Parks, Recreation and Culture – Findings Update
August 12, 2019
Statistically-Valid Survey

- Goal 375 responses
- Actual completed 400 responses
- Residents were able to return the survey by mail or complete it online
- 95% level of confidence and +/- 4.9% margin of error
Q1. Have you or members of your household visited any Town of Windsor Parks, Recreation and Culture Department parks or facilities during the past year?

by percentage of respondents

National Average

Yes: 76%
No: 23%

Source: ETC Institute (2019)
Types of Parks / Facilities Used

The diagram illustrates the types of parks/facilities respondent households have used or visited over the past 12 months. The percentage of respondents who have visited parks or facilities is indicated for each category. For example, biking trails were the most visited, with 70% of respondents having visited them. Other popular facilities include Community Recreation Center (66%), Large community parks (65%), and Small neighborhood parks (64%).

Source: ETC Institute (2019)
Q1b. Overall, how would you rate the level of maintenance of ALL of the parks/facilities of the Town of Windsor Parks, Recreation and Culture Department you have visited?

by percentage of respondents who have visited parks or facilities

- Excellent: 52%
- Good: 44%
- Fair: 3%
- Poor: 0%

Source: ETC Institute [2019]
Q2. Have you or other members of your household participated in any recreation programs offered by the Town of Windsor Parks, Recreation and Culture Department during the past 12 months?

National Average

Yes: 33%
No: 67%

Source: ETC Institute (2019)
Q2b. Primary Reasons Respondent Households Participate in Programs

by percentage of respondents who participated and selected the items as one of their top three choices

- Location of program facility: 61%
- Fees charged for class: 38%
- Quality of program facility: 32%
- Times program is offered: 27%
- Friends participate: 27%
- Quality of program content: 26%
- Dates/days program is offered: 24%
- Quality of instructors: 20%
- Day of week: 6%
- Other: 1%

Source: ETC Institute (2019)
National Average:
Excellent: 33%
Good: 55%
Fair: 10%
Poor: 2%

Source: ETC Institute (2019)
Q3. Ways Respondents Learn About Programs and Activities
by percentage of respondents (multiple choices could be made)

- Word of mouth (friends & neighbors): 60%
- Parks, Recreation & Cultural Activity Guide: 58%
- Town of Windsor website: 54%
- Social media: 35%
- Utility bill insert: 18%
- Email notification: 16%
- Newspaper: 13%
- Materials at Town facilities: 11%
- Conversation with staff: 9%
- Other: 5%

Source: ETC Institute (2019)
Q4. Most Preferred Sources of Information
by percentage of respondents who selected the items as one of their top three choices

- Parks, Recreation & Cultural Activity Guide: 52%
- Town of Windsor website: 49%
- Social media: 35%
- Word of mouth (friends & neighbors): 30%
- Email notification: 21%
- Utility bill insert: 16%
- Newspaper: 10%
- Materials at Town facilities: 6%
- Conversation with staff: 5%
- Other: 3%

Source: ETC Institute (2019)
National Average

Local Agency: 50%
State Parks: 40%
County Parks: 58%

Q5. Organizations Respondent Households Use for Parks and Recreation Programs, Services, and Facilities
by percentage of respondents (multiple choices could be made)

- Town of Windsor: 78%
- National parks: 70%
- Colorado State parks: 64%
- Weld or Larimer County parks/facilities: 53%
- Private or public schools: 33%
- Places of worship: 28%
- Neighboring communities: 27%
- Private fitness facilities: 26%
- Youth sports organizations: 22%
- Homeowners associations/apt. complexes: 16%
- Clubs (e.g. country clubs, golf courses): 15%
- Private instruction (e.g. dance, outfitters): 12%
- Boys & Girls Club: 1%
- Other: 2%

Source: ETC Institute (2019)
National Average

Not enough time: 32%
I don’t know what is being offered: 35%
Program times are not convenient: 18%
Level of Agreement With Various Statements
### Q8-2. How Well Facilities Meet the Needs of Respondent Households

<table>
<thead>
<tr>
<th>Facility Type</th>
<th>100% Met</th>
<th>75% Met</th>
<th>50% Met</th>
<th>25% Met</th>
<th>0% Met</th>
</tr>
</thead>
<tbody>
<tr>
<td>Playgrounds</td>
<td>55%</td>
<td>32%</td>
<td>13%</td>
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<tr>
<td>Community parks</td>
<td>56%</td>
<td>31%</td>
<td>12%</td>
<td>4%</td>
<td>12%</td>
</tr>
<tr>
<td>Indoor volleyball &amp; basketball courts</td>
<td>68%</td>
<td>31%</td>
<td>11%</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Community recreation centers</td>
<td>59%</td>
<td>33%</td>
<td>13%</td>
<td>4%</td>
<td>7%</td>
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<tr>
<td>Small neighborhood parks</td>
<td>47%</td>
<td>32%</td>
<td>11%</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Indoor walking &amp; running tracks</td>
<td>55%</td>
<td>35%</td>
<td>14%</td>
<td>5%</td>
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<tr>
<td>Walking trails</td>
<td>42%</td>
<td>36%</td>
<td>18%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Indoor swimming pool</td>
<td>45%</td>
<td>27%</td>
<td>15%</td>
<td>8%</td>
<td>3%</td>
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<tr>
<td>Outdoor basketball courts</td>
<td>42%</td>
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<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Outdoor swimming pool</td>
<td>42%</td>
<td>28%</td>
<td>15%</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>Picnic facilities</td>
<td>40%</td>
<td>20%</td>
<td>11%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Skateboard park</td>
<td>33%</td>
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<td>11%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Soccer/football/lacrosse fields</td>
<td>33%</td>
<td>24%</td>
<td>11%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Paved greenway trails</td>
<td>37%</td>
<td>27%</td>
<td>14%</td>
<td>4%</td>
<td>2%</td>
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<tr>
<td>Outdoor amphitheater</td>
<td>29%</td>
<td>24%</td>
<td>11%</td>
<td>2%</td>
<td>3%</td>
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<tr>
<td>Historical facilities</td>
<td>29%</td>
<td>24%</td>
<td>11%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Baseball &amp; softball fields</td>
<td>34%</td>
<td>22%</td>
<td>12%</td>
<td>4%</td>
<td>3%</td>
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<tr>
<td>Pickleball courts</td>
<td>32%</td>
<td>22%</td>
<td>12%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Senior center</td>
<td>32%</td>
<td>22%</td>
<td>12%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Natural areas/wildlife habitats</td>
<td>26%</td>
<td>20%</td>
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<td>5%</td>
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<tr>
<td>Mountain bike &amp; hiking trails</td>
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<td>20%</td>
<td>10%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>River access/riverwalk</td>
<td>30%</td>
<td>24%</td>
<td>14%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Outdoor running track</td>
<td>26%</td>
<td>23%</td>
<td>14%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Outdoor tennis courts</td>
<td>23%</td>
<td>21%</td>
<td>13%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Dog parks</td>
<td>23%</td>
<td>21%</td>
<td>13%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Boating/canoeing/kayaking facilities</td>
<td>21%</td>
<td>22%</td>
<td>12%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Indoor court sports</td>
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<td>10%</td>
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<td>Outdoor sand volleyball courts</td>
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<td>10%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Artificial turf fields</td>
<td>10%</td>
<td>16%</td>
<td>7%</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td>Performing arts center</td>
<td>12%</td>
<td>14%</td>
<td>7%</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td>Botanical gardens/arboretum</td>
<td>9%</td>
<td>15%</td>
<td>6%</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td>Outdoor splash parks</td>
<td>9%</td>
<td>15%</td>
<td>6%</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td>Camping facilities</td>
<td>8%</td>
<td>4%</td>
<td>7%</td>
<td>13%</td>
<td>30%</td>
</tr>
<tr>
<td>Other</td>
<td>20%</td>
<td>30%</td>
<td>67%</td>
<td>50%</td>
<td></td>
</tr>
</tbody>
</table>

Source: ETC Institute (2019)
Most Important Parks / Facilities

Q9. Parks/Facilities That Are Most Important to Households

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

- Community recreation centers: 27%
- Walking trails: 21%
- Indoor swimming pool: 18%
- Mountain bike & hiking trails: 18%
- Paved greenway trails: 17%
- Natural areas/wildlife habitats: 17%
- River access/riverwalk: 16%
- Community parks: 14%
- Outdoor swimming pool: 14%
- Small neighborhood parks: 14%
- Playgrounds: 12%
- Boating/canoeing/kayaking facilities: 12%
- Outdoor splash parks: 11%
- Dog parks: 11%
- Senior center: 8%
- Indoor walking & running tracks: 8%
- Soccer/football/lacrosse fields: 8%
- Botanical gardens/arboretum: 7%
- Baseball & softball fields: 6%
- Outdoor amphitheater: 5%
- Camping facilities: 5%
- Outdoor tennis courts: 5%
- Performing arts center: 5%
- Historical facilities: 4%
- Pickleball courts: 4%
- Indoor volleyball & basketball courts: 3%
- Outdoor running track: 3%
- Picnic facilities: 2%
- Artificial turf fields: 2%
- Outdoor basketball courts: 2%
- Indoor court sports: 1%
- Skateboard park: 1%
- Outdoor sand volleyball courts: 1%
- Other: 2%

Source: ETC Institute (2019)
How Well Programs Meet Needs

<table>
<thead>
<tr>
<th>Program</th>
<th>100% Met</th>
<th>75% Met</th>
<th>50% Met</th>
<th>25% Met</th>
<th>0% Met</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth sports programs</td>
<td>30%</td>
<td>29%</td>
<td>15%</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>Youth learn-to-swim programs</td>
<td>29%</td>
<td>35%</td>
<td>9%</td>
<td>13%</td>
<td>5%</td>
</tr>
<tr>
<td>Farmer's Market</td>
<td>23%</td>
<td>35%</td>
<td>6%</td>
<td>10%</td>
<td>6%</td>
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<tr>
<td>Adult fitness &amp; wellness programs</td>
<td>19%</td>
<td>36%</td>
<td>27%</td>
<td>13%</td>
<td>5%</td>
</tr>
<tr>
<td>Senior fitness &amp; wellness programs</td>
<td>21%</td>
<td>29%</td>
<td>19%</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>Special events</td>
<td>15%</td>
<td>35%</td>
<td>35%</td>
<td>12%</td>
<td>3%</td>
</tr>
<tr>
<td>Youth art, dance, performing arts</td>
<td>10%</td>
<td>38%</td>
<td>19%</td>
<td>24%</td>
<td>10%</td>
</tr>
<tr>
<td>Youth fitness &amp; wellness programs</td>
<td>21%</td>
<td>26%</td>
<td>23%</td>
<td>21%</td>
<td>9%</td>
</tr>
<tr>
<td>Before school programs</td>
<td>18%</td>
<td>27%</td>
<td>9%</td>
<td>46%</td>
<td></td>
</tr>
<tr>
<td>Opportunities for individuals with disabilities</td>
<td>19%</td>
<td>23%</td>
<td>27%</td>
<td>19%</td>
<td>12%</td>
</tr>
<tr>
<td>Water fitness programs</td>
<td>16%</td>
<td>26%</td>
<td>35%</td>
<td>18%</td>
<td>6%</td>
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<tr>
<td>Pre-school programs</td>
<td>15%</td>
<td>27%</td>
<td>21%</td>
<td>24%</td>
<td>15%</td>
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<tr>
<td>Adult sports programs</td>
<td>7%</td>
<td>31%</td>
<td>29%</td>
<td>20%</td>
<td>13%</td>
</tr>
<tr>
<td>Adult day trips</td>
<td>12%</td>
<td>26%</td>
<td>26%</td>
<td>26%</td>
<td>10%</td>
</tr>
<tr>
<td>Senior sports programs</td>
<td>7%</td>
<td>29%</td>
<td>24%</td>
<td>27%</td>
<td>12%</td>
</tr>
<tr>
<td>Senior day trips</td>
<td>12%</td>
<td>24%</td>
<td>30%</td>
<td>24%</td>
<td>9%</td>
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<tr>
<td>Youth summer camp programs</td>
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<td>19%</td>
<td>35%</td>
<td>32%</td>
<td>11%</td>
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<tr>
<td>After school programs</td>
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<td>26%</td>
<td>28%</td>
<td>26%</td>
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<tr>
<td>Bird watching</td>
<td>5%</td>
<td>15%</td>
<td>23%</td>
<td>35%</td>
<td></td>
</tr>
<tr>
<td>Outdoor adventure programs</td>
<td>6%</td>
<td>11%</td>
<td>27%</td>
<td>36%</td>
<td>20%</td>
</tr>
<tr>
<td>Adult art, dance, performing arts</td>
<td>4%</td>
<td>10%</td>
<td>31%</td>
<td>28%</td>
<td>27%</td>
</tr>
<tr>
<td>Other</td>
<td>17%</td>
<td>17%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: ETC Institute (2019)
Most Important Programs

Q11. Programs That Are Most Important to Households

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

- Farmer’s Market: 40%
- Adult fitness & wellness programs: 35%
- Special events: 21%
- Senior fitness & wellness programs: 17%
- Youth sports programs: 17%
- Nature programs: 13%
- Outdoor adventure programs: 13%
- Youth learn-to-swim programs: 11%
- Water fitness programs: 10%
- Senior day trips: 10%
- Adult art, dance, performing arts: 10%
- Adult sports programs: 10%
- Adult day trips: 8%
- Youth fitness & wellness programs: 7%
- Pre-school programs: 7%
- Teen programs: 6%
- Youth summer camp programs: 6%
- After school programs: 5%
- Opportunities for individuals with disabilities: 4%
- Youth art, dance, performing arts: 4%
- Bird watching: 4%
- Young adult programs: 3%
- Senior sports programs: 2%
- Before school programs: 1%
- Other: 2%

Source: ETC Institute (2019)
Level of Support of Major Actions

Q15. Level of Support of Major Actions

by percentage of respondents

Acquire open space for passive activities: 53% Very Supportive, 28% Somewhat Supportive, 14% Not Sure, 5% Not Supportive
Develop additional trails & connectivity of trails throughout community: 60% Very Supportive, 21% Somewhat Supportive, 13% Not Sure, 6% Not Supportive
Upgrade existing multipurpose trails: 44% Very Supportive, 29% Somewhat Supportive, 20% Not Sure, 8% Not Supportive
Increased utilization through improved access to Windsor Lake: 37% Very Supportive, 30% Somewhat Supportive, 24% Not Sure, 10% Not Supportive
Upgrade existing large community parks: 28% Very Supportive, 38% Somewhat Supportive, 26% Not Sure, 9% Not Supportive
Upgrade existing small neighborhood parks: 27% Very Supportive, 36% Somewhat Supportive, 27% Not Sure, 11% Not Supportive
Upgrade existing outdoor pool: 32% Very Supportive, 25% Somewhat Supportive, 30% Not Sure, 13% Not Supportive
Acquire open space for active activities: 26% Very Supportive, 32% Somewhat Supportive, 29% Not Sure, 14% Not Supportive
Acquire and/or enhance historical & cultural sites, museums: 23% Very Supportive, 33% Somewhat Supportive, 29% Not Sure, 16% Not Supportive
Develop a new community recreation facility: 29% Very Supportive, 25% Somewhat Supportive, 30% Not Sure, 16% Not Supportive
Upgrade existing youth/adult athletic fields: 20% Very Supportive, 30% Somewhat Supportive, 37% Not Sure, 13% Not Supportive
Upgrade existing or develop an additional dog park: 18% Very Supportive, 25% Somewhat Supportive, 33% Not Sure, 24% Not Supportive
Develop sheet of ice: 16% Very Supportive, 22% Somewhat Supportive, 35% Not Sure, 27% Not Supportive
Upgrade existing skate park: 10% Very Supportive, 18% Somewhat Supportive, 42% Not Sure, 31% Not Supportive

Source: ETC Institute (2019)
Most Willing To Fund With Tax Dollars

Q16. Items Most Willing to Fund With Tax Dollars
by percentage of respondents who selected the items as one of their top four choices

- Develop additional trails & connectivity of trails throughout community: 44%
- Acquire open space for passive activities: 39%
- Upgrade existing multipurpose trails: 25%
- Upgrade existing outdoor pool: 22%
- Develop a new community recreation facility: 20%
- Acquire open space for active activities: 16%
- Acquire and/or enhance historical & cultural sites, museums: 15%
- Increased utilization through improved access to Windsor Lake: 15%
- Upgrade existing large community parks: 12%
- Upgrade existing small neighborhood parks: 12%
- Upgrade existing or develop an additional dog park: 10%
- Develop sheet of ice: 10%
- Upgrade existing youth/adult athletic fields: 7%
- Upgrade existing skate park: 1%
- Other: 5%

Source: ETC Institute (2019)
Q17. Mechanisms Respondents Most Support Using to Fund Items

by percentage of respondents who participated and selected the items as one of their top two choices

- User fees paid by patrons: 49%
- A local sales tax increase: 46%
- An increase to local property taxes: 14%
- I don't support any of these: 13%
- Don't know or not sure: 16%

Source: ETC Institute (2019)
Q18. Options Respondents Would Support the Town Exploring as Another Means of Financial Support

- Fundraising through private donations: 69%
- Partnership opportunities: 56%
- Membership & fees program scholarships: 43%
- Other: 3%

Source: ETC Institute (2019)
Prioritize $100 For Parks and Recreation

26% Maintenance of Parks / Trails & Facilities

25% Acquire / Construct Open Space & Trails

18% Indoor Multi-Generation, Multi-Use Recreation Facilities

16% Outdoor Facilities (Athletics, Parks, Etc.)

16% Other

Q19. Prioritization of $100 For Parks and Recreation by percentage of respondents

- Acquire/construct open space & trails (25%)
- Maintenance/overhaul of current parks, trails & facilities (18%)
- Acquire/construct indoor multigenerational, multiuse recreation facilities (16%)
- Acquire/construct outdoor facilities (athletics, parks, etc.) (16%)
- Other (26%)

Source: ETC institute (2019)
Demographics: Ages of People in Household

Q20. Demographics: Ages of People in Household
by percentage of household occupants

Source: ETC institute (2019)
Demographics: Age of Respondents

Q21. Demographics: What is your age?
by percentage of respondents

- 18%: 18-34
- 21%: 35-44
- 21%: 45-54
- 21%: 55-64
- 20%: 65+

Source: ETC Institute [2019]
Q22. Demographics: What is your gender?
by percentage of respondents

Source: ETC Institute (2019)
Q23. Demographics: How many years have you lived in the Town of Windsor?
by percentage of respondents

Source: ETC Institute (2019)
<table>
<thead>
<tr>
<th>Recreation Facilities</th>
<th>Priority Investment Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>River access/riverwalk</td>
<td>High Priority (100+)</td>
</tr>
<tr>
<td>Mountain bike &amp; hiking trails</td>
<td>Medium Priority (50-99)</td>
</tr>
<tr>
<td>Natural areas/wildlife habitats</td>
<td>Medium Priority (50-99)</td>
</tr>
<tr>
<td>Walking trails</td>
<td>High Priority (100+)</td>
</tr>
<tr>
<td>Outdoor splash parks</td>
<td>Medium Priority (50-99)</td>
</tr>
<tr>
<td>Community recreation centers</td>
<td>Medium Priority (50-99)</td>
</tr>
<tr>
<td>Revealed greenway trails</td>
<td>Medium Priority (50-99)</td>
</tr>
<tr>
<td>Boating/canoeing/kayaking facilities</td>
<td>Medium Priority (50-99)</td>
</tr>
<tr>
<td>Indoor swimming pool</td>
<td>Medium Priority (50-99)</td>
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<tr>
<td>Botanical gardens/arboretum</td>
<td>Medium Priority (50-99)</td>
</tr>
<tr>
<td>Dog parks</td>
<td>Medium Priority (50-99)</td>
</tr>
<tr>
<td>Performing arts center</td>
<td>Medium Priority (50-99)</td>
</tr>
<tr>
<td>Outdoor swimming pool</td>
<td>Medium Priority (50-99)</td>
</tr>
<tr>
<td>Camping facilities</td>
<td>Medium Priority (50-99)</td>
</tr>
<tr>
<td>Small neighborhood parks</td>
<td>Medium Priority (50-99)</td>
</tr>
<tr>
<td>Community parks</td>
<td>Medium Priority (50-99)</td>
</tr>
<tr>
<td>Outdoor amphitheater</td>
<td>Medium Priority (50-99)</td>
</tr>
<tr>
<td>Senior center</td>
<td>Medium Priority (50-99)</td>
</tr>
<tr>
<td>Indoor walking &amp; running tracks</td>
<td>Medium Priority (50-99)</td>
</tr>
<tr>
<td>Playgrounds</td>
<td>Medium Priority (50-99)</td>
</tr>
<tr>
<td>Soccer/football/lacrosse fields</td>
<td>Medium Priority (50-99)</td>
</tr>
<tr>
<td>Historical facilities</td>
<td>Medium Priority (50-99)</td>
</tr>
<tr>
<td>Picnic facilities</td>
<td>Medium Priority (50-99)</td>
</tr>
<tr>
<td>Outdoor tennis courts</td>
<td>Medium Priority (50-99)</td>
</tr>
<tr>
<td>Baseball &amp; softball fields</td>
<td>Medium Priority (50-99)</td>
</tr>
<tr>
<td>Pickleball courts</td>
<td>Medium Priority (50-99)</td>
</tr>
<tr>
<td>Outdoor running track</td>
<td>Medium Priority (50-99)</td>
</tr>
<tr>
<td>Artificial turf fields</td>
<td>Medium Priority (50-99)</td>
</tr>
<tr>
<td>Outdoor sand volleyball courts</td>
<td>Low Priority (0-49)</td>
</tr>
<tr>
<td>Indoor volleyball &amp; basketball courts</td>
<td>Low Priority (0-49)</td>
</tr>
<tr>
<td>Outdoor basketball courts</td>
<td>Low Priority (0-49)</td>
</tr>
<tr>
<td>Indoor court sports</td>
<td>Low Priority (0-49)</td>
</tr>
<tr>
<td>Skateboard park</td>
<td>Low Priority (0-49)</td>
</tr>
<tr>
<td>Other</td>
<td>Low Priority (0-49)</td>
</tr>
</tbody>
</table>

Source: ETC Institute (2015)
Top Investment Priorities For Recreation Programs

Source: ETC Institute (2019)