



## CHAPTER 1 - CITIZEN INVOLVEMENT

### OVERVIEW

BREC staff and commissioners determined that the Strategic Master Plan would be citizen driven, with ample opportunities to participate, and educational, with the selection of two national experts who are highly regarded in the parks and recreation profession for their accomplishments and insights about requirements for building an excellent park system.

Participation opportunities during 2003 and 2004 included dozens of individual, small group and public meetings. Detailed comments from the meetings were recorded and are included in the Appendices of the report.

In a sense, the entire community participated in the planning process as 500 households were randomly selected to participate in a statistically valid survey. Results of that survey are included in this chapter.

Educational opportunities were offered to citizens with presentations by Dr. John Crompton, Distinguished Professor at Texas A & M University located at College Station, TX and Charles Jordan of Portland, OR.

Dr. John Crompton, Distinguished Professor at Texas A & M University, was the keynote speaker at the Kickoff Meeting on October 1, 2003. Dr. Crompton spoke of ways that a strong park system can boost the local economy:

- By raising property values – attractive parks which are nicely maintained can increase adjacent property values by as much as 20%;
- By attracting tourists – tourists are looking for opportunities to visit attractions which include sports venues, historic sites, cultural activities and special attractions such as the Baton Rouge Zoo and observatory.
- By attracting businesses – recently, the Boeing Aircraft Corporation selected Chicago over Dallas because it decided the northern city had a better quality of life as a result of its recreation and park system.
- By attracting retirees – affluent retirees move to a city because of climate and recreational activities. Mobile, active retirees usually bring private pensions to spend. The Parish of East Baton Rouge certainly has the climate and is working to improve its facilities.



Mr. Jordan, former Director of Parks and Recreation and elected official at Portland, OR and current Chairman of the National Conservation Fund spoke on November 20, 2003 of the importance of partnerships among all providers as they strive to collectively provide citizens, particularly young people, with the tools they need to succeed. Mr. Jordan spoke of the importance of:

- recreation programs which provide the basis for lifelong learning skills;
- caring mentors to show love and educate those in need; and,
- good programs which provide opportunities to improve self-esteem.

### General Findings

As the formal process for soliciting public input in Phase 1 of the planning process came to a conclusion, the consultant analyzed all comments and meeting summaries provided by the meeting facilitators. From the analysis, the consultant is of the opinion that the majority of citizens felt the following:

- An appreciation for BREC operating with integrity, trustworthiness and fiscal responsibility
- A need for more public interaction in BREC's planning processes
- A need to place more emphasis on quality of parks and facilities even if it results in less quantity
- A need for better communication to make citizens aware of the services provided by BREC
- A need for better maintenance was expressed by many, though some of these concerns were due to aging facilities whose appearance is not pleasing
- A strong desire for BREC to pursue natural and cultural resource conservation projects
- A strong desire for BREC to create and maintain partnerships that benefit the community

The citizens expressed a desire for upgrading existing facilities, and an interest in new facilities. Some of the new facilities that were mentioned most often were:

- Aquatic facilities
- Walking / hiking / biking / nature trails
- Dog Parks
- Skateboard Park
- Hobby Facilities (remote control planes, boats and model trains)

### Findings from Public Meetings

Public meetings were held throughout the Parish between October and December 2003. Three types of forums were provided: neighborhood meetings for the immediate vicinity of a facility; area meetings for an area covering multiple facilities in the same region; and, city-wide meetings for all residents to discuss any item of interest. From those twenty three meetings, we learned the following:

- *Increase the emphasis on quality of facilities* – Citizens appreciated the wide range of facilities but want to increase the quality at all above the need for quantity.



- *Marketing & Communications* – a key issue found throughout was the lack of internal and external communications. Citizens do not seem to be aware of the services provided by BREC.
- *Improved Interconnection of Locations* – Interest was expressed for real time information about all activities, their locations and frequently asked questions (FAQ).
- *Maintenance* – Comments were made concerning the discrepancies in the standard of buildings and upkeep. It was felt that a lot of the older buildings looked bad and this was blamed on lack of maintenance.
- *Staff* – Most comments were very positive, however, some did express an interest in a stronger staff presence.
- *Community Church Connections* – It was suggested that a relationship between each local facility and their local area churches would provide a good platform for the advertisement of facility events and services through the clergy to each congregation.
- *Scope of Recreation Programs* – Citizens expressed an interest in a greater diversity of programs and tutoring classes. This included computer, hobbies and sports.
- *Programs for Seniors* – Some felt a need for more programming for seniors.
- *Air Conditioning* – For those citizens who exercise in BREC facilities, there is interest in adding air conditioning.
- *Outside Lighting* – For facilities which have reasons for users to stay after dark, it is felt that lighting of parking lots and front entrances is vital to a sense of safety.
- *Safety & Security* – Some citizens expressed concern for safety in the parks in the evenings. Suggestions included lighting and park police.
- *Parking Lots* – Parks with gravel parking lots were mentioned as an annoyance, especially for the dust problems.
- *Gymnasium/Court Floors* – Requests were made for soft floors to mitigate against knee problems.
- *Water Fountains* – Citizens expressed an interest in accessible drinking fountains.
- *Swimming Pools* – Perhaps the most requested new facility was the addition of swimming pools with equitable access to all citizens.
- *Trails and Nature Walks* – Requests were received for walking/biking/nature trails.
- *Dog Parks* – Interest was expressed for dedicated dog parks with fenced areas.
- *Indoor Walking Tracks* – The indoor track at North Sherwood Park was identified as a track that citizens enjoy – they would like to have more like it around the Parish.
- *Hobby Facilities & Programs* – Interest was expressed for facilities to accommodate those involved with remote control planes, boats and model trains.
- *Super Complexes* – Citizens expressed interest in the expansion of existing facilities such as Independence Park. Ideas were also shared for quality neighborhood parks with adjacent super complexes.
- *Skateboard Park* – Citizens expressed an interest in skateboard park facilities

## FINDINGS FROM FOCUS GROUPS AND COMMUNITY LEADER MEETINGS



Several focus groups and community leader meetings were held. Participants included the Mayors from Baton Rouge, Baker and Zachary and elected officials, members of the Recreation and Parks Commission, BREC staff, Sports Foundation, Chancellors of LSU and Southern University, Friends of City Park, Tennis Association, YMCA, YWCA, Arts Council, city officials from Baker and Zachary, United Way Agencies, BREC Foundation, Urban Forest Group, Convention and Visitors Bureau, BRAMBA (mountain bikers), skateboarders, Friends of Magnolia Mound, Baton Rouge Garden Center, Foundation for Historical Louisiana, equestrians, Friends of the Zoo, Astronomical Club and the Bluebonnet Swamp Foundation and groups that provide after school programming. Much of what was heard in the public meetings was reiterated in the focus group meetings. From these groups, we learned the following:

### User Groups and Community Leader Comments

*Change* – the timing of the strategic plan with the change of leadership at BREC is considered to be a positive opportunity. Citizens are appreciative of the accomplishments over the last 50 years and are eager for a new vision which respects the past but moves BREC to a new level of quality facilities, exciting programs and strong partnerships.

*Quality of Life Improvements* – many felt that BREC has much to offer in improving the quality of life in the Parish which has a multitude of benefits for all citizens.

*Economic Impact, especially through sports* – many leaders have expressed a desire for destination facilities which would attract visitors to the Parish for the purpose of providing quality events and positively affecting the local economy.

*Protection of Natural Resources* – most feel that BREC should continue to protect and acquire natural resources for the Parish.



*Points of Excellence* – nearly 100% of those who have been interviewed have asked for improvements to the quality of facilities and less quantity, if needed to accomplish better quality. Some feel that BREC needs to provide more “points of excellence” in the park system.

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*Partnerships* – several agencies and groups are anxious to partner with BREC. Many have a need for space and can provide BREC with new programming opportunities while BREC has excess building capacity which it can provide as its contribution to the partnership.

*Trails* – many have expressed an interest in trails along the river, linkages between major parks and points of interest, and, as loops in some parks.

*Equestrian Facilities* – citizens expressed interest in improving facilities and adding trails.

*Build schools and parks adjacent to one another* – it is important to consider joint development of schools and parks to leverage resources and to provide good close to home services.

*Keep recreation facilities open at night* – some have expressed a need for facilities to expand their hours of operation.

*Cultural activities, not just sports* – some feel that the provision of sports is okay but would like to see more cultural activities offered.

*Safety and security* - citizens are desirous of parks and facilities which are free of crime and hazards.

*Retain open space/undeveloped parks* – many of the parks are developed but some citizens are desirous of retaining as much non programmed open space as possible.

*Would like to see a business-like approach* – some citizens recognize the balance between BREC’s need to provide affordable programs but also the corresponding need to establish a pricing system for other programs so the level of quality can be increased.

*Programs that develop discipline and life-long learning skills* – some have recognized the needs of at-risk youth and the role BREC can play through its programs by developing discipline and life-long learning skills.

*Free or Low Cost Services* – many citizens recognize that cost of services will greatly impact the ability of many that are not able to afford significant fees. While some believed free programs should be offered, others thought no programs should be free and that some cost – even sweat equity, should be charged.



## Staff Comments

*Change* – a change of leadership after 42 years presents opportunities.

*Mission statement* – the current Mission Statement has not been modified for a number of years. As conditions have changed, and with new leadership, this is an opportune time to re-visit the Mission Statement and alter it, as needed. Specific mention was made to analyze the need for improved quality and less quantity.

*Politics of the tax election* – two referendums fund the operations of BREC, each for about half of the 9 mills that are assessed for operations. The politics of having to constantly go for renewal of operating taxes results in decisions made with emphasis on political reasons as opposed to decisions made for sound park planning reasons.

*Safety and Security* – comments were made relative to the need for citizens to feel safe and secure from crime and hazards in the parks and facilities. Concerns were expressed in getting from home to the parks in some areas.

*Partnerships* – some existing partnerships are falling short of desired results and guidelines for forming and conducting partnerships are needed.

*Citizen needs and wants* – never enough funding to provide everything that citizens are desirous of.

*Autonomy versus inclusiveness* – BREC is an autonomous agency as authorized by the State Legislature. This is a model that works well in the United States as exemplified in the State of Illinois which is highly acclaimed for its park districts and their accomplishments. The balance in this equation is for BREC to work cooperatively with others in the Parish to leverage resources for the purpose of accomplishing shared goals.

*Branding* – there is a particular need for improved signage in the park system.

*Bonding versus pay as you go* – there is a need to analyze the pros and cons of bonding for immediate improvements versus the current approach of paying as you go.

*Aging facilities* – much of the BREC infrastructure and facilities are at the end of their useful life and will require renovation, replacement or removal in the coming years.

*Residents versus non-residents* – there is a need to analyze fees paid by residents versus non-residents. Perhaps non-residents should pay more for some, or all, services but that is to be determined.

*Blanket application of standards* – there is consensus that all parks and facilities be developed according to standards.

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**COMMUNITY ATTITUDE AND INTEREST CITIZEN SURVEY**

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**Executive Summary of Citizen Survey Results*****Overview of the Methodology***

The Recreation and Park Commission for the Parish of East Baton Rouge conducted a Community Attitude and Interest Survey from December 2003 through February 2004 to help establish priorities for the future development of parks and recreation facilities, programs and services within the community. The survey was designed to obtain statistically valid results from households throughout the East Baton Rouge Parish area. The survey was administered by a combination of mail and phone.

**Leisure Vision worked extensively with the Recreation and Park Commission for the Parish of East Baton Rouge officials and representatives from Bucher, Willis & Ratliff in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the future system.**

The goal was to obtain at least 500 completed surveys. This goal was accomplished, with 516 surveys being completed. The results of the random sample of 516 households have a 95% level of confidence with a precision of at least +/-4.3%.

The following pages summarize major survey findings.

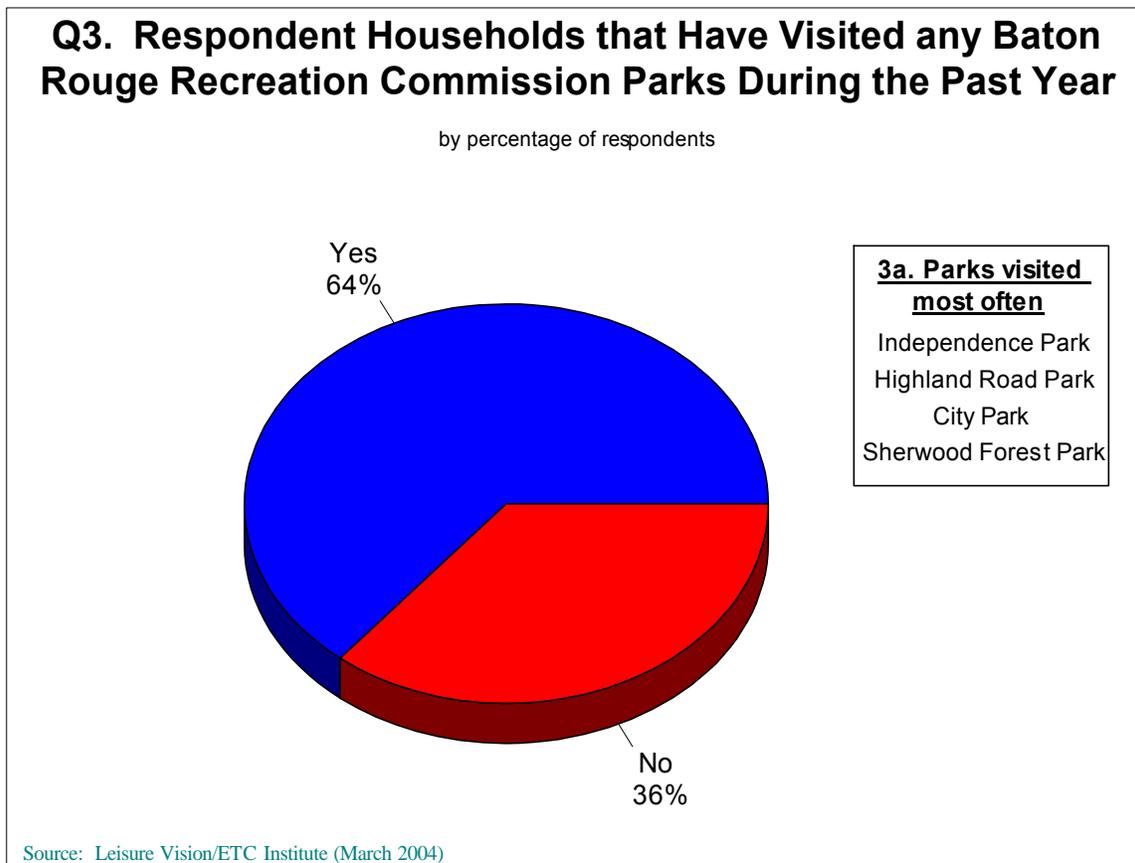


**Visitation of Baton Rouge Recreation Commission Parks in the Past Year**

Respondents were asked if they or members of their household have visited any Baton Rouge Recreation Commission parks during the past year. Those that have visited Baton Rouge Recreation Commission parks during the past year were then asked to indicate which three parks they visit most often. The following summarizes key findings:

- **Sixty-four percent (64%) of respondent households indicated they have visited Baton Rouge Recreation Commission parks during the past year**, and the other 36% indicated they had not visited any Baton Rouge Recreation Commission parks.
- **Independence Park is the Baton Rouge Recreation Commission park that has been visited most often during the past year.** Other Baton Rouge Recreation Commission parks that have been visited often include: Highland Road Park; City Park; and Sherwood Forest Park.

**Figure 1.1 – 3a. Parks Visited Most Often**

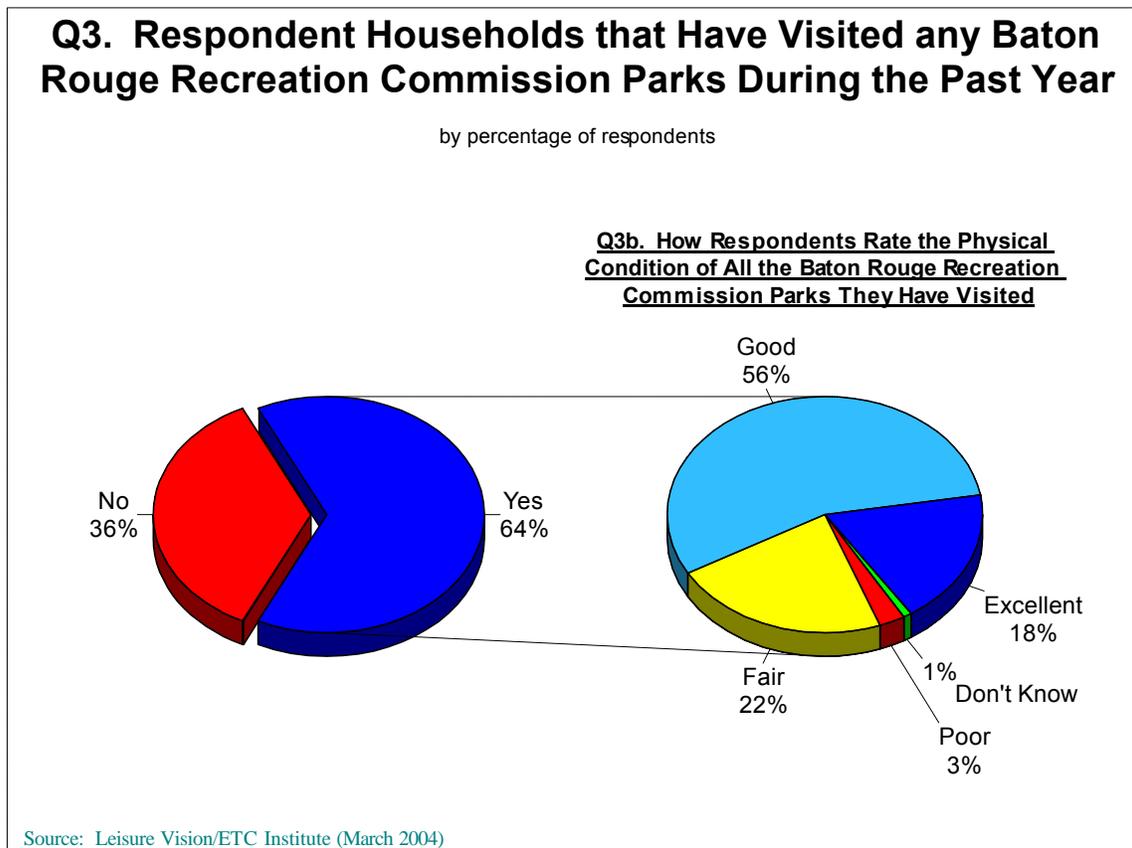


**Physical Condition of Baton Rouge Recreation Commission Parks**

Respondent households that have visited Baton Rouge Recreation Commission parks during the past year were asked how they would rate the physical condition of all the parks they have visited. The following summarizes key findings:

- Seventy-four percent (74%) of respondent households rated the physical condition of Baton Rouge Recreation Commission parks as either excellent (18%) or good (56%). An additional 22% rated the physical condition of the parks as fair, and 3% rated them as poor. The remaining 1% indicated “don’t know”.

**Figure 1.2 – Q3b. How Respondents Rate the Physical Condition of Parks Visited**



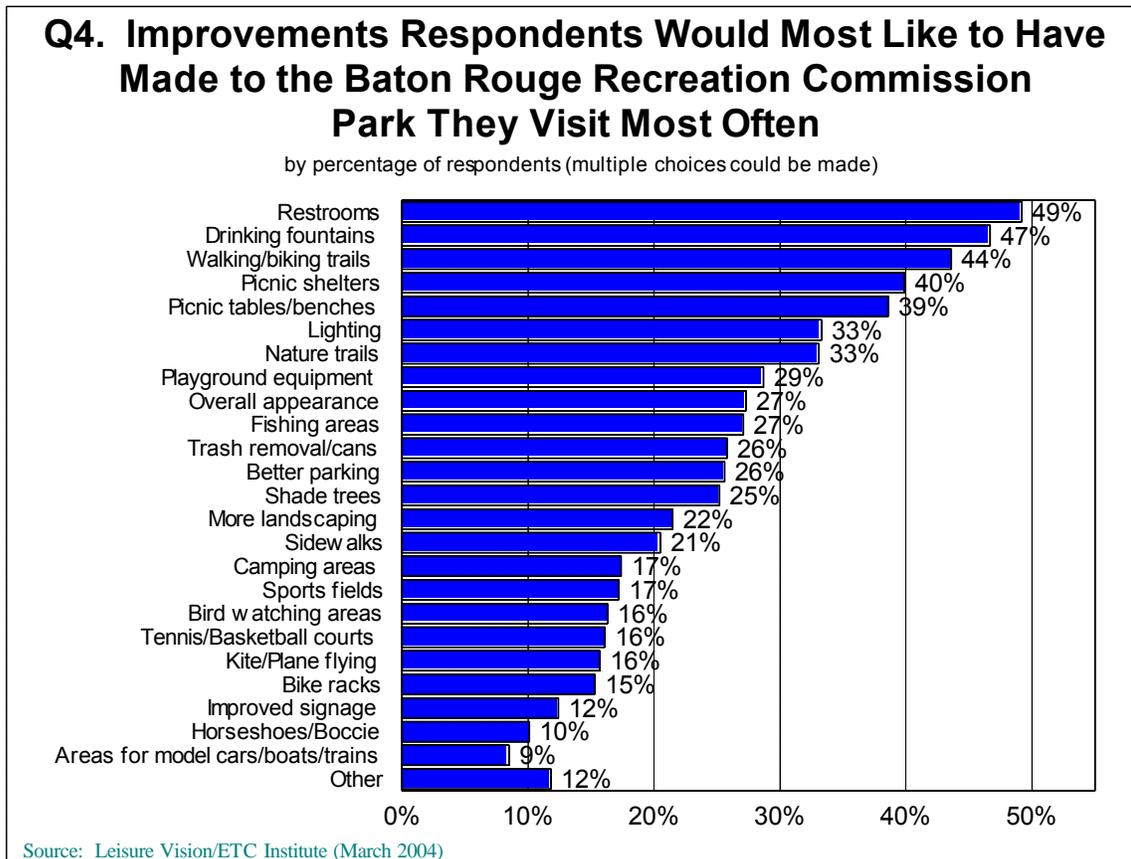


**Improvements to Baton Rouge Recreation Commission Parks**

From a list of 24 possible improvements to Baton Rouge Recreation Commission parks, respondents were asked to indicate all the improvements they would most like to have made to the park they visit most often. Respondents who do not currently use Baton Rouge Recreation Commission parks were asked to indicate the improvements that would encourage them to use the parks. The following summarizes key findings:

- **Restrooms (49%) had the highest percentage of respondents select it as one of the improvements they would most like to have made to the park they visit most often.** There are three other improvements that at least 40% of respondents indicated they would like to have made, including: drinking fountains (47%); walking/biking trails (44%); and picnic shelters (40%).

**Figure 1.3 – Q4. Improvements to Baton Rouge Recreation Commission Parks**

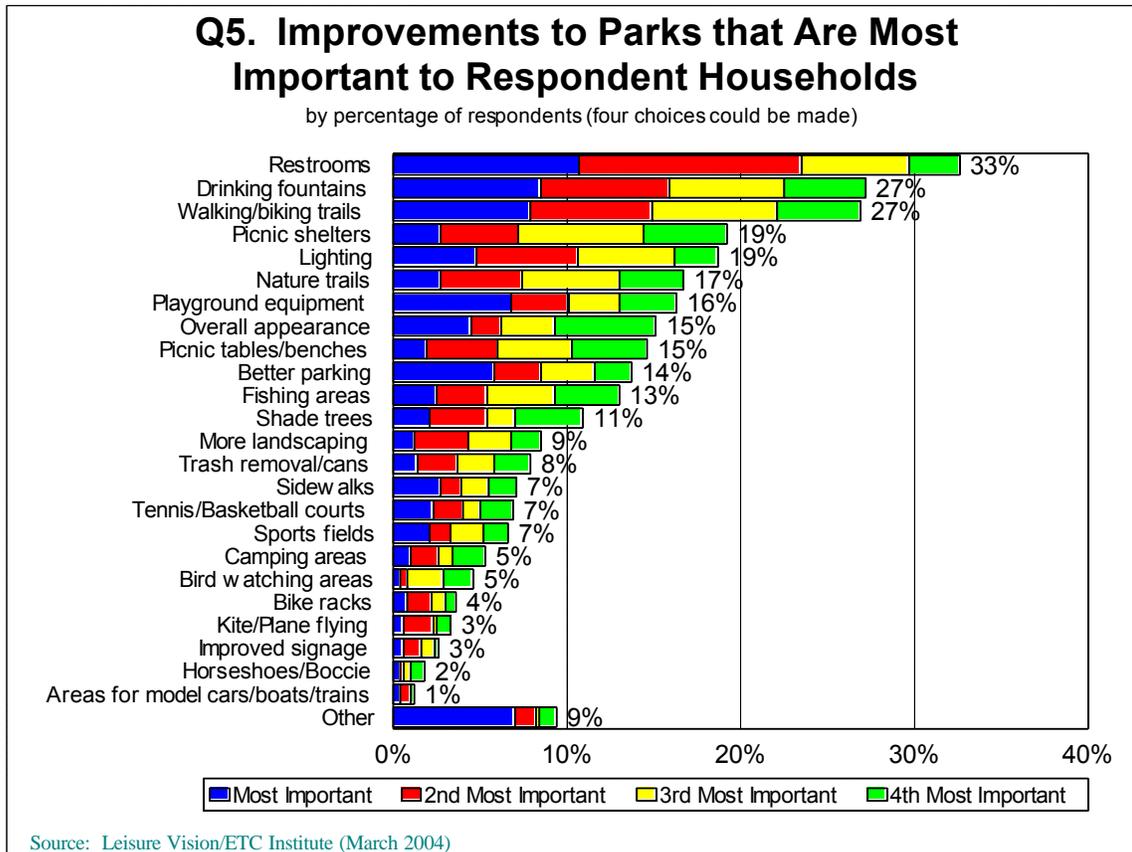


*Improvements that Are Most Important to Respondents Households*

From the list of 24 possible improvements to Baton Rouge Recreation Commission parks, respondents were asked to select the four that are most important to them and members of their household. The following summarizes key findings:

- **Restrooms (33%) had the highest percentage of respondents select it as one of the four most important improvements that could be made to parks.** There are two other improvements that over one-fourth of respondents rated as one of the four most important, including: drinking fountains (27%); and walking/biking trails (27%). It should also be noted that restrooms had the highest percentage of respondents select it as their first choice as the most important improvement.

**Figure 1.4 – Q5. Improvements to Park Most Important**



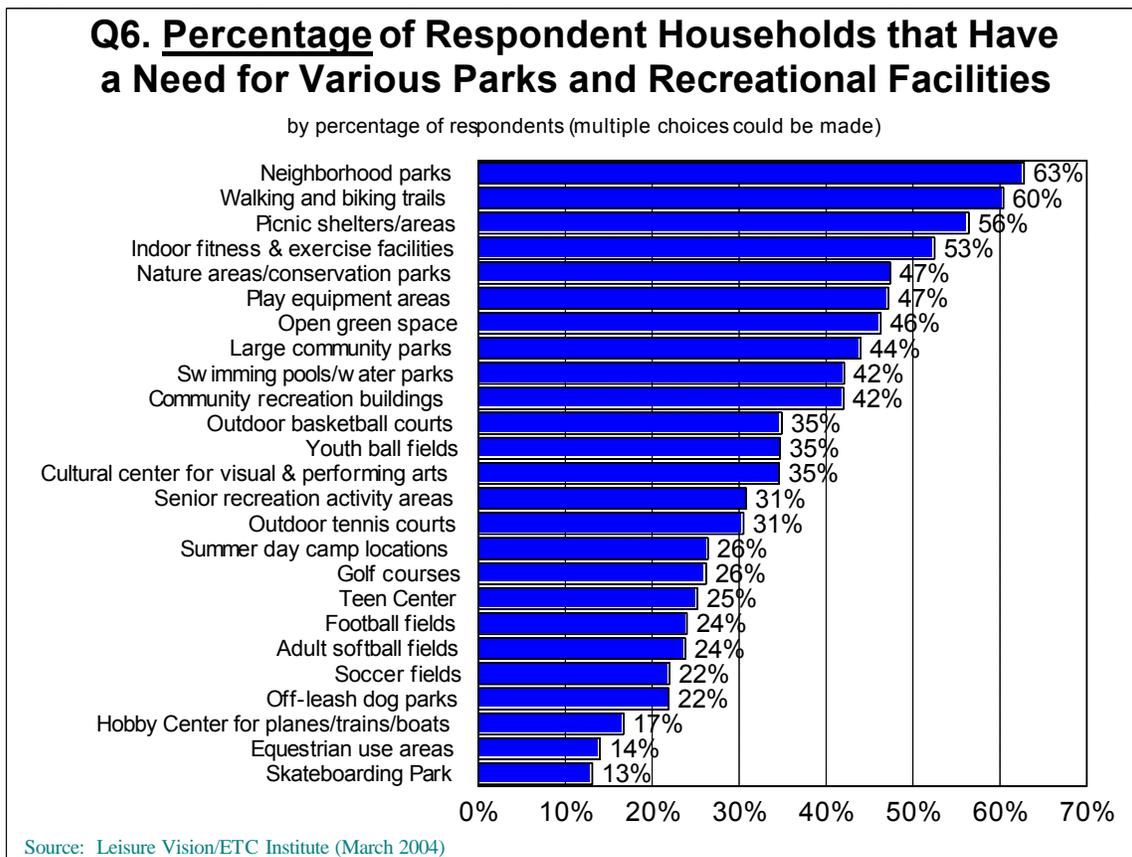


**RECREATIONAL FACILITIES THAT RESPONDENT HOUSEHOLDS HAVE A NEED FOR**

From a list of 25 parks and recreational facilities, respondents were asked to indicate the ones that they and members of their household have a need for. The following summarizes key findings:

- **Four of the 25 recreational facilities had over 50% of respondent households indicate they have a need for the facility.** The facilities that the highest percentage of respondent households indicated they have a need for include: neighborhood parks (63%); walking and biking trails (60%); picnic shelters/areas (56%); and indoor fitness and exercise facilities (53%).

**Figure 1.5 – Q6. Recreational Facilities that Respondent Households Have a Need for**



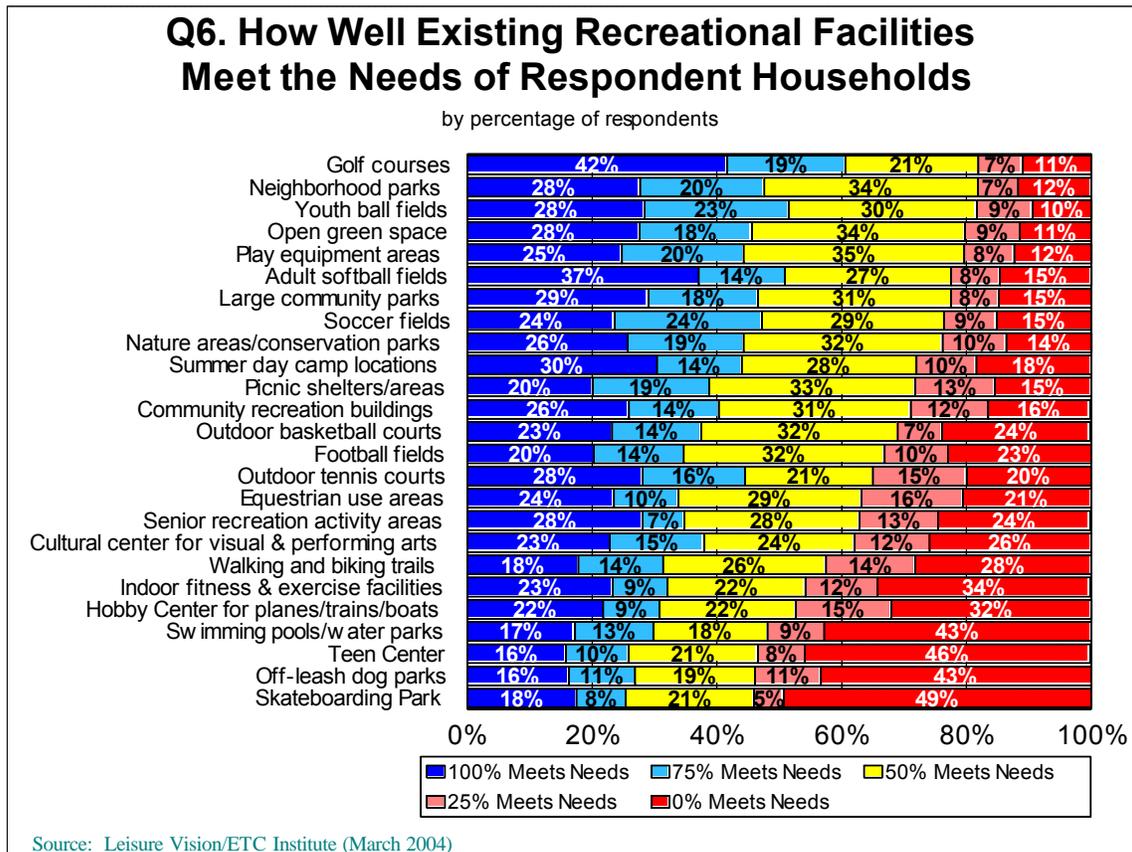


**How Well Existing Facilities Meet Respondent Household Needs**

From the list of 25 existing parks and recreational facilities, respondents were asked to indicate how well each facility meets the needs of their household. The following summarizes key findings:

- Three of the 25 recreational facilities had at least 30% of respondents indicate that the facility ‘100%’ completely meets the needs of their household.** The facilities that had the highest percentage of respondents indicate that the facility completely meets their needs includes: golf courses (42%); adult softball fields (37%); and summer day camp locations (30%). It should also be noted that all 25 facilities had less than 50% of respondent households indicate that the facility completely meets the needs of their household.

**Figure 1.6 – Q6. How Well Existing Facilities Meet the Needs**



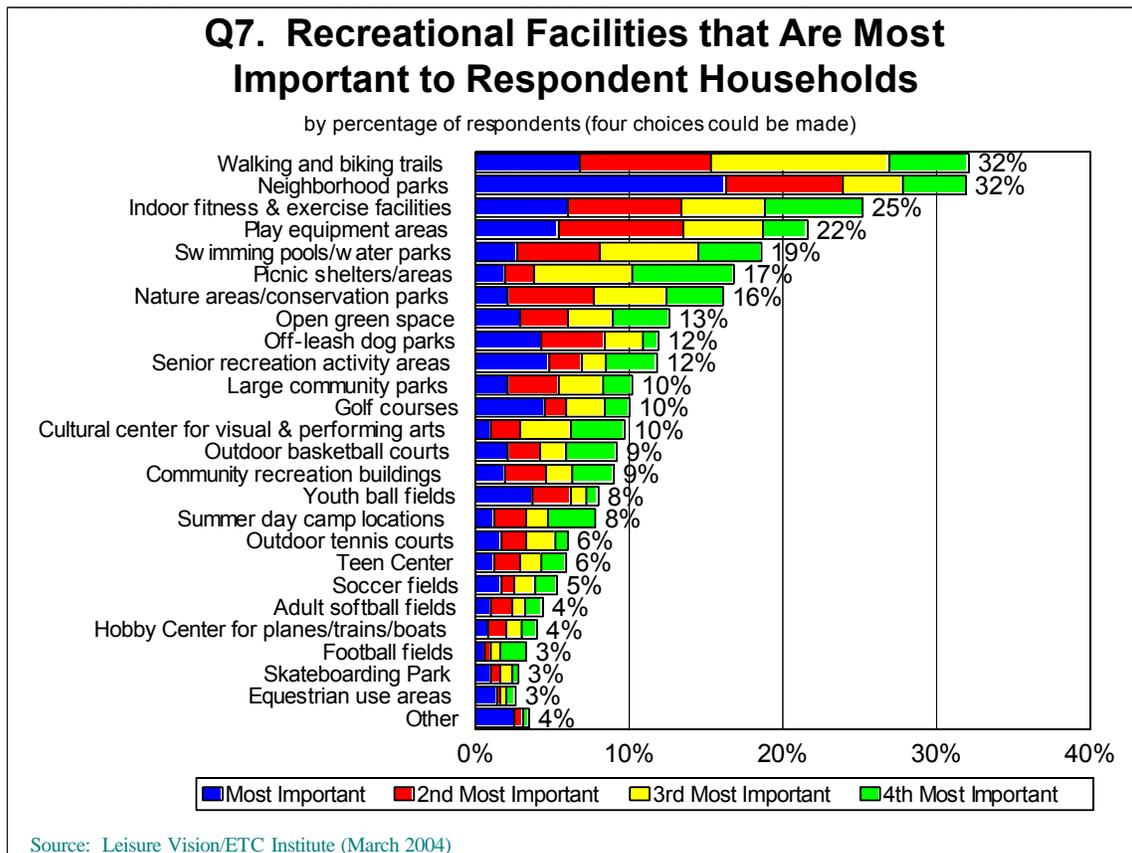


**Facilities Most Important to Respondents Households**

From the list of 25 existing parks and recreational facilities, respondents were asked to select the four that are most important to them and members of their household. The following summarizes key findings:

- **Walking and biking trails (32%) and neighborhood parks (32%) had the highest percentage of respondents select them as one of the four most important facilities to them and their household.** There are two other facilities that over 20% of respondents rated as one of the four most important, including: indoor fitness and exercise facilities (25%); and play equipment areas (22%). It should also be noted that neighborhood parks had the highest percentage of respondents select it as their first choice as the most important facility.

**Figure 1.7 – Q7. Recreational Facilities that Are Most Important**

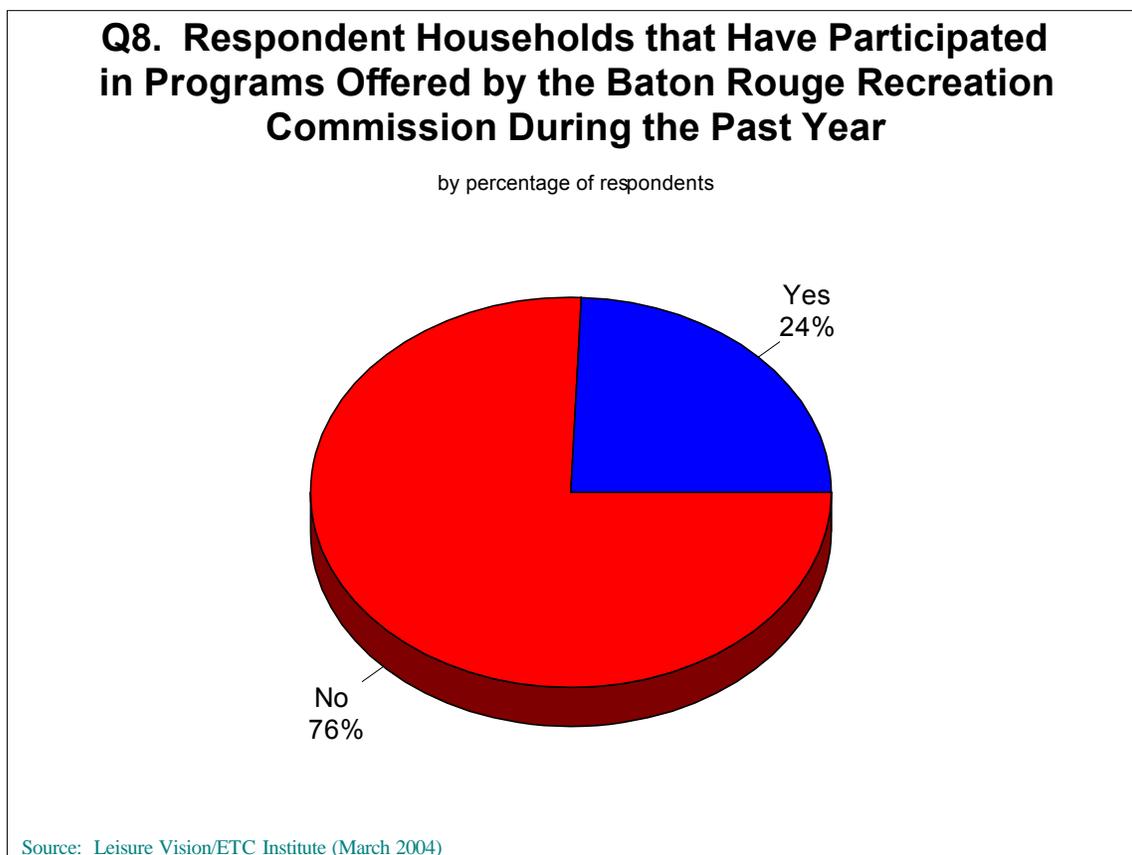


**Participation in Baton Rouge Recreation Commission Programs**

Respondents were asked if they or other members of their household have participated in any programs offered by the Baton Rouge Recreation Commission during the past year. The following summarizes key findings:

- **Twenty-four percent (24%) of respondent households have participated in programs offered by the Baton Rouge Recreation Commission during the past year, and the other 76% of respondent households have not participated in Baton Rouge Recreation Commission programs.**

**Figure 1.8 – Q8. Respondent Households that Have Participated in Programs**

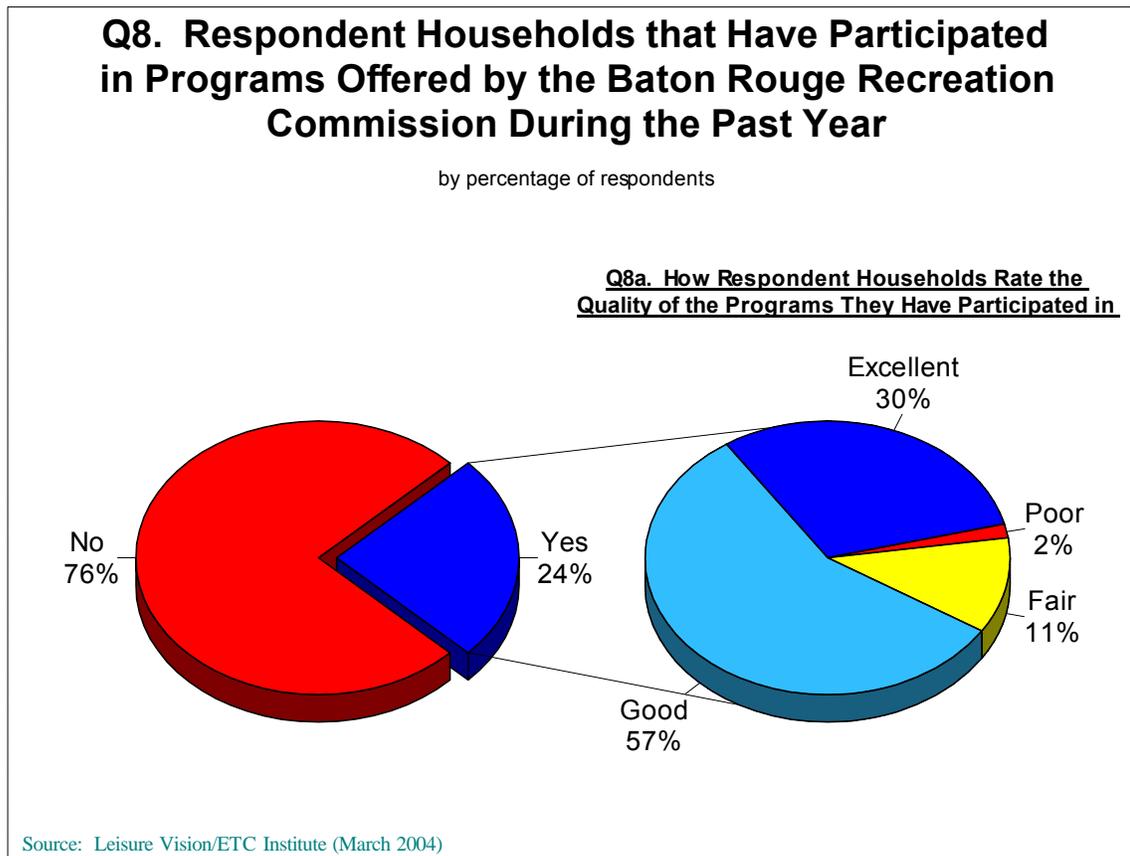


*Quality of the Baton Rouge Recreation Commission Programs*

Respondent households that have participated in programs offered by the Baton Rouge Recreation Commission during the past year were asked to rate the quality of the programs they have participated in. The following summarizes key findings:

- Eighty-seven percent (87%) of respondent households rated the quality of programs they have participated in as either excellent (30%) or good (57%). An additional 11% rated the programs as fair, and 2% rated them as poor.

Figure 1.9 – Q8. Quality of the Baton Rouge Recreation Commission Programs

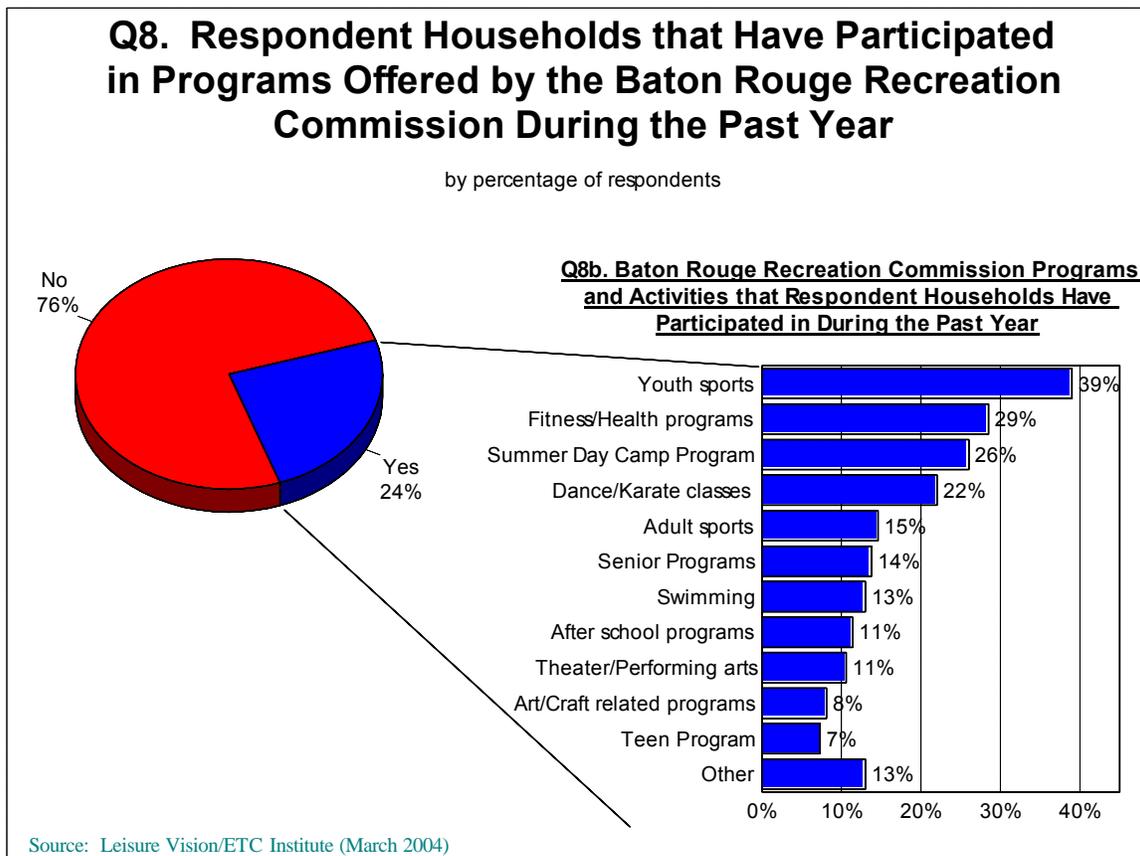


*Programs and Activities Respondent Households Have Participated in*

From a list of eleven options, respondent households that have participated in programs offered by the Baton Rouge Recreation Commission during the past year were asked to indicate all of the programs they have participated in. The following summarizes key findings:

- Youth sports (39%) is the program/activity that the highest percentage of respondent households have participated in. There are three other programs/activities that over 20% of respondent households have participated in, including: fitness/health programs (29%); summer day camp programs (26%); and dance/karate classes (22%).

**Figure 1.10 – Programs and Activities Respondent Households Have Participated in**

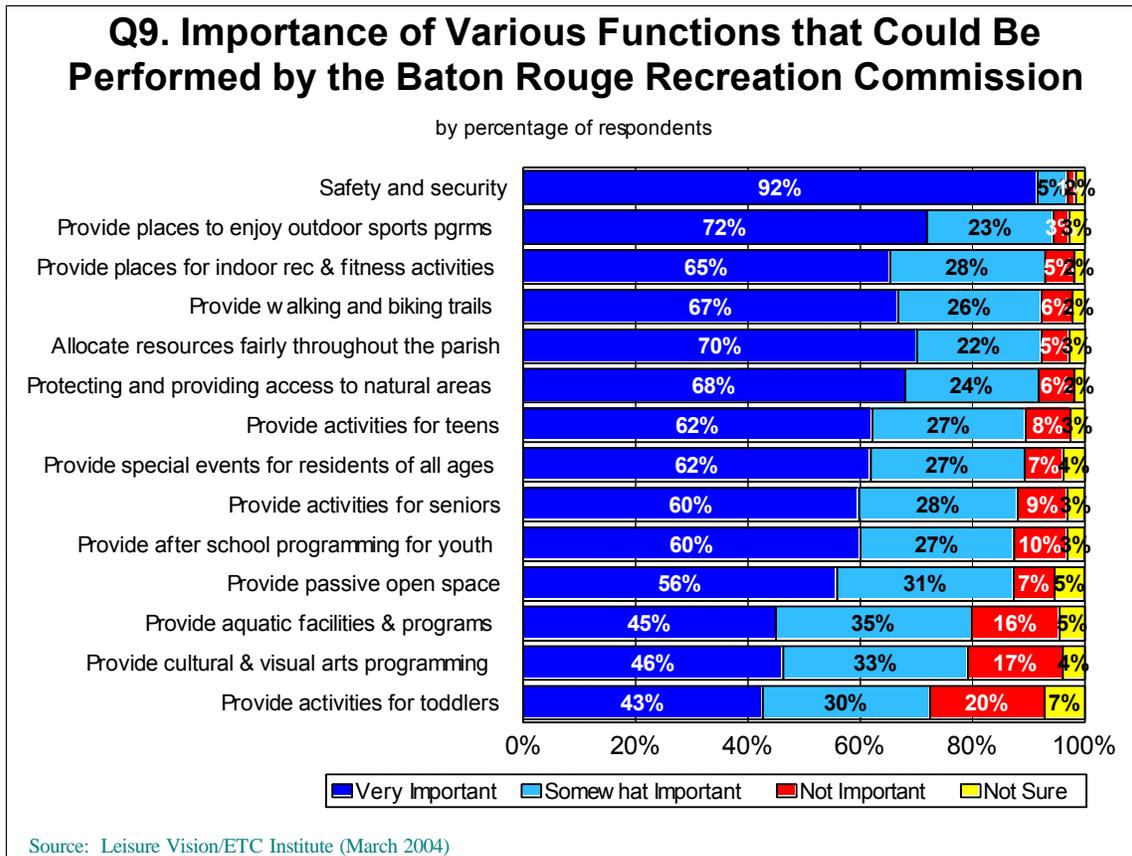


*Importance of Functions Performed by Baton Rouge Recreation Commission*

From a list of 14 functions performed by the Baton Rouge Recreation Commission, respondents were asked to rate the importance of each one. The following summarizes key findings:

- **Three of the 14 functions had at least 70% of respondents rate them as being very important.** The functions that received the highest very important ratings include: safety and security (92%); provide places to enjoy outdoor sports programs (72%); and allocate resources fairly throughout the parish (70%). It should also be noted that all 14 actions had over 70% of respondents rate them as being either very important or somewhat important.

**Figure 1.11 – Q9. Importance of Various Functions**

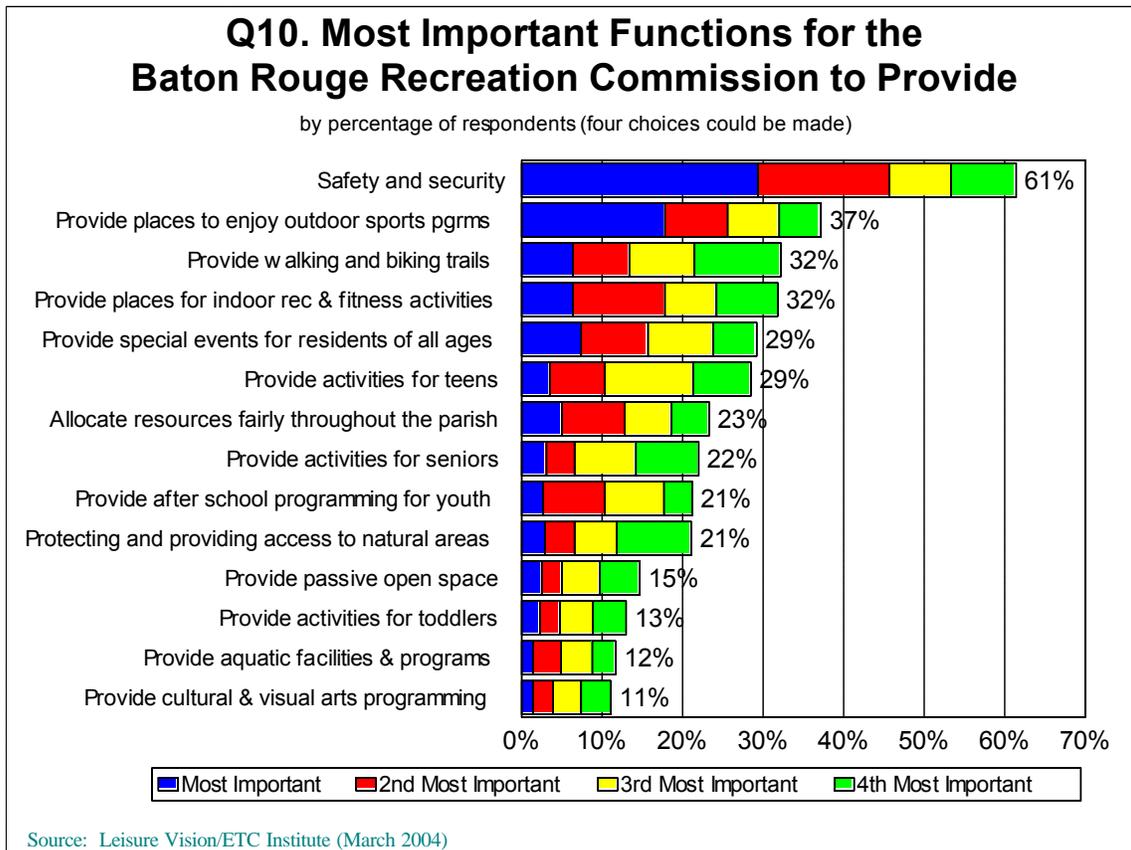


**Most Important Functions**

From the list of 14 functions performed by the Baton Rouge Recreation Commission, respondents were asked to select the top four they feel are most important. The following summarizes key findings:

- **Safety and security (61%) had by a wide margin the highest percentage of respondent select it as one of the four most important functions.** There are three other functions that over 30% of respondents selected as one of the four most important, including: providing places to enjoy outdoor sports programs (37%); providing walking and biking trails (32%); and providing places for indoor recreation and fitness activities (32%). It should also be noted that safety and security had the highest percentage of respondents select it as their first choice as the function they feel is most important.

**Figure 1.12 – Q10. Most Important Functions**

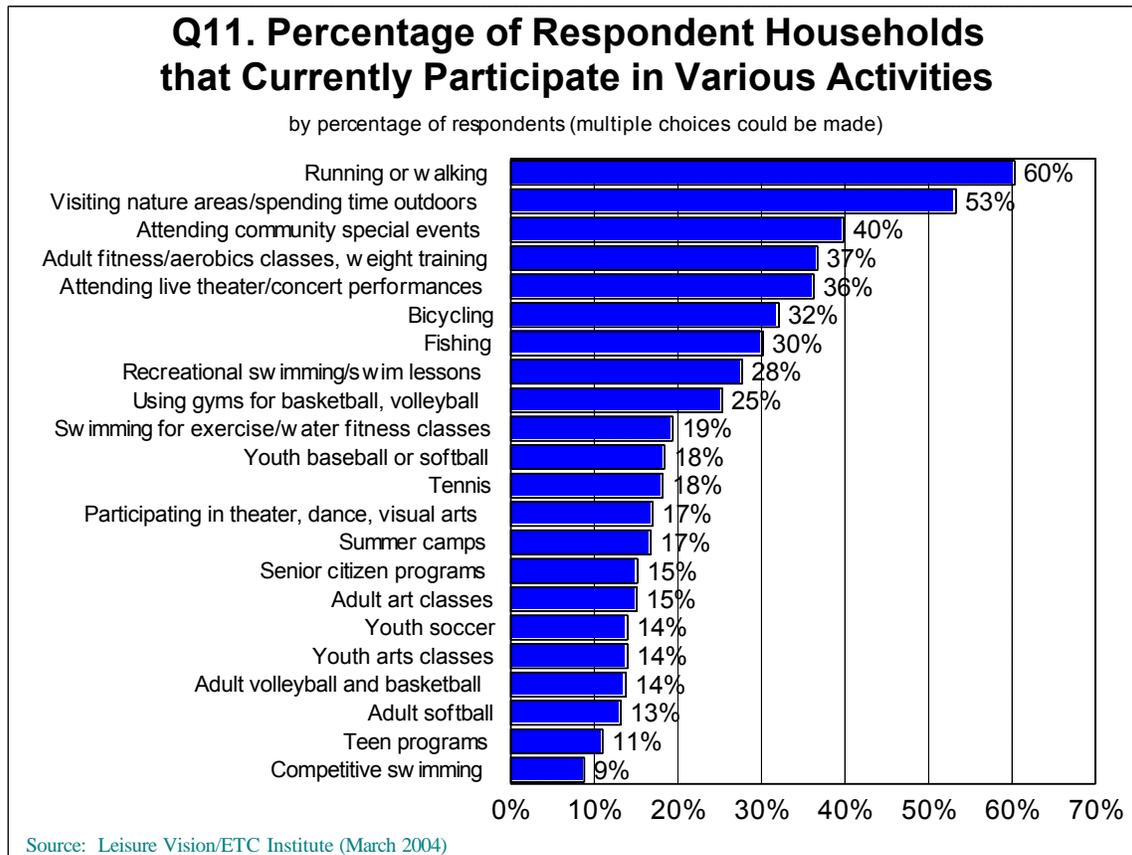


**Current Participation in Various Activities**

From a list of 22 various activities available to Baton Rouge residents, respondents were asked to indicate the activities at least one person in their household currently participates in. The following summarizes key findings:

- **Three of the 22 activities had at least 40% of respondents indicate that at least one person in their household currently participates in them.** The activities that the highest percentage of respondent households currently participate in include: running or walking (60%); visiting nature areas/spending time outdoors (53%); and attending community special events (40%).

**Figure 1.13 – Q11. Current Participation in Various Activities**

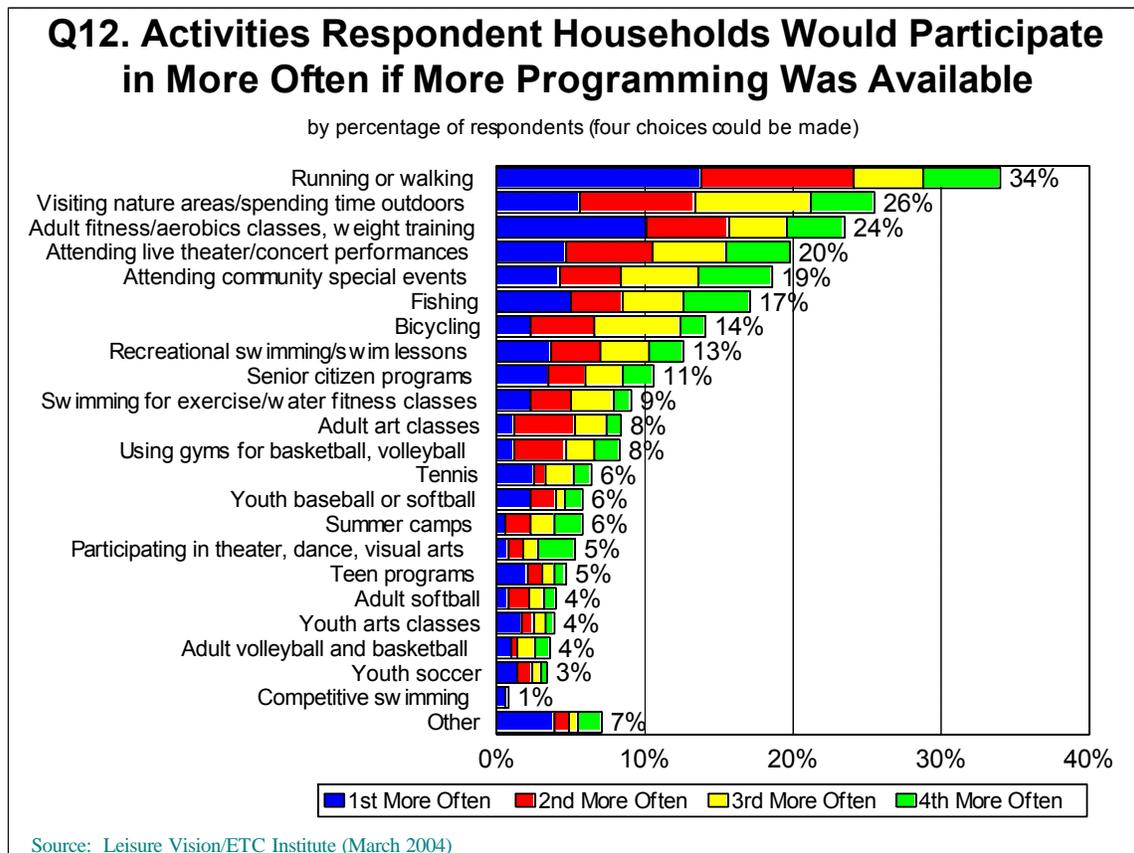


**Activities Respondents Would Participate in More Often**

From the list of 22 various activities available to Baton Rouge residents, respondents were asked to select the top four that they and members of their household would participate in more often if more programming were available in the Baton Rouge community. The following summarizes key findings:

- **Running or walking (34%) had the highest percentage of respondents select it as one of the four activities they would participate in more often.** There are three other activities that at least 20% of respondents selected as one of the four they would participate in more often, including: visiting nature areas/spending time outdoors (26%); adult fitness/aerobics classes, weight training (24%); and attending live theater/concert performances (20%). It should also be noted that running or walking had the highest percentage of respondents select it as their first choice as the activity they would participate in more often.

**Figure 1.14 – Q12. Activities Respondents Would Participate in More Often**

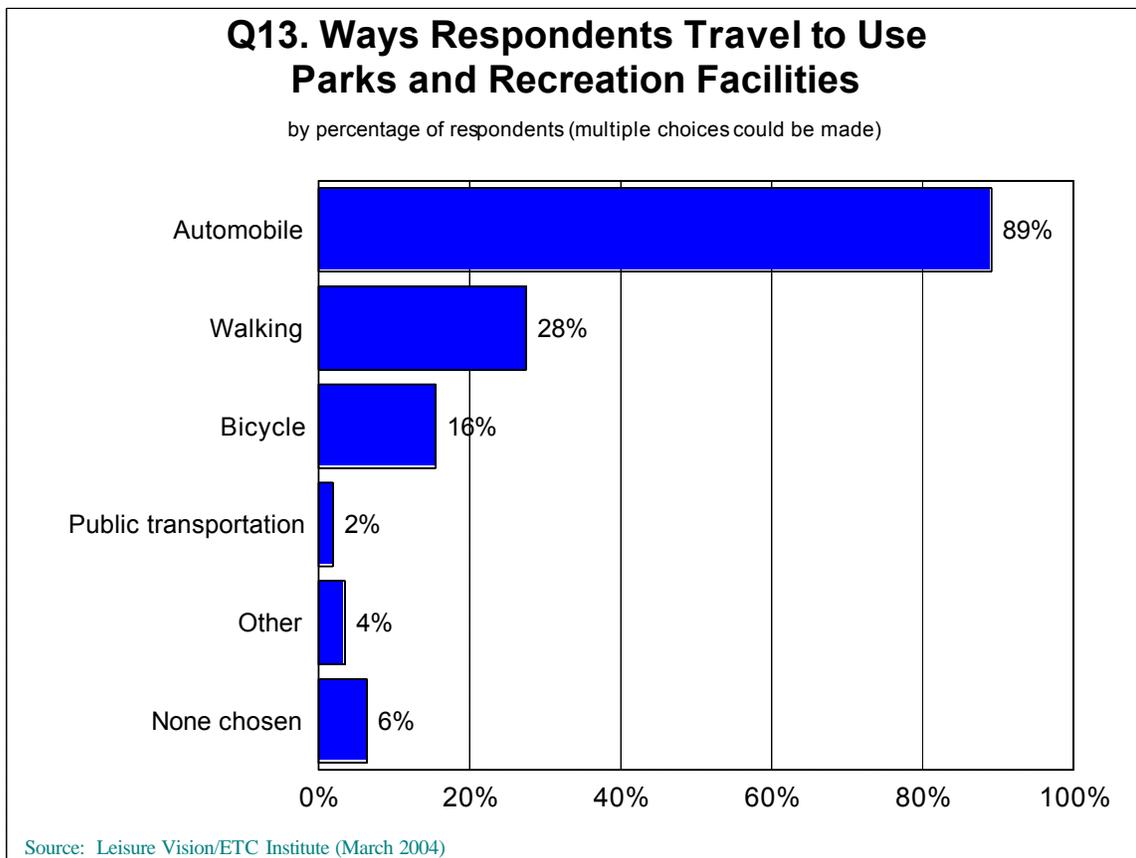


**Ways to Travel to Parks and Recreation Facilities**

From a list of four options, respondents were asked to indicate all of the ways they travel to use parks and recreation facilities. The following summarizes key findings:

- **Eighty-nine percent (89%) of respondents indicated they travel by automobile to use parks and recreation facilities.** In addition, 28% of respondents indicated they travel by walking, and 16% travel by bicycle.

**Figure 1.15 – Q13. Ways to Travel to Parks and Recreation Facilities**

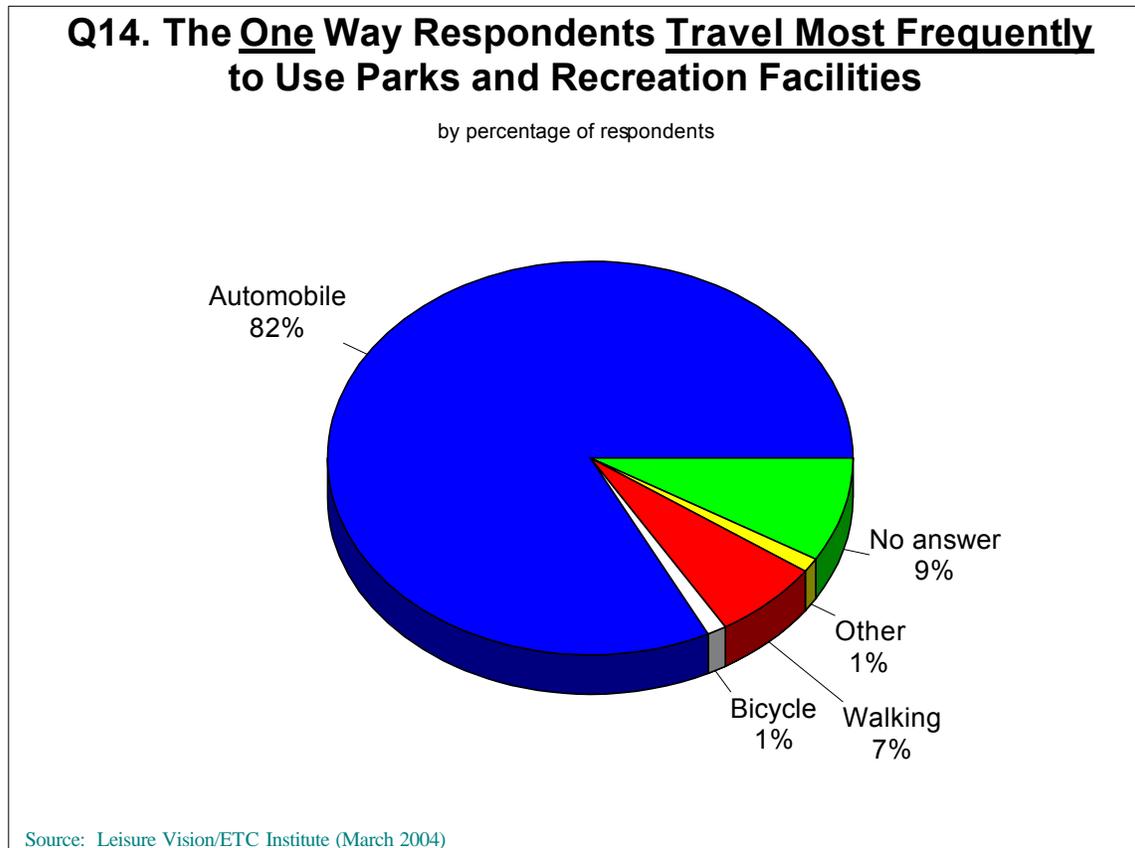


**Way Respondents Travel Most Frequently to Parks and Recreation Facilities**

From the list of four options, respondents were asked to indicate the one way they travel to use parks and recreation facilities. The following summarizes key findings:

- **Eighty-two percent (82%) of respondents indicated that they travel most frequently by automobile to use parks and recreation facilities.** An additional 7% of respondents indicated they travel most frequently by walking.

**Figure 1.16 – Q14. Way Respondents Travel Most Frequently to Parks and Recreation Facilities**

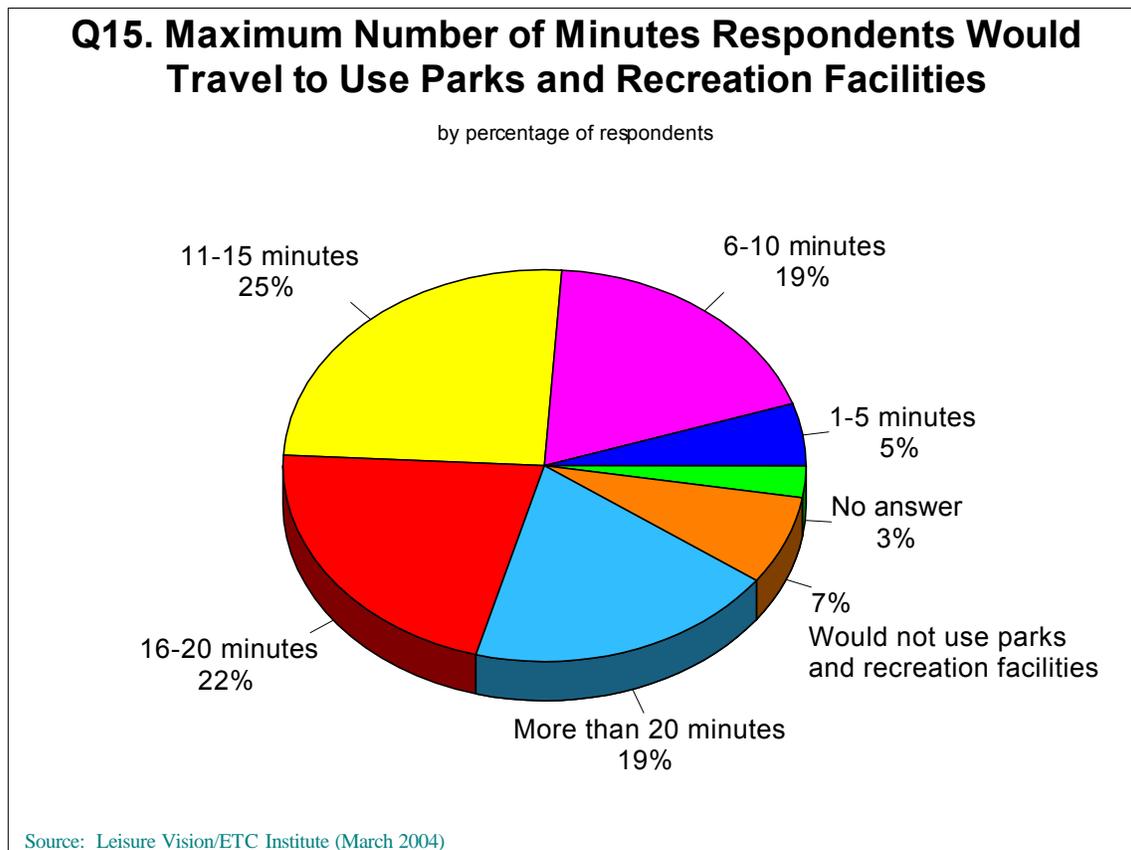


*Number of Minutes Willing to Travel to Use Parks and Recreation Facilities*

From a list of 5 options, respondents were asked to indicate the maximum number of minutes they would be willing to travel to use parks and recreation facilities. The following summarizes key findings:

- **Sixty-six percent (66%) of respondents indicated they would travel more than 10 minutes to use parks and recreation facilities.** This group includes 25% who would travel 11-15 minutes, 22% who would travel 16-20 minutes, and 19% who would travel 6-10 minutes. It should also be noted that 90% of respondents are willing to travel some amount to use parks and recreation facilities.

**Figure 1.17 – Number of Minutes Willing to Travel to Use Parks and Recreation Facilities**



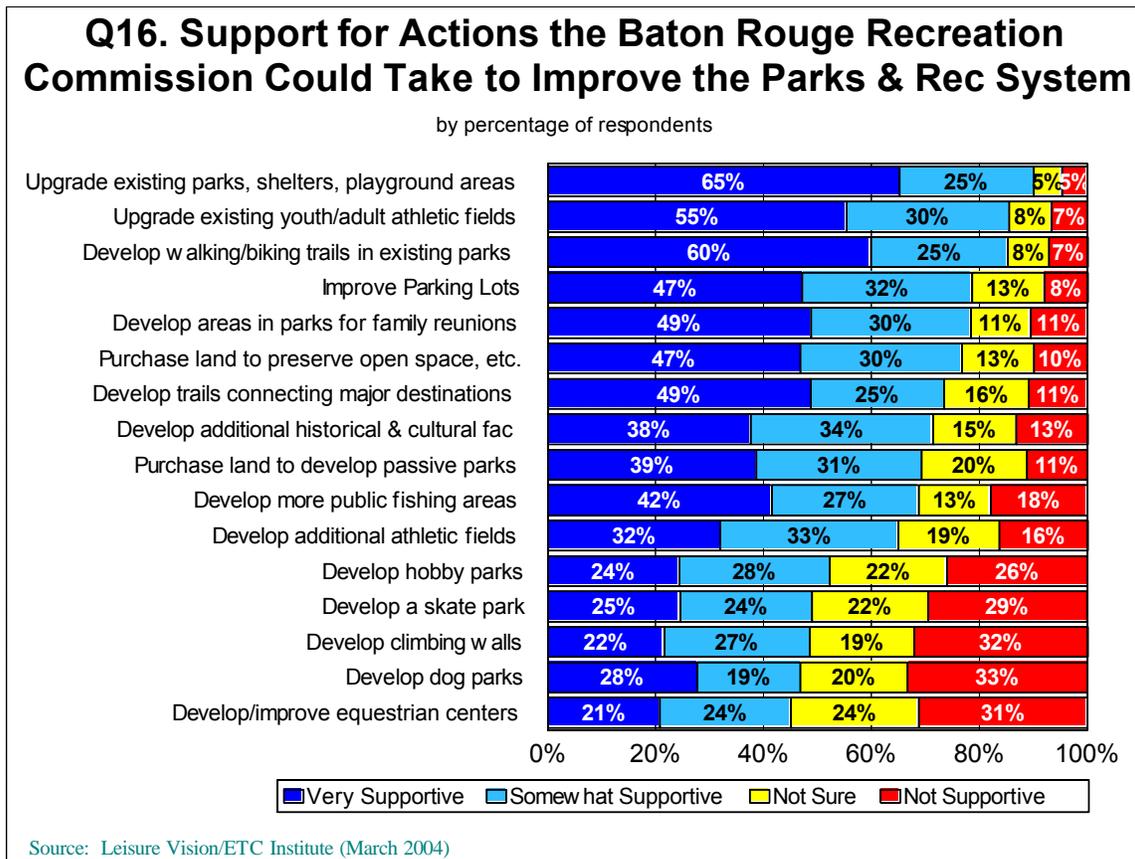


*Support for Actions to Improve the Parks and Recreation System*

From a list of 16 actions the Baton Rouge Recreation Commission could take to improve the parks and recreation system, respondents were asked to indicate their level of support for each one. The following summarizes key findings:

- Three of the 16 actions had over 50% of respondents indicate being very supportive of them. The actions that received the highest very supportive ratings are: upgrading existing parks, shelters, playground areas (65%); develop walking/biking trails in existing parks (60%); and upgrade existing youth/adult athletic fields (55%). It should also be noted that all 16 actions had at least 45% of respondents indicate being either very supportive or somewhat supportive of them.

**Figure 1.18 – Q16. Support for Actions to Improve the Parks and Recreation System**

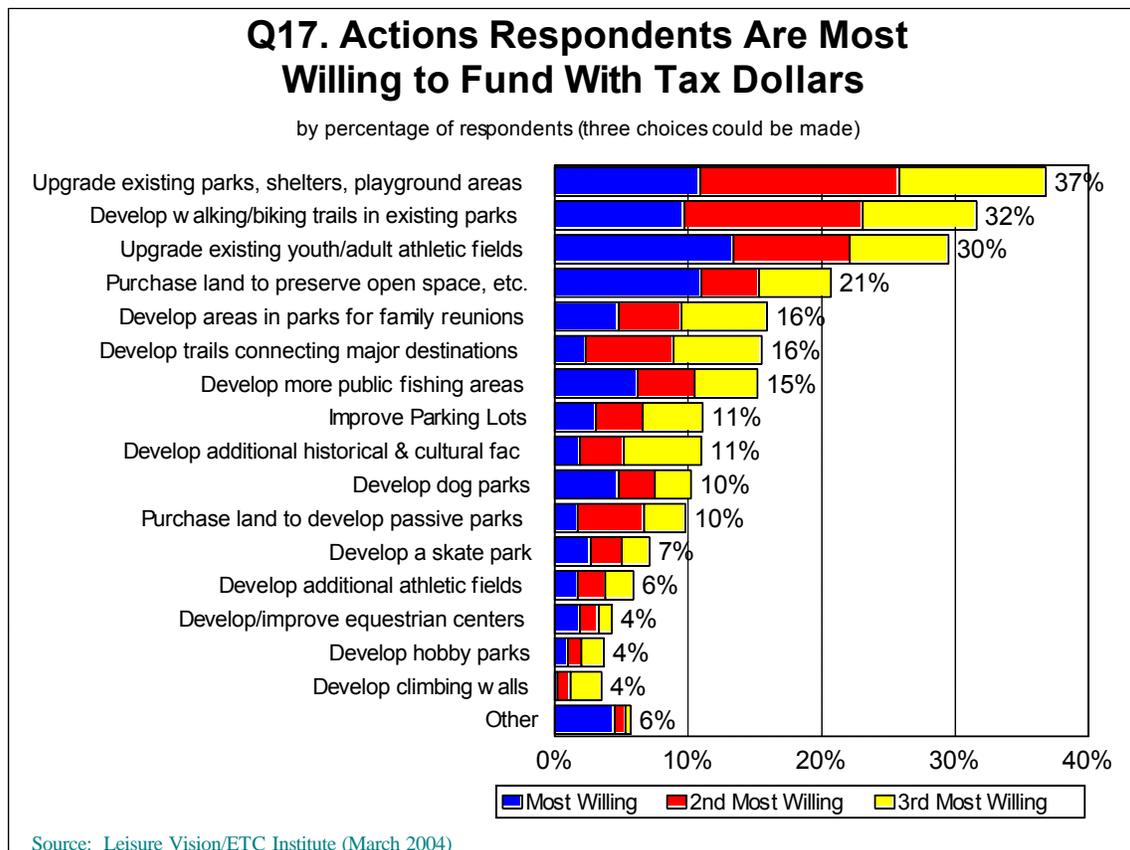


**Actions Respondents Are Most Willing to Fund with Tax Dollars**

From the list of 16 actions the Baton Rouge Recreation Commission could take to improve the parks and recreation system, respondents were asked to select the top four they would be most willing to fund with their tax dollars. The following summarizes key findings:

- Upgrade existing parks, shelters, playground areas (37%) had the highest percentage of respondent households select it as one of the four actions they would be most willing to fund with their tax dollars. There are two other actions that at least 30% of respondent households selected as one of the four they would be most willing to fund, including: develop walking/biking trails in existing parks (32%); and upgrade existing youth/adult athletic fields (30%). It should also be noted that upgrade existing youth/adult athletic fields had the highest percentage of respondents select it as their first choice as the action they would be most willing to fund with tax dollars.

**Figure 1.19 – Q17. Actions Respondents Are Most Willing to Fund with Tax Dollars**



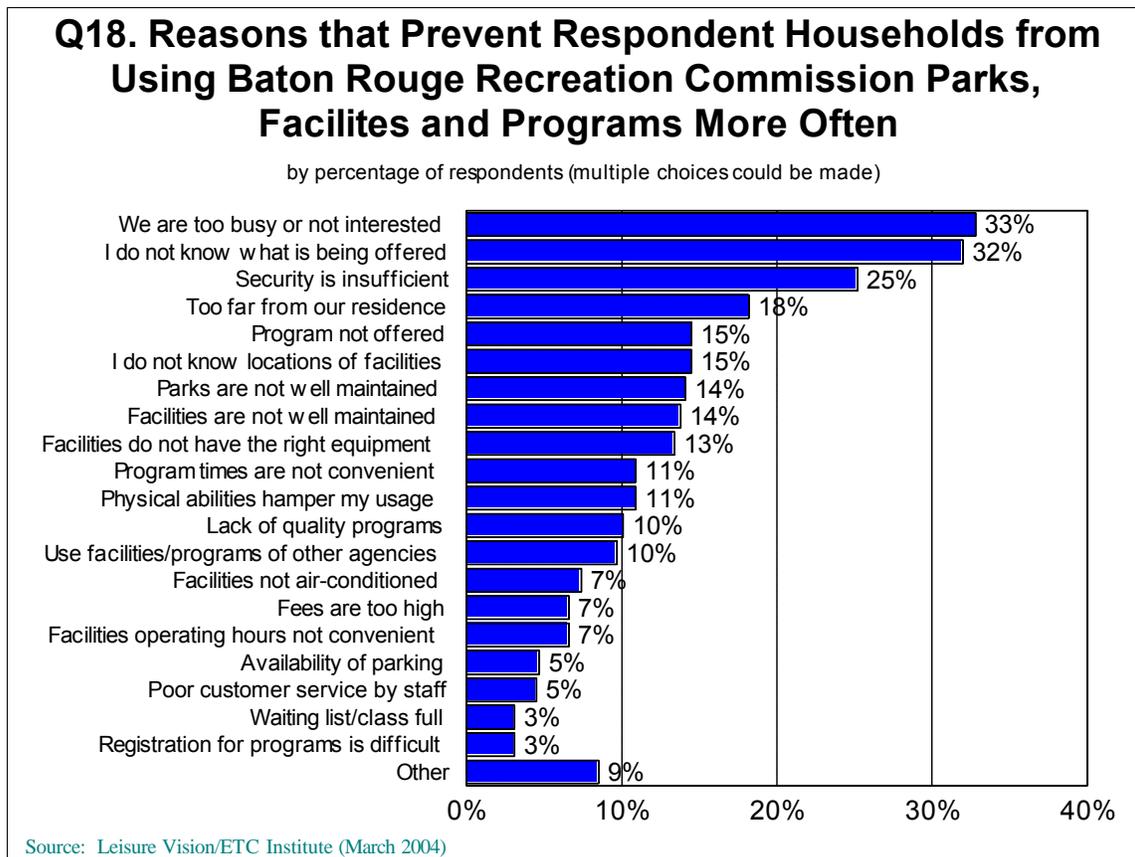


**Reasons Preventing More Frequent Use of Baton Rouge Parks, Recreation Facilities, and Programs**

From a list of 20 options, respondents were asked to indicate all of the reasons that keep them and members of their household from using Baton Rouge Recreation Commission parks, recreation facilities, and programs more often. The following summarizes key findings:

- **“We are too busy or not interested” (33%) is the reason that kept the highest percentage of respondent households from using Baton Rouge parks, recreation facilities, and programs more often.** There are two other reasons that kept at least 25% of respondent households from using parks, recreation facilities, and programs more often, including: “I do not know what is being offered” (32%); and “security is insufficient” (25%).

**Figure 1.20 – Q18. Reasons Preventing More Frequent Use of Baton Rouge Parks, Recreation Facilities, and Programs**

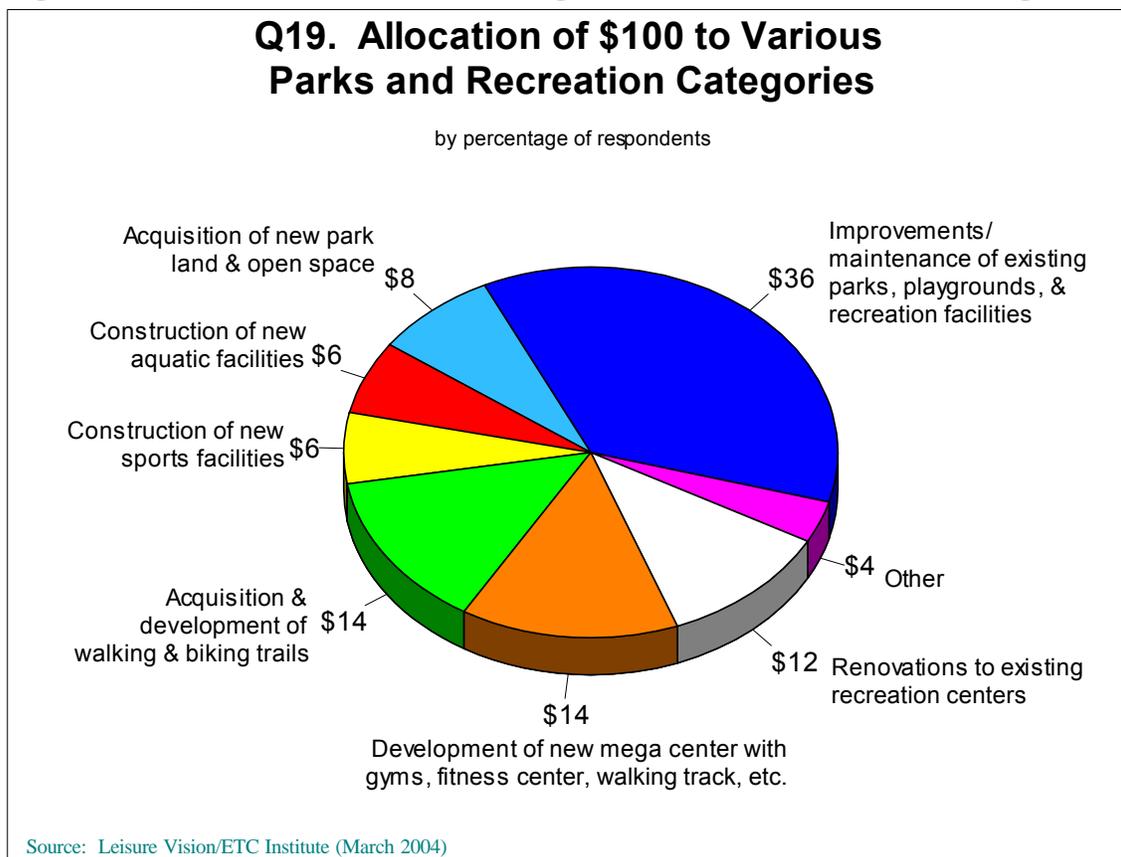


*Allocation of \$100 Among Various Parks and Recreation Categories*

Supposing \$100 was available to the Baton Rouge Recreation Commission, respondents were asked how they would allocate those funds among a list of seven parks and recreation categories. The following summarizes key findings:

- Respondents indicated they would allocate \$36 out of every \$100 to the improvement/ maintenance of existing parks, playgrounds, and recreation facilities. **The remaining \$64 were allocated as follows: acquisition and development of walking and biking trails (\$14); development of a new mega center with gyms, fitness center, walking track, etc. (\$14); renovations to existing recreation centers (\$12); acquisition of new park land and open space (\$8); construction of new aquatic facilities (\$6); and construction of new sports facilities (\$6). The remaining \$4 were allocated to “other”.**

**Figure 1.21 – Q19. Allocation of \$100 Among Various Parks and Recreation Categories**



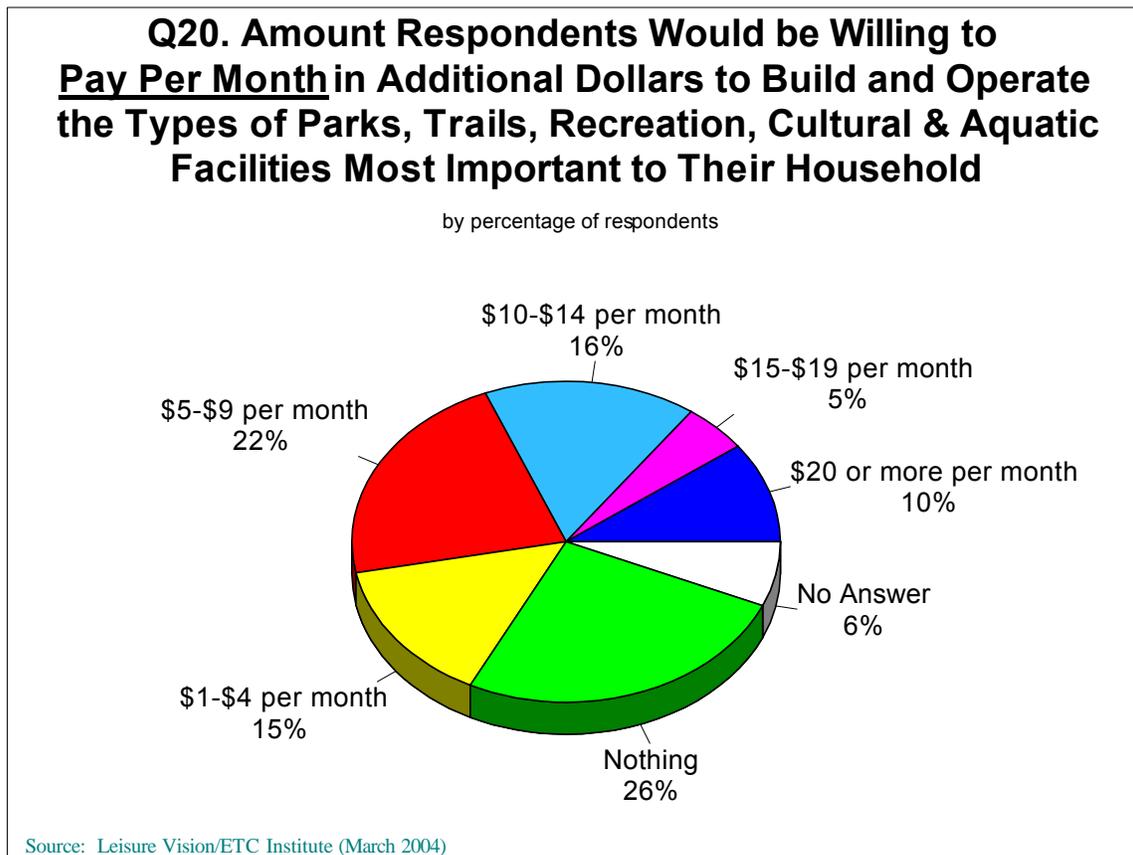


*Additional Property Taxes to Fund Parks, Trails, and Facilities*

From a list of 5 options, respondents were asked to indicate the maximum amount they would be willing to pay per month in additional property taxes to fund the types of parks, trails, recreation, cultural, and aquatic facilities most important to them and their household. The following summarizes key findings:

- **Thirty-one percent (31%) of respondents indicated they would pay \$10 or more per month in increased property taxes to fund the most important types of parks, trails, recreation, cultural, and aquatic facilities.** This group includes 16% who would pay \$10-\$14 per month, 10% who would pay \$20 or more per month, and 5% who would pay \$15-\$19 per month. It should also be noted that 68% of respondents are willing to pay some amount of additional property taxes.

**Figure 1.22 – Q20. Additional Property Taxes to Fund Parks, Trails, and Facilities**

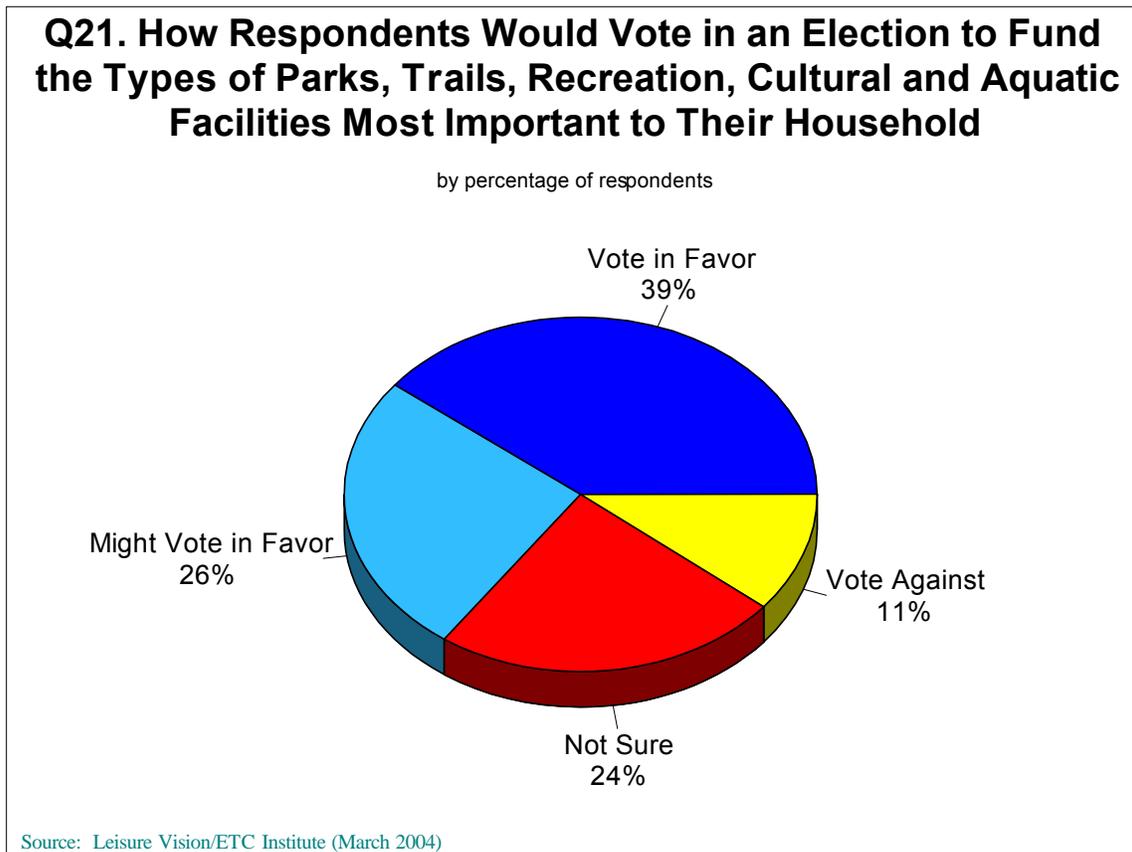


***Voting on a Bond Referendum to Fund Parks, Trails, and Facilities***

Respondents were asked how they would vote if a bond referendum were held to fund the types of parks, trails, recreation, cultural and aquatic facilities most important to them and their household. The following summarizes key findings:

- **Sixty-five percent (65%) of respondents indicated they would either vote in favor (39%) or might vote in favor (26%) of a bond referendum to fund the types of parks, trails, recreation, cultural and aquatic facilities most important to them and their household.** In addition, 11% of respondents indicated they would vote against the bond referendum, and the remaining 24% indicated they were not sure how they would vote.

**Figure 1.23 – Q21. Voting on a Bond Referendum to Fund Parks, Trails, and Facilities**



Demographics

Figure 1.24 – Q1.

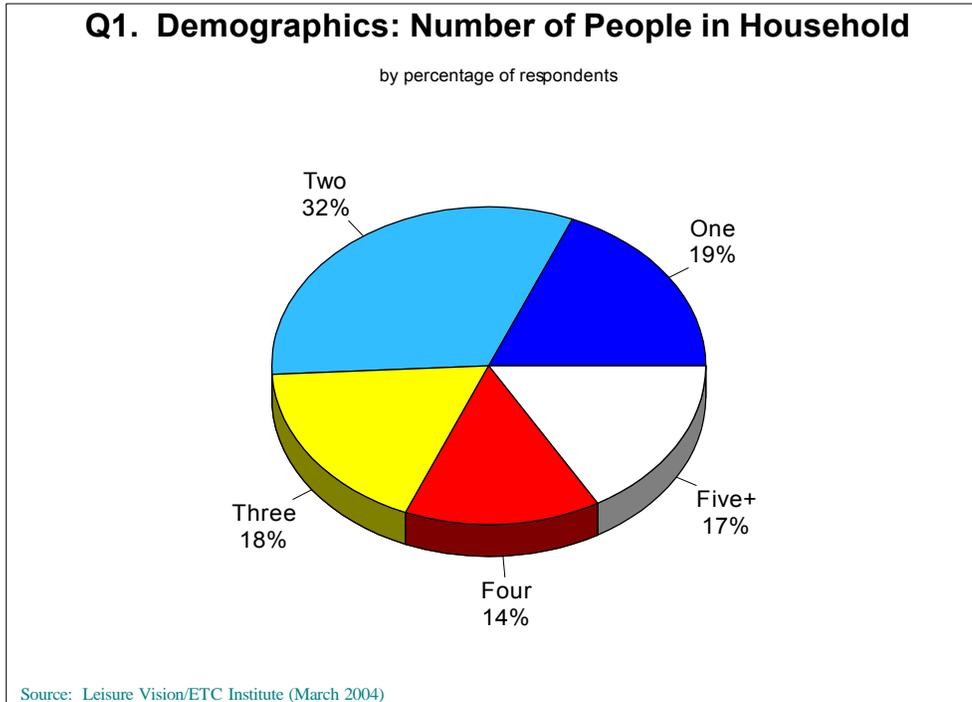
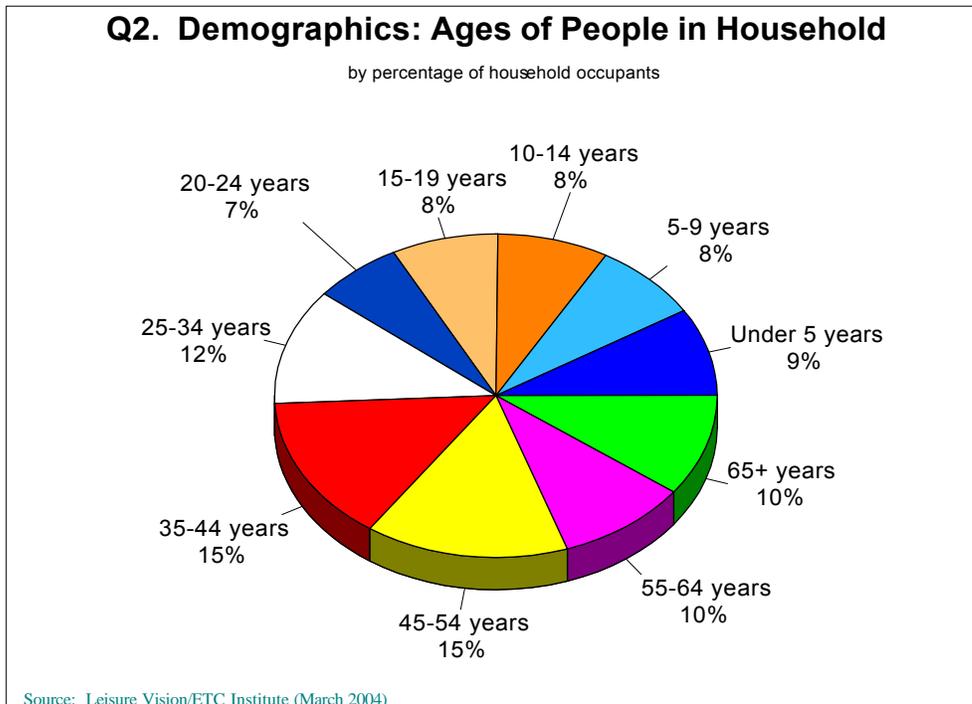


Figure 1.25 – Q2.



Demographics (Continued)

Figure 1.26 – Q23.

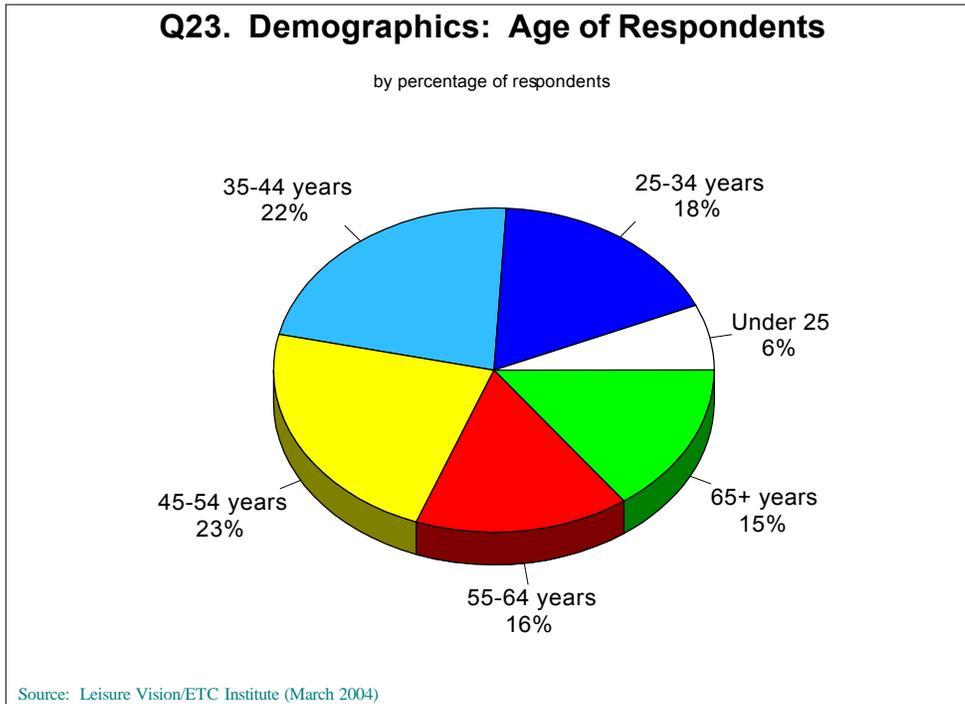
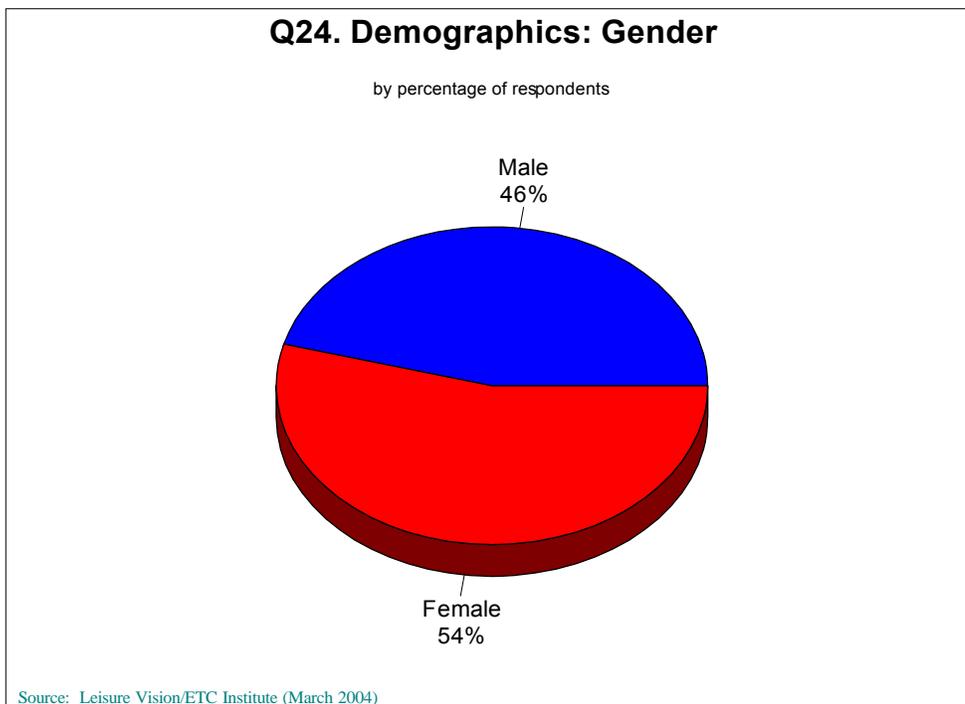


Figure 1.27 – Q24.



Demographics (Continued)

Figure 1.28 – Q25.

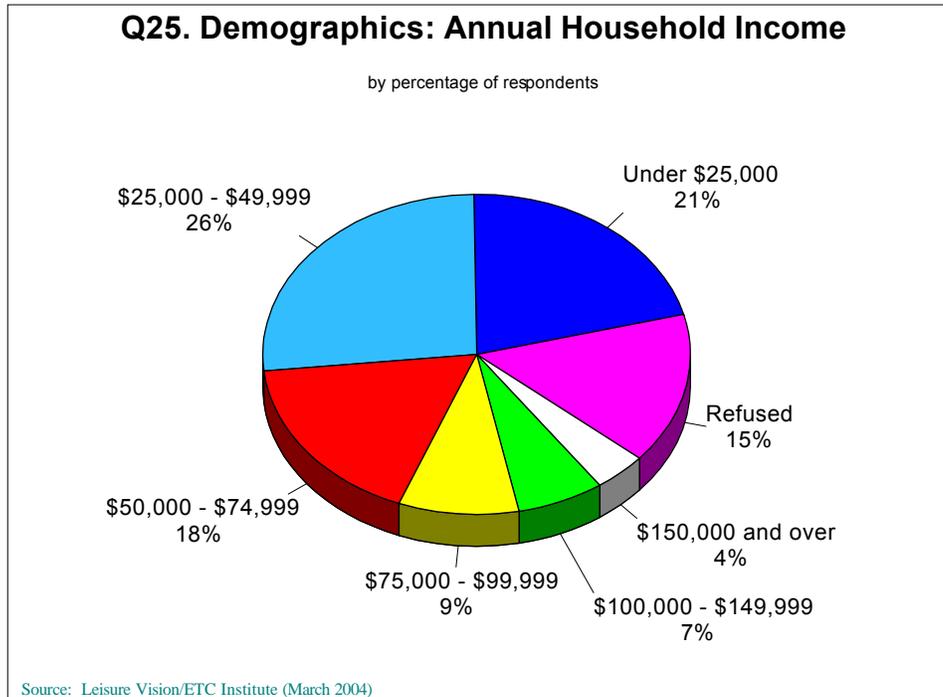
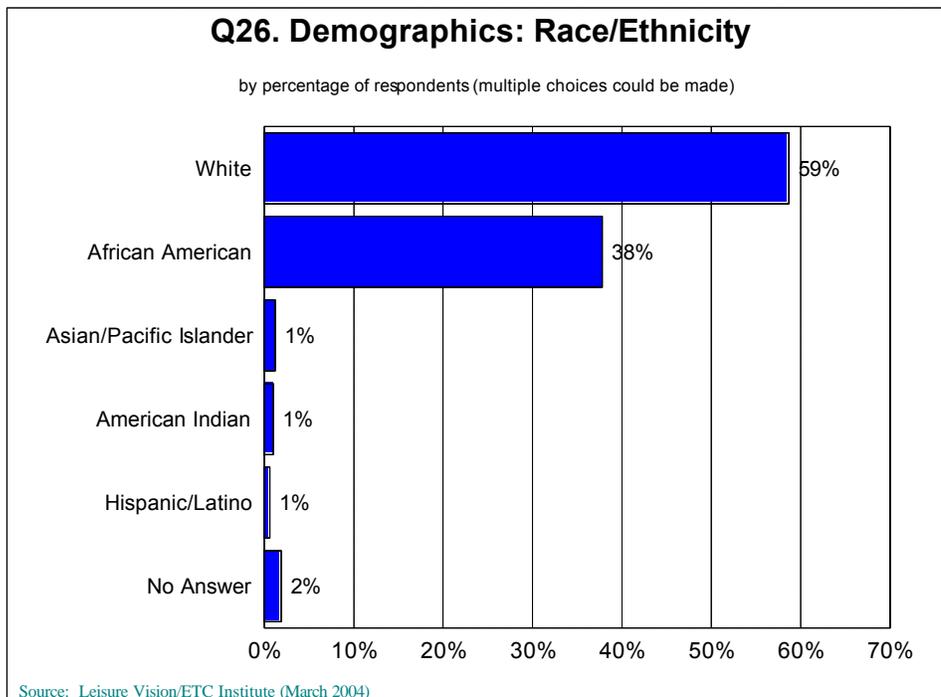


Figure 1.29 – Q26.



Demographics (Continued)

Figure 1.30 – Q27.

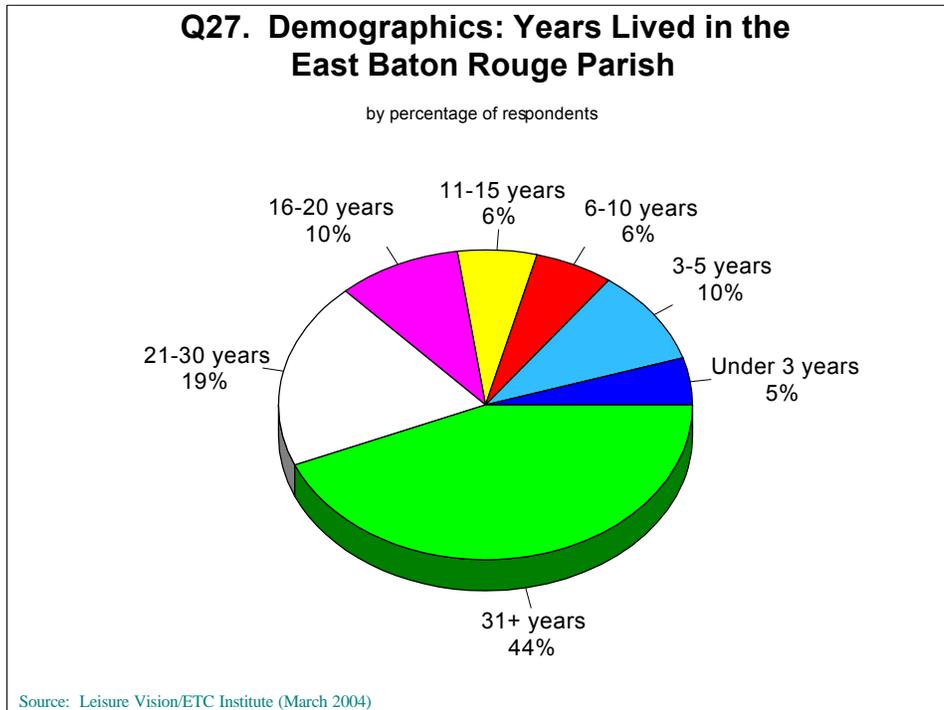


Figure 1.31 – Q28.

