



Parks and Recreation Master Plan

ZEC EIGHT INSIGHTS
PUBLIC SPACES, PLACES, AND PROGRAMS | CONSULTING

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Master Plan Acceptance Resolution (Council)

BILL NO. R1863

RESOLUTION NO. R1863

A RESOLUTION ADOPTING THE 2025 CITY OF MOBERLY PARKS AND RECREATION MASTER PLAN.

WHEREAS, the Moberly Parks and Recreation Department (“Parks Department”) has historically benefited from the adoption of a Master Plan to help guide the development and management of its parks system with the last Master Plan having been adopted in 2011; and

WHEREAS, the Parks Department sought to update its Master Plan with the assistance of its consultant, ZEC Eight Insights (“Consultant”); and

WHEREAS, the Parks Department and the Consultant developed the attached Master Plan through an extensive twelve-month public participation process involving a community survey, planning workshops and open houses open to all Moberly residents, city staff, the Moberly Parks and Recreation Board, and the City Council; and

WHEREAS, the attached Master Plan outlines Parks Department goals, objectives and strategies for improving and maintaining the park facilities over the next ten (10) years and city staff requests that the City Council adopt the plan by Resolution.

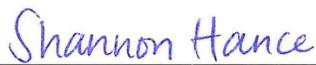
NOW, THEREFORE, the Moberly, Missouri, City Council hereby accepts staff recommendation and hereby adopts the Moberly Parks and Recreation Master Plan and authorizes the City Manager to take such steps as are necessary for implementation of the Plan and to take such other action as may be necessary to accomplish the purpose of this Resolution.

RESOLVED this 21st day of July, 2025, by the Council of the City of Moberly, Missouri.



Presiding Officer at Meeting

ATTEST:



Shannon Hance, CMC/MRCC, City Clerk

Master Plan Acceptance Resolution/Letter (Park Board)



July 16, 2025

On July 15, 2025, the Moberly Parks and Recreation Board adopted the 2025 Master Plan document. This document was produced by Zec Eight Insights through a thorough 12 month process. The process sought data and resident feedback from a wide range of sources including scientific survey, unscientific survey, brief surveys at special events, prior event and operational data, online public meetings, in person public meetings, Park Board meetings, as well as stakeholder meetings with our major community partners. A detailed list of the data sources is attached for reference.

Respectfully,

A handwritten signature in black ink that reads "Don Burton". The signature is written in a cursive style.

Don Burton
Park Board President

- **Joint Council - Park Board Meeting.** An initial meeting was held jointly with both governing bodies to discuss the process and methodology and gather initial feedback.
- **Data Request and Review.** Collection and analysis of a significant amount of data across multiple years and ranging from budgetary to program data.
- **Service Area Population Analysis.** Collection and analysis of current population demographics, family composition, and trends.
- **Recreational Trends Analysis.** Analysis of nationwide trends as well as geographically focused trends and data. This includes the Market Potential Index (MPI) and Spending Potential Index (SPI) to determine interest levels for various recreational opportunities locally and fee implications locally.
- **Interviews and Stakeholder Focus Groups.** The individuals and organizations included are Park Board, City Council, parks and recreation staff, Little Dixie Regional Libraries, Moberly School District Administration, Randolph County Health Department, City Manager, Randolph Area YMCA, Moberly Regional Medical Center, Missouri Department of Conservation, NOMO Archery Club, Moberly Council on the Arts, Chamber of Commerce/Community Betterment, Economic Development, NOMO Community Foundation, Moberly Midget League, Moberly Area Soccer Association, Little Spartans Football, Randolph County Developmental Disabilities Services, ICAN Missouri Foundation, Randolph County Sheltered Industries (dba MPPS), Moberly Kiwanis Club, Moberly Rotary Club, Moberly Optimist Club, Moberly Altrusa Club, Moberly Friends of the Park.
- **User Intercepts.** This was conducted at the Trick-or-Treat Trail October 31, 2024. The consultant joined the fun downtown and provided a QR code for participants to provide instant feedback.
- **Zoom Meeting.** Busy families cannot always make an in-person meeting so a Zoom meeting was conducted November 12, 2024 to allow citizen participation electronically. Click [here](#) to view the meeting recording.
- **Park System Inventory Assessment.** Geospatial mapping of current park system assets and offerings of all categories with a range of analysis including 5 minute walk access, 10 minute walk access, 5 minute drive access, and 10 minute walk access, and other maps to identify access.
- **Level of Service Analysis.** Analysis of current community offerings including by other organizations (ie: YMCA provides indoor recreation) to create a comprehensive analysis of strength and gaps.
- **Organizational and Management Planning.** Review of organizational structure and benchmarking against National Recreation and Parks Association metrics.
- **Resource and Funding Analysis.** Analysis of funding and capacity.
- **Scientific Survey.** A statistically valid (scientific) survey was mailed to randomly selected residents to provide feedback from an accurate representation of Moberly. ***This data has been compiled and is available [here](#).*** Please note the data looks through different lenses. For example, an amenity or program may register as a "high need," but may be partially or completely "met" in the current system, and/or may be lower ranked amongst all of the amenities or programs in the rankings by survey takers. The "Priority Investment Rating (PIR)" on page 64 is the final score that triangulates "need," whether a need is "unmet," and "importance." Similarly, the "Importance-Satisfaction (I-S) Rating" evaluates broader focus areas in the public view. These combined scoring methods are important to view priorities in a holistic way rather than in isolation through only one lens. For example, trails are a very high priority for the public, but also rank very high in terms of satisfaction and whether the need has been met. Looking through only the "need" lens may appear to suggest a need for more trails, but that is not necessarily the case when continuing to digest feedback received on whether the same survey respondents are satisfied and whether the need has been met.
- **Unscientific Survey.** In February, there was an opportunity fill out online surveys to collect additional feedback from the public so all citizens have an opportunity to participate. These surveys are self-selected meaning people select or opt whether to participate. This option is not intended to be representative of Moberly, but simply to be another opportunity to gather anecdotal feedback much like zoom meetings, public meetings, and surveys at community events.
- **Mission, Vision, and Values.** Development of a Vision statement and organizational Values list in addition to a refresh of the organizational Mission statement.
- **Public Meeting.** March 18th 6pm, a public meeting was held to review data collected from the statistically valid survey, discuss the process to date, and the process remaining.
- **Public Meeting.** April 9th at 6pm, a public meeting was held at the Lodge in Rothwell Park to provide the public an opportunity to provide feedback in person if they had not already done so through prior opportunities.
- **Public Meeting.** April 15th at the Park Board meeting, time on the agenda was scheduled for public feedback in person if they had not already done so through prior meetings.
- **Joint Council – Park Board Meeting.** City Council and Park Board met June 11th at 6pm at the Lodge to hear a presentation by the consultant of the process, data, and major findings in the final master plan document.



Chapter 1 - Introduction

1.1 Master Plan

This *Parks & Recreation Master Plan* replaces the last completed plan in 2011. This plan's intent is to be a guiding framework for the next ten years as it relates to the provision of facilities, programs, and services. **Of note, this plan is a living document that reflects the consensus of the participants at the time and should change as people and issues change.** In other words, there should be periodic check-ins over the next ten years, with a refresh conducted after five years, to ensure the *Parks & Recreation Master Plan* remains relevant as an overarching park system (and department) strategy.

1.1.1 Planning Process

The formal planning process commenced in late July 2024 and was organized into four overarching tasks (**Figure 1**). *Discovery* included data collection and review, internal stakeholder engagement, population and trends analyses, and site assessments. This task resulted in the planning foundation. The *Needs Assessment* was a combination of external engagement techniques (interviews, focus groups, surveying, and intercept meetings) and system analyses (GIS, programming, resources and funding, and governance). *Strategic Development* took all the data and findings learned through the planning process and translated them into a capital improvement plan (CIP) and overall action plan. Finally, the *Master Plan Finalization* task included final presentations and the development of this final document.

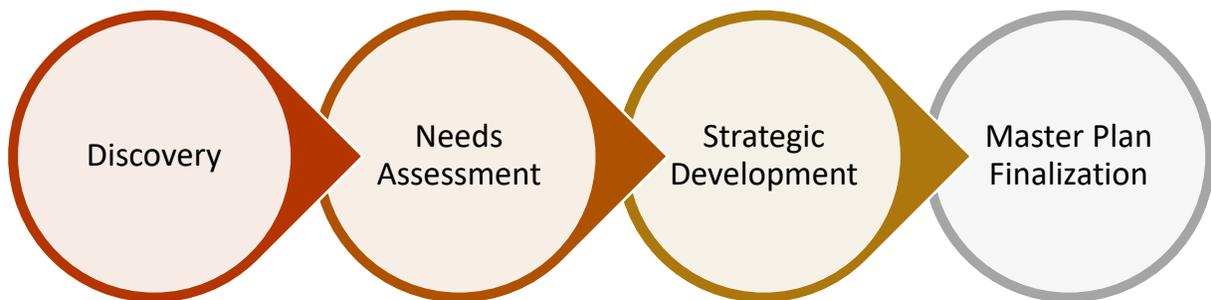


Figure 1: Planning Process

1.2 Foundational Context

City Council and Parks & Recreation Board

At the project's onset, Zec Eight Insights met with City Council and the Parks & Recreation Board during a joint workshop to understand their goals and objectives for this planning effort. The following demonstrable "measurable wins" resulted from the conversation:

- Shore up existing infrastructure and ensure quality.
- More sustainable projects in our park system.
- More community gathering features.
- Keep current with trends.
- Bolster our key asset (outdoor recreation) as more of a regional asset and tourism destination.
- Right-size the park system for today's uses.
- Focus on marketing, branding, and communication.
- Preserve the wilderness area in the city.



Parks and Recreation Department Staff

Zec Eight Insights also facilitated a PESTLE analysis with staff to assess the broader macro-environmental factors likely to influence the park system’s direction over the next decade. The exercise revealed that while the community operates in a politically conservative environment, there is strong local support for reinvestment in public infrastructure through a dedicated parks sales tax. Economic challenges such as inflation and limited cost recovery mandates present operational constraints, yet Moberly’s traditional and working-class character also promotes a deep appreciation for accessible, community-driven services. Socially, the community is evolving with a growing demand for self-directed recreation and multigenerational engagement, while technological and environmental concerns, ranging from the need for modern work order systems to flood mitigation, highlight emerging operational priorities. Legally, governance ambiguity regarding the department’s financial autonomy and oversight continues to be a challenge. Overall, the PESTLE findings emphasize the need for strategic communication, reinvestment in infrastructure, and modernization of operations to remain responsive and relevant.

1.3 Vision, Mission, and Core Values

After analyzing all information collected during the planning process, new vision and mission statements along with a set of core values were developed to help guide the department as it implements this *Parks & Recreation Master Plan*.

1.3.1 Vision

“We envision a premier parks system, connecting residents and visitors to the outdoors, lifelong wellness, and a strong sense of community.”

1.3.2 Mission

“Moberly Parks and Recreation is committed to providing outdoor recreation opportunities by creating and maintaining safe and clean parks, natural areas, recreational amenities, and activities that will promote an active lifestyle, wellness, conservation, and enrich the quality of life for all the people of the community for current and future generations.”

1.3.3 Core Values

- **Access for All.** We ensure fair opportunity for people of all abilities to enjoy parks and programs.
- **Collaboration.** Teamwork – internally and externally. We work together with residents, partners, and colleagues to achieve shared goals.
- **Excellence.** We pursue high standards in service quality, maintenance, and professionalism.
- **Innovation.** We embrace creative thinking and forward-looking solutions to meet evolving needs.
- **Resilience.** We adapt to challenges and sustain momentum for long-term community benefit.
- **Public Service.** We are dedicated to serving the community with integrity and transparency.
- **Stewardship.** We safeguard and enhance the community’s natural and financial assets for future generations.



Chapter 2 - Local Demographics and Market Conditions

2.1 Area Context

Moberly, Missouri is part of the Columbia metropolitan area and was founded in 1866. The city was named after Colonel William E. Moberly, the first president of the Chariton and Randolph County railroads. Known as the "Magic City," Moberly gained this nickname due to its explosive growth during a railroad boom. Today, Moberly is home to over 13,000 residents and two colleges – Moberly Area Community College and Central Christian College of the Bible.

Moberly Parks and Recreation oversees the city’s parks, provides community events and activities, and operates seasonal and year-round recreation facilities. It should also be noted that Moberly’s reach extends beyond its municipal boundaries. As one of only five cities in the county, Moberly is also by far the largest. As a result, surrounding cities, villages, and unincorporated communities look to Moberly when considering their recreational pursuits.

2.2 Demographics

All demographic data was obtained from Esri in August 2024. Esri specializes in delivering the world’s most powerful mapping and spatial analytics software available.

2.2.1 Population

Moberly’s population has decreased by 3% since the 2010 Census and is projected to remain flat over the next five years. According to historic Census data, Moberly’s largest recorded population occurred during the 2010 Census. Although experiencing a slight population decrease, the current population is still the second largest the city has had historically.

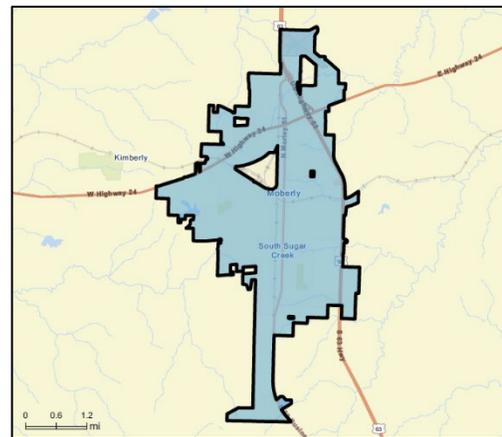


Figure 2: Moberly City Boundaries

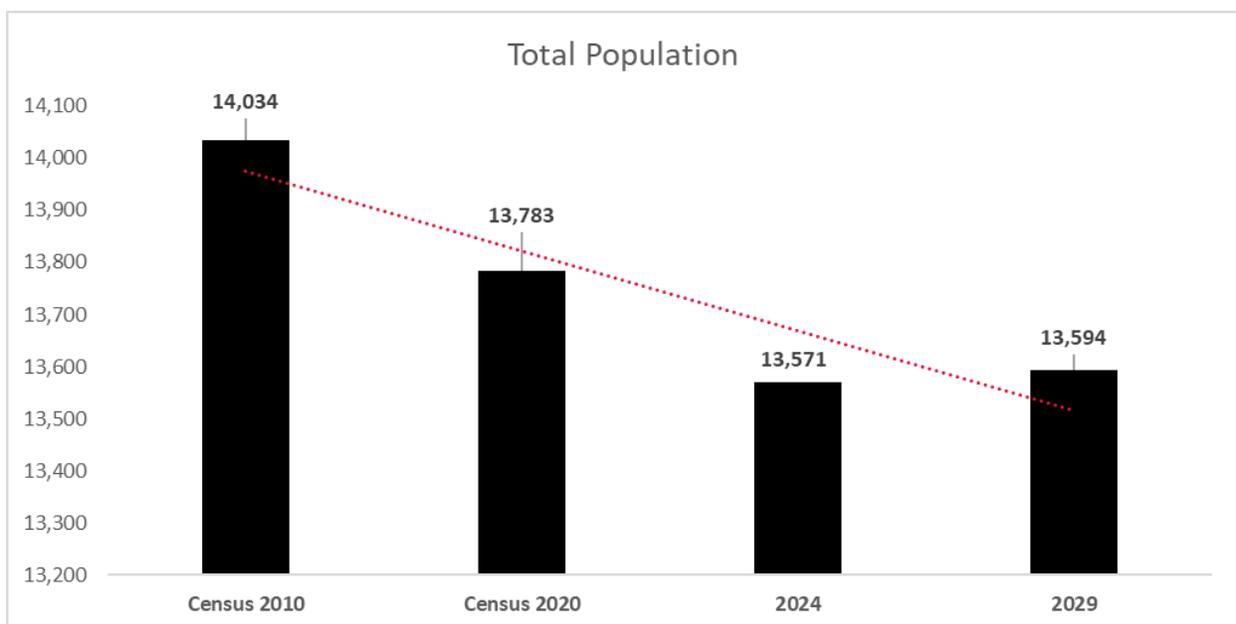


Figure 3: Moberly Population



2.2.2 Age Segmentation

Moberly’s median age is 37.9, an increase of 2.2 years since the 2010 Census. This is not a surprising trend considering over half (54%) of the population is over 35 years old. Looking ahead over the next five years, the city’s age segments are projected to remain stable in terms of overall percentages.

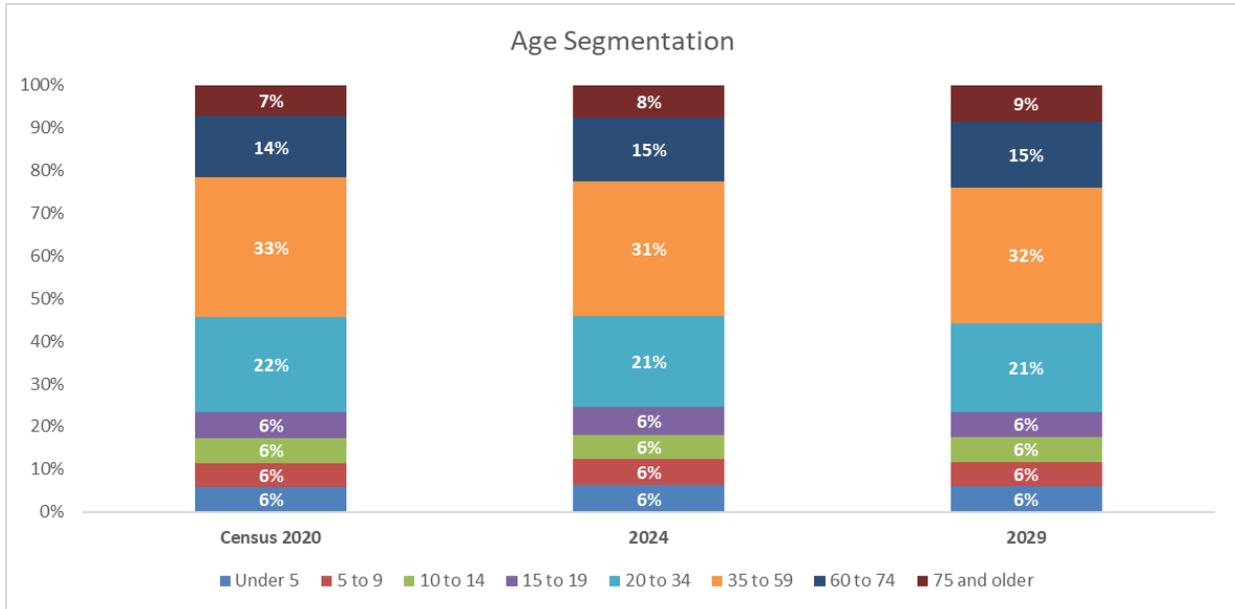


Figure 4: Age Segmentation Breakdown (2020-2029)

2.2.3 Race and Ethnicity

Moberly is becoming more diverse but is not diversifying at a fast rate (Figure 5). Those individuals identifying as two or more races are projected to be the largest minority group within the city over the next five years. It should be noted that ethnicity is recorded separately from race as people who identify their origin as Hispanic, Latino, or Spanish may be of any race (Figure 6).

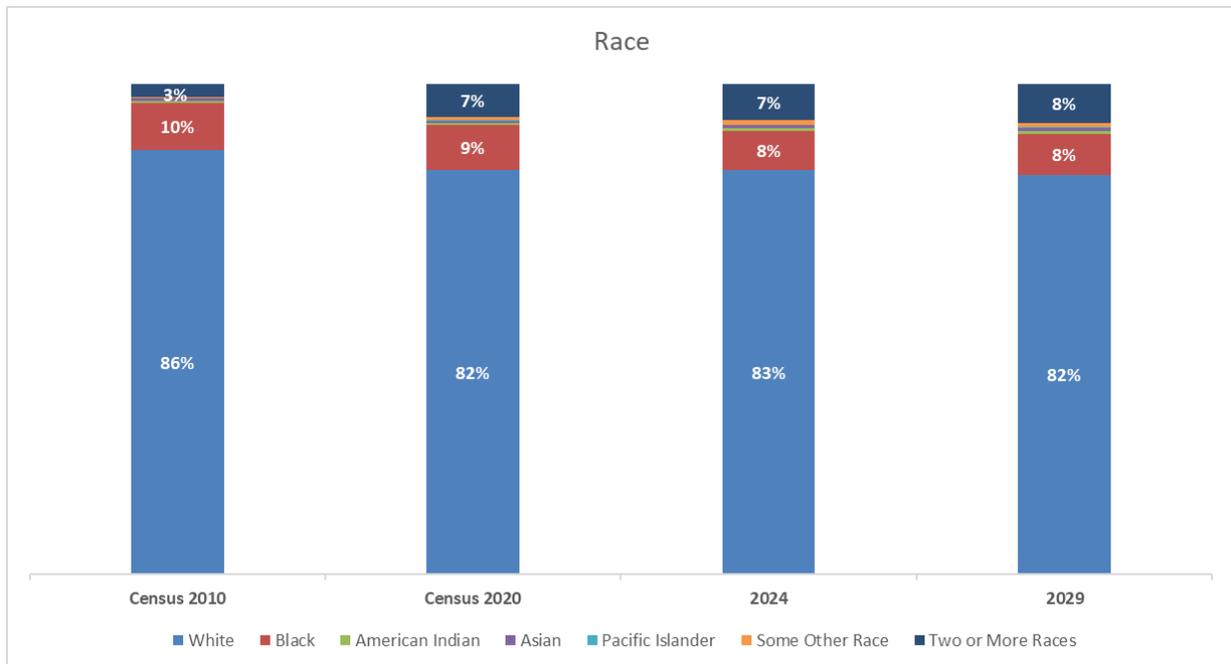


Figure 5: Race Statistics (2010-2029)

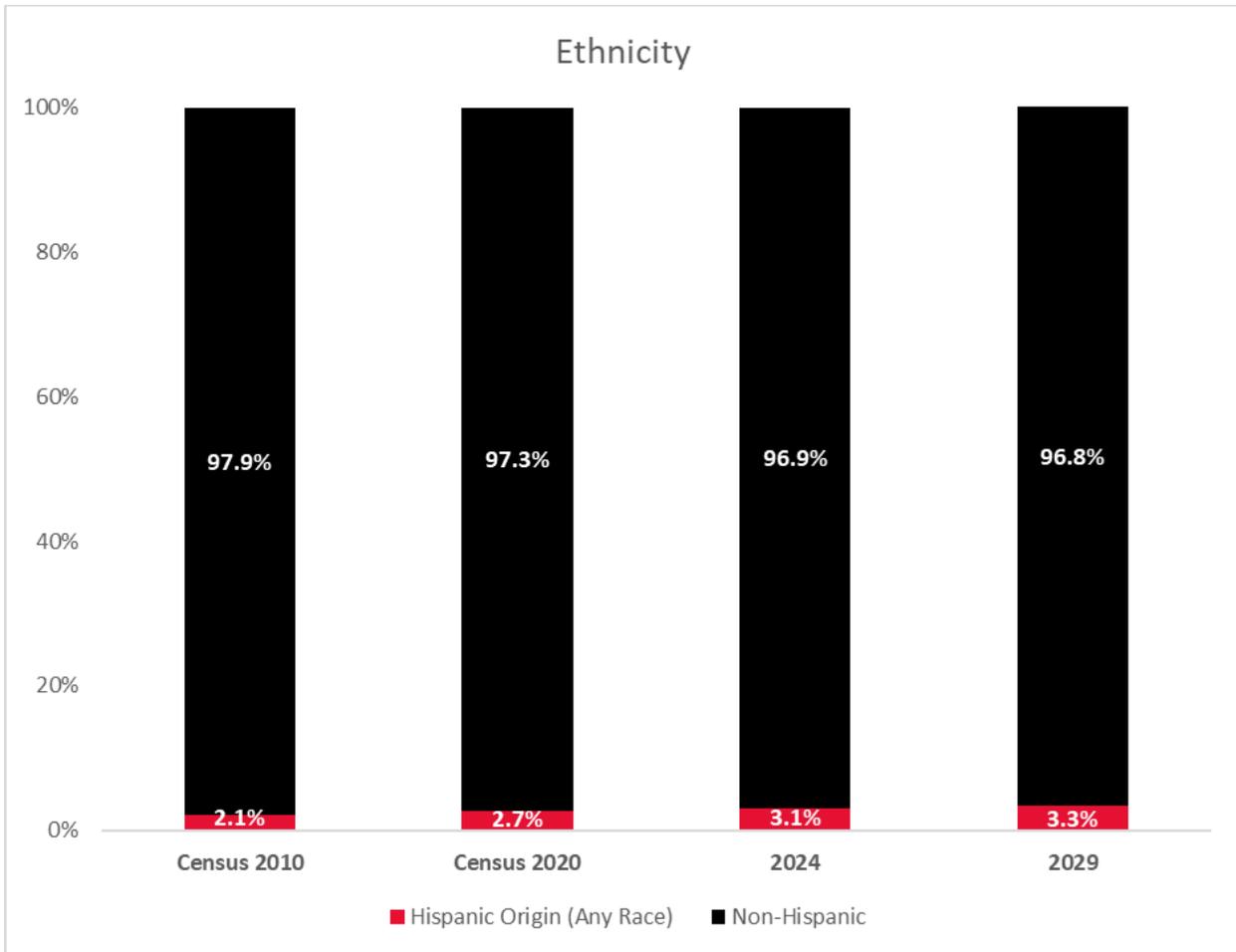


Figure 6: Ethnicity Statistics (2010-2029)

2.2.4 Household Characteristics

The average household size is decreasing and it is projected to continue decreasing over the next five years. This means there are fewer people living in households, but there is still demand for newer housing to accommodate those living on their own as the total number of households is growing and is projected to continue growing. This may have a direct impact on the importance of neighborhood parks and/or access to local parks. Interestingly, the number of families in the city has been fluctuating up and down since the 2010 Census. It will be important to understand what families are looking for in terms of quality-of-life amenities, recreation, and overall city services. Additionally, with more projected households, but fewer projected people living in them, it will be equally important to understand *who* is moving into Moberly.

Household Statistics				
Characteristic	Census 2010	Census 2020	2024	2029
Total Households	4,992	5,051	5,125	5,246
Owner Occupied	2,970	2,871	2,926	3,031
Rentals	2,022	2,180	2,199	2,215
Families	3,033	2,936	2,962	3,020
Avg. Household Size	2.34	2.31	2.26	2.21
Median Age	35.7	38.1	37.9	38.9

Figure 7: Household Statistics (2010-2029)



2.2.5 Household Income

Moberly’s median household income is \$43,104, a figure well-below the median household income for the entire state of Missouri (\$64,811). However, the median household income is projected to increase by 11% over the next five years (Figure 8). In terms of income segments, Moberly is diversified. No singular income segment dominates the population. Currently, the largest household income category in the city is the \$35,000-\$49,999 range, and that is projected to remain true over the next five years (Figure 9).

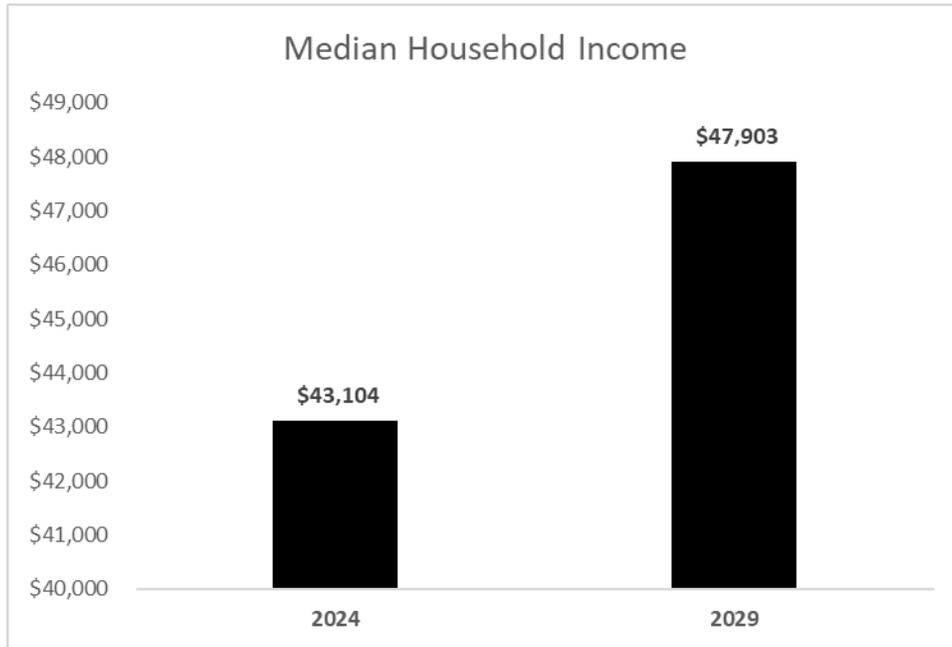


Figure 8: Median Household Income (2023-2029)

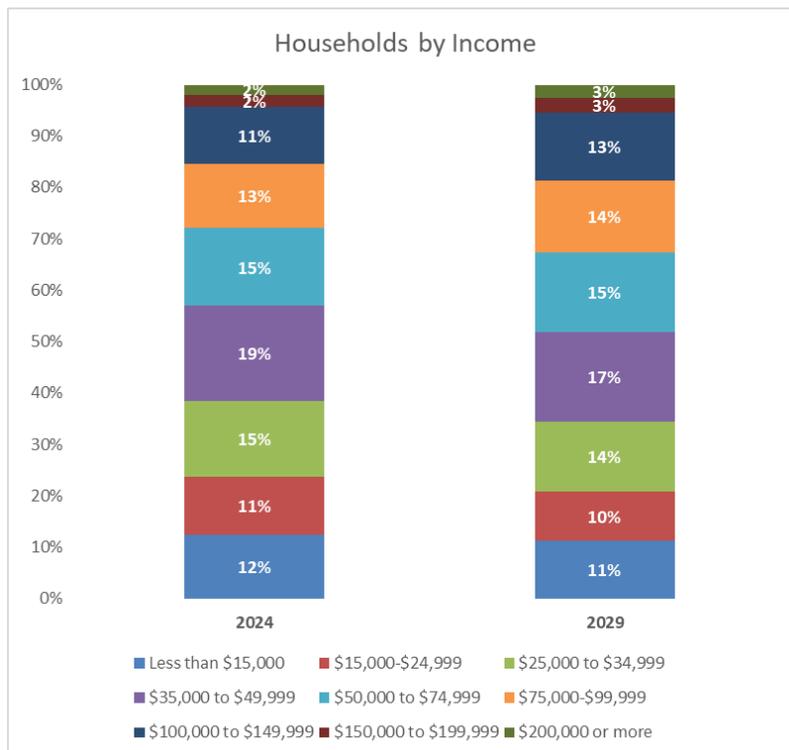


Figure 9: Household Income by Category (2023-2029)



2.2.6 Educational Attainment

Moberly’s largest educational attainment category for the population 25 years and older is a high school degree, followed by those with some college, but no degree (Figure 10). Over one-quarter of the population (26%) has some sort of secondary degree beyond high school.

Educational Attainment	
Level	2024
Less than 9th Grade	3%
9th - 12th Grade, No Diploma	8%
High School Graduate	33%
GED/Alternative Credential	9%
Some College, No Degree	21%
Associate Degree	8%
Bachelor's Degree	14%
Graduate/Professional Degree	4%

Figure 10: Educational Attainment Statistics (2024)

2.2.7 Disability Status

Approximately 16% of the civilian noninstitutionalized population reports having a disability (Figure 11). Of those that report having a disability, three disability categories make up 71% of all disabilities: ambulatory (walking with difficulty or affected gait), independent living (adaptions to living space or personal assistance), and cognitive (refers to a broad range of conditions). With these statistics in mind, it is beneficial to examine the need for inclusive playgrounds, sensory trails, increased facility accessibility, and providing recreation facilities and amenities with all abilities and ages in mind.

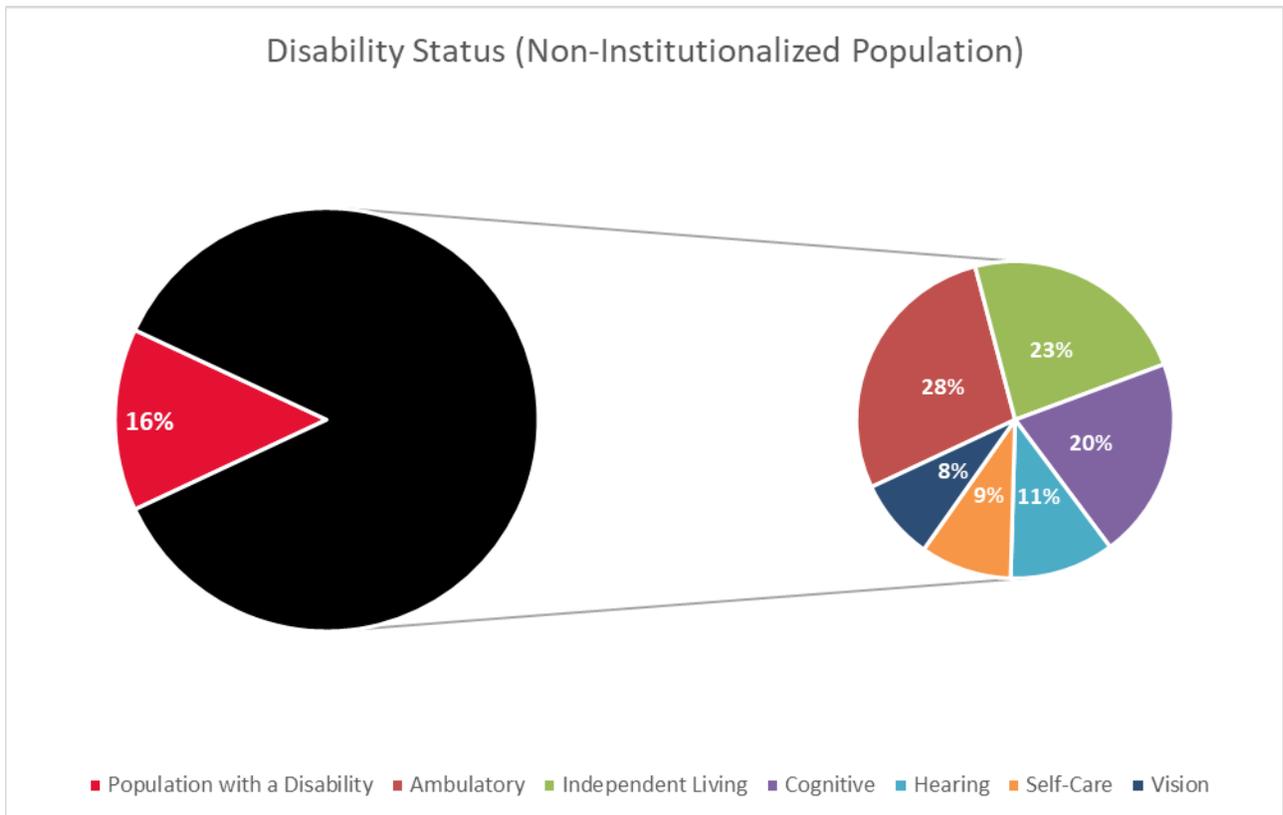


Figure 11: Disability Statistics (2024)



2.2.8 Employment

Moberly's overall unemployment rate is 4.6%, above the state average of 3.7% (Figure 12). Moberly's largest employed age segment (25-54) is not technically the largest unemployed age segment overall which is an interesting anomaly considering this age segment has most people in the workforce. With a relatively high percentage of unemployed individuals working between the ages of 16-24 and those between 55-64, these statistics support the idea of utilizing youth internships and training programs along with focused volunteerism and part-time work (at a minimum) for older residents.

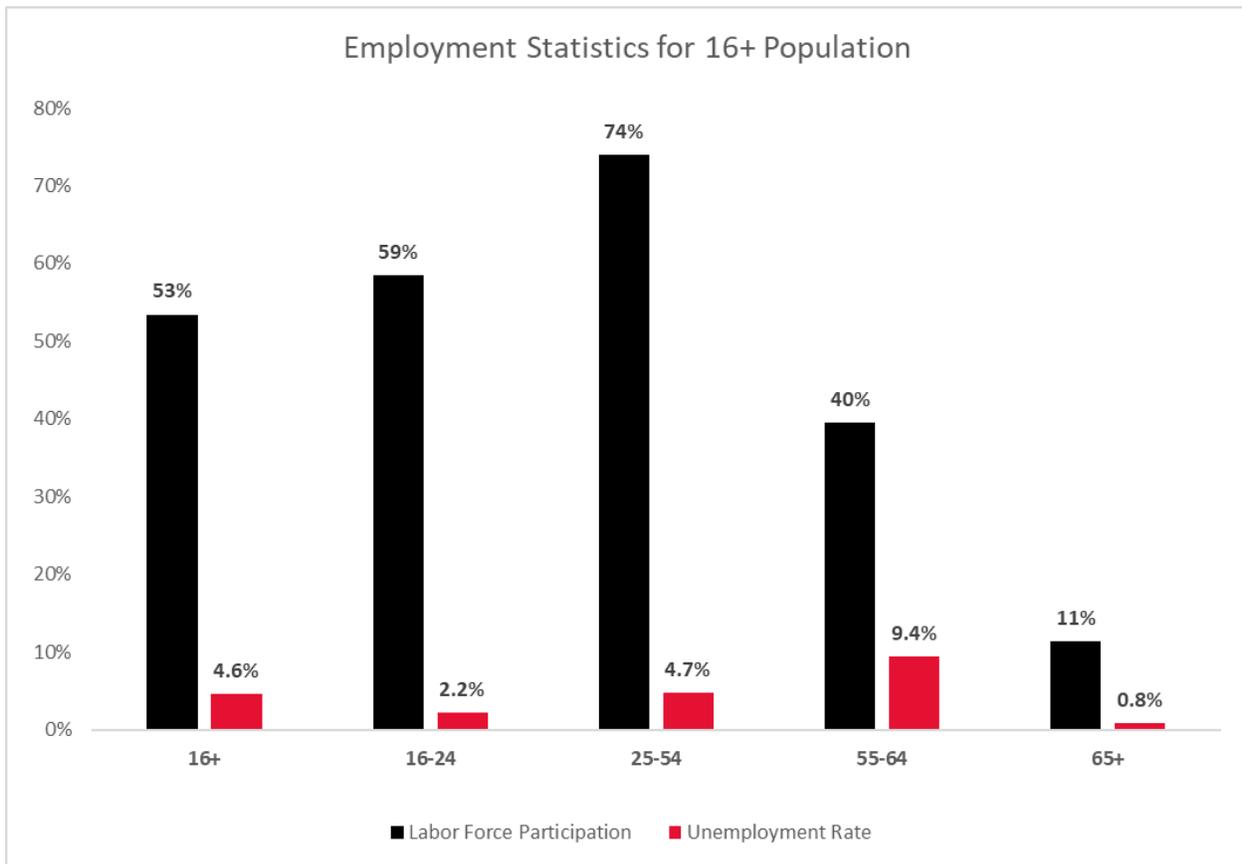


Figure 12: Employment Statistics (2024)



2.2.9 Industry and Occupation

Moberly's top five leading industries combine to represent 68% of all employment within the city (Figure 13). Transportation remains in the top five but has most likely declined over the years with the ebb and flow of the railroad industry in and around the area. With the city's leading employer being the health care sector, there may be partnership opportunities within the park system.

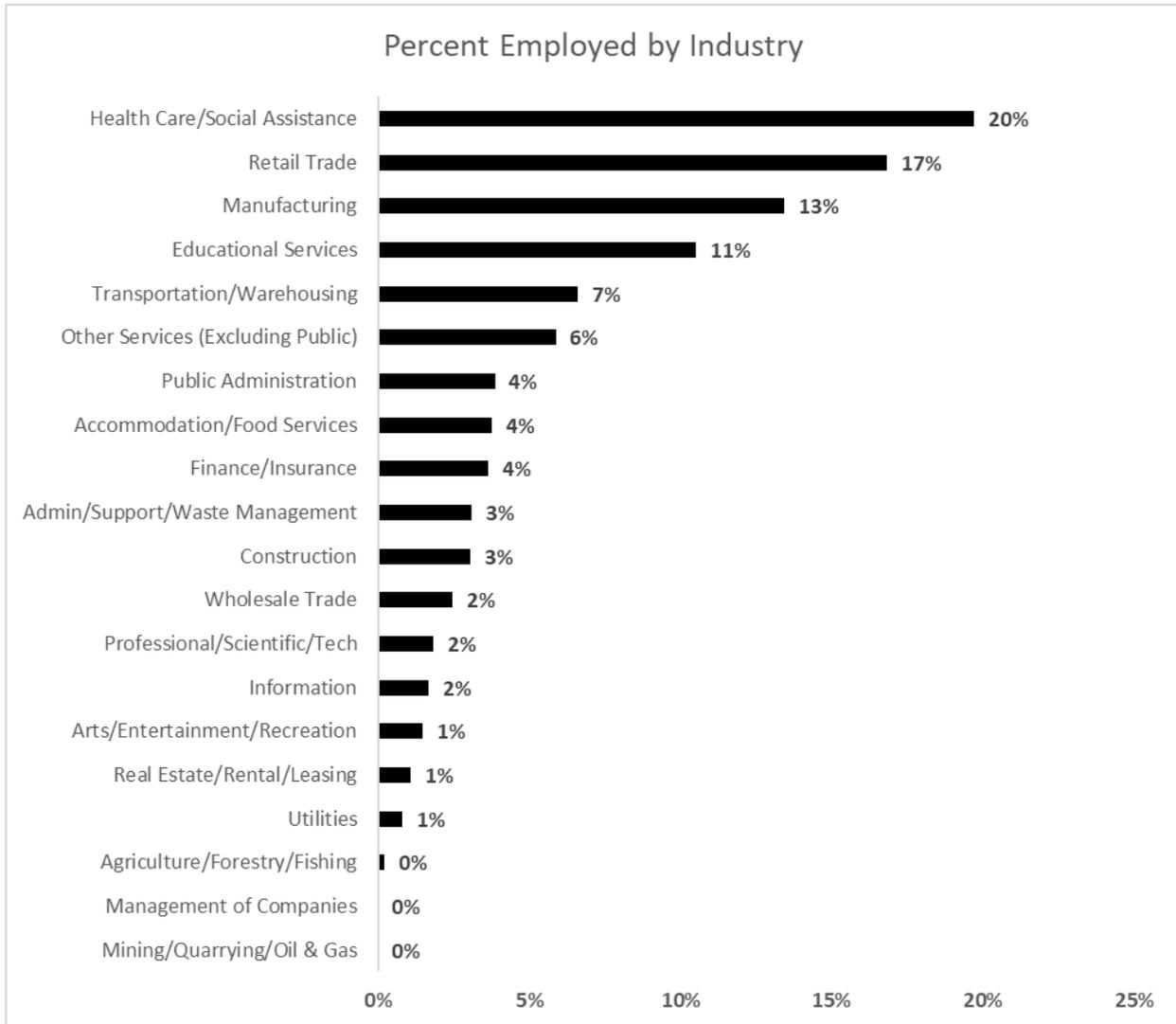


Figure 13: Industry Composition (2024)

2.3 Market Potential Index

Esri's Market Potential data measures the likely demand for a product or service in an area. A Market Potential Index (MPI) compares the demand for a specific product or service in an area with the national demand for that product or service. A value of more than 100 represents higher demand, and a value of less than 100 represents lower demand. For example, a service with a score of 125 translates into being 25% higher than the national average.



MPI scores were pulled for four categories:

1. Exercise/Personal Health Activities
2. Sport Activities
3. Land and Natural Resource-Based Activities
4. Enrichment Activities

2.3.1 Exercise/Personal Health Activities

Two of the recorded activities score in the 90th percentile – swimming and walking for exercise (**Figure 14**). In terms of overall resident participation, the most participated in activities include walking for exercise (30%), swimming (15%), weight lifting (13%), and yoga (8%) (**Figure 15**). These statistics indicate amenities such as trails, tracks, and pools/interactive water features may be popular within the city.

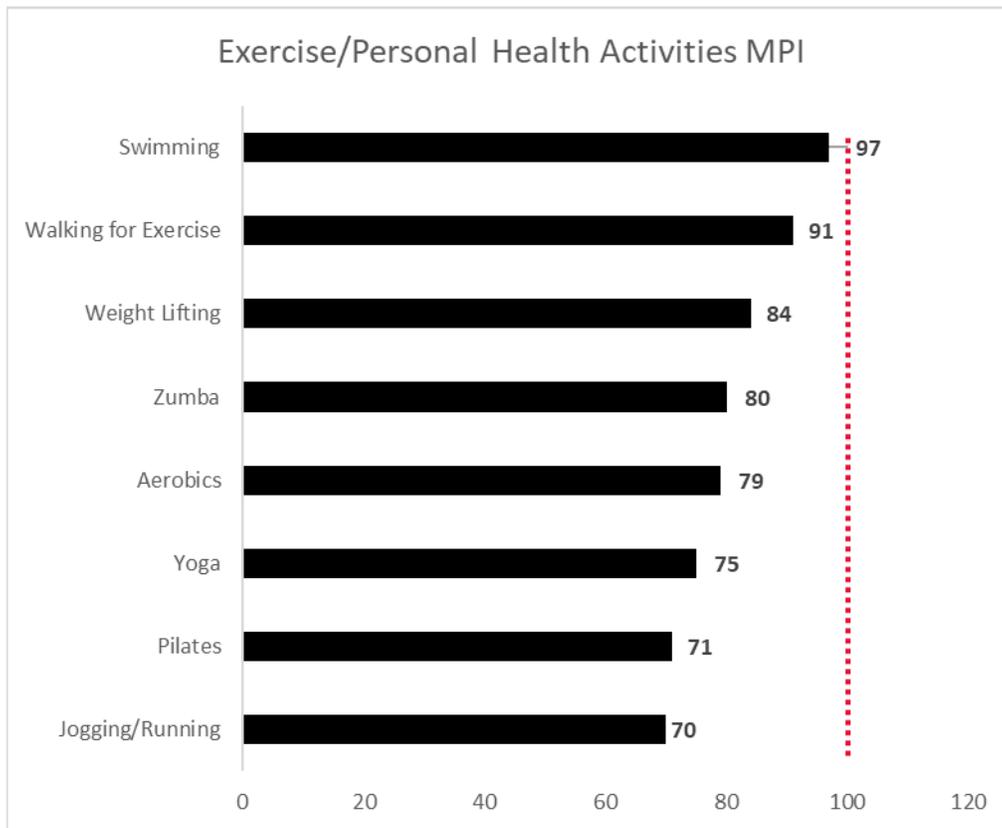


Figure 14: Exercise/Personal Health Activities MPI Scores for Moberly

Activity	Expected Population Participation
Walking for Exercise	29.7%
Swimming	15.1%
Weight Lifting	12.6%
Yoga	7.5%
Jogging/Running	7.3%
Aerobics	6.0%
Zumba	2.4%
Pilates	2.0%

Figure 15: Exercise/Personal Health Activities Expected Population Participation



2.3.2 Sport Activities

Market research shows below average degree of consumerism for sport activities (**Figure 16**). Expected population percentage participation is below double digits for all recorded activities as well (**Figure 17**). These statistics indicate a measured approach to sport programming must be taken by the department. This means careful consideration should be made for expanding existing sports offerings before offering new. Additionally, close attention should be paid to local participation trends.

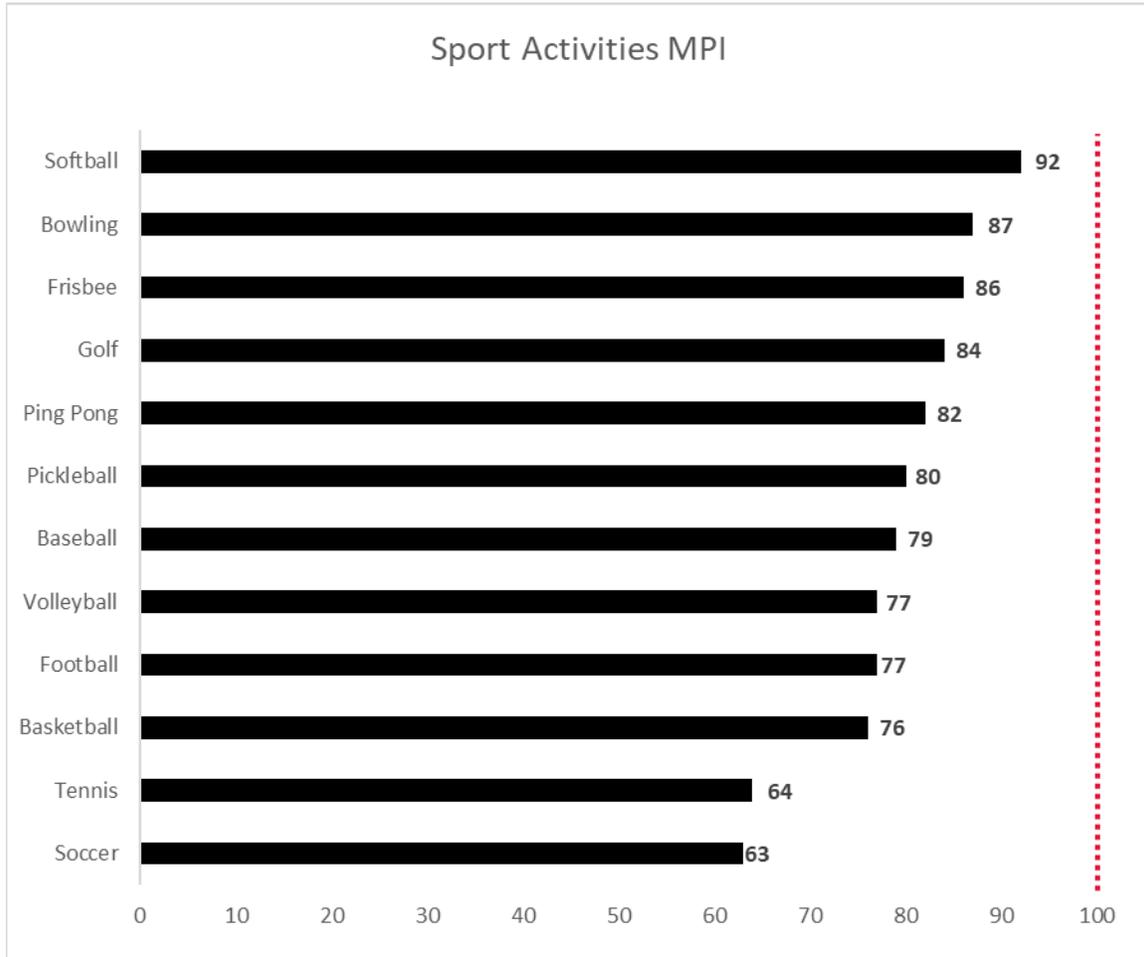


Figure 16: Sport Activities MPI Scores for Moberly

Activity	Expected Population Participation
Bowling	7.2%
Golf	6.8%
Basketball	4.2%
Ping Pong	3.1%
Frisbee	2.8%
Tennis	2.4%
Baseball	2.3%
Soccer	2.0%
Football	2.0%
Pickleball	2.0%
Volleyball	1.9%
Softball	1.6%

Figure 17: Sport Activities Expected Population Participation



2.3.3 Land and Natural Resource-Based Activities

Many land and natural resource-based activities score near or above national averages (**Figure 18**). These statistics reinforce the popularity of public spaces such as Rothwell Park and the criticality of planning for capital improvements, increasing water access, and leveraging the system’s natural resources for continued recreation use. Additional offerings related to self-directed outdoor recreation experiences may be popular for both residents and for tourism possibilities. This is highlighted by the fact hiking, overnight camping, and freshwater fishing are all expected to have double-digit local population participation (**Figure 19**).

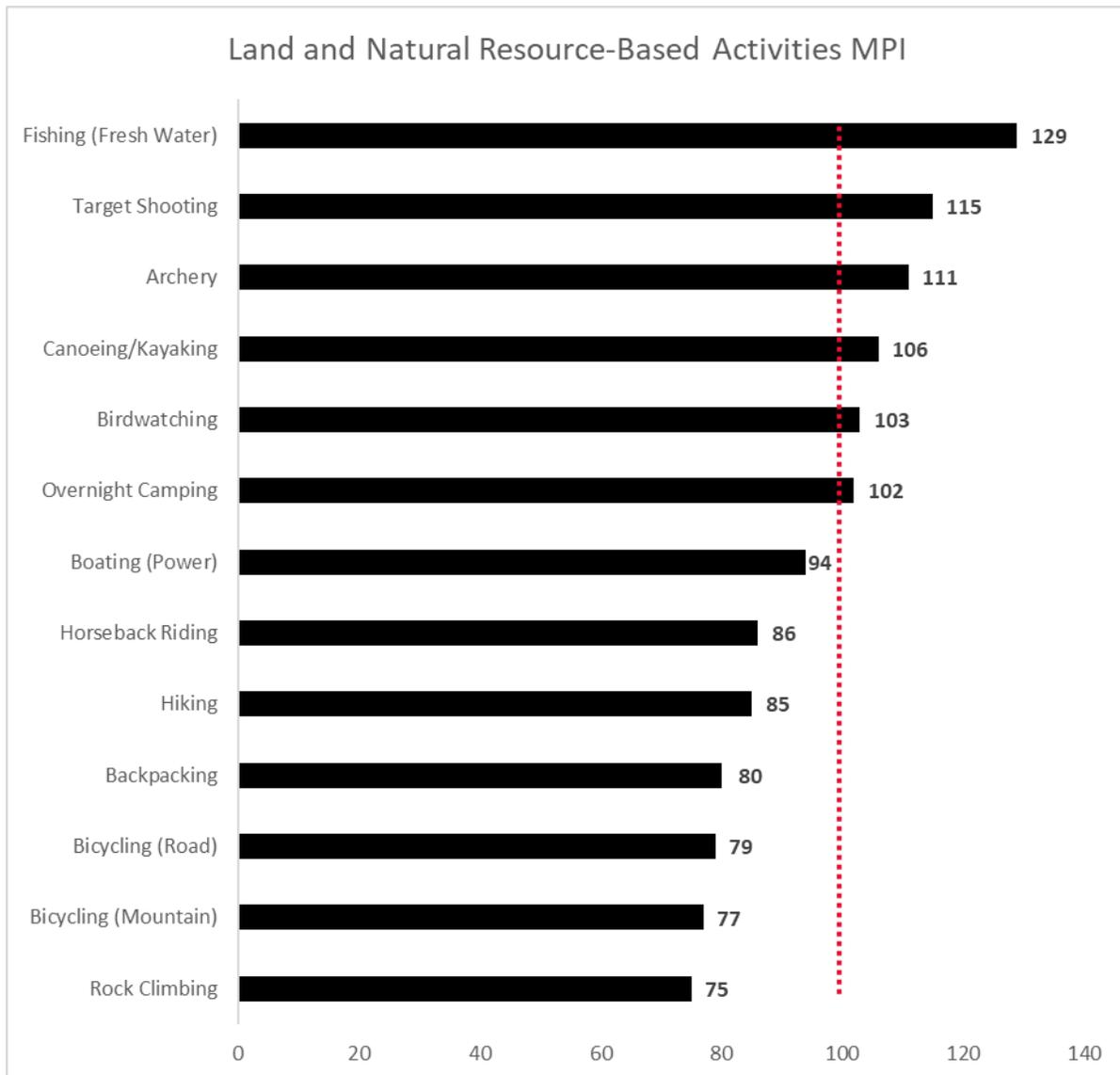


Figure 18: Land and Natural Resource-Based Activities MPI Scores for Moberly

Activity	Expected Population Participation
Hiking	16.3%
Overnight Camping	13.9%
Fishing (Fresh Water)	12.8%
Bicycling (Road)	8.7%
Canoeing/Kayaking	7.9%
Birdwatching	7.8%
Target Shooting	5.2%
Hunting (Rifle)	4.7%
Boating (Power)	4.2%
Hunting (Shotgun)	3.5%
Backpacking	2.8%
Fishing (Salt Water)	2.7%
Archery	2.7%
Bicycling (Mountain)	2.5%
Skiing (Downhill)	1.7%
Horseback Riding	1.7%
Ice Skating	1.6%
Rock Climbing	1.3%

Figure 19: Land and Natural Resource-Based Activities Expected Population Participation





Figure 20 presents a long list of enrichment type activities that Moberly residents participate in according to market research. The intent of this list is to show diverse resident interest while identifying what role the department can play (if any) in facilitating access to these types of activities and experiences. Based on MPI scores, water-based activities, hobby activities, and activities related to arts, nature, and culture may be popular to explore. Culinary arts, horticulture, visual arts, and adult education are all projected to have relatively high population participation (**Figure 21**).

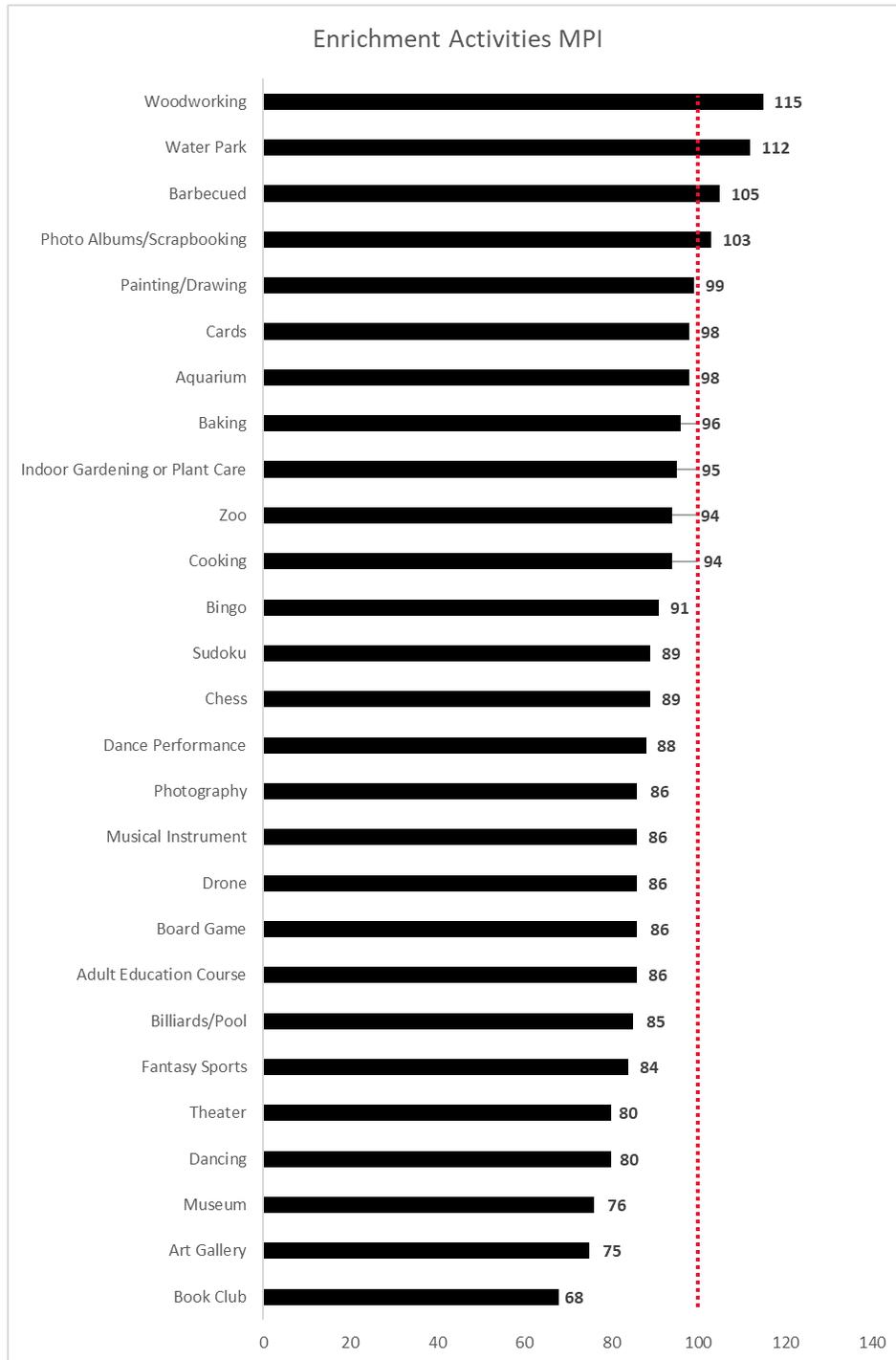


Figure 20: Enrichment Activities MPI Scores for Moberly



Activity	Expected Population Participation
Barbecued	32.5%
Baking	28.5%
Cooking	25.7%
Board Game	18.7%
Cards	17.4%
Indoor Gardening or Plant Care	16.2%
Zoo	11.9%
Painting/Drawing	10.4%
Museum	10.1%
Adult Education Course	9.8%
Photography	9.7%
Sudoku	8.8%
Musical Instrument	7.3%
Aquarium	7.1%
Art Gallery	7.0%
Theater	7.0%
Woodworking	6.2%
Dancing	5.2%
Photo Albums/Scrapbooking	4.8%
Billiards/Pool	4.5%
Fantasy Sports	4.1%
Bingo	3.8%
Chess	3.7%
Water Park	2.9%
Dance Performance	2.8%
Book Club	2.7%
Drone	2.2%

Figure 21: Outdoor Activities Expected Population Participation

2.4 Spending Potential Index (SPI)

Esri’s U.S. Consumer Spending data is based on the latest Consumer Expenditure Surveys (CEX) from the Bureau of Labor Statistics. The Spending Potential Index (SPI) compares the average amount spent locally for a project to the average amount spent nationally. Like the MPI score, an index of 100 reflects the national average.

SPI scores were pulled for two categories:

1. Entertainment/Recreation Fees and Admissions
2. Sports, Recreation, and Exercise Equipment

2.4.1 Entertainment/Recreation Fees and Admissions

Moberly residents exhibit below average SPI index scores for all spending categories within Entertainment/Recreation Fees and Admissions (**Figure 22**) and Sports, Recreation, and Exercise Equipment (**Figure 23**) topics. These trends may have major implications for the parks department as both spending power *and* willingness to pay/spend may be influential factors on department fees for



services and programs. This also translates to marketing efforts because residents’ desire to spend money on recreational activities may be low, but there is still spending occurring meaning the parks department needs to compete to be the leading destination for those dollars.

Additionally, it will be paramount for the department to continue demonstrating how public dollars are being spent within the park system. With a dedicated sales tax available, and a proclivity for limited discretionary spending by residents for parks and recreation services, it will be important to ensure private events are not subsidized. This will allow the department to offer public recreation activities that are free or have a market-sensitive price/fee applied. This idea has a direct implication for the use of general fund dollars and the degree to which the department subsidizes various activities and services.

Entertainment/Recreation Fees and Admissions	
Activity	SPI
Admission to Sporting Events, excl. Trips	61
Membership Fees for Social/Recreation/Health Clubs	52
Fees for Participant Sports, excl. Trips	51
Tickets to Theatre/Operas/Concerts	48
Tickets to Parks or Museums	48
Fees for Recreational Lessons	40

Figure 22: Entertainment/Recreation Fees and Admissions SPI Scores for Moberly

Sports, Recreation, and Exercise Equipment	
Activity	SPI
Hunting and Fishing Equipment	70
Other Sports Equipment	64
Rental/Repair of Sports/Recreation/Exercise Equipment	55
Bicycles	50
Water Sports Equipment	49
Winter Sports Equipment	46
Camping Equipment	44
Exercise Equipment and Gear, Game Tables	42

Figure 23: Sports, Recreation, and Exercise Equipment SPI Scores for Moberly

2.5 Tapestry Segmentation

Esri’s Tapestry Segmentation classifies United States neighborhoods into 67 unique segments, based on demographics and socioeconomic characteristics. Tapestry Segmentation allows organizations to understand what makes their customers, or in this case residents, unique. Understanding the city’s individual uniqueness can help with planning for programs and services.

Moberly’s top five Tapestry Segments account for 100% of the city’s overall population, compared to just 8% across the United States (Figure 24). The city’s top five Tapestry Segments are categorized into four LifeMode groups: Hometown, GenXurban, Middle Ground, and Cozy Country Living.



Tapestry Segmentation			
Tapestry Segment (Top Five)	Moberly	U.S.	LifeMode Group
Small Town Sincerity (12C)	30.6%	1.8%	Hometown
Traditional Living (12B)	22.8%	1.9%	Hometown
Midlife Constants (5E)	19.7%	2.4%	GenXurban
Hometown Heritage (8G)	18.7%	1.2%	Middle Ground
Prairie Living (6D)	8.1%	1.0%	Cozy Country Living
Sum	100%	8.3%	

Figure 24: Moberly Tapestry Segmentation Breakdown

In terms of geographic distribution, Figure 25 shows how the Tapestry LifeModes are distributed across the city. The central city corridor is Middle Ground and Hometown, GenXurban is in the southeast portion, and Cozy Country is in the very northern and southwestern portions. Of note, Cozy Country encompasses a large area adjacent to the city’s eastern border.

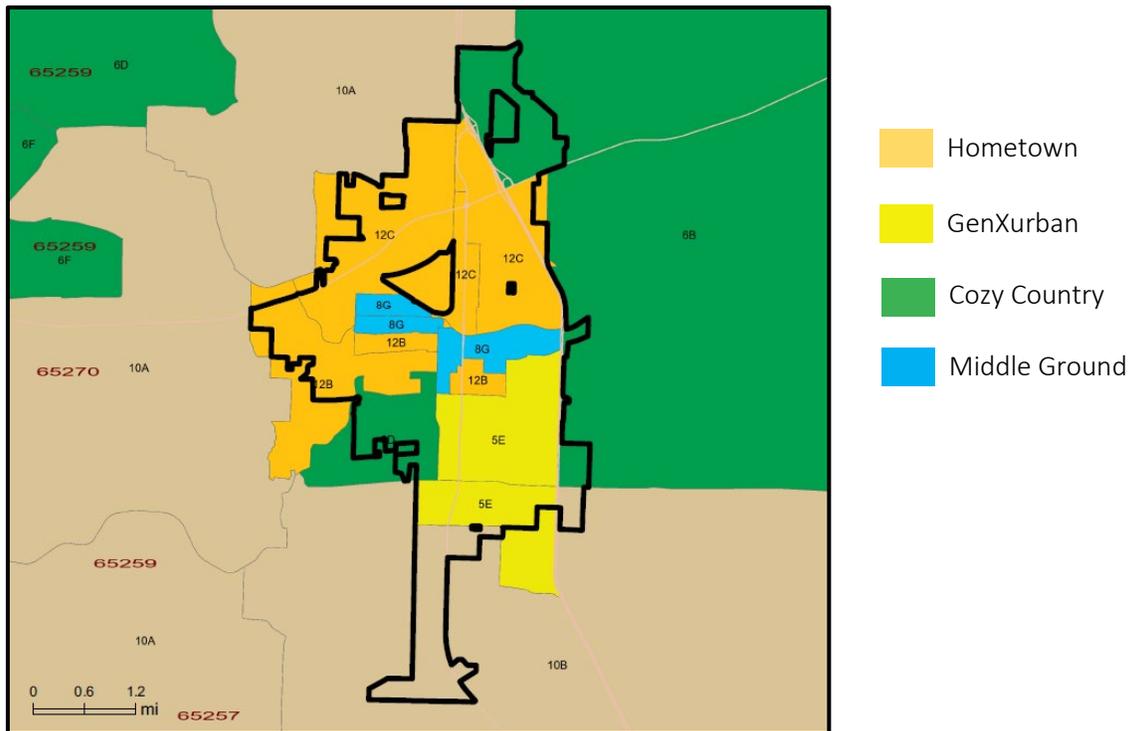


Figure 25: Moberly Tapestry Segmentation Map

2.5.1 Tapestry Segmentation and Recreation

Based on market research characteristics, the following key indicators are provided:

Small Town Sincerity (30.6%)

Small Town Sincerity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online



computer games, renting movies, indoor gardening, and rural activities like hunting and fishing. Residents keep their finances simple – paying bills in person and avoiding debt.

Key Recreation Insight

Residents enjoy outdoor activities such as hunting and fishing. Residents also enjoy watching sports on TV.

Traditional Living (22.8%)

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and healthcare sectors are the primary sources of employment for these residents. This is a younger market – beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

Key Recreation Insight

Residents enjoy outdoor activities such as fishing and taking trips to the zoo.

Midlife Constants (19.7%)

Midlife Constants residents are seniors, at or approaching retirement, with below-average labor force participation and below-average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous but not spendthrifts.

Key Recreation Insight

Leisure activities include movies at home, reading, fishing, and golf. They contribute to arts/cultural, educational, health, and social service organizations. These residents often belong to charitable organizations and do volunteer work and fundraising.

Hometown Heritage (18.7%)

Hometown Heritage neighborhoods are in urbanized areas within central cities, with older housing, located mainly in the Midwest and South. This slightly smaller market is primarily a family market, married couples (with and without children) and single parents. They work mainly in service, manufacturing, and retail trade industries. 60% of householders are renters, living primarily in single-family homes, with a higher proportion of dwellings in 2-4-unit buildings.

Key Recreation Insight

Favor spending their money locally or for bargains on the internet.

Prairie Living (8.1%)

Prairie Living is Tapestry Segmentation's most rural market, comprising about 1.2% of households, located mainly in the Midwest, with a predominance of self-employed farmers. These agricultural communities are dominated by married-couple families that own single family dwellings and many vehicles. Median household income is similar to the US, and labor force participation is slightly higher. Faith is important to this market. When they find time to relax, they favor outdoor activities.

Key Recreation Insight

Leisure activities include fishing, hunting, boating, camping, and attending country music concerts.



2.6 National Recreation Trends

The *2024 Sports, Fitness, and Leisure Activities Topline Participation Report* is produced each year by the Sports & Fitness Industry Association (SFIA). The report is derived from a nationwide study conducted each year by Sports Marketing Surveys USA (SMS). SMS conducts the research under the direction of SFIA and seven other industry associations. The 2023 participation survey includes a sample size of 18,000 people representing the US population aged six and older. The results have a confidence interval of +/- 3.2% at the 95% confidence level.

The following sections are separated by topic and include a six-year trend of activity participation (shown in 000s) along with 1-, 3-, and 5-year averages. Positively trending activities are highlighted in green whereas negatively trending activities are highlighted in red. If a number is not recorded for a given year, the box will be blank. This can be attributed to an activity being included in the data tracking process or vice versa – being removed.

In terms of usability, the department should examine the national trends for applicability to trends experienced at the local level. In many instances, activities that are tracked nationally are not tracked in the same manner locally. For these activities, it is recommended to look at national categorical trends more holistically to better inform if any one specific activity(s) may be a good opportunity to implement or avoid locally.

Additionally, there may be times when a particular activity does not have national data available yet. A recent prime example of this idea is related to pickleball. National statistics were unavailable for this activity for many years but local communities reported an interest in the activity. This is a case in which local decisions were being made before national statistics were made available, but for good reason.

2.6.1 Aerobic Activity

Of the 14 recorded and tracked aerobic activities, over half are experiencing negative participation trends over the previous five-year period (**Figure 26**). Dance, step, and other choreographed exercise to music is experiencing the most positive five-year participation trend whereas utilizing stair-climbing machines and treadmills, swimming for fitness, and boot camp style training are all experiences growth in the past three years.

Aerobic Activity	Participation (in 000s)							Percent Change			
	2016	2017	2018	2019	2020	2021	2022	2023	1-Year	3-Year	5-Year AAG
Aquatic Exercise	10,575	10,459	10,518	11,189	10,954	10,400	10,676	11,307	5.90%	3.20%	1.60%
Boot Camp Style Training	6,583	6,651	6,695	6,830	4,969	5,169	5,192	5,434	4.70%	9.40%	-3.20%
Cardio Kickboxing	6,899	6,693	6,838	7,026	5,295	5,099	5,531	5,524	-0.10%	4.30%	-3.40%
Cross-Training Style Workouts	12,914	13,622	13,338	13,542	9,179	9,764	9,248	9,404	1.70%	2.50%	-5.60%
Dance, Step, and Other Choreographed Exercise to Music	21,839	22,616	22,391	23,957	25,160	24,752	25,163	26,241	4.30%	4.30%	3.30%
Elliptical Motion/Cross-Trainer	32,218	32,283	33,238	33,056	27,920	27,618	27,051	27,062	0.00%	-3.10%	-3.80%
High Impact/Intensity Training	21,390	21,476	21,611	22,044	22,487	21,973	21,821	21,801	-0.10%	-3.00%	0.20%
Running/Jogging	47,384	50,770	49,459	50,052	50,652	48,977	47,816	48,305	1.00%	-4.60%	-0.50%
Stair-Climbing Machine	15,079	14,948	15,025	15,359	11,261	11,786	11,677	12,605	8.00%	11.90%	-2.60%
Stationary Cycling (Group)	8,937	9,409	9,434	9,930	6,054	5,939	6,268	6,227	-0.70%	2.90%	-6.20%
Stationary Cycling (Recumbent/Upright)	36,118	36,035	36,668	37,085	31,287	32,453	32,102	32,628	1.60%	4.30%	-2.00%
Swimming for Fitness	26,601	27,135	27,575	28,219	25,666	25,620	26,272	28,173	7.20%	9.80%	0.60%
Treadmill	51,872	52,966	53,737	56,823	49,832	53,627	53,589	54,829	2.30%	10.00%	0.70%
Walking for Fitness	107,895	110,805	111,001	111,439	114,044	115,814	114,759	114,039	-0.60%	0.00%	0.50%

Figure 26: National Participation Trends for Aerobic Activities (2016-2023)



2.6.2 Conditioning Activities

Bodyweight exercise and bodyweight accessory-assisted training are the only conditioning activities experiencing negative participation trends over the last 3- and 5-year periods (Figure 27). Barre, Pilates, and Tai Chi are all experiencing double-digit growth over the last three years.

Conditioning Activity	Participation (in 000s)								Percent Change		
	2016	2017	2018	2019	2020	2021	2022	2023	1-Year	3-Year	5-Year AAG
Barre	3,329	3,436	3,532	3,665	3,579	3,659	3,803	4,294	12.90%	20.00%	4.10%
Bodyweight Exercise & Bodyweight Accessory-Assisted Training	25,110	24,454	24,183	23,504	22,845	22,629	22,034	22,578	2.50%	-1.20%	-1.30%
Pilates Training	8,893	9,047	9,084	9,243	9,905	9,745	10,311	11,862	15.00%	19.80%	5.60%
Rowing Machine	10,830	11,707	12,096	12,809	11,694	11,586	11,893	12,775	7.40%	9.20%	1.30%
Tai Chi	3,706	3,787	3,761	3,793	3,300	3,393	3,394	3,948	16.30%	19.60%	1.40%
Yoga	26,268	27,354	28,745	30,456	32,808	34,347	33,636	34,249	1.80%	4.40%	3.60%

Figure 27: National Participation Trends for Conditioning Activities (2016-2023)

2.6.3 Strength Activities

Using weight/resistance machines is the only strength activity experiencing negative participation trends of the last 3- and 5-year periods (Figure 27). However, this activity has the second-most total number of participants in the strength activity category.

Strength Activity	Participation (in 000s)								Percent Change		
	2016	2017	2018	2019	2020	2021	2022	2023	1-Year	3-Year	5-Year AAG
Free Weights (Barbells)	26,473	27,444	27,834	28,379	28,790	28,243	28,678	29,333	2.30%	1.90%	1.10%
Free Weights (Dumbbells/Hand Weights)	51,513	52,217	51,291	51,450	53,256	52,636	53,140	53,858	1.40%	1.10%	1.00%
Kettlebells	10,743	12,182	12,511	12,857	13,576	13,557	13,694	14,466	5.60%	6.60%	3.00%
Weight/Resistance Machines	35,768	36,291	36,372	36,181	30,651	30,577	30,010	29,426	-1.90%	-4.00%	-4.00%

Figure 28: National Participation Trends for Strength Activities (2016-2023)

2.6.4 Water Sports

Snorkeling is the only water activity experiencing a downward participation trend over the last three years (Figure 29). The fastest growing activities over the last five years are surfing, recreational kayaking, rafting, stand up paddling, and white-water kayaking.

Water Sport	Participation (in 000s)								Percent Change		
	2016	2017	2018	2019	2020	2021	2022	2023	1-Year	3-Year	5-Year AAG
Boardsailing/Windsurfing	1,737	1,573	1,556	1,405	1,268	1,297	1,391	1,434	3.10%	13.10%	-1.40%
Canoeing	10,046	9,220	9,129	8,995	9,595	9,199	9,521	9,999	5.00%	4.20%	1.90%
Jet Skiing	5,783	5,418	5,324	5,108	4,900	5,062	5,445	5,759	5.80%	17.50%	1.70%
Kayaking (Recreational)	10,017	10,533	11,017	11,382	13,002	13,351	13,561	14,726	8.60%	13.30%	6.10%
Kayaking (Sea/Touring)	3,124	2,955	2,805	2,652	2,508	2,587	2,642	2,800	6.00%	11.60%	0.10%
Kayaking (White Water)	2,552	2,500	2,562	2,583	2,605	2,623	2,726	2,995	9.90%	15.00%	3.20%
Rafting	3,428	3,479	3,404	3,438	3,474	3,383	3,595	4,050	12.70%	16.60%	3.70%
Sailing	4,095	3,974	3,754	3,618	3,486	3,463	3,632	4,100	12.90%	17.60%	2.00%
Scuba Diving	3,111	2,874	2,849	2,715	2,588	2,476	2,658	3,063	15.20%	18.40%	1.80%
Snorkeling	8,717	8,384	7,815	7,659	7,729	7,316	7,376	7,489	1.50%	-3.10%	-0.80%
Stand Up Paddling	3,220	3,325	3,453	3,562	3,675	3,739	3,777	4,129	9.30%	12.40%	3.70%
Surfing	2,793	2,680	2,874	2,964	3,800	3,463	3,692	3,993	8.10%	5.10%	7.40%
Wakeboarding	2,912	3,005	2,796	2,729	2,754	2,674	2,754	2,844	3.30%	3.30%	0.40%
Water Skiing	3,700	3,572	3,363	3,203	3,050	3,058	3,040	3,133	3.10%	2.70%	-1.40%

Figure 29: National Participation Trends for Water Sports Activities (2016-2023)



2.6.5 Individual Activities

The top positive trending individual activities include off-course golf (driving range, entertainment venue, or simulator), horseback riding, trail running, MMA for competition, and boxing/MMA for fitness over the last three years (Figure 30). Triathlons (both traditional and non-traditional) and adventure racing are experiencing a decline in participation over the last five years.

Individual Activity	Participation (in 000s)							Percent Change			
	2016	2017	2018	2019	2020	2021	2022	2023	1-Year	3-Year	5-Year AAG
Adventure Racing	2,999	2,529	2,215	2,143	1,966	1,826	1,714	1,808	5.50%	-8.00%	-3.90%
Archery	7,903	7,769	7,654	7,449	7,249	7,342	7,428	7,662	3.10%	5.70%	0.00%
Bowling	45,925	45,491	45,793	45,372	40,143	41,666	42,292	47,558	-14.40%	-15.00%	2.40%
Boxing/MMA for Fitness	-	-	7,650	8,638	9,856	9,345	9,787	8,378	12.50%	18.50%	1.10%
Golf on a 9 or 18-hole golf course	23,815	23,829	24,240	24,271	24,804	25,111	25,566	26,565	3.90%	7.10%	1.90%
Golf (off-course ONLY: driving range, golf entertainment venue, indoor simulator)	8,173	8,345	9,279	9,905	12,057	12,362	15,540	18,464	18.80%	53.10%	15.10%
Golf (on- or off-course)	31,988	32,174	33,519	34,176	36,861	37,473	41,096	45,029	9.60%	22.20%	6.10%
Horseback Riding	-	7,046	7,044	6,990	6,748	6,919	7,309	8,563	17.20%	26.90%	4.20%
Ice Skating	10,315	9,998	9,721	9,460	9,857	9,481	10,086	11,438	13.40%	16.00%	3.50%
Martial Arts	5,745	5,838	5,821	6,068	6,064	6,186	6,355	6,610	4.00%	9.00%	2.60%
MMA for Competition	1,133	1,047	977	978	979	1,026	1,076	1,162	7.90%	18.60%	3.60%
Roller Skating (2x2 Wheels)	6,500	6,313	6,568	6,612	6,160	6,373	6,810	7,004	2.80%	13.70%	1.40%
Roller Skating (Inline Wheels)	5,381	5,268	5,040	4,816	4,892	4,940	5,173	5,201	0.50%	6.30%	0.70%
Skateboarding	6,442	6,382	6,500	6,610	8,872	8,747	9,019	8,923	-1.10%	0.60%	7.30%
Trail Running	8,582	9,149	10,010	10,997	11,854	12,520	13,253	14,885	12.30%	25.60%	8.30%
Triathlon (Non-Traditional/Off Road)	1,705	1,878	1,589	1,472	1,363	1,304	1,350	1,363	0.90%	0.00%	-2.90%
Triathlon (Traditional/Road)	2,374	2,162	2,168	2,001	1,846	1,748	1,780	1,738	-2.40%	-5.90%	-4.30%

Figure 30: National Participation Trends for Individual Activities (2016-2023)

2.6.6 Team Sports

Most team sports are experiencing positive growth trends (Figure 31), but there are several experiencing a decline over the last five years such as roller hockey, rugby, ultimate frisbee, beach/sand volleyball, paintball, and slow-pitch softball.

Team Sport	Participation (in 000s)							Percent Change			
	2016	2017	2018	2019	2020	2021	2022	2023	1-Year	3-Year	5-Year AAG
Baseball	14,760	15,642	15,877	15,804	15,731	15,587	15,478	16,655	7.60%	5.90%	1.00%
Basketball	22,343	23,401	24,225	24,917	27,753	27,135	28,149	29,725	5.60%	7.10%	4.30%
Cheerleading	4,029	3,816	3,841	3,752	3,308	3,465	3,507	3,797	8.30%	14.80%	0.00%
Football (Flag)	6,173	6,551	6,572	6,783	7,001	6,889	7,104	7,266	2.30%	3.80%	2.00%
Football (Tackle)	5,481	5,224	5,157	5,107	5,054	5,228	5,436	5,618	3.30%	11.20%	1.80%
Football (Touch)	5,686	5,629	5,517	5,171	4,846	4,884	4,843	4,949	2.20%	2.10%	-2.10%
Football (7-on-7)	-	-	-	1,656	2,363	2,177	2,386	2,603	9.10%	10.20%	N/A
Gymnastics	5,381	4,805	4,770	4,699	3,848	4,268	4,569	4,758	4.10%	23.60%	0.50%
Ice Hockey	2,697	2,544	2,447	2,357	2,270	2,306	2,278	2,496	9.60%	9.90%	0.50%
Lacrosse	2,090	2,171	2,098	2,115	1,884	1,892	1,875	1,979	5.50%	5.10%	-1.00%
Paintball	3,707	3,406	3,096	2,881	2,781	2,562	2,592	2,669	2.90%	-4.10%	-2.80%
Roller Hockey	1,929	1,834	1,734	1,616	1,500	1,425	1,368	1,237	-9.60%	-17.50%	-6.50%
Rugby	1,550	1,621	1,560	1,392	1,242	1,238	1,166	1,112	-4.60%	-10.50%	-6.50%
Soccer (Indoor)	5,117	5,399	5,233	5,336	5,440	5,408	5,495	5,909	7.50%	8.60%	2.50%
Soccer (Outdoor)	11,932	11,924	11,405	11,913	12,444	12,556	13,018	14,074	8.10%	13.10%	4.30%
Softball (Fast-Pitch)	2,467	2,309	2,303	2,242	1,811	2,088	2,146	2,323	8.20%	28.30%	0.90%
Softball (Slow-Pitch)	7,690	7,283	7,386	7,071	6,349	6,008	6,036	6,356	5.30%	0.10%	-2.80%
Swimming on a Team	3,369	3,007	3,045	2,822	2,615	2,824	2,904	3,327	14.60%	27.30%	2.10%
Track and Field	4,116	4,161	4,143	4,139	3,636	3,587	3,690	3,905	5.80%	7.40%	-1.00%
Ultimate Frisbee	3,673	3,126	2,710	2,290	2,325	2,190	2,142	2,086	-2.60%	-10.30%	-4.90%
Volleyball (Beach/Sand)	5,489	4,947	4,770	4,400	4,320	4,184	4,128	3,917	-5.10%	-9.30%	-3.80%
Volleyball (Court)	6,216	6,317	6,317	6,487	5,410	5,849	6,092	6,905	13.40%	27.60%	2.30%
Volleyball (Grass)	4,295	3,454	3,464	3,136	2,738	2,807	2,829	2,868	1.40%	4.70%	-3.50%
Wrestling	1,922	1,896	1,908	1,944	1,931	1,937	2,036	2,121	4.20%	9.90%	2.20%

Figure 31: National Participation Trends for Team Sports Activities (2016-2023)



2.6.7 Winter Sports

Only downhill skiing is experiencing a negative participation trend over the last five years, but it still has the largest number of overall participants annually (Figure 32). Alpine touring, winter fat biking, snowboard touring, and snowshoeing have been growing fast in the last three years.

Winter Sport	Participation (in 000s)								Percent Change		
	2016	2017	2018	2019	2020	2021	2022	2023	1-Year	3-Year	5-Year AAG
Skiing (Alpine/Downhill/Free Ski/Telemark)	15,590	15,277	14,726	14,884	14,347	13,636	12,864	13,144	2.20%	-8.40%	-2.20%
Skiing (Cross-Country)	4,640	5,059	5,104	4,877	4,768	4,470	4,851	5,317	9.60%	11.50%	1.00%
Sledding/Saucer Riding/Snow Tubing	8,861	9,538	9,484	9,849	9,382	8,887	9,473	9,896	4.50%	5.50%	1.00%
Snowboarding	7,602	7,557	7,126	7,798	7,885	7,961	8,161	8,978	10.00%	13.90%	4.80%
Snowmobiling	-	-	-	-	-	3,401	3,706	3,867	4.30%	-	-
Snowshoeing	3,533	3,711	3,530	3,421	3,385	3,178	3,837	4,498	17.20%	32.90%	5.50%
Snowboard Touring	-	-	1,357	1,487	1,498	1,425	2,159	2,246	4.00%	49.90%	12.20%
Alpine Touring	-	-	998	1,122	1,126	1,100	2,146	2,510	17.00%	122.90%	24.50%
Winter Fat Biking	-	-	1,440	1,567	1,580	1,454	2,440	2,617	65.60%	65.60%	15.30%

Figure 32: National Participation Trends for Winter Sports Activities (2016-2023)

2.6.8 Outdoor Activities

Over two-thirds of recorded and tracked outdoor activities have experienced positive participation trends over the last five years (Figure 33). BMX biking, indoor climbing, and bouldering are the fastest growing in the past three years. Activities experiencing the most participation decline are all generally related to shooting sports.

Outdoor Activity	Participation (in 000s)								Percent Change		
	2016	2017	2018	2019	2020	2021	2022	2023	1-Year	3-Year	5-Year AAG
Backpacking Overnight - More Than 1/4 Mile From Vehicle/Home	10,151	10,975	10,540	10,660	10,746	10,306	10,217	9,994	-2.20%	-7.00%	-1.00%
Bicycling (BMX)	3,104	3,413	3,439	3,648	3,880	3,861	4,181	4,462	6.70%	15.00%	5.40%
Bicycling (Mountain/Non-Paved Surface)	8,615	8,609	8,690	8,622	8,998	8,693	8,916	9,289	4.20%	3.20%	1.40%
Bicycling (Road/Paved Surface)	38,365	38,866	39,041	39,388	44,471	42,775	43,554	42,243	-3.00%	-5.00%	1.80%
Birdwatching More Than 1/4 Mile From Home/Vehicle	11,589	12,296	12,344	12,817	15,228	14,815	15,818	16,423	3.80%	7.80%	6.10%
Camping	26,467	26,262	27,416	28,183	36,082	35,985	37,431	38,572	3.00%	6.90%	7.50%
Camping (RV)	15,855	16,159	15,980	15,426	17,825	16,371	16,840	16,497	-2.00%	-7.50%	1.00%
Climbing (Indoor)	-	5,045	5,112	5,309	5,535	5,684	5,778	6,356	10.00%	14.80%	4.50%
Climbing (Sport/Boulder)	-	2,103	2,184	2,183	2,290	2,301	2,452	2,544	3.70%	11.10%	3.10%
Climbing (Traditional/Ice/Mountaineering)	2,790	2,527	2,541	2,400	2,456	2,374	2,452	2,569	4.60%	4.60%	0.30%
Fishing (Fly)	6,456	6,791	6,939	7,014	7,753	7,458	7,631	8,077	5.80%	4.20%	3.20%
Fishing (Freshwater/Other)	38,121	38,346	38,998	39,185	42,556	40,853	41,821	42,605	1.90%	0.10%	1.90%
Fishing (Saltwater)	12,266	13,062	12,830	13,193	14,527	13,790	14,344	15,039	4.80%	3.50%	3.30%
Hiking (Day)	42,128	44,900	47,860	49,697	57,808	58,697	59,578	61,444	3.10%	6.30%	5.30%
Hunting (Bow)	4,427	4,640	4,601	4,628	4,656	4,577	4,739	4,912	3.70%	5.50%	1.30%
Hunting (Handgun)	3,512	3,240	3,202	3,015	2,998	2,900	2,993	2,870	-4.10%	-4.30%	-2.10%
Hunting (Rifle)	10,797	11,190	11,272	11,084	11,098	10,762	10,811	10,770	-0.40%	-3.00%	-0.90%
Hunting (Shotgun)	8,271	8,552	8,298	8,083	7,874	7,627	7,628	7,574	-0.70%	-3.80%	-1.80%
Shooting (Sport Clays)	5,471	5,078	5,091	4,852	4,699	4,618	4,718	4,702	-0.30%	0.10%	-1.50%
Shooting (Trap/Skeet)	4,600	4,300	4,515	4,057	3,837	3,750	3,739	3,723	-0.40%	-3.00%	-3.70%
Target Shooting (Handgun)	16,199	16,330	15,626	14,579	14,253	13,952	13,303	13,347	0.30%	-6.40%	-3.10%
Target Shooting (Rifle)	14,039	14,126	13,684	13,197	12,728	12,388	12,044	11,795	-2.10%	-7.30%	-2.90%
Wildlife Viewing More Than 1/4 Mile From Home/Vehicle	20,746	20,351	20,556	20,040	21,038	20,452	20,615	21,118	2.40%	0.40%	0.60%

Figure 33: National Participation Trends for Outdoor Activities (2016-2023)

2.6.9 Racquet Sports

Pickleball continues to be the fastest-growing racquet sport, approaching the same level of overall participation as table tennis, which has been declining (Figure 34).

Racquet Sport	Participation (in 000s)								Percent Change		
	2016	2017	2018	2019	2020	2021	2022	2023	1-Year	3-Year	5-Year AAG
Badminton	7,354	6,430	6,337	6,095	5,862	6,061	6,490	6,513	0.40%	11.10%	0.60%
Cardio Tennis	2,125	2,223	2,499	2,501	2,503	2,608	2,812	3,581	27.30%	43.10%	7.90%
Pickleball	2,815	3,132	3,301	3,460	4,199	4,819	8,949	13,582	51.80%	223.50%	35.70%
Racquetball	3,579	3,526	3,480	3,453	3,426	3,260	3,521	3,550	0.80%	3.60%	0.50%
Squash	1,549	1,492	1,285	1,222	1,163	1,185	1,228	1,315	7.00%	13.00%	0.60%
Table Tennis	16,568	16,041	15,592	14,908	16,854	15,390	15,824	15,359	-2.90%	-8.90%	0.00%
Tennis	18,079	17,683	17,841	17,684	21,642	22,617	23,595	23,835	1.00%	10.10%	6.30%

Figure 34: National Participation Trends for Racquet Sports (2016-2023)



2.7 Demographics and Trends Implications

2.7.1 Outdoor Recreation

Local market research shows proclivity in participating in outdoor recreation activities. Since there are water resources throughout the city, it will be important to continue to activate these spaces through improved and/or increased infrastructure and programming opportunities in balance with greenspace, natural resource protection, and shoreline management. Waterfront trails, overlooks, watercraft access points, nature/environmental centers, event spaces, and more are all ways communities are activating their water spaces. Additionally, land-based outdoor recreation activities should continue to be expanded within the city and the department should identify existing and future locations to broaden programmatic offerings – both leader-lead and self-directed recreation experiences.

2.7.2 Workforce Development and Volunteerism

With both young and old interested in participating in the workforce, a focus on internships, counselor-in-training programs, and volunteerism coordination is necessary. Workforce entry points should be identified, supported, and articulated to the community. To strengthen this idea, the department may need increased operational support through the creation of additional staffing positions, enhanced marketing and promotion budget, and/or improved staff recruitment, development, and retention functions.

2.7.3 Willingness to Pay

Since market research shows a low potential willingness to pay for recreation services, the department must be able to fully articulate and express how it is financially supported, why program pricing exists the way it does, and why gap areas may exist in both capital and operational budgets. All recreation programming should adhere to an overall cost recovery philosophy to support the department's decision-making. It is not the intent of a cost recovery framework to mandate 100% cost recovery; rather, it is the philosophy's intent to outline *why* a particular program or service's pricing structure exists the way it does within the context of revenue generation goals.

2.7.4 Community Marketing

Since there are varying population segments within the community, a marketing plan should be developed with communication strategies based on age and Tapestry Segmentation. Understanding more about *who* is in the population and *where* they live can greatly assist with targeted marketing.

2.7.5 Continue to Enhance Inclusivity

It is important to address physical accessibility issues within the system's park infrastructure; however, research indicates being prepared to address barriers to access/participation beyond ambulatory disabilities is warranted.

2.7.6 Discover Core vs Casual Participation Use

National trends indicate there are more consumers of recreation activities, but these consumers are more *casual* in their participation than *core*. This means a greater number of people are engaging in recreation activities, but less continued frequency. It is important for the department to understand what their *gateway* activities are to introduce residents (and non-residents) to a variety of recreation experiences. Cross-promotion and marketing may be an important strategy to consider along with developing infrastructure compatible with a wide variety of similar experiences.



2.7.7 Connection to 2040 Comprehensive Plan

There are several geographic, geospatial, annexation, housing, and community growth trends that must be taken into consideration from the city's 2040 Comprehensive Plan. Alignment with these broader growth trends will ensure the city's recreational facilities evolve in step with Moberly's geographic and demographic changes:

- **Annexation and Future Land Use.** The comprehensive plan highlights the need for a 20-year annexation plan focusing on adding land for new residential uses. Residential growth is expected to concentrate along the Highway 63 corridor, which should be targeted for annexation and utility services; park development should be incorporated into any annexed areas. Consideration should be made for 10-minute walkability levels of service goals and neighborhood park level spaces and amenities at a minimum.
- **Smart Growth.** Moberly has ample commercial and industrial properties, so future development should be strategic, focusing on infill development and highly visible centers. Parks and recreational facilities should be included as part of these plans to support community vibrancy, like the 10-minute walk and neighborhood park considerations provided in the previous subsection.
- **Land Use Patterns and Public Spaces.** Moberly has a dispersed land use pattern, influenced by transportation corridors. Although the city already has a well-developed parks system, future investments should focus on integrating public lands and transportation corridors with the parks and recreation system. Additionally, new park developments should be easily accessible through the city's transportation network and connect to existing neighborhoods.
- **Community and Housing Needs.** The city is experiencing a shift in its age composition, with a growing need for senior and affordable housing due to the aging population. This trend may influence the type of parks and recreation facilities needed, such as more passive recreational areas like walking trails, community gardens, and spaces for social interaction for older adults. Additionally, a significant number of people between the ages of 10 and 45 are also moving into Moberly, suggesting a continued need for facilities that cater to families and younger residents, such as sports fields, playgrounds, and active recreation spaces.
- **Connectivity and Mobility.** The comprehensive plan emphasizes creating a multi-modal transportation system that integrates walking, bicycling, and driving. Ensuring that parks and recreation facilities are accessible through multiple modes of transportation, including biking and walking, will be critical in supporting community health and engagement.

Chapter 3 - Parks and Recreation System Analysis

The Moberly parks system contains seven parks ranging from less than an acre up to well over 400 acres (Figure 35). The seven parks (eight if you include Heritage Hills Golf Course) can be categorized as urban plazas, neighborhood parks, community parks, regional parks, and special use parks/areas. The park system tends to be contained to the urban core in terms of neighborhood and community parks. The one large regional park (Rothwell Park) and special use parks/areas are more widespread.

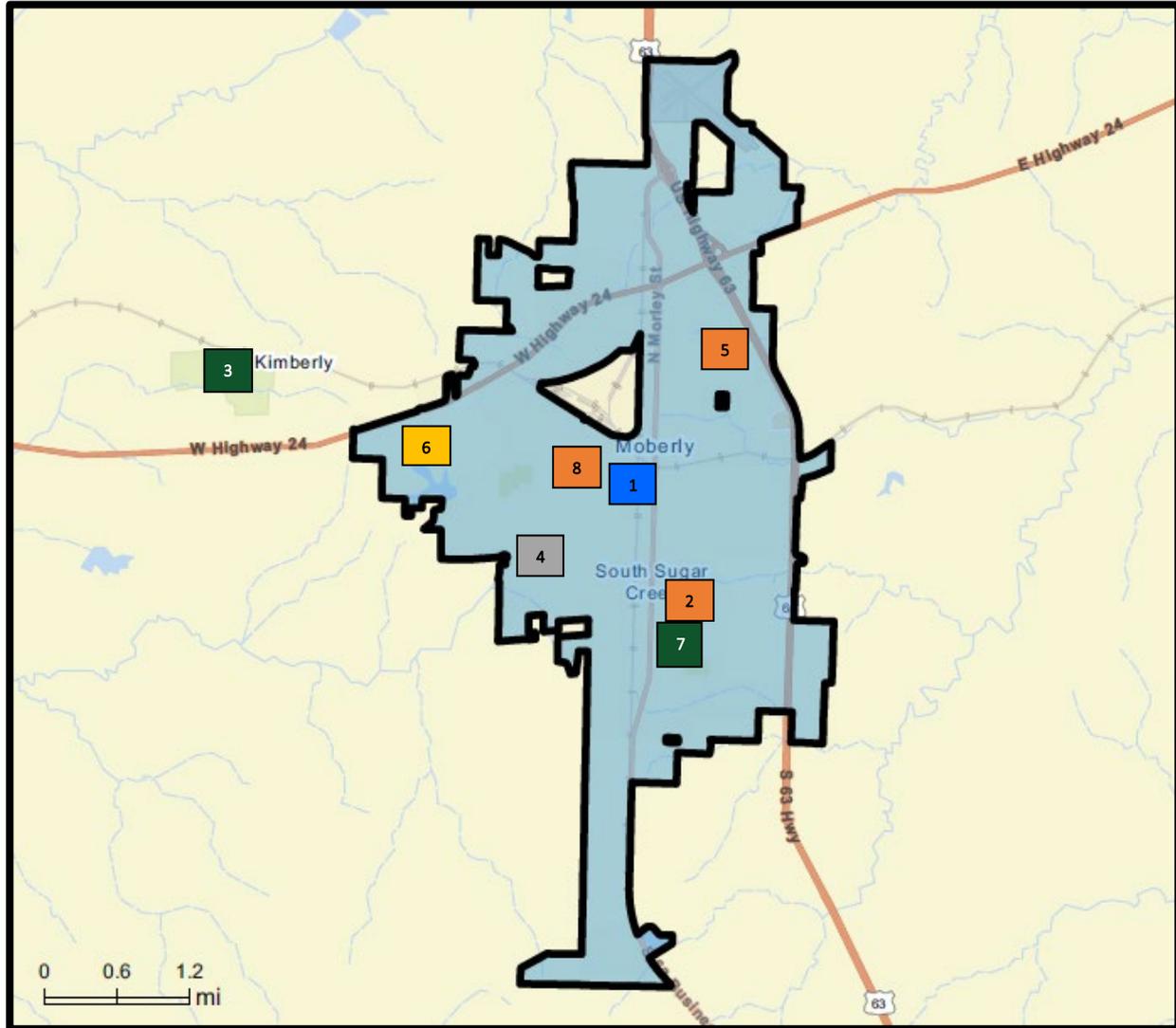


Figure 35: Moberly City Limits with Park System Highlighted

1	Depot Park	Blue	Urban Plaza
2	Fox Park	Orange	Neighborhood Park
3	Heritage Hills Golf Course	Green	Special Use Park
4	Lion's Beuth Park	Grey	Community Park
5	Moberly Kiwanis Park	Orange	Neighborhood Park
6	Rothwell Park	Yellow	Regional Park
7	Shepherd Fields	Green	Special Use Park
8	Tannehill Park	Orange	Neighborhood Park



3.1 Supply Analysis

Parks and recreation agencies have often employed a research technique called benchmarking when developing system planning documents. Benchmarking is intended to help an agency understand how they “stack up” or compare to agencies of similar size, nature, and scope. Today, the National Recreation and Park Association (NRPA) compiles data from municipalities and parks and recreation agencies across the country annually via their Park Metrics database. This comparison’s results are twofold: 1) they provide an overview of Moberly’s inventory and supply and 2) they show how inventory and supply relate to agencies of similar size and scope.

Park/Site	Acreage
Depot Park	0.70
Fox Park	8.50
Lion's Beuth Park	10.70
Moberly Kiwanis Park	10.50
Rothwell Park	467.00
Shepherd Fields	20.00
Tannehill Park	1.00
Heritage Hills Golf Course	224.00
Total	742.40

Figure 36: Moberly Park System Acreage

All metric standards represent *median* statistics based on the NRPA’s park and recreation agency performance benchmarking tool. It should also be noted that this process is self-selected, meaning park and recreation agencies choose to participate *and* upload their own information. For each benchmark category, the median metric is presented. For the purposes of this benchmark, metrics for all agencies, those that serve a population of less than 20,000 people, and those that maintain less than 10 parks are listed to provide additional lenses to view benchmark metrics.

3.1.1 Park Land and Trails

Moberly’s level of service for the number of park land acres and trail miles (excluding street-side paths) far exceeds industry medians for agencies of similar size and scope; however, Moberly’s park system includes a large park (Rothwell Park) and a golf course that bring the system’s total park acreage to over 740 acres. This figure translates into a high number of park land acres per 1,000 residents. Of note, the system’s total acreage would still be above 500 acres if omitting the golf course.

Park Land and Trails Metric	Moberly	All Agencies	Less than 20,000 Population Served	Less Than 10 Parks Maintained
Residents per Park*	2,000	2,400	1,200	3,600
Acres of Park Land per 1,000 Residents**	53.9	10.6	12.6	6.5
Miles of Trail	13.3	16	4.5	4.5

*Includes Moberly Kiwanis Park (currently under construction as of the development of this report).

**Includes Heritage Hills Golf Course; number would be reduced to 37.5 if omitting the golf course.

Table 1: Moberly Park Land and Trails Benchmark

3.1.2 Outdoor Facilities

The percentages in **Table 2** represent the percentage of agencies that offer a given type of outdoor facility/amenity based on the benchmark characteristic. The numbers in **Table 3** represent the related population-based LOS metric (i.e., 1 facility/amenity for every X number of people). Of note, the facilities included in the following tables are defined by NRPA definitions. Additionally, LOS calculations account for other service providers within and around Moberly that provide recreation facility access to residents;



however, there may be other outdoor amenities that exist within the area that are not captured in these tables.

In terms of outdoor facility provision, Moberly aligns well with other agencies that serve less than 20,000 residents. Also, Moberly has a high level of service for rectangular fields with the addition of Shepherd Fields, which is operated by the Moberly Area Soccer Association (MASA).

Outdoor Facility	Moberly	All Agencies	Less than 20,000 Population Served	Less Than 10 Parks Maintained
18-Hole Courses	<input checked="" type="checkbox"/>	29%	5%	6%
9-Hole Courses	<input type="checkbox"/>	14%	4%	5%
Basketball Courts (Standalone)	<input checked="" type="checkbox"/>	84%	85%	74%
Community Gardens	<input checked="" type="checkbox"/>	52%	40%	32%
Diamond Fields (Total)	<input checked="" type="checkbox"/>	85%	85%	79%
Disc Golf Courses	<input checked="" type="checkbox"/>	20%	8%	6%
Dog Parks	<input checked="" type="checkbox"/>	68%	46%	40%
Driving Range Stations	<input checked="" type="checkbox"/>	28%	7%	7%
Fitness Zones/Exercise Stations	<input type="checkbox"/>	22%	10%	10%
Ice Rink*	<input checked="" type="checkbox"/>	19%	23%	14%
Inclusive Playgrounds**	<input checked="" type="checkbox"/>	22%	17%	15%
Multiuse Courts (Basketball, Volleyball, etc.)	<input type="checkbox"/>	42%	37%	37%
Multiuse Courts (Tennis/Pickleball)	<input checked="" type="checkbox"/>	37%	26%	31%
Outdoor Restrooms	<input checked="" type="checkbox"/>	28%	22%	23%
Overlay Fields	<input checked="" type="checkbox"/>	10%	7%	10%
Pickleball Courts	<input checked="" type="checkbox"/>	42%	28%	32%
Playgrounds (Aged 5-12)	<input checked="" type="checkbox"/>	26%	25%	25%
Playgrounds or Play Structures	<input checked="" type="checkbox"/>	93%	93%	96%
Racquetball, Handball, or Squash Courts	<input type="checkbox"/>	9%	2%	2%
Rectangular Fields (Total)	<input checked="" type="checkbox"/>	83%	81%	70%
Shelters	<input checked="" type="checkbox"/>	-	-	-
Spraygrounds/Splashpads	<input checked="" type="checkbox"/>	-	-	-

*Seasonal artificial ice rink.

**Includes Moberly Kiwanis Park (currently under construction as of the development of this report).

Table 2: Moberly Outdoor Facilities Prevalence Benchmark



Outdoor Facility	Moberly LOS	All Agencies	Less than 20,000 Population Served	Less Than 10 Parks Maintained
18-Hole Courses	13,800	96,400	9,600	89,9300
9-Hole Courses	-	121,800	17,800	31,100
Basketball Courts (Standalone)	5,500	8,000	4,400	8,200
Community Gardens	13,800	34,100	8,800	16,400
Diamond Fields (Total)	1,100	4,100	1,800	3,100
Disc Golf Courses	4,600	76,800	11,100	33,200
Dog Parks	13,800	46,900	10,300	17,000
Driving Range Stations	-	24,400	2,100	30,500
Fitness Zones/Exercise Stations	-	39,200	8,200	36,500
Ice Rink	13,800	19,700	8,000	8,900
Inclusive Playgrounds	6,900*	30,200	9,600	10,500
Multiuse Courts (Basketball, Volleyball, etc.)	-	19,600	5,200	10,700
Multiuse Courts (Tennis/Pickleball)	1,400	15,700	4,600	7,300
Outdoor Restrooms*	900	5,600	2,600	5,500
Overlay Fields	13,800	18,100	10,600	11,600
Pickleball Courts	6,900	12,600	3,400	5,700
Playgrounds (Aged 5-12)	2,300	4,800	2,400	7,500
Playgrounds or Play Structures	2,300	3,800	2,000	5,000
Racquetball, Handball, or Squash Courts	-	47,800	13,400	-
Rectangular Fields (Total)	1,300	5,000	2,500	3,400
Shelters	1,300	-	-	-
Spraygrounds/Splashpads	13,800	-	-	-

*Includes Moberly Kiwanis Park (currently under construction as of the development of this report).

Table 3: Moberly Outdoor Facilities Population-Based LOS Benchmark

3.1.3 Indoor Facilities

The percentages in **Table 4** represent the percentage of agencies that offer a given type of indoor facility based on the benchmark characteristic. The numbers in **Table 5** represent the related population-based LOS metric (i.e., 1 facility for every X number of people). Of note, the facilities included in the following tables are defined by NRPA definitions. Additionally, there may be other indoor amenities not operated by Moberly that exist within the area, but these are not captured in these tables.

In terms of indoor facility provision, Moberly offers an aquatic center, amphitheater, and public restrooms. Of note, these facilities can also be considered outdoor amenities (which they are in Moberly), but they are categorized this way for consistency with NRPA Park Metrics. According to percentages, it is less common for agencies of similar size and scope to offer aquatic centers, amphitheaters, and restrooms. This indicates Moberly is offering more amenities to community residents than other agencies of similar size and scope.



Indoor Facility	Moberly	All Agencies	Less than 20,000 Population Served	Less Than 10 Parks Maintained
Aquatics Centers	<input checked="" type="checkbox"/>	30%	16%	18%
Community Centers (does not include gyms)	<input type="checkbox"/>	59%	53%	55%
Indoor Ice Rinks	<input type="checkbox"/>	12%	6%	4%
Nature Centers	<input type="checkbox"/>	33%	14%	13%
Performance Amphitheaters	<input checked="" type="checkbox"/>	40%	21%	18%
Public Restrooms within Facility	<input checked="" type="checkbox"/>	14%	13%	11%
Recreation Centers (including gyms)	<input type="checkbox"/>	62%	45%	47%
Senior Centers	<input type="checkbox"/>	40%	23%	20%
Stadiums	<input type="checkbox"/>	19%	13%	7%
Teen Centers	<input type="checkbox"/>	12%	7%	4%

Table 4: Moberly Indoor Facilities Prevalence Benchmark

Indoor Facility	Moberly LOS	All Agencies	Less than 20,000 Population Served	Less Than 10 Parks Maintained
Aquatics Centers	13,800	58,500	12,600	19,900
Community Centers (does not include gyms)	-	31,600	8,900	16,800
Indoor Ice Rinks	-	59,300	8,000	14,000
Nature Centers	-	133,800	9,400	46,400
Performance Amphitheaters	13,800	69,600	12,800	36,600
Public Restrooms within Facility	2,000	15,500	5,600	6,500
Recreation Centers (including gyms)	-	32,800	9,700	16,700
Senior Centers	-	62,200	14,300	19,700
Stadiums	-	103,200	10,600	14,700
Teen Centers	-	58,700	14,800	20,000

Table 5: Moberly Indoor Facilities Population-Based LOS Benchmark



3.1.4 General Programming

Moberly’s recreation programming primarily focuses on special/community events, races, aquatics, fitness classes, sports, and an increasing presence in nature-related events and activities. In terms of potential programming to add, it appears additional programming may be best served to come from expanding existing opportunities within core program areas rather than adding new core program areas altogether. This is suggested based on agency benchmarks with systems of similar size and scope. Of note, this commentary is only derived from benchmarking and does not incorporate any community engagement or other findings.

The percentages in **Table 6** represent the percentage of agencies that offer this type of recreation programming based on the benchmark characteristic.

Program Area	Moberly	All Agencies	Less than 20,000 Population Served	Less Than 10 Parks Maintained
Aquatics	<input checked="" type="checkbox"/>	68%	52%	47%
Cultural Crafts	<input type="checkbox"/>	63%	43%	47%
eSports/eGaming	<input type="checkbox"/>	26%	14%	16%
Fitness Enhancement Classes	<input checked="" type="checkbox"/>	82%	69%	70%
Golf	<input checked="" type="checkbox"/>	49%	22%	22%
Health and Wellness Education	<input type="checkbox"/>	80%	64%	67%
Individual Sports	<input type="checkbox"/>	76%	66%	56%
Martial Arts	<input type="checkbox"/>	56%	36%	37%
Natural and Cultural History	<input checked="" type="checkbox"/>	66%	36%	39%
Performing Arts	<input type="checkbox"/>	62%	39%	40%
Racquet Sports	<input checked="" type="checkbox"/>	73%	64%	50%
Running/Cycling Races	<input checked="" type="checkbox"/>	53%	42%	39%
Safety Training	<input type="checkbox"/>	70%	57%	52%
Social Recreation Events	<input checked="" type="checkbox"/>	88%	82%	84%
Team Sports	<input checked="" type="checkbox"/>	86%	81%	73%
Themed Special Events	<input checked="" type="checkbox"/>	89%	83%	86%
Trips and Tours	<input type="checkbox"/>	62%	42%	46%
Visual Arts	<input type="checkbox"/>	63%	45%	46%

Table 6: Moberly General Programming Benchmark



3.1.5 Targeted Programs

In terms of targeted programs, Moberly does not offer targeted programs as tracked by NRPA Park Metrics; however, there is a Senior American Multipurpose Center, multiple preschools, and other demographic-targeted programs available within the community.

Targeted Program Area	Moberly	All Agencies	Less than 20,000 Population Served	Less Than 10 Parks Maintained
After School Programs	<input type="checkbox"/>	52%	44%	36%
Before School Programs	<input type="checkbox"/>	19%	17%	16%
Full Daycare	<input type="checkbox"/>	7%	7%	7%
Preschool	<input type="checkbox"/>	34%	26%	23%
Programs for People with Disabilities	<input type="checkbox"/>	66%	37%	41%
Specific Senior Programs	<input type="checkbox"/>	78%	63%	62%
Specific Teen Programs	<input type="checkbox"/>	67%	50%	46%
STEM Programs	<input type="checkbox"/>	57%	41%	42%
Summer Camp	<input type="checkbox"/>	83%	65%	69%

Table 7: Moberly Targeted Programming Benchmark

3.1.6 Staffing

Moberly’s staffing level is commensurate with other agencies of similar size and scope in terms of total full-time equivalents (FTEs) available and FTEs per 10,000 residents. To arrive at the 20.9 FTE count, 13 full-time employees (2,080 hours each) and 18,500 part-time and seasonal hours (lifeguards, concessions, park rangers, maintenance, and athletic complex staff) were combined and then divided by 2,080. Interestingly, when combined with Moberly’s level of service statistics, the staffing levels indicate a “typical” sized staff but a park system with more amenities and experiences than the typical agency of similar size and scope.

Staffing Metric	Moberly	All Agencies	Less than 20,000 Population Served	Less Than 10 Parks Maintained
Full-Time Equivalents (FTEs)	21.8	58	14	16
FTEs per 10,000 Residents	15.9	8.9	13.7	8.3

Table 8: Moberly Staffing Benchmark

3.1.7 Budget Metrics

Moberly operates on just over \$3 million annually for its budget. This figure is above agencies of similar size and scope. It should be noted, however, that this figure does not include budget numbers for the Heritage Hills Golf Course as the final calculations would be much higher, and potentially not as comparable to industry benchmarks. Moberly operates at a high operating expenditure per capita, but at a low operating expenditure per acre. This is the result of a smaller population and Rothwell Park’s high acreage; however, Moberly is experiencing a consistent revenue per capital figure commensurate with benchmarks (Table 9). These statistics change drastically when omitting the \$1.9 million received from the dedicated sales tax (majority is used for operations and maintenance). When removing this amount,



Moberly’s annual operating expenditures decrease to \$1.1 million, operating expenditures per capita decrease to \$82, expenditures per acre decrease to \$2,200, and expenditures per FTE decrease to \$54,000 – telling a much different story. This presented scenario reinforces the importance of the dedicated sales tax to Moberly for operations and maintenance.

Budget Metric	Moberly	All Agencies	Less than 20,000 Population Served	Less Than 10 Parks Maintained
Annual Operating Expenditures	\$3.1M	\$6.5M	\$1.5M	\$2M
Operating Expenditures per Capita	\$224	\$99	\$136	\$81
Operating Expenditures per Acre (Park and Non-Park Sites)	\$6,000	\$8,300	\$9,800	\$9,500
Operating Expenditures per FTE	\$141K	\$111K	\$101K	\$100K
Revenues per Capita	\$36	\$23	\$48	\$19
Revenue as a Percentage of Operating Expenditures (Cost Recovery)	16%	25%	30%	29%

Table 9: Moberly Budget Metrics Benchmark

3.1.8 Distribution of Operating Expenditures

Moberly’s distribution of operating expenditures does not align with industry averages because the capital improvement budget (CIP) is contained in line items within the general budget (Table 10). When omitting the ~\$1 million in capital expenses, Moberly exhibits a budgetary breakdown that aligns well with industry averages. This indicates Moberly’s budget distribution, does in fact, align (overall) with agencies of similar size and scope despite how it appears in the table below. This can also be attributed to how sales tax revenue is captured within the budget which is explained in the next section.

Category	Moberly	All Agencies	Less than 20,000 Population Served	Less Than 10 Parks Maintained
Personnel Services	36%	54%	52%	53%
Operating Expenses	26%	38%	40%	40%
Capital Expense (Not In CIP)	33%	6%	7%	6%
Other	6%	2%	1%	1%

Table 10: Moberly Distribution of Operating Expenditures Benchmark

3.1.9 Sources of Operating Expenditures

In terms of sources for operating expenditures, Moberly does not align well with industry benchmarks (Table 11); however, Moberly does align well with industry benchmarks when omitting the dedicated sales tax revenue as it is relatively uncommon for a non-special park district to have a large portion of an agency budget derived from a voter-approved special tax/levy.



Source	Moberly	All Agencies	Less than 20,000 Population Served	Less Than 10 Parks Maintained
General Fund Support <i>(Property Tax)</i>	20%	62%	59%	58%
Earned/Generated Income	14%	21%	25%	24%
Special Taxes/Levies <i>(Voter Approved)</i>	64%	8%	8%	11%
Special Taxes/Levies <i>(Not Voter Approved)</i>	-	5%	2%	2%
Grants	.5%	2%	4%	2%
Sponsorships	.3%	1%	1%	1%
Other	1%	1%	1%	2%

Table 11: Moberly Sources of Operating Expenditures Benchmark

3.1.10 Capital Budget

The median dollar amount for capital improvement spending is \$12 million over a five-year period for all agencies, but that number decreases dramatically to around \$2 million for agencies of similar size and scope. Based on capital expense actuals from 2019-2023, Moberly has expended approximately \$3.1 million on improving the park system. This correlates with the high level of service Moberly offers relative to agencies of similar size and scope.

CIP Metric	Moberly	All Agencies	Less than 20,000 Population Served	Less Than 10 Parks Maintained
Five-Year Capital Budget Spending	\$3.1M	\$12M	\$1.8M	\$2M

Table 12: Moberly Capital Budget Benchmark

3.2 GIS Analysis

In addition to the supply analysis, the consultant team utilized GIS to visualize spatial data on heat maps to help reveal patterns that cannot be understood through metrics and numerical data points alone. The primary concept analyzed through the GIS process was park access. A 10-minute walkshed (**Figure 37**) and a five-minute driveshed analysis (**Figure 38**) revealed residents can travel to a park within a five-minute drive with a vehicle, but there are areas within the city that do not have the same walkability. Consequently, this can be used to categorize areas within the city based on park access (**Figure 39**). After the driveshed and walkshed analysis was complete, they were then combined/overlayed with specialized analyses based on amenity type access, recreation experience access, poverty, population density, and vehicle access (**see Appendix**), to develop a final composite heat map indicating overall *park need* across Moberly (**Figure 40**).

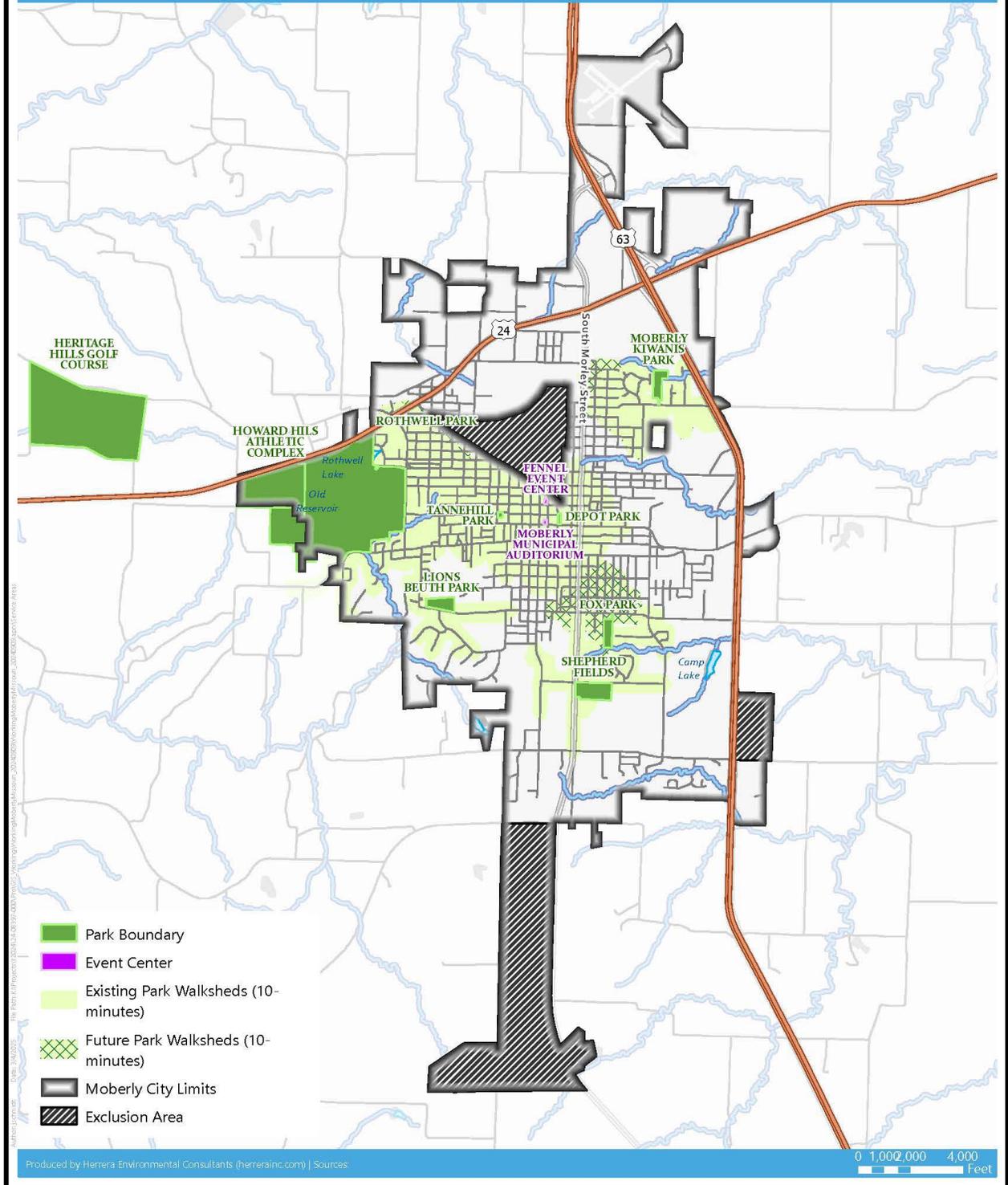


Figure 37: Ten-Minute Walkshed for Park Sites

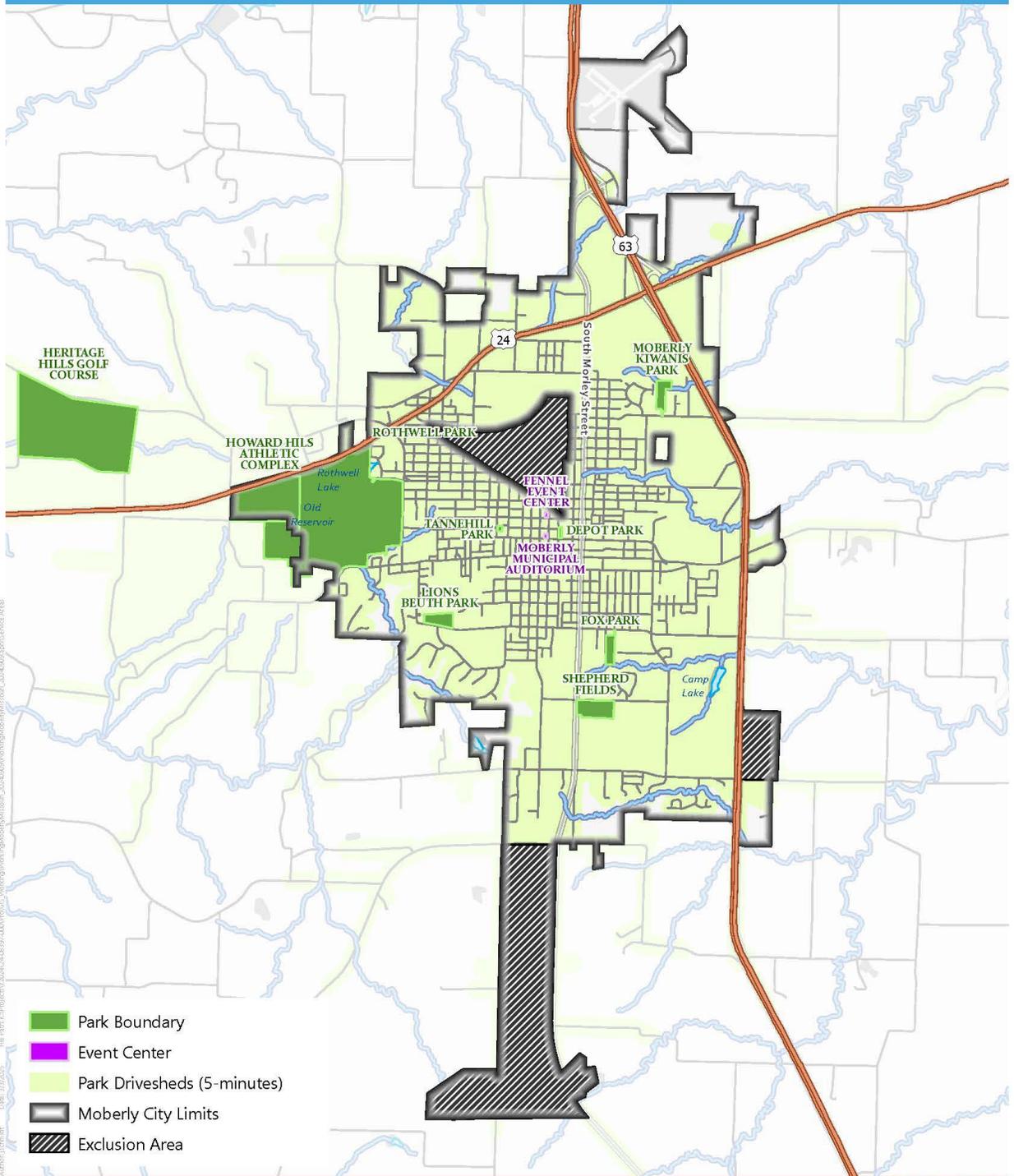


Figure 38: Five-Minute Driveshed for Park Sites

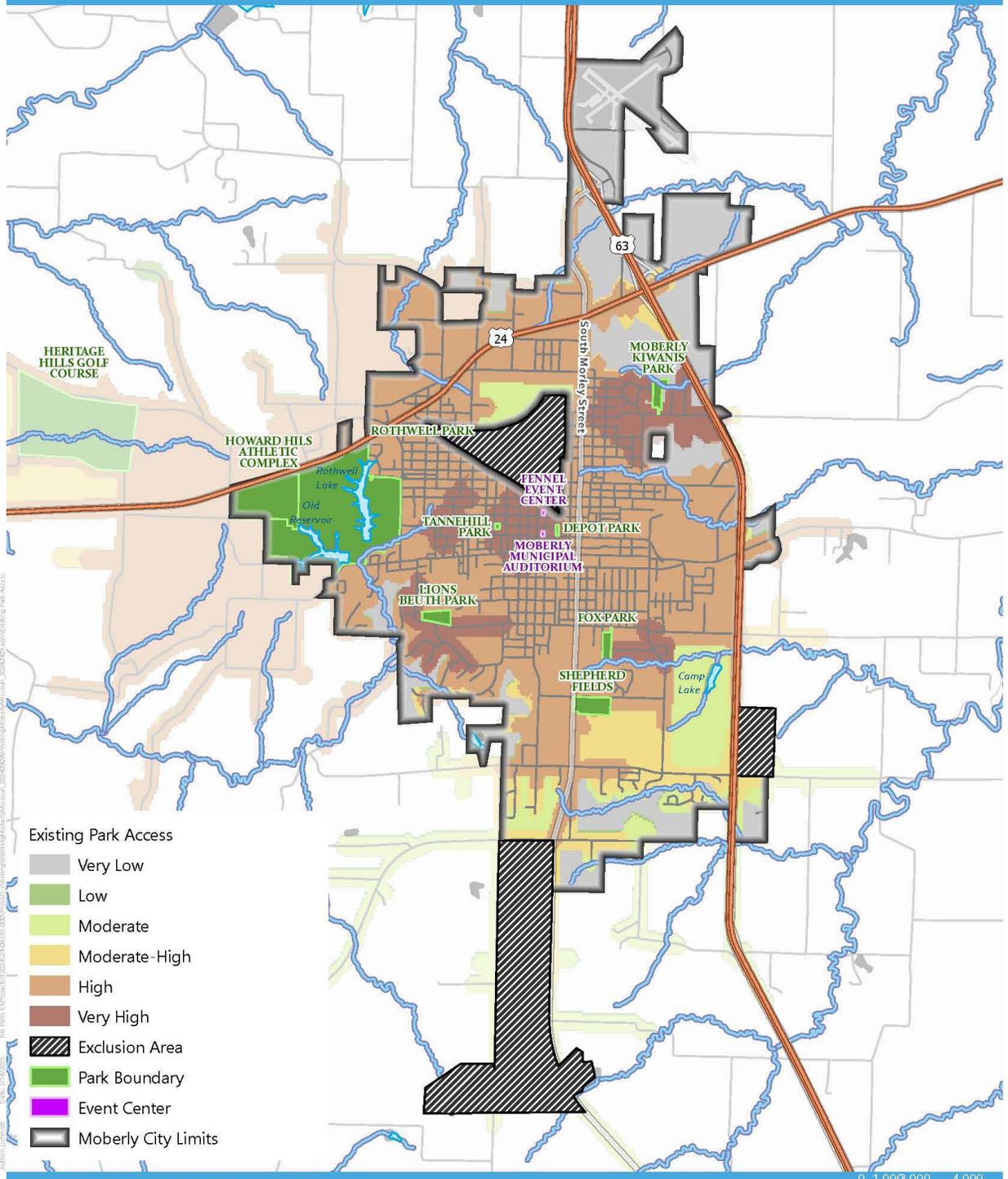


Figure 39: Overall Park Access

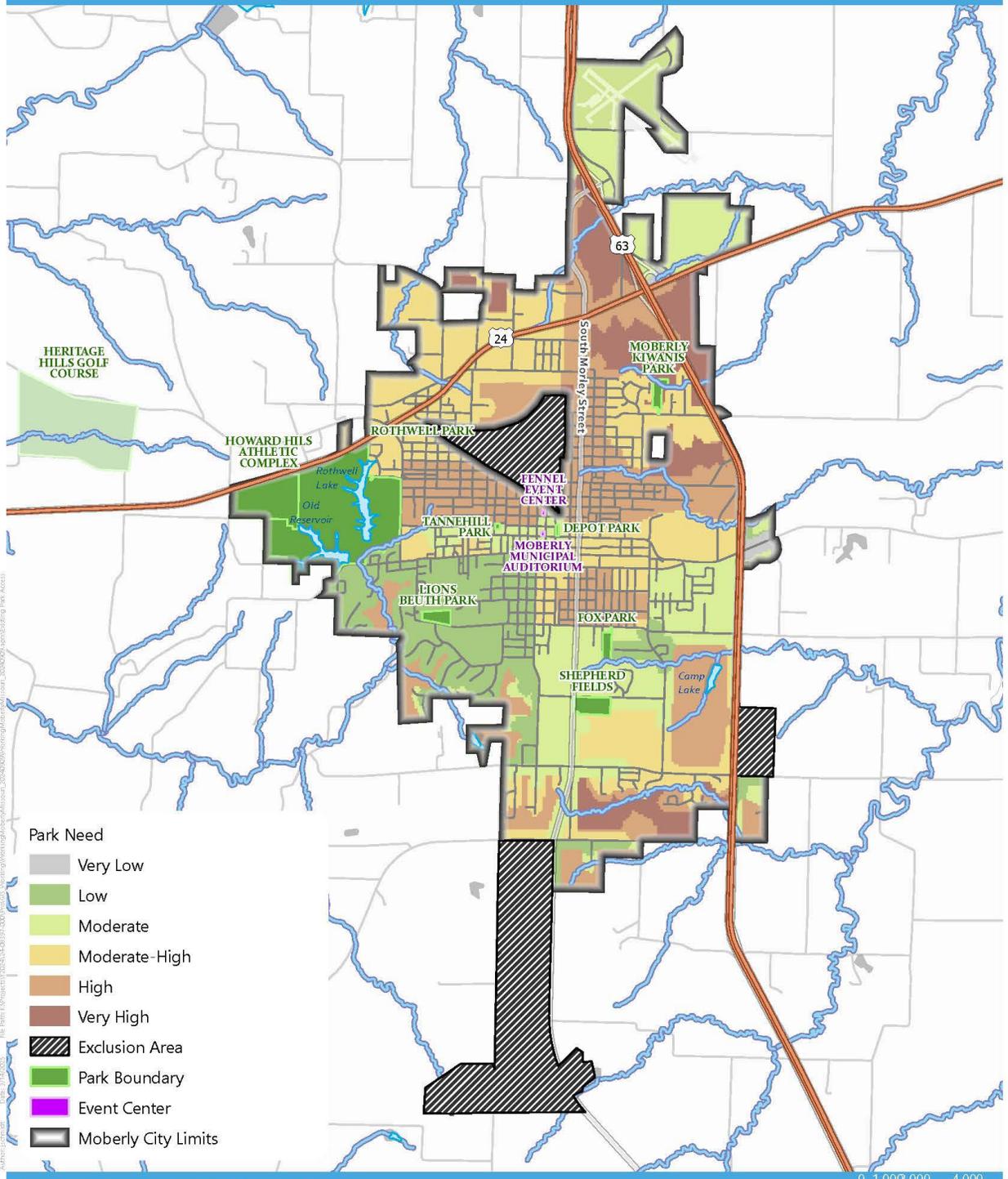


Figure 40: Overall Park Need



3.3 Discussion and Implications

3.3.1 Overall Service Provision

It appears Moberly's parks and recreation offerings to its community exceed that of a "typical" parks and recreation agency of similar size and scope. It should be noted, however, as one of the only communities with over 10,000 residents in the area, Moberly is most likely seen as a regional destination and is most likely serving an area larger than its own population. This means the population-based level of service metrics presented in this document may not be an accurate depiction of true level of service.

3.3.2 Programming Enhancements

Given existing staffing levels and available facilities, it appears an expansion of program offerings should focus on existing core program areas first before venturing into new areas. For example, team and individual sports are offered, but on a limited scale. It may make more sense to add program offerings within this core program area rather than starting a new core service such as before and after school care (as an example only).

3.3.3 Funding and System Investments

Moberly's dedicated sales tax is an essential funding source for the park system. With many large assets within the park system, it will be important not to grow faster than available funding to operate and maintain assets according to expected/projected asset lifecycles. This is also true due to the fact Moberly's staffing levels are like a "typical" agency of similar size and scope, but the facilities and experiences offered by Moberly far exceed those of similar agencies. Additionally, continuing to generate earned income is important to maintain revenue-generating facilities. It may be worthwhile to explore the option of including a facility fee when pricing rentals to ensure lifecycle monies are available as needed.

3.3.4 Addressing Park Access

When examining overall park access, two areas within Moberly have relatively low park access: the northeast and southeast portions of the city. The northeast has less population density, but the area remains underserved in terms of park access (this is not solely related to lack of parks; rather, this also relates to walkability to existing parks via off-street access); however, the addition of Moberly Kiwanis Park has improved overall park access to this area. In terms of overall population growth, the southern portion of the city has experienced, and is projected to continue experiencing, residential expansion. Besides having areas identified as "very low" park access, it should also be noted that the nearest park to this area is Shepherd Fields. Although this park expands the park access, it is also considered a special use park/area because its main function is to provide soccer, limiting the breadth and scope of amenity reach to the southern portion of the city. This analysis indicates it is important to identify how to increase park land (and amenity/experience) service to both the existing and projected population to the south.



Chapter 4 - Community Engagement

4.1 Stakeholder Interviews and Focus Groups

Zec Eight Insights conducted stakeholder interviews and focus groups in September and October 2024. Meetings were held in person and virtually via Zoom. Invited and engaged stakeholders included: Little Dixie Regional Libraries, Moberly School District, Randolph County Health Department, Randolph Area YMCA, Moberly Regional Medical Center, Missouri Department of Conservation, Archery Club, Council on the Arts, Moberly Area Soccer Association (MASA), Moberly Chamber of Commerce, Randolph County Developmental Disability Services, Little Spartans Football, Moberly Rotary Club, Moberly Kiwanis, Moberly Friends of the Park, Moberly Economic Development, ICAN Missouri Foundation, Randolph County Sheltered Industries dba MPPS, Midget League, Altrusa, Moberly Optimist Club, Moberly Community Betterment, and NOMO (community foundation).

Talking with vested stakeholders allowed the consultant to understand overarching goals and objectives for the *Parks & Recreation Master Plan* while also providing key context to the planning process. The following key themes were derived from the stakeholder interview and focus group process. The key themes are presented in the form of strengths, weaknesses/challenges, and opportunities.

4.1.1 Strengths

Dedicated staff and strong community reputation. Stakeholders overwhelmingly agree that Moberly's parks staff are highly regarded, demonstrating a strong work ethic and dedication. The parks system is viewed as the "crown jewel" of Moberly, well-maintained and a source of pride.

Existing partnerships and collaborative culture. Stakeholders appreciate their working relationship with the department. Strong partnerships exist with local civic groups, schools, the YMCA, and health organizations, which help the parks system offer broad services and maintain popular events like Christmas in the Park and the mini-train rides.

Quality of facilities and recreational options. Stakeholders commonly acknowledged Rothwell Park, walking trails, and the amphitheater are seen as valuable community assets. These facilities support a range of outdoor activities, attracting both residents and visitors.

4.1.2 Weaknesses/Challenges

Accessibility and transportation. Stakeholders indicated there is a lack of public transportation which limits access to park sites, particularly for residents on the outskirts. They mentioned transportation issues also impact underserved communities, including older adults and economically disadvantaged populations.

Need for more diverse and inclusive programming. Stakeholders highlighted gaps in serving teens, young adults, and minority populations. There is a need for programming that reflects the diverse makeup of Moberly's population.

Facility limitations and maintenance needs. Stakeholders indicated some park facilities, including restrooms and lighting, are outdated or lack capacity. Stakeholders also mentioned future lifecycle considerations for the trail systems to continue meeting community demand.



Financial barriers for facility use. Stakeholders spoke about the relationship between facility rental costs and access. They noted facility fees may make it challenging for groups to consistently engage with parks for programming and events.

4.1.3 Opportunities

Expansion of water-based activities and unique lodging. Stakeholders recognize the tremendous asset Rothwell Park is to the community. As a result, there is strong interest in enhancing the park for swimming, boating, and camping. Ideas such as expanding the campground, adding unique lodging like train cars, and supporting water-based recreation (e.g., kayaks, canoes) were mentioned.

Development of inclusive and adaptive facilities. Stakeholders acknowledged the new Moberly Kiwanis Park with its all-inclusive playground is a model that could be expanded across other parks, particularly through ADA audits and adaptable play spaces.

Indoor, year-round recreational spaces. Stakeholders agree Moberly needs more indoor and four-season recreation opportunities that would appeal to families, young professionals, and active seniors. This could potentially be achieved in partnership with the school district or YMCA (existing spaces) and/or through the development of new non-duplicative indoor recreation facilities such as an environmental/nature center.

Health and wellness initiatives. Stakeholders posit that Moberly's parks could support community health through partnerships with local organizations to provide wellness programs, fitness trails, and mental health-oriented programs (e.g., nature therapy, social engagement activities, etc.).

4.2 Public Input Opportunities

Four public input opportunities were offered throughout the planning process and generated interactions with over 550 individuals (in addition to stakeholder interviews and focus groups):

- 1) Statistically valid community survey (321 people).
- 2) Online community survey (203 people).
- 3) User-intercept at Halloween Trick or Treat Trail event (35 people).
- 4) Public meetings (10 people).

4.2.1 Statistically Valid Community Survey

Methodology

ETC Institute mailed a survey packet to a random sample of household throughout Moberly. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it online.

After the surveys were mailed, ETC Institute followed up with residents to encourage participation. To prevent people who were not residents of Moberly from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not included in the final database for this report.

The goal was to collect a minimum of 300 completed surveys from residents. The goal was met with 321 completed surveys collected. The overall results for the sample of 321 households has a precision of at least +/-5.4 at the 95% level of confidence. The full survey report can be found in the **Appendix**.



Key Findings

Parks/Facilities/Programs Use

Parks Use. Respondents selected how often they visit the parks in Moberly. Fourteen percent (14%) use parks almost daily, 20% visit parks a few times per week, 23% visit at least once per week, 23% visit at least once per month, 17% visit a few times per year, 1% visit once per year, and 3% either seldomly or never visit parks. They also selected barriers that have prevented them from using parks either more often or at all. The common barriers were not interested/too busy (28%), lack of age-appropriate amenities (23%), and amenities offered don't match my interests or needs (19%).

Facilities Use. Ninety-five percent (95%) indicated that they have visited a park/facility in the past year. Then, survey respondents were asked to rate the physical condition of the park/facility visited. Forty-three percent (43%) rated excellent, 46% rated good, 11% rated fair, and 1% rated poor.

Programs Use. Fifty-six percent (56%) indicated that they have participated in a program/activity in the past year. When asked to rate the programs/activities used, 42% rated excellent, 47% rated good, 9% rated fair, and 3% rated poor.

Sports Leagues/Classes. Nineteen percent (19%) indicated that they have participated in a sports league/class in the past year. When asked to rate the sports leagues/classes used, 36% rated excellent, 41% rated good, 16% rated fair, and 7% rated poor.

Department Role

Respondents were asked to indicate what they believed were the most essential or primary roles for the city's parks and recreation department. Based on the sum of top three choices, the items that were most important to households were: outdoor recreational spaces (49%), public programs, activities, & events (42%), and self-directed experiences (41%).

Communication

Respondents were asked to indicate all the sources they use for learning about parks and recreation programs and facilities. The most used resources were social media (75%), word of mouth (67%), and city website (44%).

Benefits and Parks and Recreation Importance

Benefits. Respondents were asked to indicate their level of agreement with various benefits or values statements related to parks and recreation services in Moberly. Respondents indicated the strongest agreement for the following benefits/values received: is a valuable public resource for area residents (94%), enhances quality of life in Moberly (93%), and enhances appeal of living in Moberly (92%). Then, respondents were asked to indicate which three benefits of the parks and recreation system are most important to their household. Based on the sum of the top three choices, the benefits that are most important to households are: is a valuable public resource for area residents (40%), enhances quality of life in Moberly (40%), and improves my (my household's) physical health & fitness (34%).

Importance. Respondents were asked to indicate how important it is for the city to provide high-quality park facilities. Eighty-seven percent (87%) believe it is very important, 12% believe it is somewhat important, and 1% believe it is somewhat or not important at all.



Satisfaction

Respondents were asked to rate how satisfied they were with the overall value received by the city’s parks and recreation department. Thirty-three percent (33%) were very satisfied, 42% were satisfied, 17% were neutral, and 8% were either dissatisfied or very dissatisfied.

Recreation Facilities/Amenities Needs and Priorities

Amenity/Facility Needs. Respondents were asked to identify if their household had a need for 29 recreation facilities/amenities and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various facilities/amenities.

The three amenities/facilities with the largest number of households that have an unmet need were:

1. Indoor recreation spaces (4,270 households)
2. Restrooms (1,328 households)
3. Nature/interpretive centers (1,257 households)

The estimated number of households that have unmet needs for each of the 33 facilities/amenities assessed is shown in **Figure 41**.

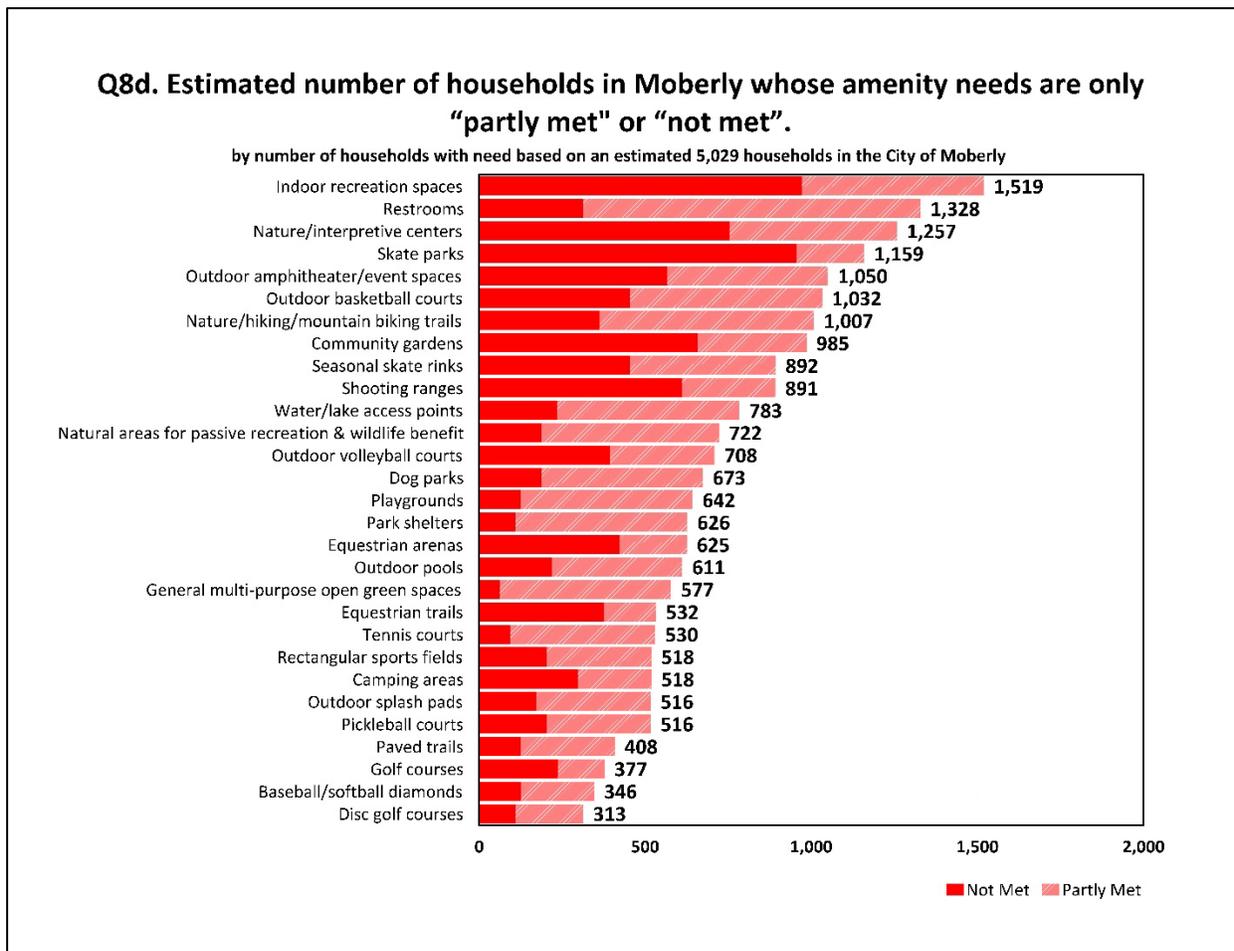


Figure 41: Number of Households with Given Facility/Amenity Unmet Need



Amenities/Facilities Importance. In addition to assessing the needs for each amenity/facility, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents' top four choices, these were the four amenities/facilities ranked most important to residents:

1. Paved trails (32%)
2. Nature/hiking/mountain biking trails (28%)
3. Restrooms (26%)
4. Playgrounds (24%)

The percentage of residents who selected each amenity/facility as one of their top four choices is shown in **Figure 42**.

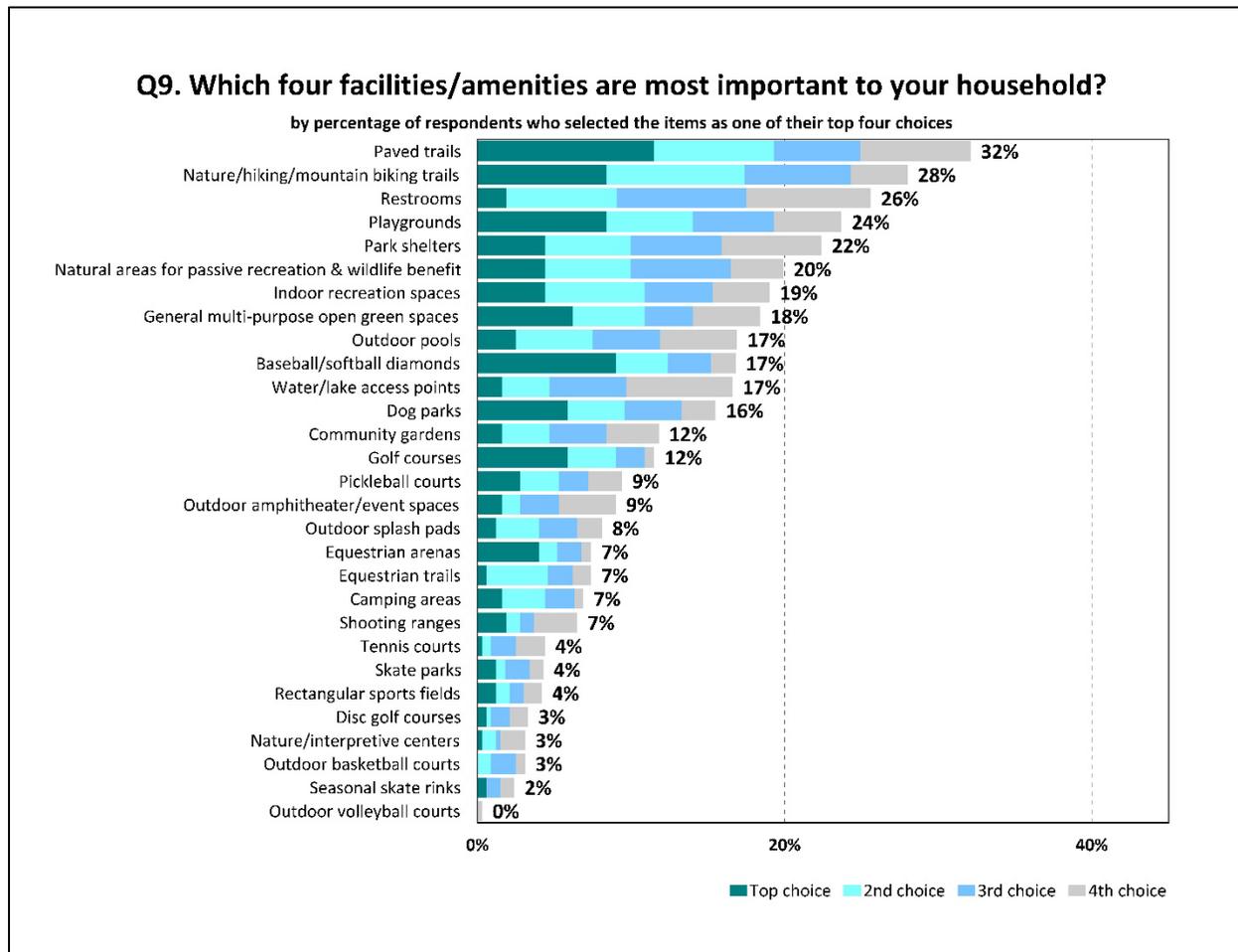


Figure 42: Facilities/Amenities Most Important to Households



Priorities for Facility Investments. The Priority Investment Rating (PIR) was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on amenities/facilities and (2) how many residents have unmet needs for the amenity/facility.

Based the Priority Investment Rating (PIR), the following amenities/facilities were rated as high priorities for investment:

1. Nature/hiking/mountain biking trails (PIR= 164)
2. Indoor recreation spaces (PIR= 161)
3. Restrooms (PIR= 158)
4. Paved trails (PIR= 127)
5. Playgrounds (PIR= 120)
6. Natural areas for passive recreation & wildlife benefit (PIR= 114)

Figure 43 shows the Priority Investment Rating for each of the 29 facilities/parks assessed on the survey.

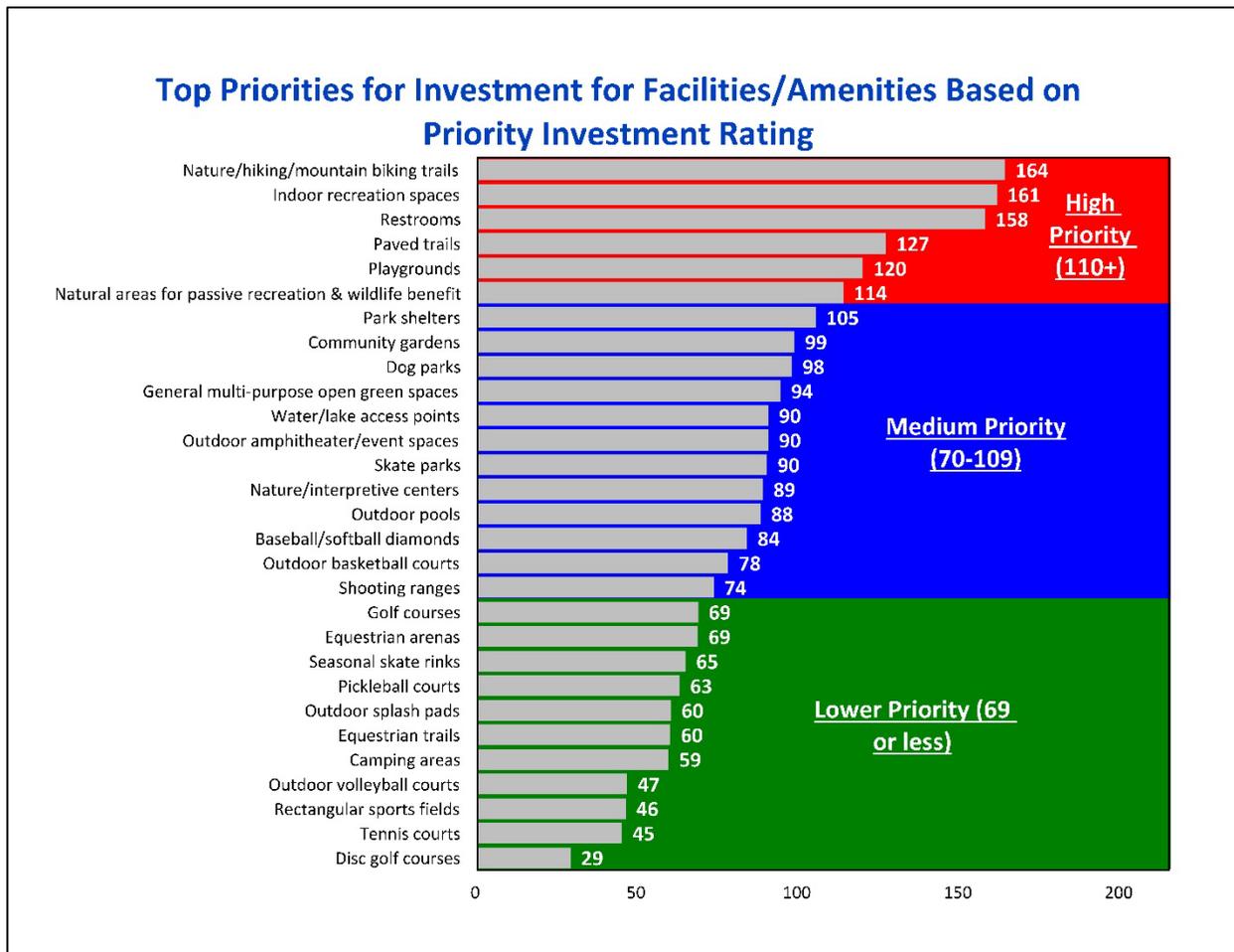


Figure 43: Facilities/Amenities PIR



Recreation Program/Activity Needs and Priorities

Activity/Program Needs. Respondents were asked to identify if their household had a need for 27 programs/activities and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various activities/programs.

The three programs with the highest percentage of households that have an unmet need:

1. Outdoor music/performances/theater (2,147 households)
2. Education/life skills programs (2,023 households)
3. Adult fitness & wellness programs (1,942 households)

The estimated number of households that have unmet needs for each of the 27 programs assessed is shown in **Figure 44**.

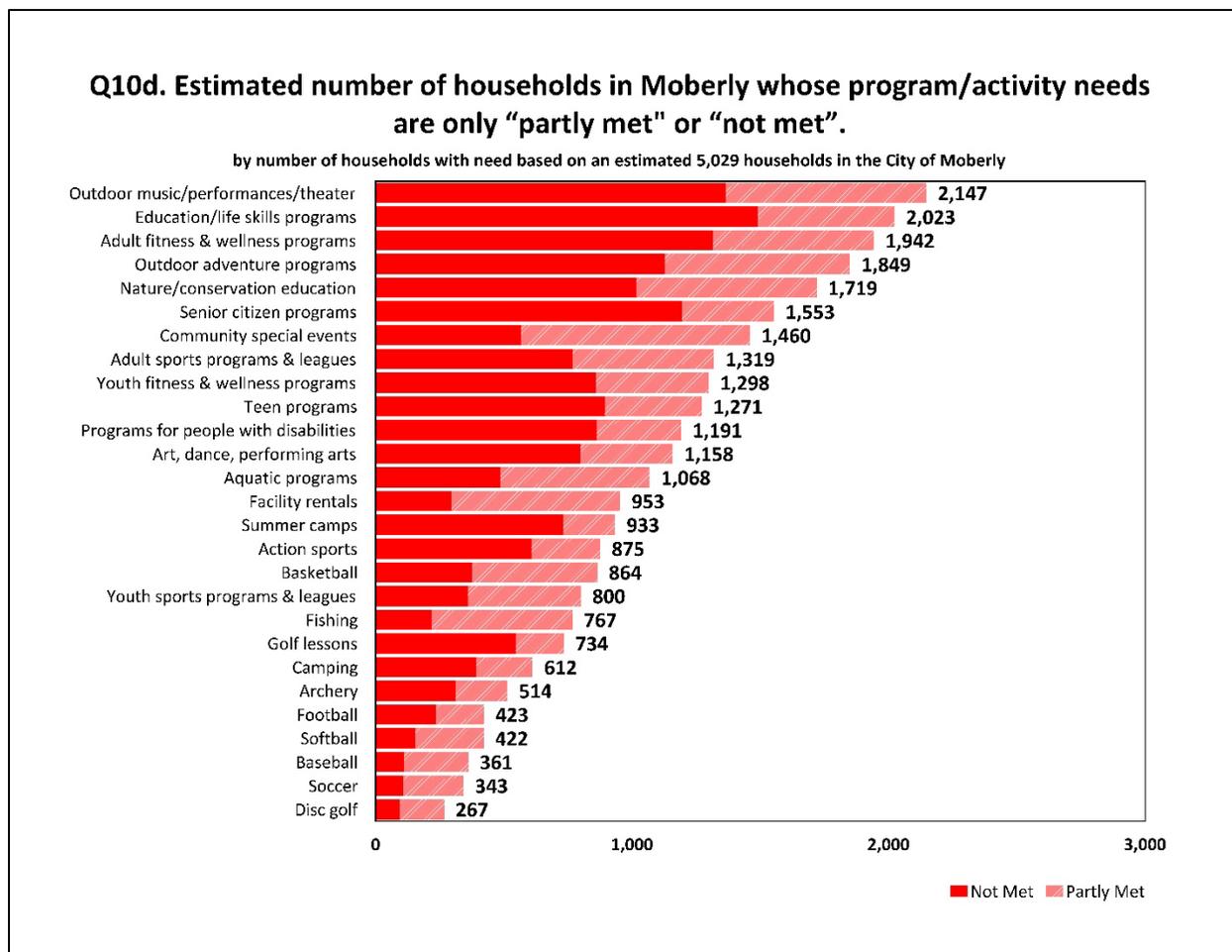


Figure 44: Number of Households with Given Program/Activity Unmet Need



Programs Importance. In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents’ top four choices, these were the four programs ranked most important to residents:

1. Community special events (27%)
2. Outdoor music/performance/theater (23%)
3. Adult fitness & wellness programs (22%)
4. Fishing (21%)

The percentage of residents who selected each program as one of their top four choices is shown in Figure 45.

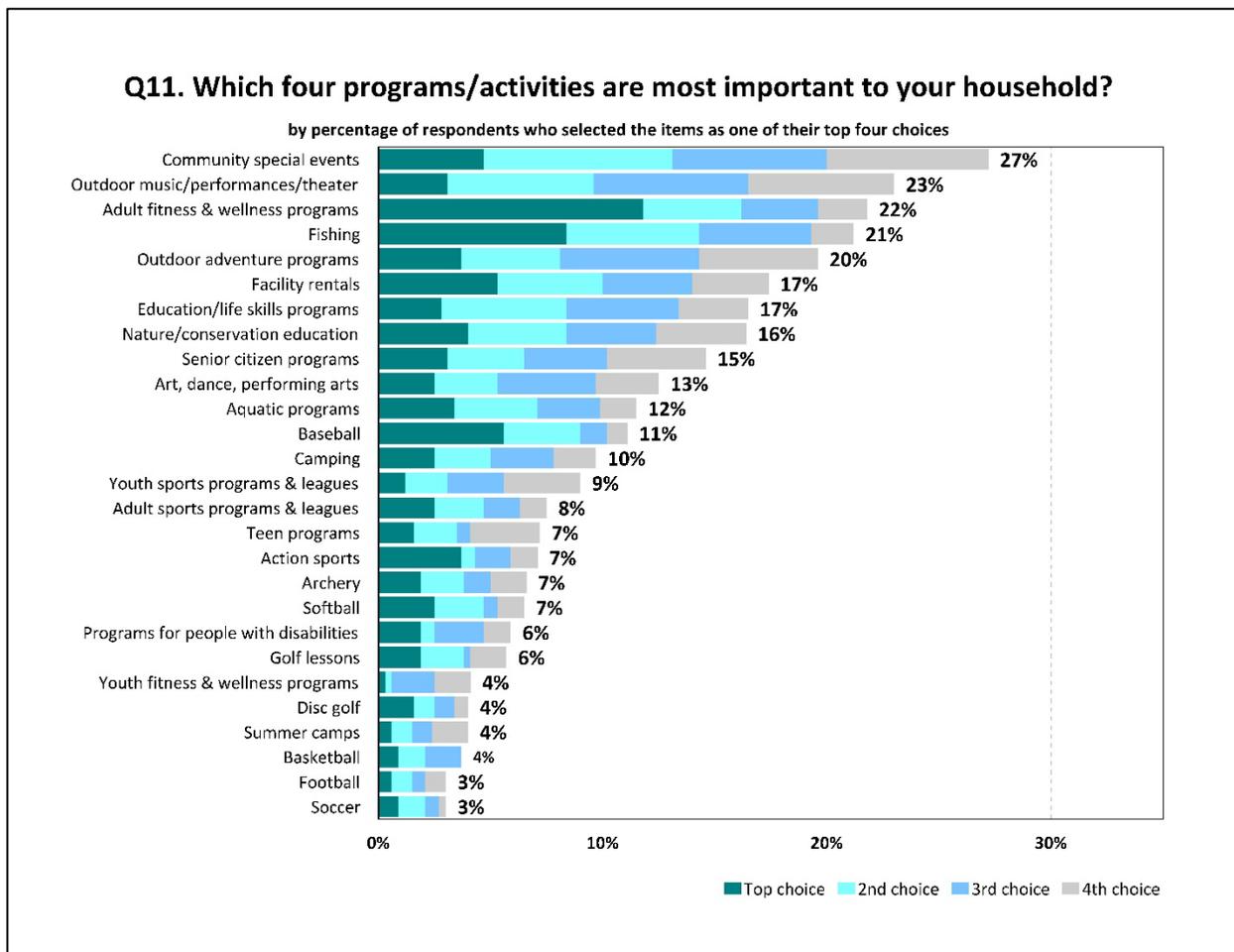


Figure 45: Programs/Activities Most Important to Households



Priorities for Activity/Program Investments. The Priority Investment Rating (PIR) was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on programs and (2) how many residents have unmet needs for the activity/program.

Based the Priority Investment Rating (PIR), the following programs were rated as high priorities for investment:

1. Adult fitness & wellness programs (PIR=189)
2. Outdoor music/performance/theater (PIR=183)
3. Community special events (PIR=168)
4. Education/life skills programs (PIR=161)
5. Outdoor adventure programs (PIR=158)
6. Nature/conservation education (PIR=142)
7. Fishing (PIR=132)
8. Senior citizen programs (PIR=123)
9. Facility rentals (PIR=114)

Figure 46 shows the Priority Investment Rating for each of the 27 activities/programs assessed on the survey.

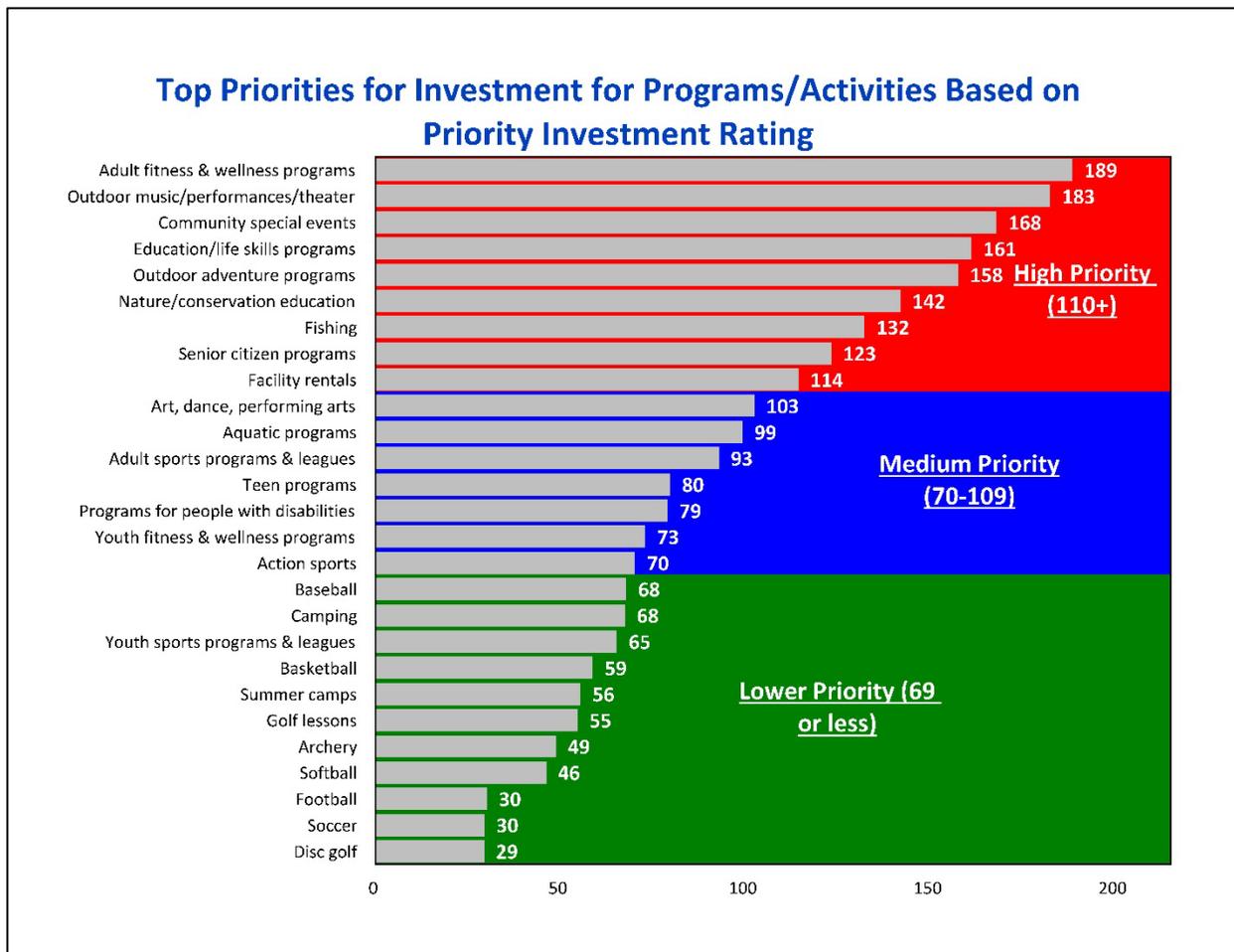


Figure 46: Programs/Activities PIR

4.2.2 Online Survey

An online survey was launched to solicit public feedback about parks and recreation services in Moberly. The survey was open from February 25-March 31, 2025 and was launched upon completion of the statistically valid survey process. The survey consisted of 30 questions (including demographic questions) and took users an average of ten minutes to complete. A total of 203 responses were recorded, consisting of 73% residents and 27% non-residents. Non-residents were allowed to participate in the survey because Moberly’s service catchment area is larger than its own city boundaries. Survey results can be found in the **Appendix**.

4.2.3 Public Meetings

A virtual public meeting was held on November 12, 2024 from 6-7pm via Zoom. An in-person public meeting was held April 8, 2025 in Rothwell Park. A total of 10 participants provided comments and feedback across the two meetings. The meeting format included a presentation by Zec Eight Insights, live polling/open comment period, and then a discussion of next steps.

4.2.4 Intercept Surveying

Zec Eight Insights attended the 2024 Halloween Trick or Treat Trail put on by the parks and recreation department. A QR code was available for event attendees that would allow them to complete a short, interactive survey as they walked from station to station. The five-question survey included the following questions:

1. In one or two words, what three recreation facilities and/or amenities would you most support adding to the park system?
2. In one or two words, what three recreation programs and/or services would you most support adding to the park system?



Figure 47: Online Survey Notification

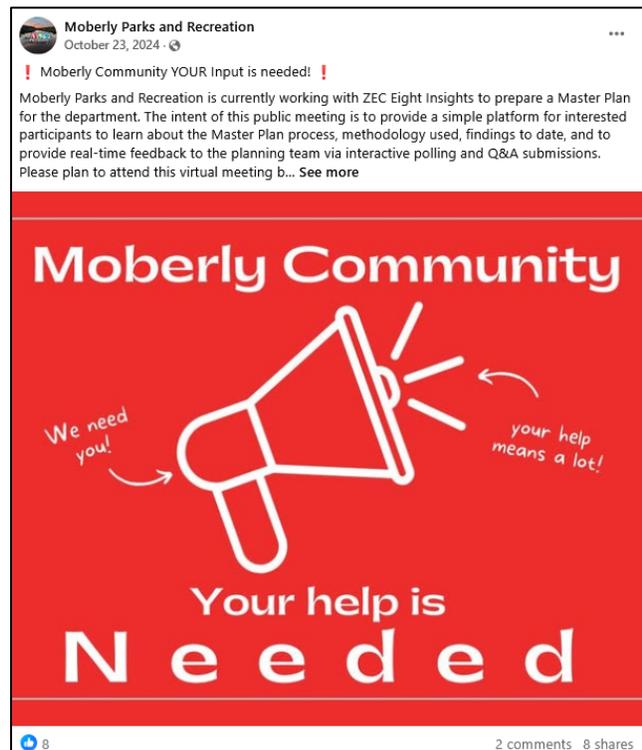


Figure 48: Public Meeting Notification



3. What transformational ideas or strategic directions would you like to see for Moberly Parks and Recreation over the next ten years?
4. Please indicate your level of agreement with the following statements:
 - a. I am pleased with the current direction of the parks department.
 - b. I am satisfied with the value my household receives from our community's parks and programs.
 - c. I am confident the parks department can achieve the vision I have for our community.
5. Is there anything else you would like to tell us?



Figure 49: Halloween Event Intercept Survey Announcement

Figures 50-58 on the following pages show the intercept survey results. Common feedback received included:

- Desire for trails, facilities/amenities for kids, and a seasonal ice rink.
- A larger focus on youth activities/programs.
- Increased system accessibility and pathways.
- Rothwell Park expansion.
- More modernized facilities, equipment, and amenities.

Question #1

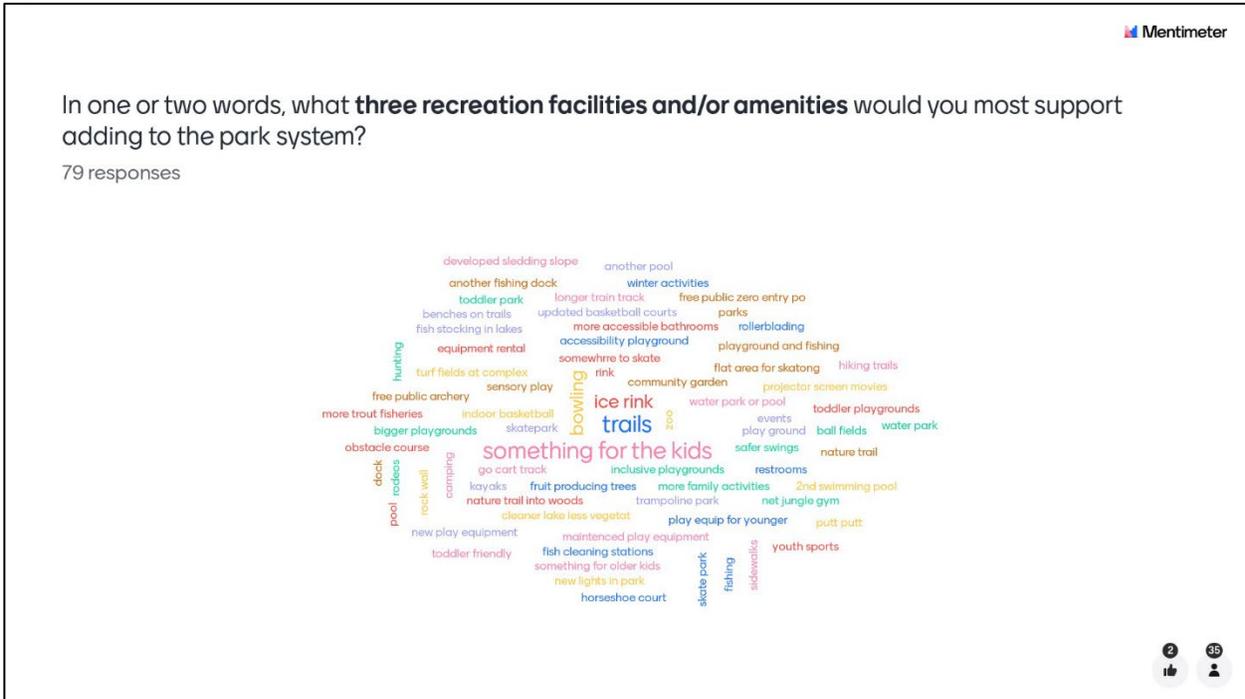


Figure 50: Halloween Event Intercept Survey Question 1 Results

Question #2

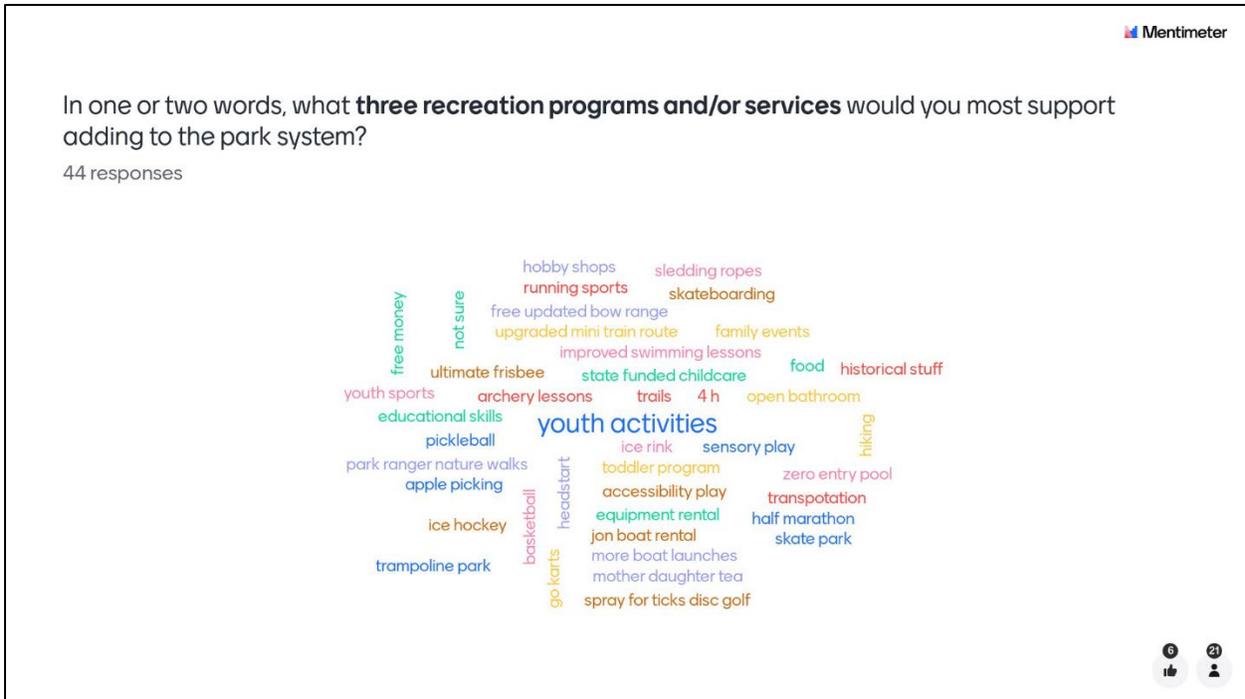


Figure 51: Halloween Event Intercept Survey Question 2 Results



Question #3

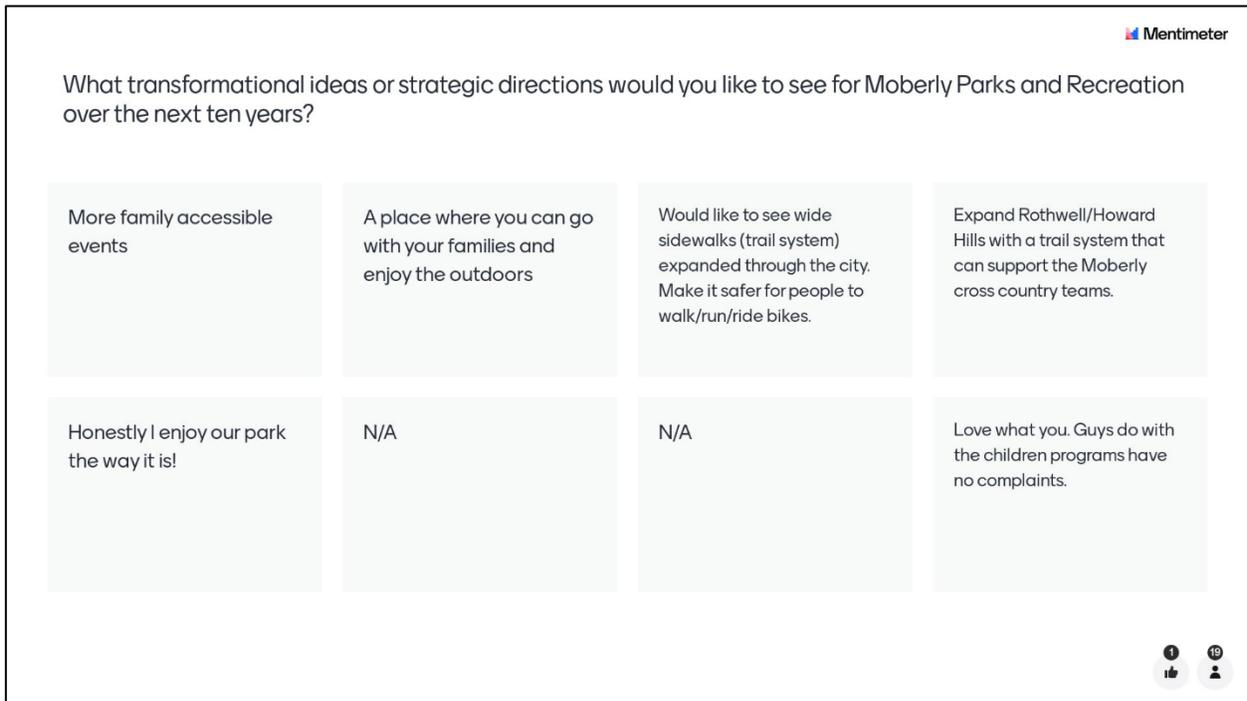


Figure 52: Halloween Event Intercept Survey Question 3 Results Part 1 of 4

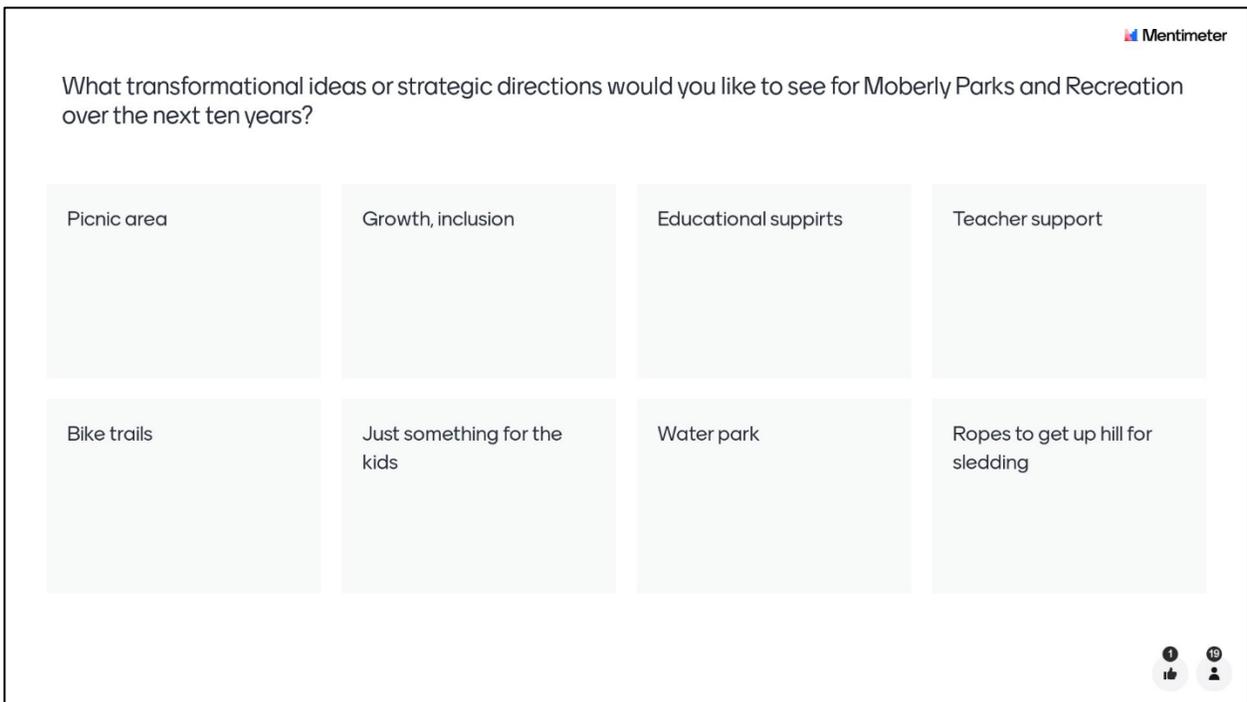


Figure 53: Halloween Event Intercept Survey Question 3 Results Part 2 of 4

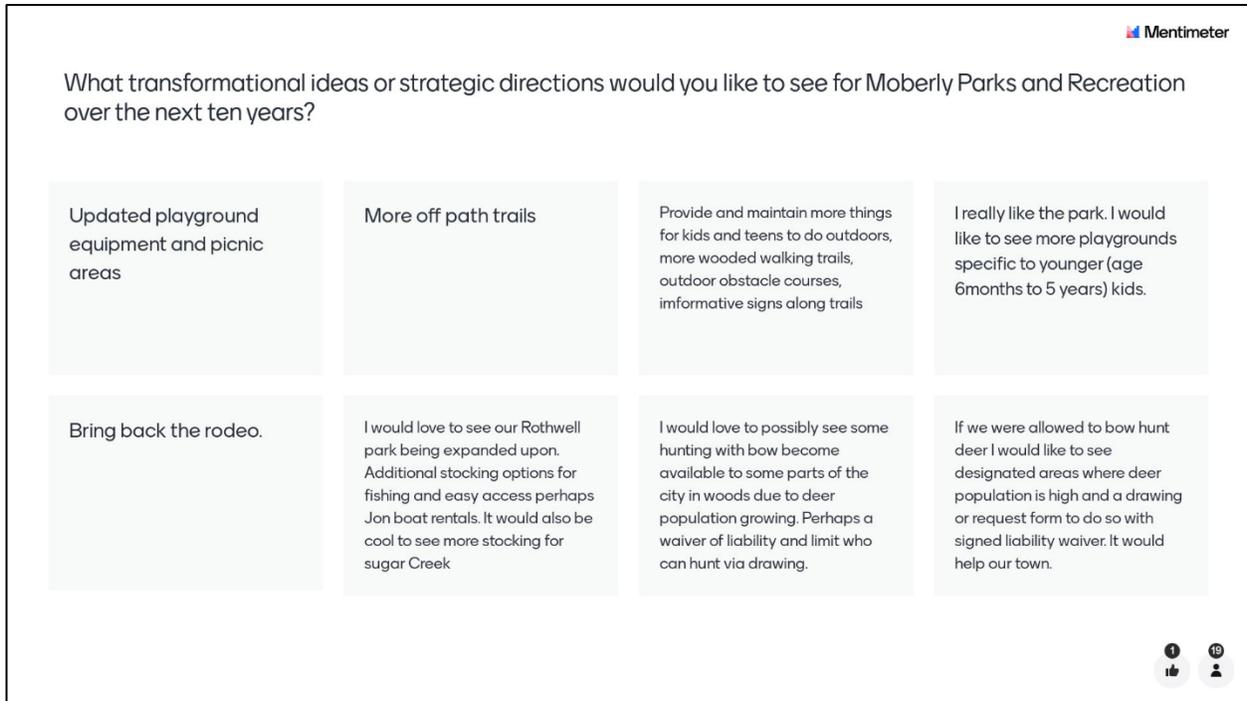


Figure 54: Halloween Event Intercept Survey Question 3 Results Part 3 of 4

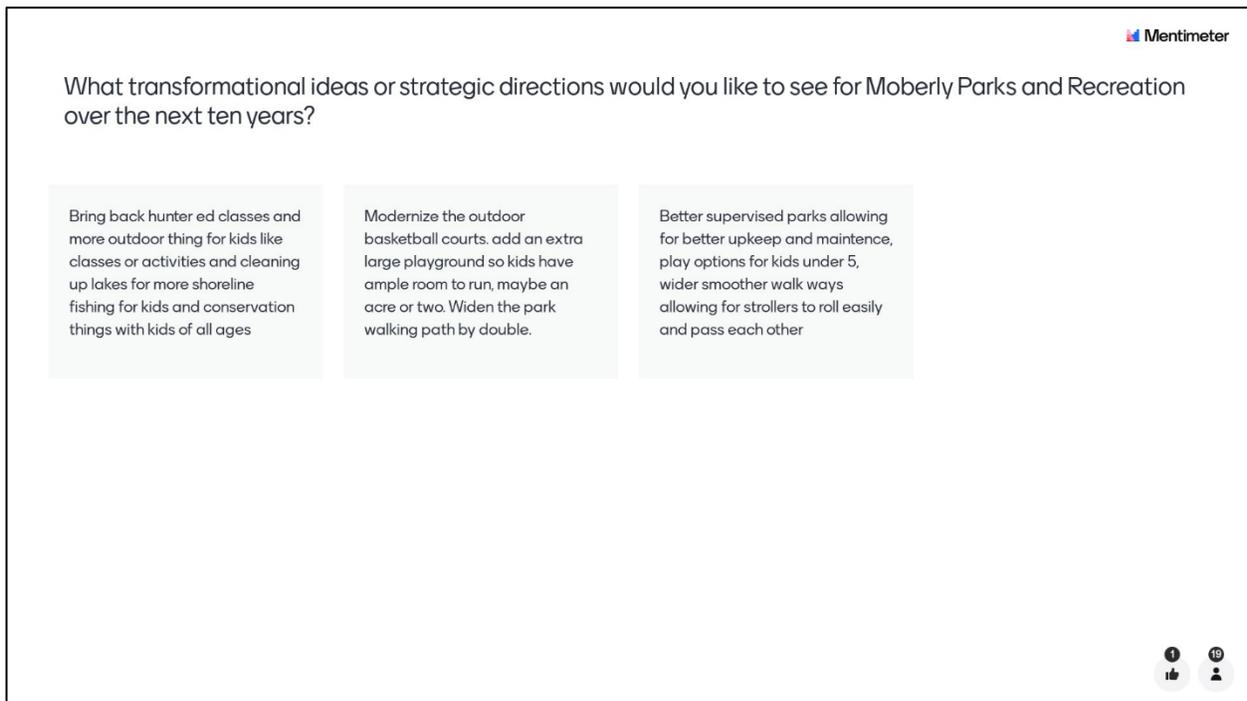


Figure 55: Halloween Event Intercept Survey Question 3 Results Part 4 of 4

Question #4

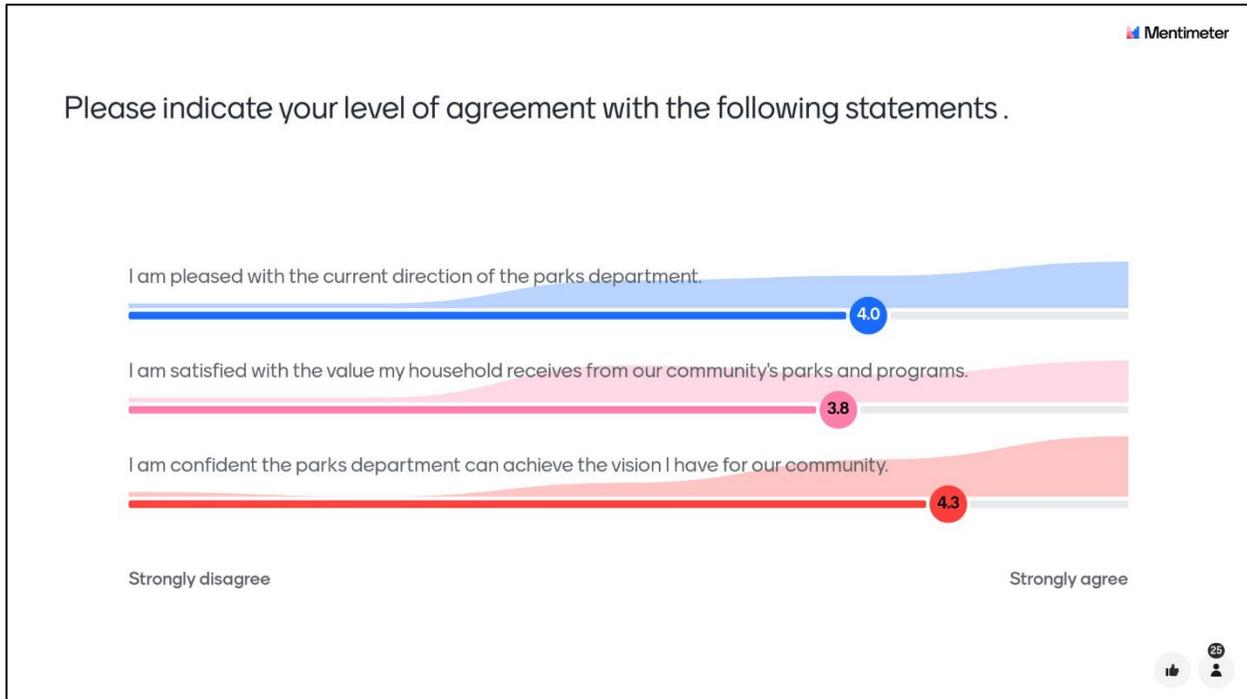


Figure 56: Halloween Event Intercept Survey Question 4 Results

Question #5

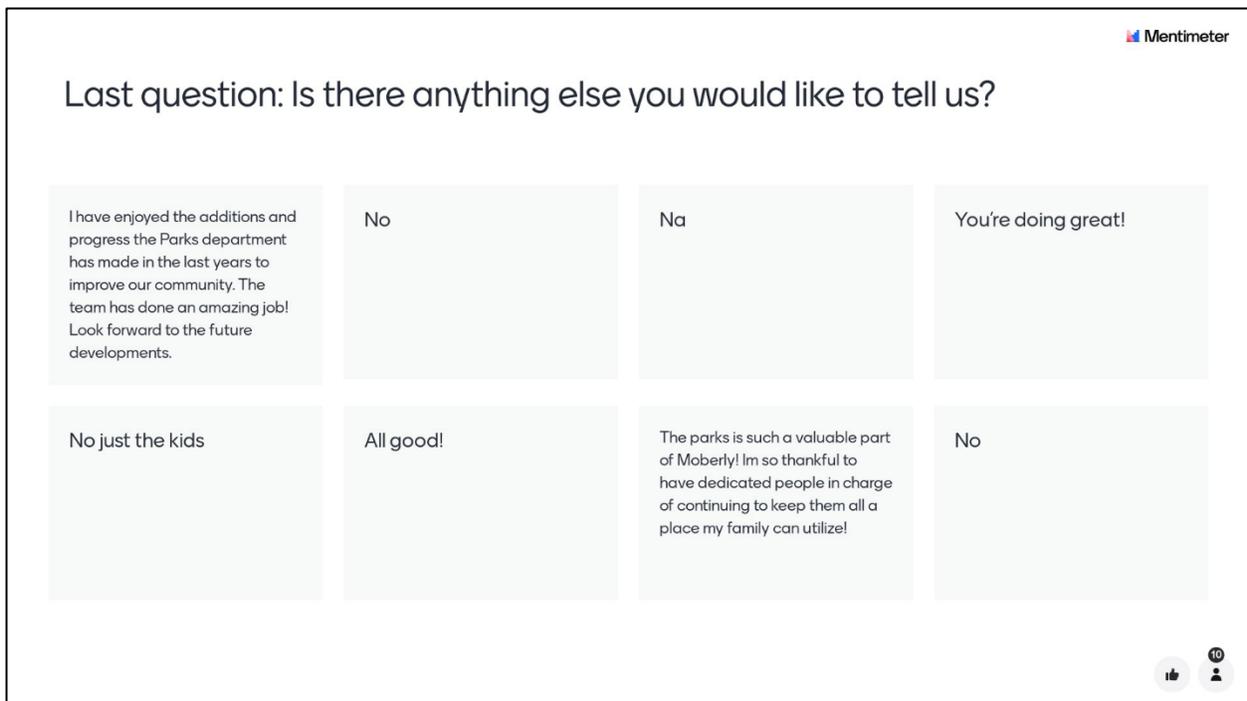


Figure 57: Halloween Event Intercept Survey Question 5 Results Part 1 of 2

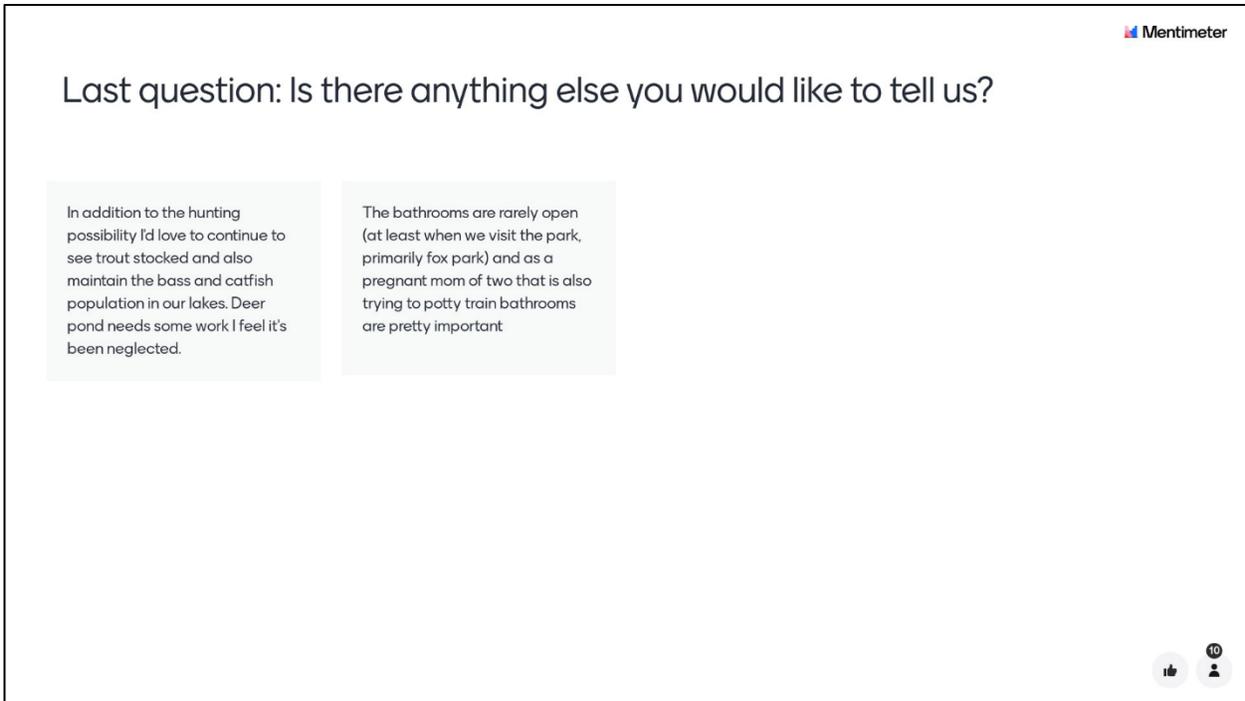


Figure 58: Halloween Event Intercept Survey Question 5 Results Part 2 of 2

4.3 Engagement Findings and Implications

The following sections outline the key findings from the entire engagement process.

4.3.1 Community Use and Satisfaction

Community engagement efforts consistently revealed a high level of use, appreciation, and expectation for Moberly’s parks and recreation system. Residents frequently use local parks, with most visiting weekly or more often. Facilities and programming received largely positive ratings, although there is room for improvement in specific areas such as sports leagues and classes.

4.3.2 Facility Priorities and Enhancements

Residents expressed strong interest in enhancing trails (both paved and natural), reflecting their value in promoting active lifestyles and community accessibility. Additionally, there is significant community demand for expanded indoor recreation facilities to support year-round programming. Other important facility priorities include improved restrooms, updated playgrounds, and expanded natural areas for passive recreation and wildlife conservation.

4.3.3 Recreational Programming and Community Events

Residents highlighted the importance of diverse programming options, emphasizing a desire for increased community special events, outdoor music and performances, adult wellness and fitness opportunities, and educational or skill-building activities. Accessibility and inclusivity in programming were also strongly supported, demonstrating a community commitment to serving diverse needs and abilities.

4.3.4 Communication and Community Engagement

Effective communication emerged as a critical factor influencing resident satisfaction and engagement. Social media, word-of-mouth, and the department’s website were identified as primary information



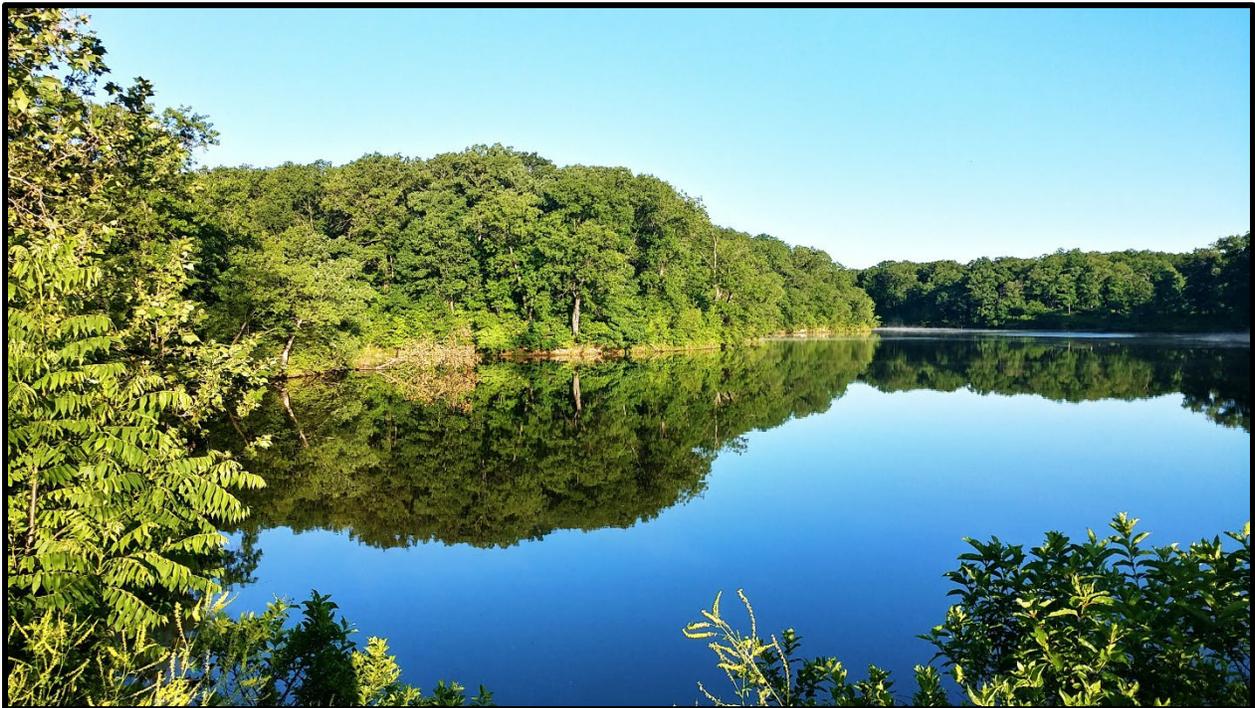
sources, suggesting a continued emphasis on digital marketing. Enhanced communication strategies can strengthen community awareness, increase participation, and foster a greater sense of pride and involvement.

4.3.5 Operational Challenges and Strategic Opportunities

Stakeholders identified several operational challenges, including aging infrastructure, outdated equipment, and staffing constraints. Addressing these through targeted investments will be essential to sustaining and enhancing service levels. Additionally, stakeholders recognized the strategic value of parks in supporting economic development, tourism, sustainability projects, and regional appeal.

4.3.6 Vision and Strategic Direction

Residents clearly articulated their vision for the future of Moberly’s parks and recreation, emphasizing family-friendly, inclusive environments that foster community engagement and wellness. Suggested initiatives include enhancing accessibility, expanding programming partnerships, and investing in infrastructure to improve usability and enjoyment year-round. The community also expressed enthusiasm for strategic investments in outdoor recreation and natural resource opportunities, such as interpretive centers and trail network enhancements.





Chapter 5 - Organization and Management Planning

5.1 Functional Analysis

A time-task analysis was developed for the department’s full-time staff. The functional analysis examines the operational tasks being undertaken by staff. This analysis helps support an agency by indicating where there are current gaps/stress points and understanding operational implications associated with five- to ten-year strategic action items. Moreover, this analysis can be examined through the lens of the community’s future needs to help determine if the existing personnel resources and functional alignment are best positioned to achieve the plan’s vision.

5.1.1 Existing Conditions

When examining the time distribution of all 13 full-time staff (including the vacant maintenance position as of this report’s development), over one-third of full-time hours are attributed to maintenance activities such as routine services, repairs, mowing, trail work, equipment work, etc. (**Figure 59**). According to NRPA Park Metrics, operations/maintenance activities comprise 45% of the staff responsibilities of a typical parks and recreation department. Additionally, according to NRPA Park Metrics, programming activities comprise 31%. When examining Moberly, operations/maintenance activities comprise 49% (when combining maintenance and facility management/operations) and programming activities comprise 10%. Two things are noticeable:

- 1) Moberly’s maintenance activities time distribution is commensurate with the national median statistic; however, this statistic does not consider maintenance activity magnitude required by a “typical” agency or the Moberly system. As discovered through the benchmarking process, the Moberly park system is more robust than agencies of similar size and scope.
- 2) Recreation programming is a much lower emphasized and/or resourced function of the department compared to other agencies.

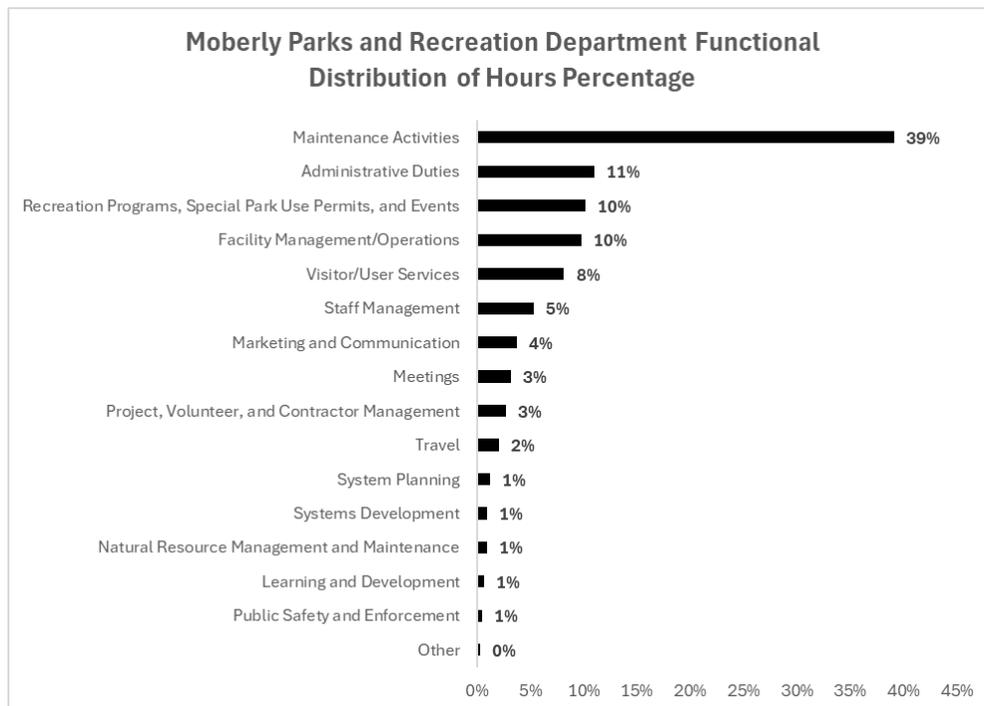


Figure 59: Moberly Parks and Recreation Department Functional Distribution of Hours Percentage



5.2 Organizational Structure

The existing organizational structure varies in terms of position titles. There is currently a range of positions that report directly to the department director – supervisors, managers, and superintendents. Based on common industry language, it is recommended to modify these titles to all “managers.” Additionally, it is recommended to modify maintenance positions to “maintenance technicians” as indicated in the proposed organizational structure in **Figure 60**. All title modifications are highlighted in orange. This proposed organizational structure recreates the existing workflow and does not incorporate any adjustments because of the analysis provided in the previous section (5.1.1).

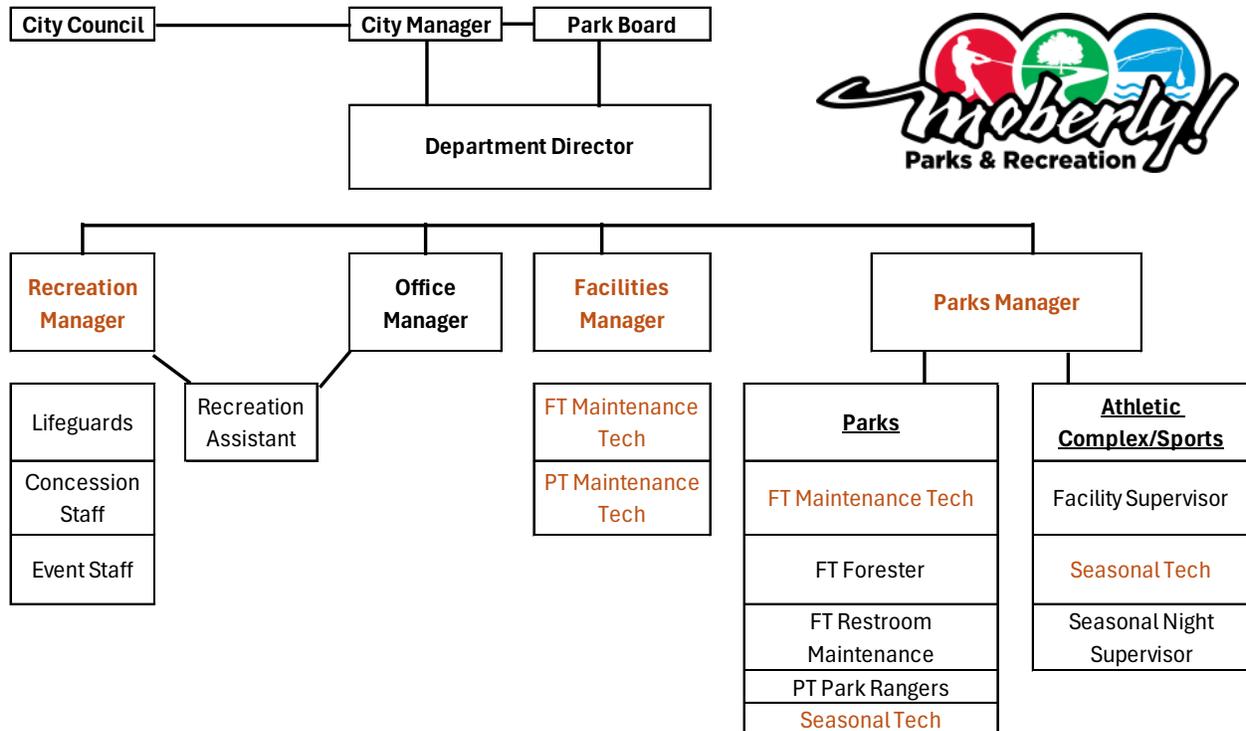


Figure 60: Moberly Parks and Recreation Department Proposed Organizational Structure Modifications

5.3 Resources and Funding

Moberly Parks and Recreation relies on three primary funds to support its operations, maintenance, and capital initiatives: Heritage Hills Golf Course (Fund 114), Parks and Recreation Operating (Fund 115), and the Dedicated Park Sales Tax (Fund 116). This analysis synthesizes budget and actual data from these funds to highlight revenue and expenditure trends, emerging concerns, and potential pathways for enhancing financial sustainability. By examining how each fund functions, as well as how they interrelate, this overview aims to clarify the department’s financial structure and underscore key considerations for future planning and decision-making.



5.3.1 Fund Overviews

Fund 114: Heritage Hills Golf Course

- Primary revenue sources
 - Transfers from the Dedicated Park Sales Tax Fund (Fund 116).
 - Occasional donations/sponsorships and miscellaneous revenues.
 - Minimal revenue from green fees, cart rentals, concessions, etc. (some years show budget lines, but actual receipts often come in lower or are not broken out).
- Key Observations
 - **Reliance on Fund 116 transfers.** The golf course budget regularly shows a substantial transfer-in from the Park Sales Tax Fund (e.g., 2021 budgeted at \$325k, more recent years often in the \$200k-\$300k range). In some years, actual transfers exceeded the budget if unplanned expenditures arose (e.g., equipment repair, capital outlay).
 - **Operating deficits.** Without the transfer, Heritage Hills typically runs at a net negative on annual operations; green fees, cart rentals, and concessions alone do not cover expenditures such as personnel, maintenance, and capital improvements.
 - **Capital outlay and debt service.** Documents show capital improvements (e.g., irrigation, equipment) and ongoing principal/interest payments. This creates volatility in any single year's budget since these large outlays get charged to Fund 114.
 - **Operating and capital expenses.** Capital expenses cause year-to-year fluctuations. Over the last three years, the course has dedicated funds to improve irrigation, clubhouse maintenance, cart paths, and maintenance equipment, each requiring a significant cash outlay.

Emerging Theme

The golf course remains a high-profile but cost-intensive amenity that depends on dedicated sales tax support. Costs for maintenance and major repairs (irrigation, cart paths, equipment) will continue to pressure this fund unless offset by fee increases or more robust earned revenues.

Fund 115: Parks & Recreation (General Operating)

- Primary Revenue Sources
 - Local property tax (real estate and personal property).
 - Program-based fees (pool admissions, concessions, campgrounds, athletic leagues, facility rentals).
 - Transfers from Fund 116 (the dedicated park sales tax).
 - Occasional grants (federal, state), donations, or miscellaneous.
- Key Observations
 - **Rising fee revenues.** Over the last few years, the budget lines for facility rentals, aquatic center fees, concessions, and youth/adult sports have generally trended upward, often exceeding the original budgets. For instance:
 - Aquatic fees sometimes surpass 100% of budget in peak seasons.
 - Campground fees (Thompson Campground) have also outpaced initial projections.



- **High expenditure categories**
 - **Personnel.** Salaries, overtime, and benefits (FICA, insurance, retirement) are significant across departments (Auditorium, Parks, Aquatic Center, Athletic Complex, etc.). Some line items reached or exceeded 100% of budget as labor costs rose.
 - **Capital improvements (CIP).** Larger capital items often appear under Parks or Administration (e.g., ballfield lighting, building maintenance, land acquisition). These can drive Fund 115 expenditures above budget midyear if not planned out in smaller increments.
- **Transfers from Sales Tax (Fund 116).** Fund 115 consistently receives a large transfer from the dedicated park sales tax (e.g., \$900k-\$2 million in some years). This transfer underwrites a substantial portion of core operations that user fees and property taxes alone do not cover.
- **Occasional over-budget spending.** Many sub-departments (Parks, Aquatic Center, Concessions, Administration) show final actuals above 100% of budget in some fiscal years; however, the overall fund remains solvent because revenues (including transfers) also tend to come in higher than budget.

Emerging Theme

The general parks and recreation fund is heavily reliant on the dedicated sales tax transfer to sustain day-to-day operations, in addition to property taxes and user fees. While fee revenues are healthy and often exceed projections, rising labor and capital needs quickly offset these gains.

Fund 116: Dedicated Park Sales Tax

- **Primary Revenue Sources**
 - One-half cent park sales tax and use tax.
 - Occasional lease-purchase proceeds (in certain years).
- **Key Observations**
 - **Consistent Over-Performance.** Actual sales tax receipts frequently exceed original budget projections. For instance, some years show \$1.2-\$1.3 million budgeted, but \$1.4-\$1.5 million actual. This is partly due to online use tax growth and general local economic activity; however, this has fluctuated over the last year.
 - **Transfers Out.** The major expenses in Fund 116 are typically the transfers to:
 - **Fund 115** for general parks & recreation operations
 - **Fund 114** for Heritage Hills Golf Course
 - **Occasional surplus or shortfall.** Depending on how much is transferred in a given year, the fund can end with a positive (if sales tax outperforms) or negative (if large capital or golf course injections are needed) variance. This is due to the current approach to the sales tax period (2019-2028), in which some years are used to build fund balance and other years larger projects are accomplished. Overall, Fund 116 is performing well in supporting both the general parks fund and the golf course.



Emerging Theme

The dedicated park sales tax is the financial bedrock of Moberly Parks and Recreation. It underwrites a wide range of operating and capital expenses. As the department's needs grow (especially golf course support, new capital projects, and expanded operations), ensuring this tax remains stable (via renewal) will be crucial.

5.3.2 Trends and Emerging Themes Across the Funds

Sales Tax Transfers

Both the Parks & Recreation Fund (115) and Heritage Hills (114) rely on substantial ongoing transfers from Fund 116. If voter approval of the park sales tax lapses or if revenues flatten, major operational and capital elements will be underfunded.

Program/Facility Fee Revenues

Pools, concessions, campgrounds, and facility rentals (particularly the aquatic center and athletic complexes) have brought in higher-than-expected revenues. While these receipts help offset operating costs, they are still a minority share of total funding, so they can't fully replace sales tax or property tax.

Capital Outlay

Large CIP items appear frequently: new park construction, building renovations, equipment replacement, property acquisition, etc. Many of these large CIP items are projects promised to residents during the 2019-2028 sales tax cycle. With aging facilities, these needs are likely to grow. Meanwhile, staff note that certain projects (e.g., new roofing, restrooms, playgrounds) remain high priorities. Because much of the capital is funded through Fund 116 or 115, advanced planning is crucial to avoid sudden spikes in costs.

Heritage Hills Structural Deficit

Despite modest growth in self-generated revenue (green fees, cart rentals, concessions), the golf course does not cover operating and capital needs. Transfers from Fund 116 are often sizable. Given that the golf course can be an important asset but a perpetual cost center, future business planning and/or more robust earned revenues are warranted. Additionally, lingering capital projects such as irrigation line replacement and paving need to be given serious future consideration to ensure the course's sustainability and growth.

Line-Item Volatility

The line-by-line budgets often show overspending (above 100%) or underspending (below 80%) each year, partly due to unplanned projects, weather impacts on programming, staff vacancies, or unanticipated repairs. This indicates the need to adopt contingency strategies to help manage volatility.

5.4 Organizational Implications

5.4.1 Functionality

When examining the current functional department alignment and comparing it to the research generated from the planning process, there are a few noticeable takeaways:

- 1) More maintenance support is warranted based on the system's size and requirements.
- 2) A new function needs to exist within the department over the next five to ten years: natural resource management.



- 3) Increased support for recreation programming will need to occur to truly implement the community's vision; this can take the form of any combination of dedicated staff, partnership development, and/or contract management.
- 4) Increased focus on systems development and planning over the next ten years will be required to increase system asset management and financial sustainability capabilities. Moreover, more resources and time will be necessary over the next ten years to create a larger understanding of system lifecycle replacement schedules, site master planning considerations, land acquisition strategies, and diversification of funding and revenue strategies employed.

5.4.2 Operational Sustainability

With labor and maintenance costs rising, the department needs to ensure that annual operating funds can cover both daily operations and maintenance. Continuing to rely on surpluses in the sales tax fund is feasible if the tax's performance remains strong, but contingency planning is recommended. For additional context, the Building Research Board's (BRB) Committee on Advanced Maintenance Concepts for Buildings developed a report titled, "*Committing to the Cost of Ownership – Maintenance and Repair of Public Buildings.*" In the report, they state an appropriate budget allocation for routine maintenance and repair for a substantial facility inventory will typically be in the range of 2-4% of the aggregate current replacement value of those facilities (excluding land and major associated infrastructure). This percentage range should be used as a *minimum* value and the range does not account for any existing deferred maintenance backlog.

5.4.3 Capital Planning and Lifecycle Management

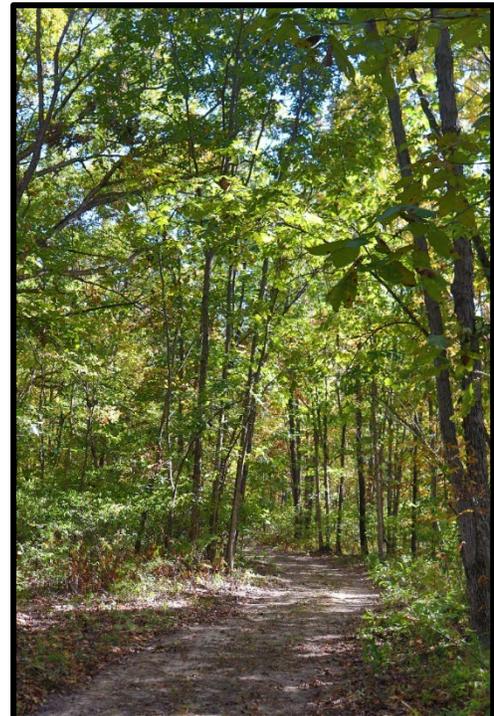
Given that many older facilities (e.g., older ballfields, restrooms, roofs) are nearing or beyond their useful lives, an intentional capital replacement schedule, paired with dedicated lifecycle funding, can help Moberly avoid large, unpredictable outlays.

5.4.4 Maximizing Revenue Where Appropriate

While Moberly has historically kept fees affordable for residents, exploring modest incremental increases, new facility rentals, or special event fees could diversify the revenue base. At the same time, the department should maintain a philosophy of accessibility, ensuring that truly public-good services remain affordable.

5.4.5 Upcoming Renewal of the Park Sales Tax

The department should clearly articulate how dollars have been spent, demonstrating measurable benefits (improved parks in general, increased program offerings, investment in neighborhood parks), and outline future needs. Showing responsible stewardship will be key to voter approval.





Chapter 6 - Needs Assessment

6.1 Introduction

A needs assessment determines “gaps” between current conditions and desired conditions. An important tenet of a needs assessment is the accurate measurement of desired conditions so needs, or gaps, can be appropriately identified. A distinction must be made between “wants” and “needs.” A community may want or desire a specific amenity, program, or experience, but determining the actual need may manifest a bit different from the stated want based on many factors including, but not limited to: economic realities, physical land restrictions or constraints, system growth based on phasing, actual facility use, and the like.

6.2 Identified Needs

The *Parks & Recreation Master Plan* included a multi-pronged approach to its creation, including societal research, industry benchmarks, existing supply, public feedback, and consultant analysis and opinion. As a result, the following sections outline and discuss key needs for Moberly over the next 5-10 years. Of note, the needs listed below are not presented in an overall priority order.

6.2.1 Investment in Trails and Connectivity

- **High Priority.** Survey responses indicate that paved trails and nature/hiking/mountain biking trails are among the top priorities for facility investments.
- **Community Demand.** Outdoor activities (such as walking and hiking) rank highly among residents, supporting a need for self-directed recreation options.
- **Regional Impact.** Expanding and enhancing trail systems not only improves local quality of life but also positions Moberly as a destination for regional tourism, potentially driving economic growth.
- **Potential Action Focus.** This may, in part, relate to connectivity, maintenance and replacement, and promotion of existing trails. The department should prioritize the connectivity of existing trails first before new development, ensuring they link key parks and community hubs.

6.2.2 Facility Modernization and Maintenance

- **Ageing Infrastructure.** Feedback from staff and users highlights issues with older equipment, infrastructure (e.g., seasonal restrooms, playgrounds, sports fields), and the need for updated maintenance systems.
- **Resident Concerns.** Maintenance of parks is a top three Importance-Satisfaction rated service.
- **Operational Efficiency.** Improvements in maintenance routines and infrastructure upgrades (lighting, ADA-compliance, parking) are essential to enhance both safety and usability.
- **Potential Action Focus.** Develop a capital improvement and maintenance schedule that targets critical infrastructure upgrades and integrates new technologies for operational management. Of note, key seasonal restrooms are being upgraded in the current sales tax plan.

6.2.3 Enhancing Year-Round Recreation Opportunities

- **Seasonal Gaps.** There is a strong call for additional indoor facilities and programming that extend recreational opportunities beyond the summer months.



- **Broad Appeal.** The community is interested in diversified programming including fitness classes, youth sports, cultural events, and arts programming, all of which can be offered year-round.
- **Existing Gaps.** Although the YMCA serves as an important hub, the current portfolio of indoor spaces is insufficient to meet demand.
- **Potential Action Focus.** Explore opportunities for multipurpose indoor spaces such as a nature/environmental center that can serve as community centers for sports, arts, and enrichment programs, ensuring programming continuity throughout the year.

6.2.4 Expanding Family-Oriented Programming & Community Events

- **Family Focus.** Survey data and stakeholder feedback reveal a strong demand for more family-friendly events and activities that engage all age groups.
- **Community Cohesion.** Expanding programs that include outdoor concerts, cultural festivals, educational workshops, and community events can strengthen local identity and social bonds.
- **Economic Impact.** Increased family-oriented programming can drive visitation, bolster local spending, and enhance the overall perception of Moberly as a vibrant, community-centered town.
- **Potential Action Focus.** Design and implement a calendar of regular community events and family programs, leveraging partnerships with local organizations and businesses to expand reach. A nature/environmental center can provide a wide range of indoor and outdoor recreation opportunities and programming.

6.2.5 Addressing Staffing and Operational Efficiencies

- **Workforce Challenges.** Staff interviews reveal operational challenges including insufficient staffing for peak seasons, a lack of dedicated roles (such as an athletics coordinator), a lack of natural resource management emphasis, and the need for better equipment management. Operational challenges also exist due to the system’s available amenities and experiences that go beyond the “typical” agency of similar size and scope.
- **Operational Gaps.** Issues such as managing field reservations and maintenance work order backlogs are hindering efficiency; however, more operational support in general is required of the workforce to fully implement the community’s vision for the park system.
- **Strategic Improvements.** Addressing staffing challenges and investing in technology (for work order management, scheduling, and communication) can lead to more responsive and effective operations. Additionally, expanding contracted maintenance services should be explored for feasibility over the next five to ten years (such as more mowing, landscaping, and natural resource-related work activities).
- **Potential Action Focus.** Consider reorganizing key operational roles, (e.g., dedicated athletics coordinator, enhanced maintenance support), implementing modern management tools to optimize staffing and resource allocation, and exploring the feasibility of introducing contracted maintenance services to the system.



6.2.6 Sustainable Funding and Cost Recovery Strategy

- **Revenue Structure.** Moberly’s funding currently relies heavily on a dedicated sales tax (about 65% of total funding), which may require adjustment to support operational needs.
- **Cost Recovery.** The current fee structures and cost recovery methods do not fully offset operating expenditures, highlighting the need for a more strategic financial model.
- **Partnership Opportunities.** Leveraging partnerships with local organizations (such as the YMCA, school districts, and health departments) may offer alternative revenue streams and shared cost models.
- **Potential Action Focus.** Develop a comprehensive financial strategy that includes revisiting fee structures, exploring grants and sponsorships, investigating other dedicated funding sources such as impact fees, and refining the use of sales tax revenue to balance capital and operational funding.

6.2.7 Strategic Growth and Rightsizing the Park System

- **Asset Utilization.** Moberly boasts a high per-capita park acreage, yet population growth remains flat. This calls for a careful review of how existing assets are maintained and potentially reconfigured.
- **Market Realignment.** It is essential to ensure that the park system meets current user needs without overspending on unnecessary land acquisitions and unsustainably expanding its scope.
- **Optimization.** The goal should be to redevelop and reconfigure existing spaces to better serve community interests rather than pursuing unchecked expansion.
- **Potential Action Focus.** Conduct a thorough audit of current park assets and assess opportunities for rightsizing the system; enhance underutilized facilities while focusing on quality improvements over expansion.

6.2.8 Partnerships and Regional Tourism Development

- **Economic Driver.** Parks and recreation are central to regional economic development and are already a draw for non-residents.
- **Collaborative Potential.** Strengthening partnerships with local businesses, healthcare providers, educational institutions, and tourism groups can enhance the profile of Moberly as a regional destination.
- **Tourism and Revenue.** Expanding unique recreational offerings (such as expanded camping, nature centers, and special events) will create additional revenue opportunities and stimulate local economic activity in a sustainable way.
- **Potential Action Focus.** Develop a partnership framework that identifies key regional stakeholders and explores joint marketing, shared facility use, and coordinated events to drive tourism and local business growth.



Chapter 7 - Capital Improvement Plan

7.1 Framework

There are different capital improvement projects an agency can implement; therefore, it is important to use a framework that helps make budget decisions that are sustainable over time. The SET Framework organizes capital projects into a disciplined progression that mirrors how resilient park systems evolve over time (**Table 13**). *Stewardship* investments safeguard today’s core assets (addressing safety, accessibility, and deferred-maintenance risks) so the community can rely on a solid foundation of quality parks. *Enhancement* projects then build on that base, strategically upgrading or repurposing facilities to close service gaps, improve cost recovery, and respond to emerging recreation trends. Finally, *Transformation* initiatives look beyond the current horizon, reshaping the system through bold acquisitions, catalytic new facilities, and climate-resilient landscapes that position the agency for the next generation of users. By separating “must do,” “should do,” and “could do” actions, the SET model offers decision-makers an intuitive roadmap that aligns funding sources, public expectations, and long-term vision.

Tier	Purpose & Typical Projects	Funding & Timeframe	Key Decision Triggers
Stewardship	State-of-good-repair work that keeps core assets safe, accessible, and code-compliant (e.g., playground resurfacing, ADA retrofits, irrigation replacements).	Base tax allocation, annual maintenance funds; Years 1-3.	Asset condition ≥ fair, high safety or regulatory risk, strong public visibility.
Enhancement	Targeted upgrades or service expansion that close LOS gaps or unlock revenue (e.g., adding LED sports lighting, converting a ballfield to synthetic turf, trail connections).	Combination of capital bonds, dedicated levies, grants, partnerships; Years 2-5.	Demonstrated demand, positive ROI or cost-recovery improvement, medium risk.
Transformation	Future-facing projects that reshape the system or respond to emerging trends (e.g., new recreation center, urban ecological restoration, large land acquisition).	Multi-source packages: philanthropy, TIF, private investment, new levies; Years 5+.	Visionary objectives, catalytic community impact, ability to leverage outside dollars.

Table 13: SET Framework



7.2 Stewardship

There are nine *stewardship* projects currently identified within the parks system. These projects total an estimated ~\$10.2 million with most of the costs being attributed to irrigation, playground replacements, and shelter replacements (Table 14).

Stewardship Projects			
Location/Park	Classification	Description	Estimated Cost
Fox Park	Neighborhood Park	Playground replacement.	\$500,000
Heritage Hills Golf Course	Special Use Park/Area	Irrigation.	\$3,000,000
Park System (Whole)	Multiple	Shelter replacements.	\$1,000,000
Rothwell Park	Regional Park	Playground replacements.	\$1,700,000
Rothwell Park	Regional Park	Overhead lines burial.	\$1,000,000
Rothwell Park	Regional Park	Howard Hills Athletic Complex irrigation.	\$1,000,000
Rothwell Park	Regional Park	Aquatic Center features replacement.	\$1,000,000
Rothwell Park	Regional Park	Trail replacements (concrete).	\$1,000,000
Total			\$10,200,000

Table 14: Capital Improvement Plan (CIP) – Stewardship Projects

7.3 Enhancement

There are six *enhancement* projects currently identified within the parks system. These projects total an estimated ~\$4.3 million and relate to site/features expansions (Table 15).

Enhancement Projects			
Location/Park	Classification	Description	Estimated Cost
Auditorium	Special Use Park/Area	Basement and main level renovation.	\$1,000,000
Heritage Hills Golf Course	Special Use Park/Area	Rebuild front nine; driving range; move tee boxes.	\$1,000,000
Rothwell Park	Regional Park	Phase 2 – splash pad.	\$500,000
Rothwell Park	Regional Park	Phase 2 – amphitheater.	\$500,000
Rothwell Park	Regional Park	Howard Hills Athletic Complex LED field lighting conversion.	\$1,000,000
Rothwell Park	Regional Park	Concrete between pool and tennis courts; add seating	\$200,000
Shepherd Fields	Special Use Park/Area	Two practice diamond fields.	\$100,000
Total			\$4,300,000

Table 15: Capital Improvement Plan (CIP) – Enhancement Projects



7.4 Transformation

There is one *transformation* project currently identified within the parks system. This project involves replacing the existing James Youth Center with a new interpretive/nature center. It is anticipated this project would cost an estimated ~\$3,000,000 (Table 16).

Transformation Projects			
Location/Park	Classification	Description	Estimated Cost
Rothwell Park	Regional Park	Interpretive/nature center.	\$3,000,000
Total			\$3,000,000

Table 16: Capital Improvement Plan (CIP) – Transformation Projects





Chapter 8 - Implementation Plan

8.1 Purpose

The *Parks & Recreation Master Plan* contains an assortment of data findings, challenges, priorities, and opportunities. To make everything actionable, it is critical to have an Implementation Plan. The Implementation Plan is useful for creating annual work plans and continually updating elected officials, staff, and the public on implementation status. The Implementation Plan assists with achieving goals and objectives over the next ten years.

The Implementation Plan outlines a three-tiered priority approach (A, B, and C), but as realities dictate, it may become necessary to deprioritize or emphasize given actions as resources and opportunities present themselves. Therefore, the implementation plan should be viewed as a framework in which the parks department can work within, add to/modify during this plan's lifecycle, and re-assess according to related resources, policy directives, and any other factor(s) that may influence implementation sequencing and focus.

8.2 Organization

The Implementation Plan is presented in a series of strategies and tactics organized into two main categories: operations & capacity and experiences & assets (**Tables 17 and 18**). *Operations & Capacity* is defined in this context by the mechanisms used to ensure the Moberly parks and recreation system is available, maintained, and sustained. *Experiences & Assets* is defined in this context by the user/visitor experiences available within the Moberly parks and recreation system.





8.3 Strategies and Tactics

Operations & Capacity			
<i>Immediate (0-2 Years)</i>			
Strategic Action		Status	Priority
OC1.	Adopt Crime Prevention Through Environmental Design (CPTED) standards in all parks.	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	C
OC2.	Create department-wide cost recovery ratios by cost center and adopt a written philosophy.	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	A
OC3.	Begin internal realignment to emphasize outdoor recreation, natural resources, and self-directed use.	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	A
OC4.	Convene recurring “programming round tables” with all partner providers and manage a shared community calendar.	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	C
OC5.	Place a moratorium on taking on new rental facilities.	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	A
OC6.	Identify the city’s contribution to Shepherd Field capital improvements and investments given the primary responsibility remains with MASA according to the lease agreement.	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	A
<i>Mid-Term (2-5 Years)</i>			
Strategic Action		Status	Priority
OC7.	Deploy a digital work order/asset management platform and publish SOPs, inventories, and lifecycle data; consider developing a <i>Maintenance Management Plan</i> for the park system.	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	B
OC8.	Create and publish street view imagery of the park system’s trail network. https://www.google.com/streetview/contribute/ .	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	B
OC9.	Build a systemwide replacement schedule (playgrounds, lighting, plumbing, etc.) tied to useful life.	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	A
OC10.	Add staffing positions: outdoor recreation/athletics coordinator and natural resource/forestry techs.	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	A
OC11.	Formalize sponsorship and naming rights guide; launch it with local businesses.	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	C
OC12.	Evaluate the feasibility of contracted maintenance in defined service areas.	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	C



OC13.	Kiwanis Park land acquisition (expansion).	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	A
OC14.	Examine how to absorb credit card transaction fees.	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	B
Long-Term (5-10 Years)			
Strategic Action		Status	Priority
OC15.	Conduct a <i>Parks & Recreation Master Plan</i> audit; implement a community-wide statistically valid survey.	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	A
OC16.	Convert all legacy lighting to LED and bury overhead lines where feasible.	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	C
OC17.	Prioritize the neighborhood park classification when seeking additional park land opportunities.	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	B
OC18.	Evaluate providing parking, sidewalks, bathrooms, and lighting at Shepherd Fields by moving games (not practices) to the Howard Hills Athletic Complex.	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	B
OC19.	Institutionalize capital improvement fees at revenue generating facilities to offset future replacements.	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	C
OC20.	Participate in the city’s development ordinance rewrite/update to secure public space requirements and potential impact fees.	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	A
OC21.	Complete departmental “rightsizing” review – match park acreage and facilities to flat population growth, focus on quality over quantity.	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	B
OC22.	Ensure all park systems such as electrical and plumbing are up to code.	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	A

Table 17: Implementation Plan – Operations & Capacity Strategies and Tactics





Experiences & Assets			
<i>Immediate (0-2 Years)</i>			
Strategic Action		Status	Priority
EA1.	Install/retrofit year-round restrooms in the parks.	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	A
EA2.	Brand and promote one or two “signature events” with stronger marketing and sponsorship packages.	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	A
EA3.	Partner with MACC, YMCA, and school system to utilize indoor spaces.	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	A
EA4.	Enhance cooperative programming opportunities (private-public partnerships).	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	B
EA5.	Continue to spread out golf course activity usage (consolidate smaller tournaments, continue to implement dynamic pricing, etc.).	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	B
<i>Mid-Term (2-5 Years)</i>			
Strategic Action		Status	Priority
EA6.	Launch a trail passport/challenge program to drive use and collect data.	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	B
EA7.	Help seed a local bicycle advocacy or riding club to bolster volunteer labor and events.	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	C
EA8.	Activate under-utilized rental buildings with cold-weather programming (e.g., murder-mystery nights, laser tag, pop-up events, etc.).	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	A
EA9.	Add internal neighborhood park trail loops and link parks to the city network.	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	A
EA10.	Expand fall and winter outdoor programming slate (night hikes, holiday light runs, ice rink events, etc.).	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	A
EA11.	Grow budget line for family and community events.	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	A
EA12.	Conduct a feasibility and concept study to replace the current Youth Center with a nature/interpretive center in Rothwell Park.	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	A

<i>Long-Term (5-10 Years)</i>			
Strategic Action		Status	Priority
EA13.	Complete system-wide wayfinding, mapping, and marketing package (including digital kiosks and on-trail signage).	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	A
EA14.	Replace the aging asphalt on Rothwell Park paths with concrete.	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	B
EA15.	Replace most of the system’s playgrounds during the next dedicated sales tax cycle.	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	A
EA16.	Study and pilot expanded concessions/food truck pads for community events; explore adding permanent food and beverage options at key venues.	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	B
EA17.	Reconfigure Heritage Hills Golf Course clubhouse interior to create larger seating/event capacity and generate rentals.	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	B
EA18.	Acquire land and master plan a new neighborhood park as residential growth occurs south of town.	<input type="checkbox"/> Not Started <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	B

Table 18: Implementation Plan – Experiences & Assets Strategies and Tactics





Chapter 9 - Appendix: Statistically Valid and Online Surveys

The following pages contain the results for the two survey instruments utilized during the planning process: the statistically valid community needs assessment survey and the anecdotal online survey.

Statistically Valid Community Survey Report



2024 City of Moberly Parks and Recreation Survey Findings Report

Submitted to the City of Moberly, Missouri by:

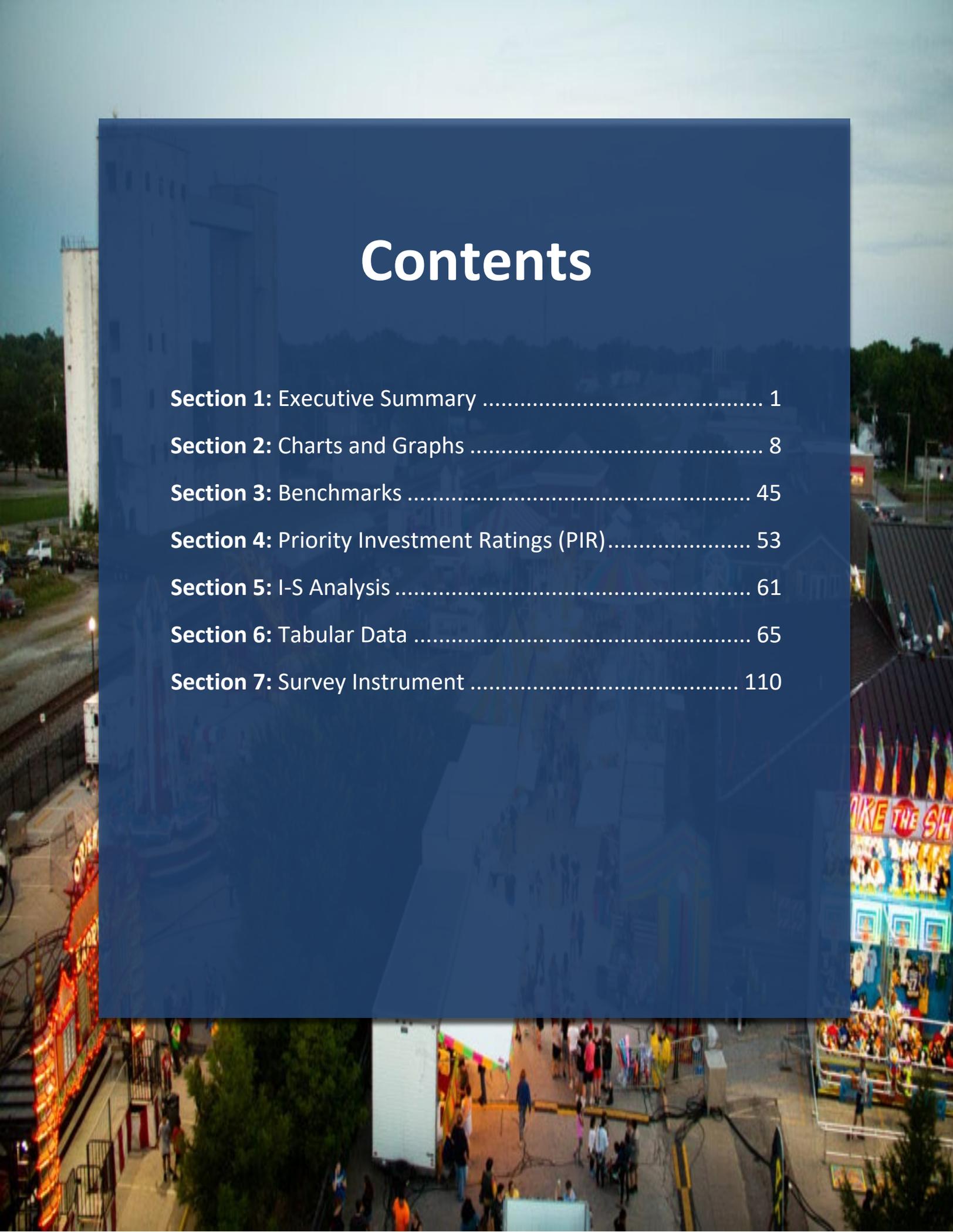
ETC Institute
725 W. Frontier Lane,
Olathe, KS 66061

February 2025



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Executive Summary

City of Moberly, Missouri

Parks and Recreation Survey

Executive Summary

Overview

ETC Institute administered a parks and recreation survey for the City of Moberly, Missouri during the winter of 2024-2025. The purpose of the survey was to help determine parks and recreation needs and priorities for all parks within Moberly.

Methodology

ETC Institute mailed a survey packet to a random sample of households throughout the City of Moberly. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it online.

After the surveys were mailed, ETC Institute followed up with residents to encourage participation. To prevent people who were not residents of Moberly from participating, everyone who completed the survey online was required to enter their home address prior to submitting their survey. ETC Institute then matched the addresses entered online with the addresses originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not included in the final database for this report.

The goal was to receive 300 completed surveys from households within the City of Moberly. This goal was exceeded, with 321 completed surveys collected. The overall results for the sample of 321 residents have a precision of at least +/-5.4% at the 95% level of confidence.

This report contains the following:

- Executive Summary with major findings (Section 1)
- Charts showing the overall results of the survey (Section 2)
- Benchmarks (Section 3)
- Priority Investment Ratings (PIR) (Section 4)
- Importance-Satisfaction Analysis (Section 5)
- Tabular data showing the overall results for all questions on the survey (Section 6)
- A copy of the cover letter and survey instrument (Section 7)

The major findings of the survey are summarized in the following pages.

Parks/Facilities/Programs Use

Parks Use: Respondents selected how often they visit the parks in Moberly. With all the results received, 14% use parks almost daily, 20% visit parks a few times per week, 23% visit at least once per week, 23% visit at least once per month, 17% visit a few times per year, 1% visit once per year, and 3% either seldomly or never visit parks. They also selected barriers that have prevented them from using parks either often or at all. The common barriers were: not interested/too busy (28%), lack of age-appropriate amenities (23%), and amenities offered don't match my interests or needs (19%).

Facilities Use: Ninety-five percent (95%) indicated that they have visited a park/facility in the past year. The respondents that were part of the 95% (who indicated they visited a park/facility in the past year) rated the physical condition of these facilities. With all the results received, 43% rated excellent, 46% rated good, 11% rated fair, and 1% rated poor.

Programs Use: Fifty-six percent (56%) indicated that they have participated in a program/activity in the past year. The respondents that were part of the 56% (that indicated they participated in a program/activity in the past year), rated the programs/activities they participated in. With all the results received, 42% rated excellent, 47% rated good, 9% rated fair, and 3% rated poor.

Sports Leagues/Classes: Nineteen percent (19%) indicated that they have participated in a sports league/class in the past year. The respondents that were part of the 19% (that indicated that they participated in a sports league/class in the past year) rated the sports leagues/classes they participated in. With all the results received, 36% rated excellent, 41% rated good, 16% rated fair, and 7% rated poor.

Essential Roles of Moberly Parks and Recreation

Respondents were asked to select the items that they believe are the most essential or primary roles for Moberly Parks and Recreation. The roles that were most selected include: outdoor recreational spaces (63%), public programs, activities, & events (59%), and self-directed experiences (54%). Based on the sum of top 3 choices, the items that were most important to households were: outdoor recreational spaces (49%), public programs, activities, & events (42%), and self-directed experiences (41%).

Communication

Respondents selected the resources they used to keep up with programs/activities. The most used resources were: social media (75%), word of mouth (67%), and parks & recreation website (44%).

Benefits of Moberly's Parks and Recreation

Respondents selected their level of agreement with the benefits (listed in the survey) of the City's Parks and Recreation. The most agreed statements are: is a valuable public resource for area residents (94%), enhances quality of life in Moberly (93%), and enhances appeal of living in Moberly (92%). Based on the sum of top 3 choices, the benefits that are most important to households are: is a valuable public resource for area residents (40%), enhances quality of life in Moberly (40%), and improves my (my household's) physical health & fitness (34%).

Importance of High-Quality Park Facilities

Respondents selected how important it is for the City to provide high-quality park facilities. With all the results received, 87% believe it is very important, 12% believe it is somewhat important, 0% believe it is somewhat not important, and 1% believe it is not important at all.

Additional Finding

Satisfaction: Respondents rated how satisfied they were with the overall value received by the City's parks and recreation department. With all the results received, 33% were very satisfied, 42% were satisfied, 17% were neutral, 7% were dissatisfied, and 1% were very dissatisfied.

Recreation Facilities/Amenities Needs and Priorities

Facility Needs: Respondents were asked to identify if their household had a need for 29 recreation facilities and amenities and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest "unmet" need for various facilities.

The three facilities with the highest percentage of households that have an unmet need:

1. Indoor Recreation Spaces
2. Restrooms
3. Nature/Interpretive centers

Facility Importance: In addition to assessing the needs for each facility, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents' top four choices, these were the four facilities that ranked most important to residents:

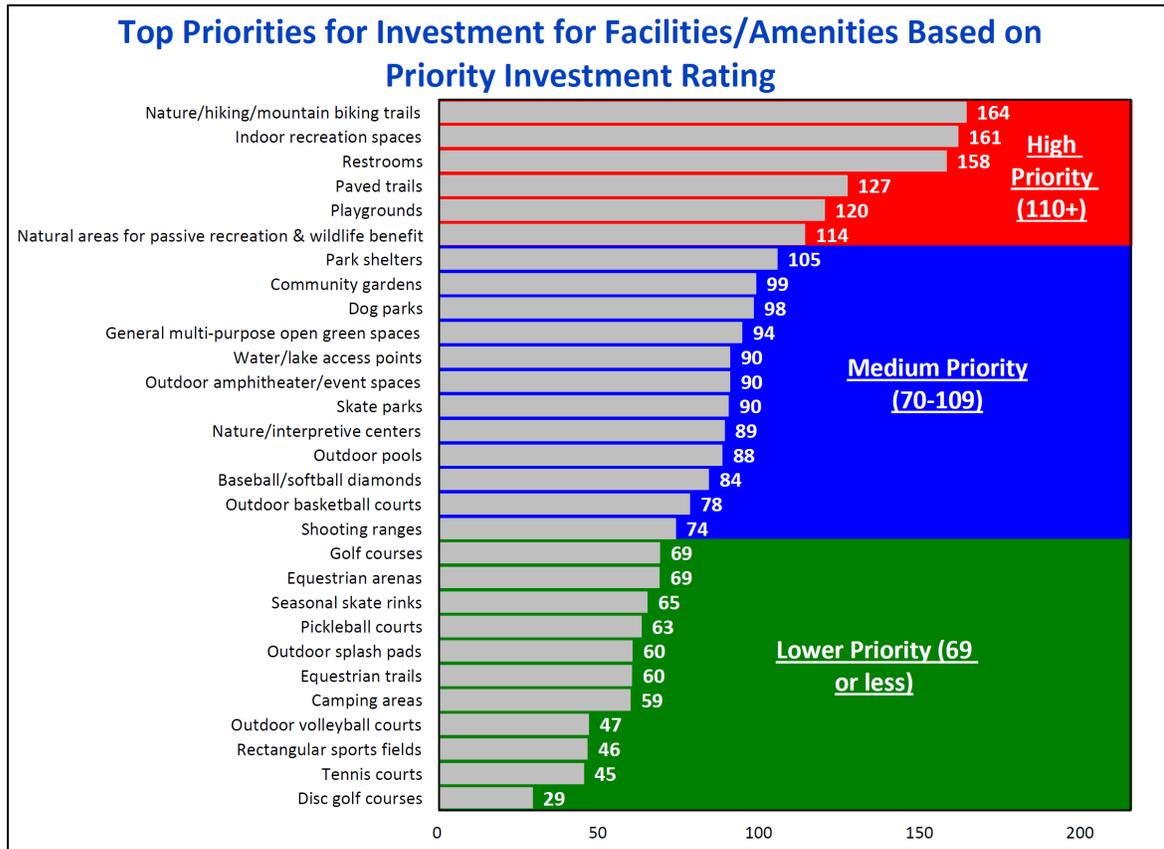
1. Paved trails
2. Nature/hiking/mountain biking trails
3. Restrooms
4. Playgrounds

Priorities for Facility Investments: The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on facilities and (2) how many residents have unmet needs for the facilities. [Details regarding the methodology for this analysis are provided in Section 4 of this report.]

Based the Priority Investment Rating (PIR), the following facilities were rated as high priorities for investment:

- Nature/hiking/mountain biking trails (PIR=164)
- Indoor recreation spaces (PIR=161)
- Restrooms (PIR=158)
- Paved trails (PIR=127)
- Playgrounds (PIR=120)
- Natural areas for passive recreation & wildlife benefit (PIR=114)

The chart below shows the Priority Investment Rating for each of the 29 facilities assessed in the survey.



Recreation Programs/Activities Needs and Priorities

Programs Needs: Respondents were asked to identify if their household had a need for 27 recreation programs and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various facilities.

The three programs with the highest percentage of households that have an unmet need:

1. Outdoor music/performances/theater
2. Education/life skills programs
3. Adult fitness and wellness programs

Program Importance: In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents’ top four choices, these were the four facilities that ranked most important to residents:

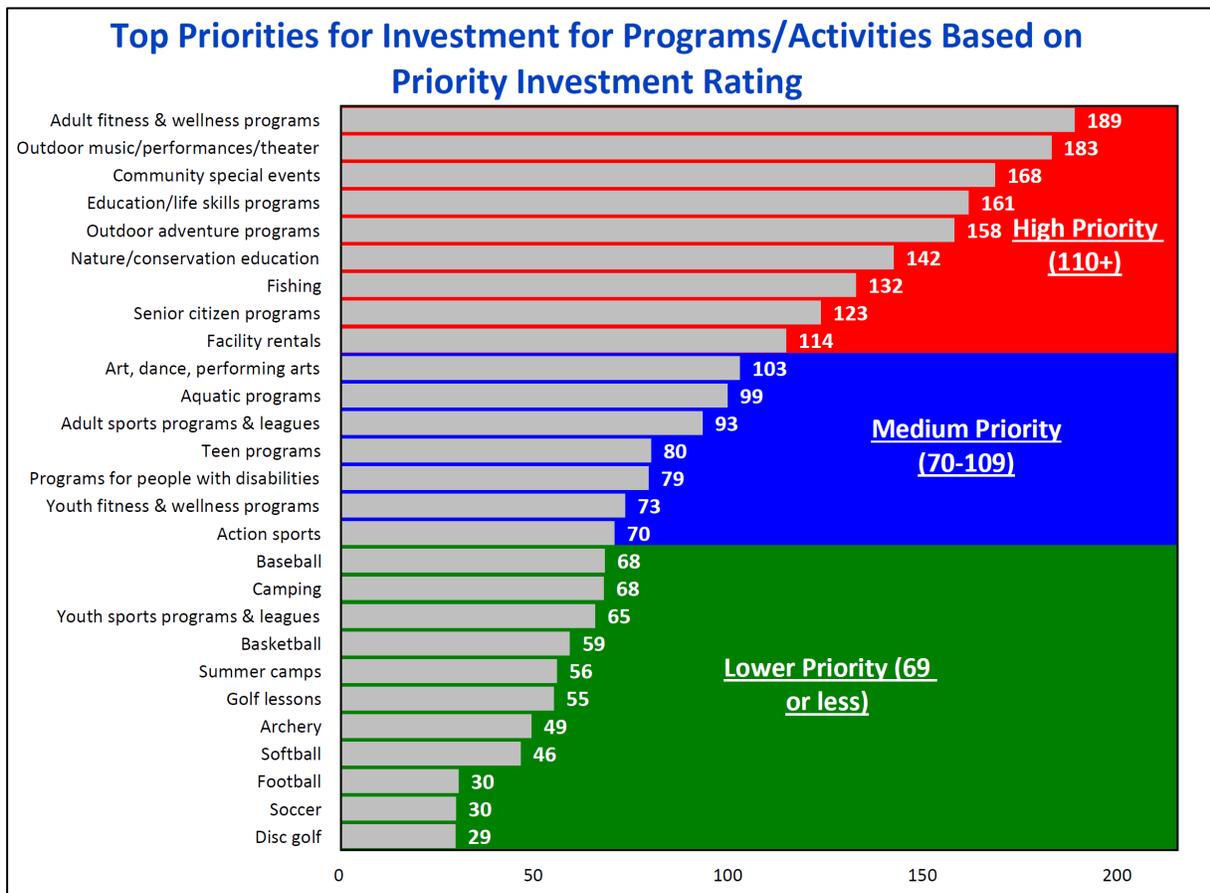
1. Community special events
2. Outdoor music/performances/theater
3. Adult fitness & wellness programs
4. Fishing

Priorities for Program Investments: The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on facilities and (2) how many residents have unmet needs for the programs. [Details regarding the methodology for this analysis are provided in Section 4 of this report.]

Based the Priority Investment Rating (PIR), the following programs were rated as high priorities for investment:

- Adult fitness & wellness (PIR=189)
- Outdoor music/performances/theater (PIR=183)
- Community special events (PIR=168)
- Education/life skills programs (PIR=161)
- Outdoor adventure programs (PIR=158)
- Nature/conservation education (PIR=142)

The chart below shows the Priority Investment Rating for each of the 27 programs assessed in the survey.



Investment Priorities

Recommended Priorities. In order to help the City identify investment priorities, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each parks and recreation services and the level of satisfaction with each item. By identifying the items of high importance and low satisfaction, the analysis identified which item will have the most impact on overall satisfaction with the items in the future. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in the items with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 5 of this report.

Overall Priorities for the Parks and Recreation Services by Major Category. This analysis reviewed the importance of and satisfaction with the items. Based on the results of this analysis, the items that are recommended as the top priorities in order to raise the parks overall satisfaction rating are listed below:

- Availability of information about programs/facilities (I-S=0.1174)
- Variety of programs, activities, & athletics offered by City (I-S=0.1128)
- Maintenance of parks (I-S=0.1127)
- Quality of programs, activities, & athletics offered by City (I-S=0.1009)

The table below shows the Importance-Satisfaction rating for the fourteen major categories of the parks and recreation services that were rated.

2024 Importance-Satisfaction Rating						
Moberly, Missouri						
<u>Parks and Recreation Services</u>						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Availability of information about programs/facilities	23%	5	49%	14	0.1174	1
Variety of programs, activities, & athletics offered by City	27%	3	58%	10	0.1128	2
Maintenance of parks	52%	1	78%	2	0.1127	3
Quality of programs, activities, & athletics offered by City	25%	4	59%	9	0.1009	4
<u>Medium Priority (IS <.10)</u>						
Maintenance of trails	31%	2	75%	3	0.0763	5
Overall value your household receives for taxes paid	19%	7	62%	7	0.0699	6
Access to natural areas, undeveloped open space, etc.	17%	8	63%	6	0.0625	7
Variety of different types of parks in City	19%	6	70%	5	0.0584	8
Fees charged for City recreation programs	12%	10	49%	12	0.0582	9
Number of parks in City	11%	11	75%	4	0.0268	10
Ease of renting/reserving a City facility	7%	12	61%	8	0.0267	11
Ease of registering for programs or activities	6%	13	55%	11	0.0254	12
Program schedule (time/day)	5%	14	49%	13	0.0250	13
How close parks are located to your home	12%	9	80%	1	0.0234	14

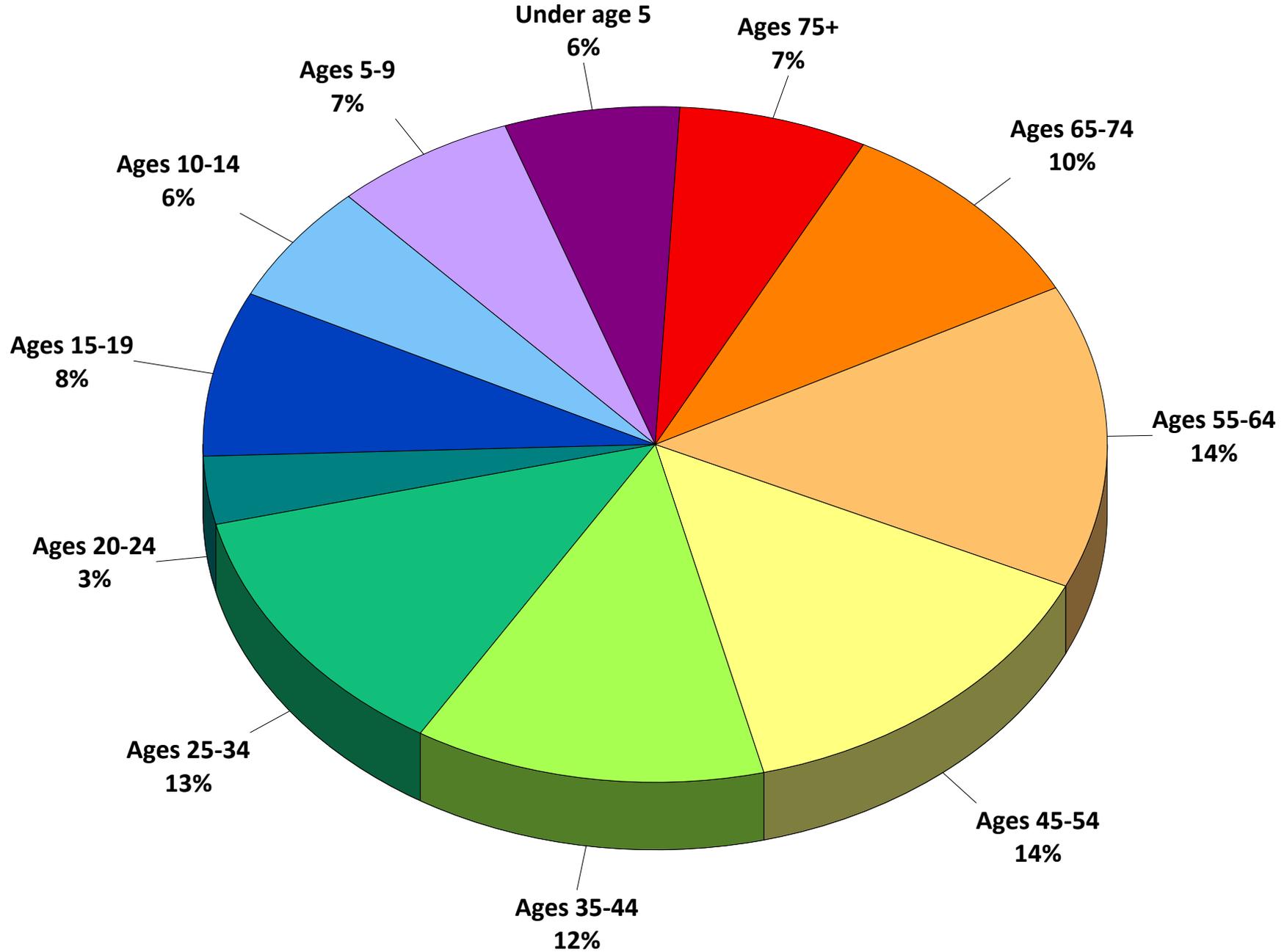


2

Charts and Graphs

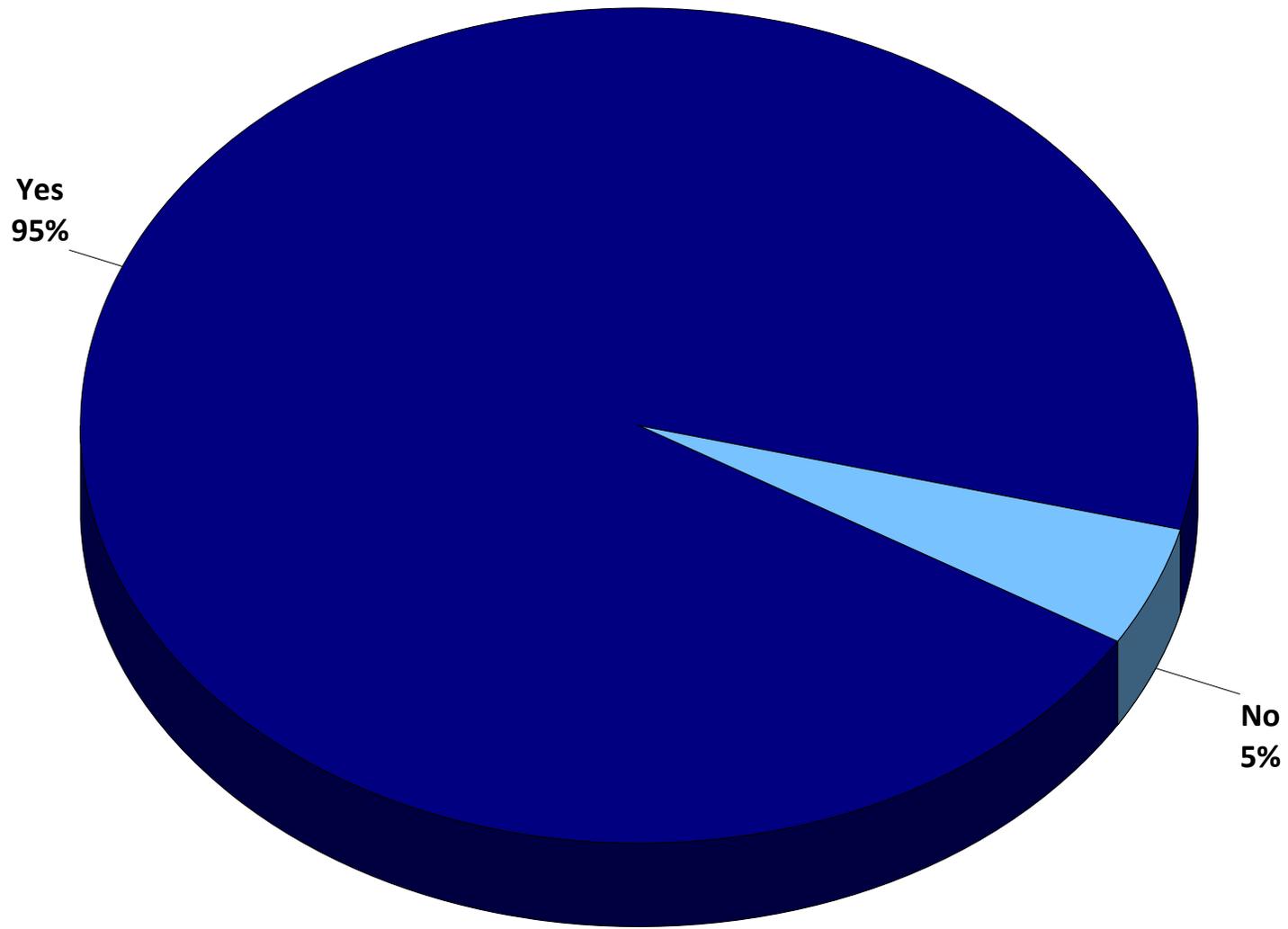
Q1. Including yourself, how many people in your household are...

by percentage of persons in household



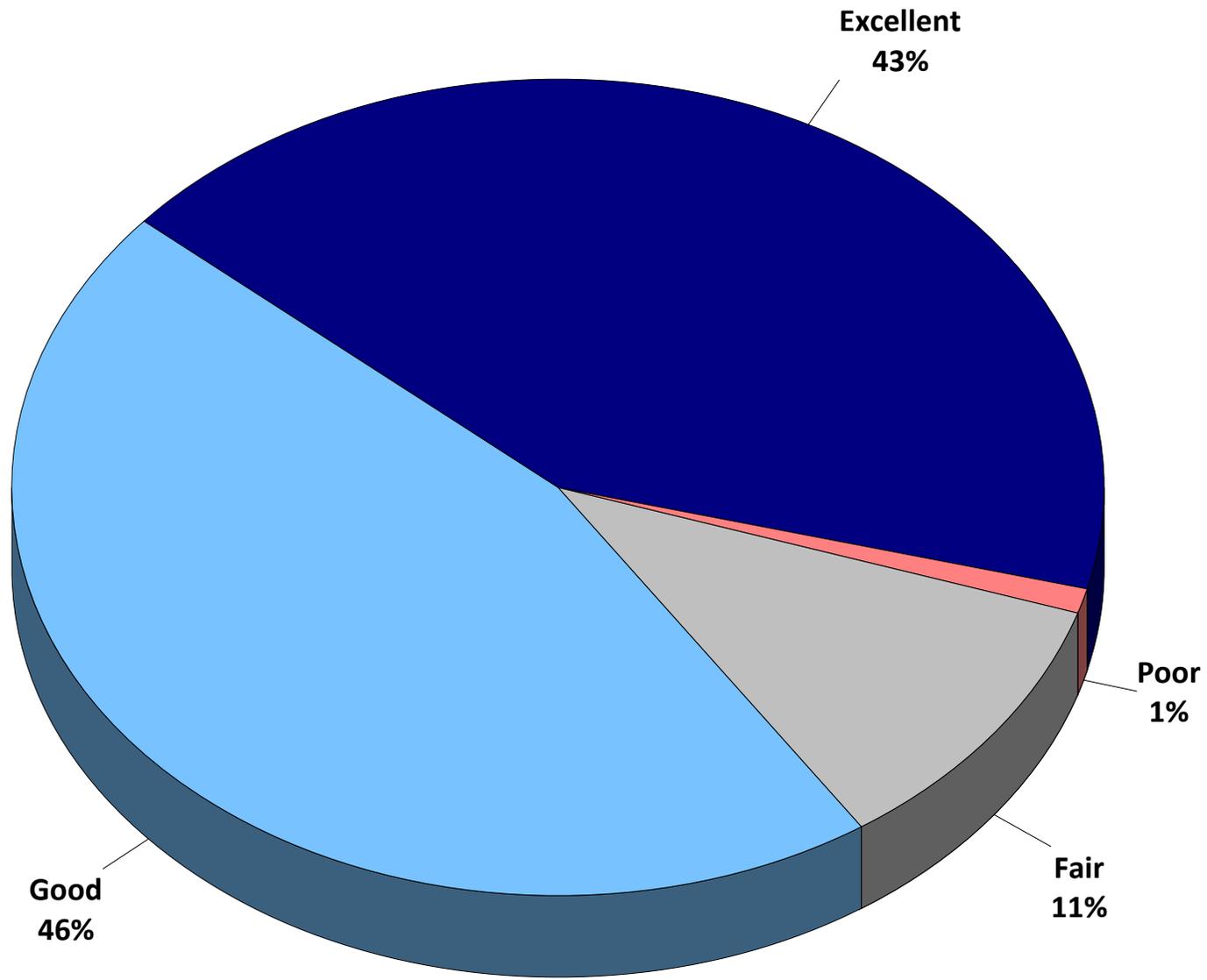
Q2. Have you/your household visited any parks/facilities offered by the Parks and Recreation Department during the past year?

by percentage of respondents



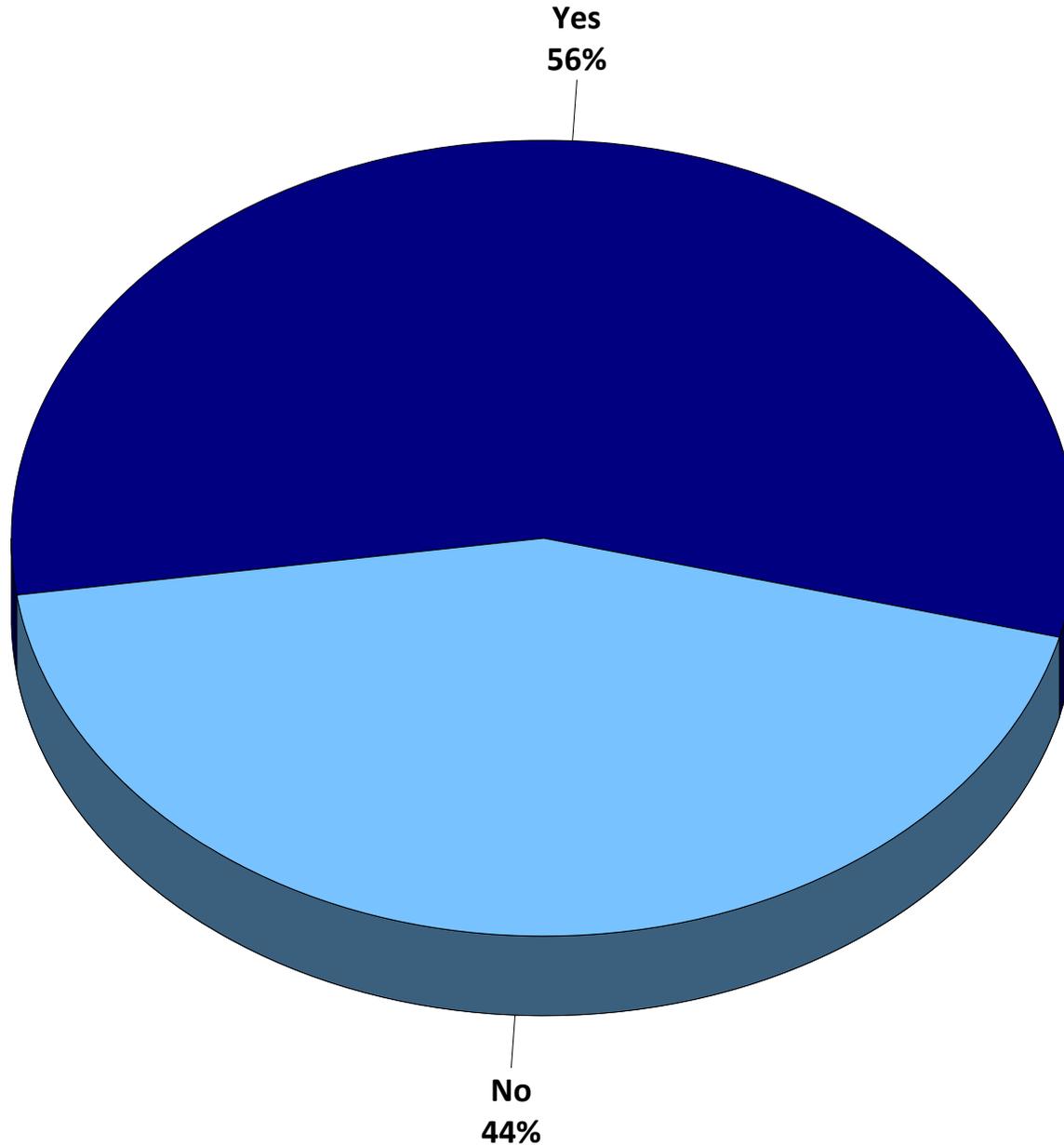
Q2a. How would you rate the physical condition of the parks/facilities you/your household have visited during the past year?

by percentage of respondents (excluding "not provided")



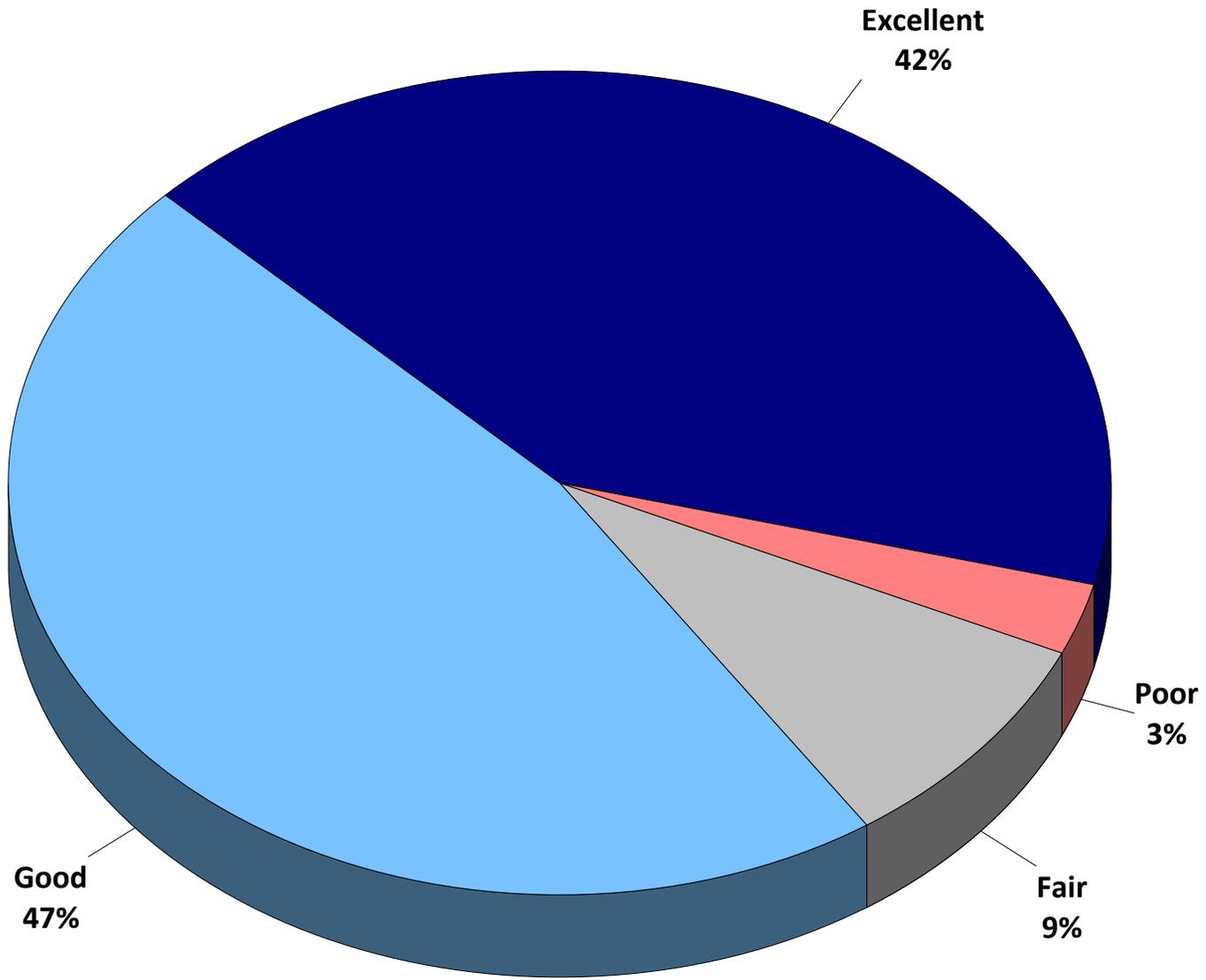
Q3. Have you/your household participated in any programs/activities offered by the Parks and Recreation Department during the past year?

by percentage of respondents



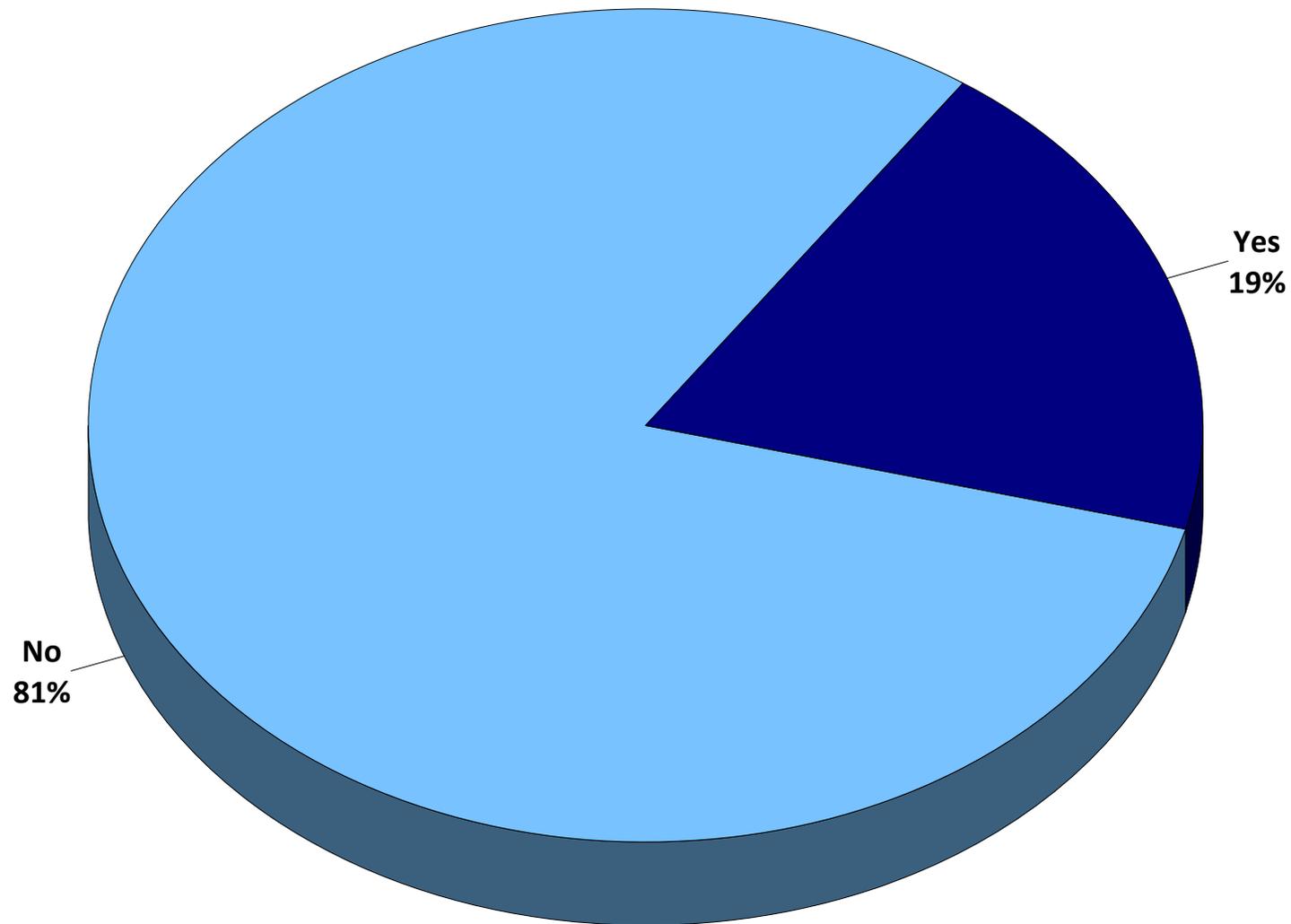
Q3a. How would you rate the programs/activities you/your household have participated in during the past year?

by percentage of respondents (excluding "not provided")



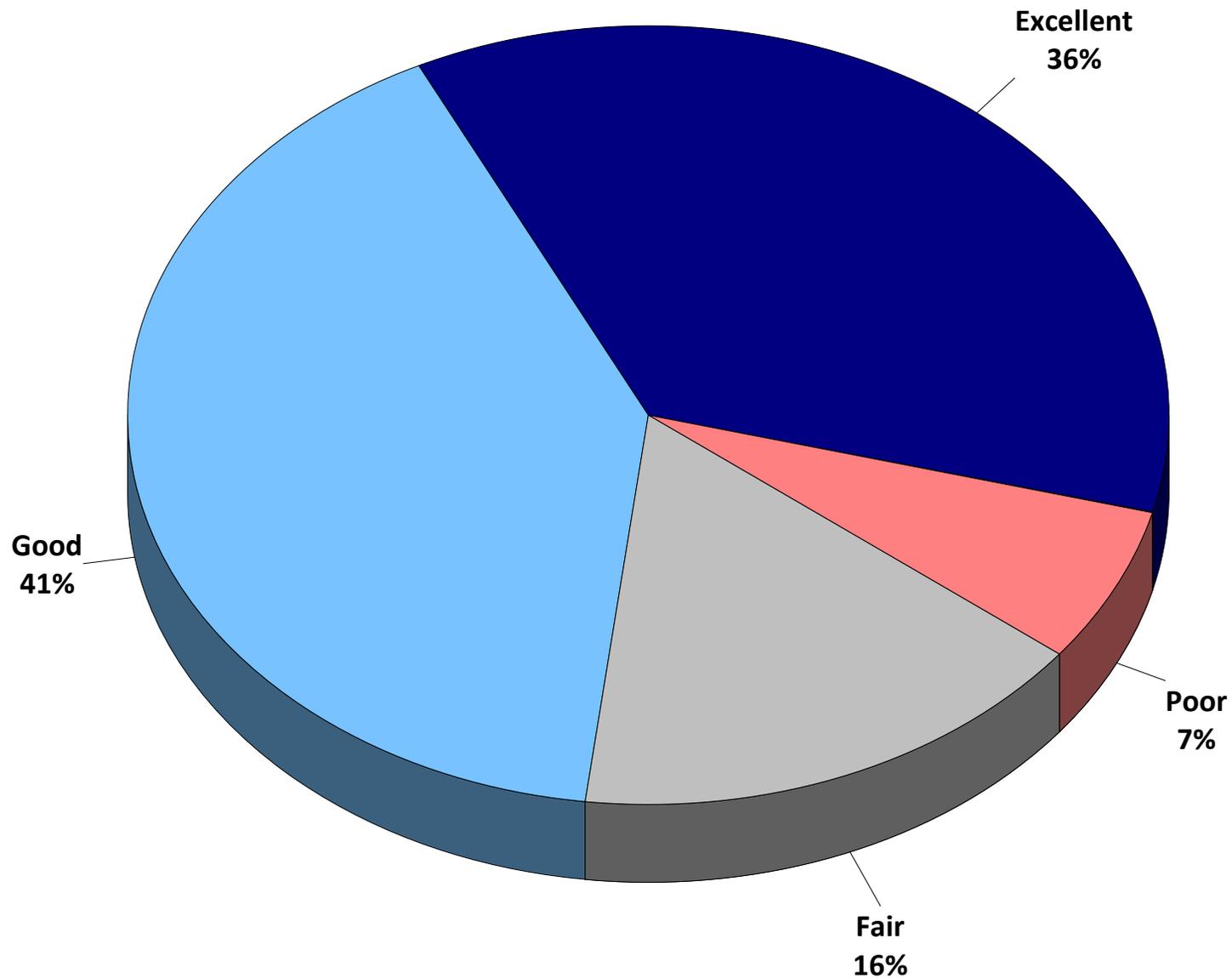
Q4. Have you/your household participated in any sports leagues/classes offered through the Parks and Recreation Department during the past year?

by percentage of respondents



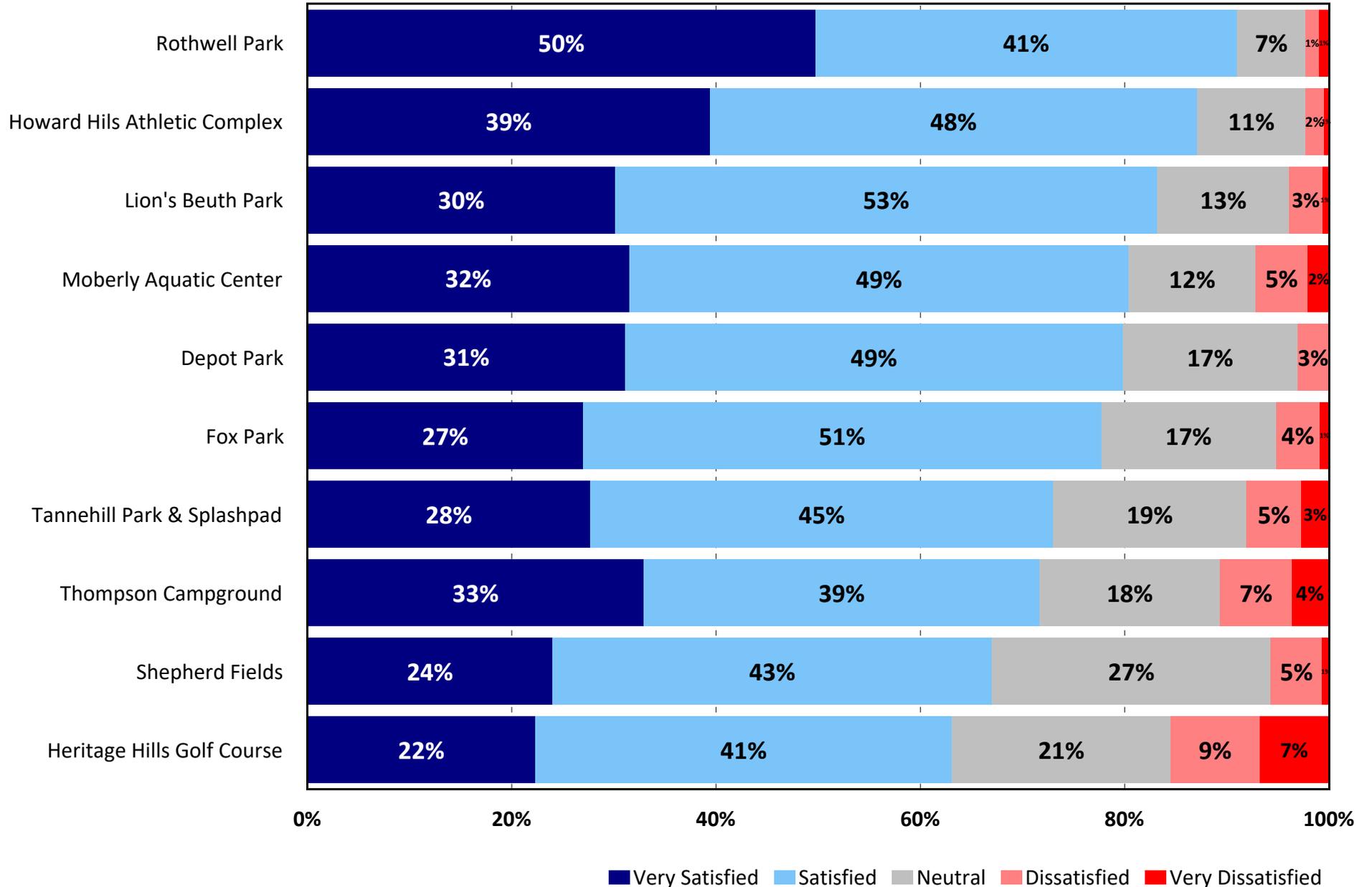
Q4a. How would you rate the sports leagues/classes you/your household have participated in during the past year?

by percentage of respondents (excluding "not provided")



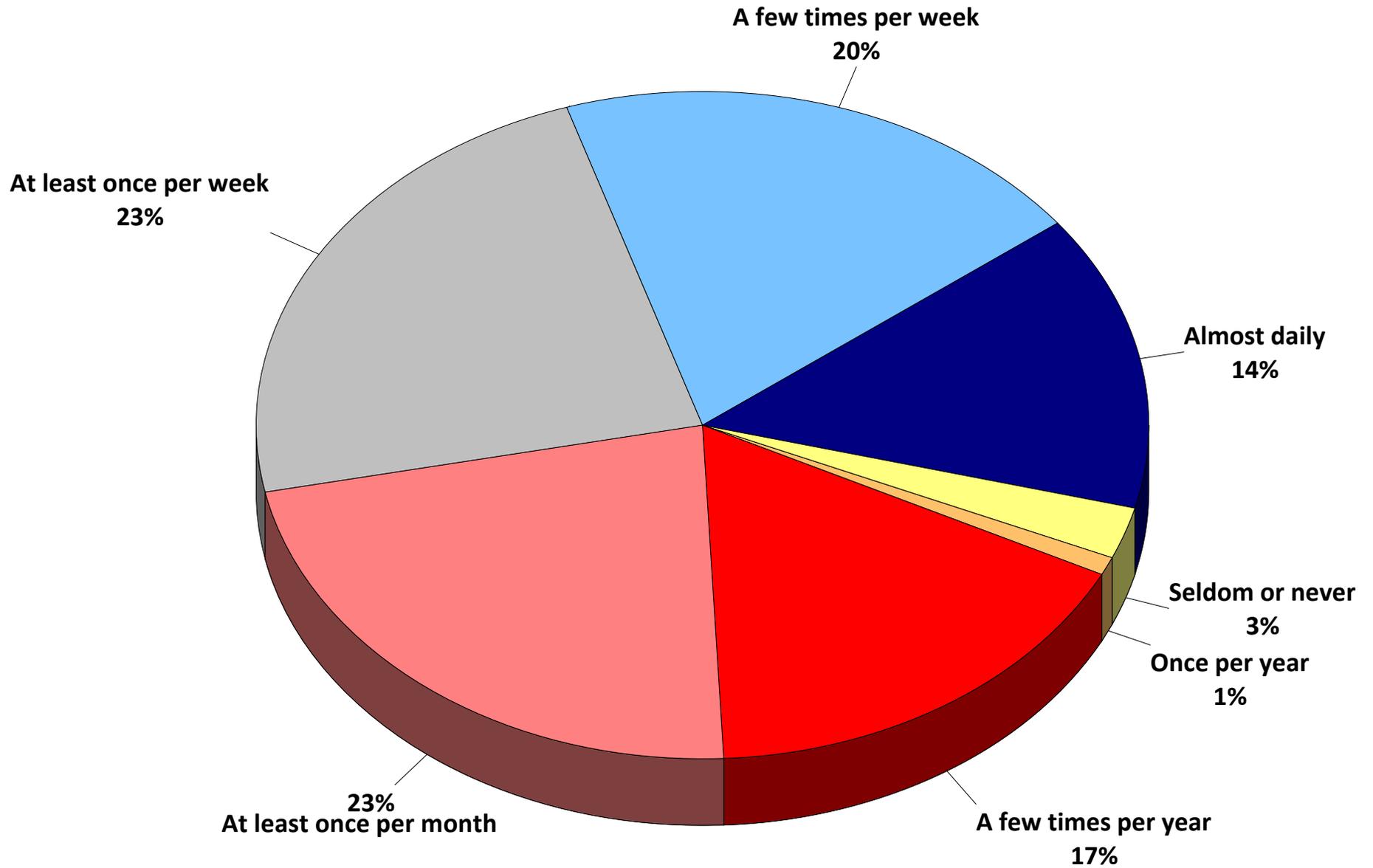
Q5. Please rate your level of satisfaction with the following parks and facilities provided by the City of Moberly.

by percentage of respondents (excluding "haven't used")



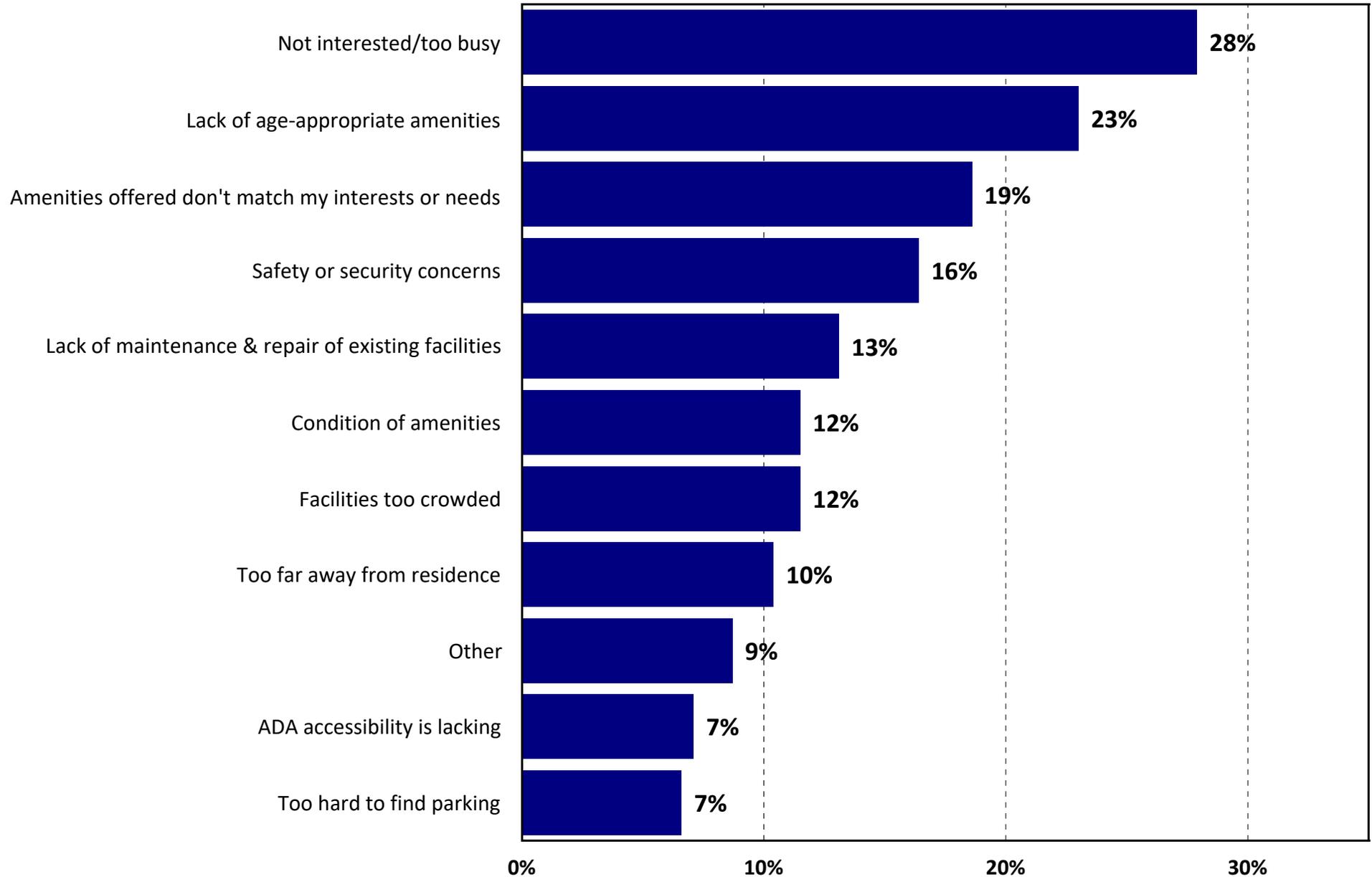
Q6. On average, how often do you/your household visit parks in Moberly?

by percentage of respondents (excluding "not provided")



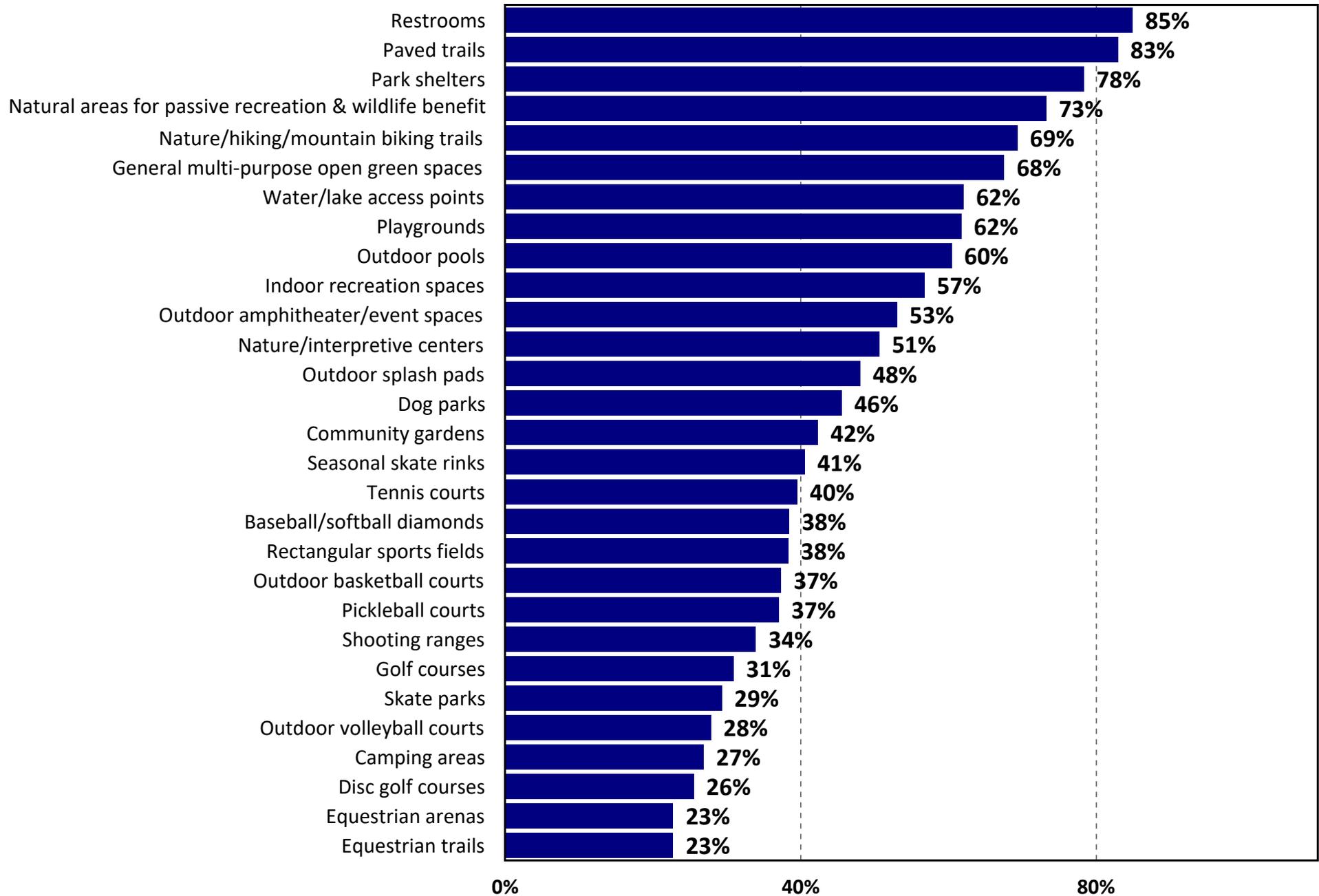
Q7. Which of the following reasons prevent you/your household from using parks in Moberly, or from using them more often?

by percentage of respondents (excluding "none")



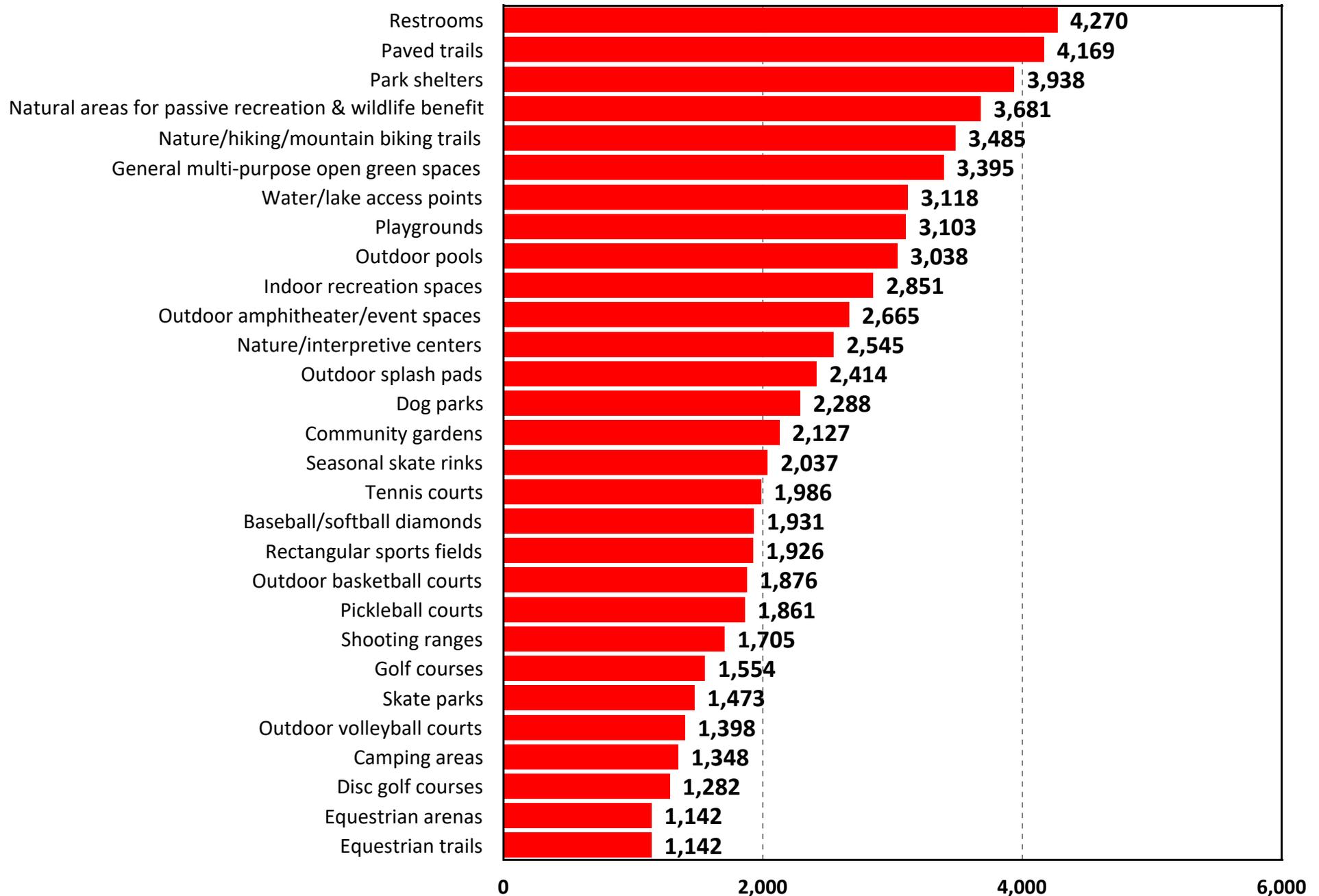
Q8. Households that have a need for various facilities/amenities.

by percentage of respondents who indicated need



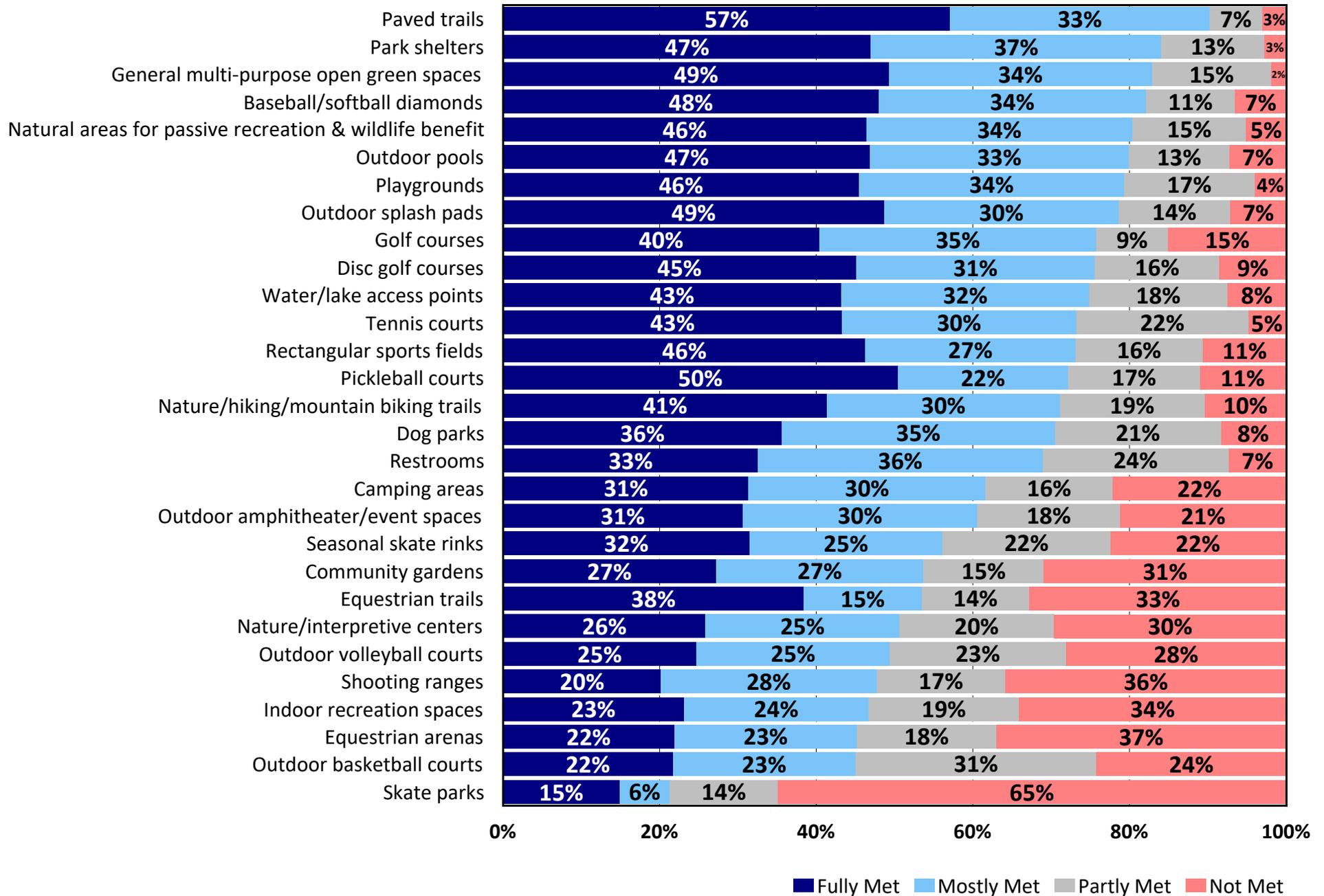
Q8b. Estimated number of households who have a need for facilities/amenities.

by number of households based on an estimated 5,029 households in the City of Moberly



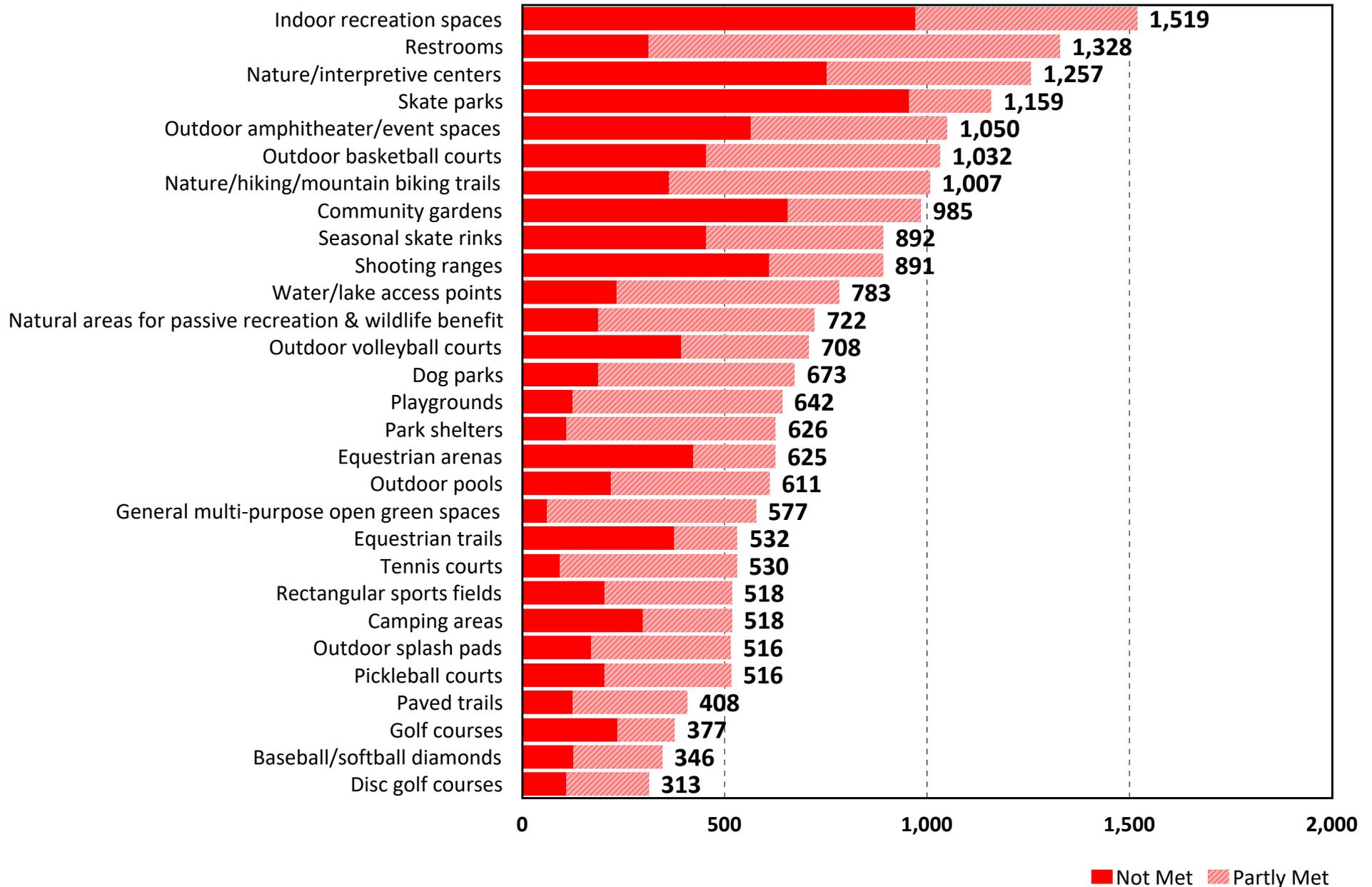
Q8c. How well needs are being met for various facilities/amenities.

by percentage of respondents (excluding "no need")



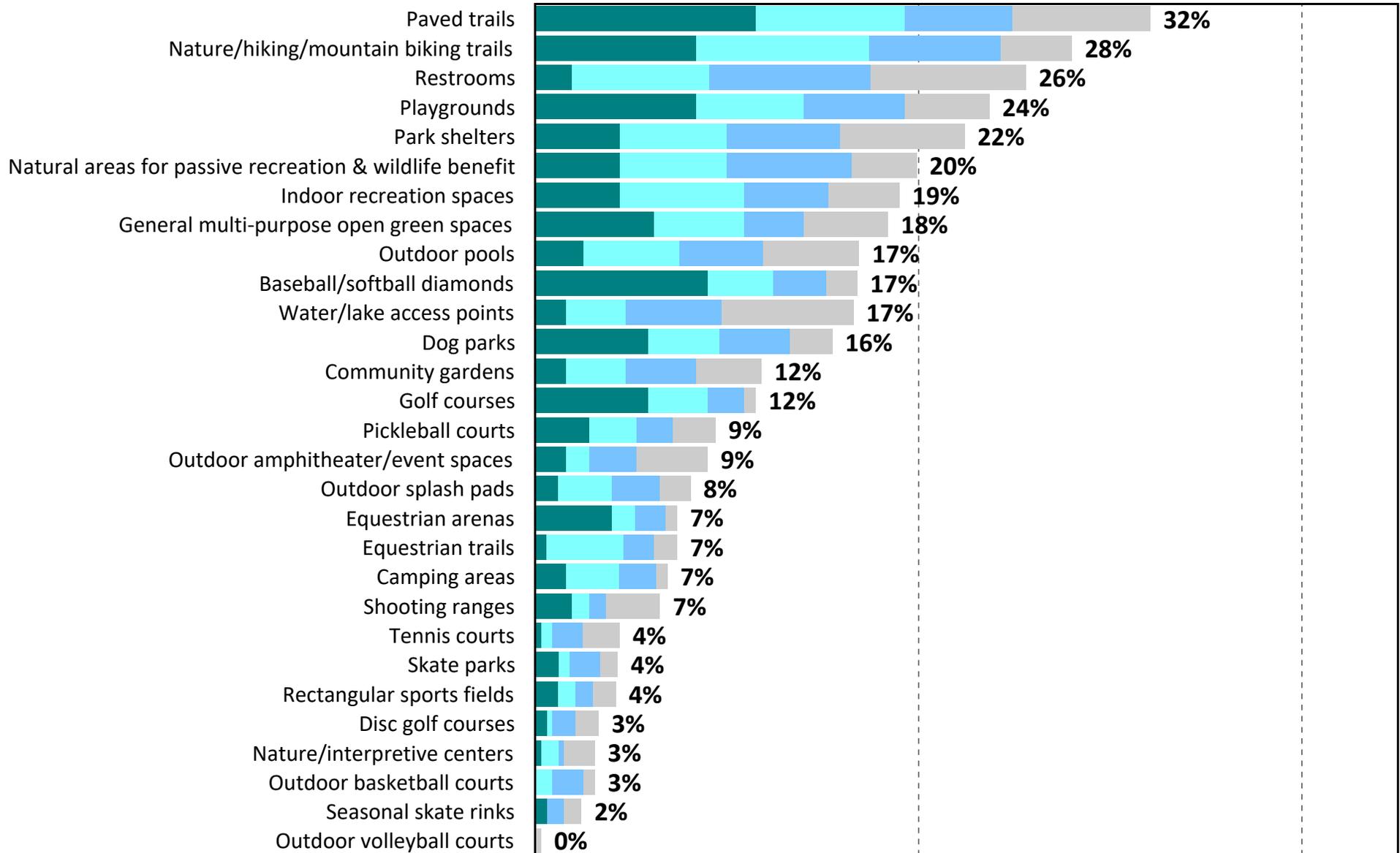
Q8d. Estimated number of households in Moberly whose amenity needs are only “partly met” or “not met”.

by number of households with need based on an estimated 5,029 households in the City of Moberly



Q9. Which four facilities/amenities are most important to your household?

by percentage of respondents who selected the items as one of their top four choices



0%

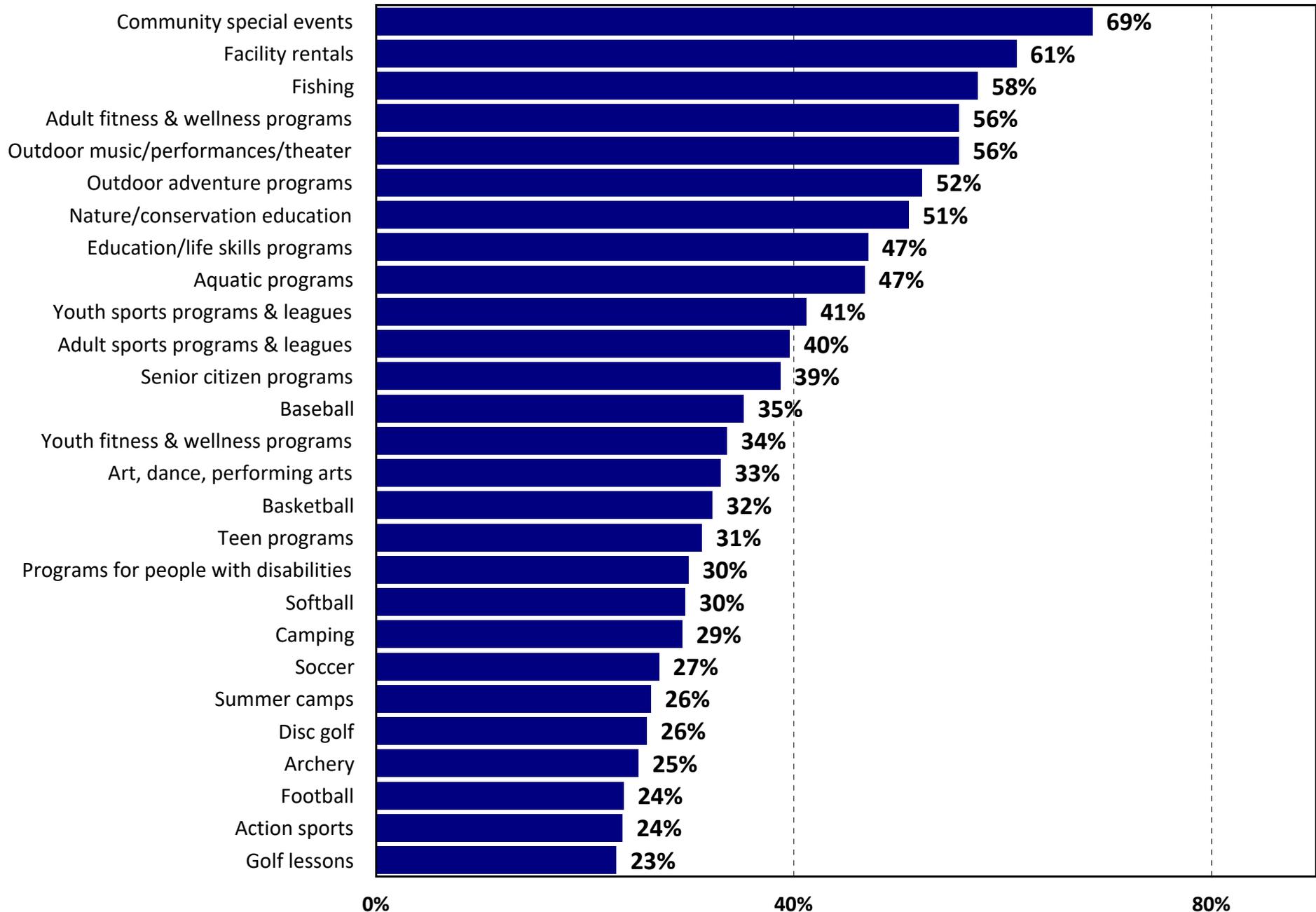
20%

40%

■ Top choice ■ 2nd choice ■ 3rd choice ■ 4th choice

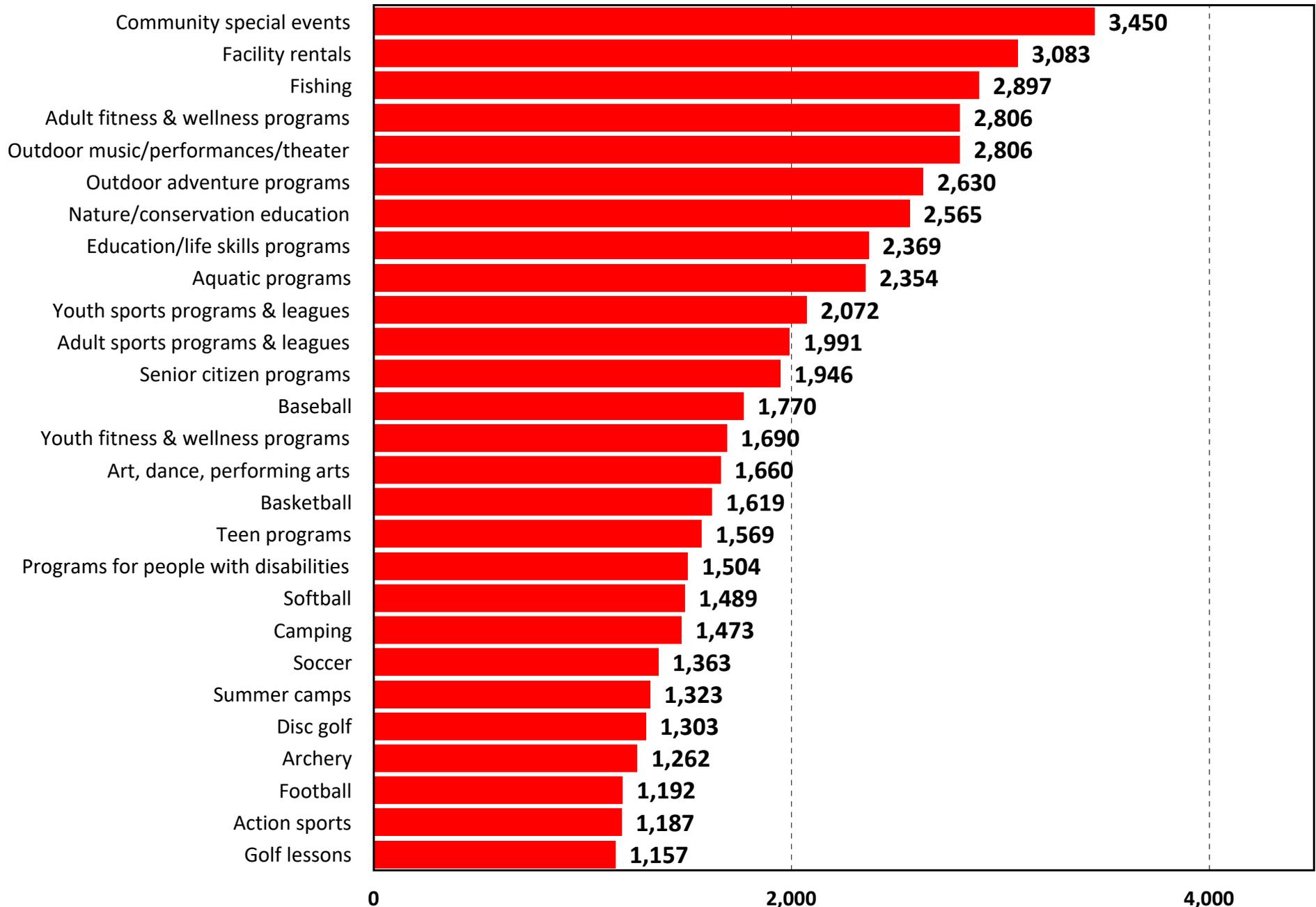
Q10. Households that have a need for various programs/activities.

by percentage of respondents who indicated need



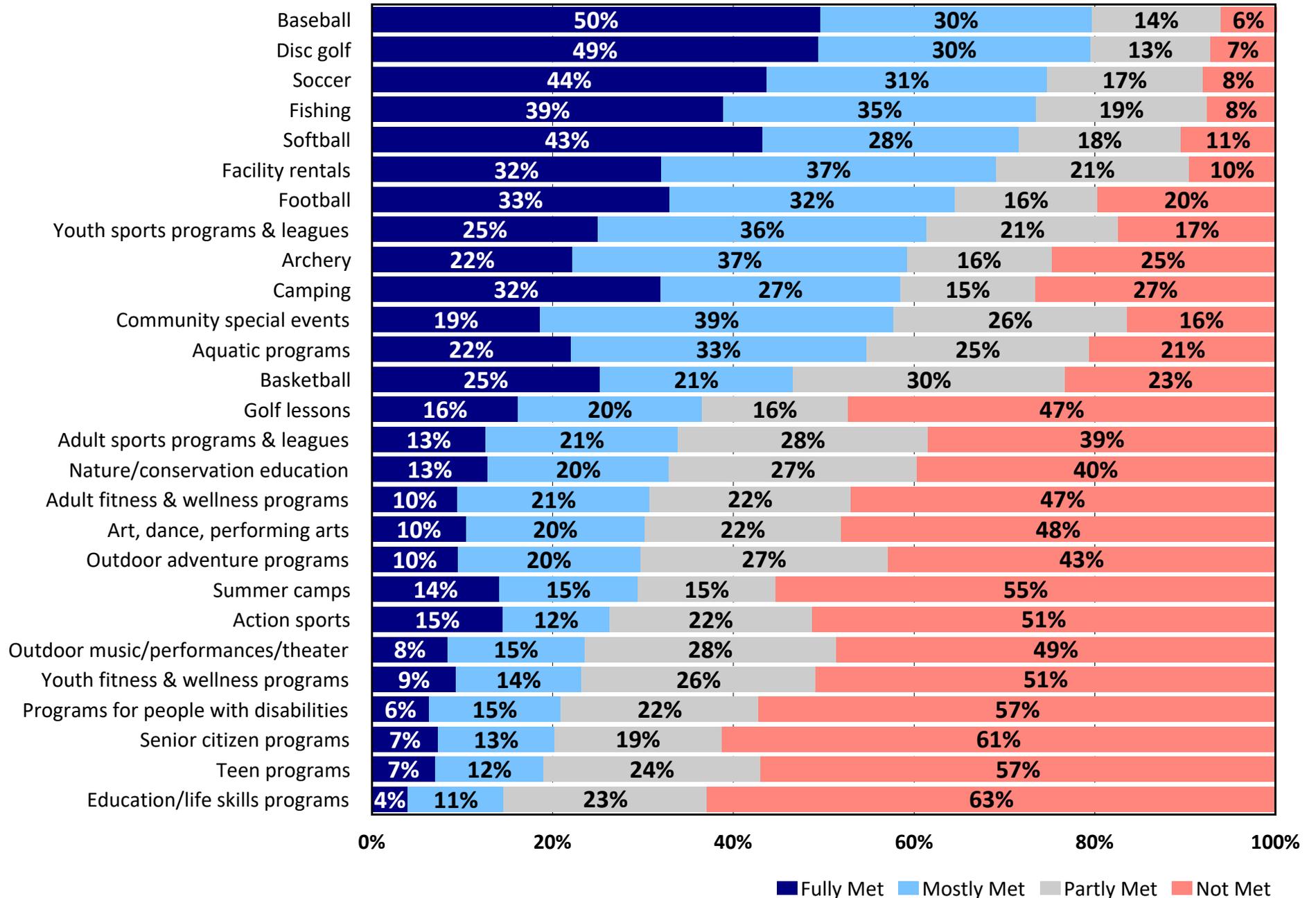
Q10b. Estimated number of households who have a need for programs/activities.

by number of households based on an estimated 5,029 households in the City of Moberly



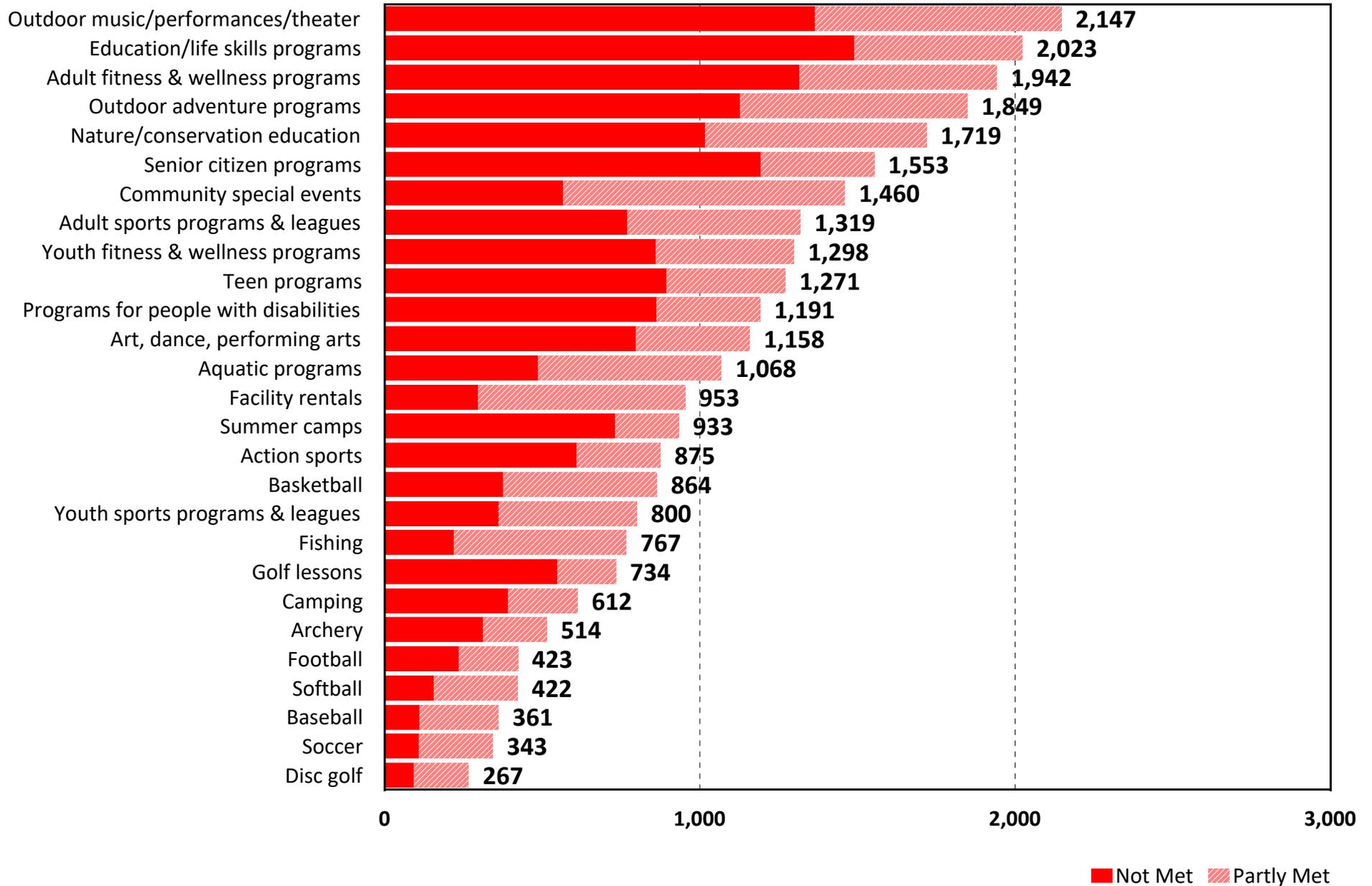
Q10c. How well needs are being met for various programs/activities.

by percentage of respondents (excluding "no need")



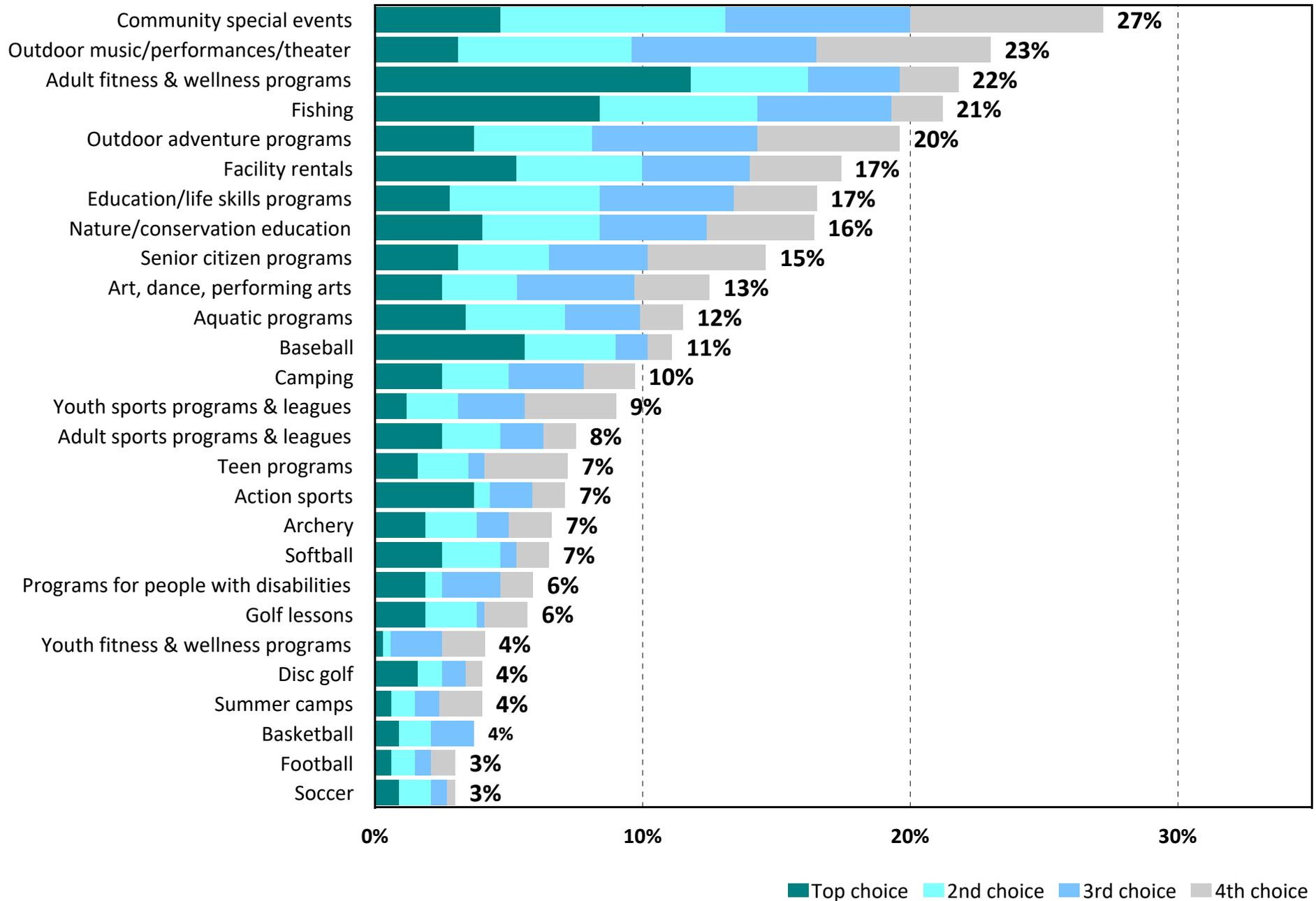
Q10d. Estimated number of households in Moberly whose program/activity needs are only “partly met” or “not met”.

by number of households with need based on an estimated 5,029 households in the City of Moberly



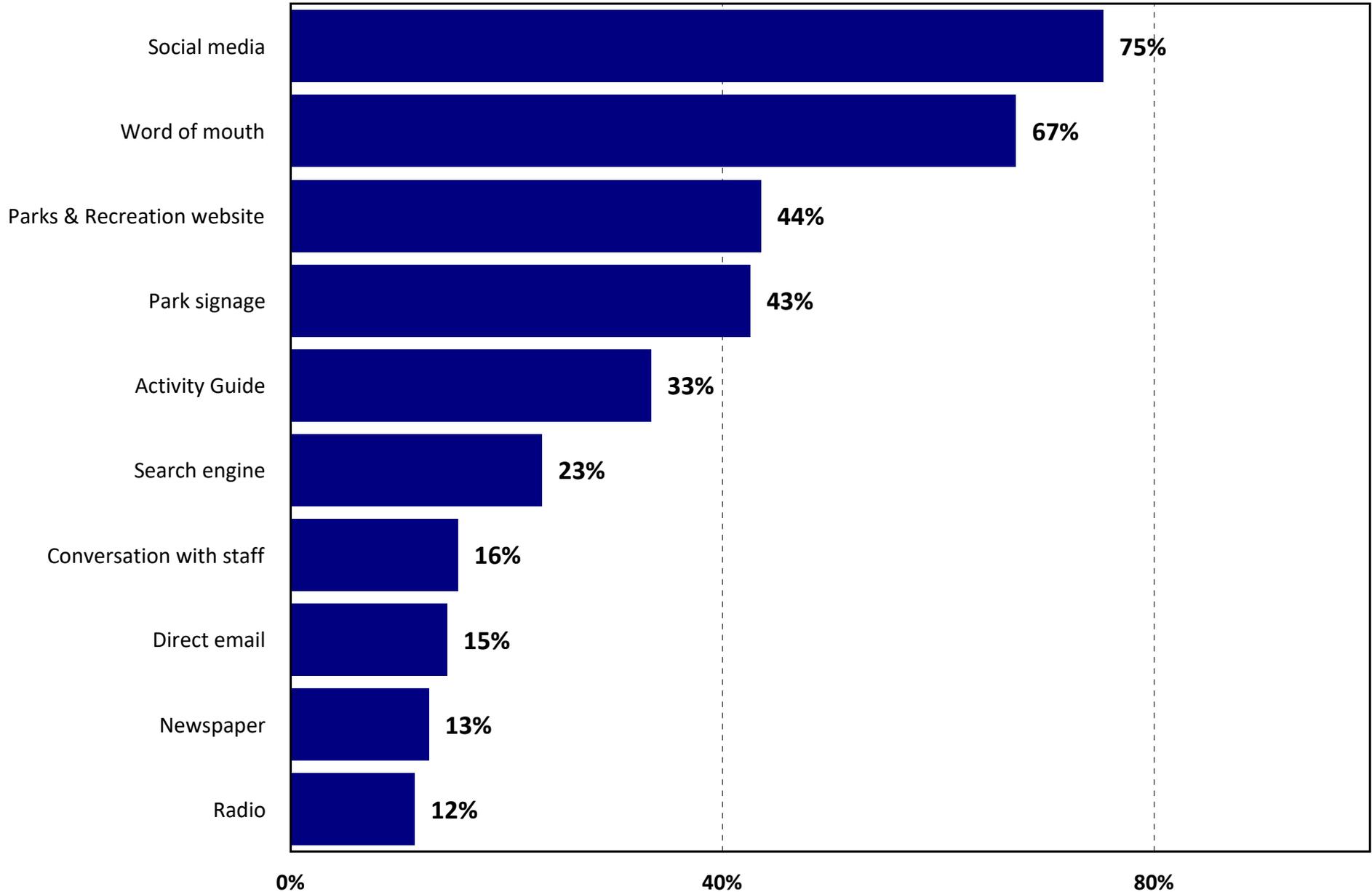
Q11. Which four programs/activities are most important to your household?

by percentage of respondents who selected the items as one of their top four choices



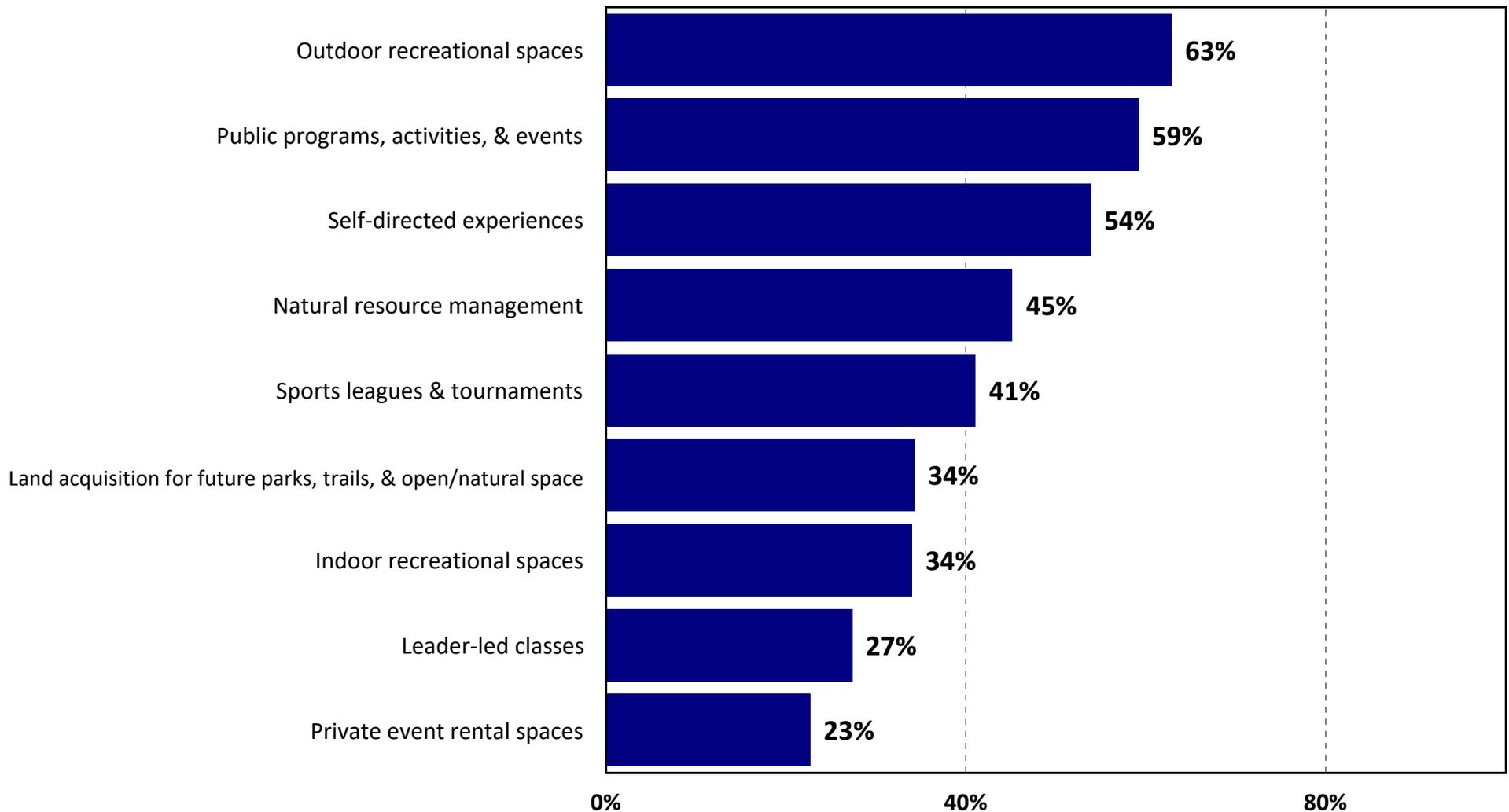
Q12. From the following list, please check all of the ways you learn about Parks and Recreation Department programs/activities.

by percentage of respondents (multiple selections could be made; excluding "none of these")



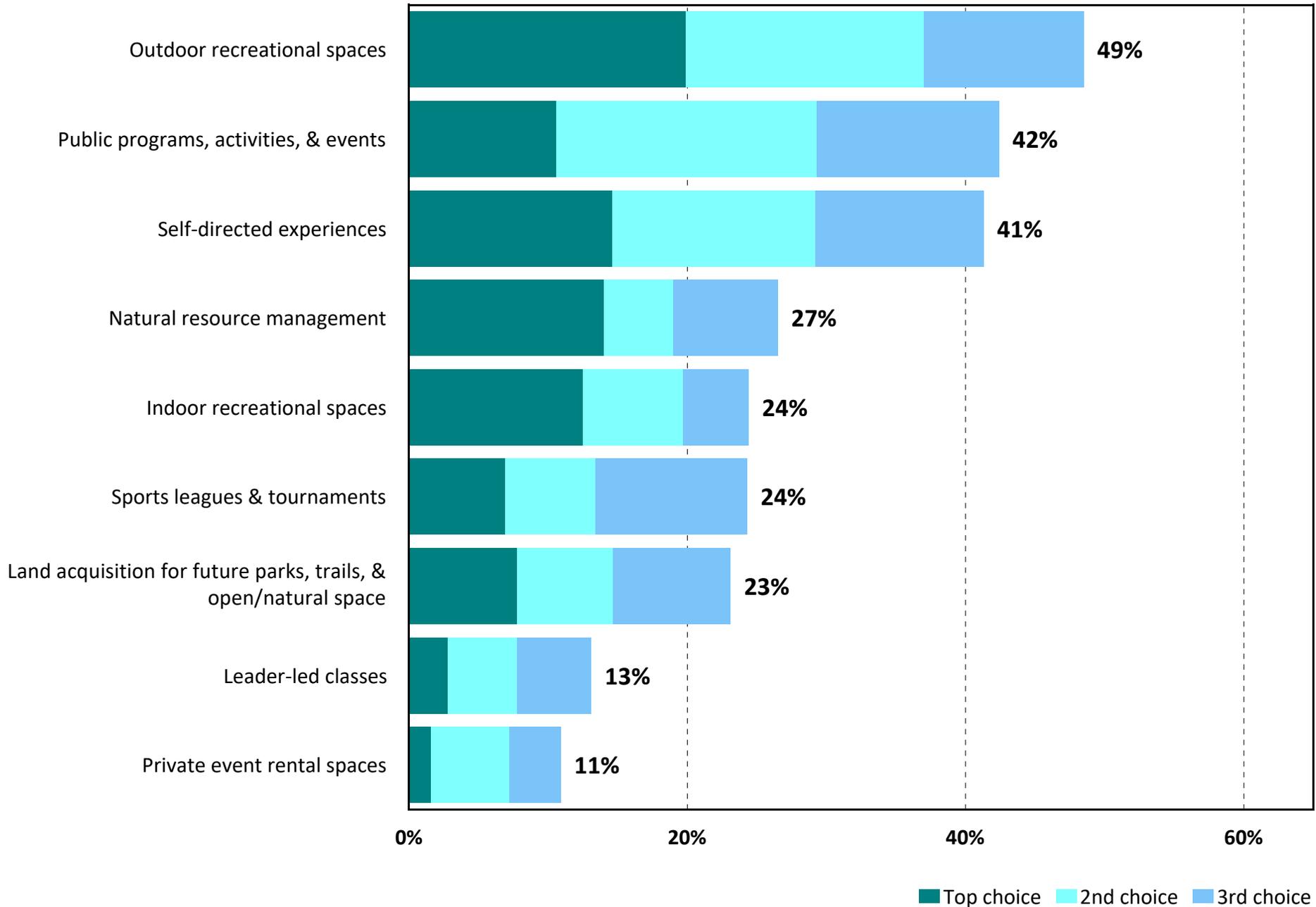
Q13. In each community, different organizations fulfill different roles including, but not limited to, providing outdoor recreational spaces, outdoor recreational activities, indoor recreational spaces, private event rental spaces, and public events and activities. What do you believe is the most essential or primary role for Moberly Parks and Recreation?

by percentage of respondents



Q14. Which three of the items are most important to you/your household?

by percentage of respondents who selected the items as one of their top three choices



Q15. If you had a budget of \$100 for the City of Moberly City Parks and Recreation Department, how would you allocate the funds among the categories of funding listed below?

by percentage of respondents

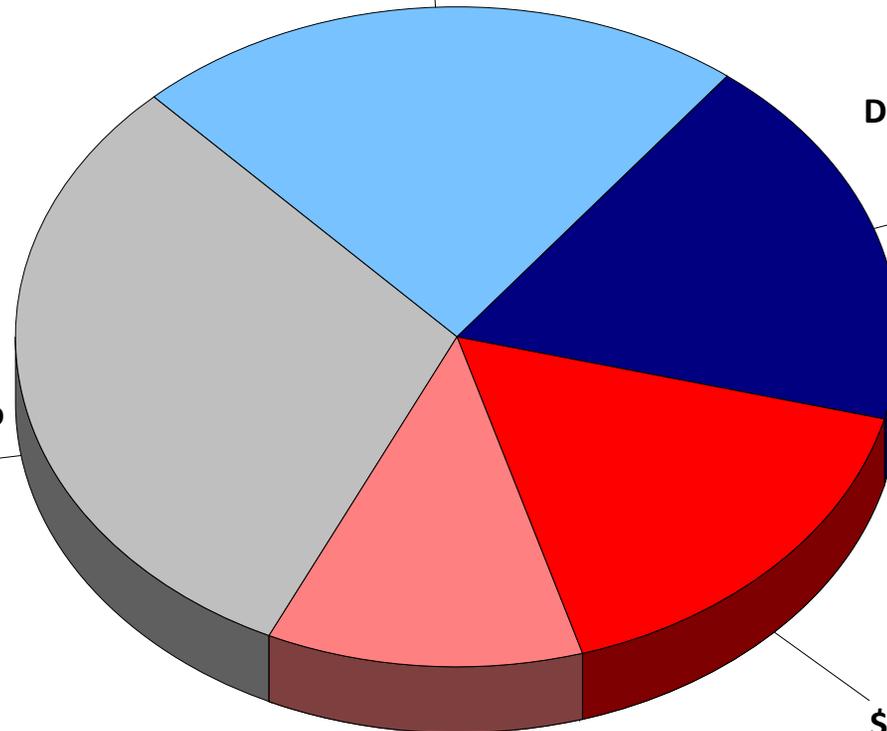
Expand recreation programming,
activities, & events
\$22.47

Develop & add new recreation
facilities & amenities
\$18.44

Improvements & maintenance to
existing recreation amenities
\$31.08

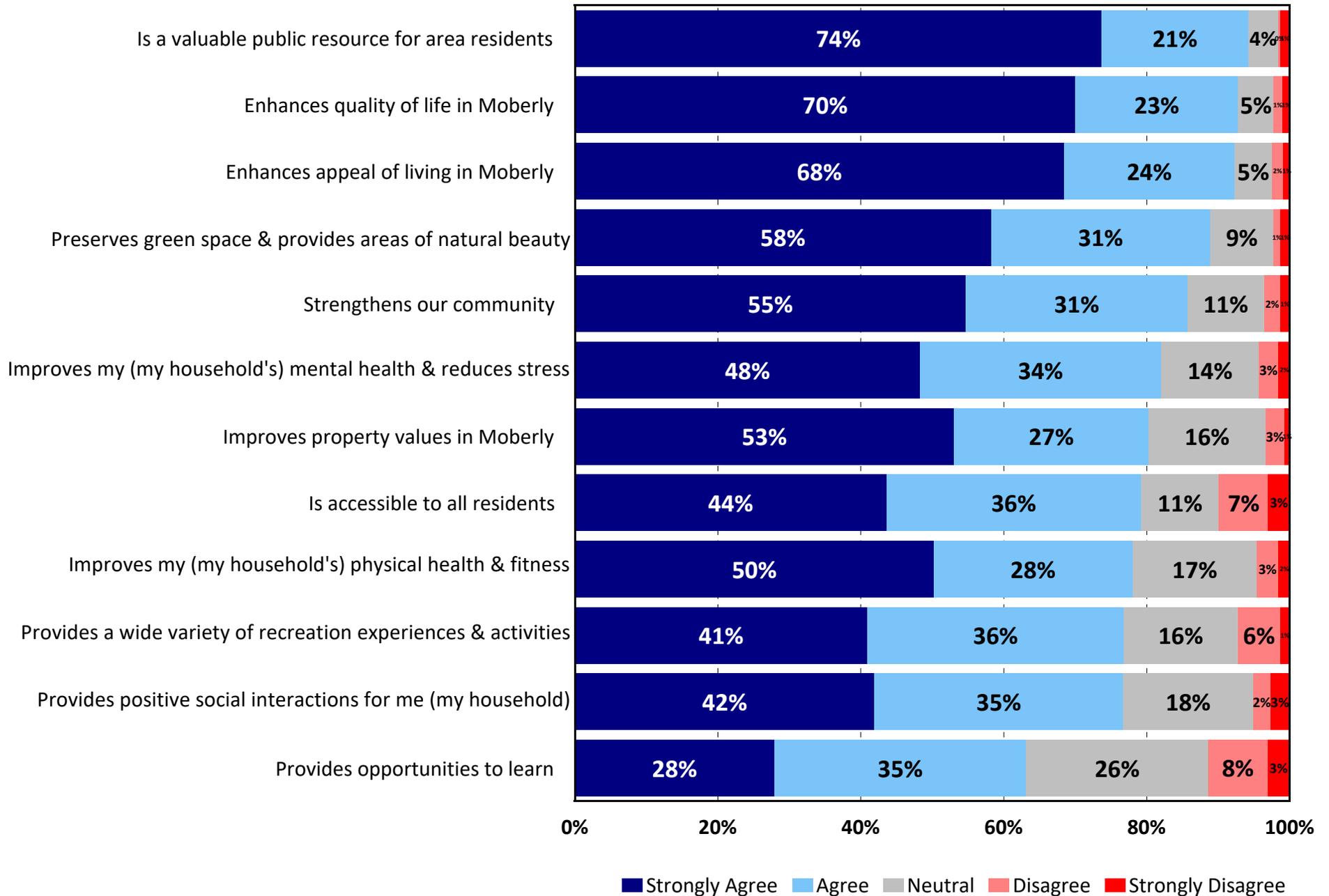
\$16.64
Natural resources management

\$11.37
Land acquisitions for future park, trail, &
recreation facility development



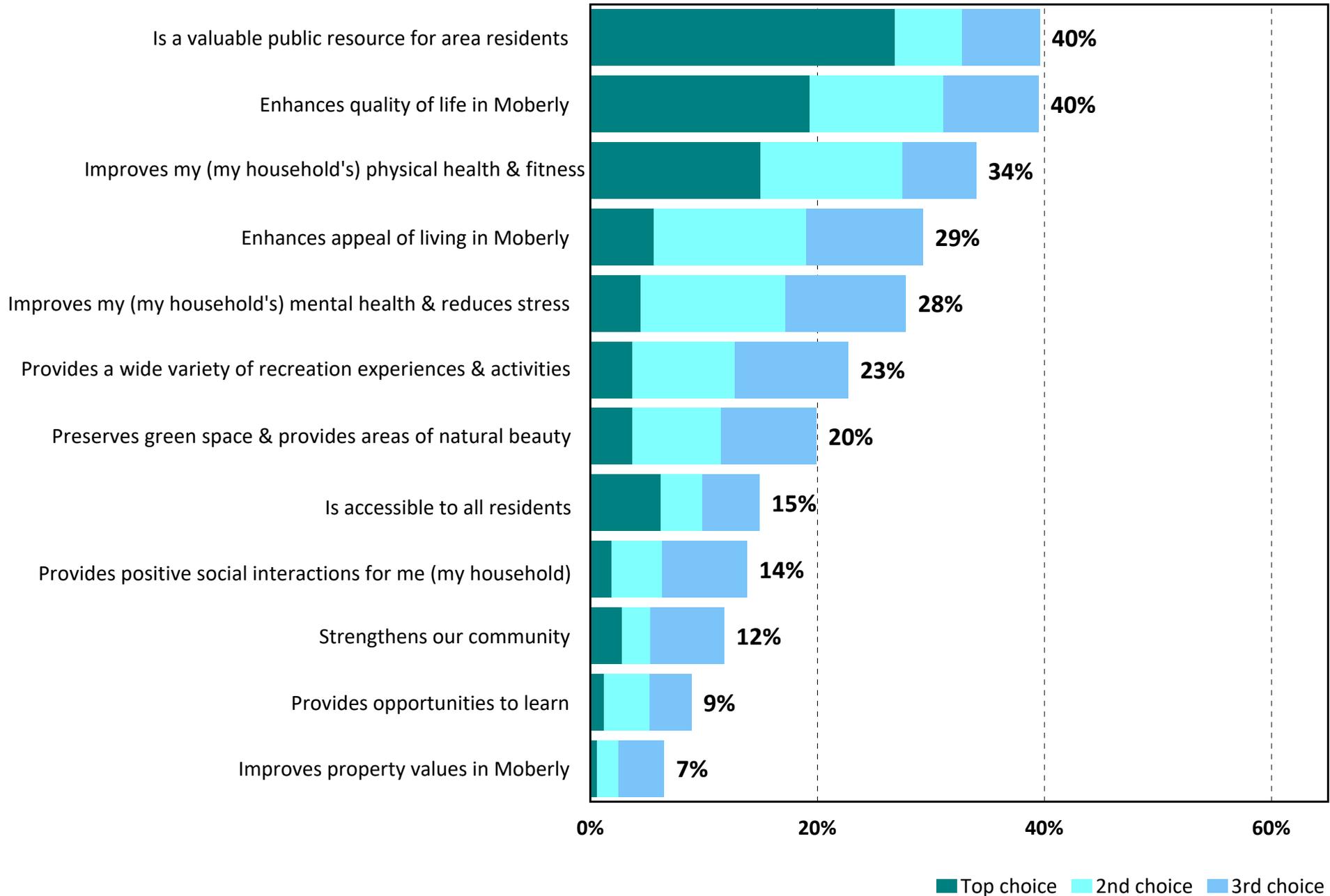
Q16. Please rate your level of agreement with the following statements.

by percentage of respondents (excluding "don't know")



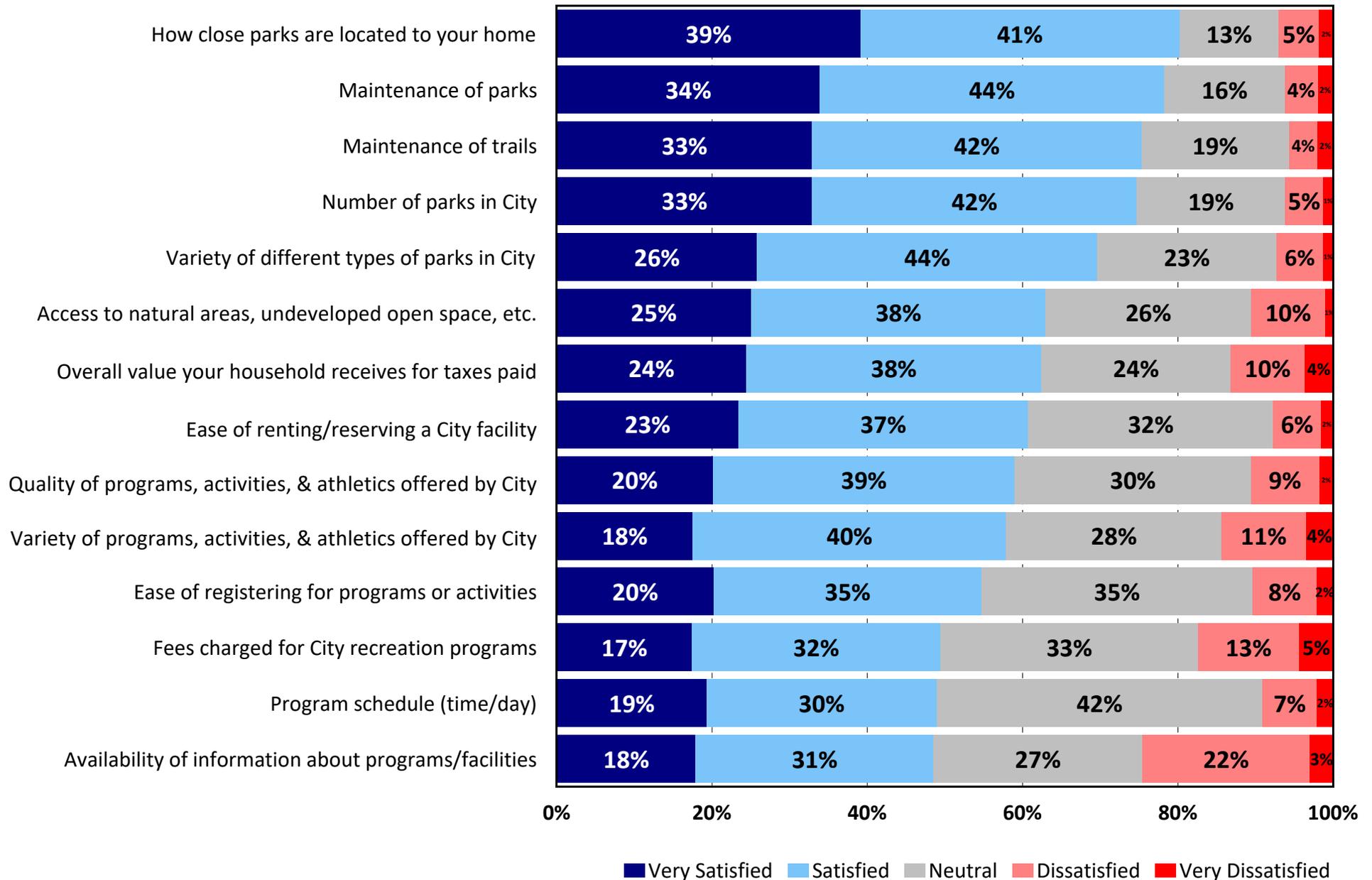
Q17. Which three of the benefits are most important to you/your household?

by percentage of respondents who selected the items as one of their top three choices



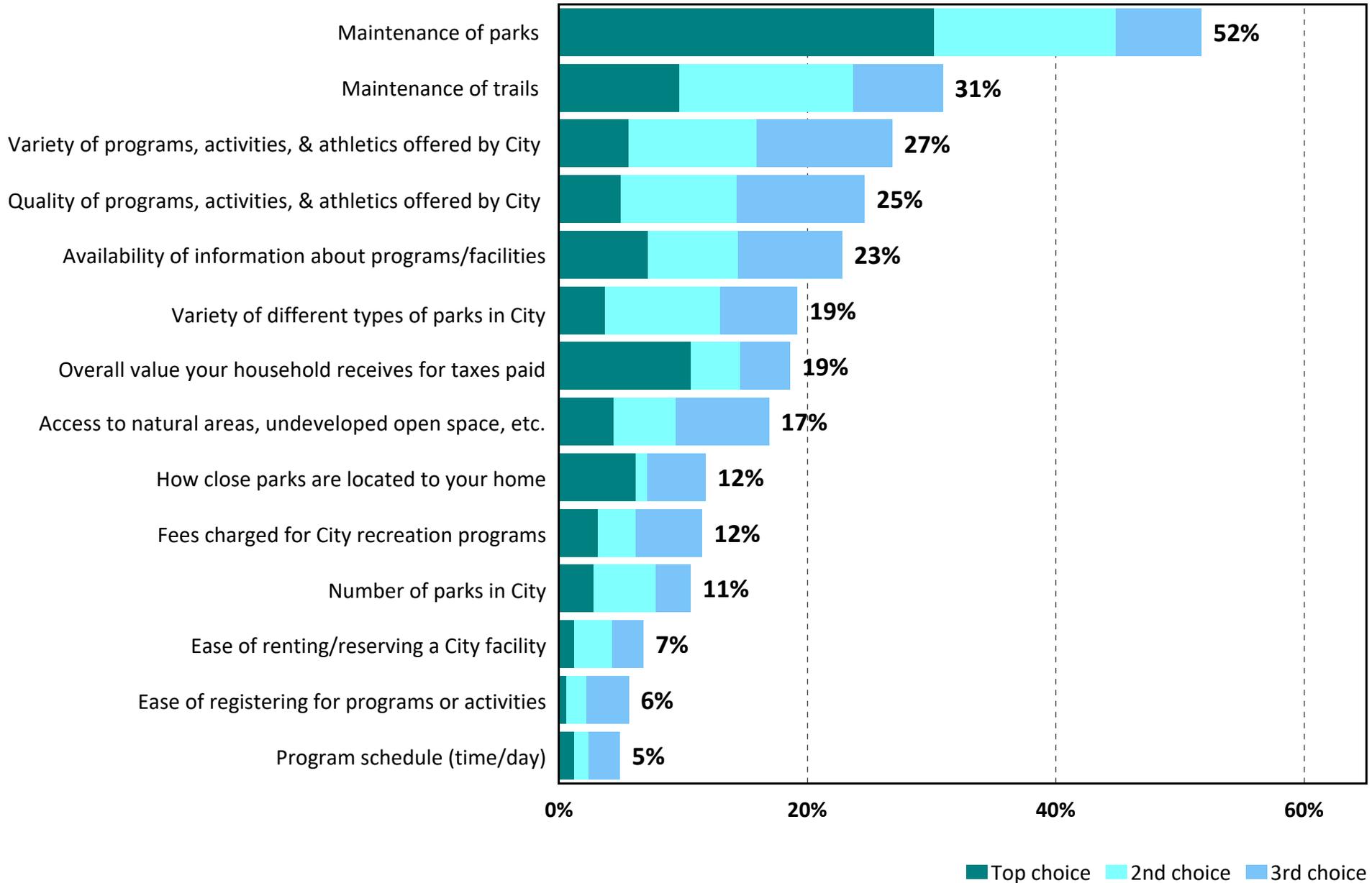
Q18. Please rate your satisfaction with the following recreation, parks, and events provided by the City of Moberly Parks and Recreation Department.

by percentage of respondents (excluding "don't know/not applicable")



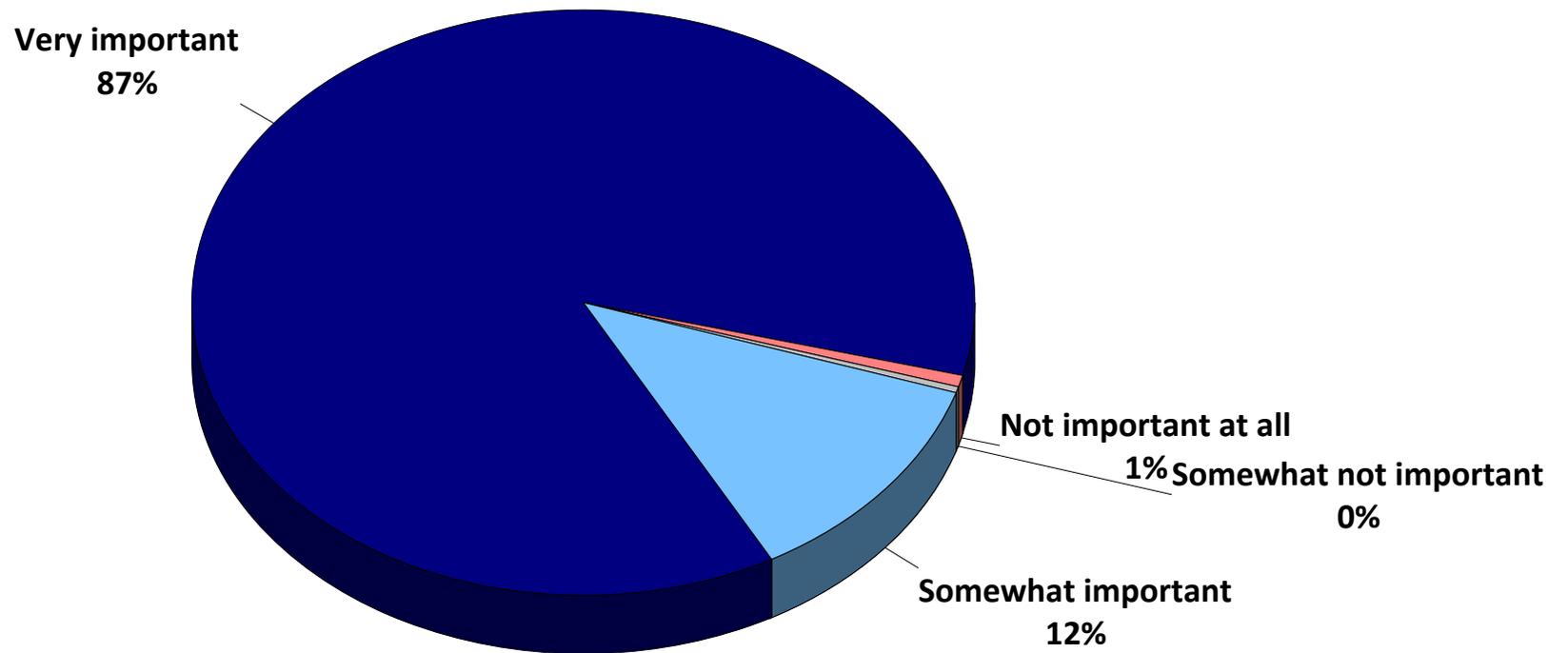
Q19. Which three of the items should receive the most emphasis over the next ten years?

by percentage of respondents who selected the items as one of their top three choices



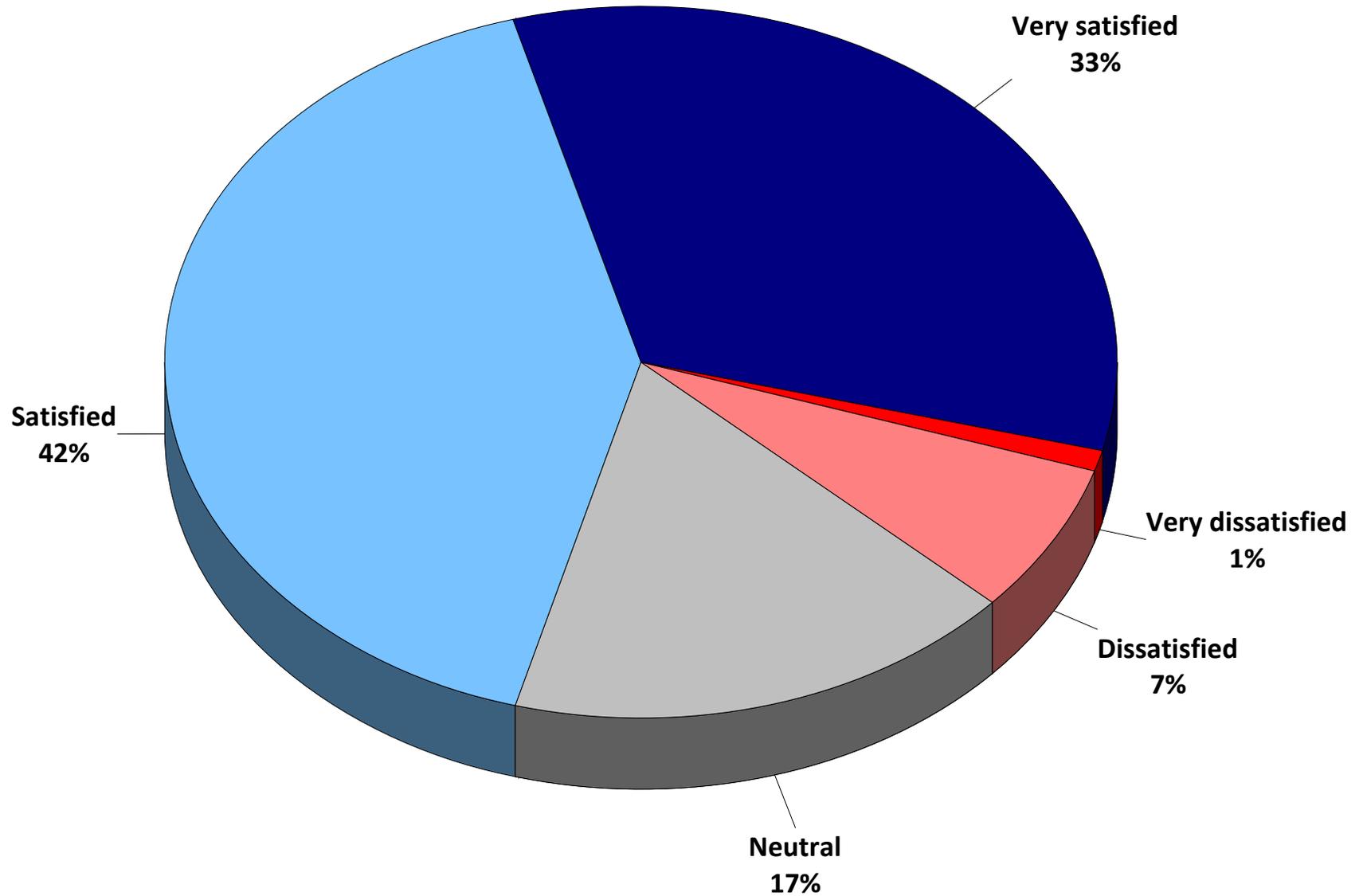
Q20. How important do you feel it is for the City to provide high-quality park facilities?

by percentage of respondents (excluding "don't know")



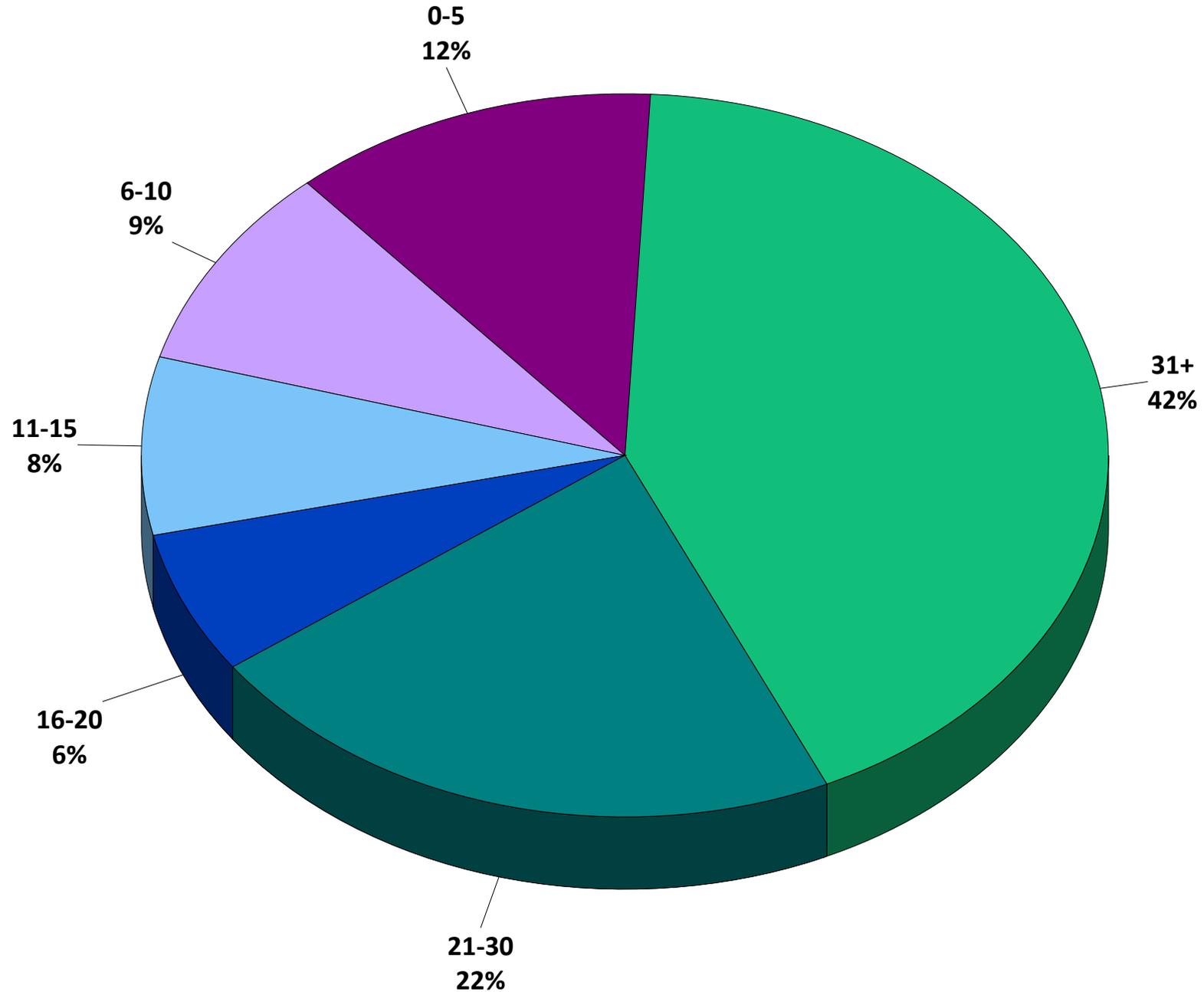
Q21. Please rate your satisfaction with the overall value your household receives from the City of Moberly Parks and Recreation Department.

by percentage of respondents (excluding "not provided")



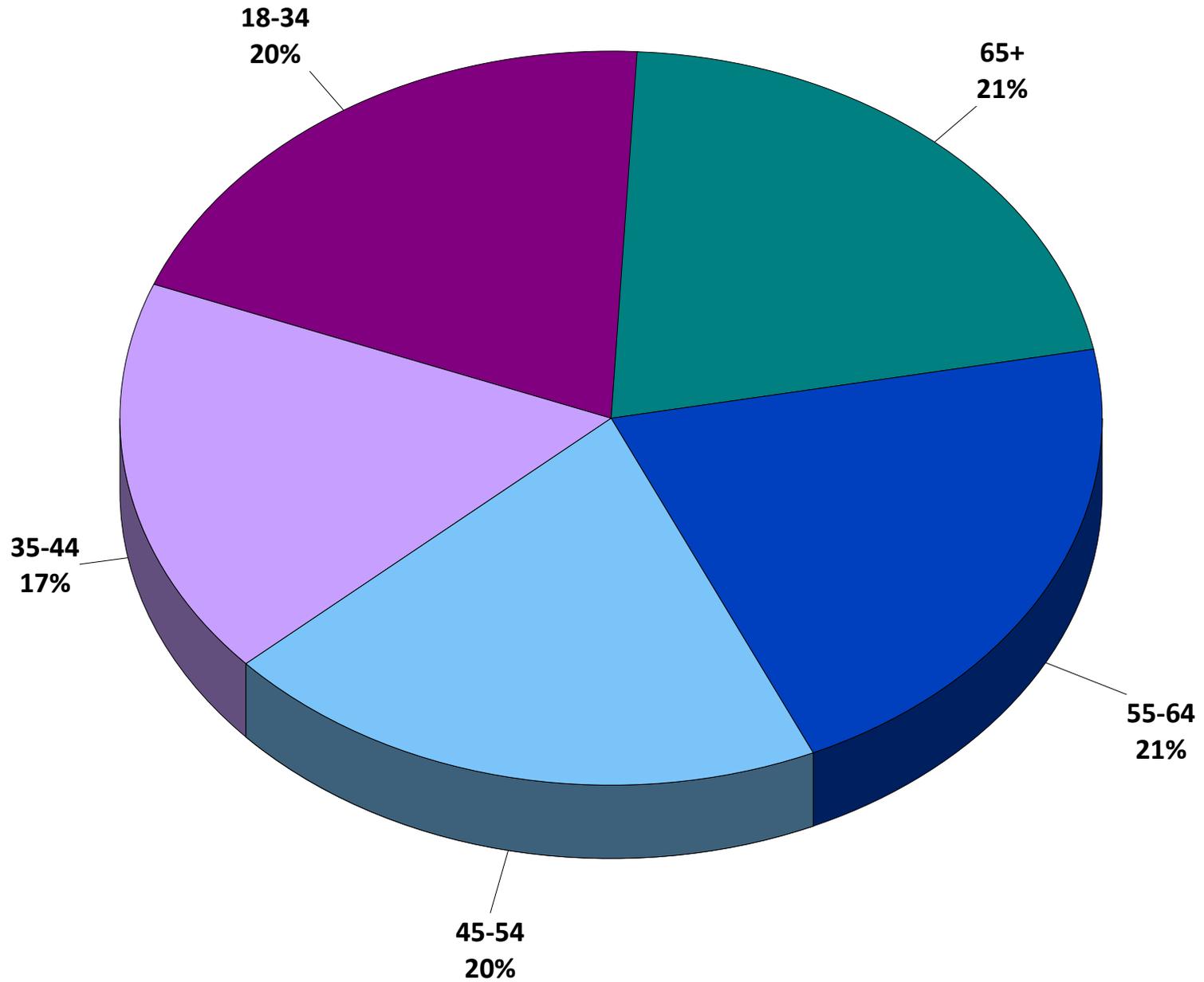
Q22. Approximately how many years have you lived in Moberly?

by percentage of respondents (excluding "not provided")



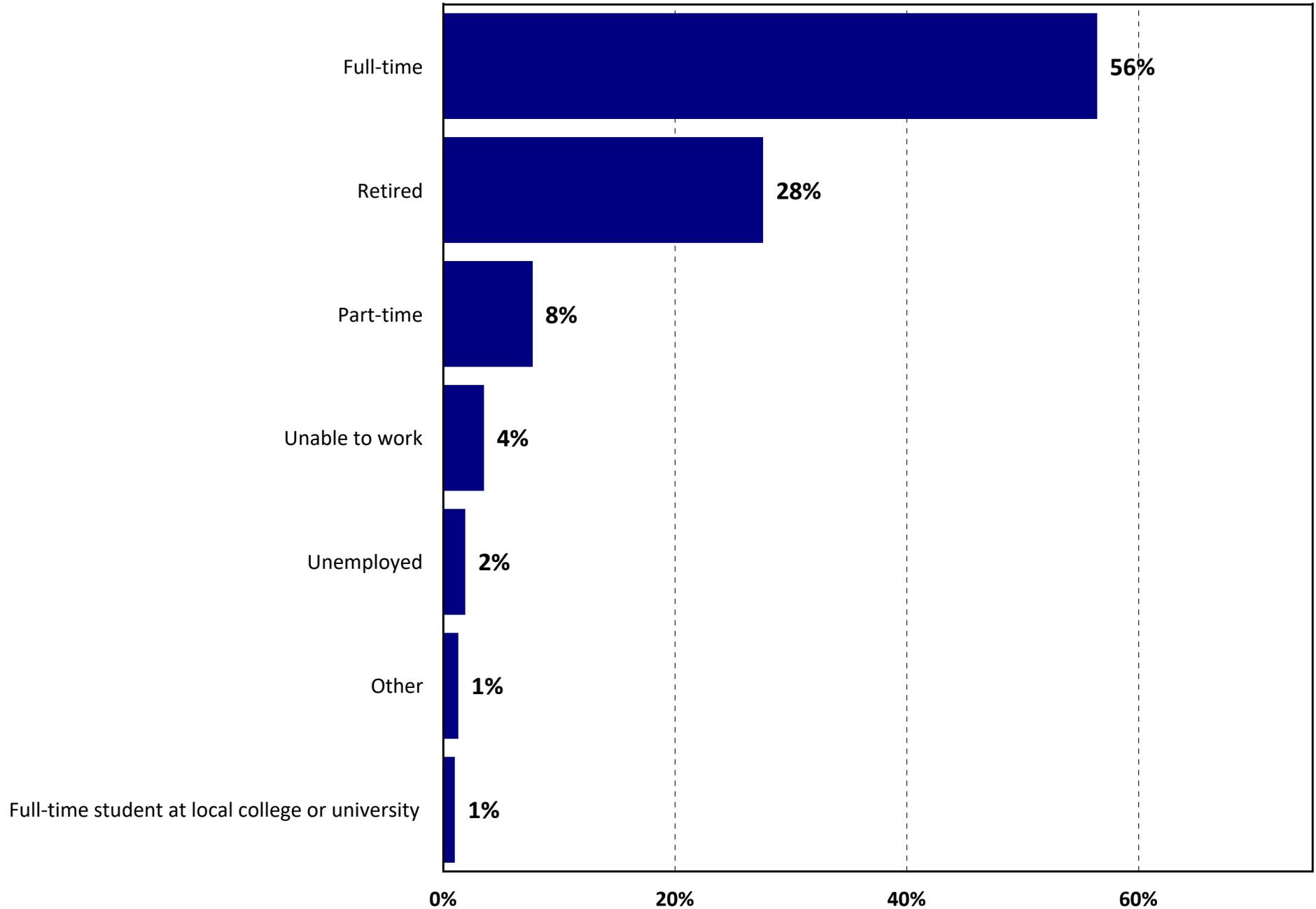
Q23. What is your age?

by percentage of respondents (excluding "not provided")



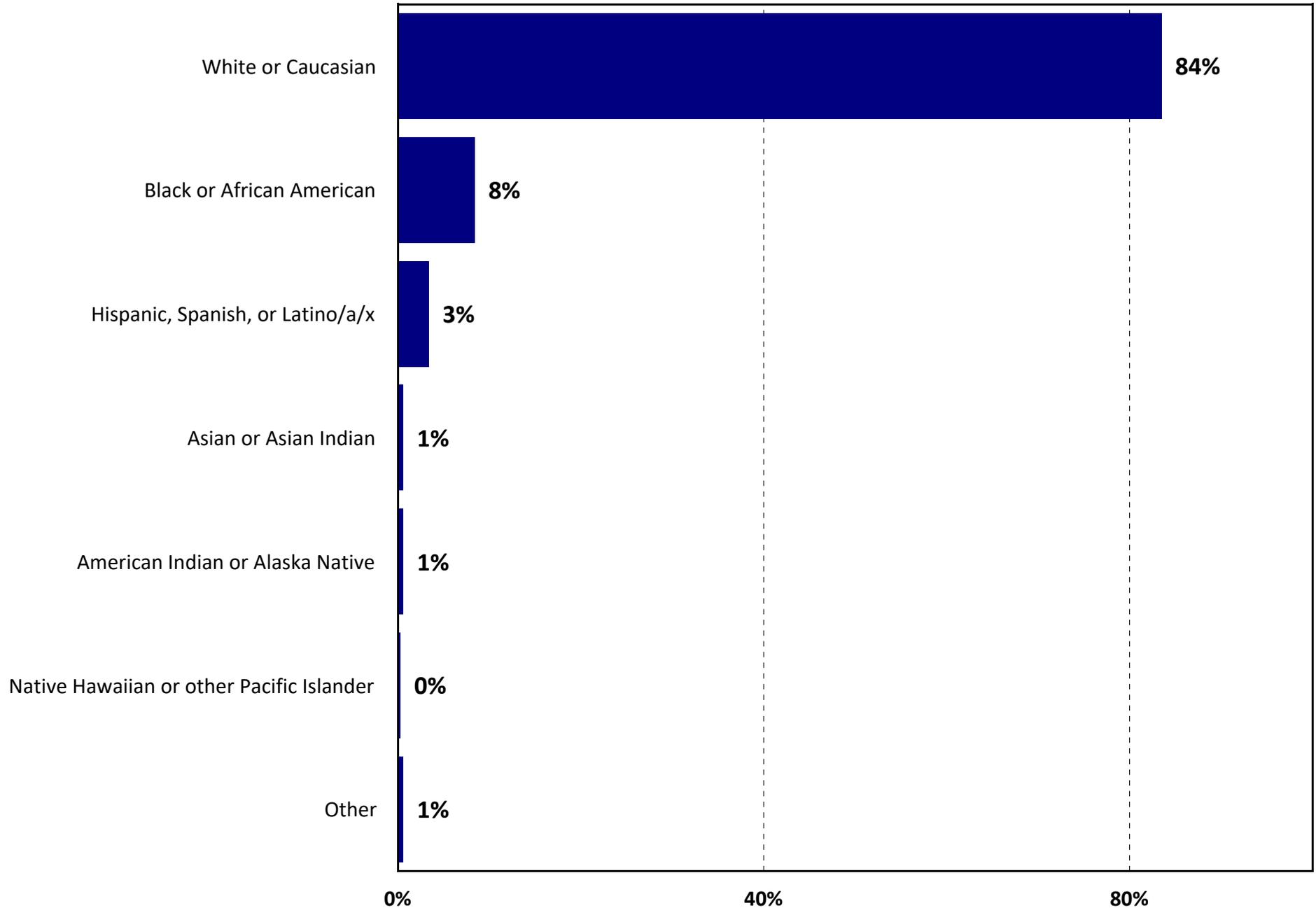
Q24. Which of the following best describes your employment status?

by percentage of respondents (excluding "prefer not to say")



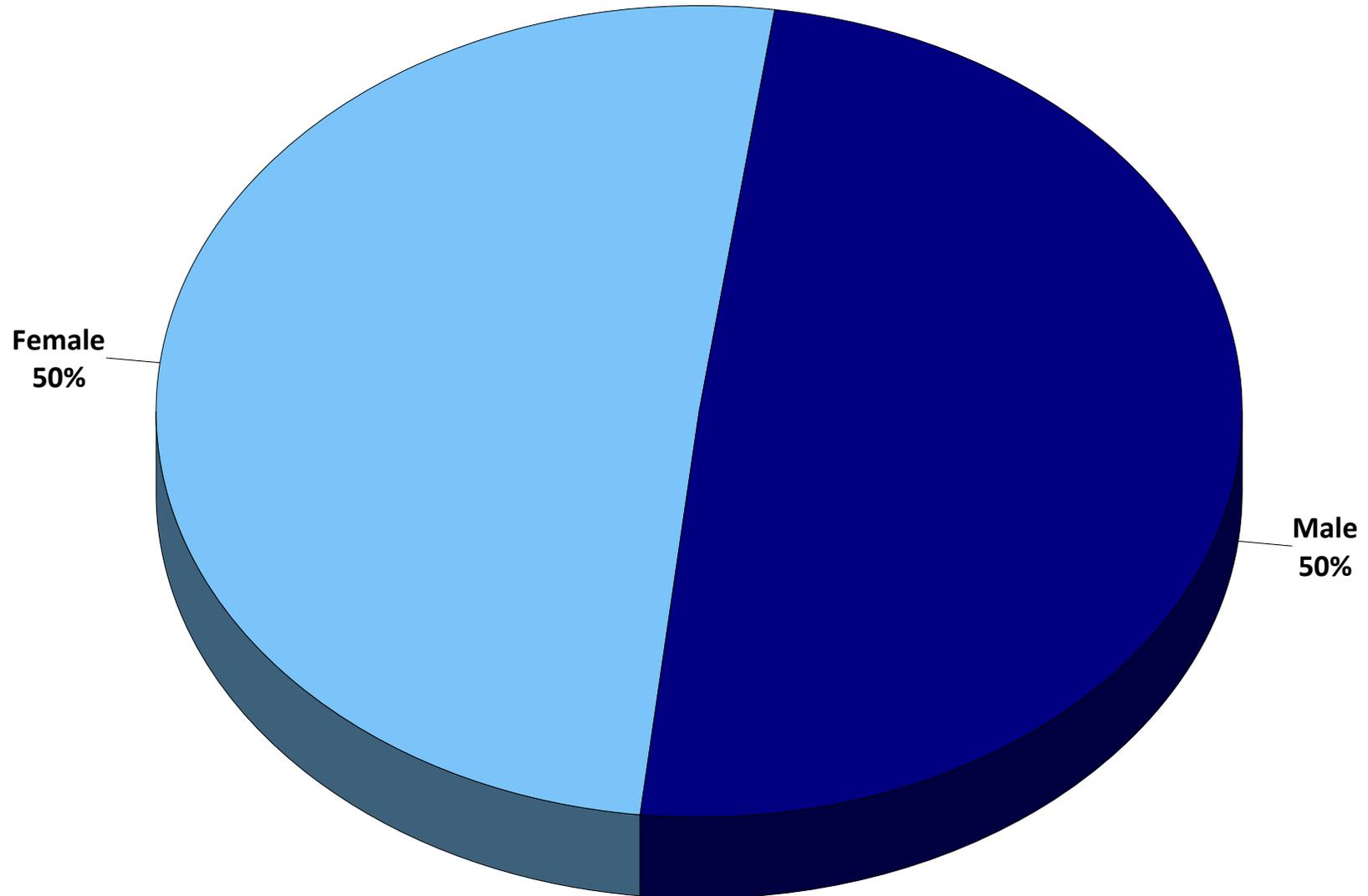
Q25. Which of the following best describes your race/ethnicity?

by percentage of respondents (multiple selections could be made)



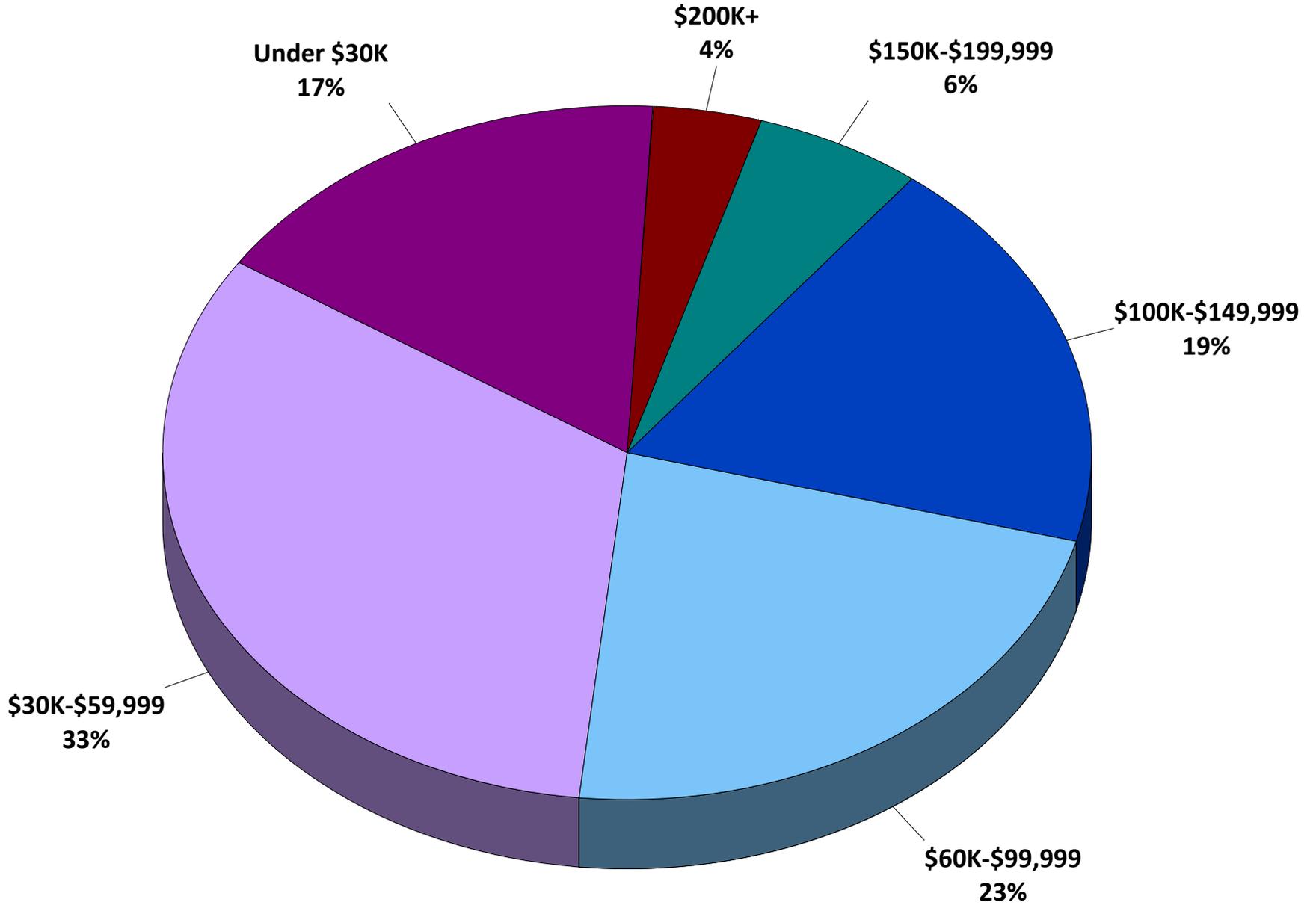
Q26. Your gender:

by percentage of respondents (excluding "prefer not to say")



Q27. Which of the following best describes your annual household income?

by percentage of respondents (excluding "prefer not to answer")





3

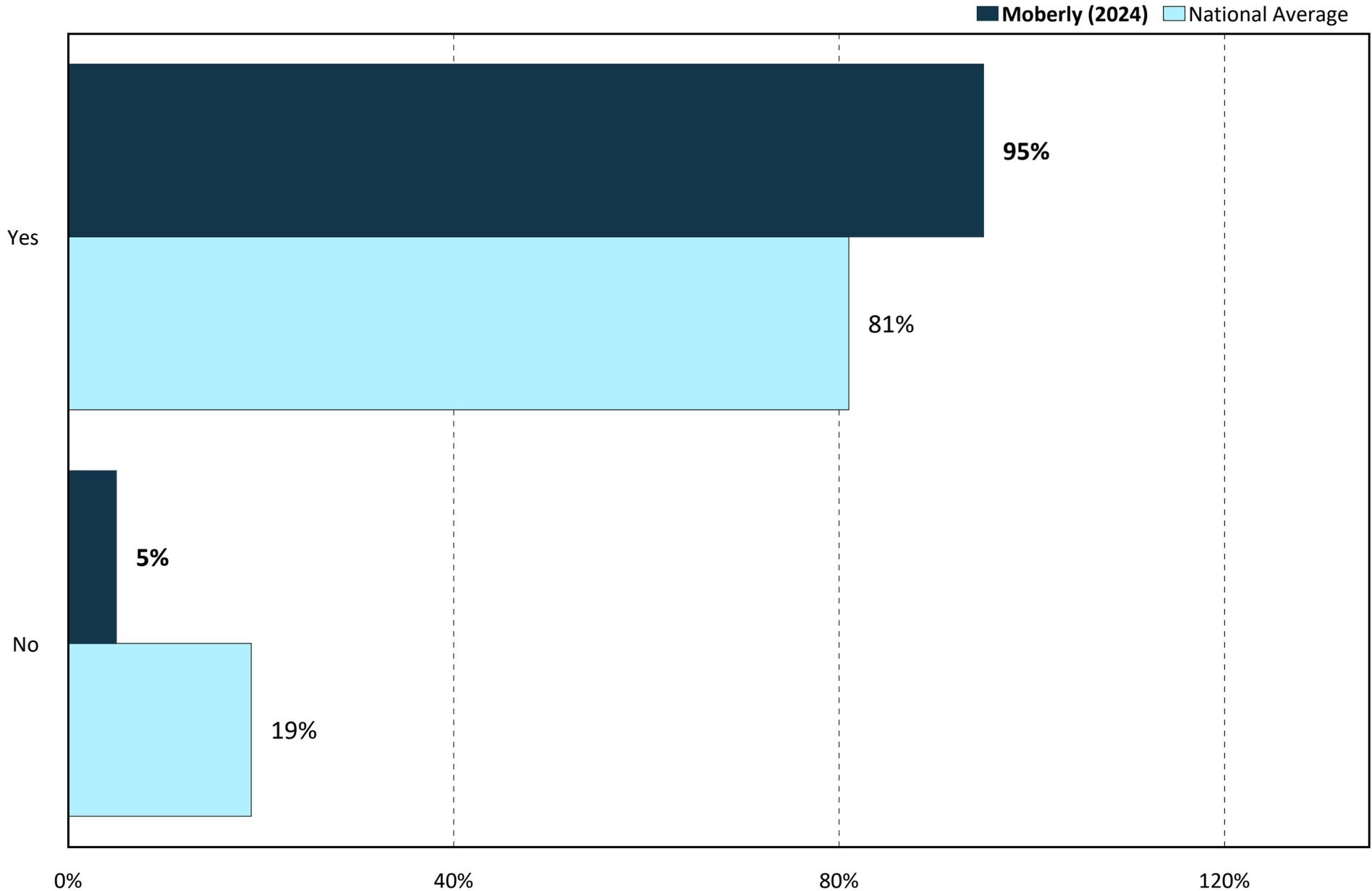
Benchmarks

National Benchmarks

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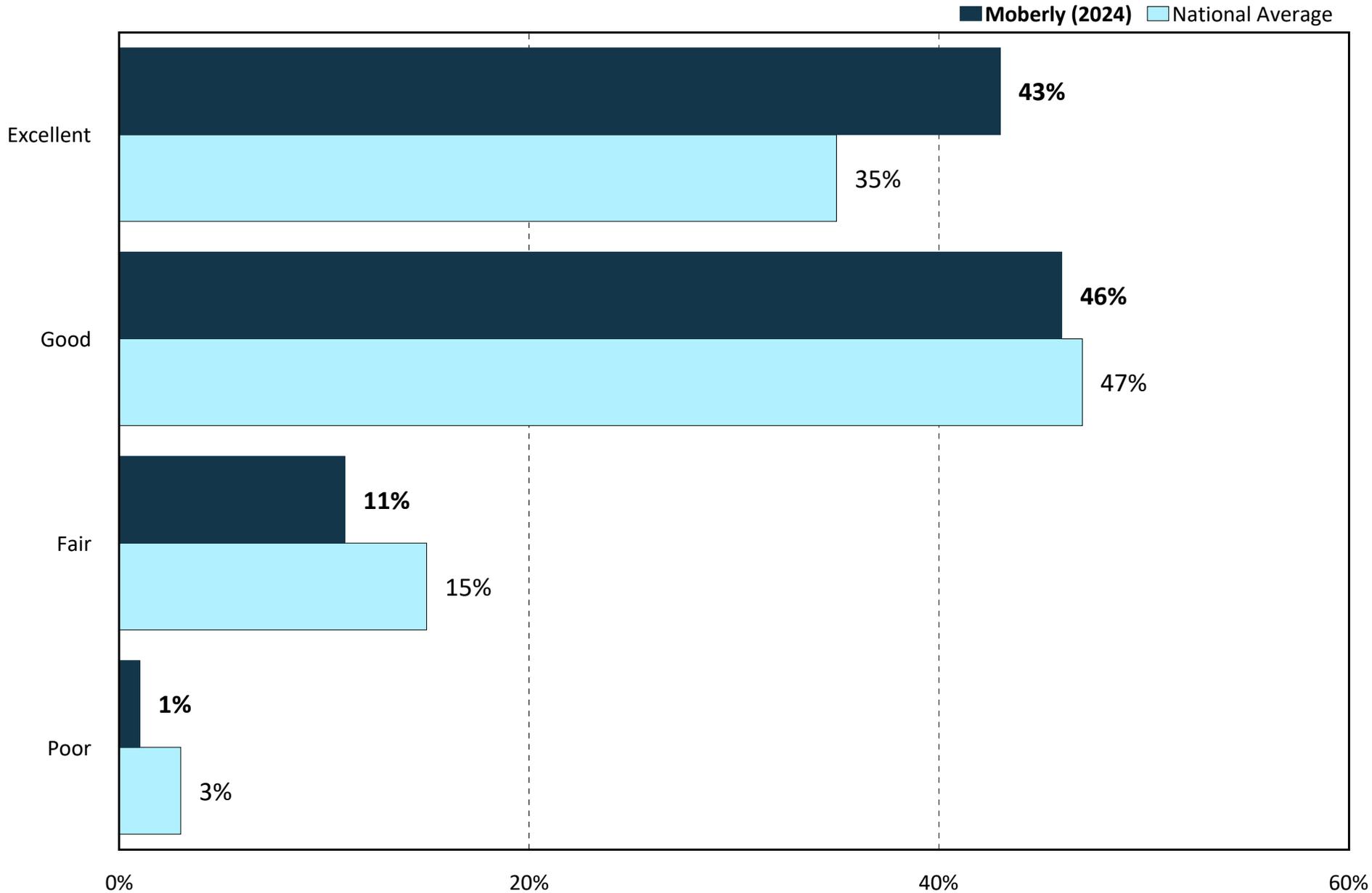
Have you/your household visited any parks or recreation facilities/amenities in your community during the past year?

by % of respondents (multiple selections could be made)



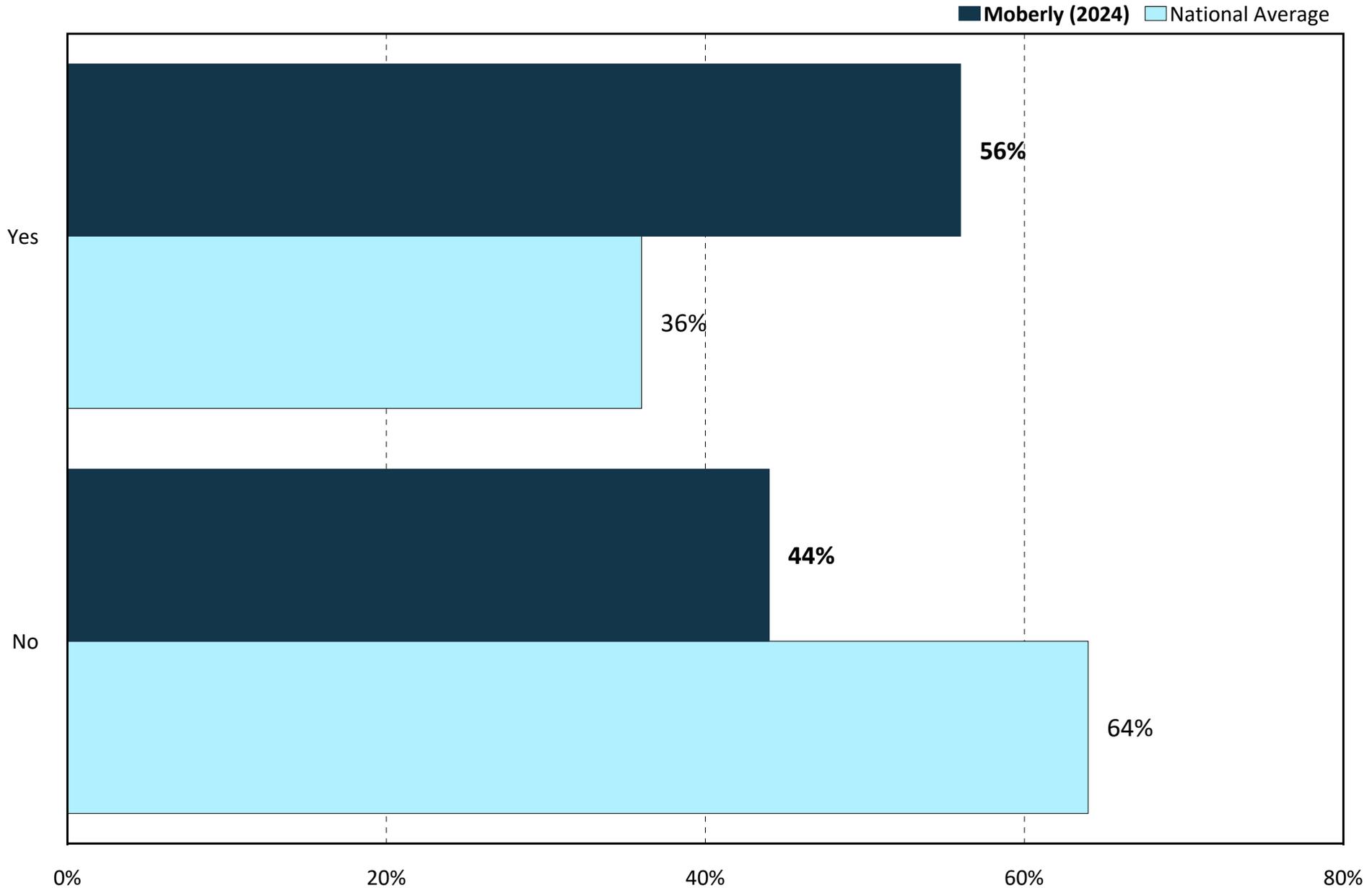
Please rate the overall condition of all the parks and recreation facilities and amenities you/your households have visited over the past year.

by % of respondents (excluding "not provided")



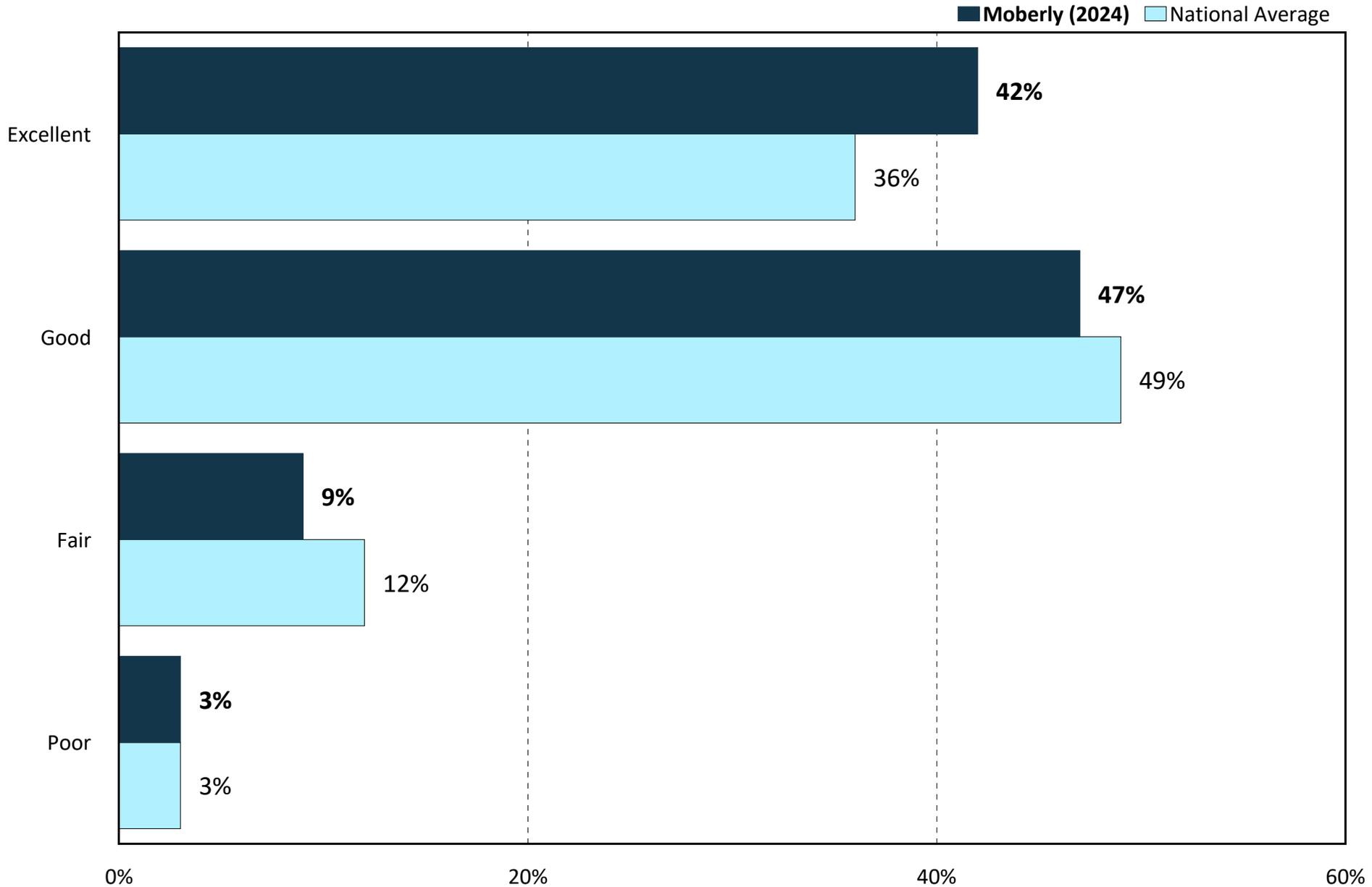
Have you/your household participated in any recreation programs offered in your community during the past year?

by % of respondents (multiple selections could be made)



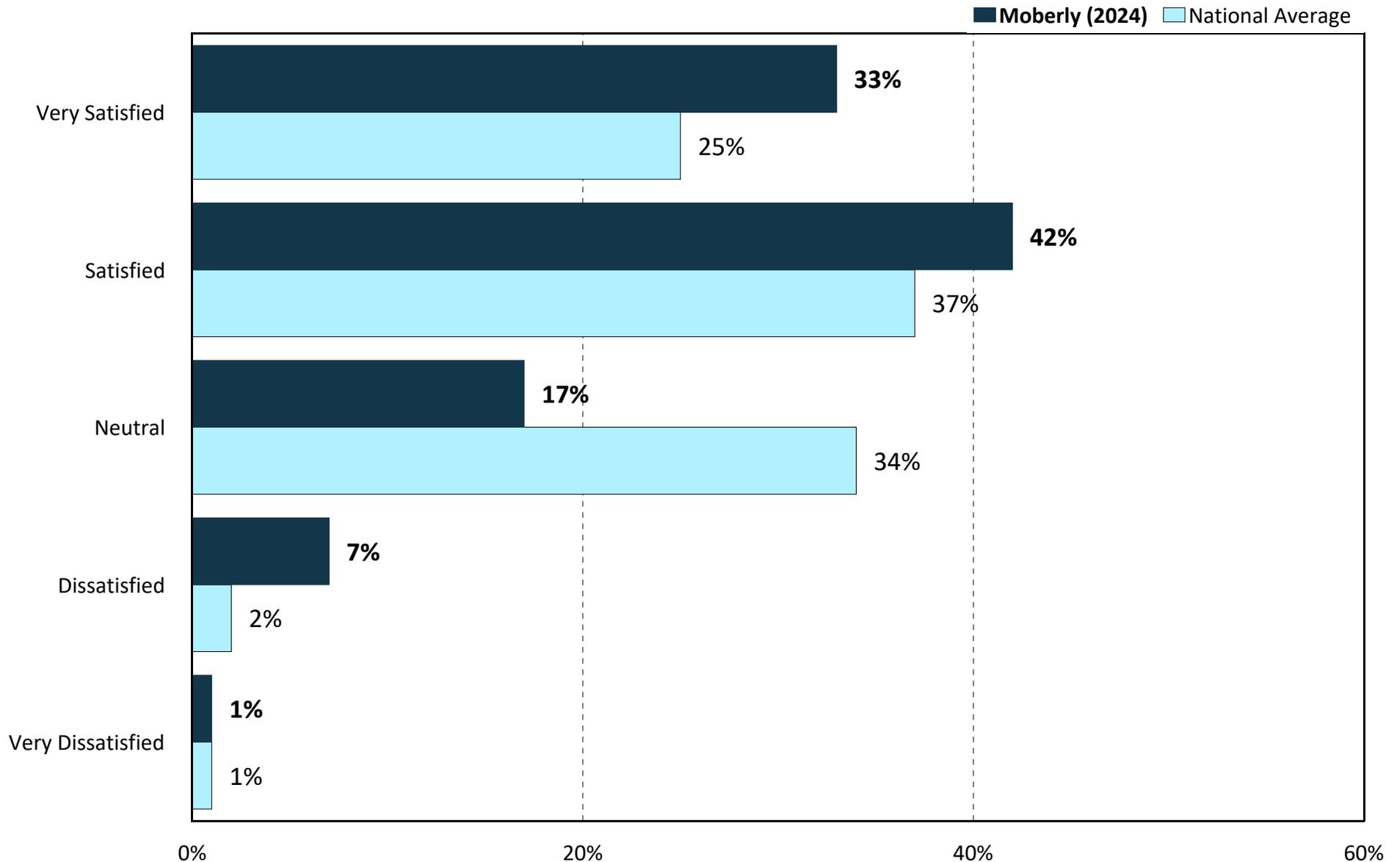
Please rate the overall condition of all the recreation programs/events you/your households have visited over the past year.

by % of respondents (excluding "not provided")



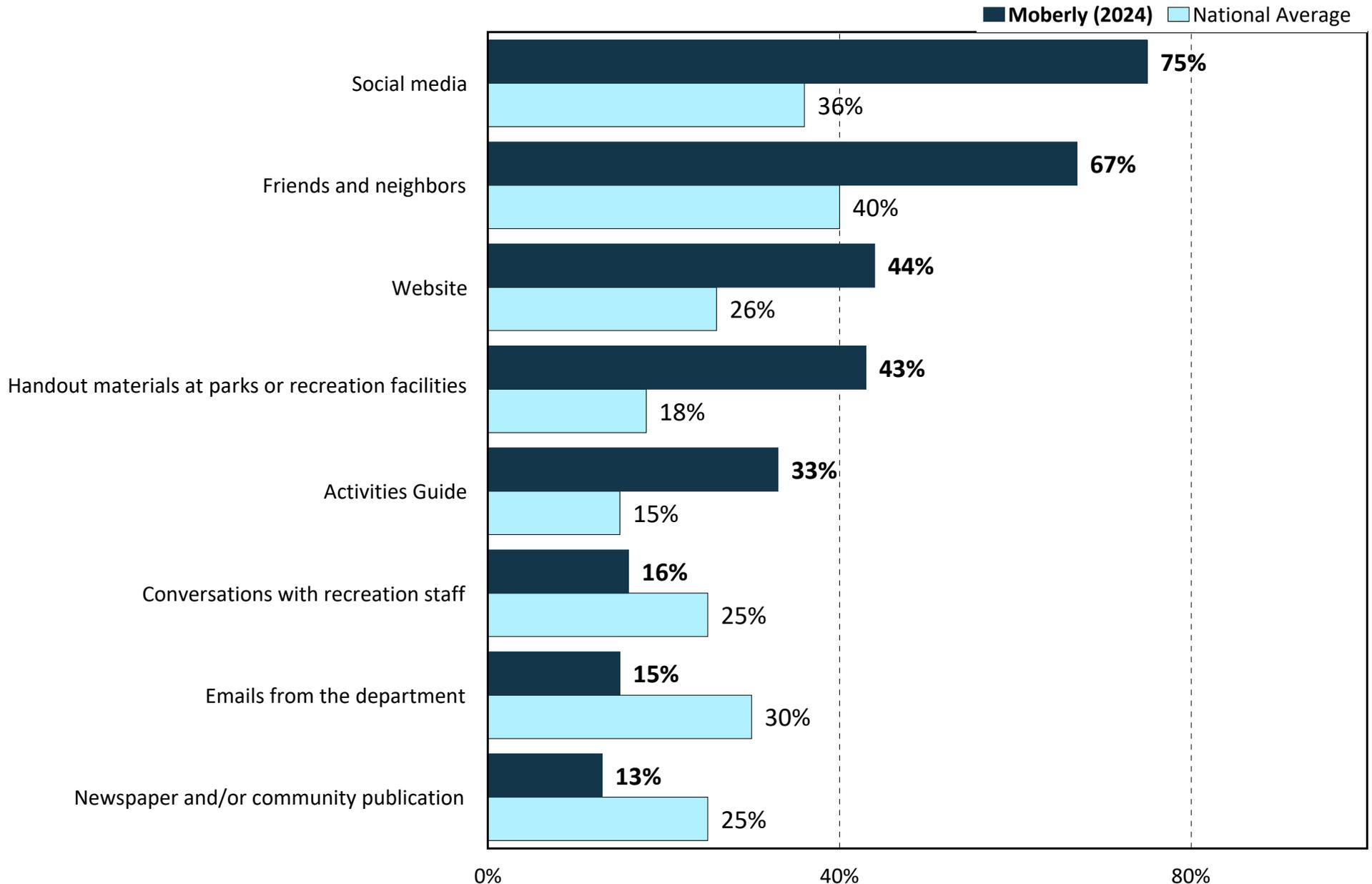
Please rate your overall level of satisfaction with the value your household receives from the parks and recreation programs, activities, and events offered in your community.

by % of respondents (excluding "not provided")



Please check all the ways you currently use to learn about parks and recreation programs, activities, and events in your community.

by % of respondents (multiple selections could be made)



A graphic consisting of a dark blue horizontal bar. On the left side of the bar, there is a white circle containing the number '4' in a dark blue font. To the right of the circle, the text 'Priority Investment Ratings' is written in a white, bold, sans-serif font.

4 Priority Investment Ratings



Priority Investment Rating (PIR)

Overview

The Priority Investment Rating (PIR) was developed by ETC Institute to provide governments with an objective tool for evaluating the priority that should be placed on parks and recreation investments. The Priority Investment Rating was developed by ETC Institute to identify the facilities/programs residents think should receive the highest priority for investment. The Priority Investment Rating reflects the importance residents place on items (sum of top 4 choices) and the unmet needs (needs that are only being met 50% or less) for each facility/program relative to the facility/program that rated the highest overall. Since decisions related to future investments should consider both the level of unmet need and the importance of facilities/programs, the PIR weights each of these components equally.

The PIR reflects the sum of the Unmet Needs Rating and the Importance Rating as shown in the equation below:

$$\text{PIR} = \text{UNR} + \text{IR}$$

For example, suppose the Unmet Needs Rating for playgrounds is 26.5 (out of 100) and the Importance Rating for playgrounds is 52 (out of 100), the Priority Investment Rating for playgrounds would be 78.5 (out of 200).

How to Analyze the Charts:

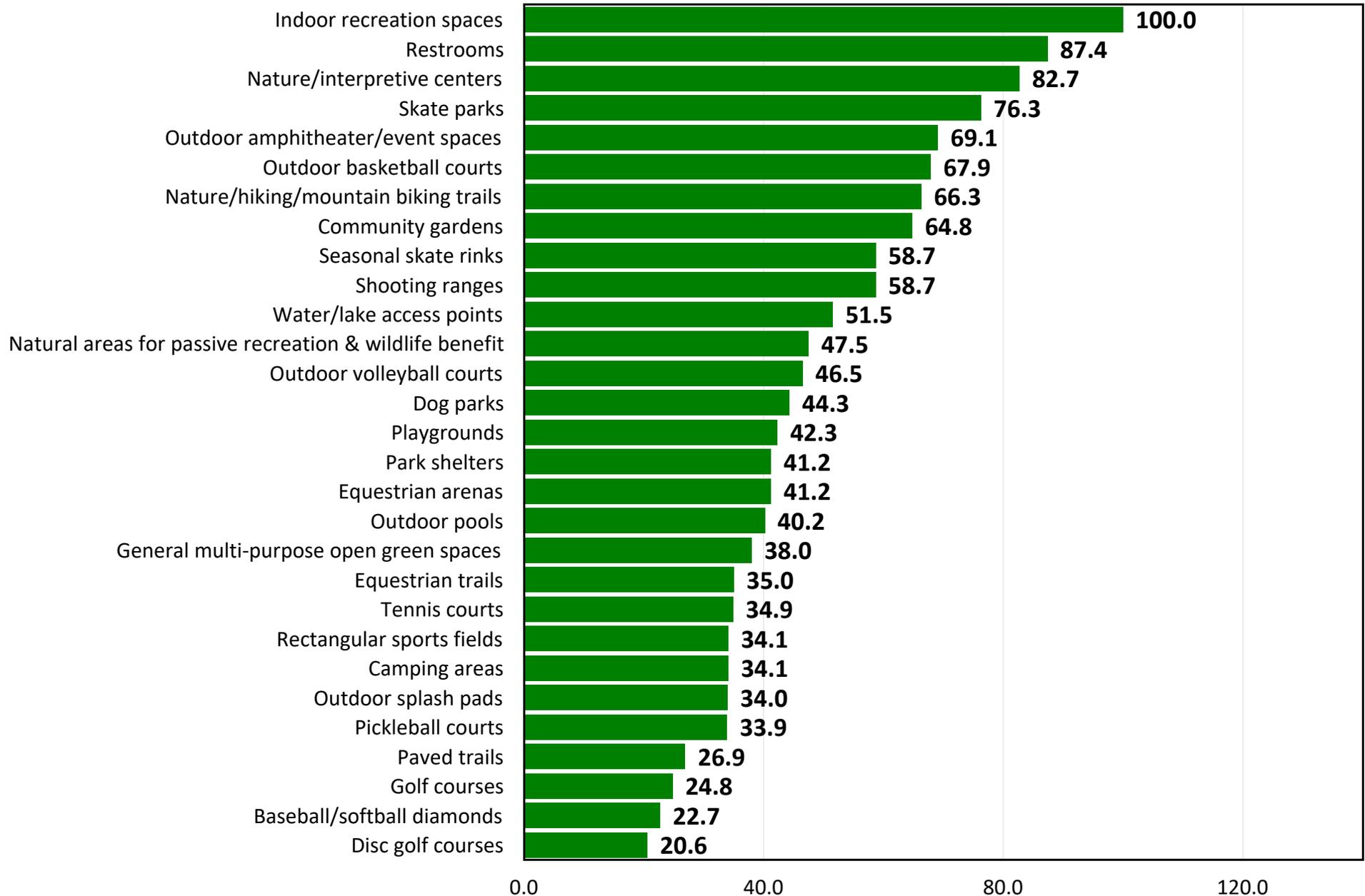
- High Priority Areas are those with a PIR of at least 110. A rating of 110 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact on the greatest number of households.
- Medium Priority Areas are those with a PIR of 70-109. A rating in this range generally indicates there is a medium to high level of unmet need or a significant percentage of residents generally think it is important to fund improvements in these areas.
- Low Priority Areas are those with a PIR below 49. A rating in this range generally indicates there is a relatively low level of unmet need and residents do not think it is important to fund improvements in these areas. Improvements may be warranted if the needs of very specialized populations are being targeted.

The following pages show the Unmet Needs Rating, Importance Rating, and Priority Investment Rating for facilities and programs.

Unmet Needs Rating for Facilities/Amenities

the rating for the item with the most unmet need=100

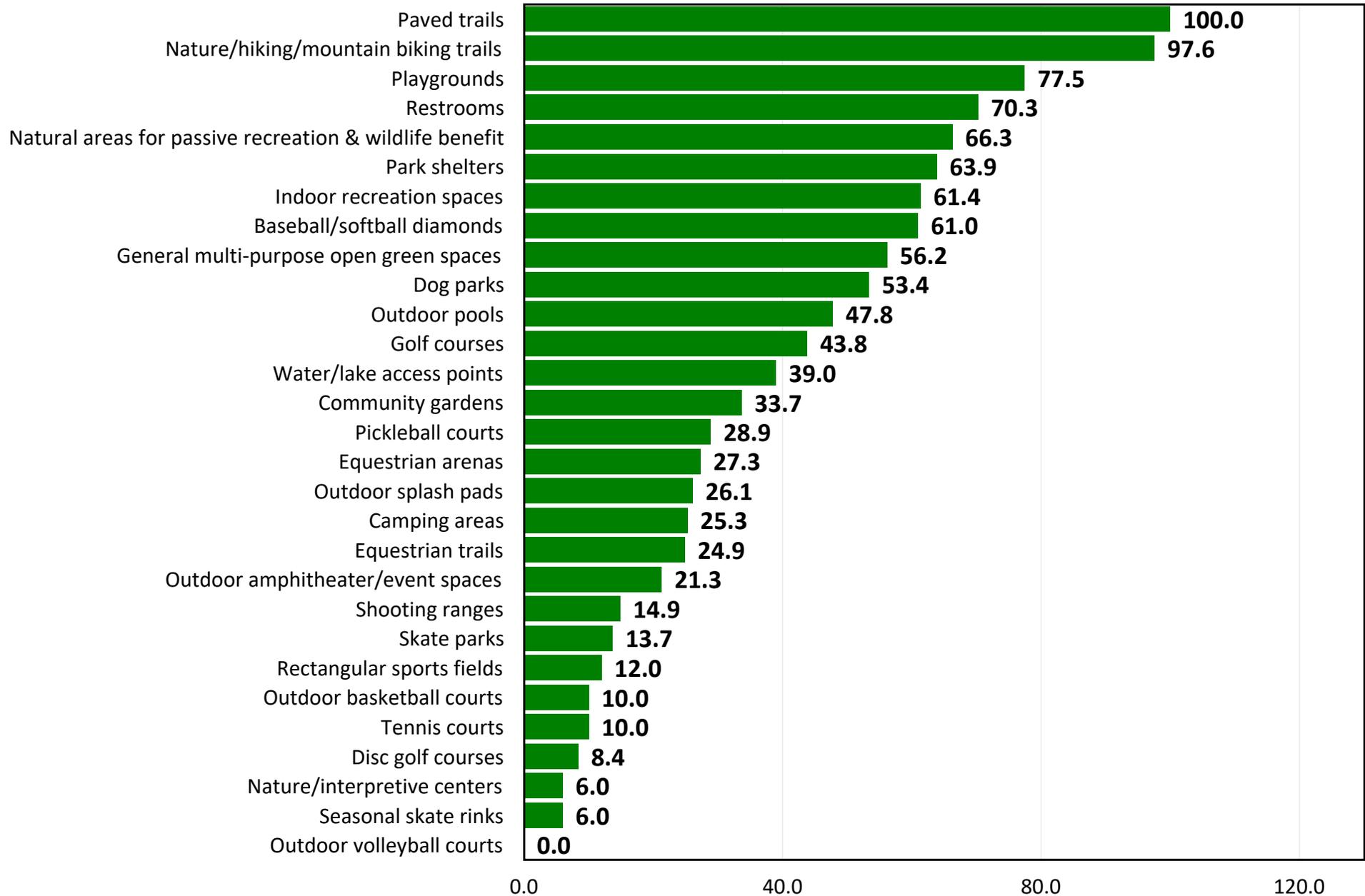
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



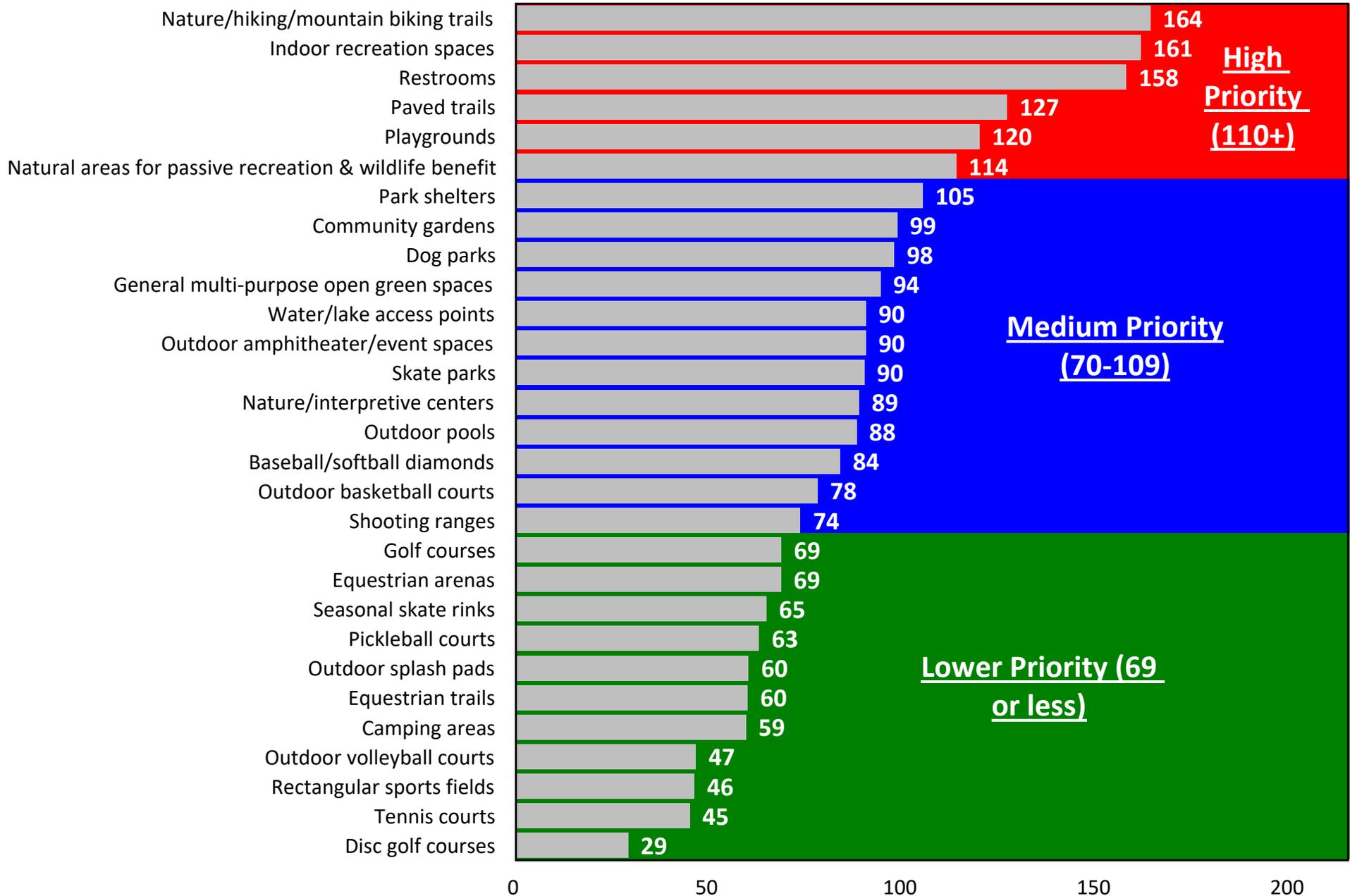
Importance Rating for Facilities/Amenities

the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



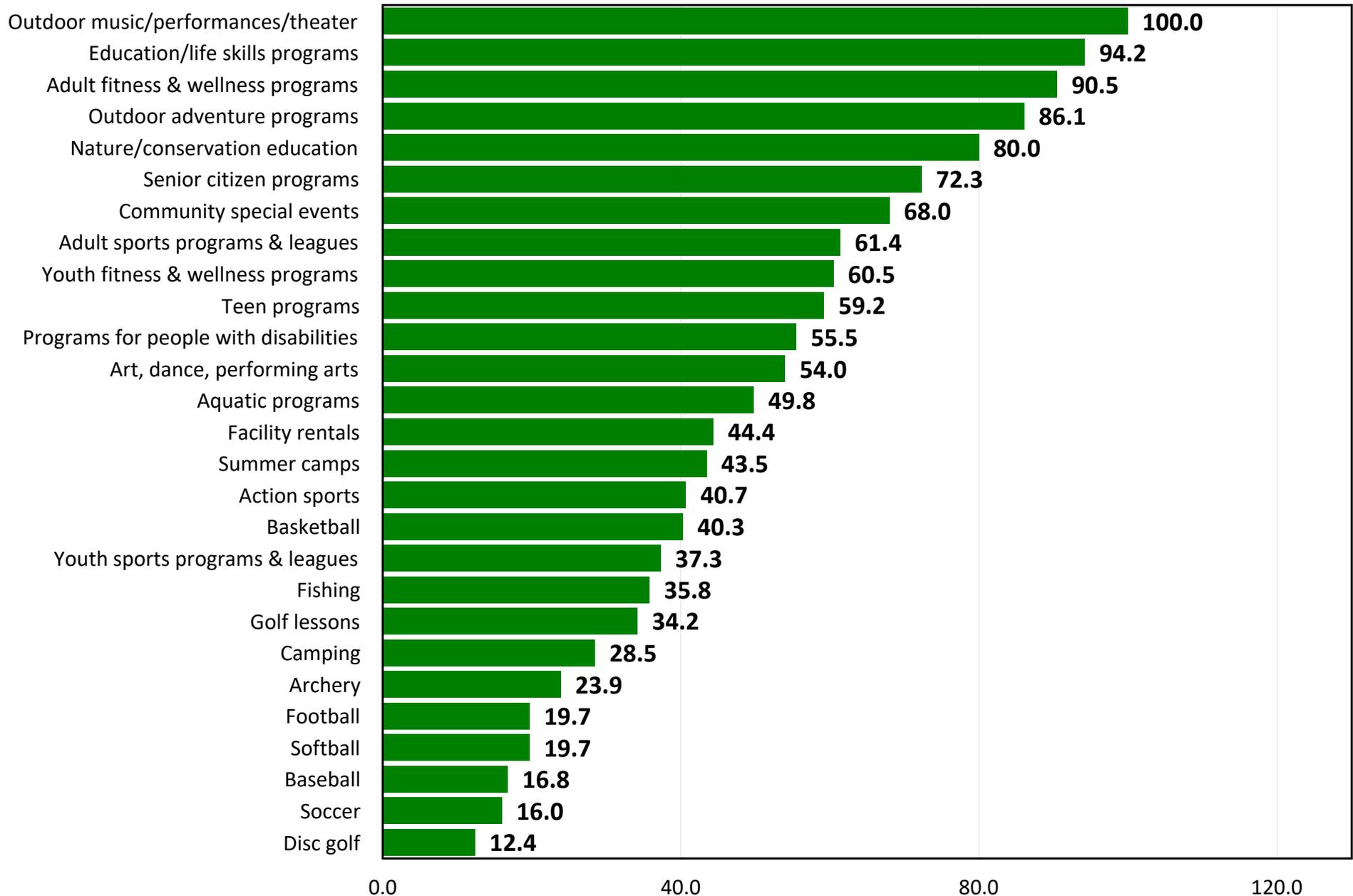
Top Priorities for Investment for Facilities/Amenities Based on Priority Investment Rating



Unmet Needs Rating for Programs/Activities

the rating for the item with the most unmet need=100

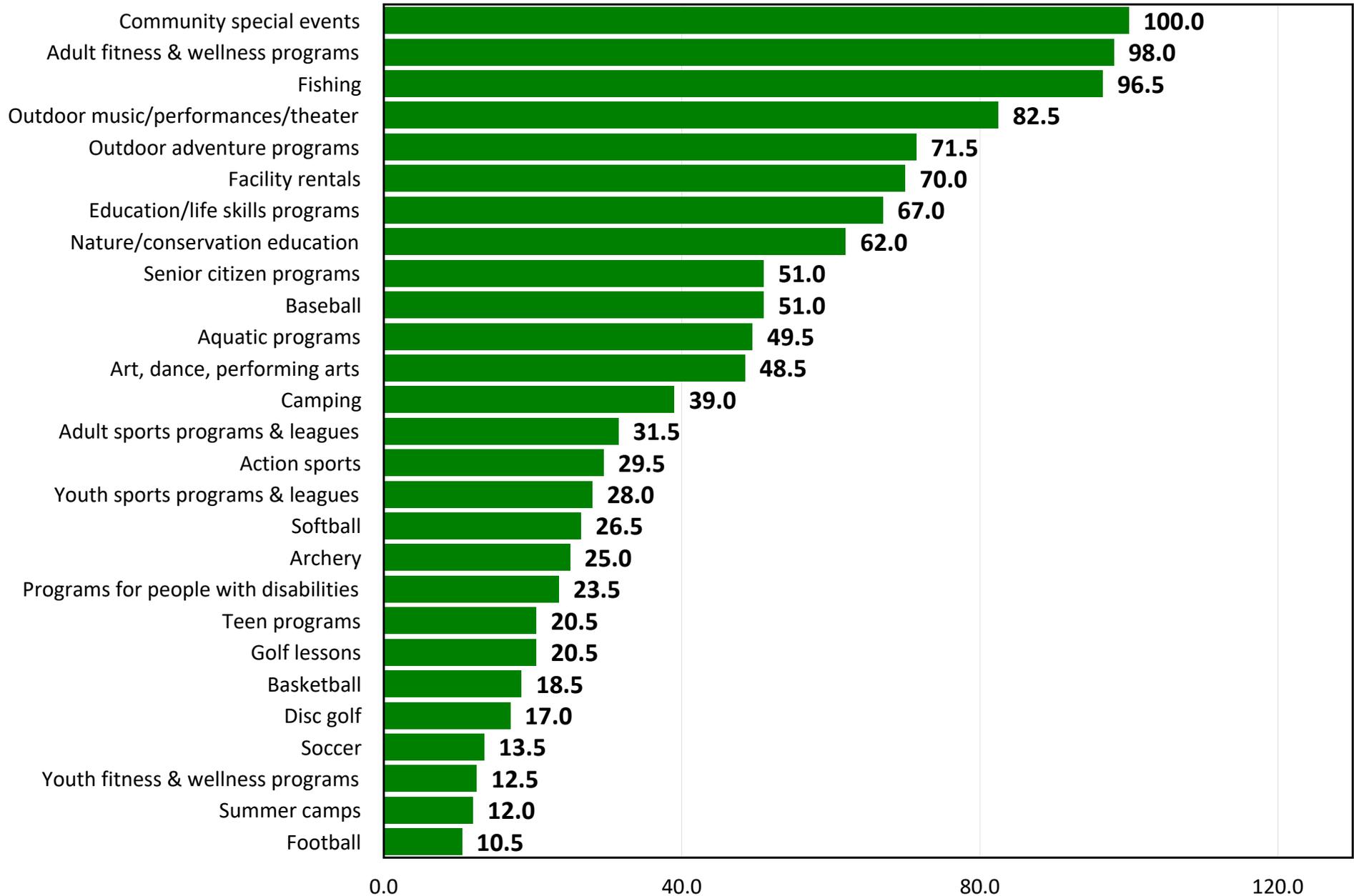
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



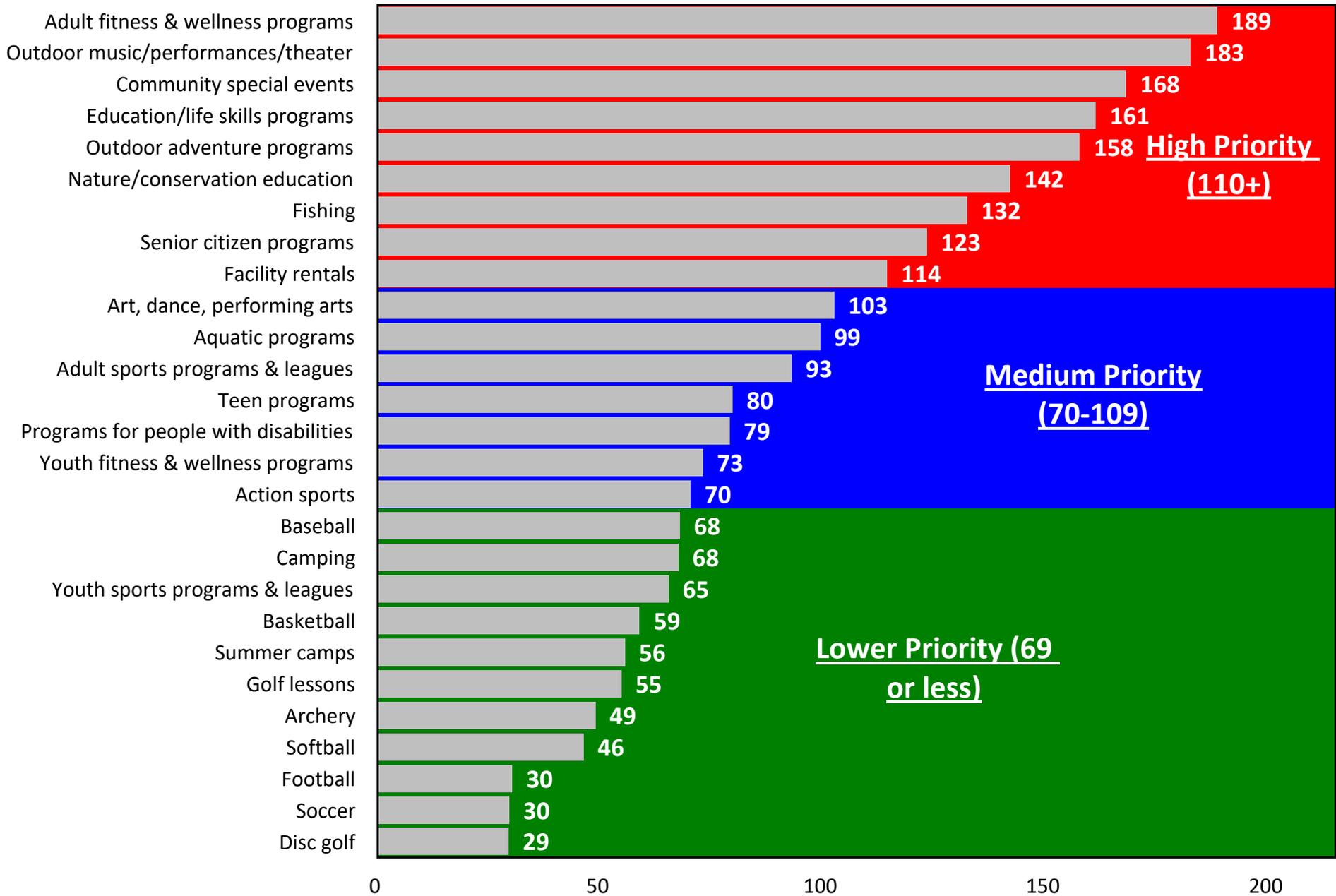
Importance Rating for Programs/Activities

the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Top Priorities for Investment for Programs/Activities Based on Priority Investment Rating





5

I-S Analysis

Importance-Satisfaction Analysis



Overview

Today, officials have limited resources which need to be targeted to the parks and recreation services that are of the most benefit to their residents. Two of the most important criteria for decision making are (1) to target resources toward the items with the highest importance to; and (2) to target resources toward those items where residents are the least satisfied. The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both highly important decision-making criteria for each of the items that are assessed on the survey. This version of the Importance-Satisfaction rating is based on the parks and recreation services and utilizes the concept that public agencies will maximize overall resident satisfaction by emphasizing areas where the level of satisfaction is relatively low, and the perceived importance of the item is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for the items selected as the first, second, and third most important item for the City to emphasize. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among the parks and recreation services are comparable. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

Respondents were asked to identify the item they think should receive the most emphasis from the City. Fifty-two percent (52%) of respondents selected **Maintenance of Parks** as one of the most important item for the City to emphasize. With regard to satisfaction, 78% of respondents surveyed rated the City's overall performance in **Maintenance of Parks**, as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for Number of **Maintenance of Parks** was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 52% was multiplied by 78% (1-0.7820). This calculation yielded an I-S rating of 0.1127 which ranked third out of fourteen parks and recreation service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate they are positively satisfied with the delivery of the items.

Importance-Satisfaction Analysis



The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the items
- If none (0%) of the respondents selected an item as one for the three most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ($IS \geq 0.20$)
- Increase Current Emphasis ($0.10 \leq IS < 0.20$)
- Maintain Current Emphasis ($IS < 0.10$)

The results for Moberly, MO are provided on the following pages.

2024 Importance-Satisfaction Rating Moberly, Missouri Parks and Recreation Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Availability of information about programs/facilities	23%	5	49%	14	0.1174	1
Variety of programs, activities, & athletics offered by City	27%	3	58%	10	0.1128	2
Maintenance of parks	52%	1	78%	2	0.1127	3
Quality of programs, activities, & athletics offered by City	25%	4	59%	9	0.1009	4
Medium Priority (IS <.10)						
Maintenance of trails	31%	2	75%	3	0.0763	5
Overall value your household receives for taxes paid	19%	7	62%	7	0.0699	6
Access to natural areas, undeveloped open space, etc.	17%	8	63%	6	0.0625	7
Variety of different types of parks in City	19%	6	70%	5	0.0584	8
Fees charged for City recreation programs	12%	10	49%	12	0.0582	9
Number of parks in City	11%	11	75%	4	0.0268	10
Ease of renting/reserving a City facility	7%	12	61%	8	0.0267	11
Ease of registering for programs or activities	6%	13	55%	11	0.0254	12
Program schedule (time/day)	5%	14	49%	13	0.0250	13
How close parks are located to your home	12%	9	80%	1	0.0234	14

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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6

Tabular Data

Q1. Including yourself, how many people in your household are...

	Mean	Sum
number	2.7	850
Under age 5	0.2	52
Ages 5-9	0.2	56
Ages 10-14	0.2	50
Ages 15-19	0.2	66
Ages 20-24	0.1	27
Ages 25-34	0.3	108
Ages 35-44	0.3	105
Ages 45-54	0.4	123
Ages 55-64	0.4	122
Ages 65-74	0.3	84
Ages 75+	0.2	57

Q2. Have you or other members of your household visited any parks or facilities offered by the Parks and Recreation Department during the past year?

Q2. Have your household members visited any parks or facilities during past year

	Number	Percent
Yes	306	95.3 %
No	15	4.7 %
Total	321	100.0 %

Q2a. How would you rate the physical condition of the parks/facilities you and the members of your household have visited during the past year?

Q2a. How would you rate physical condition of parks/facilities your household members have visited during past year

	Number	Percent
Excellent	130	42.5 %
Good	139	45.4 %
Fair	33	10.8 %
Poor	3	1.0 %
Not provided	1	0.3 %
Total	306	100.0 %

WITHOUT NOT PROVIDED

Q2a. How would you rate the physical condition of the parks/facilities you and the members of your household have visited during the past year? (without "not provided")

Q2a. How would you rate physical condition of parks/facilities your household members have visited during past year

	Number	Percent
Excellent	130	42.6 %
Good	139	45.6 %
Fair	33	10.8 %
Poor	3	1.0 %
Total	305	100.0 %

Q3. Have you or other members of your household participated in any programs and activities offered by the Parks and Recreation Department during the past year?

Q3. Have your household members participated in any programs & activities during past year	Number	Percent
Yes	180	56.1 %
No	141	43.9 %
Total	321	100.0 %

Q3a. How would you rate the programs and activities you and the members of your household have participated in during the past year?

Q3a. How would you rate programs & activities your household members have participated in	Number	Percent
Excellent	74	41.1 %
Good	83	46.1 %
Fair	16	8.9 %
Poor	5	2.8 %
Not provided	2	1.1 %
Total	180	100.0 %

WITHOUT NOT PROVIDED

Q3a. How would you rate the programs and activities you and the members of your household have participated in during the past year? (without "not provided")

Q3a. How would you rate programs & activities your household members have participated in	Number	Percent
Excellent	74	41.6 %
Good	83	46.6 %
Fair	16	9.0 %
Poor	5	2.8 %
Total	178	100.0 %

Q4. Have you or other members of your household participated in any sports leagues and classes offered through the Parks and Recreation Department during the past year?

Q4. Have your household members participated in any sports leagues & classes during past year	Number	Percent
Yes	62	19.3 %
No	259	80.7 %
Total	321	100.0 %

Q4a. How would you rate the sports leagues and classes you and the members of your household have participated in during the past year?

Q4a. How would you rate sports leagues & classes your household members have participated in	Number	Percent
Excellent	22	35.5 %
Good	25	40.3 %
Fair	10	16.1 %
Poor	4	6.5 %
Not provided	1	1.6 %
Total	62	100.0 %

WITHOUT NOT PROVIDED**Q4a. How would you rate the sports leagues and classes you and the members of your household have participated in during the past year? (without "not provided")**

Q4a. How would you rate sports leagues & classes your household members have participated in	Number	Percent
Excellent	22	36.1 %
Good	25	41.0 %
Fair	10	16.4 %
Poor	4	6.6 %
Total	61	100.0 %

Q5. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with the following parks and facilities provided by the City of Moberly.

(N=321)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Haven't used
Q5-1. Depot Park (Intersection of W Reed St & N Sturgeon St)	18.7%	29.3%	10.3%	1.9%	0.0%	39.9%
Q5-2. Fox Park (1160 Russhaven Dr)	17.8%	33.3%	11.2%	2.8%	0.6%	34.3%
Q5-3. Heritage Hills Golf Course (3534 State Hwy JJ)	7.2%	13.1%	6.9%	2.8%	2.2%	67.9%
Q5-4. Howard Hills Athletic Complex (in Rothwell Park)	26.8%	32.4%	7.2%	1.2%	0.3%	32.1%
Q5-5. Lion's Beuth Park (1001 Beuth Rd)	19.6%	34.6%	8.4%	2.2%	0.3%	34.9%
Q5-6. Moberly Aquatic Center (in Rothwell Park)	17.4%	27.1%	6.9%	2.8%	1.2%	44.5%
Q5-7. Rothwell Park (Rothwell Park Rd)	46.4%	38.6%	6.2%	1.2%	0.9%	6.5%
Q5-8. Shepherd Fields (1438 South Morley Street)	9.0%	16.2%	10.3%	1.9%	0.3%	62.3%
Q5-9. Tannehill Park & Splashpad (107 Hagood St)	12.8%	20.9%	8.7%	2.5%	1.2%	53.9%
Q5-10. Thompson Campground (in Rothwell Park)	8.7%	10.3%	4.7%	1.9%	0.9%	73.5%

WITHOUT HAVEN'T USED

Q5. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with the following parks and facilities provided by the City of Moberly. (without "haven't used")

(N=321)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Depot Park (Intersection of W Reed St & N Sturgeon St)	31.1%	48.7%	17.1%	3.1%	0.0%
Q5-2. Fox Park (1160 Russhaven Dr)	27.0%	50.7%	17.1%	4.3%	0.9%
Q5-3. Heritage Hills Golf Course (3534 State Hwy JJ)	22.3%	40.8%	21.4%	8.7%	6.8%
Q5-4. Howard Hills Athletic Complex (in Rothwell Park)	39.4%	47.7%	10.6%	1.8%	0.5%
Q5-5. Lion's Beuth Park (1001 Beuth Rd)	30.1%	53.1%	12.9%	3.3%	0.5%
Q5-6. Moberly Aquatic Center (in Rothwell Park)	31.5%	48.9%	12.4%	5.1%	2.2%
Q5-7. Rothwell Park (Rothwell Park Rd)	49.7%	41.3%	6.7%	1.3%	1.0%
Q5-8. Shepherd Fields (1438 South Morley Street)	24.0%	43.0%	27.3%	5.0%	0.8%
Q5-9. Tannehill Park & Splashpad (107 Hagood St)	27.7%	45.3%	18.9%	5.4%	2.7%
Q5-10. Thompson Campground (in Rothwell Park)	32.9%	38.8%	17.6%	7.1%	3.5%

Q6. On average, how often do you or other members of your household visit parks in Moberly?

Q6. How often do your household members visit parks in Moberly on average

	Number	Percent
Almost daily	45	14.0 %
A few times per week	62	19.3 %
At least once per week	74	23.1 %
At least once per month	72	22.4 %
A few times per year	54	16.8 %
Once per year	3	0.9 %
Seldom or never	8	2.5 %
Not provided	3	0.9 %
Total	321	100.0 %

WITHOUT NOT PROVIDED**Q6. On average, how often do you or other members of your household visit parks in Moberly? (without "not provided")**

Q6. How often do your household members visit parks in Moberly on average	Number	Percent
Almost daily	45	14.2 %
A few times per week	62	19.5 %
At least once per week	74	23.3 %
At least once per month	72	22.6 %
A few times per year	54	17.0 %
Once per year	3	0.9 %
Seldom or never	8	2.5 %
Total	318	100.0 %

Q7. Which of the following reasons PREVENT you or other members of your household from using parks in Moberly, or from using them more often?

Q7. Reasons that prevent your household from using parks in Moberly or from using them more often	Number	Percent
Too hard to find parking	12	3.7 %
ADA accessibility is lacking	13	4.0 %
Condition of amenities	21	6.5 %
Lack of age-appropriate amenities	42	13.1 %
Safety or security concerns	30	9.3 %
Lack of maintenance & repair of existing facilities	24	7.5 %
Not interested/too busy	51	15.9 %
Amenities offered don't match my interests or needs	34	10.6 %
Facilities too crowded	21	6.5 %
Too far away from residence	19	5.9 %
Other	16	5.0 %
None. No barriers exist for me	138	43.0 %
Total	421	

WITHOUT NONE**Q7. Which of the following reasons PREVENT you or other members of your household from using parks in Moberly, or from using them more often? (without "none")**

Q7. Reasons that prevent your household from using parks in Moberly or from using them more often	Number	Percent
Not interested/too busy	51	27.9 %
Lack of age-appropriate amenities	42	23.0 %
Amenities offered don't match my interests or needs	34	18.6 %
Safety or security concerns	30	16.4 %
Lack of maintenance & repair of existing facilities	24	13.1 %
Condition of amenities	21	11.5 %
Facilities too crowded	21	11.5 %
Too far away from residence	19	10.4 %
Other	16	8.7 %
ADA accessibility is lacking	13	7.1 %
Too hard to find parking	12	6.6 %
Total	283	

Q7-11. Other

- Although I love the walking trails, the hills have become an obstacle to me as I age. I would love to see more trails around the lake with a view of the lake that are more level for walking. Resting benches along the way would help also.
- Condition of some trails
- Conflicts with work schedule.
- Cost the lodge
- I have found needles on the ground at Lions and Tannehill Parks.
- I work full time, however, I do go watch my grandchildren play sports
- Lack of public transit.
- lack of time
- No restrooms at Water Works.
- Park rangers have been known to follow and question people.
- The pool prices have become expensive for families with multiple children.
- There's no longer camping allowed in Thompson campground unless you have a massive group. Very disappointing.
- Things have greatly changed over the years in our local parks. You used to be able to do things you wanted to and there were a lot more options. Now the park directs you to do more of what they want you to do. What's easier for them.
- Too expensive
- Weather & out of town
- With all the lovely parks, especially lions park why don't we have more outdoor concerts especially during the summer months we could do a every Friday night free concert for people there's just nothing to do but go sit

Q8. Please indicate how well your needs are being met for each of the PARK or AMENITY types listed below on a scale of 4 to 1, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all.

(N=321)

	Fully met	Mostly met	Partly met	Not met	No need
Q8-1. Baseball/softball diamonds	18.4%	13.1%	4.4%	2.5%	61.7%
Q8-2. Camping areas	8.4%	8.1%	4.4%	5.9%	73.2%
Q8-3. Community gardens	11.5%	11.2%	6.5%	13.1%	57.6%
Q8-4. Disc golf courses	11.5%	7.8%	4.0%	2.2%	74.5%
Q8-5. Dog parks	16.2%	15.9%	9.7%	3.7%	54.5%
Q8-6. Equestrian arenas	5.0%	5.3%	4.0%	8.4%	77.3%
Q8-7. Equestrian trails	8.7%	3.4%	3.1%	7.5%	77.3%
Q8-8. General multi-purpose open green spaces	33.3%	22.7%	10.3%	1.2%	32.4%
Q8-9. Golf courses	12.5%	10.9%	2.8%	4.7%	69.2%
Q8-10. Indoor recreation spaces	13.1%	13.4%	10.9%	19.3%	43.3%
Q8-11. Natural areas for passive recreation & wildlife benefit	34.0%	24.9%	10.6%	3.7%	26.8%
Q8-12. Nature/hiking/mountain biking trails	28.7%	20.6%	12.8%	7.2%	30.8%
Q8-13. Nature/interpretive centers	13.1%	12.5%	10.0%	15.0%	49.5%
Q8-14. Outdoor amphitheater/event spaces	16.2%	15.9%	9.7%	11.2%	47.0%
Q8-15. Outdoor basketball courts	8.1%	8.7%	11.5%	9.0%	62.6%
Q8-16. Outdoor pools	28.3%	19.9%	7.8%	4.4%	39.6%
Q8-17. Outdoor splash pads	23.4%	14.3%	6.9%	3.4%	52.0%
Q8-18. Outdoor volleyball courts	6.9%	6.9%	6.2%	7.8%	72.3%
Q8-19. Park shelters	36.8%	29.0%	10.3%	2.2%	21.8%
Q8-20. Paved trails	47.4%	27.4%	5.6%	2.5%	17.1%
Q8-21. Pickleball courts	18.7%	8.1%	6.2%	4.0%	62.9%
Q8-22. Playgrounds	28.0%	20.9%	10.3%	2.5%	38.3%

Q8. Please indicate how well your needs are being met for each of the PARK or AMENITY types listed below on a scale of 4 to 1, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all.

	Fully met	Mostly met	Partly met	Not met	No need
Q8-23. Rectangular sports fields (soccer, football, lacrosse, etc.)	17.8%	10.3%	6.2%	4.0%	61.7%
Q8-24. Restrooms	27.7%	30.8%	20.2%	6.2%	15.0%
Q8-25. Seasonal skate rinks	12.8%	10.0%	8.7%	9.0%	59.5%
Q8-26. Shooting ranges (archery, rifle, etc.)	6.9%	9.3%	5.6%	12.1%	66.0%
Q8-27. Skate parks	4.4%	1.9%	4.0%	19.0%	70.7%
Q8-28. Tennis courts	17.1%	11.8%	8.7%	1.9%	60.4%
Q8-29. Water/lake access points	26.8%	19.6%	10.9%	4.7%	38.0%
Q8-30. Other	0.3%	0.3%	0.6%	2.5%	96.3%

WITHOUT NO NEED

Q8. Please indicate how well your needs are being met for each of the PARK or AMENITY types listed below on a scale of 4 to 1, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all. (without "no need")

(N=321)

	Fully met	Mostly met	Partly met	Not met
Q8-1. Baseball/softball diamonds	48.0%	34.1%	11.4%	6.5%
Q8-2. Camping areas	31.4%	30.2%	16.3%	22.1%
Q8-3. Community gardens	27.2%	26.5%	15.4%	30.9%
Q8-4. Disc golf courses	45.1%	30.5%	15.9%	8.5%
Q8-5. Dog parks	35.6%	34.9%	21.2%	8.2%
Q8-6. Equestrian arenas	21.9%	23.3%	17.8%	37.0%
Q8-7. Equestrian trails	38.4%	15.1%	13.7%	32.9%
Q8-8. General multi-purpose open green spaces	49.3%	33.6%	15.2%	1.8%
Q8-9. Golf courses	40.4%	35.4%	9.1%	15.2%
Q8-10. Indoor recreation spaces	23.1%	23.6%	19.2%	34.1%
Q8-11. Natural areas for passive recreation & wildlife benefit	46.4%	34.0%	14.5%	5.1%
Q8-12. Nature/hiking/mountain biking trails	41.4%	29.7%	18.5%	10.4%
Q8-13. Nature/interpretive centers	25.9%	24.7%	19.8%	29.6%
Q8-14. Outdoor amphitheater/event spaces	30.6%	30.0%	18.2%	21.2%
Q8-15. Outdoor basketball courts	21.7%	23.3%	30.8%	24.2%
Q8-16. Outdoor pools	46.9%	33.0%	12.9%	7.2%
Q8-17. Outdoor splash pads	48.7%	29.9%	14.3%	7.1%
Q8-18. Outdoor volleyball courts	24.7%	24.7%	22.5%	28.1%
Q8-19. Park shelters	47.0%	37.1%	13.1%	2.8%
Q8-20. Paved trails	57.1%	33.1%	6.8%	3.0%
Q8-21. Pickleball courts	50.4%	21.8%	16.8%	10.9%
Q8-22. Playgrounds	45.5%	33.8%	16.7%	4.0%

WITHOUT NO NEED

Q8. Please indicate how well your needs are being met for each of the PARK or AMENITY types listed below on a scale of 4 to 1, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all. (without "no need")

	Fully met	Mostly met	Partly met	Not met
Q8-23. Rectangular sports fields (soccer, football, lacrosse, etc.)	46.3%	26.8%	16.3%	10.6%
Q8-24. Restrooms	32.6%	36.3%	23.8%	7.3%
Q8-25. Seasonal skate rinks	31.5%	24.6%	21.5%	22.3%
Q8-26. Shooting ranges (archery, rifle, etc.)	20.2%	27.5%	16.5%	35.8%
Q8-27. Skate parks	14.9%	6.4%	13.8%	64.9%
Q8-28. Tennis courts	43.3%	29.9%	22.0%	4.7%
Q8-29. Water/lake access points	43.2%	31.7%	17.6%	7.5%
Q8-30. Other	8.3%	8.3%	16.7%	66.7%

Q8-30. Other

- 4-H and fairs
- All ways room for improvement
- Archery - not much available. There used to be much more.
- Baseball leagues are horrible. Tax dollars are poorly spent. Groeber Field a skeleton. No indoor batting cages or practice facilities...for any sport.
- Horse shoe pits
- Indoor walking track during the winter.
- No guns in the city limits.
- No place for the county fair that was once a corner stone at the park. Tore the buildings down as they wanted and ran the fair out.
- There are little to no indoor activities for our youth during colder months or bad weather. Limited activities during the summer. We use everything we can, but have to travel to other communities to find activities for our grandson due to so little here. East Park School would have been a great place for kids to have indoor activities like other communities use old buildings.
- We have a wheelchair dependent family member. There's no safe way for her to use the restrooms at most of the parks even when the bathrooms aren't locked. The Candy cane playground has sharp exposed metal which has cut my little one a few times so we don't go there anymore. The Tannahill park often has used needles laying around and a lot of "personal waste".
- We need a skatepark and events surrounding it for young adults. Cater to the 13-25 year olds and you'll have more things like food vendors and battle of the bands contests. Showcase art, music, style and you'll have more support
- We really NEED more outdoor pickleball courts. The sport has grown a LOT in this area and we could use MORE courts.
BENCHES at Fox Park would be VERY beneficial, esp. when you have to wait for a court.

Q9. Which FOUR types of parks/amenities from the list in Question 8 are MOST IMPORTANT to your household?

<u>Q9. Top choice</u>	<u>Number</u>	<u>Percent</u>
Baseball/softball diamonds	29	9.0 %
Camping areas	5	1.6 %
Community gardens	5	1.6 %
Disc golf courses	2	0.6 %
Dog parks	19	5.9 %
Equestrian arenas	13	4.0 %
Equestrian trails	2	0.6 %
General multi-purpose open green spaces	20	6.2 %
Golf courses	19	5.9 %
Indoor recreation spaces	14	4.4 %
Natural areas for passive recreation & wildlife benefit	14	4.4 %
Nature/hiking/mountain biking trails	27	8.4 %
Nature/interpretive centers	1	0.3 %
Outdoor amphitheater/event spaces	5	1.6 %
Outdoor pools	8	2.5 %
Outdoor splash pads	4	1.2 %
Park shelters	14	4.4 %
Paved trails	37	11.5 %
Pickleball courts	9	2.8 %
Playgrounds	27	8.4 %
Rectangular sports fields (soccer, football, lacrosse, etc.)	4	1.2 %
Restrooms	6	1.9 %
Seasonal skate rinks	2	0.6 %
Shooting ranges (archery, rifle, etc.)	6	1.9 %
Skate parks	4	1.2 %
Tennis courts	1	0.3 %
Water/lake access points	5	1.6 %
None chosen	19	5.9 %
Total	321	100.0 %

Q9. Which FOUR types of parks/amenities from the list in Question 8 are MOST IMPORTANT to your household?

<u>Q9. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Baseball/softball diamonds	11	3.4 %
Camping areas	9	2.8 %
Community gardens	10	3.1 %
Disc golf courses	1	0.3 %
Dog parks	12	3.7 %
Equestrian arenas	4	1.2 %
Equestrian trails	13	4.0 %
General multi-purpose open green spaces	15	4.7 %
Golf courses	10	3.1 %
Indoor recreation spaces	21	6.5 %
Natural areas for passive recreation & wildlife benefit	18	5.6 %
Nature/hiking/mountain biking trails	29	9.0 %
Nature/interpretive centers	3	0.9 %
Outdoor amphitheater/event spaces	4	1.2 %
Outdoor basketball courts	3	0.9 %
Outdoor pools	16	5.0 %
Outdoor splash pads	9	2.8 %
Park shelters	18	5.6 %
Paved trails	25	7.8 %
Pickleball courts	8	2.5 %
Playgrounds	18	5.6 %
Rectangular sports fields (soccer, football, lacrosse, etc.)	3	0.9 %
Restrooms	23	7.2 %
Shooting ranges (archery, rifle, etc.)	3	0.9 %
Skate parks	2	0.6 %
Tennis courts	2	0.6 %
Water/lake access points	10	3.1 %
None chosen	21	6.5 %
Total	321	100.0 %

Q9. Which FOUR types of parks/amenities from the list in Question 8 are MOST IMPORTANT to your household?

<u>Q9. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Baseball/softball diamonds	9	2.8 %
Camping areas	6	1.9 %
Community gardens	12	3.7 %
Disc golf courses	4	1.2 %
Dog parks	12	3.7 %
Equestrian arenas	5	1.6 %
Equestrian trails	5	1.6 %
General multi-purpose open green spaces	10	3.1 %
Golf courses	6	1.9 %
Indoor recreation spaces	14	4.4 %
Natural areas for passive recreation & wildlife benefit	21	6.5 %
Nature/hiking/mountain biking trails	22	6.9 %
Nature/interpretive centers	1	0.3 %
Outdoor amphitheater/event spaces	8	2.5 %
Outdoor basketball courts	5	1.6 %
Outdoor pools	14	4.4 %
Outdoor splash pads	8	2.5 %
Park shelters	19	5.9 %
Paved trails	18	5.6 %
Pickleball courts	6	1.9 %
Playgrounds	17	5.3 %
Rectangular sports fields (soccer, football, lacrosse, etc.)	3	0.9 %
Restrooms	27	8.4 %
Seasonal skate rinks	3	0.9 %
Shooting ranges (archery, rifle, etc.)	3	0.9 %
Skate parks	5	1.6 %
Tennis courts	5	1.6 %
Water/lake access points	16	5.0 %
None chosen	37	11.5 %
Total	321	100.0 %

Q9. Which FOUR types of parks/amenities from the list in Question 8 are MOST IMPORTANT to your household?

Q9. 4th choice	Number	Percent
Baseball/softball diamonds	5	1.6 %
Camping areas	2	0.6 %
Community gardens	11	3.4 %
Disc golf courses	4	1.2 %
Dog parks	7	2.2 %
Equestrian arenas	2	0.6 %
Equestrian trails	4	1.2 %
General multi-purpose open green spaces	14	4.4 %
Golf courses	2	0.6 %
Indoor recreation spaces	12	3.7 %
Natural areas for passive recreation & wildlife benefit	11	3.4 %
Nature/hiking/mountain biking trails	12	3.7 %
Nature/interpretive centers	5	1.6 %
Outdoor amphitheater/event spaces	12	3.7 %
Outdoor basketball courts	2	0.6 %
Outdoor pools	16	5.0 %
Outdoor splash pads	5	1.6 %
Outdoor volleyball courts	1	0.3 %
Park shelters	21	6.5 %
Paved trails	23	7.2 %
Pickleball courts	7	2.2 %
Playgrounds	14	4.4 %
Rectangular sports fields (soccer, football, lacrosse, etc.)	4	1.2 %
Restrooms	26	8.1 %
Seasonal skate rinks	3	0.9 %
Shooting ranges (archery, rifle, etc.)	9	2.8 %
Skate parks	3	0.9 %
Tennis courts	6	1.9 %
Water/lake access points	22	6.9 %
None chosen	56	17.4 %
Total	321	100.0 %

SUM OF TOP 4 CHOICES**Q9. Which FOUR types of parks/amenities from the list in Question 8 are MOST IMPORTANT to your household? (top 4)**

<u>Q9. Top choice</u>	<u>Number</u>	<u>Percent</u>
Baseball/softball diamonds	54	16.8 %
Camping areas	22	6.9 %
Community gardens	38	11.8 %
Disc golf courses	11	3.4 %
Dog parks	50	15.6 %
Equestrian arenas	24	7.5 %
Equestrian trails	24	7.5 %
General multi-purpose open green spaces	59	18.4 %
Golf courses	37	11.5 %
Indoor recreation spaces	61	19.0 %
Natural areas for passive recreation & wildlife benefit	64	19.9 %
Nature/hiking/mountain biking trails	90	28.0 %
Nature/interpretive centers	10	3.1 %
Outdoor amphitheater/event spaces	29	9.0 %
Outdoor basketball courts	10	3.1 %
Outdoor pools	54	16.8 %
Outdoor splash pads	26	8.1 %
Outdoor volleyball courts	1	0.3 %
Park shelters	72	22.4 %
Paved trails	103	32.1 %
Pickleball courts	30	9.3 %
Playgrounds	76	23.7 %
Rectangular sports fields (soccer, football, lacrosse, etc.)	14	4.4 %
Restrooms	82	25.5 %
Seasonal skate rinks	8	2.5 %
Shooting ranges (archery, rifle, etc.)	21	6.5 %
Skate parks	14	4.4 %
Tennis courts	14	4.4 %
Water/lake access points	53	16.5 %
None chosen	19	5.9 %
Total	1170	

Q10. Please indicate how well your needs are being met for each of the PROGRAMS/ACTIVITIES listed below on a scale of 4 to 1, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all.

(N=321)

	Fully met	Mostly met	Partly met	Not met	No need
Q10-1. Action sports (e.g., skateboarding, BMX)	3.4%	2.8%	5.3%	12.1%	76.3%
Q10-2. Adult fitness & wellness programs	5.3%	11.8%	12.5%	26.2%	44.2%
Q10-3. Adult sports programs & leagues	5.0%	8.4%	10.9%	15.3%	60.4%
Q10-4. Archery	5.6%	9.3%	4.0%	6.2%	74.8%
Q10-5. Art, dance, performing arts	3.4%	6.5%	7.2%	15.9%	67.0%
Q10-6. Aquatic programs (swim lessons, fitness, etc.)	10.3%	15.3%	11.5%	9.7%	53.3%
Q10-7. Baseball	17.4%	10.6%	5.0%	2.2%	64.8%
Q10-8. Basketball	8.1%	6.9%	9.7%	7.5%	67.9%
Q10-9. Camping	9.3%	7.8%	4.4%	7.8%	70.7%
Q10-10. Community special events	12.8%	26.8%	17.8%	11.2%	31.5%
Q10-11. Disc golf	12.8%	7.8%	3.4%	1.9%	74.1%
Q10-12. Education/life skills programs such as cooking, budgeting, carpentry, etc.	1.9%	5.0%	10.6%	29.6%	53.0%
Q10-13. Facility rentals (indoor or outdoor)	19.6%	22.7%	13.1%	5.9%	38.6%
Q10-14. Fishing	22.4%	19.9%	10.9%	4.4%	42.4%
Q10-15. Football	7.8%	7.5%	3.7%	4.7%	76.3%
Q10-16. Golf lessons	3.7%	4.7%	3.7%	10.9%	76.9%
Q10-17. Nature/conservation education	6.5%	10.3%	14.0%	20.2%	48.9%
Q10-18. Outdoor adventure programs (canoeing, kayaking, paddle boarding, rowing, etc.)	5.0%	10.6%	14.3%	22.4%	47.7%
Q10-19. Outdoor music/performances/theater	4.7%	8.4%	15.6%	27.1%	44.2%
Q10-20. Programs for people with disabilities	1.9%	4.4%	6.5%	17.1%	70.1%
Q10-21. Senior citizen programs	2.8%	5.0%	7.2%	23.7%	61.4%

Q10. Please indicate how well your needs are being met for each of the PROGRAMS/ACTIVITIES listed below on a scale of 4 to 1, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all.

	Fully met	Mostly met	Partly met	Not met	No need
Q10-22. Soccer	11.8%	8.4%	4.7%	2.2%	72.9%
Q10-23. Softball	12.8%	8.4%	5.3%	3.1%	70.4%
Q10-24. Summer camps	3.7%	4.0%	4.0%	14.6%	73.5%
Q10-25. Teen programs	2.2%	3.7%	7.5%	17.8%	68.8%
Q10-26. Youth fitness & wellness programs	3.1%	4.7%	8.7%	17.1%	66.4%
Q10-27. Youth sports programs & leagues	10.3%	15.0%	8.7%	7.2%	58.9%
Q10-28. Other	0.9%	0.6%	1.2%	4.7%	92.5%

WITHOUT NO NEED

Q10. Please indicate how well your needs are being met for each of the PROGRAMS/ACTIVITIES listed below on a scale of 4 to 1, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all. (without "no need")

(N=321)

	Fully met	Mostly met	Partly met	Not met
Q10-1. Action sports (e.g., skateboarding, BMX)	14.5%	11.8%	22.4%	51.3%
Q10-2. Adult fitness & wellness programs	9.5%	21.2%	22.3%	46.9%
Q10-3. Adult sports programs & leagues	12.6%	21.3%	27.6%	38.6%
Q10-4. Archery	22.2%	37.0%	16.0%	24.7%
Q10-5. Art, dance, performing arts	10.4%	19.8%	21.7%	48.1%
Q10-6. Aquatic programs (swim lessons, fitness, etc.)	22.0%	32.7%	24.7%	20.7%
Q10-7. Baseball	49.6%	30.1%	14.2%	6.2%
Q10-8. Basketball	25.2%	21.4%	30.1%	23.3%
Q10-9. Camping	31.9%	26.6%	14.9%	26.6%
Q10-10. Community special events	18.6%	39.1%	25.9%	16.4%
Q10-11. Disc golf	49.4%	30.1%	13.3%	7.2%
Q10-12. Education/life skills programs such as cooking, budgeting, carpentry, etc.	4.0%	10.6%	22.5%	62.9%
Q10-13. Facility rentals (indoor or outdoor)	32.0%	37.1%	21.3%	9.6%
Q10-14. Fishing	38.9%	34.6%	18.9%	7.6%
Q10-15. Football	32.9%	31.6%	15.8%	19.7%
Q10-16. Golf lessons	16.2%	20.3%	16.2%	47.3%
Q10-17. Nature/conservation education	12.8%	20.1%	27.4%	39.6%
Q10-18. Outdoor adventure programs (canoeing, kayaking, paddle boarding, rowing, etc.)	9.5%	20.2%	27.4%	42.9%
Q10-19. Outdoor music/performances/theater	8.4%	15.1%	27.9%	48.6%
Q10-20. Programs for people with disabilities	6.3%	14.6%	21.9%	57.3%
Q10-21. Senior citizen programs	7.3%	12.9%	18.5%	61.3%

WITHOUT NO NEED

Q10. Please indicate how well your needs are being met for each of the PROGRAMS/ACTIVITIES listed below on a scale of 4 to 1, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all. (without "no need")

	Fully met	Mostly met	Partly met	Not met
Q10-22. Soccer	43.7%	31.0%	17.2%	8.0%
Q10-23. Softball	43.2%	28.4%	17.9%	10.5%
Q10-24. Summer camps	14.1%	15.3%	15.3%	55.3%
Q10-25. Teen programs	7.0%	12.0%	24.0%	57.0%
Q10-26. Youth fitness & wellness programs	9.3%	13.9%	25.9%	50.9%
Q10-27. Youth sports programs & leagues	25.0%	36.4%	21.2%	17.4%
Q10-28. Other	12.5%	8.3%	16.7%	62.5%

Q10-28. Other

- Add a mini golf course where the public pool use to be.
- Equine activities
- Keep the future of who's going to run this city next in mind. High school graduates have no reason to stay here.
- Maps are needed for biking trails and Frisbee golf. If there are maps available post where individuals can find them.
- Moberly needs a shooting range. Undeveloped land is owned and could be converted to an outdoor range. Hiring personnel to monitor it would create jobs. Currently Moberly residents have to drive 20-30 minutes to the closest range. Hunters, sport shooters, and recreational shooters need a safe shooting range.
- Need a roller skating rinks.
- Outdoor and indoor fitness activities geared toward senior citizens, with multiple levels of difficulty. Socializing activities for single seniors.
- Paddle boats available
- Roller skating rink, bowling, or other indoor activities need to be offered for our youth. Volleyball would be great for older youth and adults.
- Too much weeds in Lake.
- Walking/Jogging
- We NEED more pickleball courts!
BENCHES also would be an EXCELLENT addition because waiting for a court you have to leave OR await in your car!!
- when younger

Q11. Which FOUR programs/activities from the list in Question 10 are MOST IMPORTANT to you and members of your household?

<u>Q11. Top choice</u>	<u>Number</u>	<u>Percent</u>
Action sports (e.g., skateboarding, BMX)	12	3.7 %
Adult fitness & wellness programs	38	11.8 %
Adult sports programs & leagues	8	2.5 %
Archery	6	1.9 %
Art, dance, performing arts	8	2.5 %
Aquatic programs (swim lessons, fitness, etc.)	11	3.4 %
Baseball	18	5.6 %
Basketball	3	0.9 %
Camping	8	2.5 %
Community special events	15	4.7 %
Disc golf	5	1.6 %
Education/life skills programs such as cooking, budgeting, carpentry, etc.	9	2.8 %
Facility rentals (indoor or outdoor)	17	5.3 %
Fishing	27	8.4 %
Football	2	0.6 %
Golf lessons	6	1.9 %
Nature/conservation education	13	4.0 %
Outdoor adventure programs (canoeing, kayaking, paddle boarding, rowing, etc.)	12	3.7 %
Outdoor music/performances/theater	10	3.1 %
Programs for people with disabilities	6	1.9 %
Senior citizen programs	10	3.1 %
Soccer	3	0.9 %
Softball	8	2.5 %
Summer camps	2	0.6 %
Teen programs	5	1.6 %
Youth fitness & wellness programs	1	0.3 %
Youth sports programs & leagues	4	1.2 %
None chosen	54	16.8 %
Total	321	100.0 %

Q11. Which FOUR programs/activities from the list in Question 10 are MOST IMPORTANT to you and members of your household?

<u>Q11. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Action sports (e.g., skateboarding, BMX)	2	0.6 %
Adult fitness & wellness programs	14	4.4 %
Adult sports programs & leagues	7	2.2 %
Archery	6	1.9 %
Art, dance, performing arts	9	2.8 %
Aquatic programs (swim lessons, fitness, etc.)	12	3.7 %
Baseball	11	3.4 %
Basketball	4	1.2 %
Camping	8	2.5 %
Community special events	27	8.4 %
Disc golf	3	0.9 %
Education/life skills programs such as cooking, budgeting, carpentry, etc.	18	5.6 %
Facility rentals (indoor or outdoor)	15	4.7 %
Fishing	19	5.9 %
Football	3	0.9 %
Golf lessons	6	1.9 %
Nature/conservation education	14	4.4 %
Outdoor adventure programs (canoeing, kayaking, paddle boarding, rowing, etc.)	14	4.4 %
Outdoor music/performances/theater	21	6.5 %
Programs for people with disabilities	2	0.6 %
Senior citizen programs	11	3.4 %
Soccer	4	1.2 %
Softball	7	2.2 %
Summer camps	3	0.9 %
Teen programs	6	1.9 %
Youth fitness & wellness programs	1	0.3 %
Youth sports programs & leagues	6	1.9 %
None chosen	68	21.2 %
Total	321	100.0 %

Q11. Which FOUR programs/activities from the list in Question 10 are MOST IMPORTANT to you and members of your household?

<u>Q11. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Action sports (e.g., skateboarding, BMX)	5	1.6 %
Adult fitness & wellness programs	11	3.4 %
Adult sports programs & leagues	5	1.6 %
Archery	4	1.2 %
Art, dance, performing arts	14	4.4 %
Aquatic programs (swim lessons, fitness, etc.)	9	2.8 %
Baseball	4	1.2 %
Basketball	5	1.6 %
Camping	9	2.8 %
Community special events	22	6.9 %
Disc golf	3	0.9 %
Education/life skills programs such as cooking, budgeting, carpentry, etc.	16	5.0 %
Facility rentals (indoor or outdoor)	13	4.0 %
Fishing	16	5.0 %
Football	2	0.6 %
Golf lessons	1	0.3 %
Nature/conservation education	13	4.0 %
Outdoor adventure programs (canoeing, kayaking, paddle boarding, rowing, etc.)	20	6.2 %
Outdoor music/performances/theater	22	6.9 %
Programs for people with disabilities	7	2.2 %
Senior citizen programs	12	3.7 %
Soccer	2	0.6 %
Softball	2	0.6 %
Summer camps	3	0.9 %
Teen programs	2	0.6 %
Youth fitness & wellness programs	6	1.9 %
Youth sports programs & leagues	8	2.5 %
None chosen	85	26.5 %
Total	321	100.0 %

Q11. Which FOUR programs/activities from the list in Question 10 are MOST IMPORTANT to you and members of your household?

<u>Q11. 4th choice</u>	<u>Number</u>	<u>Percent</u>
Action sports (e.g., skateboarding, BMX)	4	1.2 %
Adult fitness & wellness programs	7	2.2 %
Adult sports programs & leagues	4	1.2 %
Archery	5	1.6 %
Art, dance, performing arts	9	2.8 %
Aquatic programs (swim lessons, fitness, etc.)	5	1.6 %
Baseball	3	0.9 %
Camping	6	1.9 %
Community special events	23	7.2 %
Disc golf	2	0.6 %
Education/life skills programs such as cooking, budgeting, carpentry, etc.	10	3.1 %
Facility rentals (indoor or outdoor)	11	3.4 %
Fishing	6	1.9 %
Football	3	0.9 %
Golf lessons	5	1.6 %
Nature/conservation education	13	4.0 %
Outdoor adventure programs (canoeing, kayaking, paddle boarding, rowing, etc.)	17	5.3 %
Outdoor music/performances/theater	21	6.5 %
Programs for people with disabilities	4	1.2 %
Senior citizen programs	14	4.4 %
Soccer	1	0.3 %
Softball	4	1.2 %
Summer camps	5	1.6 %
Teen programs	10	3.1 %
Youth fitness & wellness programs	5	1.6 %
Youth sports programs & leagues	11	3.4 %
None chosen	113	35.2 %
Total	321	100.0 %

SUM OF TOP 4 CHOICES**Q11. Which FOUR programs/activities from the list in Question 10 are MOST IMPORTANT to you and members of your household? (top 4)**

<u>Q11. Top choice</u>	<u>Number</u>	<u>Percent</u>
Action sports (e.g., skateboarding, BMX)	23	7.2 %
Adult fitness & wellness programs	70	21.8 %
Adult sports programs & leagues	24	7.5 %
Archery	21	6.5 %
Art, dance, performing arts	40	12.5 %
Aquatic programs (swim lessons, fitness, etc.)	37	11.5 %
Baseball	36	11.2 %
Basketball	12	3.7 %
Camping	31	9.7 %
Community special events	87	27.1 %
Disc golf	13	4.0 %
Education/life skills programs such as cooking, budgeting, carpentry, etc.	53	16.5 %
Facility rentals (indoor or outdoor)	56	17.4 %
Fishing	68	21.2 %
Football	10	3.1 %
Golf lessons	18	5.6 %
Nature/conservation education	53	16.5 %
Outdoor adventure programs (canoeing, kayaking, paddle boarding, rowing, etc.)	63	19.6 %
Outdoor music/performances/theater	74	23.1 %
Programs for people with disabilities	19	5.9 %
Senior citizen programs	47	14.6 %
Soccer	10	3.1 %
Softball	21	6.5 %
Summer camps	13	4.0 %
Teen programs	23	7.2 %
Youth fitness & wellness programs	13	4.0 %
Youth sports programs & leagues	29	9.0 %
None chosen	54	16.8 %
Total	1018	

Q12. From the following list, please CHECK ALL of the ways you learn about Parks and Recreation Department programs and activities.

Q12. Ways you learn about Parks & Recreation

Department programs & activities	Number	Percent
Activity Guide	99	30.8 %
Conversation with staff	46	14.3 %
Direct email	43	13.4 %
Newspaper	38	11.8 %
Park signage (e.g., kiosks, flyers)	126	39.3 %
Parks & Recreation website	129	40.2 %
Radio	34	10.6 %
Search engine (e.g., Google)	69	21.5 %
Social media (e.g., Facebook, X formerly known as Twitter, Instagram)	223	69.5 %
Word of mouth	199	62.0 %
Other	9	2.8 %
None of these	25	7.8 %
Total	1040	

WITHOUT NONE OF THESE

Q12. From the following list, please CHECK ALL of the ways you learn about Parks and Recreation Department programs and activities. (without "none of these")

Q12. Ways you learn about Parks & Recreation

Department programs & activities	Number	Percent
Social media (e.g., Facebook, X formerly known as Twitter, Instagram)	223	75.3 %
Word of mouth	199	67.2 %
Parks & Recreation website	129	43.6 %
Park signage (e.g., kiosks, flyers)	126	42.6 %
Activity Guide	99	33.4 %
Search engine (e.g., Google)	69	23.3 %
Conversation with staff	46	15.5 %
Direct email	43	14.5 %
Newspaper	38	12.8 %
Radio	34	11.5 %
Other	9	3.0 %
Total	1015	

Q12-11. Other:

Q12-11. Other	Number	Percent
Text messages	4	44.4 %
Facebook	1	11.1 %
Posters	1	11.1 %
Moberly talks on Facebook and library postings	1	11.1 %
Parks walking paths	1	11.1 %
Sign at the auditorium	1	11.1 %
Total	9	100.0 %

Q13. In each community, different organizations (Parks and Recreation Departments, YMCAs, libraries, schools, etc.) fulfill different roles including, but not limited to, providing outdoor recreational spaces, outdoor recreational activities, indoor recreational spaces, private event rental spaces, and public events and activities. What do you believe is the most essential or primary role for Moberly Parks and Recreation?

Q13. Most essential or primary roles for Moberly Parks & Recreation	Number	Percent
Indoor recreational spaces	109	34.0 %
Land acquisition for future parks, trails, & open/natural space	110	34.3 %
Leader-led classes (swim lessons, nature classes, etc.)	88	27.4 %
Natural resource management (forestry & lake management)	145	45.2 %
Outdoor recreational spaces	202	62.9 %
Private event rental spaces	73	22.7 %
Public programs, activities, & events	190	59.2 %
Self-directed experiences (hiking, fishing, dog park use, etc.)	173	53.9 %
Sports leagues & tournaments	132	41.1 %
Other	14	4.4 %
Total	1236	

Q13-10. Other

- affordable cheer program
- Amphitheater should be larger have scheduled events for the public.
- Daily walking for families excellent, visiting friends, community.
- Equine spaces
- Firearm shooting range.
- Fireworks, Fourth of July, Fairs
- More things for teens and children at little to no cost.
- Providing accessible access to outdoor green spaces
- Providing facilities and programs that serve all age groups.
- Public Golf course is in serious decline. This facility is used by more people than any other of the parks' amenities (on a regular basis) but does not receive the attention it needs. The only reason it is able to survive is the lack of nearby competition. I personally would like to see the city take control of the maintenance of this facility.
- Walking trail.
- we need a car show

Q14. Which THREE of the items from the list in Question 13 are MOST IMPORTANT to you and members of your household?

Q14. Top choice	Number	Percent
Indoor recreational spaces	40	12.5 %
Land acquisition for future parks, trails, & open/natural space	25	7.8 %
Leader-led classes (swim lessons, nature classes, etc.)	9	2.8 %
Natural resource management (forestry & lake management)	45	14.0 %
Outdoor recreational spaces	64	19.9 %
Private event rental spaces	5	1.6 %
Public programs, activities, & events	34	10.6 %
Self-directed experiences (hiking, fishing, dog park use, etc.)	47	14.6 %
Sports leagues & tournaments	22	6.9 %
None chosen	30	9.3 %
Total	321	100.0 %

Q14. Which THREE of the items from the list in Question 13 are MOST IMPORTANT to you and members of your household?

<u>Q14. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Indoor recreational spaces	23	7.2 %
Land acquisition for future parks, trails, & open/natural space	22	6.9 %
Leader-led classes (swim lessons, nature classes, etc.)	16	5.0 %
Natural resource management (forestry & lake management)	16	5.0 %
Outdoor recreational spaces	55	17.1 %
Private event rental spaces	18	5.6 %
Public programs, activities, & events	60	18.7 %
Self-directed experiences (hiking, fishing, dog park use, etc.)	47	14.6 %
Sports leagues & tournaments	21	6.5 %
None chosen	43	13.4 %
Total	321	100.0 %

Q14. Which THREE of the items from the list in Question 13 are MOST IMPORTANT to you and members of your household?

<u>Q14. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Indoor recreational spaces	15	4.7 %
Land acquisition for future parks, trails, & open/natural space	27	8.4 %
Leader-led classes (swim lessons, nature classes, etc.)	17	5.3 %
Natural resource management (forestry & lake management)	24	7.5 %
Outdoor recreational spaces	37	11.5 %
Private event rental spaces	12	3.7 %
Public programs, activities, & events	42	13.1 %
Self-directed experiences (hiking, fishing, dog park use, etc.)	39	12.1 %
Sports leagues & tournaments	35	10.9 %
None chosen	73	22.7 %
Total	321	100.0 %

SUM OF TOP 3 CHOICES**Q14. Which THREE of the items from the list in Question 13 are MOST IMPORTANT to you and members of your household? (top 3)**

<u>Q14. Top choice</u>	<u>Number</u>	<u>Percent</u>
Indoor recreational spaces	78	24.3 %
Land acquisition for future parks, trails, & open/natural space	74	23.1 %
Leader-led classes (swim lessons, nature classes, etc.)	42	13.1 %
Natural resource management (forestry & lake management)	85	26.5 %
Outdoor recreational spaces	156	48.6 %
Private event rental spaces	35	10.9 %
Public programs, activities, & events	136	42.4 %
Self-directed experiences (hiking, fishing, dog park use, etc.)	133	41.4 %
Sports leagues & tournaments	78	24.3 %
None chosen	30	9.3 %
Total	847	

Q15. If you had a budget of \$100 for the City of Moberly City Parks and Recreation Department, how would you allocate the funds among the categories of funding listed below?

	Mean
Develop & add new recreation facilities & amenities	18.44
Expand recreation programming, activities, & events	22.47
Improvements & maintenance to existing recreation amenities	31.08
Land acquisitions for future park, trail, & recreation facility development	11.37
Natural resources management (e.g., forestry & lake management)	16.64

Q16. Please rate your level of agreement with the following statements. Rate each item on a scale of 5 to 1, where 5 means "Strongly Agree," and 1 means "Strongly Disagree."

(N=321)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q16-1. Is a valuable public resource for area residents	70.7%	19.6%	4.0%	0.3%	1.2%	4.0%
Q16-2. Enhances quality of life in Moberly	67.0%	21.8%	4.7%	1.2%	0.9%	4.4%
Q16-3. Enhances appeal of living in Moberly	66.0%	23.1%	5.0%	1.6%	0.9%	3.4%
Q16-4. Improves property values in Moberly	49.5%	25.5%	15.3%	2.5%	0.6%	6.5%
Q16-5. Improves my (my household's) physical health & fitness	46.7%	25.9%	16.2%	2.8%	1.6%	6.9%
Q16-6. Improves my (my household's) mental health & reduces stress	45.2%	31.5%	12.8%	2.5%	1.6%	6.5%
Q16-7. Provides positive social interactions for me (my household)	38.6%	32.1%	16.8%	2.2%	2.5%	7.8%
Q16-8. Provides opportunities to learn	25.2%	31.8%	23.1%	7.5%	2.8%	9.7%
Q16-9. Preserves green space & provides areas of natural beauty	55.5%	29.3%	8.4%	0.9%	1.2%	4.7%
Q16-10. Provides a wide variety of recreation experiences & activities	38.3%	33.6%	15.0%	5.6%	1.2%	6.2%
Q16-11. Strengthens our community	51.1%	29.0%	10.0%	2.2%	1.2%	6.5%
Q16-12. Is accessible to all residents	41.1%	33.6%	10.3%	6.5%	2.8%	5.6%

WITHOUT DON'T KNOW

Q16. Please rate your level of agreement with the following statements. Rate each item on a scale of 5 to 1, where 5 means "Strongly Agree," and 1 means "Strongly Disagree." (without "don't know")

(N=321)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q16-1. Is a valuable public resource for area residents	73.7%	20.5%	4.2%	0.3%	1.3%
Q16-2. Enhances quality of life in Moberly	70.0%	22.8%	4.9%	1.3%	1.0%
Q16-3. Enhances appeal of living in Moberly	68.4%	23.9%	5.2%	1.6%	1.0%
Q16-4. Improves property values in Moberly	53.0%	27.3%	16.3%	2.7%	0.7%
Q16-5. Improves my (my household's) physical health & fitness	50.2%	27.8%	17.4%	3.0%	1.7%
Q16-6. Improves my (my household's) mental health & reduces stress	48.3%	33.7%	13.7%	2.7%	1.7%
Q16-7. Provides positive social interactions for me (my household)	41.9%	34.8%	18.2%	2.4%	2.7%
Q16-8. Provides opportunities to learn	27.9%	35.2%	25.5%	8.3%	3.1%
Q16-9. Preserves green space & provides areas of natural beauty	58.2%	30.7%	8.8%	1.0%	1.3%
Q16-10. Provides a wide variety of recreation experiences & activities	40.9%	35.9%	15.9%	6.0%	1.3%
Q16-11. Strengthens our community	54.7%	31.0%	10.7%	2.3%	1.3%
Q16-12. Is accessible to all residents	43.6%	35.6%	10.9%	6.9%	3.0%

Q17. Which THREE of the BENEFITS from the list in Question 16 are most important to you and members of your household?

<u>Q17. Top choice</u>	<u>Number</u>	<u>Percent</u>
Is a valuable public resource for area residents	86	26.8 %
Enhances quality of life in Moberly	62	19.3 %
Enhances appeal of living in Moberly	18	5.6 %
Improves property values in Moberly	2	0.6 %
Improves my (my household's) physical health & fitness	48	15.0 %
Improves my (my household's) mental health & reduces stress	14	4.4 %
Provides positive social interactions for me (my household)	6	1.9 %
Provides opportunities to learn	4	1.2 %
Preserves green space & provides areas of natural beauty	12	3.7 %
Provides a wide variety of recreation experiences & activities	12	3.7 %
Strengthens our community	9	2.8 %
Is accessible to all residents	20	6.2 %
<u>None chosen</u>	<u>28</u>	<u>8.7 %</u>
Total	321	100.0 %

Q17. Which THREE of the BENEFITS from the list in Question 16 are most important to you and members of your household?

<u>Q17. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Is a valuable public resource for area residents	19	5.9 %
Enhances quality of life in Moberly	38	11.8 %
Enhances appeal of living in Moberly	43	13.4 %
Improves property values in Moberly	6	1.9 %
Improves my (my household's) physical health & fitness	40	12.5 %
Improves my (my household's) mental health & reduces stress	41	12.8 %
Provides positive social interactions for me (my household)	14	4.4 %
Provides opportunities to learn	13	4.0 %
Preserves green space & provides areas of natural beauty	25	7.8 %
Provides a wide variety of recreation experiences & activities	29	9.0 %
Strengthens our community	8	2.5 %
Is accessible to all residents	12	3.7 %
<u>None chosen</u>	<u>33</u>	<u>10.3 %</u>
Total	321	100.0 %

Q17. Which THREE of the BENEFITS from the list in Question 16 are most important to you and members of your household?

<u>Q17. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Is a valuable public resource for area residents	22	6.9 %
Enhances quality of life in Moberly	27	8.4 %
Enhances appeal of living in Moberly	33	10.3 %
Improves property values in Moberly	13	4.0 %
Improves my (my household's) physical health & fitness	21	6.5 %
Improves my (my household's) mental health & reduces stress	34	10.6 %
Provides positive social interactions for me (my household)	24	7.5 %
Provides opportunities to learn	12	3.7 %
Preserves green space & provides areas of natural beauty	27	8.4 %
Provides a wide variety of recreation experiences & activities	32	10.0 %
Strengthens our community	21	6.5 %
Is accessible to all residents	16	5.0 %
<u>None chosen</u>	<u>39</u>	<u>12.1 %</u>
Total	321	100.0 %

SUM OF TOP 3 CHOICES**Q17. Which THREE of the BENEFITS from the list in Question 16 are most important to you and members of your household? (top 3)**

<u>Q17. Top choice</u>	<u>Number</u>	<u>Percent</u>
Is a valuable public resource for area residents	127	39.6 %
Enhances quality of life in Moberly	127	39.6 %
Enhances appeal of living in Moberly	94	29.3 %
Improves property values in Moberly	21	6.5 %
Improves my (my household's) physical health & fitness	109	34.0 %
Improves my (my household's) mental health & reduces stress	89	27.7 %
Provides positive social interactions for me (my household)	44	13.7 %
Provides opportunities to learn	29	9.0 %
Preserves green space & provides areas of natural beauty	64	19.9 %
Provides a wide variety of recreation experiences & activities	73	22.7 %
Strengthens our community	38	11.8 %
Is accessible to all residents	48	15.0 %
None chosen	28	8.7 %
Total	891	

Q18. Please rate your satisfaction on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following recreation, parks, and events provided by the City of Moberly Parks and Recreation Department.

(N=321)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know/ not applicable
Q18-1. Overall value your household receives for taxes paid	22.4%	34.9%	22.4%	8.7%	3.4%	8.1%
Q18-2. Maintenance of parks	32.4%	42.4%	15.0%	4.0%	1.9%	4.4%
Q18-3. Maintenance of trails	30.2%	38.9%	17.4%	3.4%	1.9%	8.1%
Q18-4. Number of parks in City	31.2%	39.6%	18.1%	4.7%	1.2%	5.3%
Q18-5. Variety of different types of parks in City	24.0%	40.8%	21.5%	5.6%	1.2%	6.9%
Q18-6. Availability of information about programs/facilities	16.8%	28.7%	25.2%	20.2%	2.8%	6.2%
Q18-7. Access to natural areas, undeveloped open space, etc.	22.7%	34.6%	24.0%	8.7%	0.9%	9.0%
Q18-8. Quality of programs, activities, & athletics offered by City	17.8%	34.3%	26.8%	7.8%	1.6%	11.8%
Q18-9. Variety of programs, activities, & athletics offered by City	15.6%	35.8%	24.6%	9.7%	3.1%	11.2%
Q18-10. Ease of registering for programs or activities	15.9%	27.1%	27.4%	6.5%	1.6%	21.5%
Q18-11. Ease of renting/reserving a City facility	17.8%	28.3%	24.0%	4.7%	1.2%	24.0%
Q18-12. Fees charged for City recreation programs	13.4%	24.6%	25.5%	10.0%	3.4%	23.1%
Q18-13. Program schedule (time/day)	14.6%	22.4%	31.8%	5.3%	1.6%	24.3%
Q18-14. How close parks are located to your home	36.1%	38.0%	11.8%	4.7%	1.9%	7.5%

WITHOUT DON'T KNOW/NOT APPLICABLE

Q18. Please rate your satisfaction on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following recreation, parks, and events provided by the City of Moberly Parks and Recreation Department. (without "don't know/not applicable")

(N=321)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18-1. Overall value your household receives for taxes paid	24.4%	38.0%	24.4%	9.5%	3.7%
Q18-2. Maintenance of parks	33.9%	44.3%	15.6%	4.2%	2.0%
Q18-3. Maintenance of trails	32.9%	42.4%	19.0%	3.7%	2.0%
Q18-4. Number of parks in City	32.9%	41.8%	19.1%	4.9%	1.3%
Q18-5. Variety of different types of parks in City	25.8%	43.8%	23.1%	6.0%	1.3%
Q18-6. Availability of information about programs/facilities	17.9%	30.6%	26.9%	21.6%	3.0%
Q18-7. Access to natural areas, undeveloped open space, etc.	25.0%	38.0%	26.4%	9.6%	1.0%
Q18-8. Quality of programs, activities, & athletics offered by City	20.1%	38.9%	30.4%	8.8%	1.8%
Q18-9. Variety of programs, activities, & athletics offered by City	17.5%	40.4%	27.7%	10.9%	3.5%
Q18-10. Ease of registering for programs or activities	20.2%	34.5%	34.9%	8.3%	2.0%
Q18-11. Ease of renting/reserving a City facility	23.4%	37.3%	31.6%	6.1%	1.6%
Q18-12. Fees charged for City recreation programs	17.4%	32.0%	33.2%	13.0%	4.5%
Q18-13. Program schedule (time/day)	19.3%	29.6%	42.0%	7.0%	2.1%
Q18-14. How close parks are located to your home	39.1%	41.1%	12.8%	5.1%	2.0%

Q19. Which THREE of the items from the list in Question 18 should receive the MOST EMPHASIS over the next ten years?

<u>Q19. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall value your household receives for taxes paid	34	10.6 %
Maintenance of parks	97	30.2 %
Maintenance of trails	31	9.7 %
Number of parks in City	9	2.8 %
Variety of different types of parks in City	12	3.7 %
Availability of information about programs/facilities	23	7.2 %
Access to natural areas, undeveloped open space, etc.	14	4.4 %
Quality of programs, activities, & athletics offered by City	16	5.0 %
Variety of programs, activities, & athletics offered by City	18	5.6 %
Ease of registering for programs or activities	2	0.6 %
Ease of renting/reserving a City facility	4	1.2 %
Fees charged for City recreation programs	10	3.1 %
Program schedule (time/day)	4	1.2 %
How close parks are located to your home	20	6.2 %
<u>None chosen</u>	<u>27</u>	<u>8.4 %</u>
Total	321	100.0 %

Q19. Which THREE of the items from the list in Question 18 should receive the MOST EMPHASIS over the next ten years?

<u>Q19. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall value your household receives for taxes paid	13	4.0 %
Maintenance of parks	47	14.6 %
Maintenance of trails	45	14.0 %
Number of parks in City	16	5.0 %
Variety of different types of parks in City	30	9.3 %
Availability of information about programs/facilities	23	7.2 %
Access to natural areas, undeveloped open space, etc.	16	5.0 %
Quality of programs, activities, & athletics offered by City	30	9.3 %
Variety of programs, activities, & athletics offered by City	33	10.3 %
Ease of registering for programs or activities	5	1.6 %
Ease of renting/reserving a City facility	10	3.1 %
Fees charged for City recreation programs	10	3.1 %
Program schedule (time/day)	4	1.2 %
How close parks are located to your home	3	0.9 %
<u>None chosen</u>	<u>36</u>	<u>11.2 %</u>
Total	321	100.0 %

Q19. Which THREE of the items from the list in Question 18 should receive the MOST EMPHASIS over the next ten years?

Q19. 3rd choice	Number	Percent
Overall value your household receives for taxes paid	13	4.0 %
Maintenance of parks	22	6.9 %
Maintenance of trails	23	7.2 %
Number of parks in City	9	2.8 %
Variety of different types of parks in City	20	6.2 %
Availability of information about programs/facilities	27	8.4 %
Access to natural areas, undeveloped open space, etc.	24	7.5 %
Quality of programs, activities, & athletics offered by City	33	10.3 %
Variety of programs, activities, & athletics offered by City	35	10.9 %
Ease of registering for programs or activities	11	3.4 %
Ease of renting/reserving a City facility	8	2.5 %
Fees charged for City recreation programs	17	5.3 %
Program schedule (time/day)	8	2.5 %
How close parks are located to your home	15	4.7 %
None chosen	56	17.4 %
Total	321	100.0 %

SUM OF TOP 3 CHOICES**Q19. Which THREE of the items from the list in Question 18 should receive the MOST EMPHASIS over the next ten years? (top 3)**

Q19. Top choice	Number	Percent
Overall value your household receives for taxes paid	60	18.7 %
Maintenance of parks	166	51.7 %
Maintenance of trails	99	30.8 %
Number of parks in City	34	10.6 %
Variety of different types of parks in City	62	19.3 %
Availability of information about programs/facilities	73	22.7 %
Access to natural areas, undeveloped open space, etc.	54	16.8 %
Quality of programs, activities, & athletics offered by City	79	24.6 %
Variety of programs, activities, & athletics offered by City	86	26.8 %
Ease of registering for programs or activities	18	5.6 %
Ease of renting/reserving a City facility	22	6.9 %
Fees charged for City recreation programs	37	11.5 %
Program schedule (time/day)	16	5.0 %
How close parks are located to your home	38	11.8 %
None chosen	27	8.4 %
Total	871	

Q20. How important do you feel it is for the City to provide high-quality PARK FACILITIES?

Q20. How important is it for City to provide high-quality park facilities	Number	Percent
Very important	269	83.8 %
Somewhat important	38	11.8 %
Somewhat not important	1	0.3 %
Not important at all	2	0.6 %
Don't know	11	3.4 %
Total	321	100.0 %

WITHOUT DON'T KNOW**Q20. How important do you feel it is for the City to provide high-quality PARK FACILITIES? (without "don't know")**

Q20. How important is it for City to provide high-quality park facilities	Number	Percent
Very important	269	86.8 %
Somewhat important	38	12.3 %
Somewhat not important	1	0.3 %
Not important at all	2	0.6 %
Total	310	100.0 %

Q21. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the overall value your household receives from the City of Moberly Parks and Recreation Department.

Q21. Your satisfaction with overall value your household receives from City Parks & Recreation Department	Number	Percent
Very satisfied	105	32.7 %
Satisfied	132	41.1 %
Neutral	55	17.1 %
Dissatisfied	22	6.9 %
Very dissatisfied	3	0.9 %
Not provided	4	1.2 %
Total	321	100.0 %

WITHOUT NOT PROVIDED**Q21. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the overall value your household receives from the City of Moberly Parks and Recreation Department. (without "not provided")**

Q21. Your satisfaction with overall value your household receives from City Parks & Recreation Department	Number	Percent
Very satisfied	105	33.1 %
Satisfied	132	41.6 %
Neutral	55	17.4 %
Dissatisfied	22	6.9 %
Very dissatisfied	3	0.9 %
Total	317	100.0 %

Q22. Approximately how many years have you lived in Moberly?

Q22. How many years have you lived in Moberly	Number	Percent
0-5	38	11.8 %
6-10	29	9.0 %
11-15	24	7.5 %
16-20	20	6.2 %
21-30	68	21.2 %
31+	132	41.1 %
Not provided	10	3.1 %
Total	321	100.0 %

WITHOUT NOT PROVIDED**Q22. Approximately how many years have you lived in Moberly? (without "not provided")**

Q22. How many years have you lived in Moberly	Number	Percent
0-5	38	12.2 %
6-10	29	9.3 %
11-15	24	7.7 %
16-20	20	6.4 %
21-30	68	21.9 %
31+	132	42.4 %
Total	311	100.0 %

Q23. What is your age?

Q23. Your age	Number	Percent
18-34	63	19.6 %
35-44	55	17.1 %
45-54	63	19.6 %
55-64	67	20.9 %
65+	67	20.9 %
Not provided	6	1.9 %
Total	321	100.0 %

WITHOUT NOT PROVIDED**Q23. What is your age? (without "not provided")**

Q23. Your age	Number	Percent
18-34	63	20.0 %
35-44	55	17.5 %
45-54	63	20.0 %
55-64	67	21.3 %
65+	67	21.3 %
Total	315	100.0 %

Q24. Which of the following best describes your employment status?

Q24. Your employment status	Number	Percent
Full-time	176	54.8 %
Part-time	24	7.5 %
Retired	86	26.8 %
Unemployed	6	1.9 %
Unable to work	11	3.4 %
Full-time student at local college or university	3	0.9 %
Prefer not to say	9	2.8 %
Other	4	1.2 %
Total	319	

WITHOUT PREFER NOT TO SAY**Q24. Which of the following best describes your employment status? (without "prefer not to say")**

Q24. Your employment status	Number	Percent
Full-time	176	56.4 %
Retired	86	27.6 %
Part-time	24	7.7 %
Unable to work	11	3.5 %
Unemployed	6	1.9 %
Other	4	1.3 %
Full-time student at local college or university	3	1.0 %
Total	310	

Q24-9. Other:

Q24-9. Other	Number	Percent
Disability	1	25.0 %
Caregiver for a veteran	1	25.0 %
Disabled	1	25.0 %
Stay at home	1	25.0 %
Total	4	100.0 %

Q25. Which of the following best describes your race/ethnicity?

Q25. Your race/ethnicity	Number	Percent
Asian or Asian Indian	2	0.6 %
Black or African American	27	8.4 %
American Indian or Alaska Native	2	0.6 %
White or Caucasian	268	83.5 %
Native Hawaiian or other Pacific Islander	1	0.3 %
Hispanic, Spanish, or Latino/a/x	11	3.4 %
Other	2	0.6 %
Total	313	

Q25-7. Self-describe your race/ethnicity:

Q25-7. Self-describe your race/ethnicity	Number	Percent
Middle Eastern	1	50.0 %
Mixed	1	50.0 %
Total	2	100.0 %

Q26. Your gender:

Q26. Your gender	Number	Percent
Male	156	48.6 %
Female	159	49.5 %
Prefer not to say	6	1.9 %
Total	321	100.0 %

WITHOUT PREFER NOT TO SAY**Q26. Your gender: (without "prefer not to say")**

Q26. Your gender	Number	Percent
Male	156	49.5 %
Female	159	50.5 %
Total	315	100.0 %

Q27. Which of the following BEST describes your annual household income?

Q27. Your annual household income	Number	Percent
Under \$30K	45	14.0 %
\$30K-\$59,999	88	27.4 %
\$60K-\$99,999	61	19.0 %
\$100K-\$149,999	50	15.6 %
\$150K-\$199,999	16	5.0 %
\$200K+	10	3.1 %
Prefer not to answer	51	15.9 %
Total	321	100.0 %

WITHOUT PREFER NOT TO ANSWER**Q27. Which of the following BEST describes your annual household income? (without "prefer not to answer")**

Q27. Your annual household income	Number	Percent
Under \$30K	45	16.7 %
\$30K-\$59,999	88	32.6 %
\$60K-\$99,999	61	22.6 %
\$100K-\$149,999	50	18.5 %
\$150K-\$199,999	16	5.9 %
\$200K+	10	3.7 %
Total	270	100.0 %

Q28. Please tell us if you have any other suggestions or comments to improve the overall quality of Moberly Parks and Recreation or about the potential for future parks in the City of Moberly.

- 1. I think the kids and teens of the city need indoor activities in winter like bowling, roller skating, etc. at prices they can afford or free at times. 2. Stretch & Flex like Taichi or similar exercise groups lead by a instructor in open spaces at one or more parks in town would be great for health and social interaction.
- Add boat dock to water works lake or a better place to a boat
- Additional pickleball courts, ground at golf course.
- Affordable cheer program.
- Allow bike riding on trail between main Park and athletic complex. Should not have to ride down highway to get to athletic complex. I was told I was not allowed on that trail.
- Allow dirt bike access to the mountain bike trails. Add a motocross track for dirt bikes.
- Any way to reduce the amount of green moss in rothwell lake?
- Better fishing stock more fish
- BETTER MANAGEMENT OF LAKES: TOO MANY WEEDS FOR BOATING/FISHING-LACK OF FISH-NEED STOCKING PROGRAM
- Camping!
- Can't emphasize the need for a shooting range enough. It sucks to have to drive so far for this activity.
- Can't stop people from littering. Unfortunately
- Communication to the public about Moberly Parks and Recreation is now a problem since the local radio station is dead and the paper only covers things after they happen instead of before. For those who don't use social media much finding out about activities and events is difficult. This is not a criticism of Parks and Rec, just the reality of living in a community that used to rely on local radio and newspaper to inform people.
- Continue to improve in all areas.
- Continue to improve the golf course.
- Could we create a splash pad at Allen Dale and use the lot where East Park used to be as another neighborhood park with splash pad?

- Deposit for rent is terrible especially when you have to fight to get it back when facilities are left just as they are found.
- Ease of schedules and programs (more locations for information) Handicap accessibility Outdoor gym (follow income)
- Every year the parks department sprays the walking trail with weed killer, which gets on my dogs paws and then they lick them to get the weed killer off, which is then ingested. It is extremely harmful to animals. Please place signs so dog owners can keep their pets off the sprayed areas. We don't know it has been put down until the grass starts dying and by then it is too late. Why can't they just mow the grass? You can do better than this!
- Expand/Add jogging/walking paved trails
- Expansion of pickleball courts would be nice. During the summer they get a lot of use and for the popularity, we don't have enough courts for a town of our size. Though I'm a tennis fan, I think our need for pickleball courts outweighs our need for tennis courts. Also, I know it might not be feasible, but it would be nice to have water/pond access for dogs.
- Finding or creating an indoor facility for fall and winter sports
- Fix paved walking paths, especially the large crack in the asphalt ones.
- Heritage Hills is in awful shape. Very sad!
- Hole number 13 and 15 at golf course has needed to be fixed for a long time. They re-did some cart paths, others really need done. Nice to have ball cleaners at tee boxes.
- How do you direct the traffic with the Christmas lights in the park.
- Howard Hills is terrible! In a valley with NO wind and NO shade! The parking is dumb! I dread when we have games there! I was happy with the softball games that were played at Rothwell Park with shade and breeze. Everyone I have talked to dreads going to games at Howard Hills. The parking, the walking, the sitting and sweating is always dreadful!
- I believe the Moberly Park System is THE MOST important part of Moberly. I have traveled and lived in many great places and appreciate Rothwell as much as anyplace other than a Bamboo Forrest in Maui. Anyway I am an arborist and horticulturist. It's tough to see the heavy equipment they constantly use to mow the park especially when they mow directly after it rains. If you just go drive in the park you will see how these large machines compress the soil and rut the grounds. Trees are also damaged by the large mowers and also never pruned. The areas they mow are not even necessary. Of these grassy areas are left to grow they will feed small animals and increase wildlife. There is one native grass area just north of the Waterworks pond that is nice but native grasses could be everywhere around the trails. It would also save money and help keep the trees healthier. Trees hate compressed roots. I would be happy to walk through and show someone. One last thing. When people are allowed to harvest trees they should be required to take the full tree not just leave heaps of limbs and random logs. Thank you!
- I do not feel like we need any more parks. We need to take care of and expand within the ones we have and are in the process of building now.
- I feel if a park is in a neighborhood, the neighborhood should take care of the park.
- I feel that an indoor rec center would be very beneficial to the youth of our community.
- I have been proud four parks
- I primarily enjoy solo activities like fishing and the mountain bike trails. I see all the other activities offered and can't see how someone would be dissatisfied with the amount of opportunities.
- I really love all the improvements to the bikes and natural trail over the past 5 years. The only thing I would like for myself in this matter is there are two really steep hills on the West side of Water Works Lake and I would like to see some short of handrail/chain/rope to assist in getting up those hills. Also though I don't mountain bike myself (I am thinking about it though!), I would love to see some mountain bike races come to Moberly. A Friends of the Trails group would also be cool.
I would like to join a co-ed softball league but the adult leagues have to be organized through a group. I am a working adult. I don't have that large of a group of friends that all have the same availability. I would be nice if you could sign up and be assigned to a team.

- I THINK OUR CURRENT PARKS COULD BE MAINTAINED BETTER AND I WISH THEY WERE MADE FOR OTHER AGES OTHER THAN 5-10; WHEN WE VISIT FAMILY IN OTHER TOWNS, THEY HAVE VERY NEAT PARKS FOR CHILDREN OF ALL AGES AND ABILITIES. I THINK WE COULD BENEFIT FROM JUST ONE LARGE PARK LIKE THIS THAT TODDLERS AND OLDER KIDS COULD UTILIZE
- I think the workers should get the standing water off the slides, since they can't drill holes for drainage.
- I wish more people picked up after their pets at the dog park
I love our park system, it is a source of pride
- I wish there was a way to provide more security. There are homeless men that wander through the splash pad when the little kids are there and there are many times I have not felt safe at Rothwell park.
- I would like a sidewalk down Reed street to access the park safer
- I would like improvement to Groeber Field.
Big part of history and nostalgia. Good Practice Field.
- I would like to see a few more restrooms open and more trash cans and dog waste cans along the trails.
- I would like to see a shooting range for firearms.
- I would love to see at least 1 more pickleball court added at the Fox Park Facility. This is a game/sport growing in popularity but the younger generation and I would love to give kids/young adults more opportunities to get outside and be physically active (as well as the older population. I hate to see people turned away at pickleball courts because there is none available.
My family also travels a lot, and we have been to many parks that have play areas designated for certain age ranges. (Ex.0-2 yrs) This has been a huge hit for my family. As it sometimes helps separate the extremely small newly walkers from the 3+ age range. It also has playground equipment targeted for this age range and is more age-appropriate.
We have also been to a park where there is just a small pad for a splash pad in the summer. It was just at one of their parks. It was not an actual splash pad, but gave an area for the kids to go cool off and was a huge hit. It was nothing fancy (well taken care of), but it was really cool and my kid enjoyed it. I think this would be something good for the Fox Park area as there is a ton of space!
- I'm a member at Heritage Hills golf course and play frequently. I would like to see improvements/renovations to the tee boxes there and tree management out there.
- I'm really satisfied with the quality of Moberly Parks and Recreation—it's truly one of the best aspects of our city. I'm particularly excited about the development of the new Kiwanis Park and look forward to seeing it come to life. I'd love to see paved walking trails, outdoor fitness equipment, and possibly a 9-hole disc golf course. These additions would provide even more opportunities for residents to stay active and enjoy the outdoors on this side of town. Thank you for the work you do to make our parks such a valuable part of the community!
- Improve communication about parks, programs, and etc..
- Improve the fishing in Rothwell Park Lake.
- It has been my wish to expand the dog park to the water line. The reason being, I have a lab. When we go to the park, he sits and barks at the water. If that is not feasible, perhaps a dog beach area in the Wilderness area. I have always appreciated the MPR as I visited the local parks.
- It has been said many times, but a skate park is needed. It would be a huge benefit to the community. The snow removal on trails is very much appreciated, as well as the disc golf course, and the outdoor racket sports. Enhanced cleaning of racket areas could be improved, as well as improved restrooms at Fox Park. Mile markers along walking trails would be a nice touch as well.
You all are doing a great job. We have really wonderful parks and all the hard work is very much appreciated!
- It saddens me that our beautiful rodeo arena never gets used and when you try to use it for personal use, you get told to leave that you can't ride in it. Last I checked, my tax dollars went into the park and the rodeo arena is the only thing my household uses.. it has tons of room. The fencing is great. Good parking. Easy access. Why not use it. Rumor is, is because the park doesn't make good profit! Who cares! The community enjoys it! Everyone has a great time. 1 night rodeos are better so why not start there?

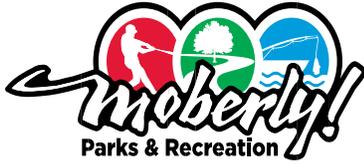
- Keep touting all you're doing on social media! Tell us about your team and the parks board members. So many residents get their info on social platforms and many are begging for something for their kids/teens to do around town. Keep us informed of all your programs and events. Invest in direct mailing your activities guide to residents' homes. Have public yoga events in Rothwell. More kayaking and paddle board classes and events (including water safety). Have a citizens advisory board to organize and generate ideas and events (if you don't already). And thank you for all you do, offer, and bring to our community!
- Keep up the maintenance always.
- Keeping programs available for youth, but increase activities for seniors.
- Lights at fox park!!
- Maintain existing trail/paths to be wheelchair accessible & fit. The potholes, big cracks, sharp drop offs. All buildings, shelters, structure, and wheelchair accessible.
- Management of Heritage Hills should have to meet the standards set by the rest of Moberly.
- Moberly has the best parks around, superior to surrounding areas. The only complaint I have is the damage/defacing of some teens, I don't know if anything can be done.
- More community activities, with a diverse range of topic.
- More learning opportunities similar to once a month at the library, running groups/walking groups geared to over 50 crowd. Pickleball lessons
- More playgrounds and nature activities.
- More restrooms even porta potties would do. Kayak launch slips on Rothwell and Waterworks to avoid damage from concrete ramps.
- More walking trails.
- MPRD does a great job!
- Non native, invasive species (honeysuckle) needs to be eradicated from the Rothwell Park area.
- Not at this time
- Not sure if it's the algorithm, but I never see Instagram posts anymore and that is the main social media that I use. If I find out about an event, usually someone sent the information to me (friends/ vendors).
- Organized mountain bike events. We have enough trails for it.
- Our family loves all things outdoor sports related. Continue to allow the mtn bike & hiking trails to remain and even be improved. Continue to allow for kayaking and camping. We are so grateful for great playgrounds for our little ones and all the hard work & maintenance put into the parks here in Moberly. We only moved here 7 months ago but rothwell park was a huge deciding factor for us.
- Outdoor basketball court & shooting range. Would love for trout fishing to continue & nature type centers.
- Outdoor fitness equipment at Rothwell Park that would be free to the citizens. The fees at the YMCA are not feasible for a lot of citizens.
- Overall the Moberly parks are fantastic. I personally would like to see more shelter houses in various sizes. Many times in the past we have looked for a small shelter to have family events and none were available. If Moberly wants to expand the parks I would suggest a nice lake with several shelter houses in various spots and more play equipment for the children.
- Overall, we've been very pleased with our parks and brag to others visiting about them! Regarding the amphitheater, some sound and lighting reinforcements would be very helpful for putting on cuter shows & programming.
- Place more playground parts near NP Elementary, make more ADA events, put more 12 or odd shift friendly events.
- Please add a public pool & NE side of town. YMCA changes to much private pool has limited space. Swimming is best exercise for elderly, disabled and overweight people. A roller skating rink. Why don't you buy old Commerce Bank downtown and put up a climbing wall and other indoor activities not much to do in winter. A putt putt golf course would also be good for small children and elderly. Please out a restaurant on old pool area where is the best view of the lake. This space is going to waste. Please our old Municipal building.
- Please close and shift to the county all equestrian activities.

- PLEASE consider adding MORE pickleball courts OR converting OLD tennis courts also PLEASE add benches to pickleball courts!
- Please stop cutting down so many trees in Rothwell park. I realize some may fall naturally but I highly value the wild spaces in the park and hate to see them being pushed back. I feel like there is already a good balance of trails, open spaces, facilities, and natural/undeveloped spaces and would like to see the park stay that way.
- Please, please, please put a trash can near the Fox Park playground. Also, need a bench at Rothwell Park designated for smokers.
- Pool open longer to allow adults only to use in evenings and after all the kids go to school.
- Programs for kids and teens
- Real bathrooms on the soccer fields
- Re-pave the walking trails.
- Restroom facilities, quality, access to them, most of the time they are chain locked.
- Rodeo would be nice.
- Safety walking in the park. Bring the equestrian rodeos and fair back to the park where it belongs.
- Senior programs
- Skate park, good connections with young adults
- Splash park was put in a bad location. Why didn't you leave the pool open for adults only. Ask and let people know of plans, need, cost, etc.
- Stop spending money on ball fields, not all youth are into sports.
- Stop the decline of the public golf course. Let the parks department run it.
- Take care of the brush, weeds and trash at the parks. Add a trash can closer to the playground. Create volunteer programs to help clean up the parks.
- Thank you for your diligence in keeping our community with so much pride!
- The department is largely built out and now needs sustained and maintained.
- The parks are all well taken care of. Amazing work by Troy and all the staff but our golf courses need more work funding to make repairs and upgrade outdoor restroom.
- The Roth well lakes need cleaned up!! The algae and moss have taken over the water. And there are no good spots to fish from on land.
- The sports teams should be done by draft models not by what your name is like the midget league baseball
- The staff that works at the needs more employees, they are spread thin.
- The walking trail systems great. The three blocks of trail on 1st Ave that are on the road are horrible and unsafe.
- There has to be something for the teenagers to do in this town. There needs to be more activities for seniors, and that doesn't mean just sitting around playing bingo. There also needs to be more fine art concert dances, those type of things that everyone can attend.
- There is a severe shortage of activities and facilities for those over 12 and not athletic. Camping is an RV parking lot. Why would a resident of Moberly use that?
- Variety of playgrounds for different age ranges, specifically younger kids (1-5).
- We love the natural beauty are parks continue to give us already. Thank you!??
- We need a skate park for the kids. There should be easier access to fishing spots at water works. Lions park needs some better shelters.
- We need automotive related events here. Bring back the car shows.
- We need bowling and billiards for kids and families or skate rink.
- We need more facilities in different areas of the community.
- We need to work on cleaning up some of the lakes for fishing off the banks for people to have more opportunities to fish on banks and fix some of the bathrooms at parks that have no bathrooms or bathrooms that are at parks that don't work .

- We would like to have access to open spaces with no real "playgrounds"... and don't get me wrong, we use the playground plenty. But just open fields that can be used to tossing a frisbee or having a picnic together would be great.
Overall, we love our parks here in Moberly and are really satisfied with the programs the city provides. We appreciate all you do!
- When the splash pad has been closed for issues had no idea until went to splash pad and no water. A couple of times the hand sensor to turn water seemed to not work very well.
- Wish you would have more programs for the young kids and teens most teens have taken over the park and the young kids don't enjoy it. You also put the splash pad in a bad area of Moberly and the homeless are always over there.
- Would like benches by the pickleball courts at Fox Park. Would like the tennis courts in Rothwell Park converted to pickleball courts.
- Would love to have a park with play equipment for kids of all ages near Allendale Manor. Lots of young families out here
- You're rocking it!
We think indoor rec, especially in winter, should be a high priority for Moberly



Survey Instrument



Parks

Rothwell Park

412 Rothwell Park Road

Tannehill Park

110 Hagood Street

Lions Beuth Park

1001 Beuth Road

Fox Park

1160 Russhaven Dr.

Depot Park

101 West Reed St.

West 43 Wilderness Area

1708 County Road 2245

Howard Hills Athletic Complex

2002 W Highway 24

Heritage Hills Golf Course

3534 Highway JJ

Moberly Kiwanis Park

911 Sinnock Ave.

Park Board Members

Don Burton-President

Harley Mattox-Vice President

Russ Kennison-Secretary

Rachael Grime-Member

Kay Harris-Member

Don Hughes-Member

John Meystrik-Member

Mary Lee Noel-Member

Zach Richardson-Member

Contact

200 North Clark St.

Moberly, MO 65270

(660) 269-8705 Ext. 2040

cityofmoberly.com

mprd@cityofmoberly.com

*A Few Minutes of Your
Time Will Shape the
Future of Moberly
Parks and Recreation!*

Dear Moberly Resident:

Moberly Parks and Recreation is developing our new Master Plan for our Parks System and YOUR input is vitally important! Your household was randomly selected to receive this survey. Moberly Parks and Recreation is going to use the data provided in the survey to plan for the Moberly Community over the next ten years.

The last Master Plan was completed in 2011 and was instrumental in enhancing our park system. Projects completed to date (or in progress) include new tennis and pickleball courts at Fox Park, additional parking (330 spaces) at the Athletic Complex, a pavilion and restroom at Depot Park, a new multipurpose pavilion and the Amphitheater in Rothwell Park, a downtown splash pad, and a new park for Northeast Moberly to name just a few.

Moberly Parks and Recreation asks that you please complete and return the survey within the next two weeks. We selected ETC Institute, a national research firm, as our partner to administer this survey. Data compiled from the results of this survey will be presented to the department within the next few months. All responses will remain anonymous and confidential. The survey may be completed online at Moberlysurvey.org or you may complete the printed version, which is enclosed, and return it in the postage-paid, return-reply envelope.

Thank you for your support of the Moberly Parks and Recreation Department. This survey will greatly benefit all residents of the Moberly Community. If you have any questions or are interested in more information regarding the timeline of this Master Plan, please contact myself, Troy Bock, Director of Moberly Parks and Recreation, at (660) 269-7613 or tbock@cityofmoberly.com

Sincerely,

Troy Bock

Director, Moberly Parks and Recreation

2025 City of Moberly Parks and Recreation Survey

This survey should be completed by one adult who will represent the entire household. Your input will be used to assess park and recreation needs and priorities for all parks within Moberly. You may complete the survey online at [Moberlysurvey.org](https://moberlysurvey.org). If you have questions, please call **(660) 269-7613**.

1. Including yourself, how many people in your household are...

Under age 5: ____ Ages 15-19: ____ Ages 35-44: ____ Ages 65-74: ____
 Ages 5-9: ____ Ages 20-24: ____ Ages 45-54: ____ Ages 75+: ____
 Ages 10-14: ____ Ages 25-34: ____ Ages 55-64: ____

2. Have you or other members of your household visited any parks or facilities offered by the Parks and Recreation Department during the past year?

____(1) Yes [Answer Q2a.] ____ (2) No [Skip to Q3.]

2a. How would you rate the physical condition of the parks/facilities you and the members of your household have visited during the past year?

____(4) Excellent ____ (3) Good ____ (2) Fair ____ (1) Poor

3. Have you or other members of your household participated in any programs and activities offered by the Parks and Recreation Department during the past year?

____(1) Yes [Answer Q3a.] ____ (2) No [Skip to Q4.]

3a. How would you rate the programs and activities you and the members of your household have participated in during the past year?

____(4) Excellent ____ (3) Good ____ (2) Fair ____ (1) Poor

4. Have you or other members of your household participated in any sports leagues and classes offered through the Parks and Recreation Department during the past year?

____(1) Yes [Answer Q4a.] ____ (2) No [Skip to Q5.]

4a. How would you rate the sports leagues and classes you and the members of your household have participated in during the past year?

____(4) Excellent ____ (3) Good ____ (2) Fair ____ (1) Poor

5. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your level of satisfaction with the following parks and facilities provided by the City of Moberly. If you haven't used the park/facility, please circle "9" for "Haven't Used."

Type of Park/Facility (Listed Alphabetically)	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Haven't Used
01. Depot Park (Intersection of W Reed St and N Sturgeon St)	5	4	3	2	1	9
02. Fox Park (1160 Russhaven Dr)	5	4	3	2	1	9
03. Heritage Hills Golf Course (3534 State Hwy JJ)	5	4	3	2	1	9
04. Howard Hills Athletic Complex (in Rothwell Park)	5	4	3	2	1	9
05. Lion's Beuth Park (1001 Beuth Rd)	5	4	3	2	1	9
06. Moberly Aquatic Center (in Rothwell Park)	5	4	3	2	1	9
07. Rothwell Park (Rothwell Park Rd)	5	4	3	2	1	9
08. Shepherd Fields (1438 South Morley Street)	5	4	3	2	1	9
09. Tannehill Park and Splashpad (107 Hagood St)	5	4	3	2	1	9
10. Thompson Campground (in Rothwell Park)	5	4	3	2	1	9

6. On average, how often do you or other members of your household visit parks in Moberly?

- (1) Almost daily (4) At least once per month (7) Seldom or never
 (2) A few times per week (5) A few times per year
 (3) At least once per week (6) Once per year

7. Which of the following reasons PREVENT you or other members of your household from using parks in Moberly, or from using them more often? [Check all that apply.]

- (01) Too hard to find parking (07) Not interested/too busy
 (02) ADA accessibility is lacking (08) Amenities offered don't match my interests or needs
 (03) Condition of amenities (09) Facilities too crowded
 (04) Lack of age-appropriate amenities (10) Too far away from residence
 (05) Safety or security concerns (11) Other: _____
 (06) Lack of maintenance and repair of existing facilities (12) None, no barriers exist for me

8. Please indicate how well your needs are being met for each of the PARK or AMENITY types listed below on a scale of 4 to 1, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all. If you do not have a need for an item listed, please circle "9" for "No Need."

Type of Park or Amenity (Listed Alphabetically)	Fully Met	Mostly Met	Partly Met	Not Met	No Need
01. Baseball/softball diamonds	4	3	2	1	9
02. Camping areas	4	3	2	1	9
03. Community gardens	4	3	2	1	9
04. Disc golf courses	4	3	2	1	9
05. Dog parks	4	3	2	1	9
06. Equestrian arenas	4	3	2	1	9
07. Equestrian trails	4	3	2	1	9
08. General multi-purpose open green spaces	4	3	2	1	9
09. Golf courses	4	3	2	1	9
10. Indoor recreation spaces	4	3	2	1	9
11. Natural areas for passive recreation and wildlife benefit	4	3	2	1	9
12. Nature/hiking/mountain biking trails	4	3	2	1	9
13. Nature/interpretive centers	4	3	2	1	9
14. Outdoor amphitheater/event spaces	4	3	2	1	9
15. Outdoor basketball courts	4	3	2	1	9
16. Outdoor pools	4	3	2	1	9
17. Outdoor splash pads	4	3	2	1	9
18. Outdoor volleyball courts	4	3	2	1	9
19. Park shelters	4	3	2	1	9
20. Paved trails	4	3	2	1	9
21. Pickleball courts	4	3	2	1	9
22. Playgrounds	4	3	2	1	9
23. Rectangular sports fields (soccer, football, lacrosse, etc.)	4	3	2	1	9
24. Restrooms	4	3	2	1	9
25. Seasonal skate rinks	4	3	2	1	9
26. Shooting ranges (archery, rifle, etc.)	4	3	2	1	9
27. Skate parks	4	3	2	1	9
28. Tennis courts	4	3	2	1	9
29. Water/lake access points	4	3	2	1	9
30. Other (please specify): _____	4	3	2	1	9

9. Which FOUR types of parks/amenities from the list in Question 8 are MOST IMPORTANT to your household? [Write in your answers below using the numbers from the list in Question 8, or circle "NONE."]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE

10. Please indicate how well your needs are being met for each of the PROGRAMS/ACTIVITIES listed below on a scale of 4 to 1, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all. If you do not have a need for an item listed, please circle "9" for "No Need."

Type of Program/Activity (Listed Alphabetically)	Fully Met	Mostly Met	Partly Met	Not Met	No Need
01. Action sports (e.g., skateboarding, BMX)	4	3	2	1	9
02. Adult fitness and wellness programs	4	3	2	1	9
03. Adult sports programs and leagues	4	3	2	1	9
04. Archery	4	3	2	1	9
05. Art, dance, performing arts	4	3	2	1	9
06. Aquatic programs (swim lessons, fitness, etc.)	4	3	2	1	9
07. Baseball	4	3	2	1	9
08. Basketball	4	3	2	1	9
09. Camping	4	3	2	1	9
10. Community special events	4	3	2	1	9
11. Disc golf	4	3	2	1	9
12. Education/life skills programs such as cooking, budgeting, carpentry, etc.	4	3	2	1	9
13. Facility rentals (indoor or outdoor)	4	3	2	1	9
14. Fishing	4	3	2	1	9
15. Football	4	3	2	1	9
16. Golf lessons	4	3	2	1	9
17. Nature/conservation education	4	3	2	1	9
18. Outdoor adventure programs (canoeing, kayaking, paddle boarding, rowing, etc.)	4	3	2	1	9
19. Outdoor music/performances/theater	4	3	2	1	9
20. Programs for people with disabilities	4	3	2	1	9
21. Senior citizen programs	4	3	2	1	9
22. Soccer	4	3	2	1	9
23. Softball	4	3	2	1	9
24. Summer camps	4	3	2	1	9
25. Teen programs	4	3	2	1	9
26. Youth fitness and wellness programs	4	3	2	1	9
27. Youth sports programs and leagues	4	3	2	1	9
28. Other (please specify): _____	4	3	2	1	9

11. Which FOUR programs/activities from the list in Question 10 are MOST IMPORTANT to you and members of your household? [Write in your answers below using the numbers from the list in Question 10, or circle "NONE."]

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

12. From the following list, please CHECK ALL of the ways you learn about Parks and Recreation Department programs and activities.

- ____ (01) Activity Guide
- ____ (02) Conversation with staff
- ____ (03) Direct email
- ____ (04) Newspaper
- ____ (05) Park signage (e.g., kiosks, flyers)
- ____ (06) Parks and Recreation Website
- ____ (07) Radio
- ____ (08) Search engine (e.g., Google)
- ____ (09) Social media (e.g., Facebook, X (formerly known as Twitter), Instagram)
- ____ (10) Word of mouth
- ____ (11) Other: _____
- ____ (12) None of these

13. In each community, different organizations (Parks and Recreation Departments, YMCAs, Libraries, Schools, etc.) fulfill different roles including, but not limited to, providing outdoor recreational spaces, outdoor recreational activities, indoor recreational spaces, private event rental spaces, and public events and activities. What do you believe is the most essential or primary role for Moberly Parks and Recreation? [Check all that apply.]

- ___(01) Indoor recreational spaces
- ___(02) Land acquisition for future parks, trails, and open/natural space
- ___(03) Leader-led classes (swim lessons, nature classes, etc.)
- ___(04) Natural resource management (forestry and lake management)
- ___(05) Outdoor recreational spaces
- ___(06) Private event rental spaces
- ___(07) Public programs, activities, and events
- ___(08) Self-directed experiences (hiking, fishing, dog park use, etc.)
- ___(09) Sports leagues and tournaments
- ___(10) Other: _____

14. Which THREE of the items from the list in Question 13 are MOST IMPORTANT to you and members of your household? [Write in your answers below using the numbers from the list in Question 13, or circle "NONE."]

1st: ___ 2nd: ___ 3rd: ___ NONE

15. If you had a budget of \$100 for the City of Moberly City Parks and Recreation Department, how would you allocate the funds among the categories of funding listed below? [Please be sure your total adds up to \$100.]

- \$ _____ Develop and add new recreation facilities and amenities
- \$ _____ Expand recreation programming, activities, and events
- \$ _____ Improvements and maintenance to existing recreation amenities
- \$ _____ Land acquisitions for future park, trail, and recreation facility development
- \$ _____ Natural resources management (e.g., forestry and lake management)

\$100 total

16. Please rate your level of agreement with the following statements. Rate each item on a scale of 5 to 1, where 5 means "Strongly Agree," and 1 means "Strongly Disagree."

The Moberly Parks & Recreation system...	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't know
01. Is a valuable public resource for area residents	5	4	3	2	1	9
02. Enhances the quality of life in Moberly	5	4	3	2	1	9
03. Enhances the appeal of living in Moberly	5	4	3	2	1	9
04. Improves property values in Moberly	5	4	3	2	1	9
05. Improves my (my household's) physical health and fitness	5	4	3	2	1	9
06. Improves my (my household's) mental health and reduces stress	5	4	3	2	1	9
07. Provides positive social interactions for me (my household)	5	4	3	2	1	9
08. Provides opportunities to learn	5	4	3	2	1	9
09. Preserves green space and provides areas of natural beauty	5	4	3	2	1	9
10. Provides a wide variety of recreation experiences and activities	5	4	3	2	1	9
11. Strengthens our community	5	4	3	2	1	9
12. Is accessible to all residents	5	4	3	2	1	9

17. Which THREE of the BENEFITS from the list in Question 16 are most important to you and members of your household? [Write in your answers below using the numbers from the list in Question 16, or circle "NONE."]

1st: ___ 2nd: ___ 3rd: ___ NONE

18. Please rate your satisfaction on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following recreation, parks, and events provided by the City of Moberly Parks and Recreation Department.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know / Not Applicable
01. Overall value your household receives for taxes paid	5	4	3	2	1	9
02. Maintenance of parks	5	4	3	2	1	9
03. Maintenance of trails	5	4	3	2	1	9
04. Number of parks in the city	5	4	3	2	1	9
05. Variety of different types of parks in the city	5	4	3	2	1	9
06. Availability of information about programs/facilities	5	4	3	2	1	9
07. Access to natural areas, undeveloped open space, etc.	5	4	3	2	1	9
08. Quality of programs, activities, and athletics offered by the city	5	4	3	2	1	9
09. Variety of programs, activities, and athletics offered by the city	5	4	3	2	1	9
10. Ease of registering for programs or activities	5	4	3	2	1	9
11. Ease of renting/reserving a city facility	5	4	3	2	1	9
12. Fees charged for city recreation programs	5	4	3	2	1	9
13. Program schedule (time/day)	5	4	3	2	1	9
14. How close parks are located to your home	5	4	3	2	1	9

19. Which THREE of the items from the list in Question 18 should receive the MOST EMPHASIS over the next ten years? [Write in your answers below using the numbers from the list in Question 18, or circle "NONE."]

1st: ____ 2nd: ____ 3rd: ____ NONE

20. How important do you feel it is for the City to provide high-quality PARK FACILITIES?

____(4) Very important ____ (2) Somewhat not important ____ (9) Don't know
 ____ (3) Somewhat important ____ (1) Not important at all

21. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the overall value your household receives from the City of Moberly Parks and Recreation Department.

____ (5) Very satisfied ____ (3) Neutral ____ (1) Very dissatisfied
 ____ (4) Satisfied ____ (2) Dissatisfied

Demographics

22. Approximately how many years have you lived in Moberly? [Write "0" if less than one year.]
 ____ years

23. What is your age? ____ years

24. Which of the following best describes your employment status? [Check all that apply.]

____ (1) Full-time ____ (4) Retired ____ (7) Full-time student at local college or university
 ____ (2) Part-time ____ (5) Unemployed ____ (8) Prefer not to say
 ____ (3) Active military ____ (6) Unable to work ____ (9) Other: _____

25. Which of the following best describes your race/ethnicity? [Check all that apply.]

____ (01) Asian or Asian Indian ____ (05) Native Hawaiian or other Pacific Islander
 ____ (02) Black or African American ____ (06) Hispanic, Spanish, or Latino/a/x
 ____ (03) American Indian or Alaska Native ____ (99) Other: _____
 ____ (04) White or Caucasian

26. **Your gender:** ____ (1) Male ____ (2) Female ____ (3) Prefer not to say

27. **Which of the following BEST describes your annual household income?**

- ____ (1) Under \$30,000 ____ (4) \$100,000-\$149,999 ____ (7) Prefer not to answer
____ (2) \$30,000-\$59,999 ____ (5) \$150,000-\$199,999
____ (3) \$60,000-\$99,999 ____ (6) \$200,000 or more

28. **Please tell us if you have any other suggestions or comments to improve the overall quality of Moberly Parks and Recreation or about the potential for future parks in the City of Moberly.**

29. **Would you be willing to participate in future surveys sponsored by the City of Moberly?**

- ____ (1) Yes [Answer Q29a.] ____ (2) No

29a. **Please provide your contact information.**

Mobile Phone Number: _____

Email Address: _____

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information to the right will ONLY be used to help identify the level of need in your area. Thank you.

Online Community Survey Report



Online Survey

Methodology

Zec Eight Insights implemented an online community survey as part of the community engagement process. The survey was conducted from February 25-March 31, 2025, and was launched upon completion of the statistically valid survey process. The survey consisted of 30 questions (including demographic questions) and took users an average of ten minutes to complete. A total of 203 responses were collected via SurveyMonkey. The survey’s intent was to supplement findings from the statistically valid surveying process and to give interested parties another opportunity to provide general feedback for the planning process. Self-selected survey processes tend to receive responses from more users than non-users; consequently, this information is kept separate from the statistically valid survey results, but this survey typically yields more site-specific feedback.

Findings

Residency

Respondents were asked to indicate if they live within Moberly (**Figure 1**). Approximately 73% indicated they do while 27% were from outside the boundaries. When prompted to enter their zip code for those that indicated they are non-residents, Huntsville and Cairo residents responded the most to the instrument.

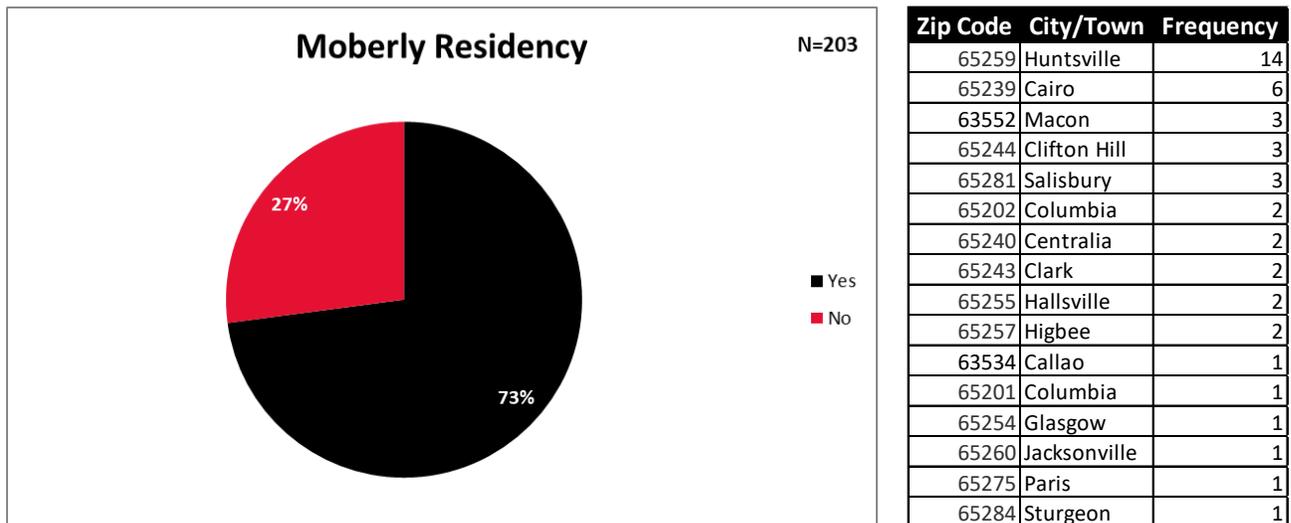


Figure 1: Survey Respondent Residency (L) and Non-Resident Zip Codes (R)



System Use

When asked if they or members of their household have visited any parks or facilities offered by Moberly Parks and Recreation in the past year, all survey respondents indicated they have (**Figure 2**).

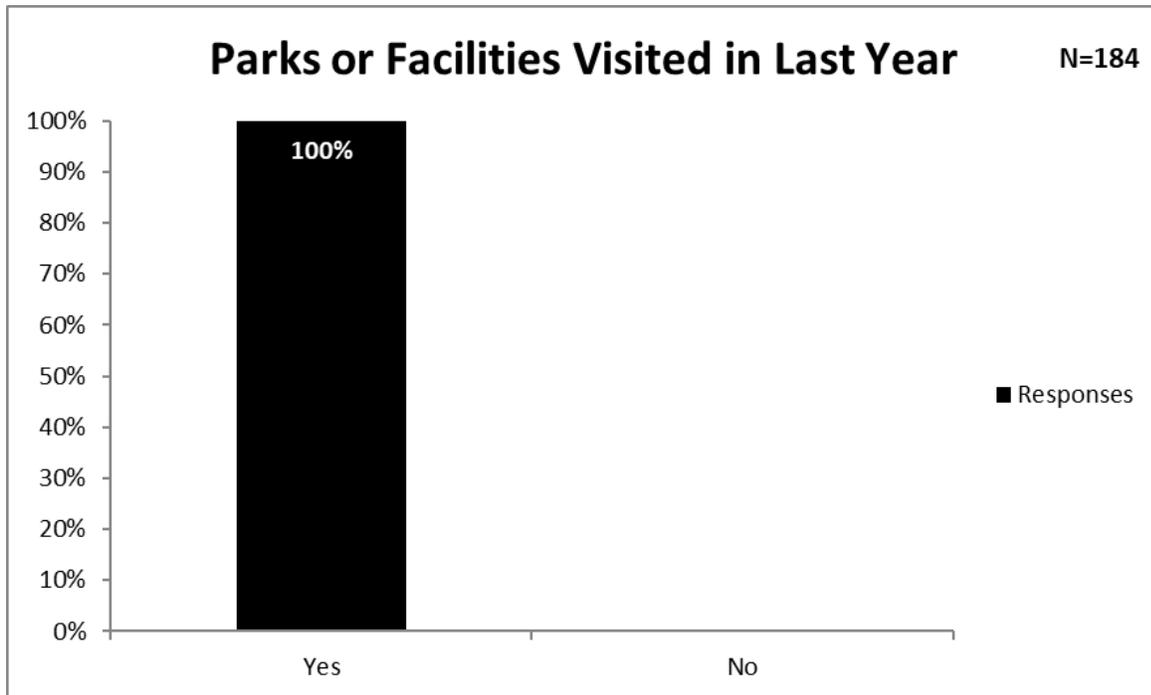


Figure 2: System Use



System Condition

Survey respondents were asked to rate the physical condition of the parks/facilities they have visited (**Figure 3**). Approximately 85% rated the facilities as either good or excellent; only 16% rated as either fair or poor.

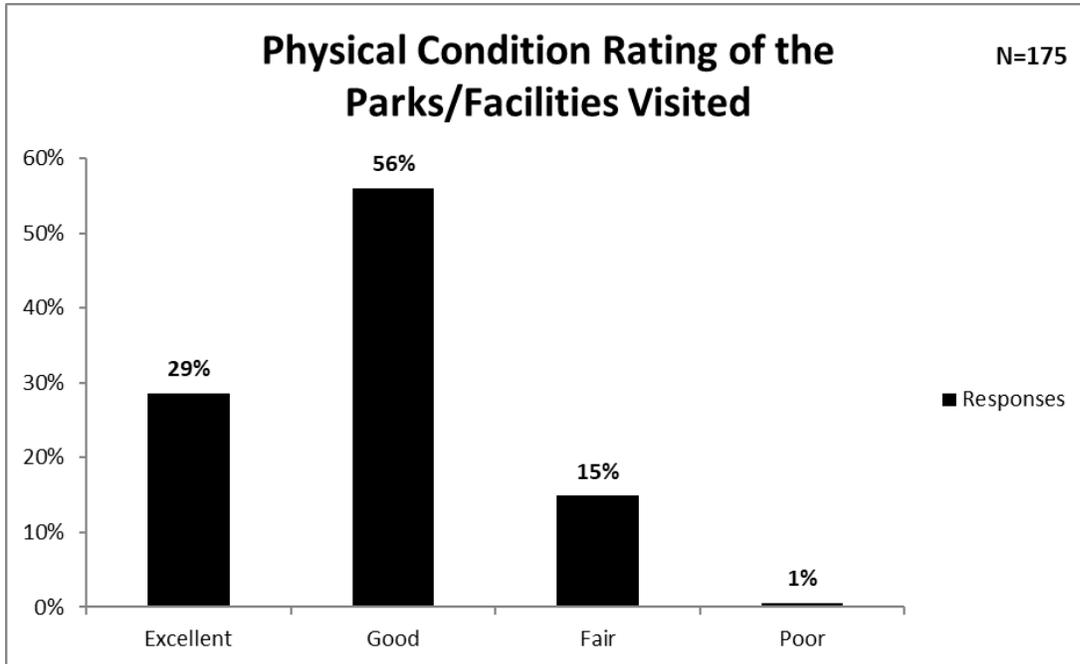


Figure 3: System Condition Rating

Program or Activity Participation

Approximately 70% of survey respondents participated in a recreation program or activity from Moberly Parks and Recreation during the past 12 months (**Figure 4**).

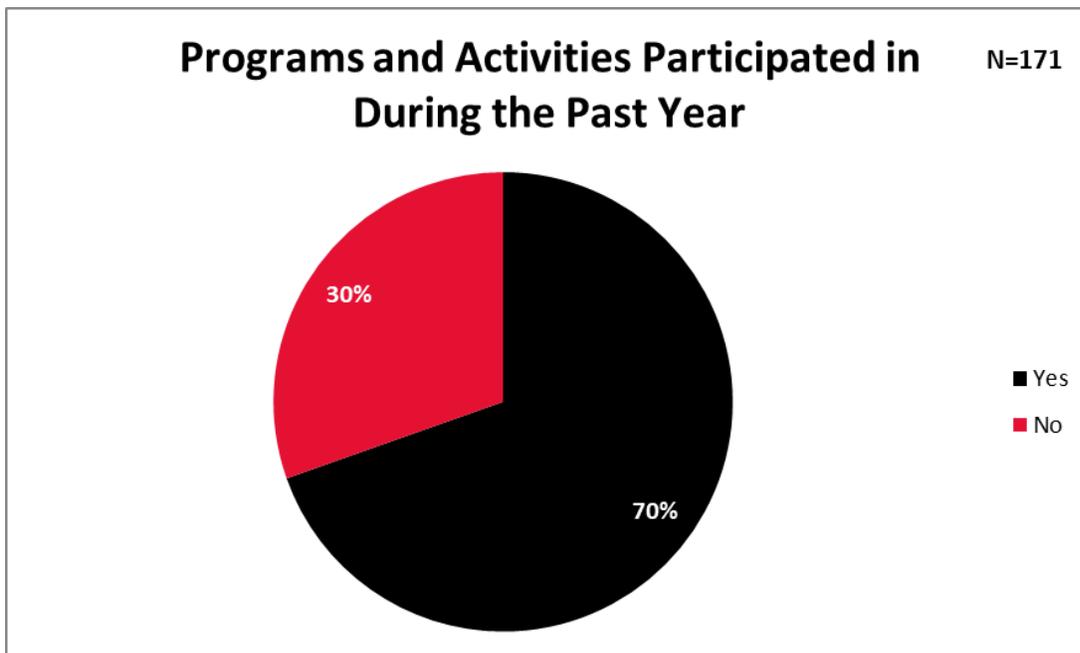


Figure 4: Program or Activity Participation Use in Past 12 Months



Program Quality

For those that participated in a Moberly recreation program or activity during the past 12 months, they were asked to indicate the quality of the program(s) participated in (**Figure 5**). Approximately 87% rated the program(s) as either good or excellent.

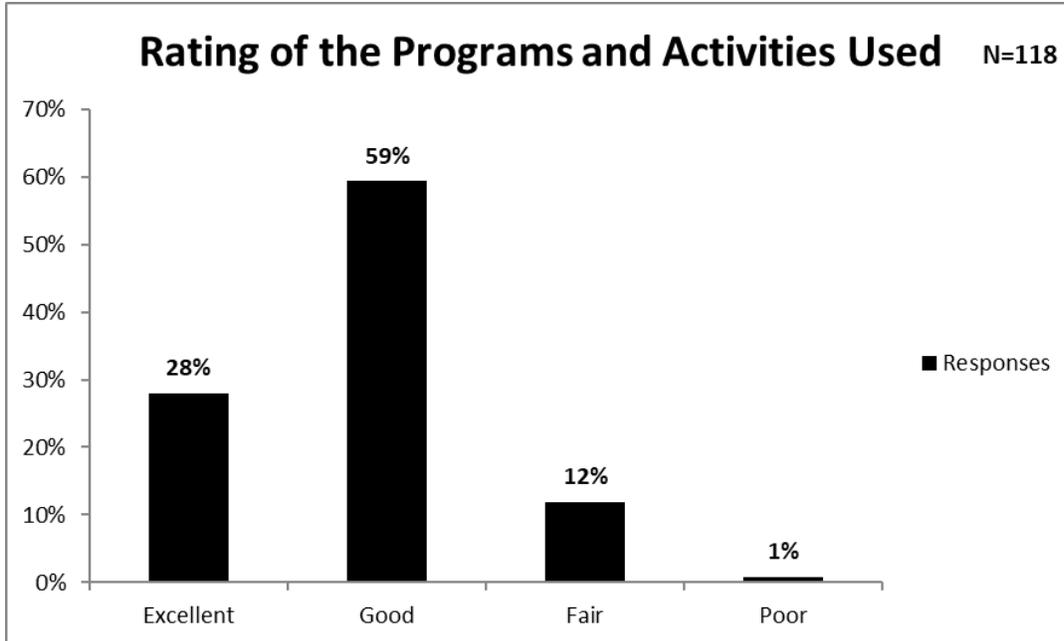


Figure 5: Recreation Program Quality Rating

Participation in Sports Leagues and Classes

Only 45% of survey respondents participated in a sports league or class from Moberly Parks and Recreation during the past 12 months (**Figure 6**).

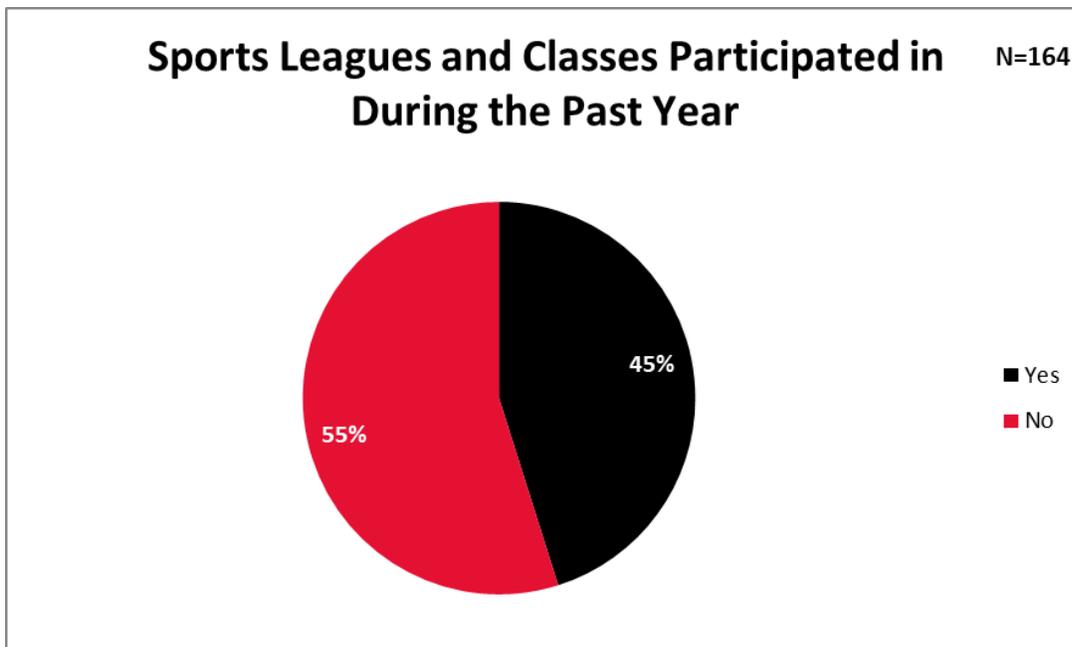


Figure 6: Participation in Sports Leagues and Classes in Past 12 Months



Program Quality

For those that participated in a Moberly sports league or class during the past 12 months, they were asked to indicate the quality of the program(s) participated in (**Figure 7**). Approximately 82% rated the sports league or class as either good or excellent.

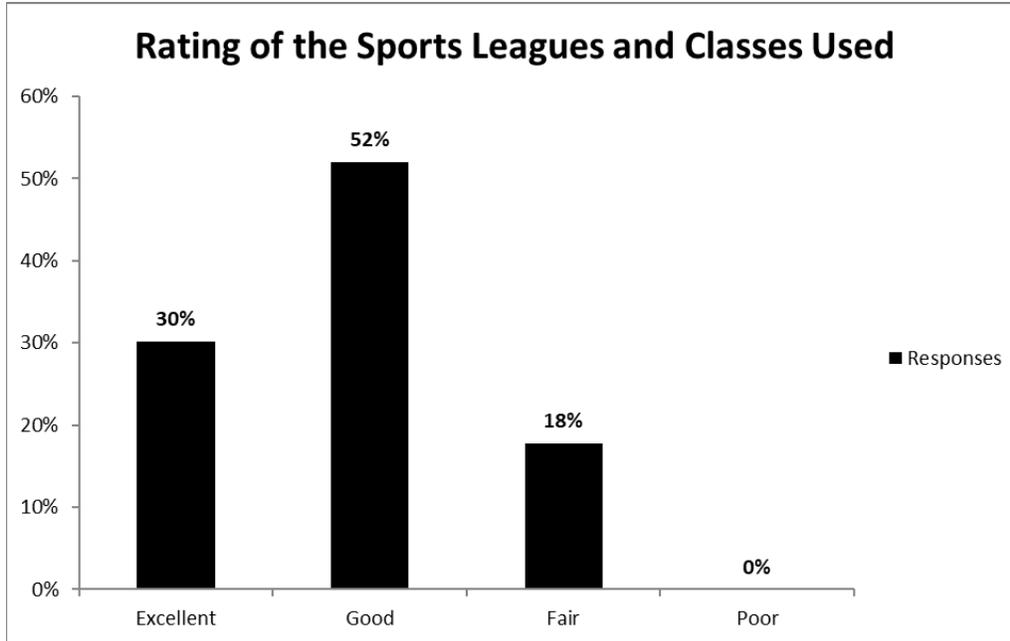


Figure 7: Sports Leagues or Classes Quality Rating

System Satisfaction

Survey respondents were asked to rate their level of satisfaction with the parks and facilities provided by Moberly Parks and Recreation (**Figure 8**). Based on a five-point scale with 1 being very dissatisfied and 5 being very satisfied, respondents indicated the highest satisfaction with Howard Hills Athletic Complex and Rothwell Park. The lowest satisfaction ratings are attributed to Heritage Hills Golf Course, Thompson Campground (in Rothwell Park), and Tannehill Park and Splashpad.

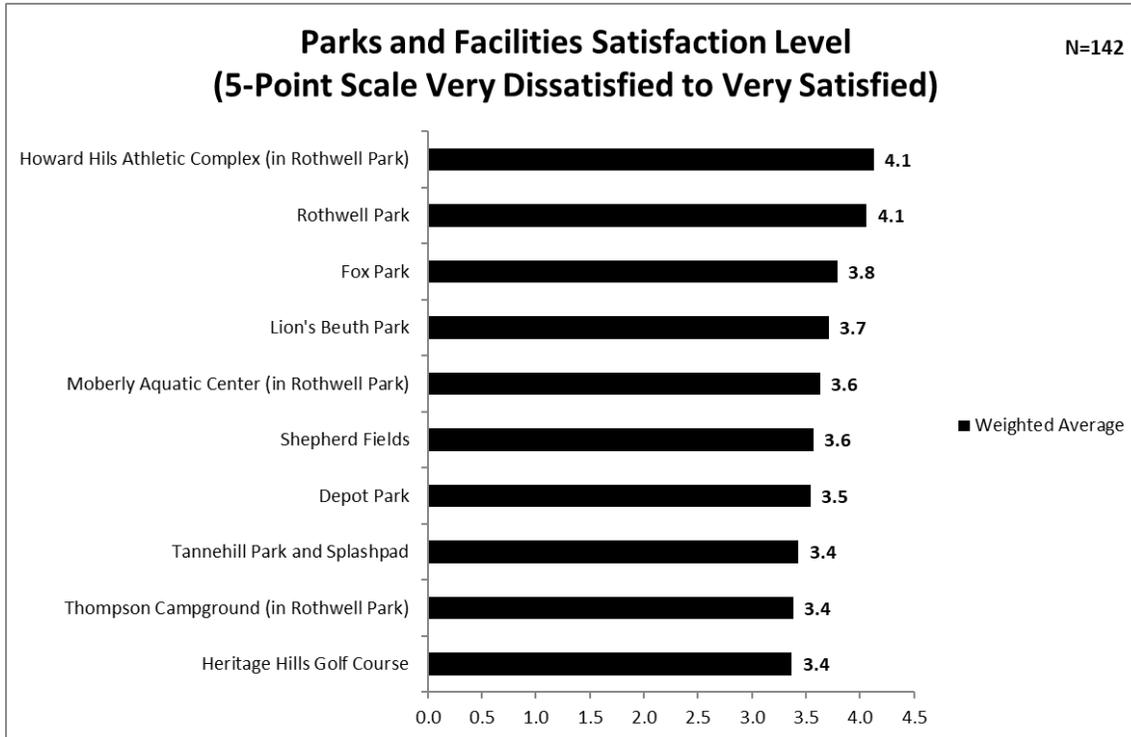


Figure 8: Parks and Facilities Satisfaction Level

System Use Frequency

When asked how often they or members of their household visit parks in Moberly, most respondents (60%) indicated they visit parks at least weekly (Figure 9).

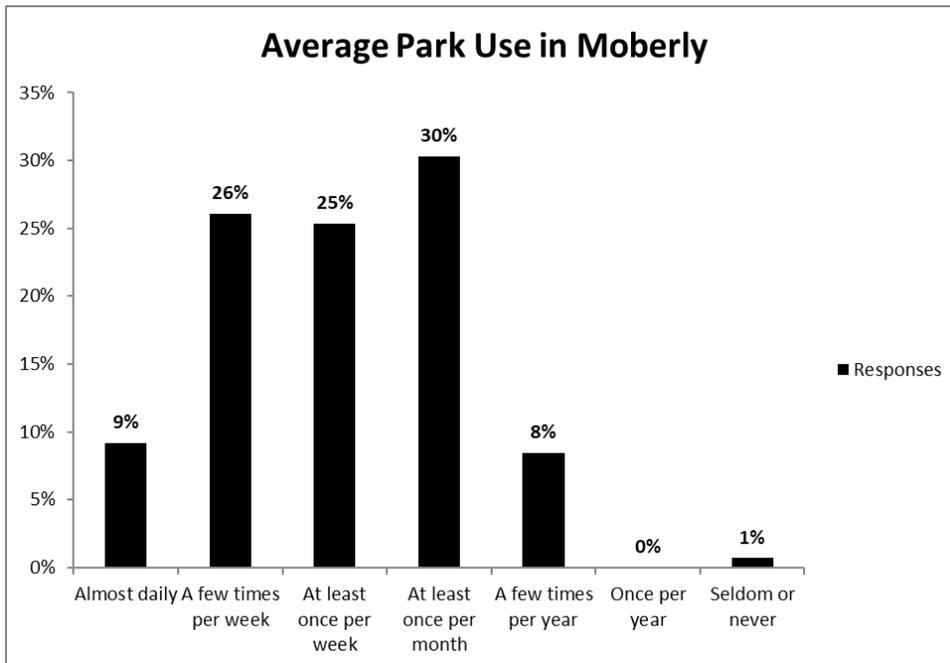


Figure 9: Average Park Use Frequency in Moberly



Facility Barriers

Respondents were asked to indicate what prevents them from using parks in Moberly at all or more often (**Figure 10**). The top responses (besides reporting no barriers) were lack of age-appropriate amenities, condition of amenities, and facilities are too crowded.

In terms of “other” reasons preventing respondents from participating, reasons varied (**Figure 11**).

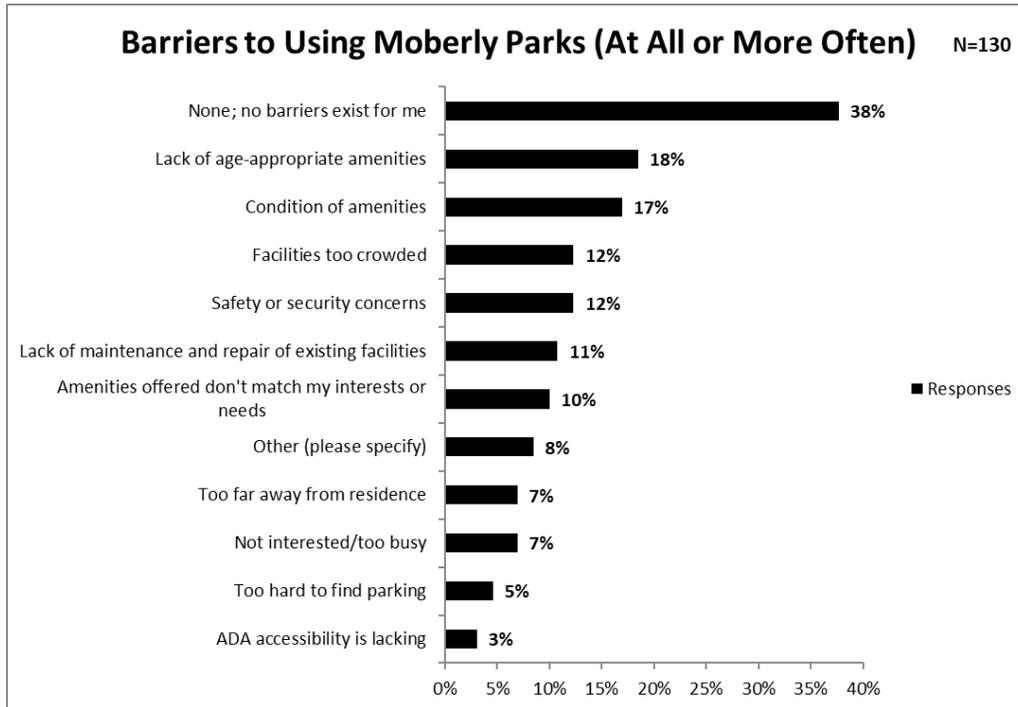


Figure 10: Barriers to Facility Use

Other Responses
Would love to see more toddler and special needs accommodations.
We need 4H buildings and agriculture opportunities, not a badly designed amphitheater.
Bring back the Randolph County Fair.
Some spots could be better surveilled to deter sketchy people.
Once at the splash pad near the post office my wife and I observed a strange man in a tan older vehicle slow down, stop, and raise their phone to take pictures or video of our then 3 year old playing in the water. When I started running at the vehicle it sped off.
Locked up pickleball courts on nice days.
No shade at sports complex and not enough transportation to and from fields.
Not enough seating for adults.
Weather.
Bathrooms are more often than not closed, especially at the dog park. Also, not really any fun things to do with pets, especially dogs. Dog park is extremely lacking.
Busy schedules.

Figure 11: “Other” Barriers to Facility Use



Recreation Facility Importance

Respondents were provided with a long list of recreation facilities, both currently offered by Moberly Parks and Recreation and those that are not (Figure 12). The intent of this question was to understand what types of recreation facilities were most important to households, regardless of *who* provides them. The most important facilities included playgrounds, restrooms, natural trails, diamond fields, indoor recreation spaces, and outdoor pools.

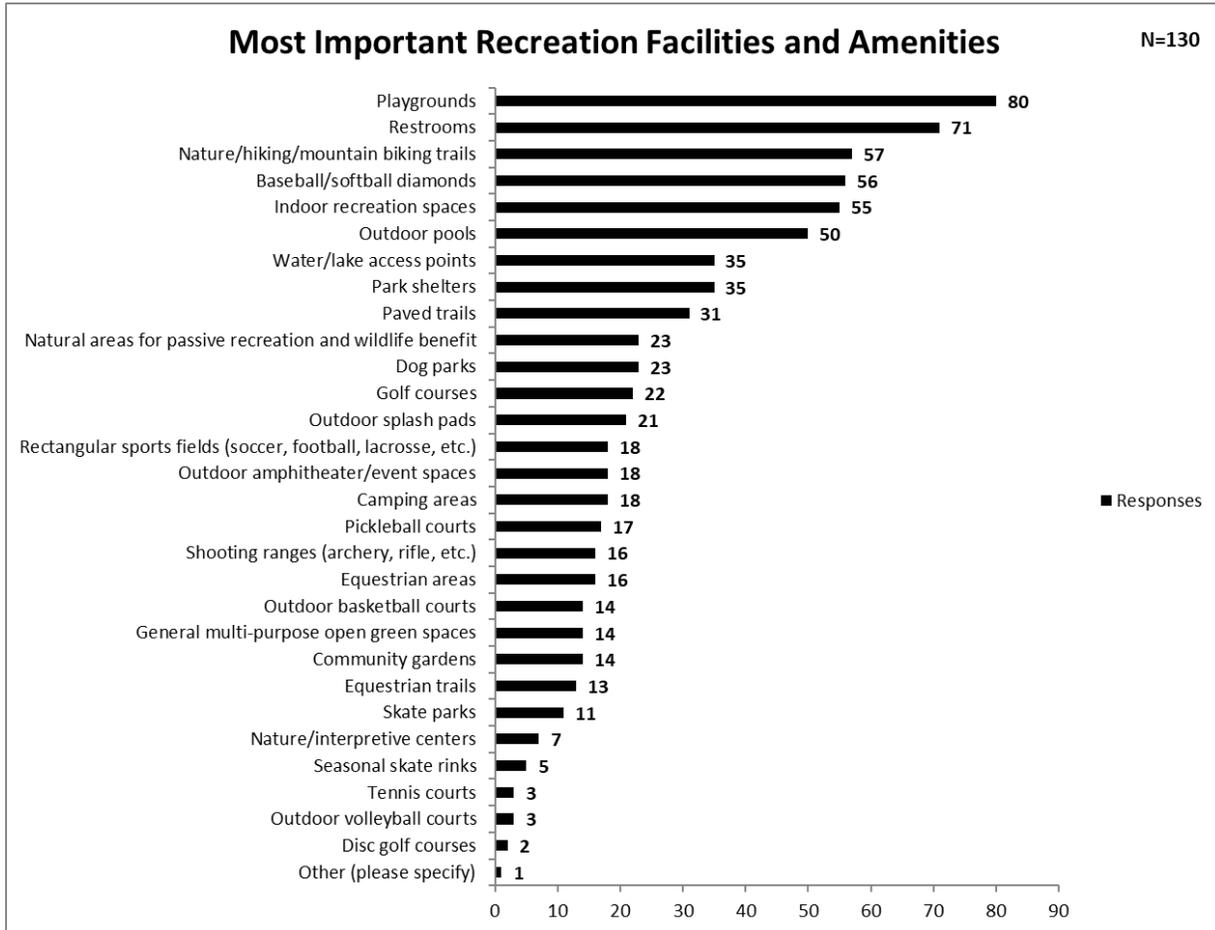


Figure 12: Most Important Recreation Facilities

Recreation Program Importance

Respondents were provided with a long list of recreation programs, both currently offered by Moberly Parks and Recreation and those that are not (Figure 13). The intent of this question was to understand what types of recreation programs were most important to households, regardless of *who* provides them. The most important programs included youth sports programs and leagues, aquatic programs, baseball, adult fitness and wellness programs, teen programs, and community special events. The few “other” responses received related to equine activities, adaptive programming, and run/walk races.

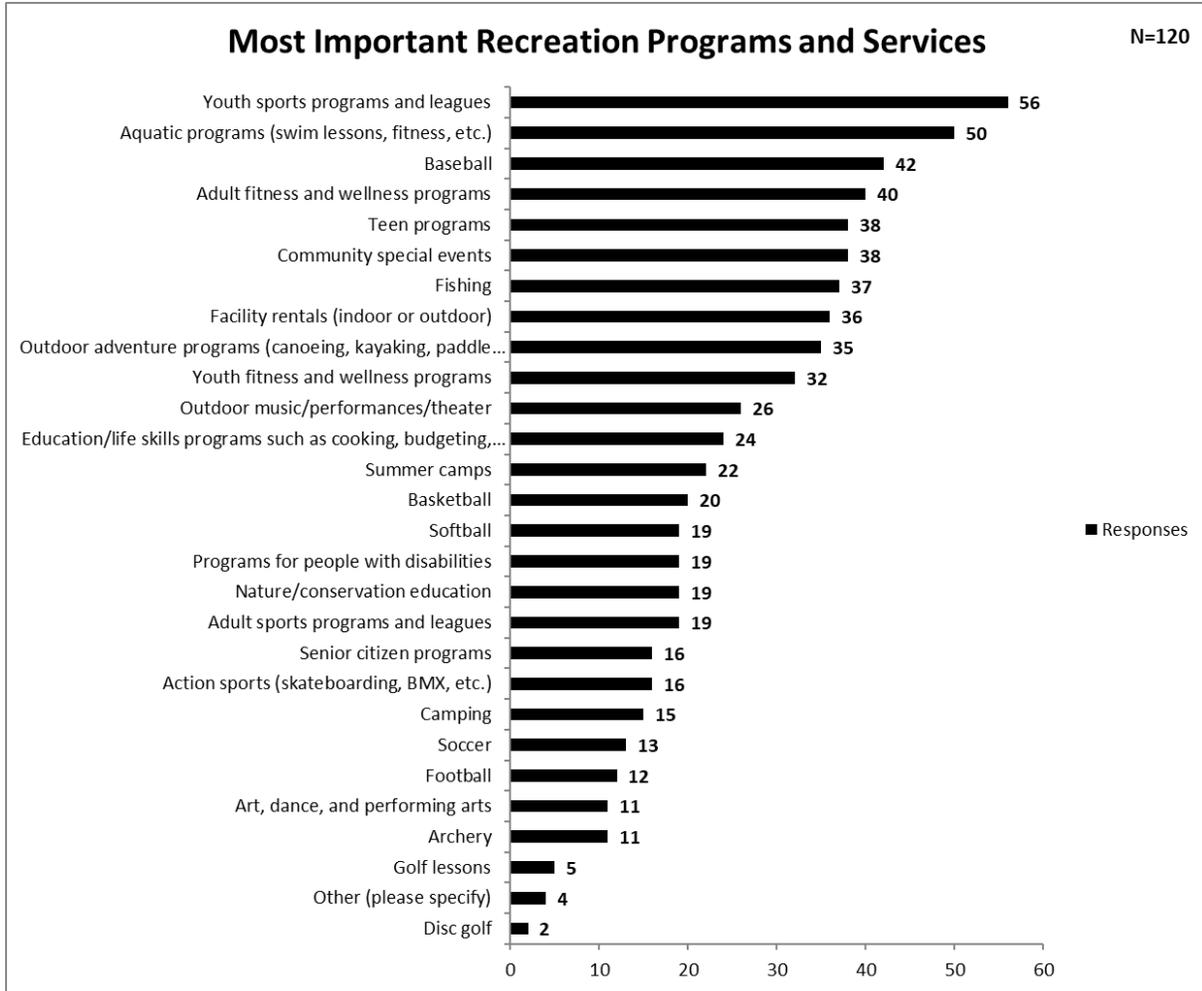


Figure 13: Most Important Recreation Programs



Marketing

In terms of marketing, respondents indicated a preference for communications received directly from Moberly Parks and Recreation via social media, the department website, and Activity Guide (**Figure 14**).

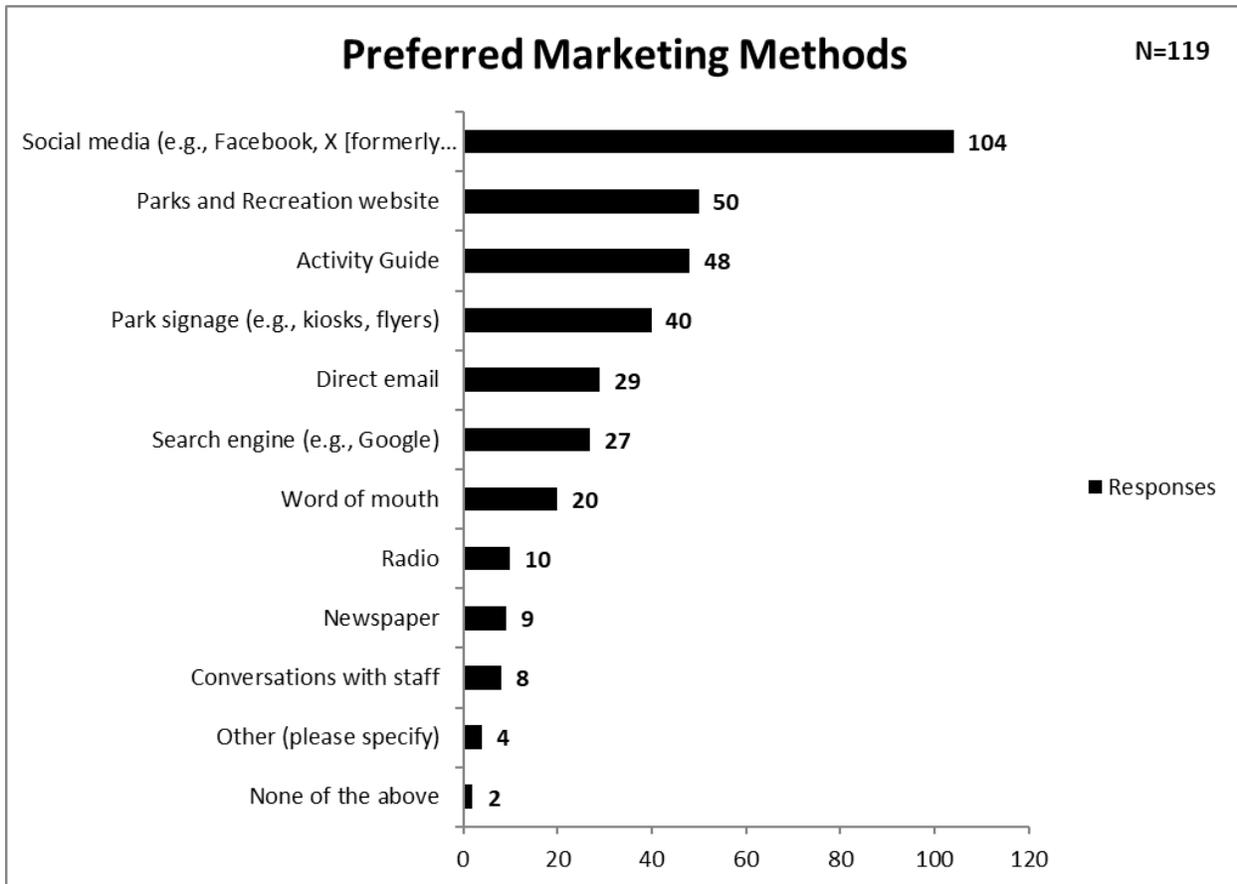


Figure 14: Marketing Preference

Primary Department Role

Survey respondents were provided context about the varying roles public parks and recreation agencies can play within a community. Given this context, respondents were asked to indicate what they believe should be the primary focus of Moberly Parks and Recreation (**Figure 15**). The top three roles indicated included provided outdoor recreational spaces, self-directed experiences, and public programs, activities, and events.

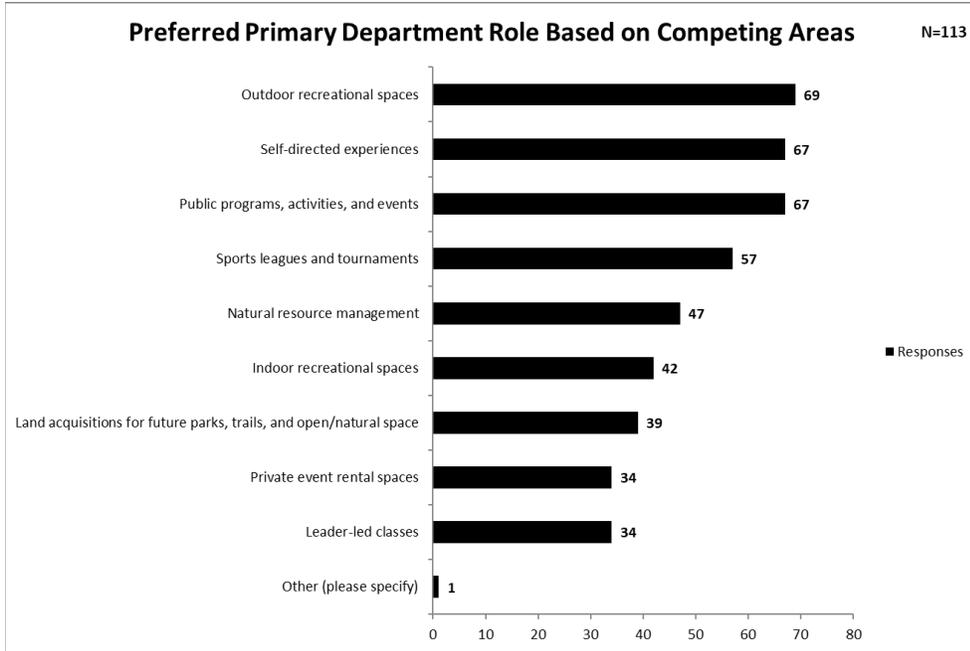


Figure 15: Preferred Department Role

Most Important Department Role

Respondents were then asked to indicate which three items from the previous question are most important to them and members of their household (Figure 16). Based on weighted averages, natural resource management, sports leagues and tournaments, and self-directed experiences were the most important department roles.

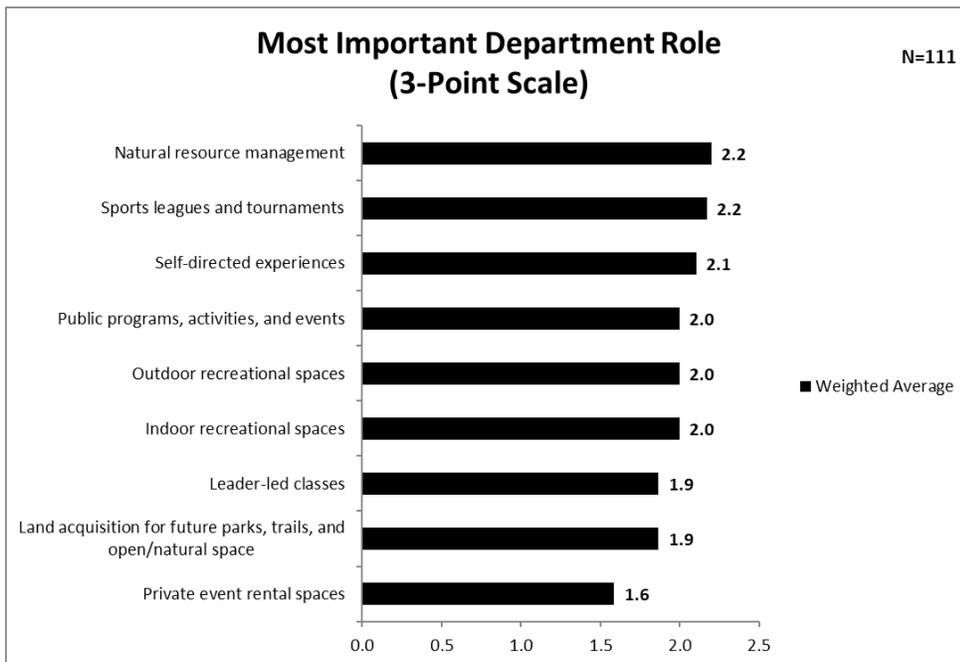


Figure 16: Most Important Department Role



\$100 Allocation

Respondents were provided with a scenario in which they had a fictitious \$100 to distribute across competing categories (**Figure 17**). This question yielded an overall categorization direction. Respondents indicated they would spend approximately one-third (\$36) on improvements and maintenance to existing recreation amenities, followed by developing and adding new recreation facilities, expanding recreation programming, natural resource management, and land acquisition.

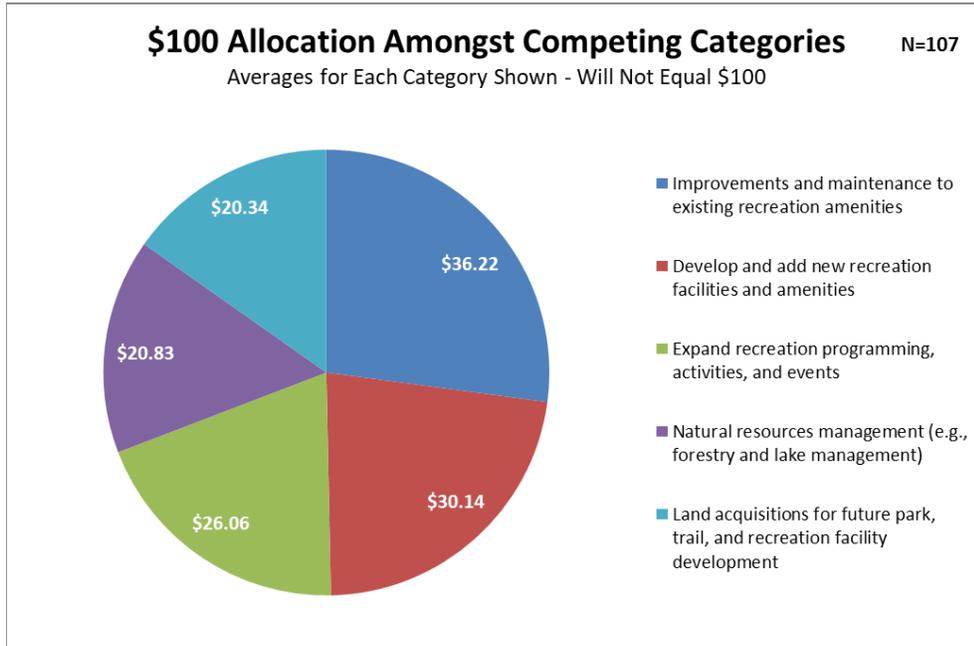


Figure 17: \$100 Allocation Across Various Parks and Recreation Categories

Benefits Received from Parks and Recreation

Survey respondents were asked to rate their agreement with a variety of benefit statements associated with parks and recreation in Moberly (**Figure 18**). Based on a five-point scale with 1 being strongly disagree and 5 being strongly agree, respondents indicated the most agreeable benefits received from parks and recreation within Moberly are a valuable public resource for area residents, enhances the appeal of living in Moberly, and enhances the quality of life in Moberly.

When asked to indicate which three benefits are most important to them and their households, respondents indicated the same three benefits as the last question with the addition of improving their household's physical health and fitness (**Figure 19**).

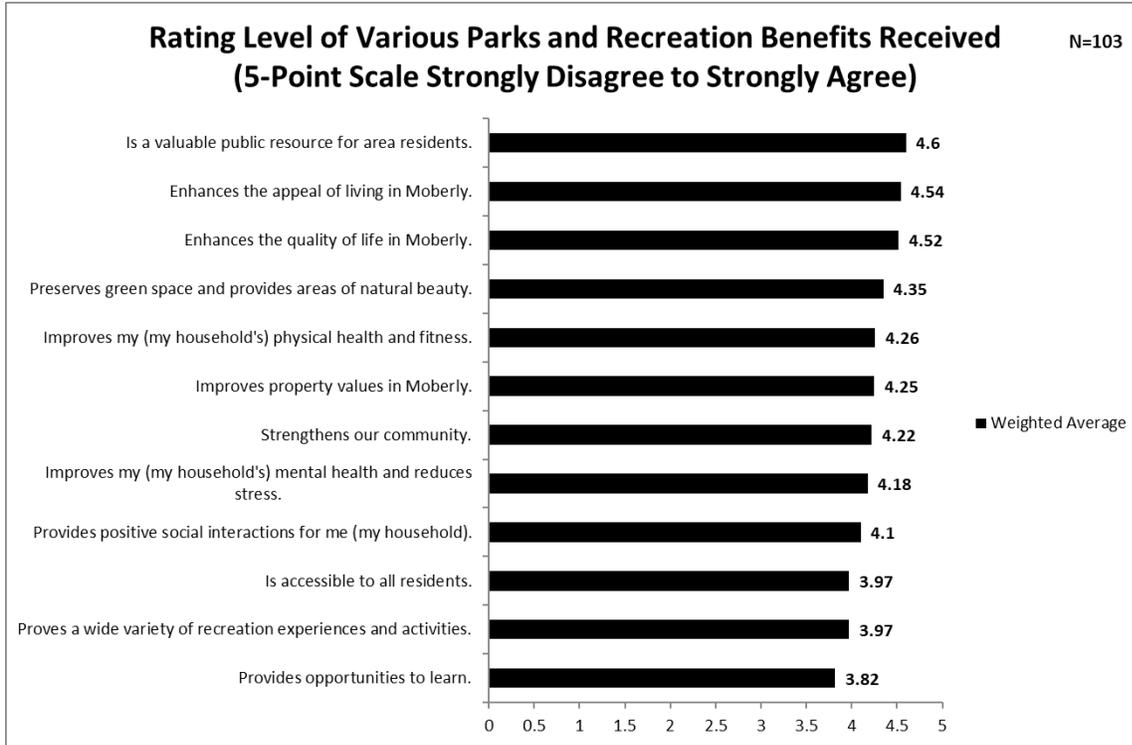


Figure 18: Rating Level for Various Benefits Received

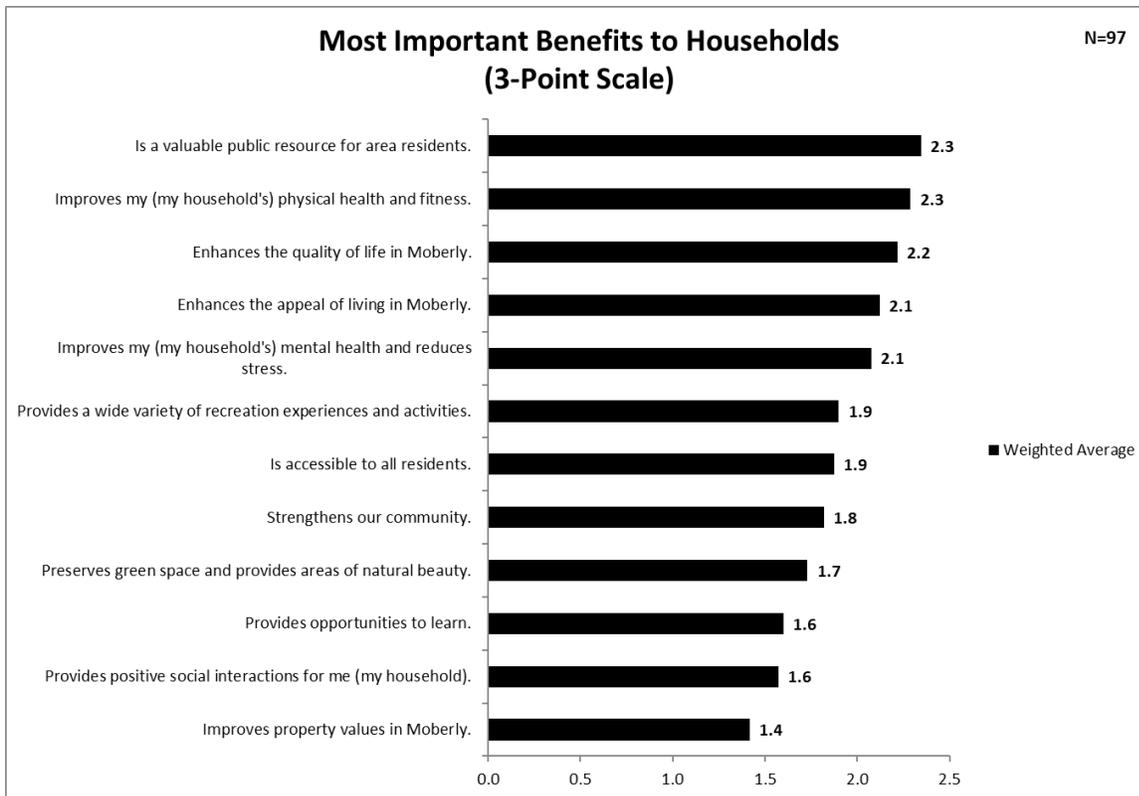


Figure 19: Most Important Benefits to Households



Service Satisfaction

Respondents were asked to indicate their satisfaction with a list of services provided by Moberly Parks and Recreation (**Figure 20**). Respondents used a 5-point scale from very dissatisfied (1) to very satisfied (5). Services receiving the highest satisfaction ratings included park proximity to houses, number of parks in the city, and park maintenance. Services receiving the lowest satisfaction ratings included availability of information about programs/facilities, ease of registering for programs and activities, and overall value their household receives for taxes paid.

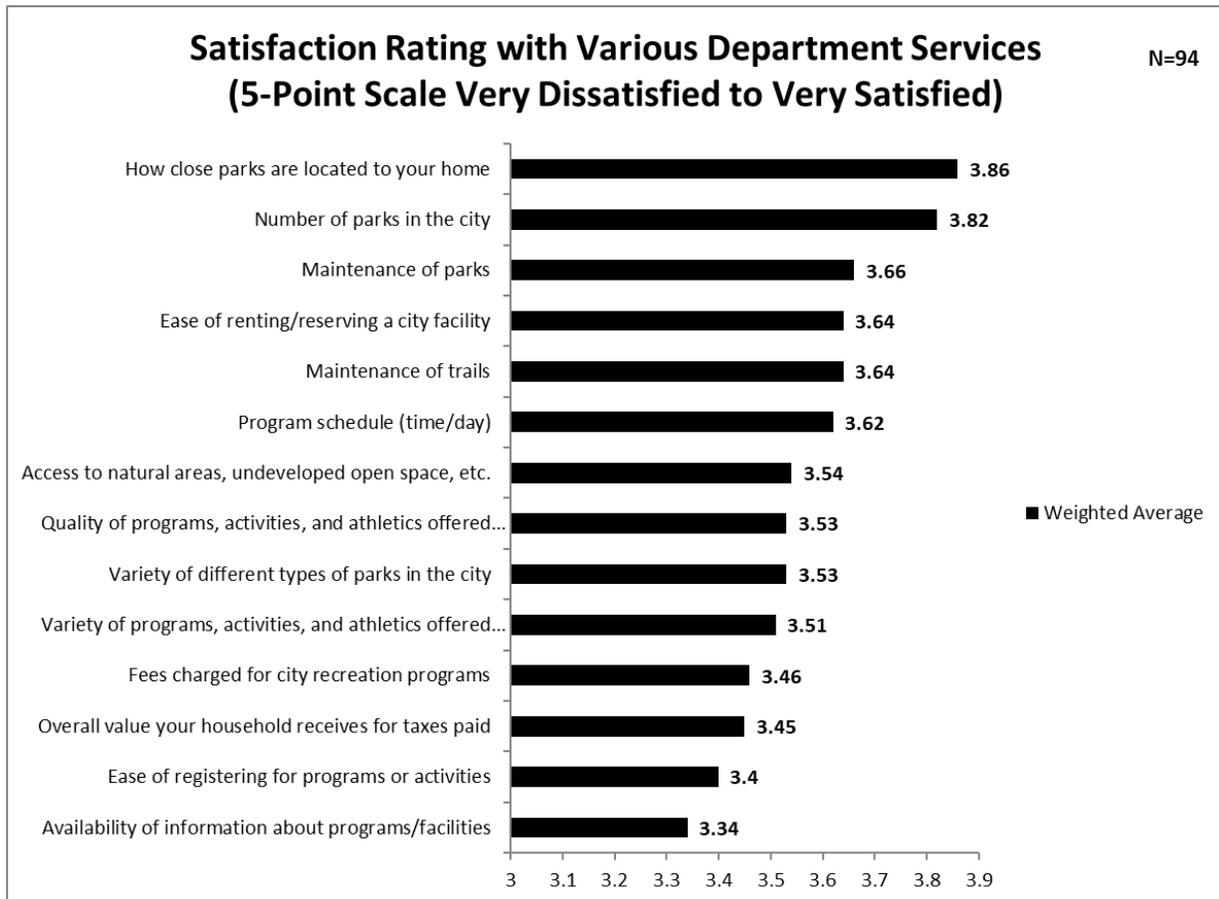


Figure 20: Service Satisfaction Rating



Preferred Focus

When asked to indicate what services should receive the most emphasis over the next ten years, respondents indicated to focus on park maintenance, variety of parks in the city, and charged fees the most (**Figure 21**).

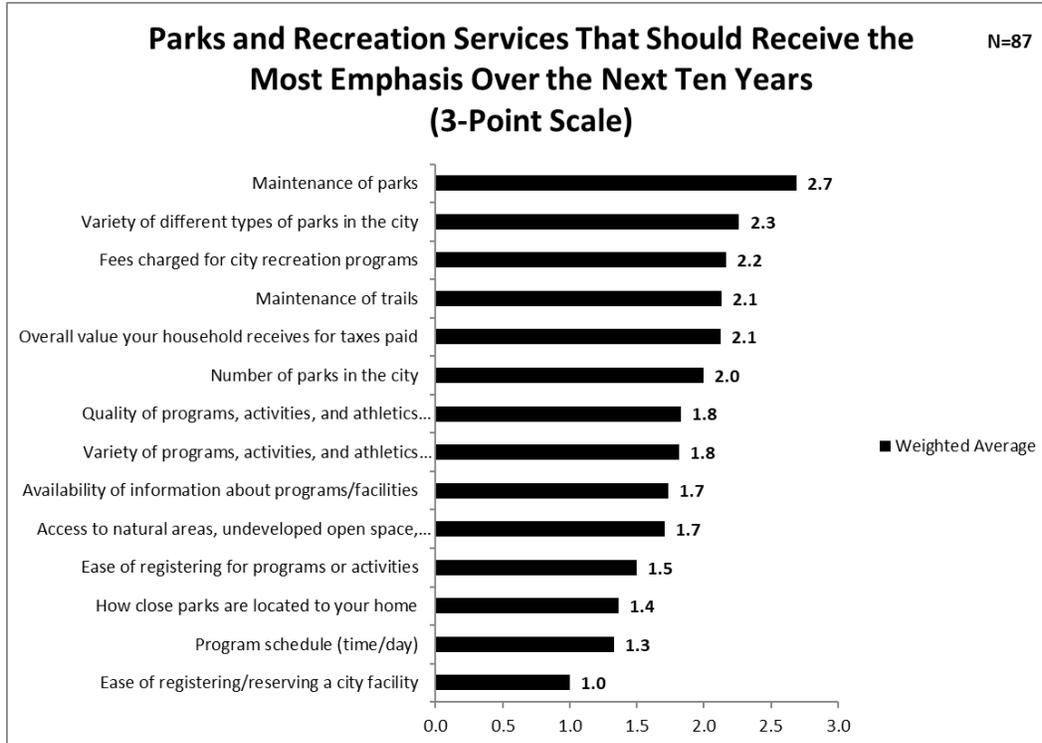


Figure 21: Services That Should Receive the Most Emphasis Over the Next Ten Years

Importance of Providing High-Quality Park Facilities

Respondents were asked to indicate how important it is for them that the city provides high-quality park facilities (**Figure 22**). Most (83%) indicated it is very important and the remaining 17% indicated it is somewhat important.

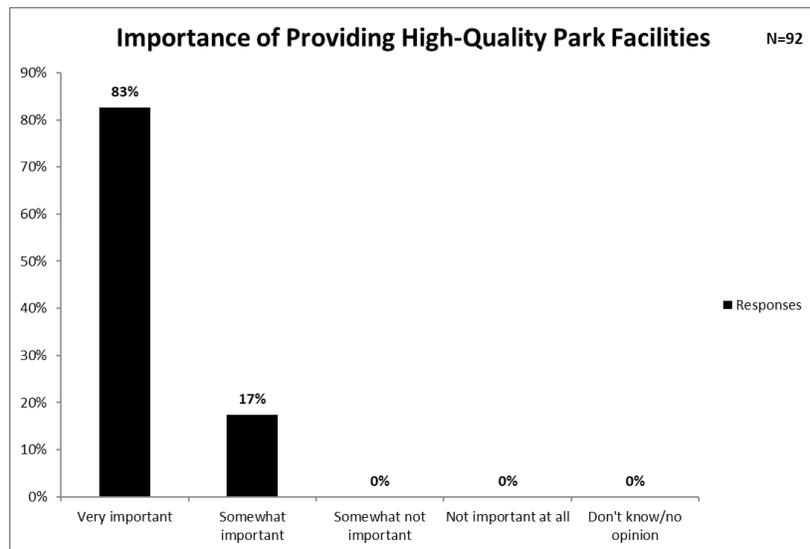


Figure 22: Importance of Providing High-Quality Park Facilities



Overall Satisfaction

Respondents were asked to indicate their overall satisfaction with the value their household receives from Moberly Parks and Recreation (**Figure 23**). Respondents used a 5-point scale from very dissatisfied (1) to very satisfied (5). The final weighted average was 3.8.

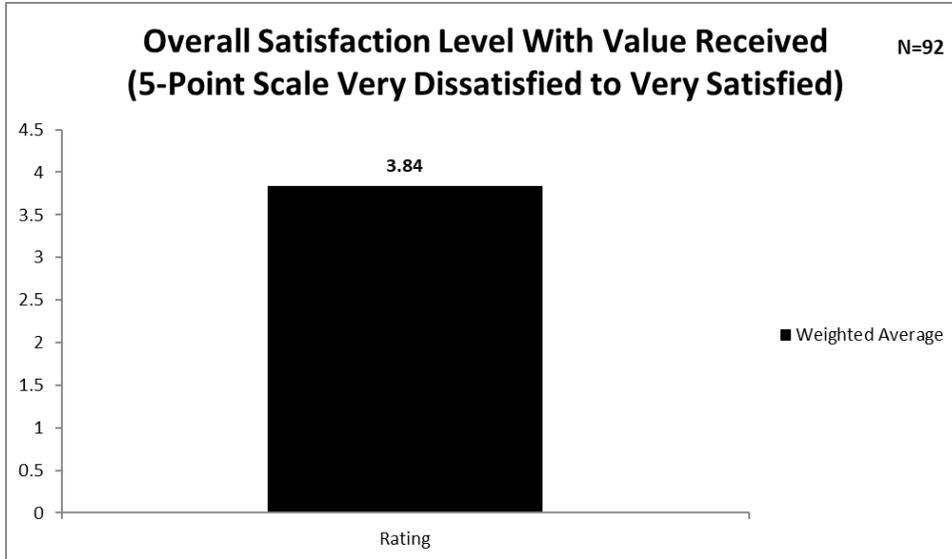


Figure 23: Overall Satisfaction Rating for Moberly Parks and Recreation

Demographics

Six demographic questions were asked toward the end of the survey (**Figures 24-29**). These questions were asked for statistical purposes only and to understand *who* provided survey responses. Survey respondents were generally between 25-44 years old, female, White, live in a household with a moderate income, and have lived in Moberly for more than 20 years.

Years Lived in Moberly

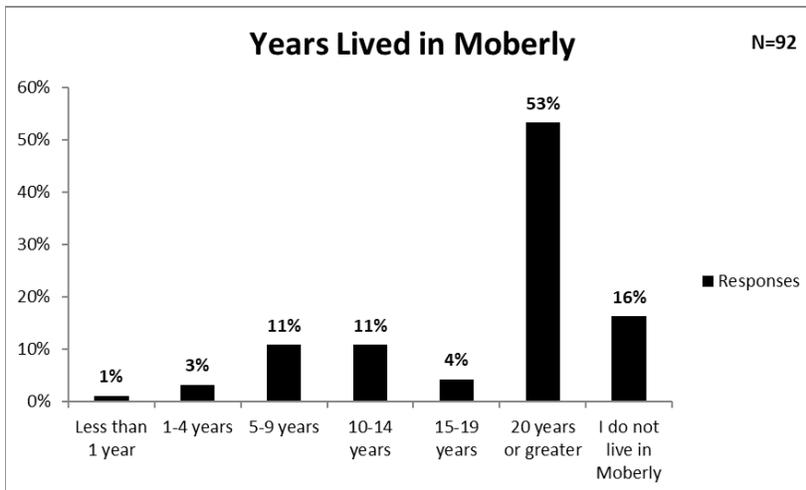


Figure 24: Respondent Years Lived in Moberly



Respondent Age

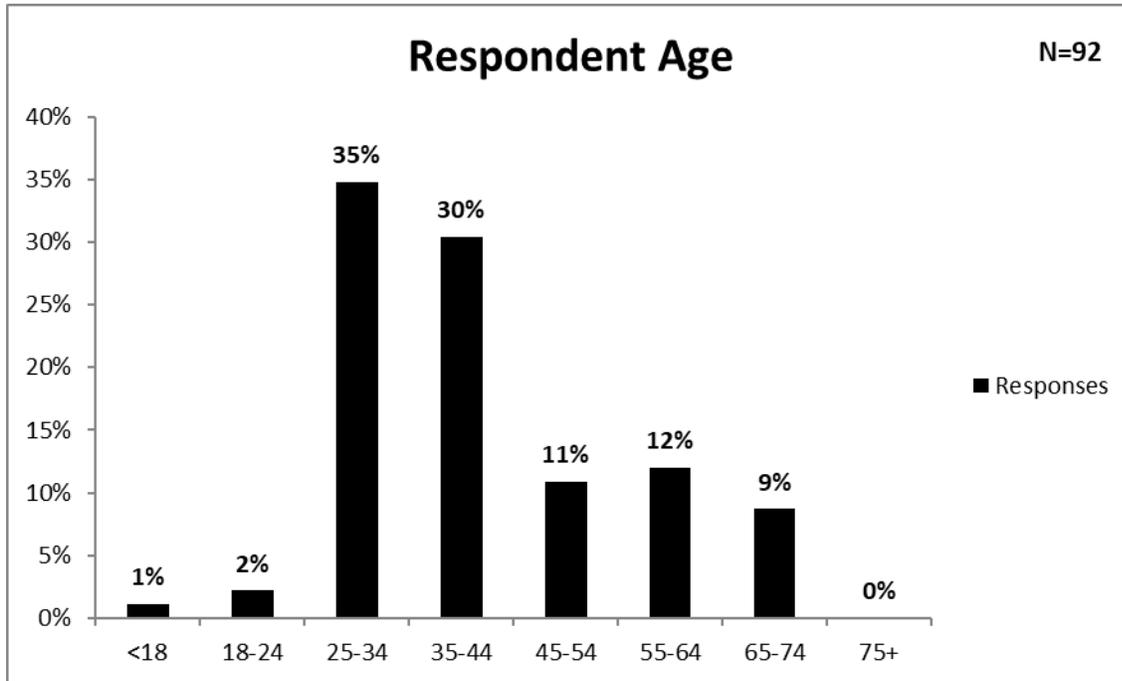


Figure 25: Respondent Age

Employment Status

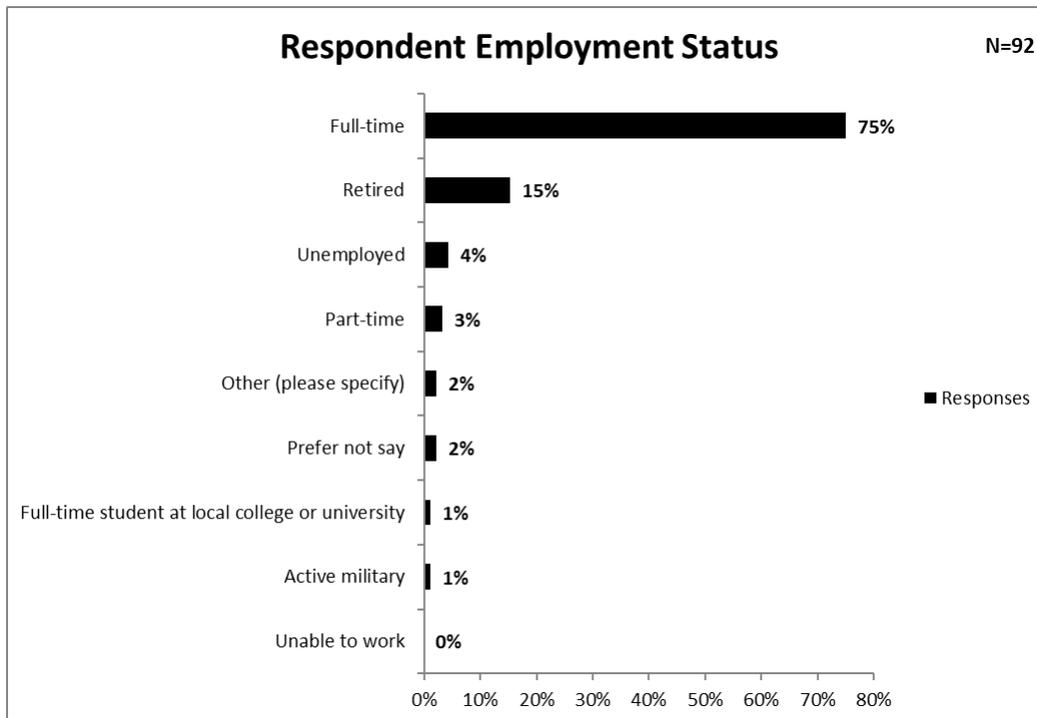


Figure 26: Respondent Employment Status



Race/Ethnicity

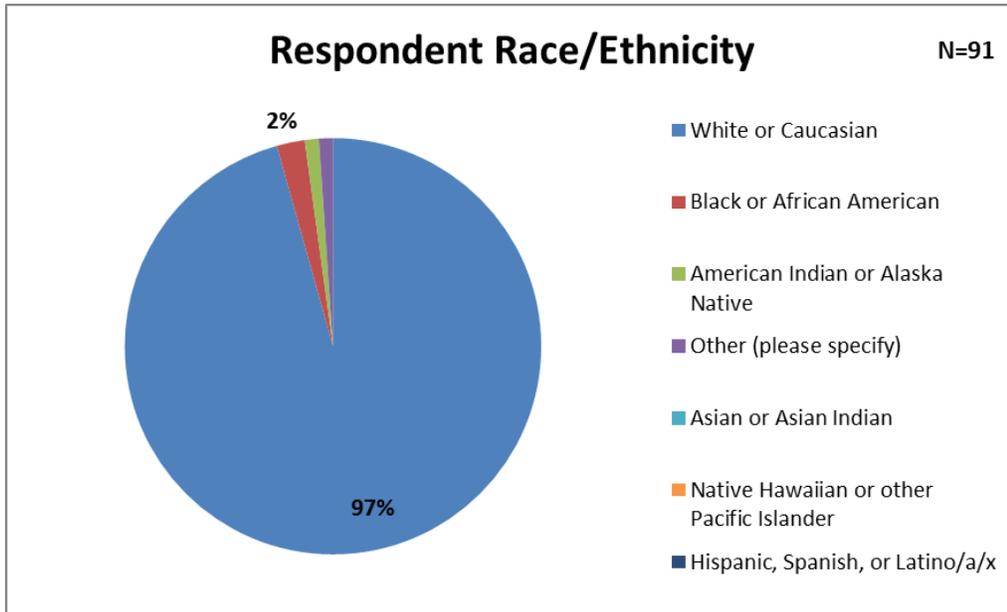


Figure 27: Respondent Race/Ethnicity

Gender

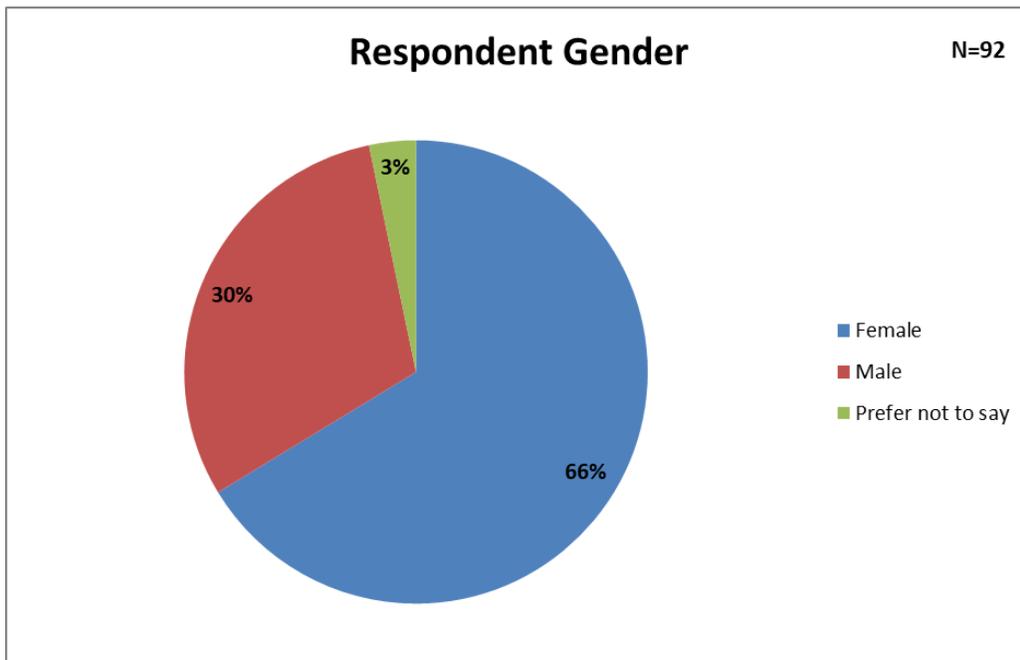


Figure 28: Respondent Gender



Annual Household Income

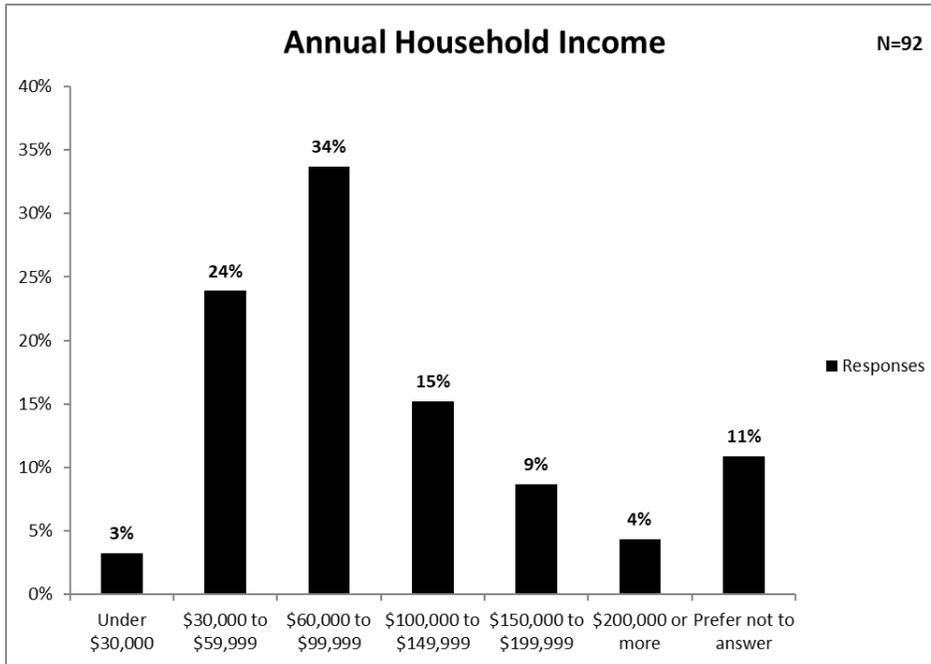


Figure 29: Respondent Annual Household Income

Open-Ended Comments

The final survey question allowed respondents to share any additional comments that could assist Moberly Parks and Recreation in better meeting their recreation program or facility needs (Figure 30). Survey respondents provided 32 suggestions to improve recreation programs and facilities.

Number	Comment
1	We badly need some kind of information campaign encouraging keeping the parks and trails clean. Everything is always covered with plastic trash, including syringes and liquor bottles, and cigarette butts. Moberly is a huge funnel of trash into Missouri's streams.
2	I think having more equine related events and facilities will improve the overall quality and experience of our parks and recreation.
3	Host concerts. Travel to other cities and see what they are doing right.
4	Repaving the whole walking trail. It's uneven and has cracks throughout. This could help prevent injuries to runners/walkers.
5	With a tax for P&R, which helps create a budget that is almost or is larger than MPD or MFD and still having to pay crazy prices for activities needs improvement. People that have multiple kids cannot afford this.
6	We need to incorporate more things for teens to do. With the closure of the bowling alley, there is not much for teens on the weekends/time off to do.
7	The trails in Rothwell could use some maintenance.
8	I would love to see lights along the walking trail in Rothwell for early morning/late evening walking (depending on the time of the year) for increased safety. Also, more trash cans and doggy bags close to the trail throughout the entirety of the trail.

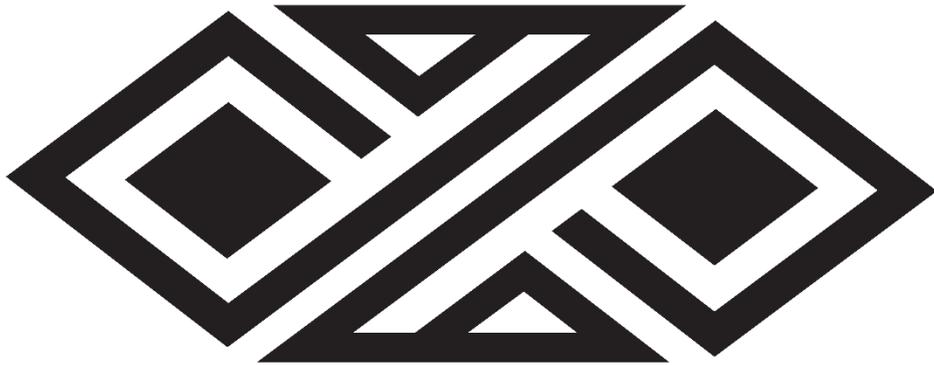


9	We utilize the walking trail at Rothwell multiple times a week. The park is nice, but some general maintenance is needed in some areas. Ex) some pavilions, some of the play equipment new/more picnic tables. More obvious signage of where nature areas are for walking and biking trails.
10	A more concerted effort into the athletic development of the area would encourage higher test scores as athletes tend to be held to a higher standard. Also an opportunity for parents to become more educated and involved in programs.
11	So much is made available on Social Media, which can leave out older citizens and even some other demographic pools. A semi-annual or even quarterly mailing through the post office (even a newsletter type of mailing) would be a great asset. We may not see social media posts, or we may hear about something long after registration or even after events are held. But the quality of innovative programs and community outreach is very nice.
12	Focus on maintenance, that way the parks will be there a long time and spend less money will be spent on costly repairs.
13	We really are lucky to have such great parks in Moberly. We mainly use the walking trails and pickleball courts. So, my suggestion from my experience is that the pickleball courts at Fox Park are very nice but there are only two courts and one tennis court that is taped to also use as a pickleball court. I play often in Macon where they have six courts. So, they are able to have mixers and will even have a tournament this summer. It would be nice to have at least 4 courts and ideally six courts in order to have various group events.
14	It would be nice to have more open green space within Rothwell Park.
15	Additional pickleball courts. My husband and I love playing together and often times at Fox Park both are taken plus the tennis court one.
16	I wish there was a playground with play equipment for the kids on the northeast side of Moberly around the North Park School and Allendale Manor area.
17	Maintain current parks to a much higher standard.
18	A greater sense of security via cameras and work with police for regular routes to swing by to discourage nefarious individuals from feeling comfortable enough in broad daylight to photograph toddlers.
19	Since MP&R have the soccer fields, please spend the money to upgrade them to match the HH baseball fields. Could be a huge boon to the local economy with multiple soccer tournaments throughout the summer. Draw teams and families to Moberly vs teams going to KC, StL or Sprfld to play. Thank you.
20	Focus on outdoor recreation. Rentable indoor facilities aren't related to parks or recreation. The YMCA exists for indoor recreation.
21	Whatever is offered, pricing should be reflected on the community income so all can enjoy.
22	I have been a trail runner for decades, a park employee of the Hamilton County Parks District in Cincinnati OH, and am a horse owner. For me, I am thrilled and disappointed. It's great to have the trail around the reservoir in Rothwell, but it's a whopping 3ish miles long. I need way more miles on much bigger hills. It's great to see that there are some horse trails out there as well, but I'm not trailering over for a half hour ride. And let's talk about the arena. That footing is horrible. I don't even know how something set nicely atop a slope can hold so much water. You should hire a professional to fix it, enlarge it, and cover it monitor is useful in 90% of weather conditions. I would be willing to assist in fundraising for that kind of effort.
23	Keep an equestrian arena! Bring back the rodeo...it was always very well attended.



24	The golf course is not suitable for a customer. Lack of food, poor course conditions, and other amenities should be provided.
25	We need a skate park.
26	Posted daily schedule for bathroom cleanings in all parks. And ensure they are all unlocked during park hours. All Bathrooms must be better maintained.
27	The peddle boats were nice. Used them a few years back but the guy that took the money for them was so rude, like it was inconvenient to do it. Never went back to use them after. My family loves the trail around waterworks lake. I wish there were more trails like that.
28	The golf course needs to be a priority. There are a lot of things that need to be done out there and not enough workers.
29	Additional facilities would be great, land acquisition is ludicrous. MPR has plenty of land to work with. I would support MPR selling land for development to build additional facilities.
30	Lighting at Fox Park!
31	More disc golf!
32	Need outdoor concerts, entertainment.

Figure 30: Open-Ended Comments, Suggestions, and Feedback



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