



CITY OF KETTERING

PARKS, RECREATION AND CULTURAL ARTS DEPARTMENT

Online Survey

Kettering Parks Community Interest

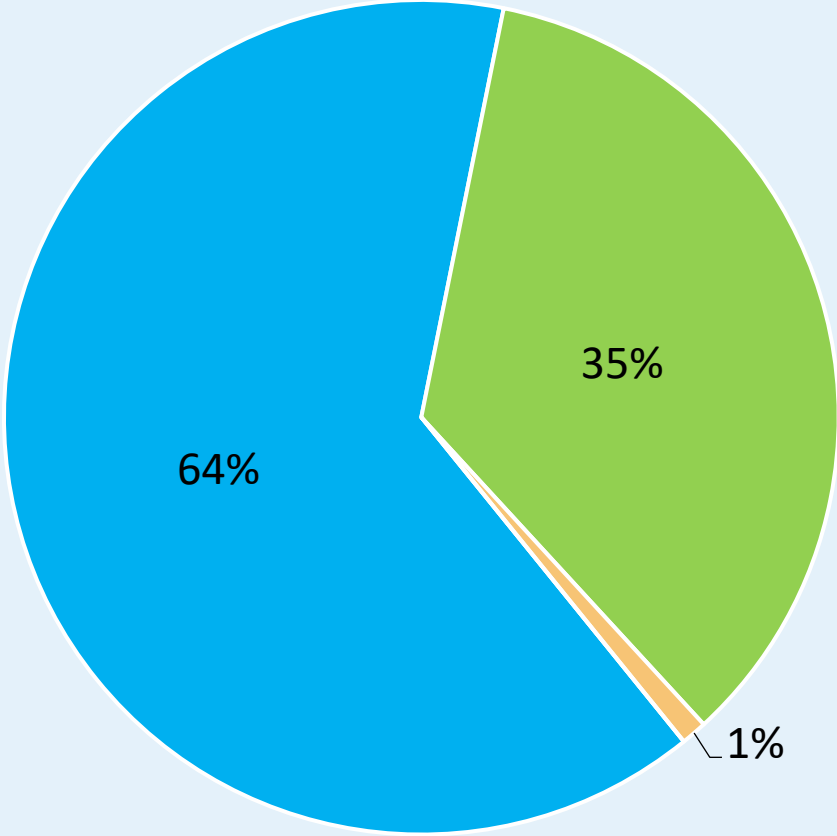
March-June 2022

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.**

Rate the PRCA Department's Overall SERVICE TO THE COMMUNITY



■ Excellent ■ Good ■ Fair ■ Poor

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.

Virtual Focus Groups PRCA Staff

The PRCA staff is overwhelmingly described as **welcoming, helpful, enthusiastic, and patient**. The staff is very willing to work with anyone they encounter and really seems to want the residents to have a positive experience. When someone has an issue, the staff works to assist them and get the issue resolved. Several residents spoke about the lifeguard shortage and the inconvenience that has caused to the swim schedule, but there was also acknowledgement of an overall workforce capacity concern.

*There is a very good community feel,
because they get to know each person.
They make it more personal.*

*I have always had my issues
resolved. You get what you
get there sometimes.*

*They make you
want to come back.*

*I will call them to help with
booking for camps for the kids in
the summer. They have been
very patient with me.*

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.**

Virtual Focus Groups

Youth Summer Camps

The **youth summer camps are widely known as being popular and in demand**. Due to the high demand, it can be difficult to get your child enrolled before they reach capacity. However, aside from increasing enrollment capacity, participants had to be probed to find any other suggestions for improvement. One individual mentioned that because the camps are in the summer, they should ensure more effort is made to locate activities in the shade. Lastly, there was an issue brought up about the **camps not running in conjunction with the school calendar** (i.e., having a gap week before school starts in the fall).

We have done a few summer camps when (my daughter) was younger. She had a great time and she felt included during the camp. She liked being able to go to the camps.

My grandchildren did a nature camp. They are autistic but high functioning. We found that it was lightweight enough (a few hours) for them to handle. They were 8 and 10 years old at the time.

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%

Virtual Focus Groups

Park Usage

People use the parks at a high level to walk/hike/bike with friends, family, and pets – and for time alone too. Others spoke about their use of shelters and pavilions for events such as birthday parties, anniversaries, community & family gatherings and picnicking. In particular, local schools use the parks for field trips and sports, such as the tennis courts at Ernst Park. The Kettering REC is a popular spot in the community to work out, whether that be in the gym or the pools. The lack of open bathrooms at certain parks is an inconvenience to young children and their parents.

We spend a lot of time as a family at Delco Park because my son plays for metro. We don't take advantage of the walking there, but the park itself is beautiful.

My daughter had her birthday at the Habitat Environmental Center and loved it.

I have used Irelan shelter, at the time they didn't have a porta potty or open restrooms. That made it very difficult because kids had to leave to go to the bathroom.

Virtual Focus Groups

COVID-19

There was a consensus from residents that they were **very appreciative the Kettering Parks existed during the pandemic**. The parks provided both adults and youth a spot that you could safely distance from others while being able to get out of the house. Residents also felt that **PRCA did a good job taking the pandemic seriously**, while also starting things back up as soon as they could. Specifically, putting glass up around the REC staff and offering certain workout classes via zoom. The **staff adapted seamlessly** to masking and other COVID-19 protocols.

They changed the amount of space that kids swim classes were in. They were adapting to the needs of social distancing and masking – which is great.

More people are going outside because of COVID-19 and wanting to explore their community. Kettering should invest in those type of things because that is what people want.

Thank God we had the parks during the pandemic because there was nowhere else that my son could go.

Virtual Focus Groups

Playgrounds

All of the parks having **unique playground equipment is a fun experience** for adults and youth. Some of the playgrounds are geared towards younger children, which is appreciated. Residents are able to try all of them out and figure out which parks they prefer. **Playground usage is high among parents with children** both in the past and the present.

I grew up in Kettering, moved away, and came back. I can tell you that we have spent at least 13 years (since moving back) going to playground to playground. We love the variety of playgrounds that Kettering has to offer.

I was at Delco this past Friday. Their playground equipment was nonstop! All the kids ended up playing together.

An indoor, soft play area would be great for rain. I know that Washington Township has a climbing wall.