

Tulsa Parks & Recreation Master Plan Survey

April 2021





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Introduction

The purpose of this study was to gather community feedback on the City of Tulsa parks and recreation facilities, amenities, programs, future planning, communication, and more.

This survey research effort and subsequent analysis were designed to assist the City of Tulsa in developing a plan to reflect the community's needs and desires.

Methodology

Primary methods:

1 = Statistically Valid (Invitation Survey)

Mailed postcard and survey with an option to complete online through password protected website

2 = Open Link Survey

Online survey available to all residents of the City of Tulsa

7,606 Postcards & 4,000 Surveys Delivered

- 1st mailing: 4,000 residents received a postcard, followed by a mailed survey
- 2nd mailing: 3,606 residents received a postcard



990 - Invitation Surveys Completed
+/- 3.1%
Margin of Error



693 - Open Link Surveys Completed

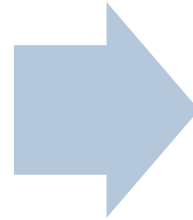
1,683

Total
Completed
Surveys

Weighting the Data

1

The underlying data from the invitation survey were weighted by population subarea, age, race and ethnicity to ensure appropriate representation of **Tulsa residents** across different demographic cohorts in the sample.



2

Using U.S. Census Data, the population subarea, age, race and ethnicity distributions in the invite sample were adjusted to more closely match the actual population profile of the **City of Tulsa**.

Key Findings



PARK USERS

Prior to the COVID-19 pandemic, at least half of the residents in Tulsa used neighborhood parks a few times a month or more. Walking, hiking and/or biking trails are the most used amenities at parks and recreation facilities. Open Link respondents, although similar to the invite sample, are somewhat more frequent users of most facilities.



COMMUNICATION

There is significant room for improvement to better leverage communication efforts and information dissemination about parks and recreation facilities and services to further create awareness in Tulsa. Over half of respondents (54%) indicated that communication effectiveness is “not at all effective” with an average score of 2.4 (on a scale of 1 to 5).



IMPORTANCE FACILITIES

On a scale of 1 to 5, with 5 being very important, resident households rated trails and pathways (4.5), neighborhood parks (4.5), amenities at City parks (4.4), and playgrounds (4.0) as the most important facilities or amenities to their household. These are the same across all subareas; however, playgrounds and aquatic facilities rate higher in the North area than elsewhere in Tulsa.



NEEDS MET FACILITIES

In terms of facilities meeting the needs of the community, respondents feel that golf courses and playgrounds are meeting the needs the best. Fitness/weight rooms and equestrian trails/facilities rated lowest at 2.9, followed by aquatic facilities at 3.0. All current facilities rated generally “average” with scores between 2.9 and 3.5.

Key Findings



INCREASE USE

Better conditions/maintenance of parks or facilities and better lighting in parks are the top 2 items that if addressed would increase use at parks and recreation facilities in Tulsa. The East and South sides of Tulsa put the most emphasis on more lighting in parks.



FUTURE PROGRAMS AT NEARBY PARKS

More than 65% of respondents would probably or definitely participate in their favorite programs at a nearby park as opposed to going to a community or recreation center. Only 5% of respondents indicate that they probably or definitely would not. Nearly half of respondents in the West side of Tulsa indicate that they would “definitely” participate in programs at their nearby park.



FUTURE NEEDS

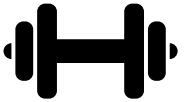
Respondents feel maintenance of existing facilities (4.3), additional trails and connections (4.2), and acquiring land for new parks in underserved areas (4.1) are the most important items to focus on for facilities and amenities in the future. For programs and services, youth educational programs tops the list (3.9), followed by more youth fitness/sports/healthy lifestyle programs (3.8), and providing resources to connect with community services (3.8).



2nd TIER FUTURE NEEDS

Second tier priorities for future needs include more/new recreation amenities in parks, developing a regional community center designed to serve teenagers, developing new community centers with fitness equipment/gym/programming in underserved areas, and developing outdoor event space at Mohawk Park or other locations (all scoring between 3.8 and 3.9).

Key Findings



COMMUNITY/RECREATION CENTER PREFERENCES

Respondents slightly favor a greater number of smaller neighborhood Community Centers with fewer amenities, as opposed to a fewer number but larger multi-purpose regional recreation centers with more amenities. The North area of Tulsa is the only area with the majority of respondents (54%) who would prefer fewer but larger regional recreation centers. Midtown shows the strongest support for more but smaller community centers.



FUNDING SOURCES

More than half of respondents indicate that they would probably or definitely support all potential funding sources, except for increased user fees. This is evident as an increase in user fees would somewhat limit participation for 36% of invite respondents and significantly limit participation for another 18%. Offering naming/sponsorship opportunities in parks ranks first (75% support), followed by an additional quarter-cent sales tax dedicated to parks and trails maintenance (62% support).



Demographics



Tulsa Population Subareas:

- North – 15%
- West – 7%
- Midtown – 28%
- East – 17%
- South – 30%
- Don't know – 1%

26.3

Average number of years
living in Tulsa



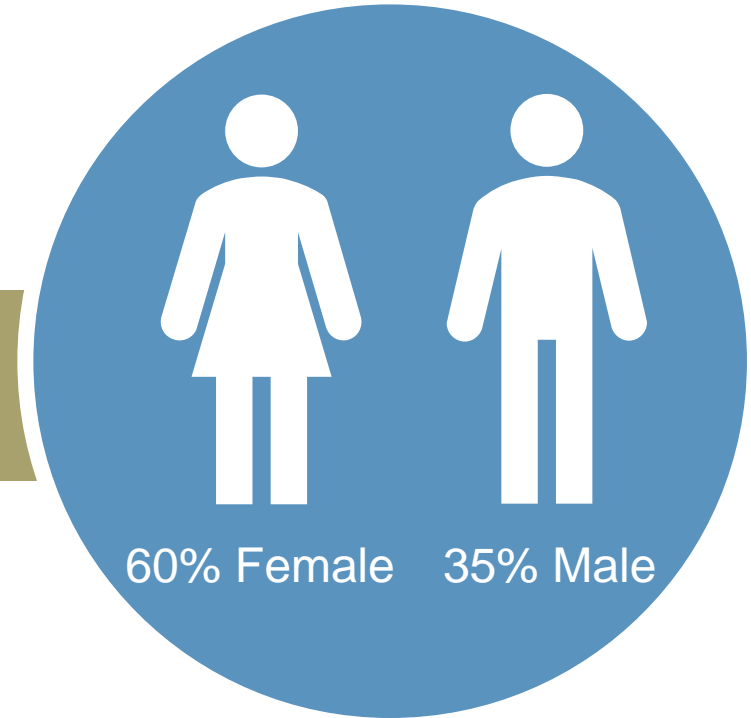
70% of respondents own their residence; 27% rent



11% of respondents have a need for ADA accessible facilities and amenities



60% of respondents own a dog

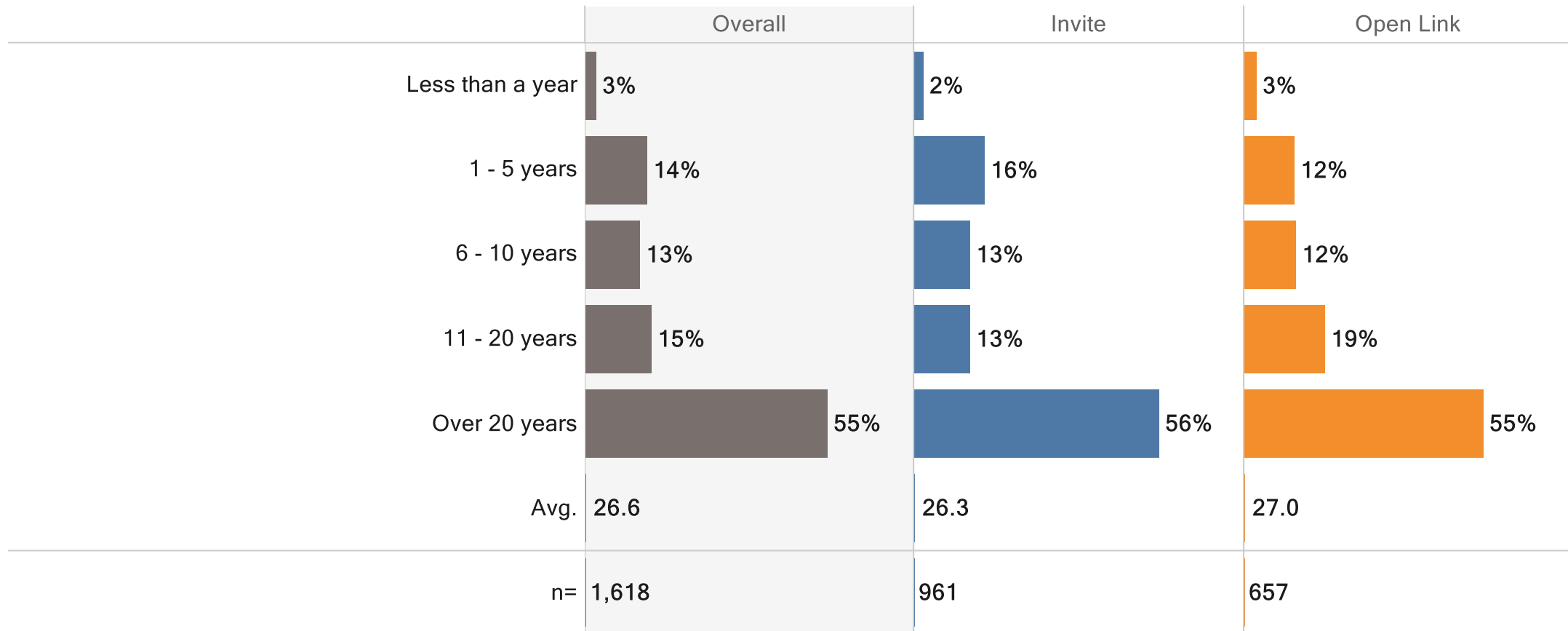


Demographic Profile
(Invite Sample)

Demographics

Respondent tenure in Tulsa.

Q: How long have you lived in the City of Tulsa?

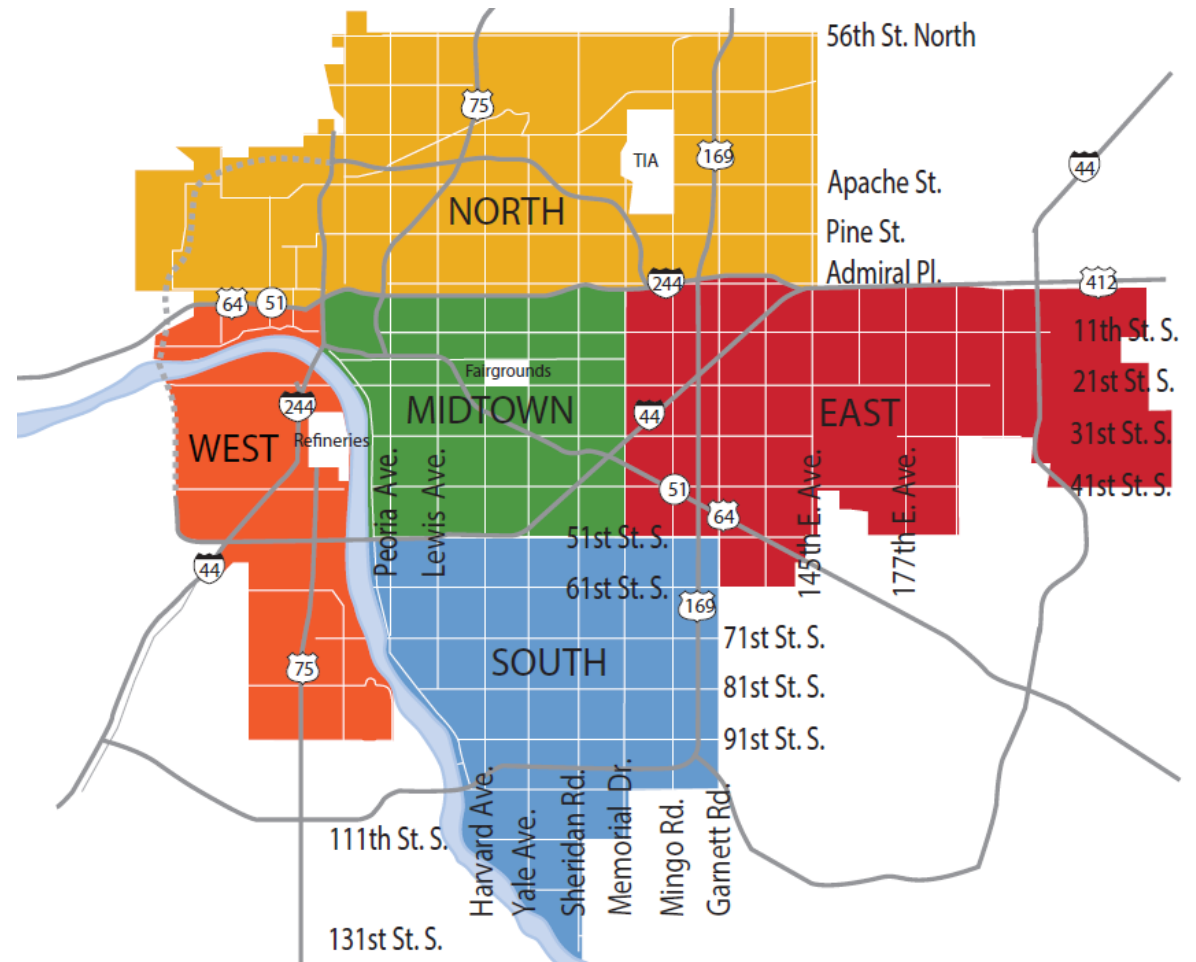


Demographics

Household subarea location.

Q: What area of Tulsa do you live in?

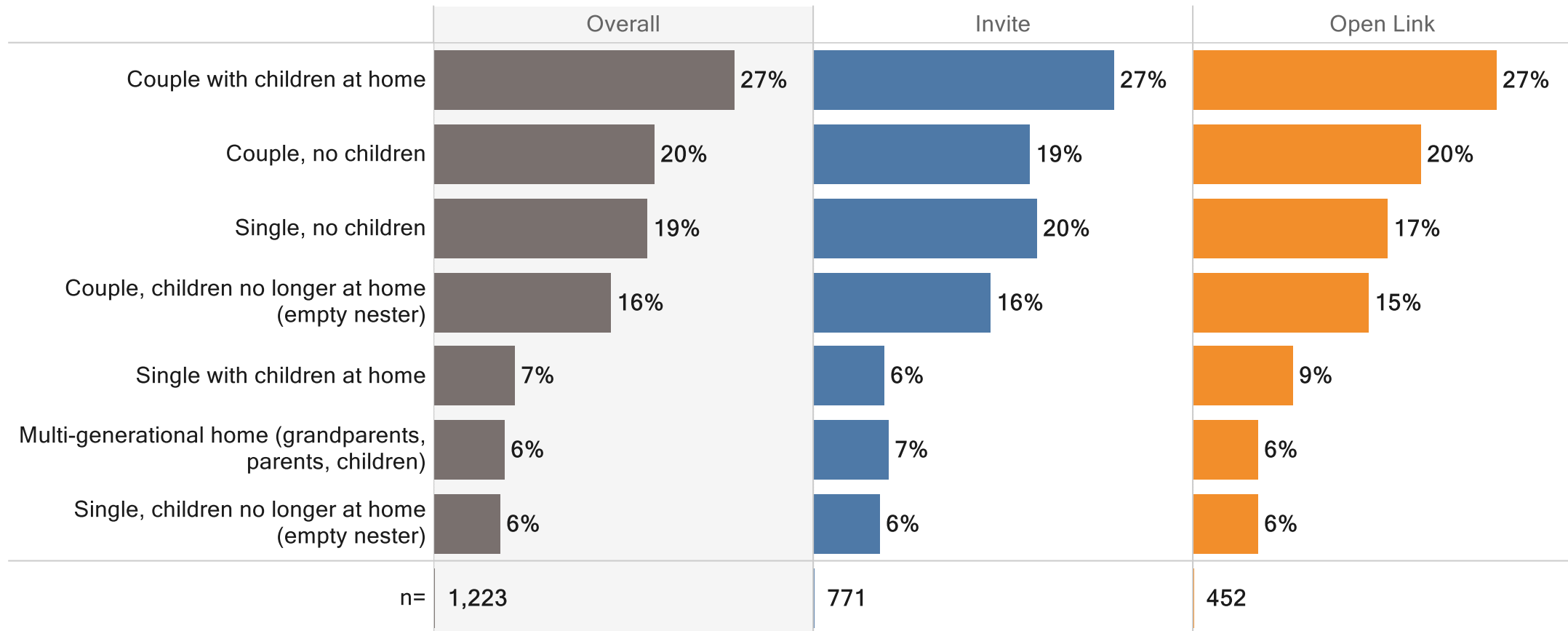
	Overall	Invite	Open Link
North	13%	15%	11%
West	7%	7%	7%
Midtown	37%	28%	48%
East	13%	17%	7%
South	28%	30%	26%
Don't know	1%	1%	1%
n=	1,683	990	693



Demographics

Household status.

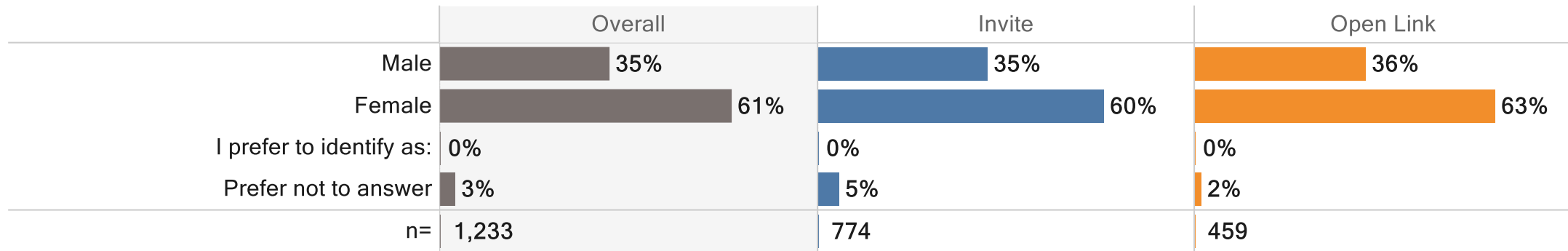
Q: Which of these categories best applies to your household?



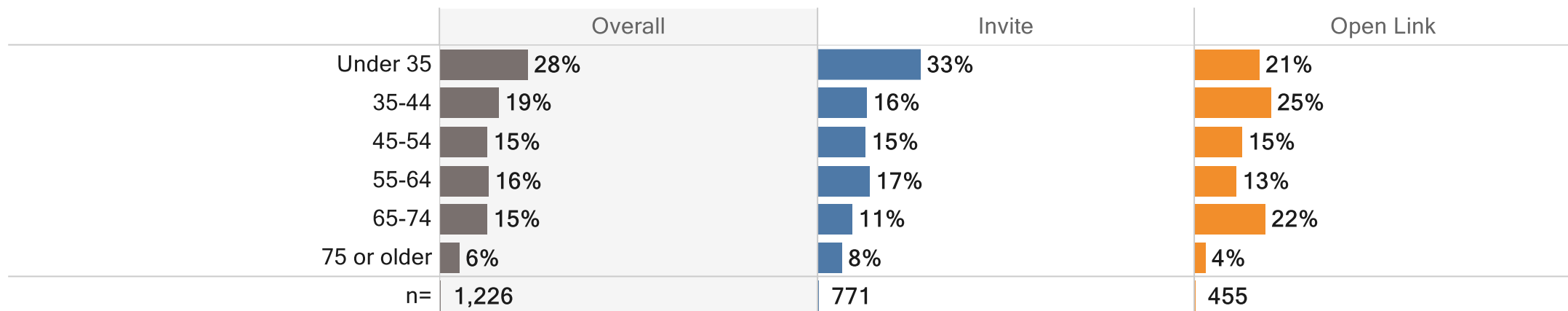
Demographics

Respondent gender and age.

Q: Please indicate the gender with which you identify:



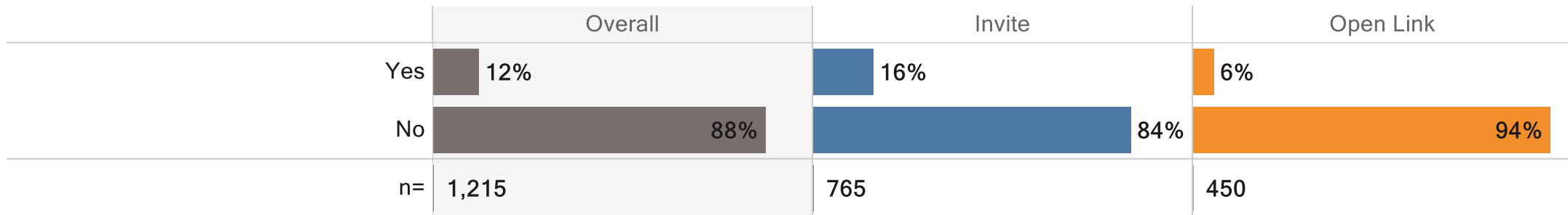
Q: What is your age?



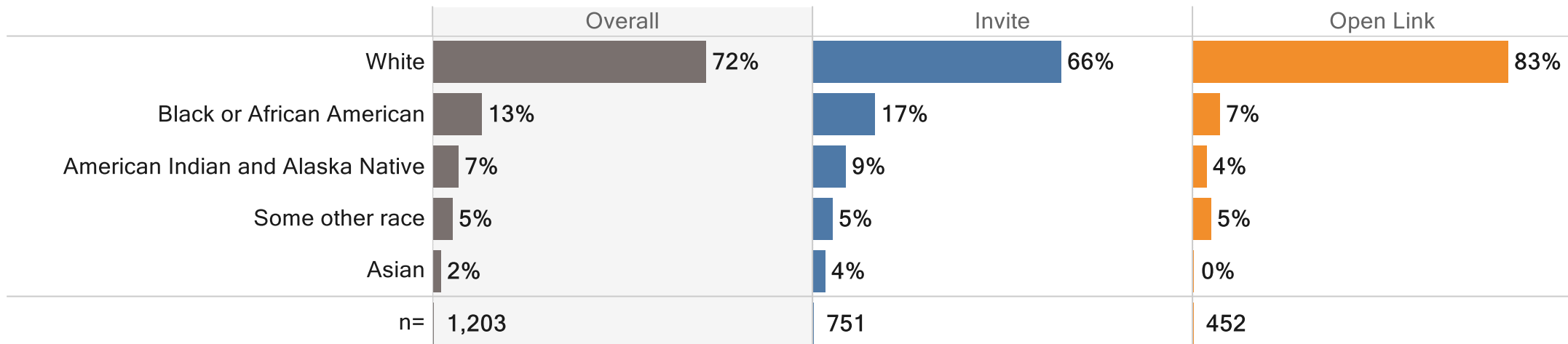
Demographics

Respondent ethnicity and race.

Q: Are you of Hispanic, Latino or Spanish origin?



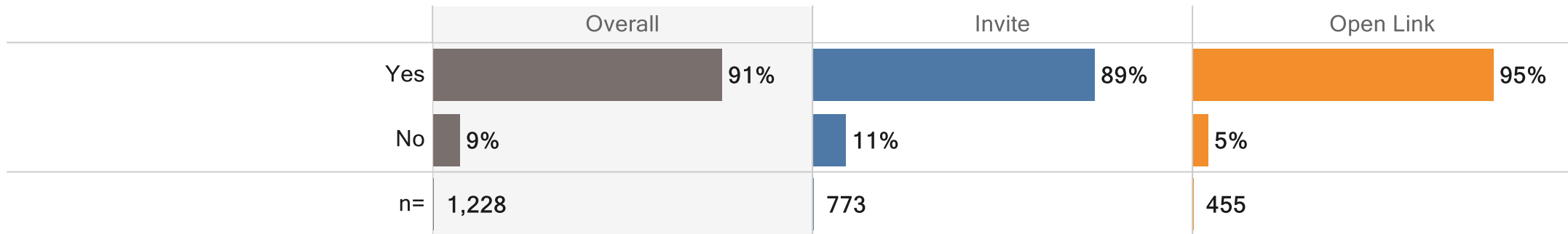
Q: What race to you consider yourself to be? (Check all that apply)



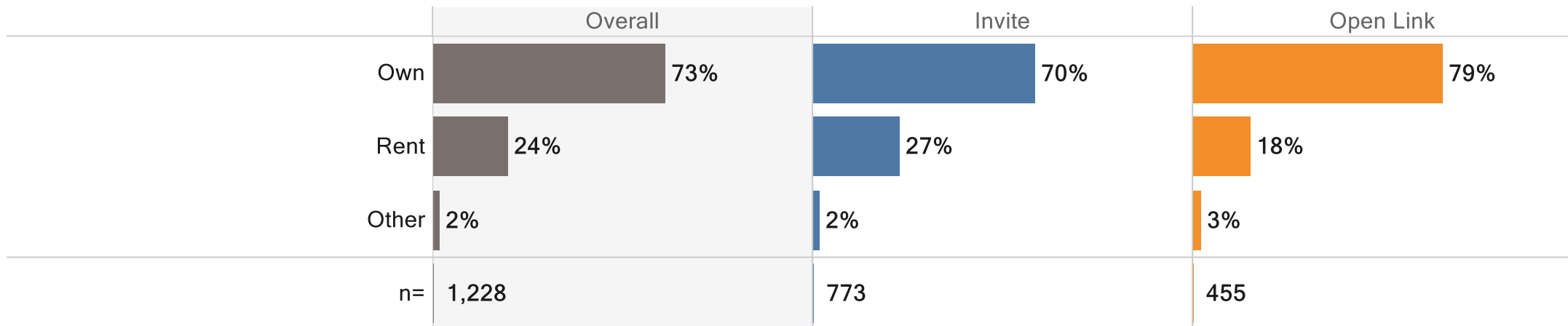
Demographics

Respondent voting status and home ownership.

Q: Are you a registered voter in the City of Tulsa?



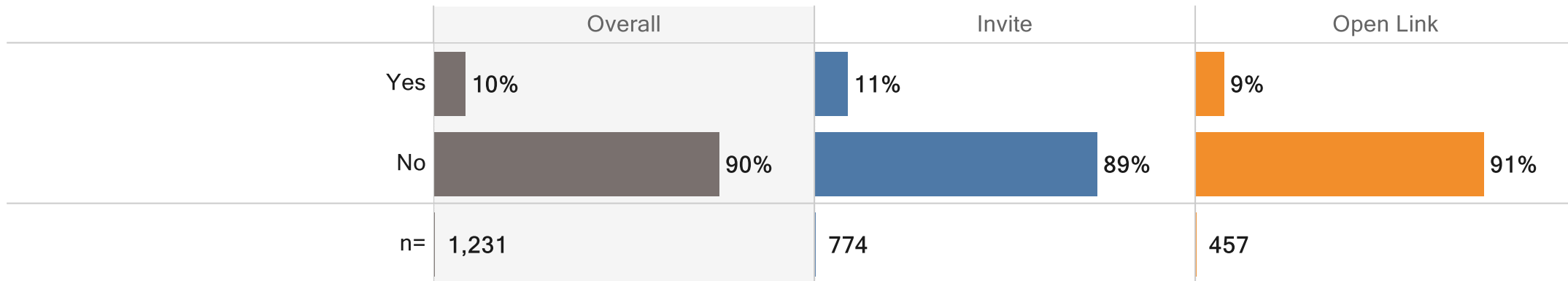
Q: Do you own or rent your residence in the City of Tulsa?



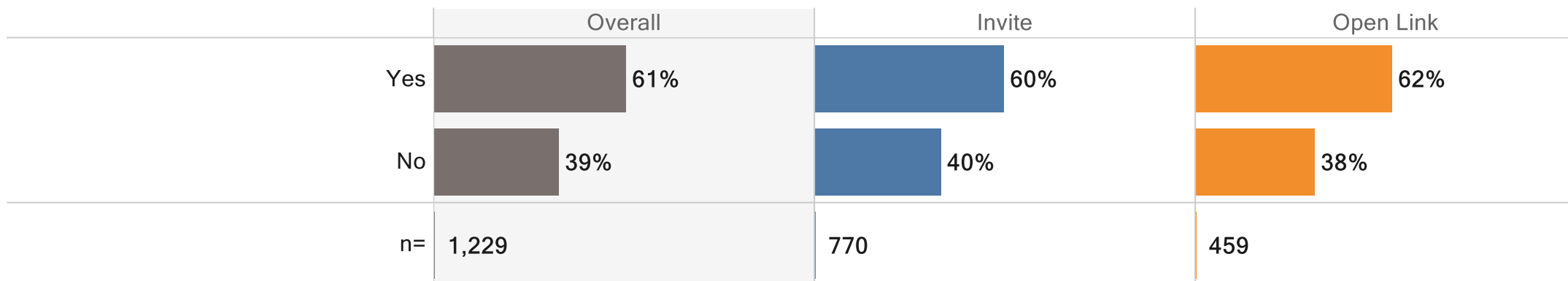
Demographics

Household ADA needs and dog ownership.

Q: Does your household have a need for ADA-accessible (Americans with Disabilities) facilities and services?



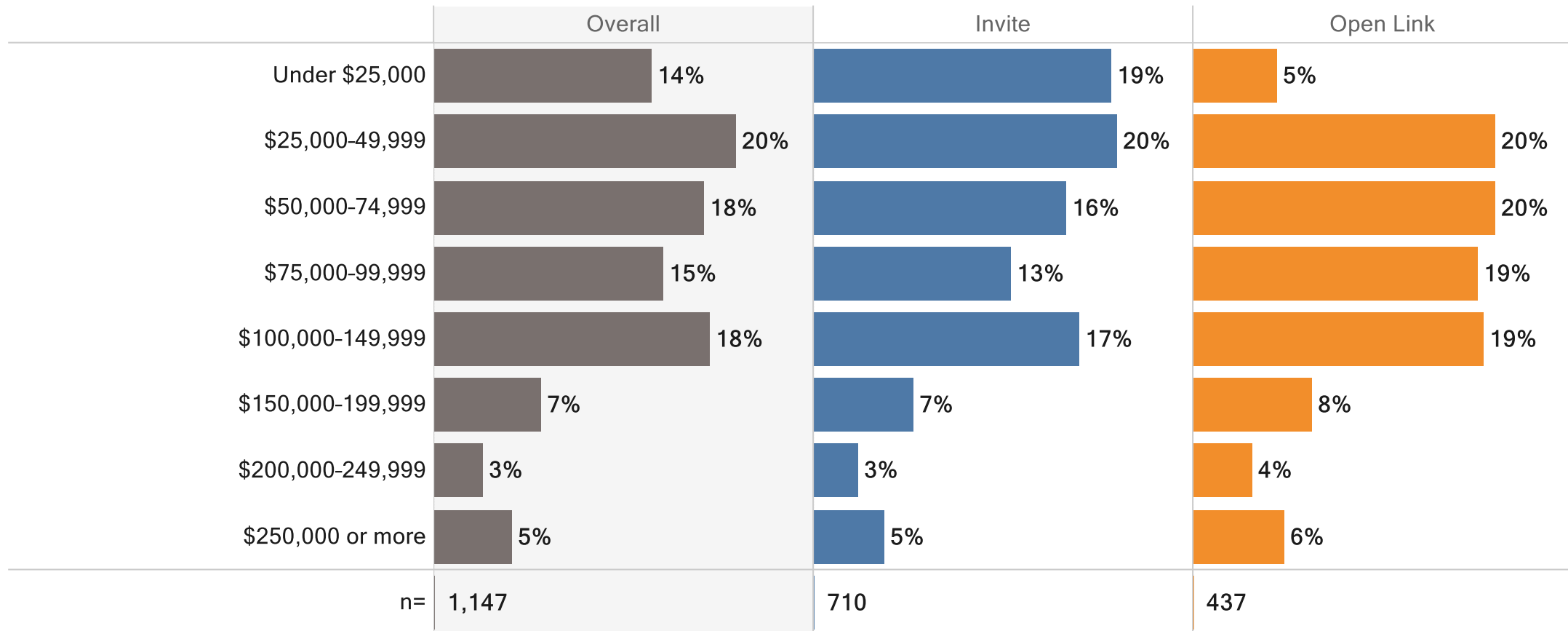
Q: Do you or a member of your household own a dog?



Demographics

Household income.

Q: Which of these categories best describes the total gross annual income of your household (before taxes)?



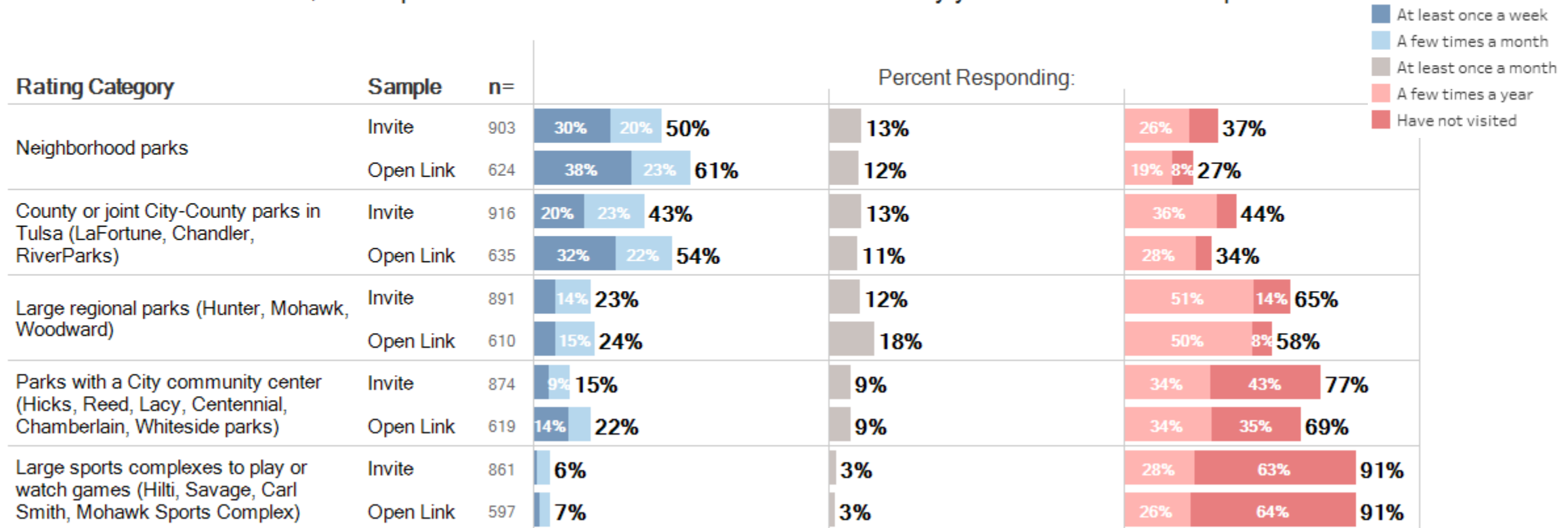
Current Usage



Parks/Recreation Facilities Usage

Prior to the COVID-19 pandemic, at least half of the residents in Tulsa used neighborhood parks a few times a month or more. Nine out of ten residents have only used or visited the large sport complexes a few times a year or not at all. Open Link respondents, although similar to the invite sample, are somewhat more frequent users of most facilities.

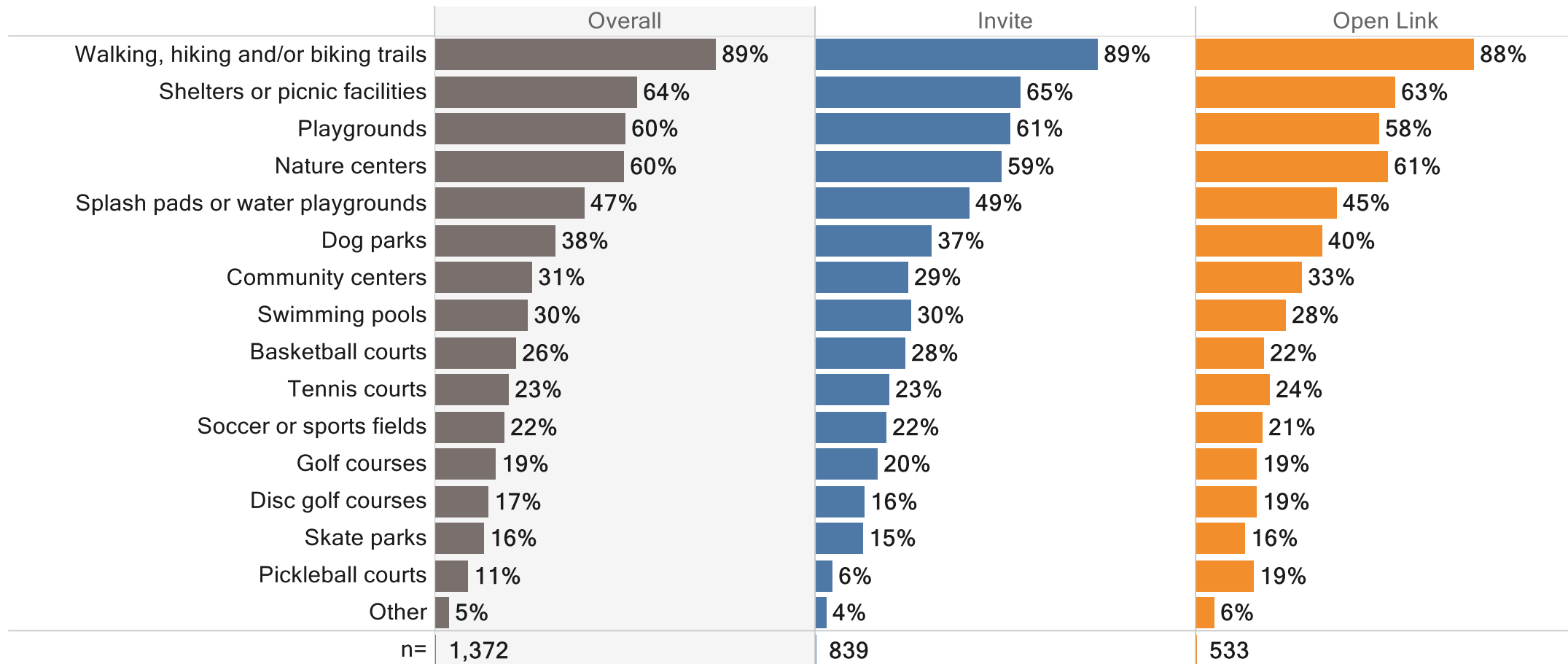
Q: Prior to the current CDC guidelines and restrictions on accessing parks and recreational facilities that were put into effect for COVID-19, which parks/recreation facilities have been used by your household in the past?



Amenities Usage

Walking, hiking and/or biking trails are the most used amenities among invite and open link respondents. Followed by shelters/picnic tables, playgrounds, nature centers, and splash pad or water playgrounds.

Q: Which of the following amenities does your household use when visiting public parks and recreation facilities?
(Check all that apply)



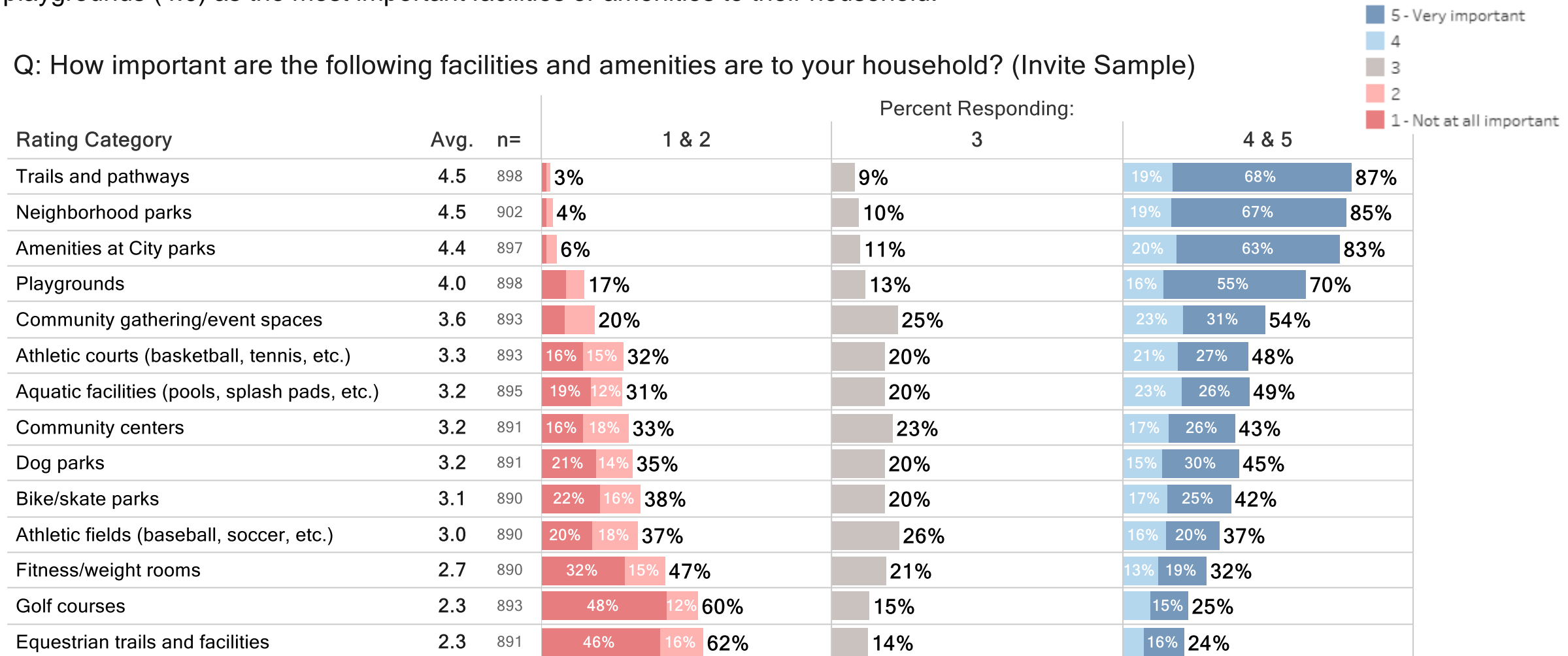
Current Conditions



Importance of Current Facilities and Amenities

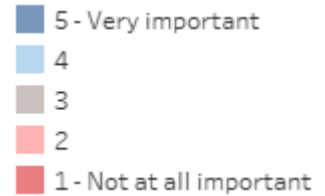
Invite respondents rated trails and pathways (4.5), neighborhood parks (4.5), amenities at City parks (4.4), and playgrounds (4.0) as the most important facilities or amenities to their household.

Q: How important are the following facilities and amenities are to your household? (Invite Sample)



Importance of Current Facilities and Amenities

Open Link respondents rated the same top 3 facilities and amenities as most important to their household with neighborhood parks slightly ahead of trails and pathways: neighborhood parks (4.6), trails and pathways (4.5), amenities at City parks (4.3), and playgrounds (3.9).



Q: How important are the following facilities and amenities are to your household? (Open Link Sample)

Rating Category	Avg.	n=	Percent Responding:						
			1 & 2		3	4 & 5			
Neighborhood parks	4.6	603	4%		8%	14%	74%	88%	
Trails and pathways	4.5	605	3%		9%	18%	70%	88%	
Amenities at City parks	4.3	602	6%		13%	24%	57%	81%	
Playgrounds	3.9	600	18%		14%	15%	52%	67%	
Community gathering/event spaces	3.5	600	21%		25%	26%	29%	54%	
Athletic courts (basketball, tennis, etc.)	3.3	605	14%	16%	30%	21%	18%	31%	49%
Aquatic facilities (pools, splash pads, etc.)	3.2	602	19%	16%	35%	18%	19%	28%	47%
Community centers	3.2	608	14%	18%	32%	26%	18%	24%	42%
Dog parks	3.2	602	21%	14%	35%	22%	16%	28%	44%
Bike/skate parks	2.9	602	25%	19%	44%	21%	14%	21%	35%
Athletic fields (baseball, soccer, etc.)	2.9	601	24%	18%	42%	24%	15%	18%	33%
Fitness/weight rooms	2.4	602	38%	18%	56%	18%		25%	
Golf courses	2.1	602	53%	15%	68%	13%		19%	
Equestrian trails and facilities	1.9	602	57%	18%	75%	11%	8%	14%	

Average Rating of Importance by Area

The top three important facilities and amenities are the same across all subareas; however, playgrounds and aquatic facilities rate higher in the North area than elsewhere in Tulsa.

Q: How important are the following facilities and amenities are to your household?

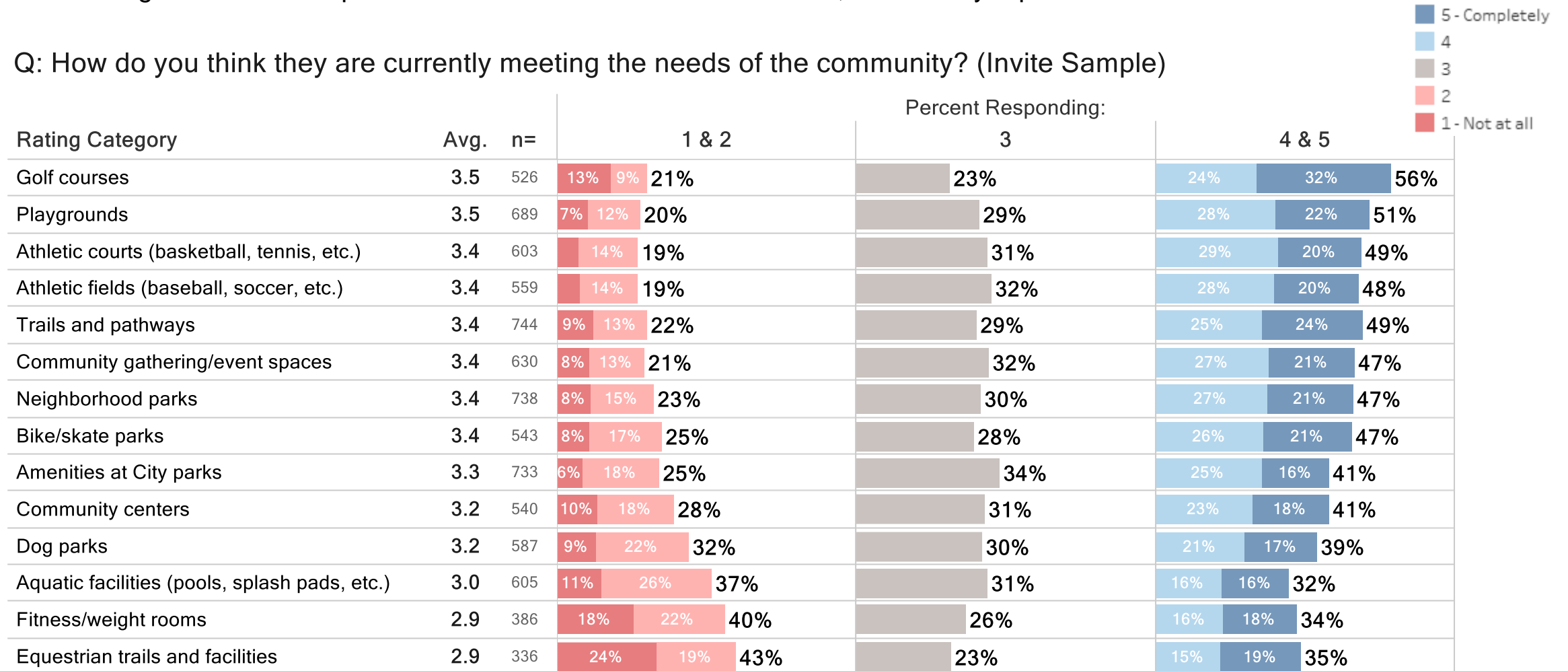
	Overall	North	West	Midtown	East	South
Trails and pathways	n=1,503 4.5	n=138 4.6	n=83 4.6	n=686 4.6	n=123 4.4	n=448 4.5
Neighborhood parks	n=1,505 4.5	n=139 4.6	n=84 4.5	n=687 4.6	n=123 4.4	n=446 4.4
Amenities at City parks	n=1,499 4.4	n=138 4.5	n=83 4.6	n=686 4.2	n=121 4.4	n=445 4.4
Playgrounds	n=1,498 3.9	n=138 4.5	n=83 4.1	n=684 3.8	n=122 4.1	n=445 3.8
Community gathering/event spaces	n=1,493 3.5	n=137 3.9	n=83 3.7	n=682 3.5	n=122 3.7	n=442 3.4
Athletic courts (basketball, tennis, etc.)	n=1,498 3.3	n=139 3.9	n=84 3.5	n=681 3.1	n=123 3.3	n=444 3.2
Aquatic facilities (pools, splash pads, etc.)	n=1,497 3.2	n=138 4.0	n=83 3.6	n=685 3.0	n=122 3.4	n=443 3.0
Community centers	n=1,499 3.2	n=139 3.8	n=84 3.6	n=682 2.9	n=123 3.4	n=443 3.1
Dog parks	n=1,493 3.2	n=137 3.3	n=82 3.1	n=682 3.2	n=123 3.1	n=443 3.1
Bike/skate parks	n=1,492 3.0	n=138 3.4	n=83 3.3	n=679 2.8	n=123 3.4	n=443 2.8
Athletic fields (baseball, soccer, etc.)	n=1,491 2.9	n=137 3.6	n=83 2.9	n=681 2.8	n=122 3.2	n=442 2.8
Fitness/weight rooms	n=1,492 2.6	n=134 3.3	n=83 3.1	n=682 2.3	n=123 2.9	n=442 2.4
Golf courses	n=1,491 2.2	n=136 2.4	n=85 2.4	n=682 2.0	n=123 2.1	n=443 2.4
Equestrian trails and facilities	n=1,491 2.2	n=138 2.9	n=83 2.3	n=683 1.8	n=121 2.4	n=442 2.0

5 - Very important
4
3
2
1 - Not at all important

Needs Met of Current Facilities and Amenities

Invite respondents rated golf courses and playgrounds as meeting the needs for facilities and amenities the best. Fitness/weight rooms and equestrian trails/facilities rated lowest at 2.9, followed by aquatic facilities at 3.0.

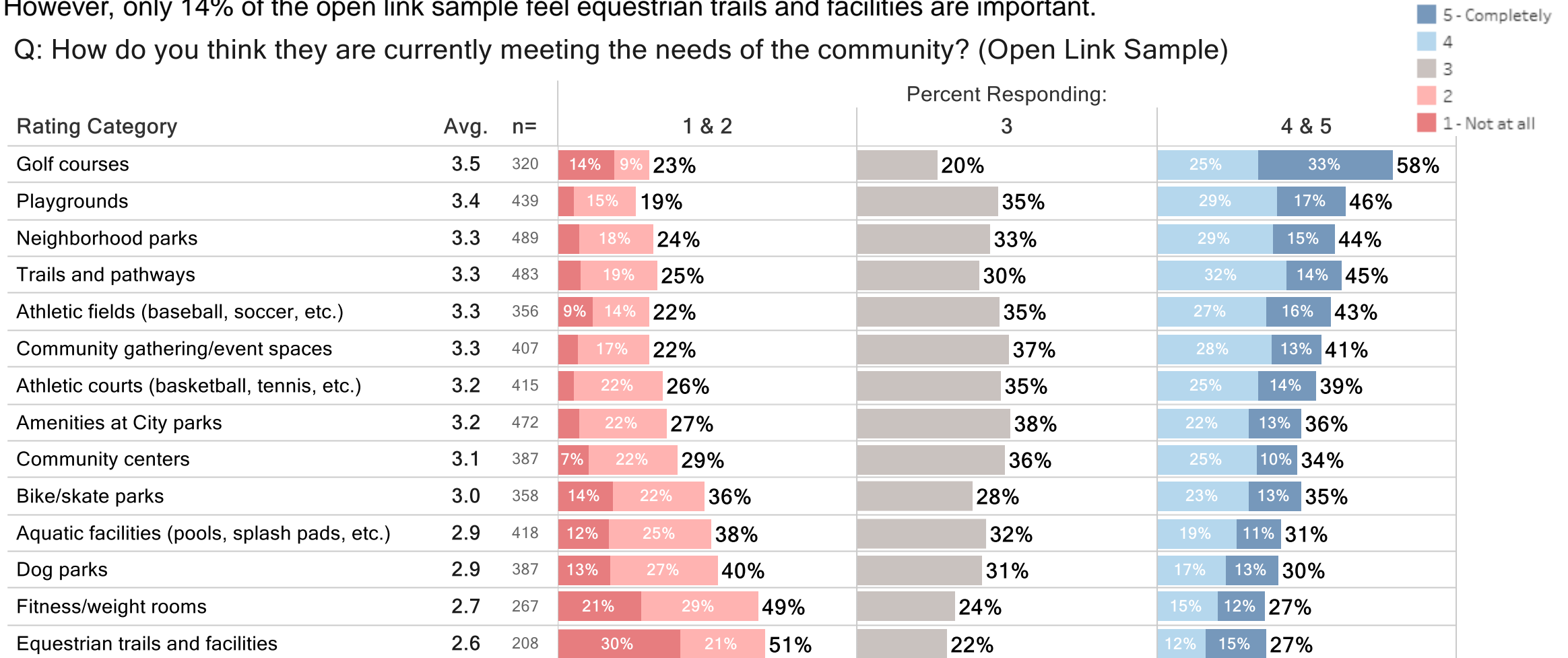
Q: How do you think they are currently meeting the needs of the community? (Invite Sample)



Needs Met of Current Facilities and Amenities

Open Link respondents also feel that golf courses and playgrounds are meeting the needs of the community the best. Equestrian trails and facilities rated lowest at 2.6, with 51% indicating they are not meeting the needs of the community. However, only 14% of the open link sample feel equestrian trails and facilities are important.

Q: How do you think they are currently meeting the needs of the community? (Open Link Sample)



Average Rating of Needs Met by Area

The East side of town rated trails and pathways the lowest for meeting the needs of the community, with this being the most important amenity to residents of this area. Importance rated at 4.4, whereas needs met rated at 3.0.

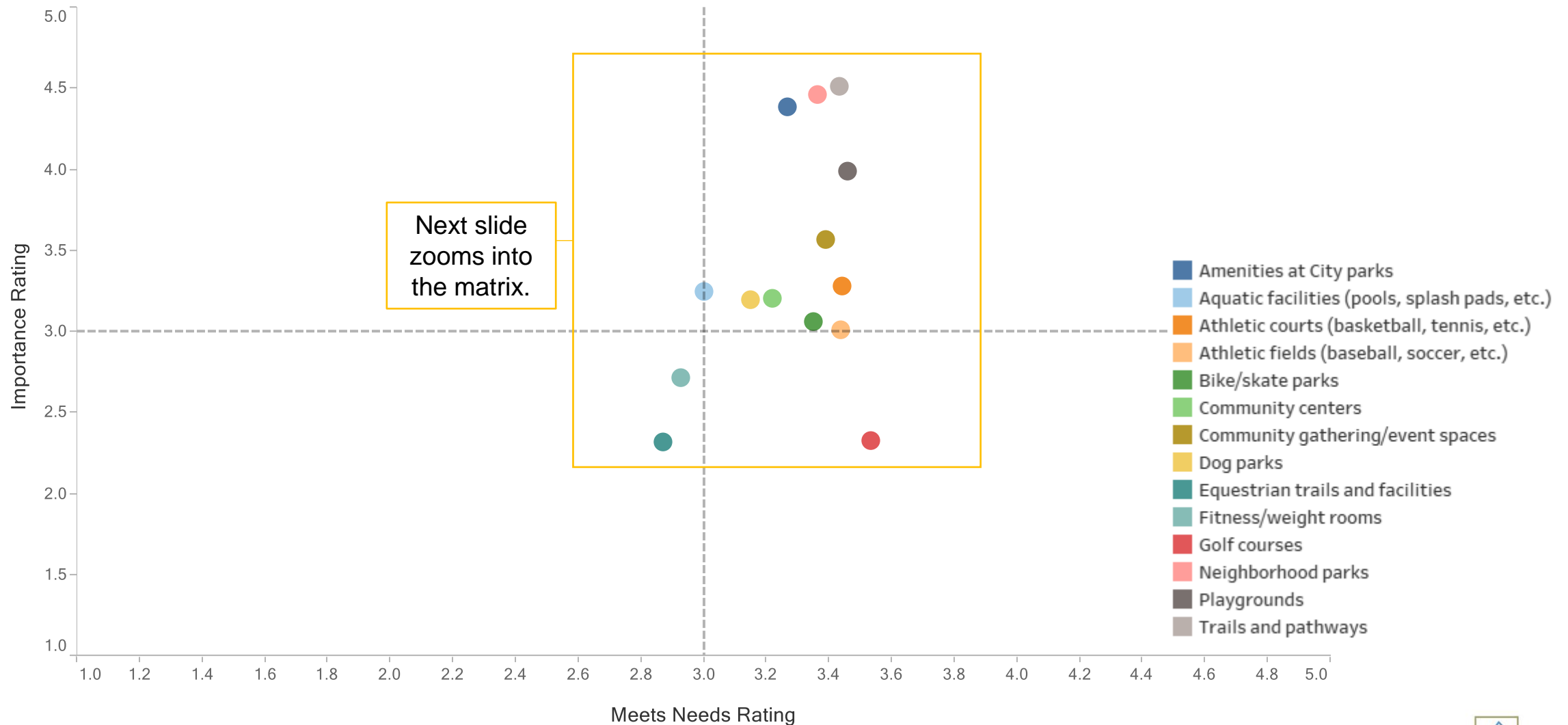
Q: How do you think they are currently meeting the needs of the community?

	Overall		North		West		Midtown		East		South	
Golf courses	n=846	3.5	n=86	3.4	n=47	3.3	n=373	3.6	n=66	3.2	n=259	3.7
Playgrounds	n=1,128	3.4	n=110	3.2	n=62	3.6	n=514	3.4	n=92	3.2	n=331	3.6
Athletic fields (baseball, soccer, etc.)	n=915	3.4	n=102	3.5	n=52	3.3	n=395	3.3	n=81	3.5	n=270	3.4
Trails and pathways	n=1,227	3.4	n=112	3.3	n=67	3.4	n=560	3.4	n=97	3.0	n=371	3.6
Athletic courts (basketball, tennis, etc.)	n=1,018	3.4	n=110	3.4	n=57	3.4	n=448	3.3	n=82	3.5	n=303	3.4
Community gathering/event spaces	n=1,037	3.3	n=108	3.3	n=60	3.0	n=470	3.4	n=79	3.3	n=303	3.4
Neighborhood parks	n=1,227	3.3	n=115	3.1	n=67	3.4	n=569	3.4	n=92	3.0	n=363	3.5
Amenities at City parks	n=1,205	3.2	n=114	3.2	n=68	3.4	n=550	3.2	n=96	3.1	n=358	3.3
Bike/skate parks	n=901	3.2	n=101	3.3	n=54	3.2	n=402	3.1	n=79	3.2	n=249	3.3
Community centers	n=927	3.2	n=103	3.3	n=58	3.1	n=410	3.1	n=78	3.2	n=261	3.2
Dog parks	n=974	3.1	n=91	2.9	n=53	3.3	n=446	2.8	n=74	2.9	n=293	3.4
Aquatic facilities (pools, splash pads, etc.)	n=1,023	3.0	n=107	3.1	n=63	3.1	n=460	2.9	n=86	2.9	n=291	3.0
Fitness/weight rooms	n=653	2.8	n=85	3.2	n=42	3.0	n=283	2.5	n=63	3.1	n=166	2.8
Equestrian trails and facilities	n=544	2.8	n=69	3.0	n=33	2.8	n=249	2.6	n=48	3.0	n=132	2.7

5 - Completely
4
3
2
1 - Not at all

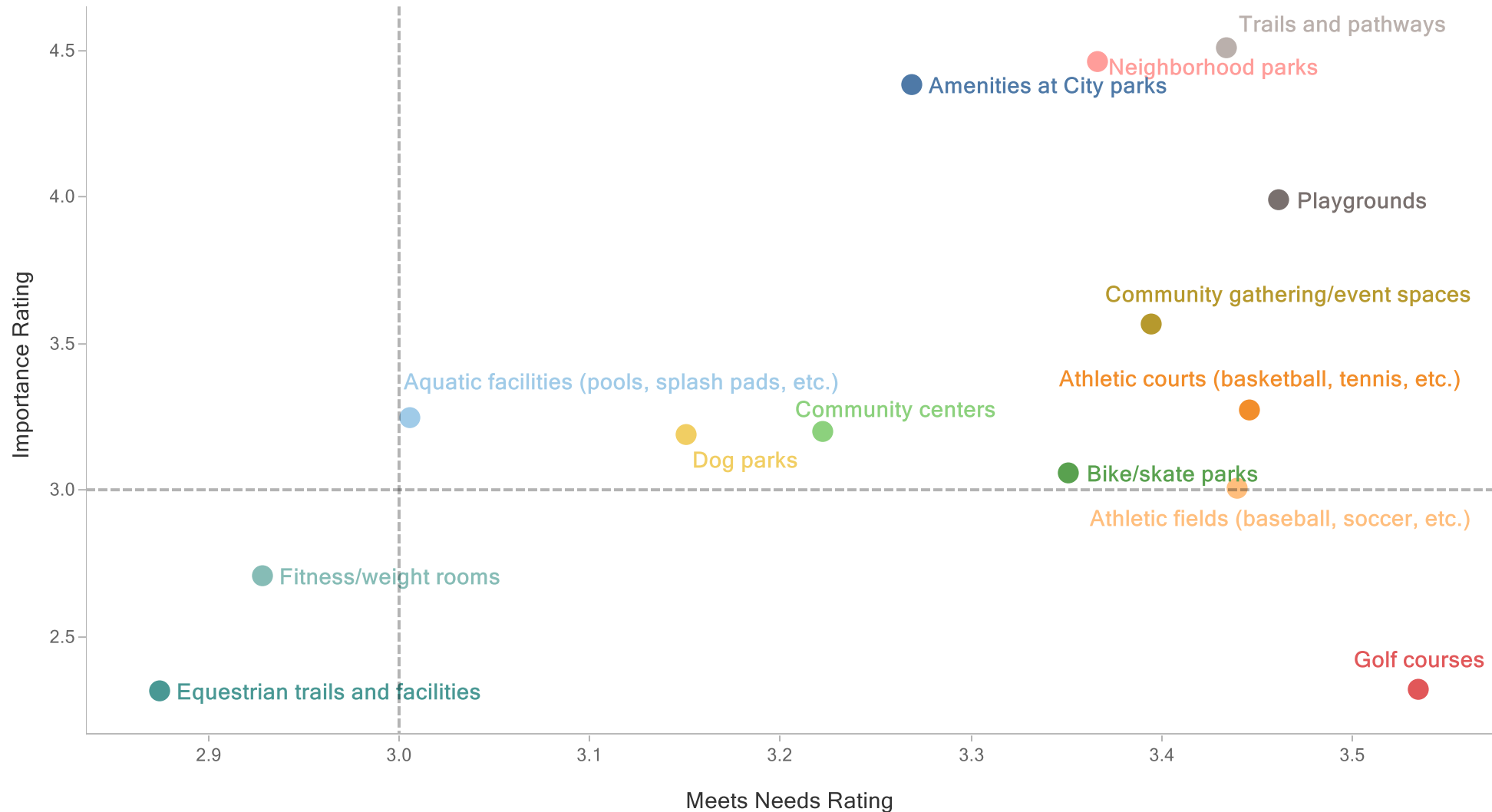
Importance/Performance Matrix (Invite Sample)

Invite Sample



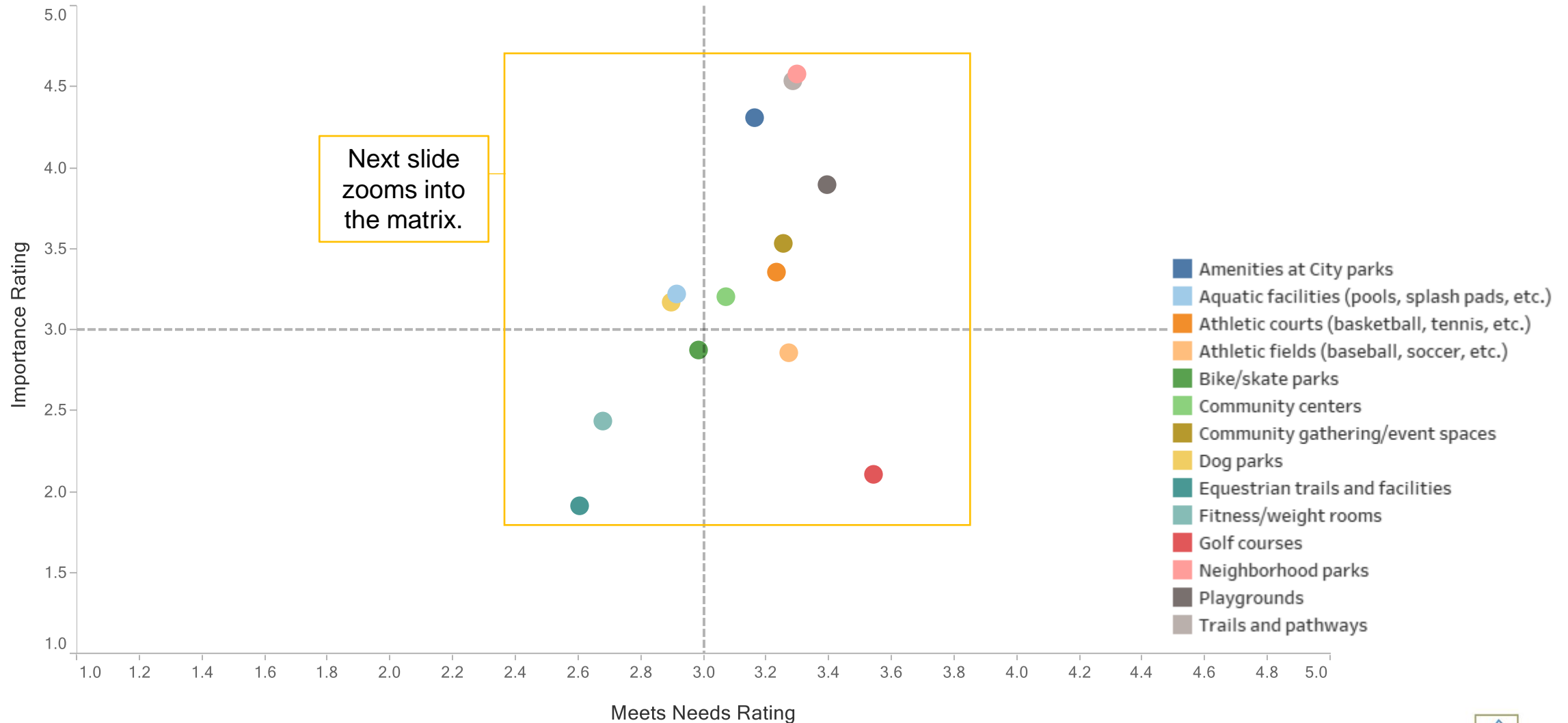
Importance/Performance Matrix (Invite Sample)

Invite Sample



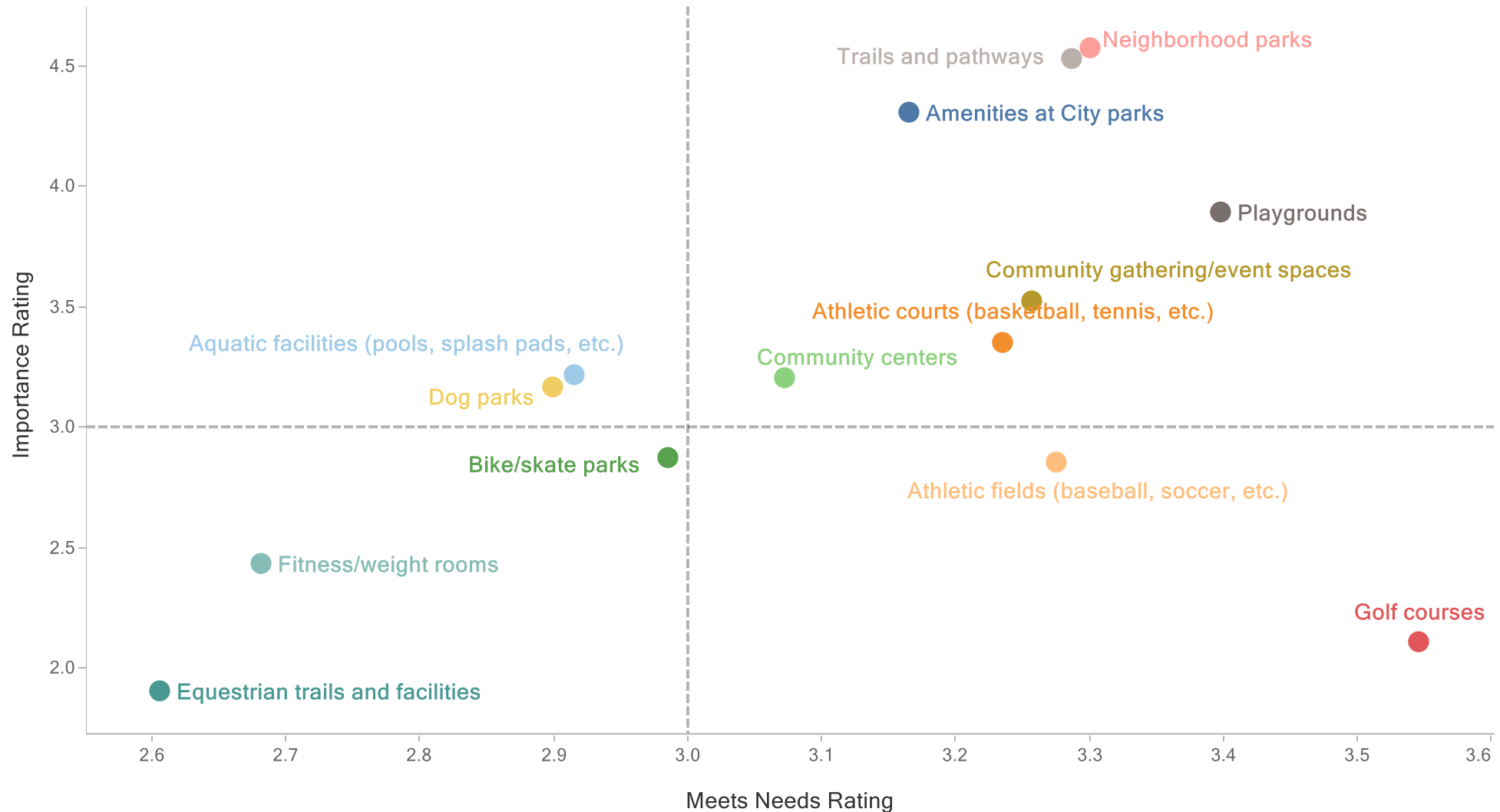
Importance/Performance Matrix (Open Link)

Open Link Sample



Importance/Performance Matrix (Open Link)

Open Link Sample



Average Importance- Performance Matrix

**High importance/
Low needs met**

These are key areas for potential improvements. Improving these facilities/programs would likely positively affect the degree to which community needs are met overall.

**High importance/
High needs met**

These amenities are important to most respondents and should be maintained in the future, but are less of a priority for improvements as needs are currently being adequately met.

**Low importance/
Low needs met**

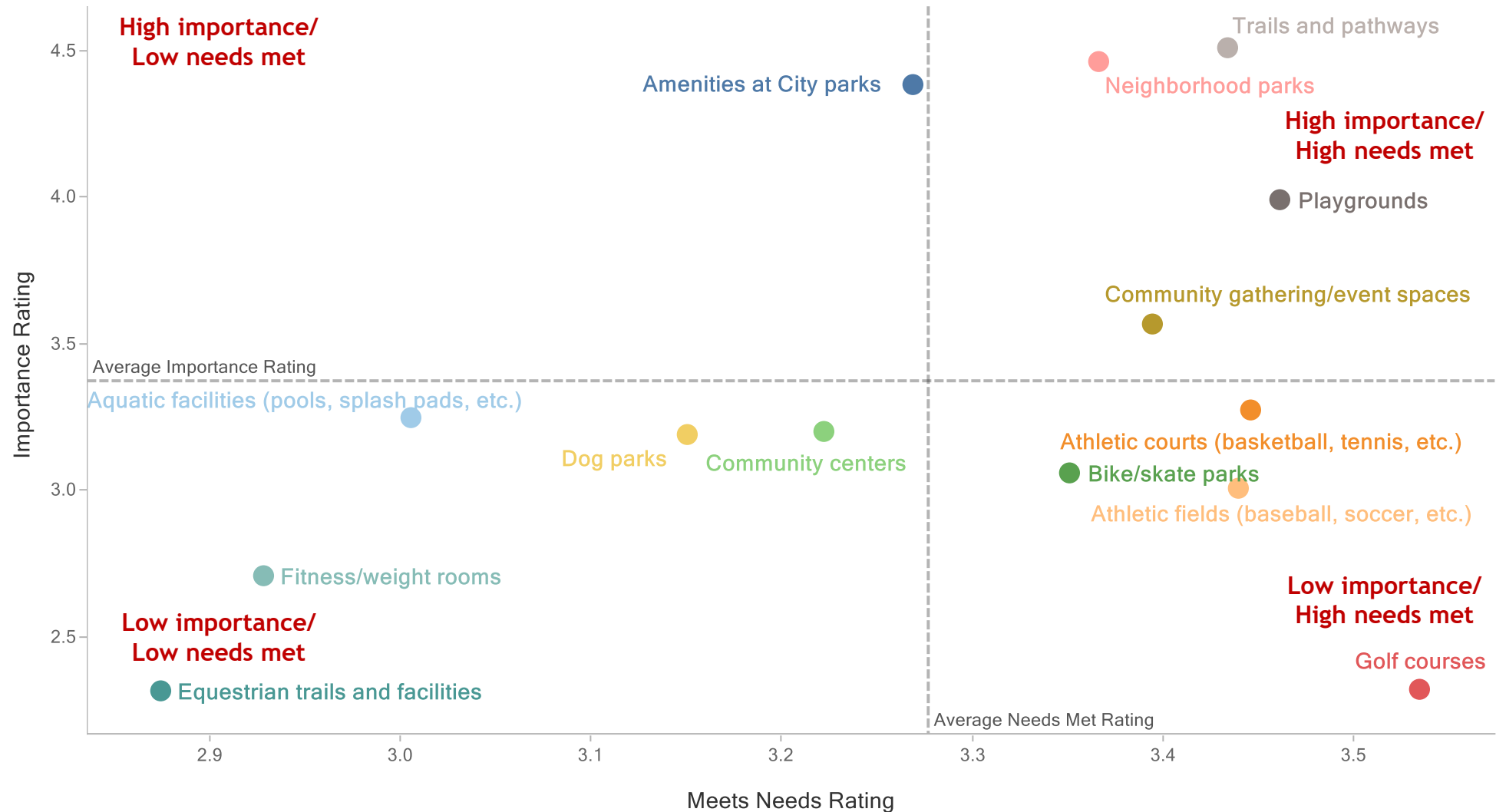
These “niche” facilities/programs have a small but passionate following, so measuring participation when planning for future improvements may prove to be valuable.

**Low importance/
High needs met**

Current levels of support appear to be adequate. Future discussions evaluating whether the resources supporting these facilities/programs outweigh the benefits may be constructive.

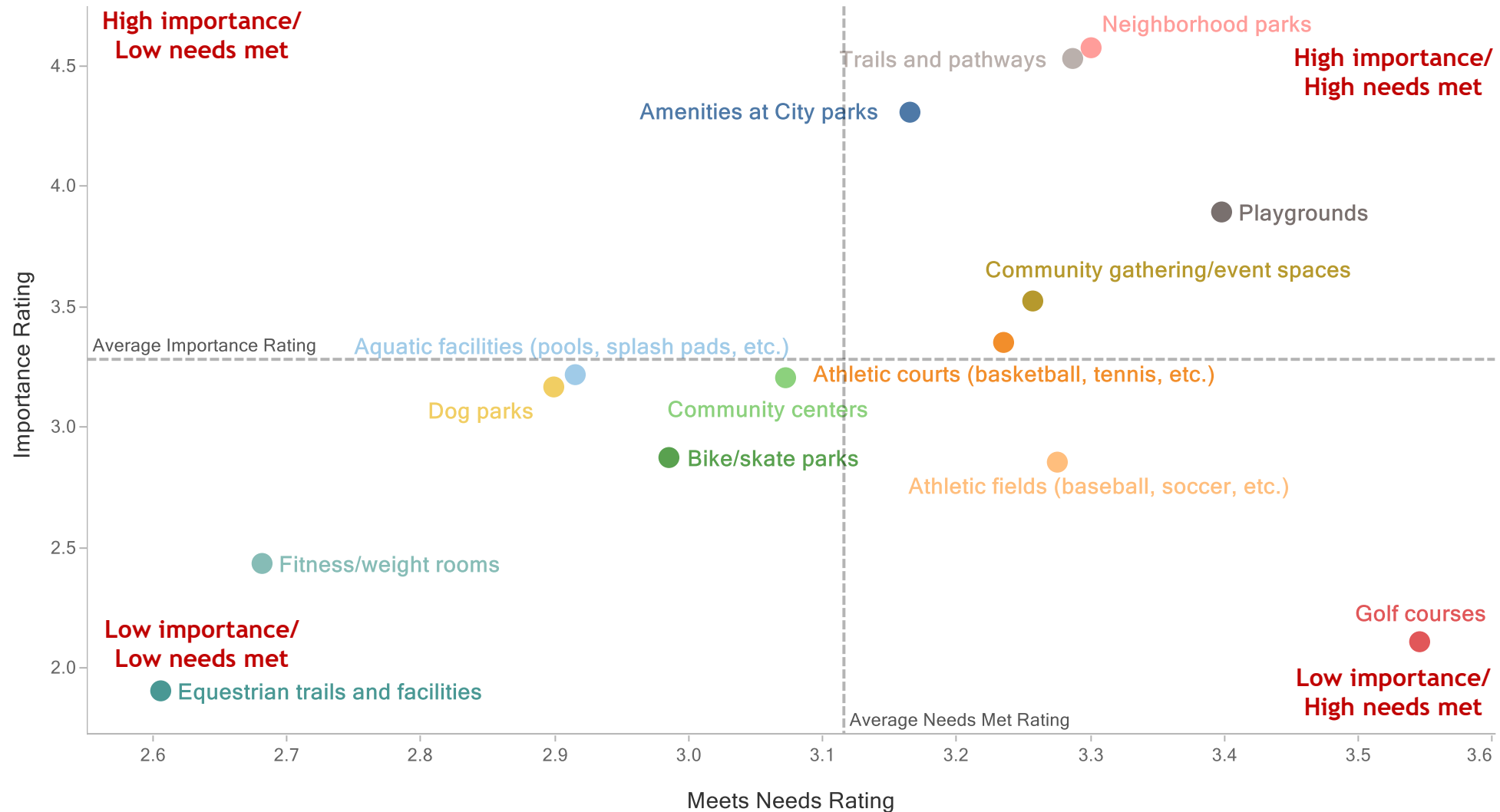
Average Importance/Performance Matrix (Invite Sample)

Invite Sample



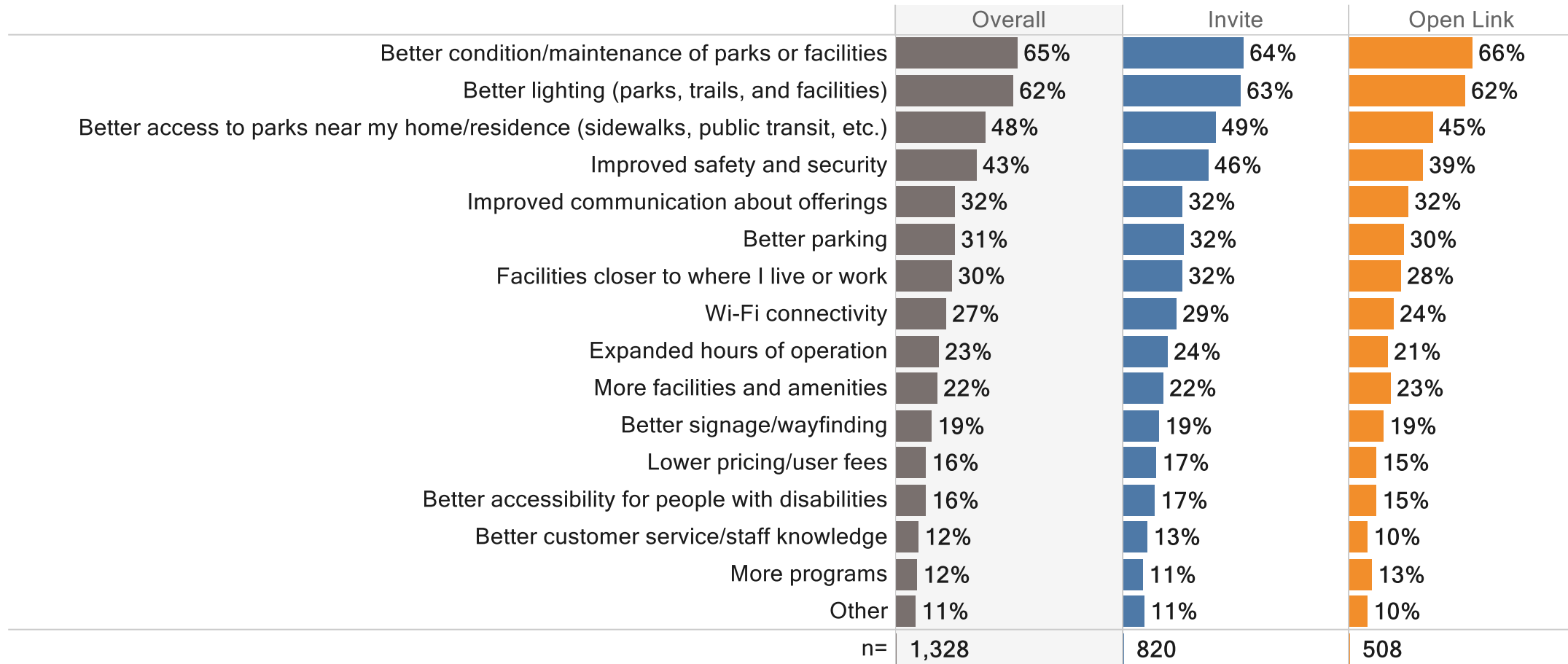
Average Importance/Performance Matrix (Open Link)

Open Link Sample



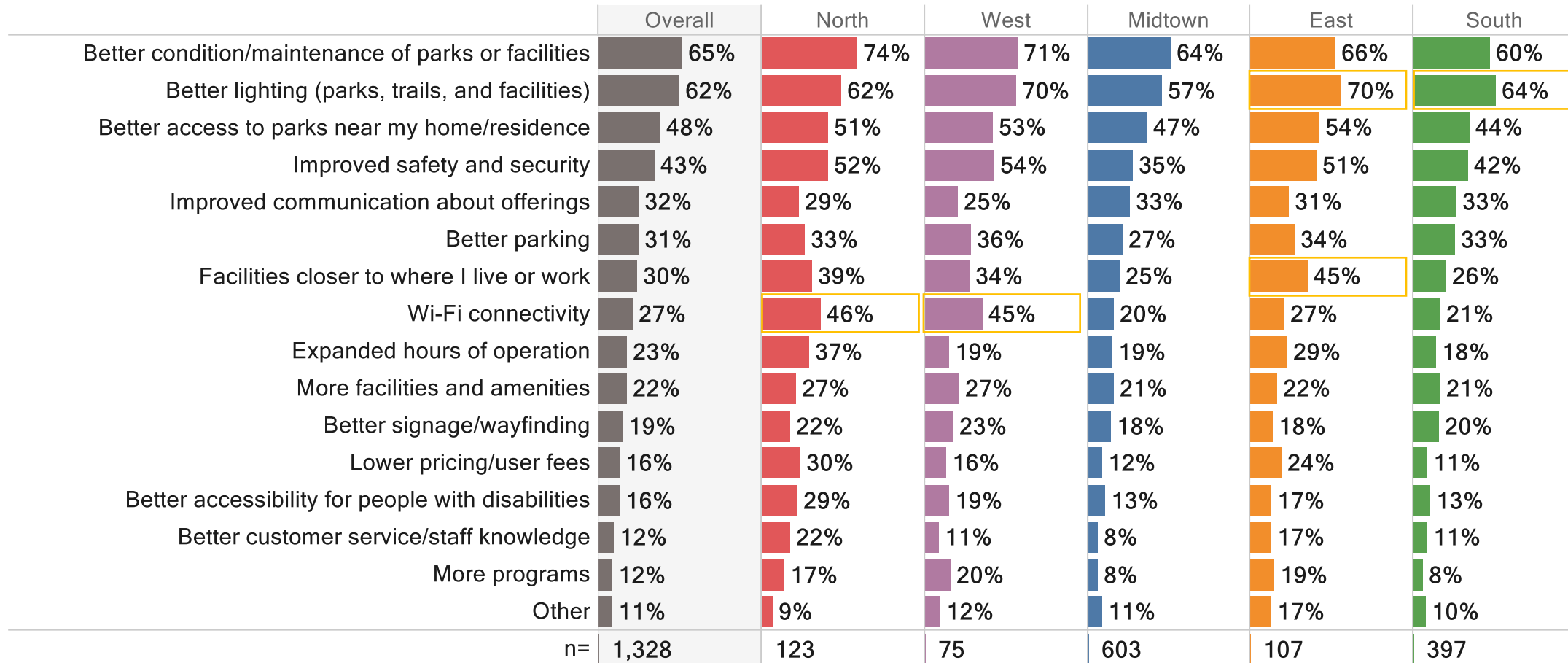
Increase Usage

Q: What are the most important areas that, if addressed by the City of Tulsa, would increase your use of parks and recreation facilities, services, and programs? (Check all that apply)



Increase Usage by Area

Q: What are the most important areas that, if addressed by the City of Tulsa, would increase your use of parks and recreation facilities, services, and programs? (Check all that apply)



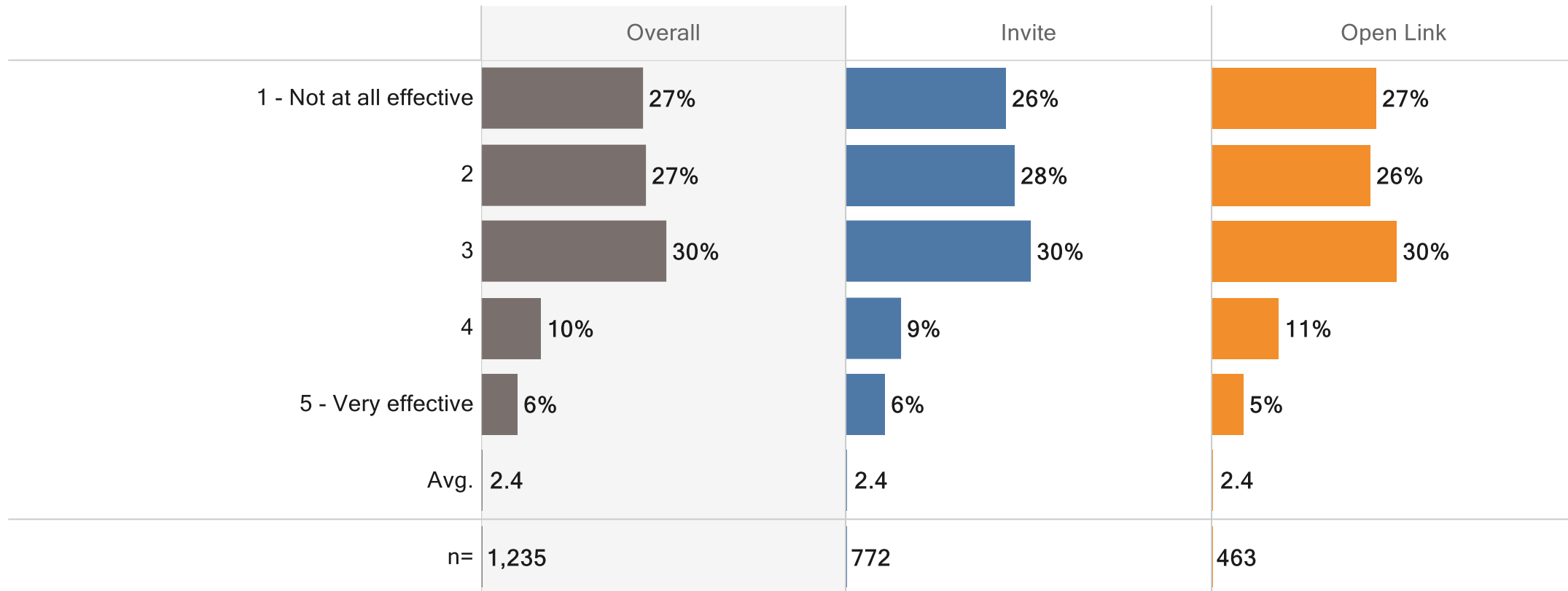
Communication



Communication Effectiveness

More than half of respondents rated communication about parks and recreation as not effective. There is significant room for improvement to better leverage communication efforts and information dissemination about parks and recreation facilities and services to further create awareness.

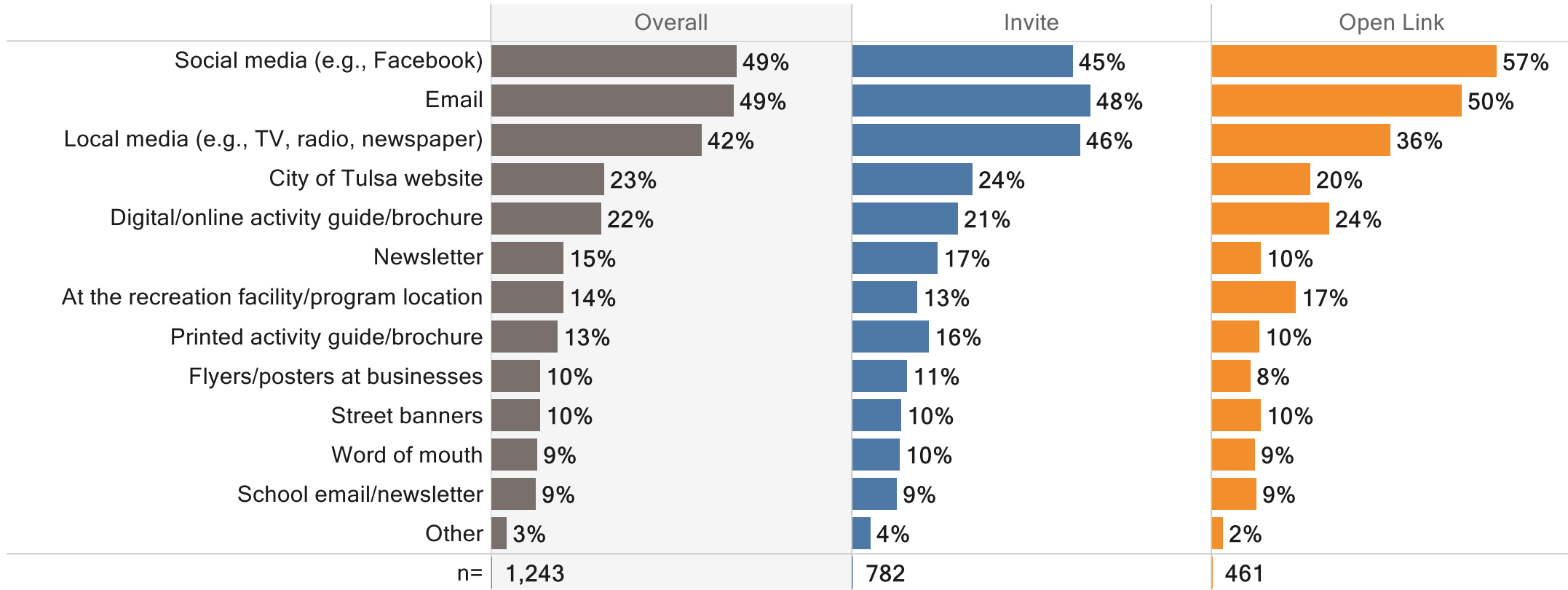
Q: How effective is the City of Tulsa at reaching you with information on parks and recreation facilities, programs, and services?



Communication Methods

Social media, email, and local media are the best ways to reach residents in Tulsa about parks and recreation opportunities.

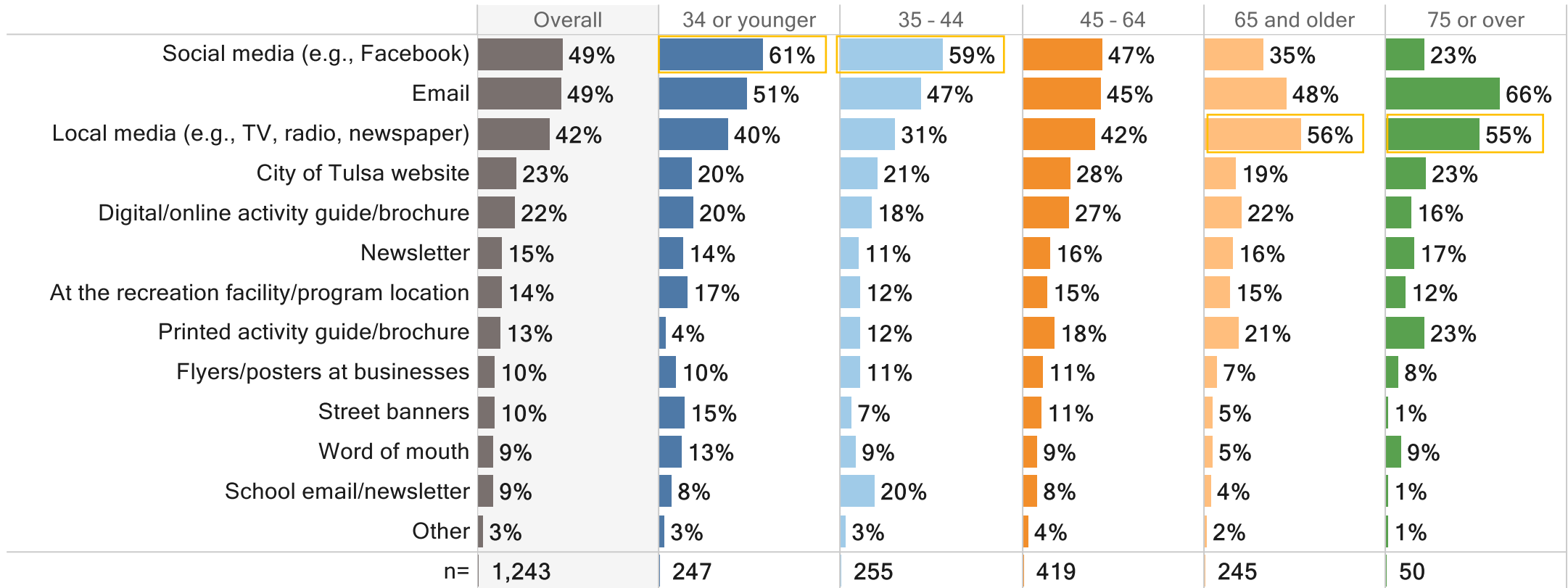
Q: What is the best way for you to receive information on parks and recreation facilities, services, and programs?
(Check up to 3)



Communication Methods

Email is the best method to reach all age categories. However, communication preferences do vary by age. Younger residents prefer social media, whereas older residents rely on local media more.

Q: What is the best way for you to receive information on parks and recreation facilities, services, and programs?
(Check up to 3)

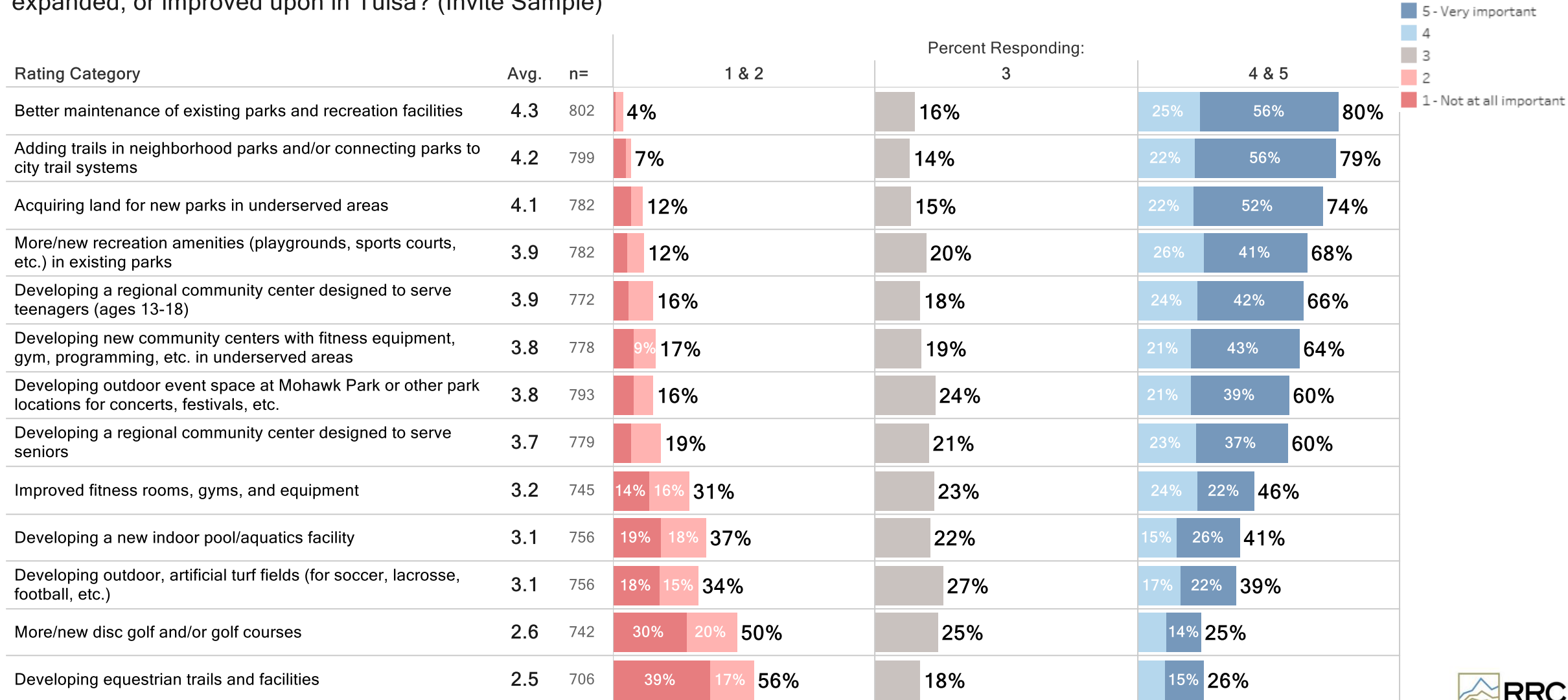




Future Facilities / Amenities / Programs

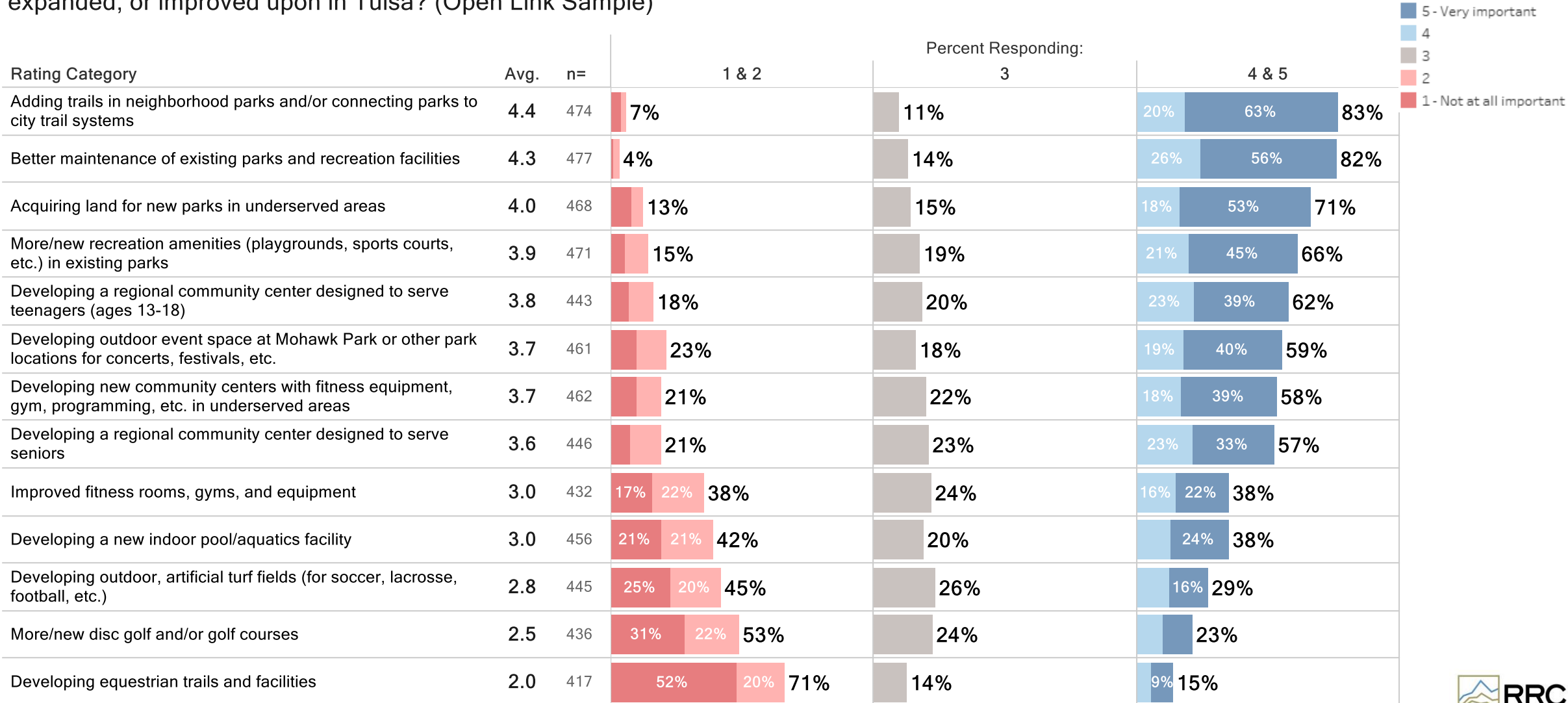
Future Needs: Facilities (Invite Sample)

Q: Over the next 5 to 10 years, what are the most important needs for parks and recreation facilities and amenities to be added, expanded, or improved upon in Tulsa? (Invite Sample)



Future Needs: Facilities (Open Link Sample)

Q: Over the next 5 to 10 years, what are the most important needs for parks and recreation facilities and amenities to be added, expanded, or improved upon in Tulsa? (Open Link Sample)



Average Rating Future Needs by Area: Facilities

Q: Over the next 5 to 10 years, what are the most important needs for parks and recreation facilities and amenities to be added, expanded, or improved upon in Tulsa?

5 - Very important

4

3

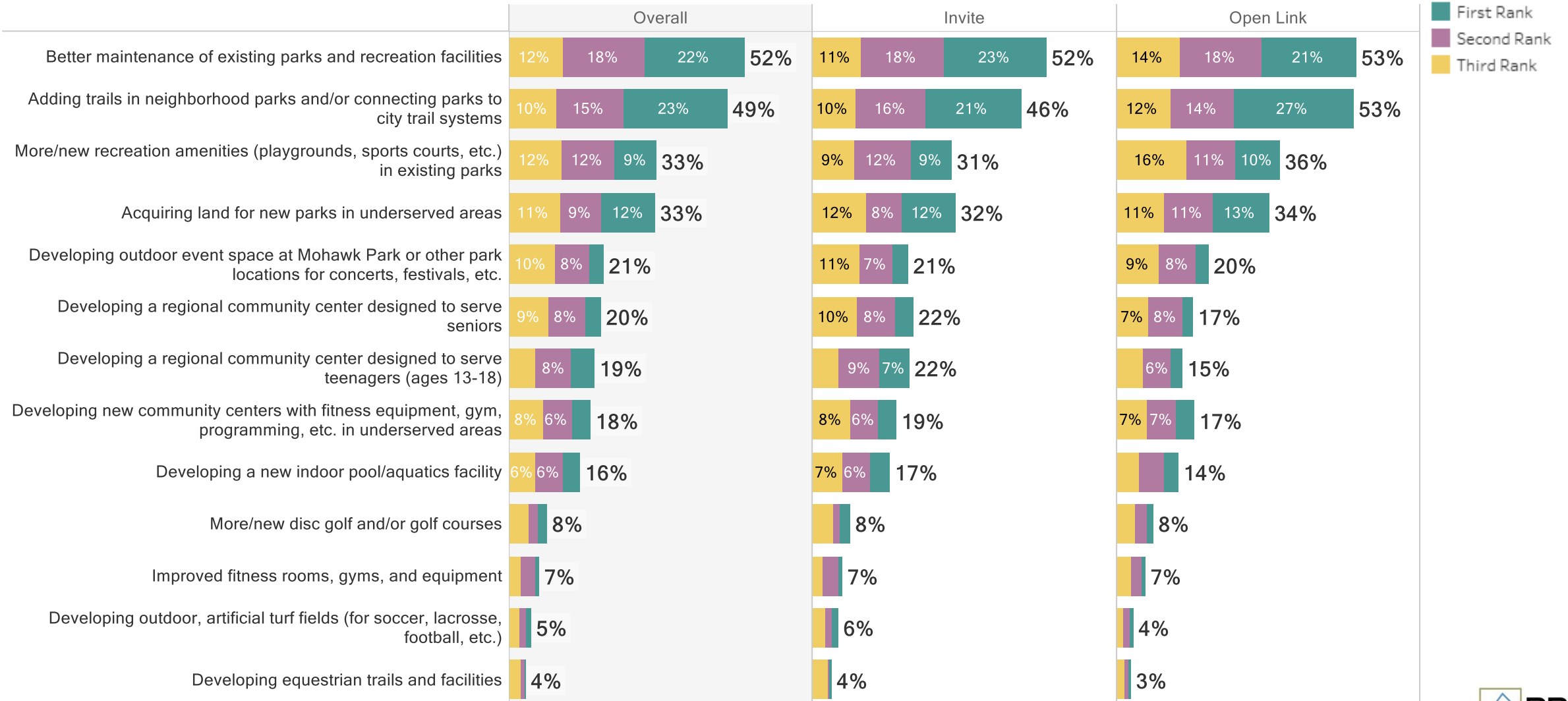
2

1 - Not at all important

	Overall	North	West	Midtown	East	South
Better maintenance of existing parks and recreation facilities	n=1,279 4.3	n=119 4.5	n=70 4.4	n=587 4.3	n=100 4.4	n=382 4.2
Adding trails in neighborhood parks and/or connecting parks to city trail systems	n=1,273 4.3	n=115 4.2	n=65 4.3	n=585 4.3	n=96 4.0	n=390 4.3
Acquiring land for new parks in underserved areas	n=1,250 4.1	n=118 4.2	n=67 4.1	n=575 4.0	n=94 4.0	n=375 4.1
More/new recreation amenities (playgrounds, sports courts, etc.) in existing parks	n=1,253 3.9	n=117 4.3	n=65 4.1	n=576 3.7	n=95 4.0	n=381 3.9
Developing a regional community center designed to serve teenagers (ages 13-18)	n=1,215 3.8	n=114 4.1	n=63 3.9	n=555 3.7	n=95 4.1	n=368 3.7
Developing new community centers with fitness equipment, gym, programming, etc. in underserved areas	n=1,240 3.8	n=115 4.1	n=66 4.0	n=566 3.6	n=98 4.0	n=375 3.7
Developing outdoor event space at Mohawk Park or other park locations for concerts, festivals, etc.	n=1,254 3.7	n=116 4.2	n=67 3.8	n=572 3.6	n=98 3.8	n=379 3.7
Developing a regional community center designed to serve seniors	n=1,225 3.7	n=114 3.7	n=65 3.7	n=555 3.6	n=96 3.9	n=374 3.6
Improved fitness rooms, gyms, and equipment	n=1,177 3.2	n=115 3.6	n=62 3.5	n=526 2.9	n=94 3.5	n=360 3.0
Developing a new indoor pool/aquatics facility	n=1,212 3.1	n=115 3.7	n=66 3.1	n=550 2.9	n=98 3.1	n=363 3.0
Developing outdoor, artificial turf fields (for soccer, lacrosse, football, etc.)	n=1,201 3.0	n=114 3.4	n=60 2.8	n=554 2.6	n=91 3.3	n=362 3.0
More/new disc golf and/or golf courses	n=1,178 2.6	n=112 2.5	n=63 2.9	n=537 2.6	n=89 2.4	n=359 2.6
Developing equestrian trails and facilities	n=1,128 2.3	n=109 3.0	n=60 2.5	n=504 2.0	n=87 2.5	n=341 2.2

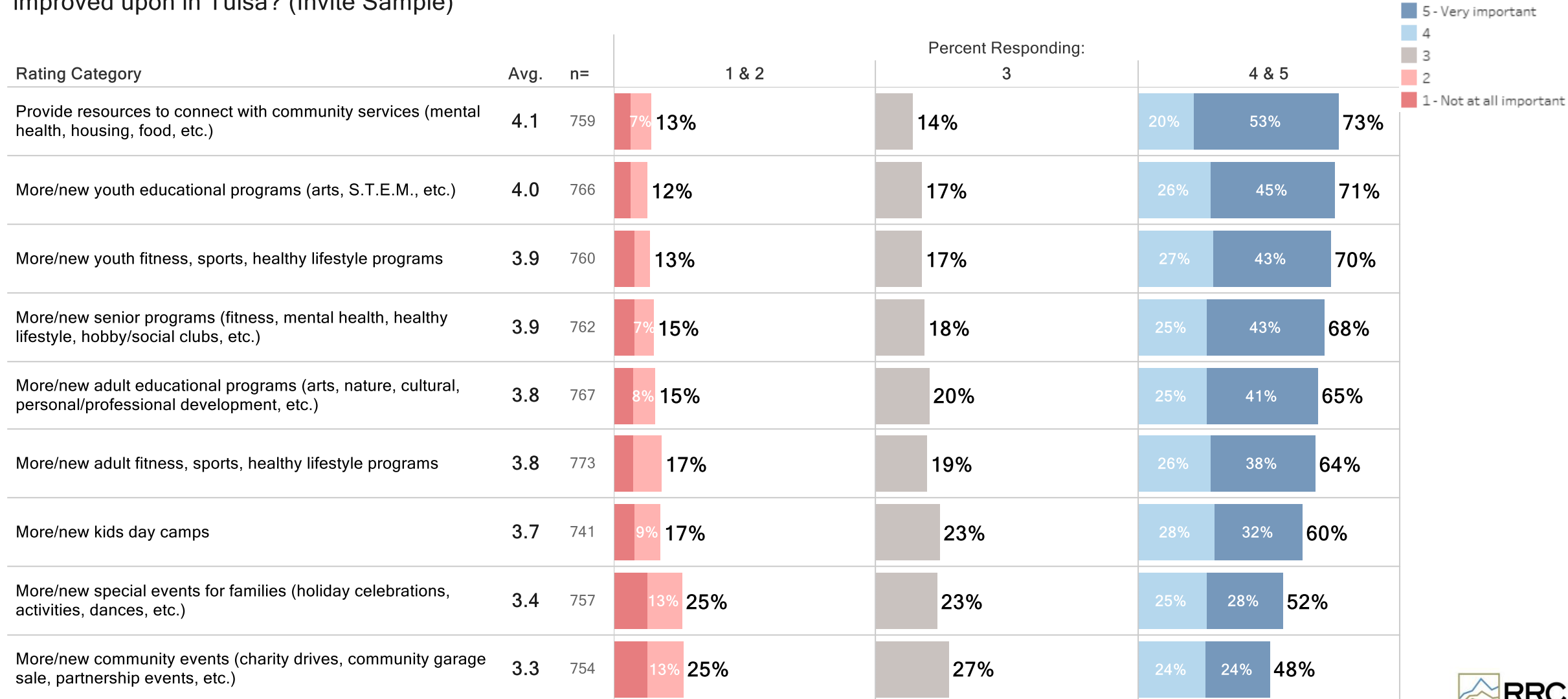
Top 3 Future Needs: Facilities

Q: Which three parks and recreation facilities/amenities are the highest priorities to you and your household?



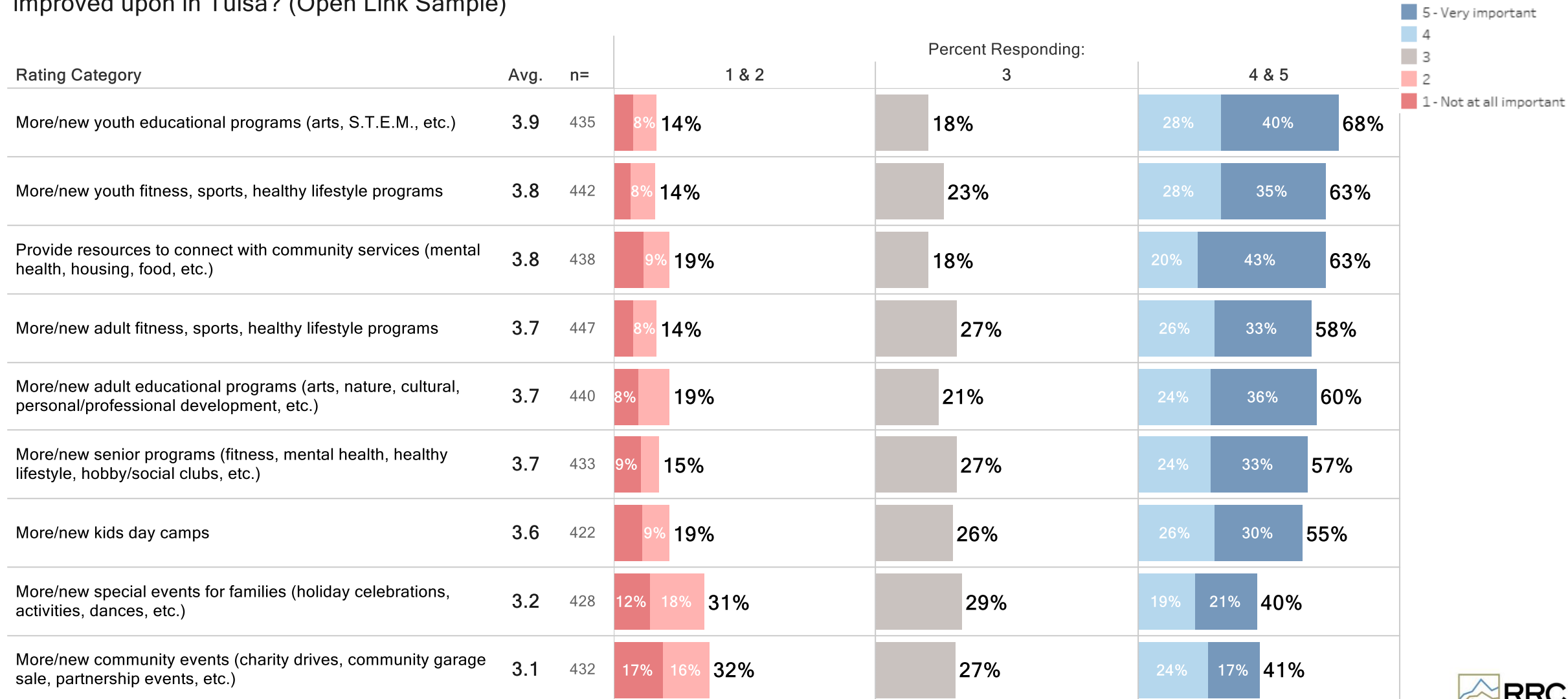
Future Needs: Programs and Services (Invite Sample)

Q: Over the next 5 to 10 years, what are the most important needs for programs and services to be added, expanded, or improved upon in Tulsa? (Invite Sample)



Future Needs: Programs and Services (Open Link Sample)

Q: Over the next 5 to 10 years, what are the most important needs for programs and services to be added, expanded, or improved upon in Tulsa? (Open Link Sample)



Average Rating Future Needs by Area: Programs and Services

Q: Over the next 5 to 10 years, what are the most important needs for programs and services to be added, expanded, or improved upon in Tulsa?

5 - Very important

4

3

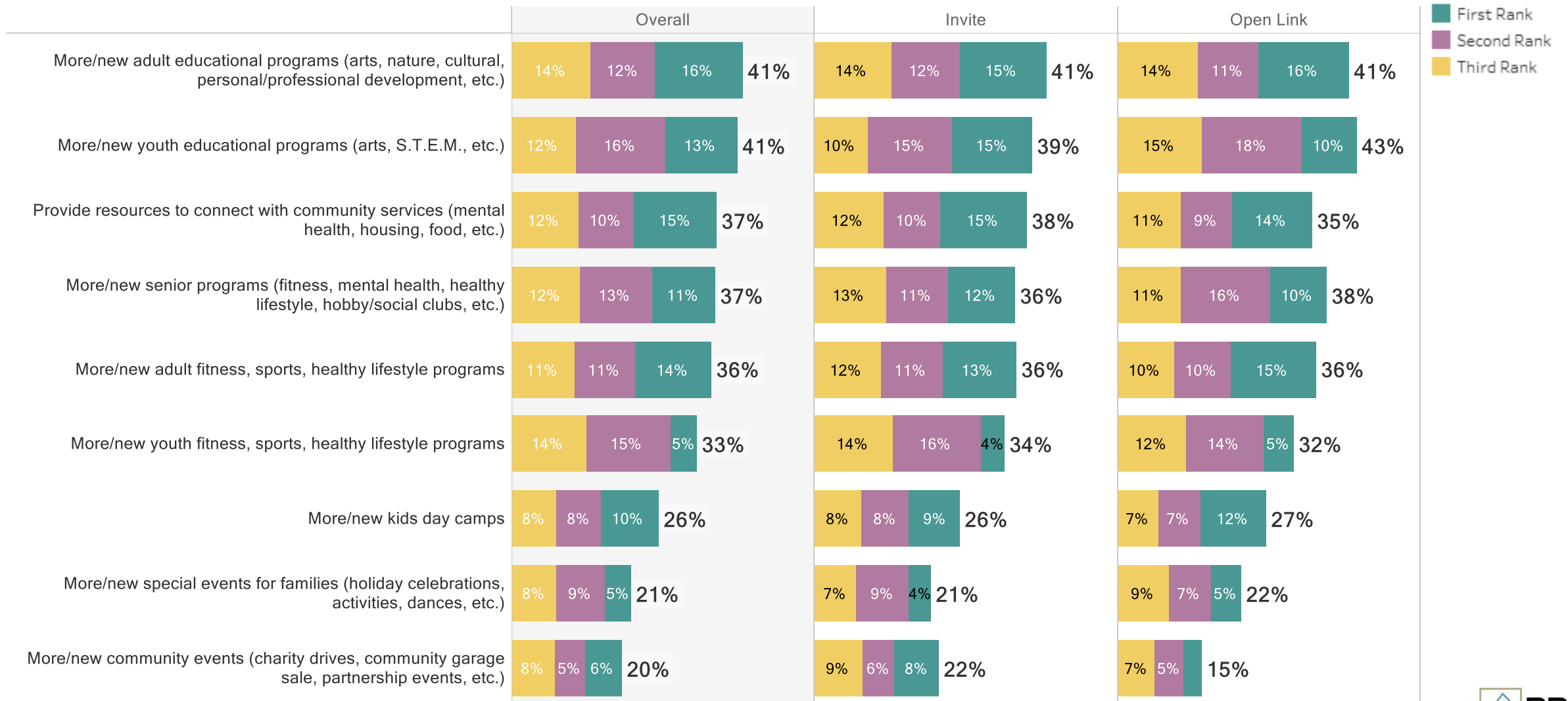
2

1 - Not at all important

	Overall	North	West	Midtown	East	South
Provide resources to connect with community services (mental health, housing, food, etc.)	n=1,197 4.0	n=114 4.2	n=64 4.1	n=546 3.9	n=96 4.0	n=358 3.9
More/new youth educational programs (arts, S.T.E.M., etc.)	n=1,201 3.9	n=113 4.2	n=63 3.9	n=545 3.9	n=99 4.0	n=360 3.9
More/new youth fitness, sports, healthy lifestyle programs	n=1,202 3.9	n=111 3.9	n=63 4.0	n=544 3.8	n=100 3.9	n=363 3.9
More/new senior programs (fitness, mental health, healthy lifestyle, hobby/social clubs, etc.)	n=1,195 3.8	n=112 3.8	n=59 4.0	n=544 3.6	n=99 4.1	n=361 3.8
More/new adult educational programs (arts, nature, cultural, personal/professional development, etc.)	n=1,207 3.8	n=114 4.0	n=63 3.9	n=546 3.7	n=99 3.8	n=365 3.8
More/new adult fitness, sports, healthy lifestyle programs	n=1,220 3.7	n=111 3.8	n=62 3.9	n=552 3.6	n=102 3.9	n=372 3.8
More/new kids day camps	n=1,163 3.6	n=112 4.0	n=59 3.7	n=527 3.6	n=96 3.6	n=350 3.6
More/new special events for families (holiday celebrations, activities, dances, etc.)	n=1,185 3.3	n=112 3.8	n=62 3.5	n=537 3.1	n=97 3.3	n=357 3.3
More/new community events (charity drives, community garage sale, partnership events, etc.)	n=1,186 3.3	n=110 3.6	n=62 3.5	n=540 3.1	n=97 3.1	n=358 3.2

Top 3 Future Needs: Programs and Services

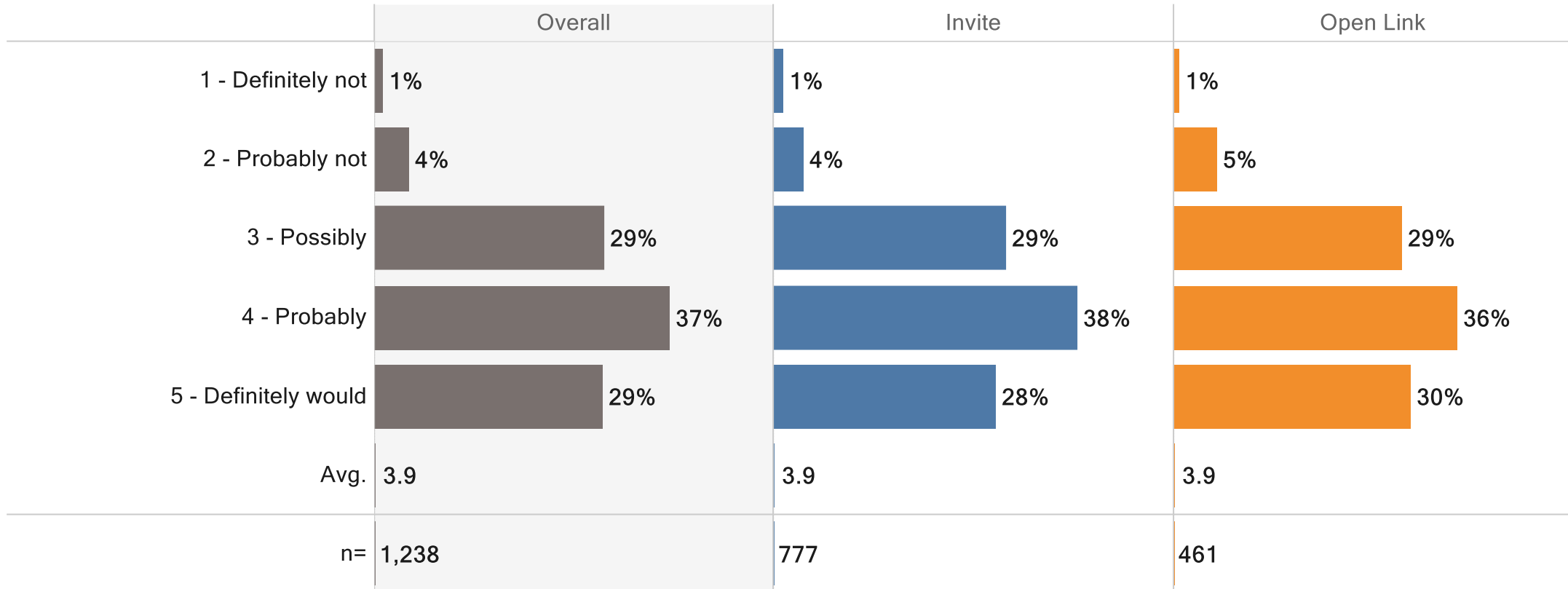
Q: Which three programs/services are the highest priorities to you and your household?



Future Programs at Nearby Parks

More than 65% of respondents for both the invite and open link samples would probably or definitely participate in their favorite programs at a nearby park as opposed to going to a community or recreation center. Only 5% of respondents indicate that they probably or definitely would not.

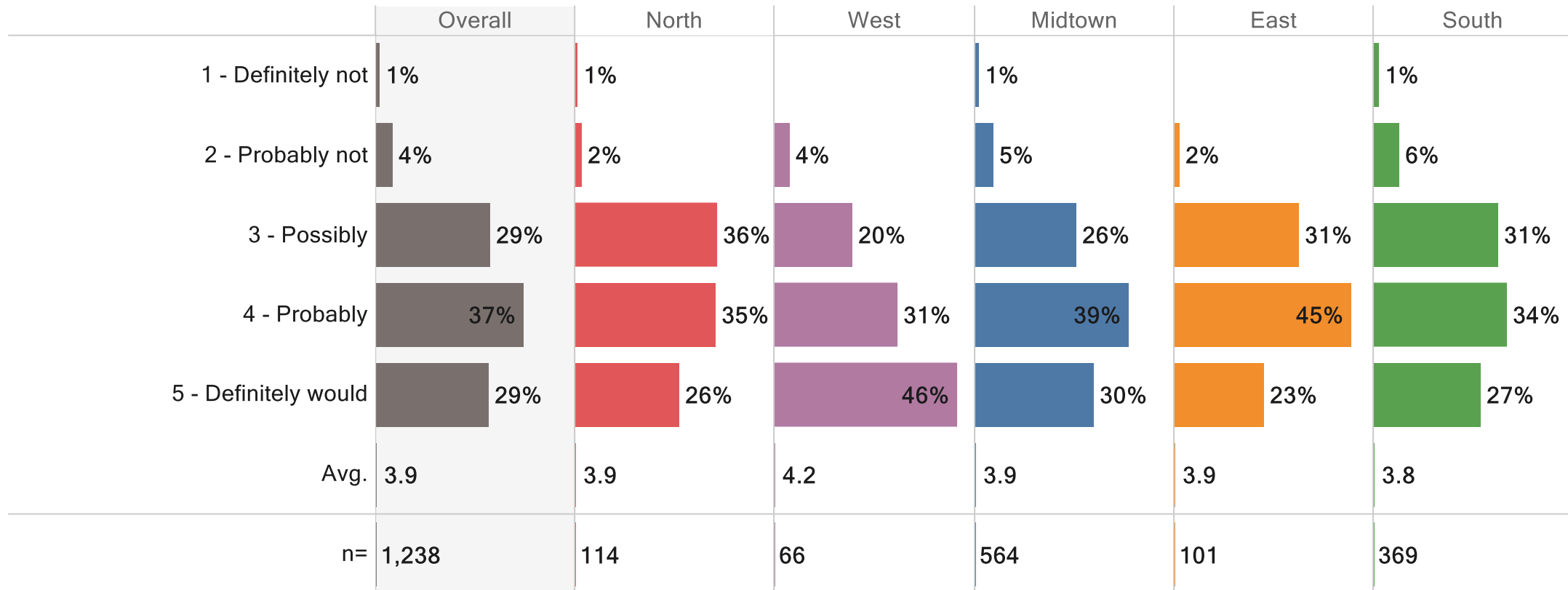
Q: How likely would you be to participate in your favorite program(s) in a nearby park, as opposed to going to a community/recreation center for the program or class?



Future Programs at Nearby Parks by Subarea

Respondents who live in the West area of Tulsa are the most likely to participate in programs at their nearby park, with nearly half of respondents indicating that they definitely would participate.

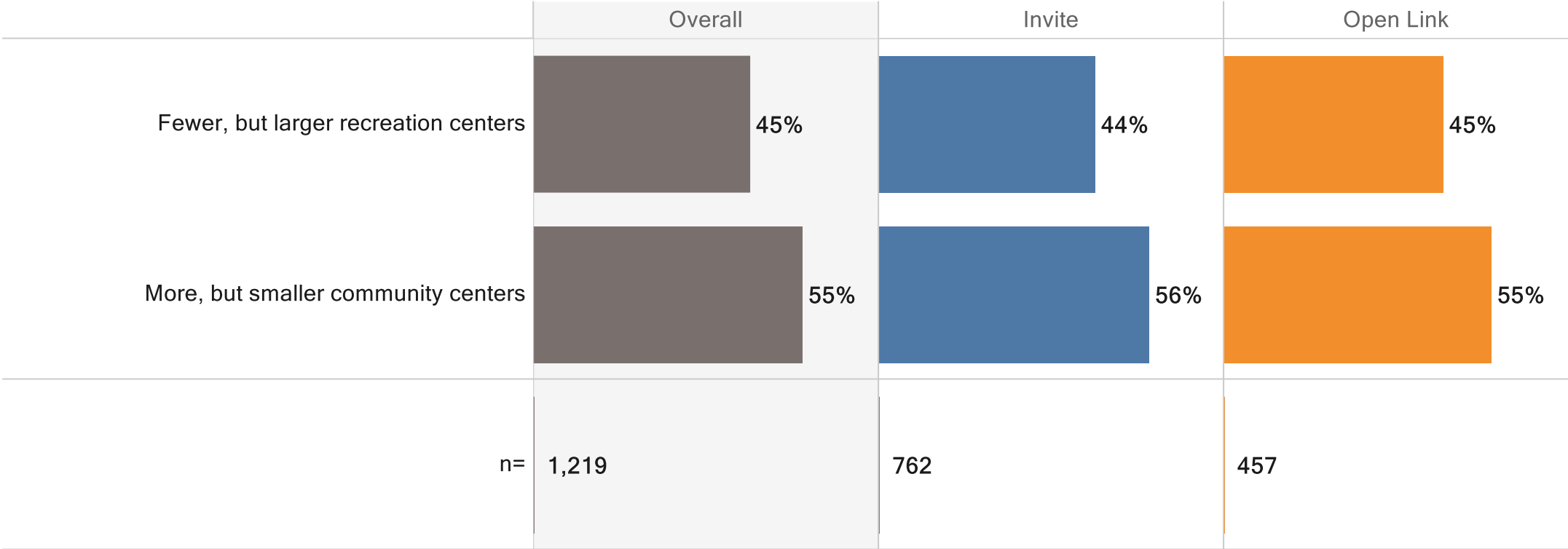
Q: How likely would you be to participate in your favorite program(s) in a nearby park, as opposed to going to a community/recreation center for the program or class?



Community/Recreation Center Preferences

Both Invite and Open Link respondents slightly favor a greater number of smaller neighborhood Community Centers with fewer amenities, as opposed to fewer number but larger multi-purpose regional recreation centers with more amenities.

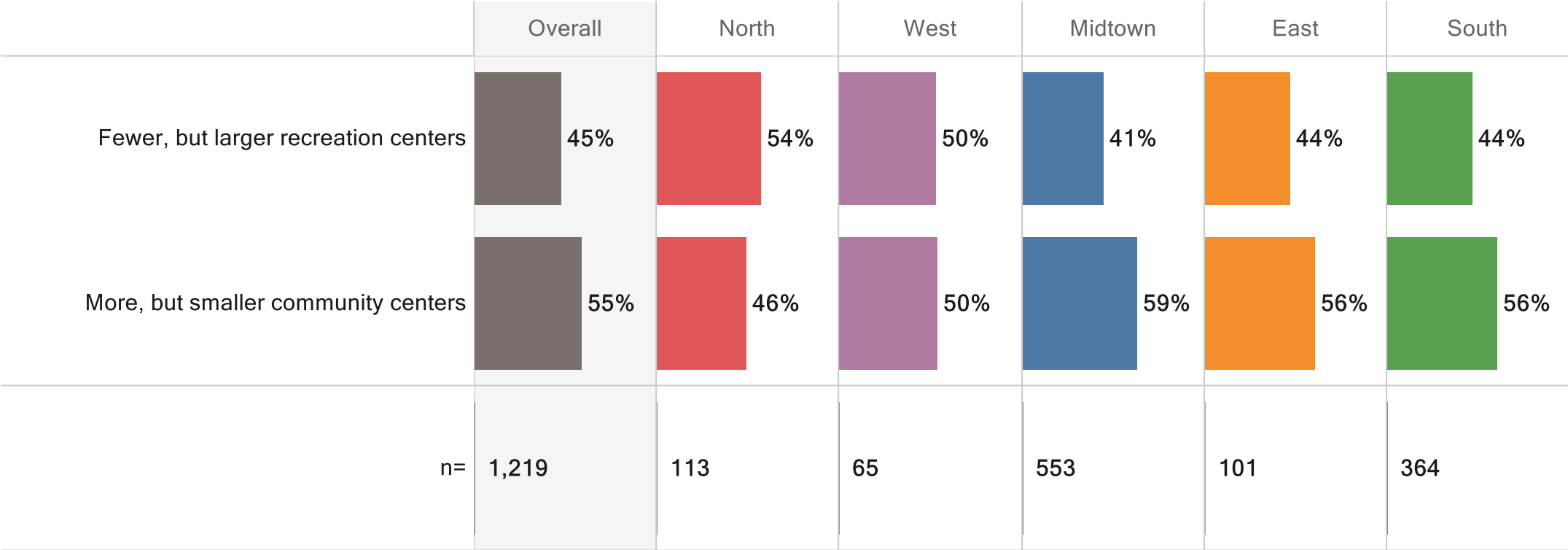
Q: In looking ahead to providing additional community or recreation centers, would you prefer fewer but larger new multi-purpose regional Recreation Centers (that incorporate gyms, pools, and other amenities), or more (a greater number of) smaller neighborhood Community Centers with fewer amenities? (SELECT ONLY ONE)



Community/Recreation Center Preferences

Respondents who live in the North area of Tulsa are the only area where the majority of respondents would prefer fewer but larger regional recreation centers. Midtown shows the strongest support for more but smaller community centers.

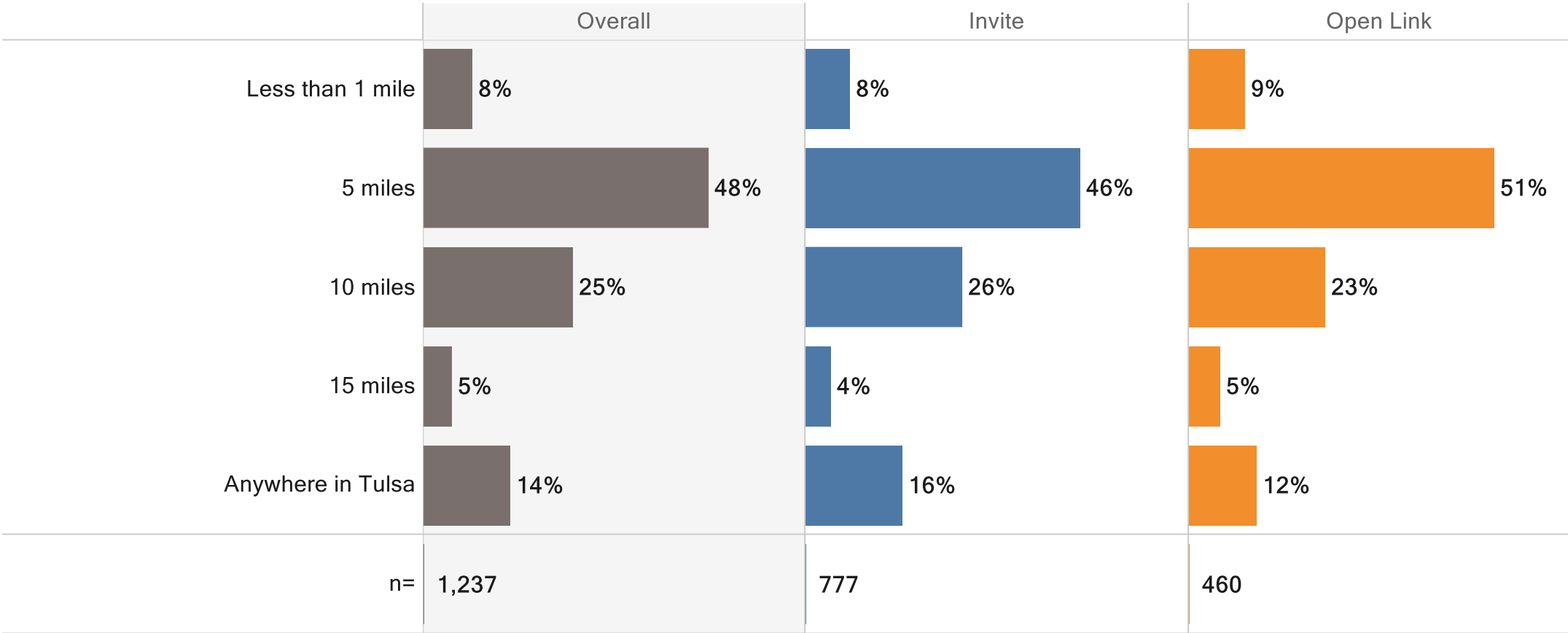
Q: In looking ahead to providing additional community or recreation centers, would you prefer fewer but larger new multi-purpose regional Recreation Centers (that incorporate gyms, pools, and other amenities), or more (a greater number of) smaller neighborhood Community Centers with fewer amenities? (SELECT ONLY ONE)



Willingness to Drive

80% of invite respondents are willing to drive up to 10 miles to get to a large regional recreation center. However, most respondents (54%) are only willing to drive up to 5 miles.

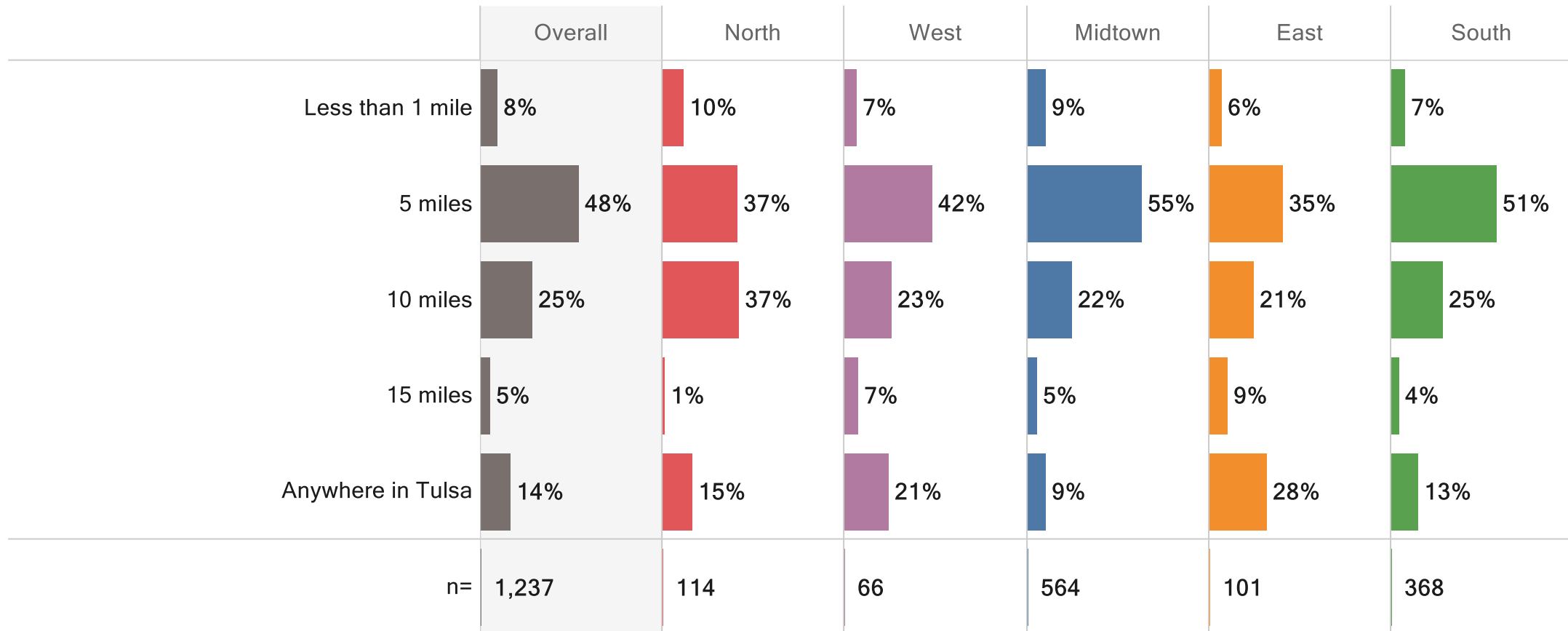
Q: How far are you willing to drive from your home (one direction), to get to a large regional recreation center?



Willingness to Drive

Respondents living in Midtown are the least willing to drive further distances to get to a large recreation center, and those living on the West side of Tulsa are the most likely to drive anywhere in Tulsa.

Q: How far are you willing to drive from your home (one direction), to get to a large regional recreation center?



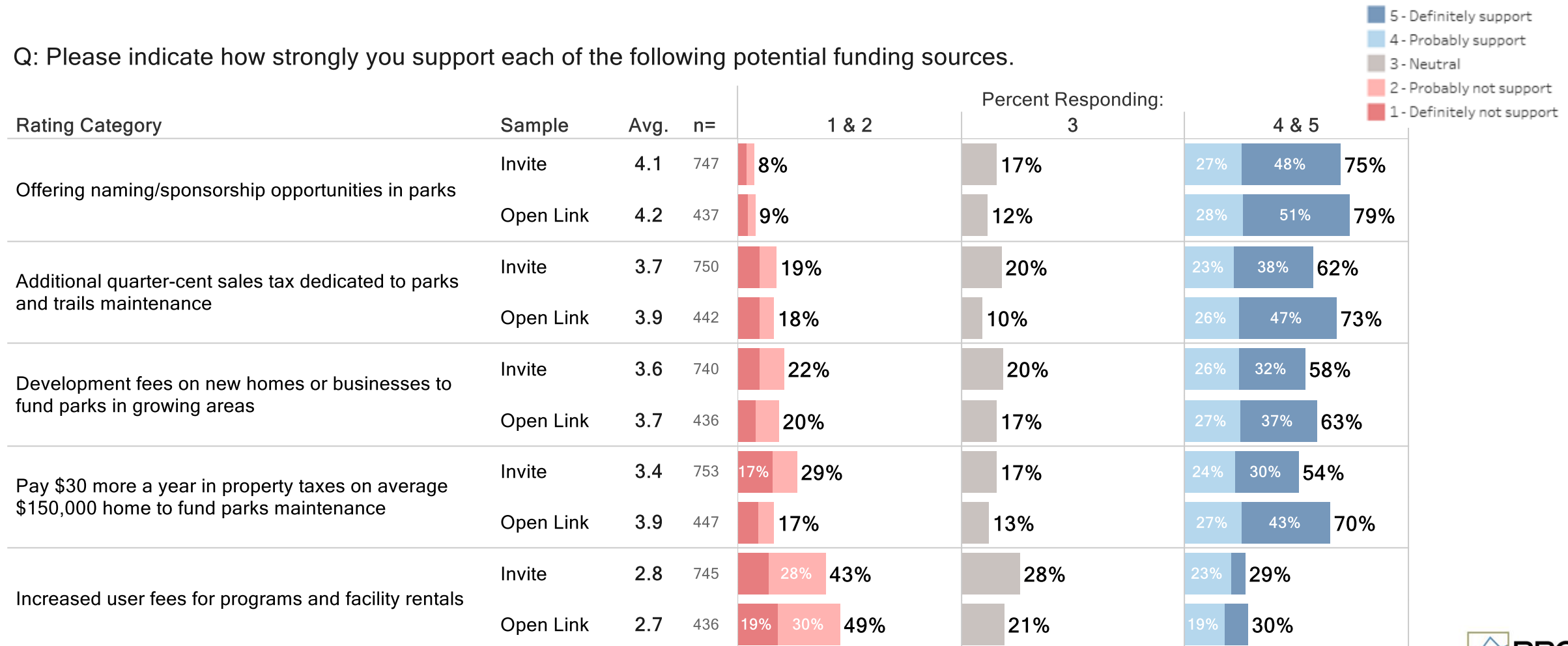


Financial Choices / Fees

Funding Support

More than half of respondents probably or would definitely support all potential funding sources except for increased user fees. After offering naming/sponsorship opportunities in parks (75% support), an additional quarter-cent sales tax dedicated to parks and trails maintenance has the greatest level of support at 62%.

Q: Please indicate how strongly you support each of the following potential funding sources.



Average Rating of Funding Support by Area

5 - Definitely support
 4 - Probably support
 3 - Neutral
 2 - Probably not support
 1 - Definitely not support

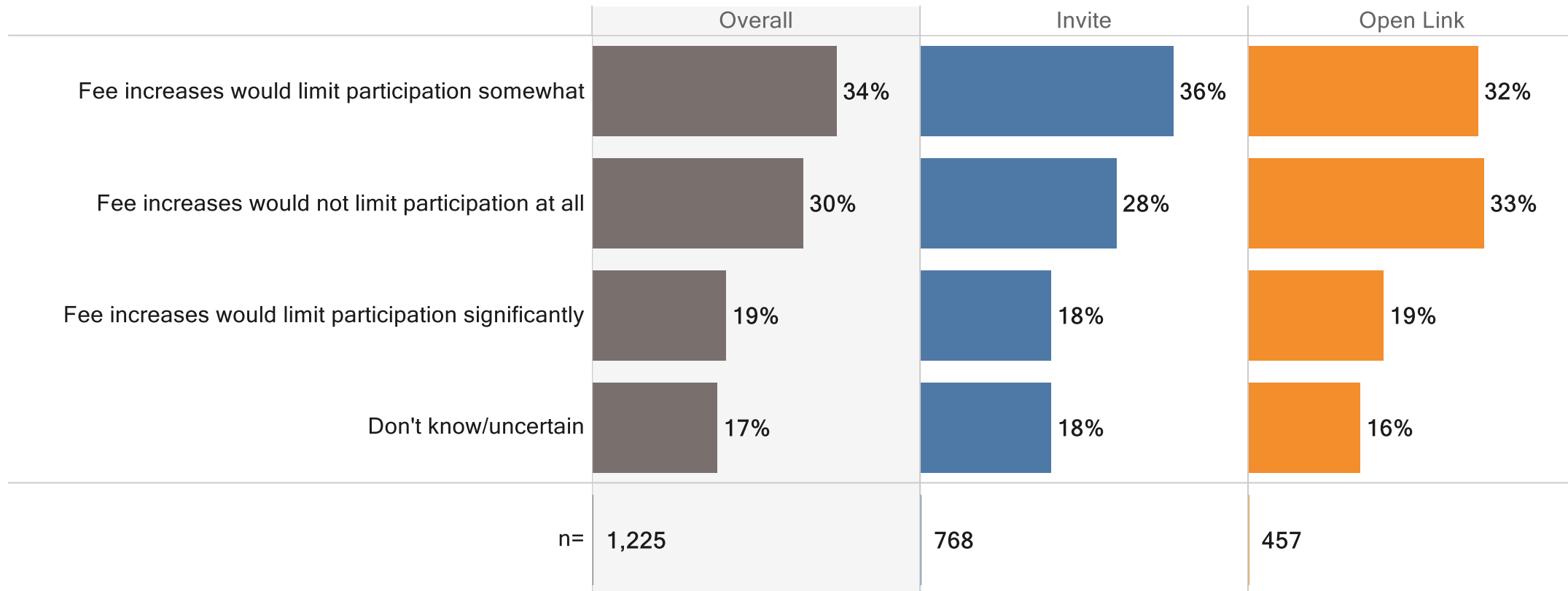
Q: Please indicate how strongly you support each of the following potential funding sources.

	Overall	North	West	Midtown	East	South
Offering naming/sponsorship opportunities in parks	n=1,184 4.1	n=105 4.1	n=63 4.0	n=545 4.1	n=96 4.0	n=354 4.2
Additional quarter-cent sales tax dedicated to parks and trails maintenance	n=1,192 3.8	n=108 3.6	n=63 4.0	n=542 3.9	n=94 3.5	n=362 3.8
Development fees on new homes or businesses to fund parks in growing areas	n=1,176 3.6	n=109 3.3	n=62 3.6	n=540 3.8	n=90 3.5	n=354 3.7
Pay \$30 more a year in property taxes on average \$150,000 home to fund parks maintenance	n=1,200 3.6	n=112 3.1	n=63 3.4	n=547 3.9	n=95 3.2	n=362 3.6
Increased user fees for programs and facility rentals	n=1,181 2.8	n=110 2.5	n=62 2.7	n=537 2.8	n=94 2.9	n=355 2.8

Increased User Fee Impacts

An increase in user fees would somewhat limit participation for 36% of invite respondents and significantly limit participation for another 18%.

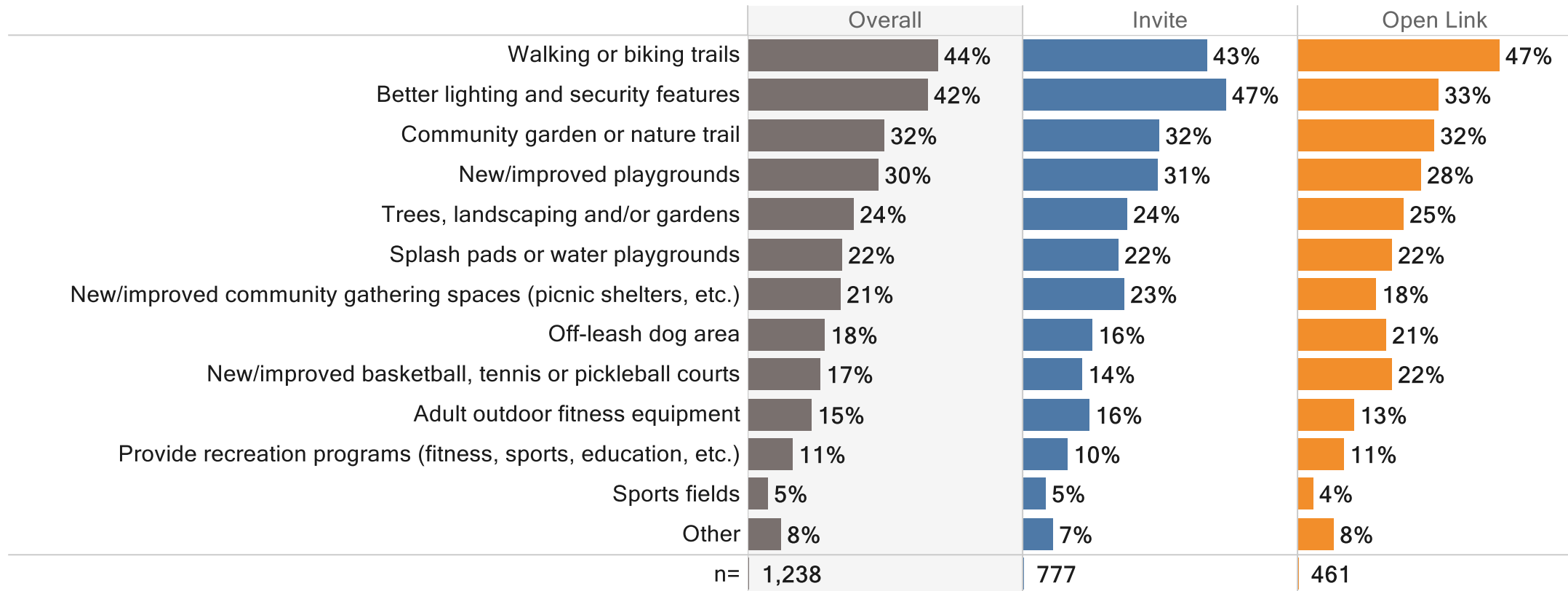
Q: Which of the following best describes the potential impact, if any, that fee increases would have on your current level of participation?



Neighborhood Park Improvements

Better lighting and security features is the top improvement Invite respondents would like to see in their neighborhood parks, followed by walking or biking trails and community garden or nature trail. The top three improvements for Open Link respondents are the same but with walking or biking trails taking the top priority.

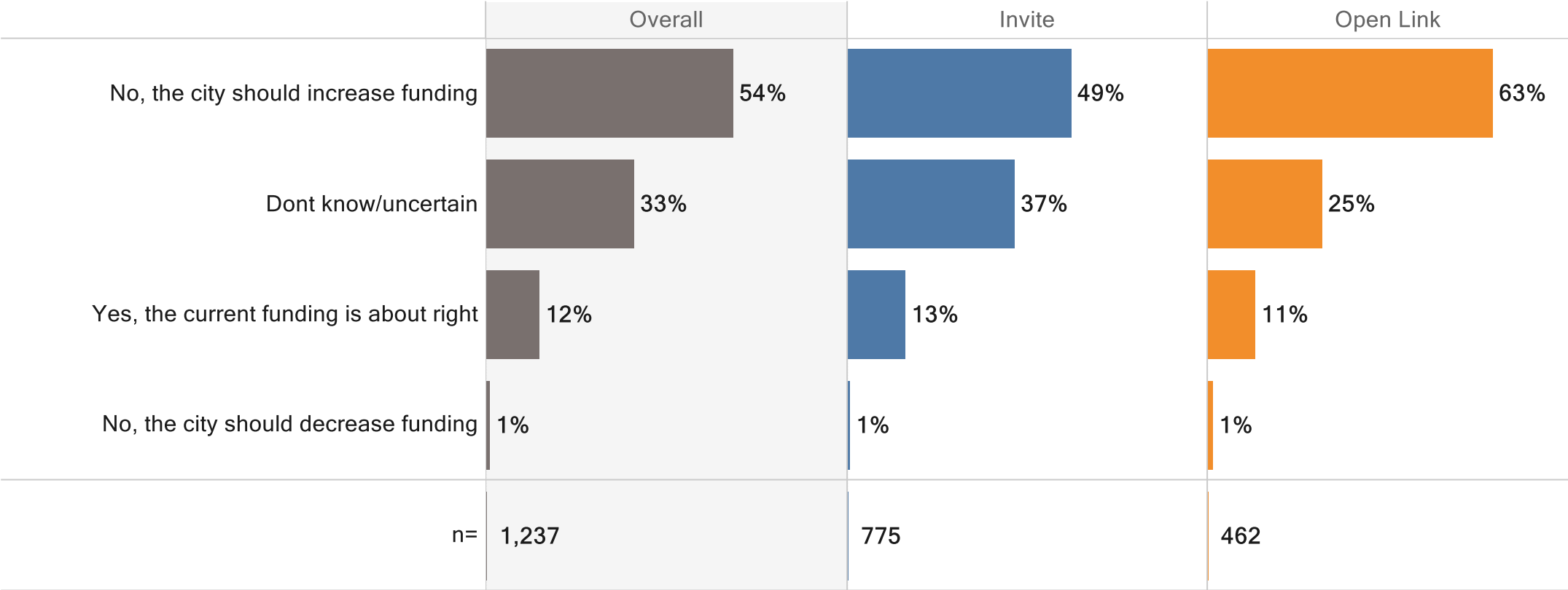
Q: If there was money to make improvements in your neighborhood park, what would be your top three priorities? (Check up to 3)



City of Tulsa Funding in Parks & Recreation

Most respondents either feel Tulsa is not investing the right amount in city parks and should increase funding (49%) or they do not know or are uncertain (37%). Only 13% feel the current funding is about right.

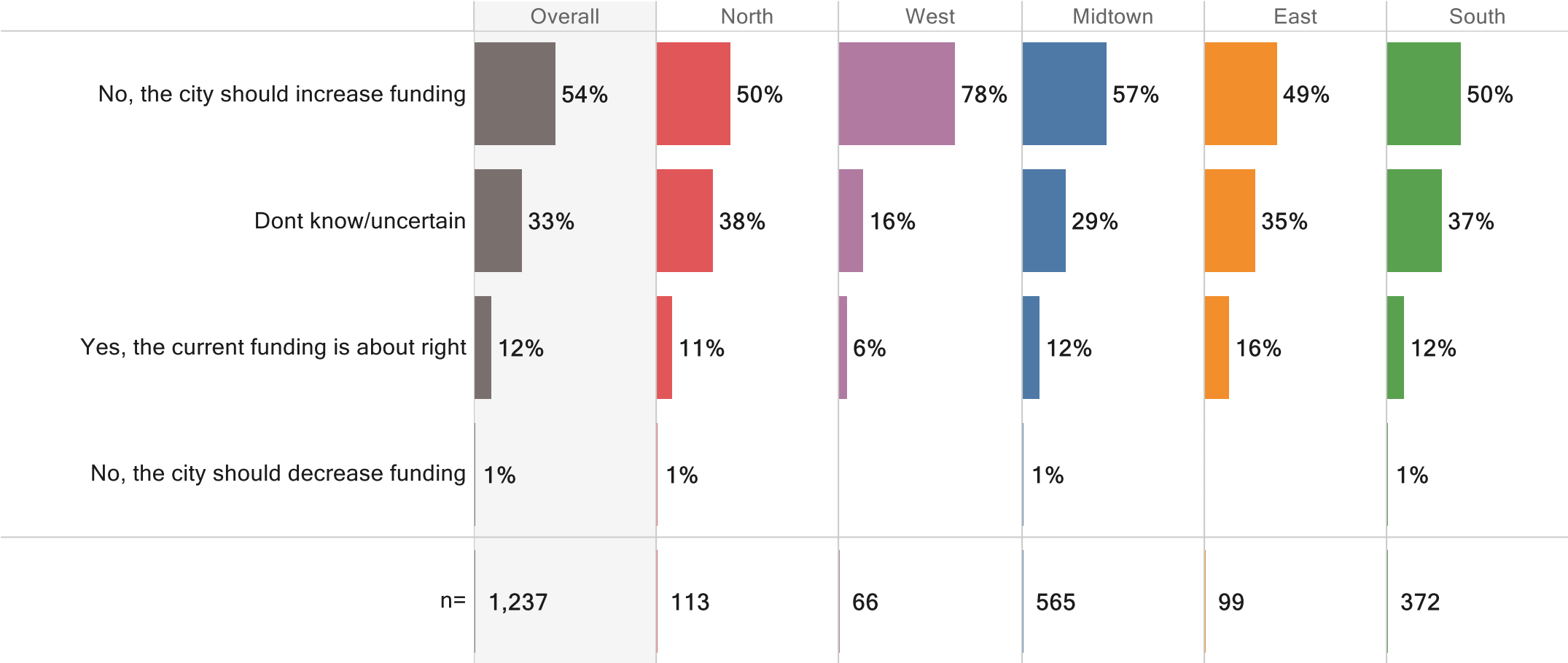
Q: Overall, do you think the City of Tulsa is currently investing the right amount of funding in city parks and recreation programs?



City of Tulsa Funding in Parks & Recreation by Area

Nearly 80% of the West area of Tulsa thinks that the city should increase funding for city parks and recreation programs.

Q: Overall, do you think the City of Tulsa is currently investing the right amount of funding in city parks and recreation programs?





Community Comments

Community Comments

At the end of the survey, respondents were given the opportunity to provide any additional comments on parks and recreation facilities, programs, and services in Tulsa. A random selection of verbatim responses is shown below. See Appendix for full listing of comments provided.

- Focus on underserved communities and safety.
- If the city invested in cycling similar to Bentonville the tourist revenue it generated could be reinvested. Many Tulsans flock there to spend money and ride.
- You have done a tremendous job of keeping Tulsa active, healthy, and green. As the city continues expanding, please expand the parks appropriately.
- I would like to see more walking trails for those of us who walk our dogs.
- Our family utilizes Clark Youth Theatre in Henthorne Park 6 days per week. Satellite programs within the Parks system are also important and providing quality education and activity for our kids.
- I think Tulsa has beautiful parks and amenities. I do believe there could be more focus on lighting, cleanliness, and nutrition/wellness classes for families.
- Too many recreational centers were closed in the North Tulsa area, causing youth to have far too little places for constructive recreational activities in cold and wet climates. Please resolve this issue.