



PARKS FOR ALL

AN EQUITY INITIATIVE LED BY
PARKS ALLIANCE OF LOUISVILLE

SURVEY RESULTS
ETC INSTITUTE

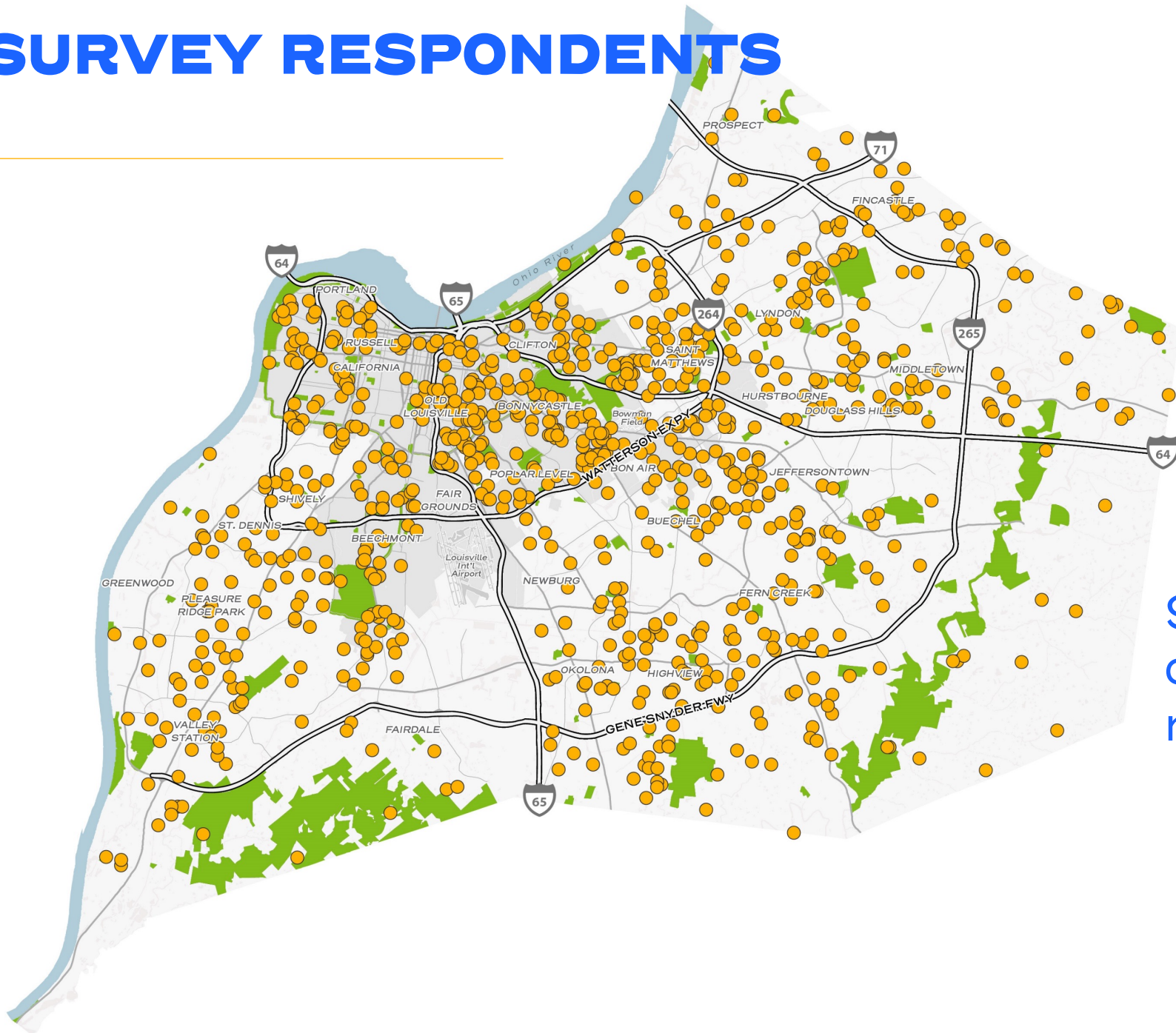


LOUISVILLE
PARKS
AND RECREATION

ABOUT THE



SURVEY SAMPLE

SURVEY RESPONDENTS



900+ surveys received
on statistically-valid
mail-in survey

**LOCATIONS OF COMPLETED
PARK SURVEYS**
ETC INSTITUTE

-  Publicly Accessible Parks
-  Location of completed survey to the nearest U.S. Census block

1) West Louisville

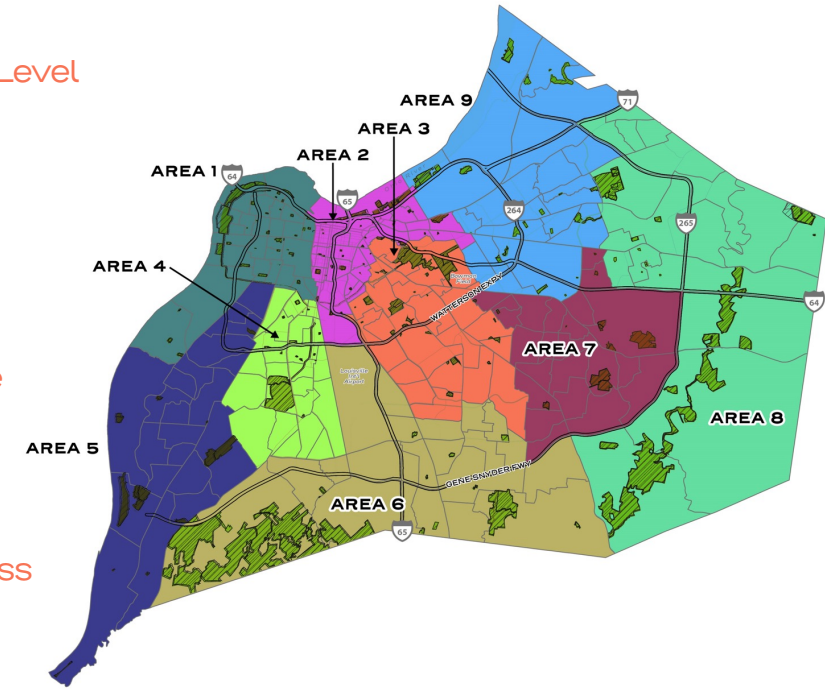
- California
- Chickasaw
- Park DuValle
- Park Hill – Algonquin
- Parkland
- Portland
- Rubbertown
- Russell
- Shawnee

2) Downtown & surrounding

- Central Business District
- Clifton Heights–Zorn
- Clifton–Irish Hill
- Crescent Hill
- Germantown Paristown
- Highlands
- Merriwether–St. Joe–Fairgrounds
- Old Louisville–Limerick
- Phoenix Hill–Butchertown
- Schnitzelburg
- Shelby Park
- Smoketown
- SoBro
- University

3) East Central

- Audubon–Poplar Level
- Bashford Manor
- Belknap
- Bon Air
- Bonnycastle
- Buechel
- Camp Taylor
- Cherokee Seneca
- Cherokee Triangle
- Deer Park
- Hawthorne
- Hayfield Dundee–Gardiner Lane
- Highlands Douglass
- Newburg
- Strathmore
- Tyler Park



4) South Central

- Auburndale
- Beechmont
- Cloverleaf
- Hazelwood
- Iroquois
- Jacobs
- Kenwood Hill
- Oakdale
- South Louisville
- Southland Park
- Southside
- Taylor Berry
- Wilder Park

5) South West

- Pleasure Ridge Park
- Riverport
- St. Andrews
- Shively
- Southwest Dixie
- Valley Station

6) Airport/South

- Airport
- Blue Lick
- Edgewood
- Fairdale
- Highview
- McNeeley Lake
- Okolona

7) South East Central

- Avondale Melbourne Heights
- Fern Creek
- J–Town
- Klondike
- Six Mile

8) South East

- Chamberlain–Ford
- Eastwood–Long Run
- Fisherville
- Lake Forest
- Middletown–Anchorage

9) North East

- Glenview–Prospect
- Goose Creek
- Hikes Point
- Indian Hills
- Lyndon
- Oxmoor
- St. Matthews
- Wolf Pen Branch–Norton Commons

PARKS MATTER TO PEOPLE.

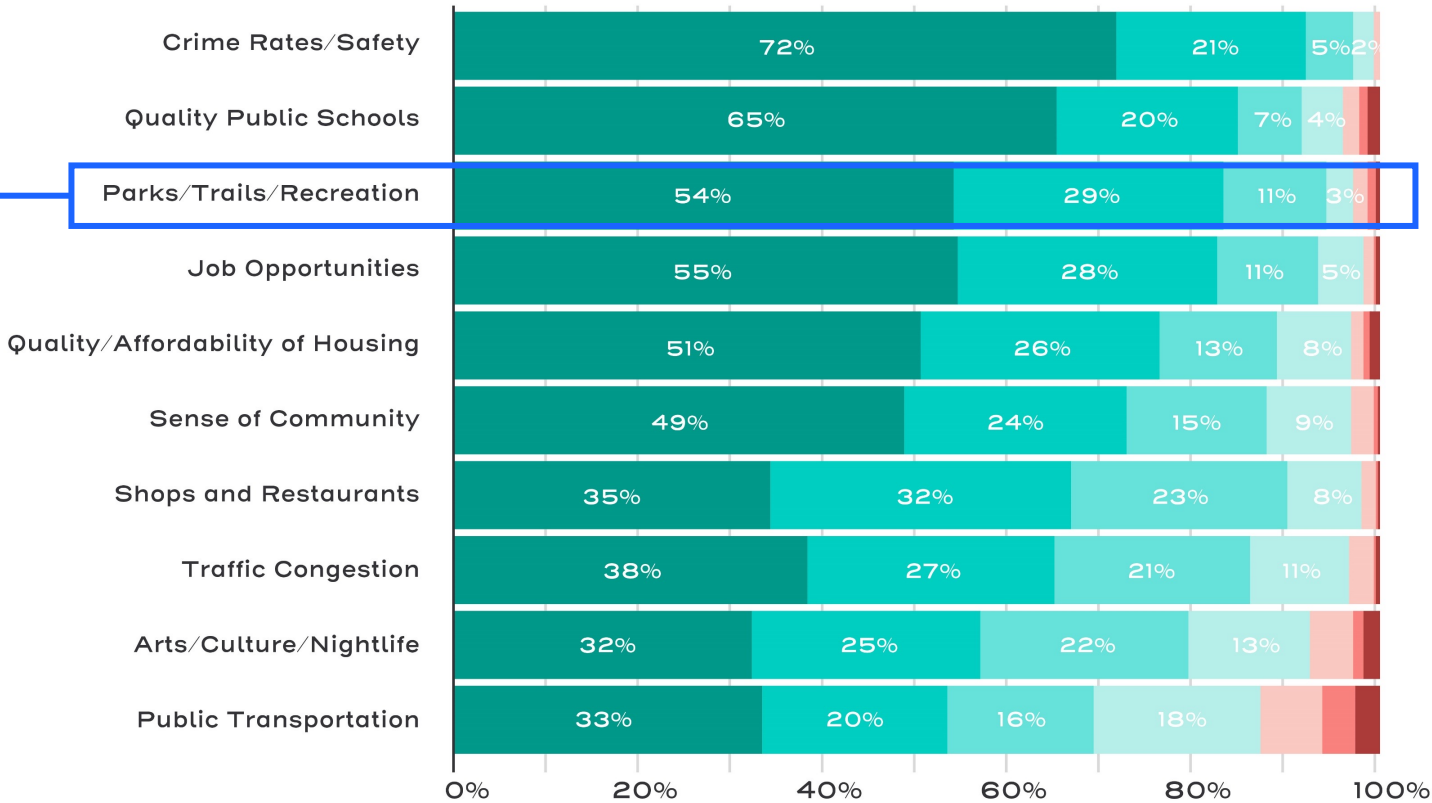
Parks, trails & recreation are among the **top three** factors that make a neighborhood a great place to live.

METRO

Q1. When you think about what makes a community a “great place to live,” how important are each of the following things?

by percentage of households using a 7-point scale,
where 7 means extremely important and 1 means not at all important

EXTREMELY IMPORTANT / 6 / 5 / SOMEWHAT IMPORTANT / 3 / 2 / NOT IMPORTANT AT ALL



SOURCE: Public Survey by ETC Institute

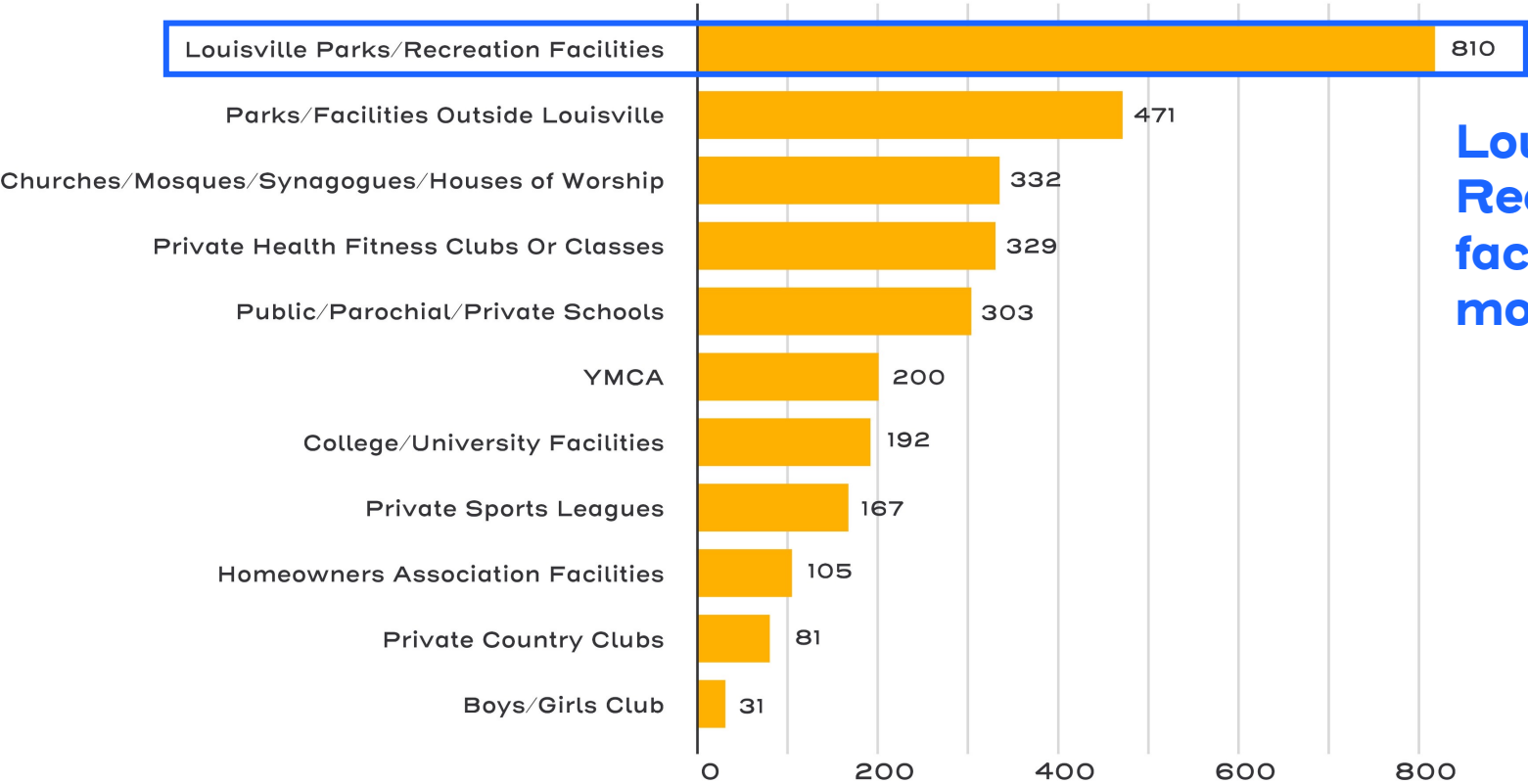
PARKS ARE PART OF PEOPLE’S LIVES.

95%
of households
have visited parks
in Louisville
within the last
year.

METRO

Q2. Think about any indoor and/or outdoor recreation that you and members of your household engage in. Which of the following do you and members of your household use for indoor and/or outdoor recreation?

by number of households (multiple choices could be selected)



Lou Parks & Recreation facilities are the most visited.

SOURCE: Public Survey by ETC Institute

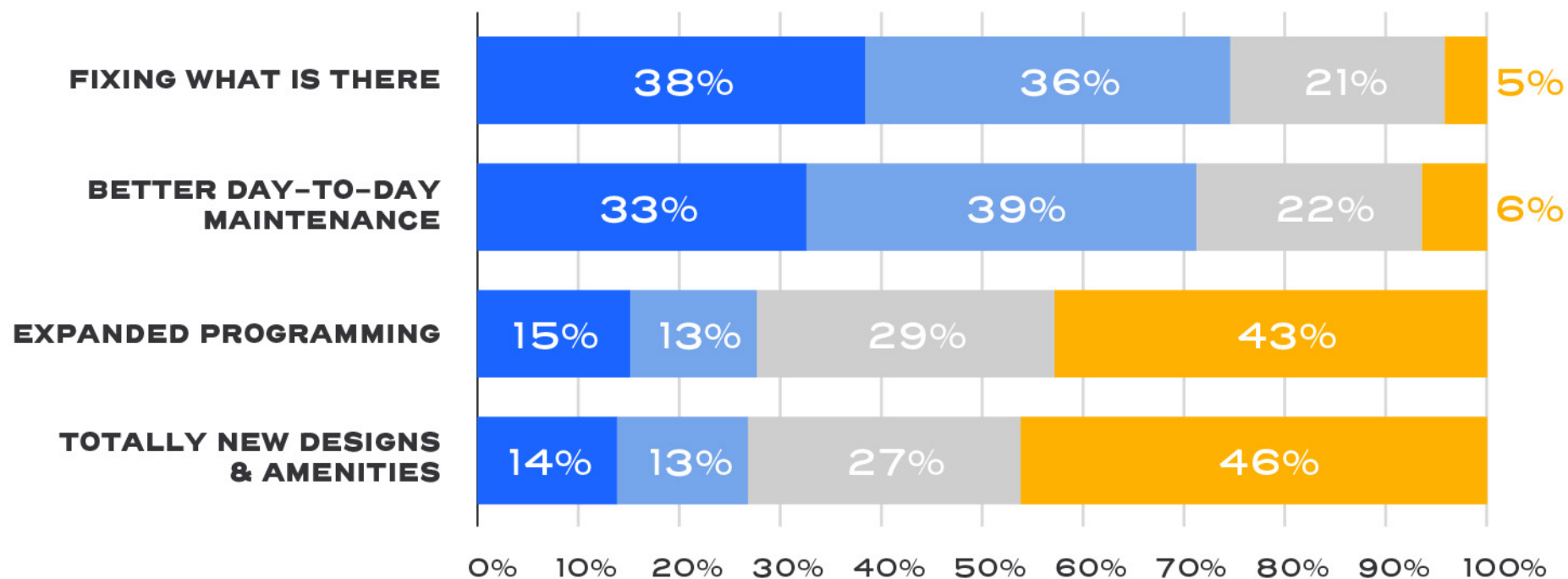
WHAT THE PUBLIC SAID ABOUT

INVESTMENT PRIORITIES

Q14. What are your priorities for investing in Louisville's parks & rec system?

by percentage of households

TOP PRIORITY / 2nd PRIORITY / 3rd PRIORITY / 4th PRIORITY



SOURCE:
Public Survey by ETC Institute

Maintenance Priorities

(Importance
Most Important

vs.

Satisfaction)

Satisfaction

RANK	VERY HIGH PRIORITY	%	RANK	%	RANK
1	Restroom Maintenance	41.3%	1	23.4%	19
2	Graffiti Removal/Vandalism Repair	31.8%	4	32.4%	16
3	Path/Sidewalk (paved) Maintenance	39.7%	2	46.3%	8
HIGH PRIORITY					
4	Mowing	36.3%	3	48.5%	6
5	Waste Pickup	30.0%	5	44.9%	9
6	Landscape Care	25.5%	6	51.0%	4
7	Trail (non-paved) Maintenance	23.4%	7	55.4%	2
8	Playground Safety & Maintenance	21.5%	8	53.5%	3
MEDIUM PRIORITY					
9	Pavilion/Picnic Area Maintenance	15.6%	9	44.4%	10
10	Tree Care	12.7%	11	38.0%	14
11	Dog Park (off-leash) Maintenance & Care	10.0%	14	30.7%	18
12	Athletic Court Maintenance	11.1%	12	38.5%	13
13	Golf Course Maintenance	13.5%	10	55.6%	1
14	Community/Senior Center Maintenance	10.2%	13	48.1%	7
15	Pool/Spraypad/Sprayground Maintenance	9.9%	15	49.1%	5
16	Athletic Field Maintenance	6.5%	17	37.7%	15
17	Waterways/Lakes	6.7%	16	42.6%	12
18	Boat Ramp Maintenance	4.3%	18	31.7	17
19	Specialized Facility Maintenance	3.8%	19	44.4%	11

SOURCE: ETC Institute (Ranked by multiplying Most Important % by (1-Satisfaction %))

Which four **MAINTENANCE ACTIVITIES** are most important to your household?

Based on the sum of the top 4 choices

#1

#2

#3

#4

All responses	Black	White	Hispanic	Other	Households with children under age 10	Households with children ages 10-19	Households with no children	Households with no children, 55+
RESTROOMS 41%	RESTROOMS	RESTROOMS	RESTROOMS	RESTROOMS	PLAYGROUND SAFETY 53%	RESTROOMS	RESTROOMS	PATHS & SIDEWALKS
PATHS & SIDEWALKS 40%	MOWING	PATHS & SIDEWALKS	LANDSCAPE CARE 40%	GRAFFITI REMOVAL	RESTROOMS	MOWING	PATHS & SIDEWALKS	MOWING
MOWING 36%	PATHS & SIDEWALKS	MOWING	MOWING	MOWING	PATHS & SIDEWALKS	GRAFFITI REMOVAL	MOWING	RESTROOMS
GRAFFITI REMOVAL 32%	LANDSCAPE CARE 30%	GRAFFITI REMOVAL	GRAFFITI REMOVAL	PATHS & SIDEWALKS	POOL & SPRAY FEATURES 35%	PATHS & SIDEWALKS	WASTE PICKUP 36%	GRAFFITI REMOVAL

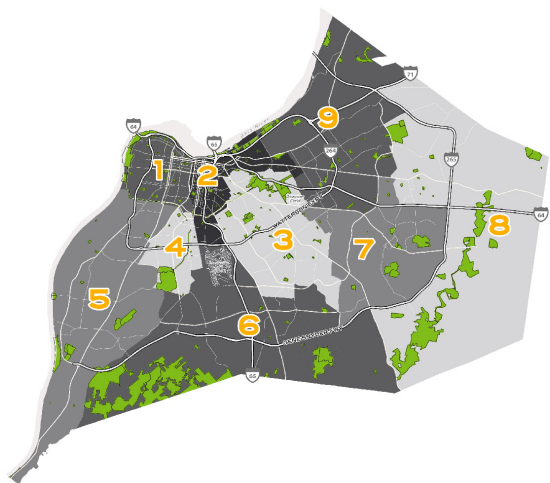
Race/Ethnicity & Age

Under \$35k	\$35-\$74.9k	\$75-\$99k	\$100-\$149k	\$150-\$199k	\$200k+	Prefer not to answer
PATHS & SIDEWALKS	RESTROOMS	RESTROOMS	RESTROOMS	PATHS & SIDEWALKS	PATHS & SIDEWALKS	PATHS & SIDEWALKS
MOWING	PATHS & SIDEWALKS	PATHS & SIDEWALKS	MOWING	RESTROOMS	GRAFFITI REMOVAL	RESTROOMS
RESTROOMS	MOWING	MOWING	GRAFFITI REMOVAL	LANDSCAPE CARE 35%	RESTROOMS	GRAFFITI REMOVAL
LANDSCAPE CARE 30%	WASTE PICKUP 35%	WASTE PICKUP 32%	PATHS & SIDEWALKS	GRAFFITI REMOVAL	MOWING	MOWING

Income

Area 1	Area 2	Area 3	Area 4	Area 5	Area 6	Area 7	Area 8	Area 9
RESTROOMS	RESTROOMS	RESTROOMS	RESTROOMS	PATHS & SIDEWALKS	RESTROOMS	PATHS & SIDEWALKS	PATHS & SIDEWALKS	PATHS & SIDEWALKS
MOWING	MOWING	MOWING	PATHS & SIDEWALKS	MOWING	MOWING	RESTROOMS	RESTROOMS	RESTROOMS
PATHS & SIDEWALKS	LANDSCAPE CARE 38%	PATHS & SIDEWALKS	GRAFFITI REMOVAL	RESTROOMS	PATHS & SIDEWALKS	GRAFFITI REMOVAL	MOWING	WASTE PICKUP 33%
GRAFFITI REMOVAL	GRAFFITI REMOVAL	GRAFFITI REMOVAL	MOWING	GRAFFITI REMOVAL	WASTE PICKUP 28%	MOWING	GRAFFITI REMOVAL	MOWING

Geographic Area



Top Priorities for Investment in Recreation Facilities & Amenities

(Unmet Need + Importance)

VERY HIGH PRIORITY		score of 100+	RANK	RANK
Multi-use Paved & Unpaved Trails (hiking, biking)	<div></div>	150.6	4	1
Outdoor Restrooms (permanent, port-a-john)	<div></div>	149.3	2	3
Water Fountains/Bottle Filling Stations	<div></div>	144.8	1	4
Outdoor/Indoor Swimming Pools	<div></div>	105.1	3	9
HIGH PRIORITY		score of 50-99		
Open Space Conservation & Forested Areas	<div></div>	98.4	9	2
Pavilions and picnic areas (indoor/outdoor)	<div></div>	79.0	7	6
Dog Parks (off-leash)	<div></div>	76.3	6	8
Outdoor Exercise/Fitness Areas	<div></div>	66.7	5	13
Community/Senior Centers	<div></div>	66.3	8	11
Amphitheater	<div></div>	65.9	11	7
Playgrounds	<div></div>	61.8	16	5
Spraypads/Spraygrounds	<div></div>	51.9	13	12
MEDIUM PRIORITY		score of 0-49		
Indoor Basketball/Volleyball Courts (indoor gyms)	<div></div>	43.8	10	18
Golf Courses (course, clubhouse, driving range)	<div></div>	39.3	20	10
Outdoor Courts (volleyball, basketball)	<div></div>	39.0	14	16
Lighted Diamond & Rectangular Sports Fields	<div></div>	38.6	15	14
Indoor Racket Sports Courts (tennis, pickleball)	<div></div>	36.9	12	20
Outdoor Racket Sports Courts (tennis, pickleball)	<div></div>	34.7	17	15
Disc Golf Courses	<div></div>	26.0	19	17
Computer Labs in Community Centers	<div></div>	26.0	18	19
Equestrian Stable	<div></div>	16.8	21	21
Cricket Pitch	<div></div>	3.0	22	22

SOURCE: ETC Institute (Ranked by adding Unmet Need score to Importance score)

Which four **RECREATION FACILITIES/AMENITIES** are most important to your household?

Based on the sum of the top 4 choices

#1

#2

#3

#4

All responses	Black	White	Hispanic	Other	Households with children under age 10	Households with children ages 10-19	Households with no children	Households with no children, 55+
MULTI-USE PATHS & TRAILS 64%	MULTI-USE PATHS & TRAILS	MULTI-USE PATHS & TRAILS	MULTI-USE PATHS & TRAILS	MULTI-USE PATHS & TRAILS	PLAYGROUNDS 67%	MULTI-USE PATHS & TRAILS	MULTI-USE PATHS & TRAILS	MULTI-USE PATHS & TRAILS
OPEN SPACE 39%	OUTDOOR RESTROOMS	OPEN SPACE	OUTDOOR RESTROOMS	OPEN SPACE	MULTI-USE PATHS & TRAILS	OPEN SPACE	OPEN SPACE	OUTDOOR RESTROOMS
OUTDOOR RESTROOMS 37%	OPEN SPACE	OUTDOOR RESTROOMS	PAVILIONS & PICNIC AREAS 44%	OUTDOOR RESTROOMS	SPRAYGROUNDS & SPRAYPADS 48%	OUTDOOR RESTROOMS	OUTDOOR RESTROOMS	OPEN SPACE
BOTTLE FILLING STATIONS 29%	BOTTLE FILLING STATIONS	BOTTLE FILLING STATIONS	OPEN SPACE	BOTTLE FILLING STATIONS	OUTDOOR RESTROOMS	BOTTLE FILLING STATIONS	BOTTLE FILLING STATIONS	COMMUNITY/SENIOR CENTERS 24%

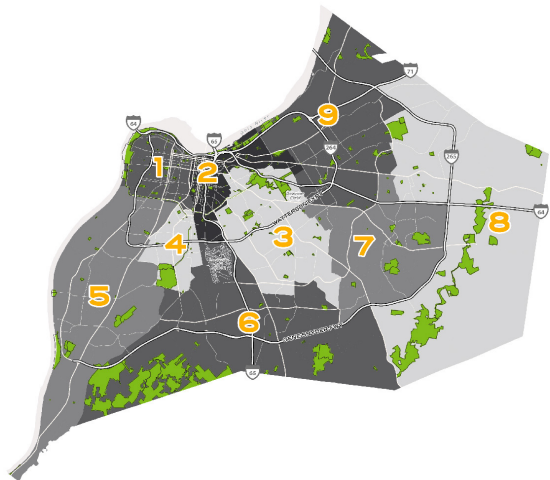
Race/Ethnicity & Age

Under \$35k	\$35-\$74.9k	\$75-\$99k	\$100-\$149k	\$150-199k	\$200k+	Prefer not to answer
MULTI-USE PATHS & TRAILS	MULTI-USE PATHS & TRAILS	MULTI-USE PATHS & TRAILS	MULTI-USE PATHS & TRAILS	MULTI-USE PATHS & TRAILS	MULTI-USE PATHS & TRAILS	MULTI-USE PATHS & TRAILS
OUTDOOR RESTROOMS	OPEN SPACE	OPEN SPACE	OUTDOOR RESTROOMS	OPEN SPACE	OPEN SPACE	OPEN SPACE
OPEN SPACE	OUTDOOR RESTROOMS	OUTDOOR RESTROOMS	OPEN SPACE	OUTDOOR RESTROOMS	OUTDOOR RESTROOMS	OUTDOOR RESTROOMS
BOTTLE FILLING STATIONS	BOTTLE FILLING STATIONS	BOTTLE FILLING STATIONS	BOTTLE FILLING STATIONS	PAVILIONS & PICNIC AREAS 37%	BOTTLE FILLING STATIONS	PLAYGROUNDS 23%

Income

Area 1	Area 2	Area 3	Area 4	Area 5	Area 6	Area 7	Area 8	Area 9
MULTI-USE PATHS & TRAILS	MULTI-USE PATHS & TRAILS	MULTI-USE PATHS & TRAILS	MULTI-USE PATHS & TRAILS	MULTI-USE PATHS & TRAILS	MULTI-USE PATHS & TRAILS	MULTI-USE PATHS & TRAILS	MULTI-USE PATHS & TRAILS	MULTI-USE PATHS & TRAILS
OUTDOOR RESTROOMS	OPEN SPACE	OPEN SPACE	OPEN SPACE	OUTDOOR RESTROOMS	OUTDOOR RESTROOMS	OUTDOOR RESTROOMS	OPEN SPACE	OPEN SPACE
OPEN SPACE	OUTDOOR RESTROOMS	BOTTLE FILLING STATIONS	OUTDOOR RESTROOMS	OPEN SPACE	PLAYGROUNDS 30%	OPEN SPACE	OUTDOOR RESTROOMS	OUTDOOR RESTROOMS
BOTTLE FILLING STATIONS	BOTTLE FILLING STATIONS	OUTDOOR RESTROOMS	AMPHITHEATER 32%	BOTTLE FILLING STATIONS	BOTTLE FILLING STATIONS	DOG PARKS 21%	PAVILIONS & PICNIC AREAS 28%	BOTTLE FILLING STATIONS

Geographic Area



Top Priorities for Investment in Recreation Programs & Activities

(Unmet Need + Importance)

VERY HIGH PRIORITY

score of 100+

RANK

RANK

Adult Fitness Programs (Including Water)

174.6

1

2

Special Events/Festivals

173.5

2

1

Family Programs

102.2

3

3

HIGH PRIORITY

score of 50-99

Senior Programs

91.2

4

5

Adult Adapted Recreation Programs

90.7

5

4

Adult Swim Programs

75.8

6

8

Adult Sports Leagues

71.8

7

6

Support Services (Family, Youth, Adult)

54.2

14

9

Teen/Young Adult Workforce Development Programs

51.9

8

12

Races (Running, Triathlon, Bicycling)

50.7

22

7

MEDIUM PRIORITY

score of 0-49

Teen Programs

49.3

12

11

Youth Summer Programs and Camps

48.8

11

13

Youth Camp Programs

45.9

10

18

Youth Art, Dance, and Performing Arts Programs

45.5

13

16

Youth Environmental Education Programs and Camps

44.9

15

14

Youth Swim Programs

44.6

9

20

Preschool Programs

44.0

18

10

Teen/Young Adult (At-Risk) Programs

37.0

20

15

Youth Before/After School Programs

36.8

17

19

Youth Fitness Programs (Including Water)

36.0

16

23

Youth Sports Leagues

35.8

19

17

Youth Adapted Recreation Programs

30.8

21

21

Youth Meal Programs

24.0

23

22

SOURCE: ETC Institute (Ranked by adding Unmet Need score to Importance score)

Which four **RECREATION PROGRAMS/ACTIVITIES** are most important to your household?

Based on the sum of the top 4 choices

#1

#2

#3

#4

All responses	Black	White	Hispanic	Other	Households with children under age 10	Households with children ages 10-19	Households with no children	Households with no children, 55+
SPECIAL EVENTS 47%	SPECIAL EVENTS	SPECIAL EVENTS	FAMILY PROGRAMS	SPECIAL EVENTS	SPECIAL EVENTS	SPECIAL EVENTS	SPECIAL EVENTS	SPECIAL EVENTS
FITNESS PROGRAMS 35%	FITNESS PROGRAMS	FITNESS PROGRAMS	SPECIAL EVENTS	FITNESS PROGRAMS	FAMILY PROGRAMS	FITNESS PROGRAMS	FITNESS PROGRAMS	FITNESS PROGRAMS
FAMILY PROGRAMS 23%	FAMILY PROGRAMS	FAMILY PROGRAMS	SENIOR PROGRAMS 24%	RECREATION PROGRAMS	PRESCHOOL PROGRAMS 28%	FAMILY PROGRAMS	RECREATION PROGRAMS	SENIOR PROGRAMS 40%
RECREATION PROGRAMS 20%	RECREATION PROGRAMS	RECREATION PROGRAMS	SUPPORT SERVICES 20%	ADULT SPORTS LEAGUES 24%	FITNESS PROGRAMS	Y. WORKFORCE DEV. PROGRAMS 24%	ADULT SPORTS LEAGUES 22%	RECREATION PROGRAMS

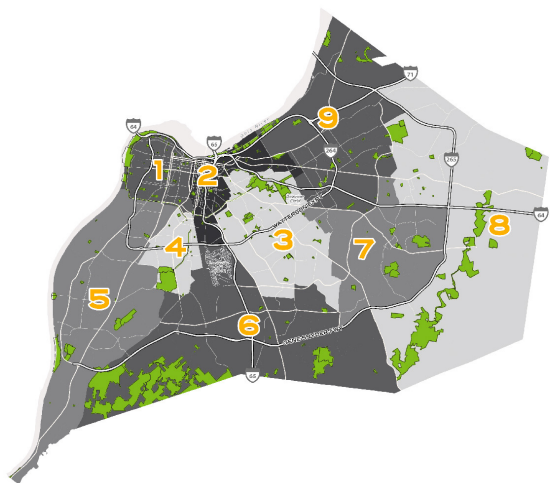
Race/Ethnicity & Age

Under \$35k	\$35-\$74.9k	\$75-\$99k	\$100-\$149k	\$150-\$199k	\$200k+	Prefer not to answer
SPECIAL EVENTS	SPECIAL EVENTS	SPECIAL EVENTS	SPECIAL EVENTS	SPECIAL EVENTS	SPECIAL EVENTS	SPECIAL EVENTS
FITNESS PROGRAMS	FITNESS PROGRAMS	FITNESS PROGRAMS	FITNESS PROGRAMS	FITNESS PROGRAMS	FITNESS PROGRAMS	FITNESS PROGRAMS
FAMILY PROGRAMS	FAMILY PROGRAMS	FAMILY PROGRAMS	RACES 25%	RECREATION PROGRAMS	RECREATION PROGRAMS	FAMILY PROGRAMS
ADULT SWIM PROGRAMS 23%	SENIOR PROGRAMS 20%	ADULT SPORTS LEAGUES 19%	ADULT SPORTS LEAGUES 22%	RACES 22%	FAMILY PROGRAMS	SENIOR PROGRAMS 24%

Income

Area 1	Area 2	Area 3	Area 4	Area 5	Area 6	Area 7	Area 8	Area 9
SPECIAL EVENTS	SPECIAL EVENTS	SPECIAL EVENTS	SPECIAL EVENTS	SPECIAL EVENTS	SPECIAL EVENTS	SPECIAL EVENTS	SPECIAL EVENTS	SPECIAL EVENTS
FITNESS PROGRAMS	FITNESS PROGRAMS	FITNESS PROGRAMS	FITNESS PROGRAMS	FAMILY PROGRAMS	FITNESS PROGRAMS	FITNESS PROGRAMS	FITNESS PROGRAMS	FITNESS PROGRAMS
FAMILY PROGRAMS	RECREATION PROGRAMS	FAMILY PROGRAMS	RECREATION PROGRAMS	FITNESS PROGRAMS	FAMILY PROGRAMS	FAMILY PROGRAMS	SENIOR PROGRAMS 25%	RACES 23%
RECREATION PROGRAMS	ADULT SPORTS LEAGUES 21%	RECREATION PROGRAMS	FAMILY PROGRAMS	SENIOR PROGRAMS 19%	RECREATION PROGRAMS	SENIOR PROGRAMS 22%	RECREATION PROGRAMS	FAMILY PROGRAMS

Geographic Area





WHAT THE PUBLIC SAID ABOUT **FUNDING**

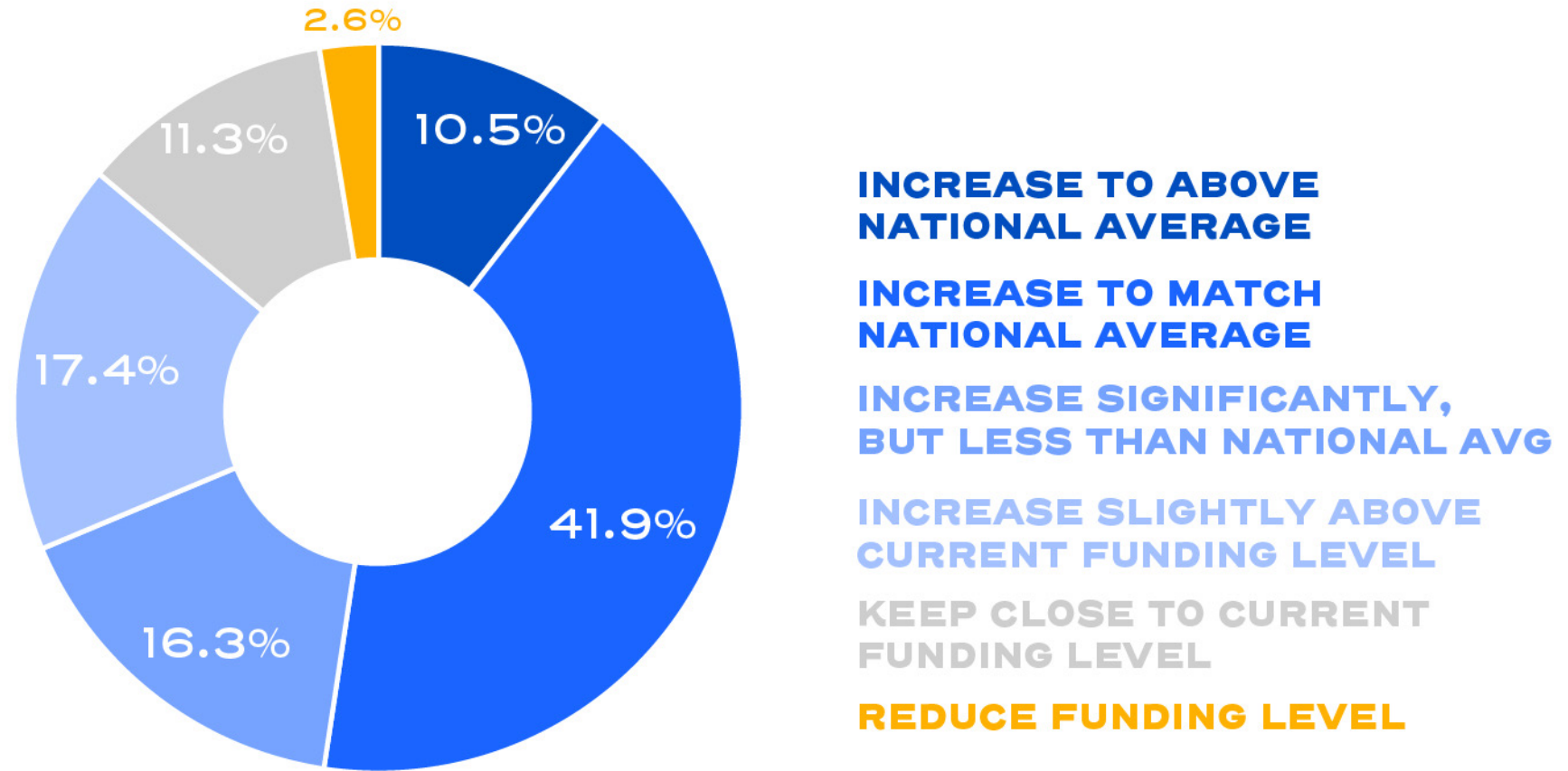
The community survey explained:

Louisville Metro Government per capita spending on parks and recreation is **\$40**
(per 2021–22 Metro Government Budget).

For similarly sized cities, the average per capita spending on parks is **\$107**
(per Trust for Public Land, 2021).

LOUISVILLIANS WANT TO SEE MORE RESOURCES FOR PARKS...

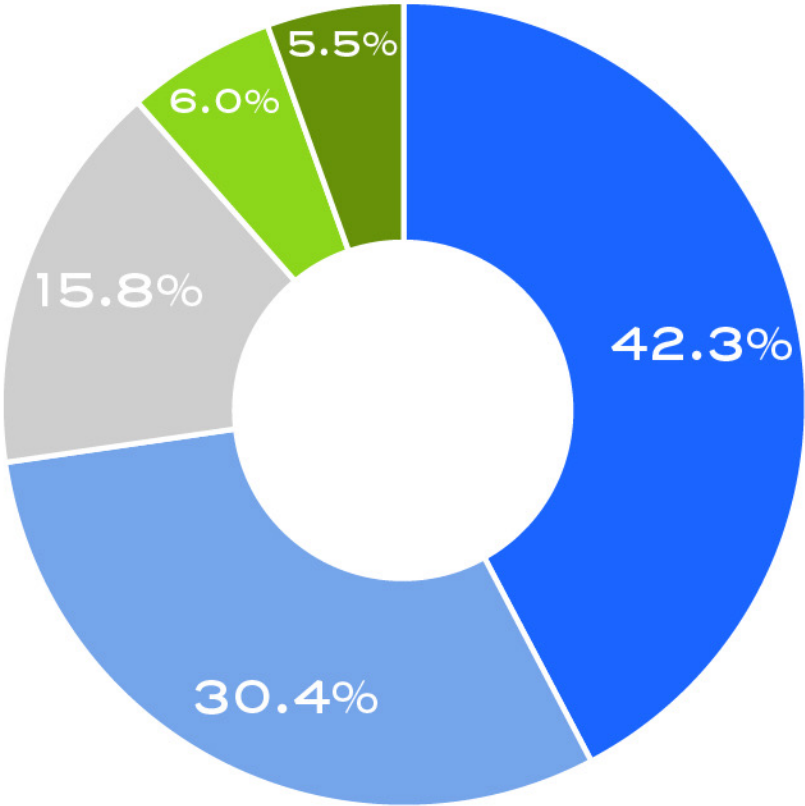
Q17. How would you like to see Louisville Metro Government's per capita spending for the Parks & Recreation Department change?
by percentage of respondents (excluding "not provided" responses)



SOURCE:
Public Survey by ETC Institute

HOW LOUISVILLIANS FEEL PARKS & REC SHOULD BE FUNDED...

**Q17. How do you feel the
Parks & Recreation Department's funding should be paid?**
by percentage of respondents (excluding “not provided” responses)



- 100% THROUGH TAXES**
- 75% THROUGH TAXES & 25% THROUGH USER FEES**
- 50% THROUGH TAXES & 50% THROUGH USER FEES
- 25% THROUGH TAXES & 75% THROUGH USER FEES**
- 100% THROUGH USER FEES**

For context, 2021 NRPA data report:

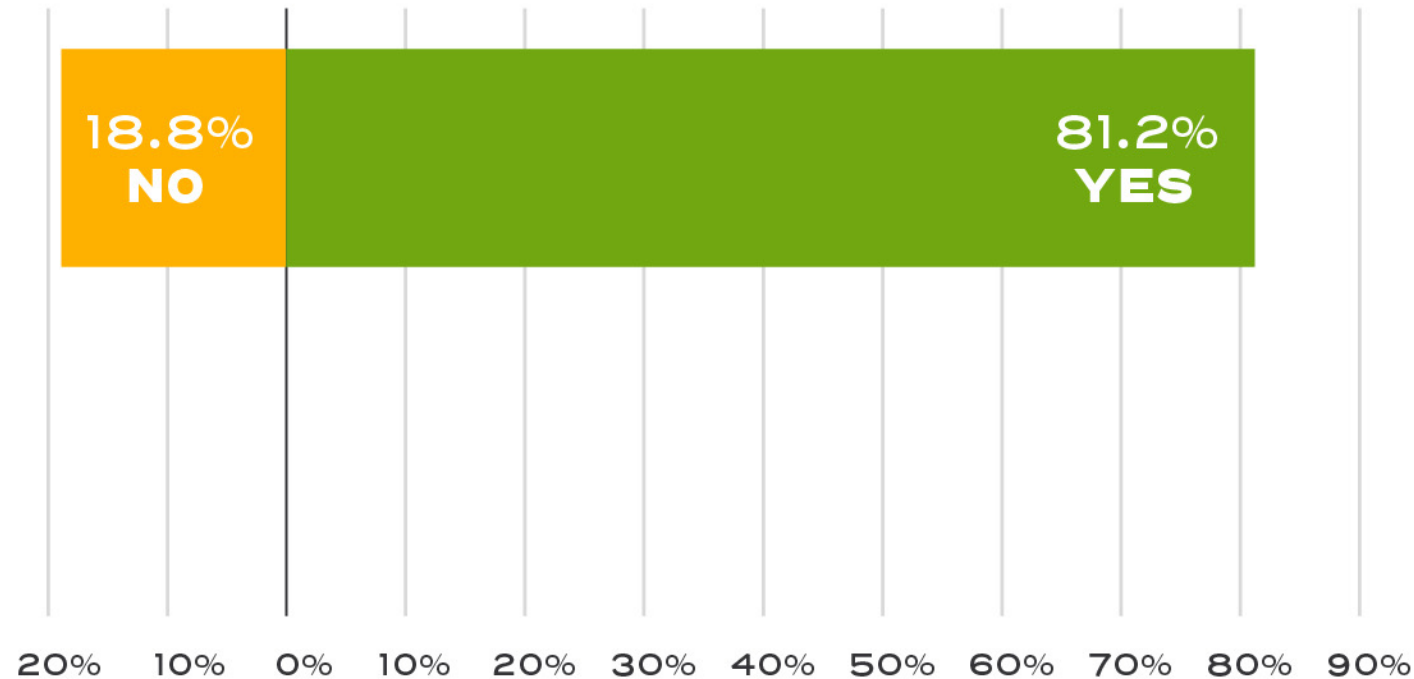
Nationally, park systems generate an average of 23% of their operating budgets through earned income or user fees.

In Louisville, less than 5% of Parks & Recreation’s general fund budget & 7% overall comes from earned income.

SOURCE:
Public Survey by ETC Institute

**Q19. Would you be willing to pay some amount of additional tax
to improve Louisville's parks & recreation system?**

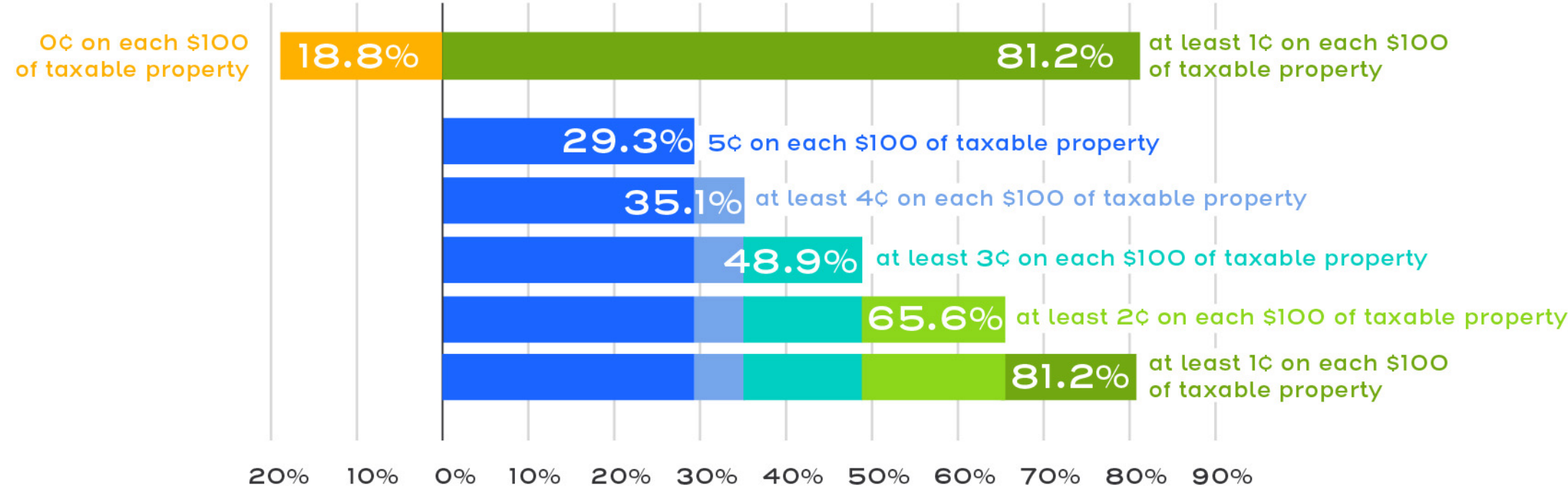
by percentage of respondents (excluding "not provided" responses)



SOURCE:
Public Survey by ETC Institute

HOW MUCH MORE?

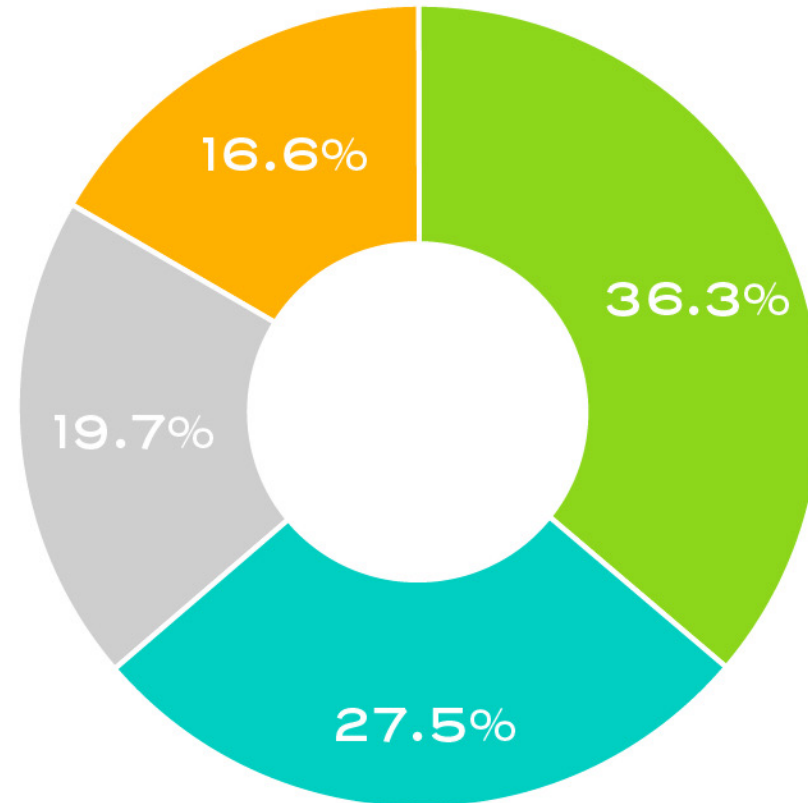
Q19. What is the maximum amount of additional tax you would be willing to pay to improve Louisville’s parks & recreation system?
by percentage of respondents (excluding “not provided” responses)



SOURCE:
Public Survey by ETC Institute

Q18. How might you vote on a tax levy to fund increased spending for the Louisville Parks & Recreation Department?

by percentage of respondents (excluding “not provided” responses)



VOTE IN FAVOR

MIGHT VOTE IN FAVOR

NOT SURE

VOTE AGAINST

SOURCE:
Public Survey by ETC Institute

2:1 RATIO IN FAVOR