



Prioritization Challenge

The City of Amarillo is updating its Parks & Recreation Master Plan to guide improvements to parks, trails, recreation facilities, and programs over the next 10 years. As a part of the planning process, MIG, Inc., (MIG) conducted a Prioritization Challenge in July of 2021. The purpose of the survey was to collect input on community priorities for investing in Amarillo’s park system.

Methodology

The Parks and Recreation Department conducted an online survey from July 1 to July 25, 2021. A total of 6904 people responded. The survey link was available on the City’s website, distributed to City contacts via email, and posted via traditional media and social media to engage the public. The survey link and QR code were also distributed throughout the city on signs posted next to a red tape “X” at various parks. The red x signified the risk that (without more funding) the city may need to close, remove, or transfer maintenance responsibilities for some types of park amenities and facilities.



Figure 1: City poster and X promoting the prioritization challenge.

The survey included 30 questions. It was available in English. Several questions allowed participants to type or write in their response. For each question, a number “n” is provided for the number of respondents to the individual question. This number is the basis of the percentages shown. The value for n varies for each question since respondents could skip questions when taking the survey. Also, some questions allowed participants to select two or more answer choices, resulting in total counts greater than the number of respondents and total percentages greater than 100%.

While the overall survey results should not be considered statistically valid, the findings are from a broad enough sample that they can help us to identify common themes and concerns when combined with the various community input activities conducted for Amarillo’s updated Parks and Recreation Plan. This document summarizes the survey results and key findings. The appendix contains all responses for “other” or write-in options.

Full Survey Results

Table 1: "Are you responding to this survey because you saw a Red X in a park?" response count and percentage.

Answer	Count	Percentage
Yes	1740	27%
No	4614	71%
No answer	170	3%
n=6524		

What park, location, or facility had a Red X on it? N:1632

- AC Park
- Alice Landergin
- All over the town
- Amarillo Blvd
- Amarillo College Park
- Amarillo national tennis center
- Amarillo Zoo
- Ambuc
- Arden Road Park
- Avondale
- Belmar Park
- Benton Park
- Bivins Triangle Park
- Bones Hooks Park
- Boulevard and Dumas Highway
- Buchanan
- City View Park
- Comanche Trail Golf Complex
- Coulter Lake
- Disc Creek Park
- East park
- El Alamo Park
- Ellwood Park
- Gene Howe Elementary School Park
- Glenwood Park
- Greenway Park,
- Hamlet
- Hazelrigg,
- Hillside elementary school
- Hillside Estates
- Hillside Terrace Park
- Hilltop school.
- Hines Memorial Park
- Horace Mann
- Houston
- John Stiff Park
- Lawndale Elementary Scoohl Park,
- Margaret Wills School Park
- Martin Road Park
- McDonald's lake
- Medi Park
- Memorial Park
- MLK Jr.,
- North Amarillo
- North bench
- Oak dale
- Oliver Eagle Park
- Oliver Echel Park
- Olsen Park
- Olsen Park.
- Paramount Park
- Pleasant valley
- Pond by Osage st
- Puckett Elementary School
- Rails and trails at western and line ave
- Rails to Trails
- Rick Klein City Park
- Rick Klein Sports Complex
- Ridgecrest Elementary School Park
- River road middle school
- Rock Island Bike Trail
- Ross Rogers Golf Complex
- Sam Houston Park
- San Jacinto Park
- Sanborn
- Sign by South Georgia Elementary School
- Sleepy Hollow Horsemen
- Softball/baseball complex
- South East Park
- South Georgia Elementary Park
- South Grand St.
- Southeast Park
- Southlawn Park
- Southwest Park
- Starlight theater
- sunrise park
- Thompson Park
- Warford Activity Center
- Westover park
- Warlord Rec center
- Washington Street Park
- West Hills Park
- Western plateau elementary school Park
- Westover Village Park
- Will Rogers Park
- Willow Creek Park
- Willow Vista Elementary School Park
- Windsor Elementary School Park
- Wolford Community Center
- Woodlands Elementary School

Table 2: "Did you know that City parks were underfunded and that the City is considering removing or closing various amenities or facilities in parks"? response count and percentage.

Answer	Count	Percentage
Yes	3212	51%
No	3041	48%
No answer	105	2%
n=6358		

Table 3: "Are the City parks you visit well maintained and in good condition?" response count and percentage.

Answer	Count	Percentage
Yes, the parks are well maintained and in good condition.	891	14%
Somewhat. Parks are well-maintained, but some facilities are old or in poor condition.	4206	67%
No, the parks are not well-maintained and in poor condition.	1050	17%
No answer	114	2%
n= 6261		

Table 4: "How much funding do you think we typically spend each year on facility repairs or replacement?" response count and percentage.

Answer	Count	Percentage
\$100,000 a year*	2461	41%
\$500,000 a year	1474	24%
\$1 million a year	1278	21%
\$3 million a year	452	7%
\$5 million a year	223	4%
No answer	185	3%
n= 6073		

* The City of Amarillo typically budgets around \$100,000 each year for facility repairs and replacement, much less than the millions of dollars needed.

Table 5: "If we could fund just one or two things, what is the most important activity or activities that Amarillo parks should offer?" response count and percentage.

Answer	Count	Percentage
Playing	2707	46%
Walking/biking	1460	25%
Competitive sports	1390	23%
Casual games and recreational activities	1259	21%
Picnicking and barbecues	925	16%
Community events	639	11%
Swimming	670	11%
Golfing	681	11%
Fitness and exercise	547	9%
Other	469	8%
Nature observation and interpretation	383	6%
Indoor recreation activities	176	3%
n=5932		

Table 6: "Using the slider below, please indicate how strongly you prefer to remove/close or to keep the following facilities. 10 indicates that you support keeping this facility or this type of facility open." response count and average.

	Avg	Close										Keep		Count (n)
		0	1	2	3	4	5	6	7	8	9	10		
Splashpads or spray features	8.0	189	63	110	141	83	150	220	597	589	363	2370	4875	
Shade structures (pavilions, pergolas, picnic shelters)	7.8	151	37	74	153	100	164	310	742	745	404	1836	4716	
Southeast or Southwest Pools	7.7	218	49	91	141	110	180	239	648	586	331	1947	4540	
The Amarillo Zoo	7.3	489	122	178	201	92	131	180	500	506	362	2289	5050	
Comfort amenities (benches, drinking fountains, tables)	7.3	224	72	127	251	151	217	302	782	619	334	1623	4702	
Other	6.7	139	18	20	21	15	190	24	21	50	47	415	960	
Old or worn sports fields and courts	5.6	657	200	269	403	265	267	254	509	372	192	1106	4494	
The Warford Center	5.4	573	171	267	346	176	310	185	329	287	153	904	3701	
A Golf Complex	5.3	931	216	328	386	208	197	154	302	293	190	1326	4531	
The Tennis Center	5.2	734	200	351	404	248	304	206	424	334	152	942	4299	
Skatepark	5.0	825	218	344	386	241	262	236	415	309	176	895	4307	
Old or less frequently used playgrounds	4.6	712	238	432	686	392	319	220	441	277	121	689	4527	

Table 7: "To what extent should the City continue to fund the maintenance of school parks and their amenities? 10 indicates support for school districts to fund school parks." response count and average

	Avg.	City										School		Count (n)
		0	1	2	3	4	5	6	7	8	9	10		
School Parks	6.45	348	106	199	243	169	440	304	630	447	237	1158	4281	

Table 8: "Instead of reducing services, would you support Amarillo in seeking additional funding to support park and recreation services?" response count and percentage.

Answer	Count	Percentage
Yes	3547	69%
No	383	7%
Unsure	960	19%
No answer	256	5%
n=	5146	

Table 9: "Imagine you have an imaginary budget of \$10 to invest in parks and recreation. If you were in charge, how would you divide your money on the following types of park enhancements?" response count and average.

	Avg.	0	1	2	3	4	5	6	7	8	9	10	Count (n)
Maintain, repair or replace worn or older park features	\$4.21	60	257	746	725	513	811	193	146	106	10	322	3889
Expand/improve athletic facilities	\$2.50	392	787	839	411	182	222	54	55	44	9	110	3105
Invest funds in (specify)*	\$1.78	456	240	176	95	56	53	11	11	7	4	46	1155
Add new parks in underserved areas	\$1.60	710	684	884	350	98	69	7	6	4	0	16	2828
Add more or a greater variety of features in parks	\$1.59	493	952	823	234	57	74	10	1	2	0	26	2672
Build more trails and paths	\$1.52	675	941	720	241	67	75	14	8	2	0	33	2776
Offer more programs and events	\$1.27	577	878	488	141	29	33	2	2	0	0	18	2168

*See open-ended responses in the appendix.

Table 10: "To what extent should the City fund park and recreation services. 10 indicates an increase in services." response count and average

		Decreased funding (remove or close facilities and services)										Increased funding (maintain or enhance existing assets)	
	Avg.	0	1	2	3	4	5	6	7	8	9	10	Count (n)
Park & recreation services	8.33	35	9	19	35	30	90	290	860	801	384	1744	4297

Respondent Profile

The questionnaire was distributed across the city to obtain as broad of a response as possible. City staff made additional outreach efforts to elicit responses from geographic areas that are traditionally underrepresented. Respondents identified as Caucasian or white (68%), Hispanic and Latino (11%), African American/Black (2%), Native American (1%), Multi-Racial (2%), and Asian American (1%).

Table 11: "Do you have children under the age of 18 living in your household?" response count and percentage.

Answer	Count	Percentage
Yes	2697	54%
No	2216	44%
No answer	109	2%
n= 5022		

Table 12: "Most people think of themselves as belonging to a particular ethnic or racial group. I identify myself as" response count and percentages.

Answer	Count	Percentage
African American/Black	105	2%
Asian or Asian American	41	1%
Caucasian/White	3399	68%
Hispanic/Latino	575	11%
Multi-racial	98	2%
Native American	69	1%
Prefer not to answer	630	13%
Other	127	3%
n= 5022		

Table 13: "Everyone has an opportunity to support parks and recreation in Amarillo. Would you, your business, or a community group you belong to be willing to:" response count and percentage

Answer	Count	Percentage
Volunteer in parks or recreation programs	697	15%
Adopt a local park	360	8%
Sponsor a park improvement project	196	4%
Partner in hosting a community event	211	5%
Help raise funds for or donate to a park foundation	565	12%
Attend City Council meetings to share your park priorities	682	15%
Other	195	4%
n= 4629		