



Centerville-Washington Park District Community Interest and Opinion Survey Findings Report

Presented to the Centerville-Washington
Park District

May 2022





Executive Summary

Centerville-Washington Park District Community Interest and Opinion Survey – Executive Summary



PURPOSE

ETC Institute conducted a Community Interest and Opinion Survey for the Centerville-Washington Park District (CWPD) during the spring of 2022. The purpose of the survey was to help determine priorities for the community. This is the first survey that ETC Institute has administered for CWPD.

METHODOLOGY

The six-page survey, cover letter and postage-paid return envelope were mailed to a random sample of households in the Centerville-Washington Park District. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. Ten days after the surveys were mailed, ETC Institute sent emails and text messages to the households that received the survey to encourage participation. The emails and texts contained a link to the online version of the survey to make it easy for residents to complete the survey.

The goal was to obtain completed surveys from at least 400 residents. This goal was met, with a total of 408 households completing the survey. The results for the sample of 408 households have a 95% level of confidence with a precision rate of at least +/- 4.8%.

This report contains the following:

- An executive summary of the methodology for administering the survey and major findings
- Charts showing the overall results of the survey (Section 1)
- Priority Investment Rating (PIR) that identifies priorities for amenities and programs (Section 2)
- Benchmarking analysis comparing CWPD's results to national results (Section 3)
- Tabular data showing the overall results for all questions on the survey (Section 4)
- A copy of the survey instrument (Section 5)

The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from CWPD with the results from other communities where ETC Institute has conducted a community interest and opinion survey. Since the number of “don’t know” responses often reflects the utilization and awareness of services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

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OVERALL OPINION AND VALUE RECEIVED FROM CWPDP

Most residents (93%), *who had an opinion*, indicated their overall opinion of CWPDP was “very good” or “good;” 6% were “neutral” and only 1% had a “below average” opinion.

Eighty-nine percent (89%) of households surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the overall value they received from CWPDP; 10% were “neutral” and only 1% were “dissatisfied/very dissatisfied.”

SATISFACTION WITH SERVICES PROVIDED BY CWPDP

Eighty-eight percent (88%) of households surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the maintenance of parks. Other services in which respondents were “very satisfied” or “satisfied” include: park hours (85%), availability of information about programs and amenities (81%), number of hiking trails (82%), and quality/number of outdoor amenities/features (77%).

Based on the sum of their top three choices, the services that should receive the most emphasis over the next five years are: 1) maintenance of parks, 2) number of hiking trails, and 3) number of multi-use paved paths.

USAGE AND RATINGS OF PARKS AND AMENITIES

Eighty-seven percent (87%) of households surveyed indicated they have used parks or amenities offered by CWPDP during the past year. Of those, nearly all (99%), *who had an opinion*, rated the overall quality of the parks or amenities used by their household as “excellent” or “good.”

When residents were asked how often they visited the District’s parks during the past year, nearly half (47%), *who had an opinion*, indicated they visited at least weekly. Forty-one percent (41%) visited CWPDP parks monthly, and 13% visited once or twice a year.

PARTICIPATION IN AND RATINGS OF CWPDP PROGRAMS

Thirty percent (30%) of respondents indicated their household participated in programs offered by CWPDP during the past year. Of those, 96% rated the overall quality of programs in which their household participated as “excellent” or “good.”

Forty-four percent (44%) indicated they participated in three or more programs over the past year; 28% participated in two programs, and 27% participated in one program over the past year.

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SOURCES OF INFORMATION ABOUT CWPDP PROGRAMS AND SERVICES

Seventy-one percent (71%) of respondents indicated they learn about CWPDP programs and services through the Park District news and events print newsletter. Other sources of information include: family, friends, and neighbors (39%), community calendars (39%), park signage (32%), Facebook (29%), and the CWPDP website (cwpd.org) (28%).

Based on the sum of their top three choices, the *most preferred* ways for residents to learn about CWPDP programs and services are: 1) Park District news and events print newsletter, 2) CWPDP eNewsletter, and 3) community calendars.

AMENITY NEEDS AND PRIORITIES

Amenity Needs: Respondents were asked to identify if their household had a need for 39 parks and recreation amenities and rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various amenities.

The six parks and recreation amenities with the highest percentage of households that indicated a need for the amenity were: neighborhood parks (100%), hiking trails (78%), restrooms (71%), natural areas and wildlife habitats (64%), paved multi-use paths (64%), and shade trees (55%). When ETC Institute analyzed the needs in the community, these same six amenities had a need that affected more than 15,000 households.

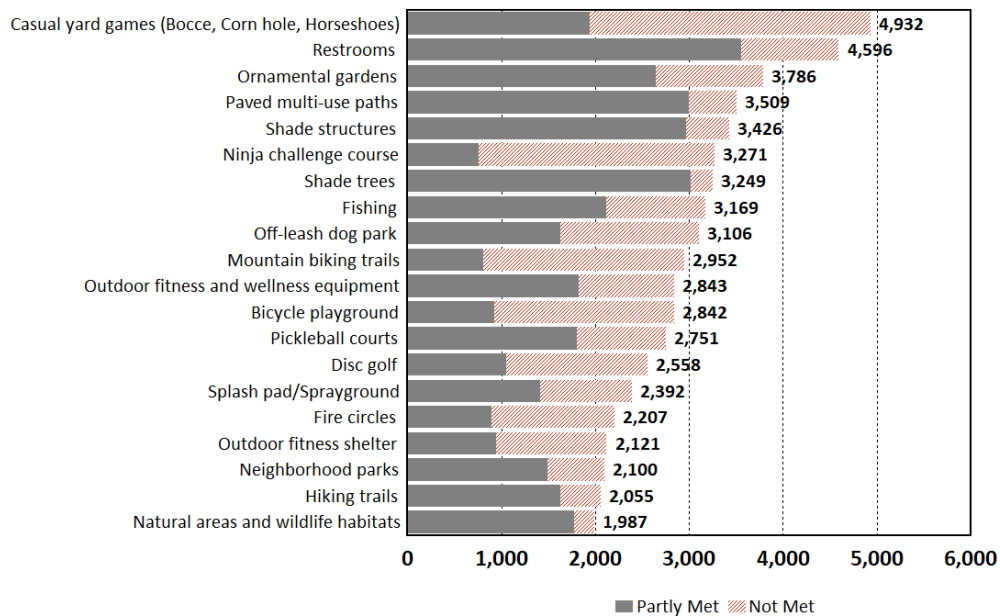
ETC Institute estimates a total of 4,932 households in CWPDP that have a need, have unmet needs for casual yard games (bocce, corn hole, horseshoes). The estimated number of households that have unmet needs for each of the 39 amenities that were assessed is shown on the following page.

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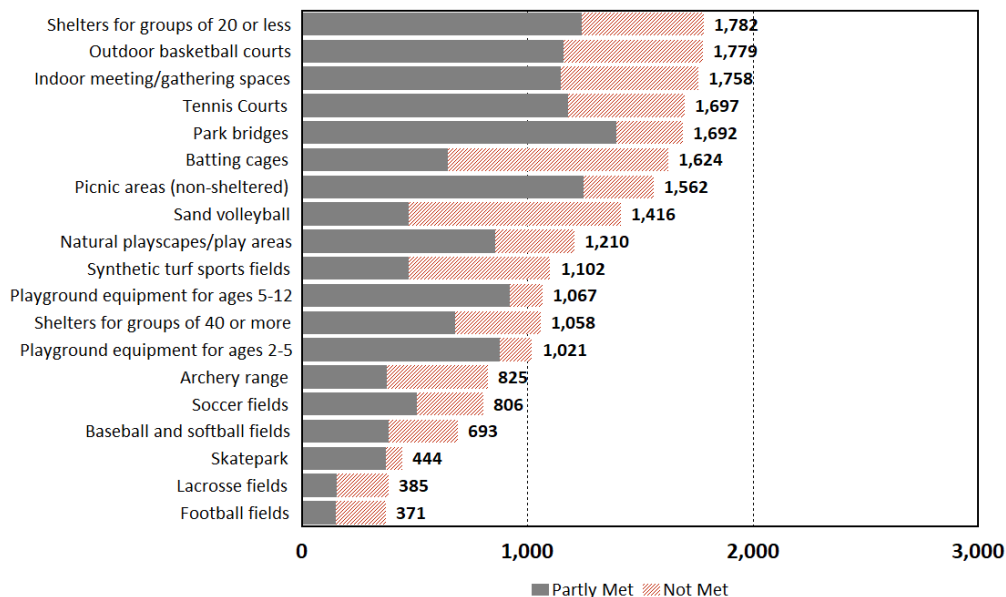
Q8[3]. Estimated Number of Households in CWPDP Whose Needs for Amenities Are Being Partly Met or Not Met

by number of households based on 27,627 households in the Centerville-Washington Park District



Q8[3]. Estimated Number of Households in CWPDP Whose Needs for Amenities Are Being Partly Met or Not Met (Cont.)

by number of households based on 27,627 households in the Centerville-Washington Park District



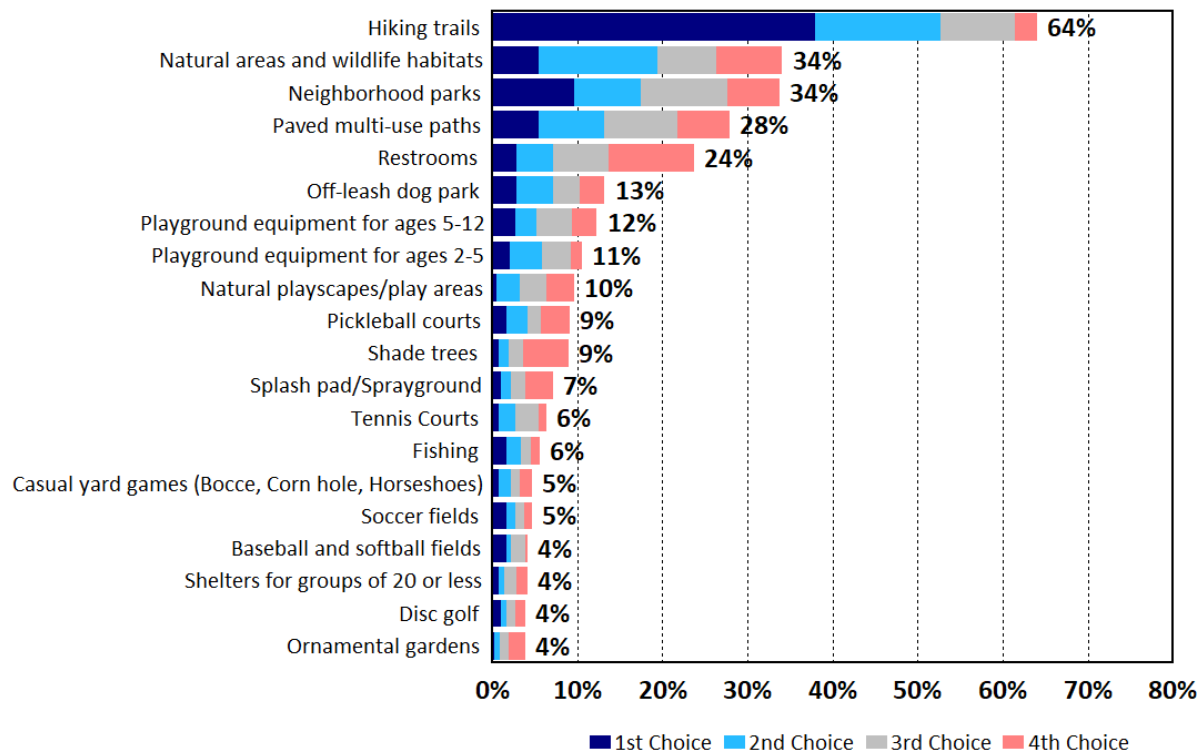
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Amenity Importance: In addition to assessing the needs for each amenity, ETC Institute also assessed the importance that residents placed on each. Based on the sum of respondents' top four choices, the most important amenities to residents were: paved trails (33%), unpaved trails (24%), and park lands (20%). The percentage of residents who selected each amenity as one of their top four choices is shown in the charts below.

Q9. Amenities That Are Most Important to Households

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

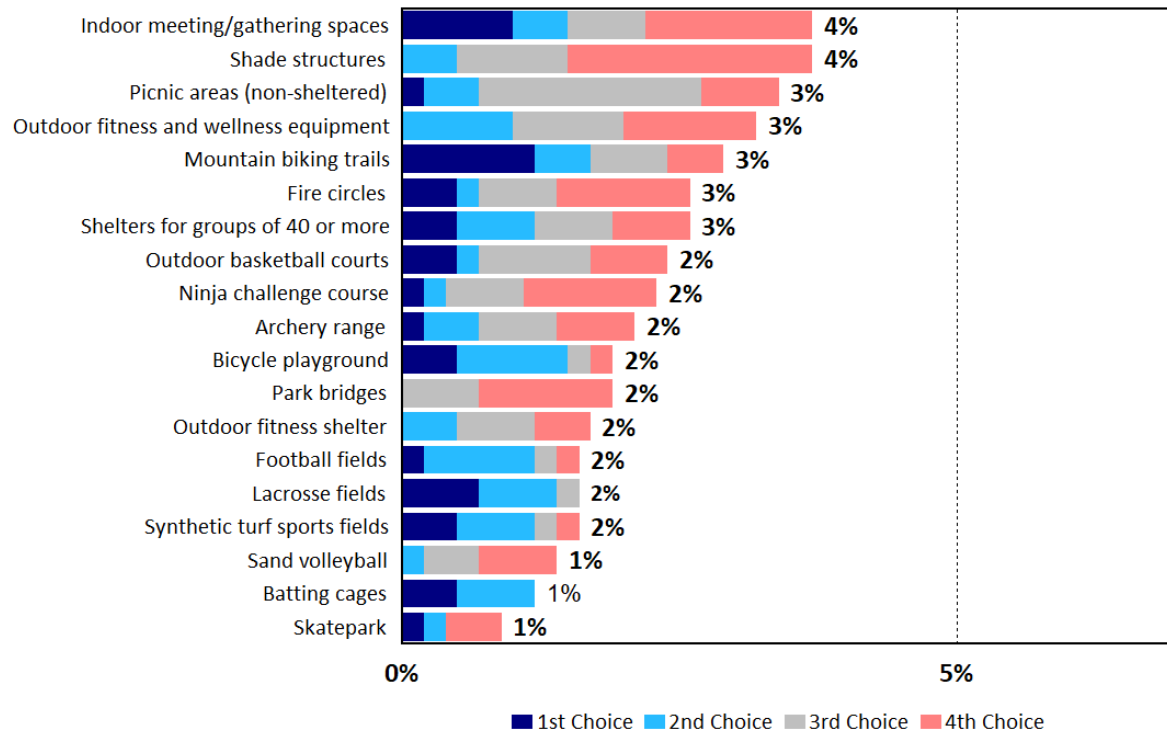


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Q9. Amenities That Are Most Important to Households (Cont.)

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



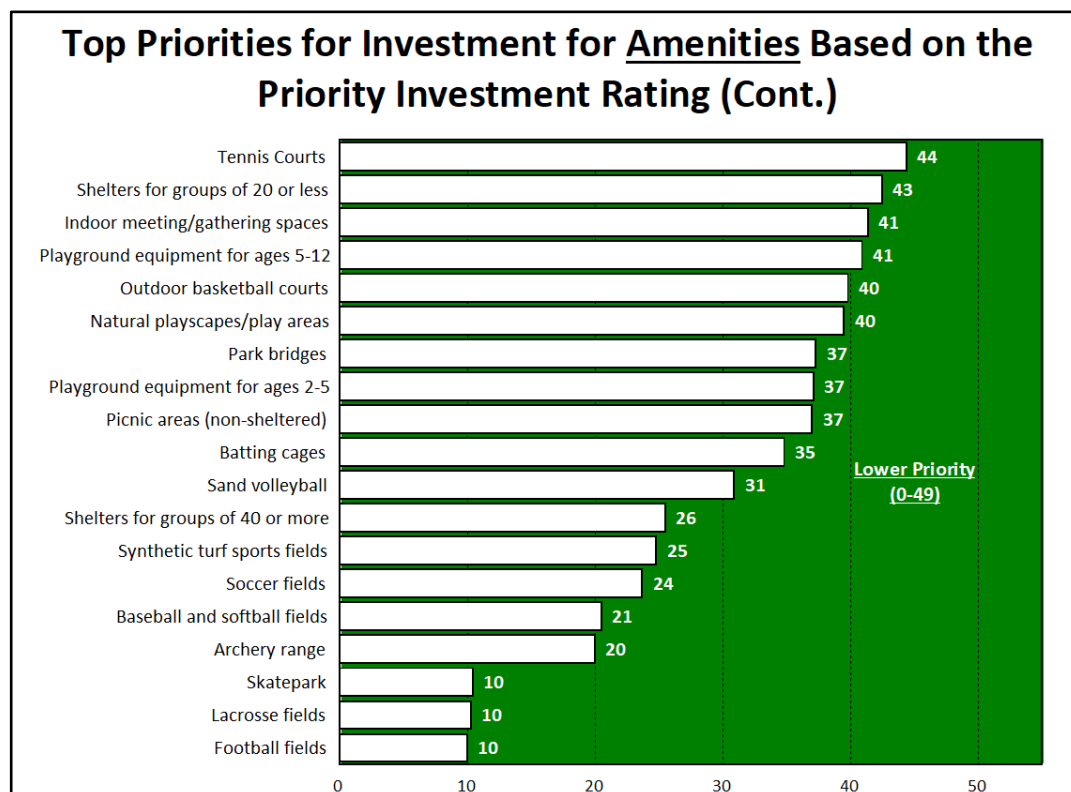
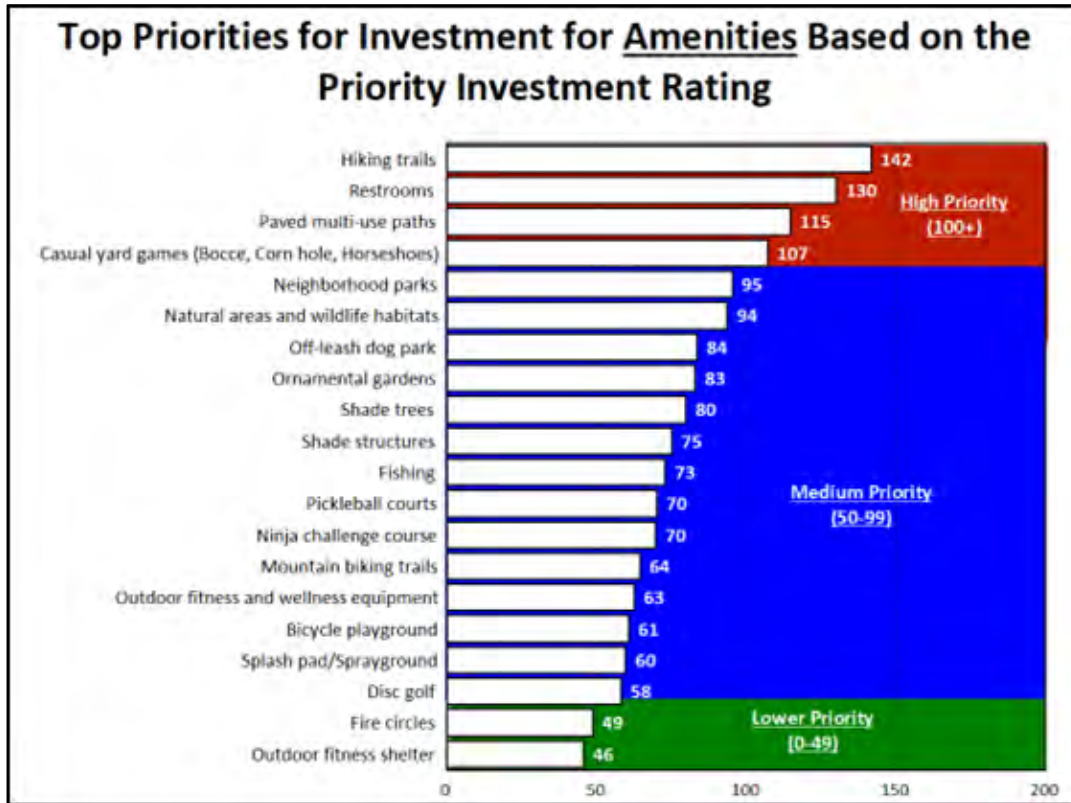
Priorities for Amenity Investments: The Priority Investment Rating (PIR) was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on parks, trails, recreational amenities, and services. The PIR equally weights (1) the importance that residents place on amenities and (2) how many residents have unmet needs for the amenity. [Details regarding the methodology for this analysis are provided in Section 2 of this report.]

Based the Priority Investment Rating (PIR), the following four amenities were rated as high priorities for investment:

- Hiking trails (PIR=142)
- Restrooms (PIR=130)
- Paved multi-use paths (PIR=115)
- Casual yard games (bocce, corn hole, horseshoes) (PIR=107)

The charts on the following page shows the Priority Investment Rating for each of the 39 amenities that were assessed on the survey.

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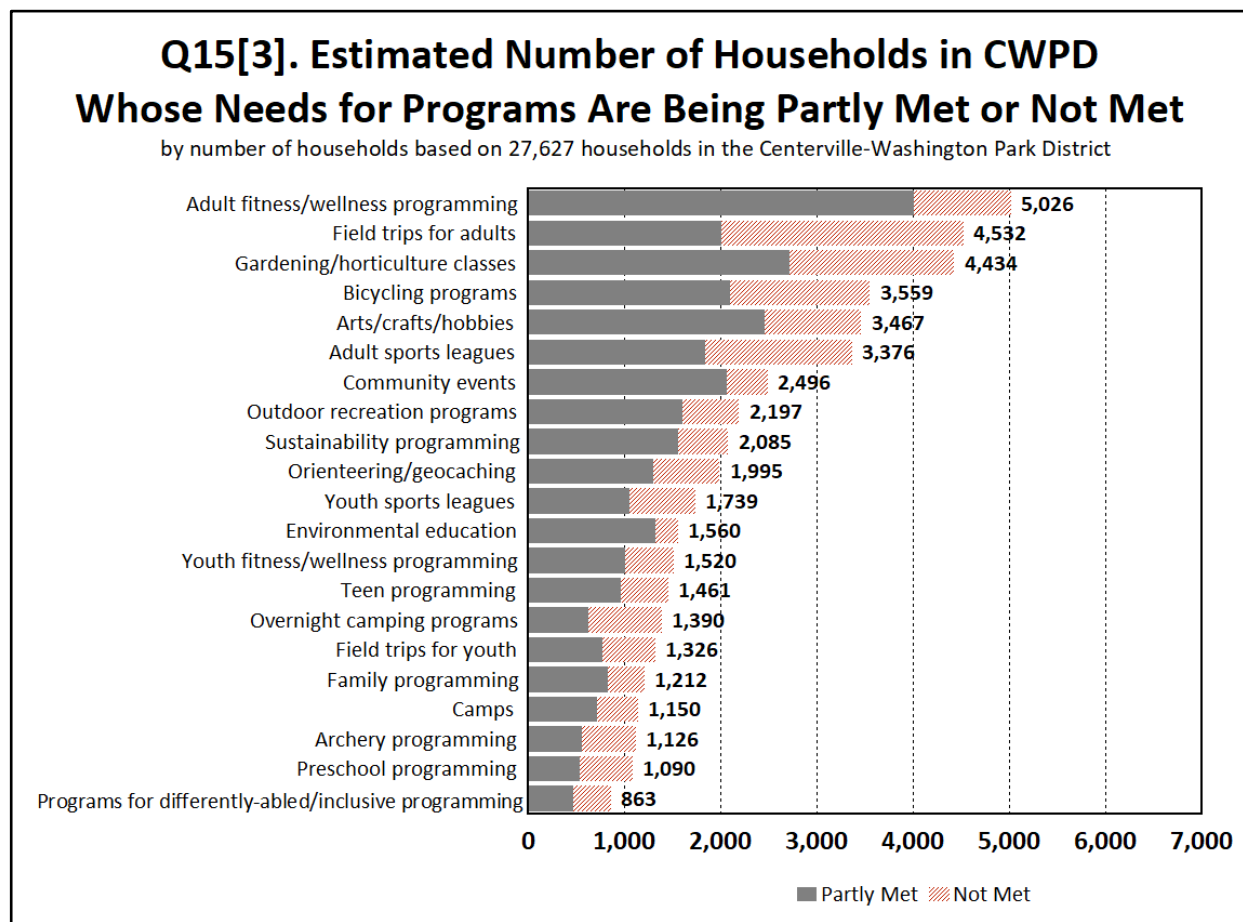
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PROGRAMMING NEEDS AND PRIORITIES

Programming Needs. Respondents were also asked to identify if their household had a need for 21 parks and recreation programs and rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had “unmet” needs for each program.

The four programs with the highest percentage of households that had needs were: adult fitness/wellness programming (48%), community events (35%), gardening/horticulture classes (30%), and outdoor recreation programs (27%). When ETC Institute analyzed the needs in the community, all four of these programs had a need that affected more than 7,000 households. ETC Institute estimates a total of 5,026 households in CWPDP that have a need, have unmet needs for adult fitness/wellness programming. The estimated number of households that have unmet needs for each of the 21 programs that were assessed is shown below.

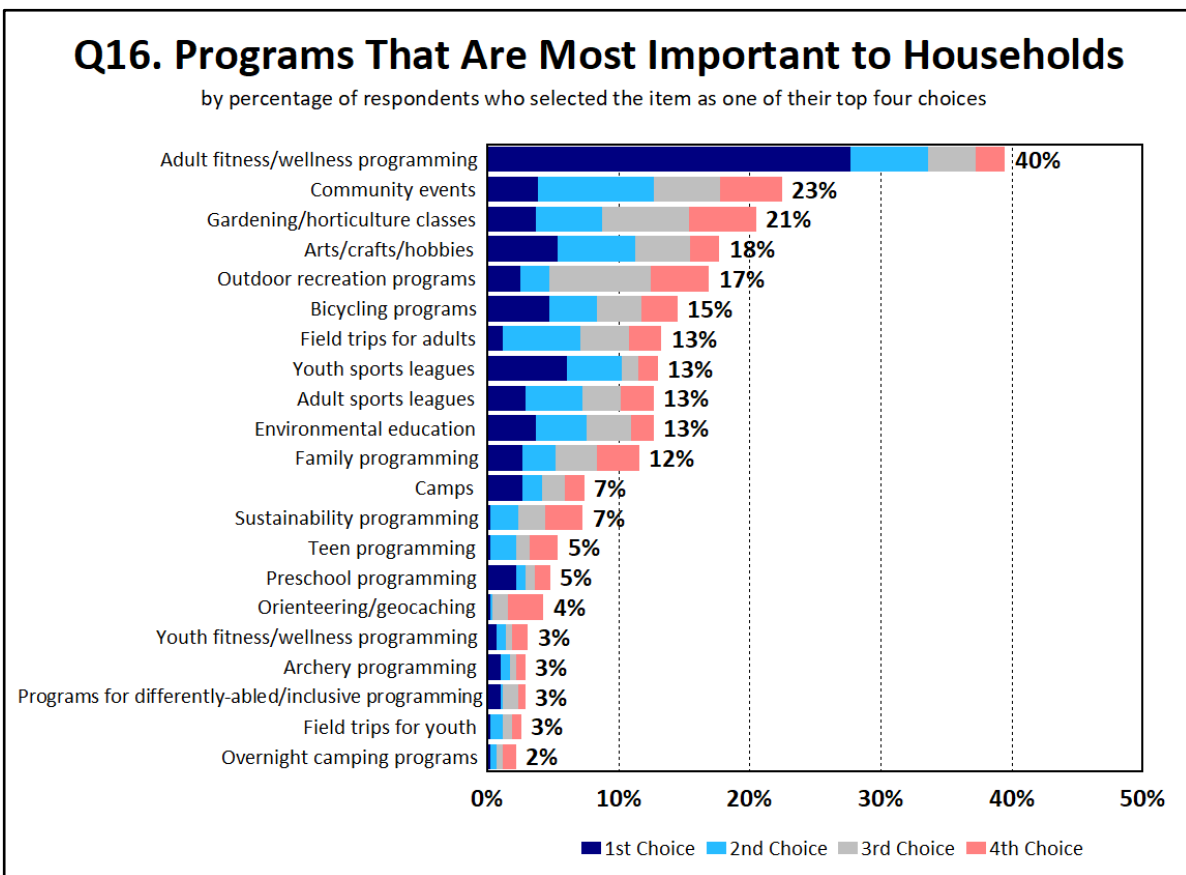


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Program Importance. In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents place on each program. Based on the sum of respondents' top three choices, the most important programs to residents were: aquatics or swimming (24%), fitness (24%), and seniors/active adult (22%).

The percentage of residents who selected each program/activity as one of their top four choices is shown in the chart below.



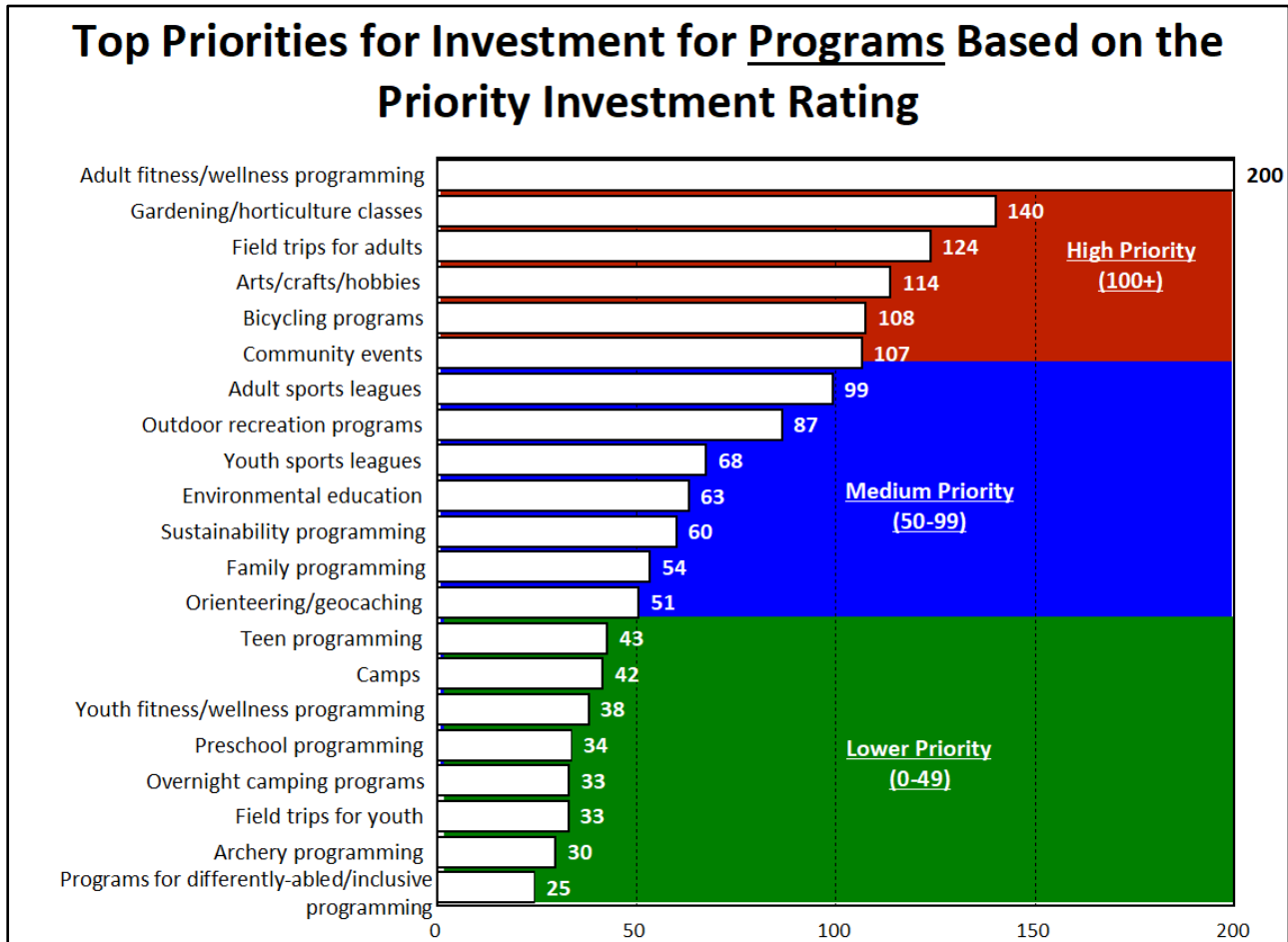
Priorities for Programming Investments. Based on the priority investment rating (PIR), which was described briefly on page vii of this Executive Summary and is described in more detail in Section 2 of this report, the following six programs were rated as “high priorities” for investment:

- Adult fitness/wellness programming (PIR=200)
- Gardening/horticulture classes (PIR=140)
- Field trips for adults (PIR=124)
- Arts/crafts/hobbies (PIR=114)
- Bicycling programs (PIR=108)
- Community events (PIR=107)

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The chart below shows the Priority Investment Rating (PIR) for each of the 21 programs that were rated.



CONCLUSIONS AND RECOMMENDATIONS

When analyzing the amenities and programs offered by the Centerville-Washington Park District, neighborhood parks, hiking trails, and adult fitness/wellness programming were the items for which the highest number of residents had a need. Focusing on these items would provide the greatest benefit for the largest number of residents within the CWPDP.

Making certain CWPDP's availability of amenities and programming encompasses the greatest number of households ensures funding is appropriately allocated to give the community the greatest benefit possible. In order to ensure that CWPDP continues to meet the needs and expectations of the community, ETC Institute recommends that the County sustain and/or improve the performance in areas that were identified as "high priorities" by the Priority Investment Rating (PIR). The amenities and programs with the highest PIR ratings are listed on the following page.

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Amenity Priorities

- Hiking trails (PIR=142)
- Restrooms (PIR=130)
- Paved multi-use paths (PIR=115)
- Casual yard games (bocce, corn hole, horseshoes) (PIR=107)

Programming Priorities

- Adult fitness/wellness programming (PIR=200)
- Gardening/horticulture classes (PIR=140)
- Field trips for adults (PIR=124)
- Arts/crafts/hobbies (PIR=114)
- Bicycling programs (PIR=108)
- Community events (PIR=107)