



# CITY OF JACKSONVILLE PARKS AND RECREATION MASTER PLAN SURVEY REPORT



# INTRODUCTION

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- The goal of the study was to gather resident feedback on parks & recreation facilities and amenities for future planning.
- The survey and analysis were designed to assist the City in developing a master plan that reflects resident priorities.

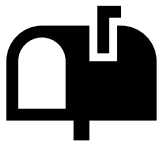


# RESEARCH METHODS

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## 1 = Statistically Valid (Invitation Survey)

Paper surveys were mailed to a systematic random sample of residential addresses in the City of Jacksonville, with the option to complete online through a password-protected website (1 response per household). A reminder postcard and a second paper survey mailing were also sent to those who had not yet responded. The survey was available online in Spanish.



745

Invitation surveys completed for a response rate of 7.5%. Based on Jacksonville's population, this provides a: +/- 3.6% Margin of Error.

10,000 Surveys Mailed

745

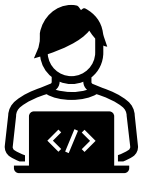
Total Invite  
Surveys  
Completed

# RESEARCH METHODS

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## 2 = Open link survey

Later, the survey was opened to all interested parties. The survey link was promoted by the City using social media, the City of Jacksonville website and other methods. The Open link survey had a great response and the results from this survey are compared to the statistically-valid (Invite) survey where appropriate throughout the report.



1,585 total Open link surveys completed

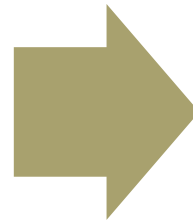
2,330

Total  
Surveys  
Completed

# WEIGHTING THE DATA

1

The underlying data from the Invite survey were weighted by age and gender to ensure appropriate representation of **Jacksonville residents** across different demographic cohorts in the sample.



2

Using US Census Data, the age and gender distributions in the Invite sample were adjusted to more closely match the actual population profile of the **City of Jacksonville**.

# DEMOGRAPHICS – WHO TOOK THE SURVEY



# Gender & Age

The Invite sample was weighted by gender and age to assure the results are aligned with the city's demographics as reflected in the Census.

Please indicate the gender with which you identify:

	Invite Survey	Open	Overall
Male	47%	34%	39%
Female	49%	60%	56%
Other/Self-identified	2%	2%	2%
Prefer not to answer	2%	3%	3%
n=	708	1,305	2,013

Source: RRC

What is your age?

	Invite Survey	Open	Overall
Under 18	0%	0%	0%
18 – 24	4%	2%	3%
25 – 34	27%	22%	24%
35 – 44	17%	31%	26%
45 – 54	16%	17%	17%
55 – 64	16%	14%	15%
65 – 74	12%	11%	12%
75 or over	7%	3%	4%
n=	711	1,303	2,014

Source: RRC

# Household Makeup

40% of the Invite survey respondents have children living at home and about half of the Open link sample reported having children in their home.

Which of these categories best applies to your household?

	Invite Survey	Open	Overall
Single, no children	18%	14%	15%
Single with children at home	4%	4%	4%
Single, children no longer at home (empty nester)	5%	5%	5%
Couple, no children	21%	20%	20%
Couple with children at home	29%	38%	35%
Couple, children no longer at home (empty nester)	15%	12%	13%
Multi-generational home (grandparents, parents, children)	7%	6%	7%
n=	701	1,289	1,990

Source: RRC



# Ethnicity & Race

The Invite respondents are more diverse than the Open link survey sample. Latinos represent 10% of both groups.

Are you of Hispanic, Latino, or Spanish Origin?

	Invite Survey	Open	Overall
Yes	10%	10%	10%
No	90%	90%	90%
n=	686	1,280	1,966

Source: RRC

What race do you consider yourself to be? (CHECK ALL THAT APPLY)

	Invite Survey	Open	Overall
White	73%	83%	79%
Black or African American	18%	10%	13%
Asian	6%	2%	4%
American Indian and Alaska Native	2%	1%	1%
Native Hawaiian and Other Pacific Islander	1%	0%	0%
Some other race	6%	6%	6%
n=	688	1,259	1,947

Source: RRC

# Income

A total of 42% of the Invite sample reports household income of \$100,000 or more and 20% earn less than \$50,000. The Open link sample is a slightly more affluent group.

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

	Invite Survey	Open	Overall
Under \$25,000	6%	3%	4%
\$25,000-49,000	14%	10%	11%
\$50,000-74,999	20%	19%	19%
\$75,000-99,999	18%	19%	18%
\$100,000-149,999	22%	24%	24%
\$150,000-199,999	8%	14%	12%
\$200,000-249,999	4%	5%	5%
\$250,000 or more	8%	6%	7%
n=	633	1,210	1,843

Source: RRC

# Length of Time in Jacksonville

Respondents are long-time residents of Jacksonville with an average of 25 years for the Invite sample.

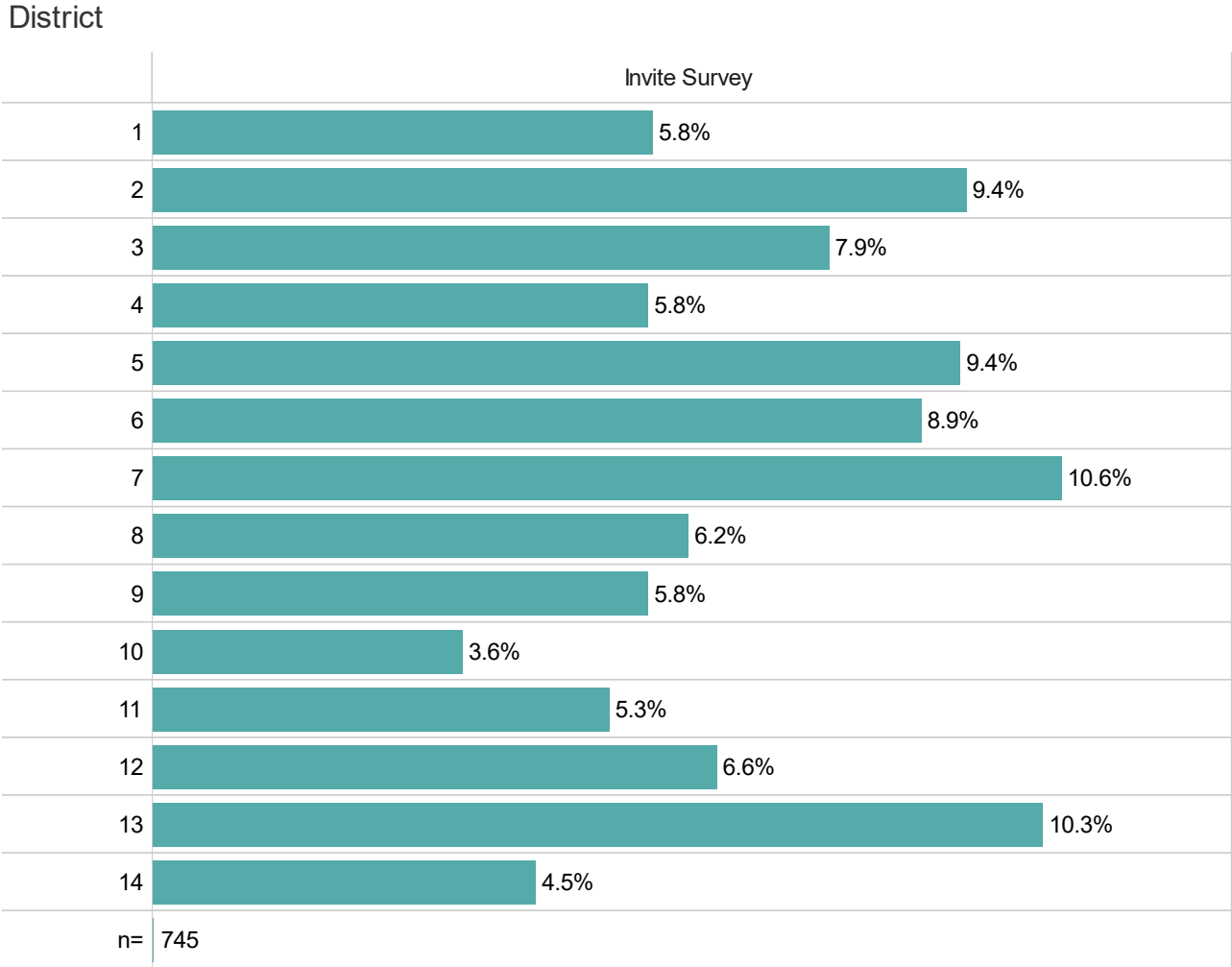
How many years have you lived in the City of Jacksonville?

	Invite Survey	Open	Overall
Less than 1 year	1%	2%	2%
1-5 years	15%	15%	15%
6-10 years	14%	13%	13%
11-20 years	18%	20%	19%
21+ years	52%	49%	50%
Avg.	25.1	23.3	23.9
n=	738	1,482	2,220

Source: RRC

# Location in Jacksonville

Responses were received from all Districts within the City with a slightly larger share from Districts 13 and 7.



# CURRENT USAGE

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# Frequency of Use

## Invite Sample

How frequently have you and/or a member of your household used or participated in activities or programs in any of the following City of Jacksonville facilities?

- Parks are by far the most frequently used amenity with 60% saying they visit at least monthly.
- Trails/Riverwalk are next with about half visiting at least once per month.
- 44% are at a public beach at least monthly.
- Respondents were least likely to play golf, tennis or swim at a City facility.

		At least once a week	A few times a month	At least once a month	A few times a year	Have not visited
Parks	n=723	21%	23%	16%	29%	11%
Trails and pathways/Riverwalk	n=721	11%	17%	18%	40%	14%
Beaches (e.g., Hanna Park, Huguenot Memorial Park)	n=733	11%	18%	15%	48%	9%
Lakes/rivers	n=716	9%	11%	12%	43%	25%
Athletic fields	n=714	7%	7%	6%	33%	47%
Nature preserves	n=712	6%	14%	15%	44%	21%
Recreation Centers/gyms	n=711	5%	7%	4%	17%	67%
Boat launches/ramps	n=719	4%	8%	6%	33%	50%
Golf Course	n=713	3%	2%	2%	17%	77%
Community Centers	n=668	3%	4%	5%	28%	60%
Tennis Centers	n=707	3%	2%	3%	15%	77%
Aquatics Center/pools	n=704	3%	4%	3%	16%	74%
Other	n=178	11%	8%	5%	9%	68%

# Amenity Use - Outdoor

Which of the following amenities does your household use when visiting parks and recreation facilities?  
(Select all that apply)  
Outdoor Facilities

	Invite Survey	Open	Overall
Riverwalks/overlooks/pier	67%	70%	69%
Nature walking/jogging/biking trails	67%	74%	71%
Outdoor Restrooms	63%	65%	64%
Ocean-based recreation (e.g., surfing, fishing)	45%	39%	41%
Playgrounds	43%	47%	46%
Picnic areas/grills/pavilions	42%	37%	39%
Open space or lawn	40%	46%	44%
Fishing piers	32%	21%	25%
Exercise/fitness loop trail	30%	35%	33%
Athletic courts (e.g., basketball, tennis, volleyball, pickleball)	29%	34%	32%
Dog park	28%	28%	28%
Athletic fields (e.g., football, soccer, softball)	27%	30%	29%
Community Garden	26%	26%	26%
Pools	17%	11%	13%
Splash Pad	17%	27%	24%
Concession stand(s)	17%	12%	13%
Outdoor fitness area	13%	15%	14%
Skate Park	13%	11%	12%
None of the above	0%	0%	0%
Other Outdoor Facilities	4%	16%	12%
n=	736	1,581	2,317

- Riverwalks, trails and outdoor restrooms are heavily used and were mentioned by around two thirds of respondents.
- Ocean-based recreation, playgrounds, picnic areas and open space are used by 40%+ of residents.
- Outdoor fitness areas and skate parks are more niche focused and appealed to the smallest groups of respondents.

# Amenity Use - Indoor

With the exception of restrooms, indoor facilities are used by far fewer respondents than the outdoor amenities in the parks system.

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

Indoor Facilities

	Invite Survey	Open	Overall
Indoor Restrooms	46%	43%	44%
Athletic courts (e.g., basketball, tennis, volleyball)	13%	10%	11%
Aquatics center (e.g., indoor pool)	11%	8%	9%
Indoor gymnasium	10%	8%	9%
Meeting rooms	10%	11%	11%
None of the above	7%	26%	20%
Other Indoor Facilities	1%	2%	2%
n=	736	1,581	2,317

Source: RRC



# Transportation to Parks and/or Recreation Facilities

A large majority of both samples use a motor vehicle to visit parks and/or recreation facilities. More than a third of both groups sometimes walk and about a quarter of respondents bike to parks at least occasionally.

When you and/or your household visit parks and/or recreation facilities, which mode(s) of transportation do you typically use? (Select all that apply)

	Invite Survey	Open	Overall
Motor vehicle (e.g., car, motorcycle)	89%	92%	91%
Walking/running	36%	37%	37%
Bicycle	28%	25%	26%
Electric vehicle	4%	4%	4%
Public transportation	3%	2%	2%
Other	3%	2%	2%
N/A– I don't use parks or recreation facilities	2%	0%	1%
n=	740	1,513	2,253

Source: RRC

# CURRENT CONDITIONS

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# Satisfaction with Parks & Rec Offerings

Respondents are mostly positive about facilities and programs. A total of 48% of Invite respondents rated their overall satisfaction with the quality as a 4 or 5 and just 18% said 1 or 2. One third were neutral. The average is 3.4 on the 5-point scale for the Invite sample.

Overall, how satisfied have you been with the quality of parks, facilities, and programs provided by the City of Jacksonville?

	Invite Survey	Open	Overall
1 - Not at all satisfied	5%	5%	5%
2	13%	17%	16%
3	33%	46%	42%
4	35%	28%	30%
5 - Very satisfied	13%	5%	7%
Avg.	3.4	3.1	3.2
n=	725	1,585	2,310

Source: RRC

# Amenity Physical Condition Ratings

More than half of the Invite sample (54%) rated the physical condition of parks facilities as good or excellent with an average rating of 2.6 on a scale of 1-4. The Open link sample is slightly more negative.

Overall, how would you rate the physical condition of the amenities in the parks you have visited?

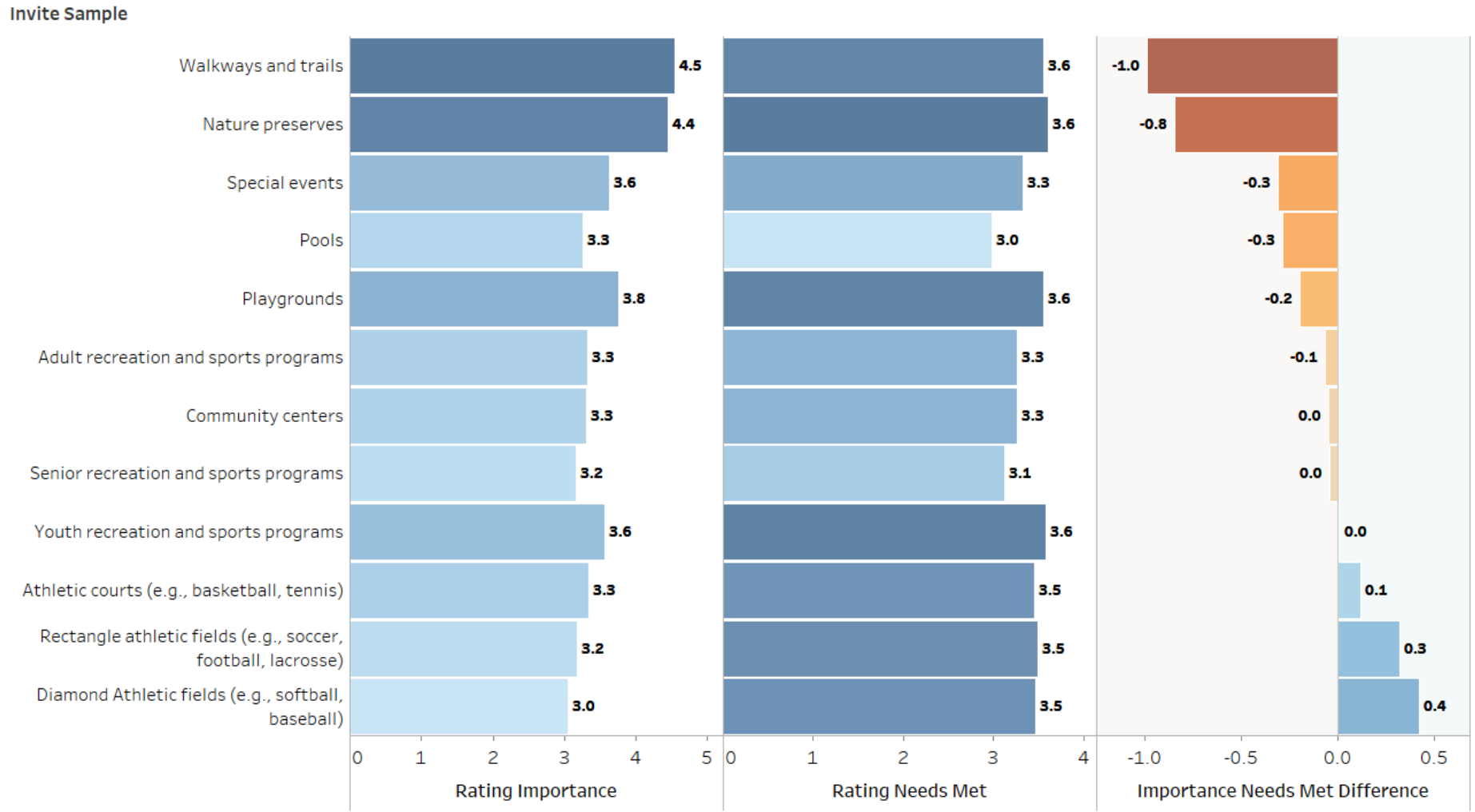
	Invite Survey	Open	Overall
1 - Poor	7%	10%	9%
2 - Fair	39%	46%	43%
3 - Good	44%	41%	42%
4 - Excellent	10%	4%	6%
Avg.	2.6	2.4	2.4
n=	713	1,577	2,290

Source: RRC

# Facilities and Services Importance/Needs Met

## Invite Sample

The graph on the left illustrates the importance of P&R amenities to residents' quality of life. The middle reflects how well needs are being met. On the right is the difference between importance and satisfaction with meeting needs.



Source: RRC

# Changes That Would Increase Usage

What are the most important areas, that if addressed, would increase your use of parks and recreation facilities, programs, and services? (Select all that apply)

	Invite Survey	Open	Overall
Better condition/maintenance of parks or facilities	61%	69%	66%
Additional facilities and amenities	51%	56%	54%
Improved communication about offerings	49%	42%	45%
Additional lighting (e.g., parks, trails, facilities)	49%	50%	50%
More shade	47%	56%	53%
Improved safety and security	45%	42%	43%
Facilities closer to where I live or work	35%	34%	34%
More parking	28%	17%	21%
Better signage/wayfinding	23%	22%	23%
Better accessibility for people with disabilities	20%	18%	19%
Expanded hours of operation	19%	19%	19%
Improved customer service/staff knowledge	19%	13%	15%
Other	11%	20%	17%
n=	701	1,391	2,092

Source: RRC

- Improved maintenance of facilities is the top change staff can make to encourage more visits.
- Half of respondents reported that more facilities, better lighting and improved communication would result in higher use.

# FUTURE NEEDS

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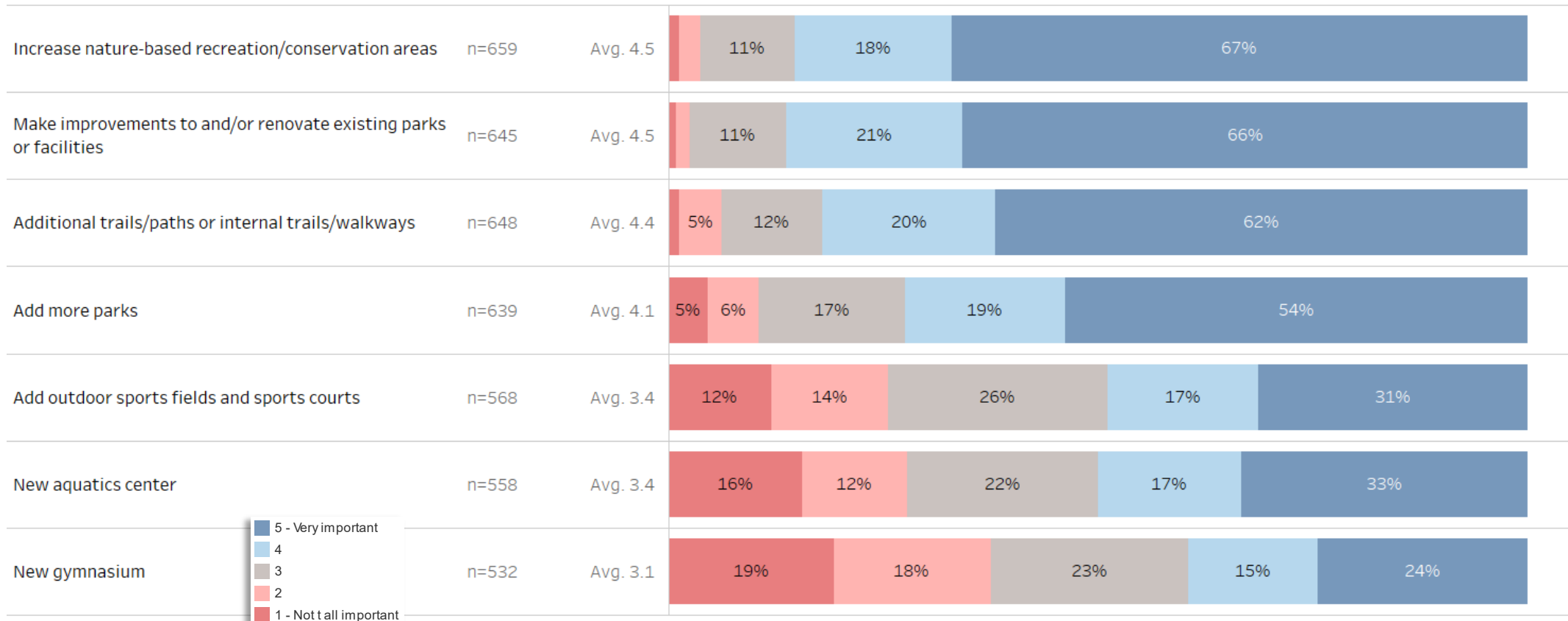


# Future Facilities

## Invite Sample – Slide 1 of 2

Nearly 9 in 10 respondents rate increasing natural areas and improving existing parks facilities as important priorities. 82% want to see additional trails and 73% want more parks added in the city.

What are the most important needs for improvement in Jacksonville parks facilities over the next 5 to 10 years? Please mark the box for how important each of the following future facilities, programs, and services are to you and/or your household.



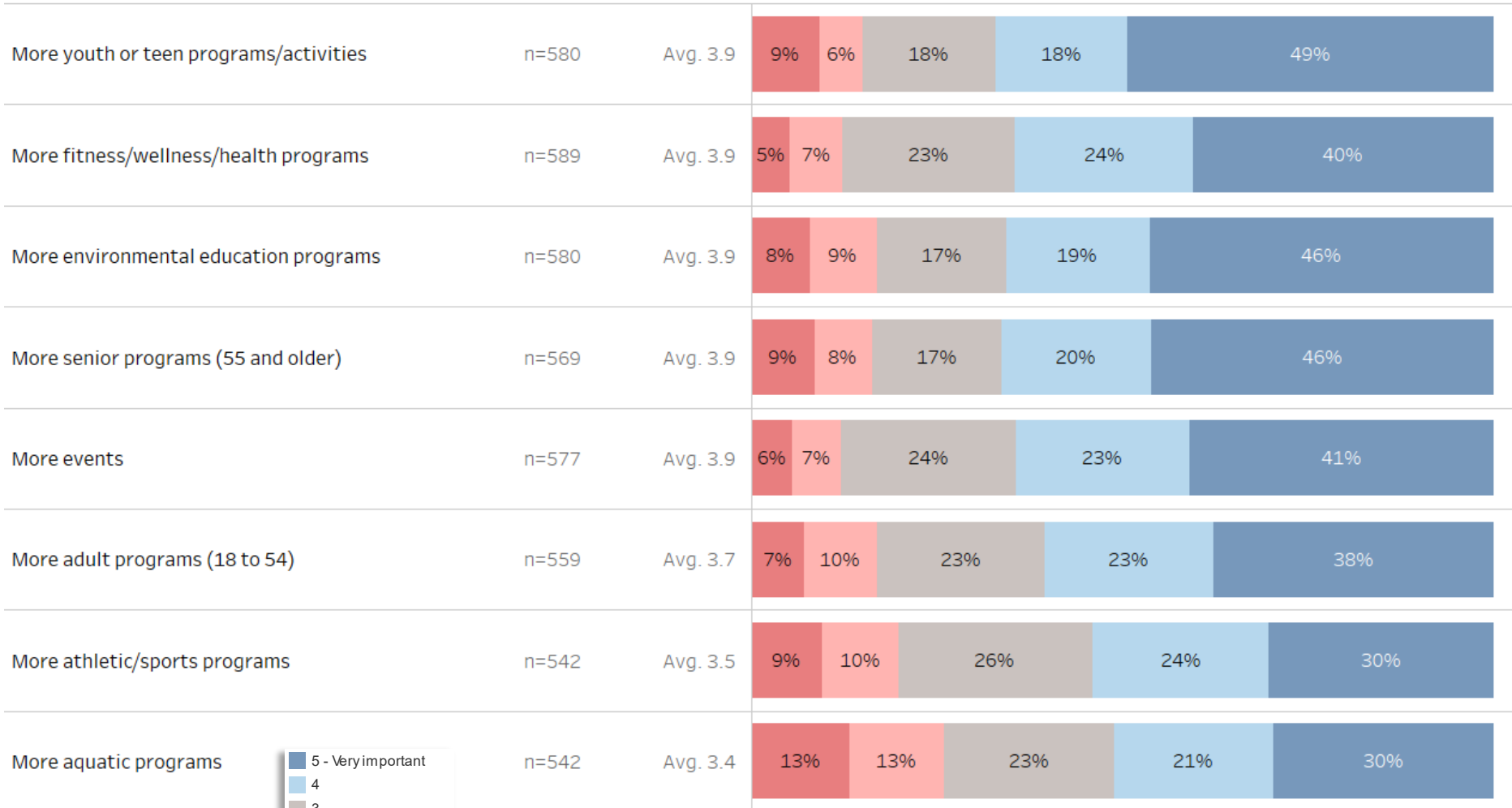
Source: RRC



# Future Programs & Services

## Invite Sample – Slide 2 of 2

What are the most important needs for improvement in Jacksonville parks facilities over the next 5 to 10 years? Please mark the box for how important each of the following future facilities, programs, and services are to you and/or your household.



Source: RRC

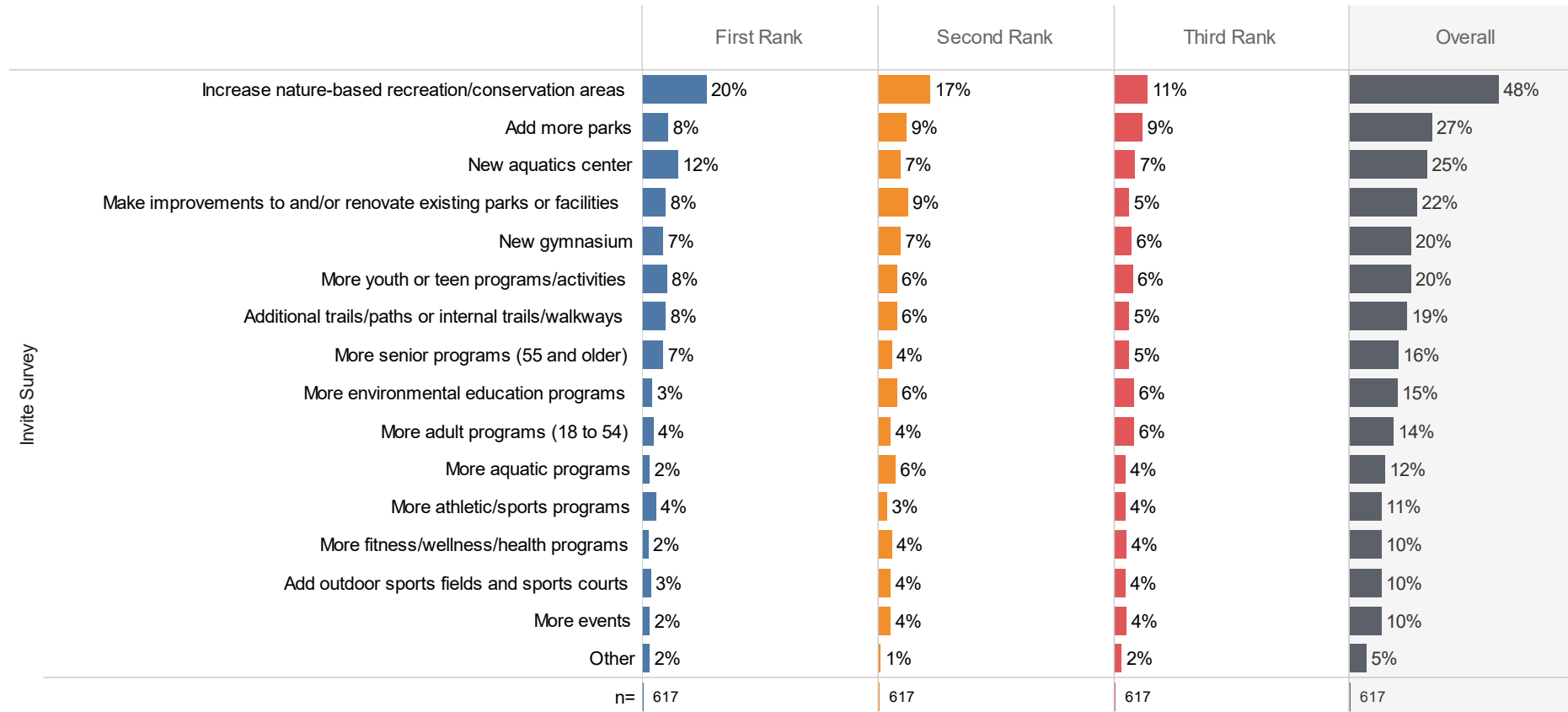
- Five priorities were rated roughly equal as most important with average ratings of 3.9 out of 5:
  - More youth programs
  - More environmental education programs
  - More wellness/health programs
  - More events
  - More senior programs (55 and older)

# Top 3 Priorities

## Invite Sample

When asked to choose 3 priorities from the previous questions, about half of Invite respondents chose nature-based amenities. Adding more parks and a new aquatics center were each picked by about 25% of the sample. This indicates that among supporters of a new aquatics center, passion runs high.

From the list in the previous question, please select the top three highest priority items for you and your household.  
Invite Sample



# RESILIENCE & EQUITY

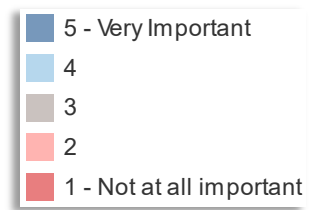
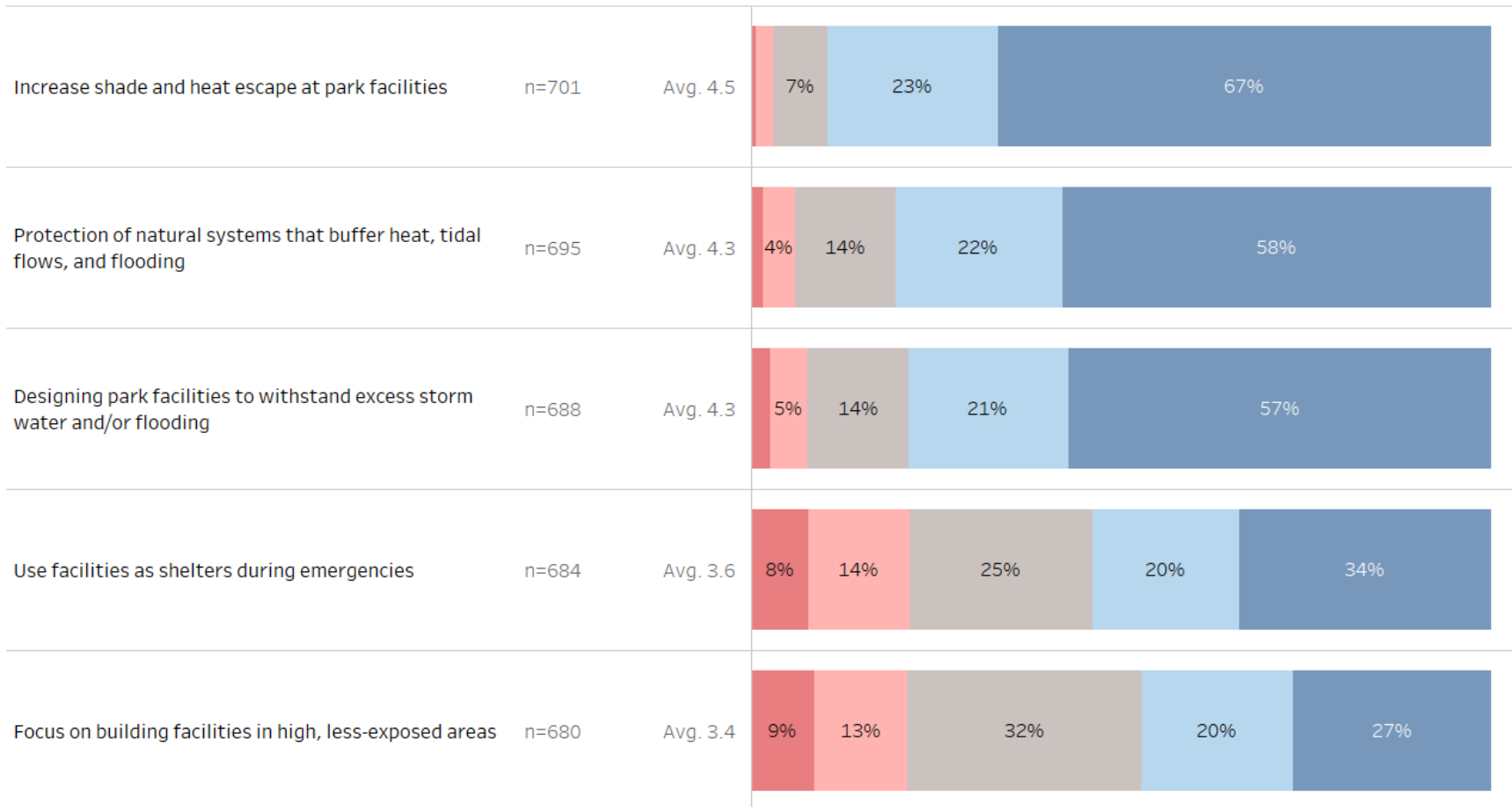
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# Resilience

When thinking about resilience, respondents are clearly concerned about escaping the heat. Protecting parks & facilities from heat and floodwaters are also considered “very important” by more than half of respondents.

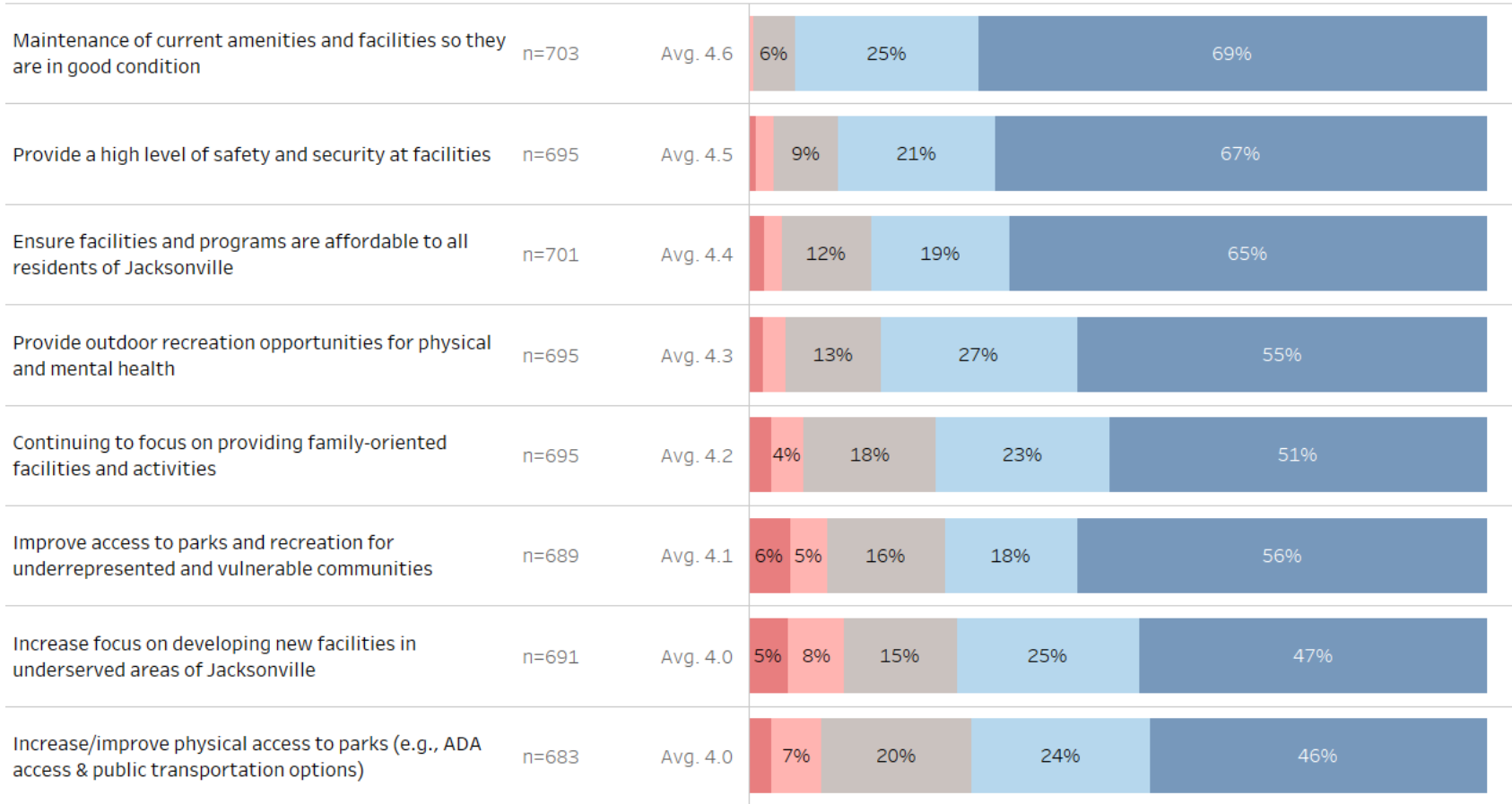
Looking to the future, Jacksonville Parks & Recreation wants to best prepare its parks for possible storms, floods, heat, and increasing use. How important are the following options to you when considering resilience in Jacksonville Parks and Recreation?



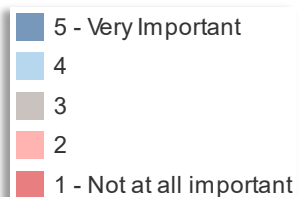
Source: RRC

# Equity

The City of Jacksonville strives to allocate resources to create equal access and opportunities for all community members. How important are the following actions that Jacksonville can take to achieve those goals?



Source: RRC



- Thinking about equity, residents want the City to keep their current amenities in good condition as well as assure their safety and security while using them.
- They also want a focus on affordability and enhancing physical and mental health.
- Note that none of the options rated less than an average of 4 on a 5-point scale.

# COMMUNICATION

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# Current Communication Methods

Currently, most Invite respondents receive information on parks & recreation via word of mouth. However, social media, local media outlets and the City’s website are also important ways for residents to stay informed.

How do you currently receive information on parks and recreation facilities, programs, and services offered by Jacksonville Parks & Recreation? (Select all that apply)

	Invite Survey	Open	Overall
Word of mouth	64%	58%	60%
Social media (e.g., Facebook, Instagram, Twitter)	41%	60%	53%
Local media (e.g., TV, radio, newspaper)	37%	32%	34%
The City of Jacksonville website	31%	28%	29%
At the recreation facility/program location	24%	19%	21%
Activity guide/brochure	17%	7%	11%
Flyers/posters at businesses	16%	8%	11%
Email	13%	16%	15%
School email/newsletter	6%	2%	4%
Other	12%	6%	8%
n=	692	1,261	1,953

Source: RRC

# Preferred Communication

The most preferred methods of communication are email and social media followed distantly by the City of Jacksonville website. The Open link sample has a much stronger preference towards social media.

What is the preferred way for you to receive information on parks and recreation facilities, programs, and services?

	Invite Survey	Open	Overall
Email	27%	25%	26%
Social media (e.g., Facebook, Instagram, Twitter)	25%	46%	39%
The City of Jacksonville website	12%	10%	11%
Local media (e.g., TV, radio, newspaper)	11%	7%	9%
Activity guide/brochure	10%	4%	6%
Word of mouth	5%	2%	3%
Flyers/posters at businesses	3%	1%	2%
At the recreation facility/program location	2%	2%	2%
School email/newsletter	1%	1%	1%
Other	4%	1%	2%
n=	601	1,261	1,862

Source: RRC



# SUMMARY OF KEY FINDINGS

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# KEY FINDINGS

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**Overall, respondents are happy with Jacksonville parks facilities and programs.**

Respondents to the Invite survey rated their satisfaction with the system 3.4 on a scale of 5-point scale where 3 is average.



**Physical condition of facilities is also highly rated.** Half of the Invite sample rated the physical condition of the amenities they use as good or excellent. The average rating is 2.6 on a scale of 1-4, with 4 being “excellent.” The Open link sample is slightly less satisfied with the condition of facilities which is typical with this sample type.



**Parks, trails, Riverwalk and beaches are the most frequently used City facilities.** 44-60% of Invite respondents visit these venues at least once per month. Two thirds say their household members use outdoor trails, and waterside amenities. People were the least likely to utilize public golf, tennis and pool facilities in Jacksonville.

# KEY FINDINGS

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**Looking at indoor facilities, respondents use them far less than outdoor venues.** Aside from public restrooms, just 13% of respondents use indoor athletic courts, 11% visit indoor pools and 10% utilize indoor gymnasiums.



**Better maintenance of parks & facilities would increase usage according to 60% of Invite respondents.** About half said that new facilities, improved communication and additional lighting would increase how often they utilize facilities and programs. Other factors cited by just under half of respondents include more shade and improving security.



**For access, personal vehicles are the dominant mode of transportation (89%) for the Invite sample.** However, 36% visit on foot at least occasionally and 28% use a bicycle for some visits. Just 3% said they have ridden public transit to get to a venue.

# KEY FINDINGS

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**Top resident priorities for the future include expanding natural areas, adding more trails and improving existing parks.** While not as broadly supported, there is clearly interest from users of outdoor athletic fields and courts for adding more of those facilities in Jacksonville.



**Escaping heat is important.** When asked about resilience, respondents' top priority is to increase shade and other options to escape heat at park facilities. Two thirds rated this priority as a 5 out of 5, or "very important."



**Regarding equality of access, respondent priorities are focused on keeping existing facilities in good condition.** They also emphasize the need to ensure they are safe and that programs remain affordable to all residents of the city.



**The preferred channels for information and updates are digital. Email and social media top the list followed by the City's website.** Only 5% prefer word of mouth but that is currently how most people stay up to date about parks & recreation.



**RRC**

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