



VILLAGE OF KEY BISCAYNE

Office of the Village Manager

Village Council
Robert L. Vernon, *Mayor*
Jorge E. Mendia, *Vice Mayor*
Michael Davey
Enrique Garcia
Steve Liedman
Thomas Thornton
Patricia Weinman

Village Manager
Jacqueline R. Menendez

DT: January 2, 2007

TO: Honorable Mayor and Council Members

FR: Jacqueline R. Menendez, Village Manager

**RE: PARKS AND RECREATION
CUSTOMER SATISFACTION AND
NEEDS ASSESSMENT SURVEY**

RECOMMENDATION

The Village of Key Biscayne contracted with Leisure Vision in November of 2006 to conduct a customer satisfaction and needs assessment survey. The completed 2006 survey was then compared to the 2002 survey to evaluate how the parks and recreation priorities have changed since 2002 and the impact of the addition of the Community Center.

BACKGROUND

In May of 2002 the Village of Key Biscayne received the results of the parks & recreation survey. The goal of the first survey was to assess the parks and recreation needs of Key Biscayners. The survey was also charged with finding out if there was a need for a community center. If there was a need what amenities would people use and how often. Finally, how much would they be willing to pay to use the facility?

In late 2006 staff and the Community Center Advisory Board agreed to follow the recommendation from the original Community Center Committee that a survey be conducted approximately every five years to continually assess the needs of the Community.

The scope of the 2006 survey was modified to update the parks and recreation needs assessment while also providing valuable use and satisfaction information for the Community Center and other parks and recreation priorities.

Please find the following attachments:

- Exhibit A: 2006 Customer Satisfaction & Needs Assessment Survey
- Exhibit B: 2002 – 2006 Benchmarking and Trends Comparison

“EXHIBIT A”
Community Attitude and Interest Survey

Executive Summary of Citizen Survey Results

Overview of the Methodology

Leisure Vision conducted a Parks and Recreation Customer Satisfaction and Needs Assessment Survey for the Village of Key Biscayne during November of 2006 to help understand usage and satisfaction with the Key Biscayne Community Center and other parks and recreation priorities in the community. The survey was designed to obtain statistically valid results from households throughout the Village of Key Biscayne. The survey was administered by phone.

Leisure Vision worked extensively with the Village of Key Biscayne officials in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to the Village of Key Biscayne.

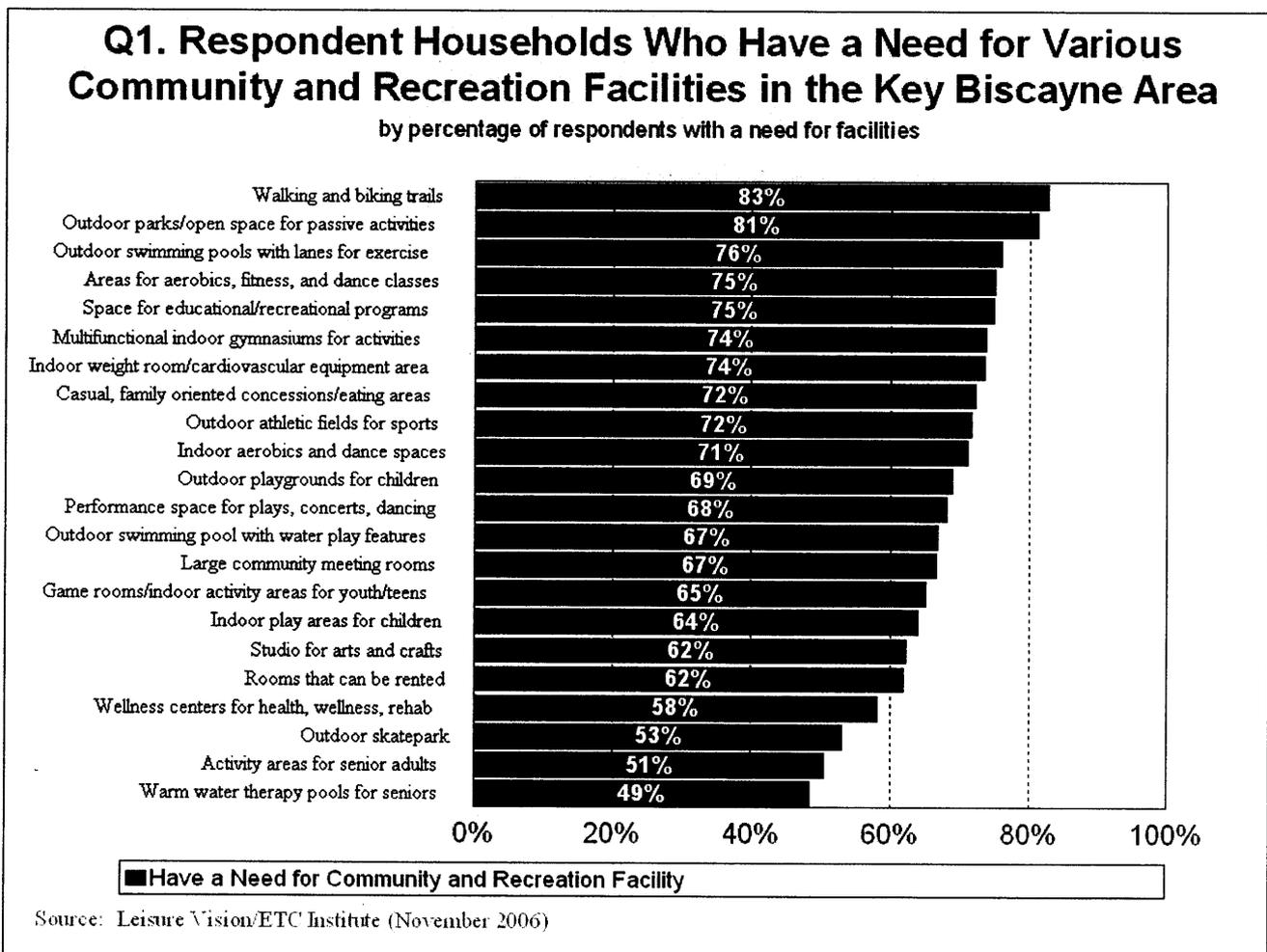
The goal was to complete at least 400 phone surveys. This goal was reached with a total of 404 surveys being completed. The results of the random sample of 404 households have a 95% level of confidence with a precision of at least +/-5%.

The following pages summarize major survey findings:

Respondent Household Needs for Community and Recreation Facilities

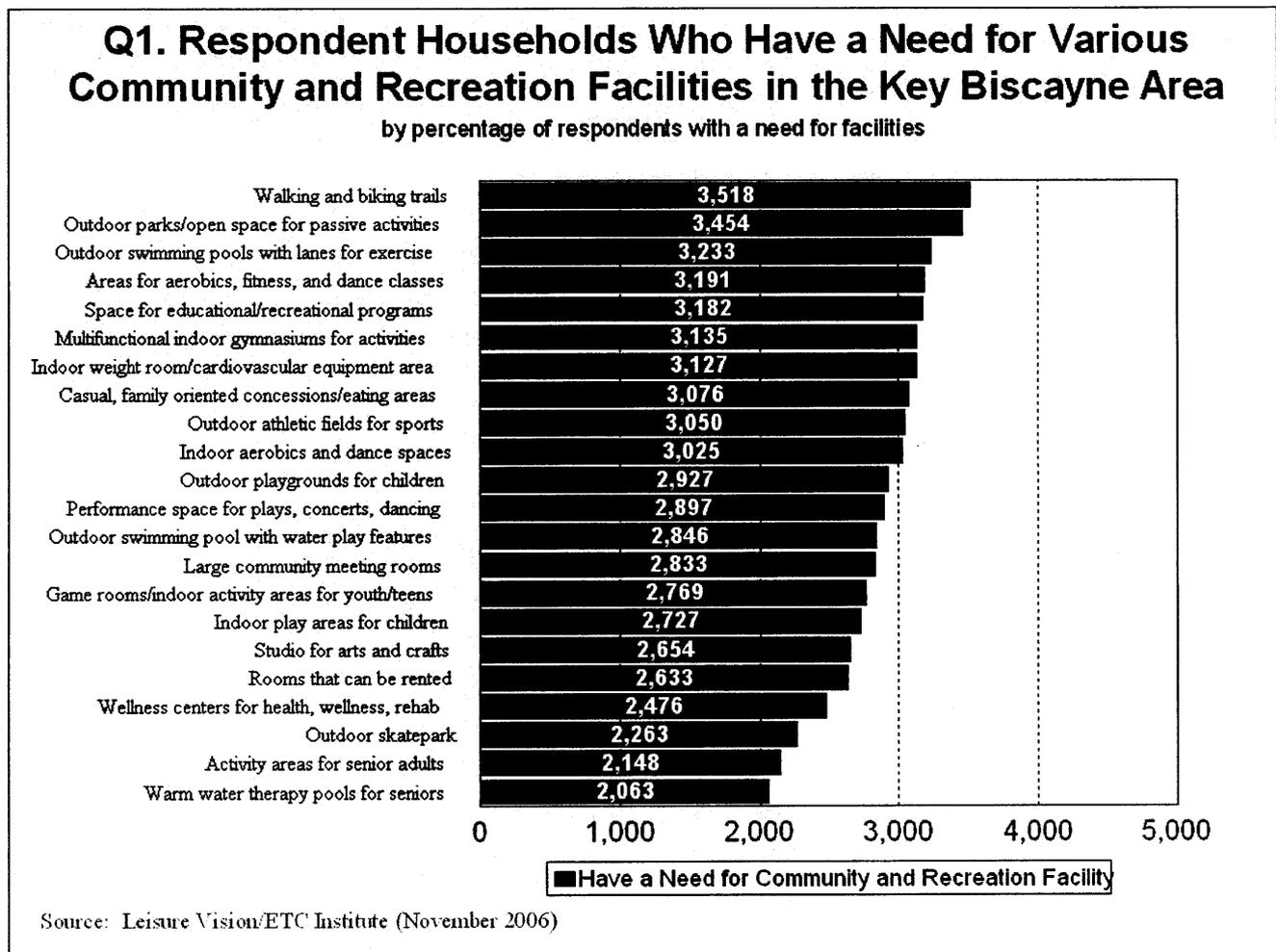
From a list of 22 existing community and recreational facilities, respondents were asked to indicate all the existing community and recreational facilities members of their household had a need for. The following summarizes key findings:

- **Walking and biking trails (83%) was the existing community and recreational facility that the highest percentage of household respondents had a need for in the Key Biscayne area.** There were four other community and recreational facilities that 75% or more of households had a need for including: outdoor parks/open space for passive activities (81%), outdoor swimming pools with lanes for exercise (76%), areas for aerobics, fitness and dance classes (75%), and space for educational or recreational programs and small group meetings (75%).



Respondent Household Needs for Community and Recreation Facilities

From the list of 22 existing community and recreational facilities respondents were asked to indicate which ones they and members of their household have a need for. The graph below summarizes key findings on the previous page by the number of households having a need for various community and recreational facilities in the Village of Key Biscayne, based on 4,254 households in Key Biscayne.



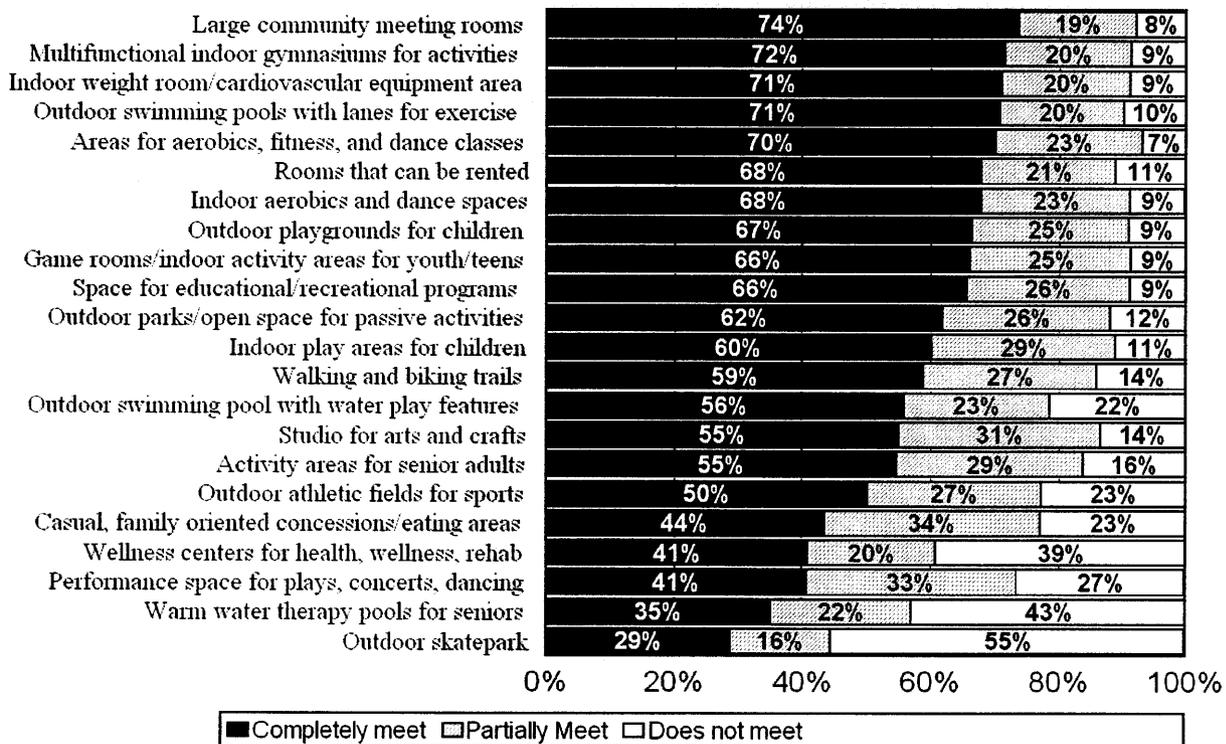
How Well Existing Facilities Meet Respondent Household Needs

From the list of 22 existing recreational facilities, respondents were asked to indicate how well each facility meets the needs of their household. The following summarizes key findings:

- 17 of the 22 parks and recreational facilities had at least 50% of respondents indicate that the facility “100%” meets the needs of their household. The facilities that had the highest percentage of respondents indicate that the facility completely meets their needs includes: large community meeting rooms (74%), multifunctional indoor gymnasiums for activities (72%), indoor weight room/cardiovascular equipment area (71%), outdoor swimming pools with lanes for exercise (71%), and areas for aerobics, fitness, and dance classes (70%).

Q1. How Respondent Households Rate How Well Community and Recreation Facilities in the Key Biscayne Area Meet Their Needs

by percentage of respondents with a need for facilities



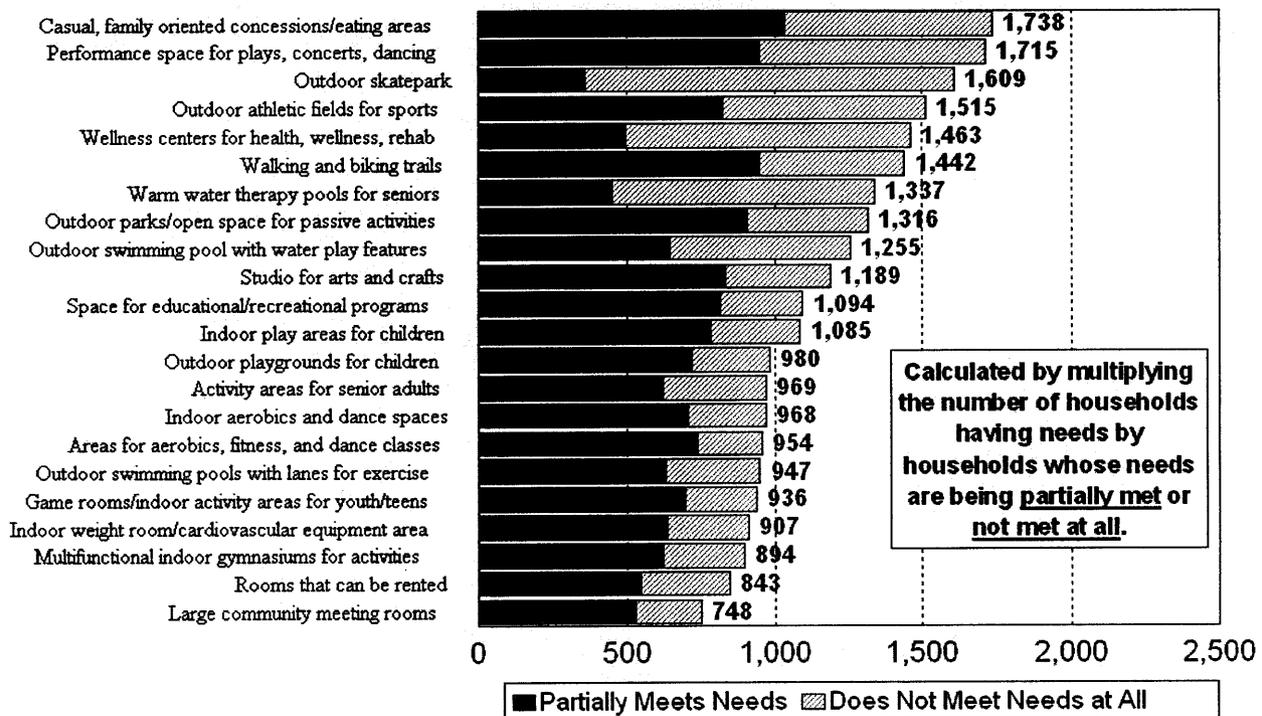
Source: Leisure Vision ETC Institute (November 2006)

Key Biscayne Households with Their Needs Not Being Met

From the list of 22 parks and recreation facilities, respondent households that have a need for facilities were asked to indicate how well those facilities meet their needs. The graph below shows the estimated number of households in the Village of Key Biscayne whose needs for facilities are only partially being met or not being met at all, based on 4,259 households in the Village.

Q1. Estimated Number of Households in the Village of Key Biscayne Whose Needs for Parks and Recreation Facilities Are Only Being Partially Met or Not Met at All

by number of households based on 4,259 households in the Village of Key Biscayne (Source 2000 US Census)



Source: Leisure Vision/ETC Institute (November 2006)

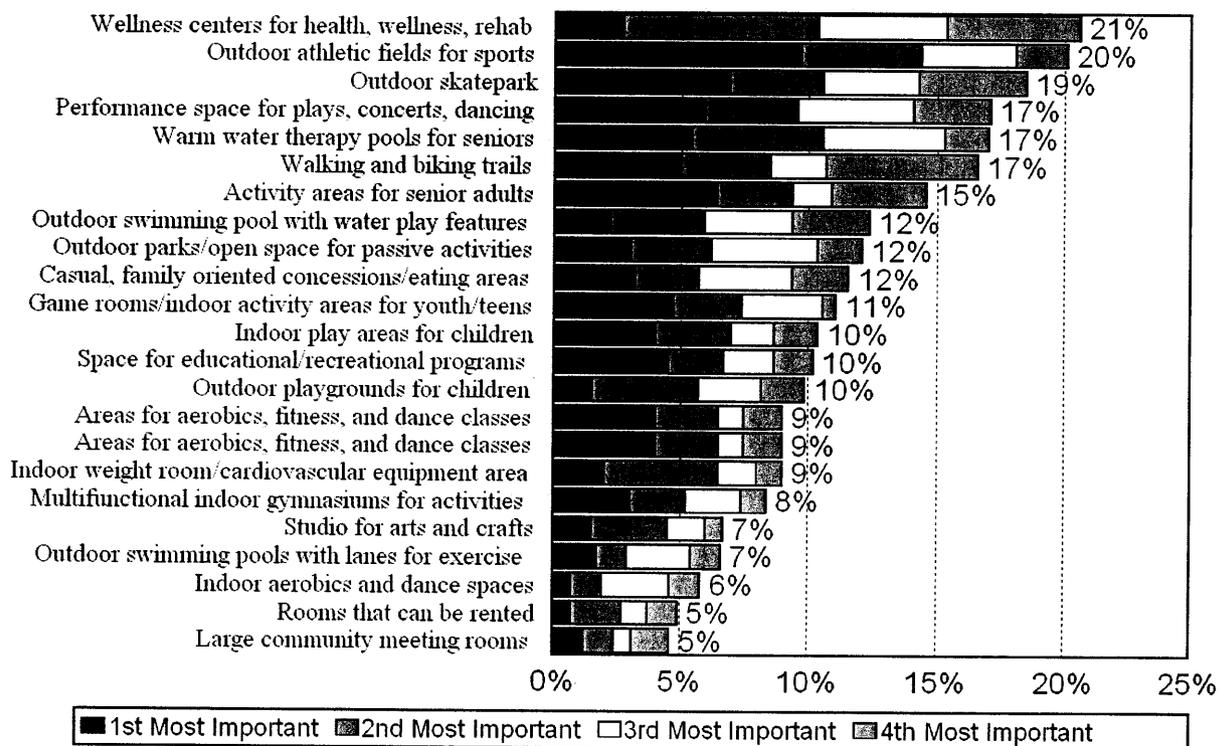
New Parks and Recreation Facilities That Are Most Important to Develop

From the list of 22 facilities, respondents were asked what four of these facilities would be the most important to develop. The following summarizes key findings:

- Wellness centers for health, wellness, and rehab (21%), outdoor athletic fields for sports (20%), and outdoor skatepark (19%) were the top three choices that respondents felt would be most important to develop.** Other facilities that more than 15% of respondents indicated would be most important to develop include: performance space for plays, concerts, and dancing (17%), warm water therapy pool for seniors (17%), and walking and biking trails (17%).

Q2. What New Facilities Respondent Households Feel Would be the Most Important to Develop

by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (November 2006)

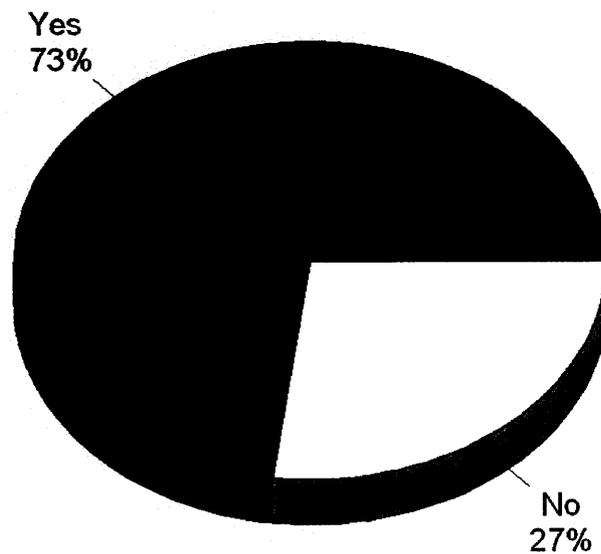
Respondent's Use of Key Biscayne Community Center

Respondents were asked whether they or members of their household used the Village of Key Biscayne Community Center during the last 12 months. The following summarizes key findings:

- **Seventy-three percent (73%) of respondent households have used the Village of Key Biscayne Community Center in the last 12 months.**

Q3. Whether Respondent Households Used The Village of Key Biscayne Community Center During the Past 12 Months

by percentage of respondent households that have visited Key Biscayne's Major parks in the past 12 months



Source: Leisure Vision/ETC Institute (November 2006)

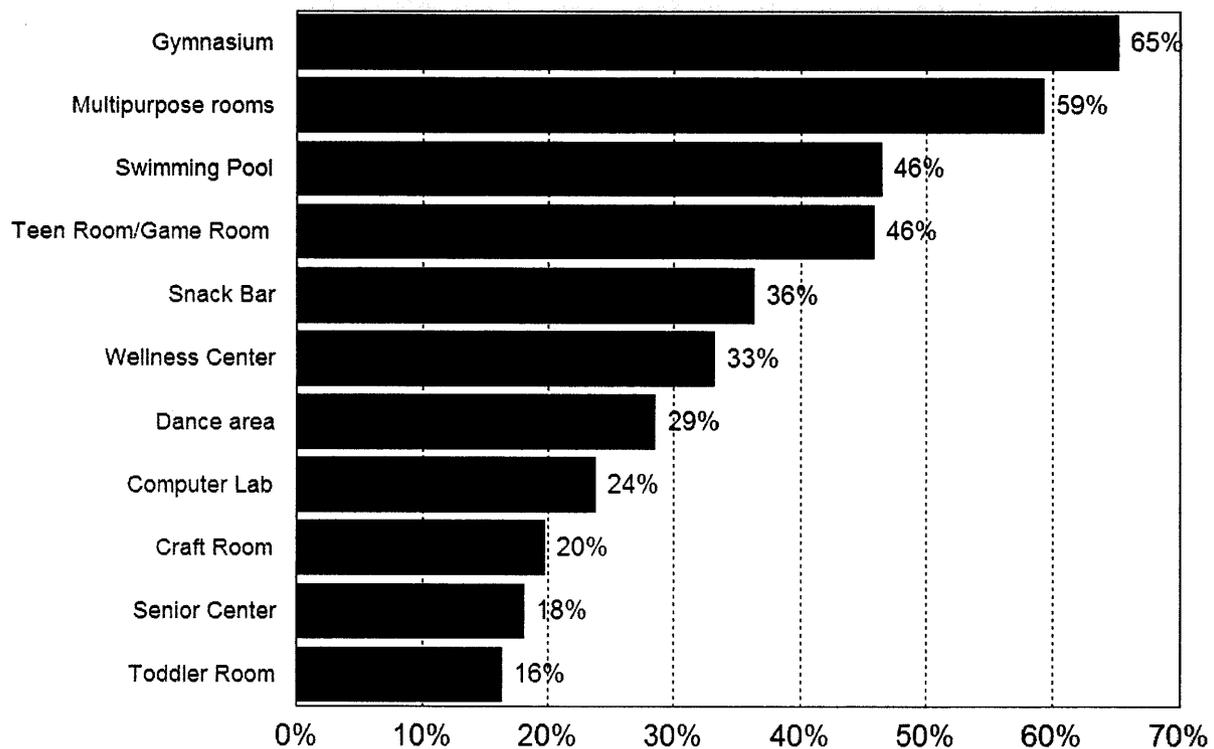
Major Areas Respondents Used in the Key Biscayne Community Center

Respondents were asked which of 11 major areas of the Key Biscayne Community Center members of their household had used during the past 12 months. The following summarizes key findings:

- **The gymnasium (65%) was the major area of the Key Biscayne Community Center that respondent households used the most during the past 12 months.** Other major areas of the Key Biscayne Community Center that at least 40% of respondent households used include: multipurpose rooms (59%), swimming pool (46%) and teen room/game room (46%).

Q.4 What Major Areas in the Village of Key Biscayne Community Center Members of Respondent Households Have Used During the Past 12 Months

by percentage of respondents (multiple choices could be made)



Source: Leisure Vision ETC Institute (November 2006)

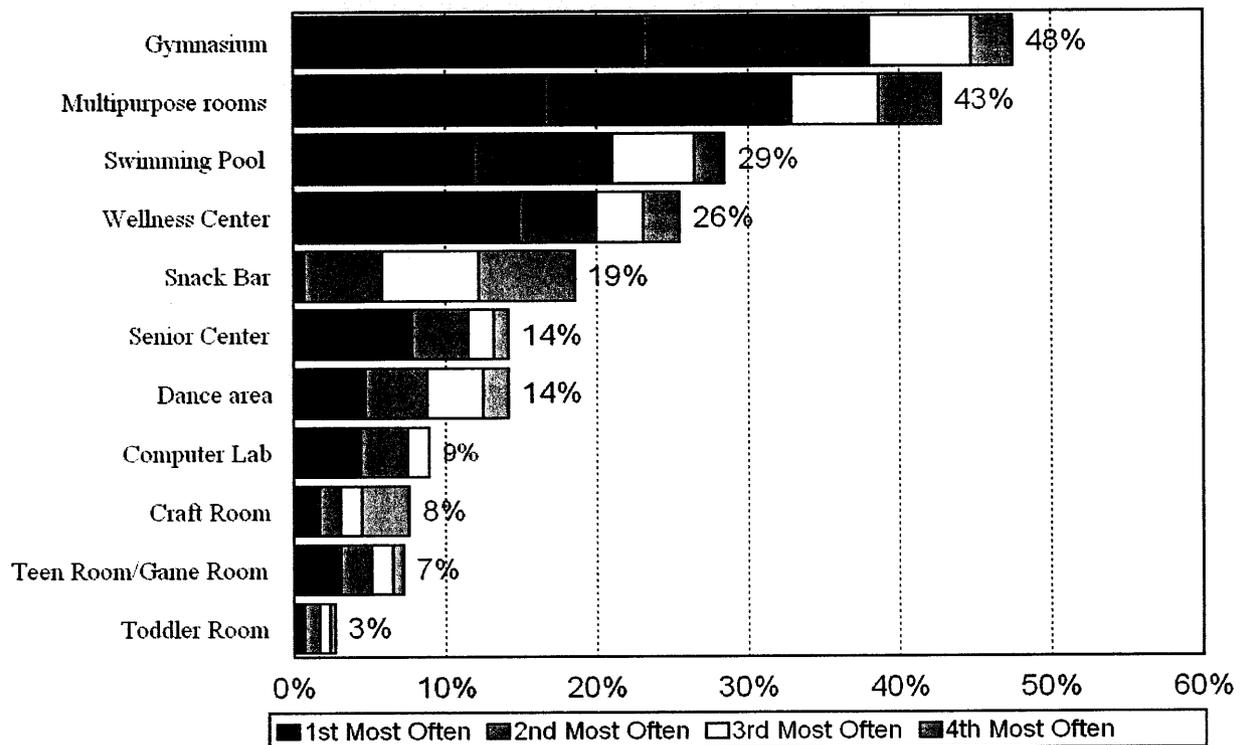
Facilities Used Most Often by Adults Age 18 and Older

From the list of 11 major areas in the Key Biscayne Community Center respondents in were asked to select the four areas respondent household members ages 18 and older used the most often. The following summarizes key findings:

- **Gymnasium (48%) is the major area that respondent household members ages 18 and older use the most often, based on the sum of their top four choices.** Other major areas that at least 25% of respondent household members ages 18 and older use the most include: multipurpose rooms (43%), swimming pool (29%) and the wellness center (26%). It should also be noted that the gymnasium had the highest percentage of being selected as the respondents' first choice.

Q5. Facilities Respondent Household Members Age 18 and Older Use the Most Often

by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (November 2006)

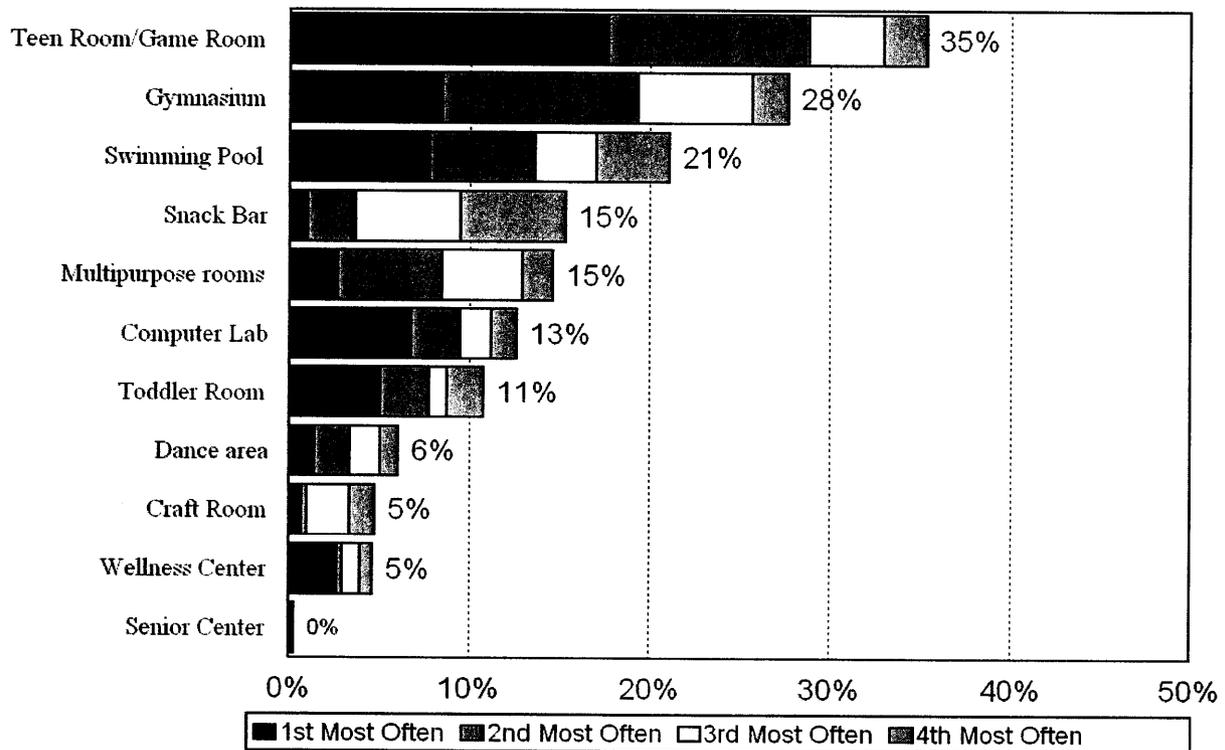
Facilities Used Most Often by Youth Ages 0-17

From the list of 11 major areas in the Key Biscayne Community Center respondents were asked to select the four areas respondent household members who were under 18 used most often. The following summarizes key findings:

- **Teen room/game room (35%) is the major area that respondent household members under 18 years of age use most often based on the sum of their top four choices.** Other major areas that at least 20% of respondent household members under age 18 use the most include: gymnasium (28%) and swimming pool (21%). It should also be noted that the teen room/game room had the highest percentage of being selected as the respondents' first choice.

Q6. Facilities Respondent Household Members Under 18 Years of Age Use the Most Often

by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (November 2006)

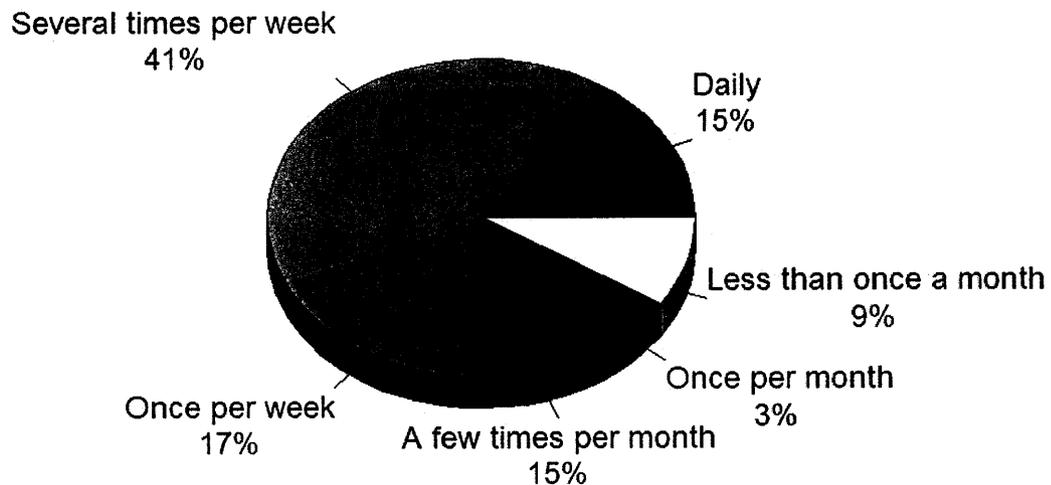
Use of Key Biscayne Community Center

From a list of six options, respondents were asked to indicate how often members of their household use the Key Biscayne Community Center. The following summarizes key findings:

- **Several times per week (41%) was the highest percentage of times respondents indicated members of their households used the Key Biscayne Community Center.** 15% of respondent households indicated using the Key Biscayne Community Center daily, while 17% indicated using the community center once per week. In addition, 15% of respondent household indicated using the Key Biscayne Community Center a few times per month, with 3% using it once per month and 9% less than once per month.

Q7. How Often Respondent Households Use the Village of Key Biscayne Community Center

by percentage of respondents



Source: Leisure Vision/ETC Institute (November 2006)

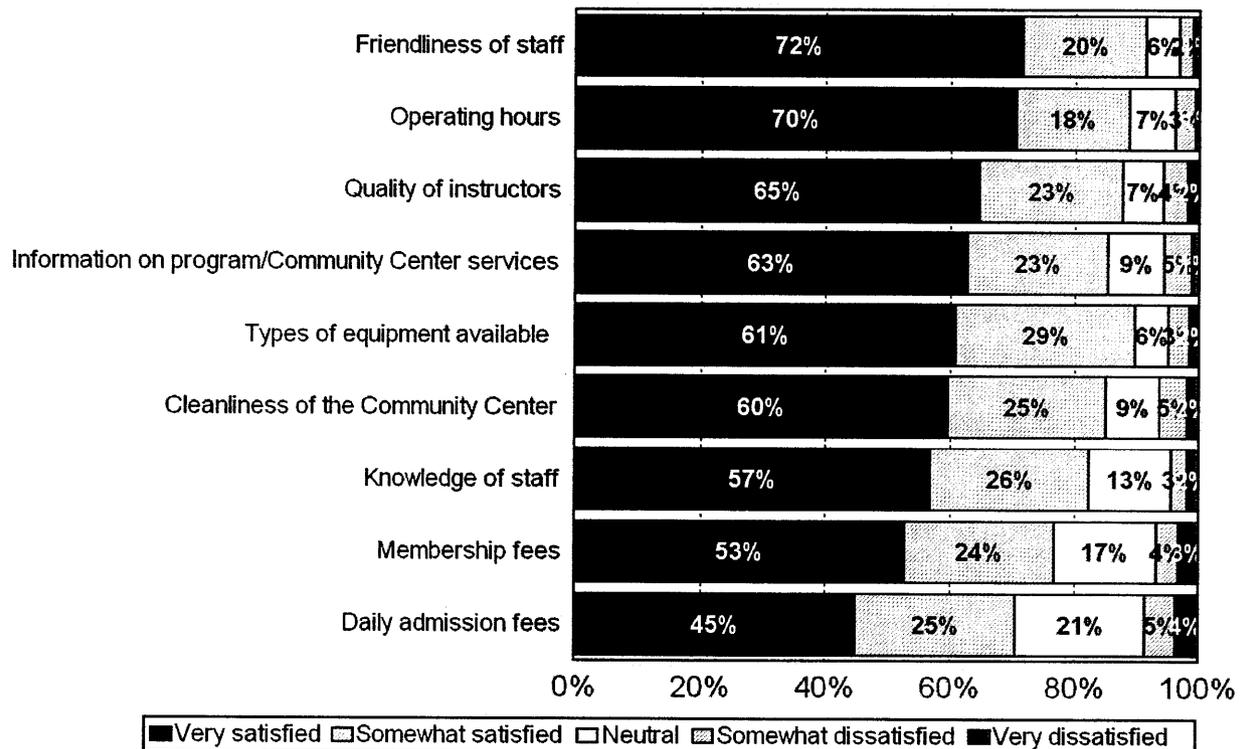
Level of Satisfaction with Services Provided by Key Biscayne Community Center

From a list of 9 services provided by the Key Biscayne Community Center, respondents were asked to indicate their level of satisfaction with each one. The following summarizes key findings:

- **Friendliness of staff (72%) had the highest percentage of respondents indicate being very satisfied with the service.** Other services provided at the Key Biscayne Community Center that more than 60% of respondents indicated they were very satisfied with included: operating hours (70%), quality of instructors (65%), information on programs/Community Center services (63%) and types of equipment available (61%). It is important to note that in 8 out of the 9 service areas, at least 50% of respondents indicated being very satisfied.

Q8. How Satisfied Respondents Are With the Services Provided at the Village of Key Biscayne Community Center

by percentage of respondents



Source: Leisure Vision ETC Institute (November 2006)

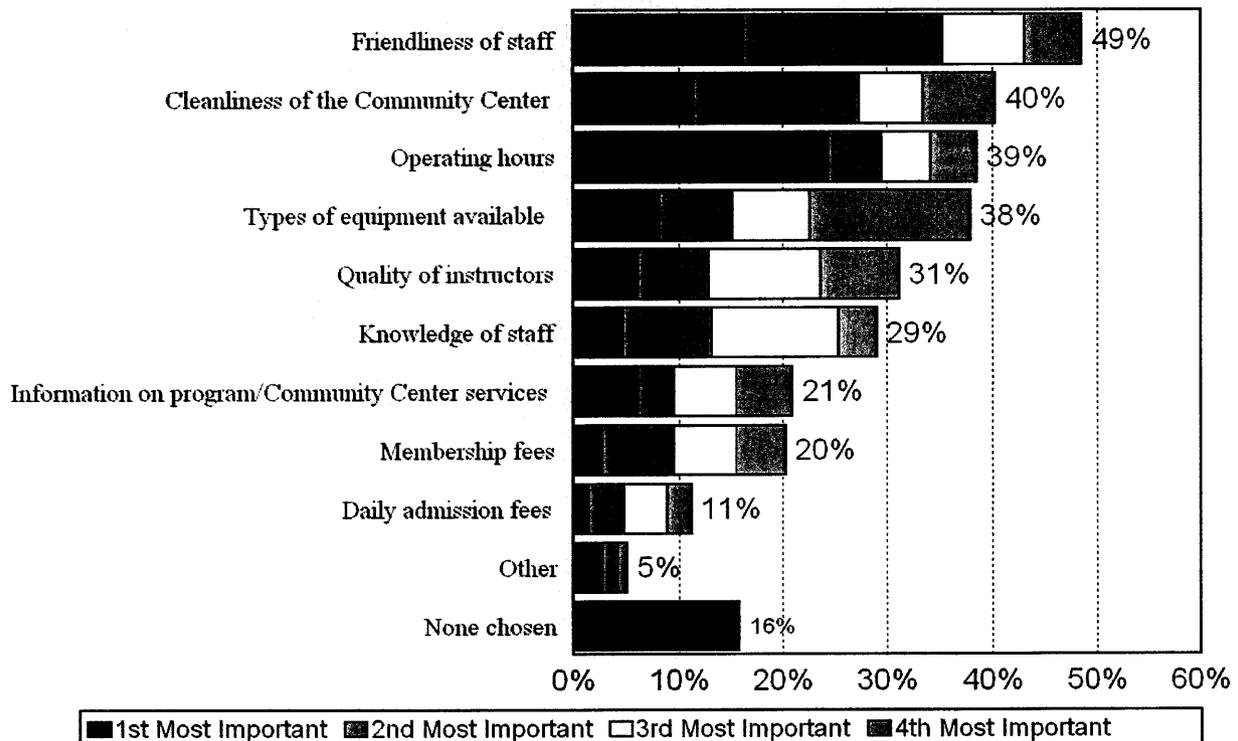
Most Important Services Provided by Community Center

From a list of 9 services provided by the Village of Key Biscayne Community Center, respondents were asked to indicate which services were most important to their enjoyment of the Community Center. The following summarizes key findings:

- **Friendliness of staff (49%) had the highest percentage of respondents indicate that the service was most important to their enjoyment of the Key Biscayne Community Center based on a sum of their top 4 choices.** Other services provided at the Key Biscayne Community Center that more than 30% of respondents indicated being most important to their enjoyment of the Key Biscayne Community Center included: cleanliness of the Community Center (40%), operating hours (39%), types of equipment available (38%), and quality of instructors (31%). It should also be noted that operating hours had the most respondents indicate it as their first choice as the service that is most important to their enjoyment of the Key Biscayne Community Center.

Q9. What Services Are Most Important to Respondent's Enjoyment of the Village of Key Biscayne Community Center

by percentage of respondents who selected the item as one of their top four choices

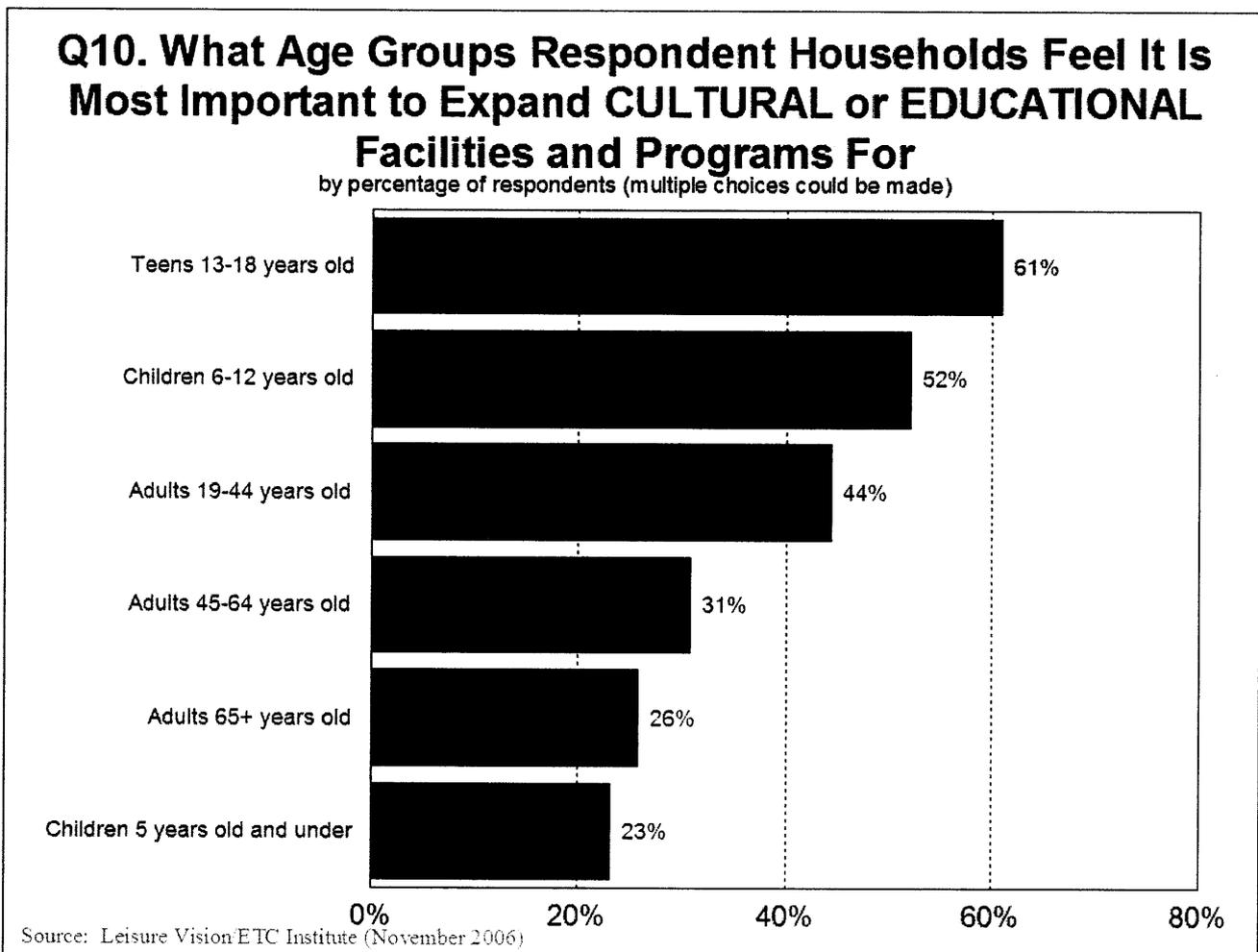


Source: Leisure Vision/ETC Institute (November 2006)

Expansion of Cultural and/or Education Facilities and Programs for Various Age Groups

From a list of 6 age groups, respondents were asked which age group respondent households feel it is most important to expand cultural or educational facilities and programs for. The following summarizes key findings:

- **Sixty-one percent (61%) of respondent households feel that teens (ages 13-18 years) are the age group that it is the most important to expand cultural or educational facilities and programs for.** Fifty-two percent (52%) said that children (ages 6-12) were an important group to expand cultural or educational facilities and programs for and forty-four percent (44%) said adults (ages 19-44) were an important group to expand cultural or educational facilities and programs for.



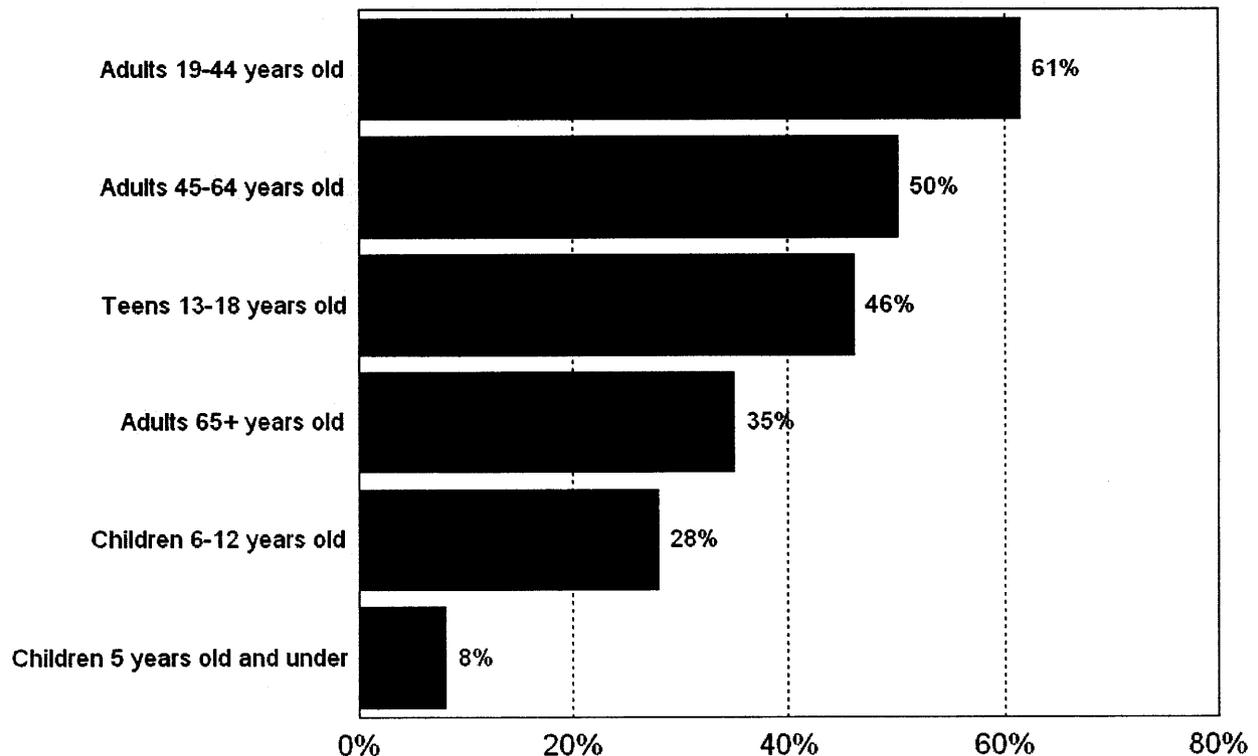
Expansion of Fitness Facilities and Programs for Various Age Groups

From a list of 6 age groups, respondents were asked what age group respondent households feel is most important to expand fitness facilities and programs for. The following summarizes key findings:

- **Sixty-one percent (61%) of respondent households feel that adults (ages 19-44 years) are in the most need for expansion of programs.** Fifty percent (50%) said that adults (ages 45-64) were in need and forty-six percent (46%) said teens (ages 13-18) were in need of expansion of facilities and programs.

Q11. What Age Groups Respondent Households Feel Is Most Important to Expand FITNESS Facilities and Programs For

by percentage of respondents (multiple choices could be made)

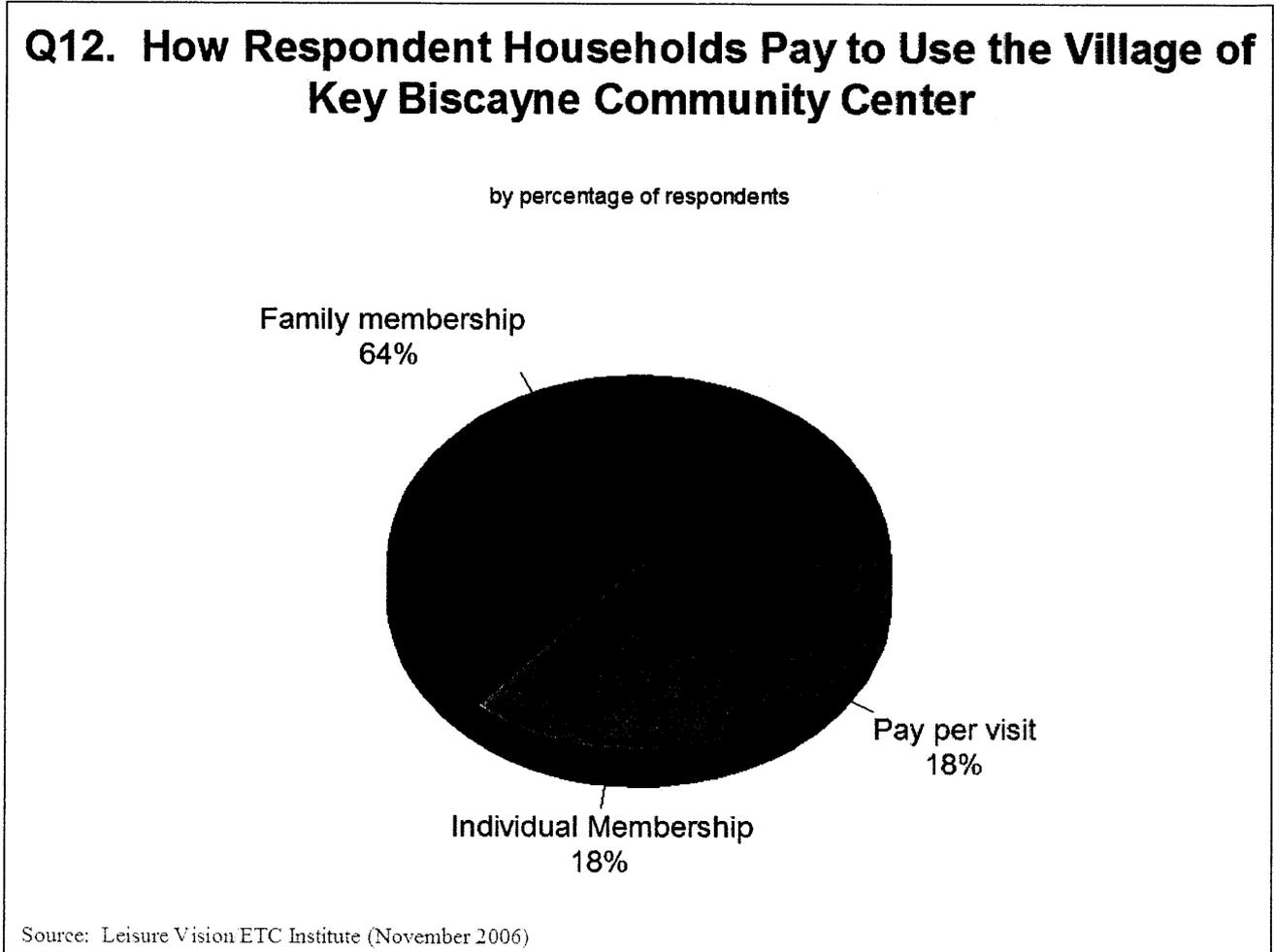


Source: Leisure Vision/ETC Institute (November 2006)

Payment for Usage of Key Biscayne Community Center

Respondents were asked how they pay to use the Key Biscayne community center. The following summarizes key findings:

- **Sixty-four percent (64%) of respondent households have family memberships.** Eighteen percent (18%) have individual memberships, and eighteen percent (18%) pay per visit.



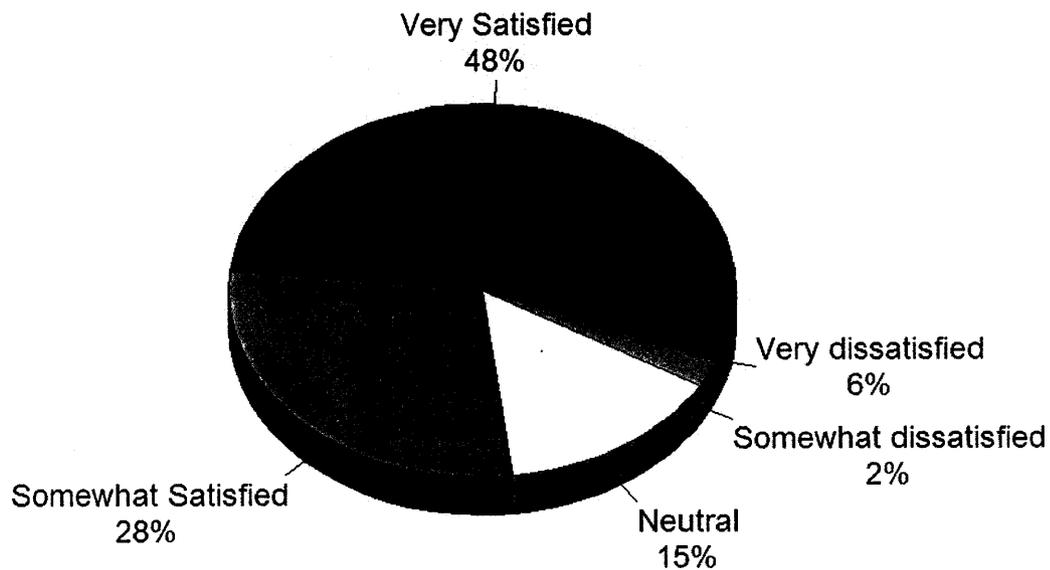
Level of Satisfaction with Overall Value Received from the Key Biscayne Community Center

Respondents were asked to indicate how satisfied they are with the overall value they receive from the Village of Key Biscayne Community Center. The following summarizes key findings:

- **Seventy-six percent (76%) of respondents were either very satisfied (48%) or somewhat satisfied (28%) with the overall value they receive from the Village of Key Biscayne Community Center.** Only eight percent (8%) of respondents are either somewhat dissatisfied (2%) or very dissatisfied (6%). It should also be noted that fifteen percent (15%) were neutral.

Q13. Respondent Household's Satisfaction With the Overall Value They Receive From The Village of Key Biscayne Community Center

by percentage of respondents

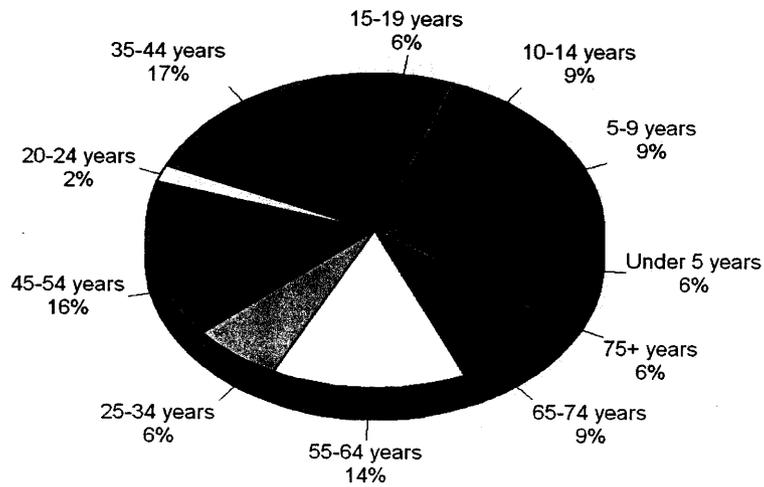


Source: Leisure Vision/ETC Institute (November 2006)

Demographics

Q15. Demographics: Age Groups of All People Living in Respondent Households

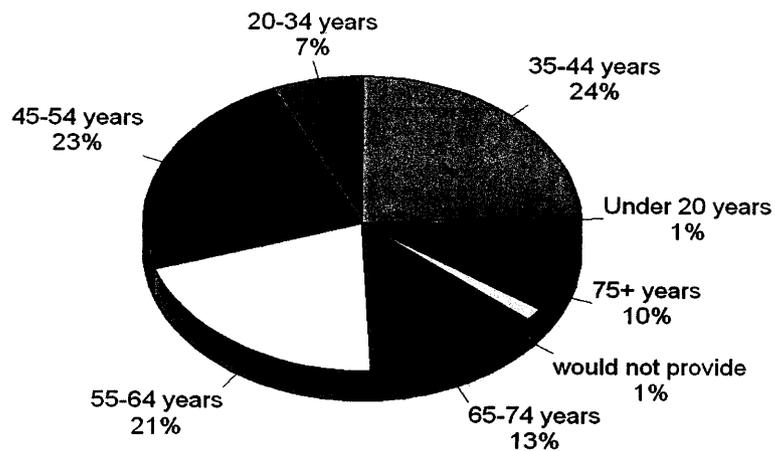
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision.ETC Institute (November 2006)

Q16. Demographics: Age of Respondents

by percentage of respondents

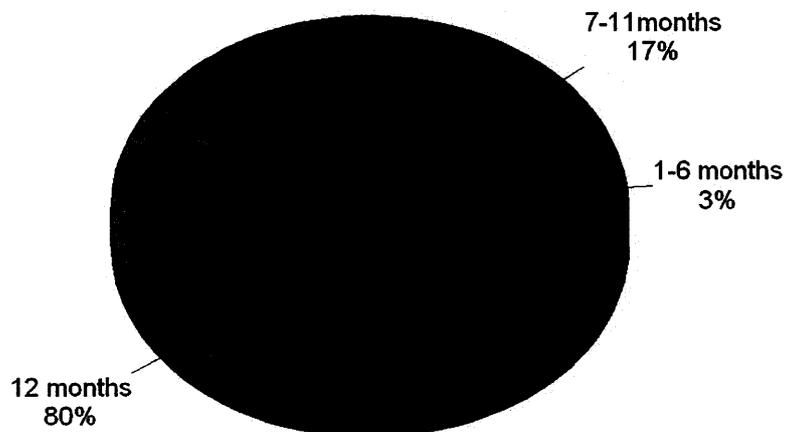


Source: Leisure Vision.ETC Institute (November 2006)

Demographics

Q17. Demographics: How Many Months Per Year Respondent Typically Live in Key Biscayne

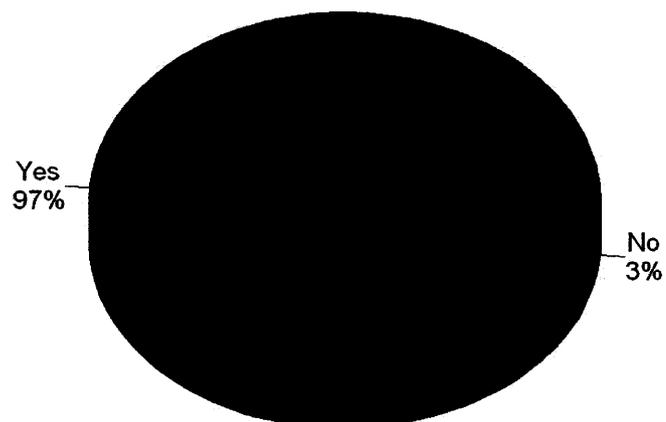
by percentage of respondents



Source: Leisure Vision/ETC Institute (November 2006)

Q18. Demographics: If Key Biscayne is Respondent's Primary Residence

by percentage of respondents

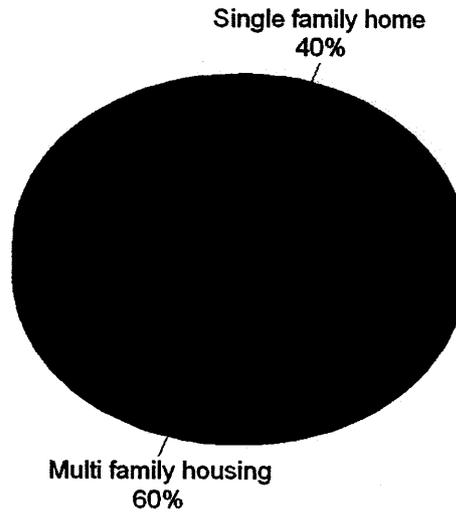


Source: Leisure Vision/ETC Institute (November 2006)

Demographics

Q19. Demographics: What Type of Home Respondents Live In

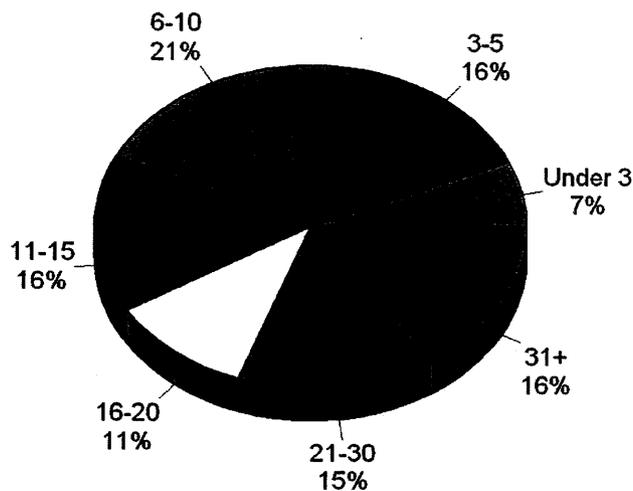
by percentage of respondents



Source: Leisure Vision/ETC Institute (November 2006)

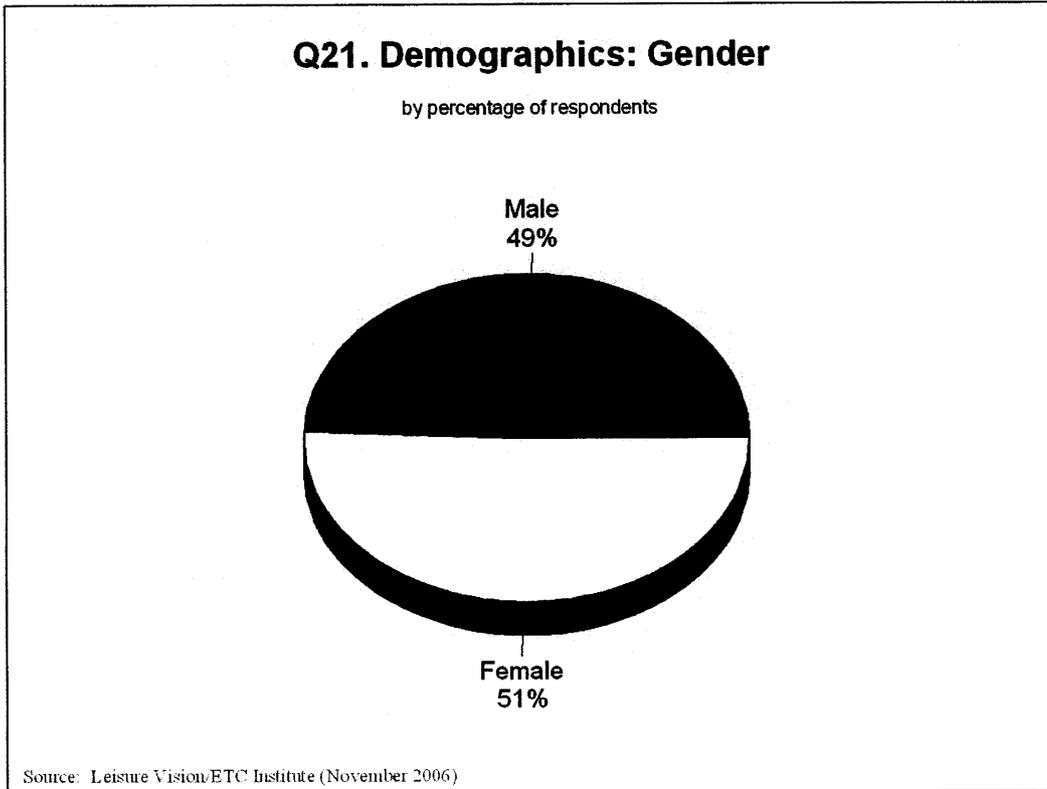
Q20. Demographics: How many Years Respondent Households Have Lived in the Village of Key Biscayne

by percentage of respondents



Source: Leisure Vision/ETC Institute (November 2006)

Demographics



“EXHIBIT B”
Community Attitude and Interest Survey

Benchmarking and Trends Comparisons
2002 -2006

Overview of the Methodology

Leisure Vision conducted Parks and Recreation Needs Assessment Surveys for the Village of Key Biscayne during 2002 and 2006 to help understand usage and satisfaction with the Key Biscayne Community Center and other parks and recreation priorities in the community. The surveys were designed to obtain statistically valid results from households throughout the Village of Key Biscayne. Both surveys were administered by phone.

Benchmarking and Trends Analysis were conducted to compare the results from the 2002 and 2006 surveys. In particular the Benchmarking and Trends Analysis concentrated on 4 particular areas. These were as follows:

Need for Indoor and Outdoor Parks and Facilities - How have the needs for indoor and outdoor parks and recreation facilities changed from 2002 to 2006? Are needs increasing or decreasing? What parks and facilities show the greatest increase or decrease in need?

Unmet Need for Indoor and Outdoor Parks and Facilities - Unmet needs for parks and recreation facilities measure how well the current facilities in Key Biscayne are meeting the needs of resident households in the community. Increases in unmet needs indicate that there is a growing gap between those having a need and those whose needs are being met.

How have the unmet needs for indoor and outdoor parks and recreation facilities changed from 2002 to 2006? What parks and facilities show the greatest increase or decrease in unmet needs?

Priorities for Indoor and Outdoor Parks and Facilities - Priorities for indoor and outdoor parks and recreation facilities measure which indoor and outdoor facilities are most important to resident households as measured by the sum of their top 4 choices.

How have priorities for parks and recreation facilities changed from 2002 to 2006? What parks and facilities appeared as top priorities in both 2002 and 2004?

Importance of Developing New Recreation Facilities Compared to Usage of Key Biscayne Community

Center - The 2002 needs assessment survey asked residents how important it was to develop new recreation facilities of some kind. These results were compared to the percentage of resident households who indicated they used the Key Biscayne Community Center over the past 12 months in 2006.

The following pages summarize major Benchmarking and Trends findings:

Respondent Household Needs for Community and Recreation Facilities Are Growing

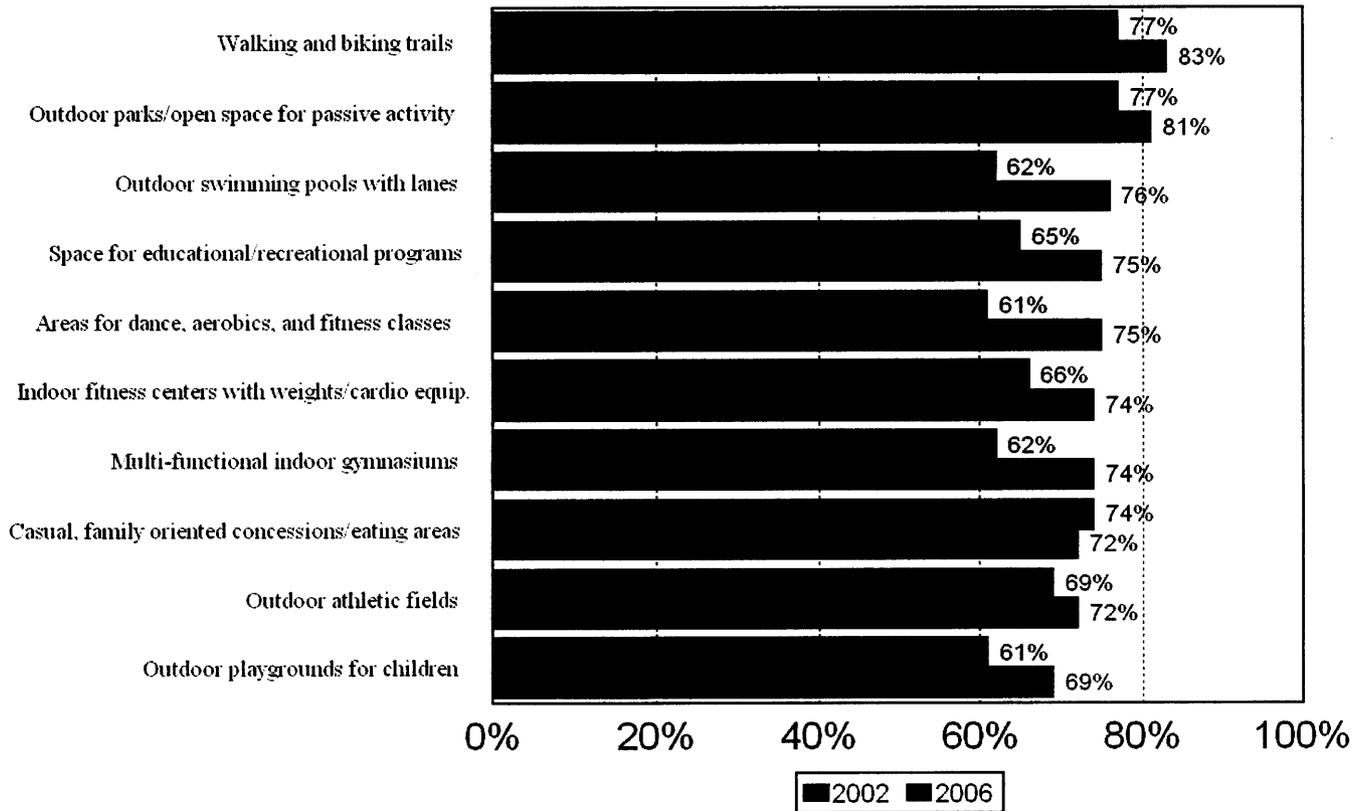
From a list of 20 community and recreational facilities that were surveyed in both 2002 and 2006 respondents were asked to indicate all the existing community and recreational facilities members of their household had a need for. The following summarizes key Benchmarking and Trends Findings:

- **18 out of the 20 community and recreational facilities showed increases in the percentage of households having a need for the facility between 2002 and 2006.** This indicates that the overall need for community and recreational facilities is rising in Key Biscayne. Some key findings:
 - ✓ Outdoor walking and biking trails and outdoor parks/open spaces for passive activities are the two (2) community and recreational facilities that the greatest percentage of households had a need for both in 2002 and 2006.
 - ✓ An equal percentage of households had a need for facilities for performing arts and music and both 2002 and 2006 (68%)
 - ✓ Casual family oriented concessions/eating areas is the only community and recreational facility that there was a drop in need for between 2002 and 2006. This drop was very slight from 74% in 2002 to 72% in 2006
 - ✓ Activity areas for senior adults (35% in 2002 and 51% in 2006) was the community and recreational facility that had the highest increase in need between 2002 and 2006. Other areas that had high increases in need included: indoor play areas for children (50% in 2002 and 64% in 2006); and areas for dance, aerobics and fitness classes children (61% in 2002 and 75% in 2006)

The following two pages show comparisons of needs for 2002 and 2006.

Percentage of Key Biscayne Households Who Have a Need for Various Types of Recreation Facilities

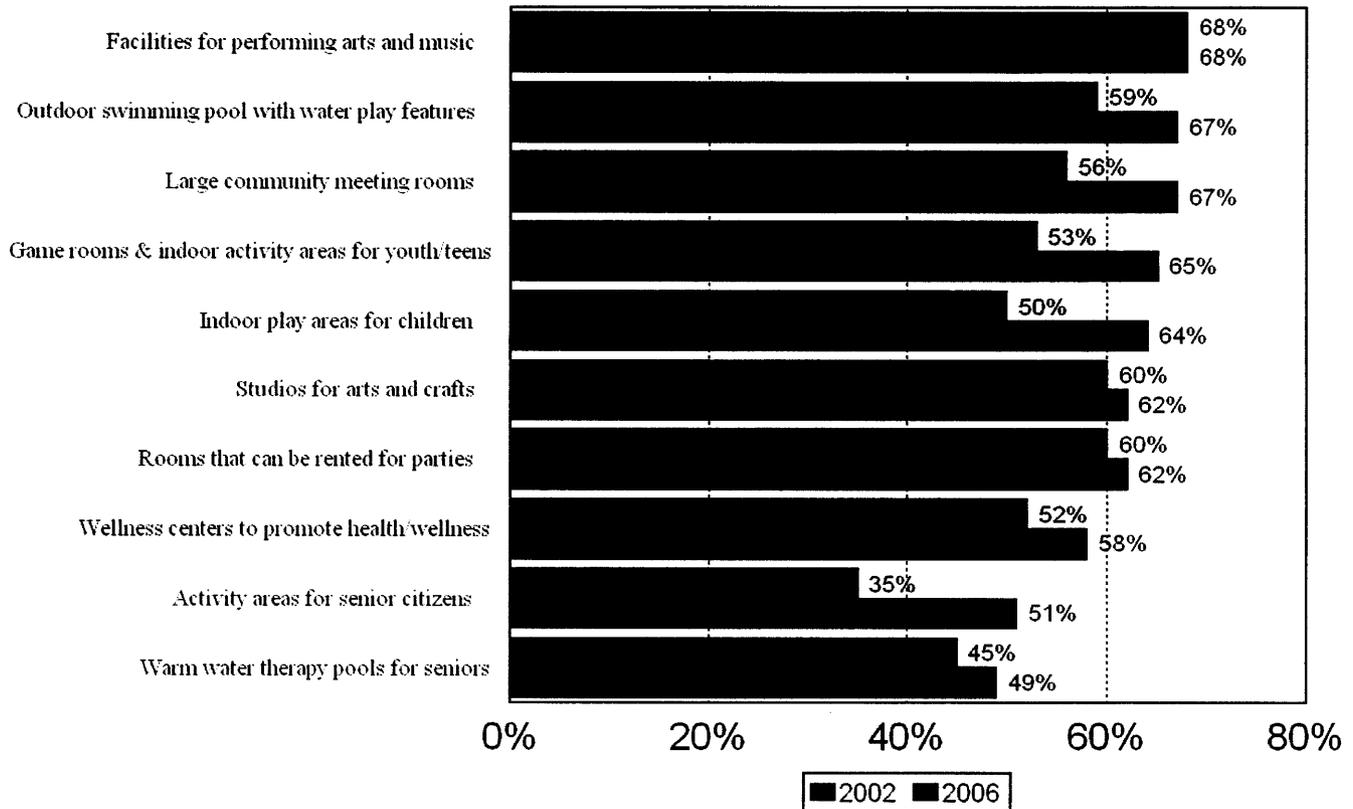
by percentage of respondents (2002 compared to 2006)



Source: Leisure Vision/ETC Institute (January 2007)

Percentage of Key Biscayne Households Who Have a Need for Various Types of Recreation Facilities

by percentage of respondents (2002 compared to 2006)



Source: Leisure Vision/ETC Institute (January 2007)

Respondent Household Unmet Needs for Community and Recreation Facilities Are Being Reduced

From a list of 20 community and recreational facilities that were surveyed in both 2002 and 2005 respondents who had a need for specific facilities were asked to indicate how well their needs were being met. The following summarizes key Benchmarking and Trends Findings:

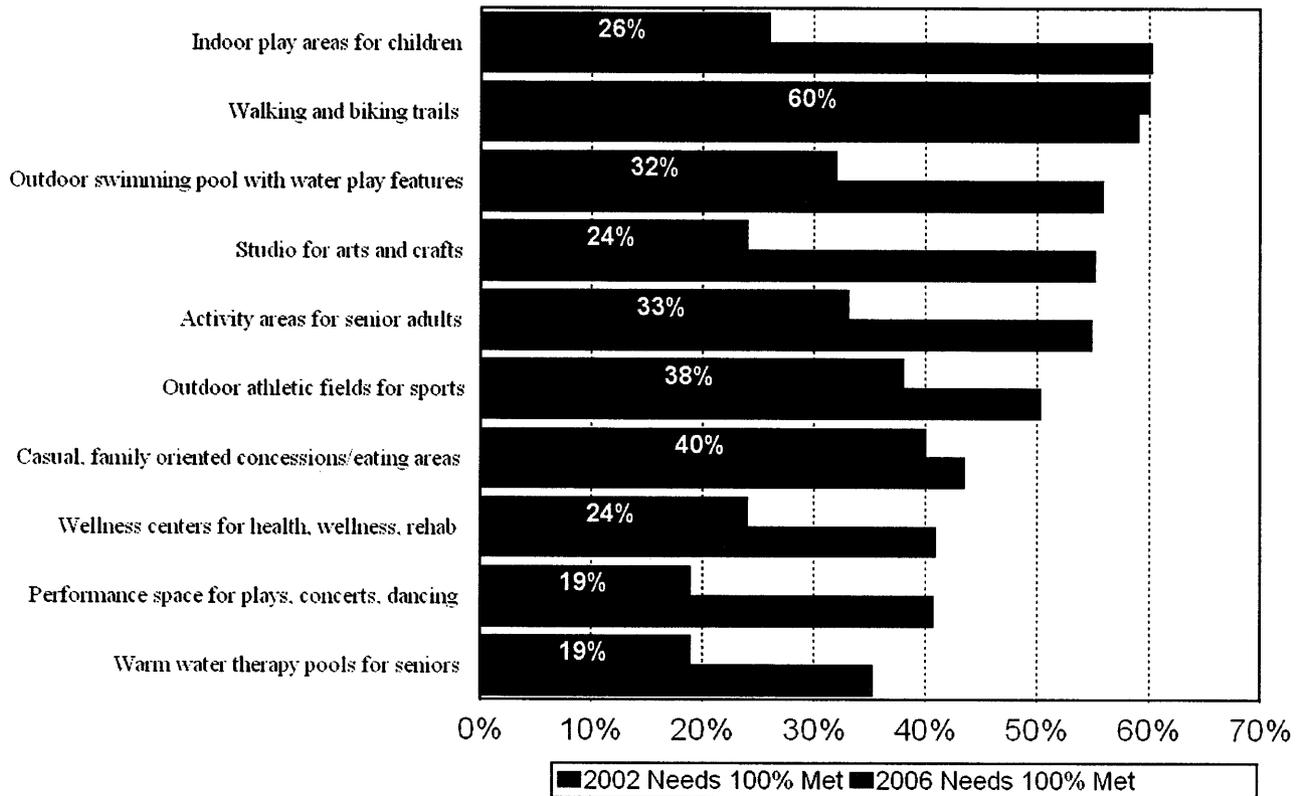
- **In 19 out of the 20 community and recreational facilities areas the percentage of households who indicated that their needs are 100% being met has increased.** This is very significant and indicates that overall there is substantial increases in how respondent households needs are being met. Some key findings:

- ✓ Large community meeting rooms (15% needs 100% met in 2002 and 74% needs 100% being met in 2006) and multifunctional indoor gymnasiums (15% needs 100% met in 2002 and 72% needs 100% being met in 2006) are the two (2) community and recreational facilities that had their needs most improved over the past four years.
- ✓ Walking and biking trails (60% needs 100% met in 2002 and 59% needs 100% being met in 2006) is the only community and recreational facility that had less of its needs being 100% met in 2006 than in 2002.
- ✓ The “average” community and recreational facility went from 33% of its needs being 100% met to 59% of its needs being 100% met.
- ✓ Warm water therapy pools for seniors (35% needs 100% met in 2006); performance space for plays, concerts, and dancing (41% needs 100% met in 2006); and wellness centers for health, wellness and rehab (41% needs 100% met in 2006) are the three community and recreational facilities whose needs are still the most unmet.

The following two pages show comparisons of 100% of needs being met for 2002 and 2006.

Q1. How Respondent Households Rate How Well Community and Recreation Facilities in the Key Biscayne Area Meet Their Needs

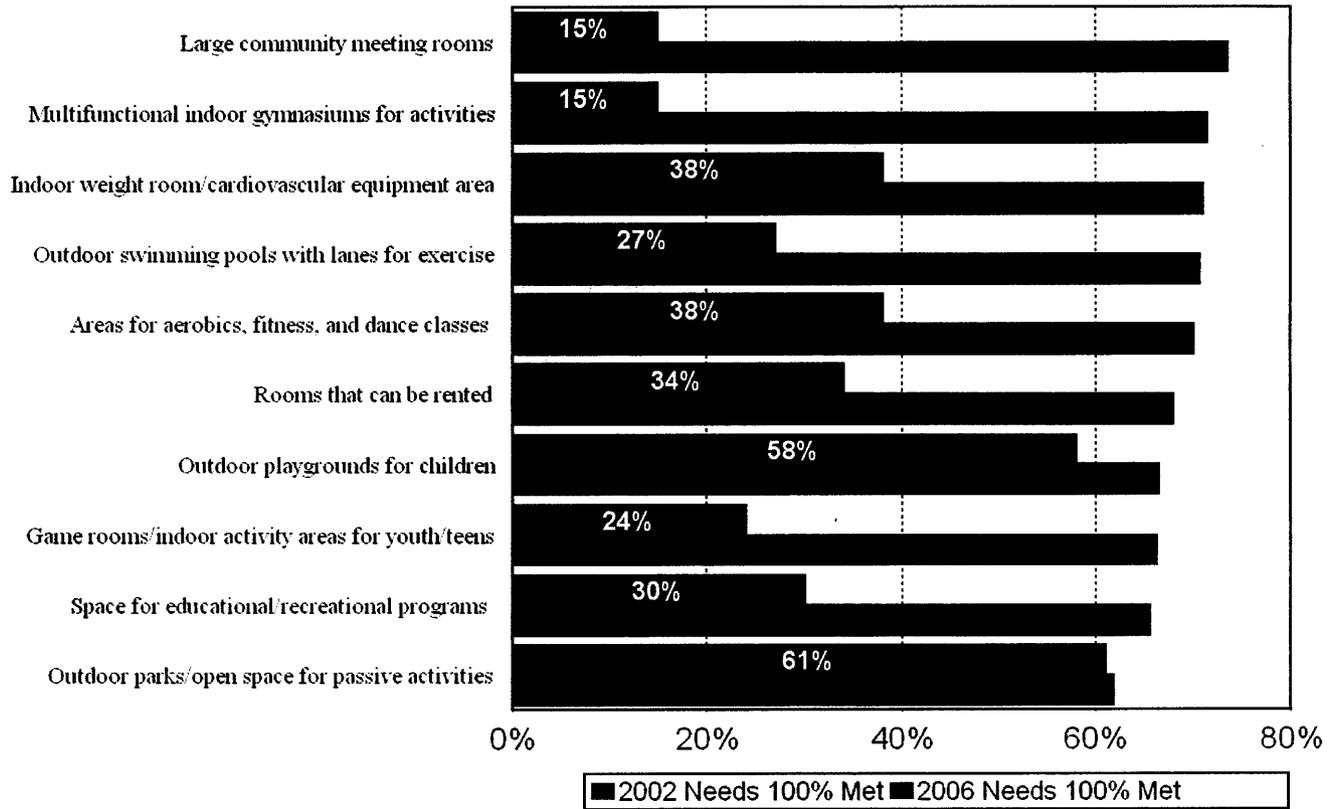
by percentage of respondents with a need for facilities (2002 compared to 2006)



Source: Leisure Vision/ETC Institute (January 2007)

Q1. How Respondent Households Rate How Well Community and Recreation Facilities in the Key Biscayne Area Meet Their Needs

by percentage of respondents with a need for facilities (2002 compared to 2006)

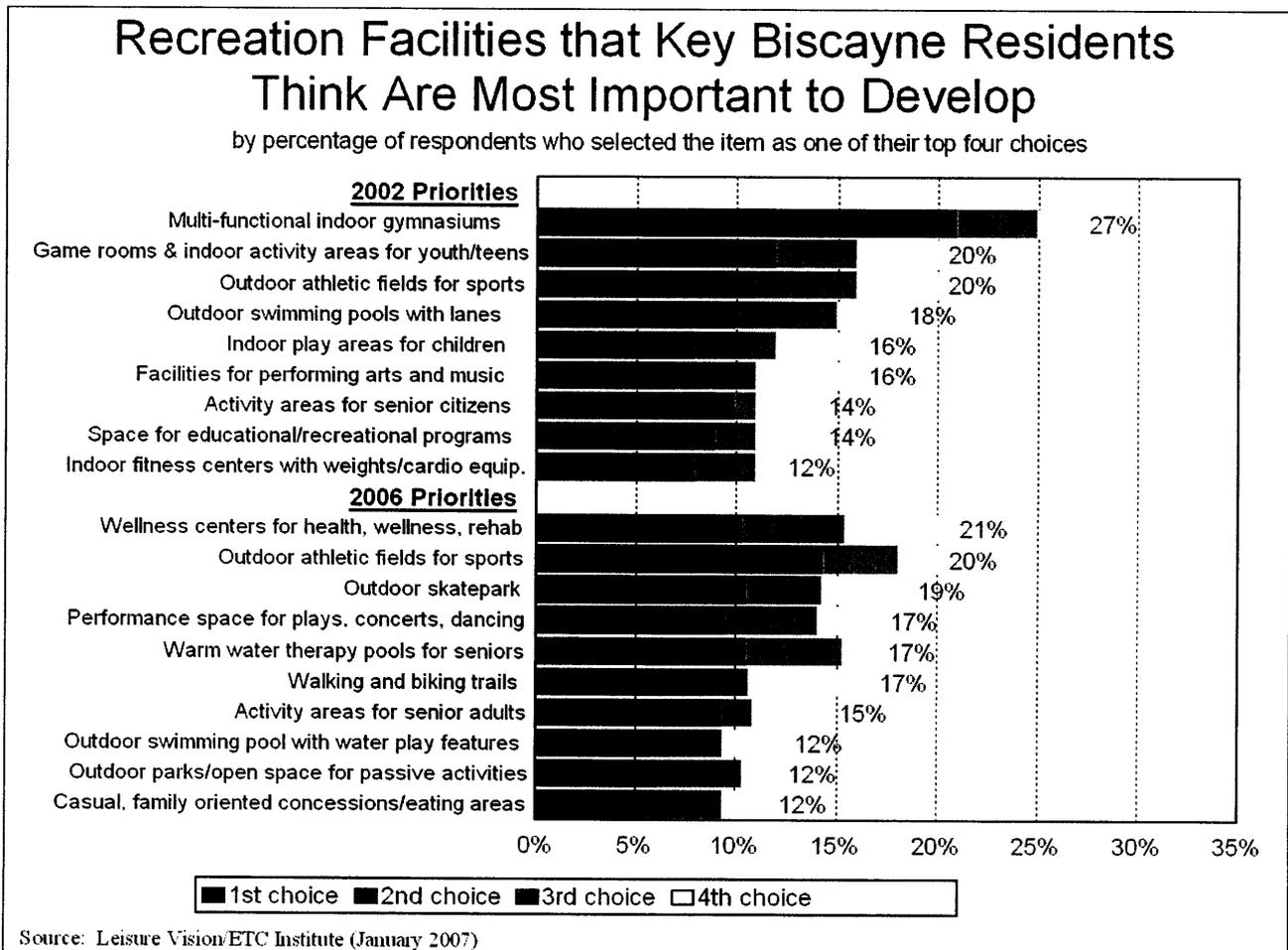


Source: Leisure Vision/ETC Institute (January 2007)

Respondent Household Priorities for 2002 and 2006

From a list of 21 existing community and recreational facilities in 2006 and 20 existing community and recreational facilities in 2002 respondents were asked to indicate their highest priority facilities to develop. Some key findings:

- ✓ In 2006, the recreation facilities that were the most important to residents to develop, based on a sum of their top 4 responses were: wellness centers for health, wellness and rehab (21%); outdoor athletic fields for sports (20%); outdoor skatepark (19%); performance space for plays, concerts, dancing (17%); warm water therapy pool for seniors (17%); and walking and biking trails (17%).
- ✓ There were three (3) community and recreational facilities that were among the top 7 highest priorities in both 2002 and 2006. These were: outdoor athletic fields for sports, performance space for plays, concerts, dancing; and activity areas for senior adults.



Usage of Key Biscayne Community Center

The percentages of household respondents who indicated it was very or somewhat important to develop a community center in 2002 and the percentage of households who used the Key Biscayne Community center in 2006 are equal. Some key findings:

- ✓ In 2002, 72% of household respondents indicated it was important for the Village of Key Biscayne to develop new recreational facilities
- ✓ In 2002, 72% of household respondents indicated they would use a community center if it was developed.
- ✓ In 2006, 73% of household respondents indicated they had used a community center during the past 12 months.

