

Athens McMinn Needs Assessment

**Management
Learning
Laboratories**

September 2019

Management Learning Laboratories



Method used in the needs assessment



- ***Focus groups*** with different segments of the community
- ***Questionnaire development***
- ***Adult data collection using a mixed method***
- ***Respondents represent the “general population” and not interest groups***

Method used in the needs assessment

- ***Aggregate analysis of the adult data***
- ***Data interpretation***
- ***Data-based recommendations***

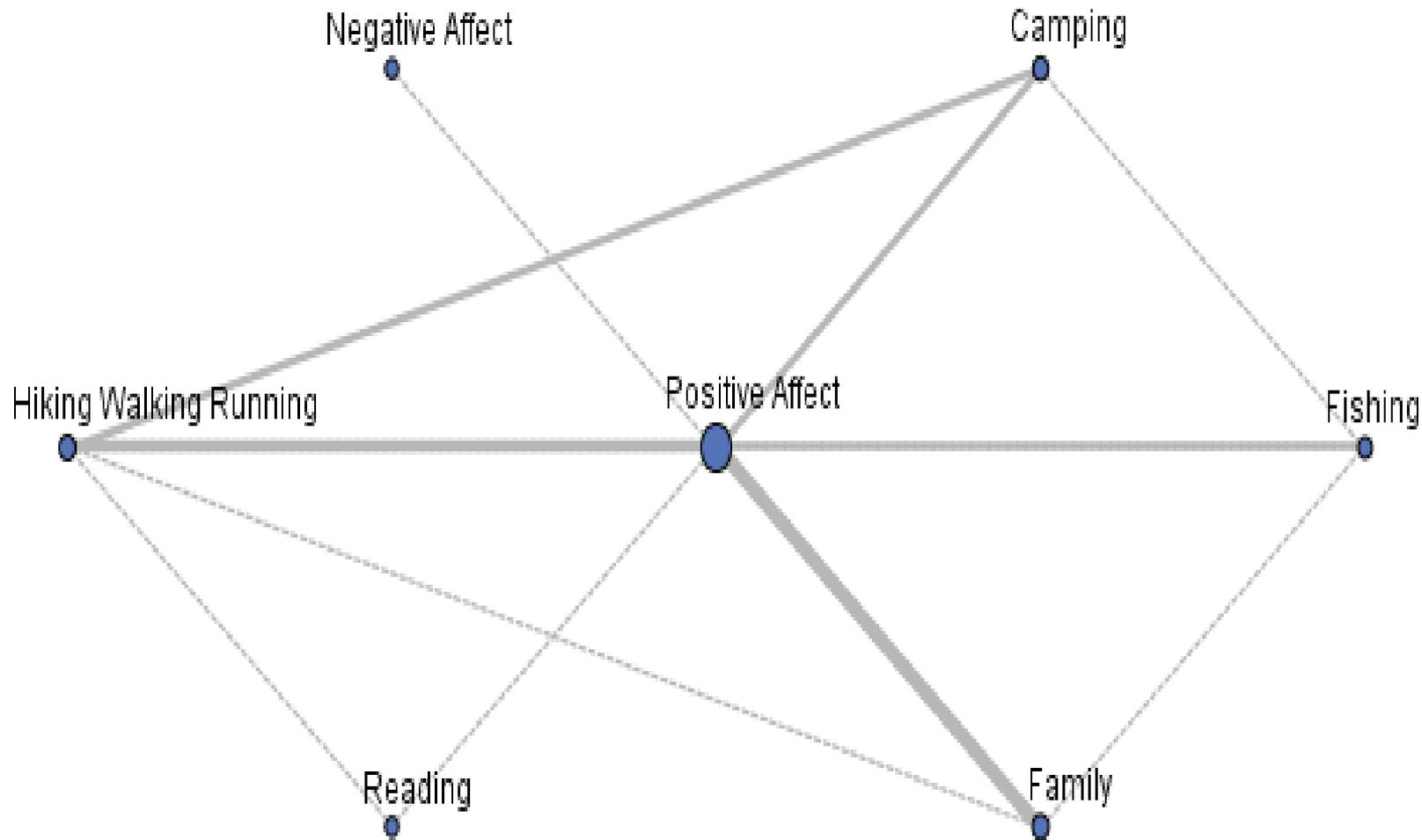


Major Findings from Study



Key Recreation Interests

- ***Eating out (e.g., Restaurants in downtown)***
- ***Special Events (e.g., Festivals, shows, etc.)***
- ***Sports, Athletics & Aquatics (e.g., Baseball, Swimming, Walking, etc.)***
- ***Downtown events (e.g., Theater, Concerts, Ballet, Music, etc.)***
- ***Travel & Tourism (e.g., For young adults and families)***
- ***Social (e.g., Trips within 3 hour drive, etc.)***



Attendance of Facilities and Participation in Programs

(At least once in the last year)

- ***Regional Park*** **87%**
- ***Market Park*** **57%**
- ***Veterans Park*** **54%**
- ***Eureka Trail*** **43%**
- ***Heritage Park*** **41%**
- ***Prof Park*** **31%**
- ***Ingleside Pool*** **26%**

Factors that influence participation

- ***Lack of information*** **48%**
- ***I do not have the time*** **42%**
- ***Not interested*** **40%**
- ***Inconvenient timing of events*** **35%**
- ***Competing activities*** **35%**
- ***Lack of parking*** **23%**

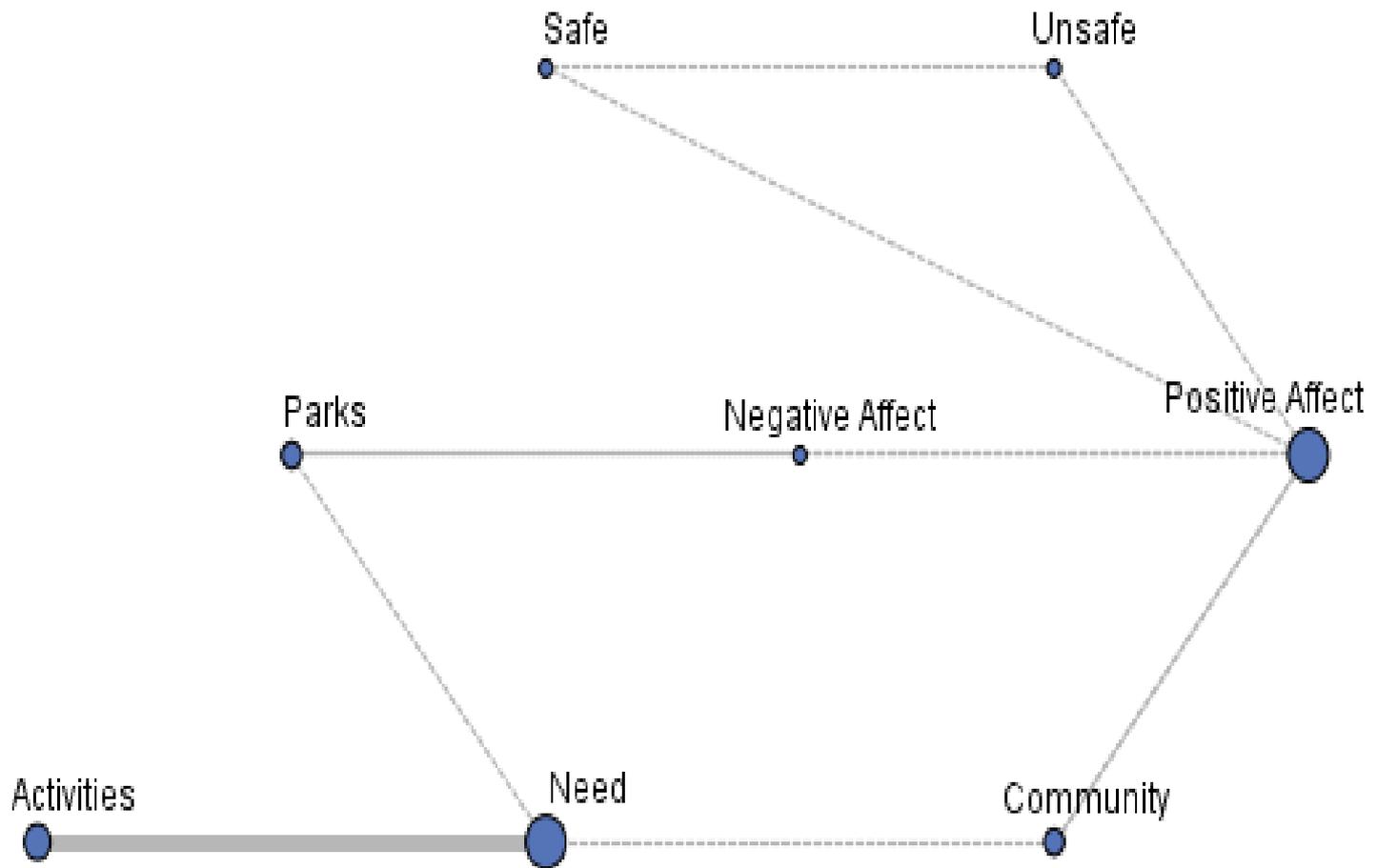
Communication

- ***E-mail (73%)***
- ***Flyers in public places (72%)***
- ***Facebook (70%)***
- ***Word of mouth (70%)***
- ***Social media such as Facebook and Twitter (69%)***

flyer/pamphlet
person TV
signs
schools
email
Athens
website media
Marquee
mailed

Opinions

- The existence of well-maintained parks adds to the general quality of life (94%)
- I go to parks to enjoy nature (88%)
- I believe the facilities I visit are safe (79%)
- The facilities I visit are clean (77%)
- The facilities I visit are well maintained 75%
- There should be more activities where the whole family can participate 74%



Top Needs

- ***Concerts in parks*** **85%**
- ***Dining options*** **84%**
- ***Seasonal festivals in parks*** **83%**
- ***Concerts in downtown area*** **81%**
- ***Concessions at affordable prices*** **80%**
- ***Adult events*** **78%**
- ***Walking trails*** **78%**
- ***Places to sit*** **78%**
- ***Active recreation for adults*** **73%**
- ***Connected trails*** **70%**

accessible
team walk field
trails dog exercise
free park playground
jazz park aerobics concerts
center play pool
alcohol carnival
tournaments

Key Recommendations

- ***The facilities are currently considered to be safe, clean with a high quality of maintenance, efforts should be made to keep up these standards.***
- ***Efforts need to be made to offer adequate facilities for walking, hiking and bicycle riding.***
- ***Efforts need to be made to offer more dining options to the community, especially through the availability of affordable concessions at facilities.***
- ***Offering a multi-use community center would make it possible for the community to have a space for a large number of different activities, including family events.***
- ***Efforts should be made to develop the downtown of Athens as a recreation destination with special emphasis on dining opportunities.***
- ***There needs to greater equity between the different facilities in different parts of the region.***

Key Recommendations

- *There needs to be continued effort to offer programming that would attract the entire family.*
- *There needs to be more recreation opportunities for all age groups, with a demand for concerts, special events, season festivals and opportunities for adults.*
- *There is a need to develop active recreation opportunities for all age groups, these could include swimming and year-round sports.*
- *Programming should be offered when people are available to participate – primarily week ends and weekday evenings.*
- *There needs to be more programming for people with disabilities.*

Key Recommendations

- ***The client should consider the best ways of taking advantage of reasonable user fees in order to provide new programs that will be of interest to the residents.***
- ***The client should make publicity about recreation opportunities a high priority.***
- ***The client should aggressively develop the use of digital tools to disseminate information regularly about recreation opportunities to all residents along with the use of traditional options such as the distribution of flyers.***
- ***The client should strive to maintain the positive public perceptions by continuing its dedication to customer service and offering facilities and programs of high quality***

Questions and Comments

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