

City of Hollywood Community Interest and Opinion Survey

Findings Report

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2020

**Submitted to the City of Hollywood (FL)
Parks, Recreation, and Cultural Arts Department**

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City of Hollywood

Community Interest and Opinion Survey

Executive Summary

Overview

ETC Institute administered a parks and recreation needs assessment in the Spring of 2020 for the City of Hollywood. This assessment was administered as part of the City's efforts to develop area parks, facilities, and programs. Information compiled from the assessment will provide key data to set a clear vision for the future. This survey will determine priorities for parks, recreation facilities, program offerings, and special event offerings in the City.

Methodology

ETC Institute mailed a survey packet to a random sample of households in Hollywood. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it online at www.HollywoodPRDSurvey.org.

Ten days after the surveys were mailed, ETC Institute sent emails to the households that received the survey to encourage participation. The emails contained a link to the online version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of the City from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to obtain completed surveys from at least 400 residents. The goal was exceeded with a total of 435 residents completing the survey. The overall results for the sample of 435 households have a precision of at least +/-4.7% at the 95% level of confidence.

This report contains the following:

- Charts showing the overall results of the survey (Section 1)
- Benchmarking analysis comparing the City's results to national results (Section 2)
- Priority Investment Rating (PIR) that identifies priorities for facilities and programs (Section 3)
- Tabular data showing the overall results for all questions on the survey (Section 4)
- A copy of the survey instrument (Section 5)

The major findings of the survey are summarized below and on the following pages.

City Facilities, Parks, and Greenways Use and Ratings

Overall Satisfaction. Respondents were asked to rate their level of satisfaction with the overall value they/their household receives from the City Parks, Recreation, and Cultural Arts Department.

- 13% of respondents are very satisfied,
- 47% of respondents are satisfied,
- 32% of respondents are neutral,
- 7% of respondents are dissatisfied, and
- 1% of respondents are very dissatisfied.

Ratings. Respondent households were asked to rate the physical condition of all City Parks, Recreation, and Cultural Arts Department parks.

- 28% of respondents rated the physical condition of City parks as excellent
- 56% of respondents rated the physical condition of City parks as good
- 14% of respondents rated the physical condition of City parks as fair
- 2% of respondents rated the physical condition of City parks as poor

Use. The facilities, parks, and greenways visited most in the past 12 months, by respondent households, were: Hollywood Beach (83%), Arts Park (51%), Dog Beach of Hollywood (23%), and Holland Park (17%). The facilities/parks that respondents indicated they use more frequently, based on the sum of respondents' top four choices, were: Hollywood Beach (74%), Arts Park (40%), Dog Beach of Hollywood (17%), and Holland Park (11%).

When respondent households were asked the frequency their household visits City parks,

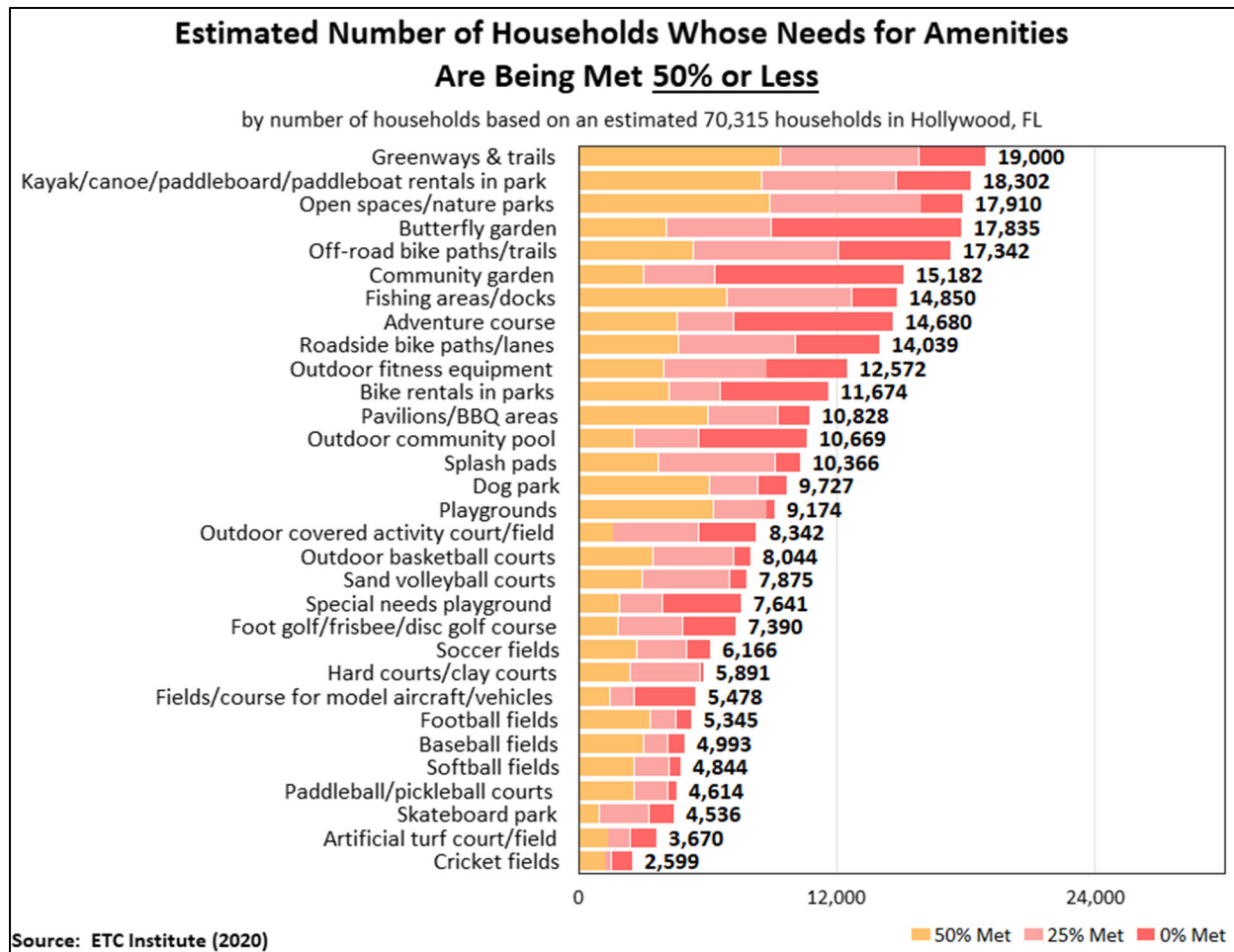
- 14% of respondents indicated they visit almost daily,
- 42% of respondents indicated they visit at least once per week,
- 20% of respondents indicated they visit at least once per month,
- 16% of respondents indicated they visit a few times per year, and
- 7% of respondents indicated they visit seldom or never.

Amenity Needs and Priorities

Amenity Needs. Respondents were asked to identify if their household had a need for 31 amenities and rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various amenities. The four amenities with the highest percentage of households that have an unmet need were:

1. greenways and trails – 19,000 households (or 27%),
2. kayak/canoe/paddleboard/paddleboat rentals in park – 18,302 households (or 26%),
3. open spaces/nature parks – 17,910 households (or 25%), and
4. butterfly garden – 17,835 households (or 25%).

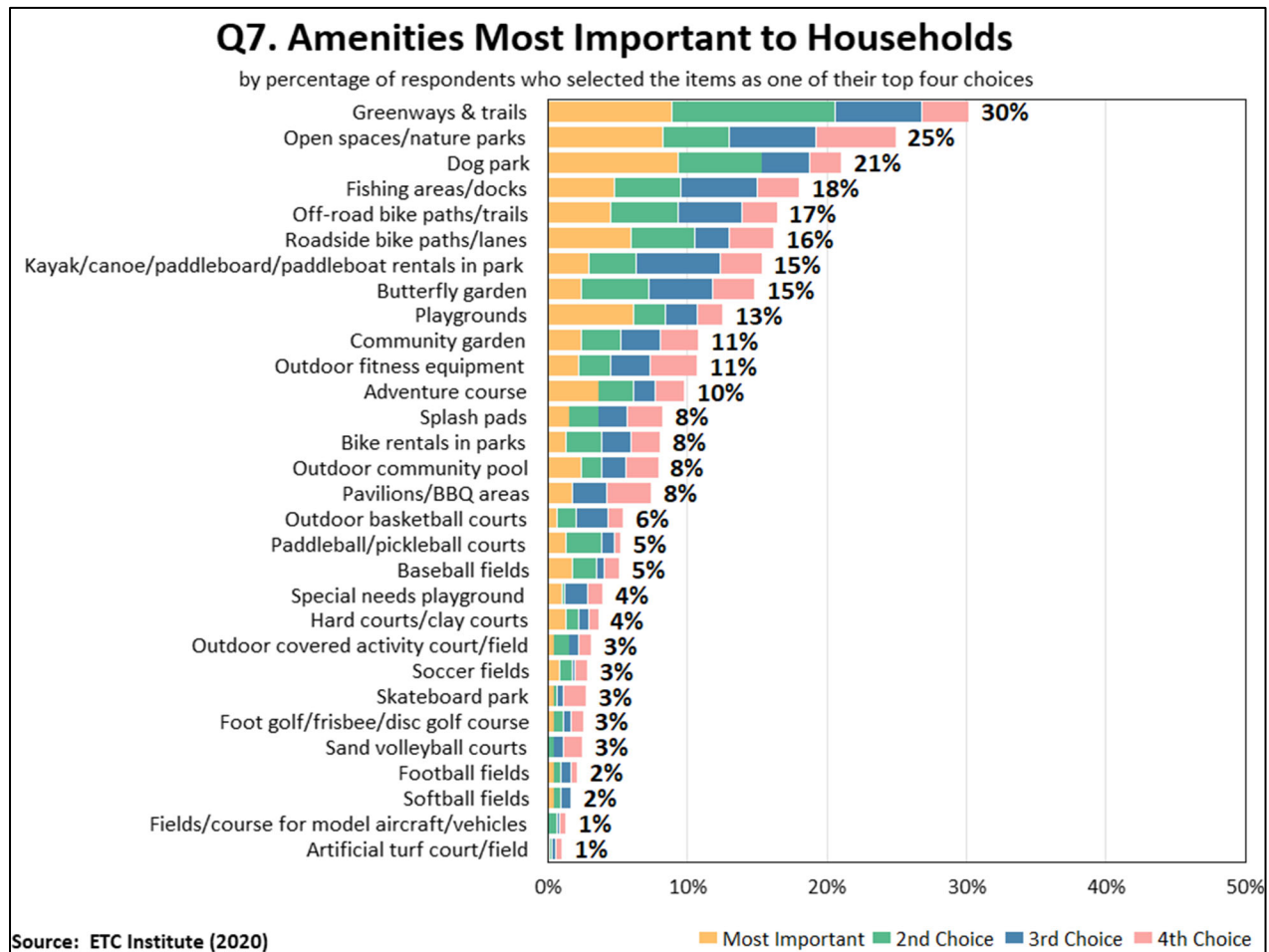
The estimated number of households that have unmet needs for each of the 31 amenities that were assessed is shown in the table below.



Amenity Importance: In addition to assessing the needs for each amenity, ETC Institute also assessed the importance that residents placed on each amenity. Based on the sum of respondents' top four choices, the four most important amenities to residents were:

1. greenways and trails (30%),
2. open spaces/nature parks (25%),
3. dog park (21%), and
4. fishing areas/docks (18%).

The percentage of residents who selected each amenity as one of their top four choices is shown in the graph at the top of the next page.

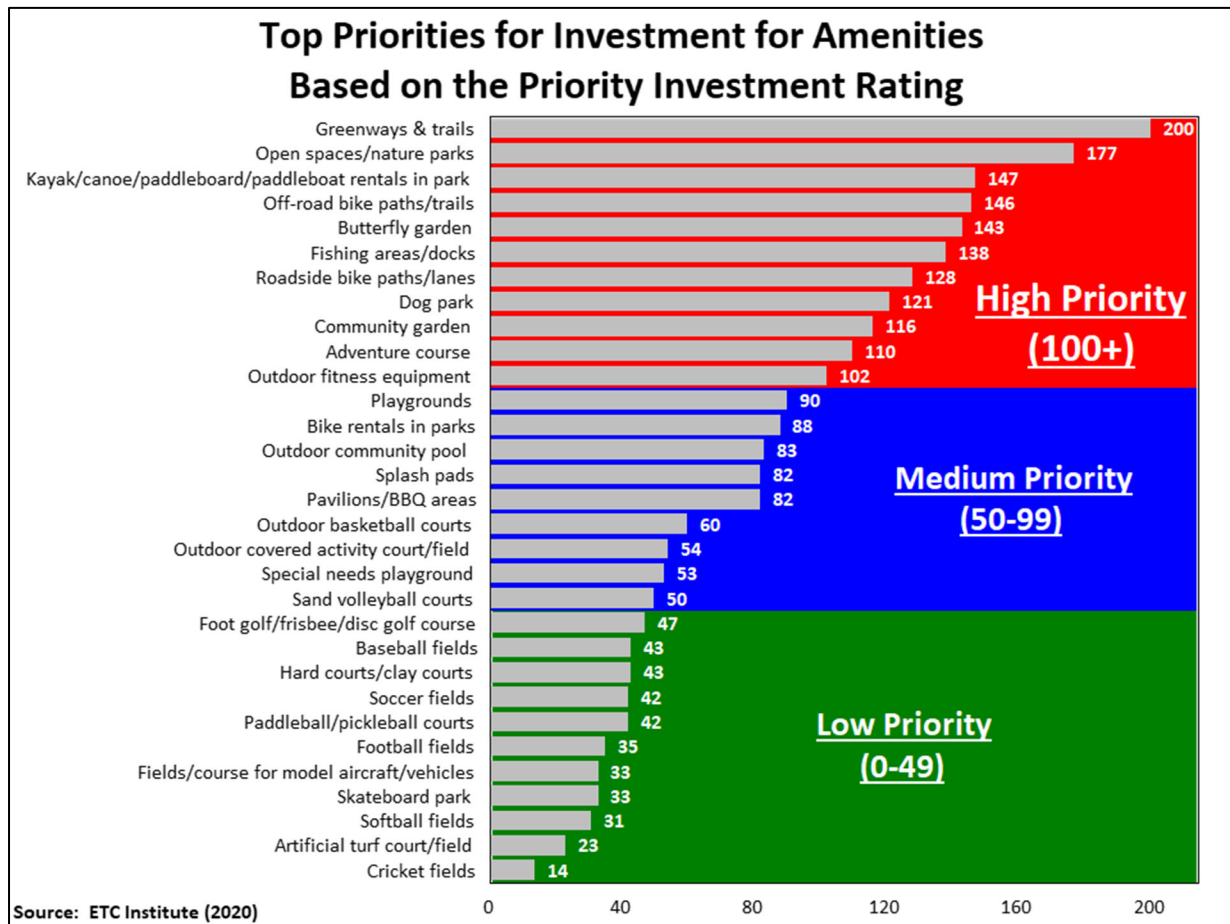


Priorities for Amenity Investments: The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on Parks and Recreation investments. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on amenity/program and (2) how many residents have unmet needs for the amenity/program. [Details regarding the methodology for this analysis are provided in Section 3 of this report.]

Based the Priority Investment Rating (PIR), the following eleven (11) amenities were rated as high priorities for investment:

- Greenways and trails (PIR=200)
- Open spaces/nature parks (PIR=177)
- Kayak/canoe/paddleboard/paddleboat rentals in park (PIR=147)
- Off-road bike paths/trails (PIR=146)
- Butterfly garden (PIR=143)
- Fishing areas/docks (PIR=138)
- Roadside bike paths/lanes (PIR=128)
- Dog park (PIR=121)
- Community garden (PIR=116)
- Adventure course (PIR=110)
- Outdoor fitness equipment (PIR=102)

The graph at the top of the following page shows the Priority Investment Rating for each of the 31 amenities that were rated.



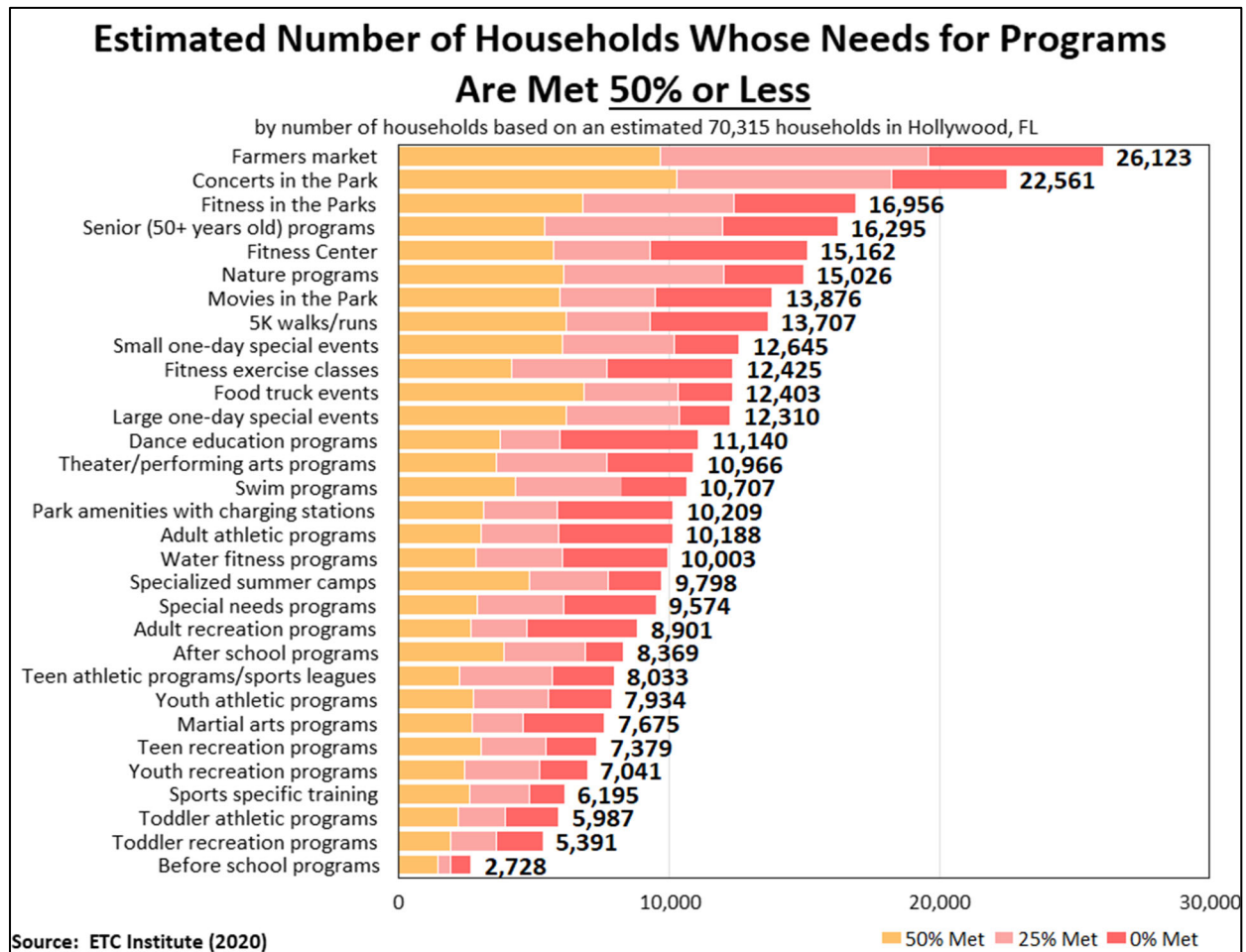
Program Needs and Priorities

Program Needs. Respondents were also asked to identify if their household had a need for 31 programs and rate how well their needs for each program were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had “unmet” needs for each program.

The four recreation programs with the highest percentage of households that have an unmet need were:

1. farmers market – 26,123 households (or 37%),
2. concerts in the park – 22,561 households (or 32%),
3. fitness in the parks – 16,956 households (or 24%), and
4. senior (50+ years old) programs – 16,295 (or 23%).

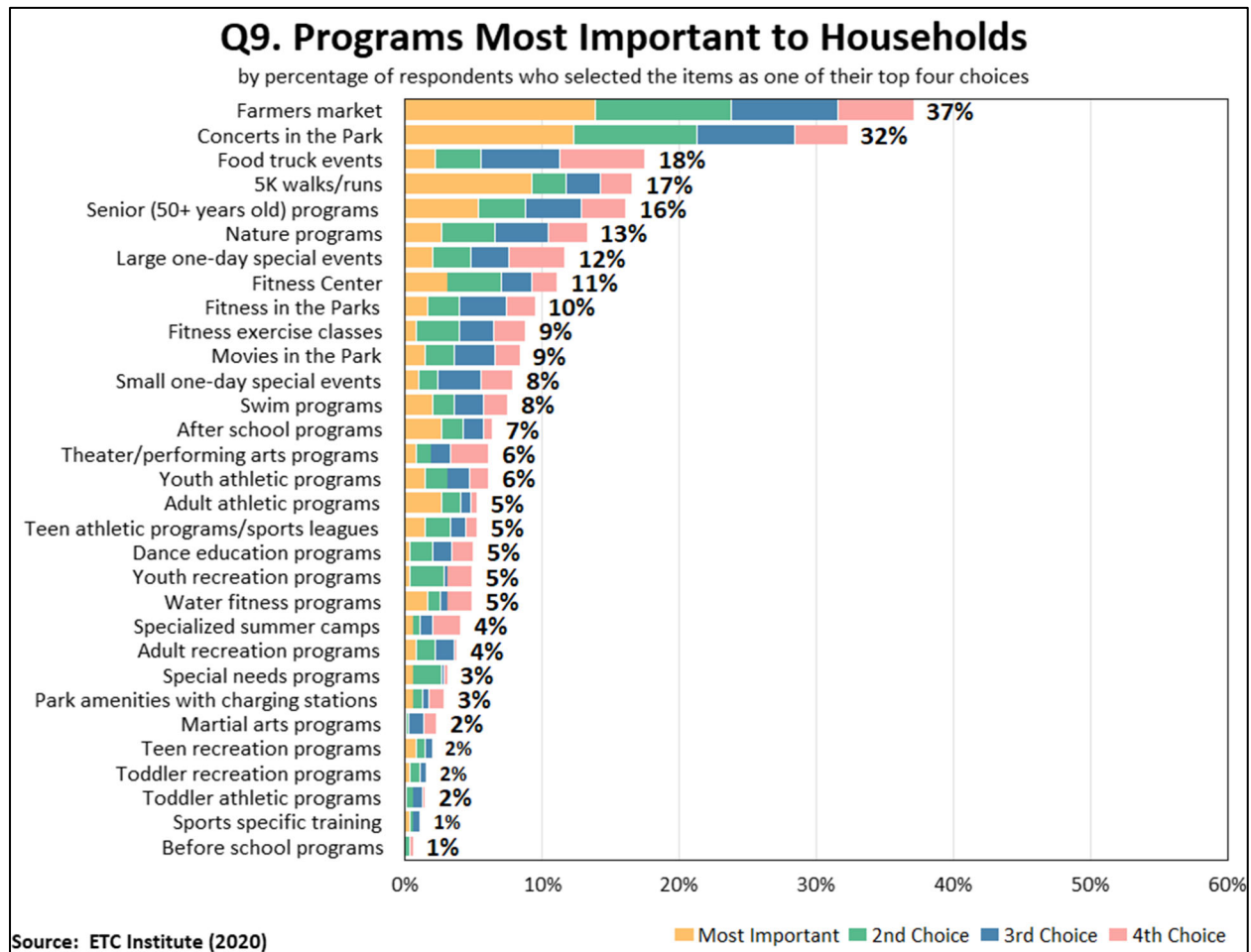
The estimated number of households that have unmet needs for each of the 31 programs that were assessed is shown in the graph on the next page.



Program Importance. In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents placed on each program. Based on the sum of respondents' top four choices, the four most important programs to residents were:

1. farmers market (37%),
2. concerts in the park (32%),
3. food truck events (18%), and
4. 5k walks/runs (17%).

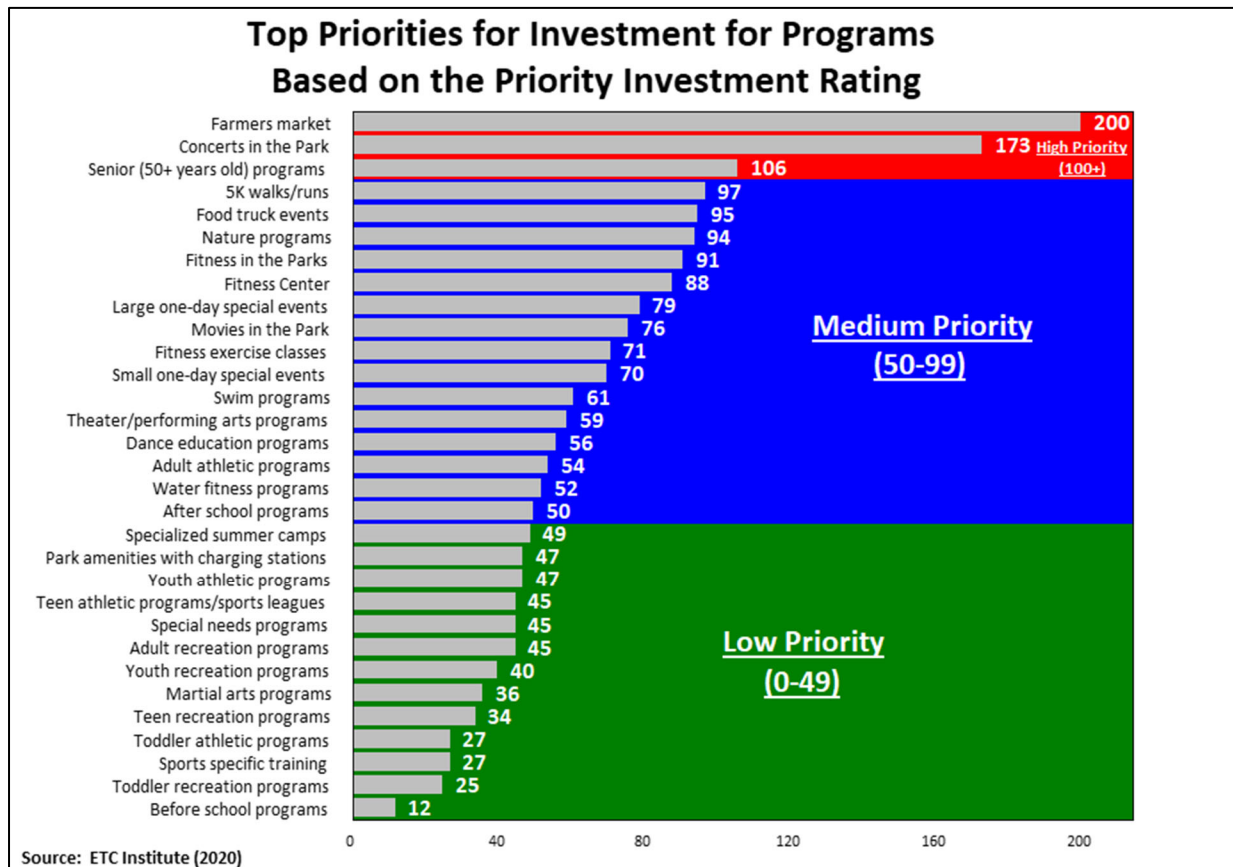
The percentage of residents who selected each program as one of their top four choices is shown in the chart on the following page.



Priorities for Program Investments. Based on the priority investment rating (PIR), which was described briefly on Page iv of this Executive Summary and is described in more detail in Section 3 of this report, the following three (3) programs were rated as “high priorities” for investment:

- Farmers market (PIR=200)
- Concerts in the park (PIR=173)
- Senior (50+ years old) programs (PIR=106)

The chart on the next page shows the Priority Investment Rating for each of the 31 programs that were rated.



Fees. Respondent households were asked their willingness to pay additional fees to use the above amenities, facilities, and programs that were indicated as most important to them/their household.

- 10% of respondents would be very willing
- 31% of respondents would be willing
- 34% of respondents were not sure
- 10% of respondents would not be willing
- 15% of respondents would be not at all willing

Additional Findings

Social, Economic, and Environmental Challenges. Understanding that Parks and Recreation systems have the potential to help address social, economic, and environmental challenges facing communities. The challenges that respondents indicated were most important to them were; community safety (73%), preservation of natural areas (54%), traffic congestion (45%), and homelessness (43%).

Priority of Park Maintenance. Respondents were asked their opinion on the level of priority that officials should place on maintaining the conditions of parks, trails, and recreation facilities. Eighty-six percent (86%) of respondents feel officials should place maintaining conditions of parks as a very high priority (45%) and high priority (41%).

Potential Improvements. The highest level of support for items to improve the types of amenities offered to residents, based on the sum of “very supportive” and “supportive” responses among residents *who had an opinion*, were: developing passive parks (72%), developing a teen center (64%), and developing a tournament quality athletic complex (49%).

The actions that respondents households indicated they would be most willing to support with tax dollars, based on the sum of respondents’ top two choices, were: developing a teen center (35%), developing passive parks (29%), and developing a tournament quality athletic complex (23%).

Methods of Learning. Responding households were asked to indicate all of the ways they learn about City programs, activities, and events.

- 57% of respondents indicated they learn by word of mouth
- 43% of respondents indicated they learn through the website
- 42% of respondents indicated they learn through the newsletter

Barriers to Use of Parks and Trails. Respondents were given a list of thirteen (13) potential reasons that would prevent them or members of their household from using the parks, greenway trails, and recreation facilities in the City. The top responses were: I do not know where parks are located (22%), lack of parking (21%), I do not feel safe at parks/facilities (19%), and I use facilities offered by surrounding communities (19%).

Organizations Used to Provide Programs and Facilities. The organizations most used, by respondents households, to provide recreation programs and facilities were: Broward County (75%), Hollywood Parks, Recreation, and Cultural Arts Department (75%), and State of Florida (43%).

Misc. Fifty-eight percent (58%) of respondents walk or bike to City

Conclusions

To ensure that the City of Hollywood continues to meet the needs and expectations of the community, ETC Institute recommends that the Parks, Recreation, and Cultural Arts Department sustain and/or improve the performance in areas that were identified as “high priorities” by the Priority Investment Rating (PIR). The programs and facilities with the highest PIR ratings are listed below.

Amenity Priorities

- Greenways and trails (PIR=200)
- Open spaces/nature parks (PIR=177)
- Kayak/canoe/paddleboard/paddleboat rentals in park (PIR=147)
- Off-road bike paths/trails (PIR=146)
- Butterfly garden (PIR=143)
- Fishing areas/docks (PIR=138)
- Roadside bike paths/lanes (PIR=128)

- Dog park (PIR=121)
- Community garden (PIR=116)
- Adventure course (PIR=110)
- Outdoor fitness equipment (PIR=102)

Program Priorities

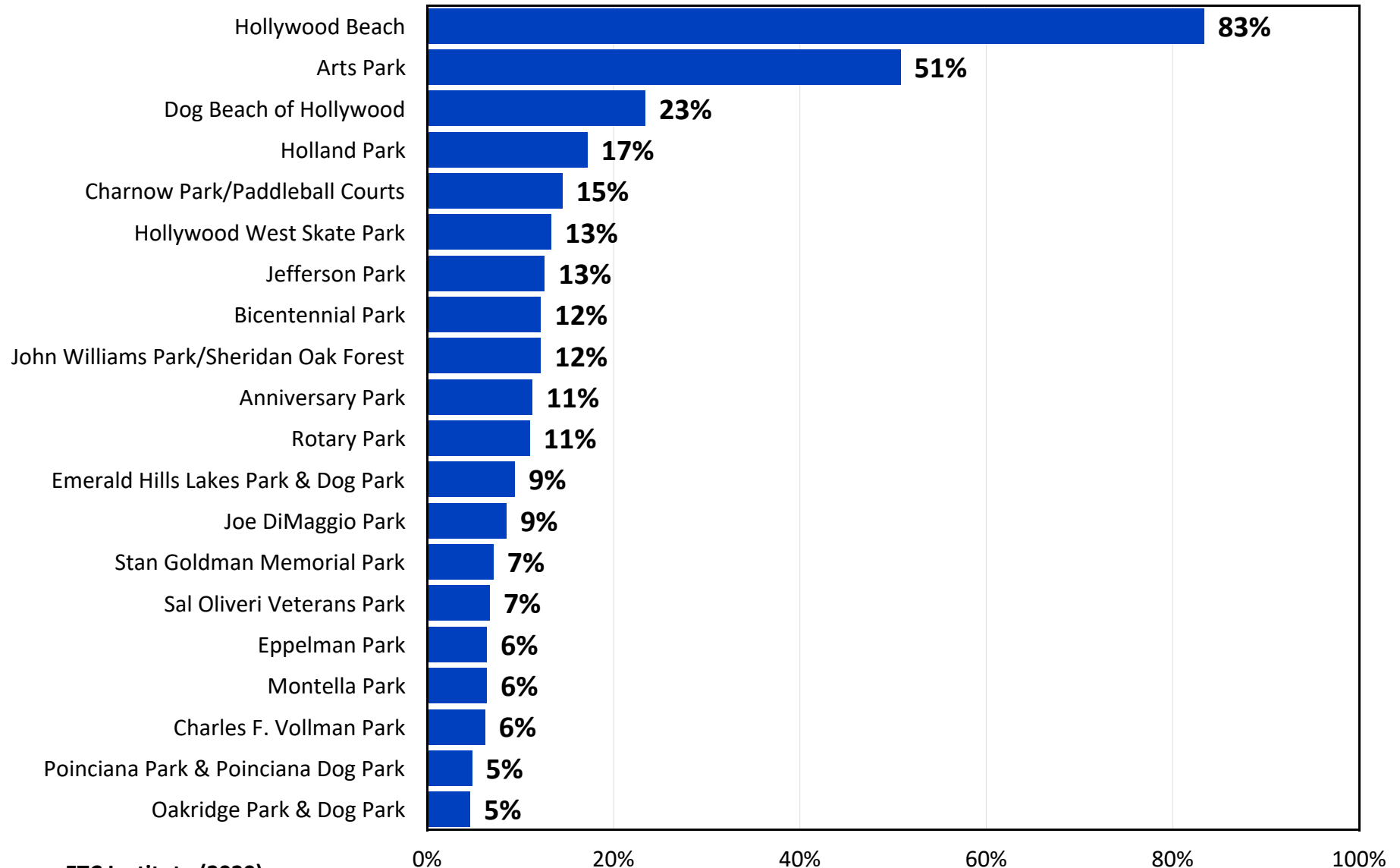
- Farmers market (PIR=200)
- Concerts in the park (PIR=173)
- Senior (50+ years old) programs (PIR=106)

Section 1

Charts and Graphs

Q1. Please CHECK ALL of the facilities, parks, or greenways listed below that you or members of your household have visited during the past 12 months.

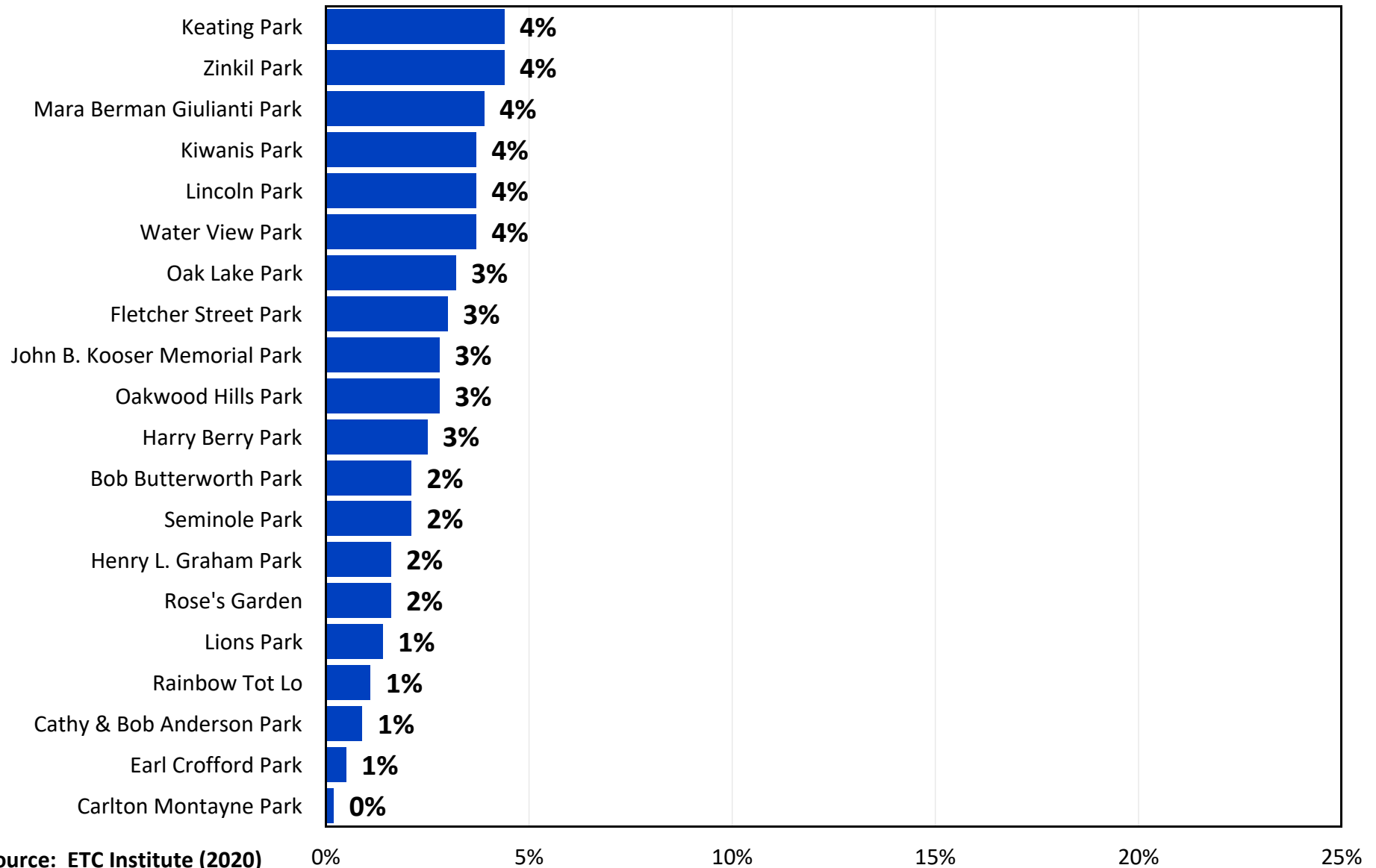
by percentage of respondents (multiple responses could be selected)



Source: ETC Institute (2020)

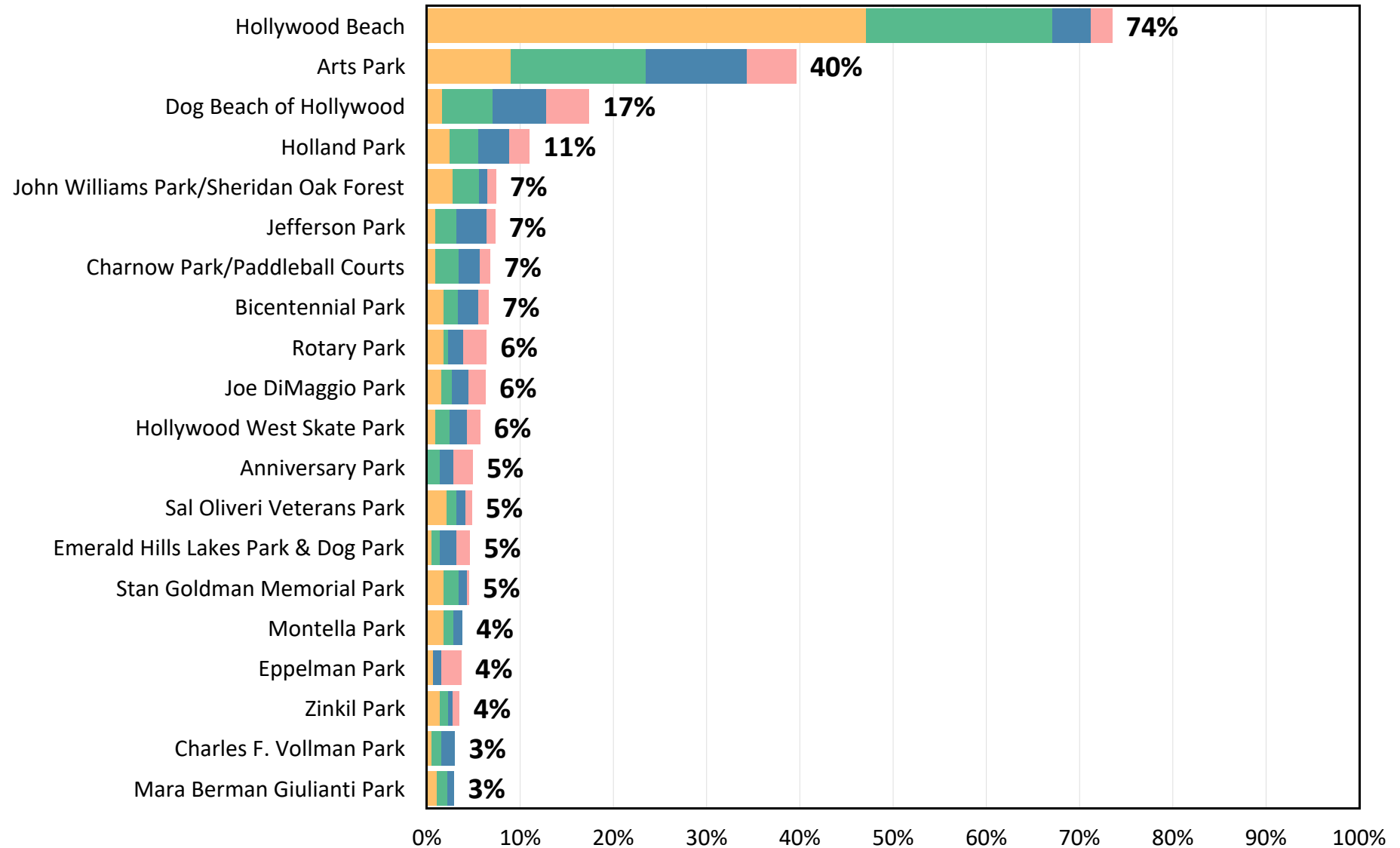
Cont'Q1. Please CHECK ALL of the facilities, parks, or greenways listed below that you or members of your household have visited during the past 12 months.

by percentage of respondents (multiple responses could be selected)



Q2. Which FOUR facilities/parks from the list in Question 1 do you and the other members of your household use most frequently?

by percentage of respondents who selected the items as one of their top four choices

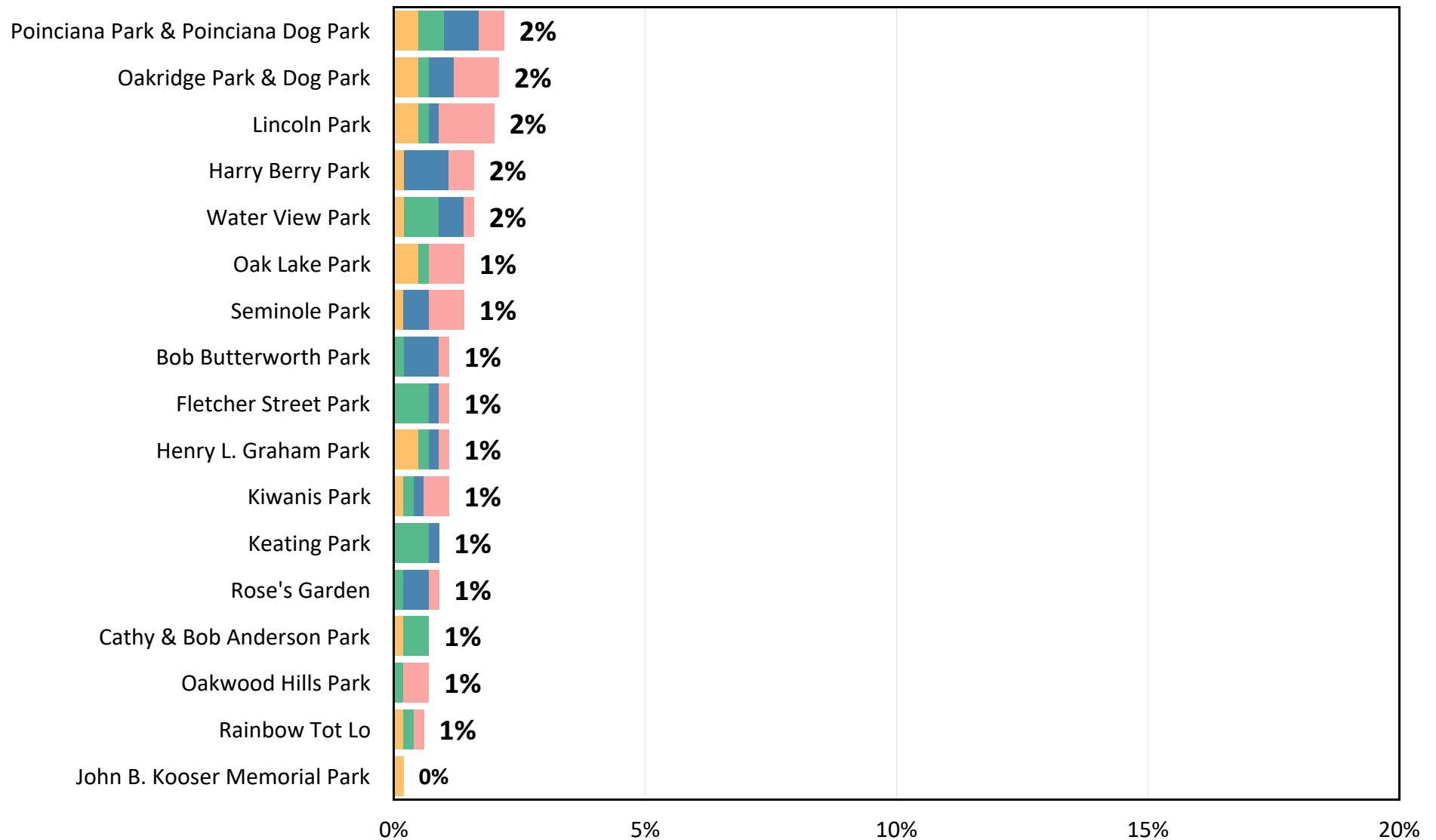


Source: ETC Institute (2020)

Most Frequently 2nd Choice 3rd Choice 4th Choice

Cont'Q2. Which FOUR facilities/parks from the list in Question 1 do you and the other members of your household use most frequently?

by percentage of respondents who selected the items as one of their top four choices

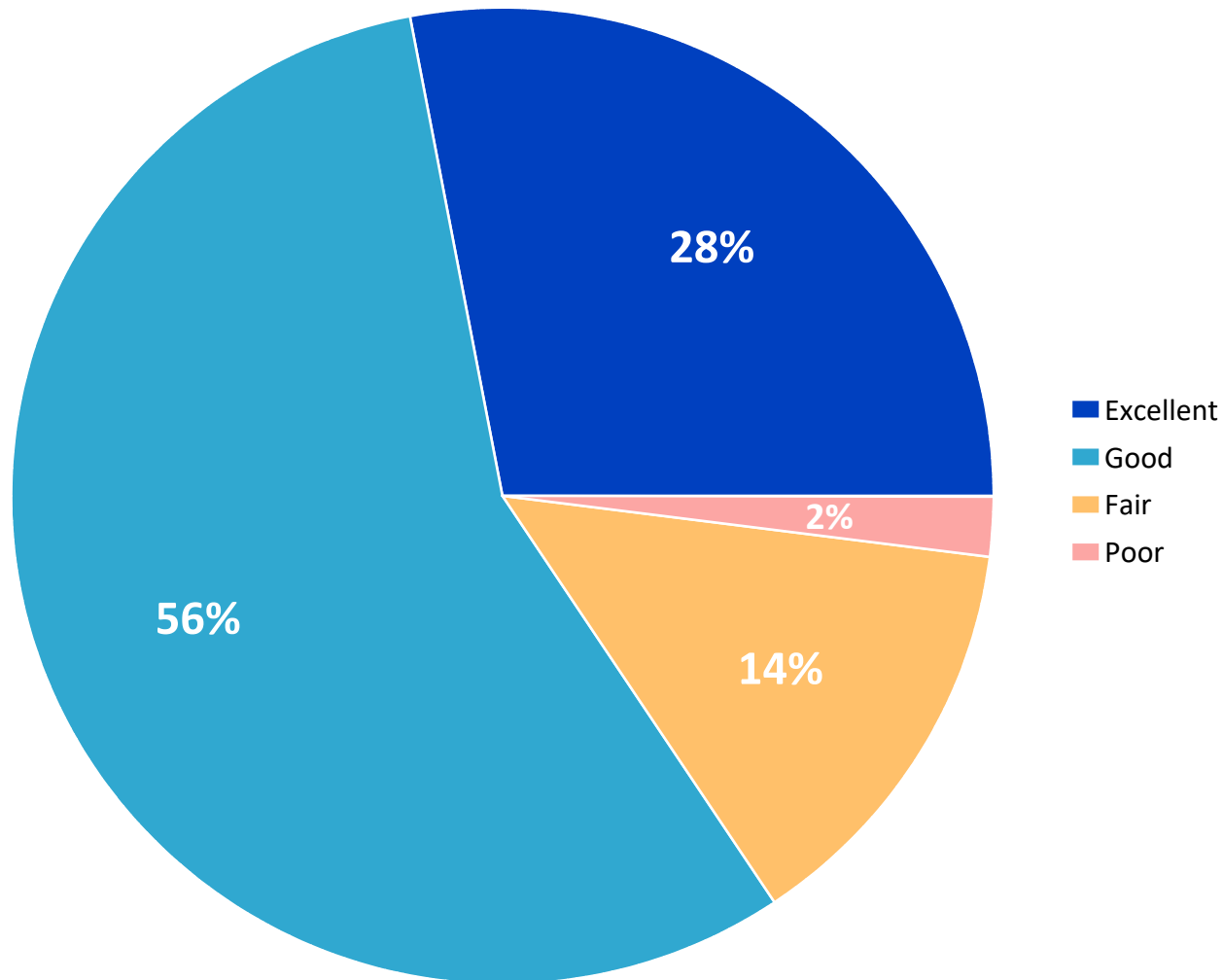


Source: ETC Institute (2020)

Most Frequently 2nd Choice 3rd Choice 4th Choice

Q3. Overall, how would you rate the physical condition of ALL the Hollywood Parks, Recreation and Cultural Arts Department parks you have visited?

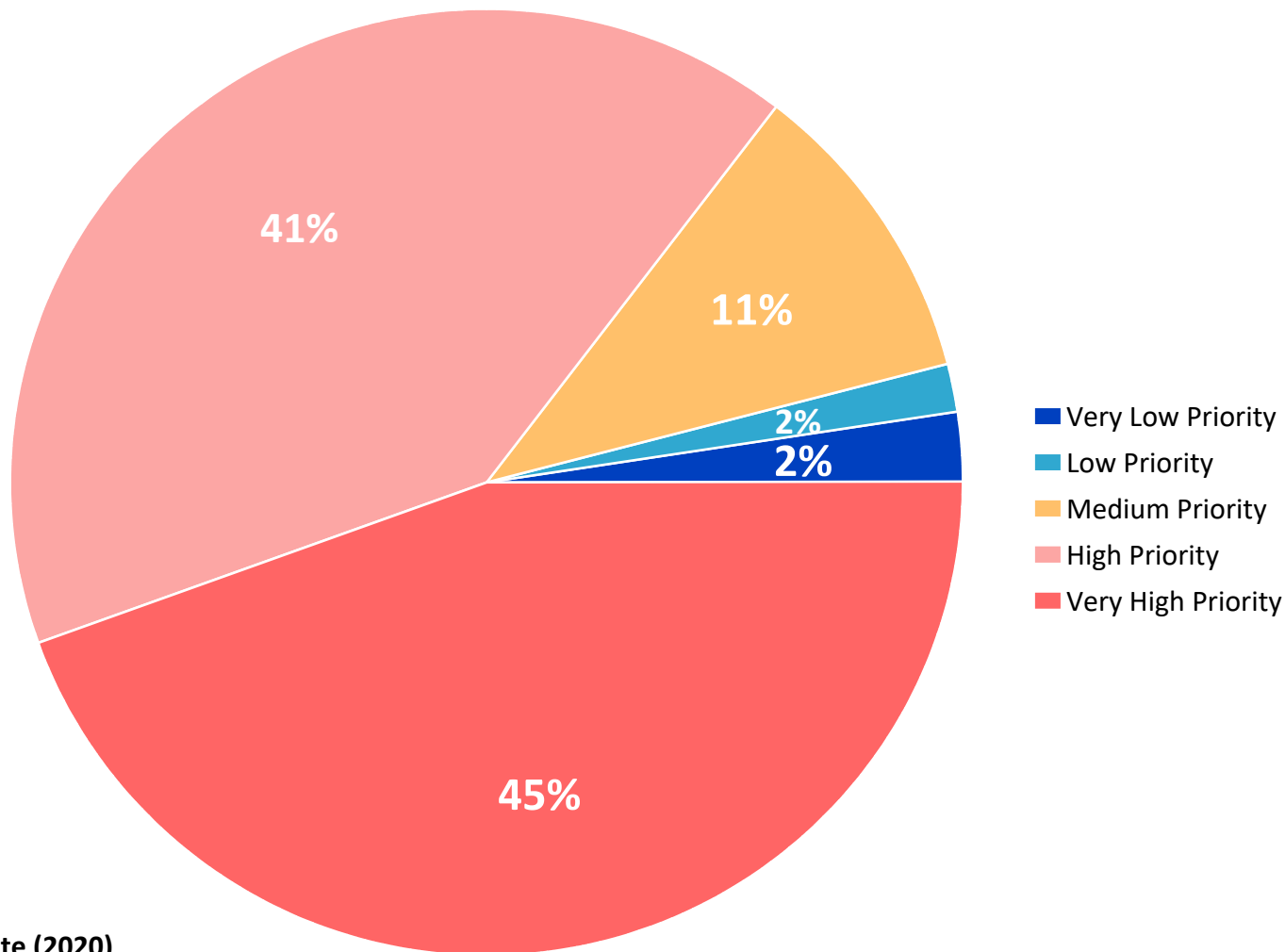
by percentage of respondents (without "not provided")



Source: ETC Institute (2020)

Q4. From the following options, how high of a priority do you feel officials should place on maintaining the conditions of parks, trails, and recreation facilities in the Hollywood Parks, Recreation and Cultural Arts Department system?

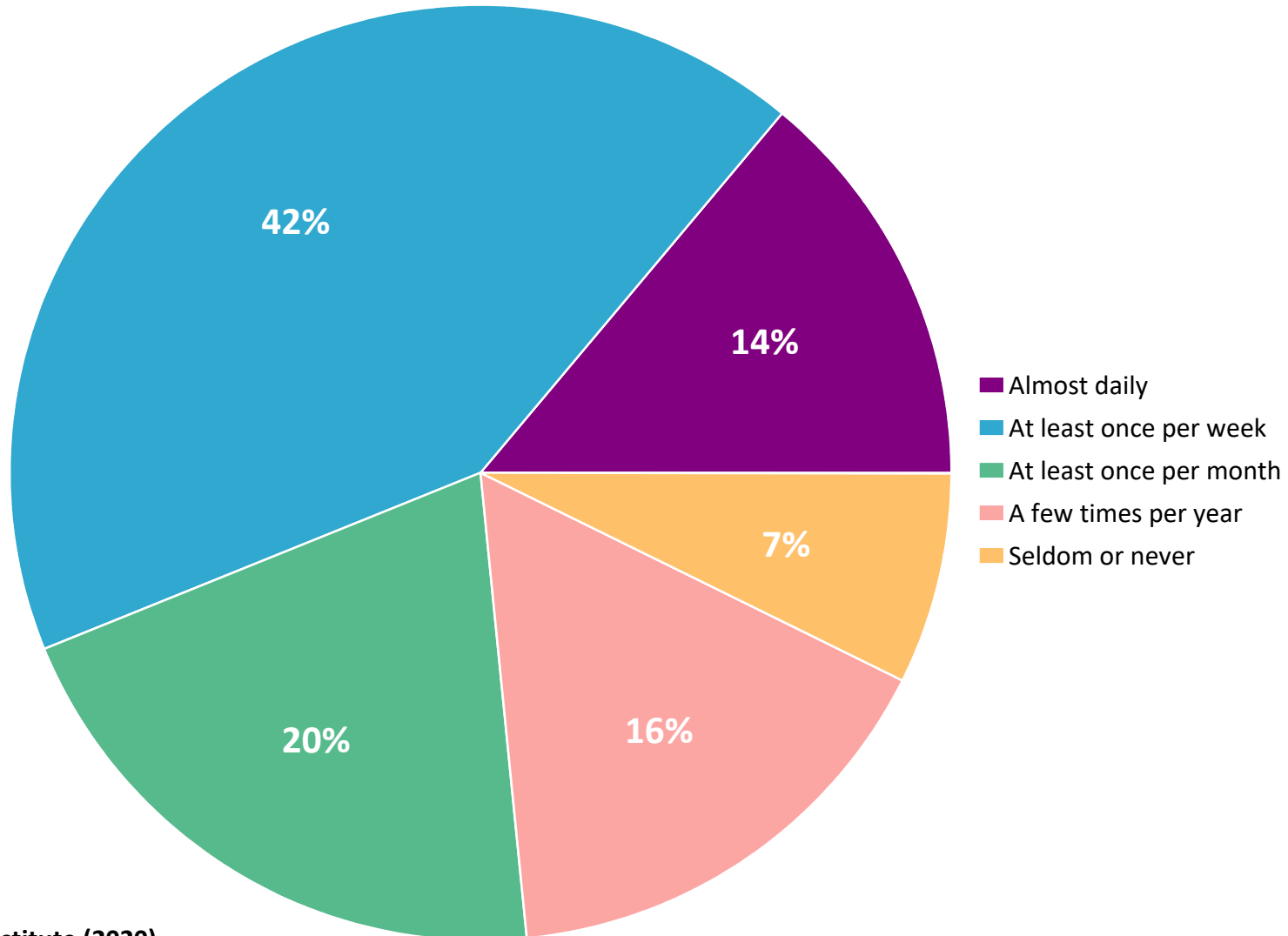
by percentage of respondents (without "not provided")



Source: ETC Institute (2020)

Q5. On average, how often do you and members of your household visit parks that are owned or maintained by the Hollywood Parks, Recreation and Cultural Arts Department?

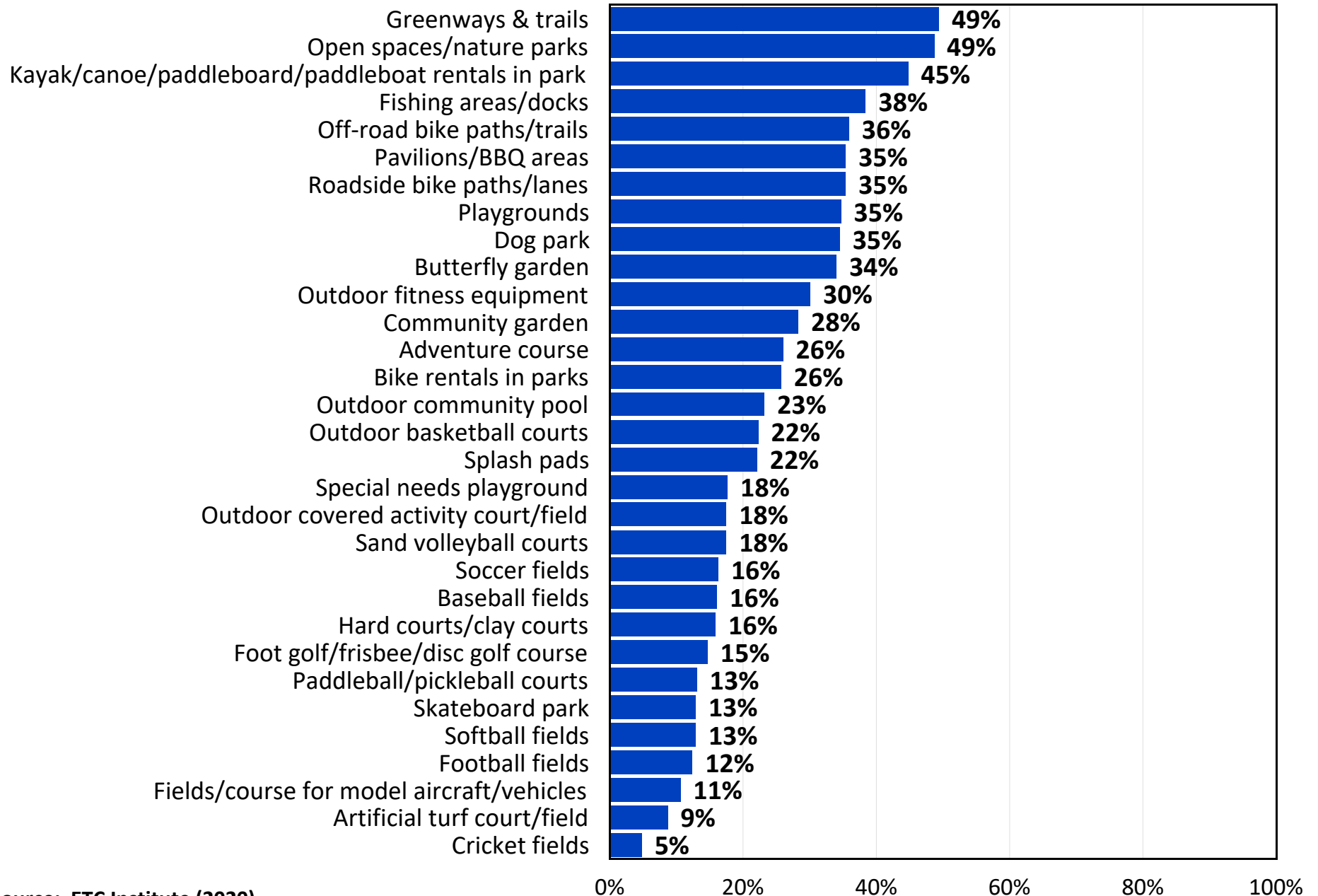
by percentage of respondents (without “not provided”)



Source: ETC Institute (2020)

Q6. Households' Amenity Needs

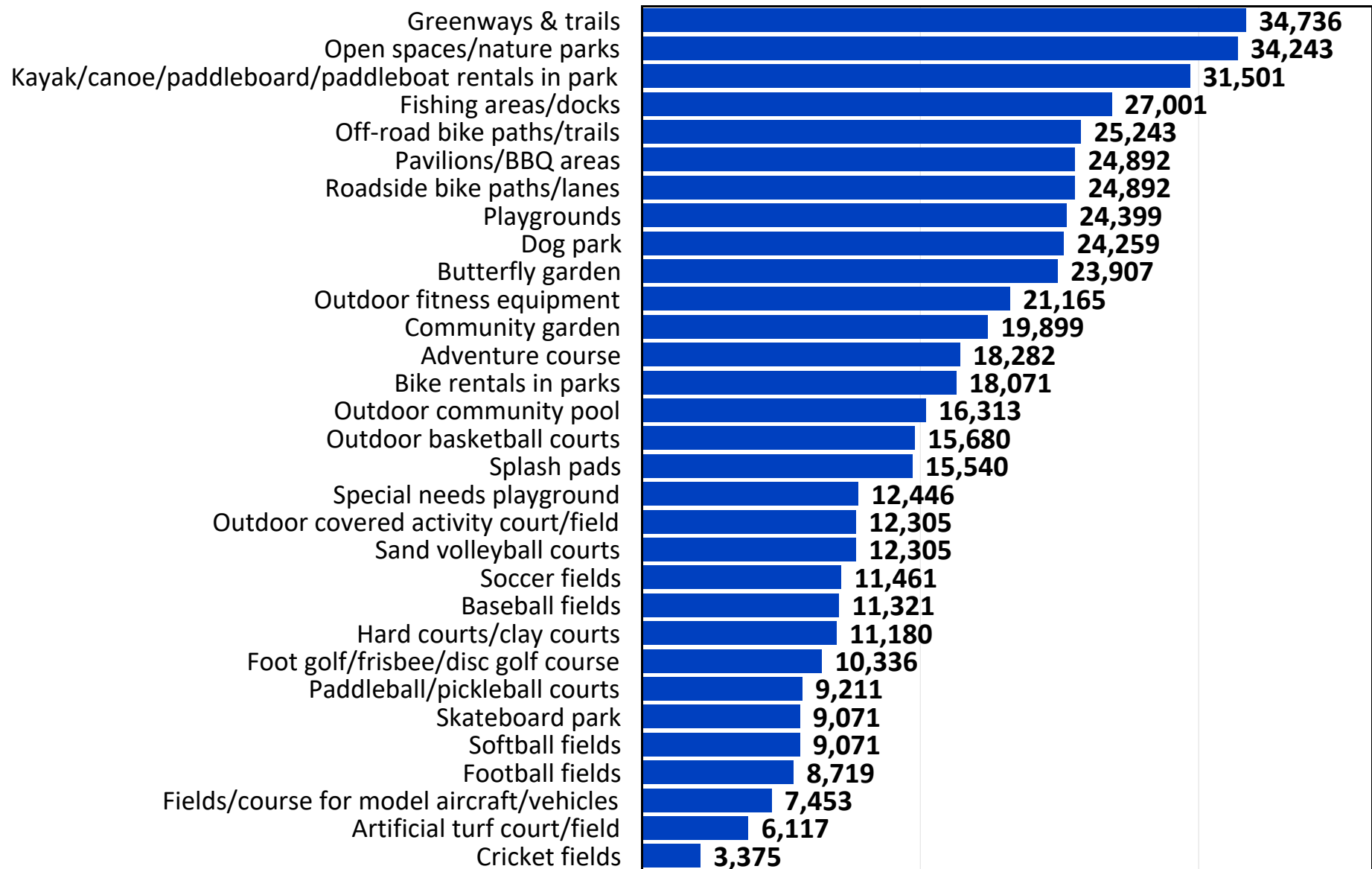
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2020)

Estimated Number of Households That Have a Need for Various Amenities

by number of households based on an estimated 70,315 households in Hollywood, FL



Source: ETC Institute (2020)

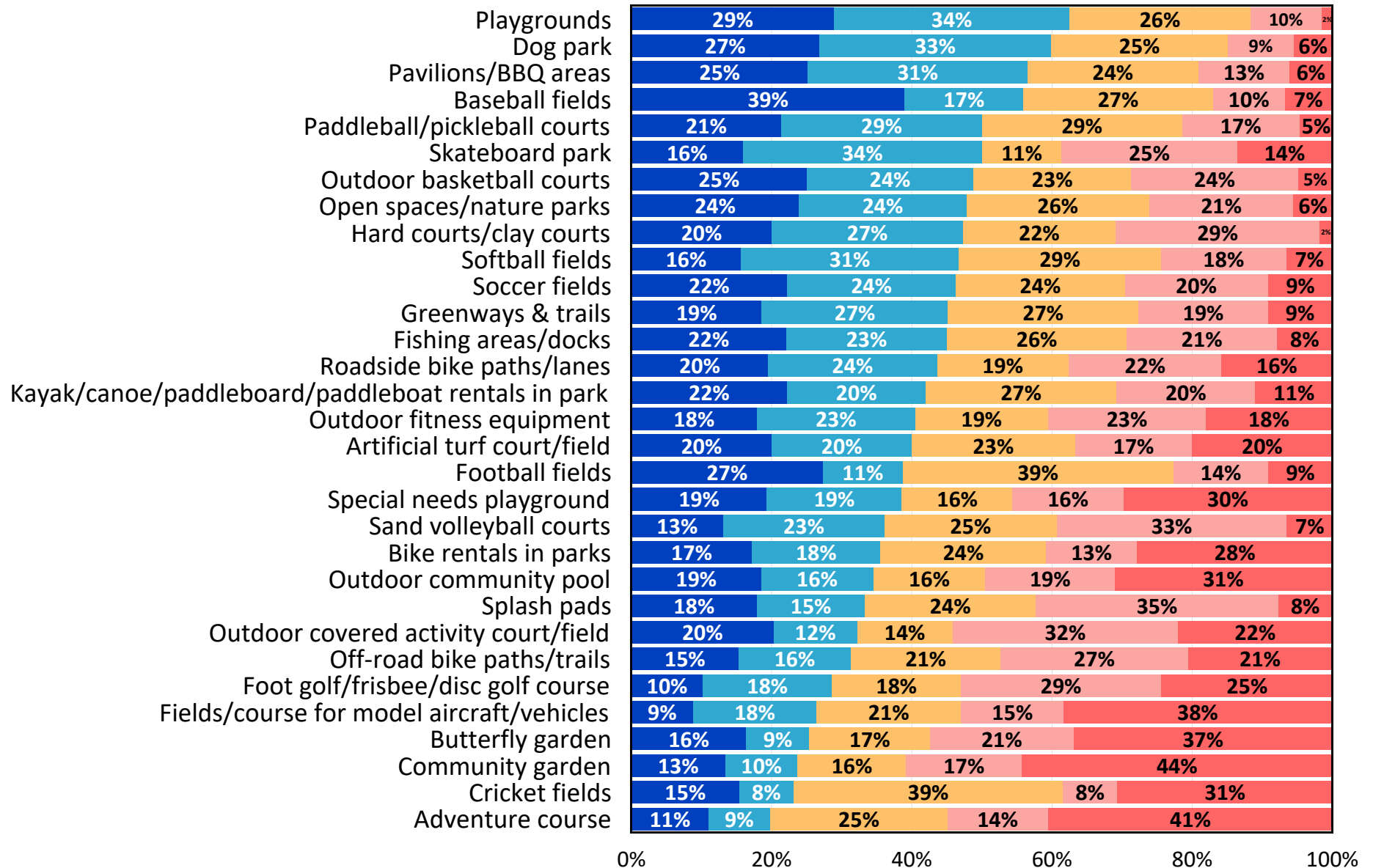
0

16,000

32,000

Q6. How Well Amenities Meet the Needs of Respondent Households

by percentage of respondents with a need for amenities
(using a scale of 1 to 5, where 5 means your needs are "100% Met" and 1 means "0% Met.")

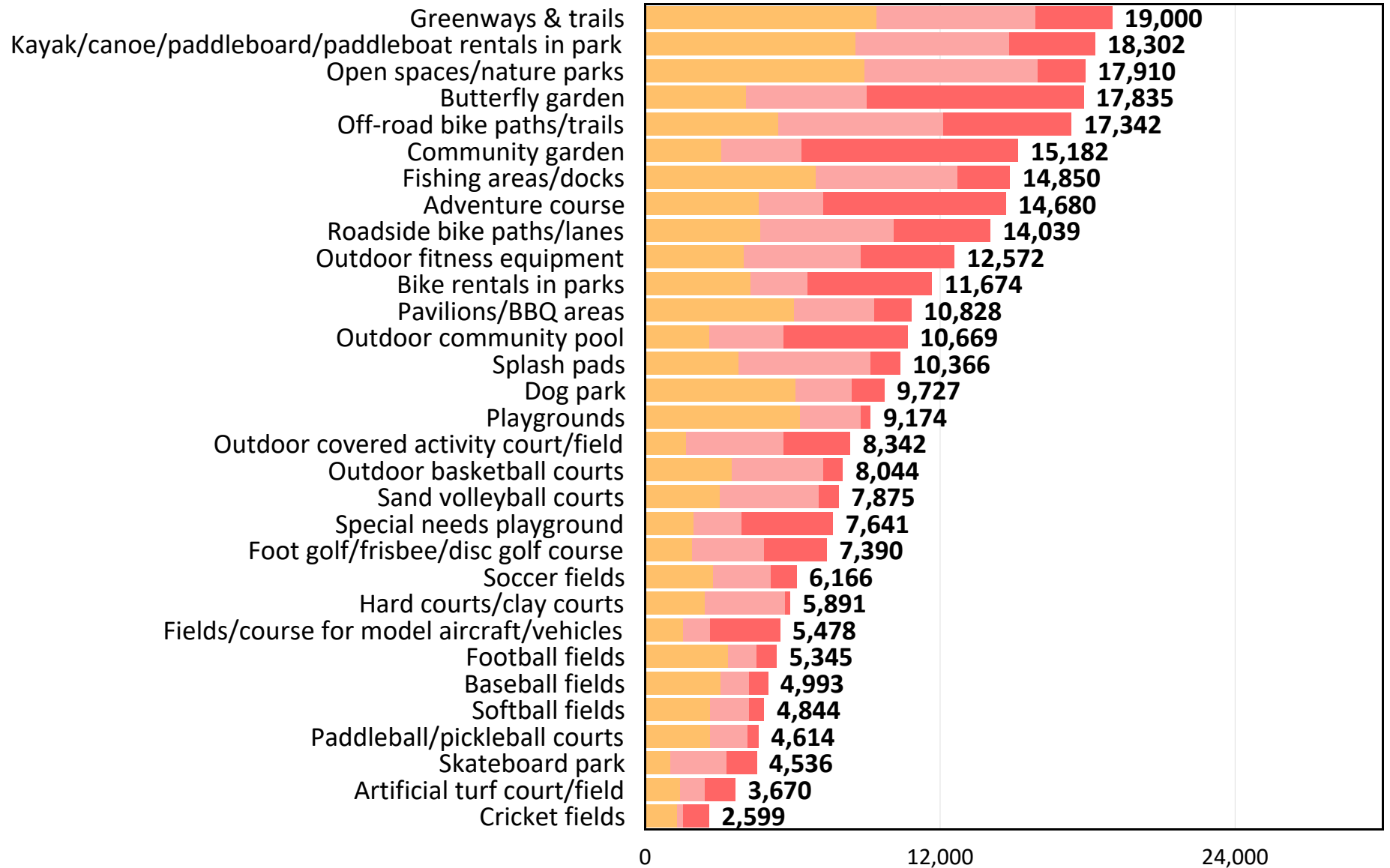


Source: ETC Institute (2020)

100% Met 75% Met 50% Met 25% Met 0% Met

Estimated Number of Households Whose Needs for Amenities Are Being Met 50% or Less

by number of households based on an estimated 70,315 households in Hollywood, FL

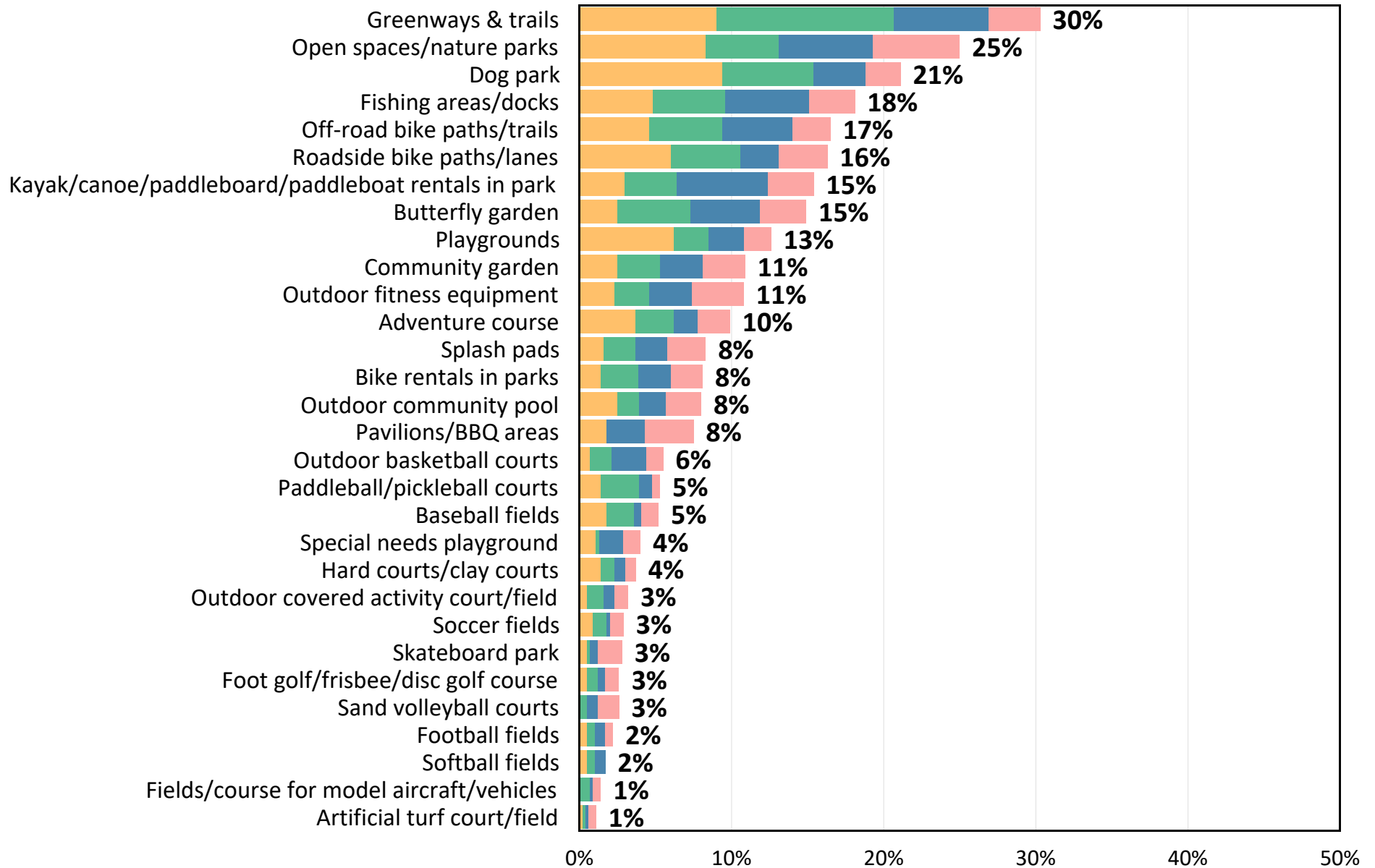


Source: ETC Institute (2020)

50% Met 25% Met 0% Met

Q7. Amenities Most Important to Households

by percentage of respondents who selected the items as one of their top four choices

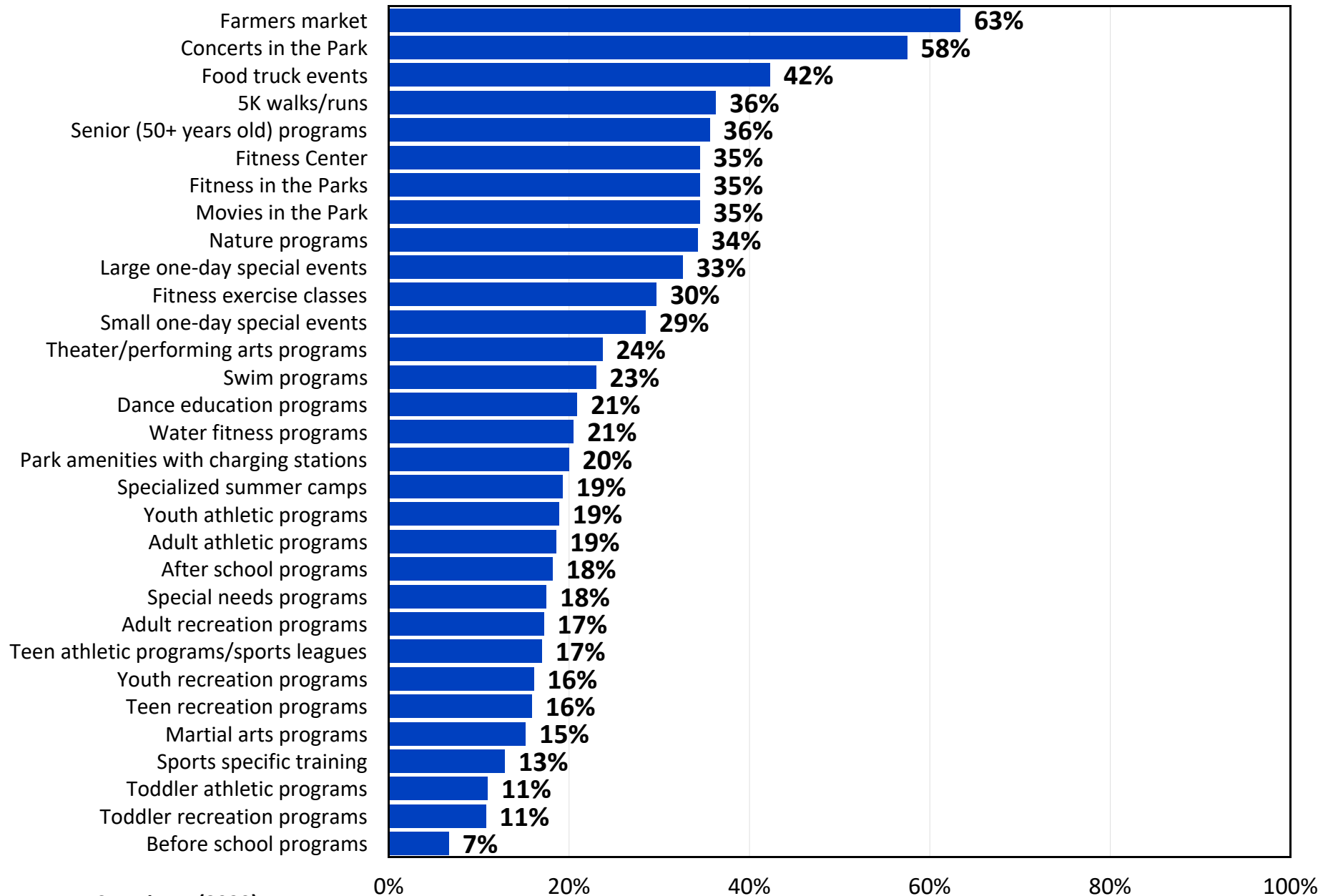


Source: ETC Institute (2020)

Most Important 2nd Choice 3rd Choice 4th Choice

Q8. Households' Program Needs

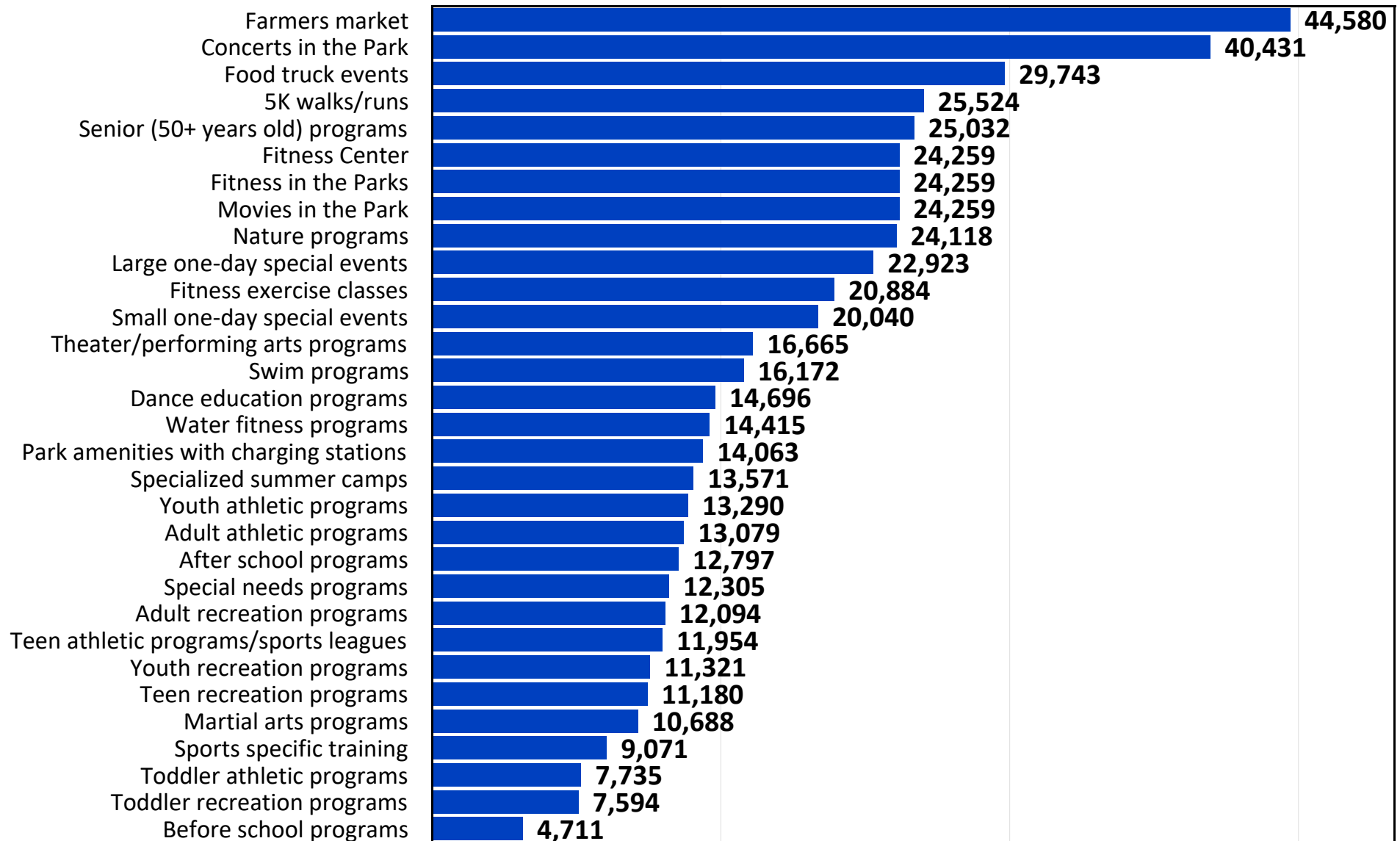
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2020)

Estimated Number of Households That Have a Need for Various Programs

by number of households based on an estimated 70,315 households in Hollywood, FL



Source: ETC Institute (2020)

0

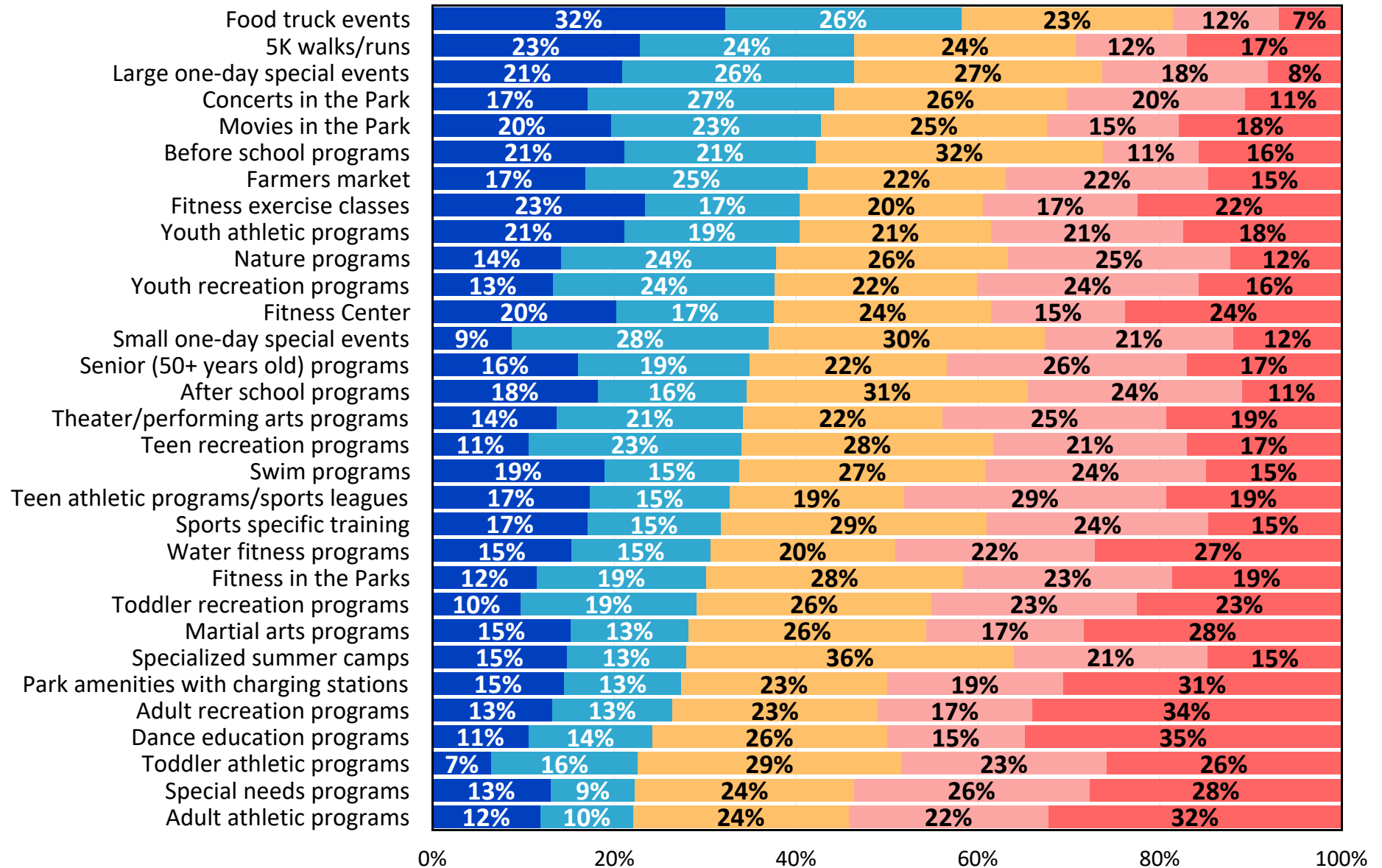
15,000

30,000

45,000

Q8. How Well Programs Meet the Needs of Respondent Households

by percentage of respondents with a need for programs
(using a scale of 1 to 5, where 5 means your needs are "100% Met" and 1 means "0% Met.")

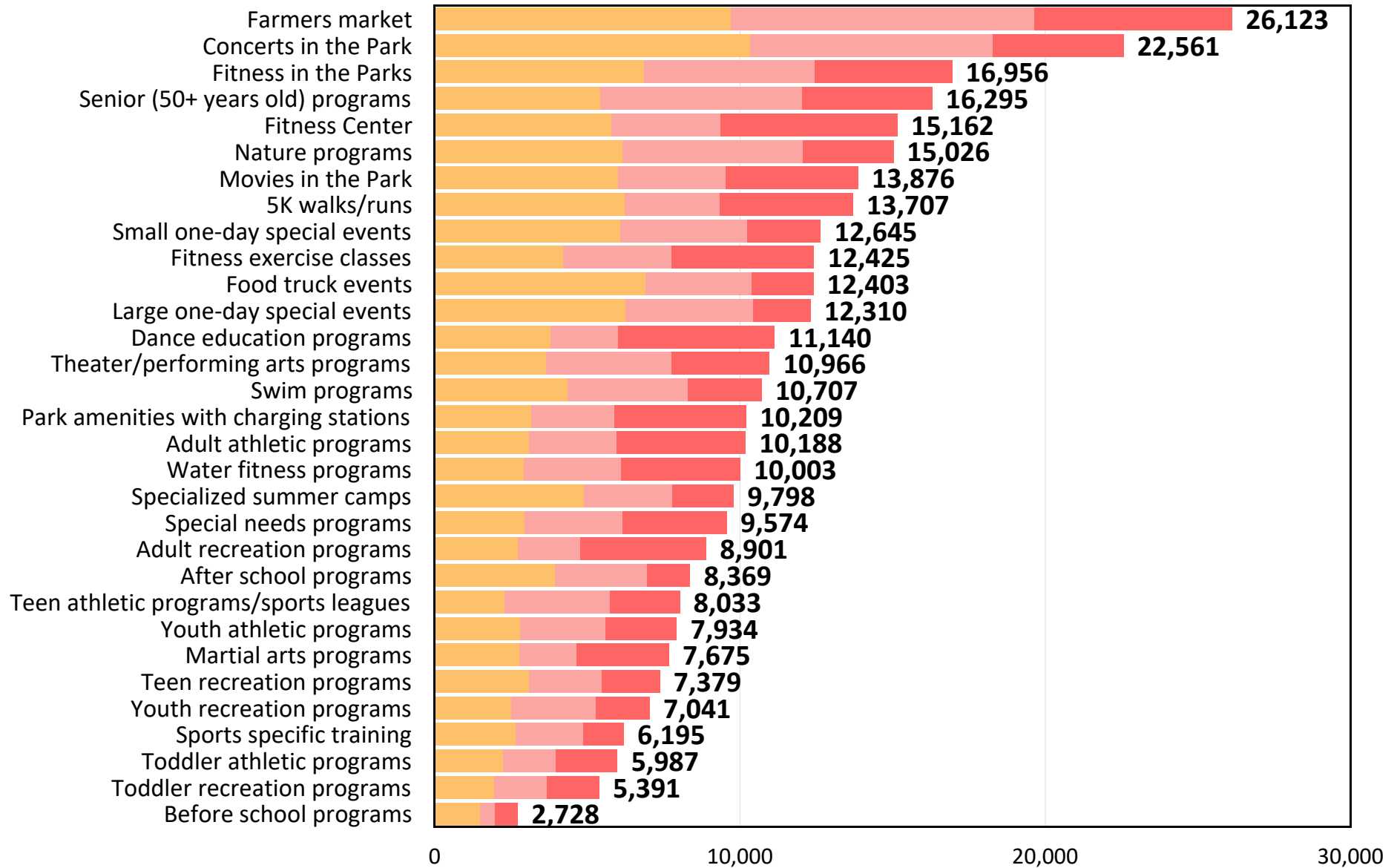


Source: ETC Institute (2020)

■ 100% Met ■ 75% Met ■ 50% Met ■ 25% Met ■ 0% Met

Estimated Number of Households Whose Needs for Programs Are Met 50% or Less

by number of households based on an estimated 70,315 households in Hollywood, FL

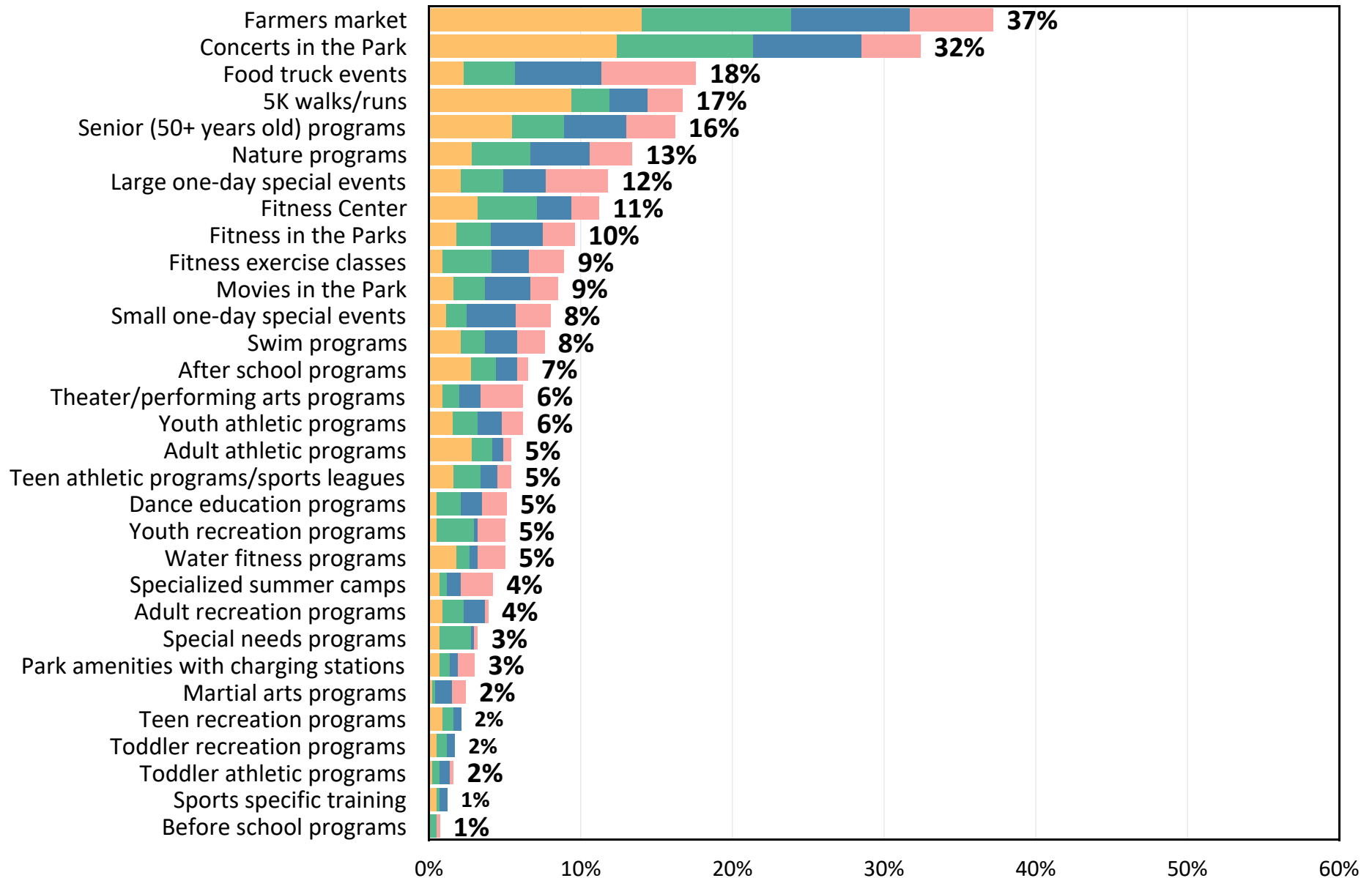


Source: ETC Institute (2020)

50% Met 25% Met 0% Met

Q9. Programs Most Important to Households

by percentage of respondents who selected the items as one of their top four choices

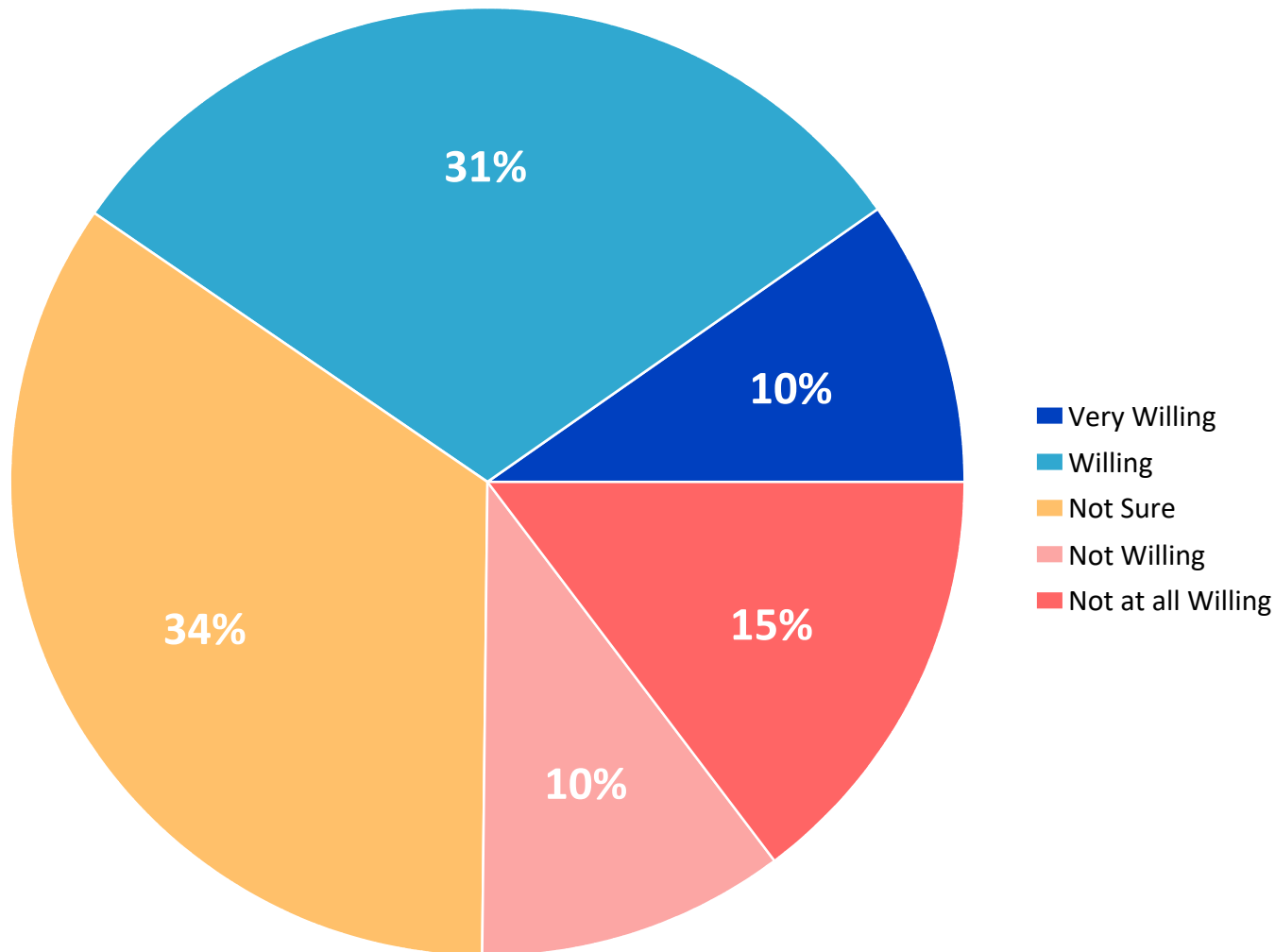


Source: ETC Institute (2020)

Most Important 2nd Choice 3rd Choice 4th Choice

Q10. How willing would you be to pay additional fees to use the facilities/programs that you indicated were most important to you and the members of your household in Questions 7 and 9?

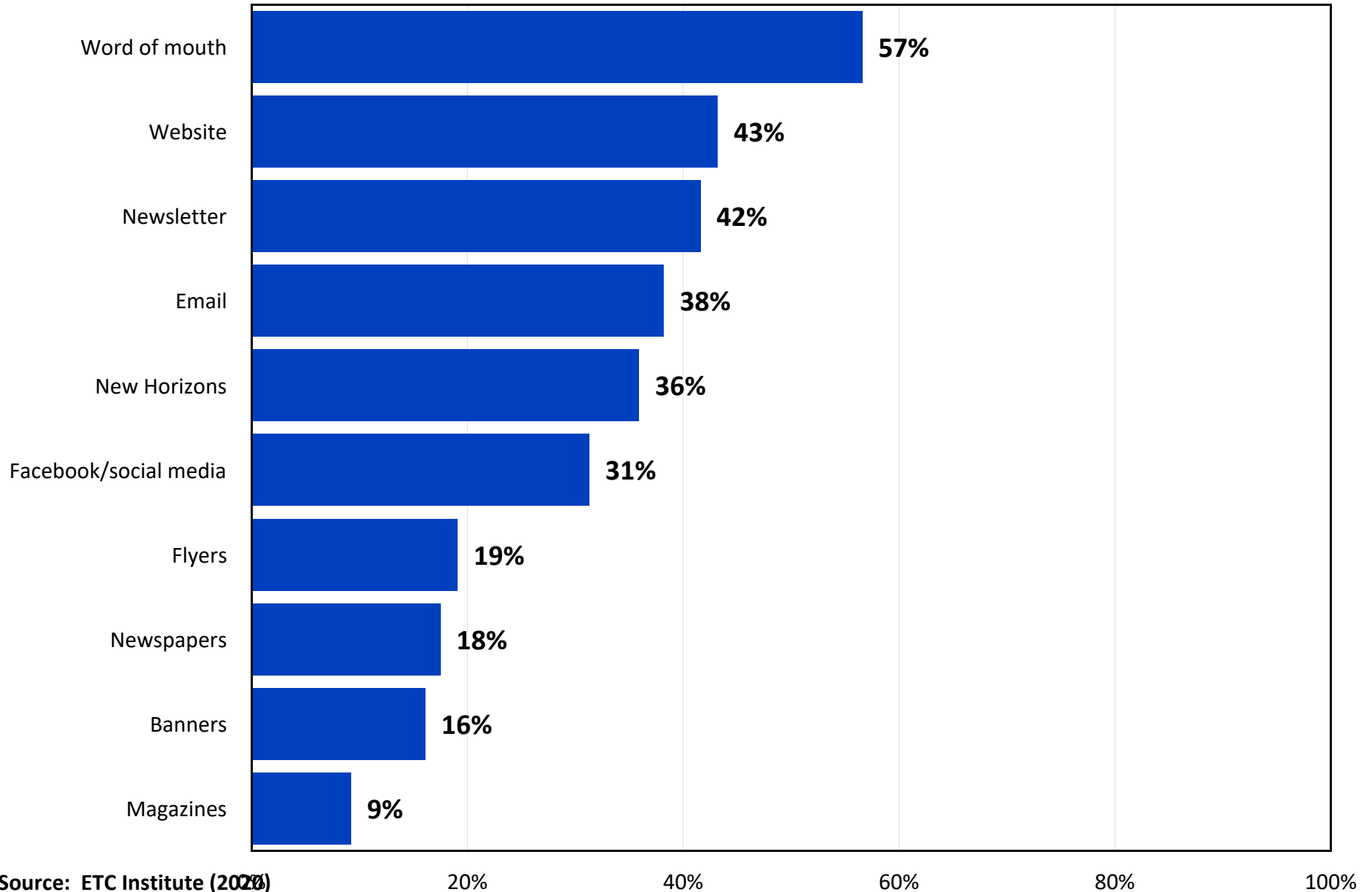
by percentage of respondents (without "not provided")



Source: ETC Institute (2020)

Q11. Please CHECK ALL of the following ways you learn about City of Hollywood programs, activities, and events.

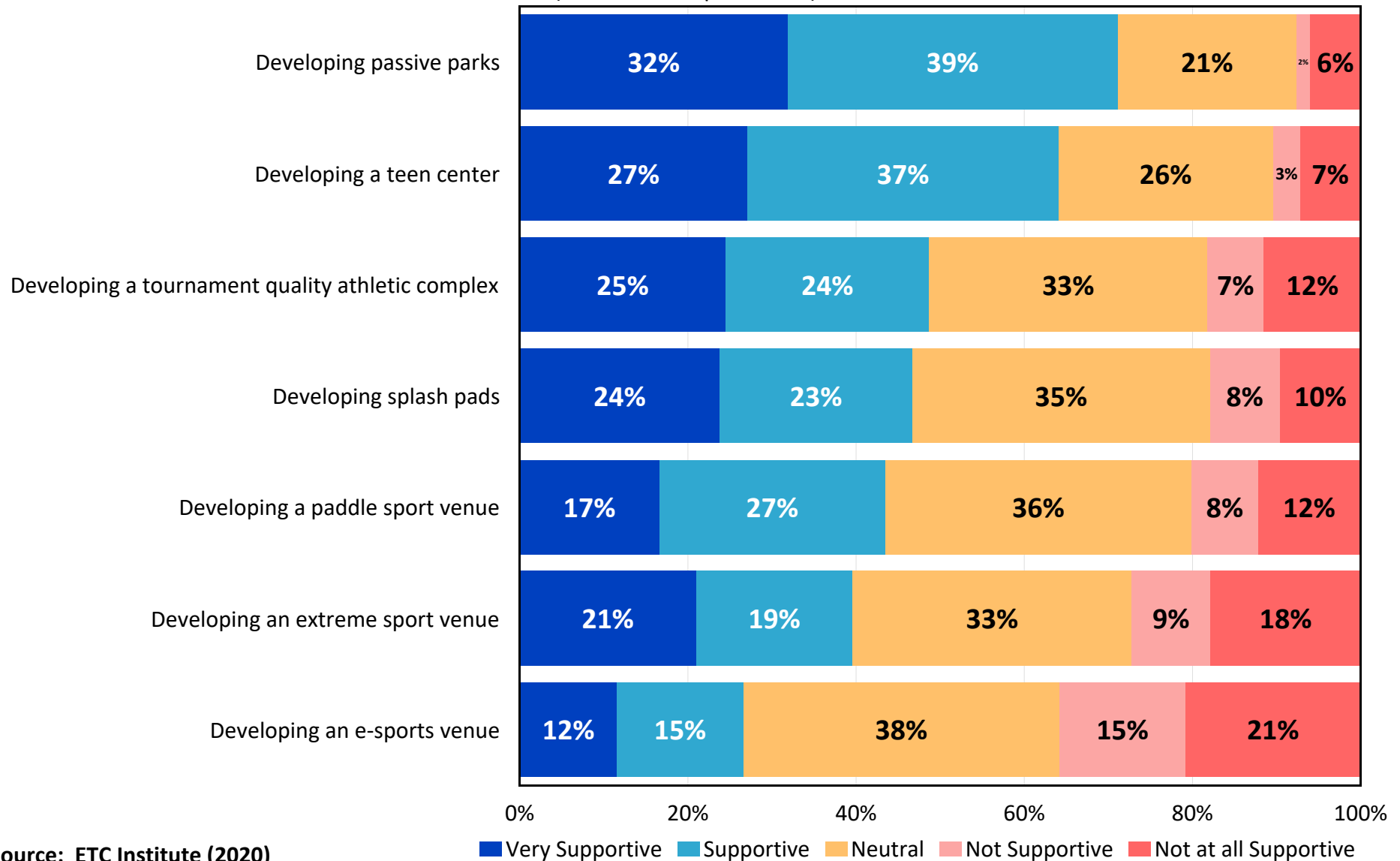
by percentage of respondents (multiple responses could be selected)



Source: ETC Institute (2020)

12. Please rate how supportive you would be of the Hollywood Parks, Recreation, and Cultural Arts Department developing each of the following items to improve the types of amenities offered to residents.

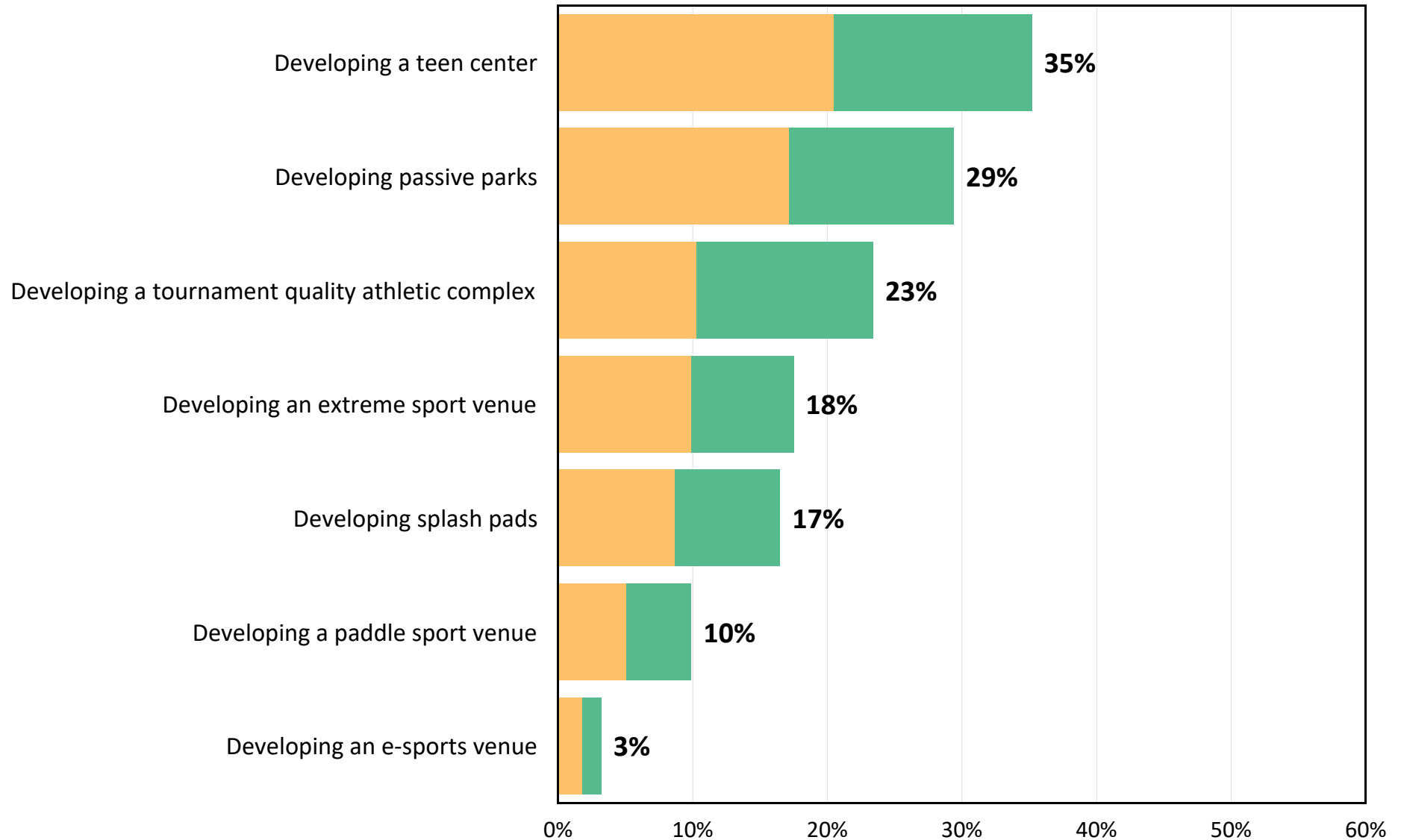
by percentage of respondents using a scale of 1 to 5, where 5 means “very supportive” and 1 means “not at all supportive” (without “not provided”)



Source: ETC Institute (2020)

Q13. Which TWO of the actions from the list in Question 12 would you be **MOST WILLING** to support with your tax dollars?

by percentage of respondents who selected the items as one of their top four choices

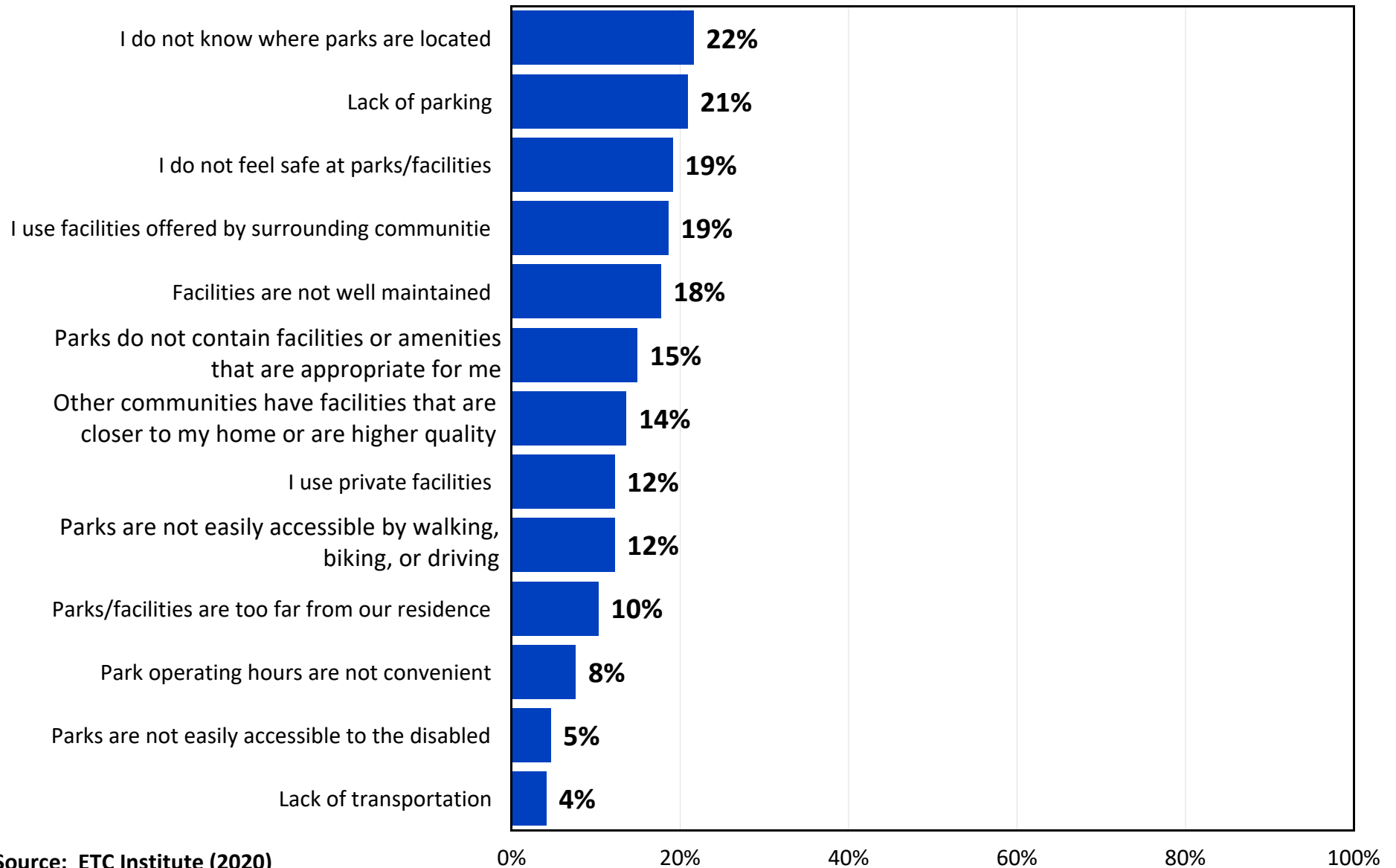


Source: ETC Institute (2020)

Most Willing 2nd Choice

Q14. Please CHECK ALL of the following reasons that prevent you or members of your household from using the parks, greenway trails, and recreation facilities of the City of Hollywood MORE OFTEN.

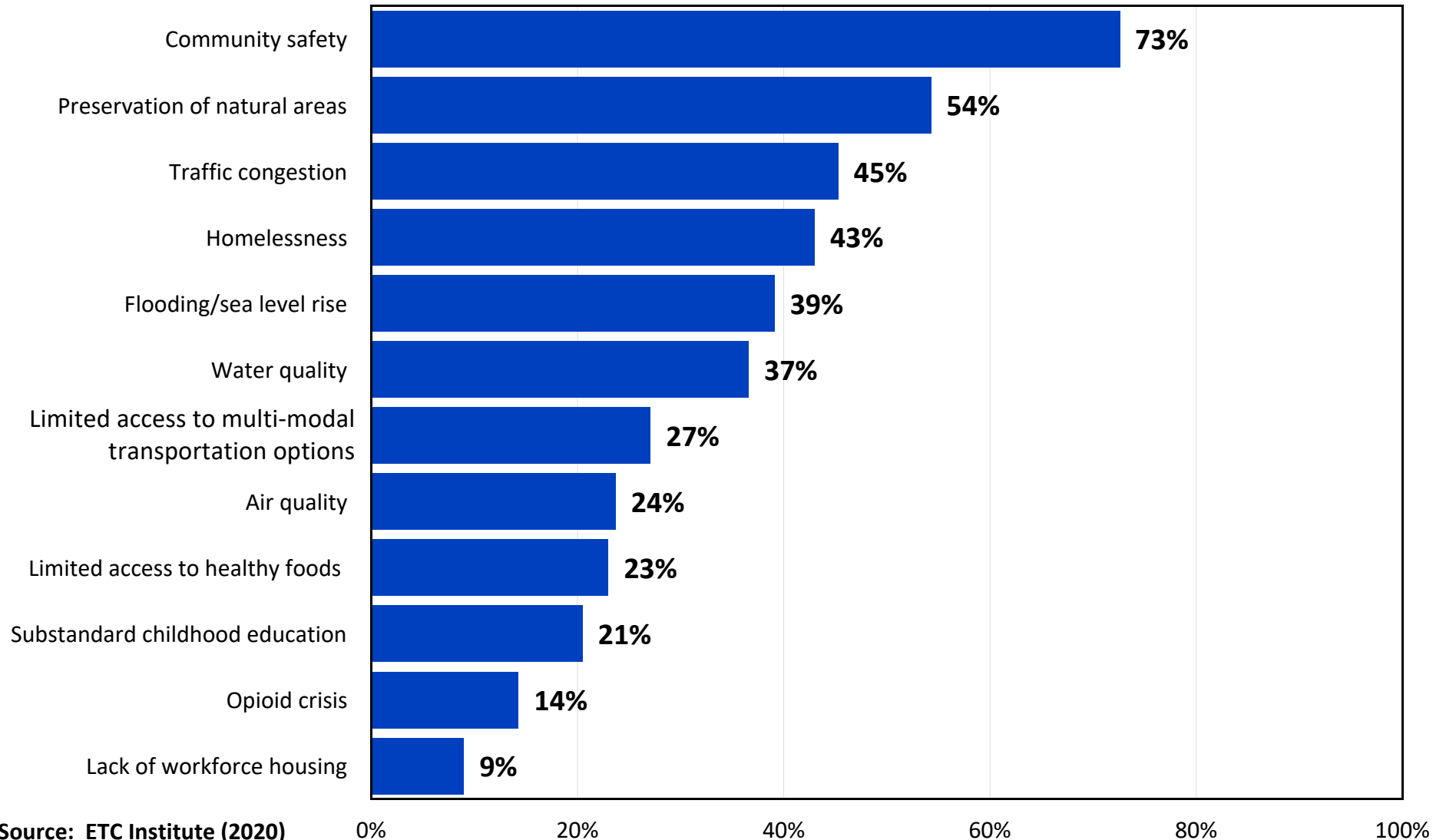
by percentage of respondents (multiple responses could be selected)



Source: ETC Institute (2020)

Q15. Parks and Recreation systems have the potential to help address some of the complex social, economic, and environmental challenges facing communities. From the list below, please select the top FIVE challenges that are MOST IMPORTANT to your household.

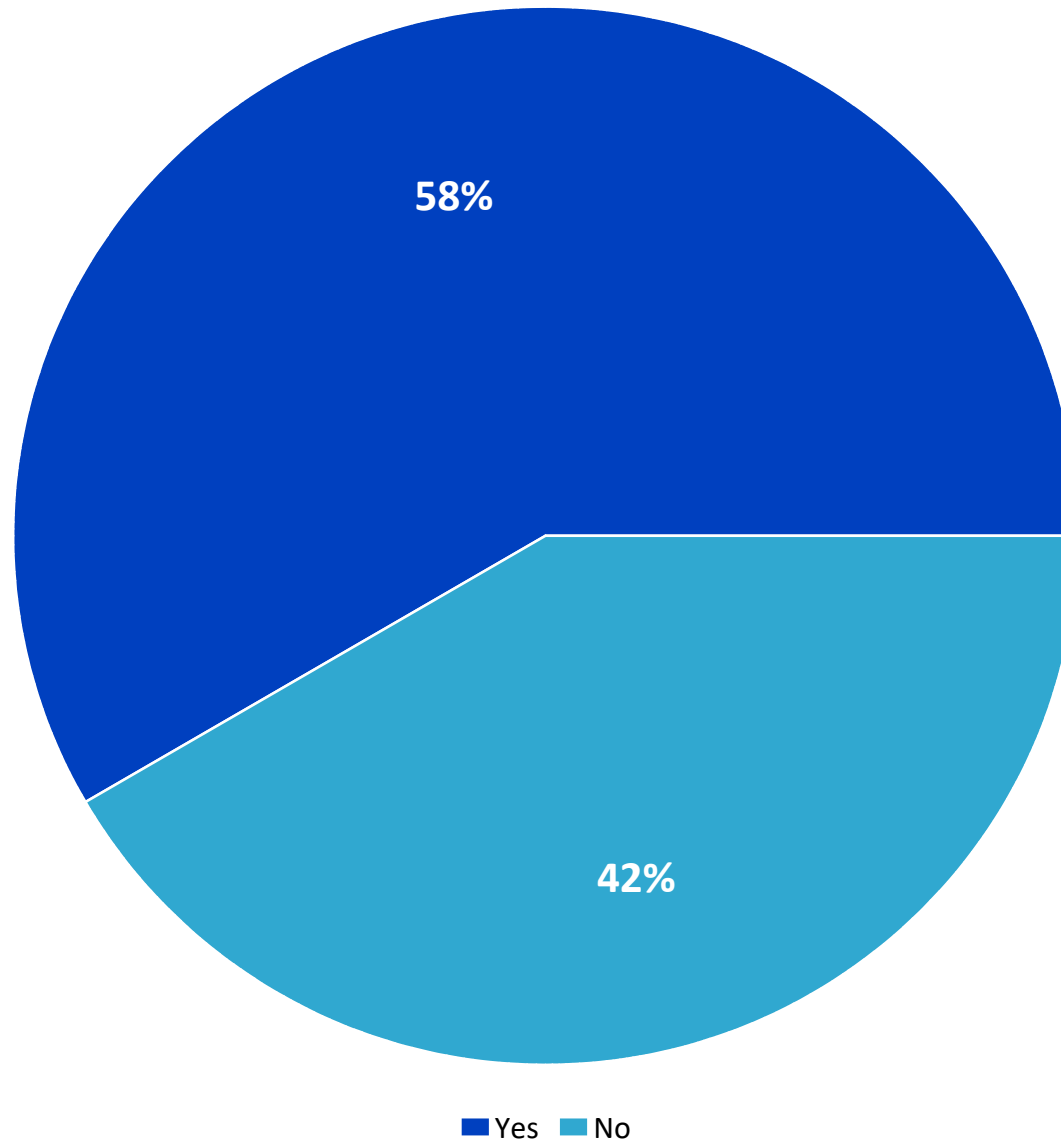
by percentage of respondents (multiple responses could be selected)



Source: ETC Institute (2020)

Q16. Do you walk or bike to the City parks?

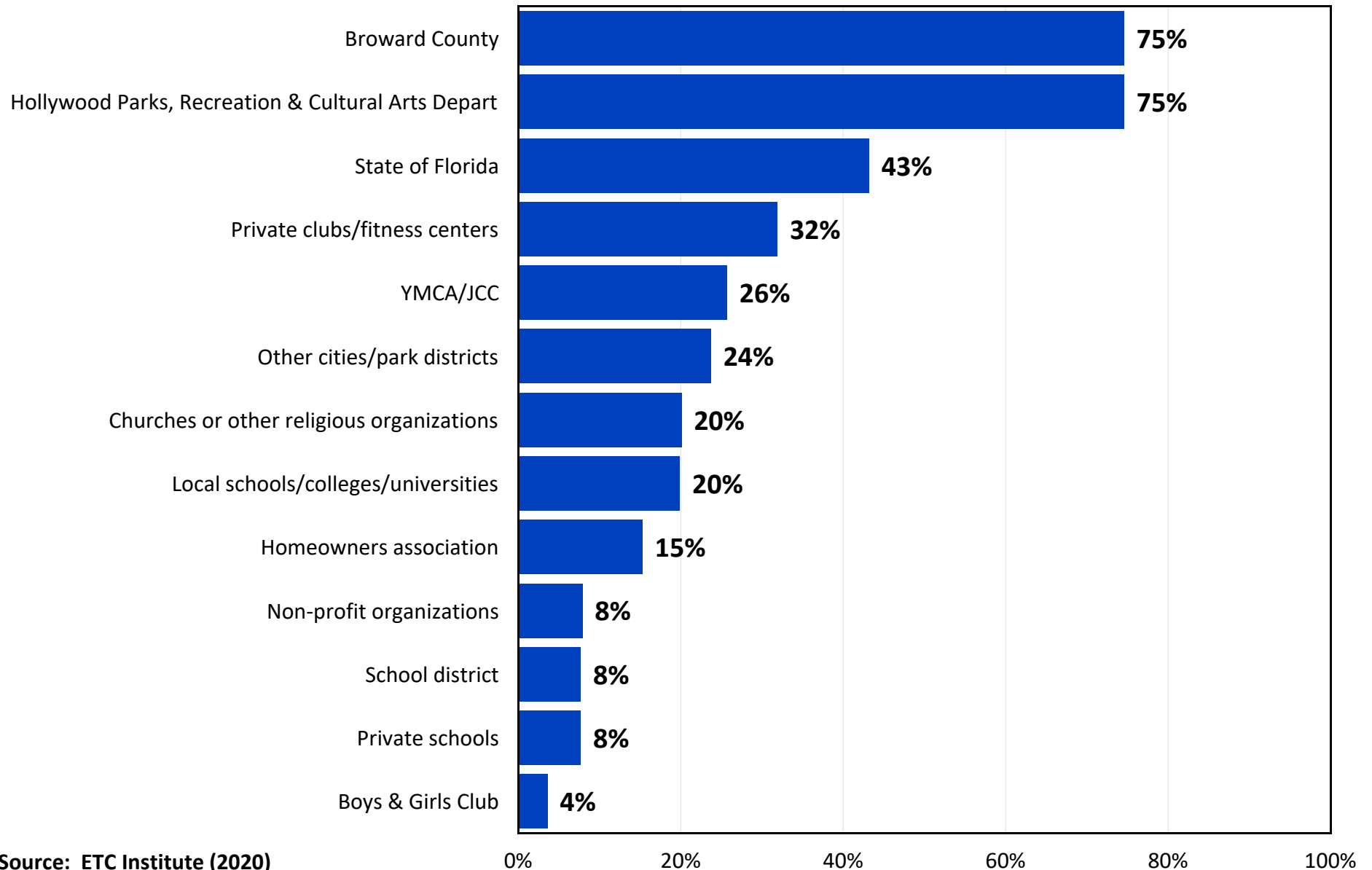
by percentage of respondents (without "not provided")



Source: ETC Institute (2020)

Q17. Please CHECK ALL of the following organizations that provide recreation programs and facilities that are used by you or members of your household.

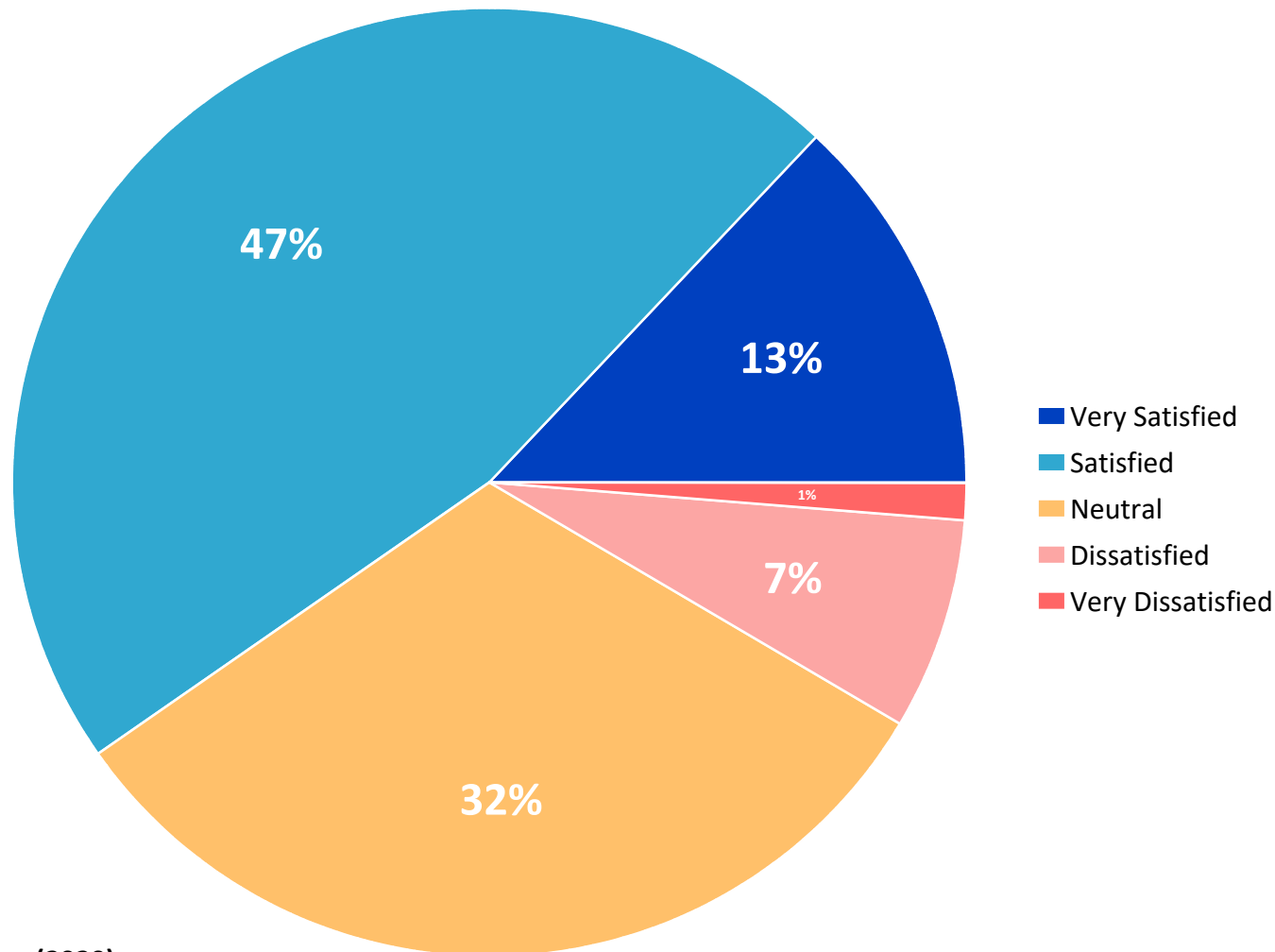
by percentage of respondents (multiple responses could be selected) (without “none of these”)



Source: ETC Institute (2020)

Q18. Please rate your satisfaction on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the overall value your household receives from the Hollywood Parks, Recreation and Cultural Arts Department.

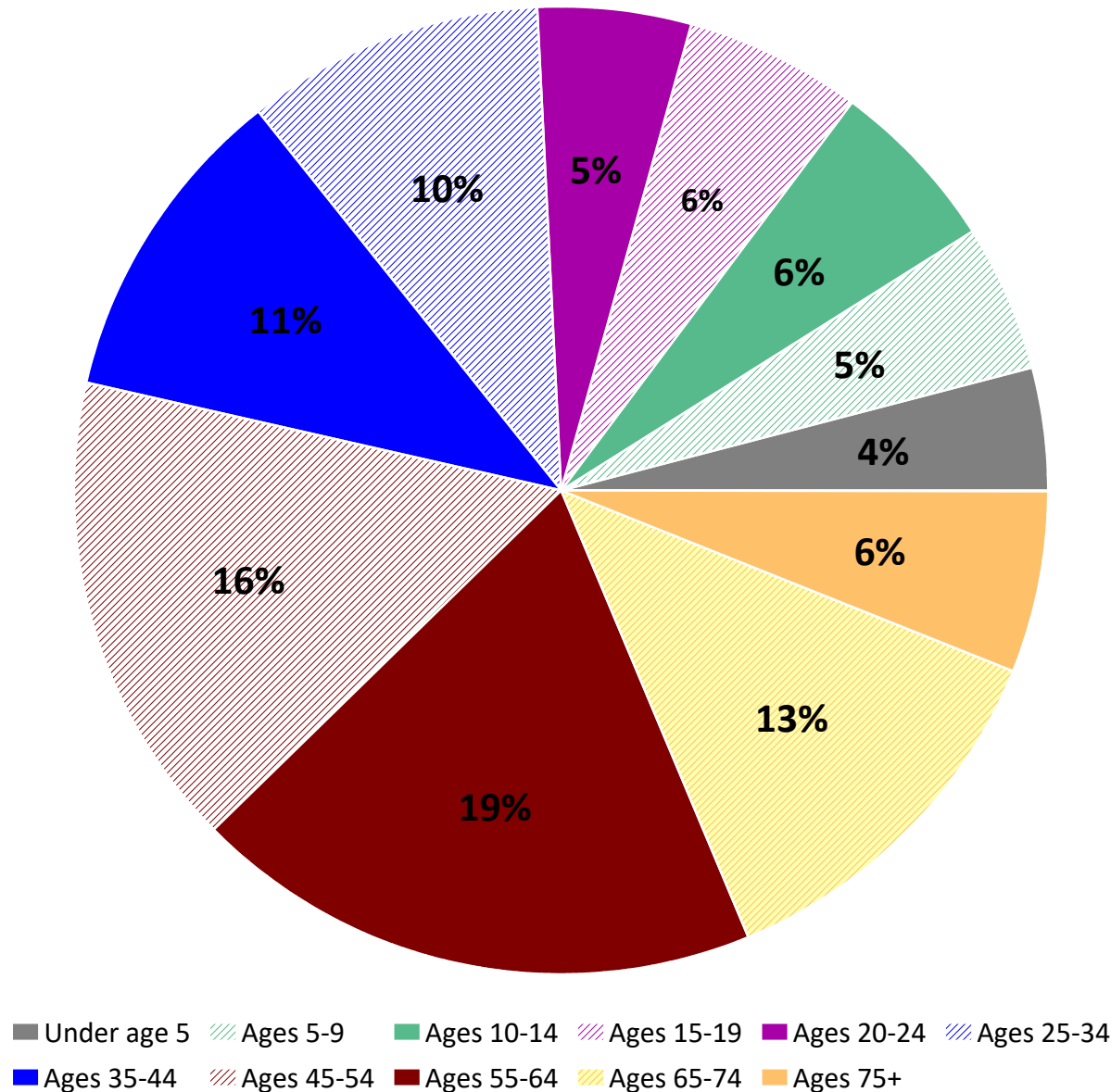
by percentage of respondents (without "don't know")



Source: ETC Institute (2020)

Q19. Demographics: Including yourself, how many people in your household are...

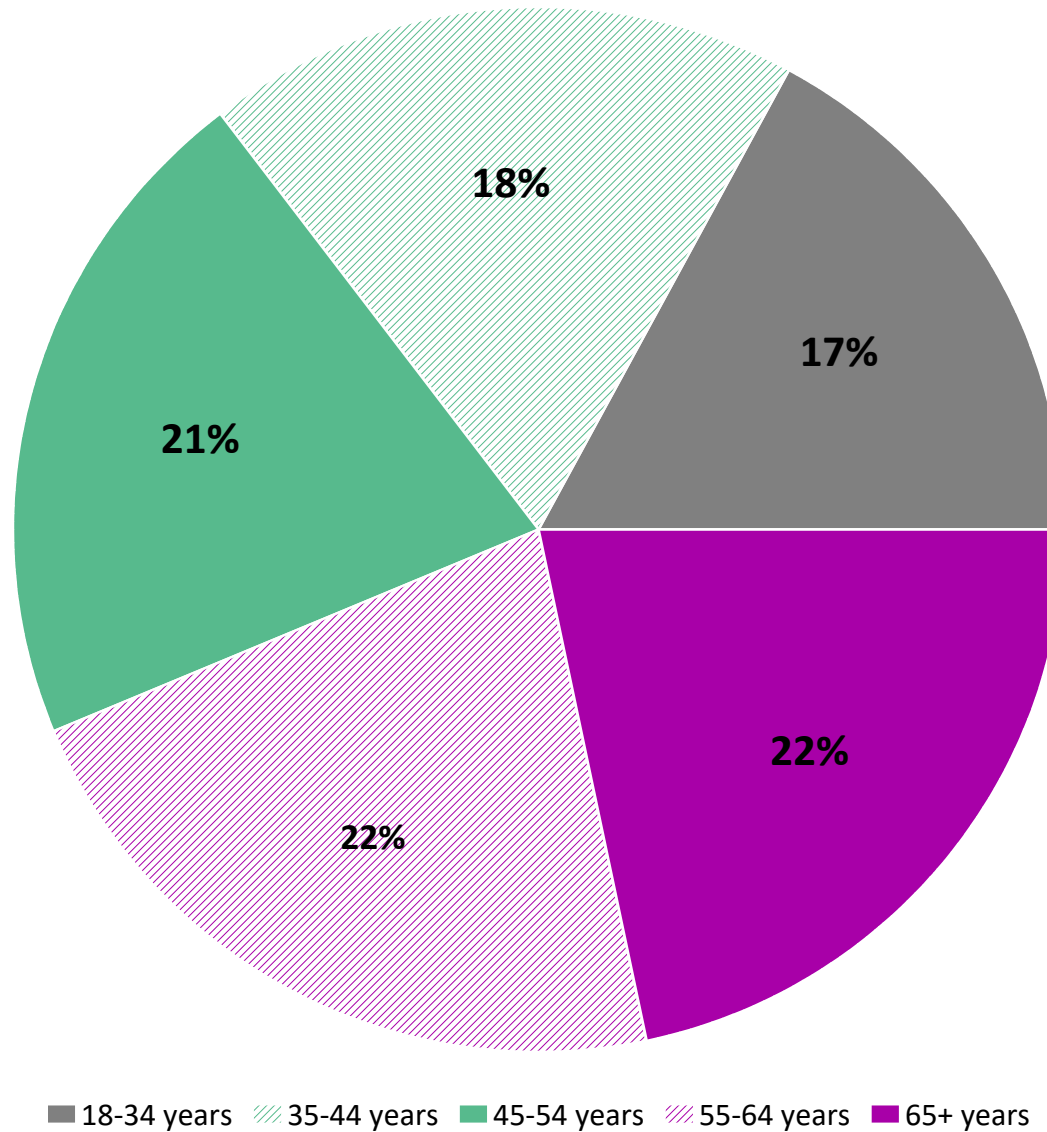
by percentage of respondents



Source: ETC Institute (2020)

Q20. Demographics: Age

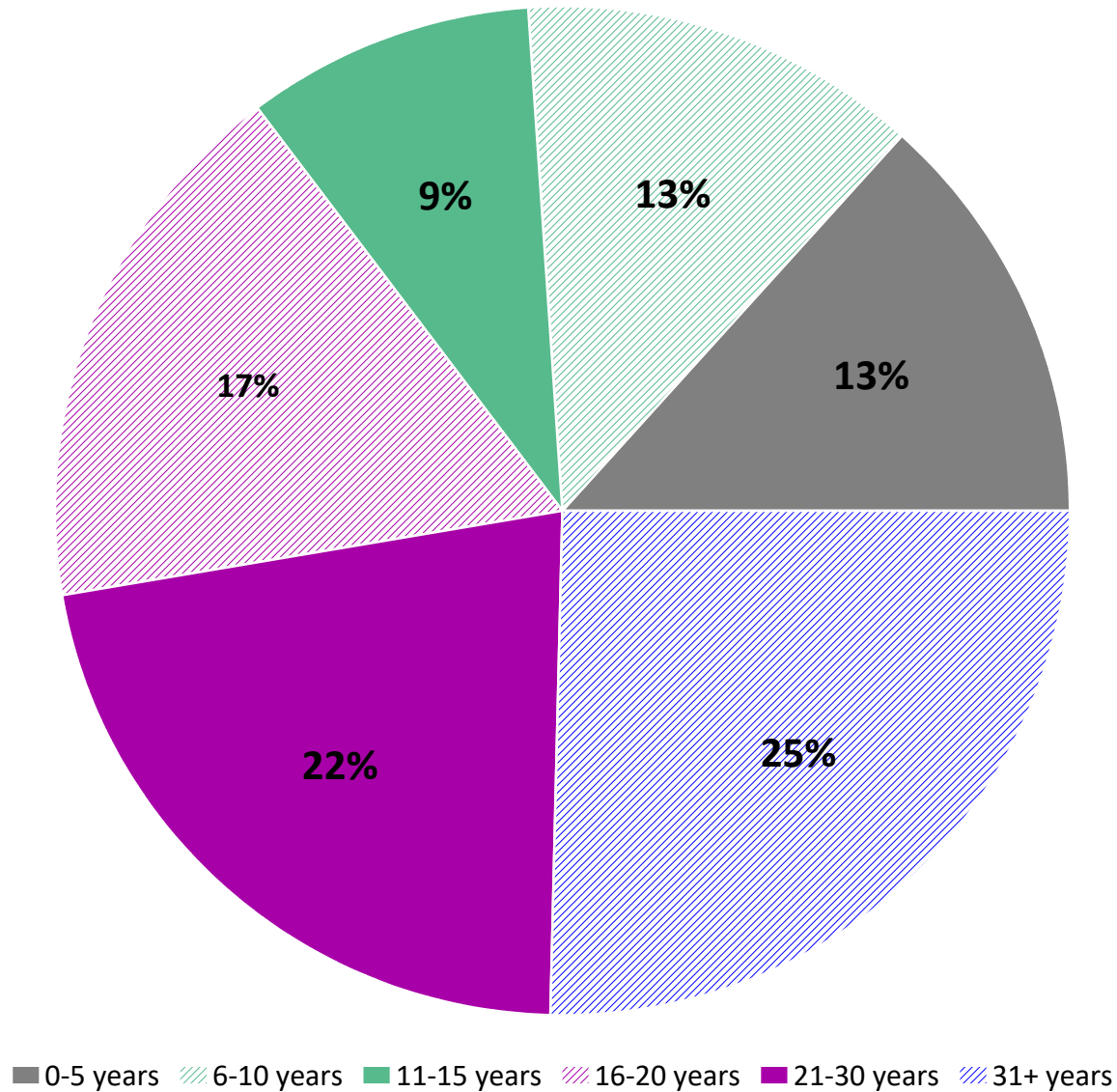
by percentage of respondents (without "not provided")



Source: ETC Institute (2020)

Q21. Demographics: How many years have you lived in Hollywood?

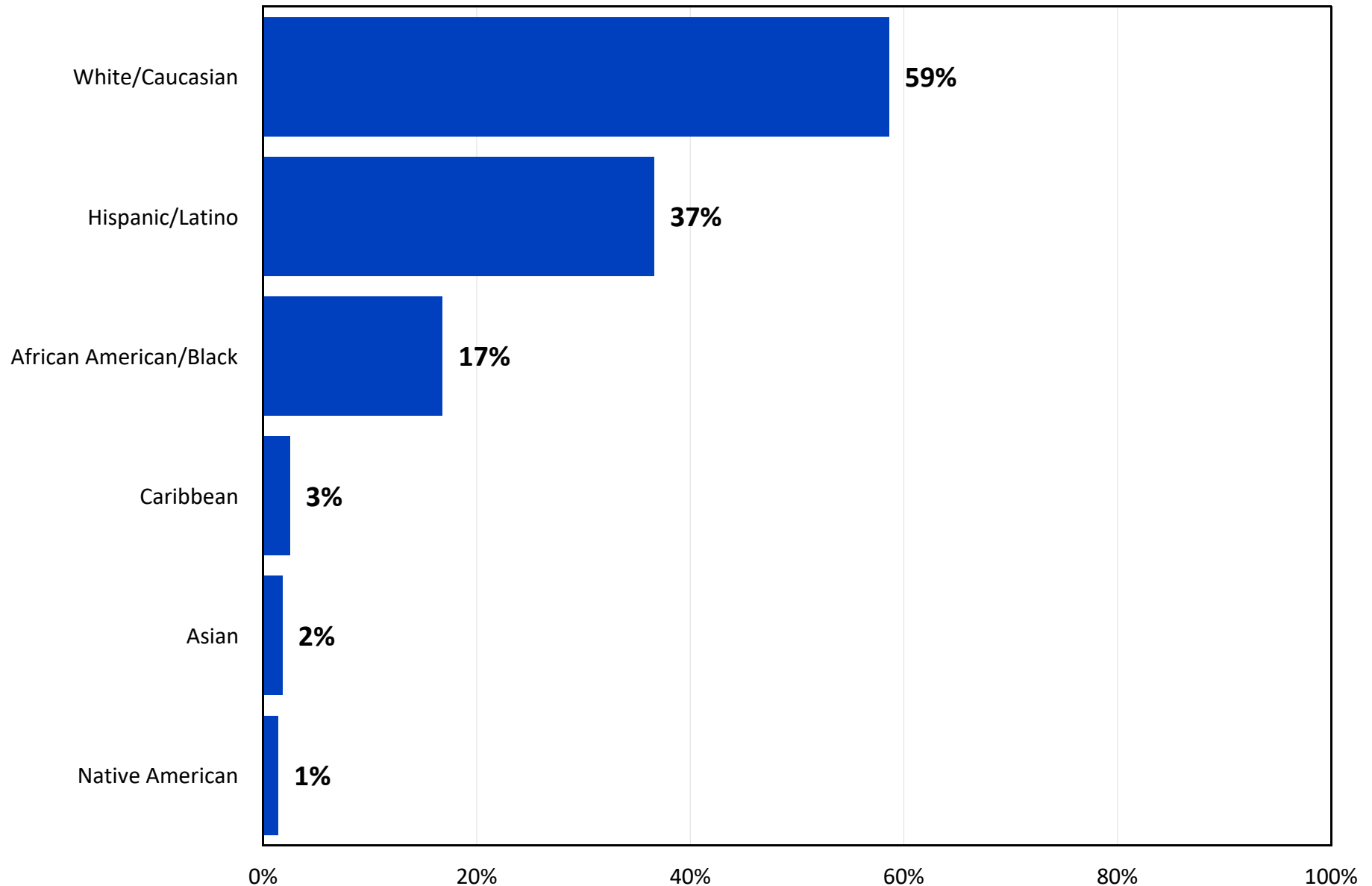
by percentage of respondents (without "not provided")



Source: ETC Institute (2020)

Q22. Demographics: Race/Ethnicity

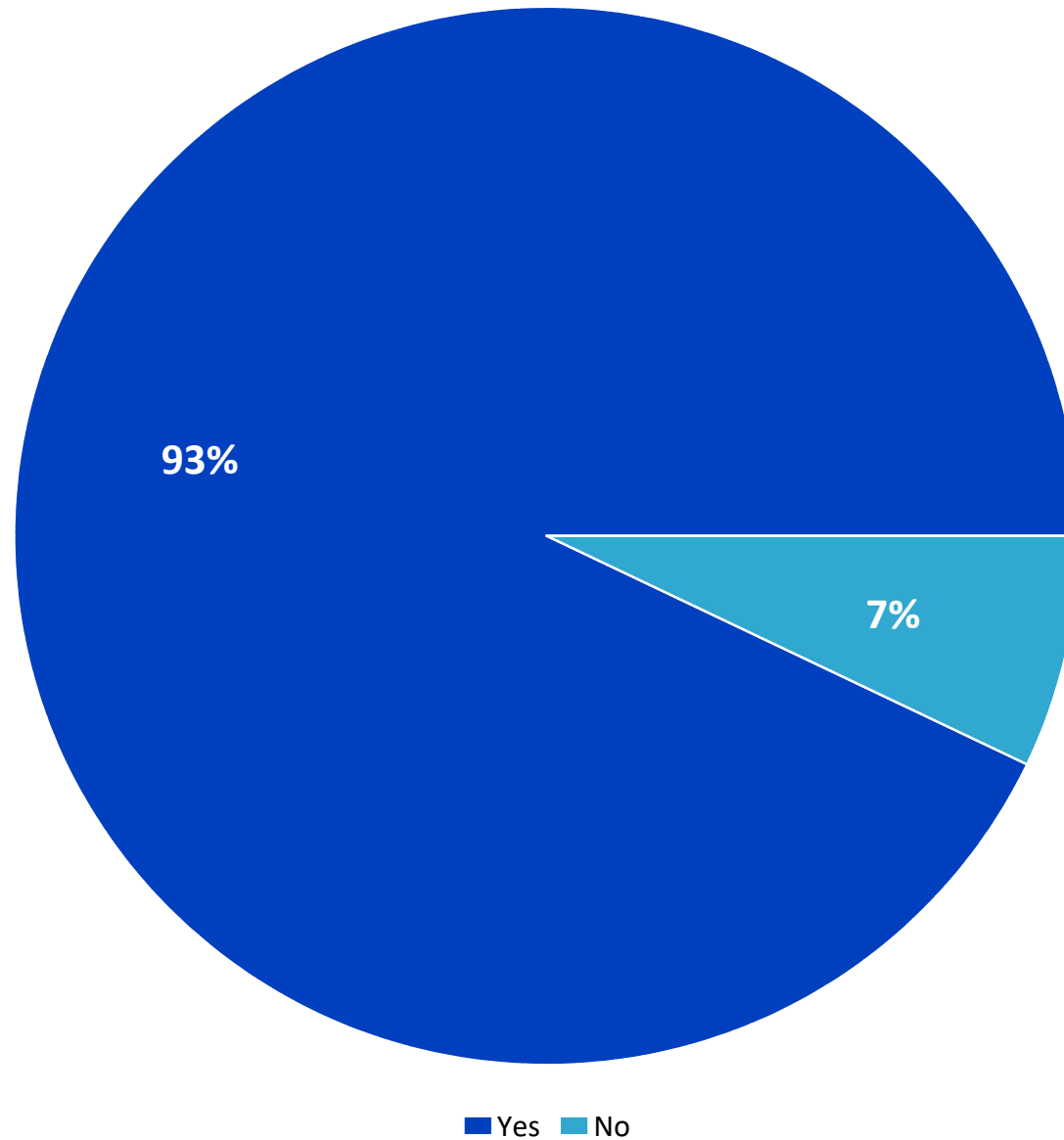
by percentage of respondents (multiple choices could be selected)



Source: ETC Institute (2020)

Q23. Demographics: Are you a registered voter?

by percentage of respondents (without “not provided”)



Source: ETC Institute (2020)

Section 2

Benchmarking Analysis

Benchmarking Summary Report

Hollywood, Florida

Since 1998, ETC Institute has conducted household surveys for needs assessments, feasibility studies, customer satisfaction, fees and charges comparisons, and other parks and recreation issues in more than 400 communities in 49 states across the country.

The results of these surveys has provided an unparalleled data base of information to compare responses from household residents in client communities to “National Averages” and therefore provide a unique tool to “assist organizations in better decision making.”

Communities within the data base include a full-range of municipal and county governments from 20,000 in population through over 1 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; reasons that prevent members of households from using parks and recreation facilities more often; priority recreation programs, parks, facilities and trails to improve or develop; priority programming spaces to have in planned community centers and aquatic facilities; potential attendance for planned indoor community centers and outdoor aquatic centers; etc.

Results from household responses for the City of Hollywood were compared to National Benchmarks to gain further strategic information. A summary of all tabular comparisons are shown on the following page.

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with Hollywood, Florida is not authorized without written consent from ETC Institute.

Benchmarking for the City of Hollywood Community Interest and Opinion Survey

Satisfaction with the overall value received from the parks and recreation department	National Average	Hollywood, FL 2020	Difference
Very Satisfied	24%	12%	-11.7%
Somewhat Satisfied	35%	43%	7.5%
Neutral	22%	29%	7.2%
Somewhat Dissatisfied	6%	7%	1.1%
Very Dissatisfied	3%	1%	-2.1%
Don't Know	11%	8%	-3.0%
How would you rate the quality of all the parks you've visited?	National Average	Hollywood, FL 2020	Difference
Excellent	29%	28%	-1.0%
Good	53%	56%	3.1%
Fair	14%	14%	-0.5%
Poor	3%	2%	-1.1%
Ways respondents learn about recreation programs and activities	National Average	Hollywood, FL 2020	Difference
Word of Mouth/Friends/Coworkers	48%	57%	8.6%
Website	36%	43%	7.4%
Newsletters/Flyers/Brochures	24%	42%	17.2%
E-mail bulletins/notification (Email)	16%	38%	21.8%
Departmental Brochure (Seasonal program guide)	39%	36%	-3.5%
Social media - Facebook/Twitter	25%	31%	5.9%
Newspaper	31%	18%	-13.5%
Organizations used for parks and recreation programs and facilities	National Average	Hollywood, FL 2020	Difference
City/County Parks & Recreation Department	50%	75%	24.1%
County/State Parks	40%	75%	34.2%
Private Clubs	23%	32%	9.4%
YMCA	17%	26%	8.8%
Other Cities/Park Districts	28%	24%	-4.2%
Churches	25%	20%	-5.1%
College/University Facilities	18%	20%	2.2%
Homeowners Associations/Similar	14%	15%	0.8%
Private schools	12%	8%	-3.8%
School District	25%	8%	-17.0%
Boys/Girls Clubs	4%	4%	-0.4%
Reasons preventing the use of parks and recreation facilities and programs more often	National Average	Hollywood, FL 2020	Difference
I do not know locations of parks	21%	22%	0.8%
Lack of parking	7%	21%	13.7%
Security is insufficient	9%	19%	10.4%
Use facilities in other Cities/Park Districts	11%	19%	7.7%
Facilities are not well maintained	10%	18%	8.0%
Facilities do not have right equipment	9%	15%	5.6%
Use facilities/programs of other organizations	11%	12%	1.3%
Too far from residence	14%	10%	-3.3%
Facility operating hours are not convenient	9%	8%	-1.6%
Lack of accessibility (Not accessible for people w disabilities)	3%	5%	1.2%
Lack of transportation	3%	4%	0.7%

Benchmarking for the City of Hollywood Community Interest and Opinion Survey

Recreation programs that respondent households have a need for	National Average	Hollywood, FL 2020	Difference
Seniors/Adult programs for 50 years and older	26%	36%	9.4%
Nature programs/environmental education	30%	34%	4.8%
Water fitness programs	26%	21%	-5.8%
Youth sports programs	22%	19%	-3.0%
Adult sports programs	23%	19%	-4.8%
Programs for people with disabilities	10%	18%	7.3%
Martial arts programs	13%	15%	1.9%
Most important recreation programs (sum of top choices)	National Average	Hollywood, FL 2020	Difference
Seniors/Adult programs for 50 years and older	16%	16%	0.6%
Nature programs/environmental education	14%	13%	-0.6%
Youth sports programs	12%	6%	-5.4%
Adult sports programs	10%	5%	-4.2%
Water fitness programs	11%	5%	-5.5%
Programs for people with special needs/disabled	4%	3%	-1.1%
Martial arts programs	4%	2%	-1.5%

Benchmarking for the City of Hollywood Community Interest and Opinion Survey

Parks and recreation facilities that respondent households have a need for	National Average	Hollywood, FL 2020	Difference
Natural Areas/Wildlife Habitats (Greenspace and Natural Areas)	55%	49%	-6.0%
Nature Center/Nature Trails	51%	49%	-2.1%
Boat Facilities/Paddle Boats	26%	45%	19.1%
Fishing Areas	29%	38%	9.4%
Mountain Bike Trails	22%	36%	14.0%
Picnic Areas and Shelters	47%	35%	-11.9%
Playground Equipment for Children	40%	35%	-5.5%
Off-Leash Dog Parks	30%	35%	4.4%
Community Gardens	30%	28%	-1.6%
Outdoor Swimming Pools/Aquatic Center	40%	23%	-17.0%
Outdoor Basketball/Multi-Use Courts	20%	22%	2.4%
Splash Park/Pad	24%	22%	-2.4%
Volleyball Courts (Outdoor Sand)	15%	18%	2.8%
Soccer Fields (Outdoor Field Space)	21%	16%	-4.6%
Baseball Fields	15%	16%	1.4%
Ultimate Frisbee/Disc Golf	13%	15%	1.5%
Skateboarding Park/Area	11%	13%	2.0%
Softball Fields	17%	13%	-3.7%
Football Fields	13%	12%	-0.3%
Cricket Fields	4%	5%	1.1%
Most important parks and recreation facilities (sum of top choices)	National Average	Hollywood, FL 2020	Difference
Natural Areas/Wildlife Habitats (Greenspace and Natural Areas)	24%	30%	6.2%
Nature Center/Nature Trails	21%	25%	3.7%
Off-Leash Dog Parks	16%	21%	5.4%
Fishing Areas	10%	18%	7.8%
Mountain Bike Trails	7%	17%	9.1%
Boat Facilities/Paddle Boats	10%	15%	5.8%
Playground Equipment for Children	17%	13%	-4.8%
Community Gardens	9%	11%	1.7%
Splash Park/Pad	8%	8%	0.1%
Outdoor Swimming Pools/Aquatic Center	17%	8%	-9.2%
Picnic Areas and Shelters	14%	8%	-6.3%
Outdoor Basketball/Multi-Use Courts	4%	6%	1.3%
Baseball Fields	4%	5%	1.6%
Soccer Fields (Outdoor Field Space)	7%	3%	-3.9%
Skateboarding Park/Area	2%	3%	0.8%
Ultimate Frisbee/Disc Golf	3%	3%	-0.7%
Volleyball Courts (Outdoor Sand)	2%	3%	0.5%
Football Fields	4%	2%	-1.6%
Softball Fields	4%	2%	-2.6%
Cricket Fields	1%	0%	-1.3%

Section 3

Priority Investment Ratings

Priority Investment Rating

Hollywood, Florida

The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide governments with an objective tool for evaluating the priority that should be placed on parks and recreation investments. The Priority Investment Rating was developed by ETC Institute to identify the facilities and programs residents think should receive the highest priority for investment. The priority investment rating reflects the importance residents place on items (sum of top 4 choices) and the unmet needs (needs that are only being partly or not met) for each facility and program relative to the facility and program that rated the highest overall. Since decisions related to future investments should consider both the level of unmet need and the importance of facilities and programs, the PIR weights each of these components equally.

The PIR reflects the sum of the Unmet Needs Rating and the Importance Rating as shown in the equation below:

$$\text{PIR} = \text{UNR} + \text{IR}$$

For example, suppose the Unmet Needs Rating for splash pads is 55 (out of 100) and the Importance Rating for splash pads is 27 (out of 100), the Priority Investment Rating for splash pads is 82 (out of 200).

How to Analyze the Charts:

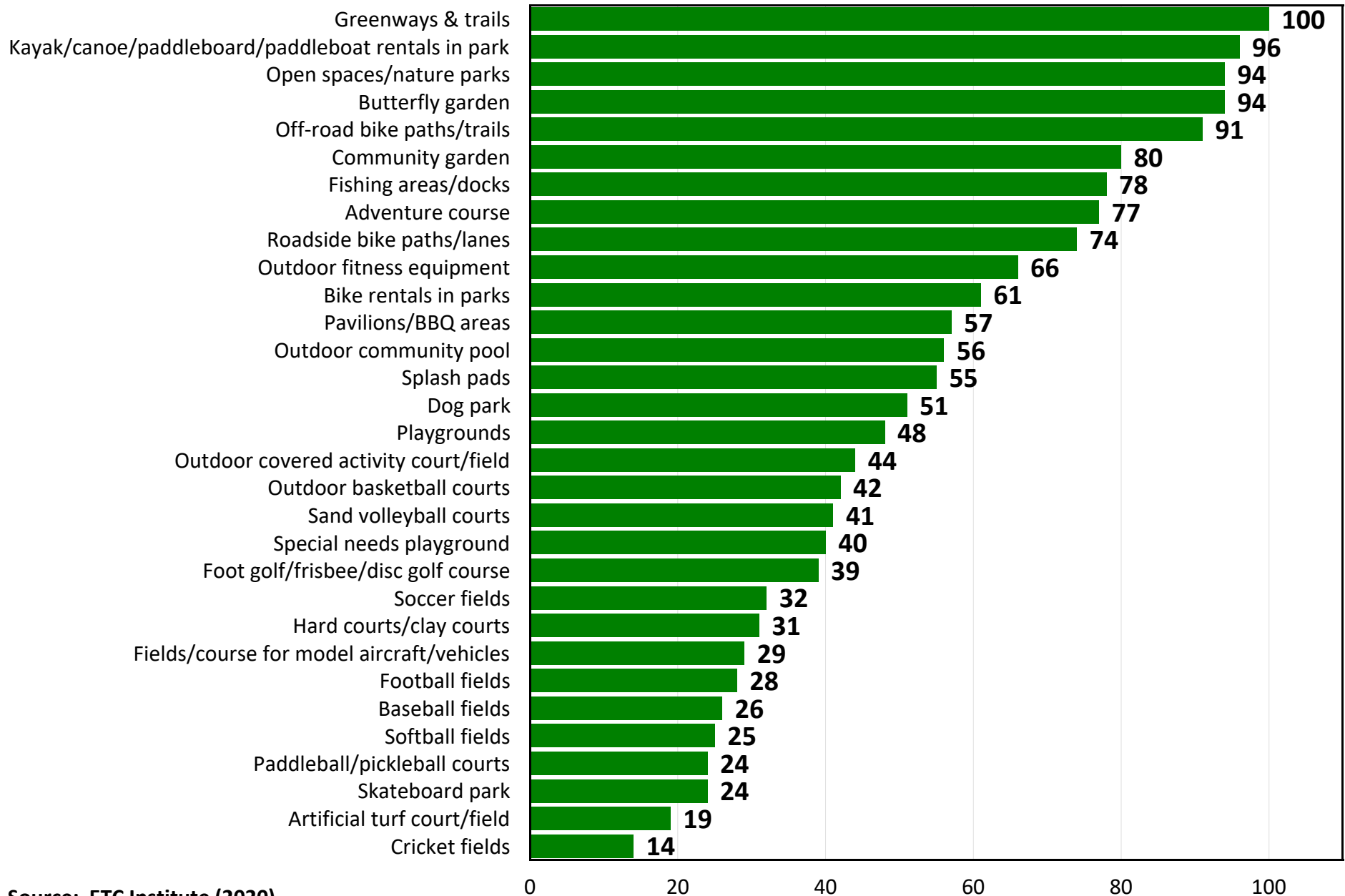
- **High Priority Areas** are those with a PIR of at least 100. A rating of 100 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact on the greatest number of households.
- **Medium Priority Areas** are those with a PIR of 50-99. A rating in this range generally indicates there is a medium to high level of unmet need or a significant percentage of residents generally think it is important to fund improvements in these areas.
- **Low Priority Areas** are those with a PIR below 50. A rating in this range generally indicates there is a relatively low level of unmet need and residents do not think it is important to fund improvements in these areas. Improvements may be warranted if the needs of very specialized populations are being targeted.

The following pages show the Unmet Needs Rating, Importance Rating, and Priority Investment Rating for amenities and programs.

Unmet Needs Rating for Amenities

the rating for the item with the most unmet need=100

the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need

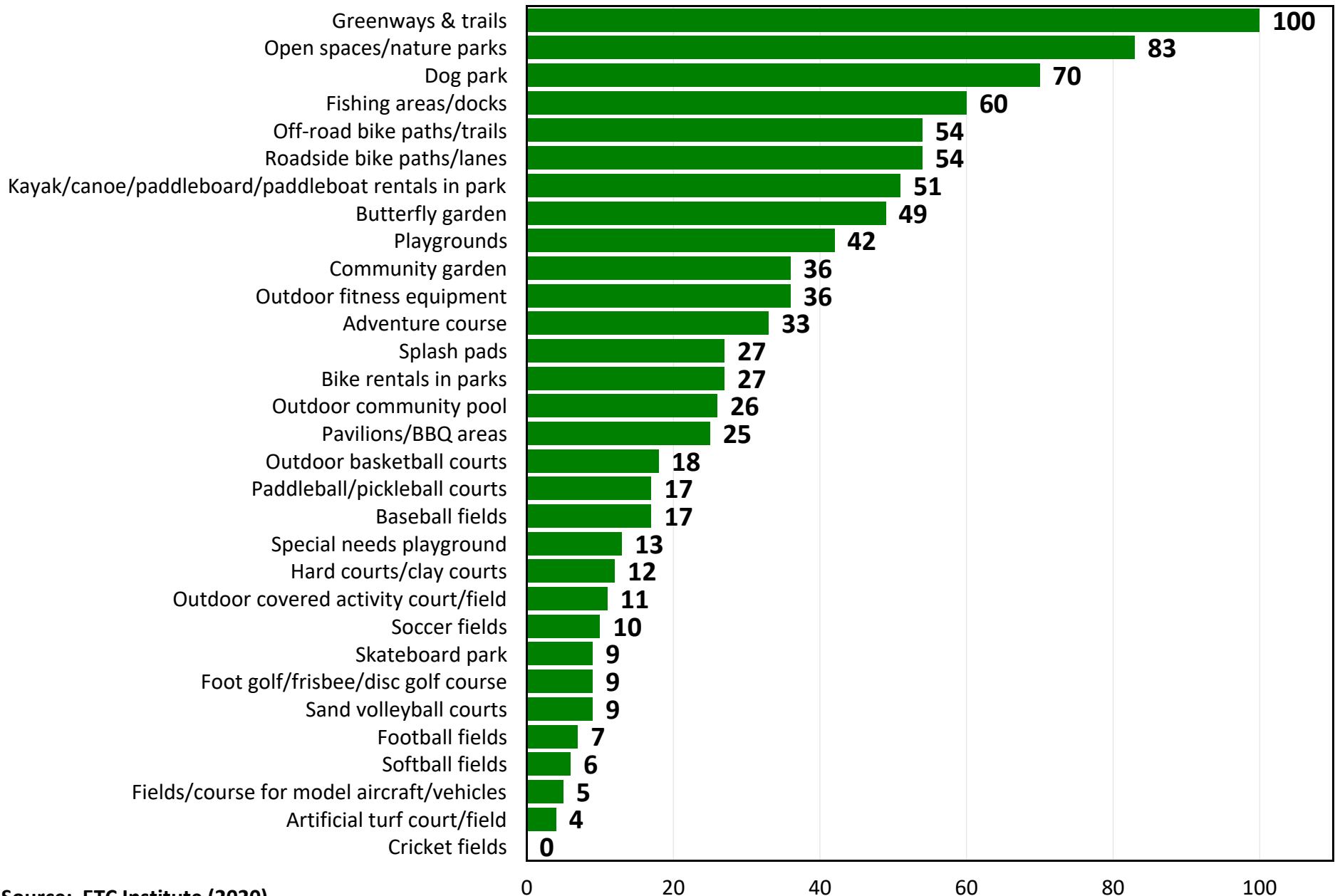


Source: ETC Institute (2020)

Importance Rating for Amenities

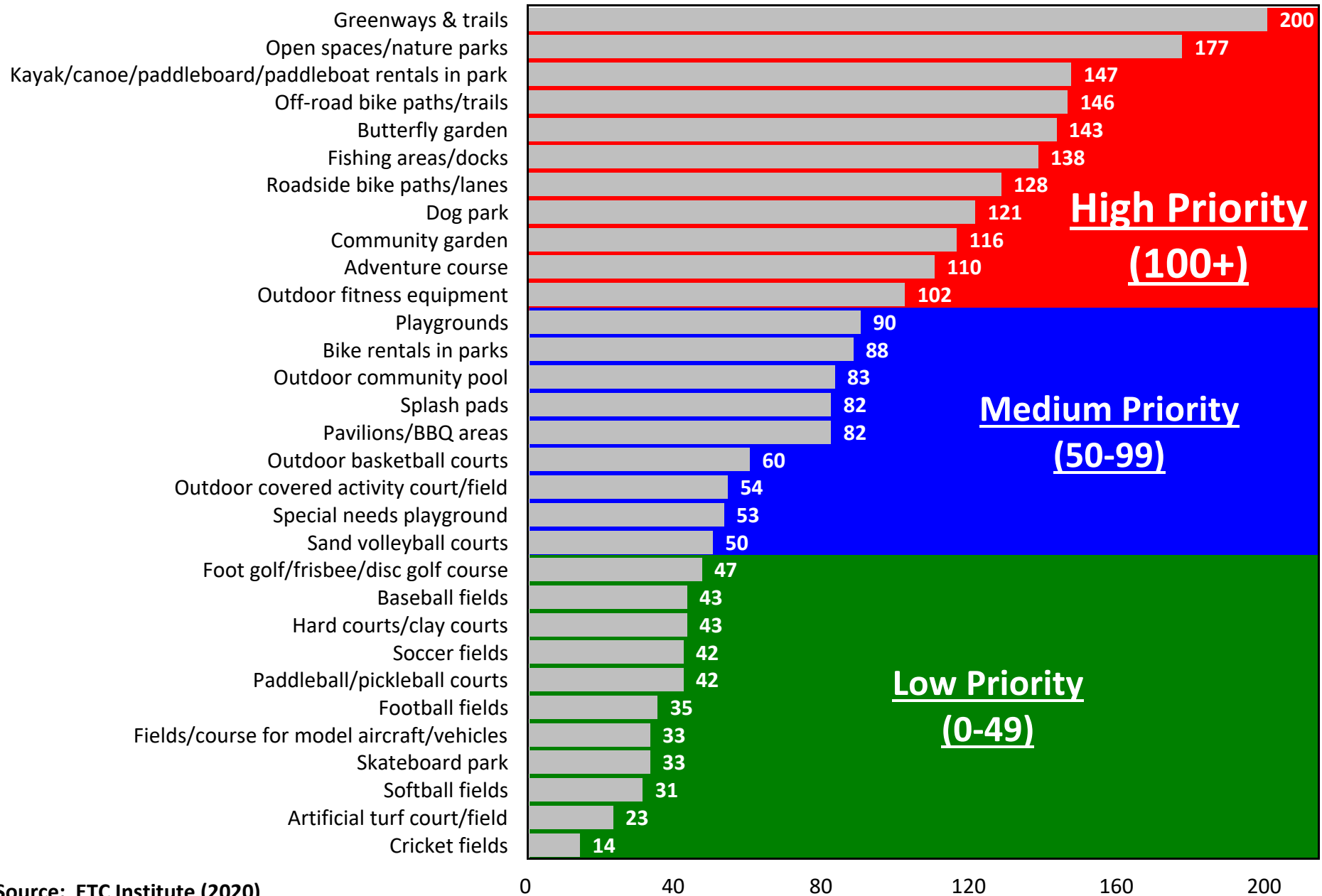
the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Source: ETC Institute (2020)

Top Priorities for Investment for Amenities Based on the Priority Investment Rating

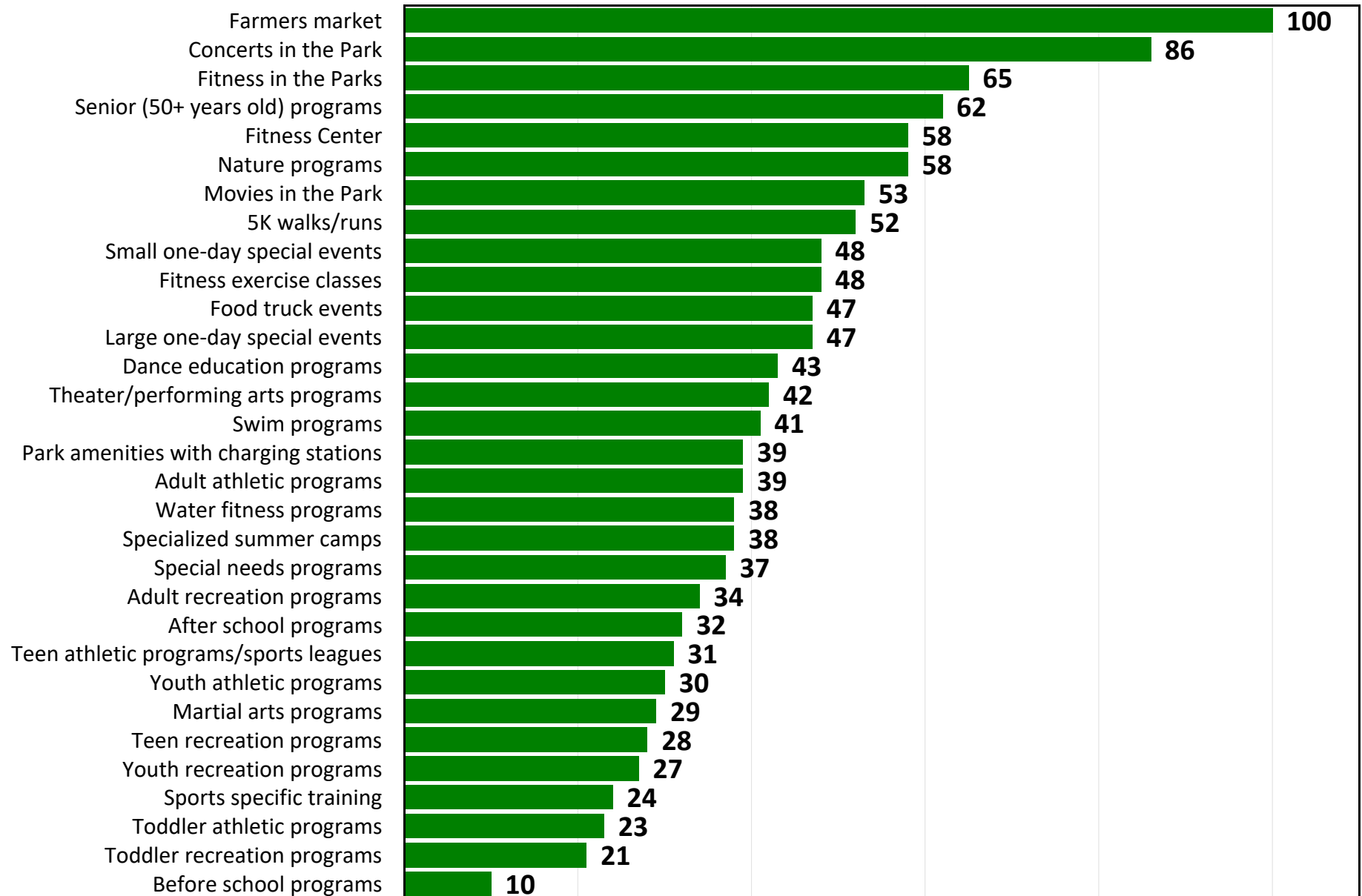


Source: ETC Institute (2020)

Unmet Needs Rating for Programs

the rating for the item with the most unmet need=100

the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need

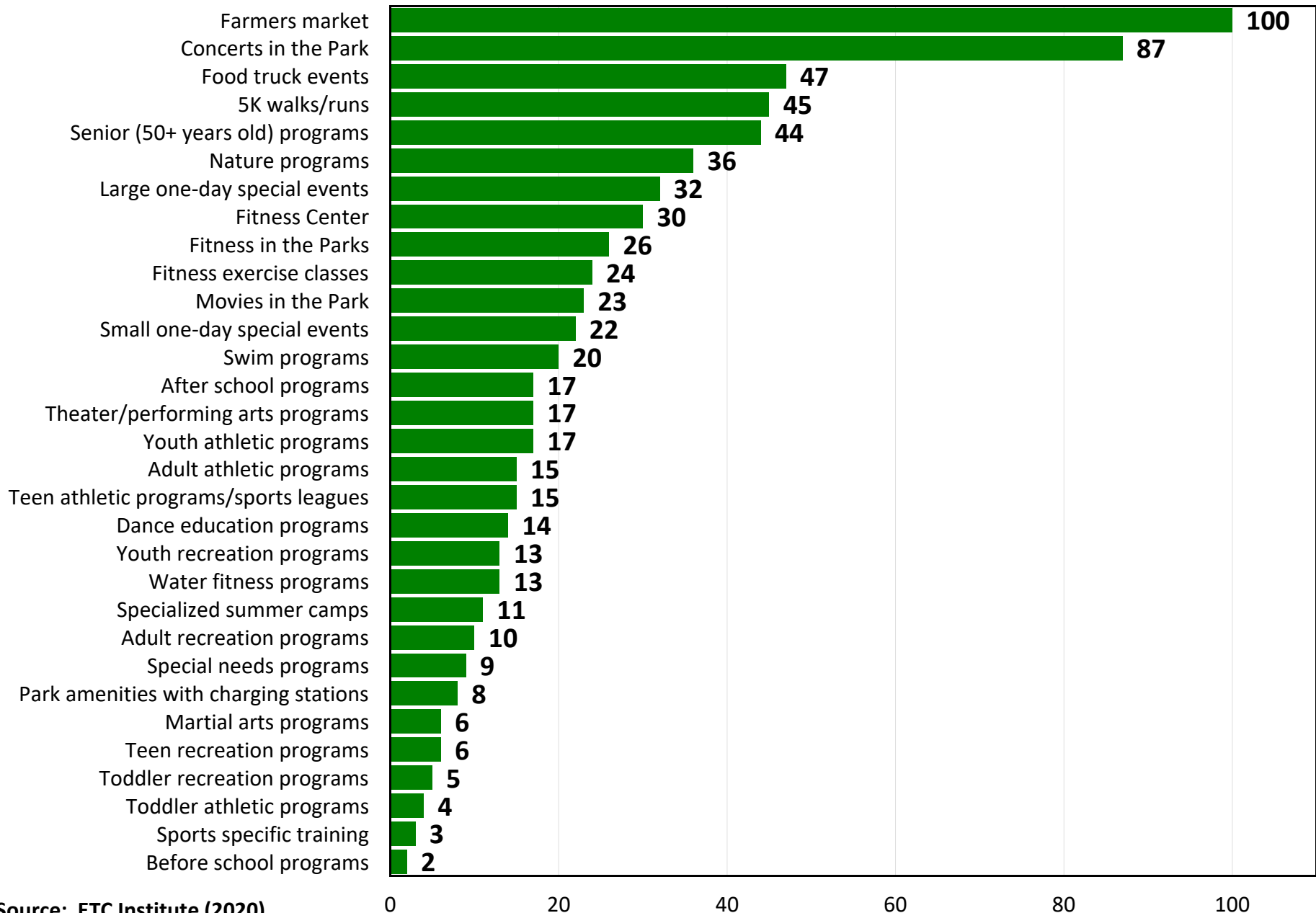


Source: ETC Institute (2020)

Importance Rating for Programs

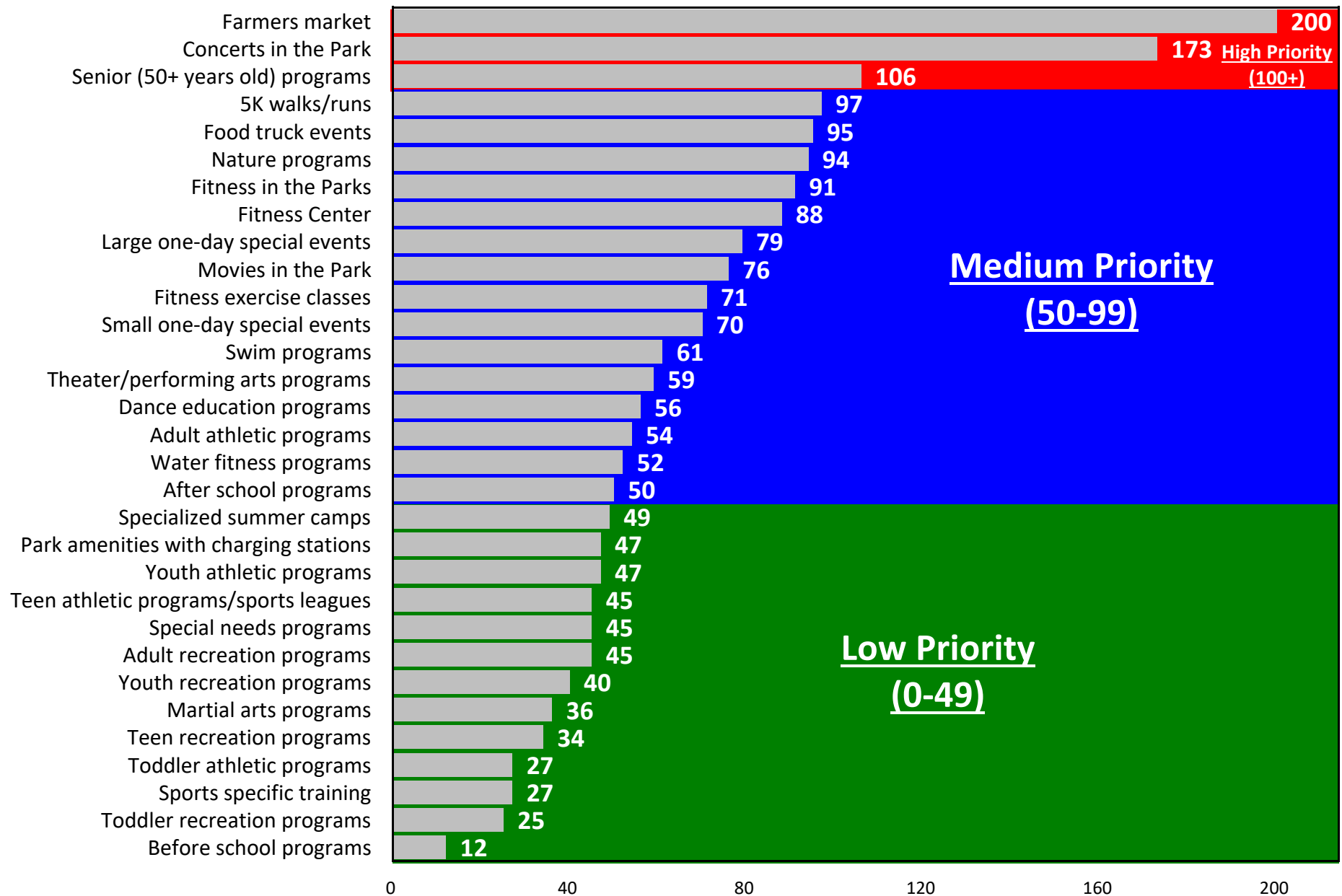
the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Source: ETC Institute (2020)

Top Priorities for Investment for Programs Based on the Priority Investment Rating



Source: ETC Institute (2020)

Section 4

Tabular Data

Q1. Please CHECK ALL of the facilities, parks, or greenways listed below that you or members of your household have visited during the past 12 months.

Q1. What are all facilities, parks, or greenways you have visited during past 12 months	Number	Percent
Anniversary Park	49	11.3 %
Arts Park	221	50.8 %
Bicentennial Park	53	12.2 %
Bob Butterworth Park	9	2.1 %
Carlton Montayne Park	1	0.2 %
Cathy & Bob Anderson Park	4	0.9 %
Charles F. Vollman Park	27	6.2 %
Charnow Park/Paddleball Courts	63	14.5 %
Dog Beach of Hollywood	102	23.4 %
Earl Crofford Park	2	0.5 %
Emerald Hills Lakes Park & Dog Park	41	9.4 %
Eppelman Park	28	6.4 %
Fletcher Street Park	13	3.0 %
Harry Berry Park	11	2.5 %
Henry L. Graham Park	7	1.6 %
Holland Park	75	17.2 %
Hollywood Beach	363	83.4 %
Hollywood West Skate Park	58	13.3 %
Jefferson Park	55	12.6 %
Joe DiMaggio Park	37	8.5 %
John B. Kooser Memorial Park	12	2.8 %
John Williams Park/Sheridan Oak Forest	53	12.2 %
Keating Park	19	4.4 %
Kiwanis Park	16	3.7 %
Lincoln Park	16	3.7 %
Lions Park	6	1.4 %
Mara Berman Giulianti Park	17	3.9 %
Montella Park	28	6.4 %
Oak Lake Park	14	3.2 %
Oakridge Park & Dog Park	20	4.6 %
Oakwood Hills Park	12	2.8 %
Poinciana Park & Poinciana Dog Park	21	4.8 %
Rainbow Tot Lo	5	1.1 %
Rose's Garden	7	1.6 %
Rotary Park	48	11.0 %
Sal Oliveri Veterans Park	29	6.7 %
Seminole Park	9	2.1 %
Stan Goldman Memorial Park	31	7.1 %
Water View Park	16	3.7 %
Zinkil Park	19	4.4 %
Total	1617	

Q2. Which FOUR facilities/parks from the list in Question 1 do you and the other members of your household use most frequently?

Q2. Top choice	Number	Percent
Arts Park	39	9.0 %
Bicentennial Park	8	1.8 %
Cathy & Bob Anderson Park	1	0.2 %
Charles F. Vollman Park	2	0.5 %
Charnow Park/Paddleball Courts	4	0.9 %
Dog Beach of Hollywood	7	1.6 %
Emerald Hills Lakes Park & Dog Park	2	0.5 %
Eppelman Park	3	0.7 %
Harry Berry Park	1	0.2 %
Henry L. Graham Park	2	0.5 %
Holland Park	11	2.5 %
Hollywood Beach	205	47.1 %
Hollywood West Skate Park	4	0.9 %
Jefferson Park	4	0.9 %
Joe DiMaggio Park	7	1.6 %
John B. Kooser Memorial Park	1	0.2 %
John Williams Park/Sheridan Oak Forest	12	2.8 %
Kiwanis Park	1	0.2 %
Lincoln Park	2	0.5 %
Mara Berman Giulianti Park	5	1.1 %
Montella Park	8	1.8 %
Oak Lake Park	2	0.5 %
Oakridge Park & Dog Park	2	0.5 %
Poinciana Park & Poinciana Dog Park	2	0.5 %
Rainbow Tot Lo	1	0.2 %
Rotary Park	8	1.8 %
Sal Oliveri Veterans Park	9	2.1 %
Seminole Park	1	0.2 %
Stan Goldman Memorial Park	8	1.8 %
Water View Park	1	0.2 %
Zinkil Park	6	1.4 %
None chosen	66	15.2 %
Total	435	100.0 %

Q2. Which FOUR facilities/parks from the list in Question 1 do you and the other members of your household use most frequently?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Anniversary Park	6	1.4 %
Arts Park	63	14.5 %
Bicentennial Park	7	1.6 %
Bob Butterworth Park	1	0.2 %
Cathy & Bob Anderson Park	2	0.5 %
Charles F. Vollman Park	5	1.1 %
Charnow Park/Paddleball Courts	11	2.5 %
Dog Beach of Hollywood	24	5.5 %
Emerald Hills Lakes Park & Dog Park	4	0.9 %
Fletcher Street Park	3	0.7 %
Henry L. Graham Park	1	0.2 %
Holland Park	13	3.0 %
Hollywood Beach	87	20.0 %
Hollywood West Skate Park	7	1.6 %
Jefferson Park	10	2.3 %
Joe DiMaggio Park	5	1.1 %
John Williams Park/Sheridan Oak Forest	12	2.8 %
Keating Park	3	0.7 %
Kiwanis Park	1	0.2 %
Lincoln Park	1	0.2 %
Mara Berman Giuliani Park	5	1.1 %
Montella Park	5	1.1 %
Oak Lake Park	1	0.2 %
Oakridge Park & Dog Park	1	0.2 %
Oakwood Hills Park	1	0.2 %
Poinciana Park & Poinciana Dog Park	2	0.5 %
Rainbow Tot Lo	1	0.2 %
Rose's Garden	1	0.2 %
Rotary Park	2	0.5 %
Sal Oliveri Veterans Park	5	1.1 %
Stan Goldman Memorial Park	7	1.6 %
Water View Park	3	0.7 %
Zinkil Park	4	0.9 %
<u>None chosen</u>	<u>131</u>	<u>30.1 %</u>
Total	435	100.0 %

Q2. Which FOUR facilities/parks from the list in Question 1 do you and the other members of your household use most frequently?

Q2. 3rd choice	Number	Percent
Anniversary Park	6	1.4 %
Arts Park	47	10.8 %
Bicentennial Park	9	2.1 %
Bob Butterworth Park	3	0.7 %
Charles F. Vollman Park	6	1.4 %
Charnow Park/Paddleball Courts	10	2.3 %
Dog Beach of Hollywood	25	5.7 %
Emerald Hills Lakes Park & Dog Park	8	1.8 %
Eppelman Park	4	0.9 %
Fletcher Street Park	1	0.2 %
Harry Berry Park	4	0.9 %
Henry L. Graham Park	1	0.2 %
Holland Park	15	3.4 %
Hollywood Beach	18	4.1 %
Hollywood West Skate Park	8	1.8 %
Jefferson Park	14	3.2 %
Joe DiMaggio Park	8	1.8 %
John Williams Park/Sheridan Oak Forest	4	0.9 %
Keating Park	1	0.2 %
Kiwanis Park	1	0.2 %
Lincoln Park	1	0.2 %
Mara Berman Giulianti Park	3	0.7 %
Montella Park	4	0.9 %
Oakridge Park & Dog Park	2	0.5 %
Poinciana Park & Poinciana Dog Park	3	0.7 %
Rose's Garden	2	0.5 %
Rotary Park	7	1.6 %
Sal Oliveri Veterans Park	4	0.9 %
Seminole Park	2	0.5 %
Stan Goldman Memorial Park	4	0.9 %
Water View Park	2	0.5 %
Zinkil Park	2	0.5 %
None chosen	206	47.4 %
Total	435	100.0 %

Q2. Which FOUR facilities/parks from the list in Question 1 do you and the other members of your household use most frequently?

Q2. 4th choice	Number	Percent
Anniversary Park	9	2.1 %
Arts Park	23	5.3 %
Bicentennial Park	5	1.1 %
Bob Butterworth Park	1	0.2 %
Charnow Park/Paddleball Courts	5	1.1 %
Dog Beach of Hollywood	20	4.6 %
Emerald Hills Lakes Park & Dog Park	6	1.4 %
Eppelman Park	9	2.1 %
Fletcher Street Park	1	0.2 %
Harry Berry Park	2	0.5 %
Henry L. Graham Park	1	0.2 %
Holland Park	9	2.1 %
Hollywood Beach	10	2.3 %
Hollywood West Skate Park	6	1.4 %
Jefferson Park	4	0.9 %
Joe DiMaggio Park	8	1.8 %
John Williams Park/Sheridan Oak Forest	4	0.9 %
Kiwanis Park	2	0.5 %
Lincoln Park	5	1.1 %
Oak Lake Park	3	0.7 %
Oakridge Park & Dog Park	4	0.9 %
Oakwood Hills Park	2	0.5 %
Poinciana Park & Poinciana Dog Park	2	0.5 %
Rainbow Tot Lo	1	0.2 %
Rose's Garden	1	0.2 %
Rotary Park	11	2.5 %
Sal Oliveri Veterans Park	3	0.7 %
Seminole Park	3	0.7 %
Stan Goldman Memorial Park	1	0.2 %
Water View Park	1	0.2 %
Zinkil Park	3	0.7 %
None chosen	270	62.1 %
Total	435	100.0 %

SUM OF THE TOP FOUR CHOICES**Q2. Which FOUR facilities/parks from the list in Question 1 do you and the other members of your household use most frequently? (top 4)**

Q2. Top choice	Number	Percent
Anniversary Park	21	4.8 %
Arts Park	172	39.5 %
Bicentennial Park	29	6.7 %
Bob Butterworth Park	5	1.1 %
Cathy & Bob Anderson Park	3	0.7 %
Charles F. Vollman Park	13	3.0 %
Charnow Park/Paddleball Courts	30	6.9 %
Dog Beach of Hollywood	76	17.5 %
Emerald Hills Lakes Park & Dog Park	20	4.6 %
Eppelman Park	16	3.7 %
Fletcher Street Park	5	1.1 %
Harry Berry Park	7	1.6 %
Henry L. Graham Park	5	1.1 %
Holland Park	48	11.0 %
Hollywood Beach	320	73.6 %
Hollywood West Skate Park	25	5.7 %
Jefferson Park	32	7.4 %
Joe DiMaggio Park	28	6.4 %
John B. Kooser Memorial Park	1	0.2 %
John Williams Park/Sheridan Oak Forest	32	7.4 %
Keating Park	4	0.9 %
Kiwanis Park	5	1.1 %
Lincoln Park	9	2.1 %
Mara Berman Giulianti Park	13	3.0 %
Montella Park	17	3.9 %
Oak Lake Park	6	1.4 %
Oakridge Park & Dog Park	9	2.1 %
Oakwood Hills Park	3	0.7 %
Poinciana Park & Poinciana Dog Park	9	2.1 %
Rainbow Tot Lo	3	0.7 %
Rose's Garden	4	0.9 %
Rotary Park	28	6.4 %
Sal Oliveri Veterans Park	21	4.8 %
Seminole Park	6	1.4 %
Stan Goldman Memorial Park	20	4.6 %
Water View Park	7	1.6 %
Zinkil Park	15	3.4 %
None chosen	66	15.2 %
Total	1133	

Q3. Overall, how would you rate the physical condition of ALL the Hollywood Parks, Recreation and Cultural Arts Department parks you have visited?

Q3. How would you rate physical conditions of all parks you have visited	Number	Percent
Excellent	115	26.4 %
Good	232	53.3 %
Fair	57	13.1 %
Poor	8	1.8 %
Not provided	23	5.3 %
Total	435	100.0 %

WITHOUT "NOT PROVIDED"

Q3. Overall, how would you rate the physical condition of ALL the Hollywood Parks, Recreation and Cultural Arts Department parks you have visited? (without "not provided")

Q3. How would you rate physical conditions of all parks you have visited	Number	Percent
Excellent	115	27.9 %
Good	232	56.3 %
Fair	57	13.8 %
Poor	8	1.9 %
Total	412	100.0 %

Q4. From the following options, how high of a priority do you feel officials should place on maintaining the conditions of parks, trails, and recreation facilities in the Hollywood Parks, Recreation and Cultural Arts Department system?

Q4. How high of a priority should officials place on maintaining conditions of parks, trails, & recreation facilities	Number	Percent
Very high priority	191	43.9 %
High priority	174	40.0 %
Medium priority	46	10.6 %
Low priority	7	1.6 %
Very low priority	10	2.3 %
Not provided	7	1.6 %
Total	435	100.0 %

WITHOUT "NOT PROVIDED"

Q4. From the following options, how high of a priority do you feel officials should place on maintaining the conditions of parks, trails, and recreation facilities in the Hollywood Parks, Recreation and Cultural Arts Department system? (without "not provided")

Q4. How high of a priority should officials place on maintaining conditions of parks, trails, & recreation facilities	Number	Percent
Very high priority	191	44.6 %
High priority	174	40.7 %
Medium priority	46	10.7 %
Low priority	7	1.6 %
Very low priority	10	2.3 %
Total	428	100.0 %

Q5. On average, how often do you and members of your household visit parks that are owned or maintained by the Hollywood Parks, Recreation and Cultural Arts Department?

Q5. How often do you visit parks owned or maintained by Hollywood Parks, Recreation & Cultural Arts Department	Number	Percent
Almost daily	60	13.8 %
At least once per week	181	41.6 %
At least once per month	88	20.2 %
A few times per year	70	16.1 %
Seldom or never	31	7.1 %
Not provided	5	1.1 %
Total	435	100.0 %

WITHOUT "NOT PROVIDED"

Q5. On average, how often do you and members of your household visit parks that are owned or maintained by the Hollywood Parks, Recreation and Cultural Arts Department? (without "not provided")

Q5. How often do you visit parks owned or maintained by Hollywood Parks, Recreation & Cultural Arts Department	Number	Percent
Almost daily	60	14.0 %
At least once per week	181	42.1 %
At least once per month	88	20.5 %
A few times per year	70	16.3 %
Seldom or never	31	7.2 %
Total	430	100.0 %

Q6. Please indicate whether you or members of your household have had a desire for each of the Parks and Recreation amenities listed below during the past 12 months.

(N=435)

	Yes	No
Q6-1. Adventure course	26.0%	74.0%
Q6-2. Artificial turf court/field	8.7%	91.3%
Q6-3. Baseball fields	16.1%	83.9%
Q6-4. Bike rentals in parks	25.7%	74.3%
Q6-5. Butterfly garden	34.0%	66.0%
Q6-6. Community garden	28.3%	71.7%
Q6-7. Cricket fields	4.8%	95.2%
Q6-8. Dog park	34.5%	65.5%
Q6-9. Fields/course for model aircraft/vehicles	10.6%	89.4%
Q6-10. Fishing areas/docks	38.4%	61.6%
Q6-11. Foot golf/frisbee/disc golf course	14.7%	85.3%
Q6-12. Football fields	12.4%	87.6%
Q6-13. Greenways & trails	49.4%	50.6%
Q6-14. Hard courts/clay courts	15.9%	84.1%
Q6-15. Kayak/canoe/paddleboard/paddleboat rentals in parks	44.8%	55.2%
Q6-16. Off-road bike paths/trails	35.9%	64.1%
Q6-17. Open spaces/nature parks (without fields/courts)	48.7%	51.3%
Q6-18. Outdoor basketball courts	22.3%	77.7%
Q6-19. Outdoor community pool	23.2%	76.8%
Q6-20. Outdoor covered activity court/field	17.5%	82.5%
Q6-21. Outdoor fitness equipment	30.1%	69.9%
Q6-22. Paddleball/pickleball courts	13.1%	86.9%

Q6. Please indicate whether you or members of your household have had a desire for each of the Parks and Recreation amenities listed below during the past 12 months.

	Yes	No
Q6-23. Pavilions/BBQ areas	35.4%	64.6%
Q6-24. Playgrounds	34.7%	65.3%
Q6-25. Roadside bike paths/lanes	35.4%	64.6%
Q6-26. Sand volleyball courts	17.5%	82.5%
Q6-27. Skateboard park	12.9%	87.1%
Q6-28. Soccer fields	16.3%	83.7%
Q6-29. Softball fields	12.9%	87.1%
Q6-30. Special needs playground	17.7%	82.3%
Q6-31. Splash pads	22.1%	77.9%
Q6-32. Other	5.3%	94.7%

Q6-32. Other

1. Arts and crafts pavilion(s) with equipment and supervision for woodshop, metal shop, auto shop, ceramics, group needle crafts, painting; fee based and/or free
2. Boat ramps
3. Bocce ball court at jefferson park. Very important
4. Bocce! Its huge in the keys
5. Clay tennis courts
6. Community apiary
7. Dog beach area open all the time.
8. Hollywood beach
9. Hollywood beach boardwalk
10. Indoor fitness equipment, measured mile running/walking path.
11. Indoor swimming pool
12. Mini zoo for young kids
13. Nice areas in which to walk or ride my bike. Nice areas to take my dogs.
14. Night park with cool lighting and amenities
15. Picnics area with bbq and tables, love the outdoors, relaxing and enjoying time with family. My elderly family members love the outdoors and nature, one of our favorite is ty park, tree top and cb smith.
16. Roller hockey court
17. Sailing areas
18. Shaded benches
19. Tennis #1 in the world!!
20. Theater
21. Ty park walking trail
22. Urban trails
23. Yc park shows

Q6. If "YES," please indicate how well your desires are being met using a scale of 1 to 5, where 5 means "100% met" and 1 means "0% met."

(N=404)

	100% met	75% met	50% met	25% met	0% met
Q6-1. Adventure course	11.0%	8.8%	25.3%	14.3%	40.7%
Q6-2. Artificial turf court/field	20.0%	20.0%	23.3%	16.7%	20.0%
Q6-3. Baseball fields	39.0%	16.9%	27.1%	10.2%	6.8%
Q6-4. Bike rentals in parks	17.2%	18.3%	23.7%	12.9%	28.0%
Q6-5. Butterfly garden	16.4%	9.0%	17.2%	20.5%	36.9%
Q6-6. Community garden	13.4%	10.3%	15.5%	16.5%	44.3%
Q6-7. Cricket fields	15.4%	7.7%	38.5%	7.7%	30.8%
Q6-8. Dog park	26.8%	33.1%	25.2%	9.4%	5.5%
Q6-9. Fields/course for model aircraft/vehicles	8.8%	17.6%	20.6%	14.7%	38.2%
Q6-10. Fishing areas/docks	22.1%	22.9%	25.7%	21.4%	7.9%
Q6-11. Foot golf/frisbee/disc golf course	10.2%	18.4%	18.4%	28.6%	24.5%
Q6-12. Football fields	27.3%	11.4%	38.6%	13.6%	9.1%
Q6-13. Greenways & trails	18.6%	26.6%	27.1%	18.6%	9.0%
Q6-14. Hard courts/clay courts	20.0%	27.3%	21.8%	29.1%	1.8%
Q6-15. Kayak/canoe/paddleboard/paddleboat rentals in parks	22.2%	19.8%	27.2%	19.8%	11.1%
Q6-16. Off-road bike paths/trails	15.3%	16.0%	21.4%	26.7%	20.6%
Q6-17. Open spaces/nature parks (without fields/courts)	23.9%	23.9%	26.1%	20.5%	5.7%
Q6-18. Outdoor basketball courts	25.0%	23.8%	22.5%	23.8%	5.0%
Q6-19. Outdoor community pool	18.5%	16.0%	16.0%	18.5%	30.9%
Q6-20. Outdoor covered activity court/field	20.3%	11.9%	13.6%	32.2%	22.0%
Q6-21. Outdoor fitness equipment	17.9%	22.6%	18.9%	22.6%	17.9%
Q6-22. Paddleball/pickleball courts	21.4%	28.6%	28.6%	16.7%	4.8%

Q6. If "YES," please indicate how well your desires are being met using a scale of 1 to 5, where 5 means "100% met" and 1 means "0% met."

	100% met	75% met	50% met	25% met	0% met
Q6-23. Pavilions/BBQ areas	25.2%	31.3%	24.4%	13.0%	6.1%
Q6-24. Playgrounds	28.9%	33.6%	25.8%	10.2%	1.6%
Q6-25. Roadside bike paths/lanes	19.5%	24.1%	18.8%	21.8%	15.8%
Q6-26. Sand volleyball courts	13.1%	23.0%	24.6%	32.8%	6.6%
Q6-27. Skateboard park	15.9%	34.1%	11.4%	25.0%	13.6%
Q6-28. Soccer fields	22.2%	24.1%	24.1%	20.4%	9.3%
Q6-29. Softball fields	15.6%	31.1%	28.9%	17.8%	6.7%
Q6-30. Special needs playground	19.3%	19.3%	15.8%	15.8%	29.8%
Q6-31. Splash pads	17.9%	15.4%	24.4%	34.6%	7.7%
Q6-32. Other	31.6%	10.5%	5.3%	5.3%	47.4%

Q7. Which FOUR amenities from the list in Question 6 are MOST IMPORTANT to you and members of your household?

Q7. Top choice	Number	Percent
Adventure course	16	3.7 %
Artificial turf court/field	1	0.2 %
Baseball fields	8	1.8 %
Bike rentals in parks	6	1.4 %
Butterfly garden	11	2.5 %
Community garden	11	2.5 %
Dog park	41	9.4 %
Fishing areas/docks	21	4.8 %
Foot golf/frisbee/disc golf course	2	0.5 %
Football fields	2	0.5 %
Greenways & trails	39	9.0 %
Hard courts/clay courts	6	1.4 %
Kayak/canoe/paddleboard/paddleboat rentals in parks	13	3.0 %
Off-road bike paths/trails	20	4.6 %
Open spaces/nature parks (without fields/courts)	36	8.3 %
Outdoor basketball courts	3	0.7 %
Outdoor community pool	11	2.5 %
Outdoor covered activity court/field	2	0.5 %
Outdoor fitness equipment	10	2.3 %
Paddleball/pickleball courts	6	1.4 %
Pavilions/BBQ areas	8	1.8 %
Playgrounds	27	6.2 %
Roadside bike paths/lanes	26	6.0 %
Skateboard park	2	0.5 %
Soccer fields	4	0.9 %
Softball fields	2	0.5 %
Special needs playground	5	1.1 %
Splash pads	7	1.6 %
Other	16	3.7 %
None chosen	73	16.8 %
Total	435	100.0 %

Q7. Which FOUR amenities from the list in Question 6 are MOST IMPORTANT to you and members of your household?

Q7. 2nd choice	Number	Percent
Adventure course	11	2.5 %
Artificial turf court/field	1	0.2 %
Baseball fields	8	1.8 %
Bike rentals in parks	11	2.5 %
Butterfly garden	21	4.8 %
Community garden	12	2.8 %
Dog park	26	6.0 %
Fields/course for model aircraft/vehicles	3	0.7 %
Fishing areas/docks	21	4.8 %
Foot golf/frisbee/disc golf course	3	0.7 %
Football fields	2	0.5 %
Greenways & trails	51	11.7 %
Hard courts/clay courts	4	0.9 %
Kayak/canoe/paddleboard/paddleboat rentals in parks	15	3.4 %
Off-road bike paths/trails	21	4.8 %
Open spaces/nature parks (without fields/courts)	21	4.8 %
Outdoor basketball courts	6	1.4 %
Outdoor community pool	6	1.4 %
Outdoor covered activity court/field	5	1.1 %
Outdoor fitness equipment	10	2.3 %
Pavilions/BBQ areas	11	2.5 %
Playgrounds	10	2.3 %
Roadside bike paths/lanes	20	4.6 %
Sand volleyball courts	2	0.5 %
Skateboard park	1	0.2 %
Soccer fields	4	0.9 %
Softball fields	2	0.5 %
Special needs playground	1	0.2 %
Splash pads	9	2.1 %
Other	4	0.9 %
None chosen	113	26.0 %
Total	435	100.0 %

Q7. Which FOUR amenities from the list in Question 6 are MOST IMPORTANT to you and members of your household?

Q7. 3rd choice	Number	Percent
Adventure course	7	1.6 %
Artificial turf court/field	1	0.2 %
Baseball fields	2	0.5 %
Bike rentals in parks	9	2.1 %
Butterfly garden	20	4.6 %
Community garden	12	2.8 %
Dog park	15	3.4 %
Fields/course for model aircraft/vehicles	1	0.2 %
Fishing areas/docks	24	5.5 %
Foot golf/frisbee/disc golf course	2	0.5 %
Football fields	3	0.7 %
Greenways & trails	27	6.2 %
Hard courts/clay courts	3	0.7 %
Kayak/canoe/paddleboard/paddleboat rentals in parks	26	6.0 %
Off-road bike paths/trails	20	4.6 %
Open spaces/nature parks (without fields/courts)	27	6.2 %
Outdoor basketball courts	10	2.3 %
Outdoor community pool	8	1.8 %
Outdoor covered activity court/field	3	0.7 %
Outdoor fitness equipment	12	2.8 %
Paddleball/pickleball courts	4	0.9 %
Pavilions/BBQ areas	11	2.5 %
Playgrounds	10	2.3 %
Roadside bike paths/lanes	11	2.5 %
Sand volleyball courts	3	0.7 %
Skateboard park	2	0.5 %
Soccer fields	1	0.2 %
Softball fields	3	0.7 %
Special needs playground	7	1.6 %
Splash pads	9	2.1 %
Other	1	0.2 %
None chosen	141	32.4 %
Total	435	100.0 %

Q7. Which FOUR amenities from the list in Question 6 are MOST IMPORTANT to you and members of your household?

Q7. 4th choice	Number	Percent
Adventure course	9	2.1 %
Artificial turf court/field	2	0.5 %
Baseball fields	5	1.1 %
Bike rentals in parks	9	2.1 %
Butterfly garden	13	3.0 %
Community garden	12	2.8 %
Dog park	10	2.3 %
Fields/course for model aircraft/vehicles	2	0.5 %
Fishing areas/docks	13	3.0 %
Foot golf/frisbee/disc golf course	4	0.9 %
Football fields	2	0.5 %
Greenways & trails	15	3.4 %
Hard courts/clay courts	3	0.7 %
Kayak/canoe/paddleboard/paddleboat rentals in parks	13	3.0 %
Off-road bike paths/trails	11	2.5 %
Open spaces/nature parks (without fields/courts)	25	5.7 %
Outdoor basketball courts	5	1.1 %
Outdoor community pool	10	2.3 %
Outdoor covered activity court/field	4	0.9 %
Outdoor fitness equipment	15	3.4 %
Paddleball/pickleball courts	2	0.5 %
Pavilions/BBQ areas	14	3.2 %
Playgrounds	8	1.8 %
Roadside bike paths/lanes	14	3.2 %
Sand volleyball courts	6	1.4 %
Skateboard park	7	1.6 %
Soccer fields	4	0.9 %
Special needs playground	5	1.1 %
Splash pads	11	2.5 %
Other	2	0.5 %
None chosen	180	41.4 %
Total	435	100.0 %

SUM OF THE TOP FOUR CHOICES

Q7. Which FOUR amenities from the list in Question 6 are MOST IMPORTANT to you and members of your household? (top 4)

Q7. Top choice	Number	Percent
Adventure course	43	9.9 %
Artificial turf court/field	5	1.1 %
Baseball fields	23	5.3 %
Bike rentals in parks	35	8.0 %
Butterfly garden	65	14.9 %
Community garden	47	10.8 %
Dog park	92	21.1 %
Fields/course for model aircraft/vehicles	6	1.4 %
Fishing areas/docks	79	18.2 %
Foot golf/frisbee/disc golf course	11	2.5 %
Football fields	9	2.1 %
Greenways & trails	132	30.3 %
Hard courts/clay courts	16	3.7 %
Kayak/canoe/paddleboard/paddleboat rentals in parks	67	15.4 %
Off-road bike paths/trails	72	16.6 %
Open spaces/nature parks (without fields/courts)	109	25.1 %
Outdoor basketball courts	24	5.5 %
Outdoor community pool	35	8.0 %
Outdoor covered activity court/field	14	3.2 %
Outdoor fitness equipment	47	10.8 %
Paddleball/pickleball courts	12	2.8 %
Pavilions/BBQ areas	44	10.1 %
Playgrounds	55	12.6 %
Roadside bike paths/lanes	71	16.3 %
Sand volleyball courts	11	2.5 %
Skateboard park	12	2.8 %
Soccer fields	13	3.0 %
Softball fields	7	1.6 %
Special needs playground	18	4.1 %
Splash pads	36	8.3 %
Other	23	5.3 %
None chosen	73	16.8 %
Total	1306	

Q8. Please indicate whether you or members of your household have had a desire for each of the Parks and Recreation services and programs listed below during the past 12 months.

(N=435)

	Yes	No
Q8-1. 5K walks/runs	36.3%	63.7%
Q8-2. Adult (18-49 years old) athletic programs	18.6%	81.4%
Q8-3. Adult (18-49 years old) recreation programs	17.2%	82.8%
Q8-4. After school programs	18.2%	81.8%
Q8-5. Before school programs	6.7%	93.3%
Q8-6. Concerts in the Park	57.5%	42.5%
Q8-7. Dance education programs	20.9%	79.1%
Q8-8. Farmers market	63.4%	36.6%
Q8-9. Fitness Center	34.5%	65.5%
Q8-10. Fitness exercise classes	29.7%	70.3%
Q8-11. Fitness in the Parks	34.5%	65.5%
Q8-12. Food truck events	42.3%	57.7%
Q8-13. Large one-day special events	32.6%	67.4%
Q8-14. Martial arts programs	15.2%	84.8%
Q8-15. Movies in the Park	34.5%	65.5%
Q8-16. Nature programs	34.3%	65.7%
Q8-17. Park amenities with charging stations	20.0%	80.0%
Q8-18. Senior (50+ years old) programs	35.6%	64.4%
Q8-19. Small one-day special events	28.5%	71.5%
Q8-20. Special needs programs	17.5%	82.5%
Q8-21. Specialized summer camps (e.g. sports camps, enrichment camps, educational camps)	19.3%	80.7%
Q8-22. Sports specific training	12.9%	87.1%
Q8-23. Swim programs	23.0%	77.0%

Q8. Please indicate whether you or members of your household have had a desire for each of the Parks and Recreation services and programs listed below during the past 12 months.

	Yes	No
Q8-24. Teen (13-17 years old) athletic programs/ sports leagues	17.0%	83.0%
Q8-25. Teen (13-17 years old) recreation programs	15.9%	84.1%
Q8-26. Theater/performing arts programs	23.7%	76.3%
Q8-27. Toddler (0-4 years old) athletic programs	11.0%	89.0%
Q8-28. Toddler (0-4 years old) recreation programs	10.8%	89.2%
Q8-29. Water fitness programs	20.5%	79.5%
Q8-30. Youth (5-12 years old) athletic programs	18.9%	81.1%
Q8-31. Youth (5-12 years old) recreation programs	16.1%	83.9%
Q8-32. Other	2.3%	97.7%

Q8. If "YES," please indicate how well your desires are being met using a scale of 1 to 5, where 5 means "100% met" and 1 means "0% met."

(N=399)

	100% met	75% met	50% met	25% met	0% met
Q8-1. 5K walks/runs	22.8%	23.6%	24.4%	12.2%	17.1%
Q8-2. Adult (18-49 years old) athletic programs	11.9%	10.2%	23.7%	22.0%	32.2%
Q8-3. Adult (18-49 years old) recreation programs	13.2%	13.2%	22.6%	17.0%	34.0%
Q8-4. After school programs	18.2%	16.4%	30.9%	23.6%	10.9%
Q8-5. Before school programs	21.1%	21.1%	31.6%	10.5%	15.8%
Q8-6. Concerts in the Park	17.1%	27.1%	25.6%	19.6%	10.6%
Q8-7. Dance education programs	10.6%	13.6%	25.8%	15.2%	34.8%
Q8-8. Farmers market	16.8%	24.5%	21.8%	22.3%	14.5%
Q8-9. Fitness Center	20.2%	17.4%	23.9%	14.7%	23.9%
Q8-10. Fitness exercise classes	23.4%	17.0%	20.2%	17.0%	22.3%
Q8-11. Fitness in the Parks	11.5%	18.6%	28.3%	23.0%	18.6%
Q8-12. Food truck events	32.2%	26.0%	23.3%	11.6%	6.8%
Q8-13. Large one-day special events	20.9%	25.5%	27.3%	18.2%	8.2%
Q8-14. Martial arts programs	15.2%	13.0%	26.1%	17.4%	28.3%
Q8-15. Movies in the Park	19.7%	23.1%	24.8%	14.5%	17.9%
Q8-16. Nature programs	14.2%	23.6%	25.5%	24.5%	12.3%
Q8-17. Park amenities with charging stations	14.5%	12.9%	22.6%	19.4%	30.6%
Q8-18. Senior (50+ years old) programs	16.0%	18.9%	21.7%	26.4%	17.0%
Q8-19. Small one-day special events	8.7%	28.3%	30.4%	20.7%	12.0%
Q8-20. Special needs programs	13.0%	9.3%	24.1%	25.9%	27.8%
Q8-21. Specialized summer camps (e.g. sports camps, enrichment camps, educational camps)	14.8%	13.1%	36.1%	21.3%	14.8%
Q8-22. Sports specific training	17.1%	14.6%	29.3%	24.4%	14.6%

Q8. If "YES," please indicate how well your desires are being met using a scale of 1 to 5, where 5 means "100% met" and 1 means "0% met."

	100% met	75% met	50% met	25% met	0% met
Q8-23. Swim programs	18.9%	14.9%	27.0%	24.3%	14.9%
Q8-24. Teen (13-17 years old) athletic programs/ sports leagues	17.3%	15.4%	19.2%	28.8%	19.2%
Q8-25. Teen (13-17 years old) recreation programs	10.6%	23.4%	27.7%	21.3%	17.0%
Q8-26. Theater/performing arts programs	13.7%	20.5%	21.9%	24.7%	19.2%
Q8-27. Toddler (0-4 years old) athletic programs	6.5%	16.1%	29.0%	22.6%	25.8%
Q8-28. Toddler (0-4 years old) recreation programs	9.7%	19.4%	25.8%	22.6%	22.6%
Q8-29. Water fitness programs	15.3%	15.3%	20.3%	22.0%	27.1%
Q8-30. Youth (5-12 years old) athletic programs	21.1%	19.3%	21.1%	21.1%	17.5%
Q8-31. Youth (5-12 years old) recreation programs	13.3%	24.4%	22.2%	24.4%	15.6%
Q8-32. Other	50.0%	0.0%	0.0%	33.3%	16.7%

Q8-32. Other

Q8-32. Other	Number	Percent
TUTORING	1	10.0 %
WATER FITNESS	1	10.0 %
DOG FRIENDLY EVENTS	1	10.0 %
TENNIS/CLAY COURTS	1	10.0 %
TEEN DROP IN CENTER	1	10.0 %
TENNIS	1	10.0 %
Masters swim team	1	10.0 %
Ice hockey roller hockey	1	10.0 %
Senior men/women softball leagues	1	10.0 %
Boat ramps	1	10.0 %
Total	10	100.0 %

Q9. Which FOUR services/programs from the list in Question 8 are MOST IMPORTANT to you and members of your household?

<u>Q9. Top choice</u>	<u>Number</u>	<u>Percent</u>
5K walks/runs	41	9.4 %
Adult (18-49 years old) athletic programs	12	2.8 %
Adult (18-49 years old) recreation programs	4	0.9 %
After school programs	12	2.8 %
Concerts in the Park	54	12.4 %
Dance education programs	2	0.5 %
Farmers market	61	14.0 %
Fitness Center	14	3.2 %
Fitness exercise classes	4	0.9 %
Fitness in the Parks	8	1.8 %
Food truck events	10	2.3 %
Large one-day special events	9	2.1 %
Martial arts programs	1	0.2 %
Movies in the Park	7	1.6 %
Nature programs	12	2.8 %
Park amenities with charging stations	3	0.7 %
Senior (50+ years old) programs	24	5.5 %
Small one-day special events	5	1.1 %
Special needs programs	3	0.7 %
Specialized summer camps (e.g. sports camps, enrichment camps, educational camps)	3	0.7 %
Sports specific training	2	0.5 %
Swim programs	9	2.1 %
Teen (13-17 years old) athletic programs/sports leagues	7	1.6 %
Teen (13-17 years old) recreation programs	4	0.9 %
Theater/performing arts programs	4	0.9 %
Toddler (0-4 years old) athletic programs	1	0.2 %
Toddler (0-4 years old) recreation programs	2	0.5 %
Water fitness programs	8	1.8 %
Youth (5-12 years old) athletic programs	7	1.6 %
Youth (5-12 years old) recreation programs	2	0.5 %
Other	5	1.1 %
<u>None chosen</u>	<u>95</u>	<u>21.8 %</u>
Total	435	100.0 %

Q9. Which FOUR services/programs from the list in Question 8 are MOST IMPORTANT to you and members of your household?

<u>Q9. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
5K walks/runs	11	2.5 %
Adult (18-49 years old) athletic programs	6	1.4 %
Adult (18-49 years old) recreation programs	6	1.4 %
After school programs	7	1.6 %
Before school programs	2	0.5 %
Concerts in the Park	39	9.0 %
Dance education programs	7	1.6 %
Farmers market	43	9.9 %
Fitness Center	17	3.9 %
Fitness exercise classes	14	3.2 %
Fitness in the Parks	10	2.3 %
Food truck events	15	3.4 %
Large one-day special events	12	2.8 %
Martial arts programs	1	0.2 %
Movies in the Park	9	2.1 %
Nature programs	17	3.9 %
Park amenities with charging stations	3	0.7 %
Senior (50+ years old) programs	15	3.4 %
Small one-day special events	6	1.4 %
Special needs programs	9	2.1 %
Specialized summer camps (e.g. sports camps, enrichment camps, educational camps)	2	0.5 %
Sports specific training	1	0.2 %
Swim programs	7	1.6 %
Teen (13-17 years old) athletic programs/sports leagues	8	1.8 %
Teen (13-17 years old) recreation programs	3	0.7 %
Theater/performing arts programs	5	1.1 %
Toddler (0-4 years old) athletic programs	2	0.5 %
Toddler (0-4 years old) recreation programs	3	0.7 %
Water fitness programs	4	0.9 %
Youth (5-12 years old) athletic programs	7	1.6 %
Youth (5-12 years old) recreation programs	11	2.5 %
Other	4	0.9 %
<u>None chosen</u>	<u>129</u>	<u>29.7 %</u>
Total	435	100.0 %

Q9. Which FOUR services/programs from the list in Question 8 are MOST IMPORTANT to you and members of your household?

Q9. 3rd choice	Number	Percent
5K walks/runs	11	2.5 %
Adult (18-49 years old) athletic programs	3	0.7 %
Adult (18-49 years old) recreation programs	6	1.4 %
After school programs	6	1.4 %
Concerts in the Park	31	7.1 %
Dance education programs	6	1.4 %
Farmers market	34	7.8 %
Fitness Center	10	2.3 %
Fitness exercise classes	11	2.5 %
Fitness in the Parks	15	3.4 %
Food truck events	25	5.7 %
Large one-day special events	12	2.8 %
Martial arts programs	5	1.1 %
Movies in the Park	13	3.0 %
Nature programs	17	3.9 %
Park amenities with charging stations	2	0.5 %
Senior (50+ years old) programs	18	4.1 %
Small one-day special events	14	3.2 %
Special needs programs	1	0.2 %
Specialized summer camps (e.g. sports camps, enrichment camps, educational camps)	4	0.9 %
Sports specific training	2	0.5 %
Swim programs	9	2.1 %
Teen (13-17 years old) athletic programs/sports leagues	5	1.1 %
Teen (13-17 years old) recreation programs	2	0.5 %
Theater/performing arts programs	6	1.4 %
Toddler (0-4 years old) athletic programs	3	0.7 %
Toddler (0-4 years old) recreation programs	2	0.5 %
Water fitness programs	2	0.5 %
Youth (5-12 years old) athletic programs	7	1.6 %
Youth (5-12 years old) recreation programs	1	0.2 %
None chosen	152	34.9 %
Total	435	100.0 %

Q9. Which FOUR services/programs from the list in Question 8 are MOST IMPORTANT to you and members of your household?

Q9. 4th choice	Number	Percent
5K walks/runs	10	2.3 %
Adult (18-49 years old) athletic programs	2	0.5 %
Adult (18-49 years old) recreation programs	1	0.2 %
After school programs	3	0.7 %
Before school programs	1	0.2 %
Concerts in the Park	17	3.9 %
Dance education programs	7	1.6 %
Farmers market	24	5.5 %
Fitness Center	8	1.8 %
Fitness exercise classes	10	2.3 %
Fitness in the Parks	9	2.1 %
Food truck events	27	6.2 %
Large one-day special events	18	4.1 %
Martial arts programs	4	0.9 %
Movies in the Park	8	1.8 %
Nature programs	12	2.8 %
Park amenities with charging stations	5	1.1 %
Senior (50+ years old) programs	14	3.2 %
Small one-day special events	10	2.3 %
Special needs programs	1	0.2 %
Specialized summer camps (e.g. sports camps, enrichment camps, educational camps)	9	2.1 %
Swim programs	8	1.8 %
Teen (13-17 years old) athletic programs/sports leagues	4	0.9 %
Theater/performing arts programs	12	2.8 %
Toddler (0-4 years old) athletic programs	1	0.2 %
Water fitness programs	8	1.8 %
Youth (5-12 years old) athletic programs	6	1.4 %
Youth (5-12 years old) recreation programs	8	1.8 %
None chosen	188	43.2 %
Total	435	100.0 %

SUM OF THE TOP FOUR CHOICES

Q9. Which FOUR services/programs from the list in Question 8 are MOST IMPORTANT to you and members of your household? (top 4)

Q9. Top choice	Number	Percent
5K walks/runs	73	16.8 %
Adult (18-49 years old) athletic programs	23	5.3 %
Adult (18-49 years old) recreation programs	17	3.9 %
After school programs	28	6.4 %
Before school programs	3	0.7 %
Concerts in the Park	141	32.4 %
Dance education programs	22	5.1 %
Farmers market	162	37.2 %
Fitness Center	49	11.3 %
Fitness exercise classes	39	9.0 %
Fitness in the Parks	42	9.7 %
Food truck events	77	17.7 %
Large one-day special events	51	11.7 %
Martial arts programs	11	2.5 %
Movies in the Park	37	8.5 %
Nature programs	58	13.3 %
Park amenities with charging stations	13	3.0 %
Senior (50+ years old) programs	71	16.3 %
Small one-day special events	35	8.0 %
Special needs programs	14	3.2 %
Specialized summer camps (e.g. sports camps, enrichment camps, educational camps)	18	4.1 %
Sports specific training	5	1.1 %
Swim programs	33	7.6 %
Teen (13-17 years old) athletic programs/sports leagues	24	5.5 %
Teen (13-17 years old) recreation programs	9	2.1 %
Theater/performing arts programs	27	6.2 %
Toddler (0-4 years old) athletic programs	7	1.6 %
Toddler (0-4 years old) recreation programs	7	1.6 %
Water fitness programs	22	5.1 %
Youth (5-12 years old) athletic programs	27	6.2 %
Youth (5-12 years old) recreation programs	22	5.1 %
Other	9	2.1 %
None chosen	95	21.8 %
Total	1271	

Q10. How willing would you be to pay additional fees to use the facilities/programs that you indicated were most important to you and the members of your household in Questions 7 and 9?

Q10. How willing would you be to pay additional fees to use facilities/programs	Number	Percent
Very willing	40	9.2 %
Willing	127	29.2 %
Not sure	142	32.6 %
Not willing	43	9.9 %
Not at all willing	61	14.0 %
Not provided	22	5.1 %
Total	435	100.0 %

WITHOUT "NOT PROVIDED"

Q10. How willing would you be to pay additional fees to use the facilities/programs that you indicated were most important to you and the members of your household in Questions 7 and 9? (without "not provided")

Q10. How willing would you be to pay additional fees to use facilities/programs	Number	Percent
Very willing	40	9.7 %
Willing	127	30.8 %
Not sure	142	34.4 %
Not willing	43	10.4 %
Not at all willing	61	14.8 %
Total	413	100.0 %

Q11. Please CHECK ALL of the following ways you learn about City of Hollywood programs, activities, and events.

Q11. What are all the ways you learn about City programs, activities, & events

	Number	Percent
Word of mouth	246	56.6 %
Website	188	43.2 %
Newsletter	181	41.6 %
Flyers	83	19.1 %
Email	166	38.2 %
Banners	70	16.1 %
Facebook/social media	136	31.3 %
Magazines	40	9.2 %
Newspapers	76	17.5 %
New Horizons	156	35.9 %
Other	20	4.6 %
Total	1362	

Q11-11. Other

Q11-11. Other	Number	Percent
Find out after the fact	1	5.0 %
STREET SIGNS	1	5.0 %
NEWSPAPER AD	1	5.0 %
Hollywood Hills neighborhood mailing	1	5.0 %
HWD HILLS TODAY, HWD COMM NEWS	1	5.0 %
Hollywood Lakes Civic Association web, email, and newsletter	1	5.0 %
NEXTDOOR APP	1	5.0 %
WHATEVER COMES IN THE MAIL	1	5.0 %
BANNER AND SIGNS	1	5.0 %
WE NEVER HEARD	1	5.0 %
CITY CALENDAR	1	5.0 %
BIKING THROUGH THE NEIGHBORHOOD	1	5.0 %
DRIVING AROUND TOWN	1	5.0 %
PARK EAST MEETINGS	1	5.0 %
Radio TV	1	5.0 %
Seeing it	1	5.0 %
TV	1	5.0 %
Committees, associations	1	5.0 %
Text	1	5.0 %
CIVIC ASSOCIATION	1	5.0 %
Total	20	100.0 %

Q12. Please rate how supportive you would be of the Hollywood Parks, Recreation, and Cultural Arts Department developing each of the following items to improve the types of amenities offered to residents.

(N=435)

	Very supportive	Supportive	Neutral	Not supportive	Not at all supportive	Not provided
Q12-1. Developing an extreme sport venue	18.2%	16.1%	28.7%	8.0%	15.6%	13.3%
Q12-2. Developing a tournament quality athletic complex	20.9%	20.7%	28.3%	5.7%	9.9%	14.5%
Q12-3. Developing a paddle sport venue	14.0%	22.8%	30.8%	6.7%	10.3%	15.4%
Q12-4. Developing a teen center	23.4%	32.0%	22.1%	2.8%	6.2%	13.6%
Q12-5. Developing splash pads	19.8%	19.1%	29.4%	6.9%	8.0%	16.8%
Q12-6. Developing passive parks	26.9%	33.1%	17.9%	1.4%	5.1%	15.6%
Q12-7. Developing an e-sports venue	9.2%	12.0%	29.9%	12.0%	16.6%	20.5%

WITHOUT "NOT PROVIDED"

12. Please rate how supportive you would be of the Hollywood Parks, Recreation, and Cultural Arts Department developing each of the following items to improve the types of amenities offered to residents. (without "not provided")

(N=435)

	Very supportive	Supportive	Neutral	Not supportive	Not at all supportive
Q12-1. Developing an extreme sport venue	21.0%	18.6%	33.2%	9.3%	18.0%
Q12-2. Developing a tournament quality athletic complex	24.5%	24.2%	33.1%	6.7%	11.6%
Q12-3. Developing a paddle sport venue	16.6%	26.9%	36.4%	7.9%	12.2%
Q12-4. Developing a teen center	27.1%	37.0%	25.5%	3.2%	7.2%
Q12-5. Developing splash pads	23.8%	22.9%	35.4%	8.3%	9.7%
Q12-6. Developing passive parks	31.9%	39.2%	21.3%	1.6%	6.0%
Q12-7. Developing an e-sports venue	11.6%	15.0%	37.6%	15.0%	20.8%

Q13. Which TWO of the actions from the list in Question 12 would you be MOST WILLING to support with your tax dollars?

Q13. Top choice	Number	Percent
Developing an extreme sport venue	43	9.9 %
Developing a tournament quality athletic complex	45	10.3 %
Developing a paddle sport venue	22	5.1 %
Developing a teen center	89	20.5 %
Developing splash pads	38	8.7 %
Developing passive parks	75	17.2 %
Developing an e-sports venue	8	1.8 %
None chosen	115	26.4 %
Total	435	100.0 %

Q13. Which TWO of the actions from the list in Question 12 would you be MOST WILLING to support with your tax dollars?

Q13. 2nd choice	Number	Percent
Developing an extreme sport venue	33	7.6 %
Developing a tournament quality athletic complex	57	13.1 %
Developing a paddle sport venue	21	4.8 %
Developing a teen center	64	14.7 %
Developing splash pads	34	7.8 %
Developing passive parks	53	12.2 %
Developing an e-sports venue	6	1.4 %
None chosen	167	38.4 %
Total	435	100.0 %

SUM OF THE TOP TWO CHOICES**Q13. Which TWO of the actions from the list in Question 12 would you be MOST WILLING to support with your tax dollars? (top 2)**

Q13. Top choice	Number	Percent
Developing an extreme sport venue	76	17.5 %
Developing a tournament quality athletic complex	102	23.4 %
Developing a paddle sport venue	43	9.9 %
Developing a teen center	153	35.2 %
Developing splash pads	72	16.6 %
Developing passive parks	128	29.4 %
Developing an e-sports venue	14	3.2 %
None chosen	115	26.4 %
Total	703	

Q14. Please CHECK ALL of the following reasons that prevent you or members of your household from using the parks, greenway trails, and recreation facilities of the City of Hollywood MORE OFTEN.

Q14. What are all reasons that prevent you from using City parks, greenway trails, & recreation facilities more often	Number	Percent
Facilities are not well maintained	77	17.7 %
I do not feel safe at parks/facilities	83	19.1 %
I do not know where parks are located	94	21.6 %
I use facilities offered by surrounding communities	81	18.6 %
I use private facilities	53	12.2 %
Lack of parking	91	20.9 %
Lack of transportation	18	4.1 %
Parks are not easily accessible by walking, biking, or driving	53	12.2 %
Parks are not easily accessible to the disabled	20	4.6 %
Parks do not contain facilities or amenities that are appropriate for my family & me	65	14.9 %
Parks/facilities are too far from our residence	45	10.3 %
Park operating hours are not convenient	33	7.6 %
Other communities offer recreation facilities that are closer to my home or are higher quality	59	13.6 %
Other	40	9.2 %
Total	812	

Q14-14. Other

1. Bathrooms are often locked and not accessible. When they are accessible, they are dirty and not maintained properly.
2. Bathrooms should always be available with toilet paper and soap.
3. Broward county park.
4. Dowdy soccer field closed to public even though city owned and paid by taxes.
5. Free parking.
6. Homeless people live at oakwood hills park or surrounding.
7. I go to ty park, which is not listed.
8. It is too crowded in so fla, to much traffic, not enough parking.
9. Kids using drugs at parks, no security, it is much needed.
10. Lack of knowledge
11. Mosquitoes
12. Mountain bike facilities needed.
13. Need a park like central park in plantation.
14. Need more tennis and biking.
15. No room for unorganized sports.
16. Not enough recreation time in my schedule and hot weather.
17. Not familiar with parks outside of my home area.
18. Nothing new.
19. On weekends i have to pay.
20. Other people in these free spaces are obnoxious with zero manners and i don't want to be around them
21. Park fees on weekends
22. Parking costs at the beach are absurd.
23. Parking is very expensive at the beach.
24. Parks are overcrowded with disrespectful people.
25. Restrictions for dogs is the only thing that i have issues with. Even with a dog in a cart or bike trailer, not even touching the ground, i am prevented from enjoying the boardwalk beach area and several parks.
26. Sign stating that 12 and older need a child with them.
27. The facilities are fine, i have no complaints.
28. The only park that i know of offering paddle boarding access doesn't give any details on what to expect when you get there. The city's website doesn't offer insight on conditions, safety, where to paddle or not to paddle. I would feel safer knowing there was someone there to answer questions or assist if necessary.
29. The playground at oakridge park needs fixing.
30. They are closed!
31. They do not offer much excitement. Lack quality.
32. Time constraints between work and family obligations
33. Too many homeless people.
34. Use broward co parks, ty park, westlake.
35. Use county parks
36. Use of illegal drugs at parks, such as ty park and cathy and bob anderson park.
37. Was working too much in miami.
38. We need a good community pool in east hollywood.
39. Work schedule limits us.

Q15. Parks and Recreation systems have the potential to help address some of the complex social, economic, and environmental challenges facing communities. From the list below, please select the top FIVE challenges that are MOST IMPORTANT to your household.

Q15. What complex social, economic, & environmental challenges that are most important to your household	Number	Percent
Community safety	316	72.6 %
Flooding/sea level rise	170	39.1 %
Homelessness	187	43.0 %
Lack of workforce housing	39	9.0 %
Limited access to healthy foods such as fresh fruits, vegetables, & whole foods	100	23.0 %
Limited access to multi-modal transportation options (e.g. sidewalks, bikeways, trails, transit)	118	27.1 %
Preservation of natural areas	236	54.3 %
Substandard childhood education	89	20.5 %
Traffic congestion	197	45.3 %
Water quality	159	36.6 %
Air quality	103	23.7 %
Opioid crisis	62	14.3 %
Other	11	2.5 %
Total	1787	

Q15-13. Other

Q15-13. Other	Number	Percent
PEOPLE TALKING ON SPEAKER PHONE IN PUBLIC	1	9.1 %
NOT ENOUGH PARKS IN HOLLYWOOD HILLS	1	9.1 %
BUSY LIFESTYLE	1	9.1 %
WE ARE LIVING IN CRITICAL TIMES, SO WE WOULD BE BEST STAY HOME	1	9.1 %
ACCESSIBILITY FOR THE DISABLED	1	9.1 %
Taxes are high for household, we need to cut some spending	1	9.1 %
Noise pollution from AirB&B properties	1	9.1 %
BOAT SQUATTERS	1	9.1 %
Lack of bus benches and cover from the sun	1	9.1 %
Getting everyone on sewer system instead of septic tank	1	9.1 %
CONSTRUCTIVE ACTIVITIES FOR YOUNG PEOPLE	1	9.1 %
Total	11	100.0 %

Q16. Do you walk or bike to the City parks?

Q16. Do you walk or bike to City parks	Number	Percent
Yes	238	54.7 %
No	170	39.1 %
Not provided	27	6.2 %
Total	435	100.0 %

WITHOUT "NOT PROVIDED"**Q16. Do you walk or bike to the City parks? (without "not provided")**

Q16. Do you walk or bike to City parks	Number	Percent
Yes	238	58.3 %
No	170	41.7 %
Total	408	100.0 %

Q16a. What would make you consider walking or biking to parks?

1. Age
2. An instant cure for arthritis.
3. Better bike paths around the city.
4. Better bike paths to the parks, more sidewalks leading to parks.
5. Better biking paths
6. Better health.
7. Better infrastructure for both, shade to sun exposure.
8. Better sidewalk structure.
9. Bicycle lanes on roads.
10. Bike in my area, streets.
11. Bike path not on street.
12. Bike paths
13. Bike trails, walking markers.
14. Buying a bike
15. City traffic congestion and careless drivers force me to drive everywhere. Both noise and air pollution.
16. Closeness
17. Closer
18. Closer available parks and safer side walks
19. Closer proximity
20. Closer proximity, safety-many parks are infested by homeless/drug addicts or other violent criminals.
21. Closer to my home
22. Closer to my home
23. Contiguous, well-lit, wide sidewalks that could get my family there safely. And it would be nice if the paths were attractive to be on, but i haven't seen hollywood make any attractive improvements yet. E.g. Hollywood boulevard lighting
24. Convenient location and a flat trail.

25. Distance
26. Easier access
27. Fogging for bugs
28. Have one closer to my home.
29. Having a park close by
30. Having one closer to home.
31. I am disabled, cannot walk or run too far.
32. I am disabled.
33. I can walk but the larger parks require driving.
34. I cannot bike due to a knee condition. None of the parks that i like are close enough to walk to.
35. I can't.
36. I have breathing problems due to cancer.
37. I uber to the beach because i like to drink beers down there.
38. I would consider biking to a park if it wasn't so hot outside. Summer heat sucks!
39. I would have to be within 2 miles of a park.
40. I would never bike next to any roadway in hollywood. Everyone is on cellphones so it is dangerous, and it is too hot/rainy much of the year.
I would love to walk to a quality park if it was within a mile or two.
41. I would rather drive
42. If i did not have a car.
43. If i knew where they were and if they're close
44. If safe bike lanes were provided, i'd be much more likely to ride to a park.
45. If the park was closer to my house.
46. If the parks were closer to my house.
47. If they had more amenities than a small playground or if it had a bigger course to run around.
48. If they were closer to home and if i were younger and in better shape.
49. If they were closer to my home and a nice place to go and i wasn't concerned about my bike being stolen - odds are slim to none
50. If they were closer to my house.
51. If they were closer.
52. Kids are too young to cross the major roads that we need to get to the nearest park.
53. Knowing which park near me that is safe.
54. Less homeless people
55. Less traffic congestion. Safer streets with traffic calming
56. Living closer
57. Location. Safety
58. More in my own neighborhood that are dog friendly.
59. No bike.
60. No desire
61. No time or interest.
62. Nothing
63. Nothing, workout at gym.
64. Nothing. I do my walking at my complex.
65. Only walk to the closest one to me.
66. Own a bike.
67. Proper bike lanes and street safety
68. Proximity

69. Proximity close to lincoln park.
70. Proximity to home. Safe surroundings.
71. Put one within walking distance for myself and my dog.
72. Re pave bike and walk paths. Add extra safety features.
73. Real bike lanes with separation from traffic.
I am an avid bicyclist, but almost never ride on the streets. It's simply too dangerous. Drivers do not leave sufficient space, are texting or on their phones, and the bike lanes are either inadequate or non-existent.
I live 1 mile west of i-95 on sheridan - there is no safe route to ride to the beach. None.
74. Safe and separate from car traffic, bike lanes.
75. Safe bike lane is needed.
76. Safe bike lanes on major(sheridan) roads and frequent used roads like taft.
77. Safe bike paths.
78. Safe bike paths.
79. Safe paths for bikes-big buffers between bikers and cars. Shaded routes. Add bike fixing stations.
80. Safer bike lanes.
81. Safer roads, bike lanes, driver awareness and cyclist awareness rules.
82. Safer routes
83. Safer sidewalks and bike lanes
84. Safety
85. Safety
86. Safety
87. Safety
88. Safety to and from the parks.
89. Safety, more sidewalks
90. Stop the crime, drugs, homelessness
91. Surgery on back
92. The ability to be able not have a disability - at 90 my needs are very different. I have lived in hollywood for about 65 years and with my own garden and pool have little need for anything else at 90 years of age but don't deny this to people not having a garden and pool of their own.
93. The beach and arts park are to far.
94. The distance from home.
95. To exercise, getting out of the house.
96. Too far
97. Too many people just washing cars at park and it is not safe for me and my family.
98. Traffic
99. Traffic is a big deterrent, especially for cycling. I have thought about the putting my bike on the bus to hollywood beach however i have not done that yet.
100. Traffic is to dangerous in my area to bike. South florida has the highest or close to the highest pedestrian and cyclist deaths by car accidents in the country.
101. Ty park is closer.
102. Walking
103. Walking pathways with tree shade
104. We are open to walking everywhere we can take our dog.
105. Weather
106. When my niece does not see kids doing drugs at these parks.
107. Willingness of my children

Q17. Please CHECK ALL of the following organizations that provide recreation programs and facilities that are used by you or members of your household.

Q17. What are all organizations that provide recreation programs & facilities you use	Number	Percent
State of Florida	180	41.4 %
Broward County	311	71.5 %
Hollywood Parks, Recreation & Cultural Arts Department	311	71.5 %
Private clubs/fitness centers	133	30.6 %
Local schools/colleges/universities	83	19.1 %
Churches or other religious organizations	84	19.3 %
Non-profit organizations	33	7.6 %
Homeowners association	64	14.7 %
Other cities/park districts	99	22.8 %
School district	32	7.4 %
Private schools	32	7.4 %
YMCA/JCC	107	24.6 %
Boys & Girls Club	15	3.4 %
Other	2	0.5 %
None of these	18	4.1 %
Total	1504	

WITHOUT "NONE OF THESE"**Q17. Please CHECK ALL of the following organizations that provide recreation programs and facilities that are used by you or members of your household. (without "none of these")**

Q17. What are all organizations that provide recreation programs & facilities you use	Number	Percent
State of Florida	180	43.2 %
Broward County	311	74.6 %
Hollywood Parks, Recreation & Cultural Arts Department	311	74.6 %
Private clubs/fitness centers	133	31.9 %
Local schools/colleges/universities	83	19.9 %
Churches or other religious organizations	84	20.1 %
Non-profit organizations	33	7.9 %
Homeowners association	64	15.3 %
Other cities/park districts	99	23.7 %
School district	32	7.7 %
Private schools	32	7.7 %
YMCA/JCC	107	25.7 %
Boys & Girls Club	15	3.6 %
Other	2	0.5 %
Total	1486	

Q17-14. Other

Q17-14. Other	Number	Percent
RAINBOW MONTESSORI SCHOOL	1	50.0 %
City of Hollywood employer	1	50.0 %
Total	2	100.0 %

Q18. Please rate your satisfaction on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the overall value your household receives from the Hollywood Parks, Recreation and Cultural Arts Department.

Q18. Your satisfaction with overall value your household receives from Parks, Recreation & Cultural Arts Department	Number	Percent
Very satisfied	52	12.0 %
Satisfied	187	43.0 %
Neutral	128	29.4 %
Dissatisfied	29	6.7 %
Very dissatisfied	5	1.1 %
Don't know	34	7.8 %
Total	435	100.0 %

WITHOUT "DON'T KNOW"

Q18. Please rate your satisfaction on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the overall value your household receives from the Hollywood Parks, Recreation and Cultural Arts Department. (without "don't know")

Q18. Your satisfaction with overall value your household receives from Parks, Recreation & Cultural Arts Department	Number	Percent
Very satisfied	52	13.0 %
Satisfied	187	46.6 %
Neutral	128	31.9 %
Dissatisfied	29	7.2 %
Very dissatisfied	5	1.2 %
Total	401	100.0 %

Q19. Including yourself, how many people in your household are...

	Mean	Sum
number	2.7	1157
Under age 5	0.1	47
Ages 5-9	0.1	62
Ages 10-14	0.2	66
Ages 15-19	0.2	68
Ages 20-24	0.1	55
Ages 25-34	0.3	111
Ages 35-44	0.3	133
Ages 45-54	0.4	180
Ages 55-64	0.5	220
Ages 65-74	0.3	146
Ages 75+	0.2	69

Q20. What is your age?

Q20. Your age	Number	Percent
18-34	74	17.0 %
35-44	78	17.9 %
45-54	90	20.7 %
55-64	95	21.8 %
65+	94	21.6 %
Not provided	4	0.9 %
Total	435	100.0 %

WITHOUT "NOT PROVIDED"**Q20. What is your age? (without "not provided")**

Q20. Your age	Number	Percent
18-34	74	17.2 %
35-44	78	18.1 %
45-54	90	20.9 %
55-64	95	22.0 %
65+	94	21.8 %
Total	431	100.0 %

Q21. How many years have you lived in Hollywood?

<u>Q21. How many years have you lived in Hollywood</u>	<u>Number</u>	<u>Percent</u>
0-5	57	13.1 %
6-10	54	12.4 %
11-15	39	9.0 %
16-20	74	17.0 %
21-30	94	21.6 %
31+	108	24.8 %
Not provided	9	2.1 %
Total	435	100.0 %

WITHOUT "NOT PROVIDED"**Q21. How many years have you lived in Hollywood? (without "not provided")**

<u>Q21. How many years have you lived in Hollywood</u>	<u>Number</u>	<u>Percent</u>
0-5	57	13.4 %
6-10	54	12.7 %
11-15	39	9.2 %
16-20	74	17.4 %
21-30	94	22.1 %
31+	108	25.4 %
Total	426	100.0 %

Q22. Which of the following best describes your race/ethnicity?

<u>Q22. What best describes your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
African American/Black	73	16.8 %
White/Caucasian	255	58.6 %
Asian	8	1.8 %
Native American	6	1.4 %
Caribbean	11	2.5 %
Hispanic/Latino	159	36.6 %
Other	7	1.6 %
Total	519	

Q22-7. Other

<u>Q22-7. Other</u>	<u>Number</u>	<u>Percent</u>
Mixed	3	42.9 %
JEWISH	1	14.3 %
LEBANESE	1	14.3 %
SPANISH	1	14.3 %
Multi-racial Asian and Caucasian	1	14.3 %
Total	7	100.0 %

Q23. Are you a registered voter?

<u>Q23. Are you a registered voter</u>	<u>Number</u>	<u>Percent</u>
Yes	399	91.7 %
No	32	7.4 %
Not provided	4	0.9 %
Total	435	100.0 %

WITHOUT "NOT PROVIDED"**Q23. Are you a registered voter? (without "not provided")**

<u>Q23. Are you a registered voter</u>	<u>Number</u>	<u>Percent</u>
Yes	399	92.6 %
No	32	7.4 %
Total	431	100.0 %

Q24. Please share any additional comments that could assist the City of Hollywood in improving parks, trails, open space, or recreational facilities and programs.

1. A community garden would make an amazing addition to the city and allow teens and adults to potentially volunteer.
2. Add more musical or theatrical events to young circle. More food events, as well.
3. Adding more canopy trees into local neighborhoods to help manage storm water, add value to properties, and make it more comfortable to be outside. I am a landscape architect willing to help my community. Feel free to call me at 786-269-8280
4. Additional public access tennis courts are needed. Can david's park make some of those available to the public at no cost? They have many courts but are rarely used. Are they city or privately owned?
5. Allow free parking at our beaches and downtown.
6. Art park was a brilliant mix of city and wildlife. I wish that level of support for all of my parks.
7. Attached
8. Before, we used to visit it. Beautiful beaches, every week. But parking is very expensive and now i hardly ever go after setting up the resort those of us that live here cannot afford to go.
9. Being safe is my main issue, especially for children.
10. Better bike space on road would be great. More people are biking and there is not enough space on sidewalk. More tennis facilities and dog parks.
11. Better maintained and less illegal activities. More security.
12. Better quality programs in different areas of the city. I drive to pembroke for better programs. The city is too antique.
13. Can more free/cheap transportation options to get to parks.
Where r these parks? No addresses were listed.
14. Clean parks daily, build more nature/bike trails, have parks monitored during daytime and nighttime hours.
15. Crime prevention and cleanliness. We are constantly picking up garbage at jefferson park and around our neighborhood.
16. End the corona virus lockdown and open up the facilities and beach
17. Enforce more the rules and regulations!
18. Expand parks for drainage. Do not develop sunset golf course.
19. Facilities for teens and youth is a major need. I believe if each smaller community had adequate facilities to engage our young people we would see an improvement in community well being, safety, and success. These facilities and programs need to have a low membership fee if any and offer activities that are appropriate and valid to the interests of young people.
20. Fitness exercise programs and other things for 50 plus to do after 5:30 pm for those of us who work 9-5.
21. Free parking on weekends! Or discounted parking fees for hollywood residents.
22. Gay programs needed, cheaper beach parking permits!
23. Get rid of poison ivy
24. Get rid of the homeless that hangs out in the park. I live in hollywood for 18 years but travel to plantation to take grandchildren to the park. Homeless people are keeping my grandchildren out
25. Girls only teen center.
26. Go to ty park frequently, not on your list.
27. Great job
28. Have a senior citizen discount for park entry, i would like to visit the beach more often, but have to figure approx. 10.00 to 15.00 for parking. Hollywood beach north was last year 10.00 just to enter. I moved from miami and absolutely love living in hollywood. The people and city are great!

29. Hollywood has a dangerous, growing and unfocused upon serious problem with homeless vagrants. Florida state laws allow local governments to deal with this issue. Hollywood police generally are excellent, but generally too they are unwilling to deal with homeless law violations in a way which dissuades future dangerous behaviors. These officers themselves, literally and directly, put all hollywood residents at risk , in particular children and seniors.
Police officers need to be reminded daily that they work for the citizens of our community. And police officers never are allowed to ignore law violations of homeless vagrants. I can identify two officers by name with whom i have had confrontations on these very issues. And i am 75 years old. Let's clean up this dangerous vagrant problem!!!!
30. Hollywood is great, keep trying to offer as much as possible for all groups of people. Nature, sports and the arts add so much to peoples lives
31. Hollywood needs to get their act together and start blaming the department heads and the politicians for the poor job that they are doing and finally get it right and stop putting the blame on each other !!!! Fix the problem or get out !!!!
32. I am impressed with the level of security at arts park.
33. I cannot think of anything to add to this list.
34. I completed this survey thinking about my household, my 3 year old niece who visits often, my preteen niece and nephew who spend summers with me, and other families i meet while out at the parks. We go to eppelman park often and this park is a great size for the younger children; however, it needs to be improved.
35. I don't feel safe going to the parks by myself. A lot of the parks are known for adults having sex and doing drugs.
36. I enjoy all the parks.
37. I like the broward county parks because they are large open spaces with greenery/nature and enough space for people to spread out and enjoy different activities comfortably. Many of hollywoods parks are too small to serve much purpose if any.
38. I like the interest you are putting into the parks. You should do this more often.
39. I live in hollywood lakes, i believe it is urgent to build and improve sidewalks, people walk with strollers in streets and it is dangerous. Than, ever too navigate traffic, cars, walkers, bikes.
40. I love hollywood!
41. I love living in hollywood and i feel very safe. Please continue to keep citizens in your decisions in all future planning. Thanks mayor and staff, god bless you all.
42. I love splash parks.
43. I saw a rude park officer , caucasian ,white hair and mustache , 60 's threatened cyclist to arrest because they were on the bridge at the dania marina research institute , he was saying that the bridge belongs to the park that is close for covid, but no sign of no trespassing , only park is closed so vehicles don't have to cross the bridge to find out. He is an angry guy and doubt a positive element for the park.
44. I should not have to pay to enter a park in hollywood if i just want to bike around it. Thank you, stay safe.
45. I think i'm okay with most of what happens...my interests are primarily served by other entities. However, i would love to have the driftwood pool have better hours! My tax dollars paid for that pool and i can't use it due to very limited hours (and this was long before covid-19). Thanks!
46. I think the city does a good job. We need to take advantage of the schools open spaces when we can.
47. I think the grant programs are totally unfair. We live in hollywood hills, and are not even considered, yet i have friends who live in crack town and are getting a new roof and central air. I do not qualify because of my zip code? We need help too.
48. I would like to be more involved in this process if permitted. Please let me know if there is anything more i can do. Chvirtanen@gmail.com
49. If i knew where some of these activities were offered, like sand volleyball courts, dance classes. I would like to attend or play in a league.

50. In past years i have enjoyed the facilities at holland park with the orchid societies picnics. In my earlier years i have enjoyed the lovely hollywood beach and especially when here on vacations visiting friends. I decided to move here after returning to nj from the korean war where i served in the us army. I have friends who enjoy the parks and other facilities but due to my age and disability i cannot partake in that and when working in miami had little time for it after working in my garden at home.
51. In the area where i live, there are a lot of homeless people and drug addicts, you can see people walking on the sidewalks or at the pharmacy, they are high, it is horrible.
52. Information by mail.
53. It is hard to give good answers since this year has been so "out of the ordinary". I only recently retired and so some of my answers are based on the fact that i used to work 60-70 hours per week making use of city facilities difficult. I am hoping to rectify that once life returns to a "before pandemic" set of circumstances
54. It would be nice to have a heated/chilled olympic size swimming pool. A/c airfield would be nice.
55. It would be so awesome to have a dedicated bike trail in east hollywood! The streets and beach are always too congested to bike safely for exercise purposes.
56. Jefferson park baseball field needs to be maintained and raked-missing bases.
57. Just to let you know, at the beginning of the covid 19 pandemic, traffic resumed to the levels of when i moved here. They way that traffic was just before, i did not feel comfortable of safe walking or biking anywhere around here.
58. Keep parks safe/ no crime. Very important. Thanks for what you do!
59. Keep sunset golf course green! No more cement!
60. Keep sunset golf course passive. No extreme sports.
61. Keep the addicts and homeless out.
62. Keep the beach clean, often time at the beach i find trash all over the beach.
Help the homeless to find a safe place for them to go night instead of sleeping on the beach.
63. Keep the cra enhanced funding for parks for parks department budget and they'll have needed funding to keep up with future maintenance.
64. Keep them clean and well maintained. Enforce littering and homeless loitering rules and laws.
65. Landscaped to attract wildlife. (birds, butterflies) eye appeal, shade, picnic areas, various plant life. Flowering plants, emergency call stations, clean restrooms, modern renovated.
66. Letting me know when they are and what kid programs are being offered.
67. Letting those of us paddle board or kayak off the beach w/o such ridiculous restrictions.
68. Live professional theater would be great. We used to have it on washington ave.
69. Longer hours at the dog beach on the days that it is open and limiting use of that area to people with dogs during that time. It gets very crowded with beach goers setting up camp on the beach that are still there during dog time limiting the open space for the dogs to run around on
70. Love the beach, but private concession has taken over too much of paine beach area and blocks view with cabana rentals too close to the shore.
71. Maintain the green spaces for residents to enjoy.
72. Maintain the rodents and reptiles at all parks, they are over bearing.
73. Maintenance and upgrade of existing facilities. Mail monthly calendar- map of programs/activities/concerts scheduled locations and/or billboard or banners to park website for this information.
74. Many open spaces/many in need of attention are and safety.
75. Margaritaville was the so called last straw for us.
76. Money should go to improve amount of broken benches and replace the beach area. Would rather see clear water and fresh air.
77. More bike lanes, more speeding enforcement in the neighborhoods. Some streets we ride bikes down are like i-95. Someone is going to get killed by these reckless motorists. No need to drive 50-60 in a residential area.
78. More daily sanitation. More healthy living life styles.

79. More info on free shuttles, access spots and how to get to the beach without driving (bus routes, etc.) Improve free parking on beach.
80. More open space parks that are dog friendly and beach space that is 24/7 available and later hours during the winter.
81. More parking spaces, especially for seniors. Keep bikers away from walking areas. No loud music.
82. More restrooms and water fountains, better landscaping.
83. More safe places to bike.
84. More trash cans along walks and in recreational areas and regular schedule to empty the a short. People try to do right, but many containers are full and not emptied for days. I use 3to 4 routes each week and i see the overflowed cans regularly.
85. My family would like to extend our gratitude to code enforcement officer michelle shahryar for opening up our community and keeping it safe. Special shout outs to officers coto, taylor, hernandez, garcia, patrick, o'brian, fernandez, clyde. Internal affairs for putting up with me, and the information desk. My sincere apologies for any trouble i might have caused.
86. My main concern is accessibility. Public and private partnerships do not want ot pay two times higher taxes and entrance fees. Do not want to support venues that become places for tournaments we cannot use. I have a garden and support community gardens, i have a home but support accessibility for homeless, low income, etc. Housing and transportation related. Well planned sustainability, wise and native environment in every aspect, including demolition and building. I could go on but will end with protected bike lanes throughout the city.
87. My primary reasons for visiting our parks are fitness, relaxation, and entertainment. Often times i am running by myself-so safety is #1, and cleanliness of restrooms and park areas is important too.
88. Need safe bike paths.
89. No mention of golf courses which are most important to our family. Hope that beach and orangebrook receive the attention they need and deserve. The city does not do enough to promote or support these great facilities. Do not take any of that property for residential.
90. No more taxes! Most of us not working and yet we don't ask a cent government. Increase my taxes...i'll move to other county or city!
91. No more taxes! No one is working because anti-american rules!
92. No more taxes.
93. Open parks!
94. Our p & r dept runs a very great range of programs and activities. Our cultural arts events such as our past mari gras should be reinstituted. Eater pads are needed at harry berry and keating asap!
95. Park names are not well known. More publicity about locations to events.
96. Parts of n 46 ave are very overgrown, making walking unpleasant because of bending to avoid branches. The sidewalk is also very dangerous due to uneven concrete, spiders and bugs that rest in overhanging branches.
97. Phone app for searching a particular activity which shows the locations of the activity, time and details. App that gives notices of special events. Earn credits for free classes for visiting parks.
98. Please clean up stan goldman park, it is embarrassing when family and friends come to visit from out of town. It is always a mess and over grown. Trees need to be pruned properly and get the homeless out of there. Needs to be more family friendly.
99. Please fix the bottom of fences at dog parks. Mine is strong and can go under the fence. Thank you!
100. Please keep our bikers safe. More tennis. Safer waters for kayaks.
101. Please make bike lanes with separators (i.e. Plastic poles or equivalent) physically separating bike lanes from vehicular traffic.
102. Please place coolidge street west of 56th avenue on city sewer.
103. Please repair playgrounds, they are in bad shape, we use jefferson the most and the state of the playground equipment is dreadful.
You need to have a maintenance program for playground equipment
104. Please use park money from bonds to buy quality playground equipment.

105. Please, don't raise my taxes, not working and i take care my parents without a cent from government.
106. Possibly a visitors center to inform tourists of these features.
107. Private pavilion rentals: price can be cheaper. Also a lot of pavilions do not have power outlets and you should be able to barbecue if you rent a pavilion.
108. Public golf courses.
109. Safe healthy programs for tweens and teens after school.
110. Safety is one of our primary concerns and there are never animal control or police in the parks! One of my two dogs had an eye torn out in joe dimaggio park by a loose german shepard. Despite repeated requests for even intermittent coverage by animal control or police, there is never any security. The people that do the landscaping maintenance do a horribly shoddy job! They leave palm fronds all over, drive trucks off walkways and make huge scars in the landscape which become long term muddy messes which aren't repaired. My wife and i voted for the significant recent bonds to upgrade our parks, which remains to be seen and hopefully to staff with some type of security personnel.
111. Sal oliveri park never has soap to wash your hands. Emerald hills lakes park and dog park has no restrooms.
112. Shade from trees and canopy cover.
113. Splash pads or a city waterpark would be amazing. Kids need a place close to their homes that are safe and welcoming during the very hot months of florida. Also any teen centers that foster positive growth opportunities with the community and peers of there ages.
114. Tennis is becoming a worldly pleasure and you do not get your neck broken!!
115. Thank you for doing a great job during covid 19 and this great survey! Send a map of parks!!
116. Thank you for doing this. Now follow through tax dollars are for this.
117. Thank you!
118. Thanks!
119. The abandoned boats in the cove at north beach (just north of sheridan on ocean drive) must go. The people that live on them dump waste into our waterways and boats break loose and threaten properties. This should be developed into a pay mooring site with pump out facilities.
120. The city needs to spend as much time maintaining and fixing broken park features that are not on hollywood beach or young circle a lot of the small parks are in bad shape most residents in my area don't visit downtown or the beach due to little parking and prefer other parks and shopping that are convenient
121. The improvement i would like to see most is a safe bike lane on all streets in hollywood and bike trails that can be taken to avoid certain roads. It is so dangerous to ride a bike in hollywood. I would love to ride my bike more instead of driving but i do not feel safe.
122. The newly renovated/paved section of dedicated bike/walk path on polk st on the south border of the hollywood golf course is an abject waste of money unless the contractors continue to fix what they have so far implemented. The path is set too low, has no perceivable drainage or pitch and is subsequently flooded easily with very deep sections of water prohibiting passage and resulting in path users having to walk into active streets which is highly unsafe.
123. The number one thing that would improve my family's quality of life would be biking and walking paths. There are no easy solutions to this problem, as the city just wasn't designed to accommodate pedestrian travel. Sidewalks are not contiguous and updated "improvements" of roads, such as hollywood blvd., have done more to limit and constrict pedestrian traffic than to allow flow. It's the number one reason that i look to move from hollywood and the number one reason i tell friends in other cities that i wouldn't recommend raising children here. I grew up able to walk and bike everywhere on my own and don't feel my children (who are now getting older and never got to experience these freedoms) got to experience one of life's greatest freedoms.

124. The overgrowth, garbage and non existence of maintenance of the green spaces by the railroad tracks on taft st just east and west of the bridge under i-95. People walk to the yellow and green market and it is shameful the conditions of the green spaces by the railroad tracks and the stop and shop. The weeds are never trimmed, people throw massive amounts of garbage into the weeds that never get picked up. Trees are not trimmed. Charles f. Vollman park was a great addition to the neighborhood, but it is now poorly maintained. The green spaces have all turned to weeds, trees are not trimmed. The front entrance green space looks run down. Again, walking to the park is saddening as the surrounding area is not maintained. The renovations to hollywood beach have been exceptional. Looking forward to the continuing efforts to improve it.
125. The parks need to be update in more safe the cleaning the grass we live in emerald hills in the park next-door house getting deteriorated we usually go to boca for the park
126. The politicians ruined this town by overdeveloping. They got money from builders and other groups. Hollywood was meant to have half of the population with two train tracks going through the heart of the city. The administrations just did not think or care about the integrity of holly.
127. The safety in the parks is most important to my family.
128. There is so much potential in so many of our parks. I am thankful that i have so many choices for my family when it comes to parks, but so many of them are run-down, unsafe, and sometimes used by our homeless population for their use. Kiwanis park, for instance, has so much land that is unused. So much could be done on that land, and the tiny playground there really needs some attention.
129. Too many shady characters and homeless people in public parks.
130. Too much green space is being lost everywhere.
131. Ty park is the perfect example of a good walking/recreation space. I am looking forward to the sunset golf course possibly being transformed to a similar type, as well as the orangebrook golf course renovation to allow some walking paths. More shade trees would be helpful and keeping city sidewalks maintained for regular neighborhood walking is also important.
132. Update the parks with better night lighting , pathways reduce and more promotion
133. Upgrade east/west bike trails from west hollywood to the beach. Taft , johnson, washington, etc.
134. We are a family who desires to have a more physically active life and would like more track, running, or walking fields in north hollywood.
135. We live closest to jefferson park and joe dimaggios park. I am extremely disappointed with jefferson park.
136. We need a seawall on the block of south southlake drive between 8th and 9th. We need to get the moored boats out of south lake.
137. We need dedicated bike lanes with appropriate marking. We should have a cycling committee within parks and rec, with representatives from the community, police, and others to champion these efforts and educate.
138. We need more. I love walking the walking trails by anne kolb. You are taken away from the city and it is the only spot like it. I love water aerobics in the driftwood pool. I take community garden classes. I just want more. I want the movies back in arts park. Offer paddle board yoga at west lake park. More biking trails. More tennis courts. More classes. Cooking classes, dance classes anything. You also need to advertise better. I often find out about an event after it happened.
139. We need to clean up our city. Lawn maintenance is terrible. Arts park lawn is beautiful. Jefferson park is never edged and always overgrown on 16th ave with a lot of garbage. Dixie highway is always trashy and again lawn at least should be cared for. I could go on. Love my city.
140. We need to have a nice fishing pier installed somewhere in hollywood on the ocean side it would make a nice addition. And a great place to visit and also some great fishing in the florida water
141. We really need a community pool in east hollywood. The ymca is not a substitute for a good city pool. The driftwood pool is a laughable substitute. I've heard nonsense comments from commissioners on this topic so i have zero hopes of getting one in my life time. I pay about \$20,000 in property taxes each year. Seems like someone would listen to me.
142. We should have a dog beach just like haulover beach. No fee to use with pets.

143. We think that you guys do a good job overall and are proud of our hollywood parks.
144. We visit ty parks almost weekly. The city parks around us are not close enough to walk to or are too small to exercise.
145. Where are our 'bicycling' neighborhood police officers that the community youth and adults created an open relationship with over the decades. The key to success is communication between law enforcement and residents. In addition, remove parking meters on the boulevard and reduce costs for beach parking. People cannot visit and support businesses when the cost of parking is high and the stress of running the meter interrupts the pleasure of being in our city. Important issues that must be addressed. On a happy note, murals are beautiful and give us 'food for thought' and discussion. Thank you.
146. With record breaking heatwaves, shady areas with seating would alleviate overcrowding to hospitals. Elderly, young, homeless, water fountains, in the long run equals skin cancer.
147. Would love to see a community garden, farmers market, bocce ball courts tournaments. More music festivals & art sidewalk fairs on the beach
148. Wow had no idea city had so many parks and open spaces - never heard of roses garden until i did the survey! Yes please don't forget parks! Love that charles vollman park on taft street i try to walk there as much as i can!!!
149. Ycp brings the whole community together. I enjoy the shows. It draws people from dade and palm beach counties to hollywood. We should permanently fund young circle parks shows!
150. You are doing a great job already.
151. You are doing a great job! Continue to maintain while upgrading.
152. You do a pretty fine job with the money your given .
153. You guys are doing everything good.
154. You missed sailor's point and the sailboat rentals and training available there
155. You take out things so the homeless can't use them, but we don't have them either. You don't maintain the things you put in the parks.
156. Zinkil park is a constant bed of drug use, sexual activity and illegal parking. Please increase presence! Stan goldman park is always full of trash.

Section 5

Survey Instrument



Mayor Josh Levy

April 2020

Dear Hollywood Resident:

I am reaching out during this exceptionally challenging time to thank you for all you've been doing to stop the spread of COVID-19. As we look forward to the time when we are back outside enjoying our beaches and parks with friends and family, I ask that you take an active role today in helping to shape the future of parks and recreation in the City of Hollywood.

As you may know, the City has initiated a community-based planning process to update our Parks Recreation and Cultural Arts Master Plan. The results will be included in the community's Comprehensive Plan. These documents provide information and guidance to our elected and appointed officials and professional staff, so your input is critical to the success of this project.

The enclosed survey is one way for the community to provide input for this project, and it serves as an opportunity for you to share your thoughts about the future of your parks, facilities and programs. Your opinions and thoughts matter.

We will establish priorities and make decisions, based on the needs and feedback from our residents. Many of the major improvement projects completed at the Parks, Recreation and Cultural Arts Department in recent years were based on the 2009 Master Plan.

I ask that you please complete the survey and return it in the enclosed postage-paid envelope within the next two weeks.

As mentioned, the results from the survey will be incorporated into the development of the City's Comprehensive Master Plan and Parks & Recreation Master Plan which will be posted on the City's website at <http://www.hollywoodfl.org/play>.

You have been selected at random to receive this statistically valid survey. Because this survey is sent to a limited number of residents, your participation is critical to the continued success of our community. An independent firm is conducting the survey, compiling the data and will present the results to the City. Responses and personal information will remain confidential.

Thank you for taking the time to participate in this important survey. I look forward to hearing from you soon.

Sincerely,

Mayor Josh Levy

2600 Hollywood Boulevard • P.O. Box 229045 Hollywood, Florida 33022-9045

tel: 954.921.3321 • fax: 954.921.3386

hollywoodfl.org • choosehollywoodfl.com

Hollywood Community Interest and Opinion Survey

Let your voice be heard today!

The Hollywood Parks, Recreation and Cultural Arts Department would like your input to help determine parks and recreation priorities for our community. If you would like to elaborate on any of your answers, please see question 23. 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 or fill it out online at [HollywoodPRDSurvey.org](https://www.hollywoodprdsurvey.org). We greatly appreciate your time.

1. Please CHECK ALL of the facilities, parks, or greenways listed below that you or members of your household have visited during the past 12 months.

- | | |
|---|--|
| <input type="checkbox"/> (01) Anniversary Park | <input type="checkbox"/> (21) John B. Kooser Memorial Park |
| <input type="checkbox"/> (02) ArtsPark | <input type="checkbox"/> (22) John Williams Park/Sheridan Oak Forest |
| <input type="checkbox"/> (03) Bicentennial Park | <input type="checkbox"/> (23) Keating Park |
| <input type="checkbox"/> (04) Bob Butterworth Park | <input type="checkbox"/> (24) Kiwanis Park |
| <input type="checkbox"/> (05) Carlton Montayne Park | <input type="checkbox"/> (25) Lincoln Park |
| <input type="checkbox"/> (06) Cathy & Bob Anderson Park | <input type="checkbox"/> (26) Lions Park |
| <input type="checkbox"/> (07) Charles F. Vollman Park | <input type="checkbox"/> (27) Mara Berman Giuliani Park |
| <input type="checkbox"/> (08) Charnow Park/Paddleball Courts | <input type="checkbox"/> (28) Montella Park |
| <input type="checkbox"/> (09) Dog Beach of Hollywood | <input type="checkbox"/> (29) Oak Lake Park |
| <input type="checkbox"/> (10) Earl Crofford Park | <input type="checkbox"/> (30) Oakridge Park & Dog Park |
| <input type="checkbox"/> (11) Emerald Hills Lakes Park & Dog Park | <input type="checkbox"/> (31) Oakwood Hills Park |
| <input type="checkbox"/> (12) Eppelman Park | <input type="checkbox"/> (32) Poinciana Park & Poinciana Dog Park |
| <input type="checkbox"/> (13) Fletcher Street Park | <input type="checkbox"/> (33) Rainbow Tot Lo |
| <input type="checkbox"/> (14) Harry Berry Park | <input type="checkbox"/> (34) Rose's Garden |
| <input type="checkbox"/> (15) Henry L. Graham Park | <input type="checkbox"/> (35) Rotary Park |
| <input type="checkbox"/> (16) Holland Park | <input type="checkbox"/> (36) Sal Oliveri Veterans Park |
| <input type="checkbox"/> (17) Hollywood Beach | <input type="checkbox"/> (37) Seminole Park |
| <input type="checkbox"/> (18) Hollywood West Skate Park | <input type="checkbox"/> (38) Stan Goldman Memorial Park |
| <input type="checkbox"/> (19) Jefferson Park | <input type="checkbox"/> (39) Water View Park |
| <input type="checkbox"/> (20) Joe DiMaggio Park | <input type="checkbox"/> (40) Zinkil Park |

2. Which FOUR facilities/parks from the list in Question 1 do you and the other members of your household use most frequently? [Write in your answers below using the numbers from the list in Question 1, or circle "NONE."]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE

3. Overall, how would you rate the physical condition of ALL the Hollywood Parks, Recreation and Cultural Arts Department parks you have visited?

☐ (1) Excellent ☐ (2) Good ☐ (3) Fair ☐ (4) Poor

4. From the following options, how high of a priority do you feel officials should place on maintaining the conditions of parks, trails, and recreation facilities in the Hollywood Parks, Recreation and Cultural Arts Department system?

☐ (1) Very high priority ☐ (3) Medium priority ☐ (5) Very low priority
☐ (2) High priority ☐ (4) Low priority

5. On average, how often do you and members of your household visit parks that are owned or maintained by the Hollywood Parks, Recreation and Cultural Arts Department?

☐ (1) Almost daily ☐ (3) At least once per month ☐ (5) Seldom or never
☐ (2) At least once per week ☐ (4) A few times per year

6. Please indicate whether you or members of your household have had a desire for each of the Parks and Recreation amenities listed below during the past 12 months by circling either "Yes" or "No." If "Yes," please indicate how well your desires are being met using a scale of 1 to 5, where 5 means "100% met" and 1 means "0% met."

Amenity	Do you have a desire for this amenity?		How well are your desires for this amenity being met?				
	Yes	No	100% Met	75% Met	50% Met	25% Met	0% Met
01. Adventure course	Yes	No	5	4	3	2	1
02. Artificial turf court/field	Yes	No	5	4	3	2	1
03. Baseball fields	Yes	No	5	4	3	2	1
04. Bike rentals in parks	Yes	No	5	4	3	2	1
05. Butterfly garden	Yes	No	5	4	3	2	1
06. Community garden	Yes	No	5	4	3	2	1
07. Cricket fields	Yes	No	5	4	3	2	1
08. Dog park	Yes	No	5	4	3	2	1
09. Fields/Course for model aircraft/vehicles	Yes	No	5	4	3	2	1
10. Fishing areas/docks	Yes	No	5	4	3	2	1
11. Foot golf/frisbee/disc golf course	Yes	No	5	4	3	2	1
12. Football fields	Yes	No	5	4	3	2	1
13. Greenways and trails	Yes	No	5	4	3	2	1
14. Hard courts/clay courts	Yes	No	5	4	3	2	1
15. Kayak/canoe/paddleboard/paddleboat rentals in parks	Yes	No	5	4	3	2	1
16. Off-road bike paths/trails	Yes	No	5	4	3	2	1
17. Open spaces/nature parks (without fields/courts)	Yes	No	5	4	3	2	1
18. Outdoor basketball courts	Yes	No	5	4	3	2	1
19. Outdoor community pool	Yes	No	5	4	3	2	1
20. Outdoor covered activity court/field	Yes	No	5	4	3	2	1
21. Outdoor fitness equipment	Yes	No	5	4	3	2	1
22. Paddleball/pickleball courts	Yes	No	5	4	3	2	1
23. Pavilions/BBQ areas	Yes	No	5	4	3	2	1
24. Playgrounds	Yes	No	5	4	3	2	1
25. Roadside bike paths/lanes	Yes	No	5	4	3	2	1
26. Sand volleyball courts	Yes	No	5	4	3	2	1
27. Skateboard park	Yes	No	5	4	3	2	1
28. Soccer fields	Yes	No	5	4	3	2	1
29. Softball fields	Yes	No	5	4	3	2	1
30. Special needs playground	Yes	No	5	4	3	2	1
31. Splash pads	Yes	No	5	4	3	2	1
32. Other: _____	Yes	No	5	4	3	2	1

7. Which FOUR amenities from the list in Question 6 are MOST IMPORTANT to you and members of your household? [Write in your answers below using the numbers from the list in Question 6, or circle "NONE."]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE

8. Please indicate whether you or members of your household have had a desire for each of the Parks and Recreation services and programs listed below during the past 12 months by circling either "Yes" or "No." If "Yes," please indicate how well your desires are being met using a scale of 1 to 5, where 5 means "100% met" and 1 means "0% met."

Service/Program	Do you have a desire for this service/program?		How well are your desires for this service/program being met?				
	Yes	No	100% Met	75% Met	50% Met	25% Met	0% Met
01. 5K walks/runs	Yes	No	5	4	3	2	1
02. Adult (18-49 years old) athletic programs	Yes	No	5	4	3	2	1
03. Adult (18-49 years old) recreation programs	Yes	No	5	4	3	2	1
04. After school programs	Yes	No	5	4	3	2	1
05. Before school programs	Yes	No	5	4	3	2	1
06. Concerts in the Park	Yes	No	5	4	3	2	1
07. Dance education programs	Yes	No	5	4	3	2	1
08. Farmers market	Yes	No	5	4	3	2	1
09. Fitness Center	Yes	No	5	4	3	2	1
10. Fitness exercise classes	Yes	No	5	4	3	2	1
11. Fitness in the Parks	Yes	No	5	4	3	2	1
12. Food truck events	Yes	No	5	4	3	2	1
13. Large one-day special events	Yes	No	5	4	3	2	1
14. Martial arts programs	Yes	No	5	4	3	2	1
15. Movies in the Park	Yes	No	5	4	3	2	1
16. Nature programs	Yes	No	5	4	3	2	1
17. Park amenities with charging stations	Yes	No	5	4	3	2	1
18. Senior (50+ years old) programs	Yes	No	5	4	3	2	1
19. Small one-day special events	Yes	No	5	4	3	2	1
20. Special needs programs	Yes	No	5	4	3	2	1
21. Specialized summer camps (e.g. sports camps, enrichment camps, educational camps)	Yes	No	5	4	3	2	1
22. Sports specific training	Yes	No	5	4	3	2	1
23. Swim programs	Yes	No	5	4	3	2	1
24. Teen (13-17 years old) athletic programs/sports leagues	Yes	No	5	4	3	2	1
25. Teen (13-17 years old) recreation programs	Yes	No	5	4	3	2	1
26. Theater/Performing arts programs	Yes	No	5	4	3	2	1
27. Toddler (0-4 years old) athletic programs	Yes	No	5	4	3	2	1
28. Toddler (0-4 years old) recreation programs	Yes	No	5	4	3	2	1
29. Water fitness programs	Yes	No	5	4	3	2	1
30. Youth (5-12 years old) athletic programs	Yes	No	5	4	3	2	1
31. Youth (5-12 years old) recreation programs	Yes	No	5	4	3	2	1
32. Other: _____	Yes	No	5	4	3	2	1

9. Which FOUR services/programs from the list in Question 8 are MOST IMPORTANT to you and members of your household? [Write in your answers below using the numbers from the list in Question 8, or circle "NONE."]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE

10. How willing would you be to pay additional fees to use the facilities/programs that you indicated were most important to you and the members of your household in Questions 7 and 9?

____(1) Very willing ____ (3) Not sure ____ (5) Not at all willing
 ____ (2) Willing ____ (4) Not willing

11. Please CHECK ALL of the following ways you learn about City of Hollywood programs, activities, and events.

- ☐ (01) Word of mouth ☐ (05) Email ☐ (09) Newspapers
☐ (02) Website ☐ (06) Banners ☐ (10) New Horizons
☐ (03) Newsletter ☐ (07) Facebook/Social media ☐ (11) Other: _____
☐ (04) Flyers ☐ (08) Magazines

12. Please rate how supportive you would be of the Hollywood Parks, Recreation, and Cultural Arts Department developing each of the following items to improve the types of amenities offered to residents.

Potential Action	Very Supportive	Supportive	Neutral	Not Supportive	Not at all Supportive
1. Developing an extreme sport venue	5	4	3	2	1
2. Developing a tournament quality athletic complex	5	4	3	2	1
3. Developing a paddle sport venue	5	4	3	2	1
4. Developing a teen center	5	4	3	2	1
5. Developing splash pads	5	4	3	2	1
6. Developing passive parks	5	4	3	2	1
7. Developing an e-sports venue	5	4	3	2	1

13. Which TWO of the actions from the list in Question 12 would you be MOST WILLING to support with your tax dollars? [Write in your answers below using the numbers from the list in Question 12, or circle "NONE."]

1st: _____ 2nd: _____ NONE

14. Please CHECK ALL of the following reasons that prevent you or members of your household from using the parks, greenway trails, and recreation facilities of the City of Hollywood MORE OFTEN.

- ☐ (01) Facilities are not well maintained ☐ (09) Parks are not easily accessible to the disabled
☐ (02) I do not feel safe at parks/facilities ☐ (10) Parks do not contain facilities or amenities that are appropriate for my family and me
☐ (03) I do not know where parks are located ☐ (11) Parks/Facilities are too far from our residence
☐ (04) I use facilities offered by surrounding communities ☐ (12) Park operating hours are not convenient
☐ (05) I use private facilities ☐ (13) Other communities offer recreation facilities that are closer to my home or are higher quality
☐ (06) Lack of parking ☐ (14) Other: _____
☐ (07) Lack of transportation
☐ (08) Parks are not easily accessible by walking, biking, or driving

15. Parks and Recreation systems have the potential to help address some of the complex social, economic, and environmental challenges facing communities. From the list below, please select the top FIVE challenges that are MOST IMPORTANT to your household.

- ☐ (01) Community Safety ☐ (07) Preservation of natural areas
☐ (02) Flooding/Sea level rise ☐ (08) Substandard childhood education
☐ (03) Homelessness ☐ (09) Traffic congestion
☐ (04) Lack of workforce housing ☐ (10) Water quality
☐ (05) Limited access to healthy foods such as fresh fruits, vegetables, and whole foods ☐ (11) Air quality
☐ (06) Limited access to multi-modal transportation options (e.g. sidewalks, bikeways, trails, transit) ☐ (12) Opioid Crisis
☐ (13) Other: _____

16. Do you walk or bike to the City parks? ____ (1) Yes [Skip to Q17.] ____ (2) No [Answer Q16a.]

16a. What would make you consider walking or biking to parks?

17. Please CHECK ALL of the following organizations that provide recreation programs and facilities that are used by you or members of your household.

- | | |
|--|---------------------------------------|
| ____ (01) State of Florida | ____ (08) Homeowners association |
| ____ (02) Broward County | ____ (09) Other cities/park districts |
| ____ (03) Hollywood Parks, Recreation and Cultural Arts Department | ____ (10) School district |
| ____ (04) Private clubs/fitness centers | ____ (11) Private schools |
| ____ (05) Local schools/colleges/universities | ____ (12) YMCA/JCC |
| ____ (06) Churches or other religious organizations | ____ (13) Boys and Girls Club |
| ____ (07) Non-profit organizations | ____ (14) Other: _____ |
| | ____ (15) None of these |

18. Please rate your satisfaction on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied" with the overall value your household receives from the Hollywood Parks, Recreation and Cultural Arts Department.

- | | | |
|-------------------------|-----------------------|----------------------------|
| ____ (1) Very satisfied | ____ (3) Neutral | ____ (5) Very dissatisfied |
| ____ (2) Satisfied | ____ (4) Dissatisfied | ____ (9) Don't know |

19. Including 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: ____	

20. What is your age? ____ years

21. How many years have you lived in Hollywood? ____ years

22. Which of the following best describes your race/ethnicity? [Check all that apply.]

- | | | |
|---------------------------------|--------------------------|-----------------------|
| ____ (1) African American/Black | ____ (4) Native American | ____ (7) Other: _____ |
| ____ (2) White/Caucasian | ____ (5) Caribbean | |
| ____ (3) Asian | ____ (6) Hispanic/Latino | |

23. Are you a registered voter? ____ (1) Yes ____ (2) No

24. Please share any additional comments that could assist the City of Hollywood in improving parks, trails, open space, or recreational facilities and programs.

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

Your response will remain completely confidential.
The address information printed to the right will
ONLY be used to help identify areas with special
interests. Thank you.