

Summary

PURPOSE The Community Leisure Interests Survey provides a comprehensive, statistically valid measure of citizen usage, satisfaction, needs, unmet needs, priorities, and other services that will assist in short and long-range decision making with regard to recreation and leisure activities and facilities.

The results of the Survey serve as the basis of a broader needs assessment that will assist the Parks Department in:

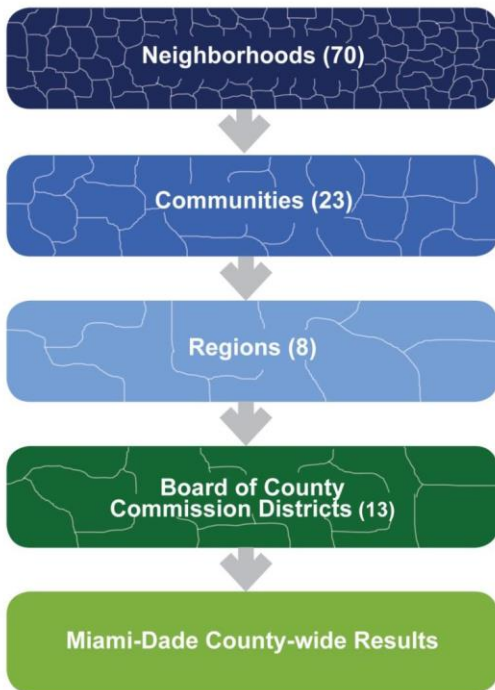
1. Positioning as an essential service provider of Miami-Dade County
2. Positioning for additional revenues
3. Determining collaborators and partners
4. Planning facilities, programs and acquisitions
5. Correlating connections between services provided and needs being met
6. Implementing the Miami-Dade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

APPROACH Undertaking a comprehensive Community Leisure Interest Survey requires extensive pre-planning before execution. Two important requirements were identified from the onset: the Survey must capture citizen's usage, needs and priorities on a **Neighborhood** level; and the results must represent the demographic characteristics of each reporting area.

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 allowed the Department to understand lifestyle needs unique to each area of analysis.

METHODOLOGY Miami-Dade County is a large geographic area made up of many 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 that Neighborhood level. Neighborhood results can then be compiled into broader Community results and even broader Regional results 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 County 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 very different and distinct **70 Neighborhoods; 23 Communities;** and **8 Regions** as well as the **13 Commission Districts,** within the County.



100 surveys completed per **Neighborhood** – 7,888 completed surveys represent the demographic context of each Neighborhood

Similar Neighborhoods can be grouped into **Communities** to tell a larger story

Similar Communities can be grouped in geographical **Regions**

Results can also be reported by **County Commission District**

Countywide results are meant to provide a summary of overall conditions; results at the Neighborhood level inform of interests, importance and unmet needs

KEY FINDINGS

1. **Benefits**

Residents recognize a significant link between improved health and parks

2. **Barriers**

Lack knowledge of parks, facilities and programs; poor conditions; lack of security

3. **Facility Use and Importance**

Walking and running; yoga; dance and basketball are most important sports or programs – Pilates, lacrosse and cricket have highest unmet need

4. **Business Opportunities**

Concessions / Cafes, fitness, water parks and restaurants would be supported as business opportunities found in parks

5. **Communications**

Traditional means of communication (flyers, posters, mailings and word of mouth) are most used