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# The City of Kettering Community Survey

## Executive Summary

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### Overview

ETC Institute administered a community survey for the City of Kettering during the spring of 2017. The survey was administered as part of the City of Kettering's Parks, Recreation and Cultural Arts Department's efforts to provide quality services that the citizens of Kettering need and value. The survey and its results will guide the City of Kettering in taking a resident-driven approach to making decisions that will enrich the future of the community and positively affect the lives of all its residents.

### Methodology

ETC Institute mailed a survey packet to a random sample of households in the City of Kettering. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it on-line at [www.KetteringPRCA.org](http://www.KetteringPRCA.org).

Ten days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the households that received the survey to encourage participation. The emails contained a link to the on-line version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of the City of Kettering from participating, everyone who completed the survey on-line was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered on-line with the addresses that were originally selected for the random sample. If the address from a survey completed on-line did not match one of the addresses selected for the sample, the on-line survey was not counted.

The goal was to obtain completed surveys from at least 400 residents. The goal was exceeded with a total of 607 residents completing the survey. The overall results for the sample of 607 households have a precision of at least +/-3.98% at the 95% level of confidence.

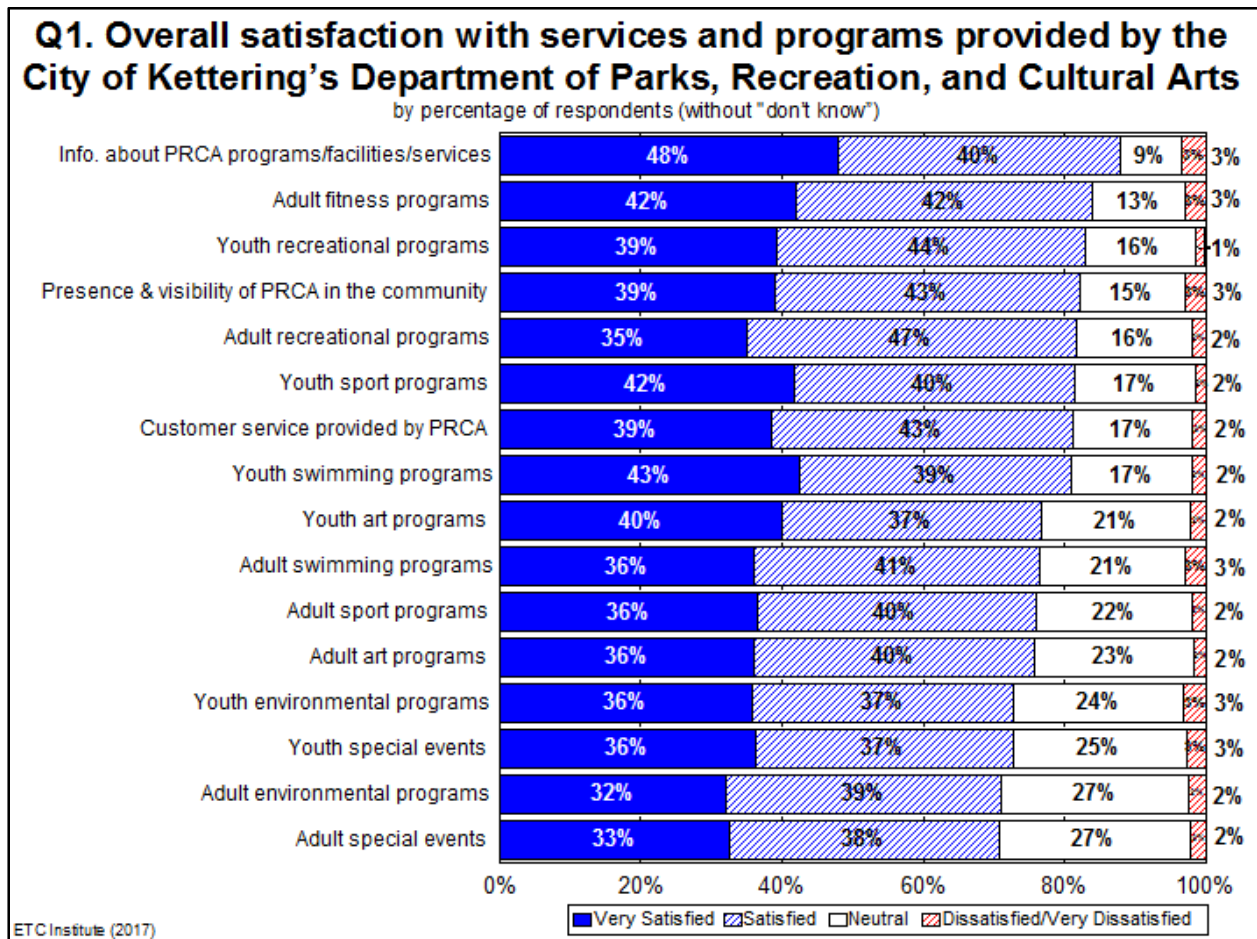
This report contains the following:

- Charts showing the overall results of the survey (Section 1)
- Importance-Satisfaction Analysis which indicates priority actions for the City to address based upon the survey results (Section 2)
- Tabular data showing the overall results for all questions on the survey (Section 3)
- A copy of the survey instrument (Section 4)

The major findings of the survey are summarized below and on the following pages.

## Overall Satisfaction

Based on the sum of “very satisfied” and “somewhat satisfied” responses 84% of respondents are satisfied with the overall value their household receives from the City of Kettering Parks, Recreation, and Cultural Arts Department. Since 1998, ETC Institute has conducted household surveys for numerous parks and recreation issues in more than 400 communities in 49 states. Based on the results of these surveys the City of Kettering compares favorably to the national results. Nationally, 63% of respondents indicated they were either “very satisfied” or “somewhat satisfied” with the overall value they have received from their parks and recreation department which is 21% less than the City of Kettering. The chart below shows how respondents rated their overall satisfaction with programs provided by the City of Kettering’s Department of Parks, Recreation and Cultural Arts.



## Benefits and Impact on the Community

When asked to indicate the most important benefits received from the City of Kettering Parks, Recreation, and Cultural Arts Department 75% of respondents indicated it keeps the household healthy and physically active. The other most common responses include: supports the community (54%), gets the household out of the house (48%) and provides opportunities for youth activities (47%).

Respondents were then asked to indicate the ways they think the City of Kettering Parks, Recreation, and Cultural Arts Department has the most impact on the Kettering Community. Eighty-eight percent (88%) of respondents believe the City of Kettering Parks, Recreation, and Cultural Arts Department makes Kettering a desirable place to live, 69% think the department enhances the quality of life, 53% think the department strengthens neighborhoods, and 52% of respondents think the department is a good investment of tax dollars.

## **Park Facilities and Priorities**

Respondents were asked to indicate the reasons they visit Kettering Parks. Seventy-one percent (71%) of respondents indicated they use walking paths, 66% enjoy the outdoors, 60% exercise, and 50% use playgrounds. Five percent (5%) of respondents indicated they do not use parks.

According to respondents the most used parks in the City of Kettering within the past 12 months are: Delco Park (67%), Lincoln Park (55%), and Indian Riffle Park (50%). Eight percent (8%) of respondents indicated they did not visit any parks within the past 12 months. After the three most used parks (Delco, Lincoln, and Indian Riffle Parks) there was a sharp drop off in use. The fourth most used park was Ernst Park with only 23% of respondents indicating they had used the park within the past 12 months.

Thirty-seven percent (37%) of respondents indicated they visit Kettering parks a few times per year (summer/seasonally), 31% indicated they visit once per month, 19% indicated they visit at least once per week, 7% visit once or twice per year, and 5% never visit Kettering parks.

The park facilities provided by the City of Kettering's Department of Parks, Recreation, and Cultural Arts that had the highest levels of satisfaction, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents who had an opinion, were: neighborhood parks (94%), playgrounds (91%), walking and biking trails (90%), and shelters and picnic areas (87%).

## **Usage of Recreation and Cultural Arts Facilities**

The most used Recreation and Cultural Art facilities include Frazee Pavilion (69%) and Kettering Recreation Complex (68%). The third most used facility was the Kettering Fitness and Wellness Center (39%). Ten percent (10%) of respondents indicated they had not visited any of the 10 Recreation and Cultural Art facilities that were listed. Of those who have visited a Recreation or Cultural Art facility within the past 12 months 36% visit a few times per year (summer/seasonally), 28% visit at least once per week, 27% visit at least once per month, and 7% visit once or twice per year.

Thirty-five percent (35%) of respondents indicated they have registered for a Parks, Recreation, and Cultural Arts program or participated in a drop in program during the past 12 months.

## **Communication**

Of the 84% of respondents who have seen the Parks, Recreation, and Cultural Arts Activities Guide 90% of those indicated they think the information in the PRCA Activities Guide is easy to find. Five percent (5%) indicated the information is not easy to find, and 5% indicated "don't know" which suggests they have not utilized the Activities Guide. When asked which

publications they read most residents either read Reach Magazine (69%) or Dayton Daily News (67%), only 14% read the Dayton City Paper which was the third most selected publication.

Thirty-one percent (31%) of respondents indicated they have used the PlayKettering web page. Of those who have used the web page 60% use it a few times per year, 23% use it once a month, 15% use it once a year or less, and 2% use it at least once per week. A comparable number of respondents indicated they use the PlayKettering web page for each of the four reasons that were given on the survey. Fifty percent (50%) of respondents indicated they use the web page to register for a class or program, 46% use the web page to get information about facilities (hours of operation, fees), 44% use the web page to get information about events, and 42% of respondents use the web page to get information about programs and classes offered.

Most (69%) of respondents indicated they visit Facebook on a weekly basis, the next most visited social media sites include Pinterest (20%) and Instagram (18%). Nearly one out of every four respondents (24%) indicated they do not use any form of social media. Based on these responses, it appears that those respondents who do use social media once a week typically use Facebook. Any City communication efforts that utilize social media would be best delivered via Facebook.

Respondents were asked to indicate which electronic device they use most often to search for information regarding programs, faculties, and events offered by the City of Kettering Parks, Recreation, and Cultural Arts Department. A majority (60%) of respondents use their cell phone which was followed by laptops (45%), tablets (33%), and desktops (32%). Eight percent (8%) of respondents indicated they do not use any electronic devices.

## **Sports Programs and Fitness**

Only 22% of households in the City of Kettering participate in a youth and or adult sports program with the City of Kettering Parks, Recreation, and Cultural Arts Department. Of those who do participate leagues, skill development programs, and drop in programs are the types of sports programs that appeal to households the most.

Only 9% of respondents indicated they do not work out, when asked to indicate where they work out most respondents were evenly split among home (29%), outdoors (23%), a City facility (21%), and an other facility (18%). Sixty-six percent of respondents indicated they do cardio, 46% participate in strength/weights, 28% do flexibility workouts, 17% participate in group exercise, and 20% of respondents who indicated they work out participate in some other form of exercise.

Over half (56%) of respondents indicated they would be interested in working out in group classes. Of those 56% who are interested 60% would be interested in mind/body (yoga, Pilates), 58% would be interested in aerobics/cardio, and 44% would be interested in strength training. The two most important things to respondents when selected a place to work out are: a convenient location (69%) and price (36%).

## Cultural Arts

Seven percent (7%) of respondents indicated their household participates in or attends any programs at Rosewood Arts Centre. Of those who do participate in programs at Rosewood Arts Centre 45% participate in youth art classes and free family events, and 42% participate in adult arts classes. Theatre performances (11%) were the least most participated in or attended activity at Rosewood Arts Centre. The most common reason preventing households from participating or using Rosewood Arts Centre is time (45%) followed by no interest in art activities (33%).

Although only 7% of respondents participate or attend any programs at Rosewood Arts Centre 95% of respondents indicate they believe a community arts facility provides value for the community of Kettering.

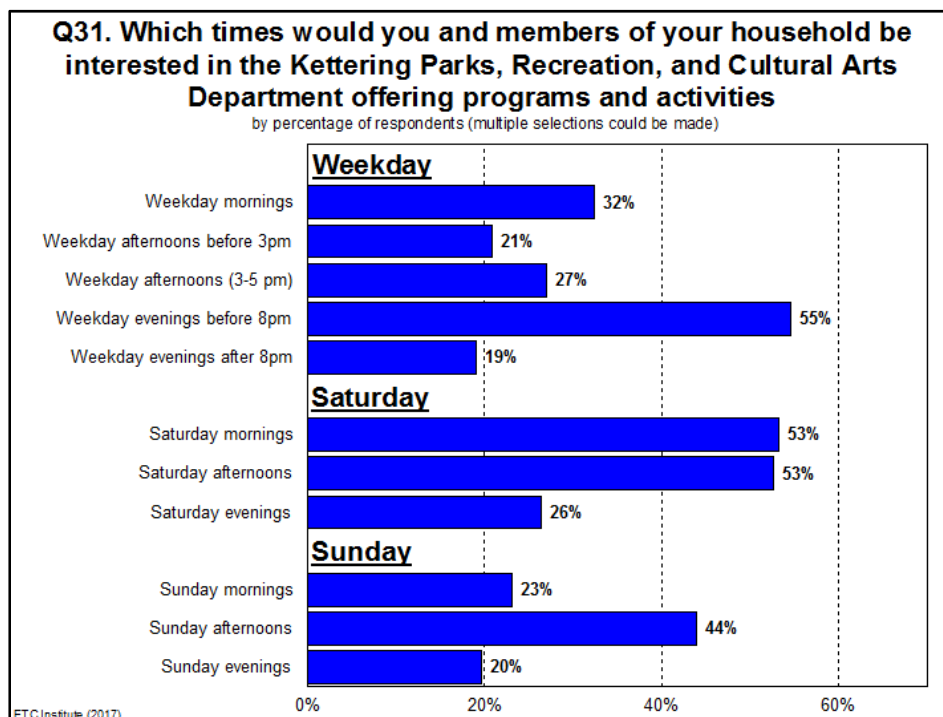
## Recreation and Environmental Programs

The two types of adult recreational programs that most interested respondents are: cooking classes (54%) and hobby classes (53%). The two most interesting youth recreation programs are: seasonal special events (57%) and parent/child activities (53%).

Respondents were asked to indicate what type of adult and youth nature programs they would like to see offered in Kettering. Gardening and landscaping (63%) was by far the most selected program for adults and science and nature education was very popular for youth.

## Scheduling Preference

Respondents were asked to indicate what times their household would be interested in the Kettering Parks, Recreation, and Cultural Arts Department offering programs and activities. The chart below shows what percentage of respondents selected each time.



## Investment Priorities

**Recommended Priorities for the Next Two Years.** In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on services and programs provided by the City of Kettering’s Department of Parks, Recreation and Cultural Arts and the level of satisfaction with each service or program. By identifying services and programs of high importance and low satisfaction, the analysis identified which will have the most impact on overall satisfaction over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in the Section 2 of this report.

**Overall Priorities for the City.** This analysis reviewed the importance of and satisfaction with services and programs provided by the City of Kettering’s Department of Parks, Recreation and Cultural Arts. Based on the results of this analysis, ETC Institute recommends that the City focus on youth recreational programs over the next two years in order to raise the City’s overall satisfaction rating.

The table below shows the importance-satisfaction rating for all 16 services and programs that were rated.

| <b>2017 Importance-Satisfaction Rating<br/>City of Kettering<br/>Services Provided by PRCA</b> |                         |                            |                       |                          |                                       |                        |
|--|-------------------------|----------------------------|-----------------------|--------------------------|---------------------------------------|------------------------|
| <b>Category of Service</b>   | <b>Most Important %</b> | <b>Most Important Rank</b> | <b>Satisfaction %</b> | <b>Satisfaction Rank</b> | <b>Importance-Satisfaction Rating</b> | <b>I-S Rating Rank</b> |
| <b>High Priority (IS .10-.20)</b>  |                         |                            |                       |                          |                                       |                        |
| Youth recreational programs  | 61%                     | 1                          | 83%                   | 3                        | 0.1050                                | 1                      |
| <b>Medium Priority (IS &lt;.10)</b>  |                         |                            |                       |                          |                                       |                        |
| Youth sport programs   | 38%                     | 3                          | 81%                   | 6                        | 0.0705                                | 2                      |
| Adult fitness programs   | 40%                     | 2                          | 84%                   | 2                        | 0.0642                                | 3                      |
| Adult recreational programs  | 33%                     | 4                          | 82%                   | 5                        | 0.0608                                | 4                      |
| Youth art programs   | 22%                     | 6                          | 77%                   | 9                        | 0.0508                                | 5                      |
| Adult special events   | 16%                     | 10                         | 71%                   | 16                       | 0.0469                                | 6                      |
| Youth environmental programs   | 15%                     | 11                         | 73%                   | 13                       | 0.0412                                | 7                      |
| Youth special events   | 15%                     | 12                         | 73%                   | 14                       | 0.0399                                | 8                      |
| Availability of information about PRCA programs, facilities & services                         | 32%                     | 5                          | 88%                   | 1                        | 0.0384                                | 9                      |
| Presence & visibility of PRCA in the community   | 21%                     | 7                          | 82%                   | 4                        | 0.0381                                | 10                     |
| Customer service provided by PRCA  | 20%                     | 8                          | 81%                   | 7                        | 0.0376                                | 11                     |
| Youth swimming programs  | 19%                     | 9                          | 81%                   | 8                        | 0.0369                                | 12                     |
| Adult environmental programs   | 9%                      | 15                         | 71%                   | 15                       | 0.0246                                | 13                     |
| Adult art programs   | 9%                      | 14                         | 76%                   | 12                       | 0.0218                                | 14                     |
| Adult swimming programs  | 9%                      | 13                         | 77%                   | 10                       | 0.0216                                | 15                     |
| Adult sport programs   | 7%                      | 16                         | 76%                   | 11                       | 0.0175                                | 16                     |