

Miami-Dade County

Parks, Recreation and Open Spaces Community Leisure Interests Survey



Consultant Team:

AECOM

David Barth, RLA, AICP, CPRP
Project Director

Nicholas Kuhn, RLA, ASLA
Project Manager

ETC/ Leisure Vision

Dr. Elaine Tatham
President

Ron Vine
Vice President

Christopher Tatham
Vice President

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Miami-Dade County Park and Recreation Department
Planning and Research Division
275 NW 2nd St., 4th Floor
Miami, Florida 33128
www.miamidade.gov/parks

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Table of Contents

Acknowledgments

ii

Section I Purpose and Methodology

1.1	Purpose	5
1.2	Approach	6
1.3	Methodology	7
1.4	How to Use the Survey Document	8

Section II County-wide Results

2.0	Overview	11
2.1	Key Findings	13
2.2	Benchmark Comparisons	20
2.3	Importance/Unmet Needs Matrices	22

Section III Commission District Results

3.0	Overview	25
3.1	Key Findings	27
3.2	Commission District-Level Results	30

Section IV Region Results

4.0	Overview	57
4.1	Key Findings	59
4.2	Region-Level Results	62

Section V Community Results

5.0	Overview	79
5.1	Key Findings	81
5.2	Community-Level Results	84

Section VI Conclusion

6.0	Overview	131
6.1	Key Findings	132
6.2	Recommendations	136

Appendix

7.1	Survey Instrument	140
7.2	Meeting Notes	148

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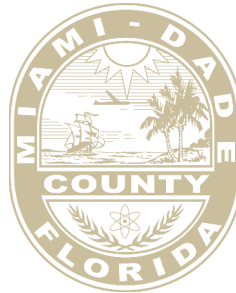
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County Attorney

Acknowledgments



Miami-Dade County
Parks, Recreation and Open Spaces Department

Jack Kardys
Director

George Navarrete
Deputy Director

Maria Nardi
Chief, Planning and Research Division

Joe Webb, RLA
Park System Planning Section Supervisor

Eric Hansen, MPA
Recreation Planner

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Miami-Dade County
Parks, Recreation and Open Spaces Department Staff

Kevin Kirwin
Bill Irvine
Jorge Mora
Allison Diego
Kevin Asher
John Bowers
Carol Kruse

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Purpose and Methodology



1.1 Purpose

The purpose of this Community Leisure Interests Survey is to provide a comprehensive, statistically valid measure of citizen usage, satisfaction, needs, unmet needs, priorities, and other services to assist in short and long-range decision making in coordination with Strategic Business Plan development. The results of this survey will serve as the basis of a broader needs assessment that will assist the Department in:

- Positioning as an essential service provider of Miami-Dade County,
- Positioning for additional revenues,
- Determining collaborators and partners,
- Planning facilities, programs and acquisitions
- Correlating connections between services provided and needs being met,
- Implementing the Miami-Dade County Parks and Open Spaces System Master Plan (OSMP),
- Implement the Miami-Dade County Recreation Program Plan.



Figure 1: Staff notes regarding purpose of Leisure Interest Survey during staff workshop.

1.2 Approach

Undertaking a comprehensive community leisure interest survey requires extensive pre-planning before execution. Two important requirements were identified on the onset: the survey must capture citizen's usage, needs and priorities on a neighborhood-level; and results must represent the demographic characteristics of each area. In order to achieve this the survey team developed a random stratified survey in which each household had equal opportunity of participating. Final results are reflective of the demographic characteristics of each area of analysis.

Another area of innovation for the survey was the general subject of questions. Most park and recreation surveys focus on usage and need of park facilities, however, many residents may not be familiar with facility types and what activities can be provided through each facility. Instead, questions regarding leisure activities and park and recreation sports and programs, independent of facility type, were asked. This approach will allow the Department to understand lifestyle needs unique to each area of analysis. The approach included:

1. Review of Guiding Documents

The survey team reviewed existing department and county guiding documents that include strategic goals, objectives, programs and services, and long-range plans. These comprehensive documents provided insight into the planning initiatives, roles as provider, facilitator and partner, gaps in services, revenues, needs, vision and context. Documents reviewed included:

- Miami-Dade County Strategic Plan
- Park and Recreation Business Plan
- Miami-Dade County Parks and Open Spaces System Master Plan (OSMP)
- Recreation Program Plan

2. Staff Workshop

Once the survey team had an understanding of strategic goals for the county and department, the team meet with senior department staff for a workshop. Staff were asked what types of information were needed to better implement the goals and objectives of the guiding documents. Three categories of information were identified:

- Lifestyle (quality of life benefits),
- Needs/ Priorities (facilities, programs, unmet needs),
- Performance (value to daily life, barriers, participation).

These three categories helped to identify preliminary topics for survey questions. The workshop included a drill-down session on each of these three categories to focus on the core issues. The outcome of this workshop was a set of meeting notes, diagrams and directions for the development of a survey instrument.

3. Survey Instrument Development

Based on input from the staff workshop and guiding documents, the survey team developed a preliminary survey instrument of approximately 25 questions that were grouped into topics that aligned with the three categories identified by department staff which included:

- Uses, Satisfaction and Needs,
- Partnerships,
- Barriers,
- Communication,
- Benefits,
- Funding,
- General (demographic questions to validate survey).

A total of 29 questions were developed across all seven topics areas.

4. Public Testing of Survey Instrument

In order to ensure that questions are understandable and would deliver results, the survey team conducted four public workshops to test each preliminary question. The workshops were geographically distributed throughout the county at the following locations:

- Gwen Cherry Recreation Center,
- West Dade Regional Library,
- South Dade Regional Library,
- Marjorie and William McDonald Recreation Center.

Each workshop included a brief introduction regarding the purpose of the survey, a review of preliminary questions, general questions and answers and a briefing on the survey timeframe. After each workshop comments were reviewed with department staff and questions were revised accordingly. Once completed, the survey team compiled a single draft survey instrument for review with department senior staff. Upon approval of all questions, a final survey was prepared and readied for administration.

Purpose and Methodology

5. Administration of the Survey

Once a final survey instrument had been approved by the department, the survey team completed a multi-staged printing and mailing process. Respondents were provided three means to complete a survey; mail, telephone or website. The first mailings included 20,000 surveys with a cover letter explaining the survey, how to complete one, contact information for questions, link for website, toll-free phone number and return mailing instructions in English, Spanish and Creole. A second round of mailings, 20,000 additional, were sent shortly afterwards. One day after each mailing a recorded voice message was sent to each household mailed a survey as a reminder to complete the survey. Phone calls were utilized to contact households that had been mailed a survey but not completed within two weeks, however, survey completion rates were exceptionally low by telephone.

The survey team proceeded with a third and forth round of mailings of approximately 32,000 total surveys mailed over a two month timeframe and 72,000 total for the survey entirety. Phone calls were utilized in select areas, but to limited success. Neighborhood results were reviewed by the survey team to ensure that the survey respondents were representative of demographics of the area. In a few locations, neighborhood boundaries were consolidated to met respondent needs for statistically valid results. These areas typically contained large non-residential areas, such as the Miami International Airport, industrial areas in the northwest portion of the county and the Everglades. In total, the number of neighborhoods were reduced to 70 from 80 and the number of communities was reduced to 23 from 24. These reductions in neighborhood and community areas had no effect on the remaining areas which represented the contiguous developed portion of Miami-Dade County.

1.3 Methodology

Conducting a Neighborhood-Level Statistically Valid Survey

Miami-Dade County is a large geographic area made up of socially and economically diverse neighborhoods. In an effort to assess the leisure activity and park and recreation sports and program needs of those diverse neighborhoods, a geo-coded survey was administered to have results be statistically valid down to the neighborhood level. Neighborhood results were then compiled into broader Community and Regional areas in order to facilitate larger scale decision making. Additionally, as a guide to elected officials and decision makers, the results were recompiled into statistically valid results for each Commission District. This methodology allows the Department to understand the overall needs of the County, but more importantly to understand the unique needs of the distinct neighborhoods, communities and regions as well as Commission Districts, within the County.

For ease of reviewing trends and compiling data, neighborhoods were groups into 23 Communities, which were then grouped into 8 Regions. Boundaries for each level of the survey work in conjunction with one another and allow for analysis from a county-wide level down to a neighborhood level, see **Figure 2**.

Developing a statistically valid survey begins with identifying the sample size or the number of responses needed and a targeted level of confidence and margin-of-error. A sample size of 100 responses for each defined neighborhood area was targeted with a 95% level of confidence, which means that if conducted 100 times, results would be similar 95 times. Initially 80 neighborhoods were defined, however, through analysis of land-use, population figures and results from the first two rounds of mailings, the number was reduced to 70 which decreased the overall County-wide target for responses from 8,000 to 7,000, or 100 responses per neighborhood. These parameters produce a margin-of-error of +/-1.1% at the County-wide level and approximately +/- 4.8% at the Community-level, the most detailed level analyzed as part of this report. Final survey results included 7,888 completed surveys, representing a 112% return rate of the target goal for responses.

Community Interest and Opinion Survey: Let your voice be heard today!

Miami-Dade County would like your input to help determine parks and recreation priorities for our community. This survey will take 10-15 minutes to complete. When you are finished, please return your survey to the enclosed postage-paid, returnable envelope. We greatly appreciate your time.

1. From the following list, please check ALL the recreation facilities in parks in Miami-Dade County operated by other cities, county, non-profit, or private providers you or members of your household have used or visited in parks over the past 12 months.

(01) Youth baseball/softball fields	(10) Walking/jogging paths
(02) Adult softball fields	(11) Bike/scooter paths
(03) Youth soccer fields	(12) Equestrian trails
(04) Mini-soccer/soccer fields	(13) Nature/recreation center
(05) Lacrosse/football fields	(14) Natural area/wildlife habitat
(06) Cricket park	(15) Dog park
(07) Baseball fields	(16) Play area
(08) Tennis courts	(17) Picnic shelter
(09) Outdoor swimming pool	(18) Picnic grounds
(10) Water park	(19) Museum
(11) Skate park	(20) Community center
(12) Marina	(21) Gymnasium
(13) Fishing pier	(22) Senior center
(14) Golf course/mini-golf ranges	(23) Indoor fitness spaces
(15) Amphitheater	(24) Other

2. From the list in Question #1 above, which FOUR of the parks and recreation facilities are MOST IMPORTANT to you and members of your household? (Please write in the numbers below for your 1st, 2nd, 3rd and 4th choices using the numbers in Question #1 above, or circle NONE.)

1st Choice	2nd Choice	3rd Choice	4th Choice	NONE
(01) Important	(02) Important	(03) Important	(04) Important	(05) NONE
(06) Important	(07) Important	(08) Important	(09) Important	(10) NONE
(11) Important	(12) Important	(13) Important	(14) Important	(15) NONE
(16) Important	(17) Important	(18) Important	(19) Important	(20) NONE
(21) Important	(22) Important	(23) Important	(24) Important	(25) NONE
(26) Important	(27) Important	(28) Important	(29) Important	(30) NONE
(31) Important	(32) Important	(33) Important	(34) Important	(35) NONE
(36) Important	(37) Important	(38) Important	(39) Important	(40) NONE
(41) Important	(42) Important	(43) Important	(44) Important	(45) NONE
(46) Important	(47) Important	(48) Important	(49) Important	(50) NONE
(51) Important	(52) Important	(53) Important	(54) Important	(55) NONE
(56) Important	(57) Important	(58) Important	(59) Important	(60) NONE
(61) Important	(62) Important	(63) Important	(64) Important	(65) NONE
(66) Important	(67) Important	(68) Important	(69) Important	(70) NONE
(71) Important	(72) Important	(73) Important	(74) Important	(75) NONE
(76) Important	(77) Important	(78) Important	(79) Important	(80) NONE
(81) Important	(82) Important	(83) Important	(84) Important	(85) NONE
(86) Important	(87) Important	(88) Important	(89) Important	(90) NONE
(91) Important	(92) Important	(93) Important	(94) Important	(95) NONE
(96) Important	(97) Important	(98) Important	(99) Important	(100) NONE

3. How would you rate the quality of the parks and recreation facilities that you use?

(1) Excellent	(2) Good	(3) Fair	(4) Poor	(5) Not sure
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4. When choosing to visit or use a RECREATION FACILITY, what criteria would you identify as being most important to you?

(01) Convenience	(02) Quality	(03) Variety of recreation users	(04) Availability of food	(05) Other services	(06) Family atmosphere	(07) Other
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GLSUSE Visual/ETC Institute for Miami-Dade County

1.4 How to Use the Survey Document

The Miami-Dade County Community Leisure Interests Survey is organized in a linear organization with County-wide and Commission District results at the beginning, leading to the smallest, individual neighborhood results. The diagram below highlights the hierarchy of each survey layer and its corresponding report section. Each section is color coded for ease of reading and begins with an overview, followed by individual result summaries. **Map 1** identifies the organization of the survey and report.

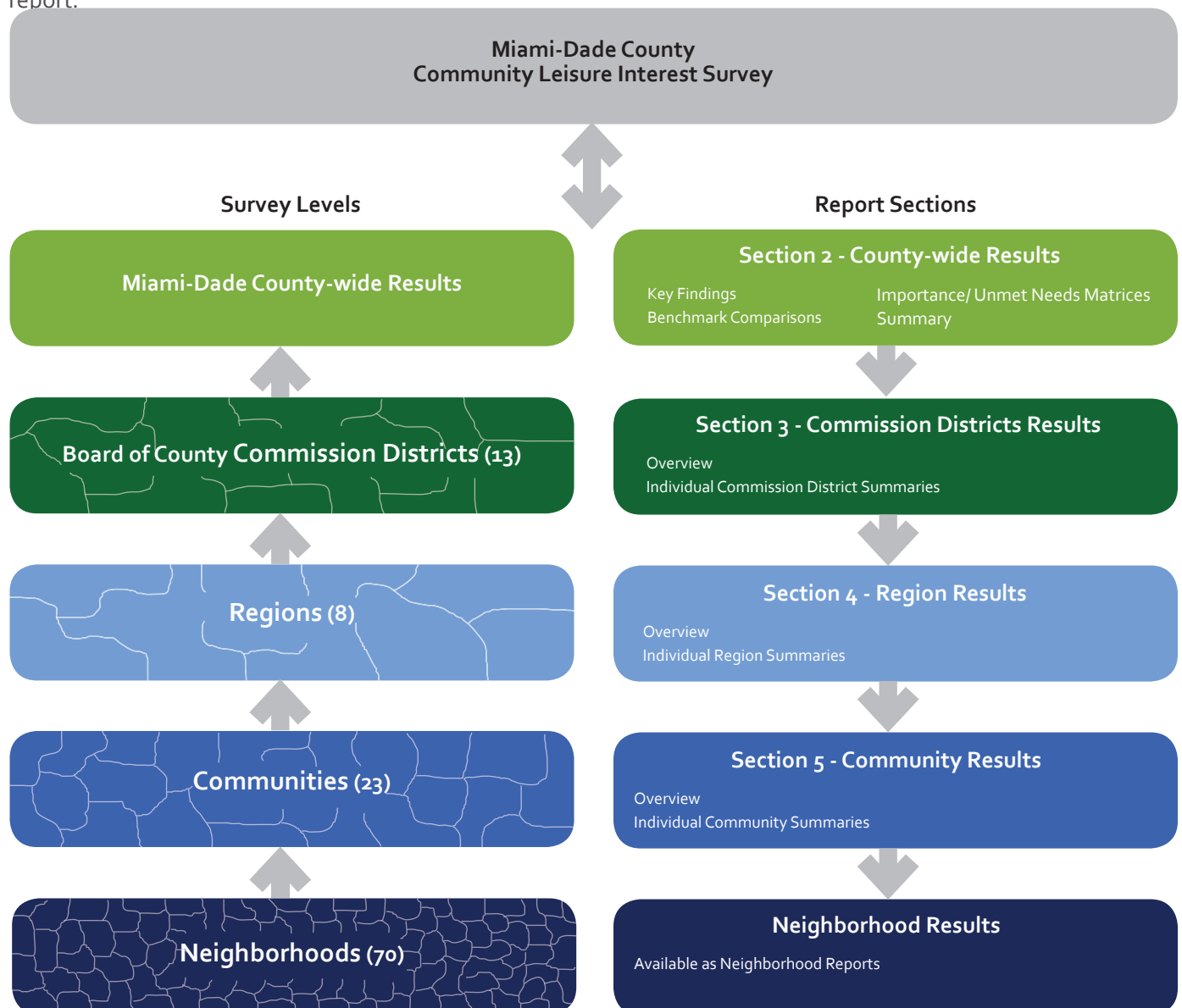
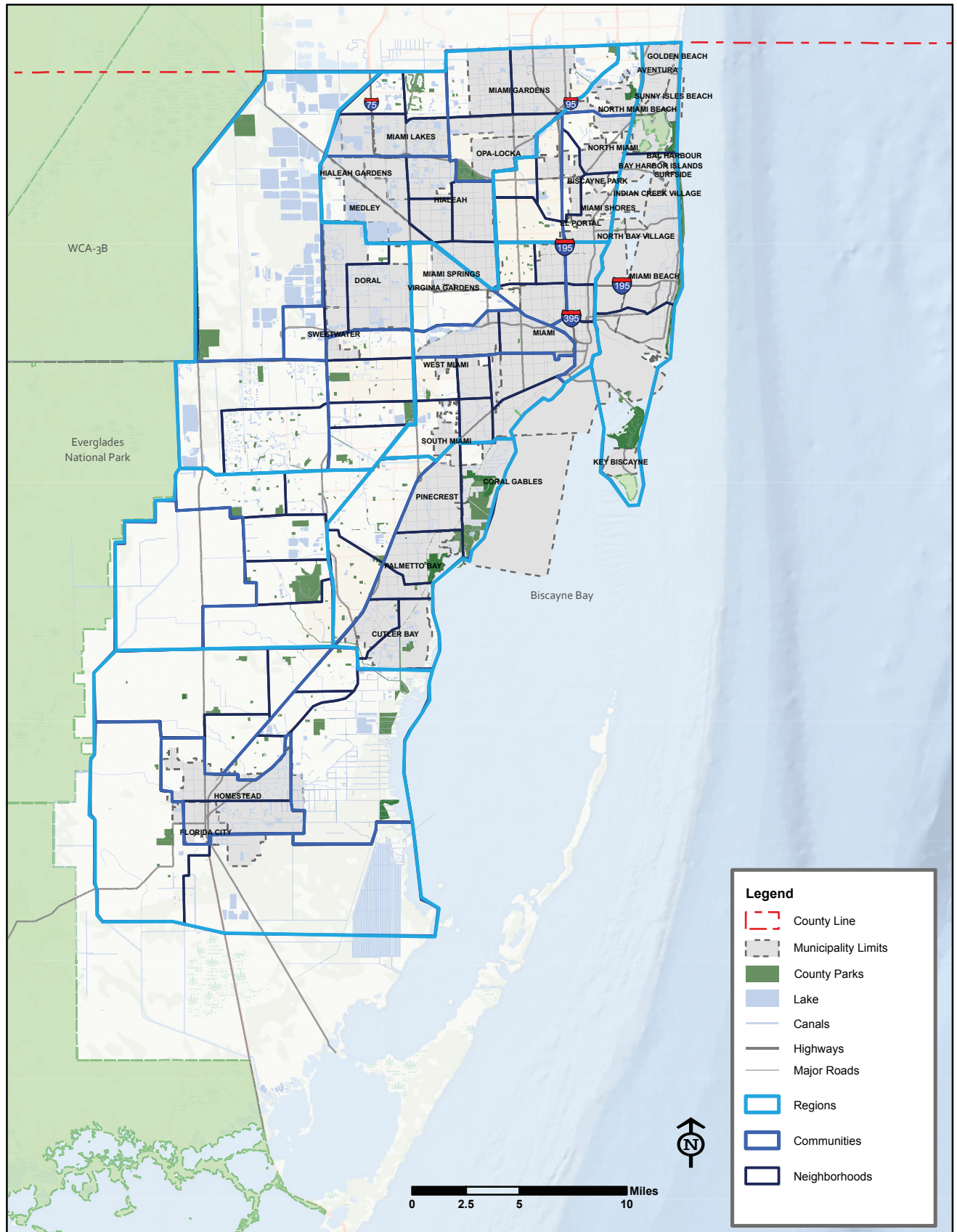


Figure 2: The diagram below identifies the hierarchy of survey levels that correspond with one another to provide a comprehensive view of community leisure interests for Miami-Dade County.

Purpose and Methodology

Map 1: The map below identifies contextual elements of Miami-Dade County and defines the boundaries for Regions, Communities and Neighborhoods, colored coded to match their corresponding section of the report.





County-wide Results



2.0 Overview

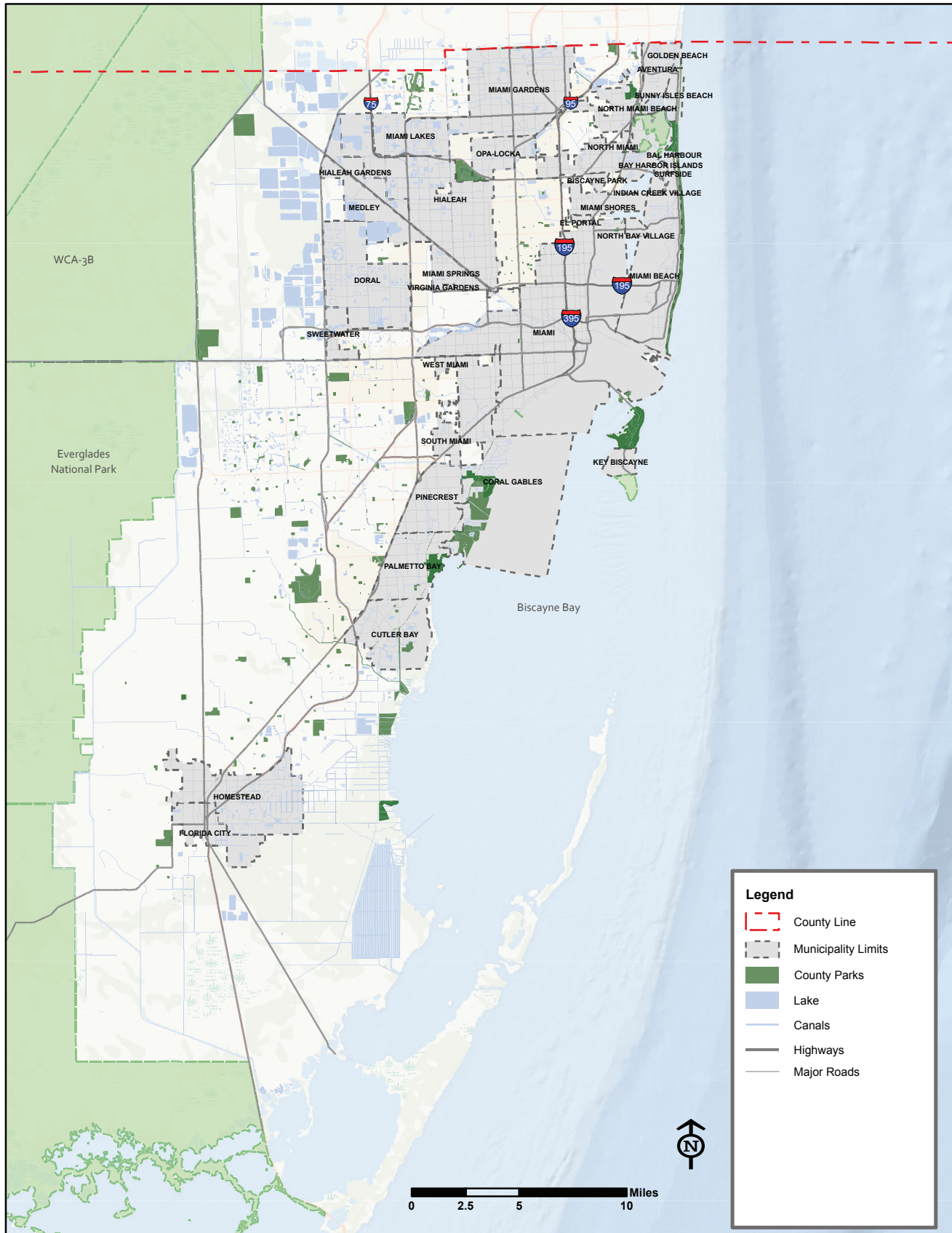
County-wide results are meant to provide a summary of overall conditions. Several over-arching themes were identified through analysis of data at this level and include:

- Perceived benefits of the Park and Recreation system to county residents,
- Barriers to use or participation throughout the County,
- Facility use and importance to households,
- Business opportunities throughout the County,
- Best communications means for county-wide dissemination of information.

This section provides key findings, benchmark comparisons and importance/unmet need priorities for county-wide results. It is important to note that results may vary based on individual neighborhood, community or region characteristics.

Section 2

Map 2: The map below identifies contextual elements of Miami-Dade County and defines the boundaries for the County-wide results.



County-wide Results

2.1 Key Findings

On a County-wide level, key findings of the Community Interests Survey include:

- Residents recognize significant link between improved health and parks, trails and recreation facilities and services;
- Residents identify location, value/affordability and quality of instructors as most important when choosing to participate in a sport, program or class;
- A safe facility is the most important factor for residents when choosing to visit or use a recreation facility;
- Lack of knowledge, poor facility conditions, distance, and lack of security are top reasons that prevent residents from visiting and participating more often and all are significantly higher than national average;
- Quality rating of parks and recreation facilities lag national averages;
- Walking and running facilities are the most used and most important facilities to residents;
- Walking, going to the beach and reading are most important leisure activities for residents, while skateboarding, painting and dancing have the highest unmet need rates (*Unmet need ratings do not reflect the leisure activity with the most unmet need households*);
- Yoga, performing arts (music and dance) and basketball are most important sports, programs or classes for residents, while cricket, lacrosse and pilates have the highest unmet need rates (*Unmet need ratings do not reflect the sports, program or class with the most unmet need households*);
- Dining, fitness and water parks are most supported private business opportunities for parks;
- Traditional means of communication such as printed brochures, friends and mail are most common ways residents learn about programs, classes and events, however, the County is above national average for use of technology-based communications.

The following are County-wide key findings summarized into five board topics:

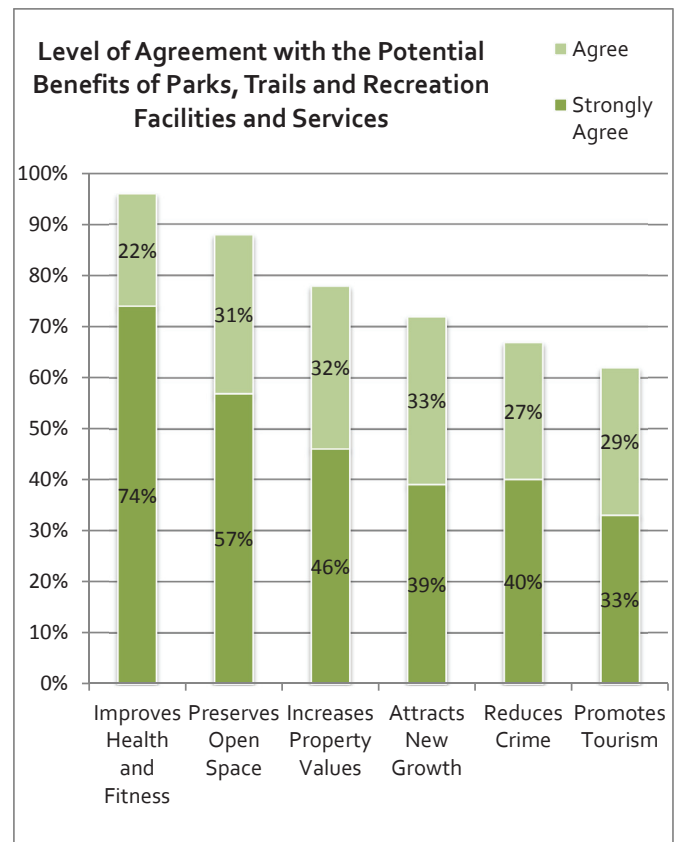
- Benefits
- Barriers to Use or Participation
- Facility Use and Importance
- Business Opportunities
- Communications

Results on a Community or Neighborhood-level may vary significantly.

1. Benefits

Residents recognize significant link between improved health and parks, trails, and recreation facilities and services.

Ninety-six percent (96%) of Miami-Dade County residents recognize a link between improved health and fitness and parks, trails and recreation (facilities and services), see Graph 1. Furthermore, 88% of residents acknowledge parks, trails and recreation as a link to the preservation of open spaces and the environment. Seventy-eight percent of residents recognize a link between parks, trails and recreation and increases in property values, while 72% recognize a link to attracting new businesses and residents. Sixty-seven percent of residents agree that parks, trails and recreation can help reduce crime, while 62% agree they promote tourism in Miami-Dade County.



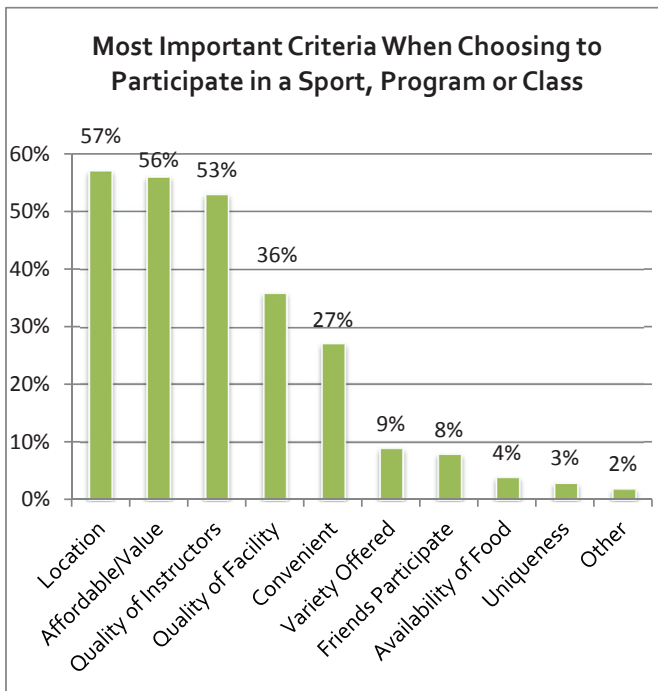
Graph 1: Level of Agreement with Potential Benefits of Parks, Trail and Recreation Facilities and Services.

2. Barriers to Use or Participation

Residents identify location, value/affordability and quality of instructors as most important when choosing to participate in a sport, program or class.

Fifty-seven percent of residents identified that location of sports, programs or class offerings was one of their three most important factors when deciding whether to participate. Fifty-six percent of residents identified value/ or affordability as one of their top three most important factors, while 53% said the quality of instructors was their one of their three most important factors.

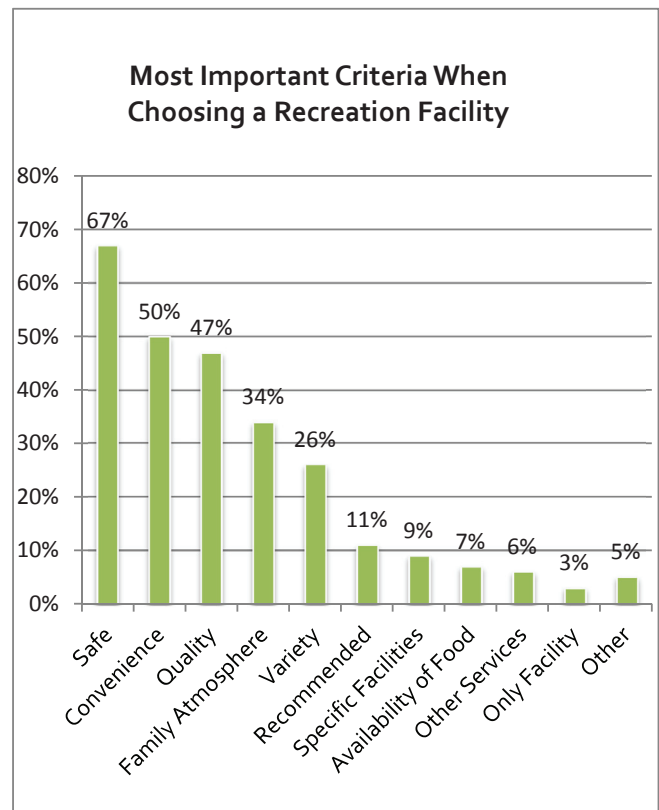
A clear clustering of these top three results is evident when compared to a secondary clustering of that includes 'Quality of facility' (36%) and 'Convenient' (27%). All other results are in the single digits.



Graph 2: Most Important Criteria When Choosing to Participate in a Sport, Program or Class.

A safe facility is the most important factor for residents when choosing to visit or use a recreation facility.

Sixty-seven percent of residents indicated that a safe facility was one of their most important factors when choosing to visit or use a recreation facility. A secondary clustering of 'Convenience' (50%) and 'Quality' (47%), were also identified by residents as important factors. A third clustering of 'Family atmosphere' (34%) and 'Variety of recreation uses' (26%).



Graph 3: Most Important Criteria When Choosing a Recreation Facility.

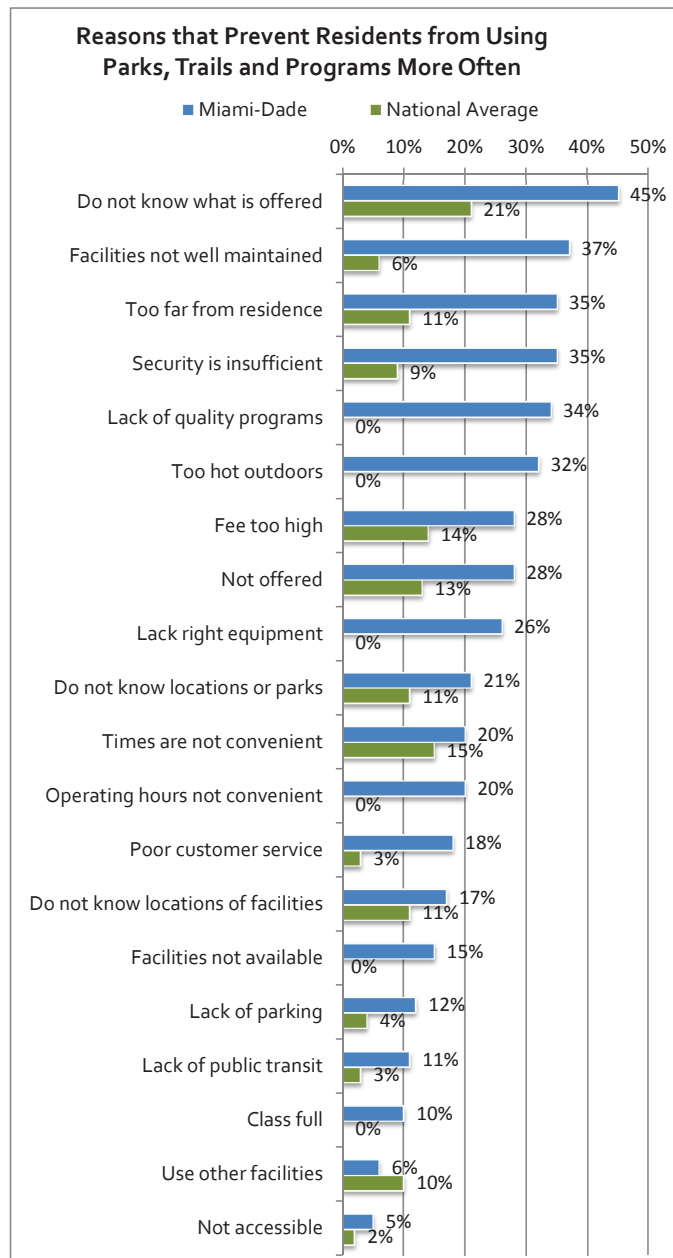
County-wide Results

Lack of knowledge, poor facility conditions, distance, and lack of security are top reasons that prevent residents from visiting and participating more often.

Forty-five percent of residents indicated that a lack of knowing program offerings was a top reason they did not participate more often. This result is significantly higher than the national average of 21%. Residents also indicated that the condition of facilities (37%) was a top reason for not using parks and trails more often, compared to a national average of 6%. Distance was a top reason for 35% of residents compared to 11% national average, while insufficient security was rated a top reason by 35% of residents compared to 9% nationally. See Graph 4 on next page.

Additional reasons with significant deviation from national averages (+/- 5% from national average) include; 'program of facility not offered' (15% higher than national average); 'poor customer service by staff' (15% higher than national average); 'fees too high' (14% higher than national average); 'I do not know locations of parks and trails' (10% higher than national average); 'lack of public transportation' (8% higher than national average); 'lack of parking by facilities and parks' (8% higher than national average).

Respondents indicated that lack of knowing programs offerings (29%), Security being insufficient (23%), distance (23%), facilities conditions (21%) and too hot outdoors (21%) where their top reasons when asked to identify their top four reasons. Lack of knowing program offerings and too hot outdoors had the highest top choice results.

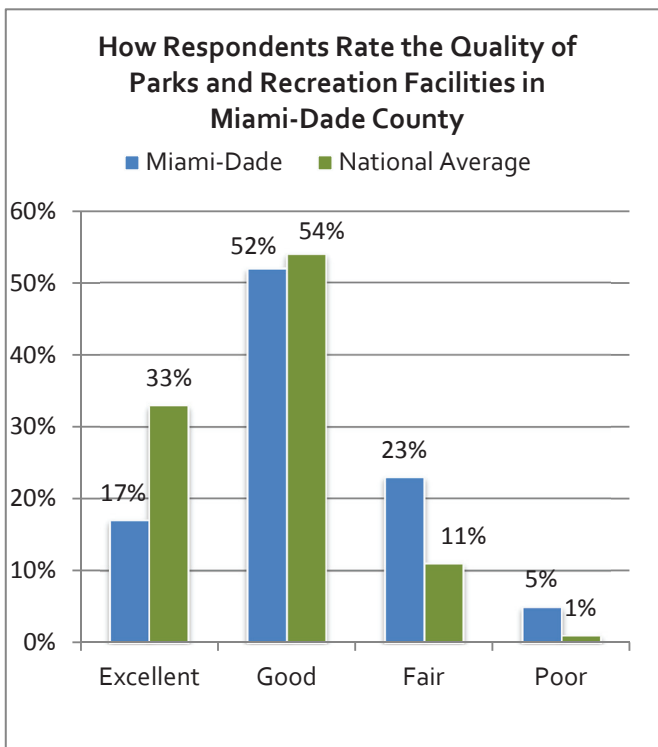


Graph 4: Reasons that Prevent Residents from Using Parks, Trails and Programs More Often

Quality rating of parks and recreation facilities lag national averages.

With 17% of Miami-Dade County resident selecting a quality rating of excellent for park and recreation facilities, the county lags the national average of 33%. More Miami-Dade residents rated park and recreation facilities as 'fair' (23%) or 'poor' (5%) than the national averages of 11% and 1% respectively.

County-wide



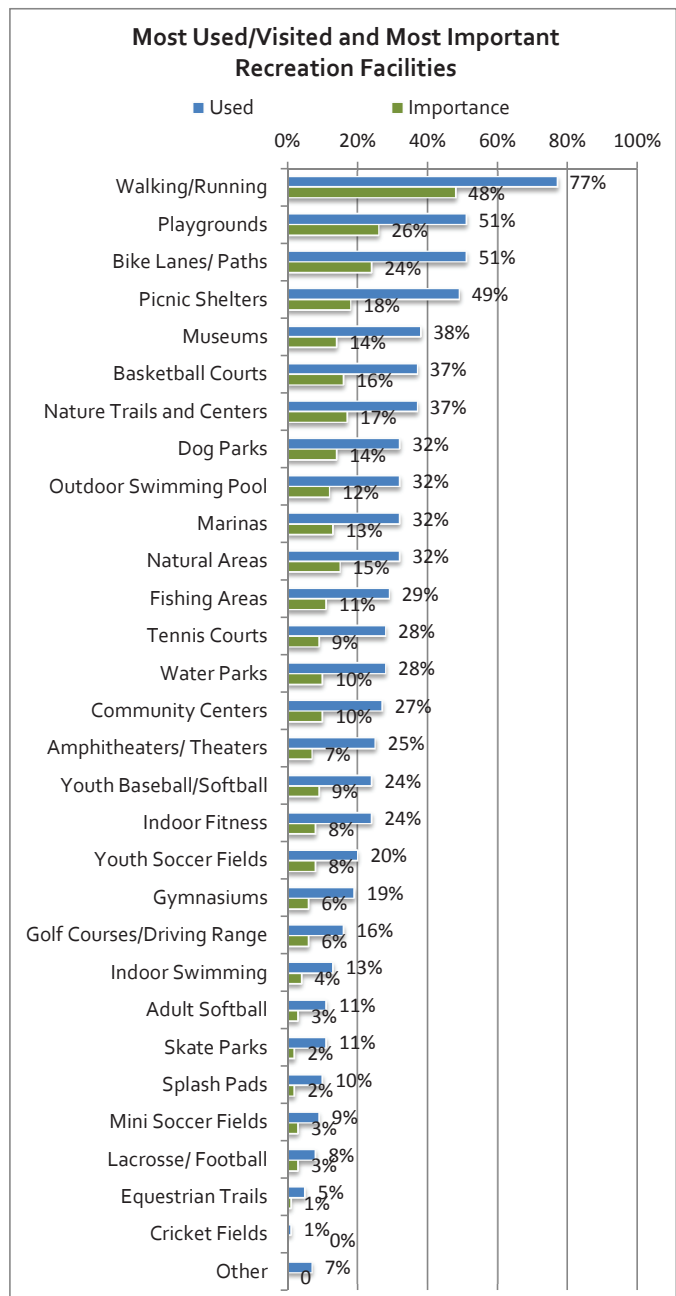
Graph 5: How Respondents Rate the Quality of Parks and Recreation Facilities in Miami-Dade County.

Note: The 'quality rating' survey question was specifically designed to allow respondents to interpret the park and recreation facility and provider (MDPROS, municipal, state, etc.) as many residents do not typically differentiate between providers. Results may vary across the County and additional analysis of geo-coded results may identify geographical trends in quality ratings. Additionally, survey results do not identify the underlying reason for respondents' quality rating selections. Multiple variables can influence a respondent's selection such as: provider of park or recreation facility (whether MDPROS or other), timeframe of last visit or use, facility appearance, lack of interest in facilities or programs offered, quality of program or instructor, transportation, or climate, to identify a few.

3. Facility Use and Importance

Walking and running facilities are the most used and most important facilities to residents.

Seventy-seven percent of residents indicated they have visited or used a walking/running path in the last 12 months. A secondary cluster of facilities include: playgrounds (51%), bike lanes/ paths (51%) and picnic shelters (49%). These same facilities, in the same order, are most important to households in Miami-Dade County.



Graph 6: Most Used/Visited and Most Important Recreation Facility.

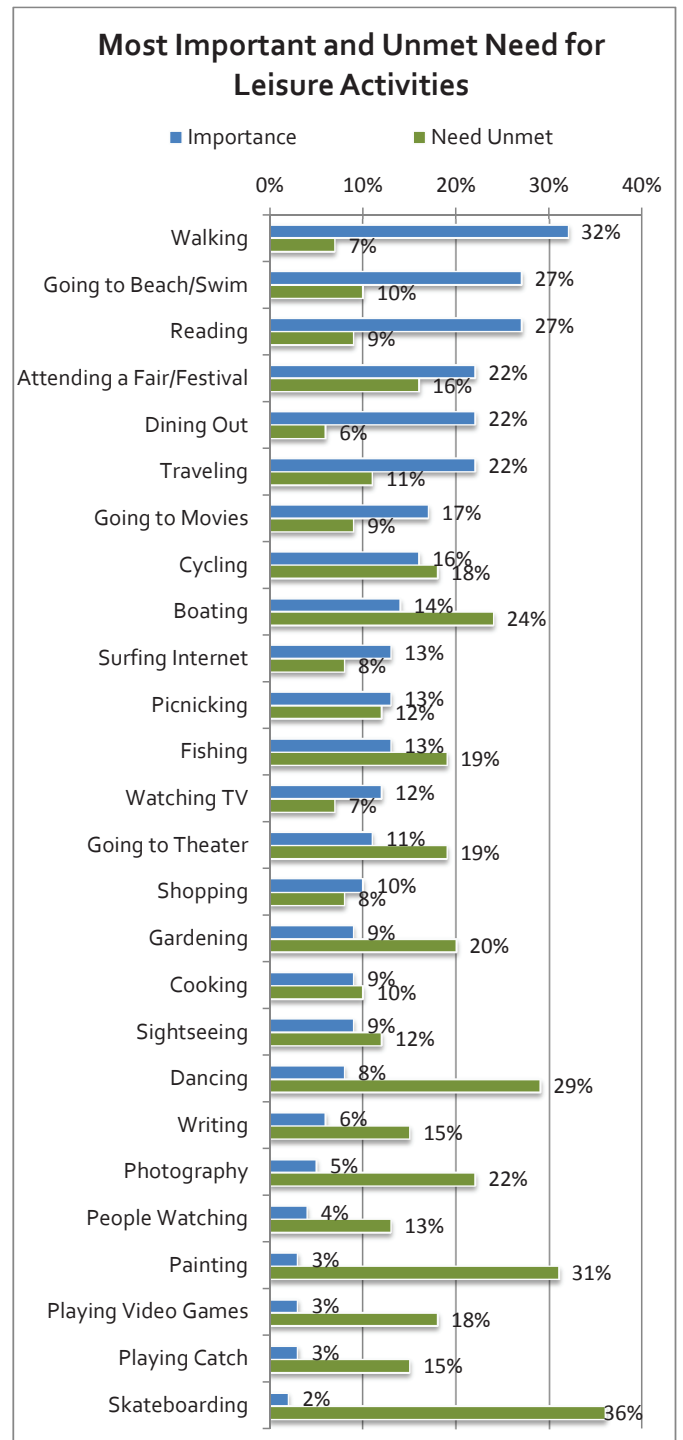
County-wide Results

Walking, going to the beach and reading are most important leisure activities for residents, while skateboarding, painting and dancing have the highest unmet need rates.

Thirty-two percent of residents selected walking as their most important leisure activity, while 27% selected going to the beach/ swimming and reading. A second clustering of attending a fair or festival, dining out and traveling are all at 22%. Unmet need rates are all relatively low for these activities with attending a fair or festival as the highest at 16%.

Skateboarding (36%), painting (31%), dancing (29%), boating (24%) and photography (22%) all have the highest unmet needs rates, however, excepting for boating (14% importance), all of the preceding leisure activities have single digit importance percentages.

Note: Unmet need ratings do not reflect the leisure activity with the most unmet need households. An example includes: walking has a lower unmet need rating (7%) than skateboarding (36%), but more households may have an unmet need for walking as more households rated walking as their most important leisure activity at 32% compared to 2% for skateboarding. Additional analysis of unmet needs and importance will include estimates of the number of households with unmet needs greater than 50%.



Graph 7: Most Important and Unmet Need for Leisure Activities.

Section 2

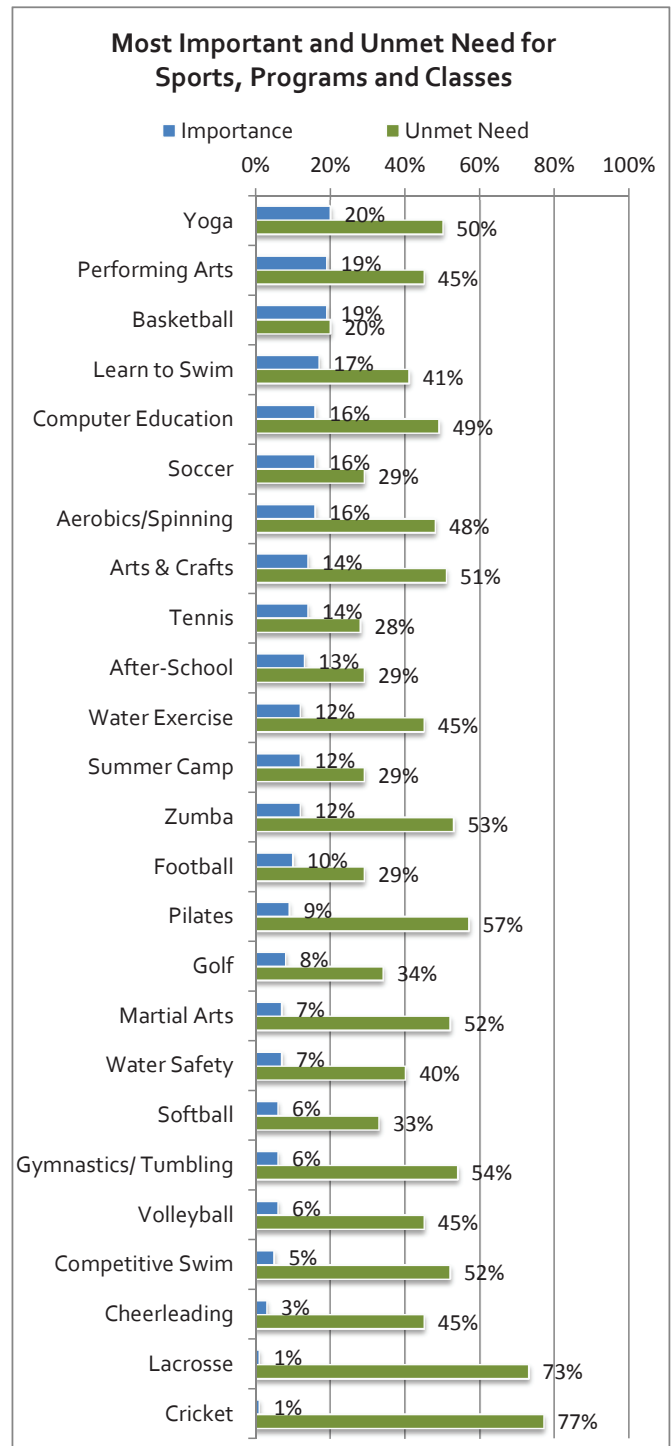
Yoga, performing arts and basketball are most important sports, programs or classes for residents, while cricket, lacrosse and pilates have the highest unmet need rates.

County-wide

Twenty percent of residents selected yoga as their most important class, while 19% selected performing arts (music/dance) and basketball as their most important class and sport respectively. A second clustering of learn to swim (17%), computer education, soccer and aerobics/spinning, all at 16% represent the most important sports, programs and classes. Unmet need rates are all relatively high for these sports, programs and classes except a notable exception with basketball which has an unmet need rate of approximately half the others.

Cricket (77%), lacrosse (73%), pilates (57%), gymnastics/tumbling (54%) and zumba (53%) all have the highest unmet needs rates, however, excepting for zumba (12% importance), all of the preceding sports, programs and classes have single digit importance percentages.

Note: Unmet need ratings do not reflect the sports, program or class with the most unmet need households. An example includes: yoga has a lower unmet need rating (50%) than cricket (77%), but more households may have an unmet need for yoga as more households rated yoga as their most important class at 20% compared to 1% for cricket. Additional analysis of unmet needs and importance will include estimates of the number of households with unmet needs greater than 50%.



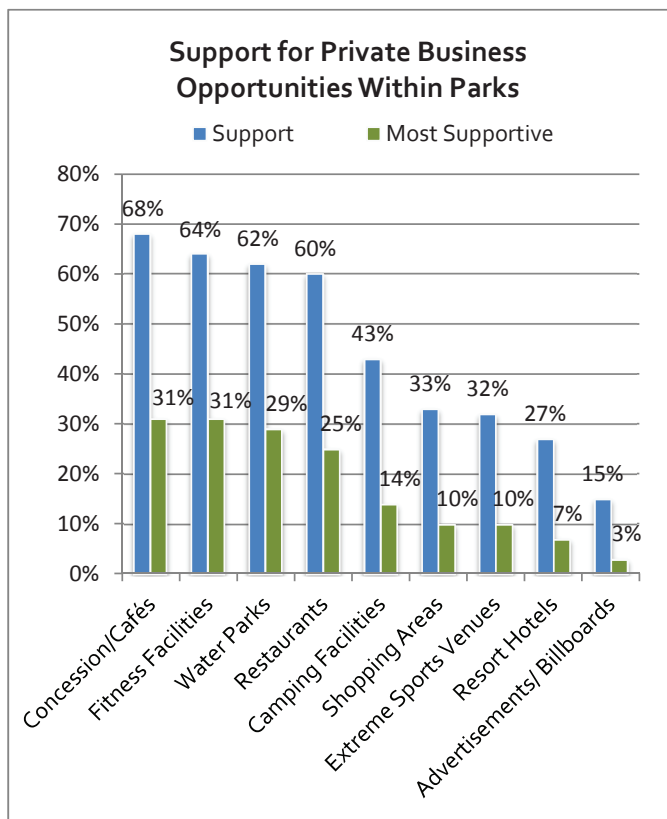
Graph 8: Most Important and Unmet Need for Park and Recreation Sports, Programs and Classes.

County-wide Results

4. Business Opportunities

Dining, fitness and water parks are most supported private business opportunities for parks.

A clustering of dining related private business opportunities, concessions/cafes (68%) and restaurants (60%), as well as fitness facilities (64%) and water parks (62%) are the most supported by residents to be developed within parks if revenues help to operate and maintain the park. Dining out is the fifth most important leisure activity by residents with a 6% unmet need, while swimming is ranked as the second most important at 27% with an unmet need rating of 10%. Fitness Facilities are the 18th most used recreation facility with 24% of residents indicating they have visited a fitness facility in the last 12 months.

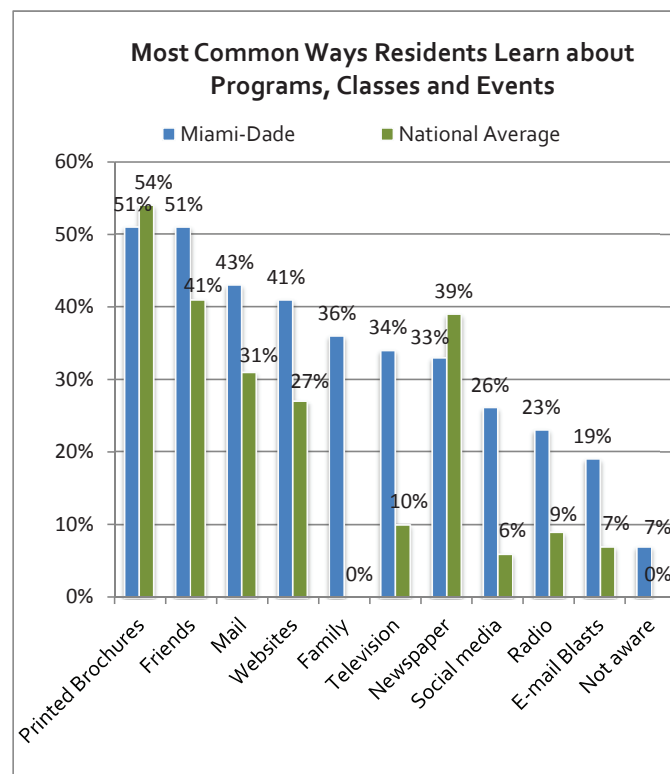


Graph 9: Support for Private Business Opportunities Within Parks.

5. Communications

Traditional means of communication such as printed brochures, friends and mailings are most common ways residents learn about programs, classes and events, however, the County is above national averages for use of technology-based means.

More residents learn about programs, classes and events through traditional communication means such as printed brochures (51%), friends (51%) and mail (43%) than through new, technology-based means such as websites (41%), social media (26%) and e-mail blasts (19%). Though traditional means of communication are still the most successful in getting information out to residents, the County is above national averages for technology-based means.



Graph 10: Most Common Ways Residents Learn About Park and Recreation Programs, Classes and Events.

2.2 Benchmark Comparisons



Combining results from over 700 communities in over 45 states, the survey team has prepared a benchmark comparison of similar topics. By compiling the results of these surveys, an unparalleled database of information can be harnessed to compare responses from household residents in Miami-Dade County to 'National Averages' or benchmarks, therefore providing a unique tool to assist the Department in better decision making.

Communities within the database include a full-range of municipal and county governments from 20,000 in population to several million in population. They include communities in warm weather climates and cold weather climates, mature communities and some of the fastest growing cities and counties in the country. National Averages have been developed for numerous strategically important parks and recreation planning and management issues including: customer satisfaction and usage of parks and programs; methods for receiving marketing information; and reasons that prevent members of households from using parks and recreation facilities more often.

To keep the benchmarking data base current with changing trends, the survey team benchmarking database is updated on an annual basis and only uses citizen survey results within the last five years. Results from household responses for Miami-Dade County were compared to National Averages to gain further strategic information.

	National Average	Miami-Dade County	Variance
How would you rate the quality of all the parks and recreation facilities you have visited?			
Excellent	34%	17%	-17%
Good	54%	52%	-2%
Fair	11%	23%	+12%
Poor	1%	5%	+4%

Table 1: County-wide ratings for all parka and recreation facilities.

-  Indicates a rate or result that is higher than the national average and is in excess of the margin-of-error of +/- 1.1%
-  Indicates a rate or result that is lower than the national average or is in excess of the margin-of-error of +/- 1.1%

	National Average	Miami-Dade County	Variance
Sports, Program or Class respondents households have a need for:			
Gymnastics/Tumbling	15%	21%	+6%
Golf	19%	21%	+2%
Tennis	17%	32%	+15%
Water Exercise	29%	34%	+5%
Learn to Swim	34%	37%	+3%
Performing Arts (Music/Dance)	28%	40%	+12%
Arts and Crafts	20%	36%	+16%
Martial Arts	14%	25%	+11%
Computer Education	21%	34%	+13%
After-School	18%	31%	+13%
Most important Sports, Program or Classes for respondent households (sum of top 4):			
Gymnastics/Tumbling	5%	6%	+1%
Cheerleading	9%	3%	-6%
Tennis	7%	14%	+7%
Water Exercise	12%	12%	0%
Learn to Swim	19%	17%	-2%
Performing Arts (Music/Dance)	10%	19%	+9%
Arts and Crafts	7%	14%	+7%
Martial Arts	4%	7%	+3%
Computer Education	10%	16%	+6%
After-School	9%	13%	+4%

Table 2: County-wide need and importance for sports, programs and classes.

Key Findings

When compared to national averages, Miami-Dade County residents:

- Ranked the quality of parks and recreation facilities lower (17% fewer selected 'excellent');
- Have significantly more need for Arts and Crafts, Tennis, Computer Education, After-School, and Performing Arts (Music/Dance);
- Ranked Performing Arts (Music/Dance), Arts and Craft, Tennis and Computer Education more important;
- Stated that facility conditions, security (lack of), lack of quality programs and distance (too far) were significantly larger barriers that prevent additional participation or use;
- Use television, mail, and social media significantly more to learn about park and recreation programs, classes or events.

County-wide Results



	National Average	Miami-Dade County	Variance
Reasons that prevent respondents from using parks, trails, and recreation programs more often.			
Facilities are not well maintained	6%	31%	+25%
Facilities lack the right equipment	7%	22%	+15%
Lack of quality programs	8%	30%	+22%
Class was full	5%	9%	+4%
Use facilities in other counties	10%	6%	-4%
Poor customer service by staff	3%	16%	+13%
I do not know what programs are offered	22%	40%	+18%
Facilities operating hours are not convenient	7%	18%	+11%
Program or facility not offered	15%	25%	+10%
I do not know the locations of parks or trails	16%	19%	+3%
Security is insufficient	6%	31%	+25%
Too far from my residence	11%	31%	+20%
Program times are not convenient	17%	18%	+1%
Fees are too high	14%	25%	+11%
I do not know locations of recreation facilities	11%	15%	+4%
Not accessible for people with disabilities	2%	4%	+2%
Lack of parking by facilities or park	4%	11%	+7%
Facilities are too often not available	9%	13%	+4%
Lack of public transportation	3%	10%	+7%

Table 3: County-wide reasons that prevent respondents from using park and recreation facilities more often.

	National Average	Miami-Dade County	Variance
Ways that respondent households learn about park and recreation programs, classes or events			
Printed Brochure	63%	51%	+12%
Television	10%	34%	+24%
Mail	20%	43%	+23%
Websites	28%	41%	+13%
Social Media	6%	26%	+20%
Family	40%	36%	-4%
E-mail Blasts	9%	19%	+10%
Newspaper	37%	33%	-4%
Radio	10%	23%	+13%
Friends	40%	51%	+11%

Table 4: County-wide communication means used by residents.

2.3 Importance/Unmet Needs Matrices

The Importance-Unmet Needs Matrix is a tool for assessing the proportional priority that should be placed on allocating resources to various sports, programs, classes, and leisure activities by resident households in each study area. One matrix is provided for leisure activities while a second matrix assesses the priority for park and recreation sports, programs and classes. This innovative use of activities represents a reflection of lifestyle needs that are unique to each analysis area. Each matrix provides quantitative feedback regarding the priorities for various services, i.e. sports, programs, classes, and leisure activities, based on citizen feedback from the statistically valid survey. Each Importance-Unmet Needs Matrix is composed of the following four quadrants:

Top Priorities (*higher unmet need and higher importance*) Services in this quadrant should be given the highest priority for improvement. Respondents placed a high level of importance on these services, and the unmet need rating is high. Improvements to services in this quadrant will have positive benefits for the highest number of residents.

Continued Emphasis (*higher importance and lower unmet need*) Respondents placed a higher level of importance on these services, but the unmet need rating is relatively low. Generally this quadrant includes services of high priority where a good job has taken place in addressing needs. Continued emphasis on services in this quadrant will ensure that services of importance continue to receive the sufficient allocation of resources.

Special Interests (*higher unmet need and lower importance*) This quadrant shows where improvements may be needed to serve the needs of specialized populations. While the unmet need rating is high for many of these services, respondents generally placed a lower level of importance on these services. This quadrant includes services that a smaller population of residents placed high importance on in the survey, but those residents are not satisfied with their needs being met for these services.

Less Important (*lower unmet need and lower importance*) Services in this quadrant should receive the lowest priority for improvement. Respondents placed a lower level of importance on these services, and the unmet need rating is relatively low. This does not mean that

services in this quadrant are not important, but rather that the relative importance of these services is lower and the unmet needs are lower than services in the other three quadrants.

Key Findings

Key findings from the Importance/ Unmet Needs Matrices includes:

- On a County-wide basis, the following leisure activities are most important to residents and have the highest unmet need: Attending a Concert/ Fair/ Festival, Cycling, Boating, Fishing and Picnicking.
- Leisure activities with a high level of importance but lower unmet needs include: Traveling, Going to the Beach/ Swim, Reading, Dining, Going to the Movies, and Internet Surfing.
- Leisure activities with a lower level of importance but a high level of unmet needs includes: Dancing, Go to the Theater, Gardening, Sightsee, Painting, Photography, and Skateboarding.
- On a County-wide basis, the Park and Recreation sports, programs and classes that are the most important to residents and have the highest level of unmet need include: Yoga, Performing Arts (Dancing/Music), Computer Education, Arts and Crafts (Painting and Ceramics) Aerobics/Spinning, Water Exercise and Zumba.
- The Park and Recreation sport, program and classes that have a high level of importance to residents but a low level of unmet need include: Learn to Swim, Basketball, Soccer, After-School, Tennis and Summer Camp.
- Sports, programs and classes with a low level of importance but a high level of unmet needs among residents are: Pilates, Martial Arts, Volleyball, Gymnastics/Tumbling, Competitive Swim, Lacrosse, and Cricket.

County-wide Results

Chart 1: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County.

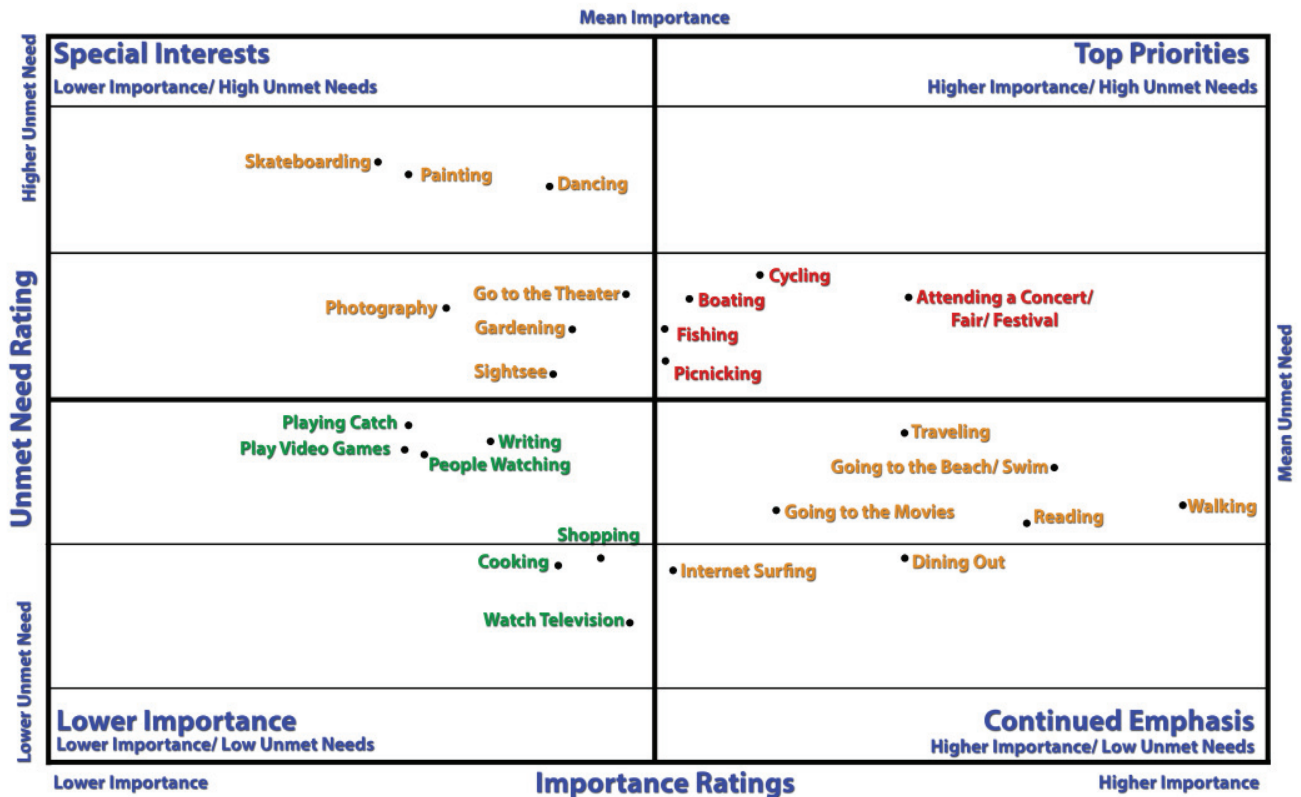
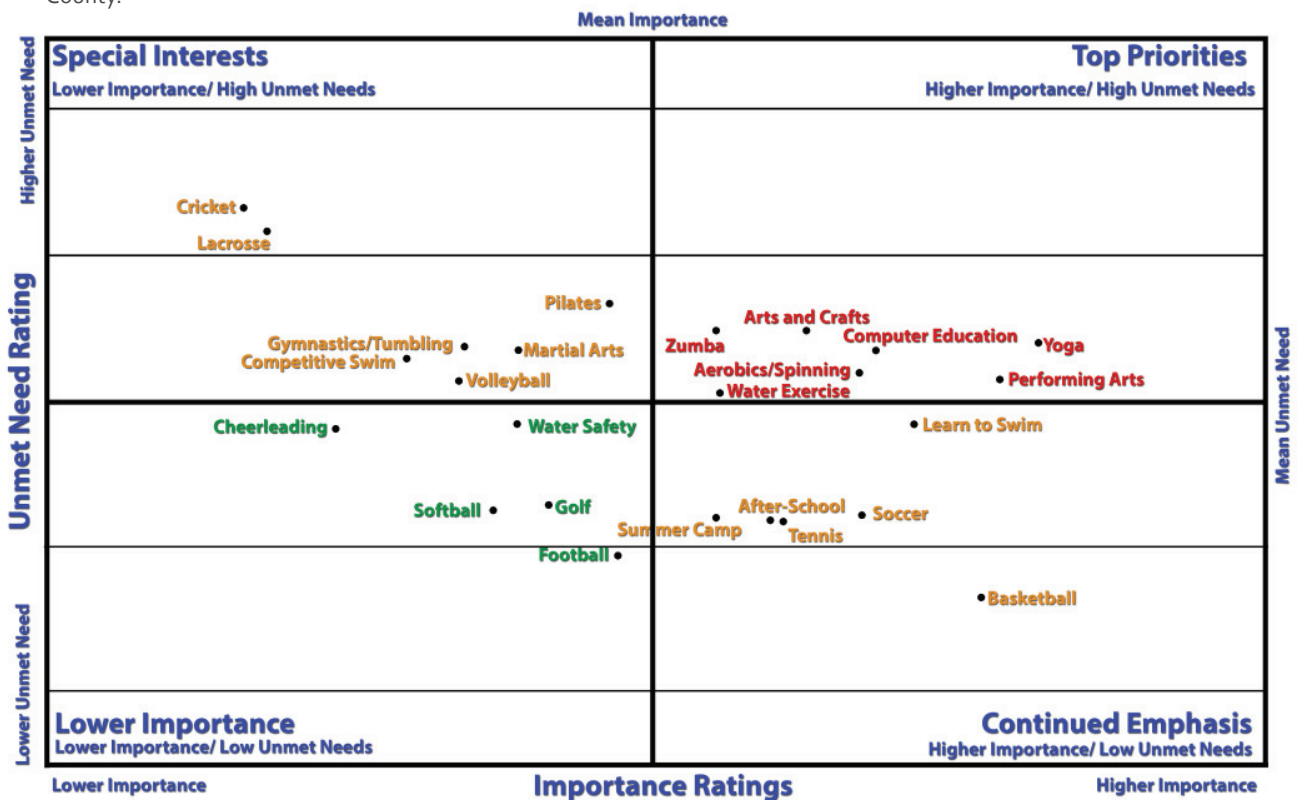


Chart 2: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County.





Commission District Results



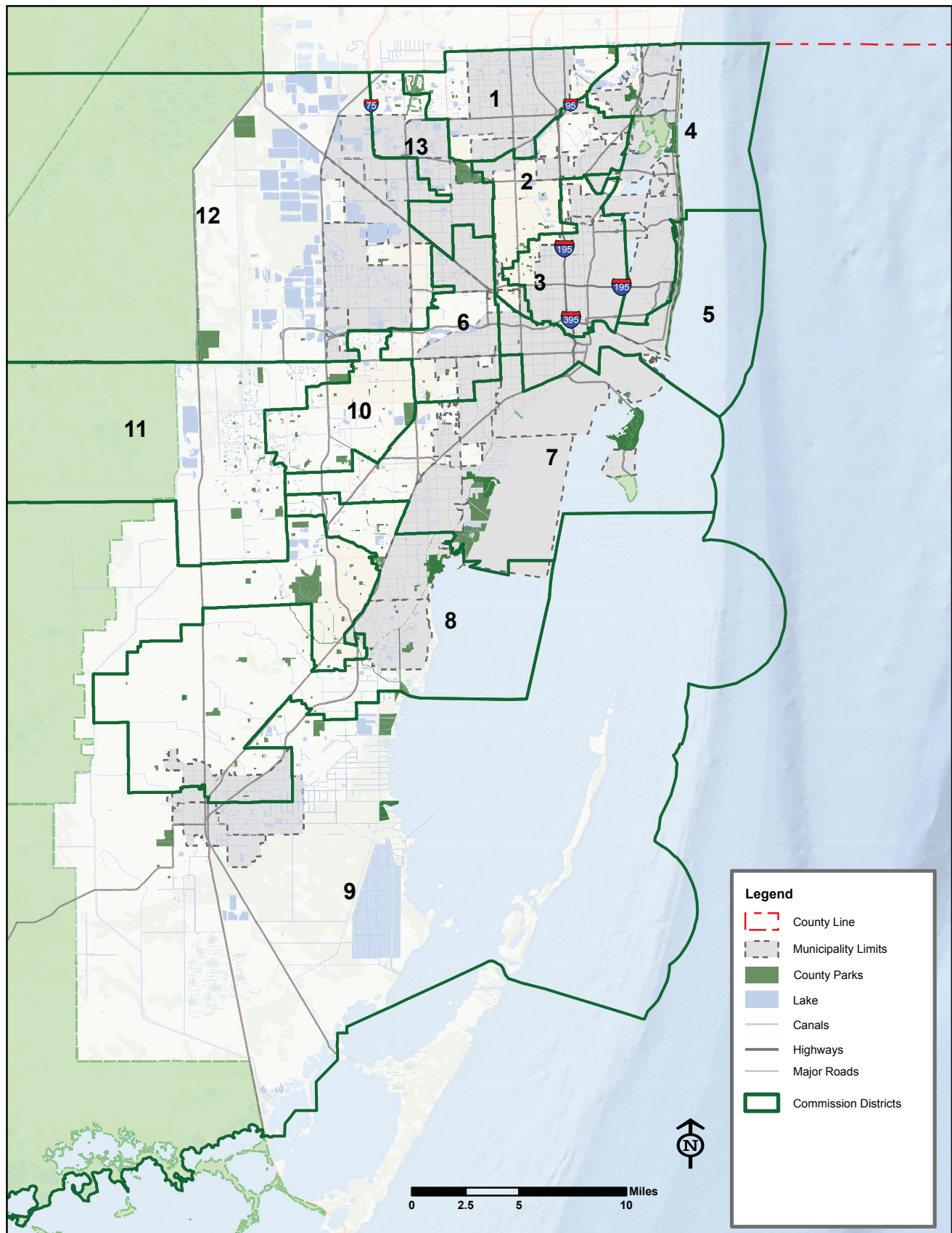
3.0 Overview

Commission District results are provided as summaries for elected officials of the community leisure activities that make their district unique. Several important findings can be identified through analysis of data at this level and include:

- A majority of residents from all Commission Districts recognize that parks, trails and recreation programs can improve physical health and fitness and preserve open space and the environment;
- Commission Districts have a unique set of barriers that prevent more use of parks and recreation facilities, but many reasons focus on simply not knowing what is offered, feeling of security being insufficient, facilities located too far, and quality of maintenance of facilities;
- A majority of residents from all Commission Districts support concessions/cafes, restaurants and fitness centers being located within parks if the usage fee helps support the operations and maintenance of the park;
- Some Commission Districts have higher usage of new and emerging communications techniques such as Twitter and Facebook and use them to learn about park and recreation programs, classes and events, while many Districts still have a high use of traditional means such as printed brochures.

Section 3

Map 3: The map below identifies the Commission District boundaries used to analyze survey results.



Commission District Results

3.1 Key Findings

The following are **Commission District** level key findings summarized into five board topics:

- Benefits
- Barriers to Use or Participation
- Facility Use and Importance
- Business Opportunities
- Communications

1. Benefits

Perceived benefits of parks, recreation and trails are an important aspect of understanding how residents value their parks, trails, open space and recreation programs. **Table 5** summarizes perceived benefits and the range of results with Commission District(s):

	Highest	Lowest	County Average
Improved physical health and fitness	75.7% (1,4,5,13)	69.5% (9)	73.6%
Help reduce crime	47.3% (12)	33.9% (7)	39.8%
Preserve open space and the environment	64.6% (7)	46.6% (2)	57.1%
Increase property values in surrounding areas	49.5% (13)	42.4% (12)	45.5%
Help attract new residents and businesses	43.8% (1)	36.7% (11, 12)	39.0%
Promote tourism in the County	38.8% (1, 5)	30.2% (7)	33.4%
Commission Districts appear in ()			

Table 5: Benefits associated with parks and recreation by Commission District.

2. Barriers to Use or Participation

Barriers to use or participation can create unequitable access to services for residents. **Table 6** compiles the highest and lowest ranking Commission District(s) by each reason that prevents a resident from using parks or participating in a recreation program or class more often.

	Highest	Lowest	County Average
Reasons that prevent respondents from using parks, trails, and recreation programs more often.			
Facilities are not well maintained	34.9% (2)	22.7% (4)	30.6%
Facilities lack the right equipment	28.8% (3)	14.9% (4)	22.4%
Lack of quality programs	36.3% (1)	25.2% (10)	29.5%
Class was full	20.4% (12)	6.6% (8)	9.1%
Use facilities in other counties	13.2% (1)	2.1% (5)	5.6%
Poor customer service by staff	22.3% (3)	9.9% (4)	15.5%
Too hot outdoors	34.0% (10)	21.0% (13)	29.2%
I do not know what programs are offered	44.2% (5)	33.8% (1)	40.2%
Facilities operating hours are not convenient	23.3% (12)	15.1% (7)	17.8%
Program or facility not offered	29.8% (12)	20.0% (7)	24.5%
I do not know the locations of parks or trails	23.4% (3)	15.1% (10)	19.0%
Security is insufficient	48.9% (2)	21.8% (12)	30.7%
Too far from my residence	41.4% (11)	25.7% (13)	31.2%
Program times are not convenient	22.6% (6)	15.4% (8)	18.1%
Fees are too high	32.0% (9)	17.1% (7)	24.9%
I do not know locations of recreation facilities	19.3% (4)	11.8% (6)	15.4%
Not accessible for people with disabilities	8.9% (2)	2.2% (7)	4.3%
Lack of parking by facilities or park	22.9% (5)	6.7% (8)	10.9%
Facilities are too often not available	16.0% (12)	8.3% (4)	13.1%
Lack of public transportation	15.9% (5)	6.2% (8)	9.5%
Commission Districts appear in ()			

Table 6: Reason that prevents respondents from using parks, trails and recreation programs more often by Commission District.

3. Facility Use and Importance

Use of facilities and the importance that a resident or their household places on access to or use of park and recreation facilities can vary substantially throughout Miami-Dade County. **Table 7** identifies the most used facility and the facility that is most important in each Commission District:

Note: Margin of error is +/-4.8%

Section 3

	Facility Used the Most (with the Highest Deviation from County Average)	Most Important Facility (with the Highest Deviation from County Average)
Commission District 1	Indoor Swimming Pool (13.8%)	Community Centers (3.2%)
Commission District 2	Community Center (12.9%)	Walking Paths (7.2%)
Commission District 3	Community Center (12.7%)	Community Centers (4.0%)
Commission District 4	Museums (12.6%)	Tennis (2.2%)
Commission District 5	Museums (10.9%)	Walking Paths (4.2%)
Commission District 6	Outdoor Swimming Pool (9.0%)	Museums (1.2%)
Commission District 7	Marinas (12.4%)	Bike Lanes & Paths (3.6%)
Commission District 8	Marinas (15.2%)	Marinas (4.2%)
Commission District 9	Playgrounds (5.9%)	Playgrounds (3.9%)
Commission District 10	Picnic Shelters (8.0%)	Dog Parks (1.5%)
Commission District 11	Basketball Courts (5.4%)	Youth Baseball Fields (2.4%)
Commission District 12	Youth Soccer Fields (5.6%)	Basketball Courts (3.6%)
Commission District 13	Picnic Shelters (10.6%)	Walking Paths (1.6%)

Table 7: Most used and most important facility by Commission District with greatest deviation from County average.

4. Business Opportunities

As resources for park and recreation facility operation and maintenance have been reduced or limited in recent years, creative opportunities to increase revenue must be analyzed. **Table 8** identifies the highest and lowest support for various business opportunities with Commission Districts.

	Highest Support	Lowest Support	County Average
Private business opportunities that residents would support on public park property if usage fee would be paid to help support the operation and maintenance of the park.			
Concession/ Cafe	74.3% (4)	56.2% (1)	68.1%
Commercial Shopping	42.0% (1)	23.7% (7)	32.8%
Camping Facility	50.1% (10)	32.8% (3)	42.7%
Extreme Sports Venue	33.8% (11)	26.4% (4)	32.0%
Resort Hotel	33.7% (9)	22.8% (7)	27.3%
Restaurants	67.6% (6)	55.9% (1)	60.1%
Fitness Facility	72.8% (2)	57.9% (11)	63.9%
Water Park	70.7% (9)	48.3% (7)	61.5%
Advertisements/ Billboards	20.4% (1)	10.7% (4)	14.8%
Commission Districts appear in ()			

Table 8: Business opportunities with Commission Districts.

5. Communications

The most effective communication techniques continue to be a combination of traditional (word of mouth) and new and emerging means such as Twitter and Facebook. **Table 9** identifies the most popular and least popular means of learning about park and recreation programs, classes and events and identifies the Commission District with the highest and lowest use.

	Highest Use	Lowest Use	County Average
Communication means residents currently use to learn about park and recreation programs, classes and events.			
Printed Brochure	55.2% (1)	46.6% (10)	50.9%
Television	41.5% (1)	23.8% (7)	33.7%
Mail	50.5% (1)	38.8% (6)	42.8%
Website	50.3% (5)	36.0% (2)	40.6%
Social Media	32.0% (5)	18.5% (4)	25.9%
Family	40.3% (11)	21.3% (4)	35.5%
E-Mail Blasts	23.4% (3)	16.0% (6)	18.8%
Newspaper	37.7% (7)	27.2% (13)	33.2%
Not Aware	9.2% (11)	5.2% (6)	6.8%
Radio	30.1% (1)	17.4% (4)	22.7%
Friends	53.4% (1)	45.9% (4)	50.9%
Other	6.0% (13)	2.5% (12)	4.3%
Commission Districts appear in ()			

Table 9: Most and least used technique for learning about park and recreation programs, classes and event with Commission Districts.

3.2 Commission District Level Results

The following are Commission District level results organized as a full-spread for each Commission District. Each spread includes the following information:

- Map of Commission District with parks and landmarks identified,
- Benchmark comparisons of Commission District to Miami-Dade County results and National Averages,
- Importance/ Unmet Needs Matrices for leisure activities and park and recreation sports, programs and classes.

Commission District Results



Commission District

Commission District 1

Section 3

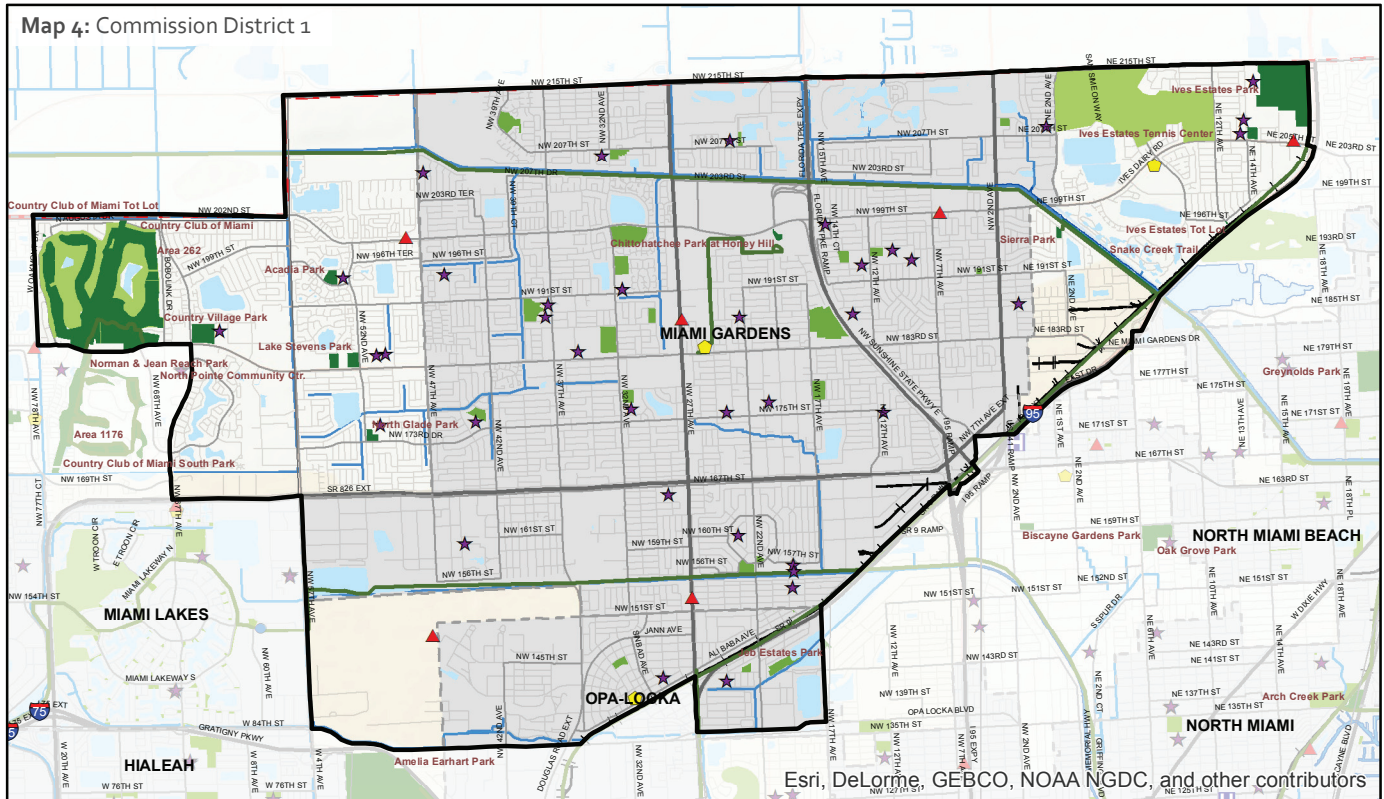


Table 10: Commission District 1 Benchmark Comparison

	National Average (NA)	Miami-Dade County	Commission District 1	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	18.4%	-15.6%
Good	54%	52%	46.6%	-7.4%
Fair	11%	23%	22.2%	+11.8%
Poor	1%	5%	7.3%	+6.3%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	33.2%	+27.2%
Facilities lack the right equipment	7%	22.4%	22.2%	+15.2%
Lack of quality programs	8%	29.5%	36.3%	+28.3%
Class was full	5%	9.1%	10.1%	+5.1%
Use facilities in other counties	10%	5.6%	13.2%	+3.2%
Poor customer service by staff	3%	15.5%	15.8%	+12.8%
Too hot outdoors		29.2%	29.9%	n/a
I do not know what programs are offered	22%	40.2%	33.8%	+11.8%
Facilities operating hours are not convenient	7%	17.8%	19.6%	+12.6%

	National Average (NA)	Miami-Dade County	Commission District 1	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	24.2%	+9.2%
I do not know the locations of parks or trails	16%	19.0%	15.4%	-0.6%
Security is insufficient	6%	30.7%	40%	+34.0%
Too far from my residence	11%	31.2%	27.5%	+16.5%
Program times are not convenient	17%	18.1%	18.9%	+1.9%
Fees are too high	14%	24.9%	31.4%	+17.4%
I do not know locations of recreation facilities	11%	15.4%	12.3%	+1.3%
Not accessible for people with disabilities	2%	4.3%	5.9%	+3.9%
Lack of parking by facilities or park	4%	11.9%	9.2%	+5.2%
Facilities are too often not available	9%	13.1%	11.9%	+2.9%
Lack of public transportation	3%	9.5%	8.6%	+5.6%

Note: Margin of error is +/-4.8%

Commission District Results

Chart 3: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County Commission District 1.

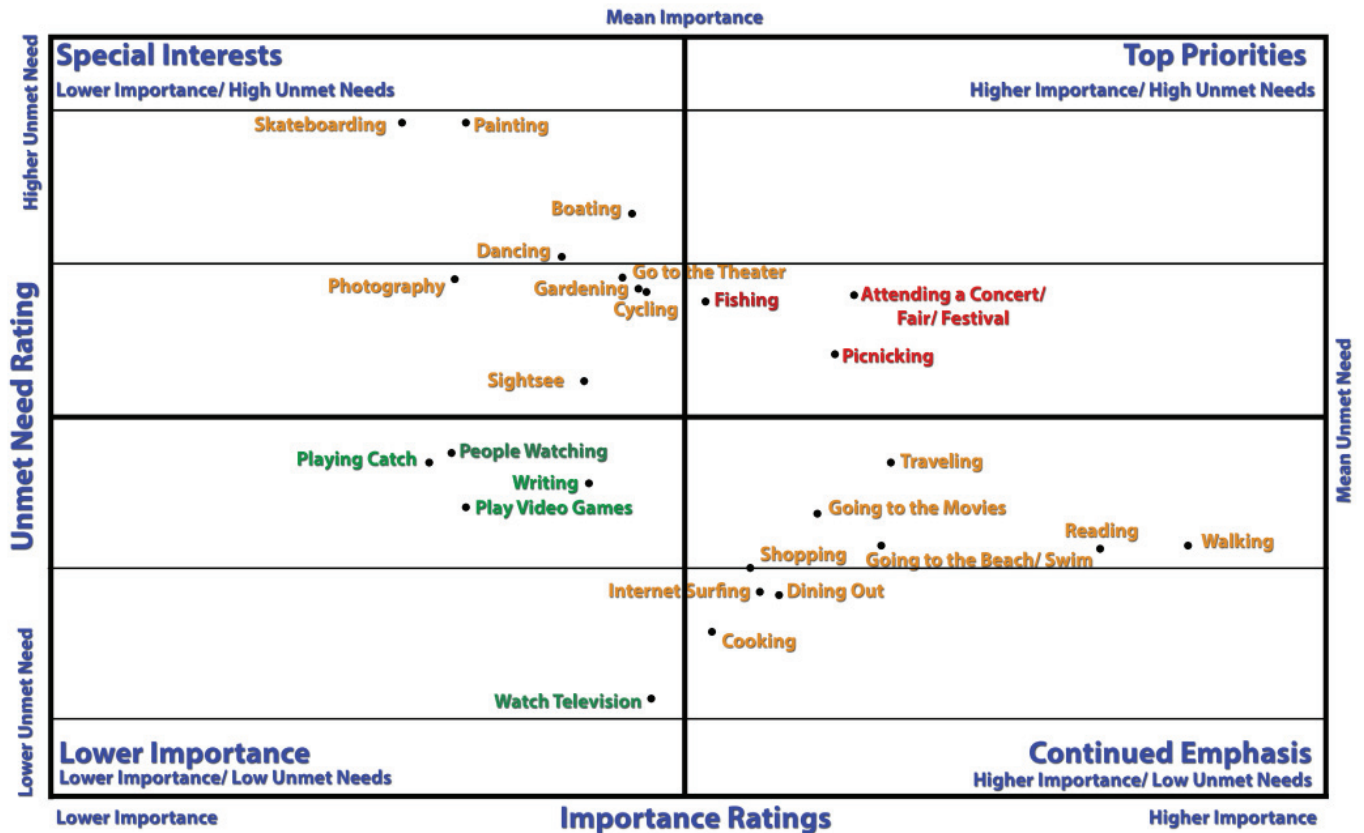
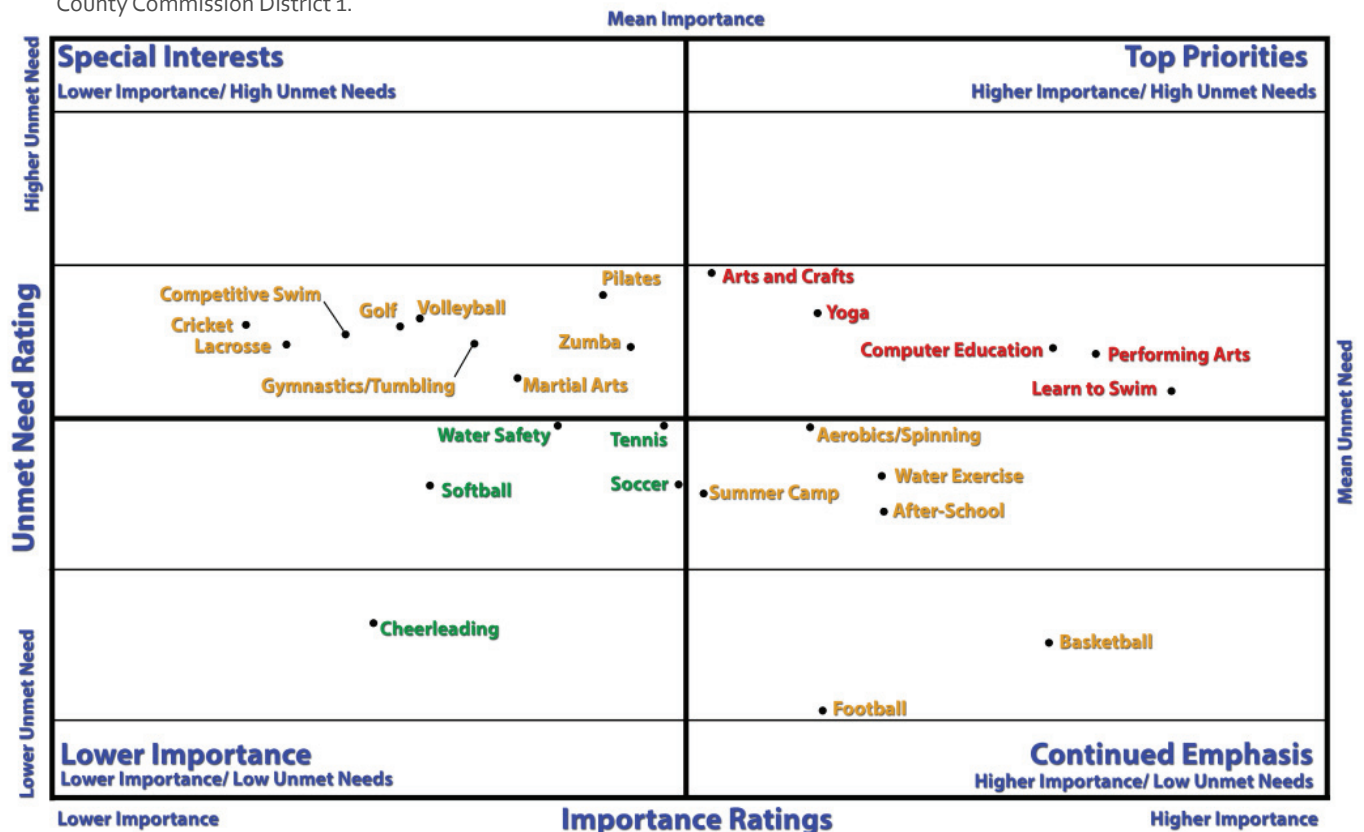


Chart 4: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County Commission District 1.



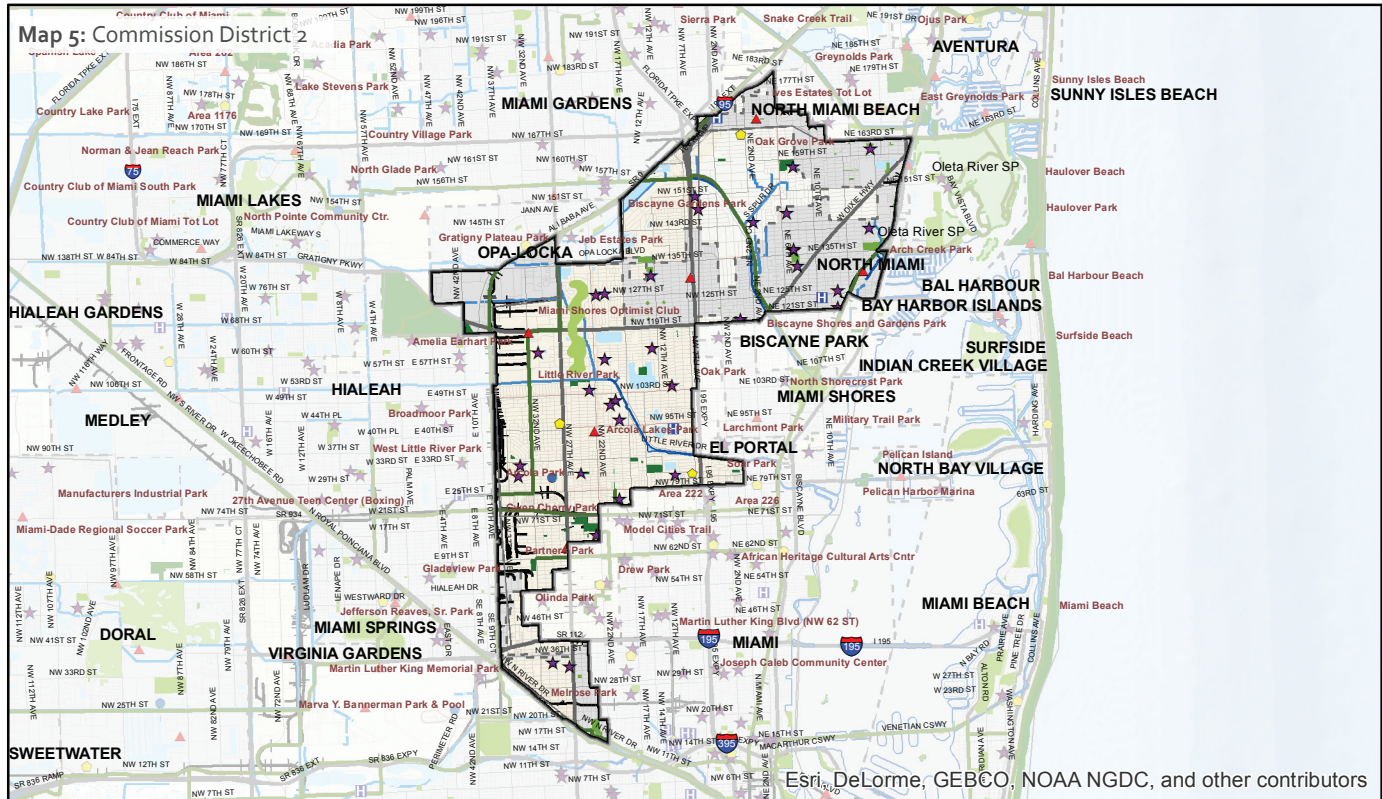


Table 11: Commission District 2 Benchmark Comparison

	National Average (NA)	Miami-Dade County	Commission District 2	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	17.3%	-16.7%
Good	54%	52%	38.9%	-15.1%
Fair	11%	23%	32.4%	+21.4%
Poor	1%	5%	7.3%	+6.3%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	34.9%	+28.9%
Facilities lack the right equipment	7%	22.4%	28.7%	+21.7%
Lack of quality programs	8%	29.5%	36.0%	+28.0%
Class was full	5%	9.1%	9.8%	+4.8%
Use facilities in other counties	10%	5.6%	9.4%	-0.6%
Poor customer service by staff	3%	15.5%	18.1%	+15.1%
Too hot outdoors		29.2%	25.3%	n/a
I do not know what programs are offered	22%	40.2%	37.0%	+15.0%
Facilities operating hours are not convenient	7%	17.8%	18.7%	+11.7%

	National Average (NA)	Miami-Dade County	Commission District 2	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	27.0%	+12.0%
I do not know the locations of parks or trails	16%	19.0%	14.0%	-2.0%
Security is insufficient	6%	30.7%	48.9%	+42.9%
Too far from my residence	11%	31.2%	31.9%	+20.9%
Program times are not convenient	17%	18.1%	20.4%	+3.4%
Fees are too high	14%	24.9%	29.6%	+15.6%
I do not know locations of recreation facilities	11%	15.4%	12.3%	+1.3%
Not accessible for people with disabilities	2%	4.3%	8.9%	+6.9%
Lack of parking by facilities or park	4%	11.9%	12.8%	+8.8%
Facilities are too often not available	9%	13.1%	14.7%	+5.7%
Lack of public transportation	3%	9.5%	10.4%	+7.4%

Note: Margin of error is +/-4.8%

Commission District Results

Chart 5: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County Commission District 2.

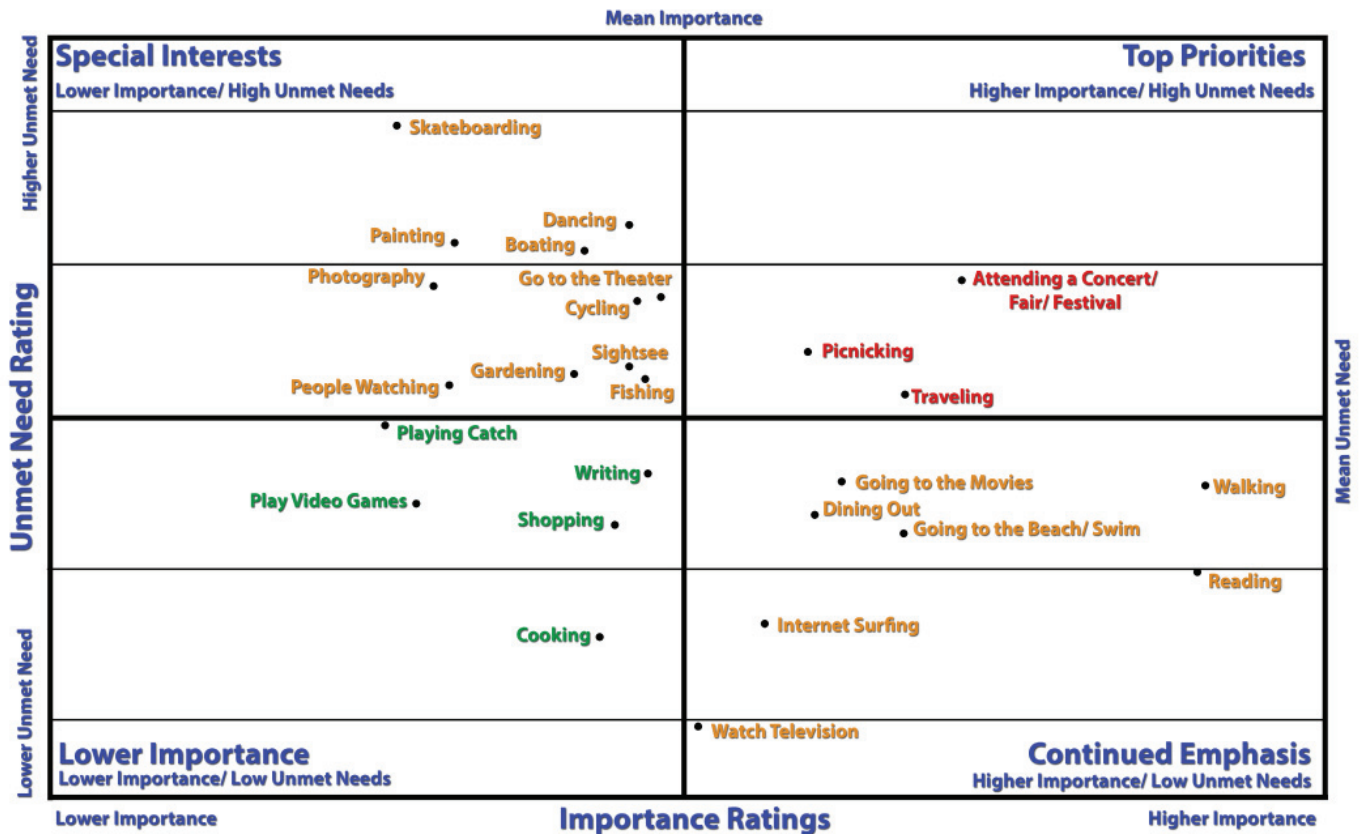
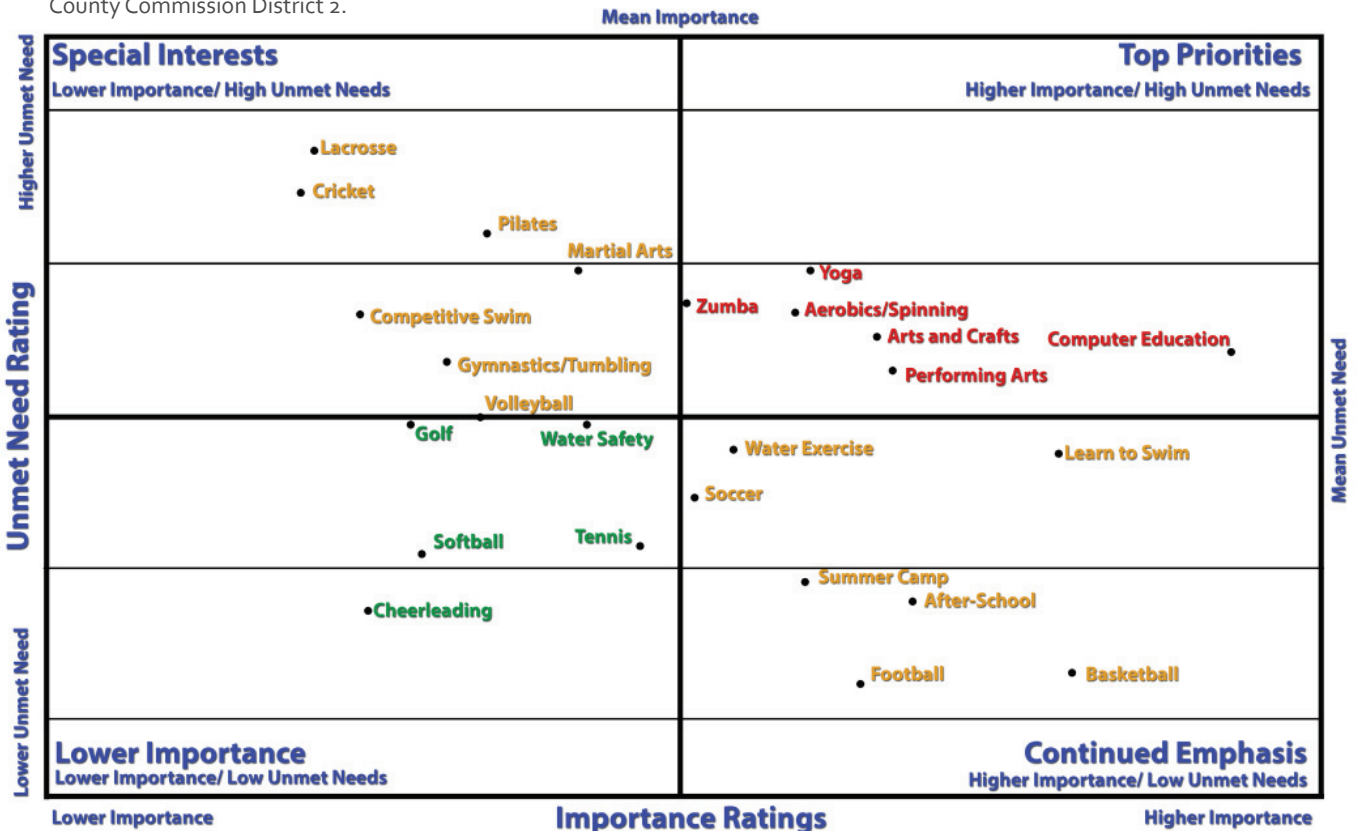


Chart 6: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County Commission District 2.



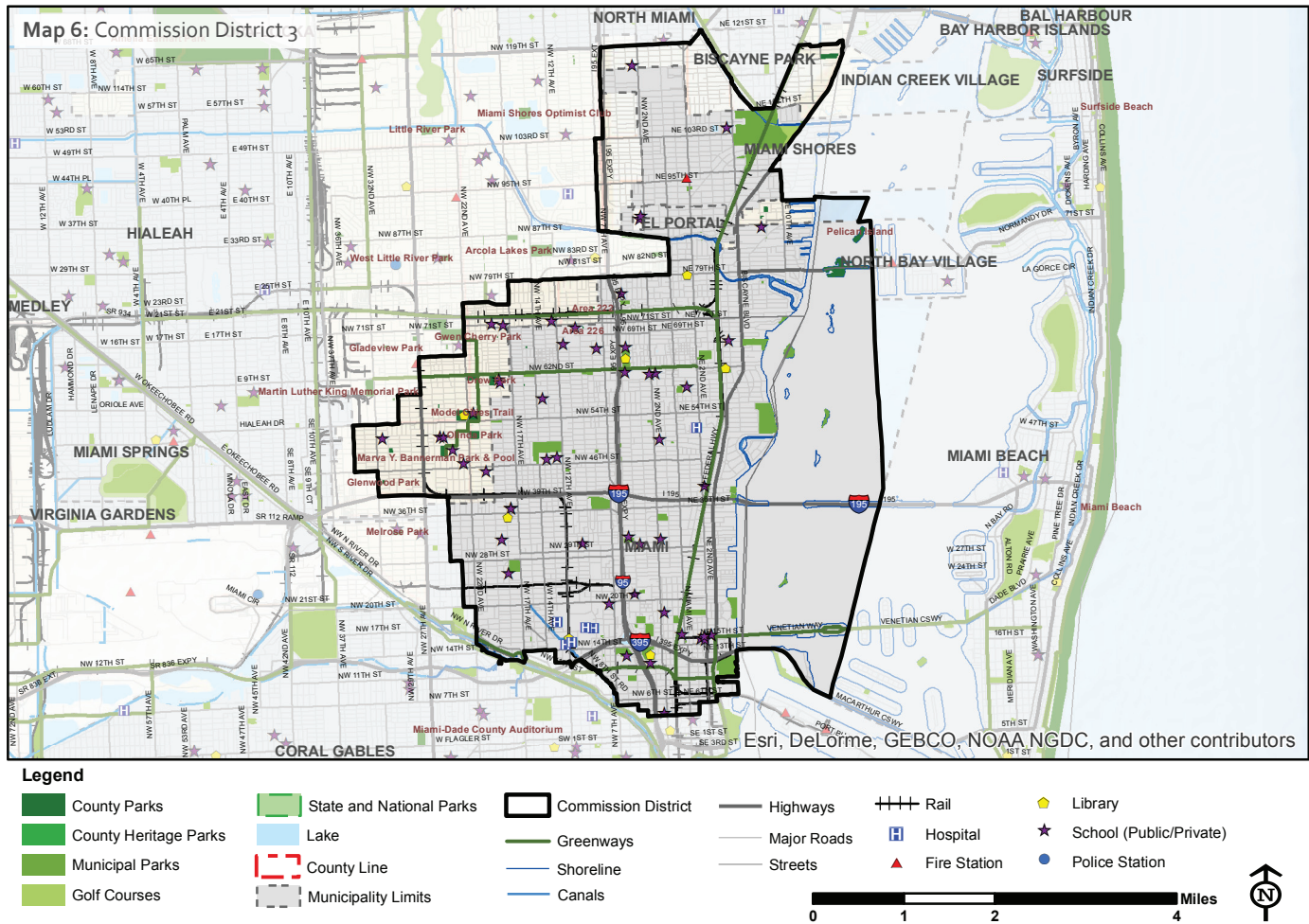


Table 12: Commission District 3 Benchmark Comparison

	National Average (NA)	Miami-Dade County	Commission District 3	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	16.7%	-17.3%
Good	54%	52%	43.8%	-10.2%
Fair	11%	23%	27.9%	+16.9%
Poor	1%	5%	7.2%	+6.2%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	35.3%	+29.3%
Facilities lack the right equipment	7%	22.4%	28.8%	+21.8%
Lack of quality programs	8%	29.5%	32.8%	+24.8%
Class was full	5%	9.1%	10.7%	+5.7%
Use facilities in other counties	10%	5.6%	6.5%	-3.5%
Poor customer service by staff	3%	15.5%	22.3%	+19.3%
Too hot outdoors		29.2%	27.5%	n/a
I do not know what programs are offered	22%	40.2%	41.8%	+19.8%
Facilities operating hours are not convenient	7%	17.8%	20.1%	+13.1%

	National Average (NA)	Miami-Dade County	Commission District 3	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	25.9%	+10.9%
I do not know the locations of parks or trails	16%	19.0%	23.4%	+7.4%
Security is insufficient	6%	30.7%	38.8%	+32.8%
Too far from my residence	11%	31.2%	32.8%	+21.8%
Program times are not convenient	17%	18.1%	17.9%	+0.9%
Fees are too high	14%	24.9%	30.6%	+16.6%
I do not know locations of recreation facilities	11%	15.4%	17.2%	+6.2%
Not accessible for people with disabilities	2%	4.3%	8.0%	+6.0%
Lack of parking by facilities or park	4%	11.9%	12.1%	+8.1%
Facilities are too often not available	9%	13.1%	15.6%	+6.6%
Lack of public transportation	3%	9.5%	14.7%	+11.7%

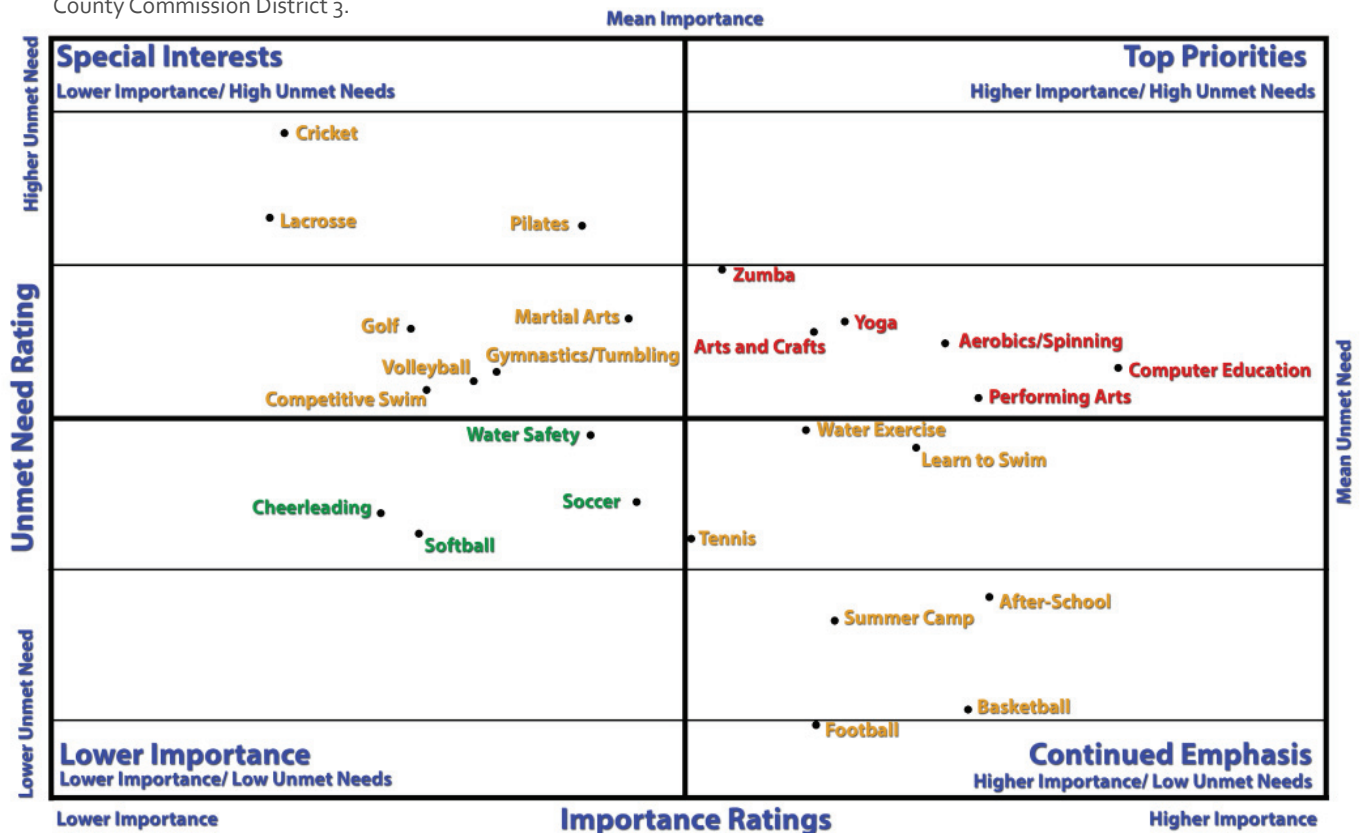
Note: Margin of error is +/-4.8%

Commission District Results

Chart 7: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County Commission District 3.

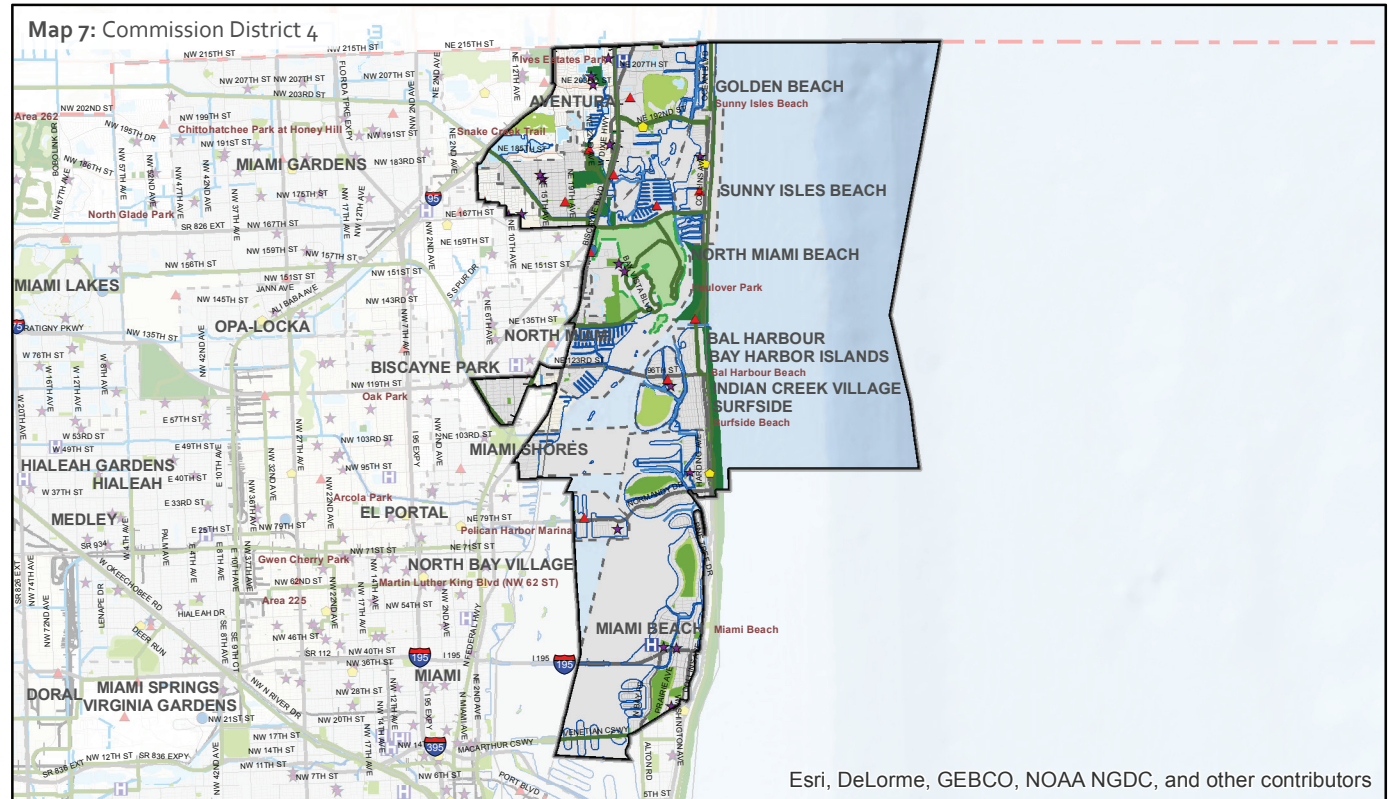


Chart 8: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County Commission District 3.



Commission District 4

Section 3



Legend

County Parks	State and National Parks	Commission District	Highways	+++ Rail	Library
County Heritage Parks	Lake	Greenways	Major Roads	Hospital	School (Public/Private)
Municipal Parks	County Line	Shoreline	Streets	Fire Station	Police Station
Golf Courses	Municipality Limits	Canals			

Table 13: Commission District 4 Benchmark Comparison

	National Average (NA)	Miami-Dade County	Commission District 4	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	18.1%	-15.9%
Good	54%	52%	55.4%	+1.4%
Fair	11%	23%	18.9%	+7.9%
Poor	1%	5%	4.2%	+3.2%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	22.7%	+18.7%
Facilities lack the right equipment	7%	22.4%	14.9%	+7.9%
Lack of quality programs	8%	29.5%	26.8%	+18.8%
Class was full	5%	9.1%	7.5%	+2.5%
Use facilities in other counties	10%	5.6%	8.6%	-1.4%
Poor customer service by staff	3%	15.5%	9.9%	+6.9%
Too hot outdoors		29.2%	29.3%	n/a
I do not know what programs are offered	22%	40.2%	39.2%	+17.2%
Facilities operating hours are not convenient	7%	17.8%	16.3%	+9.3%

	National Average (NA)	Miami-Dade County	Commission District 4	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	22.7%	+7.7%
I do not know the locations of parks or trails	16%	19.0%	20.4%	+4.4%
Security is insufficient	6%	30.7%	22.4%	+16.4%
Too far from my residence	11%	31.2%	27.3%	+16.3%
Program times are not convenient	17%	18.1%	18.8%	+1.8%
Fees are too high	14%	24.9%	21.3%	+7.3%
I do not know locations of recreation facilities	11%	15.4%	19.3%	+5.3%
Not accessible for people with disabilities	2%	4.3%	3.0%	+1.0%
Lack of parking by facilities or park	4%	11.9%	8.6%	+4.6%
Facilities are too often not available	9%	13.1%	8.3%	-0.7%
Lack of public transportation	3%	9.5%	8.8%	+5.8%

Note: Margin of error is +/-4.8%

Commission District Results

Chart 9: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County Commission District 4.

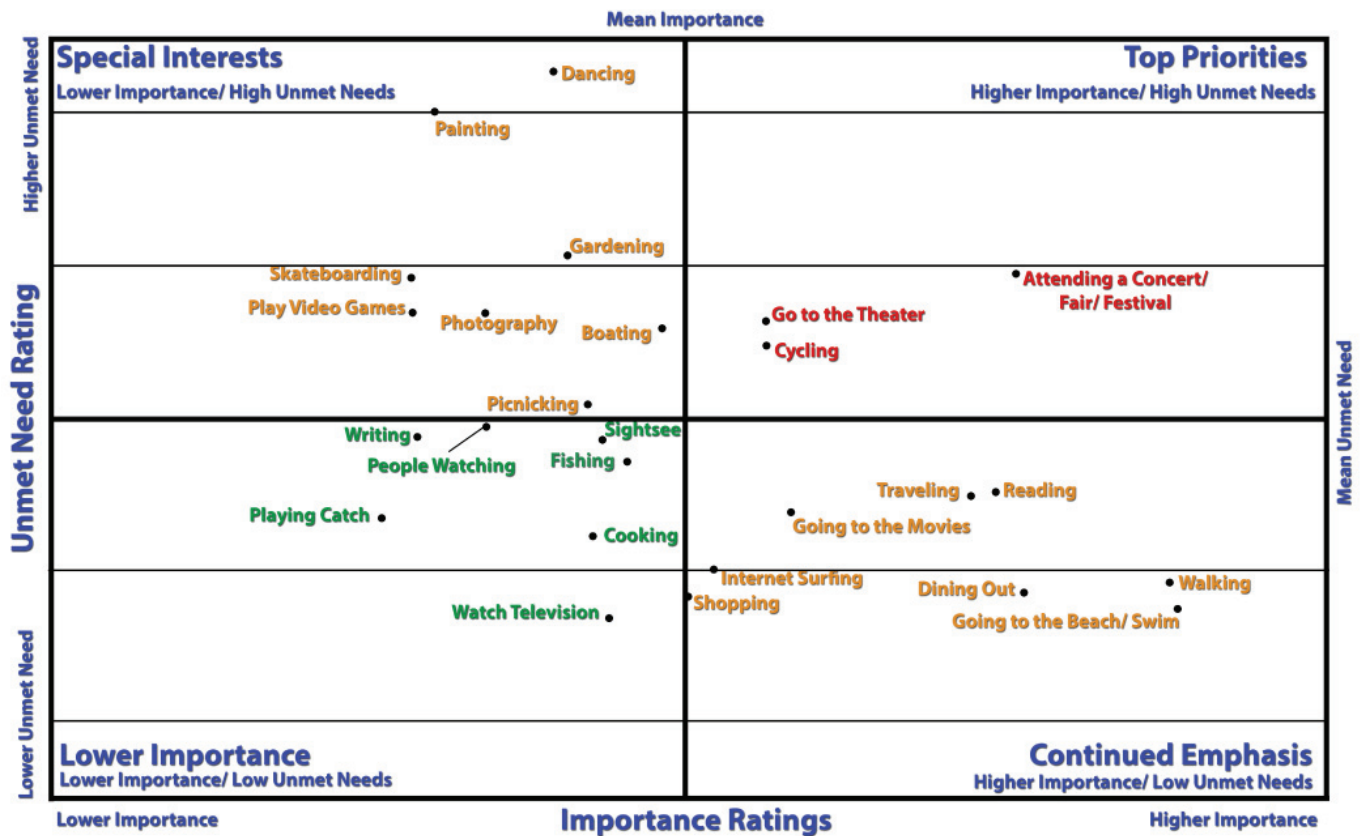
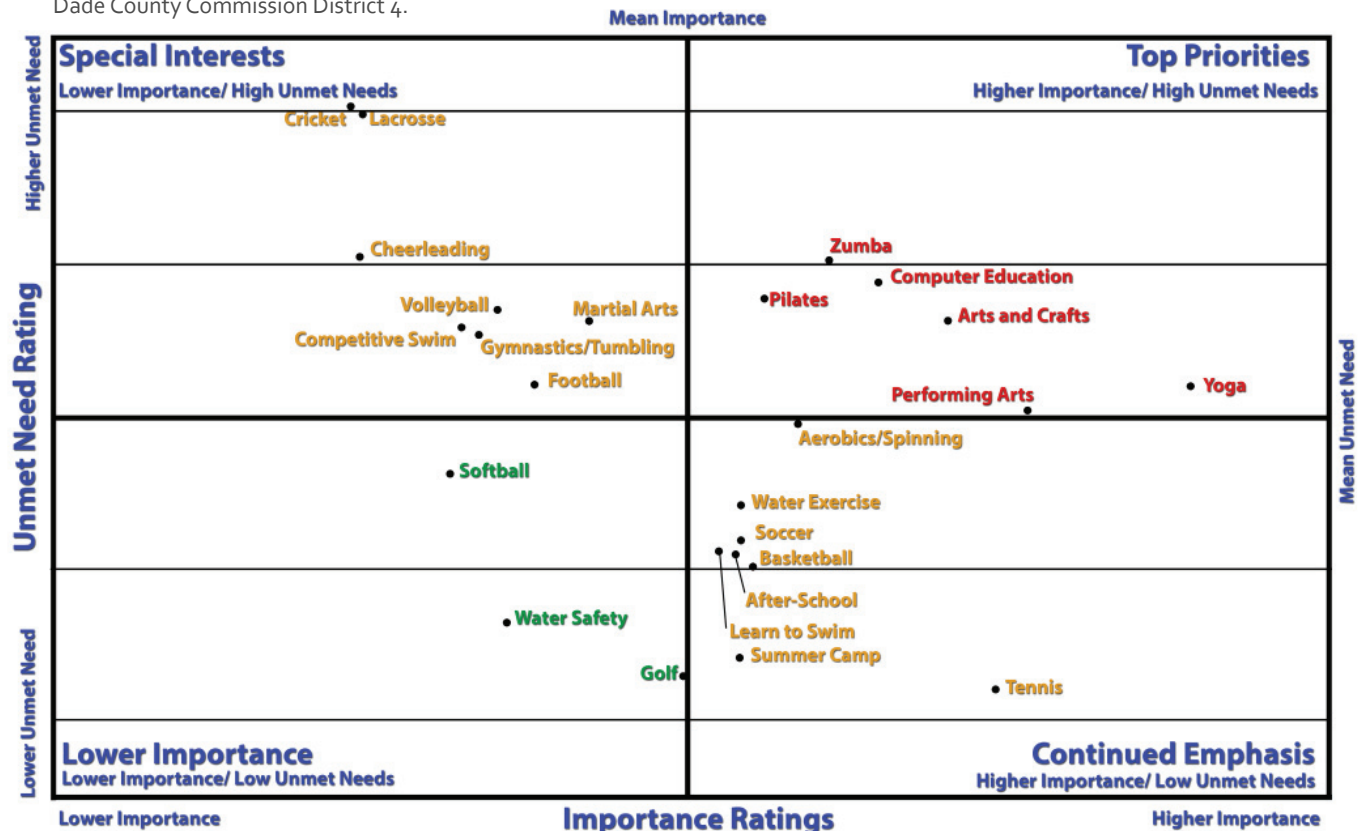


Chart 10: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County Commission District 4.



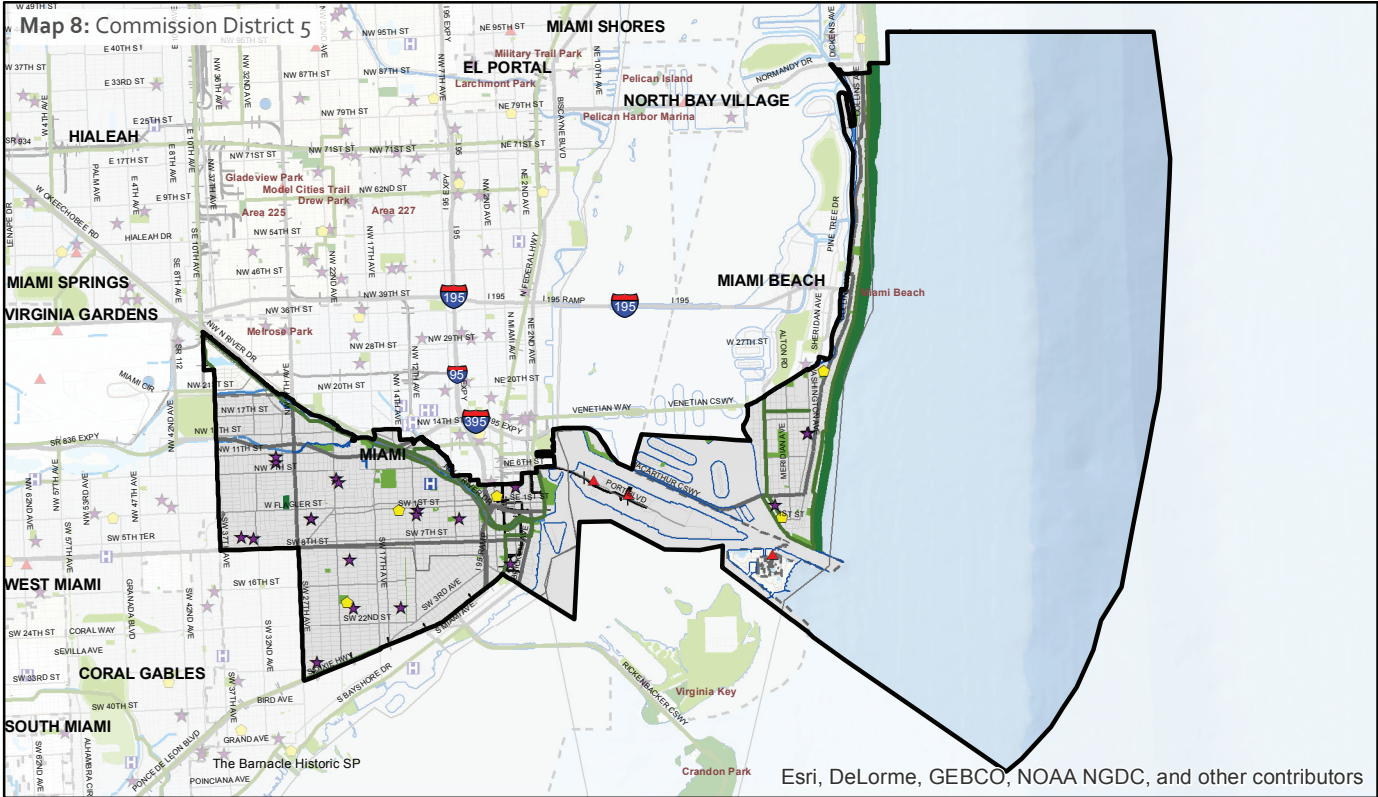


Table 14: Commission District 5 Benchmark Comparison

	National Average (NA)	Miami-Dade County	Commission District 5	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	13.8%	-20.2%
Good	54%	52%	49.1%	-4.9%
Fair	11%	23%	30.1%	+29.1%
Poor	1%	5%	5.2%	+4.2%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	32.0%	+26.0%
Facilities lack the right equipment	7%	22.4%	23.5%	+16.5%
Lack of quality programs	8%	29.5%	27.4%	+19.4%
Class was full	5%	9.1%	10.1%	+5.1%
Use facilities in other counties	10%	5.6%	2.1%	-7.9%
Poor customer service by staff	3%	15.5%	17.4%	+14.4%
Too hot outdoors		29.2%	28.4%	n/a
I do not know what programs are offered	22%	40.2%	44.2%	+22.2%
Facilities operating hours are not convenient	7%	17.8%	19.5%	+12.5%

	National Average (NA)	Miami-Dade County	Commission District 5	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	26.8%	+11.8%
I do not know the locations of parks or trails	16%	19.0%	20.4%	+4.4%
Security is insufficient	6%	30.7%	29.3%	+23.3%
Too far from my residence	11%	31.2%	31.7%	+20.7%
Program times are not convenient	17%	18.1%	19.5%	+2.5%
Fees are too high	14%	24.9%	21.6%	+7.6%
I do not know locations of recreation facilities	11%	15.4%	14.3%	+3.3%
Not accessible for people with disabilities	2%	4.3%	4.3%	+2.3%
Lack of parking by facilities or park	4%	11.9%	22.9%	+18.9%
Facilities are too often not available	9%	13.1%	13.4%	+4.4%
Lack of public transportation	3%	9.5%	8.8%	+5.8%

Note: Margin of error is +/-4.8%

Commission District Results

Chart 11: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County Commission District 5.

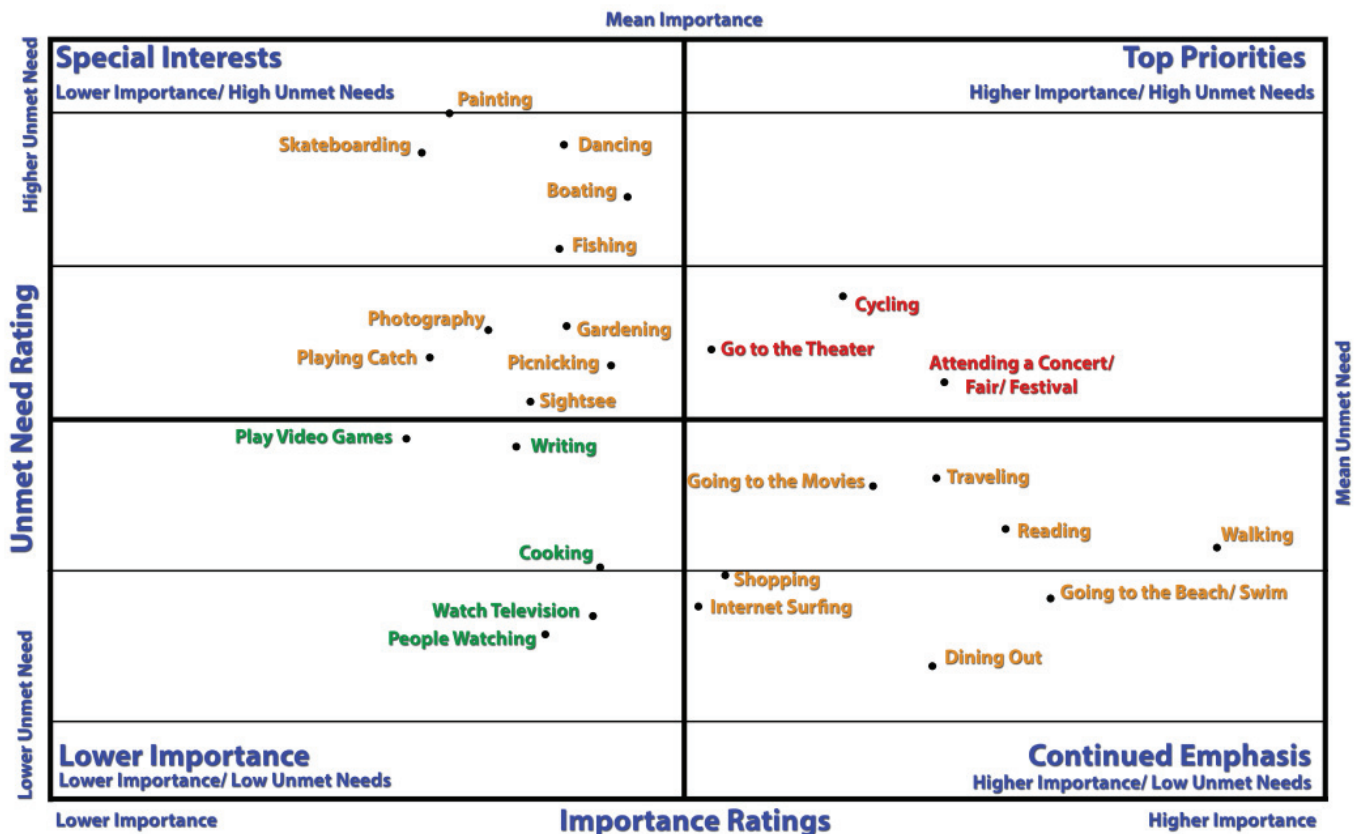
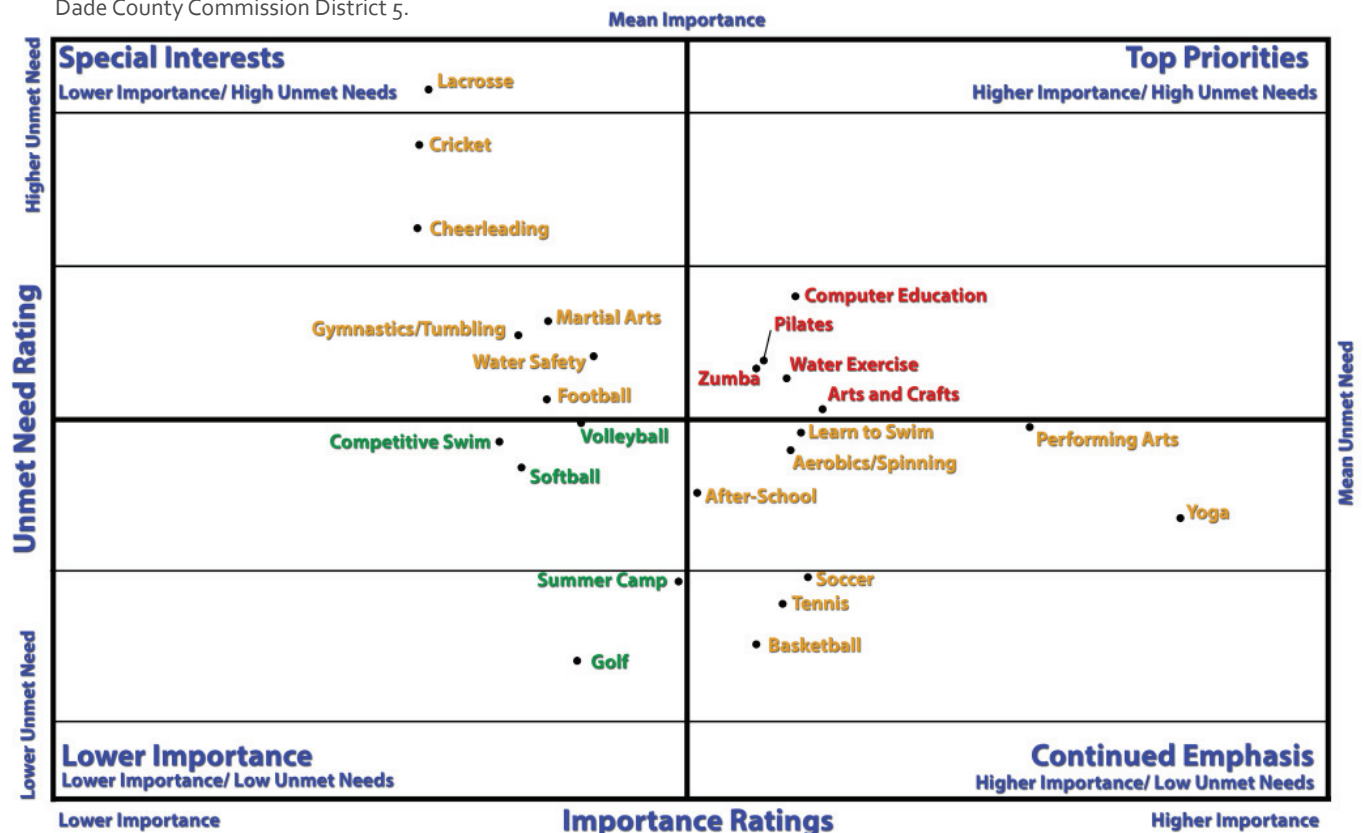


Chart 12: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County Commission District 5.



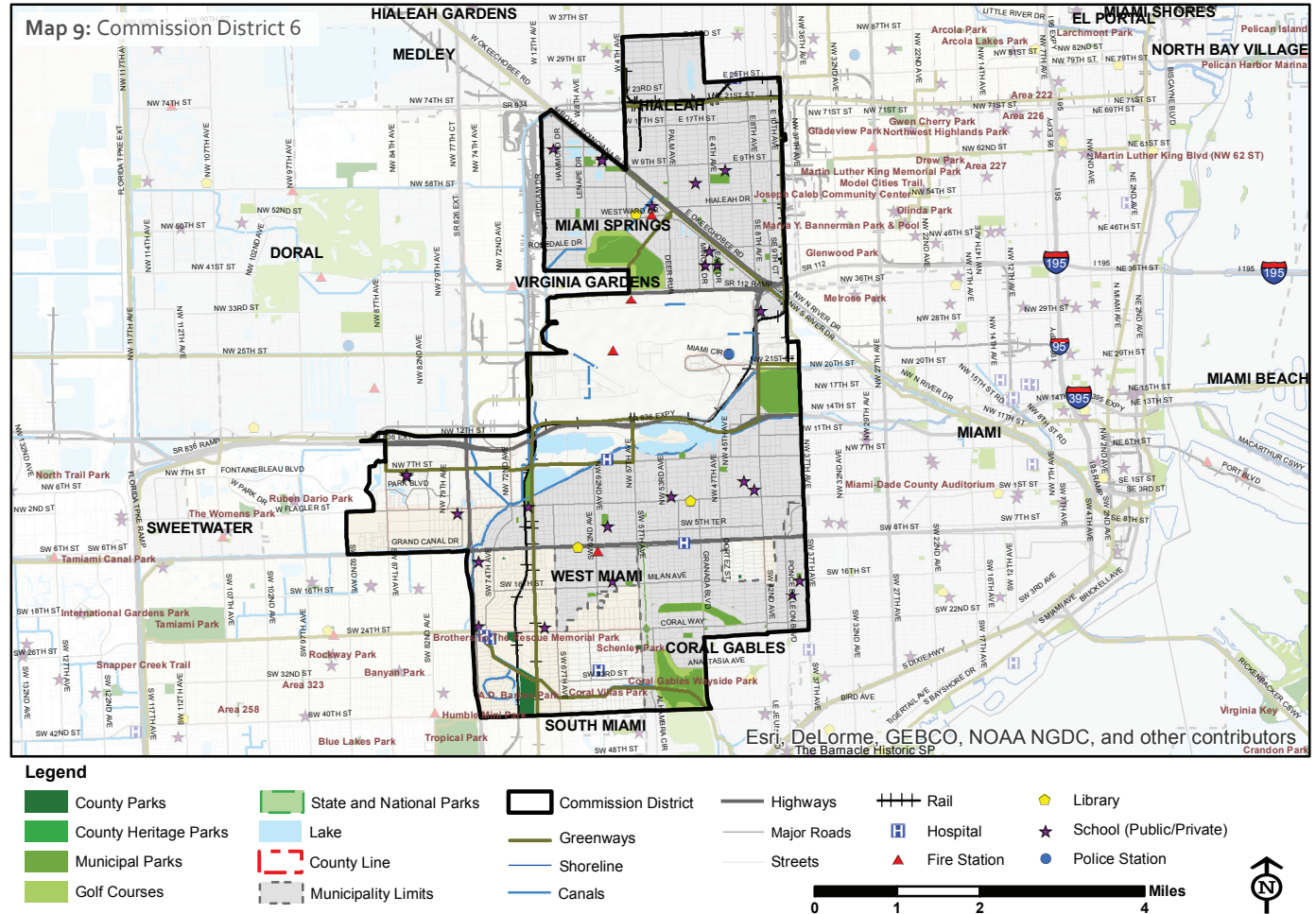


Table 15: Commission District 6 Benchmark Comparison

	National Average (NA)	Miami-Dade County	Commission District 6	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	16.3%	-17.7%
Good	54%	52%	56.5%	+2.5%
Fair	11%	23%	20.3%	+9.3%
Poor	1%	5%	3.8%	+2.8%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	27.5%	+21.5%
Facilities lack the right equipment	7%	22.4%	20.9%	+13.9%
Lack of quality programs	8%	29.5%	29.2%	+21.2%
Class was full	5%	9.1%	10.1%	+5.1%
Use facilities in other counties	10%	5.6%	3.5%	-6.5%
Poor customer service by staff	3%	15.5%	16.5%	+13.5%
Too hot outdoors		29.2%	29.9%	n/a
I do not know what programs are offered	22%	40.2%	43.1%	+21.1%
Facilities operating hours are not convenient	7%	17.8%	18.6%	+11.6%

	National Average (NA)	Miami-Dade County	Commission District 6	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	22.4%	+7.4%
I do not know the locations of parks or trails	16%	19.0%	17.4%	+1.4%
Security is insufficient	6%	30.7%	28.7%	+22.7%
Too far from my residence	11%	31.2%	31.1%	+10.1%
Program times are not convenient	17%	18.1%	22.6%	+5.6%
Fees are too high	14%	24.9%	24.7%	+10.7%
I do not know locations of recreation facilities	11%	15.4%	11.8%	+0.8%
Not accessible for people with disabilities	2%	4.3%	3.3%	+1.3%
Lack of parking by facilities or park	4%	11.9%	11.1%	+7.1%
Facilities are too often not available	9%	13.1%	14.1%	+5.1%
Lack of public transportation	3%	9.5%	8.0%	+5.0%

Note: Margin of error is +/-4.8%

Commission District Results

Chart 13: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County Commission District 6.

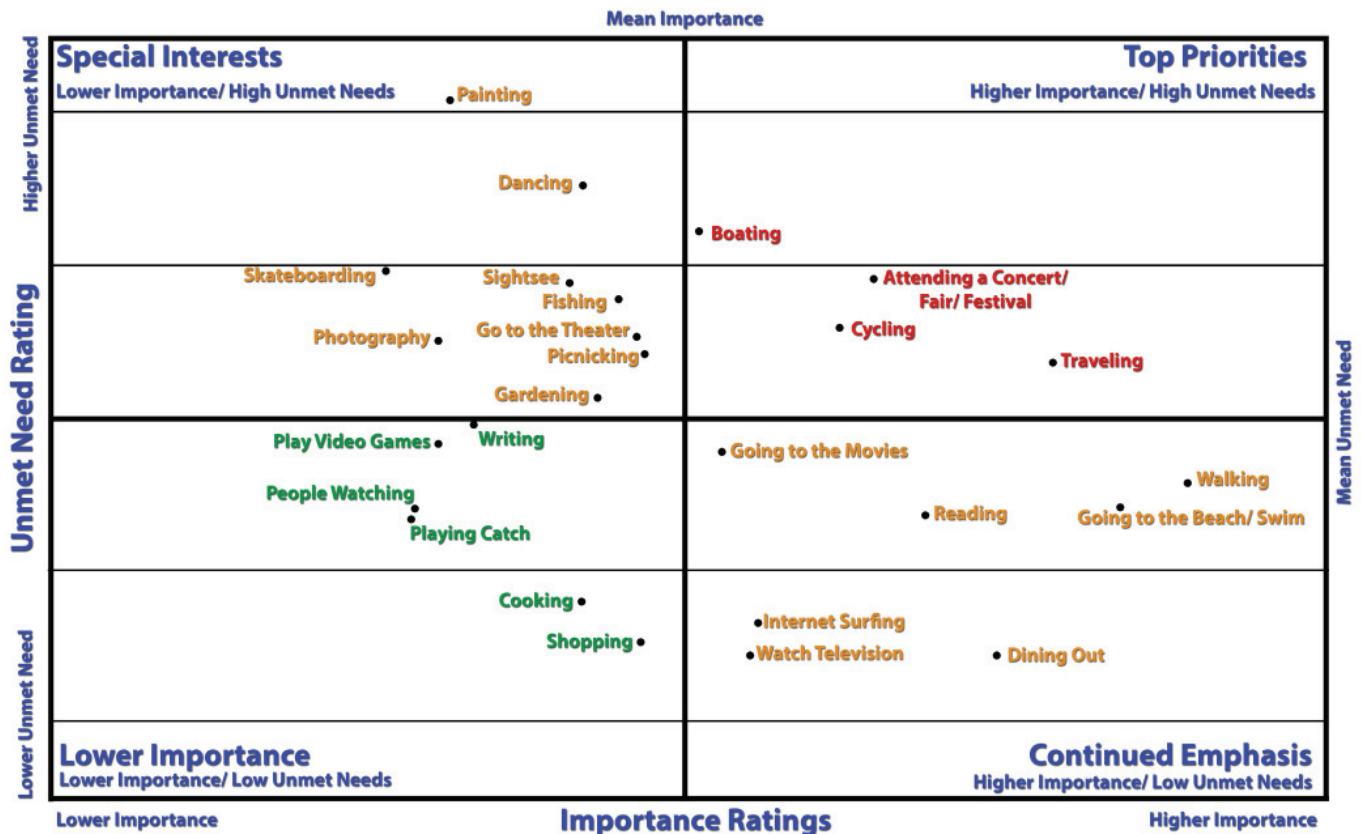
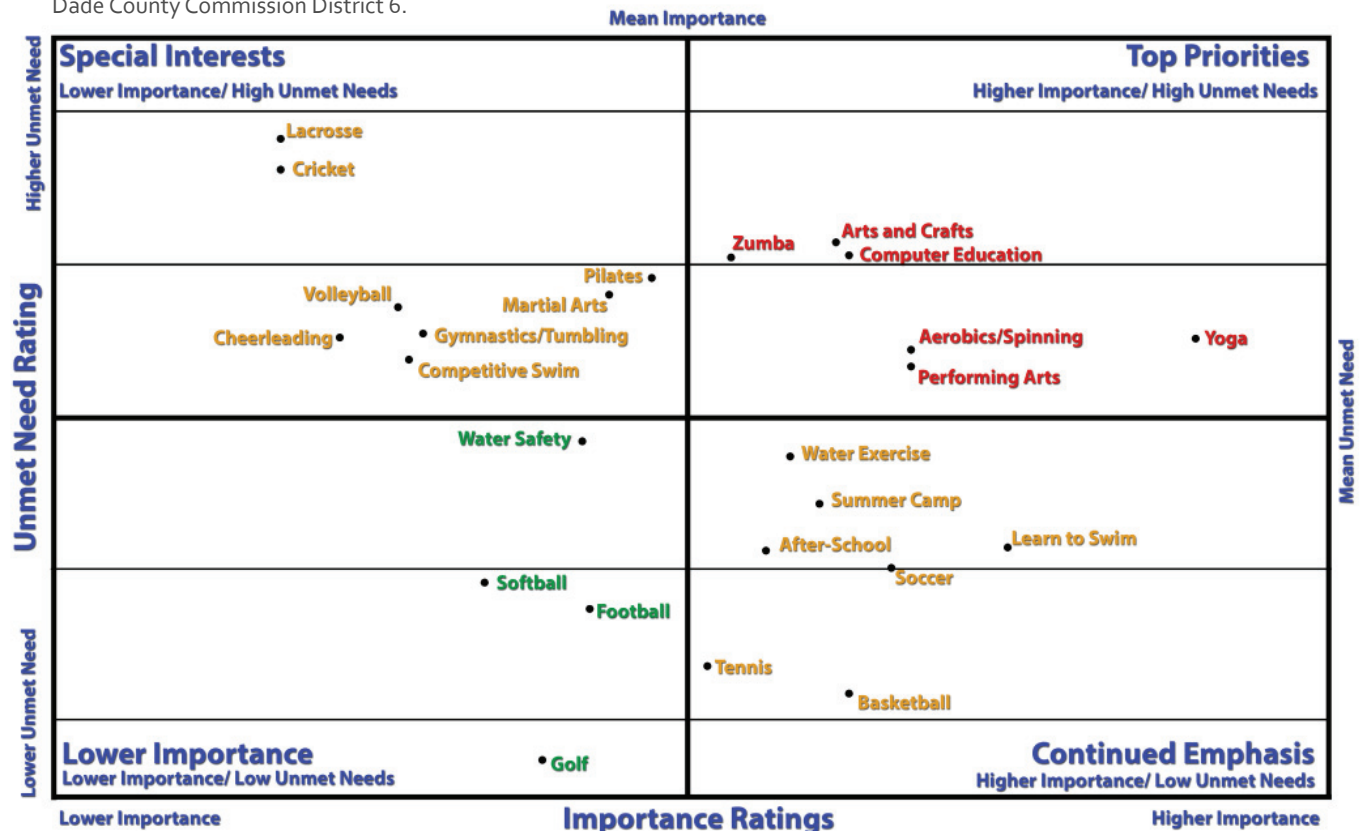
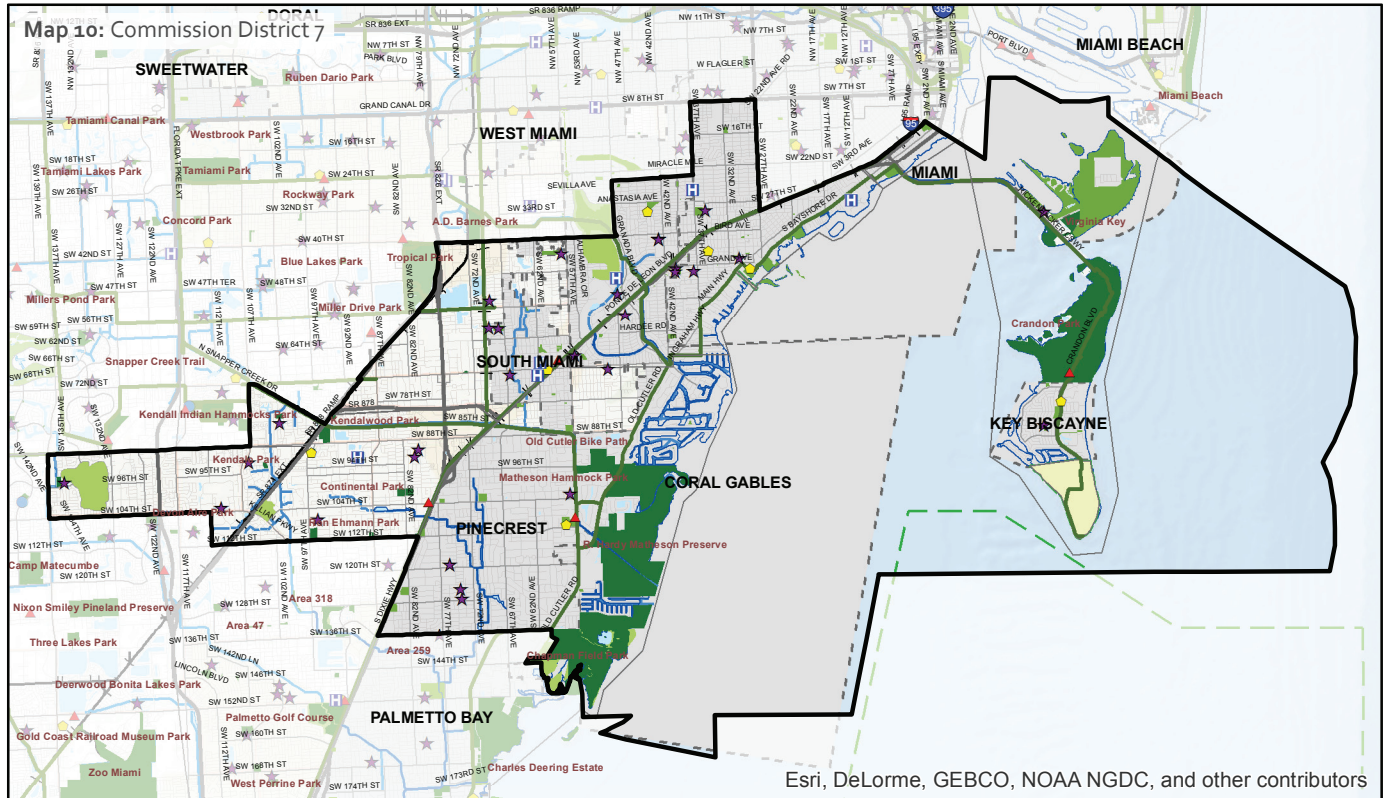


Chart 14: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County Commission District 6.





Legend

County Parks	State and National Parks	Commission District	Highways	+++ Rail	Library
County Heritage Parks	Lake	Greenways	Major Roads	Hospital	School (Public/Private)
Municipal Parks	County Line	Shoreline	Streets	Fire Station	Police Station
Golf Courses	Municipality Limits	Canals			

0 1.5 3 6 Miles



Table 16: Commission District 7 Benchmark Comparison

	National Average (NA)	Miami-Dade County	Commission District 7	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	15.9%	-18.1%
Good	54%	52%	56.0%	+2.0%
Fair	11%	23%	20.3%	+9.3%
Poor	1%	5%	4.0%	+3.0%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	31.5%	+25.5%
Facilities lack the right equipment	7%	22.4%	19.3%	+12.3%
Lack of quality programs	8%	29.5%	28.4%	+20.4%
Class was full	5%	9.1%	6.9%	+1.9%
Use facilities in other counties	10%	5.6%	4.2%	-5.8%
Poor customer service by staff	3%	15.5%	12.4%	+8.4%
Too hot outdoors		29.2%	30.7%	n/a
I do not know what programs are offered	22%	40.2%	39.2%	+17.2%
Facilities operating hours are not convenient	7%	17.8%	15.1%	+8.1%

	National Average (NA)	Miami-Dade County	Commission District 7	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	20.0%	+5.0%
I do not know the locations of parks or trails	16%	19.0%	18.1%	+2.1%
Security is insufficient	6%	30.7%	23.3%	+17.3%
Too far from my residence	11%	31.2%	28.6%	+17.6%
Program times are not convenient	17%	18.1%	17.2%	+0.2%
Fees are too high	14%	24.9%	17.1%	+3.1%
I do not know locations of recreation facilities	11%	15.4%	15.0%	+4.0%
Not accessible for people with disabilities	2%	4.3%	2.2%	+0.2%
Lack of parking by facilities or park	4%	11.9%	15.3%	+11.3%
Facilities are too often not available	9%	13.1%	9.9%	+0.9%
Lack of public transportation	3%	9.5%	7.7%	+4.7%

Note: Margin of error is +/-4.8%

Commission District Results

Chart 15: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County Commission District 7.

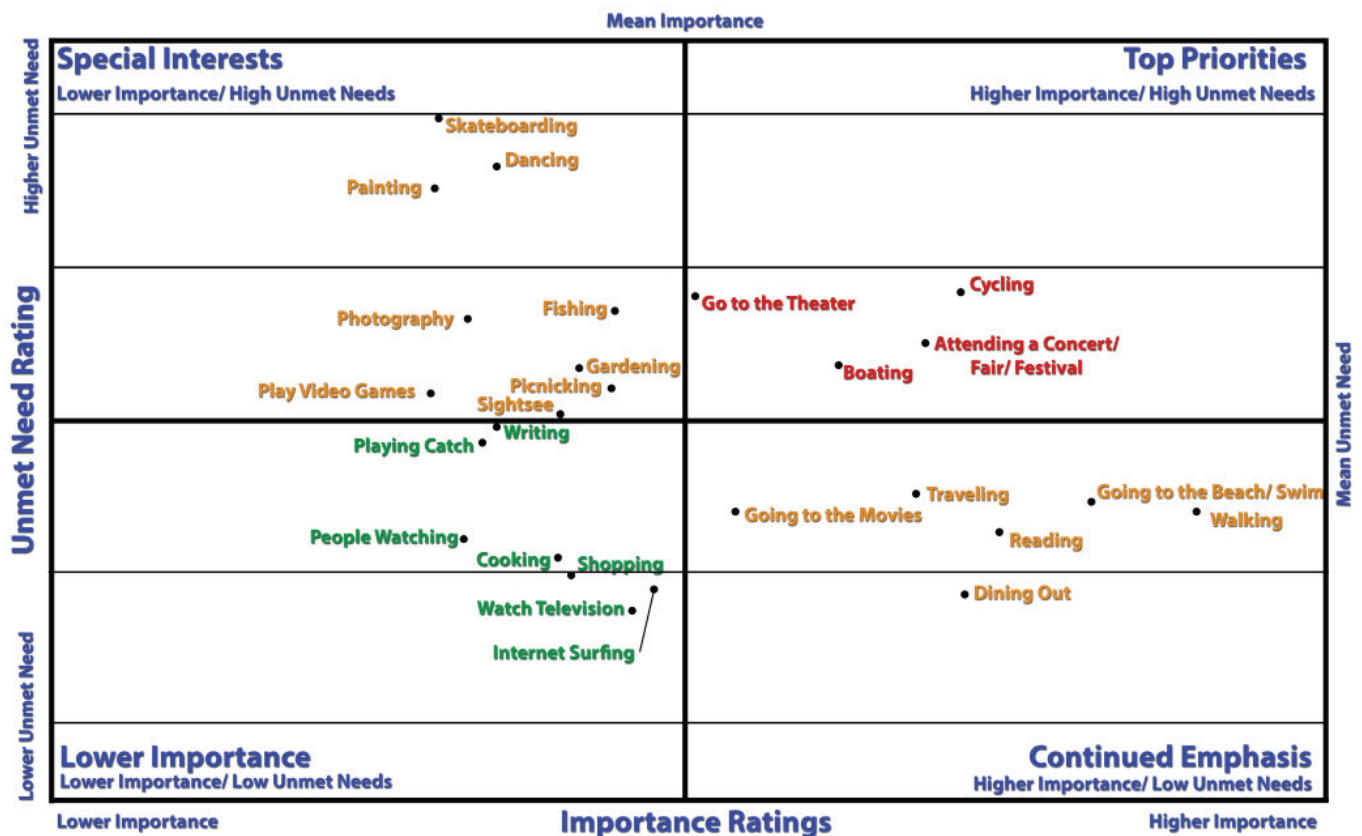
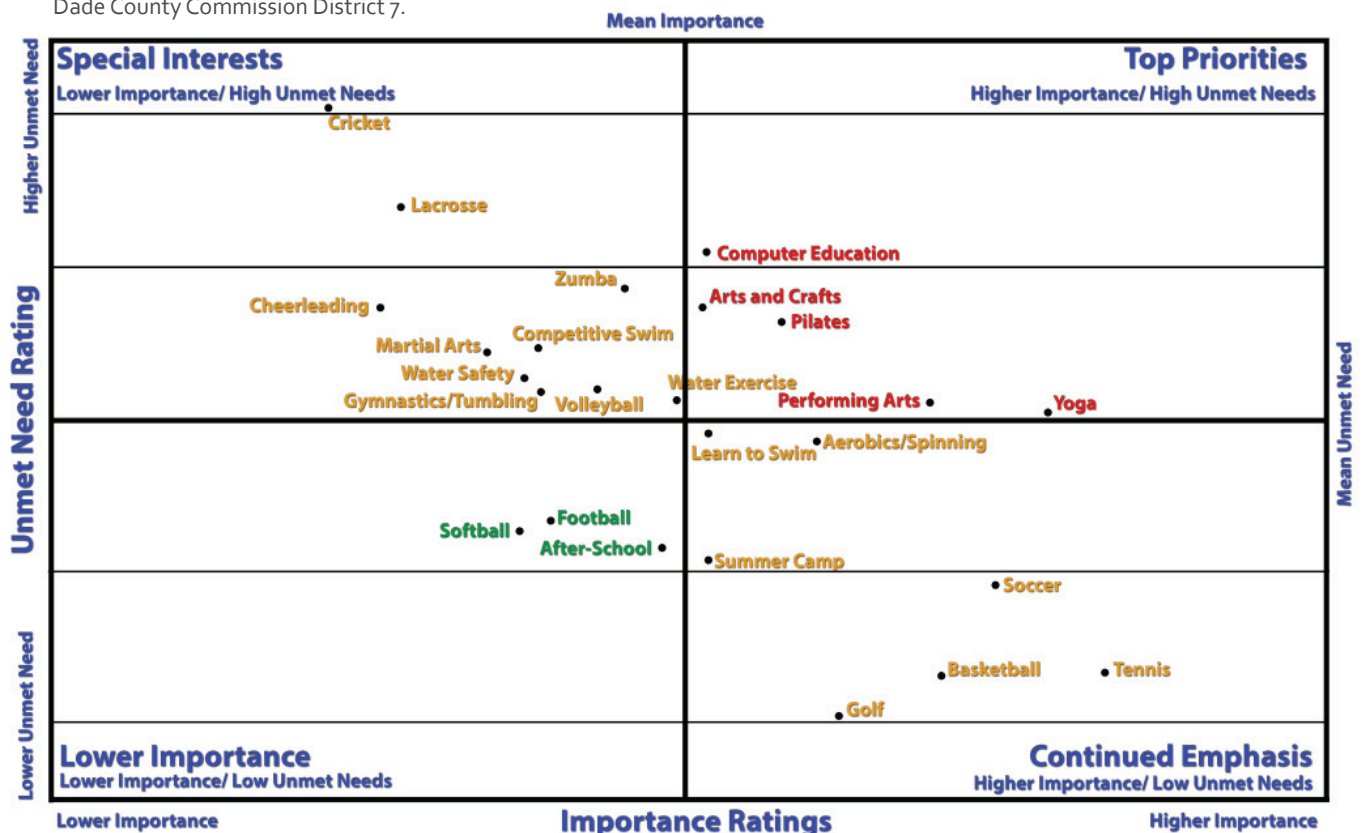


Chart 16: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County Commission District 7.



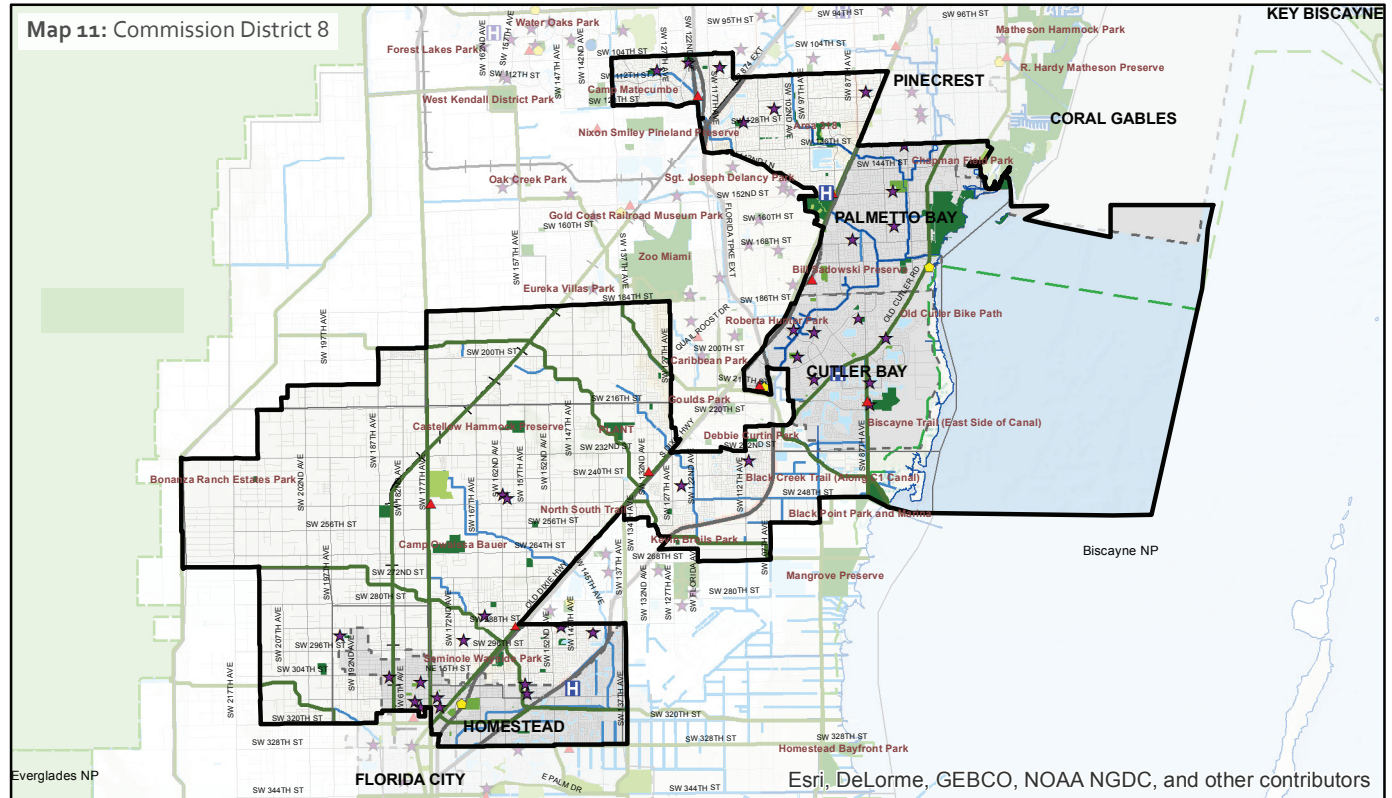


Table 17: Commission District 8 Benchmark Comparison

	National Average (NA)	Miami-Dade County	Commission District 8	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	18.4%	-15.6%
Good	54%	52%	53.5%	-0.5%
Fair	11%	23%	21.4%	+10.4%
Poor	1%	5%	4.5%	+3.5%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	30.9%	+24.9%
Facilities lack the right equipment	7%	22.4%	19.9%	+12.9%
Lack of quality programs	8%	29.5%	27.9%	+19.9%
Class was full	5%	9.1%	6.6%	+1.6%
Use facilities in other counties	10%	5.6%	4.6%	-5.4%
Poor customer service by staff	3%	15.5%	14.1%	+11.1%
Too hot outdoors		29.2%	28.6%	n/a
I do not know what programs are offered	22%	40.2%	41.4%	+19.4%
Facilities operating hours are not convenient	7%	17.8%	15.5%	+8.5%

	National Average (NA)	Miami-Dade County	Commission District 8	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	23.3%	+8.3%
I do not know the locations of parks or trails	16%	19.0%	20.8%	+4.8%
Security is insufficient	6%	30.7%	30.1%	+24.1%
Too far from my residence	11%	31.2%	33.2%	+12.2%
Program times are not convenient	17%	18.1%	15.4%	-1.6%
Fees are too high	14%	24.9%	24.4%	+10.4%
I do not know locations of recreation facilities	11%	15.4%	16.3%	+5.3%
Not accessible for people with disabilities	2%	4.3%	2.9%	+0.9%
Lack of parking by facilities or park	4%	11.9%	6.7%	+2.7%
Facilities are too often not available	9%	13.1%	12.4%	+3.4%
Lack of public transportation	3%	9.5%	6.2%	+3.2%

Note: Margin of error is +/-4.8%

Commission District Results

Chart 17: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County Commission District 8.

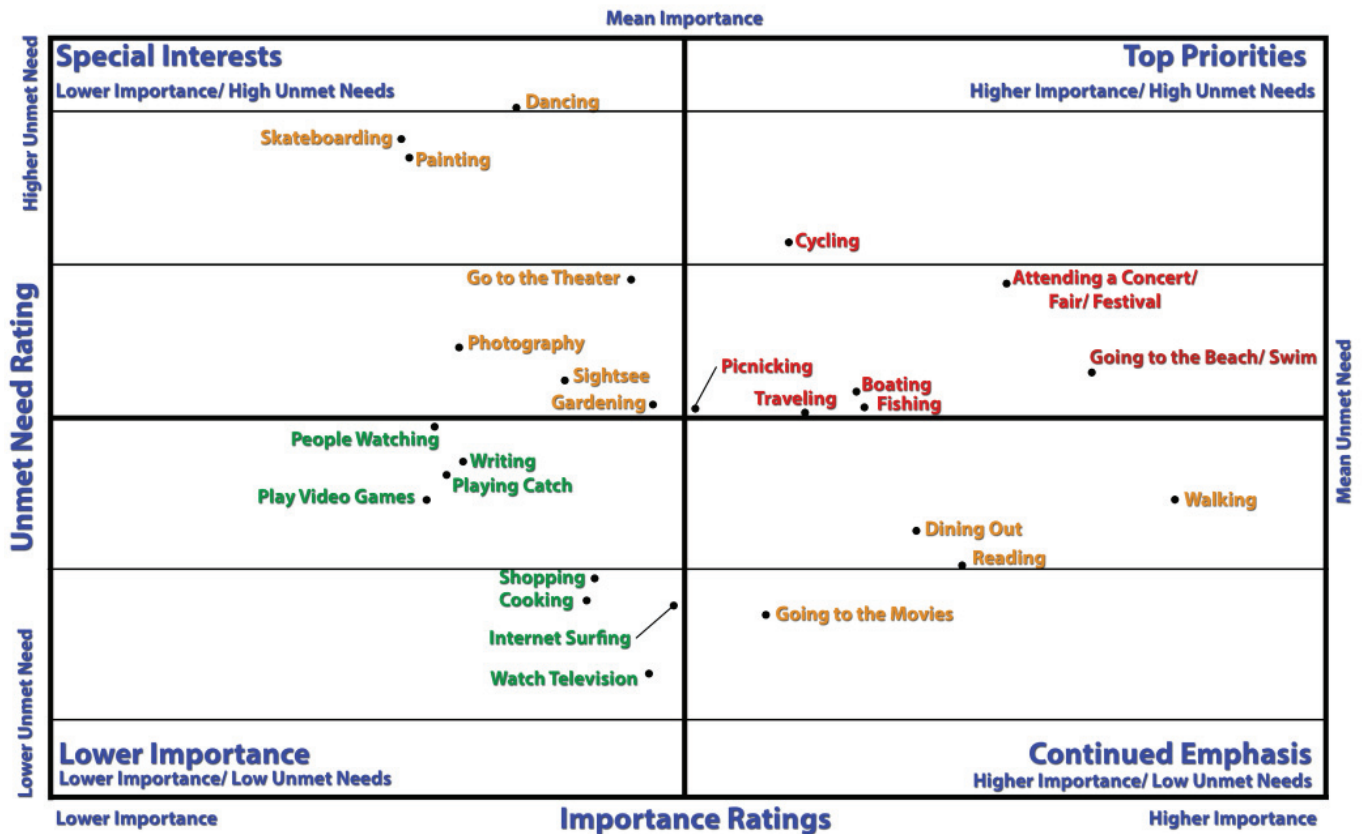
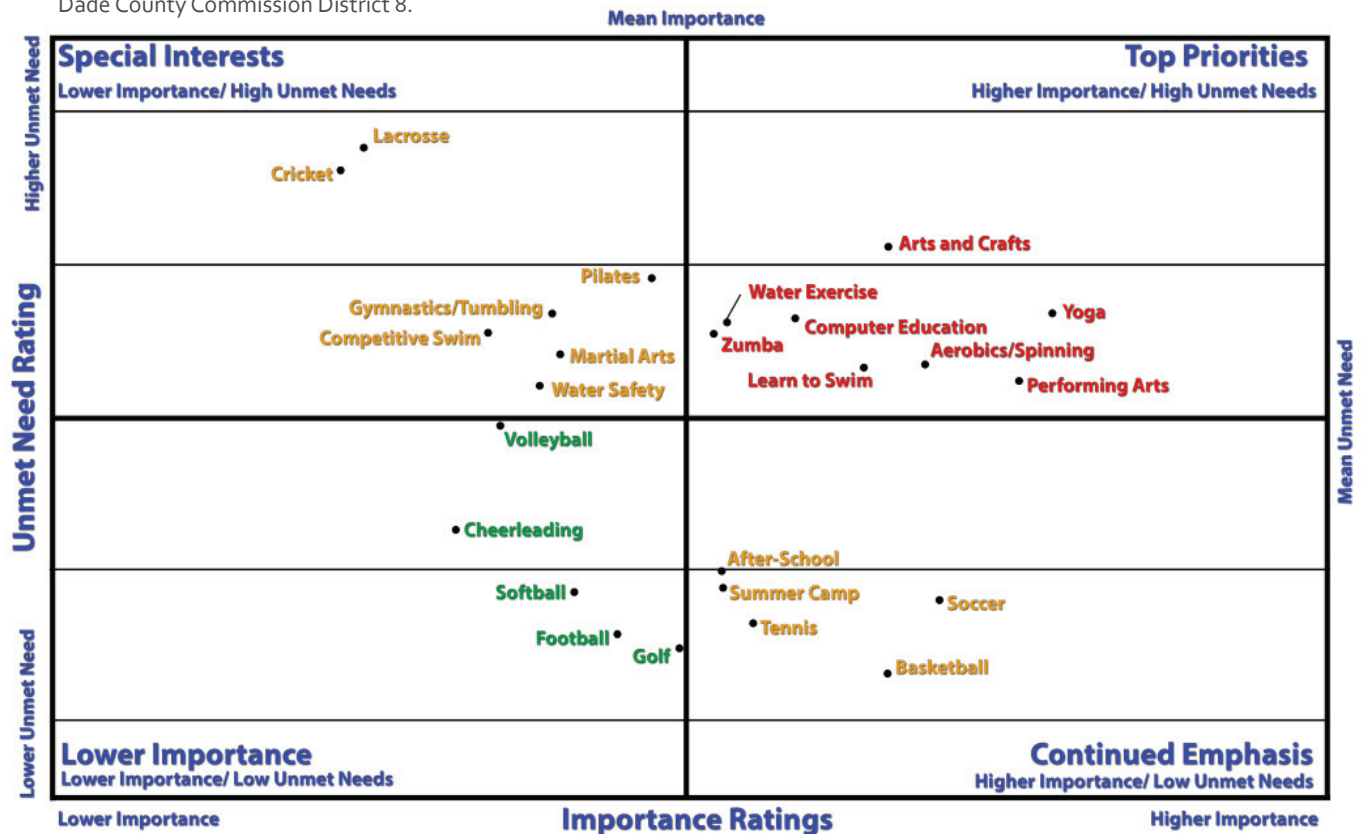


Chart 18: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County Commission District 8.



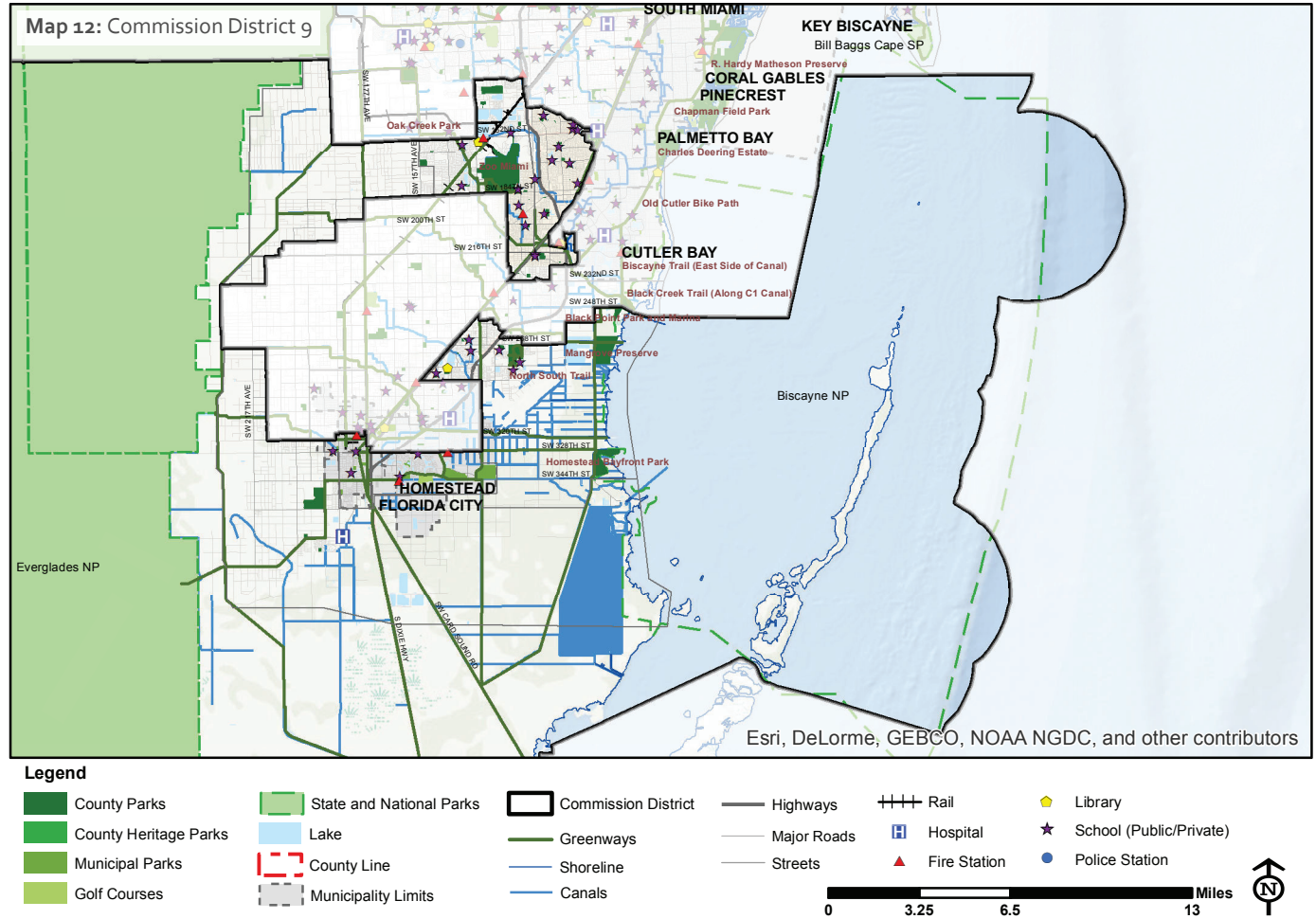


Table 18: Commission District 9 Benchmark Comparison

	National Average (NA)	Miami-Dade County	Commission District 9	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	19.0%	-15.0%
Good	54%	52%	47.7%	-6.3%
Fair	11%	23%	23.9%	+12.9%
Poor	1%	5%	6.6%	+5.6%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	32.2%	+26.2%
Facilities lack the right equipment	7%	22.4%	28.0%	+21.0%
Lack of quality programs	8%	29.5%	32.1%	+24.1%
Class was full	5%	9.1%	8.0%	+3.0%
Use facilities in other counties	10%	5.6%	3.3%	-6.7%
Poor customer service by staff	3%	15.5%	17.2%	+14.2%
Too hot outdoors		29.2%	32.5%	n/a
I do not know what programs are offered	22%	40.2%	40.1%	+18.1%
Facilities operating hours are not convenient	7%	17.8%	19.0%	+12.0%

	National Average (NA)	Miami-Dade County	Commission District 9	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	24.9%	+9.9%
I do not know the locations of parks or trails	16%	19.0%	19.6%	+3.6%
Security is insufficient	6%	30.7%	38.3%	+32.3%
Too far from my residence	11%	31.2%	33.9%	+22.9%
Program times are not convenient	17%	18.1%	16.4%	-0.6%
Fees are too high	14%	24.9%	32.0%	+18.0%
I do not know locations of recreation facilities	11%	15.4%	15.7%	+4.7%
Not accessible for people with disabilities	2%	4.3%	4.9%	+2.9%
Lack of parking by facilities or park	4%	11.9%	9.6%	+5.6%
Facilities are too often not available	9%	13.1%	16.1%	+7.1%
Lack of public transportation	3%	9.5%	11.5%	+8.5%

Note: Margin of error is +/-4.8%

Commission District Results

Chart 19: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County Commission District 9.

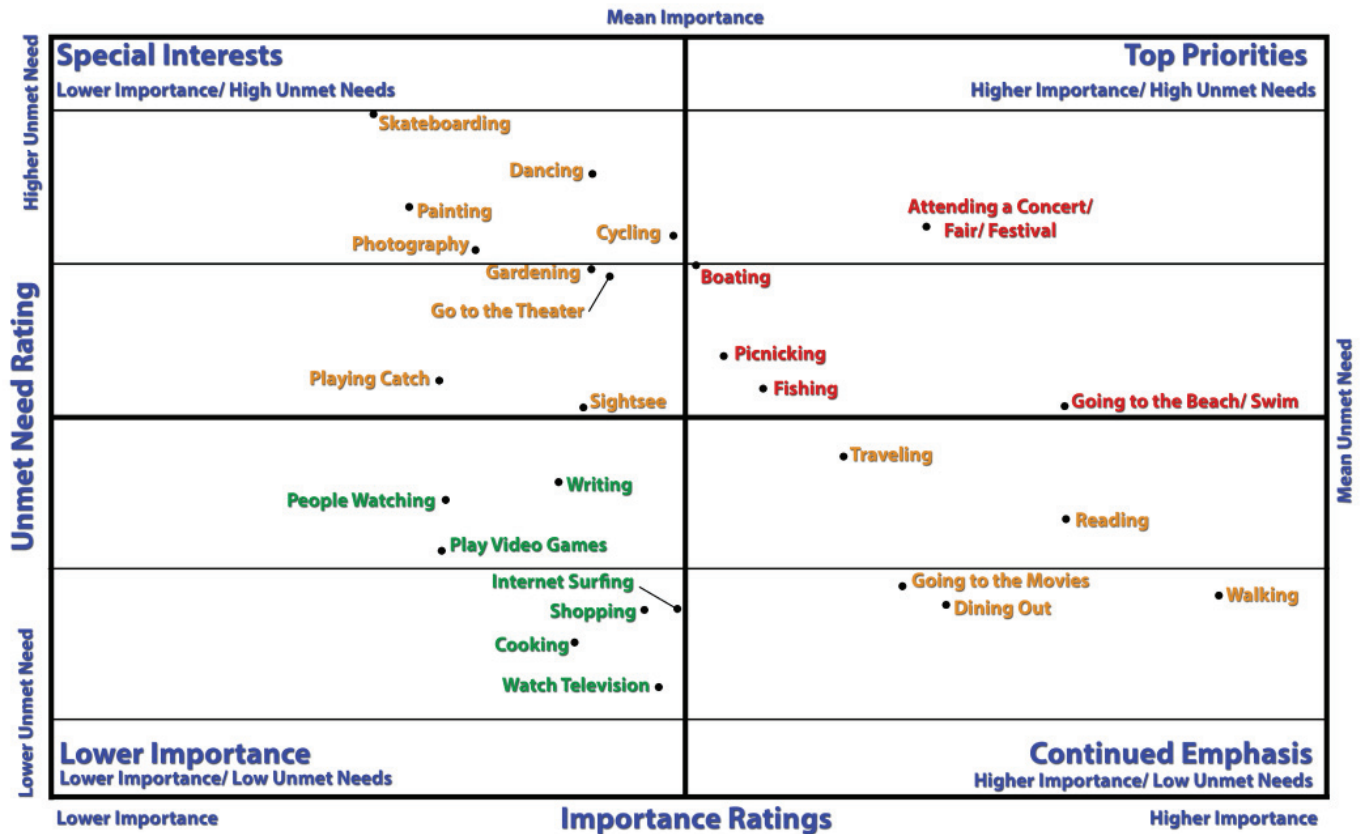
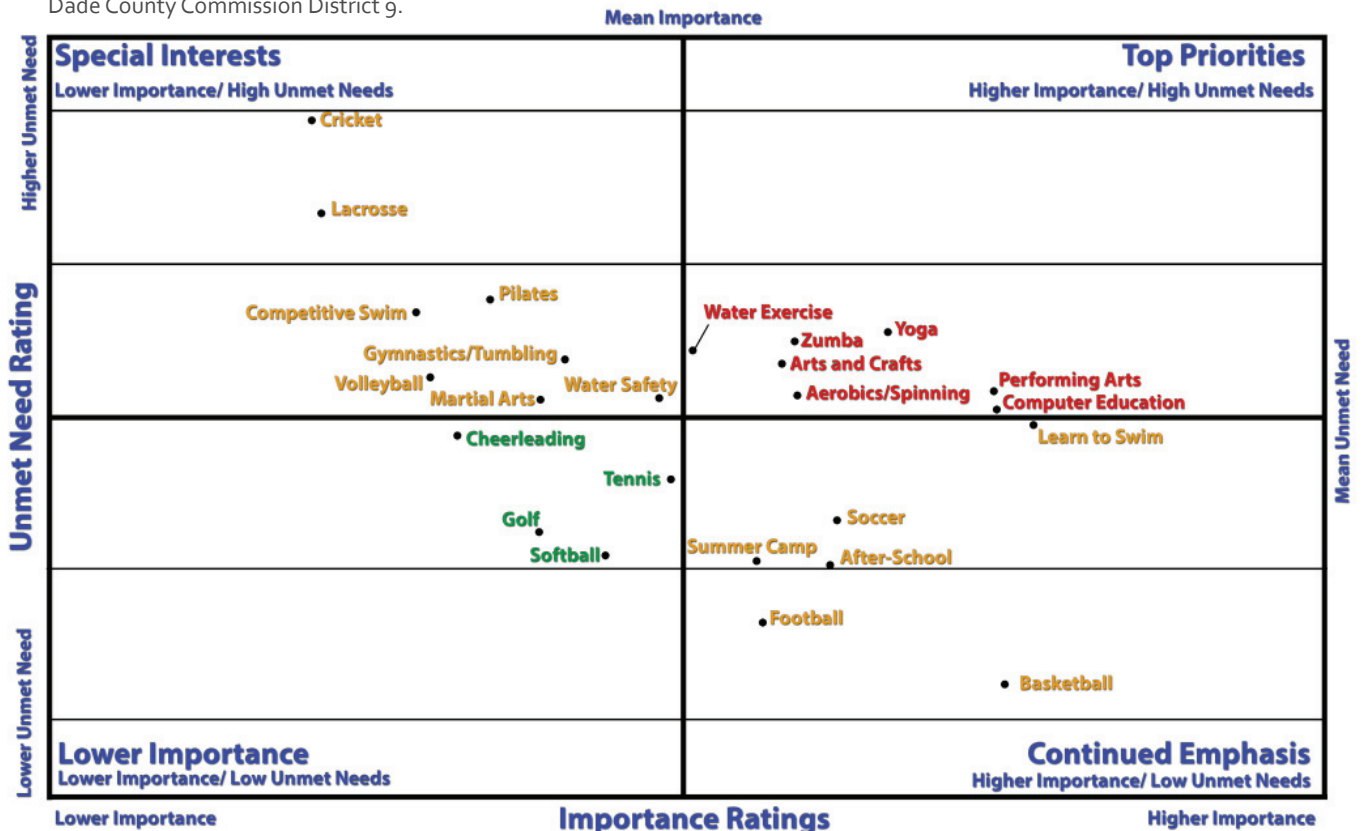


Chart 20: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County Commission District 9.



Commission District 10

Section 3

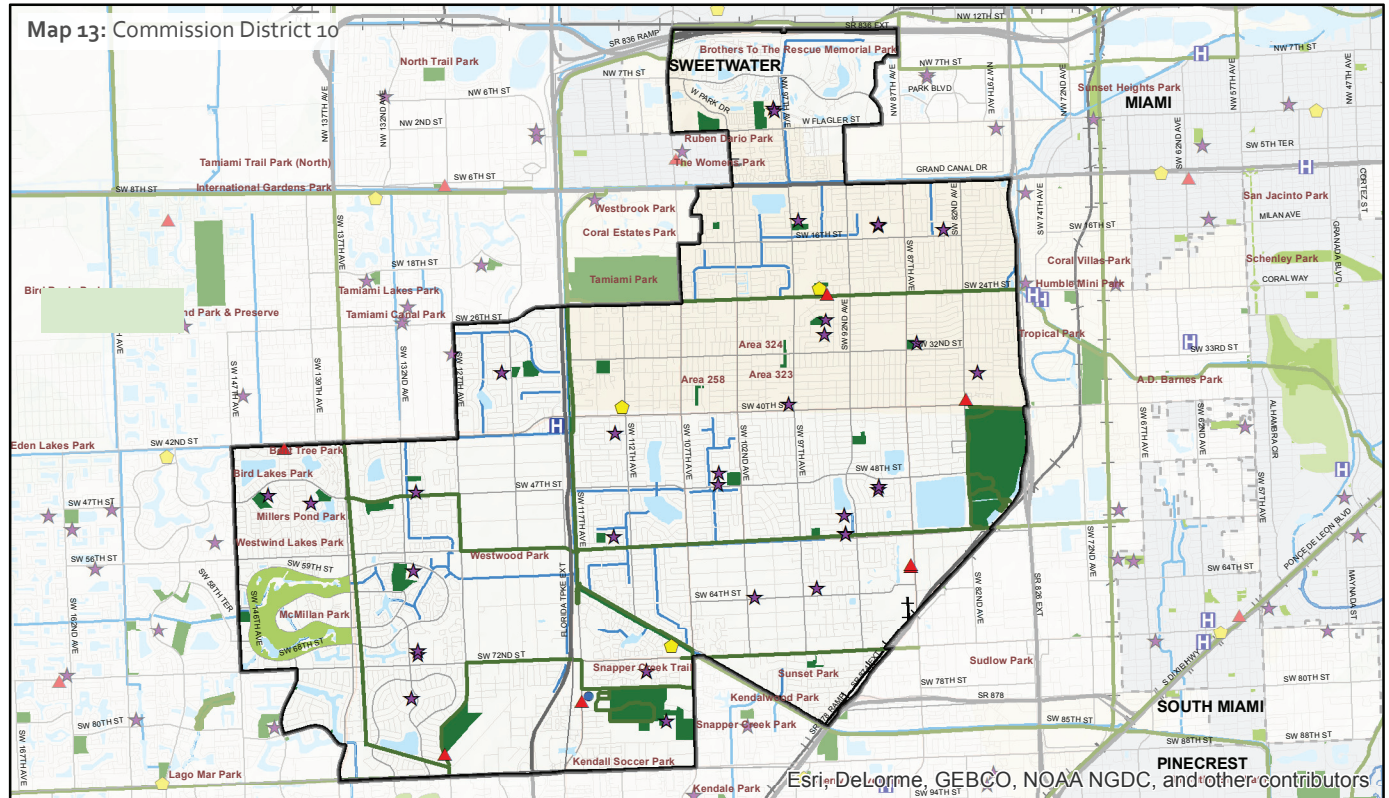


Table 19: Commission District 10 Benchmark Comparison

	National Average (NA)	Miami-Dade County	Commission District 10	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	18.2%	-15.8%
Good	54%	52%	53.2%	-0.8%
Fair	11%	23%	22.1%	+11.1%
Poor	1%	5%	2.5%	+1.5%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	25.8%	+19.8%
Facilities lack the right equipment	7%	22.4%	17.7%	+10.7%
Lack of quality programs	8%	29.5%	25.2%	+17.2%
Class was full	5%	9.1%	7.4%	+2.4%
Use facilities in other counties	10%	5.6%	4.5%	-5.5%
Poor customer service by staff	3%	15.5%	15.7%	+12.7%
Too hot outdoors		29.2%	34.0%	n/a
I do not know what programs are offered	22%	40.2%	41.9%	+19.9%
Facilities operating hours are not convenient	7%	17.8%	19.0%	+12.0%

	National Average (NA)	Miami-Dade County	Commission District 10	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	24.9%	+9.9%
I do not know the locations of parks or trails	16%	19.0%	15.1%	-0.9%
Security is insufficient	6%	30.7%	25.4%	+19.4%
Too far from my residence	11%	31.2%	26.0%	+15.0%
Program times are not convenient	17%	18.1%	19.2%	+2.2%
Fees are too high	14%	24.9%	19.0%	+5.0%
I do not know locations of recreation facilities	11%	15.4%	16.1%	+4.1%
Not accessible for people with disabilities	2%	4.3%	5.0%	+3.0%
Lack of parking by facilities or park	4%	11.9%	7.8%	+3.8%
Facilities are too often not available	9%	13.1%	12.0%	+3.0%
Lack of public transportation	3%	9.5%	8.9%	+5.9%

Note: Margin of error is +/-4.8%

Commission District Results

Chart 21: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County Commission District 10.

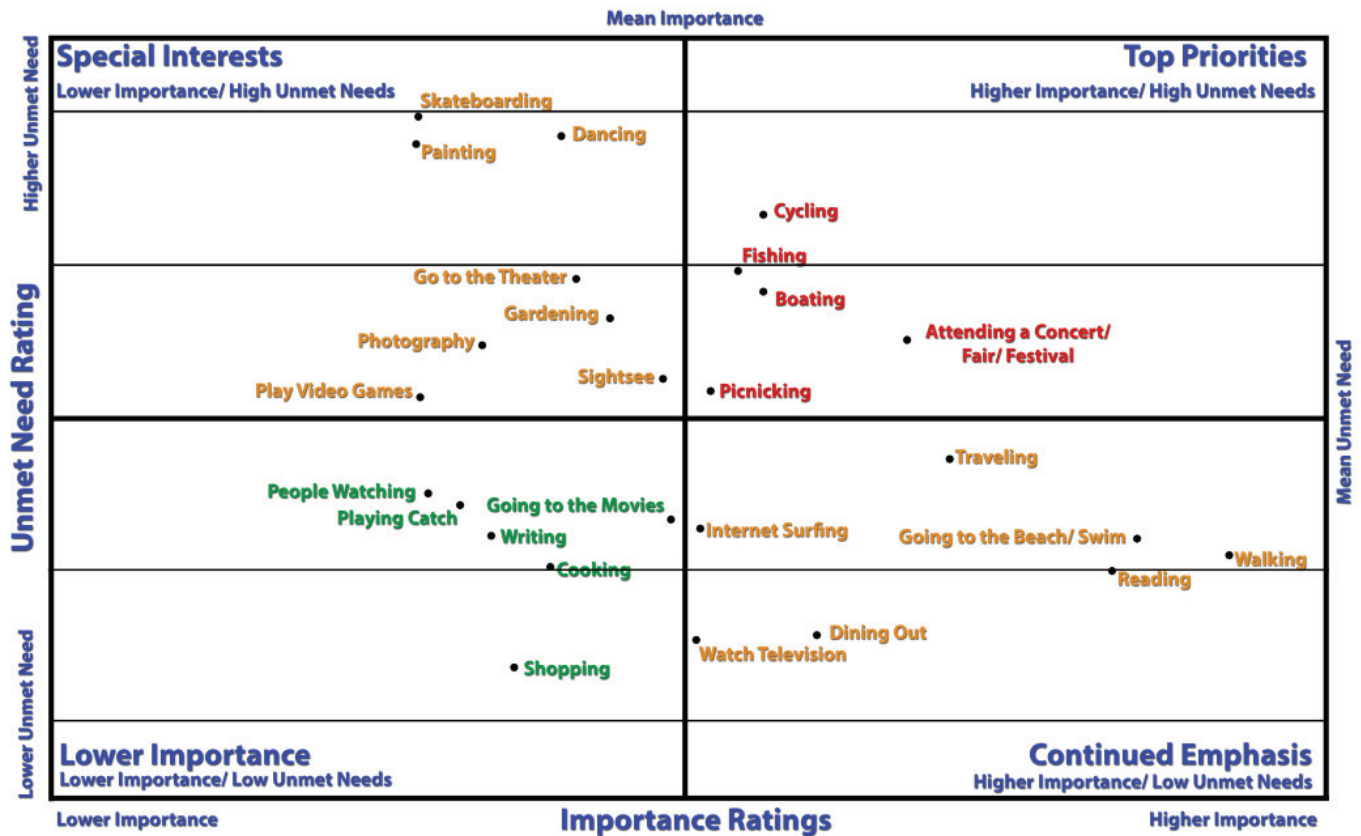
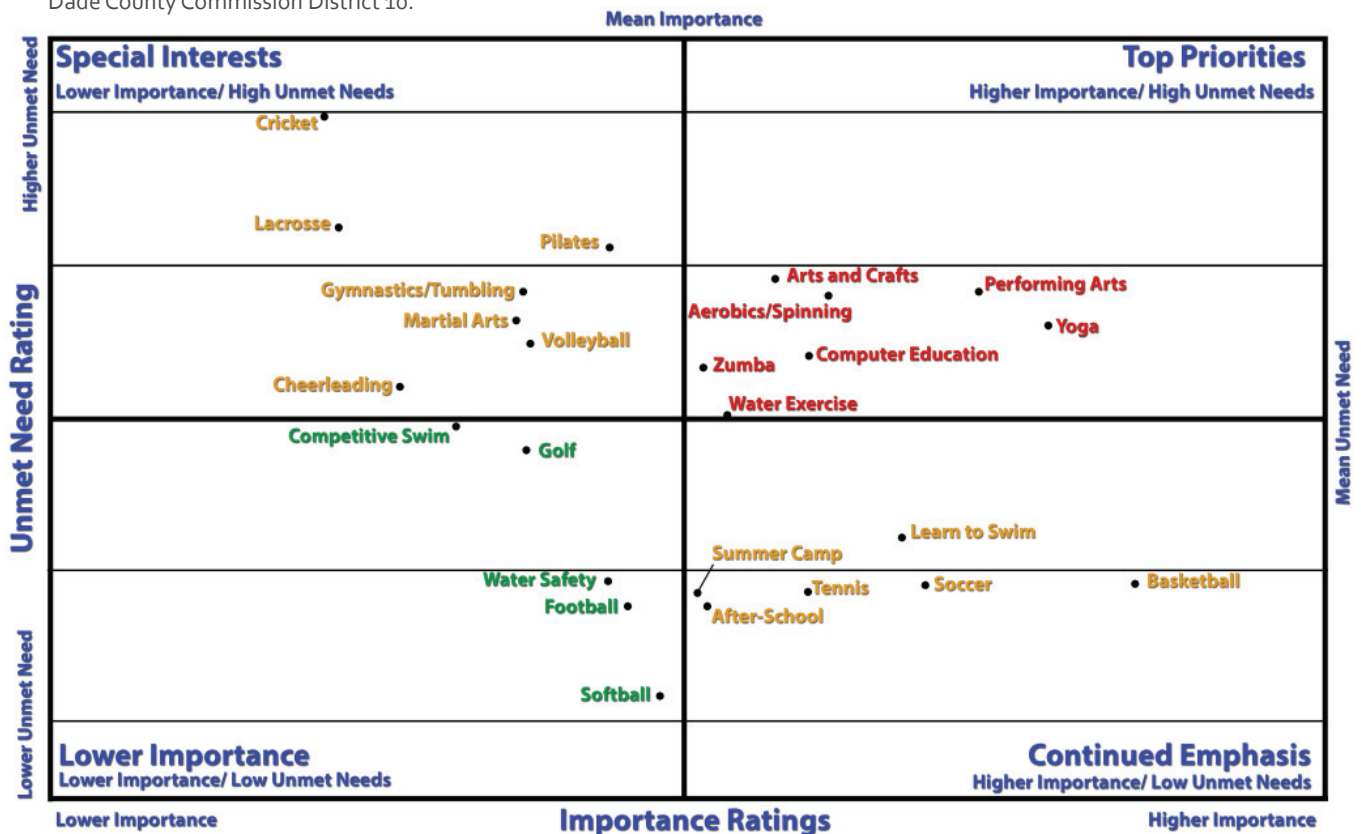


Chart 22: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County Commission District 10.



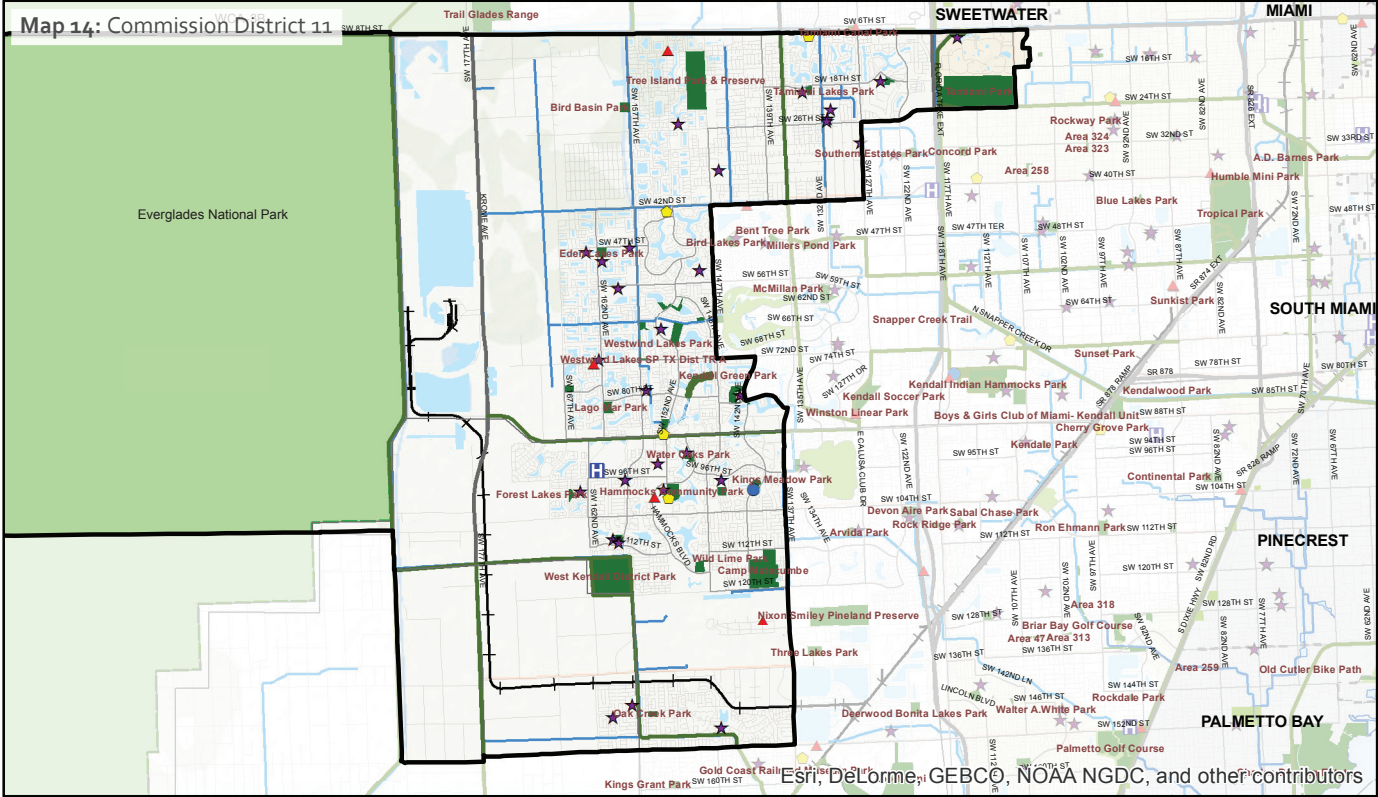


Table 20: Commission District 11 Benchmark Comparison

	National Average (NA)	Miami-Dade County	Commission District 11	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	12.4%	-21.6%
Good	54%	52%	54.6%	+0.6%
Fair	11%	23%	25.2%	+14.2%
Poor	1%	5%	5.5%	+4.5%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	32.3%	+26.3%
Facilities lack the right equipment	7%	22.4%	25.9%	+18.9%
Lack of quality programs	8%	29.5%	30.1%	+22.1%
Class was full	5%	9.1%	7.2%	+2.2%
Use facilities in other counties	10%	5.6%	3.5%	-6.5%
Poor customer service by staff	3%	15.5%	15.3%	+12.3%
Too hot outdoors		29.2%	32.7%	n/a
I do not know what programs are offered	22%	40.2%	40.7%	+18.7%
Facilities operating hours are not convenient	7%	17.8%	18.9%	+11.9%

	National Average (NA)	Miami-Dade County	Commission District 11	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	25.5%	+10.5%
I do not know the locations of parks or trails	16%	19.0%	20.9%	+4.9%
Security is insufficient	6%	30.7%	27.9%	+21.9%
Too far from my residence	11%	31.2%	41.4%	+30.4%
Program times are not convenient	17%	18.1%	18.1%	+1.1%
Fees are too high	14%	24.9%	24.0%	+10.0%
I do not know locations of recreation facilities	11%	15.4%	18.3%	+7.3%
Not accessible for people with disabilities	2%	4.3%	3.5%	+1.5%
Lack of parking by facilities or park	4%	11.9%	11.3%	+7.3%
Facilities are too often not available	9%	13.1%	13.7%	+4.7%
Lack of public transportation	3%	9.5%	10.5%	+7.5%

Note: Margin of error is +/- .8%

Commission District Results

Chart 23: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County Commission District 11.

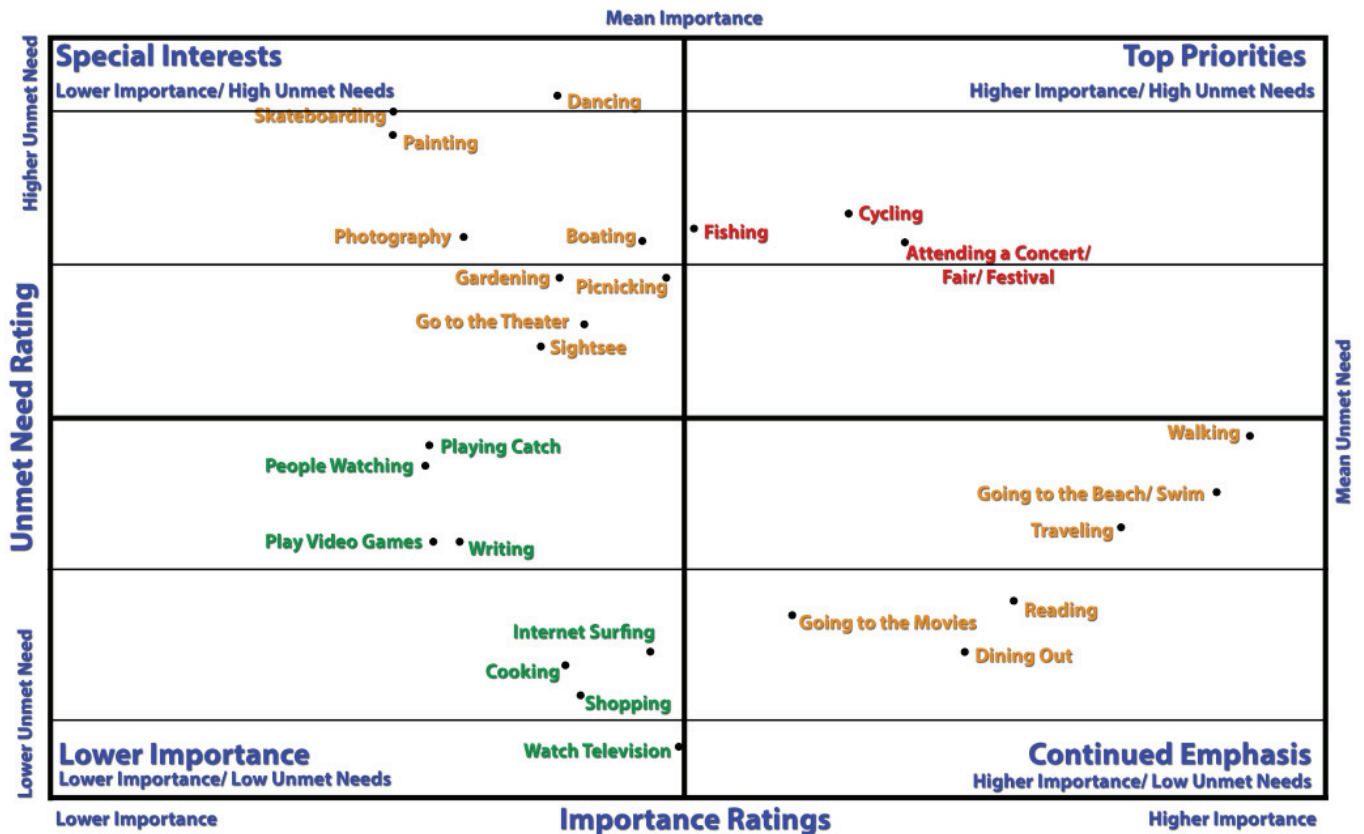
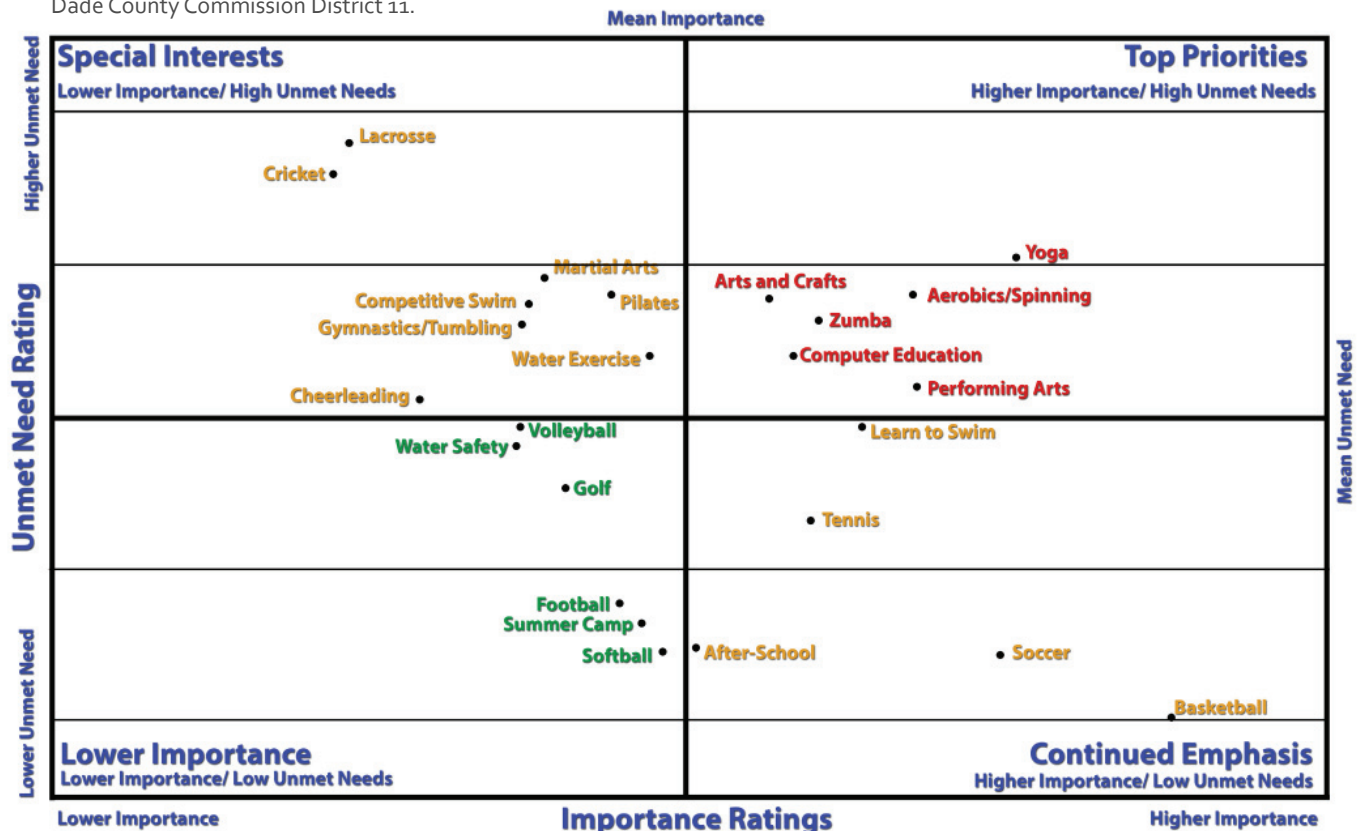


Chart 24: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County Commission District 11.



Commission District 12

Section 3

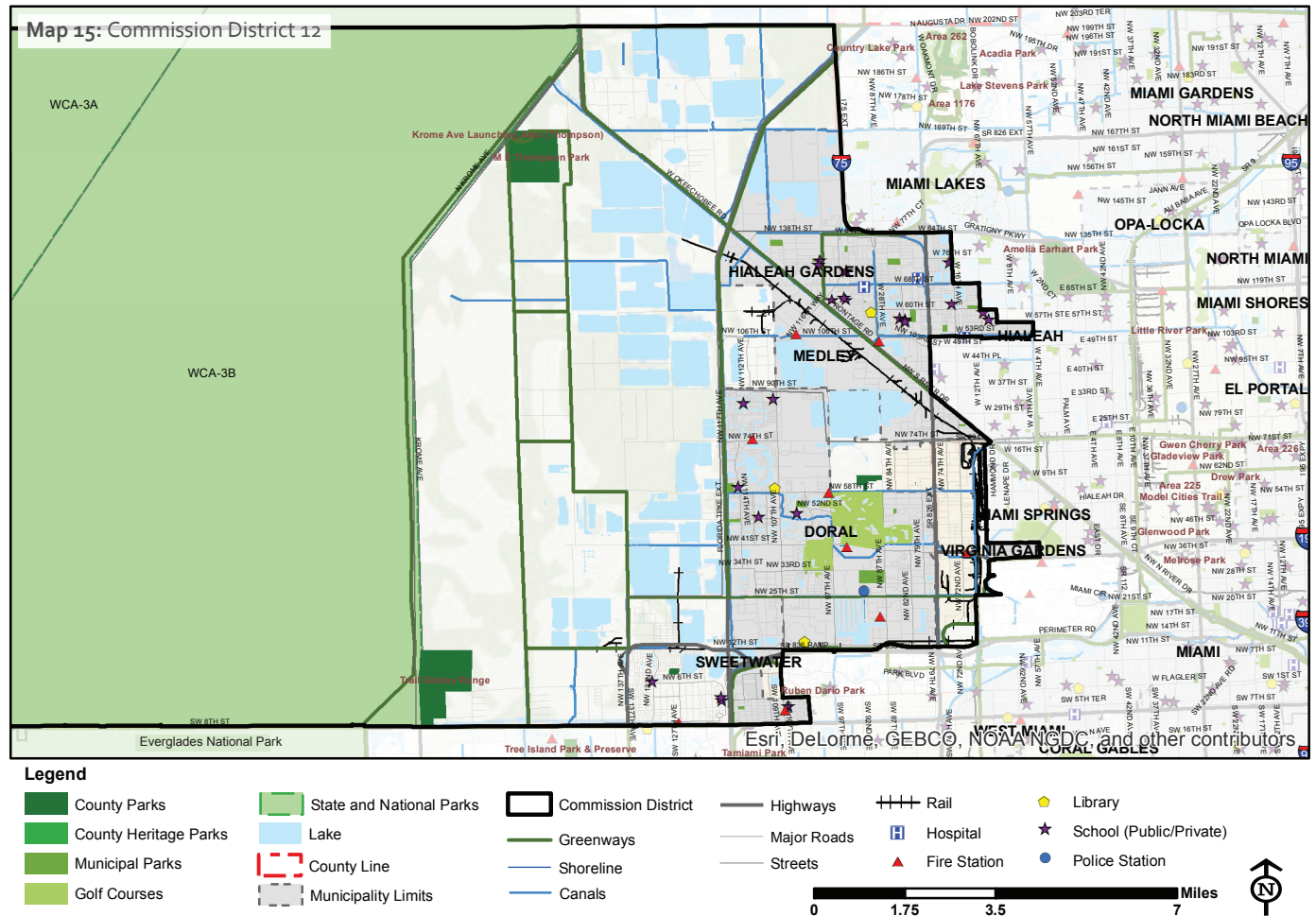


Table 21: Commission District 12 Benchmark Comparison

	National Average (NA)	Miami-Dade County	Commission District 12	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	22.3%	-11.7%
Good	54%	52%	51.3%	-2.7%
Fair	11%	23%	19.2%	+8.2%
Poor	1%	5%	3.8%	+2.8%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	26.3%	+20.3%
Facilities lack the right equipment	7%	22.4%	20.6%	+13.6%
Lack of quality programs	8%	29.5%	26.1%	+18.1%
Class was full	5%	9.1%	20.4%	+16.4%
Use facilities in other counties	10%	5.6%	6.7%	-3.3%
Poor customer service by staff	3%	15.5%	15.6%	+12.6%
Too hot outdoors		29.2%	26.7%	n/a
I do not know what programs are offered	22%	40.2%	40.3%	+18.3%
Facilities operating hours are not convenient	7%	17.8%	23.3%	+16.3%

	National Average (NA)	Miami-Dade County	Commission District 12	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	29.8%	+14.8%
I do not know the locations of parks or trails	16%	19.0%	19.3%	+3.3%
Security is insufficient	6%	30.7%	21.8%	+15.8%
Too far from my residence	11%	31.2%	30.5%	+19.5%
Program times are not convenient	17%	18.1%	21.0%	+4.0%
Fees are too high	14%	24.9%	23.5%	+9.5%
I do not know locations of recreation facilities	11%	15.4%	14.7%	+3.7%
Not accessible for people with disabilities	2%	4.3%	3.2%	+1.2%
Lack of parking by facilities or park	4%	11.9%	13.9%	+9.9%
Facilities are too often not available	9%	13.1%	16.0%	+7.0%
Lack of public transportation	3%	9.5%	11.5%	+8.5%

Note: Margin of error is +/-4.8%

Commission District Results

Chart 25: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County Commission District 12.

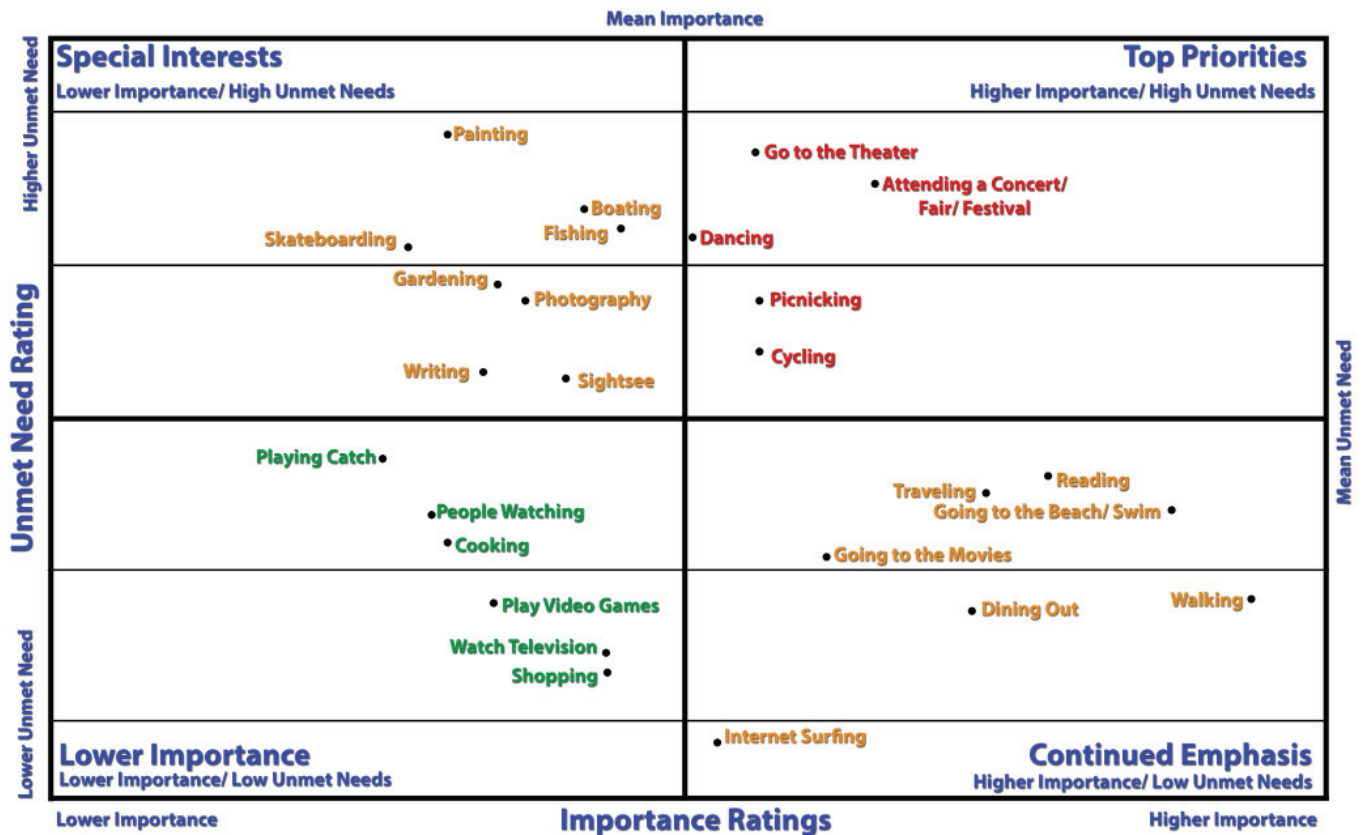
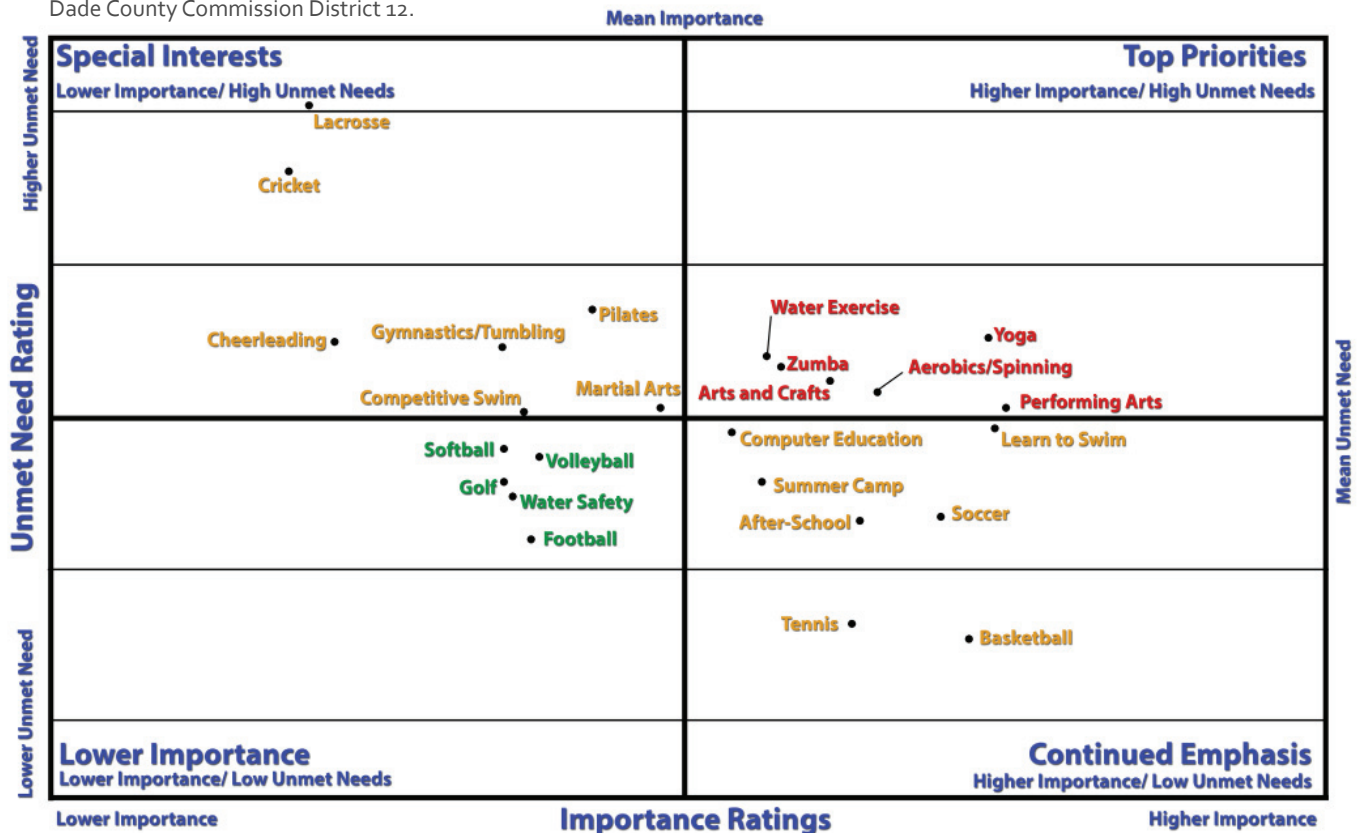


Chart 26: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County Commission District 12.



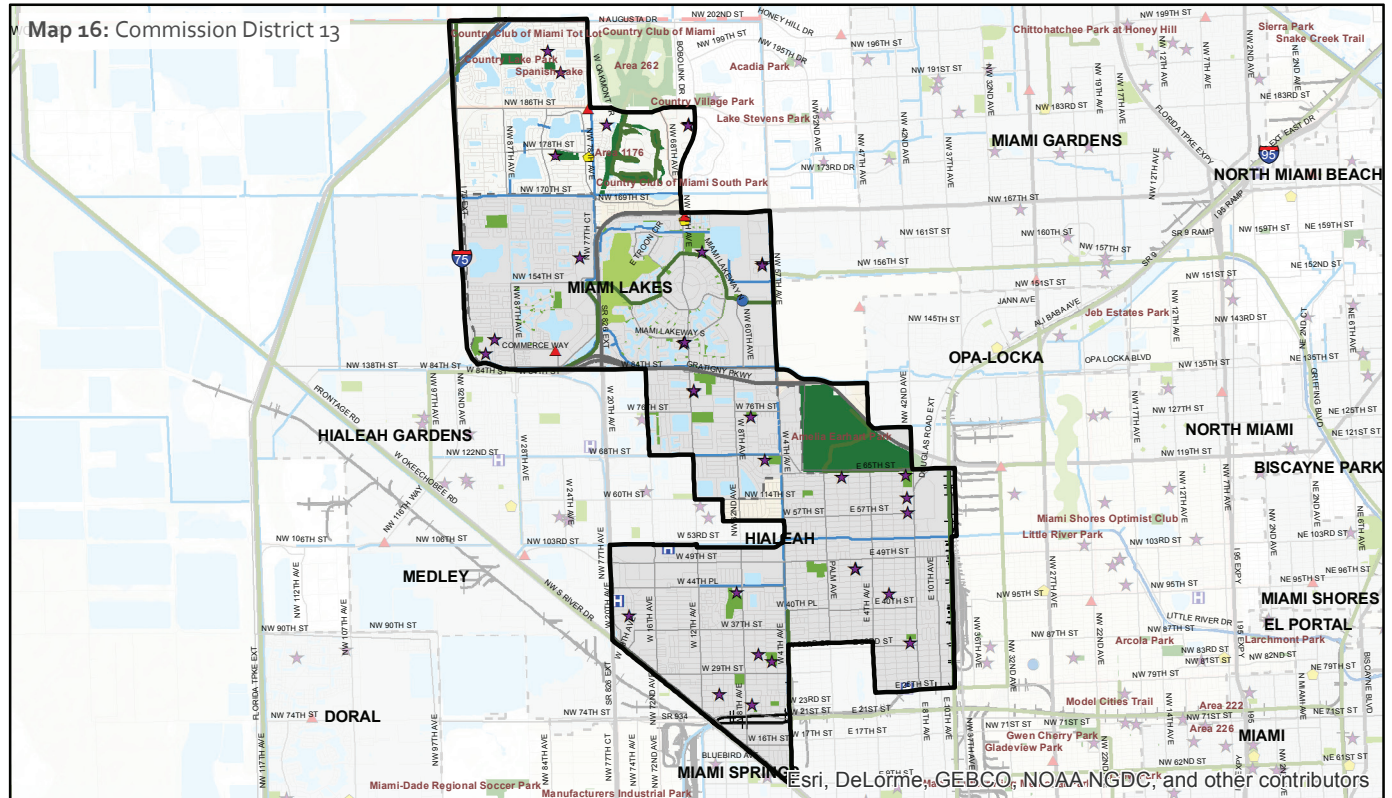


Table 22: Commission District 13 Benchmark Comparison

	National Average (NA)	Miami-Dade County	Commission District 13	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	15.1%	-18.9%
Good	54%	52%	54.8%	+0.8%
Fair	11%	23%	22.8%	+11.8%
Poor	1%	5%	4.7%	+3.7%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	29.4%	+23.4%
Facilities lack the right equipment	7%	22.4%	22.0%	+15.0%
Lack of quality programs	8%	29.5%	27.0%	+19.0%
Class was full	5%	9.1%	11.4%	+6.4%
Use facilities in other counties	10%	5.6%	8.2%	-1.8%
Poor customer service by staff	3%	15.5%	14.5%	+11.5%
Too hot outdoors		29.2%	21.0%	n/a
I do not know what programs are offered	22%	40.2%	41.0%	+19.0%
Facilities operating hours are not convenient	7%	17.8%	20.3%	+13.3%

	National Average (NA)	Miami-Dade County	Commission District 13	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	27.9%	+12.9%
I do not know the locations of parks or trails	16%	19.0%	19.4%	+3.4%
Security is insufficient	6%	30.7%	27.6%	+21.6%
Too far from my residence	11%	31.2%	25.7%	+14.7%
Program times are not convenient	17%	18.1%	19.7%	+2.7%
Fees are too high	14%	24.9%	26.3%	+12.3%
I do not know locations of recreation facilities	11%	15.4%	15.3%	+4.3%
Not accessible for people with disabilities	2%	4.3%	4.3%	+2.3%
Lack of parking by facilities or park	4%	11.9%	9.1%	+5.1%
Facilities are too often not available	9%	13.1%	15.3%	+6.3%
Lack of public transportation	3%	9.5%	8.6%	+5.6%

Note: Margin of error is +/- 4.8%

Commission District Results

Chart 27: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County Commission District 13.

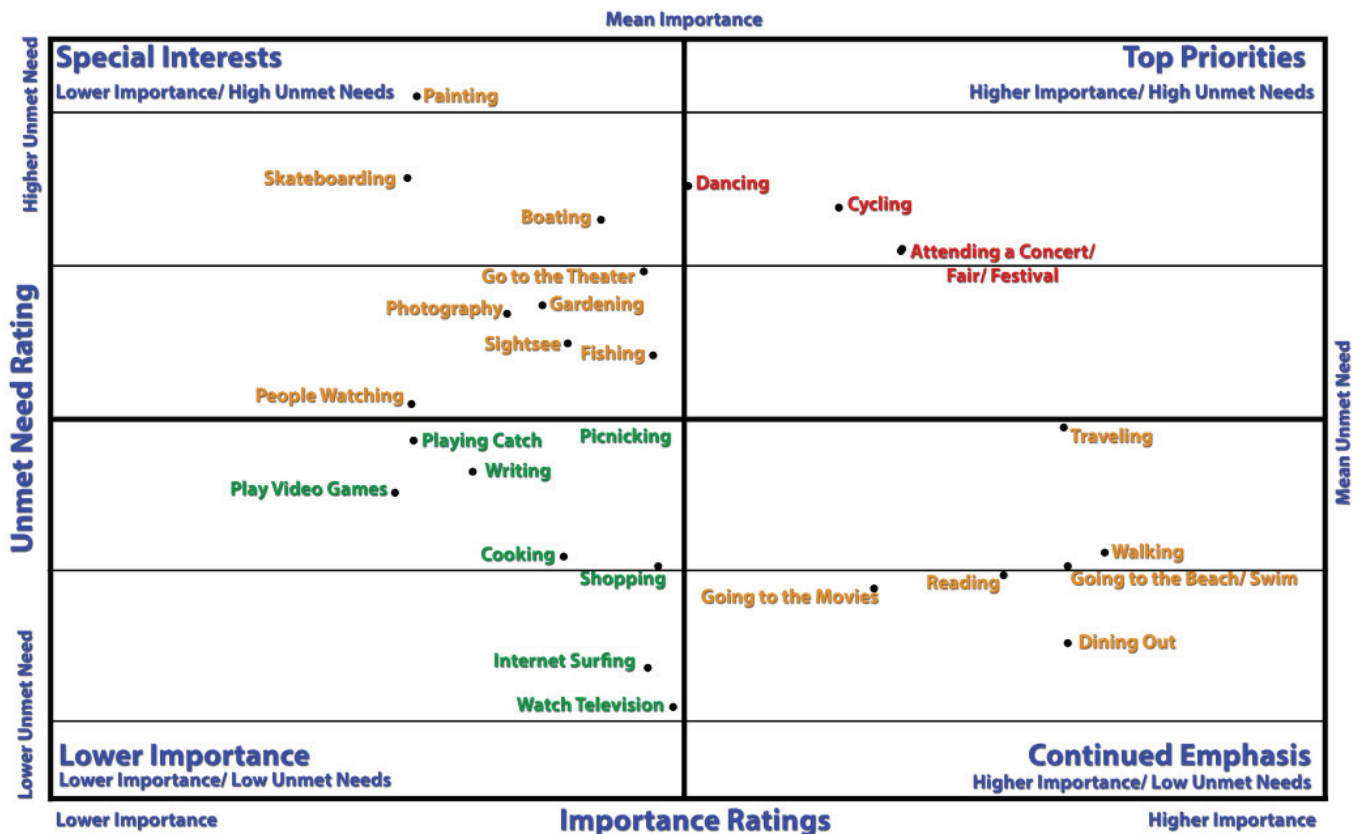
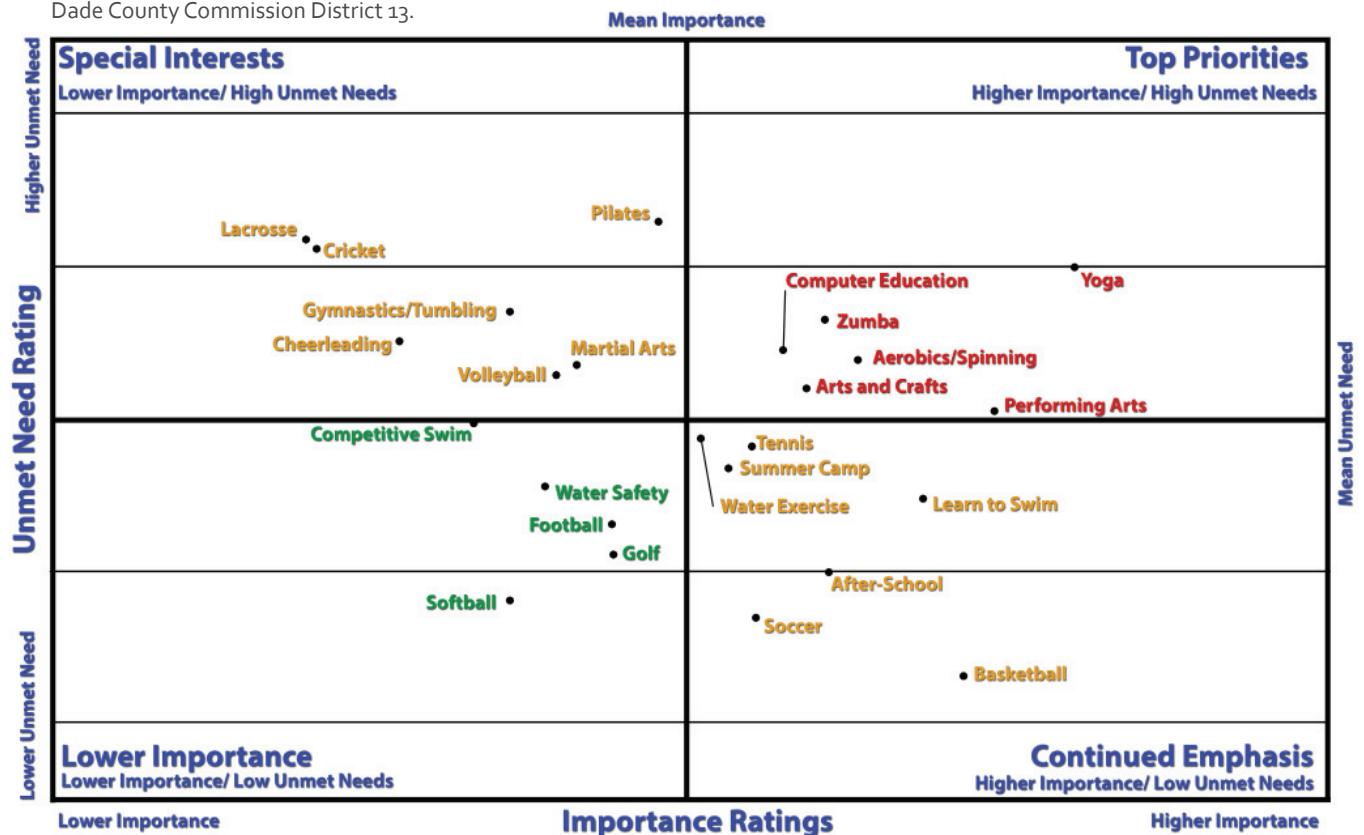


Chart 28: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County Commission District 13.





Region Results



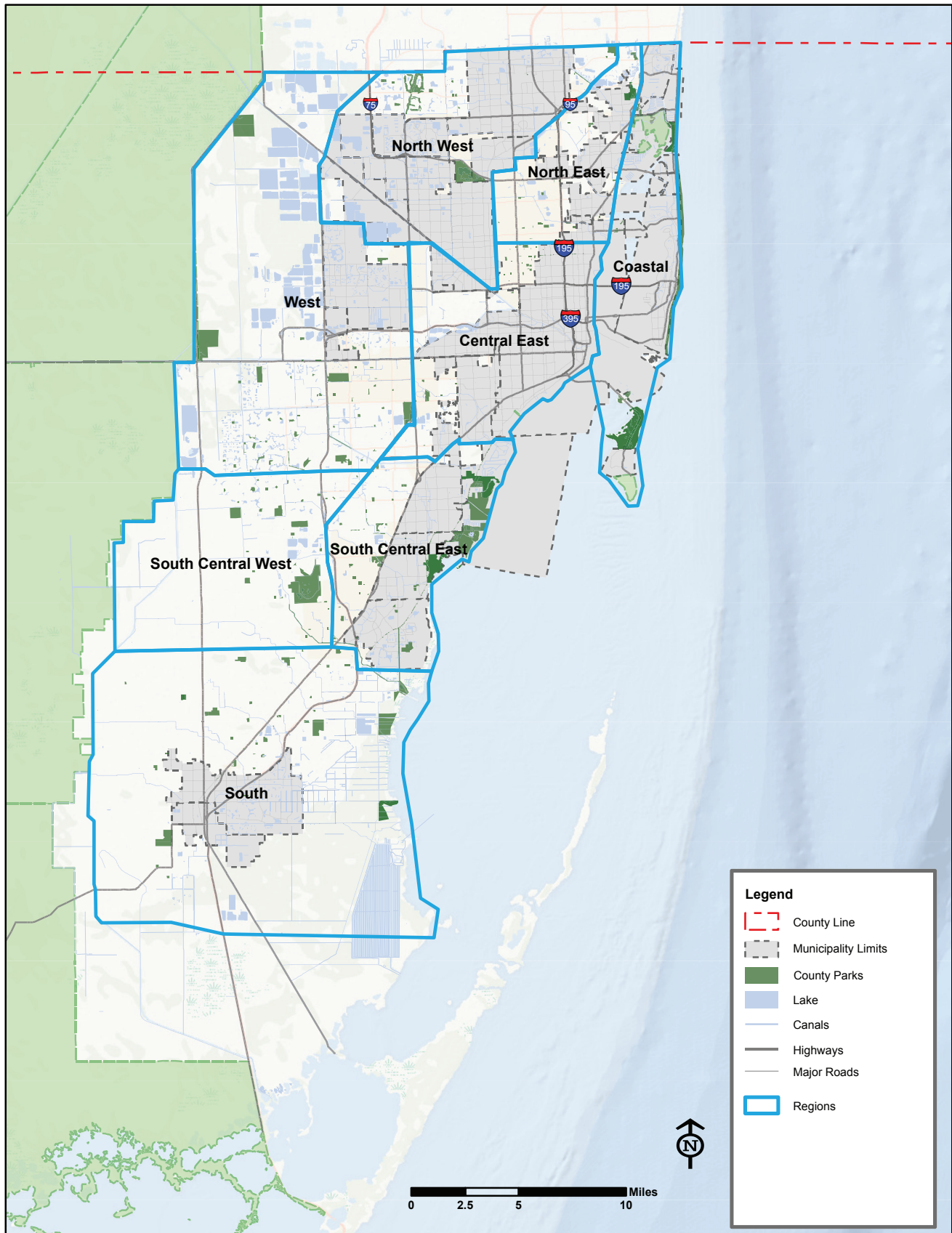
4.0 Overview

Regional results are the highest sample level of analysis provided for Miami-Dade County. Eight Regions have been identified and are above Communities and Neighborhoods in the hierarchy of layers used for this survey. Important findings can be identified through analysis of data at this level and include:

- Residents from all Regions have the widest spread in recognizing that a potential benefit of parks, trails and recreation programs is helping to reduce crime;
- The Coastal Region has the lowest rating (lowest in ten out of twenty reasons) for the most barriers identified that prevent users from visiting parks and trails or participating in a recreation programs, while the South Region has the most high ratings (highest in five out of twenty barriers);
- The South Region also has the most support for business opportunities (four out of nine) while the Coastal Region has the lowest support (four out of nine);
- The Coastal Region has the lowest use of communications methods (six out of twelve) with most being of new, non-traditional means such as Twitter, websites, etc.,
- Leisure activities with the highest importance to households and the highest unmet need includes: Attending Concerts/Fairs/Festivals, Cycling and Picnicking,
- Sports, Classes and Programs with the highest importance to households and the highest unmet need includes: Yoga, Arts and Craft (Painting, Ceramics), Computer Education, Performing Arts (Dancing, Music) and Zumba.

Section 4

Map 17: The map below identifies the Regions boundaries used to analyze survey results.



Region

Region Results

4.1 Key Findings

The following are **Region** level key findings summarized into five board topics:

- Benefits
- Barriers to Use or Participation
- Facility Use and Importance
- Business Opportunities
- Communications

1. Benefits

Benefits of parks, recreation and trails have been recognized by many residents of Miami-Dade County. **Table 23** summaries perceived benefits and the range of results with Regions:

	Highest	Lowest	County Average
Improved physical health and fitness	75.9% (Coastal)	71.7% (Northeast)	73.6%
Help reduce crime	43.4% (Northwest)	33.6% (S. Central East)	39.8%
Preserve open space and the environment	61.5% (S. Central West)	52.7% (South)	57.1%
Increase property values in surrounding areas	48.0% (S. Central West)	43.0% (South)	45.5%
Help attract new residents and businesses	41.2% (South)	33.3% (Coastal)	39.0%
Promote tourism in the County	35.5% (Northeast)	28.9% (S. Central East)	33.4%
Regions appear in ()			

Table 23: Benefits associated with parks and recreation by Region.

2. Barriers to Use or Participation

Barriers, both physical such as a canal or highway or non-physical such as ethnicity, racial or income can apply extreme limitation of one's ability to enjoy parks or participate in a recreation activity. **Table 24** compiles the highest and lowest ranking Region by each reason that prevents a resident from using parks or participating in a recreation program or class more often.

Note: Margin of error is +/-4.8%



	Highest	Lowest	County Average
Reasons that prevent respondents from using parks, trails, and recreation programs more often.			
Facilities are not well maintained	35.2% (South)	21.3% (Coastal)	30.6%
Facilities lack the right equipment	26.7% (Northeast)	15.4% (Coastal)	22.4%
Lack of quality programs	34.9% (Northeast)	22.7% (Coastal)	29.5%
Class was full	11.7% (Northwest)	6.9% (S. Central West)	9.1%
Use facilities in other counties	9.9% (Northwest)	4.2% (S. Central West)	5.6%
Poor customer service by staff	18.1% (South)	10.4% (S. Central East, Coastal)	15.5%
Too hot outdoors	36.0% (S. Central West)	24.9% (Northwest)	29.2%
I do not know what programs are offered	43.6% (Central East)	32.5% (Coastal)	40.2%
Facilities operating hours are not convenient	19.7% (West, Northeast)	14.6% (Coastal)	17.8%
Program or facility not offered	26.8% (West, Northeast)	18.8% (Coastal)	24.5%
I do not know the locations of parks or trails	21.4% (South)	17.4% (Northeast)	19.0%
Security is insufficient	39.7% (Northeast)	17.6% (Coastal)	30.7%
Too far from my residence	35.6% (S. Central West)	26.7% (Northwest)	31.2%
Program times are not convenient	20.0% (West)	14.2% (S. Central West)	18.1%
Fees are too high	30.4% (South)	17.4% (Coastal)	24.9%
I do not know locations of recreation facilities	17.7% (S. Central West)	14.4% (S. Central East, Northwest)	15.4%
Not accessible for people with disabilities	7.1% (Northeast)	2.2% (Coastal)	4.3%
Lack of parking by facilities or park	17.7% (Central East)	6.3% (South)	10.9%
Facilities are too often not available	14.3% (South)	7.8% (Coastal)	13.1%
Lack of public transportation	11.5% (Central East)	6.3% (S. Central East)	9.5%
Regions appear in ()			

Table 24: Reason that prevents respondents from using parks, trails and recreation programs more often by Region.

3. Facility Use and Importance

Facilities use and importance can vary substantially throughout Miami-Dade County. **Table 25** identifies the most used facility and the facility that is most important in each Region.

	Facility Used the Most (with the Highest Deviation from County Average)	Most Important Facility (with the Highest Deviation from County Average)
Northwest Region	Picnic Shelters (+7.9%)	Picnic Shelters (+4.8%)
Northeast Region	Indoor Fitness Spaces (+6.6%)	Community Centers (+8.1%)
Coastal Region	Museums (+11.1%)	Museums (+6.9%)
Central East Region	Museums (+5.3%)	Bike Lanes/ Paths (+3.5%)
West Region	Picnic Shelters (+4.9%)	Dog Parks (+3.9%)
South Central West Region	Youth Soccer Fields (+5.3%)	Walking Paths (+7.9%)
South Central East Region	Golf Courses/ Driving Ranges (+8.9%)	Marinas (+9.2%)
South Region	Fishing Areas (+11.0%)	Fishing Areas (+8.7%)

Table 25: Most used and most important facility by Region with greatest deviation from County average.

4. Business Opportunities

Table 26 identifies the highest and lowest support for various business opportunities with reference to Region. The majority of residents support opportunities for concessions/cafes, fitness facilities and restaurants.

	Highest Support	Lowest Support	County Average
Private business opportunities that residents would support on public park property if usage fee would be paid to help support the operation and maintenance of the park.			
Concession/ Cafe	73.8% (S. Central East)	61.2% (Northwest)	68.1%
Commercial Shopping	37.3% (Northwest)	24.2% (S. Central East)	32.8%
Camping Facility	47.8% (South)	34.0% (Coastal)	42.7%
Extreme Sports Venue	34.3% (South)	25.2% (Coastal)	32.0%
Resort Hotel	32.4% (South)	23.8% (S. Central East)	27.3%
Restaurants	66.0% (Coastal)	55.2% (S. Central West)	60.1%
Fitness Facility	69.9% (Northeast)	59.7% (South)	63.9%
Water Park	70.1% (South)	47.6% (Coastal)	61.5%
Advertisements/ Billboards	17.6% (Northwest)	10.0% (Coastal)	14.8%
Regions appear in ()			

Table 26: Business opportunities with Regions.



Region Results

5. Communications

Communications techniques are a combination of traditional (word of mouth) and new, emerging means such as Twitter and Facebook. **Table 27** identifies the most popular and least popular means of learning about park and recreation programs, classes and events and identifies the Region with the highest and lowest use.

	Highest Use	Lowest Use	County Average
Communication means residents currently use to learn about park and recreation programs, classes and events.			
Printed Brochure	55.5% (S. Central East, Northeast)	46.6% (South)	50.9%
Television	40.3% (Northwest)	21.0% (Coastal)	33.7%
Mail	45.8% (S. Central West)	41.2% (West)	42.8%
Website	36.9% (Northwest)	44.7% (Central East)	40.6%
Social Media	28.6% (Central East)	16.5% (Coastal)	25.9%
Family	39.8% (S. Central West)	20.2% (Coastal)	35.5%
E-Mail Blasts	22.1% (Coastal)	16.2% (South)	18.8%
Newspaper	37.2% (S. Central East)	29.4% (S. Central West)	33.2%
Not Aware	7.6% (West)	5.0% (Coastal)	6.8%
Radio	25.8% (South)	13.2% (Coastal)	22.7%
Friends	53.7% (S. Central East)	42.6% (Coastal)	50.9%
Other	4.8% (Northeast, Coastal)	3.7% (South, S. Central West)	4.3%
Regions appear in ()			

Table 27: Most and least used technique for learning about park and recreation programs, classes and event with Regions.

4.3 Region Level Results

The following are Region level results organized as a full-spread for each Region. Each spread includes the following information:

- Map of each Region with parks and landmarks identified,
- Benchmark comparisons of Regions to Miami-Dade County results and National Averages,
- Importance/ Unmet Needs Matrices for leisure activities and park and recreation sports, programs and classes.



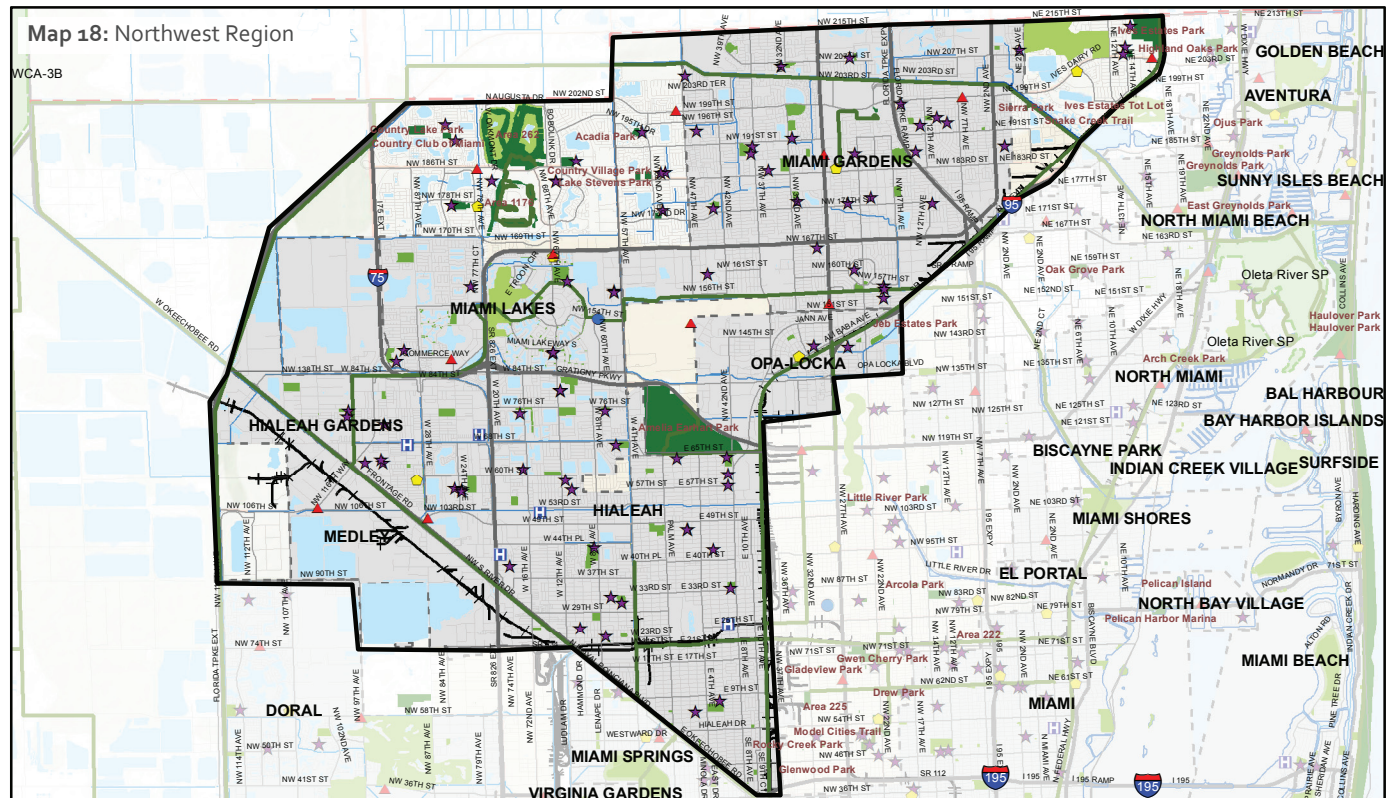


Table 28: Northwest Region Benchmark Comparison

	National Average (NA)	Miami-Dade County	Northwest Region	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	16.7%	-17.3%
Good	54%	52%	51.4%	-2.6%
Fair	11%	23%	22.4%	+11.4%
Poor	1%	5%	5.4%	+4.4%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	30.8%	+24.8%
Facilities lack the right equipment	7%	22.4%	22.0%	+15.0%
Lack of quality programs	8%	29.5%	30.6%	+22.6%
Class was full	5%	9.1%	11.7%	+6.7%
Use facilities in other counties	10%	5.6%	9.9%	-0.1%
Poor customer service by staff	3%	15.5%	16.4%	+13.4%
Too hot outdoors		29.2%	24.9%	n/a
I do not know what programs are offered	22%	40.2%	38.3%	+16.3%
Facilities operating hours are not convenient	7%	17.8%	20.3%	+13.3%

	National Average (NA)	Miami-Dade County	Northwest Region	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	25.5%	+10.5%
I do not know the locations of parks or trails	16%	19.0%	17.5%	+1.5%
Security is insufficient	6%	30.7%	32.5%	+26.5%
Too far from my residence	11%	31.2%	26.7%	+15.7%
Program times are not convenient	17%	18.1%	19.5%	+2.5%
Fees are too high	14%	24.9%	28.9%	+14.9%
I do not know locations of recreation facilities	11%	15.4%	14.4%	+3.4%
Not accessible for people with disabilities	2%	4.3%	5.3%	+3.3%
Lack of parking by facilities or park	4%	11.9%	9.8%	+5.8%
Facilities are too often not available	9%	13.1%	13.6%	+4.6%
Lack of public transportation	3%	9.5%	9.3%	+6.3%

Note: Margin of error is +/-4.8%

Region Results

Chart 29: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County's Northwest Region.

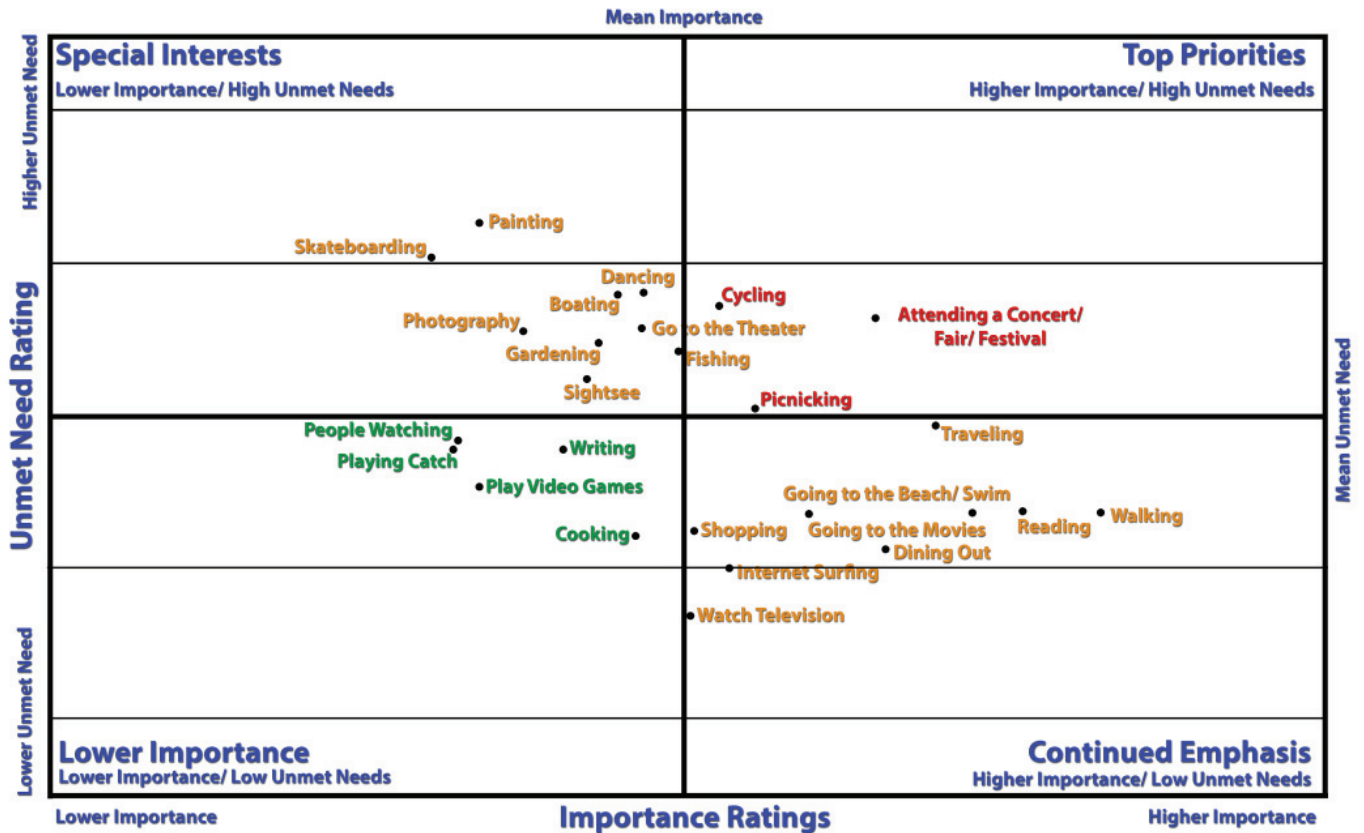
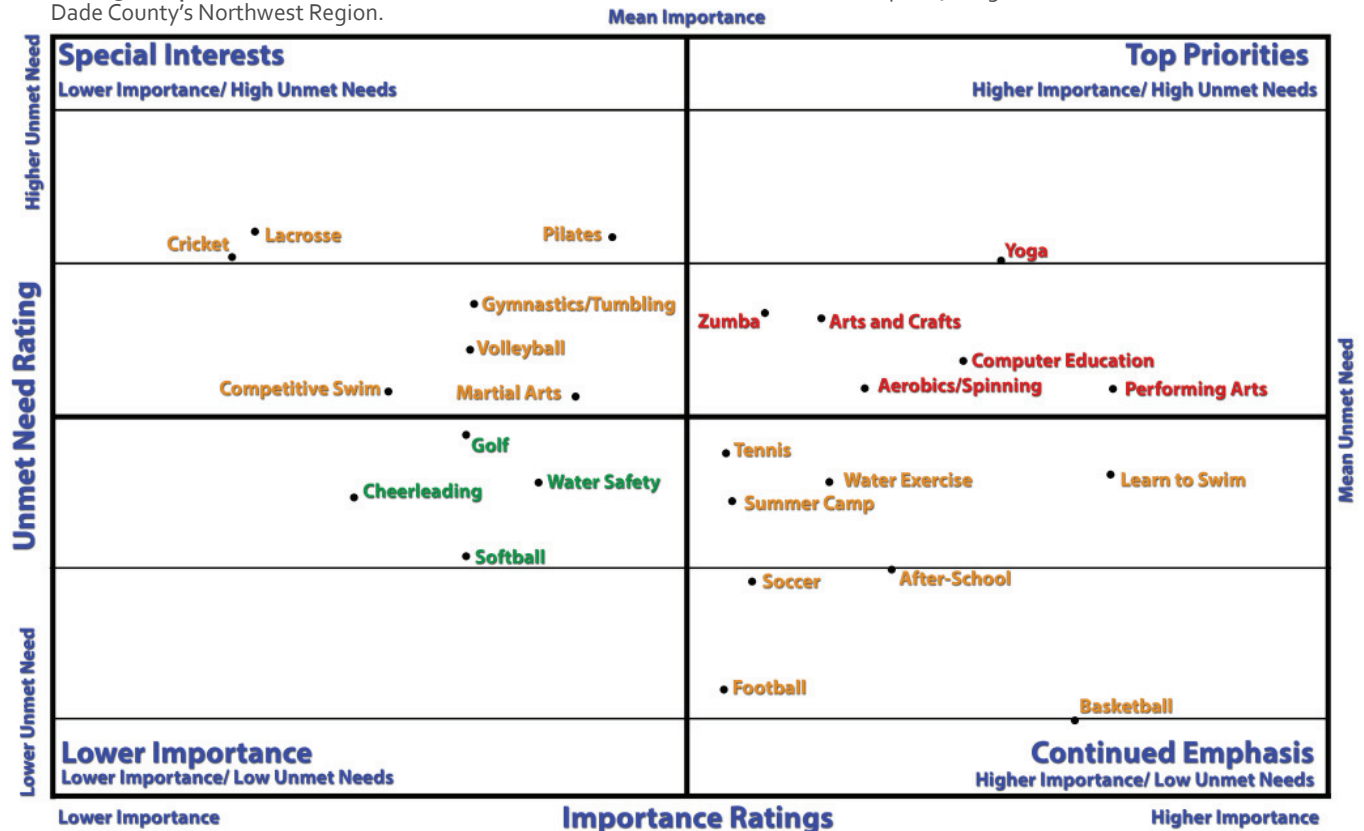


Chart 30: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County's Northwest Region.



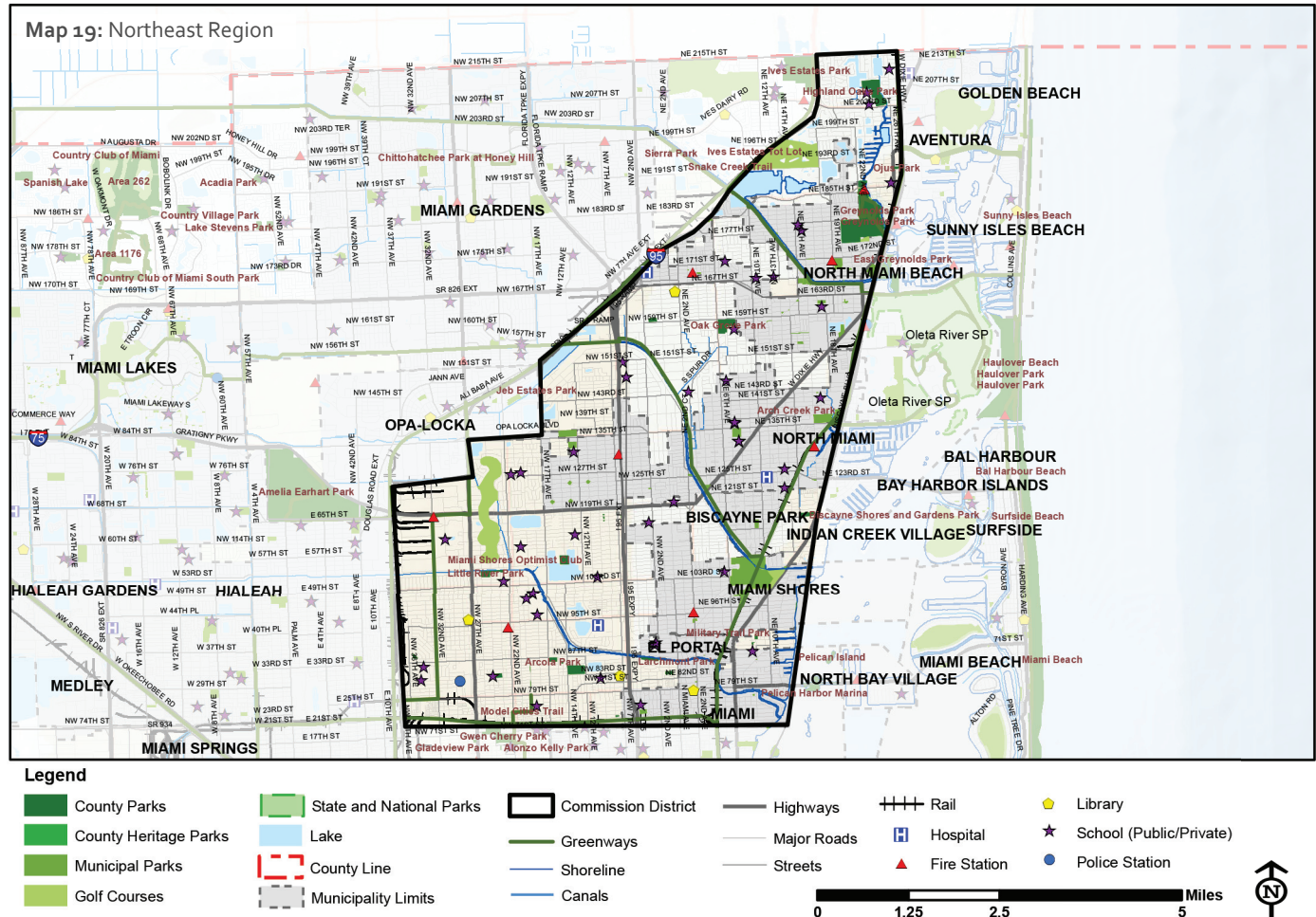


Table 29: Northeast Region Benchmark Comparison

	National Average (NA)	Miami-Dade County	Northeast Region	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	15.6%	-18.4%
Good	54%	52%	43.4%	-10.6%
Fair	11%	23%	29.4%	+18.4%
Poor	1%	5%	7.0%	+6.0%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	34.1%	+28.1%
Facilities lack the right equipment	7%	22.4%	26.7%	+19.7%
Lack of quality programs	8%	29.5%	34.9%	+26.9%
Class was full	5%	9.1%	9.5%	+4.5%
Use facilities in other counties	10%	5.6%	9.2%	-0.8%
Poor customer service by staff	3%	15.5%	17.6%	+14.6%
Too hot outdoors		29.2%	27.0%	n/a
I do not know what programs are offered	22%	40.2%	37.5%	+15.5%
Facilities operating hours are not convenient	7%	17.8%	19.7%	+12.7%

	National Average (NA)	Miami-Dade County	Northwest Region	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	26.8%	+11.8%
I do not know the locations of parks or trails	16%	19.0%	17.4%	+1.4%
Security is insufficient	6%	30.7%	39.7%	+33.7%
Too far from my residence	11%	31.2%	32.3%	+21.3%
Program times are not convenient	17%	18.1%	19.8%	+2.8%
Fees are too high	14%	24.9%	28.4%	+14.4%
I do not know locations of recreation facilities	11%	15.4%	15.0%	+4.0%
Not accessible for people with disabilities	2%	4.3%	7.1%	+5.1%
Lack of parking by facilities or park	4%	11.9%	10.3%	+6.3%
Facilities are too often not available	9%	13.1%	13.9%	+4.9%
Lack of public transportation	3%	9.5%	10.9%	+7.9%

Note: Margin of error is +/-4.8%

Region Results

Chart 31: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County's Northeast Region.

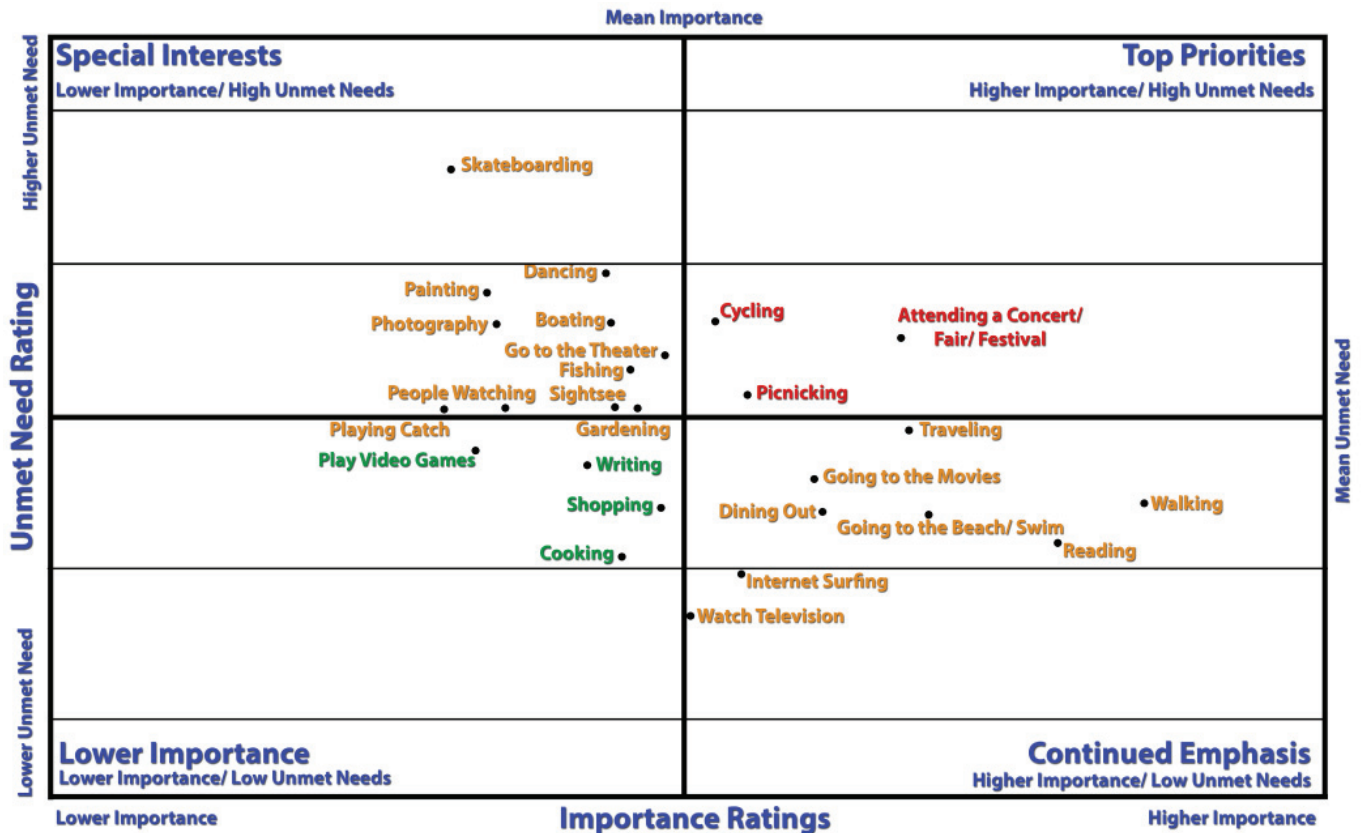
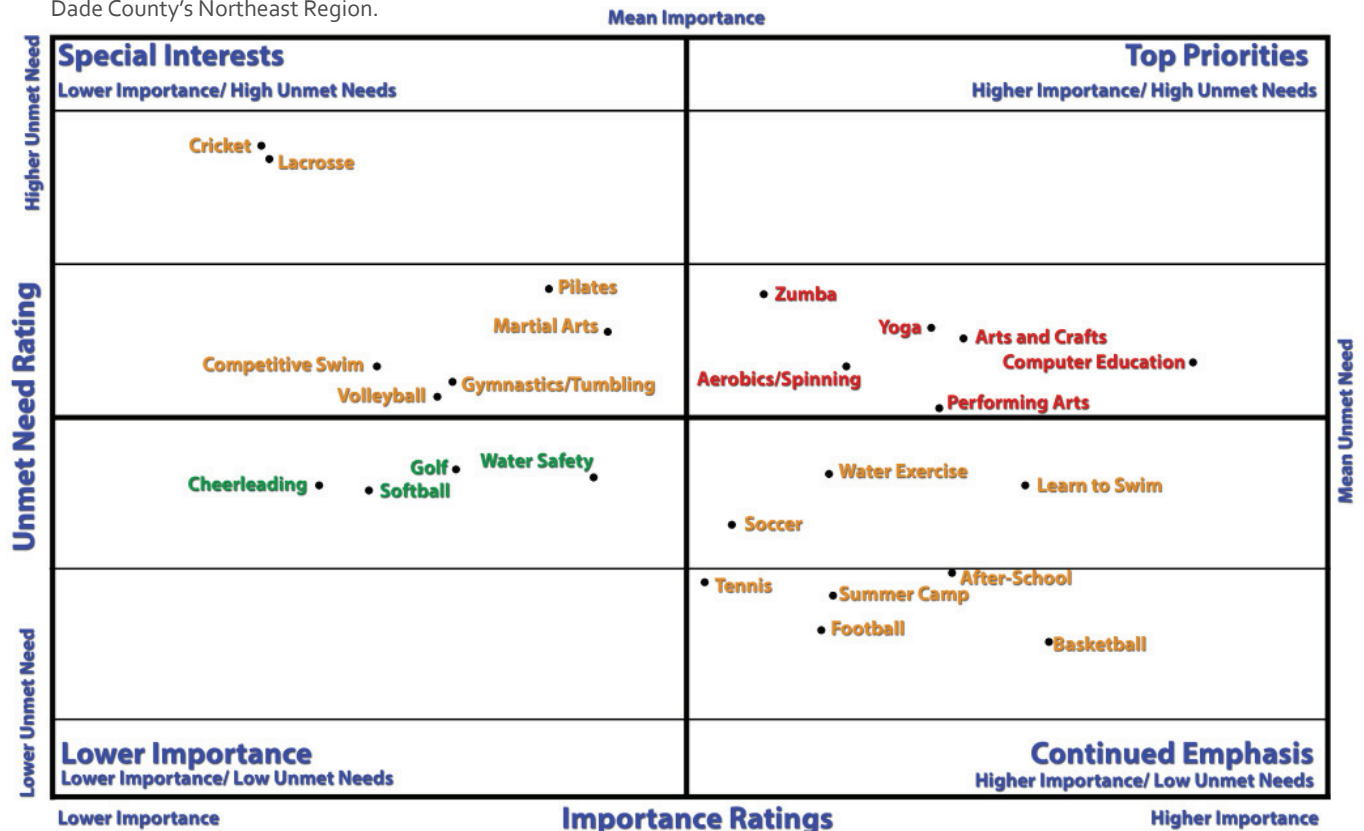
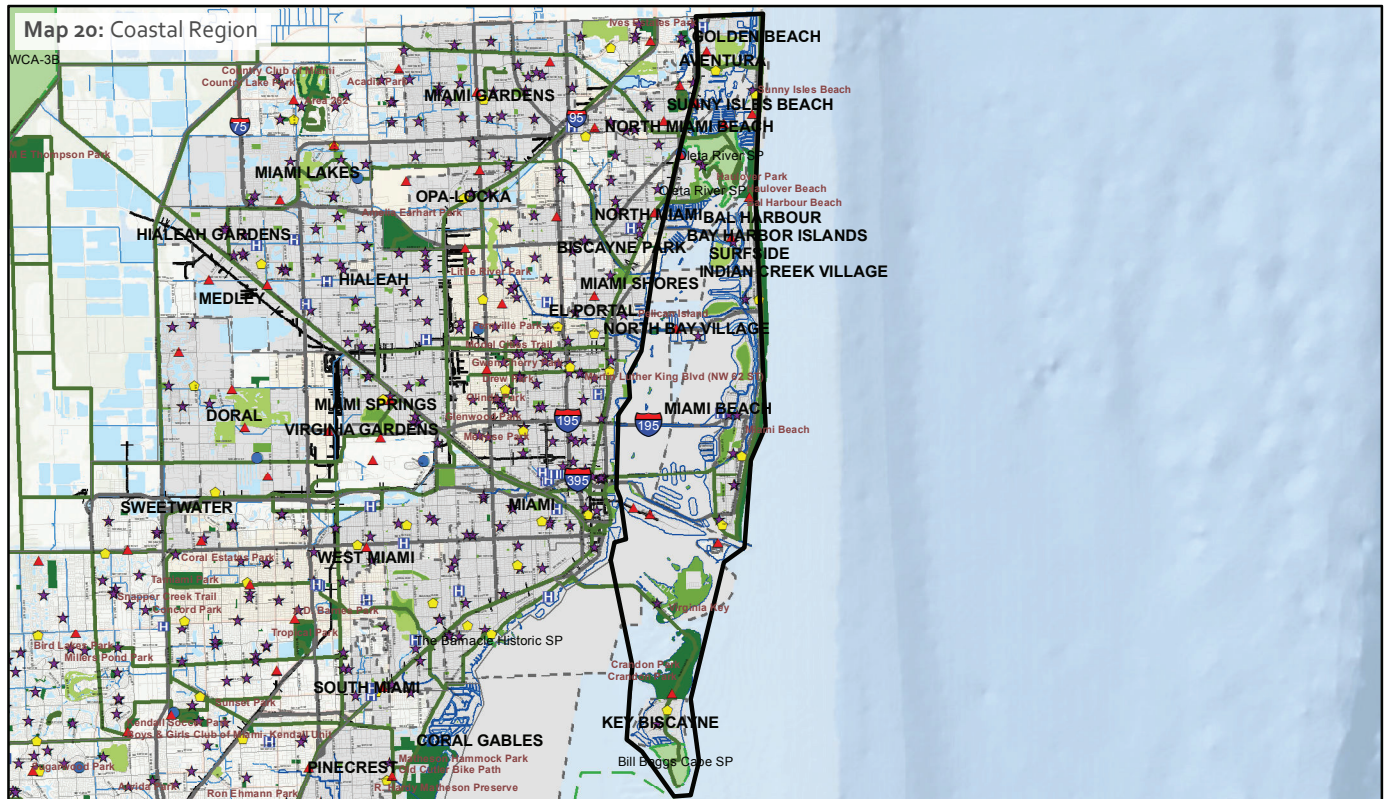


Chart 32: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County's Northeast Region.





Legend



Table 30: Coastal Region Benchmark Comparison

	National Average (NA)	Miami-Dade County	Coastal	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	22.6%	-11.4%
Good	54%	52%	55.1%	+1.1%
Fair	11%	23%	15.5%	+4.5%
Poor	1%	5%	3.7%	+2.7%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	21.3%	+15.3%
Facilities lack the right equipment	7%	22.4%	15.4%	+8.4%
Lack of quality programs	8%	29.5%	22.7%	+14.7%
Class was full	5%	9.1%	9.5%	+4.5%
Use facilities in other counties	10%	5.6%	3.9%	-6.1%
Poor customer service by staff	3%	15.5%	10.4%	+7.4%
Too hot outdoors		29.2%	30.5%	n/a
I do not know what programs are offered	22%	40.2%	32.5%	+10.5%
Facilities operating hours are not convenient	7%	17.8%	14.6%	+7.6%

	National Average (NA)	Miami-Dade County	Coastal	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	18.8%	+3.8%
I do not know the locations of parks or trails	16%	19.0%	20.4%	+4.4%
Security is insufficient	6%	30.7%	17.6%	+11.6%
Too far from my residence	11%	31.2%	27.5%	+16.5%
Program times are not convenient	17%	18.1%	17.9%	+0.9%
Fees are too high	14%	24.9%	17.4%	+3.4%
I do not know locations of recreation facilities	11%	15.4%	16.5%	+4.5%
Not accessible for people with disabilities	2%	4.3%	2.2%	+0.2%
Lack of parking by facilities or park	4%	11.9%	9.8%	+5.8%
Facilities are too often not available	9%	13.1%	7.8%	-1.2%
Lack of public transportation	3%	9.5%	8.7%	+5.7%

Note: Margin of error is +/-4.8%

Region Results

Chart 33: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County's Coastal Region.

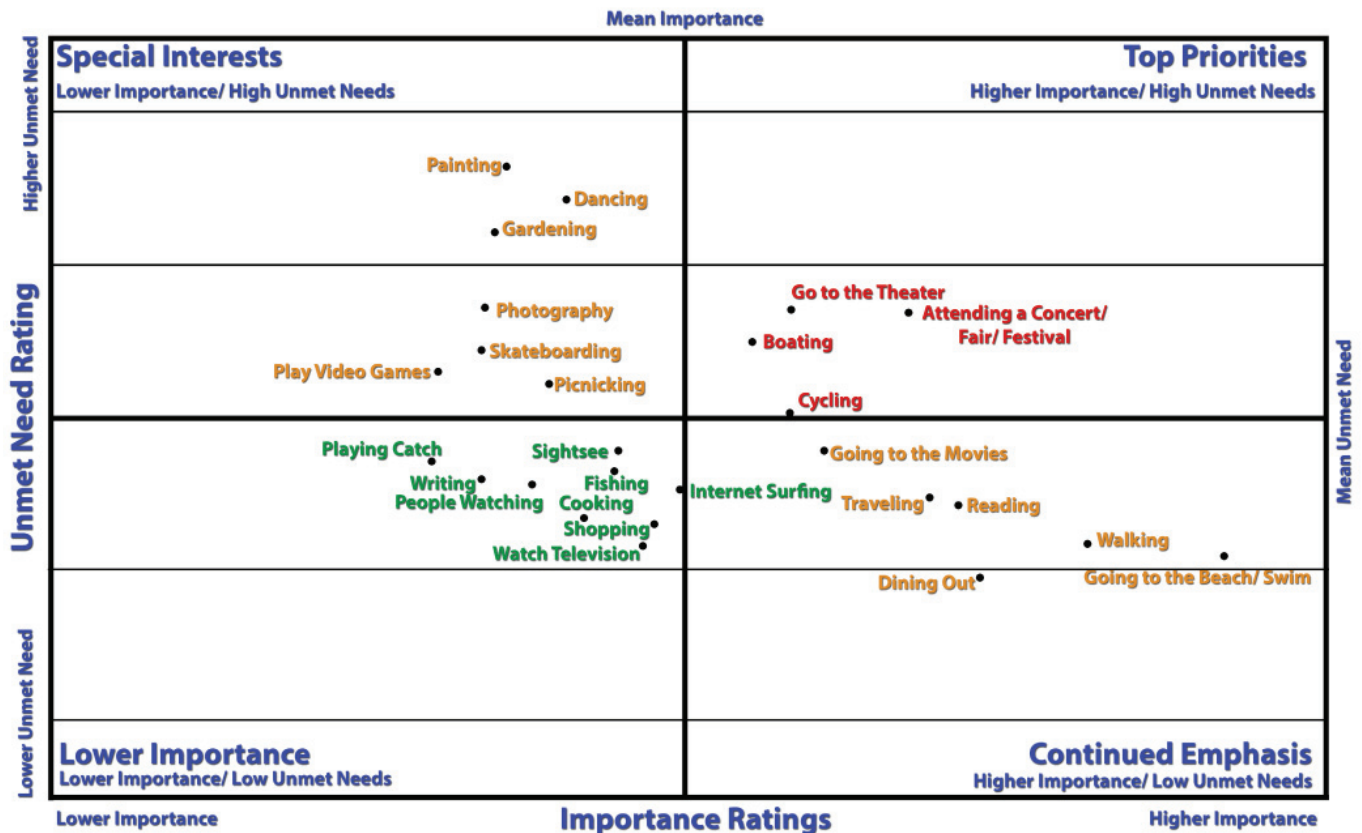
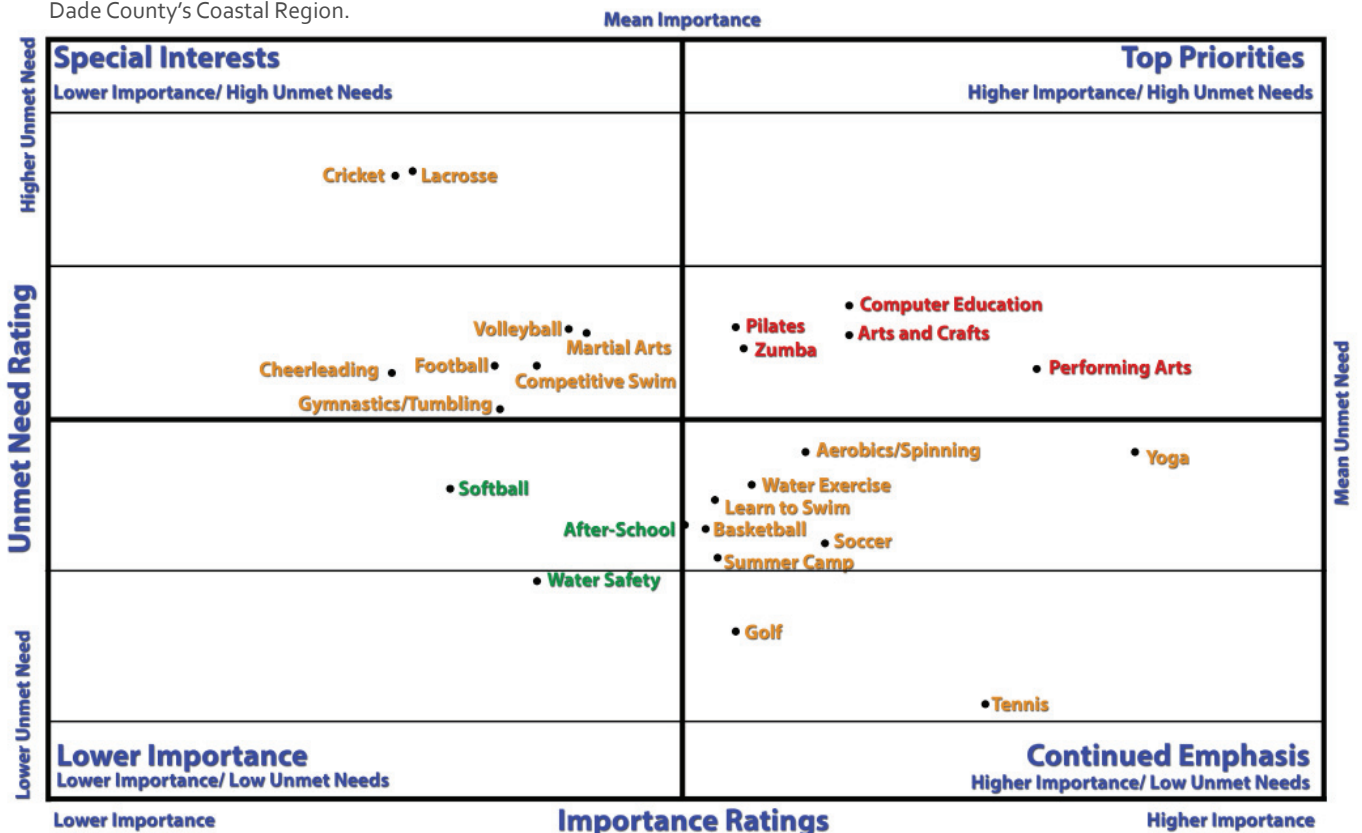


Chart 34: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County's Coastal Region.



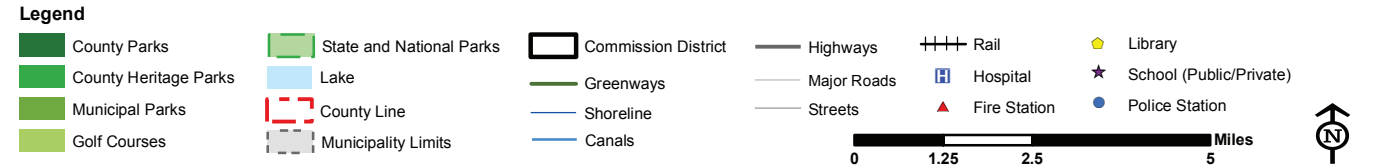
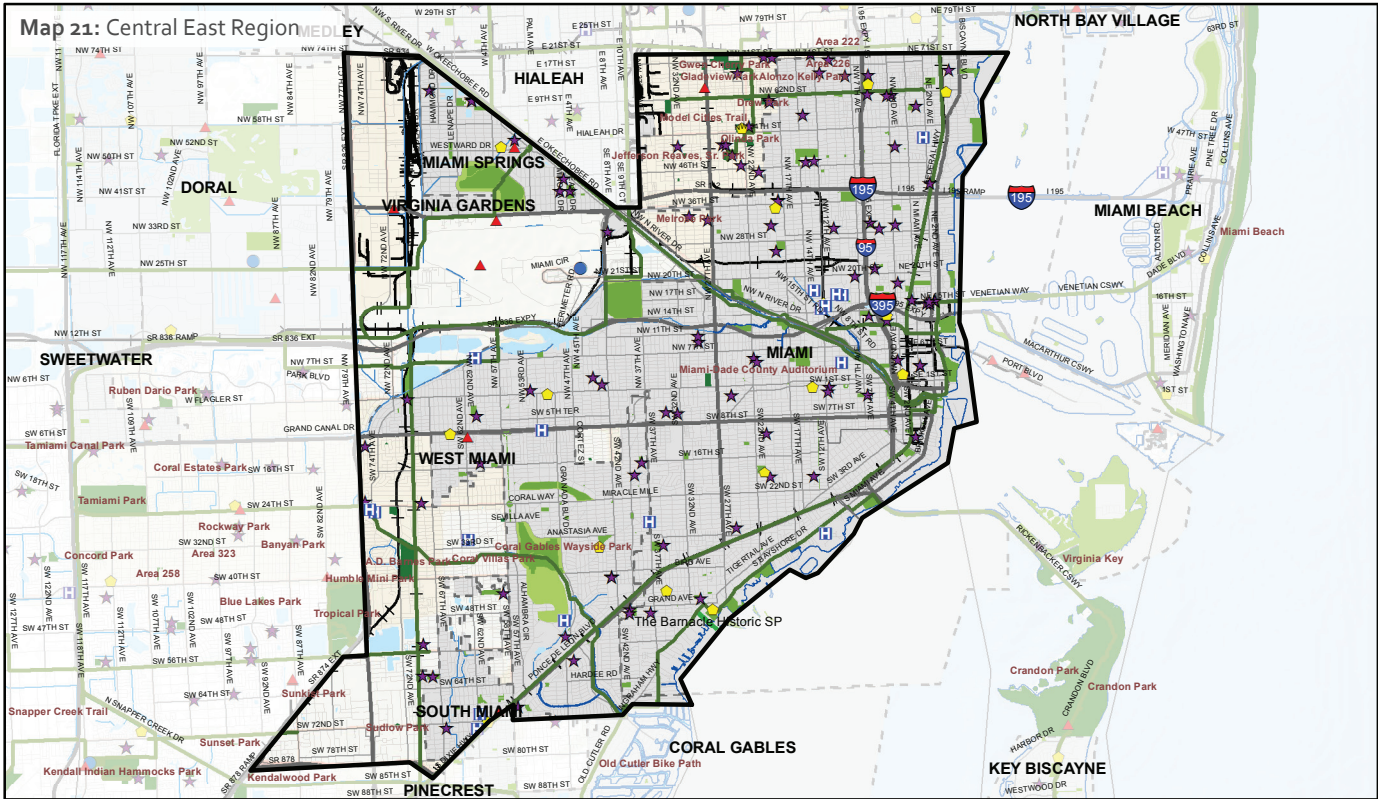


Table 31: Central East Region Benchmark Comparison

	National Average (NA)	Miami-Dade County	Central East	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	15.5%	-15.6%
Good	54%	52%	50.7%	-7.4%
Fair	11%	23%	26.5%	+11.5%
Poor	1%	5%	5.0%	+
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	32.0%	+26.0%
Facilities lack the right equipment	7%	22.4%	22.7%	+15.7%
Lack of quality programs	8%	29.5%	29.6%	+21.6%
Class was full	5%	9.1%	8.9%	+3.9%
Use facilities in other counties	10%	5.6%	3.8%	-6.2%
Poor customer service by staff	3%	15.5%	17.1%	+14.1%
Too hot outdoors		29.2%	28.7%	n/a
I do not know what programs are offered	22%	40.2%	43.6%	+21.6%
Facilities operating hours are not convenient	7%	17.8%	17.3%	+10.3%

	National Average (NA)	Miami-Dade County	Central East	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	24.3%	+9.3%
I do not know the locations of parks or trails	16%	19.0%	19.3%	+3.3%
Security is insufficient	6%	30.7%	31.7%	+25.7%
Too far from my residence	11%	31.2%	30.4%	+19.4%
Program times are not convenient	17%	18.1%	18.9%	+1.9%
Fees are too high	14%	24.9%	23.7%	+9.7%
I do not know locations of recreation facilities	11%	15.4%	14.8%	+3.8%
Not accessible for people with disabilities	2%	4.3%	4.2%	+2.2%
Lack of parking by facilities or park	4%	11.9%	17.7%	+13.7%
Facilities are too often not available	9%	13.1%	13.3%	+4.3%
Lack of public transportation	3%	9.5%	11.5%	+8.5%

Note: Margin of error is +/-4.8%

Region Results

Chart 35: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County's Central East Region.

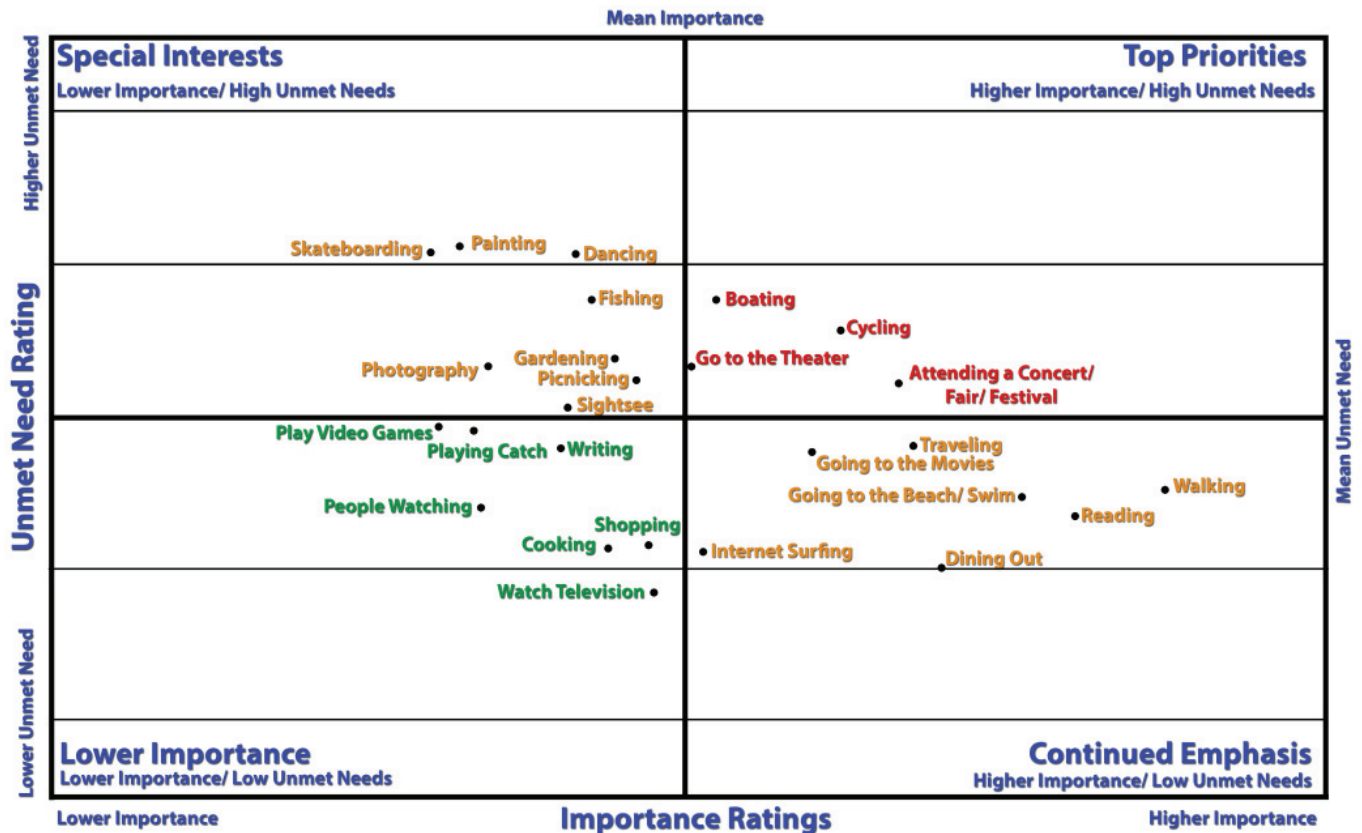
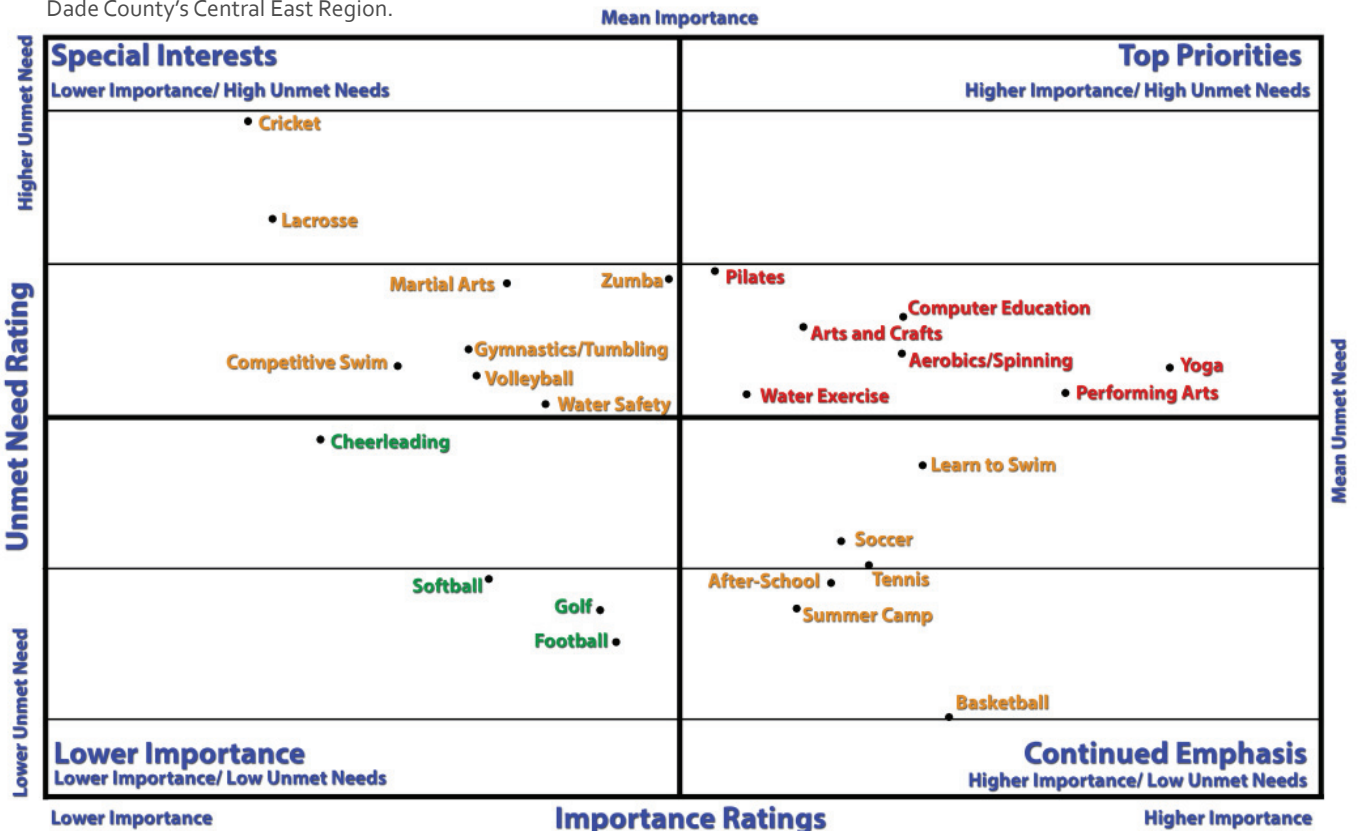


Chart 36: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County's Central East Region.



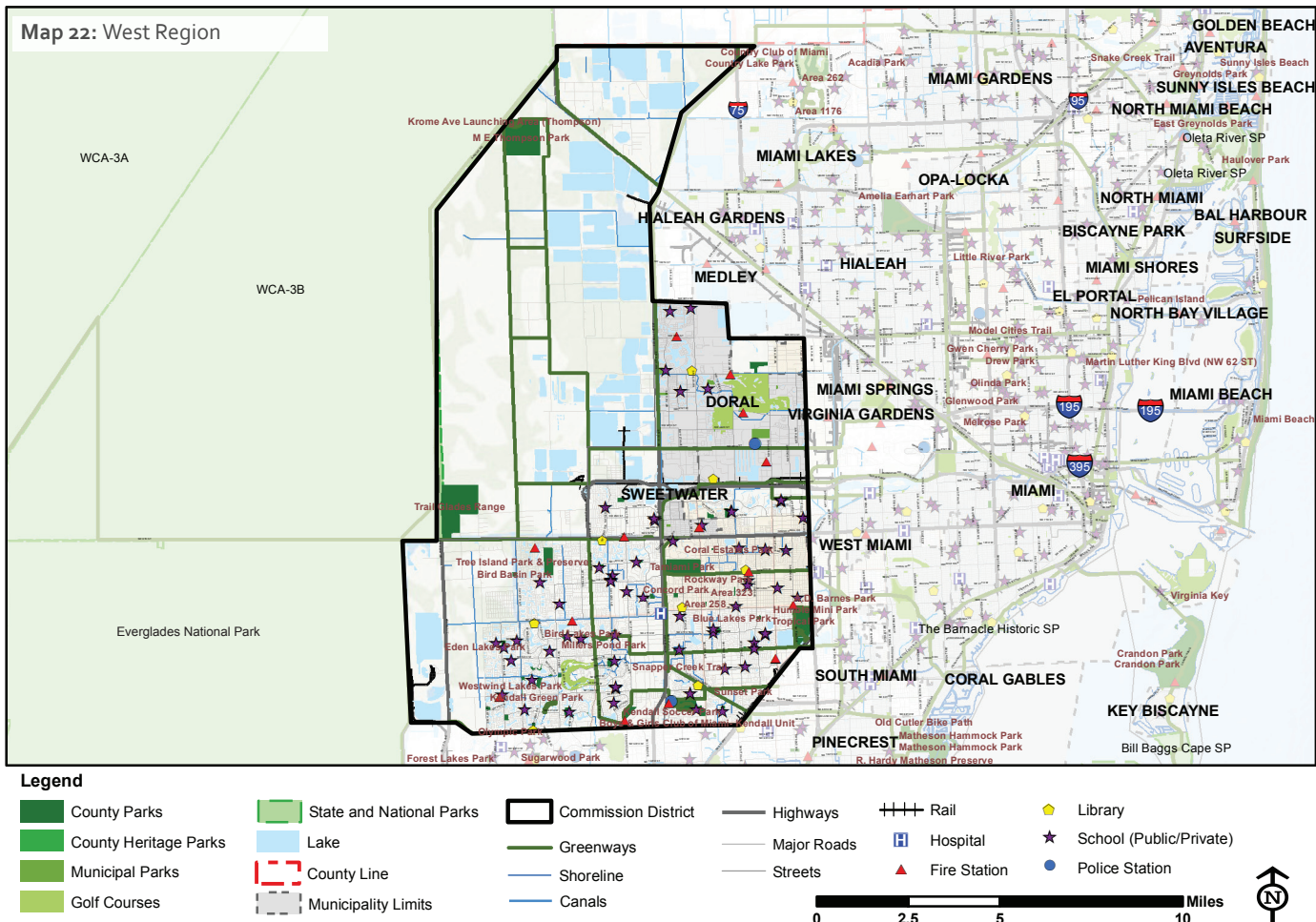


Table 32: West Region Benchmark Comparison

	National Average (NA)	Miami-Dade County	West	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	18.5%	-15.5%
Good	54%	52%	52.1%	-1.9%
Fair	11%	23%	22.5%	+11.5%
Poor	1%	5%	3.8%	+2.8%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	27.1%	+21.1%
Facilities lack the right equipment	7%	22.4%	21.6%	+14.6%
Lack of quality programs	8%	29.5%	27.2%	+19.2%
Class was full	5%	9.1%	10.5%	+5.5%
Use facilities in other counties	10%	5.6%	4.6%	-5.4%
Poor customer service by staff	3%	15.5%	14.5%	+11.5%
Too hot outdoors		29.2%	31.4%	n/a
I do not know what programs are offered	22%	40.2%	41.4%	+19.4%
Facilities operating hours are not convenient	7%	17.8%	19.7%	+12.7%

	National Average (NA)	Miami-Dade County	West	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	26.8%	+11.8%
I do not know the locations of parks or trails	16%	19.0%	18.3%	+2.3%
Security is insufficient	6%	30.7%	24.7%	+18.7%
Too far from my residence	11%	31.2%	33.1%	+22.1%
Program times are not convenient	17%	18.1%	20.0%	+3.0%
Fees are too high	14%	24.9%	20.6%	+4.6%
I do not know locations of recreation facilities	11%	15.4%	15.6%	+4.6%
Not accessible for people with disabilities	2%	4.3%	3.8%	+1.8%
Lack of parking by facilities or park	4%	11.9%	10.2%	+6.2%
Facilities are too often not available	9%	13.1%	14.1%	+5.1%
Lack of public transportation	3%	9.5%	10.4%	+7.4%

Note: Margin of error is +/-4.8%

Region Results

Chart 37: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County's West Region.

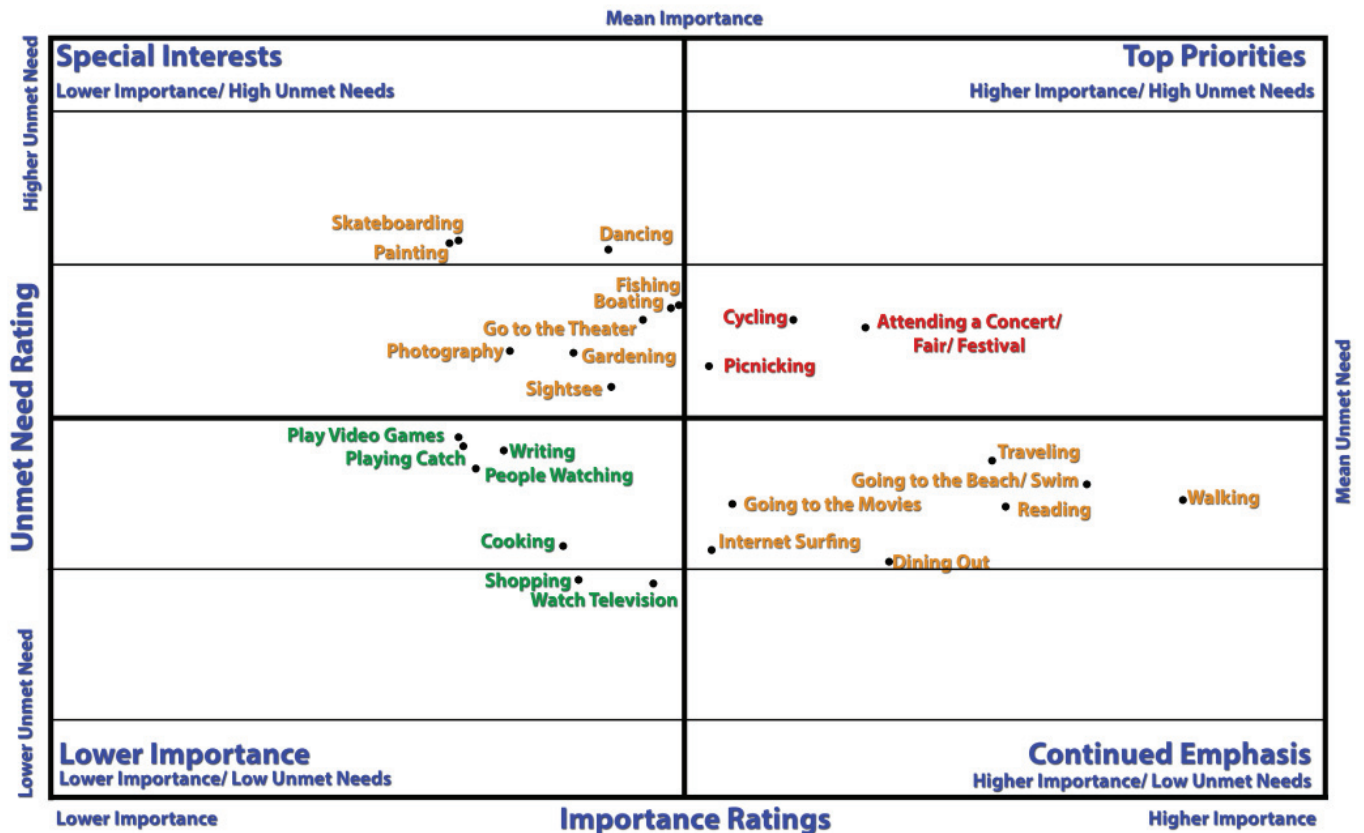
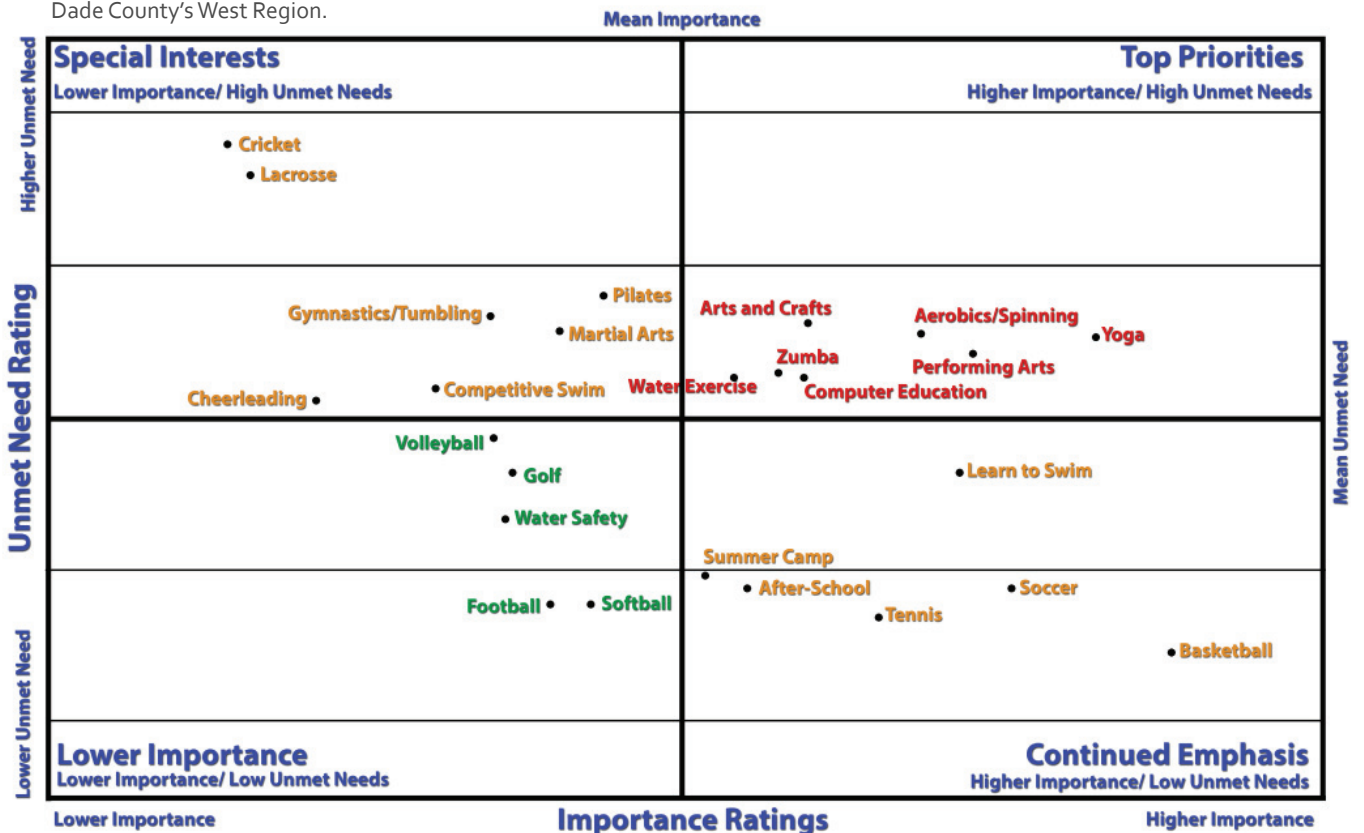


Chart 38: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County's West Region.



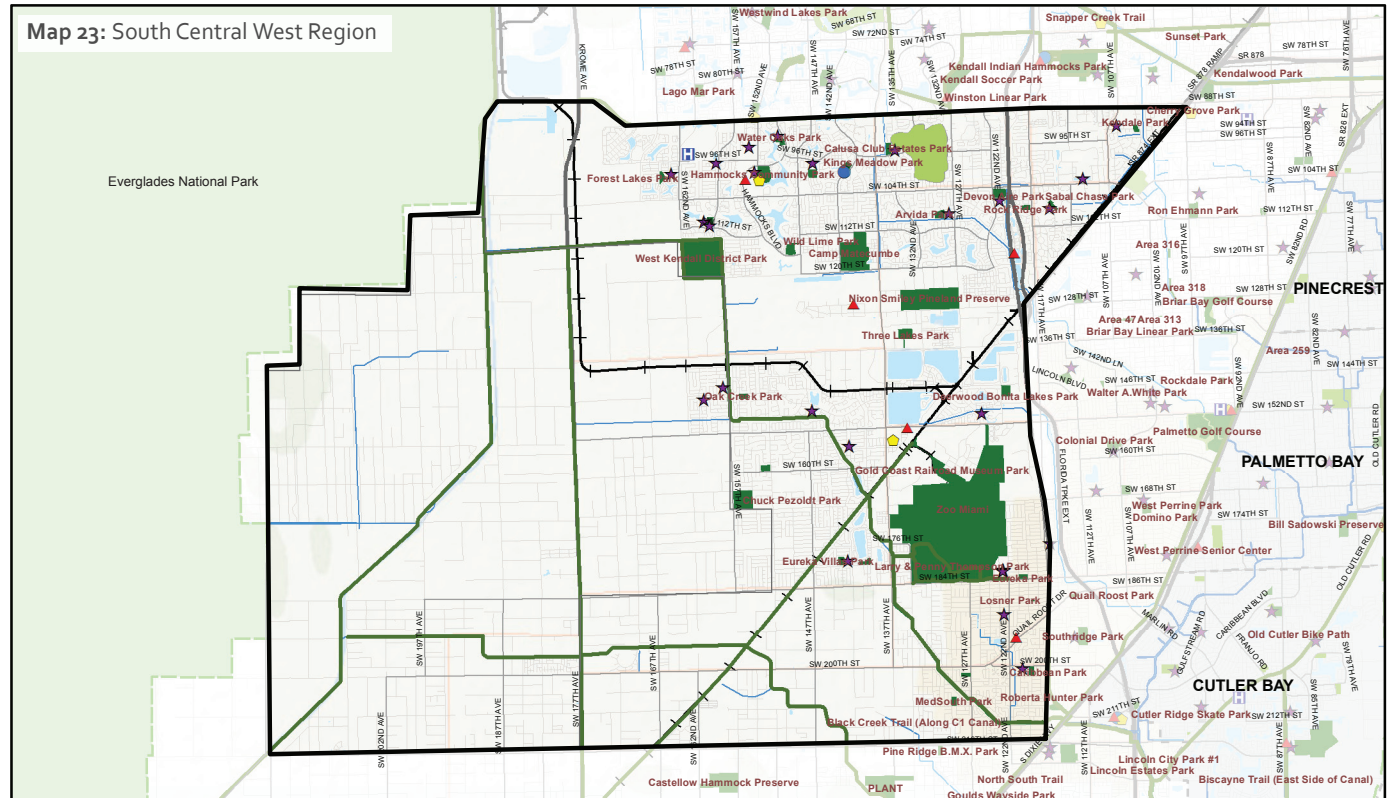


Table 33: South Central West Region Benchmark Comparison

	National Average (NA)	Miami-Dade County	South Central West	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	14.3%	-19.7%
Good	54%	52%	56.4%	+2.4%
Fair	11%	23%	22.5%	+11.8%
Poor	1%	5%	5.2%	+4.2%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	31.6%	+25.6%
Facilities lack the right equipment	7%	22.4%	24.8%	+17.8%
Lack of quality programs	8%	29.5%	30.2%	+22.2%
Class was full	5%	9.1%	6.9%	+1.9%
Use facilities in other counties	10%	5.6%	4.2%	-5.8%
Poor customer service by staff	3%	15.5%	14.8%	+11.8%
Too hot outdoors		29.2%	36.0%	n/a
I do not know what programs are offered	22%	40.2%	41.4%	+19.4%
Facilities operating hours are not convenient	7%	17.8%	16.3%	+9.3%

	National Average (NA)	Miami-Dade County	South Central West	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	24.7%	+19.7%
I do not know the locations of parks or trails	16%	19.0%	20.2%	+4.2%
Security is insufficient	6%	30.7%	30.3%	+24.3%
Too far from my residence	11%	31.2%	35.6%	+24.6%
Program times are not convenient	17%	18.1%	14.2%	-2.8%
Fees are too high	14%	24.9%	25.8%	+11.8%
I do not know locations of recreation facilities	11%	15.4%	17.7%	+6.7%
Not accessible for people with disabilities	2%	4.3%	3.5%	+1.5%
Lack of parking by facilities or park	4%	11.9%	12.7%	+8.7%
Facilities are too often not available	9%	13.1%	12.6%	+3.6%
Lack of public transportation	3%	9.5%	9.0%	+6.0%

Note: Margin of error is +/- 4.8%

Region Results

Chart 39: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County's South Central West Region.

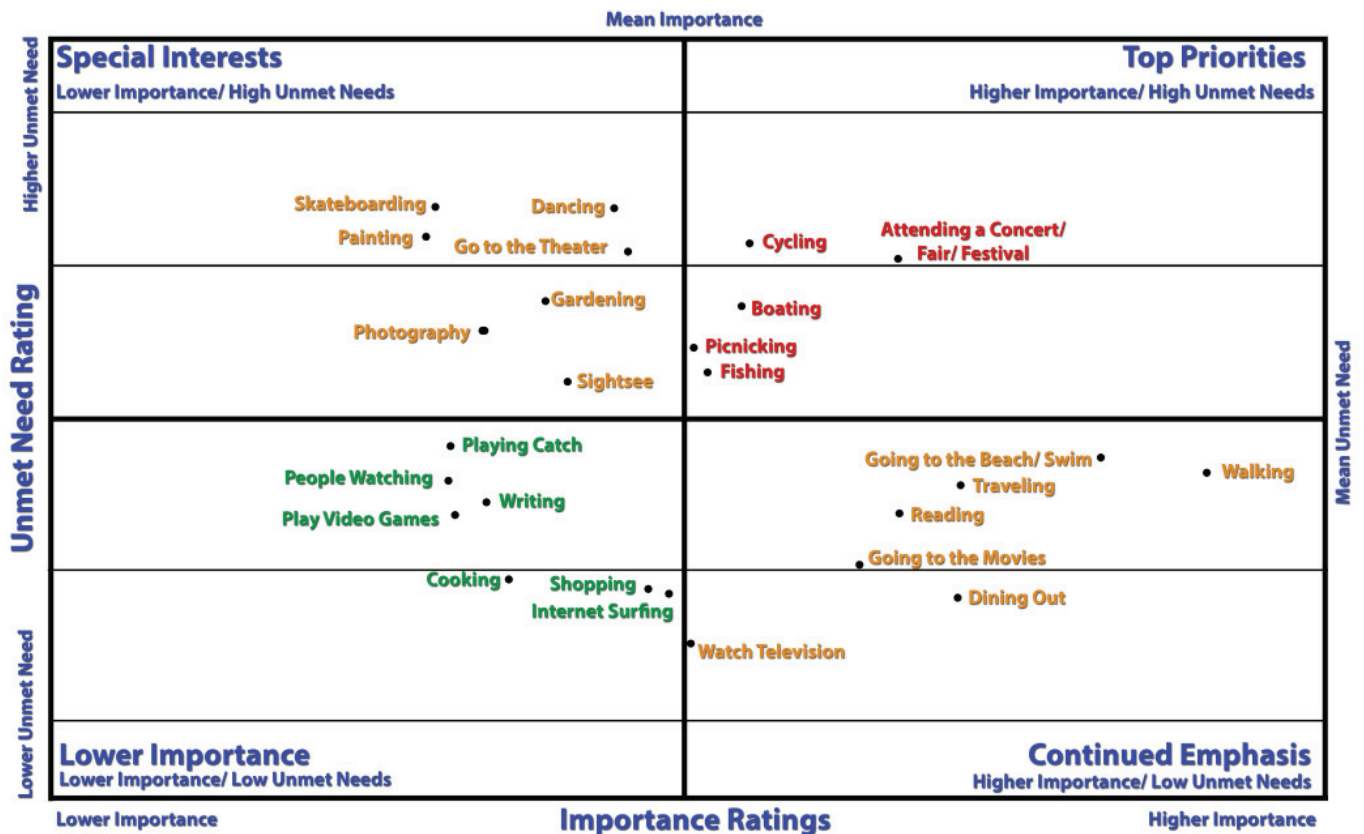
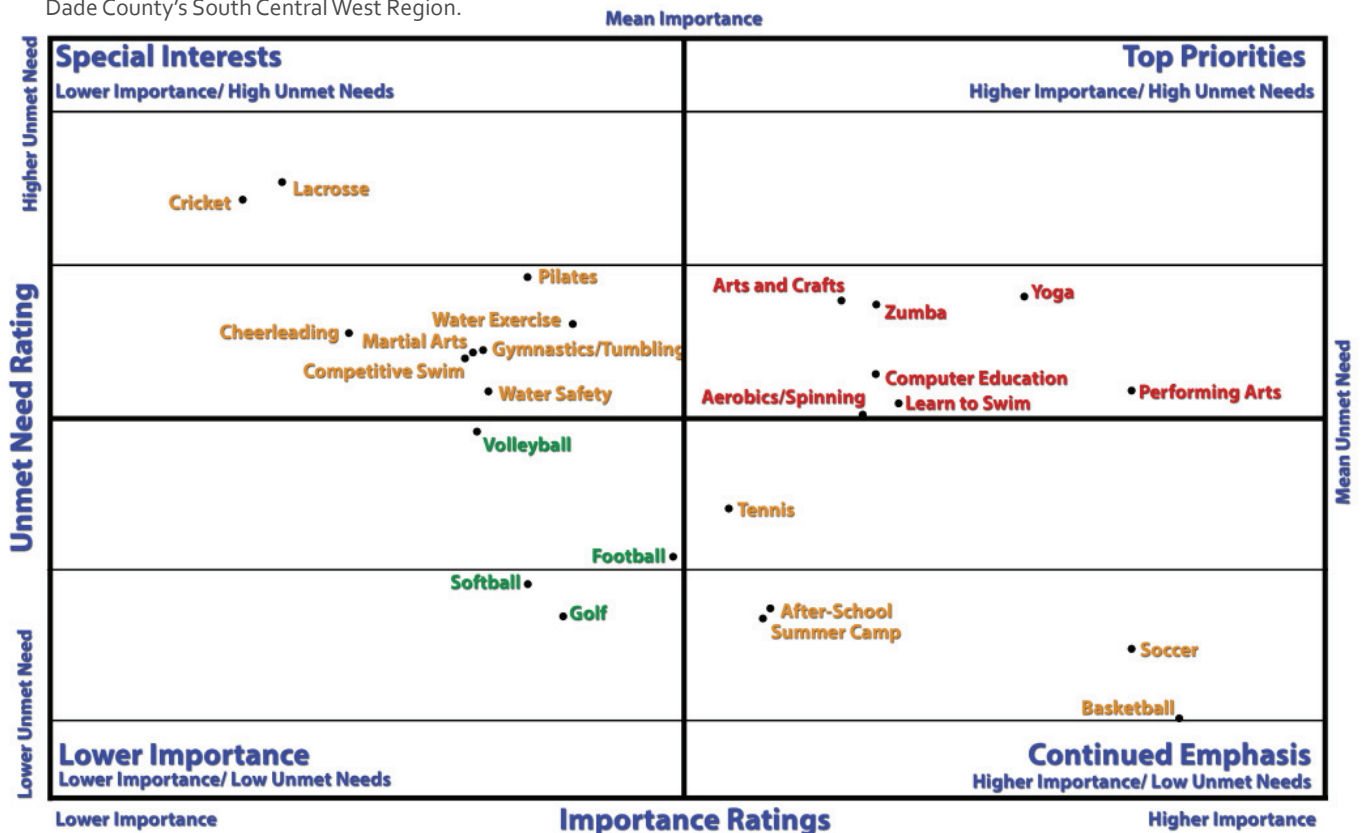


Chart 40: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County's South Central West Region.



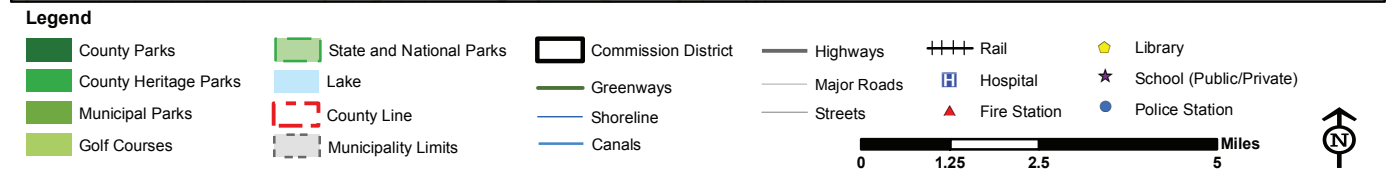
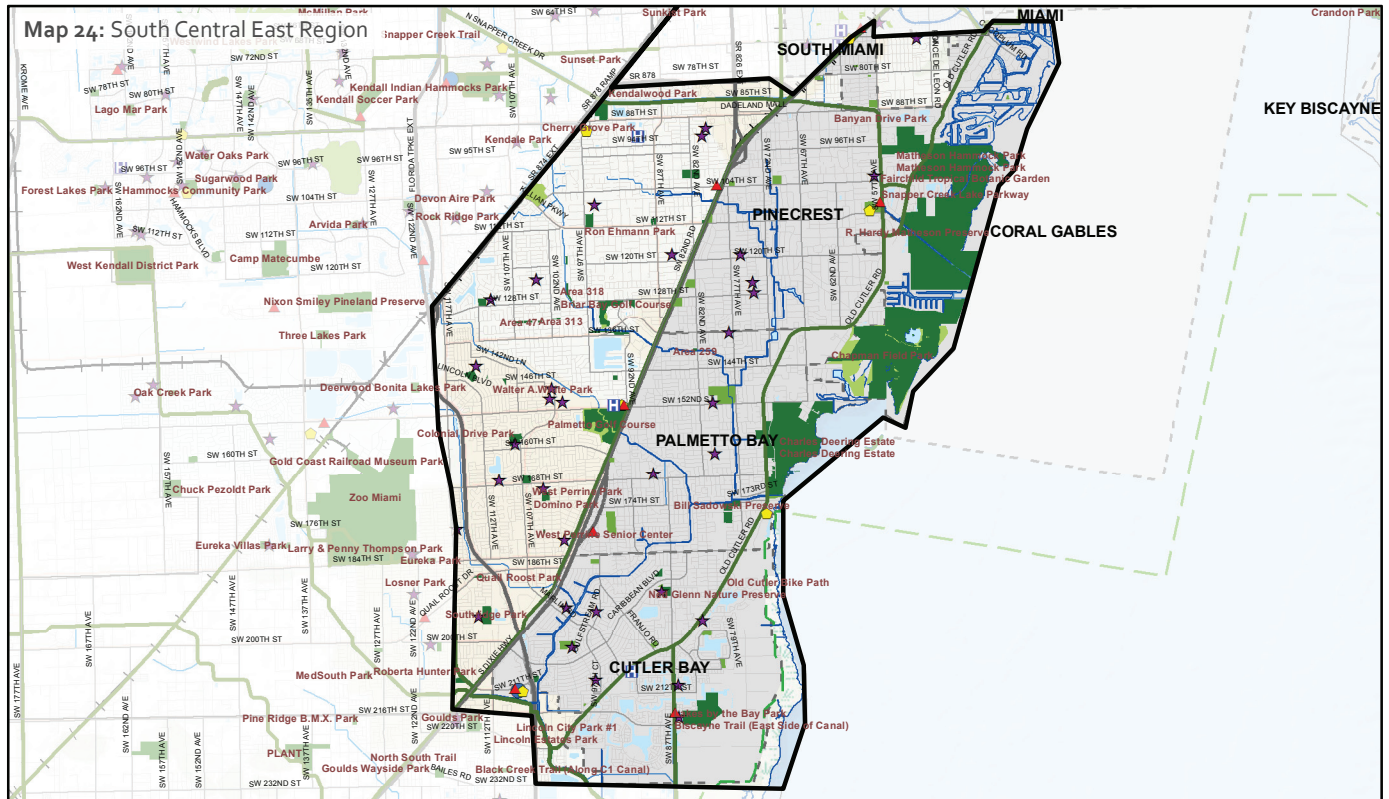


Table 34: South Central East Region Benchmark Comparison

	National Average (NA)	Miami-Dade County	South Central East	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	22.6%	-11.4%
Good	54%	52%	54.5%	+0.5%
Fair	11%	23%	16.9%	+5.9%
Poor	1%	5%	3.4%	+2.4%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	27.1%	+21.1%
Facilities lack the right equipment	7%	22.4%	18.1%	+11.1%
Lack of quality programs	8%	29.5%	26.9%	+18.9%
Class was full	5%	9.1%	7.2%	+2.2%
Use facilities in other counties	10%	5.6%	4.3%	-5.7%
Poor customer service by staff	3%	15.5%	10.4%	+7.4%
Too hot outdoors		29.2%	32.3%	n/a
I do not know what programs are offered	22%	40.2%	40.4%	+18.4%
Facilities operating hours are not convenient	7%	17.8%	15.6%	+8.6%

	National Average (NA)	Miami-Dade County	South Central East	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	20.3%	+5.3%
I do not know the locations of parks or trails	16%	19.0%	18.5%	+2.5%
Security is insufficient	6%	30.7%	22.3%	+16.3%
Too far from my residence	11%	31.2%	28.6%	+17.6%
Program times are not convenient	17%	18.1%	16.6%	-0.4%
Fees are too high	14%	24.9%	20.3%	+6.3%
I do not know locations of recreation facilities	11%	15.4%	14.4%	+3.4%
Not accessible for people with disabilities	2%	4.3%	3.3%	+1.3%
Lack of parking by facilities or park	4%	11.9%	7.5%	+3.5%
Facilities are too often not available	9%	13.1%	11.6%	+2.6%
Lack of public transportation	3%	9.5%	6.3%	+3.3%

Note: Margin of error is +/- 4.8%

Region Results

Chart 41: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County's South Central East Region.

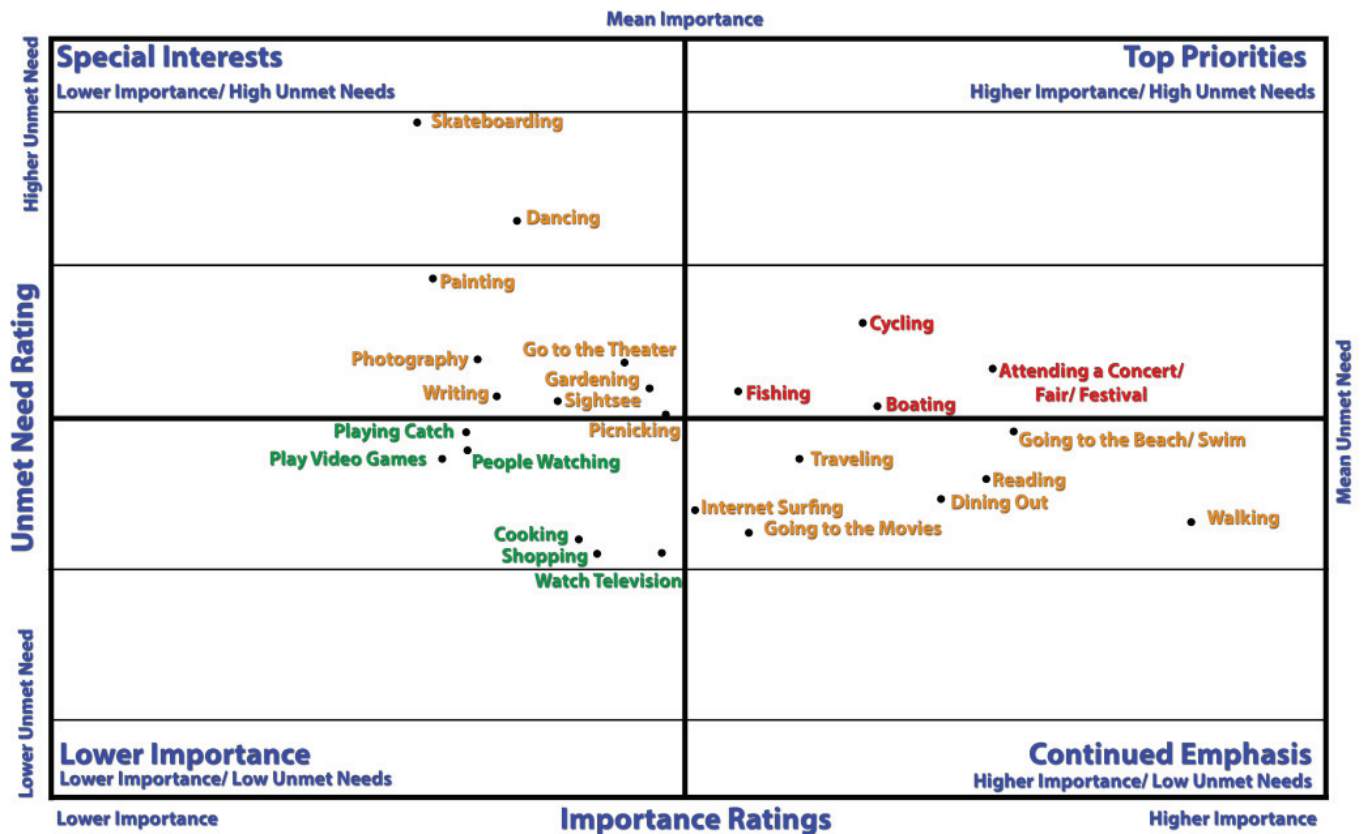
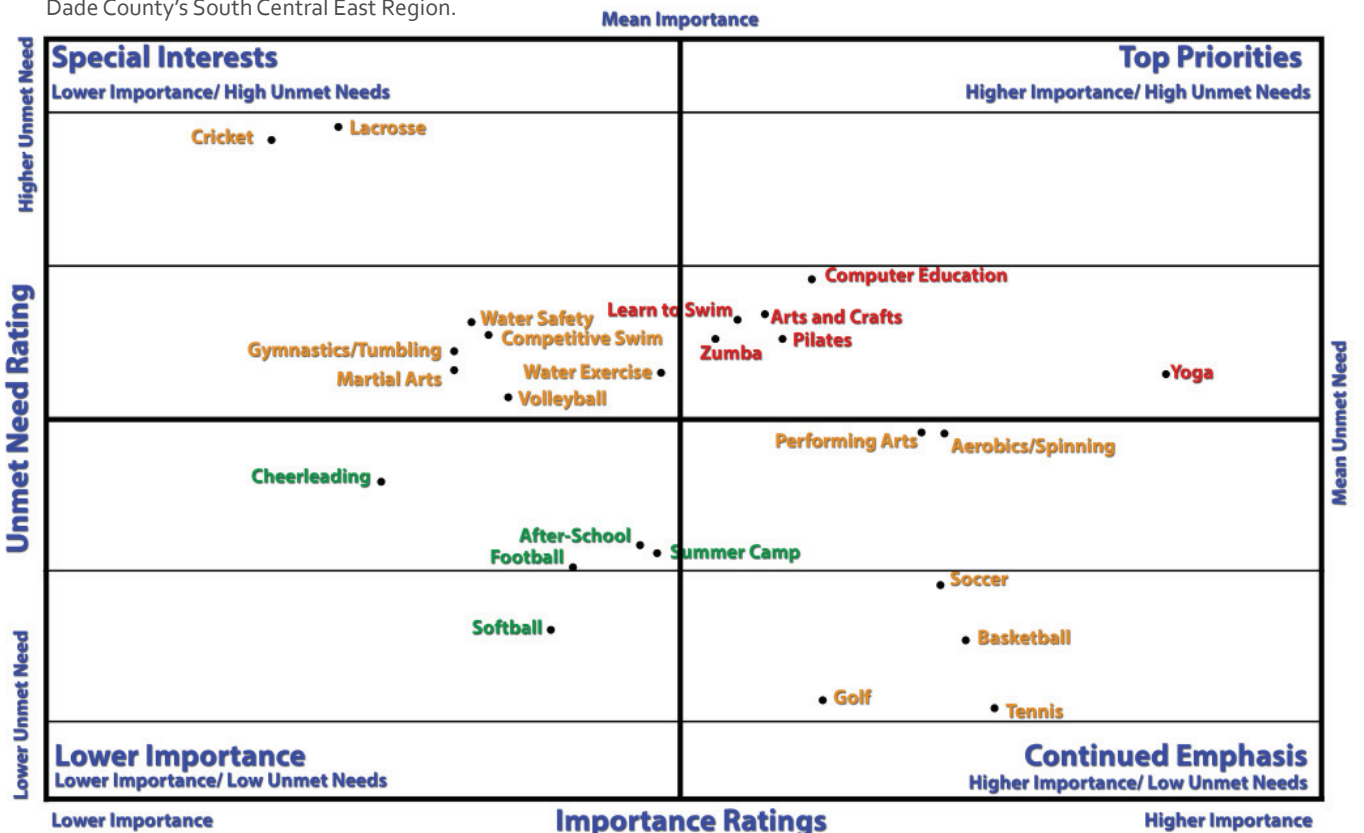


Chart 42: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County's South Central East Region.



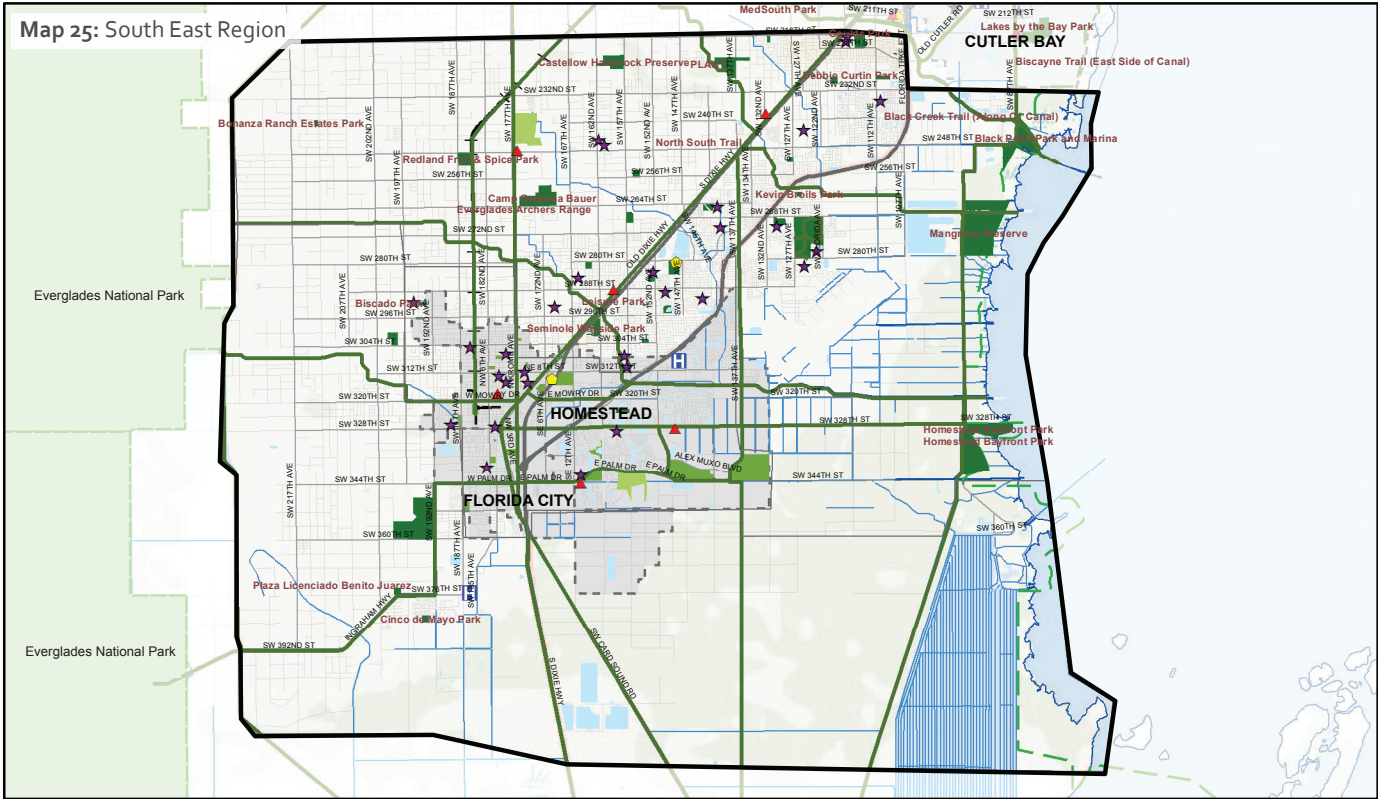


Table 35: South Region Benchmark Comparison

	National Average (NA)	Miami-Dade County	South	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	15.0%	-19.0%
Good	54%	52%	50.7%	-3.3%
Fair	11%	23%	25.6%	+14.6%
Poor	1%	5%	6.5%	+5.5%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	35.2%	+29.2%
Facilities lack the right equipment	7%	22.4%	24.8%	+17.8%
Lack of quality programs	8%	29.5%	31.0%	+23.0%
Class was full	5%	9.1%	7.3%	+2.3%
Use facilities in other counties	10%	5.6%	4.7%	-5.3%
Poor customer service by staff	3%	15.5%	18.1%	+15.1%
Too hot outdoors		29.2%	26.7%	n/a
I do not know what programs are offered	22%	40.2%	40.1%	+18.1%
Facilities operating hours are not convenient	7%	17.8%	15.8%	+8.8%

	National Average (NA)	Miami-Dade County	South	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	24.6%	+9.6%
I do not know the locations of parks or trails	16%	19.0%	21.4%	+5.4%
Security is insufficient	6%	30.7%	39.2%	+33.2%
Too far from my residence	11%	31.2%	35.3%	+24.3%
Program times are not convenient	17%	18.1%	15.4%	-1.6%
Fees are too high	14%	24.9%	30.4%	+16.4%
I do not know locations of recreation facilities	11%	15.4%	16.5%	+5.5%
Not accessible for people with disabilities	2%	4.3%	3.8%	+1.8%
Lack of parking by facilities or park	4%	11.9%	6.3%	+2.3%
Facilities are too often not available	9%	13.1%	14.3%	+5.3%
Lack of public transportation	3%	9.5%	8.0%	+5.0%

Note: Margin of error is +/-4.8%

Region Results

Chart 43: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County's South Region.

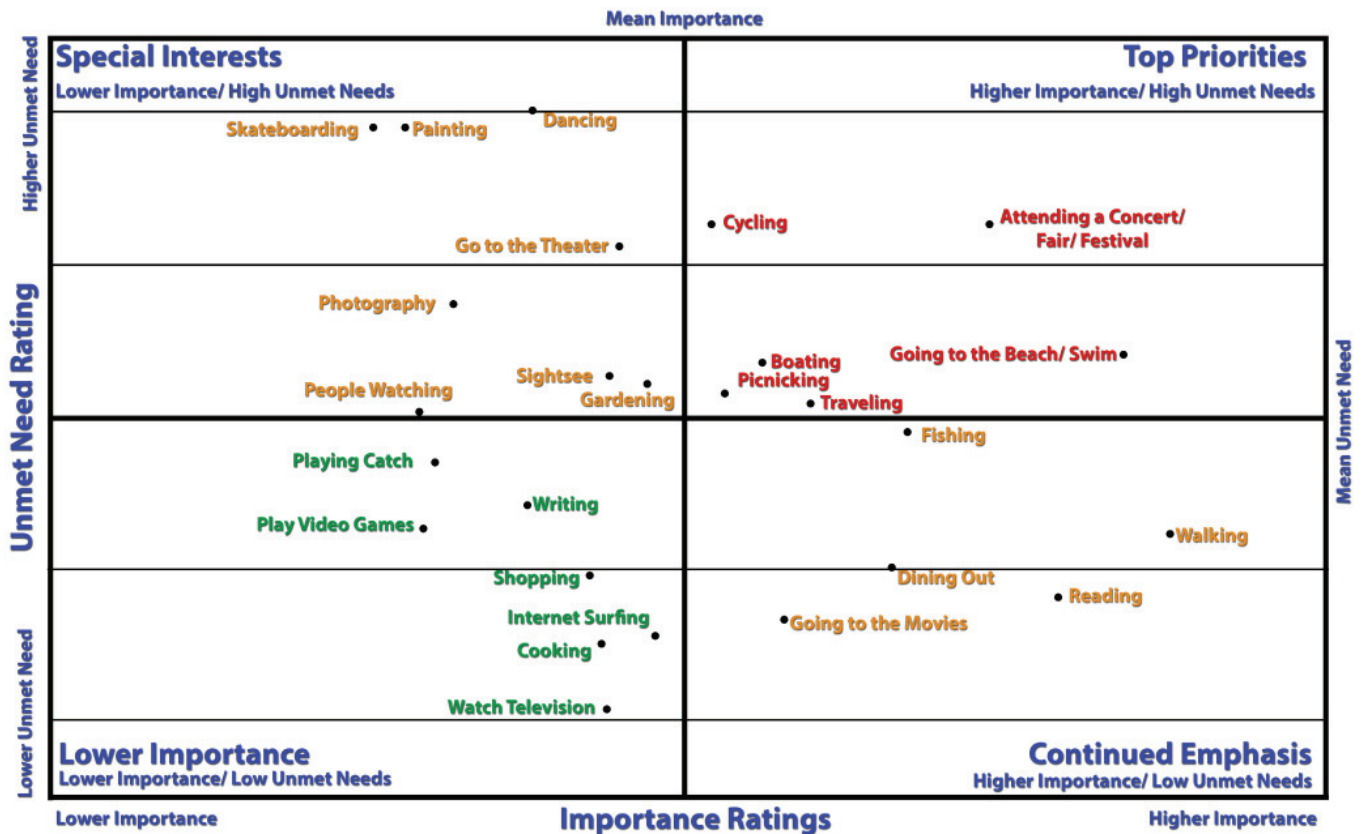
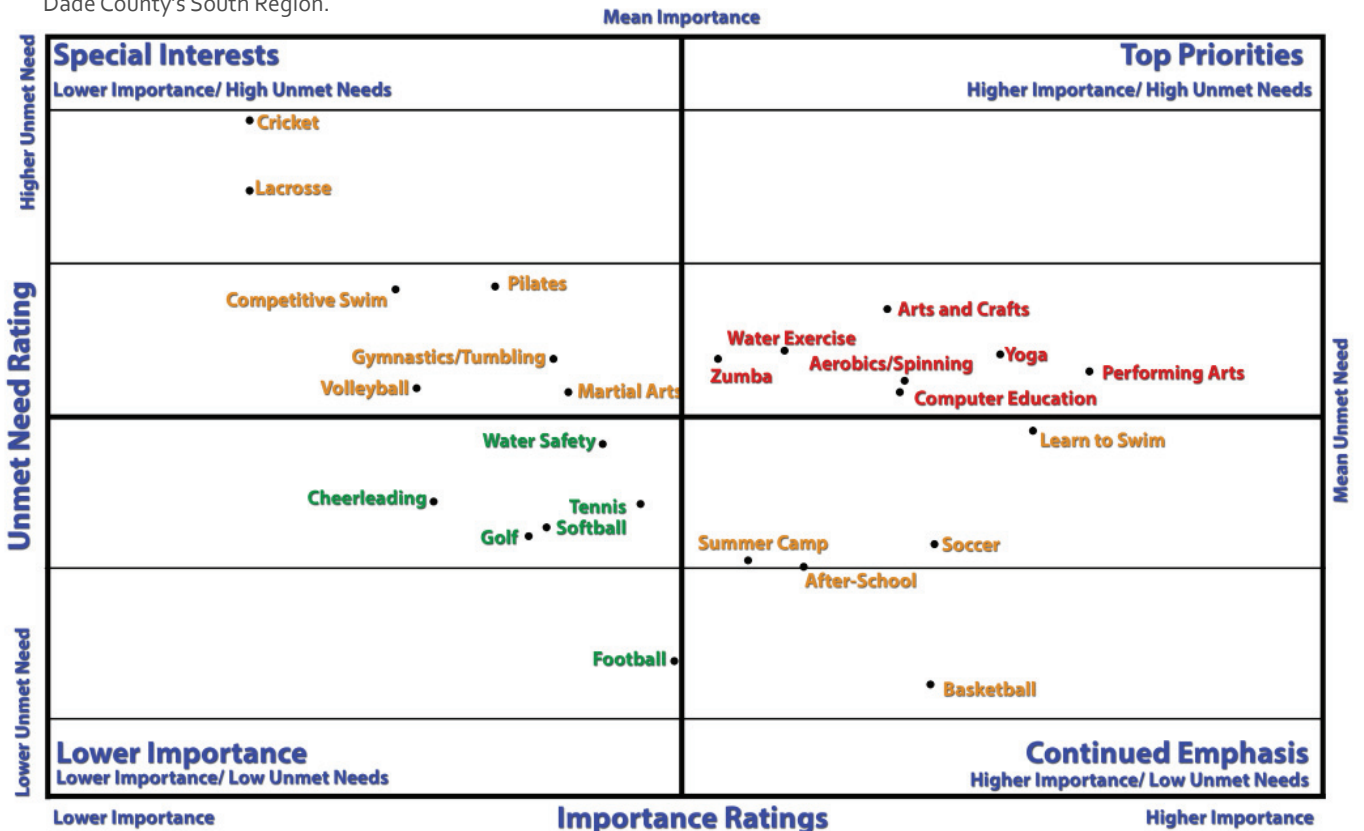


Chart 44: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County's South Region.





Community Results



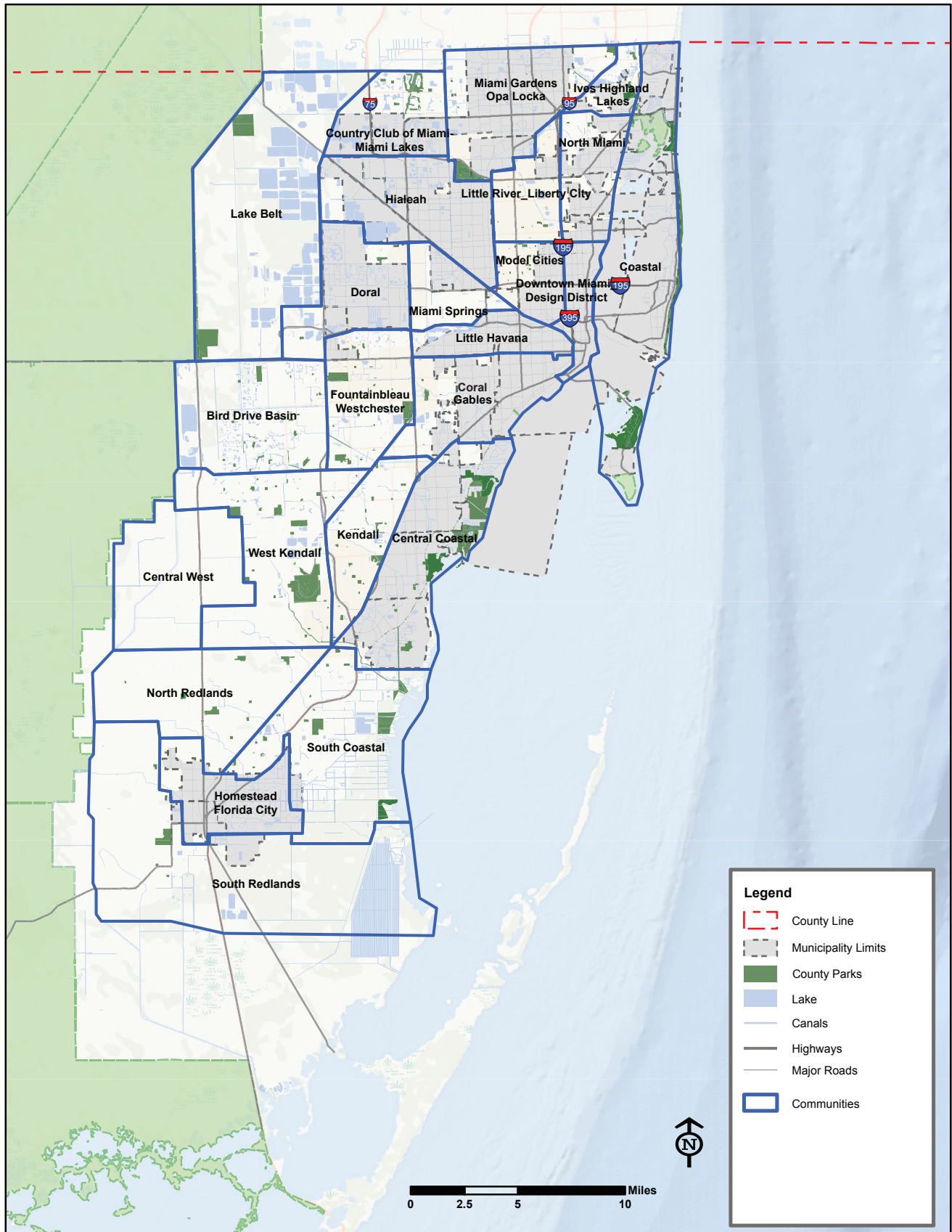
5.0 Overview

Community results are analyzed in Section 5 by combining two to four similar Neighborhoods together into one statistical sample area. Twenty-three Communities were identified for sampling (one Community sample area [Lake Belt] was eliminated due to insufficient responds from a predominately non-residential area of the County). Important findings can be identified through analysis of data at this level and include:

- Residents from Little Havana generally identify economic benefits of parks and recreation while the Central West and Redland areas generally recognize the potential benefits of park and recreation less than other areas of the county;
- The widest range of results for a barrier to participate or visit more often is 'Insufficient security' with the highest ranking (for greatest lack of security) at 51.9% in the Little River - Liberty City area to 15.6% for the Miami Springs area;
- The barrier of 'distance from residence' to participation is greatest in the Central West area at 46.2% and lowest in the Ives-Highland area;
- The barrier of facilities as 'not well maintained' is highest in the South Coastal area at 40.1% and lowest in the Coastal area at 21.3%, both significantly higher than national average of 6%;
- Concessions/Cafes and Restaurants business opportunities are supported by a majority in all Communities;
- The Coastal area has the lowest use of new communications methods, while the Downtown Miami - Design District has the highest use of new technologies.

Section 5

Map 26: The map below identifies the Community boundaries used to analyze survey results.



Community Results

5.1 Key Findings

The following are **Community** level key findings summarized into five board topics:

- Benefits
- Barriers to Use or Participation
- Facility Use and Importance
- Business Opportunities
- Communications

1. Benefits

Analyzing results on a Community-level has identified a larger range of responds. The following are summaries of perceived benefits and the range of results with Regions:

	Highest	Lowest	County Average
Improved physical health and fitness	80.9% (Miami Springs)	59.5% (South Redlands)	73.6%
Help reduce crime	49.0% (Model Cities)	32.2% (North Redlands)	39.8%
Preserve open space and the environment	69.2% (Ives - Highland Lakes)	43.4% (Model Cities)	57.1%
Increase property values in surrounding areas	52.1% (Ives - Highland Lakes)	36.6% (Model Cities)	45.5%
Help attract new residents and businesses	48.6% (Little Havana)	31.1% (Central West)	39.0%
Promote tourism in the County	40.4% (Little Havana)	25.0% (Central West)	33.4%
Communities appear in ()			

Table 36: Benefits associated with parks and recreation by Community.

2. Barriers to Use or Participation

Barriers, both physical such as a canal or highway or non-physical such as ethnicity, racial or income can apply extreme limitation of one's ability to enjoy parks or participate in a recreation activity. **Table 37** compiles the highest and lowest ranking Region by each reason that prevents a resident from using parks or participating in a recreation program or class more often.

	Highest	Lowest	County Average
Reasons that prevent respondents from using parks, trails, and recreation programs more often.			
Facilities are not well maintained	40.1% (South Coastal)	21.3% (Coastal)	30.6%
Facilities lack the right equipment	32.4% (Little River - Liberty City)	15.4% (Coastal)	22.4%
Lack of quality programs	40.1% (Little River - Liberty City)	22.7% (Coastal)	29.5%
Class was full	21.5% (Doral)	4.0% (N. Redlands)	9.1%
Use facilities in other counties	13.2% (Ives - Highland Lakes)	2.9% (Coral Gables)	5.6%
Poor customer service by staff	26.9% (Model Cities)	9.2% (Central West)	15.5%
Too hot outdoors	37.1% (West Kendall)	21.3% (S. Redlands)	29.2%
I do not know what programs are offered	49.5% (Downtown Miami)	32.2% (Miami Gardens)	40.2%
Facilities operating hours are not convenient	23.2% (Hialeah)	10.6% (S. Redlands)	17.8%
Program or facility not offered	31.8% (Doral)	18.8% (Coastal)	24.5%
I do not know the locations of parks or trails	27.5% (Downtown Miami)	14.6% (Miami Springs)	19.0%
Security is insufficient	51.9% (Little River - Liberty City)	15.6% (Miami Springs)	30.7%
Too far from my residence	46.2% (Central West)	24.6% (Ives - Highland)	31.2%
Program times are not convenient	22.5% (County Club - Miami Lakes)	9.2% (Central West)	18.1%
Fees are too high	39.4% (Model Cities)	17.4% (Coastal)	24.9%
I do not know locations of recreation facilities	24.6% (Central West)	12.5% (Miami Lakes, Miami Springs)	15.4%
Not accessible for people with disabilities	11.1% (Little River, Model Cities)	1.0% (Miami Springs)	4.3%
Lack of parking by facilities or park	20.4% (Coral Gables)	4.2% (Miami Springs)	10.9%
Facilities are too often not available	19.7% (Little Havana)	7.8% (Coastal)	13.1%
Lack of public transportation	14.8% (Model Cities)	1.0% (Miami Springs)	9.5%
Communities appear in ()			

Table 37: Reason that prevents respondents from using parks, trails and recreation programs more often by Community.

Note: Margin of error is +/-4.8%

3. Facility Use and Importance

Facilities use and importance vary substantially throughout Miami-Dade County. **Table 38** identifies the most used facility and the facility that is most important in each Community.

	Facility Used the Most (with the Highest Deviation from County Average)	Most Important Facility (with the Highest Deviation from County Average)
Ives - Highland Lakes	Community Centers (+8.5%)	Natural Areas (+3.2%)
North Miami	Community Centers (+10.7%)	Community Centers (+3.1%)
Little River - Liberty City	Community Centers (+17.6%)	Walking Paths (+8.0%)
Miami Gardens - Opa Locka	Community Centers (+17.5%)	Indoor Fitness Spaces (+3.7%)
County Club - Miami Lakes	Picnic Shelters (+12.0%)	Walking Paths (+3.3%)
Hialeah	Water Park (+15.8%)	Basketball Courts (+2.6%)
Doral	Youth Soccer Fields (+13.3%)	Tennis Courts (+4.0%)
Miami Springs	Outdoor Pool (+26.5%)	Bike Lanes/ Paths (+5.3%)
Model Cities	Community Centers (+17.5%)	Basketball Courts (+5.4%)
Coastal	Museums (+11.1%)	Tennis Courts (+3.1%)
Downtown Miami - Design District	Museums (+14.1%)	Walking Paths (+5.3%)
Little Havana	Water Park (+10.3%)	Outdoor Pool (+4.8%)
Fountainbleau - Westchester	Picnic Shelters (+10.8%)	Walking Paths (+2.0%)
Bird Drive Basin	Picnic Shelters (+5.1%)	Youth Baseball Fields (+2.4%)
Coral Gables	Marinas (+7.0%)	Bike Lanes/ Paths (+1.6%)
Central Coast	Marinas (+21.2%)	Tennis Courts (+1.6%)
Kendall	Tennis (+6.7%)	Basketball Courts (+2.3%)
West Kendall	Basketball Courts (+4.5%)	Youth Soccer Fields (+1.9%)
Central West	Walking Paths (+11.9%)	Walking Paths (+17.3%)
North Redlands	Fishing Areas (+17.2%)	Marinas (+7.3%)
South Coastal	Water Park (+12.1%)	Playgrounds (+2.9%)
Homestead - Florida City	Splash Pads (+8.3%)	Playgrounds (+7.7%)
South Redlands	Fishing Areas (+21.8%)	Fishing Areas (+6.5%)

Table 38: Most used and most important facility by Community with greatest deviation from County average.

4. Business Opportunities

Table 39 identifies the highest and lowest support for various business opportunities with reference to Communities. The majority of residents support opportunities for concessions/cafes, fitness facilities and restaurants.

	Highest Support	Lowest Support	County Average
Private business opportunities that residents would support on public park property if usage fee would be paid to help support the operation and maintenance of the park.			
Concession/ Cafe	78.6% (Coastal)	56.2% (Miami Springs)	68.1%
Commercial Shopping	46.1% (Model Cities)	23.6% (Central Coast)	32.8%
Camping Facility	55.1% (North Redlands)	27.7% (Little River - Liberty City)	42.7%
Extreme Sports Venue	41.5% (South Redlands)	25.2% (Coastal)	32.0%
Resort Hotel	39.0% (South Redlands)	22.6% (Fountainbleau - Westchester)	27.3%
Restaurants	68.3% (South Redlands)	50.8% (Central West)	60.1%
Fitness Facility	76.9% (Little River - Liberty City)	47.1% (Miami Springs)	63.9%
Water Park	77.0% (Central West)	47.6% (Coastal)	61.5%
Advertisements/ Billboards	20.9% (Miami Gardens)	9.7% (Central Coast)	14.8%
Communities appear in ()			

Table 39: Business opportunities with Communities.

Community Results

5. Communications

Communications techniques are a combination of traditional (word of mouth) in the Central West and Miami Springs and Miami Gardens areas and new, emerging means such as Twitter and Facebook, primarily in the Downtown Miami and Coral Gables areas. **Table 40** identifies the most popular and least popular means of learning about park and recreation programs, classes and events and identifies the Communities with the highest and lowest use.

	Highest Use	Lowest Use	County Average
Communication means residents currently use to learn about park and recreation programs, classes and events.			
Printed Brochure	60.0% (Central West)	43.1% (Model Cities)	50.9%
Television	45.1% (Hialeah)	21.0% (Coastal)	33.7%
Mail	49.4% (Miami Gardens)	32.3% (Central West)	42.8%
Website	49.0% (Coral Gables)	31.7% (Little River - Liberty City)	40.6%
Social Media	37.3% (Downtown Miami - Design District)	16.5% (Coastal)	25.9%
Family	49.1% (Model Cities)	20.2% (Coastal)	35.5%
E-Mail Blasts	25.4% (Downtown Miami - Design District)	11.5% (Miami Springs)	18.8%
Newspaper	49.0% (Miami Springs)	26.7% (Hialeah)	33.2%
Not Aware	9.6% (Ives - Highland Lakes)	4.2% (Miami Gardens)	6.8%
Radio	34.7% (Model Cities)	13.2% (Coastal)	22.7%
Friends	59.4% (Miami Springs)	42.6% (Coastal)	50.9%
Other	6.5% (Model Cities)	1.4% (Little Havana)	4.3%
Communities appear in ()			

Table 40: Most and least used technique for learning about park and recreation programs, classes and event with Communities.

5.3 Community Level Results

The following are Community level results organized as a full-spread for each Community. Each spread includes the following information:

- Map of each Community with parks and landmarks identified,
- Benchmark comparisons of Community to Miami-Dade County results and National Averages,
- Importance/ Unmet Needs Matrices for leisure activities and park and recreation sports, programs and classes.

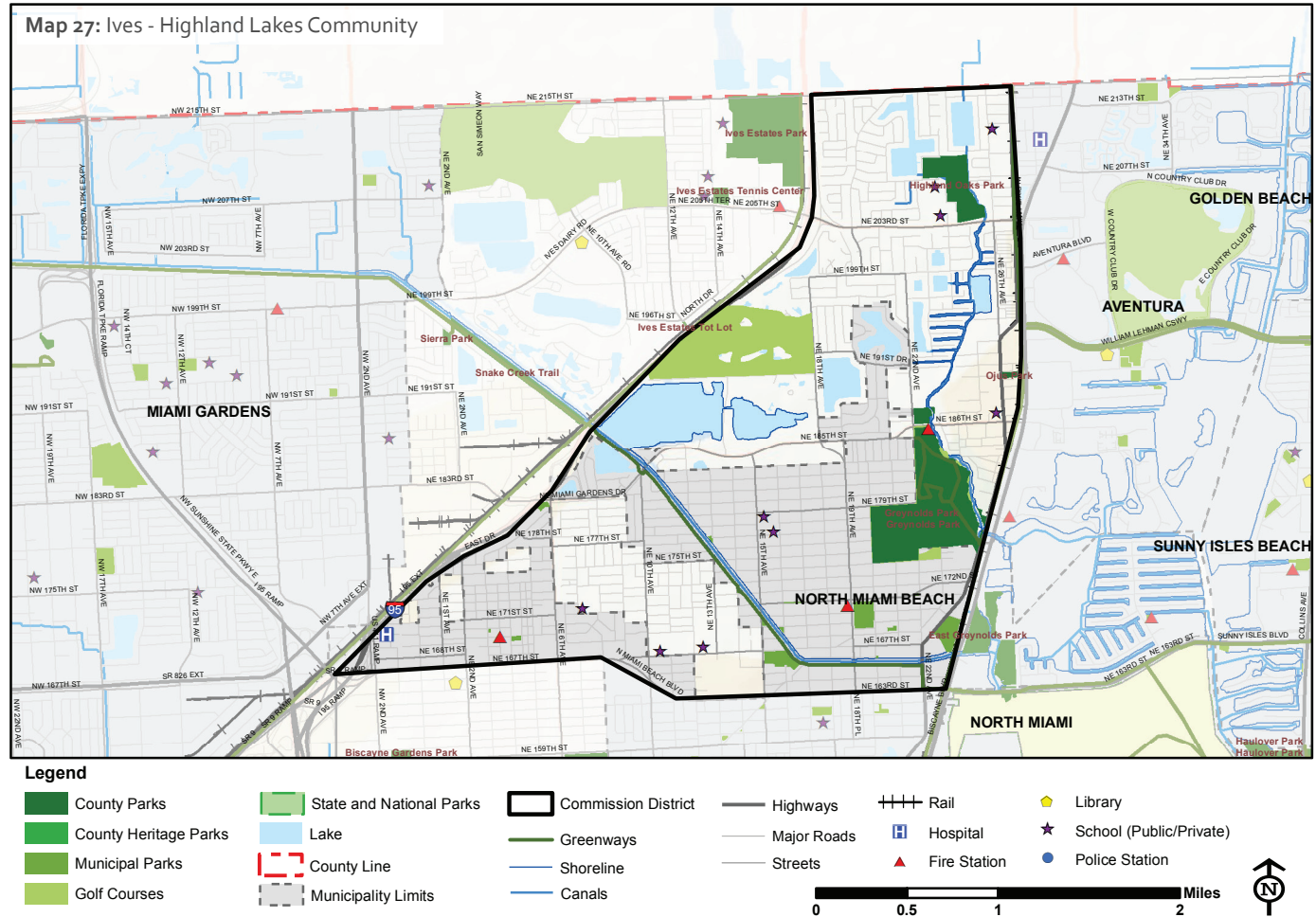


Table 41: Ives - Highland Lakes Community Benchmark Comparison

	National Average (NA)	Miami-Dade County	Ives - Highland Lakes	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	12.3%	-21.7%
Good	54%	52%	49.1%	-4.9%
Fair	11%	23%	26.3%	+15.3%
Poor	1%	5%	6.1%	+5.1%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	28.9%	+22.9%
Facilities lack the right equipment	7%	22.4%	20.2%	+13.2%
Lack of quality programs	8%	29.5%	28.1%	+20.1%
Class was full	5%	9.1%	7.9%	+2.9%
Use facilities in other counties	10%	5.6%	13.2%	+3.2%
Poor customer service by staff	3%	15.5%	12.3%	+9.3%
Too hot outdoors		29.2%	25.4%	n/a
I do not know what programs are offered	22%	40.2%	42.1%	+20.1%
Facilities operating hours are not convenient	7%	17.8%	19.3%	+12.3%

	National Average (NA)	Miami-Dade County	Ives - Highland Lakes	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	25.4%	+10.4%
I do not know the locations of parks or trails	16%	19.0%	19.3%	+3.3%
Security is insufficient	6%	30.7%	27.3%	+21.3%
Too far from my residence	11%	31.2%	24.6%	+13.6%
Program times are not convenient	17%	18.1%	17.5%	+0.5%
Fees are too high	14%	24.9%	26.3%	+12.3%
I do not know locations of recreation facilities	11%	15.4%	18.4%	+7.4%
Not accessible for people with disabilities	2%	4.3%	2.6%	+0.6%
Lack of parking by facilities or park	4%	11.9%	7.0%	+3.0%
Facilities are too often not available	9%	13.1%	10.5%	+1.5%
Lack of public transportation	3%	9.5%	12.3%	+9.3%

Note: Margin of error is +/- 4.8%

Community Results

Chart 45: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County's Ives - Highland Lakes Community.

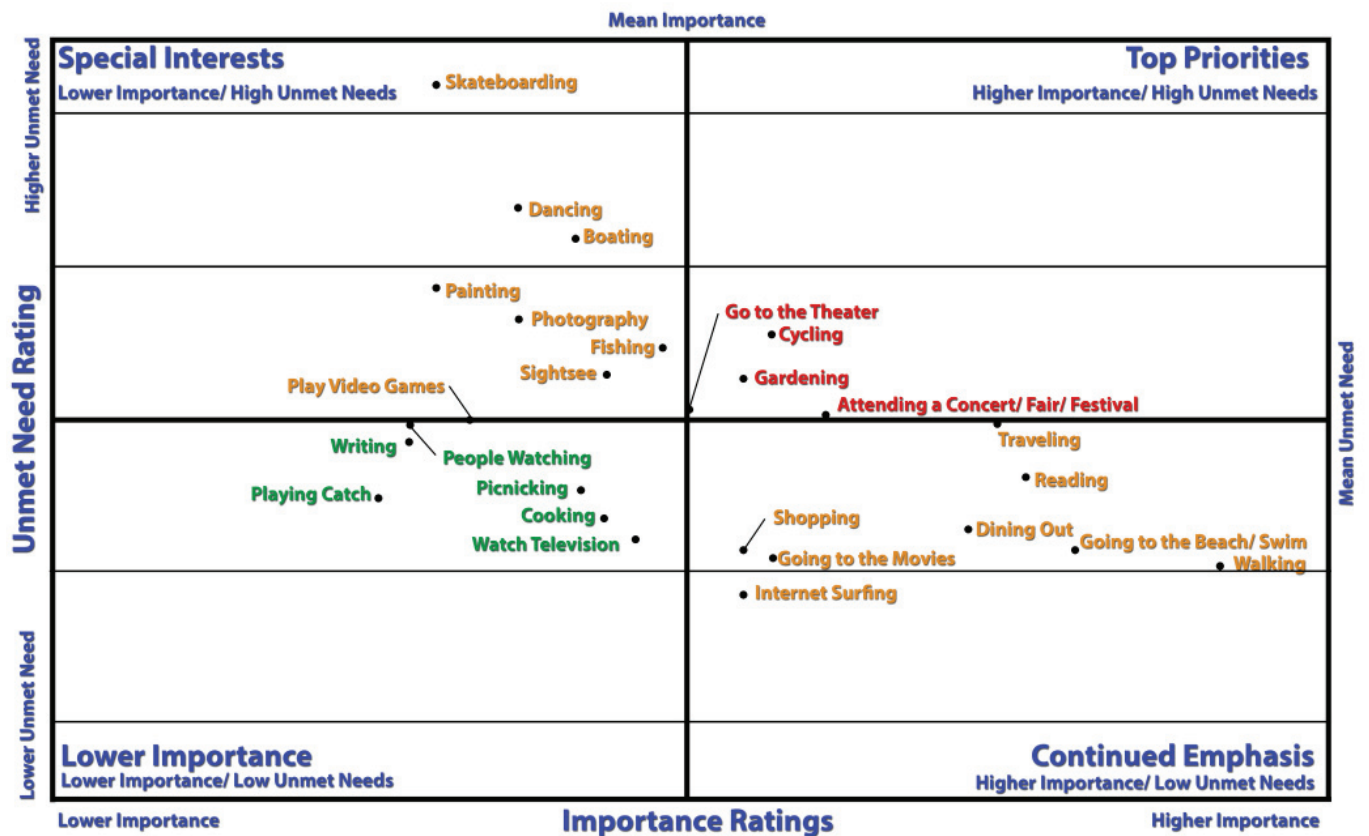
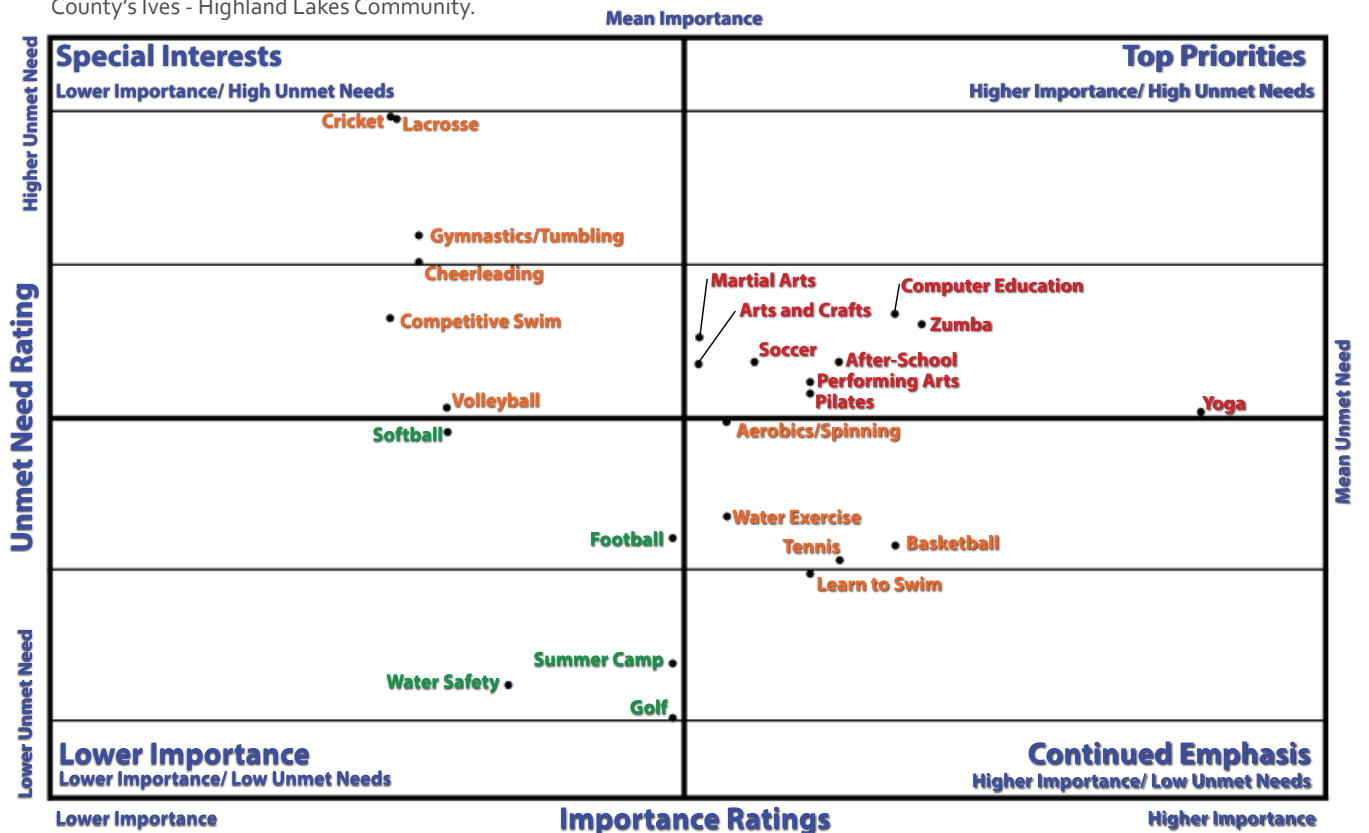
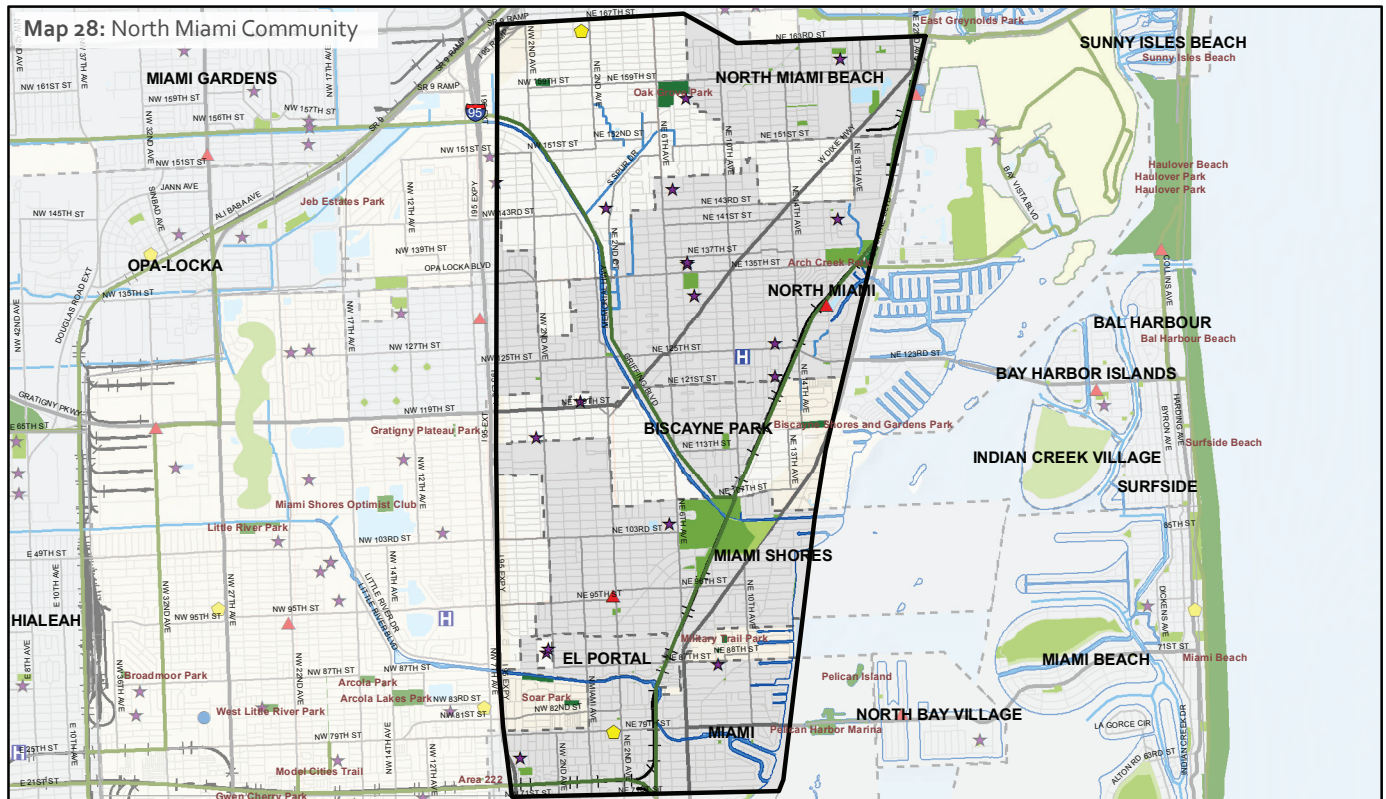


Chart 46: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County's Ives - Highland Lakes Community.



Community



Legend

County Parks	State and National Parks	Commission District	Highways	Rail	Library
County Heritage Parks	Lake	Greenways	Major Roads	Hospital	School (Public/Private)
Municipal Parks	County Line	Shoreline	Streets	Fire Station	Police Station
Golf Courses	Municipality Limits	Canals			

0 0.75 1.5 3 Miles



Table 42: North Miami Community Benchmark Comparison

	National Average (NA)	Miami-Dade County	North Miami	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	14.1%	-19.9%
Good	54%	52%	47.0%	-7.0%
Fair	11%	23%	35.2%	+24.2%
Poor	1%	5%	9.4%	+8.4%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	34.7%	+28.7%
Facilities lack the right equipment	7%	22.4%	24.9%	+17.9%
Lack of quality programs	8%	29.5%	33.5%	+25.5%
Class was full	5%	9.1%	10.5%	+5.5%
Use facilities in other counties	10%	5.6%	9.0%	-1.0%
Poor customer service by staff	3%	15.5%	17.6%	+14.6%
Too hot outdoors		29.2%	28.1%	n/a
I do not know what programs are offered	22%	40.2%	35.7%	+13.7%
Facilities operating hours are not convenient	7%	17.8%	20.8%	+13.8%

	National Average (NA)	Miami-Dade County	North Miami	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	26.2%	+11.2%
I do not know the locations of parks or trails	16%	19.0%	17.8%	+1.8%
Security is insufficient	6%	30.7%	35.5%	+29.5%
Too far from my residence	11%	31.2%	35.0%	+25.0%
Program times are not convenient	17%	18.1%	20.8%	+3.8%
Fees are too high	14%	24.9%	29.1%	+15.1%
I do not know locations of recreation facilities	11%	15.4%	15.2%	+4.2%
Not accessible for people with disabilities	2%	4.3%	5.9%	+3.9%
Lack of parking by facilities or park	4%	11.9%	9.8%	+5.8%
Facilities are too often not available	9%	13.1%	13.9%	+4.9%
Lack of public transportation	3%	9.5%	10.8%	+7.8%

Note: Margin of error is +/-4.8%

Community Results

Chart 47: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County's North Miami Community.

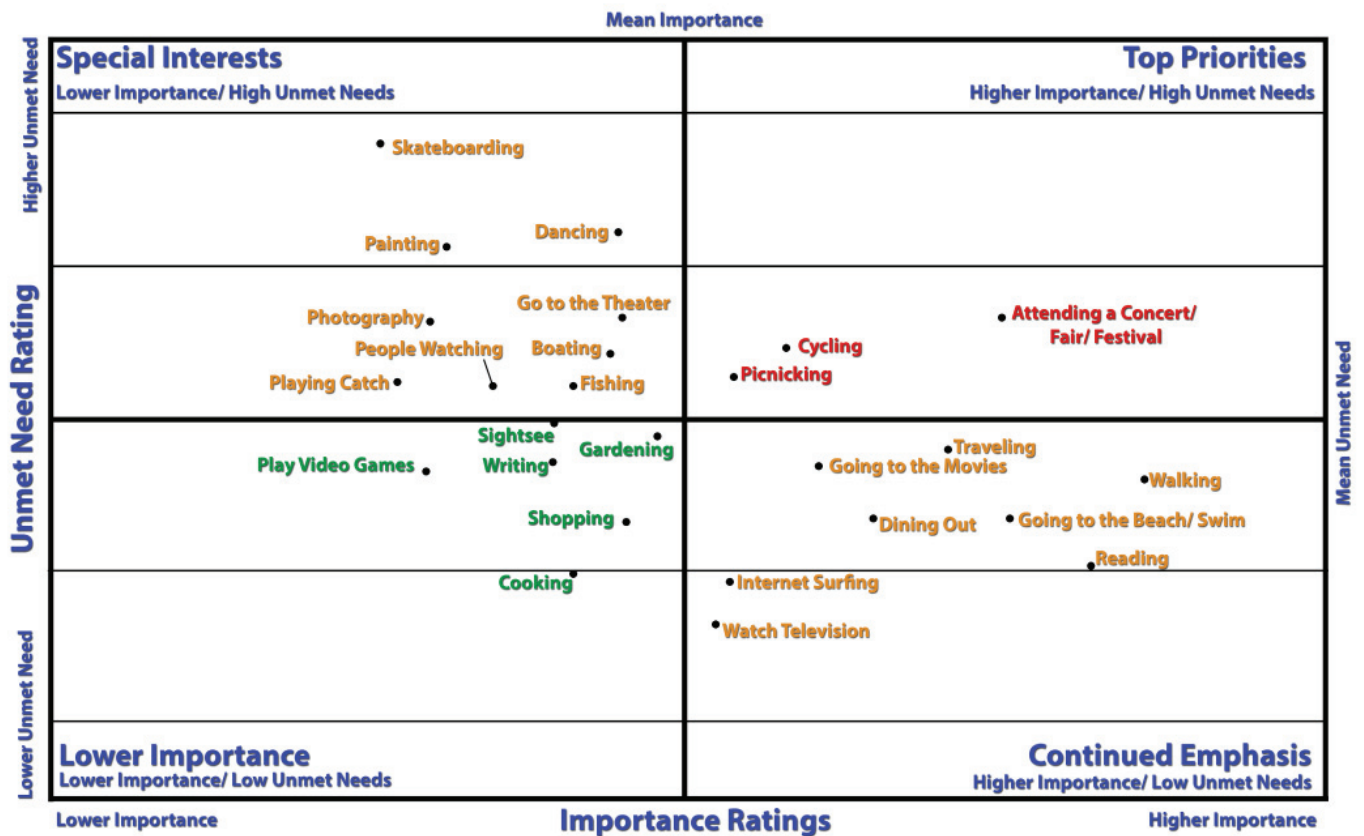
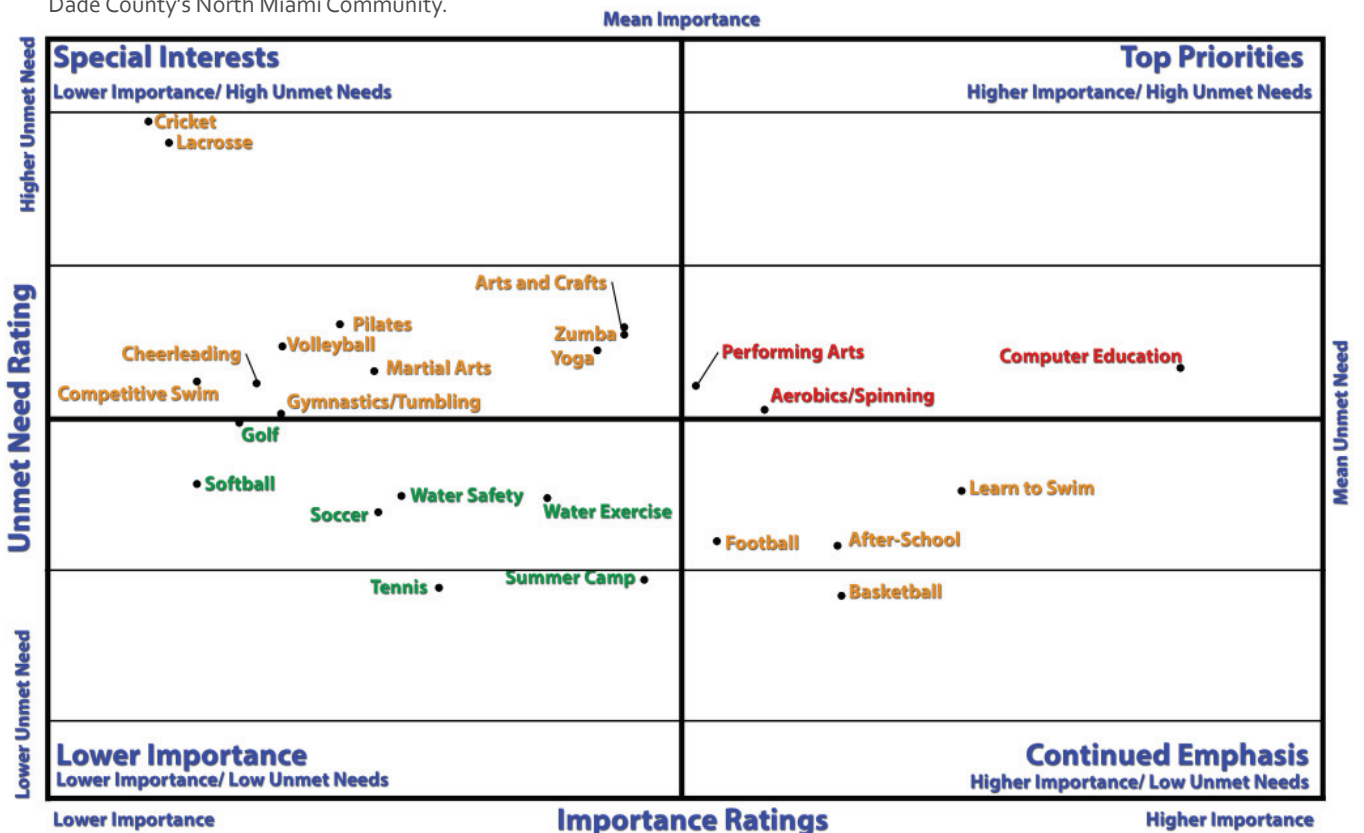


Chart 48: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County's North Miami Community.



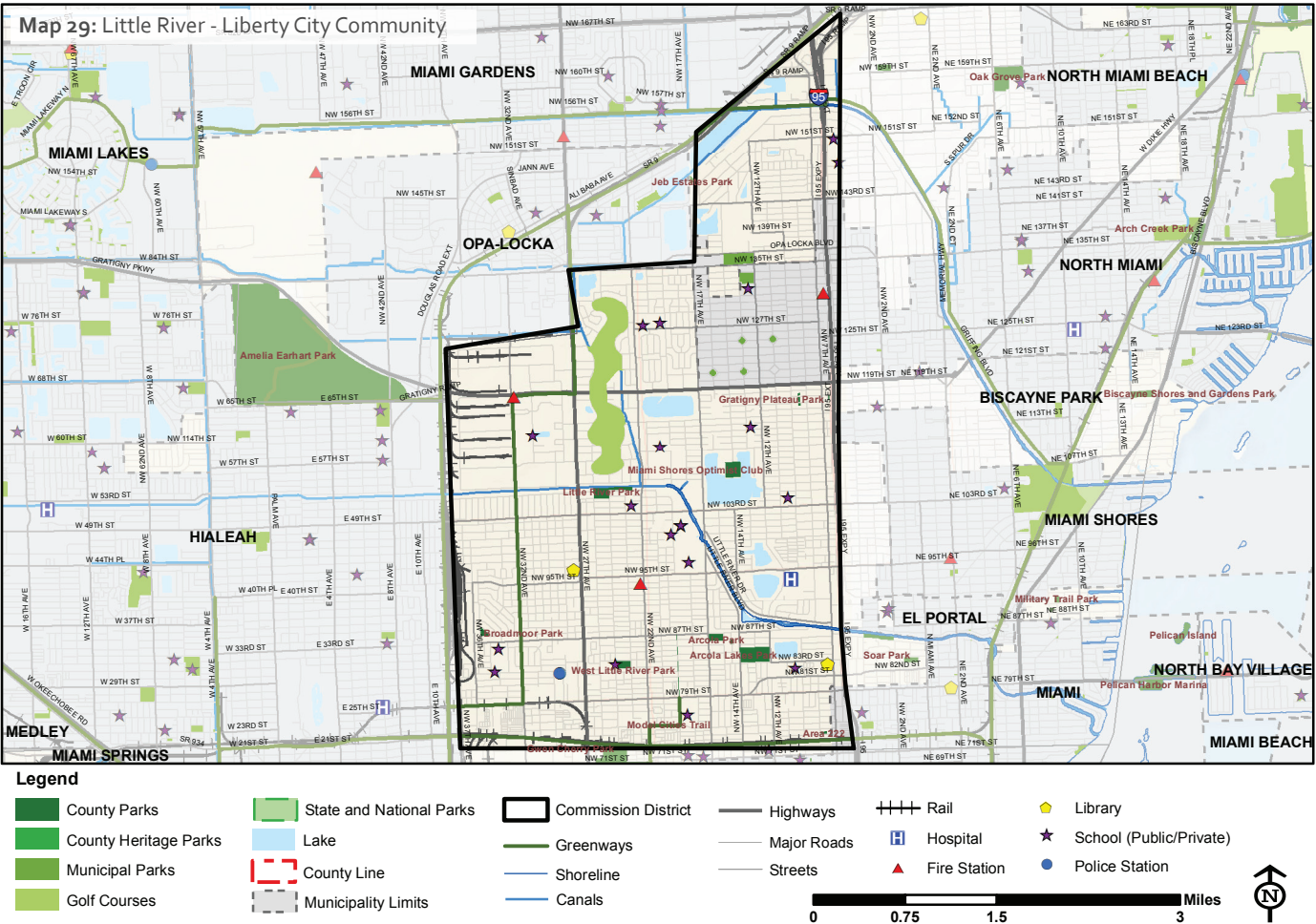


Table 43: Little River - Liberty City Community Benchmark Comparison

	National Average (NA)	Miami-Dade County	Little River - Liberty City	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	19.5%	-14.5%
Good	54%	52%	35.2%	-18.2%
Fair	11%	23%	31.3%	+20.3%
Poor	1%	5%	9.4%	+8.4%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	35.1%	+25.1%
Facilities lack the right equipment	7%	22.4%	32.4%	+25.4%
Lack of quality programs	8%	29.5%	40.1%	+31.9%
Class was full	5%	9.1%	8.8%	+3.8%
Use facilities in other counties	10%	5.6%	7.3%	-2.7%
Poor customer service by staff	3%	15.5%	19.8%	+16.8%
Too hot outdoors		29.2%	26.0%	n/a
I do not know what programs are offered	22%	40.2%	38.5%	+16.5%
Facilities operating hours are not convenient	7%	17.8%	18.3%	+11.3%

	National Average (NA)	Miami-Dade County	Little River - Liberty City	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	28.6%	+13.6%
I do not know the locations of parks or trails	16%	19.0%	16.0%	+0.0%
Security is insufficient	6%	30.7%	51.9%	+45.9%
Too far from my residence	11%	31.2%	31.7%	+20.7%
Program times are not convenient	17%	18.1%	19.5%	+2.5%
Fees are too high	14%	24.9%	28.2%	+14.2%
I do not know locations of recreation facilities	11%	15.4%	13.4%	+2.4%
Not accessible for people with disabilities	2%	4.3%	11.1%	+9.1%
Lack of parking by facilities or park	4%	11.9%	12.6%	+8.6%
Facilities are too often not available	9%	13.1%	15.3%	+6.3%
Lack of public transportation	3%	9.5%	10.7%	+7.7%

Note: Margin of error is +/-4.8%

Community Results

Chart 49: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County's Little River - Liberty City Community.

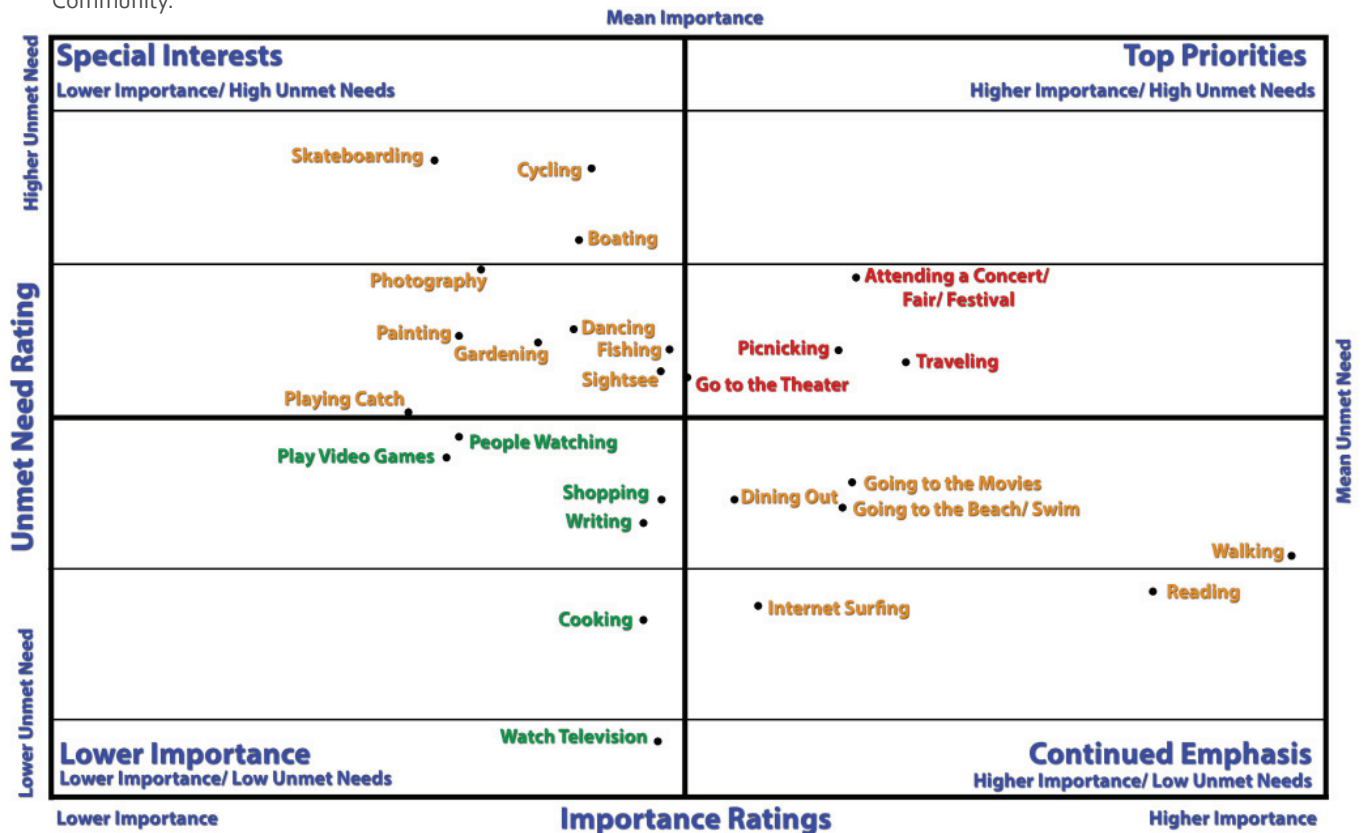
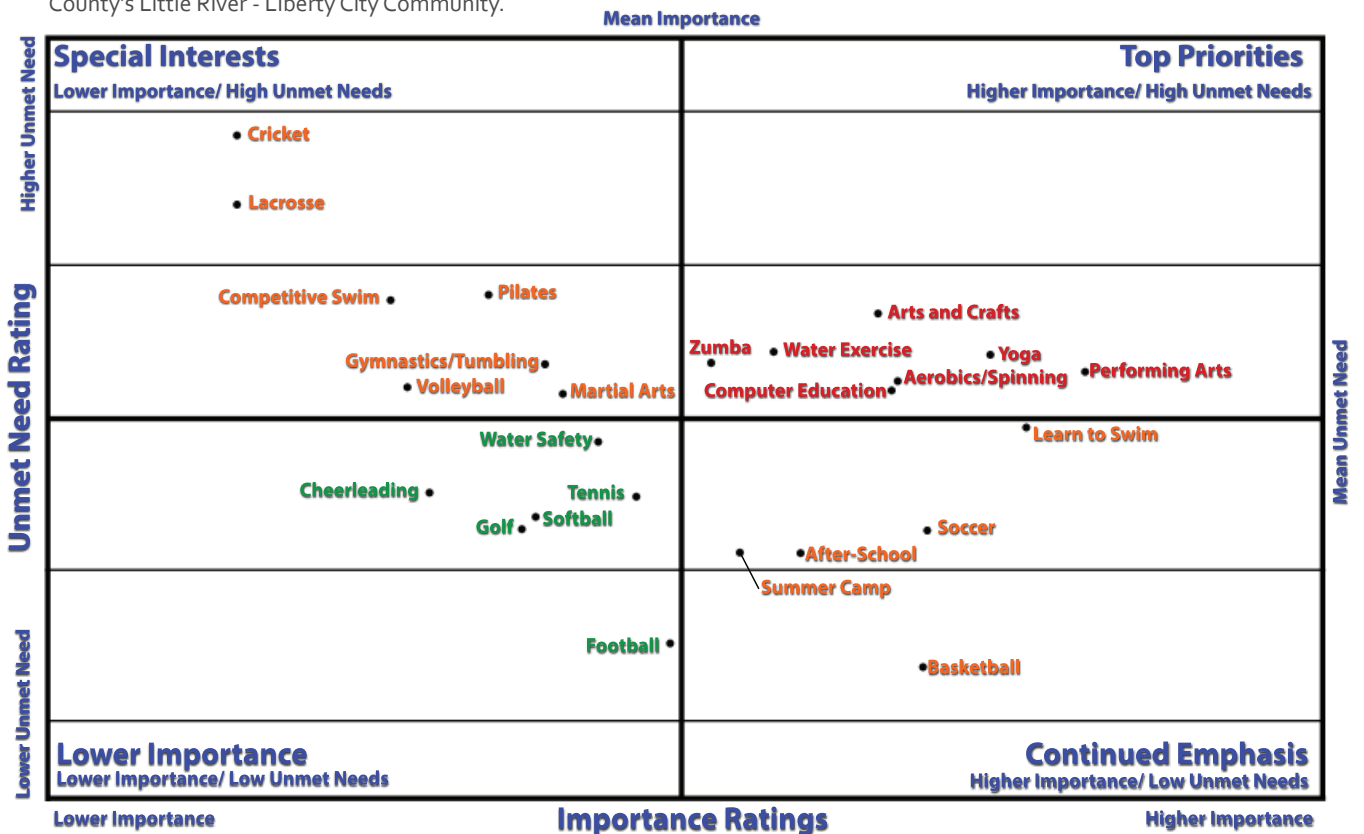


Chart 50: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County's Little River - Liberty City Community.



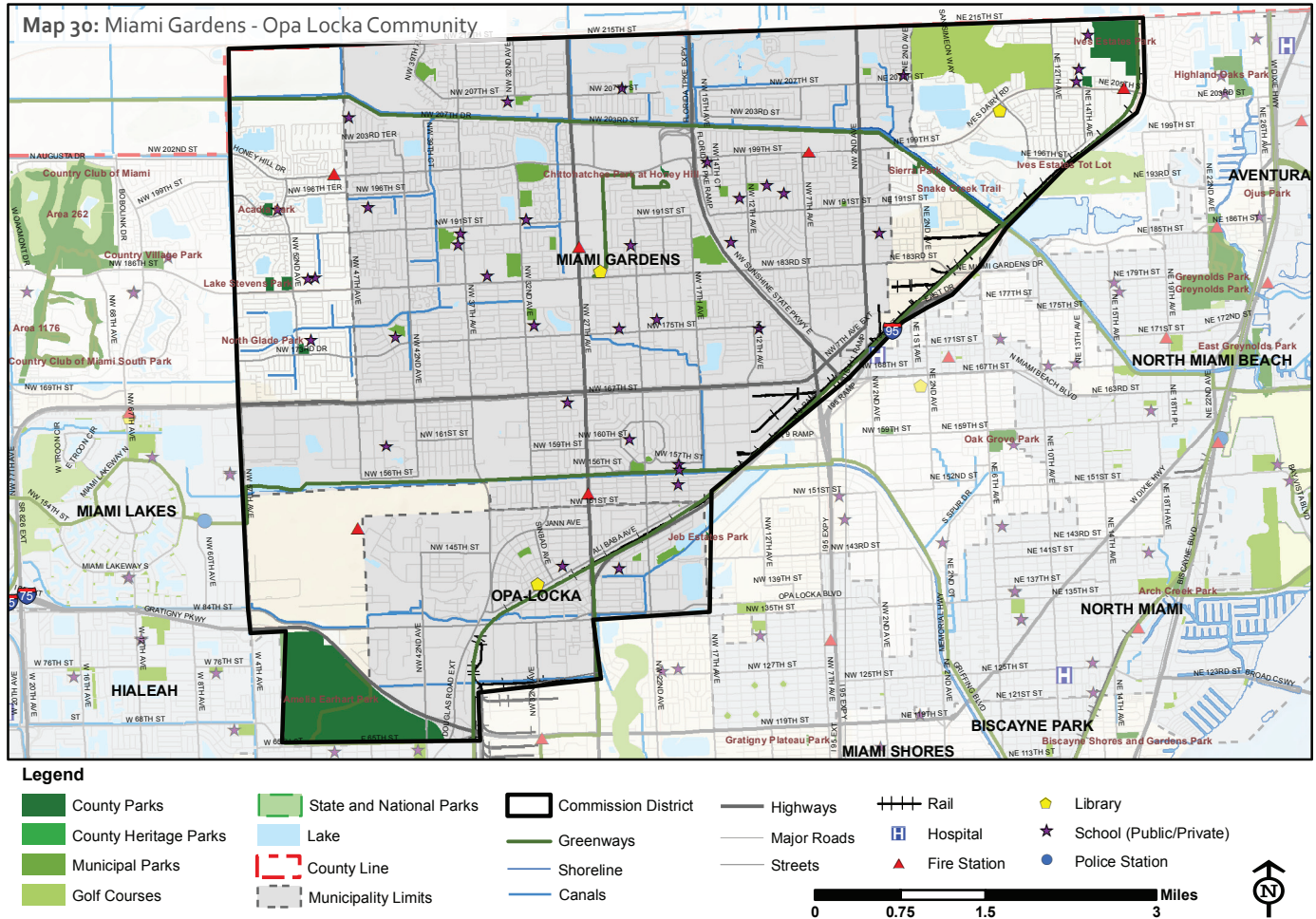


Table 44: Miami Gardens - Opa Locka Community Benchmark Comparison

	National Average (NA)	Miami-Dade County	Miami Gardens - Opa Locka	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	19.3%	-14.7%
Good	54%	52%	46.0%	-8.0%
Fair	11%	23%	21.2%	+10.2%
Poor	1%	5%	7.6%	+6.6%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	33.2%	+27.2%
Facilities lack the right equipment	7%	22.4%	21.6%	+14.6%
Lack of quality programs	8%	29.5%	35.1%	+27.1%
Class was full	5%	9.1%	8.0%	+3.0%
Use facilities in other counties	10%	5.6%	12.5%	+2.5%
Poor customer service by staff	3%	15.5%	15.8%	+12.8%
Too hot outdoors		29.2%	29.2%	n/a
I do not know what programs are offered	22%	40.2%	32.2%	+10.2%
Facilities operating hours are not convenient	7%	17.8%	17.6%	+10.6%

	National Average (NA)	Miami-Dade County	Miami Gardens - Opa Locka	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	21.9%	+6.9%
I do not know the locations of parks or trails	16%	19.0%	15.5%	-0.5%
Security is insufficient	6%	30.7%	40.7%	+34.7%
Too far from my residence	11%	31.2%	25.9%	+14.9%
Program times are not convenient	17%	18.1%	17.2%	+0.2%
Fees are too high	14%	24.9%	30.6%	+16.6%
I do not know locations of recreation facilities	11%	15.4%	12.7%	+1.7%
Not accessible for people with disabilities	2%	4.3%	6.4%	+4.4%
Lack of parking by facilities or park	4%	11.9%	10.1%	+6.1%
Facilities are too often not available	9%	13.1%	11.3%	+2.3%
Lack of public transportation	3%	9.5%	9.6%	+6.6%

Note: Margin of error is +/-4.8%

Community Results

Chart 51: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County's Miami Gardens - Opa Locka Community.

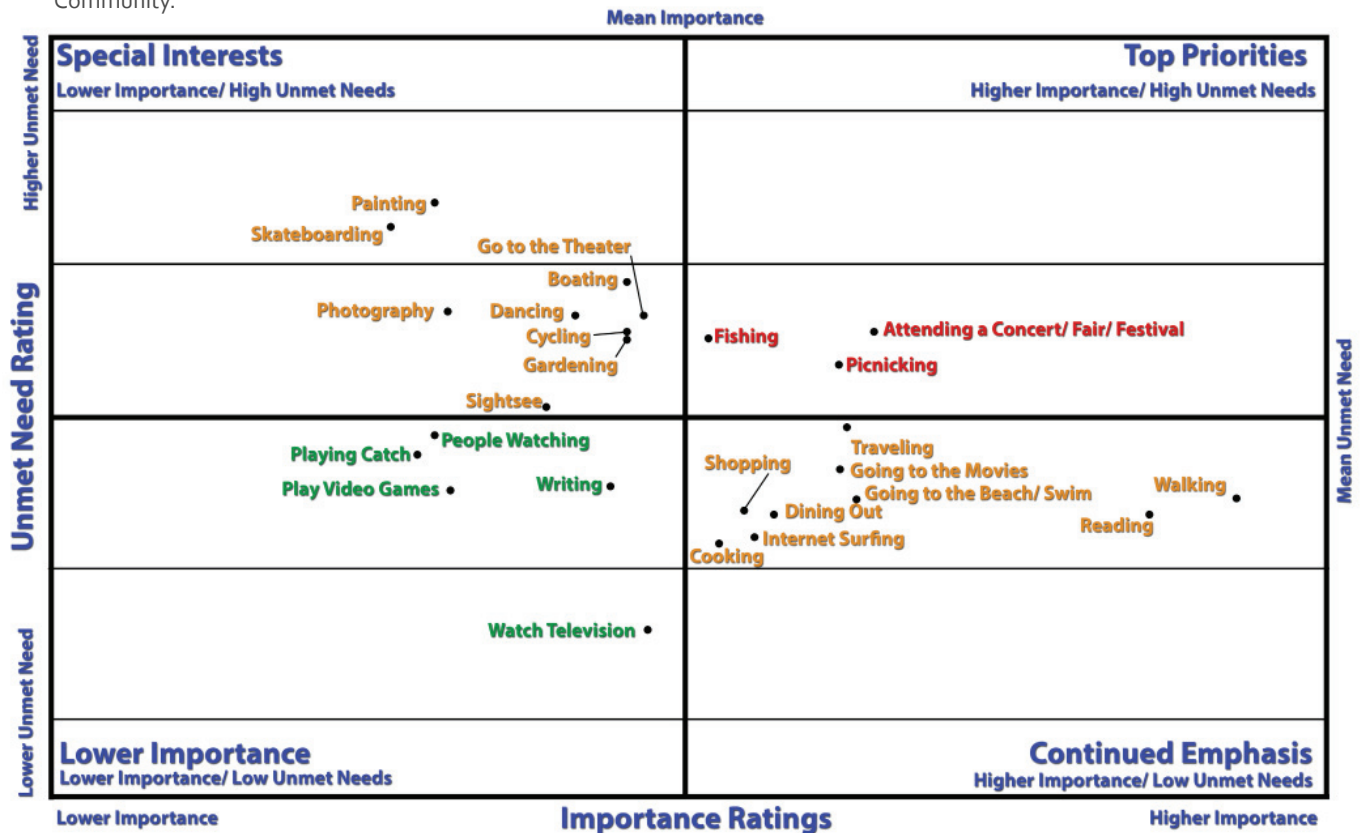
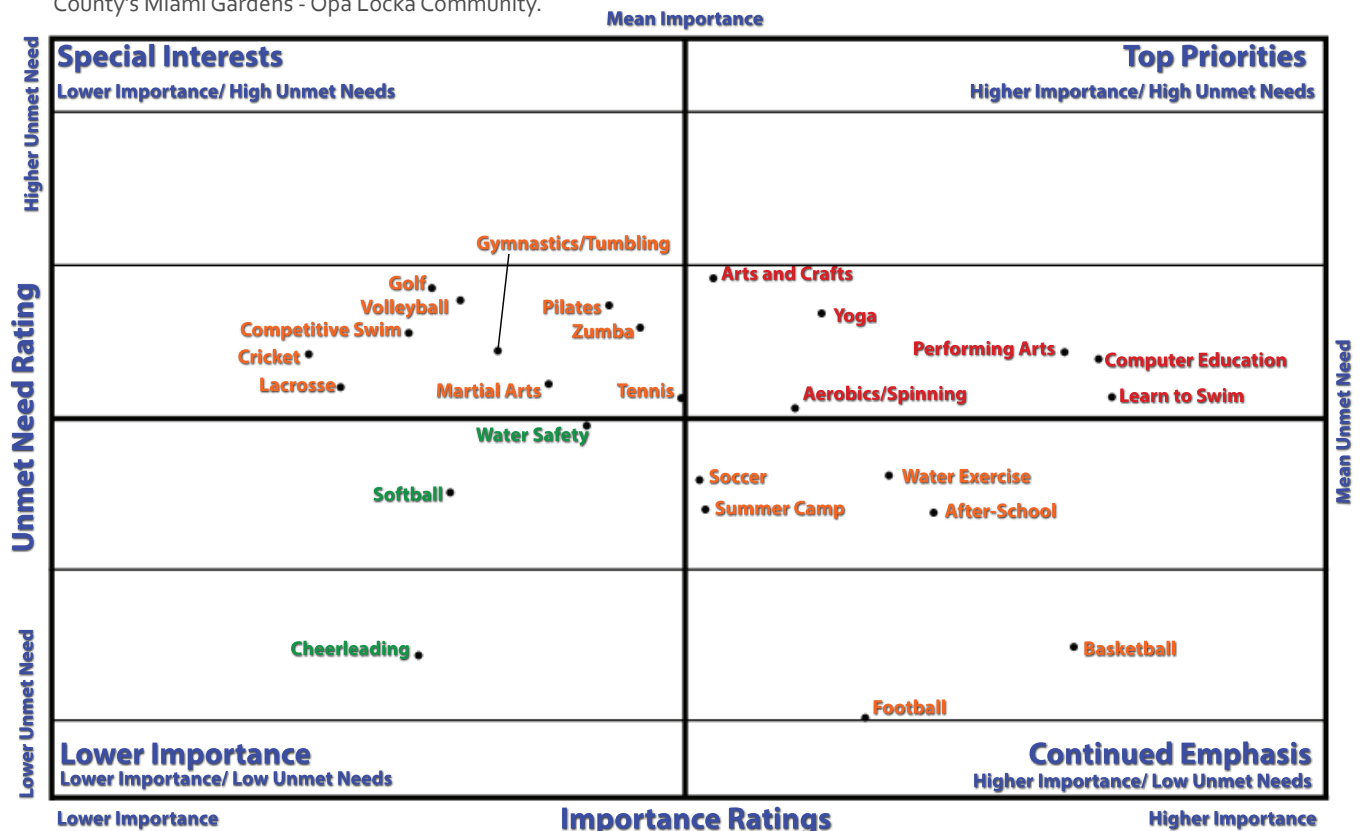


Chart 52: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County's Miami Gardens - Opa Locka Community.



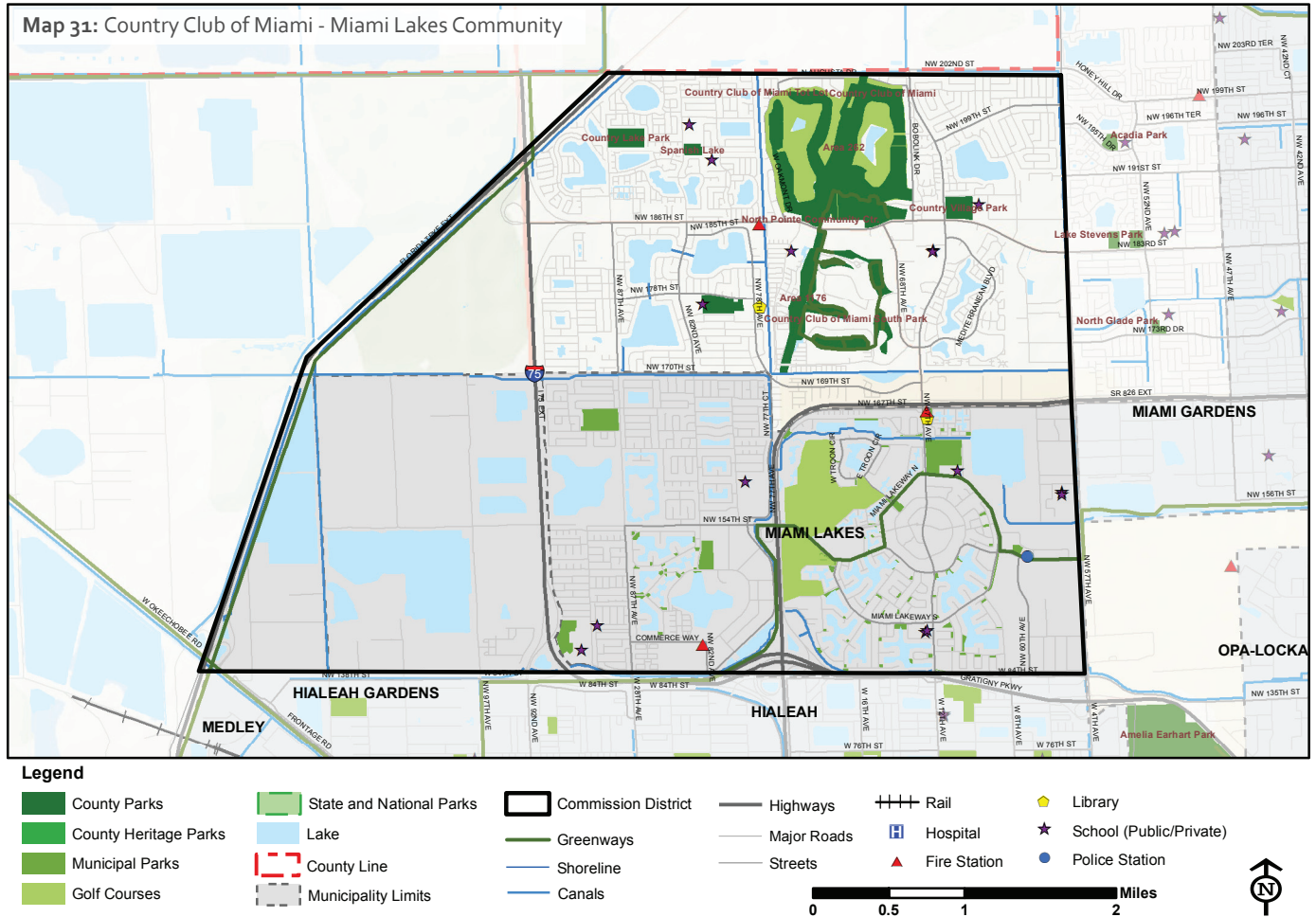


Table 45: Country Club of Miami - Miami Lakes Community Benchmark Comparison

	National Average (NA)	Miami- Dade County	Ctry. Club Miami- Miami Lakes	Variance (from NA)		National Average (NA)	Miami- Dade County	Ctry. Club Miami- Miami Lakes	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?					Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Excellent	34%	17%	18.4%	-15.6%	Program or facility not offered	15%	24.5%	29.7%	+14.7%
Good	54%	52%	46.6%	-7.4%	I do not know the locations of parks or trails	16%	19.0%	17.2%	+1.2%
Fair	11%	23%	22.2%	+11.8%	Security is insufficient	6%	30.7%	30.0%	+24.0%
Poor	1%	5%	7.3%	+6.3%	Too far from my residence	11%	31.2%	29.4%	+18.4%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.					Program times are not convenient	17%	18.1%	22.5%	+5.5%
Facilities are not well maintained	6%	30.6%	34.1%	+28.1%	Fees are too high	14%	24.9%	28.1%	+14.1%
Facilities lack the right equipment	7%	22.4%	24.4%	+17.4%	I do not know locations of recreation facilities	11%	15.4%	12.5%	+1.5%
Lack of quality programs	8%	29.5%	31.6%	+23.6%	Not accessible for people with disabilities	2%	4.3%	2.8%	+0.8%
Class was full	5%	9.1%	13.8%	+8.8%	Lack of parking by facilities or park	4%	11.9%	8.8%	+4.8%
Use facilities in other counties	10%	5.6%	12.2%	2.2%	Facilities are too often not available	9%	13.1%	15.0%	+6.0%
Poor customer service by staff	3%	15.5%	14.4%	+11.4%	Lack of public transportation	3%	9.5%	6.6%	+3.6%
Too hot outdoors		29.2%	23.1%	n/a	Notes: Margin of error is +/- 8%				
I do not know what programs are offered	22%	40.2%	42.2%	+20.2%					
Facilities operating hours are not convenient	7%	17.8%	19.7%	+12.7%					

Note: Margin of error is +/-4.8%

Community Results

Chart 53: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County's Country Club of Miami - Miami Lakes Community.

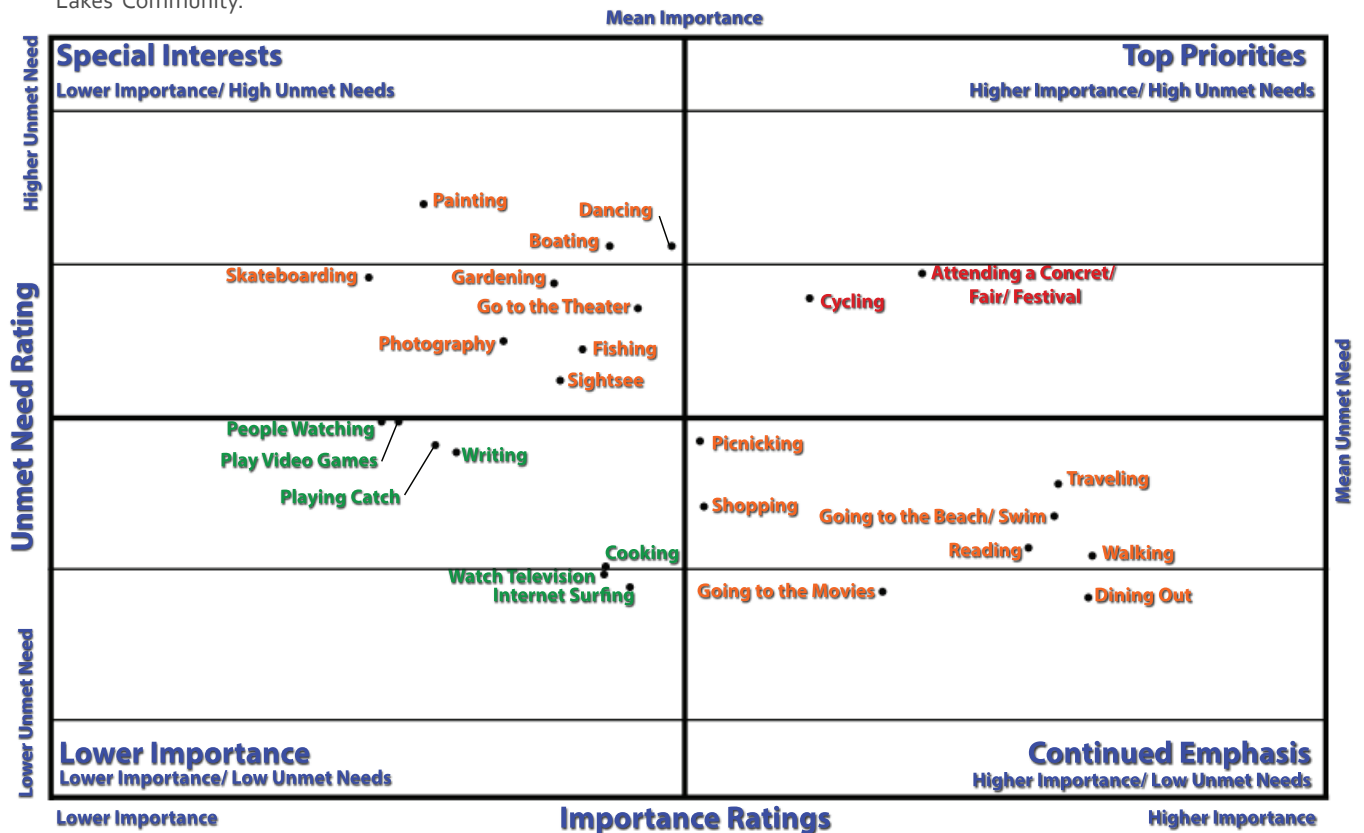
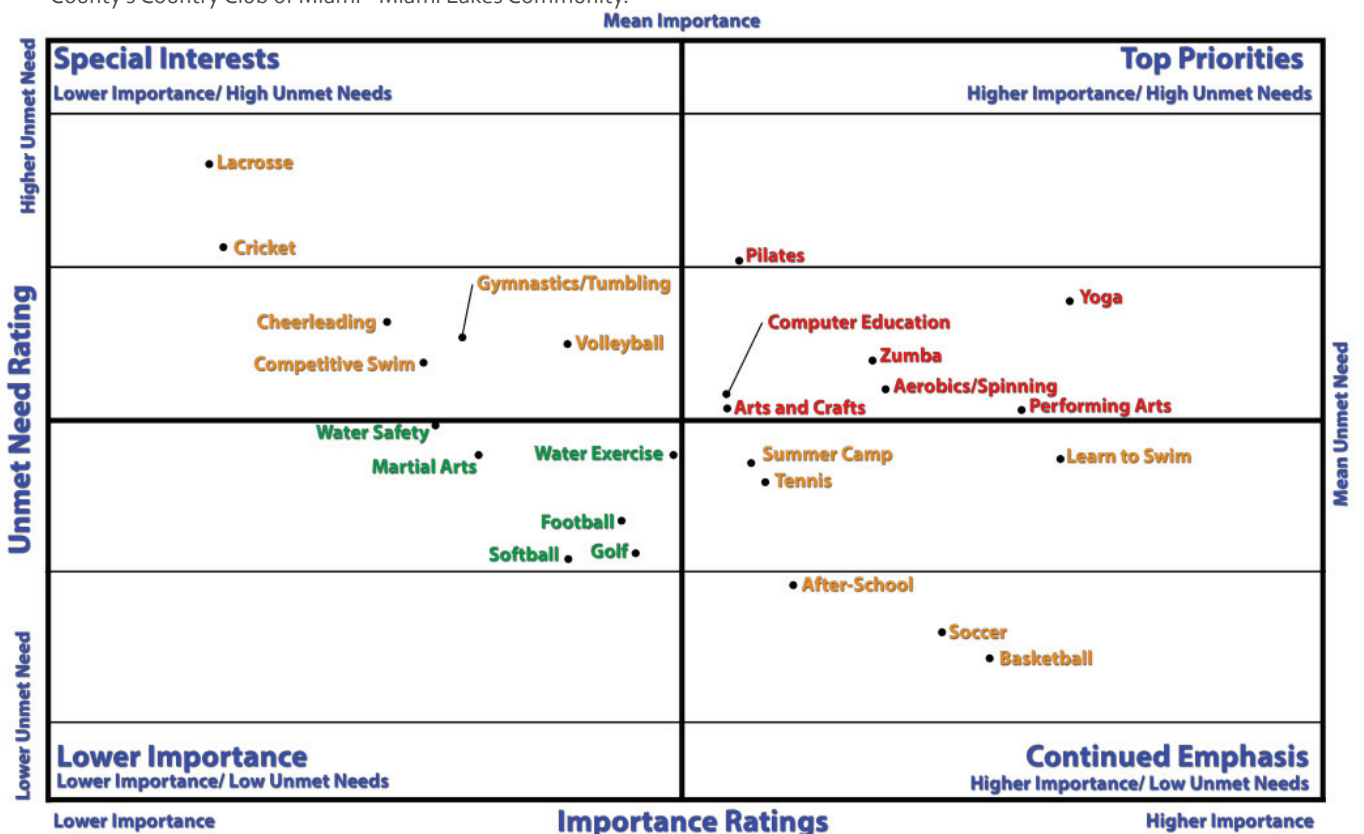


Chart 54: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County's Country Club of Miami - Miami Lakes Community.



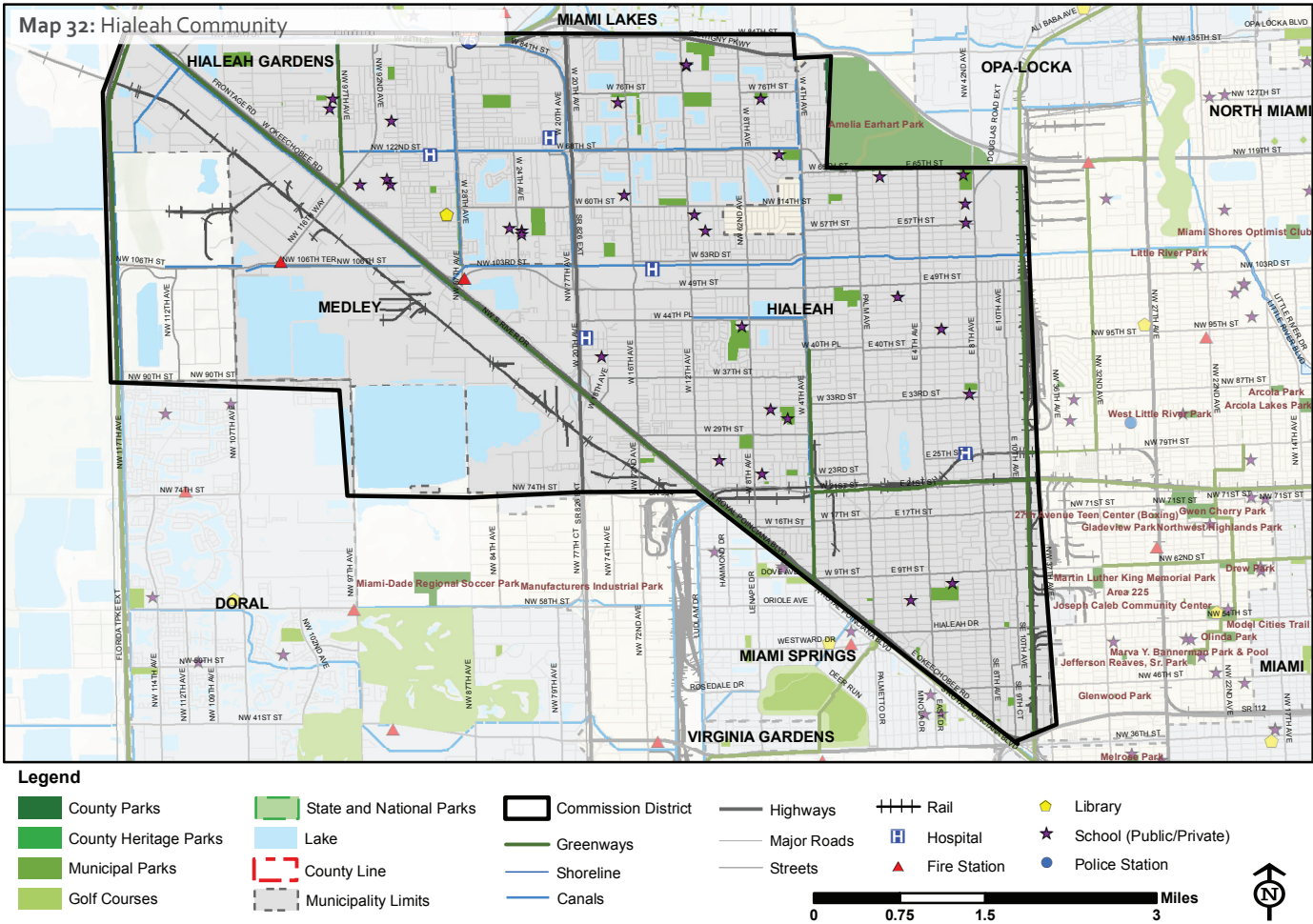


Table 46: Hialeah Community Benchmark Comparison

	National Average (NA)	Miami-Dade County	Hialeah	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	16.2%	-17.8%
Good	54%	52%	54.6%	+0.6%
Fair	11%	23%	22.1%	+11.1%
Poor	1%	5%	3.3%	+2.3%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	26.0%	+20.0%
Facilities lack the right equipment	7%	22.4%	20.5%	+13.5%
Lack of quality programs	8%	29.5%	25.5%	+17.5%
Class was full	5%	9.1%	14.0%	+9.0%
Use facilities in other counties	10%	5.6%	5.7%	-4.3%
Poor customer service by staff	3%	15.5%	18.4%	+15.4%
Too hot outdoors		29.2%	21.8%	n/a
I do not know what programs are offered	22%	40.2%	41.4%	+19.4%
Facilities operating hours are not convenient	7%	17.8%	23.2%	+16.2%

	National Average (NA)	Miami-Dade County	Hialeah	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	26.0%	+11.0%
I do not know the locations of parks or trails	16%	19.0%	19.5%	+3.5%
Security is insufficient	6%	30.7%	26.2%	+20.2%
Too far from my residence	11%	31.2%	25.5%	+15.5%
Program times are not convenient	17%	18.1%	19.5%	+2.5%
Fees are too high	14%	24.9%	27.8%	+13.8%
I do not know locations of recreation facilities	11%	15.4%	17.5%	+6.5%
Not accessible for people with disabilities	2%	4.3%	6.0%	+4.0%
Lack of parking by facilities or park	4%	11.9%	10.3%	+7.3%
Facilities are too often not available	9%	13.1%	14.7%	+5.7%
Lack of public transportation	3%	9.5%	11.0%	+8.0%

Note: Margin of error is +/-4.8%

Community Results

Chart 55: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County's Hialeah Community.

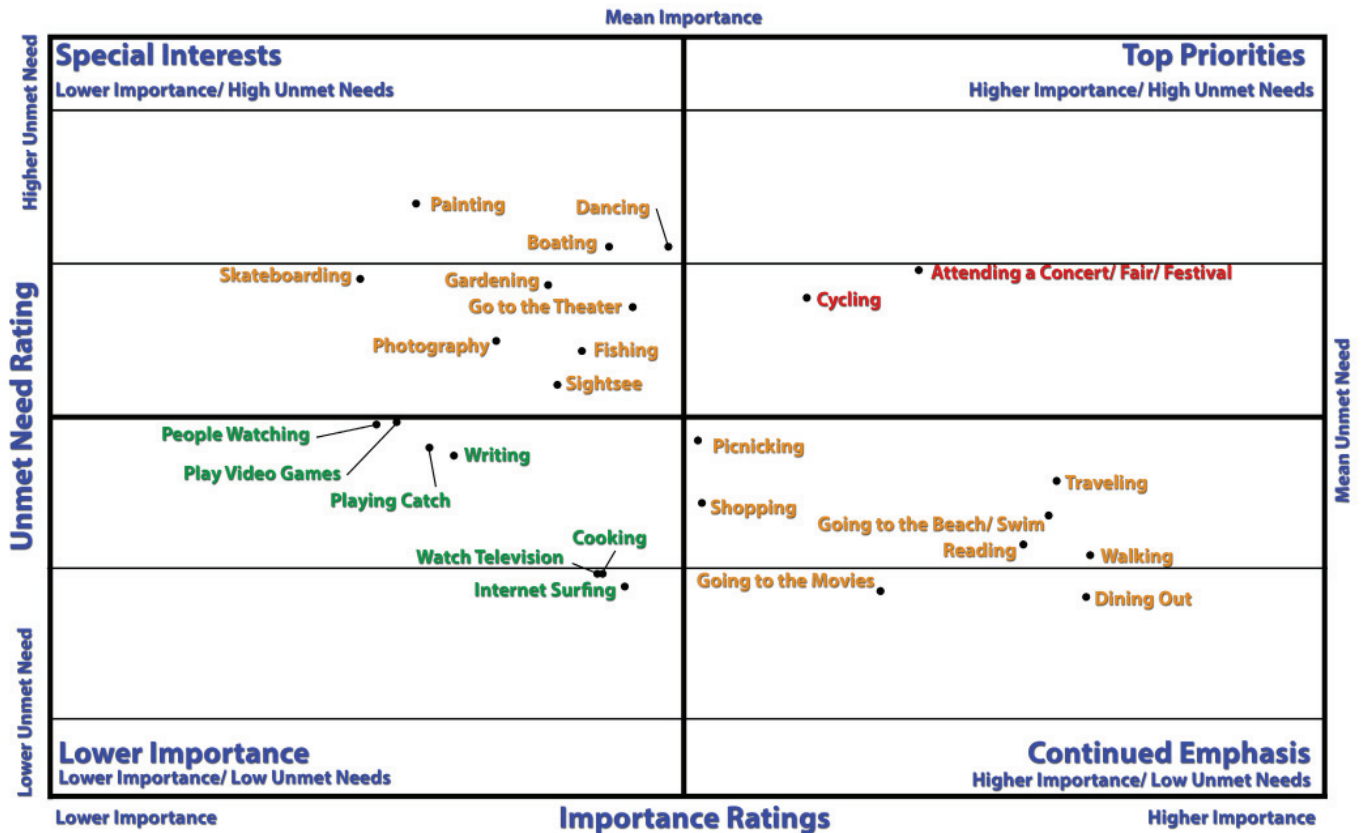
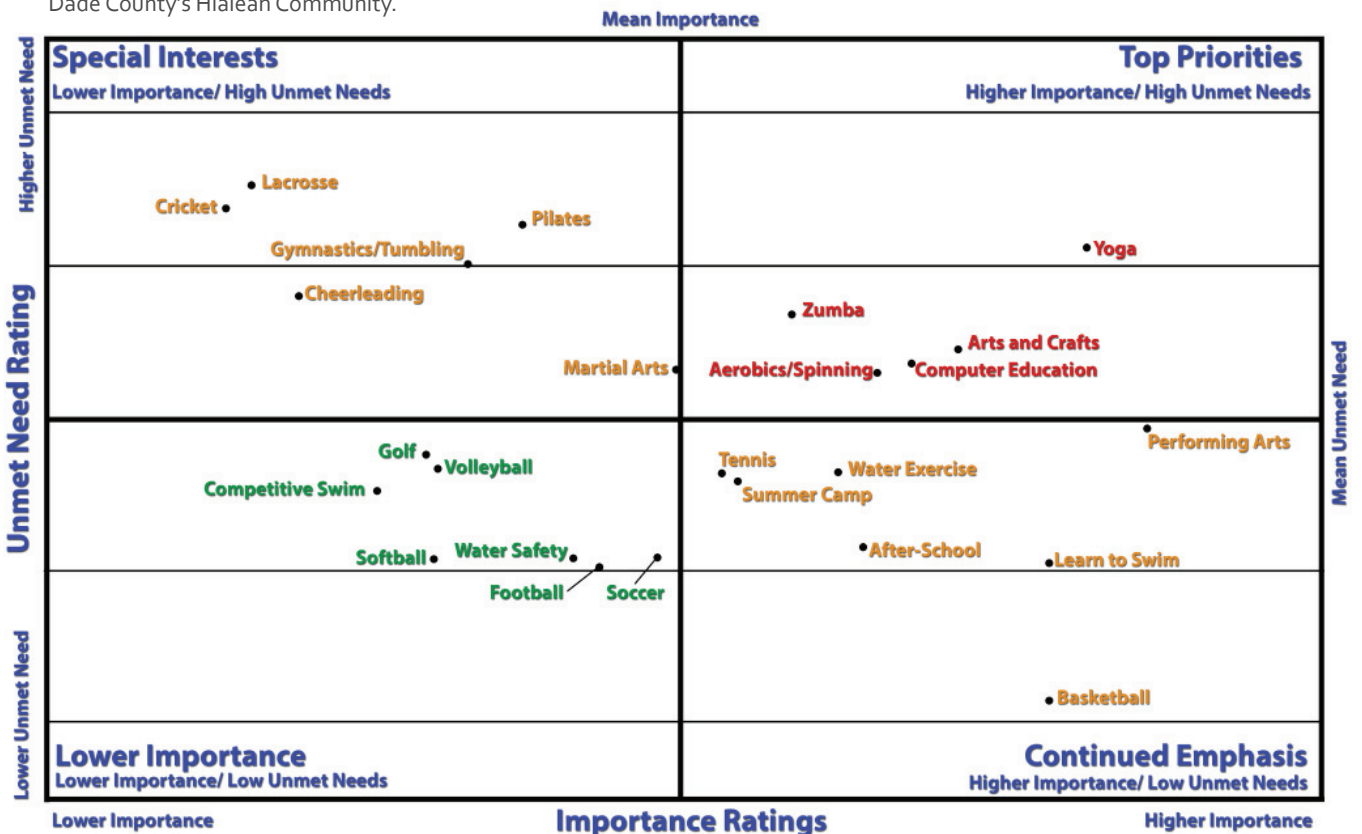


Chart 56: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County's Hialeah Community.



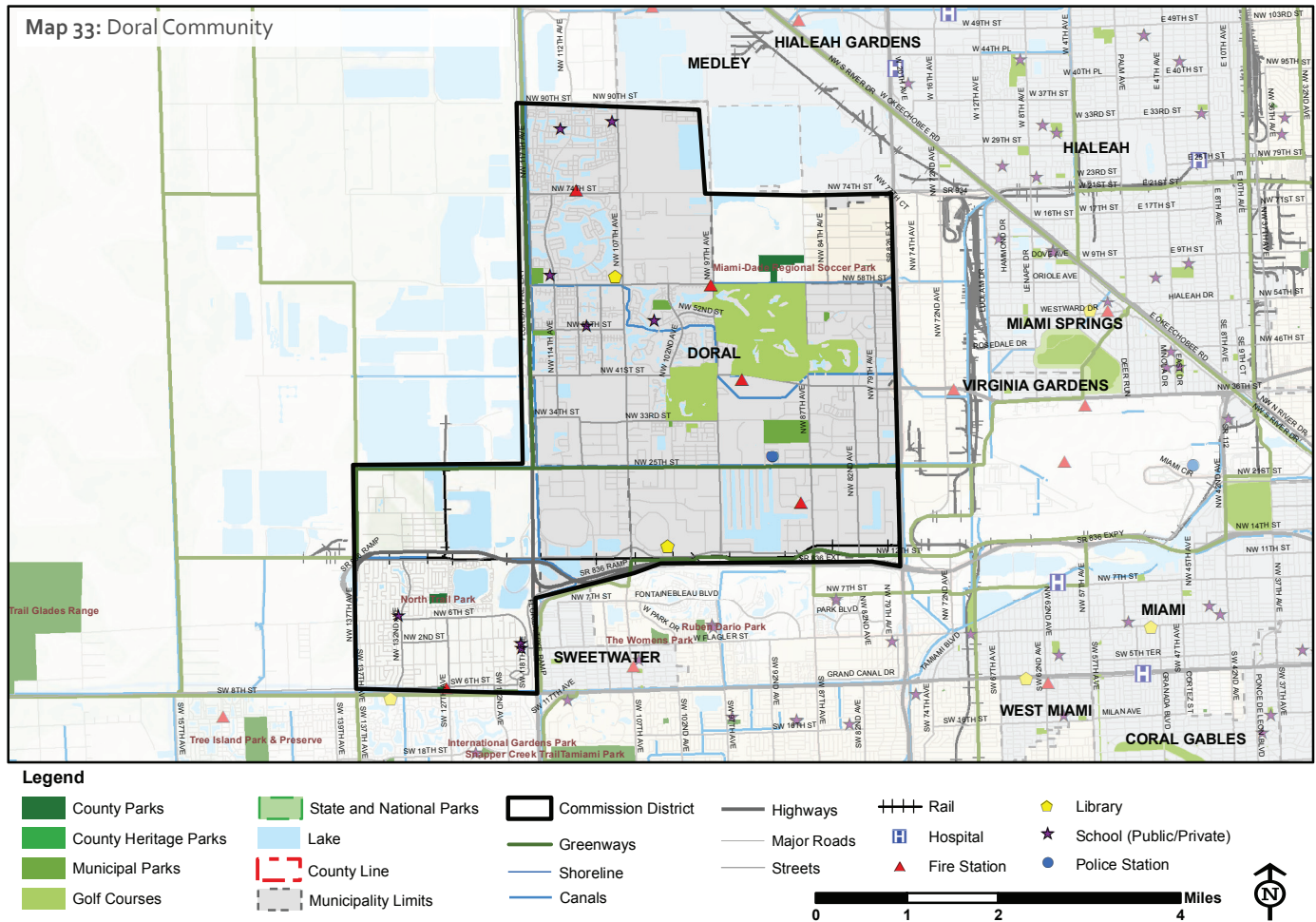


Table 47: Doral Community Benchmark Comparison

	National Average (NA)	Miami-Dade County	Doral	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	26.4%	-7.6%
Good	54%	52%	50.5%	-3.5%
Fair	11%	23%	16.4%	+5.4%
Poor	1%	5%	3.5%	+2.5%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	22.8%	+16.8%
Facilities lack the right equipment	7%	22.4%	19.6%	+12.6%
Lack of quality programs	8%	29.5%	24.8%	+16.8%
Class was full	5%	9.1%	21.5%	+16.5%
Use facilities in other counties	10%	5.6%	7.4%	-2.6%
Poor customer service by staff	3%	15.5%	11.3%	+8.3%
Too hot outdoors		29.2%	28.9%	n/a
I do not know what programs are offered	22%	40.2%	38.3%	+16.3%
Facilities operating hours are not convenient	7%	17.8%	21.2%	+14.2%

	National Average (NA)	Miami-Dade County	Doral	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	31.8%	+16.8%
I do not know the locations of parks or trails	16%	19.0%	19.9%	+3.9%
Security is insufficient	6%	30.7%	20.6%	+14.6%
Too far from my residence	11%	31.2%	29.9%	+18.9%
Program times are not convenient	17%	18.1%	21.5%	+4.5%
Fees are too high	14%	24.9%	18.6%	+4.6%
I do not know locations of recreation facilities	11%	15.4%	11.6%	+0.6%
Not accessible for people with disabilities	2%	4.3%	1.6%	-0.4%
Lack of parking by facilities or park	4%	11.9%	13.8%	+9.8%
Facilities are too often not available	9%	13.1%	16.7%	+7.7%
Lack of public transportation	3%	9.5%	10.9%	+7.9%

Note: Margin of error is +/-4.8%

Community Results

Chart 57: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County's Doral Community.

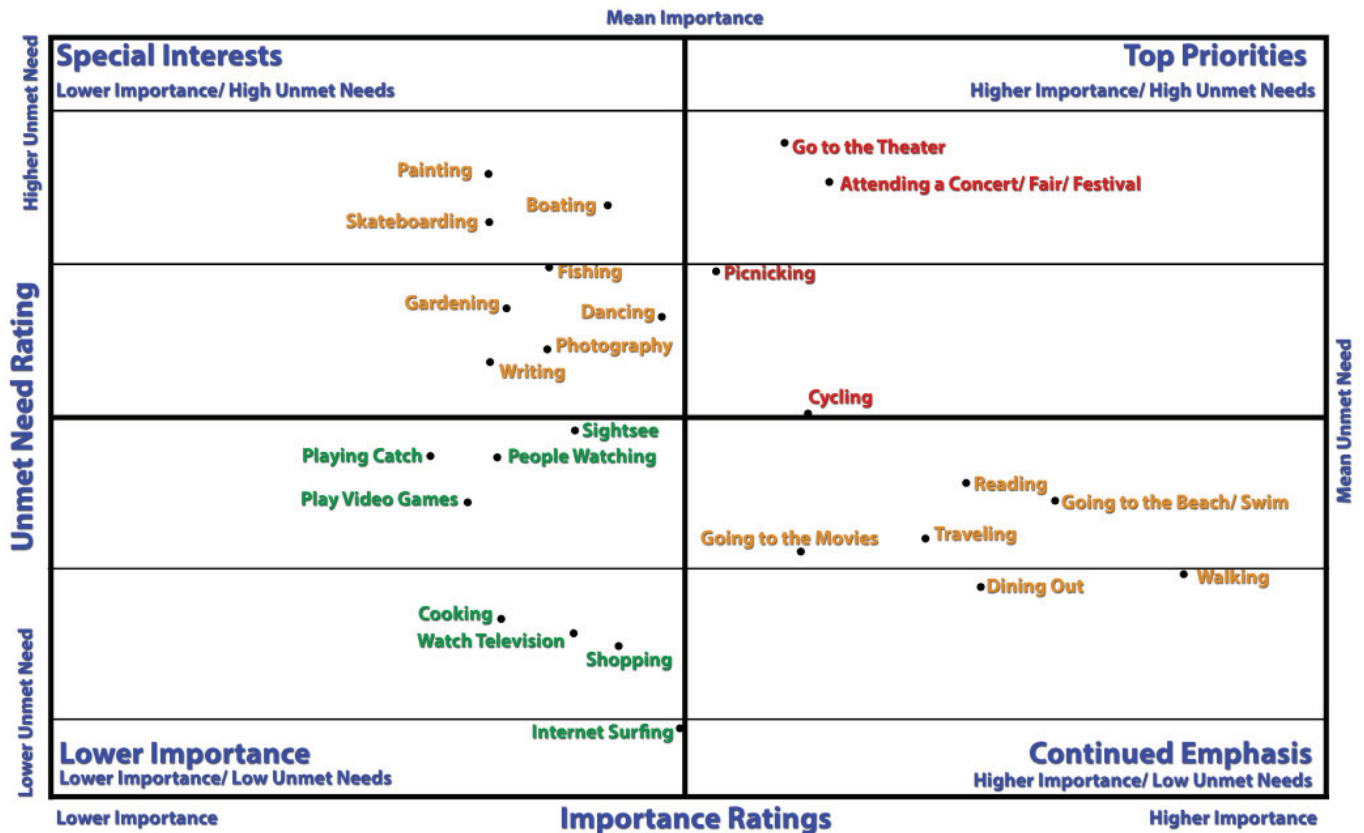
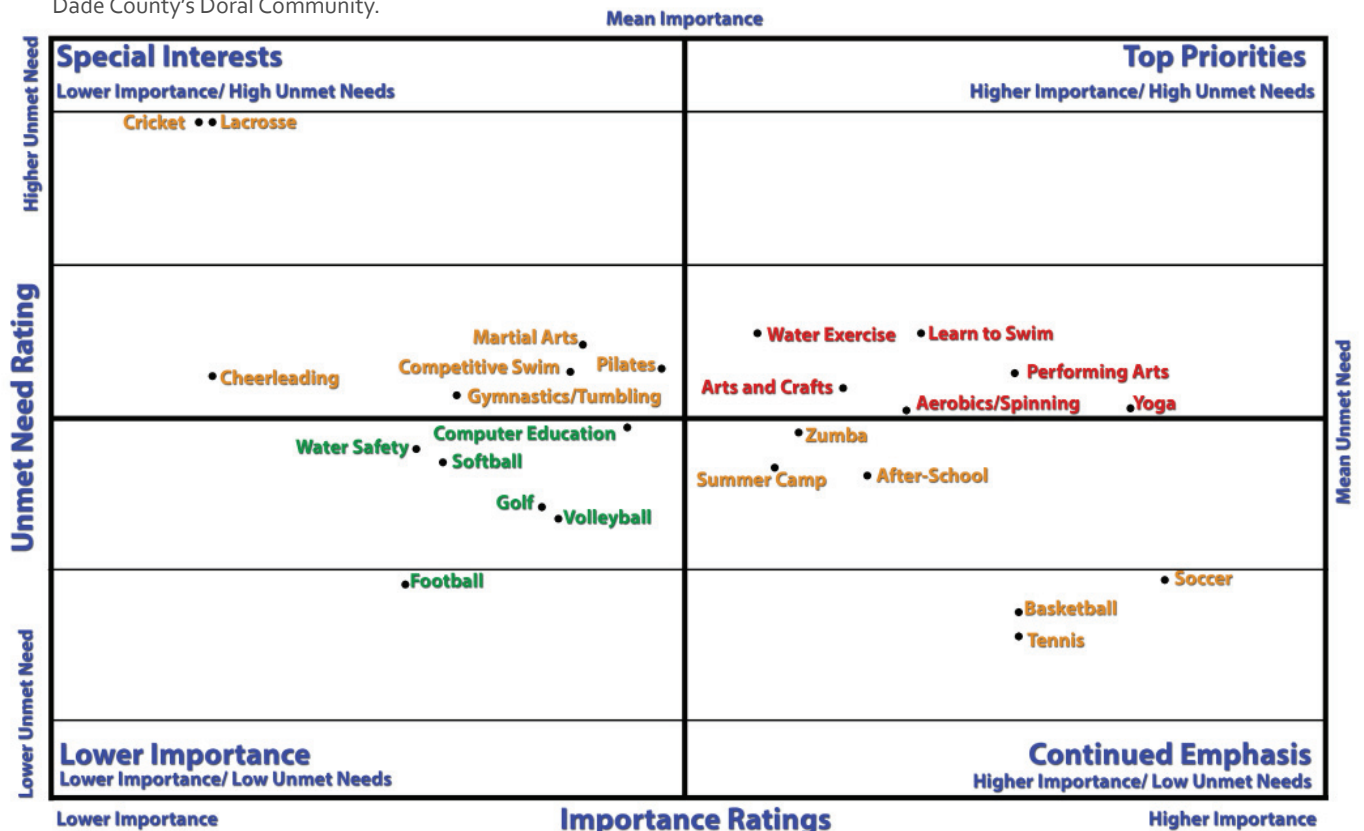


Chart 58: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County's Doral Community.



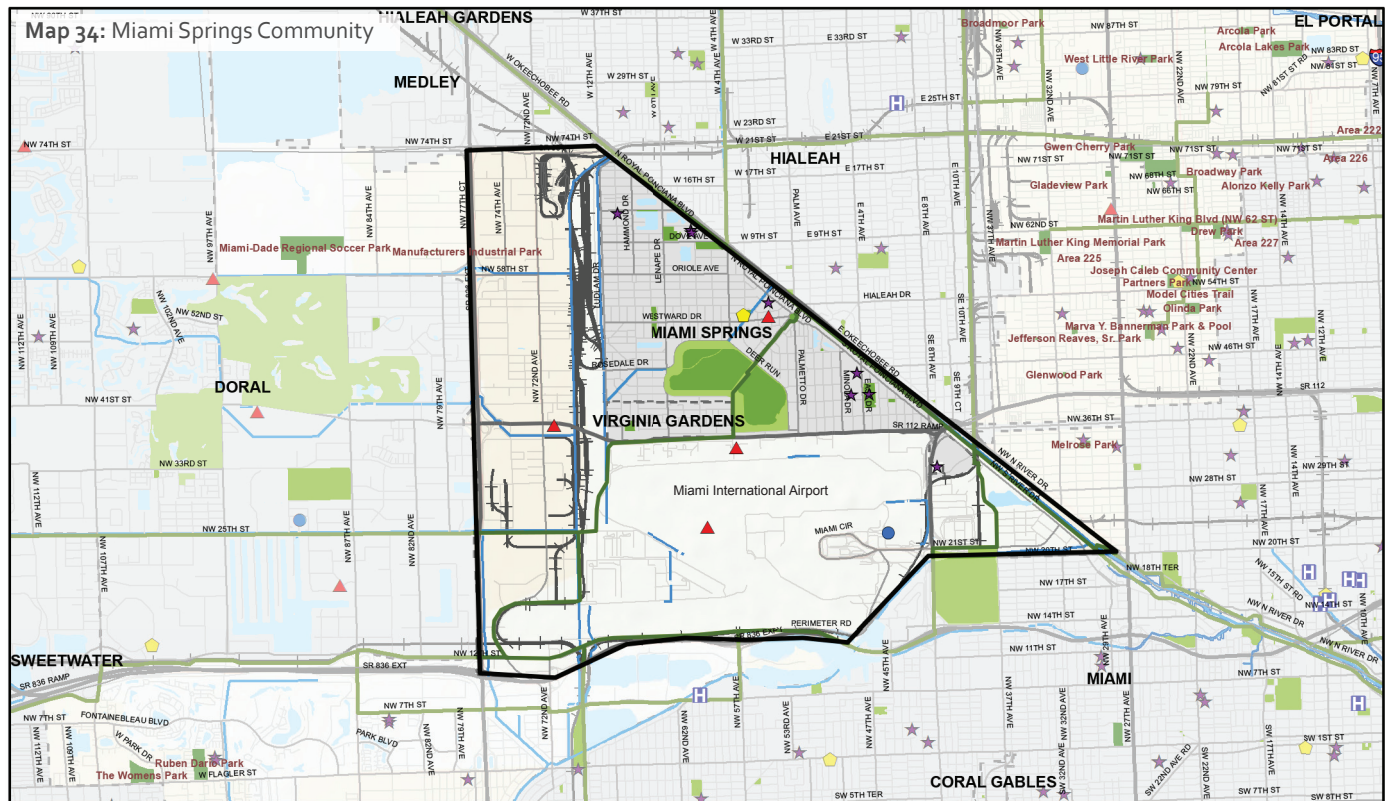


Table 48: Miami Springs Community Benchmark Comparison

	National Average (NA)	Miami-Dade County	Miami Springs	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	20.2%	-13.8%
Good	54%	52%	50.0%	-4.0%
Fair	11%	23%	25.5%	+14.5%
Poor	1%	5%	1.1%	+0.1%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	24.0%	+18.0%
Facilities lack the right equipment	7%	22.4%	19.8%	+12.8%
Lack of quality programs	8%	29.5%	25.0%	+17.0%
Class was full	5%	9.1%	12.5%	+7.5%
Use facilities in other counties	10%	5.6%	6.3%	-3.7%
Poor customer service by staff	3%	15.5%	19.8%	+16.8%
Too hot outdoors		29.2%	27.1%	n/a
I do not know what programs are offered	22%	40.2%	33.3%	+11.3%
Facilities operating hours are not convenient	7%	17.8%	18.8%	+11.8%

	National Average (NA)	Miami-Dade County	Miami Springs	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	21.9%	+6.9%
I do not know the locations of parks or trails	16%	19.0%	14.6%	-1.4%
Security is insufficient	6%	30.7%	15.6%	+9.6%
Too far from my residence	11%	31.2%	26.0%	+15.0%
Program times are not convenient	17%	18.1%	20.8%	+3.8%
Fees are too high	14%	24.9%	27.1%	+13.1%
I do not know locations of recreation facilities	11%	15.4%	12.5%	+1.5%
Not accessible for people with disabilities	2%	4.3%	1.0%	-1.0%
Lack of parking by facilities or park	4%	11.9%	4.2%	+0.2%
Facilities are too often not available	9%	13.1%	15.6%	+6.6%
Lack of public transportation	3%	9.5%	1.0%	-2.0%

Note: Margin of error is +/-4.8%

Community Results

Chart 59: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County's Miami Springs Community.

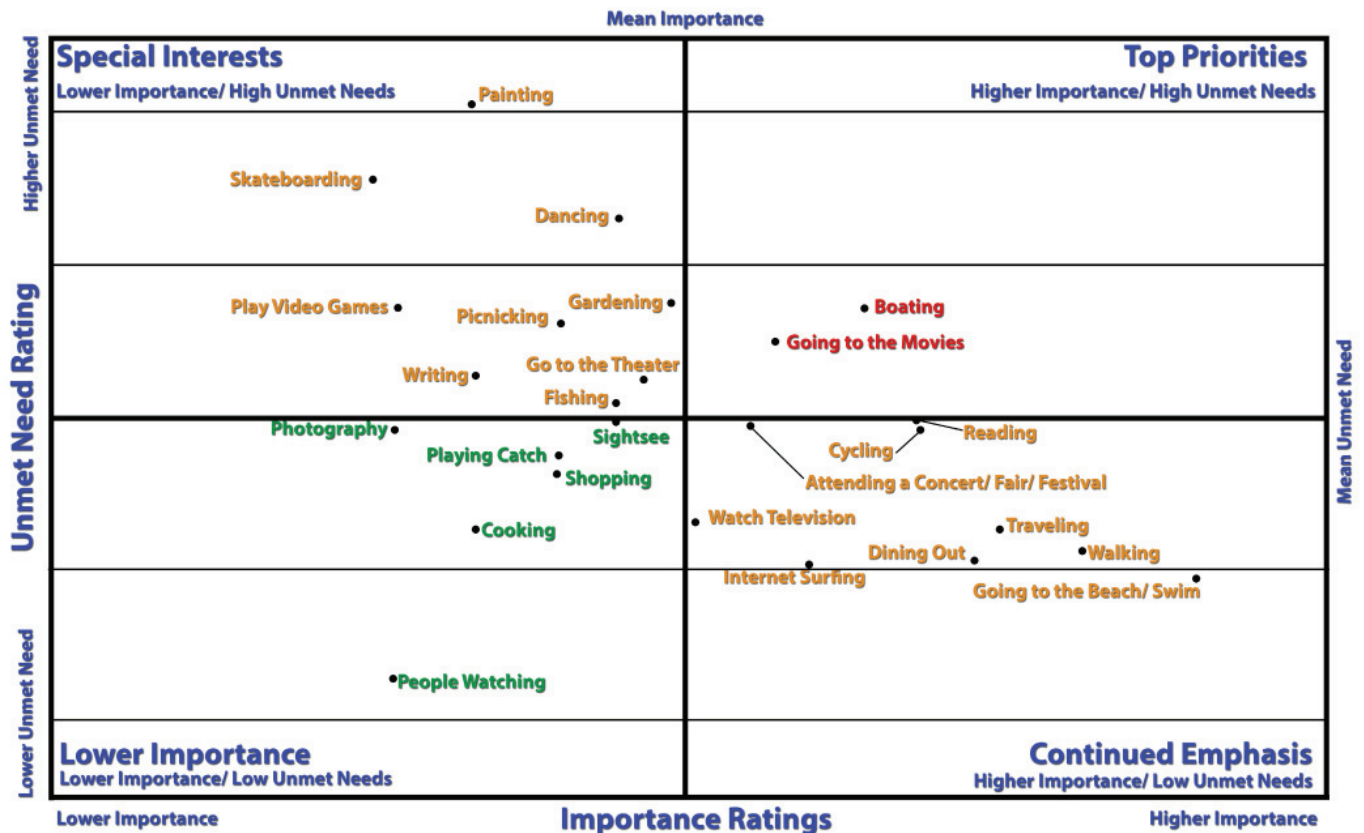
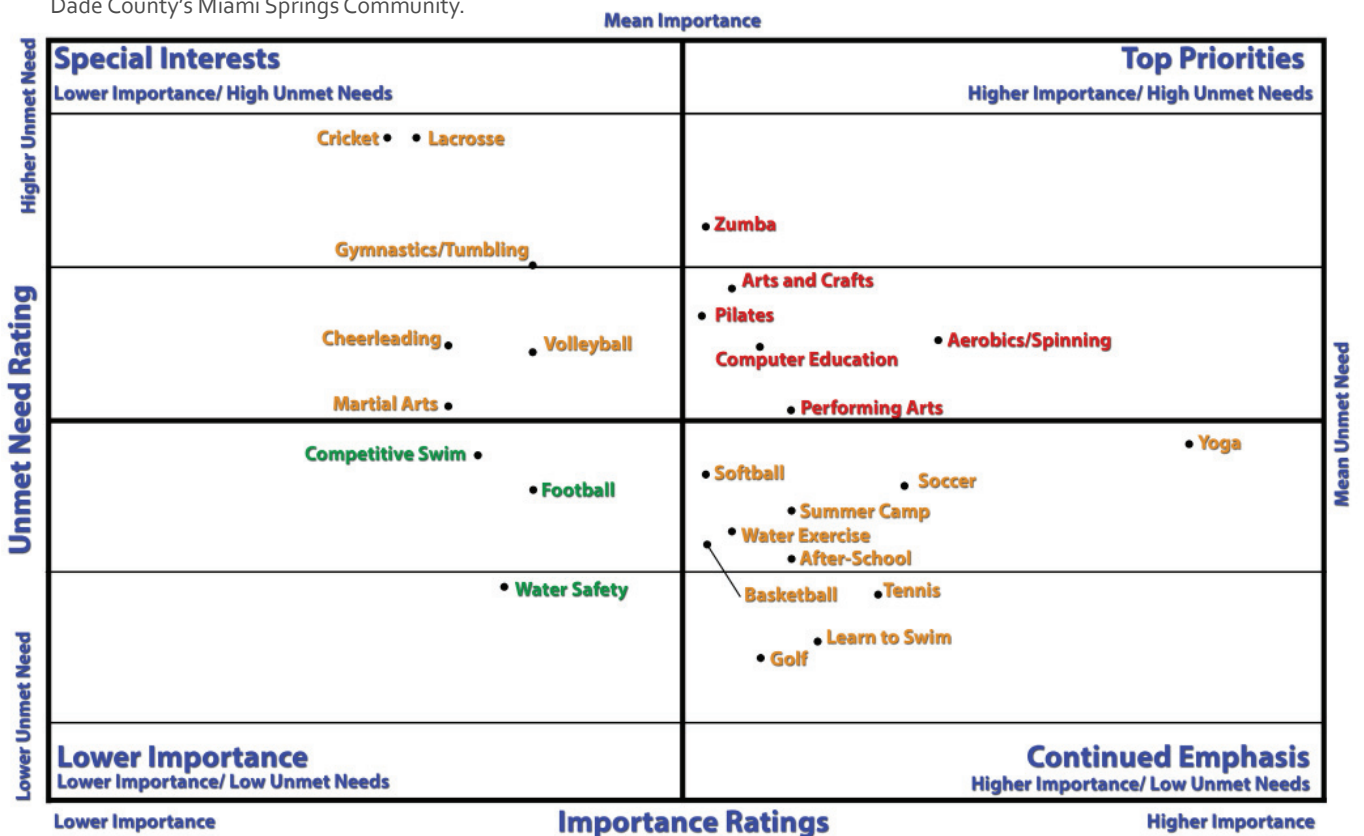


Chart 60: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County's Miami Springs Community.



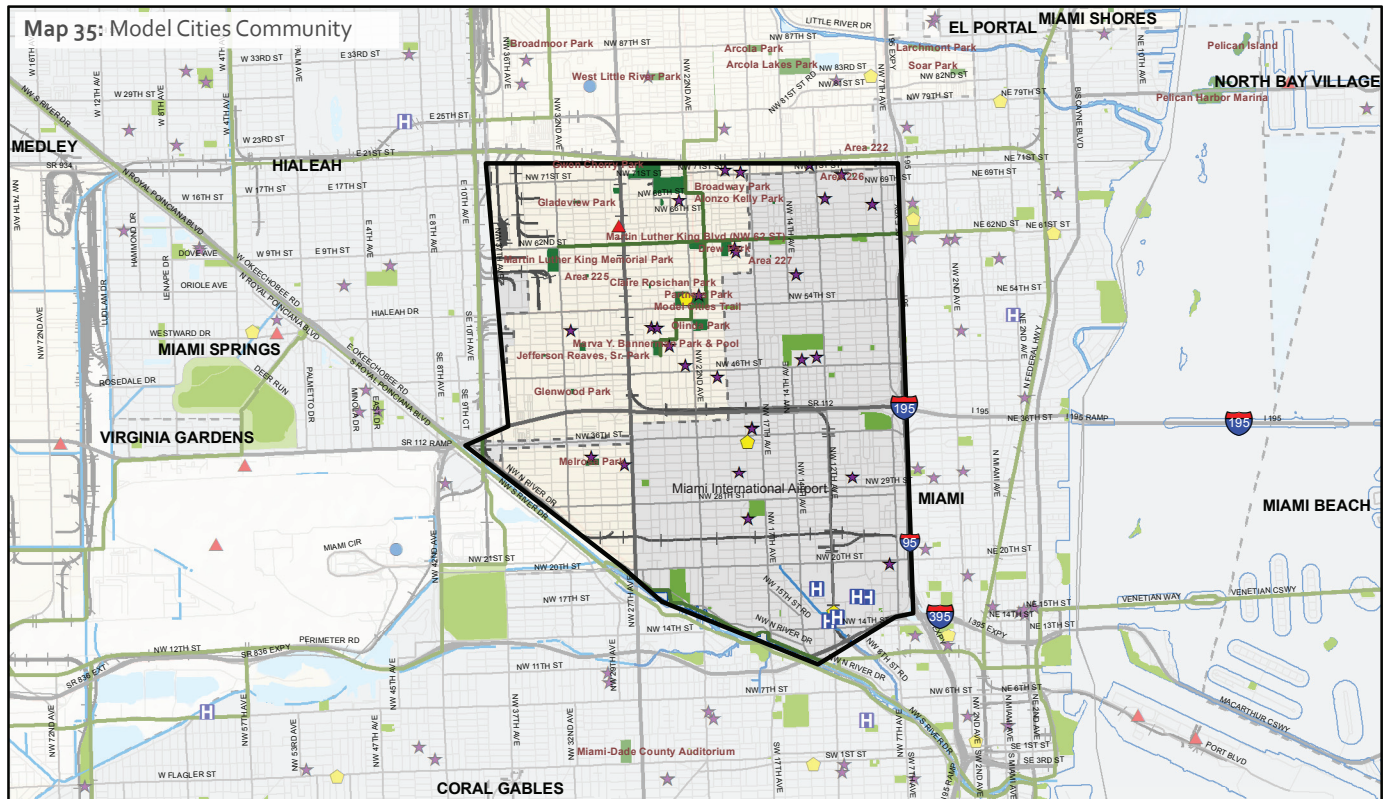


Table 49: Model Cities Community Benchmark Comparison

	National Average (NA)	Miami-Dade County	Model Cities	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	20.7%	-13.3%
Good	54%	52%	39.9%	-14.1%
Fair	11%	23%	29.6%	+18.6%
Poor	1%	5%	5.2%	+4.2%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	36.1%	+30.1%
Facilities lack the right equipment	7%	22.4%	30.6%	+23.6%
Lack of quality programs	8%	29.5%	32.9%	+24.9%
Class was full	5%	9.1%	13.0%	+8.0%
Use facilities in other counties	10%	5.6%	6.0%	-4.0%
Poor customer service by staff	3%	15.5%	26.9%	+23.9%
Too hot outdoors		29.2%	26.4%	n/a
I do not know what programs are offered	22%	40.2%	39.4%	+17.4%
Facilities operating hours are not convenient	7%	17.8%	18.5%	+11.5%

	National Average (NA)	Miami-Dade County	Model Cities	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	27.8%	+12.8%
I do not know the locations of parks or trails	16%	19.0%	15.7%	-0.3%
Security is insufficient	6%	30.7%	48.1%	+42.1%
Too far from my residence	11%	31.2%	27.3%	+16.3%
Program times are not convenient	17%	18.1%	18.5%	+1.5%
Fees are too high	14%	24.9%	39.4%	+25.4%
I do not know locations of recreation facilities	11%	15.4%	12.5%	+1.5%
Not accessible for people with disabilities	2%	4.3%	11.1%	+9.1%
Lack of parking by facilities or park	4%	11.9%	13.4%	+9.4%
Facilities are too often not available	9%	13.1%	15.7%	+6.7%
Lack of public transportation	3%	9.5%	14.8%	+11.8%

Note: Margin of error is +/-4.8%

Community Results

Chart 61: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County's Model Cities Community.

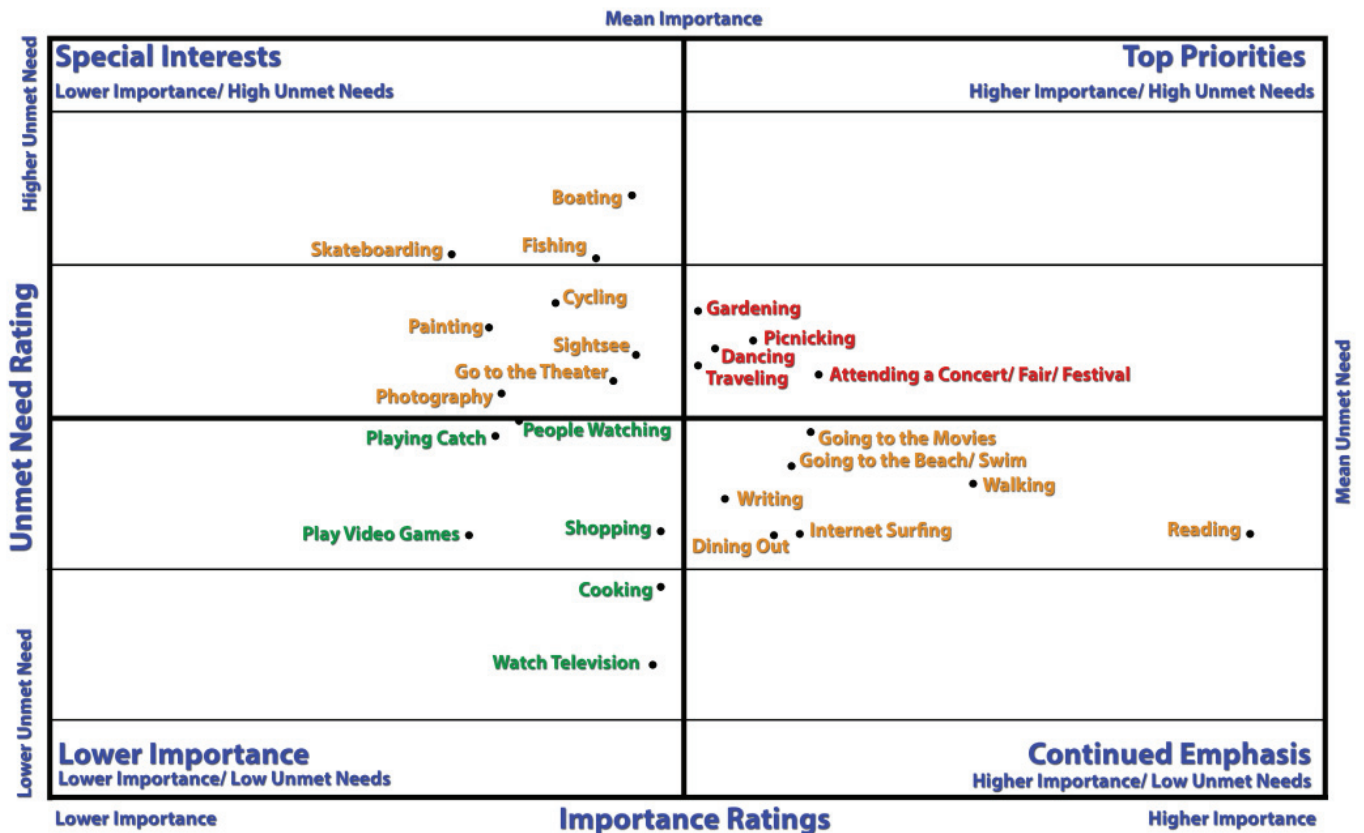
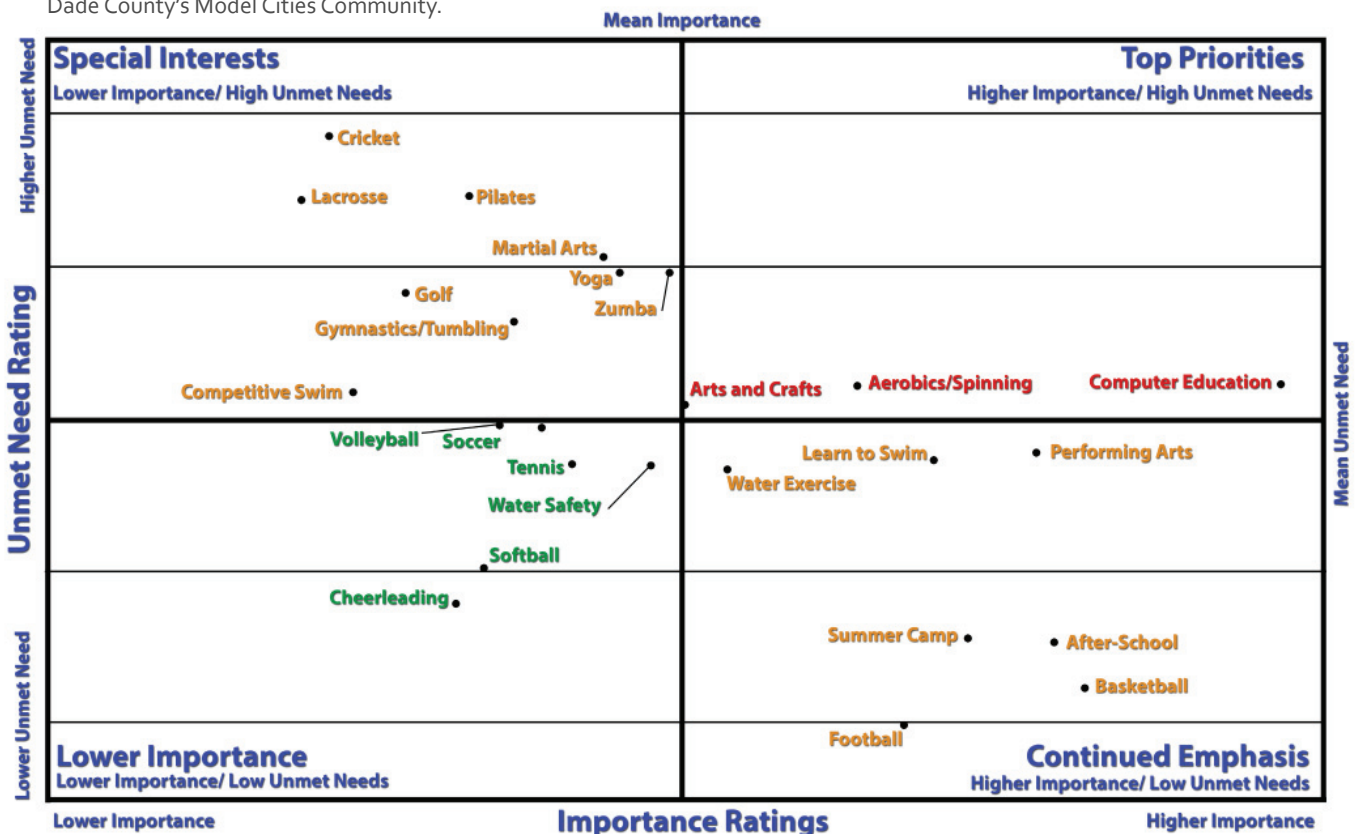


Chart 62: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County's Model Cities Community.



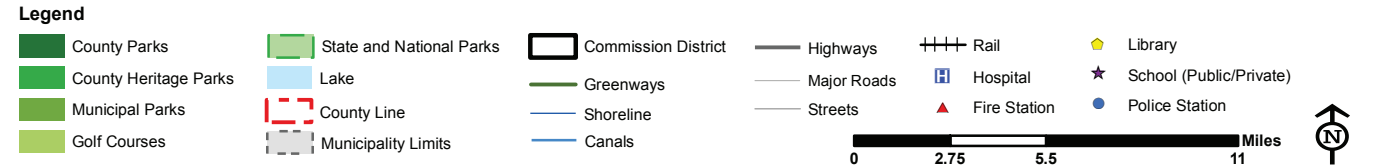
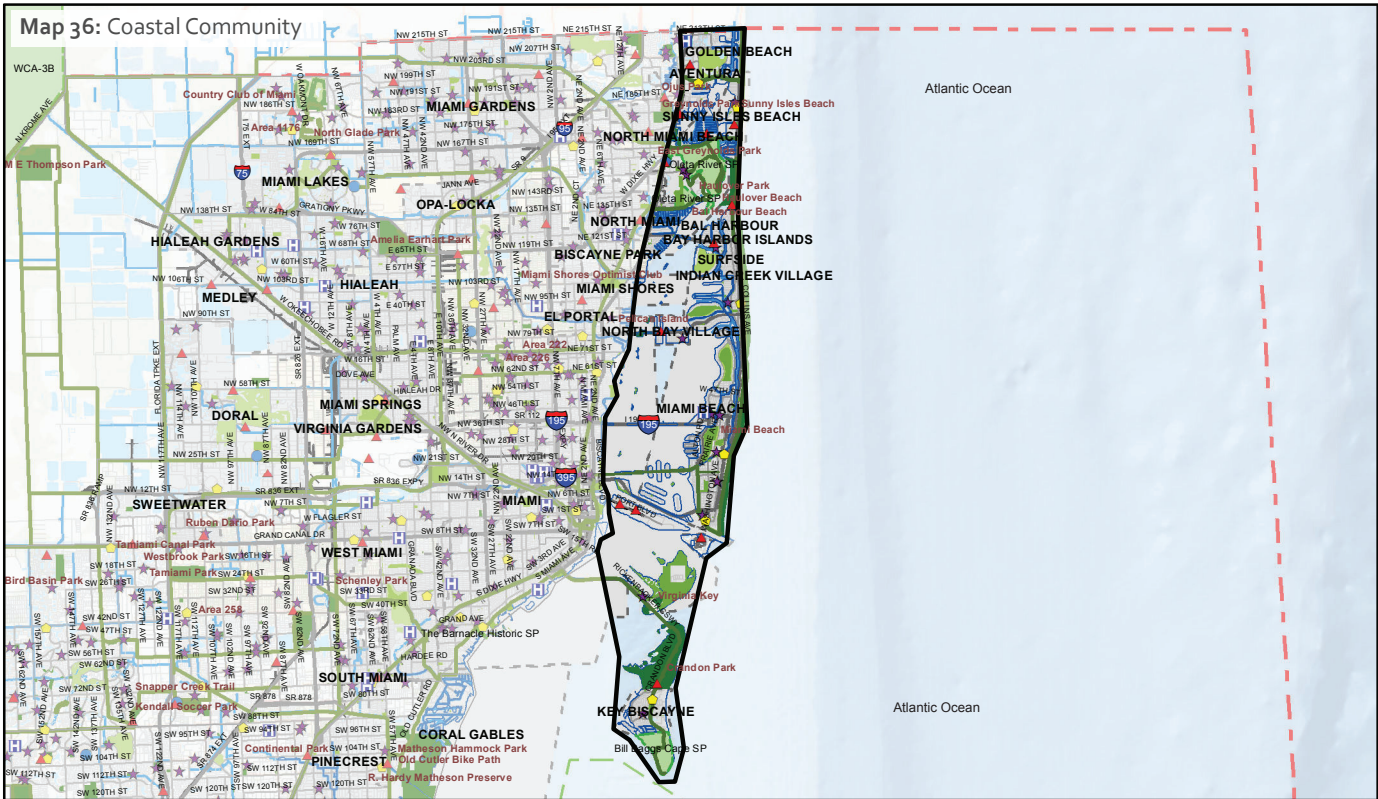


Table 50: Coastal Community Benchmark Comparison

	National Average (NA)	Miami-Dade County	Coastal	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	22.6%	-11.4%
Good	54%	52%	55.1%	+1.1%
Fair	11%	23%	15.5%	+4.5%
Poor	1%	5%	3.7%	+2.7%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	21.3%	+15.3%
Facilities lack the right equipment	7%	22.4%	15.4%	+8.4%
Lack of quality programs	8%	29.5%	22.7%	+14.7%
Class was full	5%	9.1%	9.5%	+5.5%
Use facilities in other counties	10%	5.6%	3.9%	-6.1%
Poor customer service by staff	3%	15.5%	10.4%	+10.0%
Too hot outdoors		29.2%	30.5%	n/a
I do not know what programs are offered	22%	40.2%	32.5%	+10.5%
Facilities operating hours are not convenient	7%	17.8%	14.6%	+7.6%

	National Average (NA)	Miami-Dade County	Coastal	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	18.8%	+3.8%
I do not know the locations of parks or trails	16%	19.0%	20.4%	+4.4%
Security is insufficient	6%	30.7%	17.6%	+11.6%
Too far from my residence	11%	31.2%	27.5%	+16.5%
Program times are not convenient	17%	18.1%	17.9%	+0.9%
Fees are too high	14%	24.9%	17.4%	+3.4%
I do not know locations of recreation facilities	11%	15.4%	16.5%	+5.5%
Not accessible for people with disabilities	2%	4.3%	2.2%	+0.2%
Lack of parking by facilities or park	4%	11.9%	9.8%	+5.8%
Facilities are too often not available	9%	13.1%	7.8%	-1.2%
Lack of public transportation	3%	9.5%	8.7%	+5.7%

Note: Margin of error is +/-4.8%

Community Results

Chart 63: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County's Coastal Community.

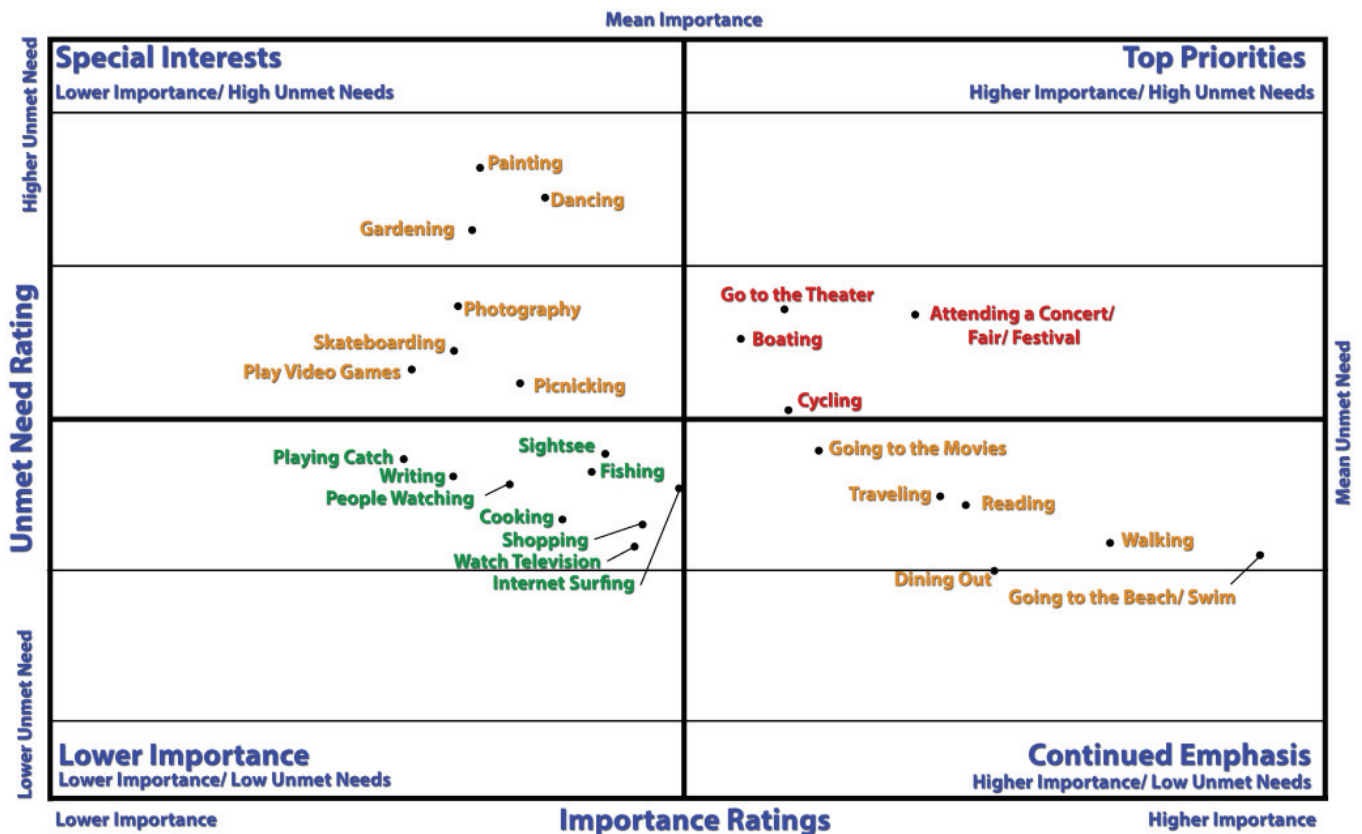
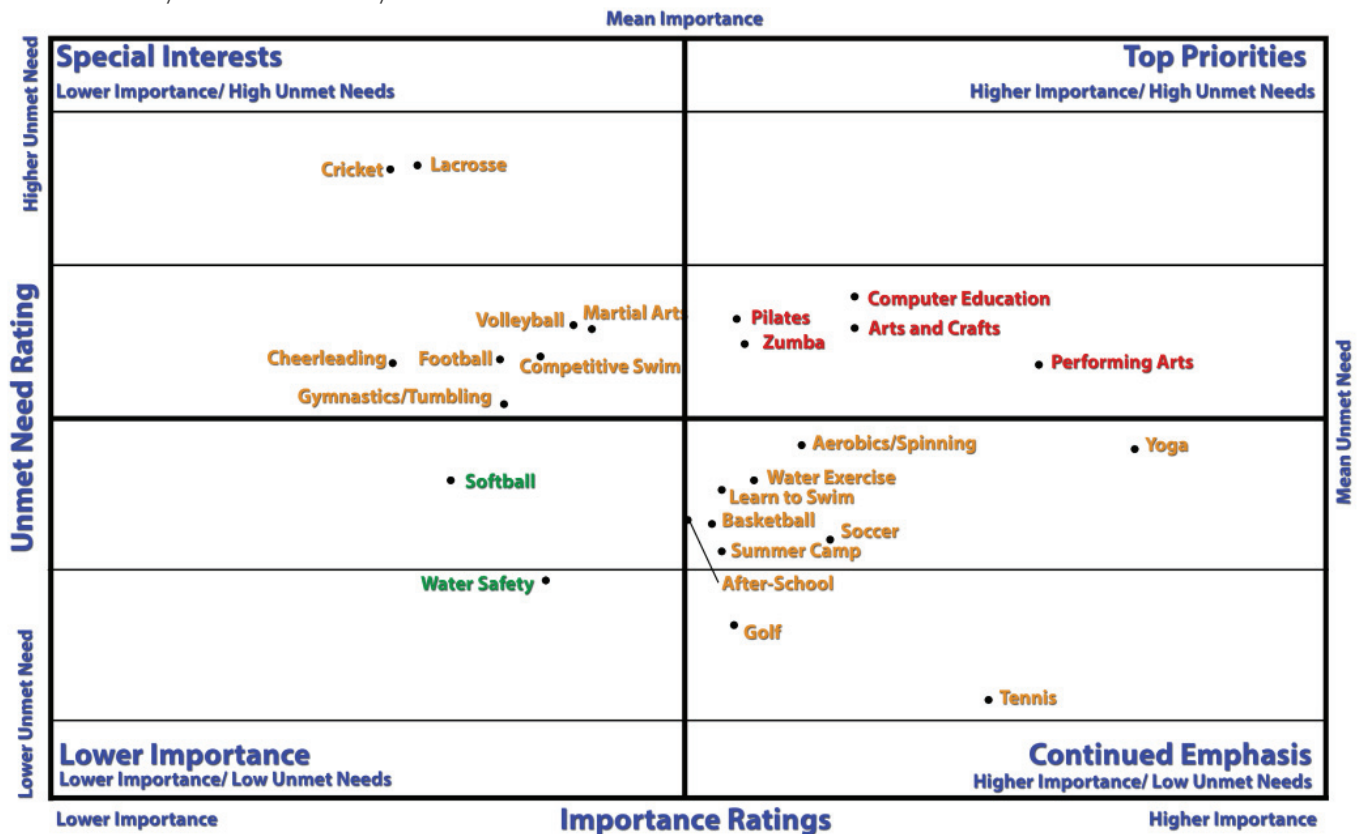
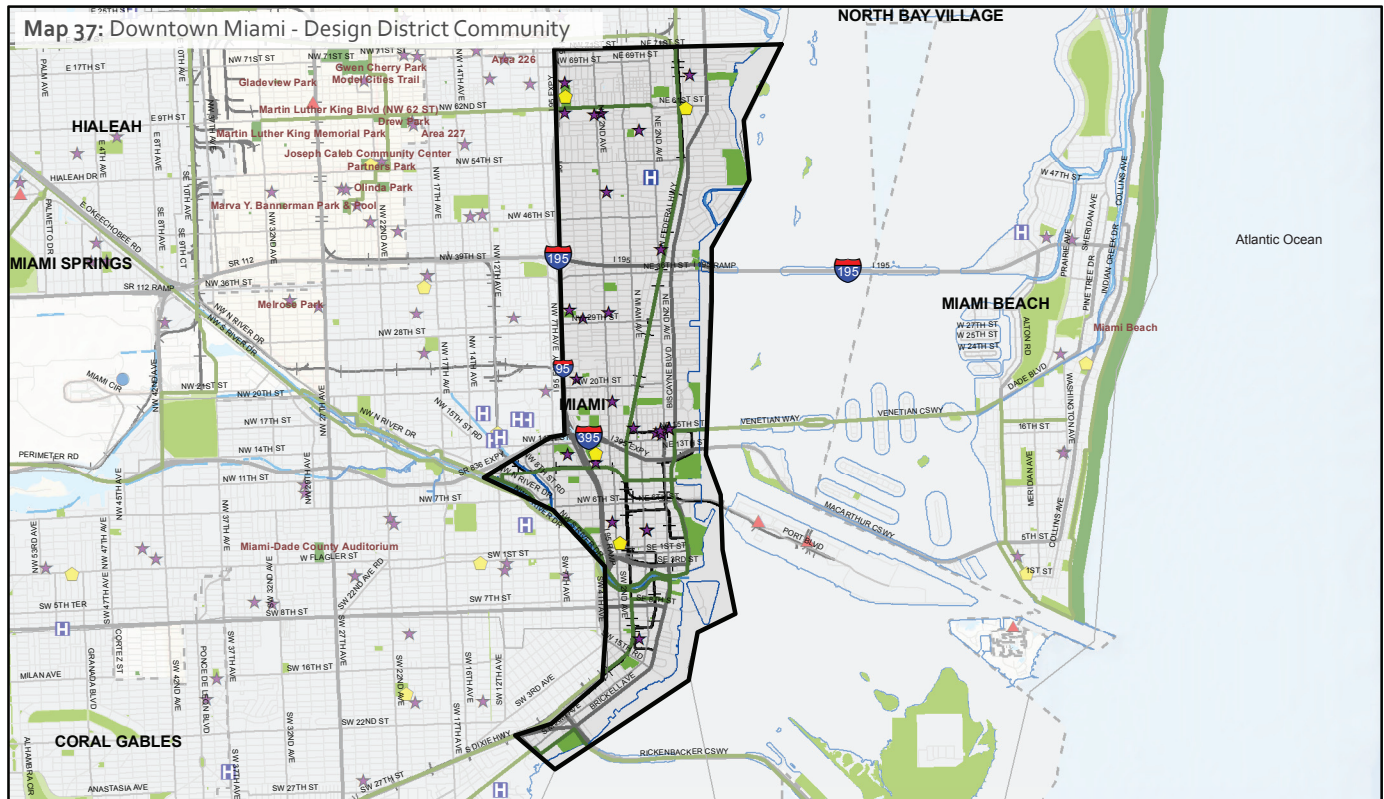


Chart 64: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County's Coastal Community.



Downtown Miami - Design District

Section 5



Legend



0 0.75 1.5 3 Miles



Table 51: Downtown Miami - Design District Community Benchmark Comparison

Community

	National Average (NA)	Miami-Dade County	Downtown - Design District	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	15.0%	-19.0%
Good	54%	52%	48.1%	-5.9%
Fair	11%	23%	29.0%	+18.0%
Poor	1%	5%	6.5%	+5.5%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	34.9%	+28.9%
Facilities lack the right equipment	7%	22.4%	24.1%	+17.1%
Lack of quality programs	8%	29.5%	25.4%	+17.4%
Class was full	5%	9.1%	6.4%	+1.4%
Use facilities in other counties	10%	5.6%	4.7%	-5.3%
Poor customer service by staff	3%	15.5%	13.6%	+10.6%
Too hot outdoors		29.2%	24.1%	n/a
I do not know what programs are offered	22%	40.2%	49.5%	+27.5%
Facilities operating hours are not convenient	7%	17.8%	16.6%	+9.6%

	National Average (NA)	Miami-Dade County	Downtown - Design District	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	21.0%	+6.0%
I do not know the locations of parks or trails	16%	19.0%	27.5%	+10.5%
Security is insufficient	6%	30.7%	31.5%	+25.5%
Too far from my residence	11%	31.2%	33.2%	+22.2%
Program times are not convenient	17%	18.1%	13.6%	-3.4%
Fees are too high	14%	24.9%	18.6%	+4.6%
I do not know locations of recreation facilities	11%	15.4%	20.0%	+9.0%
Not accessible for people with disabilities	2%	4.3%	4.4%	+2.4%
Lack of parking by facilities or park	4%	11.9%	18.3%	+14.3%
Facilities are too often not available	9%	13.1%	12.9%	+3.9%
Lack of public transportation	3%	9.5%	14.2%	+11.2%

Note: Margin of error is +/-4.8%

Community Results

Chart 65: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County's Downtown Miami - Design District Community.

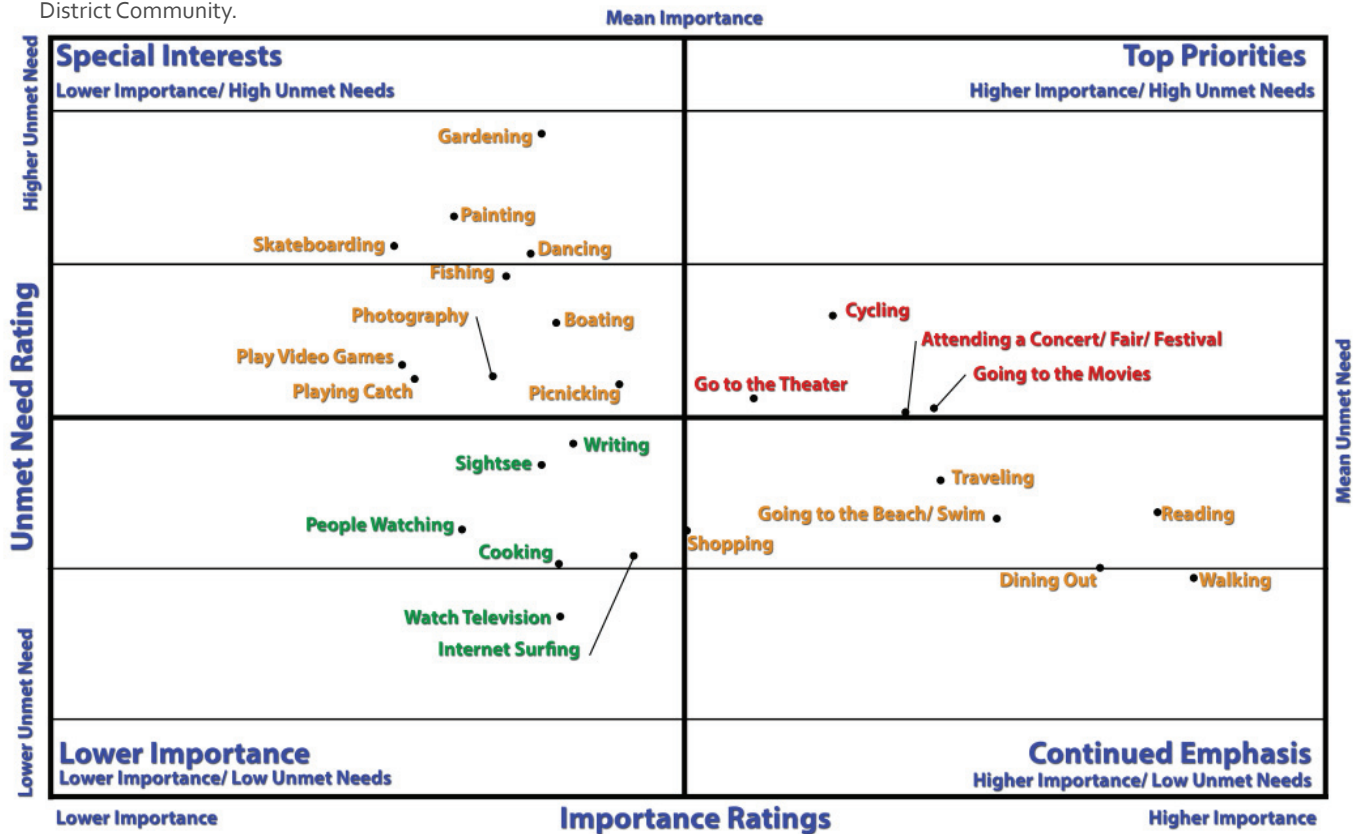
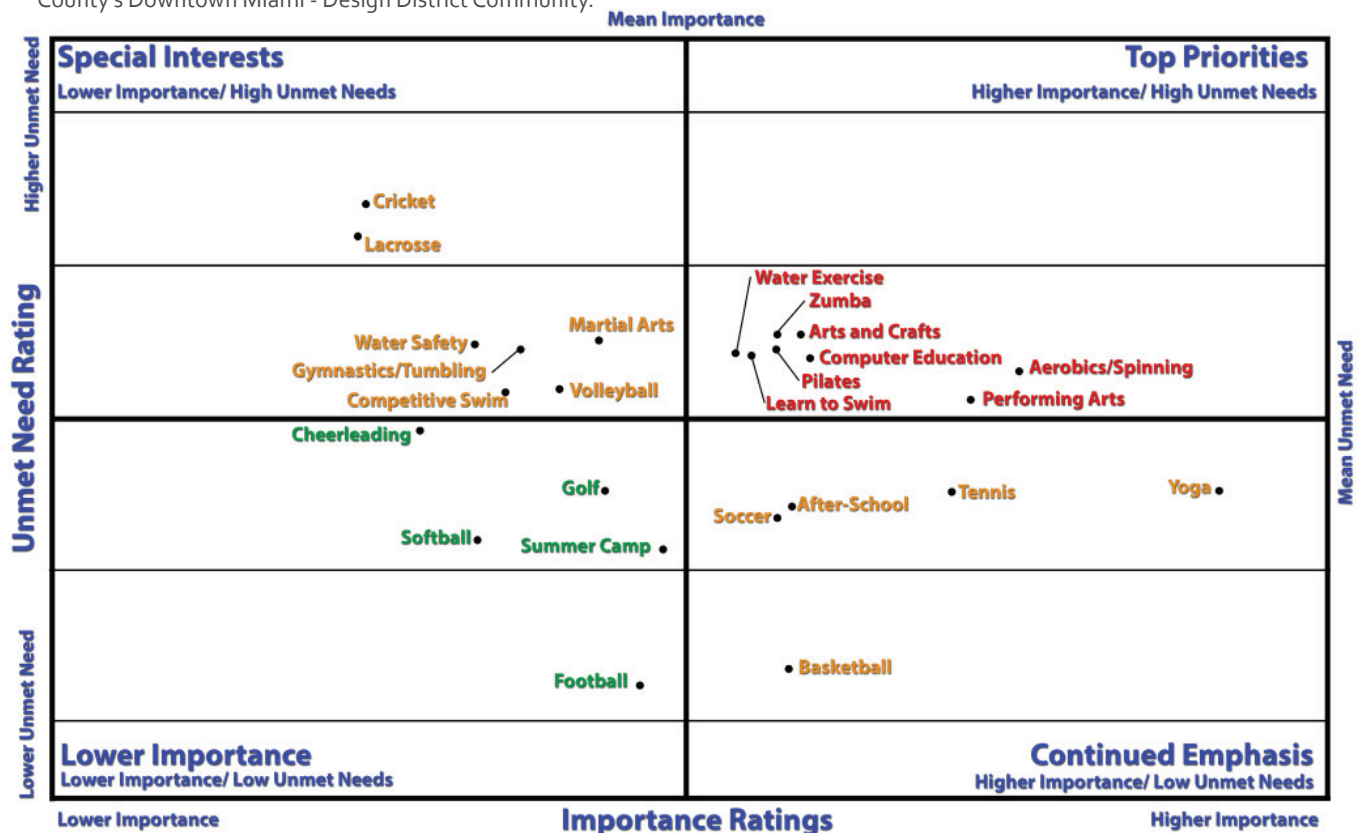


Chart 66: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County's Downtown Miami - Design District Community.



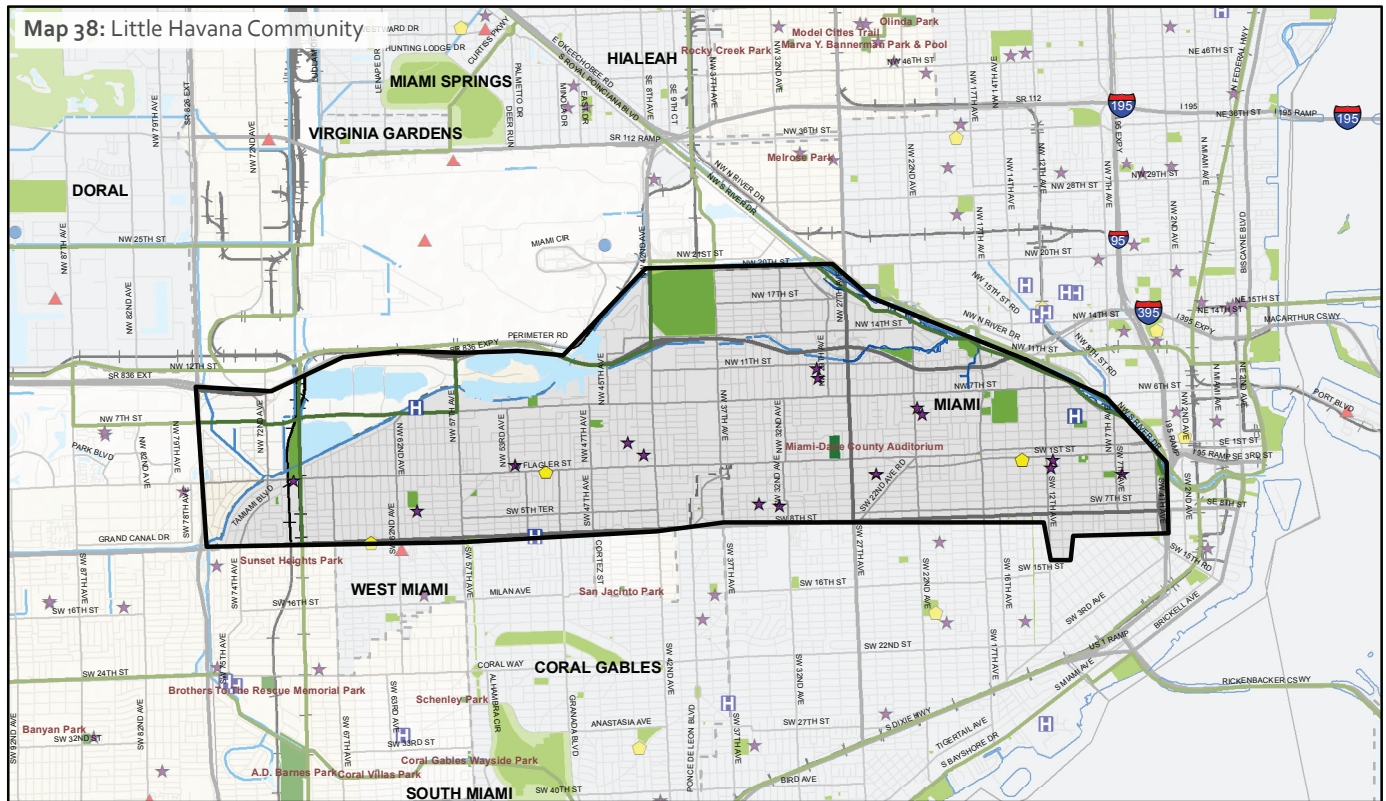


Table 52: Little Havana Community Benchmark Comparison

	National Average (NA)	Miami-Dade County	Little Havana	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	15.8%	-18.2%
Good	54%	52%	44.1%	-9.9%
Fair	11%	23%	28.2%	+17.2%
Poor	1%	5%	9.4%	+8.4%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	33.7%	+27.7%
Facilities lack the right equipment	7%	22.4%	23.1%	+16.0%
Lack of quality programs	8%	29.5%	30.8%	+22.8%
Class was full	5%	9.1%	12.0%	+7.0%
Use facilities in other counties	10%	5.6%	2.9%	-7.1%
Poor customer service by staff	3%	15.5%	15.9%	+12.9%
Too hot outdoors		29.2%	29.3%	n/a
I do not know what programs are offered	22%	40.2%	39.9%	+17.9%
Facilities operating hours are not convenient	7%	17.8%	20.7%	+13.7%

	National Average (NA)	Miami-Dade County	Little Havana	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	27.4%	+12.4%
I do not know the locations of parks or trails	16%	19.0%	18.3%	+2.3%
Security is insufficient	6%	30.7%	36.5%	+30.5%
Too far from my residence	11%	31.2%	33.7%	+22.7%
Program times are not convenient	17%	18.1%	19.7%	+2.7%
Fees are too high	14%	24.9%	26.9%	+12.9%
I do not know locations of recreation facilities	11%	15.4%	13.9%	+2.9%
Not accessible for people with disabilities	2%	4.3%	5.3%	+3.3%
Lack of parking by facilities or park	4%	11.9%	18.3%	+14.3%
Facilities are too often not available	9%	13.1%	19.7%	+10.7%
Lack of public transportation	3%	9.5%	16.3%	+13.3%

Note: Margin of error is +/-4.8%

Community Results

Chart 67: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County's Little Havana Community.

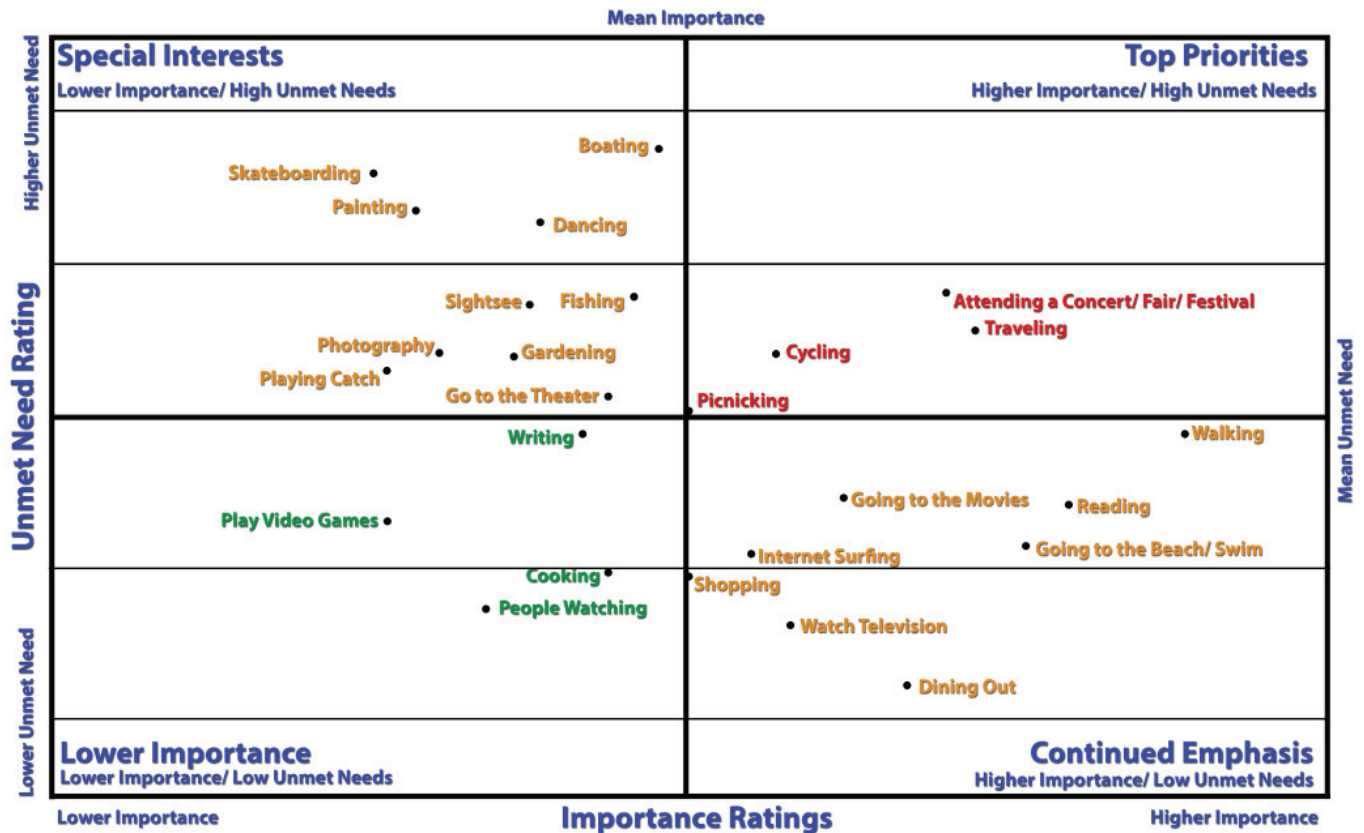
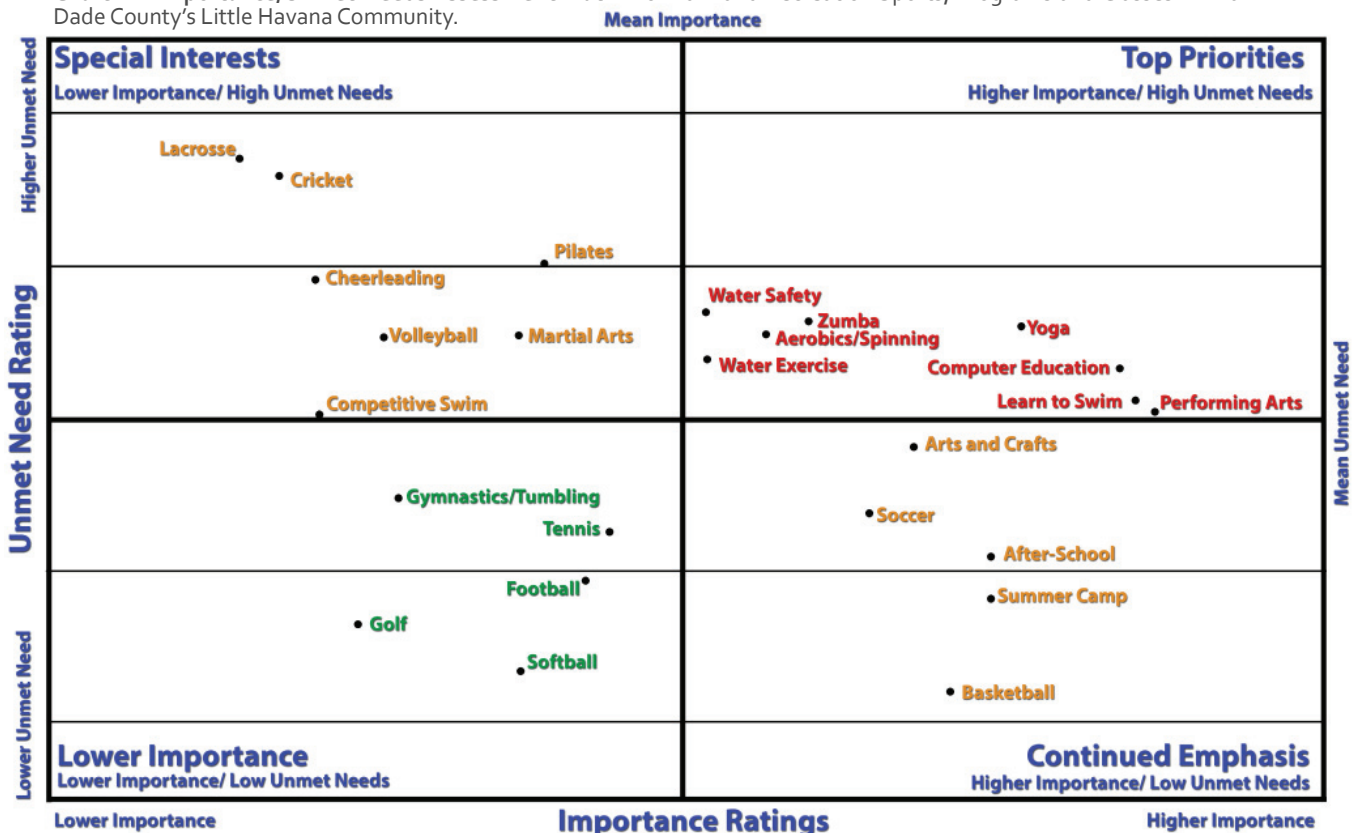


Chart 68: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County's Little Havana Community.



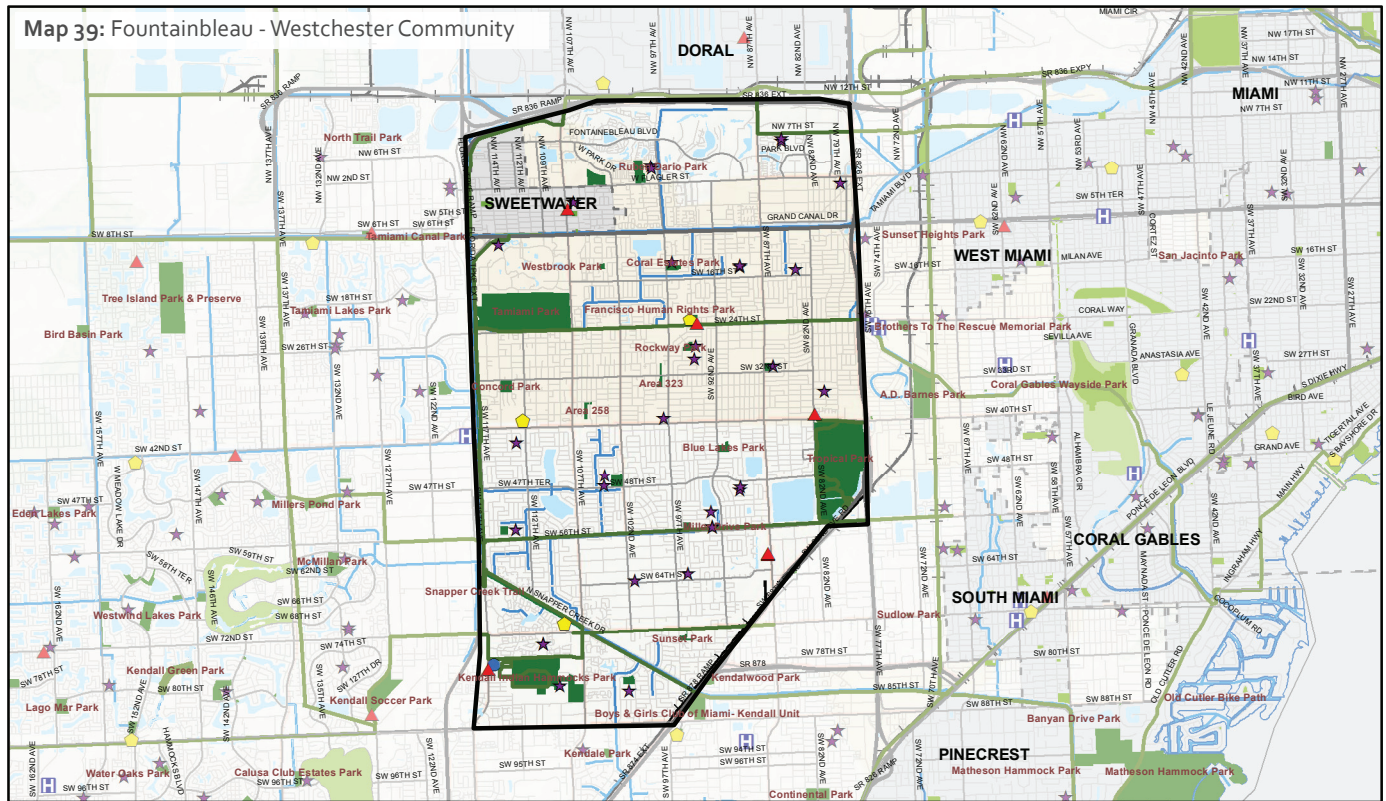


Table 53: Fountainbleau - Westchester Community Benchmark Comparison

	National Average (NA)	Miami-Dade County	Fountainbleau - Westchester	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	17.1%	-16.9%
Good	54%	52%	54.3%	+0.3%
Fair	11%	23%	21.5%	+10.5%
Poor	1%	5%	3.3%	+3.3%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	26.4%	+20.4%
Facilities lack the right equipment	7%	22.4%	20.3%	+13.3%
Lack of quality programs	8%	29.5%	27.5%	+19.5%
Class was full	5%	9.1%	8.4%	+3.4%
Use facilities in other counties	10%	5.6%	4.3%	-5.7%
Poor customer service by staff	3%	15.5%	15.8%	+12.8%
Too hot outdoors		29.2%	32.6%	n/a
I do not know what programs are offered	22%	40.2%	43.2%	+21.2%
Facilities operating hours are not convenient	7%	17.8%	21.9%	+14.9%

	National Average (NA)	Miami-Dade County	Fountainbleau - Westchester	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	24.8%	+9.8%
I do not know the locations of parks or trails	16%	19.0%	16.2%	+0.2%
Security is insufficient	6%	30.7%	26.6%	+20.6%
Too far from my residence	11%	31.2%	27.9%	+16.9%
Program times are not convenient	17%	18.1%	20.7%	+3.7%
Fees are too high	14%	24.9%	21.3%	+7.3%
I do not know locations of recreation facilities	11%	15.4%	15.6%	+4.6%
Not accessible for people with disabilities	2%	4.3%	5.1%	+3.1%
Lack of parking by facilities or park	4%	11.9%	9.6%	+5.6%
Facilities are too often not available	9%	13.1%	12.5%	+3.5%
Lack of public transportation	3%	9.5%	10.0%	+7.0%

Note: Margin of error is +/-4.8%

Community Results

Chart 69: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County's Fountainbleau - Westchester Community.

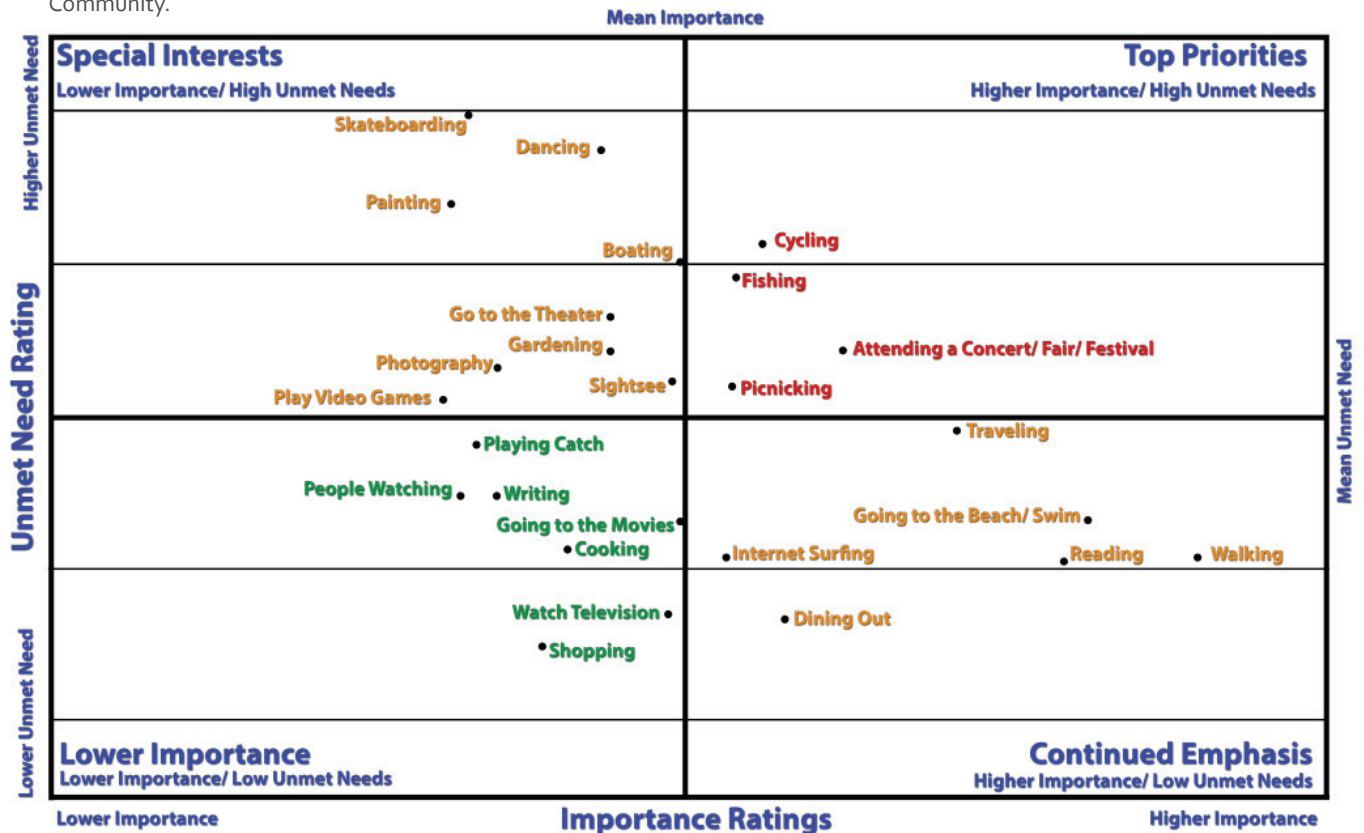
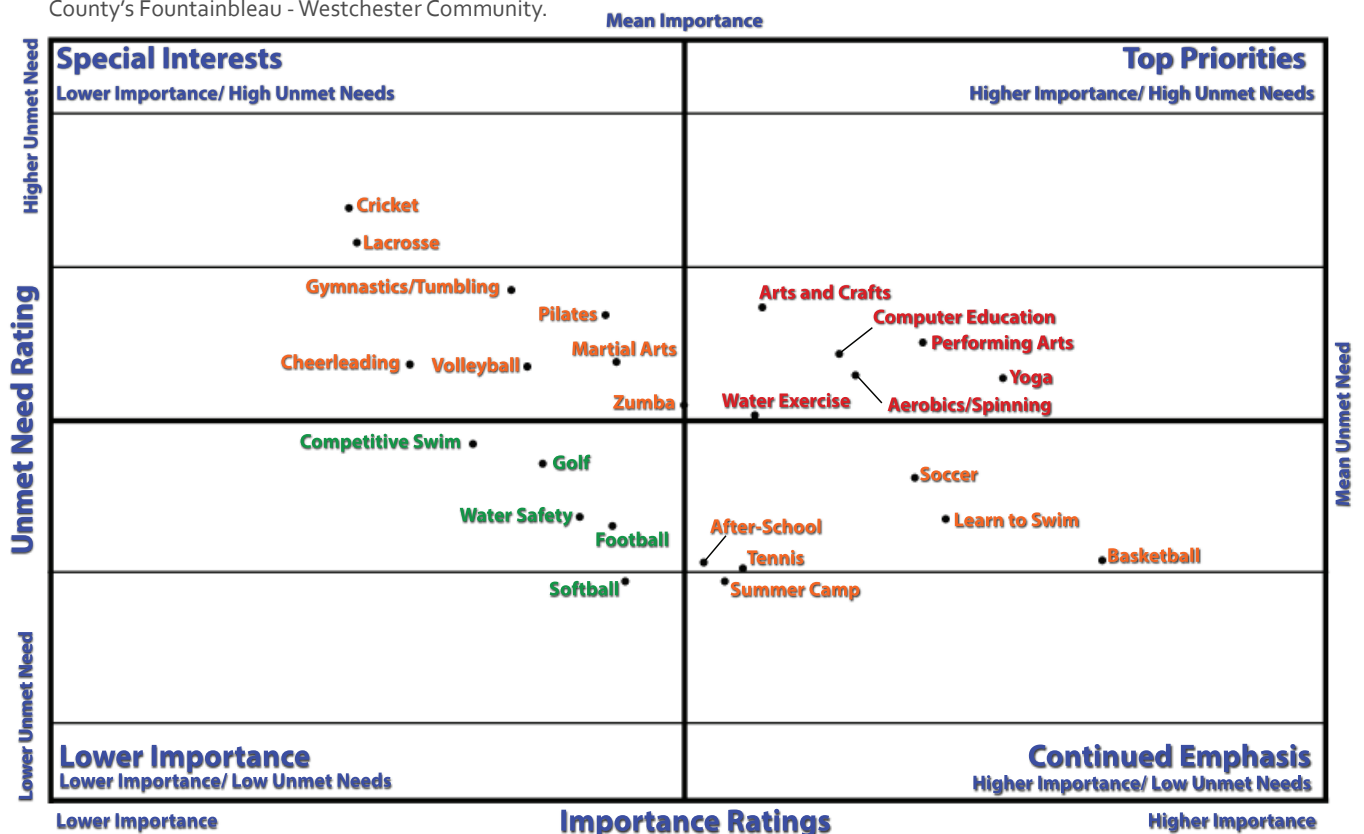


Chart 70: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County's Fountainbleau - Westchester Community.



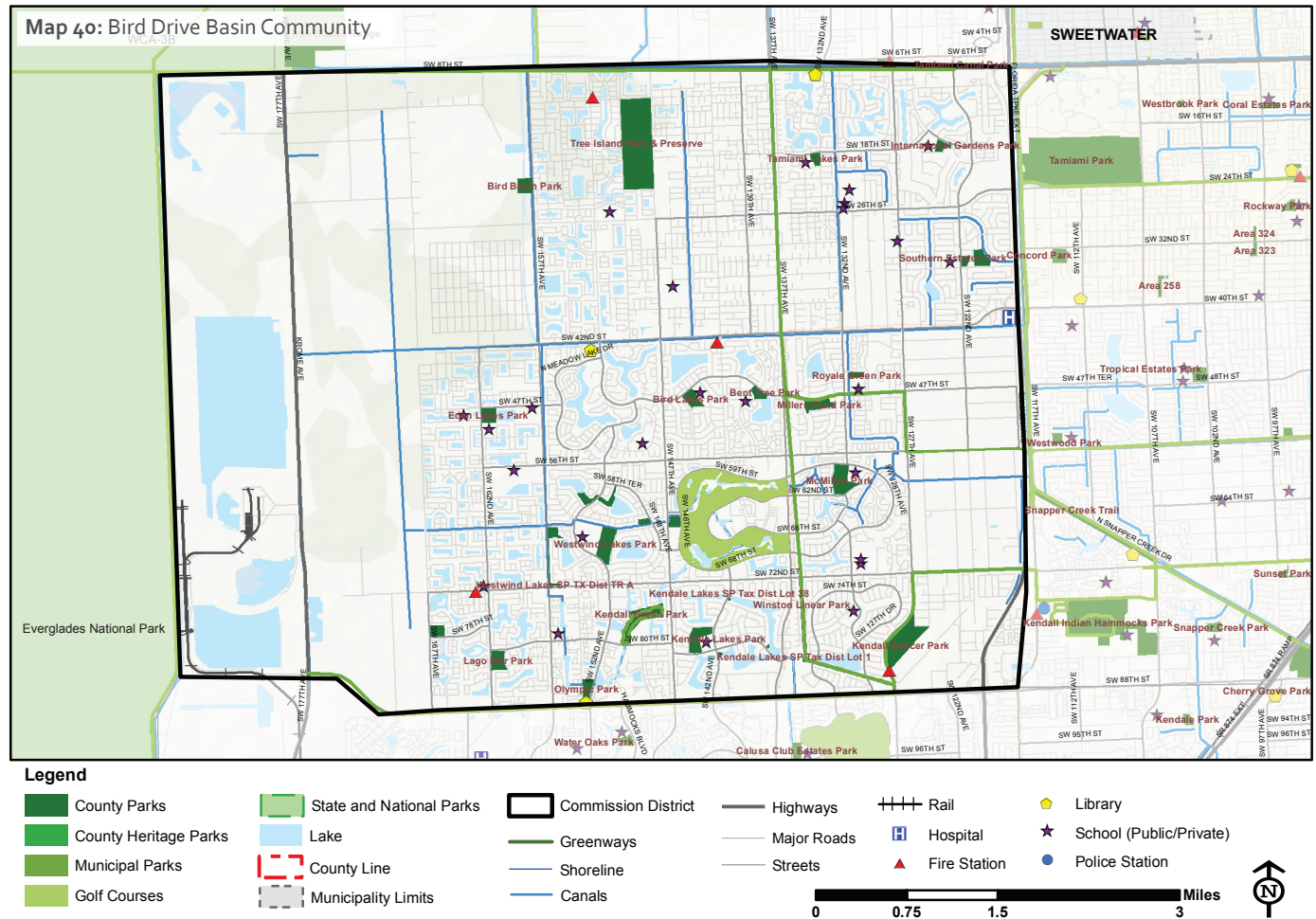


Table 54: Bird Drive Basin Community Benchmark Comparison

	National Average (NA)	Miami-Dade County	Bird Drive Basin	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	14.7%	-19.3%
Good	54%	52%	50.9%	-3.1%
Fair	11%	23%	27.3%	+16.3%
Poor	1%	5%	4.3%	+3.3%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	30.6%	+24.6%
Facilities lack the right equipment	7%	22.4%	24.1%	+17.1%
Lack of quality programs	8%	29.5%	28.4%	+20.4%
Class was full	5%	9.1%	5.9%	+0.9%
Use facilities in other counties	10%	5.6%	3.2%	-6.8%
Poor customer service by staff	3%	15.5%	15.2%	+12.2%
Too hot outdoors		29.2%	31.6%	n/a
I do not know what programs are offered	22%	40.2%	41.4%	+19.4%
Facilities operating hours are not convenient	7%	17.8%	16.4%	+9.4%

	National Average (NA)	Miami-Dade County	Bird Drive Basin	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	25.4%	+10.4%
I do not know the locations of parks or trails	16%	19.0%	19.5%	+3.5%
Security is insufficient	6%	30.7%	25.6%	+19.6%
Too far from my residence	11%	31.2%	40.4%	+29.4%
Program times are not convenient	17%	18.1%	18.5%	+1.5%
Fees are too high	14%	24.9%	21.3%	+7.3%
I do not know locations of recreation facilities	11%	15.4%	18.3%	+7.3%
Not accessible for people with disabilities	2%	4.3%	3.9%	+1.9%
Lack of parking by facilities or park	4%	11.9%	8.7%	+4.7%
Facilities are too often not available	9%	13.1%	14.2%	+5.2%
Lack of public transportation	3%	9.5%	10.5%	+7.5%

Note: Margin of error is +/-4.8%

Community Results

Chart 71: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County's Bird Drive Basin Community.

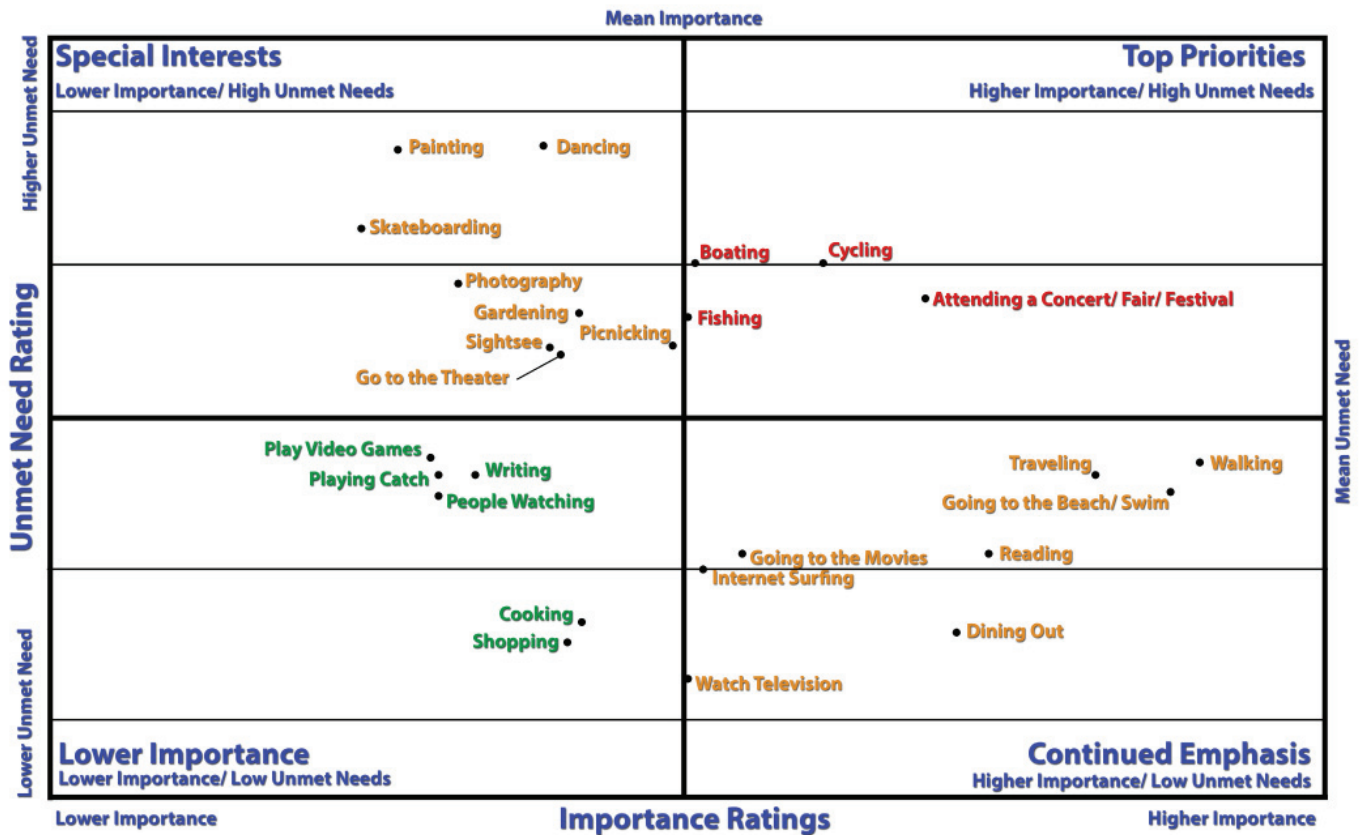
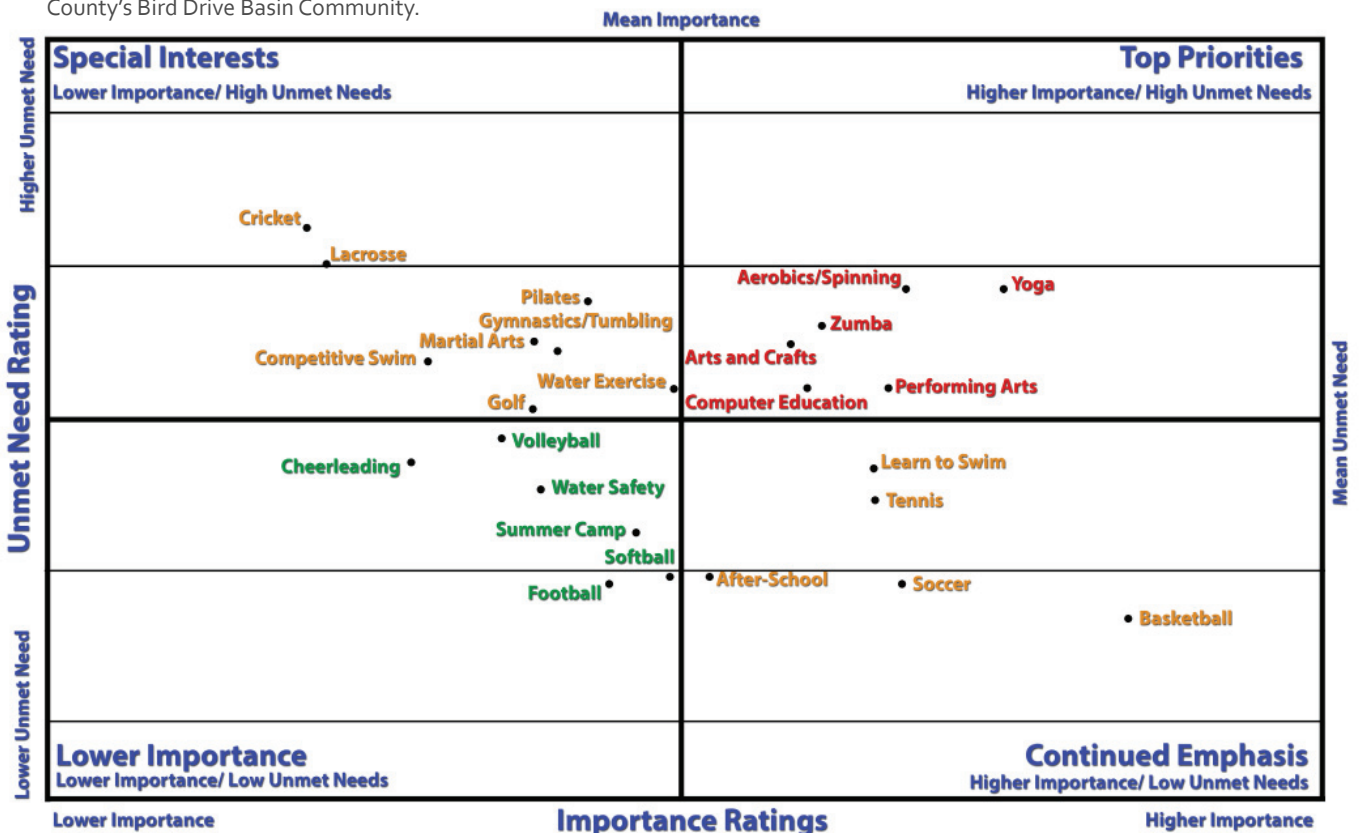
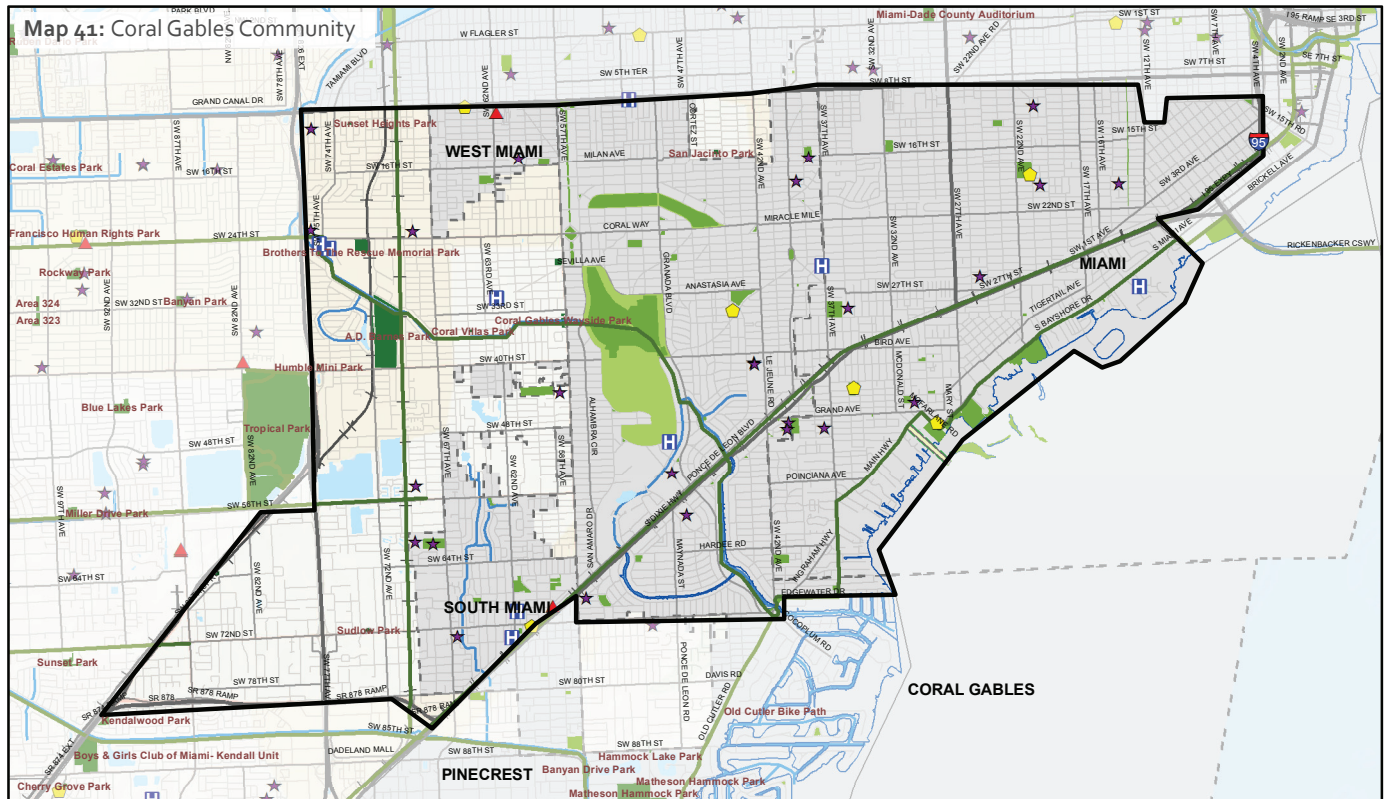


Chart 72: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County's Bird Drive Basin Community.





Legend

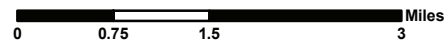


Table 55: Coral Gables Community Benchmark Comparison

	National Average (NA)	Miami-Dade County	Coral Gables	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	13.2%	-20.8%
Good	54%	52%	56.9%	+2.9%
Fair	11%	23%	24.3%	+13.3%
Poor	1%	5%	3.6%	+2.6%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	30.4%	+24.4%
Facilities lack the right equipment	7%	22.4%	20.1%	+13.1%
Lack of quality programs	8%	29.5%	30.5%	+22.5%
Class was full	5%	9.1%	7.1%	+2.1%
Use facilities in other counties	10%	5.6%	2.9%	-7.1%
Poor customer service by staff	3%	15.5%	15.5%	+12.5%
Too hot outdoors		29.2%	31.3%	n/a
I do not know what programs are offered	22%	40.2%	44.9%	+22.9%
Facilities operating hours are not convenient	7%	17.8%	16.0%	+9.0%

	National Average (NA)	Miami-Dade County	Coral Gables	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	24.0%	+9.0%
I do not know the locations of parks or trails	16%	19.0%	17.9%	+1.9%
Security is insufficient	6%	30.7%	27.6%	+21.6%
Too far from my residence	11%	31.2%	29.8%	+18.8%
Program times are not convenient	17%	18.1%	20.8%	+3.8%
Fees are too high	14%	24.9%	19.7%	+5.7%
I do not know locations of recreation facilities	11%	15.4%	13.9%	+2.9%
Not accessible for people with disabilities	2%	4.3%	2.2%	+0.2%
Lack of parking by facilities or park	4%	11.9%	20.4%	+16.4%
Facilities are too often not available	9%	13.1%	10.7%	+1.7%
Lack of public transportation	3%	9.5%	9.3%	+6.3%

Note: Margin of error is +/-4.8%

Community Results

Chart 73: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County's Coral Gables Community.

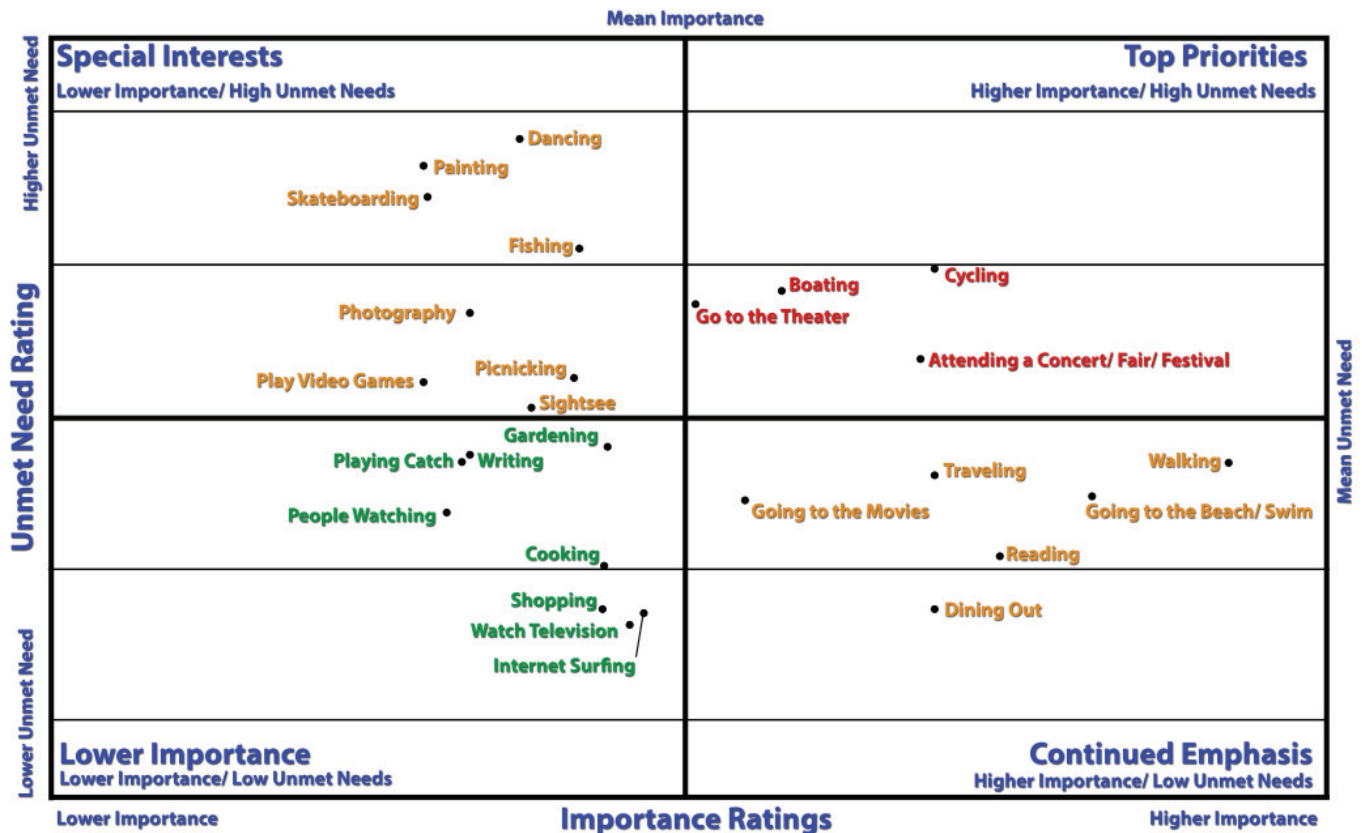
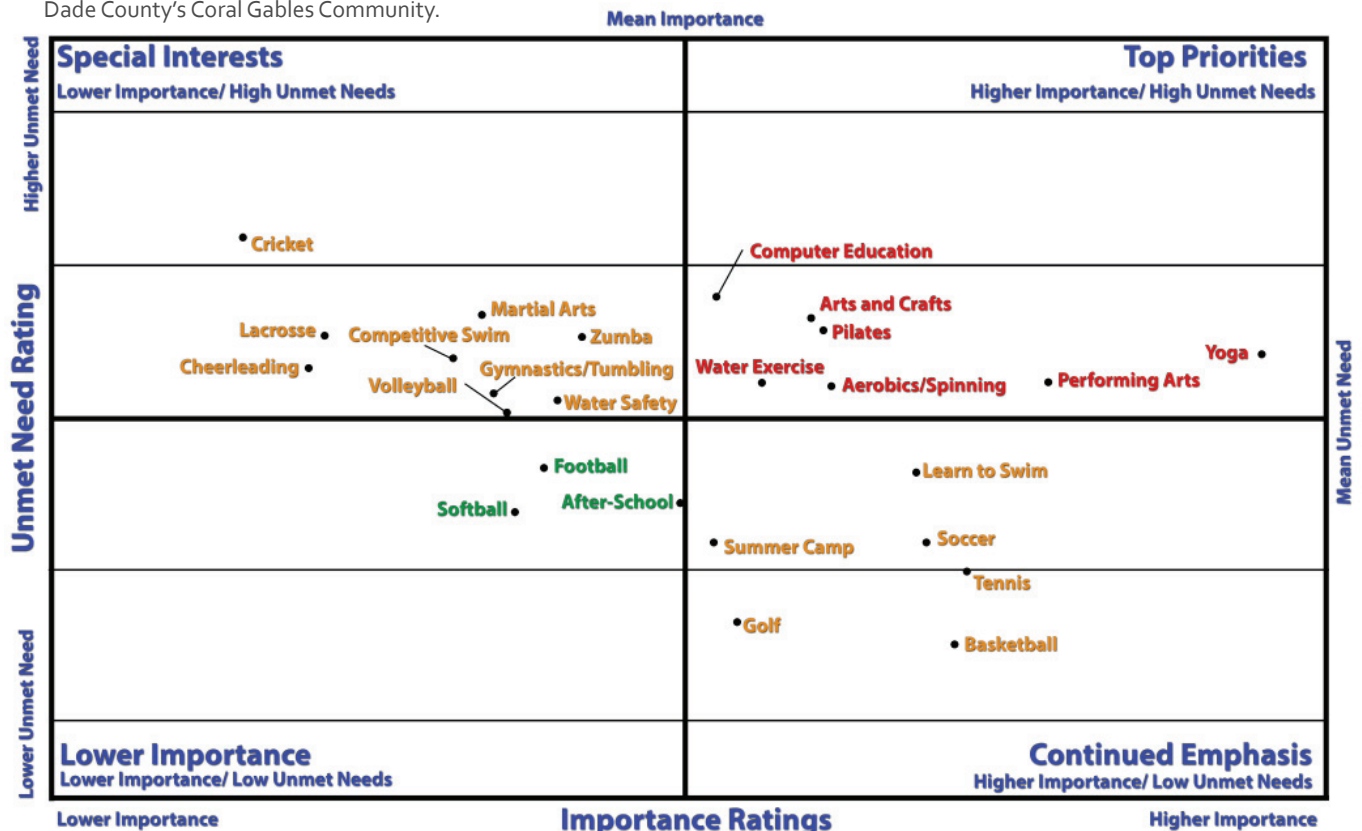


Chart 74: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County's Coral Gables Community.



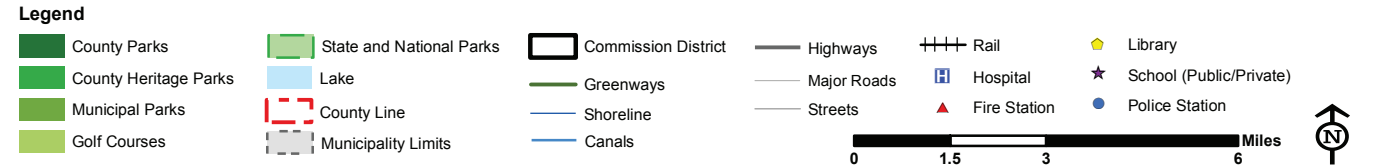
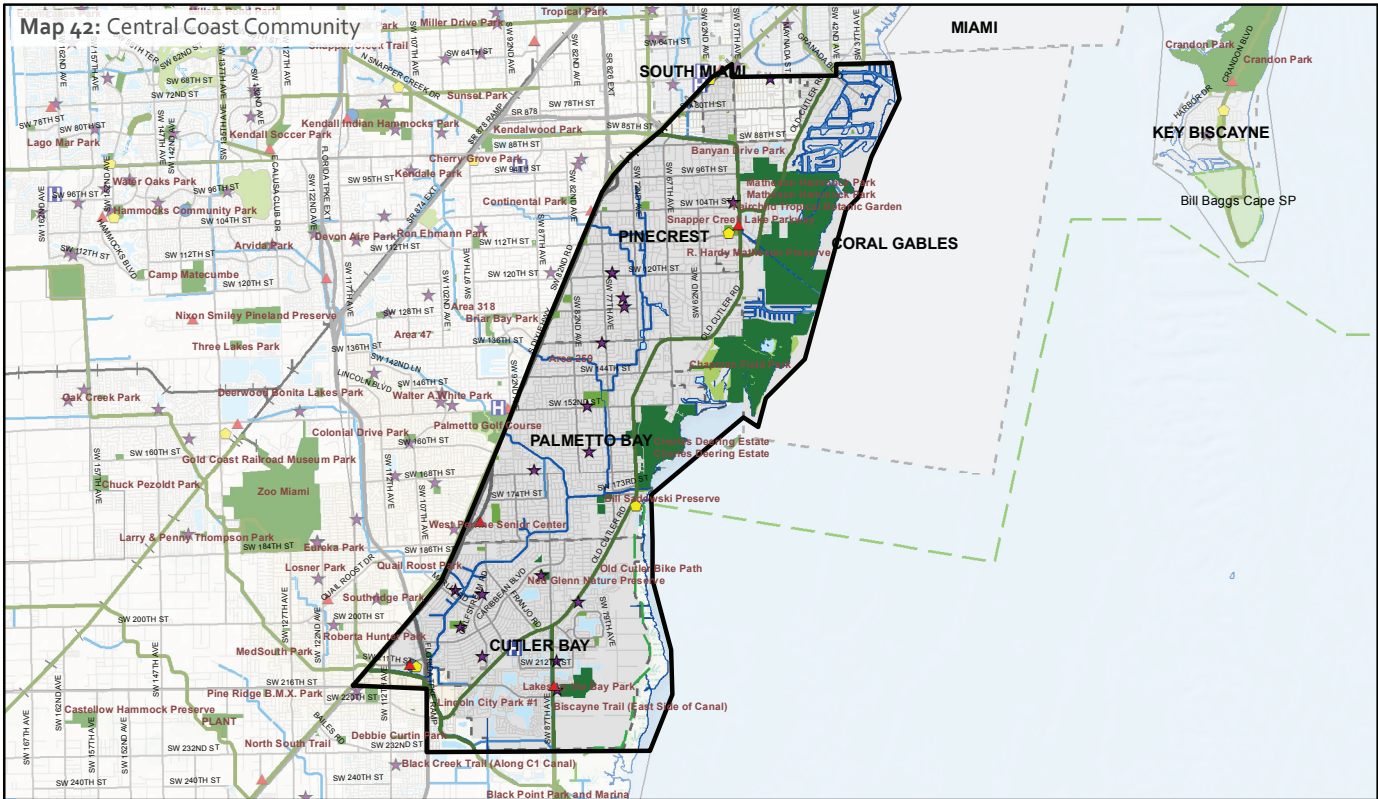


Table 56: Central Coastal Community Benchmark Comparison

	National Average (NA)	Miami-Dade County	Central Coastal	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	23.6%	-9.4%
Good	54%	52%	56.1%	+2.1%
Fair	11%	23%	15.9%	+4.9%
Poor	1%	5%	2.7%	+1.7%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	25.9%	+19.9%
Facilities lack the right equipment	7%	22.4%	16.2%	+9.2%
Lack of quality programs	8%	29.5%	25.9%	+17.9%
Class was full	5%	9.1%	6.6%	+1.6%
Use facilities in other counties	10%	5.6%	4.2%	-5.8%
Poor customer service by staff	3%	15.5%	9.3%	+6.3%
Too hot outdoors		29.2%	33.0%	n/a
I do not know what programs are offered	22%	40.2%	40.9%	+18.9%
Facilities operating hours are not convenient	7%	17.8%	14.7%	+7.7%

	National Average (NA)	Miami-Dade County	Central Coastal	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	19.2%	+4.2%
I do not know the locations of parks or trails	16%	19.0%	18.0%	+2.0%
Security is insufficient	6%	30.7%	18.9%	+12.9%
Too far from my residence	11%	31.2%	28.5%	+17.5%
Program times are not convenient	17%	18.1%	15.7%	-1.3%
Fees are too high	14%	24.9%	18.8%	+4.8%
I do not know locations of recreation facilities	11%	15.4%	14.0%	+3.0%
Not accessible for people with disabilities	2%	4.3%	2.2%	+0.2%
Lack of parking by facilities or park	4%	11.9%	8.3%	+4.3%
Facilities are too often not available	9%	13.1%	10.2%	+1.2%
Lack of public transportation	3%	9.5%	4.8%	+1.8%

Note: Margin of error is +/-4.8%

Community Results

Chart 75: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County's Central Coastal Community.

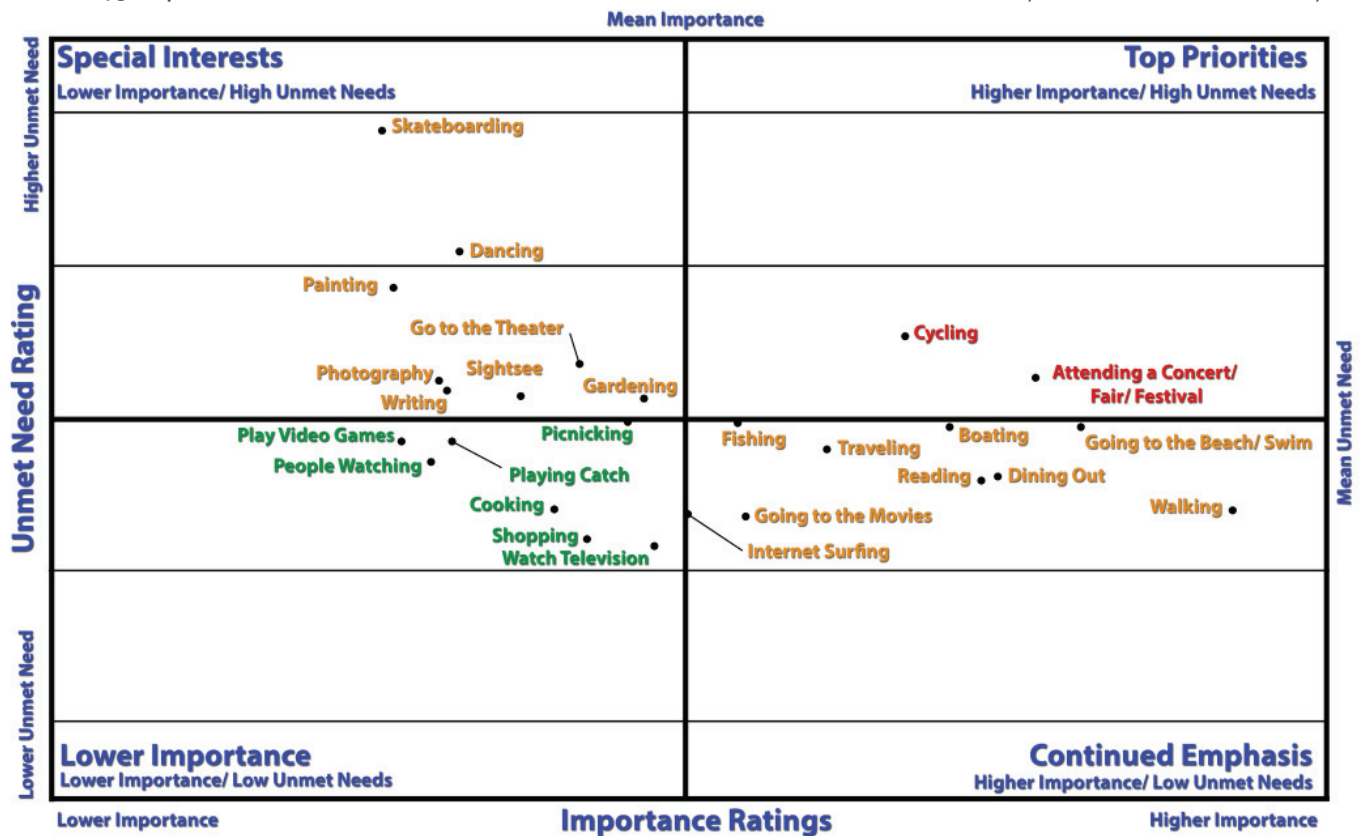
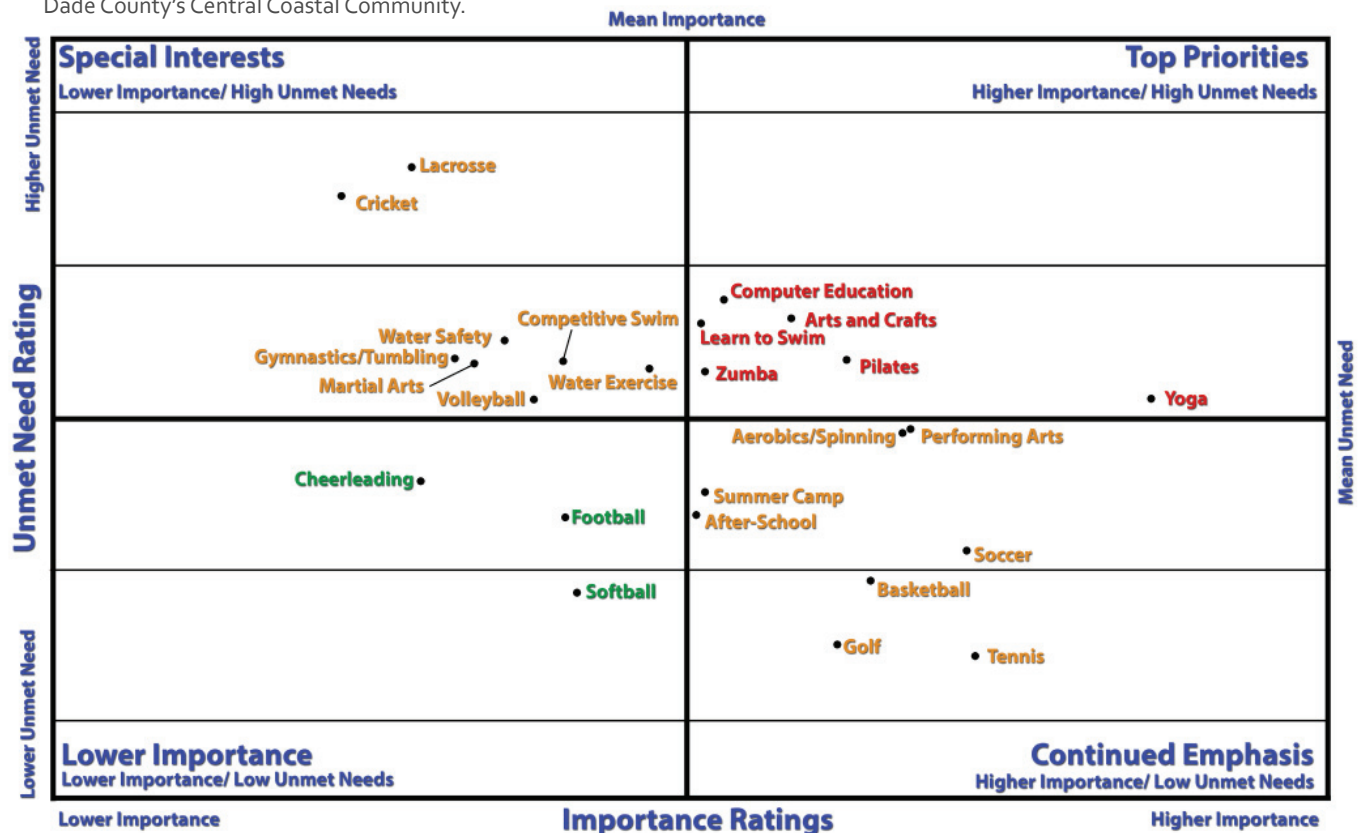


Chart 76: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County's Central Coastal Community.



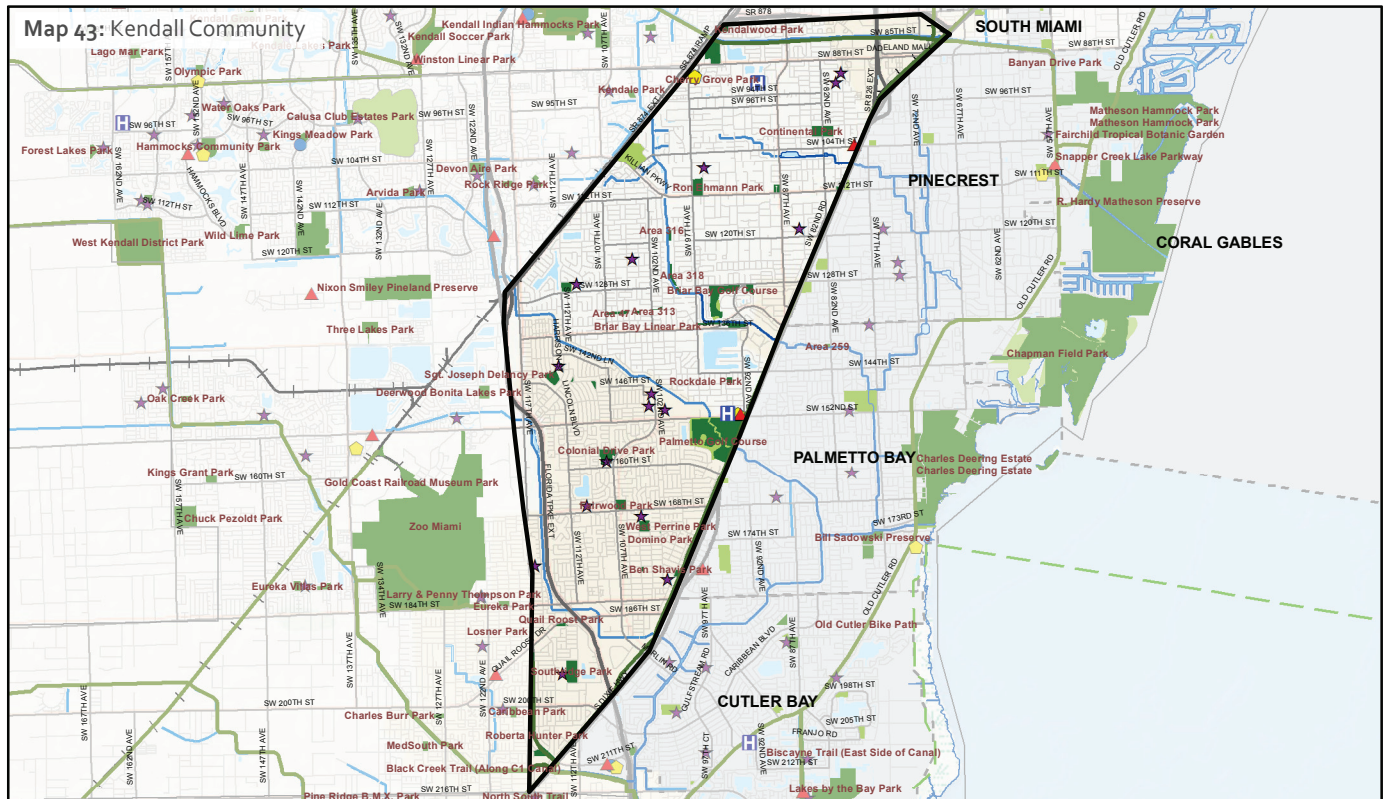


Table 57: Kendall Community Benchmark Comparison

	National Average (NA)	Miami-Dade County	Kendall	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	20.3%	-13.7%
Good	54%	52%	50.0%	-4.0%
Fair	11%	23%	19.5%	+8.5%
Poor	1%	5%	5.9%	+4.9%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	30.9%	+24.9%
Facilities lack the right equipment	7%	22.4%	23.6%	+16.6%
Lack of quality programs	8%	29.5%	29.3%	+21.3%
Class was full	5%	9.1%	9.3%	+4.3%
Use facilities in other counties	10%	5.6%	4.6%	-5.4%
Poor customer service by staff	3%	15.5%	13.5%	+10.5%
Too hot outdoors		29.2%	30.5%	n/a
I do not know what programs are offered	22%	40.2%	38.6%	+16.6%
Facilities operating hours are not convenient	7%	17.8%	17.8%	+10.8%

	National Average (NA)	Miami-Dade County	Kendall	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	22.8%	+7.8%
I do not know the locations of parks or trails	16%	19.0%	19.3%	+3.3%
Security is insufficient	6%	30.7%	31.3%	+25.3%
Too far from my residence	11%	31.2%	29.0%	+18.0%
Program times are not convenient	17%	18.1%	18.9%	+1.9%
Fees are too high	14%	24.9%	24.3%	+10.3%
I do not know locations of recreation facilities	11%	15.4%	15.4%	+4.4%
Not accessible for people with disabilities	2%	4.3%	6.2%	+4.2%
Lack of parking by facilities or park	4%	11.9%	5.4%	+1.4%
Facilities are too often not available	9%	13.1%	15.1%	+6.1%
Lack of public transportation	3%	9.5%	10.0%	+7.0%

Note: Margin of error is +/-4.8%

Community Results

Chart 77: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County's Kendall Community.

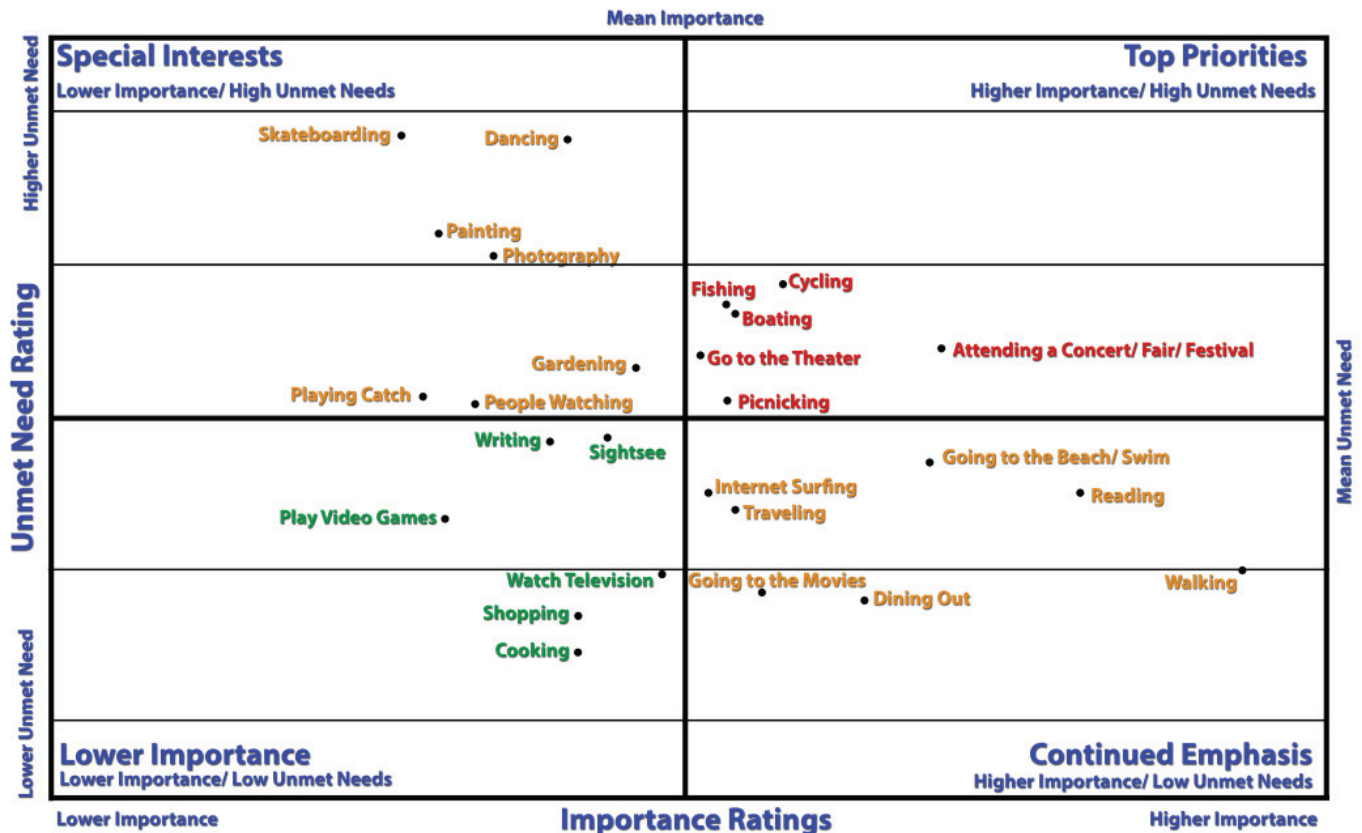
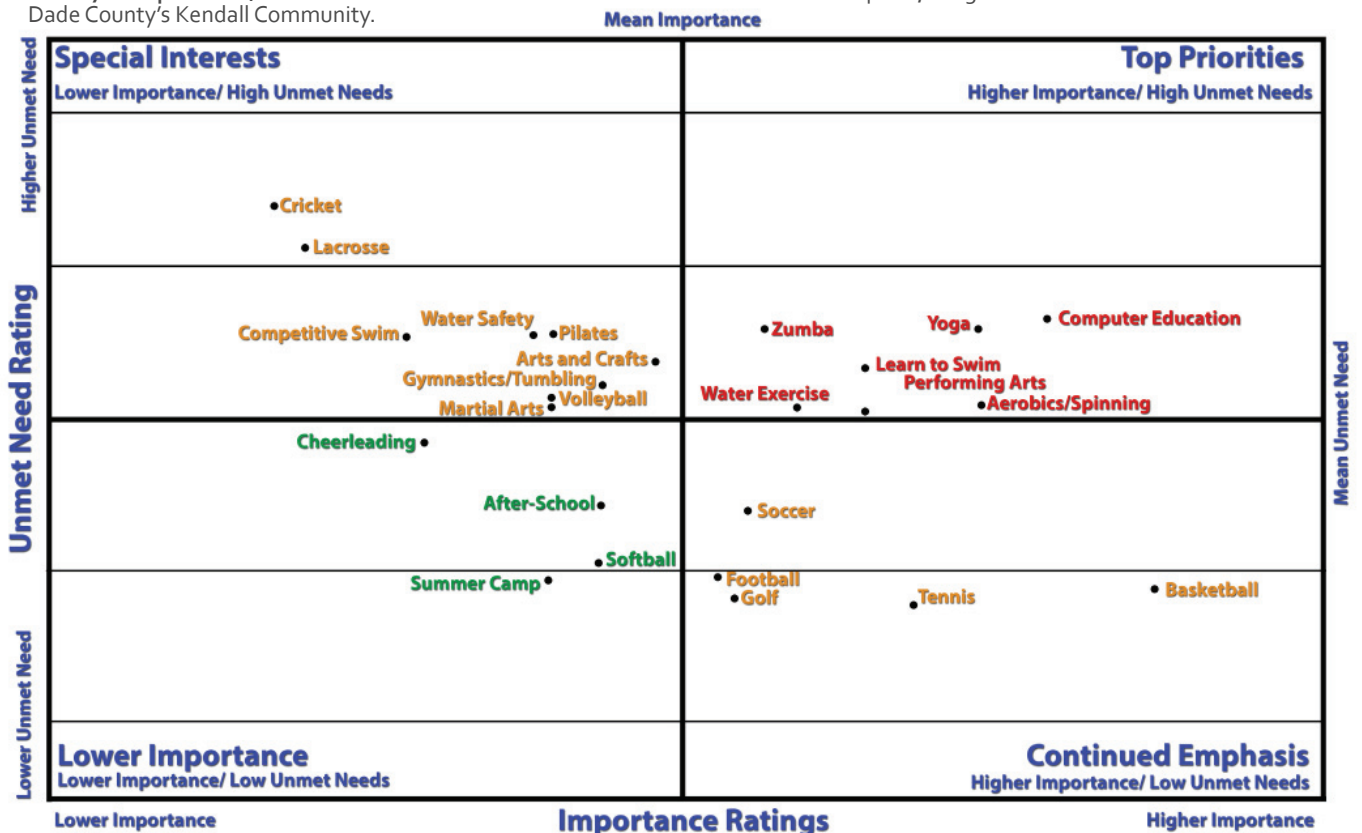


Chart 78: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County's Kendall Community.



Community

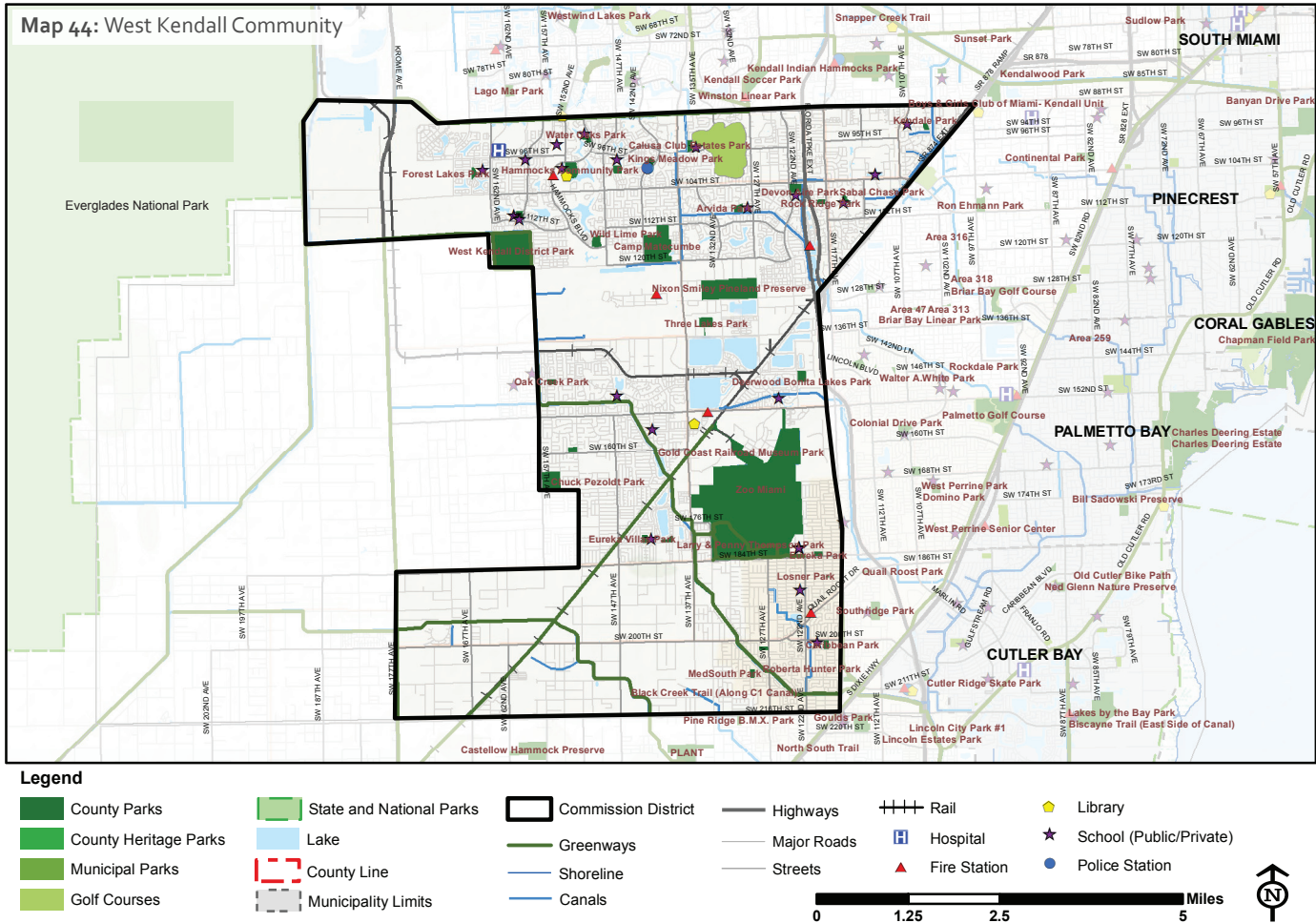


Table 58: West Kendall Community Benchmark Comparison

	National Average (NA)	Miami-Dade County	West Kendall	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	13.8%	-20.2%
Good	54%	52%	57.1%	+3.1%
Fair	11%	23%	22.8%	+11.8%
Poor	1%	5%	4.7%	+3.7%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	31.7%	+25.7%
Facilities lack the right equipment	7%	22.4%	24.5%	+17.5%
Lack of quality programs	8%	29.5%	30.9%	+22.9%
Class was full	5%	9.1%	7.0%	+2.0%
Use facilities in other counties	10%	5.6%	4.3%	-5.7%
Poor customer service by staff	3%	15.5%	15.5%	+12.5%
Too hot outdoors		29.2%	37.1%	n/a
I do not know what programs are offered	22%	40.2%	41.5%	+19.5%
Facilities operating hours are not convenient	7%	17.8%	15.8%	+8.8%

	National Average (NA)	Miami-Dade County	West Kendall	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	24.6%	+9.6%
I do not know the locations of parks or trails	16%	19.0%	20.0%	+4.0%
Security is insufficient	6%	30.7%	30.4%	+24.4%
Too far from my residence	11%	31.2%	34.4%	+24.4%
Program times are not convenient	17%	18.1%	14.7%	-2.3%
Fees are too high	14%	24.9%	26.6%	+12.6%
I do not know locations of recreation facilities	11%	15.4%	16.9%	+5.9%
Not accessible for people with disabilities	2%	4.3%	2.9%	+0.9%
Lack of parking by facilities or park	4%	11.9%	13.3%	+9.3%
Facilities are too often not available	9%	13.1%	12.6%	+3.6%
Lack of public transportation	3%	9.5%	8.5%	+5.5%

Note: Margin of error is +/- 4.8%

Community Results

Chart 79: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County's West Kendall Community.

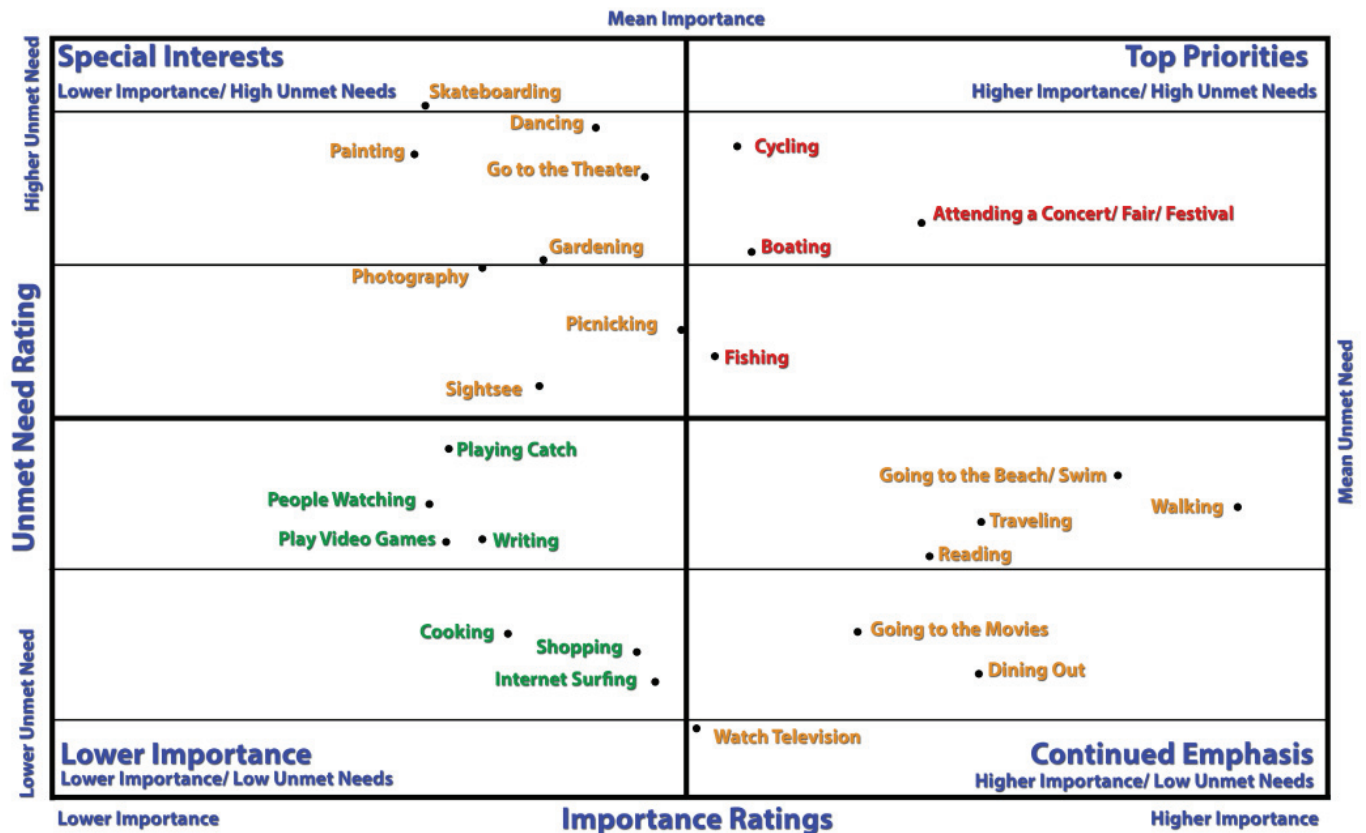
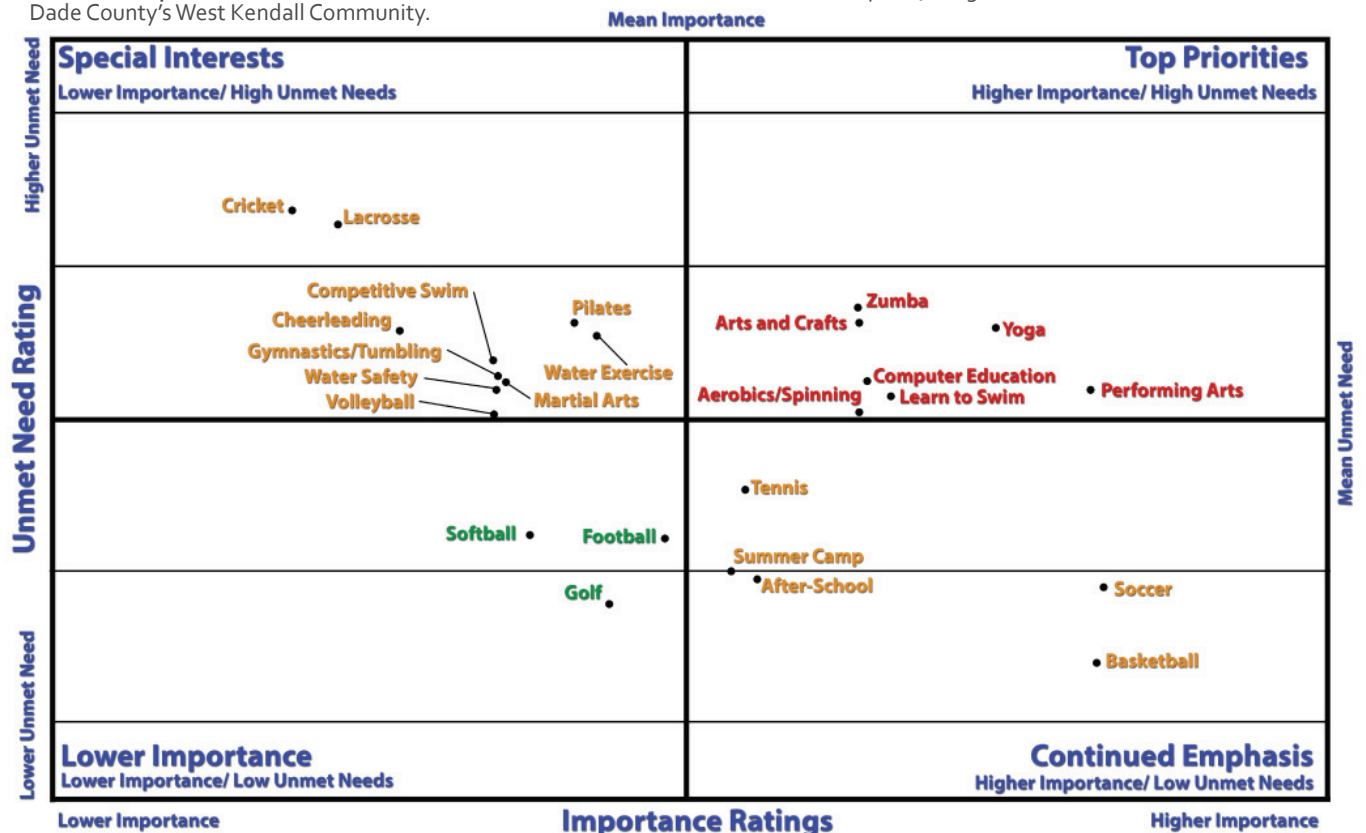


Chart 80: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County's West Kendall Community.



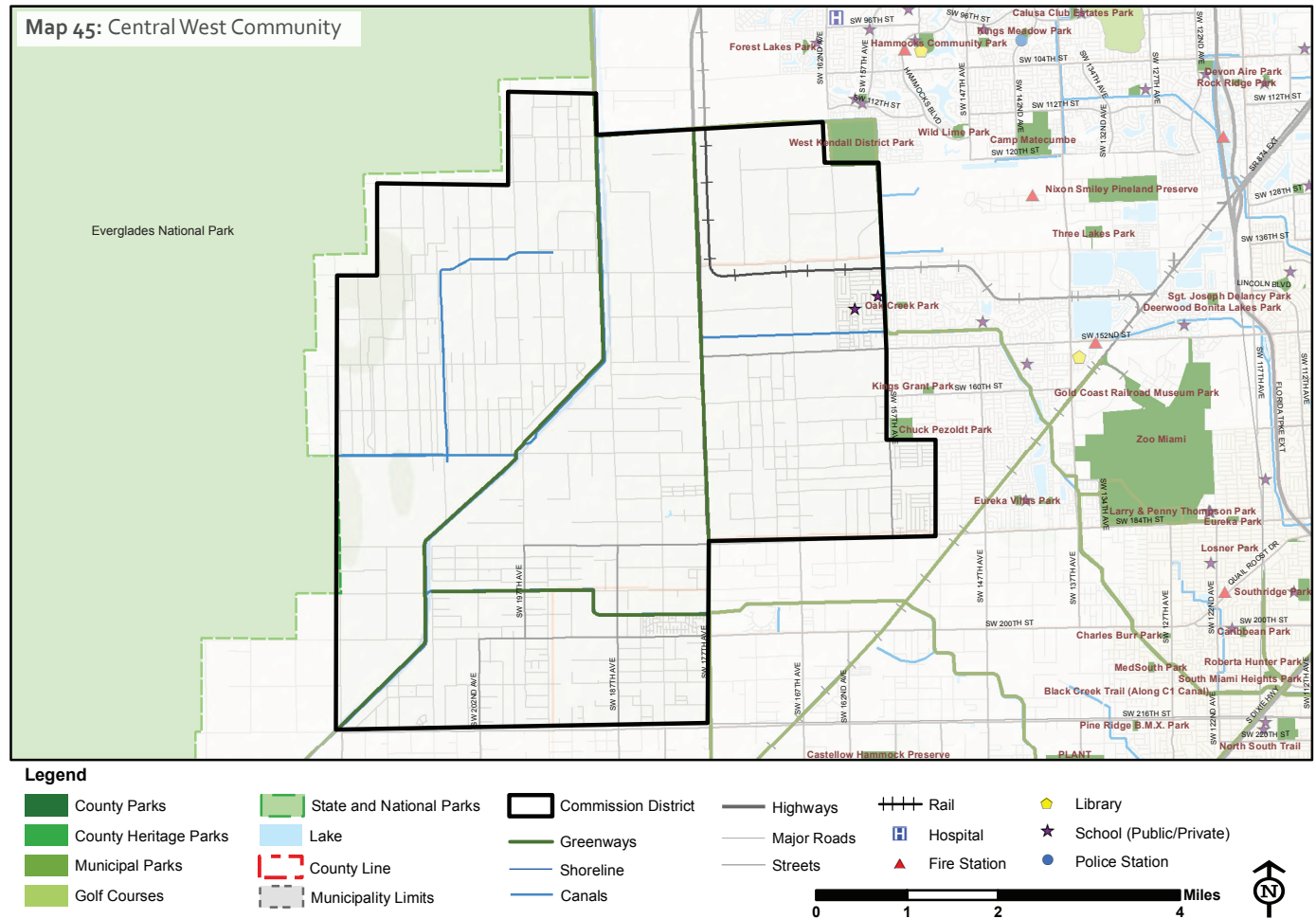


Table 59: Central West Community Benchmark Comparison

	National Average (NA)	Miami-Dade County	Central West	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	20.6%	-13.4%
Good	54%	52%	47.6%	-6.4%
Fair	11%	23%	20.6%	+9.6%
Poor	1%	5%	9.5%	+8.5%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	29.2%	+23.2%
Facilities lack the right equipment	7%	22.4%	27.7%	+20.7%
Lack of quality programs	8%	29.5%	24.6%	+16.6%
Class was full	5%	9.1%	6.2%	+1.2%
Use facilities in other counties	10%	5.6%	3.1%	-6.9%
Poor customer service by staff	3%	15.5%	9.2%	+10.0%
Too hot outdoors		29.2%	26.2%	n/a
I do not know what programs are offered	22%	40.2%	40.0%	+18.0%
Facilities operating hours are not convenient	7%	17.8%	20.0%	+13.0%

	National Average (NA)	Miami-Dade County	Central West	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	27.7%	+12.7%
I do not know the locations of parks or trails	16%	19.0%	21.5%	+5.5%
Security is insufficient	6%	30.7%	29.2%	+23.2%
Too far from my residence	11%	31.2%	46.2%	+35.2%
Program times are not convenient	17%	18.1%	9.2%	-7.8%
Fees are too high	14%	24.9%	18.5%	+4.5%
I do not know locations of recreation facilities	11%	15.4%	24.6%	+13.6%
Not accessible for people with disabilities	2%	4.3%	9.2%	+7.2%
Lack of parking by facilities or park	4%	11.9%	7.7%	+3.7%
Facilities are too often not available	9%	13.1%	12.3%	+3.3%
Lack of public transportation	3%	9.5%	13.8%	+10.8%

Note: Margin of error is +/-4.8%

Community Results

Chart 81: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County's Central West Community.

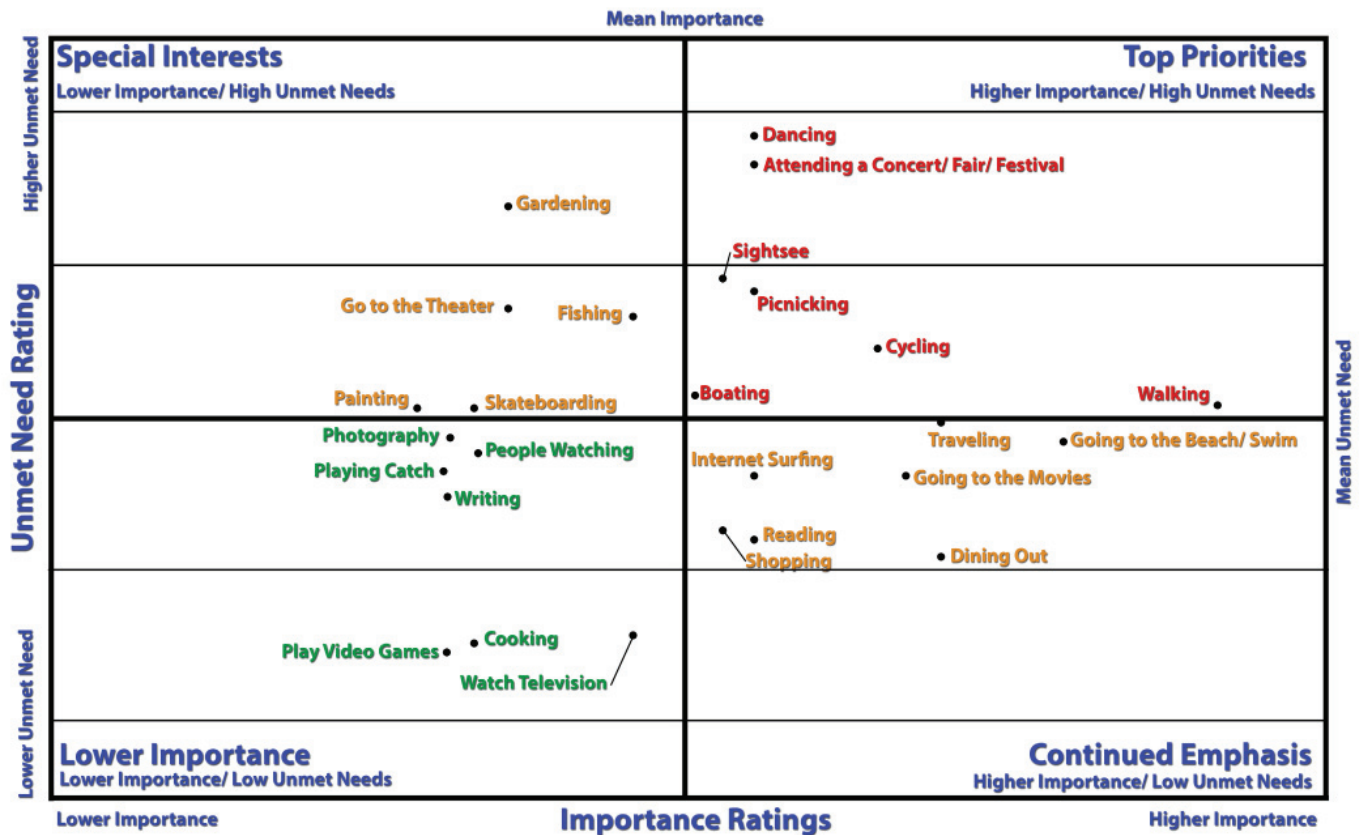
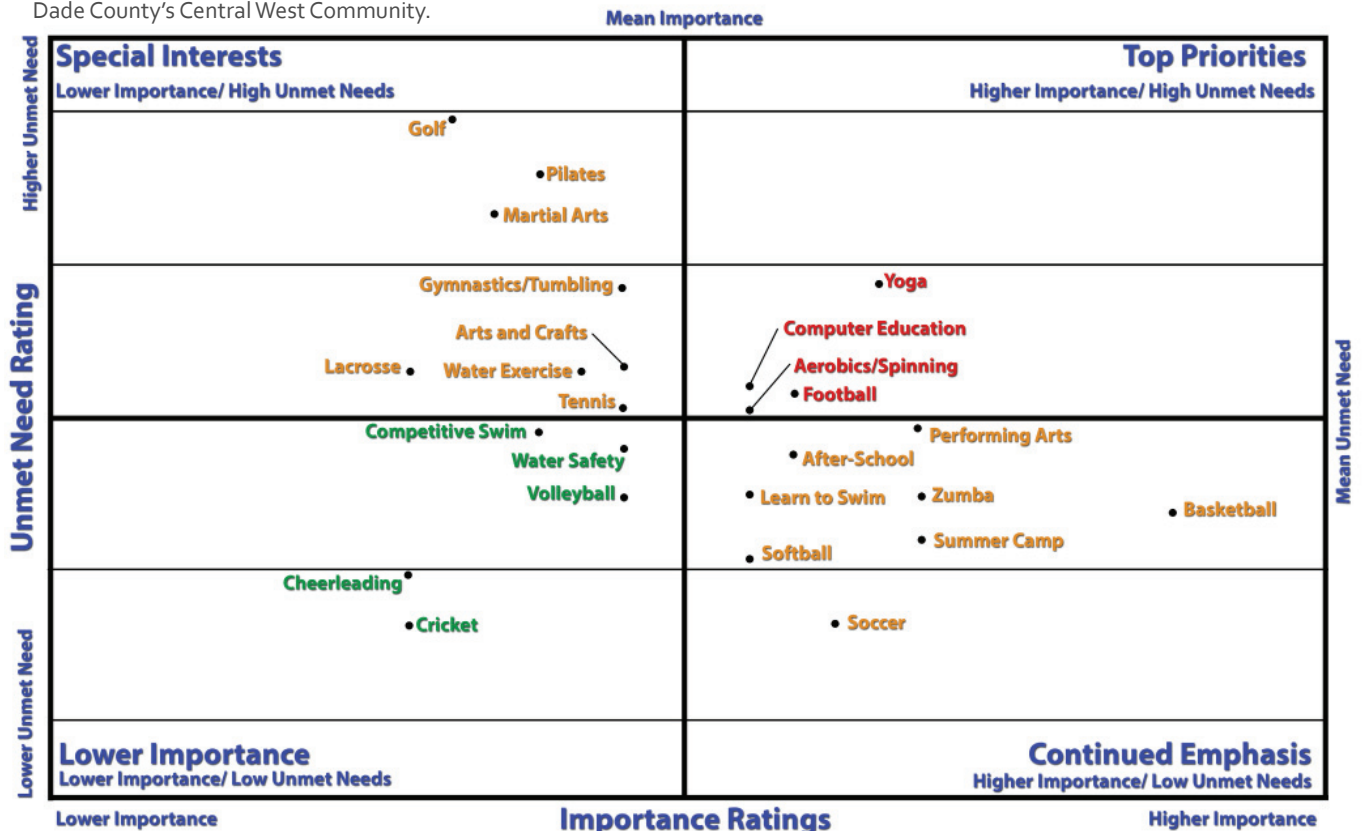


Chart 82: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County's Central West Community.



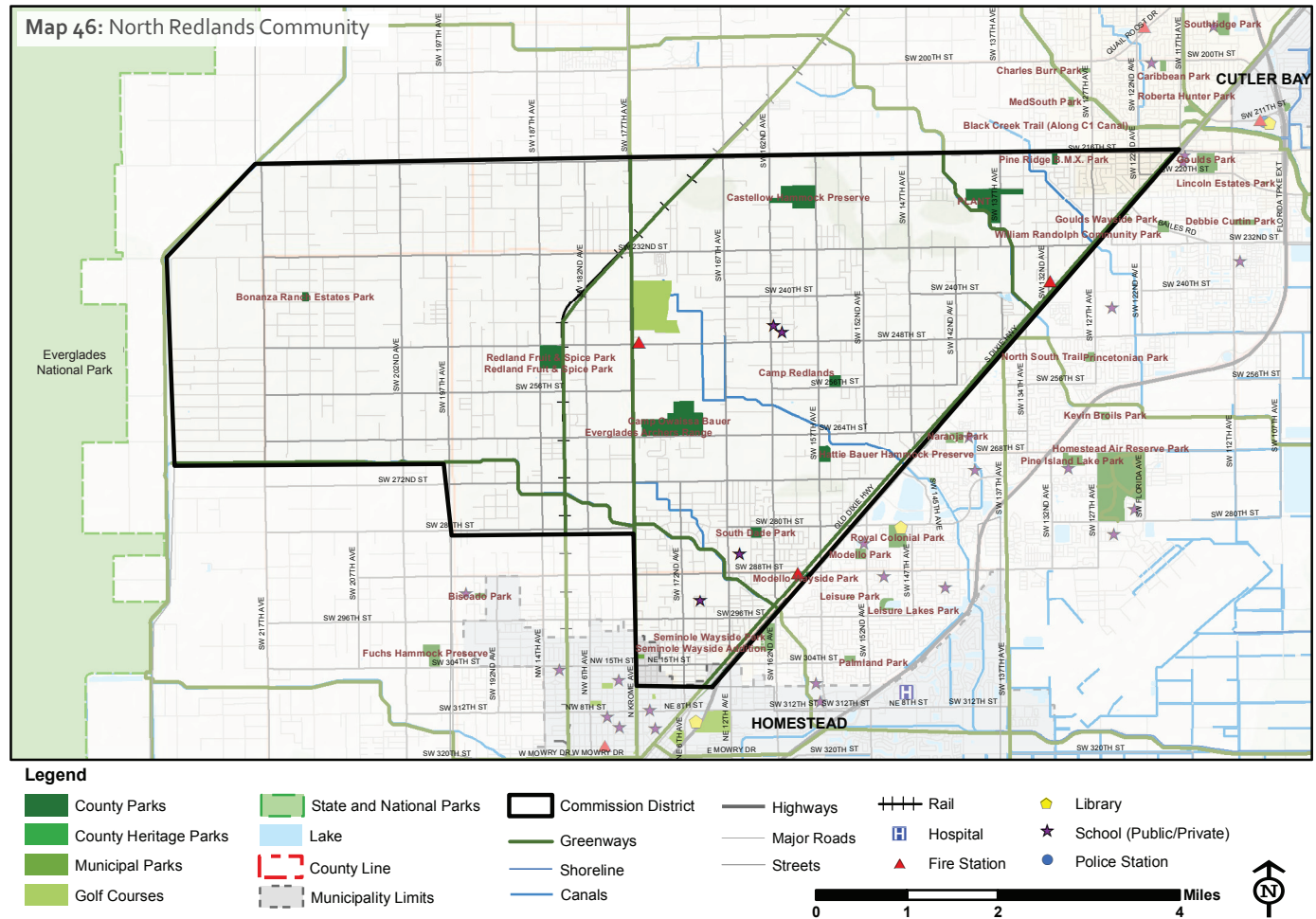


Table 60: North Redlands Community Benchmark Comparison

	National Average (NA)	Miami-Dade County	North Redlands	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	13.0%	-21.0%
Good	54%	52%	56.6%	+2.6%
Fair	11%	23%	22.4%	+11.4%
Poor	1%	5%	5.9%	+4.9%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	33.0%	+27.0%
Facilities lack the right equipment	7%	22.4%	23.5%	+16.5%
Lack of quality programs	8%	29.5%	29.2%	+21.2%
Class was full	5%	9.1%	4.0%	-1.0%
Use facilities in other counties	10%	5.6%	4.3%	-5.7%
Poor customer service by staff	3%	15.5%	14.6%	+11.6%
Too hot outdoors		29.2%	23.5%	n/a
I do not know what programs are offered	22%	40.2%	35.5%	+13.5%
Facilities operating hours are not convenient	7%	17.8%	17.8%	+10.8%

	National Average (NA)	Miami-Dade County	North Redlands	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	24.1%	+9.1%
I do not know the locations of parks or trails	16%	19.0%	20.1%	+4.1%
Security is insufficient	6%	30.7%	31.8%	+25.8%
Too far from my residence	11%	31.2%	42.4%	+31.4%
Program times are not convenient	17%	18.1%	15.5%	-1.5%
Fees are too high	14%	24.9%	23.8%	+9.8%
I do not know locations of recreation facilities	11%	15.4%	14.3%	+3.3%
Not accessible for people with disabilities	2%	4.3%	3.2%	+1.2%
Lack of parking by facilities or park	4%	11.9%	5.4%	+1.4%
Facilities are too often not available	9%	13.1%	14.6%	+5.6%
Lack of public transportation	3%	9.5%	7.4%	+4.4%

Note: Margin of error is +/- 4.8%

Community Results

Chart 83: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County's North Redlands Community.

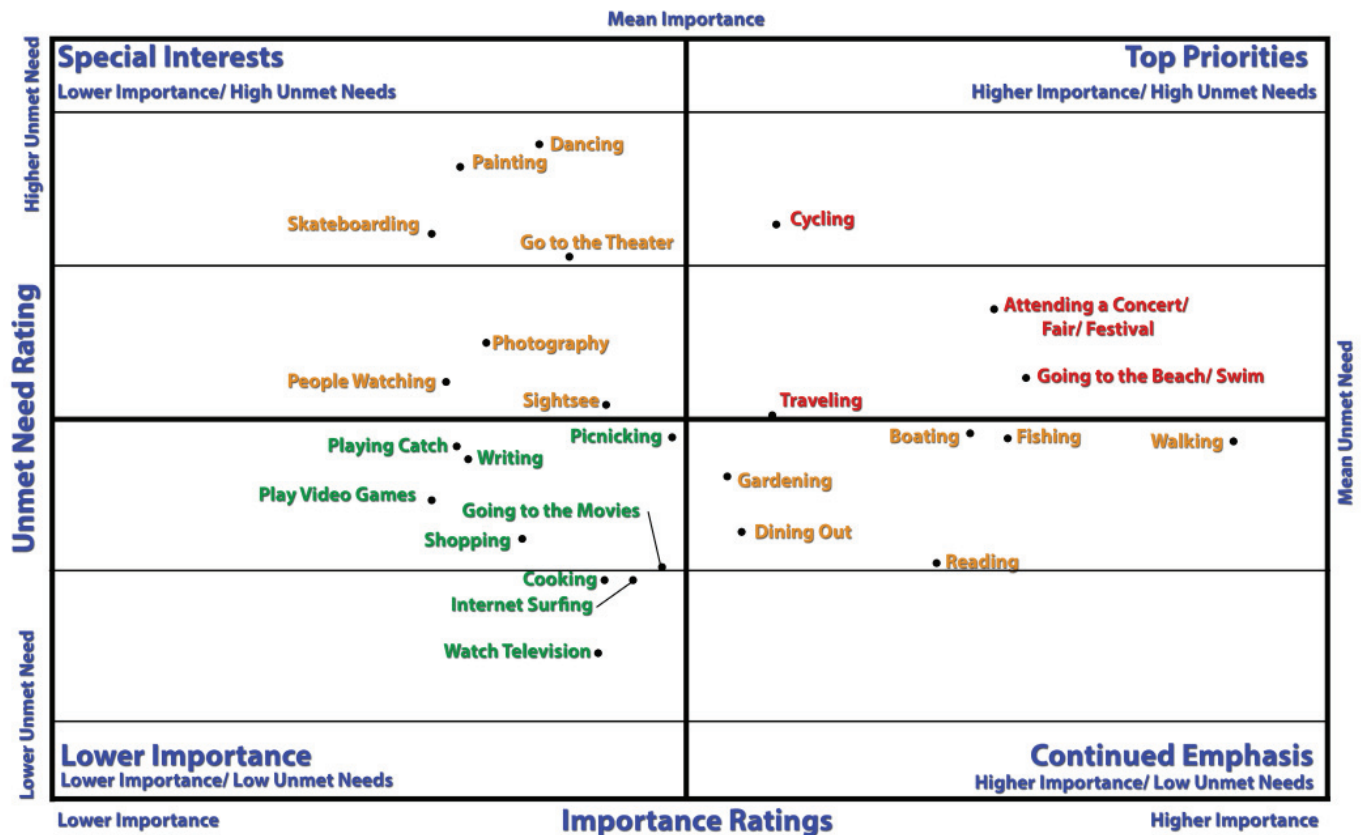
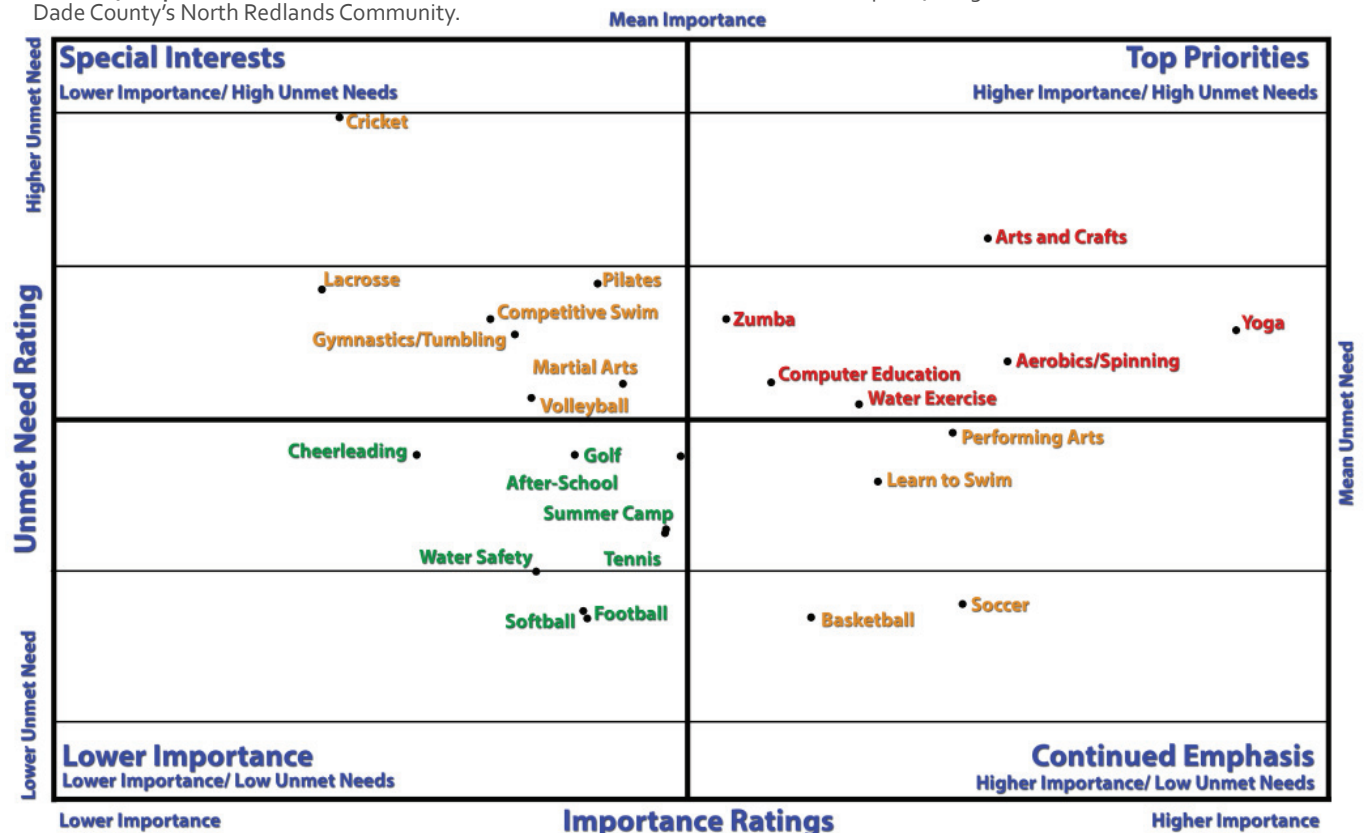


Chart 84: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County's North Redlands Community.



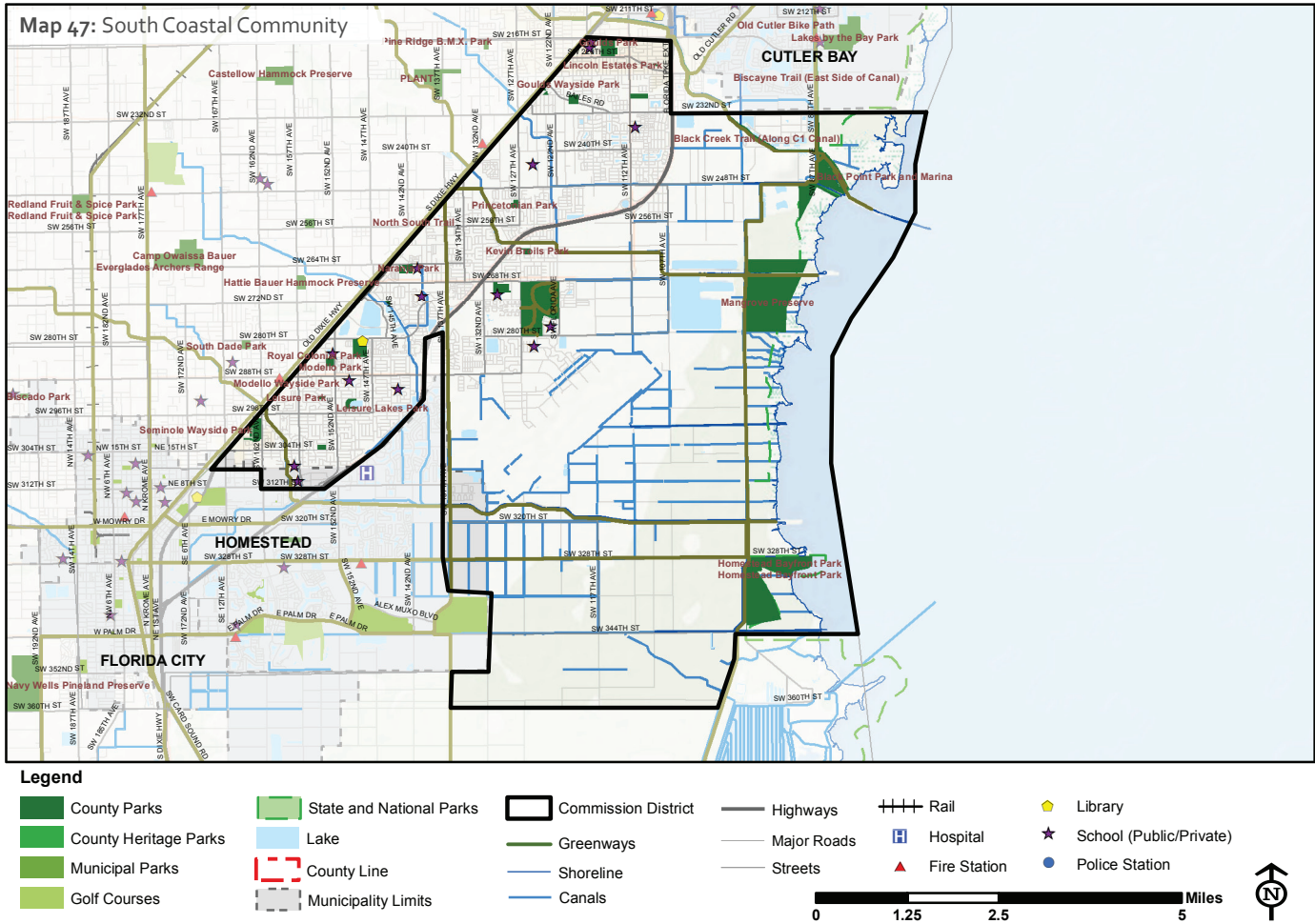


Table 61: South Coastal Community Benchmark Comparison

	National Average (NA)	Miami-Dade County	South Coastal	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	13.2%	-20.8%
Good	54%	52%	47.3%	-6.7%
Fair	11%	23%	29.0%	+18.0%
Poor	1%	5%	7.9%	+6.9%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	40.1%	+34.1%
Facilities lack the right equipment	7%	22.4%	24.8%	+17.8%
Lack of quality programs	8%	29.5%	35.1%	+27.1%
Class was full	5%	9.1%	10.5%	+5.5%
Use facilities in other counties	10%	5.6%	5.0%	-5.0%
Poor customer service by staff	3%	15.5%	19.5%	+16.5%
Too hot outdoors		29.2%	26.8%	n/a
I do not know what programs are offered	22%	40.2%	42.9%	+20.9%
Facilities operating hours are not convenient	7%	17.8%	15.3%	-2.5%

	National Average (NA)	Miami-Dade County	South Coastal	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	26.1%	+11.1%
I do not know the locations of parks or trails	16%	19.0%	23.6%	+7.6%
Security is insufficient	6%	30.7%	47.6%	+41.6%
Too far from my residence	11%	31.2%	34.3%	+23.3%
Program times are not convenient	17%	18.1%	15.3%	-1.7%
Fees are too high	14%	24.9%	34.8%	+20.8%
I do not know locations of recreation facilities	11%	15.4%	18.8%	+7.8%
Not accessible for people with disabilities	2%	4.3%	4.3%	+2.3%
Lack of parking by facilities or park	4%	11.9%	8.3%	+4.3%
Facilities are too often not available	9%	13.1%	17.3%	+8.3%
Lack of public transportation	3%	9.5%	8.5%	+5.5%

Note: Margin of error is +/-4.8%

Community Results

Chart 85: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County's South Coastal Community.

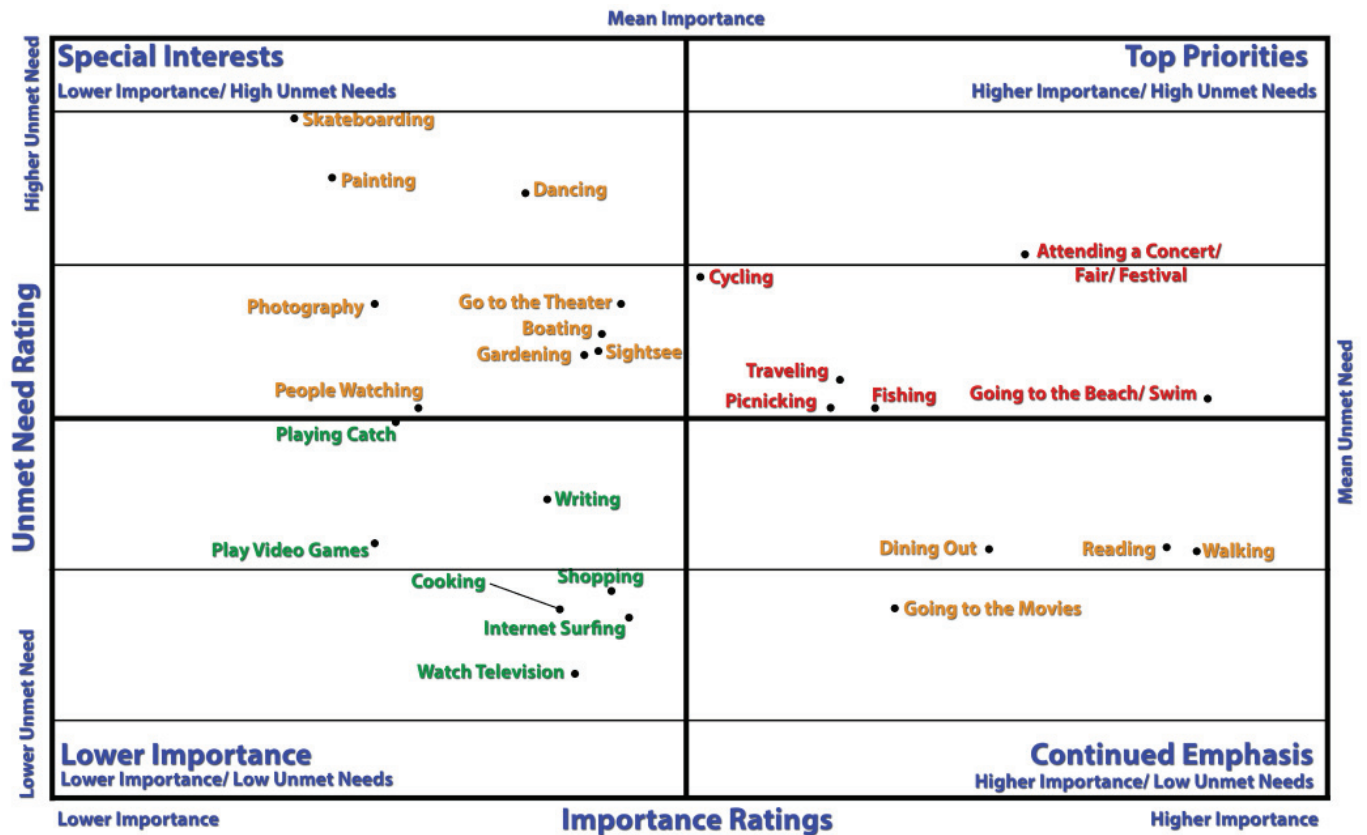
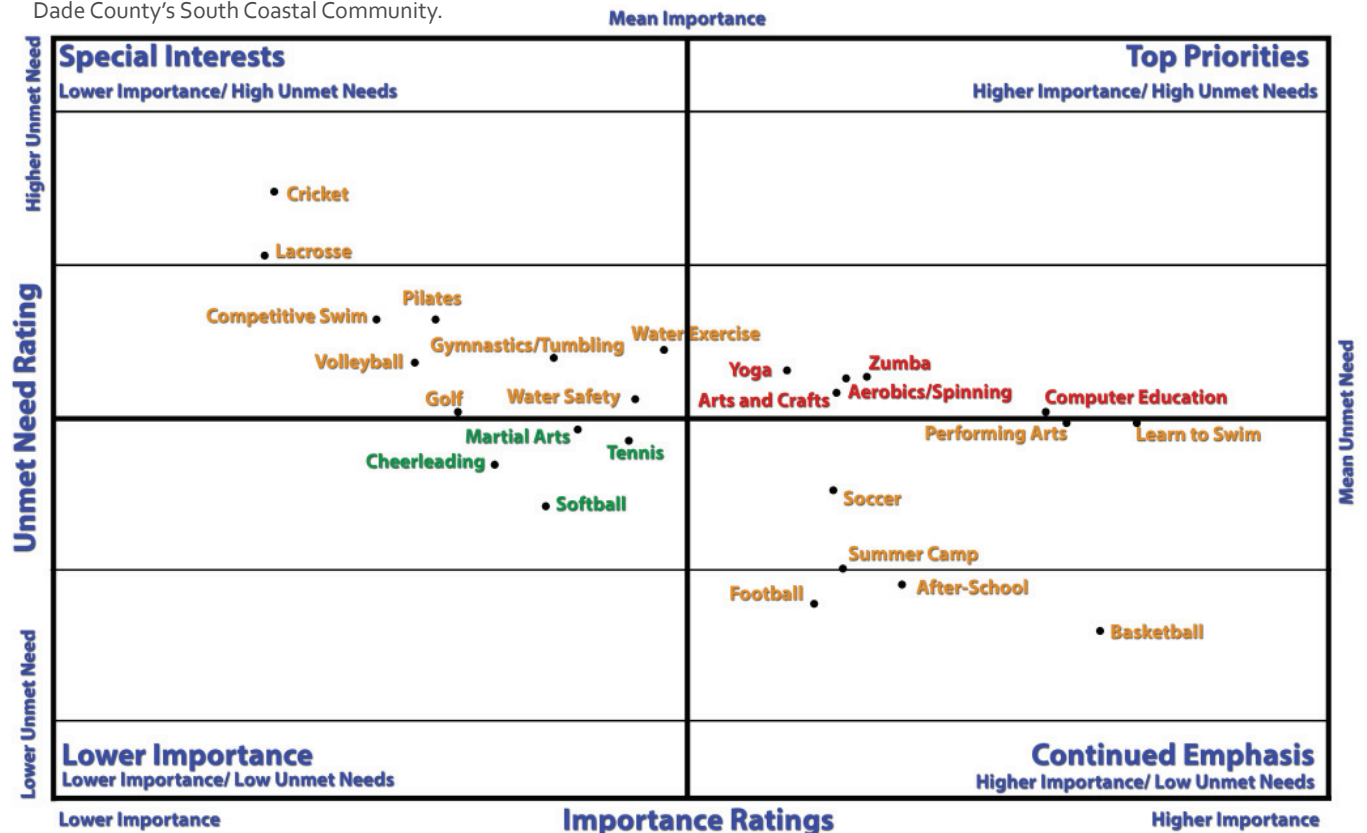
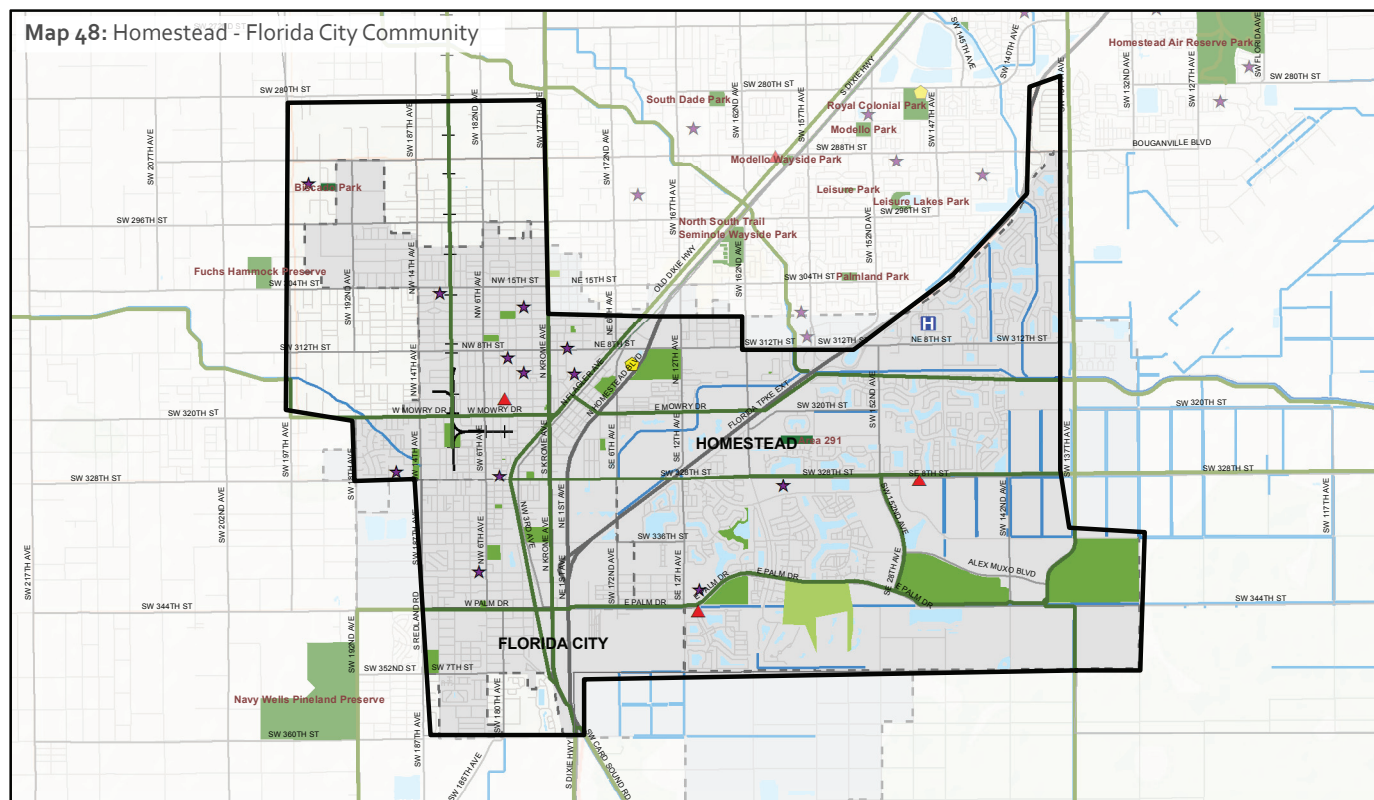


Chart 86: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County's South Coastal Community.



Community

**Table 62: Homestead - Florida City Community Benchmark Comparison**

	National Average (NA)	Miami-Dade County	Homestead - Florida City	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	18.2%	-15.8%
Good	54%	52%	48.8%	-5.2%
Fair	11%	23%	25.9%	+14.9%
Poor	1%	5%	5.4%	+4.4%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	32.7%	+26.7%
Facilities lack the right equipment	7%	22.4%	26.0%	+19.0%
Lack of quality programs	8%	29.5%	29.2%	+21.2%
Class was full	5%	9.1%	6.8%	+1.8%
Use facilities in other counties	10%	5.6%	4.7%	-5.3%
Poor customer service by staff	3%	15.5%	19.8%	+16.8%
Too hot outdoors		29.2%	30.7%	n/a
I do not know what programs are offered	22%	40.2%	41.6%	+19.6%
Facilities operating hours are not convenient	7%	17.8%	15.3%	+8.3%

	National Average (NA)	Miami-Dade County	Homestead - Florida City	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	23.9%	+8.9%
I do not know the locations of parks or trails	16%	19.0%	19.8%	+3.8%
Security is insufficient	6%	30.7%	36.6%	+30.6%
Too far from my residence	11%	31.2%	28.0%	+17.0%
Program times are not convenient	17%	18.1%	15.6%	-1.4%
Fees are too high	14%	24.9%	33.0%	+19.0%
I do not know locations of recreation facilities	11%	15.4%	15.9%	+4.9%
Not accessible for people with disabilities	2%	4.3%	4.1%	+2.1%
Lack of parking by facilities or park	4%	11.9%	4.4%	+0.4%
Facilities are too often not available	9%	13.1%	10.3%	+1.3%
Lack of public transportation	3%	9.5%	8.8%	+5.8%

Note: Margin of error is +/-4.8%

Community Results

Chart 87: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County's Homestead - Florida City Community.

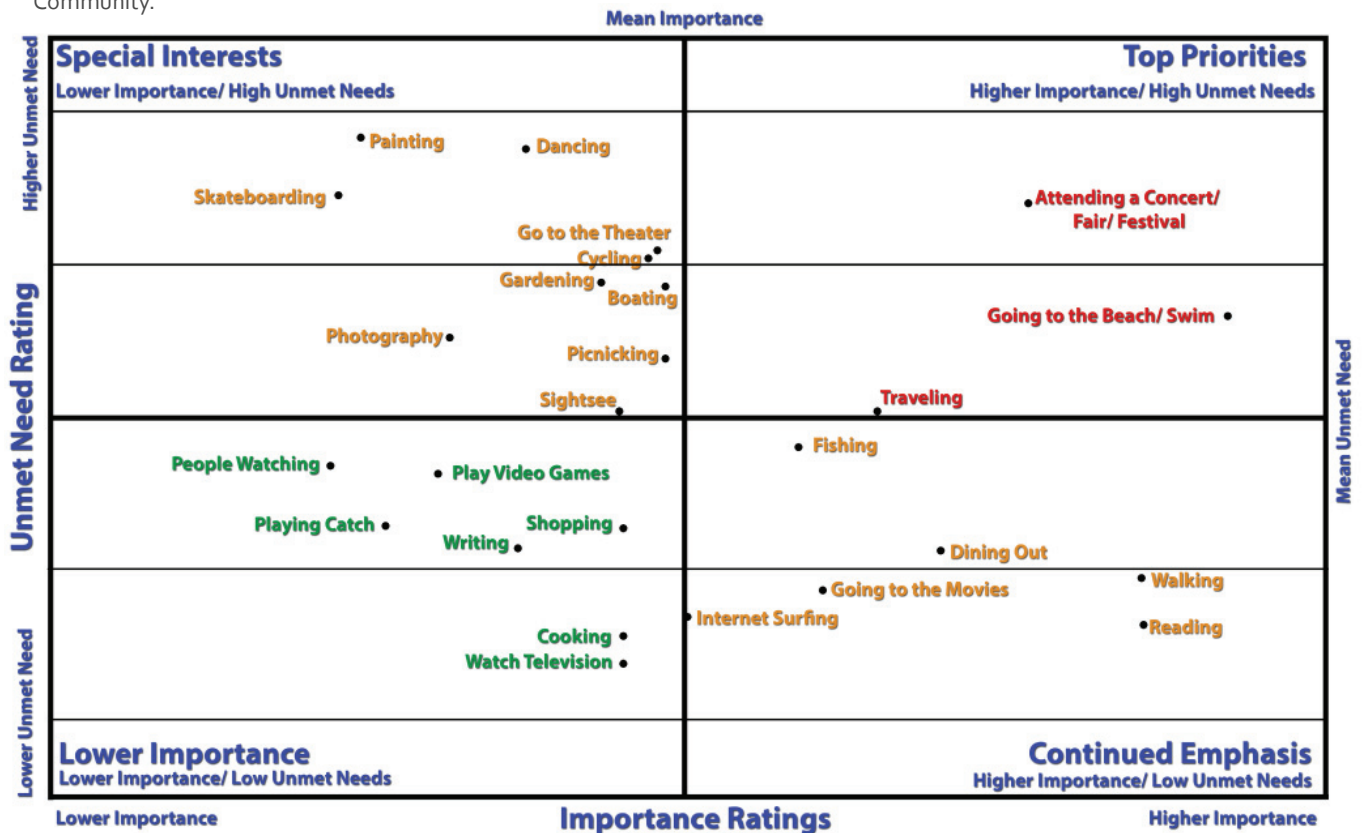
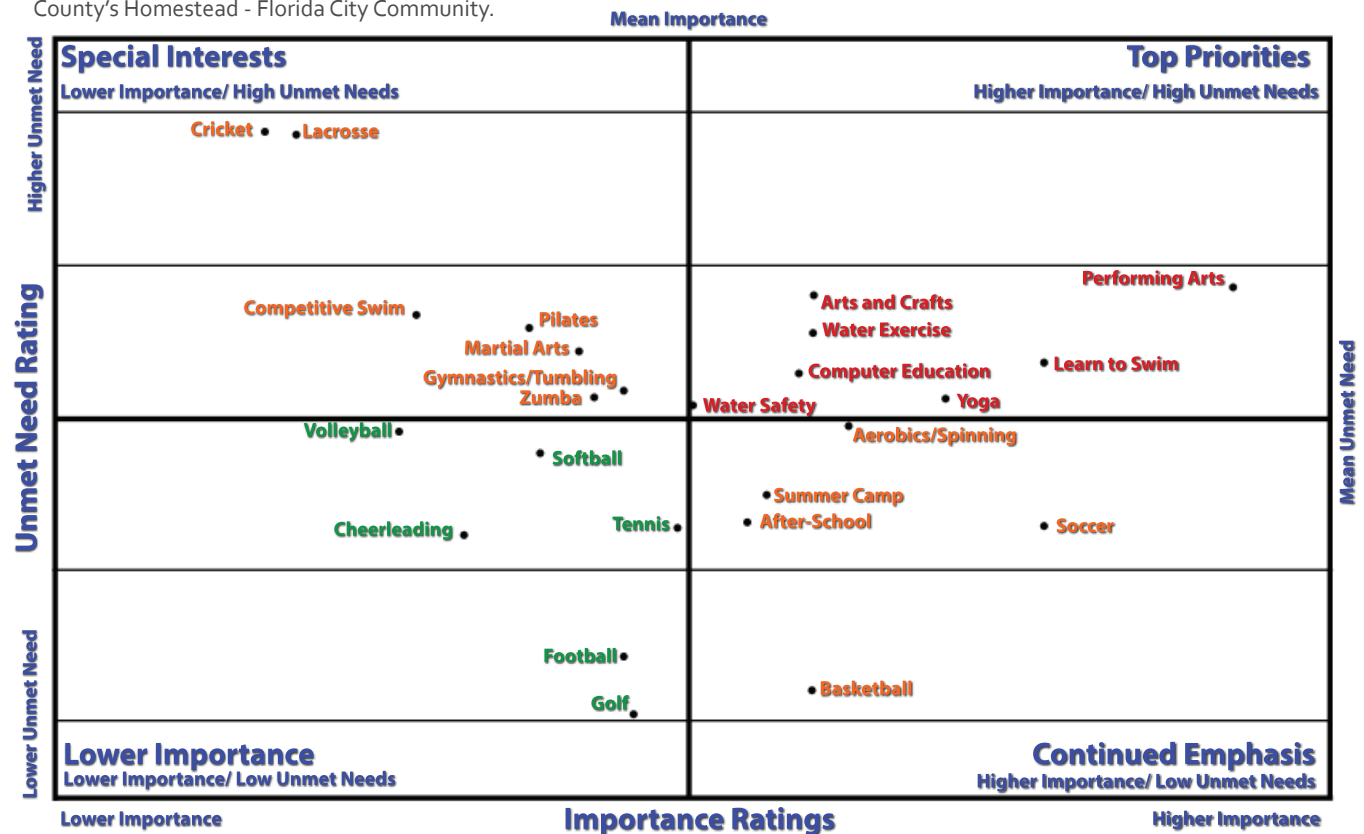


Chart 88: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County's Homestead - Florida City Community.



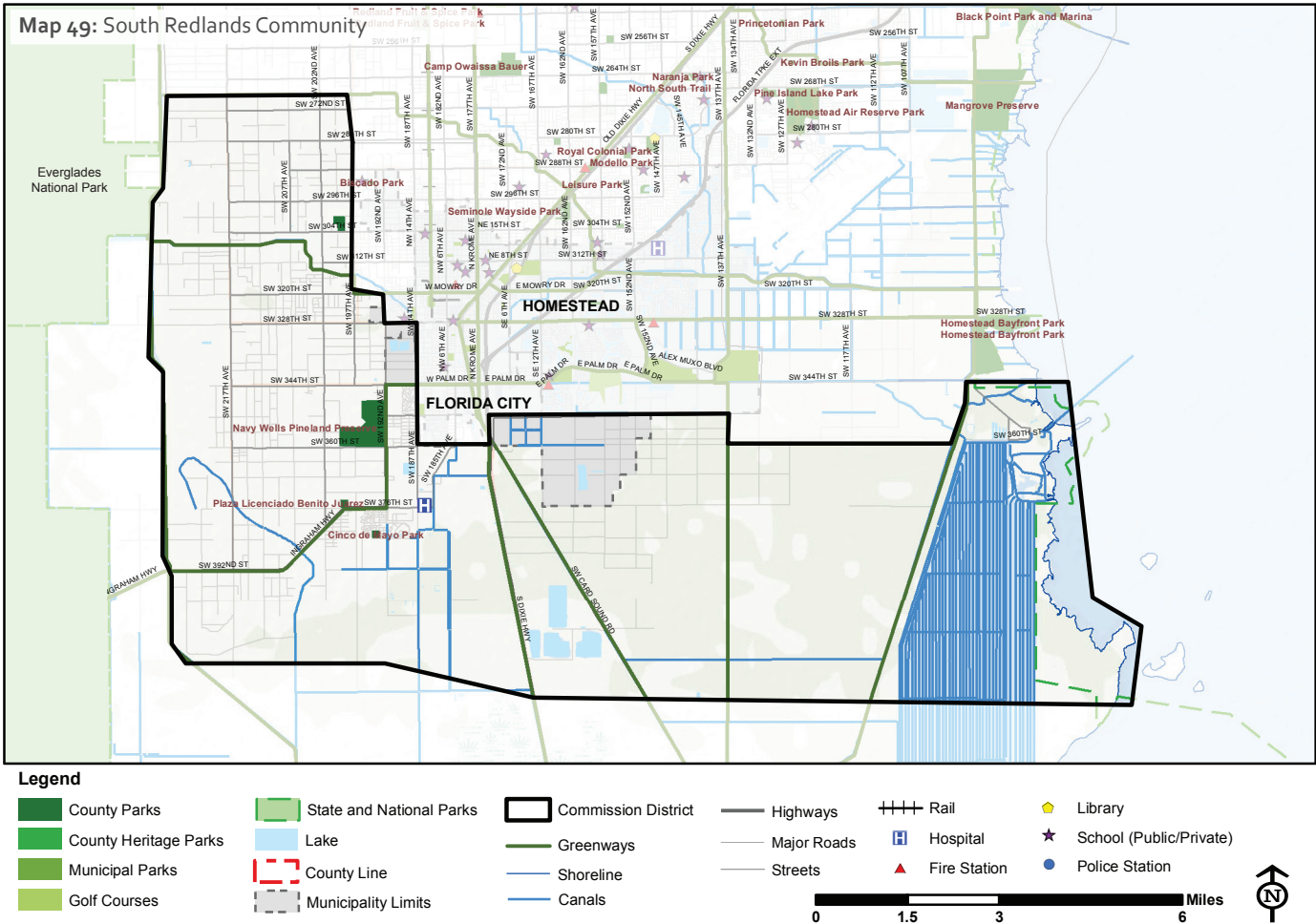


Table 63: South Redlands Community Benchmark Comparison

	National Average (NA)	Miami-Dade County	South Redlands	Variance (from NA)
How would you rate the quality of all the parks and recreation facilities you have visited?				
Excellent	34%	17%	19.6%	-14.4%
Good	54%	52%	52.2%	-1.8%
Fair	11%	23%	19.6%	+8.6%
Poor	1%	5%	4.3%	+3.3%
Reasons that prevent respondents from using parks, trails, and recreation programs more often.				
Facilities are not well maintained	6%	30.6%	27.7%	+21.7%
Facilities lack the right equipment	7%	22.4%	21.3%	+14.3%
Lack of quality programs	8%	29.5%	23.4%	+15.4%
Class was full	5%	9.1%	6.4%	+1.4%
Use facilities in other counties	10%	5.6%	4.3%	-5.7%
Poor customer service by staff	3%	15.5%	19.1%	+16.1%
Too hot outdoors		29.2%	21.3%	n/a
I do not know what programs are offered	22%	40.2%	40.4%	+18.4%
Facilities operating hours are not convenient	7%	17.8%	10.6%	+3.6%

	National Average (NA)	Miami-Dade County	South Redlands	Variance (from NA)
Reasons that prevent respondents from using parks, trails, and recreation programs more often. (continued)				
Program or facility not offered	15%	24.5%	23.4%	+8.4%
I do not know the locations of parks or trails	16%	19.0%	25.5%	+9.5%
Security is insufficient	6%	30.7%	40.4%	+34.4%
Too far from my residence	11%	31.2%	44.7%	+33.7%
Program times are not convenient	17%	18.1%	14.9%	-2.1%
Fees are too high	14%	24.9%	21.3%	+7.3%
I do not know locations of recreation facilities	11%	15.4%	19.1%	+8.1%
Not accessible for people with disabilities	2%	4.3%	2.1%	+0.1%
Lack of parking by facilities or park	4%	11.9%	10.6%	+6.6%
Facilities are too often not available	9%	13.1%	14.9%	+5.9%
Lack of public transportation	3%	9.5%	2.1%	-0.9%

Note: Margin of error is +/-4.8%

Community Results

Chart 89: Importance/Unmet Needs Assessment Matrix for Leisure Activities in Miami-Dade County's South Redlands Community.

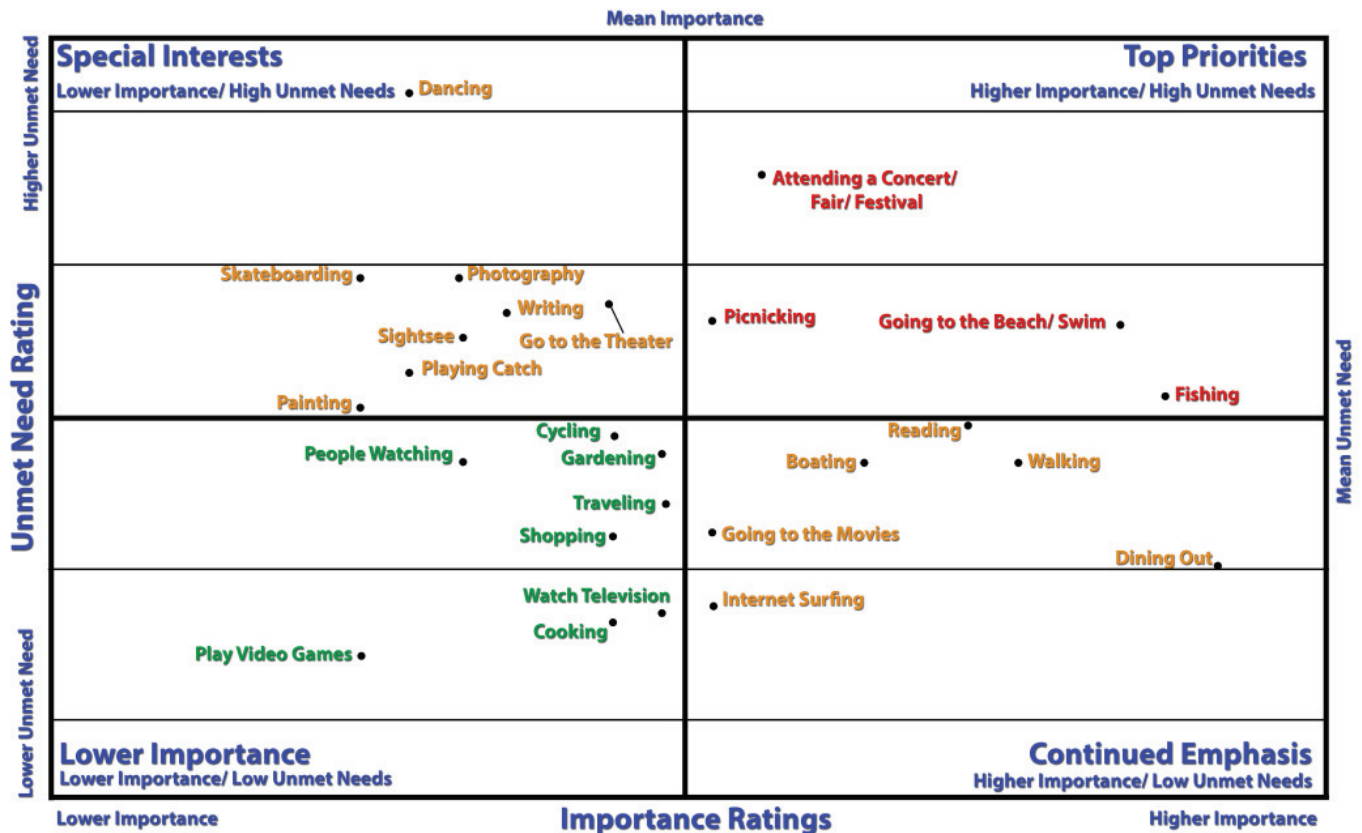
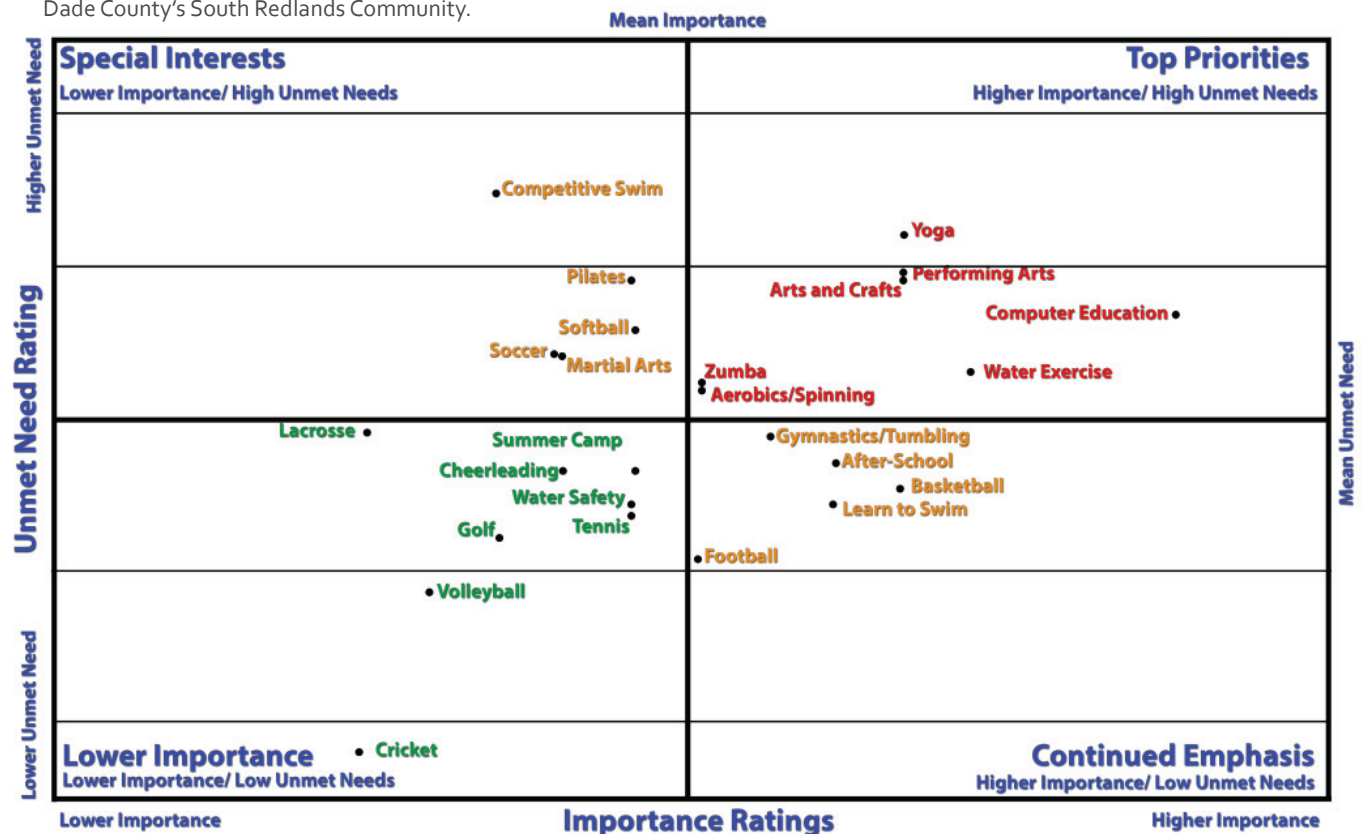


Chart 90: Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes in Miami-Dade County's South Redlands Community.





Conclusion



6.0 Overview

Understanding the recreation and leisure interests of Miami-Dade County residents is a complex initiative given the board diversity and geographic vastness of the County. By utilizing innovative approaches, MDPROS has been able to complete a snapshot of residents' recreation and leisure interests, however, to be truly useful to Department staff, specific recommendations are needed to identify next steps. This section explores key findings, department staff input and next step recommendations which will further the goals and vision of Department and County guiding documents.

6.1 Key Findings

The Miami-Dade County Parks, Recreation and Open Spaces Community Leisure Interest Survey key findings highlight a number of unique community characteristics but just as important, a number of consistencies across diverse communities and neighborhoods are identified as well. **Table 64** identifies the top five most used recreation facilities by Commission District which highlights a number of consistency such as walking/running paths being the most used recreation facility in all 13 Commission Districts. Unique characteristics for each Commission District begin to take shape with the second through fifth most used recreation facility with high usage of museum in some districts and marinas in others. **Charts 91-92** identify unique outliers for top priorities, special interests and broadest importance for leisure activities and sports, programs and classes for unmet needs and importance matrices.

In general, as sample areas became smaller the range of responses widened. An example is the percentage of respondents that indicated that security is insufficient is a primary reason that prevents residents from using parks, trails and recreation programs more often. At a county-wide level 30.7% of respondents indicated this was a primary reason which is significantly higher than the national average of 6%. When responses are analyzed on a community-level basis the percentage range widens with the Little River - Liberty City area representing the highest at 51.9% and Miami Springs representing the lowest at 15.6%. Examples of this type of information is important for determining areas of targeted action and improvements ,in addition to establishing county-wide priorities.

Table 64: Most Used Recreation Facilities by Commission District

Commission District	Most Used Recreation Facility	2nd Most Used	3rd Most Used	4th Most Used	5th Most Used
District 1	Walking/Running Path	Playgrounds	Picnic Shelters	Basketball Courts	Community Centers
District 2	Walking/Running Path	Picnic Shelters	Playgrounds	Basketball Courts	Bike Lanes or Paths
District 3	Walking/Running Path	Playgrounds	Bike Lanes or Paths	Picnic Shelters	Basketball Courts
District 4	Walking/Running Path	Museums	Bike Lanes or Paths	Playgrounds	Picnic Shelters
District 5	Walking/Running Path	Bike Lanes or Paths	Museums	Playgrounds	Picnic Shelters
District 6	Walking/Running Path	Bike Lanes or Paths	Playgrounds	Picnic Shelters	Outdoor Swimming Pools
District 7	Walking/Running Path	Bike Lanes or Paths	Museums	Marinas	Playgrounds
District 8	Walking/Running Path	Bike Lanes or Paths	Playgrounds	Marinas	Nature Trails and Centers
District 9	Walking/Running Path	Playgrounds	Picnic Shelters	Bike Lanes or Paths	Nature Trails and Centers
District 10	Walking/Running Path	Picnic Shelters	Playgrounds	Bike Lanes or Paths	Nature Trails and Centers
District 11	Walking/Running Path	Playgrounds	Bike Lanes or Paths	Picnic Shelters	Basketball Courts
District 12	Walking/Running Path	Bike Lanes or Paths	Playgrounds	Picnic Shelters	Basketball Courts
District 13	Walking/Running Path	Picnic Shelters	Bike Lanes or Paths	Playgrounds	Basketball Courts

Conclusion

Chart 91: Compiled Importance/Unmet Needs Assessment Matrix for Leisure Activities for Miami-Dade County (all 23 Communities).

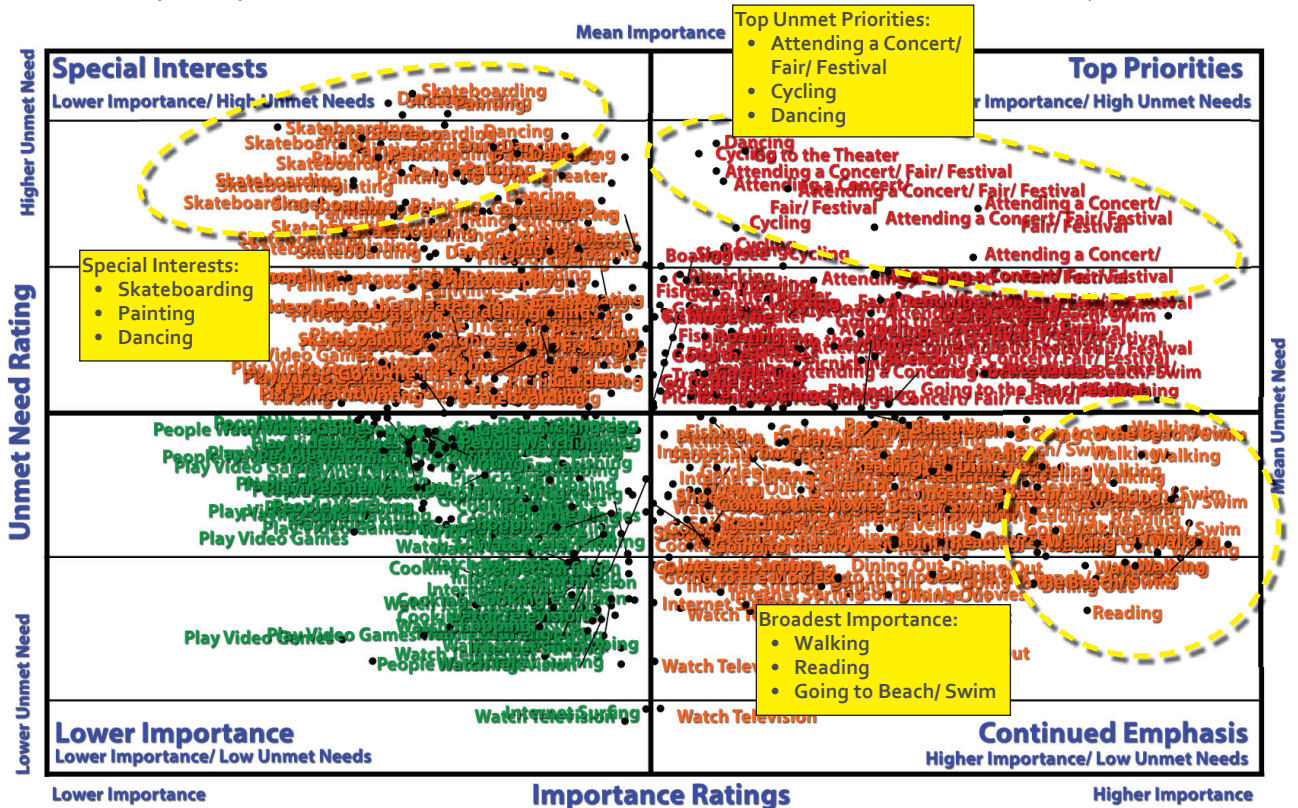
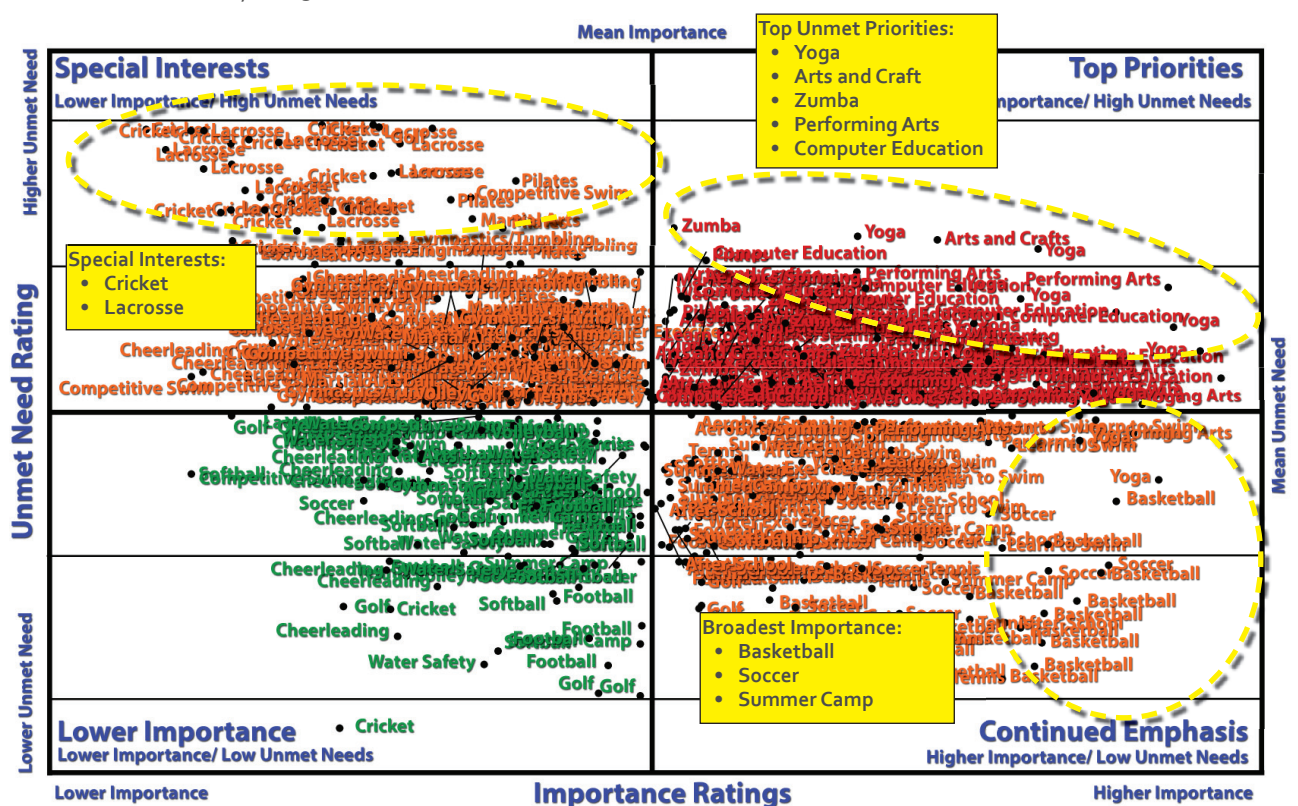


Chart 92: Compiled Importance/Unmet Needs Assessment Matrix for Park and Recreation Sports, Programs and Classes for Miami-Dade County (all 23 Communities).



County-Wide Key Findings

The following are key county-wide findings:

- Residents recognize significant link between improved health and parks, trails and recreation facilities and services;
- Residents identify location, value/affordability and quality of instructors as most important when choosing to participate in a sport, program or class;
- A safe facility is the most important factor for residents when choosing to visit or use a recreation facility;
- Lack of knowledge, poor facility conditions, distance, and lack of security are top reasons that prevent residents from visiting and participating more often and all are significantly higher than national average;
- Quality rating of parks and recreation facilities lag national averages;
- Walking and running facilities are the most used and most important facilities to residents;
- Walking, going to the beach and reading are most important leisure activities for residents, while skateboarding, painting and dancing have the highest unmet need rates (Unmet need ratings do not reflect the leisure activity with the most unmet need households);
- Yoga, performing arts (music and dance) and basketball are most important sports, programs or classes for residents, while cricket, lacrosse and pilates have the highest unmet need rates (Unmet need ratings do not reflect the sports, program or class with the most unmet need households);
- Dining, fitness and water parks are most supported private business opportunities for parks;
- Traditional means of communication such as printed brochures, friends and mail are most common ways residents learn about programs, classes and events, however, the County is above national average for use of technology-based communications.

- A majority of residents from all Commission Districts recognize that parks, trails and recreation programs can improve physical health and fitness and preserve open space and the environment;
- Commission Districts have a unique set of barriers that prevent more use of parks and recreation facilities, but many reasons focus on simply not knowing what is offered, feeling of security being insufficient, facilities located too far, and quality of maintenance of facilities;
- A majority of residents from all Commission Districts support concessions/cafes, restaurants and fitness centers being located within parks if the usage fee helps support the operations and maintenance of the park;
- Some Commission Districts have higher usage of new and emerging communications techniques such as Twitter and Facebook and use them to learn about park and recreation programs, classes and events, while many Districts still have a high use of traditional means such as printed brochures.

Region Key Findings

Regional level key findings begin to identify unique characteristics associated with distinct areas of the County. Analysis of data at the Region level highlight the following key findings:

- Residents from all Regions have the widest spread in recognizing that a potential benefit of parks, trails and recreation programs is helping to reduce crime;
- The Coastal Region has the lowest rating (lowest in ten out of twenty reasons) for the most barriers identified that prevent users from visiting parks and trails or participating in a recreation programs, while the South Region has the most high ratings (highest in five out of twenty barriers);
- The South Region also has the most support for business opportunities (four out of nine) while the Coastal Region has the lowest support (four out of nine);
- The Coastal Region has the lowest use of communications methods (six out of twelve) with most being of new, non-traditional means such as Twitter, websites, etc.,
- Leisure activities with the highest importance to households and the highest unmet need includes: Attending Concerts/Fairs/Festivals, Cycling and

Commission District Key Findings

Several important findings can be identified through analysis of data at the Commission District level and include the following key findings:

Conclusion

Picnicking,

- Sports, Classes and Programs with the highest importance to households and the highest unmet need includes: Yoga, Arts and Craft (Painting, Ceramics), Computer Education, Performing Arts (Dancing, Music) and Zumba.

Community Key Findings

Community key findings illustrate the wide range of existing conditions, priorities and usage by residents of recreation and leisure activities facilities. Specific key findings of the Community level data include:

- Residents from Little Havana generally identify economic benefits of parks and recreation while the Central West and Redland areas generally recognize the potential benefits of park and recreation less than other areas of the county;
- The widest range of results for a barrier to participate or visit more often is 'Insufficient security' with the highest ranking (for greatest lack of security) at 51.9% in the Little River - Liberty City area to 15.6% for the Miami Springs area;
- The barrier of 'distance from residence' to participation is greatest in the Central West area at 46.2% and lowest in the Ives-Highland area;
- The barrier of facilities as 'not well maintained' is highest in the South Coastal area at 40.1% and lowest in the Coastal area at 21.3%, both significantly higher than national average of 6%;
- Concessions/Cafes and Restaurants business opportunities are supported by a majority in all Communities;
- The Coastal area has the lowest use of new communications methods, while the Downtown Miami - Design District has the highest use of new technologies.

6.2 Recommendations

On September 11, 2014, Department staff joined the survey consultant team to review key findings of the survey. Following a presentation of findings the team conducted a workshop with staff to identify recommendations for action items. Through a series of exercises with various focuses, a list of actions were identified. The following list outlines the top ten recommendations:

1. Enhance the Department's marketing efforts through evaluating existing marketing budget and staffing needs; evaluate effectiveness of marketing efforts; consider a dedicated position to enhance outreach efforts;
2. Include survey results as integral component to planning, design and development decision making for facilities or programs; not to supercede local needs; make survey information accessible to partners/providers;
3. Improve safety through follow-up focus groups on safety; evaluate park security budget; adopt CPTED standards; and benchmark security budget;
4. Build awareness of maintenance needs and park conditions through use of benchmark data for budgets and evaluating effectiveness of maintenance program to increase overall quality;
5. Identify partners/ providers in the market place to help Department reach goals and define roles;
6. Reevaluate capital improvement program, particularly for greenways, through prioritization of cost/benefits analysis and seek support from partners;
7. Craft Department message (3 pillars) for advocacy;
8. Manage regional versus local services for transition;
9. Target municipalities for joint development of connections and access of green/blueways;
10. Develop Regional Strategies Plan to define Department role(s).



Miami-Dade County Parks, Recreation and Open Spaces staff workshop, September, 2014

Additional considerations for market analysis drilling down includes:

- Develop a comprehensive survey strategy with on-going, annual efforts to include customer surveys and market analyses in coordination with boarder comprehensive county-wide surveys every three to five years;
- Customer intercept surveys may include MDPROS Business Enterprise facilities, programs and venues including but not limited to:
 - Boat Launches
 - Marinas
 - Golf Courses
 - Zoo Miami
 - Eco Adventures
 - Disability Services
 - Tournament Sports
 - Summer Camp
 - After School
- Survey additional user groups such as tourists as an intercept survey and/or in conjunction with Miami-Dade Visitor and Convention Bureau and workers in concentrated areas such as downtown, airport or other areas;
- Focus groups should be conducted to further analyze key findings raised by the survey such as safety in parks and communications means.
- Conduct a follow-up survey to gage residents' priorities and willingness for various funding options. Questions should test various iterations of wording to best gage residents' attitudes and emphasis of services.

Conclusion



Appendix



Appendix

Included is a final copy of the Community Leisure Interests Survey instrument and meeting notes for project record.

7.1 Survey Instrument



miamidade.gov

Miami-Dade County Parks, Recreation and Open Spaces Department

275 N.W. 2 Street
Miami, Florida 33128
T 305-755-7860

July 2013

Dear Miami-Dade County Resident:

Congratulations! Your household is one of a limited number selected to participate in the Recreation Needs Assessment Survey. The purpose of this survey is for us to better understand the recreation and leisure activities that are most important to you and to your household. This information will help us improve the services we provide and guide the prioritization of future improvements to parks.

Our goal is to build a healthier, more aesthetically pleasing, vibrant community. This goal will be accomplished through the implementation of a system of parks, public spaces, natural and cultural areas connected by greenways, trails and streets designed as linear parks. The park system is guided by principles of equity, access, beauty, seamlessness, sustainability and multiple benefits. You can learn more about the Parks Master Plan at:
<http://www.miamidade.gov/parksmasterplan/home.asp>.

Please take a few minutes to complete the survey within the next two weeks. Once completed please return the survey in the enclosed postage-paid envelope addressed to: ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061. You can also take the survey online in English, Spanish or Creole at www.Miamidadecountyparkssurvey.com.

If you have any questions or require additional information, please contact Eric Hansen, Recreation Strategic Planner, at erich@miamidade.gov or at 305.755.5460.

We appreciate your input and thank you for your time.

Sincerely,

A handwritten signature in black ink, appearing to read "Jack Kardys".

Jack Kardys
Director

Si usted tiene preguntas o no habla ingles, por favor llame al 1-888-801-5368 y hable con Terry. Usted también puede tomar la revisión en línea en www.Miamidadecountyparkssurvey.com Gracias

Si ou gen nenpòt kesyon ou pa pale anglè, souple rele 1-888-801-5368. pale ak Terry. Ou mèt tou fè sondaj sou liy nan www.Miamidadecountyparkssurvey.com Mèsi

Delivering Excellence Every Day

Appendix

Community Interest and Opinion Survey: *Let your voice be heard today!*

Miami-Dade County would like your input to help determine parks and recreation priorities for our community. This survey will take 10-15 minutes to complete. When you are finished, please return your survey in the enclosed postage-paid, return-reply envelope. We greatly appreciate your time.

1. From the following list, please check **ALL** the recreation facilities in parks in Miami-Dade County operated by either cities, county, non-profits, or private providers you or members of your household have used or visited in parks over the past 12 months.

- | | |
|--|---|
| <input type="checkbox"/> (01) Youth baseball/softball fields | <input type="checkbox"/> (16) Walking/running paths |
| <input type="checkbox"/> (02) Adult softball fields | <input type="checkbox"/> (17) Bike lanes/ paths |
| <input type="checkbox"/> (03) Youth soccer fields | <input type="checkbox"/> (18) Equestrian trails |
| <input type="checkbox"/> (04) Mini (adult) soccer fields | <input type="checkbox"/> (19) Nature trails/nature center |
| <input type="checkbox"/> (05) Lacrosse/football fields | <input type="checkbox"/> (20) Natural areas/wildlife habitats |
| <input type="checkbox"/> (06) Cricket fields | <input type="checkbox"/> (21) Dog park |
| <input type="checkbox"/> (07) Basketball courts | <input type="checkbox"/> (22) Skate park |
| <input type="checkbox"/> (08) Tennis courts | <input type="checkbox"/> (23) Picnic shelters |
| <input type="checkbox"/> (09) Outdoor swimming pool | <input type="checkbox"/> (24) Playgrounds |
| <input type="checkbox"/> (10) Water park | <input type="checkbox"/> (25) Museums |
| <input type="checkbox"/> (11) Splash pad | <input type="checkbox"/> (26) Community centers |
| <input type="checkbox"/> (12) Marinas | <input type="checkbox"/> (27) Gymnasiums |
| <input type="checkbox"/> (13) Fishing areas | <input type="checkbox"/> (28) Indoor swimming pools |
| <input type="checkbox"/> (14) Golf courses/driving ranges | <input type="checkbox"/> (29) Indoor fitness spaces |
| <input type="checkbox"/> (15) Amphitheaters/theaters | <input type="checkbox"/> (30) Other: _____ |

2. From the list in Question #1 above, which **FOUR** of the parks and recreation facilities are **MOST IMPORTANT** to you and members of your household? [Please write in the numbers below for your 1st, 2nd, 3rd and 4th choices using the numbers in Question #1 above, or circle NONE.]

<u>1st Most</u>	<u>2nd Most</u>	<u>3rd Most</u>	<u>4th Most</u>	NONE
Important	Important	Important	Important	

3. How would you rate the quality of the parks and recreation facilities that you use?

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> (1) Excellent | <input type="checkbox"/> (4) Poor |
| <input type="checkbox"/> (2) Good | <input type="checkbox"/> (5) Not sure |
| <input type="checkbox"/> (3) Fair | |

4. When choosing to visit or use a **RECREATION FACILITY**, what criteria would you identify as being most important to you?

- | | |
|--|--|
| <input type="checkbox"/> (01) Convenience | <input type="checkbox"/> (07) Safe |
| <input type="checkbox"/> (02) Quality | <input type="checkbox"/> (08) Recommended by friends/family |
| <input type="checkbox"/> (03) Variety of recreation uses | <input type="checkbox"/> (09) Only facility available |
| <input type="checkbox"/> (04) Availability of food | <input type="checkbox"/> (10) Specific functions at facility |
| <input type="checkbox"/> (05) Offers other services | <input type="checkbox"/> (11) Other: _____ |
| <input type="checkbox"/> (06) Family atmosphere | |

5. Please indicate if you or members of your household have a need for the SPORT, PROGRAM OR CLASS listed below by circling YES or NO. If you have a need for the SPORT, PROGRAMS OR CLASS and circled YES, please answer the questions in the shaded area to the right by circling the appropriate responses.

Type of Sport, Program or Class	Do You Have a Need for this Sport, Program or Class?		If You Have A Need, How Well Are Your Needs Being Met?			
	Yes	No	Fully Met	Mostly Met	Partly Met	Not Met
SPORTS						
A. Soccer	Yes	No	4	3	2	1
B. Football	Yes	No	4	3	2	1
C. Basketball	Yes	No	4	3	2	1
D. Softball	Yes	No	4	3	2	1
E. Lacrosse	Yes	No	4	3	2	1
F. Cricket	Yes	No	4	3	2	1
G. Volleyball	Yes	No	4	3	2	1
H. Cheerleading	Yes	No	4	3	2	1
I. Gymnastics / Tumbling	Yes	No	4	3	2	1
J. Golf	Yes	No	4	3	2	1
K. Tennis	Yes	No	4	3	2	1
PROGRAMS						
L. After-School	Yes	No	4	3	2	1
M. Summer Camp	Yes	No	4	3	2	1
N. Water Exercise	Yes	No	4	3	2	1
O. Water Safety	Yes	No	4	3	2	1
P. Learn to Swim	Yes	No	4	3	2	1
Q. Competitive Swim	Yes	No	4	3	2	1
CLASSES						
R. Performing Arts (Music, Dance)	Yes	No	4	3	2	1
S. Arts and Crafts (Ceramics, Painting)	Yes	No	4	3	2	1
T. Martial Arts	Yes	No	4	3	2	1
U. Zumba	Yes	No	4	3	2	1
V. Aerobics / Spinning	Yes	No	4	3	2	1
W. Yoga	Yes	No	4	3	2	1
Y. Pilates	Yes	No	4	3	2	1
X. Computer Education	Yes	No	4	3	2	1
Z. Other: _____	Yes	No	4	3	2	1

6. Which **FOUR** sports, programs or classes listed above do you think are most important for you and members of your household? (write your top four choices below using the letters from the list in Question 5 above).

1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____ 4th Choice: _____

Appendix

7. When choosing to participate in a sport, program or class, what **THREE** criteria would you identify as being most important to your household?

☐ (01) Quality of instructors
☐ (02) Affordable/ Value
☐ (03) Availability of food
☐ (04) Location
☐ (05) Variety offered
☐ (06) Friends participate
☐ (07) Quality of facility
☐ (08) Convenient
☐ (09) Uniqueness
☐ (10) Other: _____

8. From the following list, please check **ALL** the ways in which you learn about programs, classes and/or events.

☐ (01) Printed brochure
☐ (02) Television
☐ (03) Mail
☐ (04) Websites
☐ (05) Social media
☐ (06) Family
☐ (07) E-mail blasts
☐ (08) Newspaper
☐ (09) Not aware
☐ (10) Radio
☐ (11) Friends
☐ (12) Other: _____

9. From the following list, please check **ALL** the reasons that prevent you from using parks, trails and recreation programs and activities in Miami-Dade County more often

☐ (01) Facilities are not well maintained
☐ (02) Facilities lack the right equipment
☐ (03) Lack of quality programs
☐ (04) Class full
☐ (05) Use facilities in other counties
☐ (06) Poor customer service by staff
☐ (07) Too hot outdoors
☐ (08) I do not know what programs are offered
☐ (09) Facilities operating hours not convenient
☐ (10) Program or facility not offered
☐ (11) I do not know locations of parks and trails
☐ (12) Security is insufficient
☐ (13) Too far from our residence
☐ (14) Program times are not convenient
☐ (15) Fees are too high
☐ (16) I do not know locations of recreation facilities
☐ (17) Not accessible for people with disabilities
☐ (18) Lack of parking by facilities and parks
☐ (19) Facilities are too often not available
☐ (20) Lack of public transportation

10. Which **FOUR** of the reasons listed above do you think are the major reasons preventing you and members of your household from using parks, trails and recreation programs and activities more often? (write your top four choices below using the letters from the list in Question 9 above)

1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____ 4th Choice: _____

11. The following are some of the benefits that you and your household may receive from parks, trails, and recreation facilities and services. For each potential benefit, please indicate your level of agreement with the benefits provided by parks, trails, and recreation facilities and services by circling the corresponding number.

	Benefits	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
A.	Improve physical health and fitness	1	2	3	4	5	9
B.	Help reduce crime	1	2	3	4	5	9
C.	Preserve open space and the environment	1	2	3	4	5	9
D.	Increase property values in surrounding area	1	2	3	4	5	9
E.	Help attract new residents and businesses	1	2	3	4	5	9
F.	Promote tourism to the County	1	2	3	4	5	9

12. Please indicate if you or members of your household have a need for the LEISURE ACTIVITIES (things you like to do) listed below by circling YES or NO. If you have a need for a LEISURE ACTIVITY and circled YES, please answer the questions in the shaded area to the right by circling the appropriate responses.

Type of Leisure Activity	Do You Have a Need for this Activity?		If You Have A Need, How Well Are Your Needs Being Met?			
	Yes	No	Fully Met	Mostly Met	Partly Met	Not Met
A. Read	Yes	No	4	3	2	1
B. Write	Yes	No	4	3	2	1
C. Watch Television	Yes	No	4	3	2	1
D. Play video games	Yes	No	4	3	2	1
E. Internet surfing / Internet activities	Yes	No	4	3	2	1
F. Go to the movies	Yes	No	4	3	2	1
G. Go to the theater	Yes	No	4	3	2	1
H. Cycle	Yes	No	4	3	2	1
I. Garden	Yes	No	4	3	2	1
J. Dance	Yes	No	4	3	2	1
K. Attend a concert / fair / festival	Yes	No	4	3	2	1
L. Shop	Yes	No	4	3	2	1
M. Photography	Yes	No	4	3	2	1
N. Dine out	Yes	No	4	3	2	1
O. Cook	Yes	No	4	3	2	1
P. People watch	Yes	No	4	3	2	1
Q. Walk	Yes	No	4	3	2	1
R. Play catch	Yes	No	4	3	2	1
S. Go to the beach / swim	Yes	No	4	3	2	1
T. Skateboard	Yes	No	4	3	2	1
U. Travel	Yes	No	4	3	2	1
V. Sightsee	Yes	No	4	3	2	1
W. Fish	Yes	No	4	3	2	1
X. Picnic	Yes	No	4	3	2	1
Y. Paint	Yes	No	4	3	2	1
Z. Boat	Yes	No	4	3	2	1

13. Which **FOUR** of the leisure activities listed above do you think are most important for you and members of your household? (write your top four choices below using the letters from the list in Question 12 above)

1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____ 4th Choice: _____

Appendix

14. There may be opportunities to partner with private businesses in developing lodging, aquatic, fitness and recreation facilities that would complement public recreation facilities on public park properties. As a result of this partnership, private businesses would pay a usage fee that would be used to operate and maintain public parks and recreation facilities and programs.

Knowing that, would you support private businesses or other organizations being developed within a public park that result in additional funding that helps to operate and maintain the park?

- ____(1) Very Supportive ____ (3) Not Supportive
____(2) Somewhat Supportive ____ (4) Not Sure

15. From the following list, please check ALL the private business opportunities that you would be supportive of if developed on public park property if a usage fee would be paid to help support the operation and maintenance of the park.

- ____(01) Concession/Cafe ____ (06) Restaurants
____(02) Commercial shopping area ____ (07) Fitness facility
____(03) Camping facility ____ (08) Water park
____(04) Extreme sports venue ____ (09) Advertisements/Billboards
____(05) Resort hotel

16. From those you identified as being supportive of in the previous question, which two business opportunities would you be most supportive of being developed in a public park if revenues helped to operate and maintain the park? [Write your top two choices below using the numbers from the list in Question 15 above.]

1st Choice: ____ 2nd Choice: ____

17. The following demographic questions are optional and are included in order to validate the survey. All responses are confidential. Counting yourself, how many people in your household are?

Under age 5 ____ Ages 15-19 ____ Ages 35-44 ____ Ages 65-74 ____
Ages 5-9 ____ Ages 20-24 ____ Ages 45-54 ____ Ages 75+ ____
Ages 10-14 ____ Ages 25-34 ____ Ages 55-64 ____

18. What is your age? ____

19. Check ALL of the following that describes your race/ethnicity. (Check all that apply.)

- ____ (1) Far East Asian (ex. – Chinese, Korean) ____ (6) White – Non Hispanic
____ (2) South Asian (ex. – Indian, Pakistani) ____ (7) White – Hispanic
____ (3) Black – African American ____ (8) American Indian/Eskimo
____ (4) Black – Hispanic ____ (9) Other: _____
____ (5) Black – Other (ex. – Haitian, Other West Indies)

20. Are you or members of your household of Cuban or Other Hispanic or Latin ancestry?

- ☐ (1) Yes – Cuban Ancestry
☐ (2) Yes – Other Hispanic or Latin Ancestry
☐ (3) No

21. What is your household income?

- | | |
|--|--|
| <input type="checkbox"/> (1) Under \$14,999 | <input type="checkbox"/> (4) \$50,000-\$99,999 |
| <input type="checkbox"/> (2) \$15,000-\$29,999 | <input type="checkbox"/> (5) \$100,000 or more |
| <input type="checkbox"/> (3) \$30,000-\$49,999 | |

This concludes the survey. Thank you for your time.

*Please Return Your Completed Survey in the Enclosed Return-Reply Envelope Addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061*

Appendix

7.2 Meeting Notes



AECOM
150 Orange Ave.
Suite 200
Orlando, FL 32801
www.aecom.com

407.843.6552 tel
407.839.1789 fax

Meeting Notes

Subject	Miami-Dade County Community Recreation Needs Assessment – Kick-Off Meeting
Date	September 21, 2012
Time	8:00am – 12:00pm
Location	2 nd floor of the Visitors Center at Fairchild Tropical Botanical Gardens
Attendees	Jack Kardys Kardys@miamidade.gov Bill Irvine IRVINE@miamidade.gov Kevin Kirwin Kirwin@miamidade.gov Jorge Mora JMORA@miamidade.gov Maria Nardi MNARDI@miamidade.gov Allison Diego DIEGOA@miamidade.gov Kevin Asher KEVINA@miamidade.gov Joe Webb jwebb@miamidade.gov John Bowers jbowers@miamidade.gov Carol Kruse JCK@miamidade.gov Eric Hansen EricH@miamidade.gov David Barth David.Barth@aecom.com Ron Vine rvine@etcinstitute.com Nick Kuhn Nick.Kuhn@aecom.com

Purpose:

MDPROS staff joined the consultant (AECOM and ETC) for the project kick-off for the Community Recreation Needs Assessment by reviewing project scope of work, schedule and in the development of preliminary survey areas of interest for:

“...a statistically valid Leisure Interest Survey...for use by Miami-Dade County for measuring a comprehensive range of citizen usage, satisfaction, needs, unmet needs, priorities, and other services to assist in short and long range decision making in coordination with Strategic Business Plan development”.

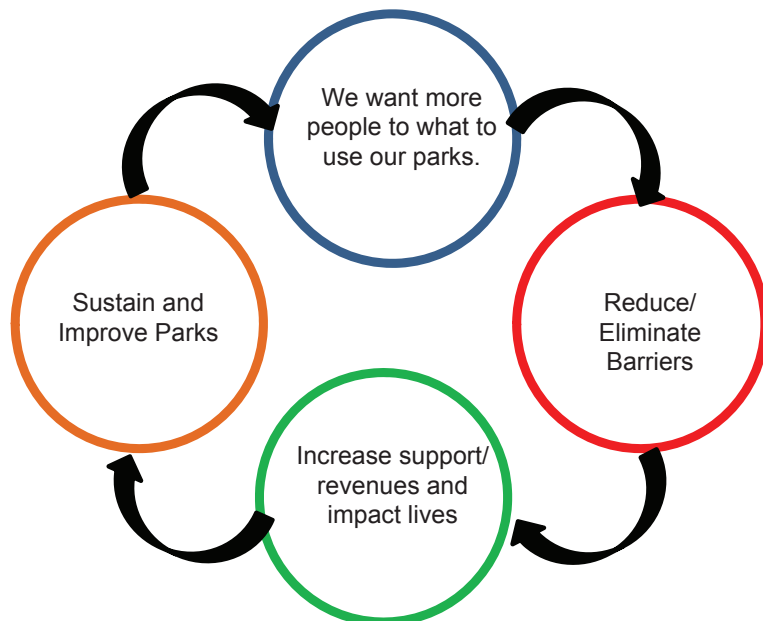
Presentation & General Notes:

1. Meeting kicked-off with Jack Kardys made opening remarks to the steering committee and established the following context for the needs assessment:
 - Funding remains a top priority
 - The department may be moving to a regional system
 - Advocate groups such as business groups, environmental groups, marinas are large stakeholders
 - Entrepreneurship should be promoted
 - This needs assessment survey needs to ask constituencies for their support and address concerns
 - Deering Estate at Cutler is the ideal model for Heritage Parks
 - Focus should be on meeting needs of baby boomers/ aging in place
 - Health is a major focus

AECOM

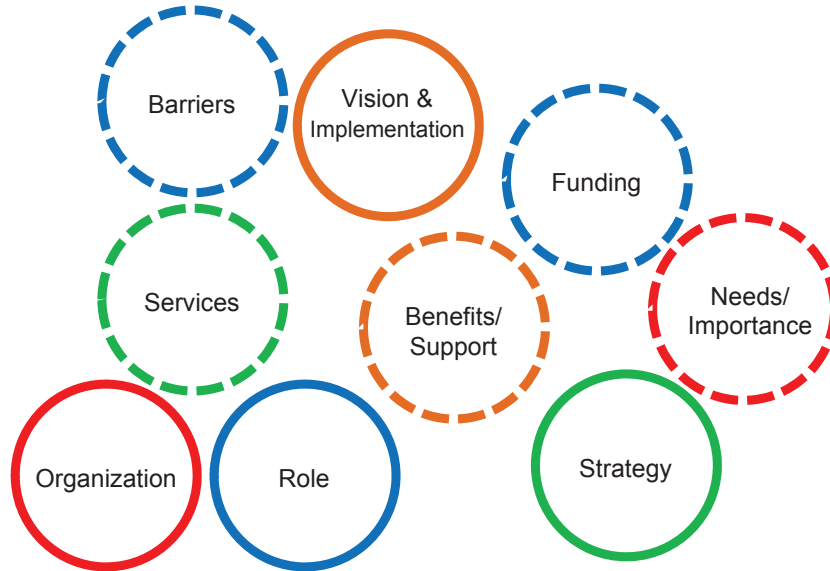
2. Dave Barth (AECOM) and Ron Vine (ETC) lead a discussion on the purpose of the survey as follows:

- To position the department as essential, by providing all important, value-added services
- Position the department for additional revenues, referendum and a willingness to pay and vote for value-added services
- To determine collaborators and partners
- To plan facilities, programs, acquisitions, etc
- Connection between services being provided and needs being met
- To implement Opens Spaces Master Plan (OSMP)



3. Ideas to tackle:
- Barriers to people wanting to use parks
 - Residents' needs vs. unmet needs
 - What's most important
 - Internal strategies vs. public desires (How vs. What)
 - Role/ Identity of MDPOS (Brand)
 - Subsidization of services/ value to community
4. Focus on the core elements of what the department does first (the big rocks), the 'Big Rock Theory'

5. What does/ can MDPROS do that other cannot? (dash = outcome of survey)

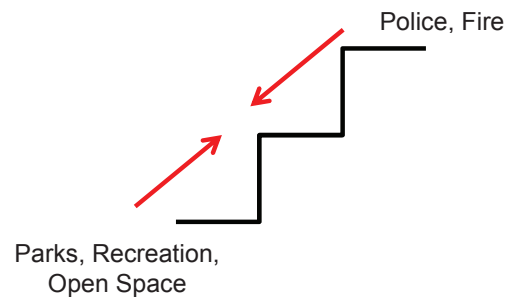


6. Conflicts:

Internal Strategies vs. Public Opinion
Interesting vs. Important

7. Essential services:

- What will people be willing to pay?
- What's important to people? (That they are willing to support)



8. Most important items of survey (Ron Vine; ETC):

- Logical format to get what you need
- Build consensus of importance
- Tool to make better decisions



Preliminary Topics Drill Down:

1. What is current usage, frequency of usage, and satisfaction?
 - Satisfaction with system (includes local, county, state and federal facilities)
 - Frequency of usage
 - Trends
 - Usage within leisure time (How to get bigger market share)
 - What do you do for fun?
 - Not as important where they go, but would be helpful (value added)
 - Do you support parks/ use parks?
2. What are key barriers today?
 - Awareness (I don't know)
 - Access (safe)
 - Lifestyles (heat, sedentary, don't like outdoors)
 - Don't offer what I want
 - Proximity
 - Safety
 - Aesthetics, quality
 - Relevant facilities and programs
 - Cost
 - Parking
 - Traffic
3. What are needs and unmet needs for parks, recreation and open space?
 - Use term 'Walking Trails' or 'Sidewalks'
 - Three part process; What are your needs? (Leisure activities, see #8); What are your Unmet needs?; What are the barriers to your unmet needs? (Test at public meetings)
 - Need = Met, Unmet = Gaps
 - Barriers to Unmet (Question for Public Meetings)
 - Include list from Topic #8
4. What are the most important parks, facilities, and programs?
 - List by facilities
 - List of programs
 - List are to be provided by MDPROS
5. How can we integrate/separate neighborhood and regional services?
 - Need/ Importance of small park within walking distance of your home? For transitional period as the County transforms into a regional system.
 - Do not include this topic as part of survey
6. Benefits for a Healthy County and Individual Lifestyles
 - How important are parks to you in realizing these benefits?
 - Fun
 - Health
 - Economic Development
 - Water Quality
 - Etc.
 - Try this question in public meetings



7. Public Funding Sources

- Willingness to pay – Taxes, fees, etc. for:
 - Land acquisition
 - Development of Facilities
 - Operations and Maintenance
- If you had \$100, how would you allocate it?

Ex:	Actual	Survey Results
Police	\$70	\$60
Parks	\$3	\$10
Public Works	\$12	\$12
Library	\$5	\$7
Cultural Arts	\$3	\$5

8. Private Funding Sources

- Incorporate into topic #3
- Commercial operations
 - Dining
 - Lodging
 - Shopping/ Retail
 - Services
 - Billboards
 - Adventure Recreation
 - Extreme Sports
 - Etc.

9. Additional Topics:

- Incorporate into topic #7: What dollar value will people support for taxes, fees, etc.?
- Would you vote in favor of....(\$800 Bond, or \$50 in additional taxes?)
- County needs to calculate, provide options for dollar amounts for above questions. (\$25 a year, \$50 a year, \$75 a year)

Workshop adjourned at noon

Action Items:

- Eric to provide list of facilities and programs for topic #4 by 10/3/12
- Eric to provide list of leisure activities for topic #3 by 10/3/12
- ETC to provide draft question to MDPROS by 10/5/12
- MDPROS to provide written comments for questions to AECOM by 10/12/12

Appendix



AECOM
150 Orange Ave.
Suite 200
Orlando, FL 32801
www.aecom.com

407.843.6552 tel
407.839.1789 fax

Workshop Notes

Subject	Miami-Dade County Community Leisure Interest Survey – Staff Strategy Workshop
Date	September 11, 2014
Time	12:30pm – 4:00pm
Location	2 nd floor of the Visitors Center at Fairchild Tropical Botanical Gardens
	Jack Kardys Kardys@miamidade.gov
	George Navarrete gnavarrete@miamidade.gov
	Jennifer Tisthammer tistj@miamidade.gov
	Kevin Kirwin Kirwin@miamidade.gov
	Jorge Mora JMORA@miamidade.gov
	Maria Nardi MNARDI@miamidade.gov
	Joe Webb jwebb@miamidade.gov
	John Bowers jbowers@miamidade.gov
	Carol Kruse JCK@miamidade.gov
	Eric Hansen EricH@miamidade.gov
	David Barth David.Barth@aecom.com
	Ron Vine rvine@etcinstitute.com
Attendees	Nick Kuhn Nick.Kuhn@aecom.com

Purpose:

MDPROS staff joined the consultant (AECOM and ETC) for a workshop to determine preliminary recommendations for key findings of the Miami-Dade County Community Leisure Interest Survey.

General Notes:

- Meeting kicked-off after a morning session of key findings of the Miami-Dade County Community Leisure Interests Survey.
- MDPROS staff were divided into four core groups (Recreation and Operations; Planning; Business and Funding; and Communications). Dave Barth (AECOM) lead a multi-group exercise that asked follow three-part series of questions:
 1. **Conclusions:**
 - How do you interpret the survey findings?
 - What are your conclusions?
 2. **Implications:**
 - What are the implications from the findings?
 - How might they change what you (MDPROS) do?
 3. **Actions:**
 - How should MDPROS respond to these findings?
 - List 3-5 top priority actions

Group 1

Conclusions: How do you interpret findings?

- Data points to self-directed activities
- We have invested in facilities/ programs, yet we are still significantly below the national average
- How low tourism is to survey participants
- The role of partner facilitation or providers or someone else managing resources (public/private)
- Transition to Regional System- Prioritization investment and planning for capital for short term and long term.
- We need more tailored marketing for a Regional Market- Brand/place marking
- Communication, planning and organizational shifts

Implications: What are the implications from the findings? How might they change what MDPROS does?

- Changing how we communicate with residents
- Changing the way we serve the community
- Reevaluate our current system/process- everything (service offerings)
- Focus on connectivity, public spaces and less on the term “parks”
- Educate leaders, community and employees on the findings
- Learn the details of the findings well
- More informed decisions
- Continue to enhance relationships with communities/ municipalities
- Maintaining the message of our 3 pillars
- Avoid duplications of services
- Define role in the education on the business of parks regionally

Actions: How should MDPROS Respond to these findings?

- Prioritize money to invest (cost/ benefits)
- Aligning out current services analysis with the current survey
- Crafting our message (3 pillars) for advocacy
- Identify partners/ providers in the market place to help us reach goals and define our roles
- Methods to measure success

Group 2

Conclusions: How do you interpret findings?

- Maintenance/ satisfaction lagging national averages
- Funding for a fair/ good system
- Lack of Awareness of parks and programs
- Consistency with most used facilities
- Too far from residences as a top barrier
- Safety/ perceived safety as criteria and barrier

AECOM

Implications: What are the implications from the findings? How might they change what MDPROS does?

- Improve how we communicate with our customers
- Improve out park/ facility maintenance
- Incorporate results (survey)
- Strategic planning

Actions: How should MDPROS Respond to these findings?

- Enhance marketing through evaluating existing marketing budget and evaluating effectiveness of marketing efforts
- Improve safety: follow-up focus groups on safety; evaluate park security budget; adopt CPTED standards; benchmark security budget
- Improve maintenance quality by benchmarking maintenance budget and evaluating effectiveness of maintenance program
- Reevaluate capital improvement program and seek support from partners

Group 3

Conclusions: How do you interpret findings?

- Not surprising...walking
- Importance of self-directed activities
- Limited importance of organized comp. activities
- Surprised at how little money is necessary to meet unmet needs
- Eliminate barriers: knowledge, maintenance, distance, safety
- Public sees need to increase maintenance of assets
- Public links health to parks (96%)
- Desire to have multiple experiences at parks, e.g. eating, walking, taking classes

Implications: What are the implications from the findings? How might they change what MDPROS does?

- Maybe double-down on walking paths
- Work on removing 4 barriers
- Possible follow-up survey
- Invest in fitness and health aspects of parks
- Improved targeted marketing based on demographics
- Maintenance is cornerstone of advocacy for funding
- Look for opportunities to add experiences

Actions: How should MDPROS Respond to these findings?

- Barriers: improve lighting
- Build awareness of maintenance needs/ poor park conditions
- Build restaurants/ cafes in parks (e.g. DC Canal Park)
- Improve awareness of programs
- More greenway funding, (e.g. MPath)
- Target POPOS opportunities within 2 blocks of greenways/ parks

- Target municipalities for joint development of connections and access of green/blueways
- Work to develop Recreational Waterfront Access Plan

Group 4

Conclusions: How do you interpret findings?

- At-will activities more popular than self-directed
- Sports/ fee for services
- Exposure- most used (museums, nature centers)
- Free programs most used?
 - Build park advocates through fee programs
 - Value affordability, relevant content?
- Low awareness of park services
- Poor maintenance, safety, perception of the public
- 31% “Too far from home”
 - Safety: cultural? Traffic? Route to parks?

Implications: What are the implications from the findings? How might they change what MDPROS does?

- Stick to our mission
- Build parks that have advocates, rather than advocates for parks
- Low importance/ high unmet: don’t overreact “measured reaction”
- Paper vs. Social Media
 - Boomers- paper and Facebook, word of math
 - Under 60- electronic
- Promote Big Rocks, top 3-5
- Little Rocks in unincorporated areas
- Manage regional vs. local park services

Actions: How should MDPROS Respond to these findings?

- Manage regional vs. local services
- Transition local to regional
- Enhance greenways, trails to increase public awareness of them, lighting

- Each Group presented their answers and responses to the series of question to the workshop group.
- Dave Barth (AECOM) then lead a cross-pollination discuss among all groups regarding the common themes that were heard from all four groups. The following were common themes:
 1. Perception of security? Need to Drill down, either in person or via survey
 2. Need to understand where people are getting info, why do they not know?
Evaluate staffing needs and funding for marketing efforts.



3. The dept. tries to do too much: how do we do less better? Don't respond just to stopgaps, or 'flavors of the month'
4. Would more funding solve most/all needs and deficiencies and eliminate barriers? Cannot discontinue services/ programs w/o repercussions
5. Focus on barriers for disabled: access, safety, maintenance
6. Need to clarify role: regional vs. local
7. Strengthen partnerships with generous revenue sharing as part of transition to regional system. Know your costs before you partner
8. Continue refreshing needs assessment through regularly scheduled techniques and incorporate into planning, design and development.

Prioritizing Action Item Recommendations:

- For the final exercise, MDPROS were provided with a five yellow dots and asked to select the top priority action item recommendations from among all actions identified by all groups. The following are the top priorities as selected by number of dots in descending order:
 1. Enhance the Department's marketing efforts through evaluating existing marketing budget and staffing needs; evaluate effectiveness of marketing efforts; consider a position to manage implementation of Department's Community Engagement and Education Initiative and Citizen's Conservation Corps (12)
 2. Improve safety: follow-up focus groups on safety; evaluate park security budget; adopt CPTED standards; benchmark security budget (9)
 3. Aligning out current services analysis with the current survey (9)
 4. Build awareness of maintenance needs/ poor park conditions (9)
 5. Seek more greenway funding (8)
 6. Improve maintenance quality by benchmarking maintenance budget and evaluating effectiveness of maintenance program (6)
 7. Prioritize money to invest (cost/ benefits) (6)
 8. Build restaurants/ cafes in parks (6)
 9. Identify partners/ providers in the market place to help us reach goals and define our roles (6)
 10. Reevaluate capital improvement program and seek support from partners (4)
 11. Crafting our message (3 pillars) for advocacy
 12. Manage regional vs. local services (3)
 13. Transition local to regional (3)
 14. Target municipalities for joint development of connections and access of green/blueways (2)
 15. Methods to measure success (1)
 16. Improve awareness of programs (1)



17. Work to develop Recreational Waterfront Access Plan (1)

Workshop adjourned at 4pm

Action Items:

- AECOM to refine final survey document and submit to MDPROS
- ETC is to work with MDPROS IT Staff to development website
- MDPROS is to develop an action plan taking into consideration results from this workshop

Appendix

