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2007 Gardner, Kansas DirectionFinder® Survey

The City of Gardner conducted its fifth DirectionFinder® survey during December 2007. The 2007 Survey was designed to gather input from residents about the quality of services provided by the City of Gardner. The information gathered from the 2007 Survey helped the City establish budget priorities and policy decisions. Of the 1,500 households that received a survey, 826 completed the survey by mail exceeding the original goal of 800 completed surveys.

The 2007 Survey focused on all aspects of City services, including public safety, City maintenance, utilities, parks and recreation, enforcement of City codes and ordinances, City communications, and City leadership. Residents were generally Very Satisfied with the quality of Gardner parks and recreation programs and facilities (83%). The Parks and Recreation results are listed below:

- In terms of satisfaction with various aspects of parks and recreation, respondents were most satisfied with the Maintenance of City Parks (86% Satisfied or Very Satisfied). In surveys taken in 2003 and 2005, the satisfaction level was approximately 80%. Kansas City Metro benchmarks show that only an average of 72% of the population is satisfied with the maintenance of parks. Therefore, the Parks and Recreation Department has continued to make improvements that residents support.
- Secondly, respondents were satisfied with the City Swimming Pool/Aquatic Center (85% Satisfied or Very Satisfied). In the survey taken in 2003, the satisfaction level was only 54% and in 2005 it was only 47%. This satisfaction growth can be attributed to the opening of the new Gardner Aquatic Center in May 2007. Kansas City Metro benchmarks show that only an average of 56% of the population is satisfied with their City swimming pools.
- Third, respondents were satisfied with the Number of City Parks (76% were Satisfied or Very Satisfied). Compared to 2003, there was a 65% satisfaction level and in 2005, there was a 66% satisfaction level. As the City continues to add neighborhood and community parks, residents are generally more satisfied. Kansas City Metro benchmarks show that only an average of 60% of the population is satisfied with the number of parks in their community.
- The survey topic with the highest number of Dissatisfied respondents (16%) was Walking/Biking Trails in the City (although 65% were Satisfied or Very Satisfied). In 2003, the satisfaction level was 70%, and in 2005 it was 62%. This is still above the Kansas City Metro benchmarks average of 54% satisfaction.
- Parks and Recreation issues that should receive the most emphasis over the new two years (based on a sum of their top 3 choices) include: Walking/Biking Trails in the City (37%), Maintenance of City Parks (31%), and City's Youth Athletic Programs (23%). Once again, walking and biking trails are high on residents' lists of priorities. One youth athletic program that residents would like to see in Gardner is youth soccer.
- Almost half (49%) of Gardner residents lived in Gardner for five years or less. The range of ages of household occupants varies. 20% are between the ages of 0-19, 14% are between the ages of 10-19, 5% between the ages of 20-24, 19% between the ages of 25-34, 16% between the ages of 35-44, 10% between the ages of 45-54, and 14% over the age of 55. These demographics highlight the need for recreational opportunities appropriate for all ages and fitness levels.

Statistical Comparison of Benchmark Communities

The purpose of benchmarking for the 2009 Update is to provide the City of Gardner with a statistical comparison of similar communities' parks and recreation facilities, parks and fields, and staffing. The results of this data give the City an indication of how its parks and facilities measure up with other communities'. The results of the benchmarking analysis can be found in the Benchmark Matrix on the following page.

The following benchmark cities and sources were used in a statistical comparison for this Plan Update:

- Grandview, MO – Source: Grandview, MO Parks and Recreation Master Plan.
- Leawood, KS – Source: Parks and Recreation Department; Finance Department; Annual Budget.
- Lee's Summit, MO – Source: Parks and Recreation Department; Finance Department; Annual Budget.
- Lenexa, KS – Source: Parks and Recreation Department; Doug Robinson, Finance Director; Annual Budget.
- Liberty, MO – Source: Anna Slocum, Assistant Director of Parks and Recreation; Annual Budget.
- Olathe, KS – Source: Teresa Wilson, Assistant to Parks and Recreation Director; Annual Budget.
- Shawnee, KS – Source: Neil Holman, Parks and Recreation Director; Annual Budget.

These cities were chosen based on their geographic proximity to the City of Gardner and their respective similarities regarding parks and recreation facilities. The benchmark data for this comparison includes:

- Estimated population and median household income.
- Number and square footage of recreation centers and the number and types of pools.
- Total acres of developed parkland, number of playgrounds, fields, and specialty parks.
- Total miles of improved trails.
- Number of Full Time Employees for the Department.

2009 Benchmarking Matrix

	Gardner, KS	Grandview, MO	Leawood, KS	Lee's Summit, MO	Lenexa, KS	Liberty, MO	Olathe, KS	Shawnee, KS
Demographics								
Population (2007 Census estimates)	16,462	25,285	31,012	82,820	45,804	29,993	118,034	59,958
Median Household Income	\$60,512	\$49,271	\$112,667	\$71,772	\$55,045	\$59,194	\$64,768	\$68,380
Facilities								
Number of Recreation/Community Centers ^a	1	1	1	3	1	1	1	1
Total Square Footage of Centers	2,638 sq ft	60,000 sq ft	4,279 sq ft	92,500 sq ft	Not Available	58,000 sq ft	13,721 sq ft	24,000 sq ft
Number of Indoor Pools	0	2	0	1	0	2	0	0
Number of Indoor Leisure Pools	0	1	0	0	0	0	0	0
Number of Indoor Competitive Pools	0	1	0	1	0	2	0	0
Number of Outdoor Pools	1	2	1	1	3	2	4	2
Number of Outdoor Leisure Pools	1	2	0	1	3	2	3	2
Number of Outdoor Competitive Pools	0	0	1	0	0	0	1	0
Parks and Fields								
Total Acreage of Developed Park Land (City-owned, excluding golf course)	188	244	423	1,063	674	430	884	320
Developed park acres per 1000 population	11.42	9.65	13.64	12.84	14.71	14.34	7.49	5.34
Number of Playgrounds	10	10	5	18	31	14	27	15
0.38 Playgrounds per 1000 population KDWP SCORP Current LOS	0.61	0.40	0.16	0.22	0.68	0.47	0.23	0.25
Number of Softball/Baseball Fields	8 ^b	13	2	35	5 ^b	3 (baseball only)	35	5 ^b
Number of Soccer Fields	4	Not Available	16	8	14	13	19	12
Number of Multipurpose Fields (used for softball/baseball/soccer/football)	1	12 ^c	0	13	Not Available	12 (includes softball)	0	0
Number of Dog Parks	0	0	0	1	0	0	0	0
Number of BMX/Bike Parks	0	0	0	0	0	0	1	1
Number of Skate Parks	0	1	0	2	1	1	1	1
Total Miles of Improved Greenways/Trails	7.35	2.38	8	32	20	12.7	28	25.6
Miles of Trail per 1,000 Population	0.45	0.09	0.26	0.39	0.44	0.42	0.24	0.43
Staff								
Total Full Time Positions (non-seasonal) for Entire Park and Rec Department	14.0	51.1	70.6	44.1	50.5	38.0	57.3	18.0
Full Time Positions (non-seasonal) per 1,000 Population	0.9	2.0	2.3	0.5	1.1	1.3	0.5	0.3
Total Parks/Maintenance Full Time Positions (non-seasonal)	8.0	7.0	26.6	29.0	Not Available	14.0	38.0	11.0

^aThis number does not include indoor and outdoor aquatics centers unless they are already housed within a community or recreation center

^bDoes not include practice fields

^cIncludes soccer/football fields

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Athletics Participation Benchmarking

Athletic Program	Number of Participants/1,000 Population*			
	Liberty 2007	Gardner 2007	Liberty 2008	Gardner 2008
Adult Programs - All Seasons Combined				
Adult Basketball	6.8 ^a	4.8	7.0 ^a	3.2
Adult Flag Football	2.3 ^a	N/A	2.5 ^a	3.9
Adult Softball	96.0 ^b	28.5	101.0 ^b	25.4
Adult Volleyball	18.5 ^c	N/A	15.8 ^c	N/A
Youth Programs - All Seasons Combined				
Youth Basketball	61.9	20.7	52.4	22.4
Youth Cheerleading	5.7	6.2	N/A	7.1
Youth Competitive Baseball	24.0 ^b	0.0	28.0 ^b	11.5
Youth Flag Football	N/A	12.4	25.8	15.6
Youth Soccer	N/A	N/A	40.4 ^d	29.4 ^e
Youth T-Ball/Baseball/Softball (Recreation)	43.6	45.3	46.3	47.5
Youth Volleyball	N/A	10.5	0.9	10.2

*Since Adult and Youth programs are listed as combined seasons, the breakdown of participants may "double-count" players that take part in more than one season of each sport.

^aAssumes 5 players per team

^bAssumes 15 players per team

^cAssumes 6 players per team indoor, 2 players per team outdoor

^dAssumes 11 players per team

^eThis only includes 1 of 2 soccer leagues in Gardner

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