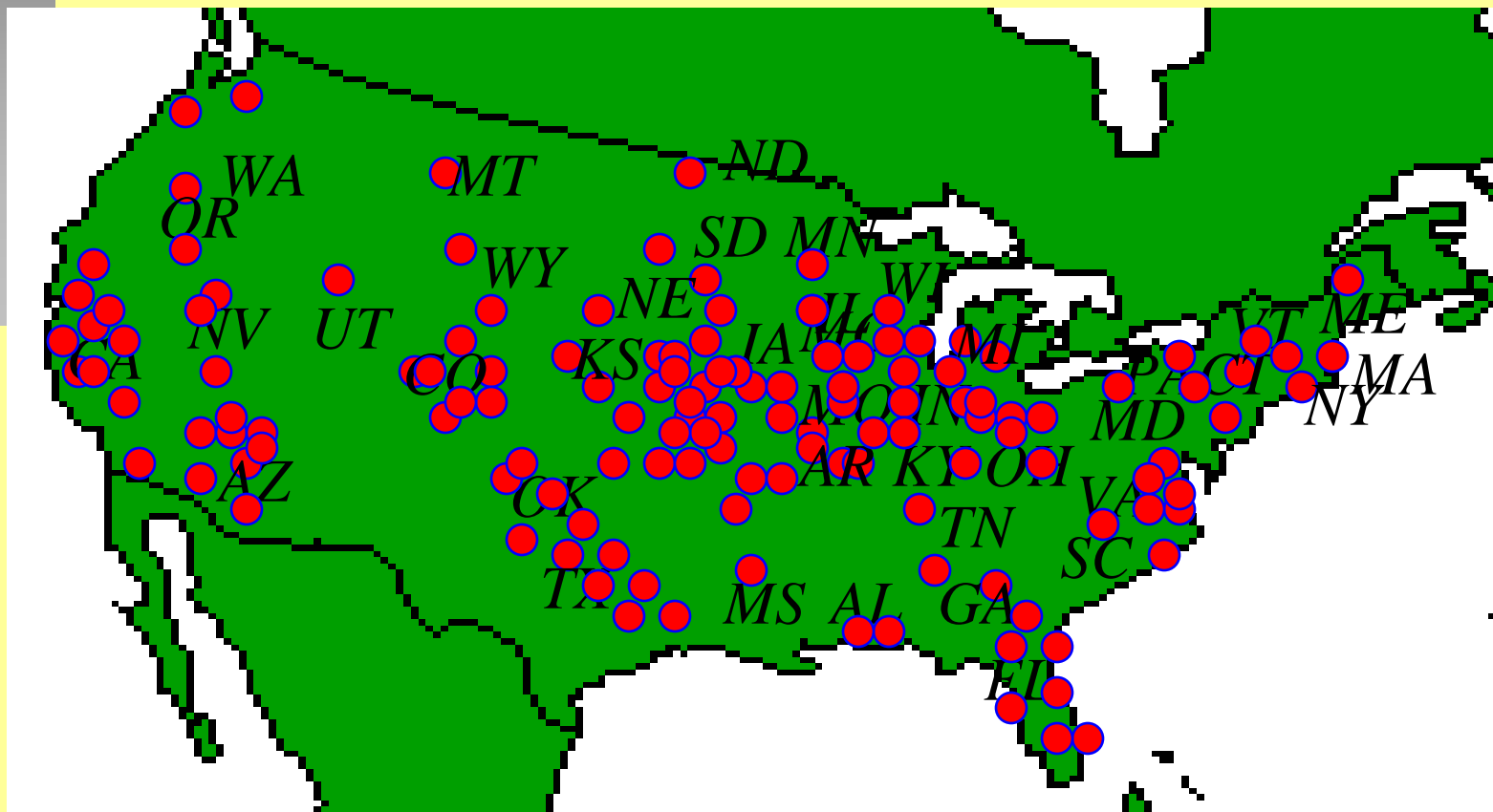


City of Atlanta

Citizen Survey Jan – Feb 2007

- *Questions on full range of usage, customer satisfaction, needs, unmet needs, and priorities, and funding questions*
- *Goal of 1,200 completed surveys.*
- *Actually completed 1,219 surveys. Results have 95% level of confidence with margin of error of +/-2.8*

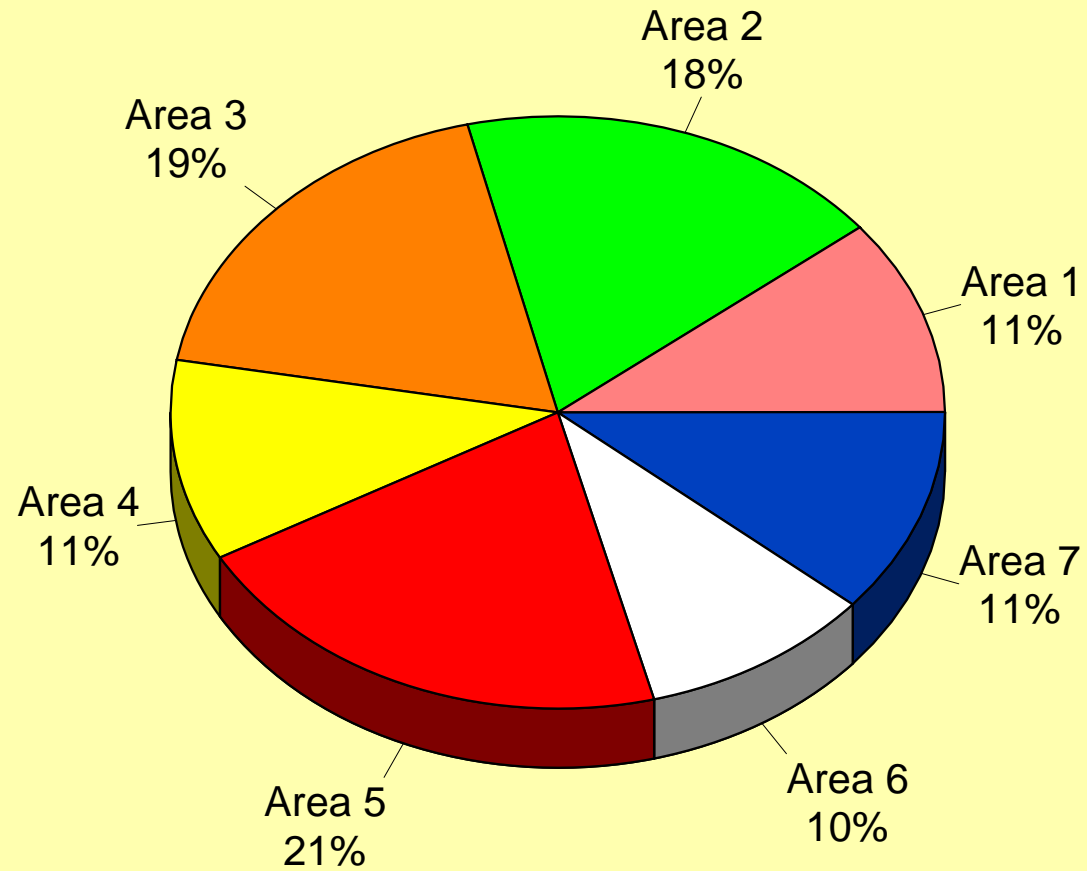
Study Conducted by Leisure Vision- More than 450 Needs Assessment Surveys in 46 States



Benchmarking Comparisons to National Clients

Location of Residence

by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2007)

Special Demographic Breakdowns

- *Age of respondent*
- *Visitation of parks*
- *Household size*
- *Gender*
- *Race*
- *Sufficient green space*

Special Demographic Breakdowns

- *Support for dedicated funding source*
- *Years living in Atlanta*
- *Hispanic or Latin Ancestry*
- *Household income*
- *Voting*

Survey Results

- *Funding support and most important actions*
- *Current usage and satisfaction*
- *Needs, unmet needs and priorities*
- *Supportive findings*

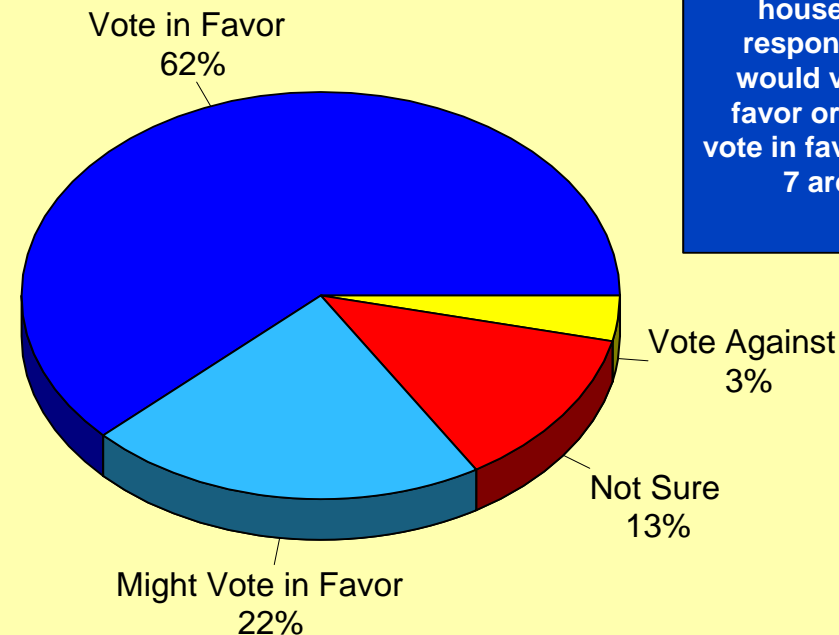


*Funding Support and Most
Important Actions*

Finding #1: 84% of Households Would Vote in Favor or Might Vote in Favor of a Bond Election for Projects Most Important to Their Household

Q19. Voting on a Bond Referendum to Fund the Acquisition, Improvement, and Development of the Types of Parks, Trails, Green Space, and Recreation Facilities That Are Most Important to Respondent Households

by percentage of respondents



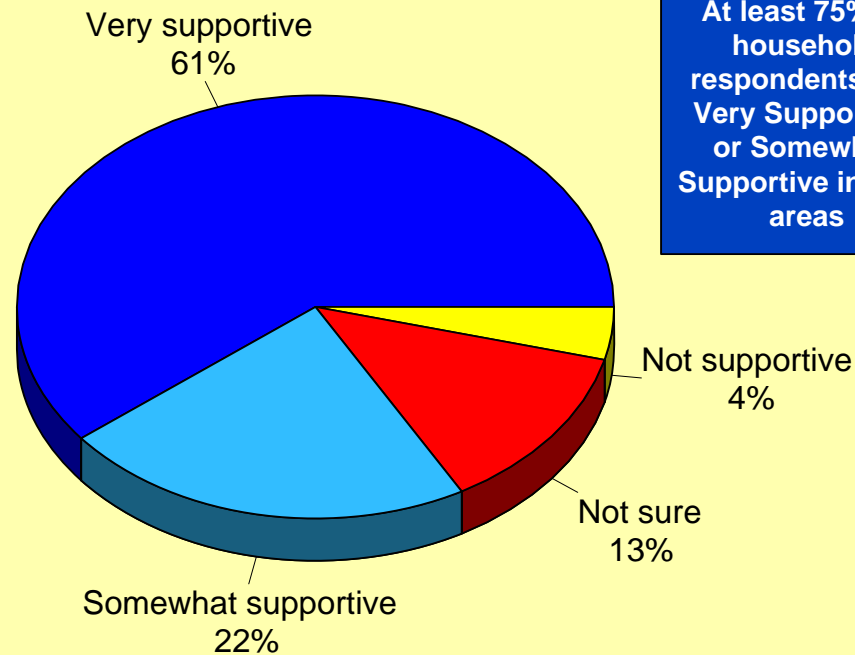
At least 70% of household respondents would vote in favor or might vote in favor in all 7 areas

Source: Leisure Vision/ETC Institute (April 2007)

Finding #2: 83% of Households Would Support Creating a Dedicated City Funding Source

Q20. Support for Creating a Dedicated City Funding Source That Could Only Be Used to Fund Operations and Improvements to the Parks, Recreation, and Green Way System in Atlanta

by percentage of respondents



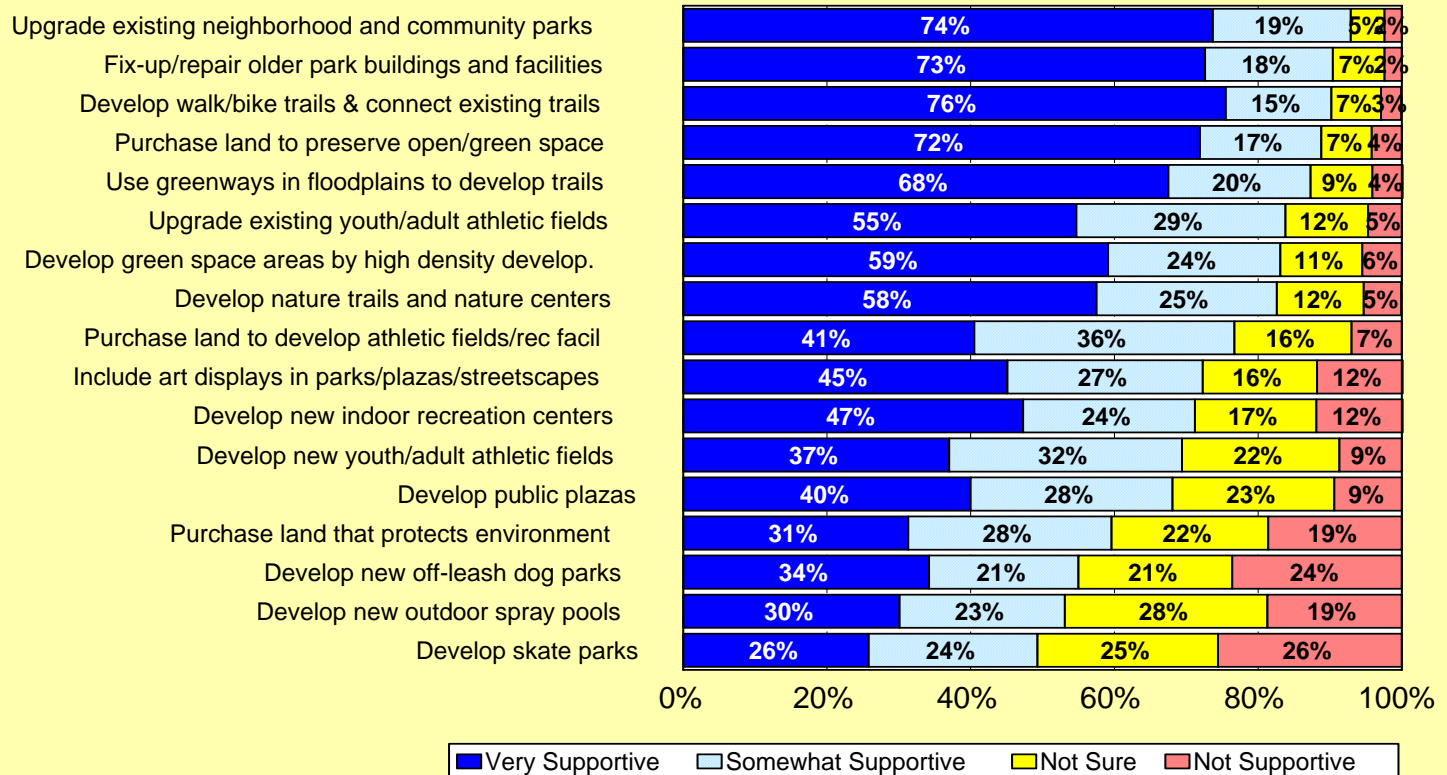
At least 75% of household respondents are Very Supportive or Somewhat Supportive in all 7 areas

Source: Leisure Vision/ETC Institute (April 2007)

Finding #3: Actions Respondent Households Would Support for Improving System

Q17. Support for Actions the City of Atlanta Could Take to Improve the Parks, Recreation and Green Space System

by percentage of respondents

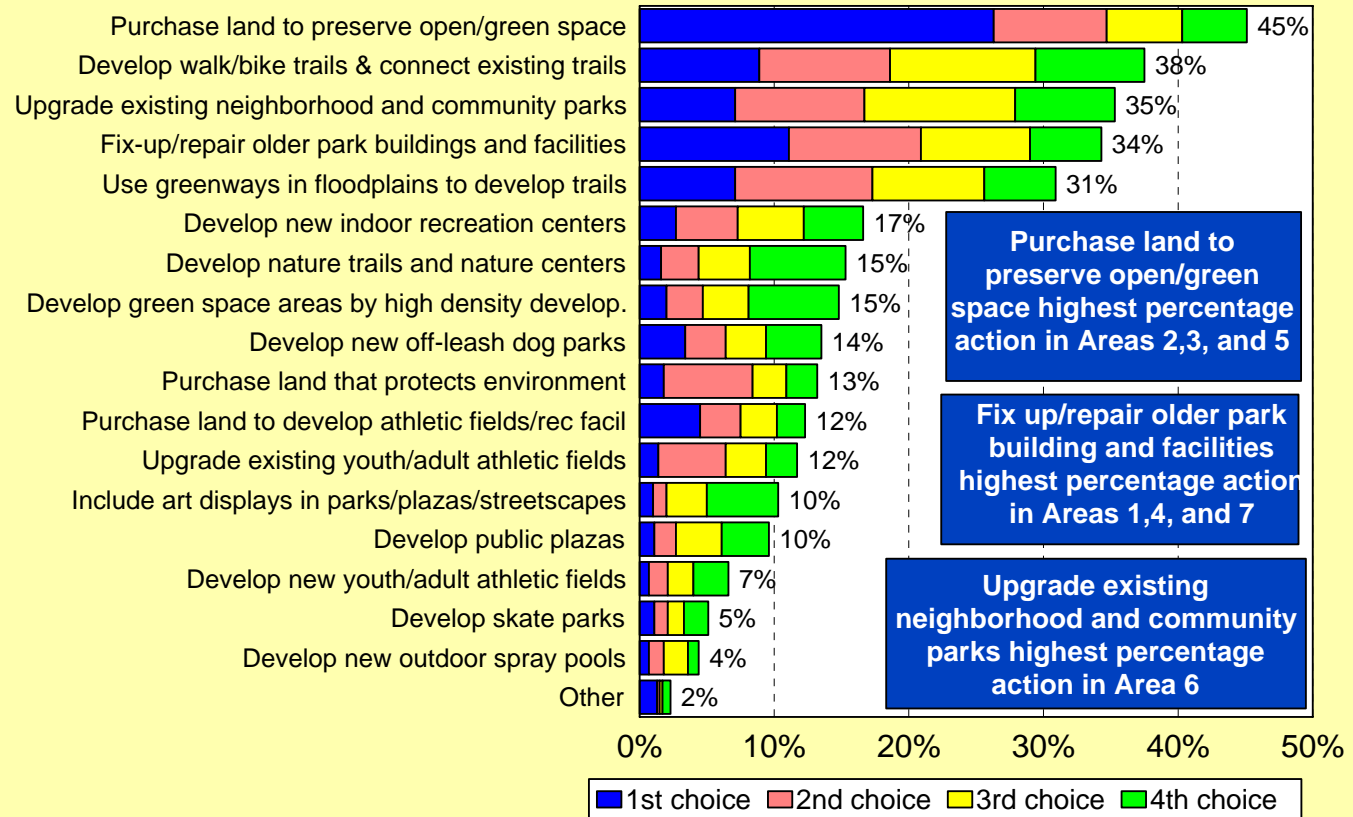


Source: Leisure Vision/ETC Institute (April 2007)

Finding #3: Actions Respondent Households Would Support for Improving System

Q18. Actions that Respondent Households Would Be Most Willing to Fund With Their City Tax Dollars

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

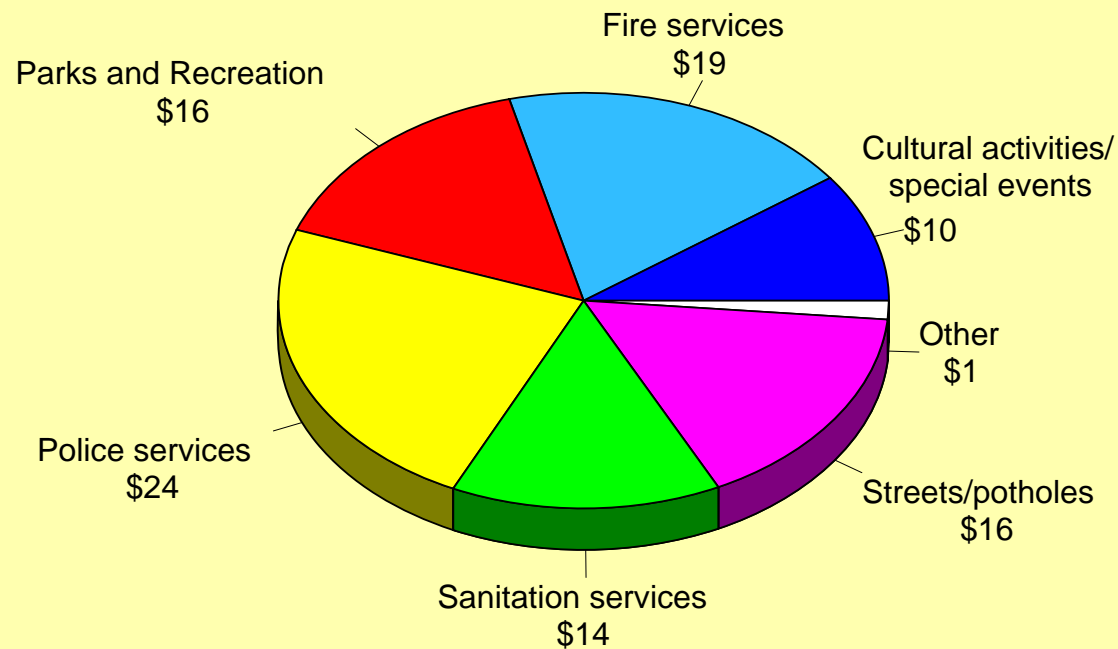


Source: Leisure Vision/ETC Institute (April 2007)

Finding #4: Respondents Would Allocate \$26 out of \$100 to Parks and Recreation and Cultural Activities and Special Events

Q21. How Respondents Would Allocate \$100 Among Services That Are Paid for From the City's General Fund

by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2007)

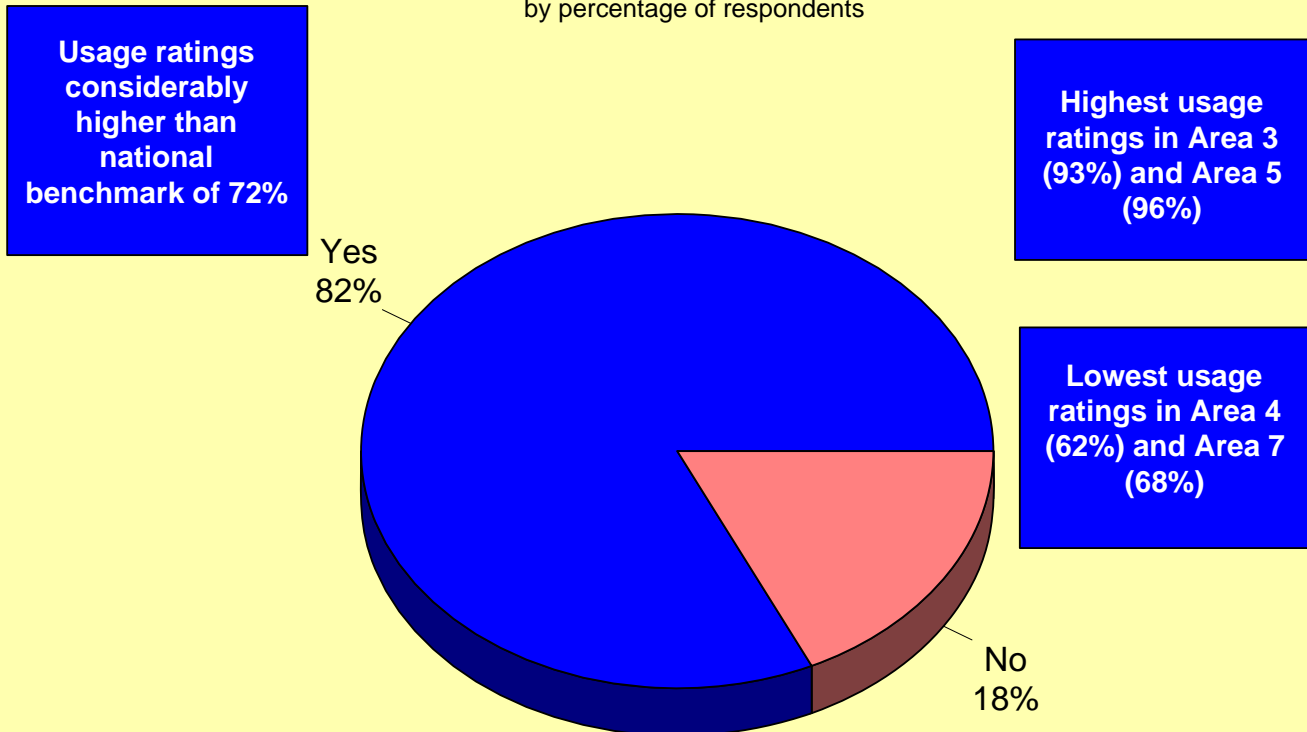


Current Usage and Satisfaction

Finding #5: Usage of Parks is Very High with Majority Rating Parks Excellent or Good

Q2. Have Respondent Households Visited Any City of Atlanta Parks During the Past Year

by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2007)

Finding #5: Usage of Parks is Very High with Majority Rating Parks as Excellent or Good

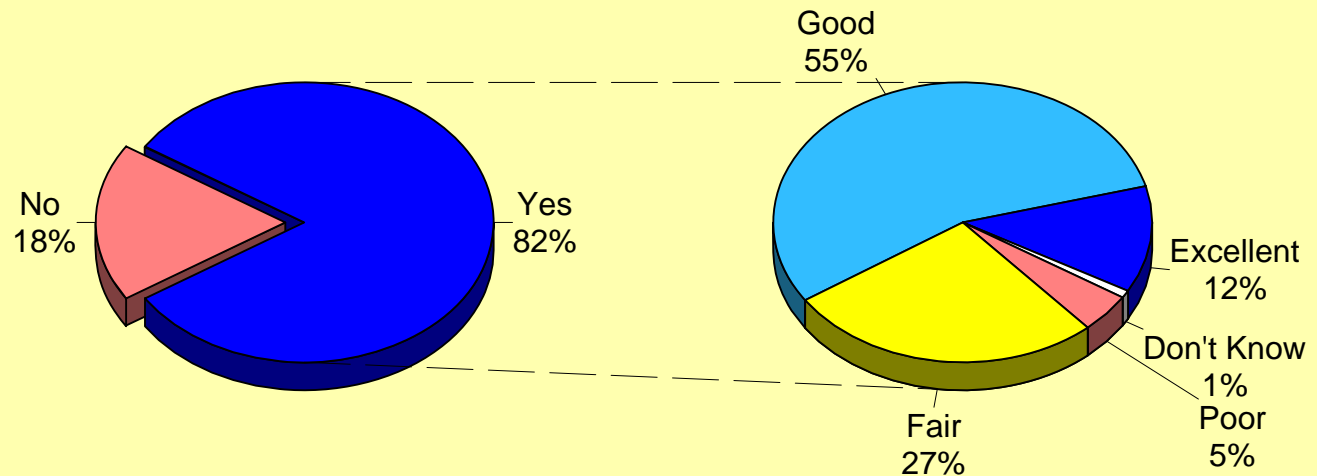
Q2. Have Respondent Households Visited Any City of Atlanta Parks During the Past Year

by percentage of respondents

Ratings of excellent is lower than national benchmark of 30%

Ratings of good is slightly higher than national benchmark of 53%

Q2b. How Respondent Households Rate the Overall Quality of Parks That They Have Visited

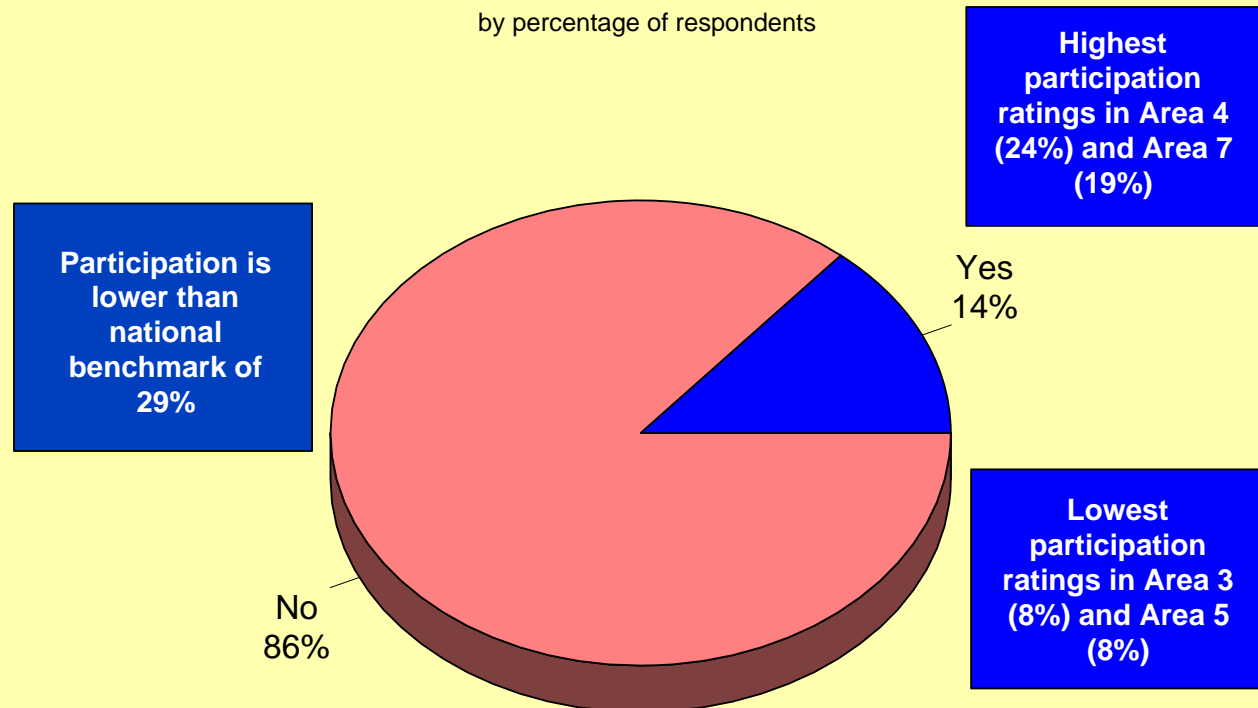


Source: Leisure Vision/ETC Institute (April 2007)

Finding #6: Participation in Programs is Lower with A Majority of Participants Satisfied

Q3. Have Respondent Households Participated in Any Recreation Programs Offered by the City of Atlanta During the Past Year

by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2007)

Finding #6: Participation in Programs is Lower with A Majority of Participants Satisfied

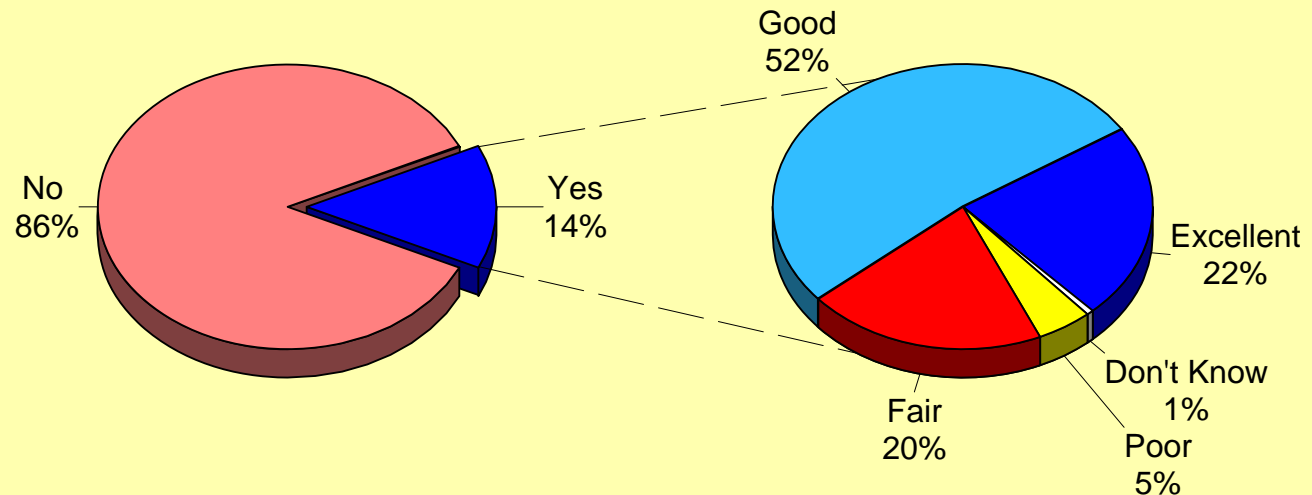
Q3. Have Respondent Households Participated in Any Recreation Programs Offered by the City of Atlanta During the Past Year

Ratings of excellent is lower than national benchmark of 33%

Ratings of good is slightly lower than national benchmark of 54%

Percentage of respondents

Q3a. How Respondent Households Rate the Overall Quality of Programs That They Participated In

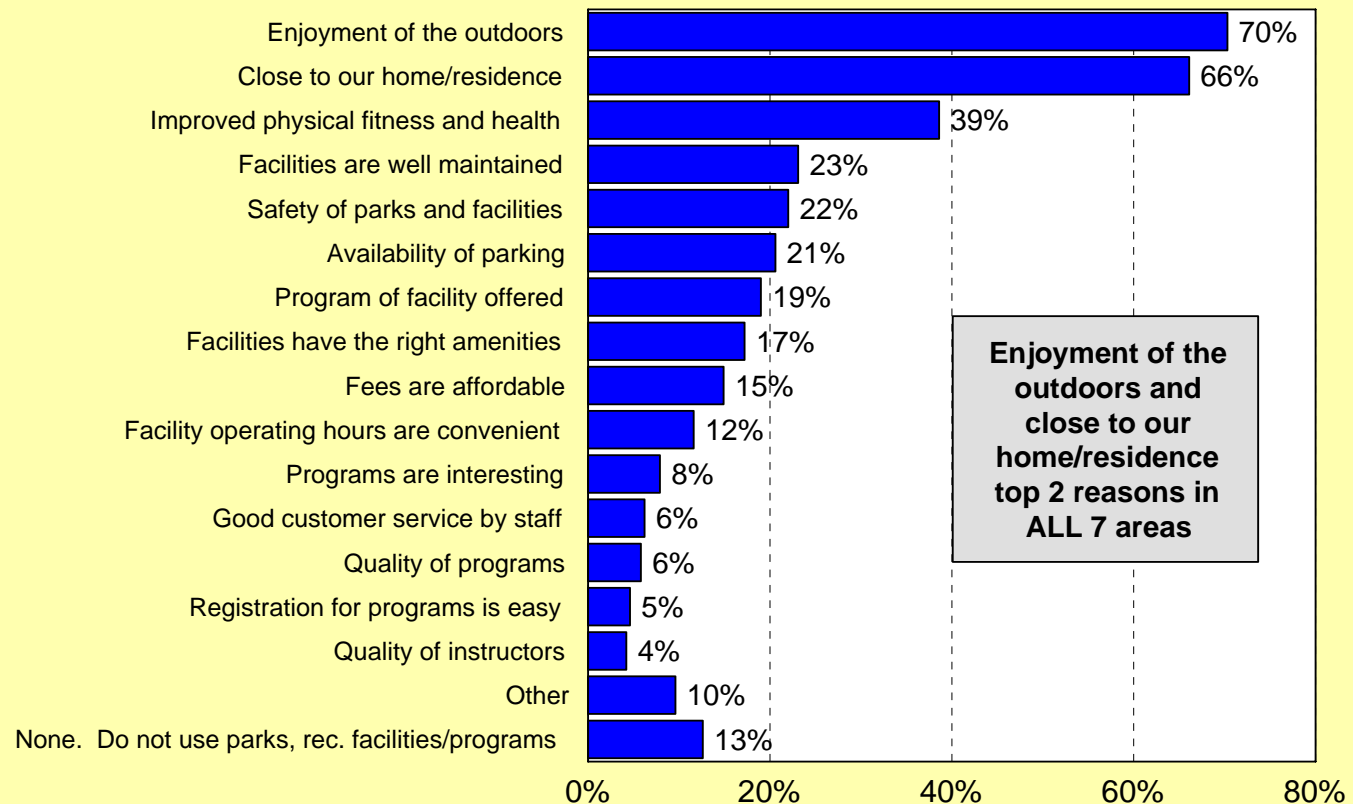


Source: Leisure Vision/ETC Institute (April 2007)

Finding #7: Enjoyment of the Outdoors and Close to Our Homes/Residence Top 2 Reasons for Using Parks, Facilities, and Programs

Q4. Reasons Respondent Households Use Parks, Recreation Facilities or Programs Offered by the City of Atlanta

by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2007)

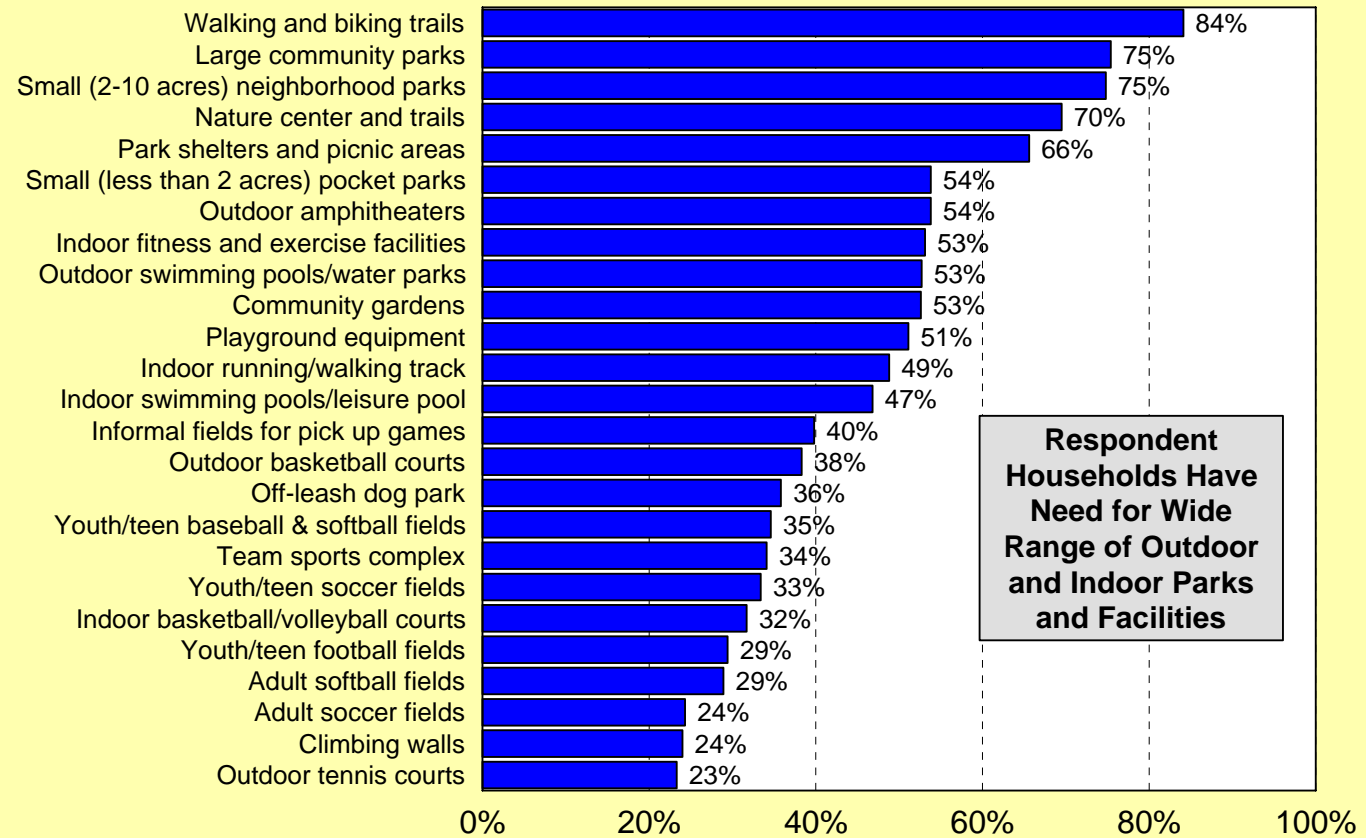


Needs, Unmet Needs and Priorities

Finding #8: Residents Have a Need for a Wide Range of Parks and Recreation Facilities

Q11. Percentage of Respondent Households That Have a Need for Various Parks and Recreation Facilities

by percentage of respondents (multiple choices could be made)

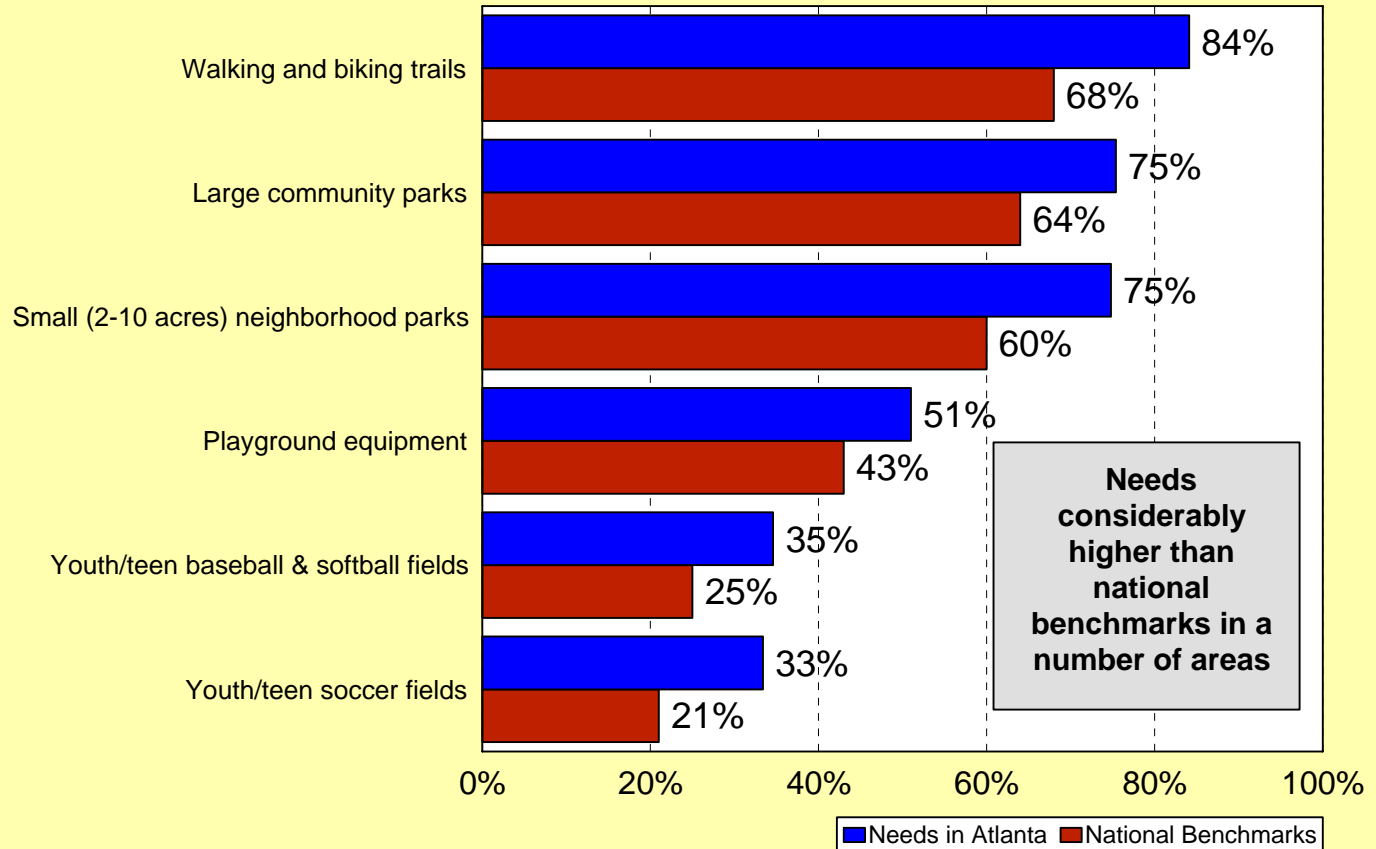


Source: Leisure Vision/ETC Institute (April 2007)

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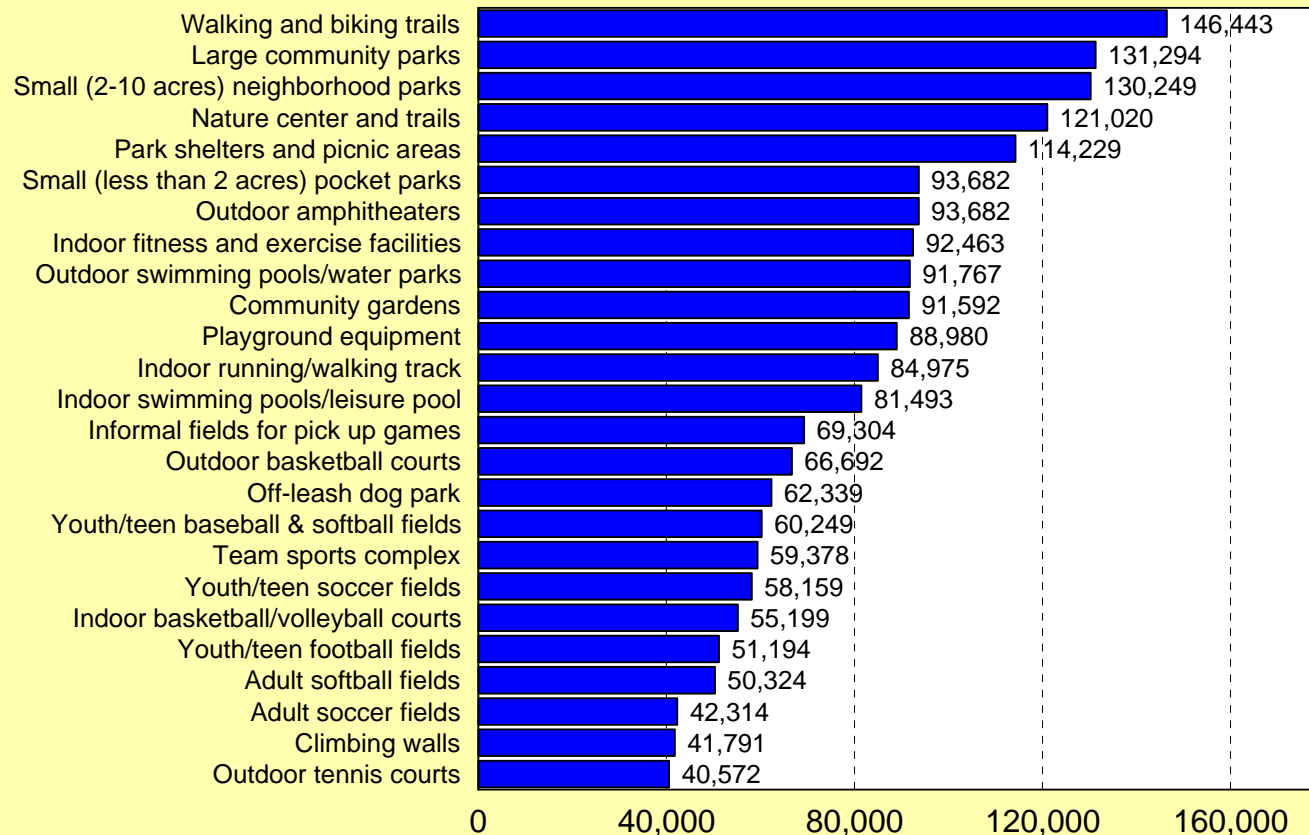


Source: Leisure Vision/ETC Institute (April 2007)

Finding #8: Residents Have a Need for a Wide Range of Parks and Recreation Facilities

Q11a. Estimated Number of Households in The City of Atlanta That Have a Need for Various Parks and Recreation Facilities

by number of households based on 174,130 households in the City of Atlanta

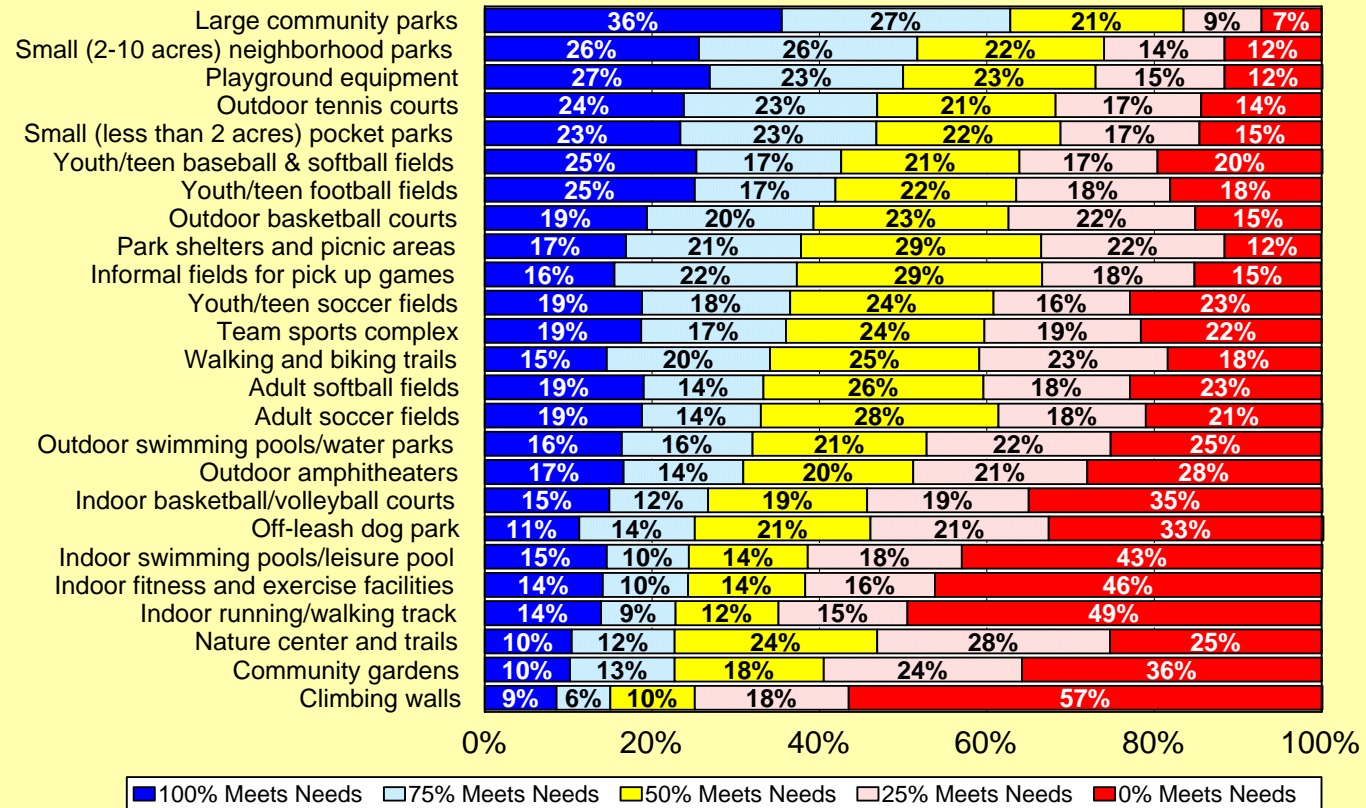


Source: Leisure Vision/ETC Institute (April 2007)

Finding #9: For a Wide Range of Facilities Needs Are Not Fully Met

Q11b. How Well Parks and Recreation Facilities in Atlanta Meet the Needs of Respondent Households

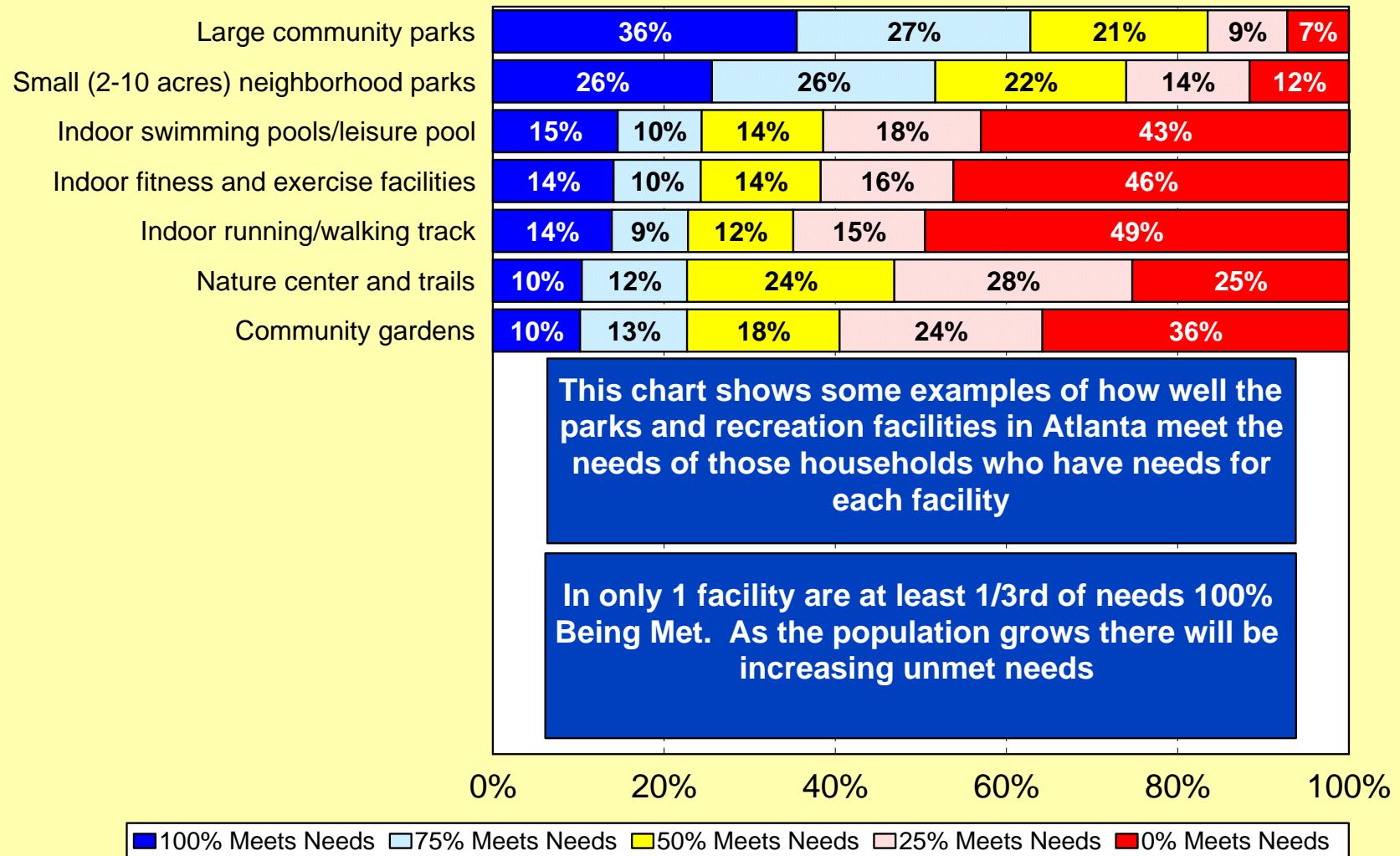
by percentage of respondents with a need for facilities



Source: Leisure Vision/ETC Institute (April 2007)

Q11b. How Well Parks and Recreation Facilities in Atlanta Meet the Needs of Respondent Households

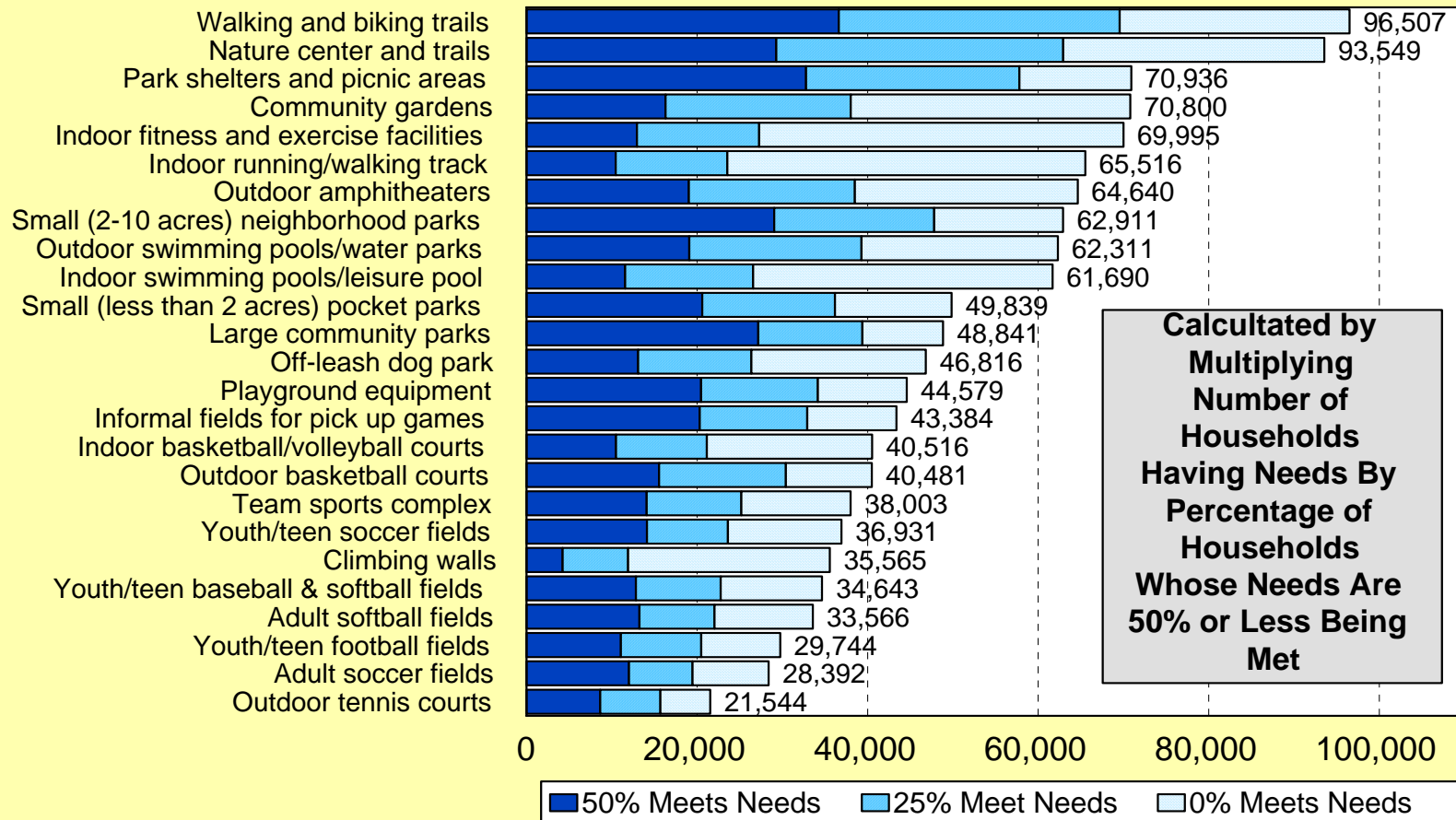
by percentage of respondents with a need for facilities



Source: Leisure Vision/ETC Institute (April 2007)

Q11c. Estimated Number of Households in the City of Atlanta Whose Needs for Parks and Recreation Facilities Are Only Being 50% Met or Less

by number of households based on 174,130 households in the City of City of Atlanta

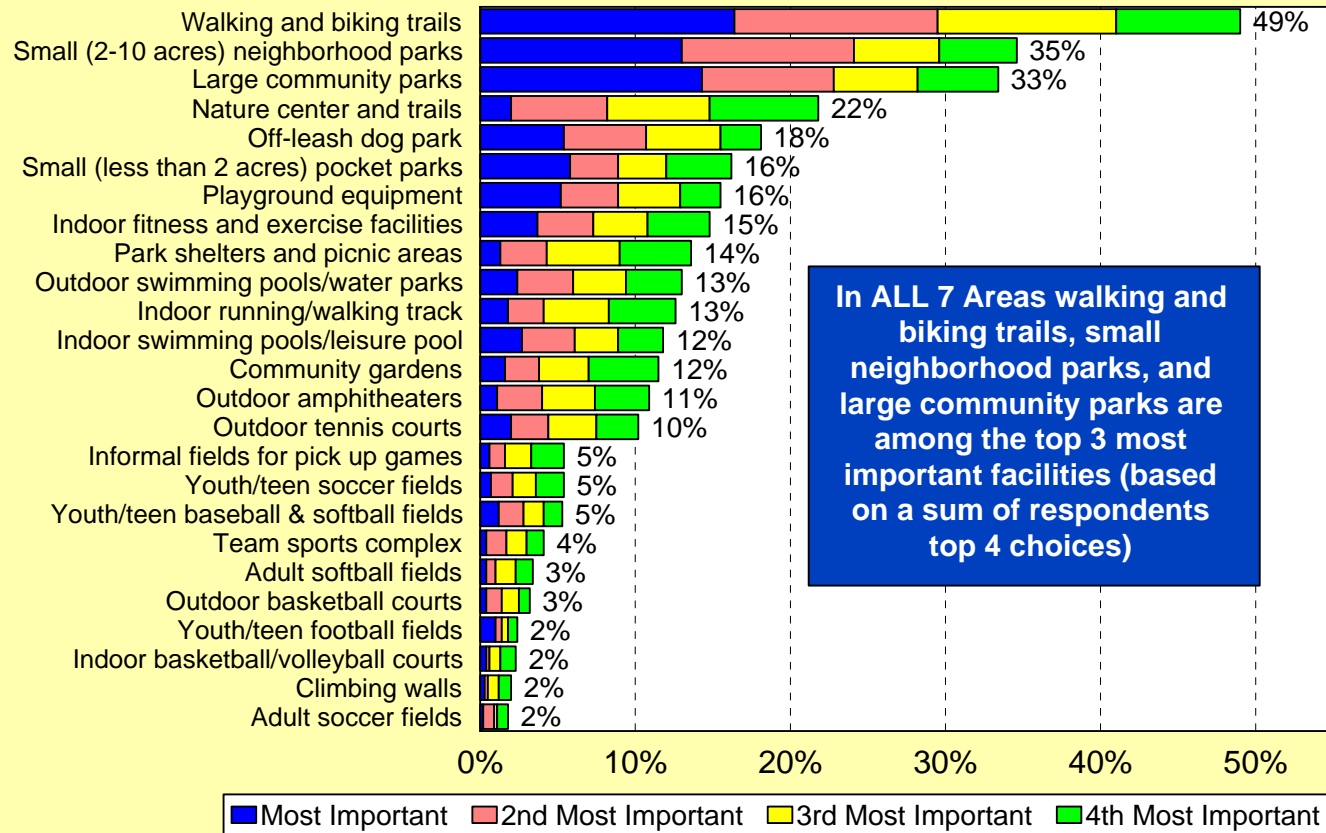


Source: Leisure Vision/ETC Institute (April 2007)

Finding #10: Walking and Biking Trails, Small Neighborhood Parks, and Large Community Parks Most Important Facilities

Q12. Parks and Recreation Facilities That Are Most Important to Respondent Households

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

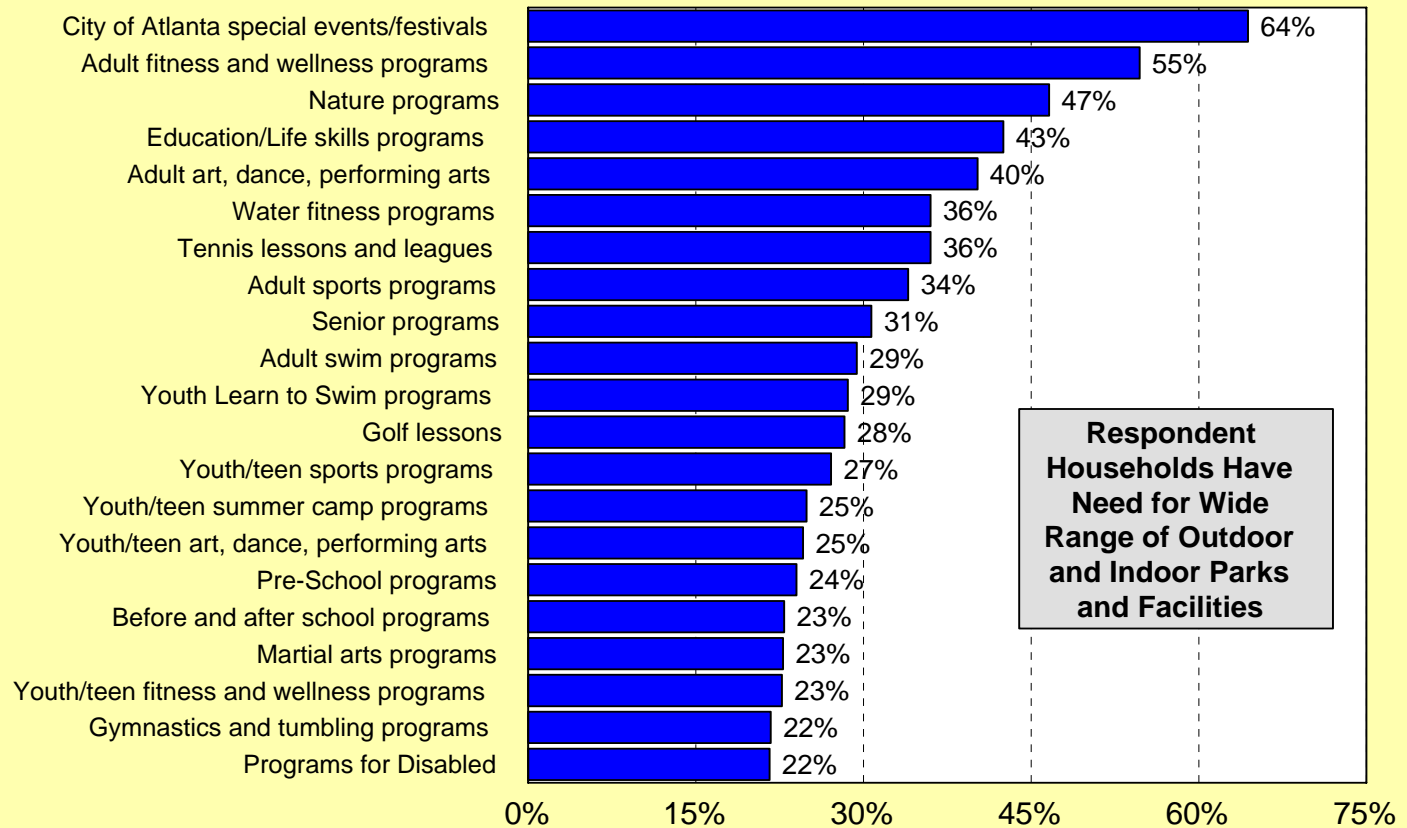


Source: Leisure Vision/ETC Institute (April 2007)

Finding #11: Respondents Have a Need for a Wide Range of Programs

Q13. Percentage of Respondent Households That Have a Need for Various Recreation Programs

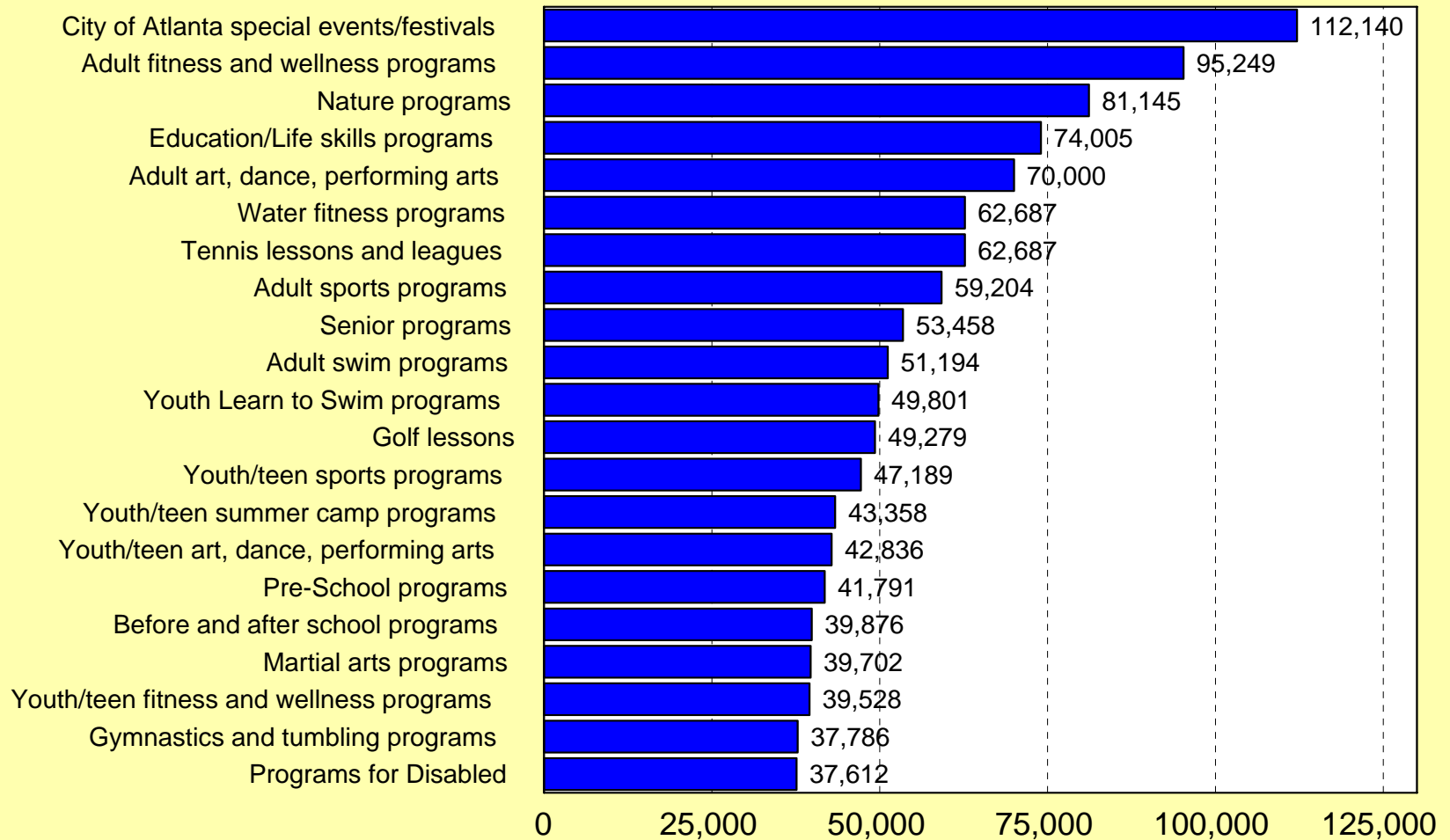
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (April 2007)

Q13a. Estimated Number of Households in the City of Atlanta That Have a Need for Various Recreation Programs

by number of households based on 174,130 households in the City of Atlanta

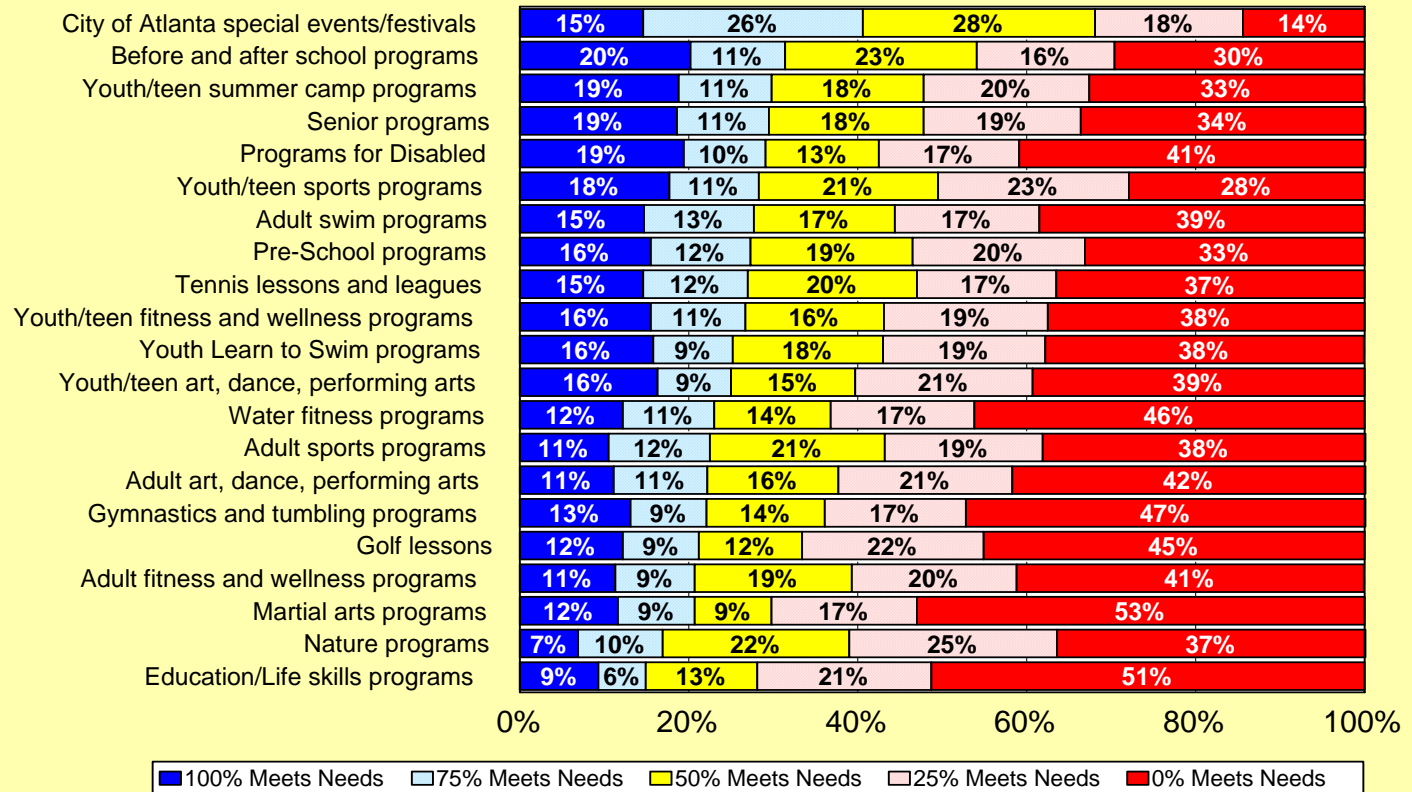


Source: Leisure Vision/ETC Institute (April 2007)

Finding #12: For a Wide Range of Programs Needs Are Not Fully Met

Q13b. How Well Recreation Programs in the City of Atlanta Meet the Needs of Respondent Households

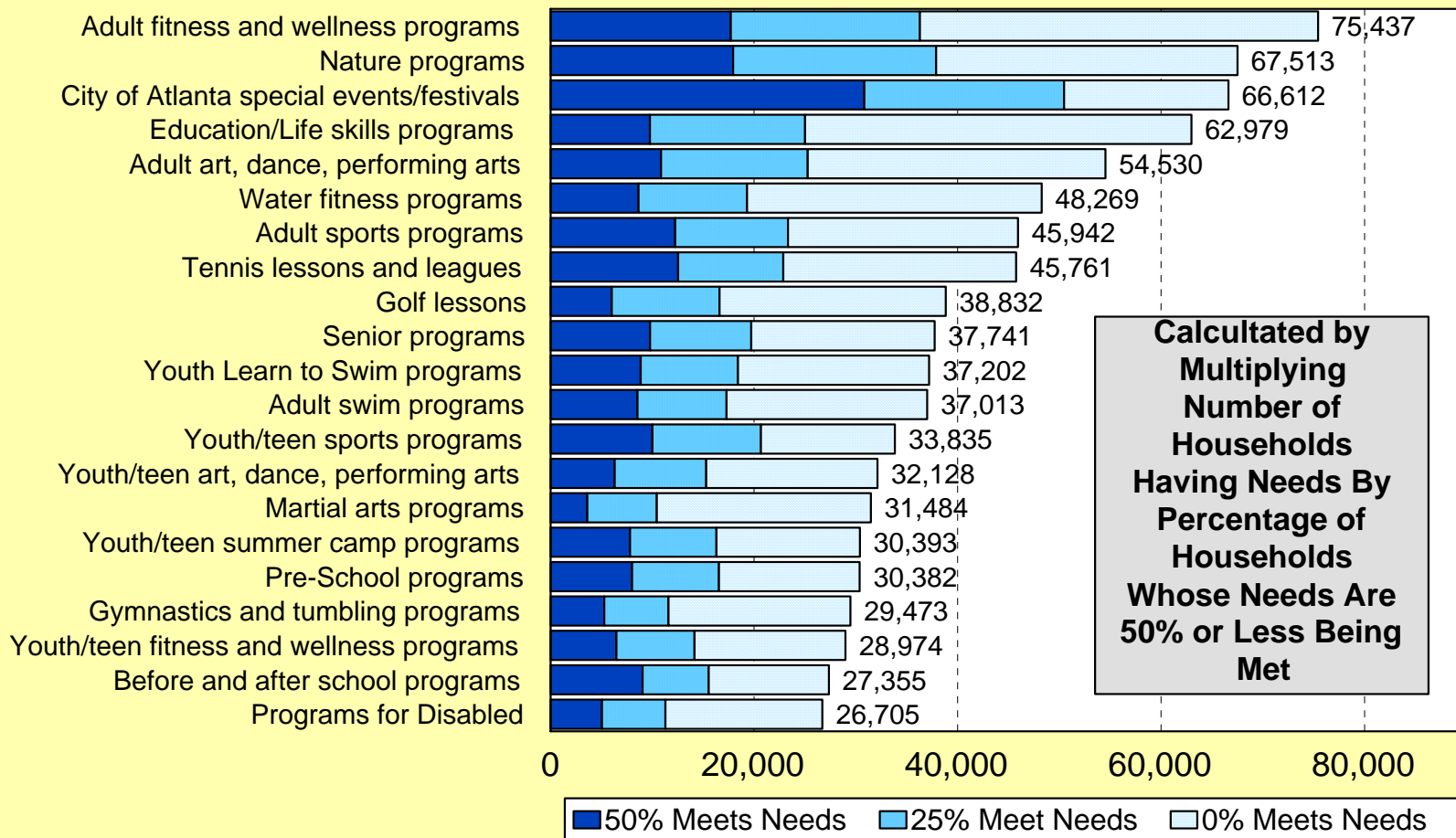
by percentage of respondents with a need for programs



Source: Leisure Vision/ETC Institute (April 2007)

Q13c. Estimated Number of Households in the City of Atlanta Whose Needs for Recreation Facilities Are Only Being 50% Met or Less

by number of households based on 174,130 households in the City of Atlanta (Source 2000 US Census)

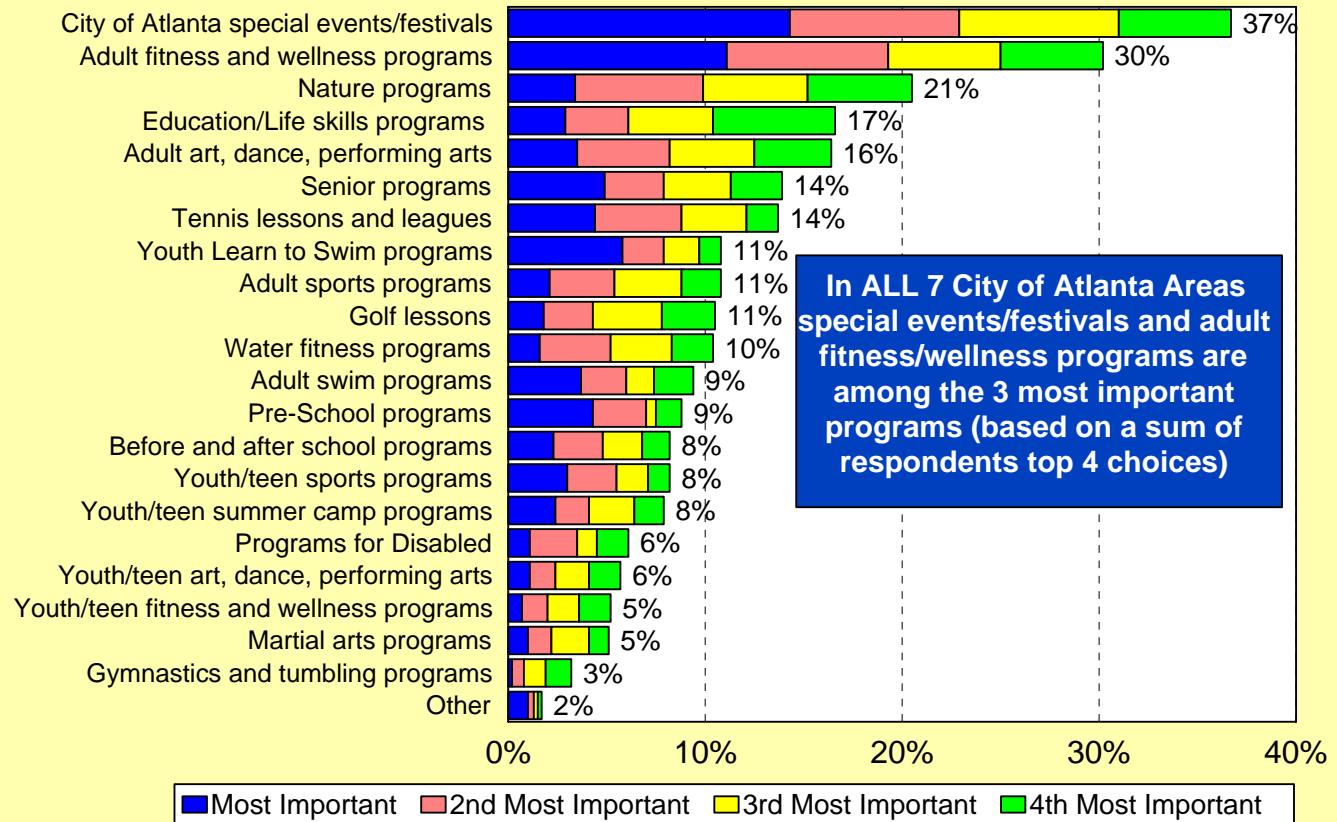


Source: Leisure Vision/ETC Institute (April 2007)

Finding #13: City of Atlanta Special Events and Adult Fitness and Wellness Programs Are Most Important to Respondent Households

Q14. Recreation Programs That Are Most Important to Respondent Households

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

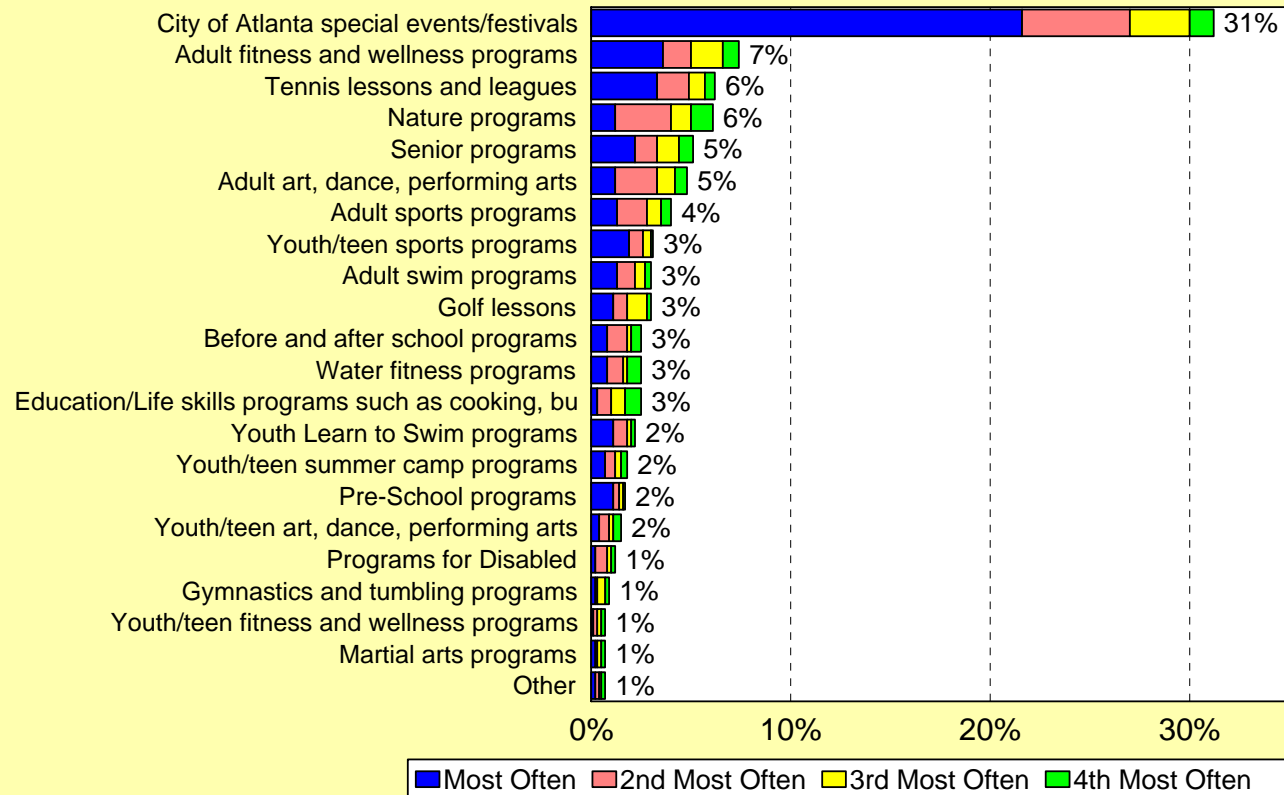


Source: Leisure Vision/ETC Institute (April 2007)

Finding #14: Market Share Exists to Grow Programs At City of Atlanta Facilities

Q15. Programs That Respondent Households Currently Participate in Most Often at City of Atlanta Facilities

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

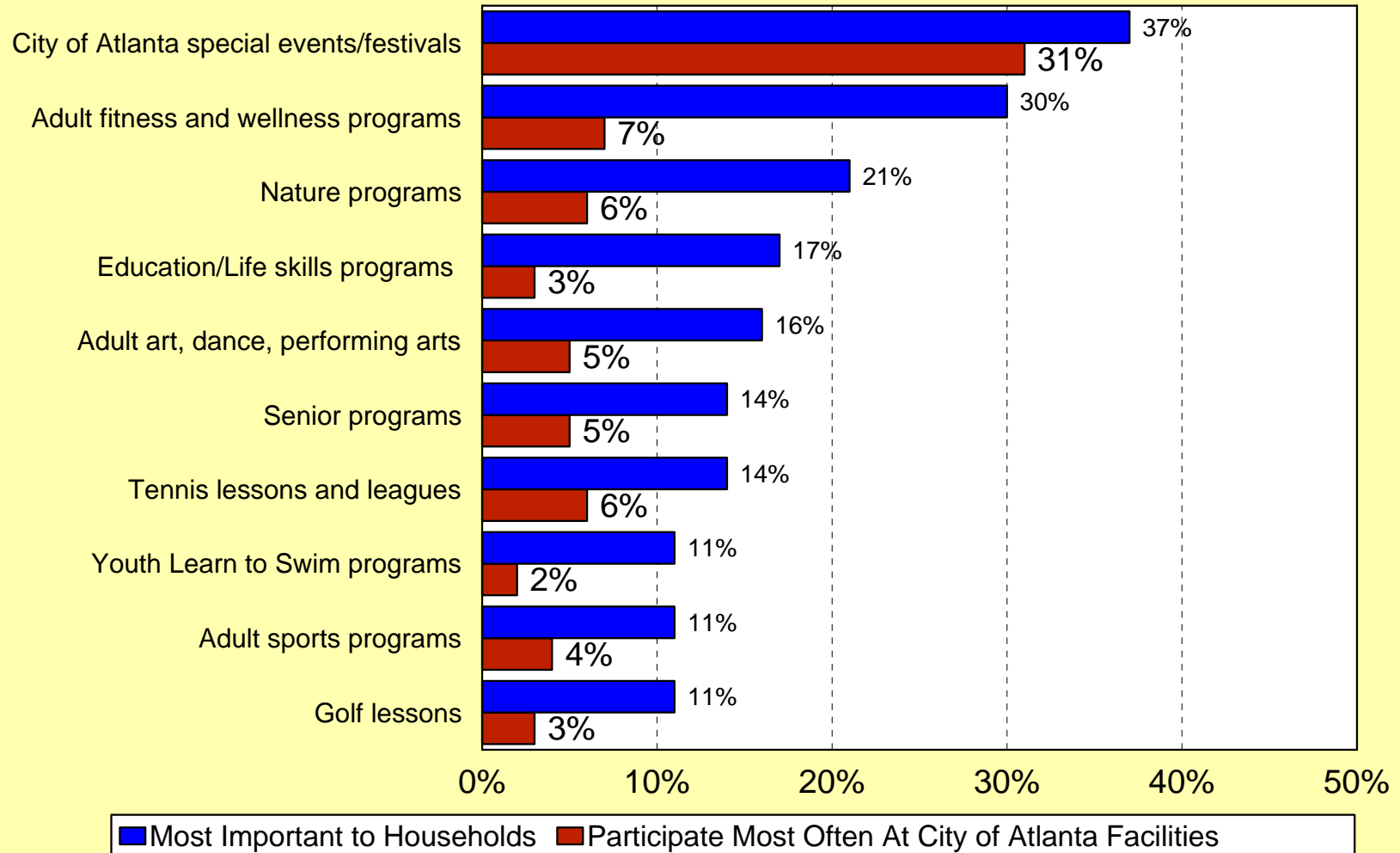


Source: Leisure Vision/ETC Institute (April 2007)

Q14. Recreation Programs That Are Most Important to Respondent Households

Q15. Programs That Respondent Households Currently Participate in Most Often at City of Atlanta Facilities

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



Source: Leisure Vision/ETC Institute (April 2007)



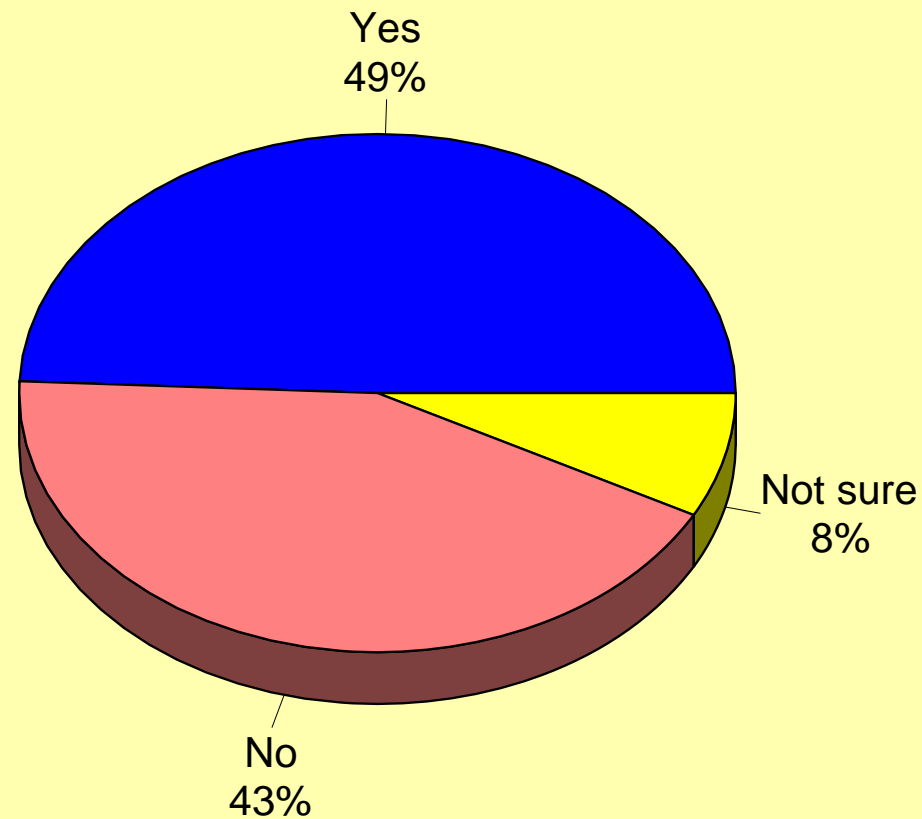
Supportive Findings

Q5. Do Respondents Feel There Are Sufficient Parks and Green Space Areas Within Walking Distance of Their Residence

by percentage of respondents

Lowest "Yes" responses in Area 1 (27%) and Area 4 (25%)

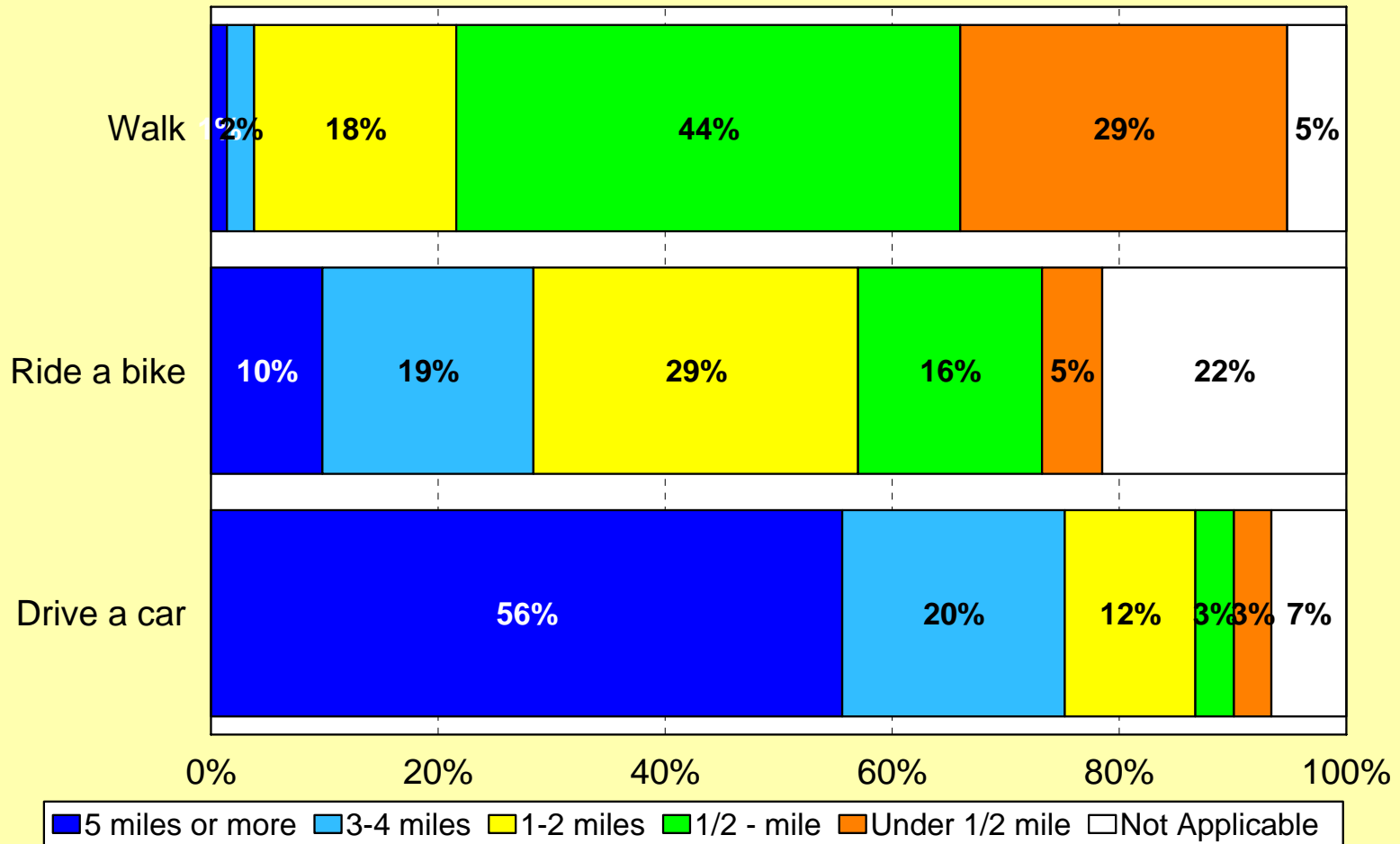
Highest "Yes" responses in Area 3 (60%) and Area 5 (71%)



Source: Leisure Vision/ETC Institute (April 2007)

Q6. Maximum Distance Respondents Are Willing to Travel to Visit a Park by Various Modes of Transportation

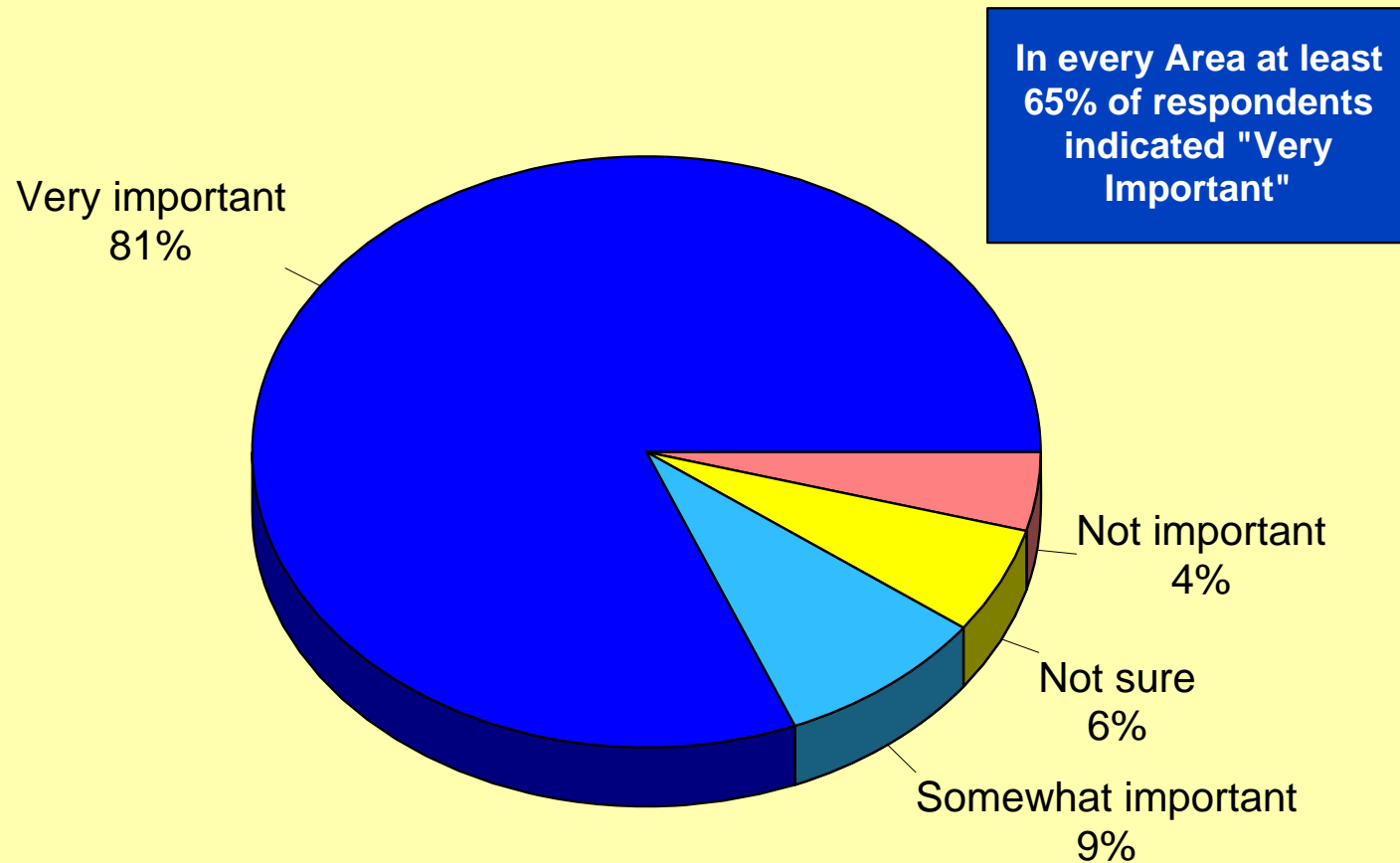
by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2007)

Q7. Importance of Setting Aside Green Space Areas for High Rise Developments

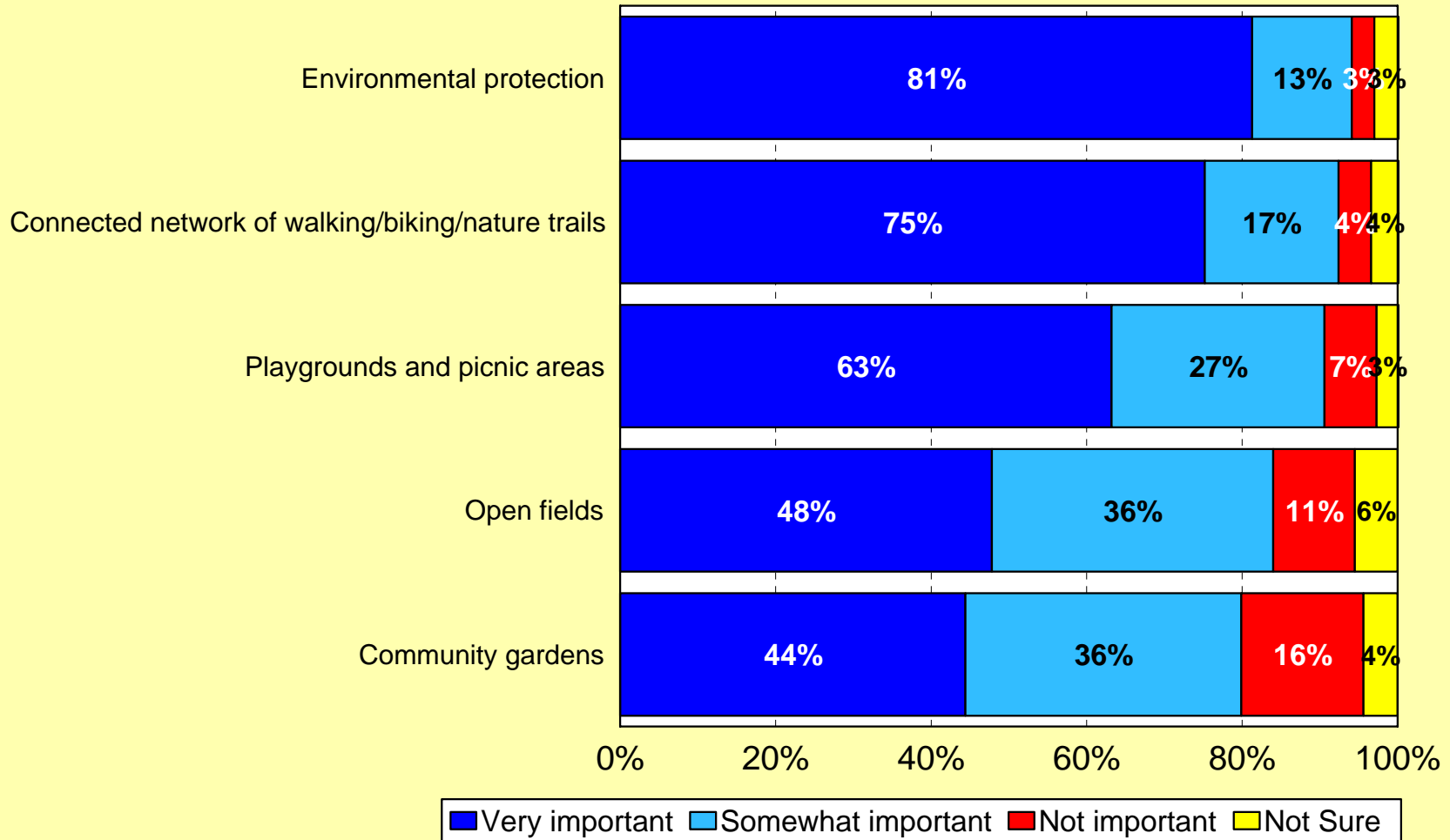
by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2007)

Q8. Importance of Using Greenways to Provide Various Functions

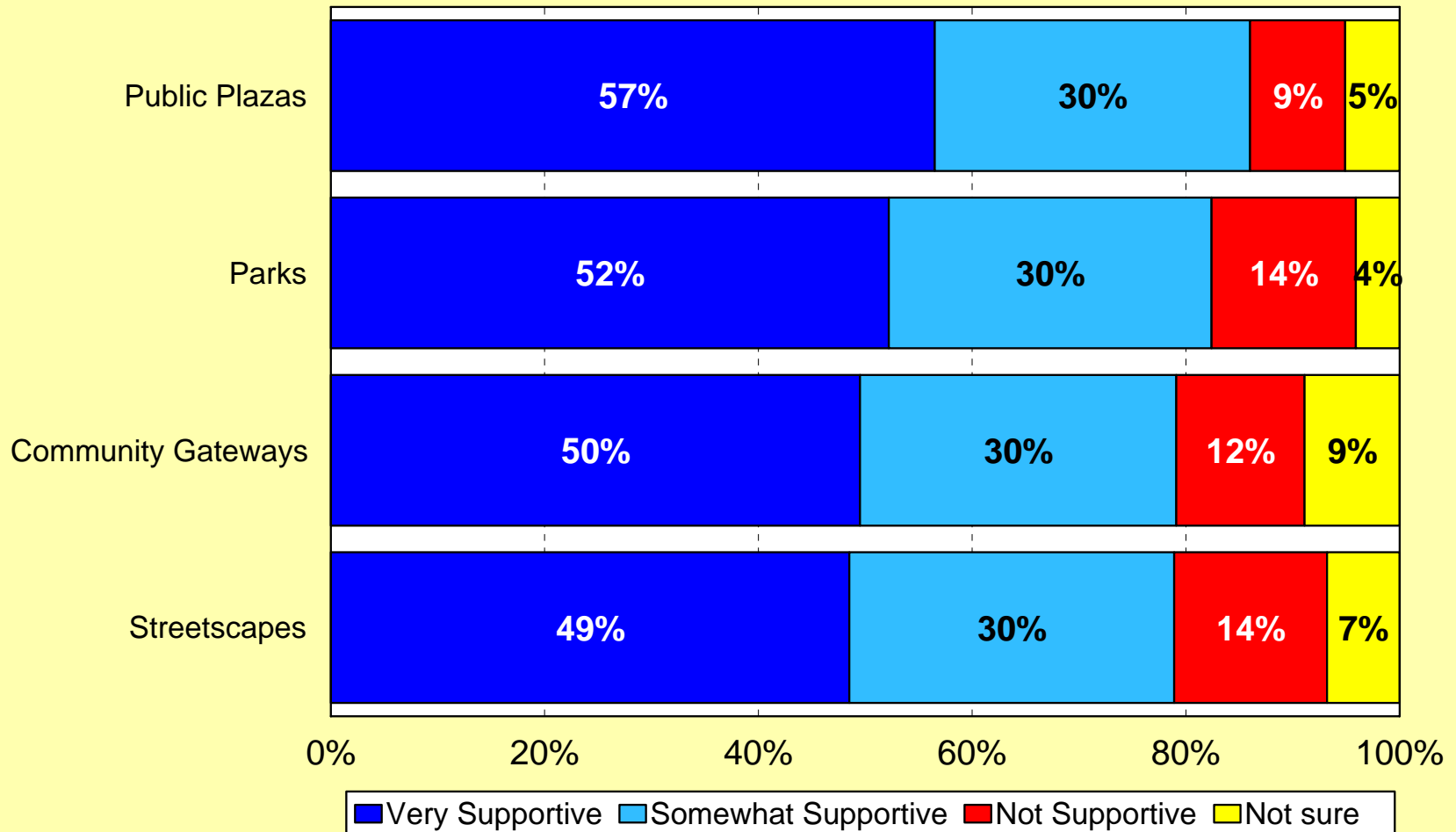
by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2007)

Q9. Support for Having Public Art Included into Various Areas

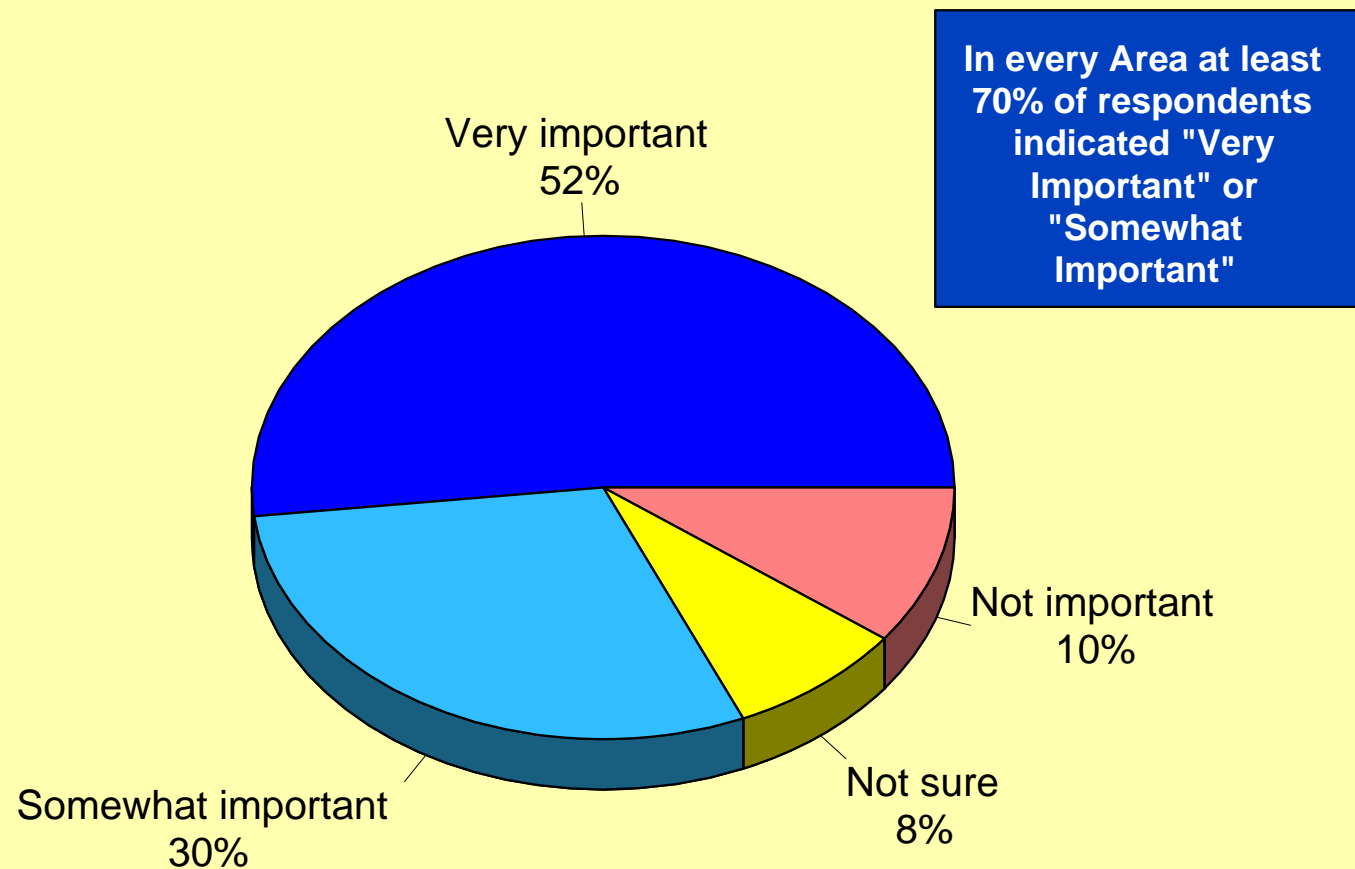
by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2007)

Q10. Importance of Having Local History and Cultural Facilities and Programs Included Into Atlanta's Parks and Greenspace

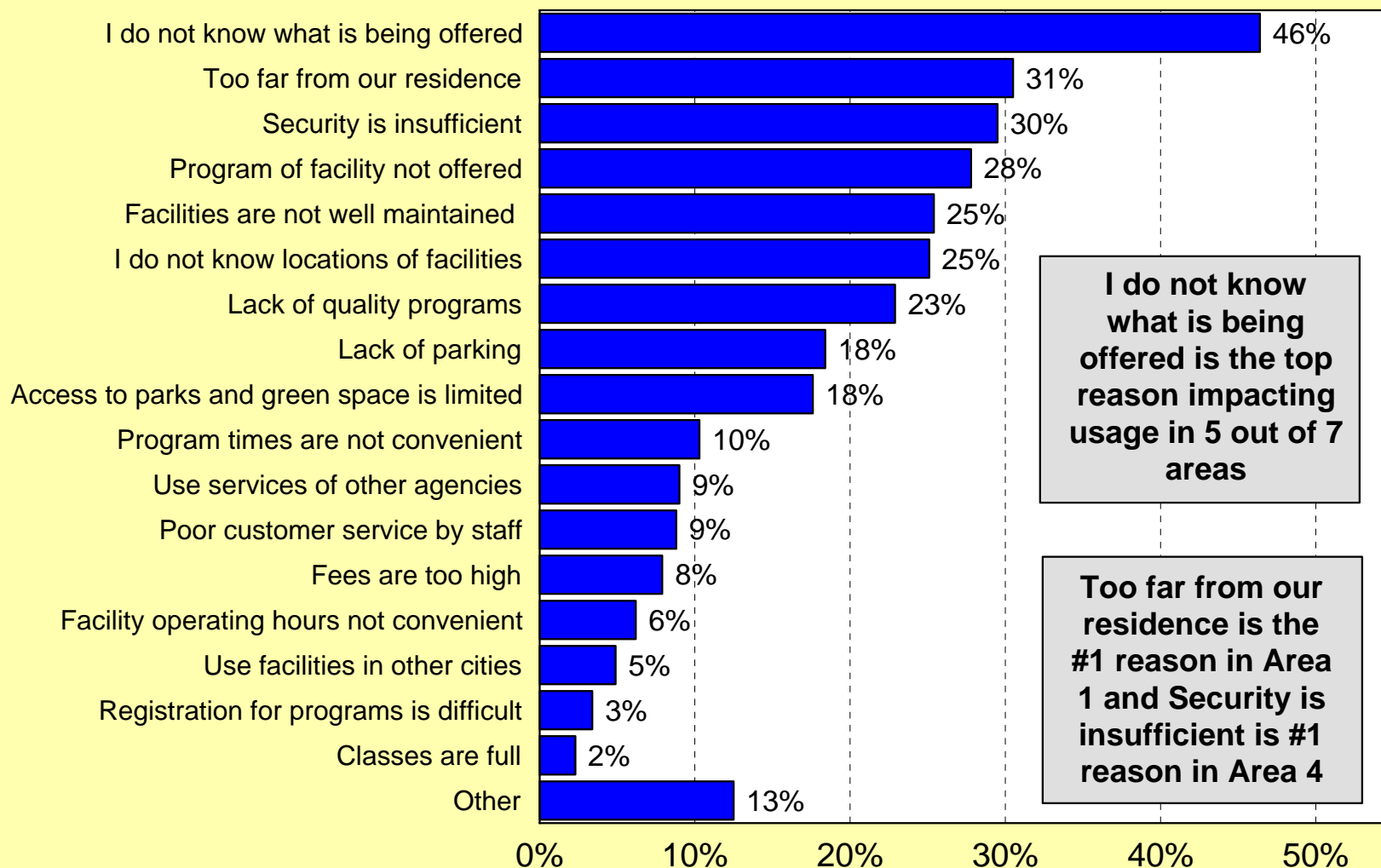
by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2007)

Q16. Reasons Preventing Respondent Households From Using City Parks, Recreation Facilities or Programs More Often

by percentage of respondents (multiple choices could be made)



I do not know what is being offered is the top reason impacting usage in 5 out of 7 areas

Too far from our residence is the #1 reason in Area 1 and Security is insufficient is #1 reason in Area 4

Source: Leisure Vision/ETC Institute (April 2007)