



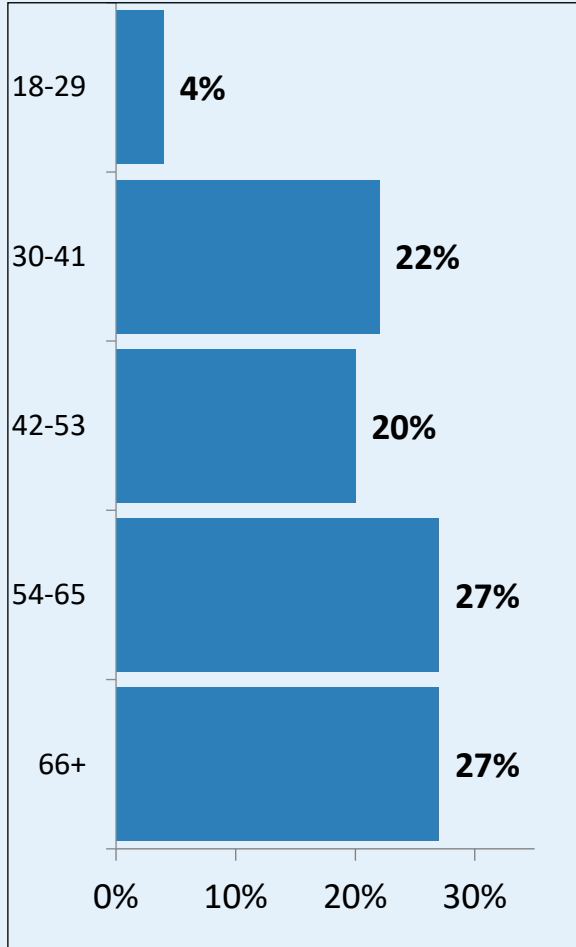
DRAFT Online Survey
Kettering Parks Community Interest
March 2022

The City of Kettering Parks, Recreation and Cultural Arts (PRCA) Department Community Interest Survey was available for online participation from March 9th to March 25th, with a total of 746 participant responses. Considering the self-selected nature of online surveys, the large number of participant responses, and the relative similarity to applicable census demographics, this survey is considered generally representative of the City of Kettering community. As is common for online surveys, most participants were female and therefore many questions were phrased with this in mind (e.g., *you or members of your household*).

- **96% of participants are 30 or older. More than half are 54 or older.**
(27% 54-65, 27% 66+, 22% 30-41, 20% 42-53)
- **52% of participants have an annual household income of less than \$100,000**, and a significant 19% preferred not to answer.
(19% \$50,000-\$74,999, 18% \$75,000-\$99,999, 15% under \$50,000)
- **63% of participants do not have children (age 17 or younger) in their household.**
- **93% of participants are White or Caucasian.**
- **74% of participants are female.**
- **72% of participants have lived in the City of Kettering for more than 10 years, and a majority have been residents for over 20 years.**
(54% over 20 years, 18% 10-20 years, 15% 5-10 years)

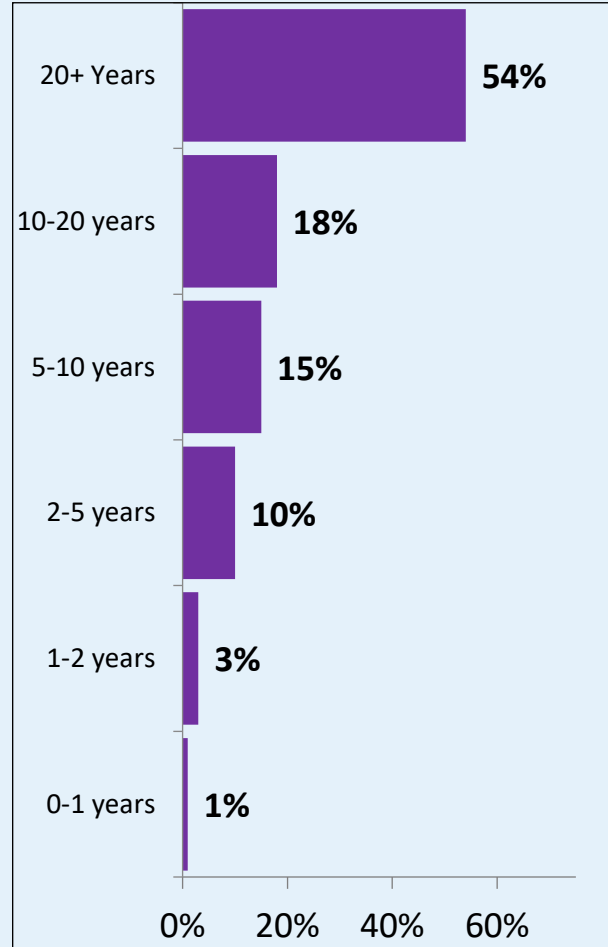
Participants: Age, Residency, Income

Q27. Age

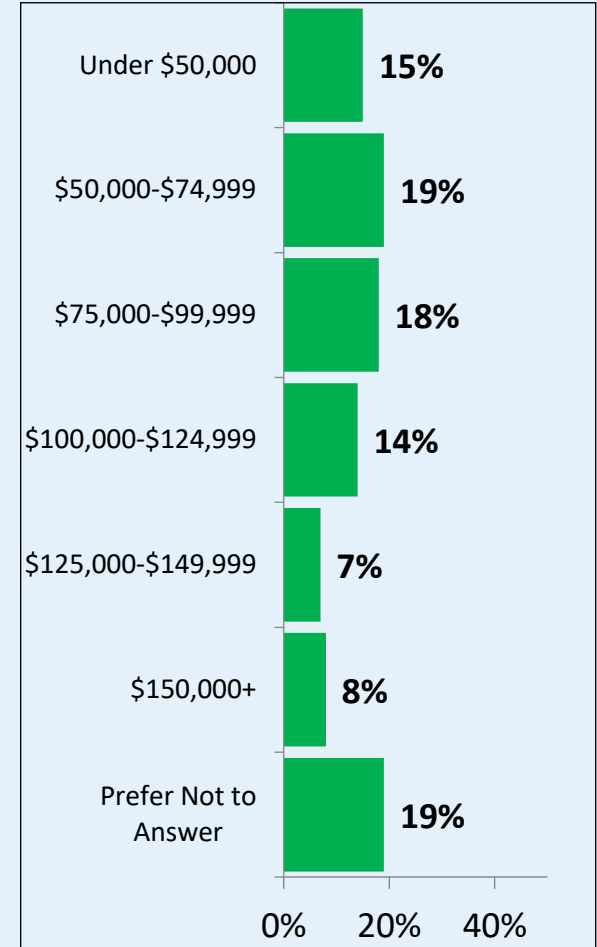


Census Age (includes 23% for 0-19)
20-39: 27.40%
40-59: 24%
60+: 25.30%

Q1. Resident of...



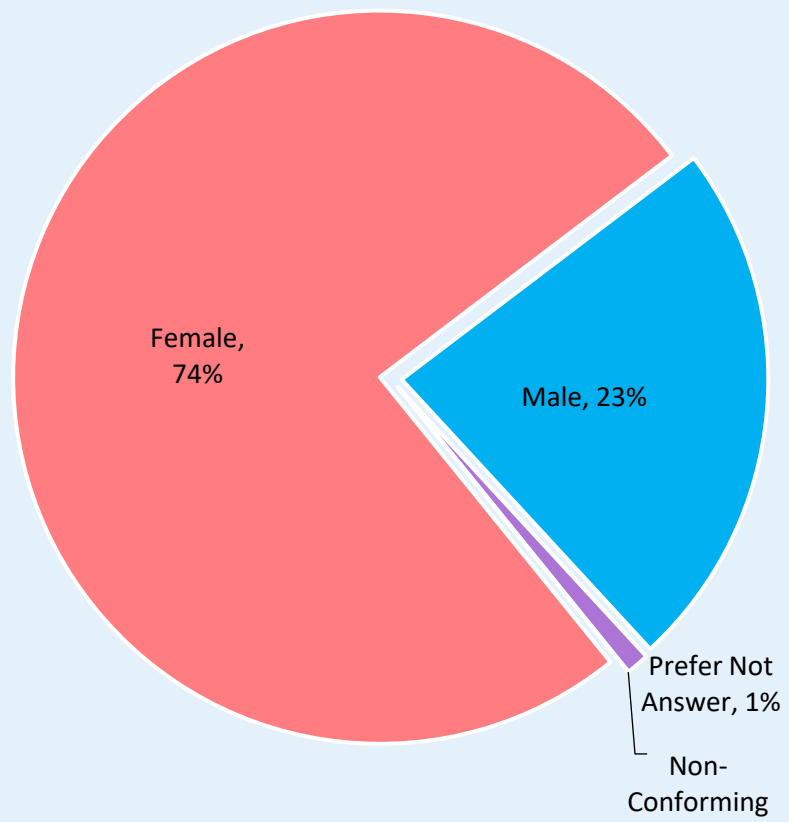
Q28. Household Income



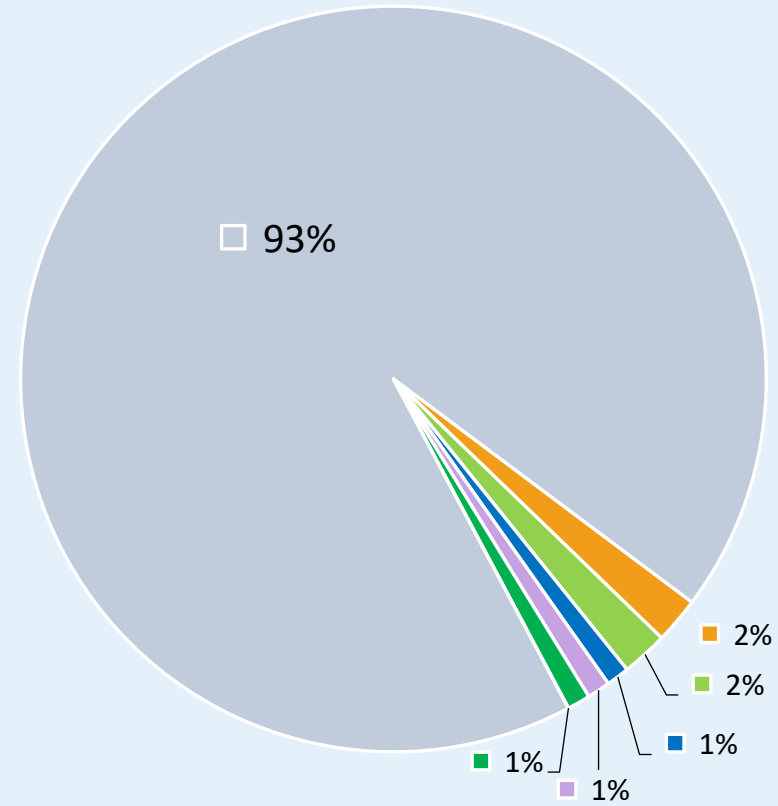
Census Median HH Income: \$58,970
HH Income Under \$50k: 42.4%
\$50k-\$100k: 34.1%
\$100k+: 23.4%

Participants: Gender, Race/Ethnicity

Q29. Gender



Q30. Race/Ethnicity

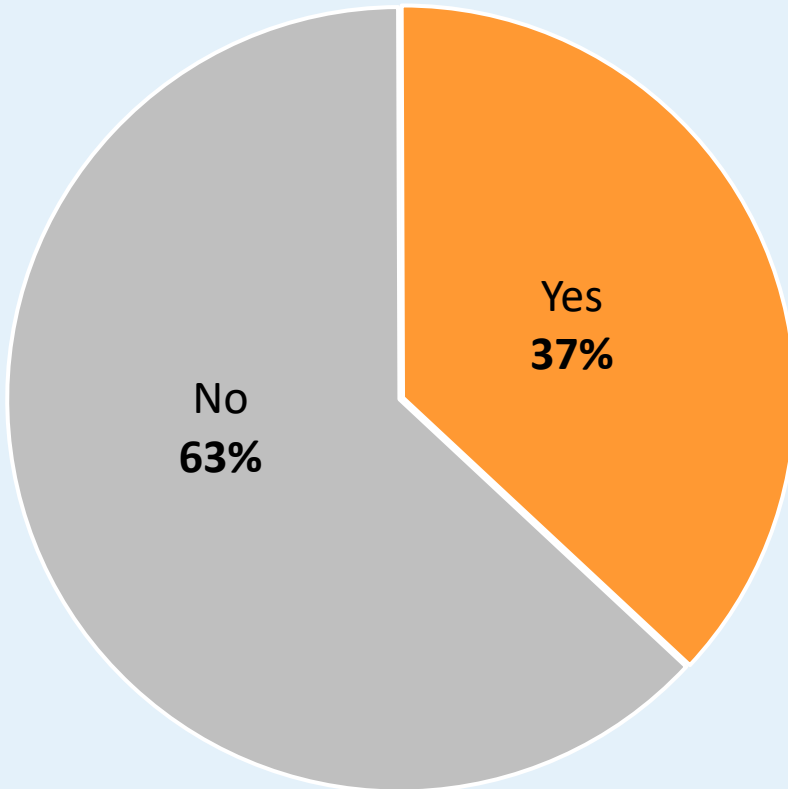


- White
- Multiracial/Biracial
- Race/Ethnicity not listed
- Black/African American
- Hispanic/Latino
- Asian/AAPI

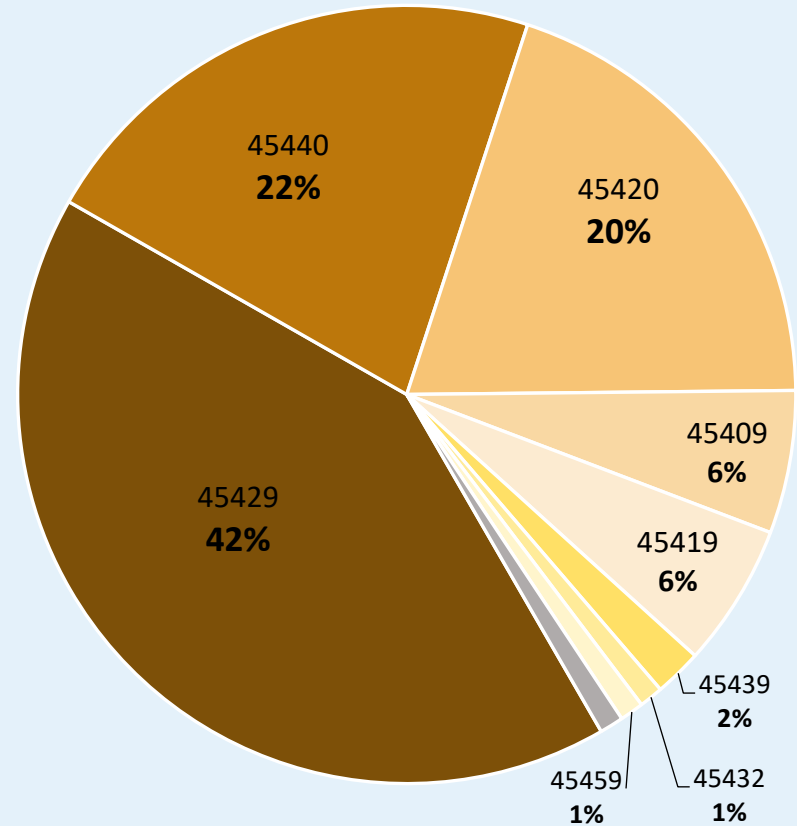
*Census: White 89.8%, Black 4.2%, Asian 2.5%, Hispanic 2.4%

Participants: HH w/ Children (<18), ZIP Code

Q29. Child (17 or under) in House



Q8. ZIP Code

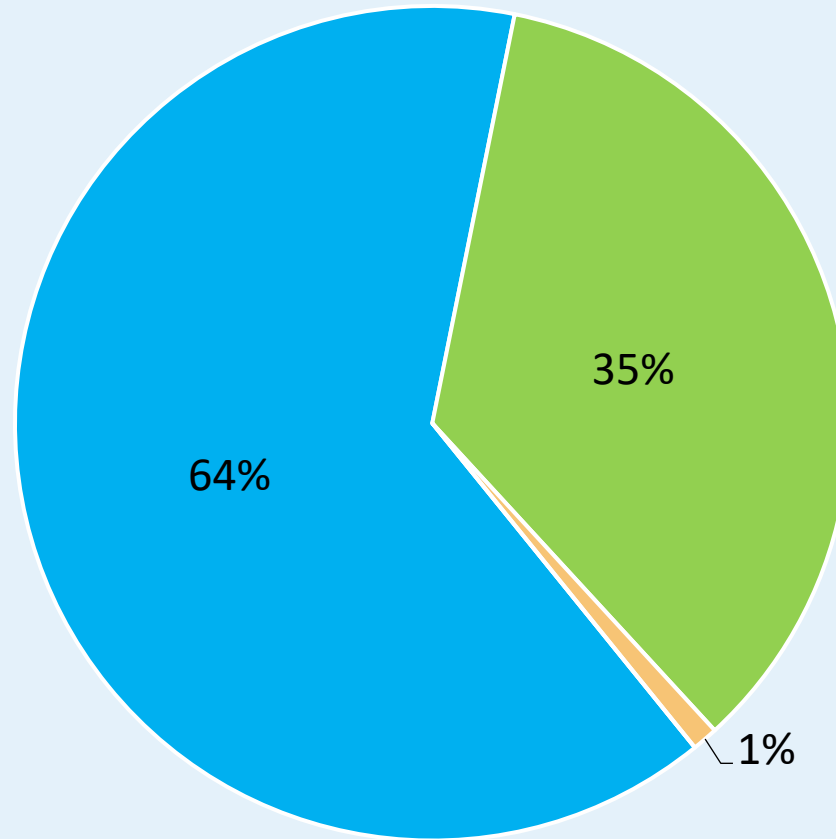


PRCA Service to Community and Satisfaction Ratings

The PRCA Department earned high ratings for overall service to the City of Kettering Community. Additionally, satisfaction ratings for a number of specific elements were high.

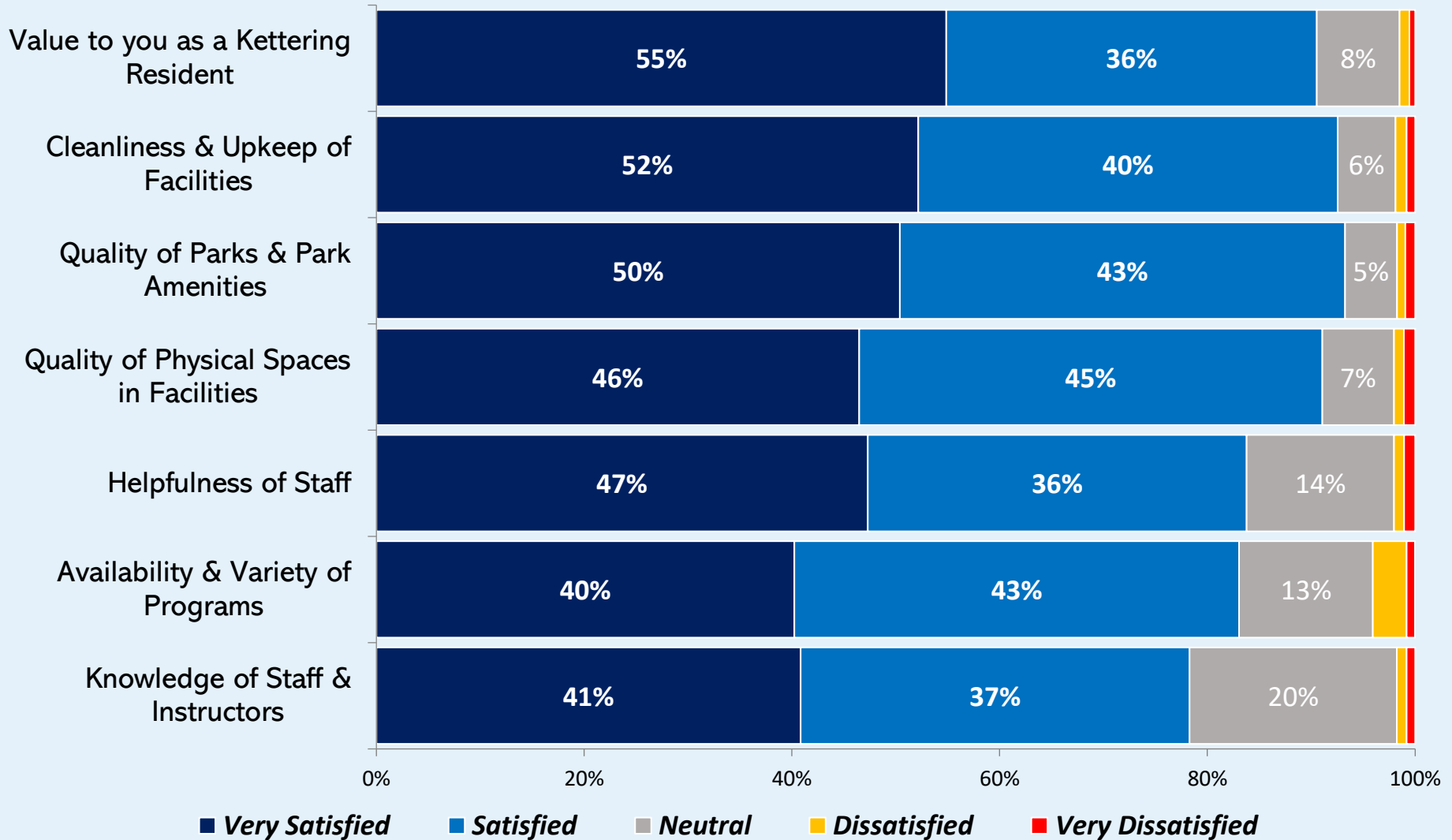
- **99% of participants rated the PRCA Department as good or higher** when assessing its overall service to the community. (64% excellent, 35% good)
- **Over 90% of participants were Satisfied or Very Satisfied with PRCA's value.** (55% very satisfied, 36% satisfied)
- **Over 75% of participants were Satisfied or Very Satisfied with the performance of PRCA staff** – in terms of both helpfulness and knowledge.
- **Over 90% of participants were Satisfied or Very Satisfied with the parks & facilities** – in terms of both quality and cleanliness/upkeep.
- **Over 80% of participants were Satisfied or Very Satisfied with the PRCA's availability and variety of programming.**

Q2. Rate the PRCA Department's Overall SERVICE TO THE COMMUNITY



■ Excellent ■ Good ■ Fair ■ Poor

Q3. Rate **SATISFACTION** of ...

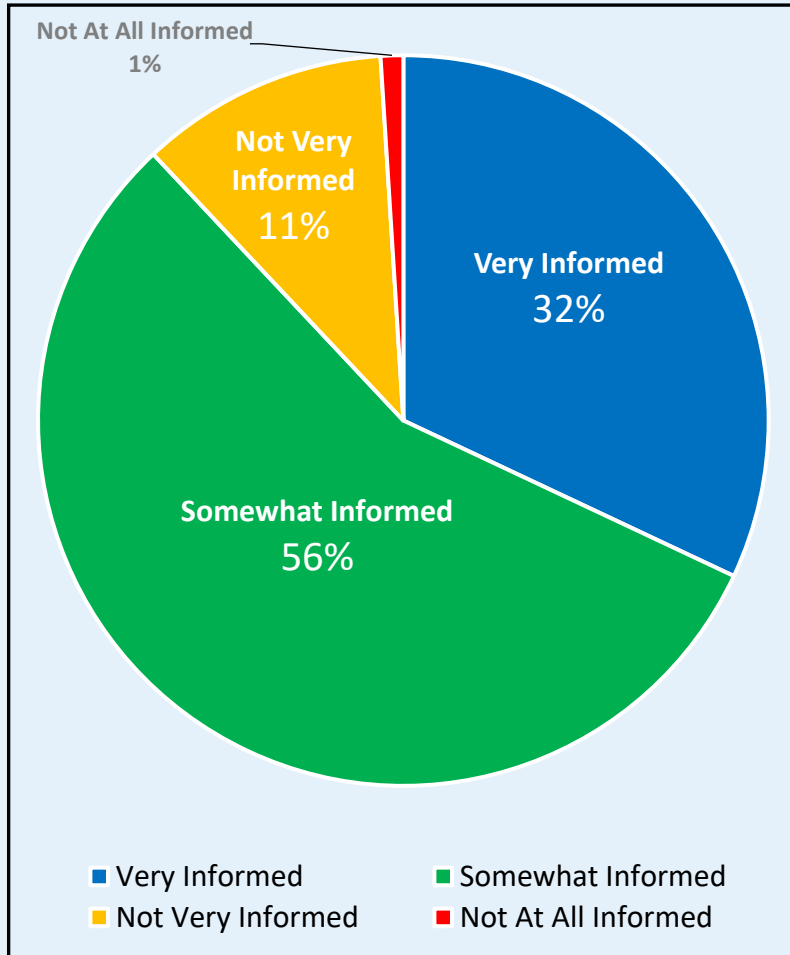


PRCA Information and Communications

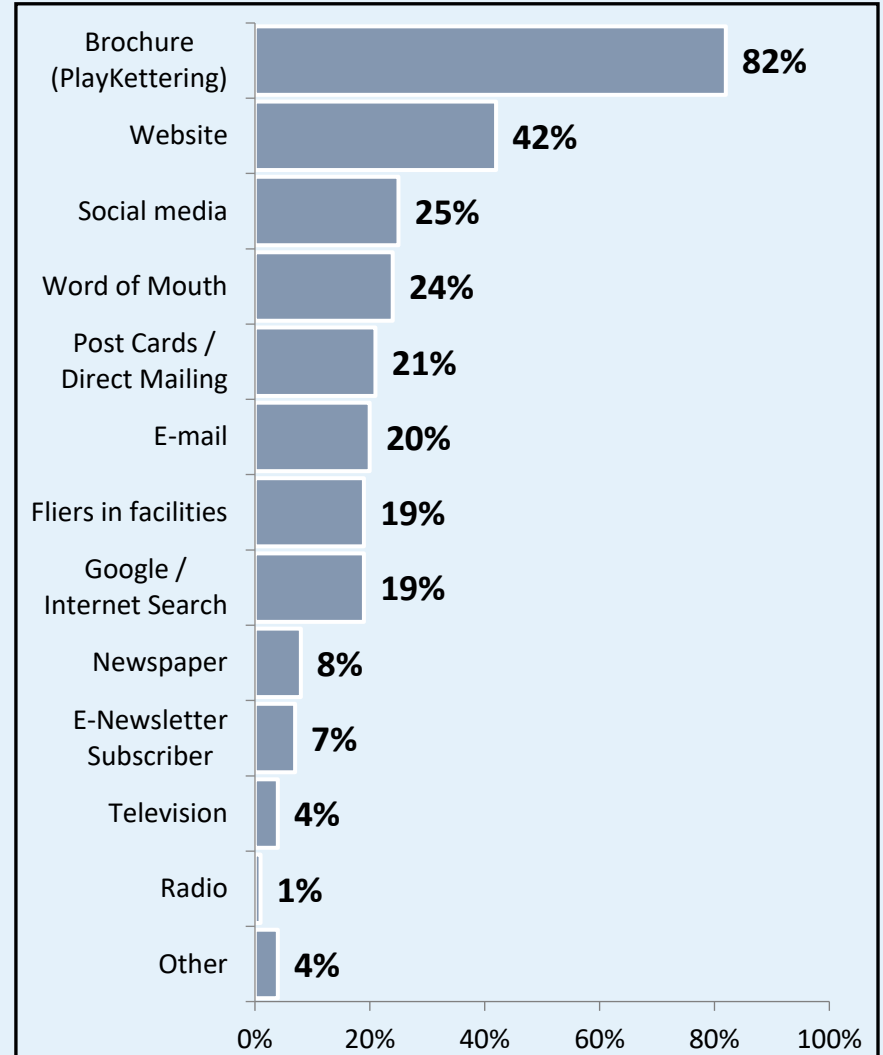
- **Most survey participants – 88% – described themselves as being informed about PRCA Department.**
 - A majority of participants (56%) felt they were Somewhat Informed.
 - Nearly a third (32%) felt they were Very Informed.
 - 11% felt they were Not Very Informed – and only 1% felt they were Not at All Informed.
 - Additionally, when asked why they did not participate in a PRCA program, only 7% of survey participants cited a lack of information as the reason.
- **82% attributed the “PlayKettering Guide” as a source where they typically get information about PRCA programs, facilities, services, and parks – with the Website coming in second at 42%*.**
 - Social Media was also a significant source of information (25%), as was Word of Mouth (24%). Newspapers, E-newsletters, Television, and Radio were the lowest-rated responses.

*Percentages total more than 100, because multiple responses permitted to allow for selection of all sources that apply.

Q25. How **INFORMED** are you about Kettering PRCA Dept.? *(self-assessed)*



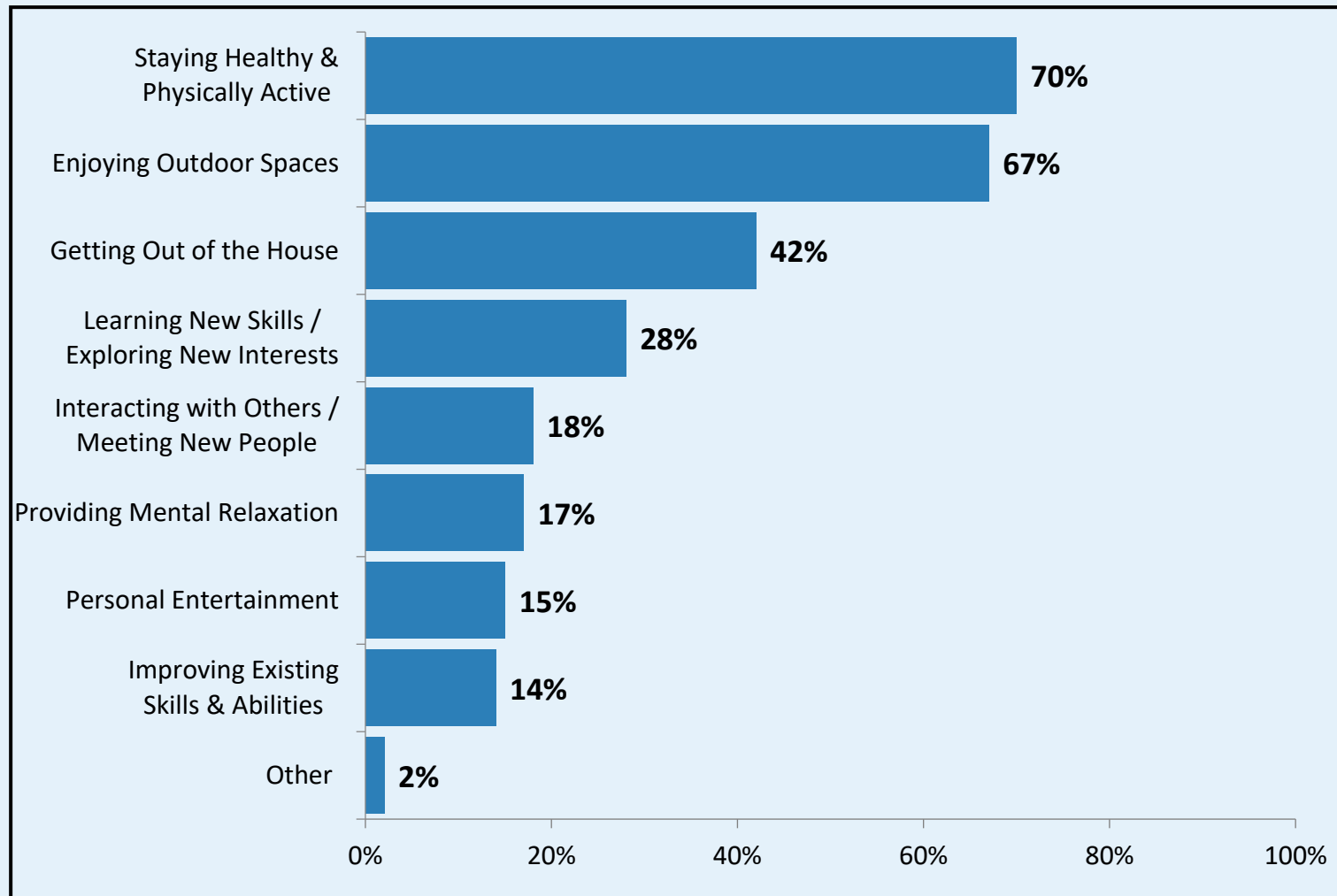
Q26. What is your typical PRCA **INFORMATION SOURCE**?



Most Important Benefits & Frequency of Use

- **Staying Healthy and Physically Active topped the list as the most important benefit the PRCA Department provides (70%), followed by Enjoying Outdoor Spaces (67%), and simply Getting Out of the House (42%).**
- **Visitation frequency for PRCA parks and PRCA facilities was nearly identical among survey participants.**
 - **85% or more of participants visited a PRCA park or facility at least seasonally, with a plurality being weekly visitors (37-38%).**
- **Roughly half surveyed felt they used PRCA parks/facilities about the same amount during the COVID-19 pandemic, while about 25-35% used the parks and facilities less often.**

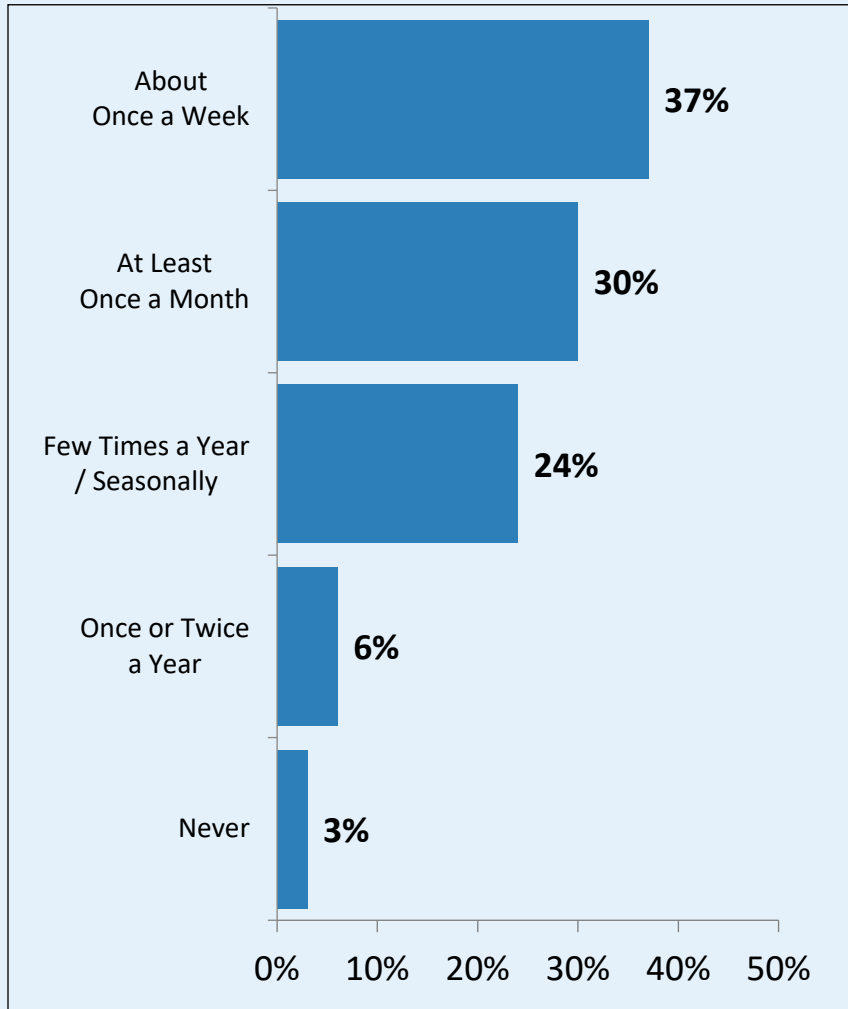
Q4. What are the most important **BENEFITS** you/your household are receiving from PRCA?



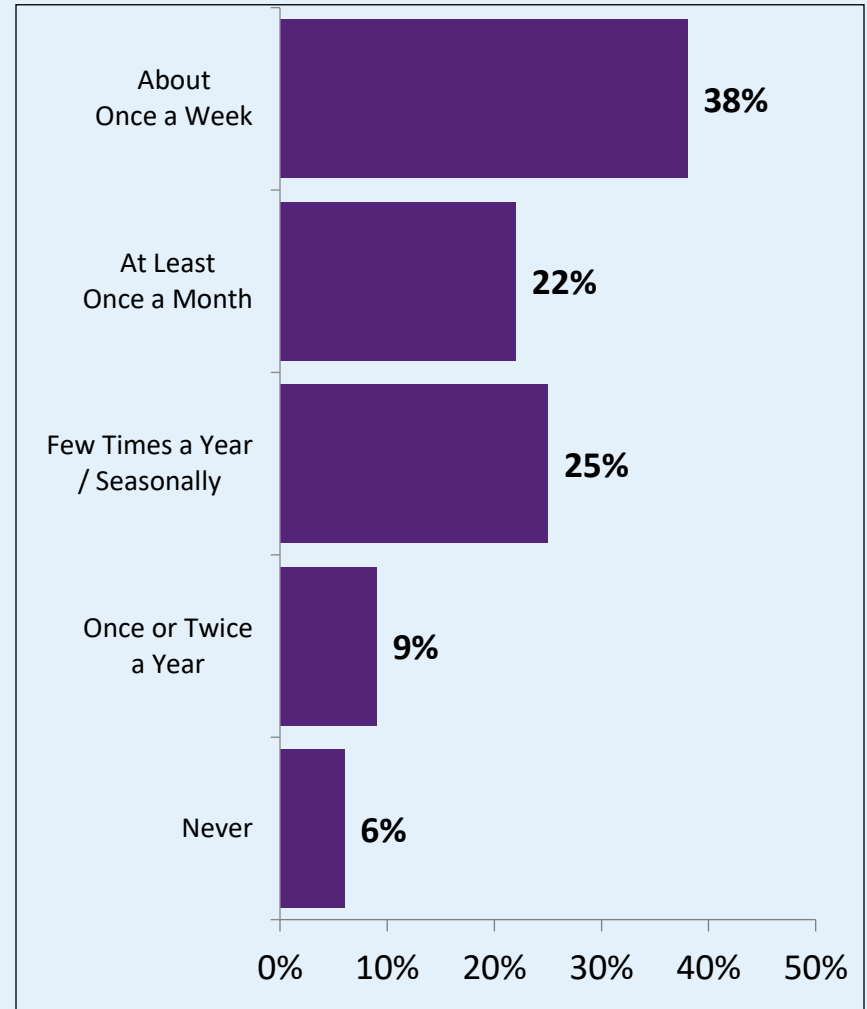
*Percentages total more than 100, because multiple responses permitted.

HOW OFTEN does the participant visit a...

Q5. PRCA Park

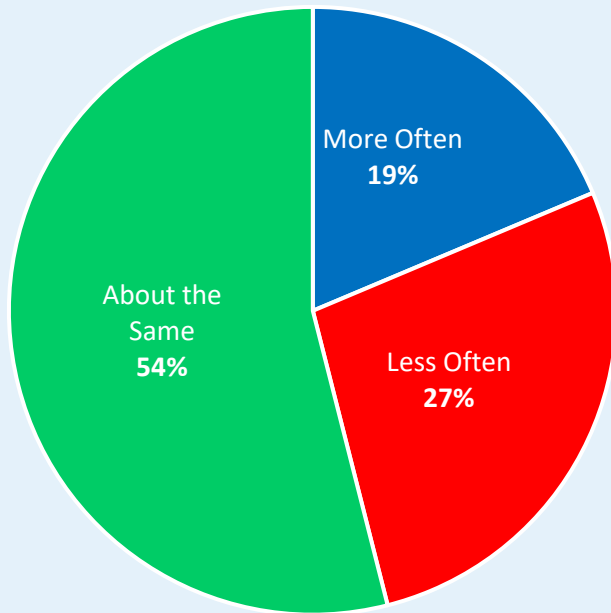


Q12. PRCA Facility

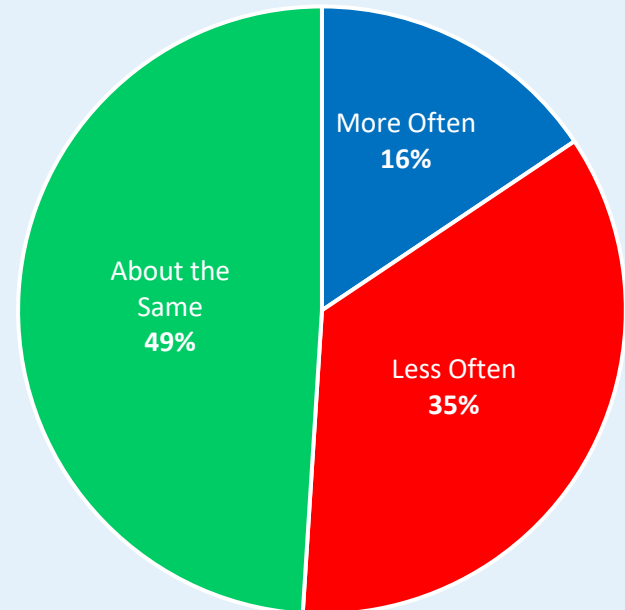


Frequency of use Compared to Prior to COVID-19?

Q6. Used PRCA **PARKS** _____ as prior to **COVID-19 PANDEMIC**?



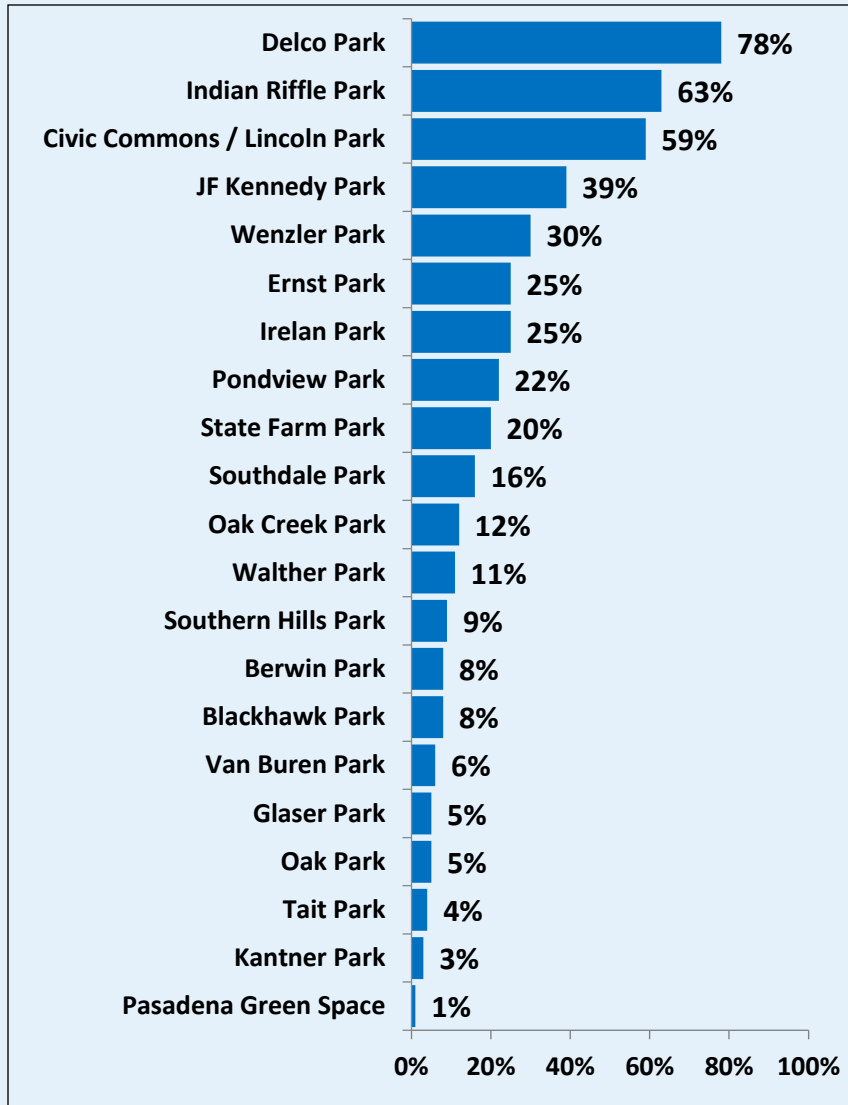
Q13. Used PRCA **FACILITIES** _____ as prior to **COVID-19 PANDEMIC**?



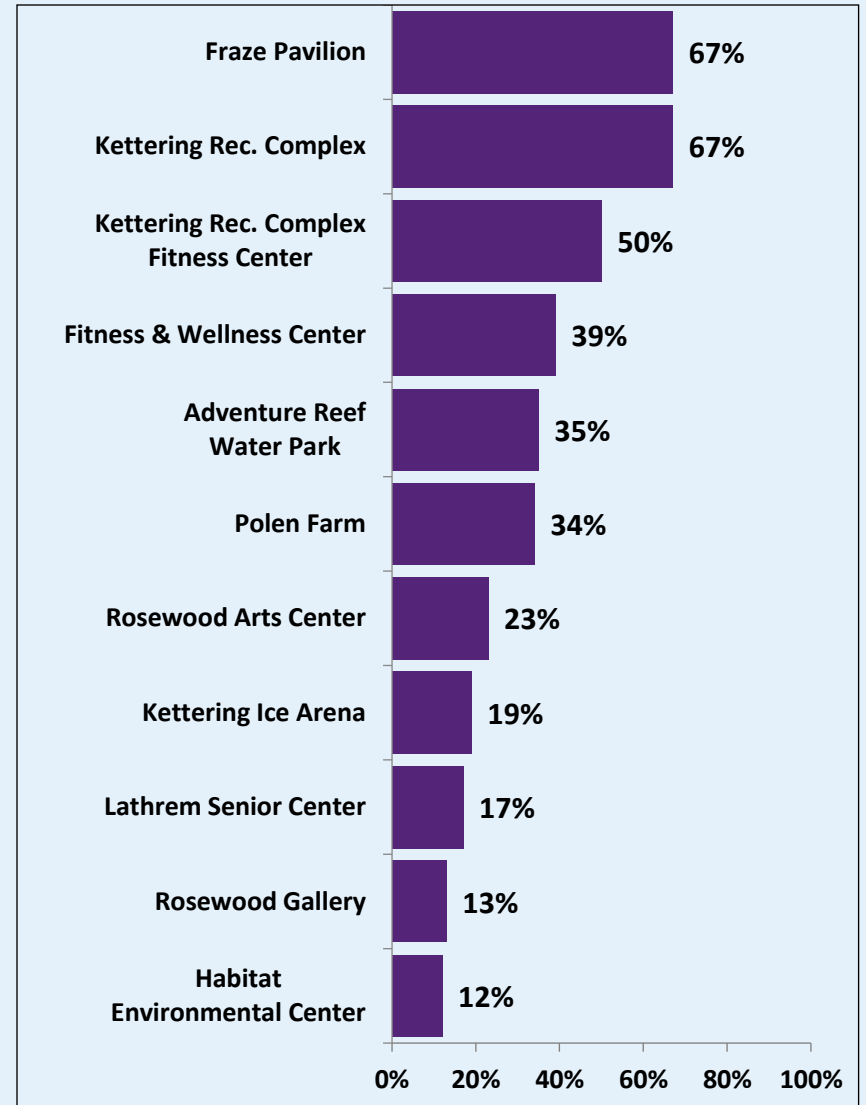
Parks & Facilities Visited and PRCA Program Participation

- **Both the Kettering Rec. Complex and Frazee Pavilion were familiar to a strong majority of survey participants:** 67% reported visiting within the last two years.
 - At least a third had visited Polen Farm, Adventure Reef Water Park, the Fitness & Wellness Center, and/or the Kettering Rec. Complex Fitness Center.
- **Delco Park was the most-visited PRCA park, with 78%** of participants reporting they or a family member had visited in the last two years. A majority visited Indian Riffle (68%) and Civic Commons/Lincoln Park (59%).
- **County or State Parks are the most-often visited Non-PRCA facilities, followed by municipal or Non-PRCA city parks and local schools or churches.**
 - A plurality of participants (36%) gave reasons related to a change of scenery/variety, vacation/traveling, or going to a non-PRCA location with friends or a group, 19% cited a desire for exploring hiking/walking trails, and 13% said their choice was a matter of convenience or location.
- **A little less than half (48%) of participants registered for a PRCA program or participated in a drop-in program in the last two years.**
 - 38% cited Health/COVID-19 Concerns as prohibiting factors. Others noted a Lack of Time, Lack of Interest, and the Cost to Participate.

Q9. Which PARK(S) have you or a family member visited in the last two years?

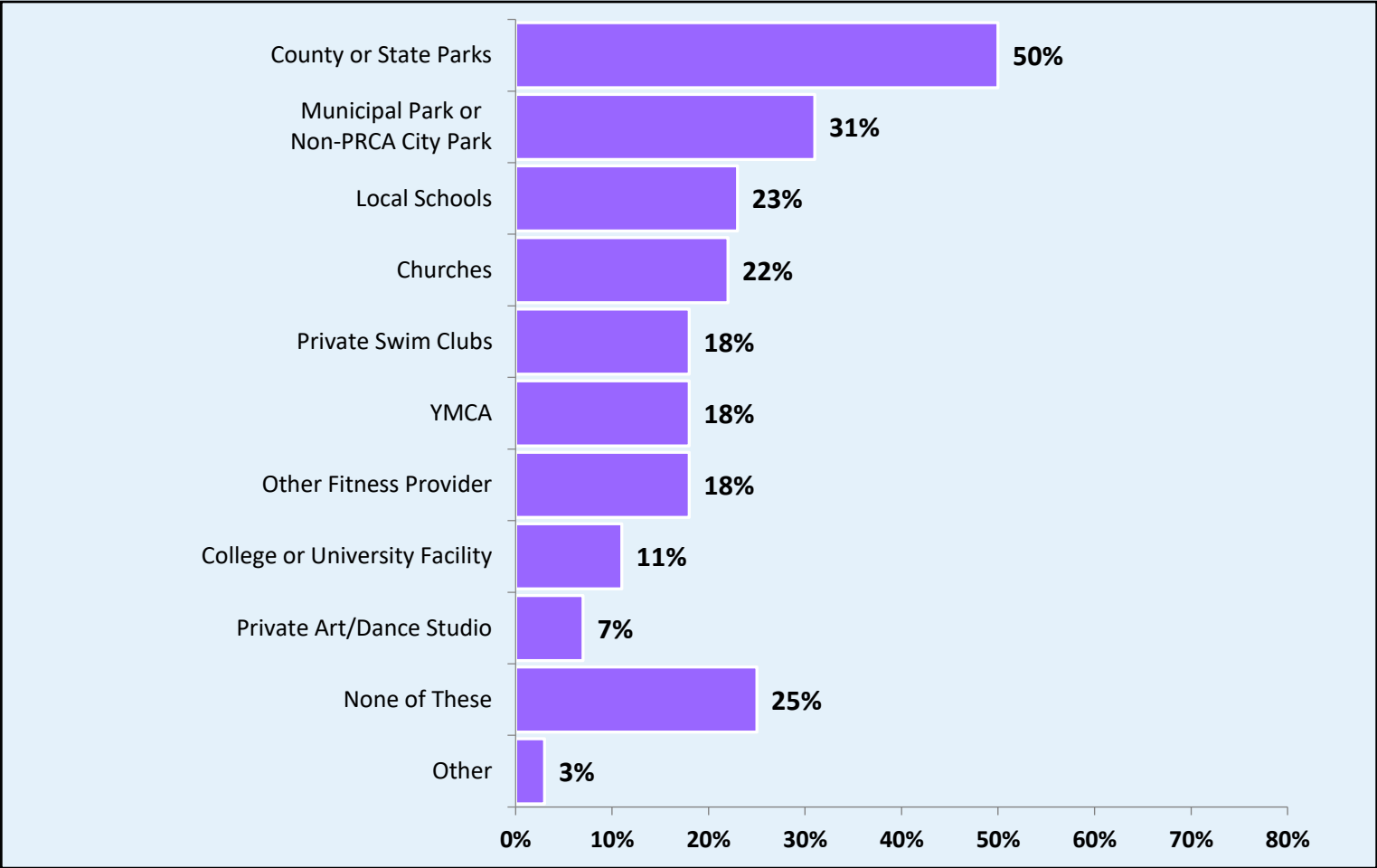


Q15. Which FACILITY(S) have you or a family member visited in the last 2 years?

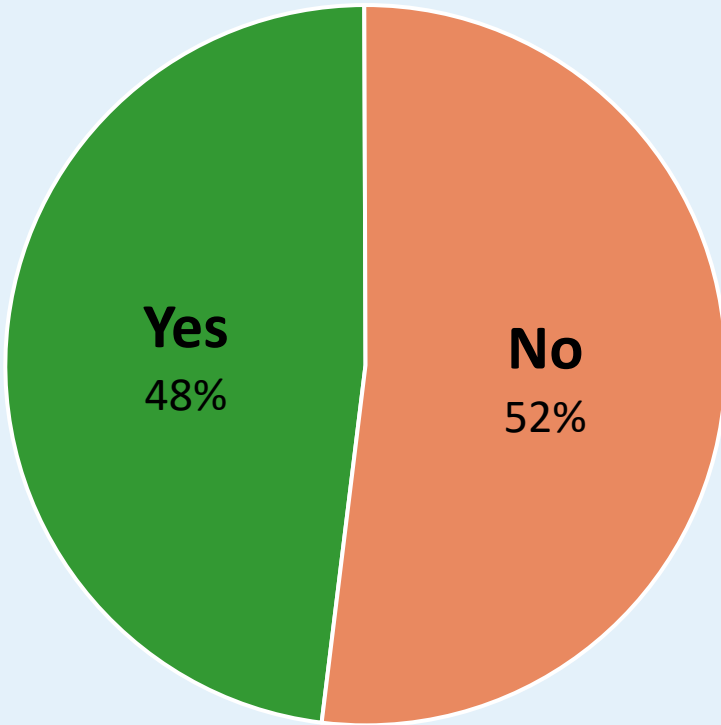


*Percentages total more than 100, because multiple responses permitted.

Q16. **NON-KETTERING** facilities for indoor and/or outdoor recreation activities have you used in the last two years?



Q18. Have you or a household member Registered for a PRCA program or Drop-In program in the last 2 years?



Primary Reason Why Not?

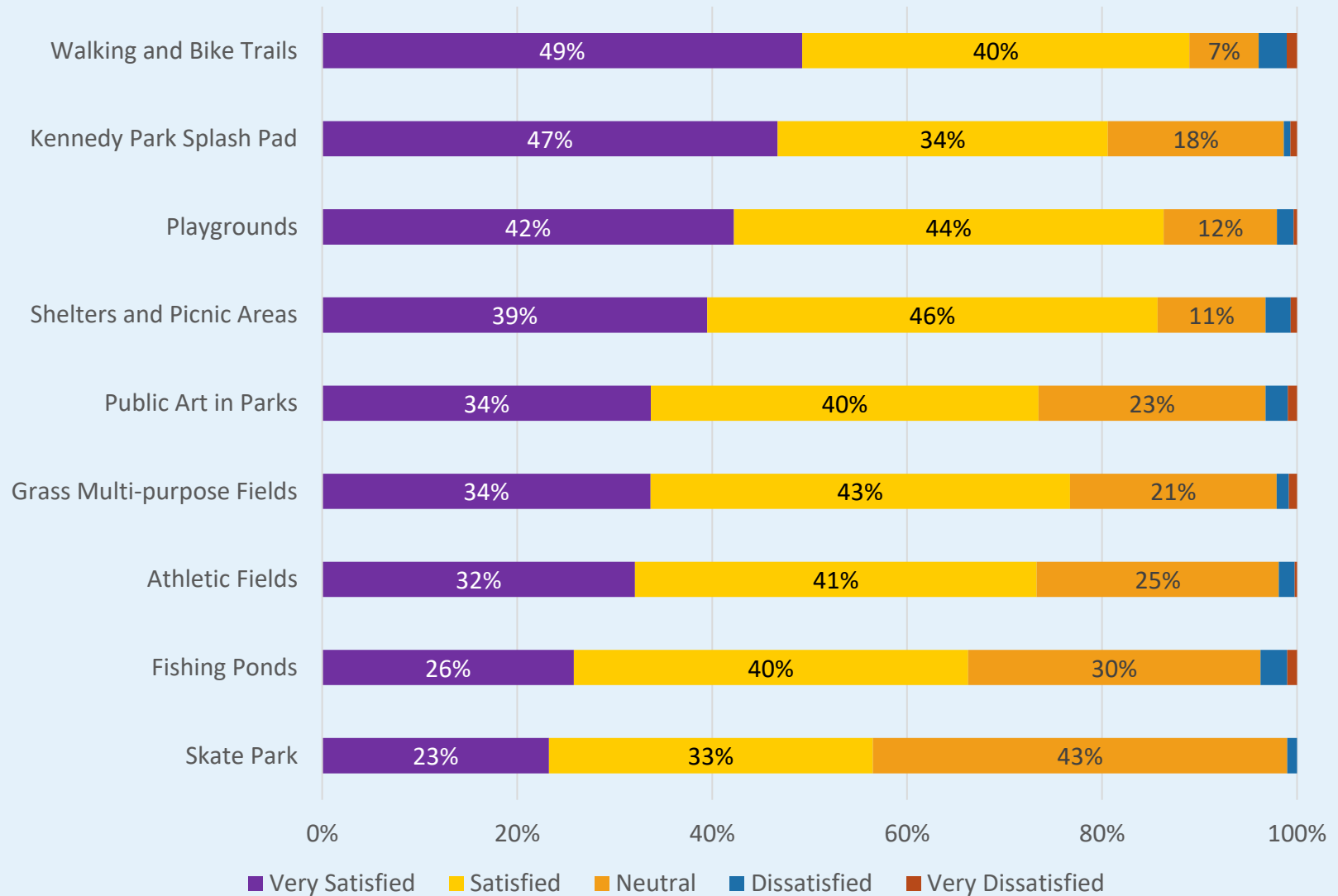
	% of 'No'	#
Health/COVID Concern	38%	146
Lack of Time	22%	86
Lack of Interest	18%	68
Cost to Participate	13%	49
Lack of Information	7%	27
Lack of Accessibility	3%	10
Transportation Issues	1%	2

Satisfaction with Park Amenities

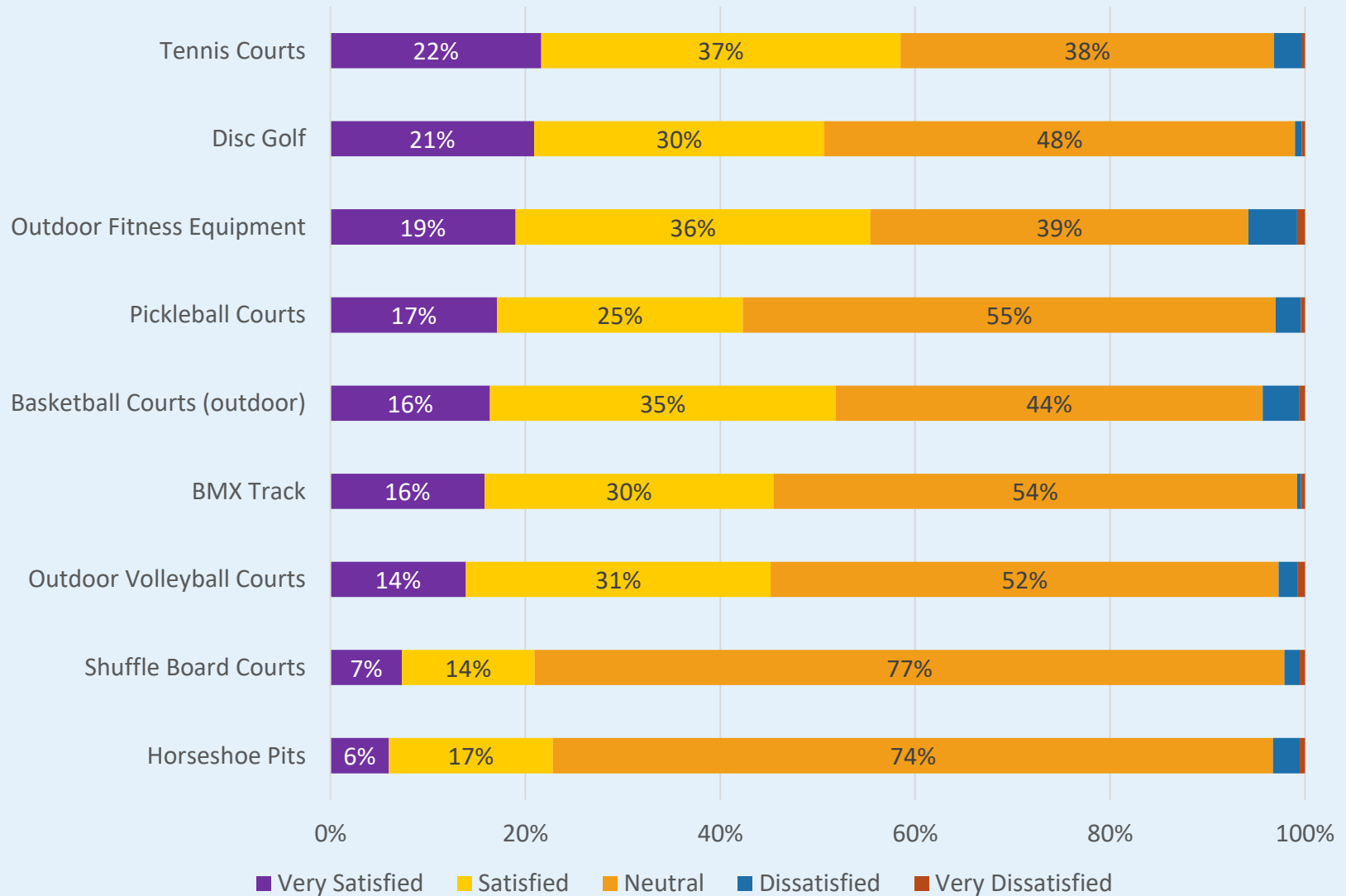
- While participant familiarity levels (unsurprisingly) varied among different PRCA Park amenities – **dissatisfaction ratings for every amenity tested were extremely low.**
 - Just 6% or less of participant responses indicated they were Dissatisfied or Very Dissatisfied with any/all of 18 amenities tested – and Very Dissatisfied was 1% or less for *every* item.
 - More than half were Neutral – neither Satisfied or Dissatisfied – with Shuffle Board Courts, Horseshoe Pits, Pickleball Courts, BMX Track, and Outdoor Volleyball Courts.
- **Walking & Bike Trails, Playgrounds, Kennedy Park Splash Pad, and Shelters & Picnic Areas are the most popular Kettering PRCA park amenities.** At least 80% or more of participant responses gave satisfactory reviews.

Amenity	Satisfied	Very Satisfied	Total
Walking and Bike Trails	40%	49%	89%
Playgrounds	44%	42%	86%
Shelters and Picnic Areas	46%	39%	86%
Kennedy Park Splash Pad	34%	47%	81%

Q10. Rate your **SATISFACTION** – Park Amenities (continued)



Q10. Rate your **SATISFACTION** – Park Amenities



Priorities for Potential Future Park Amenities

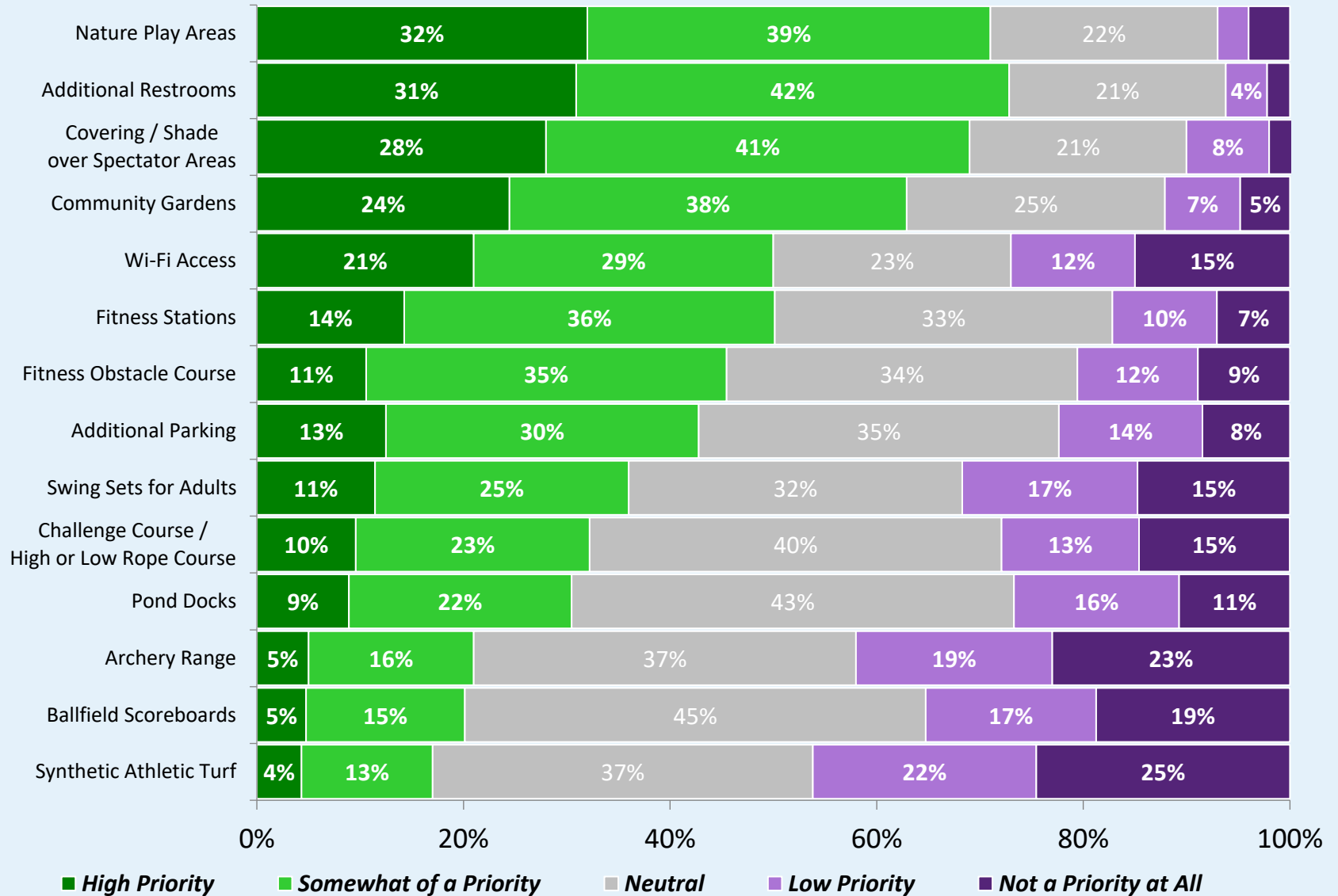
- **Additional Restrooms, Nature Play Areas, Covering/Shade over Spectator Areas, and Community Gardens were the highest priorities** for future, potential Kettering PRCA park amenities.
 - 60% or more said each of these was Somewhat Of or a High Priority, with about 1/4 or more indicating High Priority.

	HIGH Priority	SOMEWHAT of a Priority	Total PRIORITY %
Additional Restrooms	31%	42%	73%
Nature Play Areas	32%	39%	71%
Covering /Shade over Spectator Areas	28%	41%	69%
Community Gardens	24%	38%	63%

- **Opposition to prioritizing potential, future amenities was highest among Synthetic Athletic Turf, Archery Range, and Ballfield Scoreboards** with 1/3 or more of participants saying these items were Low Priority or Not a Priority at All.

	Low/Not a Priority
Synthetic Athletic Turf	46%
Archery Range	42%
Ballfield Scoreboards	35%

Q11. Prioritize Potential AMENITIES



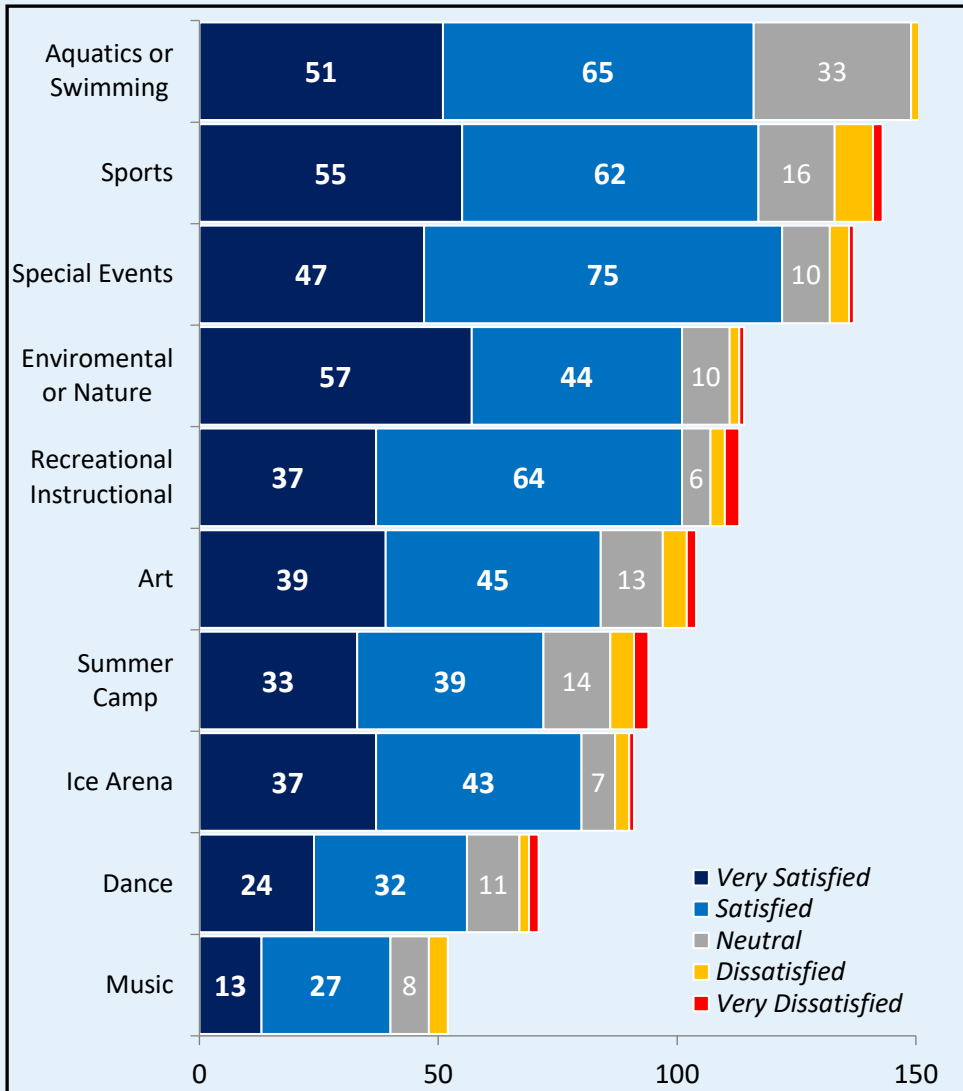
Program Satisfaction

Again, about half (48%) of survey participants indicated they or a member of the household registered for a PRCA program or participated in a drop-in program in the last two years. Those who had were presented with various Adult PRCA program categories and asked to rate their satisfaction on a 5-point scale (1 = “Very Dissatisfied” | 5 = “Very Satisfied”) or indicate they did not have an experience with it. Survey participants with children 17 or under in their households were also asked to weigh in on a list of Youth PRCA program categories.

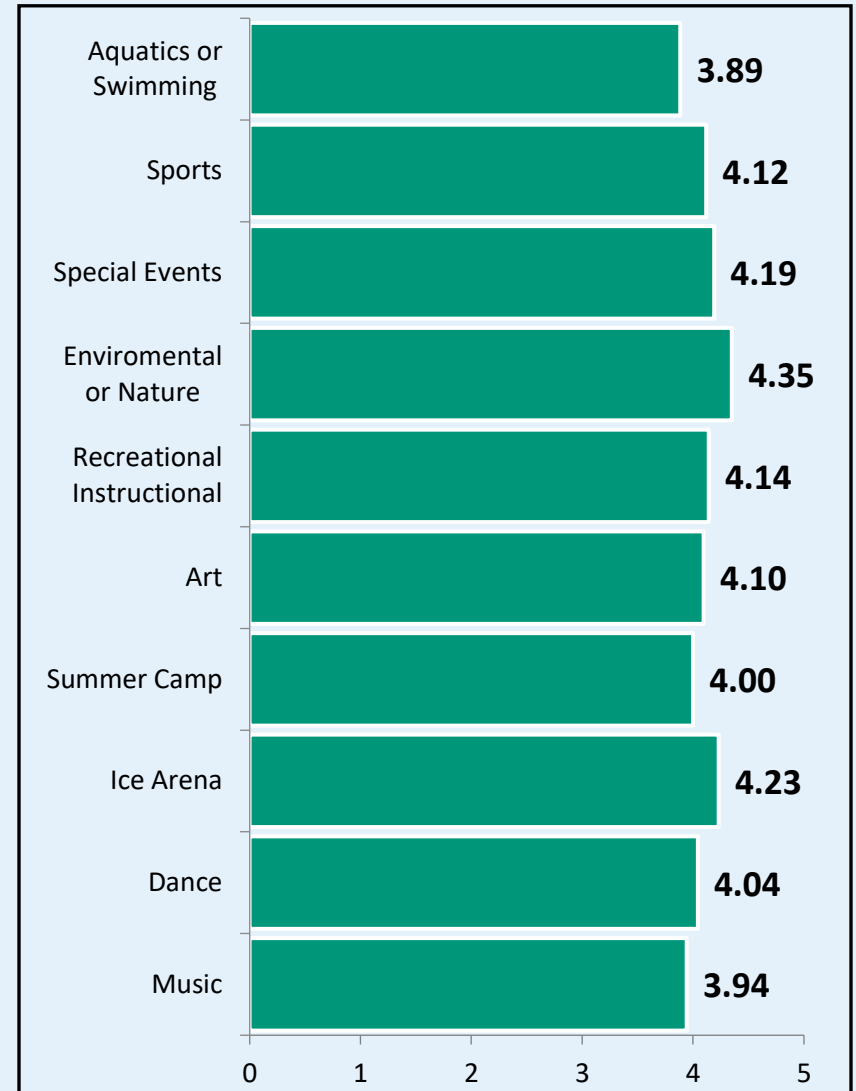
- **Both Youth and Adult Programs had an individual average score of 4.1** (which is slightly above “Satisfied”).
- **Environmental or Nature Programs received the highest satisfaction for Youth Programs** at 4.35.
- **Special Events and Fitness/Exercise received the highest satisfaction for Adult Programs** (at 4.27 and 4.26, respectively).
- **The lowest rated program for both groups was Aquatics or Swimming**, with a Youth score of 3.89 and an Adult score of 3.86 (which is slightly below “Satisfied”).
- **Reinforcing the popularity of PRCA programming: a significant 20% of open-ended comments focused on program and event suggestions.**

Q21. YOUTH PROGRAMS

Q21. PARTICIPATION x SATISFACTION

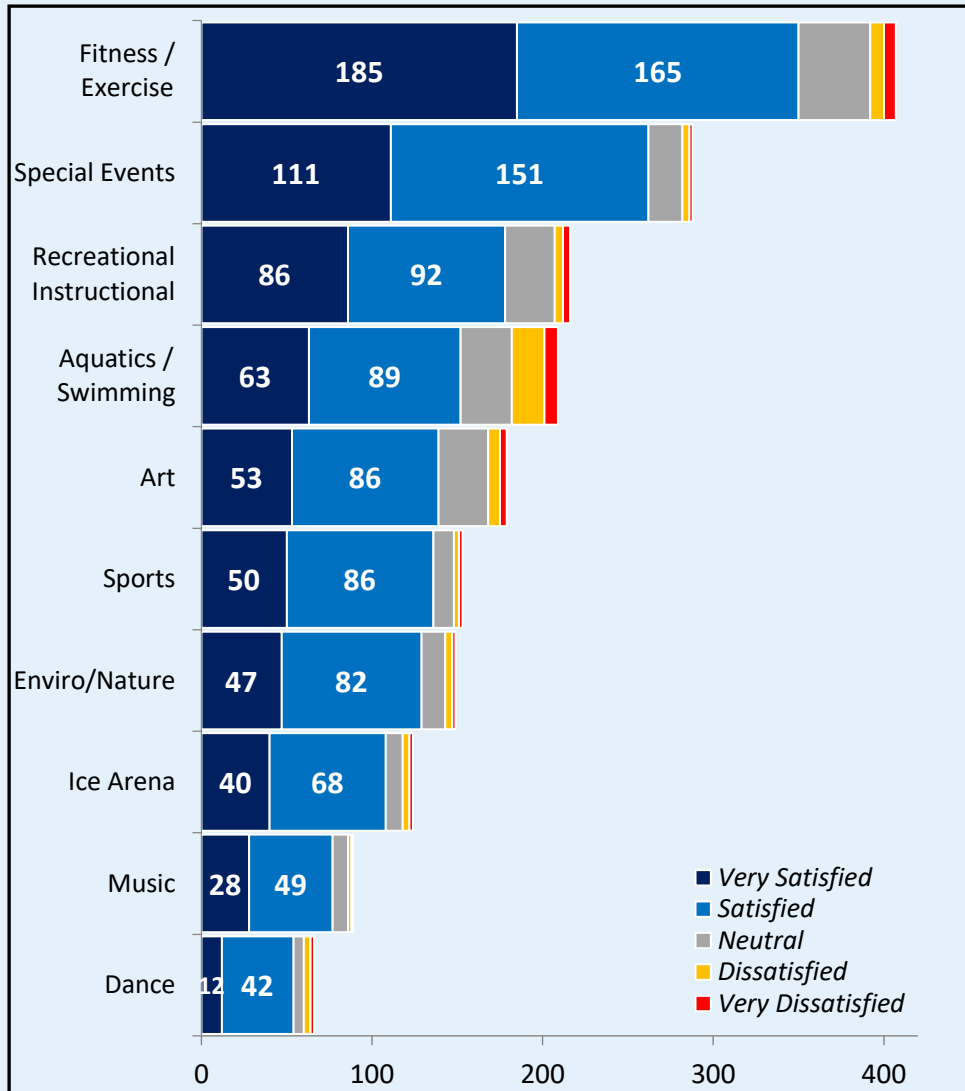


Q21. AVERAGE SATISFACTION

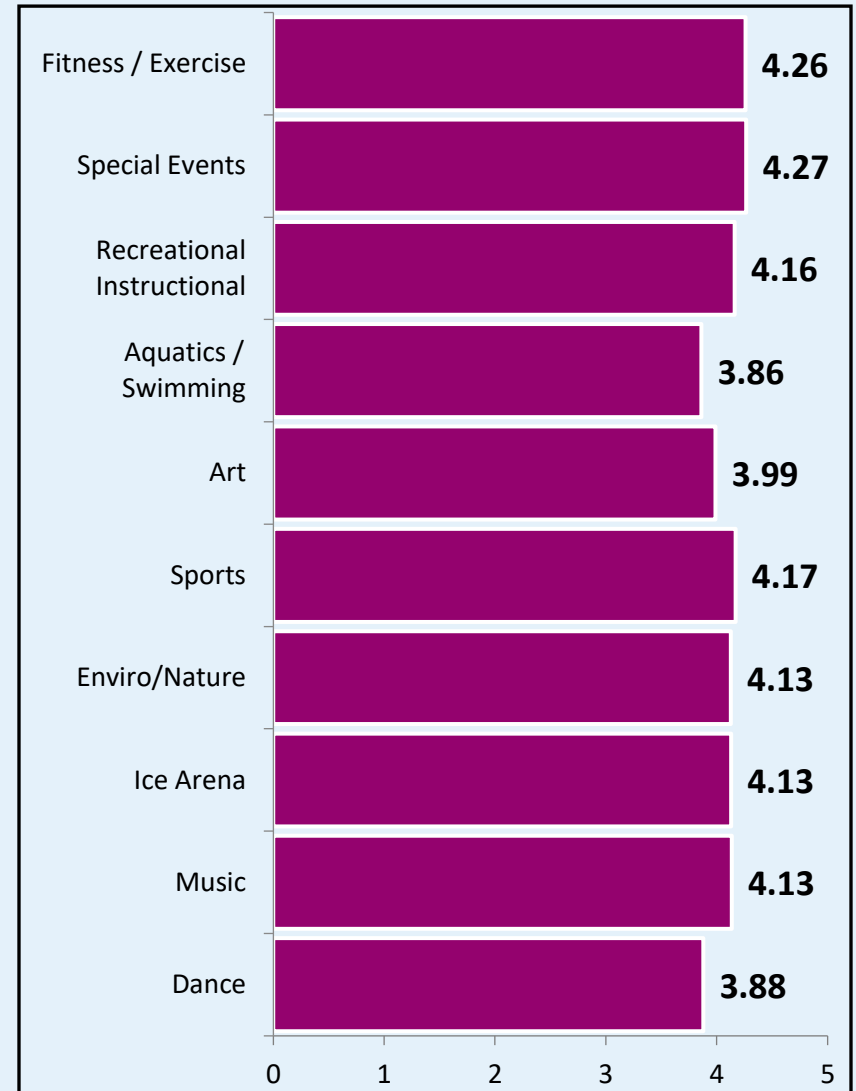


Q22. ADULT PROGRAMS

Q22. PARTICIPATION x SATISFACTION



Q22. AVERAGE SATISFACTION



Priorities for Future PRCA Goals

In order to assist The PRCA Department with direction of future plans, participants were asked to weigh in by prioritizing several potential goals on a five-point scale (1 = “High Priority” | 5 = “Not a Priority at All”).

- **Maintain Existing Facilities overwhelmingly was ranked as the highest priority with an average score of 1.4**
 - More than 2/3 (68%) of participants rated this as a High Priority, with another 24% saying it was Somewhat of a Priority. A total of less than 1% said it was either Low Priority or Not A Priority at All.
- **Several other items were deemed a priority (Somewhat or High) by a majority of participants, and five stood out as also being a High Priority by about 1/4 or more:**
 - Develop more Hard-Surface and Natural Hiking, Biking, or Walking Paths (34%)
 - Establish more Wildlife Habitats (31%)
 - Move Toward More Sustainable Solutions in Daily Operations (27%)
 - Establish more Naturalized Park Settings (24%)
 - More Focus on Under-served Populations or Areas of Kettering (23%)
- **Adding more Public Art within Park Spaces was the lowest priority with an average score of 3.1**
 - Only 7% of participants rated this as a High Priority, and nearly a third (32%) said it was Low Priority or Not a Priority at All.

Q23. Prioritize Potential FUTURE GOALS

