

2021 PSLPRD Community Input Survey

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Agenda

01. Introduction

Survey history & methodology

02. 2020 Summary

Looking back at the last Community Input Survey

03. 2021 Results

The current needs of the community of PSLPRD guests

04. Conclusions

Discuss findings and comparative analysis

05. Closing

Introduction

First published in 2020, as a response to the changing community needs of COVID-19, the PSLPRD Community Input Survey provides important data to the Parks & Recreation Department about the current needs and priorities of the guests which utilize its service.

In order to ensure continued data-driven updates to the Strategic Business Plan, PSLPRD has prioritized the ongoing annual deployment of this survey.

2020 Summary

The slide features several large, colorful geometric shapes. In the top right, there is a cluster of overlapping diamonds in red, orange, purple, blue, and green. In the bottom left, there are partial views of orange, blue, and green shapes. The quote is positioned on the left side of the slide.

“

Change is coming: Be a force
for change, or you will be
forced to change.

Neelay Bhatt

Summary

COVID-19 was the story

82% reported changed priorities, and COVID was the largest barrier to program/event participation

“Normal” was not desired

61% of respondents reported that they were not comfortable with returning to normal programs/events

Our guests wanted something new

The largest areas of desired improvement to existing events were the music and family activities. Respondents overwhelmingly desired new features and, specifically, arts and cultural affairs.

Our voice was carried via expected channels

The largest areas of information sharing were the website, social media and word-of-mouth.

2020 expects the programs/events/amenities of 2035

Respondents largely supported the expansion of modern or digitally-focused programs/events like environmental education, arts/culture, photography, drone/remote-control programs, STEM, DIY courses, etc.



2021 Summary

Summary

COVID-19 hasn't ended

While there are overall improved feelings, pandemic-driven preference for outdoor offerings remains strong

Break down barriers within reach

Barriers follow the expected trend. However, a new barrier, repeatedly referenced, is the lack of variety in program times to better fit guest schedules

Speak the way guests speak

Communication continues to be an area of concern. 2020's "go-to" channels showed marked decrease, and guests frequently report that they "don't know what is offered"

The heat is new to some

Looking past COVID-19, guests support additional indoor facilities of all kinds. This is likely due to the influx of new residents from cooler climates, and the resulting change in City demographics

2021 expects the parks (and programs) of 2035

Respondents largely supported the expansion of parks per the 10-Yr. Master Plan, with an emphasis on neighborhood parks. The strong desire for outdoor programming, and technical programming, provide a need for the evaluation of the "digitally-enhanced" park (and recreation) model initially discussed in 2018

Consider This...

Change has come: Are we a
force *for* change...

...or are we being
forced *to* change?

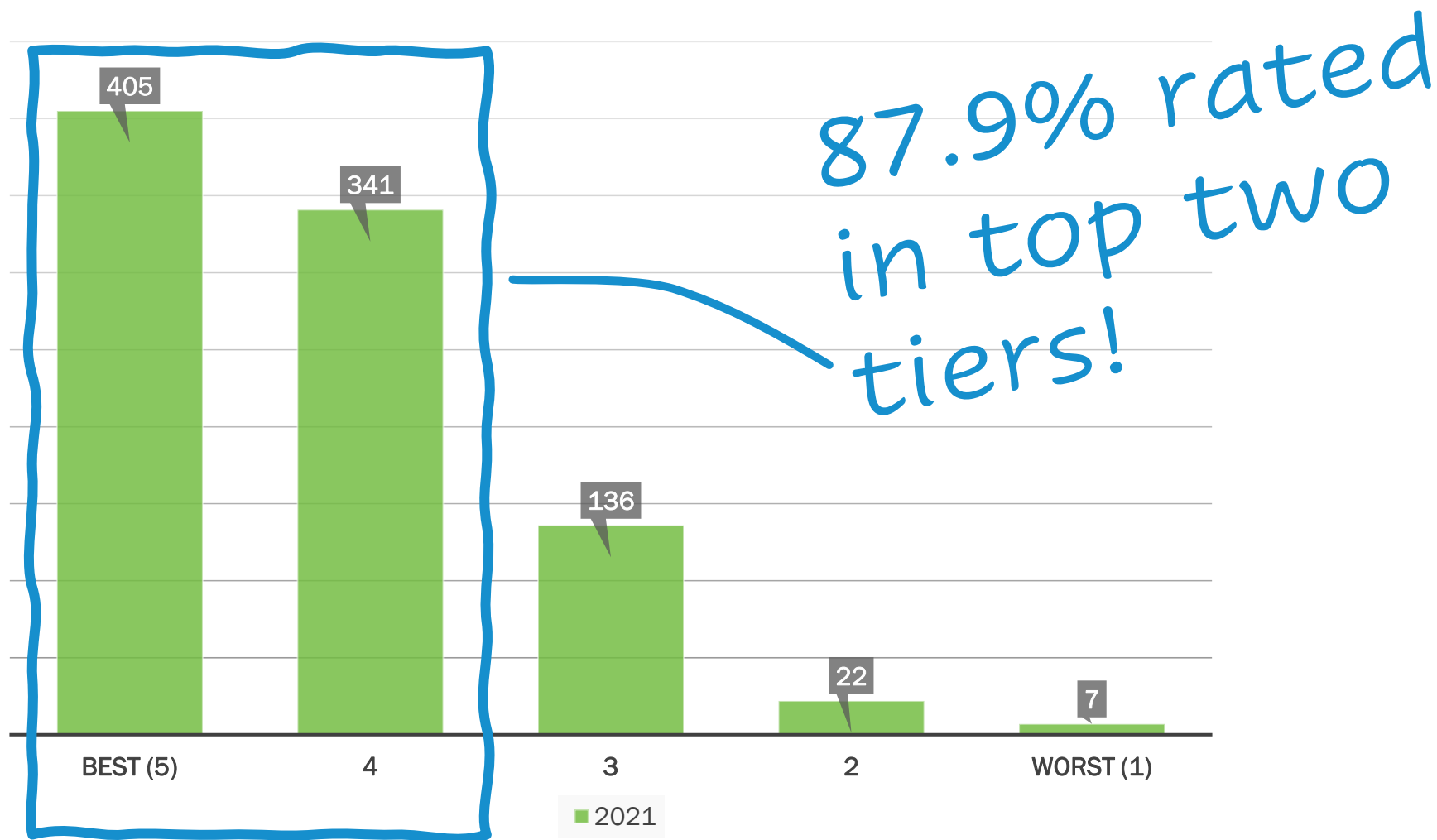
2021 Results

Section 1

Community Health Programming

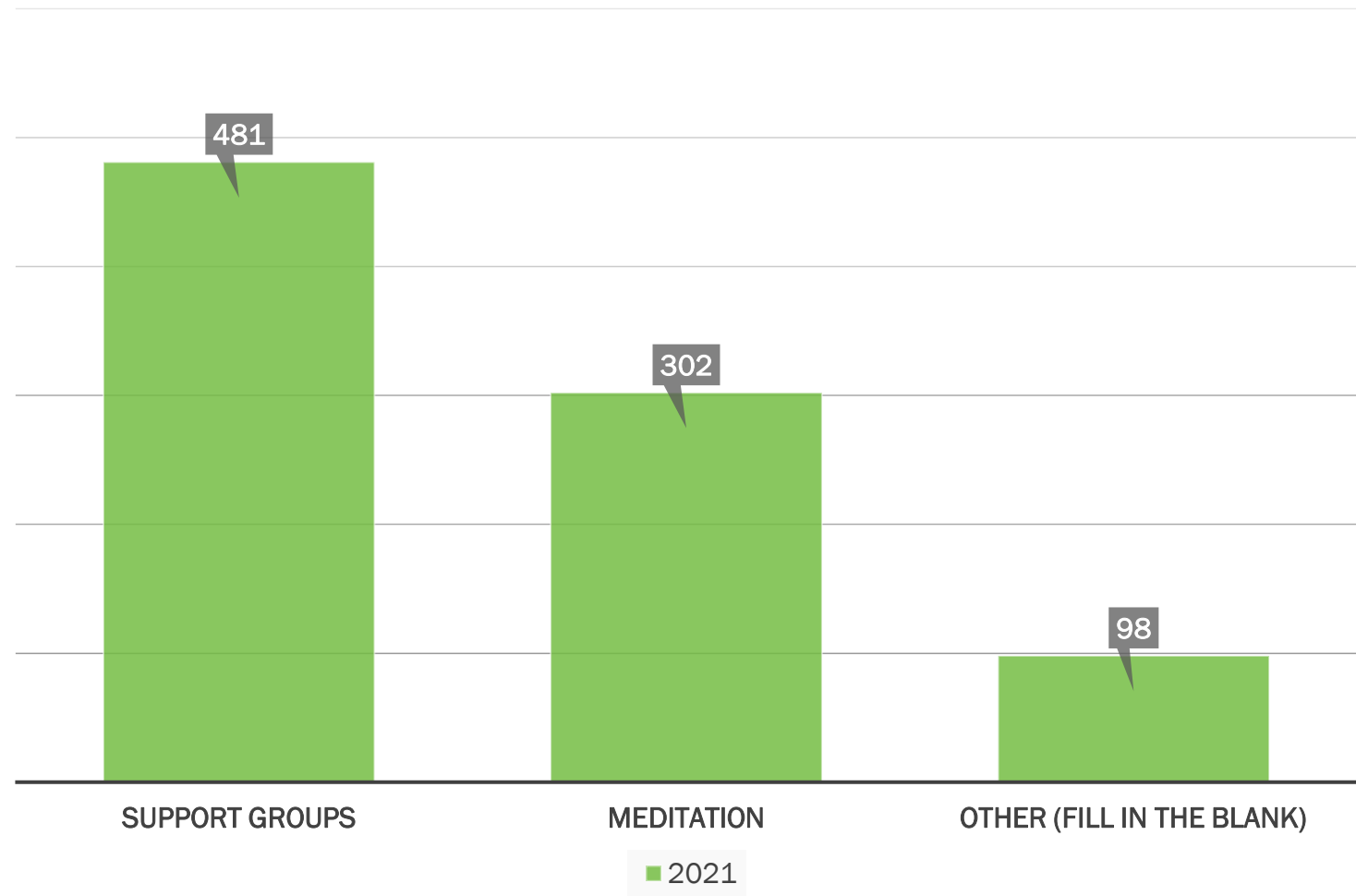
Question 1

How would you rate your overall social and mental health?



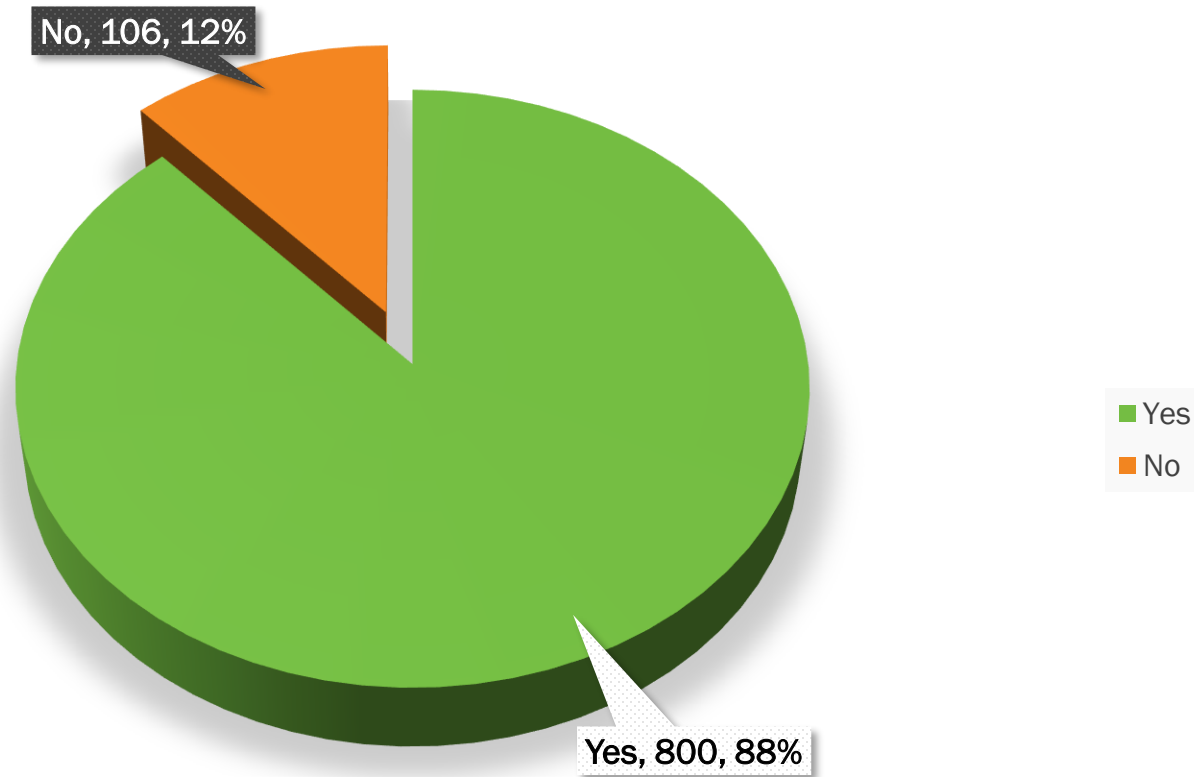
Question 2

What additional self-care and mental-health topics would you like to see covered through our HealthyU program?



Question 3

Would you support the development of a HealthyU program designed for those dealing with chronic, “invisible” disease(s)?



Section 2

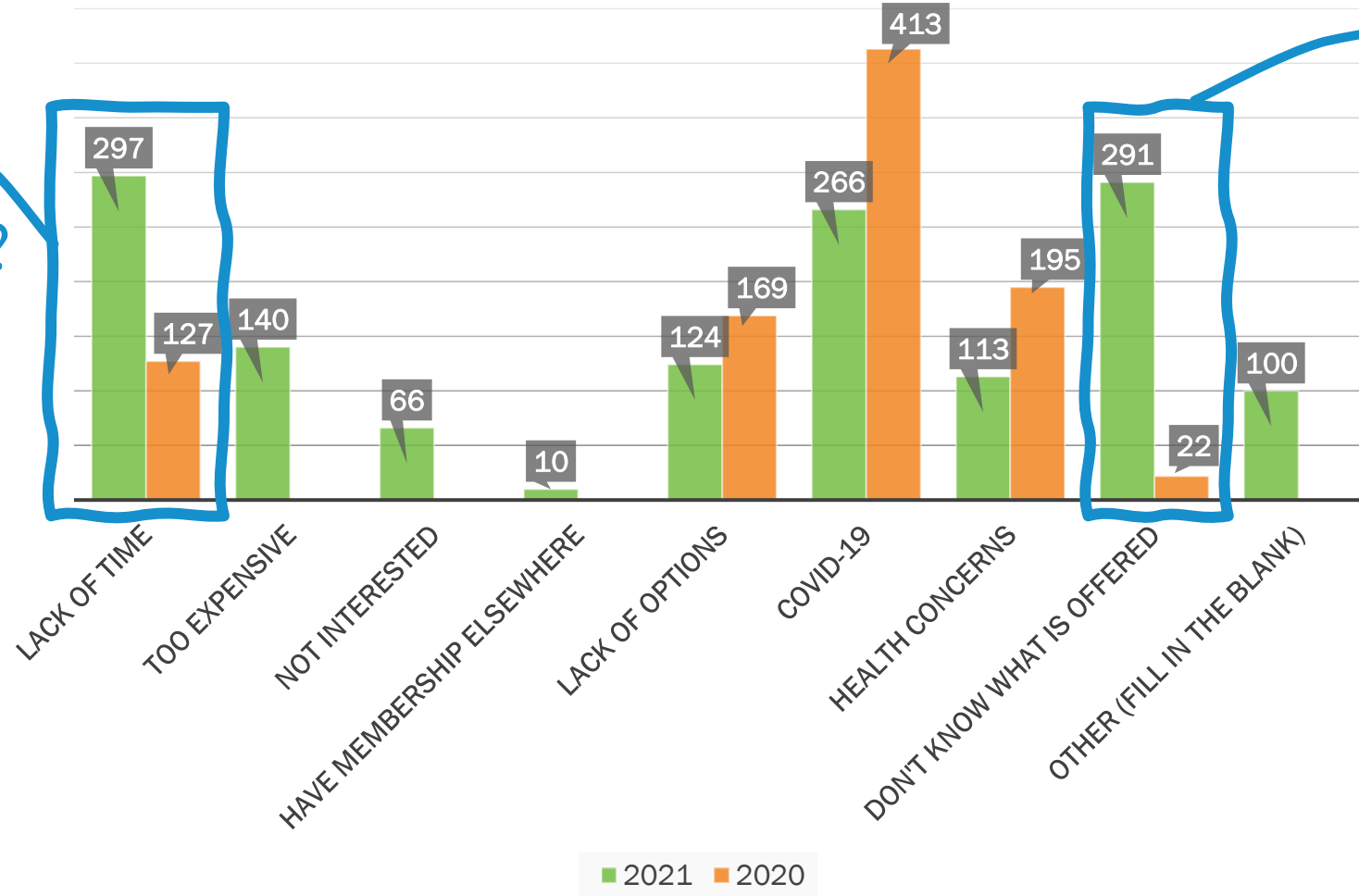
Barriers to participation
& communications/marketing

Question 4

Which of the following prevents you from taking part in various programs/events/activities offered by PSLPRD?

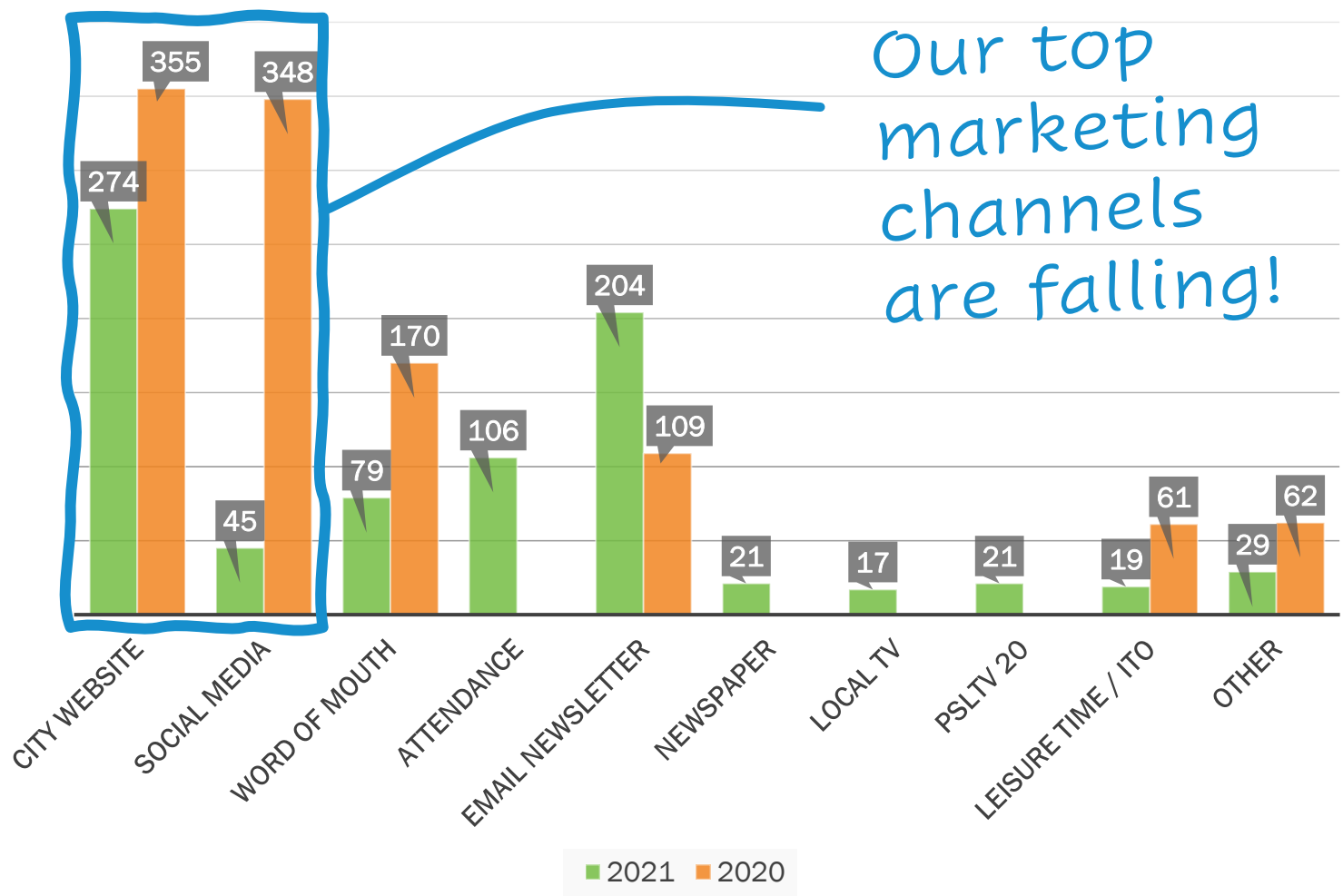
Why the sharp increase?

Why aren't they hearing us?



Question 12

How do you hear about PSLPRD programs/events?

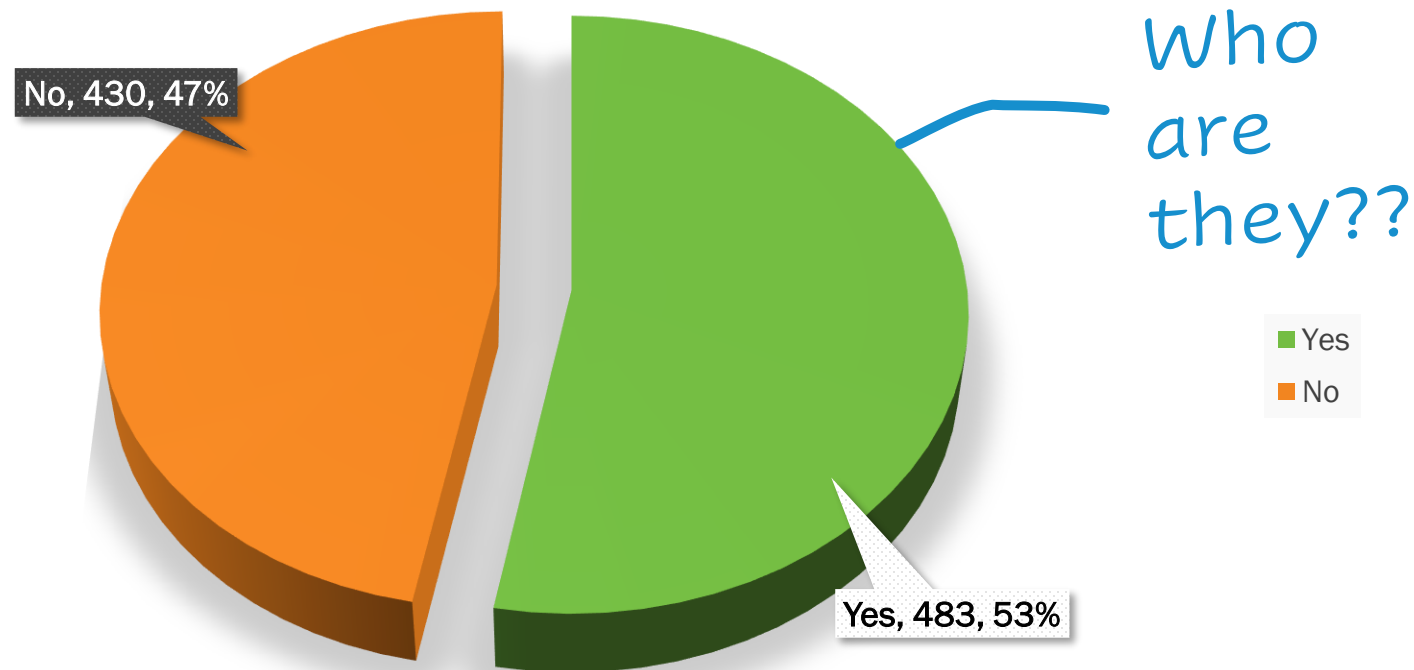


Section 3

Saints Golf Course Capital Improvement Vision

Question 5

Would you be interested in the creation of a modern, updated driving range at The Saints Golf Course?



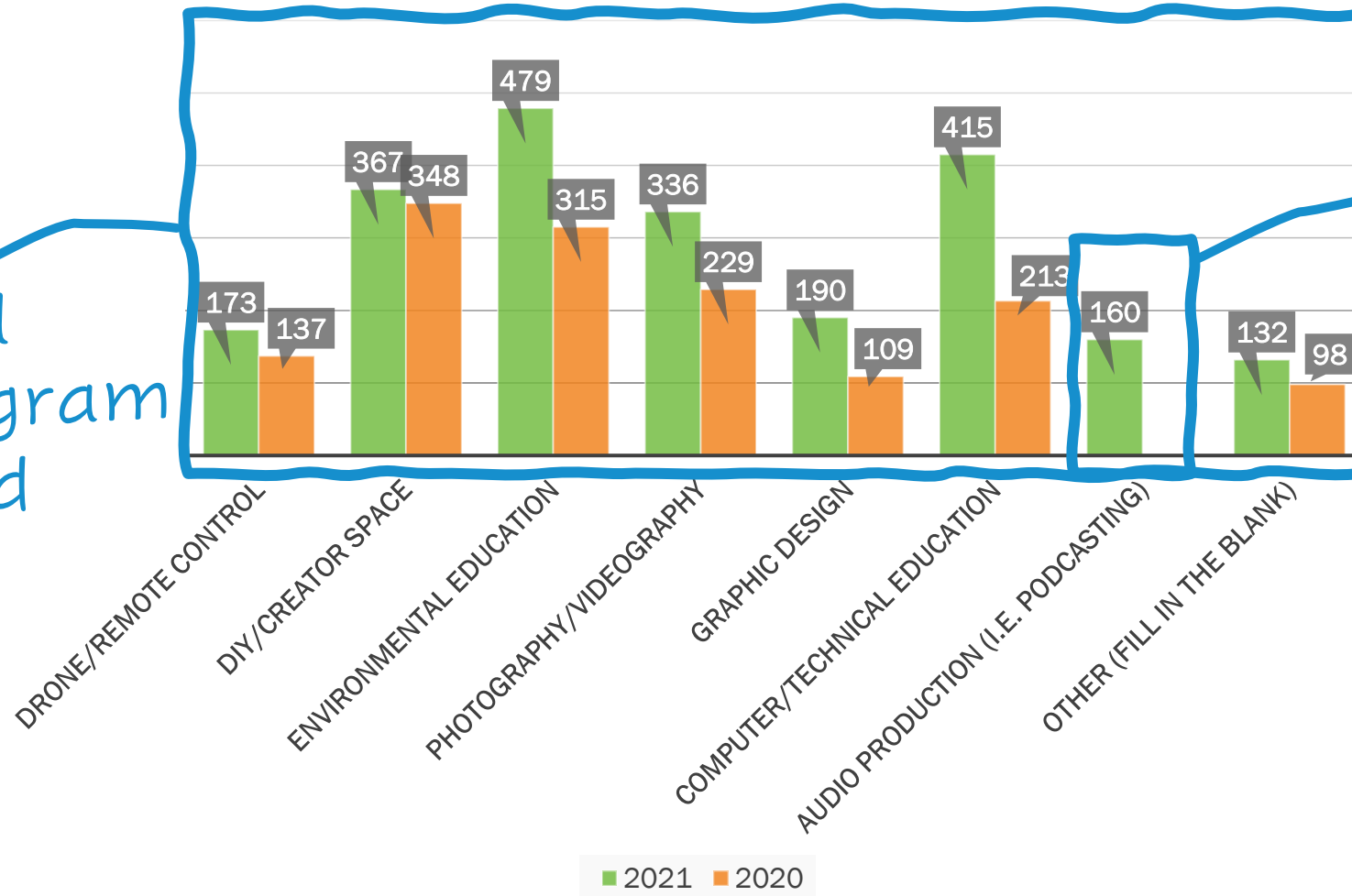
Section 4

Community Needs of Recreational Programming

Question 14

Please select all of the following potential programs/amenities/events that interest you.

EVERY potential new program increased interest!

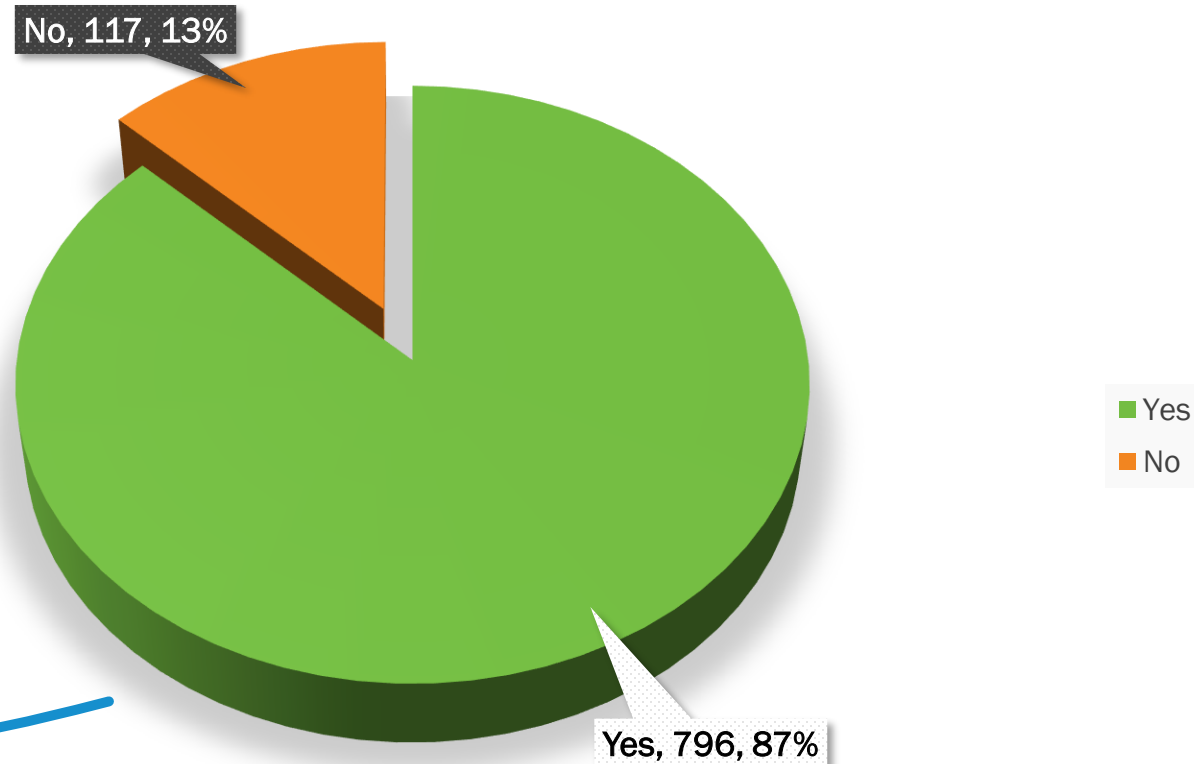


Program included based on industry popularity – with plenty of local support!

Question 6

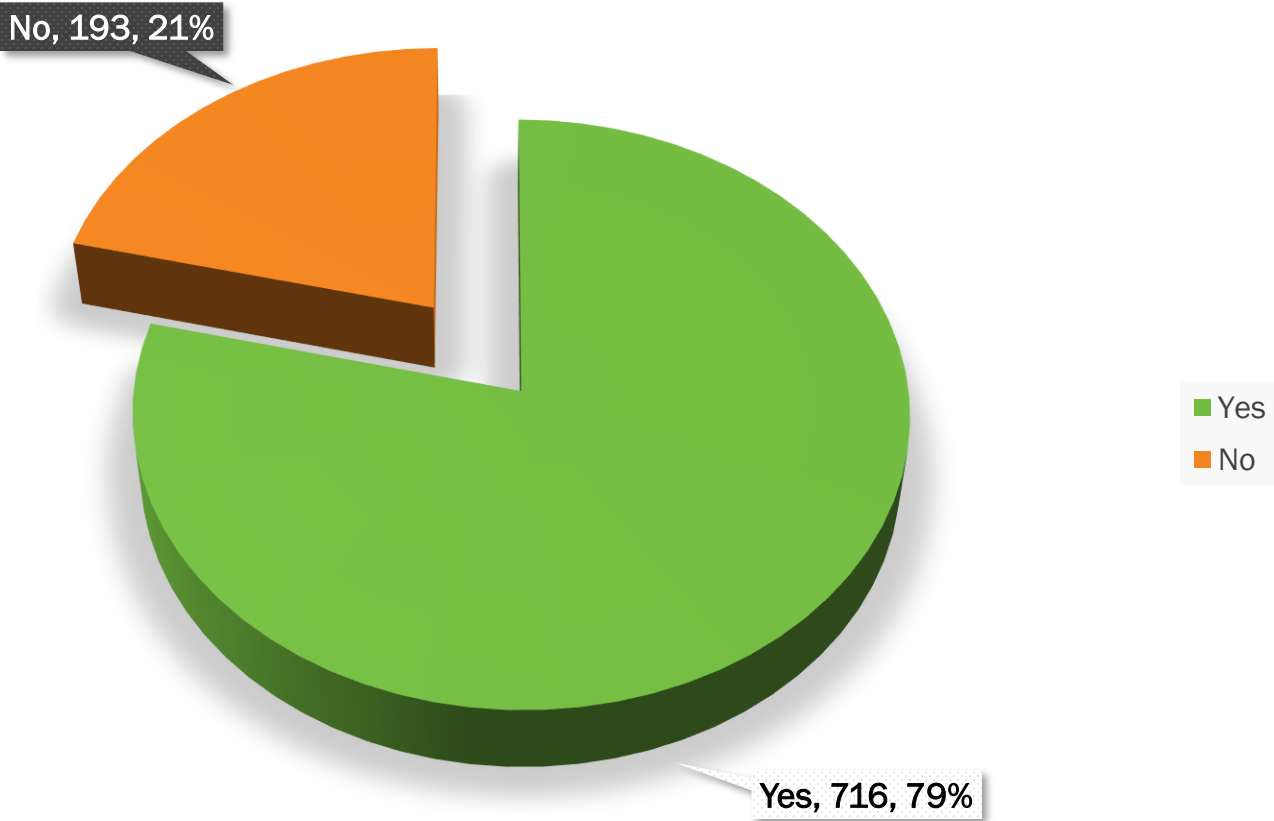
Would you support the development of a Community Recreation Center?

KEY POINT:
Indoor space!!



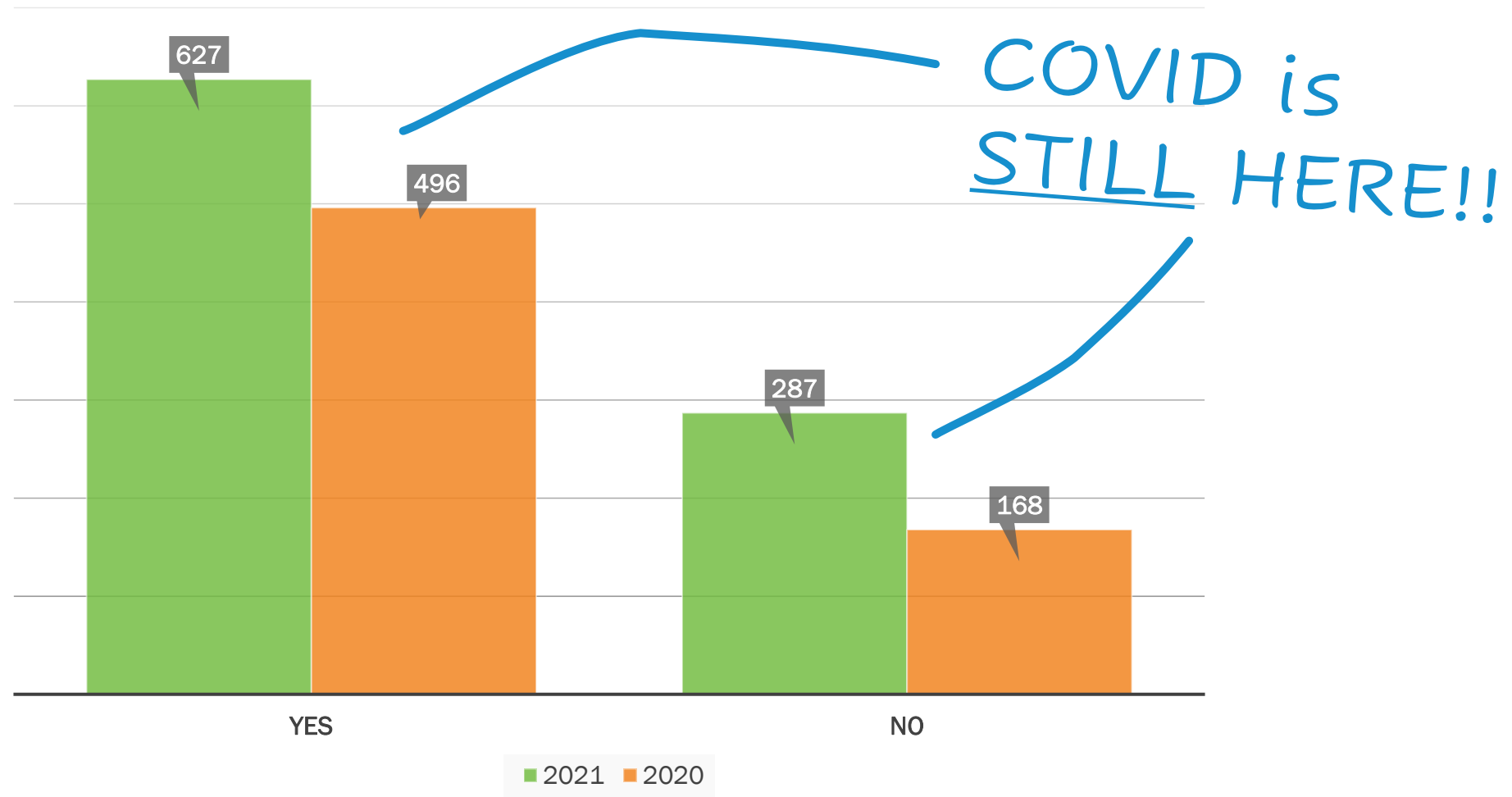
Question 11

Would you like to see the City provide additional outdoor fitness classes in the evenings and on weekends?



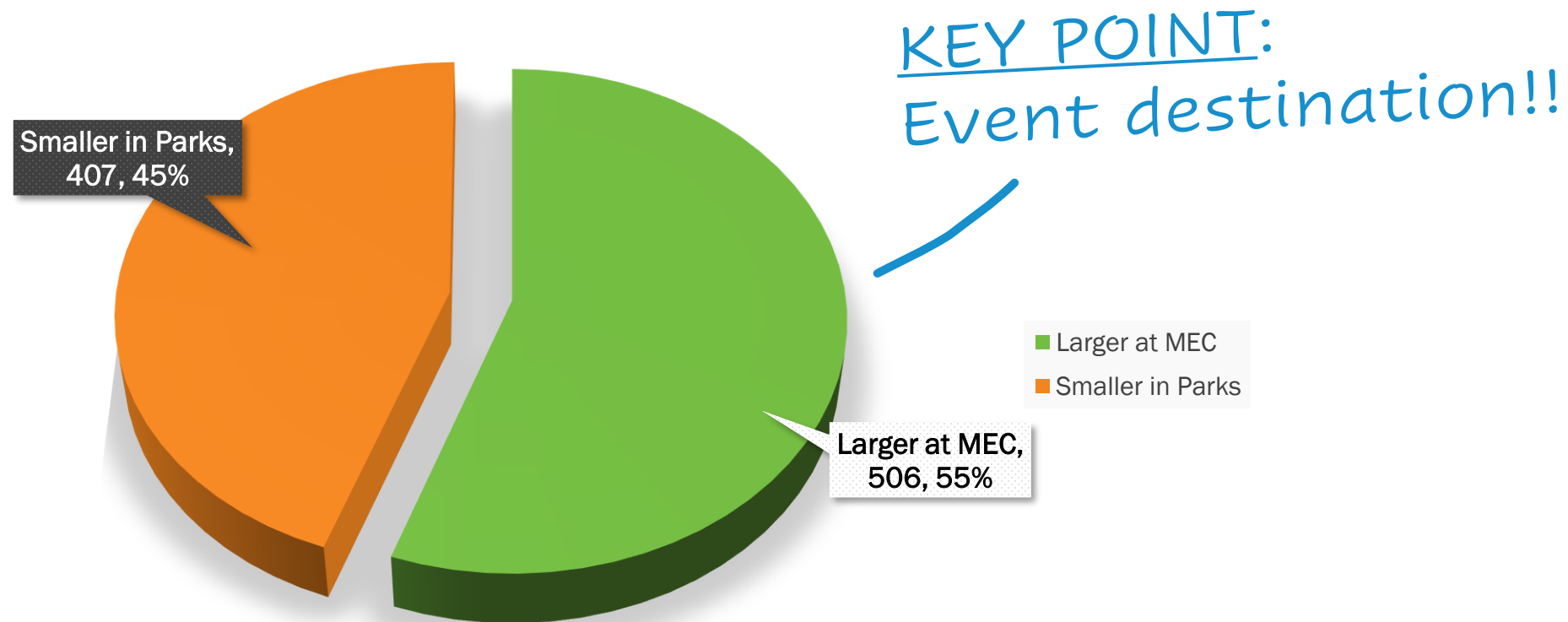
Question 13

Due to health conditions, do you feel more comfortable attending a Fitness or Recreation program if held outdoors?



Question 8

Would you prefer larger events at MIDFLORIDA Event Center, or smaller events at parks throughout the City?

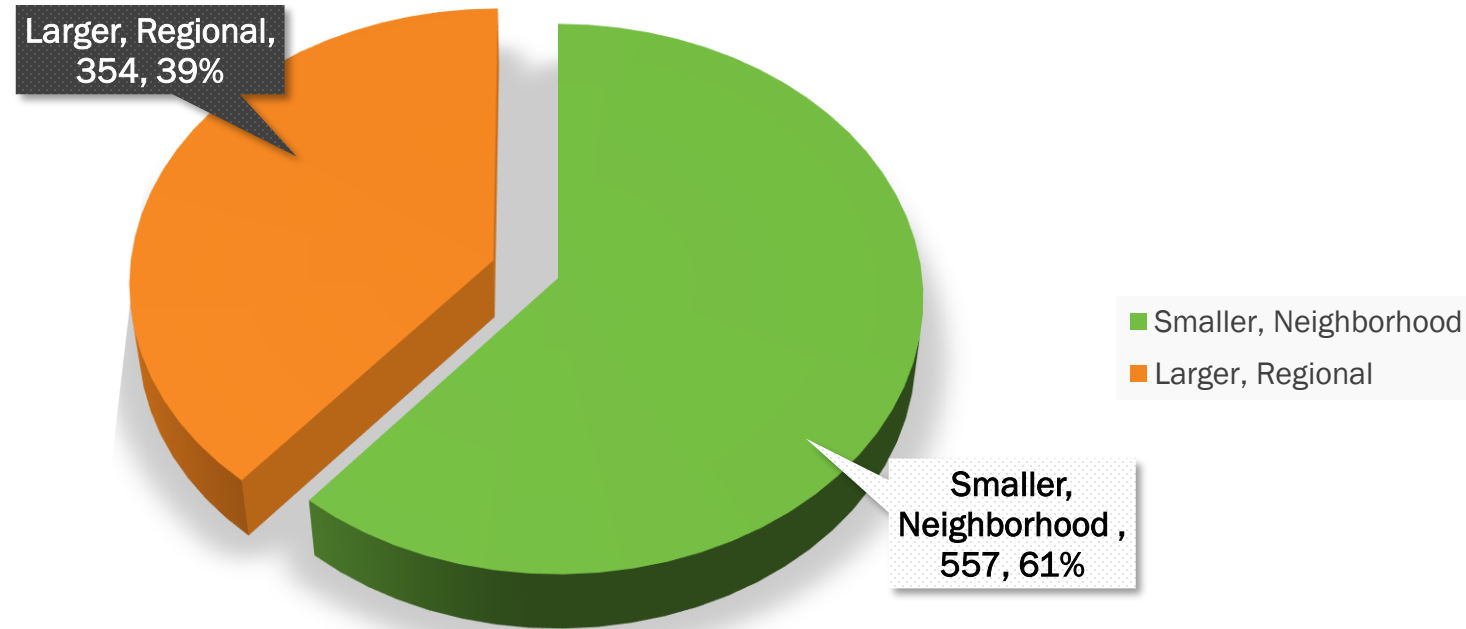


Section 5

Community Needs of Park Development/Utilization

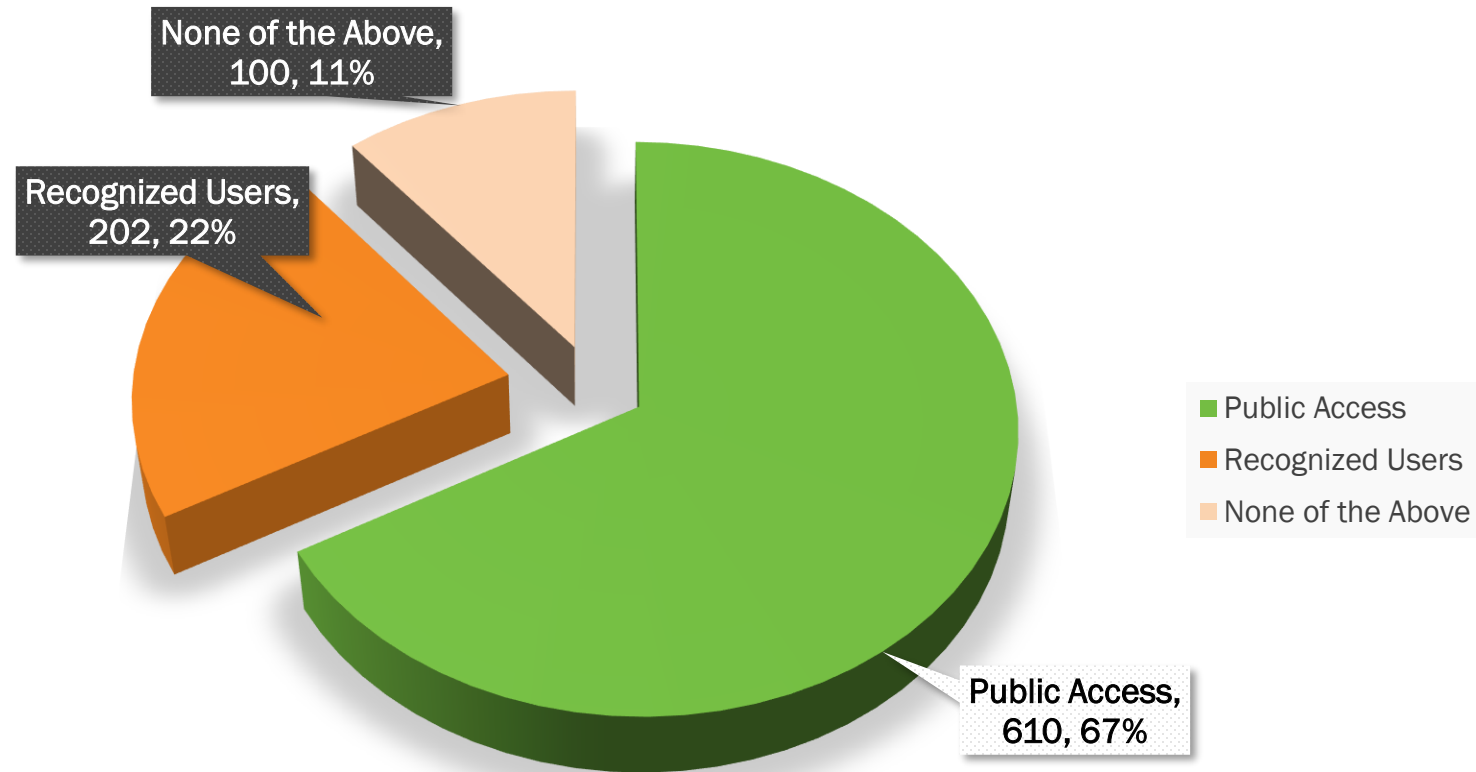
Question 7

Do you favor development of smaller neighborhood parks or larger community and regional parks?



Question 9

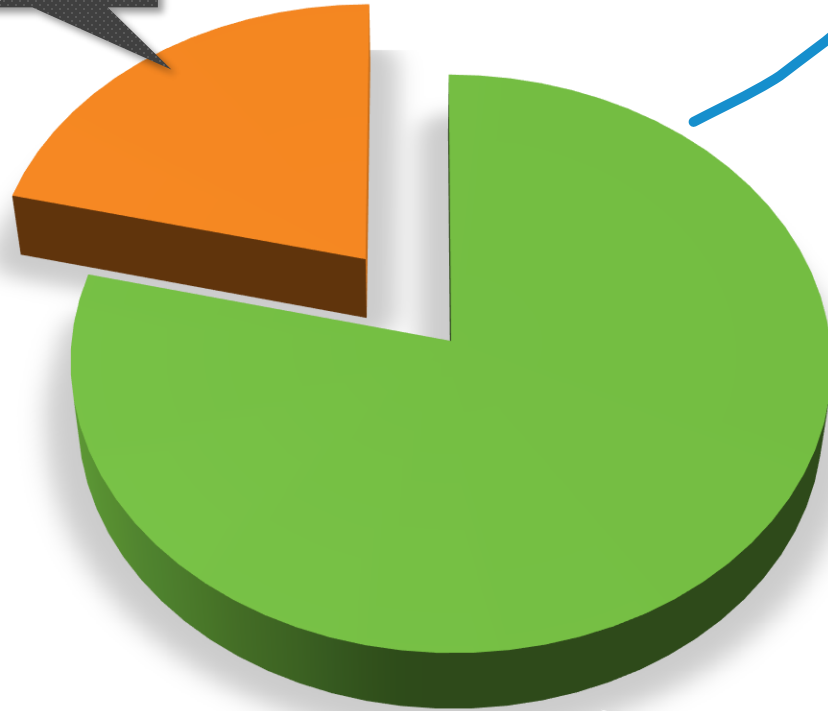
Would you support keeping regional parks open to the public, or providing these parks to Recognized User Groups for league play?



Question 10

Do you support the design/construction of additional lighted sport fields specific for public use, rather than Recognized User Groups and leagues?

None of the Above,
193, 21%



KEY POINT:
People want access
to our Parks and
amenities!!

■ Yes
■ None of the Above

Yes, 717, 79%



Thank you

Our growing community is seeking new and improved services for their leisure time. Port St. Lucie Parks & Recreation can utilize this data to make data-driven decisions to meet these changing needs.

Bobby Chenier

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