

Community Attitude and Interest Survey

Executive Summary of Citizen Survey Results

Overview of the Methodology

The City of Kettering conducted a Community Attitude and Interest Survey during May of 2008 to help determine parks, recreation, and cultural arts priorities for the community. The survey was designed to obtain statistically valid results from households throughout the City of Kettering. The survey was administered by phone.

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.

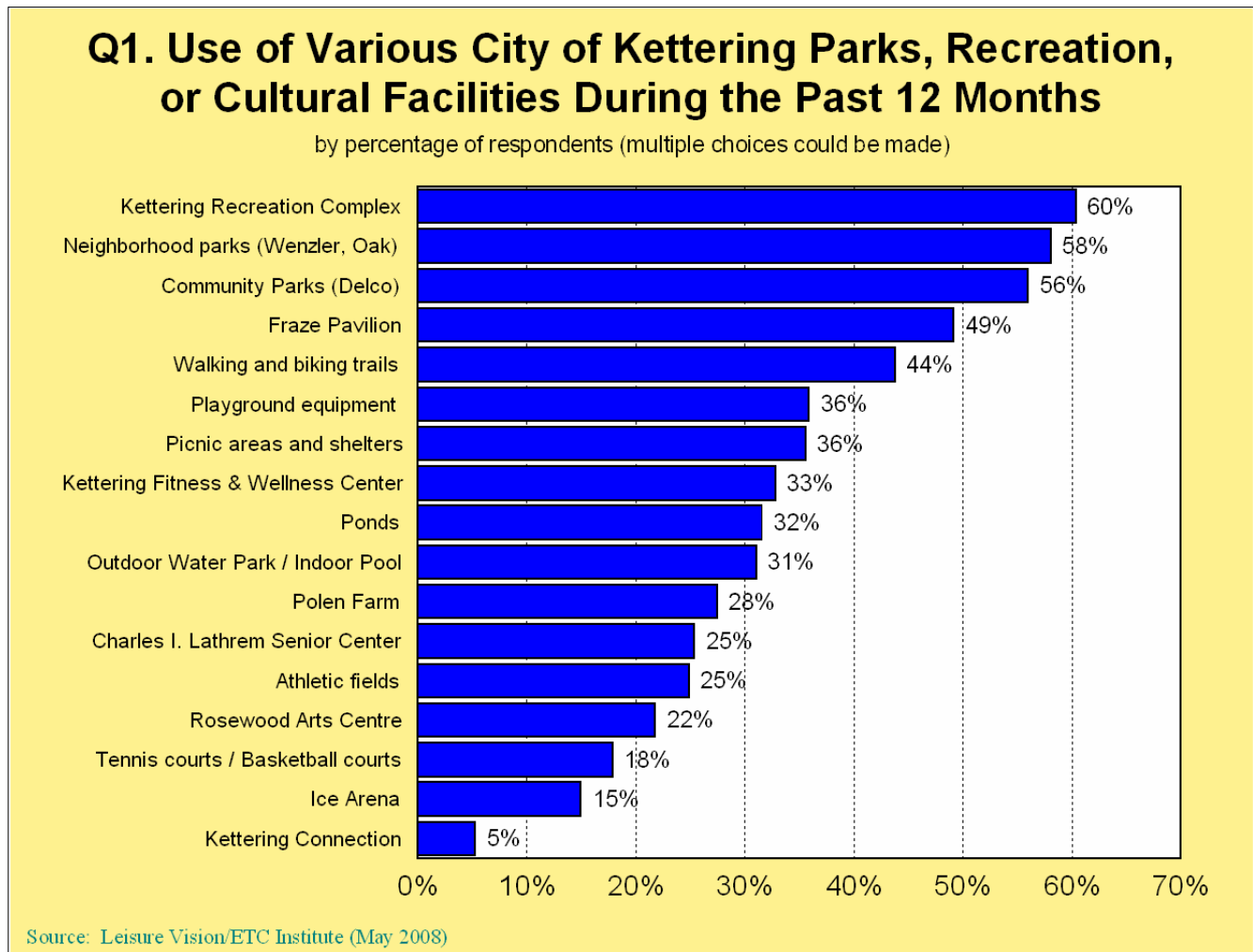
The goal was to obtain a total of at least 400 completed surveys. This goal was accomplished, with a total of 418 surveys having been completed. The results of the random sample of 418 households have a 95% level of confidence with a precision of at least +/-4.8%.

The following pages summarize major survey findings:

City Parks, Recreation and Cultural Facilities Used in the Past 12 Months

From a list of 17 City of Kettering parks, recreation and cultural facilities, respondents were asked to indicate all the facilities their household has used in the past 12 months. The following summarizes key findings:

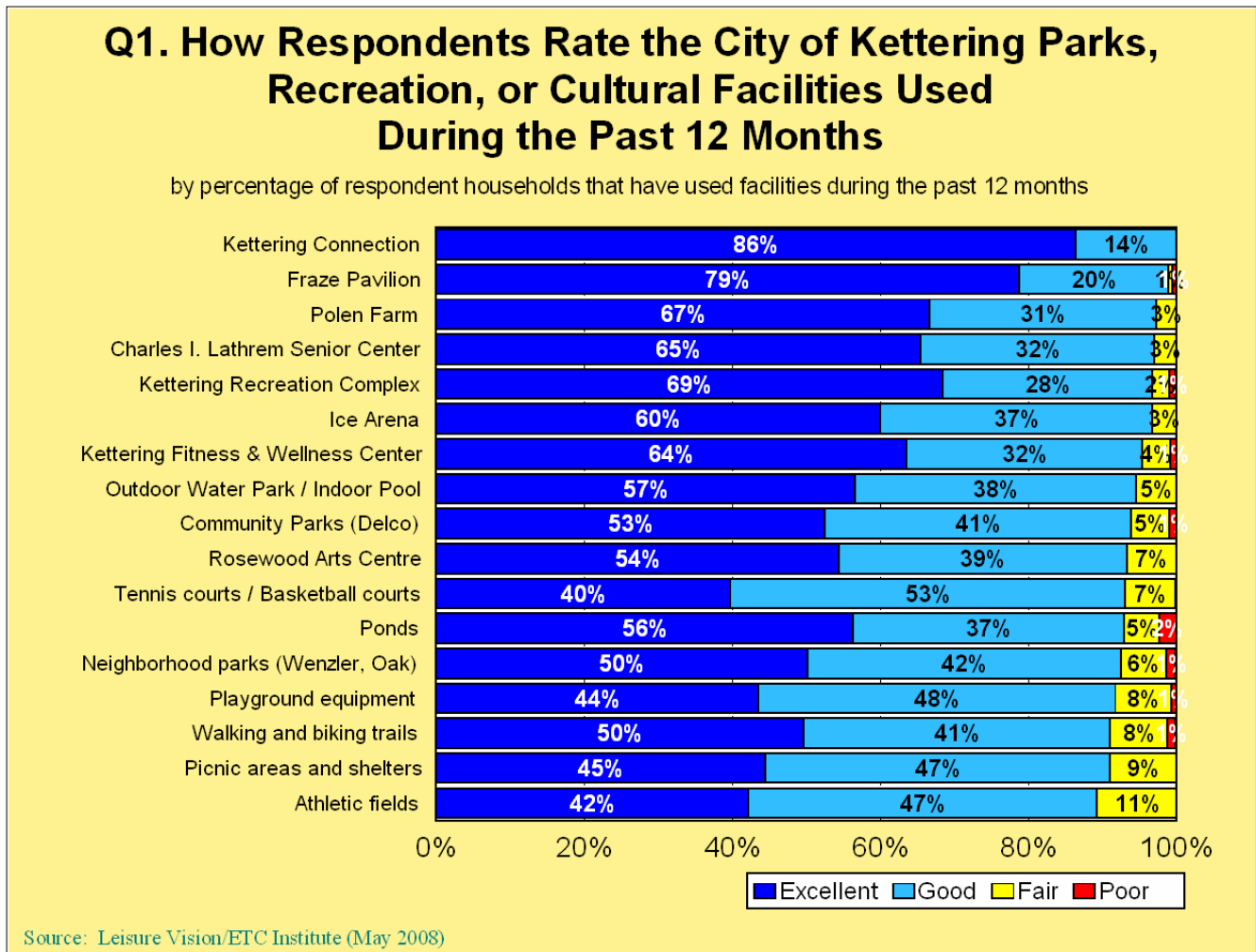
- **The City parks, recreation and cultural facilities used by the highest percentage of respondent households are: Kettering Recreation Complex (60%), neighborhood parks (58%), community parks (56%), Frazee Pavilion (49%) and walking and biking trails (44%).**



Rating City Parks, Recreation and Cultural Facilities

From a list of 17 City of Kettering parks, recreation and cultural facilities, respondents were asked to rate the condition of all the facilities their household has used in the past 12 months. The following summarizes key findings:

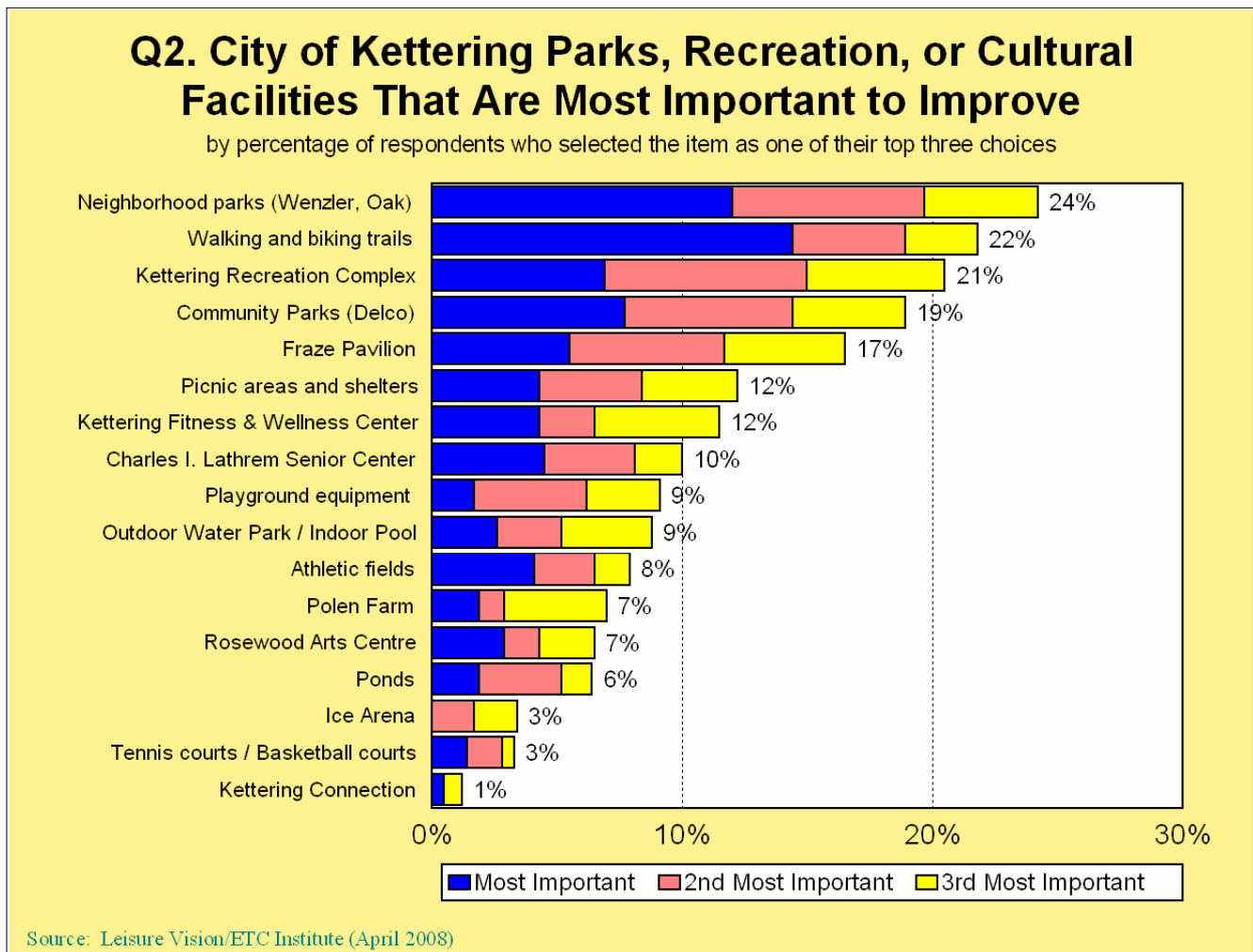
- **The City parks, recreation and cultural facilities that the highest percentage of respondents rated as excellent are: Kettering Connection (86%), Frazee Pavilion (79%), Kettering Recreation Complex (69%), Polen Farm (67%), and Charles I. Lathrem Senior Center (65%).**



Most Important City Parks, Recreation and Cultural Facilities to Improve

From a list of 17 City of Kettering parks, recreation and cultural facilities, respondents were asked to select the three facilities they feel it's most important to improve. The following summarizes key findings:

- **Based on the sum of their top three choices, the facilities that respondent feel it's most important to improve are: neighborhood parks (24%), walking and biking trails (22%) and Kettering Recreation Complex (21%).** It should also be noted that walking and biking trails had the highest percentage of respondents select it as their first choice as the facility they visit most often.



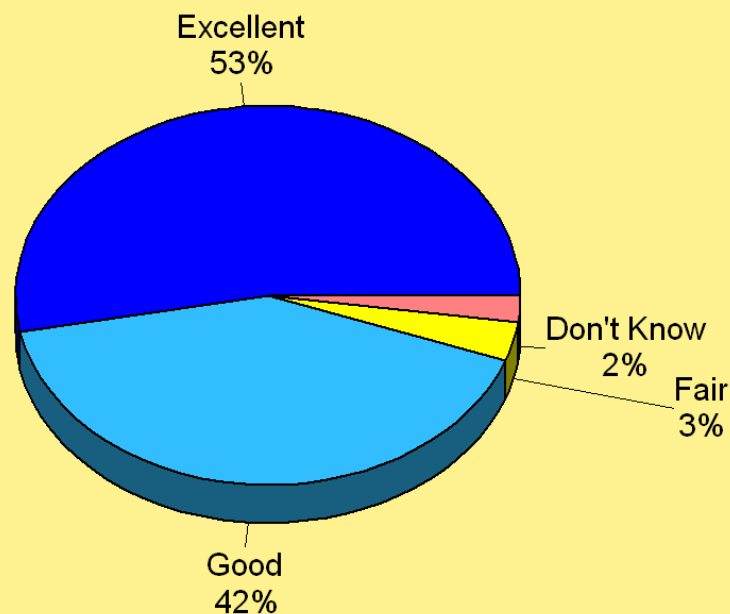
Physical Condition of City Parks, Recreation and Cultural Facilities

Respondent were asked to rate the physical condition of all the City of Kettering parks, recreation and cultural facilities they have visited. The following summarizes key findings:

- **Ninety-five percent (95%) of respondents rated the physical condition of all the City parks, recreation and cultural facilities they've visited as either excellent (53%) or good (42%).** In addition, 3% of respondents rated the parks and facilities as fair, and no respondents rated them as poor.

Q3. How Respondents Rate the Physical Condition of All the City of Kettering Parks, Recreation, or Cultural Facilities They Have Visited

by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2008)

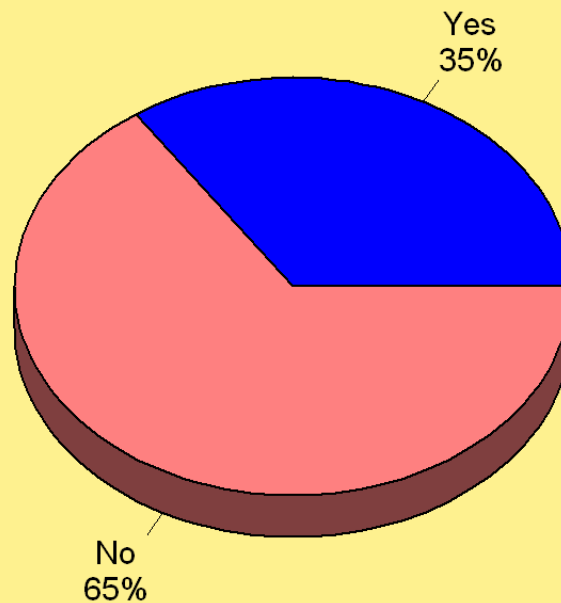
Participation in City Recreation Programs During the Past 12 Months

Respondents were asked to indicate if they or any members of their household have participated in any recreation programs offered by the City of Kettering Parks, Recreation, and Cultural Arts Department during the past 12 months. The following summarizes key findings:

- **Thirty-five percent (35%) of respondent households have participated in City of Kettering Parks, Recreation and Cultural Arts Department programs during the past 12 months.**

Q4. Have Respondent Households Participated in Recreation Programs Offered by the City of Kettering Parks, Recreation, and Cultural Arts Department During the Past 12 Months

by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2008)

Overall Quality of City Recreation Programs Participated in

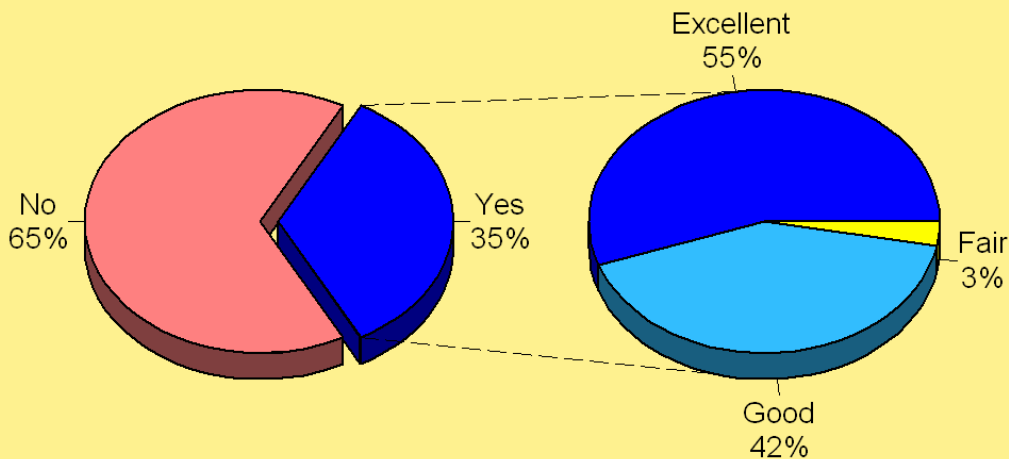
Respondent households that have participated in recreation programs offered by the City of Kettering Parks, Recreation, and Cultural Arts Department during the past 12 months were asked to rate the quality of the programs they have participated in. The following summarizes key findings:

- **Of the 35% of respondent households that have participated in City of Kettering Parks, Recreation, and Cultural Arts Department programs during the past 12 months, 97% rated the quality of the programs as either excellent (55%) or good (42%).** In addition, 3% of respondents rated the programs as fair, and no respondents rated the programs as poor.

Q4. Have Respondent Households Participated in Recreation Programs Offered by the City of Kettering Parks, Recreation, and Cultural Arts Department During the Past 12 Months

by percentage of respondents

Q4a. How Respondents Rate the Overall Quality of the Programs Their Household Has Participated in

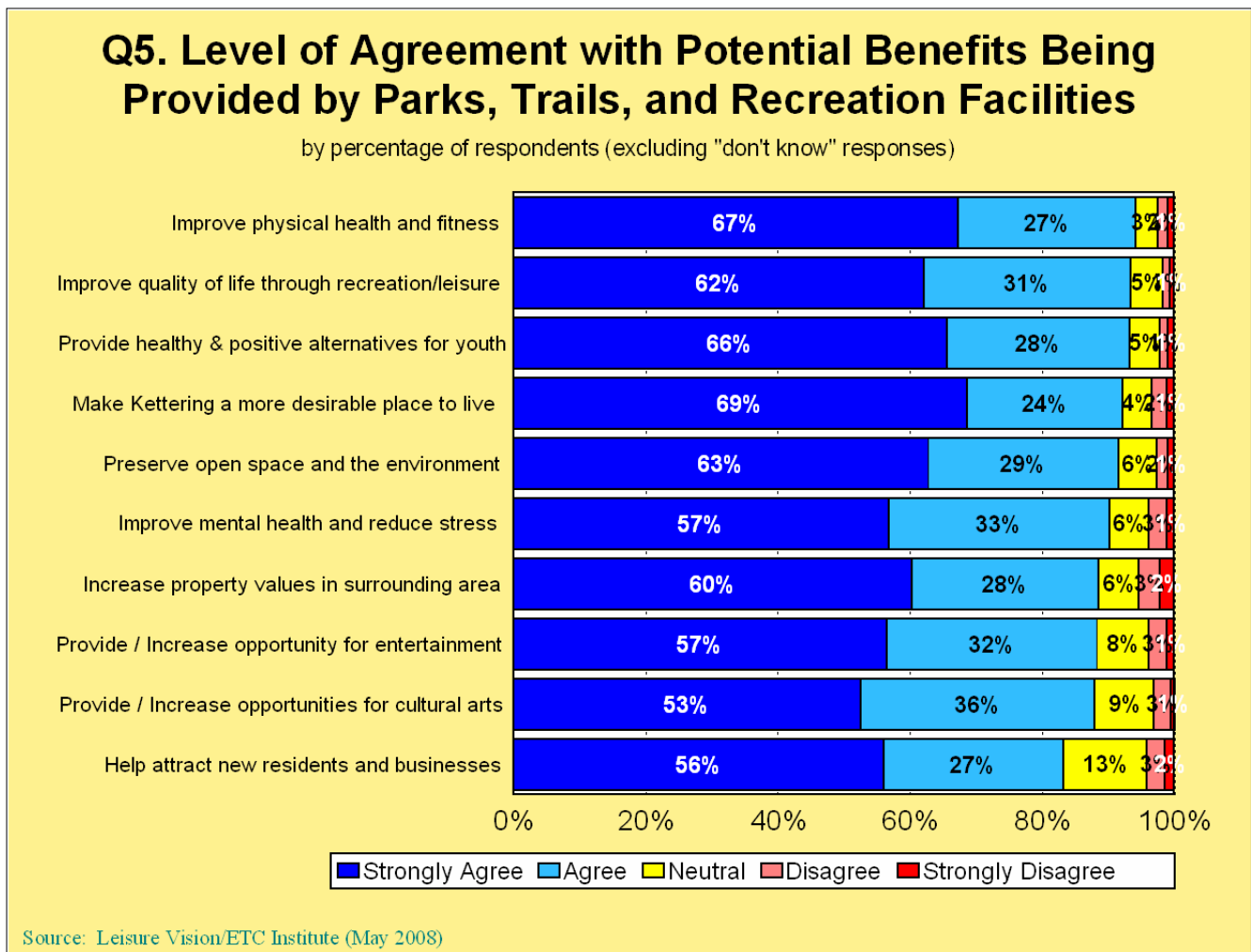


Source: Leisure Vision/ETC Institute (May 2008)

Level of Agreement with the Benefits Provided by Parks, Recreation, and Cultural Arts Facilities and Services

From a list of 10 options, respondents were asked to indicate their level of agreement with the benefits being provided by parks, recreation and cultural arts facilities and services. The following summarizes key findings:

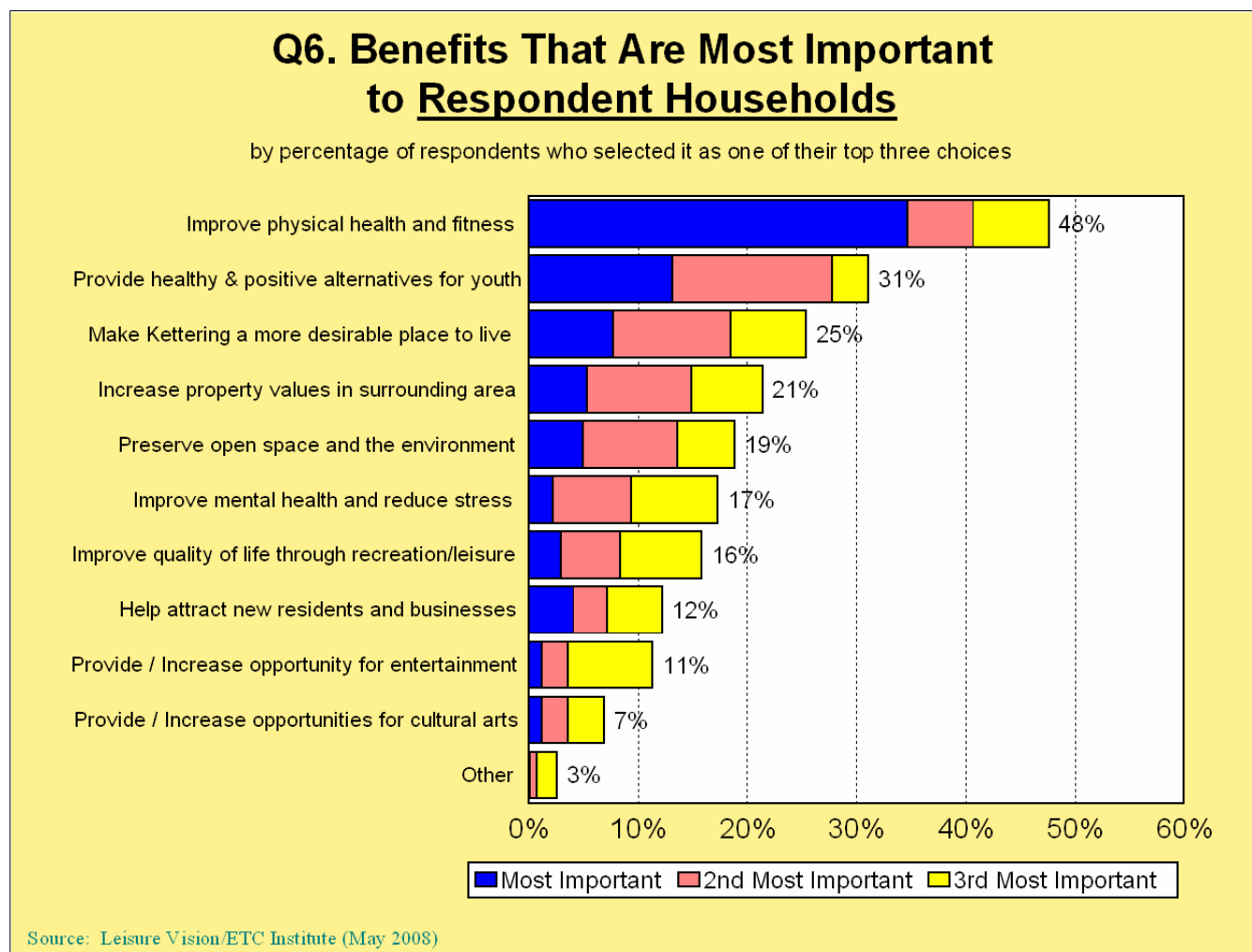
- **The benefits that the highest percentage of respondents strongly agree are provided by parks, recreation and cultural arts facilities and services are: make Kettering a more desirable place to live (69%), improve improve physical health and fitness (67%), and provide healthy and positive alternatives for youth (66%).**



Benefits That Are Most Important to Respondent Households

From a list of 10 options, respondents were asked to indicate which three benefits are most important to their household. The following summarizes key findings:

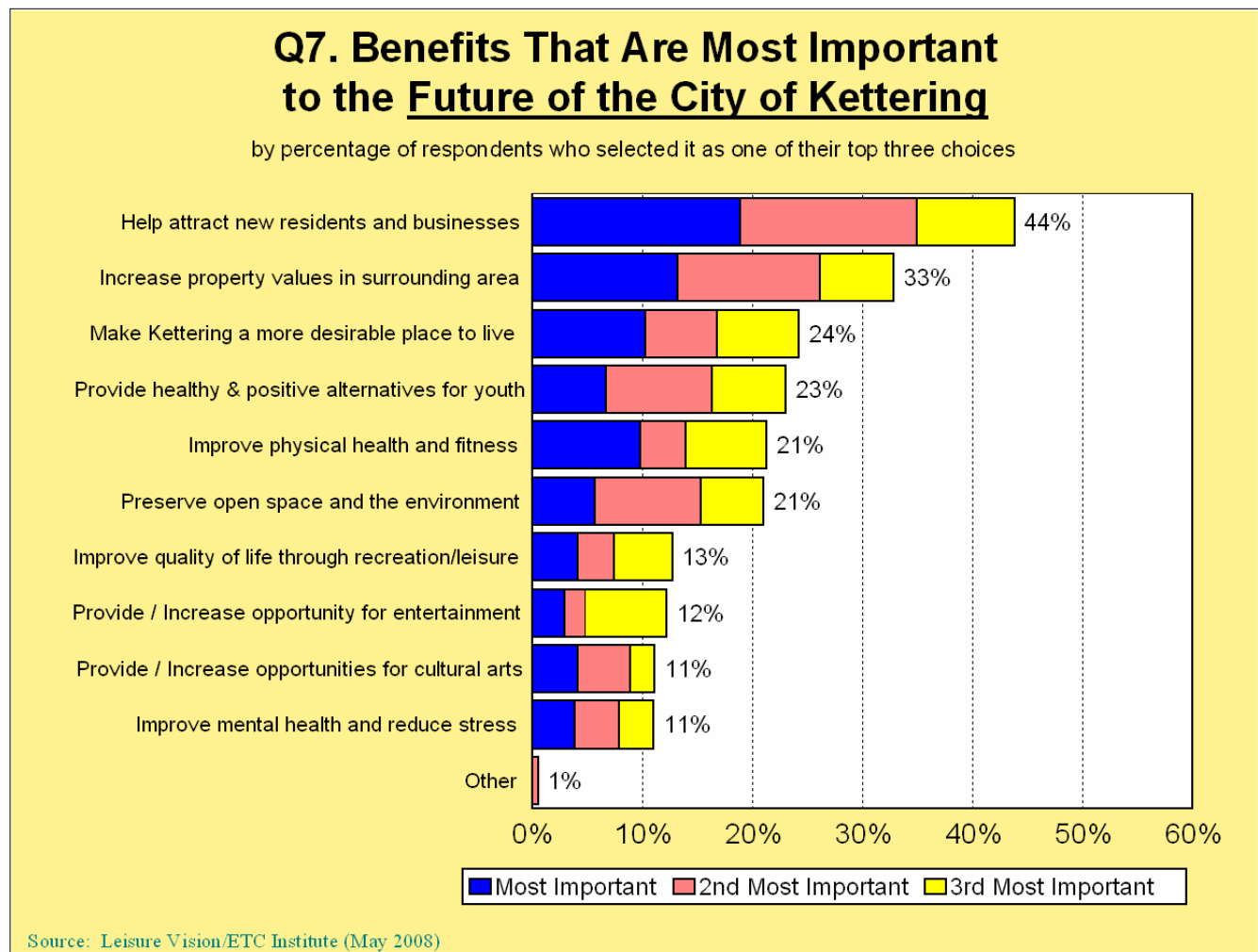
- **Based on the sum of their top three choices, the benefits that respondents rated as the most important to their household are: improve physical health and fitness (48%), provide health and positive alternatives for youth (31%) and make Kettering a more desirable place to live (25%).** It should also be noted that improve physical health and fitness had the highest percentage of respondents select it as their first choice as the most important benefit to their household.



Benefits That Are Most Important to the Future of the City of Kettering

From a list of 10 options, respondents were asked to indicate which three benefits are most important to the future of the City of Kettering. The following summarizes key findings:

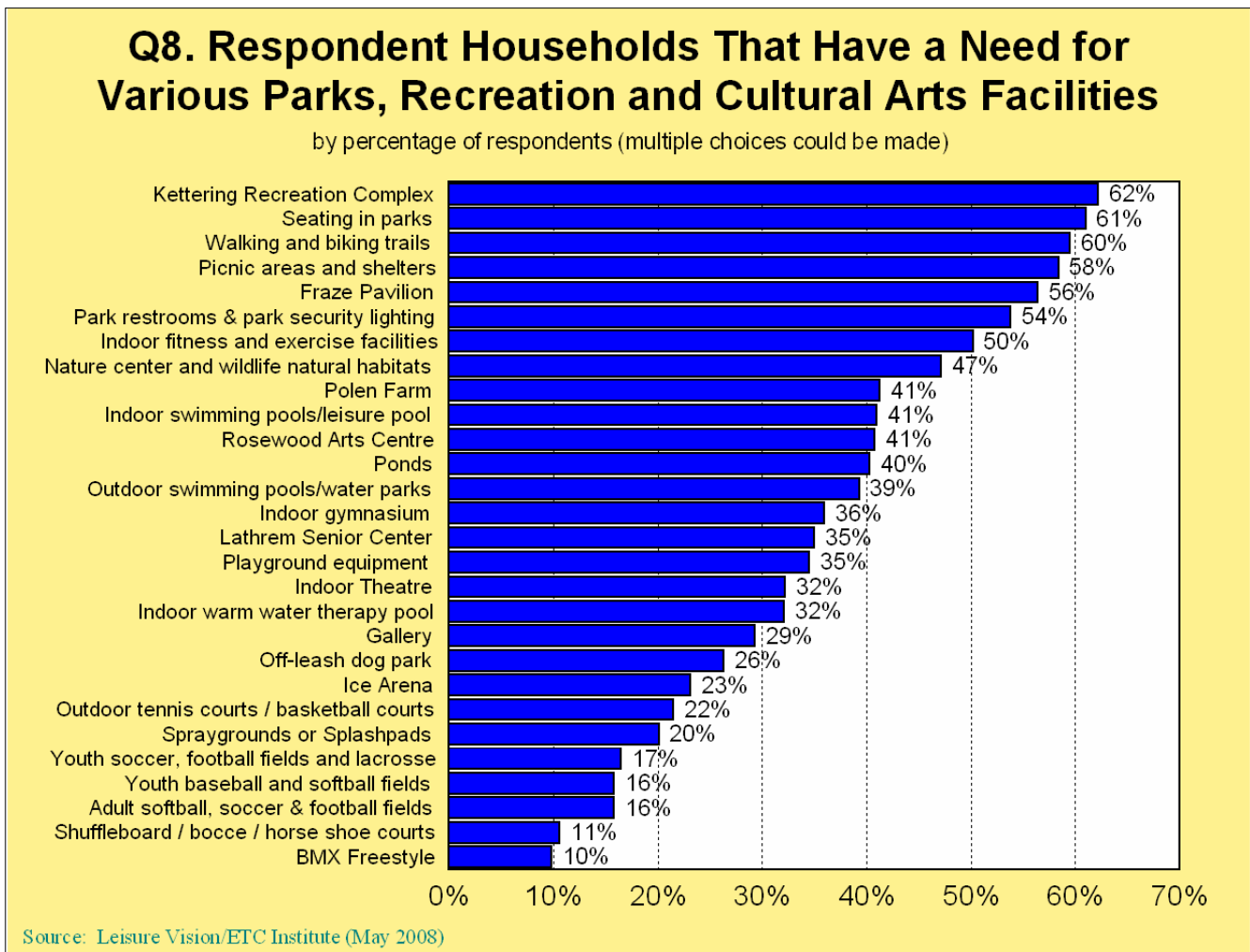
- **Based on the sum of their top three choices, the benefits that respondents rated as the most important to the future of the City of Kettering are: help attract new residents and businesses (44%), increase property values in surrounding area (33%), make Kettering a more desirable place to live (24%) and provide health and positive alternatives for youth (23%).** It should also be noted that help attract new residents and businesses had the highest percentage of respondents select it as their first choice as the most important benefit to the future of the City of Kettering.



Need for Parks, Recreation and Cultural Arts Facilities

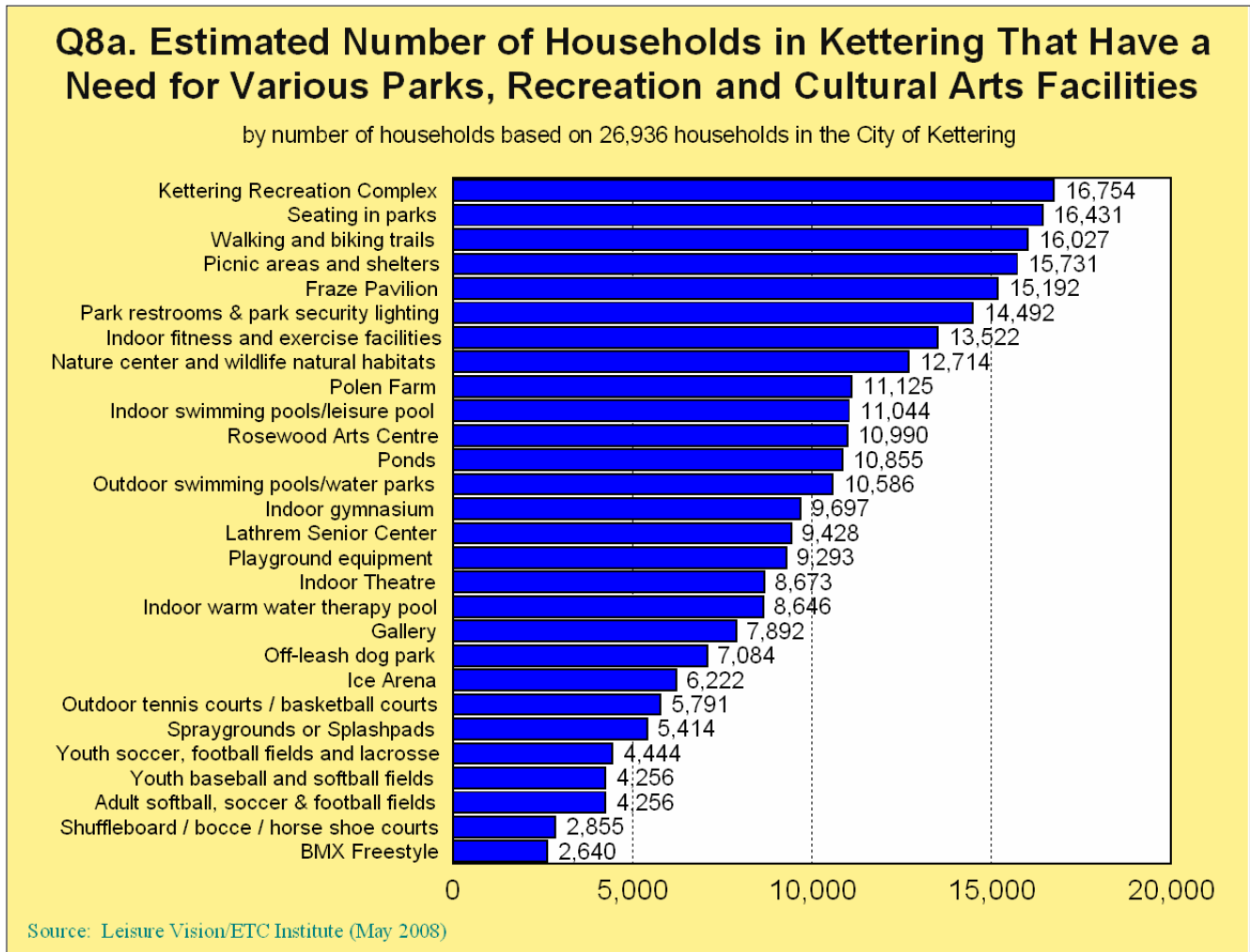
From a list of 28 parks, recreation and cultural arts facilities, respondents were asked to indicate all of the ones their household has a need for. The following summarizes key findings:

- There are six parks, recreation and cultural arts facilities that over 50% of respondent households have a need for: Kettering Recreation Center (62%), seating in parks (61%), walking and biking trails (60%), picnic areas and shelters (58%), Frazee Pavilion (56%) and park restrooms and park security lighting (54%).



Need For Parks, Recreation and Cultural Arts Facilities in the City of Kettering

From the list of 28 parks, recreation and cultural arts facilities, respondents were asked to indicate all of the ones their household has a need for. The graph below shows the estimated number of households in the City of Kettering that have a need for various parks, recreation and cultural facilities, based on 26,936 households in the City.



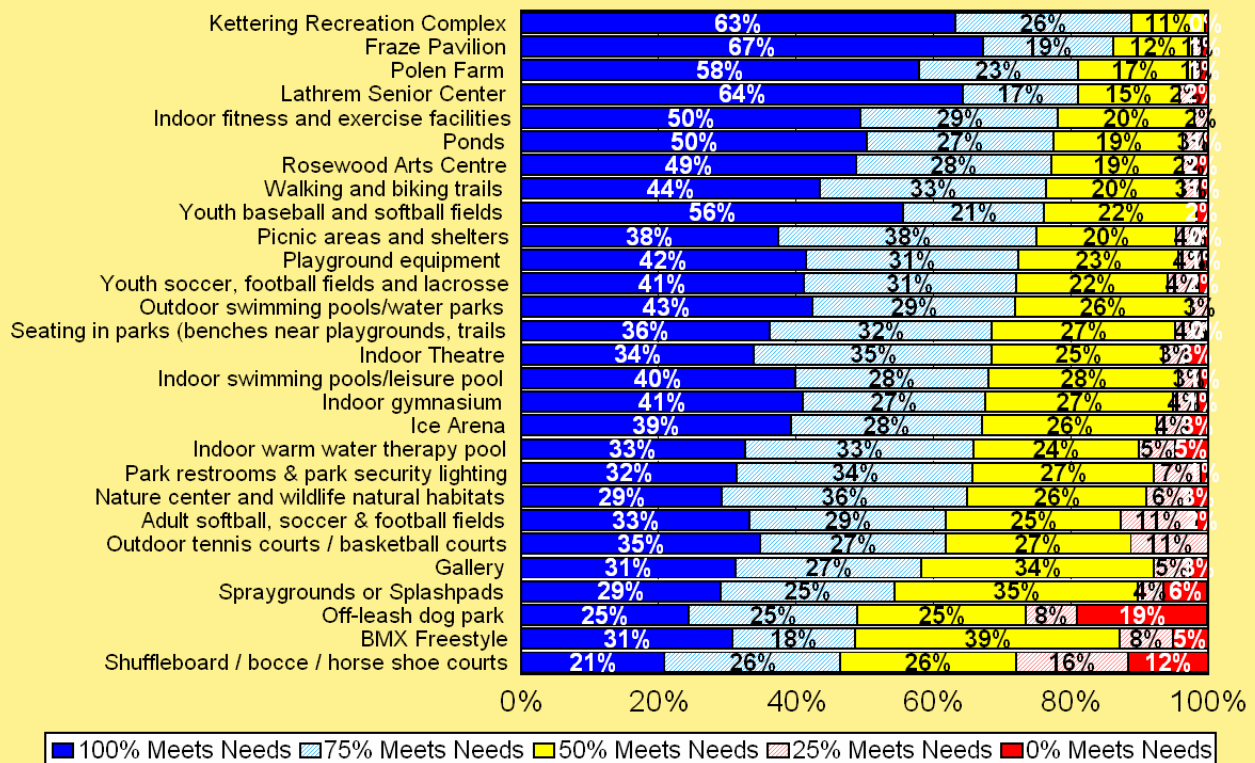
How Well Parks, Recreation and Cultural Arts Facilities Meet Needs

From the list of 28 parks, recreation and cultural arts facilities, respondent households that have a need for parks and facilities were asked to indicate how well these types of parks and facilities meet their needs. The following summarizes key findings:

- **The parks, recreation and cultural arts facilities that meet the needs of the highest percentage of respondent households are: Fraise Pavilion (67%), Lathrem Senior Center (64%), and the Kettering Recreation Complex (63%).**

Q8. How Well Parks, Recreation and Cultural Arts Facilities Meet the Needs of Respondent Households

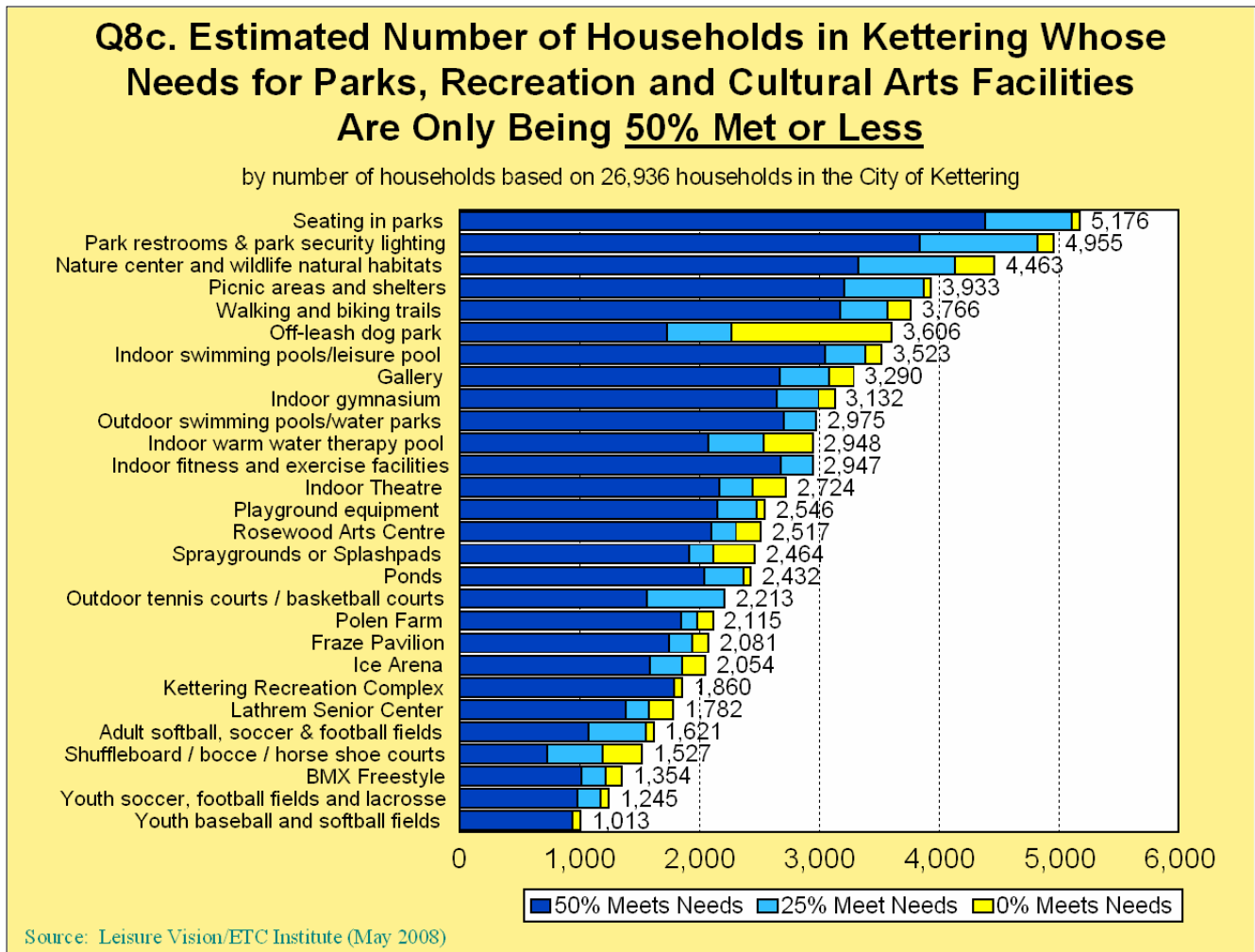
by percentage of respondent households that have a need for facilities



Source: Leisure Vision/ETC Institute (May 2008)

Kettering Households with Their Park/Facility Needs Being 50% Met or Less

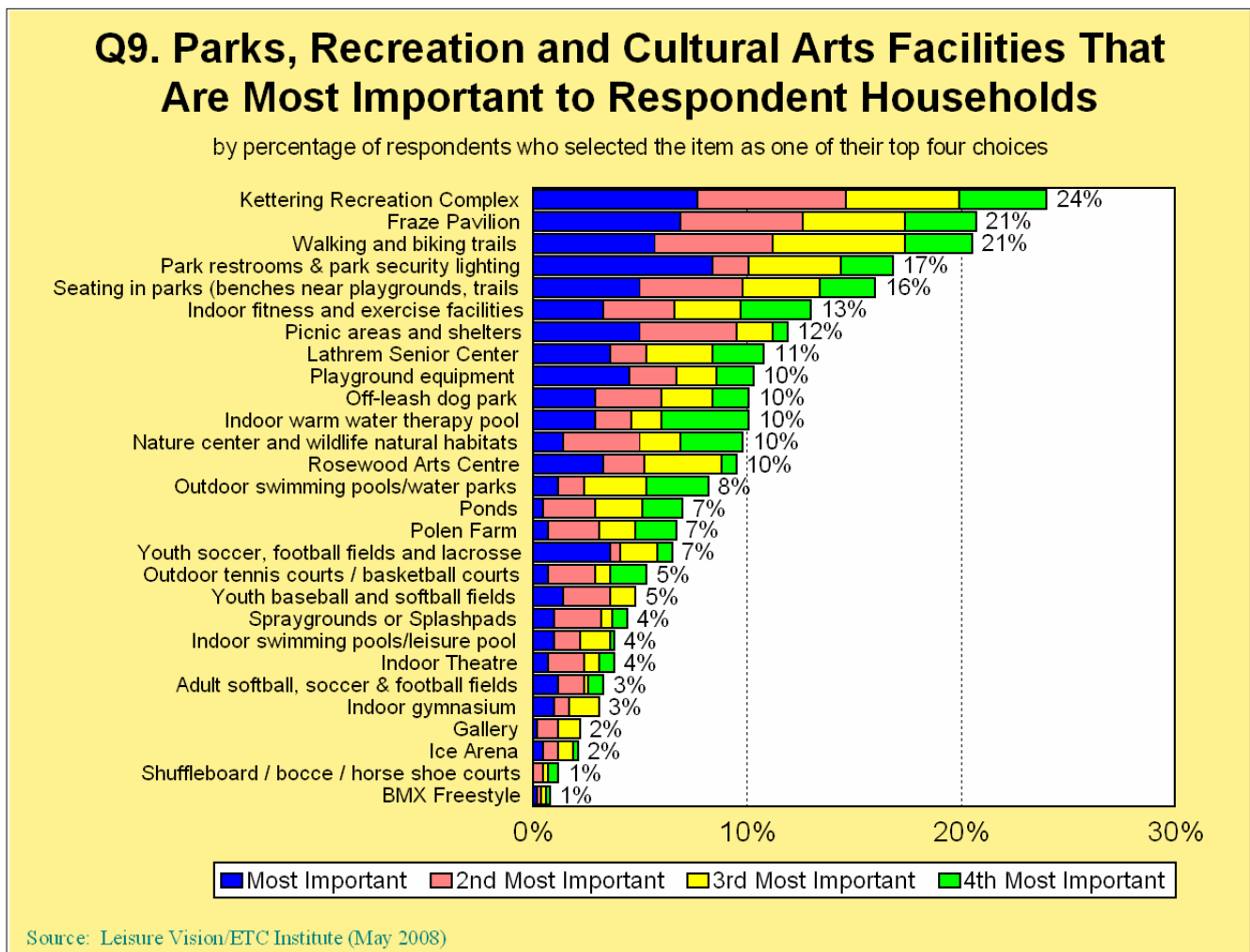
From the list of 28 parks, recreation and cultural arts facilities, respondent households that have a need for parks and facilities were asked to indicate how well these types of parks and facilities meet their needs. The graph below shows the estimated number of households in the City of Kettering whose needs for parks and facilities are only being 50% met or less, based on 26,936 households in the City.



Most Important Parks, Recreation and Cultural Arts Facilities

From the list of 28 parks, recreation and cultural arts facilities, respondents were asked to select the four parks and facilities that are most important to their household. The following summarizes key findings:

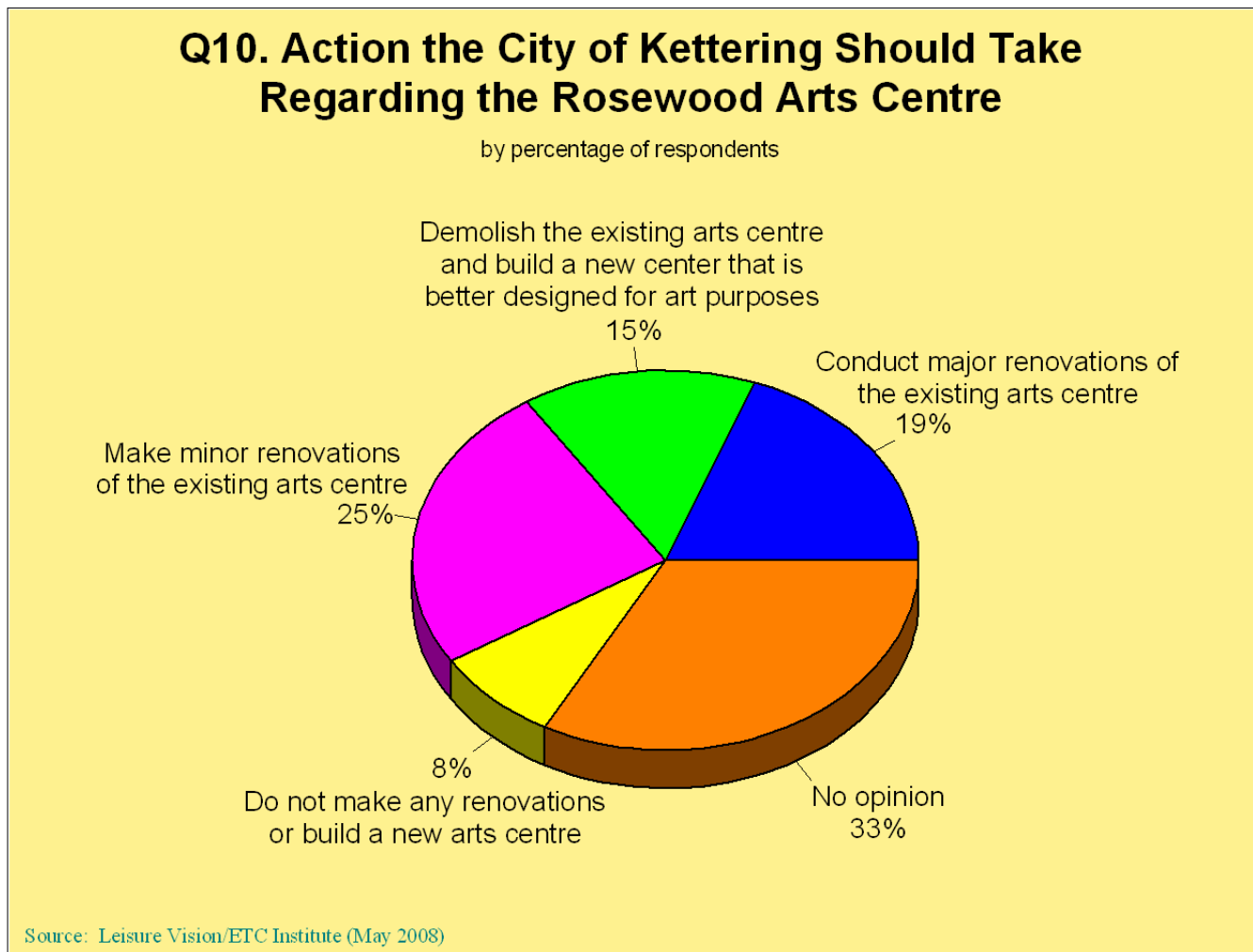
- **Based on the sum of their top four choices, the parks, recreation and cultural arts facilities that are most important to respondent households are: Kettering Recreation Complex (24%), Frazee Pavilion (21%), walking and biking trails (21%), park restrooms and park security lighting (17%) and seating in parks (16%)** It should also be noted that park restrooms and park security lighting had the highest percentage of respondents select it as their first choice as the most important park/facility.



Actions to Take Regarding the Rosewood Arts Centre

From a list of five options, respondents were asked to indicate the action the City of Kettering should take regarding the Rosewood Arts Centre. The following summarizes key findings:

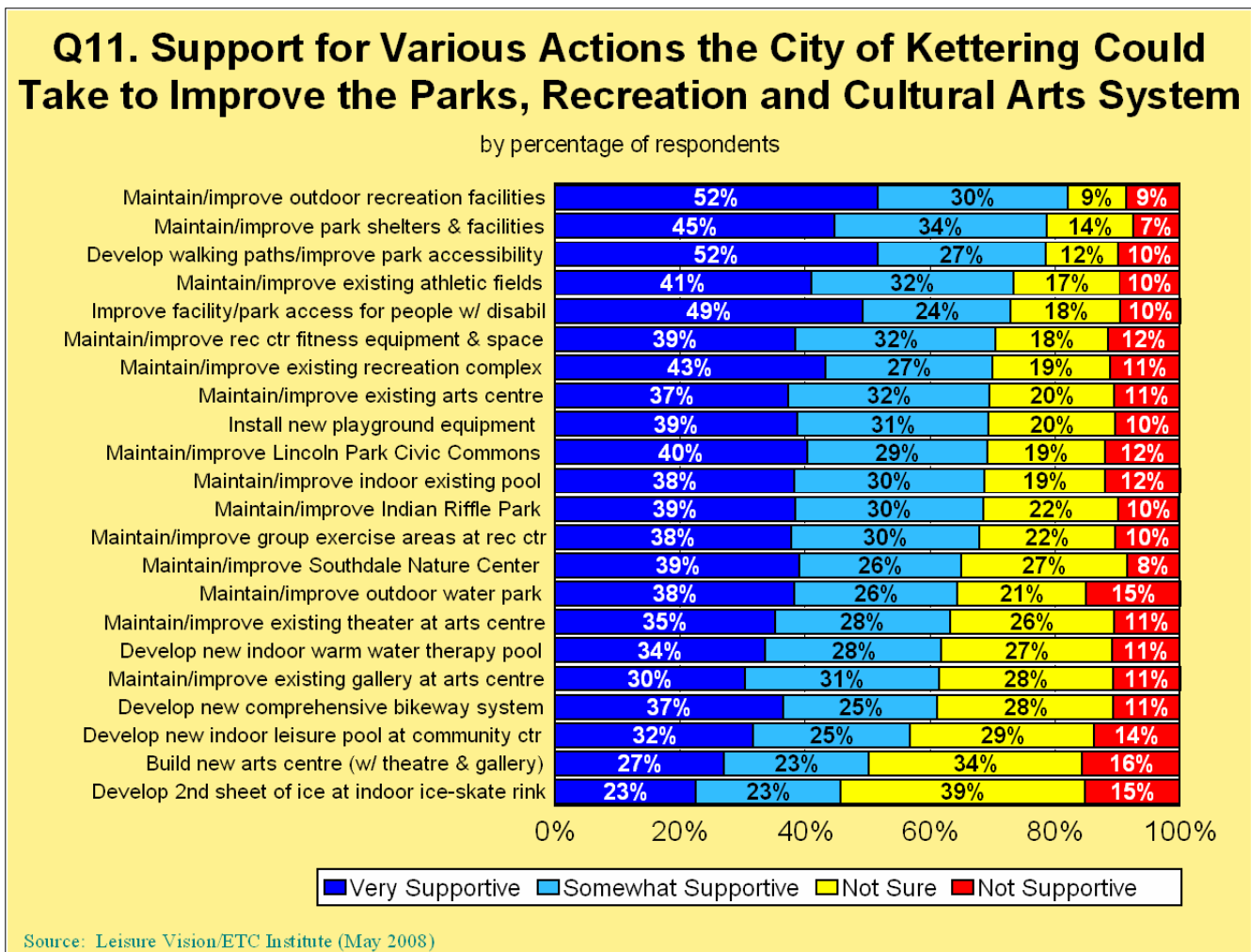
- **Fifty-nine percent (59%) of respondents feel the City of Kettering should make some type of renovation to the Rosewood Arts Centre: 25% feel they should make minor renovations, 19% feel they should make major renovations, and 15% feel they should demolish the center and build a new one.** In addition, 8% of respondents feel the City should not make any renovations, and 33% do not have an opinion.



Level of Support for Actions to Improve the Parks, Recreation and Cultural Arts System

From a list of 22 actions the City of Kettering could take to improve the parks, recreation and cultural arts system, respondents were asked to indicate their level of support for each action. The following summarizes key findings:

- The actions that the highest percentage of respondent households are very supportive of the City taking to improve the parks, recreation and cultural arts system are: maintain and improve outdoor recreation facilities (52%), develop walking paths and improve park accessibility (52%) and improve facility and parks access for people with disabilities (49%).



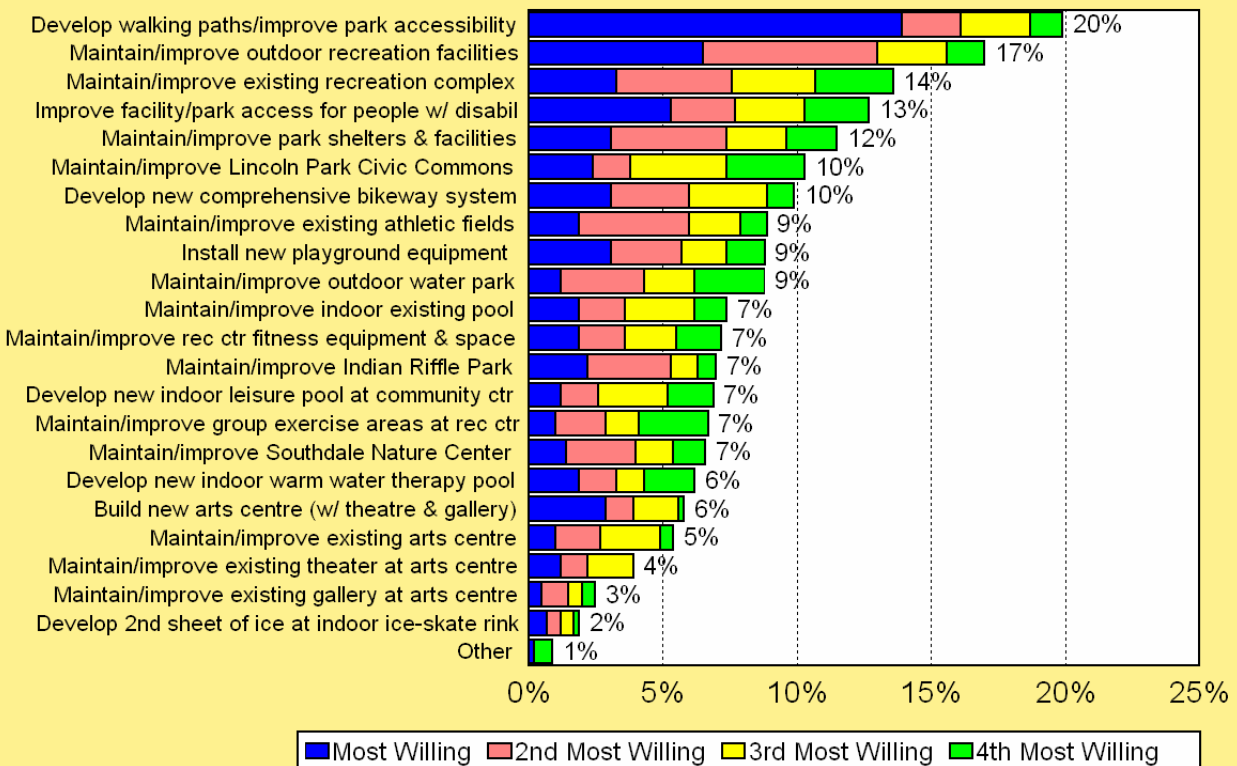
Actions Respondent Would Be Most Willing to Fund with a Bond Levy

From a list of 22 actions the City of Kettering could take to improve the parks, recreation and cultural arts system, respondents were asked to select the four actions their household would be most willing to fund with a bond levy. The following summarizes key findings:

- Based on the sum of their top four choices, the actions that respondents would be most willing to fund with a bond levy are: develop walking paths and improve park accessibility (20%), maintain and improve outdoor recreation facilities (17%) and maintain and improve the existing recreation complex (14%).** It should also be noted that develop walking paths and improve park accessibility had the highest percentage of respondents select it as their first choice as the action they would be most willing to fund with a bond levy.

Q12. Actions Respondents Would Be Most Willing to Fund with a Bond Levy

by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (May 2008)

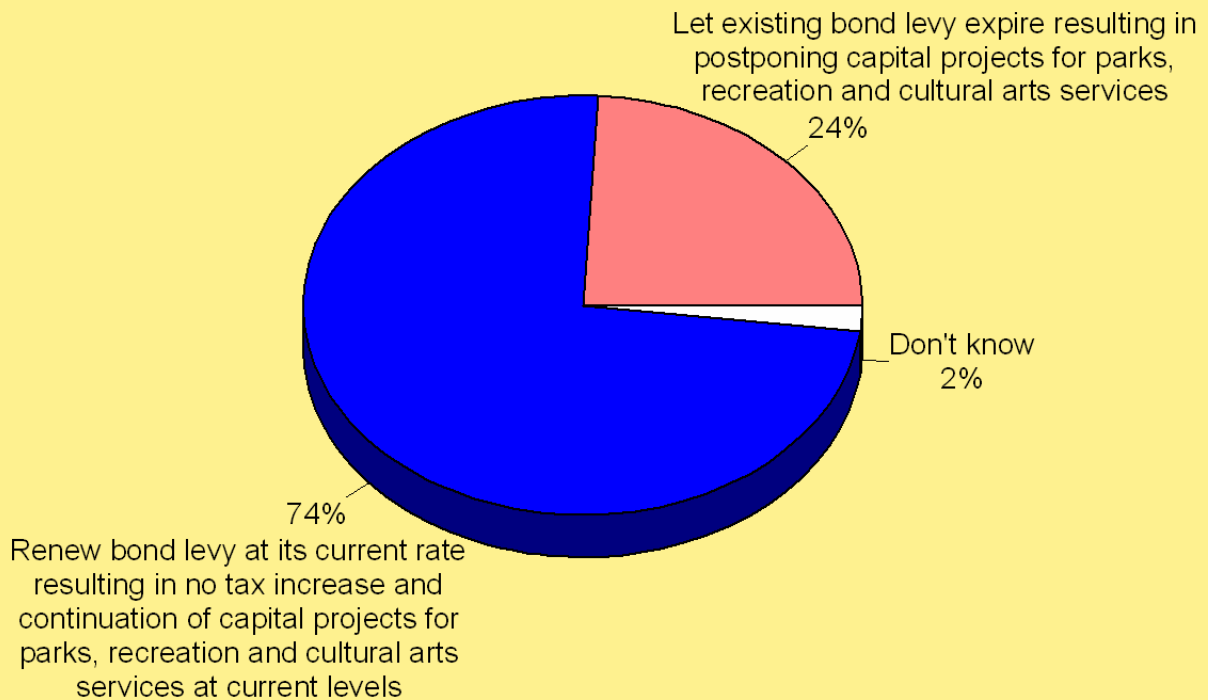
Action Respondents Would Support Regarding the Bond Levy

From a list of two options, respondents were asked to indicate which option they most support regarding a bond levy passed in 1988 to renovate and improve existing parks, recreation and cultural arts facilities. The following summarizes key findings:

- **Seventy-four percent (74%) of respondents support renewing the bond levy.** Twenty-four percent (24%) of respondents support letting the existing bond levy expire, and 2% indicated “don’t know”.

Q13. Action Respondents Most Support Regarding the Parks, Recreation and Cultural Arts Bond Issue

by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2008)

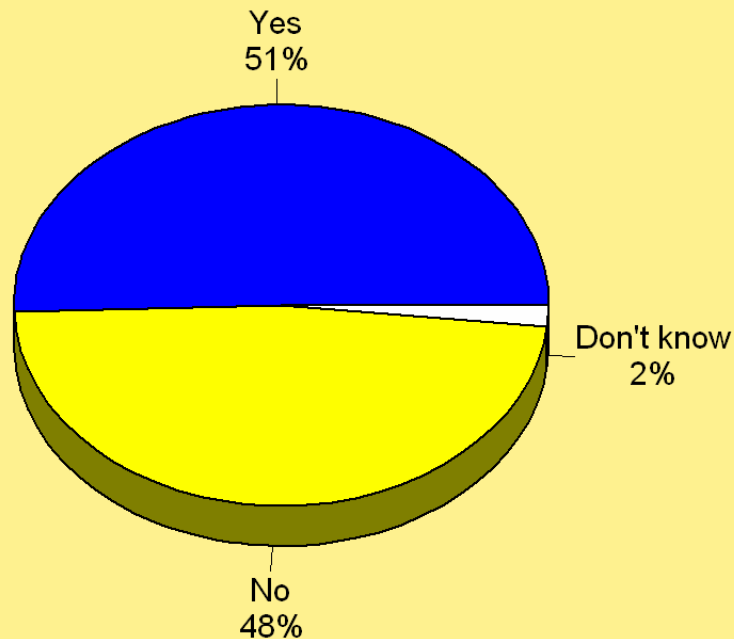
Paying Additional Money to Continue Bond Levy

Respondents who support renewing the bond levy to continue capital projects for parks, recreation and cultural arts services were asked if they would be willing to pay additional money above the continuation of the \$24.50 per \$100,000 home to maintain, improve and develop additional facilities. The following summarizes key findings:

- **Of the 74% of respondents who support renewing the bond levy, 51% are willing to pay additional money above the continuation of the \$24.50 per \$100,000 home to maintain, improve and develop additional facilities.**

Q13a. Would Respondents Who Support Renewing the Bond Levy Be Willing to Pay Additional Money Above the Continuation of \$24.50 per \$100,000 Home to Maintain, Improve and Develop Additional Facilities

by percentage of respondents who support renewing the bond levy



Source: Leisure Vision/ETC Institute (May 2008)

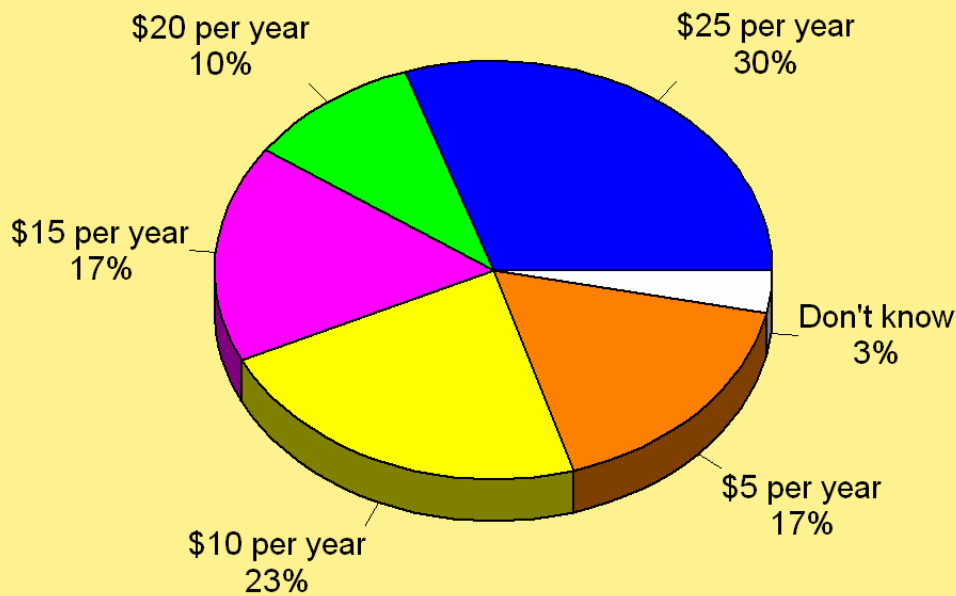
Maximum Amount of Additional Money Willing to Pay to Continue Bond Levy

Respondents who support renewing the bond levy to continue capital projects for parks, recreation and cultural arts services and are willing to pay additional money were asked to indicate the maximum amount they would pay above the continuation of \$24.50 per \$100,000 home. The following summarizes key findings:

- **Of those who support renewing the bond levy and are willing to pay additional money, 57% would pay at least \$15 per year above the \$24.50 to continue the bond levy.**

Q13b. Maximum Amount Respondents Would Be Willing to Pay Above the \$24.50 to Continue the Bond Levy

by percentage of respondents who support renewing the bond levy and are willing to pay additional money to maintain, improve and develop additional facilities



Source: Leisure Vision/ETC Institute (May 2008)

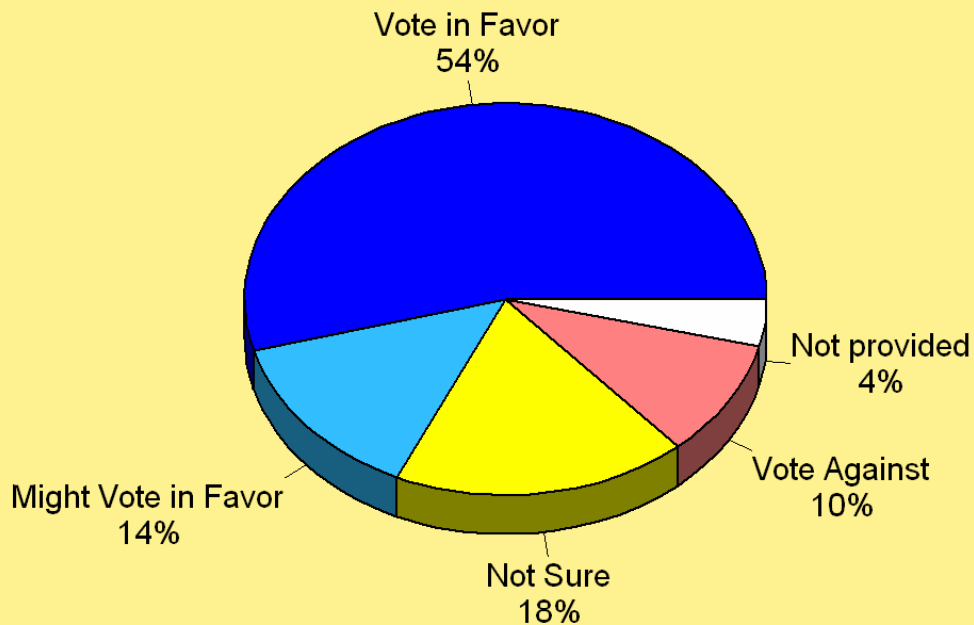
Voting on a Bond Levy to Fund Parks, Recreation & Cultural Arts Capital Projects

Respondents were asked how they would vote on a bond levy to fund the types of parks, recreation and cultural arts capital projects that are most important to their household and for the amount of bond levy they would support. The following summarizes key findings:

- **Sixty-eight percent (68%) of respondent households would either vote in favor (54%) or might vote in favor (14%) of a bond levy to fund the types of parks, recreation and cultural arts capital projects that are most important to their household.** In addition, 10% of respondents would vote against the bond levy, and 18% are not sure how they would vote.

Q14. How Respondents Would Vote on a Bond Levy to Fund the Types of Parks, Recreation, and Cultural Arts Capital Projects That Are Most Important to Their Household and for the Amount They Would Support

by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2008)

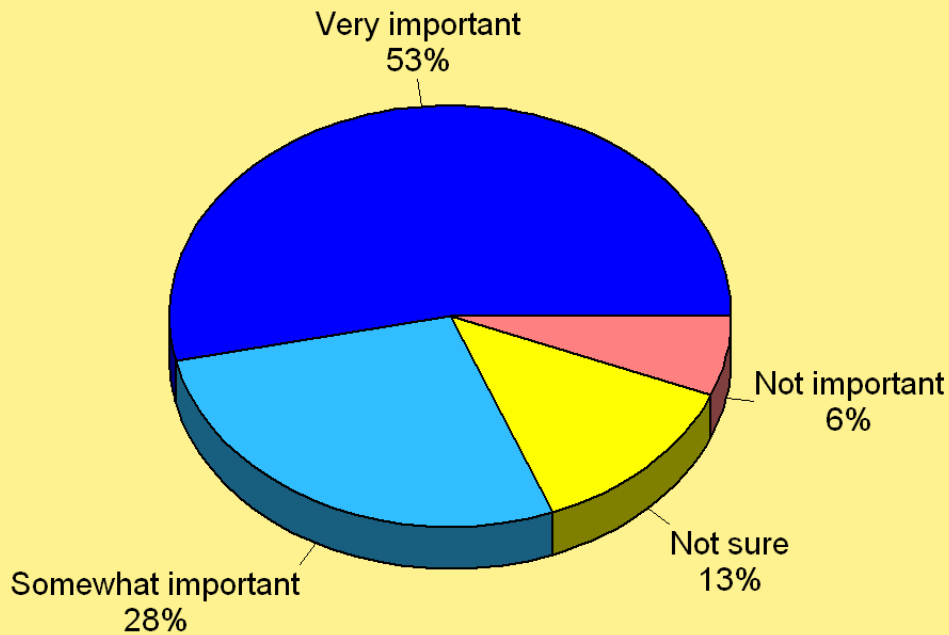
Importance of Funding Parks, Recreation and Cultural Arts Improvements

Respondents were asked to indicate how important they feel it is to fund City of Kettering parks, recreation, and cultural arts facilities and programs. The following summarizes key findings:

- **Eighty-one percent (81%) of respondents feel it's either very important (53%) or somewhat important (28%) for the City of Kettering to fund parks, recreation and cultural arts facilities.** Only 6% of respondents feel it's not important, and 13% indicated "not sure".

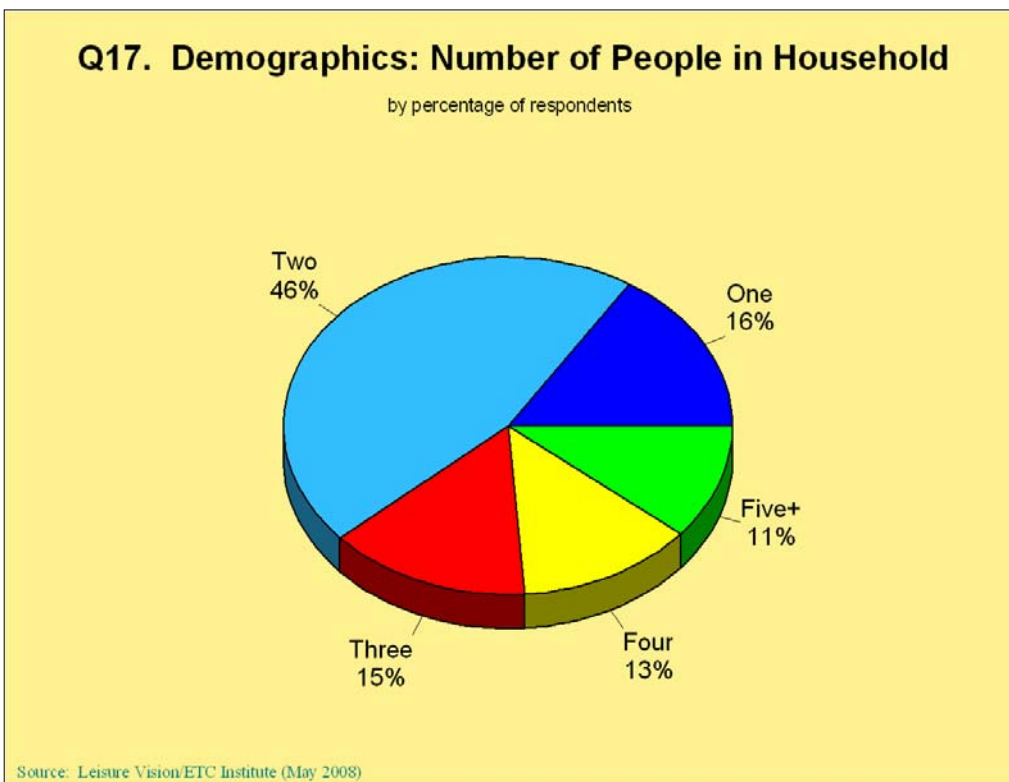
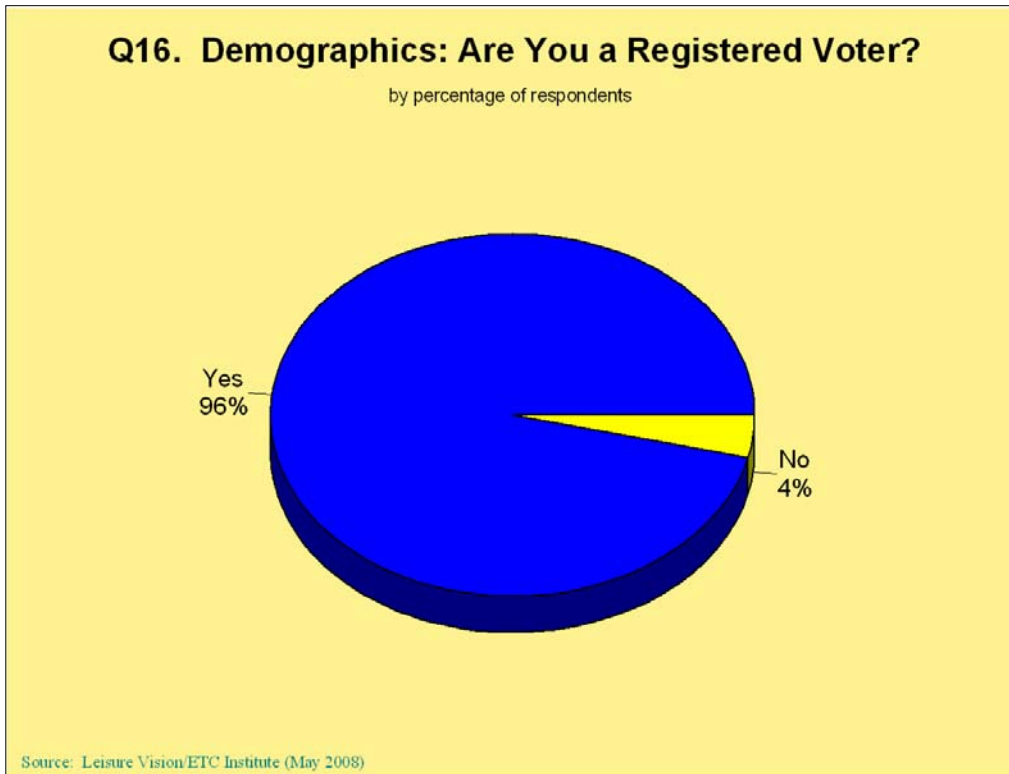
Q15. Importance of Funding Improvements to City of Kettering Parks, Recreation and Cultural Arts Facilities and Programs

by percentage of respondents

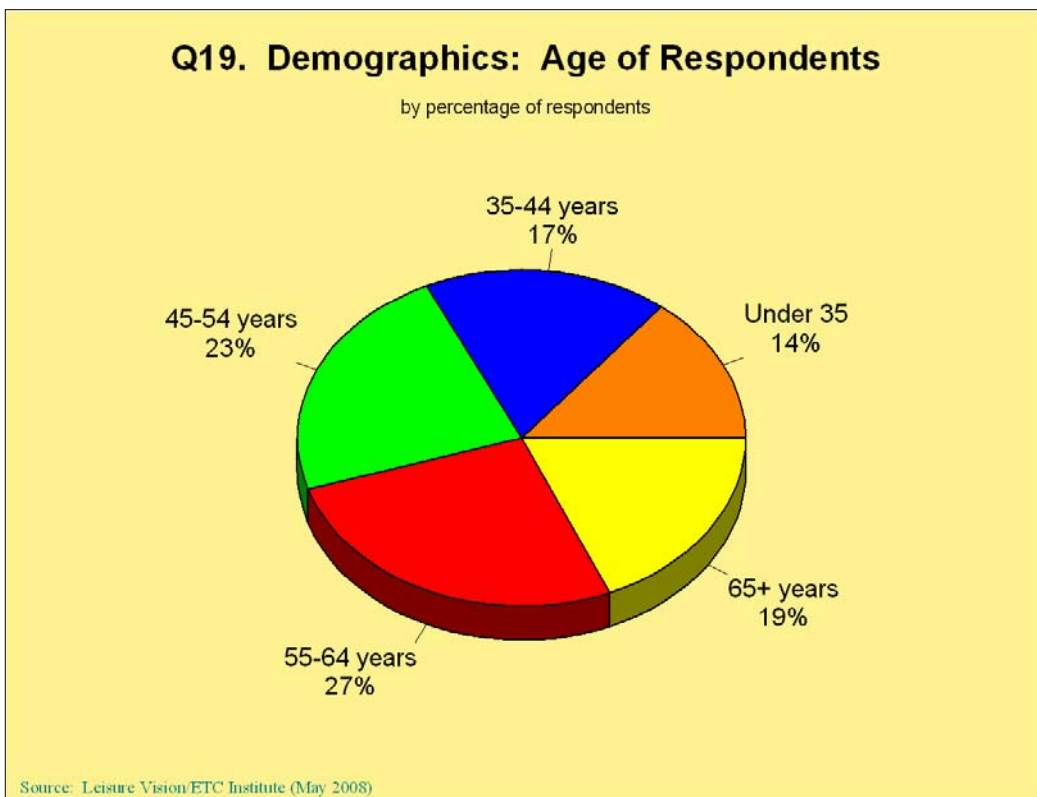
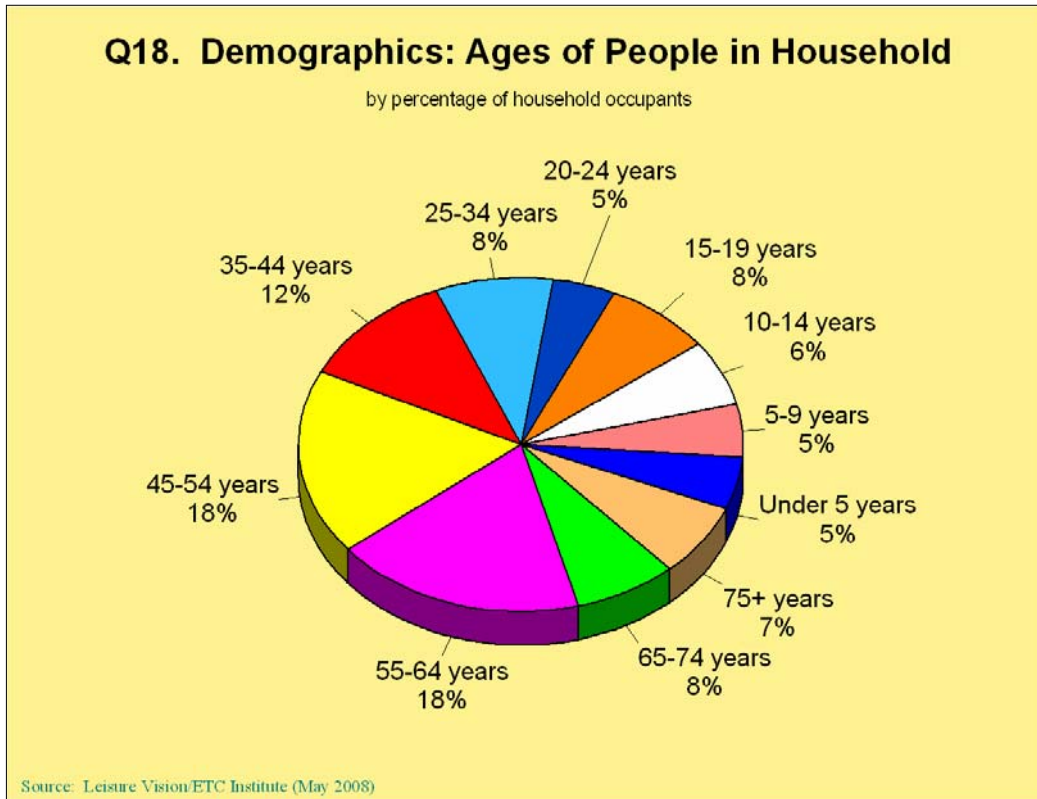


Source: Leisure Vision/ETC Institute (May 2008)

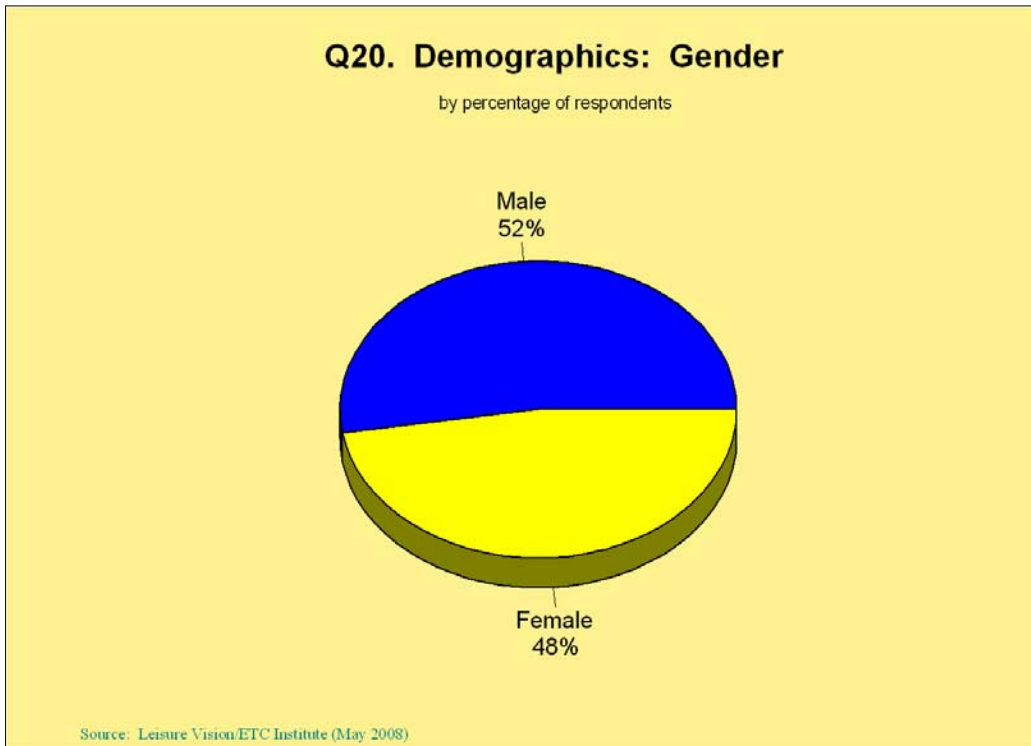
Demographics



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