



Frisco Parks Master Plan Survey Final Report - June, 2019



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INTRODUCTION

The purpose of this study was to gather community feedback on parks in the Town of Frisco. The survey addresses recreation activities and priorities, facilities, future needs and ratings of six parks.

This survey research effort and subsequent analysis were designed to assist the Town in evaluating parks needs based on input from residents and second homeowners.

METHODOLOGY

The survey was conducted using three primary methods: 1) a mailed postcard sent to all known boxholders at the Frisco Post Office (3,800 cards sent) with a password protected invitation to complete an “Invitation Survey” online, 2) a mailed postcard to second homeowners (sent to 800 households) using a random sample selected from a list obtained from the Summit County Assessor inviting property owners to complete an identical Invitation Survey online, and 3) an “Open Link” survey for all other residents who were not included in invitation sample. The Open Link was publicized locally using ads and newsletter announcements. The Invitation Survey (based on the password protected surveys administered to boxholders and second homeowners) is considered a “statistically-valid” source of input on parks in Frisco and the results from this set of responses were considered separately from responses obtained from the Open version in preliminary analysis. However, because the responses from both segments are similar, some of the discussion in this report focuses on Overall responses, as well as those obtained from Year Round residents, compared to Part Time (second homeowner) respondents. The graphs that follow present these comparisons.

The survey resulted in a total of 147 completed digital survey forms from boxholders and 120 forms from the second homeowners random mailing. Taken together, the sample of 267 responses obtained from the Invitation surveys represents a +/-5.5 percent margin of error as described further below. The open link sample size for the survey was 181; no margin of error is calculated for these responses because they were not obtained using random sampling.

For the total invitation sample size of 267, margin of error is +/- 5.5 percent calculated for questions at 50% response (if the response for a particular question is “50%”—the standard way to generalize margin of error is to state the larger margin, which occurs for responses at 50%). Note that the margin of error is different for every single question response on the survey depending on the resultant sample sizes, proportion of responses, and number of answer categories for each question. Comparison of differences in the data between various segments, therefore, should take into consideration these factors. As a general comment, it is sometimes more appropriate to focus attention on the general trends and patterns in the data rather than on the individual percentages.

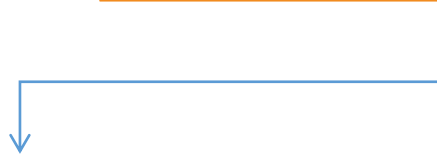


WEIGHTING THE DATA

The underlying data from respondents who are year-round residents of Frisco were weighted by age to ensure appropriate representation of Frisco residents across different demographic cohorts in the sample.



Using U.S. Census Data, the age distributions in the sample were adjusted to more closely match the population profile of Frisco.



Due to variable response rates by some segments of the population, the underlying results, while weighted to best match the overall demographics of residents, may not be completely representative of some sub-groups of the Frisco population.



KEY FINDINGS

Town of Frisco parks facilities are well aligned with the needs of its residents.

- In general, respondents felt that Frisco is meeting the needs of the community on the facilities rated most important, such as trails, pathways, and lawn-areas. This suggests that residents are satisfied with the level of support these facilities receive. Frisco should continue to support these facilities in future planning and consider providing more support to facilities that were considered somewhat important but not meeting the needs of the community, such as athletic courts and fishing areas.

Frisco Residents place a high value on facilities that provide a natural outdoor experience, but many residents want indoor athletic facilities as well.

- Regarding existing facilities, both year-round and part-time resident respondents consistently rated outdoor facilities as highly important and meeting the needs of the Town's residents. These facilities included trails, pathways, lawn areas and fields, and outdoor seating and gathering spaces. However, regarding future facilities, 45% of year-round residents and 49% of part-time residents ranked an indoor athletic facility in their top three priorities for future facilities. While this represents relative support, it is also noted that it was a priority for less than 50% of respondents.

Familiarity with Frisco parks is high among year-round, part-time, and other respondents to the survey, but resident usage is low for many specific park offerings.

- On a 5-point scale where 5=Very familiar, respondents indicated that they are generally familiar with Frisco parks and recreation offerings. Overall, 63% of respondents rated their familiarity as either a 4 or 5; however, aside from multi-use pathways and trails, the majority of year-round respondents stated that they did not participate in the facilities and activities offered at various Frisco parks. Part-time residents were particularly likely to say they “don't know” about facilities at Meadow Creek and Walter Byron parks. Results suggest that Frisco may be able to focus on encouraging more usage of parks through communications and outreach.

KEY FINDINGS

Despite having high satisfaction ratings overall, Pioneer and Meadow Creek parks received the lowest ratings relative to the other four parks that were evaluated in terms of quality.

- With 52% of year-round residents rating their satisfaction with the quality of Pioneer Park a 3 out of 5, Pioneer Park received an average satisfaction rating of 3.1, lower than all other parks. Meadow Creek Park was also given a relatively low average score of 3.3 by year-round residents. In the open comments some respondents expressed that both Pioneer Park and Meadow Creek Park are not well maintained, citing trash and messy bathrooms.

When asked to rank the most important parks and recreation needs for Frisco to address over the next 5 to 10 years, year-round and part-time residents provided similar ratings.

- An indoor athletic facility, a dog park, and additional public spaces or plazas were rated as the highest priorities for future facilities by both year-round and part time residents. This finding suggests that future planning does not need to distinguish between the two segments of residents (year round and part time) and can be focused on the interests of the community as a whole.

A community dog park is desired by many segments of the community, including 26% of non-dog owners.

- Overall, 44% of respondents indicated that a dog park was among the top three highest priorities for future parks and recreation facilities. When segmenting community interests for future facilities, a dog park was of high interest for year-round respondents without kids at home, most age segments, and by 26% of non-dog owners. Further analysis of the open comments suggests that some respondents are concerned with dog related issues, such as waste in public areas, pioneer park being used for “dog training,” and numerous dogs in areas designed for human use (playgrounds, athletic fields, paths, etc.).



KEY FINDINGS

Facilities for winter activities have low utilization but may also suffer from low awareness.

- With the exception of winter Nordic ski trail at Frisco Peninsula Recreation Area, many winter activities received the lowest scores for utilization by both year-round and part-time residents. This included ice skating and pond hockey, for which 83%-97% of respondents reported that they did not use in the past 12 months. However, in response to the open-ended questions, some respondents indicate that awareness of these activities is low. For instance, one respondent commented “No real advertisement talking about pond hockey. I walk by it every day and see the same kids and their parents playing on it. This could be a huge tourist push for the town of Frisco to capitalize on.”

Open ended comments indicate that Frisco’s lowest rated parks suffer from a lack of awareness, while its highest rated parks are praised for their variety of activities and facilities.

- This finding suggests that the Town of Frisco could improve the engagement of the community in its smaller parks by providing more information about park offerings and emphasizing the activities and amenities offered at each site. Frisco should continue to support its most recognized parks, but consider reinvigorating community interest in lesser known parks by advertising and communicating park offerings.



DEMOGRAPHICS



DEMOGRAPHIC PROFILE

Overall, 56% of respondents identified as year-round residents residing in Frisco 11+ months out of the year, while 34% were part-time (second homeowner) residents of Frisco, and the remaining 10% were in some other residency category. Respondents who are full-time Town of Frisco residents reported lower average time of residency in Frisco than part-time residents; averaging 11.2 years and 12.7 years respectively.

Frisco Parks Plan Survey | Data Overview By "Residency"

		Overall	Year-round resident	Part-time resident	Other
Qualifier: Which of the following best describes your residency in Frisco?	Year-round resident (11+ months/year)	56%	100%		
	Part-time resident	34%		100%	
	Employed in the Town of Frisco but don't live there	5%			50%
	Get mail in the town but don't live or work there	3%			32%
	Non-resident owner of business/commercial property	2%			18%
	n=	463	261	158	44
Q 1: If resident, how long have you lived in the Frisco area?	1 year or less	9%	9%	9%	
	2 - 5 years	29%	33%	21%	
	6 - 10 years	21%	21%	20%	
	11 - 20 years	26%	22%	32%	
	Over 20 years	15%	14%	18%	
	AVERAGE	11.7	11.2	12.7	
n=	394	247	147		

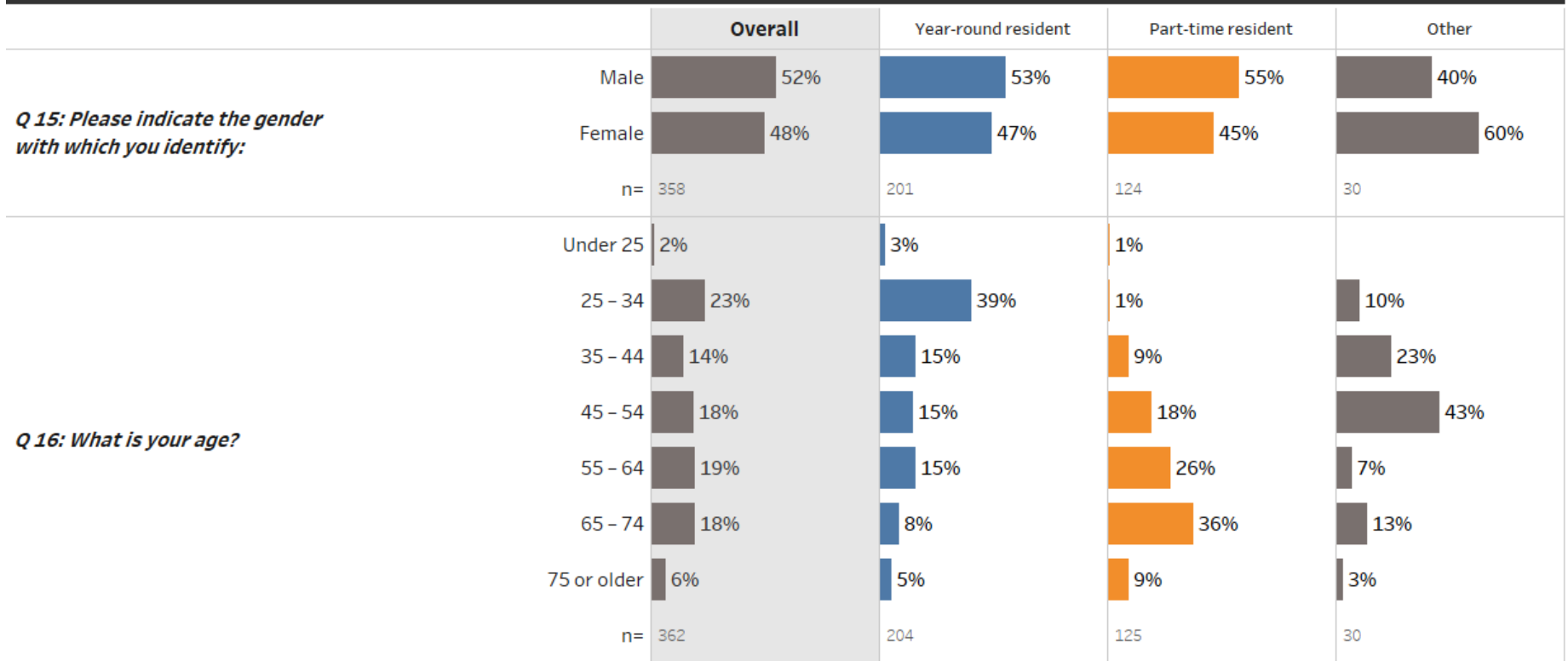
Source: RRC Associates



DEMOGRAPHIC PROFILE

The majority of respondents are male (52%) with 48% female. The age distribution of survey respondents is weighted based on U.S. Census data and it well represents the year-round residents in the Frisco community. For part-time residents, the age distribution is older, with 71% of respondents over the age of 55.

Friscos Parks Plan Survey | Demographics By "Residency"

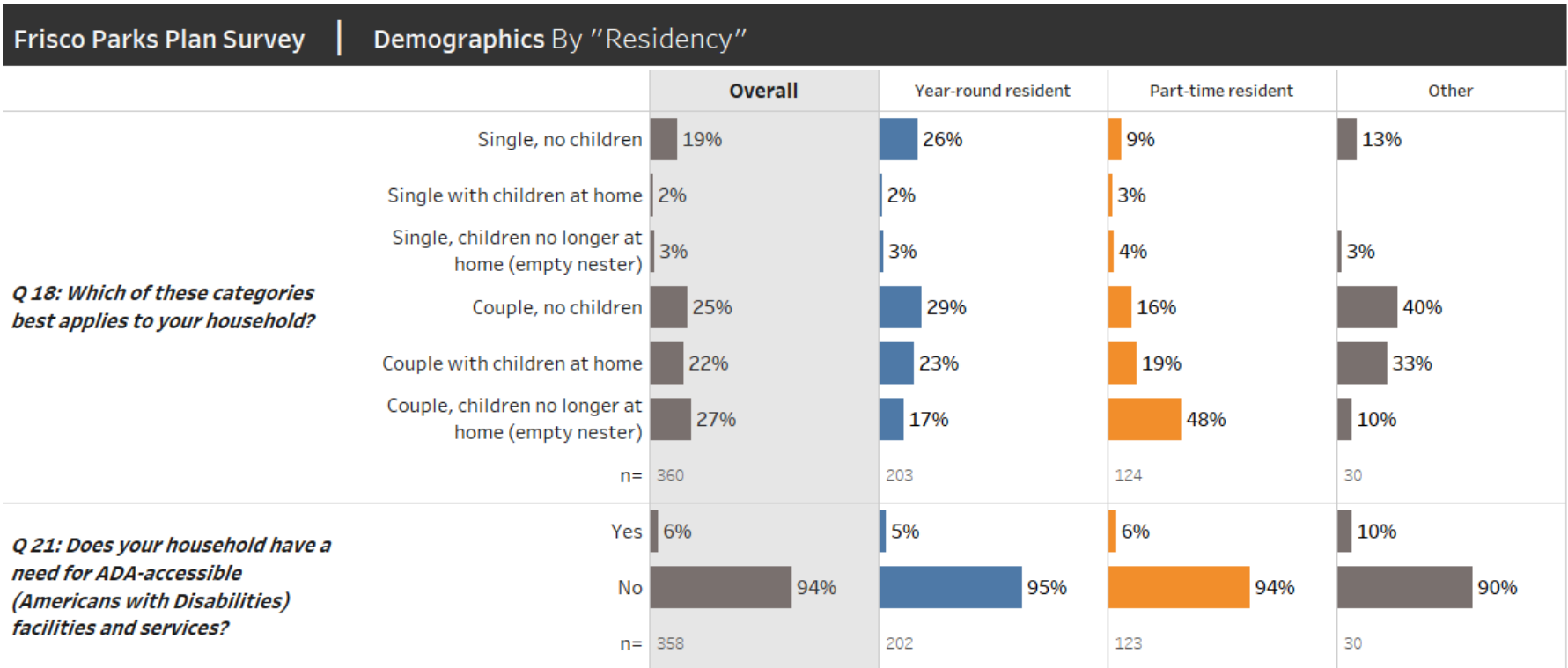


Source: RRC Associates



DEMOGRAPHIC PROFILE

Most year-round resident respondents are couples without children (29%), singles without children (14%), and couples with children (23%). Part-time residents are far more likely to be couples with children no longer at home (48%).



Source: RRC Associates



DEMOGRAPHIC PROFILE

About 2% of year-round resident respondents identify as Hispanic/Latino/Spanish origin with 3% of part-time resident respondents self identifying in this way. In total, 96% of respondents identify as White, 1% Asian, less than 1% American Indian/Alaskan Native, and 3% some other race. The distribution of race and ethnicity were roughly similar across resident categories.

Frisco Parks Plan Survey | Demographics By "Residency"

		Overall	Year-round resident	Part-time resident	Other
Q 22: Are you of Hispanic, Latino or Spanish origin?	Yes	2%	2%	3%	3%
	No	98%	98%	97%	97%
	n=	347	196	119	29
Q 23: What race do you consider yourself to be?	American Indian / Native American	0%	1%		
	Asian	1%	1%		3%
	White	96%	95%	98%	93%
	Other	3%	3%	2%	3%
	n=	351	197	122	29

Source: RRC Associates

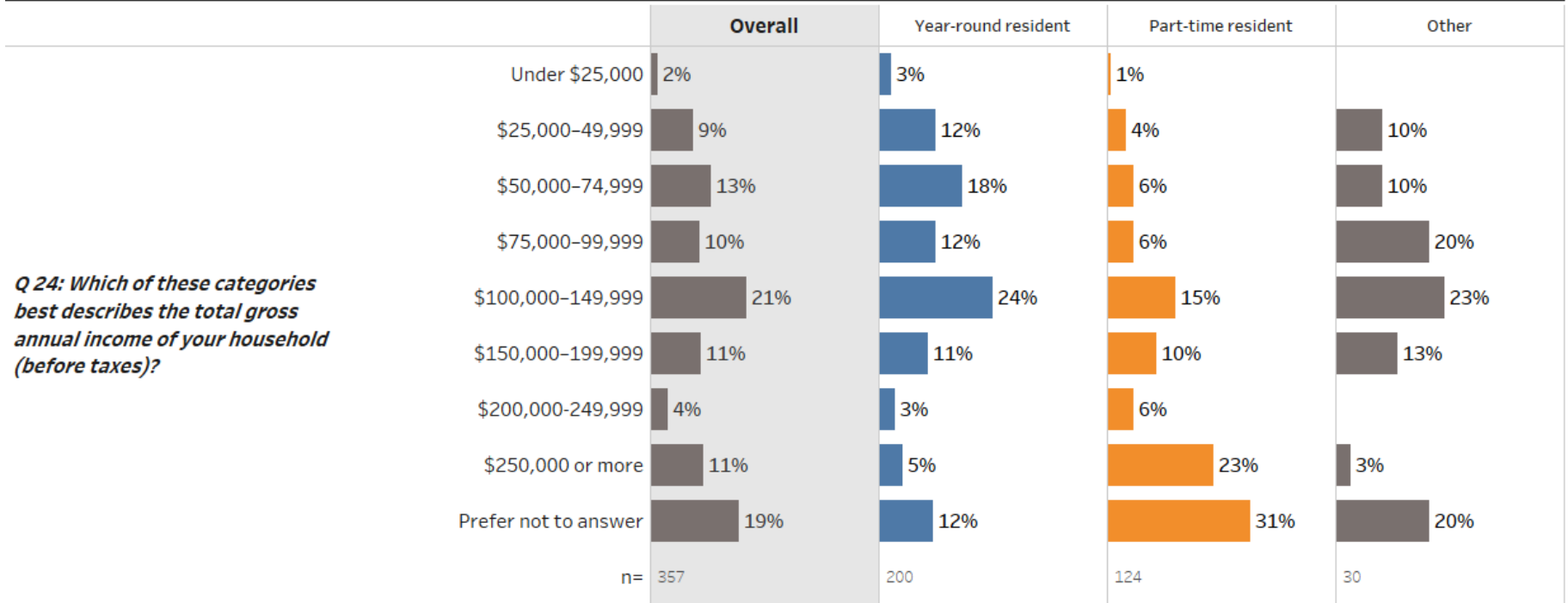


DEMOGRAPHIC PROFILE

Household income in year-round residents is most identified in the \$100,000-\$149,000 category (24%) with 18% earning \$50k-\$75k, and equal shares (12%) earning either \$25k-\$49k and \$75k-\$99K.

Part-time residents report higher household incomes with the largest share reporting \$250k or more (23%). Part-time residents were also more likely to decline providing household income (31%).

Frisco Parks Plan Survey | Demographics By "Residency"



Source: RRC Associates



IMPORTANCE AND SATISFACTION

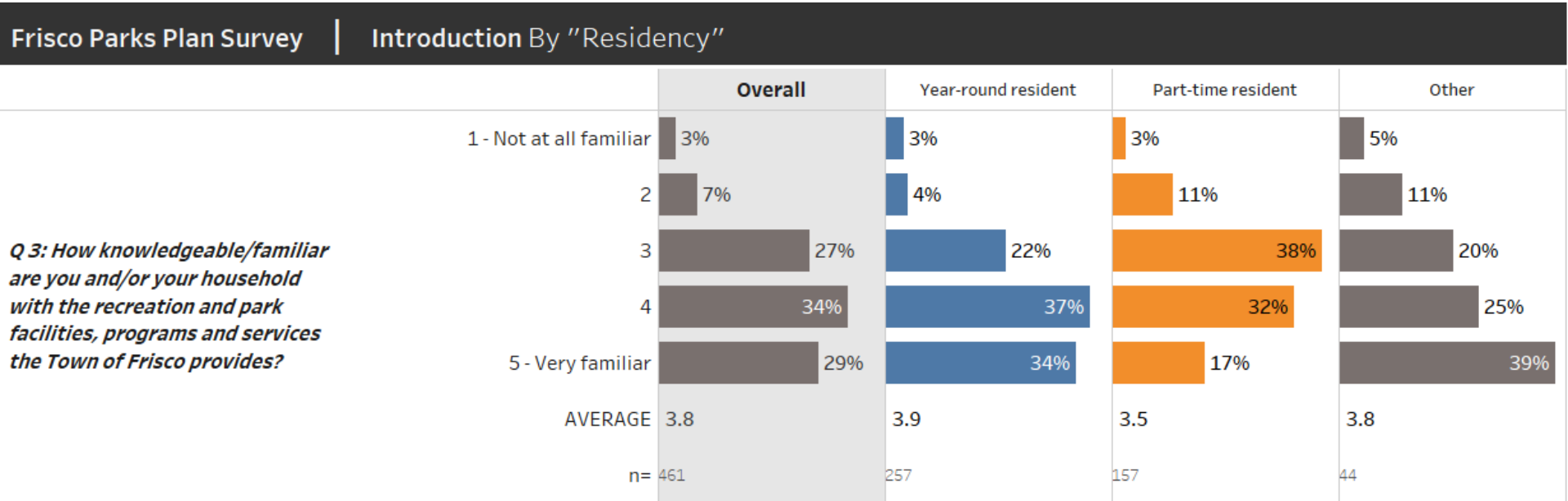


FAMILIARITY WITH PARKS AND RECREATION

The survey asked about familiarity with the recreation and park facilities, programs and services in Frisco. On a 5-point scale of familiarity with Frisco parks and recreation offerings, year-round residents are quite familiar. Approximately 93% of year-round residents rated their familiarity either a 3, 4, or 5.

Part-time residents were slightly less familiar than the full-time segment, with the majority of respondents (38%) rating their familiarity a 3, but overall felt familiar with the offerings.

Those who live outside of Frisco (shown below as other), also rated themselves with high levels of familiarity, with the largest share (39%) rating themselves a 5.



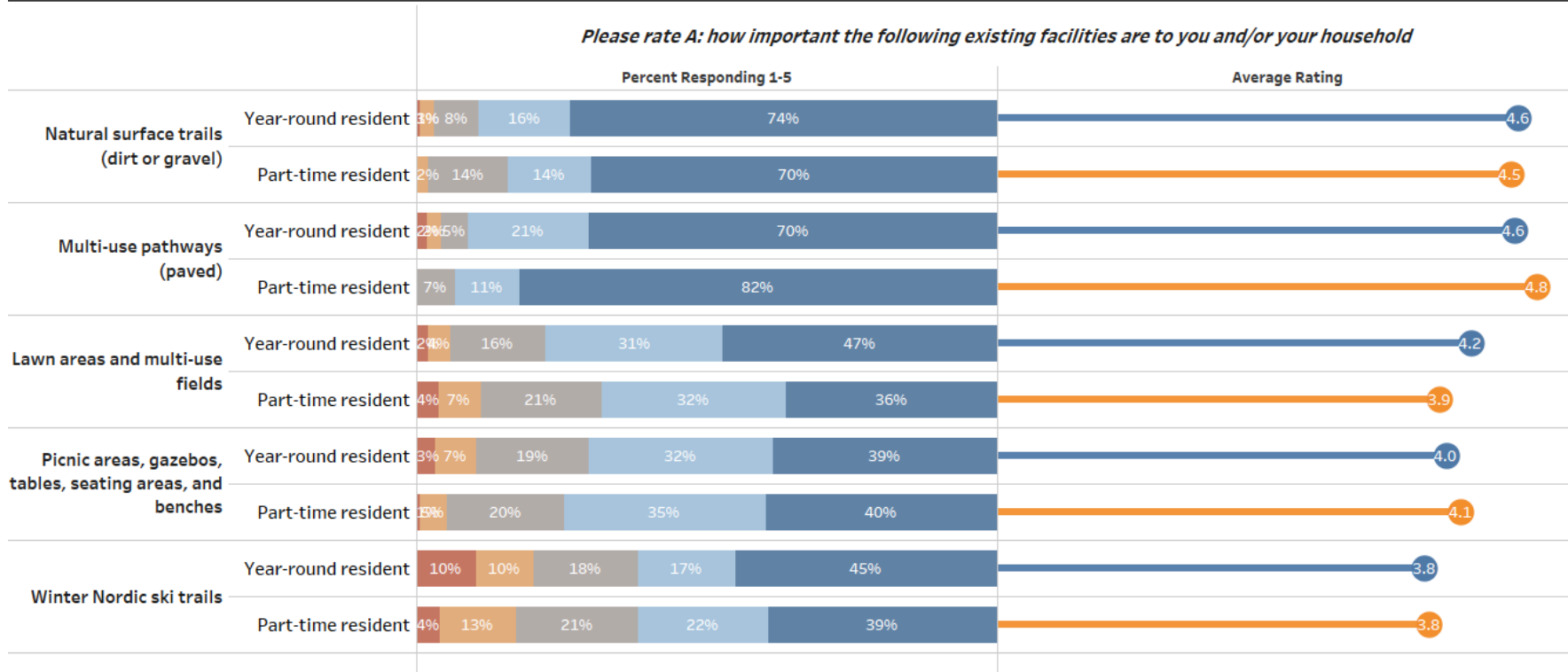
Source: RRC Associates



IMPORTANCE OF EXISTING FACILITIES - PART 1

Respondents were asked to rate the importance of 15 existing facilities in Frisco. In general, year-round and part-time residents provided similar ratings of importance and most 10 of the 15 categories rated received average ratings of 3 or greater. The most important facilities to year-round residents were natural surface trails (average rating of 4.6) and multi-use pathways (paved) (4.6), both of which were also rated as very important by part-time residents. Multi-use pathways received the highest rating of all ratings from year-round residents. Both segments of respondents also rated lawn areas and multi-use fields (4.2), picnic and gathering areas (4.0), and winter Nordic ski trails (3.8) as highly important.

Frisco Parks Plan Survey | Current Use and Satisfaction By "Residency" – Sorted by avg. rating by year-round residents



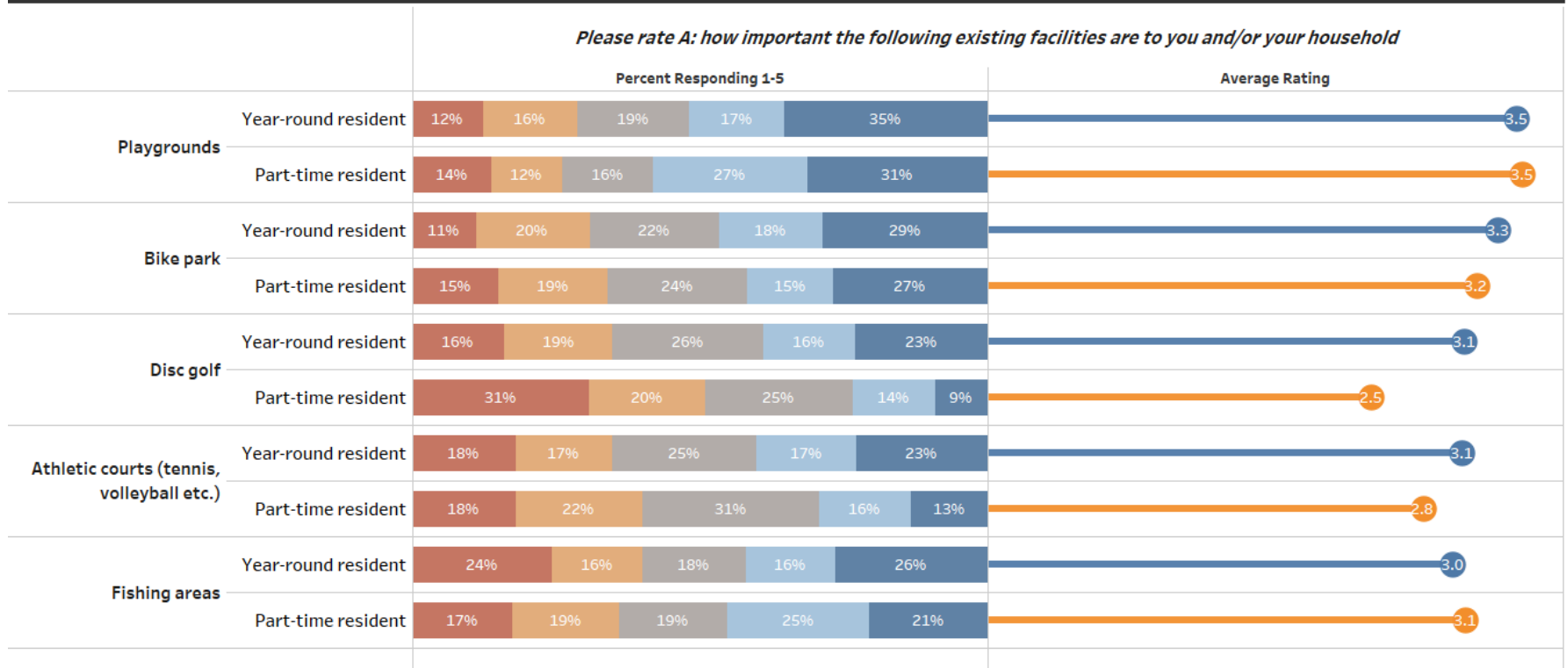
Source: RRC Associates



IMPORTANCE OF EXISTING FACILITIES - PART 2

Facilities that year-round residents rated as moderate importance included playgrounds (3.5), bike park (3.3), disc golf (3.1), athletic courts (3.1), and fishing areas (3.0). For most categories, part-time residents provided similar ratings, but gave relatively lower ratings for disc golf (0.6 point lower average) and athletic courts (0.3 lower average).

Frisco Parks Plan Survey | Current Use and Satisfaction By "Residency" – Sorted by avg. rating by year-round residents



Source: RRC Associates

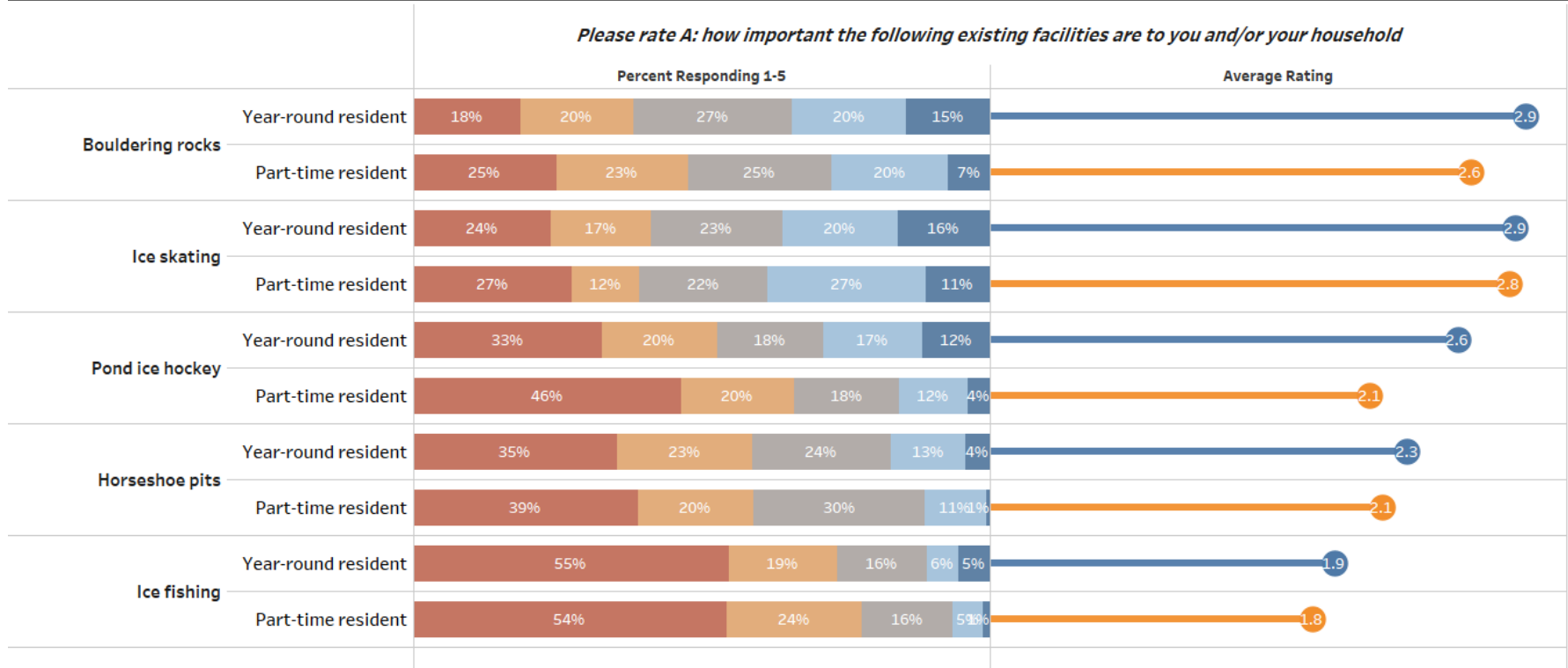


IMPORTANCE OF EXISTING FACILITIES - PART 3

Facilities that respondents rated a relatively lower importance included bouldering rocks (2.9 by year-round residents), ice skating (2.9), pond ice hockey (2.6), horseshoe pits (2.3), and ice fishing (1.9). Part-time residents provided similar ratings on all facilities except for bouldering rocks (0.3 lower average) and pond ice hockey (0.5 lower average).

These findings should be considered with some caution. While average ratings may be relatively lower when measured through responses from all survey participants, some facilities in the lower tier are of very high importance to segments of the community and the desires of these minority interest groups should be considered in evaluations.

Frisco Parks Plan Survey | Current Use and Satisfaction By "Residency" – Sorted by avg. rating by year-round residents

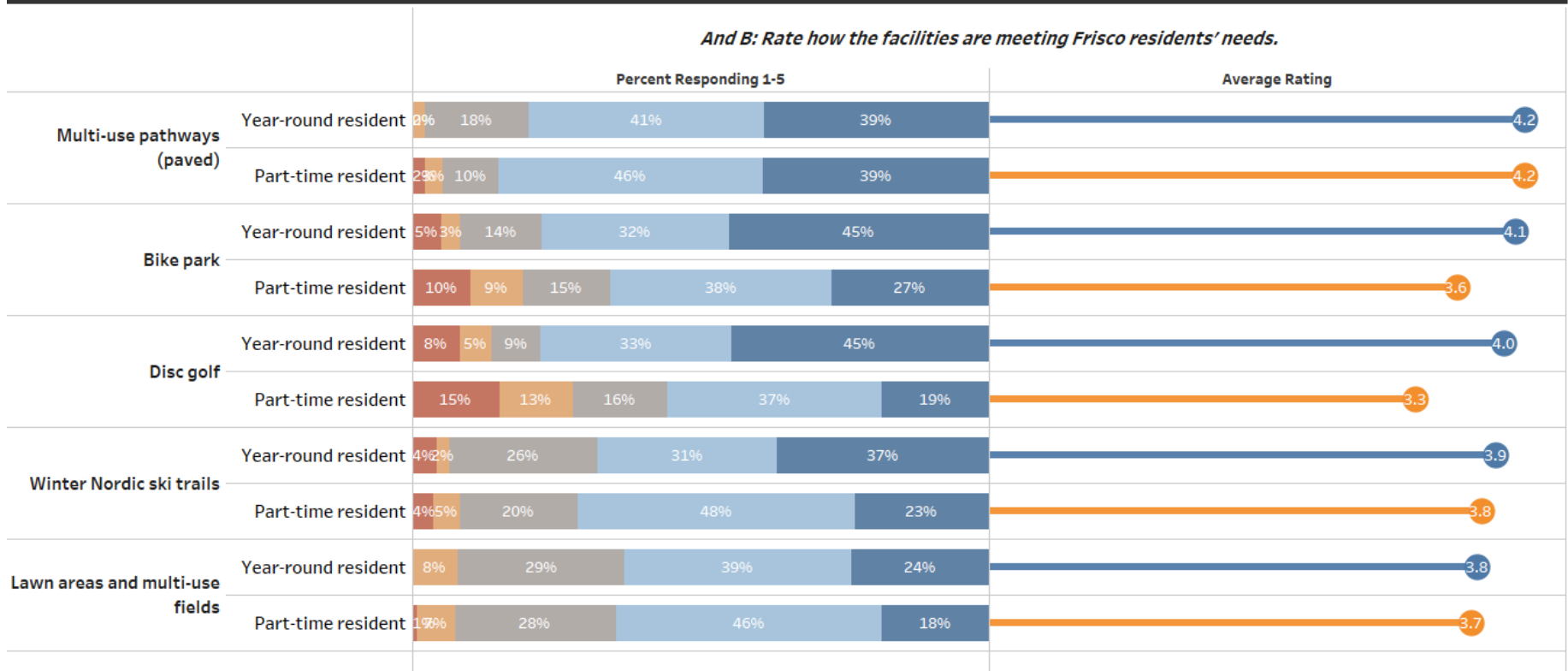


Source: RRC Associates

NEEDS MET BY CURRENT OFFERINGS - PART 1

Respondents were then asked to rate how well these facilities are meeting the needs of Frisco’s residents. Year-round residents rated paved multi-use pathways (4.2), the bike park (4.1), and disc golf (4.0) as best meeting the needs of residents. These facilities were closely followed by winter Nordic ski trails (3.9) and lawn areas and multi-use fields (3.8). Part-time residents provided lower ratings for the bike park (0.5 lower average) and disc golf (0.7 lower average).

Frisco Parks Plan Survey | Current Use and Satisfaction By "Residency" – Sorted by avg. rating by year-round residents

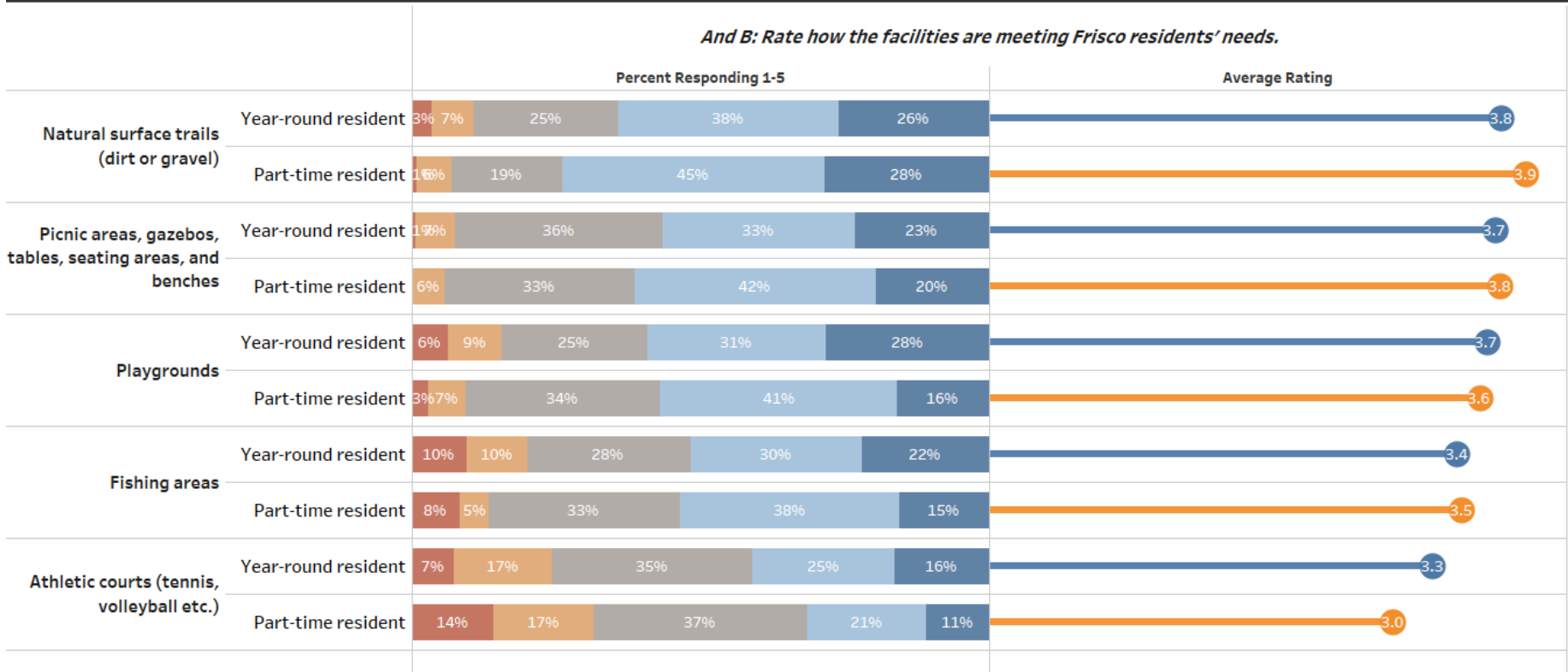


Source: RRC Associates

NEEDS MET BY CURRENT OFFERINGS - PART 2

The middle tier of responses in terms of ratings of needs met by year-round residents included natural surface trails (3.8), picnic and gathering areas (3.7), fishing areas (3.4), and athletic courts (3.3). Generally part-time residents provided similar ratings, but provided lower ratings for athletic courts (0.3 lower average).

Frisco Parks Plan Survey | Current Use and Satisfaction By "Residency" – Sorted by avg. rating by year-round residents

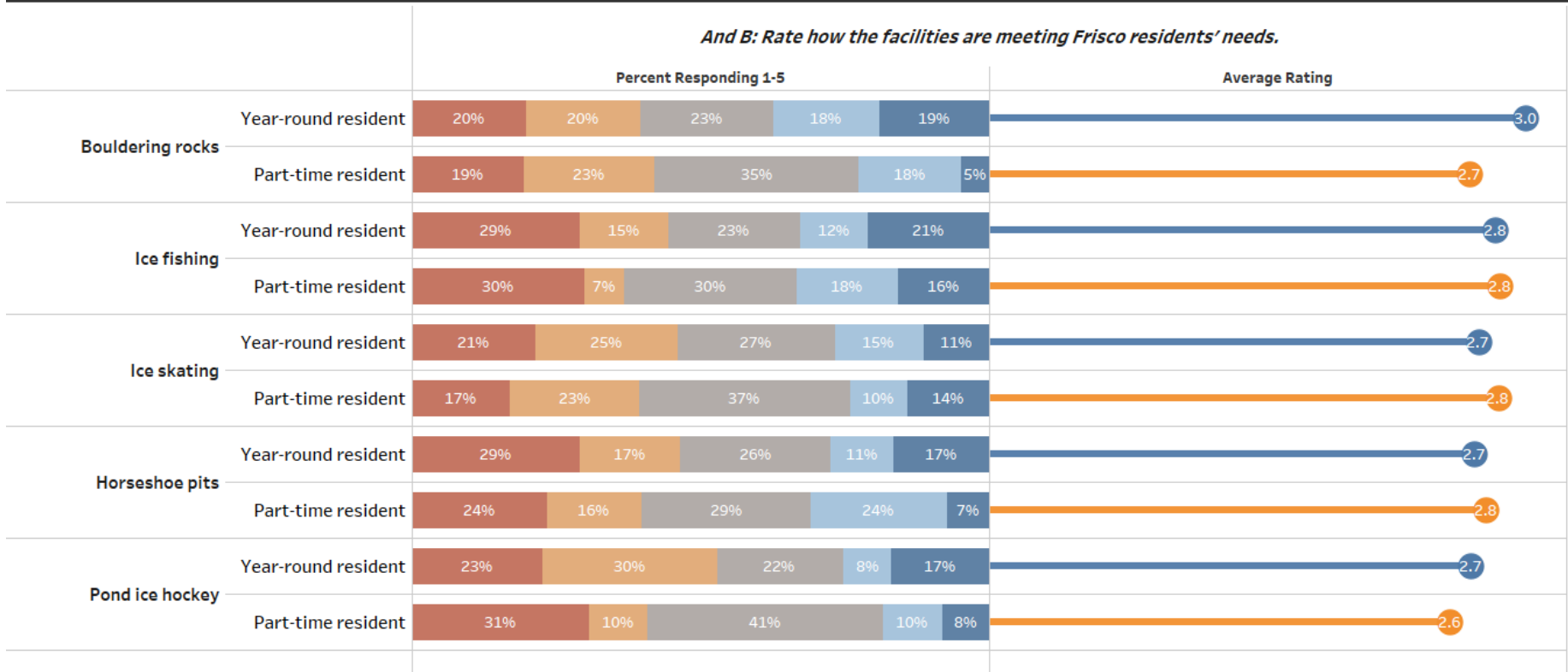


Source: RRC Associates

NEEDS MET BY CURRENT OFFERINGS - PART 3

The lowest tier of year-round resident ratings of needs met included bouldering rocks (3.0), ice fishing (2.8), ice skating (2.7), horseshoe pits (2.7), and pond ice hockey (2.7). Part-time residents provided similar ratings for these facilities, but provided lower ratings for bouldering rocks (0.3 lower average).

Frisco Parks Plan Survey | Current Use and Satisfaction By "Residency" – Sorted by avg. rating by year-round residents



Source: RRC Associates



IMPORTANCE-PERFORMANCE MATRIX

Survey results from the previous questions are combined in a graphic illustration that shows the “importance” of facilities on the Y-axis and the “needs met” ratings on the X-axis. As described below, these matrices provide a means to evaluate potential priorities based on survey data.

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.

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/ Low needs met

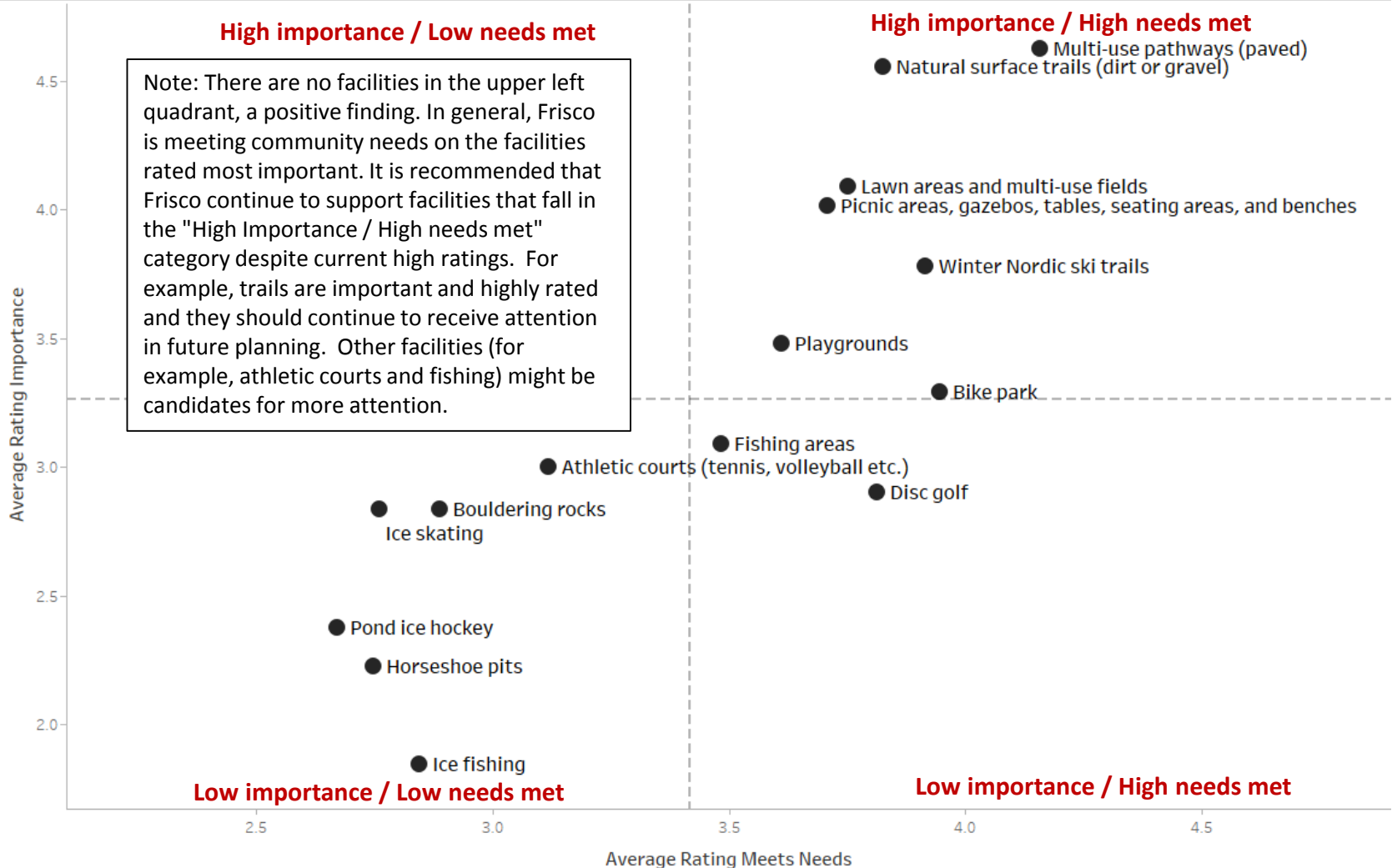
Current levels of support appear to be adequate. Future discussions evaluating whether the resources supporting these facilities/programs outweigh the benefits may be constructive.

Low importance/ High needs met

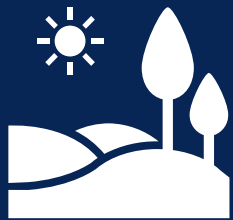


IMPORTANCE-PERFORMANCE MATRIX (INVITE)

Frisco Parks Plan Survey | Level of Importance vs. Needs Met for Current Facilities



Source: RRC Associates



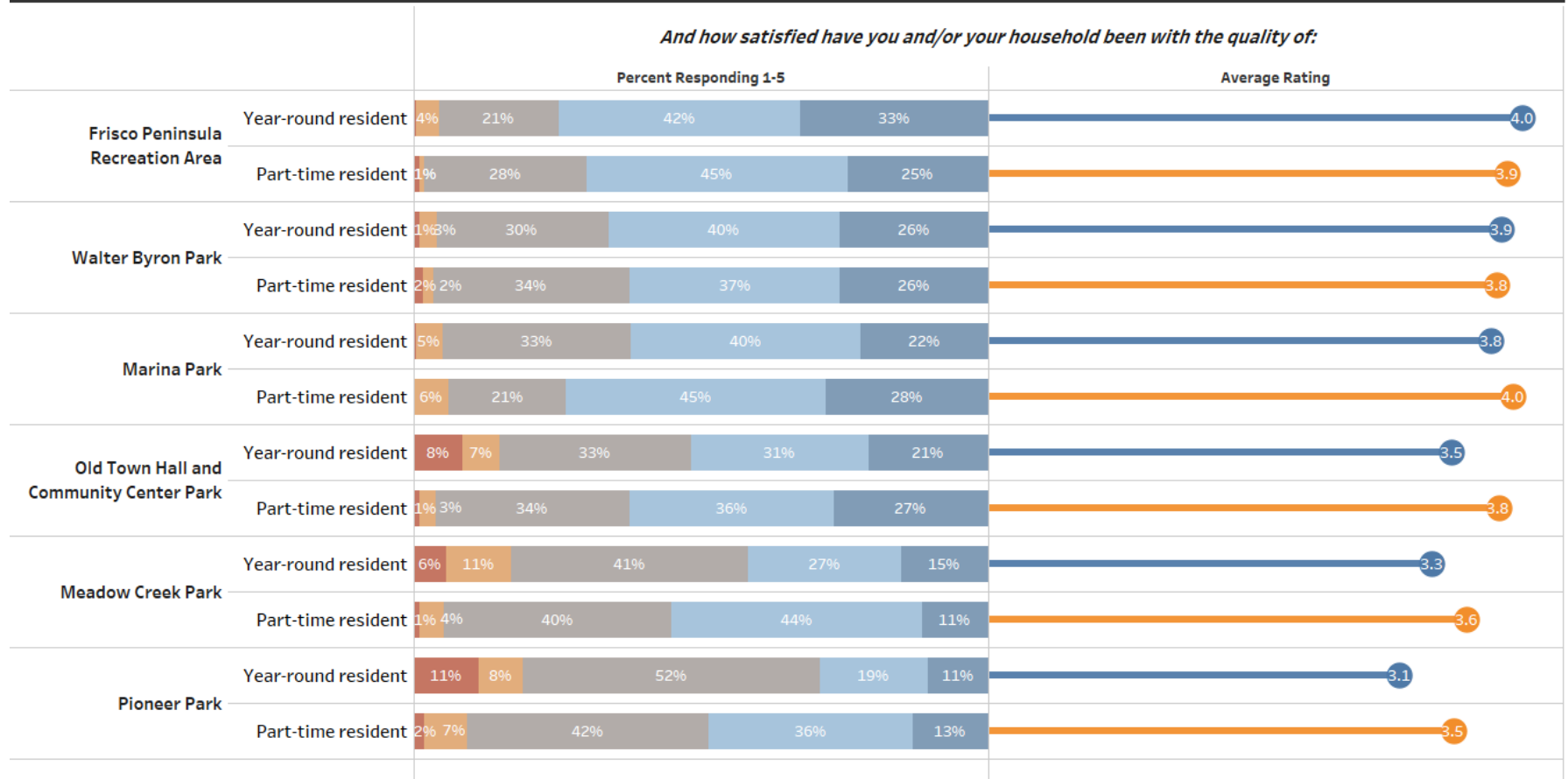
PARKS FACILITIES: USE AND SATISFACTION



PARK QUALITY AND SATISFACTION

Overall, both year-round and part-time residents report high satisfaction with the parks in the Town of Frisco. Frisco Peninsula Recreation Area and Walter Byron Park received the highest average ratings from year-round residents, while Marina Park and Frisco Peninsula Recreation Area received the highest average ratings from part-time residents.

Frisco Parks Plan Survey | All By "Residency" – Sorted by avg. rating by year-round residents



Source: RRC Associates



FRISCO PENINSULA RECREATION AREA

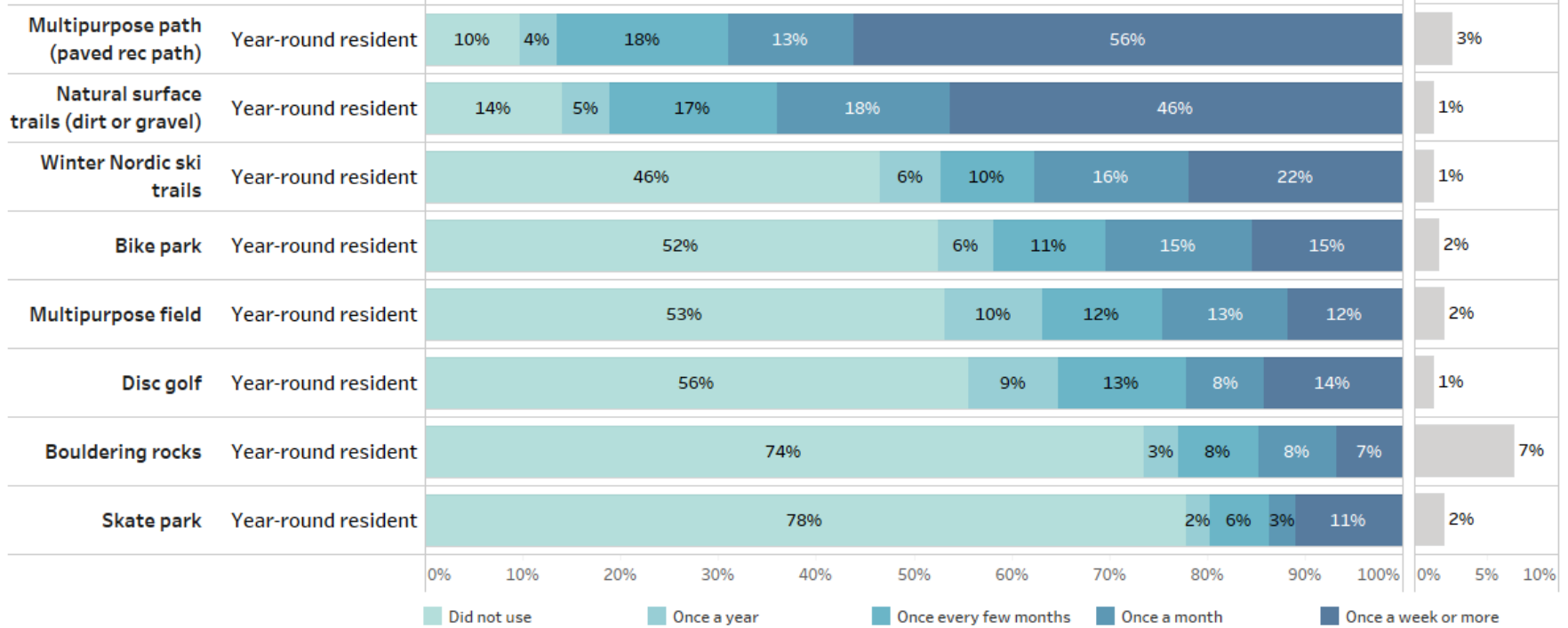
Frisco Parks Plan Survey

Frisco Peninsula Recreation Area: Year-round resident responses

In the past 12 months, how frequently have you and/or your household used or participated in the following facilities and activities at Frisco Peninsula Recreation Area?

Percent Total excl. Don't Know

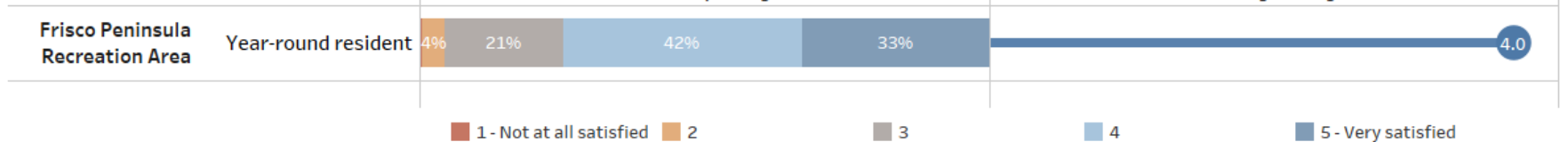
% Don't Know



And how satisfied have you and/or your household been with the quality of:

Percent Responding 1-5

Average Rating





FRISCO PENINSULA RECREATION AREA

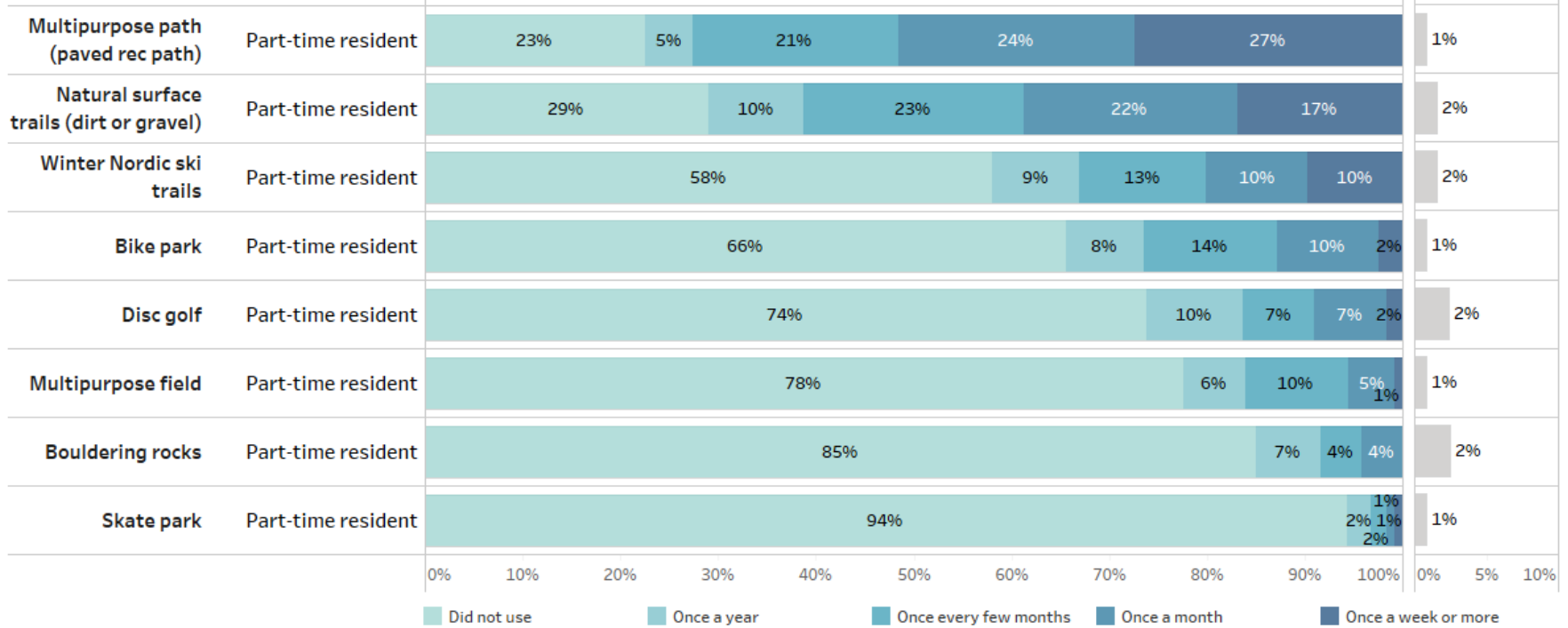
Frisco Parks Plan Survey

Frisco Peninsula Recreation Area: Part-time resident responses

In the past 12 months, how frequently have you and/or your household used or participated in the following facilities and activities at Frisco Peninsula Recreation Area?

Percent Total excl. Don't Know

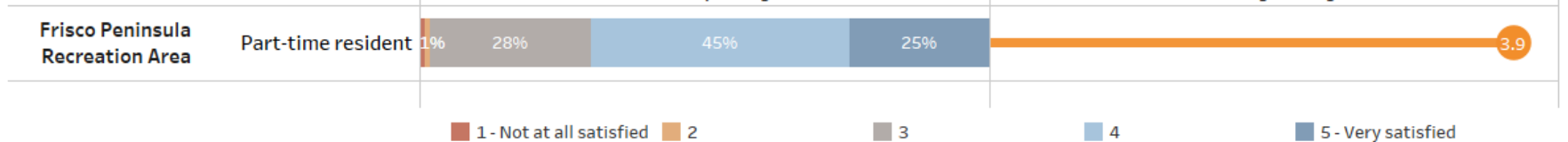
% Don't Know



And how satisfied have you and/or your household been with the quality of:

Percent Responding 1-5

Average Rating





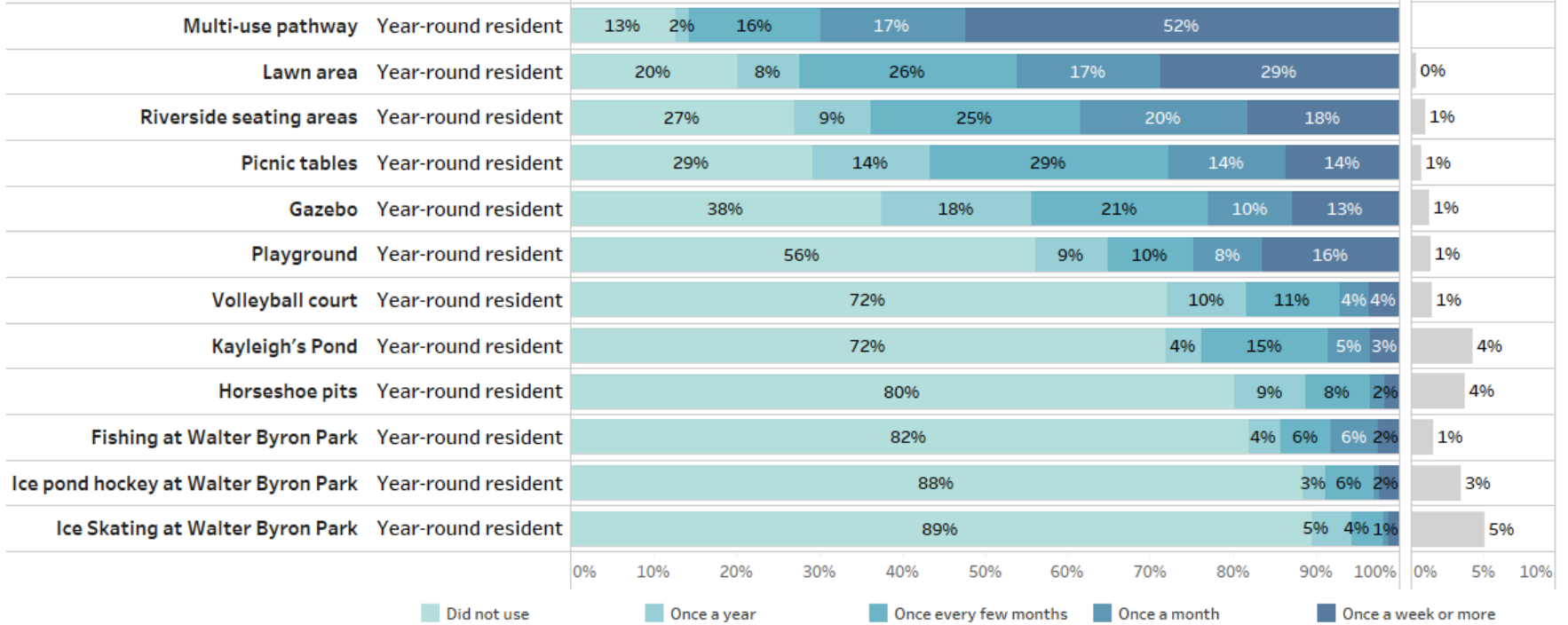
WALTER BYRON PARK

Frisco Parks Plan Survey | Walter Byron Park: Year-round resident responses

In the past 12 months, how frequently have you and/or your household used or participated in the following facilities and activities at Walter Byron Park?

Percent Total excl. Don't Know

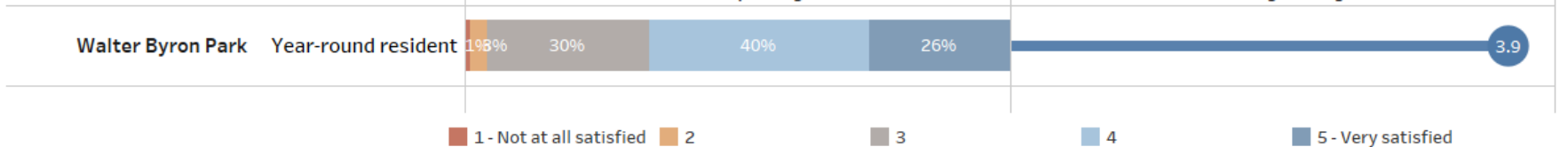
% Don't Know



And how satisfied have you and/or your household been with the quality of:

Percent Responding 1-5

Average Rating





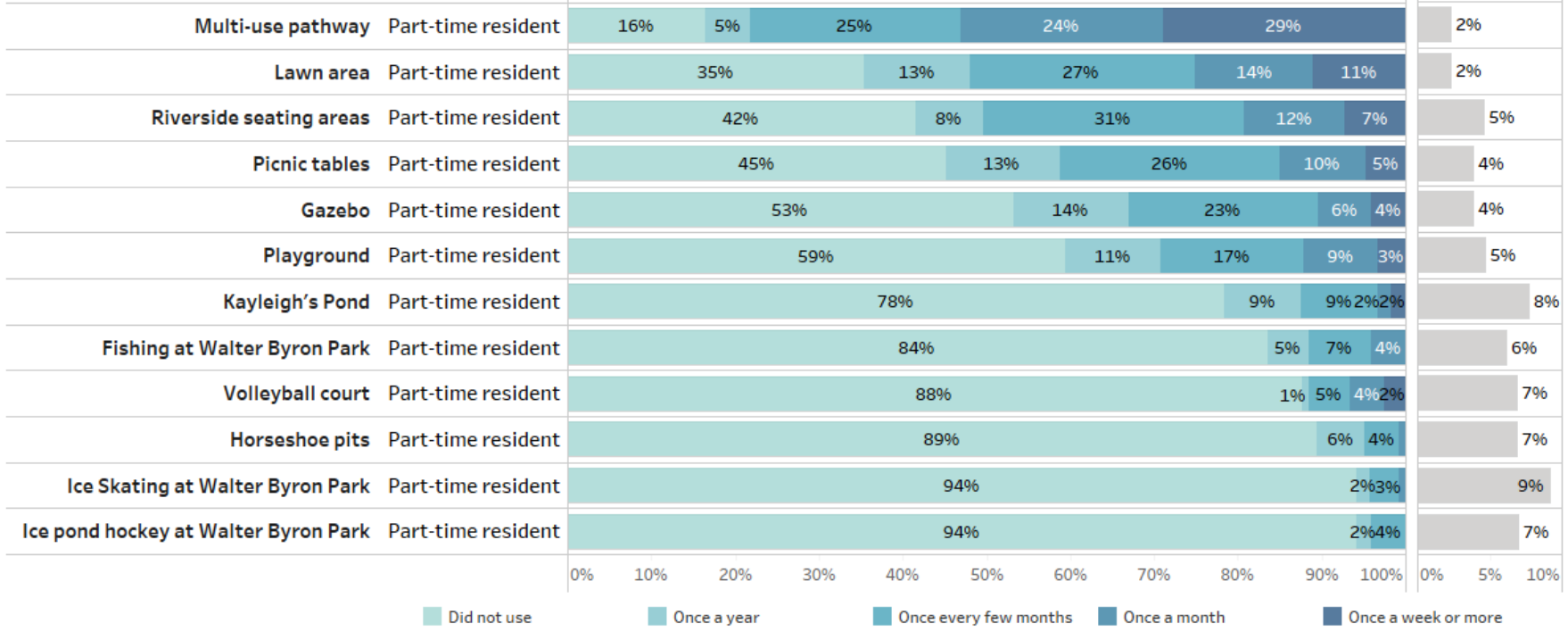
WALTER BYRON PARK

Frisco Parks Plan Survey | Walter Byron Park: Part-time resident responses

In the past 12 months, how frequently have you and/or your household used or participated in the following facilities and activities at Walter Byron Park?

Percent Total excl. Don't Know

% Don't Know

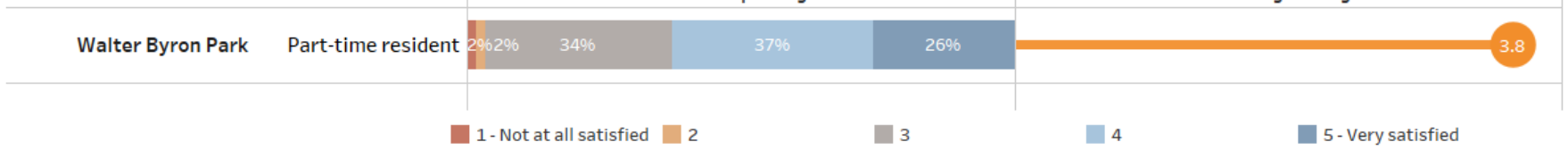


Legend: Did not use (lightest teal), Once a year (light teal), Once every few months (medium teal), Once a month (darker teal), Once a week or more (darkest teal)

And how satisfied have you and/or your household been with the quality of:

Percent Responding 1-5

Average Rating



Legend: 1 - Not at all satisfied (lightest brown), 2 (light brown), 3 (medium brown), 4 (light blue), 5 - Very satisfied (darker blue)



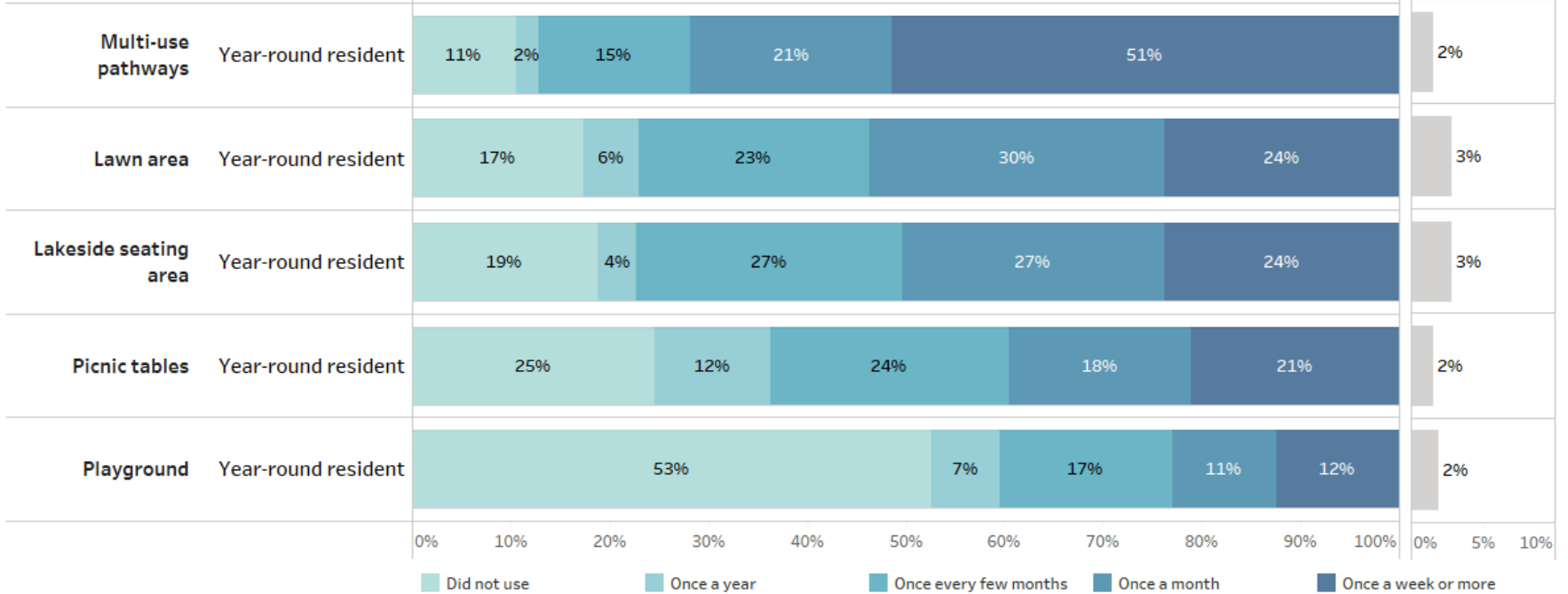
MARINA PARK

Frisco Parks Plan Survey | Marina Park: Year-round resident responses

In the past 12 months, how frequently have you and/or your household used or participated in the following facilities and activities at Marina Park?

Percent Total excl. Don't Know

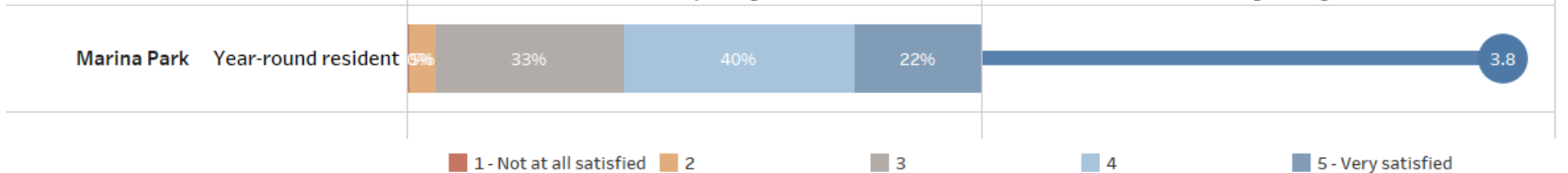
% Don't Know



And how satisfied have you and/or your household been with the quality of:

Percent Responding 1-5

Average Rating





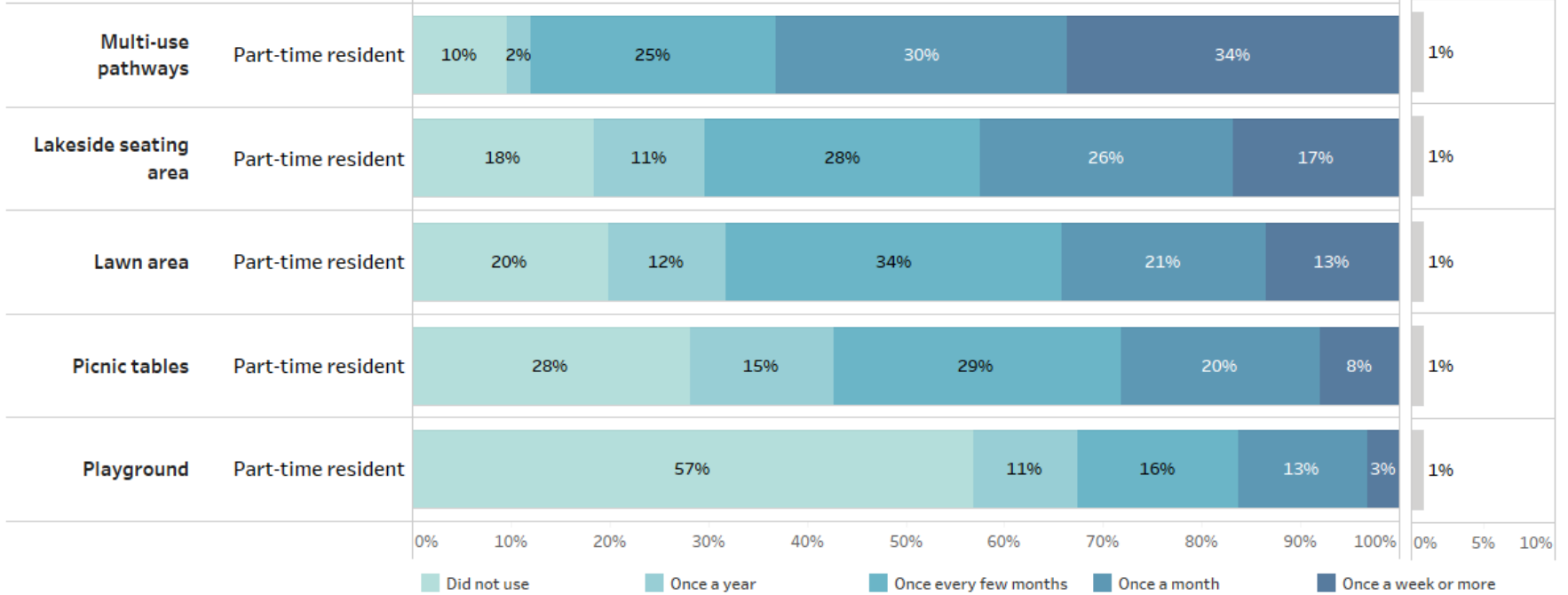
MARINA PARK

Frisco Parks Plan Survey | Marina Park: Part-time resident responses

In the past 12 months, how frequently have you and/or your household used or participated in the following facilities and activities at Marina Park?

Percent Total excl. Don't Know

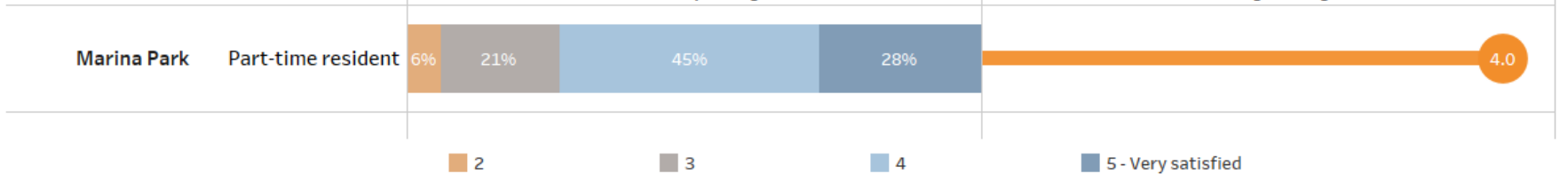
% Don't Know



And how satisfied have you and/or your household been with the quality of:

Percent Responding 1-5

Average Rating





OLD TOWN HALL AND COMMUNITY CENTER PARK

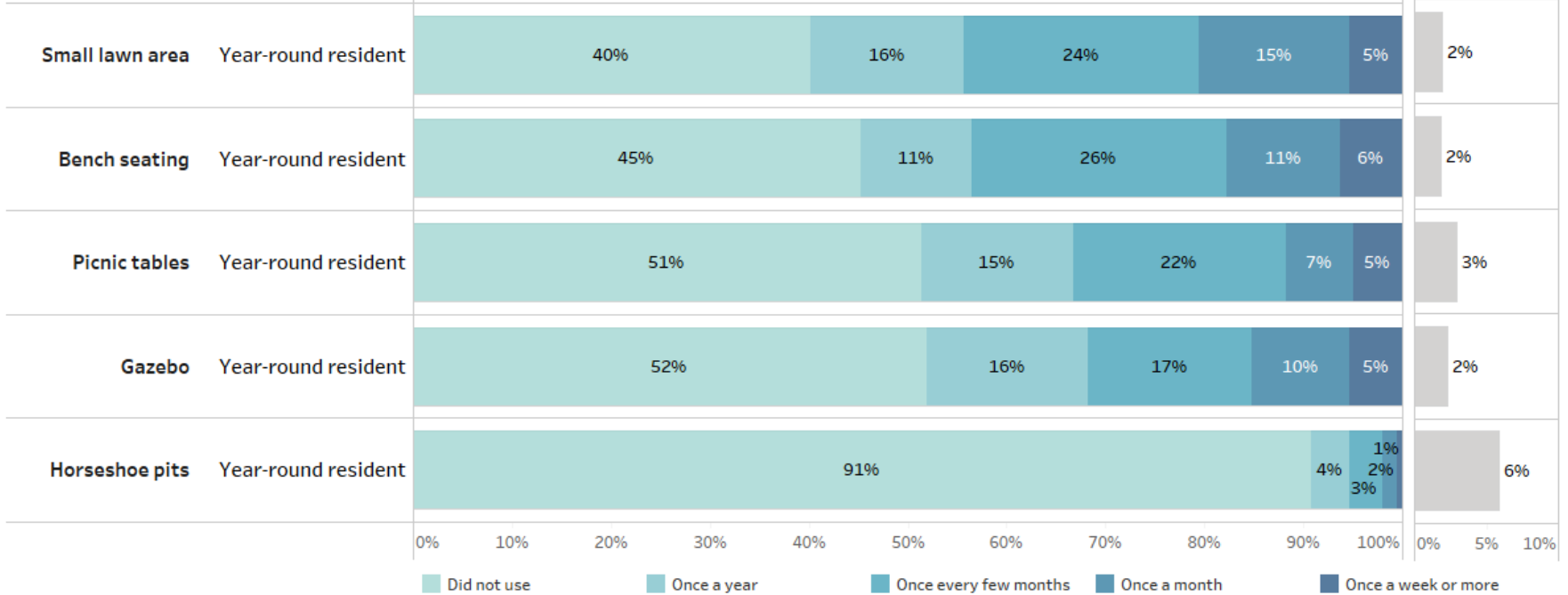
Frisco Parks Plan Survey

Old Town Hall and Community Center Park: Year-round resident responses

In the past 12 months, how frequently have you and/or your household used or participated in the following facilities and activities at Old Town Hall and Community Center Park?

Percent Total excl. Don't Know

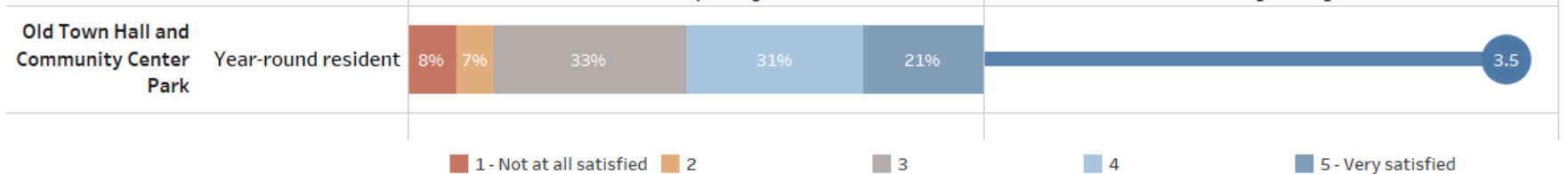
% Don't Know



And how satisfied have you and/or your household been with the quality of:

Percent Responding 1-5

Average Rating





OLD TOWN HALL AND COMMUNITY CENTER PARK

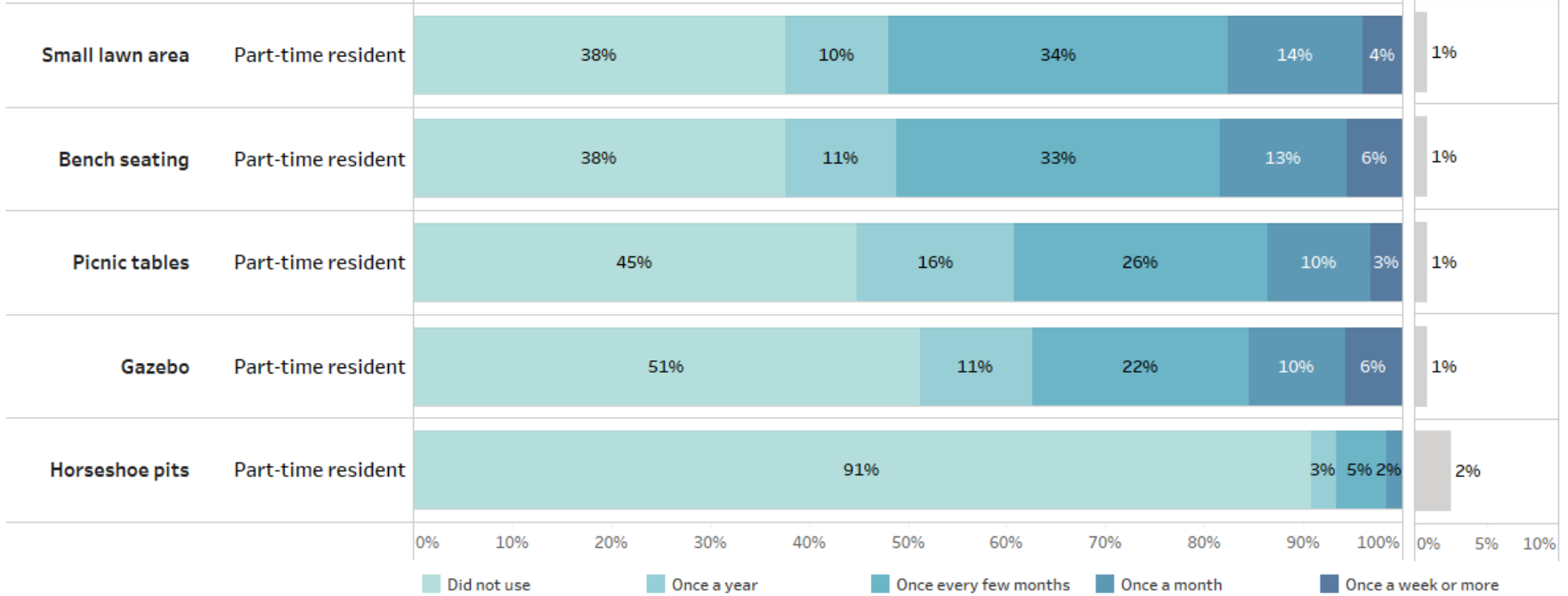
Frisco Parks Plan Survey

Old Town Hall and Community Center Park: Part-time resident responses

In the past 12 months, how frequently have you and/or your household used or participated in the following facilities and activities at Old Town Hall and Community Center Park?

Percent Total excl. Don't Know

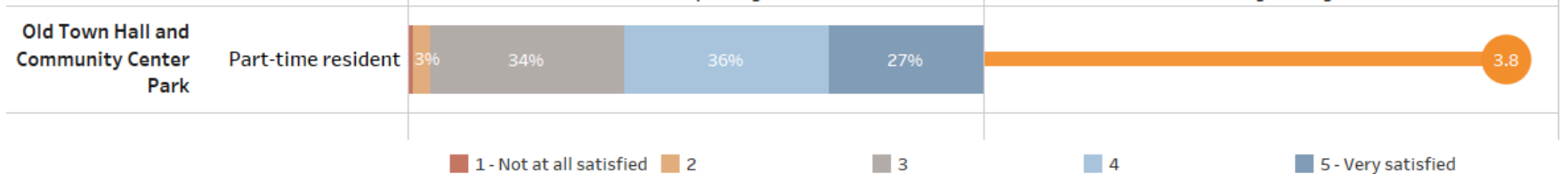
% Don't Know



And how satisfied have you and/or your household been with the quality of:

Percent Responding 1-5

Average Rating





OLD TOWN HALL AND COMMUNITY CENTER PARK - COMMENTS

Open ended comments for Old Town Hall and Community Center Park primarily focused on the lack of development for the park. Other comments, provide suggestions for future development, such as water features or higher quality community gathering spaces. A substantial number of comments also expressed appreciation for the concert series.



Word cloud generated from the top 50 words in all comments received.



MEADOW CREEK PARK

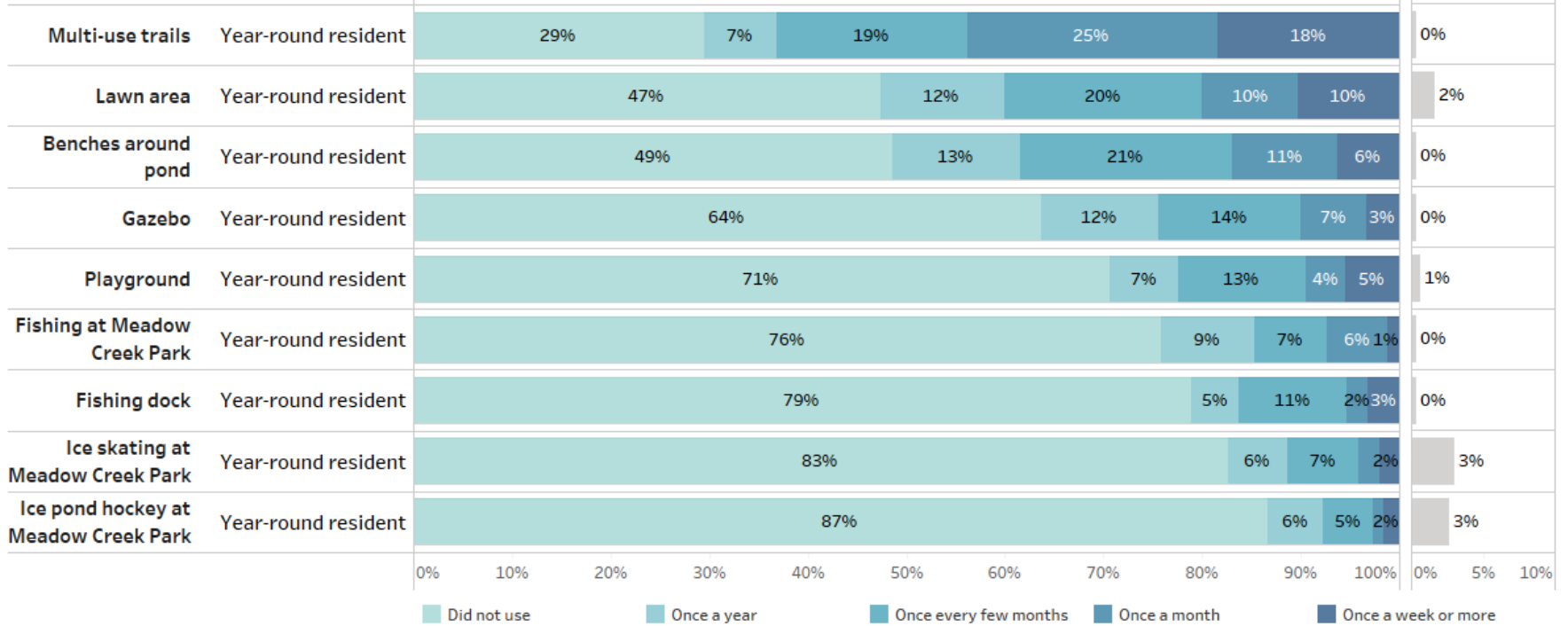
Frisco Parks Plan Survey

Meadow Creek Park: Year-round resident responses

In the past 12 months, how frequently have you and/or your household used or participated in the following facilities and activities at Meadow Creek Park?

Percent Total excl. Don't Know

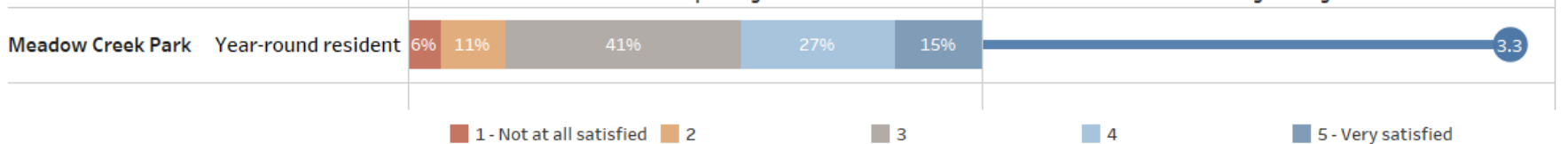
% Don't Know



And how satisfied have you and/or your household been with the quality of:

Percent Responding 1-5

Average Rating





MEADOW CREEK PARK

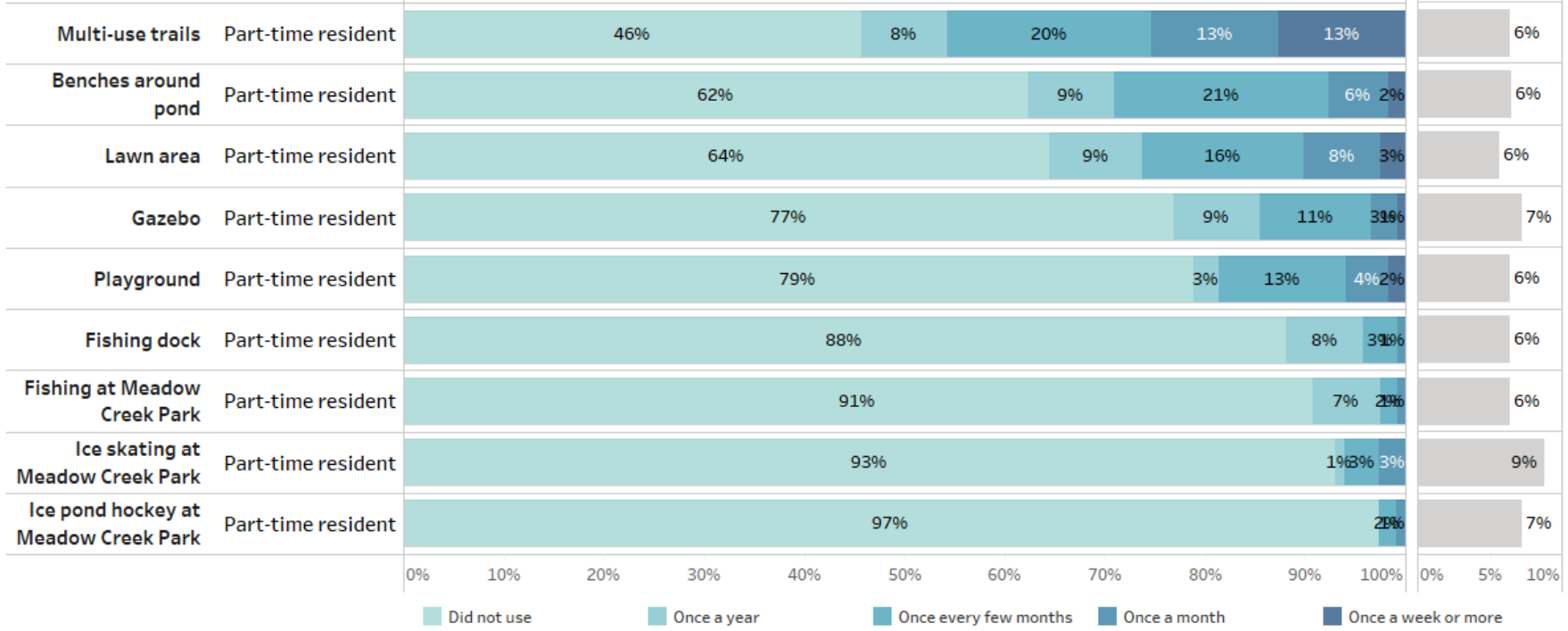
Frisco Parks Plan Survey

Meadow Creek Park: Part-time resident responses

In the past 12 months, how frequently have you and/or your household used or participated in the following facilities and activities at Meadow Creek Park?

Percent Total excl. Don't Know

% Don't Know



And how satisfied have you and/or your household been with the quality of:

Percent Responding 1-5

Average Rating





MEADOW CREEK PARK - COMMENTS

In response to the open ended question for Meadow Creek Park, many commenters expressed concerns for homelessness and perceived safety. Other comments express a lack of knowledge about the park and the activities that are offered.



Word cloud generated from the top 50 words in all comments received.



PIONEER PARK

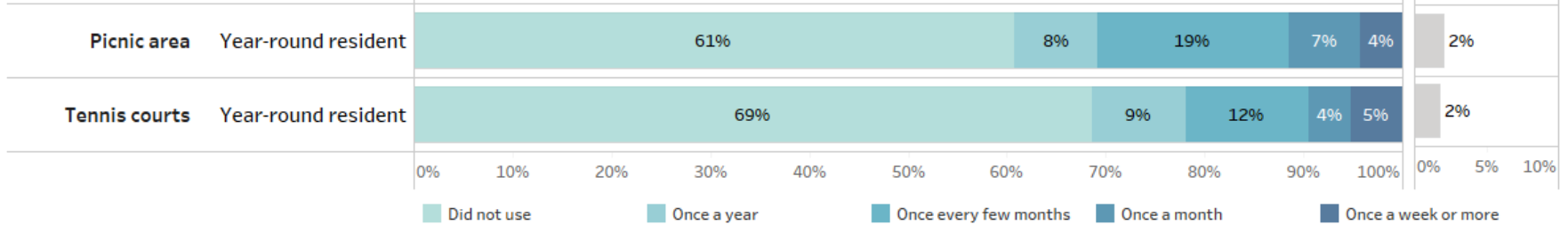
Frisco Parks Plan Survey

Pioneer Park: Year-round resident responses

In the past 12 months, how frequently have you and/or your household used or participated in the following facilities and activities at Pioneer Park?

Percent Total excl. Don't Know

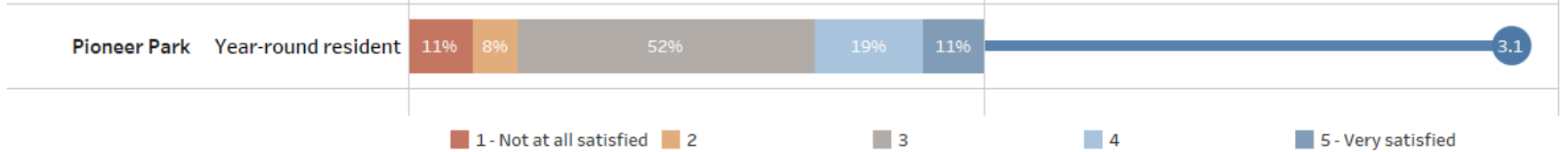
% Don't Know



And how satisfied have you and/or your household been with the quality of:

Percent Responding 1-5

Average Rating





PIONEER PARK

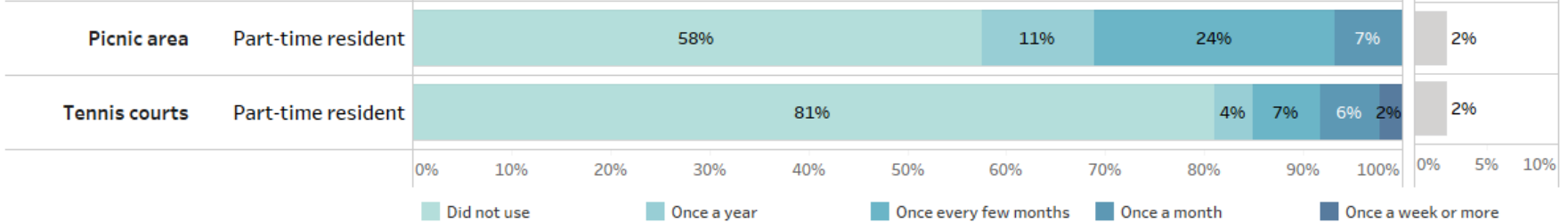
Frisco Parks Plan Survey

Pioneer Park: Part-time resident responses

In the past 12 months, how frequently have you and/or your household used or participated in the following facilities and activities at Pioneer Park?

Percent Total excl. Don't Know

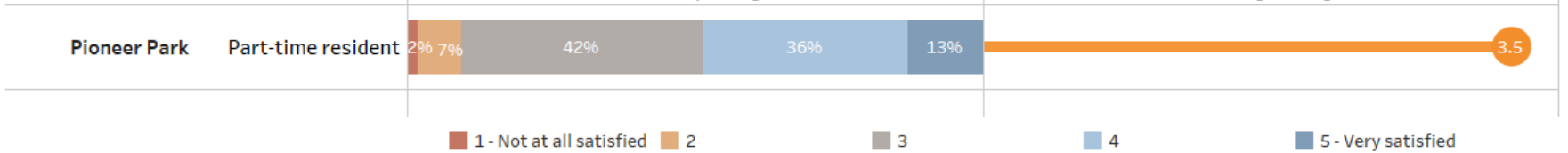
% Don't Know



And how satisfied have you and/or your household been with the quality of:

Percent Responding 1-5

Average Rating

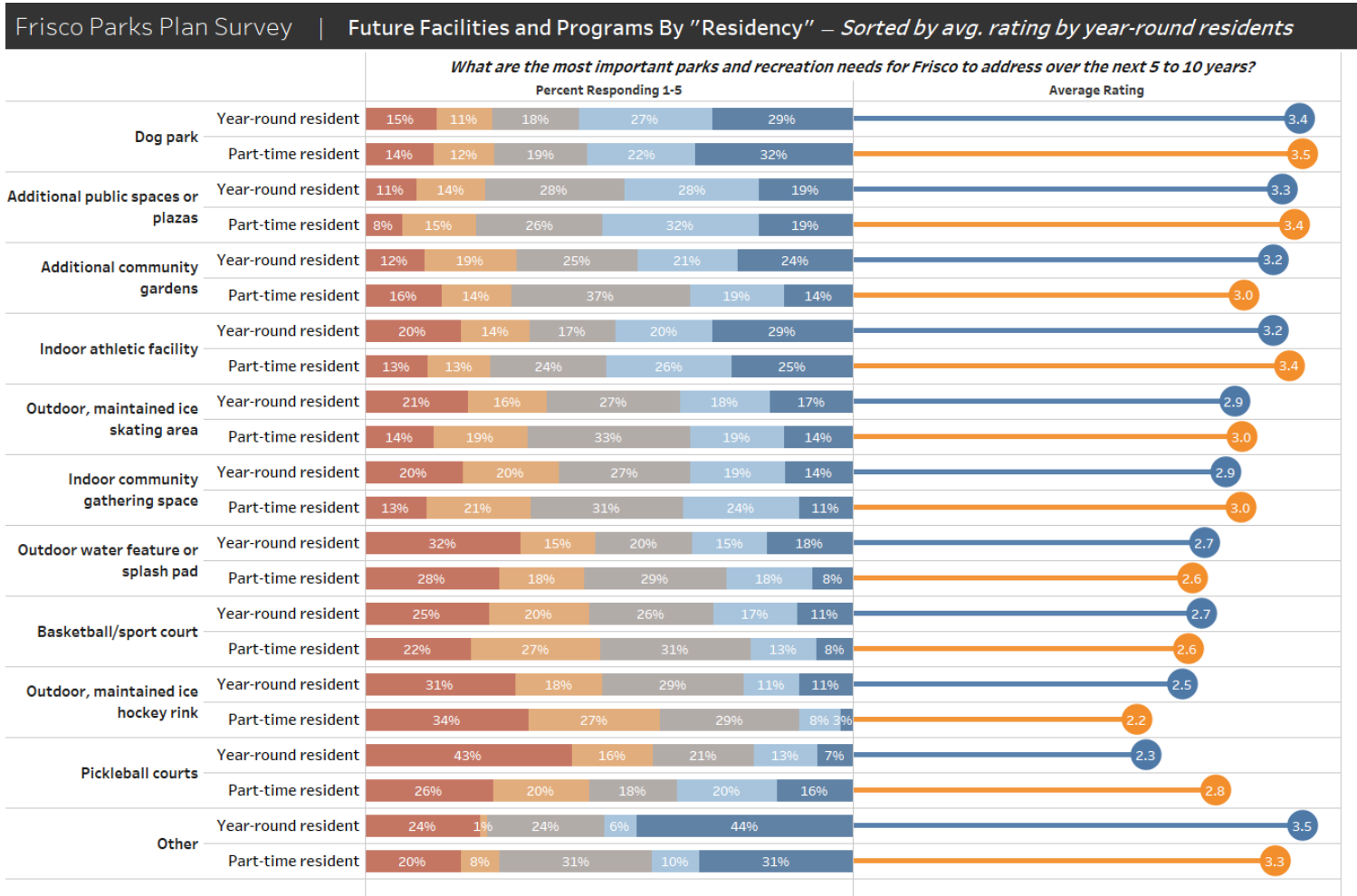


FUTURE FACILITIES & PROGRAMS



FUTURE NEEDS FOR FRISCO

Respondents were asked to rate on a 5-point scale of importance what the greatest needs for facilities and services are in Frisco over the next 5 to 10 years. Dog park and additional public spaces, and community gardens were rated of highest importance by year-round residents.



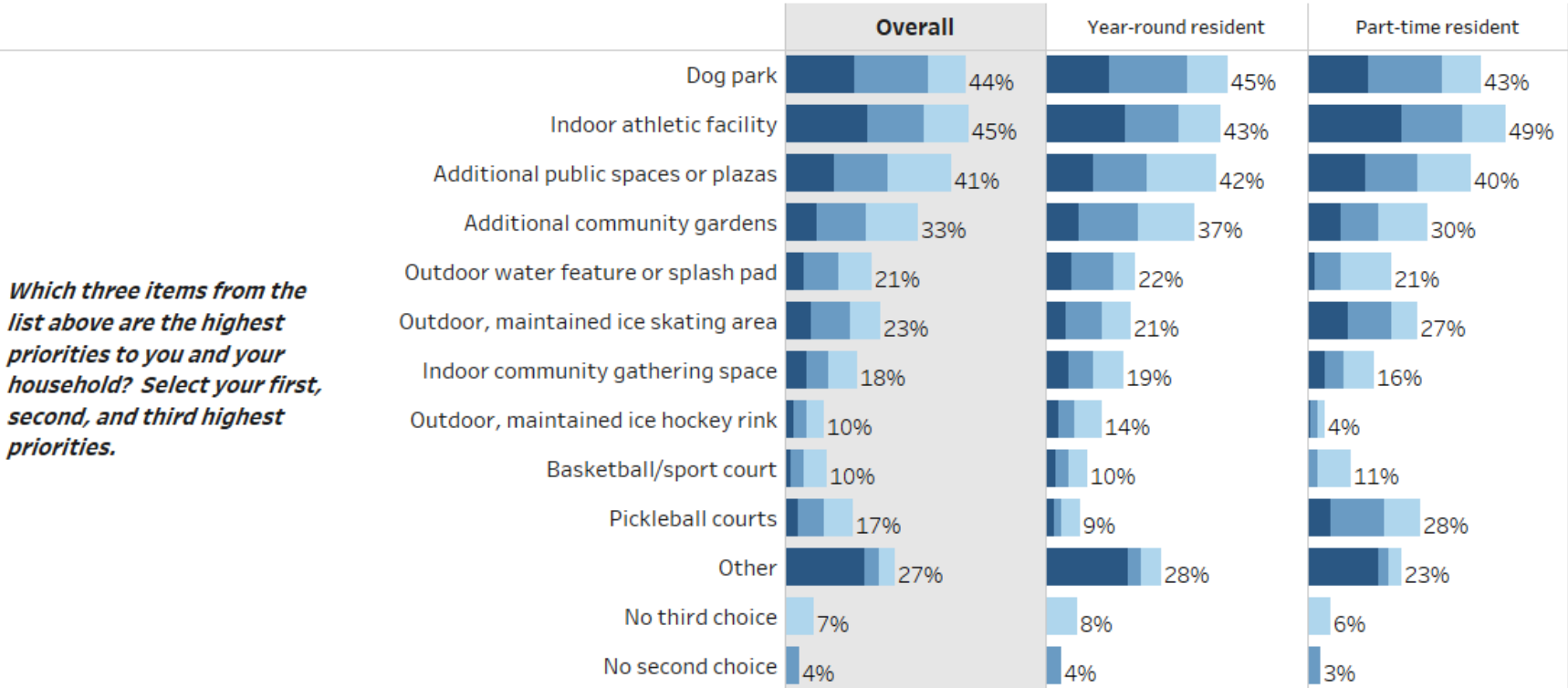
Source: RRC Associates



TOP 3 FUTURE PRIORITIES

Respondents were then asked to prioritize these needs for the future into top three rankings. Similar to their rated importance levels, dog parks and additional public spaces or plazas were rated high, along with an indoor athletic facility. In general, the priority ratings are similar between year-round and part-time residents. This is an important finding suggesting that planning can be based on the community as a whole, rather than distinguishing between the two segments of residents.

Frisco Parks Plan Survey | Future Facilities and Programs By "Residency"



Source: RRC Associates



SUGGESTIONS

ADDITIONAL COMMENTS/SUGGESTIONS

At the end of the survey, respondents were given the opportunity to provide any additional comments about parks and recreation facilities and programs, needs, and opportunities in Frisco. Themes that came up through the survey were again prominent in this comment field, including praise for current operations, dog parks, and indoor athletic facility. As illustrated below, the needs of the homeless and camping were also mentioned. A random selection of verbatim responses is shown below. The full listing of responses is provided in the appendix.

A Recreational Facility like Silverthorne and Breckenridge would be wonderful. Also a dog park. These are 2 areas where Frisco is lacking. Also better development around the lake to become more of a 'destination.'

We LOVE Frisco!
Thanks for all you do.

Please don't let the idea of an indoor athletic space die off...I know support polls low, but this is a desperate community need, and I believe the court of public opinion is swayed by people who choose not to have a family up here.

I think Frisco is a very nice 'mountain town'. Keep Main St historic and charming, no big buildings. I have lived in Summit County for a very long time although just outside of the Frisco town limits but I claim it as my town!!

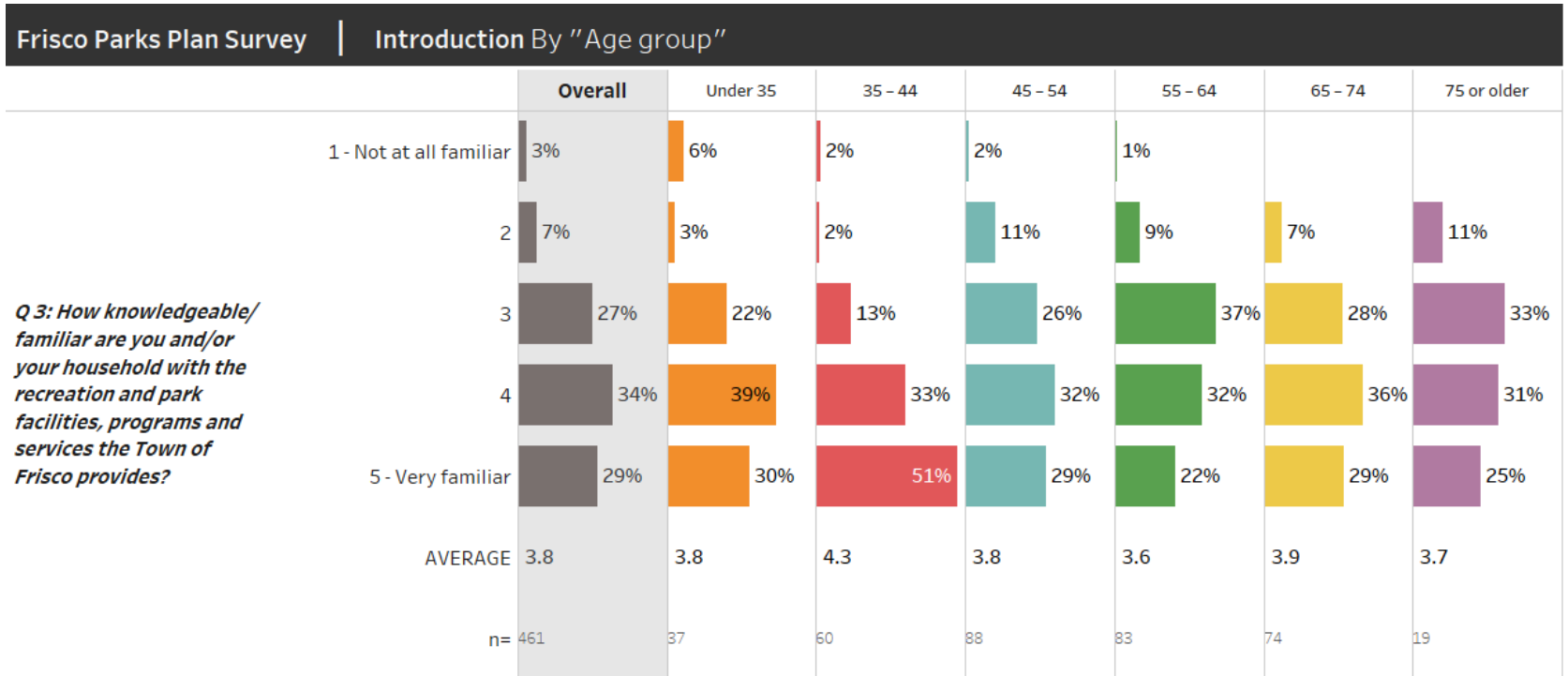
Please share and employ a compassionate communication plan with an overall plan in positively handling interactions with homeless people who may set up tents, sleep, and leave trash at parks. It is essential for parks to be clean with regular up keep and removals of trash as well as provide a welcoming ambience of all guests who visit parks.

 CROSS-TAB RESULTS (INVITE)



FAMILIARITY BY AGE

Additional analysis of survey responses was conducted by segmenting (cross tabbing) results. Age, presence of children in household, and dog ownership were used to probe the invitation responses. When examining level of familiarity of Frisco parks and recreation offerings by age, those that are ages 35 to 44 years old appear to be somewhat more likely to rate their familiarity a 5 out of 5 (51% vs. 22% - 30%).



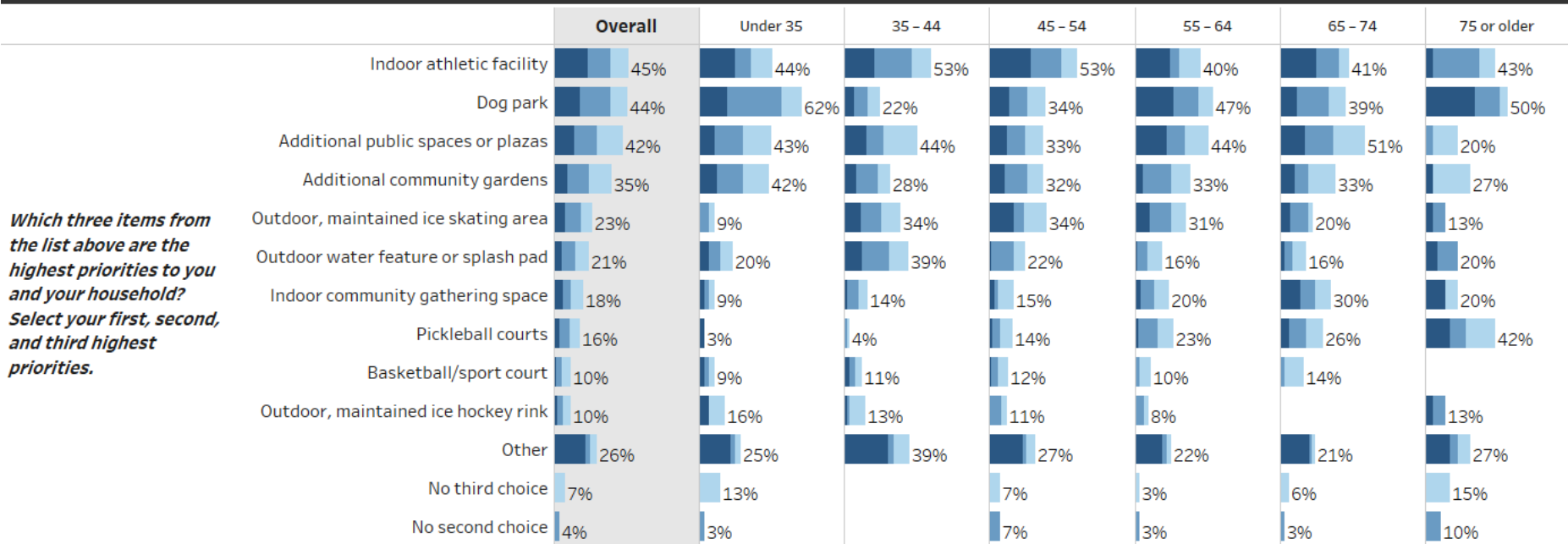
Source: RRC Associates



FUTURE PRIORITIES BY AGE

Respondents ages 35-44 appear to place lower priority on dog parks than other age groups (22% vs. 34%-62%). Alternatively, all age groups appear to place high priority on an indoor athletic facility (ranging from 44% to 53%).

Frisco Parks Plan Survey | Future Facilities and Programs By "Age group"



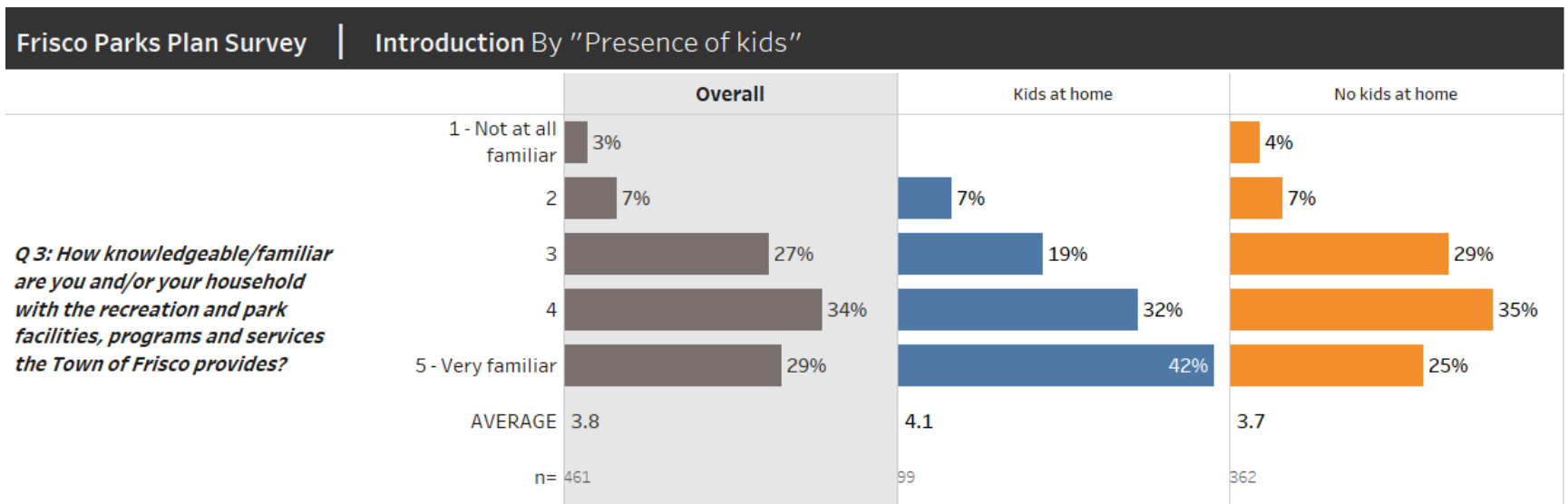
Which three items from the list above are the highest priorities to you and your household? Select your first, second, and third highest priorities.

Source: RRC Associates



FAMILIARITY BY PRESENCE OF KIDS

The following graphs examine ratings by households who have kids at home and those who do not. Those who do not have children at home have a slightly lower familiarity with Frisco parks offerings overall. However, those with kids were especially likely to report they are “very familiar.” Not surprising, these results suggest that if efforts are made to increase communications with the community, a target could be those that don’t have kids, they represent a different challenge. Overall, both segments report a high level of familiarity with approximately 63% of respondents rating their familiarity either 4 or 5.

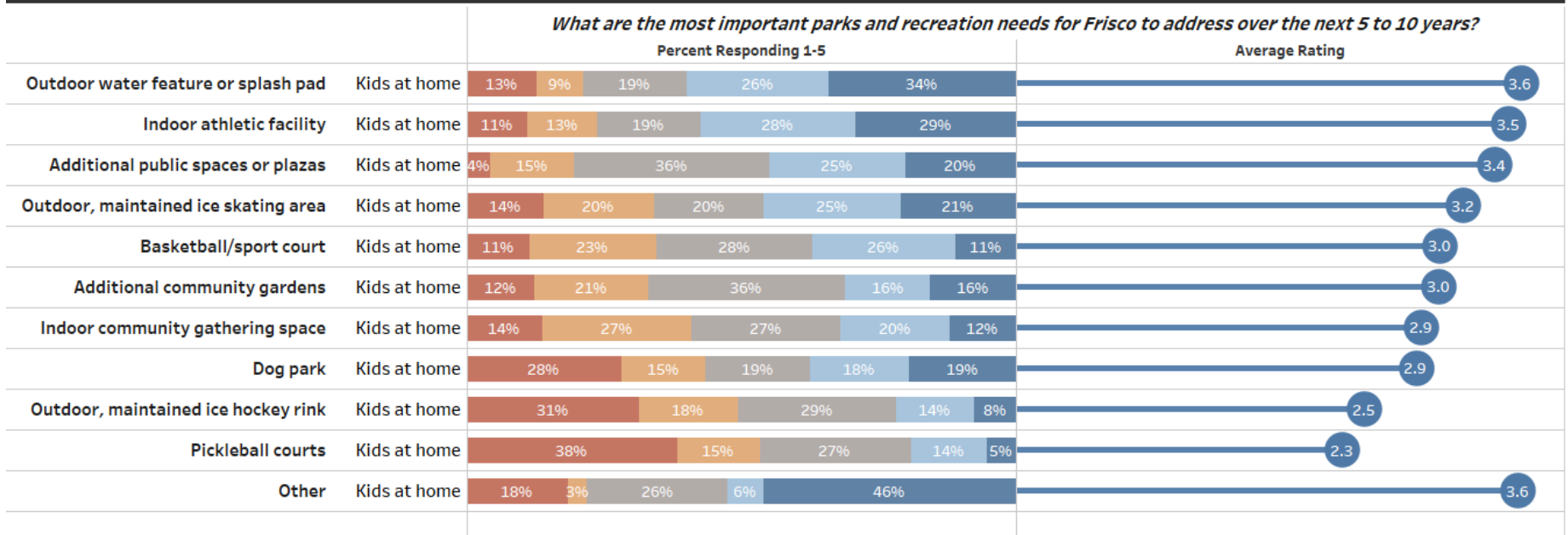


Source: RRC Associates



FUTURE FACILITIES BY PRESENCE OF KIDS

Frisco Parks Plan Survey | Future Facilities and Programs By "Presence of kids" – Sorted by avg. rating by year-round residents

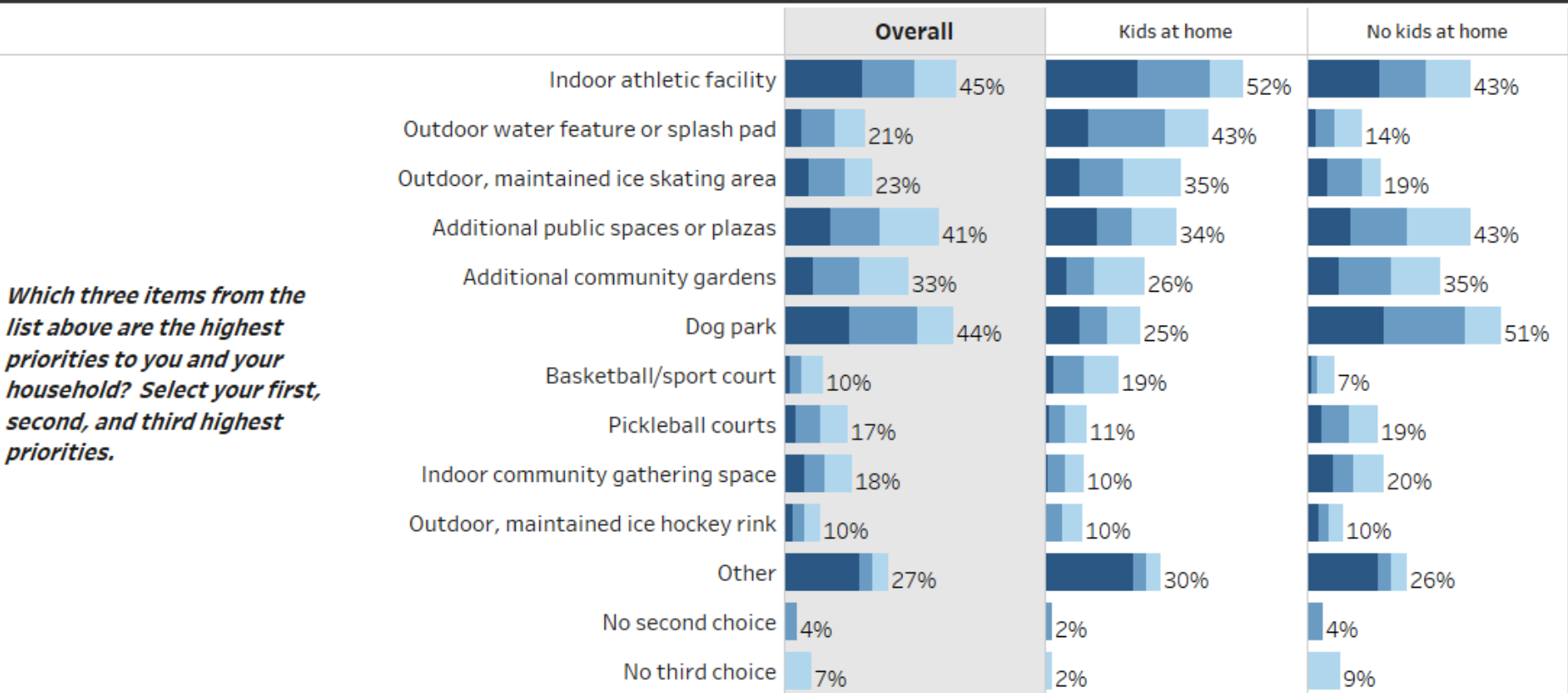


Source: RRC Associates

FUTURE PRIORITIES BY PRESENCE OF KIDS

Families with kids at home place a higher priority on a future indoor athletic facility for the Town of Frisco, along with outdoor water feature and skating areas. Developing a dog park, which was the highest priority for year-round residents overall, was only ranked in the top 3 priorities by 25% of the respondents with children at home.

Frisco Parks Plan Survey | Future Facilities and Programs By "Presence of kids"

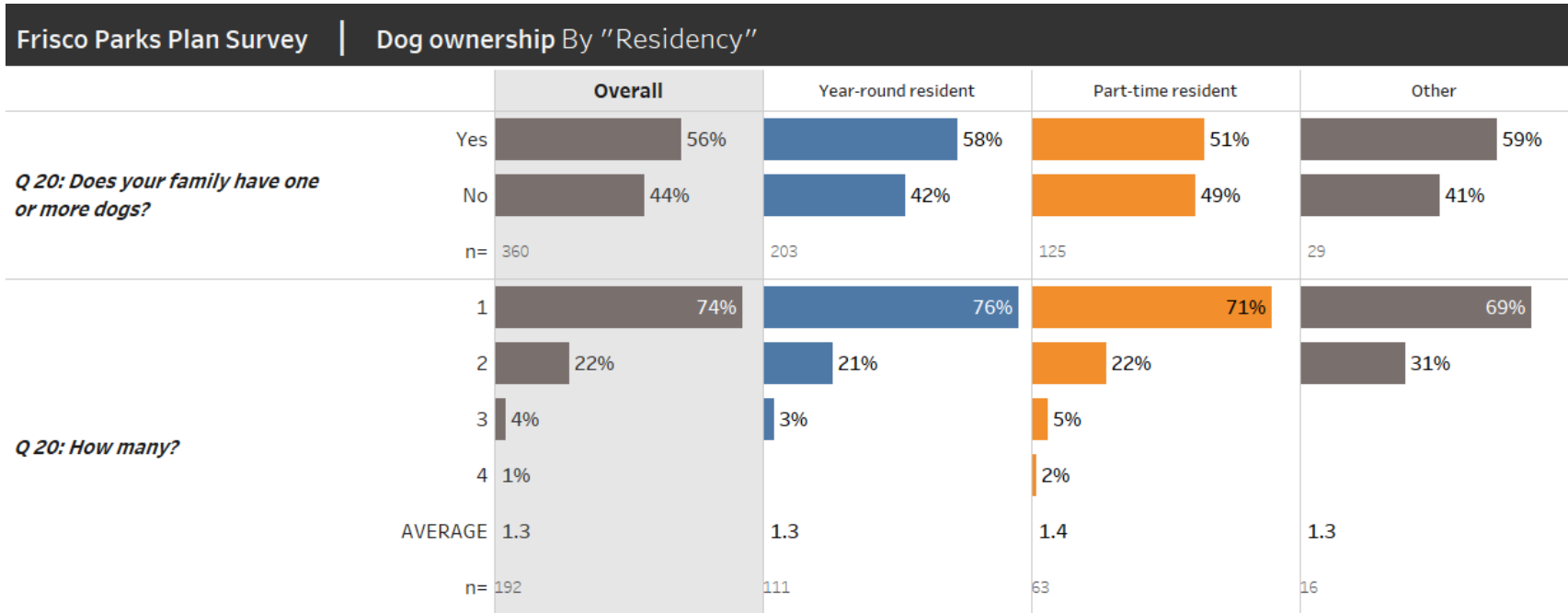


Source: RRC Associates



DOG OWNERSHIP

Overall, 56% of respondents own a dog and over 50% of respondents in each resident category own at least one dog.

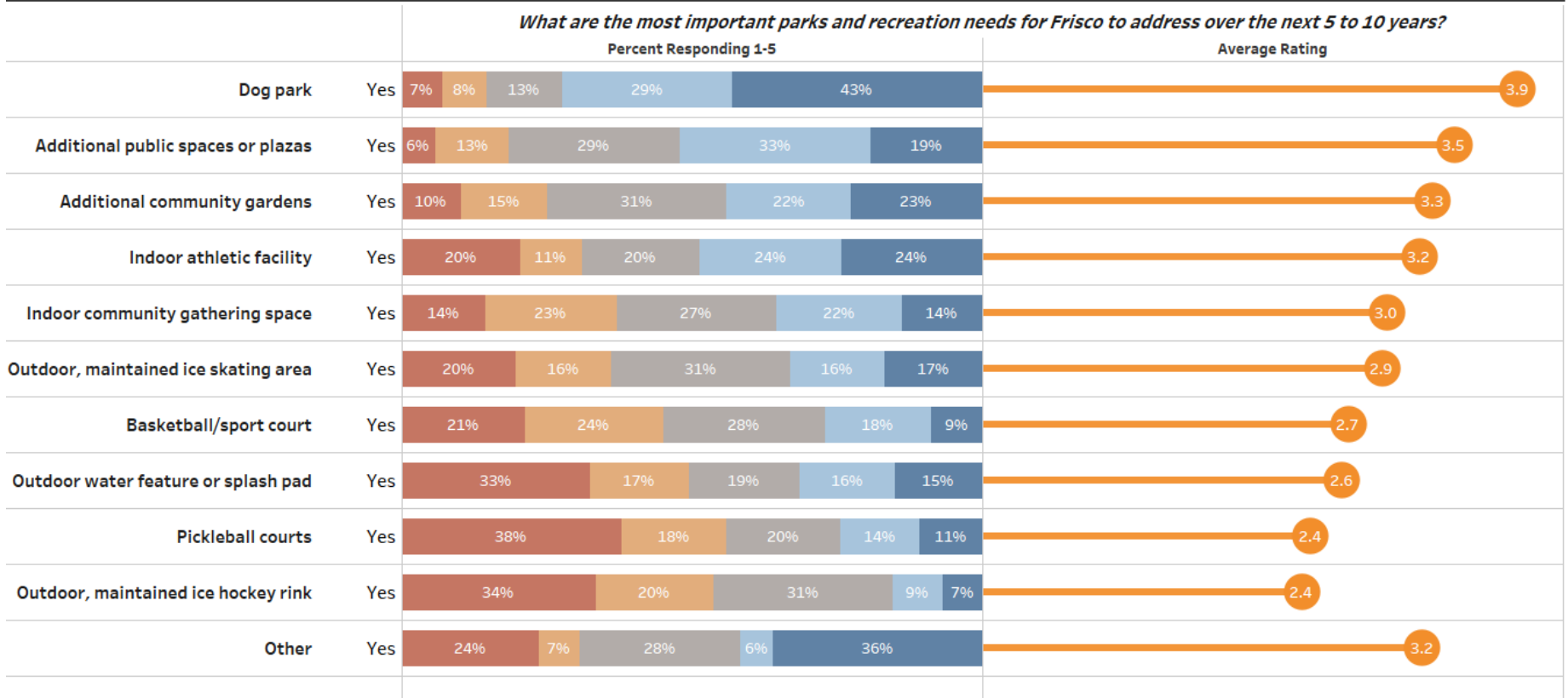


Source: RRC Associates



FUTURE FACILITIES BY DOG OWNERSHIP

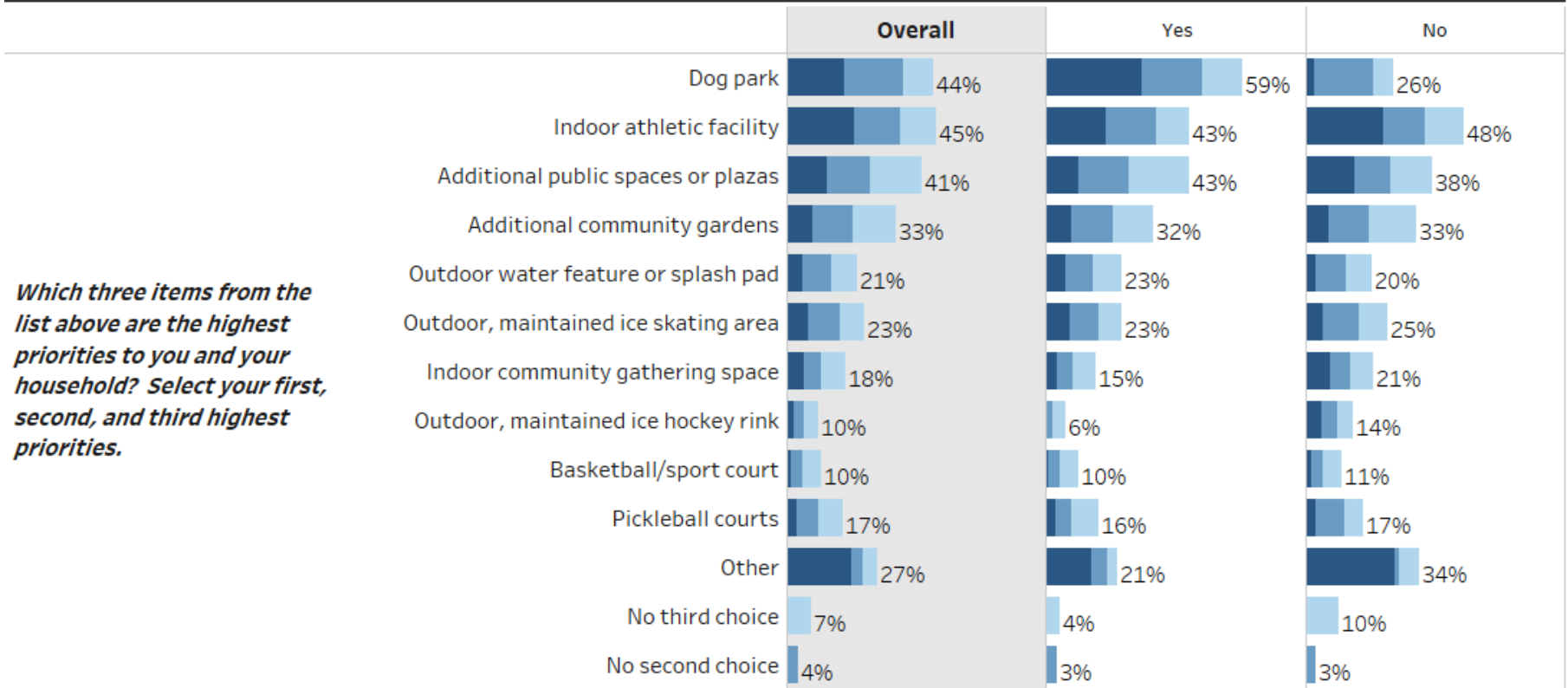
Frisco Parks Plan Survey | Future Facilities and Programs By "Does your family have one or more dogs?"



Source: RRC Associates

FUTURE FACILITIES BY DOG OWNERSHIP

Frisco Parks Plan Survey | Future Facilities and Programs By "Does your family have one or more dogs?"



Which three items from the list above are the highest priorities to you and your household? Select your first, second, and third highest priorities.

Source: RRC Associates