

04 - DEMAND ASSESSMENT



“The way to change the world is through individual responsibility and taking local action in your own community.”

- Jeff Bridges

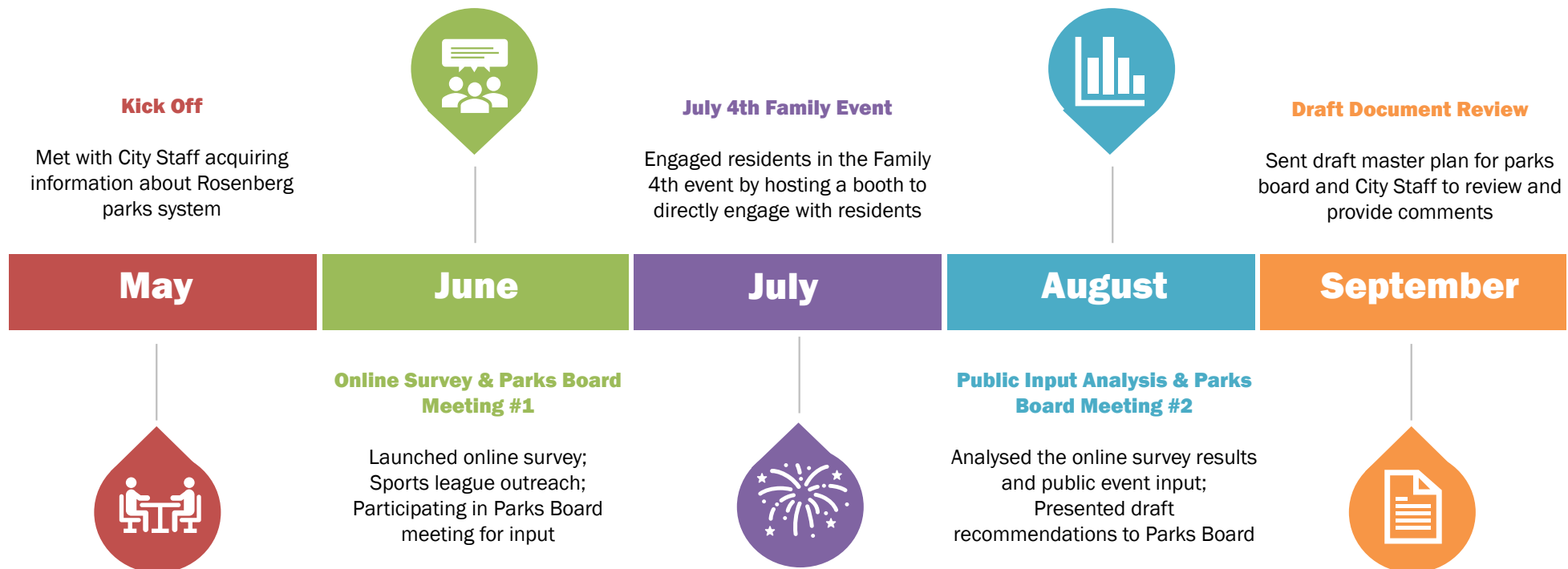
Demand and Needs Assessment

To evaluate the demand for parks and recreation amenities, facilities, and programs, a series of efforts were undertaken to reach out to stakeholders to receive targeted feedback. Feedback was collected from residents, The Rosenberg Parks Board, City Staff and sports leagues through an online survey, public engagement at the Family 4th celebration, and meetings with selected groups.

A driving force in the development of recommendations in this master plan is the input from residents and other stakeholders. City Staff and the Parks Board have provided guidance throughout the process as priorities were identified for improvements and additions to the parks and recreation system.



Public Engagement Timeline



Online Survey

The online survey was designed to collection input from citizens regarding their experience with the current park system, needs and desires for new and improved parks and facilities in the future.

The survey was active online with links on the City of Rosenberg website and Facebook page from June 7th to August 30th of 2019, which gave residents a three-month window to provide feedback.. A total of 399 responses were received by September 7th, yielding a sample size with a 95% level of confidence and a 5% margin of error based on the estimated population of 43,754 in 2019.

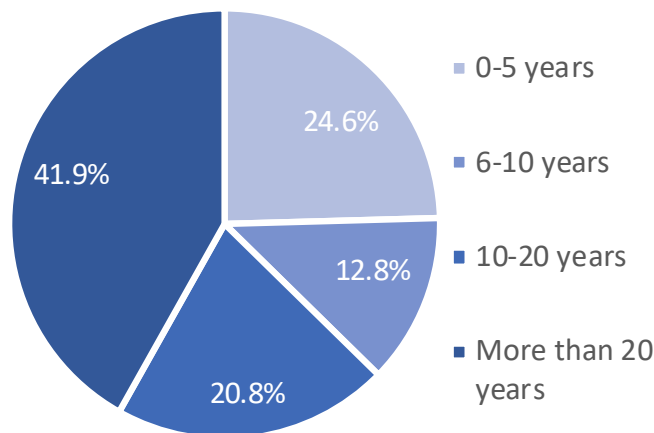
The survey contained three sections: 1.“Rosenberg Today” asked participants about their experiences in the existing city parks, 2.“Rosenberg Tomorrow” asked about what participants would like to see in the future parks and recreation system, and 3.“Tell us about you” asked basic demographic information such as length of residency, age group represented, and neighborhoods information.

Demographic Information

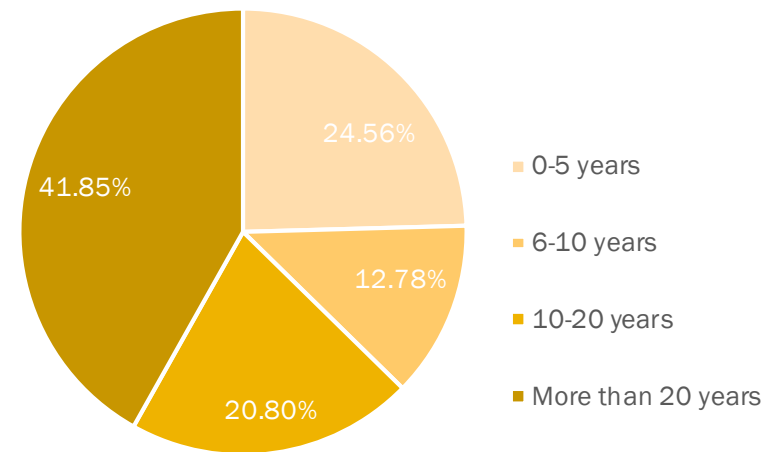
The survey collected the demographic information of the participants, yielding the following trends:

- 90.2% participants are Rosenberg residents, and 9.8% do not live in Rosenberg but often visit and use Rosenberg parks and trails.
- Both new and old residents are represented in the survey. A total of 41.9% of participants lived in Rosenberg more than twenty years, while 24.6% of the participants established their residency for less than 5 years.
- Adults at age of 36 to 54 was the biggest represented group among the participants household.
- Participants were from neighborhoods distributed throughout the City.

How long have you lived in Rosenberg?



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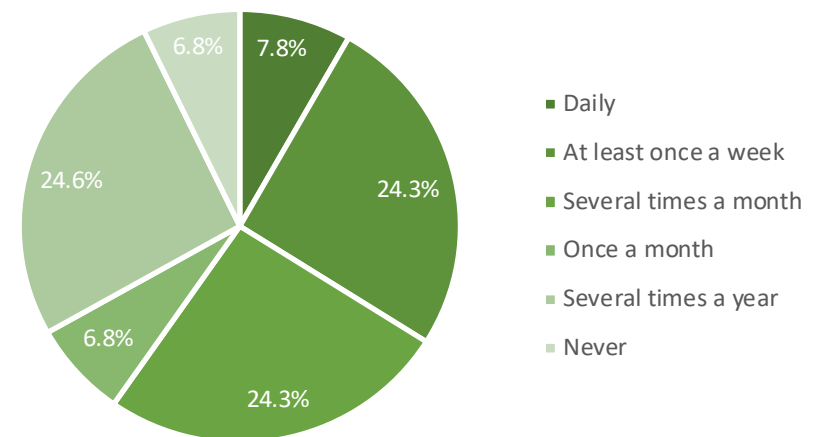


Rosenberg Today

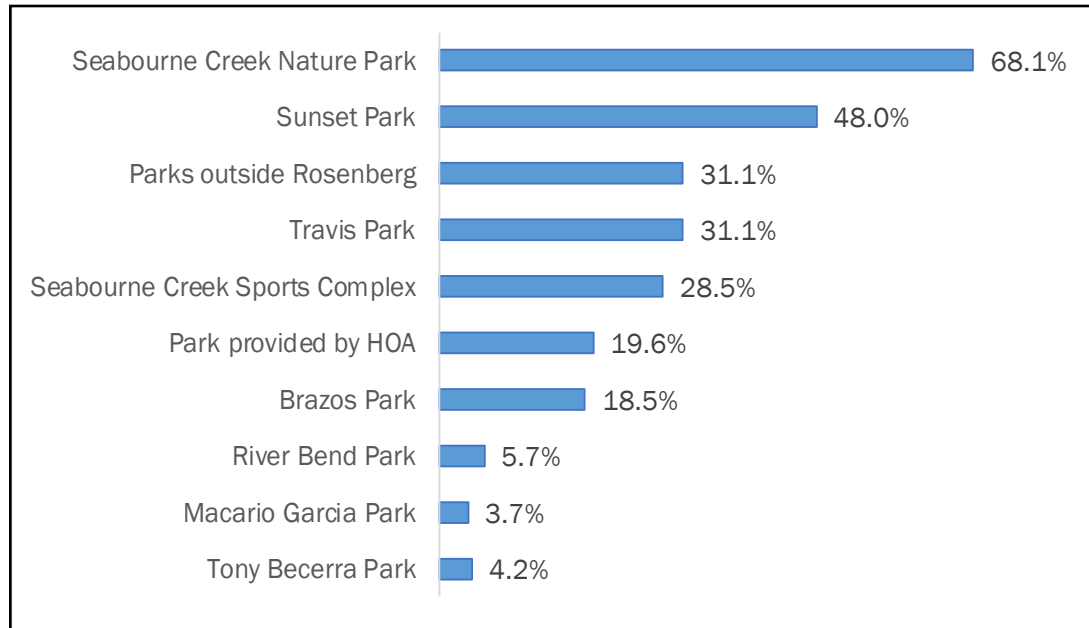
Some highlights from the first section of the survey are as follows:

- 56.4% of the participants visit parks in Rosenberg at least several times a month;
- 31.1% participants use parks outside Rosenberg.
- The top three highest ranking parks are Seabourne Creek Nature Park, Seabourne Creek Sports Complex and Sunset Park

How often do you visit parks in Rosenberg?



Which parks do you usually like to visit?

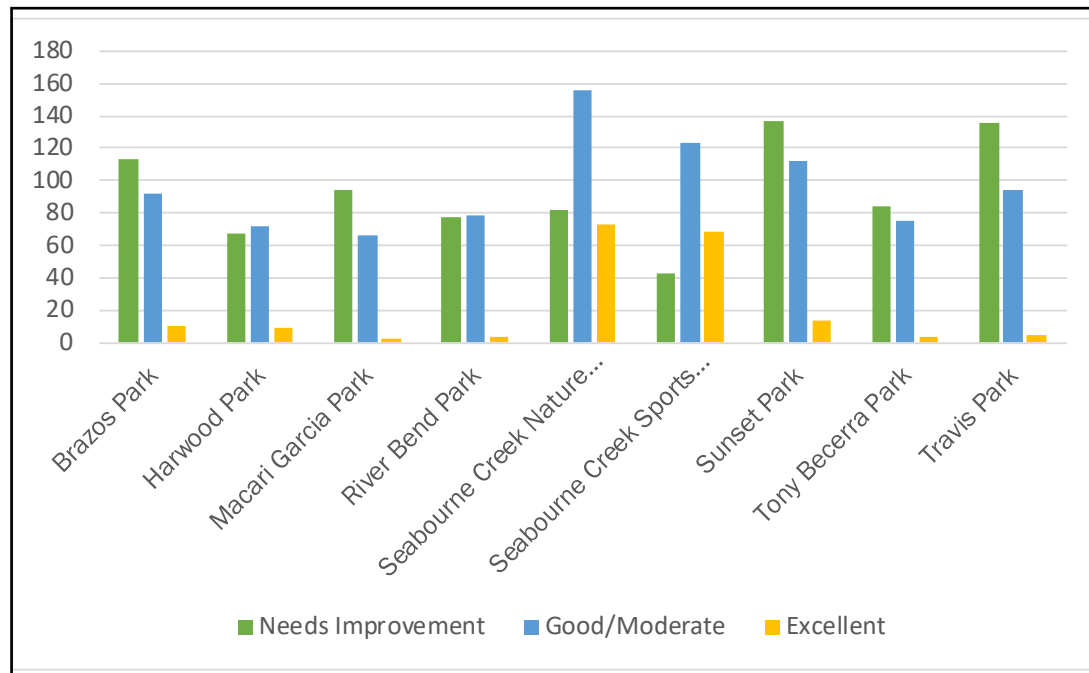


Rosenberg Tomorrow

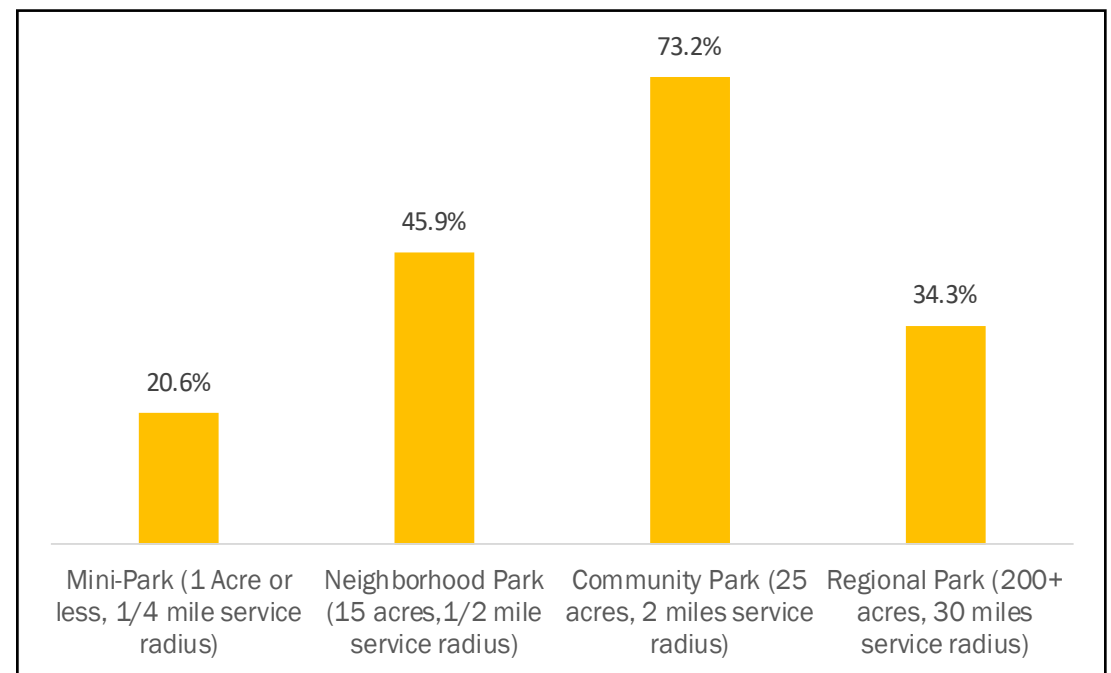
Participants were asked about their vision for the future park system, their recreation needs and willingness to financially support park improvements. This includes what size parks they would like to see more of in the future, what outdoor and indoor activities they would like to participate, and if they are willing to support a parks and recreation bond or other funding mechanism to develop new and improved facilities. The highlights of the responses are as follows:

- Community parks, sized around 25 acres are the most desirable.
- The top five selected outdoor-oriented facilities are a Splash Pad, Outdoor Pool, Hike and Bike Trail, Dog Park, and Event Space.
- The top five selected indoor-oriented facilities are a Swimming Pool, Indoor walking and running track, Cardio/Fitness Class Rooms, Fitness Equipment, and a Rock Climbing Wall.
- 56.9% participants are very likely to support a bond to fund park and recreation improvements in the future.

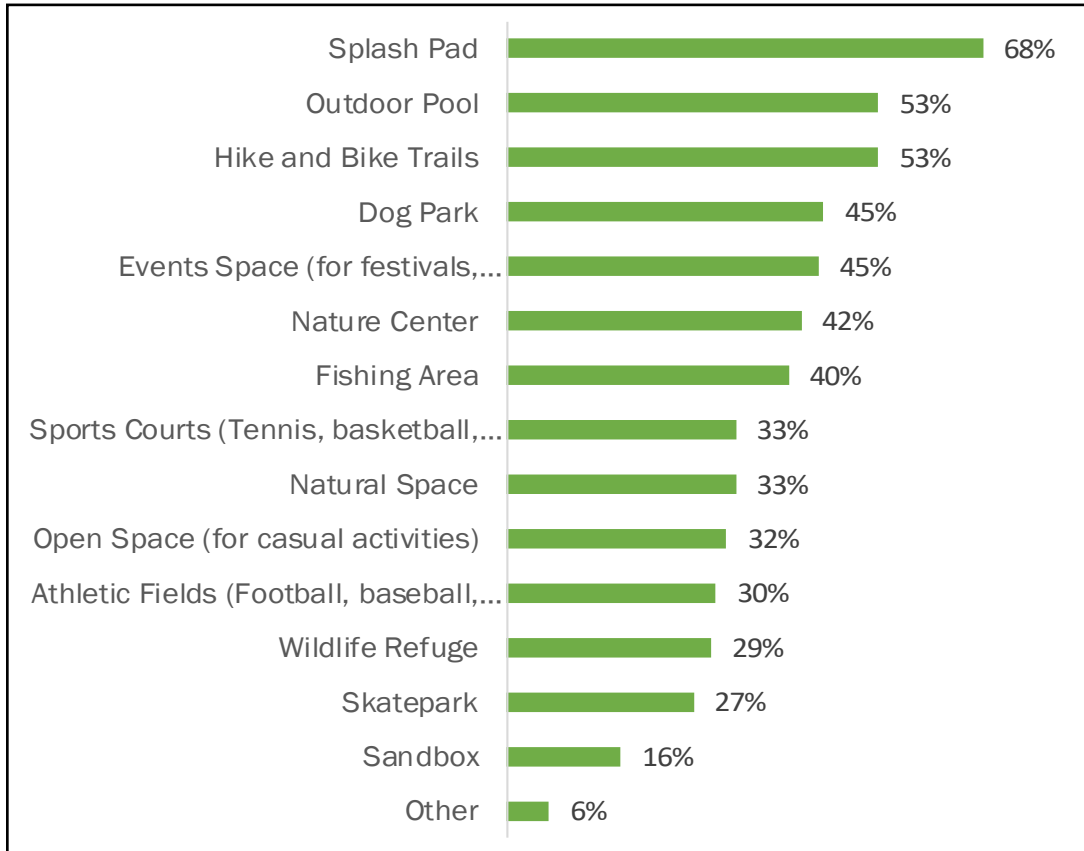
How would you rate the existing City parks in Rosenberg?



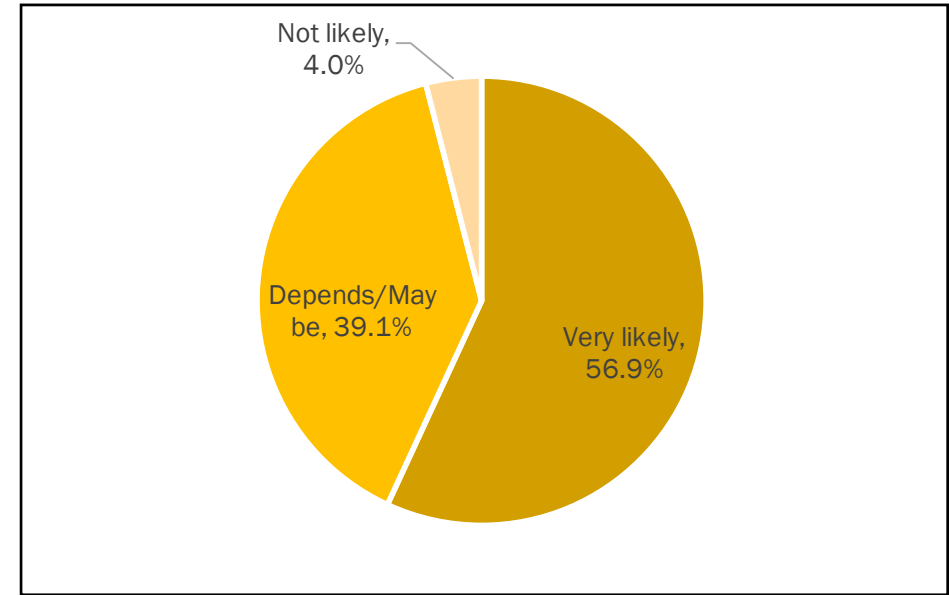
What size of parks would you like to see more of in the future of Rosenberg?



What outdoor activities would you or your family members like to participate in if offered in the future by the Rosenberg parks system?



Is there anything else you want to tell us about parks and recreation in Rosenberg?



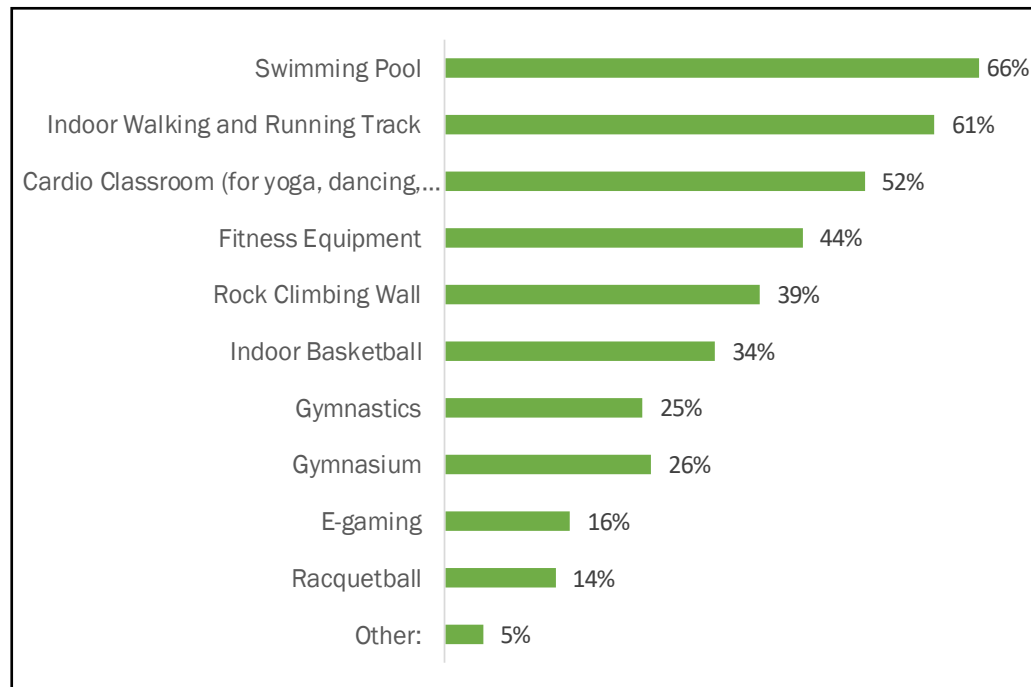
Open Comments

In addition to targeted questions, an open-ended question also provided an opportunity for participants to give feedback regarding anything about parks and recreation in Rosenberg. A total of 112 comments were received from the online survey. Using a Qualitative analysis tool, a word cloud was generated from the open-ended question.

The word cloud uses the frequency of words from input to create a visualization of the most common trends. From the Word Cloud analysis, the following most common key words can be identified.

- Nature Area, Kids, dog
- Walking, Bike
- Splash Pad, Restroom
- Playground, Pool, Trail
- Seabourne Creek, Dog Park
- More Sports, Skate Park, Activities
- Safety, Shade

What indoor activities would you or your family members like to participate in if offered in the future by the Rosenberg parks system?



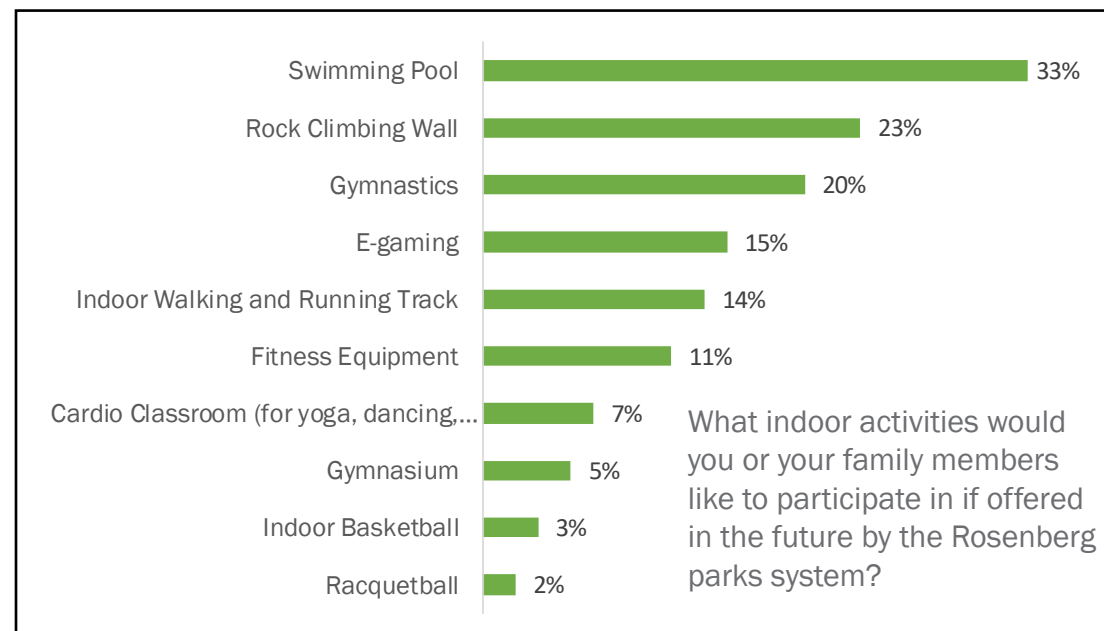
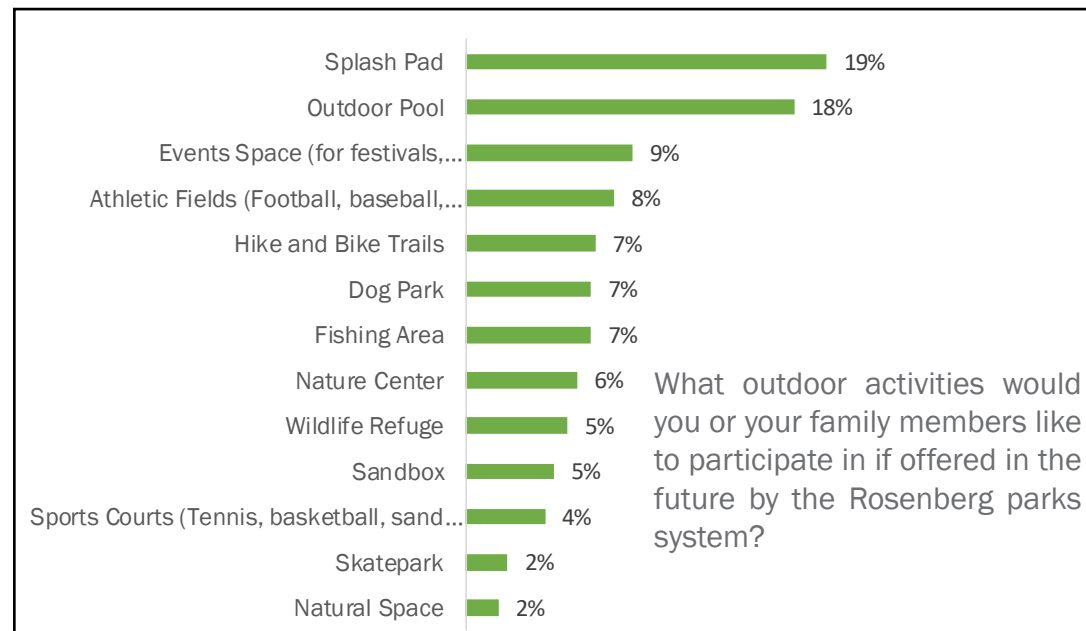
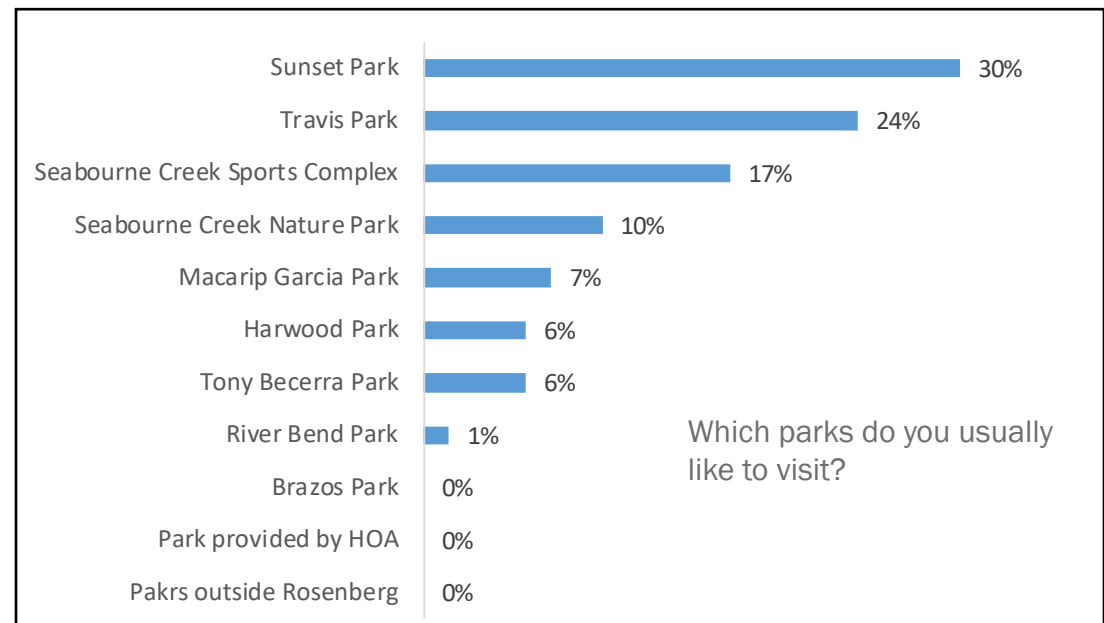
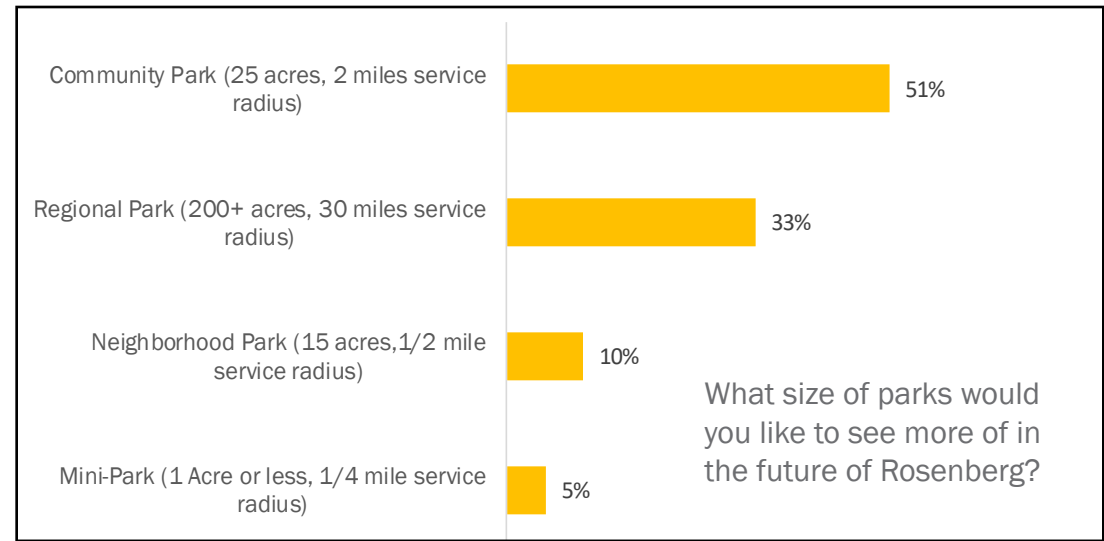
July 4th Family Event

To engage the public directly, a booth was hosted at the Family 4th event in the Seabourne Creek Nature Park. Many residents were engaged, with more than 110 residents who participated in the interactive activities set on site.

The event format utilized inspiration image boards in which participants gave feedback by voting with stickers to show their preferences for park amenities and recreational activities. Comment cards were available for participants to leave notes, and staff from the planning team actively engaged in conversations with residents to explain the planning process and elicit feedback. Activities were available for both children and adults to express their ideas through drawing and writing. Key questions from the survey were taken and visualized on inspiration boards, including 1. Preferences on indoor and outdoor activities, 2. Preferred size of parks in the future, and 3. The existing city parks people visit the most.

In comparison of the July 4th Family Events with the Online Survey, the results follow similar patterns with minor differences, likely due to differences in the composition of participants.

- Community parks are the most desired size of park, which is consistent with the online survey results.
- Athletic Fields appeared in the top five outdoor activities.
- Rock Climbing Wall, Gymnastics, and E-gaming appeared in the top five indoor activities.
- Aquatics facilities are in high demand.





Qualitative Input

In both the online survey and Family 4th event, participants had the opportunity to leave comments related to parks and recreation in Rosenberg. A qualitative analysis was conducted to look for trends in the comments received.

A total of 137 general comments were received from all public engagement, including 112 comments from the online survey and 25 comments cards from July 4th event. The comments were coded with the topics and categorized into the following groups: **amenities**, **activities**, **place and space**, **equitable park access**, **dog**, and **others**.

Amenities were the most popular topic among all the comments with a total of 83 comments.

Water recreation is most the frequently mentioned topic of all amenities, including the desire for a splash pad (20), city pool (15), and aquatics center (2) with water play structures. Citizens pointed out that a lack of a publicly accessible pool has created inconvenience especially for the older neighborhoods that aren't being provided these amenities as a part of new development.

"I am 80 years old so I really don't have a need for parks but to attract young people you do. For the young there is a need for the sport complex and also a need for a city pool or splashpad for the ones that don't live in subdivisions that do."
-Rosenberg Citizen

Trails (11) ranked second of all desired amenities. Trails were mentioned in the survey including bike trails, walking trails, mountain bike trails. Comments also specified the surface of the trails, including a desire for natural trails and paved concrete surfaces that are wheelchair accessible.

"Would be nice for a master plan to include bike and walking trails that go through out the newer areas around Brazos town center. Rosenberg needs to differentiate itself from nearby towns." -Rosenberg Citizen

Skate park (8) is the third most mentioned amenity in the comments, although it had lower percentage within the survey multiple choice question. Skaters wrote about their challenges with not feeling welcome when skateboarding in the community and their' urgent need for having a designated space. The non-skaters mentioned the social benefit of skate parks that a skate park could keep young adults busy and keep them from engaging in undesirable activities.

"My son and all of his friends drive to Sugarland and to Houston to go to skate parks because there is no place in town to skate. It is a very good outlet for these boys to not get into other trouble from boredom. A skate park would be well used and well received in the City of Rosenberg. I'm sure the business owners as well as busy police officers would appreciate the creative outlet as well." -Rosenberg Citizen

Playgrounds (8) are also a highly requested item. Comments about playgrounds included requests for more playgrounds with shade and playgrounds for smaller kids such as toddlers and infants

"Yes to have more activities & playground equipment for infants & toddlers...And the splashpad would be awesome to have for all ages!!"- Rosenberg Citizen

Restrooms (7) are another highly requested amenity. The requests include restrooms near splash pads, adequate and well-functioning restrooms, and well-maintained public restrooms accessible for everyone.

"...Bathrooms that are available to everyone!" - Rosenberg Citizen

Nature Center (6) Participants talked about the benefit and needs for a nature center in Seabourne Creek Nature Park, also bringing up their experience with nature centers elsewhere.

"I lived in Bellaire TX for 53 years, helped volunteer with the Russ Pittman Nature Discovery center since I was 34 years old. It's the kind of park that I greatly appreciated because it was a nature park and taught lessons to young child and their parents how to appreciate our great outdoors. Also they had festivals , one in Spring with plant sales and fun activities in the park and Fall Festival with a pumpkin patch to help support the budget and bring the community together."-Rosenberg Citizen

Baseball field (2), RV parking (2) spots, and updated Water Fountains (2) for both people and dogs were mentioned in the comments.

Activities were mentioned in 13 comments. Citizens are looking forward to seeing more activities for infants and toddler, for children, young adults, and adults; essentially desiring more activities for all generations. Participants generally would like to see activities for both indoor and outdoor recreation.

"Get the people activities that they would enjoy. Since closing Travis pool, there is no water activity for youth to go to other than the Natatorium. splashpad would be a good start."-Rosenberg Citizen

"The continued improvements to Seabourne Sports Complex are great! This just shows you how much the city needs to invest in our parks to allow opportunities and activities for our kids. The best memories I had growing up were at Travis Pool."
-Rosenberg Citizen

Dogs are one of the most popular topics, appearing in a total of 24 comments. The number one request is for a dog park. Most dog owners are currently driving to other communities to use dog parks, which is inconvenient. The current City Ordinance limits dogs to on-leash access in Seabourne Creek Park. Comments such as "No place to walk dog" and "can't bring dogs in the parks" are expressed by the dog owners, who hope to have "dog-friendly parks" and amenities such as drinking fountains for dogs and dog waste bag stations.

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“Seabourne Creek park has a lot of potential and would benefit from a dog park in the style of the one at Memorial Park in Sugar Land. The dog park would also coincide with the Council’s recent adoption of a no-kill shelter policy.”-Rosenberg Citizen

“Please have a walking trail where dogs are welcome in at Least One Rosenberg Park so we can enjoy being out with our animals with out worrying about cars speeding past us or dogs running at us.”-Rosenberg Citizen

Place and Space

Comments mentioned “place and space” 8 times. This include “place for children to exercise and have fun”, “place for outdoor events and festival”, “place for camping”, and “place for toddlers and infants”.

“I believe we really need a splashpad, and a place we can hold birthday events at. Or even a sensory place where kids can do things and see the effects that with a splashpad would be awesome”-Rosenberg Citizen

A total of 11 comments talked about the needs for variety of “space”, including “green space”, “open space”, “Indoor event space”, “indoor education space”.

“I would love to see more retention ponds that are dry utilized as active green spaces like the one near Brazos Town Center Reserves. Last keep up the great work!”

Equitable Park Access

Comments addressed the equity issues regarding park and recreation facility access. Those comments mentioned “Playground for special needs children”, “wheelchair accessible nature trail”, “park should be a place for everyone not only kids”, the imbalanced park access between the old and new neighborhoods, also the lack of affordable and publicly accessible water recreation facilities and amenities in Rosenberg.

“I find it an issue that Rosenberg is divided into the “nice/new Rosenberg” and the “old/hood” Rosenberg. Attention needs to be brought to the “old/hood Rosenberg instead of focused solely on the growth area.”-Rosenberg Citizen

Volunteer

Participants also expressed their willingness towards volunteering in park and recreation related work. Opportunities such as “building and maintenance”, “clean up”, and “teaching nature education classes”.

“I would be willing to help build/maintain any park in Rosenberg old or new!” -Rosenberg Citizen

Others

Safety (4 comments) in park is a frequent mentioned topic in the comments, including fences near water, homeless people in the park, patrol for loose dogs.

“Need Fences surrounding parks (especially if near water)”

“They are only good if you keep the riff raff out. People want to feel safe.”

“Brazos park has transit people living under the bridge and it makes it Very unsafe for people”

Participants also suggested the City should have more advertisement of the parks.

“...many locals don’t know what a jewel they have in Seabourne Creek Nature Park”

People also expressed their appreciation of existing parks, amenities and excellent performance provided by the Parks and Recreation Department. Meanwhile, different voices and concerns were also heard with regard to park improvements.

“The City needs to pay down/ off debt before adding to debt with construction on new parks and recreation areas”-Rosenberg Citizen

“Don’t want any, just raises taxes, it will be a hit at the beginning and die down after a year or two, look at Travis park swimming pool closed”-Rosenberg Citizen

Sports League Demand

Soccer is currently one of the most popular sports in the Rosenberg area. The baseball and softball league play is growing as well, however the local football league did not get enough enrollment in Fall 2019. The following summarizes current and expected demand for league play in Rosenberg:

Rosenberg National Little League

Rosenberg National Little League currently has 385 for players between 4 and 16 years of age, and expects more than 100 additional players in the 2020 Spring. The National Little League players are currently using the fields at the Seabourne Creek Sports Complex for game play and fields at other City parks for practice. The Rosenberg National Little League is hoping to have one additional softball, one additional tee ball field, and one additional 300 feet field with batting cages. Additional desired features include another restroom and concession building. The City plans to continue building the baseball fields in the Seabourne Creek Sports Complex as shown in the master plan finishing with a total of ten diamond fields, which will include eight 220' fields and two 330' field. 5 fields have been built to date and are available for tournaments in addition to league game play.



Rosenberg Soccer- Rosenberg Futbol Club

Soccer has become the fastest growing trend in the region for youth sports. Rosenberg FC facilitates soccer training and games for both youth and adults. A total of 259 players enrolled in the 2019 Spring, and the League is expecting more than 200 additional players by 2020. The League plays Spring and Fall seasons in three divisions every year including: the Rosenberg Development League (RDL), Youth Travel Soccer and Adult Papi-Futbol.

The RDL division is for children between 4-7 years old focusing on the development of basic soccer skills. This division has 30 players in 7 teams. A total of 24 games are played each year. This division looks forward to reaching 100 players in the future. RDL is currently using three customized fields inside the baseball field at Travis Park. This division looks forward to having doubled the number of fields with

lights, which will allow the children to play at night and avoid the heat during the day.

The Youth Travel Soccer division is for players between ages of 8 to 18 years. This division currently has 79 players includes boys and girls, playing 30 games each year. An additional 30 players are expected in 2019 fall season and a total of more than 200 players is the goal for this division. Youth division is currently using existing fields at Macario Garcia Park. Field striping currently is set up for one field for 7v7, two fields for 9v9, and two fields for 11v11. Based on the current enrollment, the League will need three additional 11v11 fields to accommodate the growing needs. Understanding the growing needs in the region, the Rosenberg FC believes that having synthetic soccer fields will bring teams and tournaments from the region, and even outside Texas, and should be considered during the design and development of future soccer game/tournament facilities.

The Adult Papi-Futbol division currently has a total of 150 enrolled players at the age of 30 and above. This division also plays two seasons in Spring and Fall for a total of 25 games. Players are currently using the 9v9 field in Macario Garcia Park. A total growth of 200 to 300 players are expected if an additional lighted 11v11 field becomes available.

Rosenberg FC is also in the process of forming a Women's League Futbol in the coming years. An additional field was added in the Macario Garcia Park in August 2019. More opportunities for additional soccer fields are considered in this master plan as well.

Rosenberg Men's Adult League

Rosenberg Men's Adult Softball Leagues plays in the Spring, Summer and Fall seasons. The League has 60 players enrolled, using one softball field in Travis Park for games, and another softball field in Macario Garcia Park for practice. The League desires at least one additional field to meet the growing needs.

Rosenberg Roughnecks Youth Football

Rosenberg Roughnecks Youth Football is a local youth football league. The league did not have enough enrollment for 2019 seasons. The league practices and plays games at the Seabourne Creek Sports Complex. In 2018, the league had over 80 players ages 5-12 and 20 cheerleaders.

