



Community Needs Assessment Segment Analysis Report

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CHAPTER ONE INTRODUCTION

1.1 INTRODUCTION

As a supplementary section to the statistically valid survey taken by Montgomery County Residents, PROS Consulting Inc. further analyzed the results. In order to better understand the needs of Montgomery County's diverse population, Montgomery County Parks divided the County into four Priority Investment Ranking (PIR) Areas (Midcounty East, I-270 Corridor, Downcounty, and Outer Ring), households with incomes under \$70,000, households with children, age segments of 20-34, 35-54, and 55+, and by race and ethnicity. The four PIR Areas encompass 684 of the 705 surveys administered.

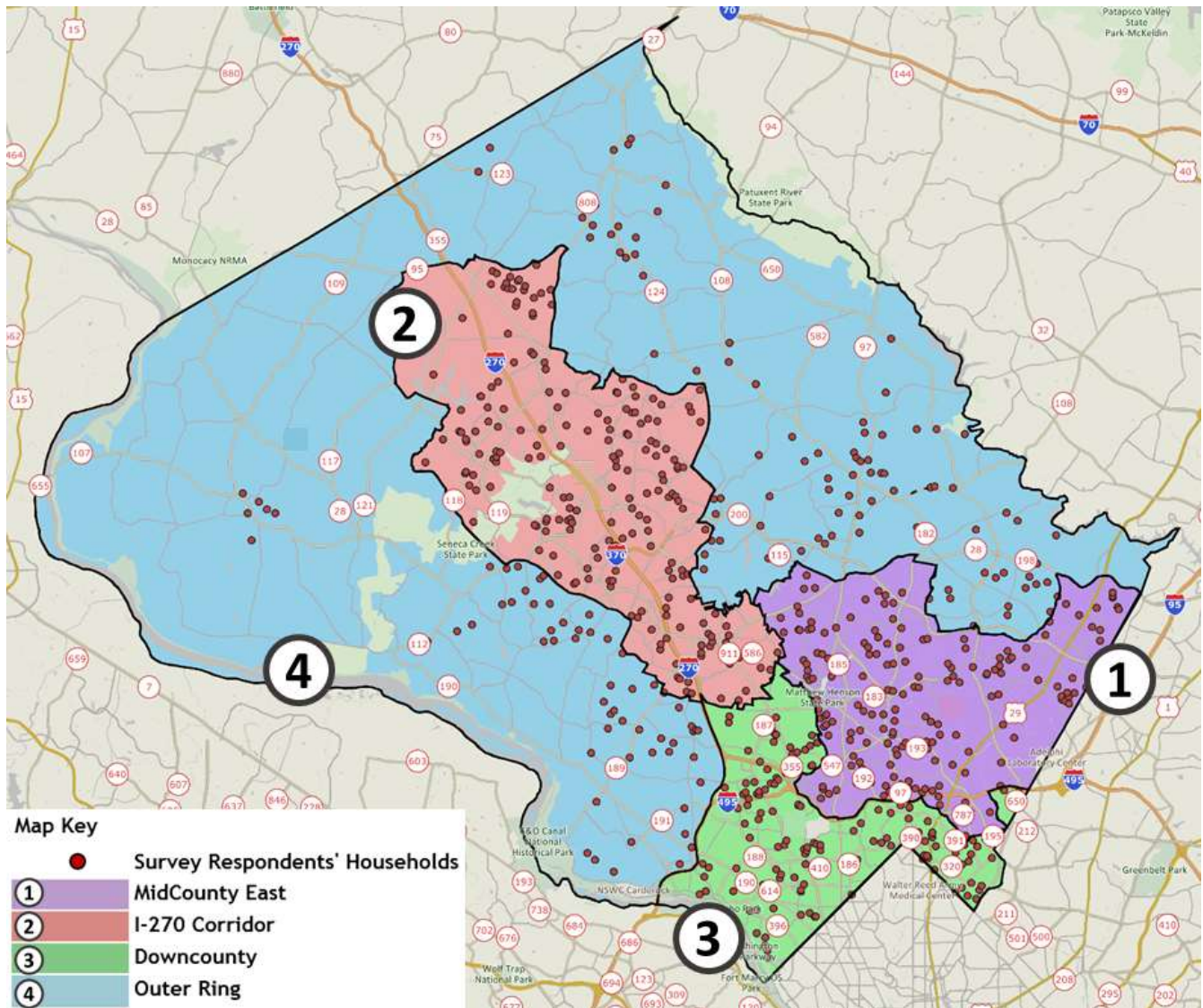
Survey respondents broken down by PIR Areas

| | MIDCOUNTRY EAST | I-270 CORRIDOR | DOWNCOUNTRY | OUTER RING |
|---|--------------------|-------------------|-------------|------------|
| Number of Respondents | 181 | 207 | 146 | 150 |
| Percentage of Respondents | 26% | 29% | 21% | 21% |
| 2011-2015 American Community Survey 5-Year Population Percentage Estimates | 27.8% | 30.3% | 21.4% | 20.5% |

PROS Consulting, with the assistance of ETC Institute, was then able to assess survey results based on these demographic segments. This analysis allows for a more detailed understanding of County residents by identifying unique needs within each segment.

The consulting team also developed Priority Investment Ratings for each of these segments, to enable comparison across geographies and demographic segments for parks and recreation priorities.

The following illustration depicts the location of each survey respondent's household.



The following chapters describe each of the four PIR Areas by demographics (age, race, ethnicity, gender, income, household, English speaking ability). Priority Investment Rating, and Priority Rankings were determined for each of the four areas.



CHAPTER TWO - MID-COUNTY EAST

2.1 DEMOGRAPHICS

The following tables show the demographics of survey respondents as compared with the demographics of the area, according to American Community Survey census data. ETC survey demographic results include all Ethnicities within the Race breakdowns, and identifies total Hispanic/Latino population separately. ACS survey data breaks out Ethnicity from Race, and identifies Non-Hispanic Race numbers, with Hispanic/Latinos of all Races combined together as a group. Both are shown in table format below.

MIDCOUNTY-EAST: Age Segment Distribution

| Age Segments | ETC Survey | 2011-2015 ACS 5-Year Estimates | Age Segments |
|--------------|------------|-----------------------------------|-----------------|
| 18-34 | 18.4% | 20.0% | 20-34 |
| 35-44 | 23.5% | 14.0% | 35-44 |
| 45-54 | 22.3% | 13.5% | 45-54 |
| 55-64 | 17.3% | 12.6% | 55-64 |
| 65+ | 18.4% | 29.5% | 65+ |

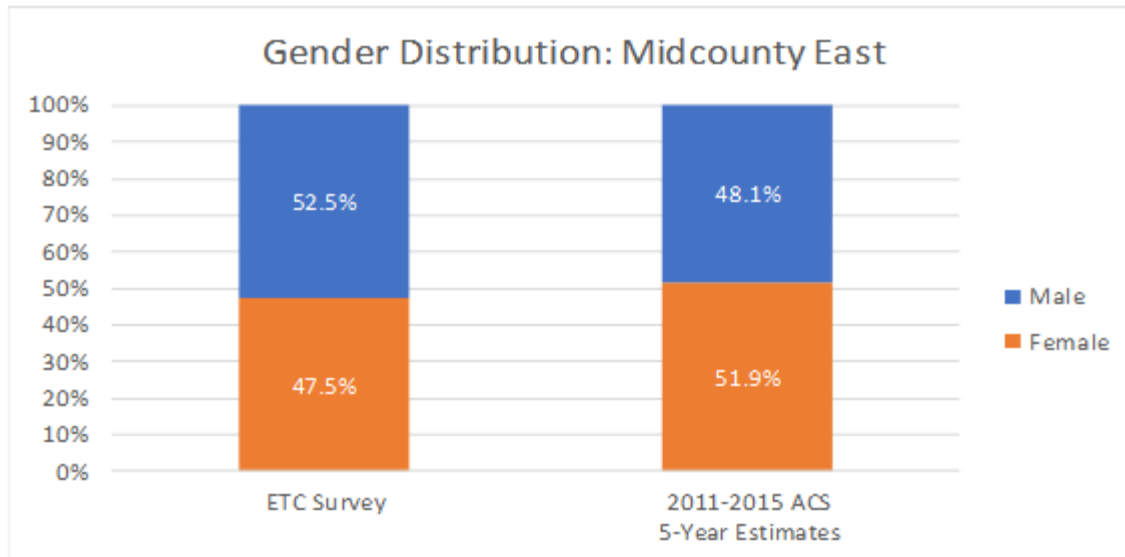
MIDCOUNTY-EAST: Income Distribution

| Income Tiers | ETC Survey | 2011-2015 ACS 5-Year Estimates | Income Tiers |
|---------------------|------------|-----------------------------------|---------------------|
| Under \$30K | 6.1% | 15.4% | Less than \$30,000 |
| \$30K to \$69,999 | 19.3% | 29.7% | \$30,000-\$74,999 |
| \$70K to \$99,999 | 14.4% | 14.0% | \$75,000-\$99,999 |
| \$100K to \$129,999 | 14.9% | 11.3% | \$100,000-\$124,999 |
| \$130K+ | 32.6% | 29.7% | \$125,000 and up |
| Not Provided | 12.7% | - | - |

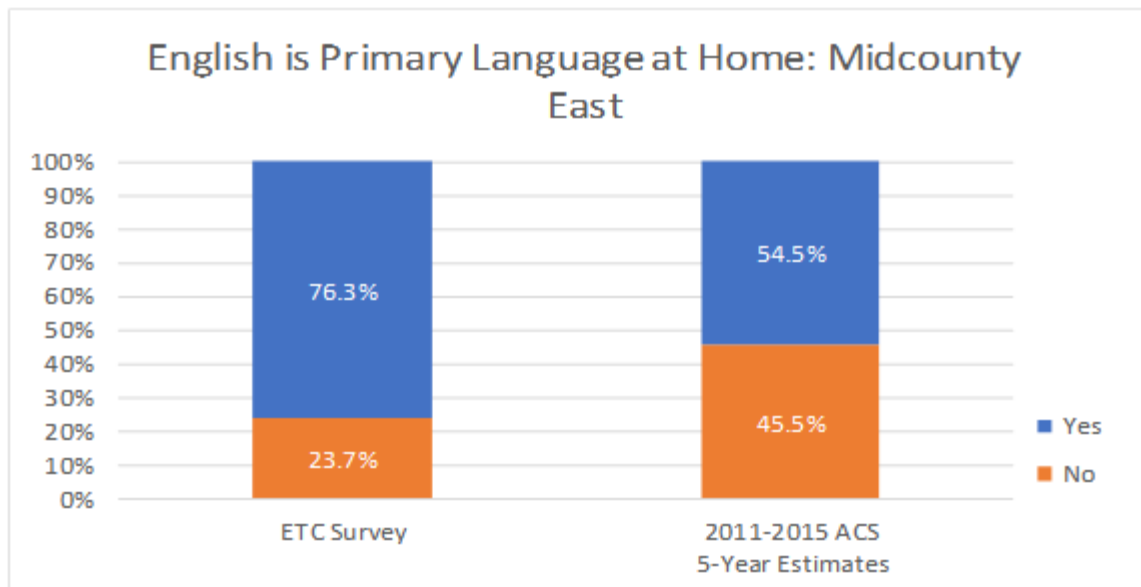
MIDCOUNTY-EAST: Race & Ethnicity Distribution

| Race/Ethnicity | ETC Survey | 2011-2015 ACS 5-Year Estimates |
|---|------------|-----------------------------------|
| Non-Hispanic white | 40.0% | 34.9% |
| Non-Hispanic black/African Am. | 18.3% | 25.6% |
| Non-Hispanic Asian, Native Hawaiian, or Other Pacific Islander | 8.9% | 11.4% |
| Non-Hispanic Other (Includes American Indian) | 5.6% | 3.7% |
| Hispanic | 27.2% | 24.5% |

MIDCOUNTRY-EAST: Gender Distribution



MIDCOUNTRY-EAST: English is Primary Language at Home

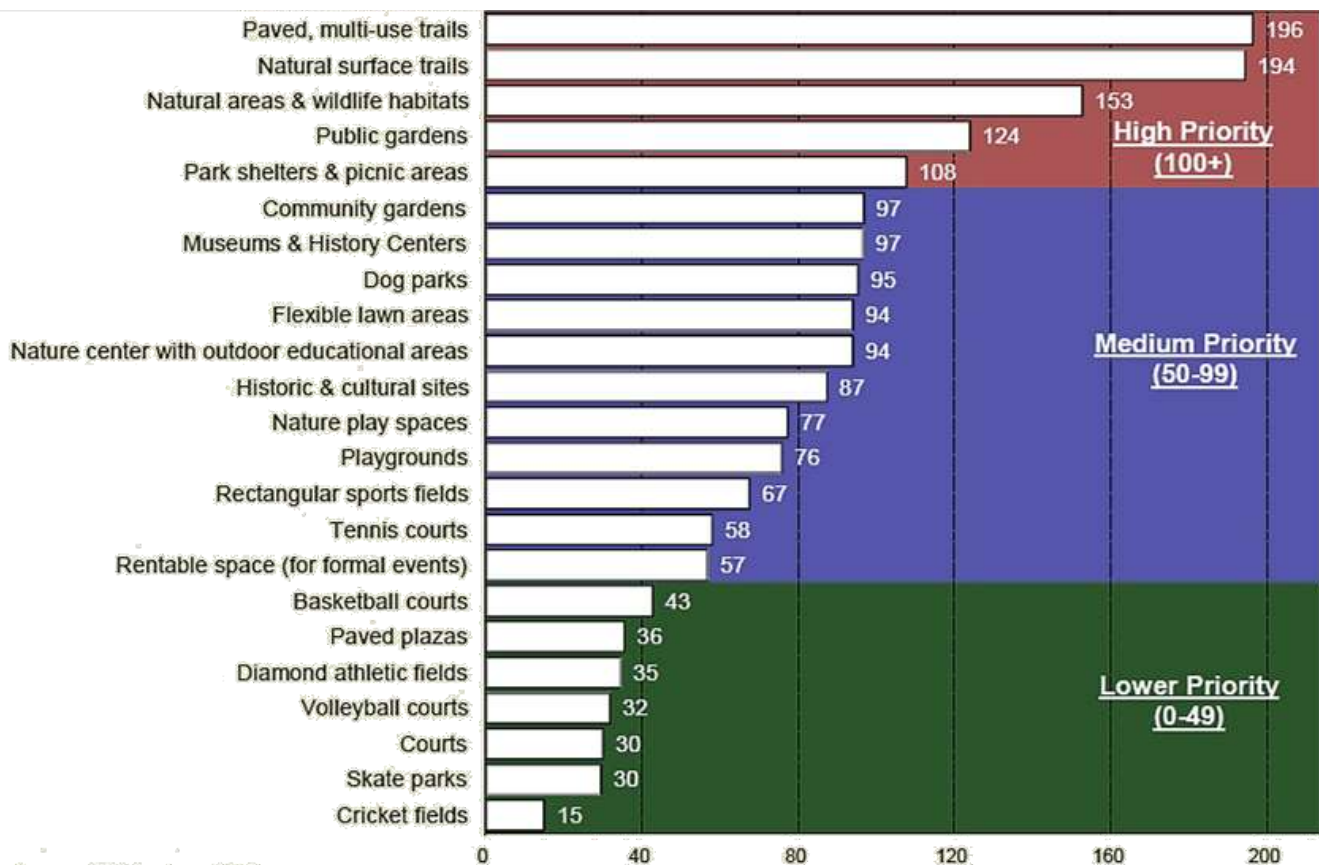




2.2 IDENTIFICATION OF PRIORITIES

Based on community needs assessment results by planning area, the team was able to determine Priority Investment Ratings (based on statistically valid survey results).

MIDCOUNTY-EAST: Top priorities for investment for recreation facilities based on the Priority Investment Rating



Source: ETC Institute (2017)

CHAPTER THREE - I-270 CORRIDOR

3.1 DEMOGRAPHICS

The following tables show the demographics of survey respondents as compared with the demographics of the area, according to American Community Survey census data. ETC survey demographic results include all Ethnicities within the Race breakdowns, and identifies total Hispanic/Latino population separately. ACS survey data breaks out Ethnicity from Race, and identifies Non-Hispanic Race numbers, with Hispanic/Latinos of all Races combined together as a group. Both are shown in table format below.

I-270 CORRIDOR: Age Segment Distribution

| Age Segments | ETC Survey | 2011-2015 ACS 5-Year Estimates | Age Segments |
|--------------|------------|-----------------------------------|--------------|
| 18-34 | 21.0% | 21.70% | 20-34 |
| 35-44 | 24.9% | 15.40% | 35-44 |
| 45-54 | 21.5% | 14.60% | 45-54 |
| 55-64 | 22.4% | 11.30% | 55-64 |
| 65+ | 10.2% | 20.00% | 65+ |

I-270 CORRIDOR: Income Distribution

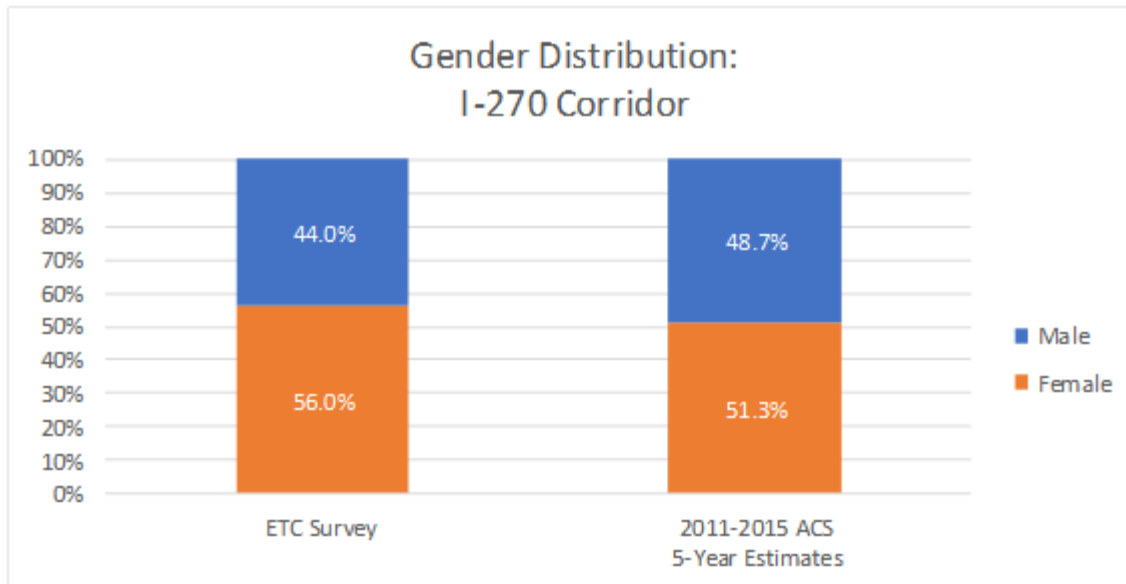
| Income Tiers | ETC Survey | 2011-2015 ACS 5-Year Estimates | Income Tiers |
|---------------------|------------|-----------------------------------|---------------------|
| Under \$30K | 8.2% | 12.0% | Less than \$30,000 |
| \$30K to \$69,999 | 15.0% | 30.1% | \$30,000-\$74,999 |
| \$70K to \$99,999 | 15.9% | 14.2% | \$75,000-\$99,999 |
| \$100K to \$129,999 | 15.5% | 11.6% | \$100,000-\$124,999 |
| \$130K+ | 37.2% | 32.0% | \$125,000 and up |
| Not Provided | 8.2% | | |

I-270 CORRIDOR: Race & Ethnicity Distribution

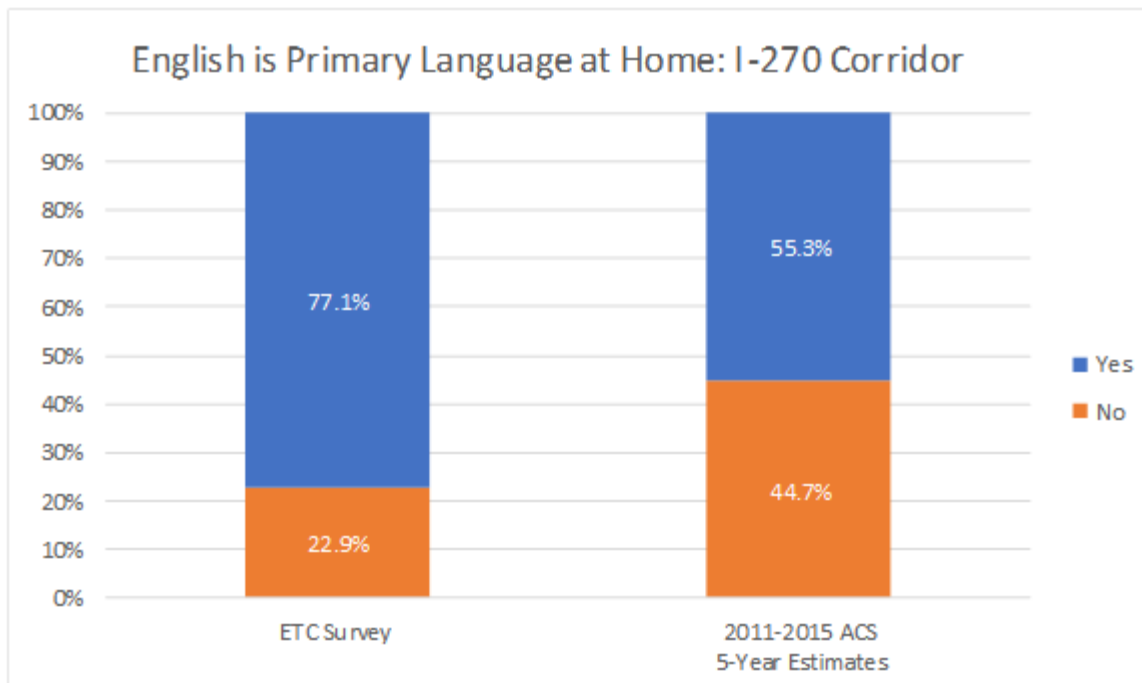
| Race/Ethnicity | ETC Survey | 2011-2015 ACS 5-Year Estimates |
|--|------------|-----------------------------------|
| Non-Hispanic white | 42.2% | 38.5% |
| Non-Hispanic black/African Am. | 13.7% | 18.2% |
| Non-Hispanic Asian, Native Hawaiian, or Other Pacific Islander | 16.5% | 18.0% |
| Non-Hispanic Other (Includes American Indian) | 5.3% | 3.7% |
| Hispanic | 22.3% | 21.7% |



I-270 CORRIDOR: Gender Distribution



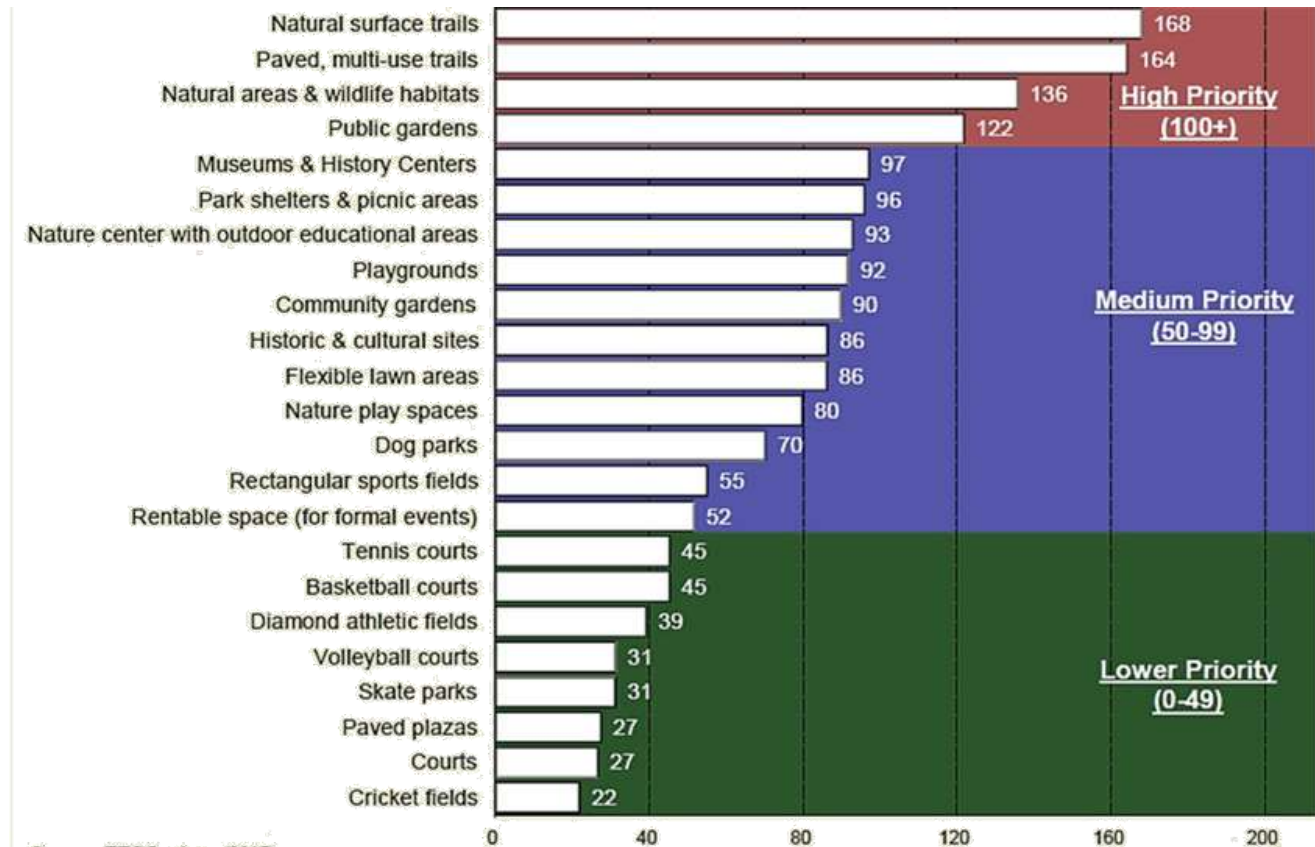
I-270 CORRIDOR: English is Primary Language at Home



3.2 IDENTIFICATION OF PRIORITIES

Based on community needs assessment results by planning area, the team was able to determine Priority Investment Ratings (based on statistically valid survey results).

I-270 CORRIDOR: Top priorities for investment for recreation facilities based on the Priority Investment Rating



Source: ETC Institute (2017)



CHAPTER FOUR - DOWNCOUNTY

4.1 DEMOGRAPHICS

The following tables show the demographics of survey respondents as compared with the demographics of the area, according to American Community Survey census data. ETC survey demographic results include all Ethnicities within the Race breakdowns, and identifies total Hispanic/Latino population separately. ACS survey data breaks out Ethnicity from Race, and identifies Non-Hispanic Race numbers, with Hispanic/Latinos of all Races combined together as a group. Both are shown in table format below.

DOWNCOUNTY: Age Segment Distribution

| Age Segments | ETC Survey | 2011-2015 ACS 5-Year Estimates | Age Segments |
|--------------|------------|--------------------------------|--------------|
| 18-34 | 21.9% | 20.5% | 20-34 |
| 35-44 | 17.1% | 14.6% | 35-44 |
| 45-54 | 19.2% | 14.2% | 45-54 |
| 55-64 | 17.1% | 12.3% | 55-64 |
| 65+ | 24.7% | 30.3% | 65+ |

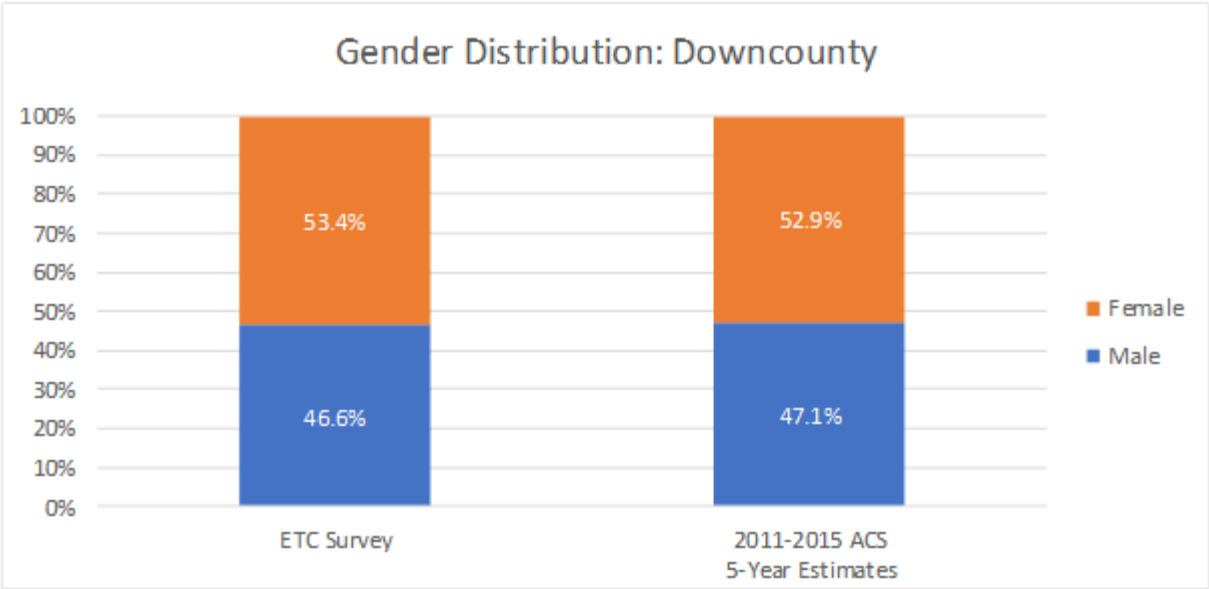
DOWNCOUNTY: Income Distribution

| Income Tiers | ETC Survey | 2011-2015 ACS 5-Year Estimates | Income Tiers |
|---------------------|------------|--------------------------------|---------------------|
| Under \$30K | 6.1% | 15.4% | Less than \$30,000 |
| \$30K to \$69,999 | 19.3% | 29.7% | \$30,000-\$74,999 |
| \$70K to \$99,999 | 14.4% | 14.0% | \$75,000-\$99,999 |
| \$100K to \$129,999 | 14.9% | 11.3% | \$100,000-\$124,999 |
| \$130K+ | 32.6% | 29.7% | \$125,000 and up |
| Not Provided | 12.7% | | |

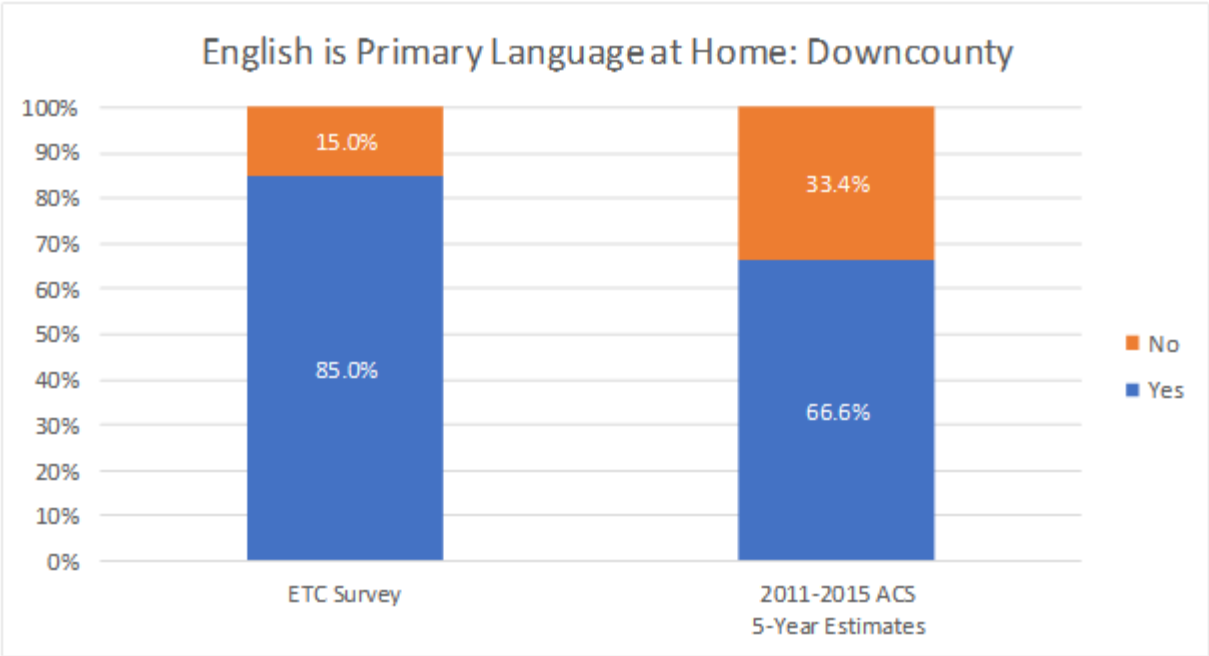
DOWNCOUNTY: Race & Ethnicity Distribution

| Race/Ethnicity | ETC Survey | 2011-2015 ACS 5-Year Estimates |
|--|------------|--------------------------------|
| Non-Hispanic white | 54.1% | 60.2% |
| Non-Hispanic black/African Am. | 15.1% | 12.2% |
| Non-Hispanic Asian, Native Hawaiian, or Other Pacific Islander | 8.2% | 9.7% |
| Non-Hispanic Other (Includes American Indian) | 3.4% | 3.4% |
| Hispanic | 19.2% | 14.5% |

DOWNCOUNTY: Gender Distribution



DOWNCOUNTY: English is Primary Language at Home

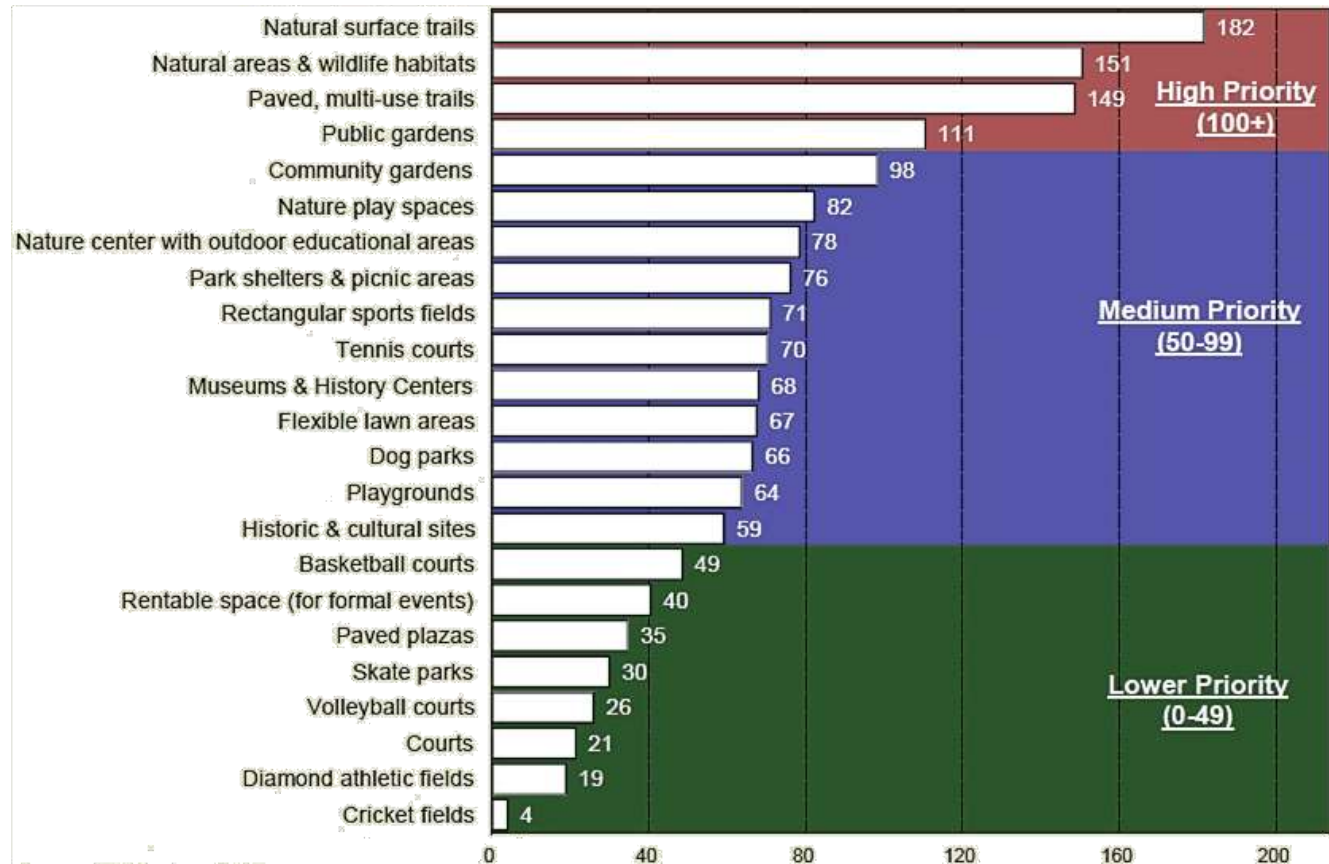




4.2 IDENTIFICATION OF PRIORITIES

Based on community needs assessment results by planning area, the team was able to determine Priority Investment Ratings (based on statistically valid survey results).

DOWNCOUNTY: Top priorities for investment for recreation facilities based on the Priority Investment Rating



Source: ETC Institute (2017)

CHAPTER FIVE - OUTER RING

5.1 DEMOGRAPHICS – OUTER RING

The following tables show the demographics of survey respondents as compared with the demographics of the area, according to American Community Survey census data. ETC survey demographic results include all Ethnicities within the Race breakdowns, and identifies total Hispanic/Latino population separately. ACS survey data breaks out Ethnicity from Race, and identifies Non-Hispanic Race numbers, with Hispanic/Latinos of all Races combined together as a group. Both are shown in table format below.

OUTER RING: Age Segment Distribution

| Age Segments | ETC Survey | 2011-2015 ACS 5-Year Estimates | Age Segments |
|---------------------|-------------------|---|---------------------|
| 18-34 | 11.6% | 12.8% | 20-34 |
| 35-44 | 15.6% | 11.6% | 35-44 |
| 45-54 | 21.8% | 18.2% | 45-54 |
| 55-64 | 32.0% | 15.6% | 55-64 |
| 65+ | 19.0% | 28.5% | 65+ |

OUTER RING: Income Distribution

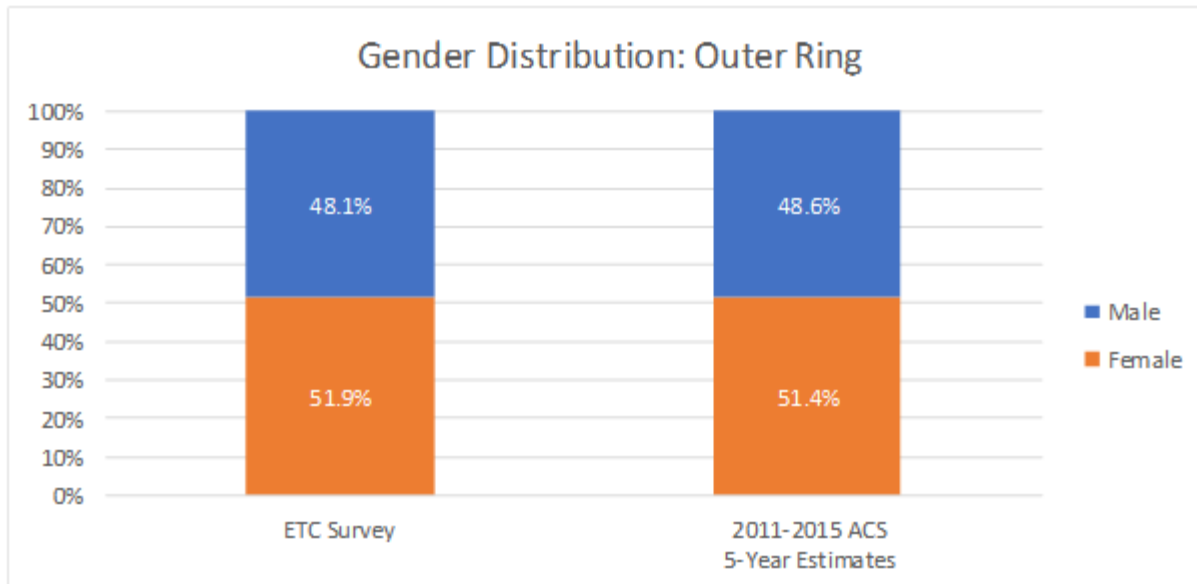
| Income Tiers | ETC Survey | 2011-2015 ACS 5-Year Estimates | Income Tiers |
|---------------------|-------------------|---|----------------------------|
| Under \$30K | 6.1% | 6.4% | Less than \$30,000 |
| \$30K to \$69,999 | 19.3% | 15.4% | \$30,000-\$74,999 |
| \$70K to \$99,999 | 14.4% | 9.5% | \$75,000-\$99,999 |
| \$100K to \$129,999 | 14.9% | 10.9% | \$100,000-\$124,999 |
| \$130K+ | 32.6% | 57.7% | \$125,000 and up |
| Not Provided | 12.7% | | |

OUTER RING: Race & Ethnicity Distribution

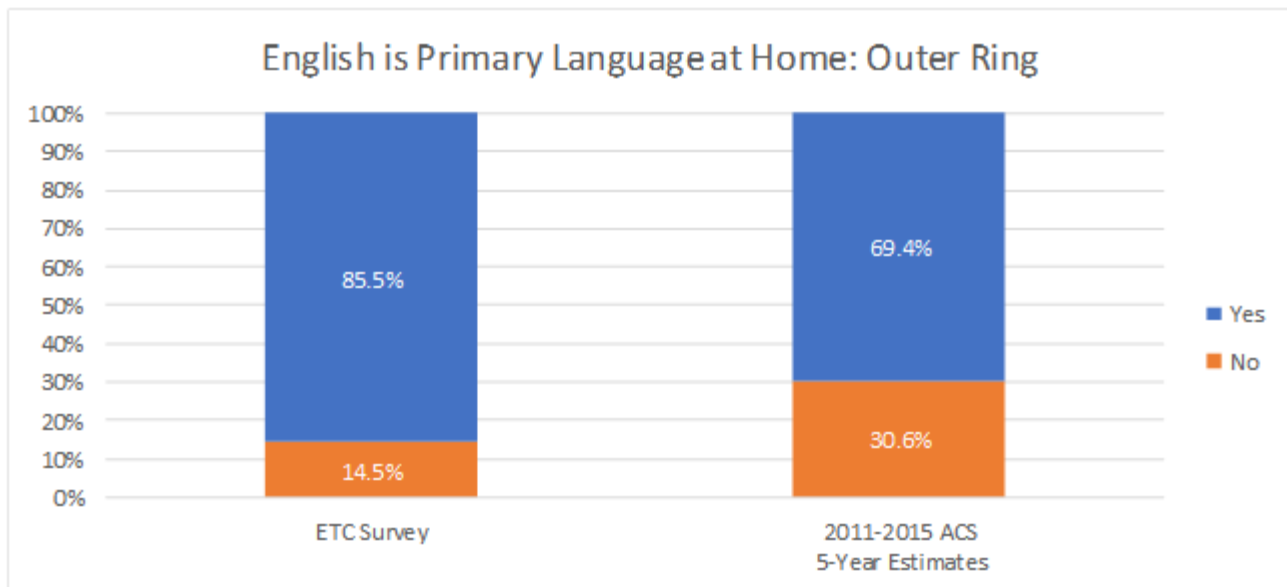
| Race/Ethnicity | ETC Survey | 2011-2015 ACS 5-Year Estimates |
|--|-------------------|---|
| Non-Hispanic white | 56.7% | 60.2% |
| Non-Hispanic black/African Am. | 12.0% | 9.3% |
| Non-Hispanic Asian, Native Hawaiian, or Other Pacific Islander | 12.0% | 18.6% |
| Non-Hispanic Other (Includes American Indian) | 4.0% | 3.1% |
| Hispanic | 15.3% | 8.9% |



OUTER RING: Gender Distribution



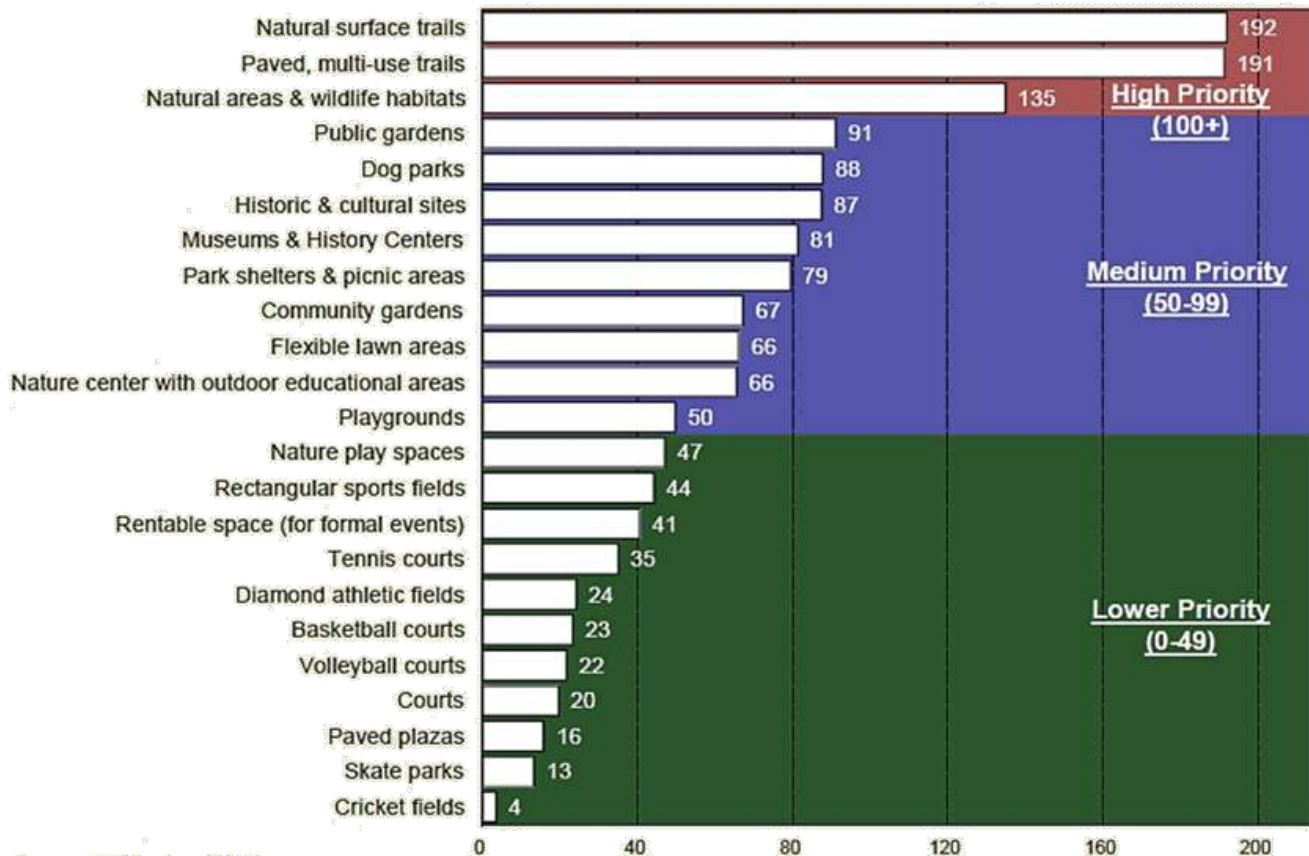
OUTER RING: English is Primary Language at Home



5.2 PRIORITY INVESTMENT RATINGS – OUTER RING

Based on community needs assessment results by planning area, the team was able to determine Priority Investment Ratings (based on statistically valid survey results).

OUTER RING: Top priorities for investment for recreation facilities based on the Priority Investment Rating



Source: ETC Institute (2017)



CHAPTER SIX - ANALYSIS OF PRIORITY RANKINGS BY AREA

In addition to the Priority Investment Ratings that are based on statistically valid survey results, the team has also developed Priority Rankings for each of the four PIR Areas. Priority Rankings are based on analysis that includes 60% statistically valid survey results and 40% consultant observation of the qualitative data gathering through the community outreach process. The following table shows the Priority Rankings for each area.

As the table below demonstrates, the rankings for the county as a whole ("Overall") are very similar to the rankings in the individual areas, particularly when focusing on the top 3-6 and the bottom eight.

Montgomery County Facility / Amenity Priority Rankings

| FACILITY / AMENITY | OVERALL | MID-COUNTY EAST | I-270 CORRIDOR | DOWN COUNTY | OUTER RING |
|--|---------|-----------------|----------------|-------------|------------|
| Paved, multi-use trails (walking, biking) | 1 | 1 | 1 | 2 | 2 |
| Natural surface trails (walking, biking, horseback riding) | 2 | 2 | 2 | 1 | 1 |
| Natural areas & wildlife habitats | 3 | 4 | 3 | 4 | 3 |
| Public gardens | 4 | 8 | 5 | 3 | 5 |
| Park shelters & picnic areas | 5 | 3 | 7 | 5 | 6 |
| Nature center with outdoor educational areas | 6 | 7 | 6 | 8 | 4 |
| Playgrounds | 7 | 5 | 4 | 6 | 10 |
| Flexible lawn areas for events & festivals, pickup sports, etc. | 8 | 10 | 8 | 7 | 11 |
| Museums & history centers | 9 | 12 | 9 | 10 | 8 |
| Community gardens | 10 | 13 | 10 | 9 | 9 |
| Dog parks | 11 | 14 | 11 | 11 | 7 |
| Rectangular sports fields (soccer, football, Ultimate Frisbee, etc.) | 12 | 6 | 14 | 10 | 14 |
| Nature play spaces | 13 | 9 | 13 | 12 | 12 |
| Historic & cultural sites | 14 | 15 | 8 | 14 | 10 |
| Tennis courts | 15 | 11 | 15 | 15 | 15 |
| Rentable space (for formal events) | 16 | 17 | 16 | 17 | 16 |
| Basketball courts | 17 | 16 | 17 | 16 | 17 |
| Diamond athletic fields (baseball, softball, kickball, etc.) | 18 | 18 | 18 | 18 | 18 |
| Volleyball courts | 19 | 19 | 20 | 20 | 19 |
| Courts (pickleball, handball, bocce, etc.) | 20 | 21 | 22 | 19 | 20 |
| Skate parks | 21 | 22 | 19 | 21 | 22 |
| Paved plazas | 22 | 20 | 21 | 22 | 23 |
| Cricket fields | 23 | 23 | 23 | 23 | 22 |

CHAPTER SEVEN - HOUSEHOLDS WITH INCOMES <\$70,000

This group is 11.3% Hispanic and respondents are more likely to be female and either 65+ or 18-34.

Households with incomes of less than \$70,000 are slightly more likely to rank parks and recreation facilities as important, but are also more likely not to have visited a M-NCPPC facility or did not know whether they had.

This demographic is slightly more likely to use walking or public transportation rather than cars to reach parks.

Their top three choices for what services are most important for Montgomery County Parks to provide include:

1. Provide opportunities to improve physical health and fitness
2. Conserve natural resources and the environment
3. Improve mental health and reduce stress

They are also more likely than other income levels to indicate that providing recreational opportunities for people of lower income households is important.

Top reasons that this group does not use parks and facilities include:

1. Too busy
2. I don't know what programs are offered
3. Fees are too high

Top four priorities for use of county tax dollars in parks includes:

1. Purchase land for natural resource protection and conservation for future generations
2. Repair/renovate existing park facilities
3. Develop new walking/biking trails and connect existing trails
4. Purchase land for parks in urban areas

Respondents in this demographic feel the following facilities are most important to their household:

1. Natural surface trails
2. Paved, multi-use trails
3. Playgrounds
4. Natural areas and wildlife habitats
5. Historic and cultural sites

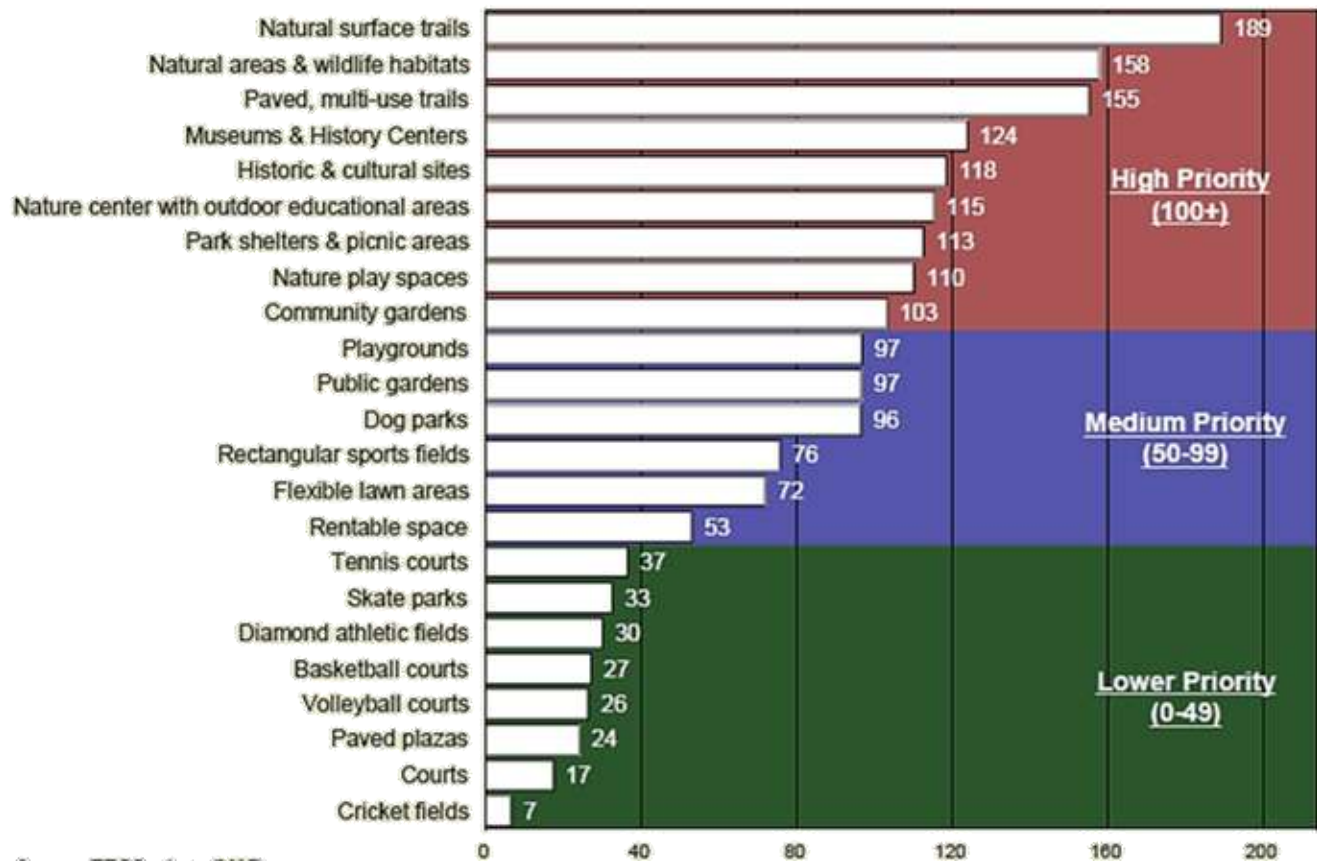
The program priority for this demographic group is toward children and teens, and this group learns about programs and activities through:

1. Word of Mouth
2. Montgomery Parks Website
3. Montgomery Recreation Website
4. Program Guide

Most are Very or Somewhat Satisfied with the value of parks, though tend to have a slightly lower sense of pride in parks than the higher income brackets.



Top priorities of Investment for Recreational Facilities for Household Incomes under \$70,000 per year.



Source: ETC Institute (2017)

CHAPTER EIGHT - HOUSEHOLDS WITH CHILDREN UNDER THE AGE OF TEN

This group is more likely than others to have either a very high or very low income level (<\$30k or >\$130k). Households with children are also more likely to live in a multi-family home compared with households with older children or households with no children >55+ in age. Of households with children under, 10, 75% speak English as a primary language.

Households with children <10 are much more likely to rank parks and recreation facilities as very important, and their ratings of the parks and facilities visited as Good or Excellent are largely on trend with the other household type segments.

This demographic is more likely to walk to parks and facilities than any other household group, although driving remains the preferred mode of transportation to reach parks. This demographic segment's top three choices for what services are most important for Montgomery County Parks to provide include:

1. Provide opportunities to improve physical health and fitness
2. Provide recreational facilities/programs for children and teens
3. Conserve natural resources and the environment

Top reasons that this group does not use parks and facilities include:

1. Too busy
2. I don't know what programs are offered
3. Program times are not convenient

Top four priorities for use of county tax dollars in parks includes:

1. Repair/renovate existing park facilities
2. Purchase land for natural resource protection and conservation for future generations
3. Develop new walking/biking trails and connect existing trails
4. Provide additional & upgrade existing recreation centers (tie)
4. Purchase land for parks in urban areas (tie)

Respondents in this demographic feel the following facilities are most important to their household:

1. Playgrounds
2. Paved, multi-use trails
3. Natural surface trails
4. Rectangular sports fields
5. Nature play spaces

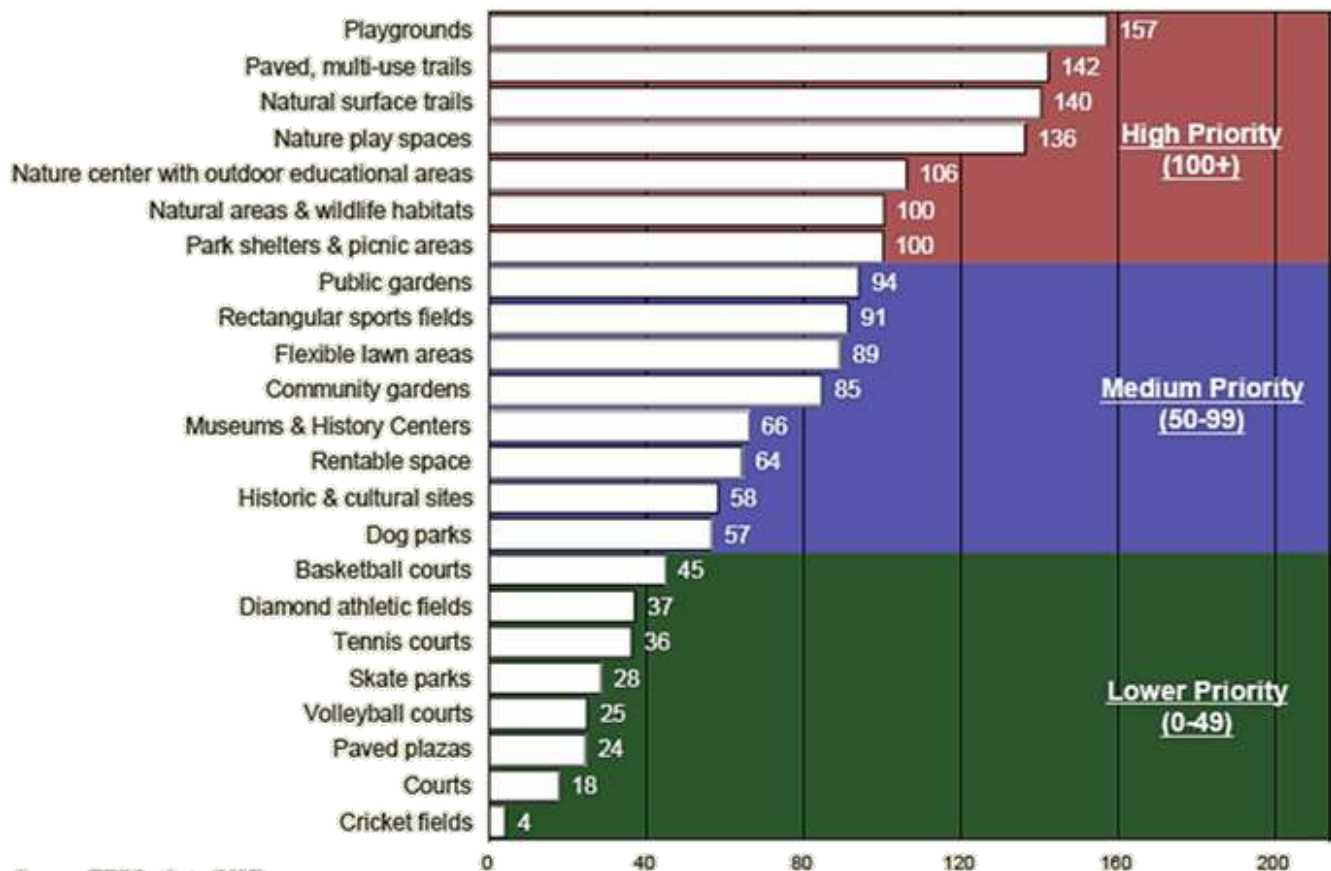
The program priority for this demographic group is toward children and teens, and this group learns about programs and activities through:

1. Montgomery Parks Website
2. Montgomery Recreation Website
3. Word of Mouth
4. Program Guide



Most are Very or Somewhat Satisfied with the value of parks, and have a slightly higher sense of pride in parks than households with older or no children.

Top priorities of Investment for Recreational Facilities for Households with children under the age of 10



Source: ETC Institute (2017)

CHAPTER NINE - PRIORITIES BY AGE SEGMENT

For the purposes of this analysis, age segments here indicate ages of members of the households, and not age of survey respondent. The age segments of interest are ages 20-34, 35-54, and 55+.

Regarding home type, the 20-34 and 55+ age segments are much more likely to reside in a multi-family home, while the 35-54 age segment are more likely to be in a townhouse or duplex than the other groups. The 35-54 age segment also represents the group with the highest income level. 80% of these age segments speak English as a primary language in the home.

All three age segments are likely to rank parks and recreation facilities as very important, and satisfaction with the physical condition of the parks are higher in the 20-34 and 35-54 age segments than the 55+ age segment.

The 20-34 age segment is more likely to walk to parks, while the 35-54 group is more likely than the other segments to bicycle to parks. Although driving remains the preferred mode of transportation to reach parks, the 20-34 age segment is more likely than the others to drive to parks.

All age segments agree on the top two choices for what services are most important for Montgomery County Parks to provide, with the third being different:

1. Provide opportunities to improve physical health and fitness
2. Conserve natural resources and the environment
3. Provide recreational facilities/programs for children and teens (20-34 and 35-54 age segments)
3. Make Montgomery County a more desirable place to live (55+ age segment)

All age segments also agree on the top two reasons for not using parks and facilities, with the third being different:

1. Too busy
2. I don't know what programs are offered
3. Program times are not convenient (35-54 age segment)
3. Too far from residence (20-34 and 55+ age segments)

Top four priorities for use of county tax dollars in parks by age segments include:

| Priority | Ages 20-34 | Ages 35-54 | Ages 55+ |
|---|------------|------------|----------|
| Repair/renovate existing park facilities | #2 | #1 | #1 |
| Purchase land for natural resource protection and conservation for future generations | #1 | #3 | #2 |
| Develop new walking/biking trails and connect existing trails | #3 | #2 | #3 |
| Purchase land for developing trails | #4 | #4 | #4 |

Respondents in this demographic feel the following facilities are most important to their household:

| Facility | Ages 20-34 | Ages 35-54 | Ages 55+ |
|----------------------------------|------------|------------|----------|
| Paved, multi-use trails | #1 | #1 | #1 |
| Natural surface trails | #2 | #2 | #2 |
| Playgrounds | #4 | #3 | -- |
| Natural areas & wildlife habitat | #3 | #4 | #3 |

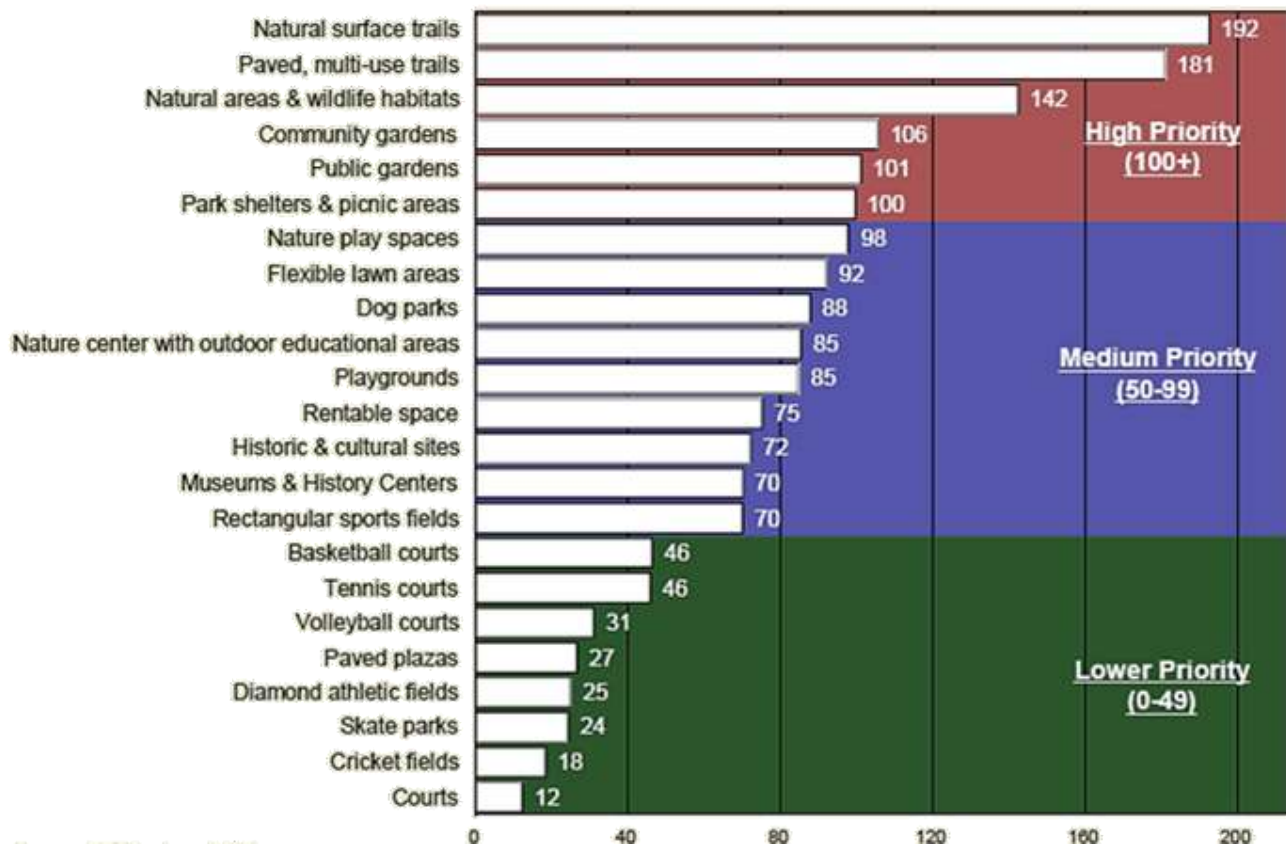


| Facility | Ages 20-34 | Ages 35-54 | Ages 55+ |
|------------------------------|------------|------------|----------|
| Rectangular sports fields | #5 | #5 | -- |
| Park shelters & picnic areas | -- | -- | #4 |
| Public gardens | -- | -- | #5 |

The 20-34 and 55+ age groups tend to learn about park programs and activities through Word of Mouth first, then the two websites and flyers at facilities, whereas the 35-54 age group use the Montgomery Parks website first, then Word of Mouth and the Montgomery Recreation website.

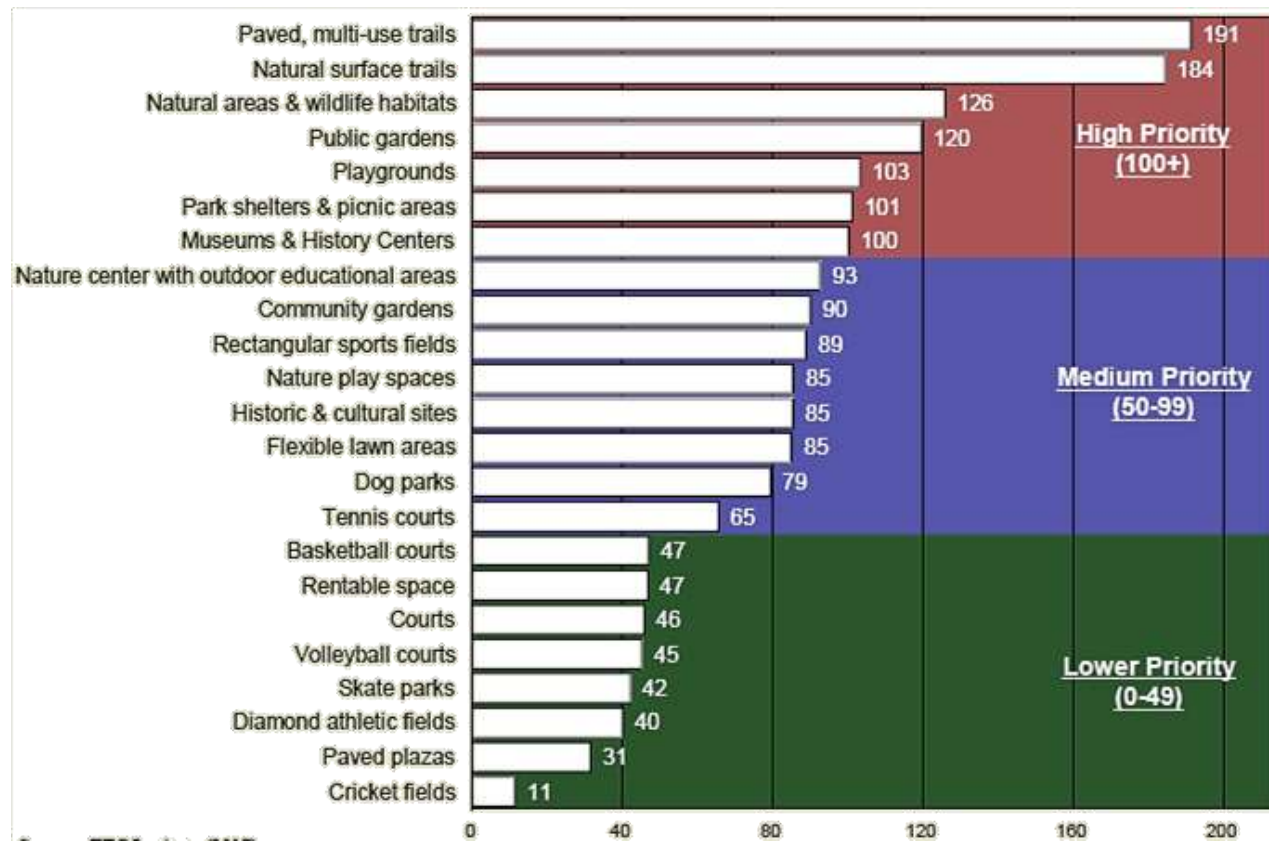
All three age segments tend to be Very or Somewhat Satisfied with the value of parks, and all three have a similar level of sense of pride in parks.

Top priorities of Investment for Recreational Facilities for Ages 20 - 34



Source: ETC Institute (2017)

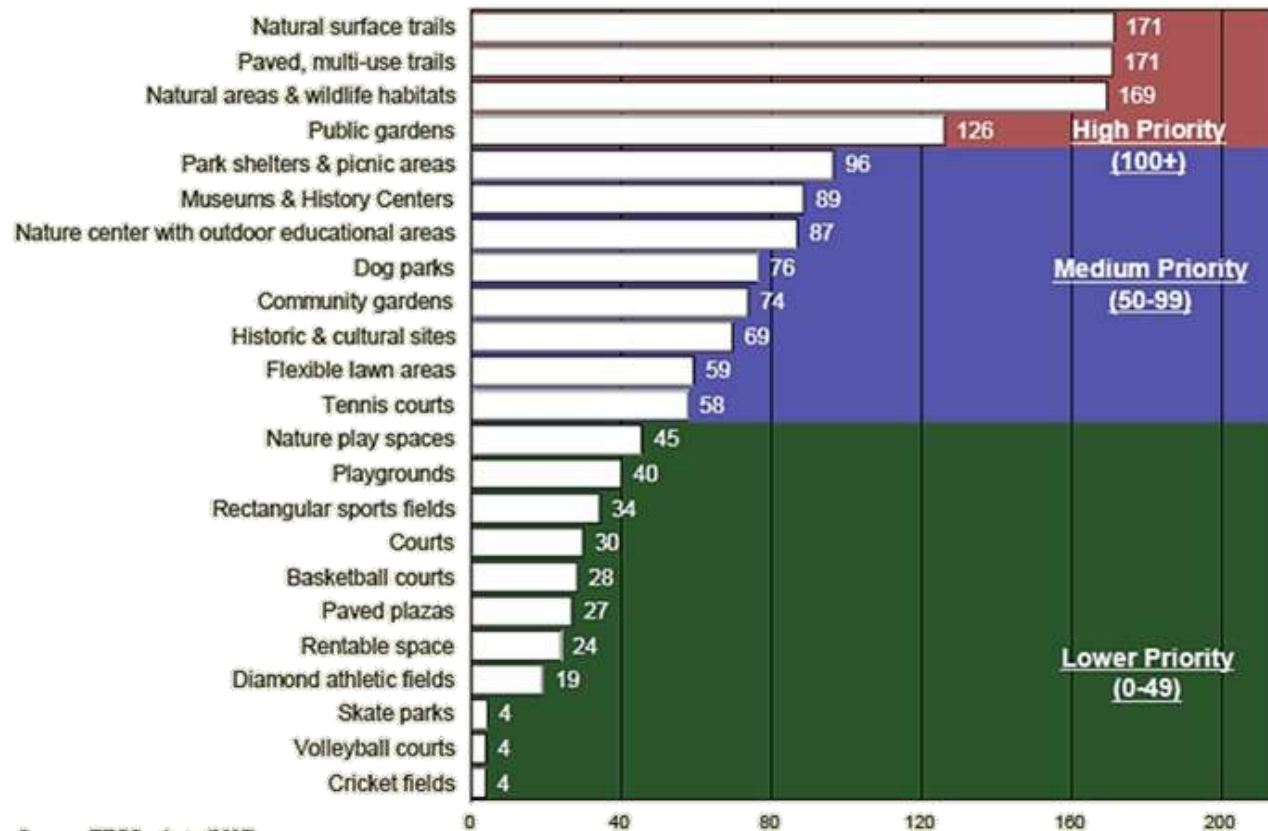
Top priorities of Investment for Recreational Facilities for Ages 35 - 54



Source: ETC Institute (2017)



Top priorities of Investment for Recreational Facilities for Ages 55+



Source: ETC Institute (2017)

CHAPTER TEN - PRIORITIES BY RACE/ETHNICITY

For the purposes of this analysis, race and ethnicity are combined, and demographic segments include the categories of: Non-Hispanic White, Non-Hispanic African American or Black, Non-Hispanic Asian, Native Hawaiian, or Asian-Pacific Islander, Non-Hispanic Other (Including American Indian), and Hispanic.

Regarding home type, Non-Hispanic White group is more likely to reside in a single-family home, while Non-Hispanic African Americans or Black and Non-Hispanic Asians, Native Hawaiians, or Asian-Pacific Islanders, and Non-Hispanic Others are more likely to reside in a townhome or duplex. Income levels are fairly evenly distributed across the race and ethnicity segments. English is the primary language in the home for 96% of Non-Hispanic Whites, 79.6% of Non-Hispanic African Americans or Blacks, 56% of Non-Hispanic Asian, native Hawaiian or Pacific Islander, and 90.3% of Non-Hispanic Others. Of Hispanics, 54.1% speak English as the primary language in their household.

All demographic groups are likely to rank parks and recreation facilities as very to somewhat important to quality of life, and satisfaction with the physical condition of the parks are higher with Non-Hispanic Whites and Non-Hispanic African Americans, while Non-Hispanic Asians, Non-Hispanic Others, and Hispanics are more likely to rate the parks fair, or, in the case of Non-Hispanic Others, poor.

All of these demographic segments are most likely to drive, walk, or bike to the parks, with Non-Hispanic African Americans being more likely than others to take the bus and Non-Hispanic Asians being more likely than others to take the Metrorail.

The following chart shows the top three services/functions are most important for Montgomery County to provide:

| MOST IMPORTANT SERVICES | NH WHITE | NH AFRICAN AMERICAN | NH ASIAN, NATIVE HAWAIIAN, | NH OTHER (INCL. AM. INDIAN) | HISPANIC |
|---|----------|---------------------|----------------------------|-----------------------------|----------|
| Provide opportunities to improve physical health & fitness | #2 | #1 | #1 | #1 | #1 |
| Conserve natural resources & environment | #1 | #2 | #2 | #2 | #2 |
| Make Montgomery County a more desirable place to live | #3 | -- | #3 | -- | #2 |
| Provide recreational facilities/programs for children & teens | -- | #3 | -- | #3 | -- |

All age segments also agree on the top two reasons for not using parks and facilities, with the third being different:

1. Too busy
2. I don't know what programs are offered
3. Program times are not convenient (NH African American, NH Other, and Hispanic)
3. Too far from residence (NH White, NH Asian, Native Hawaiian, and Pacific Islander)



Top four priorities for use of county tax dollars in parks by age segments include:

| TAX DOLLAR PRIORITIES | NH WHITE | NH AFRICAN AMERICAN | NH ASIAN, NATIVE HAWAIIAN, | NH OTHER (INCL. AM. INDIAN) | HISPANIC |
|---|----------|---------------------|----------------------------|-----------------------------|----------|
| Repair/renovate existing park facilities | #2 | #1 | #1 | #1 | #1 |
| Purchase land for natural resource protection & conservation for future generations | #1 | #2 | #2 | #2 (tie) | #2 |
| Develop new walking/biking trails & connect existing trails | #3 | -- | #3 | #2 (tie) | #3 |
| Upgrade existing youth/adult athletic fields | -- | #3 | -- | -- | -- |
| Provide additional & upgrade existing recreation centers | -- | -- | #3 | -- | -- |
| Repair, maintain, & protect historic buildings/ cultural sites on public land | -- | -- | -- | #4 | -- |
| Purchase land for developing trails | #4 | -- | -- | -- | -- |
| Purchase land for parks in urban areas | -- | #4 | -- | -- | #4 |

Respondents in this demographic feel the following facilities are most important to their household:

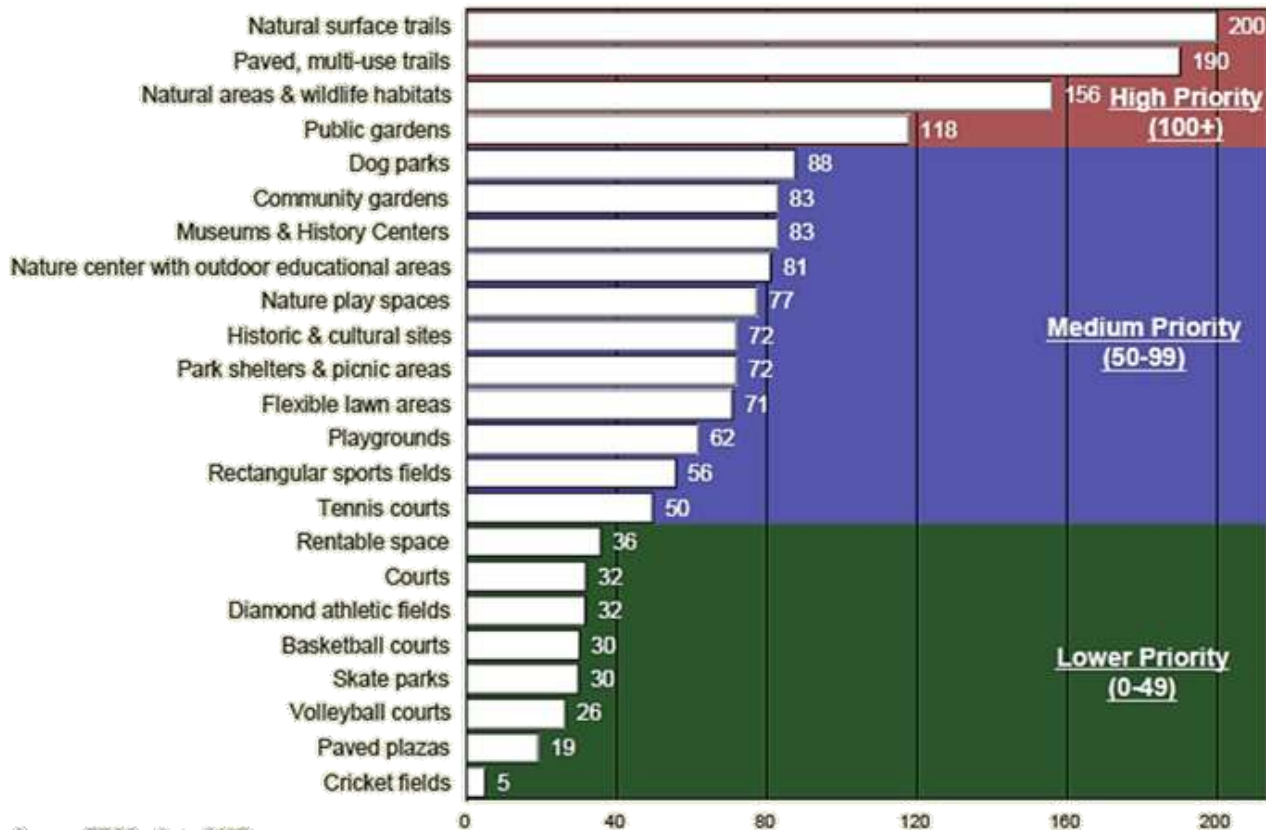
| FACILITY | NH WHITE | NH AFRICAN AMERICAN | NH ASIAN, NATIVE HAWAIIAN, | NH OTHER (INCL. AM. INDIAN) | HISPANIC |
|----------------------------------|----------|---------------------|----------------------------|-----------------------------|----------|
| Paved, multi-use trails | #2 | #1 | #1 | #1 (tie) | #1 |
| Natural surface trails | #1 | #2 | #2 | #1 (tie) | #2 |
| Playgrounds | #4 | #3 | -- | #3 | #3 |
| Natural areas & wildlife habitat | #3 | -- | #4 | -- | #4 (tie) |
| Rectangular sports fields | -- | -- | -- | -- | #4 (tie) |
| Park shelters & picnic areas | -- | #4 | #3 | #4 (tie) | -- |
| Basketball courts | -- | -- | -- | #4 (tie) | -- |

The top three ways that residents learn about park programs and activities are fairly consistent across the demographic groups:

| COMMUNICATION METHOD | NH WHITE | NH AFRICAN AMERICAN | NH ASIAN, NATIVE HAWAIIAN, | NH OTHER (INCL. AM. INDIAN) | HISPANIC |
|-------------------------------|----------|---------------------|----------------------------|-----------------------------|----------|
| Montgomery Parks Website | #2 | #2 | #1 | #1 | #1 |
| Word of Mouth | #1 | #1 | #2 | #2 | #3 |
| Montgomery Recreation Website | #3 | #3 | #3 | #3 | #2 |
| Program Guide | #4 | #4 | #4 | -- | #4 |
| Active Montgomery | -- | -- | -- | #4 | -- |

Each of the race/ethnicity segments tend to be Very or Somewhat Satisfied with the value of parks, and all three have a similar level of sense of pride in parks.

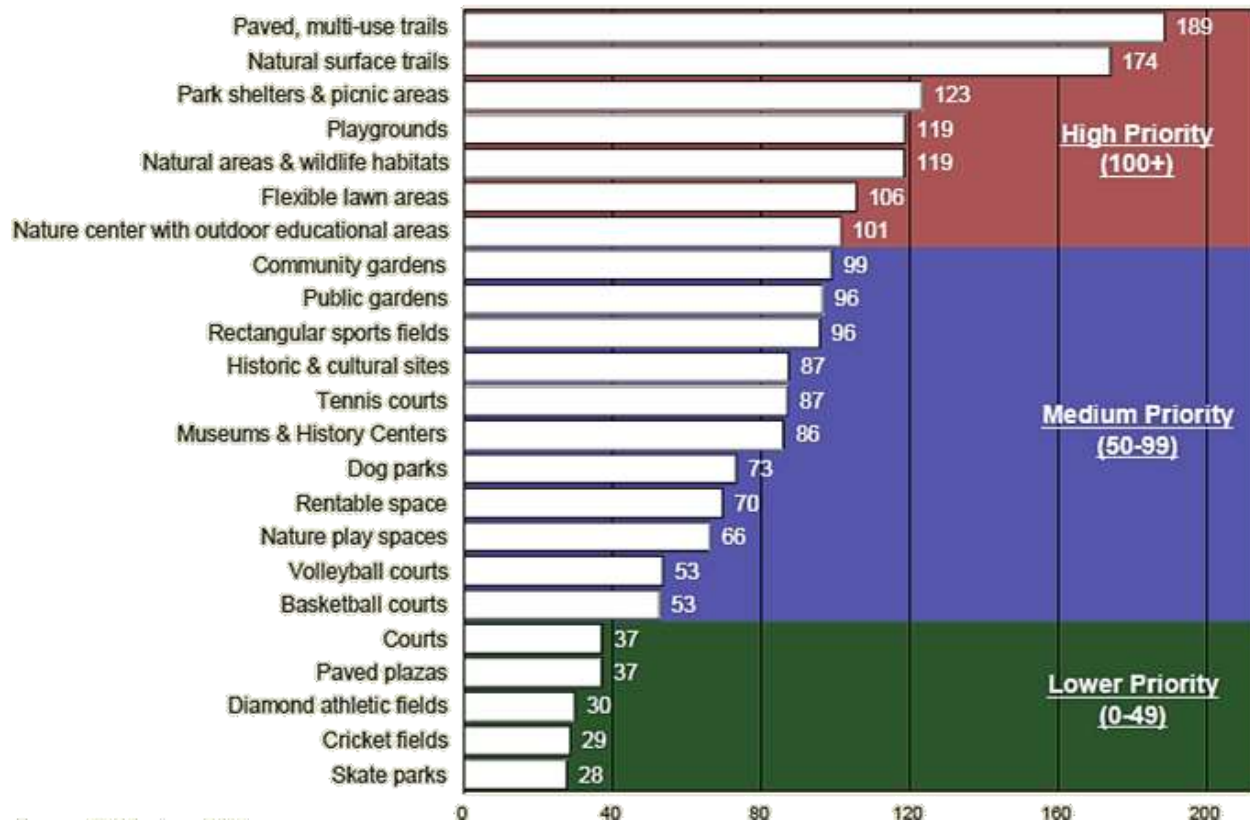
Top priorities of Investment for Recreational Facilities for Non-Hispanic White Residents



Source: ETC Institute (2017)

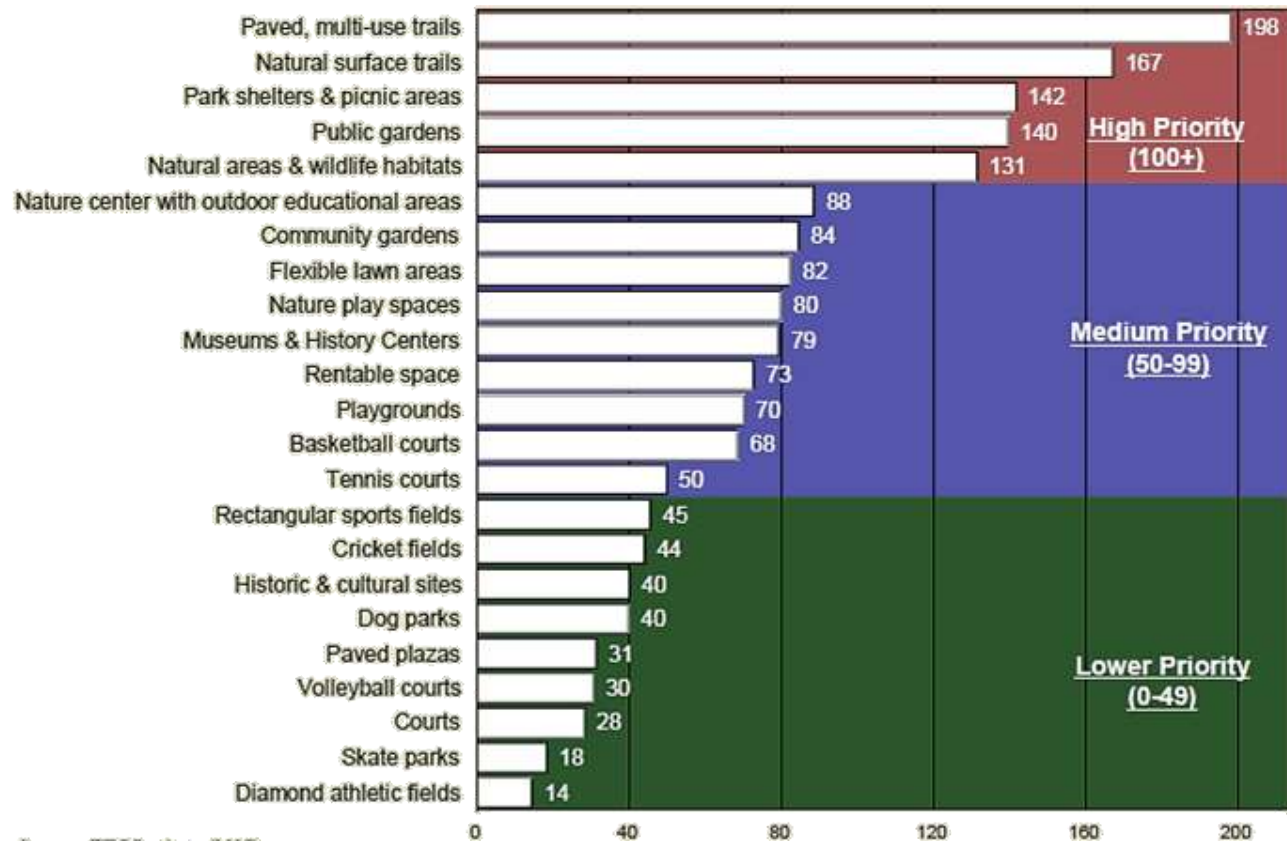


Top priorities of Investment for Recreational Facilities for Non-Hispanic African American or Black Residents



Source: ETC Institute (2017)

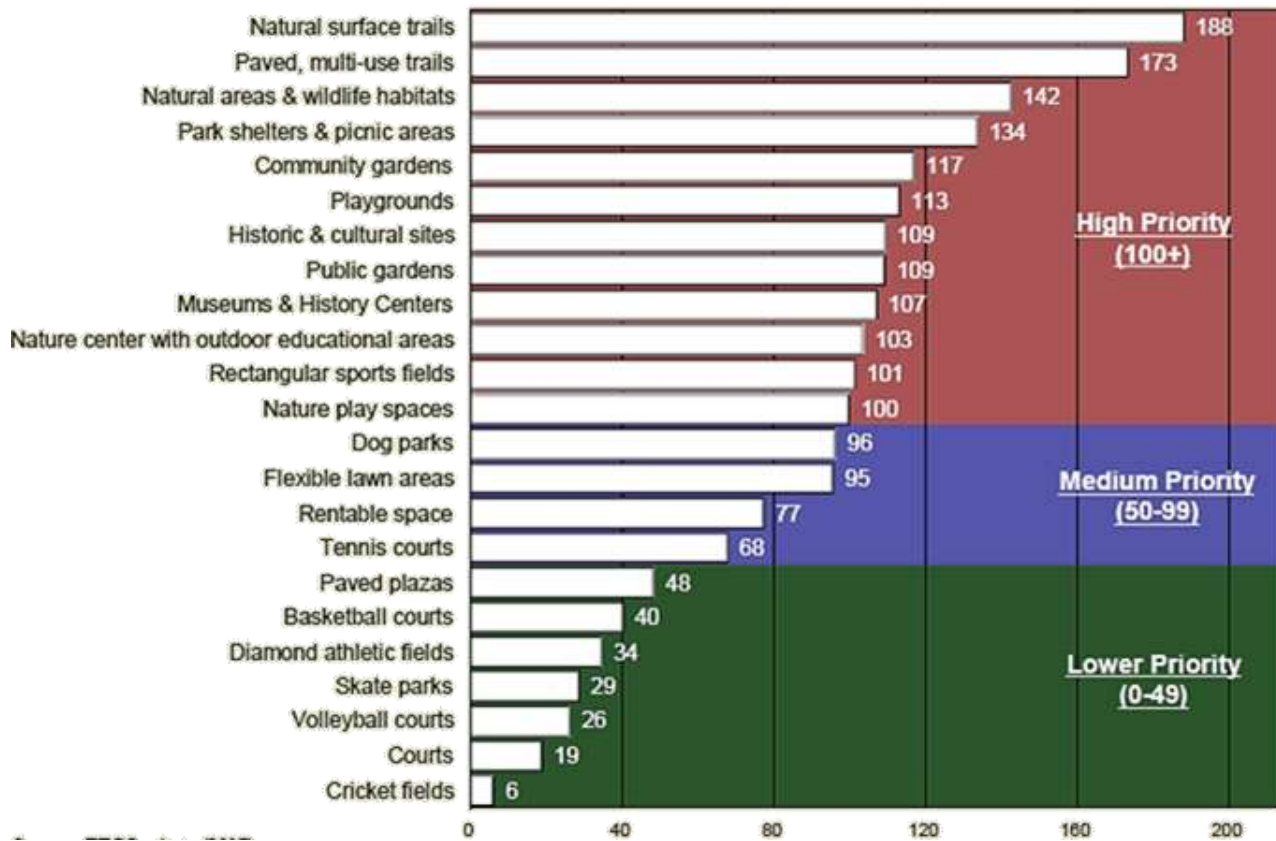
Top priorities of Investment for Recreational Facilities for Non-Hispanic Asian, Native Hawaiian or other Pacific Island Residents



Source: ETC Institute (2017)



Top priorities for Investment for Recreational Facilities for Hispanic Residents



Source: ETC Institute (2017)

CHAPTER ELEVEN - CONCLUSION

The segment analysis shows that, even taking into account different geographic areas and demographic segments of the statistically valid survey results, the priorities of residents remain largely consistent across groups. While there are a few nuances, the theme of trails, options for youth, and green, gathering spaces in urban areas remains constant across the analysis.