



CITY OF LOUISVILLE

PARKS, OPEN SPACE, RECREATION & SENIOR CENTER, COAL CREEK GOLF COURSE & TRAILS SURVEY REPORT

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INTRODUCTION



The purpose of this study was to gather community feedback on the City of Louisville Parks, Open Space, Recreation & Senior center, Coal Creek Golf Course, trails, future planning, communication, and more.

This survey research effort and subsequent analysis were designed to assist the City of Louisville in developing a plan to reflect the community's needs and desires.





STATISTICALLY VALID (INVITE) SURVEY

1

Postcards were mailed to every residential address within the City of Louisville, with instructions to complete online through password protected website (1 response per household). Paper surveys and postage-paid return envelopes were also available upon request, and the survey was translated into Spanish.



766

Invitation surveys completed
+/- 3.5% Margin of Error

OPEN LINK SURVEY

2

Later, the online survey was made available to all City of Louisville stakeholders, including non-residents (e.g., commuters, residents of nearby communities)



1,407

Open Link surveys completed

2,173

Total Surveys
Completed

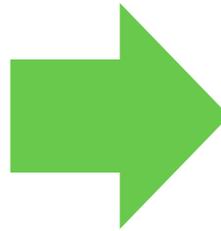
7,770 Postcards Mailed

7,601 Delivered

WEIGHTING THE DATA



The demographic profile of the Invite sample is compared to known statistics of City of Louisville residents using data provided by the U.S. Census and the 2023 ACS 5-Year Estimates.



Underlying data from the invitation survey is weighted by the age, gender, homeownership, and Hispanic ethnicity of Louisville residents to ensure appropriate representation.

The weighting process changes the results only slightly and ultimately makes the results more accurate and representative of the population.



KEY FINDINGS



Two samples were collected in the survey effort—the statistically valid Invite sample and the Open link sample—both of which had strong response rates. Together, they provide an excellent source of input on topics addressed throughout the survey. In general, responses from the Open link survey are similar to the Invite sample, a positive finding that indicates a broad consensus across the two groups.

Current Usage

- Parks, recreation, open space, trails, and golf amenities are important as to why respondents live in Louisville with 93% of either sample rating them as important.
- Residents are active users of Louisville’s parks, recreation, trails, and open space systems, with particularly strong engagement in the trail system, which is used frequently and consistently across both the Invite and Open samples.
- The Invite sample generally reports more frequent use of City amenities than the Open sample, suggesting that engaged participants are also among the most active users of the full PROST system.
- About half of both samples indicate that they have no barriers to using Louisville's PROST amenities.





Parks

- Most residents feel that the City's park amenities meet community needs, with at least half of respondents in each sample rating most park features as performing well.
- Walking paths/trails are the most important park amenity to both samples with an average of 4.7 out of 5 followed by restrooms which fell shorter in terms of meeting the needs of the community.
- When asked to prioritize options for park enhancements, both samples concentrated on improvements to the urban tree canopy, pathways (trails/sidewalks), and maintenance of existing amenities.



Recreation & Senior Center

- Fitness amenities such as the weight room, indoor pools, locker rooms, and the hot tub/sauna/cold plunge are the most important to both samples.
- These same amenities also rate highly in terms of meeting community needs, suggesting that current offerings align well with resident expectations.
- In terms of potential future enhancements to the Recreation & Senior Center, respondents from both samples are most supportive of an expanded weight room and program expansions.
- In general, respondents are supportive of investing in Memory Square Pool, with about half of both samples favoring significant capital investment to keep it open and add amenities.



Open Space

- Open Space amenities received high importance, with trails, natural habitat areas, and trailhead amenities consistently viewed as the most important.
- Respondents also indicate that most Open Space features are meeting community needs, with strong majority ratings of 4 or 5 across categories.
- Priorities for future Open Space investment include acquiring additional properties, continuing fire mitigation, increasing native plant restoration, and improving trail access—reflecting a community interest in conservation, ecological health, and expanded connectivity.



Coal Creek Golf Course

- Among respondents who use or are familiar with the facility, golf course amenities that are broadly accessible, such as the driving range, practice greens, restaurant, and parking are viewed as the most important.
- The Open sample places higher importance on nearly all golf course amenities compared to the Invite sample, suggesting an engaged user-base.
- Most golf course amenities also perform well in meeting community needs, particularly the parking lot, driving range, leagues, pro shop, and traditional practice putting green, however, both samples agree there could be some improvement to the restaurant.



Trails

- Residents are highly engaged trail users, with exercise, nature connection, mental well-being, and passive recreation being the leading reasons for visiting the system.
- Walking and biking far outpace vehicle access as the primary modes of getting to the trails, underscoring the local, neighborhood-based nature of trail use.
- Important trail amenities—such as soft-surface trails, hard-surface trails, crossings, underpasses, and trash cans—are widely valued and are generally rated as meeting community needs.
- Top priorities for enhancement include expanding local and regional trail miles, adding underpasses, increasing neighborhood connections, improving crossings, and adding more soft-surface trails.
- Potential improvements most likely to encourage increased trail use include safer road crossings, more regional trail connections, better access to destinations via trails, and additional soft-surface trails.



Overall Department Priorities

- Across both samples, residents strongly prioritize maintaining and enhancing existing amenities over building new ones, reflecting a community preference for reinvestment, upkeep, and improved functionality of current assets.
- Investment priorities center on the trail network and open space: expanding trails and safer crossings are most important, followed by acquiring land for Open Space. Golf Club House Enhancements are the least supported future priority.



Communication

- Communication from the City was rated as moderately effective with an average for 3.6 out of 5 for the Invite sample and 3.7 for the Open link.
- Residents rely on a diverse mix of communication channels to receive City information, with direct emails, the Recreation & Senior Center program guide, the City website, and the printed Lantern newsletter being the most common sources.
- When asked about their preferred channels, direct email remains the top choice across both samples, followed by the Lantern newsletter, the program guide, and the City website.



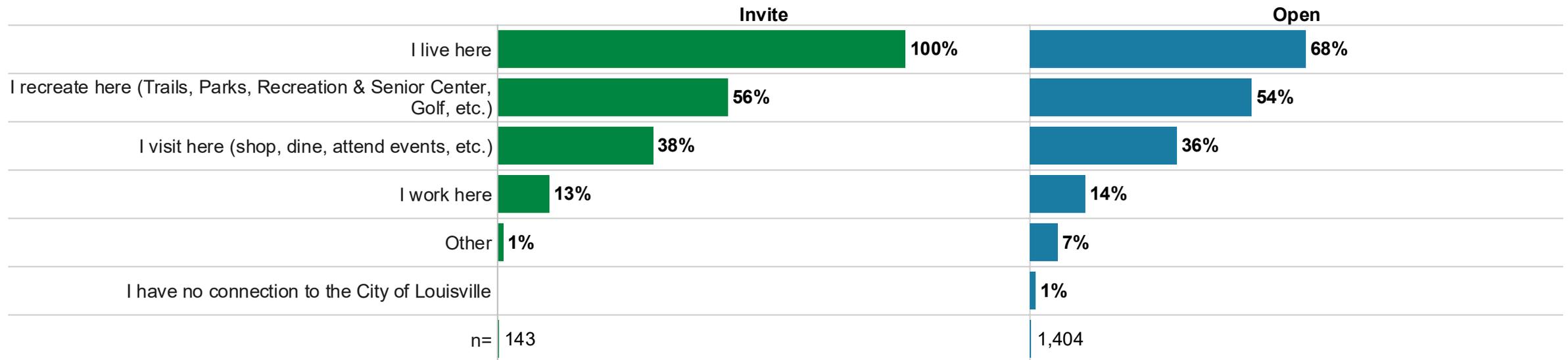
LIVING IN LOUISVILLE

CONNECTION TO LOUISVILLE



Just over half of the Louisville resident Invite sample recreates in the city; a third shops, dines, and/or attends events (etc.); and 13% work in Louisville. The Open link sample is nearly identical to the Invite sample in these respective categories but about a third (32%) indicated not being Louisville residents.

What is your connection to the City of Louisville?



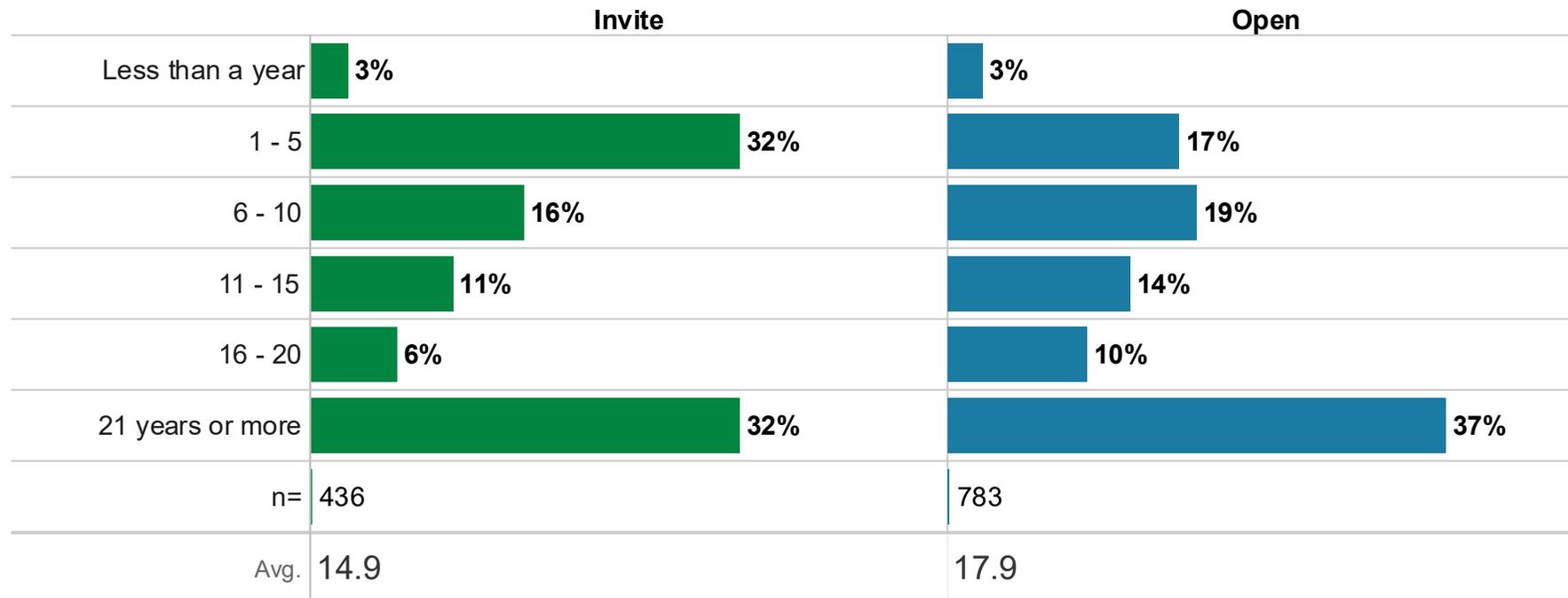
Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

TIME IN LOUISVILLE



Invite survey respondents largely are either relatively new residents to Louisville (residents of less than a year to 5 years – 35%) or longtime residents of 21+ years (32%). The Open link sample in comparison skewed towards slightly longer-term residents than the Invite, being Louisville residents for 3.0 years more on average than those of from the Invite sample.

How many years have you lived in the City of Louisville?



Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

LOCATION IN LOUISVILLE

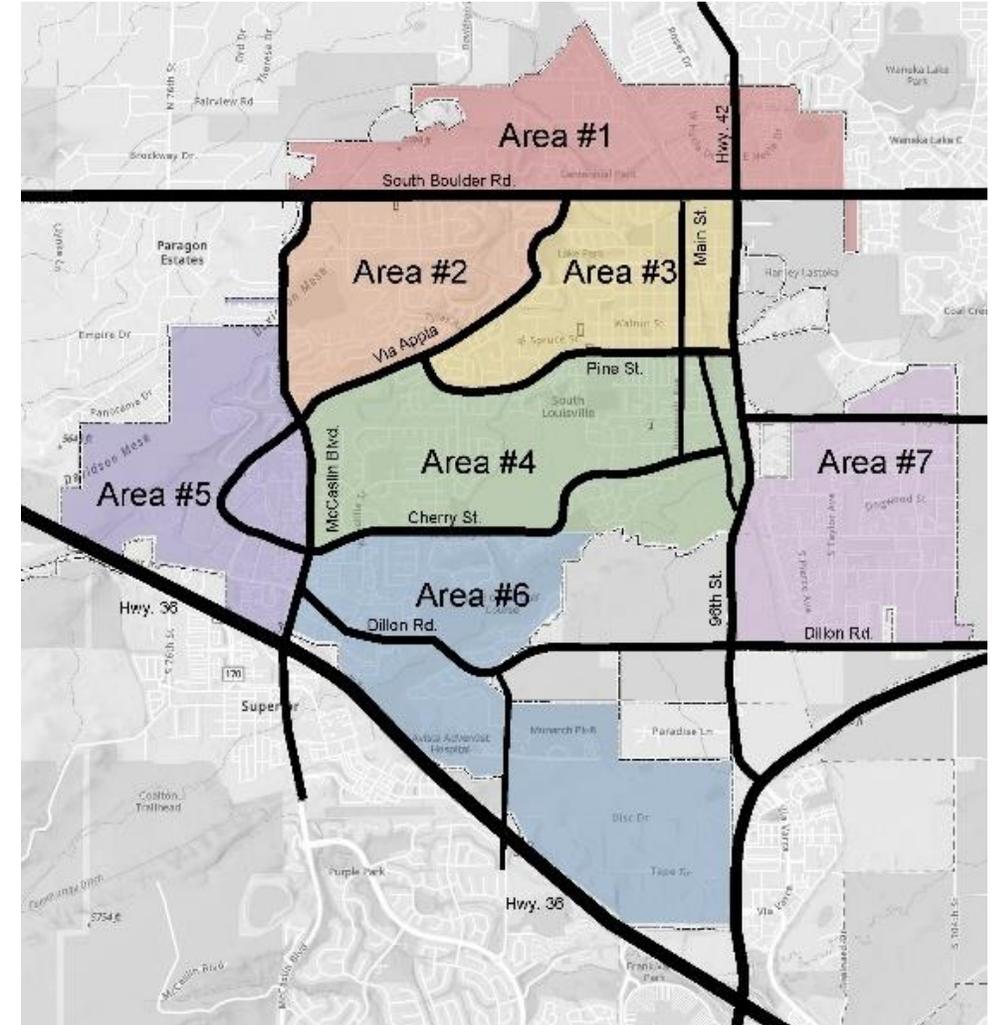
INVITE SAMPLE



Using the map below, which area do you live in?

	Invite
Area 1	19%
Area 2	14%
Area 3	21%
Area 4	35%
Area 5	0.4%
Area 6	11%
n=	766

Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

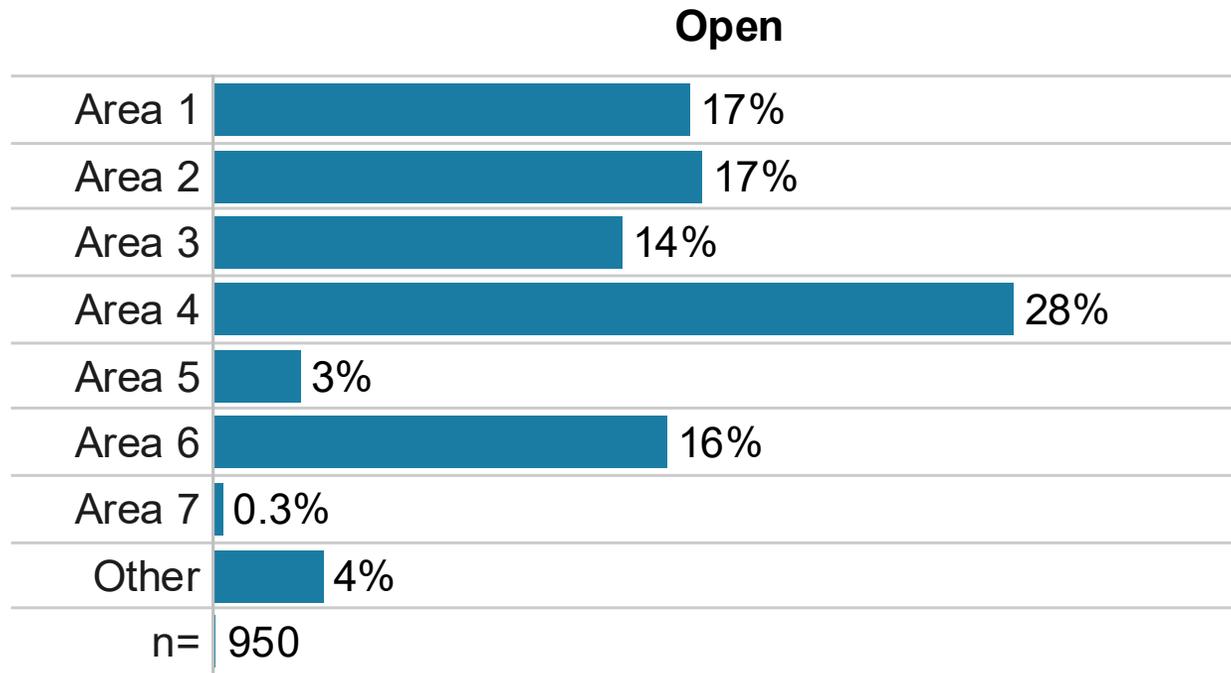


LOCATION IN LOUISVILLE

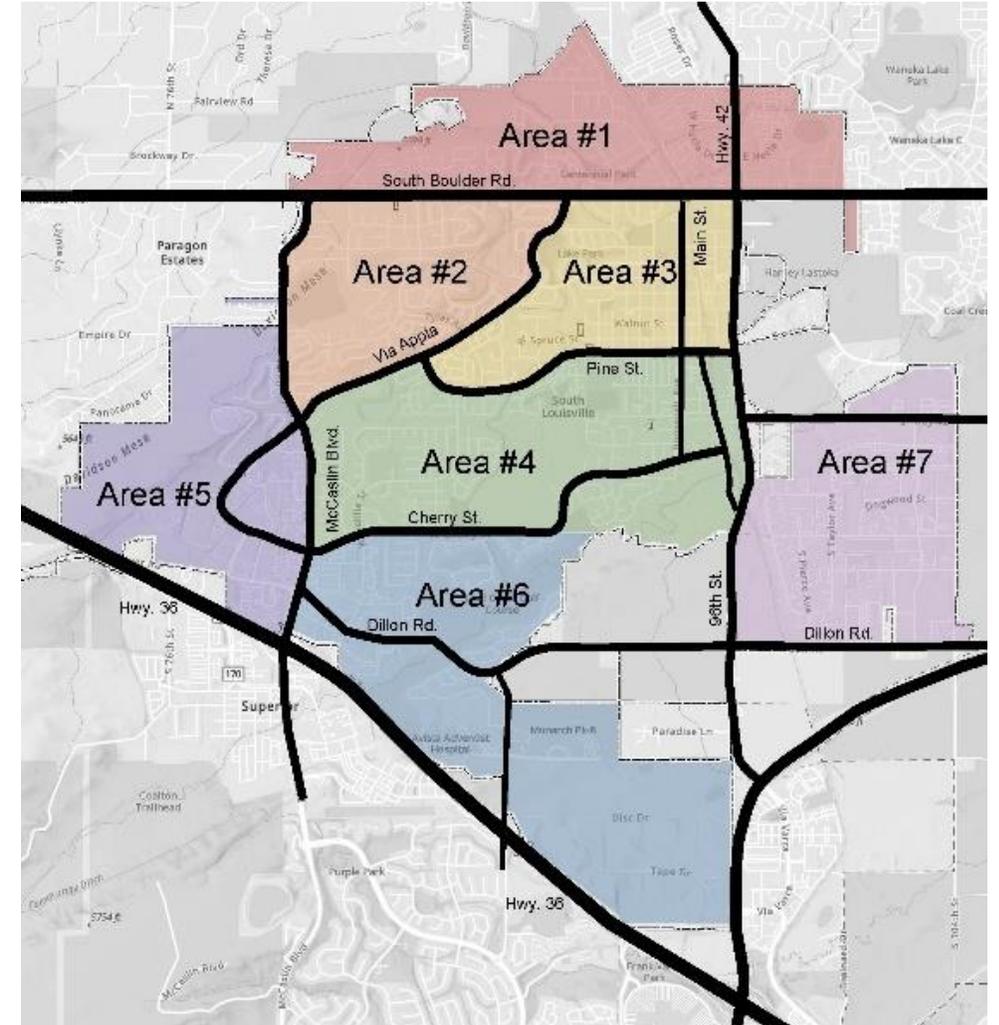
OPEN SAMPLE



Using the map below, which area do you live in?



Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

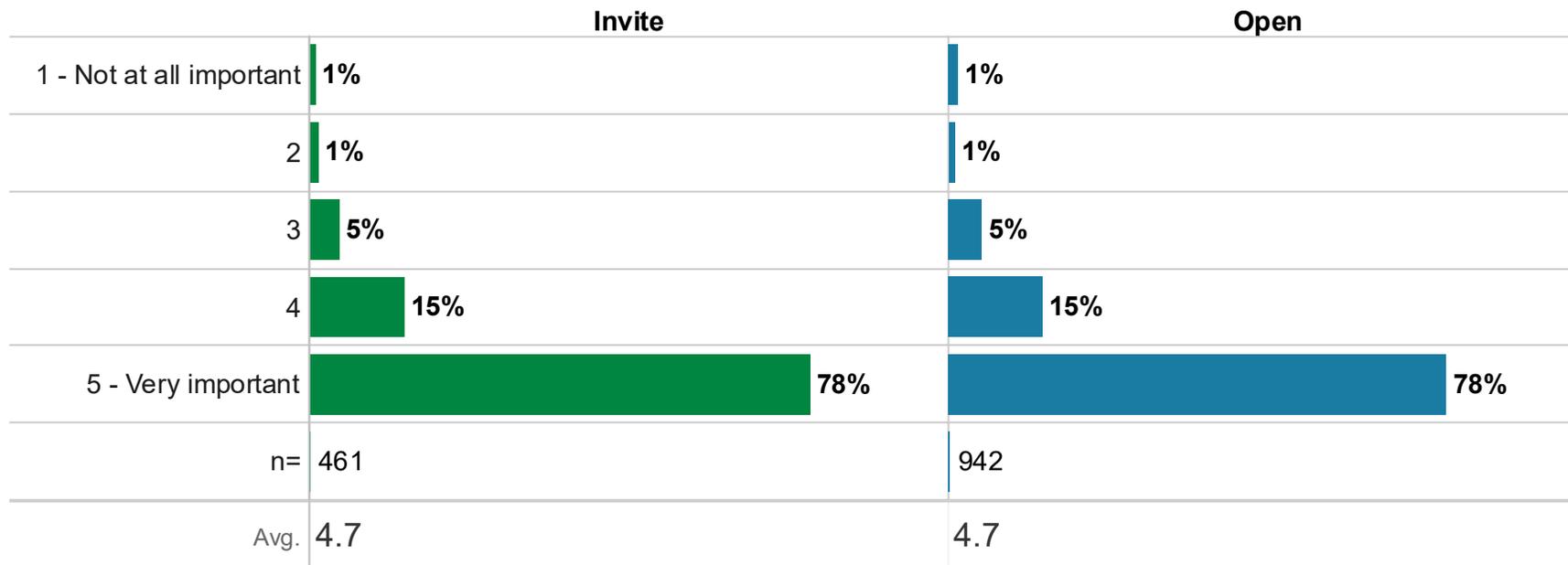


IMPORTANCE TO LIVING IN LOUISVILLE



Access to parks, recreation, open space, trails, and golf amenities is of high importance to nearly all respondents (93%), regardless of the sample type.

When you chose to live, or choose to stay living in Louisville, how important was/is access to parks, recreation, open space, trails and golf amenities in your decision?



Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey



CURRENT USAGE

USE OF AMENITIES



Amenity use is broad, and respondents are highly engaged with Louisville’s amenities. In the Invite sample, nearly all households report using Open Space (95%) and the Trail System (94%), followed by Parks (90%) and the Recreation & Senior Center (87%) while Coal Creek Golf Course sees slightly less use (47%). Open link results show similar patterns of use Parks (81%), Open Space (80%), Trails (80%), Rec & Senior Center (79%), and Golf higher than Invite (60% vs 47%). Very few chose “none of the above”, underscoring strong community engagement with Louisville’s system.

Note: The following questions are only asked of people who said they use or visit each amenity.

Have you or members of your household ever used or visited the following amenities in Louisville?

	Invite	Open
Open Space properties (Davidson Mesa, Harper Lake, Aquarius, etc.)	95%	80%
Trail System	94%	80%
Parks (playgrounds, park shelters, athletic fields, courts, etc.)	90%	81%
Recreation & Senior Center (pool, attend a program or special event, fitness area, senior center, etc.)	87%	79%
Coal Creek Golf Course (restaurant, driving range, golf course, etc.)	47%	60%
None of the above	0.1%	1%
n=	762	1,407

Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

FREQUENCY OF USE



Among people who use each amenity, over half report weekly visits to the Trail System (67% Invite; 58% Open) and Open Space (55% Invite; 50% Open). Recreation & Senior Center and Parks show a mix of weekly and monthly use (41–42% weekly Invite; 31–47% weekly Open), indicating steady engagement across seasons. Coal Creek Golf Course is mostly occasional (70% a few times a year Invite; 54% Open), though weekly golf is more common in the Open sample (17% vs 10%).

In the past 12 months, how frequently have you or members of your household used or visited the following amenities in Louisville?

Rating Category	Crosstab by:	n=	At least once a week	A few times a month	At least once a month	A few times a year
Trail System	Invite	689	67%	12%	14%	8%
	Open	1,063	58%	16%	11%	16%
Open Space properties (Davidson Mesa, Harper Lake, Aquarius, etc.)	Invite	708	55%	19%	12%	14%
	Open	1,070	50%	19%	12%	18%
Recreation & Senior Center (pool, attend a program or special event, fitness area, senior center, etc.)	Invite	662	41%	21%	13%	25%
	Open	1,044	47%	16%	13%	24%
Parks (playgrounds, park shelters, athletic fields, courts, etc.)	Invite	685	42%	16%	17%	25%
	Open	1,073	31%	20%	15%	35%
Coal Creek Golf Course (restaurant, driving range, golf course, etc.)	Invite	341	10%	9%	11%	70%
	Open	639	17%	13%	16%	54%

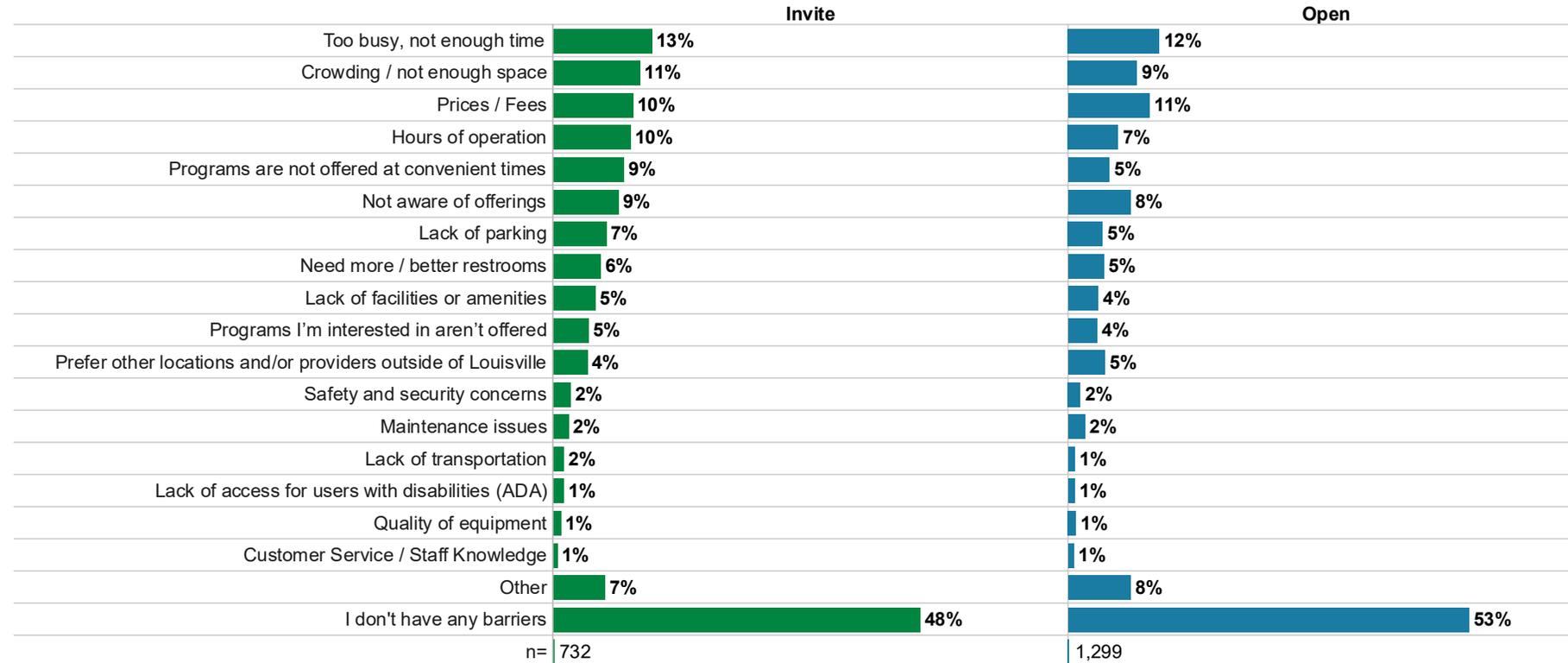
Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey.

BARRIERS TO USE



- Nearly half of respondents report no barriers (48% Invite; 53% Open), indicating broad access and ease of use.
- The most common constraint for both samples is a lack of time (13% Invite; 12% Open), with crowding (11% Invite; 9% Open) and prices/fees (10% Invite; 11% Open) following.
- Adjusting hours and program times could reduce friction for some users (10% and 9% Invite; 7% and 5% Open), and increasing awareness may also help (9% Invite; 8% Open).
- Facility-related concerns are less common, including parking and restrooms while safety, maintenance, and transportation each affect 2% or fewer.

What barriers, if any, prevent you or your household from using Louisville's PROS amenities?



Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey



PARKS

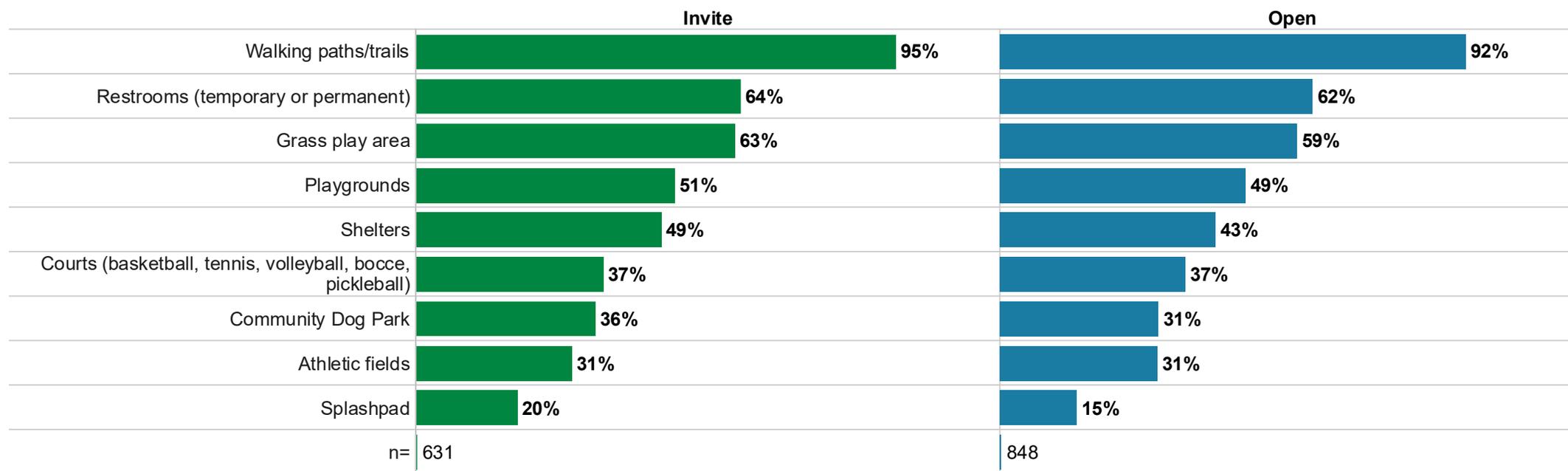
FREQUENCY OF USE

PARKS AMENITIES



Among park users, walking paths/trails are by far the most used feature (95% Invite; 92% Open). Core amenities such as restrooms and grass play areas follow (64–63% Invite; 62–59% Open), with playgrounds and shelters showing solid mid-level use (51–49% and 49–43%). The Invite sample generally reports higher use across amenities, while courts and athletic fields are similar between samples (37% and 31% in both), and the splashpad remains the least used.

In the past 12 months, which of the following park amenities has your household used?



Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey



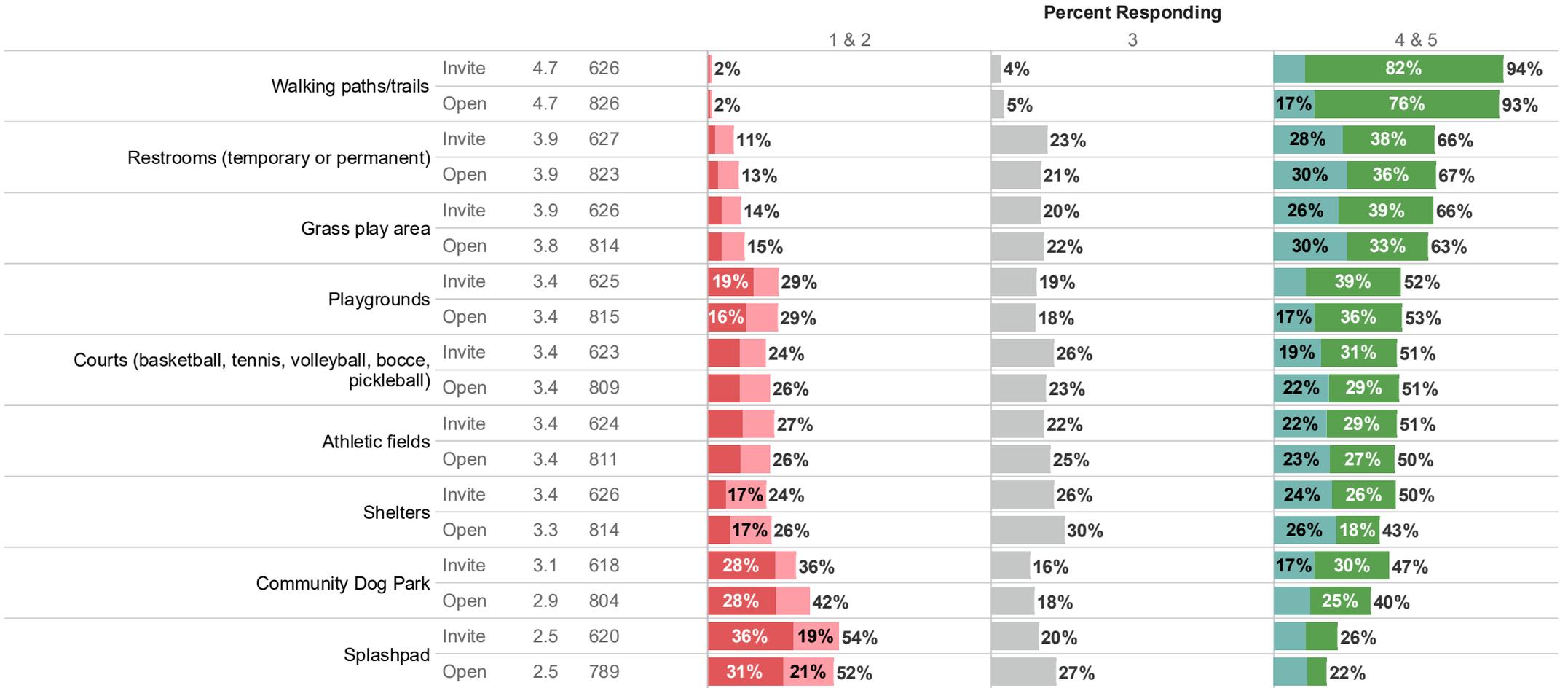
IMPORTANCE

- Walking paths and trails are the clear priority, with 94% Invite and 93% Open rating them important (4–5).
- Restrooms and grass play areas form the next tier of importance with roughly two-thirds rating 4–5 in both samples.
- Active and structured amenities are mid-tier: playgrounds, courts, athletic fields, and shelters cluster around half rating 4–5, with the Community Dog Park slightly lower (47% Invite; 40% Open).
- The Splashpad is lowest in importance and has the highest share rating it unimportant (1–2), indicating niche demand.

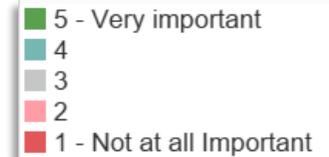
NEEDS MET

- Needs are largely being met across all categories, with at least half of respondents in both samples rating each amenity a 4 or 5.
- The highest ratings appear for walking paths/trails, playgrounds, and grass play areas.
- Mid-tier performance is reported for shelters and athletic fields and for the Community Dog Park.
- Restrooms were rated lowest, and more respondents gave ratings of 1 or 2; paired with its high importance, restrooms represent a key improvement opportunity

Please rate how important the following park amenities are to your household. Please provide an answer even if you have not used the park amenity.



Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey



Please rate how you think the following park amenities are currently meeting the needs of the community. Please provide an answer even if you have not used the park amenity.

						Percent Responding		
				1 & 2	3	4 & 5		
Playgrounds	Invite	4.1	477	3%	17%	47%	33%	80%
	Open	4.1	610	3%	16%	47%	34%	82%
Grass play area	Invite	4.1	515	4%	17%	42%	36%	79%
	Open	4.1	644	3%	17%	45%	34%	80%
Walking paths/trails	Invite	4.1	566	2%	14%	55%	28%	83%
	Open	4.0	731	4%	16%	51%	29%	80%
Shelters for hosting events	Invite	3.9	472	5%	26%	40%	29%	69%
	Open	3.9	606	7%	23%	43%	28%	71%
Athletic fields	Invite	3.9	409	7%	23%	43%	27%	70%
	Open	3.9	545	7%	20%	44%	29%	73%
Community Dog Park	Invite	3.9	403	9%	26%	31%	34%	65%
	Open	3.9	512	9%	24%	34%	33%	67%
Splashpad	Invite	3.8	312	12%	29%	24%	35%	59%
	Open	3.7	417	14%	29%	27%	30%	57%
Courts (basketball, tennis, volleyball, bocce, pickleball)	Invite	3.6	414	12%	32%	33%	23%	56%
	Open	3.6	562	15%	27%	38%	20%	57%
Restrooms (temporary or permanent)	Invite	3.5	497	12%	37%	34%	17%	51%
	Open	3.6	644	13%	31%	39%	17%	56%

Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey



AVERAGE IMPORTANCE – PERFORMANCE MATRIX



The following pages provide a graphical importance/satisfaction matrix comparing the average rating for importance, and the average rating for meeting the needs of the community, for each of the facilities and amenities rated by respondents. This matrix provides four quadrants in relation to the average ratings from all rated categories. These quadrants help to highlight the level of interest and performance of each, while identifying areas of focus.

High Importance / Low Needs Met

These are key areas for improvement. Enhancing these facilities/programs could significantly improve overall community satisfaction.

High Importance / High Needs Met

Important amenities that currently meet community needs. Maintenance should continue, but major improvements are a lower priority.

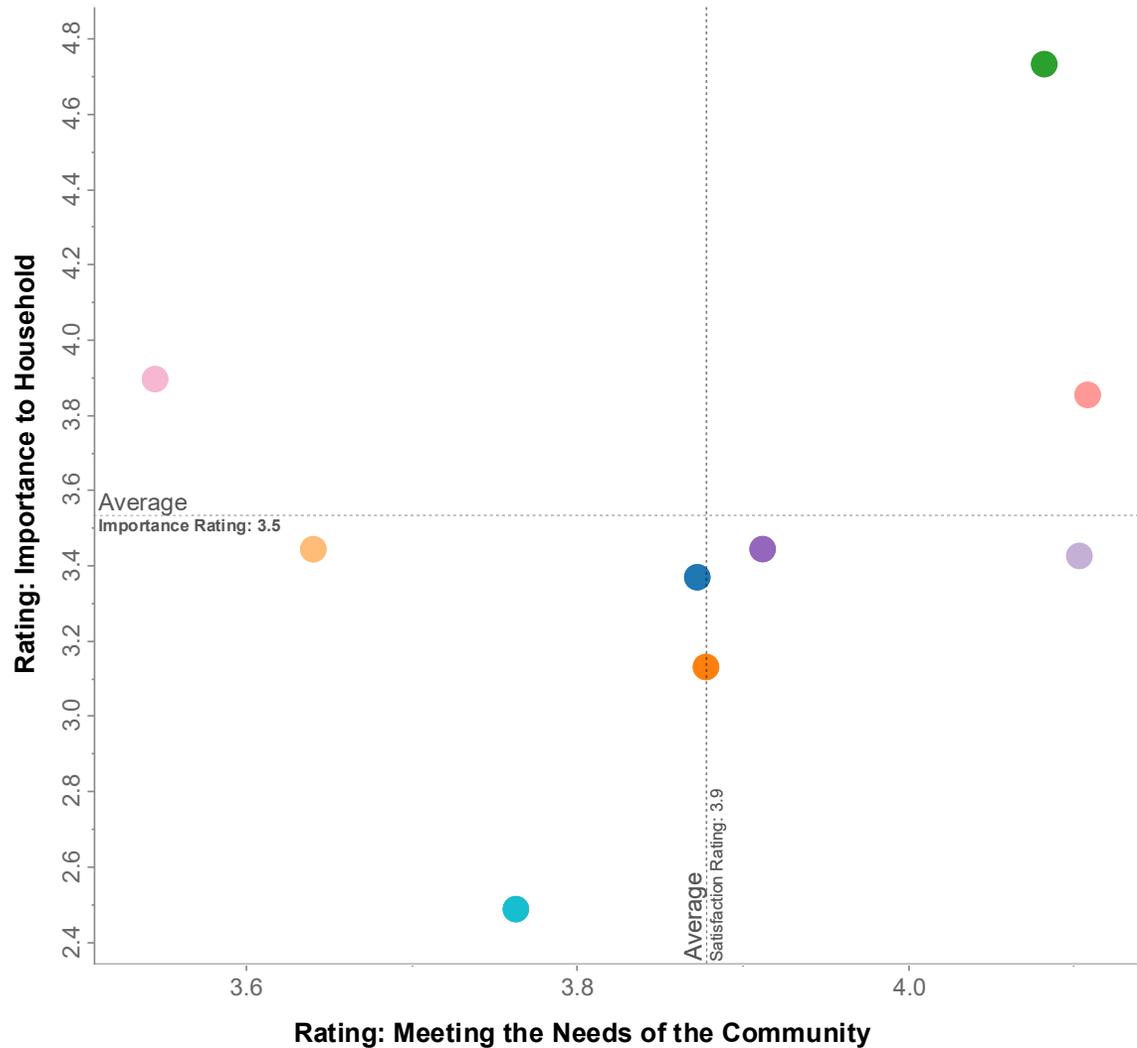
Low Importance / Low Needs Met

Niche facilities/programs with a small but dedicated audience. Tracking participation can guide future planning.

Low Importance / High Needs Met

Adequately supported amenities. Future discussions may consider whether current resource allocation aligns with long-term benefits.

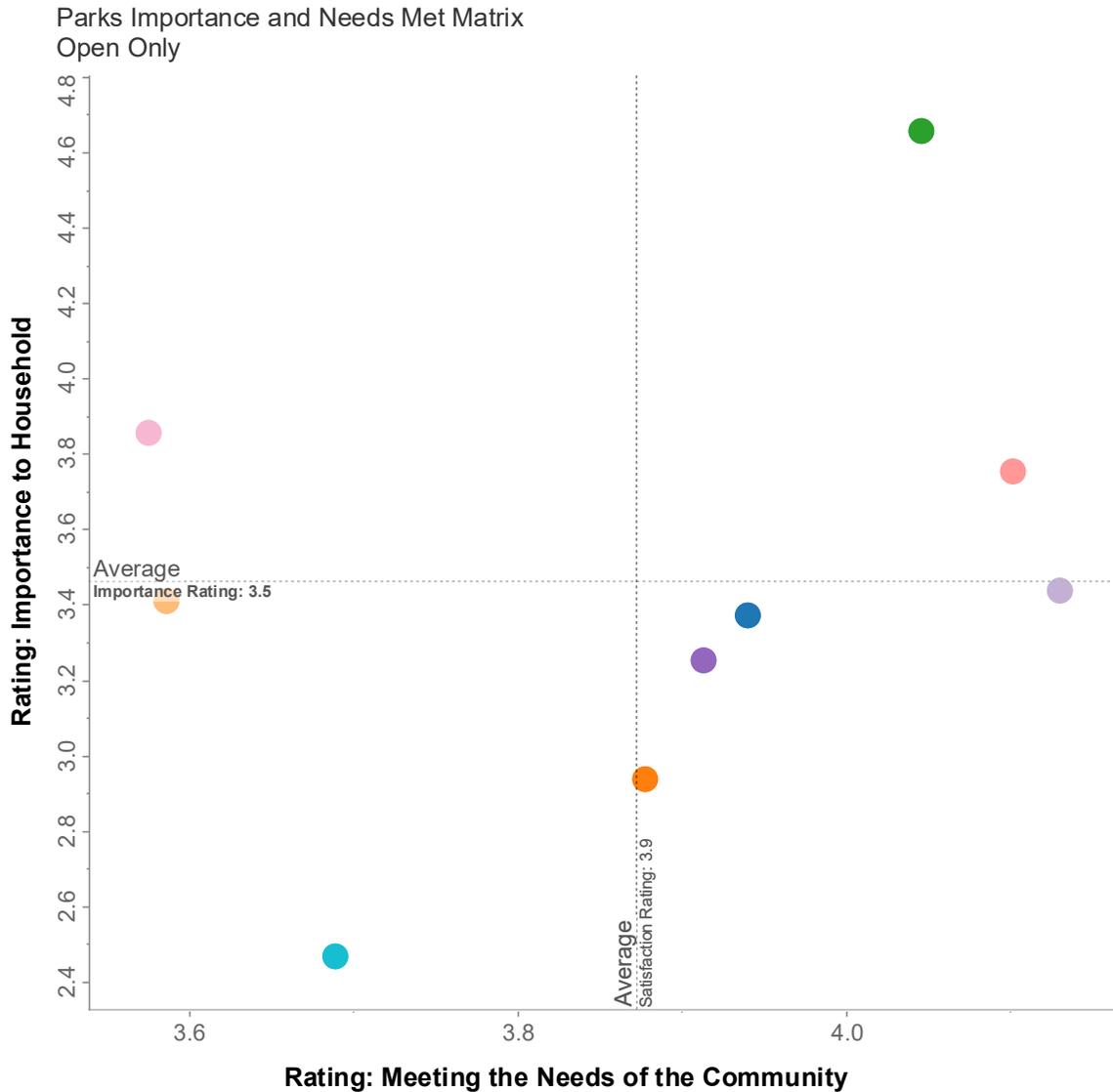
Parks Importance and Needs Met Matrix
Invite Only



Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

	Importance	Satisfaction
● Athletic fields	3.4	3.9
● Community Dog Park	3.1	3.9
● Courts (basketball, tennis, volleyball, bocce, pickleball)	3.4	3.6
● Grass play area	3.9	4.1
● Playgrounds	3.4	4.1
● Restrooms (temporary or permanent)	3.9	3.5
● Shelters for hosting events	3.4	3.9
● Splashpad	2.5	3.8
● Walking paths/trails	4.7	4.1

Invite respondents indicate more attention could be given to park restrooms and courts.



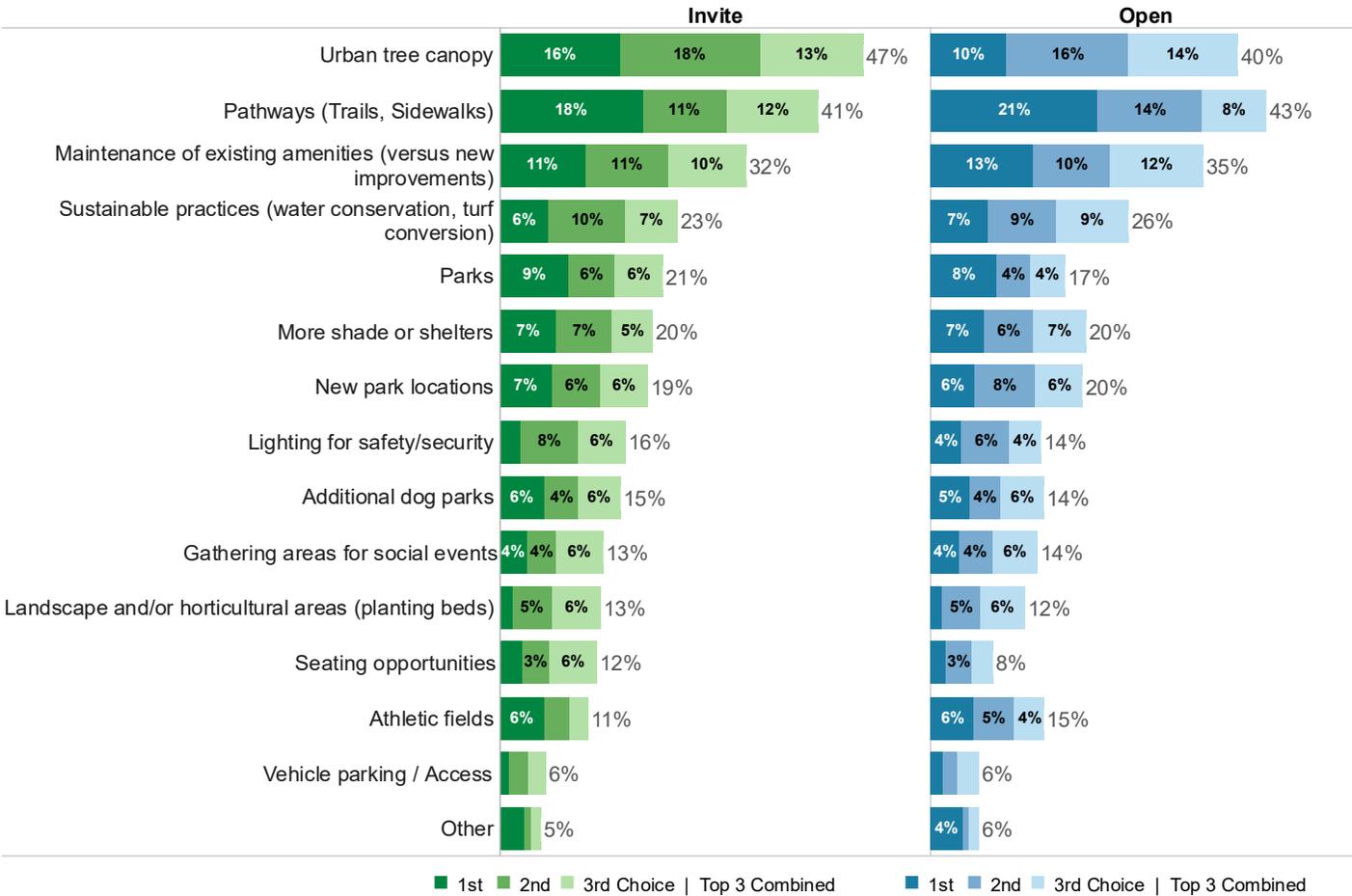
Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

	Importance	Satisfaction
● Athletic fields	3.4	3.9
● Community Dog Park	2.9	3.9
● Courts (basketball, tennis, volleyball, bocce, pickleball)	3.4	3.6
● Grass play area	3.8	4.1
● Playgrounds	3.4	4.1
● Restrooms (temporary or permanent)	3.9	3.6
● Shelters for hosting events	3.3	3.9
● Splashpad	2.5	3.7
● Walking paths/trails	4.7	4.0

Open Link respondents also indicate park restrooms and courts could warrant more attention, with courts having more need than in the Invite.

- When asked to prioritize options for park enhancements, both samples concentrated on improvements to the urban tree canopy, pathways (trails/sidewalks), and maintenance of existing amenities.
- Sustainable practices (e.g., water conservation, turf conversion) form a strong second tier alongside general park enhancements.
- About one in five in both samples prioritize more shade/shelters and new park locations.
- Other items draw smaller followings, including additional dog parks, gathering areas, and landscape/horticultural areas, seating opportunities, and vehicle parking/access.

Of the potential park enhancements below, which would you identify as your top three priorities?



Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey



CITY OF
LOUISVILLE

749

RECREATION & SENIOR CENTER

FREQUENCY OF USE

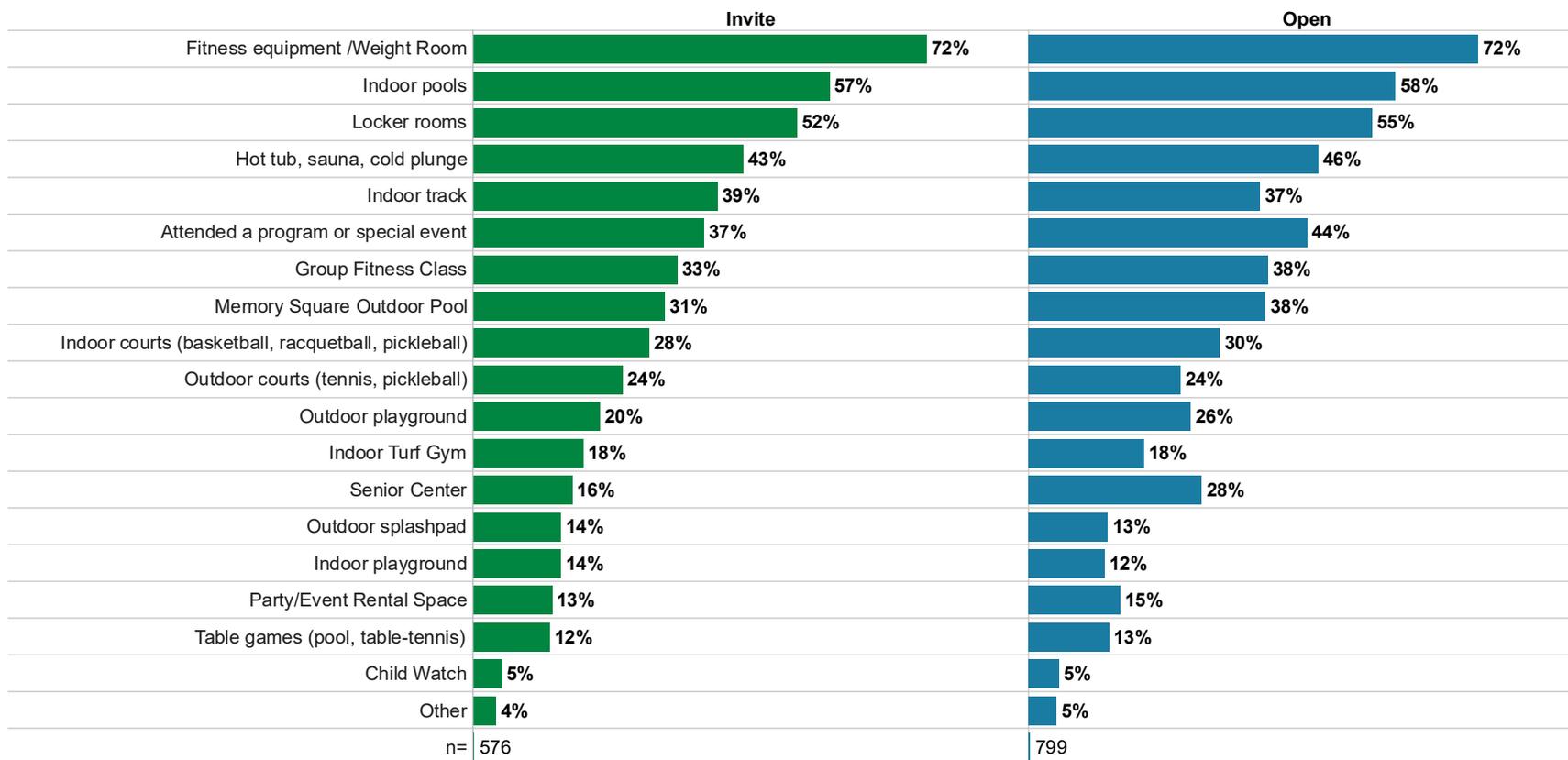
RECREATION & SENIOR CENTER AMENITIES



Fitness equipment/weight room is the most used amenity at 72% in both samples, followed by indoor pools (57% Invite; 58% Open) and locker rooms (52% Invite; 55% Open).

- The hot tub/sauna/cold plunge sees frequent use (43% Invite; 46% Open) along with the indoor track (39% Invite; 37% Open).
- Program participation is substantial, with programs or special events at 37% Invite; 44% Open, and group fitness classes at 33% Invite; 38% Open.
- Child Watch is the least frequently used amenity (5% both samples).

In the past 12 months, which of the following Recreation & Senior Center amenities has your household used?



Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey



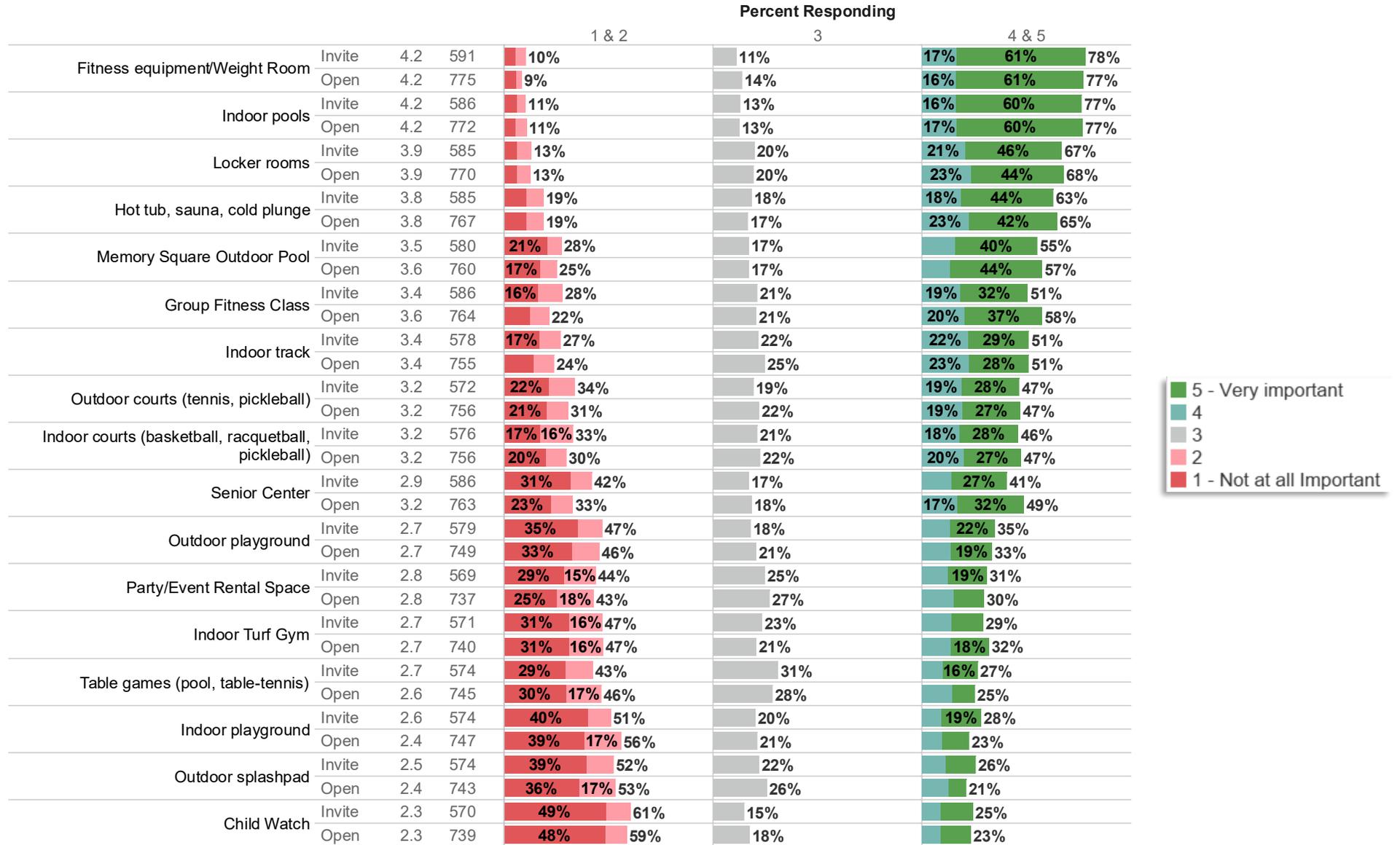
IMPORTANCE

- Top-tier importance centers on fitness and aquatics. Fitness equipment/weight room and indoor pools are highest rated, with locker rooms and hot tub/sauna/cold plunge close behind.
- A middle tier includes Memory Square Outdoor Pool, group fitness classes, and the indoor track.
- Lower-tier amenities include party/event rental space, indoor turf gym, table games, indoor playground, outdoor splashpad, and child watch.
- Overall patterns are similar across the Invite and Open samples.

NEEDS MET

- Respondents indicate that the amenities at the Recreation & Senior Center are currently meeting their needs with every amenity averaging at least 3.7 out of 5 and at least 59% of respondents rating 4–5.
- The highest “meets needs” ratings appear for indoor pools, the Senior Center, fitness equipment/weight room, and the indoor track (roughly 81–84% 4–5).
- A solid middle tier includes outdoor playground, locker rooms, group fitness classes, indoor turf gym, and outdoor splashpad (about 69–75% 4–5).
- The Memory Square Outdoor Pool, indoor and outdoor courts, indoor playground, and child watch trend lower within the set (generally 60–70% 4–5), suggesting areas to monitor for targeted improvements.

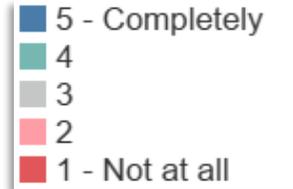
Please rate how important the following Recreation & Senior Center amenities are to your household. Please provide an answer even if you have not used the amenity.



Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

Please rate how you think the following Recreation & Senior Center amenities are currently meeting the needs of the community. Please provide an answer even if you have not used the amenity.

						Percent Responding				
				1 & 2		3		4 & 5		
Indoor pools	Invite	4.3	451	3%		14%		36%	47%	82%
	Open	4.2	592	4%		12%		41%	43%	84%
Senior Center	Invite	4.3	281	2%		14%		37%	47%	83%
	Open	4.2	390	4%		14%		43%	40%	83%
Fitness equipment/Weight Room	Invite	4.2	467	3%		15%		44%	38%	82%
	Open	4.1	617	5%		16%		40%	40%	79%
Hot tub, sauna, cold plunge	Invite	4.1	393	4%		18%		38%	40%	78%
	Open	4.1	530	5%		17%		40%	37%	77%
Indoor track	Invite	4.1	385	3%		21%		38%	38%	76%
	Open	4.1	489	4%		15%		43%	38%	81%
Outdoor playground	Invite	4.0	280	7%		18%		42%	33%	75%
	Open	4.0	361	7%		19%		40%	34%	74%
Locker rooms	Invite	4.0	447	5%		24%		38%	34%	72%
	Open	4.0	585	6%		22%		37%	35%	72%
Group Fitness Class	Invite	4.0	379	6%		20%		44%	30%	74%
	Open	3.9	500	7%		23%		44%	27%	71%
Indoor Turf Gym	Invite	3.9	228	7%		29%		30%	34%	64%
	Open	4.0	335	6%		22%		39%	33%	72%
Outdoor splashpad	Invite	4.0	235	8%		23%		29%	39%	69%
	Open	3.8	319	11%		25%		34%	30%	64%
Party/Event Rental Space	Invite	3.9	253	8%		22%		40%	30%	70%
	Open	3.9	319	7%		23%		39%	31%	70%
Table games (pool, table-tennis)	Invite	3.9	233	5%		30%		40%	26%	66%
	Open	3.9	312	6%		27%		38%	29%	67%
Memory Square Outdoor Pool	Invite	3.8	367	9%		25%		33%	32%	66%
	Open	3.9	480	10%		20%		41%	30%	70%
Indoor courts (basketball, racquetball, pickleball)	Invite	3.8	305	7%		32%		33%	28%	61%
	Open	3.8	408	8%		25%		38%	28%	67%
Outdoor courts (tennis, pickleball)	Invite	3.7	316	13%		27%		33%	27%	60%
	Open	3.7	421	14%		24%		38%	24%	62%
Indoor playground	Invite	3.7	243	10%		29%		37%	25%	61%
	Open	3.7	313	12%		30%		35%	24%	59%
Child Watch	Invite	3.9	163	9%		29%		27%	35%	62%
	Open	3.8	219	11%		24%		37%	28%	65%



Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

AVERAGE IMPORTANCE – PERFORMANCE MATRIX



The following pages provide a graphical importance/satisfaction matrix comparing the average rating for importance, and the average rating for meeting the needs of the community, for each of the facilities and amenities rated by respondents. This matrix provides four quadrants in relation to the average ratings from all rated categories. These quadrants help to highlight the level of interest and performance of each, while identifying areas of focus.

High Importance / Low Needs Met

These are key areas for improvement. Enhancing these facilities/programs could significantly improve overall community satisfaction.

High Importance / High Needs Met

Important amenities that currently meet community needs. Maintenance should continue, but major improvements are a lower priority.

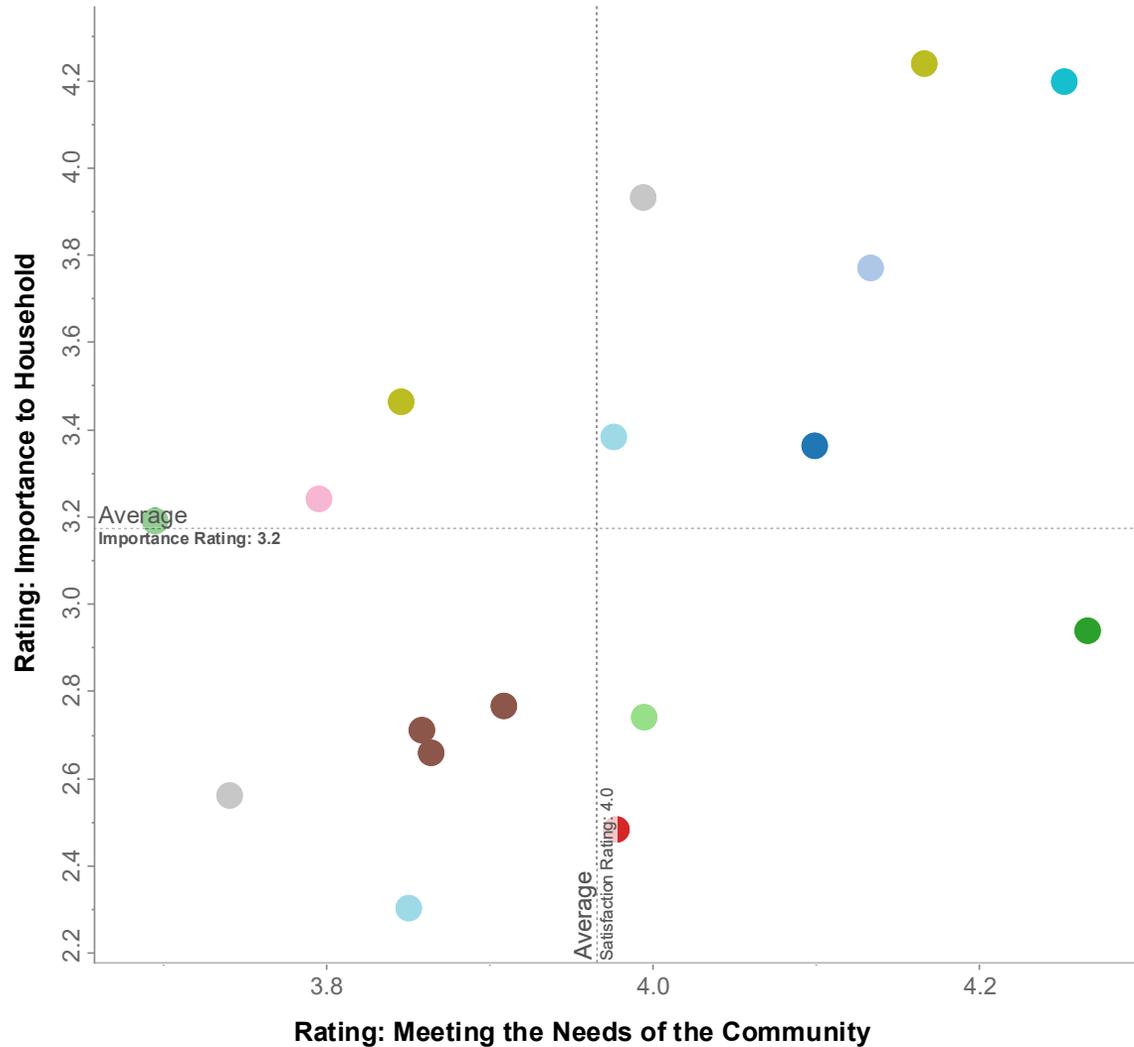
Low Importance / Low Needs Met

Niche facilities/programs with a small but dedicated audience. Tracking participation can guide future planning.

Low Importance / High Needs Met

Adequately supported amenities. Future discussions may consider whether current resource allocation aligns with long-term benefits.

Recreation & Senior Center Importance and Needs Met Matrix
Invite Only

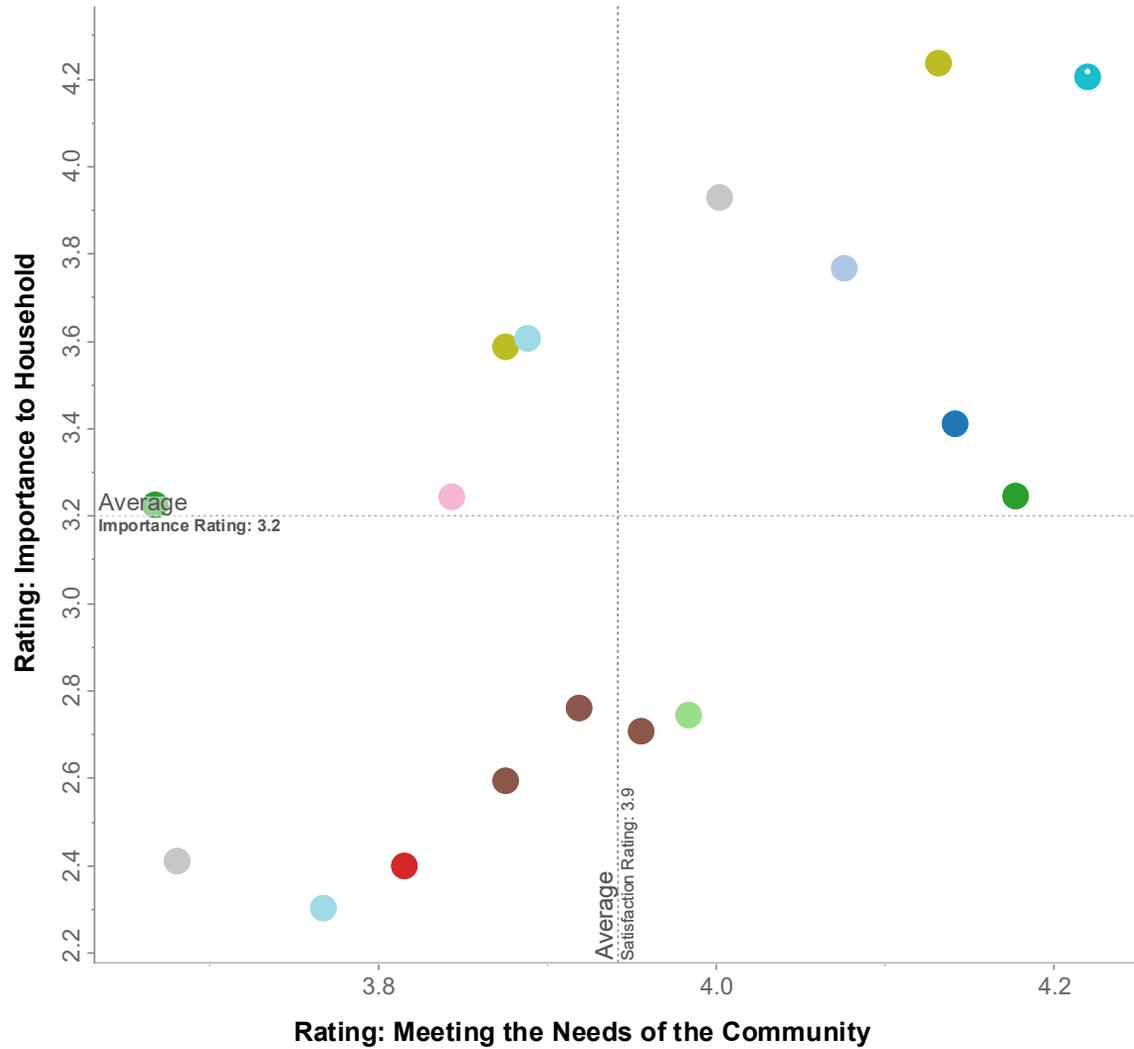


Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

	Importance	Satisfaction
Child Watch	2.3	3.9
Fitness equipment/Weight Room	4.2	4.2
Group Fitness Class	3.4	4.0
Hot tub, sauna, cold plunge	3.8	4.1
Indoor Turf Gym	2.7	3.9
Indoor courts (basketball, racquetball, pickleball)	3.2	3.8
Indoor playground	2.6	3.7
Indoor pools	4.2	4.3
Indoor track	3.4	4.1
Locker rooms	3.9	4.0
Memory Square Outdoor Pool	3.5	3.8
Outdoor courts (tennis, pickleball)	3.2	3.7
Outdoor playground	2.7	4.0
Outdoor splashpad	2.5	4.0
Party/Event Rental Space	2.8	3.9
Senior Center	2.9	4.3
Table games (pool, table-tennis)	2.7	3.9

Courts appear to be a concern for Invite respondents, as well as the Memory Square Outdoor Pool. Fitness equipment and indoor pools are servicing the community well.

Recreation & Senior Center Importance and Needs Met Matrix
Open Only



Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

	Importance	Satisfaction
Child Watch	2.3	3.8
Fitness equipment/Weight Room	4.2	4.1
Group Fitness Class	3.5	3.9
Hot tub, sauna, cold plunge	3.8	4.1
Indoor Turf Gym	2.7	3.9
Indoor courts (basketball, racquetball, pickleball)	3.2	3.8
Indoor playground	2.5	3.7
Indoor pools	4.2	4.2
Indoor track	3.4	4.1
Locker rooms	3.9	4.0
Memory Square Outdoor Pool	3.5	3.9
Outdoor courts (tennis, pickleball)	3.2	3.7
Outdoor playground	2.7	4.0
Outdoor splashpad	2.4	3.9
Party/Event Rental Space	2.8	3.9
Senior Center	3.1	4.2
Table games (pool, table-tennis)	2.6	3.9

Open link respondents indicate similar areas of improvement as the Invite with the addition of focus on group fitness classes.

TOP 3 ENHANCEMENTS

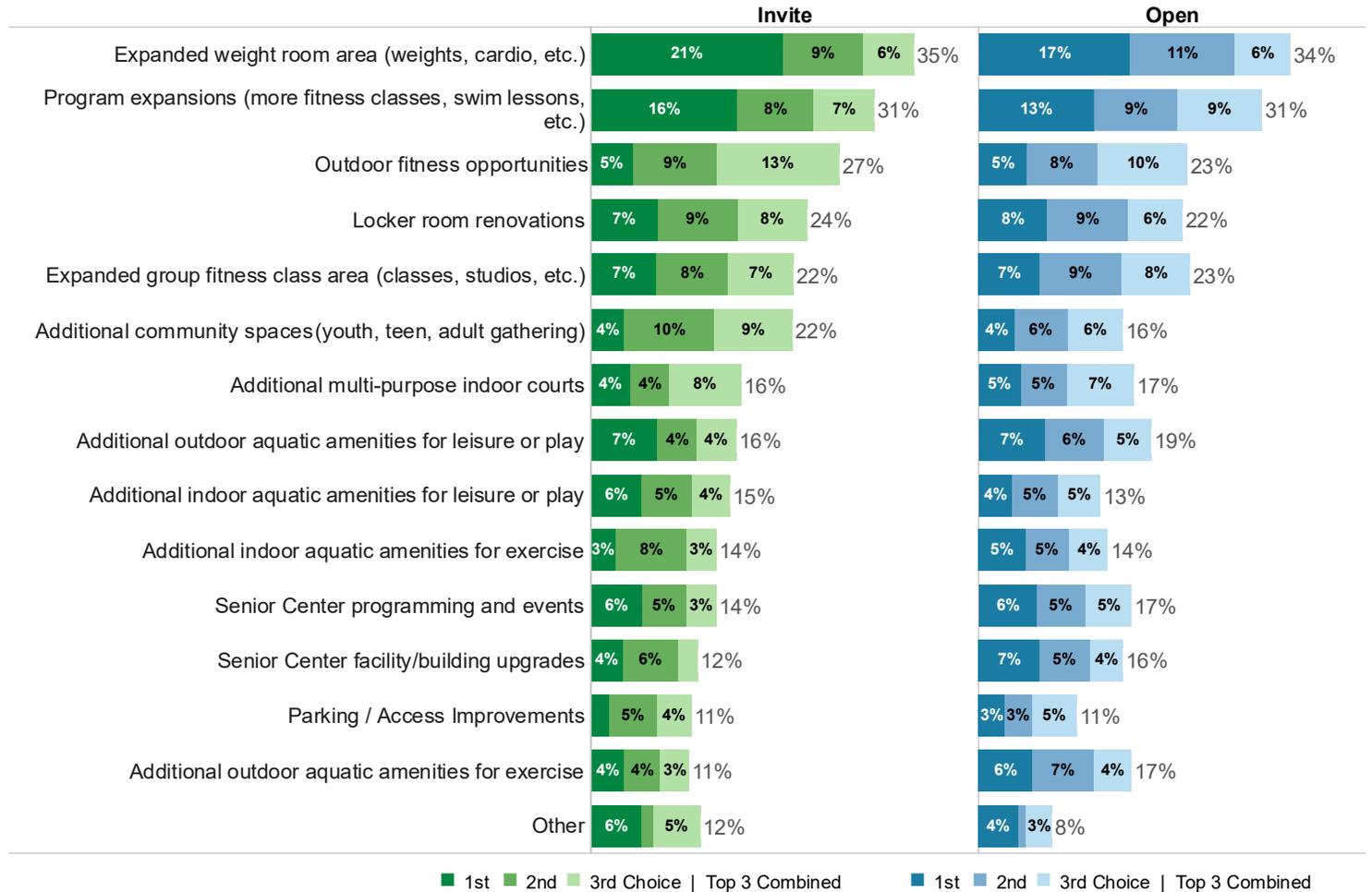
RECREATION & SENIOR CENTER



In terms of potential future enhancements to the Recreation & Senior Center, respondents from both samples are most supportive of an expanded weight room and program expansions.

- Outdoor fitness opportunities, locker room renovations and expanded group fitness class area were also supported by at least 22% of either sample.
- Aquatic and senior-focused items attract smaller but meaningful followings: additional outdoor and indoor leisure aquatics, indoor aquatics for exercise (14% both), Senior Center programs (14% Invite; 17% Open) and facility upgrades (12% Invite; 16% Open);
- Parking/access is the lowest priority at around 11% in both samples.

Of the potential Recreation & Senior Center enhancements below, which would you identify as your top three priorities?



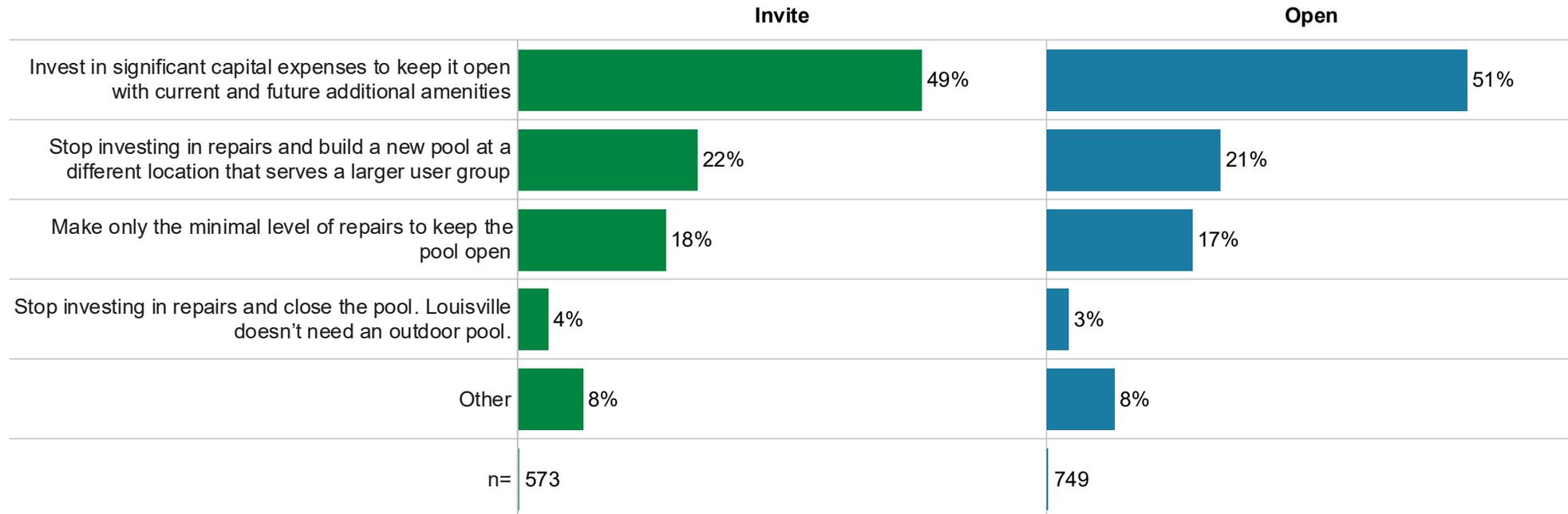
Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

MEMORY SQUARE POOL



In general, respondents are supportive of investing in Memory Square Pool, with about half of both samples favoring significant capital investment to keep it open and add amenities. About one in five would prefer to build a new pool at a different location, while smaller shares prefer minimal repairs and very few support closing the pool. Overall, both samples are aligned with preferences with the future of Memory Square Pool.

Memory Square pool, located at 801 Grant St, is currently the City’s only outdoor pool. Built in 1974, it will soon need significant maintenance investments. To ensure potential future spending aligns with community desires, to what extent should the City invest in repairs and/or upgrades?



Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey



OPEN SPACE

FREQUENCY OF USE

OPEN SPACE AMENITIES



Respondents are frequent users of the trail system, with about two-thirds using it at least once a week and only a very small share saying they haven't used it.

- Nature-based experiences are regular with many respondents visiting natural habitat areas weekly (roughly 4–5 in 10), while trailhead amenities and parking lots are used more monthly or seasonally.
- Use is more selective for niche amenities: the Davidson Mesa Dog Off-Leash Area, interpretive and directional signage, and the Harper Lake vault restroom show higher “have not used” rates, indicating narrower audiences or situational use.
- Educational programs and volunteer events draw relatively few users; with a large majority reporting they have not participated.

In the past 12 months, how frequently have you or members of your household used and/or benefited from each of the following Open Space areas and amenities?

Rating Category	Crosstab by:	n=	At least once a week	A few times a month	At least once a month	A few times a year	Have not used
Trail system	Invite	602	66%	13%	9%	11%	2%
	Open	752	63%	15%	9%	11%	1%
Natural habitat (plant or animal observation, scenic views, etc.)	Invite	600	47%	14%	10%	20%	8%
	Open	738	40%	17%	13%	19%	11%
Trail head amenities (seating, information kiosks, trash cans, etc.)	Invite	603	22%	24%	16%	30%	7%
	Open	748	23%	17%	19%	32%	9%
Parking lots (specifically for vehicle parking)	Invite	601	19%	18%	17%	32%	15%
	Open	753	21%	13%	13%	37%	15%
Directional signage (maps and navigational elements)	Invite	601	5%	11%	11%	46%	27%
	Open	737	6%	8%	12%	43%	32%
Interpretive signage (natural resource and historical education)	Invite	599	7%	7%	11%	50%	25%
	Open	733	3%	5%	14%	43%	35%
Vault restroom at Harper Lake	Invite	603	5%	7%	7%	31%	50%
	Open	745	6%	8%	7%	30%	49%
Davidson Mesa Dog Off Leash Area	Invite	598	9%	10%	5%	19%	57%
	Open	736	10%	7%	7%	17%	59%
Volunteer events and/or programs	Invite	599	1%	2%	3%	21%	72%
	Open	731	1%	2%	4%	24%	69%
Educational programs	Invite	598	1%	2%	2%	21%	74%
	Open	727	1%	1%	3%	21%	74%
Other	Invite	21	26%	11%			62%
	Open	38	29%	8%		11%	53%

Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey. Rating categories are sorted by average rating in descending order.



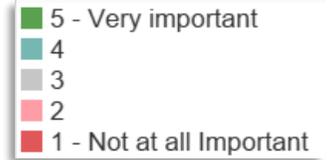
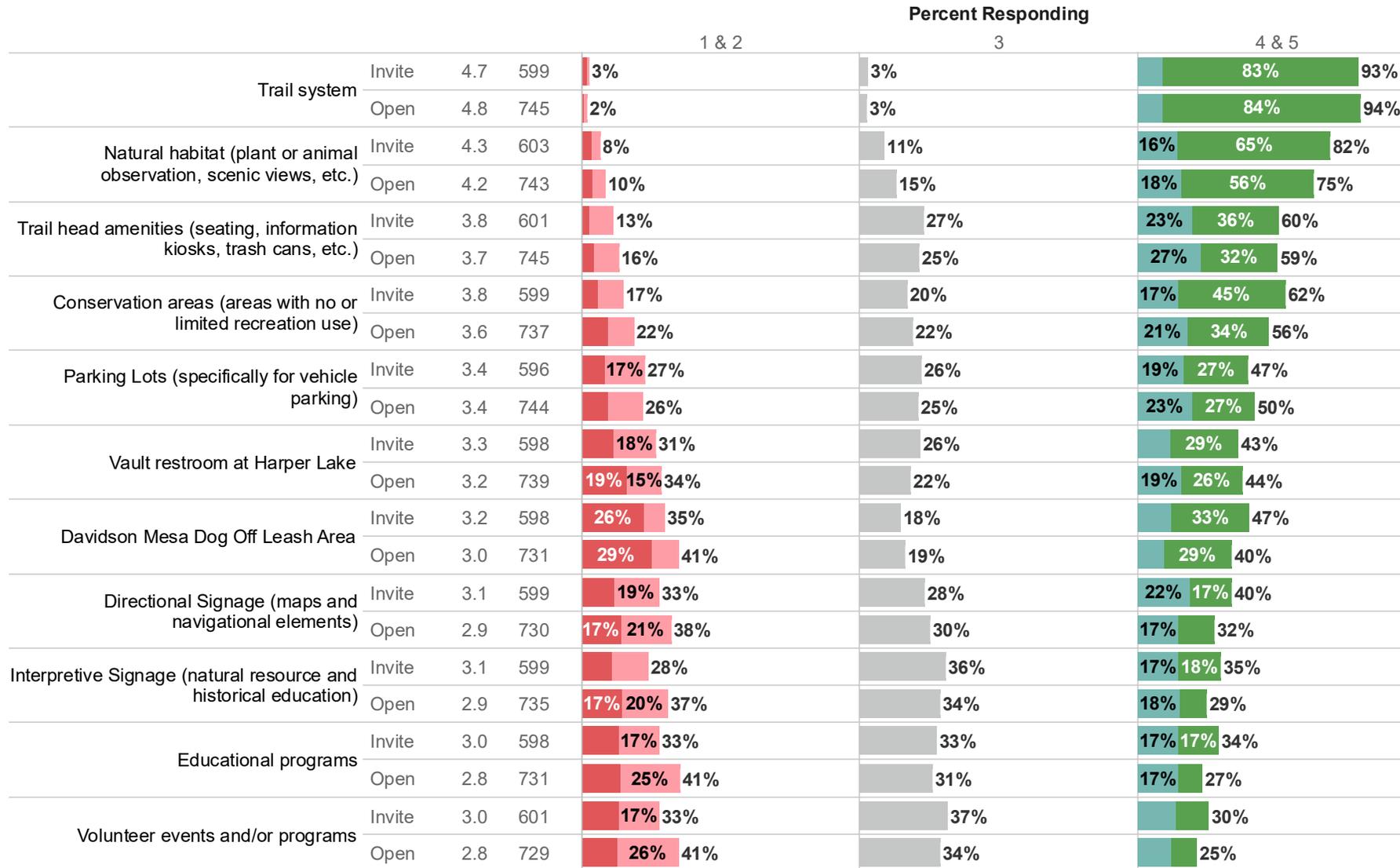
IMPORTANCE

- Importance mirrors usage patterns with the trail system which is used most often, is also rated most important (93–94% 4–5), followed by natural habitat areas (75–82% 4–5).
- Items with more periodic use receive mid-tier importance, including trailhead amenities and conservation areas (56–62% 4–5), with parking in a similar range (47–50%).
- Programs show the lowest reach and importance—interpretive/educational programs and volunteer events—each drawing roughly 25–35% rating them 4–5, consistent with their limited participation in the frequency results.

NEEDS MET

- Open Space amenities meet community needs at a high level, with a majority rating every item 4–5.
- Top rated amenities include the trail system, natural habitat, and trailhead amenities.
- A solid middle tier includes conservation areas, parking lots, directional and interpretive signage, and the Harper Lake vault restroom (generally mid-60s to low-70s 4–5).
- Lower within the set but still majority positive are educational programs and volunteer events.

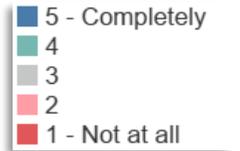
Please rate how important the following Open Space amenities are to your household. Please provide an answer even if you have not used the amenity.



Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

Please rate how you think the following Open Space amenities are currently meeting the needs of the community. Please provide an answer even if you have not used the amenity.

						Percent Responding		
				1 & 2	3	4 & 5		
Trail system	Invite	4.1	522	2%	17%	48%	33%	81%
	Open	4.1	624	3%	16%	51%	30%	81%
Natural habitat (plant or animal observation, scenic views, etc.)	Invite	4.0	476	5%	19%	44%	32%	76%
	Open	4.0	547	5%	23%	43%	30%	72%
Trail head amenities (seating, information kiosks, trash cans, etc.)	Invite	4.1	492	3%	21%	42%	35%	76%
	Open	3.9	590	4%	23%	46%	27%	72%
Conservation areas (areas with no or limited recreation use)	Invite	3.9	377	6%	29%	36%	29%	65%
	Open	3.8	423	10%	28%	35%	27%	62%
Parking Lots (specifically for vehicle parking)	Invite	3.8	460	10%	26%	35%	29%	64%
	Open	3.7	559	9%	30%	38%	21%	59%
Vault restroom at Harper Lake	Invite	4.0	345	7%	22%	34%	36%	71%
	Open	3.8	423	13%	20%	35%	33%	68%
Davidson Mesa Dog Off Leash Area	Invite	4.1	360	5%	22%	35%	39%	74%
	Open	3.9	428	9%	21%	36%	34%	70%
Directional Signage (maps and navigational elements)	Invite	4.0	395	5%	23%	43%	29%	72%
	Open	3.8	479	7%	28%	39%	26%	66%
Interpretive Signage (natural resource and historical education)	Invite	3.9	387	7%	21%	45%	27%	72%
	Open	3.8	459	8%	32%	36%	24%	60%
Educational programs	Invite	3.8	252	7%	31%	34%	28%	62%
	Open	3.6	311	10%	35%	35%	20%	55%
Volunteer events and/or programs	Invite	3.8	251	10%	28%	36%	25%	62%
	Open	3.7	319	9%	35%	34%	22%	55%



Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

AVERAGE IMPORTANCE – PERFORMANCE MATRIX



The following pages provide a graphical importance/satisfaction matrix comparing the average rating for importance, and the average rating for meeting the needs of the community, for each of the facilities and amenities rated by respondents. This matrix provides four quadrants in relation to the average ratings from all rated categories. These quadrants help to highlight the level of interest and performance of each, while identifying areas of focus.

High Importance / Low Needs Met

These are key areas for improvement. Enhancing these facilities/programs could significantly improve overall community satisfaction.

High Importance / High Needs Met

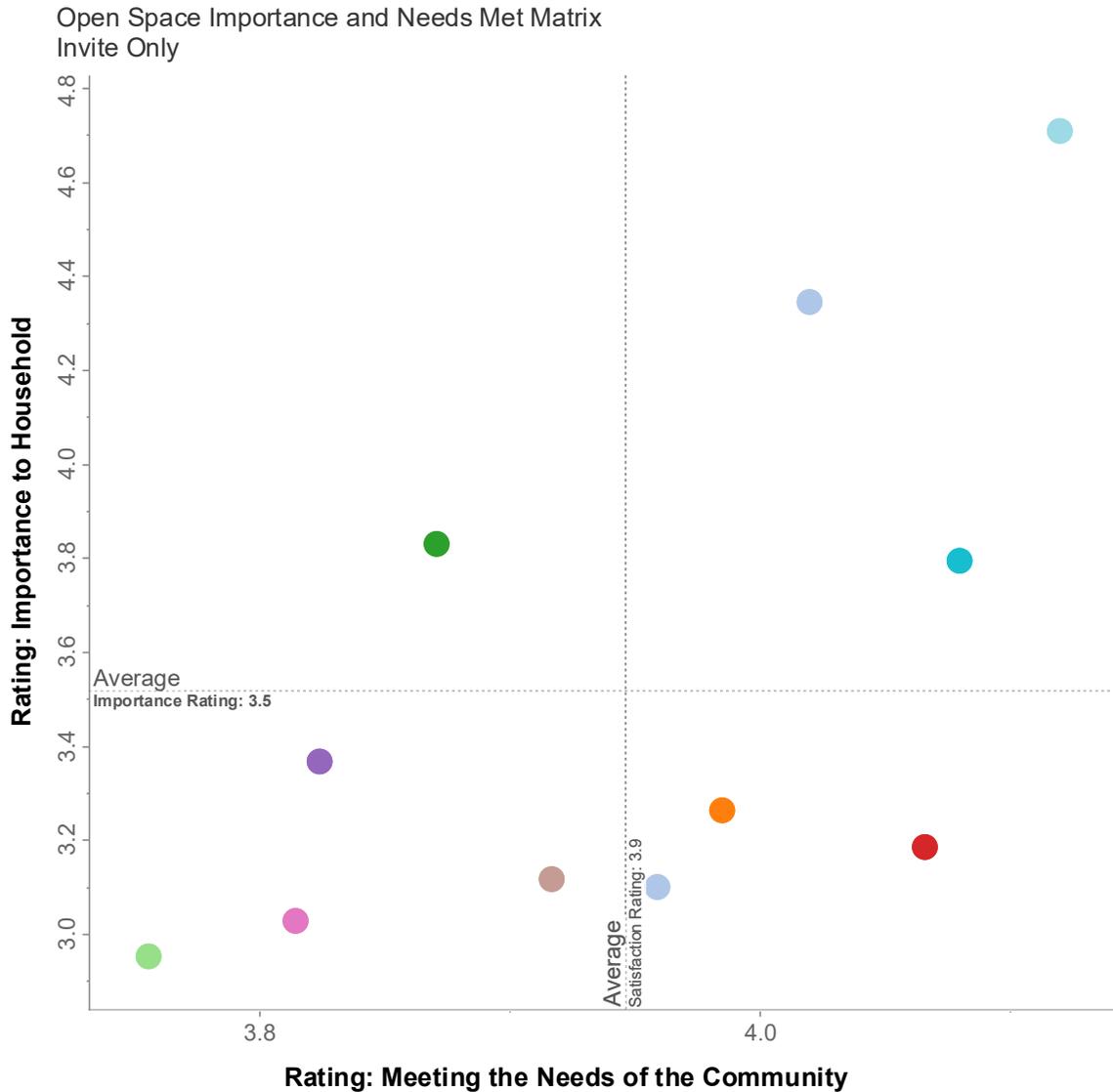
Important amenities that currently meet community needs. Maintenance should continue, but major improvements are a lower priority.

Low Importance / Low Needs Met

Niche facilities/programs with a small but dedicated audience. Tracking participation can guide future planning.

Low Importance / High Needs Met

Adequately supported amenities. Future discussions may consider whether current resource allocation aligns with long-term benefits.

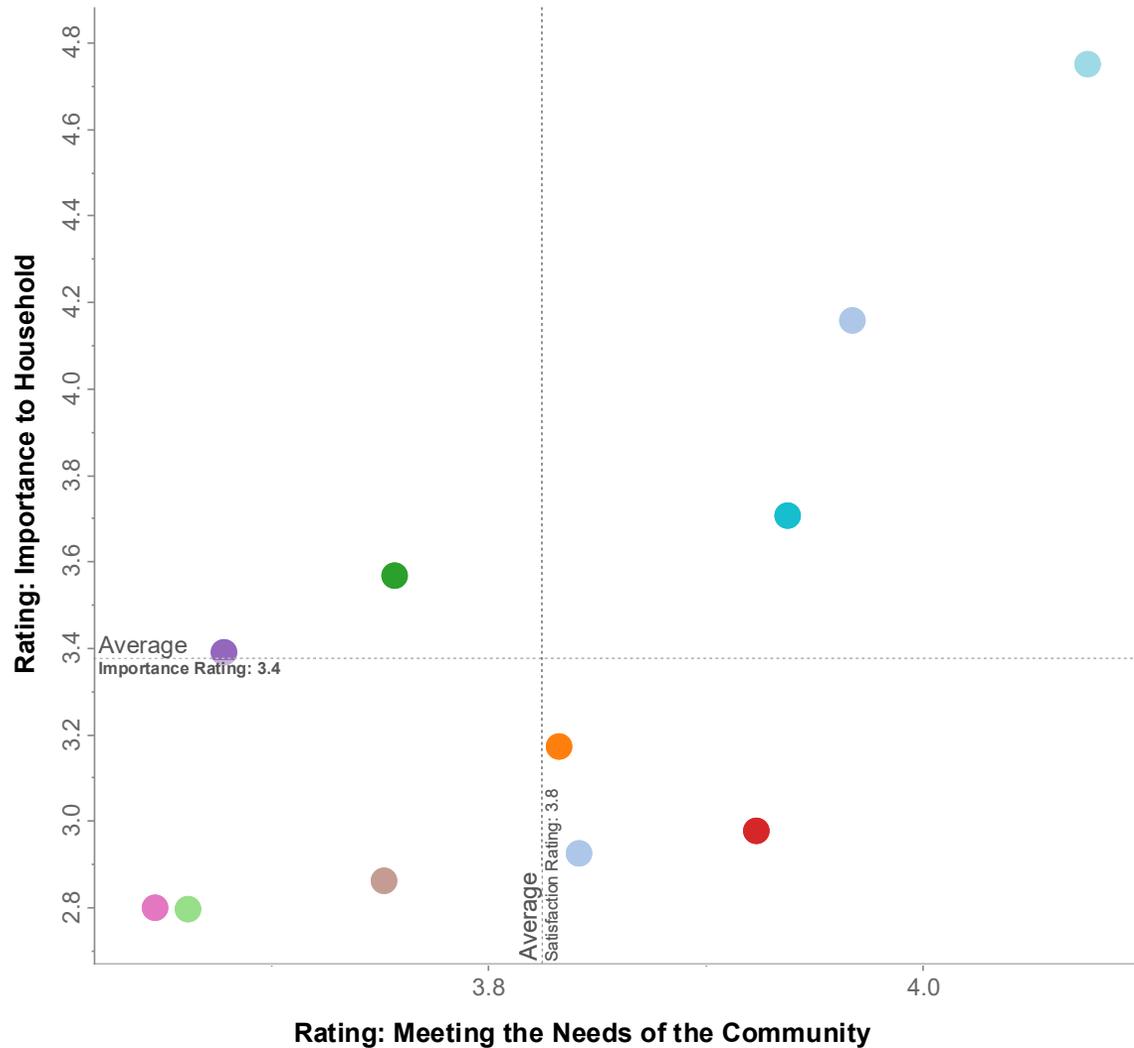


Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

	Importance	Satisfaction
Conservation areas (areas with no or limited recreation use)	3.8	3.9
Davidson Mesa Dog Off Leash Area	3.2	4.1
Directional Signage (maps and navigational elements)	3.1	4.0
Educational programs	3.0	3.8
Interpretive Signage (natural resource and historical education)	3.1	3.9
Natural habitat (plant or animal observation, scenic views, etc.)	4.3	4.0
Parking Lots (specifically for vehicle parking)	3.4	3.8
Trail head amenities (seating, information kiosks, trash cans, etc.)	3.8	4.1
Trail system	4.7	4.1
Vault restroom at Harper Lake	3.3	4.0
Volunteer events and/or programs	3.0	3.8

Open Space amenities are typically serving the community in step with their associated importances/needs. Conservation areas were the one amenity which community satisfaction could improve.

Open Space Importance and Needs Met Matrix
Open Only



Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

	Importance	Satisfaction
Conservation areas (areas with no or limited recreation use)	3.6	3.8
Davidson Mesa Dog Off Leash Area	3.0	3.9
Directional Signage (maps and navigational elements)	2.9	3.8
Educational programs	2.8	3.6
Interpretive Signage (natural resource and historical education)	2.9	3.8
Natural habitat (plant or animal observation, scenic views, etc.)	4.2	4.0
Parking Lots (specifically for vehicle parking)	3.4	3.7
Trail head amenities (seating, information kiosks, trash cans, etc.)	3.7	3.9
Trail system	4.8	4.1
Vault restroom at Harper Lake	3.2	3.8
Volunteer events and/or programs	2.8	3.7

Open Link respondents indicate parking lots struggle to meet community needs in addition to the conservation areas also highlighted by Invite respondents.

TOP 3 ENHANCEMENTS

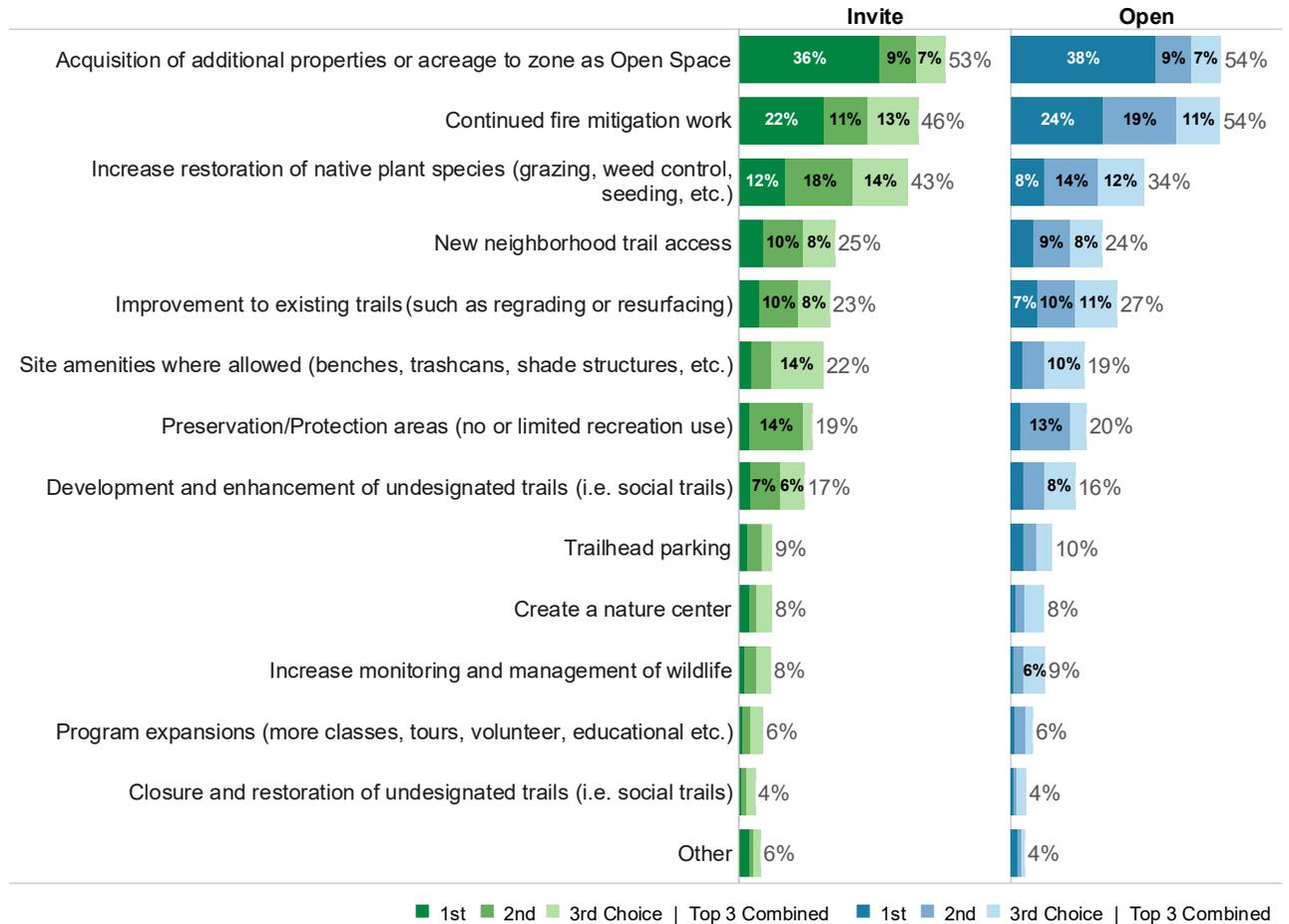
OPEN SPACE



In terms of future enhancement to Open Space, acquiring additional Open Space is the top priority selected by over half of both samples, closely followed by continuing fire mitigation work and native plant restoration.

- Trail improvements also received strong support with about a quarter of both samples selecting new neighborhood trail access or improvements to existing trails in their top three.
- Lower priorities include wildlife monitoring, program expansion and closure/restoration of social trails.

Of the potential Open Space enhancements below, which would you identify as your top three priorities?



Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

COAL CREEK GOLF COURSE



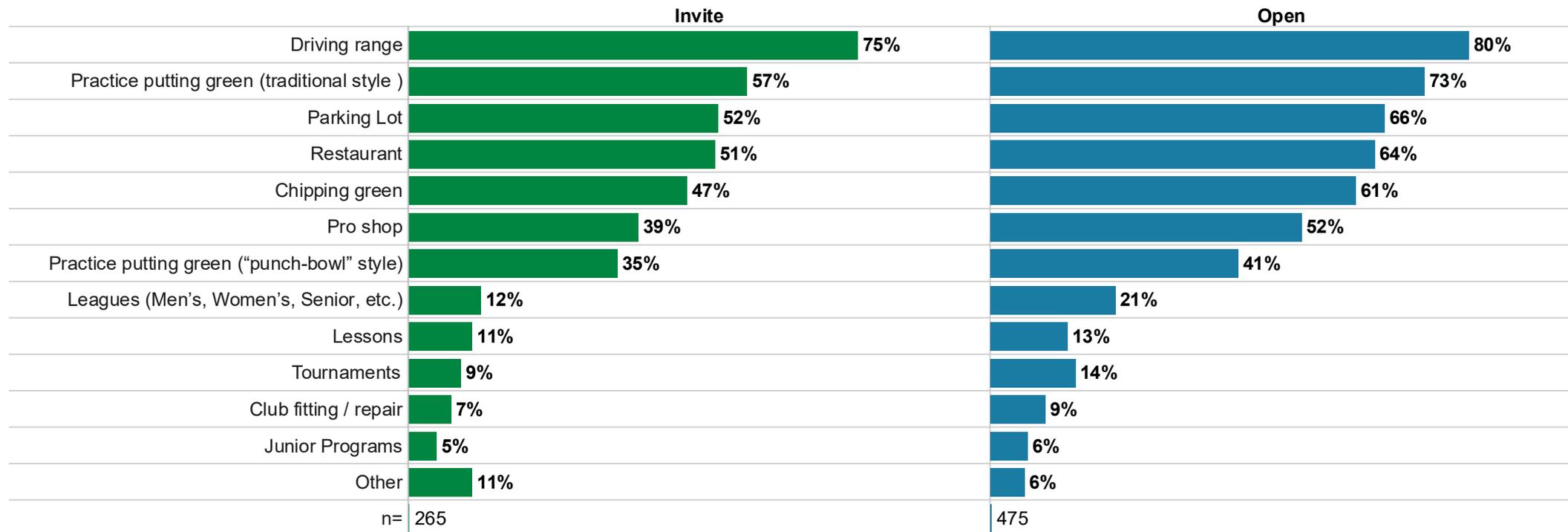
FREQUENCY OF USE

COAL CREEK GOLF COURSE AMENITIES



Of those that have visited the golf course, use centers on practice and social amenities. The driving range is most frequently used, followed by the traditional putting green, parking lot, restaurant, and chipping green. Participation in leagues, lessons, tournaments, club fitting, and junior programs involves smaller shares, and the Open sample generally reports higher use across amenities.

In the past 12 months, which of the following golf course amenities has your household used?



Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey



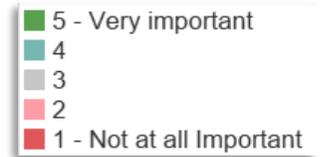
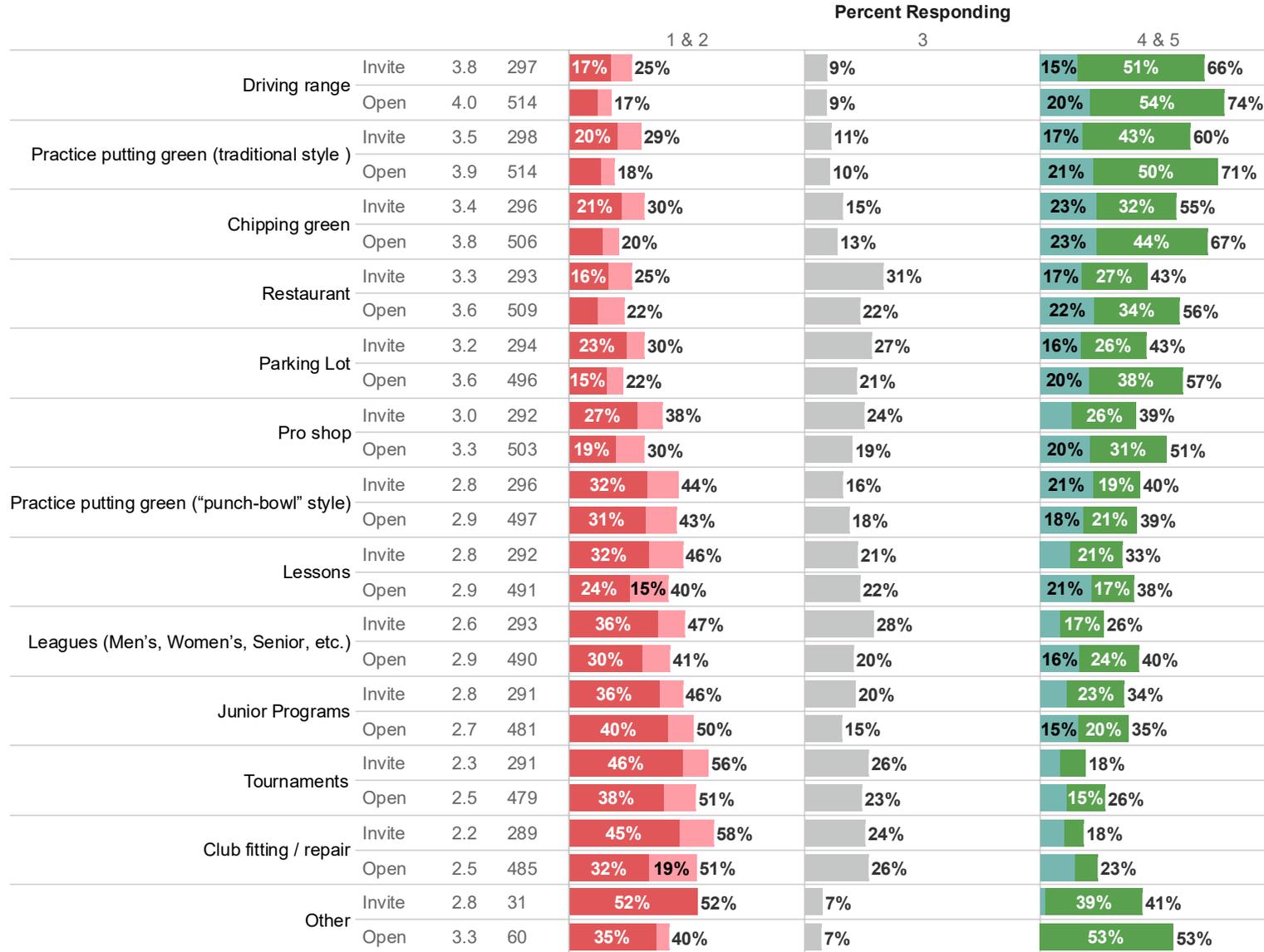
IMPORTANCE

- The Open sample generally rates golf course amenities as more important than the Invite sample.
- Importance concentrates on amenities accessible to most users, including the driving range, traditional putting green, chipping green, restaurant, and parking, which receive the highest 4–5 ratings in both samples.
- Specialized or organized offerings such as leagues, junior programs, tournaments, club fitting, and the “punch-bowl” putting green draw lower importance.

NEEDS MET

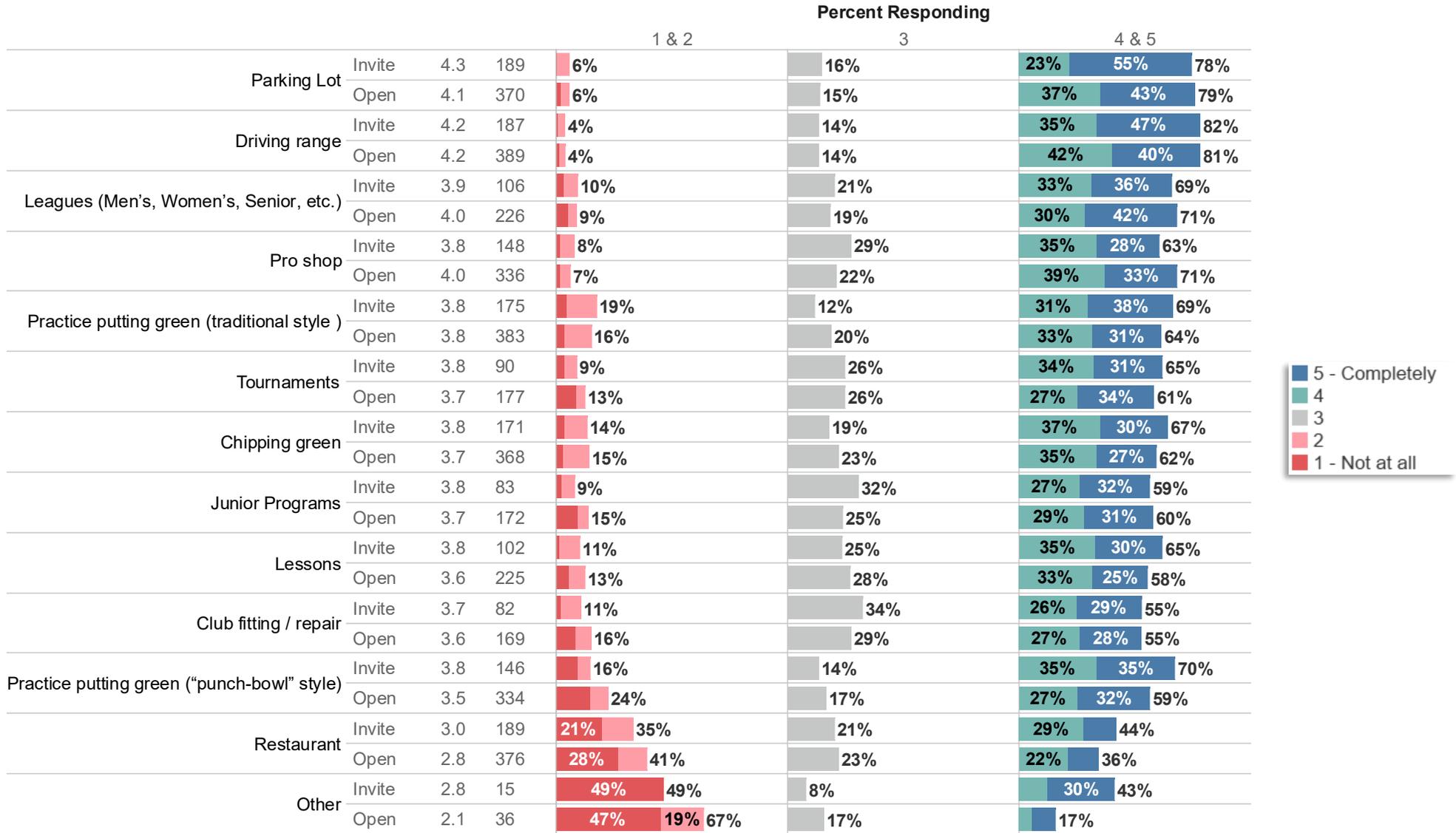
- Core amenities meet needs well, led by the driving range and parking lot (about 80%+ rating 4–5 in both samples).
- Leagues and the pro shop also perform strongly, with traditional putting green and tournaments close behind.
- The restaurant is the lowest performer (~36–44% 4–5), suggesting an opportunity to enhance food and beverage service relative to other golf amenities.

Please rate how important the following Golf Course amenities are to your household. Please provide an answer even if you have not used the amenity.



Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

Please rate how you think the following Golf Course amenities are currently meeting the needs of the community. Please provide an answer even if you have not used the amenity.



Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

AVERAGE IMPORTANCE – PERFORMANCE MATRIX



The following pages provide a graphical importance/satisfaction matrix comparing the average rating for importance, and the average rating for meeting the needs of the community, for each of the facilities and amenities rated by respondents. This matrix provides four quadrants in relation to the average ratings from all rated categories. These quadrants help to highlight the level of interest and performance of each, while identifying areas of focus.

High Importance / Low Needs Met

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High Importance / High Needs Met

Important amenities that currently meet community needs. Maintenance should continue, but major improvements are a lower priority.

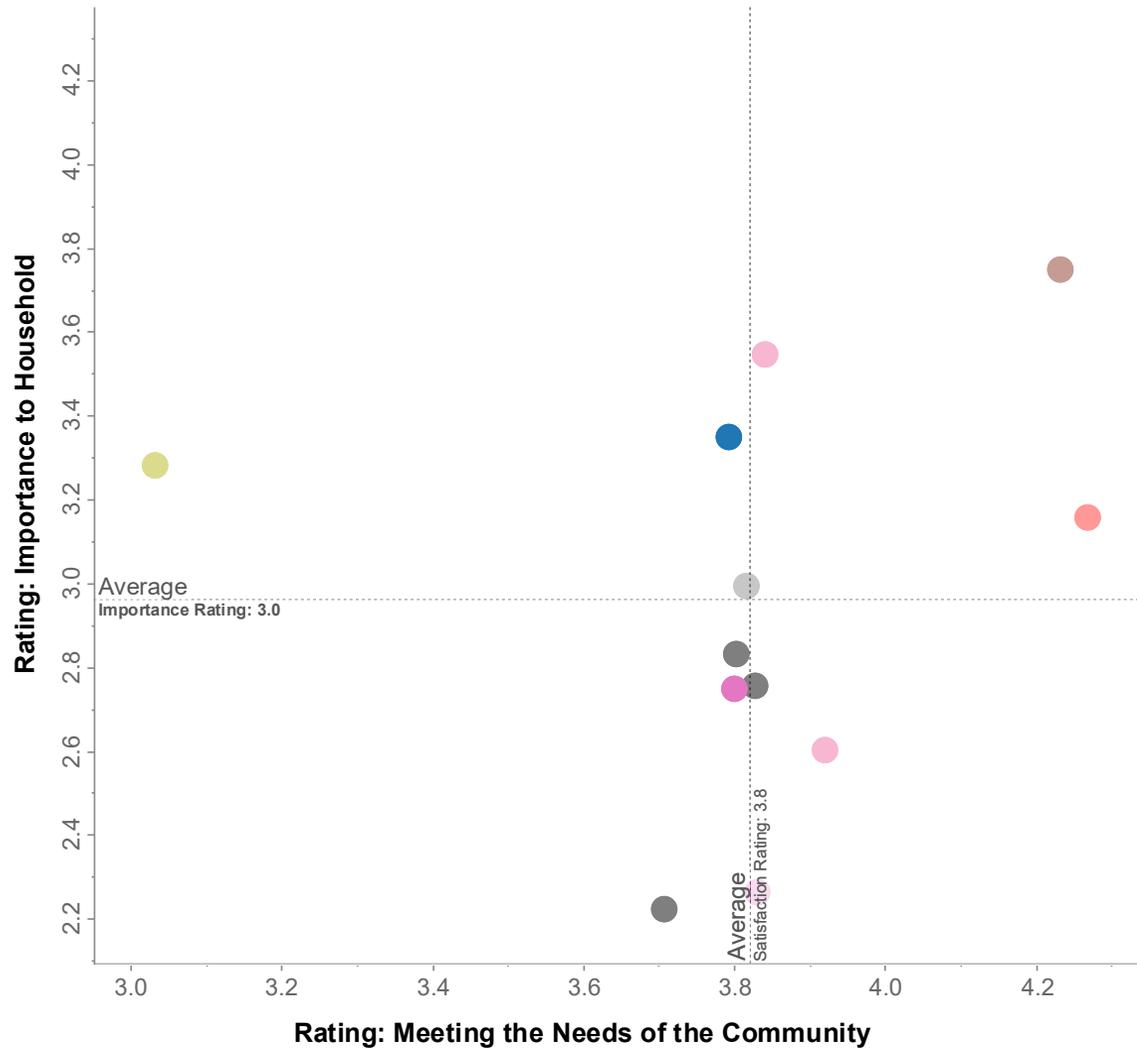
Low Importance / Low Needs Met

Niche facilities/programs with a small but dedicated audience. Tracking participation can guide future planning.

Low Importance / High Needs Met

Adequately supported amenities. Future discussions may consider whether current resource allocation aligns with long-term benefits.

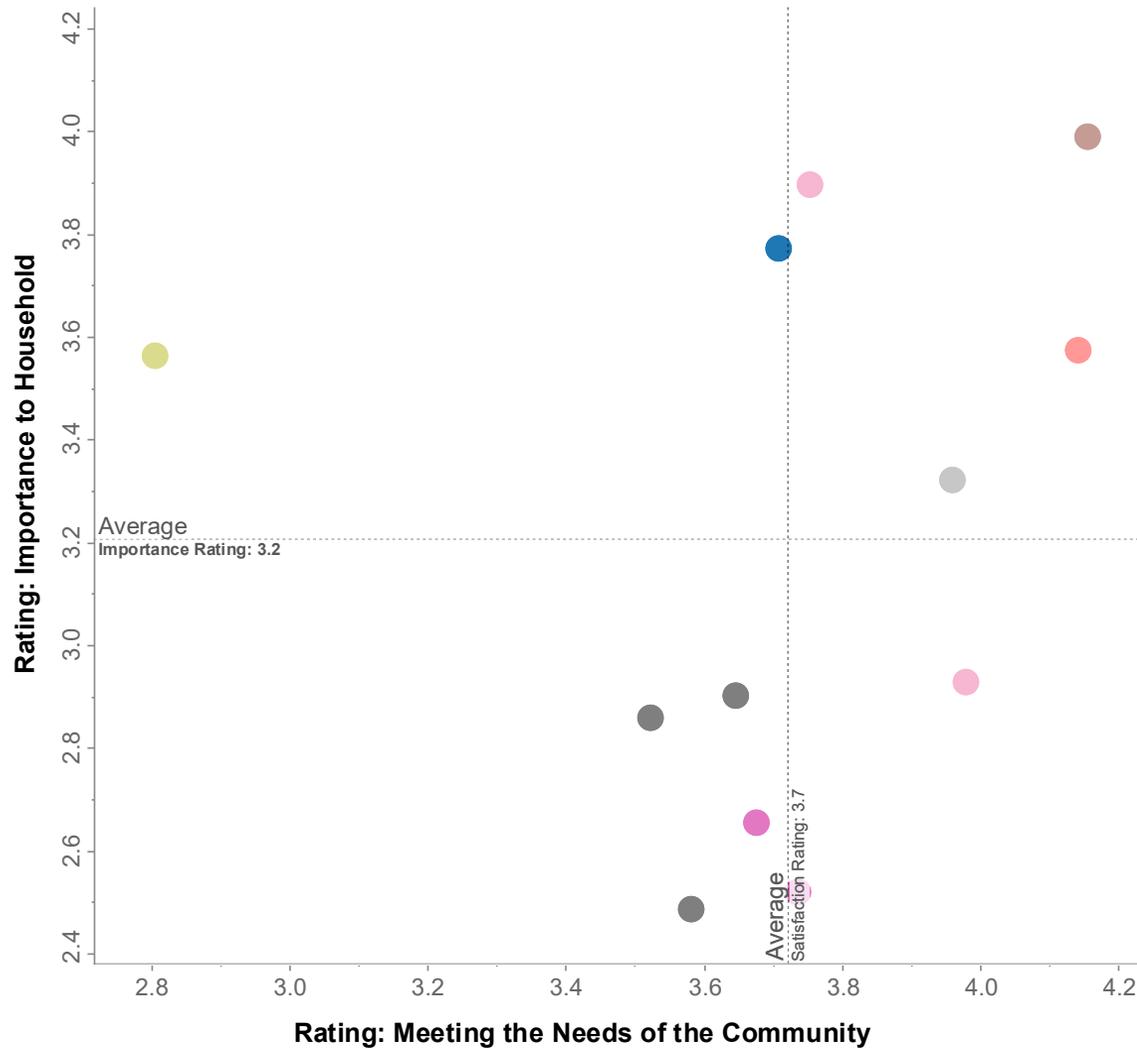
Coal Creek Golf Course Importance and Needs Met Matrix Invite Only



Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

Coal Creek’s restaurant, as indicated by its lower satisfaction scores, is a clear area of focus for Invite respondents when considering golf course improvements.

Coal Creek Golf Course Importance and Needs Met Matrix
Open Only



Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

	Importance	Satisfaction
Chipping green	3.8	3.7
Club fitting / repair	2.5	3.6
Driving range	4.0	4.2
Junior Programs	2.7	3.7
Leagues (Men's, Women's, Senior, etc.)	2.9	4.0
Lessons	2.9	3.6
Parking Lot	3.6	4.1
Practice putting green (traditional style)	3.9	3.8
Practice putting green ("punch-bowl" style)	2.9	3.5
Pro shop	3.3	4.0
Restaurant	3.6	2.8
Tournaments	2.5	3.7

Coal Creek's restaurant is also equally highlighted by Open link respondents as an area of improvement.

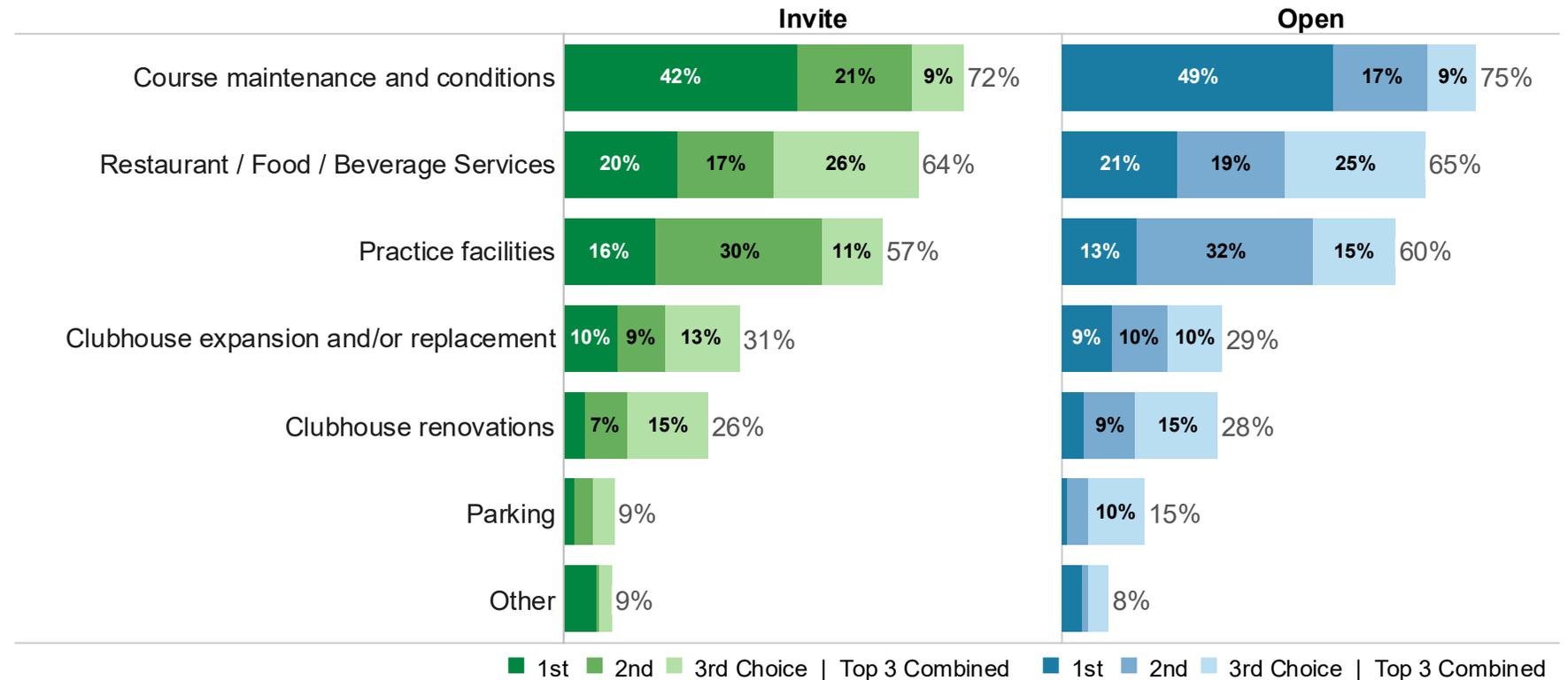
TOP 3 ENHANCEMENTS

COAL CREEK GOLF COURSE



- Of the potential golf course enhancements, both samples are closely aligned and most supportive of course maintenance and condition improvements, restaurant/food & beverage services, and practice facilities enhancements.
- Clubhouse projects are mid-tier while parking ranks enhancements are the lowest priority.

Of the potential golf course enhancements below, which would you identify as your top three priorities?



Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

TRAILS



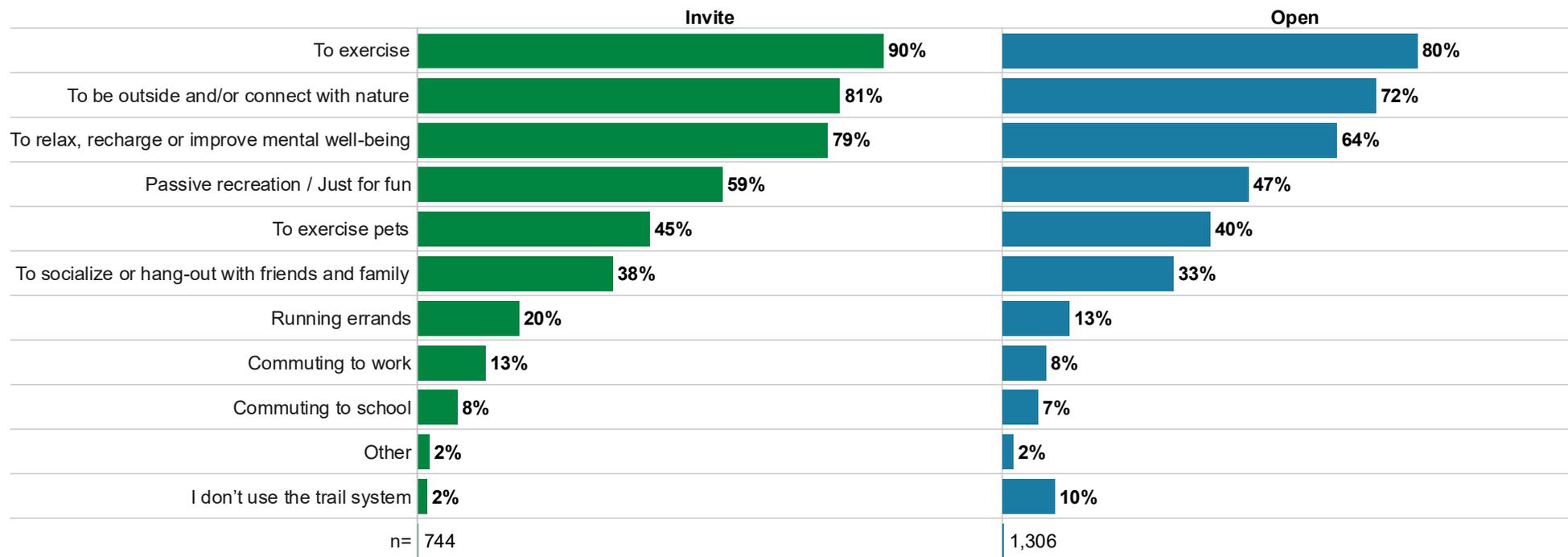
REASONS FOR TRAILS VISITATION



Note: the following questions were asked to all respondents.

Health and well-being lead trail use: to exercise, to be outside and connect with nature, and to relax or improve mental well-being. Many also use trails for enjoyment and daily life, including passive recreation, walking pets, and socializing with friends or family. Functional trips are less common, with smaller shares citing errands or commuting, and only a small share say they do not use the trail system (about 2% Invite; 10% Open).

Why do you visit Louisville's trail system?



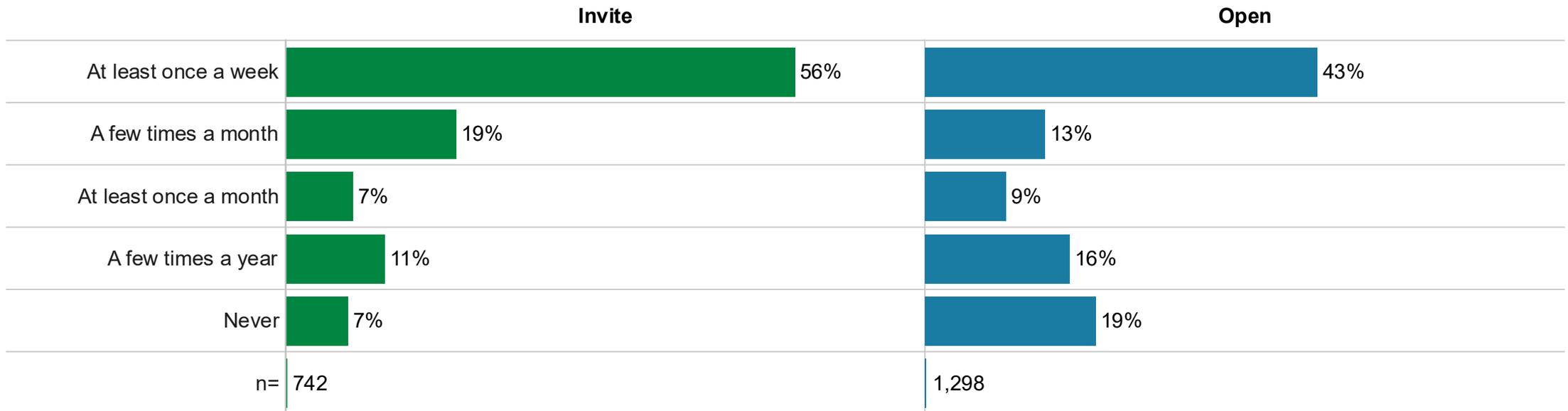
Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

NON-VEHICULAR TRANSPORTATION



Active transportation is common in Louisville. About half of respondents use walking or biking to reach destinations at least weekly (56% Invite; 43% Open), with another group doing so a few times per month. Vehicle-only travel is more prevalent in the Open sample (7% Invite; 19% Open), suggesting that residents in the representative sample rely on non-vehicular modes more frequently.

How often do you use non-vehicular modes of transportation (i.e. walking, biking) to get to a destination in Louisville?



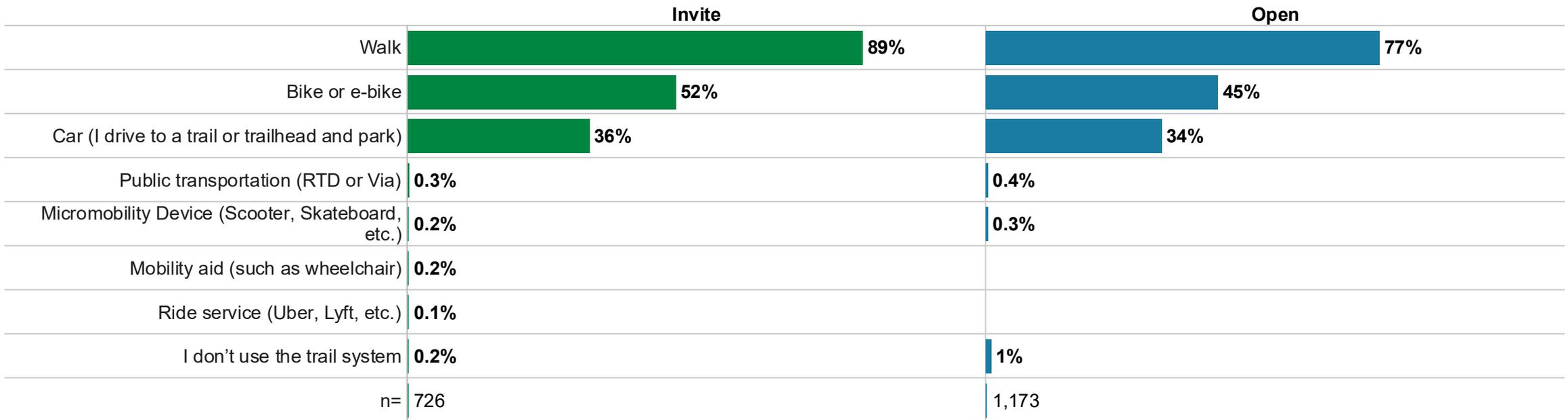
Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

TRANSPORTATION TO TRAILS



Active transportation outpaces driving to Louisville’s trails. Most users walk (89% Invite; 77% Open) and many bike or e-bike (52% Invite; 45% Open), compared with about a third who drive and park. Transit, micromobility, mobility aids, and ride services are used by very small shares.

When using the trail system, how do you typically get to the trails?



Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

Invite respondents more frequently use all listed trail system amenities than Open link respondents. Designated trails are the most heavily used amenity while convenience features like underpasses and pet pick-up bag dispensers are moderately used, similar to regional trail connections.

In the past 12 months, how frequently have you or members of your household used each of the following trail system amenities?

Rating Category	Crosstab by:	n=	At least once a week	A few times a month	At least once a month	A few times a year	Have not used
Hard-surface trails (concrete or asphalt)	Invite	731	66%	15%	5%	10%	4%
	Open	1,218	49%	14%	9%	15%	13%
Soft-surface trails (gravel or crusher fines)	Invite	732	55%	18%	10%	13%	4%
	Open	1,220	47%	14%	10%	17%	12%
Dirt trails (aka undesignated or social trails)	Invite	714	34%	15%	14%	21%	17%
	Open	1,161	28%	15%	10%	22%	25%
Enhanced pedestrian crossings (such as flashing beacons)	Invite	721	34%	18%	14%	25%	9%
	Open	1,165	27%	17%	12%	20%	24%
Trash cans	Invite	724	33%	19%	12%	25%	11%
	Open	1,179	26%	13%	14%	26%	21%
Underpasses	Invite	720	30%	17%	13%	25%	14%
	Open	1,189	24%	16%	15%	24%	20%
Pet pick-up bag dispensers	Invite	701	21%	10%	5%	14%	50%
	Open	1,132	18%	10%	6%	14%	52%
Trail connections to other municipalities / regional trails	Invite	710	18%	13%	14%	30%	25%
	Open	1,159	13%	13%	13%	27%	34%

Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey.

The listed trail system amenities of this slide were the least utilized by survey respondents. Despite their less frequent use, all were utilized by a majority Invite and Open link respondents at least a few times a year other than bike racks and/or other specific amenities indicated by the respondent, which are typically used by 40% or less of respondents each year.

In the past 12 months, how frequently have you or members of your household used each of the following trail system amenities?

Rating Category	Crosstab by:	n=	At least once a week	A few times a month	At least once a month	A few times a year	Have not used
Directional Signage (maps and navigational elements)	Invite	700	9%	12%	12%	36%	31%
	Open	1,125	8%	11%	11%	31%	39%
Trailhead Parking	Invite	712	8%	11%	21%	35%	24%
	Open	1,166	7%	11%	13%	36%	33%
Seating	Invite	706	8%	13%	13%	37%	30%
	Open	1,123	5%	8%	12%	34%	41%
Shade structures	Invite	713	8%	13%	12%	38%	29%
	Open	1,136	4%	8%	12%	39%	37%
Restrooms	Invite	711	6%	10%	11%	34%	39%
	Open	1,158	5%	9%	10%	35%	41%
Bike racks	Invite	692	7%	8%	7%	18%	60%
	Open	1,112	4%	7%	8%	19%	63%
Other	Invite	50	16%	3%	4%	4%	73%
	Open	131	10%	5%	5%	5%	76%

Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey.



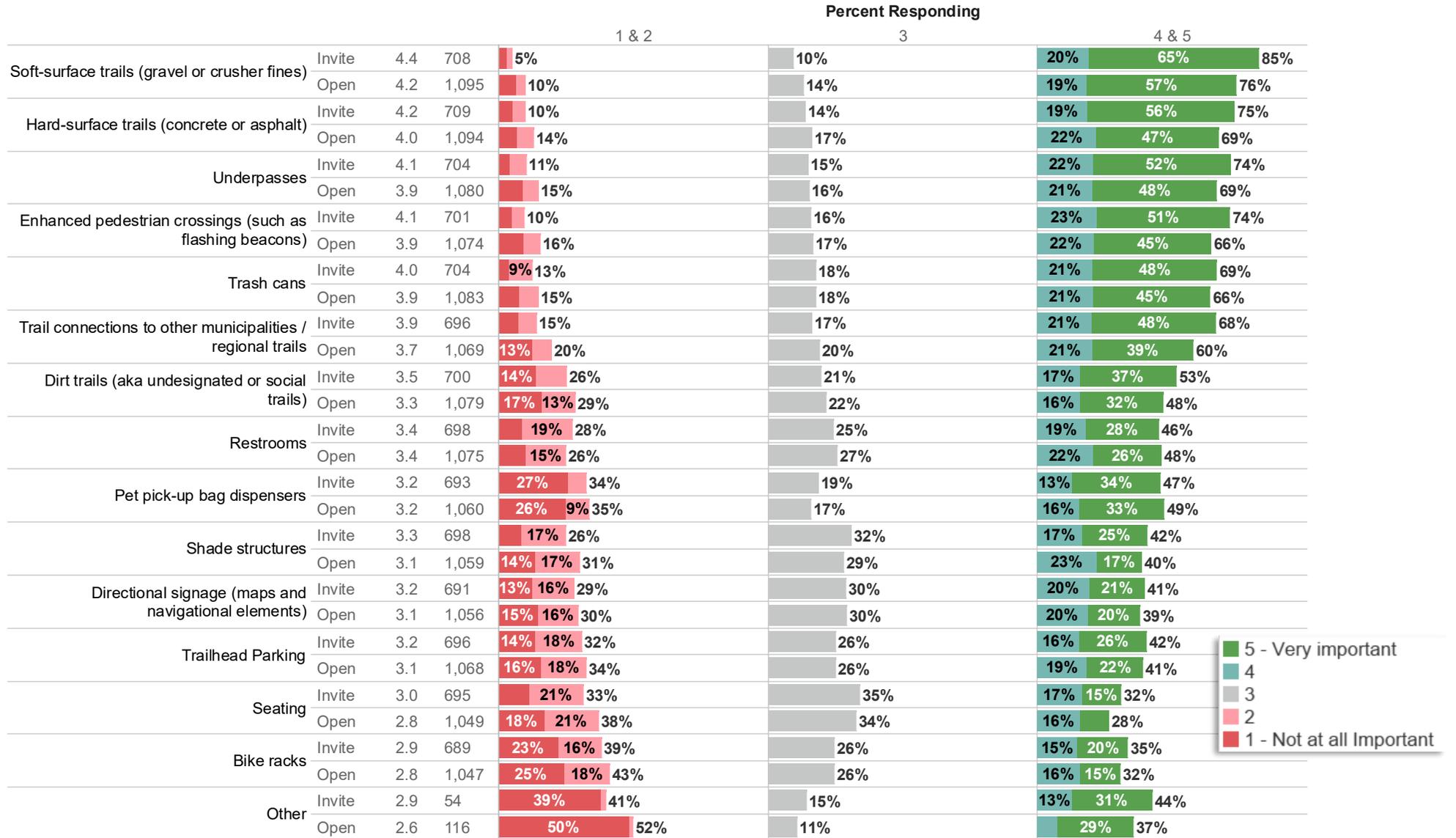
IMPORTANCE

- Trail surfaces rated as most important, with soft-surface and hard-surface trails topping both samples (about 69–85% rating 4–5).
- Safety and connectivity amenities such as underpasses, enhanced crossings, trash cans, and regional trail connections all draw strong support (roughly 66–74% 4–5).
- Comfort and convenience items show moderate importance, including restrooms, pet waste stations, shade structures, and directional signage
- Access and amenities such as trailhead parking, seating, and bike racks rated lowest in importance and results are broadly aligned between Invite and Open.

NEEDS MET

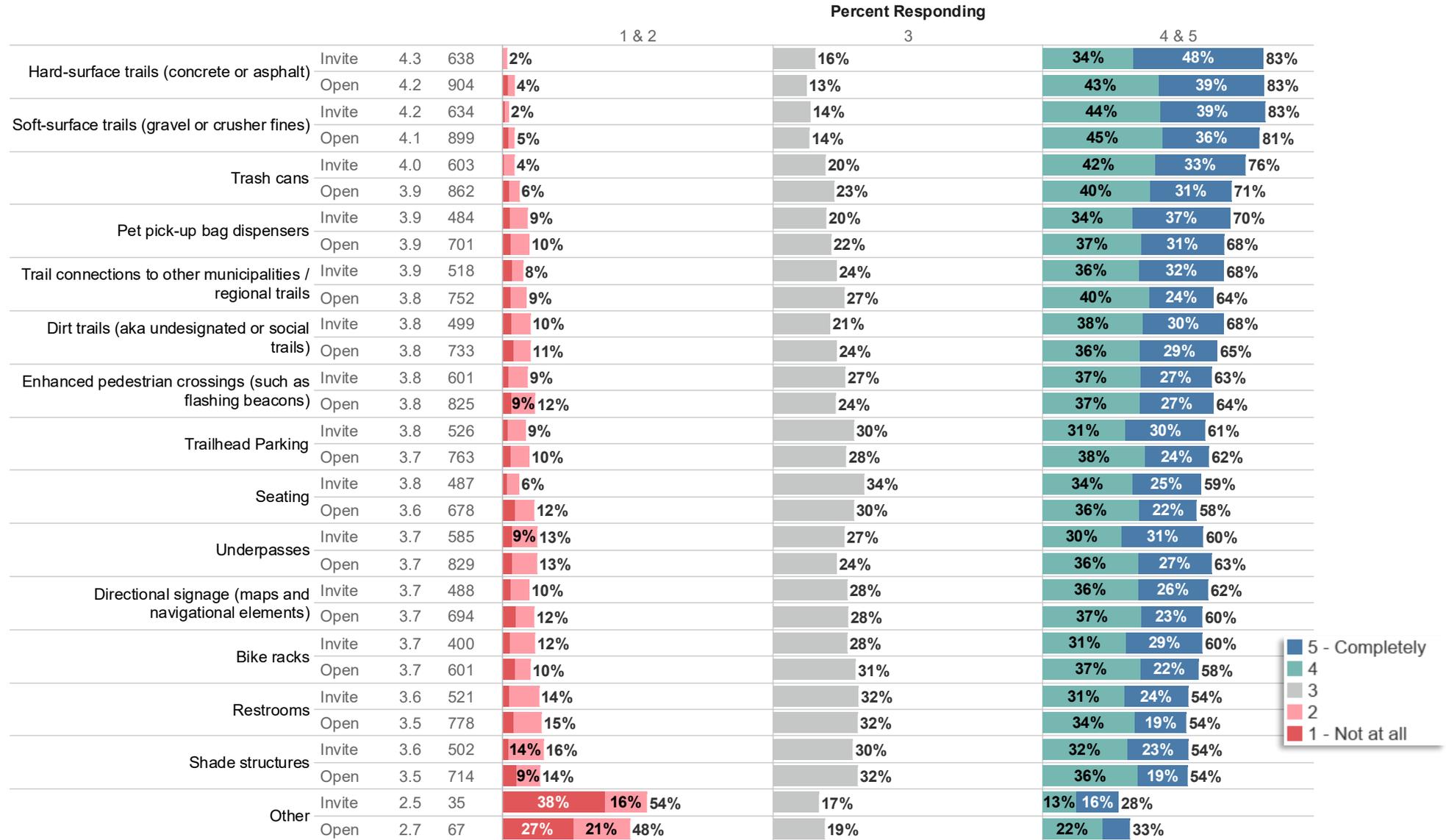
- Residents are generally satisfied with trail amenities with most items earning around 60% or more rating 4–5 and average scores near 3.7–4.3.
- Hard and soft surface trails, which rated highest in importance also rated the highest in terms of meeting the needs of the communities.
- Restrooms and shade structures rated the lowest, however still receiving ratings of a 4 or a 5 by 54% of either sample.

Please rate how important the following trail system amenities are to your household. Please provide an answer even if you have not used the trail system amenity.



Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

Please rate how you think the following trail system amenities are currently meeting the needs of the community. Please provide an answer even if you have not used the amenity.



Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

AVERAGE IMPORTANCE – PERFORMANCE MATRIX



The following pages provide a graphical importance/satisfaction matrix comparing the average rating for importance, and the average rating for meeting the needs of the community, for each of the facilities and amenities rated by respondents. This matrix provides four quadrants in relation to the average ratings from all rated categories. These quadrants help to highlight the level of interest and performance of each, while identifying areas of focus.

High Importance / Low Needs Met

These are key areas for improvement. Enhancing these facilities/programs could significantly improve overall community satisfaction.

High Importance / High Needs Met

Important amenities that currently meet community needs. Maintenance should continue, but major improvements are a lower priority.

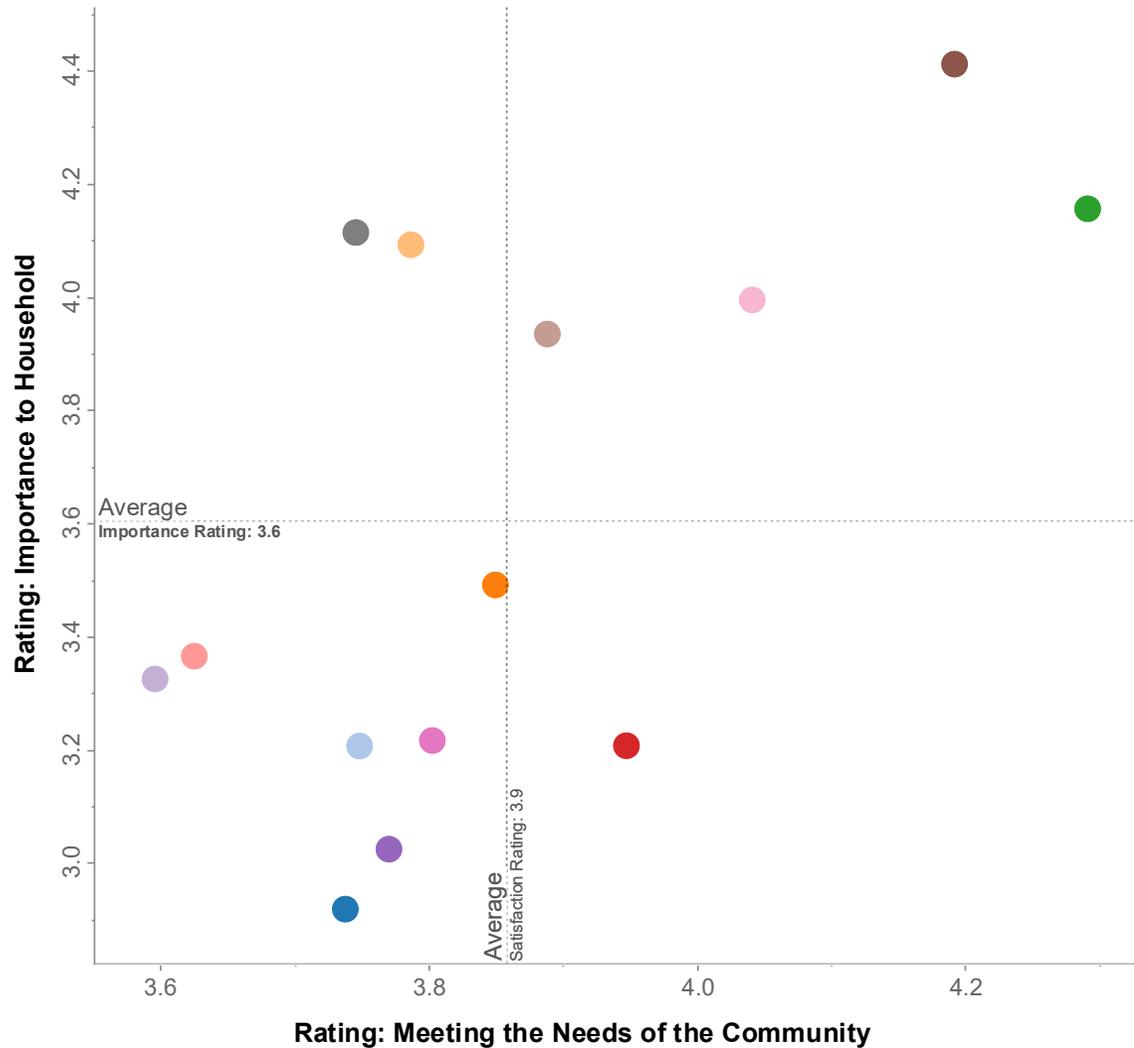
Low Importance / Low Needs Met

Niche facilities/programs with a small but dedicated audience. Tracking participation can guide future planning.

Low Importance / High Needs Met

Adequately supported amenities. Future discussions may consider whether current resource allocation aligns with long-term benefits.

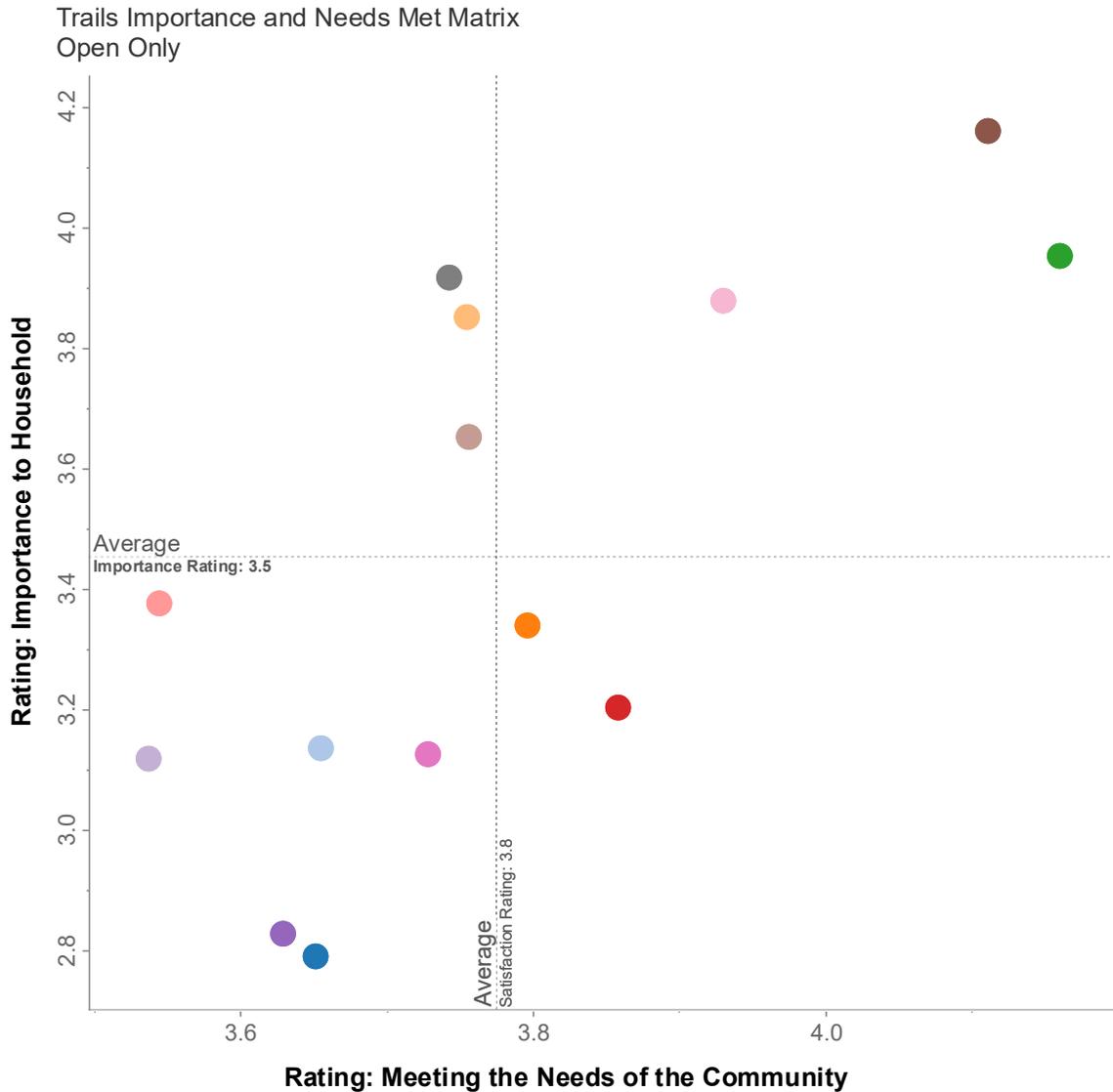
Trails Importance and Needs Met Matrix
Invite Only



Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

	Importance	Satisfaction
Bike racks	2.9	3.7
Directional signage (maps and navigational elements)	3.2	3.7
Dirt trails (aka undesignated or social trails)	3.5	3.8
Enhanced pedestrian crossings (such as flashing beacons)	4.1	3.8
Hard-surface trails (concrete or asphalt)	4.2	4.3
Pet pick-up bag dispensers	3.2	3.9
Restrooms	3.4	3.6
Seating	3.0	3.8
Shade structures	3.3	3.6
Soft-surface trails (gravel or crusher fines)	4.4	4.2
Trail connections to other municipalities / regional trails	3.9	3.9
Trailhead Parking	3.2	3.8
Trash cans	4.0	4.0
Underpasses	4.1	3.7

Safe roadway crossing methods, such as enhanced pedestrian crossings and underpasses, appear to be means in which to deliver more community satisfaction to residents from the Invite sample.



Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

	Importance	Satisfaction
Bike racks	2.8	3.7
Directional signage (maps and navigational elements)	3.1	3.7
Dirt trails (aka undesignated or social trails)	3.3	3.8
Enhanced pedestrian crossings (such as flashing beacons)	3.9	3.8
Hard-surface trails (concrete or asphalt)	4.0	4.2
Pet pick-up bag dispensers	3.2	3.9
Restrooms	3.4	3.5
Seating	2.8	3.6
Shade structures	3.1	3.5
Soft-surface trails (gravel or crusher fines)	4.2	4.1
Trail connections to other municipalities / regional trails	3.7	3.8
Trailhead Parking	3.1	3.7
Trash cans	3.9	3.9
Underpasses	3.9	3.7

Open link respondents also indicate possible room for roadway crossing improvements within the trail system as well as increased regional trail connection satisfaction.

TOP 3 ENHANCEMENTS

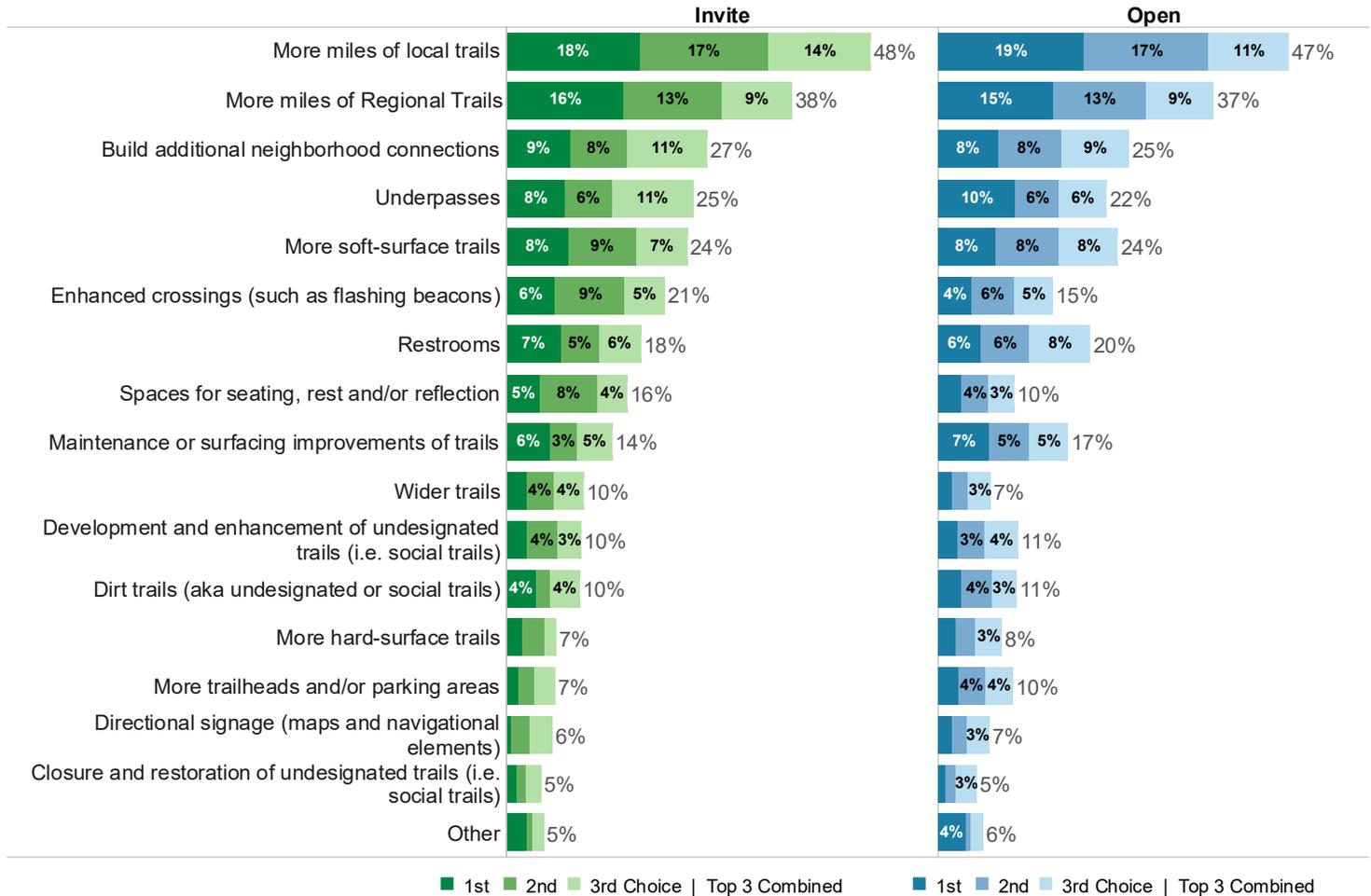
TRAILS



In terms of potential enhancements to the trail system, both samples are closely aligned with more miles of local and regional trails showing the greatest support.

- Building out the network is the next tier, with interest in additional neighborhood connections and underpasses and in more soft-surface trails.
- Other ideas attract smaller but notable followings, wider trails, social/undesignated trail development or restoration, more hard-surface trails, additional trailheads/parking, and directional signage (generally 5-10%).

Of the potential trail system enhancements below, which would you identify as your top three priorities?



Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

ENCOURAGING TRAIL SYSTEM USE

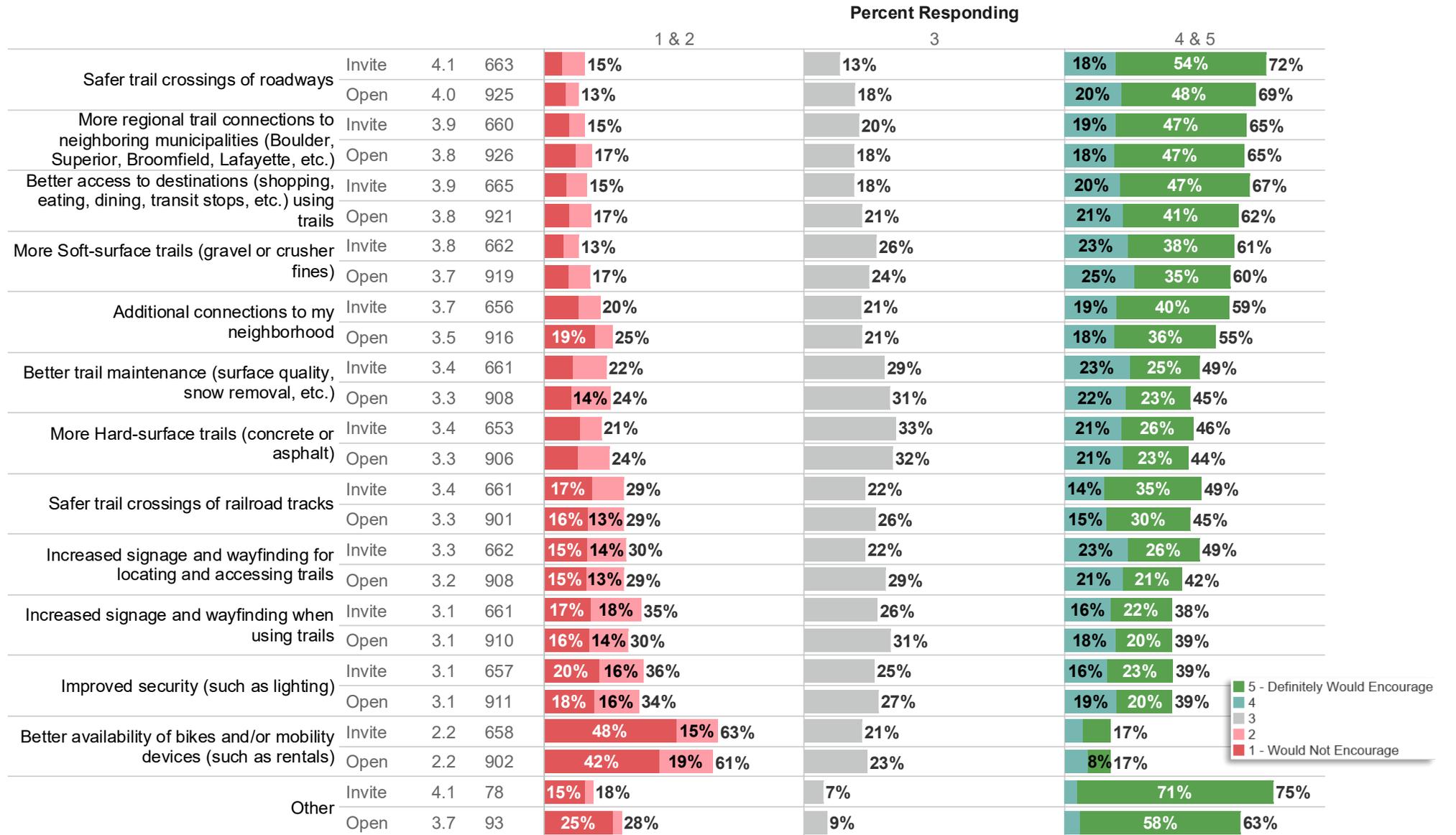


Shown on the following slide, safety and connectivity would drive the biggest trail system use gains. Respondents indicate this could be done with safer road crossings (69–72% rating a 4-5), more regional connections (65%), and better access to destinations (~62–67%) as top motivators.

- Surface preferences point to adding more soft-surface trails and, to a lesser extent, additional hard-surface segments to boost use.
- Secondary opportunities include safer railroad crossings, clearer signage/wayfinding, and improved lighting/security while bike/micromobility rentals are a low priority.



To what extent would each of the following potential improvements encourage you to use the trail system more?



Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey



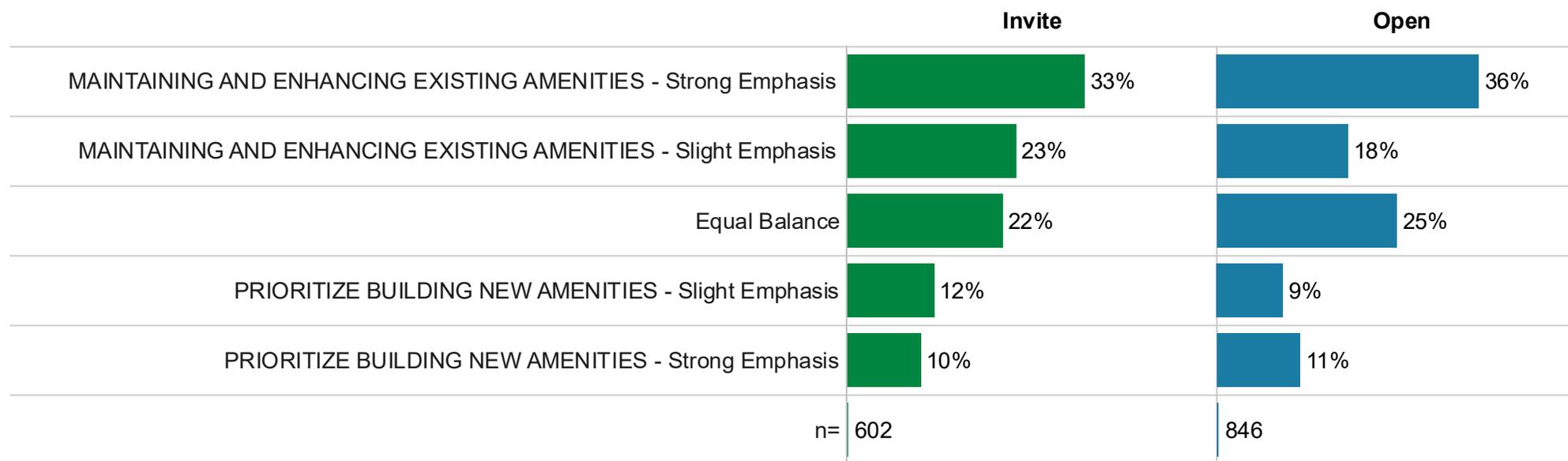
**OVERALL PARKS, RECREATION & OPEN SPACE
DEPARTMENT PRIORITIES**

EXISTING AMENITIES VS. BUILDING NEW



Residents lean toward maintaining and enhancing existing amenities over building new ones. A majority place at least some emphasis on maintenance (56% Invite; 54% Open), while about a quarter prefer an equal balance between the two (22% Invite; 25% Open). A smaller share prioritize building new amenities (22% Invite; 20% Open).

Given the City of Louisville has a limited budget for the Parks, Recreation & Open Space Department, how would you prioritize maintaining/improving existing amenities versus building new ones?



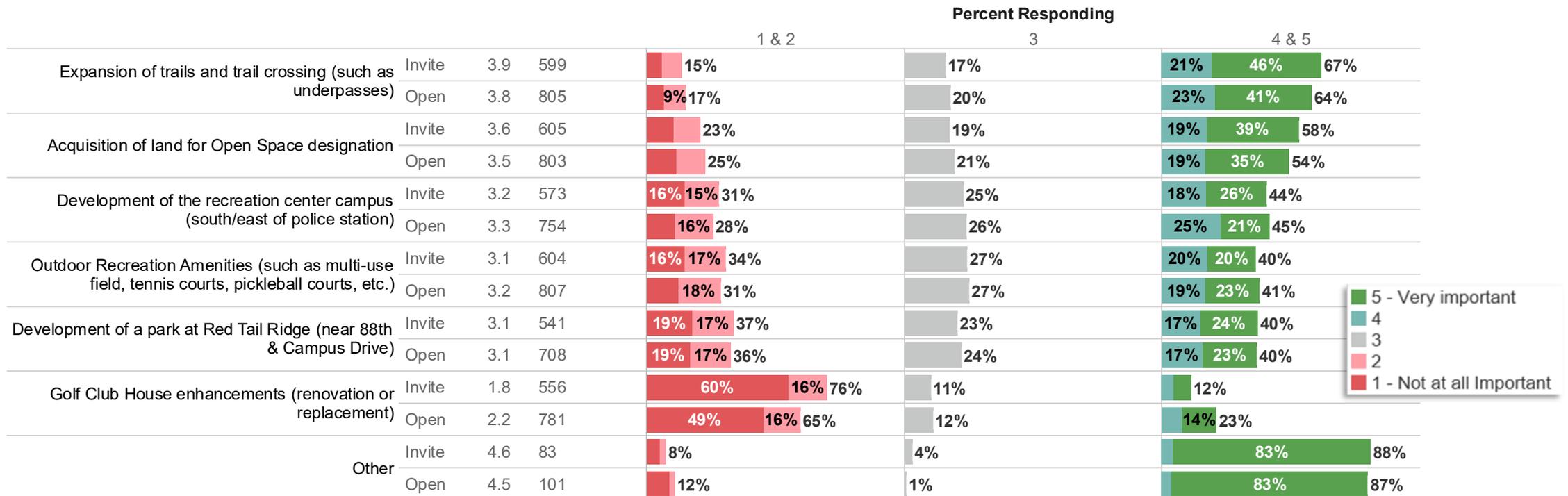
Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

FUTURE PRIORITIES



Investment priorities center on the trail network and open space: expanding trails and safer crossings are most important (67% Invite; 64% Open rating 4–5), followed by acquiring land for Open Space (58% Invite; 54% Open). Mid-tier items include developing the recreation center campus and adding outdoor recreation amenities, with a new park at Red Tail Ridge in a similar range (about 40–45% rating 4–5). Golf clubhouse enhancements are least important overall (12% Invite; 23% Open 4–5) and draw the highest share rating them unimportant.

The City recognizes that parks and recreation resources are limited. To help guide future decisions, we'd like to know what matters most to you. Please rate how important you feel it is for the City to invest in the following areas over the next 5–10 years.



Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey



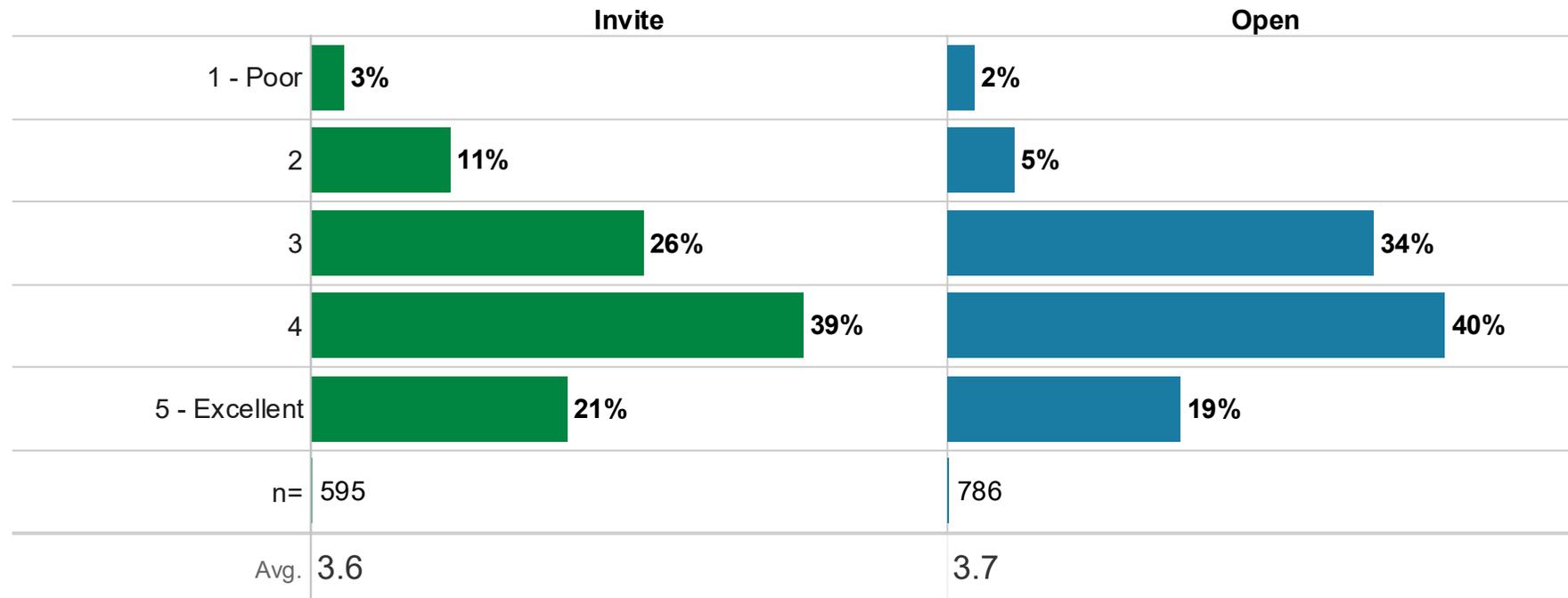
PUBLIC AWARENESS & EDUCATION

COMMUNICATION RATINGS



On a scale of 1 (poor) to 5 (excellent), 60% of Invite and 59% of Open link respondents found the City of Louisville’s Parks, Recreation, & Open Space Department’s communication to be highly effective (4 or 5). Open link respondents were more likely to take a neutral stance compared to the representative sample which had slightly larger shares finding communication ineffective.

How well does the City communicate information about its Parks, Recreation & Open Space Department?



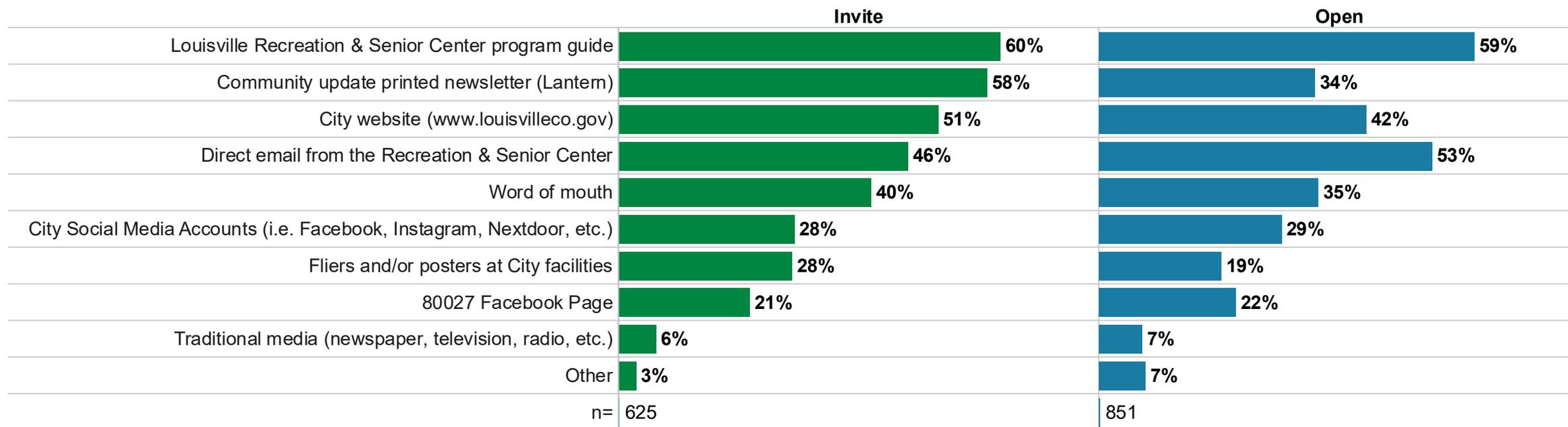
Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

CURRENT COMMUNICATION METHODS



The Recreation & Senior Center program guide is the top information source for both samples, followed by Lantern, the City website, and direct email (notably higher in the Open sample). The printed Lantern newsletter is a noticeable more important communication channel for Invite respondents than for the Open, while fliers/posters, the 80027 Facebook page, and traditional media reach the smallest of the listed shares.

How do you currently receive (or find) information related to Parks, Recreation & Senior Center, Open Space, Trails, and Golf facilities, programs and services?



Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

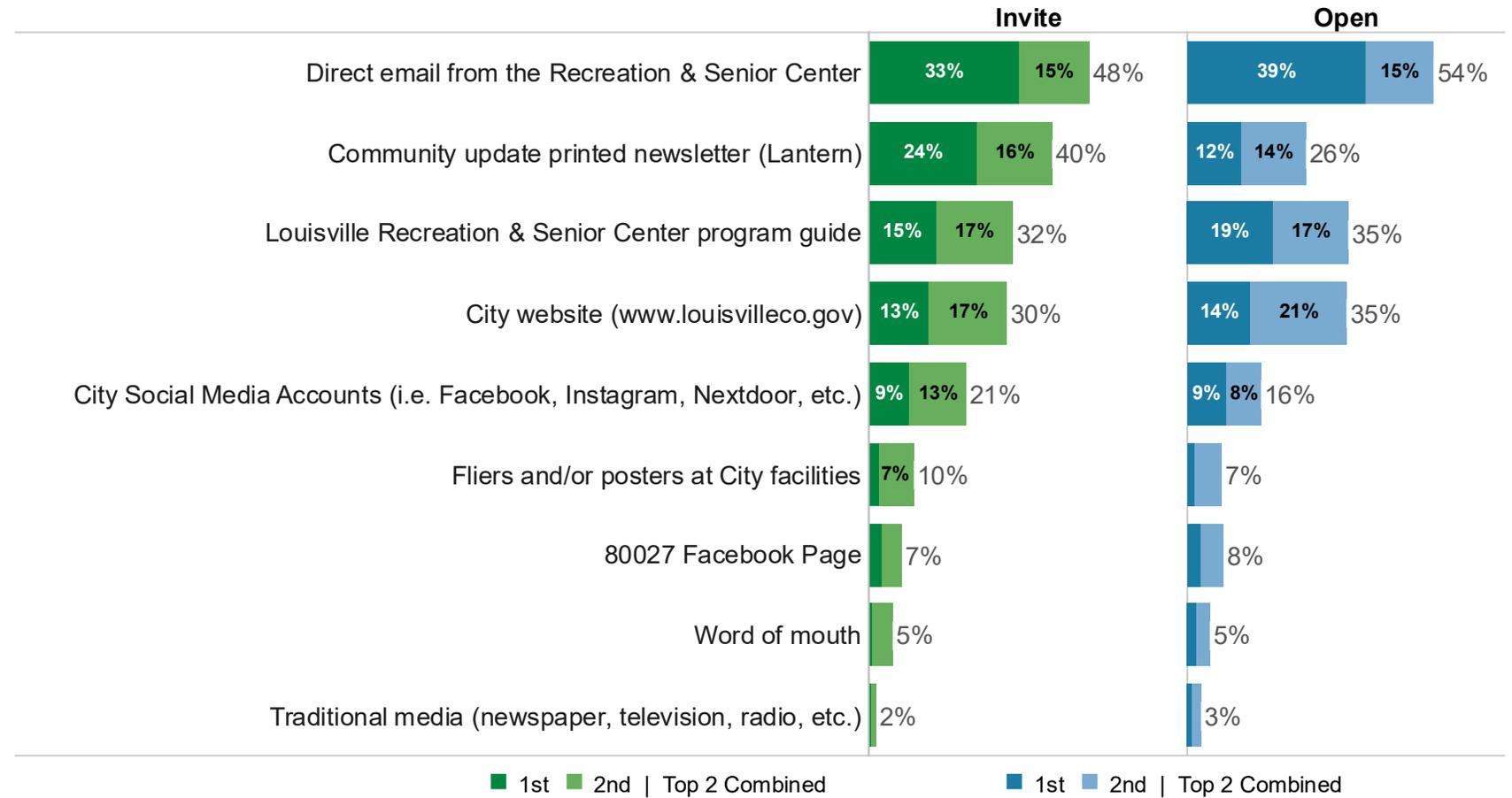
PREFERRED COMMUNICATION CHANNELS



Communication preferences are diverse, so a mix of channels is essential to reach residents effectively.

- While direct email is the clear preference for both samples, meaningful shares also prefer the program guide, City website, and the printed Lantern newsletter, with smaller groups relying on on-site fliers and traditional media.
- Maintaining this multi-channel approach will maximize reach across age groups, habits, and interests.

What are the top two ways you prefer to receive information from the City?



Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

ADDITIONAL COMMENTS & SUGGESTIONS



At the end of the survey, respondents were given the opportunity to provide any additional comments or suggestions for the City of Louisville. A total of 733 comments were collected from both samples and common themes are highlighted below.

Overall satisfaction and appreciation for Louisville PROST



- Many respondents say Louisville's parks, trails, open space, golf course, and Rec & Senior Center are a major reason they live here and are very appreciative of the amenities provided.
- People frequently thank staff for their work and note that the system has improved over time, while still offering suggestions for fine-tuning.

Trails, active transportation, and safety



- Trails are heavily used for exercise, dog walking, mental health, and getting around town.
- Residents want more miles, better connections, and safer crossings (roads and railroads).
- Concerns focus on fast bikes/e-bikes, with calls for clearer rules, enforcement, and etiquette.

Parks, trees, shade, and amenities



- Neighborhood parks and playgrounds are well-loved and widely used by families.
- Common requests include more shade, seating, and improved restrooms and maintenance.
- Many want more trees, native landscaping, and climate-resilient park design.



Recreation & Senior Center facilities and programs



- The Rec Center is seen as a key community hub but can feel crowded or hard to access at peak times.
- Residents ask for more youth/teen options, expanded fitness classes, and stronger senior offerings.
- People want better balancing of gym and pool uses, clearer schedules, and continued affordability.

Open Space, conservation, and land use



- Open Space is valued for nature, wildlife, views, and quiet.
- There is support for land acquisition, native plant restoration, and ongoing fire mitigation.
- Opinions differ on social/undeveloped trails, balancing recreation access with resource protection.

Golf course, aquatics, and funding



- Golf users emphasize keeping and improving the course, especially practice areas and the clubhouse/restaurant.
- Many support investing in Memory Square Pool or a comparable outdoor aquatics option.
- Some raise concerns about costs, taxes, and major capital projects, and want careful, transparent spending.

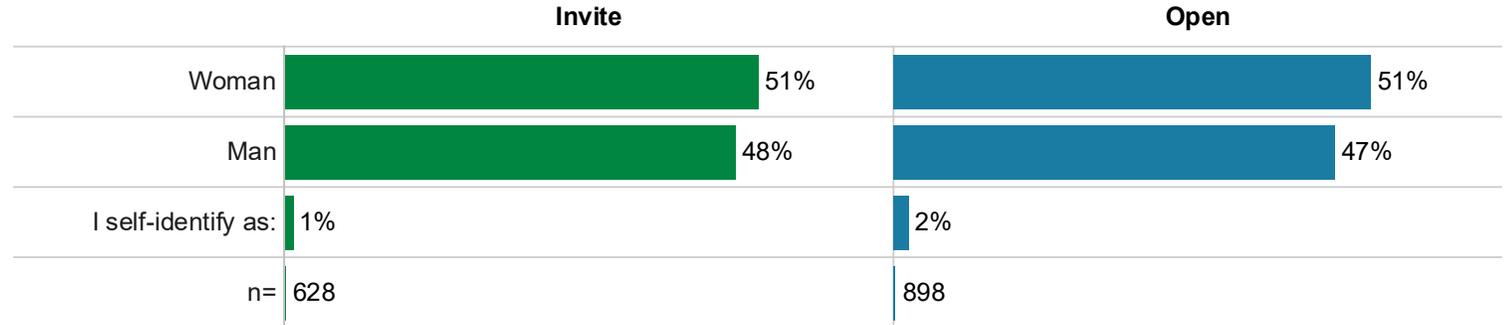


DEMOGRAPHICS

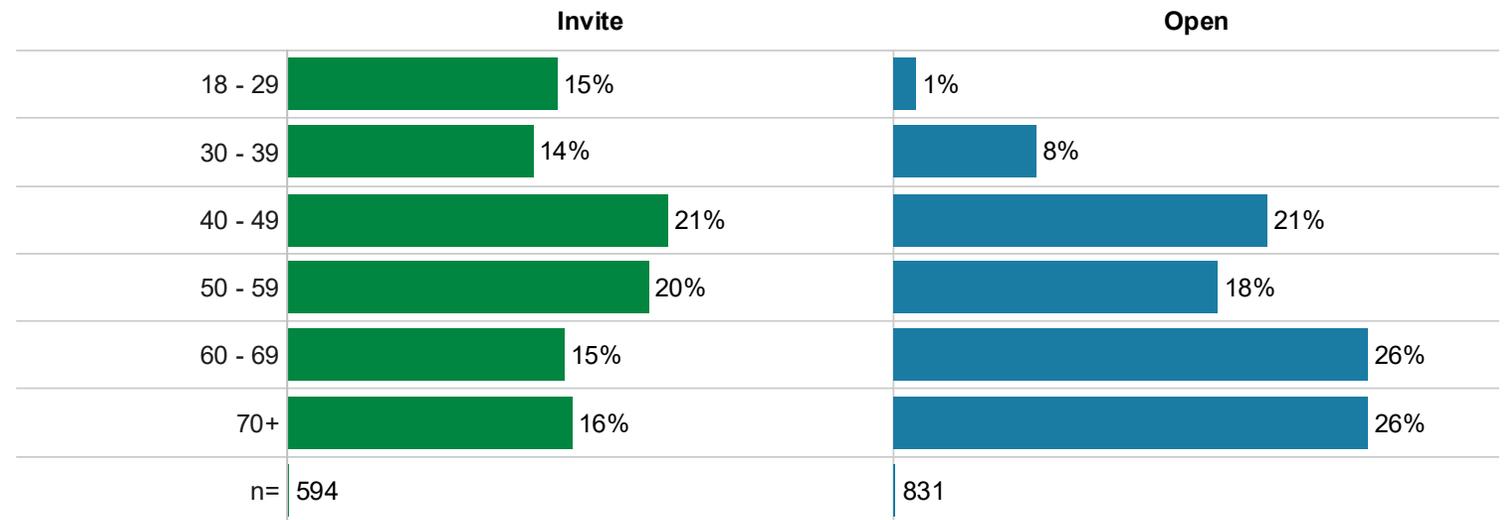
GENDER & AGE



How would you describe your gender?



Age of respondent:



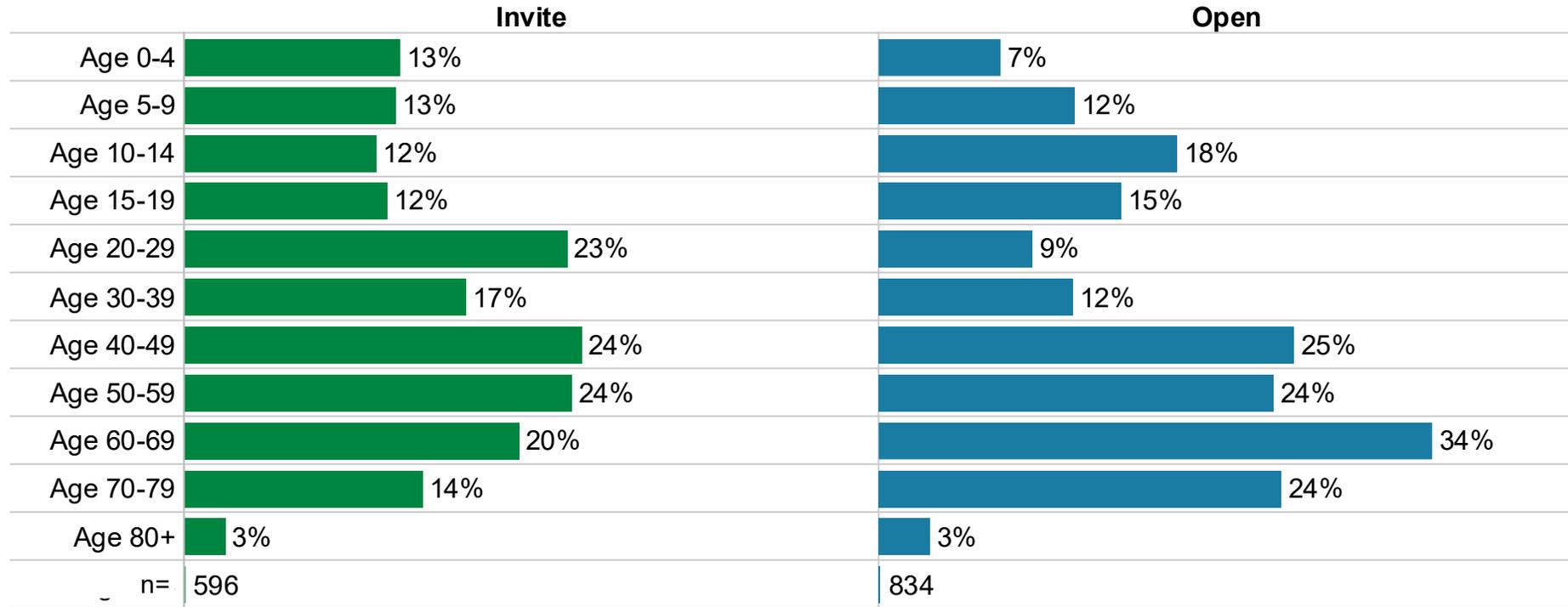
Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

- The Invite sample was weighted by gender and age using U.S. Census data to better represent the demographic profile of City of Louisville residents.
- Open link respondents skew slightly older than the Invite sample.

HOUSEHOLD MAKEUP



How many of those people are in the following age ranges? (percent of all respondents)



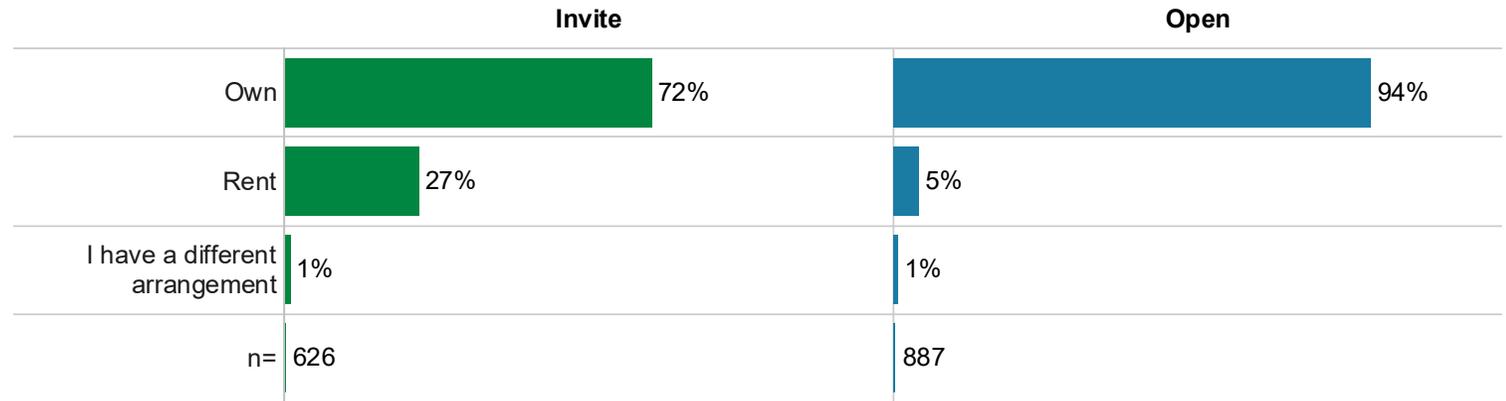
Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

HOME & DOG OWNERSHIP

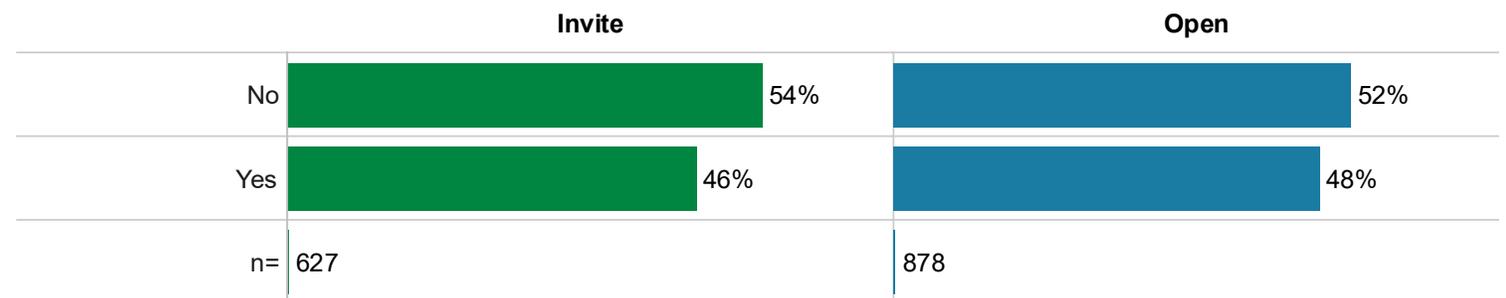


- The Invite sample was weighted by homeownership to more accurately represent the demographic makeup of the City of Louisville.
- Homeownership is nearly universal in the Open sample with very similar dog ownership shares as the Invite sample.

Do you rent or own your residence



Do you or a member of your household own a dog?



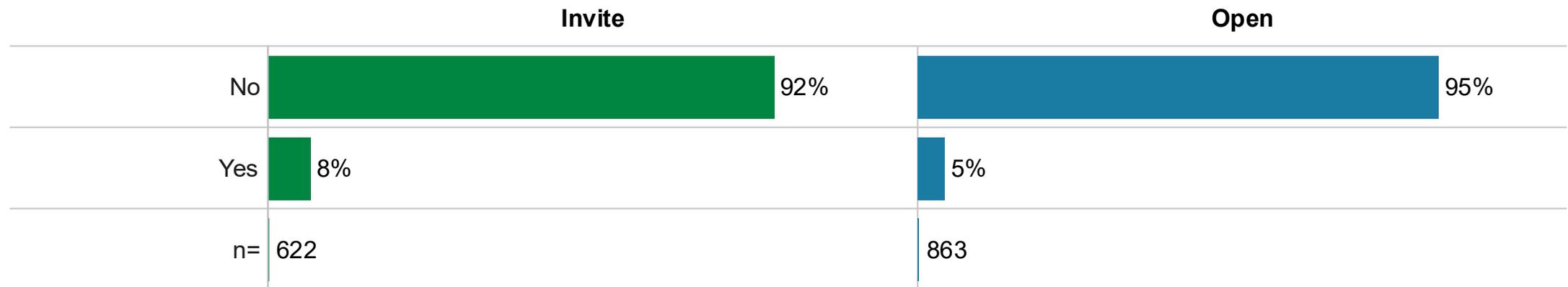
Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

ADA NEEDS



Less than one in ten Louisville respondents indicated their household has a need for ADA-accessible facilities and services. Open link respondents were slightly less likely to need ADA accessibility than the Invite.

Does your household have a need for ADA-accessible (Americans with Disabilities) facilities and services?



Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

ETHNICITY & RACE



Invite respondents were weighted by Hispanic origin, but both samples largely identify as White.

What race do you consider yourself to be?

	Invite	Open
White	81%	85%
Hispanic or Latino	9%	3%
Asian	4%	3%
American Indian or Alaska Native	4%	0.3%
Some other race/ethnicity	1%	1%
Black or African American	1%	0.3%
Middle Eastern or North African (MENA)	1%	0.2%
Native Hawaiian or Pacific Islander	0.1%	0.1%
Prefer not answer	11%	12%
n=	617	861

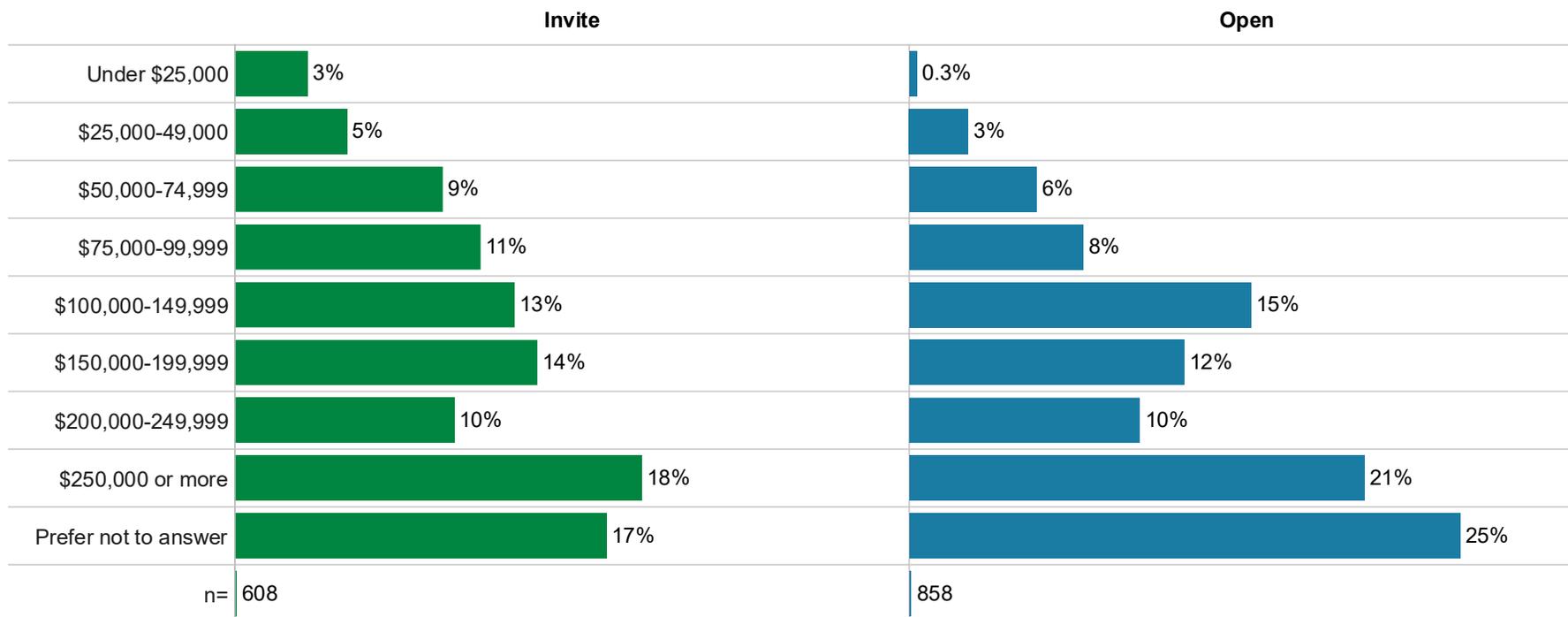
Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey

INCOME



The plurality of both Invite and Open link respondents come from households with total gross annual incomes of \$250k+. Open link respondents tended to be slightly higher earners than Invite respondents but also had a higher share of individuals preferring not to answer.

Which of these categories best describes the total gross annual income of your household (before taxes)?



Source: RRC Associates, 2025 City of Louisville 2025 PROST Survey



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