



# **Seminole County Parks and Recreation Master Plan Survey Summary of Results**



**RRC**

  
*SEMINOLE COUNTY*  
FLORIDA'S NATURAL CHOICE



# Introduction

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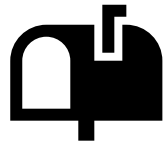
- The purpose of this study was to gather resident input on Seminole County parks & recreation amenities, future priorities and communication.
- This survey research and subsequent analysis were designed to assist in creation of a master plan to reflect what the community needs.



# Research Methods

## 1 = Statistically Valid (Invitation Survey)

Paper surveys were mailed to a random sample of addresses in Seminole County with the option to complete online through a password protected website. A Spanish version of the survey was also available.



424

Invitation surveys completed  
+/- 4.8% Margin of Error

## 2 = Open Link Survey

Later, the online survey was made available to all Seminole County stakeholders, including non-county residents (e.g., commuters, residents of nearby areas who may use parks).



1,668

Open Link surveys completed

5,000 Surveys Mailed

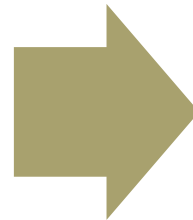
2,092

Total  
Surveys  
Completed

# Weighting the Data

1

The underlying data from the survey were weighted by age, gender, and ethnicity to ensure appropriate representation of **Seminole County residents** across different demographic cohorts in the sample.



2

Using U.S. Census Data, the age, gender, and ethnicity distributions in the final sample were adjusted to assure a match to the population profile of **Seminole County**.



# Who Did We Hear From?



# Household Makeup

Couples with children at home were far more prevalent among open-link respondents.

Which of these categories best applies to your household?

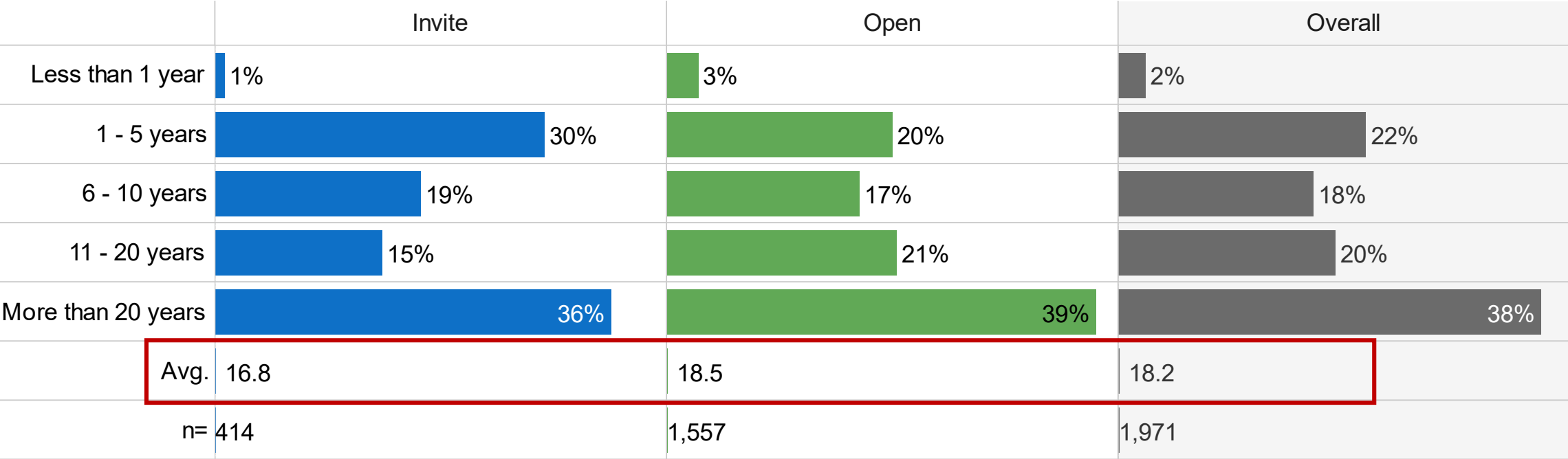
	Invite	Open	Overall
Single, no children	23%	9%	13%
Single with children at home	8%	4%	5%
Single, children no longer at home (empty nester)	7%	4%	5%
Couple, no children	19%	14%	15%
Couple with children at home	25%	50%	44%
Couple, children no longer at home (empty nester)	13%	13%	13%
Multi-generational home (grandparents, parents, children)	5%	7%	7%
n=	387	1,109	1,496

Source: RRC

# Length of Time in Seminole County

Survey respondents tend to be long-time residents of the County.

How many years have you lived in Seminole County? Enter 0 if less than a year.

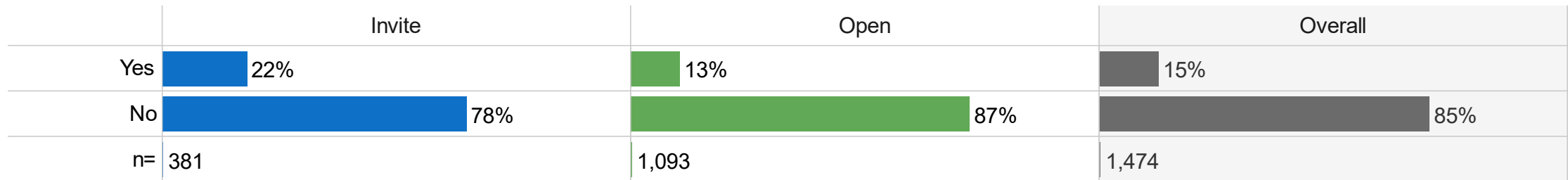


Source: RRC

# Ethnicity & Race

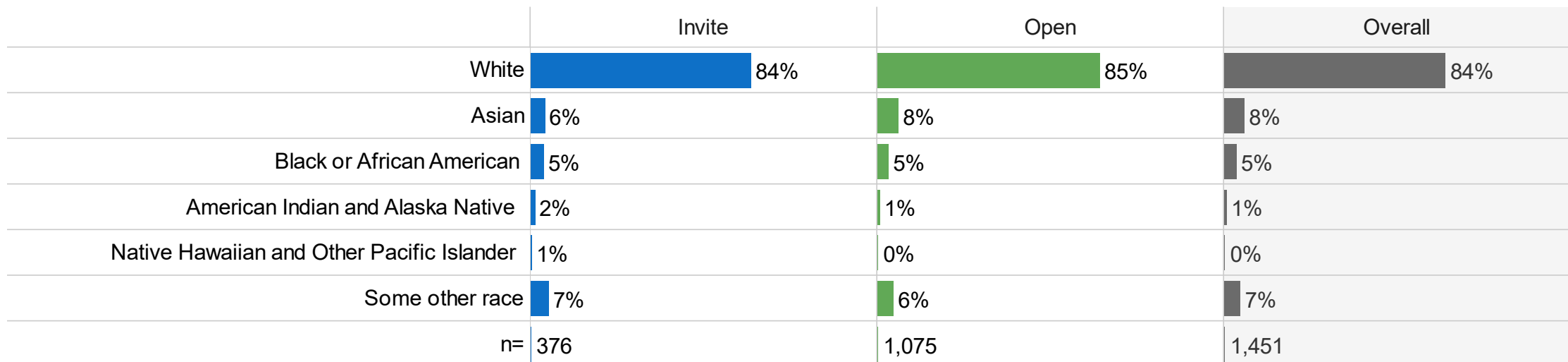
The Invite sample was weighted by ethnicity to better represent Seminole County.

Are you of Hispanic, Latino, or Spanish Origin?



Source: RRC

What race do you consider yourself to be? (CHECK ALL THAT APPLY)













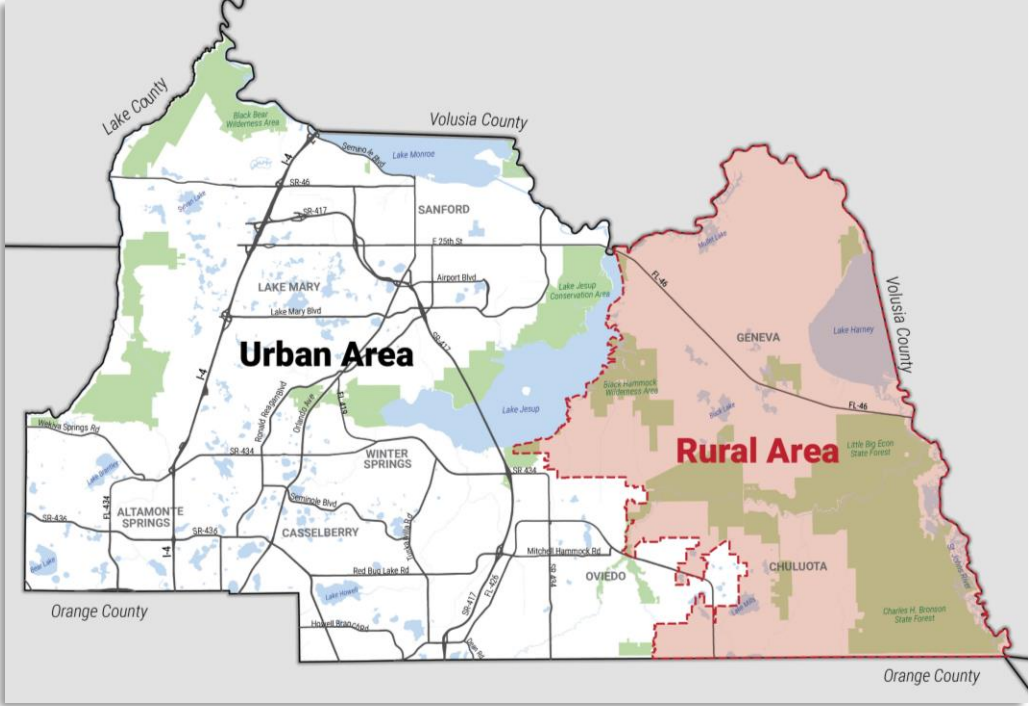
# Location in Seminole County

A majority of both samples reside in the Urban Area of Seminole County.

In which area do you live?

	Invite	Open	Overall
Urban Area	 94%	 88%	 89%
Rural Area	 5%	 8%	 7%
I don't know	1%	1%	1%
I live outside Seminole County		 3%	 2%
n=	404	1,594	1,998

Source: RRC





# Current Usage





# Frequency of Use – Facilities and Parks

## Invite Sample

How frequently have you and/or a member of your household used any of the following facilities?

			At least once a week	At least once a month	A few times a month	A few times a year	Have not visited
Outdoor sports areas	Invite	n=397	15%	12%	8%	32%	33%
	Open	n=1,615	38%	7%	15%	23%	17%
Hiking/walking/running paths	Invite	n=404	19%	13%	16%	30%	22%
	Open	n=1,600	25%	12%	17%	29%	16%
Small neighborhood parks	Invite	n=400	17%	12%	13%	37%	21%
	Open	n=1,576	24%	13%	19%	30%	14%
Sports fields and tennis courts	Invite	n=401	11%	9%	8%	23%	49%
	Open	n=1,595	27%	7%	10%	24%	32%
Playgrounds	Invite	n=399	12%	9%	9%	34%	36%
	Open	n=1,589	23%	10%	17%	24%	25%
Bicycling areas	Invite	n=398	11%	13%	12%	25%	39%
	Open	n=1,587	20%	9%	13%	26%	32%
Nature areas	Invite	n=400	11%	15%	12%	41%	20%
	Open	n=1,593	17%	14%	16%	37%	15%
Large community parks	Invite	n=396	9%	14%	13%	43%	21%
	Open	n=1,583	21%	15%	19%	37%	9%
Boating/kayaking areas	Invite	n=393	2%	8%	7%	29%	54%
	Open	n=1,576	4%	7%	7%	36%	47%
Picnic areas	Invite	n=397	4%	9%	10%	40%	37%
	Open	n=1,580	10%	11%	12%	42%	25%
Other: (specify)	Invite	n=91	14%	2%	5%	8%	71%
	Open	n=424	27%	4%	5%	7%	57%

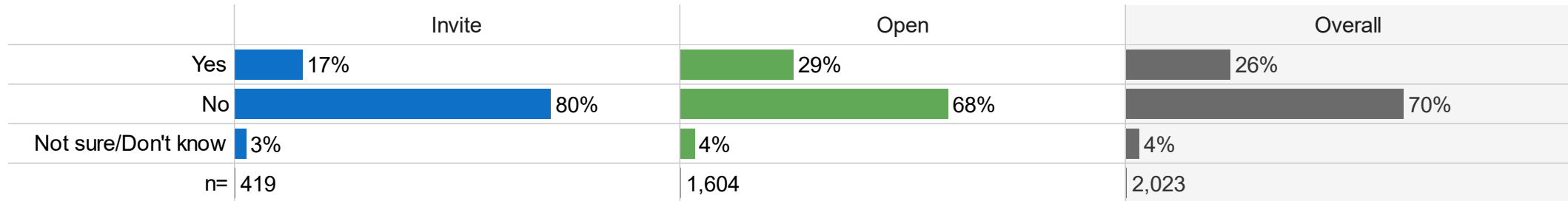
- Outdoor sports areas, trails and neighborhood parks are the most used amenities.
- Open-link respondents are heavier users across the spectrum of P&R facilities.



# Participation in Programs and Frequency

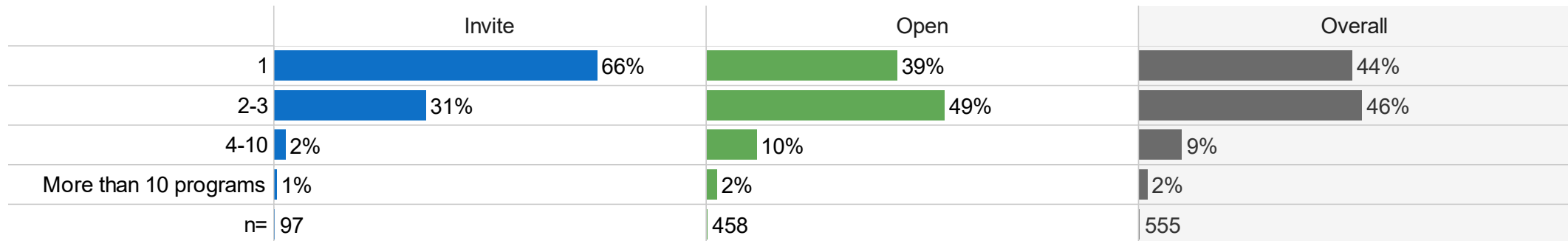
A majority of both samples have not participated in recreation programs recently. Though open-link respondents were much more likely to take advantage of leagues and programs.

Have you or other members of your household participated in any recreation programs offered by the County such as softball league, tennis program, outdoor recreation program, etc., during the past 12 months?



Source: RRC

Approximately how many different programs offered have you or members of your household participated in over the last 12 months?



Source: RRC

# Primary Reasons – Participation in Programs

The location and the quality of the facility along with cost are the most important drivers of participation in programs.

Please indicate the TOP THREE primary reasons your household participates in parks and recreation programs.

		Top Choice	2nd Choice	3rd Choice	Overall
Invite	Location of facility	39%	15%	12%	66%
	Quality of facility	13%	21%	13%	47%
	Cost to participate is reasonable	14%	17%	16%	46%
	Friends/family participate	5%	8%	13%	27%
	Quality of programs	7%	10%	9%	26%
	Facilities are accessible	13%	5%	4%	23%
	Convenient times	3%	5%	11%	19%
	Quality of instructors	2%	3%	5%	10%
	Dates offered	2%	5%	3%	9%
	Other	2%	1%	4%	7%
	n=	118	118	119	119
Open	Location of facility	39%	19%	10%	68%
	Quality of facility	13%	17%	11%	41%
	Cost to participate is reasonable	13%	17%	16%	46%
	Friends/family participate	9%	7%	12%	28%
	Quality of programs	7%	8%	7%	22%
	Facilities are accessible	8%	8%	10%	26%
	Convenient times	2%	8%	12%	22%
	Quality of instructors	4%	4%	5%	12%
	Dates offered	1%	4%	5%	10%
	Other	3%	1%	3%	7%
	n=	1,072	1,079	1,083	1,088

Source: RRC

# Quality of Programs

Open link respondents are more positive overall on the quality of programs awarding an average rating of 3 out of 4. Note this is the inverse of the usual pattern for open-link results.

Overall, how would you rate the quality of ALL programs in which you have participated?

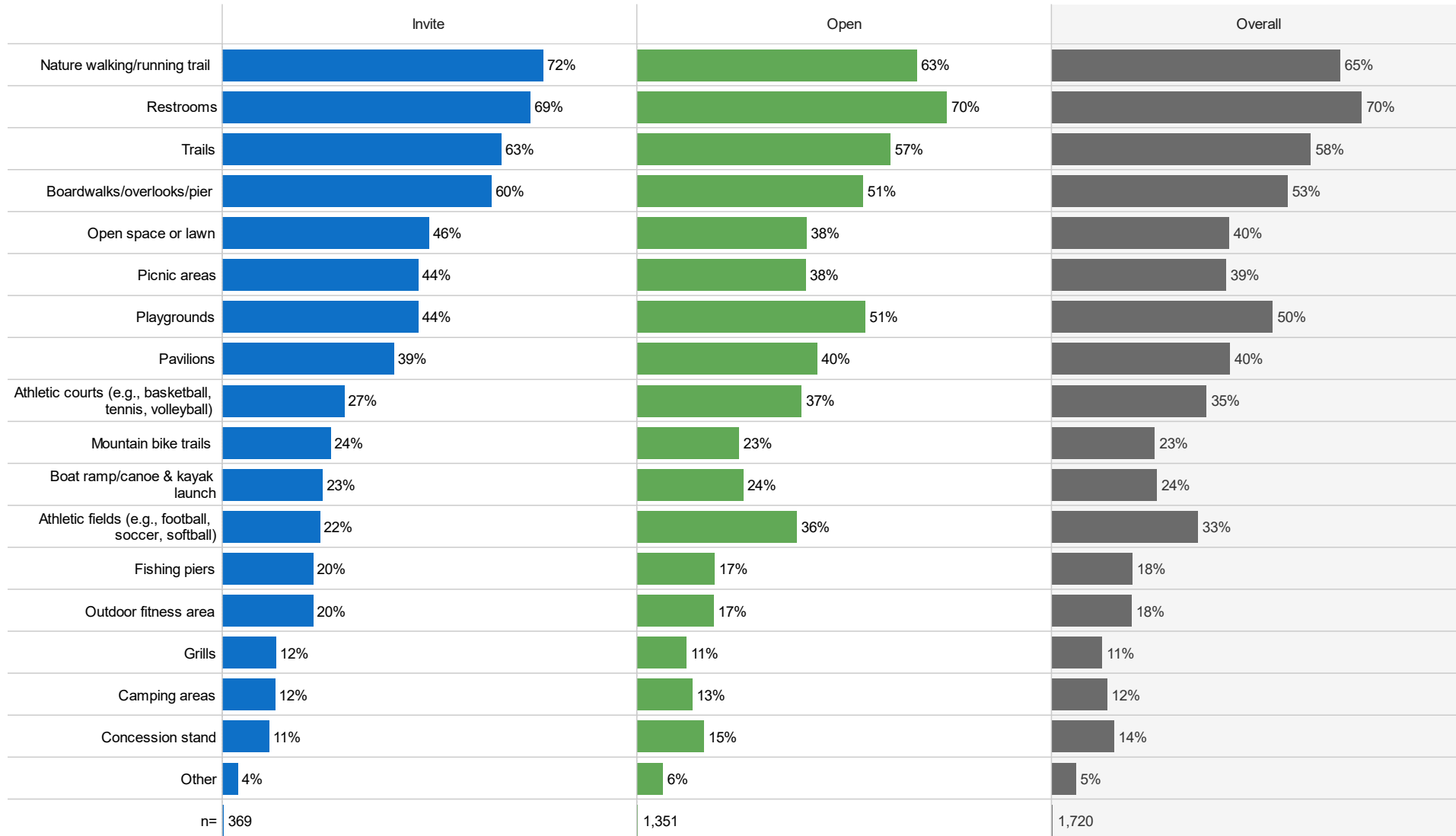
	Invite	Open	Overall
Poor	8%	2%	3%
Fair	39%	16%	21%
Good	44%	64%	60%
Excellent	9%	18%	16%
Avg.	2.5	3.0	2.9
n=	242	1,088	1,330

Source: RRC



# Use of Outdoor Amenities

Which of the following amenities does your household use when visiting parks and recreation facilities? (Check all that apply)



- Clearly, trails are the most frequently used amenity by residents of Seminole County.
- Open link respondents are far more likely to use athletic fields and courts and playgrounds – no doubt due to a higher proportion of families with kids at home.

# Mode of Transportation

While motor vehicles are still the dominant mode of access to facilities, many people do occasionally get to parks on foot or by bicycle.

When you and/or your household visit parks and/or recreation facilities, which mode(s) of transportation do you typically use? (Check all that apply)

	Invite	Open	Overall
Motor vehicle (e.g., car, motorcycle)	87%	89%	89%
Walking/running	36%	35%	35%
Bicycle	31%	32%	32%
Electric vehicle	2%	5%	4%
Public transportation	1%	0%	0%
Other	1%	2%	1%
N/A – I don't use parks or recreation facilities	5%	1%	2%
n=	401	1,354	1,755

Source: RRC



# Current Conditions & Ratings

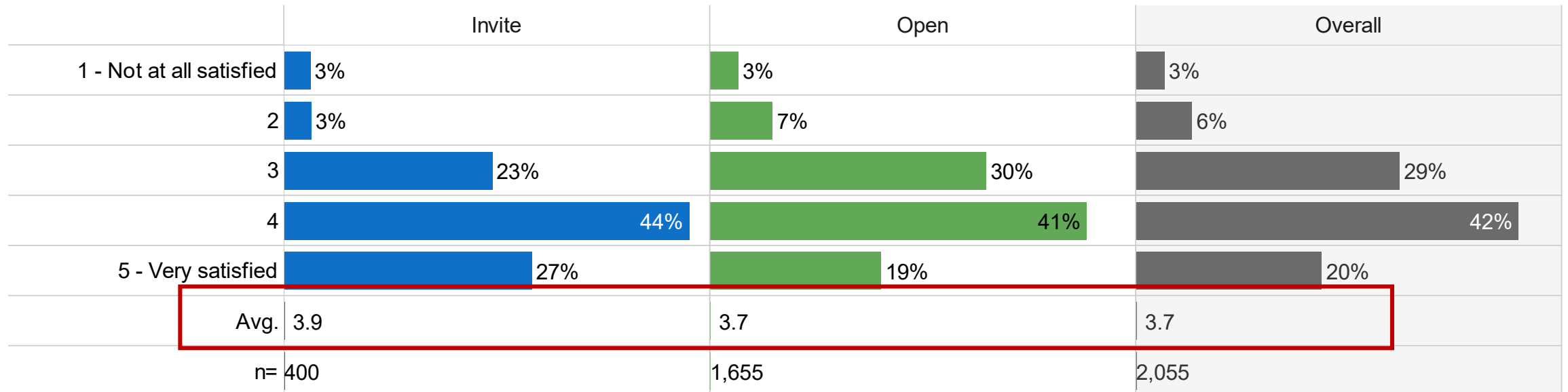




# Satisfaction with Facilities & Programs

Overall, Seminole County facilities and programs are highly rated. Invite respondents rate them 3.9 out of 5 and just 6% are not satisfied.

Overall, how satisfied have you been with the quality of parks, facilities, and programs provided in Seminole County Parks and Recreation?



Source: RRC

# Condition of Amenities

Half of invite respondents say that parks are in good or excellent condition and just 10% consider them in poor shape. Note that open-link respondents rated facilities very highly with three quarters saying they are good or excellent.

Overall, how would you rate the physical condition of the amenities in the parks you have visited?

	Invite	Open	Overall
Poor	10%	2%	4%
Fair	39%	22%	25%
Good	40%	60%	56%
Excellent	11%	16%	15%
Avg.	2.5	2.9	2.8
n=	384	1,592	1,976

Source: RRC

# Facilities and Services - Importance

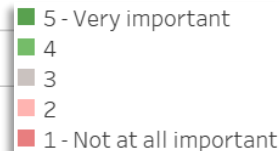
## Invite

Clearly trails, nature areas and parks are dominant in terms of importance to County residents.

Please rate how important the following facilities and services are to your household. Please provide an answer even if you have not used the facility or service.

Invite Sample

Parks	n=356	Avg. 4.4	5%	6%	23%	65%	
Nature areas	n=364	Avg. 4.4	6%	6%	24%	63%	
Hiking/walking/running paths	n=366	Avg. 4.4	5%	6%	15%	70%	
Amenities at parks	n=355	Avg. 4.1	5%	14%	36%	43%	
Community centers	n=351	Avg. 3.4	13%	9%	28%	21%	28%
Youth recreation and sports programs	n=352	Avg. 3.3	27%	7%	13%	17%	36%
Athletic courts (e.g., basketball, tennis, volleyball)	n=353	Avg. 3.2	19%	13%	20%	19%	28%
Special events	n=351	Avg. 3.2	17%	13%	24%	23%	23%
Fitness equipment/workout areas	n=355	Avg. 3.2	18%	14%	23%	21%	24%
Adult recreation and sports programs	n=353	Avg. 3.1	19%	14%	27%	18%	21%
After-school and summer camp programs for children	n=348	Avg. 3.0	33%	8%	16%	14%	30%
Senior recreation and sports programs	n=359	Avg. 3.0	31%	13%	15%	15%	27%
Rectangle athletic fields (e.g., soccer, football)	n=344	Avg. 2.7	31%	18%	20%	14%	17%
Diamond athletic fields (e.g., softball, baseball)	n=342	Avg. 2.5	34%	20%	20%	13%	13%
Other: (please specify)	n=63	Avg. 3.3	35%	5%	20%	39%	



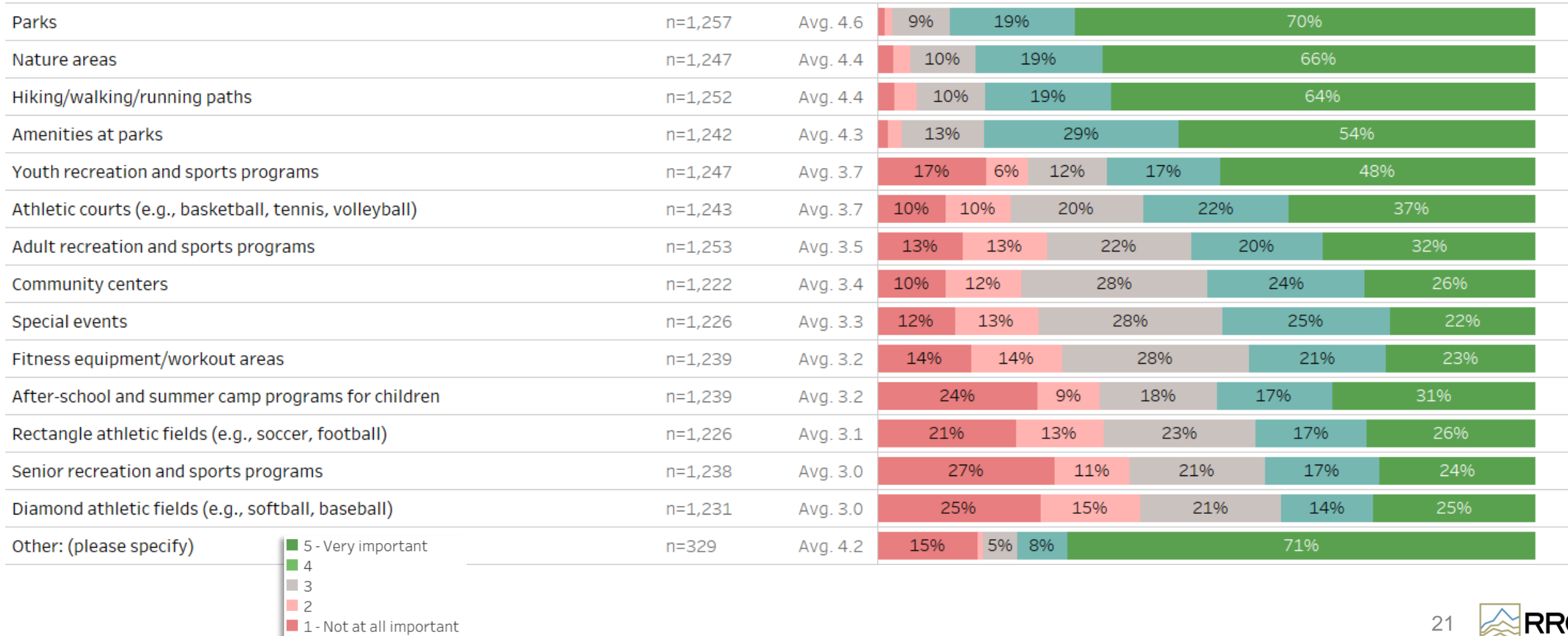
# Facilities and Services - Importance

## Open

Open-link respondents rated the same top three priorities – Parks, nature areas and hiking/running trails

Please rate how important the following facilities and services are to your household. Please provide an answer even if you have not used the facility or service.

Open Sample



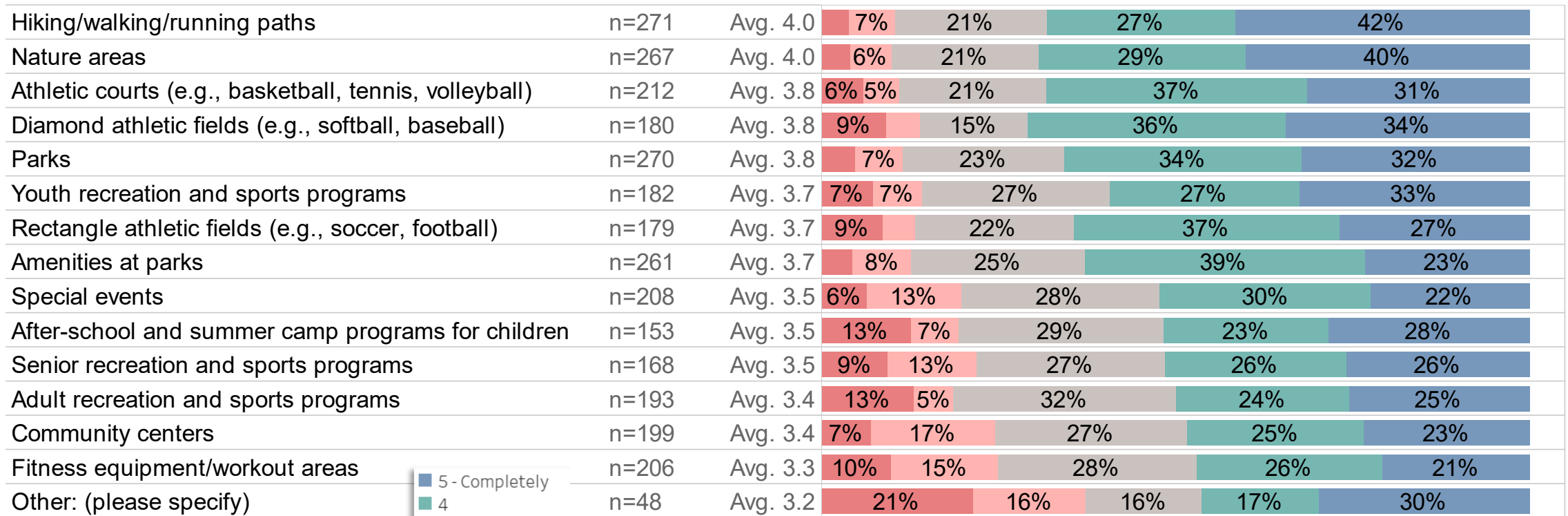


# Facilities and Amenities - Meeting the Needs Invite

Across the board, respondents say that facilities are meeting community needs.

Please rate how you think the following facilities and services are currently meeting the needs of the community. Please provide an answer even if you have not used the facility or service.

## Invite Sample

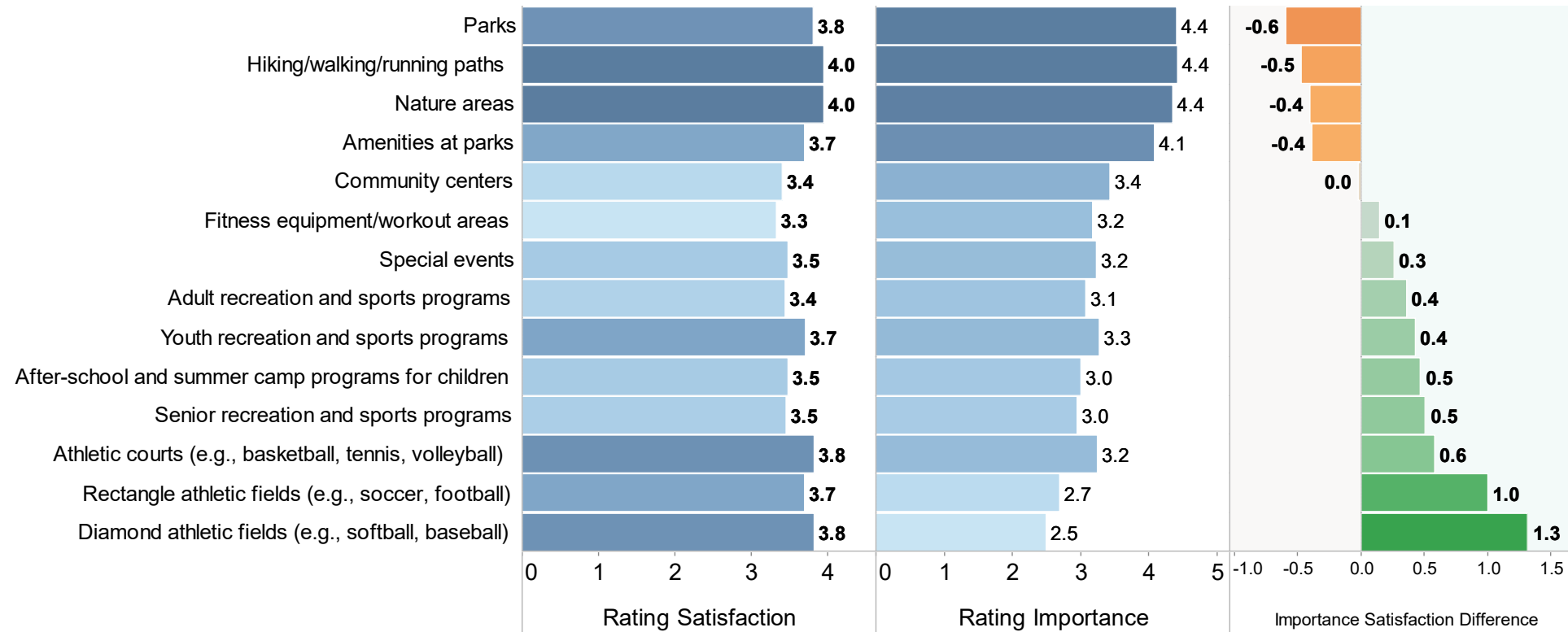


Invite Sample  
Source: RRC

# Facilities and Services - Importance vs. Satisfaction By Invite Sample

While meeting overall community needs, residents clearly would like even more emphasis placed on improving trails, parks and nature areas.

Invite Sample



Source: RRC

# Increasing Participation

In terms of increasing participation, residents feel that better communication from the County, adding more amenities and improved maintenance would incentivize more frequent use.

What are the most important areas that, if addressed, would increase your participation in recreational activities, facilities, and programs? (Check all that apply)

	Invite	Open	Overall
Improved communication about offerings	60%	36%	42%
More park amenities (restrooms, shade, water fountains, etc.)	56%	60%	59%
Better condition/maintenance of parks, trails, or facilities	39%	43%	42%
Additional programs and services	34%	29%	30%
Facilities closer to where I live or work	31%	24%	26%
Improved safety and security	29%	23%	24%
Improved parking	24%	16%	18%
More places to walk my dog off leash	23%	19%	20%
Improved quality of programs	23%	16%	17%
Additional sports courts and fields	20%	29%	27%
Lower pricing/user fees	17%	16%	16%
Improved customer service/staff knowledge	11%	6%	7%
Better accessibility for people with disabilities	10%	9%	9%
Signage in Spanish	3%	2%	2%
Other	12%	20%	18%
n=	349	1,189	1,538

Source: RRC



# Future Needs

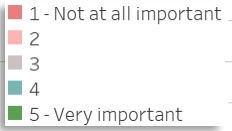




# Future Facilities

What are the most important needs for improvement in Seminole County over the next 5 to 10 years? Please mark the box for how important each of the following future facilities, programs, and services are to you and/or your household.

		1 & 2		Percent Responding: 3		4 & 5	
Acquisition/addition of nature areas	Invite	<b>Avg. 4.3</b> n=303	7%	10%	22%	61%	83%
	Open	<b>Avg. 4.3</b> n=963	7%	13%	61%	80%	
Nature-based recreation	Invite	<b>Avg. 4.2</b> n=309	8%	13%	23%	56%	79%
	Open	<b>Avg. 4.3</b> n=976	6%	15%	22%	56%	78%
Make improvements to and/or renovate existing parks or facilities	Invite	<b>Avg. 4.1</b> n=303	9%	14%	28%	49%	77%
	Open	<b>Avg. 4.2</b> n=986	4%	18%	27%	51%	78%
Additional trails/paths for better connectivity	Invite	<b>Avg. 4.2</b> n=318	8%	14%	60%	78%	
	Open	<b>Avg. 4.2</b> n=961	9%	15%	21%	55%	76%
Add more parks	Invite	<b>Avg. 4.0</b> n=297	14%	17%	52%	69%	
	Open	<b>Avg. 4.2</b> n=948	9%	16%	54%	74%	
Aquatics center	Invite	<b>Avg. 3.5</b> n=294	25%	20%	41%	55%	
	Open	<b>Avg. 3.7</b> n=947	17%	23%	39%	60%	
Indoor sports facility	Invite	<b>Avg. 3.3</b> n=277	22% 28%	18%	25%	29%	54%
	Open	<b>Avg. 3.5</b> n=940	22%	24%	22%	31%	53%
Add outdoor sports fields	Invite	<b>Avg. 2.9</b> n=256	38%	30%	32%		
	Open	<b>Avg. 3.3</b> n=879	31%	24%	28%	45%	
New gymnasium	Invite	<b>Avg. 3.1</b> n=265	25% 37%	21%	25%	43%	
	Open	<b>Avg. 3.0</b> n=879	21% 34%	30%	22%	37%	
Add a dog park	Invite	<b>Avg. 3.2</b> n=290	24% 34%	18%	34%	48%	
	Open	<b>Avg. 2.9</b> n=903	25% 41%	21%	24%	38%	
Add pickleball courts	Invite	<b>Avg. 2.9</b> n=270	29% 42%	19%	23%	39%	
	Open	<b>Avg. 2.9</b> n=918	28% 39%	22%	22%	39%	
Expanding the soccer complex	Invite	<b>Avg. 2.6</b> n=244	33% 49%	23%	28%		
	Open	<b>Avg. 2.5</b> n=840	33% 53%	24%	23%		

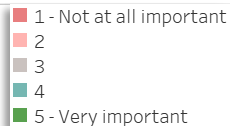
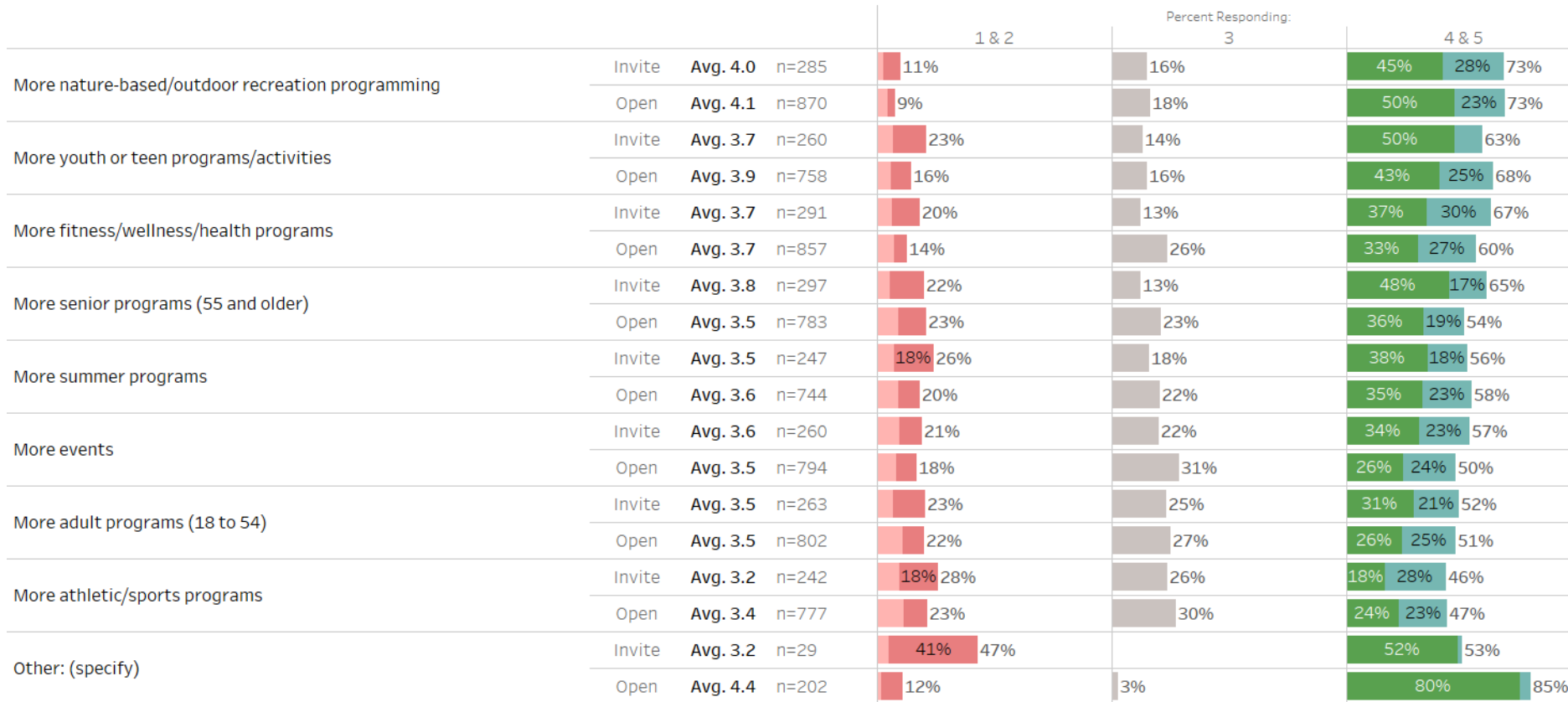


- Consistent with earlier questions, residents place high priorities on more nature areas, trails and parks. Improving existing parks also rates highly.
- While relatively low priority, note that nearly 40% of both samples still rated new pickleball courts as important to their households.

# Future Programs and Services

What are the most important needs for improvement in Seminole County over the next 5 to 10 years? Please mark the box for how important each of the following future facilities, programs, and services are to you and/or your household.

Programs & Services



- In sync with the importance of new amenities, nature and outdoor recreation top the list for desired new programming.
- More programs focused on youth, wellness and seniors are also important to County residents.

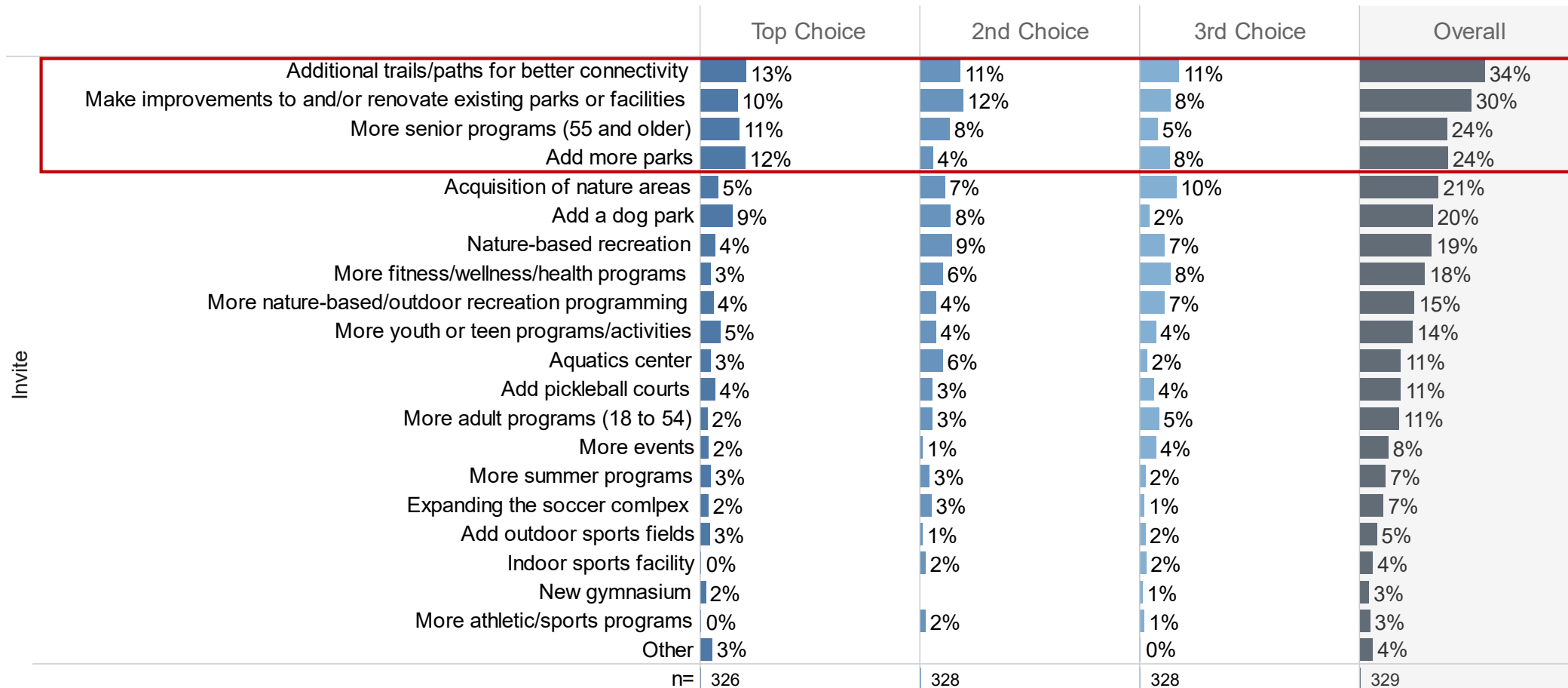


# Top Three Priorities

## Invite Sample

Trails and improving existing parks are the top overall priorities of the invite sample followed by adding new parks and more programs for seniors.

From the list in the previous question, please indicate the TOP THREE highest priority items for you and your household.



# Top Three Priorities By Open Sample

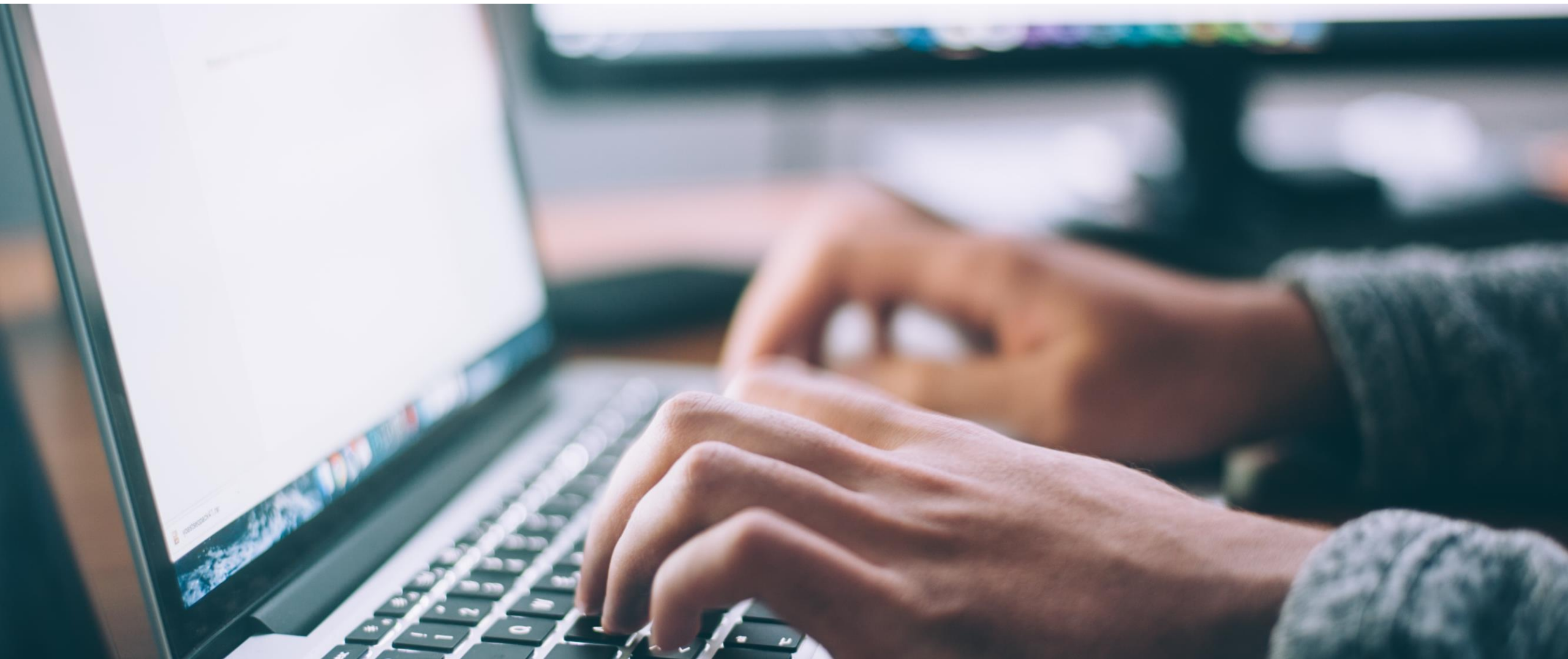
Improving existing parks, adding trails and new parks top the list for open-link respondents.

From the list in the previous question, please indicate the TOP THREE highest priority items for you and your household.

	Top Choice	2nd Choice	3rd Choice	Overall
Open				
Make improvements to and/or renovate existing parks or facilities	17%	11%	9%	38%
Additional trails/paths for better connectivity	13%	13%	6%	32%
Add more parks	10%	9%	9%	27%
Acquisition of nature areas	8%	7%	7%	22%
Nature-based recreation	4%	9%	9%	22%
Aquatics center	5%	6%	6%	17%
Add pickleball courts	7%	5%	4%	15%
More nature-based/outdoor recreation programming	3%	4%	7%	14%
Add a dog park	5%	4%	4%	13%
Indoor sports facility	3%	5%	5%	12%
More senior programs (55 and older)	3%	3%	5%	11%
Add outdoor sports fields	6%	4%	2%	11%
More youth or teen programs/activities	2%	3%	5%	10%
More fitness/wellness/health programs	1%	2%	4%	7%
More adult programs (18 to 54)	1%	2%	3%	6%
More events	1%	2%	3%	5%
Expanding the soccer complex	1%	2%	1%	5%
More athletic/sports programs	1%	1%	2%	4%
More summer programs	1%	1%	2%	4%
New gymnasium	0%	1%	1%	2%
Other	10%	2%	1%	13%
n=	1,107	1,110	1,109	1,111

# Communication

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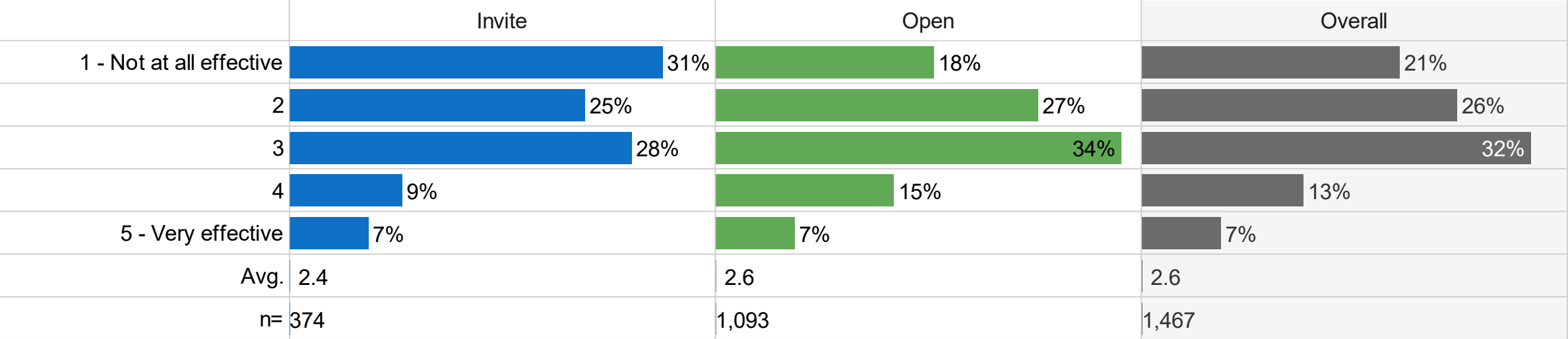




# Effectiveness of Communication

There is room to improve communications from the County to residents about Parks and Recreation offerings. Both samples rated outreach as below average.

How effective is Seminole County Parks & Recreation at reaching you with information on parks and recreation facilities, programs, and services?



Source: RRC

# Current Communication Methods

Consistent with national trends, word of mouth, the website and social media are the top three sources of information about offerings.

How do you currently receive information on parks and recreation facilities, programs, and services offered by Parks & Recreation? (Check all that apply)

	Invite	Open	Overall
Word of mouth	44%	42%	42%
Seminole County website	30%	31%	31%
Social media (e.g., Facebook, Instagram, Twitter)	25%	47%	41%
Activity guide/brochure	16%	7%	9%
At the recreation facility/program location	15%	18%	17%
Email	15%	14%	15%
Local media (e.g., TV, radio, newspaper)	13%	10%	11%
Flyers/posters at businesses	7%	4%	5%
School email/newsletter	4%	3%	4%
Other: (specify)	14%	7%	8%
n=	359	1,086	1,445

Source: RRC

# Preferred Communication

Email and social media are dominant ways that people prefer to learn about what's going on with their parks system.

What is the preferred way for you to receive information on parks and recreation facilities, programs, and services?

	Invite	Open	Overall
Email	44%	35%	37%
Social media (e.g., Facebook, Instagram, Twitter)	18%	35%	31%
Activity guide/brochure	14%	5%	7%
Seminole County website	8%	12%	11%
Local media (e.g., TV, radio, newspaper)	4%	5%	5%
Flyers/posters at businesses	4%	1%	2%
At the recreation facility/program location	1%	2%	2%
School email/newsletter	1%	2%	1%
Word of mouth	1%	2%	2%
Other (specified previously)	4%	1%	2%
n=	338	1,101	1,439

Source: RRC



# Key Findings

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# Key Findings

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**Responses to both surveys were robust and provide a strong indication of what County residents think of their parks and what their future priorities are for improvements and new amenities.** Overall, the two surveys provided similar feedback which indicates general community consensus.



**A majority of residents are satisfied with the quality of parks, facilities, and programs in the County.** Consensus is that the current offerings are meeting community needs.



**New trails and outdoor nature areas are clearly priorities for County residents.** This is consistent with national trends as the increased pursuit of outdoor recreation related to Covid has become a permanent shift for many Americans.

# Key Findings

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**In sync with their priorities for the future, trails are the most frequently used feature for County residents.** Trails are followed by boardwalks, piers and, of course, public restrooms.



**In addition to trails, improving existing parks and adding new parks were highly rated as priorities.** An aquatics center and indoor sports facility were also priorities for more than half of respondents. No other options were rated as important priorities by 50% or more of respondents.



**Residents do not frequently participate in programming.** However, both samples reported that the programs they have utilized in the past are high quality.

# Key Findings

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**While majority use a motor vehicle to get to parks and/or recreation facilities, more than 30% report walking/running or biking to parks at least occasionally.**



**Communication to residents can be improved.** Results indicate some dissatisfaction with existing outreach with 60% of the Invite respondents saying that improved communication would increase their usage and visitation. Email is a strong preference in terms of channels to reach residents.



**The top future priorities for new programming include outdoor recreation, youth activities, wellness and options for seniors.**

Nature/outdoor recreation in the top spot syncs logically with the desire for additional nature areas and trails.





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