

Residents' Views on Missoula's Parks, Trails, Open Spaces, and Recreation Facilities

A Summary of the 2024 Missoula Parks and Recreation Survey



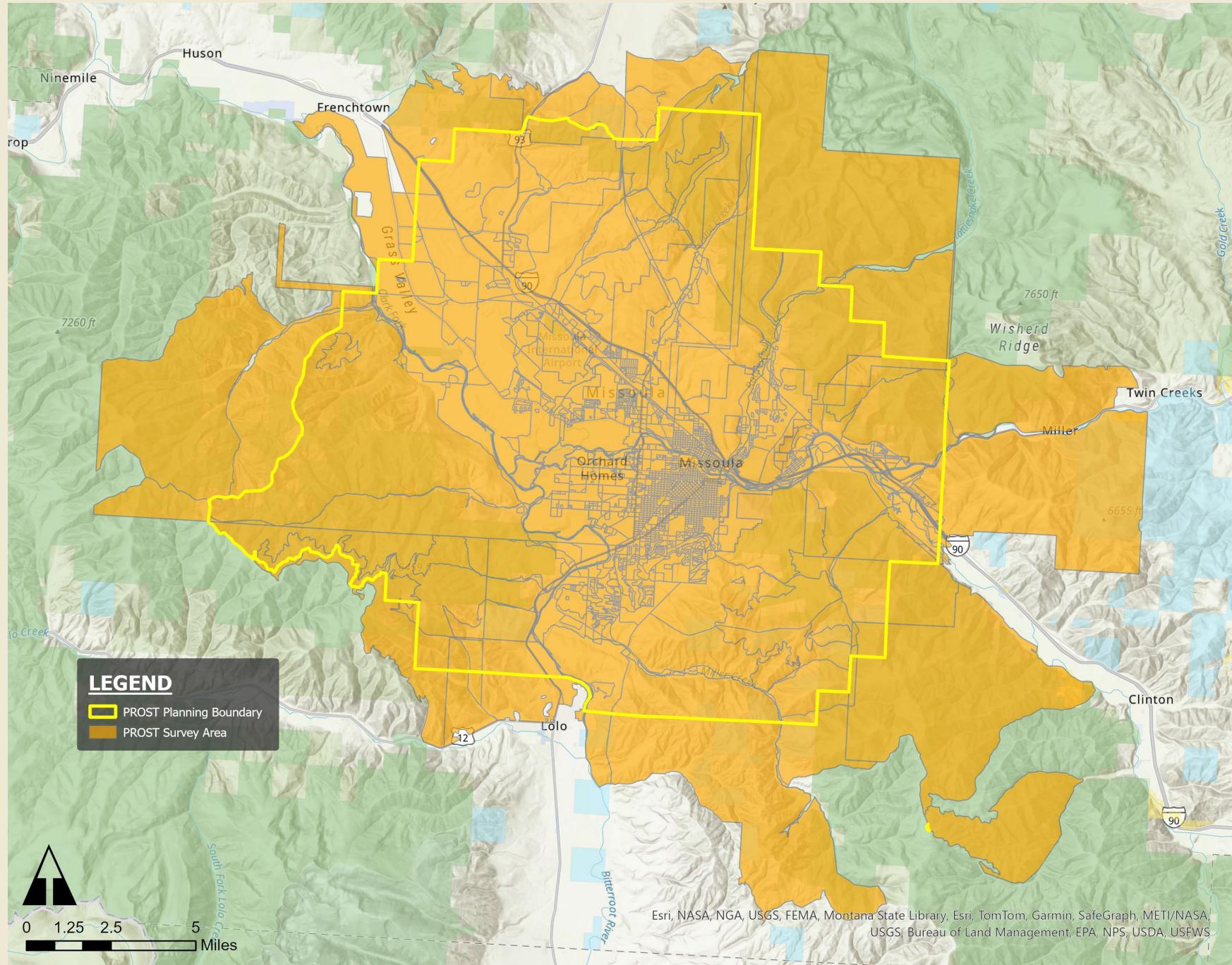
**BUREAU OF BUSINESS AND
ECONOMIC RESEARCH**
UNIVERSITY OF MONTANA

2024 Missoula Parks and Recreation Survey

- Purpose: provide information that may be used to update the Parks, Recreation, Open Space, and Trails Master Plan
- Sponsor: Missoula Parks and Recreation Department
- Administered by: UM BBER with UM College of Forestry and Conservation
- Method: mailed a self-administered questionnaire (or a link to a web questionnaire) to a random sample of occupied, residential addresses
 - Up to 4 mail contacts
- Study population: persons age 18+ who lived within the FY 2023 Parks and Recreation programs generalized service area
- Study period: May – July 2024
- 544 completions
- 39% response rate
- 90% sampling error rate: households +/- 4%, adults +/- 5%
 - Surveys can also have other types of error
- Weighting: weighted by 2022 U.S. Census Bureau American Community Survey

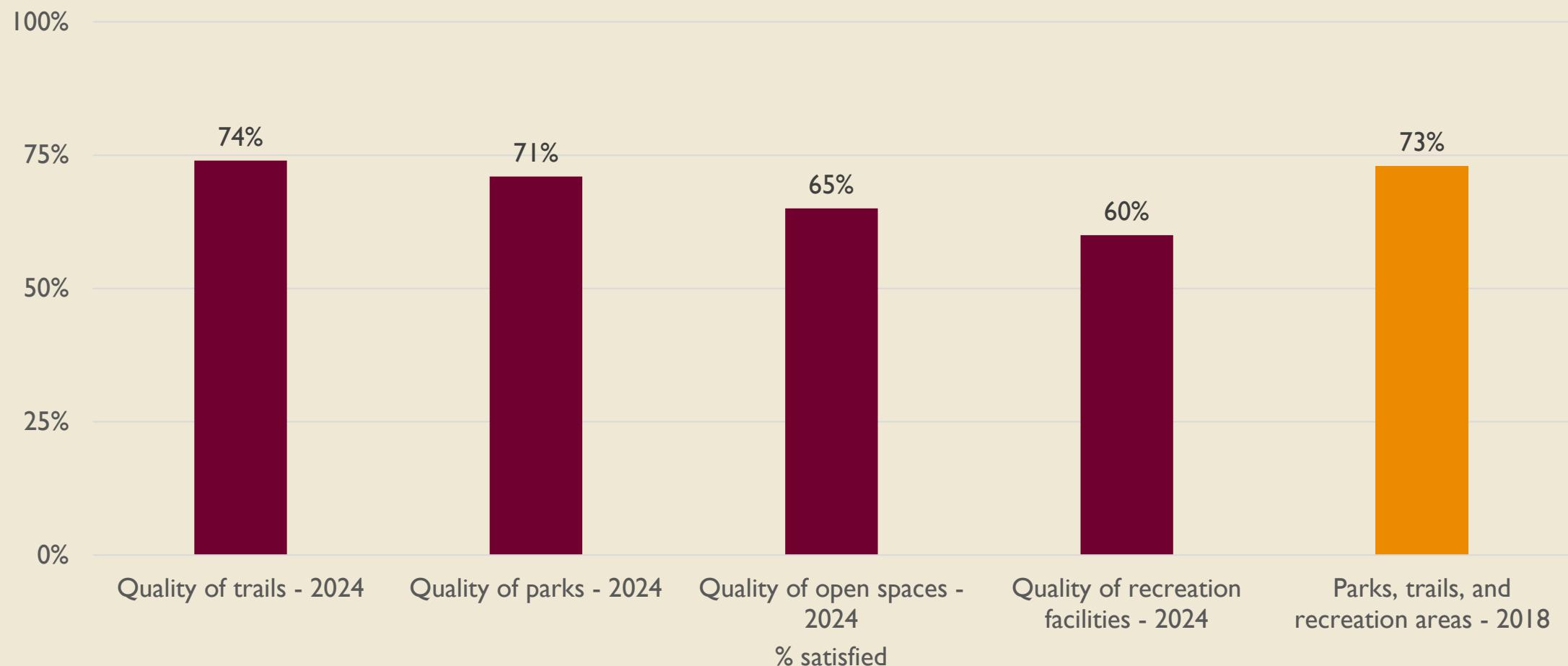
Study area

- Shaded orange on the map
- FY 2023 Parks and Recreation programs generalized service area



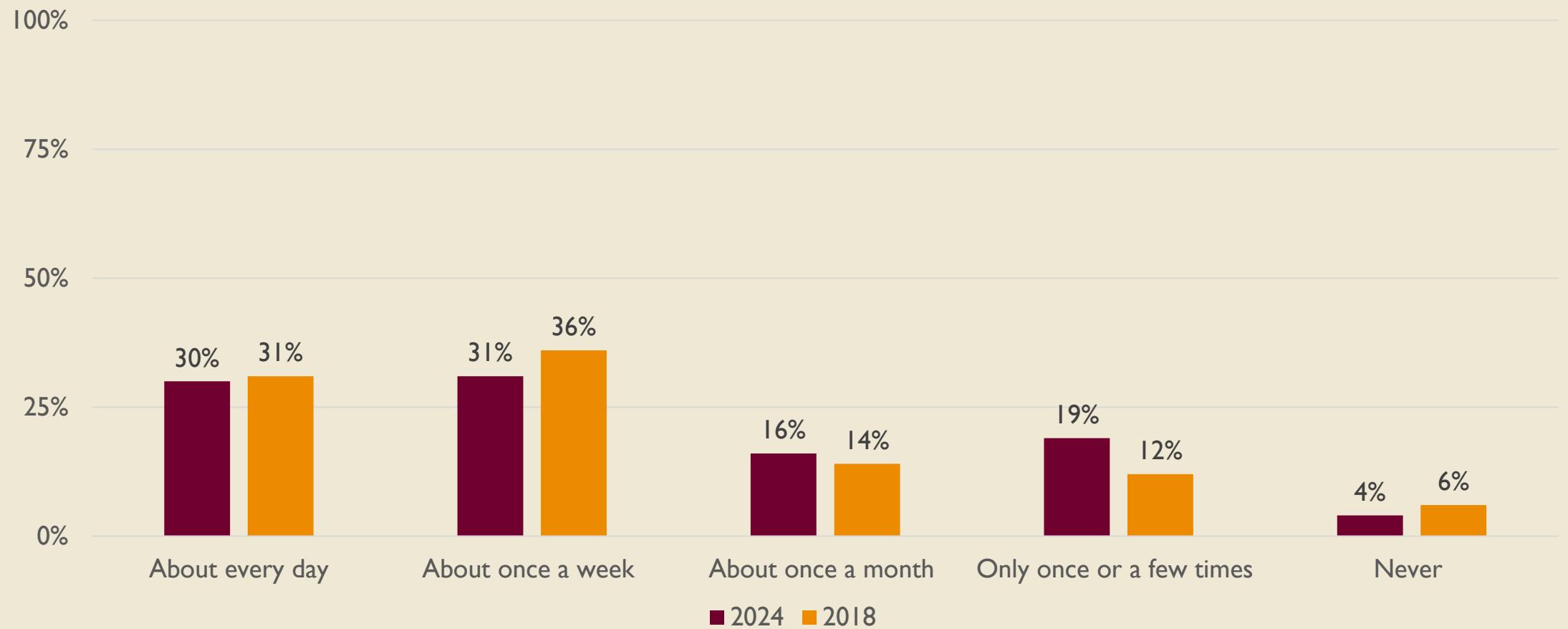
I. Satisfaction with the quality of parks, trails, open spaces, or recreation facilities in the Missoula valley

Resident satisfaction with the quality of parks, trails, open spaces, or recreation facilities in the Missoula valley

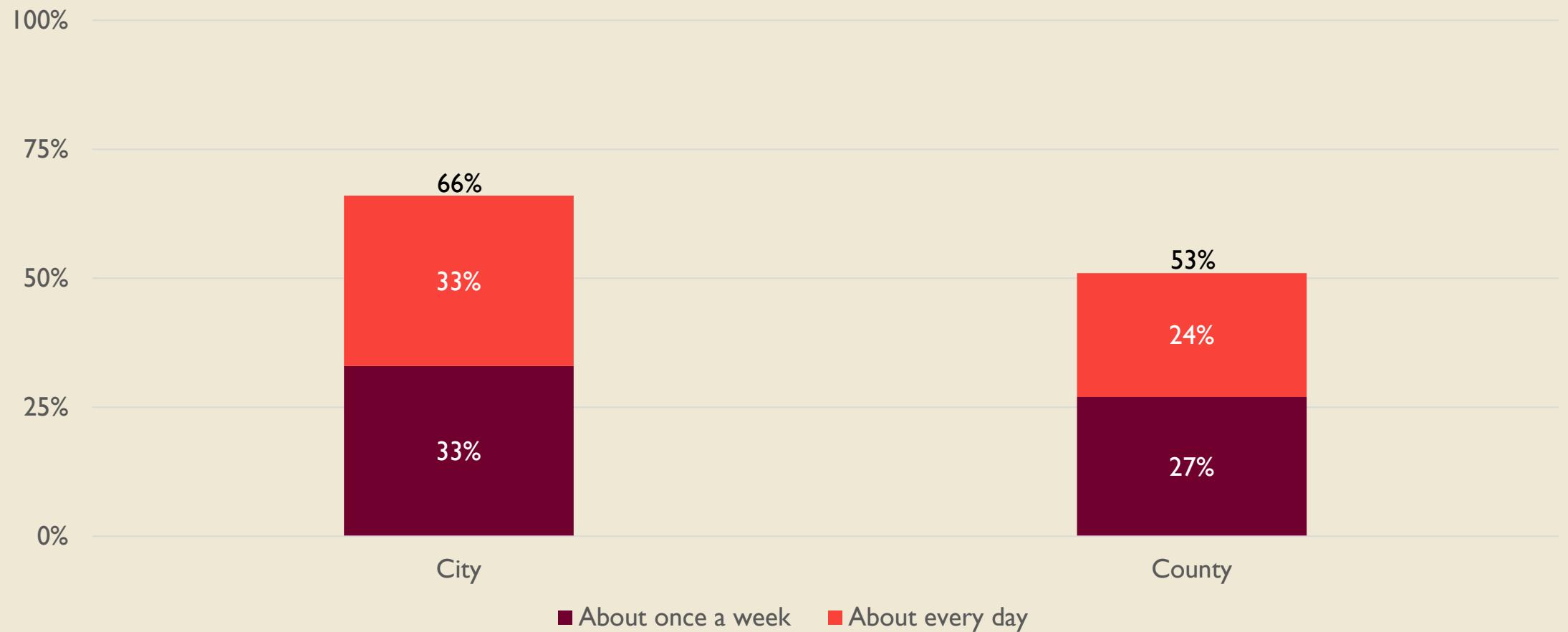


Source: Corona Insights. (2018). Parks, Recreation, Trails, and Open Space Needs Assessment: Results from a Survey of Households, 2018. Denver, Colorado: Corona Insights.

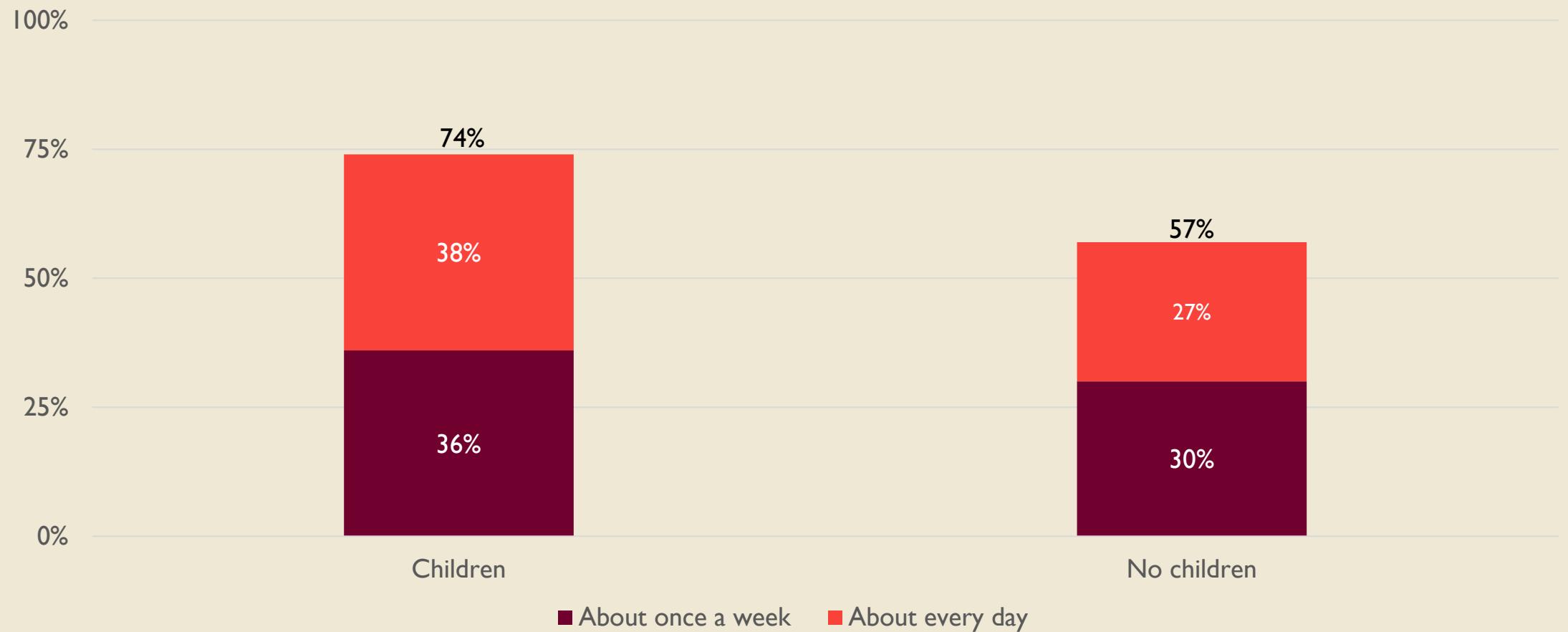
Household frequency of past year park, trail, open space, or recreation facility visitation



Household frequency of past year park, trail, open space, or recreation facility visitation by place of residence

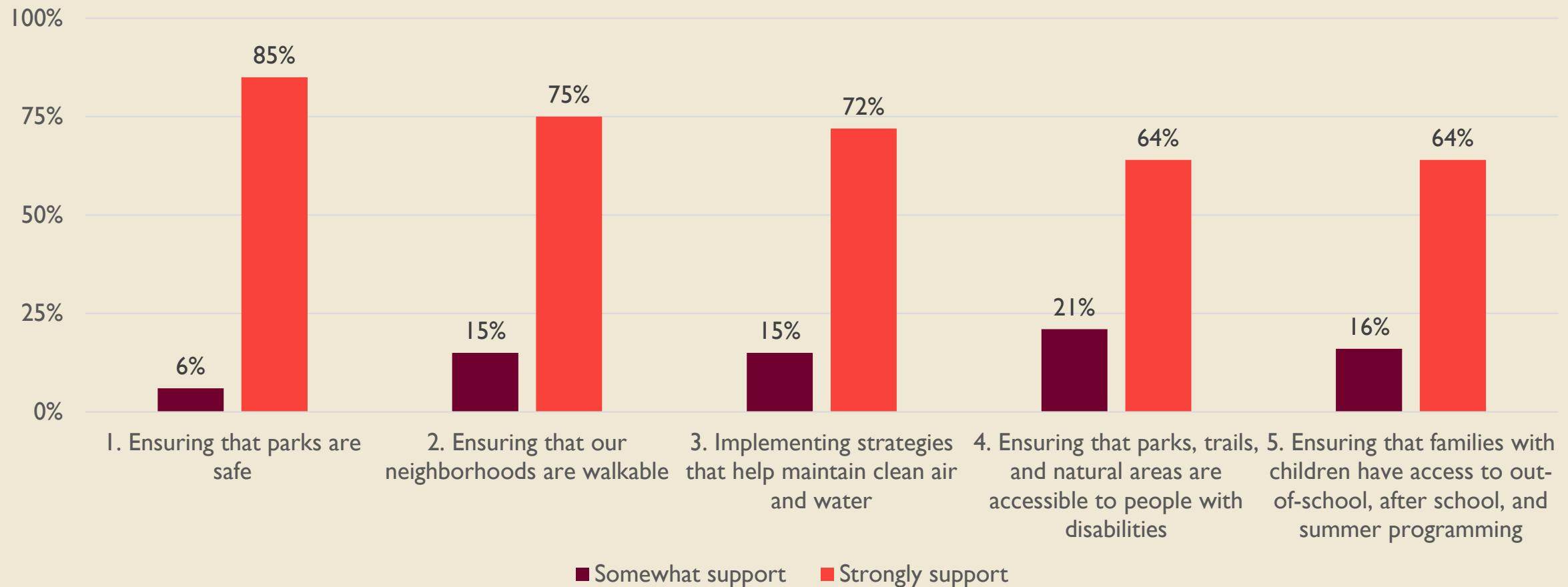


Household frequency of past year park, trail, open space, or recreation facility visitation by children in the household



2. Parks and recreation-related policy preferences

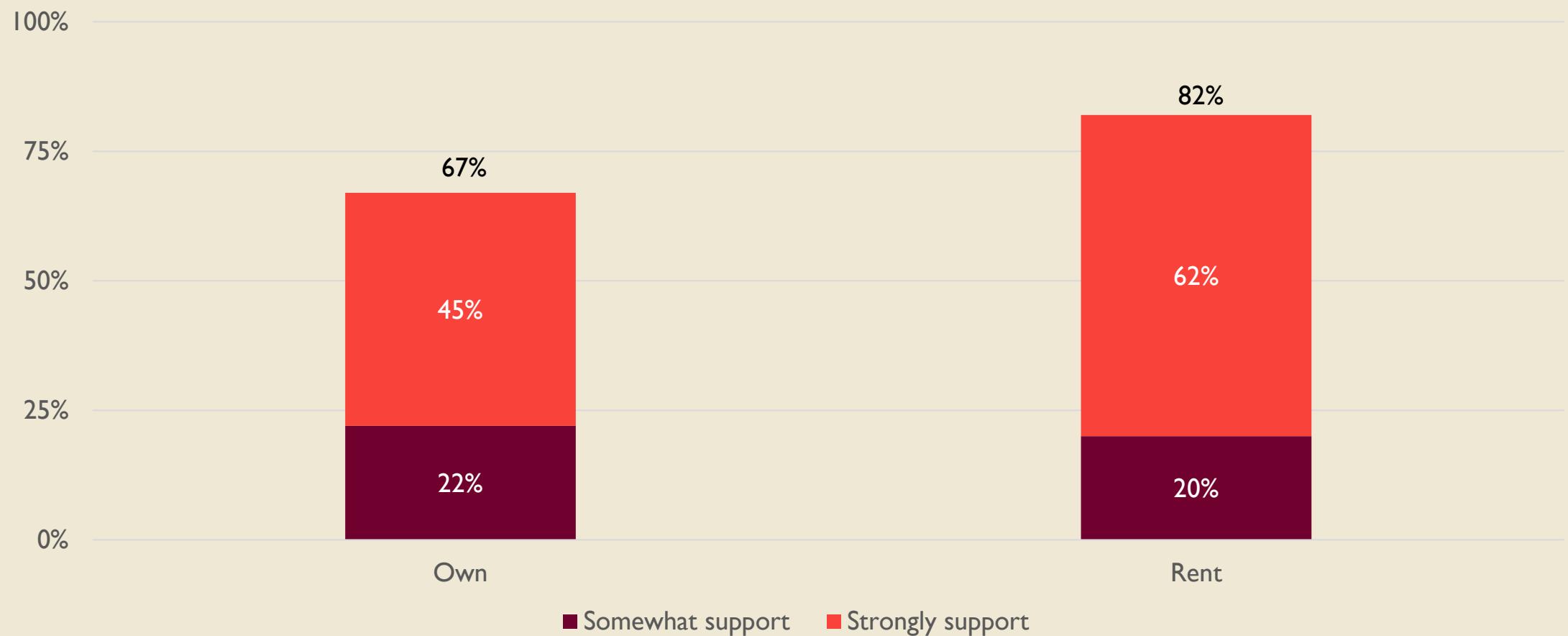
General policies – top 5 resident support



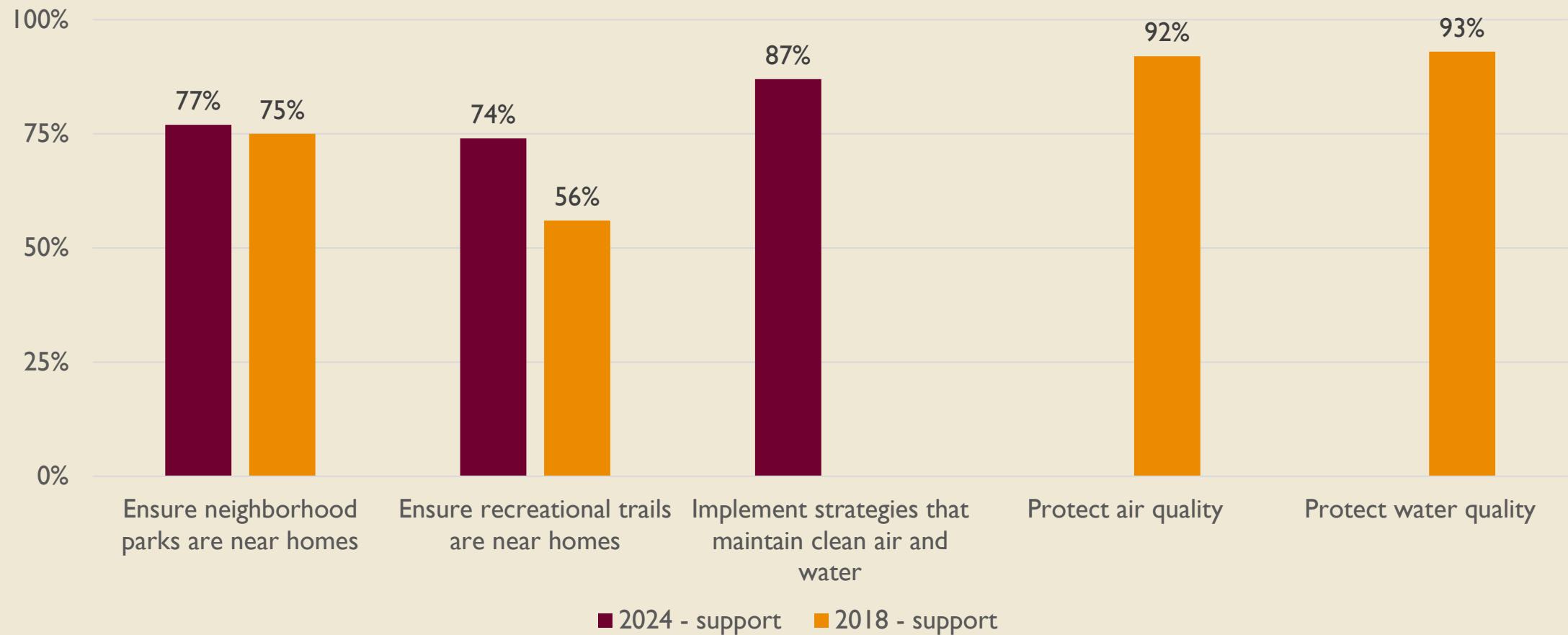
Support for ensuring that new housing or commercial development provides adequate access to parks, trails, and green spaces, by place of residence



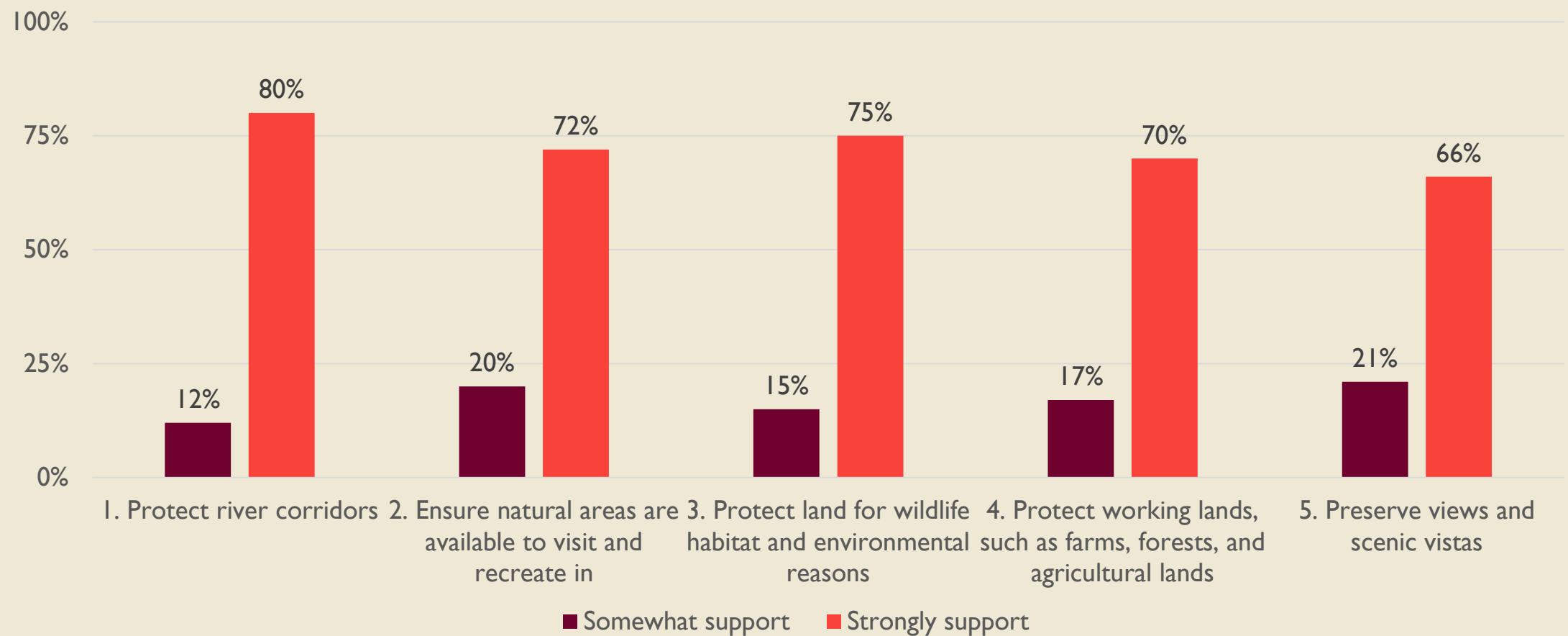
Support for ensuring recreational trails are near your homes, by home ownership



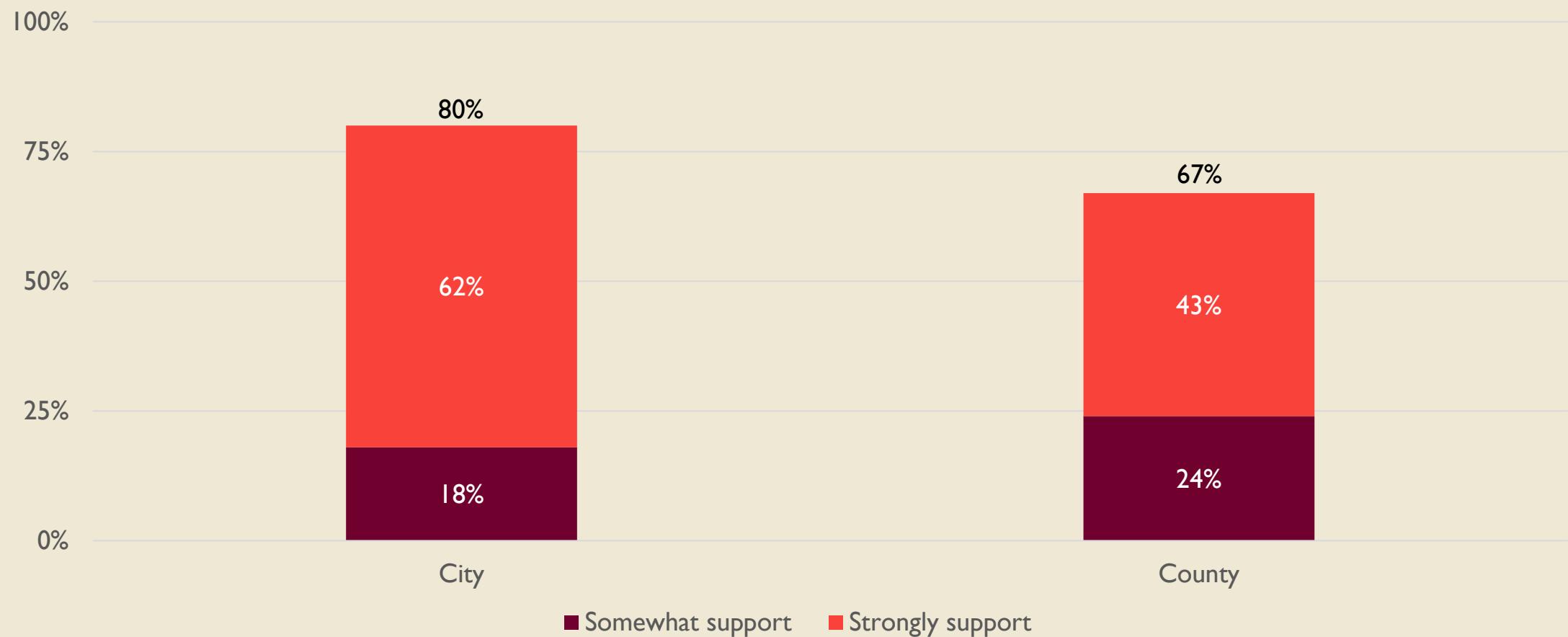
General policies – trends in resident support



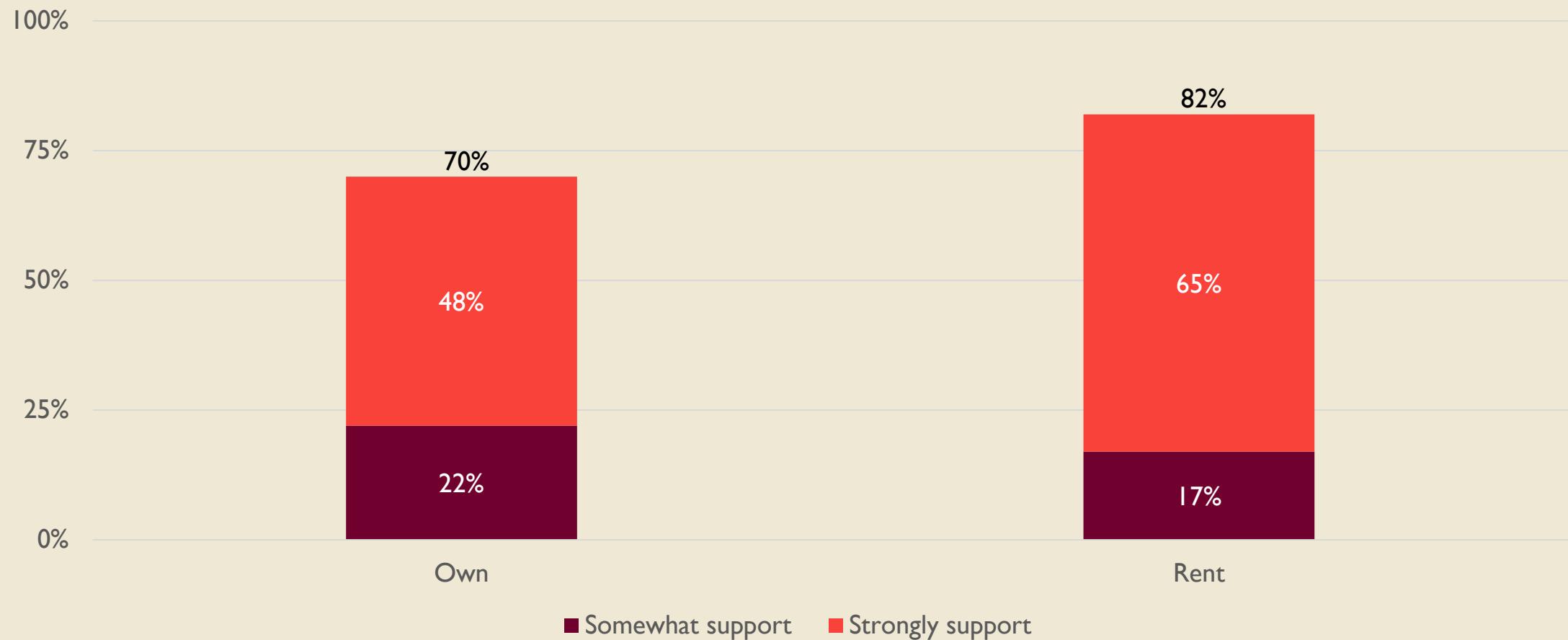
Ecologically focused policies – top 5 resident support



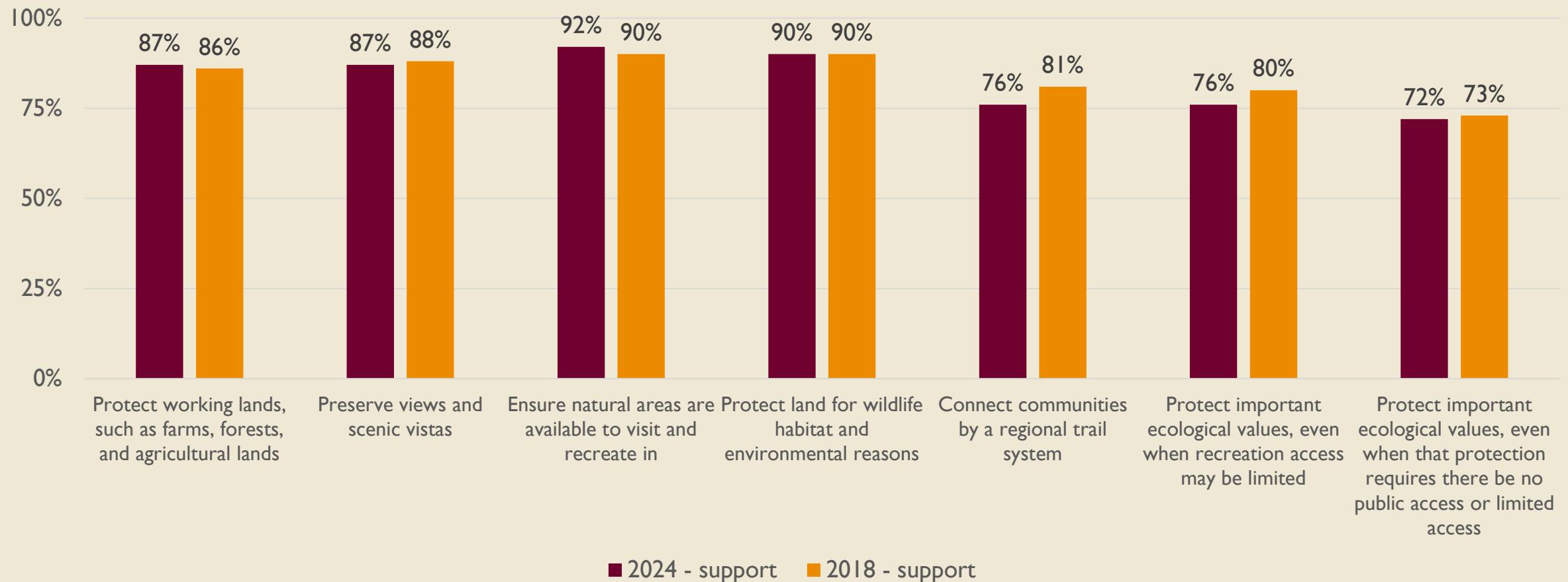
Support for connecting communities by a regional trail system, by place of residence



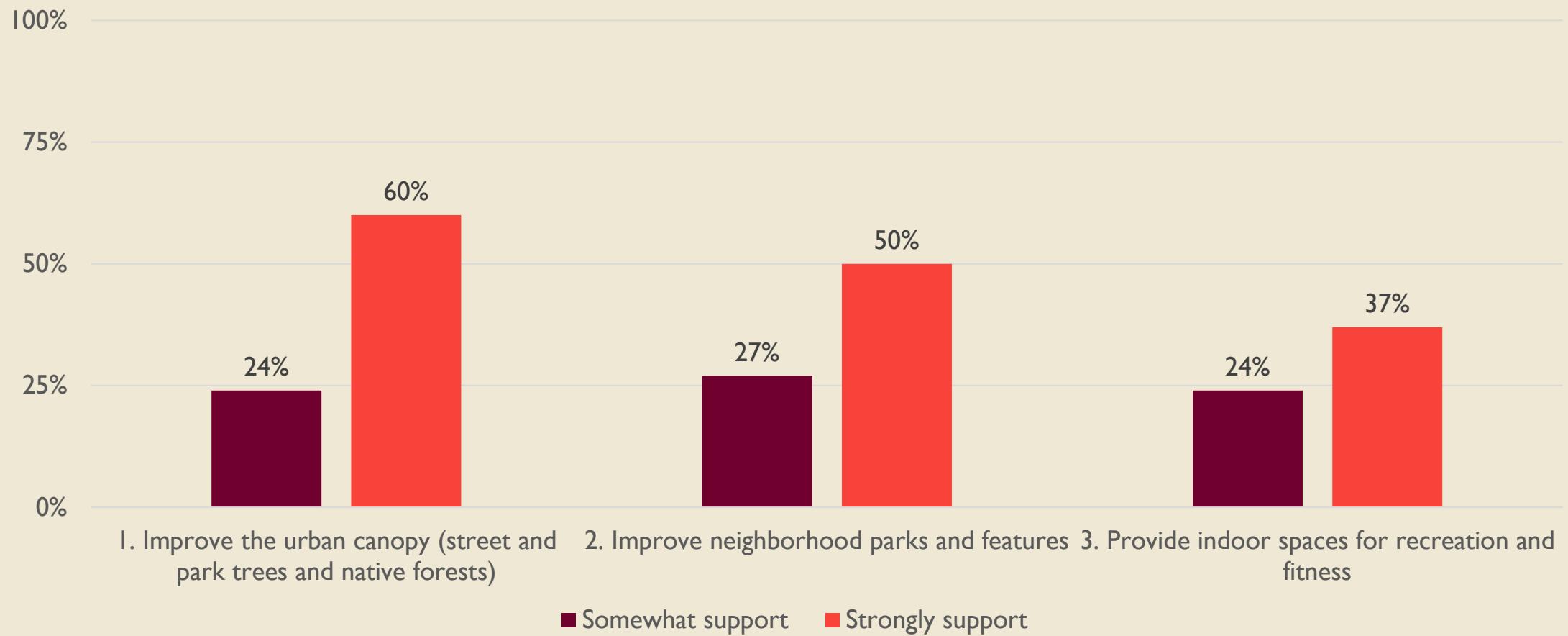
Support for connecting communities by a regional trail system, by home ownership



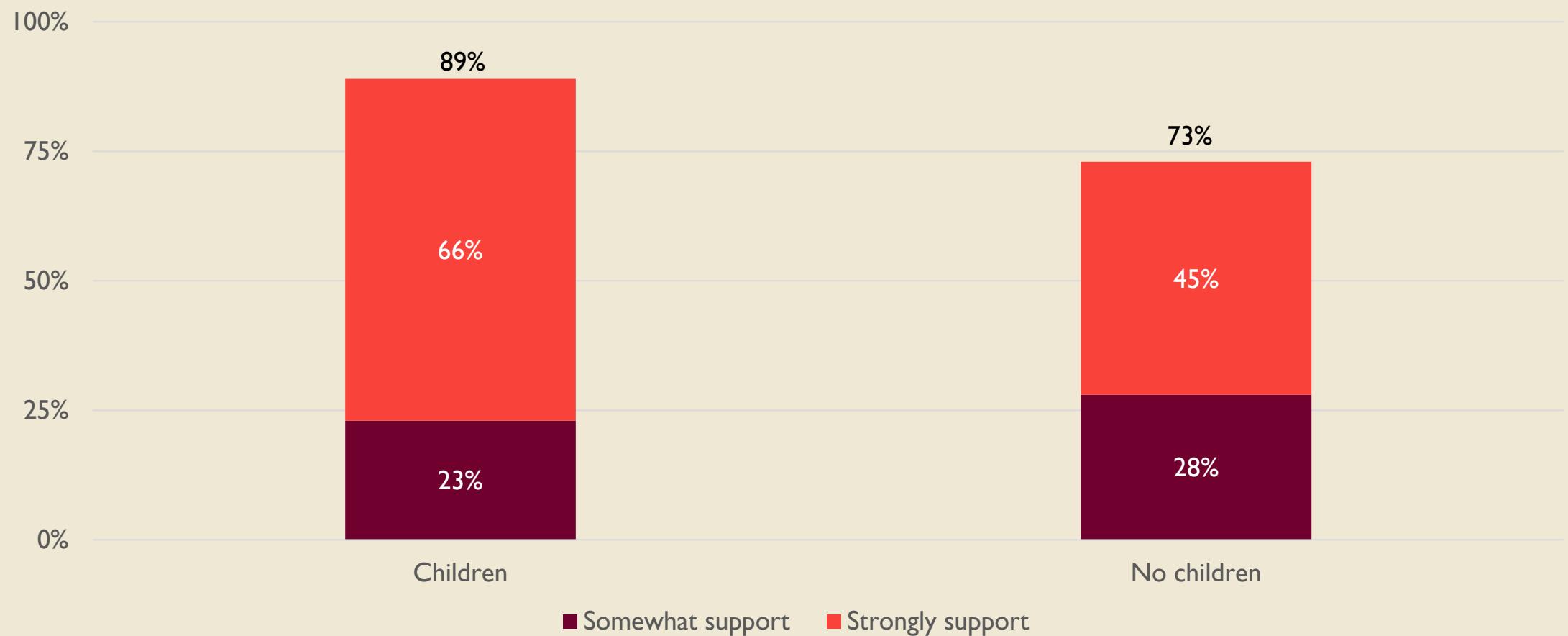
Ecologically focused policies – trends in resident support



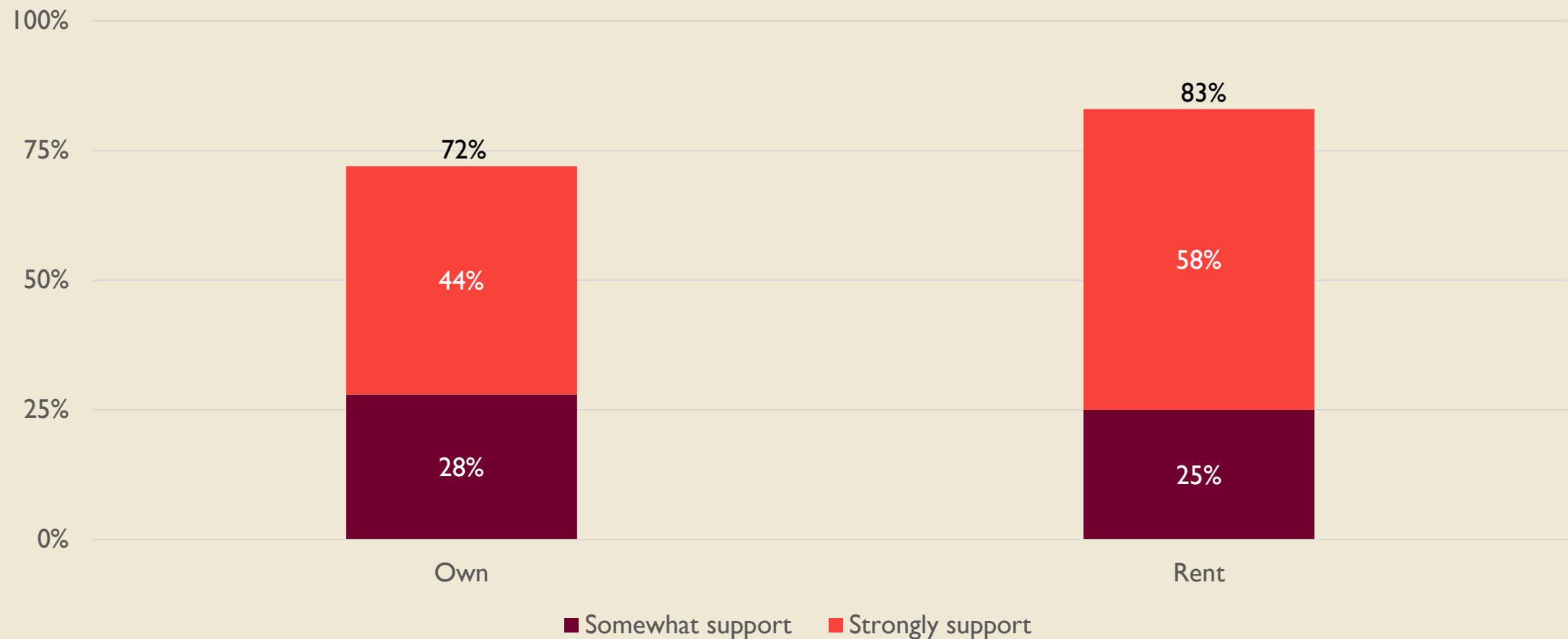
Possible Parks and Recreation Department actions – resident support



Support for improve neighborhood parks and features, by children in the household

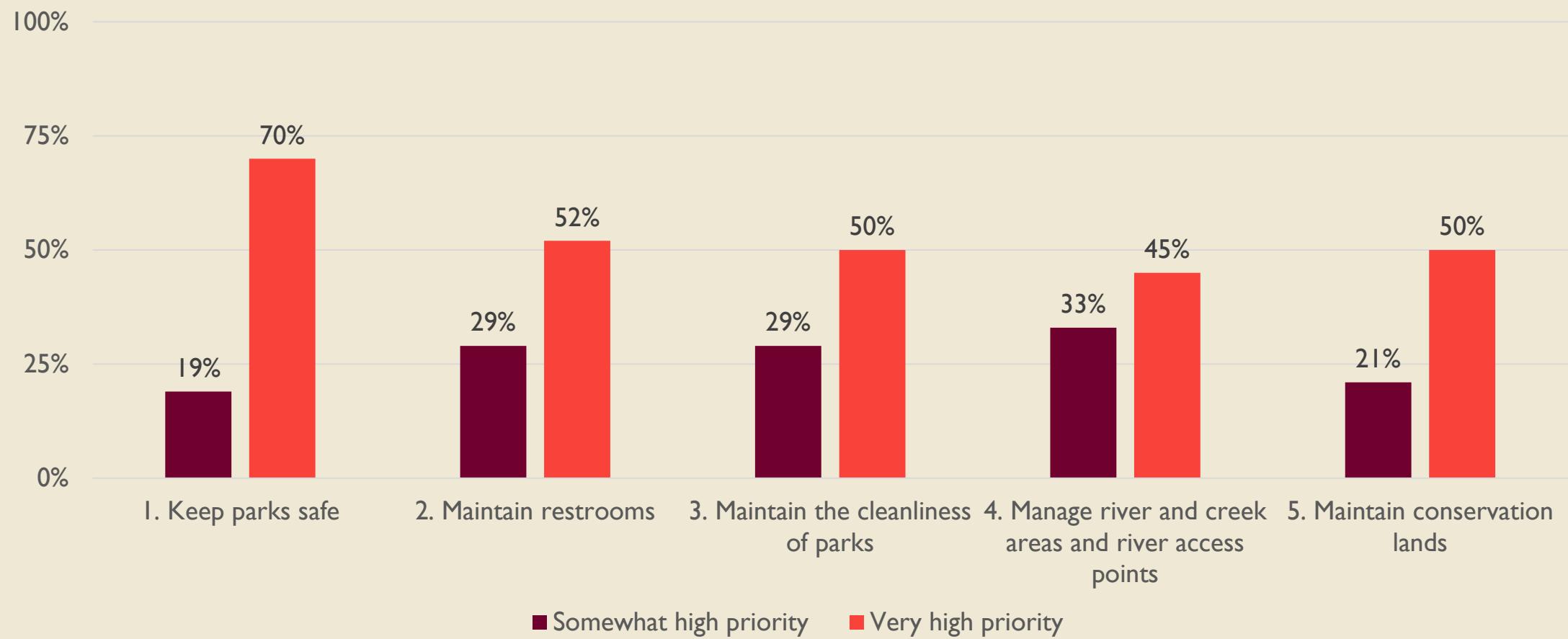


Support for improve neighborhood parks and features, by home ownership

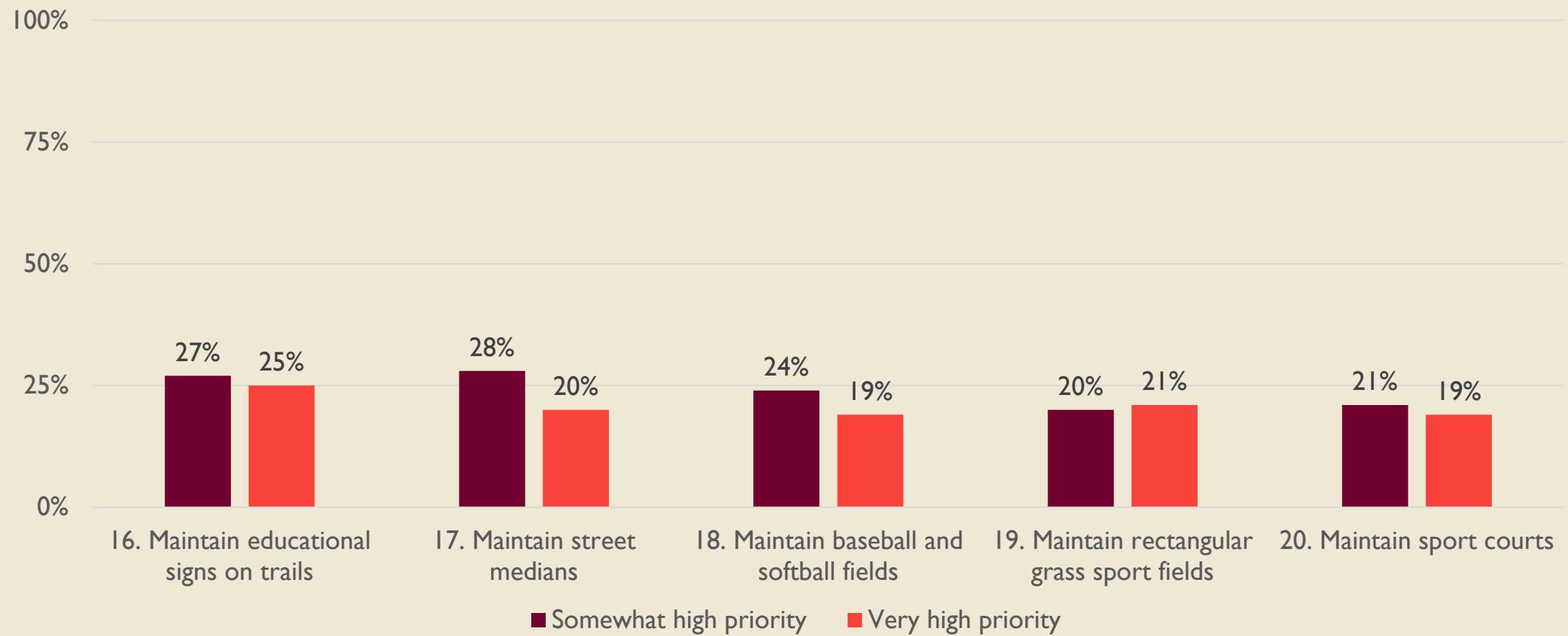


3. Parks and recreation-related maintenance priorities

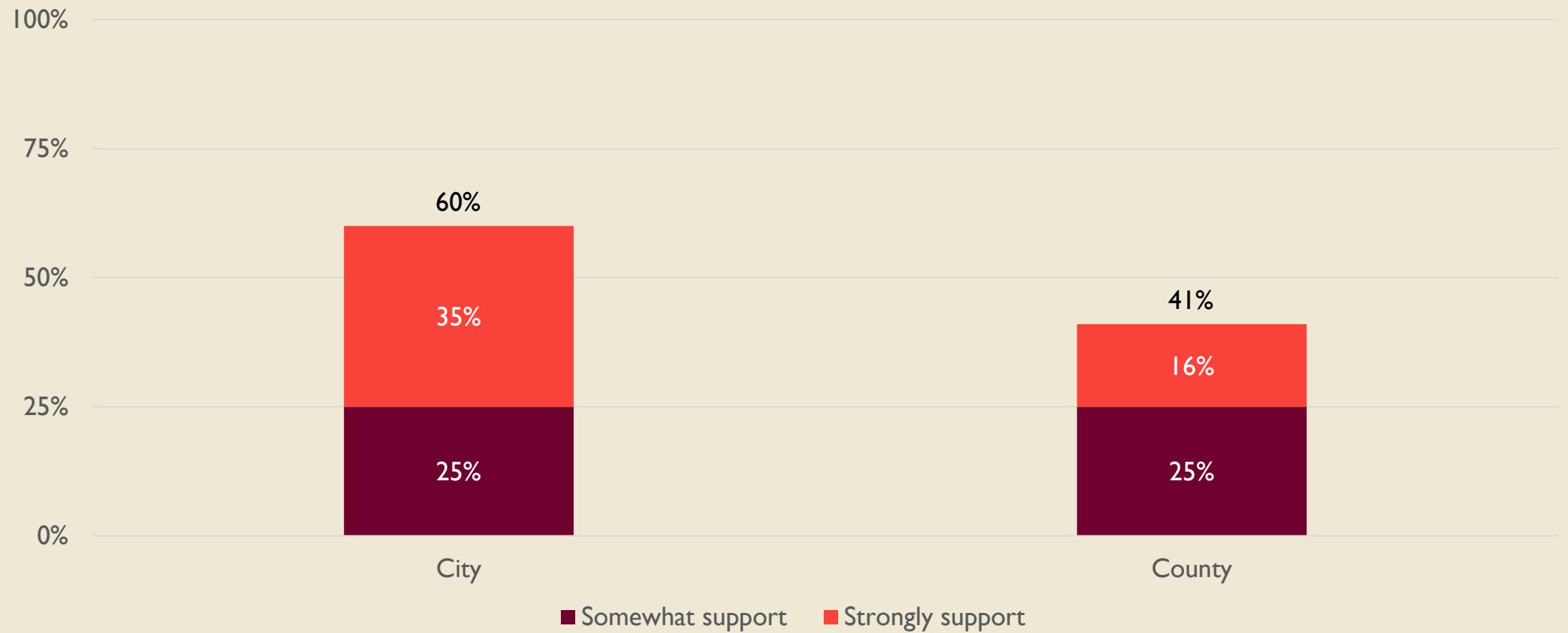
Maintenance priorities – top 5 resident priorities



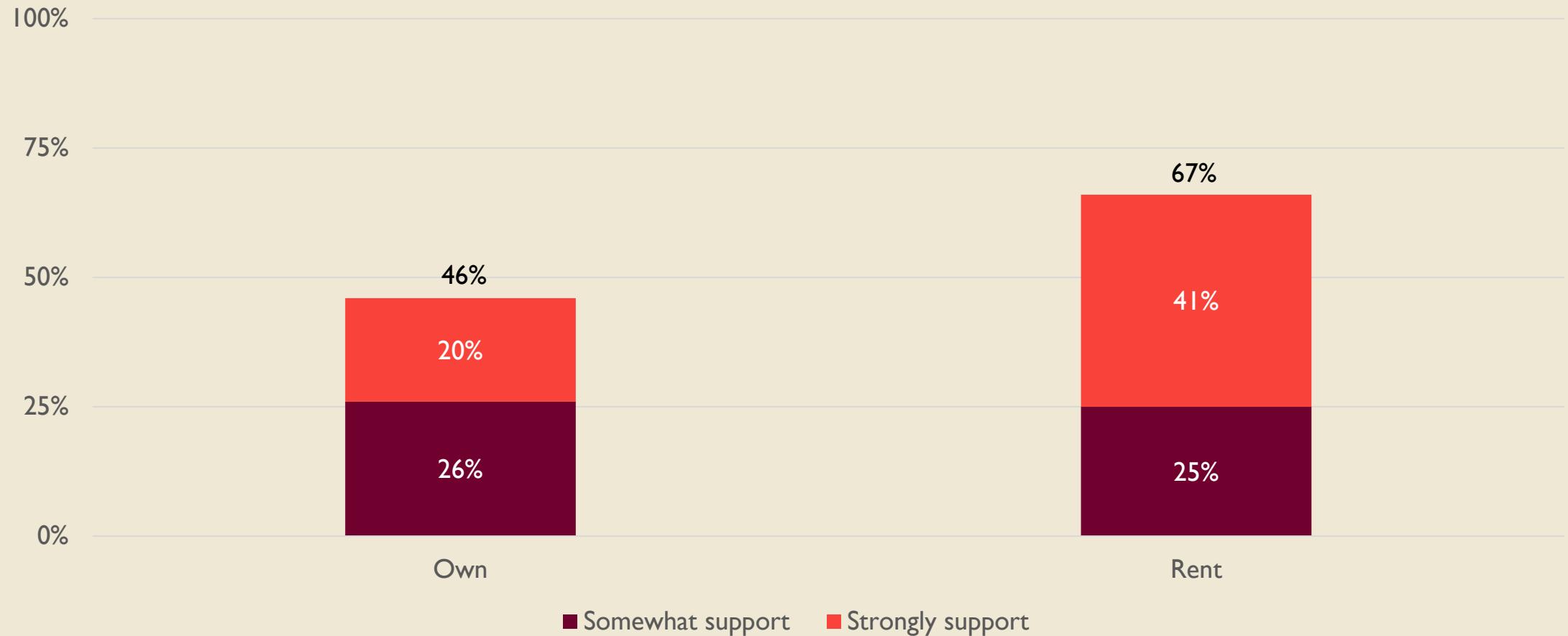
Maintenance priorities – bottom 5 resident priorities



Snow and ice removal on paved trails, by place of residence



Snow and ice removal on paved trails, by home ownership

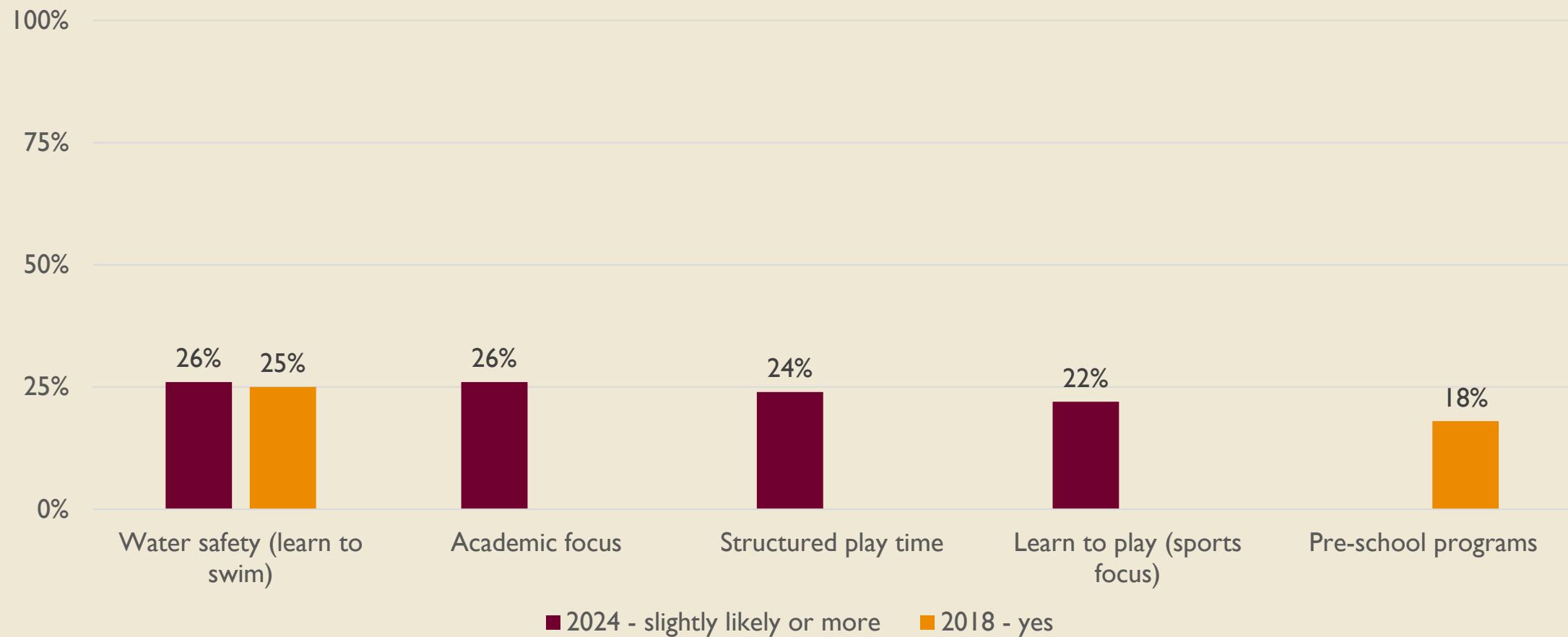


Maintenance priorities – resident trends

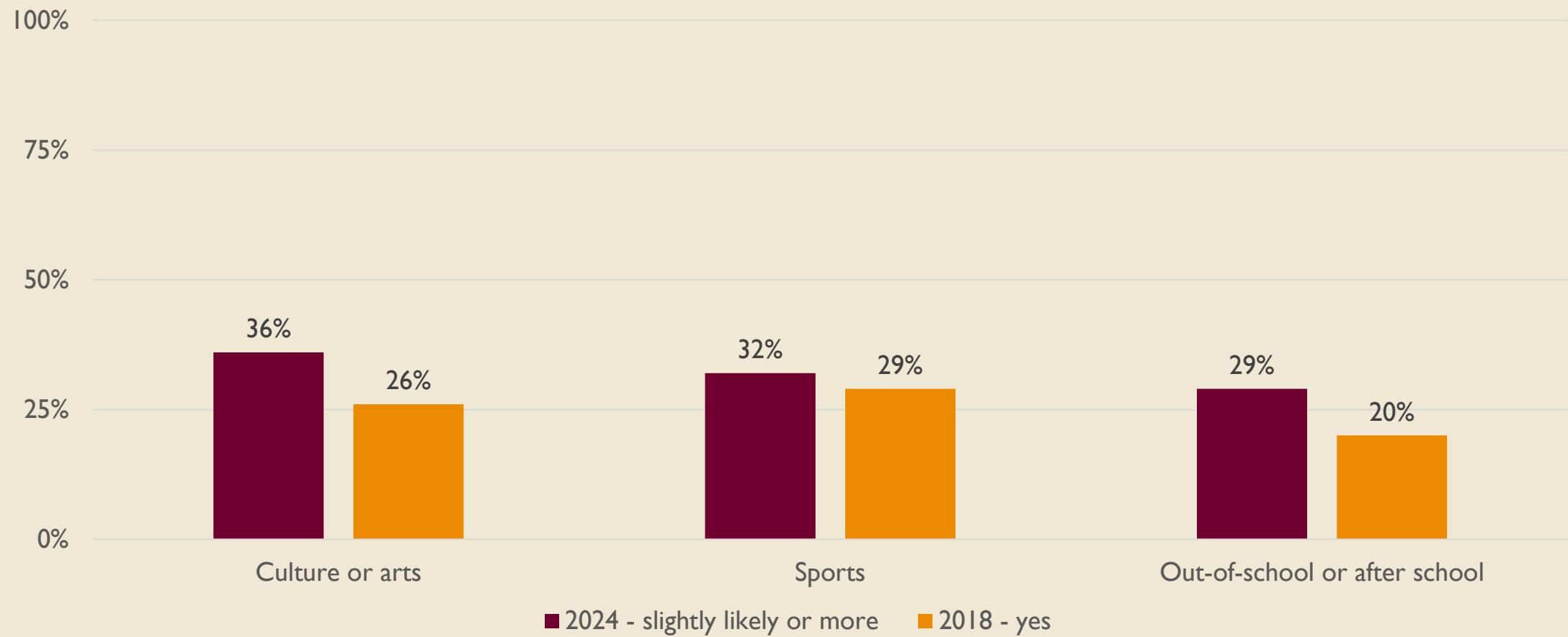
- 14 comparable types of maintenance between 2018 and 2024
- Maintenance priority questions changed in 2024 from 2018
- Ability to compare is limited
- Maintain open space trailheads increased three places in priority rank from 2018 to 2024
- Manage invasive weeds on public lands decreased three places in priority rank from 2018 to 2024

4. Potential parks and recreation program use

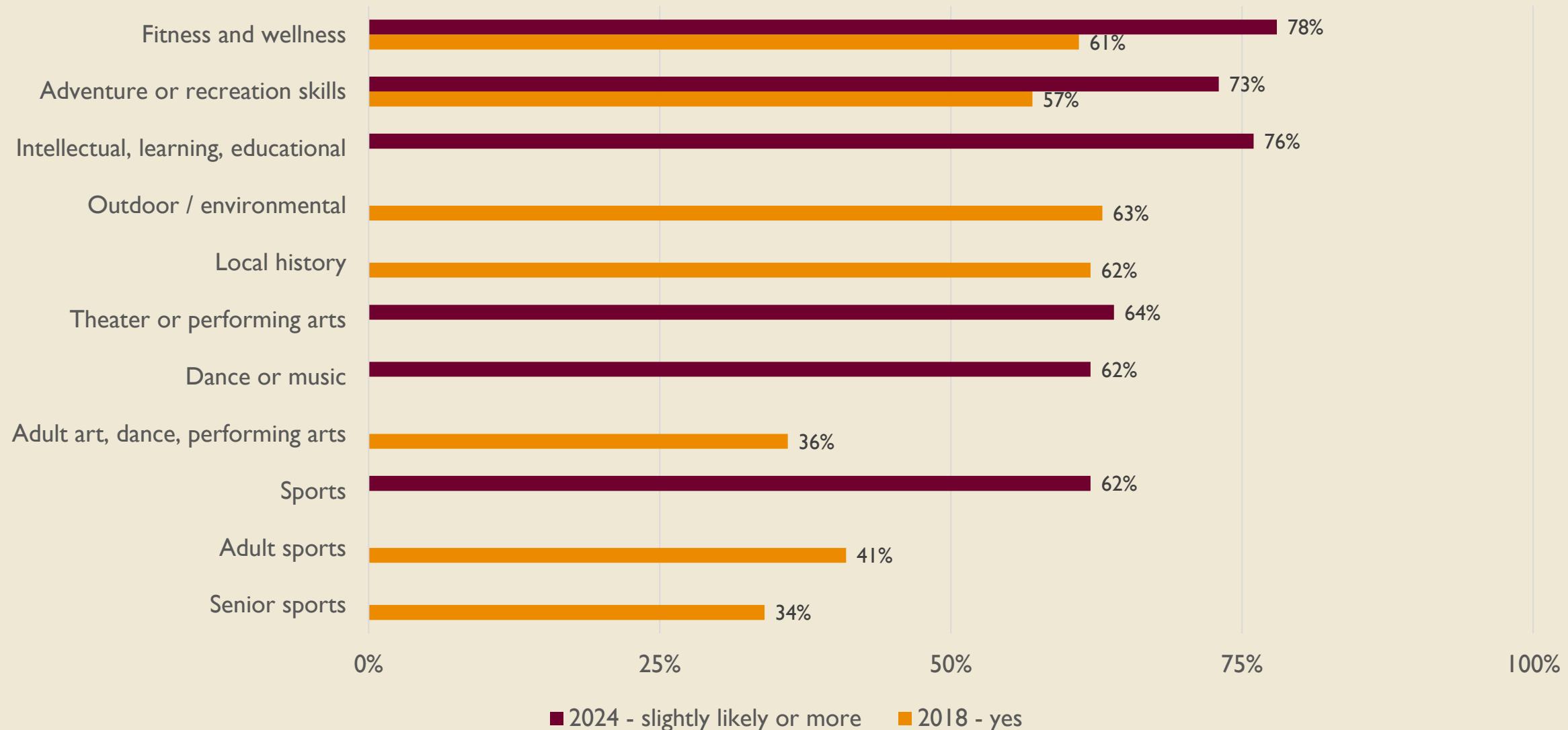
Household likelihood of pre-kindergarten program use



Household likelihood of youth or teen program use

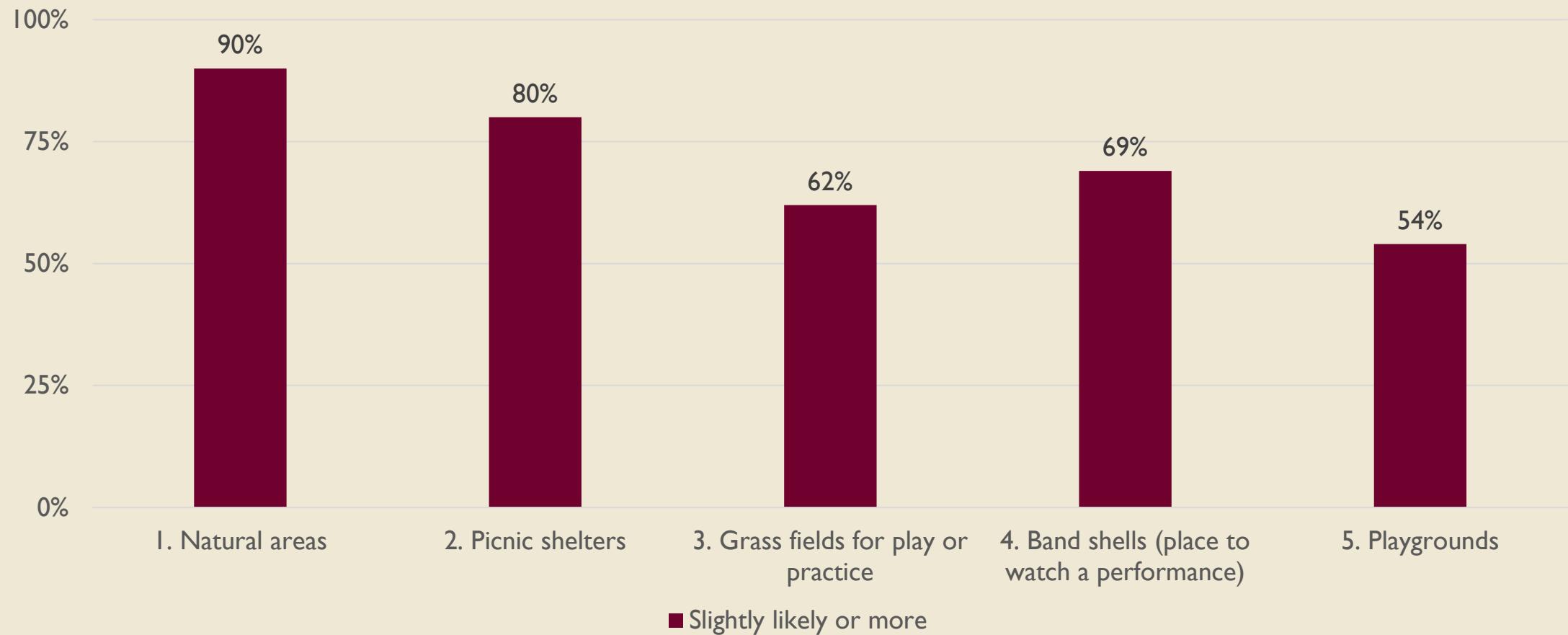


Household likelihood of adult or older adult program use

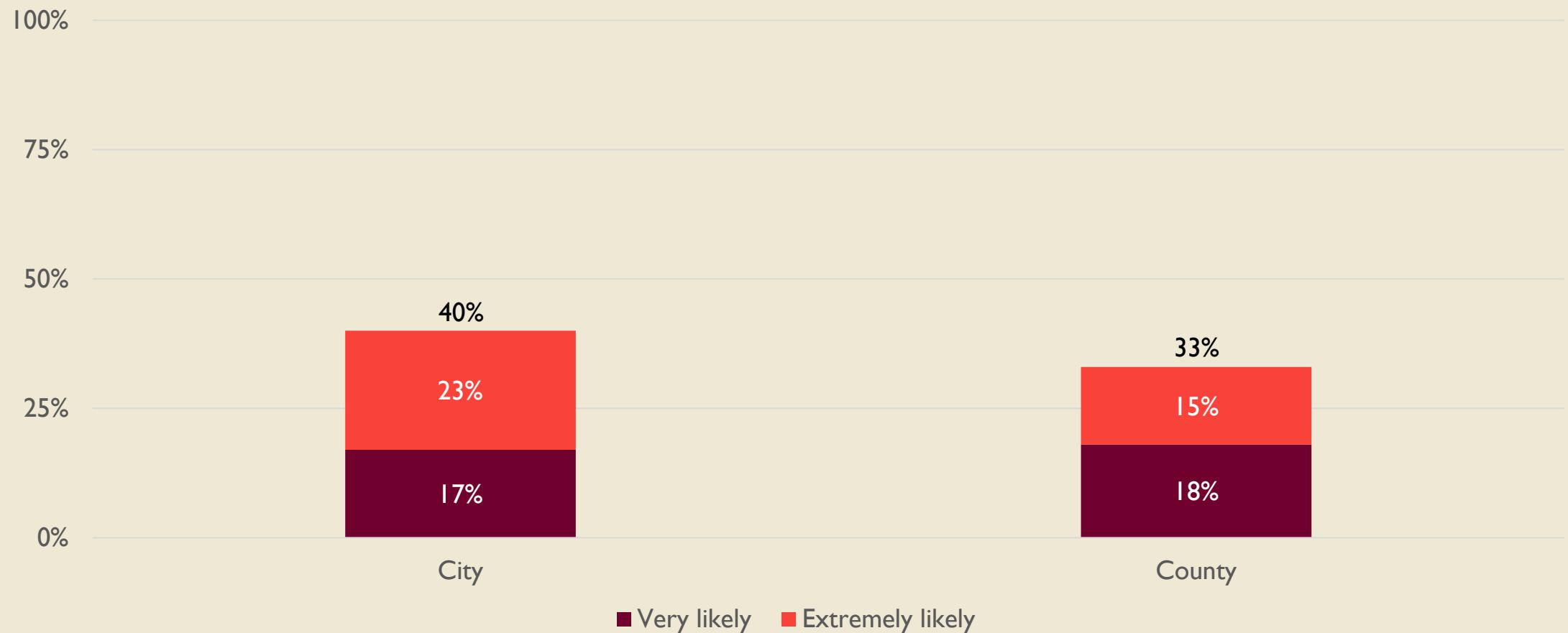


5. Potential parks and recreation facility or feature use

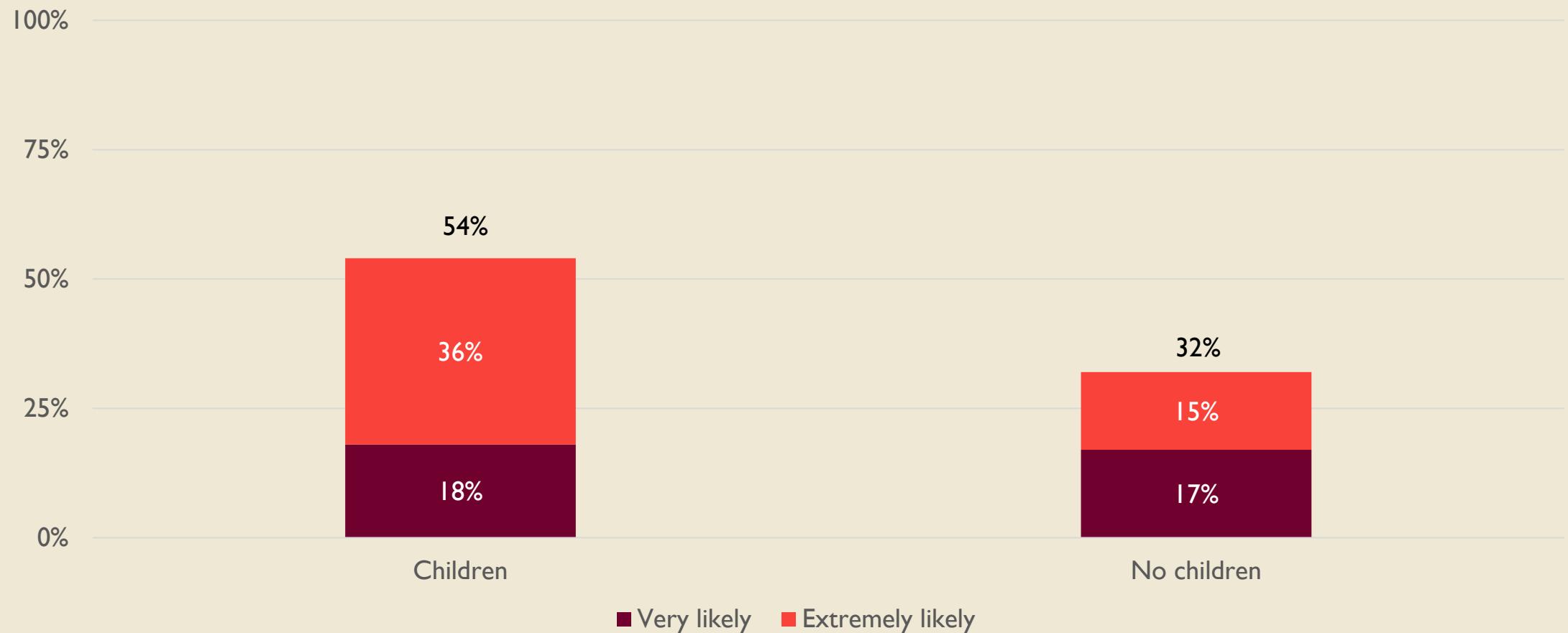
Household likelihood of local (neighborhood) park feature use – top 5



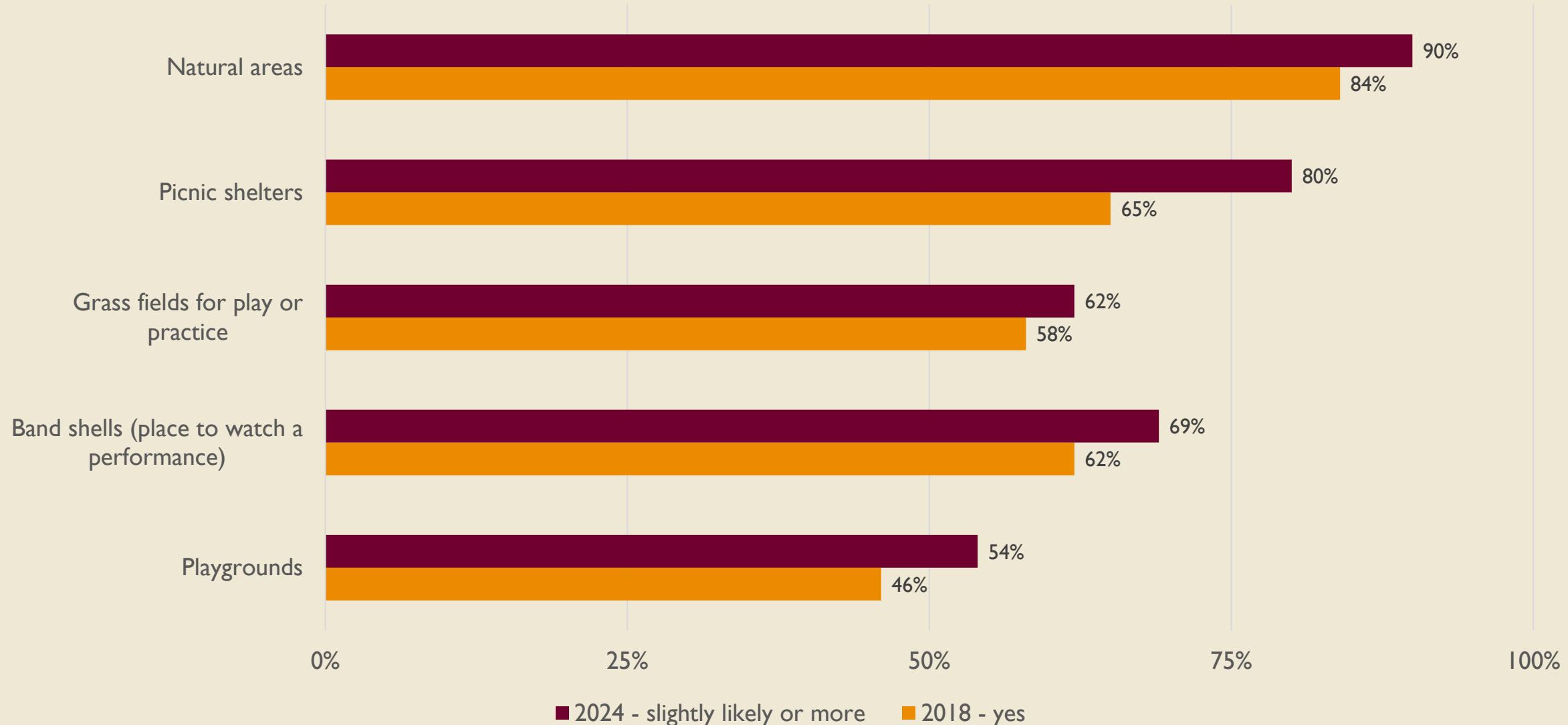
Household likelihood of picnic shelter use, by place of residence



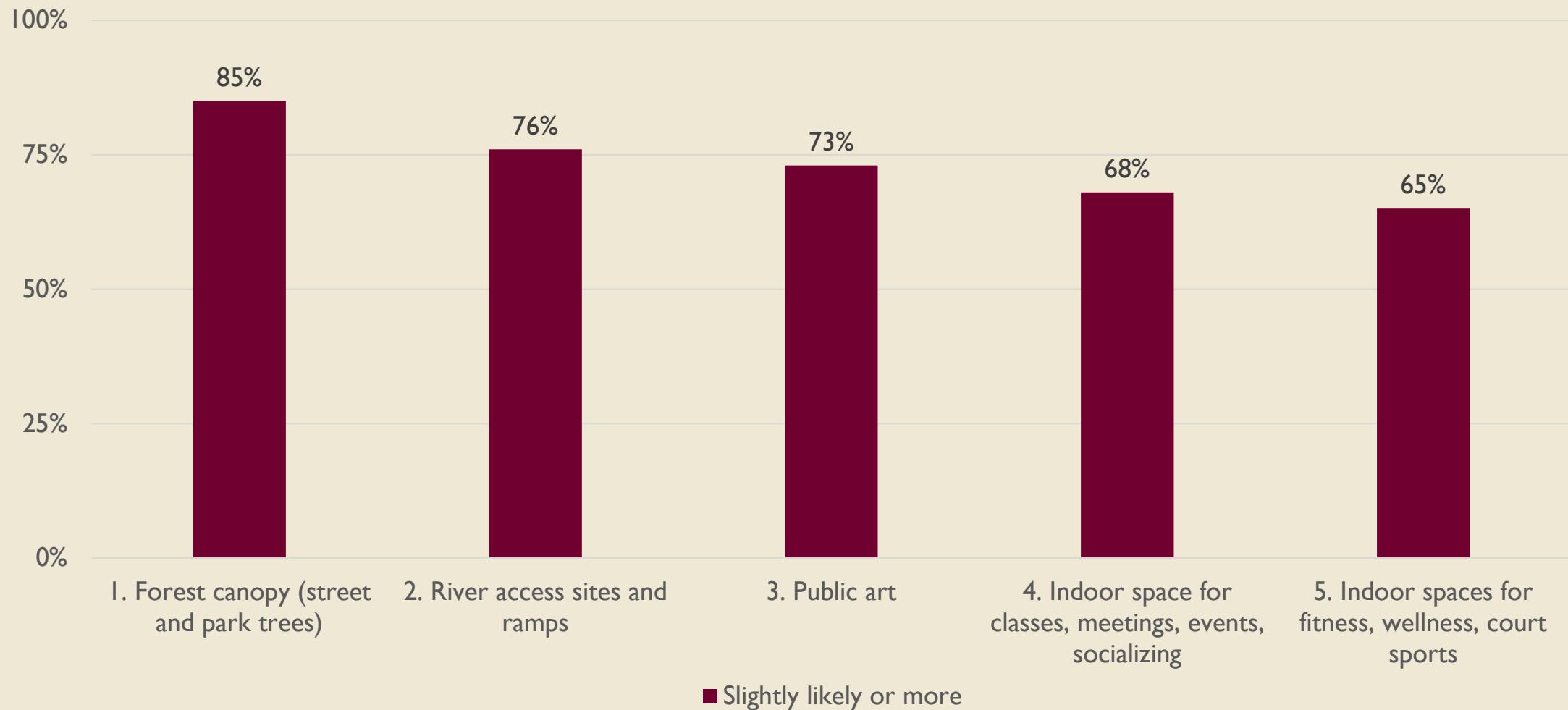
Household likelihood of picnic shelter use, by children in the household



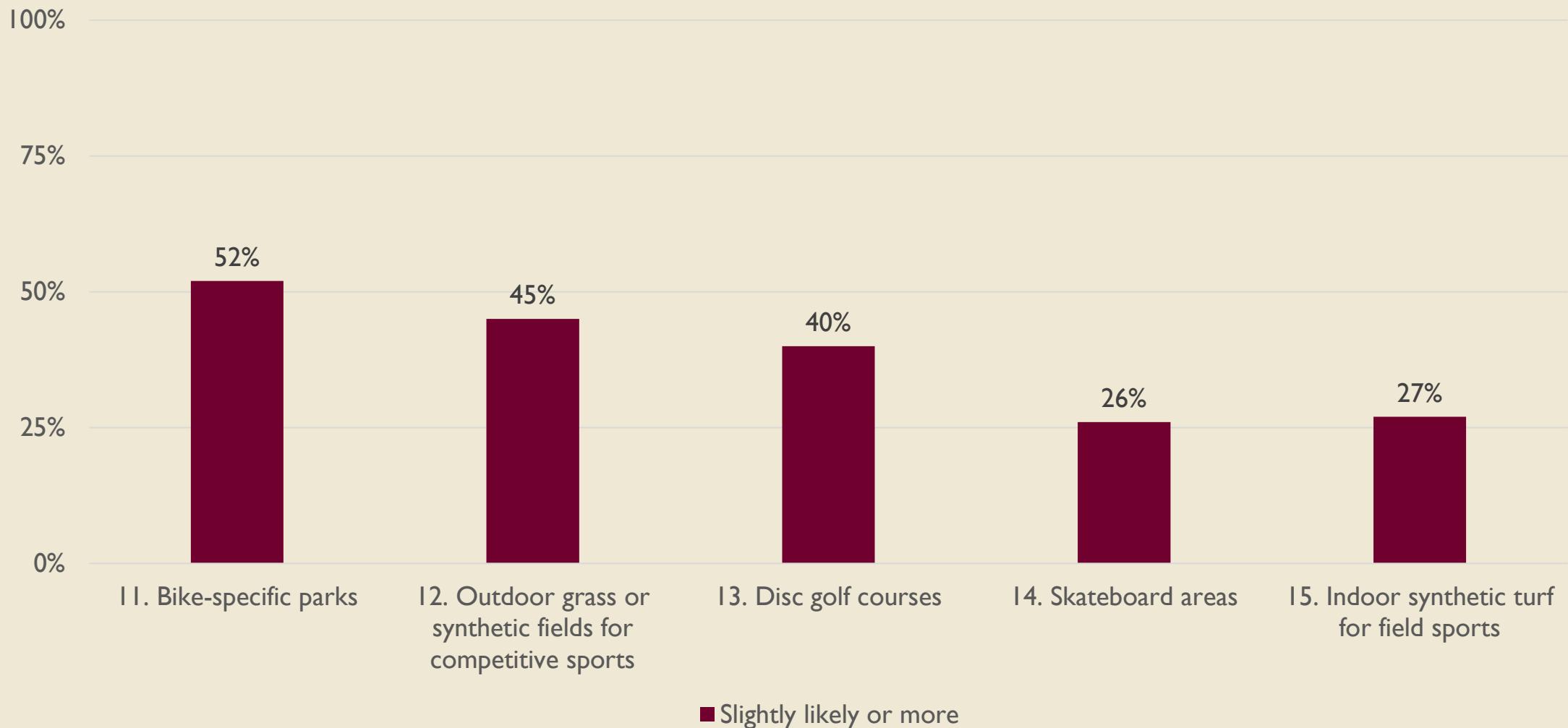
Household likelihood of local (neighborhood) park feature use - trends



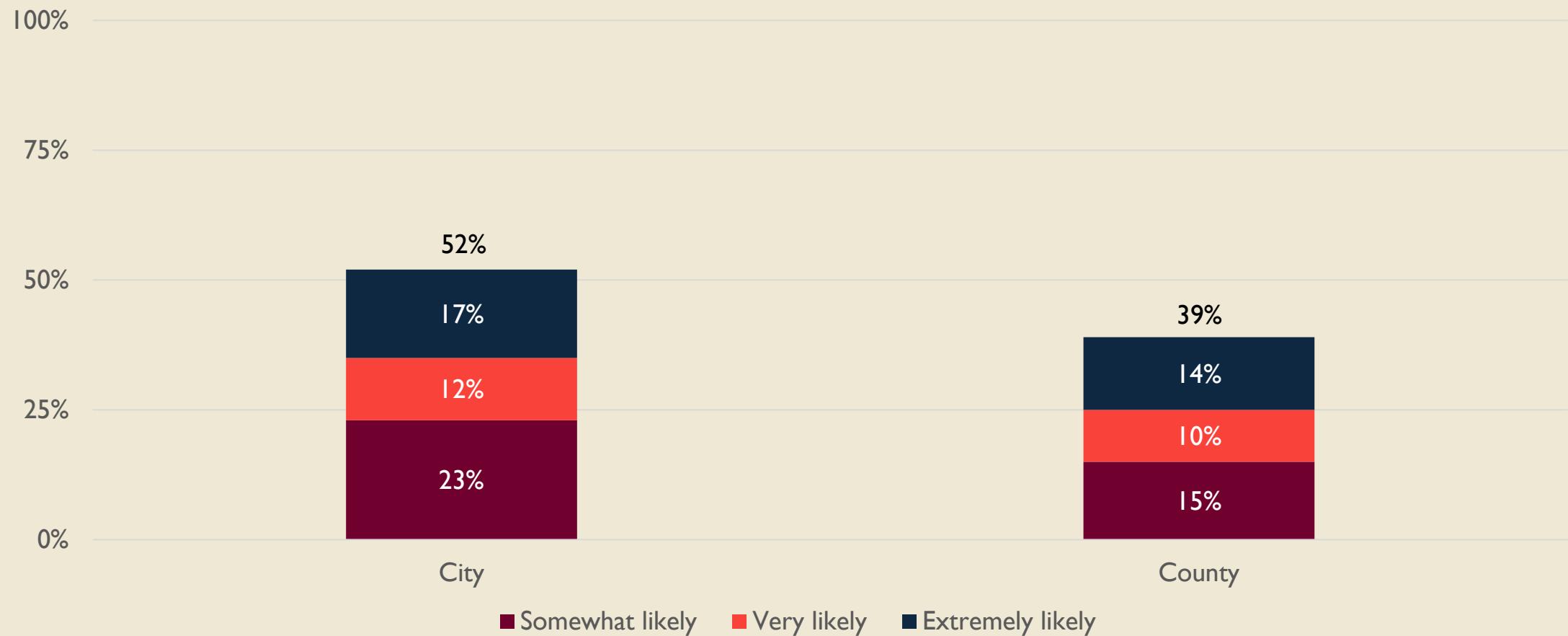
Household likelihood of community or regional park feature use – top 5



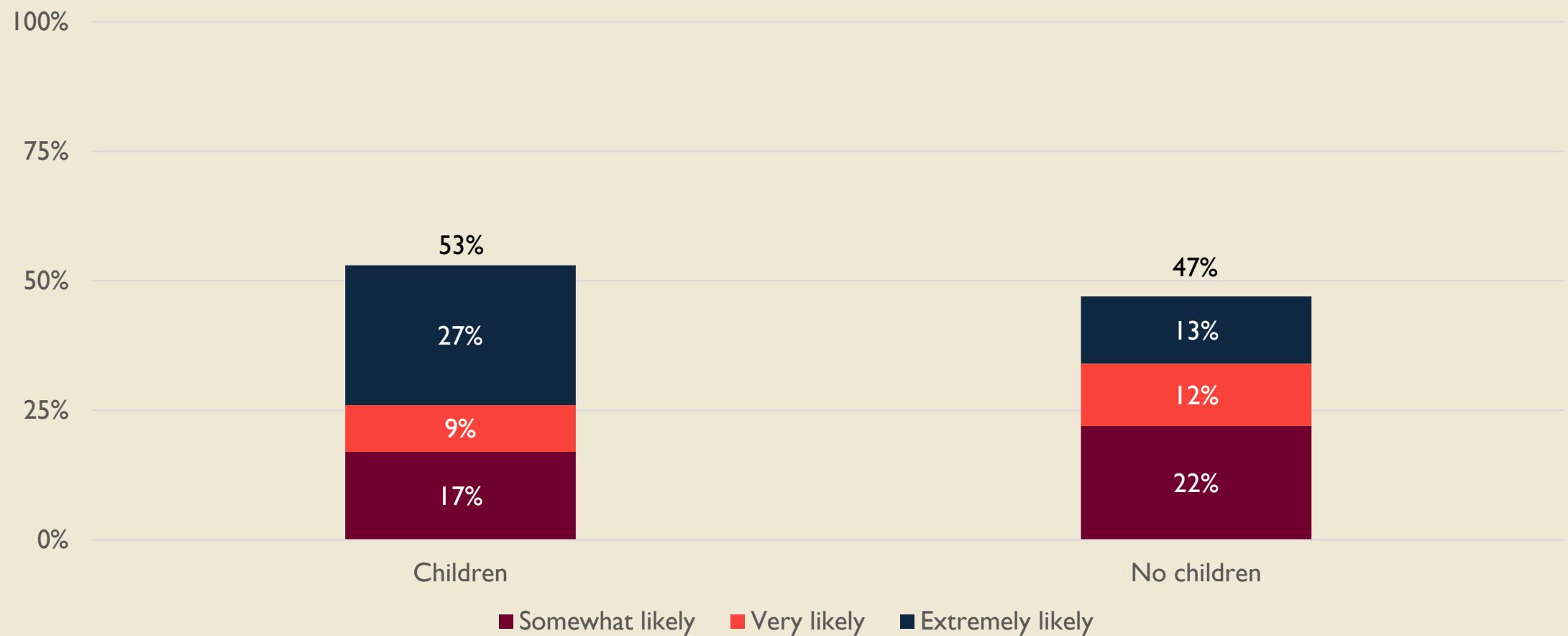
Household likelihood of community or regional park feature use – bottom 5



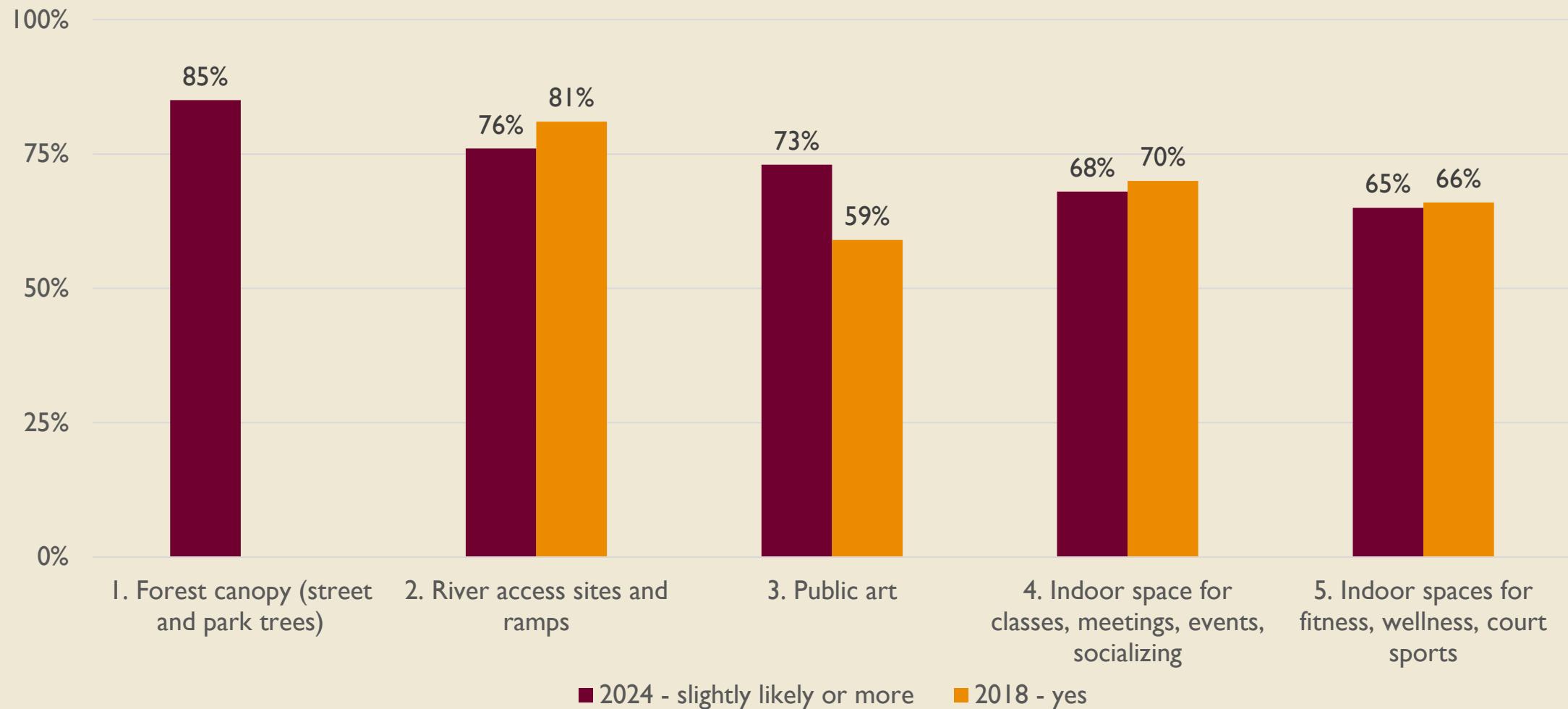
Household likelihood of use of indoor spaces for fitness, wellness, court sports, by place of residence



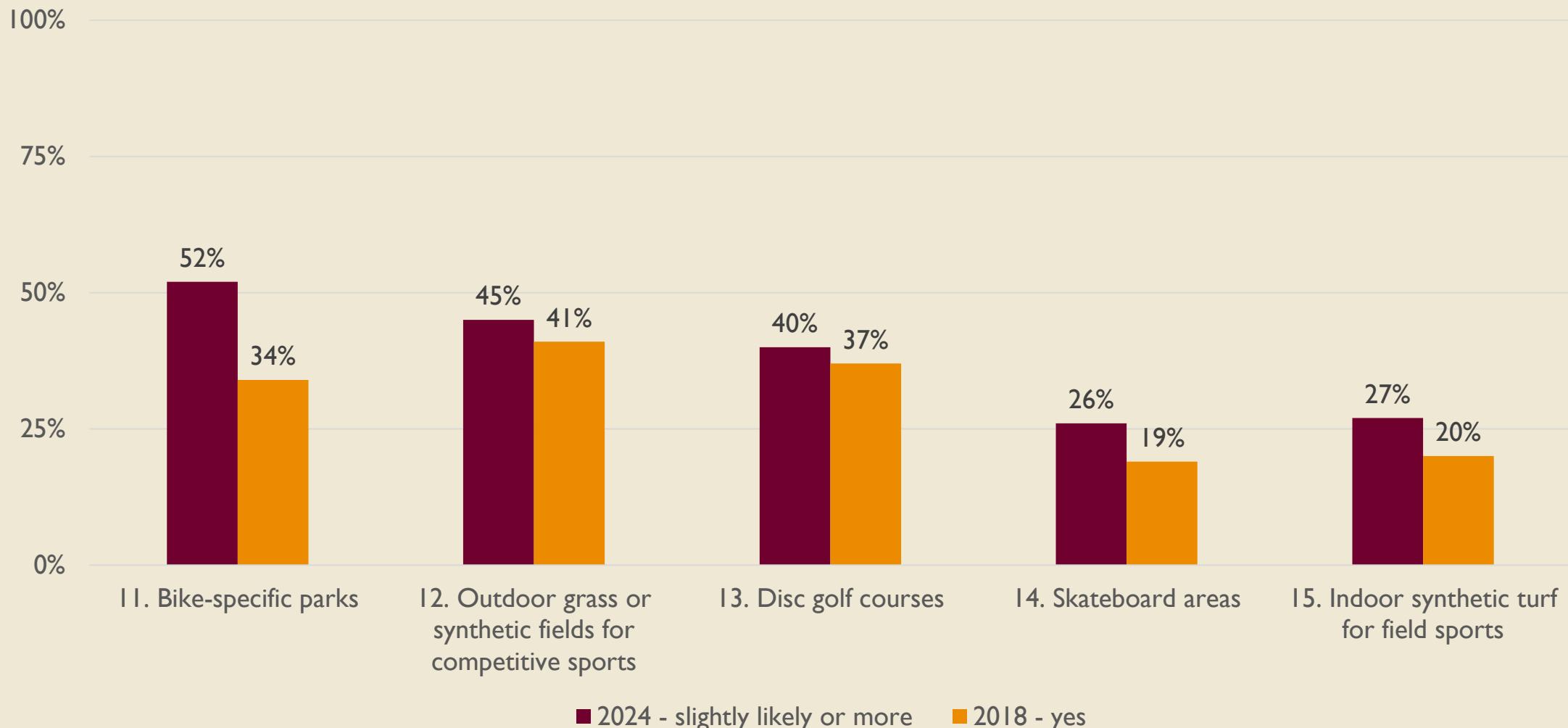
Household likelihood of use of indoor spaces for fitness, wellness, court sports, by children in the household



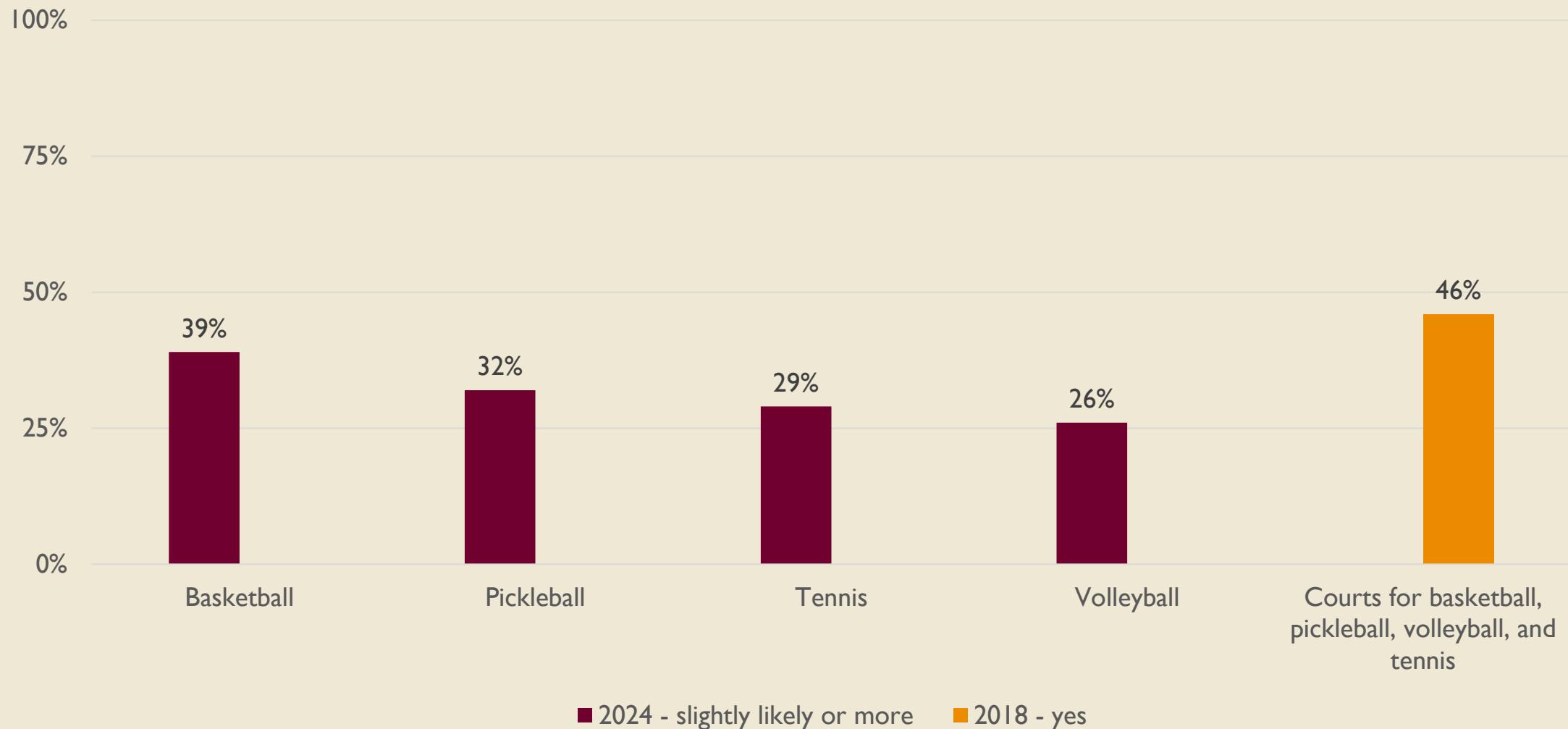
Household likelihood of community or regional park feature use – top 5 trends



Household likelihood of community or regional park feature use – bottom 5 trends

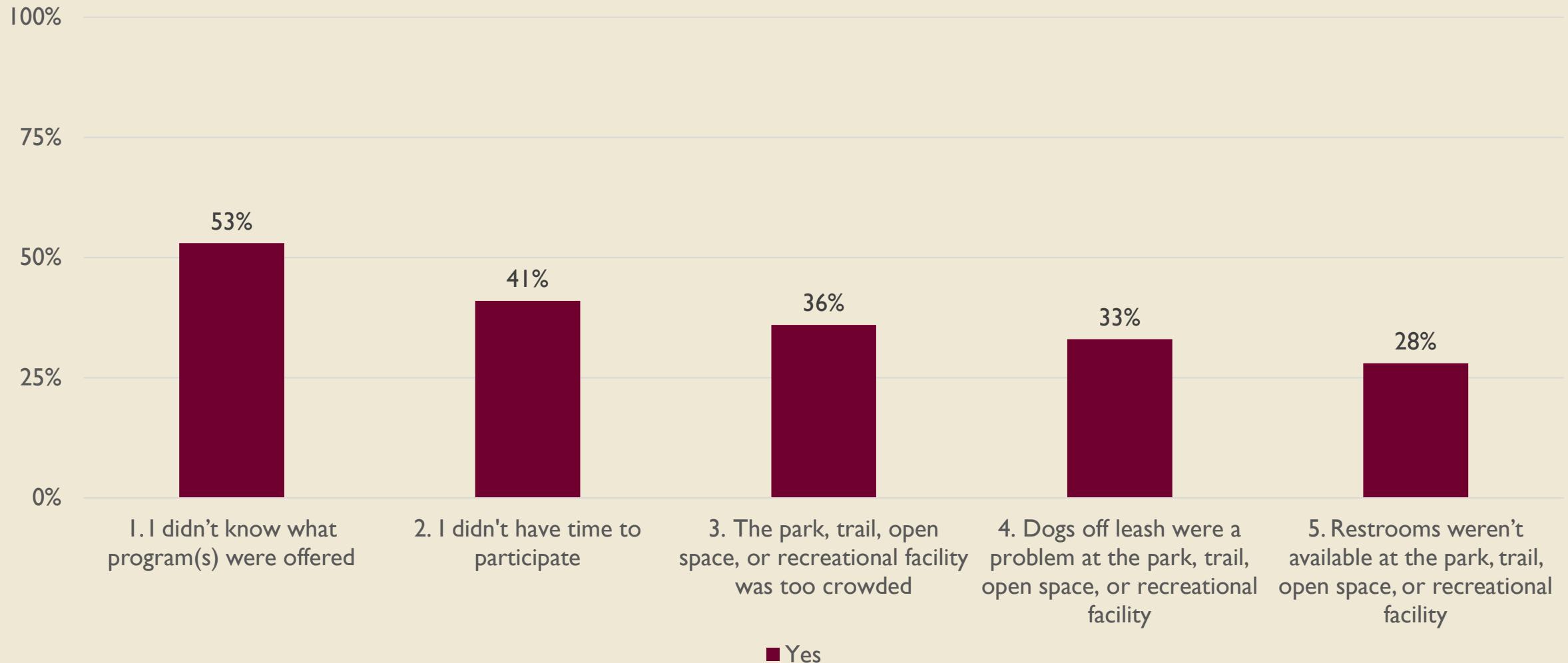


Household likelihood of outdoor sport court use

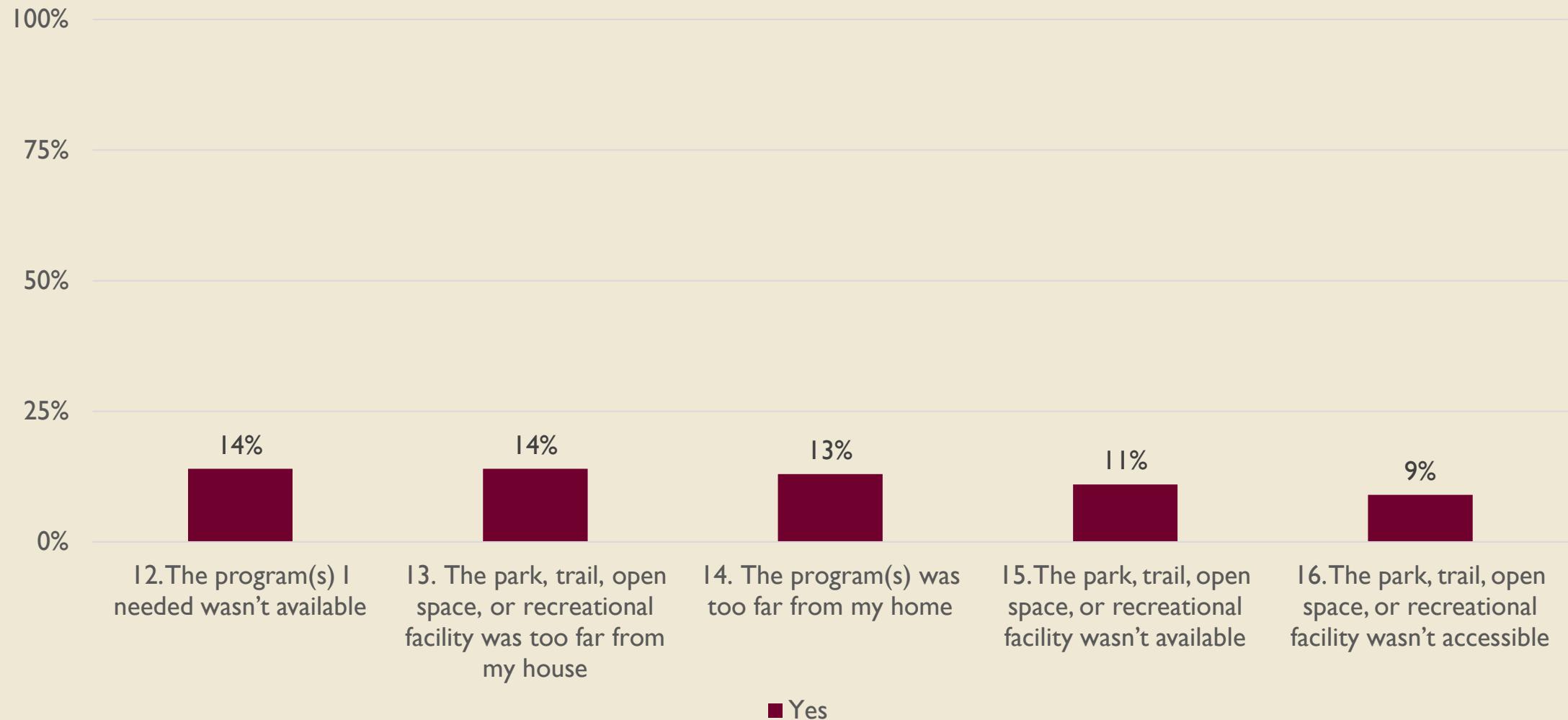


6. Barriers to program or facility use

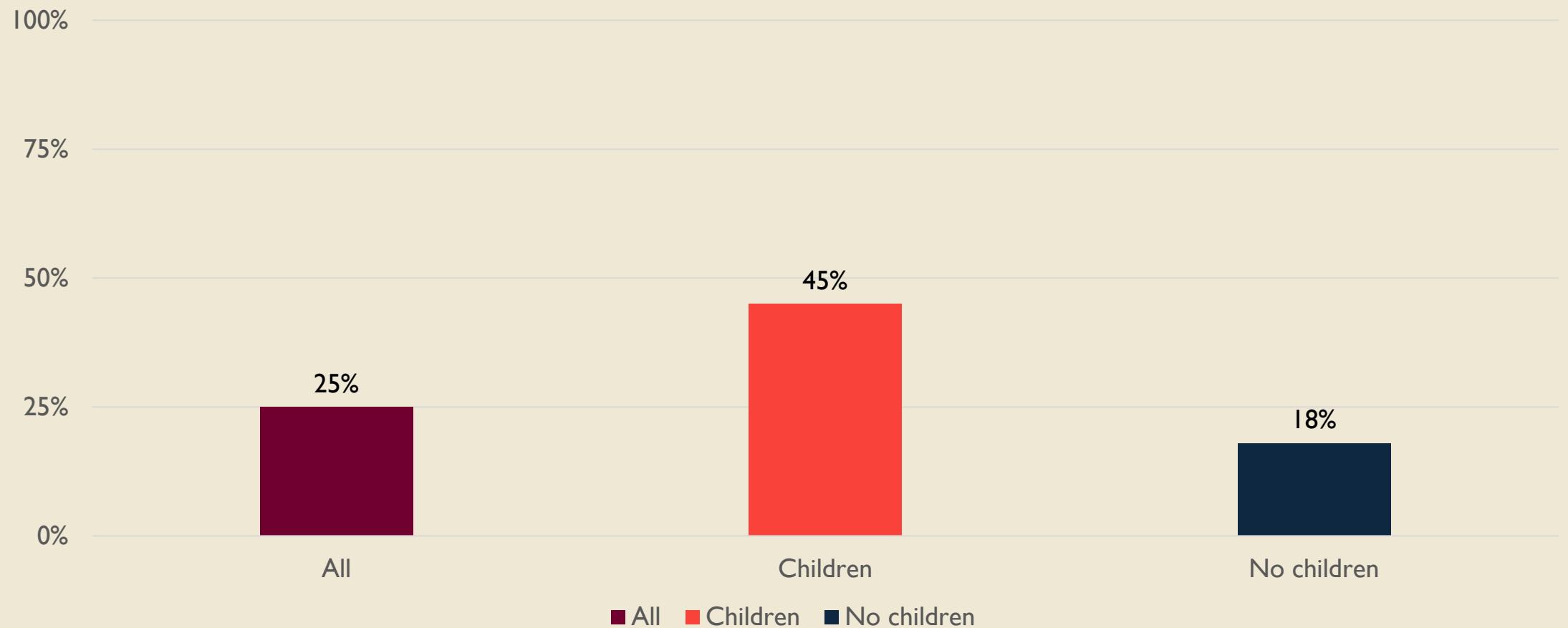
Barriers to a household's use of a City of Missoula program – top 5



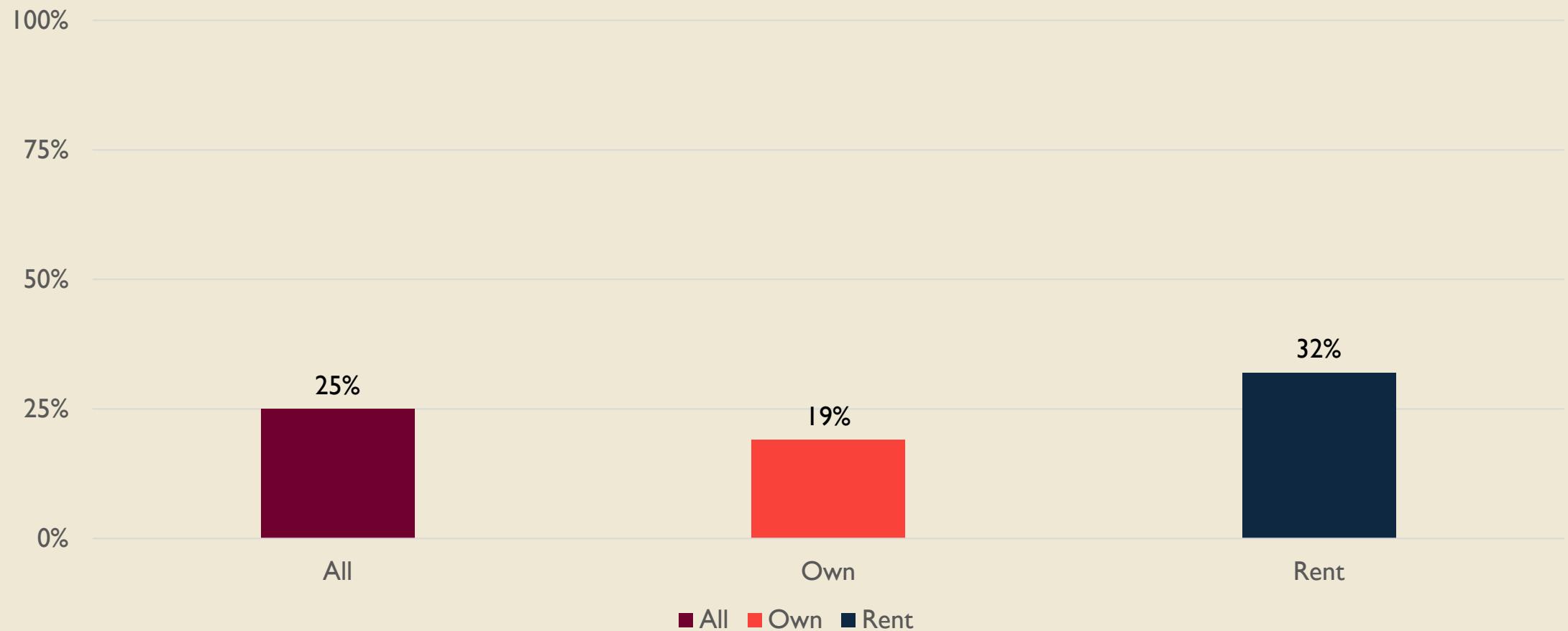
Barriers to a household's use of a City of Missoula program – bottom 5



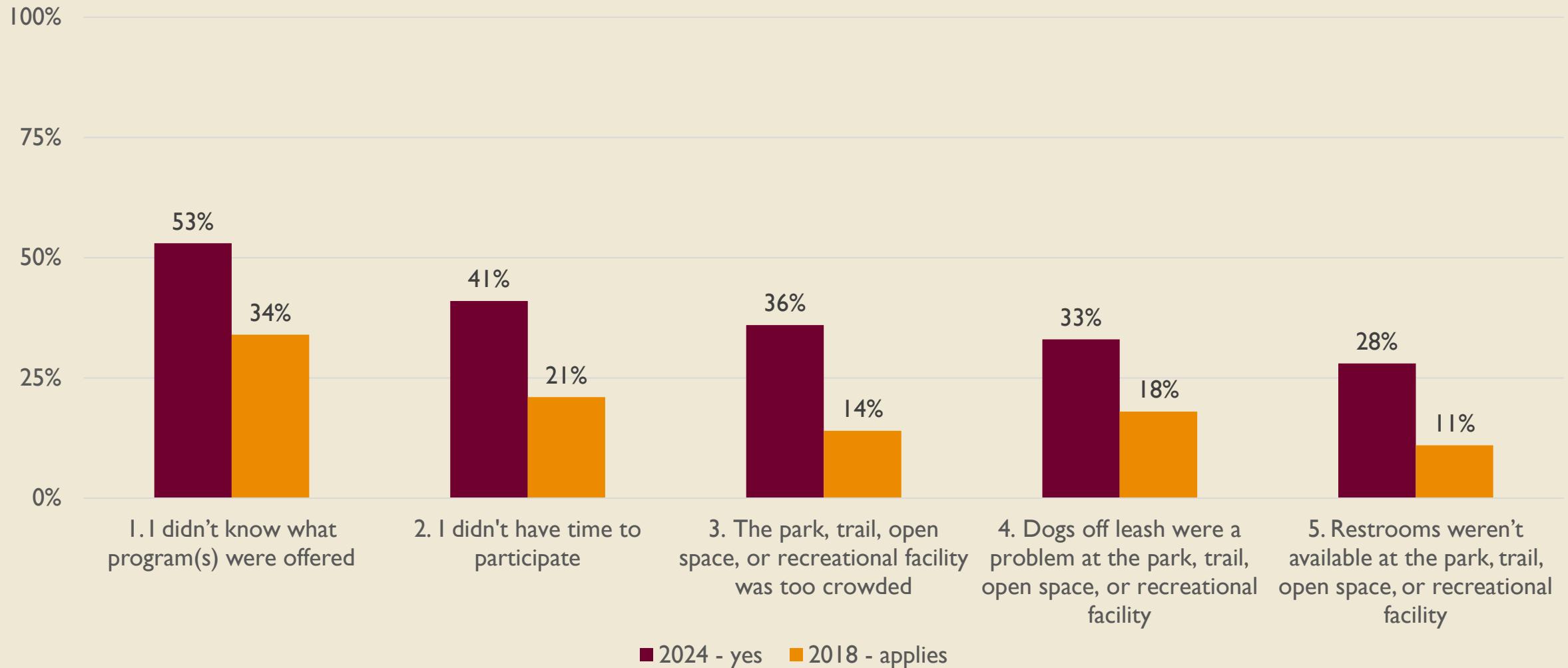
The program I (we) needed was too expensive, by children in the household



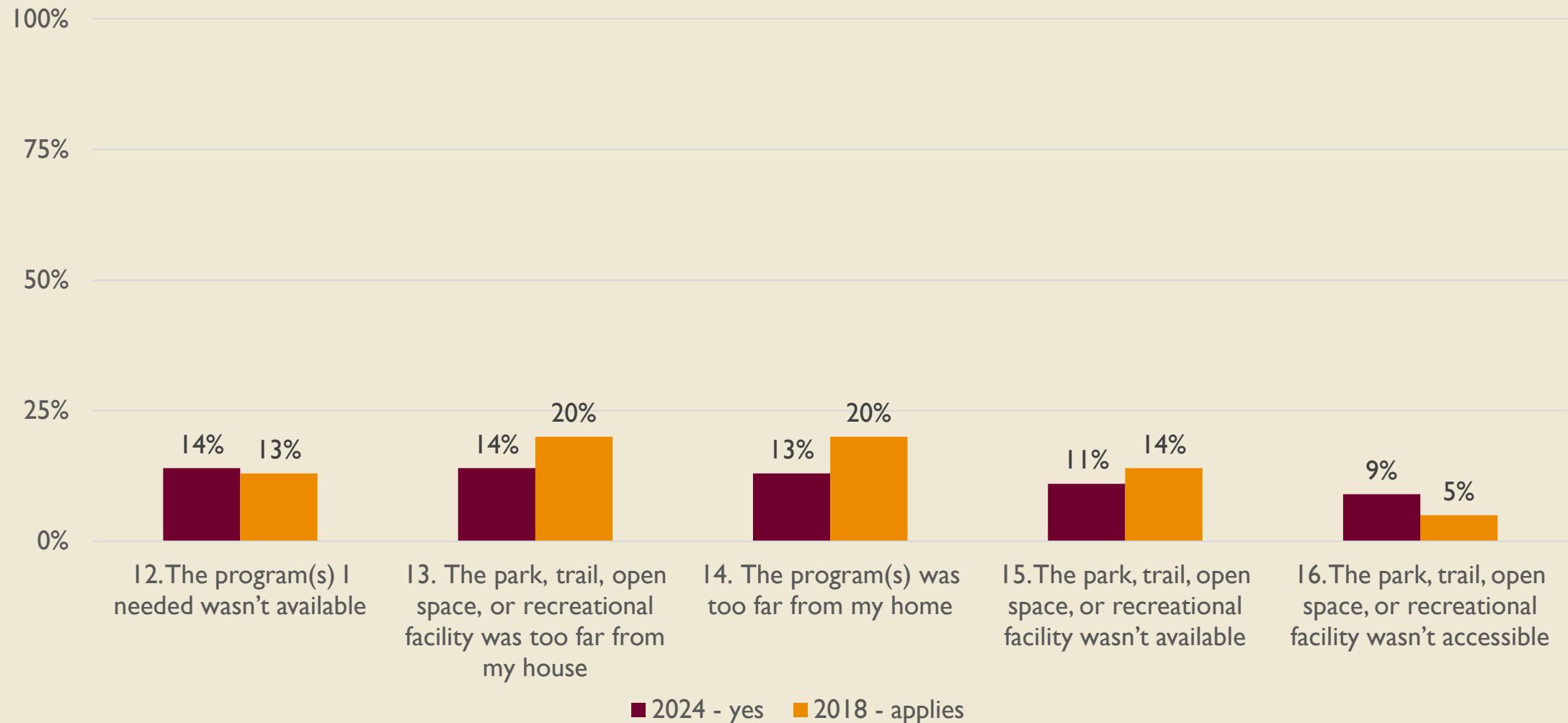
The program I (we) needed was too expensive, by home ownership



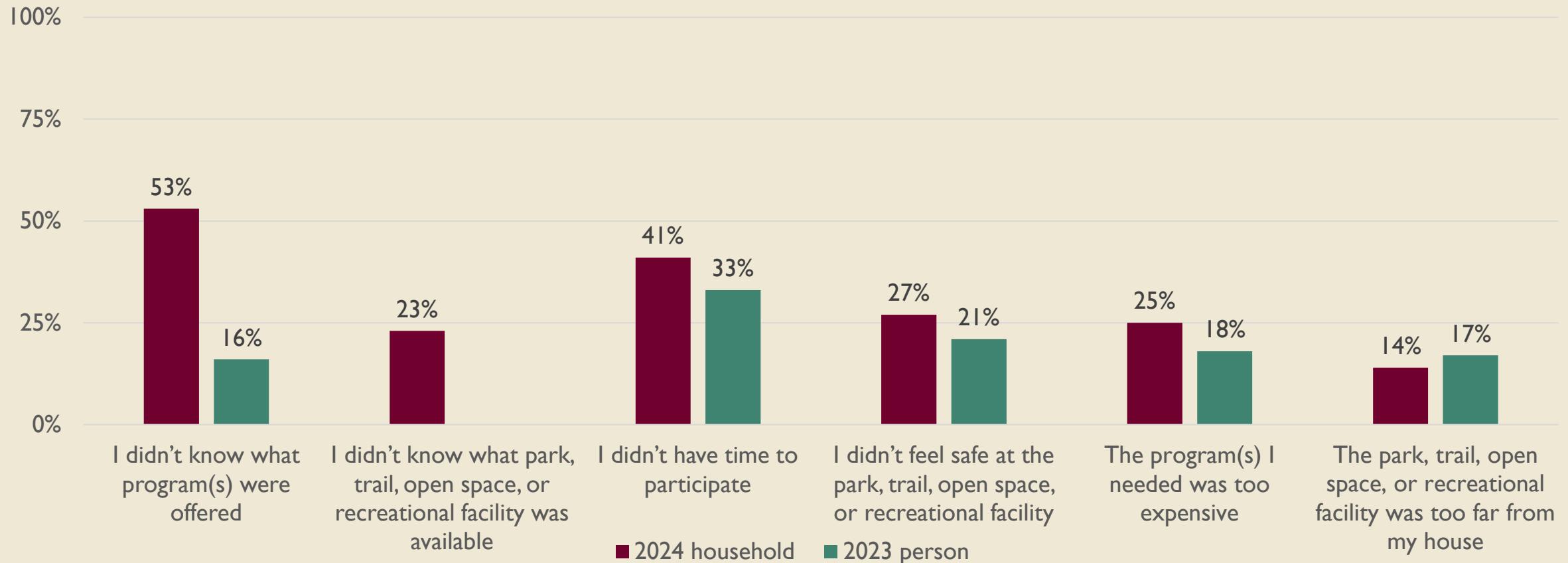
Barriers to a household's use of a City of Missoula program – top 5 trends



Barriers to a household's use of a City of Missoula program – bottom 5 trends



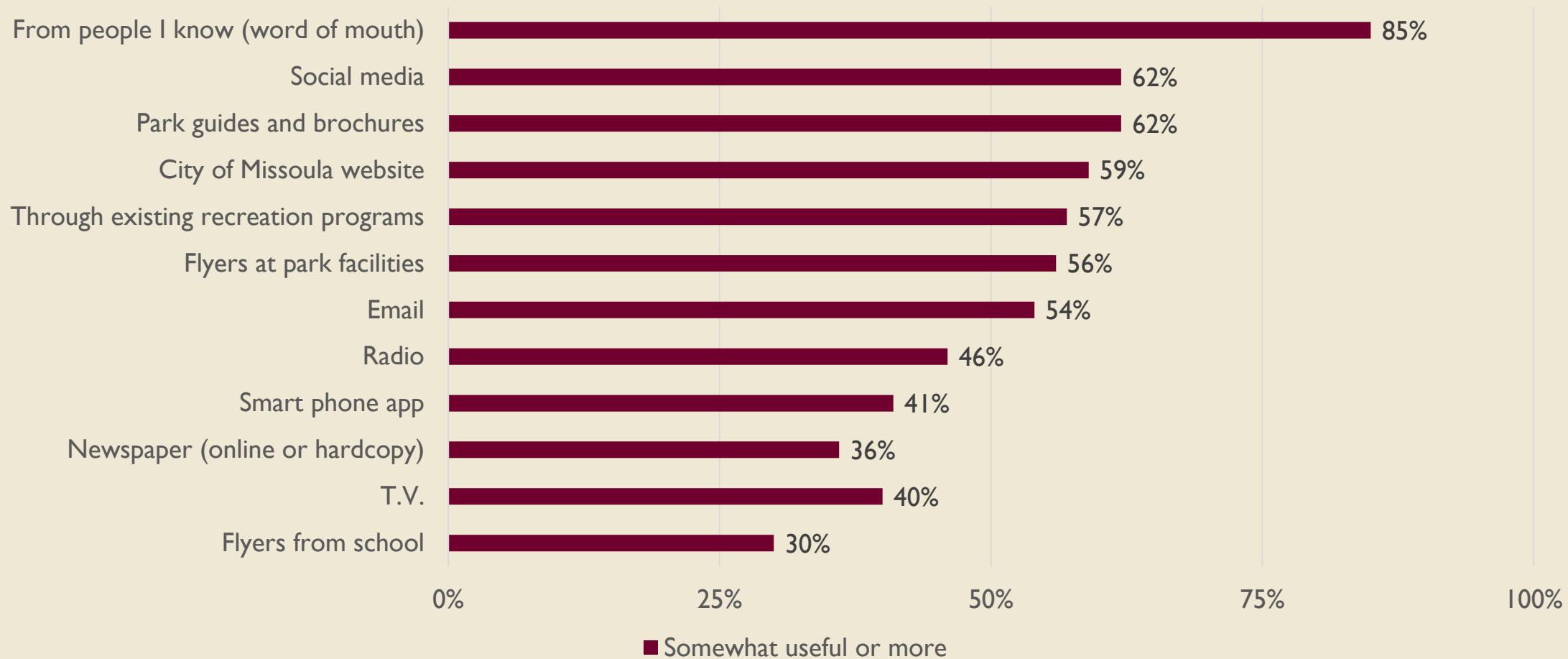
2024 Missoula-area experiences with barriers compared to 2023 United States experiences with barriers



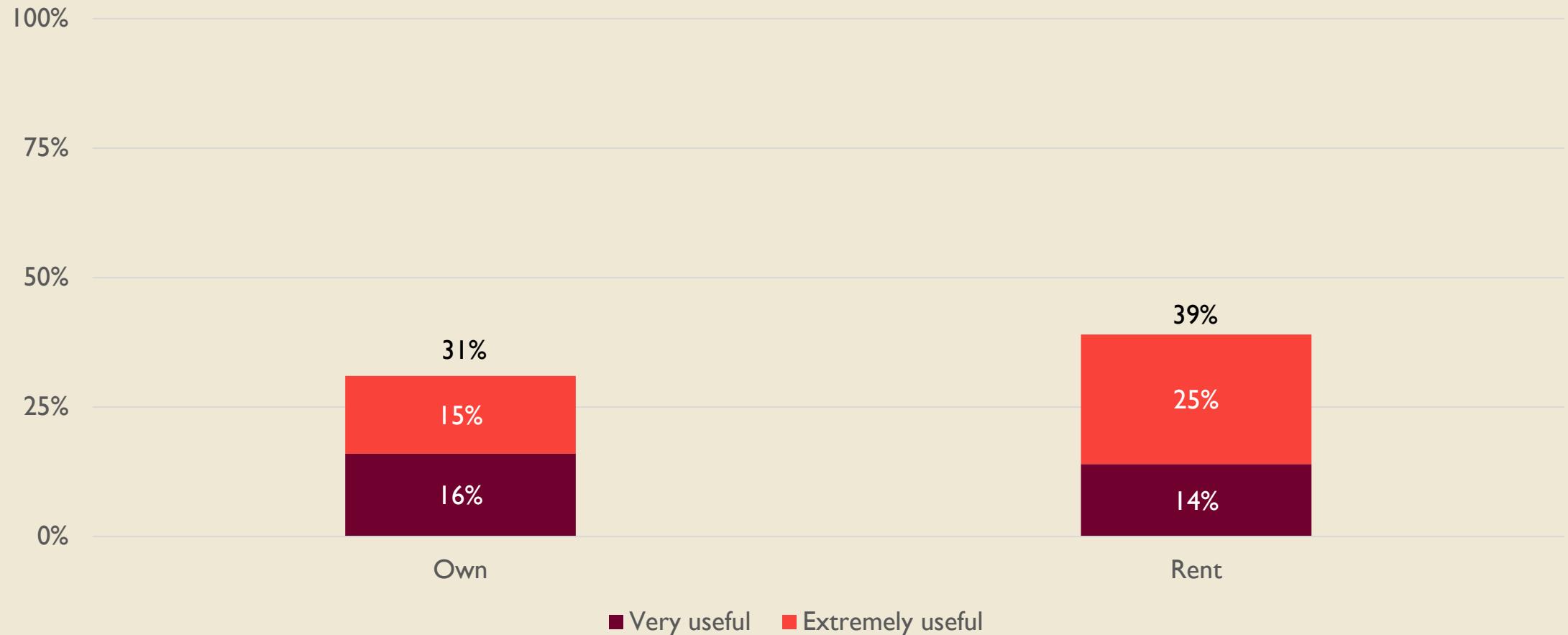
Source: National Recreation and Park Association. (2023). 2023 Engagement with Parks Report. Ashburn, VA: National Recreation and Park Association.

7. Communication channel usefulness

Usefulness of communication channels to a household



Usefulness of social media, by home ownership



Usefulness of communication channels – household trends

- 11 comparable types of communication channel between 2018 and 2024
- Communication channel questions changed in 2024 from 2018
- Ability to compare is limited
- Social media increased three places in rank from 2018 to 2024
- Flyers at park facilities increased three places in rank from 2018 to 2024
- Newspapers decreased five places in rank from 2018 to 2024
- Email decreased three places in rank from 2018 to 2024

8. Additional items emphasized

Additional items emphasized by residents

	Emphasized (% Missoula-area adults)
Enjoys parks or open spaces	4%
Enjoys trails	4%
Other positive or complimentary statement	11%
Neutral statement	1%
Maintenance or cleanliness improvements needed	15%
Homeless individuals/challenges and perceptions	13%
Improve safety, improve law, or rule enforcement	8%
Open or natural spaces improvements needed	8%
Programs or activities improvements needed	6%
Trail improvements needed	4%
Tax concerns	3%
Parking or traffic improvements needed	1%
Other improvements needed	10%

Additional items emphasized – resident trends

50 most used words in 2024

programs leash community
camping **recreation** year
thank cans
provide **homeless** good kids
used love people taxes
clean **make trails** better
great **keep parks** need places
dogs bike city work
time like **missoula** areas
protect family **safe** walk river
trash take **open** access many
facilities **public** live much

50 most used words in 2018

seem increase
time
support love
money access
many open
sports space
used area
year people
also lands
road better recreation
walk place
development
facilities thank
much
community
think
note county
live good
need taxes
like public
city bike
great
just feel
maintenance