

“Inspiring Exemplary Cultural Landscapes”

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Appendix A. Public Participation – Telephone Survey by Raymond Turco and Associates

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A SURVEY OF RESIDENTS ATTITUDES ABOUT PARKS AND RECREATION IN THE CITY OF KELLER

2006 Parks and Recreational Attitude Survey

EXECUTIVE SUMMARY

RAYMOND TURCO & ASSOCIATES

PROJECT 06262006

NOVEMBER 2006

 **RAYMOND TURCO & ASSOCIATES**

 **Half Associates**

EXECUTIVE SUMMARY

Raymond Turco & Associates conducted the city's 2006 Recreation Needs Assessment and Attitude Survey, a component of city's parks and recreation master plan update. This public opinion poll captured attitudes on parks and recreational issues in the community from respondents randomly selected from phone-matched households. The full sample of 401 respondents was interviewed with a comprehensive questionnaire that collected attitudinal data on a variety of recreational issues including quality ratings of facilities, need for constructing additional amenities and satisfaction with recreational characteristics.

Below are listed the highlights from our analysis of the project:

Parks and Recreation: Utilization and Opinions

- Nine of ten residents (90%) are satisfied (58%) or very satisfied (32%) with the quality of parks and recreation in Keller, while just eight percent were negative, either in general (7%) or intensely (1%). The remaining 2% had no opinion. The ratio of satisfied to dissatisfied respondents was better than 11 to one (11.3:1). Respondents in the northern part of the city (Area IV) were least enthusiastic (23% very satisfied, to 35% in Area II), but most positive overall, at 93% (to 88% in Areas I and III). The ratios in the various regions were 15.5:1 (93%-6%) in Area IV, 13.0:1 (91%-7%) in Area II, 11.0:1 (88%-8%) in Area III, and 9.8:1 (88%-9%) in Area I.
- Nearly two of three (61%) felt that in the past three years, the quality of parks and recreation in the city had improved. In addition, 30% rated them the same. Only eleven people or three percent of the full sample, rated quality as having declined. The remaining 6% had no opinion on this issue. Area II was the region most complimentary, as 71% rated quality improved. That compared with percentages elsewhere of 61% (Area IV), 59% (Area III), and 56% (Area I). Although percentages were minimal, declined ratings were higher in Areas I (5%) and II (4%), compared to 1% elsewhere. Improved ratings were higher among utilizers of city facilities than nonutilizers. Also, the longer a person lived in Keller (39% of 0-3 years, to 69% of 4-10 years,

to 73% of 10+years), the more likely he or she was to rate quality improved. Older survey respondents most frequently rated quality in this manner (55% of under 35 years, to 58% of 36-55 years, to 74% of over 55 years). In addition, nonparents more frequently rated quality improved (67%) than parents (60% of parents of under 6 and 6-12 year olds, to 54% of parents of 13-18 year olds).

- Multi-use trails (21%), tennis courts (13%), parks/general improvements (10%), and athletic facility/sports complex (9%) were the recreational facilities or amenities most frequently mentioned by survey participants as lacking in the city. Only 207 of 401 possible respondents (52%) were able to offer a response, indicating a lack of an overriding facility need since over half of the sample could not offer a suggestion. Other responses generated from this open-ended query were recreation center/gym (7%), and a dog park, pool/water/spray park and skate park/hockey (each 5%). Five other responses were mentioned by less than five percent of the sample. Area IV was significantly more interested in multi-use trails, as 34% mentioned that amenity as lacking, compared to 17%, 23%, and 16% in the other three subsectors. Tennis courts were of more interest in Area III (20%), where they ranked first, but were of practically no interest in Area IV (3%). People in Area IV were more likely to say that parks/general improvements were more necessary (16%), compared to a low of 4% in Area III. Other responses that generated various degrees of interest were an athletic facility/sports complex in Area III (13%, to 6% in Area II), a dog park in Area IV (8%, to 0% in Area II) and a skate park/hockey in Areas I and II (both 9%, to 0% in Area IV).
- Visiting or using a city park or park amenity (93%), using a city hike and bike trail (79%), visiting a city playground (76%), and visiting the Keller Pointe (75%) were the most popular recreational facilities or activities utilized by area residents in the past 12 months. At least half the sample also acknowledged visiting or using a city athletic field (55%), visiting a city park pavilion (54%), and participating in any program or event offered by the Keller Parks and Recreation Department (49%). After that, participation declined to 37% for participating in a youth athletic league, and 24% for fishing at a pond at a city park. The lowest ratings voiced were for participating in an adult athletic league and using an equestrian trail (both 5%), and visiting the Keller Senior Center (16%). Facilities in which utilization appeared to be impacted by geography included visiting or using a city athletic field (60% in Area III, to 49% in Area IV), participating in a youth athletic league (46% in Area III, to 25% in Area II), participating in a program or event offered by the Keller

Parks and Recreation Department (54% in Areas I and III, to 34% in Area IV), visiting Keller Pointe (83% in Area III, to 69% in Area II), utilizing a city hike and bike trail (86% in Area II, to 70% in Area I), visiting city park pavilions (66% in Area II, to 45% in Area IV), fishing at a pond at a city park (29% in Area II, to 19% in Area IV), and visiting the Keller Senior Center (21% in Area IV, to 8% in Area III). Most of the facilities were utilized more so by parents rather than nonparents. The only times that this was not true were relative to participating in an adult athletic league (6%, to 8%-5%-3%), utilizing a city facility for a meeting (19%, to 15%-17%-21%), and visiting the Keller Senior Center (23%, to 12%-13%-14%).

- Bear Creek (86%) was far and away the city park residents most often visited, as it received the most responses from this open-ended question. Also popular among survey participants were Johnson Road (28%), and Keller-Smithfield Activity Node and The Keller Pointe (both 12%). A total of 10 responses were listed as being generally visited, with the least mentioned sites being the parks at Town Center (1%) and Chase Oaks Activity Node (2%). Utilization of Bear Creek ranged from a high of 93% in Area II to 82% in Area III. Geography appeared to influence visitation to several other parks, among them Johnson Road (59% in Area IV, to 16% in Area III), Keller-Smithfield Activity Node (31% in Area III, to 0% in Area II), and Keller Pointe (18% in Area I, to 4% in Area IV). The older the child, the more frequent parents were to visit Bear Creek (79%-87%-90%), while parents of younger children more often visited Keller-Smithfield Activity Node (23%-12%-9%).
- The Keller Pointe, and specifically its overall maintenance (77%-5%, 15.0:1), overall quality (77%-8%, 9.6:1), and variety of amenities (72%-10%, 7.2:1) attained the highest ratios of positive (excellent/good) to negative (fair/poor) comments from residents when asked to evaluate a comprehensive list of Keller recreational characteristics. Of the 25 items tested, residents were also extremely positive about the overall safety of parks (82%-15%, 7.0:1), the overall quality of hike and bike trails in the city (82%-13%, 6.3:1), the overall quality of city parks (82%-14%, 6.0:1), the overall quality of playgrounds in the city (81%-14%, 5.8:1), the overall quality of parks and recreation programs and events (73%-13%, 5.6:1), and the maintenance of city parks (82%-15%, 5.5:1). In addition, no characteristic was rated more negatively than positively. Only three aspects received similar positive to negative marks, making them the lowest rated items evaluated – the number of practice areas in the city (41%-38%, 1.1:1), having practice areas conveniently located for people in all areas (43%-37%, 1.2:1),

and the amount of accessible natural areas (52%-37%, 1.4:1). Several statements generated high no opinion responses, indicating a lack of available information among respondents. Those items were overall safety (22%), number and overall quality (both 20%), and the convenient location (19%) of practice fields, as well as overall maintenance (18%), variety of amenities (17%), and overall quality of (15%) The Keller Pointe. In addition, the statements focusing on athletic fields, namely number, convenient location, overall quality, and maintenance scored either 14% or 15% no opinion ratings. Residents were most positive in their evaluation of the overall quality (40%), maintenance (38%), and variety of amenities (34%) of The Keller Pointe, as well as the overall quality (27%), overall safety (26%), number and maintenance (both 23%), and convenient location (22%) of parks in the city. The overall safety of city parks (85%-82%-81%-86%) was the only item to attain a rating of 80% in all four quadrants, as it was the only item to reach that level in Area I. When all but Area I is considered, four of five respondents were positive about the overall quality (88%-85%-90%), maintenance (82%-82%-89%), quality of hike and bike trails (85%-80%-83%), and overall quality of playgrounds in the city (80%-83%-85%). Area I was most negative in its evaluation of park characteristics, compared to Area III being more negative relative to athletic fields and practice areas. Area I was most critical about the amount of hike and bike trails, while Area IV was most negative about their location. Also, the visual quality of creeks was or more concern to individuals from Area II (47%-46%), as they were as negative as positive in their comments.

- “Natural areas are important and should be preserved where it is available” (94%-3%, 31.0:1) was the attitudinal statement about parks and recreation that achieved the highest ratio of agreement to disagreement from residents. Respondents were also in significant agreement that “I’m satisfied with the recreational facilities in Keller” (86%-13%, 6.6:1) and “I have adequate avenues to voice my concerns about recreation in Keller” (75%-18%, 4.2:1). Three of the four remaining statements generated a similar agreement to disagreement ratio: 2.3:1 (68%-30% for “the existing park system is adequate”), 2.1:1 (65%-31% for “I am willing to pay additional city taxes to see the quality of parks upgraded), and 2.0:1 (66%-33% for “I am satisfied with the current landscaping in city medians and intersections”). One statement was more frequently disputed than agreed upon, that being “the city should improve the existing parks and not develop any new ones” (38%-58%, 0.7:1). With the exception of 23% that strongly agreed that natural areas are

important and should be preserved where available, no statement attained an intensity rating of greater than 14%, indicating a lack of enthusiasm or commitment to any of the beliefs, although people in general were quite positive. Area IV was least agreeable to paying additional city taxes to see the quality of parks upgraded (53%, to 72% in Areas I and III) and most likely to agree that the existing park system was adequate (76%, to 64% in Areas I and III). Additionally, residents in Area II were least likely to agree with having adequate avenues to voice concerns about recreation in Keller, especially when compared with people in Area IV (66%, to 86%). Nonparents most frequently agreed that the city should improve existing parks and not develop any new ones (50%, to 28%-35%-34%), compared to parents more often disputing the item (70%-61%-63%, to 40%).

- *The Keller Citizen* (91%), word of mouth (77%), signs (67%), and recreation brochures (66%) were the top sources for where residents got information about recreational activities in Keller. Out of 11 sources tested, residents least frequently cited their utilization of the city cable channel (21%), parks and recreation office (25%), and the Keller Pointe E-news (31%). Signs (68%-76%-60%-67%) and recreation brochures (73%-78%-61%-50%) were a more valuable resource in Area II than elsewhere in the city, especially Areas III and IV for the respective sources. Additionally, parents utilized sources differently than nonparents. Some examples were word of mouth (82%-85%-80%, to 65%), recreation brochures (62%-73%-74%, to 57%), and school brochures/flyers (42%-72%-65%, to 24%).

Improving Parks And Recreation In Keller

- Park restrooms (87%-12%, 7.3:1), picnic tables (77%-21%, 3.7:1), jogging/biking trails (73%-25%, 2.9:1), playgrounds (73%-25%, 2.9:1), and natural habitat/nature areas (73%-25%, 2.9:1) were the facility construction items that earned the broadest consensus – judging from the ratio of important to unimportant ratings. Secondary items from the list of 32 facility-types rated important or very important to construct by residents included outdoor basketball courts (60%-35%, 1.7:1), outdoor tennis courts (59%-36%, 1.6:1), rental picnic/reunion pavilions (58%-39%, 1.5:1), soccer fields (52%-39%, 1.3:1), amphitheater (54%-43%, 1.3:1), and exercise stations along trails (50%-45%, 1.1:1). More of the items tested were rated unimportant to construct rather than important. Those rated lowest in terms of the importance ratio were lawn bowling (12%-81%, 0.1:1), rugby fields

(13%-81%, 0.2:1), remote control model airplane park (22%-75%, 0.3:1), equestrian trails (29%-67%, 0.4:1), adult softball fields (31%-58%, 0.5:1), Little Miss kickball fields (29%-57%, 0.5:1), in-line hockey rink (32%-62%, 0.5:1), bird watching facilities (34%-62%, 0.5:1), and BMX bicycle course (34%-62%, 0.5:1). The items toward which residents were most passionate (very important) were park restrooms (34%), jogging/biking trails (20%), natural habitat/nature areas (19%), playgrounds (18%), outdoor tennis courts (15%), lighted practice soccer fields (14%), and picnic tables and a dog park (both 13%). Among those facilities rated important by a majority of residents, geographical variances were evident regarding soccer fields (57% in Area I, to 47% in Area IV), outdoor basketball courts (66% in Areas I and III, to 40% in Area IV), jogging/biking trails (80% in Area III, to 62% in Area IV), rental picnic/reunion pavilions (66% in Area I, to 53% in Area II), exercise stations along trails (55% in Area IV, to 41% in Area II), and playgrounds (78% in Area I, to 65% in Area II). Additionally, certain facilities, especially involving athletics, were considered to be more important by parents than nonparents. Some examples of this trend were outdoor tennis courts (67%-67%-63%, to 50%) and outdoor basketball courts (70%-70%-63%, to 46%). Parents of young children were generally more apt to rate facilities important to construct than other parents, as well as nonparents.

- Jogging/biking trails (16%), playgrounds (14%), outdoor tennis courts (8%), and park restrooms (7%) were considered the most important recreational facilities to construct out of the 32 facility-types presented. Rounding out the top ten were a dog park and amphitheater (both 6%) lighted practice soccer fields and skateboard park (both 5%), and natural habitat/nature areas and soccer fields (both 4%). An additional 4% of the sample felt that none of the facilities were important to construct. Comparatively, mentioned least often by residents were lawn bowling, wildflower observation opportunity, BMX bicycle course, bird watching facilities, rugby fields, and adult softball fields, each mentioned by two individuals, or one percent of the sample. The recreational diversity of the community was reinforced as 29 of the 32 items were listed as most important by at least one person. Those not listed were the Little Miss kickball fields, outdoor sand volleyball courts, and youth softball fields. Priorities varied by region. In Area I, they were jogging/biking trails and playgrounds (both 12%), as well as a dog park (10%). Comparatively, in Area II, they were playgrounds (15%), jogging/biking trails (13%), and natural habitat/nature areas (8%), while in Area III, it was jogging/biking trails (19%), outdoor tennis courts (15%), and playgrounds and an amphitheater (both 9%), and

in Area IV, jogging/biking trails (22%), playgrounds (21%), and park restrooms (7%). Although few were dissatisfied with the quality of parks and recreation (8%), those who were most frequently listed outdoor tennis courts (9%-6%-17%) and a dog park (4%-7%-17%) as most important to construct.

- “I would support the use of plants native to Texas; such as Red Oak, Pecan, Red Bud trees, and Texas Sage in city projects” (96%-2%, 48.0:1) and “I support water conservation efforts in future park developments” (94%-2%, 47.0:1) were far and away the city beautification statements which scored the highest ratio of agreement to disagreement among city residents. Five additional statements attained agreement ratios of better than three to one: “I believe the city should have irrigation in all city parks” (74%-19%, 3.9:1); “improved landscaping of city streets will help to improve our city image” (77%-21%, 3.7:1); “I would support the city developing points to where residents could access creek areas” (74%-21%, 3.5:1); “I support improved ‘gateways to the city’ so that people know they are coming into Keller” (77%-22%, 3.5:1); and “I am satisfied with how streets and intersections are landscaped in Keller” (76%-24%, 3.2:1). Of the nine beautification-related statements, the only item to be disputed was the negative comment, as 69% disagreed that “I do not believe that landscaping city streets and intersections is all that important,” although 29% did agree, which produced a ratio of 0.4:1. The remaining statement scored a ratio of 2.0:1 (65%-32% for “I believe the city should plant more trees and landscaping along streets and intersections”). Strong agreement was most evident toward the statements which supported the use of plants native to Texas (34%), water conservation efforts in future park developments (27%), improved landscaping of city streets will help to improve our city image (22%), and that the city should plant more trees and landscaping along streets and intersections (21%). Note that the planting of more trees and landscaping scored eighth in terms of its overall ratio, indicating a group of residents firmly committed to this area. Believing that the city should plant more trees and landscaping along streets and intersections (58%, to 75% in Area I) and believing the city should have irrigation in all city parks (61%, to 82% in Area I) generated much less agreement in Area II than elsewhere, especially when compared to Area I.
- “I feel safe when I’m on a trail (87%-7%, 12.0:1) and “there is convenient parking and access” (86%-9%, 9.6:1) were the trail-related statements that generated the highest agreement and least disagreement, and thus, best ratios. Residents were also four times

more likely to agree than disagree that “trails connect to places I or my family want to go” (75%-17%, 4.6:1), “the trails are wide enough to handle multiple activities” (79%-18%, 4.4:1), and “trails are close to where I live” (78%-19%, 4.1:1). The statement that drew the least agreement from survey participants still generated three times more agreement than disagreement (71%-24% for “I would support spending money to develop ‘under-street’ crossings for our trails system”). The ideas that stood out most in terms of strong agreement were that trails were close to where one lives (25%), they would support spending money to develop ‘under-street crossings (15%), and they felt safe when on a trail and there is convenient parking and access (both 13%). Area IV residents were least likely to agree with several of the statements, most noticeably that trails are close to where they live (57%, to 91% in Area II) and trails connect to places I or my family want to go (68%, to 84% in Area II). Interestingly, although Area II assigned some of the highest agreement ratings for most of the statements, they were least likely to agree to support spending money to develop ‘under-street’ crossings (62%, to 76% in both Areas I and III). Regarding trails being close to where one lives, there was also significantly less agreement in Area I (71%) than in Areas II and III (91% and 90%). Also, Area I was least likely to agree that there is convenient parking and access (82%, to 95% in Area II). The statement that differentiated parents and nonparents were the latter’s reluctance to support spending money to develop ‘under-street’ crossings (56%, to 82%-83%-71%), especially when compared with parents.

- Renovate and redevelop neighborhood parks (83%-14%, 5.9:1) and expand the city’s trail system (83%-14%, 5.9:1) were the two highest rated park projects supported by residents if placed before them in a bond election. Of the 16 projects presented, nine attained majority support. Besides the top two, three more generated significant support: acquire additional land for park development (80%-17%, 4.7:1), expand the Keller Senior Center (64%-18%, 3.6:1) although nearly one in five had no opinion (19%), and construct additional neighborhood parks (75%-22%, 3.4:1). Conversely, what survey participants said they would not support in a bond election were the construction of an indoor multi-use equestrian center (19%-73%, 0.3:1), improve the outdoor multi-use equestrian facility (29%-62%, 0.5:1), construction of a city golf course (41%-57%, 0.7:1), and construction of a dog park (41%-56%, 0.7:1). Enthusiasm, in terms of strong support, was highest for expanding the city’s trail system (23%), renovating and redeveloping neighborhood parks (21%), acquiring additional land for park development (17%), construction of a city

golf course (15%), and expand the indoor recreation facilities at Keller Pointe (13%). Relative to the expansion of the indoor recreation facilities at Keller Pointe (5th in intensity, to 8th in ratio), construction of a city golf course (4th, to 13th), a dog park (10th, to 14th), and an indoor tennis center with pro shop (9th, to 12th), there were constituencies interested enough in these projects to bring their projects to the forefront when compared to the community consensus. This was not the case in terms of a skateboard park in the city (11th in ratio, to 14th in intensity), environmental learning center (7th, to 11th), expansion of the outdoor aquatic facilities at Keller Pointe (9th, to 12th), and construction of a water park spray park (10th, to 13th). Regional differences were most pronounced regarding items like the construction of a city golf course (51% in Area III, to 26% in Area IV), a dog park (50% in Area III, to 29% in Area II), expansion of the Keller Senior Center (72% in Area IV, to 50% in Area III), the outdoor aquatic facilities at Keller Pointe (54% in Areas II and III, to 38% in Area II), construction of a water park spray park (52% in Area III, to 32% in Area II), and an indoor tennis center with pro shop (51% in Area III, to 36% in Area IV). A majority of parents of young children would vote for more projects (13) than those with pre-teen (12) or teen-age (9) children. Only seven projects generated majority support from nonparents. Additionally, just two projects generated 75% support from all four groups, those being renovation and redevelopment of neighborhood parks (89%-88%-80%, to 78% of nonparents) and expansion of the city's trail system (85%-89%-84%, to 75%).

CITY OF KELLER 2006 PARKS AND RECREATION ATTITUDE SURVEY CUMULATIVE RESULTS

PROJECT 06262006

RAYMOND TURCO & ASSOCIATES

SEPTEMBER 2006

MY NAME IS _____ AND I'M WITH RAYMAR RESEARCH. WE ARE NOT A DIRECT MARKETING FIRM AND THIS IS NOT A SALES CALL. OUR FIRM IS CONDUCTING A SURVEY ON PARKS AND RECREATION IN YOUR COMMUNITY. MY QUESTIONS SHOULD ONLY TAKE ABOUT 10 MINUTES, AND YOUR RESPONSES WILL BE CONFIDENTIAL. WOULD YOU CARE TO PARTICIPATE?

AREA	AREA I29%
	AREA II21%
	AREA III31%
	AREA IV19%
 SEX	 MALE47%
	FEMALE53%

1. FIRST, HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE QUALITY OF PARKS AND RECREATION IN KELLER?

VERY SATISFIED32%
SATISFIED58%
DISSATISFIED7%
VERY DISSATISFIED1%
NO OPINION2%

2. AND HOW LONG HAVE YOU LIVED IN THE CITY?

UNDER 1 YEAR7%
1 - 3 YEARS23%
4 - 7 YEARS28%
8 - 10 YEARS13%
10 - 20 YEARS21%
OVER 20 YEARS7%
REFUSE TO ANSWER0%

3. IN THE PAST THREE YEARS, DO YOU FEEL THAT THE QUALITY OF PARKS AND RECREATION IN THE CITY HAS IMPROVED, STAYED ABOUT THE SAME, OR DECLINED?

IMPROVED61%
SAME30%
DECLINED3%
NO OPINION6%

4. IN YOUR PART OF THE CITY, WHAT ONE RECREATIONAL FACILITY OR AMENITY WOULD YOU SAY THE CITY IS LACKING?

Multi-use trails (21%), tennis courts (13%), parks - general improvements (10%), athletic facility/sports complex (9%), recreation center/gym/fitness (7%)

5. IN THE PAST 12 MONTHS, HAVE YOU OR ANYONE IN YOUR HOUSEHOLD				
	YES	NO	DON'T	REM
A) VISITED OR USED A CITY PARK OR PARK AMENITY	93%	7%	0%	
B) VISITED OR USED A CITY ATHLETIC FIELD	55%	44%	0%	
C) PARTICIPATED IN A YOUTH ATHLETIC LEAGUE	37%	63%	0%	
D) PARTICIPATED IN AN ADULT ATHLETIC LEAGUE	5%	95%	0%	
E) PARTICIPATED IN ANY PROGRAM OR EVENT OFFERED BY THE KELLER PARKS AND RECREATION DEPT.	49%	49%	1%	
F) VISITED THE KELLER POINTE	75%	25%	0%	
G) USED A CITY HIKE AND BIKE TRAIL	79%	21%	0%	
H) UTILIZED A CITY FACILITY FOR A MEETING	19%	81%	0%	
I) VISITED A CITY PARK PAVILION	54%	45%	0%	
J) VISITED A CITY PLAYGROUND	76%	24%	0%	
K) USED AN EQUESTRIAN TRAIL	5%	95%	0%	
L) FISHED AT A POND AT A CITY PARK	24%	76%	0%	
M) VISITED THE KELLER SENIOR CENTER	16%	84%	0%	

6. THE CITY IS CURRENTLY IN THE PROCESS OF UPDATING ITS MASTER DEVELOPMENT PLAN FOR ITS PARK AND RECREATION SYSTEM. WHEN COMPLETED, THE PLAN WOULD MAKE RECOMMENDATIONS FOR ADDITIONAL FACILITIES AND OTHER SERVICES. PLEASE TELL ME HOW IMPORTANT OR UNIMPORTANT YOU THINK IT WOULD BE TO EITHER BUILD NEW OR ADDITIONAL _____ IN KELLER?

	VI	I	U	VU	NO
A) BASEBALL FIELDS	7%	32%	40%	10%	10%
B) ADULT SOFTBALL FIELDS	5%	26%	51%	7%	11%
C) YOUTH SOFTBALL FIELDS	5%	37%	42%	7%	9%
D) OUTDOOR BASEBALL/SOFTBALL PRACTICE FIELDS	7%	35%	42%	6%	10%
E) SOCCER FIELDS	11%	41%	33%	6%	8%
F) LIGHTED PRACTICE SOCCER FIELDS	14%	31%	40%	7%	8%
G) OUTDOOR TENNIS COURTS	15%	44%	32%	4%	5%
H) FOOTBALL FIELDS	6%	32%	48%	7%	7%
I) OUTDOOR SAND VOLLEYBALL COURTS	4%	32%	52%	7%	5%
J) OUTDOOR BASKETBALL COURTS	6%	54%	31%	4%	5%
K) LITTLE MISS KICKBALL FIELDS	2%	27%	48%	9%	14%
L) DISC GOLF COURSE	6%	27%	51%	9%	6%
M) JOGGING/BIKING TRAILS	20%	53%	22%	3%	2%
N) RENTAL PICNIC/REUNION PAVILIONS	8%	50%	34%	5%	3%
O) IN-LINE HOCKEY RINK	4%	28%	53%	9%	6%
P) EXERCISE STATIONS ALONG TRAILS	9%	41%	40%	5%	4%
Q) RACQUETBALL OR HANDBALL COURTS	11%	34%	45%	6%	3%
R) PLAYGROUNDS	18%	55%	22%	3%	1%
S) PICNIC TABLES	13%	64%	18%	3%	1%
T) RUGBY FIELDS	1%	12%	67%	14%	6%
U) AMPHITHEATER	11%	43%	37%	6%	3%
V) DOG PARK	13%	30%	44%	10%	2%
W) NATURAL HABITAT/NATURE AREAS	19%	54%	21%	4%	1%
X) REMOTE CONTROL MODEL AIRPLANE PARK	6%	16%	63%	12%	3%
Y) BIRD WATCHING FACILITIES	4%	30%	53%	9%	4%
Z) PARK RESTROOMS	34%	53%	10%	2%	1%
AA) BMX BICYCLE COURSE	7%	27%	53%	9%	4%
AB) SKATEBOARD PARK	8%	33%	48%	8%	3%
AC) CHILDREN'S WATER SPRAY PARK	9%	34%	46%	7%	3%

AD) WILDFLOWER OBSERVATION OPPORTUNITY	5%	39%	47%	6%	2%
AE) EQUESTRIAN TRAILS	2%	27%	59%	8%	3%
AF) LAWN BOWLING	2%	10%	65%	16%	7%

7. FROM THE LIST I JUST READ, WHAT WOULD YOU CONSIDER TO BE THE MOST IMPORTANT RECREATIONAL FACILITY TO CONSTRUCT? IF NONE OF THE ABOVE ARE IMPORTANT, PLEASE TELL ME THAT ALSO.

Jogging/biking trails (16%), playgrounds (14%), outdoor tennis courts (8%), park restrooms (7%), dog park (6%), amphitheater (6%)

8. PLEASE TELL ME WHICH CITY PARKS YOU GENERALLY VISIT? (PROBE: ANY OTHERS?)

Bear Creek (86%), Johnson Road (28%), Keller-Smithfield Activity Node (12%), Keller Pointe (12%), Keller Sports (7%), Bear Creek Greenbelt (7%)

9. USING A SCALE OF EXCELLENT, GOOD, FAIR OR POOR, AND BASED ON WHATEVER IMPRESSIONS YOU MAY HAVE, HOW WOULD YOU RATE KELLER IN TERMS OF.

	E	G	F	P	NO
A) THE NUMBER OF PARKS IN THE CITY	23%	50%	21%	3%	2%
B) HAVING PARKS CONVENIENTLY LOCATED FOR PEOPLE IN ALL AREAS	22%	47%	23%	4%	4%
C) THE OVERALL QUALITY OF CITY PARKS	27%	57%	12%	2%	1%
D) THE OVERALL SAFETY OF CITY PARKS	26%	58%	12%	0%	4%
E) THE MAINTENANCE OF CITY PARKS	23%	59%	14%	1%	2%
F) THE VARIETY OF RECREATIONAL FACILITIES WITHIN PARKS	16%	52%	24%	4%	4%
G) THE NUMBER OF ATHLETIC FIELDS IN THE CITY	12%	43%	24%	6%	14%
H) HAVING ATHLETIC FIELDS CONVENIENTLY LOCATED FOR PEOPLE IN ALL AREAS	9%	44%	25%	8%	14%
I) THE OVERALL QUALITY OF CITY ATHLETIC FIELDS	17%	51%	14%	4%	14%
J) THE MAINTENANCE OF CITY ATHLETIC FIELDS	15%	51%	14%	4%	15%
K) THE NUMBER OF PRACTICE AREAS IN THE CITY	7%	34%	25%	13%	20%
L) HAVING PRACTICE AREAS CONVENIENTLY LOCATED FOR PEOPLE IN ALL AREAS	7%	36%	24%	13%	19%
M) THE OVERALL QUALITY OF PRACTICE AREAS	6%	43%	19%	13%	20%
N) THE OVERALL SAFETY OF PRACTICE AREAS	8%	47%	17%	6%	22%
O) THE AMOUNT OF ACCESSIBLE NATURAL AREAS	9%	43%	27%	10%	10%
P) THE VARIETY OF PROGRAMS & EVENTS OFFERED BY THE PARKS & RECREATION DEPARTMENT	20%	53%	14%	4%	9%
Q) THE OVERALL QUALITY OF PARKS & RECREATION PROGRAMS AND EVENTS	17%	56%	11%	2%	13%
R) THE AMOUNT OF HIKE AND BIKE TRAILS IN THE CITY	16%	50%	24%	5%	5%
S) HAVING HIKE AND BIKE TRAILS CONVENIENTLY LOCATED FOR PEOPLE IN ALL AREAS	13%	48%	25%	9%	6%
T) THE OVERALL QUALITY OF HIKE AND BIKE TRAILS IN THE CITY	20%	62%	11%	2%	5%
U) THE OVERALL QUALITY OF PLAYGROUNDS IN CITY	16%	65%	13%	1%	5%
V) THE OVERALL QUALITY OF THE KELLER POINTE	40%	37%	6%	2%	15%
W) THE VARIETY OF AMENITIES AT THE KELLER POINTE	34%	38%	8%	2%	17%
X) THE OVERALL MAINTENANCE OF THE KELLER POINTE	38%	39%	4%	1%	18%

Y) THE VISUAL QUALITY OF THE CREEKS	9%	48%	24%	10%	8%
Z) THE AMOUNT OF ACCESSIBLE NATURAL AREAS	7%	53%	25%	7%	8%
AA) THE OVERALL QUALITY OF THE KELLER SENIOR CENTER	4%	15%	10%	3%	68%
AB) THE VARIETY OF AMENITIES AT THE KELLER SENIOR CENTER	3%	13%	8%	3%	72%
AC) THE OVERALL MAINTENANCE OF THE KELLER SENIOR CENTER	3%	17%	6%	2%	71%

10. THESE NEXT STATEMENTS DEAL WITH BEAUTIFICATION EFFORTS IN THE CITY. HOW STRONGLY DO YOU AGREE OR DISAGREE WITH EACH . . .

	SA	A	D	SD	NO
A) I AM SATISFIED WITH HOW STREETS AND INTERSECTIONS ARE LANDSCAPED IN KELLER	8%	68%	19%	5%	0%
B) I BELIEVE THE CITY SHOULD PLANT MORE TREES AND LANDSCAPING ALONG STREETS AND INTERSECTIONS	21%	44%	30%	2%	2%
C) I DO NOT BELIEVE THAT LANDSCAPING CITY STREETS AND INTERSECTIONS IS ALL THAT IMPORTANT	3%	26%	56%	13%	0%
D) I WOULD SUPPORT THE CITY DEVELOPING POINTS TO WHERE RESIDENTS COULD ACCESS CREEK AREAS	15%	59%	20%	1%	5%
E) IMPROVED LANDSCAPING OF CITY STREETS WILL HELP TO IMPROVE OUR CITY IMAGE	22%	55%	20%	1%	2%
F) I SUPPORT IMPROVED "GATEWAYS TO THE CITY" SO THAT PEOPLE KNOW THEY ARE COMING INTO KELLER	19%	58%	20%	2%	1%
G) I SUPPORT WATER CONSERVATION EFFORTS IN FUTURE PARK DEVELOPMENTS	27%	67%	2%	0%	3%
H) I WOULD SUPPORT THE USE OF PLANTS NATIVE TO TEXAS SUCH AS RED OAK, PECAN, RED BUD TREES, AND TEXAS SAGE IN CITY PROJECTS	34%	62%	2%	0%	1%
I) I BELIEVE THE CITY SHOULD HAVE IRRIGATION IN ALL CITY PARKS	13%	61%	18%	1%	6%

11. NOW LET'S TALK ABOUT TRAILS. HOW STRONGLY DO YOU AGREE OR DISAGREE WITH THE FOLLOWING TRAIL-RELATED STATEMENTS

	SA	A	D	SD	NO
A) TRAILS ARE CLOSE TO WHERE I LIVE	25%	53%	15%	4%	2%
B) THE TRAILS ARE WIDE ENOUGH TO HANDLE MULTIPLE ACTIVITIES e.g. WALKING & CYCLING	12%	67%	16%	2%	3%
C) I FEEL SAFE WHEN I'M ON A TRAIL	13%	74%	6%	1%	5%
D) THERE IS CONVENIENT PARKING AND ACCESS	13%	73%	8%	1%	5%
E) TRAILS CONNECT TO PLACES I OR MY FAMILY WANT TO GO	9%	69%	15%	2%	5%
F) I WOULD SUPPORT SPENDING MONEY TO DEVELOP "UNDER-STREET" CROSSINGS FOR OUR TRAIL SYSTEM	15%	56%	22%	2%	4%

12. THE CITY IS CONSIDERING BUILDING ADDITIONAL PARKS AND RECREATION FACILITIES OVER THE NEXT FIVE TO TEN YEARS. BOND FUNDS WOULD PROBABLY BE REQUIRED THE CONSTRUCTION OF EACH. IF A BOND ELECTION WERE HELD, HOWW

STRONGLY WOULD YOU SUPPORT OR OPPOSE THE FOLLOWING PROJECTS

	SS	S	O	SO	NO
A) RENOVATE AND REDEVELOP NEIGHBORHOOD PARKS	21%	62%	9%	5%	3%
B) EXPAND THE INDOOR RECREATION FACILITIES AT KELLER POINTE	13%	37%	32%	10%	8%
C) CONSTRUCTION OF A CITY GOLF COURSE	15%	26%	43%	14%	2%
D) CONSTRUCTION OF A DOG PARK	11%	30%	42%	14%	3%
E) CONSTRUCTION OF A SKATEBOARD PARK IN THE CITY	7%	36%	41%	14%	2%
F) IMPROVE THE OUTDOOR MULTI-USE EQUESTRIAN FAC	3%	26%	47%	15%	9%
G) EXPAND THE CITY'S TRAIL SYSTEM	23%	60%	11%	3%	3%
H) EXPAND THE KELLER SENIOR CENTER	13%	51%	14%	4%	19%
I) AQUIRE ADDITIONAL LAND FOR PARK DEVELOPMENT	17%	63%	13%	4%	3%
J) CONSTRUCT ADDITIONAL NEIGHBORHOOD PARKS	13%	62%	18%	4%	3%
	SS	S	O	SO	NO
K) CONSTRUCT AN INDOOR MULTI-USE EQUESTRIAN FAC	3%	16%	52%	21%	8%
L) ENVIRONMENTAL LEARNING CENTER	11%	47%	31%	6%	4%
M) PERFORMING ARTS AND CULTURAL CENTER	13%	50%	26%	8%	2%
N) EXPANSION OF THE OUTDOOR AQUATIC FACILITIES AT KELLER POINTE	10%	40%	38%	8%	4%
O) CONSTRUCTION OF A WATER PARK SPRAY PARK	9%	37%	43%	7%	3%
P) CONSTRUCTION OF AN INDOOR TENNIS CENTER WITH PRO SHOP	13%	31%	44%	8%	4%

13. I'M GOING TO READ YOU A LIST OF STATEMENTS. PLEASE TELL ME HOW STRONGLY YOU AGREE OR DISAGREE WITH EACH . . .

	SA	A	D	SD	NO
A) I'M SATISFIED WITH THE RECREATIONAL FACILITIES IN KELLER	14%	72%	12%	1%	0%
B) I AM WILLING TO PAY ADDITIONAL CITY TAXES TO SEE THE QUALITY OF PARKS UPGRADED	10%	55%	24%	7%	4%
C) THE EXISTING PARK SYSTEM IS ADEQUATE	4%	64%	28%	2%	1%
D) THE CITY SHOULD IMPROVE THE EXISTING PARKS AND NOT DEVELOP ANY NEW ONES	6%	32%	53%	5%	5%
E) I HAVE ADEQUATE AVENUES TO VOICE MY CONCERNS ABOUT RECREATION IN KELLER	7%	68%	15%	3%	7%
F) I AM SATISFIED WITH THE CURRENT LANDSCAPING IN CITY MEDIANS AND INTERSECTIONS	5%	61%	29%	4%	2%
G) NATURAL AREAS ARE IMPORTANT AND SHOULD BE PRESERVED WHERE IT IS AVAILABLE	23%	71%	3%	0%	2%

14. FROM WHICH OF THE FOLLOWING SOURCES DO YOU GET INFORMATION ABOUT RECREATIONAL ACTIVITIES IN KELLER? (CIRCLE ALL THAT APPLY)

FT. WORTH STAR-TELEGRAM	44%	PARKS/RECREATION OFFICE	.25%
SCHOOL BROCHURES/FLYRS	48%	INTERNET HOME PAGE	.40%
CITY CABLE CHANNEL	21%	SIGNS	.67%
RECREATION BROCHURES	66%	WORD OF MOUTH	.77%
CITY E-NEWSLETTER	35%	OTHER	.6%
THE KELLER CITIZEN	91%		
THE KELLER POINTE E-NEWS	31%		

15. HOW FREQUENTLY DO YOU VOTE IN CITY-RELATED ELECTIONS, LIKE CITY COUNCIL OR CITY BOND ELECTIONS?

ALWAYS49%
OFTEN36%
SELDOM8%
NEVER6%
NO OPINION1%

16. THESE LAST FEW QUESTIONS ARE JUST FOR CLASSIFICATION PURPOSES. WHICH OF THE FOLLOWING AGE GROUPS DO YOU COME UNDER?

LESS THAN 25 YEARS . . .	9%
25 - 35 YEARS41%
35 - 45 YEARS30%
45 - 55 YEARS12%
55 - 65 YEARS12%
OVER 65 YEARS7%
REFUSED TO ANSWER0%

17. PLEASE TELL ME IF YOU HAVE CHILDREN UNDER THE AGE OF 18 AT HOME (IF YES: IN WHICH OF THE FOLLOWING GROUPS DO THEY COME UNDER?)

(CIRCLE ALL THAT APPLY)

NO CHILDREN33%
UNDER 621%
6 - 1239%
13 - 1829%
REFUSE TO ANSWER1%

18. DO YOU BELONG TO AN ATHLETIC ASSOCIATION IN THE CITY OF KELLER?

YES30%
NO70%

THAT'S THE END OF OUR SURVEY BUT COULD I CHECK TO SEE IF I DIALED THE CORRECT NUMBER. I DIALED _____. AND COULD I HAVE YOUR FIRST NAME, ONLY IN CASE MY SUPERVISOR HAS TO VERIFY THIS INTERVIEW? _____. THANK YOU AND HAVE A NICE EVENING.

CALLER INI. _____ SHEET NUMBER _____ ZIPCODE _____ SURVEY LENGTH _____

A SURVEY OF RESIDENTS ATTITUDES ABOUT PARKS AND RECREATION IN THE CITY OF KELLER

2006 Parks and Recreational Attitude Survey

Survey Results Tables

RAYMOND TURCO & ASSOCIATES

PROJECT 06262006

NOVEMBER 2006

 **RAYMOND TURCO & ASSOCIATES**

 **Halff Associates**

**TABLE #1: TOP RECREATIONAL FACILITY LACKING IN KELLER BY
SUBSECTOR AND GENDER**

FACILITY	OVERALL	AREA I	AREA II	AREA III	AREA IV	MALE	FEMALE
Multi-use trails / bicycling / walking / jogging	21%	17%	23%	16%	34%	29%	14%
Tennis courts	13%	12%	11%	20%	3%	13%	13%
Parks / general improvements	10%	12%	9%	4%	16%	12%	8%
Athletic facility / sports complex	9%	8%	6%	13%	8%	14%	5%
Miscellaneous	7%	8%	11%	4%	5%	5%	8%
Recreation center / gym / fitness	7%	8%	3%	6%	11%	5%	8%
Dog park	5%	6%	0%	6%	8%	3%	7%
Pool / water spray park	5%	5%	6%	4%	5%	0%	9%
Skate park / hockey	5%	9%	9%	1%	0%	4%	5%
Playgrounds	4%	3%	6%	4%	5%	2%	6%
Open space / green space / natural areas / picnic areas	4%	6%	0%	6%	3%	3%	5%
Basketball courts	4%	2%	6%	6%	3%	6%	2%
Restrooms	4%	0%	9%	7%	0%	0%	7%
Library	2%	5%	3%	1%	0%	2%	3%

**TABLE #2: OVERALL FREQUENCY OF USING RECREATIONAL FACILITIES
AND PARTICIPATING IN PROGRAMS**

ACTIVITY	YES	NO	DON'T REMEM
Visited or used a city park or park amenity	93%	7%	0%
Visited or used a city athletic field	55%	44%	0%
Participated in a youth athletic league	37%	63%	0%
Participated in an adult athletic league	5%	95%	0%
Participated in any program or event offered by the Keller Parks and Recreation Dept.	49%	49%	1%
Visited the Keller Pointe	75%	25%	0%
Used a city hike and bike trail	79%	21%	0%
Utilized a city facility for a meeting	19%	81%	0%
Visited a city park pavilion	54%	45%	0%
Visited a city playground	76%	24%	0%
Used an equestrian trail	5%	95%	0%
Fished at a pond at a city park	24%	76%	0%
Visited the Keller Senior Center	16%	84%	0%

TABLE #3: FREQUENCY OF USING RECREATIONAL FACILITIES AND PARTICIPATING IN PROGRAMS BY SUBSECTOR

ACTIVITY	AREA I		AREA II		AREA III		AREA IV	
	YES	NO	YES	NO	YES	NO	YES	NO
Visited or used a city park or park amenity	94%	6%	94%	6%	93%	7%	90%	10%
Visited or used a city athletic field	56%	44%	54%	45%	60%	40%	49%	51%
Participated in a youth athletic league	41%	59%	25%	75%	46%	54%	32%	68%
Participated in an adult athletic league	6%	94%	7%	93%	5%	95%	4%	96%
Participated in any program or event offered by the Keller Parks and Recreation Dept.	54%	43%	51%	48%	54%	46%	34%	65%
Visited the Keller Pointe	72%	28%	69%	31%	83%	16%	73%	27%
Used a city hike and bike trail	70%	30%	86%	14%	85%	15%	73%	27%
Utilized a city facility for a meeting	20%	79%	18%	82%	17%	82%	21%	79%
Visited a city park pavilion	48%	52%	66%	34%	58%	41%	45%	55%
Visited a city playground	71%	27%	75%	25%	75%	25%	81%	19%
Used an equestrian trail	3%	96%	6%	94%	3%	97%	9%	91%
Fished at a pond at a city park	21%	79%	29%	71%	27%	73%	19%	81%
Visited the Keller Senior Center	18%	82%	20%	80%	8%	92%	21%	79%

TABLE #4: FREQUENCY OF USING RECREATIONAL FACILITIES AND PARTICIPATING IN PROGRAMS BY AGE OF RESPONDENT'S CHILDREN

ACTIVITY	NO CHILD		UNDER 6		AGE 6 - 12		AGE 13 - 18	
	YES	NO	YES	NO	YES	NO	YES	NO
Visited or used a city park or park amenity	84%	16%	95%	5%	99%	1%	97%	3%
Visited or used a city athletic field	32%	67%	55%	45%	77%	23%	74%	26%
Participated in a youth athletic league	5%	95%	46%	54%	69%	31%	51%	49%
Participated in an adult athletic league	6%	94%	8%	92%	5%	95%	3%	97%
Participated in any program or event offered by the Keller Parks and Recreation Dept.	34%	66%	48%	48%	62%	37%	60%	39%
Visited the Keller Pointe	57%	42%	80%	20%	89%	11%	83%	17%
Used a city hike and bike trail	76%	24%	72%	28%	81%	19%	82%	18%
Utilized a city facility for a meeting	19%	80%	15%	85%	17%	82%	21%	79%
Visited a city park pavilion	49%	51%	59%	40%	60%	40%	56%	44%
Visited a city playground	59%	41%	93%	7%	90%	10%	75%	25%
Used an equestrian trail	4%	95%	5%	95%	5%	95%	4%	96%
Fished at a pond at a city park	16%	84%	34%	66%	33%	67%	25%	75%
Visited the Keller Senior Center	23%	77%	12%	88%	13%	87%	14%	86%

TABLE #5: OVERALL IMPORTANCE OF CONSTRUCTING ADDITIONAL RECREATIONAL FACILITIES IN KELLER

FACILITY	VERY IMPORT	IMPORT	UNIMPORT	VERY UNIMPORT	NO OPINION	POS TO NEG RATIO
Baseball fields	7%	32%	40%	10%	10%	0.8:1
Adult softball fields	5%	26%	51%	7%	11%	0.5:1
Youth softball fields	5%	37%	42%	7%	9%	0.9:1
Outdoor baseball / softball practice fields	7%	35%	42%	6%	10%	0.9:1
Soccer fields	11%	41%	33%	6%	8%	1.3:1
Lighted practice soccer fields	14%	31%	40%	7%	8%	1.0:1
Outdoor tennis courts	15%	44%	32%	4%	5%	1.6:1
Football fields	6%	32%	48%	7%	7%	0.7:1
Outdoor sand volleyball courts	4%	32%	52%	7%	5%	0.6:1
Outdoor basketball courts	6%	54%	31%	4%	5%	1.7:1
Little Miss kickball fields	2%	27%	48%	9%	14%	0.5:1
Disc golf course	6%	27%	51%	9%	6%	0.6:1
Jogging / biking trails	20%	53%	22%	3%	2%	2.9:1
Rental picnic / reunion pavilions	8%	50%	34%	5%	3%	1.5:1
In-line hockey rink	4%	28%	53%	9%	6%	0.5:1
Exercise stations along trails	9%	41%	40%	5%	4%	1.1:1
Racquetball or handball courts	11%	34%	45%	6%	3%	0.9:1
Playgrounds	18%	55%	22%	3%	1%	2.9:1
Picnic tables	13%	64%	18%	3%	1%	3.7:1
Rugby fields	1%	12%	67%	14%	6%	0.2:1
Amphitheater	11%	43%	37%	6%	3%	1.3:1
Dog park	13%	30%	44%	10%	2%	0.8:1
Natural habitat / nature areas	19%	54%	21%	4%	1%	2.9:1
Remote control model airplane park	6%	16%	63%	12%	3%	0.3:1
Bird watching facilities	4%	30%	53%	9%	4%	0.5:1
Park restrooms	34%	53%	10%	2%	1%	7.3:1
BMX bicycle course	7%	27%	53%	9%	4%	0.5:1
Skateboard park	8%	33%	48%	8%	3%	0.7:1
Children's water spray park	9%	34%	46%	7%	3%	0.8:1
Wildflower observation opportunity	5%	39%	47%	6%	2%	0.8:1
Equestrian trails	2%	27%	59%	8%	3%	0.4:1
Lawn bowling	2%	10%	65%	16%	7%	0.1:1

TABLE #6: OVERALL IMPORTANCE OF CONSTRUCTING ADDITIONAL RECREATIONAL FACILITIES IN KELLER BY SUBSECTOR

FACILITY	AREA I		AREA II		AREA III		AREA IV	
	IMPORT	UNIMP	IMPORT	UNIMP	IMPORT	UNIMP	IMPORT	UNIMP
Baseball fields	43%	47%	40%	51%	41%	49%	31%	55%
Adult softball fields	38%	54%	22%	64%	36%	54%	21%	65%
Youth softball fields	48%	44%	46%	46%	41%	52%	28%	54%
Outdoor baseball / softball practice fields	49%	44%	37%	52%	44%	47%	35%	49%
Soccer fields	57%	35%	53%	40%	53%	39%	47%	41%
Lighted practice soccer fields	55%	41%	40%	51%	46%	47%	33%	55%
Outdoor tennis courts	61%	34%	53%	41%	63%	34%	55%	39%
Football fields	41%	51%	30%	62%	41%	53%	35%	58%
Outdoor sand volleyball courts	43%	52%	32%	62%	32%	65%	33%	59%
Outdoor basketball courts	66%	31%	60%	33%	66%	32%	40%	50%
Little Miss kickball fields	35%	55%	29%	57%	28%	57%	25%	58%
Disc golf course	36%	58%	31%	62%	35%	59%	31%	66%
Jogging / biking trails	76%	23%	70%	30%	80%	19%	62%	34%
Rental picnic / reunion pavilions	66%	32%	53%	43%	56%	39%	55%	44%
In-line hockey rink	35%	60%	30%	64%	35%	60%	29%	62%
Exercise stations along trails	54%	43%	41%	52%	51%	45%	55%	39%
Racquetball or handball courts	47%	52%	43%	50%	50%	49%	37%	59%
Playgrounds	78%	20%	65%	35%	76%	22%	69%	30%
Picnic tables	82%	17%	79%	20%	75%	23%	74%	25%
Rugby fields	16%	80%	9%	84%	14%	81%	11%	79%
Amphitheater	54%	44%	53%	46%	57%	40%	52%	43%
Dog park	49%	51%	34%	66%	47%	49%	41%	53%
Natural habitat / nature areas	74%	25%	73%	26%	75%	24%	70%	27%
Remote control model airplane park	20%	78%	18%	77%	25%	73%	22%	72%
Bird watching facilities	33%	64%	34%	60%	39%	59%	27%	64%
Park restrooms	87%	12%	84%	12%	92%	8%	83%	17%
BMX bicycle course	37%	60%	30%	63%	34%	63%	30%	62%
Skateboard park	45%	54%	39%	57%	38%	58%	40%	55%
Children's water spray park	50%	48%	28%	67%	48%	49%	42%	53%
Wildflower observation opportunity	45%	54%	45%	51%	51%	48%	33%	62%
Equestrian trails	32%	67%	34%	62%	30%	67%	20%	76%
Lawn bowling	11%	85%	14%	76%	13%	81%	12%	81%

TABLE #7: OVERALL IMPORTANCE OF CONSTRUCTING ADDITIONAL RECREATIONAL FACILITIES IN KELLER BY AGE OF RESPONDENT'S CHILDREN

FACILITY	NO CHILD		UNDER 6		AGE 6 - 12		AGE 13 - 18	
	IMPORT	UNIMP	IMPORT	UNIMP	IMPORT	UNIMP	IMPORT	UNIMP
Baseball fields	34%	56%	42%	41%	46%	45%	36%	56%
Adult softball fields	26%	66%	36%	46%	34%	57%	31%	62%
Youth softball fields	39%	52%	44%	42%	46%	46%	38%	55%
Outdoor baseball / softball practice fields	36%	53%	52%	38%	46%	46%	40%	52%
Soccer fields	46%	43%	61%	28%	62%	33%	46%	50%
Lighted practice soccer fields	36%	57%	52%	37%	54%	39%	44%	51%
Outdoor tennis courts	50%	45%	67%	24%	67%	30%	63%	34%
Football fields	29%	65%	46%	43%	44%	48%	38%	57%
Outdoor sand volleyball courts	36%	57%	35%	57%	35%	62%	37%	62%
Outdoor basketball courts	46%	47%	70%	26%	70%	27%	63%	34%
Little Miss kickball fields	31%	56%	35%	47%	33%	56%	22%	67%
Disc golf course	31%	63%	39%	55%	33%	62%	32%	62%
Jogging / biking trails	76%	23%	76%	19%	73%	26%	64%	34%
Rental picnic / reunion pavilions	56%	39%	57%	39%	63%	34%	58%	42%
In-line hockey rink	26%	67%	35%	56%	34%	60%	40%	54%
Exercise stations along trails	50%	44%	48%	47%	57%	41%	48%	47%
Racquetball or handball courts	38%	57%	50%	47%	50%	48%	46%	51%
Playgrounds	64%	34%	84%	15%	83%	17%	69%	31%
Picnic tables	75%	22%	81%	17%	79%	20%	75%	25%
Rugby fields	8%	85%	19%	73%	14%	81%	16%	78%
Amphitheater	52%	45%	67%	33%	58%	41%	48%	50%
Dog park	42%	55%	54%	46%	44%	54%	36%	63%
Natural habitat / nature areas	70%	28%	81%	18%	74%	25%	72%	27%
Remote control model airplane park	17%	78%	26%	72%	24%	75%	24%	75%
Bird watching facilities	38%	56%	30%	65%	35%	61%	30%	68%
Park restrooms	80%	17%	96%	4%	88%	10%	91%	10%
BMX bicycle course	24%	69%	34%	63%	38%	58%	41%	58%
Skateboard park	33%	62%	43%	55%	40%	56%	46%	53%
Children's water spray park	31%	64%	65%	33%	50%	46%	39%	60%
Wildflower observation opportunity	45%	52%	53%	44%	45%	54%	40%	58%
Equestrian trails	26%	71%	29%	66%	29%	67%	33%	66%
Lawn bowling	10%	81%	13%	81%	15%	80%	12%	82%

**TABLE #8: MOST IMPORTANT RECREATIONAL FACILITY TO CONSTRUCT
BY SUBSECTOR AND GENDER**

FACILITY	OVERALL	AREA I	AREA II	AREA III	AREA IV	MALE	FEMALE
Jogging / biking trails	16%	12%	13%	19%	22%	22%	11%
Playgrounds	14%	12%	15%	9%	21%	11%	16%
Outdoor tennis courts	8%	6%	6%	15%	3%	7%	8%
Park restrooms	7%	7%	7%	7%	7%	4%	10%
Dog park	6%	10%	4%	6%	4%	5%	8%
Amphitheater	6%	4%	7%	9%	3%	7%	4%
Lighted practice soccer fields	5%	4%	7%	7%	1%	5%	5%
Skateboard park	5%	7%	3%	3%	5%	6%	3%
Natural habitat / nature areas	4%	4%	8%	2%	4%	2%	6%
Soccer fields	4%	5%	3%	3%	4%	5%	2%
Outdoor baseball / softball practice fields	3%	6%	0%	1%	4%	3%	2%
Rental picnic / reunion pavilions	3%	4%	3%	1%	4%	2%	3%
Exercise stations along trails	3%	1%	6%	4%	0%	4%	2%
Baseball fields	2%	5%	1%	1%	1%	2%	3%
Football fields	2%	2%	0%	3%	4%	2%	3%
Children's water spray park	2%	4%	0%	2%	1%	1%	3%
Outdoor basketball courts	2%	1%	3%	3%	0%	2%	2%
In-line hockey rink	2%	1%	3%	2%	1%	2%	2%
Racquetball or handball courts	2%	0%	3%	3%	0%	3%	1%
Disc golf course	1%	2%	1%	0%	1%	1%	1%
Picnic tables	1%	1%	3%	0%	1%	1%	2%
Remote control model airplane park	1%	0%	0%	1%	3%	2%	0%
Equestrian trails	1%	1%	0%	1%	1%	1%	1%
Adult softball fields	1%	1%	0%	0%	1%	0%	1%
Rugby fields	1%	0%	1%	0%	1%	1%	1%
Bird watching facilities	1%	1%	0%	1%	0%	0%	1%
BMX bicycle course	1%	0%	1%	1%	0%	0%	1%
Wildflower observation opportunity	1%	1%	1%	0%	0%	0%	1%
Lawn bowling	1%	2%	0%	0%	0%	1%	1%

TABLE #9: CITY PARKS VISITED MOST OFTEN BY SUBSECTOR AND GENDER

FACILITY	OVERALL	AREA I	AREA II	AREA III	AREA IV	MALE	FEMALE
Bear Creek	86%	84%	93%	82%	86%	84%	87%
Johnson Road	28%	22%	28%	16%	59%	27%	30%
Keller-Smithfield Activity Node	12%	6%	0%	31%	7%	13%	12%
Keller Pointe	12%	18%	10%	12%	4%	13%	11%
Keller Sports	7%	10%	9%	6%	4%	7%	7%
Bear Creek Greenbelt	7%	6%	11%	8%	4%	9%	5%
Bursey Ranch	2%	6%	1%	0%	0%	1%	3%
Chase Oaks Activity Node	2%	5%	0%	1%	0%	2%	1%
The parks at Town Center	1%	0%	1%	3%	0%	1%	2%
Miscellaneous / didn't remember name	1%	1%	2%	1%	0%	0%	2%

TABLE #10: OVERALL ASSESSMENT OF CHARACTERISTICS OF KELLER RECREATIONAL FACILITIES

FACILITY	EXCEL	GOOD	FAIR	POOR	NO OPIN	RATIO
The number of parks in the city	23%	50%	21%	3%	2%	3.0:1
Having parks conveniently located for people in all areas	22%	47%	23%	4%	4%	2.6:1
The overall quality of city parks	27%	57%	12%	2%	1%	6.0:1
The overall safety of city parks	26%	58%	12%	0%	4%	7.0:1
The maintenance of city parks	23%	59%	14%	1%	2%	5.5:1
The variety of recreational facilities within parks	16%	52%	24%	4%	4%	2.4:1
The number of athletic fields in the city	12%	43%	24%	6%	14%	1.8:1
Having athletic fields conveniently located for people in all areas	9%	44%	25%	8%	14%	1.6:1
The overall quality of city athletic fields	17%	51%	14%	4%	14%	3.8:1
The maintenance of city athletic fields	15%	51%	14%	4%	15%	3.7:1
The number of practice areas in the city	7%	34%	25%	13%	20%	1.1:1
Having practice areas conveniently located for people in all areas	7%	36%	24%	13%	19%	1.2:1
The overall quality of practice areas	6%	43%	19%	13%	20%	1.5:1
The overall safety of practice areas	8%	47%	17%	6%	22%	2.4:1
The amount of accessible natural areas	9%	43%	27%	10%	10%	1.4:1
The variety of programs & events offered by the Parks & Recreation Department	20%	53%	14%	4%	9%	4.1:1
The overall quality of parks & recreation programs and events	17%	56%	11%	2%	13%	5.6:1
The amount of hike and bike trails in the city	16%	50%	24%	5%	5%	2.3:1
Having hike and bike trails conveniently located for people in all areas	13%	48%	25%	9%	6%	1.8:1
The overall quality of hike and bike trails in the city	20%	62%	11%	2%	5%	6.3:1
The overall quality of playgrounds in the city	16%	65%	13%	1%	5%	5.8:1
The overall quality of the Keller Pointe	40%	37%	6%	2%	15%	9.6:1
The variety of amenities at the Keller Pointe	34%	38%	8%	2%	17%	7.2:1
The overall maintenance of the Keller Pointe	38%	39%	4%	1%	18%	15:1
The visual quality of the creeks	9%	48%	24%	10%	8%	1.7:1
The amount of accessible natural areas	7%	53%	25%	7%	8%	1.9:1
The overall quality of the Keller Senior Center	4%	15%	10%	3%	68%	1.5:1
The variety of amenities at the Keller Senior Center	3%	13%	8%	3%	72%	1.5:1
The overall maintenance of the Keller Senior Center	3%	17%	6%	2%	71%	2.5:1

**TABLE #11: ASSESSMENT OF CHARACTERISTICS OF KELLER
RECREATIONAL FACILITIES BY SUBSECTOR**

FACILITY	AREA I		AREA II		AREA III		AREA IV	
	EXCEL/ GOOD	FAIR/ POOR	EXCEL/ GOOD	FAIR/ POOR	EXCEL/ GOOD	FAIR/ POOR	EXCEL/ GOOD	FAIR/ POOR
The number of parks in the city	69%	27%	75%	26%	71%	26%	81%	18%
Having parks conveniently located for people in all areas	75%	22%	67%	29%	68%	28%	64%	33%
The overall quality of city parks	78%	20%	88%	12%	85%	13%	90%	10%
The overall safety of city parks	85%	12%	82%	15%	81%	14%	86%	12%
The maintenance of city parks	78%	20%	82%	15%	82%	15%	89%	12%
The variety of recreational facilities within parks	58%	36%	72%	26%	65%	31%	79%	18%
The number of athletic fields in the city	56%	31%	66%	25%	49%	32%	56%	31%
Having athletic fields conveniently located for people in all areas	50%	35%	67%	25%	45%	38%	53%	34%
The overall quality of city athletic fields	67%	16%	80%	11%	59%	24%	68%	21%
The maintenance of city athletic fields	65%	20%	78%	11%	58%	23%	67%	18%
The number of practice areas in the city	41%	37%	49%	32%	33%	44%	44%	41%
Having practice areas conveniently located for people in all areas	40%	37%	50%	33%	37%	43%	48%	36%
The overall quality of practice areas	48%	30%	54%	25%	4%	39%	53%	30%
The overall safety of practice areas	56%	20%	53%	25%	54%	26%	54%	24%
The amount of accessible natural areas	52%	37%	61%	32%	52%	35%	46%	48%
The variety of programs & events offered by the Parks & Recreation Department	73%	17%	82%	16%	69%	20%	70%	19%
The overall quality of parks & recreation programs and events	75%	10%	85%	10%	68%	18%	68%	12%
The amount of hike and bike trails in the city	58%	36%	73%	26%	69%	25%	68%	28%
Having hike and bike trails conveniently located for people in all areas	59%	34%	63%	33%	63%	30%	59%	39%
The overall quality of hike and bike trails in the city	79%	13%	85%	13%	80%	13%	83%	15%
The overall quality of playgrounds in the city	77%	18%	80%	15%	83%	14%	85%	10%
The overall quality of the Keller Pointe	76%	6%	77%	8%	78%	9%	78%	9%
The variety of amenities at the Keller Pointe	70%	9%	72%	12%	73%	9%	76%	10%
The overall maintenance of the Keller Pointe	74%	5%	78%	2%	75%	9%	80%	5%
The visual quality of the creeks	63%	26%	47%	46%	58%	33%	59%	35%
The amount of accessible natural areas	60%	29%	62%	31%	58%	35%	61%	34%
The overall quality of the Keller Senior Center	17%	13%	26%	13%	10%	10%	31%	17%
The variety of amenities at the Keller Senior Center	16%	11%	20%	14%	10%	7%	24%	16%
The overall maintenance of the Keller Senior Center	18%	10%	26%	11%	11%	5%	33%	9%

**TABLE #12: ASSESSMENT OF CHARACTERISTICS OF KELLER
RECREATIONAL FACILITIES BY AGE OF RESPONDENT'S CHILDREN**

FACILITY	NO CHILD		UNDER 6		AGE 6 - 12		AGE 13 - 18	
	EXCEL/ GOOD	FAIR/ POOR	EXCEL/ GOOD	FAIR/ POOR	EXCEL/ GOOD	FAIR/ POOR	EXCEL/ GOOD	FAIR/ POOR
The number of parks in the city	75%	23%	75%	20%	71%	27%	67%	34%
Having parks conveniently located for people in all areas	73%	19%	62%	21%	68%	30%	68%	32%
The overall quality of city parks	85%	13%	83%	16%	85%	15%	87%	13%
The overall safety of city parks	81%	13%	79%	17%	87%	12%	88%	9%
The maintenance of city parks	81%	16%	79%	17%	84%	14%	87%	13%
The variety of recreational facilities within parks	68%	22%	64%	34%	65%	34%	64%	35%
The number of athletic fields in the city	58%	18%	45%	38%	56%	38%	56%	39%
Having athletic fields conveniently located for people in all areas	57%	20%	42%	40%	56%	39%	51%	45%
The overall quality of city athletic fields	65%	10%	58%	24%	70%	23%	75%	22%
The maintenance of city athletic fields	64%	11%	61%	20%	68%	23%	70%	23%
The number of practice areas in the city	45%	26%	37%	38%	37%	53%	41%	48%
Having practice areas conveniently located for people in all areas	48%	24%	40%	36%	37%	51%	43%	48%
The overall quality of practice areas	51%	19%	50%	28%	47%	42%	54%	39%
The overall safety of practice areas	51%	16%	56%	20%	56%	33%	63%	26%
The amount of accessible natural areas	51%	36%	42%	42%	55%	40%	57%	38%
The variety of programs & events offered by the Parks & Recreation Department	76%	10%	64%	25%	73%	23%	77%	20%
The overall quality of parks & recreation programs and events	68%	10%	70%	14%	75%	16%	82%	13%
The amount of hike and bike trails in the city	71%	24%	65%	27%	63%	34%	63%	35%
Having hike and bike trails conveniently located for people in all areas	63%	28%	53%	40%	59%	37%	62%	36%
The overall quality of hike and bike trails in the city	83%	11%	78%	15%	84%	13%	82%	15%
The overall quality of playgrounds in the city	78%	12%	82%	14%	85%	14%	82%	16%
The overall quality of the Keller Pointe	64%	9%	79%	7%	87%	7%	85%	7%
The variety of amenities at the Keller Pointe	62%	6%	71%	13%	81%	12%	79%	11%
The overall maintenance of the Keller Pointe	63%	3%	75%	11%	86%	6%	84%	6%
The visual quality of the creeks	53%	36%	54%	37%	64%	34%	59%	32%
The amount of accessible natural areas	58%	29%	52%	43%	62%	34%	65%	29%
The overall quality of the Keller Senior Center	27%	16%	16%	9%	15%	13%	18%	13%
The variety of amenities at the Keller Senior Center	24%	16%	14%	6%	11%	10%	16%	10%
The overall maintenance of the Keller Senior Center	30%	11%	14%	6%	13%	9%	18%	11%

TABLE #13: OVERALL AGREEMENT WITH BEAUTIFICATION-RELATED STATEMENTS ABOUT KELLER

STATEMENT	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	NO OPINION	POS TO NEG RATIO
I am satisfied with how streets and intersections are landscaped in Keller	8%	68%	19%	5%	0%	3.2:1
I believe the city should plant more trees and landscaping along streets and intersections	21%	44%	30%	2%	2%	2.0:1
I do not believe that landscaping city streets and intersections is all that important	3%	26%	56%	13%	0%	0.4:1
I would support the city developing points to where residents could access creek areas	15%	59%	20%	1%	5%	3.5:1
Improved landscaping of city streets will help to improve our city image	22%	55%	20%	1%	2%	3.7:1
I support improved "gateways to the city" so that people know they are coming into Keller	19%	58%	20%	2%	1%	3.5:1
I support water conservation efforts in future park developments	27%	67%	2%	0%	3%	47:1
I would support the use of plants native to Texas; such as Red Oak, Pecan, Red Bud trees, and Texas Sage in city projects	34%	62%	2%	0%	1%	48:1
I believe the city should have irrigation in all city parks	13%	61%	18%	1%	6%	3.9:1

TABLE #14: AGREEMENT WITH BEAUTIFICATION-RELATED STATEMENTS ABOUT KELLER BY SUBSECTOR

STATEMENT	AREA I		AREA II		AREA III		AREA IV	
	AGREE	DISAGR	AGREE	DISAGR	AGREE	DISAGR	AGREE	DISAGR
I am satisfied with how streets and intersections are landscaped in Keller	76%	24%	80%	20%	75%	24%	74%	26%
I believe the city should plant more trees and landscaping along streets and intersections	75%	23%	58%	40%	63%	36%	66%	33%
I do not believe that landscaping city streets and intersections is all that important	27%	73%	40%	60%	28%	72%	27%	72%
I would support the city developing points to where residents could access creek areas	78%	19%	70%	26%	73%	20%	73%	22%
Improved landscaping of city streets will help to improve our city image	78%	21%	70%	28%	79%	19%	78%	18%
I support improved "gateways to the city" so that people know they are coming into Keller	78%	22%	70%	30%	81%	18%	76%	20%
I support water conservation efforts in future park developments	84%	3%	93%	2%	96%	2%	94%	4%
I would support the use of plants native to Texas; such as Red Oak, Pecan, Red Bud trees, and Texas sage in city projects	95%	2%	98%	2%	98%	1%	95%	5%
I believe the city should have irrigation in all city parks	82%	14%	61%	27%	79%	17%	67%	26%

TABLE #15: AGREEMENT WITH BEAUTIFICATION-RELATED STATEMENTS ABOUT KELLER BY AGE OF RESPONDENT'S CHILDREN

STATEMENT	NO CHILD		UNDER 6		AGE 6 - 12		AGE 13 - 18	
	AGREE	DISAGR	AGREE	DISAGR	AGREE	DISAGR	AGREE	DISAGR
I am satisfied with how streets and intersections are landscaped in Keller	73%	25%	71%	28%	79%	20%	79%	21%
I believe the city should plant more trees and landscaping along streets and intersections	58%	40%	80%	20%	71%	27%	65%	35%
I do not believe that landscaping city streets and intersections is all that important	34%	64%	17%	82%	28%	71%	30%	70%
I would support the city developing points to where residents could access creek areas	69%	22%	79%	16%	76%	21%	72%	25%
Improved landscaping of city streets will help to improve our city image	70%	25%	87%	12%	78%	19%	72%	27%
I support improved "gateways to the city" so that people know they are coming into Keller	73%	25%	84%	15%	79%	20%	75%	24%
I support water conservation efforts in future park developments	91%	4%	93%	5%	97%	1%	95%	2%
I would support the use of plants native to Texas; such as Red Oak, Pecan, Red Bud trees, and Texas Sage in city projects	93%	4%	99%	1%	98%	1%	96%	3%
I believe the city should have irrigation in all city parks	62%	30%	86%	12%	75%	20%	78%	16%

TABLE #16: OVERALL AGREEMENT WITH TRAIL ASSESSMENT STATEMENTS

STATEMENT	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	NO OPINION	POS TO NEG RATIO
Trails are close to where I live	25%	53%	15%	4%	2%	4.1:1
The trails are wide enough to handle multiple activities; e.g. walking and cycling	12%	67%	16%	2%	3%	4.4:1
I feel safe when I'm on a trail	13%	74%	6%	1%	5%	12:1
There is convenient parking and access	13%	73%	8%	1%	5%	9.6:1
Trails connect to places I or my family want to go	9%	69%	15%	2%	5%	4.6:1
I would support spending money to develop "under-street" crossings for our trails system	15%	56%	22%	2%	4%	3.0:1

TABLE #17: AGREEMENT WITH TRAIL ASSESSMENT STATEMENTS BY SUBSECTOR

STATEMENT	AREA I		AREA II		AREA III		AREA IV	
	AGREE	DISAGR	AGREE	DISAGR	AGREE	DISAGR	AGREE	DISAGR
Trails are close to where I live	71%	26%	91%	9%	90%	7%	57%	40%
The trails are wide enough to handle multiple activities; e.g. walking and cycling	80%	14%	77%	24%	81%	16%	77%	18%
I feel safe when I'm on a trail	90%	5%	87%	9%	88%	7%	83%	10%
There is convenient parking and access	82%	8%	95%	5%	84%	12%	85%	10%
Trails connect to places I or my family want to go	74%	20%	84%	13%	83%	12%	68%	25%
I would support spending money to develop "under-street" crossings for our trails system	76%	22%	62%	33%	76%	19%	67%	27%

TABLE #18: AGREEMENT WITH TRAIL ASSESSMENT STATEMENTS BY AGE OF RESPONDENT'S CHILDREN

STATEMENT	NO CHILD		UNDER 6		AGE 6 - 12		AGE 13 - 18	
	AGREE	DISAGR	AGREE	DISAGR	AGREE	DISAGR	AGREE	DISAGR
Trails are close to where I live	80%	16%	72%	26%	82%	17%	77%	22%
The trails are wide enough to handle multiple activities; e.g. walking and cycling	73%	20%	79%	19%	85%	14%	80%	18%
I feel safe when I'm on a trail	81%	10%	86%	10%	94%	4%	91%	5%
There is convenient parking and access	84%	8%	80%	15%	86%	12%	90%	8%
Trails connect to places I or my family want to go	80%	14%	76%	20%	84%	14%	71%	25%
I would support spending money to develop "under-street" crossings for our trails system	56%	37%	82%	17%	83%	17%	71%	25%

TABLE #19: OVERALL SUPPORT FOR POTENTIAL PARKS AND RECREATION FACILITIES BEING INCLUDED IN BOND ELECTION

PROJECT	STRONGLY SUPPORT	SUPPORT	OPPOSE	STRONGLY OPPOSE	NO OPINION	POS TO NEG RATIO
Renovate and redevelop neighborhood parks	21%	62%	9%	5%	3%	5.9:1
Expand the indoor recreation facilities at Keller Pointe	13%	37%	32%	10%	8%	1.2:1
Construction of a city golf course	15%	26%	43%	14%	2%	0.7:1
Construction of a dog park	11%	30%	42%	14%	3%	0.7:1
Construction of a skateboard park in the city	7%	36%	41%	14%	2%	0.8:1
Improve the outdoor multi-use equestrian facility	3%	26%	47%	15%	9%	0.5:1
Expand the city's trail system	23%	60%	11%	3%	3%	5.9:1
Expand the Keller Senior Center	13%	51%	14%	4%	19%	3.6:1
Acquire additional land for park development	17%	63%	13%	4%	3%	4.7:1
Construct additional neighborhood parks	13%	62%	18%	4%	3%	3.4:1
Construct an indoor multi-use equestrian facility	3%	16%	52%	21%	8%	0.3:1
Environmental learning center	11%	47%	31%	6%	4%	1.6:1
Performing arts and cultural center	13%	50%	26%	8%	2%	1.9:1
Expansion of the outdoor aquatic facilities at Keller Pointe	10%	40%	38%	8%	4%	1.1:1
Construction of a water park spray park	9%	37%	43%	7%	3%	0.9:1
Construction of an indoor tennis center with pro shop	13%	31%	44%	8%	4%	0.8:1

TABLE #20: SUPPORT FOR POTENTIAL PARKS AND RECREATION FACILITIES BEING INCLUDED IN BOND ELECTION BY SUBSECTOR

PROJECT	AREA I		AREA II		AREA III		AREA IV	
	SUPP	OPP	SUPP	OPP	SUPP	OPP	SUPP	OPP
Renovate and redevelop neighborhood parks	87%	12%	80%	18%	83%	12%	77%	19%
Expand the indoor recreation facilities at Keller Pointe	53%	38%	43%	50%	54%	40%	49%	44%
Construction of a city golf course	45%	53%	33%	62%	51%	46%	26%	74%
Construction of a dog park	45%	54%	29%	65%	50%	49%	39%	58%
Construction of a skateboard park in the city	49%	48%	38%	62%	43%	54%	38%	60%
Improve the outdoor multi-use equestrian facility	29%	61%	36%	55%	24%	64%	31%	65%
Expand the city's trail system	84%	16%	78%	18%	86%	9%	81%	16%
Expand the Keller Senior Center	68%	16%	69%	18%	50%	21%	72%	15%
Acquire additional land for park development	83%	15%	82%	15%	77%	18%	74%	22%
Construct additional neighborhood parks	79%	20%	73%	23%	75%	19%	73%	26%
Construct an indoor multi-use equestrian facility	20%	72%	21%	73%	16%	74%	21%	72%
Environmental learning center	59%	35%	58%	39%	62%	34%	50%	47%
Performing arts and cultural center	67%	31%	65%	31%	64%	34%	57%	41%
Expansion of the outdoor aquatic facilities at Keller Pointe	51%	43%	38%	58%	54%	43%	54%	41%
Construction of a water park spray park	51%	44%	32%	66%	52%	44%	44%	55%
Construction of an indoor tennis center with pro shop	46%	51%	35%	61%	51%	48%	36%	54%

TABLE #21: SUPPORT FOR POTENTIAL PARKS AND RECREATION FACILITIES BEING INCLUDED IN BOND ELECTION BY AGE OF RESPONDENT'S CHILDREN

PROJECT	NO CHILD		UNDER 6		AGE 6 - 12		AGE 13 - 18	
	SUPP	OPP	SUPP	OPP	SUPP	OPP	SUPP	OPP
Renovate and redevelop neighborhood parks	78%	19%	89%	10%	88%	10%	80%	17%
Expand the indoor recreation facilities at Keller Pointe	33%	54%	60%	34%	64%	34%	52%	40%
Construction of a city golf course	26%	71%	53%	44%	53%	47%	41%	57%
Construction of a dog park	37%	59%	53%	46%	40%	60%	38%	61%
Construction of a skateboard park in the city	34%	63%	37%	61%	44%	54%	51%	47%
Improve the outdoor multi-use equestrian facility	29%	59%	28%	60%	29%	64%	32%	63%
Expand the city's trail system	75%	20%	85%	12%	89%	10%	84%	14%
Expand the Keller Senior Center	64%	16%	57%	23%	64%	19%	65%	18%
Acquire additional land for park development	72%	24%	84%	14%	87%	11%	81%	15%
Construct additional neighborhood parks	64%	31%	81%	16%	80%	18%	78%	19%
Construct an indoor multi-use equestrian facility	18%	76%	17%	70%	21%	74%	22%	72%
Environmental learning center	52%	43%	70%	27%	64%	33%	54%	41%
Performing arts and cultural center	56%	40%	72%	28%	70%	30%	64%	34%
Expansion of the outdoor aquatic facilities at Keller Pointe	38%	57%	66%	33%	62%	36%	46%	49%
Construction of a water park spray park	21%	62%	68%	31%	53%	56%	41%	55%
Construction of an indoor tennis center with pro shop	29%	69%	59%	37%	53%	43%	49%	48%

TABLE #22: OVERALL AGREEMENT WITH RECREATION-RELATED STATEMENTS

STATEMENT	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	NO OPINION	POS TO NEG RATIO
I'm satisfied with the recreational facilities in Keller	14%	72%	12%	1%	0%	6.6:1
I am willing to pay additional city taxes to see the quality of parks upgraded	10%	55%	24%	7%	4%	2.1:1
The existing park system is adequate	4%	64%	28%	2%	1%	2.3:1
The city should improve the existing parks and not develop any new ones	6%	32%	53%	5%	5%	0.7:1
I have adequate avenues to voice my concerns about recreation in Keller	7%	68%	15%	3%	7%	4.2:1
I am satisfied with the current landscaping in city medians and intersections	5%	61%	29%	4%	2%	2.0:1
Natural areas are important and should be preserved where it is available	23%	71%	3%	0%	2%	31:1

TABLE #23: AGREEMENT WITH RECREATION-RELATED STATEMENTS BY SUBSECTOR

STATEMENT	AREA I		AREA II		AREA III		AREA IV	
	AGREE	DISAG	AGREE	DISAG	AGREE	DISAG	AGREE	DISAG
I'm satisfied with the recreational facilities in Keller	84%	15%	87%	13%	89%	12%	86%	14%
I am willing to pay additional city taxes to see the quality of parks upgraded	72%	25%	58%	35%	72%	26%	53%	44%
The existing park system is adequate	64%	36%	74%	26%	64%	35%	76%	22%
The city should improve the existing parks and not develop any new ones	39%	58%	38%	55%	34%	61%	41%	53%
I have adequate avenues to voice my concerns about recreation in Keller	71%	22%	66%	25%	79%	14%	86%	9%
I am satisfied with the current landscaping in city medians and intersections	68%	31%	66%	34%	64%	34%	67%	32%
Natural areas are important and should be preserved where it is available	95%	5%	94%	3%	95%	2%	92%	1%

TABLE #24: AGREEMENT WITH RECREATION-RELATED STATEMENTS BY AGE OF RESPONDENT'S CHILDREN

STATEMENT	NO CHILD		UNDER 6		AGE 6 - 12		AGE 13 - 18	
	AGREE	DISAG	AGREE	DISAG	AGREE	DISAG	AGREE	DISAG
I'm satisfied with the recreational facilities in Keller	89%	11%	87%	12%	86%	13%	82%	18%
I am willing to pay additional city taxes to see the quality of parks upgraded	51%	44%	78%	21%	78%	21%	69%	29%
The existing park system is adequate	74%	24%	62%	37%	60%	39%	69%	31%
The city should improve the existing parks and not develop any new ones	50%	40%	28%	70%	35%	61%	34%	63%
I have adequate avenues to voice my concerns about recreation in Keller	73%	18%	74%	17%	77%	18%	76%	19%
I am satisfied with the current landscaping in city medians and intersections	68%	31%	57%	43%	68%	31%	69%	30%
Natural areas are important and should be preserved where it is available	92%	5%	96%	2%	96%	4%	96%	1%