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# *City of Kettering Parks, Recreation and Cultural Arts Department 2013 Citizen Survey*

## **Executive Summary Report**

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### **Overview of the Methodology**

Leisure Vision conducted a Citizen Survey on behalf of the City of Kettering Parks, Recreation and Cultural Arts Department during the winter of 2013-2014. The purpose of the survey was to establish priorities for providing recreational and art programming and services for the community. The survey was designed to obtain statistically valid results from households throughout the City of Kettering. The survey was administered by a combination of mail, phone, and online.

Leisure Vision worked extensively with City of Kettering officials in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the future system.

A seven-page survey was mailed to a random sample of 2,000 households throughout the City of Kettering. Approximately three days after the surveys were mailed, each household that received a survey also received an automated voice message encouraging them to complete the survey. In addition, about two weeks after the surveys were mailed, Leisure Vision began contacting households by phone. Those who indicated they had not returned the survey were given the option of completing it by phone.

The goal was to obtain a total of at least 400 completed surveys from City of Kettering households. This goal was accomplished, with a total of 408 surveys having been completed. The results of the random sample of 408 households have a 95% level of confidence with a precision of at least +/-4.9%.

The following pages summarize major survey findings.

## Major Survey Findings

- **Recreation and Cultural Arts Facilities Used in Past 12 Months.** Sixty-seven percent (67%) of households have used Fraze Pavilion in the past 12 months. The other recreation and cultural arts facilities that have been used by the highest percentage of households in the past 12 months include: Kettering Recreation Complex (52%), Kettering Fitness and Wellness Center (28%), and Adventure Reef Water Park (26%).
- **Parks Visited in Past 12 Months.** Sixty percent (60%) of households have visited Delco Park in the past 12 months. The other parks that have been visited by the highest percentage of households in the past 12 months include: Civic Commons/Lincoln Park (47%), Indian Riffle Park (37%), and Southdale Park (23%). Eighty-seven percent (87%) of households have visited at least one park in the past 12 months.
- **Parks in Which Households Would Most Like to See the City Offer Programs.** Based on the sum of their top four choices, the parks in which households would most like to see the City offer programs are: Delco Park (42%), Civic Commons/Lincoln Park (34%), Indian Riffle Park (26%), and Southdale Park (16%).
- **Organizations Used for Recreation and Arts Activities in the Past 12 Months.** The organizations used by the highest percentage of households for recreation and arts activities in the past 12 months are: Five Rivers Metro Parks (49%), churches (34%), other recreation providers (28%), and local schools (23%).
- **Ways Households Learn about the Parks, Recreation and Cultural Arts Department.** The most frequently mentioned ways that households learn about the City of Kettering Parks, Recreation and Cultural Arts Department are: Activities Guide - brochure (83%), City of Kettering website (41%), Fraze website (40%), and the Dayton Daily Newspaper (34%).
- **Level of Satisfaction with the Overall Value Received from the Parks, Recreation and Cultural Arts Department.** Seventy-two percent (72%) of households are either very satisfied (46%) or somewhat satisfied (26%) with the overall value they receive from the City of Kettering Parks, Recreation and Cultural Arts Department. Only 3% of households are either somewhat dissatisfied (2%) or very dissatisfied (1%) with the Parks, Recreation and Cultural Arts Dept. In addition, 17% of households rated it as “neutral”, and 8% indicated “don’t know”.

- **Need for Youth Arts and Recreation Programs.** The youth arts and recreation programs that the highest percentage of households have a need for are: swimming lessons for youth (20%), special events for youth and families (20%), youth sports leagues (16%), and nature programs/environmental education (15%).
- **Most Important Youth Arts and Recreation Programs.** Based on the sum of their top four choices, the youth arts and recreation programs that households rated as the most important are: swimming lessons for youth (11%), special events for youth and families (10%), preschool education, arts/crafts, instruction programs (9%), and youth sports leagues (8%).
- **Youth Arts and Recreation Programs Participated in Most Often at City Facilities.** Based on the sum of their top four choices, the youth arts and recreation programs that households currently participate in most often at City of Kettering facilities are: swimming lessons for youth (8%), youth sports leagues (7%), and special events for youth and families (6%).
- **Need for Adult Arts and Recreation Programs.** The adult arts and recreation programs that the highest percentage of households have a need for are: free festivals, \$2 and \$5 concerts (72%), attend live concert band performances (67%), adult fitness programs (52%), exercise classes (45%), community special events (45%), and education, hobby, recreation and enrichment programs (35%).
- **Most Important Adult Arts and Recreation Programs.** Based on the sum of their top four choices, the adult arts and recreation programs that households rated as the most important are: free festivals, \$2, and \$5 concerts (49%), attend live concert band performances (39%), adult fitness programs (31%), exercise classes (22%), and community special events (19%).
- **Adult Arts and Recreation Programs Participated in Most Often at City Facilities.** Based on the sum of their top four choices, the adult arts and recreation programs that households participate in most often at City of Kettering facilities are: free festivals, \$2 and \$5 concerts (40%), attend live concert band performances (35%), adult fitness programs (19%), and community special events (16%).
- **Reasons Preventing Households from Using City Parks, Recreation and Arts Facilities or Programs More Often.** The most frequently mentioned reasons preventing households from using City of Kettering parks, recreation and arts facilities or programs more often are: “program times are not convenient” (35%), “fees are too high” (25%) and “I do not know what is being offered” (23%).

- **Times Households Are Interested in the City Offering Programs and Activities.** The times that the highest percentage of households are interested in the City of Kettering Parks, Recreation and Cultural Arts Department offering programs and activities are: Saturday afternoons (54%), weekday evenings before 8pm (50%), Saturday mornings (50%), and Sunday afternoons (46%).
- **Level of Support for Having the City Offer Various Types of Programs.** Seventy-eight percent (78%) of households are very supportive or somewhat supportive of the City offering drop in activities and usage, and 73% are very supportive or somewhat supportive of the City offering one day programs/clinics.
- **Outdoor Sports Programs That Households Members Age 18 and Under Have Participated in During the Past 12 Months.** In the past 12 months, 17% of household members age 18 and under have participated in youth soccer recreational programs, and 11% have participated in youth baseball recreational programs.
- **Programs, Classes or Activities That Households Have Participated in at the Rosewood Arts Centre.** Ten percent (10%) of households have participated in art on the commons festivals at the Rosewood Arts Centre, and 6% have participated in youth art classes at the Rosewood Arts Centre.
- **Environmental Programs in Which Households Would Participate.** The types of environmental programs that the highest percentage of households would participate in are: gardening (53%), animals (43%), and arts and nature programs (42%).
- **How Likely Households Would Be to Attend Various Environmental Programs.** Sixty-one percent (61%) of households are very likely or likely to attend a guided outdoor hike, and 61% are also very likely or likely to attend a program in which you make something to take home.