

Lexington-Fayette Urban County Government Greenspace Commission

2016 Greenspace Survey

January 2017

TheMatrixGroup

The Quality Source for Market Research





Overview & Methodology

Methodology:

- Online survey using lists sourced from LFUCG & TMG
- Convenience, unrestricted sample
- Targeted to reach residents who have opted to receive communication from LFUCG, therefore having some level of civic engagement and interest
- Results provide a non- probability sample & may not provide a projectable representation of the population

Overview & Methodology

Sample frame of 1534 Fayette County residents

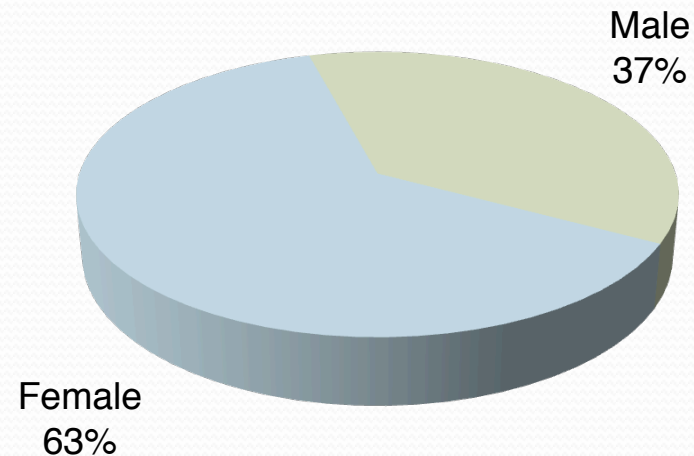
Source	Sample
LFUCG Mayor's Facebook page & LFUCG Website Posting	558
Council social media postings & email newsletters	703
LFUCG distribution of paper surveys at targeted venues	71
The Matrix Group's consumer panel	202
Total Surveys Tabulated	1534



Profile of Respondents

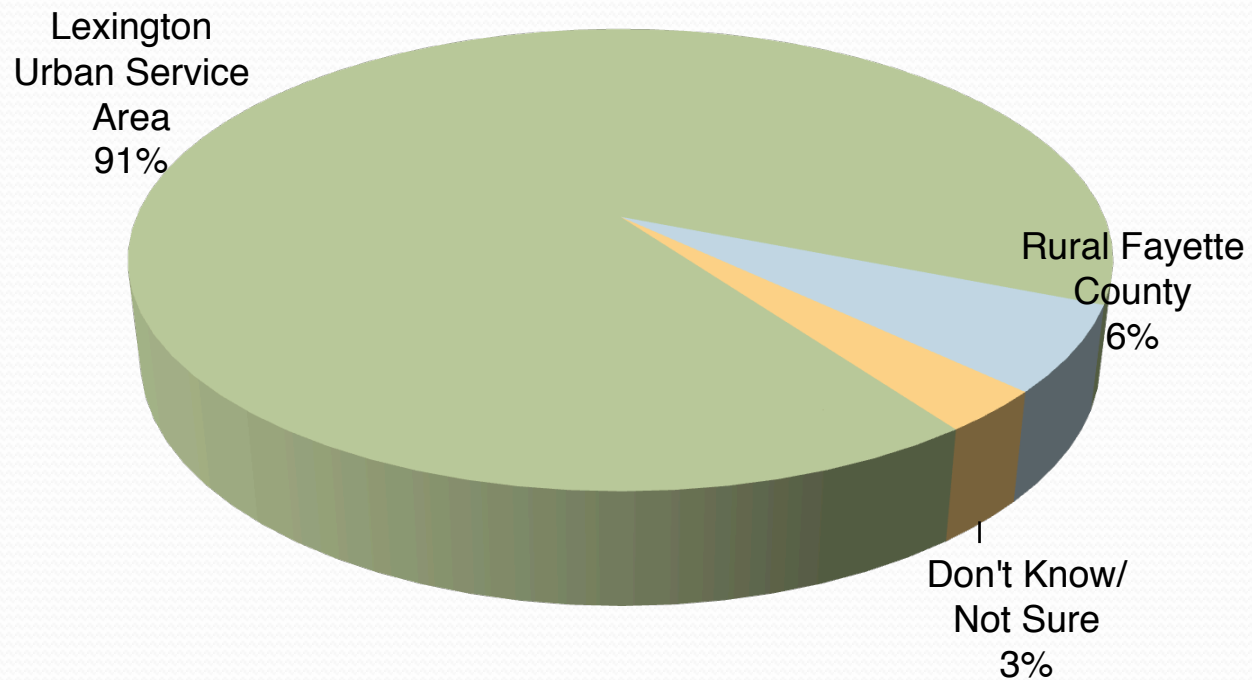
Profile of Respondents

Race	Percent	Base
White/Caucasian	91%	1,395
Black/African American	4%	61
Hispanic/Latino	1%	13
Asian	1%	15
Other/Refused	3%	43

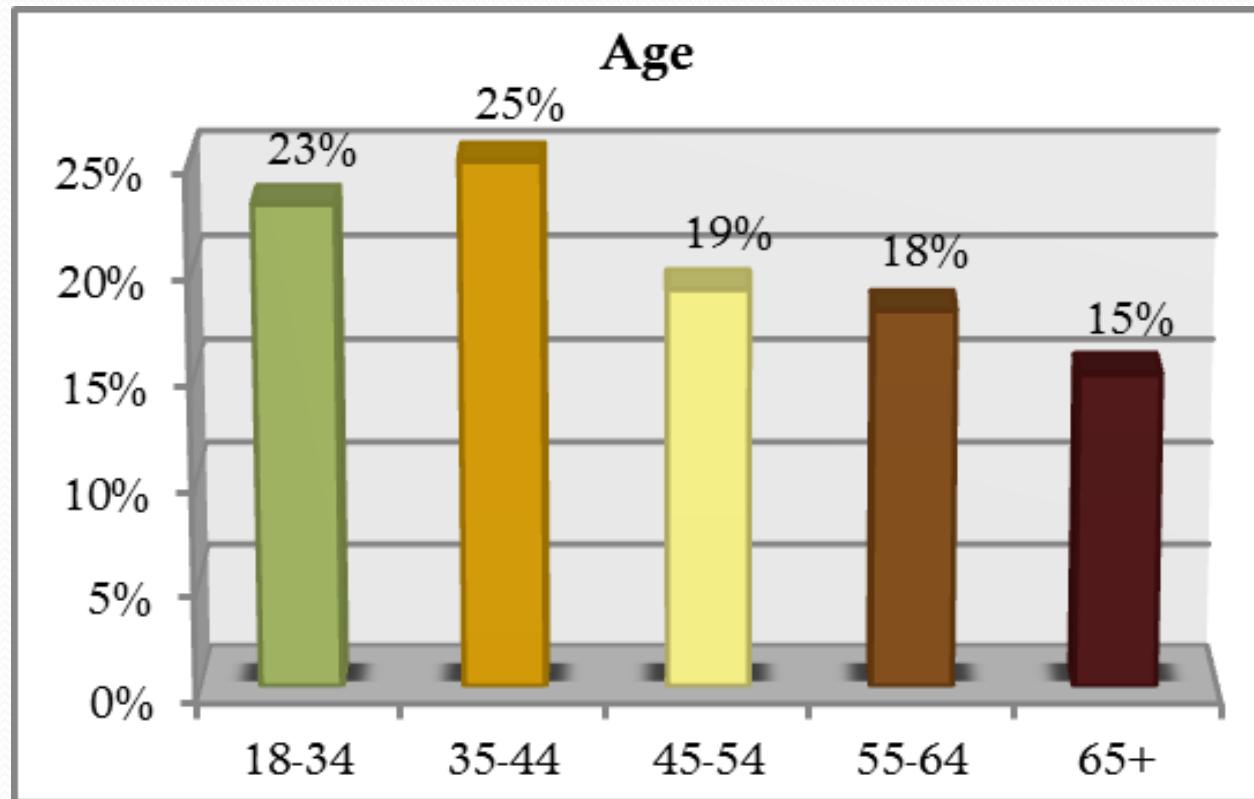


Profile of Respondents

Residence-Urban Service Area



Profile of Respondents



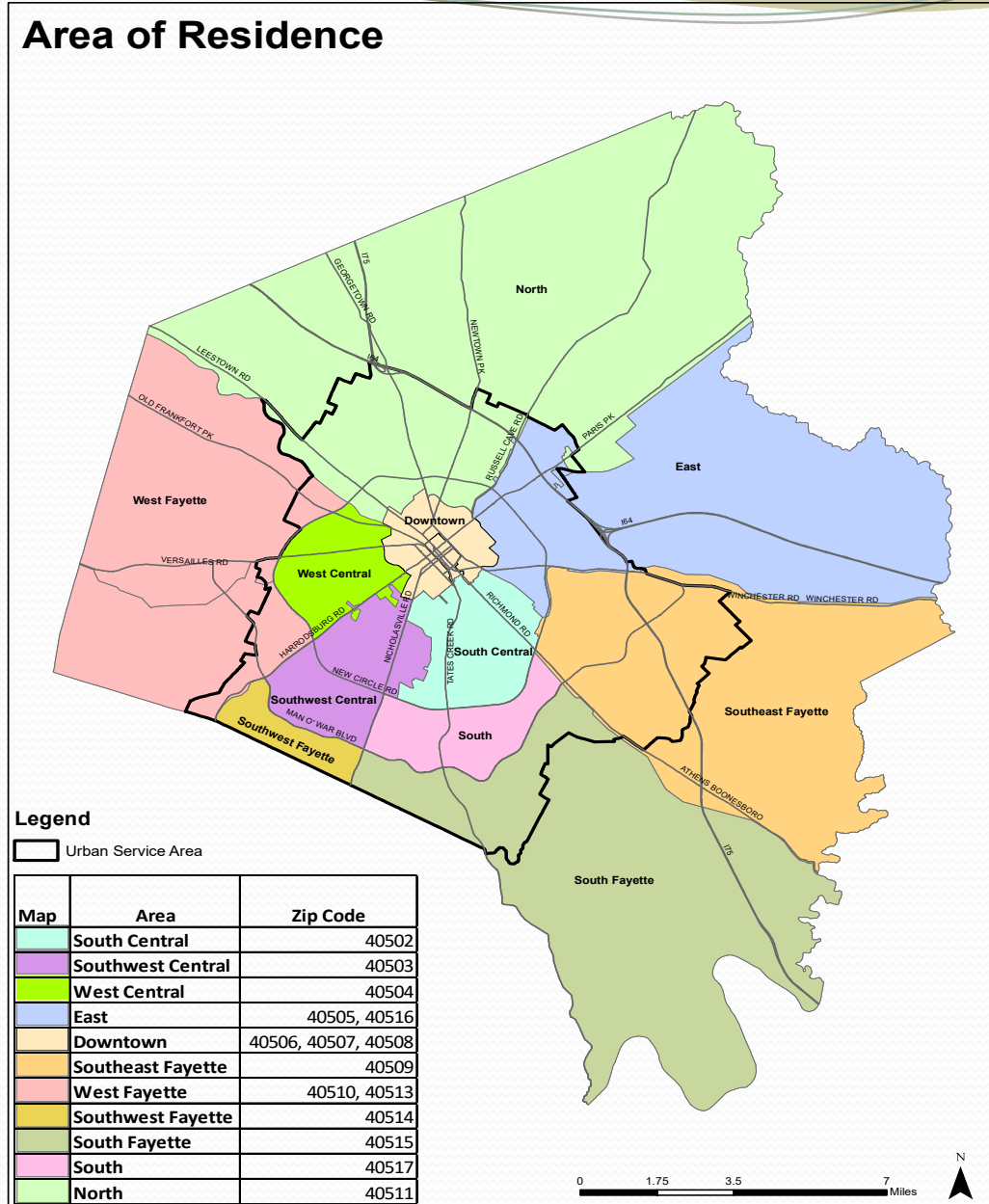
Profile of Respondents

Area of Residence

Area & Zip Code	Percent	Base
South Central 40502	10%	158
Southwest Central 40503	11%	173
West Central 40504	7%	109
East 40505 40516	7%	102
Downtown 40506 40507 40508	9%	144

Area & Zip Code	Percent	Base
Southeast Fayette 40509	12%	184
West Fayette 40510 40513	6%	86
Southwest Fayette 40514	6%	90
South Fayette 40515	12%	182
South 40517	7%	113
North 40511	12%	188

Profile of Respondents





Survey Findings

Visits to Greenspace

Which of the following types of greenspace have you or a member of your household visited in the past 12 months?

Type Visited	Percent	Base
Open land areas with lawn & trees	95%	1449
Neighborhood & Park Trails	78%	1195
Farms, scenic rural roads & stone fences	70%	1071
Nature Park or Sanctuary	60%	912
Ballfield, tennis, volleyball or basketball court, disc golf course, skate park, archery range, swimming pool	53%	813
Playground, tot lot or splash pad	42%	638
Legacy Trail	41%	622
Cemetery	41%	621
Kentucky River & palisades	33%	506
Greenway (natural area along streams)	29%	443
Community Garden	20%	309

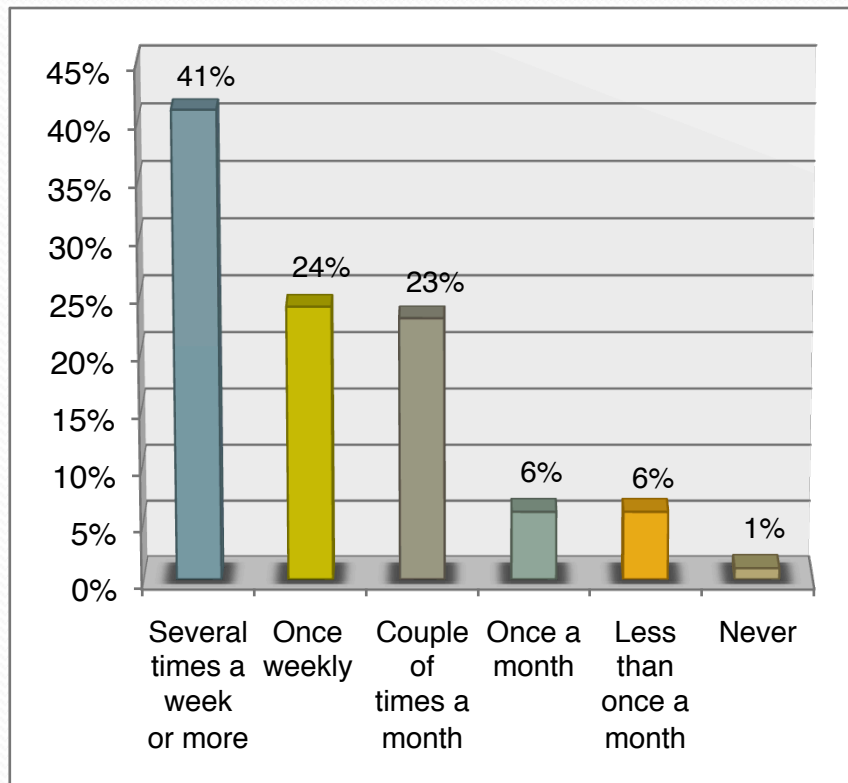
Reasons for Visiting

Why do, you or a member of your household, visit greenspaces?

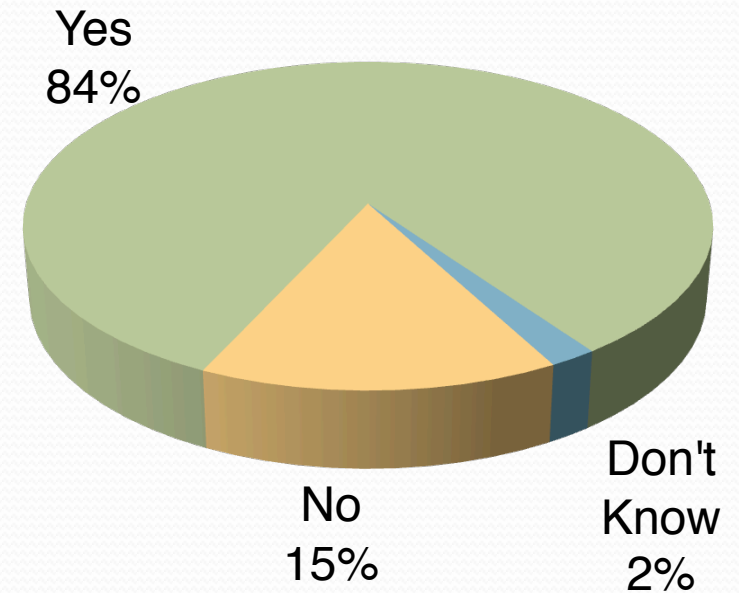
Reasons for Visiting	Percent	Base
To relax, socialize, picnic/eat, exercise the dog, fly a kite, etc.	86%	1323
To appreciate nature	85%	1302
To exercise: self-led individual or family activity	77%	1179
To tour the scenic countryside	63%	959
To attend an outdoor community/ special event	56%	859
To exercise: organized sports	34%	514
To bike/walk on trail for transportation	30%	466
Other	8%	122
Don't visit greenspaces	1%	7

Frequency of Visits & Accessibility

How often do you, or a member of your household, generally visit a public greenspace?



Is there a greenspace area accessible to you within walking or biking distance?



Importance Ratings

On a scale of 7 to 1 with 7 being HIGH in importance and 1 being LOW in importance, rate the following types of greenspace as contributing to our unique identity and quality of life in Lexington-Fayette County.

Type of Greenspace	Top 2 Box*	Bottom 2 Box*	Average
Open land areas with lawn & trees such as parks, dog parks, arboretum, school & church yards	84%	.3%	6.43
Nature Park or sanctuary	83%	1%	6.33
Neighborhood & park trail	83%	1.5%	6.30
Farms, scenic rural roads & stone fences	80%	2%	6.26
Traditional neighborhoods or downtown landscaped plazas	78%	2%	6.15
Trees, forests & tree stands	75%	2%	6.12
Kentucky River & palisades	73%	3%	6.05

* Top 2 box is the combined percentage rating of 6 + 7 on the 7 to 1 importance scale. Bottom 2 box is the combined percentage rating of 1 + 2 on the 7 to 1 importance scale.

Importance Ratings Continued

On a scale of 7 to 1 with 7 being HIGH in importance and 1 being LOW in importance, rate the following types of greenspace as contributing to our unique identity and quality of life in Lexington-Fayette County.

Type of Greenspace	Top 2 Box*	Bottom 2 Box*	Average
Community wide & regional trails (bike, hike, equestrian)	73%	4%	6.01
Green Streets (may include wide grass medians; rain gardens, landscaping and tree-lined streets)	72%	3%	5.99
Greenway (natural area along streams)	67%	3%	5.87
Agricultural production land	60%	7%	5.52
Cemeteries	48%	9%	5.17
Playground, tot lots and splash pads	53%	11%	5.16
Ballfields, tennis & basketball courts, disc golf, skate parks, volleyball, archery, pools	47%	10%	5.08
Community gardens	46%	11%	5.02

* Top 2 box is the combined percentage rating of 6 + 7 on the 7 to 1 importance scale. Bottom 2 box is the combined percentage rating of 1 + 2 on the 7 to 1 importance scale.

Interest in Rural Area Activities

Which activities in rural Fayette County would you or a member of your household, be interested in participating?

Activity	Percent	Base
Nature recreation, such as hiking, tree canopy tours, fishing, boating, climbing, camping, mountain biking, bird watching	76%	1171
Events, Festivals	74%	1131
Farm & winery tours, botanical garden tours	74%	1130
Hometown restaurants	73%	1113
Biking, hiking & equestrian trails	73%	1112

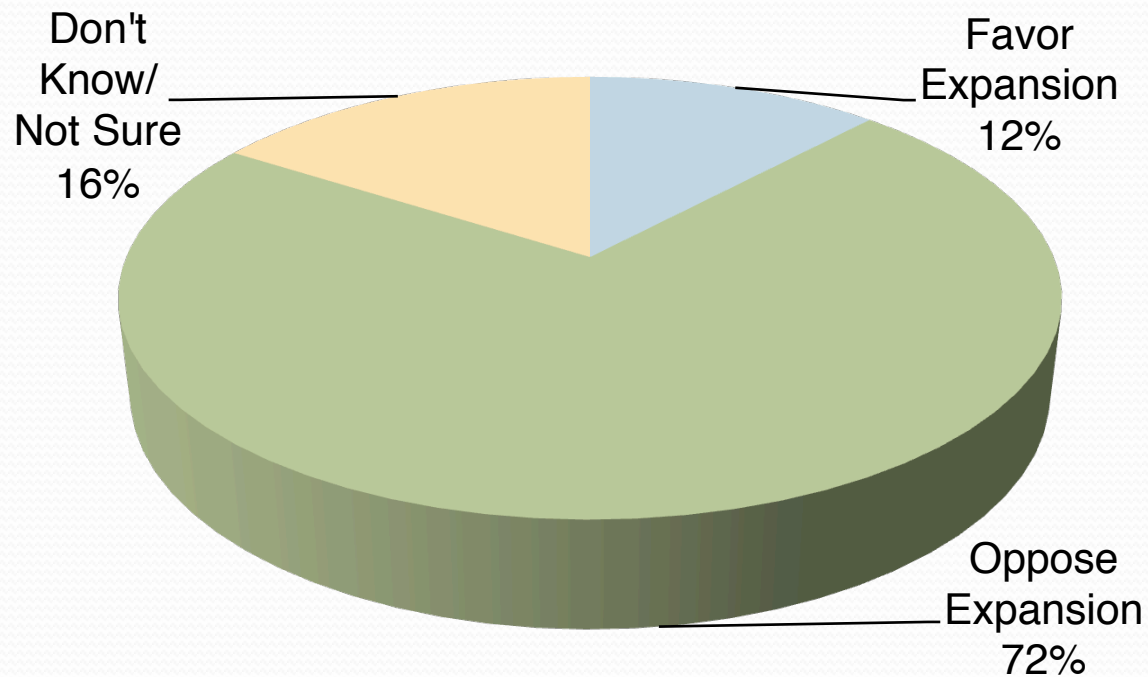
Interest in Rural Area Activities Continued

Which activities in rural Fayette County would you, or a member of your household, be interested in participating?

Activity	Percent	Base
Hayrides, petting zoos, corn mazes, farm stands	48%	742
Educational programs, workshops	47%	726
Self guided auto tours	43%	651
Receptions, weddings, party venues, concerts	39%	604
Zip lines	36%	545
Equestrian-oriented venues, parks & museums, racetracks	35%	535
Native game preserves	30%	457
Afterschool & summer youth programs, youth camps	29%	451
Shooting, hunting & trapping	16%	244
Outdoor Rodeos	11%	168

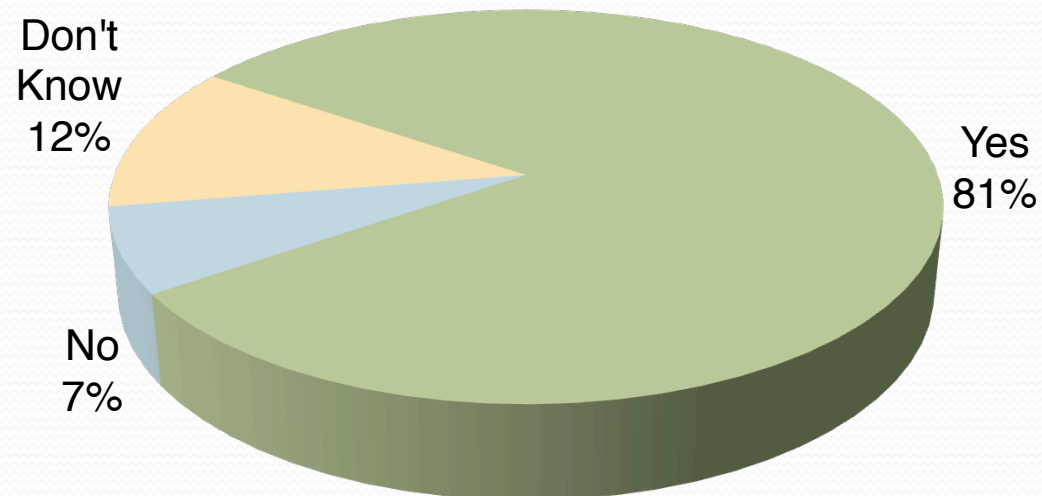
Urban Service Area Expansion

Lexington has a growth boundary that separates urban and rural land in Fayette County. Every 5 years, through community input, the Planning Commission must decide whether or not to expand the urban service boundary onto rural farmland, to accommodate more subdivisions, places of business and industrial sites. Do you FAVOR expansions of the urban services boundary or OPPOSE expansion of the urban services boundary?



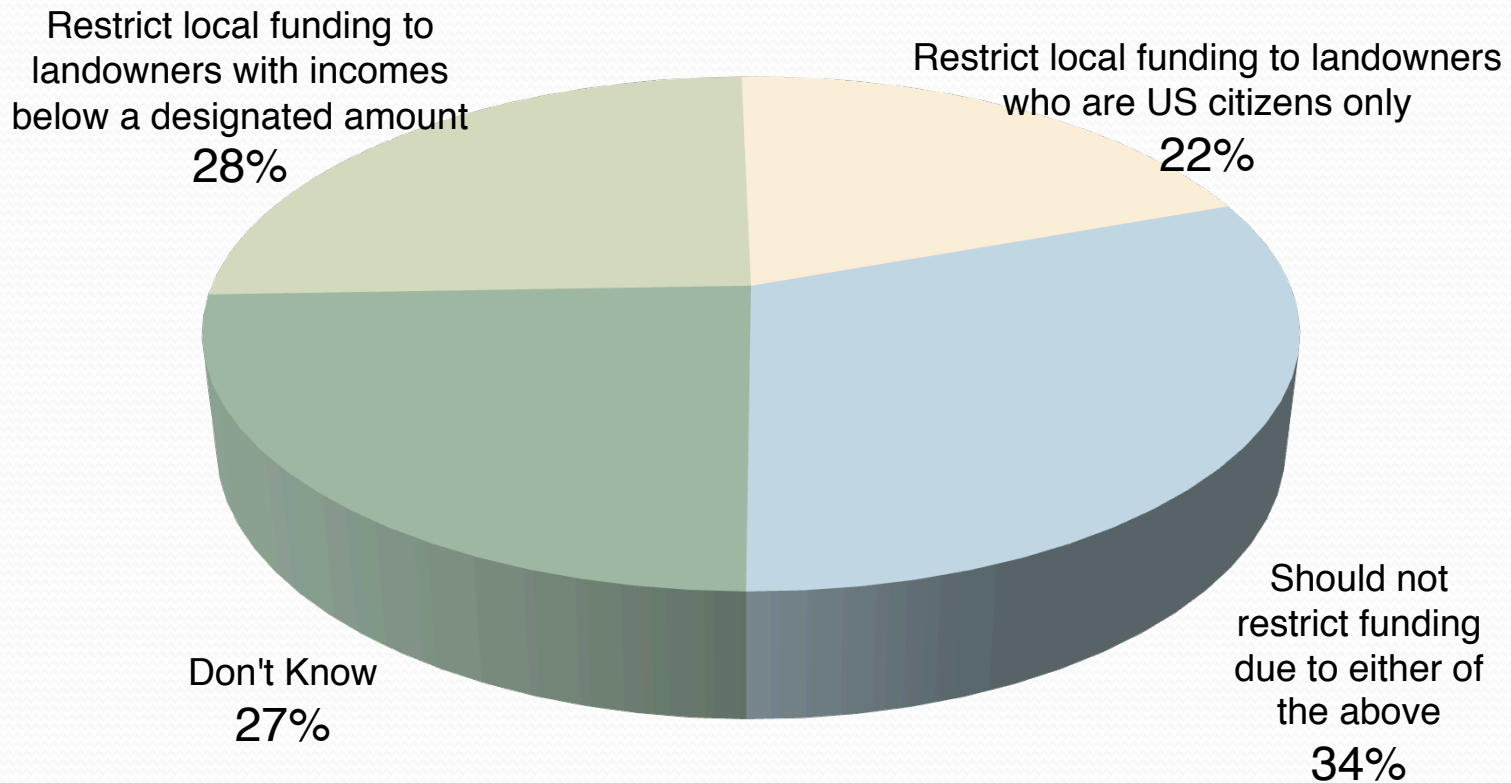
Support for Rural Land Protection

Do you support utilizing public funds for the permanent protection of 50,000 acres in the rural area for agriculture, food security and environmental protection only?



Limitations on Local Funding

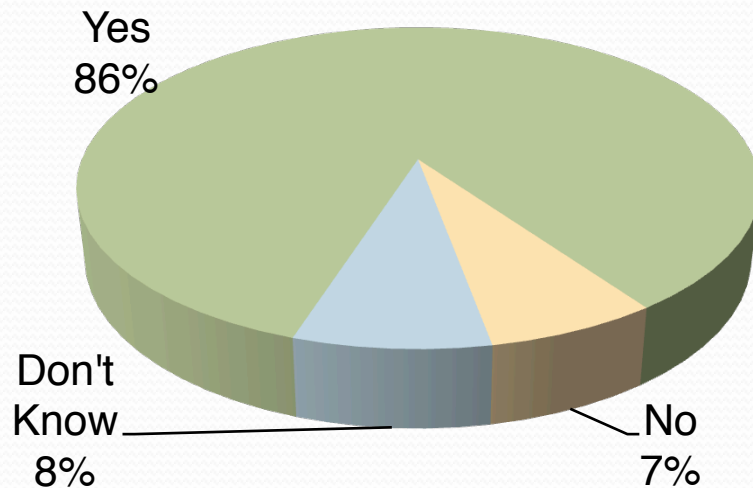
Do you believe Lexington should limit local funds for farmland conservation according to any of the following restrictions?



Cost Sharing & Developer Responsibility

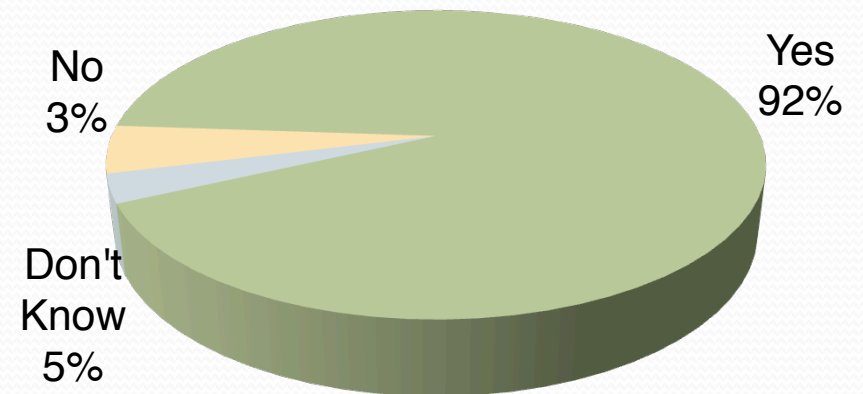
Do you support LFUCG providing cost sharing and environmental grants to nonprofit organizations and property owners for projects such as installing rain gardens, community gardens, landscaping and tree planning?

LFUCG Cost Sharing



Should developers be responsible for creating greenspaces and building neighborhood trails as basic infrastructure, as they do sidewalks and streets?

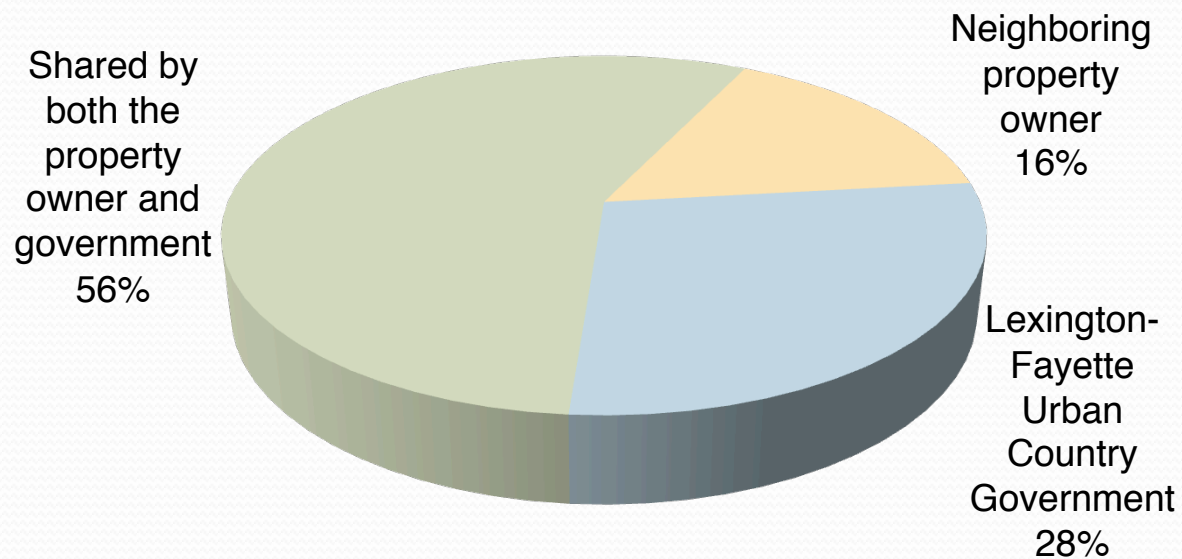
Developer Responsibility for Greenspace Creation



Maintenance of Trees

The maintenance of street trees located in the public right-of-way between the curb and sidewalk is the responsibility of the neighboring property owner. Who should be responsible for the maintenance of street trees?

Street Tree Maintenance



Protection of Trees

Trees are currently protected only in historic districts or during the new development process. Do you think that trees of a significant species, size and condition should have additional protection?

Protection of Trees

