



# Methodology - 1

- Two target population segments:
  - 1) a random probability sample of 1,122 Douglas County registered voters;
  - 2) via open-link invitation to residents of the County, 2,930 interviews were completed.
  - In total, 4,052 completed interviews
- Data collection mode for registered voters was SMS text-to-web. A campaign on the part of Douglas County encouraged residents to access an open-link online for self-selected interviews
- Margin of error reference for random sample size of N=4,052:  $\pm 1.5\%$  with 95% confidence
  - The margin of error for various demographic and geographic subsamples will be higher: n=2,000 (2%), 800-1,500 (3%), 500-700 (4%), 400 (4%), 300 (6%), 200 (7%), 100 (10%), 50 (14%)



# Methodology - 2

- **Probability sample of 1,122 registered voters**
  - To correct for variations in cooperation rates, final results for registered voters were weighted by (a) gender, age, geography, and party registration, per most recently available Douglas County voter registration figures, and (b) by education, per US Census household data
- **Self-selected sample of 2,930 online residents**
  - To correct for variations in cooperation rates, final results for self-selected interviews were weighted by voting-age population census figures for gender, age, geography, and education. Party registration was weighted as per the registered voter segment but adjusted to accommodate non-registrants. To reduce variation further, we weighted this segment so as to be in line with the weighted registered voter distribution for survey question Q31, the frequency of park, trails, historic resources or open space usage.
- **Combined sample of 4052 county residents weighted voter file and census data**
- **Interviews conducted: August 20-27, 2024**
- **Sampling, research design, and analysis contributors**
  - Dr. David B. Hill, Director, Hill Research Consultants
  - Dr. Stephen N. White, Assistant Director



# Sample distribution

Unweighted and weighted

	Number of Interviews	Margin of error	Percentage of weighted results
Castle Pines	216	±7	3%
Castle Rock	842	±3	20%
Highlands Ranch	1135	±3	28%
Lone Tree	348	±5	4%
Parker	446	±5	16%
Other	1065	±3	28%
District 1	980	±3	34%
District 2	1372	±3	34%
District 3	1700	±2	31%

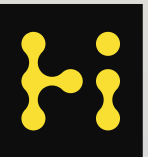


# Key findings

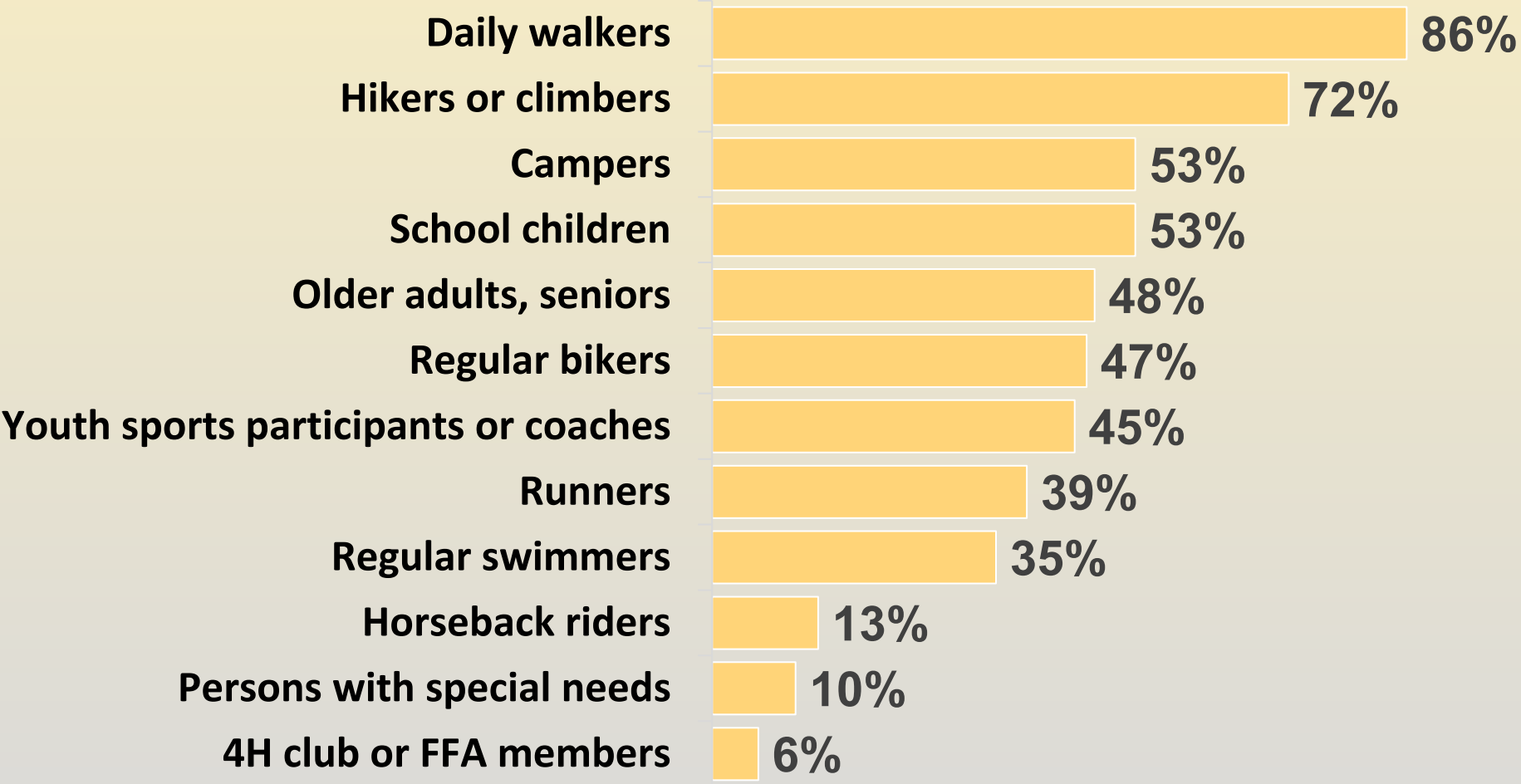
- Survey participation was extraordinary.
- Residents are frequent users of parks and related facilities and amenities in the county.
- Residents of Douglas County are generally well satisfied with the county's parks, trails, open space, and recreation programs.
- The single highest priority of citizens is open space, a conclusion borne out by multiple questions and a sentiment shared broadly across most all segments of the population.
- There is significant enthusiasm for at least two concepts of a large iconic park: a botanic park and a mega-sports complex.
- The citizenry is sharply split over:
  - Small parks versus larger parks
  - Ballfields versus courts



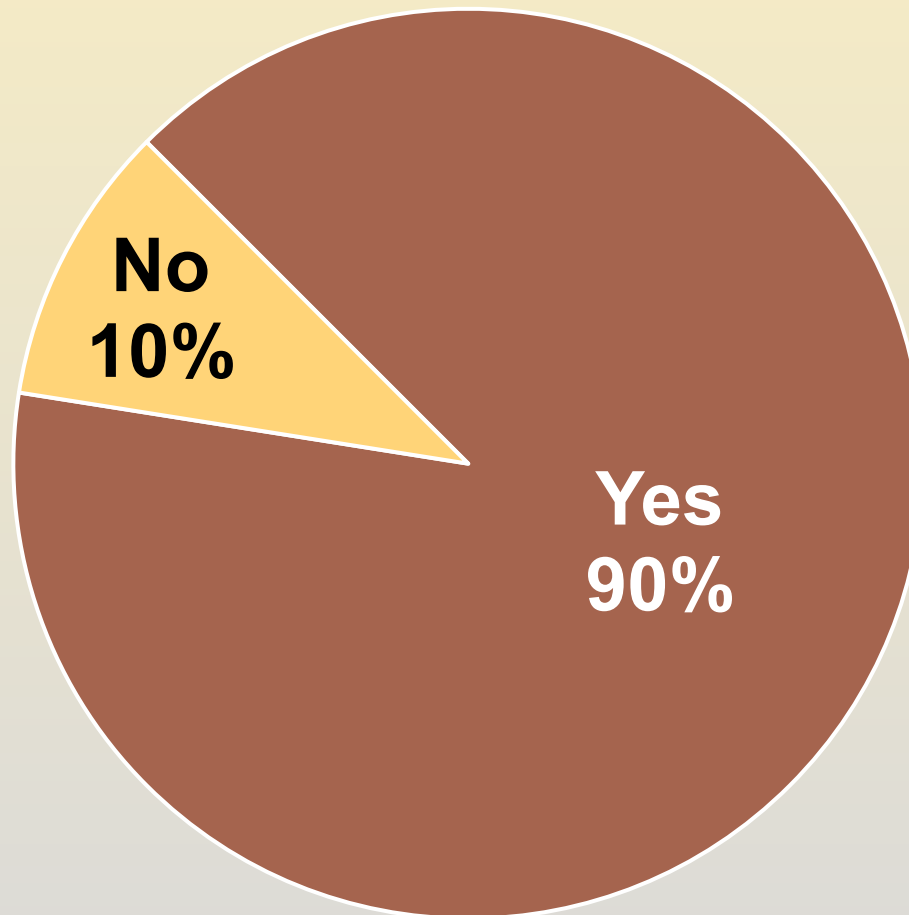
# Usage and satisfaction



# Household types

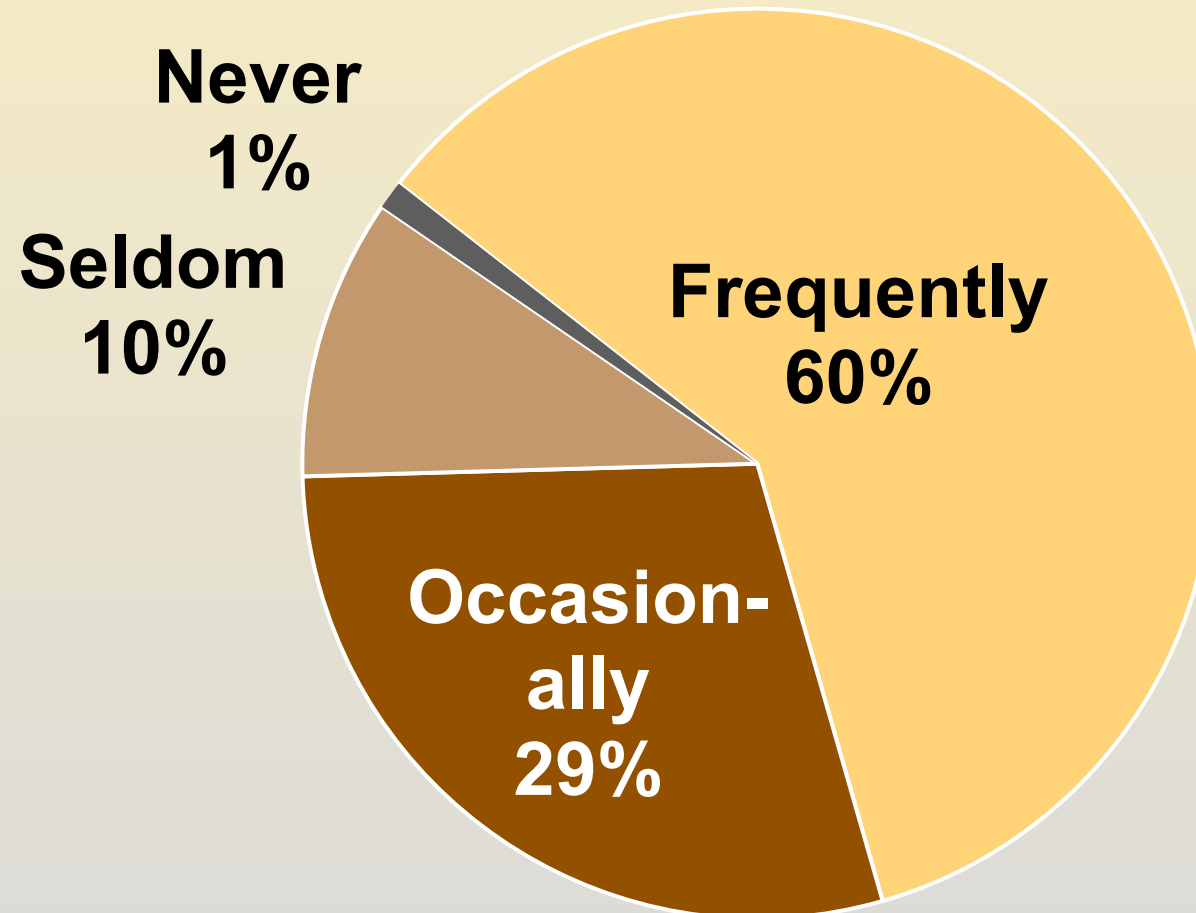


# Live or work within a 10-minute drive from a Douglas County park, trail or open space?



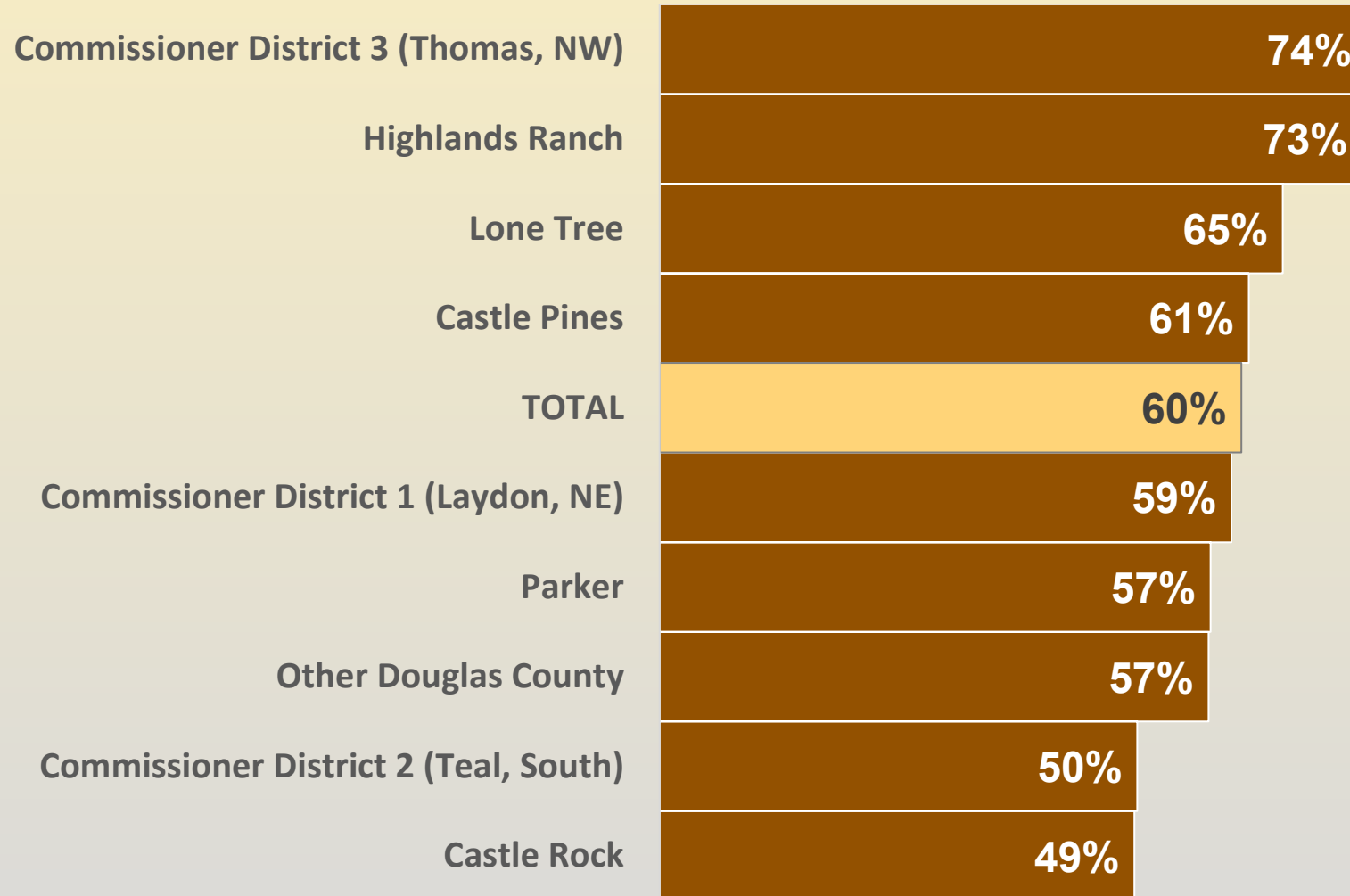


# Own family's use of a park, trails, historic resources or open space inside Douglas County



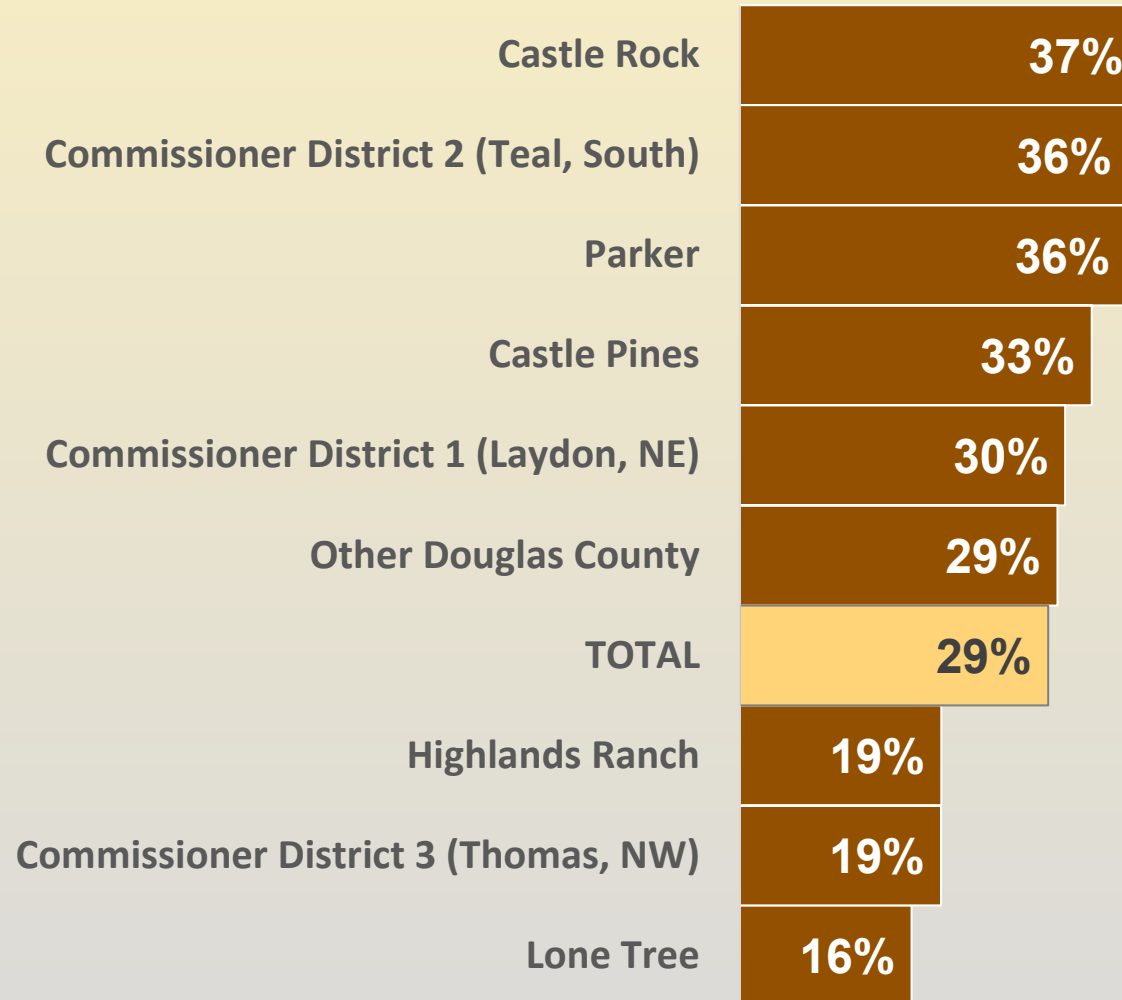
# Self or family member uses park, trails, historic resources or open space frequently

*by geography*



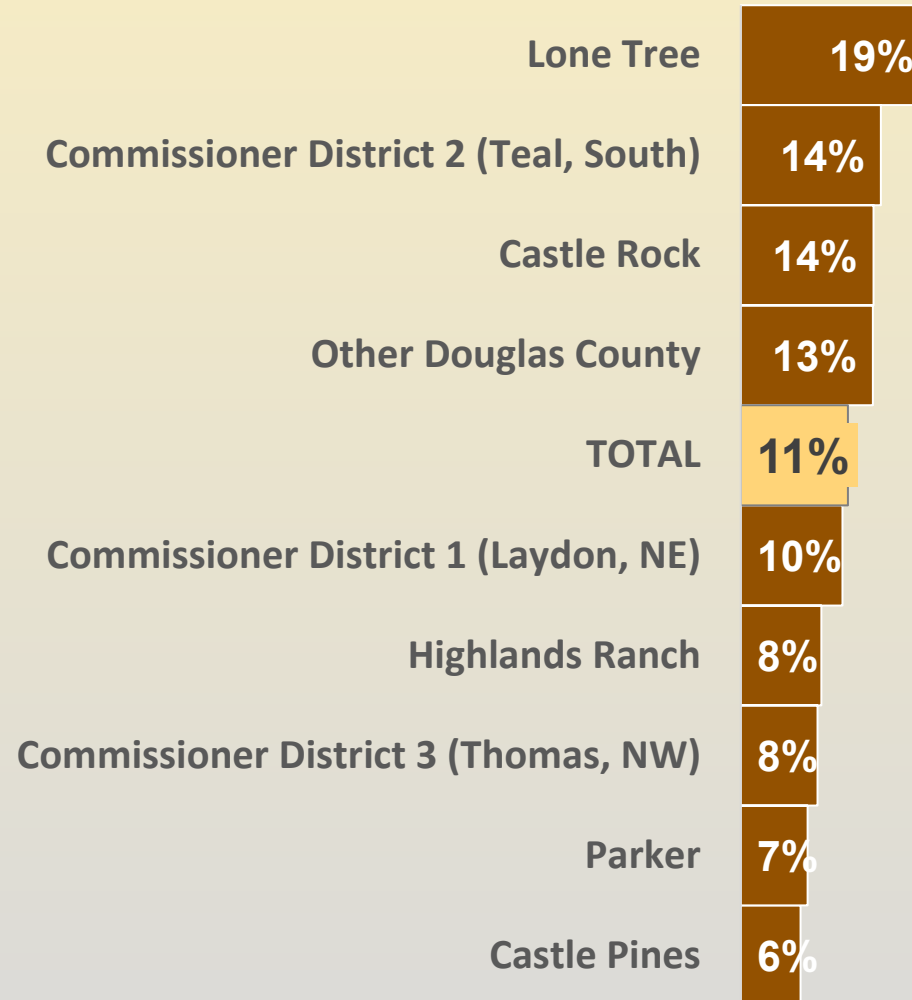
# Self or family member uses park, trails, historic resources or open space occasionally

*by geography*

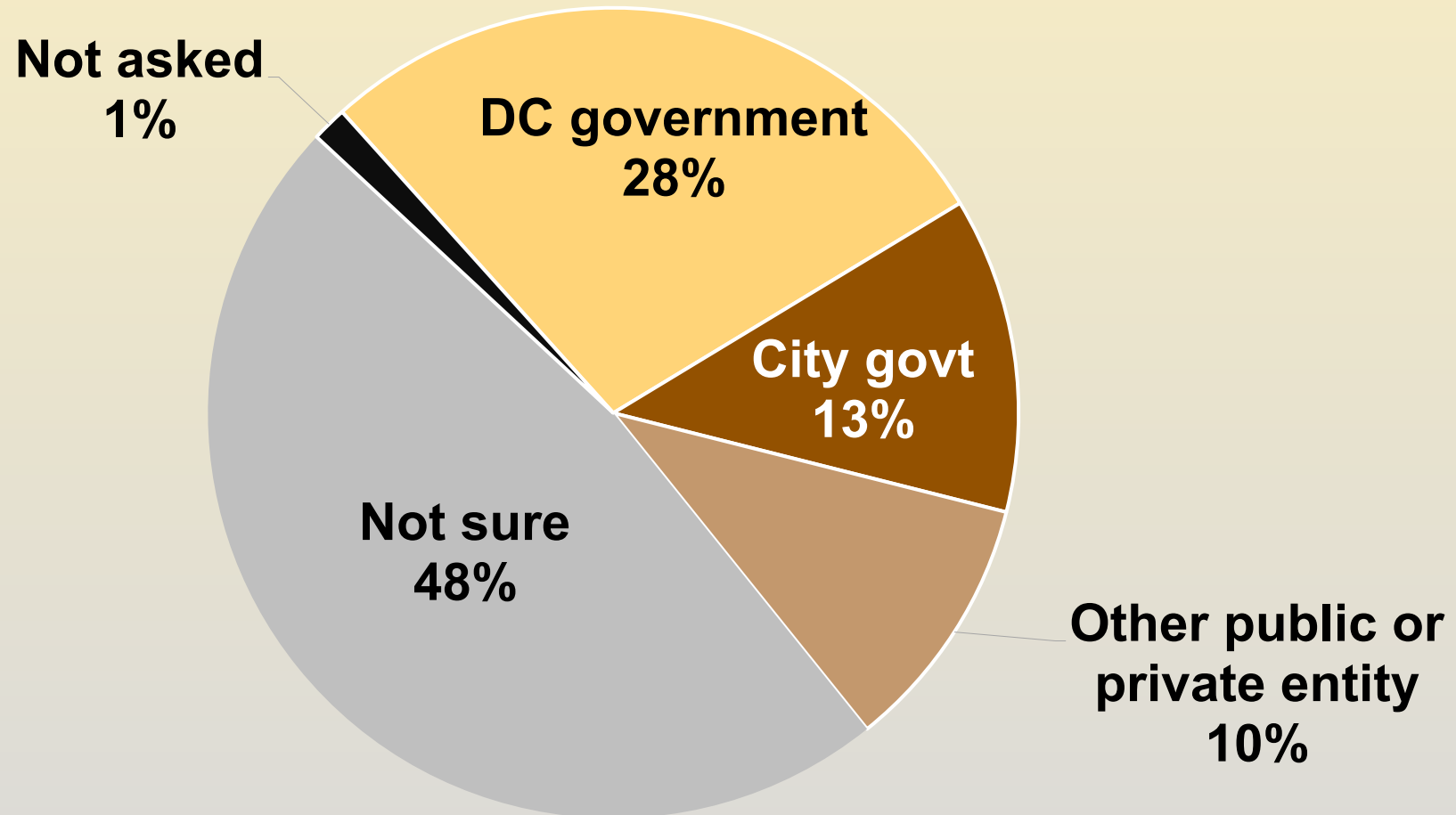


# Self or family member uses park, trails, historic resources or open space seldom, never

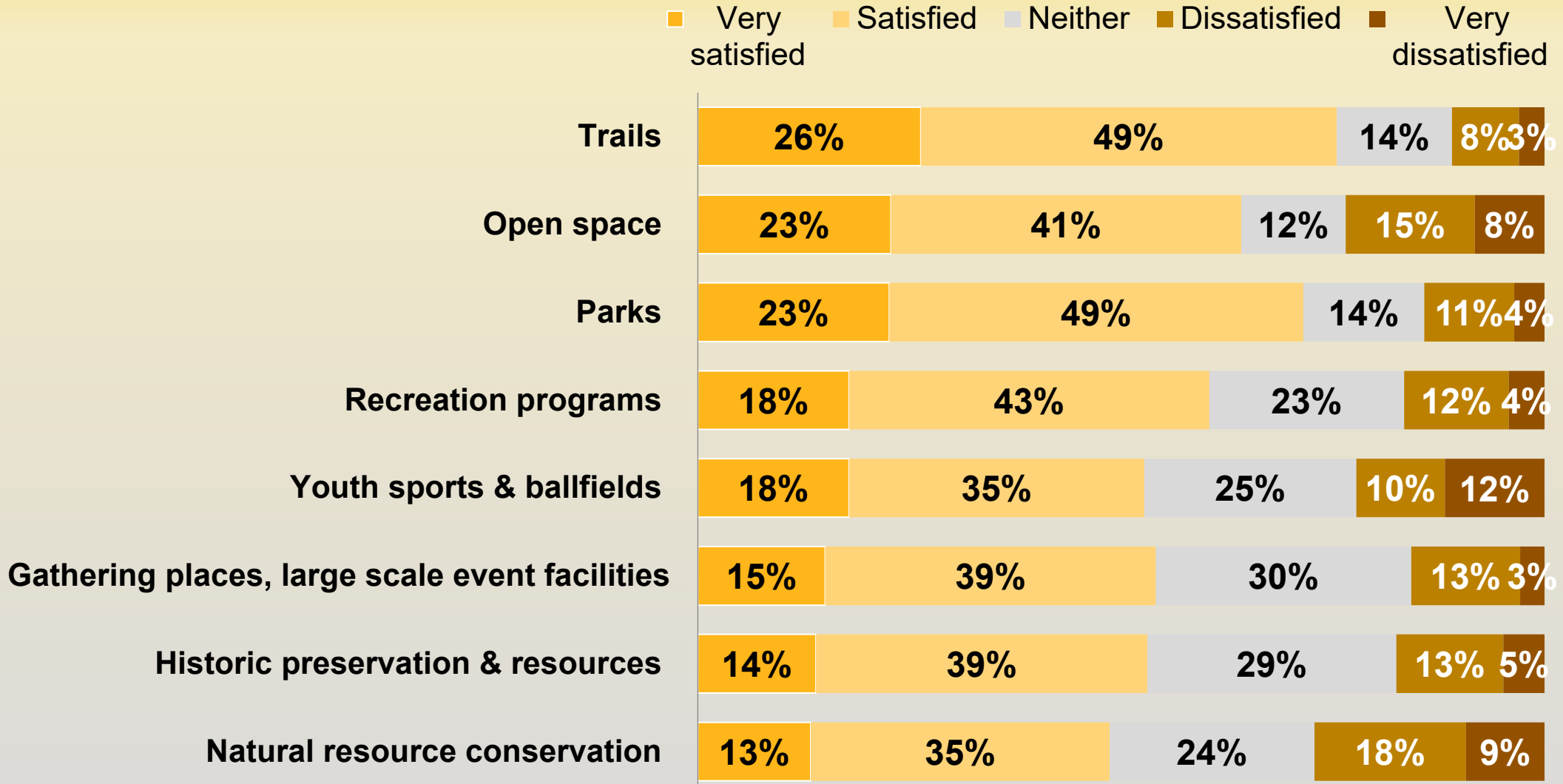
by geography



# How the park, trail, historic resource or open space that you use most often is funded



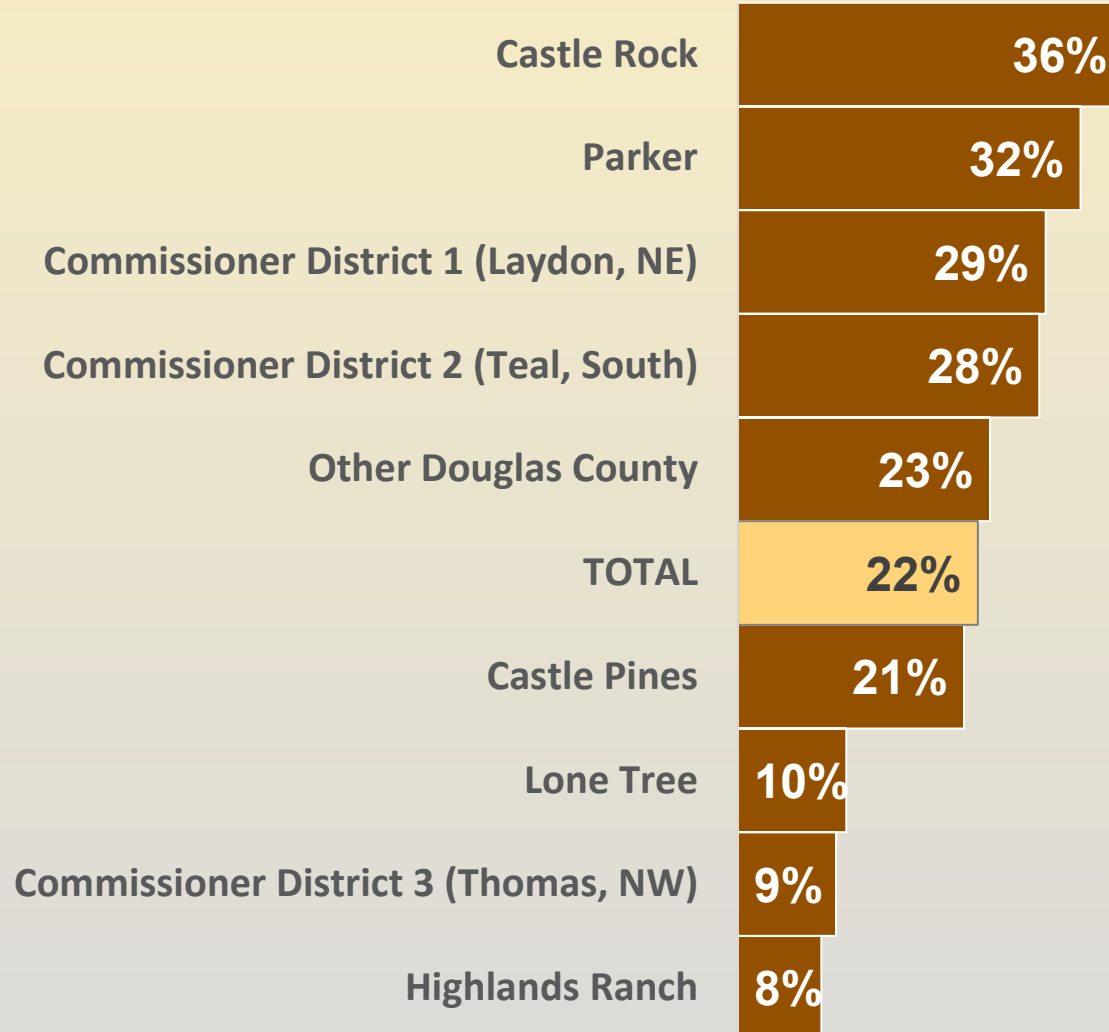
# How satisfied?



Dissatisfied with:

# Youth sports & ballfields

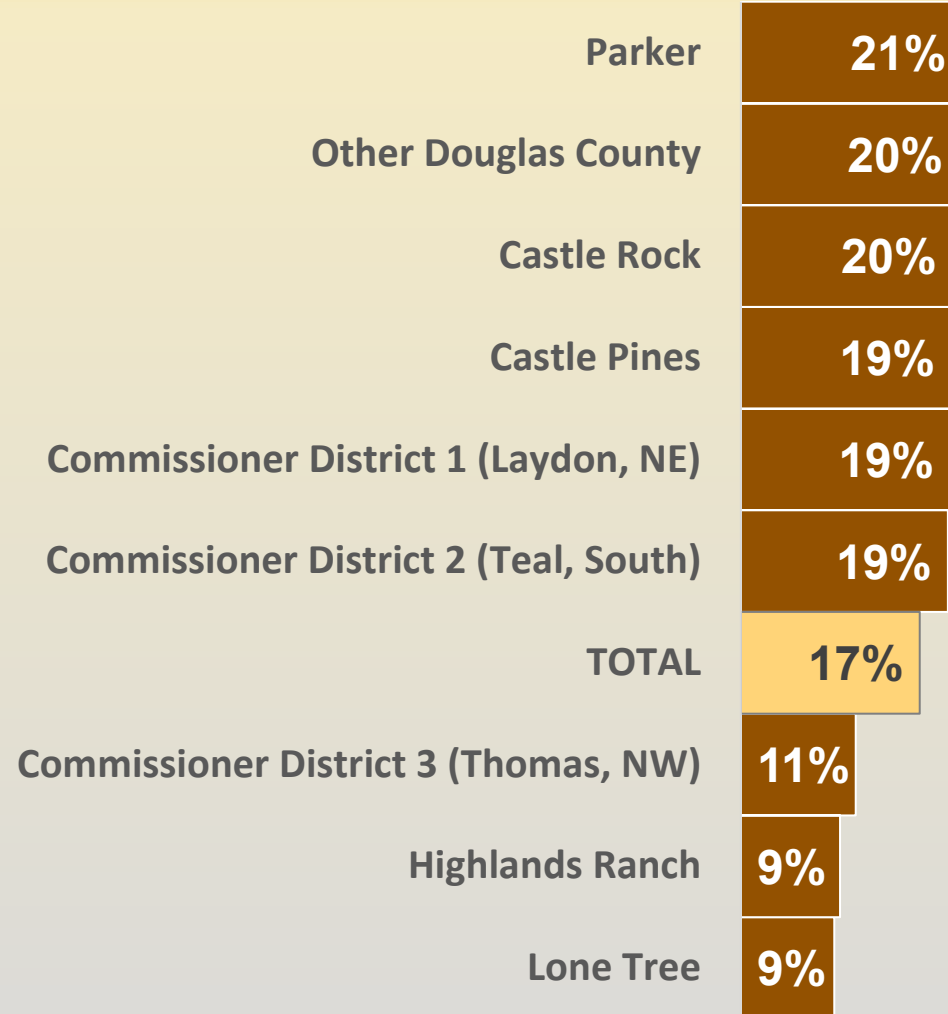
*by geography*



Dissatisfied with:

# Recreation programs

by geography

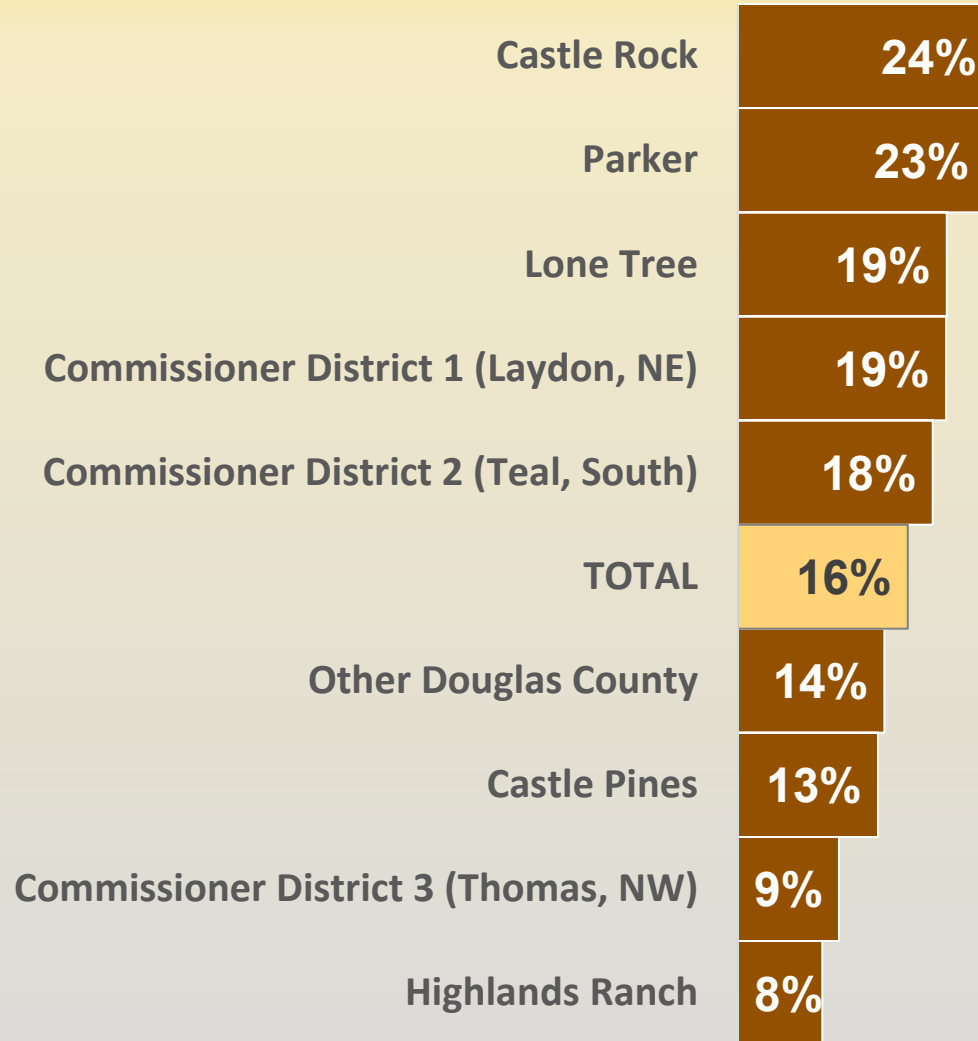




Dissatisfied with:

# Gathering places or facilities for large scale events

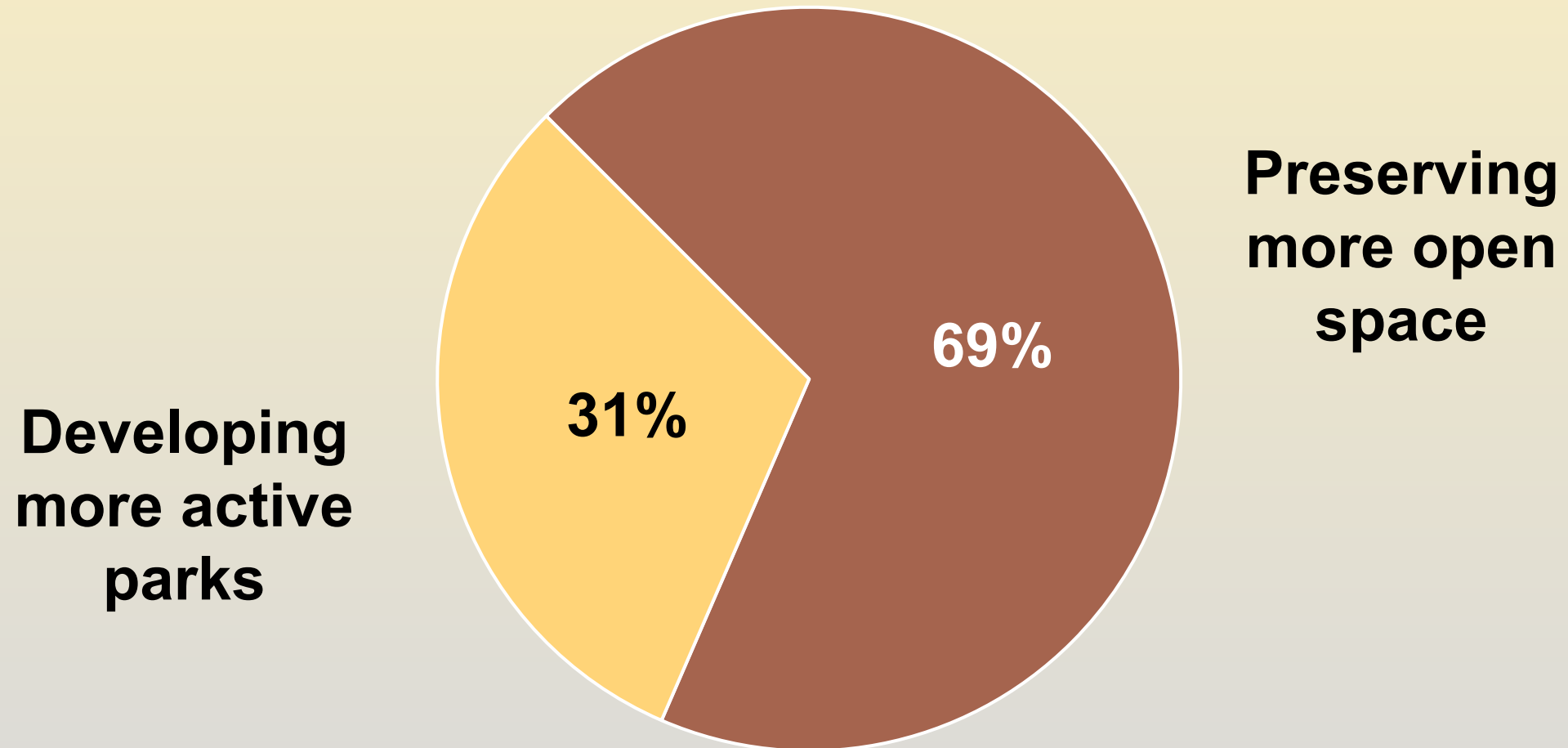
by geography



# Options, choices, priorities

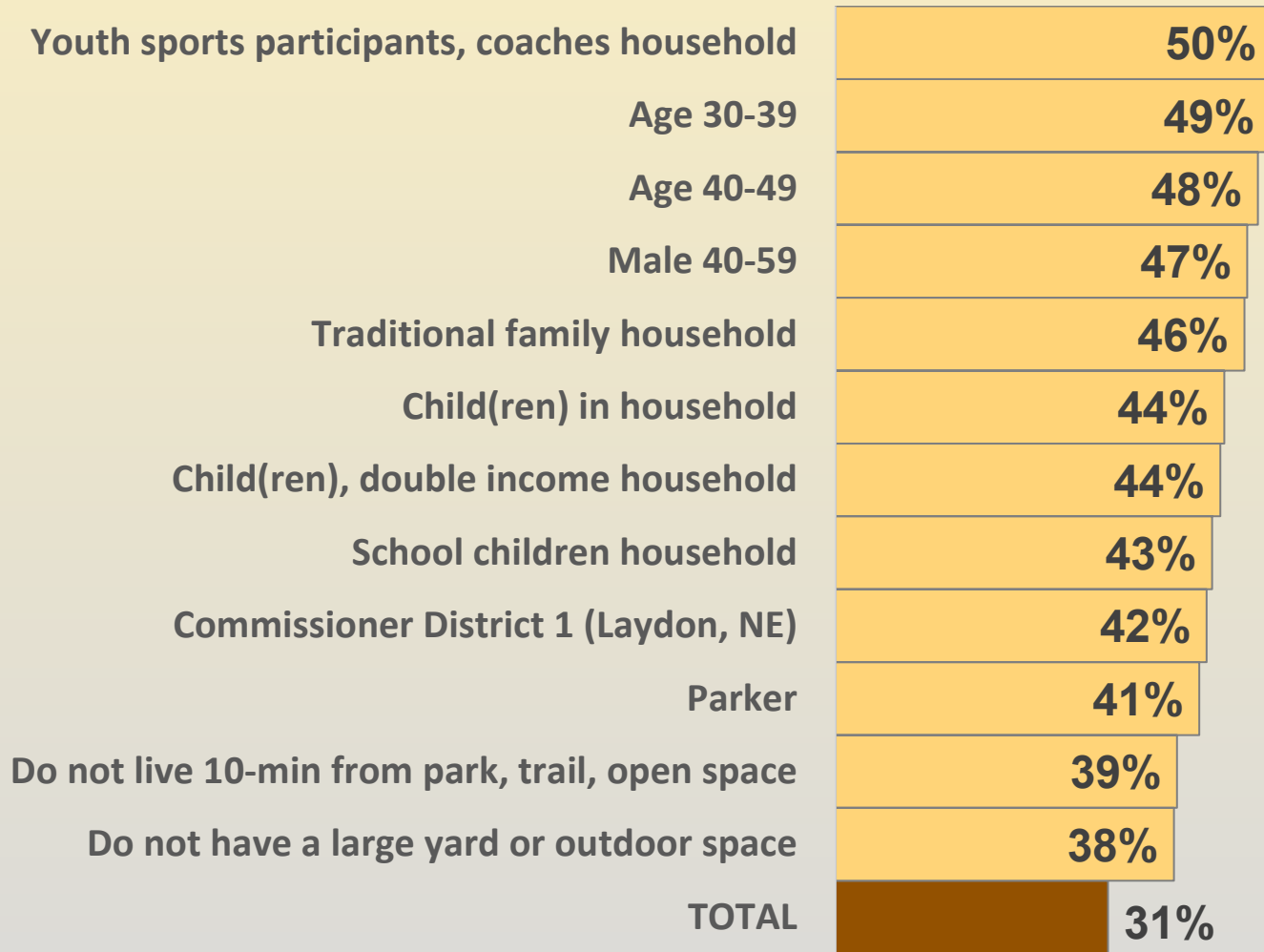


# Preferred option?



# Preferred option?

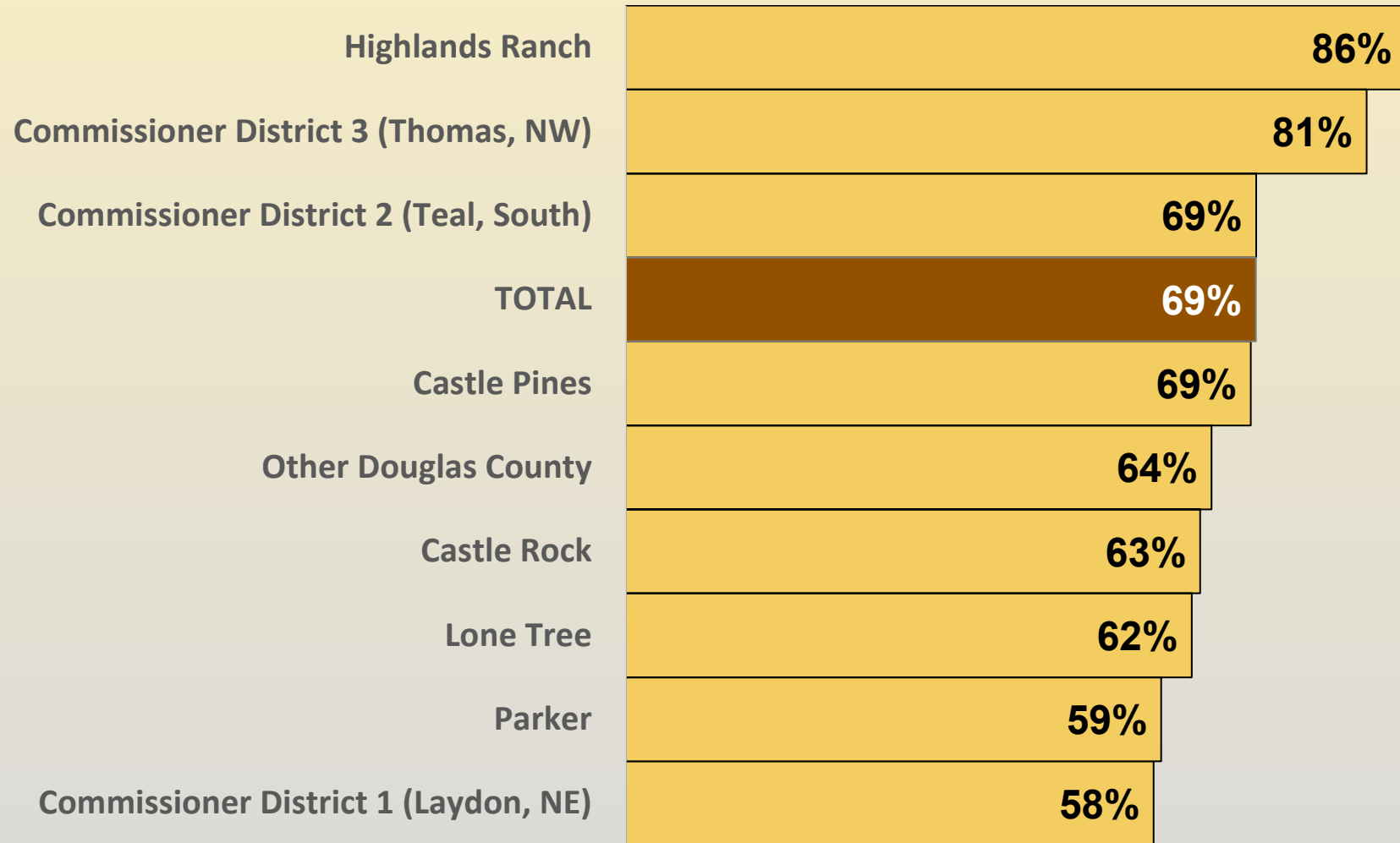
profile of selected categories with the highest percentages of *developing more active parks*



Preferred option?

# Preserving more open space

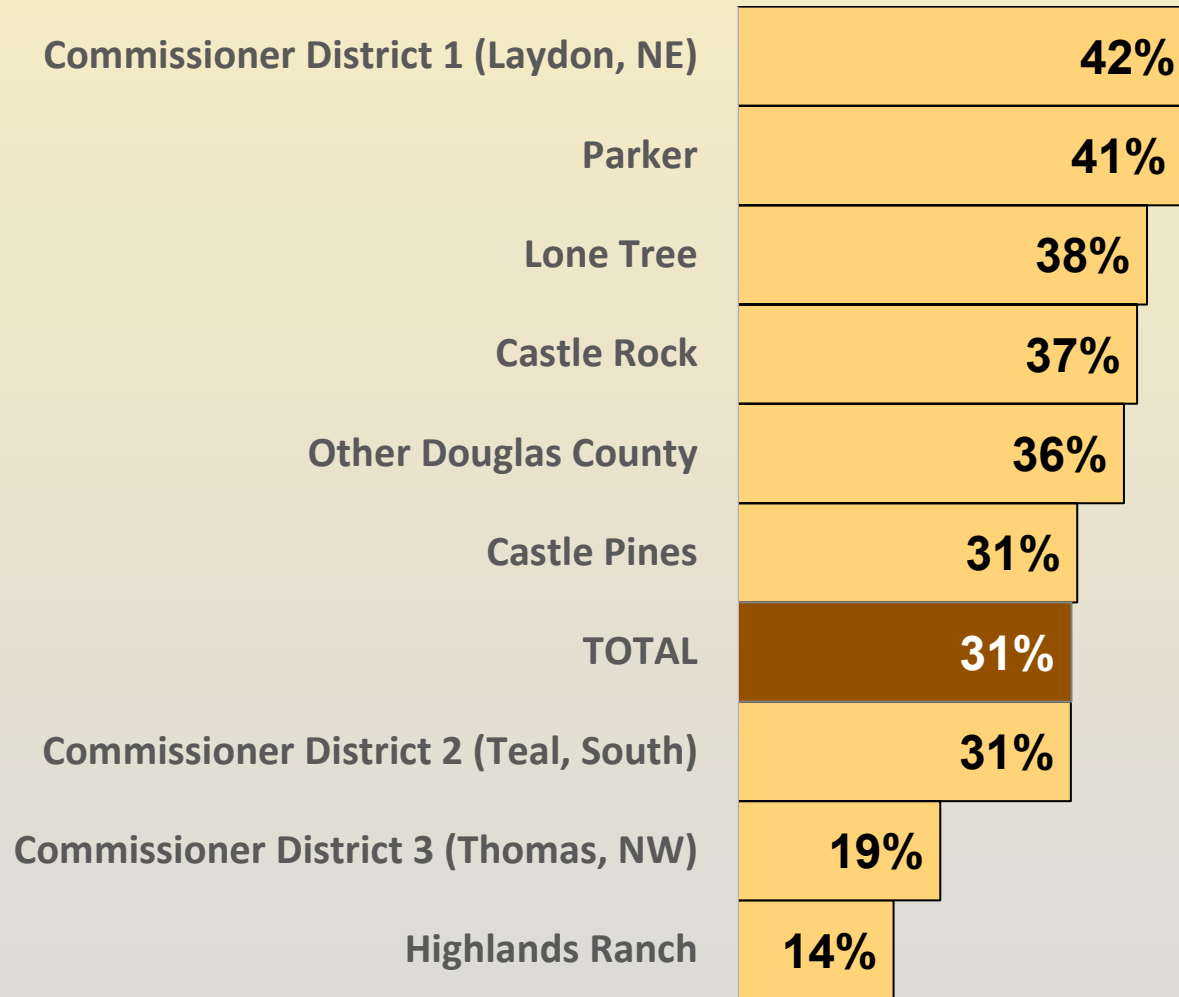
*by geography*



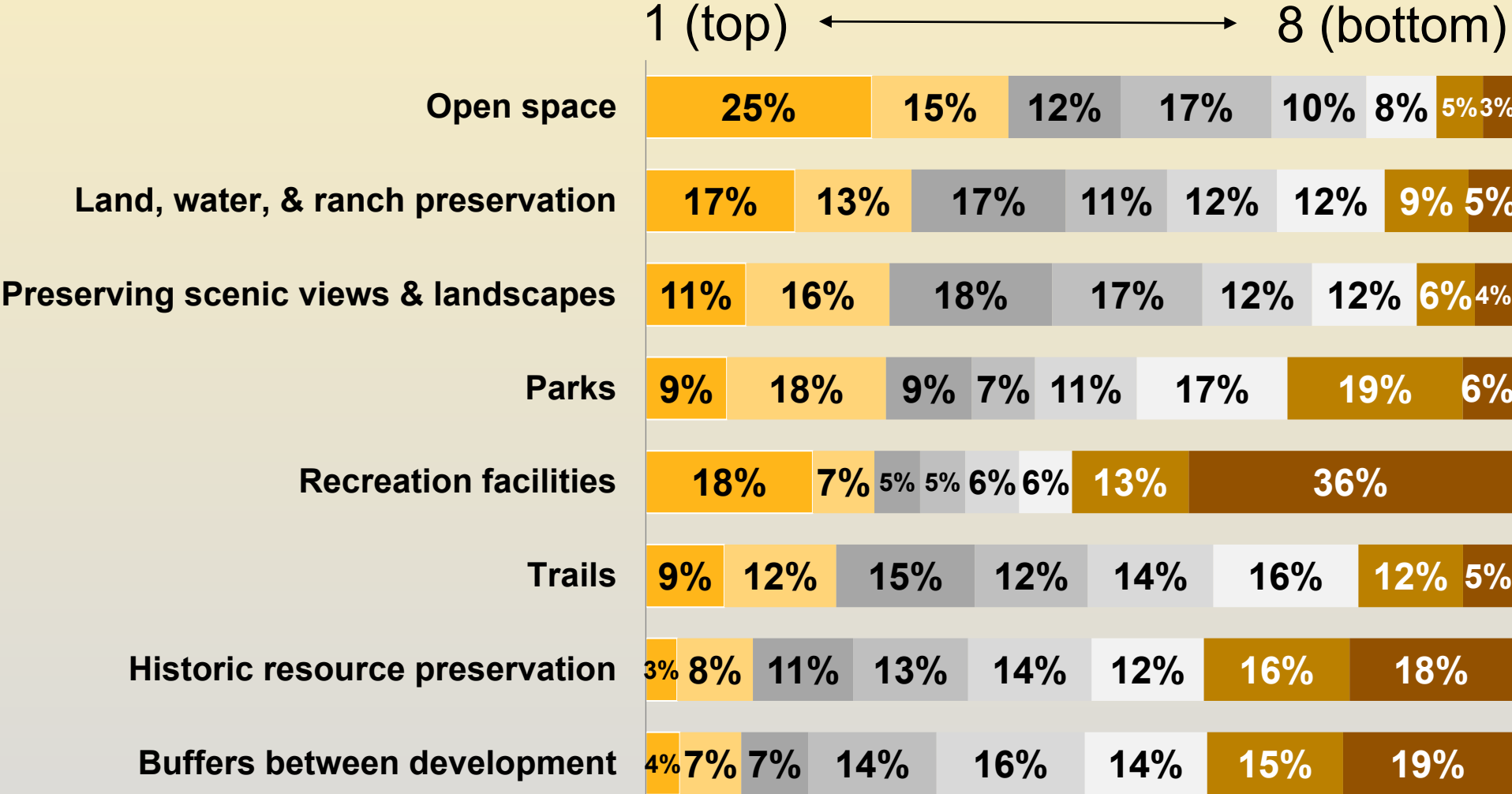
Preferred option?

# Developing more active parks

by geography

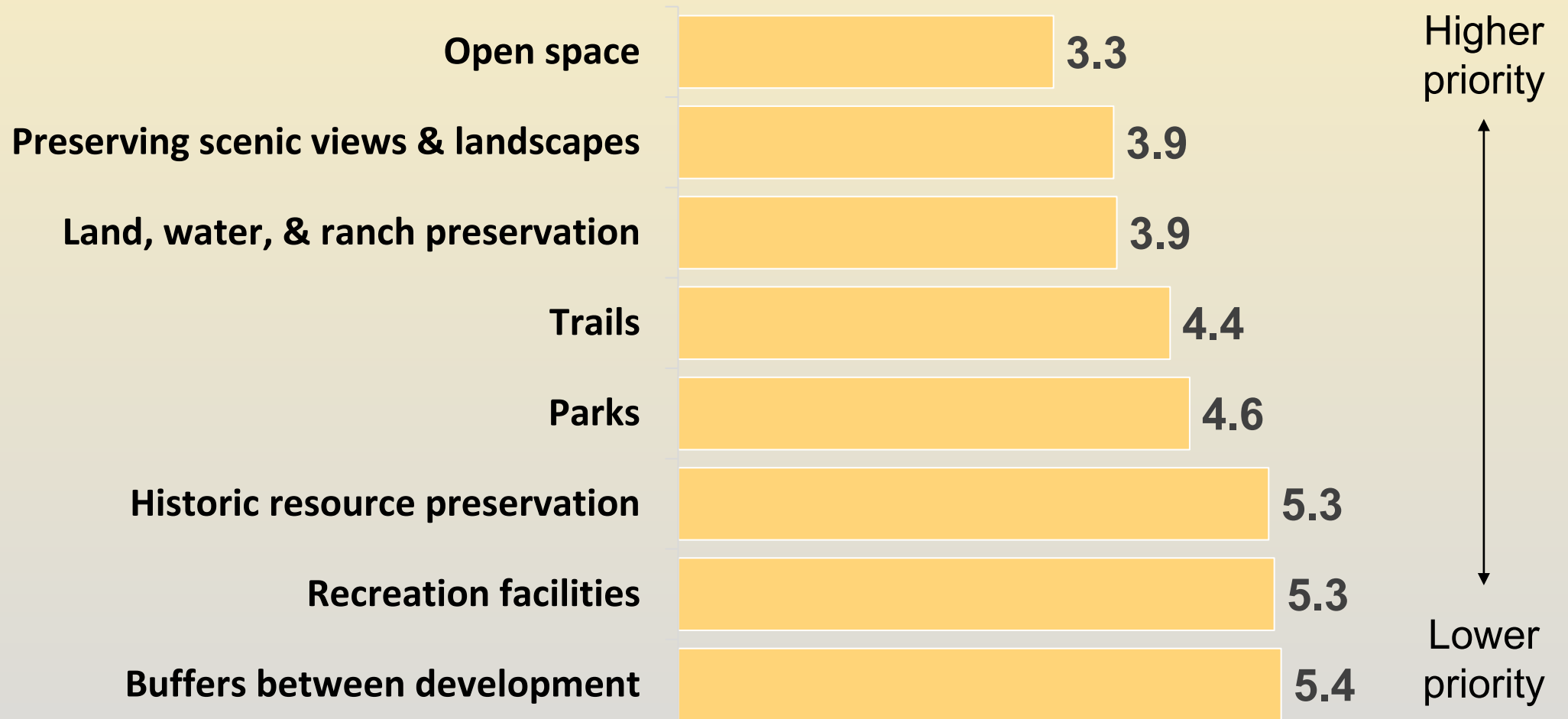


# Priorities rankings



# Priorities rankings

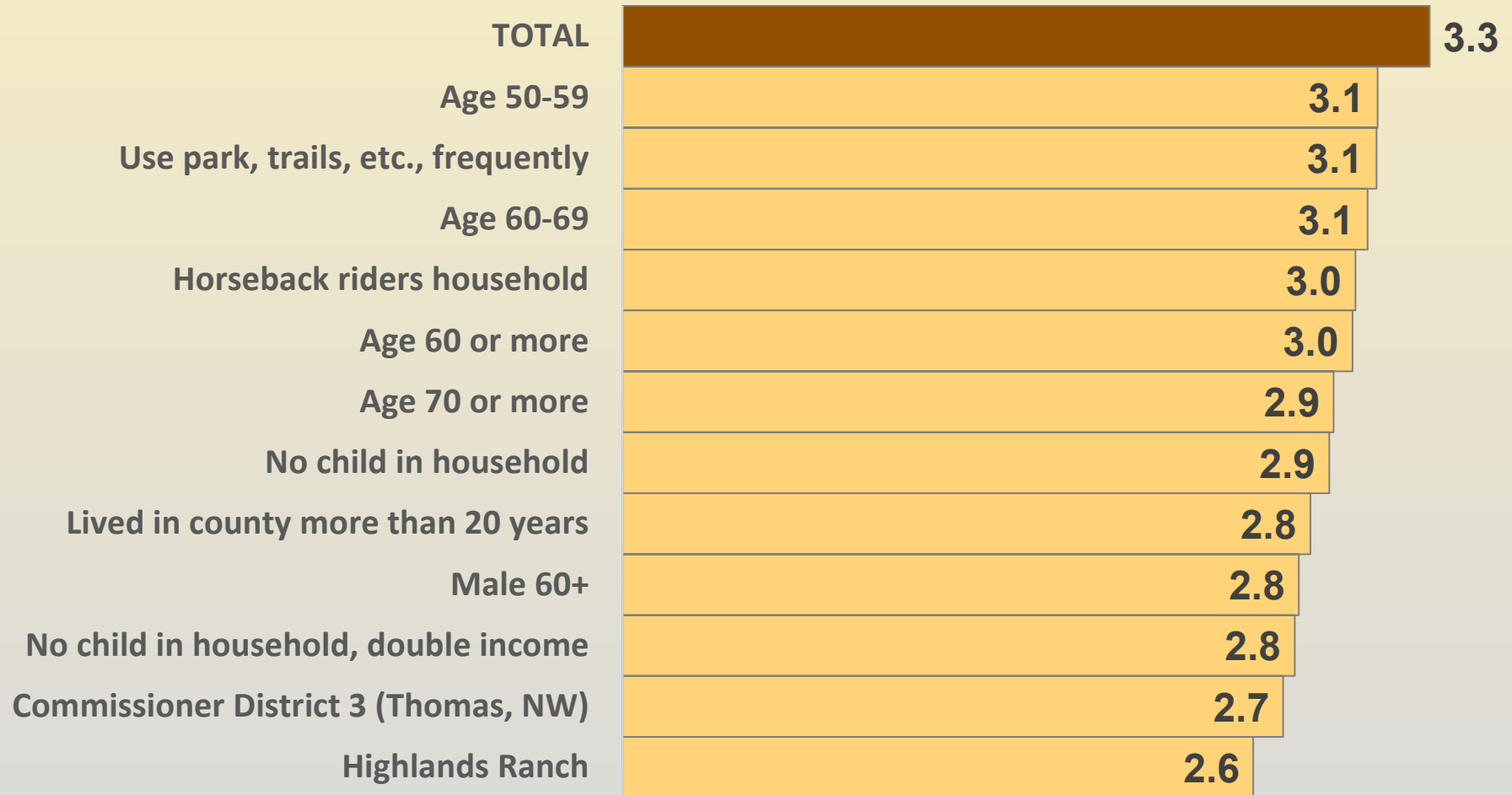
*mean values – Lower numbers are higher priorities*





# Open space priority

profile of selected categories with the lowest (highest priority) mean values



# Open space priority

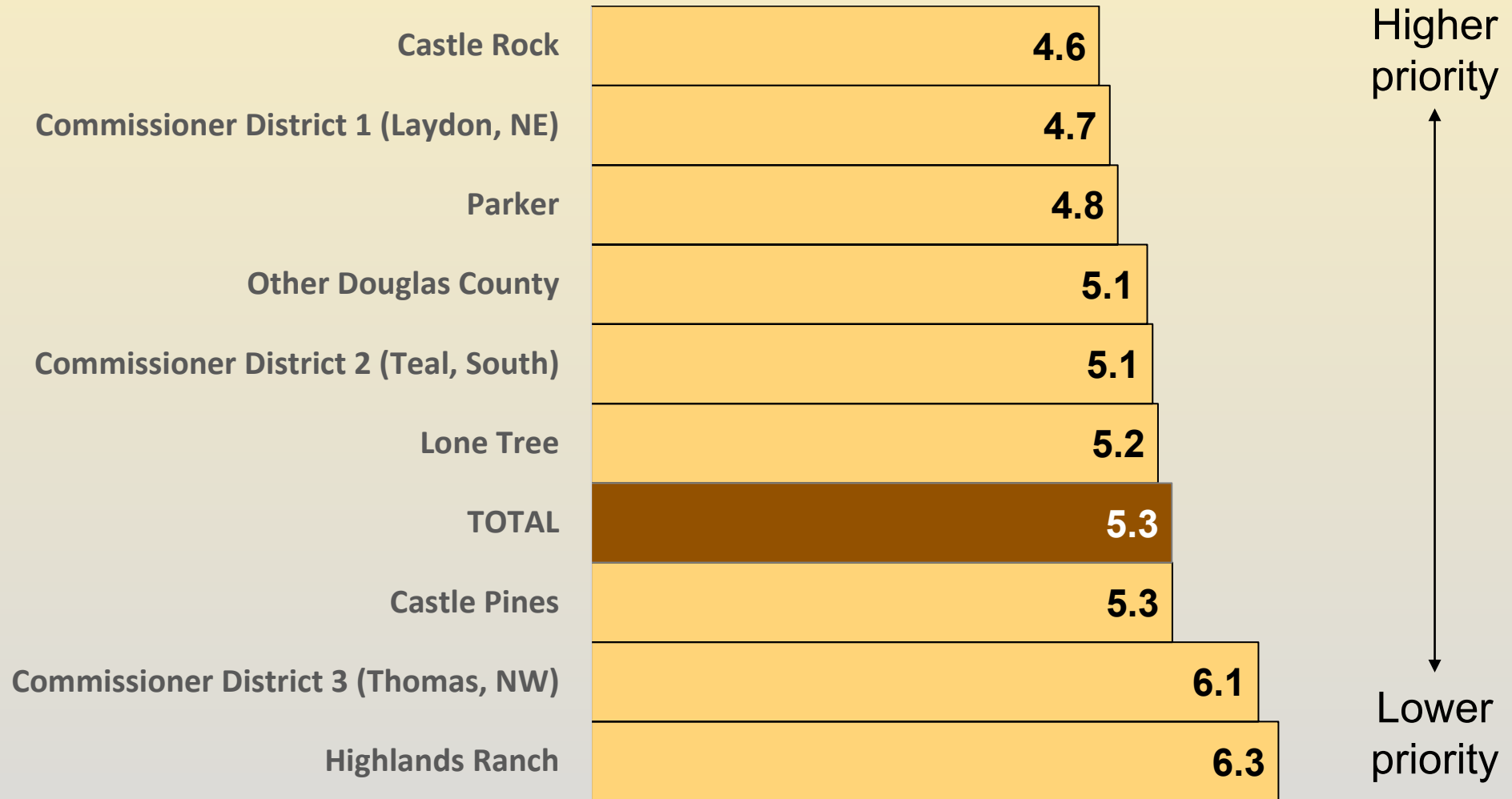
profile of selected categories with the highest (lowest priority) mean values



Means:

# Recreation facilities priority ranking

*by geography*



# Future spending to ...

■ Strongly approve
 ■ Approve
 ■ Neither
 ■ Disapprove
 ■ Disapprove strongly

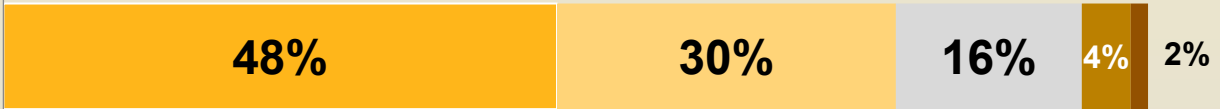
Conserve lands along streams & lakes that also protect water quality



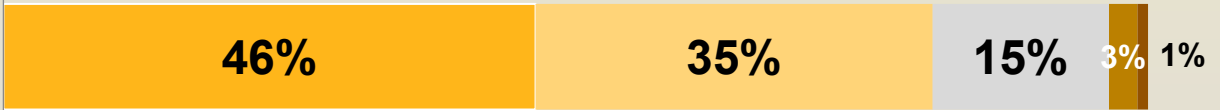
Preserve scenic views & landscapes



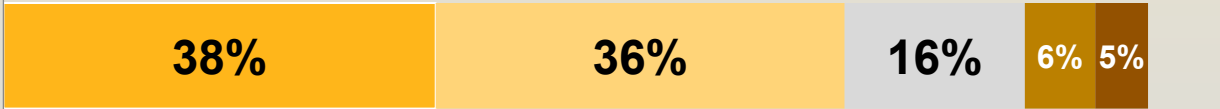
Conserve working farms & ranches



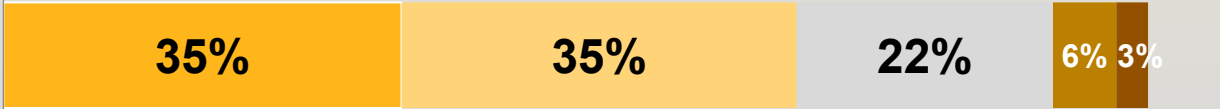
Maintain, conserve & preserve historic resources



Create & maintain recreational amenities & facilities



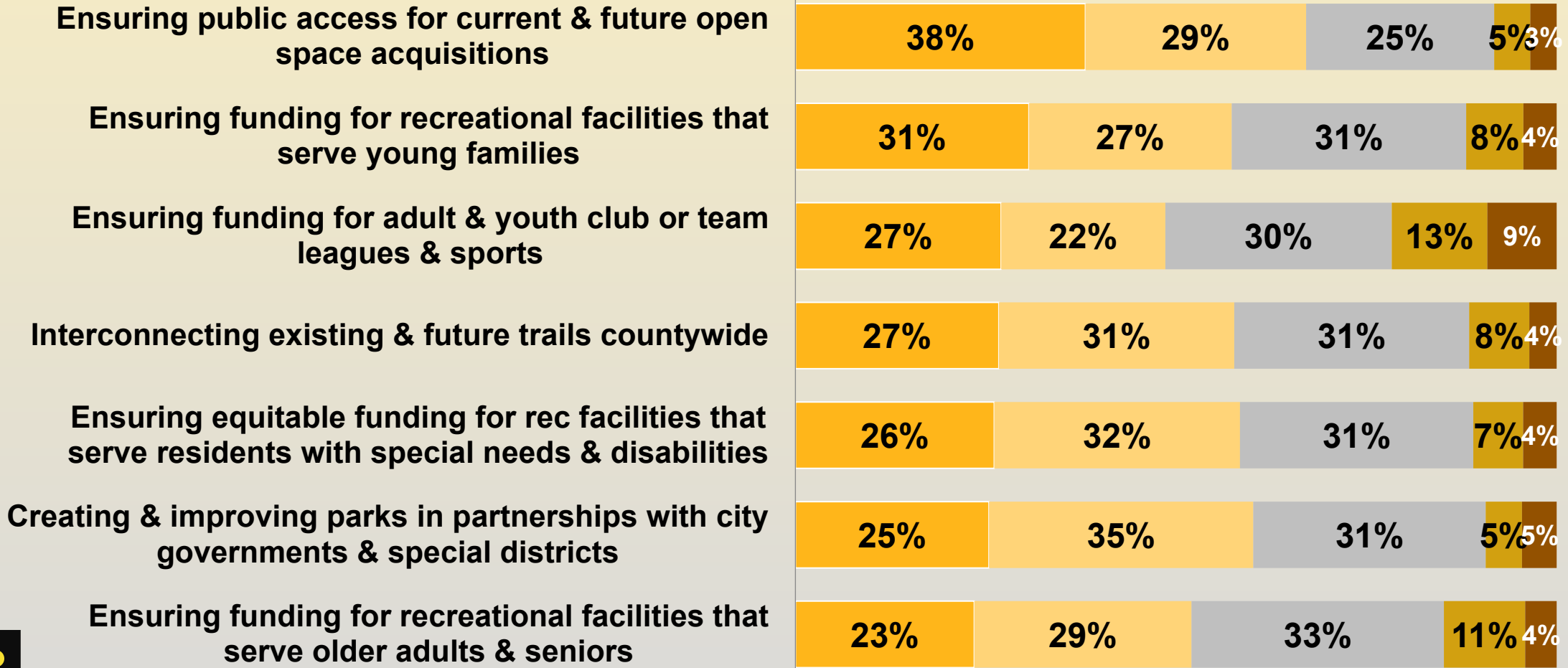
Create buffers between communities



# Potential spending priorities

(1 of 2)

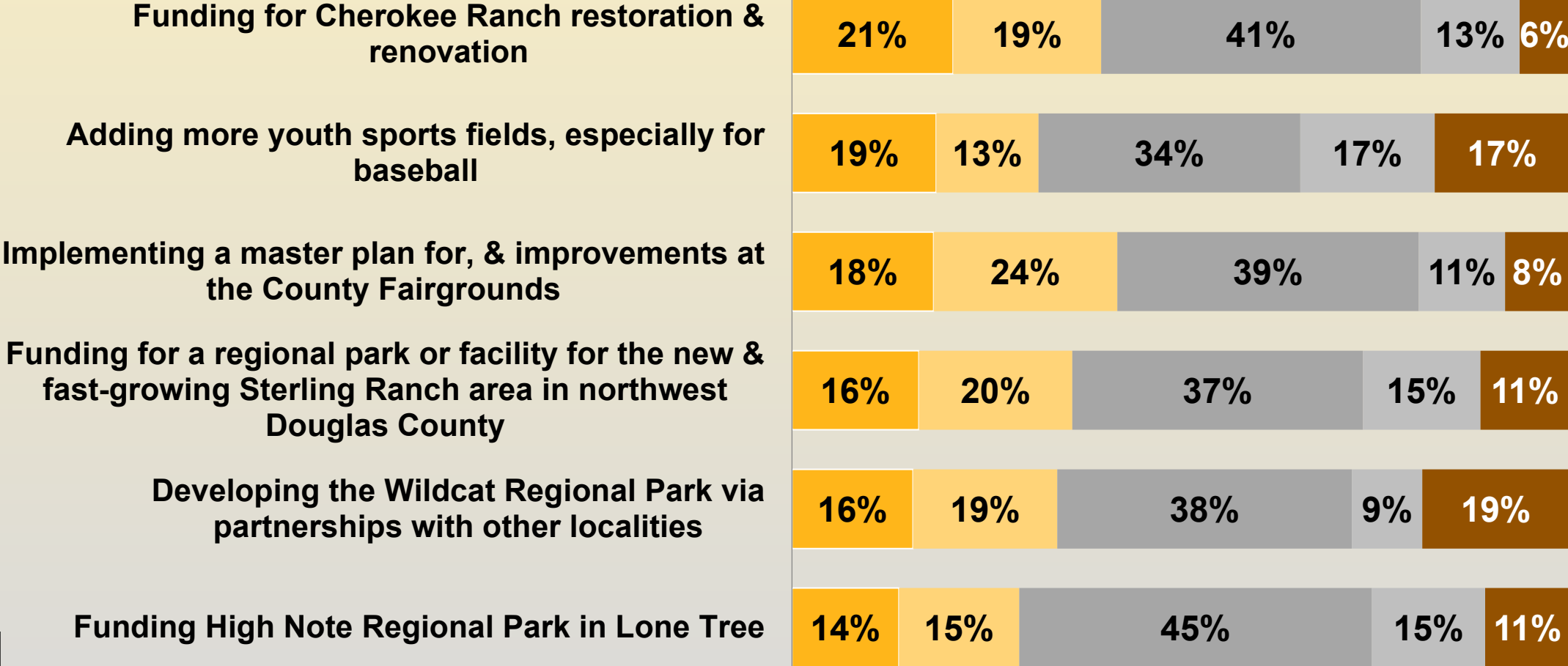
Strong approval ← → Strong disapproval



# Potential spending priorities

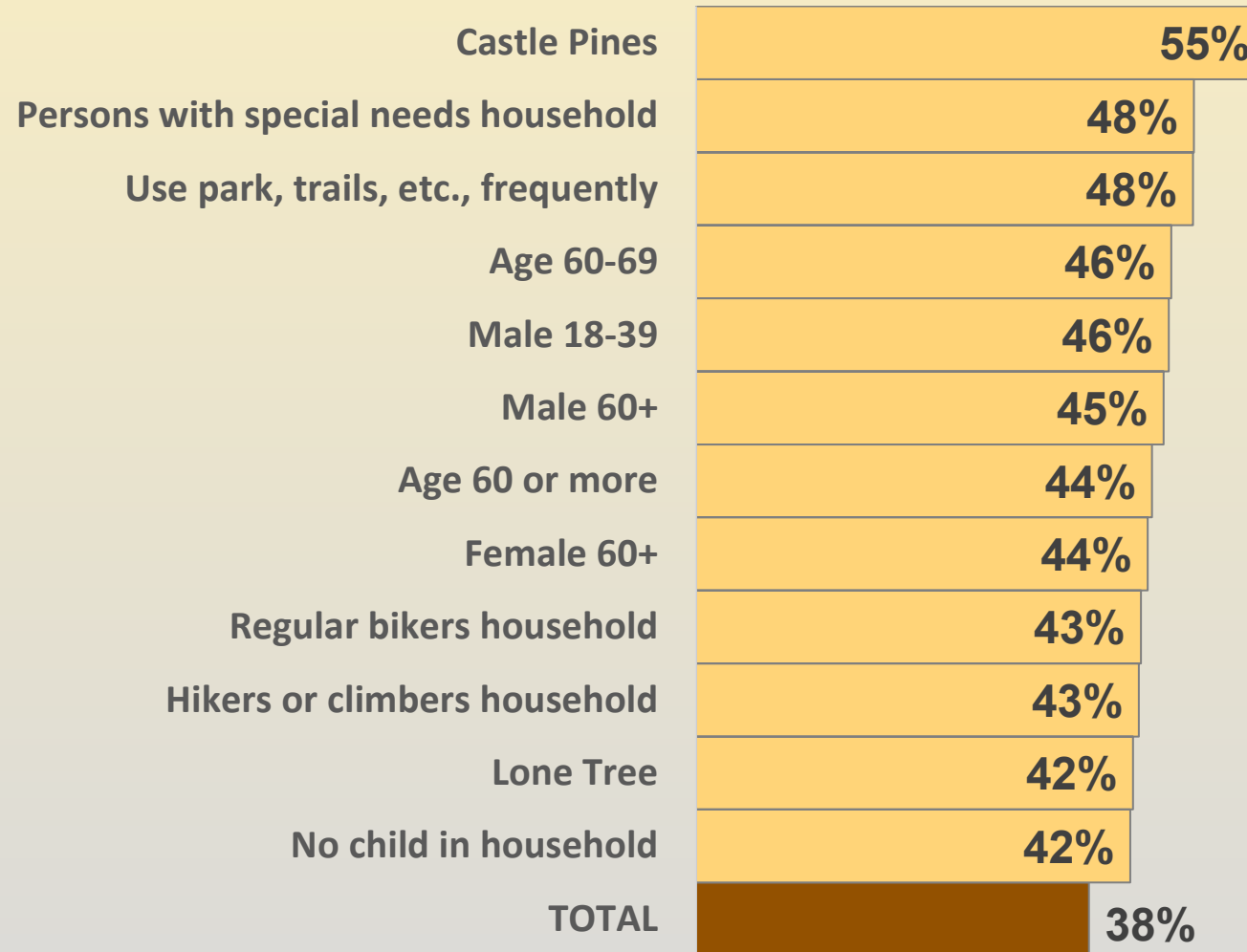
(2 of 2)

Strong approval ← → Strong disapproval



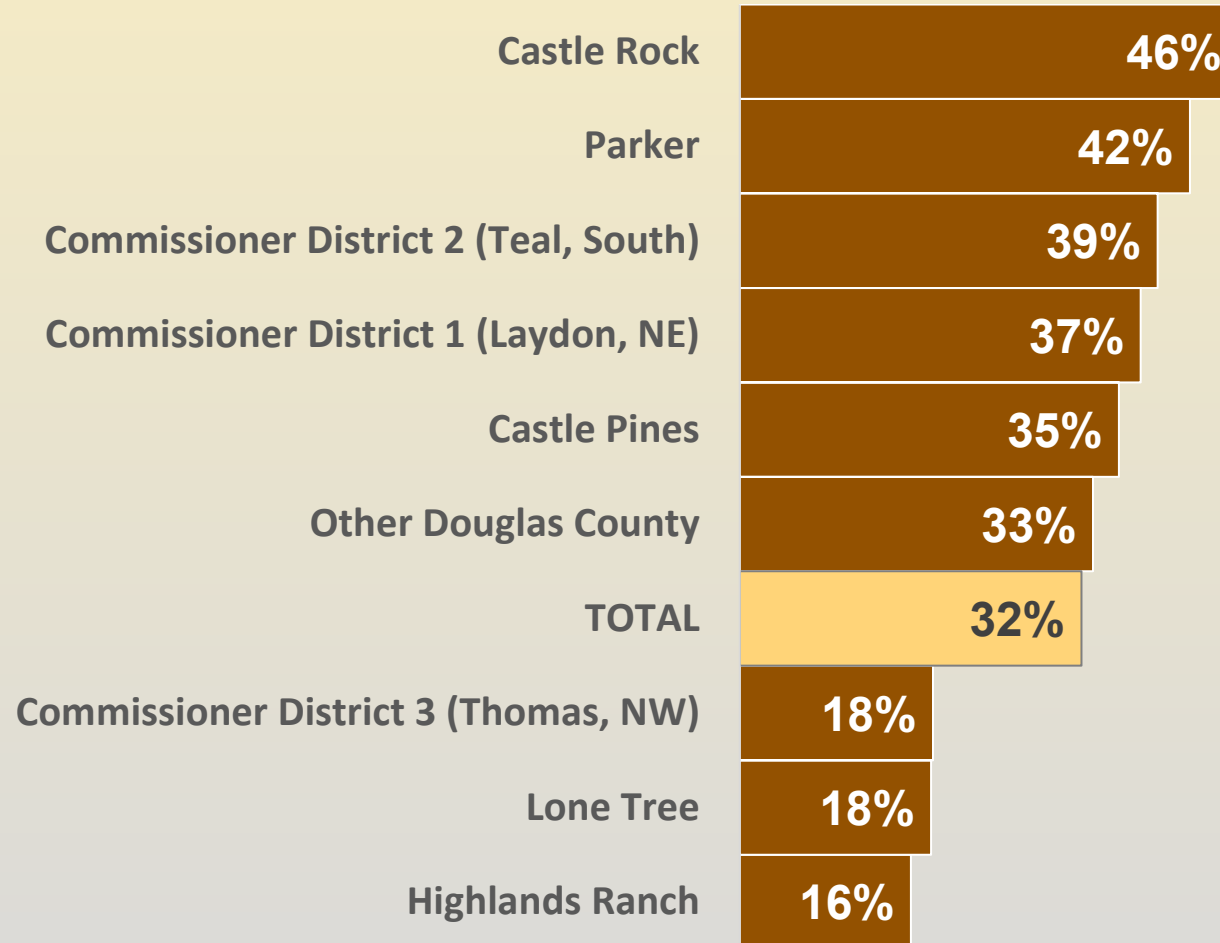
# Ensuring public access for current & future open space acquisitions

profile of selected categories with the highest percentages of *strong approval*



Approval:

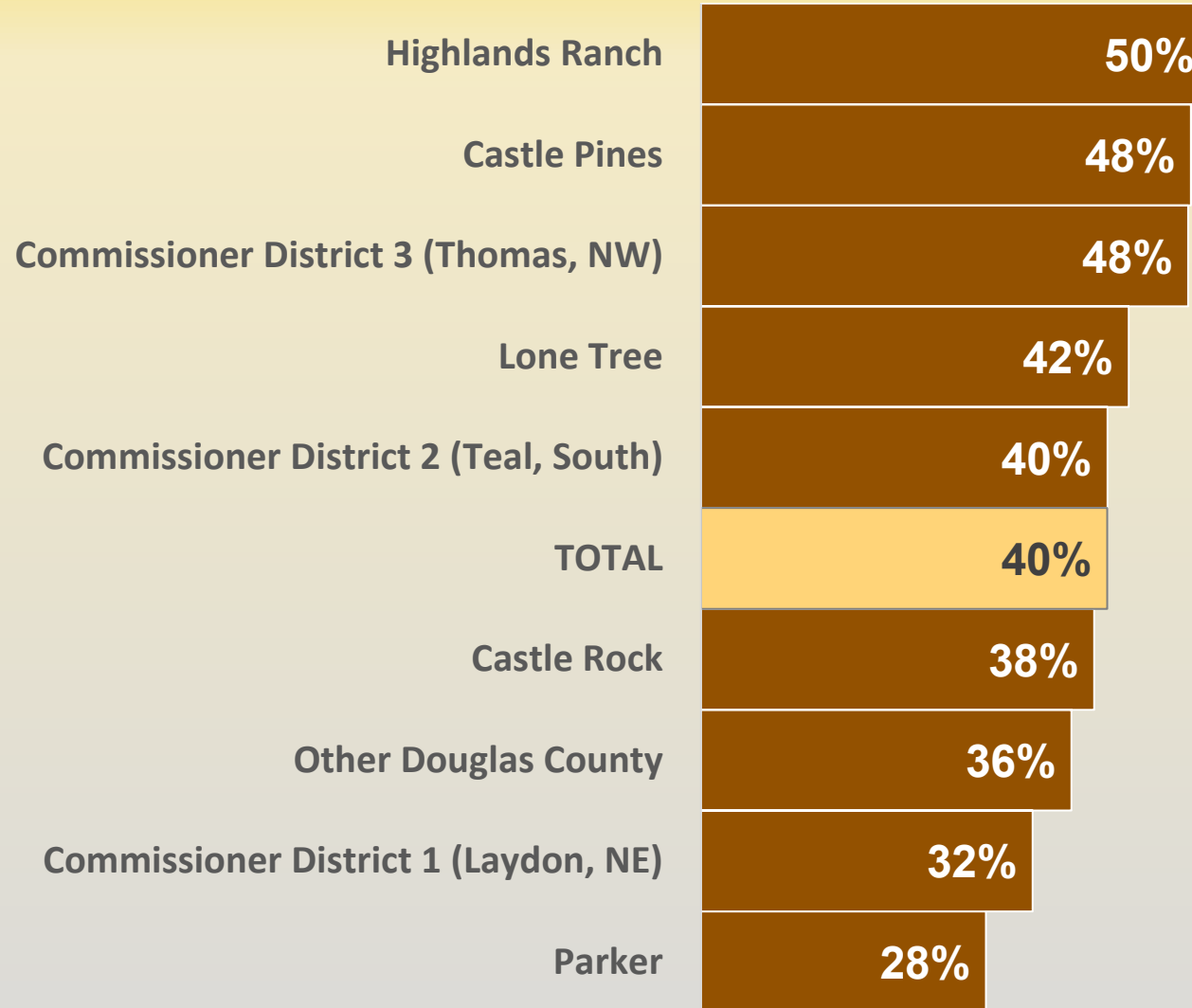
Adding more youth sports fields,  
especially for baseball  
*by geography*





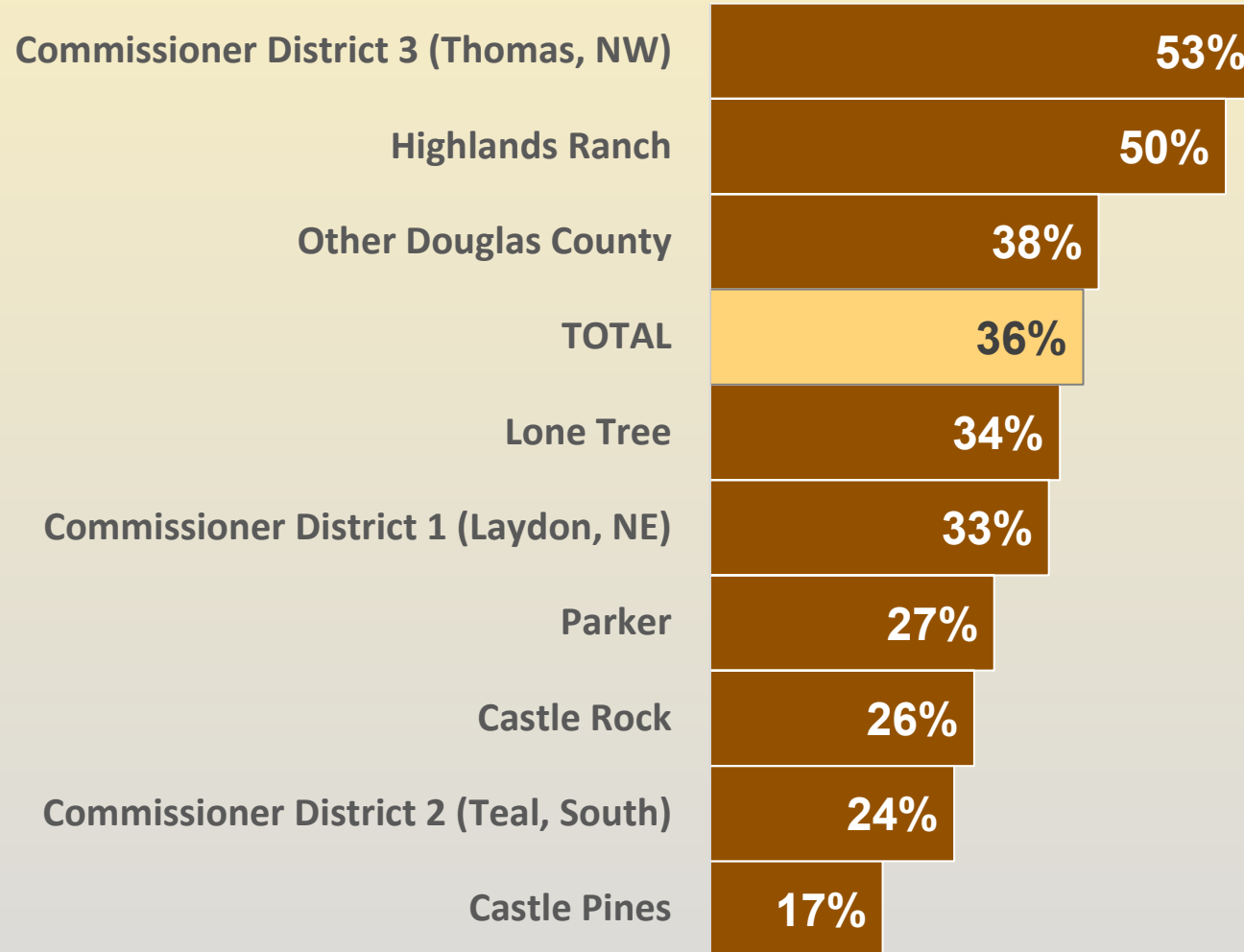
Approval:

# Funding for Cherokee Ranch restoration & renovation by geography



Approval:

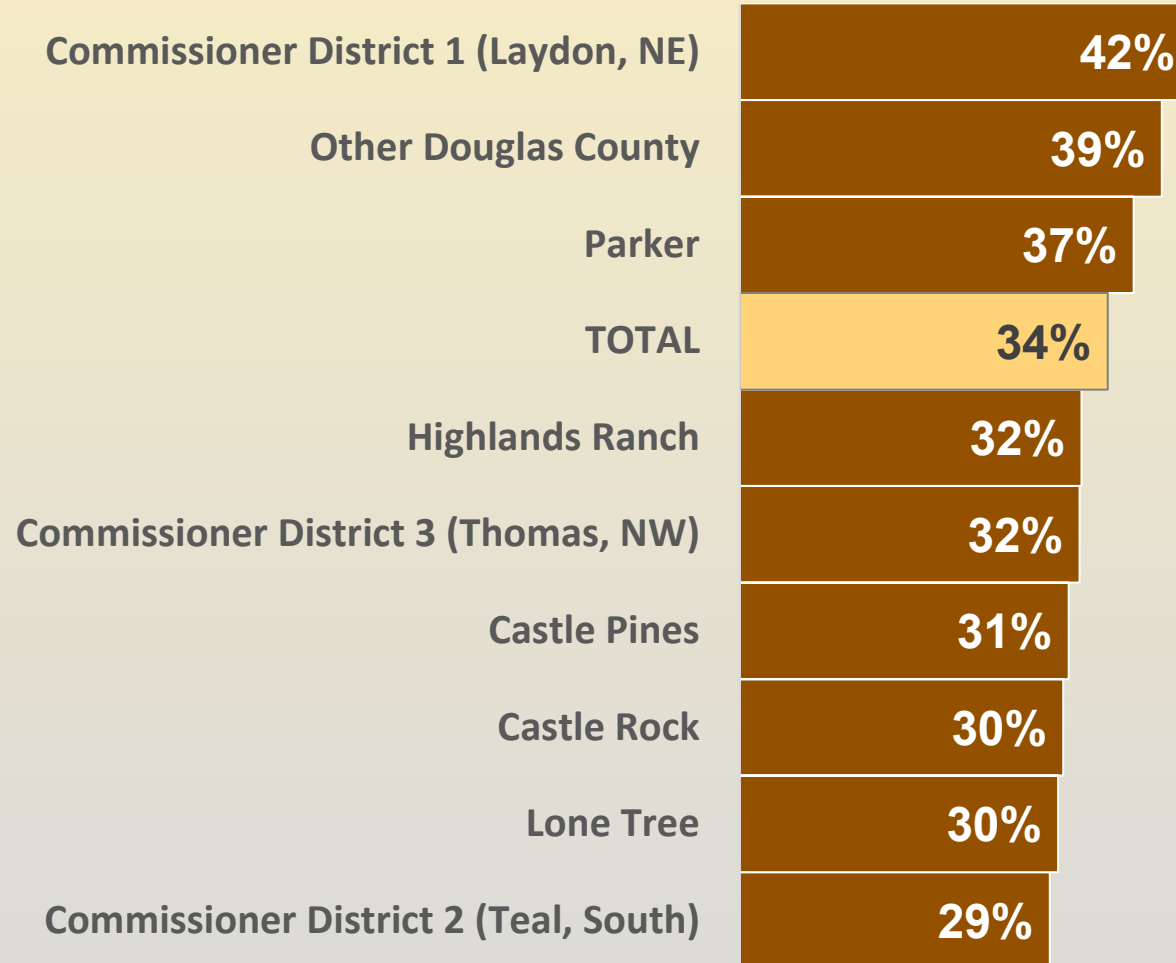
Funding for a regional park or facility for the new & fast-growing Sterling Ranch area in northwest Douglas County  
*by geography*



Approval:

# Developing the Wildcat Regional Park via partnerships with other localities

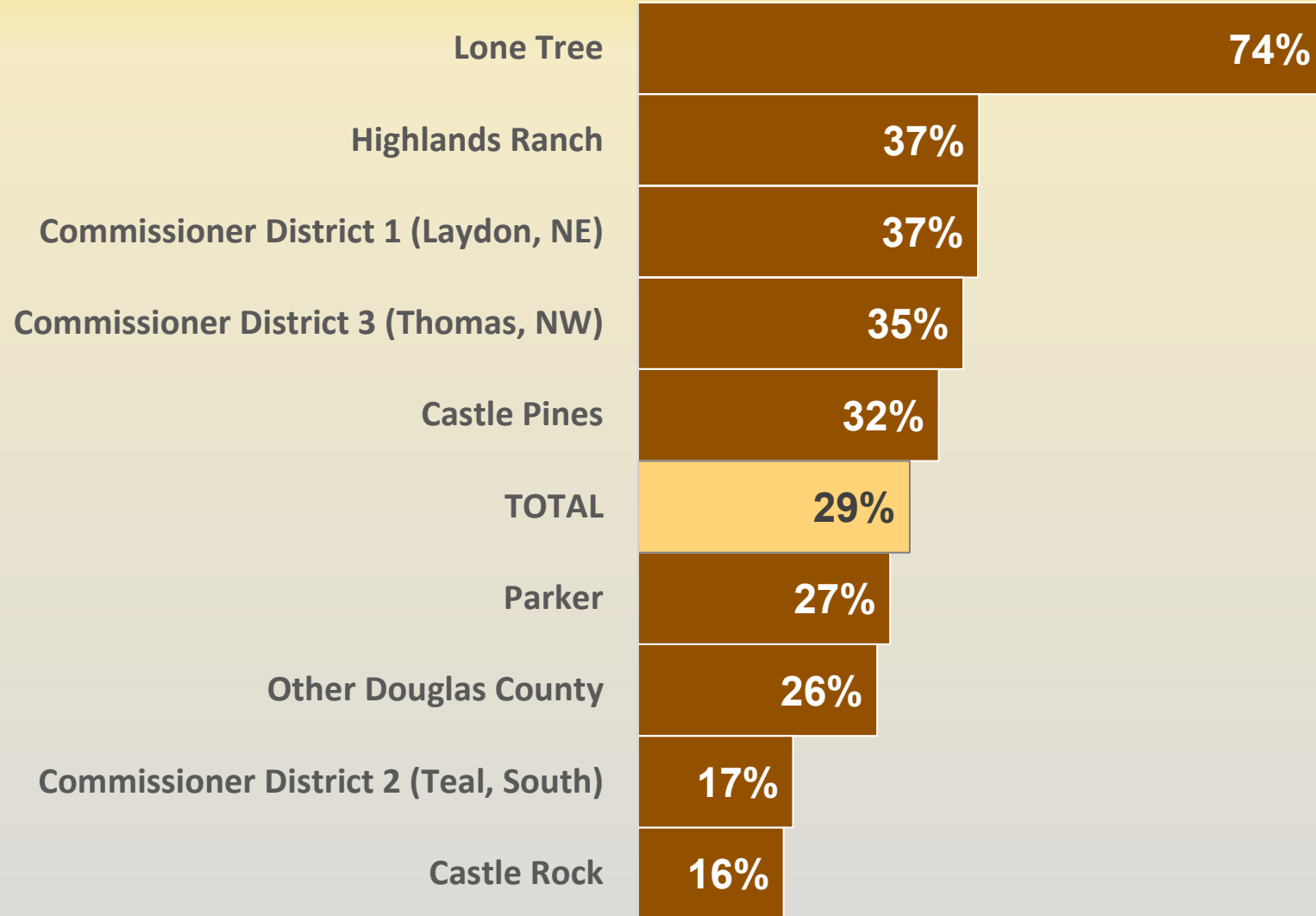
*by geography*



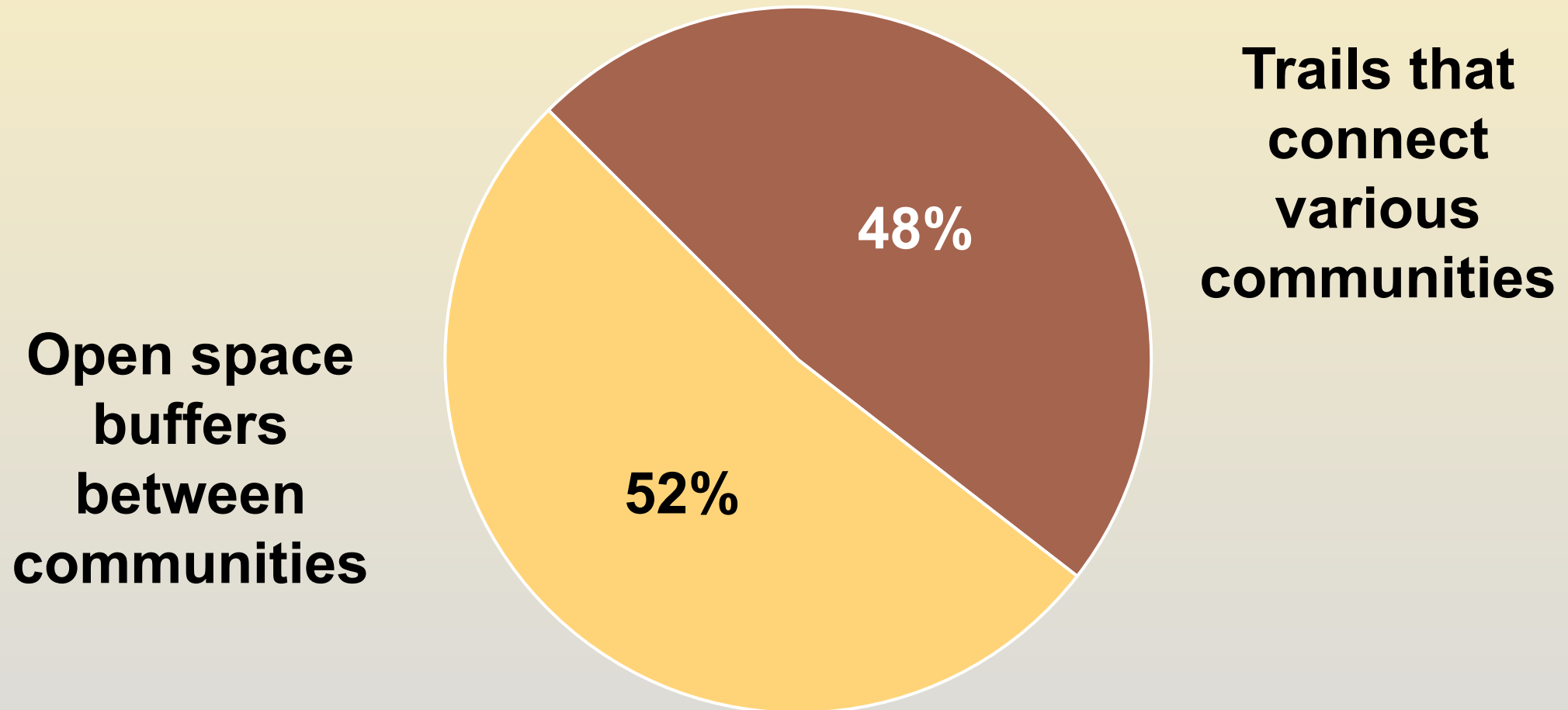
Approval:

# Funding High Note Regional Park in Lone Tree

*by geography*

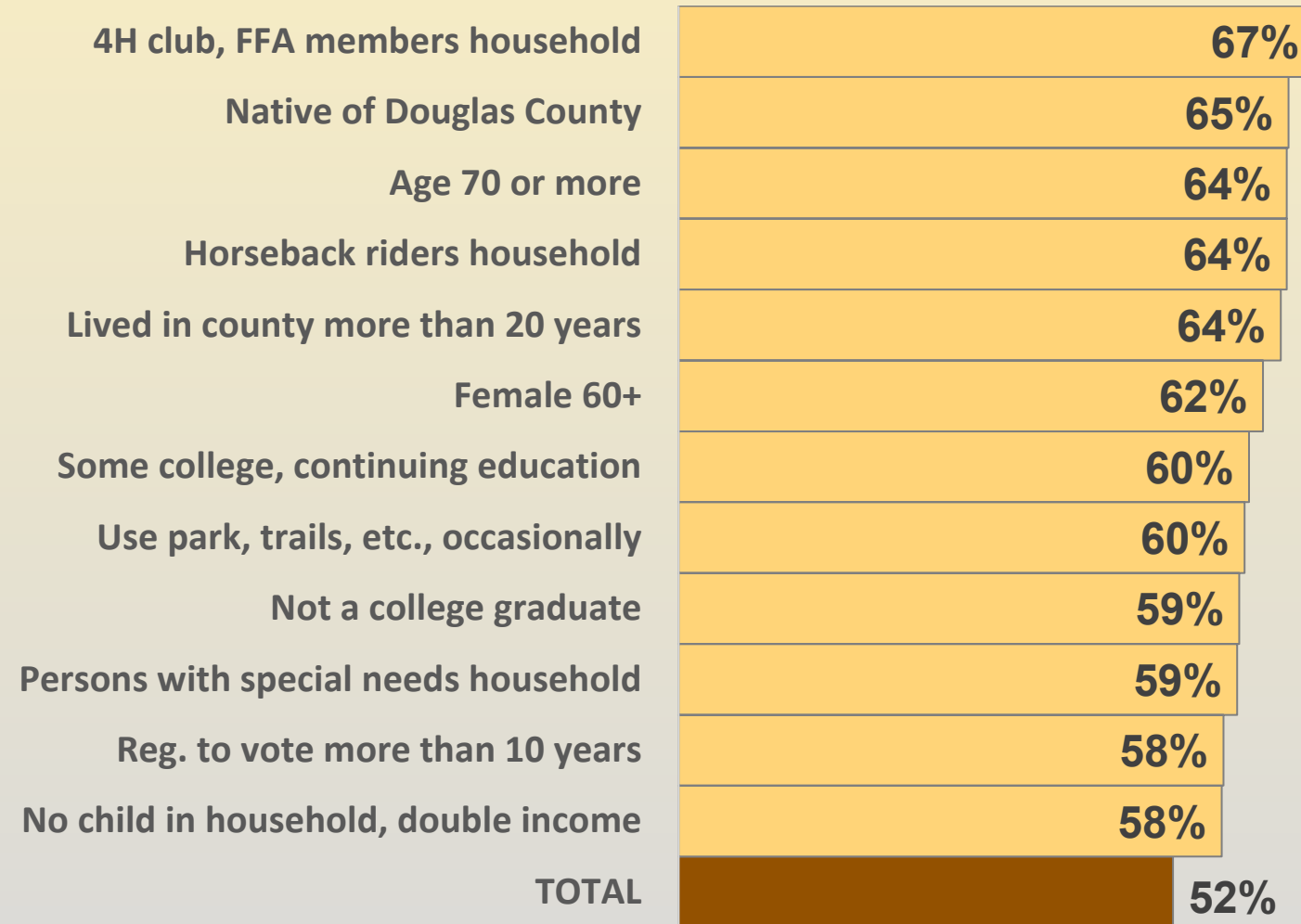


# Preferred option?



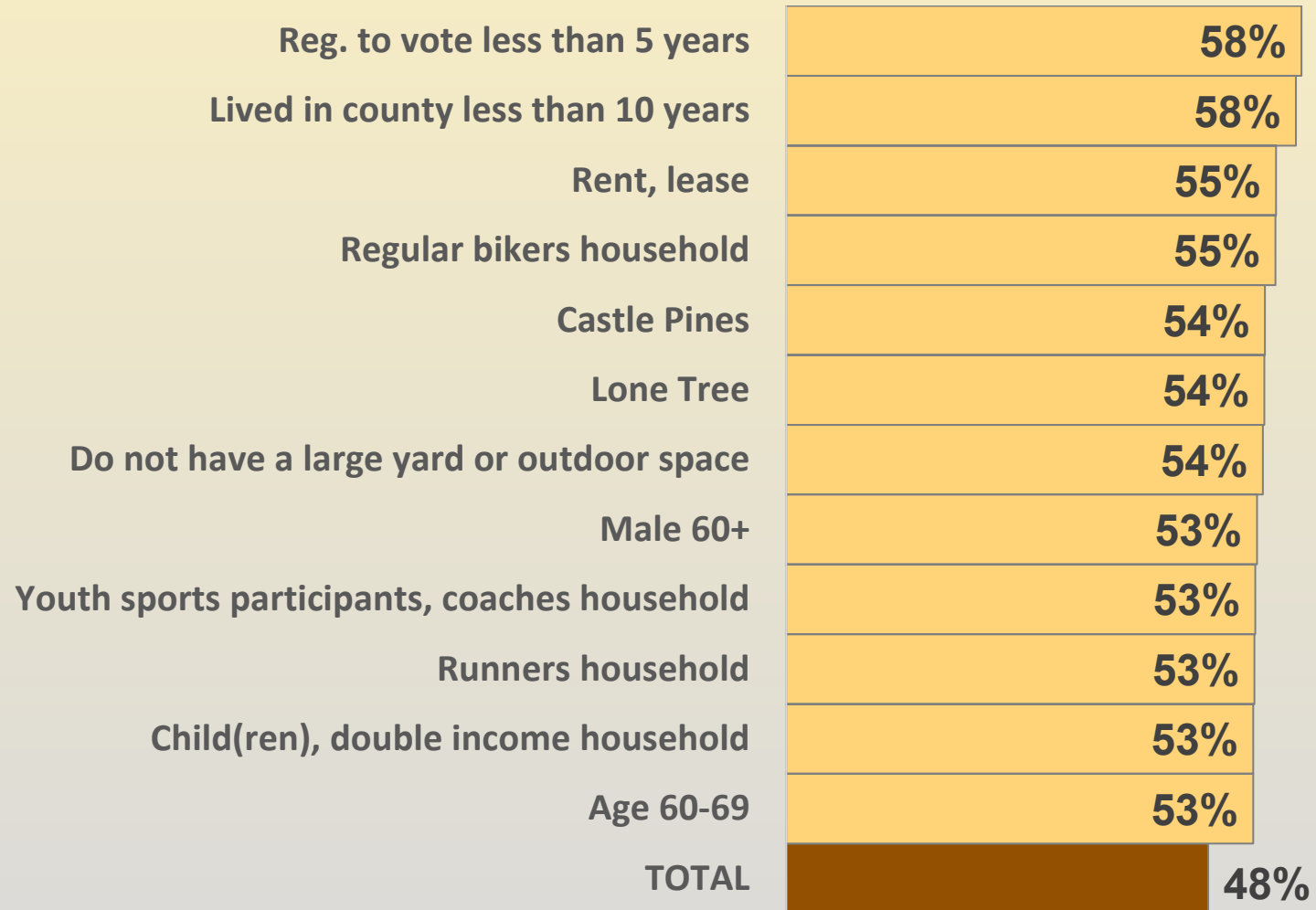
# Preferred option?

profile of selected categories with the highest percentages of *open space buffers between communities*



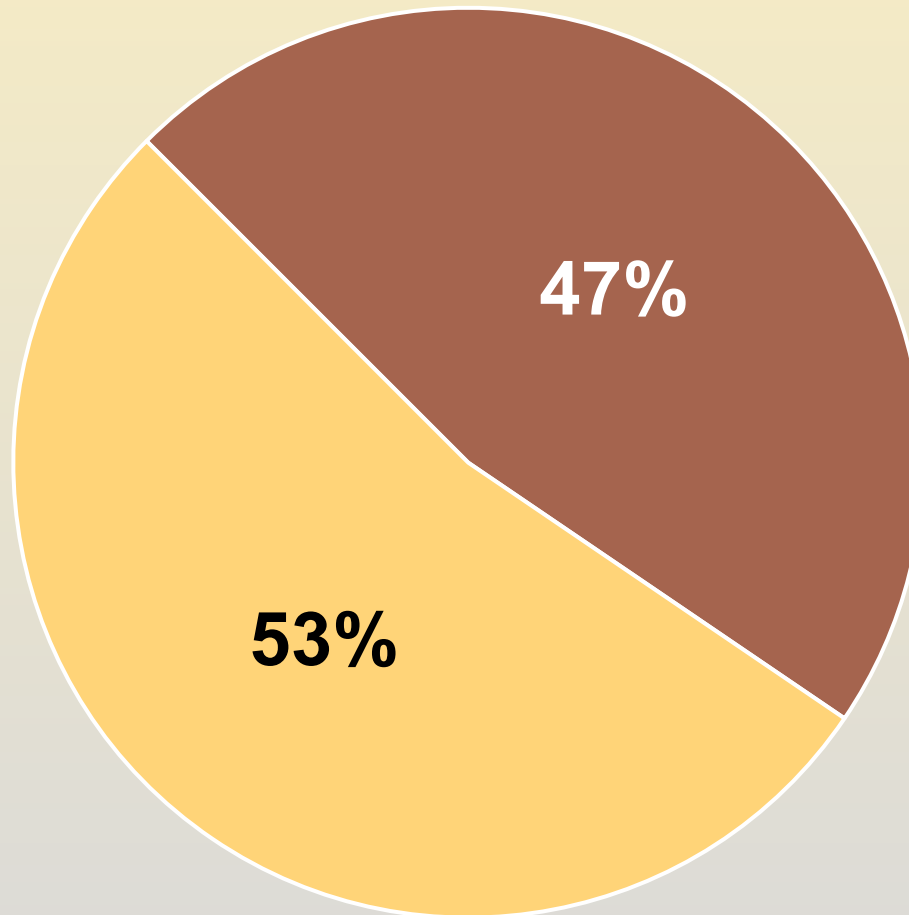
# Preferred option?

profile of selected categories with the highest percentages of *trails that connect various communities*



# Preferred option?

**Larger regional parks with multiple uses & facilities**



**Smaller neighborhood parks with fewer, more focused facilities**

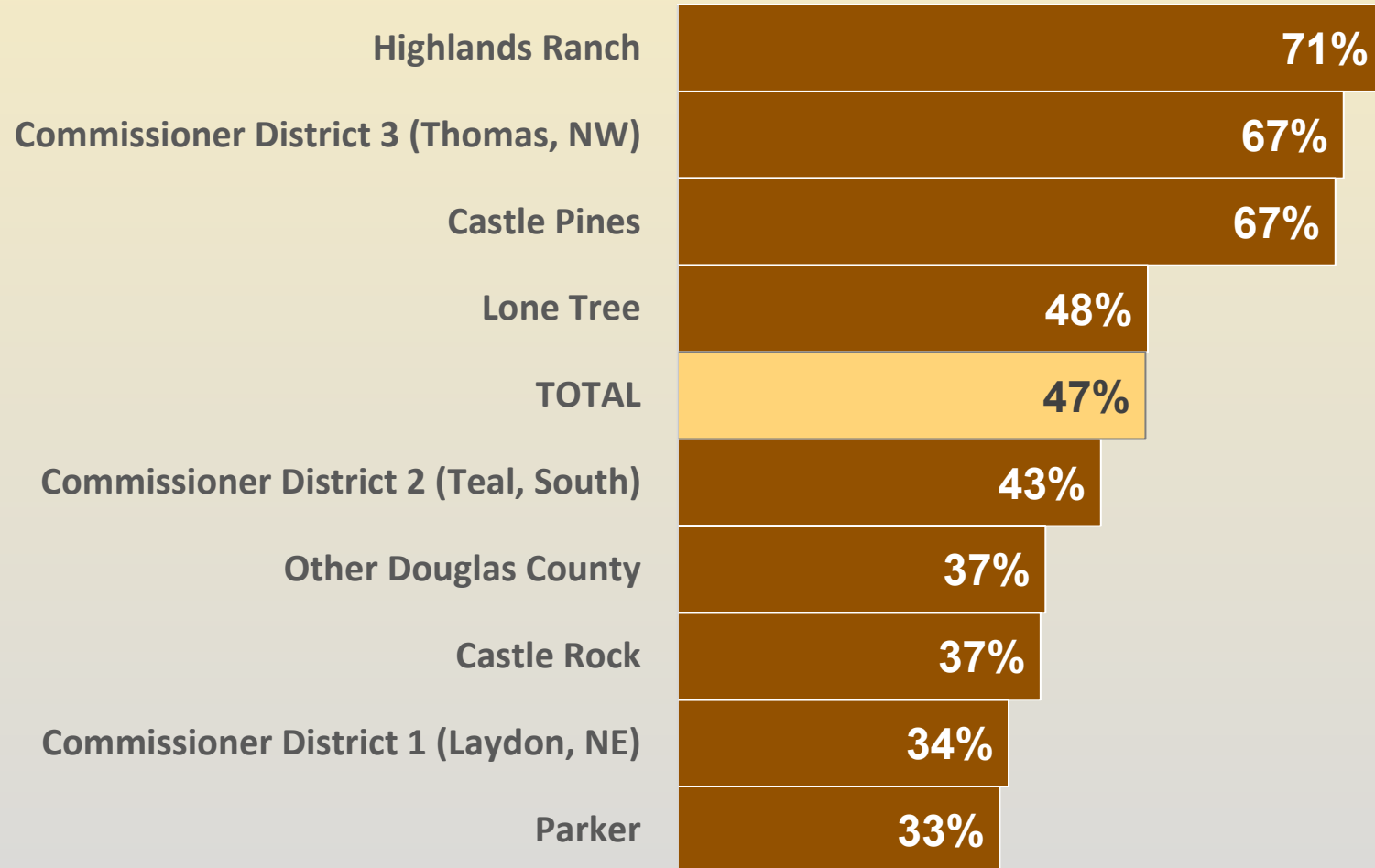




Preferred option?

# Smaller neighborhood parks with fewer, more focused facilities

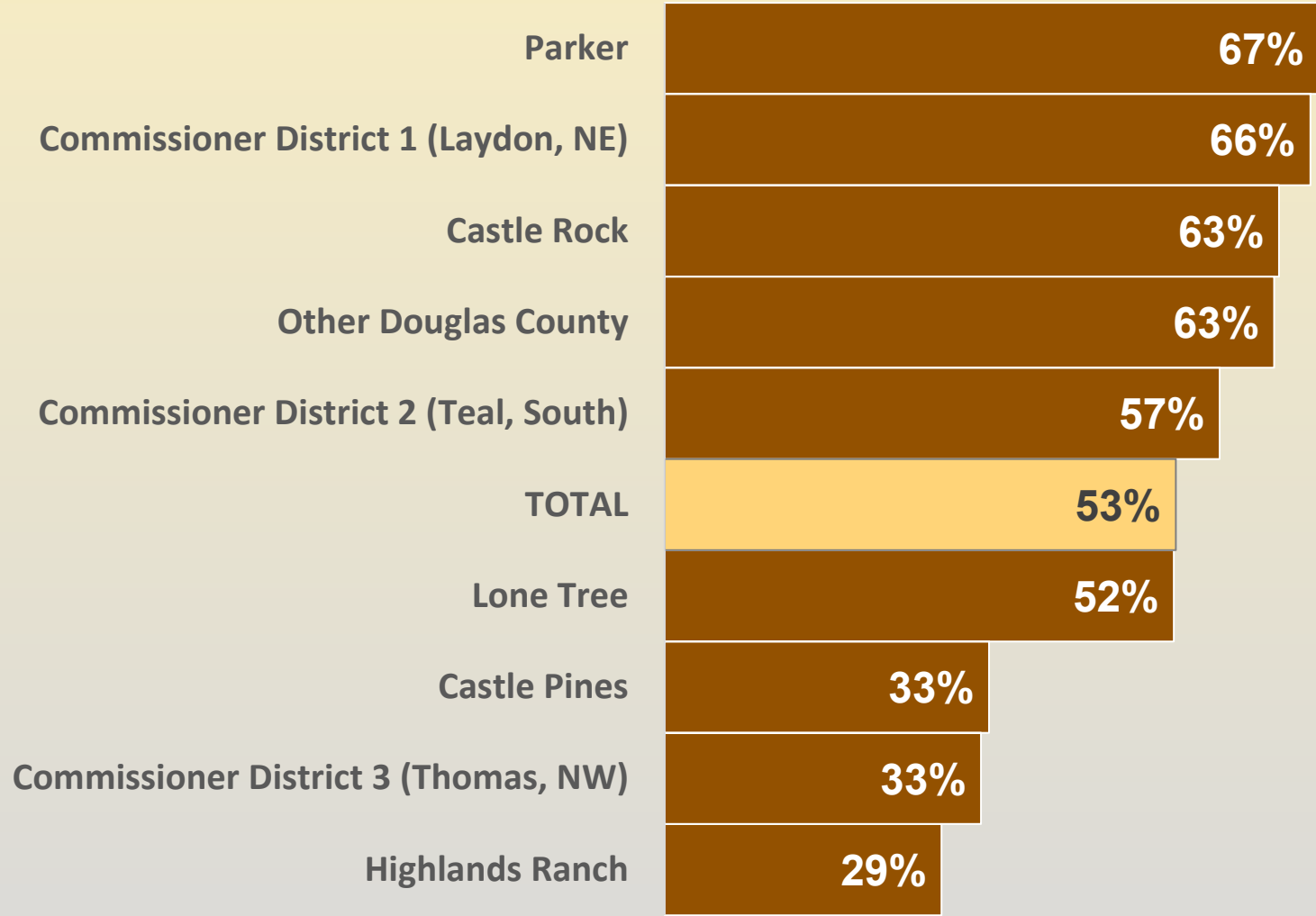
*by geography*



Preferred option?

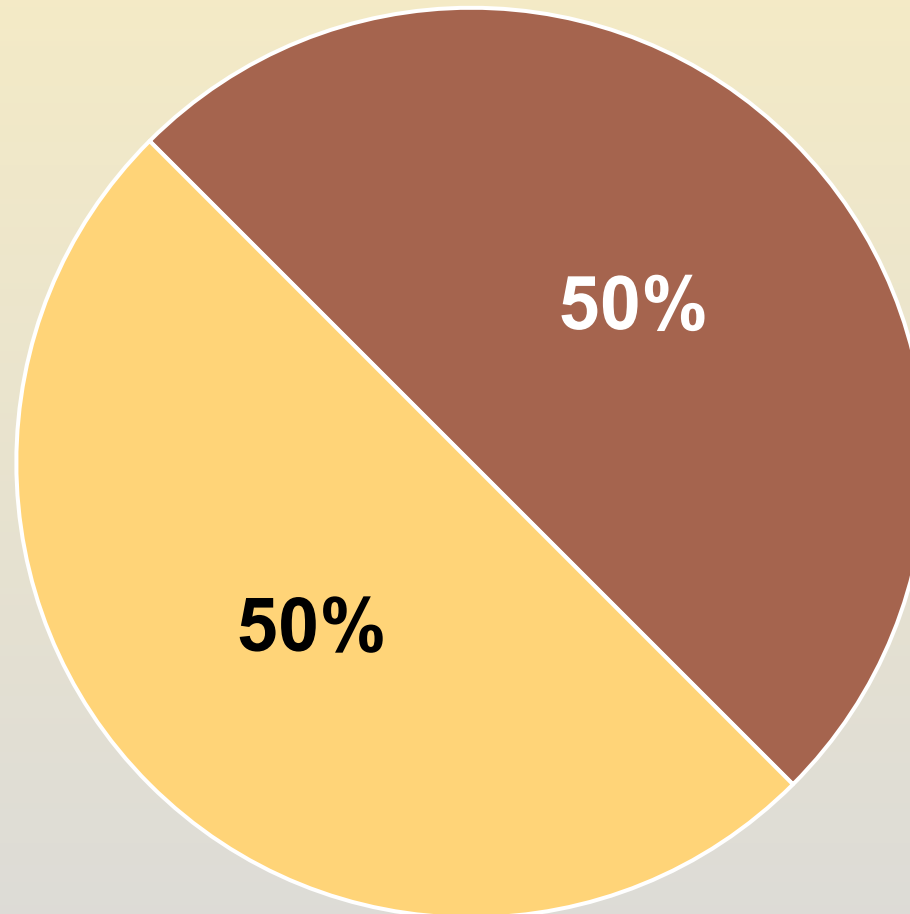
# Larger regional parks with multiple uses & facilities

by geography



# Preferred option?

**More courts  
for tennis,  
pickleball,  
racquet &  
handball,  
basketball**

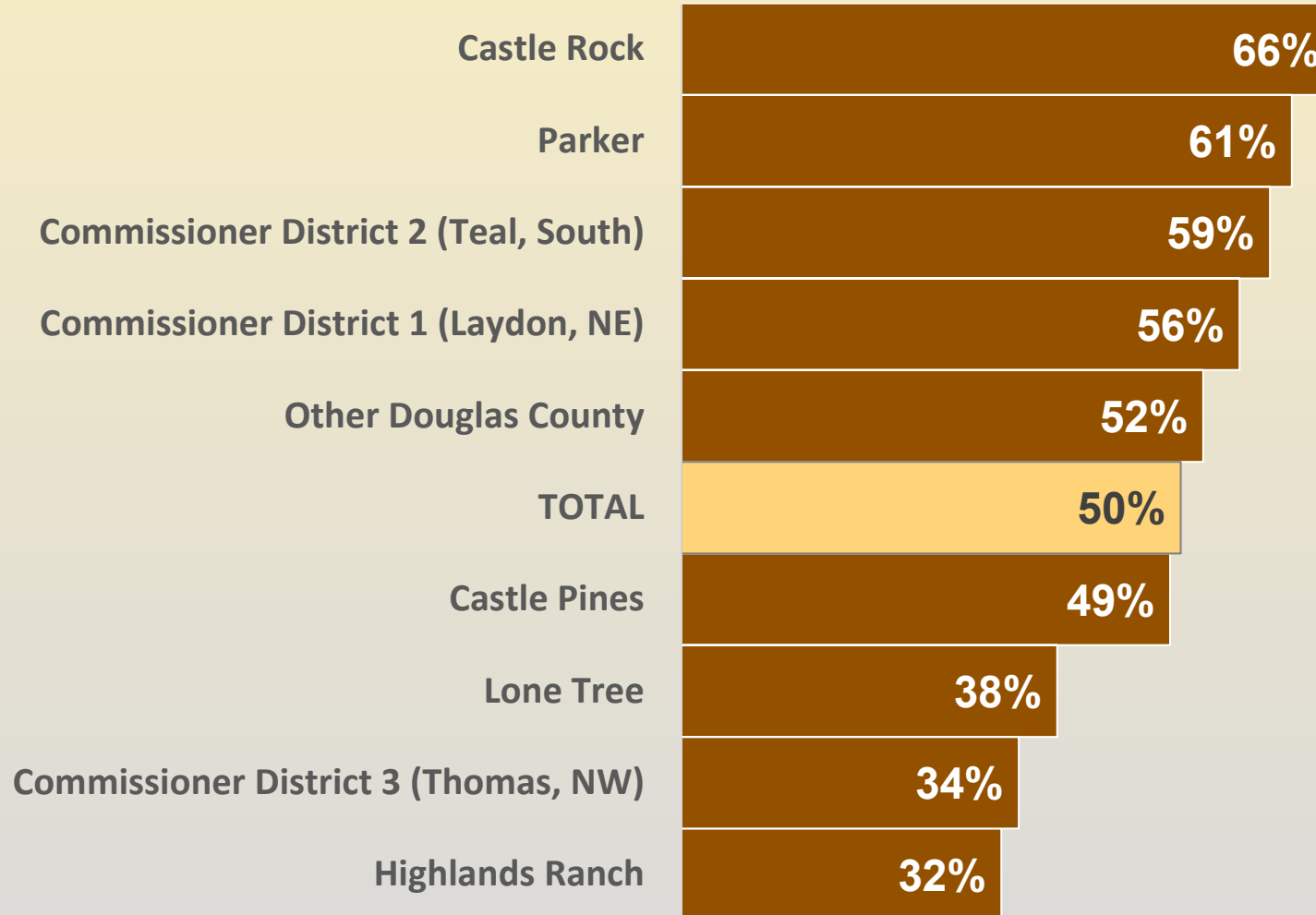


**More ballfields  
for baseball,  
softball, &  
soccer**



Preferred option?

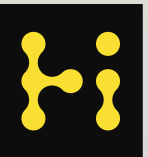
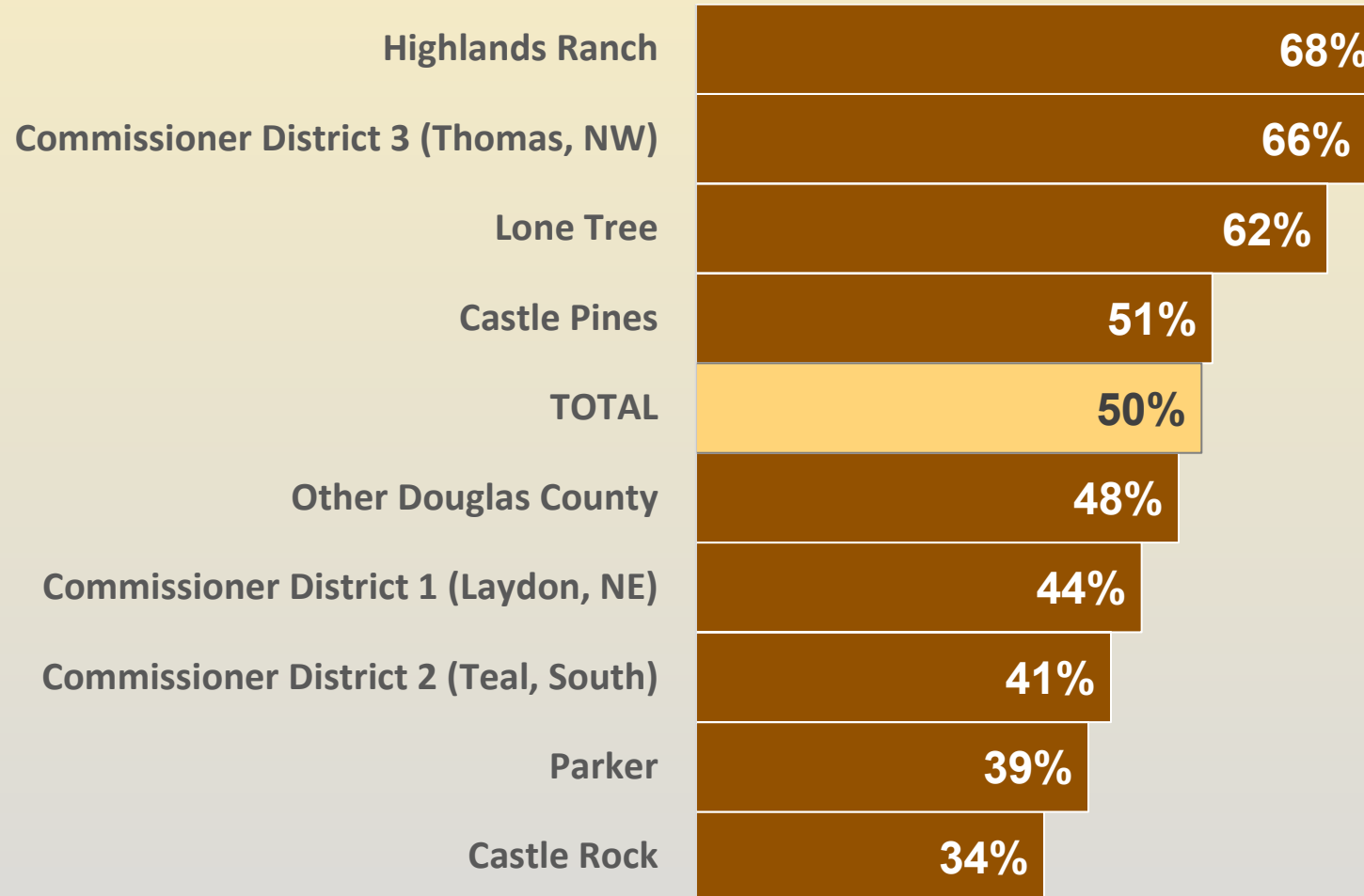
# More ballfields for baseball, softball, & soccer *by geography*



Preferred option?

# More courts for tennis, pickleball, racquet & handball, basketball

*by geography*



# Importance of funding considerations

■ Very important  
 ■ Important  
 ■ Neutral  
 ■ Not very important  
 ■ Not at all important

Areas with residents most likely to use parks, trails & recreation programs get the most funding



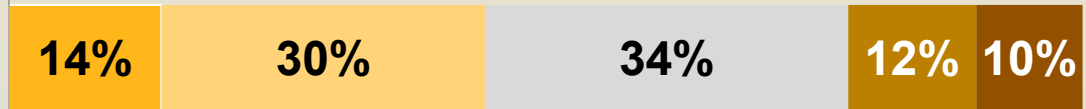
Each area gets equitable, proportionate share of funding



Having a park or trail amenity within a 10-minute drive for every county resident



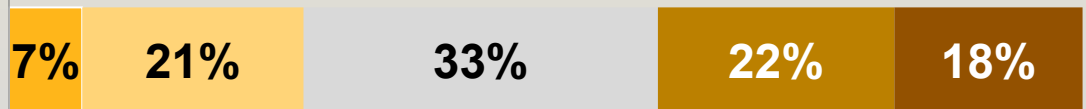
Each age group of population gets an equitable, proportionate share of funding



Previously underfunded areas & categories of the population get a larger share of funds moving forward



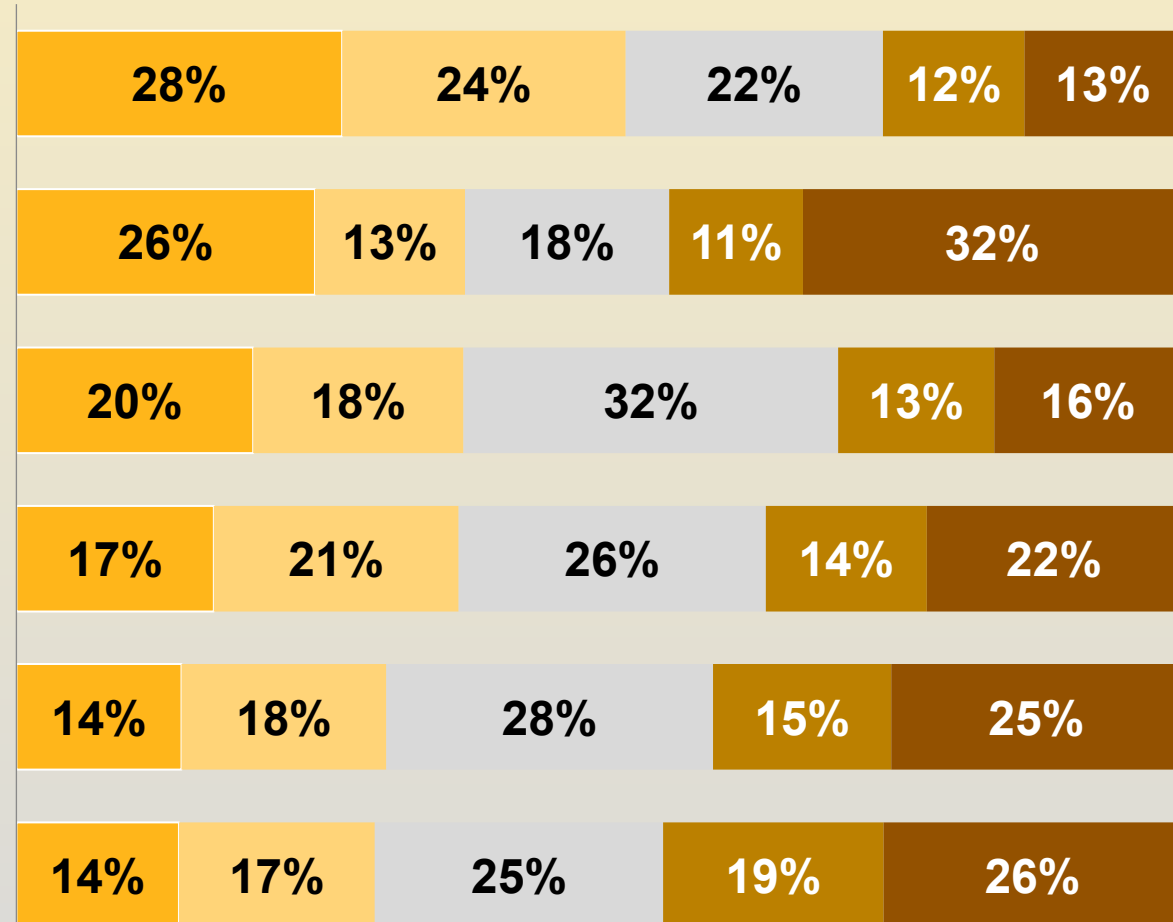
Fastest growing parts of the county get the greatest funding



# Appeal of potential large-scale projects

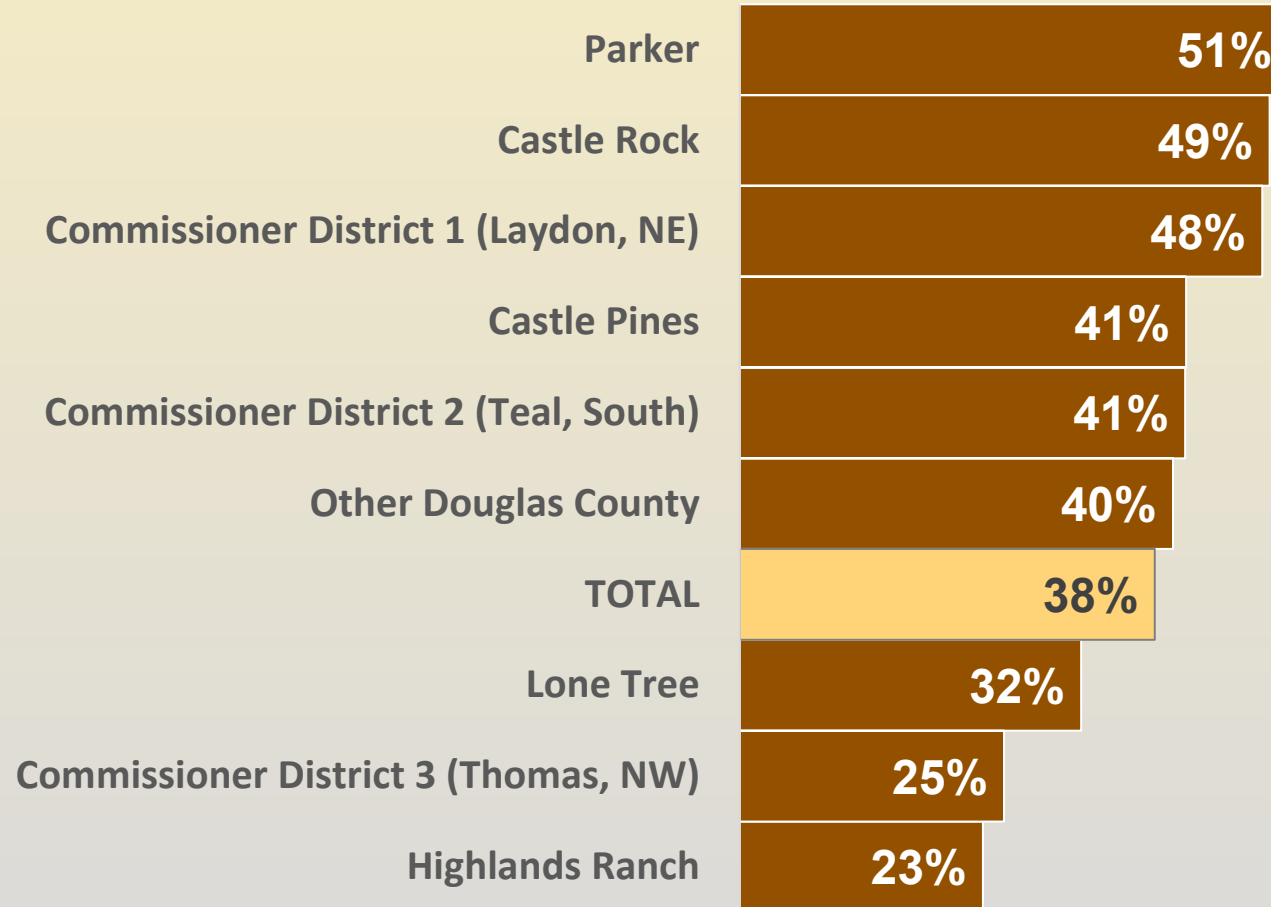
Very appealing ← → Not very appealing

- A large botanic park & oasis with global flora, gardens, conservatories, pools, trails, etc.
- Mega-complex of sports fields & facilities large enough to host youth & adult sports & cheer tournaments & events
- Cherokee Ranch & Castle restoration & renovation
- Expanded fairground facility to host large rodeos, stock shows, etc.
- Massive bicycle park with outdoor trails as well as indoor trails for year-round usage, with jumps & drops for bicyclists
- A large-scale outdoor art & sculpture garden with walking & driving trails



## Appealing:

A mega-complex of sports fields & facilities large enough to host state, regional, & nationwide youth & adult sports & cheer tournaments & events  
*by geography*

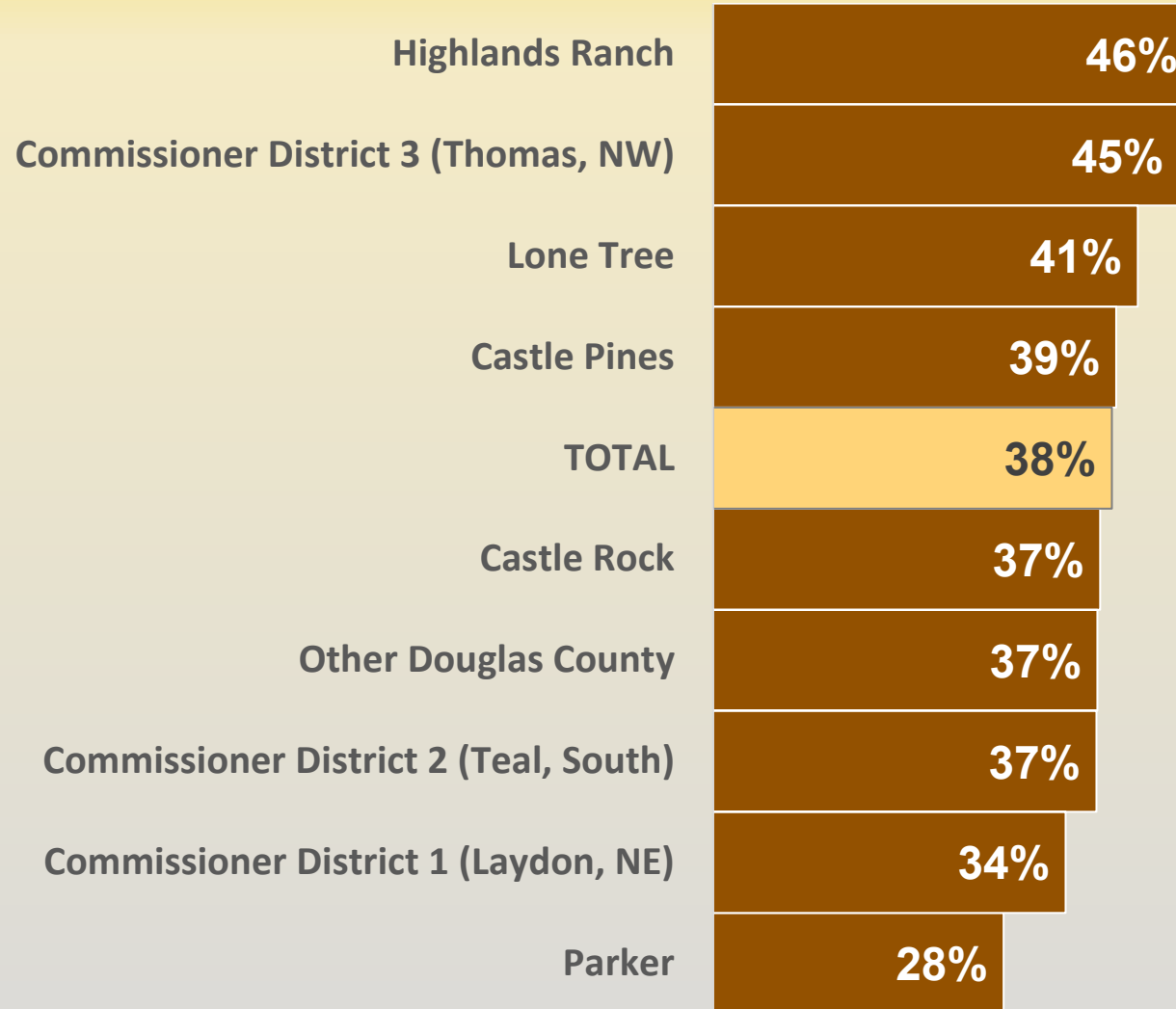




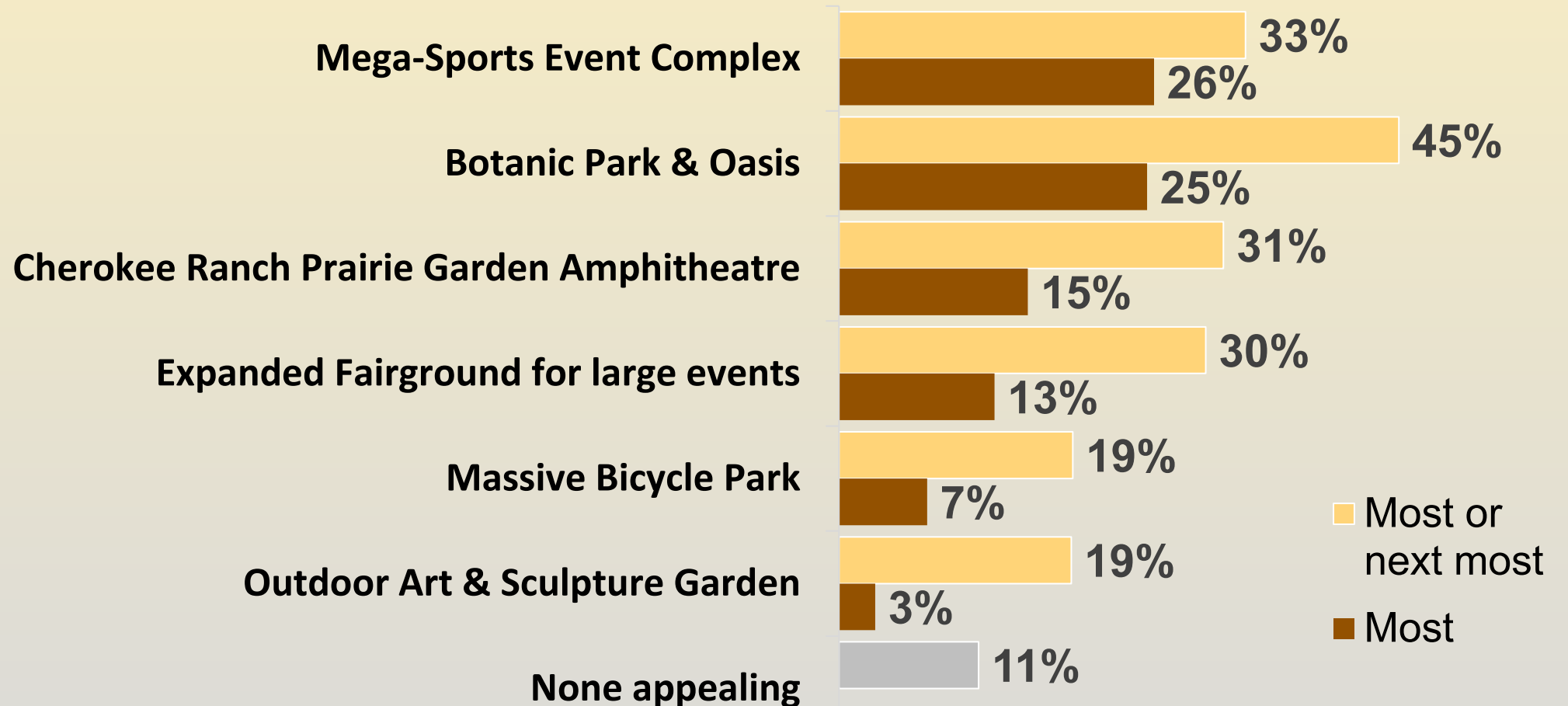
Appealing:

# Cherokee Ranch & Castle restoration & renovation

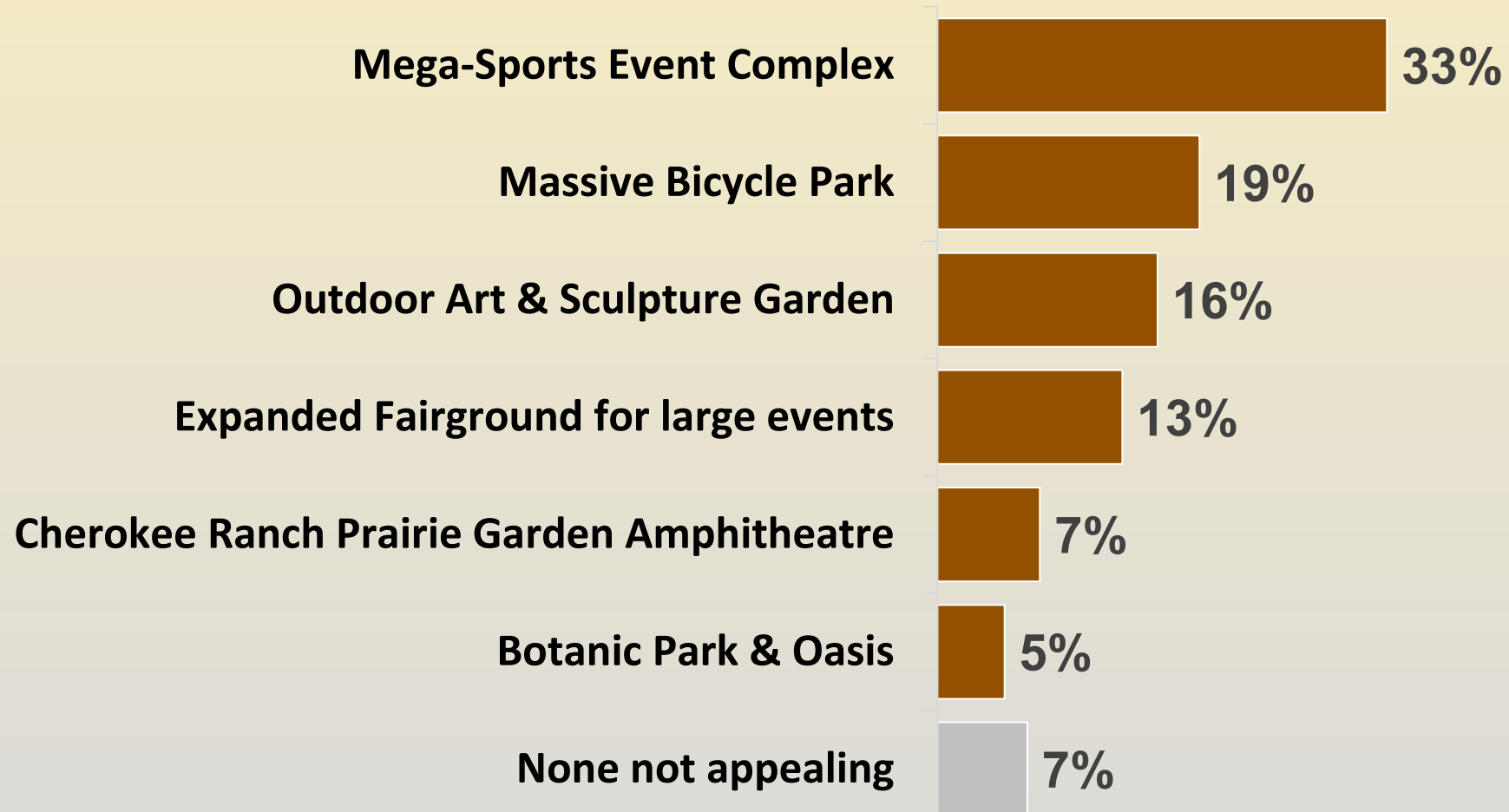
*by geography*



# Appeal of options – rank ordered



# Least appealing option



# One more thing



# Improvements you would make in amenities, facilities or programs in Douglas County

*top categories*

