



**City of Lake Dallas  
Park & Recreation Needs  
Assessment Study**

**November 3, 2021**

**Prepared by:  
National Service Research**



**NATIONAL  
SERVICE  
RESEARCH**

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## Survey Objectives & Methodology

- **National Service Research (NSR)** completed a comprehensive research study for the City of Lake Dallas, Texas as part of the Comprehensive Parks, Recreation & Open Space Master Plan. An important aspect of the Master Plan was to conduct a demand and needs assessment which involved citizen input. The purpose of the needs assessment study was to provide a foundation for the Comprehensive Parks, Recreation & Open Space Master Plan that will provide guidance based upon citizen needs and priorities. NSR worked closely with Dunaway & Associates and the City of Lake Dallas staff throughout the research process.
- In order to complete this study effort, National Service Research and Dunaway & Associates conducted two visioning sessions during evening hours at the Lake Dallas community meeting room at City Hall:
  - August 10, 2021 – Lake Dallas Citizens
  - August 24, 2021 – Lake Dallas Citizens
- Citizens who attended the July 3<sup>rd</sup> event in Lake Dallas had the opportunity to provide feedback via an online survey link. Citizens were also able to provide feedback online for the two visioning sessions. The results of these discussions assisted in the design of the survey document. The sampling plan included mailed postcards to all 2,800 household addresses. The postcard message directed residents to the online survey. The survey was posted on the Lake Dallas website and various social media sites. Postcards were mailed September 23, 2021. The survey closed October 31, 2021.
- A total of 243 survey responses were received. This represents an 8.7% response rate. The margin of error of this sample size at a 95% confidence level is plus or minus 5.9%.

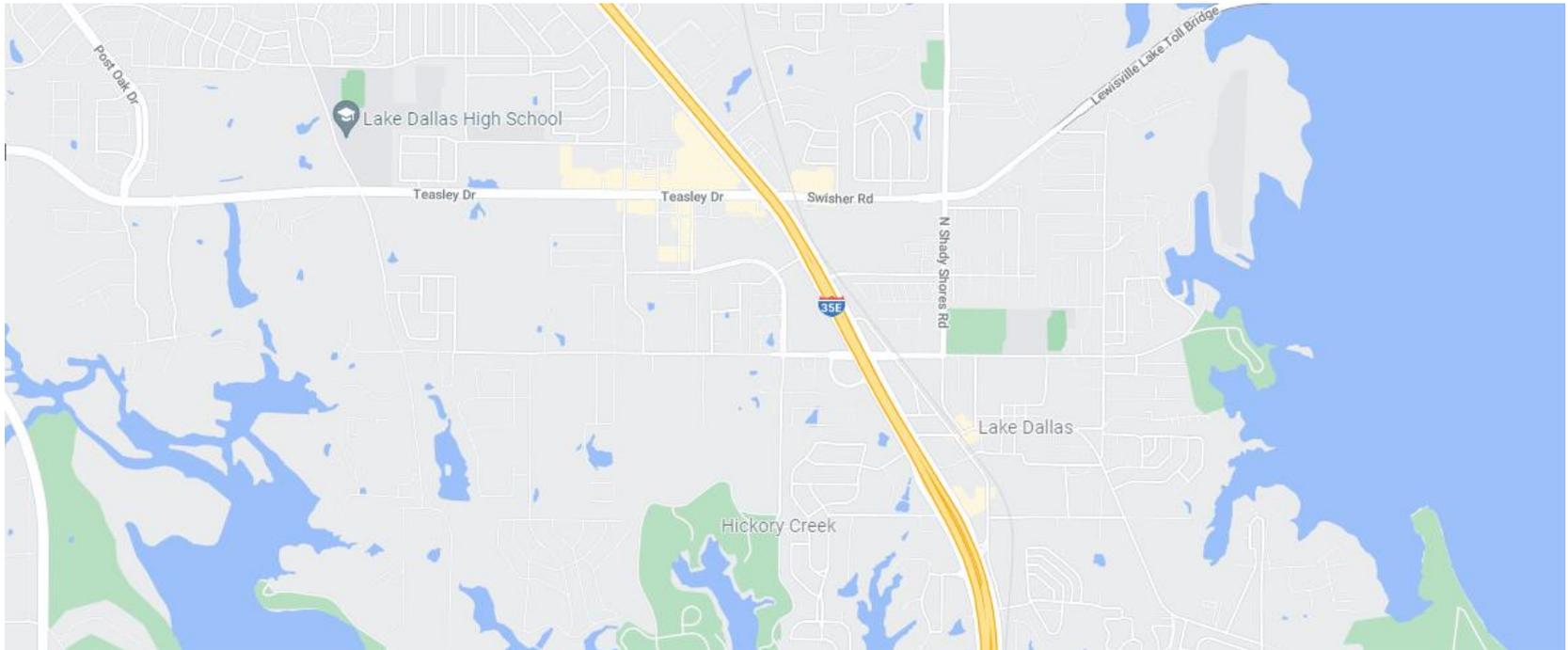
# Visioning Session Summary

## Primary recreation facility needs/visions:

- More hike/bike/walk trails connected throughout the City and to nearby cities
- Natural (soft surface) trails
- Trails with lake access
- Open spaces/natural areas
- Mountain bike/BMX trails
- Open spaces/natural areas
- Education stations along trails (wildflowers, plants, birds, etc.)
- Playgrounds (for all ages and abilities)
- Improved lake fishing area
- Improved boat ramp
- Improved beach/swimming area
- Swimming pool
- Dog park
- Disc golf course
- Splash pad
- Pickleball courts
- Skate park
- Amphitheater
- Community garden
- Community Center



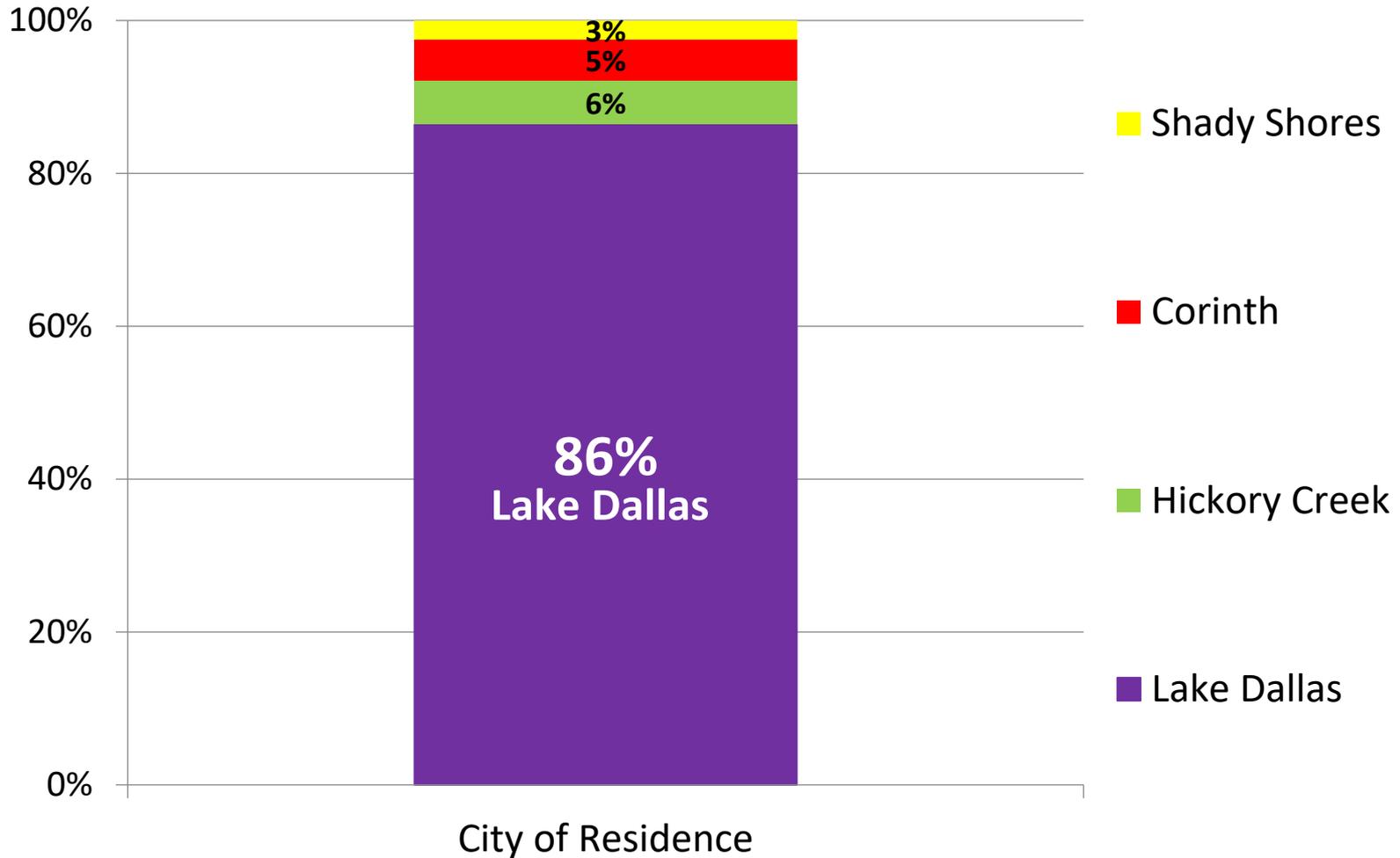
# Area of Residence



Area	% Response
North of Swisher Rd.	32%
South of Swisher Rd. & North of Hundley	30
South of Hundley Rd.	23
Non-Resident	15

# City of Residence

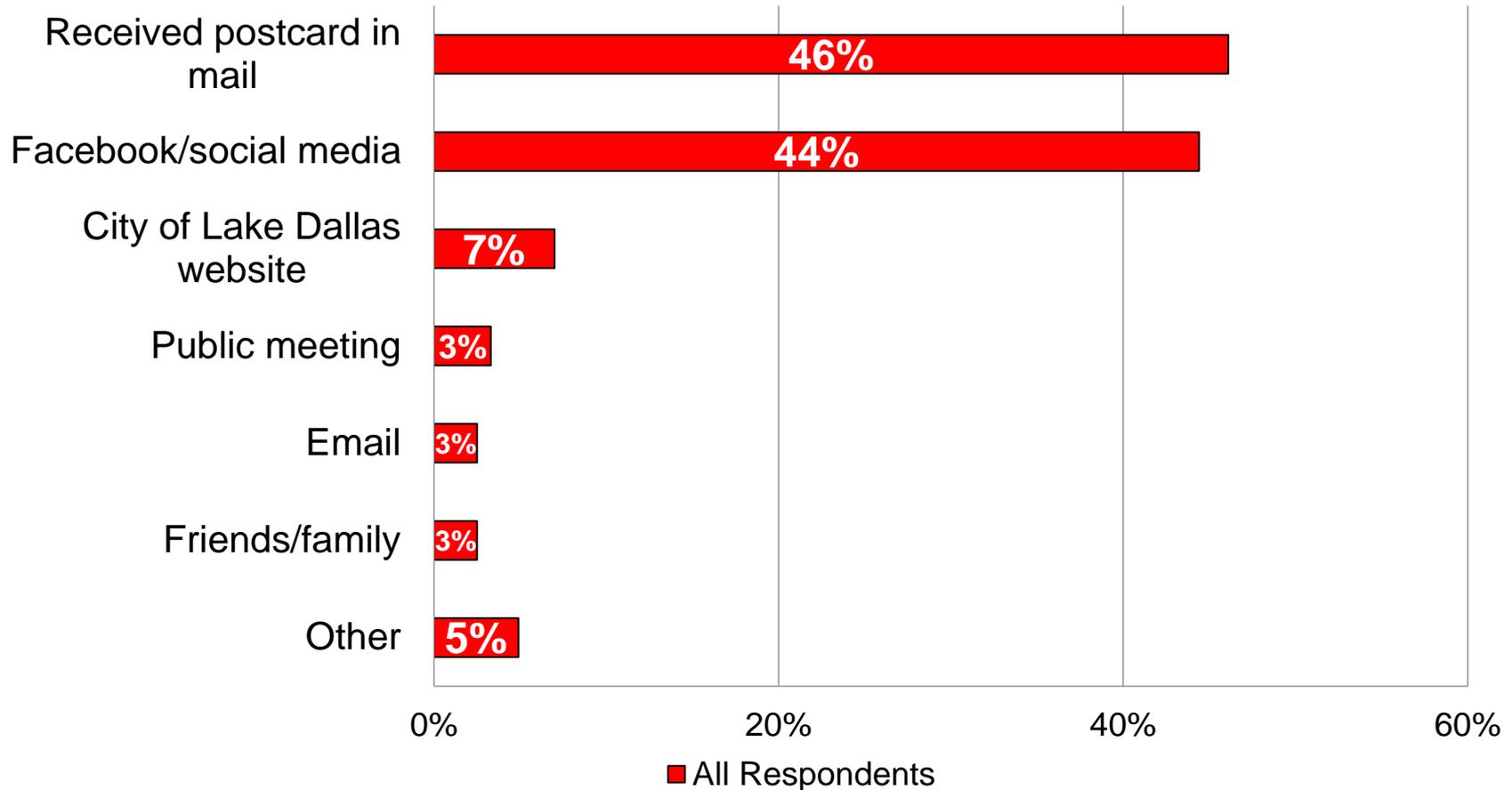
Most respondents, 86%, live in the City of Lake Dallas.



# Awareness of Parks & Recreation Survey

Q. How did you learn about the City of Lake Dallas Parks and Recreation Citizen Survey? N=243

Almost half, 46%, % of respondents learned about the survey through the postcard. 44% found out through Facebook and other social media.



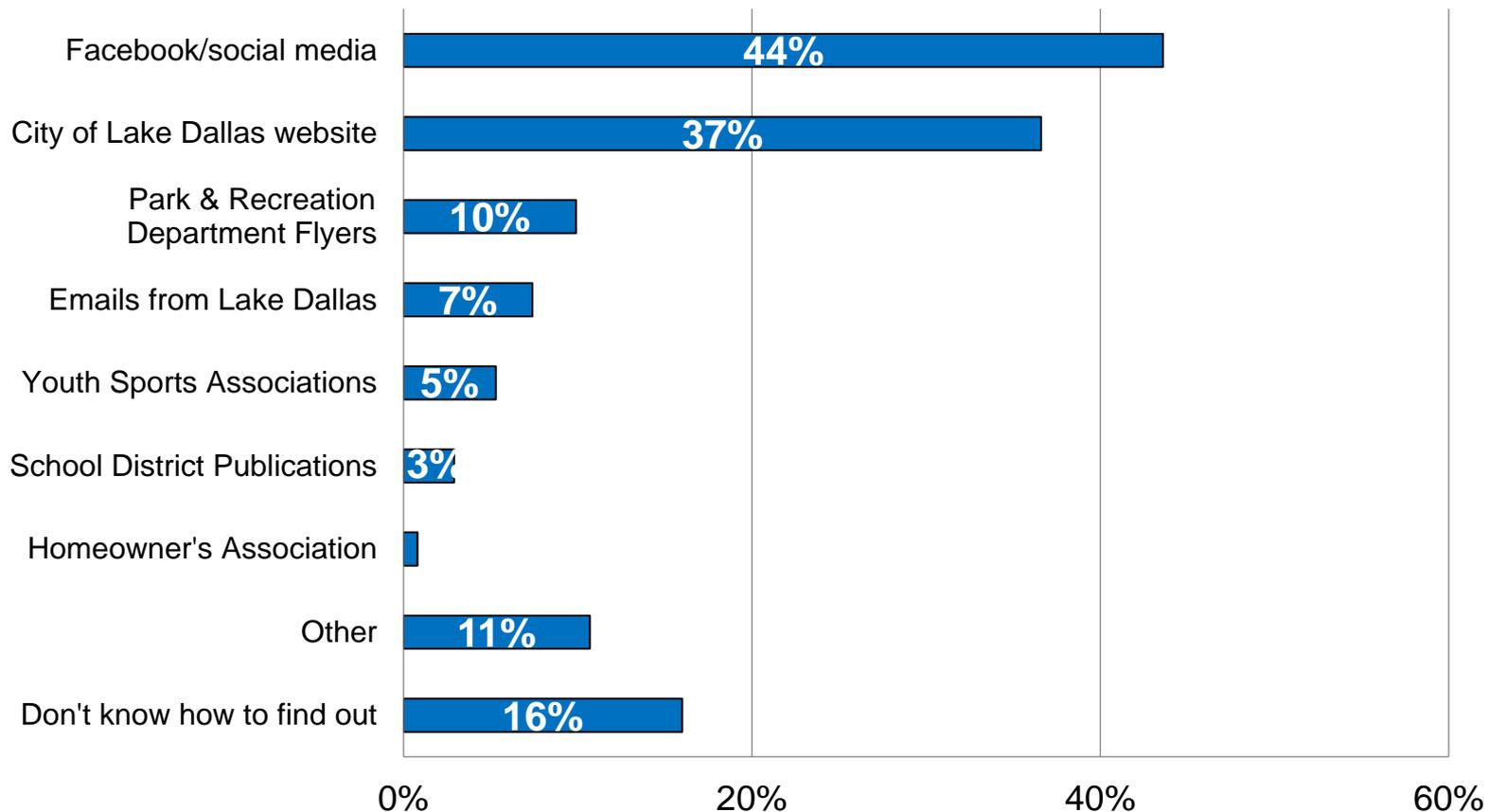
*Responses will add to more than 100% due to multiple responses allowed*



# Awareness of Parks, Recreation Facilities and Programs

Q. How do you find out about parks, recreation facilities and recreation programs in Lake Dallas? N=243

44% of respondents find out about parks and recreation opportunities through social media, 37% find out through the City website.



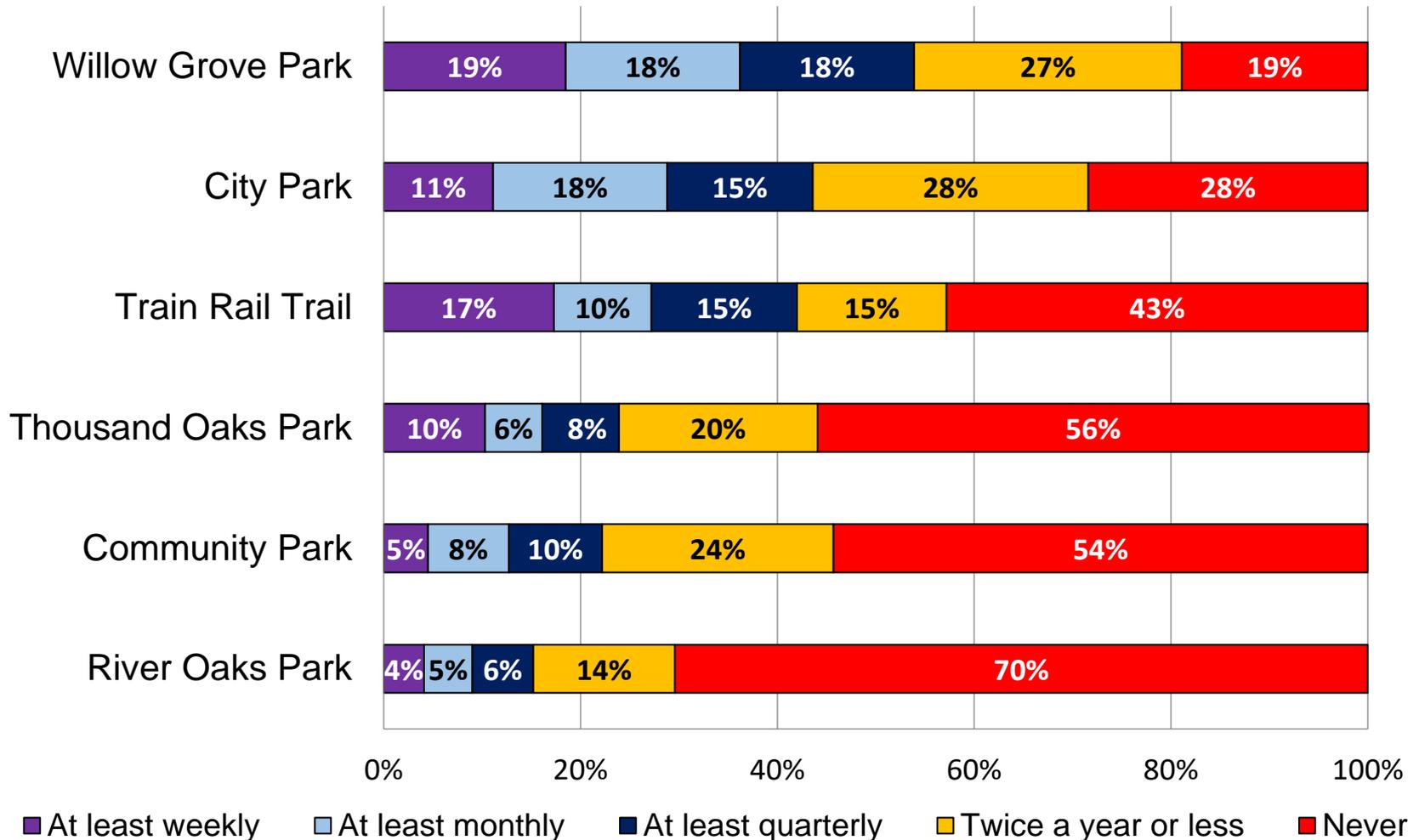
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# Frequency of Visiting Lake Dallas Parks

Q. Within the past year, how often have you or someone from your household visited these parks in Lake Dallas? N=243

Respondents visit Willow Grove Park and City Park the most.

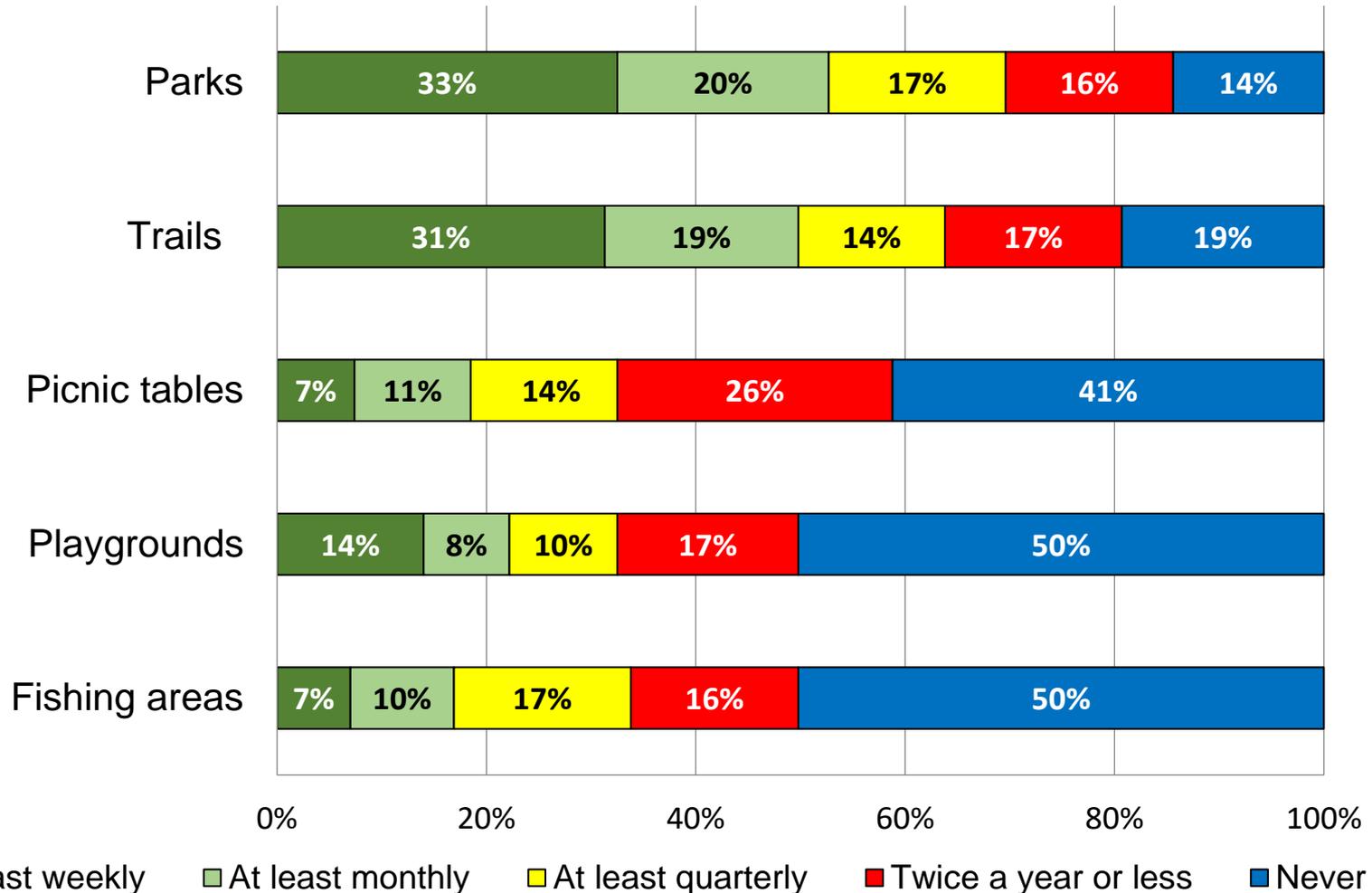


# Frequency of Use of Facilities

Q. Within the past year, how often have you or someone from your household used these Lake Dallas facilities?

N=243

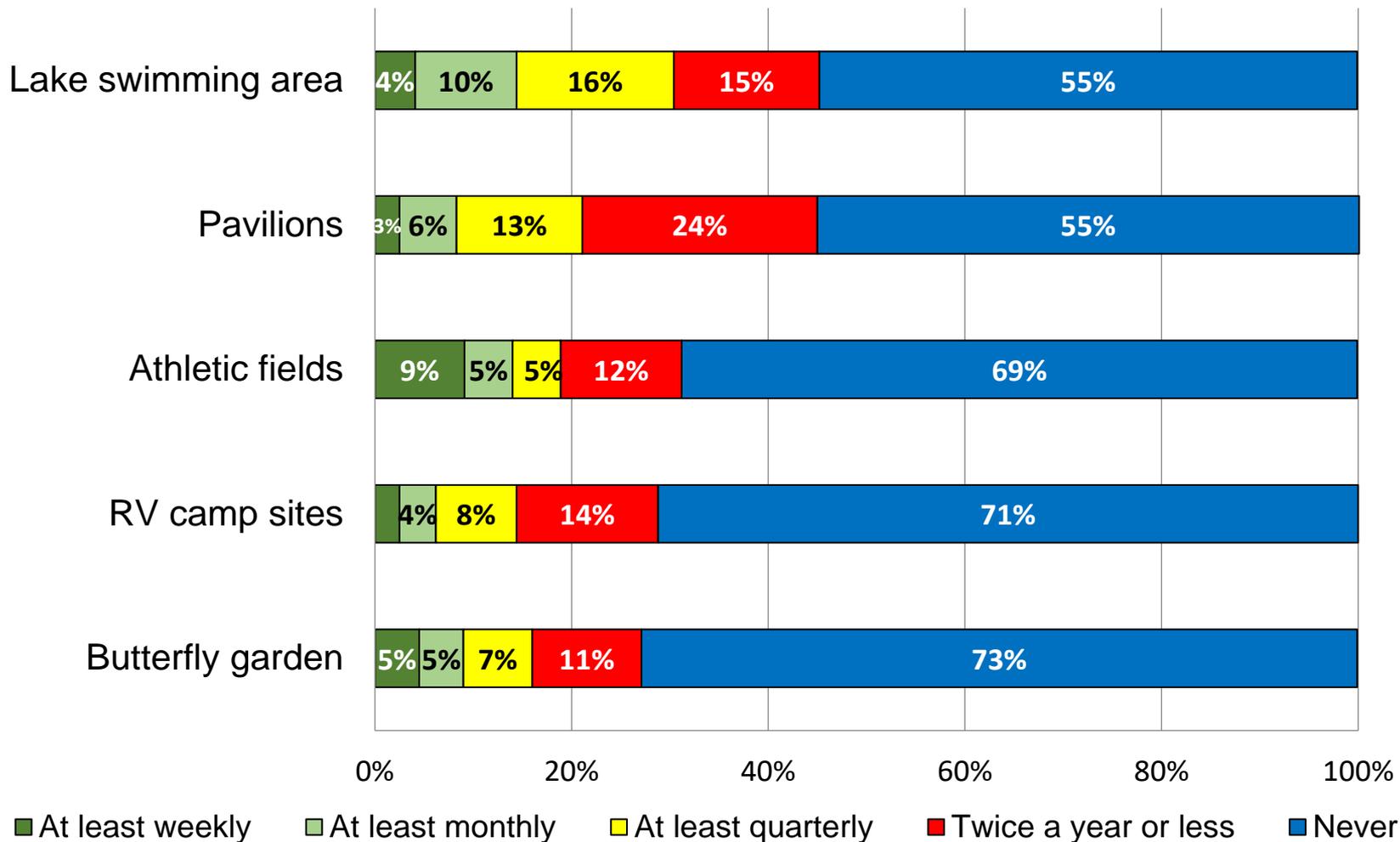
86% have used the parks, and 81% have used the trails and 50% have used the playgrounds and fishing areas within the past year in Lake Dallas.



# Frequency of Use of Facilities (Continued)

Q. Within the past year, how often have you or someone from your household used these Lake Dallas facilities?

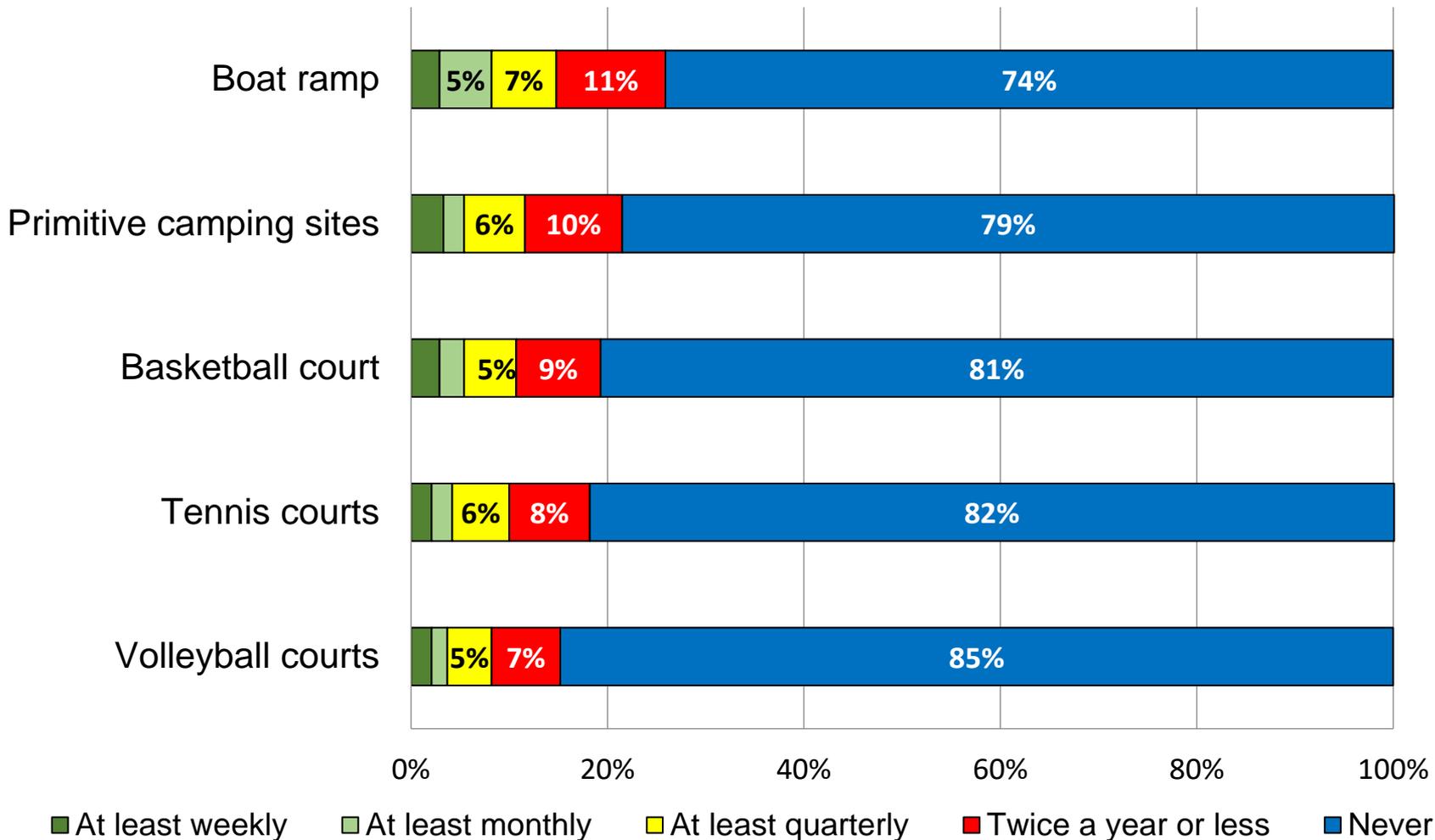
N=243



# Frequency of Use of Facilities (Continued)

Q. Within the past year, how often have you or someone from your household used these Lake Dallas facilities?

N=243

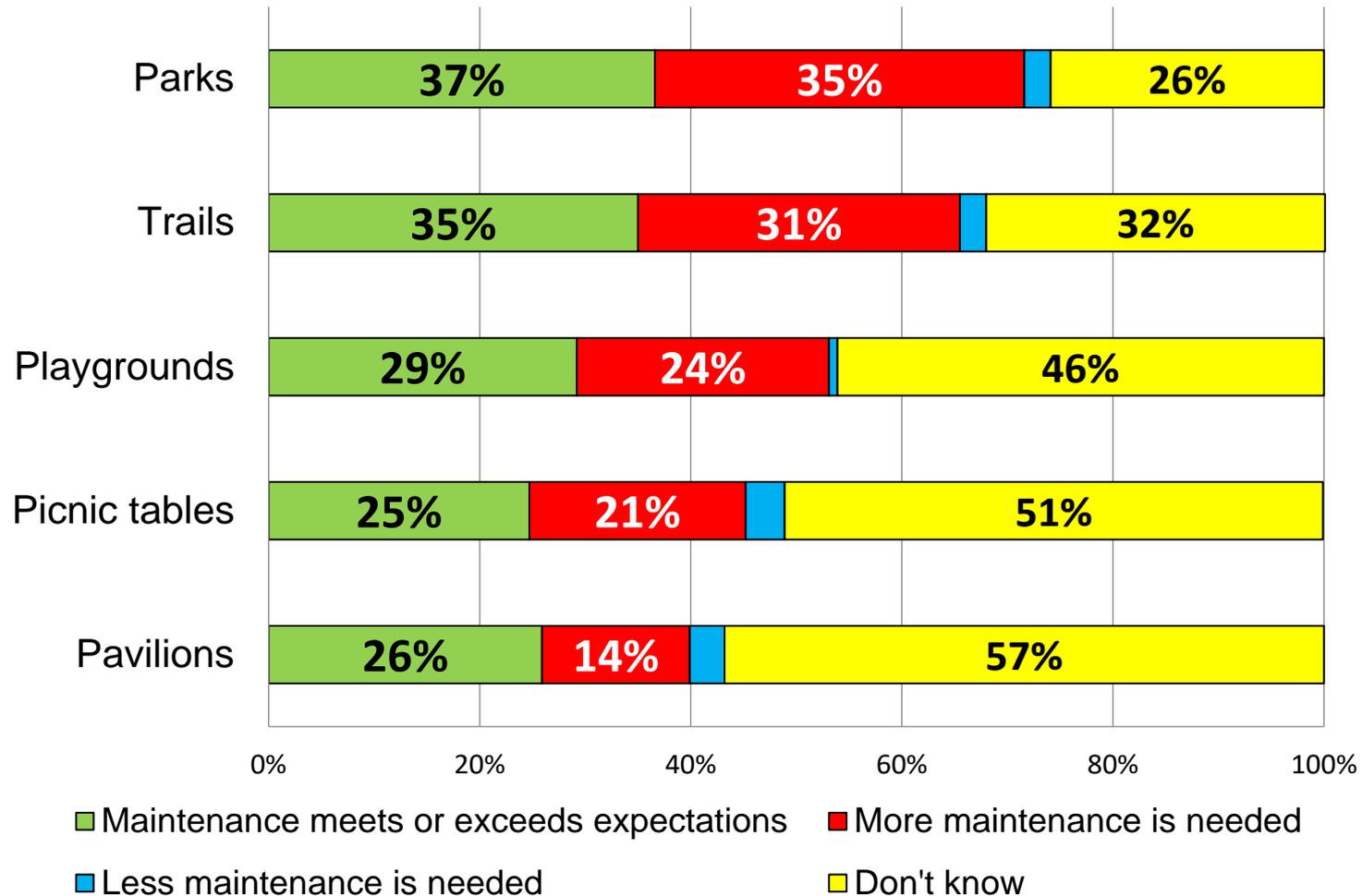


# Maintenance and Upkeep of Facilities

Q. Within the past year, how often have you or someone from your household used these Lake Dallas facilities?

N=243

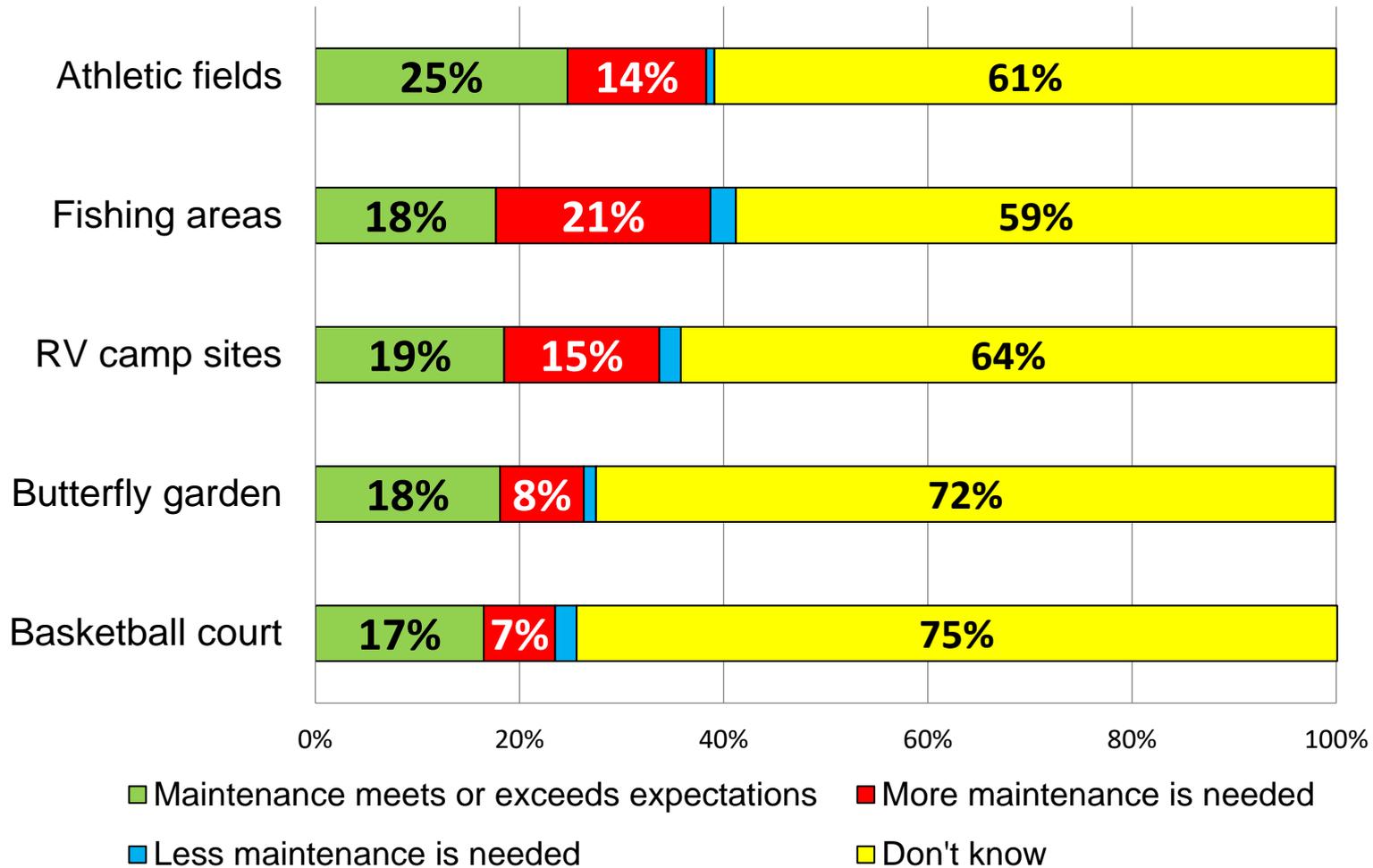
37% of respondents feel park maintenance meets or exceeds their expectations, yet 35% feel more maintenance is needed.



# Maintenance and Upkeep of Facilities (Continued)

Q. Within the past year, how often have you or someone from your household used these Lake Dallas facilities?

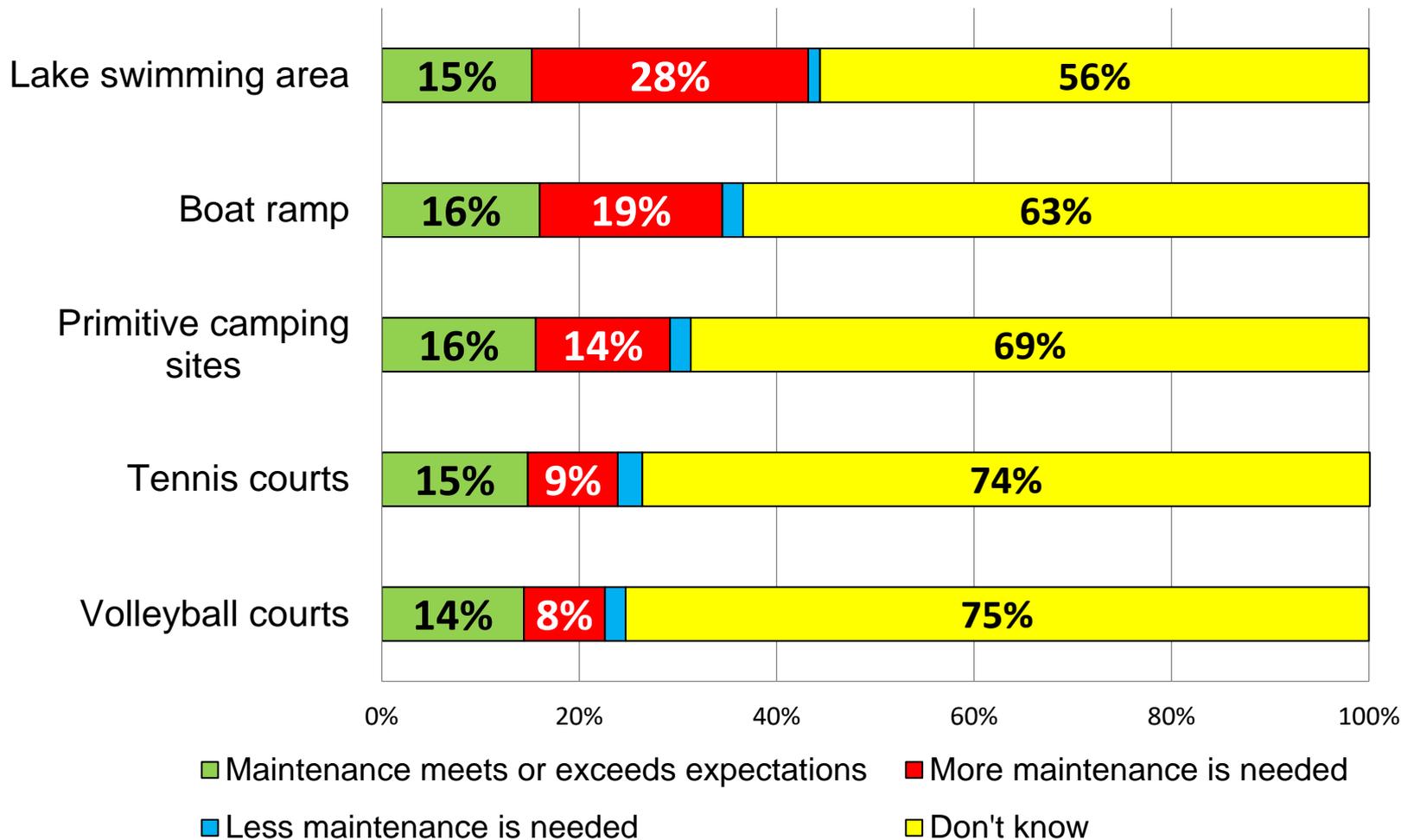
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# Maintenance and Upkeep of Facilities (Continued)

Q. Within the past year, how often have you or someone from your household used these Lake Dallas facilities?

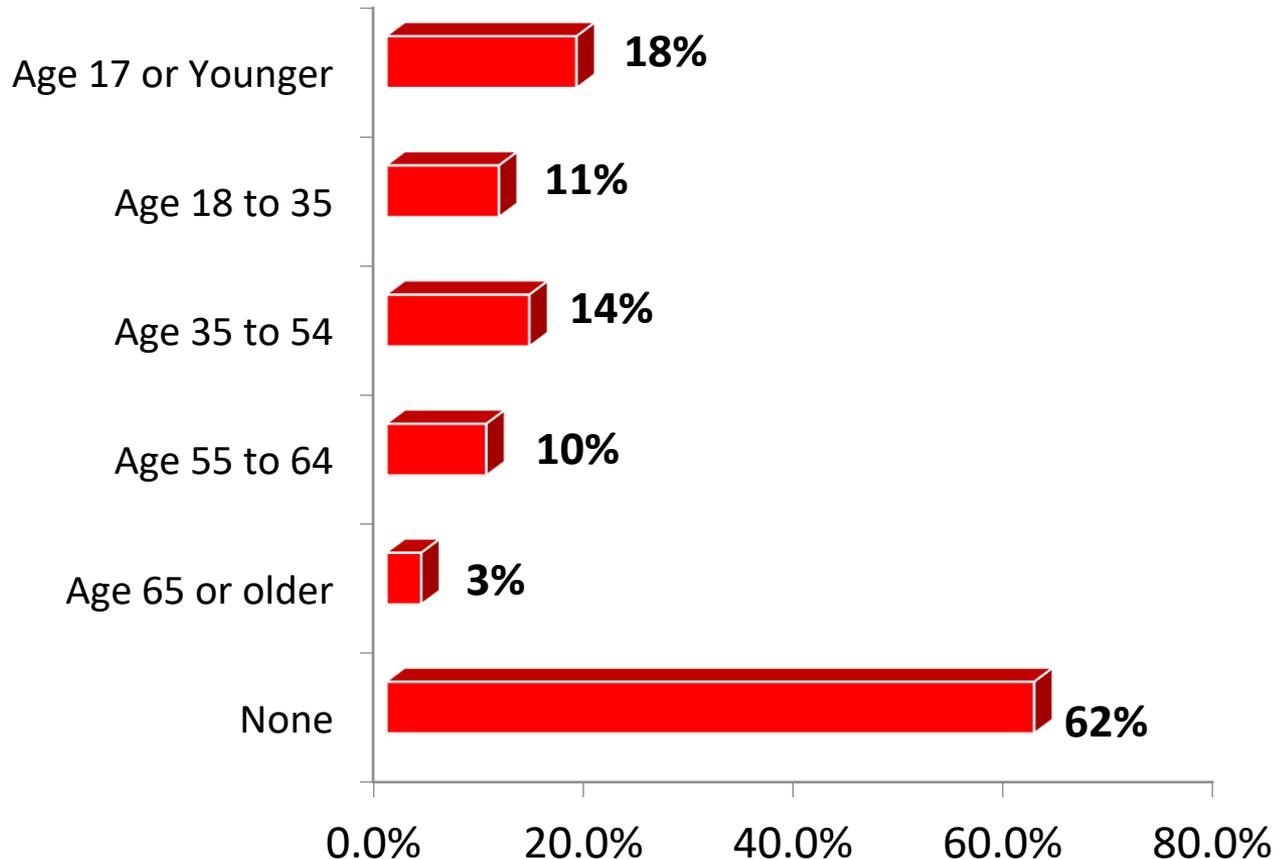
N=243



# Recreation Program Participation

Q. Within the past year, which age groups in your household has participated in a Lake Dallas recreation program such as sports, camps, health & fitness, senior program/activity, etc.? N=243

More than one-third, 38%, of respondents said they or others in their household have participated in a Lake Dallas recreation program within the past year.



*Responses will add to more than 100% due to multiple responses allowed*



## Recreation Program Interest

Q. In which of these activities would you and/or your household members (of any age) be most interested in participating? N=243

The programs of interest are presented in the chart. There is interest in many recreation programs and events.

Program/Event	%
Farmer's market	62%
Movies in the park	51
Kayaking	48
Nature programs	43
Community gardening	33
Paddleboarding	31
Yoga classes	31
Exercise classes/boot camps	26
Fishing lessons/camps	24
5K runs	19
Adult sports leagues	19
Youth summer camps	18
Bouldering/rock climbing	16
After school programs	15

Program/Event	%
Youth sports leagues	15%
Soccer	14
Sand volleyball	14
Senior day camps	12
Basketball	11
Pickleball camps/lessons	10
Volleyball	9
Tennis lessons/camps	9
Baseball	7
Softball	7
Football	7
Other	10
None/not interested	6

# Most Needed Facilities in Lake Dallas

Q. Which facilities or amenities need to be added to existing or future parks and recreation facilities in Lake Dallas? N=243

- The mean score is a weighted calculation of the 4, 3, 2,1 scores excluding the no opinion responses.
- The priority rank lists the respondents most important facilities or amenities.

Facility	4- Definitely Needed	3	2	1- Not needed	No Opinion	Mean Score	PRIORITY RANK
Dog park	43%	17%	17%	9%	14%	<b>3.09</b>	<b>1</b>
More hike/bike/walk trails/connections	49	19	17	5	10	<b>3.23</b>	<b>2</b>
Amphitheater	34	19	23	11	12	<b>2.87</b>	<b>3</b>
Community Center	43	15	17	7	18	<b>3.15</b>	<b>4</b>
Trails with lake access	47	25	14	5	9	<b>3.27</b>	<b>5</b>
Splash pad/sprayground	37	17	21	11	14	<b>2.93</b>	<b>6</b>
Swimming pool	36	13	18	15	18	<b>2.86</b>	<b>7</b>
Improved beach/swimming area	45	19	14	4	18	<b>3.29</b>	<b>8</b>
Natural (soft surface) trails	41	25	19	4	10	<b>3.15</b>	<b>9</b>
Playgrounds (for all ages and abilities)	33	23	19	7	18	<b>2.99</b>	<b>10</b>



# Most Needed Facilities in Lake Dallas – Continued

Q. Which facilities or amenities need to be added to existing or future parks and recreation facilities in Lake Dallas? N=243

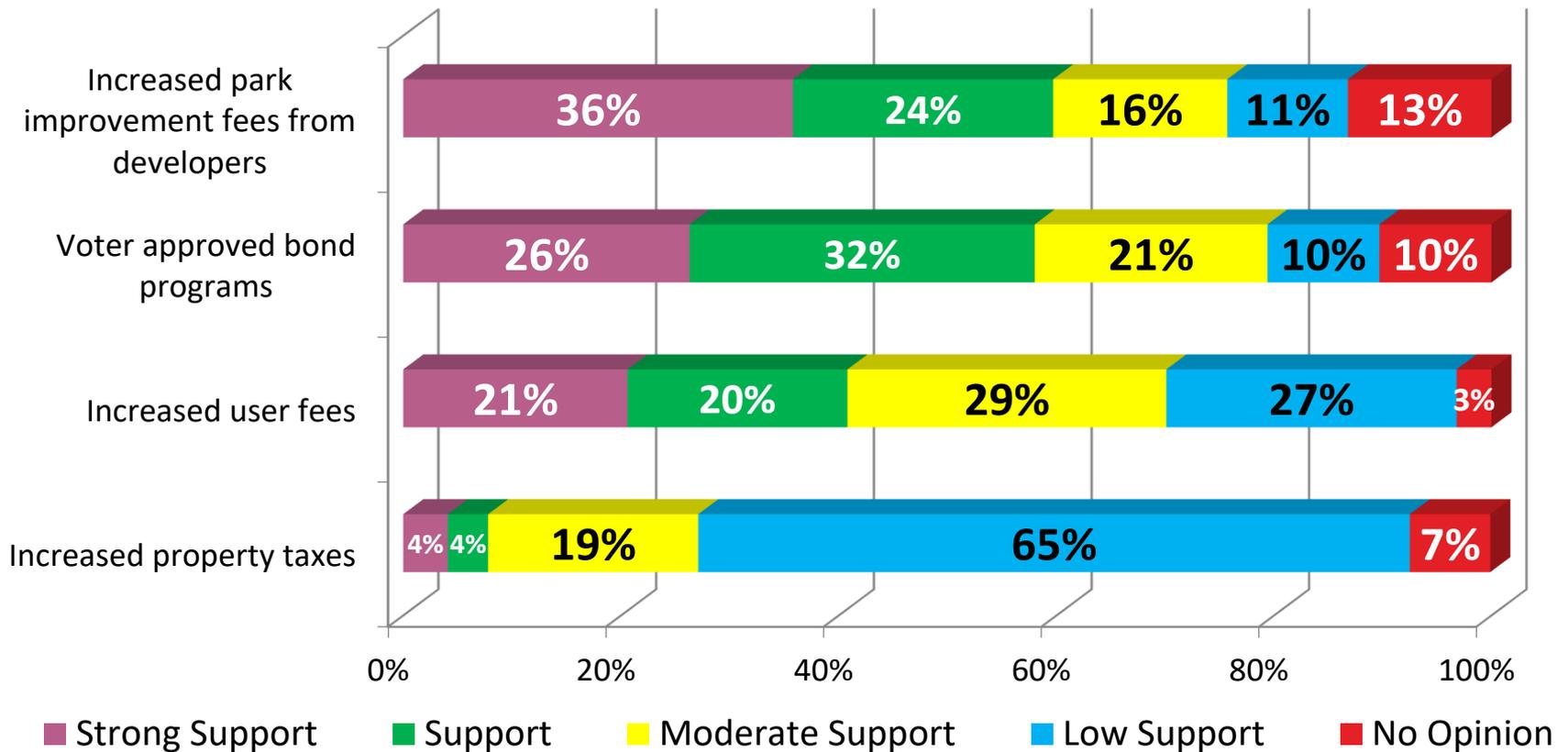
Athletic Facility	4- Definitely Needed	3	2	1- Not needed	No Opinion	Mean Score	PRIORITY RANK
Improved lake fishing pier	44%	17%	9%	8%	22%	<b>3.23</b>	<b>11</b>
Improved boat ramp	27	17	17	8	31	<b>2.93</b>	<b>12</b>
Community garden	27	19	25	11	19	<b>2.77</b>	<b>13</b>
Large covered pavilion	26	20	24	11	19	<b>2.77</b>	<b>14</b>
Disc golf	18	18	21	16	27	<b>2.53</b>	<b>15</b>
Mountain BMX trails	16	15	25	13	31	<b>2.50</b>	<b>16</b>
Education stations along trails	29	23	26	10	13	<b>2.81</b>	<b>17</b>
Open spaces/natural areas	36	21	22	5	16	<b>3.06</b>	<b>18</b>
Pickleball courts	8	11	22	15	44	<b>2.20</b>	<b>19</b>
Skate park	13	18	28	17	24	<b>2.36</b>	<b>20</b>



# Funding Support

Q. In order to develop and maintain the park and recreation facilities/amenities you have suggested herein, how strongly do you support each of the funding options below. N=243

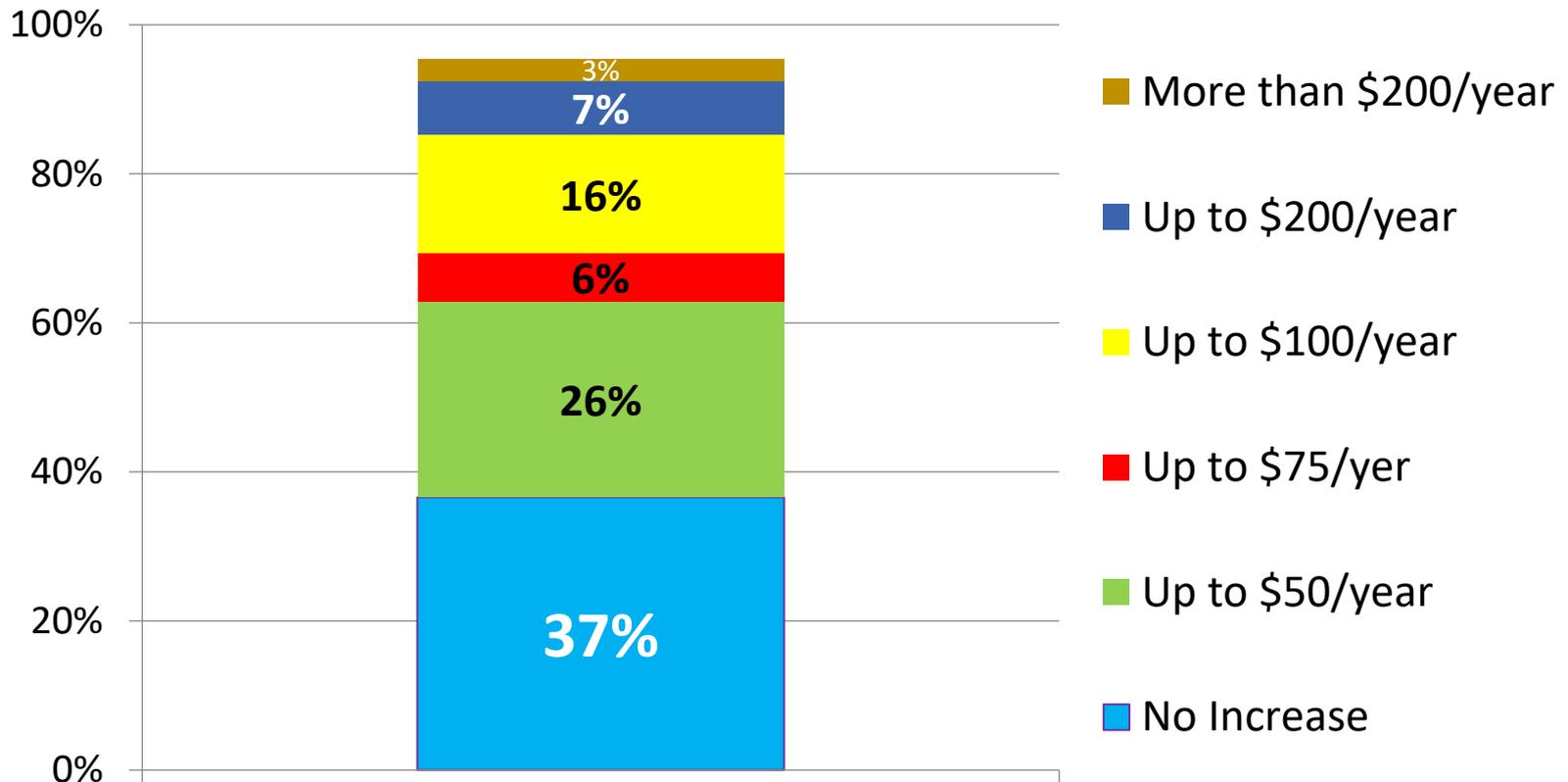
Respondents reported strong support for increased park improvement fees from developers and voter approved bond programs. 65% did not support increased property taxes.



# Funding Support

Q. In order to develop and maintain the park and recreation facilities/amenities you have suggested herein, how strongly do you support each of the funding options below. N=243

37% of respondents are not willing to pay additional property taxes to support the improvement priorities they suggested in the survey, however, 63% are willing to pay from \$50/year to more than \$200/year. The mean expenditure respondents are willing to pay is \$60.19 per year.



Funding Improvement Priorities

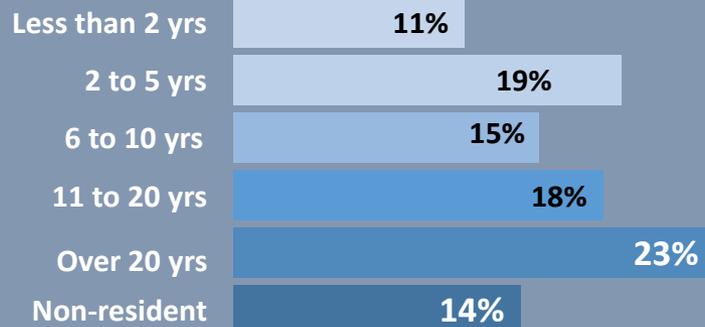


## Respondent Demographics

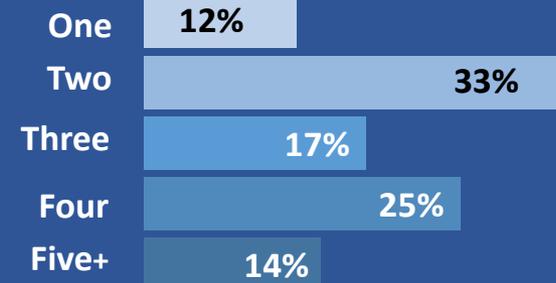


# Respondent Demographics

## Length Lived in Lake Dallas – Mean 10 yrs.



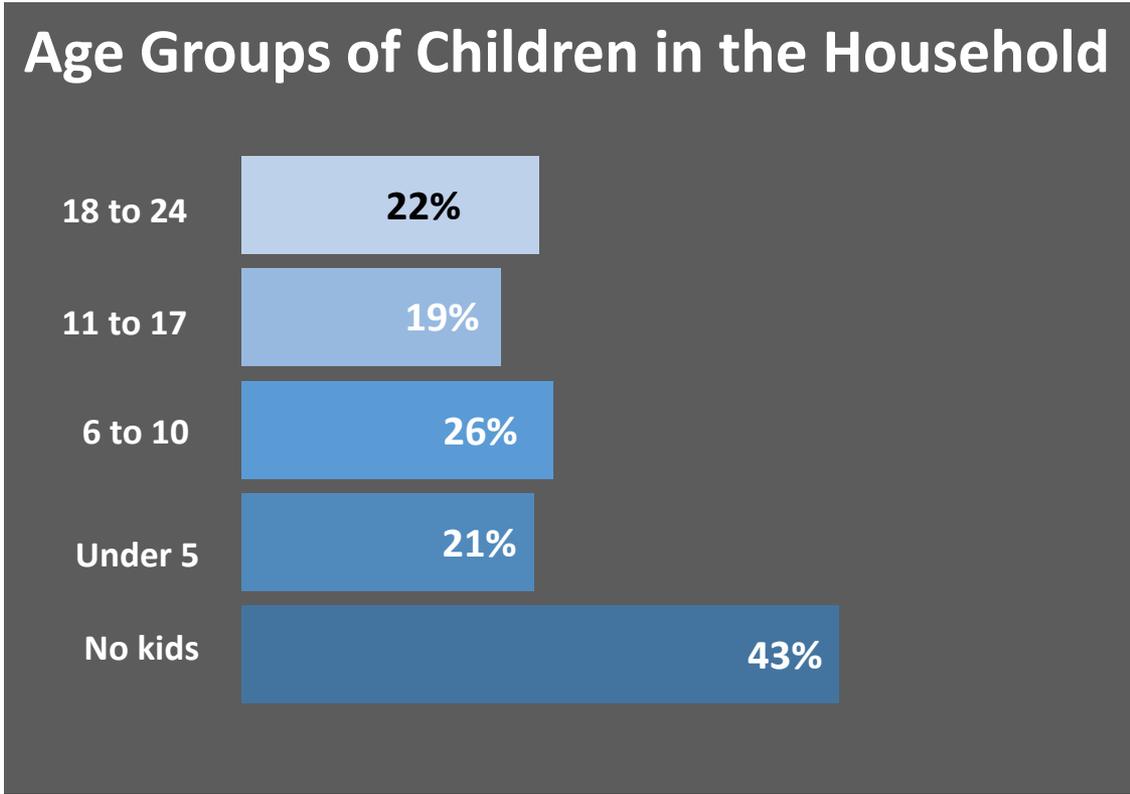
## Household Size – Mean Household Size 3.09



## Respondent Age – Mean 49.7 years of age



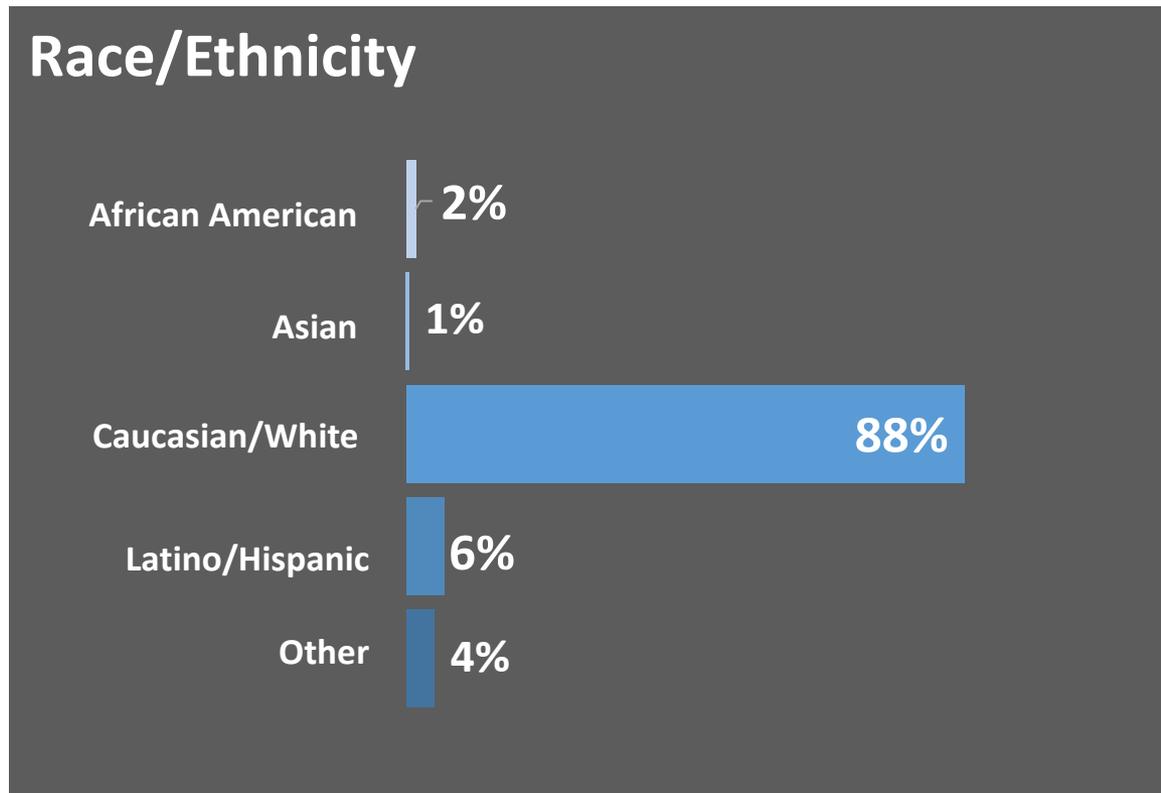
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# Respondent Demographics



## National Service Research

Contact: Andrea Thomas, Owner

1617 Park Place Ave., Suite 110

Fort Worth, Texas 76110

817-312-3606

e-mail: [andrea@nationalservicereseach.com](mailto:andrea@nationalservicereseach.com)

web site: [www.nationalservicereseach.com](http://www.nationalservicereseach.com)

National Service Research (NSR), founded in 1989, is a full-service market research consulting firm and conducts market studies for the public and private sector. NSR conducts various types of consumer and business research including focus groups and surveys nationwide. NSR's owner and founder, Andrea Thomas, over thirty-five years of professional market research experience.

