition, facilities construction, and maintenance of parks. By and large, respondents were willing to pay either way, though a greater share supported the ½ cent property tax.

#### Willingness to Pay with ½ Cent per \$100 Property Tax



Willingness to Pay with Usage Fee of Less than \$5.00





## **Appendix A: Survey Instrument**

The printable version of the survey instrument is included on the following pages. Please note that, while the content and skip patterns remained the same, the look of this survey differs from what respondents would experience in the online version.



#### Welcome to the 2014 Fort Bend County Parks Survey

Greetings and thank you from the Fort Bend County Commissioners Court and the County's Parks and Recreation Department. We are conducting an update of the Master Plan for the County's park system, and are seeking your input as part of this process.

This survey is one of the principal ways we are gathering this input. It will update findings from our previous survey in 2007.

You can choose to remain fully anonymous and still answer all the questions, or you have the chance to offer your contact information at the end of the survey so that you can receive updates on the Master Plan as it moves forward.

We are grateful that you are taking the time to complete this survey. It should take less than 15 minutes. If you have questions about this survey, please contact Michel Davis, Director, Fort Bend County Parks and Recreation Department, 9555A Highway 6, Missouri City, TX 77459.

1.	Are you 18 years of age or older?				
		Yes			
		No =>	Thank you for your interest, but survey participation is limited to respondents at least 18 years old, so please exit.		
2.	Are	you a re	sident of Fort Bend County?		
		Yes			
		No =>	Thank you for your interest, but survey participation is limited to Fort Bend County residents, so please exit.		
3.	Hov	v long ha	ve you been a resident of Fort Bend County?		
		1 – 5 ye 6 – 10 y 11 – 20	ears		
4.	Whi	ich comn	nunity do you live in?		
5.	. On average, how often do you visit a County-owned park, open space, or recreational facility within Fort Bend County? Would you say:				
		Two to	nan once a week => SKIP TO QUESTION 8 four times per month => SKIP TO QUESTION 8 once a month => SKIP TO QUESTION 8 on once a month => SKIP TO QUESTION 8		

6. What is the main reason you do not use County-owned park facilities?

TE OF THE OWNER OF THE OWNER OF THE OWNER
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		No facilities convenient to my home or work = > SKIP TO QUESTION 15  Don't offer the equipment or facilities that I want = > SKIP TO QUESTION 15  Equipment or facilities are old and need repair = > SKIP TO QUESTION 15  I don't have time = > SKIP TO QUESTION 15  Lack of parking = > SKIP TO QUESTION 15  I don't have transportation = > SKIP TO QUESTION 15  I don't feel safe = > SKIP TO QUESTION 15  I don't know anything about these park facilities = > SKIP TO QUESTION 15  I instead use other parks operated by a city or planned community
7.	Plea	ase list these other facilities.
	=> 5	SKIP TO QUESTION 15

8. (Part 1) Which County-operated parks have you visited in the last three months, and in what activities did you partake there? Please check the boxes under each park you visited to indicate your activities. IF YOU DID NOT VISIT A PARTICULAR PARK, DO NOT CHECK ANY BOXES IN ITS COLUMN.

More County-operated parks will be listed in the next question.

	Bates M. Allen Park (630 Charlie Roberts Lane, Kendleton)	Bob Lutts Park (Harlem Road between US Hwy 90 and John Harper Road)	Coon Creek Park (Kroesche Road, Rosenberg)	Kitty Hollow Park (9555 State Hwy 6 South, Missouri City)	Mission West Park (7536 C 1/3 Tetela, Houston)	Jake Dove Center (400 Coen Road, Arcola)	Mustang Community Center (4525 FM 521 North)
Trails (walking, cycling, jogging)							
Playground areas							
Restrooms							
Picnic tables / covered pavilions / grills							
Camp sites							
Nature study areas							
Bird watching / wildlife observation							
Water fountains							
Park benches (sitting / relaxing / reading)							
Senior centers							



	Bates M. Allen Park (630 Charlie Roberts Lane, Kendleton)	Park (Harlem Road between US Hwy 90 and John Harper Road)	Coon Creek Park (Kroesche Road, Rosenberg)	Kitty Hollow Park (9555 State Hwy 6 South, Missouri City)	Mission West Park (7536 C 1/3 Tetela, Houston)	Jake Dove Center (400 Coen Road, Arcola)	Mustang Community Center (4525 FM 521 North)
Meeting rooms							
Fitness centers or gymnasiums							
Historic sites							
Golf courses							
Tennis courts							
Baseball or softball fields							
Soccer or football fields							
Basketball courts							
Volleyball courts							
Fishing piers, lakes, ponds							
Canoeing / kayaking							
Boat ramps / waterway access							
Other (please specify below)							
	se specify pa ere not listed	rks from the li d above):	st above and	what activitie	s in which yo	u participated	d at each

9. (continued, Part 2) Which County-operated parks have you visited in the last three months, and in what activities did you partake there? Please check the boxes under each park you visited to indicate your activities. IF YOU DID NOT VISIT A PARTICULAR PARK, DO NOT CHECK ANY BOXES IN ITS COLUMN.

	Four Corners Recreation Center (15700 Old Richmond Rd, Sugar Land, TX)	Rosenberg Community Center (1436A Band Road, Rosenberg)	Stafford Community Center (3110 Fifth Street, Stafford)	Barbara Jordan Park (8705 Park Street, Needville)	Barker Reservoir / Freedom Park (George Bush Park/Eldridge, Houston)	South Post Oak Park (16650 South Post Oak, Houston)	Fort Bend County Fairgrounds (State Hwy 36 and US Hwy 59, Rosenberg)	Jones Creek County Park (formerly Gordon Ranch, 359 FM 769, Richmond)
Trails (walking, cycling, jogging)								
Playground areas								
Restrooms								
Picnic tables / covered pavilions / grills	0							
Camp sites								
Nature study areas								
Bird watching / wildlife observation								
Water fountains								
Park benches (sitting / relaxing / reading)	_	0	0			0	0	
Senior centers								
Meeting rooms								
Fitness centers or gymnasiums								
Historic sites								
Golf courses								
Tennis courts								
Baseball or softball fields								
Soccer or football fields								
Basketball courts								

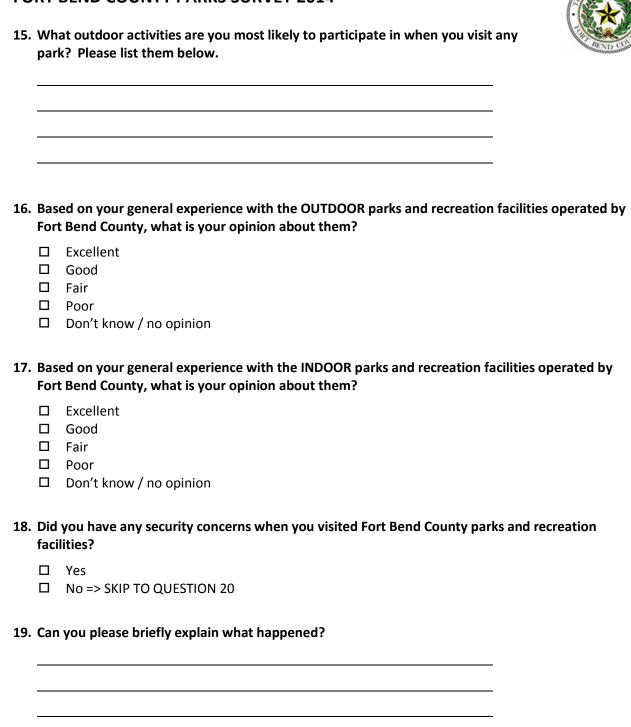


	Corners Recreation Center (15700 Old Richmond Rd, Sugar Land, TX)	Rosenberg Communit Center (1436A Band Road Rosenberg	Community Center (3110 Fifth , Street,	Jordan Park	Barker Rese Freedom I (George B Park/Eldri Houstoi	Park (166 Bush South dge, Oak	ark Fairgro 50 (State Post 36 and c, Hwy	nty County Park unds (formerly Hwy Gordon d US Ranch, 359 59, FM 769,
Volleyball courts								
Fishing piers, lakes, ponds								
Canoeing / kayaking								
Boat ramps / waterway access								
Other (please specify below)								
ple	ease indicate	the means	of transport		ed to get the	oted in the pre		
	ore parks wil	•			/LO			
	AI (63 F	len Park 0 Charlie Roberts	Bob Lutts Park (Harlem Road between US Hwy 90 and John Harper Road)	Coon Creek Park (Kroesche Road, Rosenberg)	Kitty Hollow Park (9555 State Hwy 6 South, Missouri City)	Mission West Park (7536 C 1/3 Tetela, Houston)	Jake Dove Center (400 Coen Road, Arcola)	Mustang Community Center (4525 FM 521 North)
Car								
Bus								
Bicycle								
On foot		П	П	П	П	П	П	П

11. (Part 2) For the parks you visited in the last three months as noted in the previous two questions, please indicate the means of transportation you used to get there.

IF YOU DID NOT VISIT THE PARTICULAR PARK, PLEASE DO NOT CHECK ANY BOXES IN ITS COLUMN.

	Four Corners Recreation Center (15700	Rosenberg	Stafford	Barbara	Barker Reservoir /	South Post	Fort Bend County Fairgrounds	Jones Creek County Park (formerly
	Old Richmond Rd, Sugar Land, TX)	Community Center (1436A Band Road, Rosenberg)	Community Center (3110 Fifth Street, Stafford)	Jordan Park (8705 Park Street, Needville)	Freedom Park (George Bush Park/Eldridge, Houston)	Oak Park (16650 South Post Oak, Houston)	(State Hwy 36 and US Hwy 59, Rosenberg)	Gordon Ranch, 359 FM 769, Richmond)
Car								
Bus								
Bicycle								
On foot								
	Othe	er (please speci	fy the parks an	d how you go	t there):			
	-		-	-	ra neighborhoo has a park avai			
	□ Yes □ No							
	member recreation	s of your house onal facilities in	ehold visited an the within th	ny other city e County in la	by Fort Bend Co or community   st three month ountry clubs, a	public parks, o s? Examples o	or private parks of private facili	
	☐ Yes	· CKID TO OLI	CTION 45					
	□ No:	=> SKIP TO QUE	SHON 15					
	14. Please li	st which of the	se other facilit	ies you have	visited.			
	-							



The following questions will describe a number of park projects that have already been proposed in Fort Bend County. After each description, please rate the importance of the project on a scale of 1 to 5. For each proposed project, you will also be asked a question about your willingness to pay for those projects.

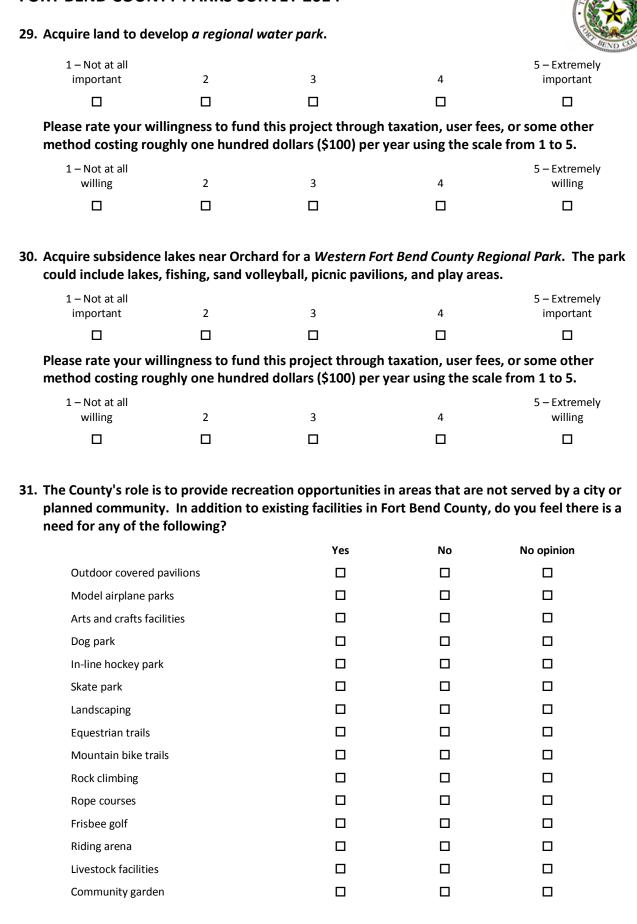
20.	include a variety of	trails, athletic f	, ,	ng, kayaking, outdo	rvoir. The park could or education, wildlife
	1 – Not at all important	2	3	4	5 – Extremely important
	•	-	d this project throug ed dollars (\$100) per		
	1 – Not at all willing	2	3	4	5 – Extremely willing
21.	•	trails, athletic f			r. The park could it, natural areas, and
	1 – Not at all important	2	3	4	5 – Extremely important
		_	d this project throug ed dollars (\$100) per		
	1 – Not at all				5 – Extremely
	willing	2	3	4	willing
22.	County Regional Pa	rk. After remed eek and could i	994 and Davis Estates liation, the former o nclude a variety of tr play areas, as well a	il and gas field and ails, athletic fields,	mine would be
	1 – Not at all important	2	3	4	5 – Extremely important
		_	d this project throug ed dollars (\$100) per		
	1 – Not at all willing	2	3	4	5 – Extremely willing



3. Convert the undeve	loped acreage d	at Kitty Hollow Park	into a public golf co	ourse,
clubhouse, and parl	king. Natural fe	atures, such as pond	ls and critical habit	S 100 CO
the golf course area	will be preserv	red and / or enhance	d.	
1 – Not at all important	2	3	4	5 – Extremely important
		d this project throug ed dollars (\$100) per		
1 – Not at all willing	2	3	4	5 – Extremely willing
	e Bldg. to inclu	ounty Fairgrounds the graduations, show caping, parking, light	ws and other fair ev	ents, and a
important	2	3	4	important
•	-	d this project throug ed dollars (\$100) pe		
1 – Not at all willing	2	3	4	5 – Extremely willing
expanded and impr	n eastern Fort B oved, with the	end County. The ex restrooms upgraded	isting community co to comply with Am	
1 – Not at all important	2	3	4	5 – Extremely important
•	-	d this project throug ed dollars (\$100) pe		
1 – Not at all willing	2	3	4	5 – Extremely willing
5. Create <i>a water-base</i> along Madden Road	ed Fort Bend Co I between Four		nd Parkway in the	rial sand pit properties northern part of the



	important				important
		_	d this project througl ed dollars (\$100) per		
	1 – Not at all willing	2	3	4	5 – Extremely willing
27.		trails, athletic f	· •		I Park which could e habitat, natural areas,
	1 – Not at all important	2	3	4	5 – Extremely important
	•	_	d this project through ed dollars (\$100) per		
	1 – Not at all willing	2	3	4	5 – Extremely willing
28.		ld include bicycli	• •	_	d and Missouri City. The and seating areas, as
	1 – Not at all important	2	3	4	5 – Extremely important
		-	d this project througl ed dollars (\$100) per		
	1 – Not at all willing	2	3	4	5 – Extremely willing



		Yes	No	No opinion			
	Lacrosse						
	Outdoor theater / performing arts venue						
	Open play fields						
	Handicapped-accessible facilities						
	Indoor / outdoor pools						
	Other recreational need not addressed	above:					
32. Wo	ould you like Fort Bend County to do mo	ore of any of th	e following? Ma	rk all options for which			
yo	u would say, "yes."						
	Acquire more land for future parks or	preserves					
	Preserve existing open space						
	Protect existing wildlife habitats						
the	ould you support a property tax increase e acquisition of park land, construction of sting park facilities? For example, for a	of new park fac	ilities and the ma	aintenance of new and			
	Yes No						
sof me	34. Would you be willing to pay a small fee of less than \$5.00 each time you use facilities such as softball and baseball fields, tennis courts, soccer fields, group picnic pavilions, community center meeting rooms, riding arenas, skate parks, model airplane parks, camping and outdoor performance facilities?						
_ _	Yes No						



The following questions are solely for the purpose of better understanding the survey responses in the context of Fort Bend County's total population.

35. How many adults (people 18 years of age and over) live in your household?

		One Two Three Four Five Six or more Would rather not say
36.	How	many children under age 18 live in your household?
		One Two Three Four Five Six or more Would rather not say
37.	Whi	ch age range do you fall into?
		18 to 19 20 to 24 25 to 34 35 to 44 45 to 54 55 to 64 65 or older Would rather not say
38.	Do v	ou own or rent your residence?
		Own Rent Would rather not say
39.	Are	you a registered voter?
		Yes No Would rather not say



10.	Wh taxe	ich range below contains your estimated total annual household income before es?	HEND COL	
		\$35,000 to \$49,999 \$50,000 to \$74,999 \$75,000 to \$99,999 \$100,000 to \$149,999		
11. Which of the following best describes your racial or ethnic heritage?				
		White, not Hispanic or Latino Hispanic or Latino Black / African-American Asian Two or more ethnicities or races Other (specify below) Would rather not say		
		Please specify other ethnicity or race:		
<b>12</b> .	Wh	at is the 5-digit ZIP code of your residence? ————————————————————————————————————		
<del>1</del> 3.	Wh	/hat is your gender?		
		Male Female		

Your answers to this point have kept your identity anonymous. However, you may choose to offer additional information that will allow Fort Bend County officials to better understand what this survey means for residents in particular parts of the County, as well as offer the County a chance to stay in touch during the Master Plan update process. The final few questions concern this information about you. You are free to decline to answer them and still have your survey responses included in the tally.

44.	Your street address and city/town/place		
45.	Your MUD or water supply district, if applicable		
46.	Your housing subdivision or apartment complex		
47.	If you live in a rural or unincorporated area and did not provide a street address, you can provide your nearest major road intersection:		
48.	Do you know which commissioner precinct you live in?		
	□ Precinct 1		
	□ Precinct 2		
	□ Precinct 3		
	Precinct 4		
	□ Don't know / would rather not say		
49.	If you wish to be included in an email contact list for the Master Plan update, please provide your email address.		

#### YOU'RE FINISHED!

Thank you for taking the time to respond to our survey. Your opinions and information will be very helpful to Fort Bend County as it prepares the Parks Master Plan Update. If you have any questions about this effort, please contact Michel Davis, Director, Fort Bend County Parks and Recreation Department, 9555A Highway 6, Missouri City, TX 77459.

## **CDS Market Research**

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