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# **EAST LANSING COMMUNITY PARKS AND RECREATION SURVEY**

## **EXECUTIVE SUMMARY AND DEMOGRAPHIC ANALYSIS**

**March 2019**

- Educational
- Political
- Industrial
- Consumer
  
- Market
- Research
- Analysis

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## METHODOLOGY

**EPIC ▪ MRA** collected responses from 329 respondents in an online survey; the existence of which was advertised by the City of East Lansing, and invitations to participate in the survey were broadcast by the same. Ultimately, interviews from 207 respondents were processed for analysis, as 122 of the posted responses were “false starts”. Clearly, the participation rate was much stronger in 2011, when 397 responses were processed for analysis (after eliminating 124 “false starts”), when compared to participation in the current 2019 survey.

Of those respondents that participated in the instant 2019 survey; 90 percent were permanent residents of East Lansing, 1 percent were temporary student residents, 2 percent were non-residents with an East Lansing mailing address, and 7 percent self-identified as non-residents. When compared to the nearly-identical survey conducted in 2011; 83 percent were permanent residents, 2 percent were temporary student residents, 4 percent were non-residents with an East Lansing mailing address, and 11 percent self-identified as some “other” type of non-resident.

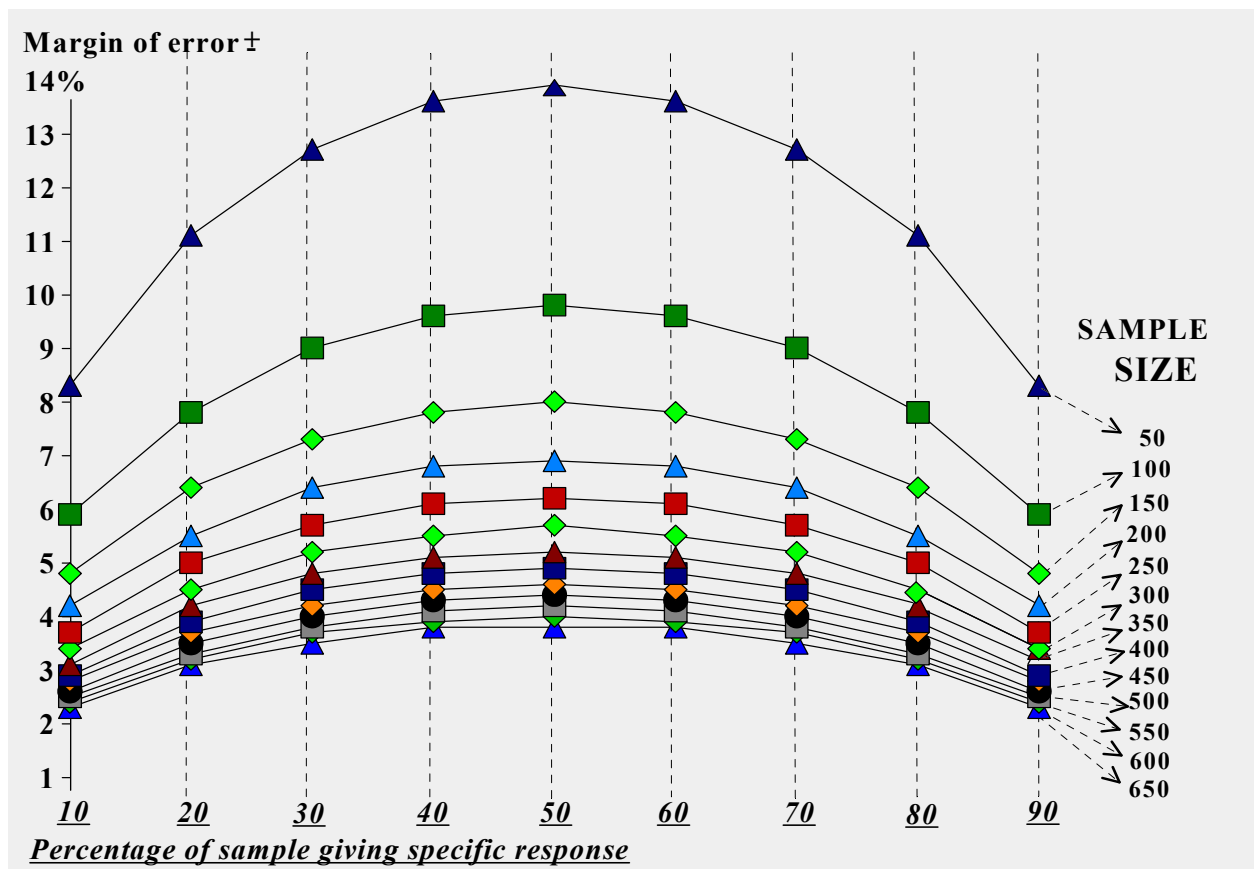
Generally, in interpreting survey results, all surveys are subject to error; that is, the results of the survey may differ from that which would have been obtained if the entire population was interviewed. The size of the sampling error depends on the total number of respondents that respond to any specific question. The table on the next page represents the estimated sampling error for different percentage distributions of responses based on sample size.

For example, a 52 percent majority of all 207 respondents said it should be a “top priority” to develop and or maintain East Lansing parks in an environmentally sensitive manner (Question #24). As indicated in the chart below, the instant survey has a sampling error of plus or minus 6.9 percent, meaning that - that with repeated sampling - it is very likely (95 times out of every 100), that the percentage for the entire population would fall between 45.1 percent and 58.9 percent, hence 52 percent  $\pm$ 6.9 percent.

EPIC • MRA SAMPLING ERROR BY PERCENTAGE (AT 95 IN 100 CONFIDENCE LEVEL)

Percentage of sample giving specific response

	<u>10</u>	<u>20</u>	<u>30</u>	<u>40</u>	<u>50</u>	<u>60</u>	<u>70</u>	<u>80</u>	<u>90</u>
<b>SAMPLE SIZE</b>	<b>% margin of error ±</b>								
<b>700</b>	2.2	3.0	3.3	3.7	3.6	3.7	3.3	3.0	2.2
<b>650</b>	2.3	3.1	3.5	3.8	3.8	3.8	3.5	3.1	2.3
<b>600</b>	2.4	3.2	3.7	3.9	4	3.9	3.7	3.2	2.4
<b>550</b>	2.5	3.3	3.8	4.1	4.2	4.1	3.8	3.3	2.5
<b>500</b>	2.6	3.5	4	4.3	4.4	4.3	4	3.5	2.6
<b>450</b>	2.8	3.7	4.2	4.5	4.6	4.5	4.2	3.7	2.8
<b>400</b>	2.9	3.9	4.5	4.8	4.9	4.8	4.5	3.9	2.9
<b>350</b>	3.1	4.2	4.8	5.1	5.2	5.1	4.8	4.2	3.1
<b>300</b>	3.4	4.5	5.2	5.5	5.7	5.5	5.2	4.5	3.4
<b>250</b>	3.7	5	5.7	6.1	6.2	6.1	5.7	5	3.7
<b>200</b>	4.2	5.5	6.4	6.8	6.9	6.8	6.4	5.5	4.2
<b>150</b>	4.8	6.4	7.3	7.8	8	7.8	7.3	6.4	4.8
<b>100</b>	5.9	7.8	9	9.6	9.8	9.6	9	7.8	5.9
<b>50</b>	8.3	11.1	12.7	13.6	13.9	13.6	12.7	11.1	8.3



## KEY FINDINGS

- An 83 percent majority said the East Lansing Parks and Recreation Department is generally headed in “the right direction.”
- An 85 percent majority offered a “positive” rating for the job done by the Parks and Recreation Department in providing recreational programs and services to East Lansing residents.
- A 79 percent majority offered a “positive” rating for the job East Lansing does in “maintaining city parks and recreational facilities.”
- A 75 percent majority offered a “positive” rating for the job done “offering quality recreational programs and activities.”
- A 74 percent majority offered a “positive” rating for the job done “developing parks and recreational facilities.”
- A 62 percent majority offered a “positive” rating for the job done on “changing programs and activities to meet changing needs and preferences.”
- A 54 percent majority offered a “positive” rating for the job done on “improving and expanding parks and recreational facilities.”
- A 7-in-10 majority said they think at least “some” East Lansing residents participate in recreational activities offered by the city.
- The top activities that respondents said they/their household members participate in were: swimming-swim classes; the gym-fitness center; trails-walking/running; pickle ball; the Aquatic Center; basketball; festivals/art fair/music; soccer; and the Hannah Center.
- When asked how much their household participates in the activities cited, 39 percent said one household member participated, 37 percent said more than one member participated, with 23 percent saying all household members participated.
- In rating the activities participated in as having an “important value”, residents offered a mean score of 8.6 (out of 10).
- Twenty-four percent said that they know a significant number of East Lansing residents who participate in recreational programs or activities that are not currently available in East Lansing – activities that require residents to go to other communities to participate in.
- When asked to cite the top one or two recreational programs and activities that East Lansing residents go to other communities to participate in, the top activities cited included: gym – fitness center/classes (8%); cross country skiing (7%); children’s activities (7%); pools-swimming (7%); nature – green space (7%); live music-festivals (6%); adult recreation leagues (6%); and Yoga-Pilates (6%).
- The most cited parks, trails or facilities used by respondents were: Patriarche Park, Northern Tier Trail, the Hannah Center, the Aquatic Center, and the Soccer Complex.

- When asked how many household members use the park, trail, outdoor or indoor facility cited, 15 percent said one household member used it, 35 percent said more than one used it, and 49 percent said that all household members used it.
- Then, when asked to rate the value of the park, trail or facility cited, all respondents offered a mean score of 8.9 (out of 10).
- A 69 percent majority said there are enough parks in East Lansing, 24 percent said more are needed, 4 percent said there are too many, and 3 percent were undecided.
- Among the 1-in-4 who felt that more parks are needed, the areas most cited as needing facilities were: the downtown area, the north side/Northern Tier Trail area, the Bailey area, the Abbot area, and connection to Lansing trails.
- A 57 percent majority said more paved and non-paved trails are needed in the area where they live, 37 percent said there were enough, only 1 percent said there were too many, and 5 percent were undecided.
- Among the majority that said more paved and non-paved trails are needed, the top areas mentioned as to where included: a connection the Lansing Rivertrail, the Downtown area, the north side/Northern Tier Trail area, expanding and connecting existing trails in East Lansing, and the west side.
- A solid 55 percent majority said there are enough indoor recreational facilities in East Lansing, with 33 percent saying that more are needed.
- Among the 1-in-3 who said more indoor recreational facilities are needed, the desired types of indoor facilities cited were: gym-fitness centers, a walking track, an indoor soccer-turf field, an indoor playground-kids play area, and a lap pool for swimming.
- A 58 percent majority said there are enough outdoor recreational facilities to meet the community needs, 27 percent said more are needed, 4 percent said there were too many, and 11 percent were undecided.
- Among the almost 3-in-10 who said more outdoor recreational facilities are needed, the outdoor facilities most cited included: mountain-BMX biking trails, nature-green spaces, an outdoor pool-lap pool, walking trails, dog parks, sledding hills, basketball courts, an outdoor ice skating rink, pickle ball courts, picnic shelters, and splash pads.
- When asked how much of a priority it should be for East Lansing to develop and/or maintain East Lansing parks in an environmentally sensitive manner, a 52 percent majority said it should be a top priority, and 35 percent said it should be important but not a top priority (a total of 87 percent “important”).

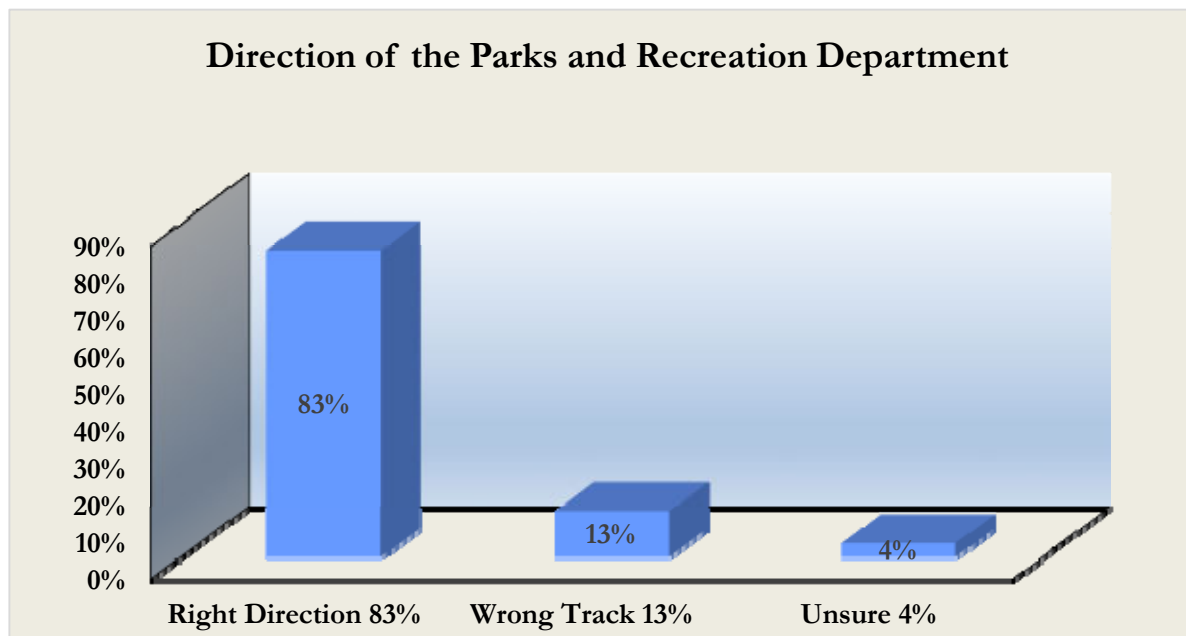
- The parks/recreational facilities cited as most used by respondents/household members were: the Hannah Community Center (81%); Patriarche Park (78%); Lansing RiverTrail (73%); their neighborhood park (70%); Northern Tier Trail (68%); Valley Court Park (56%); Family Aquatic Center (52%); MSU Campus (50%); Abbot Road Park (48%); White Memorial Park (30%); East Lansing Soccer Complex (29%); Northern Tail Dog Park (26%); Henry Fine Park (25%); and the East Lansing Softball Complex (14%).
- The parks with the highest mean “0 to 10” scores were: Hannah Community Center (8.641); Patriarche Park (8.533); their neighborhood park (8.494); Northern Tier Trail (8.409); Lansing Rivertrail (8.399); Valley Court Park (7.653); MSU Campus (7.646); East Lansing Soccer Complex (7.200); Family Aquatic Center (7.123); Abbot Road Park (6.730); White Memorial Park (6.583); Softball Complex (6.266); and Henry Fine Park (6.116).
- Just over half of respondents (51 percent) said that most or all of the funding for parks and recreational facilities should come from general tax dollars; while 20 percent said most or all funding should come from user fees, and 22 percent saying funding should come from user fees and general taxes equally.
- In an open-ended question, one third of respondents (33%) said the Family Aquatic Center should be funded more by user fees than other facilities, followed by the Hannah Center at 18 percent, and the Soccer Complex by 13 percent.
- When asked if the level of community participation and the cost recovered through fees should be the deciding factor in determining whether programs are continued, forty-five percent said it should be a deciding factor (12%), or importance but not a deciding factor (33%); with 40 percent saying it should only be one of many factors.
- Leading the list of respondents’ self-reported barriers to using parks and recreation programs were “being too busy with work, school or family” (17%); “programs not offered at convenient times” (15%); and “I am too busy with my family” (11%).
- The leading sources of information about East Lansing parks and recreation programs were: the City of East Lansing website (13%); East Lansing Dialog Newsletter – by mail (11%); East Lansing Dialog Newsletter – online (10%); East Lansing Info (10%); Parks and Rec & Arts e-newsletter (10%).

## SURVEY OVERVIEW AND DEMOGRAPHIC ANALYSIS

### Opinions about East Lansing Parks and Recreation Department

#### Perceived direction - most say “right track”

Respondents were asked if they think the Parks and Recreation Department of the City of East Lansing is “generally headed in the right direction” or “pretty seriously off on the wrong track”. The responses were:



In the 2011 survey, the question asked about the direction of the City of East Lansing – not specifically about the Parks and Recreation Department. A 66 percent majority said “right direction” for the City of East Lansing, with 10 percent saying “wrong track” and 24 percent unsure.



**Parks & Rec job providing recreational programs – more than 8-in-10 “positive”**

Respondents were asked to rate the job the Parks and Recreation Department does in providing recreational programs and services to East Lansing residents, offering either a “positive” rating of “excellent” or “pretty good” or a “negative” rating of “only fair” or “poor”. The results for 2019 were:

27%	Excellent
58%	Good
<b>85%</b>	<b>Total POSITIVE</b>
11%	Fair
2%	Poor
<b>13%</b>	<b>Total NEGATIVE</b>
2%	Undecided/Refused/No answer

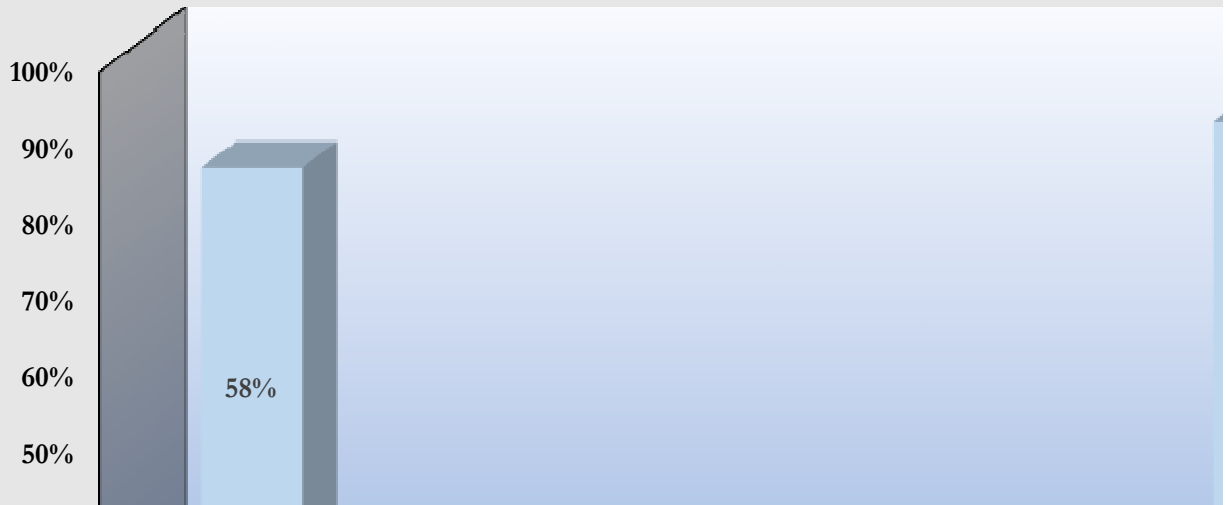
In the 2011 survey, this job rating question was asked about the City of East Lansing providing basic city services. More than 9-in-10 offered a positive rating.

40%	Excellent
51%	Good
<b>91%</b>	<b>Total POSITIVE</b>
2%	Fair
1%	Poor
<b>3%</b>	<b>Total NEGATIVE</b>
6%	Undecided/Refused/No answer

### Rating for Providing Recreational Programs/

Feb 2019

■ Excellent/Poor   ■ Good/Fair



**East Lansing Parks and Recreation objectives**

**Solid majorities give city “positive” job ratings in all areas, but lower than in 2011**

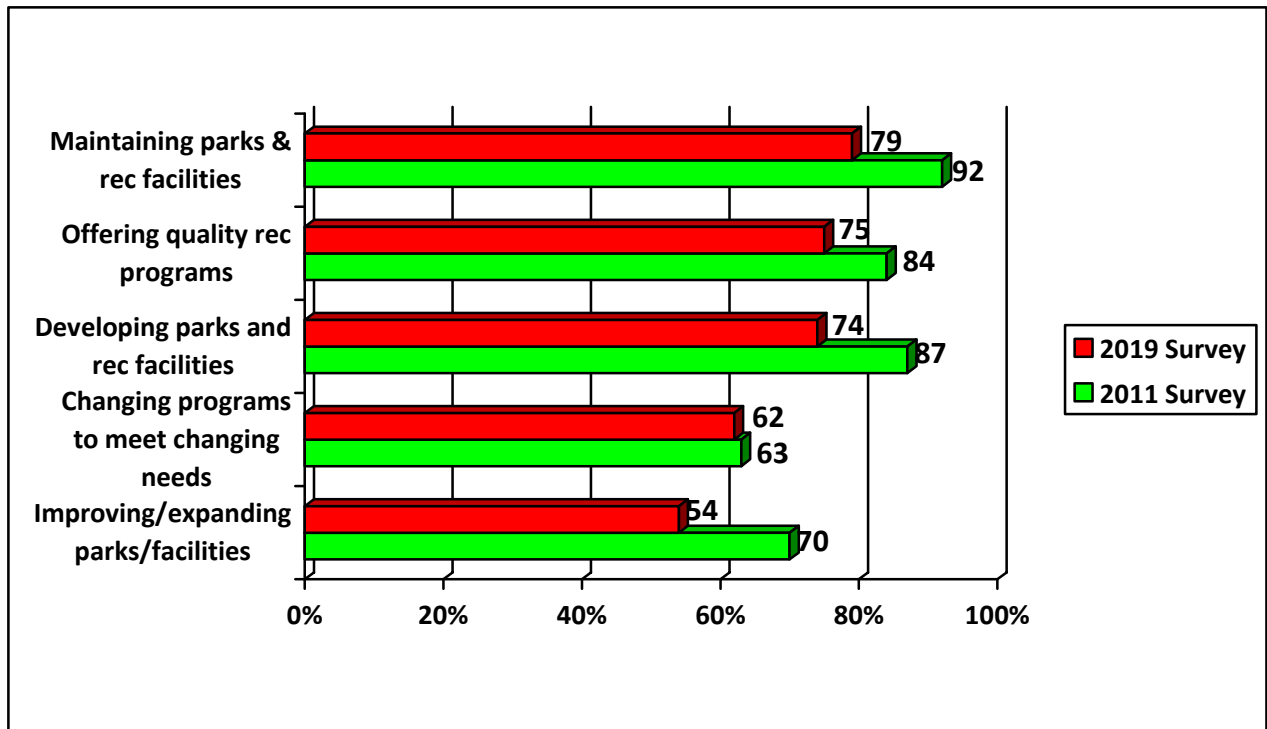
Respondents were offered the following statement:

*“In addition to offering a variety of parks and recreational facilities, there is also a wide range of recreational programs and activities offered in East Lansing, including sports programs, educational programs and classes, social and enrichment activities”*

Respondents were then asked to offer a job rating for the city in each of several areas related to parks and recreational activities:

	<b>POSITIVE</b>			<b>NEGATIVE</b>			undec /NA
	<b>EXCEL</b>	<b>GOOD</b>	<b>Total</b>	<b>FAIR</b>	<b>POOR</b>	<b>Total</b>	
Maintaining city parks and recreational facilities	30%	49%	<b>79%</b>	16%	3%	<b>19%</b>	2%
Offering quality recreational programs and activities	30%	45%	<b>75%</b>	15%	5%	<b>20%</b>	5%
Developing parks and recreational facilities	19%	55%	<b>74%</b>	19%	2%	<b>21%</b>	5%
Changing programs & activities to meet changing needs and preferences	23%	39%	<b>62%</b>	21%	9%	<b>30%</b>	8%
Improving & expanding parks & recreational facilities	14%	40%	<b>54%</b>	33%	8	<b>41%</b>	5%

### 2019 and 2011 Survey Comparisons



**Solid majorities give city more “positive” job ratings in all areas than in 2019**

	<b>POSITIVE</b>			<b>NEGATIVE</b>			Und/ NA
	<b>EXCEL</b>	<b>GOOD</b>	<b>Total</b>	<b>FAIR</b>	<b>POOR</b>	<b>Total</b>	
Maintaining city parks and recreational facilities	37%	55%	<b>92%</b>	5%	1%	<b>6%</b>	2%
Developing parks and recreational facilities	37%	50%	<b>87%</b>	8%	1%	<b>9%</b>	4%
Offering quality recreational programs and activities	37%	47%	<b>84%</b>	10%	2%	<b>12%</b>	4%
Improving & expanding parks & recreational facilities	22%	48%	<b>70%</b>	17%	2%	<b>19%</b>	11%
Changing programs/activities to meet changing needs and preferences	21%	42%	<b>63%</b>	15%	4%	<b>19%</b>	18%

**Positive ratings drop from 2011 to 2019**

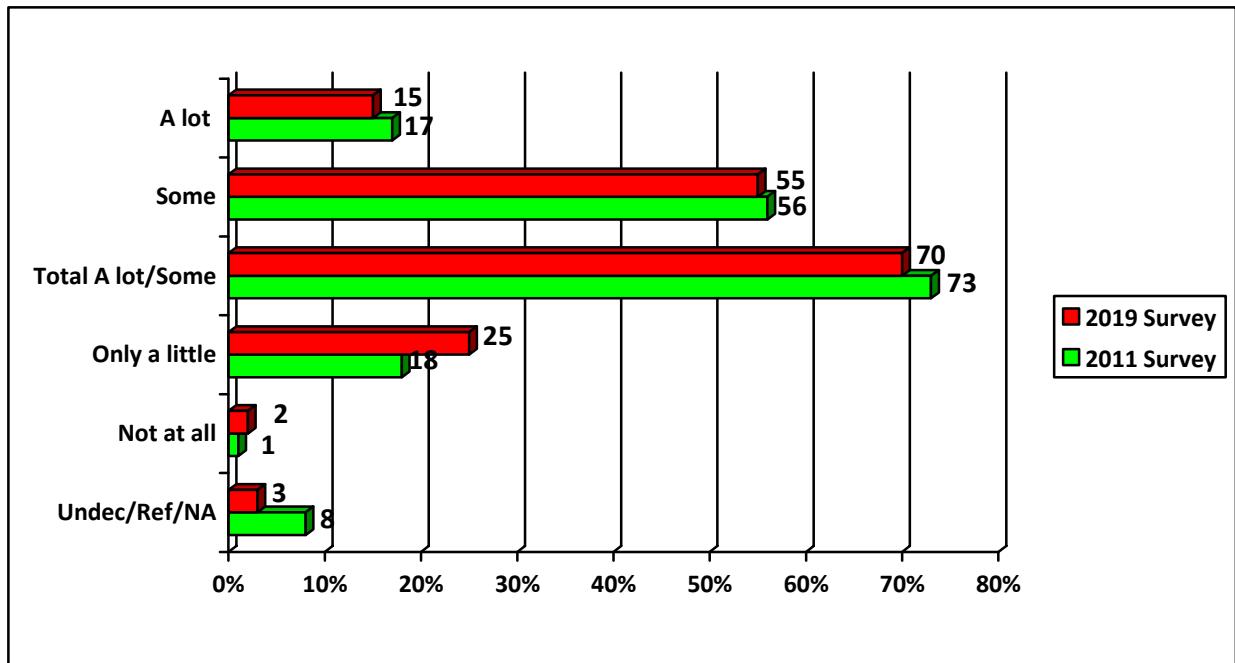
	<b>Pos-19</b>		<b>Pos-11</b>		<b>DIFF %</b>
	<b>Total</b>		<b>Total</b>		
Improving & expanding parks & recreational facilities	<b>54%</b>		<b>70%</b>		-16%
Maintaining city parks and recreational facilities	<b>79%</b>		<b>92%</b>		-13%
Developing parks and recreational facilities	<b>74%</b>		<b>87%</b>		-13%
Offering quality recreational programs and activities	<b>75%</b>		<b>84%</b>		-9%
Changing programs to meet changing needs/preferences	<b>62%</b>		<b>63%</b>		-1%

**Perceived level of community participation – most say at least “some”**

When asked how much they think most residents of East Lansing participate in the recreational activities offered by the city, 2019 and 2011 responses were:

<b>2019</b>	<b>2011</b>	
15%	17%	A lot
55%	56%	Some
<b>70%</b>	<b>73%</b>	<b>Total A lot/Some</b>
25%	18%	Only a little
2%	1%	Not at all
3%	8%	Undecided/Refused/NA

### 2019 and 2011 Survey Comparisons – Community Participation



In 2011, a 73 percent majority of respondents said they participate at least “some” in recreational activities, with participation slipping by three points to 70 percent in 2019.

**Leisure/recreation activities**

In open-ended test, respondents were asked to name up to two leisure or recreational activities provided by the city of East Lansing – “including any sports programs, educational or enrichment classes” – in which one or more household members participated during the past one or two years. The responses were:

**TOP REPORTED HOUSEHOLD ACTIVITIES IN 2019**

- 12% Swimming-Classes
- 10% Gym-Fitness Center
- 6% Trails – Walking/running
- 5% Pickle Ball
- 5% Aquatic Center
- 5% Basketball
- 4% Festivals-Art Fair-Music
- 4% Soccer
- 4% Hannah Center
- 3% Prime Time Senior
- 3% Parks – Playgrounds
- 24% Activities cited by 1% to 2%
- 15% Activities cited by less than 1%

**Most report more than one/all in household participate**

Further, for each activity they offered, they were asked if one household member participated in it, if more than one did or if all members of the household participated in the activity. The responses were:

<b>2019</b>	<b>2019</b>	<b>PARTICIPATION:</b>	<b>2011</b>	<b>2011</b>
<b><u>First</u></b>	<b><u>Second</u></b>		<b><u>First</u></b>	<b><u>Second</u></b>
39%	32%	One Person	35%	25%
37%	32%	More Than One	32%	20%
23%	25%	All Participate	23%	16%
<b>99%</b>	<b>89%</b>	<b>Total Participation</b>	<b>90%</b>	<b>61%</b>
1%	11%	Undecided/Refused/NA	10%	39%

Participation in recreational activities increased by 9 points from 2011 to 2019 on the activities cited first (90 to 99 percent). On the second mentioning; participation increased by 28 points (61 to 89 percent).

**Most participants give high “value” rating to activities**

Finally, respondents were asked to rate, using a “zero to ten” scale, the value of the activities they participated in, with “0” meaning “little or no value” and “10” meaning “the highest possible value”. The responses were:

<b>2019</b>	<b>2019</b>		<b>2011</b>	<b>2011</b>
<b><u>First</u></b>	<b><u>Second</u></b>	<b>RATING:</b>	<b><u>First</u></b>	<b><u>Second</u></b>
5%	13%	0 to 4	3%	3%
1%	2%	5	2%	1%
32%	21%	6 to 8	30%	20%
62%	63%	9 to 10	54%	38%
---	1%	Undecided/Refused/NA	11%	38%
<b>8.622</b>	<b>7.899</b>	<b>MEAN:</b>	<b>8.500</b>	<b>8.393</b>

The value of the first named recreational activities East Lansing residents participate in increased overall from a mean score of 8.500 in 2011 to 8.622 in 2019; and while the mean score for the second mentioned recreational activity was higher in 2011 than in 2019 (8.393 as opposed to 7.899), it should be noted that, on the second cited activity, 38 percent were undecided in 2011.

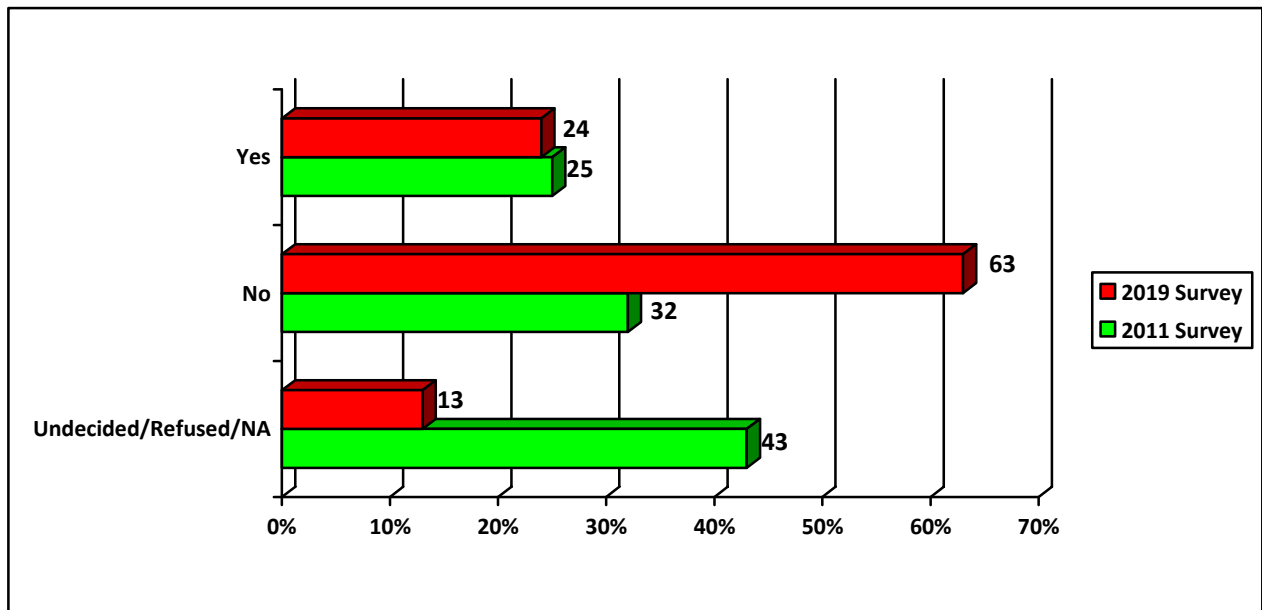


**Awareness of recreation not available in EL reported by about one-quarter**

All respondents were asked if they know of any programs or activities in which significant numbers of East Lansing residents participate, that are not currently available in East Lansing (activities residents have to go to other communities to participate in). The responses were:

<u>2019</u>	<u>2011</u>	
24%	25%	Yes
63%	32%	No
13%	43%	Undecided/Refused/NA

**2019 and 2011 Survey Comparison – Activities not available in EL**



Respondents in the following groups said “recreational activities are not available in East Lansing” by percentages higher than the 2019 survey average of 24 percent:

- 46 percent: Parks and Recreation Department off on wrong track
- 43 percent: Need more outdoor facilities  
Programs not offered at convenient times
- 33 percent: Fees a barrier to using facilities and programs
- 32 percent: Need more city parks  
Need more indoor facilities  
Men age 18-49
- 30 percent: Negative job rating on providing recreational programs  
Busy at home a barrier to using facilities and programs  
Children in the home
- 29 percent: Need more city trails  
Participation/costs recovered important factor in program decisions  
Other reasons  
Lived in EL 1-5 years  
41-49 years old
- 28 percent: Region 2  
Top priority to develop parks in environmentally sensitive manner  
Gets info online  
Lived in EL 6-10 years
- 27 percent: Recreational facilities used a lot/some  
Equally fund with fees and taxes  
Lived in EL for 11-20 years  
30-40 years old
- 26 percent: 50-64 years old  
All men  
Age 18-49
- 25 percent: Permanent resident  
Fund mostly with taxes  
Gets info from mail

### Programs/activities residents go to other communities for

Those respondents that indicated awareness of one or two programs or activities East Lansing residents go to other communities to participate in were asked to name those programs or activities. The responses in 2019 and 2011 were:

<u>2019</u>	<u>2011</u>	
8%	---	Gym – Fitness Center/Classes
7%	4%	Cross Country Skiing
7%	3%	Children’s Activities
7%	8%	Pools-Swimming
7%	---	Nature-Green Space
6%	3%	Live Music-Festivals
6%	---	Adult Recreation Leagues
6%	---	Yoga-Pilates
5%	6%	Flag Football
5%	4%	Mountain-BMX-Trail Biking
5%	3%	Ice Skating
5%	---	Arts-Crafts
3%	2%	Soccer-Indoor
2%	4%	Dance – Classes
2%	2%	Dog Parks
2%	---	Camps
2%	---	Hiking
1%	2%	Adult Nature Activities
---	8%	Youth Sports
---	4%	Basketball Courts
---	3%	Baseball
---	3%	Tennis
---	2%	Disc Golf
---	2%	Martial Arts
---	2%	Pilates
---	2%	Road Biking
---	2%	Tee Ball
---	2%	Zumba
14%	29%	Other ( <i>1% or less</i> ) Undecided/Refused/NA

**Facility use**

In open-ended testing, respondents were asked to name one or two outdoor parks, trails, outdoor or indoor recreational facilities located in East Lansing that one or more household members have used during the past two years. The combined responses from 2019 and 2011 were:

<u>2019</u>	<u>2011</u>	
22%	17%	Patriarche Park
21%	14%	Northern Tier
14%	18%	Hannah Community Center
5%	7%	EL Family Aquatic Center
4%	5%	EL Lansing Soccer Complex
1%	2%	None
30%	24%	Assorted responses (1-3 percent each)
4%	2%	Other responses (less than 1 percent each)

**Most report use by more than one to all in household**

Further, for each facility they offered, they were asked if one household member used it, if more than one did or if all members of the household used the facility:

<u>2019</u>	<u>2019</u>		<u>2011</u>	<u>2011</u>
<u>First</u>	<u>Second</u>	<b>PARTICIPATION:</b>	<u>First</u>	<u>Second</u>
15%	17%	One Person	13%	10%
35%	32%	More Than One	31%	25%
49%	50%	All Participate	47%	33%
<b>99%</b>	<b>99%</b>	<b>Total Participation</b>	<b>91%</b>	<b>68%</b>
1%	1%	Undecided/Refused/NA	9%	32%

Reported household participation increased from 2011 to 2019 on the first facility mentioned by 8 points, from 91 to 99 percent, and on the second facility cited, household participation increased by 31 points, from 68 to 99 percent.

**Most participants give high “value” rating to facilities**

Finally, respondents were asked to use a “zero to ten” scale to rate the value of the facility they used first or second, with “0” meaning “little or no value” and “10” meaning “the highest possible value.” The responses were:

<u>2019</u>	<u>2019</u>		<u>2011</u>	<u>2011</u>
<u>First</u>	<u>Second</u>	<b>RATING:</b>	<u>First</u>	<u>Second</u>
4%	4%	0 to 4	1%	2%
2%	2%	5	3%	2%
22%	21%	6 to 8	22%	20%
67%	49%	9 to 10	64%	45%
5%	24%	Undecided/Refused/NA	10%	31%
<b>8.944</b>	<b>8.611</b>	<b>MEAN:</b>	<b>8.932</b>	<b>8.629</b>

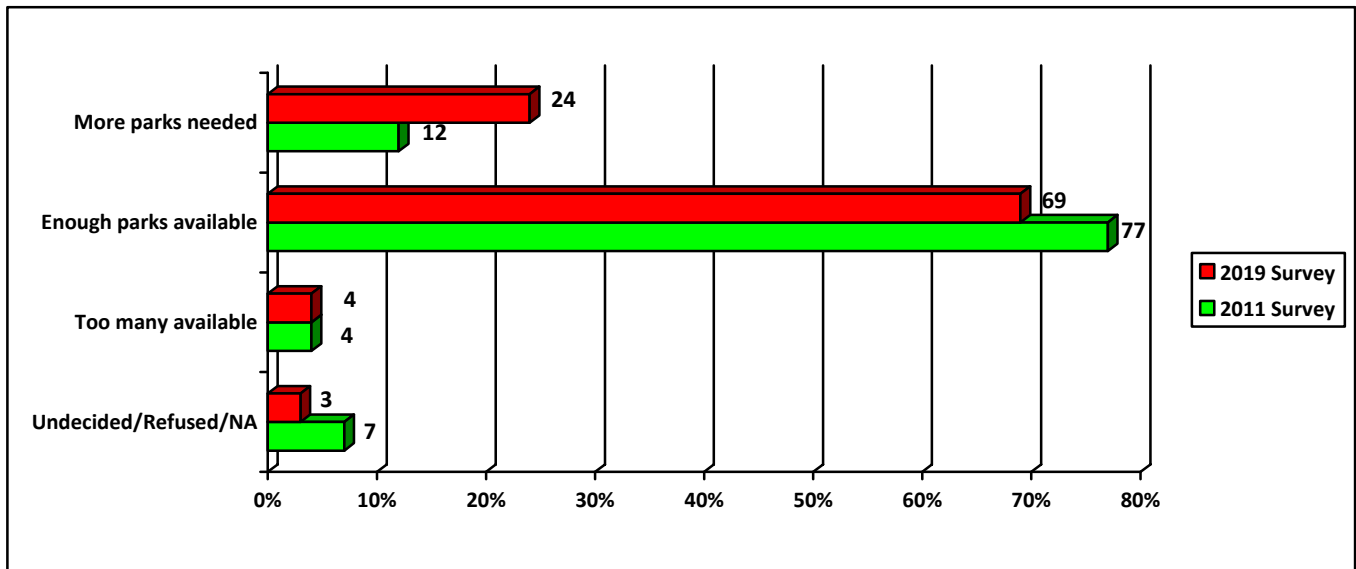
The mean score ratings showed little difference between the 2011 and 2019 surveys.

**Opinion on number of EL parks – most say “enough” available**

All respondents were asked if there are “enough” parks available in East Lansing to meet the needs of people in their area, if “too many” are available or if “more” parks are needed near where they live. The responses were:

<u>2019</u>	<u>2011</u>	
24%	12%	More parks needed
69%	77%	Enough parks available
4%	4%	Too many available
3%	7%	Undecided/Refused/NA

### 2019 and 2011 Survey Comparison – Availability of Parks



Those who said “more” parks are needed were asked “In what areas of East Lansing are more parks needed?” The responses in 2019 compared to 2011 were:

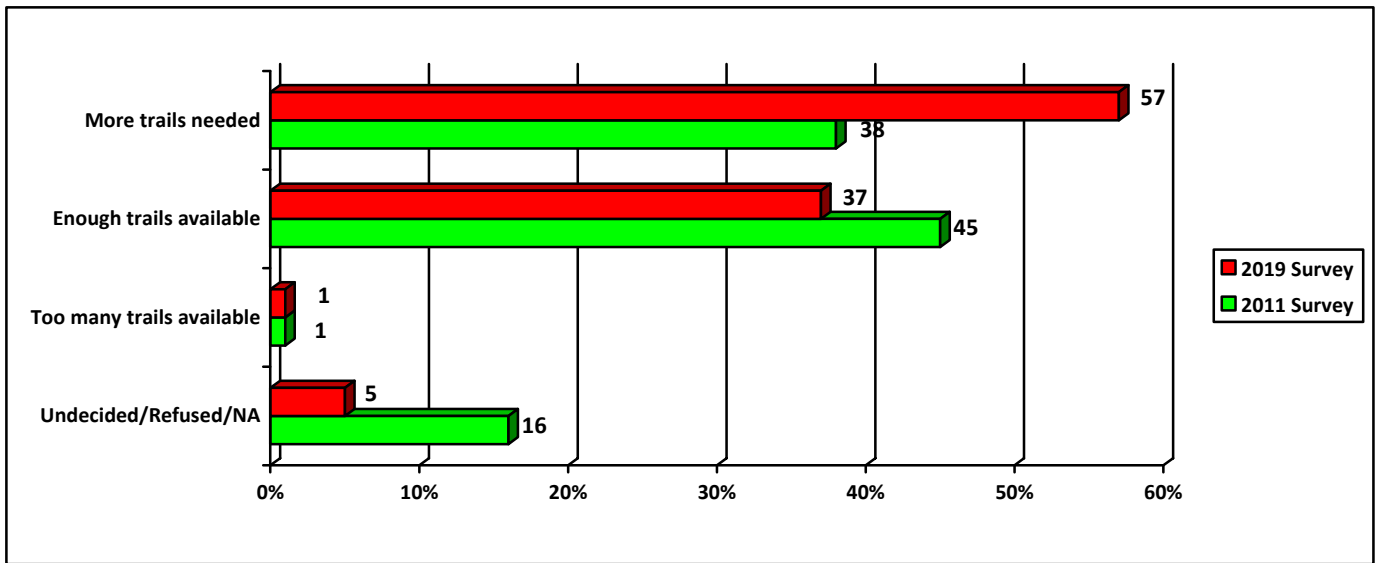
<u>2019</u>	<u>2011</u>	
16%	13%	Downtown
8%	10%	North – Northern Tier
6%	2%	Bailey
6%	---	Connect to Lansing
5%	5%	Abbot
4%	2%	Everywhere
4%	2%	Glencairn
4%	---	Hagadorn
3%	5%	West Side
3%	3%	Park Lake
3%	2%	Marble
3%	---	Trowbridge
1%	3%	Pinecrest
1%	3%	Whitehills
---	8%	East
---	7%	MSU Campus Area
---	5%	Coolidge Road
---	5%	Frandon Area
---	3%	Chesterfield Hills
---	2%	Brookfield
---	2%	Cahill
---	2%	Flower Pot
---	2%	Neighborhood Parks
---	2%	Northeast Quadrant
---	2%	Northwest Quadrant
---	2%	Southeast Quadrant
---	2%	Southwest Quadrant
---	2%	Walnut Heights
33%	4%	Other ( <i>1% or less</i> )/Undecided/Refused/NA

**Opinion of number of EL trails – majority said more needed in 2019**

All respondents were asked if there are “enough” paved and non-paved trails available in East Lansing to meet the needs of people in their area, if there are “too many” or if “more” trails are needed? The responses in 2011 and 2019 were:

<u>2019</u>	<u>2011</u>	
57%	38%	More trails needed
37%	45%	Enough trails available now
1%	1%	Too many available
5%	16%	Undecided/Refused/NA

### 2019 and 2011 Survey Comparison – Availability of Trails



The percentage of respondents saying that more trails are needed increased by 19 points from 2011 to 2019 (38 to 57 percent).



Respondents in the following groups said “more trails are needed” by percentages higher than the survey average of 57 percent:

- 80 percent: Need more city parks
- 75 percent: Need more outdoor facilities  
Other reasons are barriers to participating in rec activities
- 72 percent: Women age 50 and over
- 69 percent: Participation/cost recovered by fees not a factor in decisions  
Programs not offered at convenient times
- 68 percent: Participates in activities outside of EL that are not available
- 67 percent: Need more indoor facilities
- 65 percent: Busy with home duties a barrier to recreational participation
- 64 percent: Priority to develop/maintain parks in environmentally sensitive way  
Age 50-64
- 63 percent: Non-permanent EL resident  
No children in household
- 62 percent: Lived in EL 11-20 years
- 61 percent: EL residents participate in recreational activities a little or not at all
- 59 percent: Parks/programs should be mostly/all funded with general taxes  
Participation/cost recovered by fees important factor in decisions  
Get info online  
Gets info from other sources  
Live in EL 6-10 years  
Income over \$100K  
All women
- 58 percent: Parks and Rec Department headed in right direction  
Gets info from EL Info  
Gets info from word of mouth  
Age 50 and over

Those who said “more” trails were needed were asked, “In what areas of East Lansing are more trails needed?” The responses in 2019 compared to 2011 were:

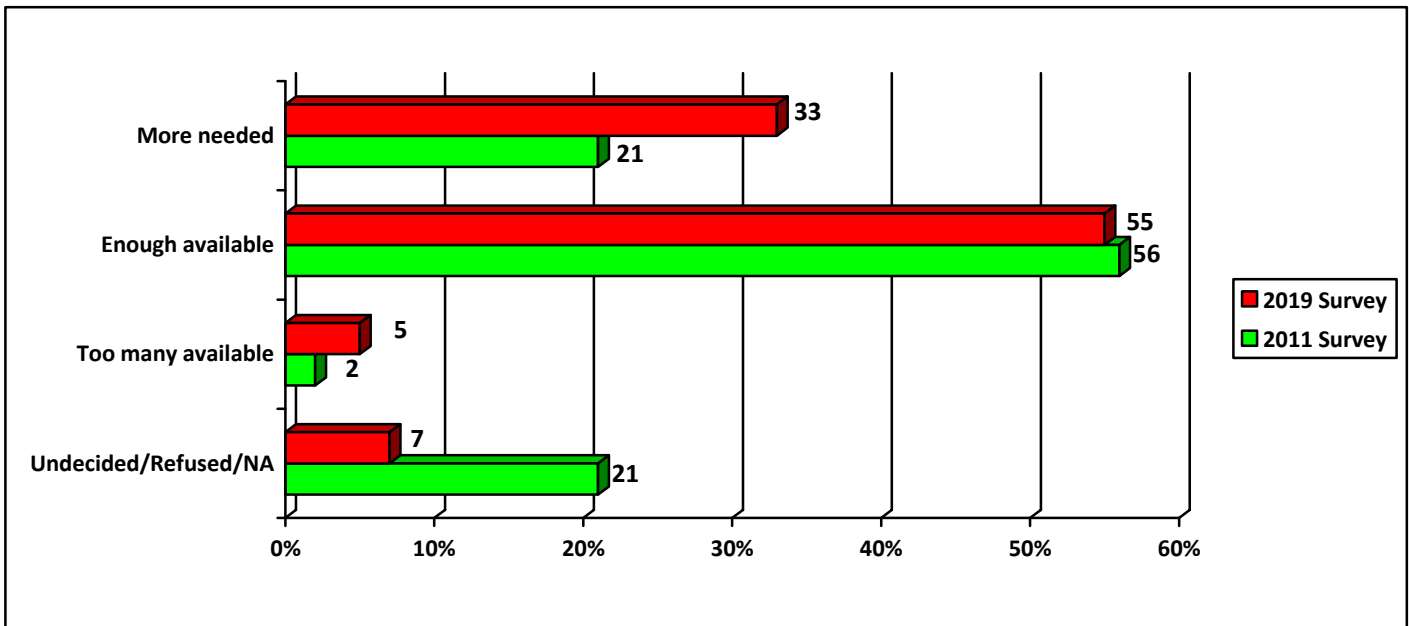
<u>2019</u>	<u>2011</u>	
14%	6%	Connect Lansing Rivertrail
11%	4%	Downtown
10%	17%	North – Northern Tier
8%	16%	Expand-Connect Existing Trails
6%	4%	West Side
4%	11%	East Side
4%	6%	MSU Campus Area
4%	2%	Abbot
3%	4%	Everywhere
3%	1%	Bailey
3%	---	South Side
2%	3%	Connect Lake Lansing
2%	1%	Glencairn
2%	1%	Hagadorn
2%	1%	Park Lake
2%	---	Burcham
1%	1%	Marble
1%	1%	Whitehills
---	5%	Frandon Area
---	3%	Eastwood Town Center
---	3%	Neighborhood Parks
---	3%	South
18%	7%	Other ( <i>1% or less</i> )/Undecided/Refused/NA

**Opinion of number of EL indoor recreational facilities – majority says “enough”**

All respondents were asked if there are “enough” indoor recreational facilities available in East Lansing to meet community needs, if there are “too many” or if “more” facilities are needed? The responses were:

<u>2019</u>	<u>2011</u>	
33%	21%	More indoor facilities needed
55%	56%	Enough indoor facilities available
5%	2%	Too many available
7%	21%	Undecided/Refused/NA

**2019 and 2011 Survey Comparison – Availability of Indoor Facilities**



The percentage saying more are needed increased by 12 points from 2011 to 2019 (21 to 33 percent), but a 55 percent majority said that there are “enough” indoor recreational facilities in EL.

Respondents in the following groups said “more indoor facilities are needed” by percentages higher than the survey average of 33 percent:

- 59 percent: Need more outdoor facilities
- 53 percent: Taxes paid to school district other than EL
- 46 percent: Region 4
- 45 percent: Programs not offered at convenient time a barrier to activity
- 44 percent: Negative job rating for Parks and Rec Department  
Aware of programs/facilities used outside of EL  
Need more parks  
Fund programs/facilities equally with fees and taxes
- 43 percent: Parks and Rec Department off on wrong track  
Fees a barrier to being more active in rec programs  
Age 50-64
- 42 percent: Other factors a barrier to being more active in rec programs
- 41 percent: Live in EL 11-20 years  
Age 41-49  
Women age 18-49
- 40 percent: Busy at work a barrier to being more active in rec programs
- 39 percent: Uses programs/facilities a lot or some  
Need more city trails  
Priority to maintain facilities in environmentally sensitive way  
Live in EL 6-10 years
- 38 percent: Incomes over \$100K
- 37 percent: Region 1  
Non-permanent resident  
Participation/cost recovered with fees one of many factors
- 36 percent: Other geographical areas  
Gets info from newsletters  
Households with children  
Incomes of \$25K-\$50K
- 35 percent: Participation/cost recovered with fees important factor  
Post graduate degree  
Incomes of \$50K-\$75K  
Incomes of \$75K-\$100K  
Age 18-49
- 34 percent: All women

Those who said “more” indoor facilities are needed were asked “What kinds of indoor facilities do you think East Lansing needs more of?” The responses were:

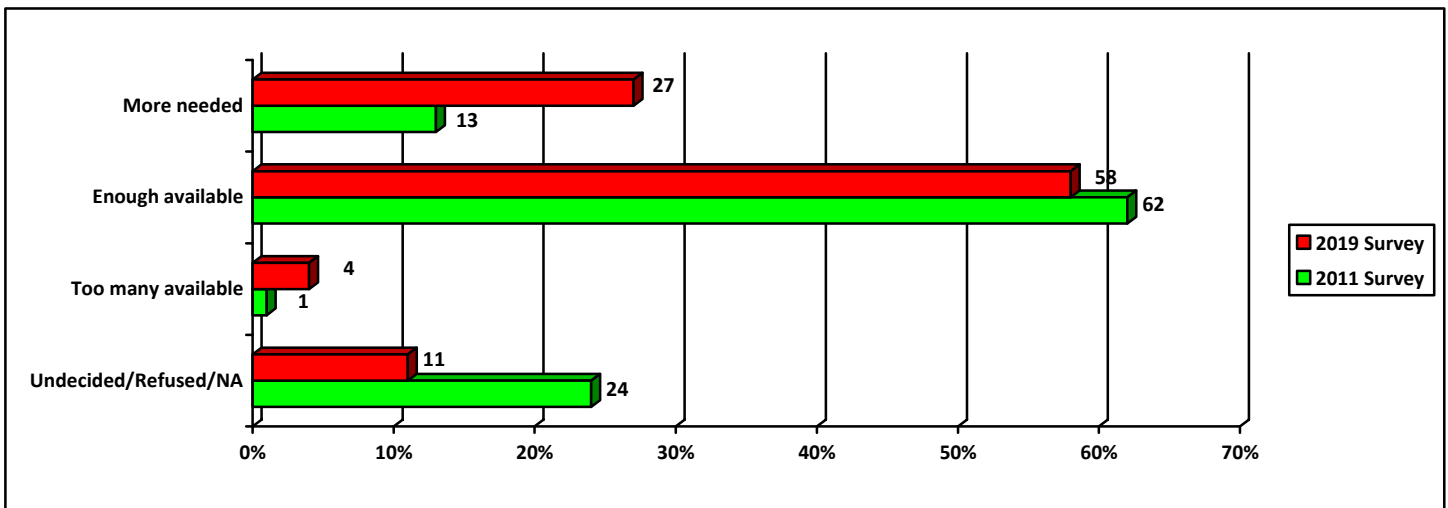
<u>2019</u>	<u>2011</u>	
26%	26%	Gym-Fitness Center
9%	13%	Walking-Track
8%	3%	Indoor Soccer-Turf Field
7%	7%	Indoor Playground-Kids Play Area
7%	20%	Lap Pool-Swimming
4%	2%	Arts-Crafts
4%	---	Pickleball
2%	9%	Basketball Court
2%	6%	Community Centers-Meeting Space
2%	2%	Rock Climbing-Rock Wall
2%	2%	Tennis Courts
2%	1%	Music Facility – Auditorium
2%	1%	Ping Pong
2%	---	Dance Classes-Studios
2%	---	Multipurpose Courts
2%	---	Senior Activities
2%	---	Water Park-Splash Pad
1%	1%	Child Care
---	5%	General Sports-Recreation
14%	1%	Other ( <i>1% or less</i> )/Undecided/Refused/NA

**Opinion on outdoor recreational facilities – most say “enough” available**

All respondents were asked if there are “enough” outdoor recreational facilities available in East Lansing to meet community needs, if there are “too many” or if “more” such facilities are needed? The responses were:

<u>2019</u>	<u>2011</u>	
27%	13%	More outdoor facilities needed
58%	62%	Enough outdoor facilities available now
4%	1%	Too many outdoor facilities available
11%	24%	Undecided/Refused/NA

**2019 and 2011 Survey Comparison – Availability of Outdoor Facilities**



The percentage of survey respondents who said “more” outdoor facilities are needed more than doubled between 2011 and 2019, going from 13 to 27 percent.

Respondents in the following groups said “more” outdoor facilities are needed by percentages higher than the survey average of 27 percent: (Small N-Size = \*)

- 60 percent: Respondents who say more parks needed
- 55 percent: Other reasons for activity barrier
- 48 percent: Programs & facilities used outside of EL  
Respondents who say more indoor facilities needed
- 43 percent: Parks and rec department off on wrong track
- 41 percent: Women age 18-49
- 40 percent: Top priority to maintain parks in environmentally sensitive way
- 38 percent: Region 4
- 37 percent: Non-residents  
Negative rating for Parks and Rec department providing services
- 36 percent: Respondents who say more trails needed  
All women
- 35 percent: Taxes paid to other school districts \*  
Incomes of \$50K-\$75K \*
- 34 percent: Age 50-64
- 33 percent: Region 2  
Activity barrier the cost of fees  
Activity barrier the times when programs offered
- 32 percent: Lived in EL 1-5 years  
Women age 50+
- 31 percent: Parks and rec services & facilities used a lot/some
- 30 percent: Gets info from direct mail
- 29 percent: Other areas  
Does not live in EL  
Age 41-49  
Incomes of \$75K-\$100K
- 28 percent: Gets info from word-of-mouth  
No children in the home  
Lived in EL 6-10 years

Those who said “more” outdoor facilities are needed were asked, “What kinds of outdoor facilities do you think East Lansing needs more of?” The responses were:

<u>2019</u>	<u>2011</u>	
12%	14%	Mountain–BMX Biking-Trails
12%	7%	Nature-Green Space
8%	8%	Outdoor Pool-Lap Pool
7%	11%	Walking Trails
7%	1%	Dog Parks
4%	4%	Sledding
3%	5%	Basketball Court
3%	5%	Ice Skating Rink
3%	---	Pickleball
3%	---	Picnic Shelters
3%	---	Splash Pad
2%	4%	Disc Golf
2%	3%	Soccer Fields
2%	1%	Circuit Training-Exercise Trails
2%	1%	Restrooms
1%	9%	Tennis Courts
1%	3%	Playgrounds for Kids
---	8%	Cross Country Skiing
---	4%	Amphitheatre
---	3%	Farmer’s Market
---	3%	Multi-Purpose Sports Fields
25%	4%	Other ( <i>1% or less</i> )/Undecided/Refused/NA

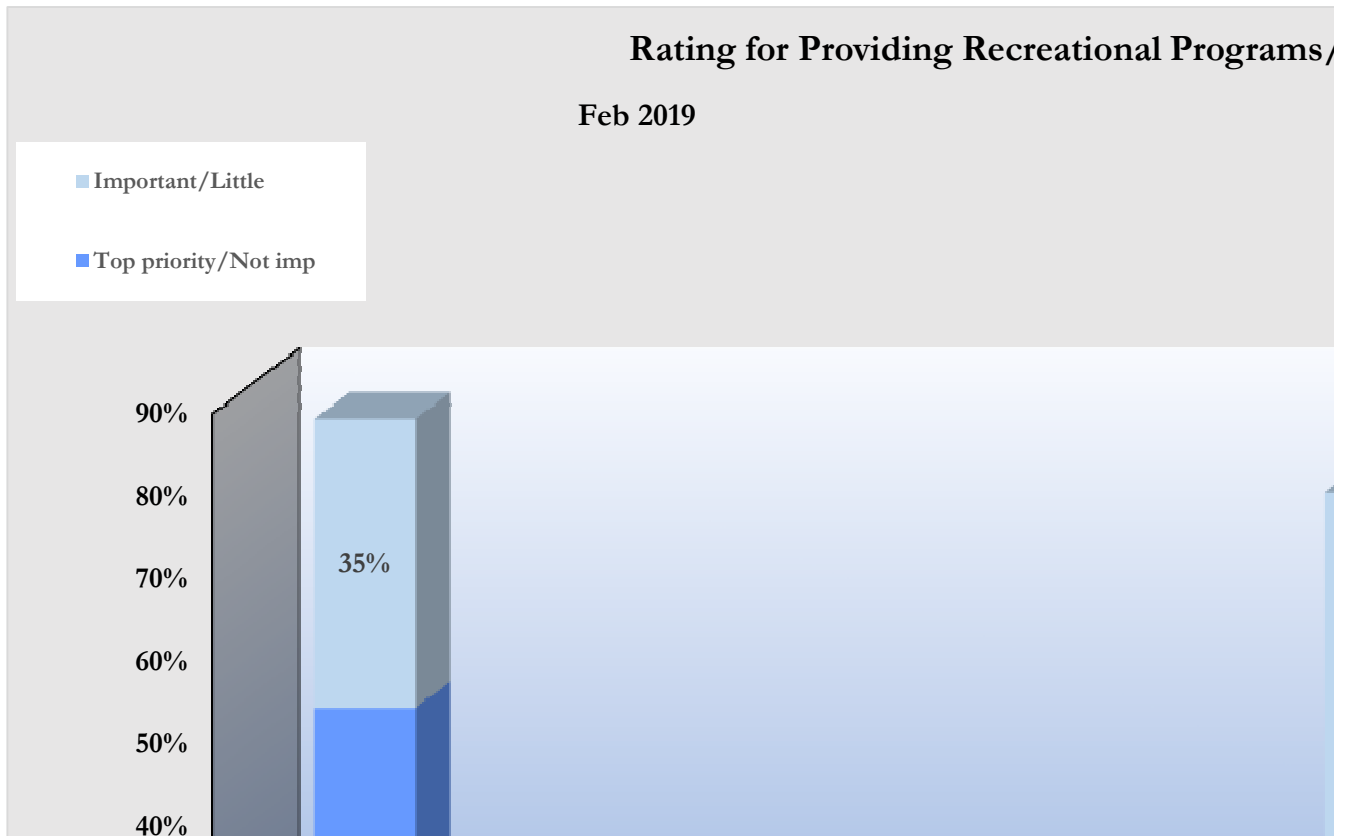
**“Green” development/maintenance of parks/facilities – most say “top priority/important”**

All respondents were asked how much of a priority it should be in the future for East Lansing to develop and/or maintain East Lansing parks in an environmentally sensitive manner (i.e. increasing the amount of native landscape, including more natural, wild types of grass and vegetation; reducing the carbon footprint in park/open space areas by using fewer chemicals; reducing the use of gasoline driven machinery, such as lawn mowers):

<u>2019</u>	<u>2011</u>	
52%	28%	Top priority
35%	50%	Important but not a top priority
<b>87%</b>	<b>78%</b>	<b>TOTAL IMPORTANT</b>
6%	9%	Only a little important
5%	9%	Not really important at all
2%	4%	Undecided/Refused/NA



The percentage of respondents saying it is a top priority or important increased from a total of 78 percent in 2011 to 87 percent in 2019. The percentage of respondents saying that it should be a top priority for East Lansing parks to be developed and/or maintained in an environmentally sensitive manner increased by 24 points; from 28 to 52 percent.



Respondents in the following groups said “top priority” in percentages higher than the overall results of 52 percent: (Very small N-size = \*)

- 77 percent: EL needs more outdoor facilities
- 72 percent: EL needs more parks
- 71 percent: Other geographical areas \*  
Does not live in EL
- 68 percent: Non-permanent resident \*
- 67 percent: Assorted other things important barriers to rec activities
- 64 percent: Gets parks and rec info from newsletters  
Age 50-64  
Incomes of \$25K-\$50K
- 62 percent: Cost of fees important barrier to rec activities
- 61 percent: EL needs more indoor facilities  
Lived in EL 1-5 years \*
- 60 percent: Respondents aware of programs/services used outside of EL
- 59 percent: EL needs more city trails  
Taxes paid to other school districts \*
- 58 percent: Region 3  
Men age 18-49
- 57 percent: Parks & Rec programs should be funded mostly by taxes  
Times of programs an important barrier to rec activities  
College graduate  
Incomes over \$100K
- 56 percent: Parks & Rec programs should be funded equally by fees/taxes  
Participation/costs recovered should be important factor  
Homes with children  
Age 30-40  
All men
- 55 percent: Parks and Rec programs/services used a lot/some  
No barriers to rec activities  
Gets info from mailers  
Gets info from word-of-mouth  
Men age 50+
- 54 percent: Region 4 \*  
Parks and Rec Department off on wrong track \*  
Busy with home responsibilities important barrier to rec activities  
Age 50+
- 53 percent: Positive job rating for Parks and Rec Department  
Age 18-49

**Reported 2019 use/rating of EL parks and recreational parks/facilities**

Respondents were given a list of some of the parks, trails, indoor and outdoor recreational facilities available to East Lansing residents/visitors and asked if they or other members of their household had used the park, trail, or facility described. In further questioning, respondents were asked (regardless of whether anyone in the household has used the place named) to use a “zero to 10” scale to rate the value of each facility, with “0” meaning “little or no value” and “10” meaning “highest possible value” to the respondent/household or community as a whole.

**Abbott Road Park**

<b>PARTICIPATION:</b>		<b>RATING:</b>	
one person	17%	0 to 4	14%
more than one	31%	5	6%
<b>TOTAL PARTICIPATE</b>	<b>48%</b>	6 to 8	28%
None/Skipped	52%	9 to 10	25%
		Undecided/refused/No answer	27%
		<b>MEAN:</b>	<b>6.730</b>

In the 2011 survey, 38 percent said one or more members of their household participated, and they offered a mean score of 6.267 for the value of the facility.

**EL Family Aquatic Center**

<b>PARTICIPATION:</b>		<b>RATING:</b>	
one person	8%	0 to 4	14%
more than one	44%	5	8%
<b>TOTAL PARTICIPATE</b>	<b>52%</b>	6 to 8	19%
None/Skipped	48%	9 to 10	37%
		Undecided/refused/No answer	22%
		<b>MEAN:</b>	<b>7.123</b>

In the 2011 survey, 60 percent said one or more members of their household participated, and they offered a mean score of 7.502 for the value of the facility.

**Northern Tail Dog Park**

<b>PARTICIPATION:</b>		<b>RATING:</b>	
one person	8%	0 to 4	22%
more than one	18%	5	9%
<b>TOTAL PARTICIPATE</b>	<b>26%</b>	6 to 8	16%
None/Skipped	74%	9 to 10	24%
		Undecided/refused/No answer	29%
		<b>MEAN:</b>	<b>6.027</b>

In 2011, 20 percent said one or more household members participated and offered a mean score of 5.609 for the value of the dog park.

**Hannah Community Center**

<b>PARTICIPATION:</b>		<b>RATING:</b>	
one person	22%	0 to 4	5%
more than one	59%	5	5%
<b>TOTAL PARTICIPATE</b>	<b>81%</b>	6 to 8	19%
None/Skipped	19%	9 to 10	60%
		Undecided/refused/No answer	11%
		<b>MEAN:</b>	<b>8.641</b>

In 2011, 87 percent reported household participation and offered a mean score of 8.870 for the value of the center.

**Patriarche Park**

<b>PARTICIPATION:</b>		<b>RATING:</b>	
one person	14%	0 to 4	4%
more than one	64%	5	6%
<b>TOTAL PARTICIPATE</b>	<b>78%</b>	6 to 8	23%
None/Skipped	22%	9 to 10	55%
		Undecided/refused/No answer	12%
		<b>MEAN:</b>	<b>8.533</b>

In 2011, 78 percent reported household participation and offered a mean score of 8.524 for the value of the park (unchanged).

**EL Soccer Complex**

<b>PARTICIPATION:</b>		<b>RATING:</b>	
one person	8%	0 to 4	11%
more than one	21%	5	9%
<b>TOTAL PARTICIPATE</b>	<b>29%</b>	6 to 8	21%
None	71%	9 to 10	34%
		Undecided/refused/No answer	25%
		<b>MEAN:</b>	<b>7.200</b>

In 2011, 35 percent reported household participation and offered a mean score of 7.141 for the value of the soccer complex.

**EL Softball Complex**

<b>PARTICIPATION:</b>		<b>RATING:</b>	
one person	5%	0 to 4	18%
more than one	9%	5	9%
<b>TOTAL PARTICIPATE</b>	<b>14%</b>	6 to 8	17%
None/Skipped	86%	9 to 10	23%
		Undecided/refused/No answer	33%
		<b>MEAN:</b>	<b>6.266</b>

In 2011, 18 percent reported household participation and offered a mean score of 6.388 for the value of the softball complex (a 4 point drop in participation).

**Valley Court Park**

**PARTICIPATION:**

one person	10%
more than one	46%
<b>TOTAL PARTICIPATE</b>	<b>56%</b>
None/Skipped	44%

**RATING:**

0 to 4	9%
5	8%
6 to 8	25%
9 to 10	39%
Undecided/refused/No answer	19%
<b>MEAN:</b>	<b>7.653</b>

In 2011, 57 percent reported household participation and offered a mean score of 7.358 for the value of the park (unchanged).

**Henry Fine Park**

**PARTICIPATION:**

one person	7%
more than one	18%
<b>TOTAL PARTICIPATE</b>	<b>25%</b>
None/Skipped	75%

**RATING:**

0 to 4	17%
5	11%
6 to 8	18%
9 to 10	21%
Undecided/refused/No answer	33%
<b>MEAN:</b>	<b>6.116</b>

In 2011, 19 percent reported household participation and offered a mean score of 6.037 for the value of the park (a 6 point increase in 2019).

**White Memorial Park**

**PARTICIPATION:**

one person	9%
more than one	21%
<b>TOTAL PARTICIPATE</b>	<b>30%</b>
None/Skipped	70%

**RATING:**

0 to 4	13%
5	8%
6 to 8	23%
9 to 10	23%
Undecided/refused/No answer	33%
<b>MEAN:</b>	<b>6.583</b>

In 2011, 19 percent reported household participation and offered a mean score of 5.587 for the value of the park (an 11 point increase in 2019).

**Northern Tier Trail**

**PARTICIPATION:**

one person	14%
more than one	54%
<b>TOTAL PARTICIPATE</b>	<b>68%</b>
None/Skipped	32%

**RATING:**

0 to 4	7%
5	3%
6 to 8	19%
9 to 10	56%
Undecided/refused/No answer	15%
<b>MEAN:</b>	<b>8.409</b>

In 2011, 61 percent reported household participation and offered a mean score of 8.472 for the value of the trail (a 7 point increase in 2019).

**Lansing Rivertrail**

**PARTICIPATION:**

one person	17%
more than one	56%
<b>TOTAL PARTICIPATE</b>	<b>73%</b>
None/Skipped	27%

**RATING:**

0 to 4	7%
5	4%
6 to 8	20%
9 to 10	57%
Undecided/refused/No answer	12%
<b>MEAN:</b>	<b>8.399</b>

In 2011, 61 percent reported household participation and offered a mean score of 8.471 for the value of the RiverTrail (a 12 point increase in 2019).

**MSU Campus Rec Facilities**

**PARTICIPATION:**

one person	13%
more than one	37%
<b>TOTAL PARTICIPATE</b>	<b>50%</b>
None/Skipped	50%

**RATING:**

0 to 4	9%
5	7%
6 to 8	19%
9 to 10	41%
Undecided/refused/No answer	24%
<b>MEAN:</b>	<b>7.646</b>

In 2011, 90 percent reported household participation and offered a mean score of 9.327 for the value of the MSU Campus (a 40 point drop in 2019).

**Your neighborhood park \***

**PARTICIPATION:**

one person	11%
more than one	59%
<b>TOTAL PARTICIPATE</b>	<b>70%</b>
None	30%

**RATING:**

0 to 4	5%
5	2%
6 to 8	20%
9 to 10	56%
Undecided/refused/No answer	17%
<b>MEAN:</b>	<b>8.494</b>

In 2011, 59 percent reported household participation and offered a mean score of 8.045 for the value of their neighborhood park (an 11 point increase in 2019).

\* “Neighborhood parks” include: Harrison Meadows, Hawk Nest, Emerson, Glencairn, Stoddard, Tamarisk, Shaw, Ehinger, Glenhaven, Shaw Water Tower, Harrison Road, NF Smith, Wolf Court, Avondale Square Linear, Avondale Square Tot Lot, and Hidden River Park

**Facilities with highest to lowest reported household participation**

<u>Percentage Reporting Use</u>		<u>Value rating</u>	<u>Rank in List</u>
81%	EL Hannah Community Center	8.641	#1
78%	Patriarche Park	8.533	#2
73%	Lansing Rivertrail	8.399	#3
70%	Their own neighborhood park	8.494	#4
68%	Northern Tier Trail	8.409	#5
56%	Valley Court Park	7.653	#6
52%	EL Family Aquatic Center	7.123	#7
50%	MSU Campus Rec Facilities	7.646	#8
48%	Abbot Road Park	6.730	#9
30%	White Memorial Park	6.583	#10
29%	EL Soccer Complex	7.200	#11
26%	Northern Tail Dog Park	6.027	#12
25%	Henry Fine Park	6.116	#13
14%	EL Softball Complex	6.266	#14

**Majority say “taxes” should support parks and recreation**

All respondents were asked which of the following four statements would best describe their feelings about how funds should be raised to develop, operate and maintain parks and recreational facilities, services and programs currently available in East Lansing. The responses were:

<u>2019</u>	<u>2011</u>	
9%	3%	All funding should be provided through user fees paid by the people who use the programs and facilities, with none of the funding provided by general tax dollars
11%	10%	Most of the funding should be provided by the payment of user fees, with some funding provided through general tax dollars
<b>20%</b>	<b>13%</b>	<b>TOTAL FEES</b>
22%	23%	Funding should be equally provided for each program or facility by user fees and general tax dollars
<b>51%</b>	<b>48%</b>	<b>TOTAL TAXES</b>
51%	42%	Most of the funding should be provided by general tax dollars with some funding provided by user fees paid by the people who use the programs and facilities
---	6%	All funding should be provided with general tax dollars, with none of the funding provided by user fees paid by the people who use the programs and facilities
7%	16%	Undecided/Refused/NA

**Opinion of facility that mostly should be funded by user fees – Aquatic Center leads list**

Respondents were then asked to name “one or two parks, trails or recreational facilities offered by the city of East Lansing” they most believe should be funded by user fees, more than other facilities, “instead of being funded by general tax dollars paid by all residents”. The responses were:

<b>2019</b>	<b>2011</b>	
33%	34%	Aquatic Center
18%	18%	Hannah Community Center
13%	16%	Soccer Complex
6%	10%	Softball Complex
5%	7%	Dog Park
2%	2%	Patriarche Park
2%	1%	All of Them
1%	3%	None-Oppose Use of User Fees
1%	1%	Valley Court Park
11%	2%	Other ( <b>1% or less</b> )/Undecided/Refused/NA

The responses in both the 2019 survey and the 2011 survey remain almost identical.

**Consideration of use/fees collected in programming decisions – “important” by most**

All respondents were asked:

*“Do you think the level of community participation and cost recovered through fees should be the deciding factor in determining whether programs are continued, should it be an important but not deciding factor, one of many factors, or not a factor at all?”*

The responses were:

2019	2011	
12%	14%	deciding factor
33%	38%	important but not deciding factor
<b>45%</b>	<b>52%</b>	<b>Total IMPORTANT</b>
40%	30%	Just one of many factors
6%	2%	Not a factor at all
9%	16%	Undecided/refused/No answer

The results in 2019 showed that community participation and cost recovered through fees was less of a deciding or important factor by 7 points than in 2011 (52 to 45 percent).



### Ranking barriers to recreation participation

All respondents were asked if any of a list of barriers to participation prevents them “or others in your household” from using East Lansing Parks and Recreation programs, services or facilities? The responses were:

<u>2019</u>	<u>2011</u>	
17%	21%	I am too busy with work or school
15%	17%	The programs are not offered at times that are convenient for me
11%	17%	I am too busy with my family (caring for children/adults, household duties)
6%	9%	Admission fees or other charges are too high
6%	5%	I am not interested
4%	5%	I cannot find others to participate with me
4%	---	There is not enough parking at the facility
2%	2%	The location of the programs is inconvenient or uncomfortable to me
2%	2%	The programs I want to participate in are full
2%	---	The walking distance between parking and the facility is too far
1%	4%	I do not have the energy or motivation
1%	1%	I do not have the physical abilities (due to impairments)
---	1%	I do not have transportation
19%	16%	None of the above
10%	---	Undecided/Refused/NA

### Sources of information about EL parks/recreation services

Respondents were asked to name the source from which they get most information about the city of East Lansing parks and recreation services. The responses were:

<u>2019</u>	<u>2011</u>	
13%	21%	City of East Lansing website
11%	---	East Lansing Dialog Newsletter (by mail)
10%	---	East Lansing Dialog Newsletter (online)
10%	---	East Lansing Info
10%	---	Parks and Rec & Arts e-newsletter
9%	10%	Word of mouth
8%	24%	The Connect Magazine (Activity Guide)
6%	3%	Facebook, Twitter or other social media
5%	4%	Internet search
4%	8%	Lansing State Journal
3%	5%	Flyers from school
3%	3%	Driving around the community
2%	9%	Towne Courier
2%	7%	Direct mailings
1%	3%	State News -- MSU
3%	3%	Other ( <i>1% or less</i> )/Undecided/Refused/NA

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