

# City of Burleson, TX

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## 2015 Select Programs Survey

Report of Results  
July 2015

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## Executive Summary

### Survey Background and Methods

The 2015 City of Burleson Select Programs Survey was developed as a special interest survey for use in decision-making regarding service delivery of Parks and Recreation services and Solid Waste services. The three-page survey included a number of questions related to quality and use of Parks and Recreation facilities and preferences for/use of Solid Waste services.

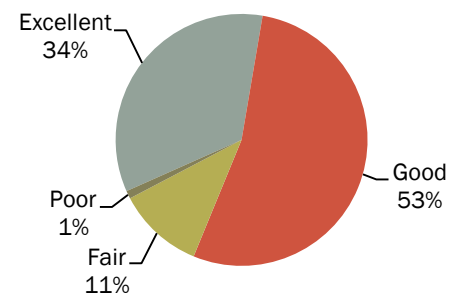
Surveys were sent to 1,500 randomly selected households in the city. About 2% of the surveys were undeliverable because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 1,468 households receiving a survey, 409 completed the survey, providing an overall response rate of 28%. The margin of error for the number of responses is plus or minus five percentage points around any given percentage. Results for each survey question are detailed in *Appendix A: Complete Set of Survey Responses* and comparisons of select results also are reported in *Appendix B: Comparisons of Select Questions*.

### Highlights

#### **Burleson residents feel positively about special events but many are not familiar with the variety of events.**

- Almost 9 in 10 survey respondents gave excellent or good ratings to the quality of City-sponsored special events with at least three-quarters giving excellent or good ratings to summer concerts; Easter Egg Hunt; the Halloween Boo Bash; Founders Day; and the Christmas Tree Lighting.
- Nearly all residents gave a positive rating to the quality of the Fourth of July concert and fireworks.
- However, one-third or more indicated they were not familiar with the Easter Egg Hunt, the Halloween Boo Bash, Founders Day or the Christmas Tree Lighting.
- When asked if they had attended a City-sponsored event in the last 12 months, half of respondents (52%) reported that they had not. Even so, 9 in 10 respondents reported that they were very or somewhat likely to recommend attending Burleson special events to friends or neighbors.
- When asked about the importance of a variety of changes or improvements that could be made to impact their park experience, 37% of residents felt it was essential or very important to increase the number of special events available.

Quality of City-sponsored Special Events



#### **Many residents are not members of the BRiCk and have not participated in activities or programs at the BRiCk but members feel positive about their BRiCk registration experience and membership rates.**

- About 8 in 10 survey respondents indicated they were not a member of the BRiCk and at least three-quarters of residents had not participated in activities or used facilities at the BRiCk including swimming classes, recreation classes, the running track, free weights and the basketball court among others.
- Of those who were members of the BRiCk, about 6 in 10 felt that the BRiCk registration experience was very easy and an additional 2 in 10 felt it was somewhat easy. A majority of

members considered the membership rates to be about average while 1 in 10 felt they were very high and one-quarter felt they were somewhat high.

**Maintenance of existing parks was a priority for about half of residents while the other half were split amongst other priorities.**

- When asked about priorities for the Parks and Recreation department, about half of residents (49%) indicated that the maintenance of existing parks was the single most important priority compared to about 2 in 10 who felt construction of new trails was the most important priority and another 2 in 10 who felt restoration of natural areas was the most important priority. Only 1 in 10 indicated acquisition of new parks as the most important priority for the department.

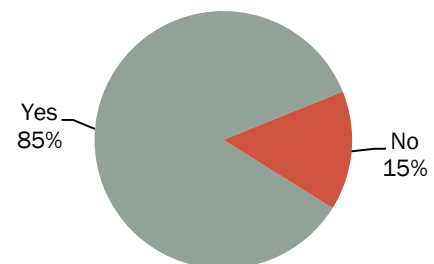
**Restrooms and play equipment were considered top priorities by residents for Burleson to provide in park facilities and were also at the top of the list for improvements that could impact their park experience.**

- About 4 in 10 residents indicated that restrooms and play equipment were among their three most important facilities in Burleson parks.
- At least 7 in 10 felt it was essential or very important for changes or improvements to be made to playgrounds (70%) and restrooms (74%) in order to improve their park experience.

**Most residents utilize the City's curbside recycling but feel somewhat limited by the size of the recycling container.**

- About three-quarters of residents use curbside recycling weekly and another 1 in 10 use it at least once a month. About 7 in 10 use one container while about 3 in 10 use two containers.
- When asked how often the size of the container limits what their household is able to recycle, 3 in 10 indicated they are always limited and an additional 4 in 10 are sometimes limited. Only 14% indicated they are never limited by the size of the container.

Utilize City's Curbside Recycling Service



**Most residents strongly prefer the current service for garbage collection and preferences for recycling collection are mixed.**

- About 7 in 10 residents strongly prefer the current service for garbage collection of twice per week with no cart and an additional 15% somewhat prefer this option. Only 14% indicated they did not have a preference
- Only 4 in 10 strongly prefer the current service for recycling collection while about one-quarter strongly prefer once per week collection with either a 35 gallon cart or a 65 gallon cart. Only 1 in 10 strongly prefer once per week collection with a 95 gallon cart, and 4 in 10 indicated that they do not at all prefer this option.

## Survey Background

### What the Survey was About

The 2015 City of Burleson Select Programs Survey was developed as a special interest survey for use in decision-making regarding service delivery of Parks and Recreation services and Solid Waste. The three-page survey included a number of questions related to quality and use of Parks and Recreation facilities and preferences for and use of Solid Waste services. The survey provides a reliable source of community-wide feedback on residents' opinions about Parks and Recreation services as well as Solid Waste services in Burleson.

### How the Survey was Conducted

The survey questionnaire was developed by the City of Burleson in partnership with National Research Center, Inc. The survey was administered by mail to a representative sample of 1,500 city residents. Each household received three mailings beginning in May 2015. The first mailing was a prenotification postcard announcing the upcoming survey. Over the following two weeks, selected households received a letter from the City Manager inviting the household to participate in the survey, a three-page questionnaire and postage-paid pre-addressed envelope. Completed surveys were collected via mail over a six-week period. The survey instrument itself appears in *Appendix D: Survey Instrument*.

About 2% of the mailings were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 1,468 households receiving a survey, 409 completed the survey, providing an overall response rate of 28%.

Survey results were weighted so that the housing tenure (rent or own), housing unit type (attached or detached), sex and age of respondents were represented in the proportions reflective of the entire city. For more information see the detailed survey methodology in *Appendix C: Survey Methodology*.

### How the Results are Reported

When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the convention of rounding percentages to the nearest whole number.

### Precision of Estimates

It is customary to describe the precision of estimates made from surveys by a "level of confidence" (or margin of error). The 95 percent confidence interval for this survey is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (409).

## Appendix A: Complete Set of Survey Responses

### Complete Set of Frequencies Excluding “Don’t Know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses.

Table 1: Question 1

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Burlison?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Burlison recreation centers or their services	12%	N=49	11%	N=42	26%	N=103	51%	N=199	100%	N=393
Visited a neighborhood park or City park	10%	N=41	21%	N=82	42%	N=164	27%	N=105	100%	N=392
Attended a City-sponsored event	3%	N=13	4%	N=15	41%	N=160	52%	N=201	100%	N=389

Table 2: Question 2

Please rate the quality of each of the following services in Burlison:	Excellent		Good		Fair		Poor		Total	
City-sponsored special events (i.e. Summer Concerts, 4th of July, etc.)	34%	N=92	53%	N=142	11%	N=31	1%	N=4	100%	N=269
City parks	23%	N=72	54%	N=172	21%	N=68	2%	N=7	100%	N=319
Recreation programs or classes offered at the Brick	25%	N=43	50%	N=86	20%	N=33	5%	N=9	100%	N=170
Recreation centers or facilities	31%	N=70	52%	N=120	14%	N=32	3%	N=8	100%	N=229
Open space in parks	23%	N=74	48%	N=151	23%	N=71	6%	N=20	100%	N=316
Garbage collection	30%	N=118	49%	N=190	17%	N=65	4%	N=17	100%	N=390
Recycling	26%	N=98	43%	N=160	18%	N=68	13%	N=48	100%	N=374
Yard waste pick-up	20%	N=67	43%	N=143	21%	N=70	16%	N=54	100%	N=333

Table 3: Question 3 - Level of Familiarity

Thinking about each of the following special events in Burlison, please first rate how familiar you are, if at all, with each. Then rate the quality of each, whether or not you have participated.	I have attended		I am familiar but have not attended		I am not familiar		Total	
Summer concerts	34%	N=133	42%	N=164	23%	N=90	100%	N=387
Fourth of July concert and fireworks	60%	N=231	25%	N=99	15%	N=58	100%	N=388
Easter Egg Hunt	15%	N=56	50%	N=193	35%	N=135	100%	N=384
Halloween (Boo Bash)	24%	N=90	40%	N=151	37%	N=141	100%	N=382
Founders Day	23%	N=90	39%	N=150	38%	N=145	100%	N=386
Christmas Tree Lighting	24%	N=92	41%	N=159	35%	N=134	100%	N=386

Table 4: Question 3 - Ratings of Quality

Thinking about each of the following special events in Burleson, please first rate how familiar you are, if at all, with each. Then rate the quality of each, whether or not you have participated.	Excellent		Good		Fair		Poor		Total	
Summer concerts	40%	N=67	48%	N=82	11%	N=18	1%	N=2	100%	N=169
Fourth of July concert and fireworks	56%	N=138	40%	N=97	3%	N=8	1%	N=2	100%	N=246
Easter Egg Hunt	30%	N=22	52%	N=39	8%	N=6	11%	N=8	100%	N=76
Halloween (Boo Bash)	27%	N=31	49%	N=57	18%	N=21	6%	N=7	100%	N=116
Founders Day	28%	N=31	56%	N=60	16%	N=18	0%	N=0	100%	N=109
Christmas Tree Lighting	45%	N=53	45%	N=53	10%	N=12	0%	N=0	100%	N=119

Table 5: Question 4

Please indicate how likely or unlikely you are or would be to do each of the following:	Very likely		Somewhat likely		Not too likely		Not at all		Total	
Recommend attending Burleson special events to friends or neighbors	40%	N=131	49%	N=159	7%	N=21	4%	N=14	100%	N=325
In addition to the current free concerts, pay admission to see a well-known performer	28%	N=92	47%	N=155	12%	N=41	12%	N=40	100%	N=328

Table 6: Question 5

In the last 12 months, about how many times, if at all, have you or other household members participated in or used each of the following at the Burleson Recreation Center (BRiCK)?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Swimming classes (aqua aerobics, learn-to-swim program, etc.)	3%	N=10	3%	N=12	6%	N=22	89%	N=354	100%	N=399
Swimming pool for play (including lazy river, water park slide, etc.)	2%	N=9	6%	N=22	16%	N=63	76%	N=305	100%	N=399
Cardiovascular equipment	8%	N=31	6%	N=25	7%	N=27	79%	N=317	100%	N=400
Running track	7%	N=29	5%	N=18	8%	N=31	80%	N=321	100%	N=399
Machine weights	8%	N=34	5%	N=22	7%	N=29	79%	N=315	100%	N=399
Free weights	7%	N=26	5%	N=20	5%	N=21	83%	N=333	100%	N=400
Exercise classes (Zumba, aerobics, etc.)	1%	N=6	3%	N=13	4%	N=17	91%	N=361	100%	N=397
Recreation classes (gymnastics, dance, martial arts, etc.)	1%	N=3	2%	N=7	4%	N=15	94%	N=375	100%	N=399
Boulder/Rock Wall for rock climbing activities	0%	N=2	1%	N=3	5%	N=21	94%	N=374	100%	N=399
Basketball court	2%	N=7	4%	N=16	8%	N=30	87%	N=345	100%	N=398
Volleyball court	1%	N=4	1%	N=4	3%	N=11	95%	N=378	100%	N=398

Table 7: Question 6

Please indicate the type of membership, if any, you or your household have to the BRiCk.	Percent	Number
Not a member	78%	N=308
Family	16%	N=64
Individual	5%	N=18
Senior	2%	N=8
Military	0%	N=1

Total may exceed 100% as respondents could select more than one answer.

Table 8: Question 7

Please rate the ease or difficulty of your BRiCk registration experience.	Percent	Number
Very easy	61%	N=49
Somewhat easy	17%	N=14
Neither easy nor difficult	15%	N=12
Somewhat difficult	3%	N=3
Very difficult	3%	N=3
Total	100%	N=81

This question was only asked of respondents who reported having a membership to the BRiCk.

Table 9: Question 8

Do you consider membership rates at the BRiCk to be...?	Percent	Number
Very high	10%	N=8
Somewhat high	24%	N=19
About average	57%	N=46
Somewhat low	8%	N=6
Very low	0%	N=0
Total	100%	N=81

This question was only asked of respondents who reported having a membership to the BRiCk.



Table 10: Question 9 - Level of Importance

Thinking about each of the following types of park facilities in Burleson, please first rate how important, if at all, you think each is for Burleson to provide. Then indicate which you think are the three MOST IMPORTANT facilities.	Essential		Very important		Somewhat important		Not at all important		Total	
Hard surface trails	28%	N=103	39%	N=143	25%	N=93	8%	N=31	100%	N=370
Natural surface trails	27%	N=100	40%	N=148	26%	N=98	7%	N=27	100%	N=373
Basketball courts	16%	N=57	32%	N=117	39%	N=144	13%	N=48	100%	N=366
Tennis courts	16%	N=57	33%	N=121	36%	N=131	15%	N=54	100%	N=364
Play equipment	44%	N=161	33%	N=120	16%	N=57	7%	N=27	100%	N=364
Fishing	16%	N=58	27%	N=99	37%	N=137	21%	N=79	100%	N=373
Dog parks	21%	N=80	32%	N=121	31%	N=114	16%	N=58	100%	N=372
Disc golf	9%	N=31	18%	N=64	40%	N=143	34%	N=124	100%	N=362
In-line skating	5%	N=20	17%	N=61	38%	N=136	40%	N=146	100%	N=363
Skate park	8%	N=28	17%	N=63	42%	N=151	33%	N=118	100%	N=361
Natural space (preserves, etc.)	43%	N=157	31%	N=112	17%	N=62	9%	N=31	100%	N=363
Restrooms	56%	N=208	27%	N=100	14%	N=52	3%	N=12	100%	N=372
Picnic shelters	39%	N=145	37%	N=136	17%	N=63	6%	N=23	100%	N=367
Exercise equipment	14%	N=52	28%	N=103	35%	N=127	22%	N=81	100%	N=364
City operated golf course	15%	N=56	24%	N=91	25%	N=93	36%	N=137	100%	N=377

Table 11: Question 9 - Three Most Important

Thinking about each of the following types of park facilities in Burleson, please first rate how important, if at all, you think each is for Burleson to provide. Then indicate which you think are the three MOST IMPORTANT facilities.	Percent	Number
Restrooms	42%	N=141
Play equipment	42%	N=140
Natural space (preserves, etc.)	37%	N=122
Hard surface trails	34%	N=114
Natural surface trails	32%	N=106
Picnic shelters	24%	N=79
Dog parks	22%	N=75
City operated golf course	13%	N=42
Fishing	13%	N=42
Basketball courts	12%	N=39
Tennis courts	8%	N=26
Exercise equipment	7%	N=23
Disc golf	6%	N=19
Skate park	3%	N=11
In-line skating	2%	N=8

Total may exceed 100% as respondents could select more than one answer.

Table 12: Question 10

Please rate how important, if at all, you think each of the following changes or improvements would be to improve your park experience:	Essential		Very important		Somewhat important		Not at all important		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Improve hiking and biking trails	39%	N=147	31%	N=118	20%	N=75	9%	N=35	100%	N=375
Improve athletic courts	11%	N=40	27%	N=101	44%	N=162	17%	N=64	100%	N=367
Improve playgrounds	30%	N=110	40%	N=146	20%	N=75	10%	N=36	100%	N=367
Improve restrooms	36%	N=133	38%	N=141	20%	N=74	6%	N=21	100%	N=369
Improve natural features including streams and preservation areas	43%	N=165	32%	N=123	19%	N=71	6%	N=24	100%	N=383
Improve parking and access to parks and facilities	28%	N=103	32%	N=117	30%	N=110	10%	N=35	100%	N=365
Increase the number of special events	15%	N=55	22%	N=82	41%	N=153	22%	N=81	100%	N=371
Improve personal safety	29%	N=108	31%	N=114	32%	N=117	9%	N=32	100%	N=371
Improve and add concession areas	10%	N=38	20%	N=73	34%	N=127	36%	N=133	100%	N=371
Improve landscaped areas	17%	N=62	33%	N=123	36%	N=135	15%	N=56	100%	N=376

Table 13: Question 11 - Level of Importance

Please rate how important, if at all, you think each potential priority should be for the Parks and Recreation department. Then indicate which ONE you think is the MOST IMPORTANT priority.	Essential		Very important		Somewhat important		Not at all important		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Construction of new trails	28%	N=103	28%	N=103	36%	N=131	9%	N=33	100%	N=370
Maintenance of existing parks	46%	N=174	45%	N=170	7%	N=26	2%	N=7	100%	N=377
Acquisition of new parks	20%	N=75	28%	N=105	37%	N=137	14%	N=52	100%	N=368
Restoration of natural areas	36%	N=133	37%	N=138	23%	N=84	4%	N=16	100%	N=371

Table 14: Question 11 - Most Important

Please rate how important, if at all, you think each potential priority should be for the Parks and Recreation department. Then indicate which ONE you think is the MOST IMPORTANT priority.	Percent	Number
Construction of new trails	19%	N=64
Maintenance of existing parks	49%	N=162
Acquisition of new parks	9%	N=30
Restoration of natural areas	22%	N=72
Total	100%	N=328

Table 15: Question 12

Do you utilize the City's curbside recycling service?	Percent	Number
Yes, weekly	74%	N=278
Yes, two to three times a month	6%	N=22
Yes, once a month or less	5%	N=21
No, I never use the curbside recycling service	15%	N=57
Total	100%	N=377

Table 16: Question 13

How many recycling containers do you currently use?	Percent	Number
One	68%	N=217
Two	28%	N=89
Three or more	4%	N=12
Total	100%	N=319

This question was only asked of respondents who reported using the curbside recycling service.

Table 17: Question 14

How often, if at all, does the size of the City's recycling container limit what your household is able to recycle?	Percent	Number
Always	28%	N=91
Sometimes	37%	N=117
Rarely	21%	N=69
Never	14%	N=44
Total	100%	N=320

This question was only asked of respondents who reported using the curbside recycling service.

Table 18: Question 15

About how many bags of garbage do you typically set out each collection day?	Percent	Number
One	40%	N=150
Two	38%	N=144
Three	12%	N=45
Four	9%	N=35
Five or more	0%	N=2
Total	100%	N=376

Table 19: Question 16

Please rate your preference for the following service types for Solid Waste collection. (Due to budget concerns, twice per week collection with a cart is not available.)	Strongly prefer		Somewhat prefer		Not at all prefer		No preference		Total	
	68%	N=224	15%	N=50	3%	N=10	14%	N=45	100%	N=328
Twice per week collection – No Cart (current service)	68%	N=224	15%	N=50	3%	N=10	14%	N=45	100%	N=328
Once per week collection – Cart	25%	N=70	16%	N=46	37%	N=103	22%	N=62	100%	N=280

Table 20: Question 17

Please rate your preference for the following service types for Recycling collection.	Strongly prefer		Somewhat prefer		Not at all prefer		No preference		Total	
	40%	N=124	20%	N=62	22%	N=68	18%	N=56	100%	N=310
Once per week collection – 18 Gallon Bin (current service) (L=27.75”, W=17.6”, H=13.5”)	40%	N=124	20%	N=62	22%	N=68	18%	N=56	100%	N=310
Once per week collection – 35 Gallon Cart (L=20.2”, W=23”, H=39.1”)	25%	N=72	29%	N=81	22%	N=62	24%	N=67	100%	N=281
Once per week collection – 65 Gallon Cart (L=26.7”, W=28”, H=40.6”)	23%	N=63	15%	N=40	34%	N=92	28%	N=77	100%	N=271
Once per week collection – 95 Gallon Cart (L=28.5”, W=33.75”, H=45.1”)	8%	N=22	17%	N=46	39%	N=103	35%	N=92	100%	N=263

Table 21: Question 18

Please indicate how many times, if any, you have used each of the following in the last 12 months:	Zero		Once		Twice		Three times		Four or more times		Total	
	76%	N=273	9%	N=33	6%	N=20	2%	N=9	7%	N=25	100%	N=359
The Recycling Drop Off Center	76%	N=273	9%	N=33	6%	N=20	2%	N=9	7%	N=25	100%	N=359
Blue recycling bags	95%	N=332	1%	N=4	0%	N=1	1%	N=3	3%	N=12	100%	N=351
The curbside brush collection	34%	N=121	16%	N=58	16%	N=58	11%	N=40	23%	N=84	100%	N=362
The Brush Processing/Mulch Center	57%	N=207	12%	N=45	7%	N=24	5%	N=19	19%	N=70	100%	N=365

Table 22: Question D1

How many years have you lived in Burleson?	Percent	Number
Less than 1 year	5%	N=19
1-2 years	6%	N=26
2-5 years	15%	N=59
6-10 years	23%	N=93
11-20 years	19%	N=78
More than 20 years	32%	N=128
Total	100%	N=402

Table 23: Question D2

	Percent	Number
<b>How many members of your household are aged 17 or younger?</b>		
None	54%	N=219
1	21%	N=86
2	18%	N=73
3 or more	7%	N=27
Total	100%	N=406
<b>How many members of your household are aged 18 to 64?</b>		
None	15%	N=63
1	21%	N=84
2	50%	N=204
3 or more	14%	N=55
Total	100%	N=406
<b>How many members of your household are aged 65 or older?</b>		
None	81%	N=329
1	11%	N=44
2	8%	N=33
3 or more	0%	N=0
Total	100%	N=406

Table 24: Question D3

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	89%	N=359
Building with two or more homes (duplex, townhome, apartment or condominium)	9%	N=36
Mobile home	0%	N=2
Other	2%	N=6
Total	100%	N=404

Table 25: Question D4

Is this house, apartment or mobile home...	Percent	Number
Rented	22%	N=90
Owned	78%	N=312
Total	100%	N=403

Table 26: Question D5

What is your gender?	Percent	Number
Female	53%	N=212
Male	47%	N=190
Total	100%	N=402

Table 27: Question D6

In which category is your age?	Percent	Number
18-24 years	3%	N=14
25-34 years	29%	N=116
35-44 years	15%	N=62
45-54 years	25%	N=100
55-64 years	11%	N=46
65-74 years	11%	N=43
75 years or older	6%	N=22
Total	100%	N=403

### Complete Set of Frequencies Including “Don’t Know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents.

Table 28: Question 1

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Burleson?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Burleson recreation centers or their services	12%	N=49	11%	N=42	26%	N=103	51%	N=199	100%	N=393
Visited a neighborhood park or City park	10%	N=41	21%	N=82	42%	N=164	27%	N=105	100%	N=392
Attended a City-sponsored event	3%	N=13	4%	N=15	41%	N=160	52%	N=201	100%	N=389

Table 29: Question 2

Please rate the quality of each of the following services in Burleson:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
City-sponsored special events (i.e. Summer Concerts, 4th of July, etc.)	24%	N=92	36%	N=142	8%	N=31	1%	N=4	31%	N=122	100%	N=391
City parks	19%	N=72	44%	N=172	17%	N=68	2%	N=7	18%	N=71	100%	N=390
Recreation programs or classes offered at the Brick	11%	N=43	22%	N=86	9%	N=33	2%	N=9	56%	N=219	100%	N=390
Recreation centers or facilities	18%	N=70	31%	N=120	8%	N=32	2%	N=8	41%	N=161	100%	N=391
Open space in parks	19%	N=74	39%	N=151	18%	N=71	5%	N=20	19%	N=74	100%	N=390
Garbage collection	30%	N=118	48%	N=190	16%	N=65	4%	N=17	2%	N=8	100%	N=397
Recycling	25%	N=98	40%	N=160	17%	N=68	12%	N=48	7%	N=26	100%	N=400
Yard waste pick-up	17%	N=67	36%	N=143	18%	N=70	14%	N=54	16%	N=63	100%	N=396

Table 30: Question 3 - Level of Familiarity

Thinking about each of the following special events in Burleson, please first rate how familiar you are, if at all, with each. Then rate the quality of each, whether or not you have participated.	I have attended		I am familiar but have not attended		I am not familiar		Total	
	%	N	%	N	%	N	%	N
Summer concerts	34%	N=133	42%	N=164	23%	N=90	100%	N=387
Fourth of July concert and fireworks	60%	N=231	25%	N=99	15%	N=58	100%	N=388
Easter Egg Hunt	15%	N=56	50%	N=193	35%	N=135	100%	N=384
Halloween (Boo Bash)	24%	N=90	40%	N=151	37%	N=141	100%	N=382
Founders Day	23%	N=90	39%	N=150	38%	N=145	100%	N=386
Christmas Tree Lighting	24%	N=92	41%	N=159	35%	N=134	100%	N=386



Table 31: Question 3 - Ratings of Quality

Thinking about each of the following special events in Burleson, please first rate how familiar you are, if at all, with each. Then rate the quality of each, whether or not you have participated.	Excellent		Good		Fair		Poor		Don't know		Total	
Summer concerts	20%	N=67	24%	N=82	5%	N=18	1%	N=2	50%	N=166	100%	N=335
Fourth of July concert and fireworks	39%	N=138	28%	N=97	2%	N=8	1%	N=2	30%	N=107	100%	N=353
Easter Egg Hunt	7%	N=22	12%	N=39	2%	N=6	2%	N=8	77%	N=248	100%	N=324
Halloween (Boo Bash)	9%	N=31	17%	N=57	6%	N=21	2%	N=7	65%	N=213	100%	N=329
Founders Day	10%	N=31	19%	N=60	5%	N=18	0%	N=0	66%	N=215	100%	N=324
Christmas Tree Lighting	16%	N=53	16%	N=53	4%	N=12	0%	N=0	64%	N=208	100%	N=327

Table 32: Question 4

Please indicate how likely or unlikely you are or would be to do each of the following:	Very likely		Somewhat likely		Not too likely		Not at all		Don't know		Total	
Recommend attending Burleson special events to friends or neighbors	34%	N=131	41%	N=159	6%	N=21	4%	N=14	16%	N=61	100%	N=387
In addition to the current free concerts, pay admission to see a well-known performer	24%	N=92	41%	N=155	11%	N=41	11%	N=40	14%	N=53	100%	N=381

Table 33: Question 5

In the last 12 months, about how many times, if at all, have you or other household members participated in or used each of the following at the Burleson Recreation Center (BRiCk)?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Swimming classes (aqua aerobics, learn-to-swim program, etc.)	3%	N=10	3%	N=12	6%	N=22	89%	N=354	100%	N=399
Swimming pool for play (including lazy river, water park slide, etc.)	2%	N=9	6%	N=22	16%	N=63	76%	N=305	100%	N=399
Cardiovascular equipment	8%	N=31	6%	N=25	7%	N=27	79%	N=317	100%	N=400
Running track	7%	N=29	5%	N=18	8%	N=31	80%	N=321	100%	N=399
Machine weights	8%	N=34	5%	N=22	7%	N=29	79%	N=315	100%	N=399
Free weights	7%	N=26	5%	N=20	5%	N=21	83%	N=333	100%	N=400
Exercise classes (Zumba, aerobics, etc.)	1%	N=6	3%	N=13	4%	N=17	91%	N=361	100%	N=397
Recreation classes (gymnastics, dance, martial arts, etc.)	1%	N=3	2%	N=7	4%	N=15	94%	N=375	100%	N=399
Boulder/Rock Wall for rock climbing activities	0%	N=2	1%	N=3	5%	N=21	94%	N=374	100%	N=399
Basketball court	2%	N=7	4%	N=16	8%	N=30	87%	N=345	100%	N=398
Volleyball court	1%	N=4	1%	N=4	3%	N=11	95%	N=378	100%	N=398

Table 34: Question 6

Please indicate the type of membership, if any, you or your household have to the BRiCk.	Percent	Number
Not a member	78%	N=308
Family	16%	N=64
Individual	5%	N=18
Senior	2%	N=8
Military	0%	N=1

Total may exceed 100% as respondents could select more than one answer.

Table 35: Question 7

Please rate the ease or difficulty of your BRiCk registration experience.	Percent	Number
Very easy	56%	N=49
Somewhat easy	16%	N=14
Neither easy nor difficult	14%	N=12
Somewhat difficult	3%	N=3
Very difficult	3%	N=3
Don't know	8%	N=7
Total	100%	N=88

Table 36: Question 8

Do you consider membership rates at the BRiCk to be...?	Percent	Number
Very high	9%	N=8
Somewhat high	21%	N=19
About average	52%	N=46
Somewhat low	7%	N=6
Very low	0%	N=0
Don't know	10%	N=9
Total	100%	N=90

Table 37: Question 9 - Level of Importance

Thinking about each of the following types of park facilities in Burleson, please first rate how important, if at all, you think each is for Burleson to provide. Then indicate which you think are the three MOST IMPORTANT facilities.	Essential	Very important	Somewhat important	Not at all important	Total

Thinking about each of the following types of park facilities in Burleson, please first rate how important, if at all, you think each is for Burleson to provide. Then indicate which you think are the three MOST IMPORTANT facilities.	Essential		Very important		Somewhat important		Not at all important		Total	
Hard surface trails	28%	N=103	39%	N=143	25%	N=93	8%	N=31	100%	N=370
Natural surface trails	27%	N=100	40%	N=148	26%	N=98	7%	N=27	100%	N=373
Basketball courts	16%	N=57	32%	N=117	39%	N=144	13%	N=48	100%	N=366
Tennis courts	16%	N=57	33%	N=121	36%	N=131	15%	N=54	100%	N=364
Play equipment	44%	N=161	33%	N=120	16%	N=57	7%	N=27	100%	N=364
Fishing	16%	N=58	27%	N=99	37%	N=137	21%	N=79	100%	N=373
Dog parks	21%	N=80	32%	N=121	31%	N=114	16%	N=58	100%	N=372
Disc golf	9%	N=31	18%	N=64	40%	N=143	34%	N=124	100%	N=362
In-line skating	5%	N=20	17%	N=61	38%	N=136	40%	N=146	100%	N=363
Skate park	8%	N=28	17%	N=63	42%	N=151	33%	N=118	100%	N=361
Natural space (preserves, etc.)	43%	N=157	31%	N=112	17%	N=62	9%	N=31	100%	N=363
Restrooms	56%	N=208	27%	N=100	14%	N=52	3%	N=12	100%	N=372
Picnic shelters	39%	N=145	37%	N=136	17%	N=63	6%	N=23	100%	N=367
Exercise equipment	14%	N=52	28%	N=103	35%	N=127	22%	N=81	100%	N=364
City operated golf course	15%	N=56	24%	N=91	25%	N=93	36%	N=137	100%	N=377

Table 38: Question 9 - Three Most Important

Thinking about each of the following types of park facilities in Burleson, please first rate how important, if at all, you think each is for Burleson to provide. Then indicate which you think are the three MOST IMPORTANT facilities.	Percent	Number
Restrooms	42%	N=141
Play equipment	42%	N=140
Natural space (preserves, etc.)	37%	N=122
Hard surface trails	34%	N=114
Natural surface trails	32%	N=106
Picnic shelters	24%	N=79
Dog parks	22%	N=75
City operated golf course	13%	N=42
Fishing	13%	N=42
Basketball courts	12%	N=39
Tennis courts	8%	N=26
Exercise equipment	7%	N=23
Disc golf	6%	N=19
Skate park	3%	N=11
In-line skating	2%	N=8

Total may exceed 100% as respondents could select more than one answer.

Table 39: Question 10

Please rate how important, if at all, you think each of the following changes or improvements would be to improve your park experience:	Essential		Very important		Somewhat important		Not at all important		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Improve hiking and biking trails	39%	N=147	31%	N=118	20%	N=75	9%	N=35	100%	N=375
Improve athletic courts	11%	N=40	27%	N=101	44%	N=162	17%	N=64	100%	N=367
Improve playgrounds	30%	N=110	40%	N=146	20%	N=75	10%	N=36	100%	N=367
Improve restrooms	36%	N=133	38%	N=141	20%	N=74	6%	N=21	100%	N=369
Improve natural features including streams and preservation areas	43%	N=165	32%	N=123	19%	N=71	6%	N=24	100%	N=383
Improve parking and access to parks and facilities	28%	N=103	32%	N=117	30%	N=110	10%	N=35	100%	N=365
Increase the number of special events	15%	N=55	22%	N=82	41%	N=153	22%	N=81	100%	N=371
Improve personal safety	29%	N=108	31%	N=114	32%	N=117	9%	N=32	100%	N=371
Improve and add concession areas	10%	N=38	20%	N=73	34%	N=127	36%	N=133	100%	N=371
Improve landscaped areas	17%	N=62	33%	N=123	36%	N=135	15%	N=56	100%	N=376

Table 40: Question 11 - Level of Importance

Please rate how important, if at all, you think each potential priority should be for the Parks and Recreation department. Then indicate which ONE you think is the MOST IMPORTANT priority.	Essential		Very important		Somewhat important		Not at all important		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Construction of new trails	28%	N=103	28%	N=103	36%	N=131	9%	N=33	100%	N=370
Maintenance of existing parks	46%	N=174	45%	N=170	7%	N=26	2%	N=7	100%	N=377
Acquisition of new parks	20%	N=75	28%	N=105	37%	N=137	14%	N=52	100%	N=368
Restoration of natural areas	36%	N=133	37%	N=138	23%	N=84	4%	N=16	100%	N=371

Table 41: Question 11 - Most Important

Please rate how important, if at all, you think each potential priority should be for the Parks and Recreation department. Then indicate which ONE you think is the MOST IMPORTANT priority.	Percent	Number
Construction of new trails	19%	N=64
Maintenance of existing parks	49%	N=162
Acquisition of new parks	9%	N=30
Restoration of natural areas	22%	N=72
Total	100%	N=328

Table 42: Question 12

Do you utilize the City's curbside recycling service?	Percent	Number
Yes, weekly	74%	N=278
Yes, two to three times a month	6%	N=22
Yes, once a month or less	5%	N=21
No, I never use the curbside recycling service	15%	N=57
Total	100%	N=377

Table 43: Question 13

How many recycling containers do you currently use?	Percent	Number
One	68%	N=217
Two	28%	N=89
Three or more	4%	N=12
Total	100%	N=319

Table 44: Question 14

How often, if at all, does the size of the City's recycling container limit what your household is able to recycle?	Percent	Number
Always	28%	N=91
Sometimes	37%	N=117
Rarely	21%	N=69
Never	14%	N=44
Total	100%	N=320

Table 45: Question 15

About how many bags of garbage do you typically set out each collection day?	Percent	Number
One	40%	N=150
Two	38%	N=144
Three	12%	N=45
Four	9%	N=35
Five or more	0%	N=2
Total	100%	N=376

Table 46: Question 16

Please rate your preference for the following service types for Solid Waste collection. (Due to budget concerns, twice per week collection with a cart is not available.)	Strongly prefer		Somewhat prefer		Not at all prefer		No preference		Total	
	%	N	%	N	%	N	%	N	%	N
Twice per week collection – No Cart (current service)	68%	N=224	15%	N=50	3%	N=10	14%	N=45	100%	N=328
Once per week collection – Cart	25%	N=70	16%	N=46	37%	N=103	22%	N=62	100%	N=280

Table 47: Question 17

Please rate your preference for the following service types for Recycling collection.	Strongly prefer		Somewhat prefer		Not at all prefer		No preference		Total	
	%	N	%	N	%	N	%	N	%	N
Once per week collection – 18 Gallon Bin (current service) (L=27.75”, W=17.6”, H=13.5”)	40%	N=124	20%	N=62	22%	N=68	18%	N=56	100%	N=310
Once per week collection – 35 Gallon Cart (L=20.2”, W=23”, H=39.1”)	25%	N=72	29%	N=81	22%	N=62	24%	N=67	100%	N=281
Once per week collection – 65 Gallon Cart (L=26.7”, W=28”, H=40.6”)	23%	N=63	15%	N=40	34%	N=92	28%	N=77	100%	N=271
Once per week collection – 95 Gallon Cart (L=28.5”, W=33.75”, H=45.1”)	8%	N=22	17%	N=46	39%	N=103	35%	N=92	100%	N=263

Table 48: Question 18

Please indicate how many times, if any, you have used each of the following in the last 12 months:	Zero		Once		Twice		Three times		Four or more times		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The Recycling Drop Off Center	76%	N=273	9%	N=33	6%	N=20	2%	N=9	7%	N=25	100%	N=359
Blue recycling bags	95%	N=332	1%	N=4	0%	N=1	1%	N=3	3%	N=12	100%	N=351
The curbside brush collection	34%	N=121	16%	N=58	16%	N=58	11%	N=40	23%	N=84	100%	N=362
The Brush Processing/Mulch Center	57%	N=207	12%	N=45	7%	N=24	5%	N=19	19%	N=70	100%	N=365

Table 49: Question D1

How many years have you lived in Burleson?	Percent	Number
Less than 1 year	5%	N=19
1-2 years	6%	N=26
2-5 years	15%	N=59
6-10 years	23%	N=93
11-20 years	19%	N=78
More than 20 years	32%	N=128
Total	100%	N=402

Table 50: Question D2

	Percent	Number
<b>How many members of your household are aged 17 or younger?</b>		
None	54%	N=219
1	21%	N=86
2	18%	N=73
3 or more	7%	N=27
Total	100%	N=406
<b>How many members of your household are aged 18 to 64?</b>		
None	15%	N=63
1	21%	N=84
2	50%	N=204
3 or more	14%	N=55
Total	100%	N=406
<b>How many members of your household are aged 65 or older?</b>		
None	81%	N=329
1	11%	N=44
2	8%	N=33
3 or more	0%	N=0
Total	100%	N=406

Table 51: Question D3

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	89%	N=359
Building with two or more homes (duplex, townhome, apartment or condominium)	9%	N=36
Mobile home	0%	N=2
Other	2%	N=6
Total	100%	N=404



Table 52: Question D4

Is this house, apartment or mobile home...	Percent	Number
Rented	22%	N=90
Owned	78%	N=312
Total	100%	N=403

Table 53: Question D5

What is your gender?	Percent	Number
Female	53%	N=212
Male	47%	N=190
Total	100%	N=402

Table 54: Question D6

In which category is your age?	Percent	Number
18-24 years	3%	N=14
25-34 years	29%	N=116
35-44 years	15%	N=62
45-54 years	25%	N=100
55-64 years	11%	N=46
65-74 years	11%	N=43
75 years or older	6%	N=22
Total	100%	N=403

## Appendix B: Comparisons of Select Questions

The tables on the following pages show comparisons of responses to select questions. Shading indicates statistically significant differences in responses between respondents ( $p \leq .05$ ).

### Question 3: Familiarity by Quality (Special Events in Burleson)

Table 55: Summer Concerts

		Summer concerts				Overall
		Excellent	Good	Fair	Poor	
Summer concerts	I have attended	86%	72%	37%	35%	34%
	I am familiar but have not attended	14%	25%	63%	65%	42%
	I am not familiar	0%	3%	0%	0%	23%

Table 56: Fourth of July Concert and Fireworks

		Fourth of July concert and fireworks				Overall
		Excellent	Good	Fair	Poor	
Fourth of July concert and fireworks	I have attended	97%	78%	65%	69%	60%
	I am familiar but have not attended	3%	20%	35%	31%	25%
	I am not familiar	0%	3%	0%	0%	15%

Table 57: Easter Egg Hunt

		Easter Egg Hunt				Overall
		Excellent	Good	Fair	Poor	
Easter Egg Hunt	I have attended	81%	60%	53%	78%	15%
	I am familiar but have not attended	15%	39%	47%	22%	50%
	I am not familiar	4%	1%	0%	0%	35%

Table 58: Halloween (Boo Bash)

		Halloween (Boo Bash)				Overall
		Excellent	Good	Fair	Poor	
Halloween (Boo Bash)	I have attended	88%	64%	84%	75%	24%
	I am familiar but have not attended	3%	35%	16%	0%	40%
	I am not familiar	9%	1%	0%	25%	37%

Table 59: Founders Day

		Founders Day				Overall
		Excellent	Good	Fair	Poor	
Founders Day	I have attended	91%	72%	72%	0%	23%
	I am familiar but have not attended	4%	25%	28%	0%	39%
	I am not familiar	4%	3%	0%	0%	38%

Table 60: Christmas Tree Lighting

		Christmas Tree Lighting				Overall
		Excellent	Good	Fair	Poor	
Christmas Tree Lighting	I have attended	90%	65%	44%	0%	24%
	I am familiar but have not attended	7%	35%	54%	0%	41%
	I am not familiar	3%	0%	3%	0%	35%

Question 1 by Question 2: Participation by Quality (Burleson Recreation Centers/Parks)

Table 61: Use of Recreation Center/Services by Quality of Recreation Programs at the BRiCk

		Recreation programs or classes offered at the Brick				Overall
		Excellent	Good	Fair	Poor	
Used Burleson recreation centers or their services	2 times a week or more	37%	25%	15%	0%	12%
	2-4 times a month	9%	26%	12%	10%	11%
	Once a month or less	23%	36%	32%	51%	26%
	Not at all	31%	13%	40%	40%	51%

Table 62: Use of Recreation Center/Services by Quality of Recreation Centers or Facilities

		Recreation centers or facilities				Overall
		Excellent	Good	Fair	Poor	
Used Burleson recreation centers or their services	2 times a week or more	26%	18%	11%	15%	12%
	2-4 times a month	9%	19%	24%	11%	11%
	Once a month or less	42%	39%	39%	47%	26%
	Not at all	23%	24%	26%	27%	51%

Table 63: Visitation of Parks by Quality of Parks

		City parks				Overall
		Excellent	Good	Fair	Poor	
Visited a neighborhood park or City park	2 times a week or more	14%	12%	11%	0%	10%
	2-4 times a month	35%	22%	27%	5%	21%
	Once a month or less	36%	56%	37%	95%	42%
	Not at all	15%	11%	24%	0%	27%

Table 64: Attendance of City-sponsored Event by Quality of City-sponsored Event

		City-sponsored special events (i.e. Summer Concerts, 4th of July, etc.)				Overall
		Excellent	Good	Fair	Poor	
Attended a City-sponsored event	2 times a week or more	11%	2%	2%	0%	3%
	2-4 times a month	15%	1%	1%	0%	4%
	Once a month or less	56%	60%	53%	0%	41%
	Not at all	18%	38%	44%	100%	52%

Question 2 by Question 4: Recommend Event by Quality of Event

Table 65: Recommend Event by Quality of City-sponsored Event

		City-sponsored special events (i.e. Summer Concerts, 4th of July, etc.)				Overall
		Excellent	Good	Fair	Poor	
Recommend attending Burleson special events to friends or neighbors	Very likely	67%	40%	17%	47%	40%
	Somewhat likely	31%	56%	51%	17%	49%
	Not too likely	1%	2%	32%	0%	7%
	Not at all	0%	2%	0%	36%	4%

## Appendix C: Survey Methodology

### Developing the Questionnaire

The 2015 City of Burleson Select Programs Survey was developed as a special interest survey for use in decision-making regarding service delivery of Parks and Recreation services and Solid Waste services. The three-page survey included a number of questions related to quality and use of Parks and Recreation facilities and preferences for/use of Solid Waste services. Through an iterative process between City of Burleson staff and National Research Center, Inc. (NRC), topic areas were defined and questions created, refined and prioritized to generate the content of the final three-page questionnaire.

### Selecting Survey Recipients

“Sampling” refers to the method by which households were chosen to receive the survey. All households within the City of Burleson were eligible to participate in the survey. A list of all households within the zip codes serving Burleson was purchased based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Burleson households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of the City of Burleson boundaries were removed from consideration. Each address identified as being within City boundaries was further identified as being either an apartment or other type of housing (single-family home, condo, townhome, duplex, etc.) to allow tracking of survey respondents who were not customers of Burleson Solid Waste services.

To choose the 1,500 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *N<sup>th</sup>* one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

### Survey Administration and Response

Selected households received three mailings, one week apart, beginning on May 4th, 2015. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the City Manager inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. Completed surveys were collected over the following six weeks.

About 2% of the 1,500 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 1,468 households that received the survey, 409 completed the survey, providing an overall response rate of 28% (please see the table on the following page).

## Response Rates

	Number mailed	Undeliverable	Eligible	Returned	Response rate
Solid Waste Customers	1,301	8	1,293	394	30%
Non-Solid Waste Customers	199	24	175	15	9%
Overall	1,500	32	1,468	409	28%

## Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions.<sup>1</sup>

The margin of error for the City of Burleson survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (409 completed surveys).

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

## Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

## Survey Data Weighting

The demographic characteristics of the survey sample were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Burleson. The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. The characteristics used for weighting were housing tenure, housing unit type, age and gender. The results of the weighting scheme are presented in the table on the following page.

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<sup>1</sup> A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

2015 Burlington Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
<b>Housing</b>			
Rent home	23%	12%	22%
Own home	77%	88%	78%
Detached unit	89%	94%	89%
Attached unit	11%	6%	11%
<b>Sex and Age</b>			
Female	52%	66%	53%
Male	48%	34%	47%
18-34 years of age	33%	12%	32%
35-54 years of age	40%	32%	40%
55+ years of age	27%	56%	28%
Females 18-34	17%	9%	19%
Females 35-54	20%	22%	21%
Females 55+	15%	35%	13%
Males 18-34	16%	4%	14%
Males 35-54	20%	10%	19%
Males 55+	12%	20%	15%

## Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

## Appendix D: Survey Instrument

The 2015 survey instrument appears on the following pages.



# The City of Burleson 2015 Select Programs Survey

This questionnaire concerns the City of Burleson's Parks/Recreation as well as Solid Waste programs.

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Burleson?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used Burleson recreation centers or their services.....	1	2	3	4
Visited a neighborhood park or City park.....	1	2	3	4
Attended a City-sponsored event.....	1	2	3	4

2. Please rate the quality of each of the following services in Burleson:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
City-sponsored special events (i.e. Summer Concerts, 4 <sup>th</sup> of July, etc.).....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes offered at the Brick.....	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Open space in parks.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	1	2	3	4	5
Overall quality of services provided by the City of Burleson.....	1	2	3	4	5

3. Thinking about each of the following special events in Burleson, please first rate how familiar you are, if at all, with each. Then rate the quality of each, whether or not you have participated.

	<u>Level of familiarity</u>			<u>Rating of quality</u>				
	<i>I have attended</i>	<i>I am familiar but have not attended</i>	<i>I am not familiar</i>	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Summer concerts.....	1	2	3	1	2	3	4	5
Fourth of July concert and fireworks.....	1	2	3	1	2	3	4	5
Easter Egg Hunt.....	1	2	3	1	2	3	4	5
Halloween (Boo Bash).....	1	2	3	1	2	3	4	5
Founders Day.....	1	2	3	1	2	3	4	5
Christmas Tree Lighting.....	1	2	3	1	2	3	4	5

4. Please indicate how likely or unlikely you are or would be to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend attending Burleson special events to friends or neighbors.....	1	2	3	4	5
In addition to the current free concerts, pay admission to see a well-known performer.....	1	2	3	4	5

5. In the last 12 months, about how many times, if at all, have you or other household members participated in or used each of the following at the Burleson Recreation Center (BRiCk)?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Swimming classes (aqua aerobics, learn-to-swim program, etc.).....	1	2	3	4
Swimming pool for play (including lazy river, water park slide, etc.).....	1	2	3	4
Cardiovascular equipment.....	1	2	3	4
Running track.....	1	2	3	4
Machine weights.....	1	2	3	4
Free weights.....	1	2	3	4
Exercise classes (Zumba, aerobics, etc.).....	1	2	3	4
Recreation classes (gymnastics, dance, martial arts, etc.).....	1	2	3	4
Boulder/Rock Wall for rock climbing activities.....	1	2	3	4
Basketball court.....	1	2	3	4
Volleyball court.....	1	2	3	4

6. Please indicate the type of membership, if any, you or your household have to the BRiCk.  
(Please select all that apply.)

- Not a member → go to question 9    
  Individual    
  Family    
  Senior    
  Military

7. Please rate the ease or difficulty of your BRiCk registration experience.

- Very easy  
 Somewhat easy  
 Neither easy nor difficult  
 Somewhat difficult  
 Very difficult  
 Don't know

8. Do you consider membership rates at the BRiCk to be...?

- Very high    
  Somewhat high    
  About average    
  Somewhat low    
  Very low    
  Don't know

9. Thinking about each of the following types of park facilities in Burleson, please first rate how important, if at all, you think each is for Burleson to provide. Then indicate which you think are the three MOST IMPORTANT facilities.

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Most important (check THREE only)</i>
Hard surface trails.....	1	2	3	4	<input type="checkbox"/>
Natural surface trails.....	1	2	3	4	<input type="checkbox"/>
Basketball courts.....	1	2	3	4	<input type="checkbox"/>
Tennis courts .....	1	2	3	4	<input type="checkbox"/>
Play equipment.....	1	2	3	4	<input type="checkbox"/>
Fishing.....	1	2	3	4	<input type="checkbox"/>
Dog parks .....	1	2	3	4	<input type="checkbox"/>
Disc golf .....	1	2	3	4	<input type="checkbox"/>
In-line skating.....	1	2	3	4	<input type="checkbox"/>
Skate park.....	1	2	3	4	<input type="checkbox"/>
Natural space (preserves, etc.).....	1	2	3	4	<input type="checkbox"/>
Restrooms.....	1	2	3	4	<input type="checkbox"/>
Picnic shelters .....	1	2	3	4	<input type="checkbox"/>
Exercise equipment .....	1	2	3	4	<input type="checkbox"/>
City operated golf course .....	1	2	3	4	<input type="checkbox"/>

10. Please rate how important, if at all, you think each of the following changes or improvements would be to improve your park experience:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Improve hiking and biking trails .....	1	2	3	4
Improve athletic courts .....	1	2	3	4
Improve playgrounds .....	1	2	3	4
Improve restrooms .....	1	2	3	4
Improve natural features including streams and preservation areas .....	1	2	3	4
Improve parking and access to parks and facilities .....	1	2	3	4
Increase the number of special events .....	1	2	3	4
Improve personal safety .....	1	2	3	4
Improve and add concession areas .....	1	2	3	4
Improve landscaped areas .....	1	2	3	4

11. Please rate how important, if at all, you think each potential priority should be for the Parks and Recreation department. Then indicate which ONE you think is the MOST IMPORTANT priority.

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Most important (check only ONE)</i>
Construction of new trails.....	1	2	3	4	<input type="checkbox"/>
Maintenance of existing parks.....	1	2	3	4	<input type="checkbox"/>
Acquisition of new parks.....	1	2	3	4	<input type="checkbox"/>
Restoration of natural areas .....	1	2	3	4	<input type="checkbox"/>

# The City of Burlleson 2015 Select Programs Survey

12. Do you utilize the City's curbside recycling service?

- Yes, weekly
- Yes, two to three times a month
- Yes, once a month or less
- No, I never use the curbside recycling service → go to question 15

13. How many recycling containers do you currently use?

- One
- Two
- Three or more

14. How often, if at all, does the size of the City's recycling container limit what your household is able to recycle?

- Always
- Sometimes
- Rarely
- Never

15. About how many bags of garbage do you typically set out each collection day?

- One
- Two
- Three
- Four
- Five or more

16. Please rate your preference for the following service types for Solid Waste collection. (Due to budget concerns, twice per week collection with a cart is not available.)

	<i>Strongly prefer</i>	<i>Somewhat prefer</i>	<i>Not at all prefer</i>	<i>No preference</i>
Twice per week collection – No Cart (current service).....	1	2	3	4
Once per week collection – Cart.....	1	2	3	4

17. Please rate your preference for the following service types for Recycling collection.

	<i>Strongly prefer</i>	<i>Somewhat prefer</i>	<i>Not at all prefer</i>	<i>No preference</i>
Once per week collection – 18 Gallon Bin (current service) (L=27.75", W=17.6", H=13.5").....	1	2	3	4
Once per week collection – 35 Gallon Cart (L=20.2", W=23", H=39.1").....	1	2	3	4
Once per week collection – 65 Gallon Cart (L=26.7", W=28", H=40.6").....	1	2	3	4
Once per week collection – 95 Gallon Cart (L=28.5", W=33.75", H=45.1").....	1	2	3	4

18. Please indicate how many times, if any, you have used each of the following in the last 12 months:

	<i>Zero</i>	<i>Once</i>	<i>Twice</i>	<i>Three times</i>	<i>Four or more times</i>
The Recycling Drop Off Center .....	1	2	3	4	5
Blue recycling bags.....	1	2	3	4	5
The curbside brush collection.....	1	2	3	4	5
The Brush Processing/Mulch Center .....	1	2	3	4	5

**Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.**

D1. How many years have you lived in Burlleson?

- Less than 1 year
- 1-2 years
- 2-5 years
- 6-10 years
- 11-20 years
- More than 20 years

D2. How many of the people, including yourself, in your household are...

- Age 17 or younger ..... \_\_\_\_\_ members
- Age 18 to 64 ..... \_\_\_\_\_ members
- Age 65 or older..... \_\_\_\_\_ members

D3. Which best describes the building you live in?

- One family house detached from any other houses
- Building with two or more homes (duplex, townhome, apartment or condominium)
- Mobile home
- Other

D4. Is this house, apartment or mobile home...

- Rented
- Owned

D5. What is your gender?

- Female
- Male

D6. In which category is your age?

- 18-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55-64 years
- 65-74 years
- 75 years or older

**Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to:  
National Research Center, Inc.,  
PO Box 549, Belle Mead, NJ 08502**