

Deerfield Township Community Interest and Opinion Survey

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Findings Report

Submitted to the Deerfield Township

ETC Institute
725 W. Frontier Lane,
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Contents

Executive Summary	i
Charts and Graphs	1
Priority Investment Rating.....	21
Benchmarking Analysis	29
Tabular Data	36
Survey Instrument	98

Deerfield Township Community Interest and Opinion Survey

Executive Summary

Overview

ETC Institute administered a community interest and opinion survey for the Deerfield Township Parks and Recreation Department during the summer and fall of 2018. The survey was administered as part of the Township's efforts to plan the future for parks and recreation opportunities. The survey and its results will guide the Deerfield Township Parks and Recreation Department in establishing priorities for the future improvement of parks, recreation facilities, programs, and services within the community.

Methodology

ETC Institute mailed a survey packet to a random sample of households in Deerfield Township. 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 online at www.DeerfieldTownshipSurvey.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 online version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Deerfield Township from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to obtain completed surveys from at least 300 residents. The goal was exceeded with a total of 458 residents completing the survey. The overall results for the sample of 458 households have a precision of at least +/-4.6% at the 95% level of confidence.

This report contains the following:

- 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 the Township'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 major findings of the survey are summarized below and on the following pages.

Parks and Facilities Use and Ratings

Respondent households were asked, from a list of 8 different parks/facilities, which parks/facilities they had used during the past 12 months; sixty-percent (60%) visited Cottell, 52% visited Landen-Deerfield, and 25% visited Kingswood. The highest ratings for the condition of the park/facility, based on the sum of “excellent” and “good” responses among respondents who had visited the park/facility, were: Cottell (98%), Fleckenstein (92%), Landen-Deerfield (80%), and Carter (80%). The top three parks/facilities that respondent households indicated they used the most during the past year, based on the sum of their top three choices, were: Cottell (57%), Landen-Deerfield (49%), and Kingswood (22%). Overall, respondent households are satisfied with the value they receive from Deerfield Township Parks and Recreation. Almost three quarters (74%) of residents indicated they are “very satisfied” (40%) or “somewhat satisfied” (34%) with the value they receive from the Deerfield Township Parks and Recreation.

Program Participation and Ratings

The top three recreation programs that respondent households had participated in during the past 12 months, were: farmers market (68%), special events (43%), and community youth athletics (23%). Of the households that had participated in recreation programs during the past 12 months, thirty-five percent (35%) participated in 1 program/activity, 43% participated in between 2 to 3 programs/activities, 18% participated in between 4 to 6 programs/activities, 2% participated in between 7 to 10 programs/activities, and 2% participated in at least 11 or more programs/activities. The top four reasons households participated in Deerfield Township Parks and Recreation programs were: location of the program (49%), it is of particular interest (36%), location of the facility (28%), and the quality of the program (22%). Respondents who indicated they had participated in programs during the past 12 months rated the overall quality of recreation programs/activities very well. Based on the sum of “excellent” and “good” responses, ninety percent (90%) of respondents who had participated in recreation programs/activities rated the quality of the programs/activities as such.

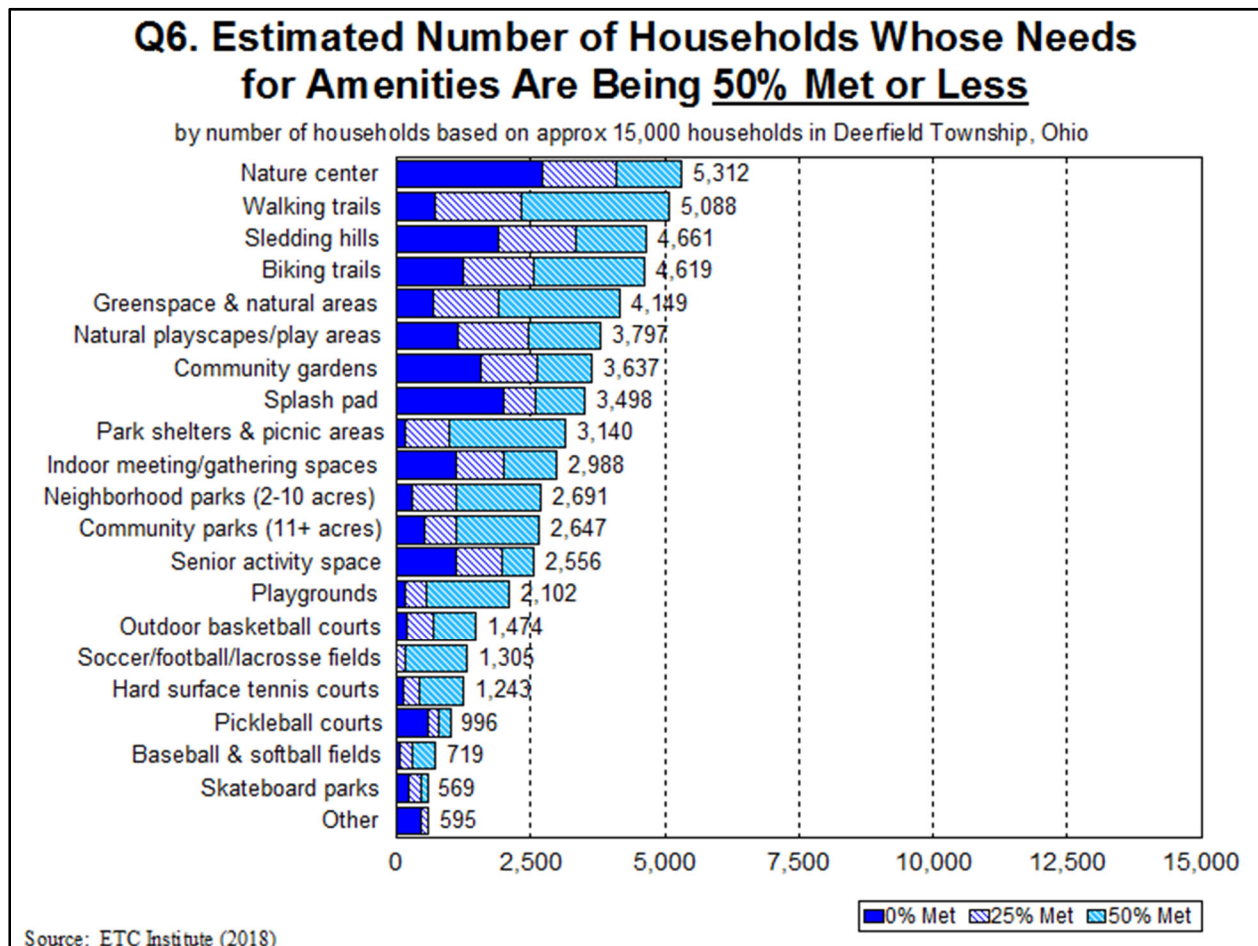
Satisfaction with Parks and Recreation Services

The highest levels of satisfaction with services provided by Deerfield Township Parks and Recreation, based on the sum of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: maintenance of Deerfield Township parks (84%), number of Deerfield Township parks (70%), quality of athletic fields (62%), number of multi-use fields (62%), and the number of baseball/softball fields (61%). The top-rated parks and recreation services respondent households think should receive the most attention over the next two years were: connectivity of trails (30%), maintenance of Deerfield Township parks (30%), amount of open green space (23%), number of Deerfield Township parks (19%), and availability of information about programs and facilities (19%).

Amenity Needs and Priorities

Amenity Needs: Respondents were asked to identify if their household had a need for 20 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 facilities.

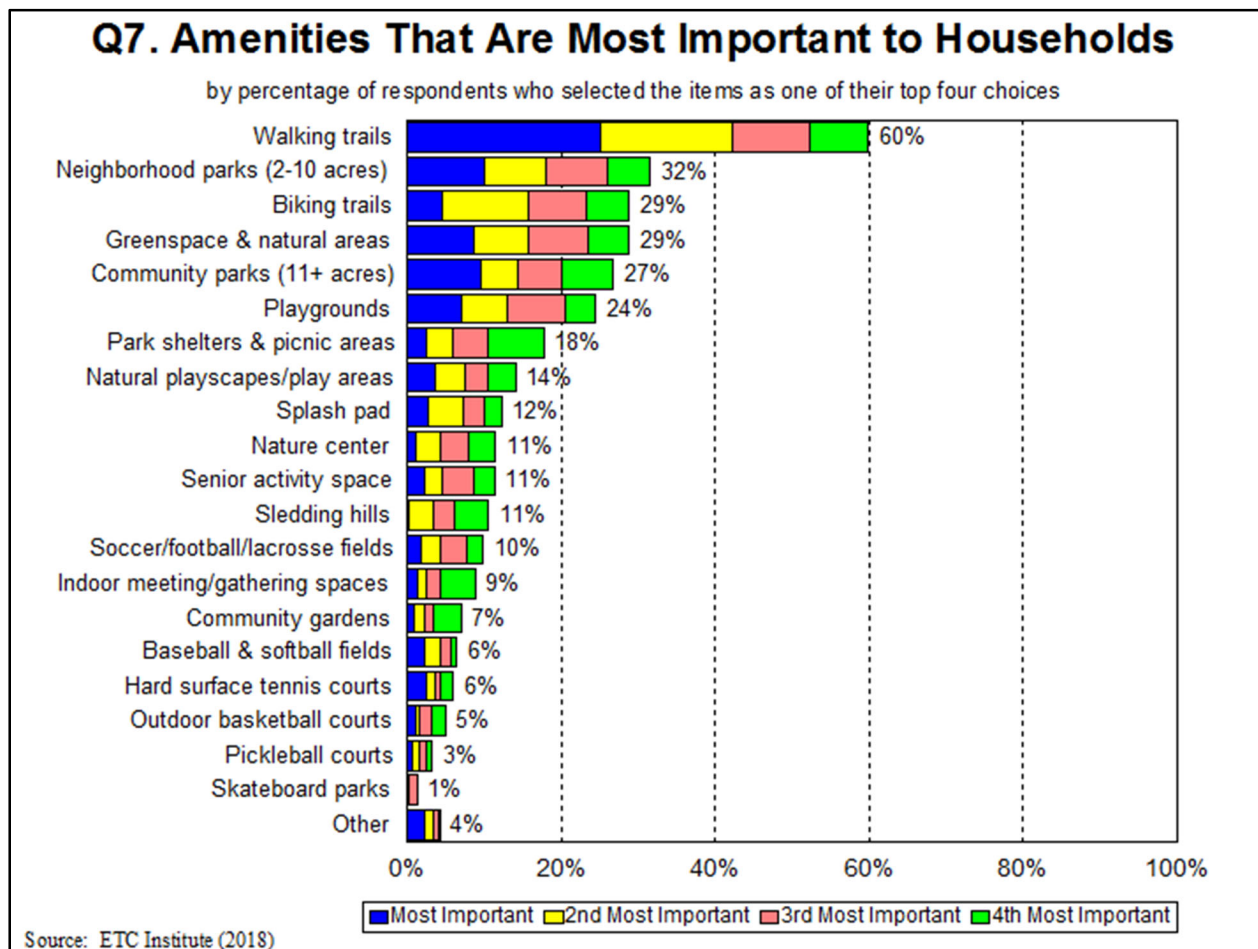
The five recreation amenities with the highest percentage of households that indicated a need for the amenity were: walking trails (76%), greenspace and natural areas (60%), neighborhood parks that are between 2 to 10 acres (60%), neighborhood parks that are 11 acres or more (56%), and biking trails (54%). When ETC Institute analyzed the needs in the community, walking trails had a need that affected approximately more than 10,000 households in Deerfield Township. ETC Institute estimates a total of 9,000 out of an approximate 15,000 households of Deerfield Township have a need for greenspace and natural areas. As well as an estimated 8,940 out of an approximate 15,000 households have a need for neighborhood parks that are between 2 to 10 acres. ETC Institute estimates a total of 5,312 households out of the approximately 15,000 households in Deerfield Township have unmet needs for a nature center and an estimated 5,088 households out of the approximately 15,000 households in Deerfield Township have unmet needs for walking trails. The estimated number of households that have unmet needs for each of the 20 facilities that were assessed is shown in the table below.



Amenity Importance: In addition to assessing the needs for each facility, ETC Institute also assessed the importance that residents placed on each facility. Based on the sum of respondents' top four choices, the four most important facilities to residents were:

1. walking trails (60%),
2. neighborhood parks that are between 2 to 10 acres (32%),
3. biking trails (29%), and
4. greenspace and natural areas (29%).

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

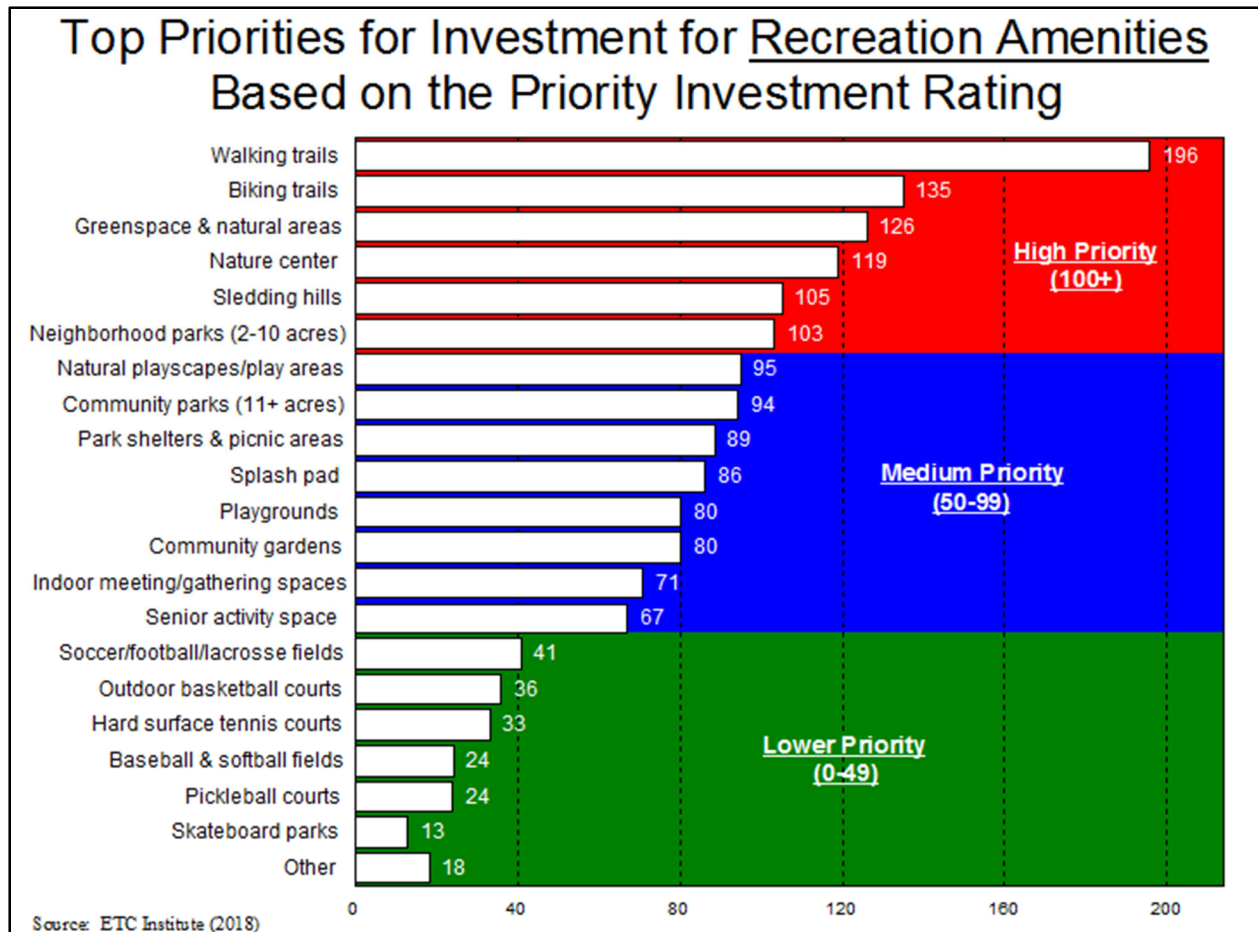


Priorities for Amenities Investments: The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on Parks and Recreation investments. The Priority Investment Rating (PIR) equally weights (1) the importance that residents place on facilities and (2) how many residents have unmet needs for the facility. [Details regarding the methodology for this analysis are provided in Section 2 of this report.]

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

- Walking trails (PIR=196)
- Biking trails (PIR=135)
- Greenspace and natural areas (PIR=126)
- Nature center (PIR=119)
- Sledding hills (PIR=105)
- Neighborhood parks that are between 2 to 10 acres (PIR=103)

The following chart shows the Priority Investment Rating for each of the 20 amenities that were assessed on the survey.

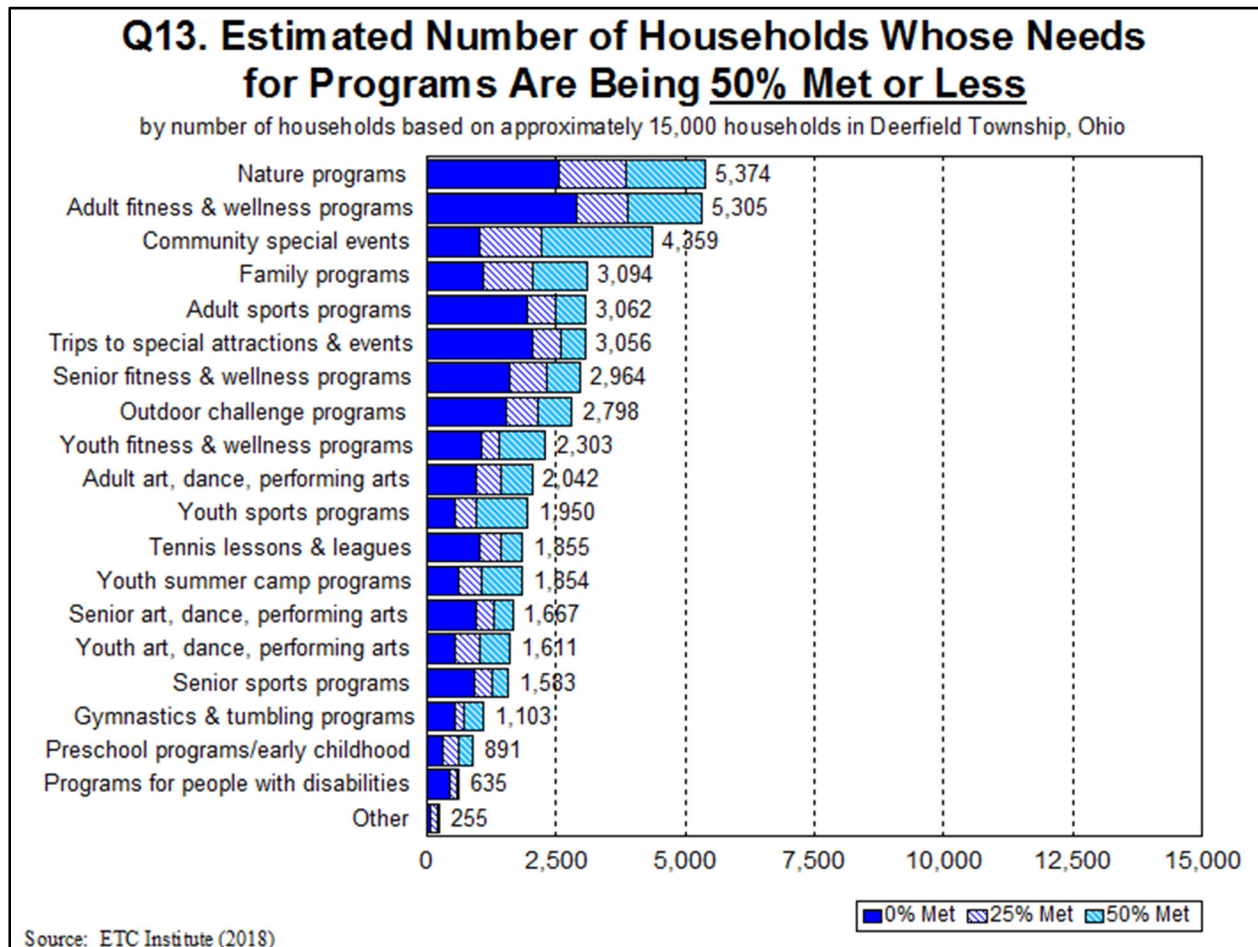


Programming Needs and Priorities

Programming Needs. Respondents were also asked to identify if their household had a need for 19 recreational programs and rate how well their needs for each program 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: community special events (44%), nature programs (43%), adult fitness and wellness programs (42%), and family programs (31%). ETC Institute estimates a total of 6,615 households out of the approximate 15,000 households of Deerfield Township have a need for community special

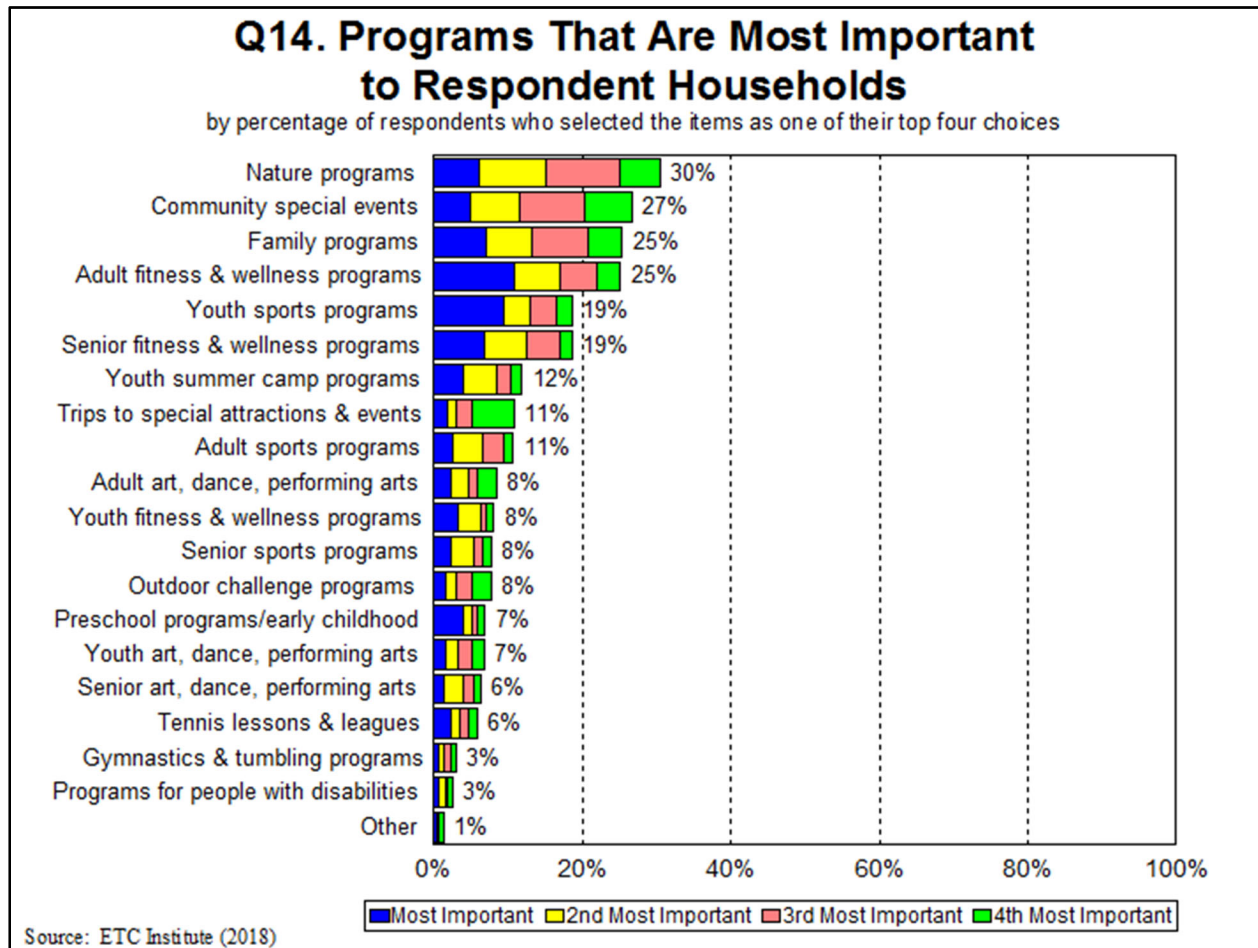
events, an estimated 6,420 households out of the approximate 15,000 households of Deerfield Township have a need for nature programs, and an estimated 6,285 households out of the approximate 15,000 households of Deerfield Township have a need for adult fitness and wellness programs. ETC estimates a total of 5,374 households out of the approximate 15,000 households of Deerfield Township have unmet needs for nature programs, an estimated 5,305 households out of the approximate 15,000 households of Deerfield Township have unmet needs for adult fitness and wellness programs, and an estimated 4,359 households out of the approximate 15,000 households of Deerfield Township have unmet needs for community special events. The estimated number of households that have unmet needs for each of the 19 programs that were assessed is shown in the chart below.



Program Importance. In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents placed on each program. Based on the sum of respondents' top four choices, the four most important programs to residents were:

1. nature programs (30%),
2. community special events (27%),
3. family programs (25%), and
4. adult fitness and wellness programs (25%).

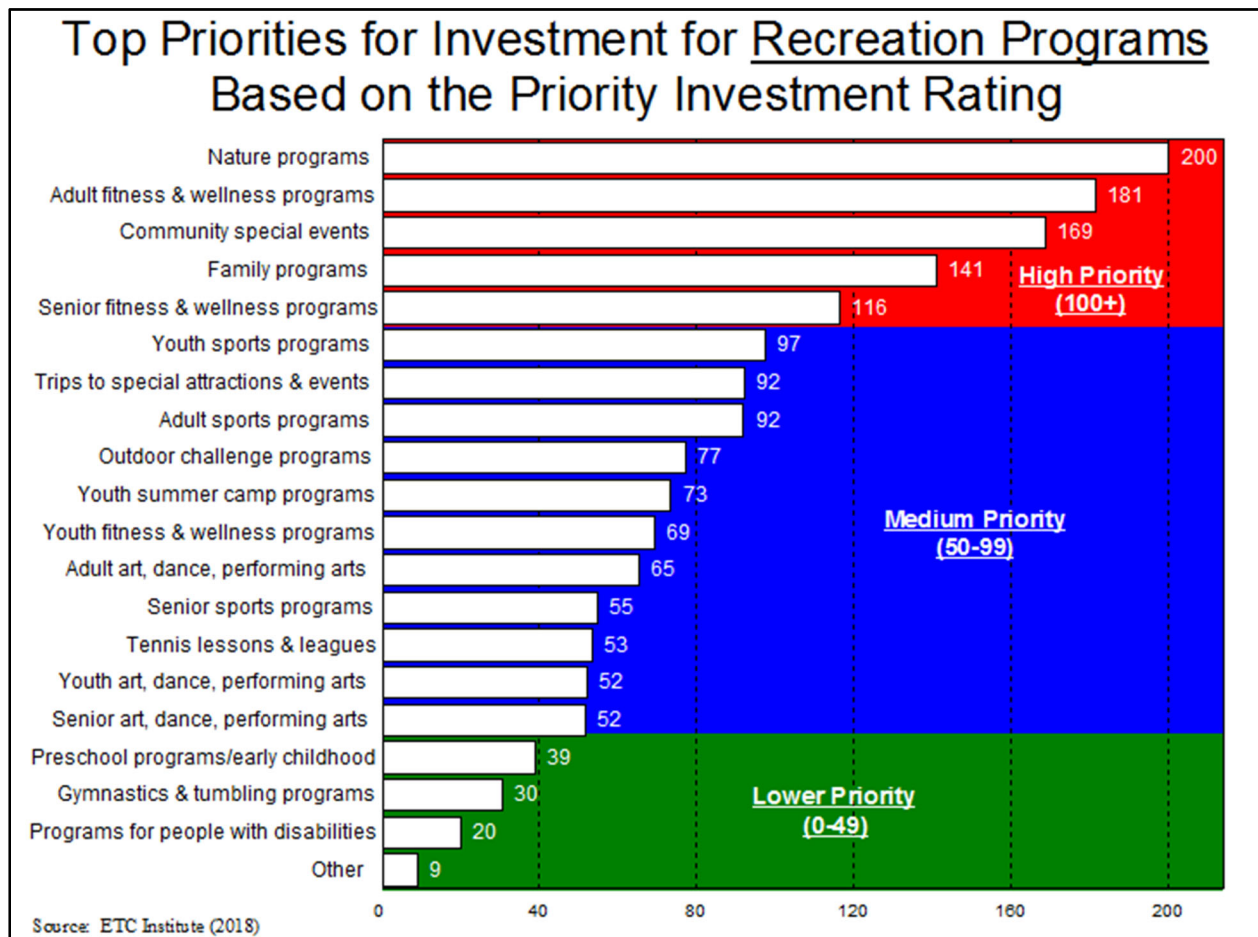
The percentage of residents who selected each program as one of their top four choices is shown in the table at the top of the following page.



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

- Nature programs (PIR=200)
- Adult fitness and wellness programs (PIR=181)
- Community special events (PIR=169)
- Family programs (PIR=141)
- Senior fitness and wellness programs (PIR=116)

The chart at the top of the following page shows the Priority Investment Rating (PIR) for each of the 19 programs that were rated.



Support for Actions that Could Improve the Parks and Recreation System

Respondents were asked to indicate which items, from a list of 8, they would most support Deerfield Township taking to improve the parks and recreation system. Based on the sum of “very supportive” and “somewhat supportive” responses the most supported actions were: protect open and green space (83%), upgrade existing parks (82%), and increased connectivity to hiking/biking trails and parks (81%). Based upon the sum of respondents’ top three responses, the top three most important items to households, that the Township should maintain or develop, were: increased connectivity to hiking/biking trails and parks (48%), acquire/preserve property to redevelop into parks for additional shaded areas, trails, picnicking, etc. (42%), and protect open and green space (42%).

Additional Findings

Fifty-eight percent (58%) of respondent households live more than a 10-minute walk to a park, 34% live within a 10-minute walk to a park, and 8% live adjacent to a park.

Respondents were asked from a list of 20 potential reasons that would prevent them or members of their household from using the parks, recreation facilities, or programs of the Deerfield

Township Parks and Recreation Department and the top three reasons were: I do not know what is being offered (36%), we are too busy (25%), and no safe route to walk/bike to the facility (21%).

Sources used most to learn about Parks and Recreation programs and activities, as indicated by respondent households, were: friends and neighbors (34%), Deerfield Township website (33%), Parks sign boards (28%), and the activity guide program catalog (26%). The most preferred sources to use, based on the sum of respondents' top three choices, were: Deerfield Township website (35%), activity guide program catalog (31%), e-newsletter (25%), and Facebook (25%).

When asked the respondent's level of support for the Township undertaking a process to explore the feasibility of a multi-purpose community building, thirty percent (30%) indicated they were "very supportive," 28% indicated they were "somewhat supportive," 25% indicated they were "neutral," 6% indicated they were "not supportive," and 11% indicated they were "not supportive at all".

The highest ratings of support that respondent households have for potential options for Kingswood, based on the sum of "very supportive" and "supportive" responses among residents *who had an opinion*, were: improve Kingswood as a passive public park (69%) and create a permanent farmers market facility in Kingswood Park (67%). The highest ratings of support that respondent households have for revenue generating actions that could be taken at Kingswood, based on the sum of "very supportive" and "supportive" responses among residents *who had an opinion*, were: equipment rentals in parks (67%) and non-Deerfield classes or programs using parks (60%).

Residents were asked if a portion of the debt-free Kingswood property should be sold or leased for commercial development, fifty-one percent (51%) of respondent households indicated they would most favor to "commercially develop 0% of Kingswood", 15% indicated they would favor to "commercially develop 20% of Kingswood", 9% indicated they would favor to "commercially develop 40% of Kingswood," 3% indicated they would favor to "commercially develop 60% of Kingswood," 4% indicated they would favor to "commercially develop 80% of Kingswood," and 17% indicated "none of above".

Respondent households were asked to indicated the level of support they had for changing the renewable parks tax levy to a permanent parks tax levy; thirty percent (30%) indicated they would be "very supportive," 24% indicated they would be "somewhat supportive," 19% indicated they would be "neutral," 15% indicated they would be "not supportive," and 12% indicated they would be "not supportive at all". Of the respondent households that indicated they were "not supportive" (15%) and "not supportive at all" (12%), thirty-nine percent (39%) of the respondents indicated they are not supportive of changing the parks tax levy because they need more information before they can answer and 37% indicated they do not support any increase or continuation of taxes.

Recommendations

To ensure that the Deerfield Township Parks and Recreation Department continues to meet the needs and expectations of the community, ETC Institute recommends that the Parks and Recreation Department 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 below.

Amenity Priorities

- Walking trails (PIR=196)
- Biking trails (PIR=135)
- Greenspace and natural areas (PIR=126)
- Nature center (PIR=119)
- Sledding hills (PIR=105)
- Neighborhood parks that are between 2 to 10 acres (PIR=103)

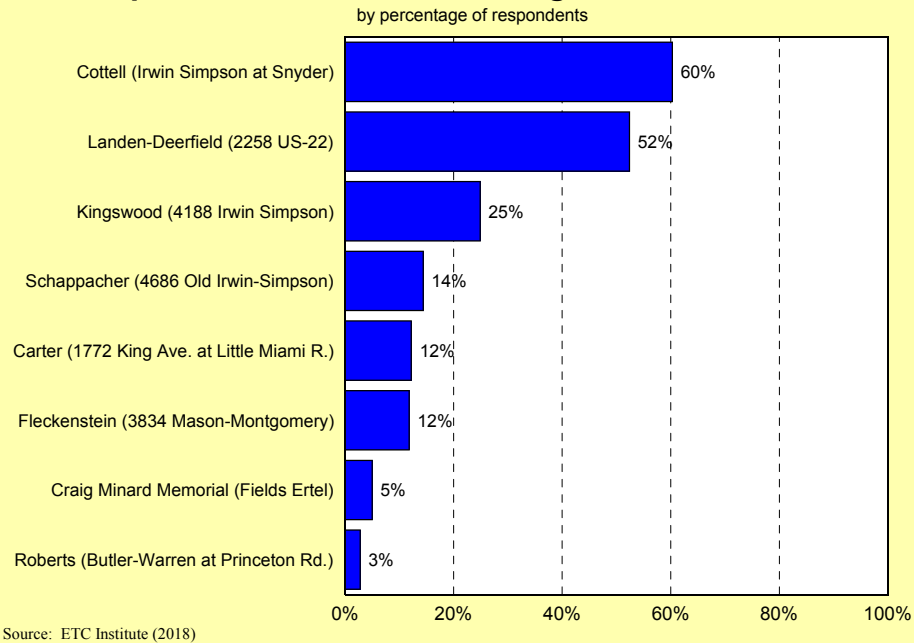
Programming Priorities

- Nature programs (PIR=200)
- Adult fitness and wellness programs (PIR=181)
- Community special events (PIR=169)
- Family programs (PIR=141)
- Senior fitness and wellness programs (PIR=116)

Section 1

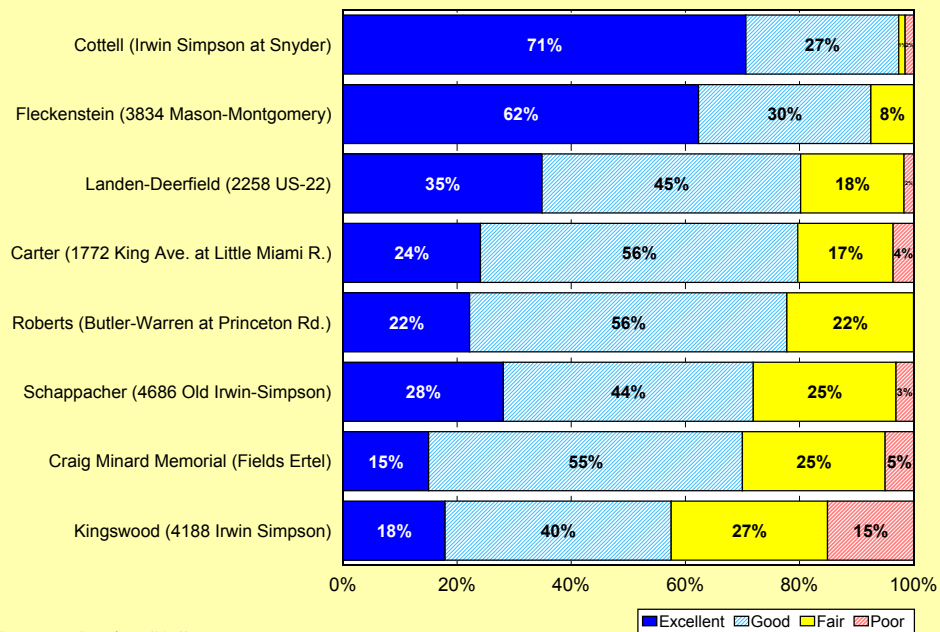
Charts and Graphs

Q1. Deerfield Township Parks/Facilities Used by Respondent Households During the Past 12 Months



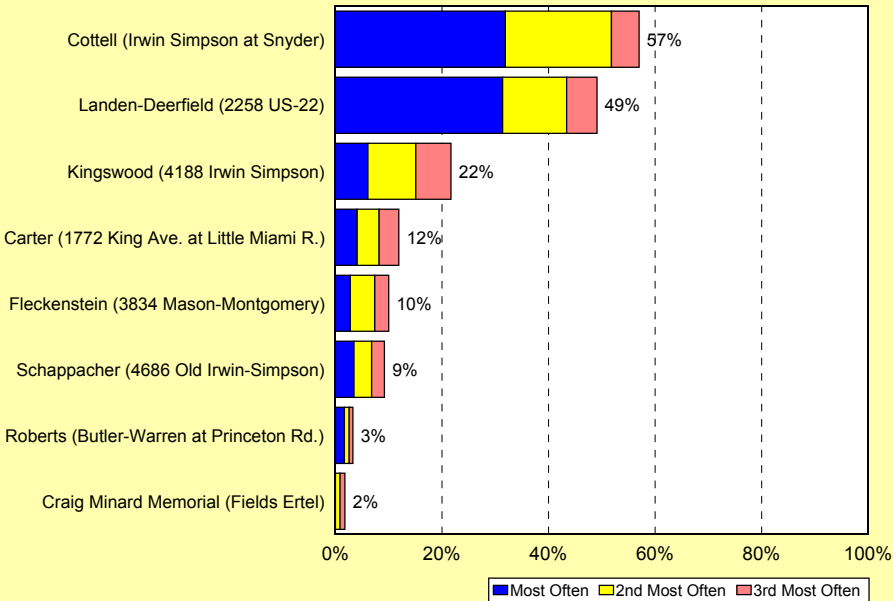
Q1. Quality of the Condition of the Parks/Facilities

by percentage of respondents who answered "yes" to using the park/facility



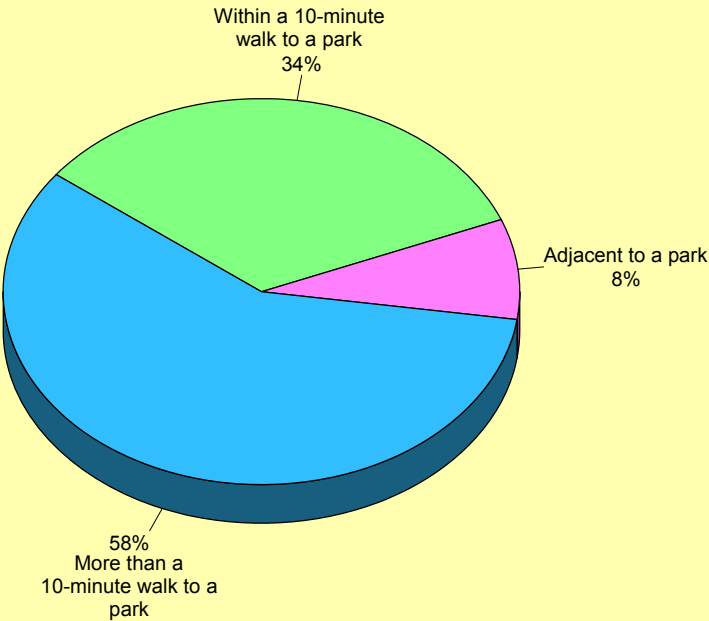
Q2. Parks/Facilities Most Used By Households During the Past Year

by percentage of respondents who selected the items as one of their top three choices



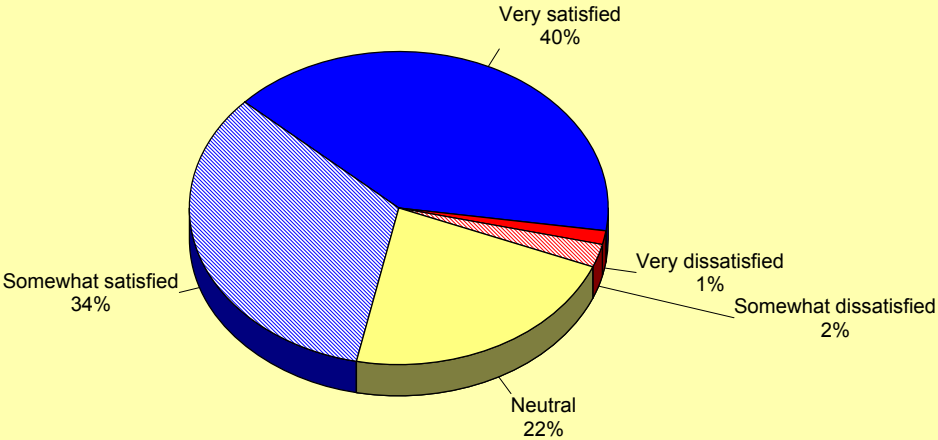
Q3. Park Distance from Household's Residence

by percentage of respondents



Q4. Satisfaction with the Overall Value Received from Deerfield Township Parks & Recreation

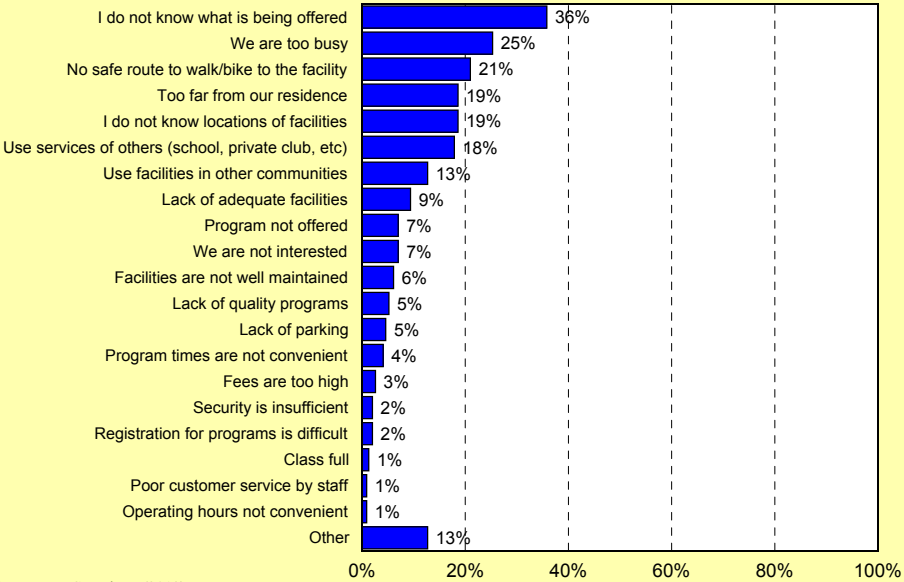
by percentage of respondents



Source: ETC Institute (2018)

Q5. Reasons Preventing the Use of Parks, Recreation Facilities, and/or Programs

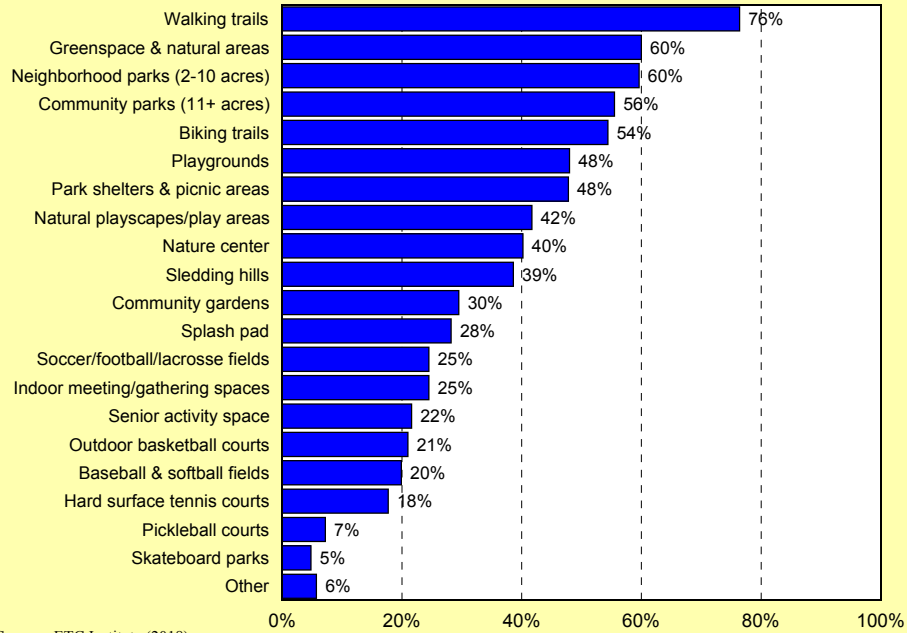
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2018)

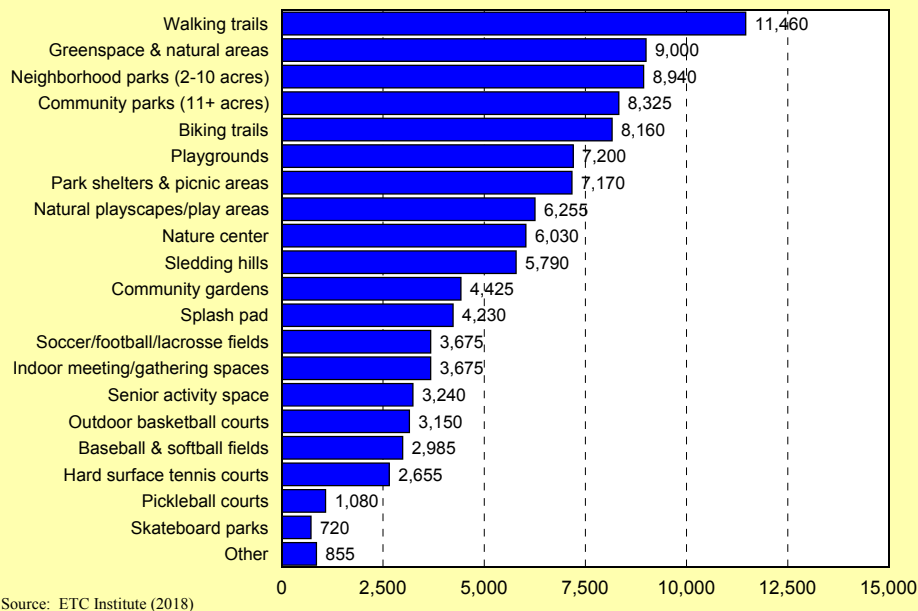
Q6. Amenities Respondent Households Have a Need For

by percentage of respondents



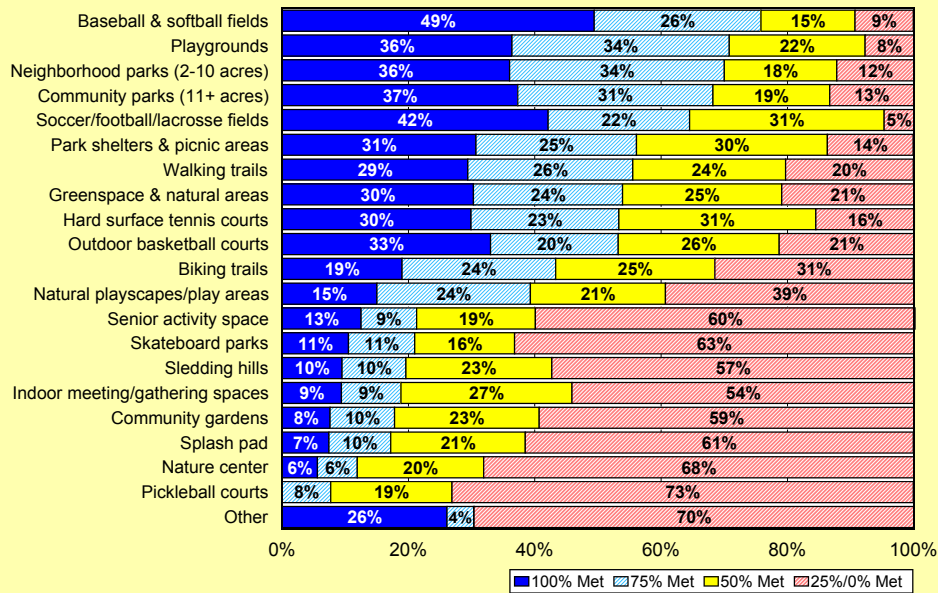
Q6. Estimated Number of Households That Have a Need for Various Amenities

by number of households based on approximately 15,000 households in Deerfield Township, OH



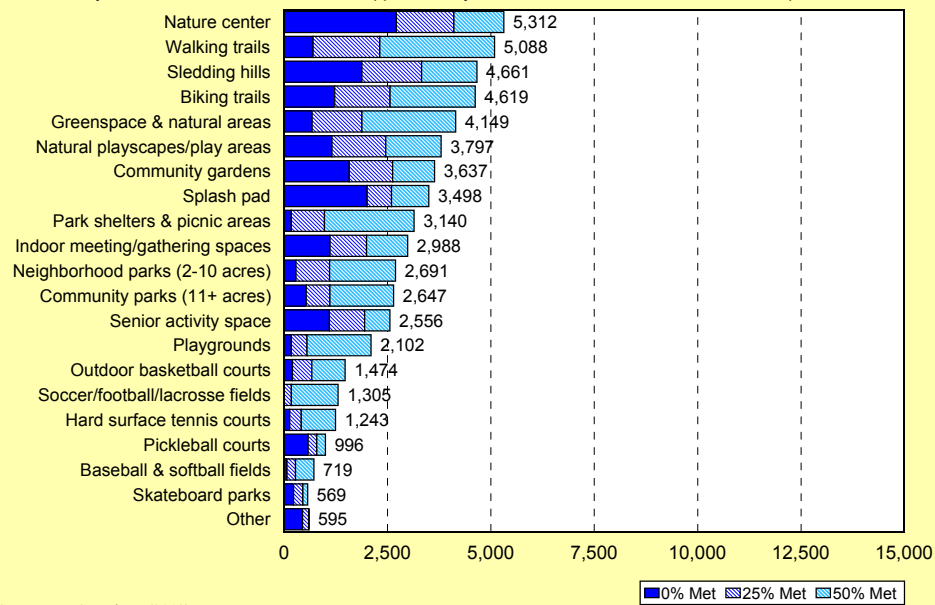
Q6. How Well Parks and Recreation Amenities Meet the Needs of Respondent Households

by percentage of respondents with a need for amenities



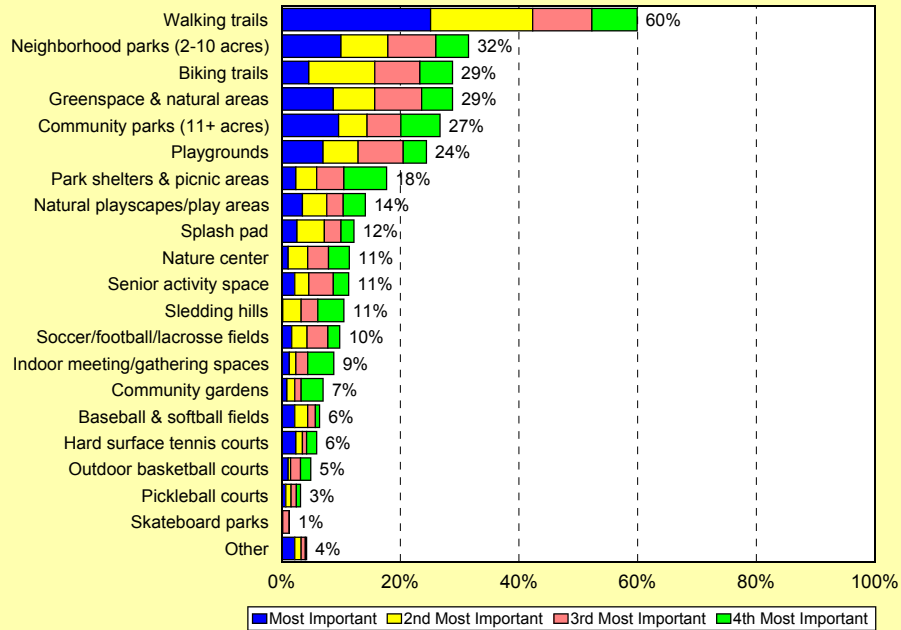
Q6. Estimated Number of Households Whose Needs for Amenities Are Being 50% Met or Less

by number of households based on approximately 15,000 households in Deerfield Township, Ohio



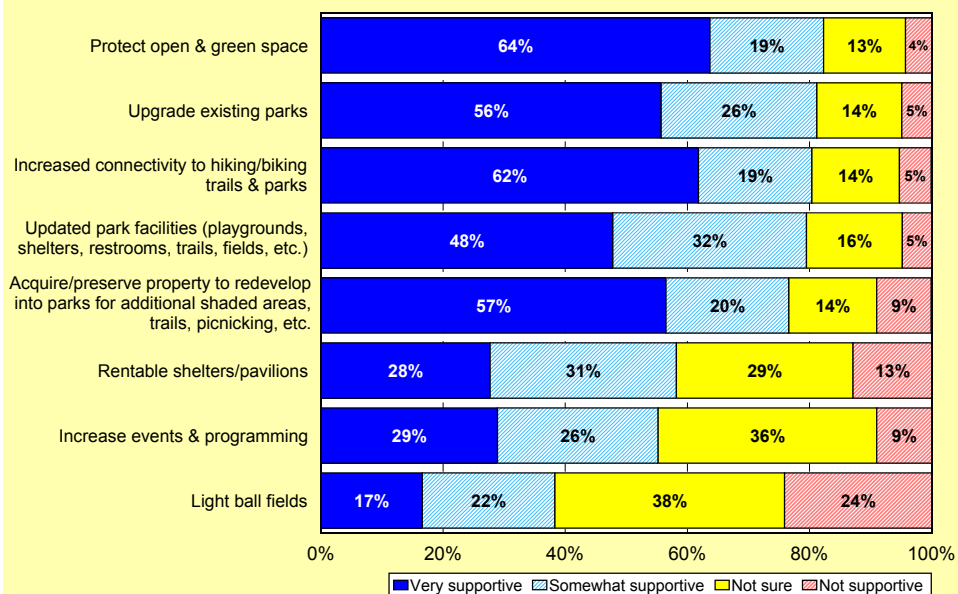
Q7. Amenities That Are Most Important to Households

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



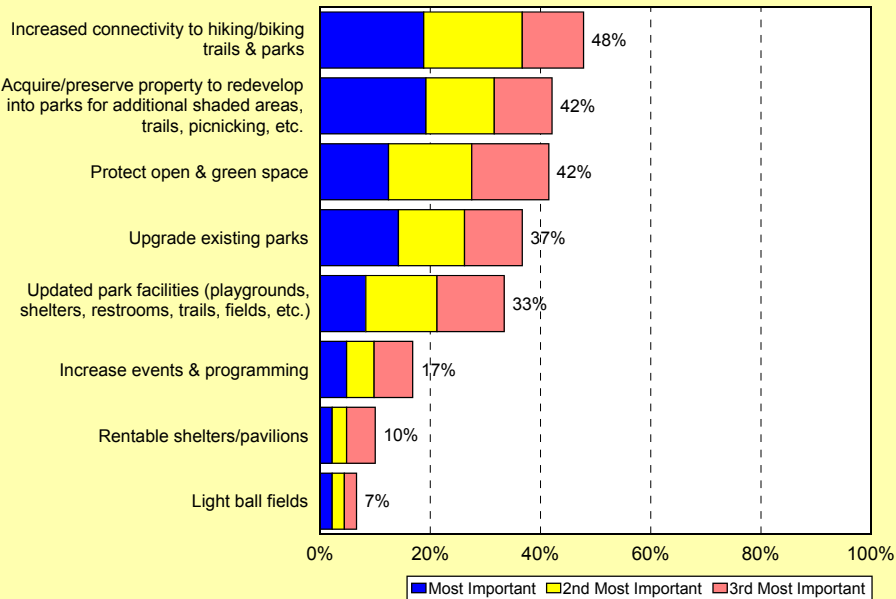
Q8. Actions Deerfield Township Could Take to Improve the Parks and Recreation System

by percentage of respondents with a need for facilities (excluding "not provided" responses)



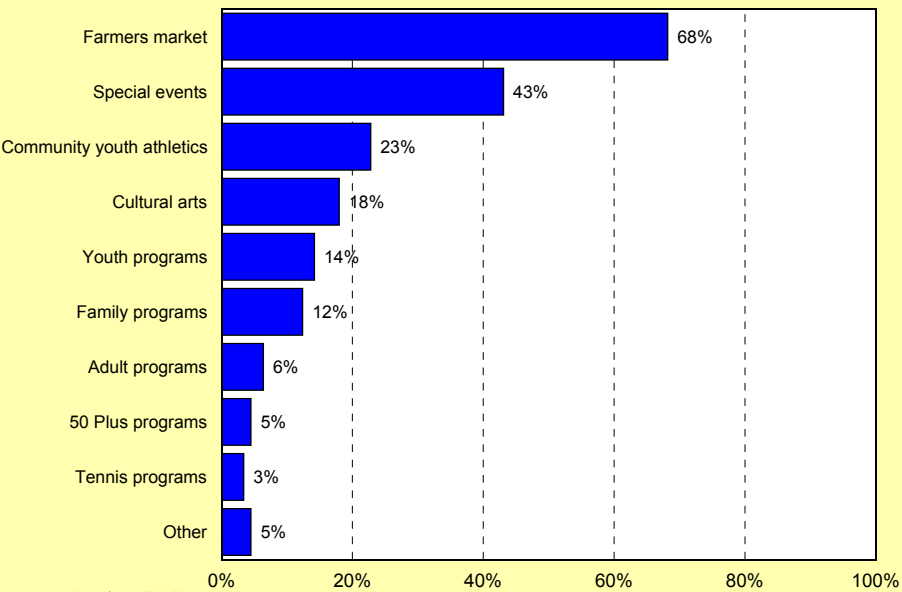
Q9. Most Important Actions that Deerfield Township Could Take to Improve the Parks and Recreation System

by percentage of respondents who selected the items as one of their top three choices



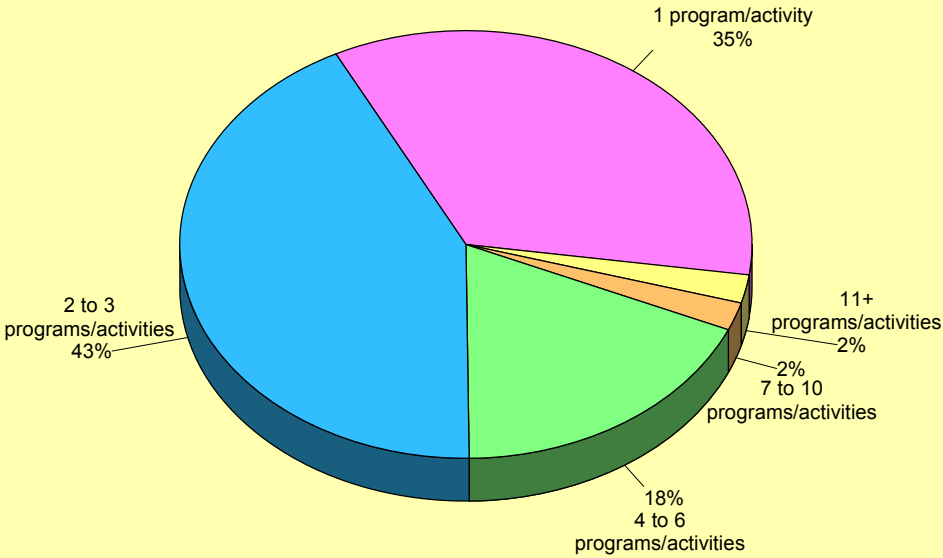
Q10. Recreation Programs Participated in During the Past 12 Months

by percentage of respondents (multiple choices could be made)



Q10a. How Many Recreation Programs or Activities Households Participated in During the Past 12 Months

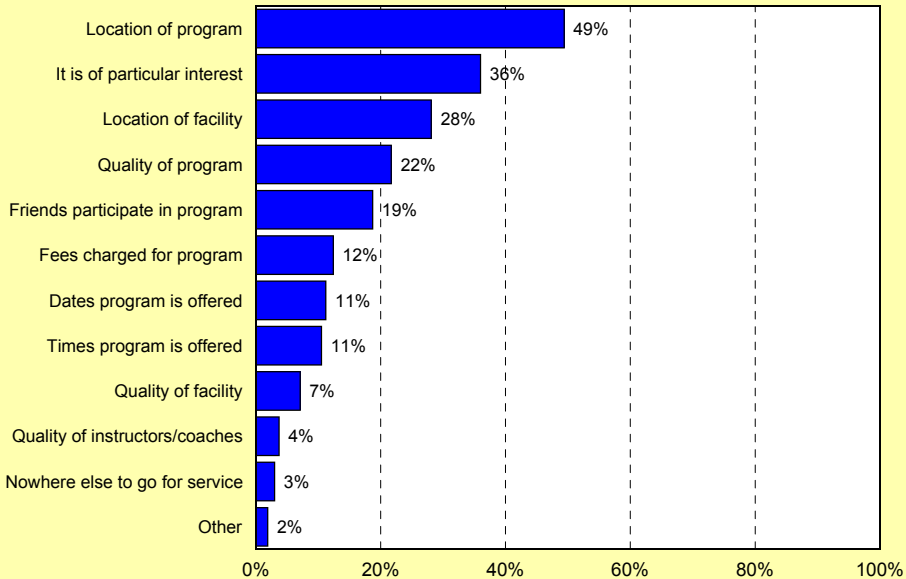
by percentage of respondents who have participated in programs/activities



Source: ETC Institute (2018)

Q10b. Primary Reasons Households Participated in Parks & Recreation Programs/Activities

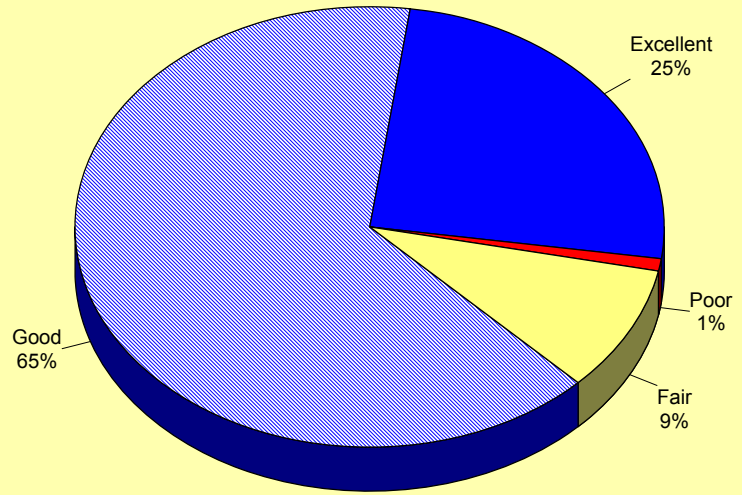
by percentage of respondents who participated in programs/activities (three choices could be made)



Source: ETC Institute (2018)

Q10c. Quality of Recreation Programs/Activities

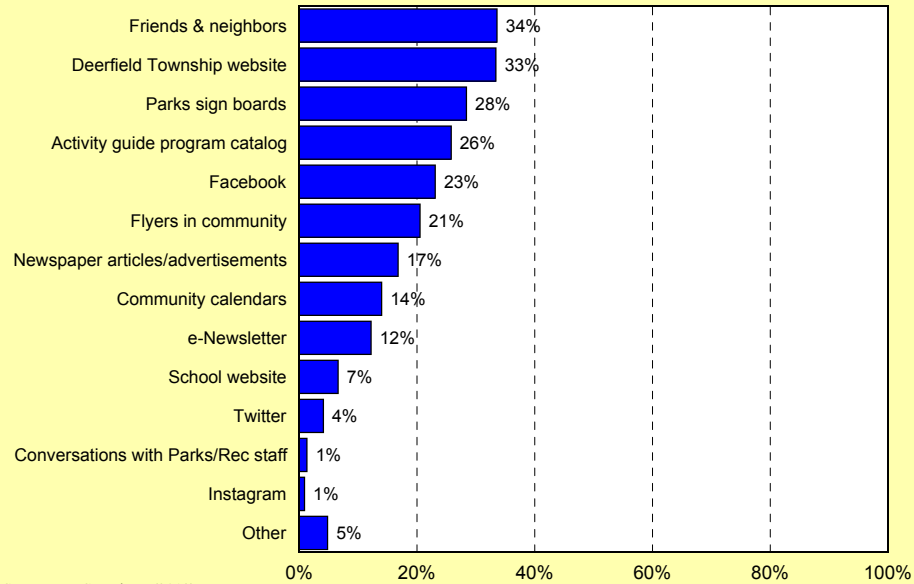
by percentage of respondents who participated in programs/activities



Source: ETC Institute (2018)

Q11. Sources Households Use to Learn About Parks & Recreation Programs and Activities

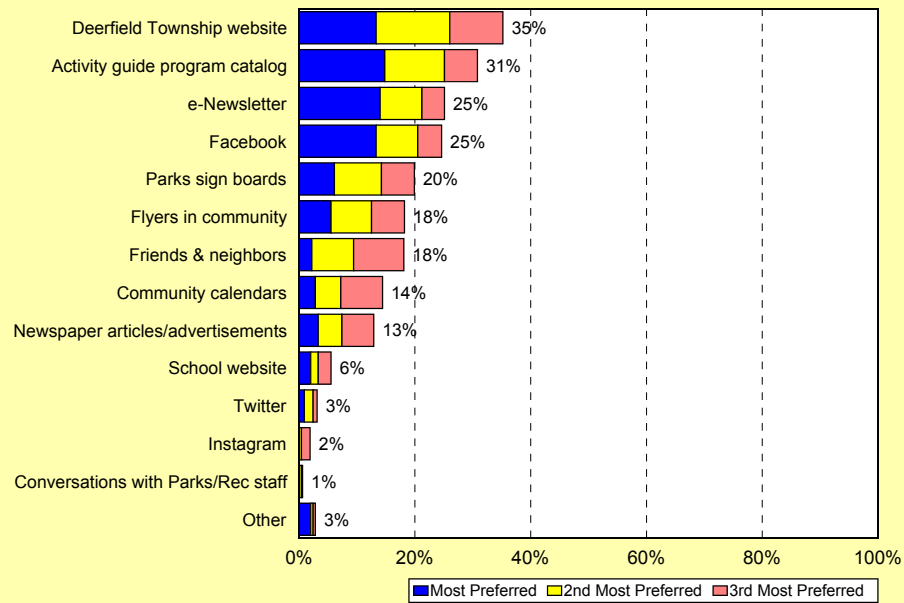
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2018)

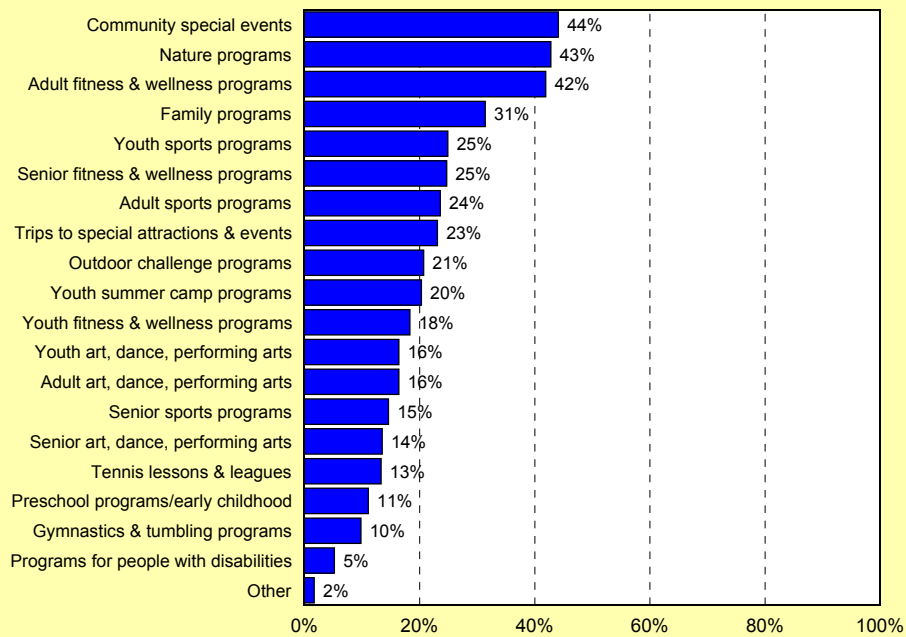
Q12. Most Preferred Sources to Learn About Parks & Recreation Programs and Activities

by percentage of respondents who selected the items as one of their top three choices



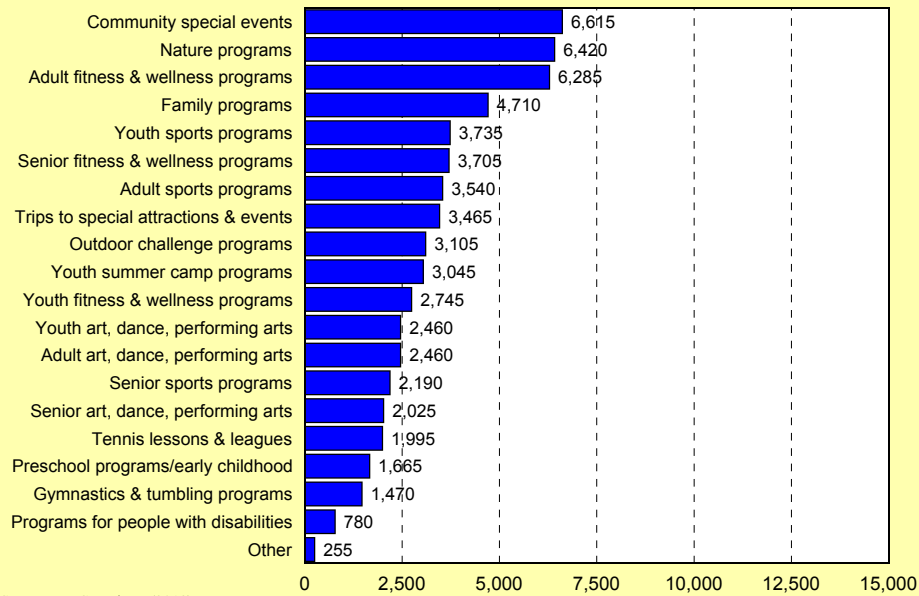
Q13. Programs Respondent Households Have a Need For

by percentage of respondents



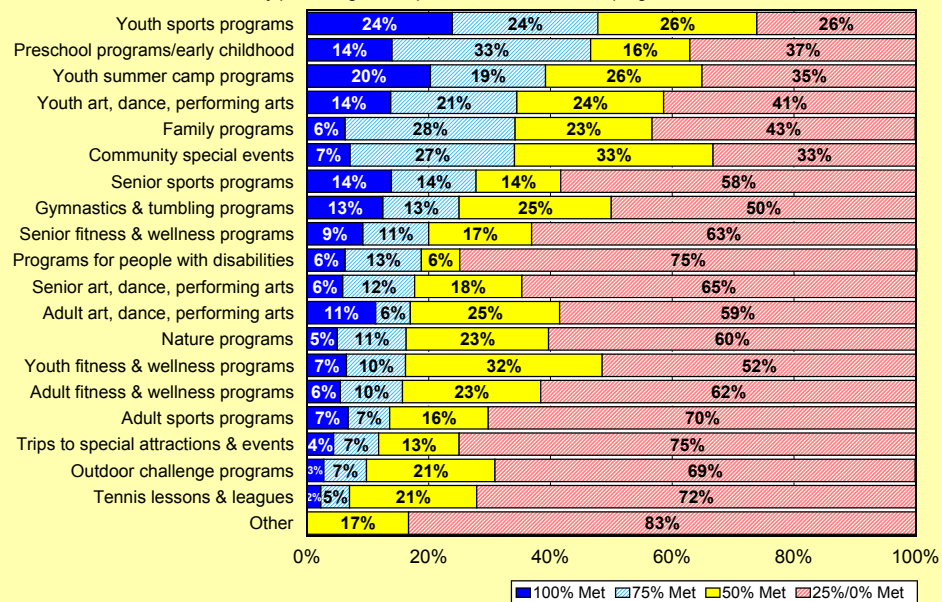
Q13. Estimated Number of Households That Have a Need for Various Programs

by number of households based on approximately 15,000 households in Deerfield Township, Ohio



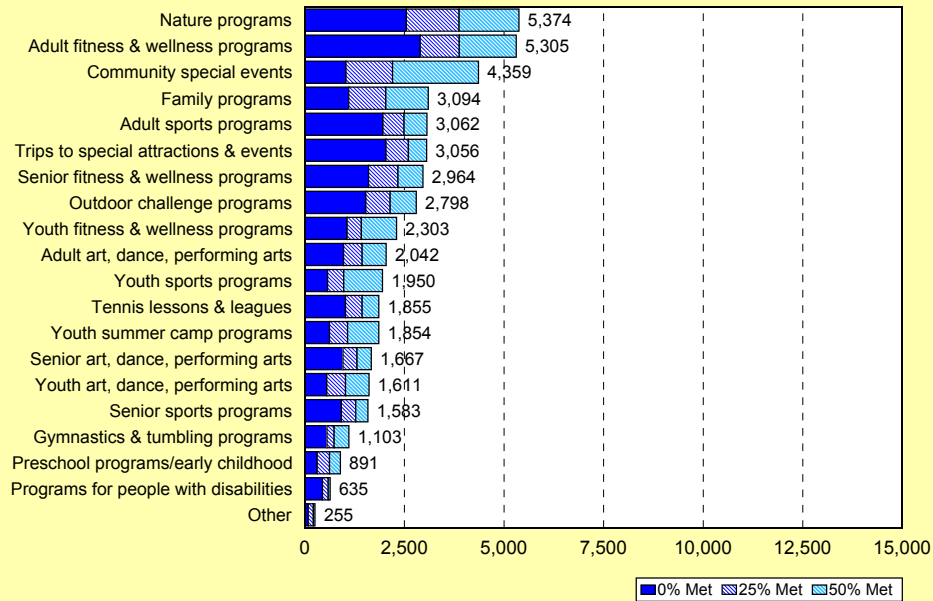
Q13. How Well Parks and Recreation Programs Meet the Needs of Respondent Households

by percentage of respondents with a need for programs



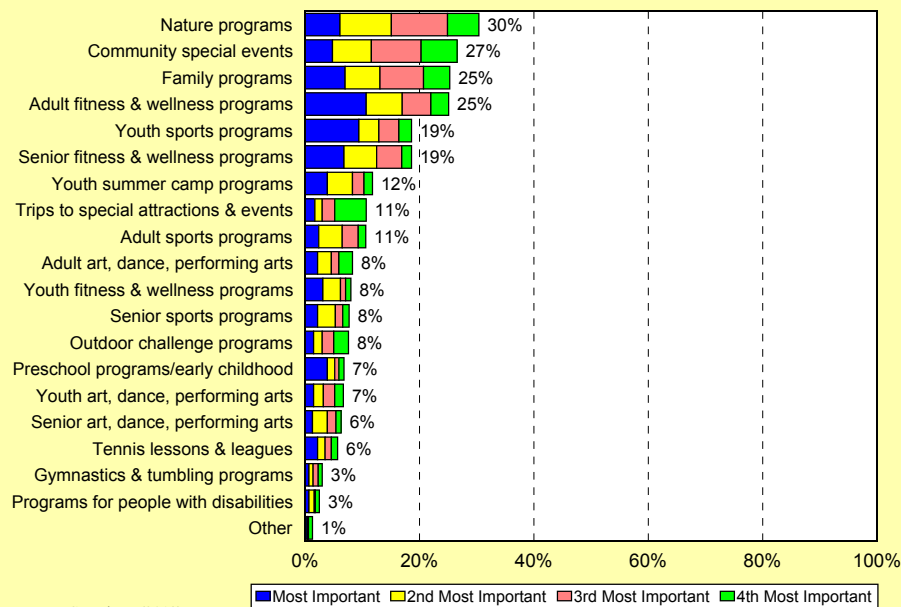
Q13. Estimated Number of Households Whose Needs for Programs Are Being 50% Met or Less

by number of households based on approximately 15,000 households in Deerfield Township, Ohio



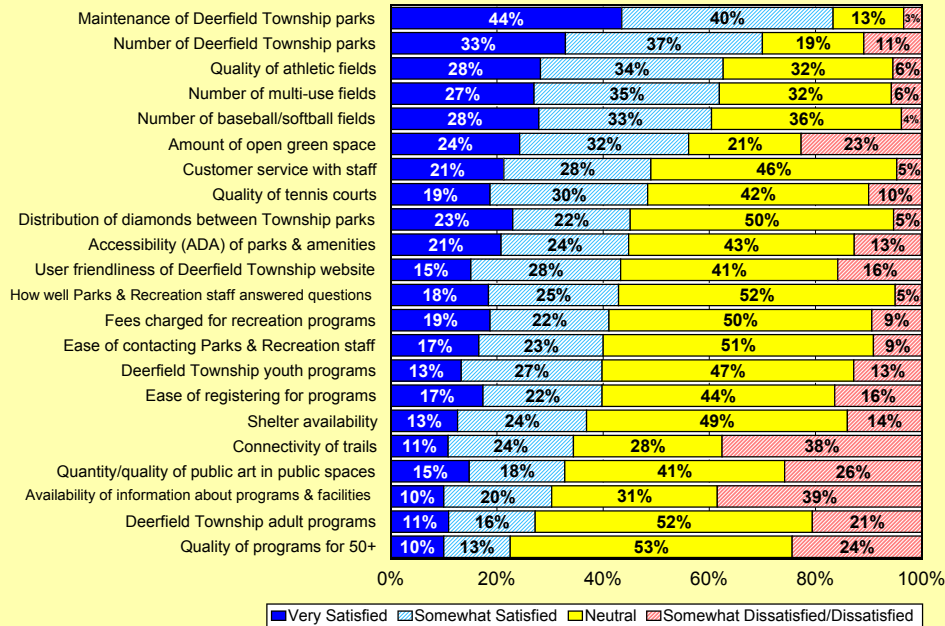
Q14. Programs That Are Most Important to Respondent Households

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



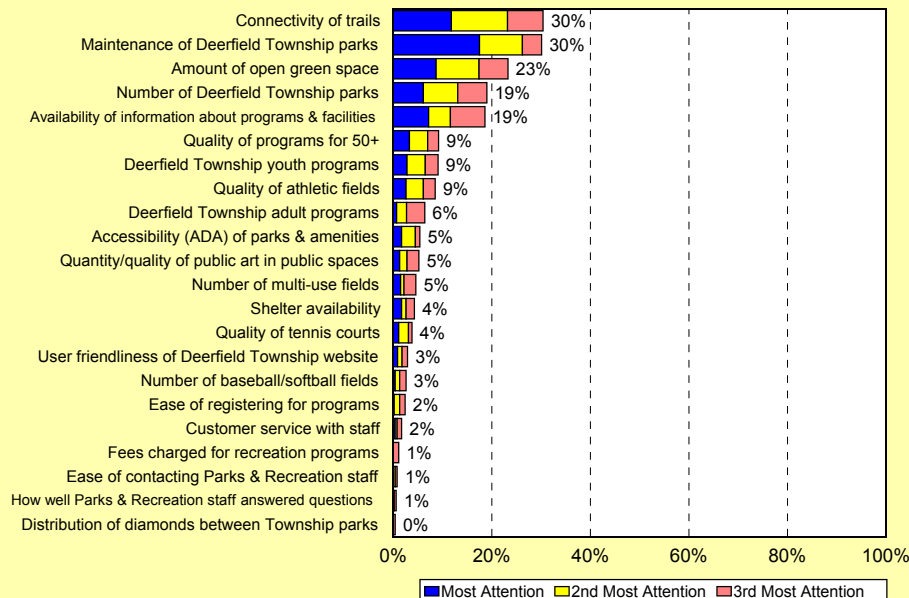
Q15. Satisfaction With Parks and Recreation Services

by percentage of respondents (excluding "don't know" responses)



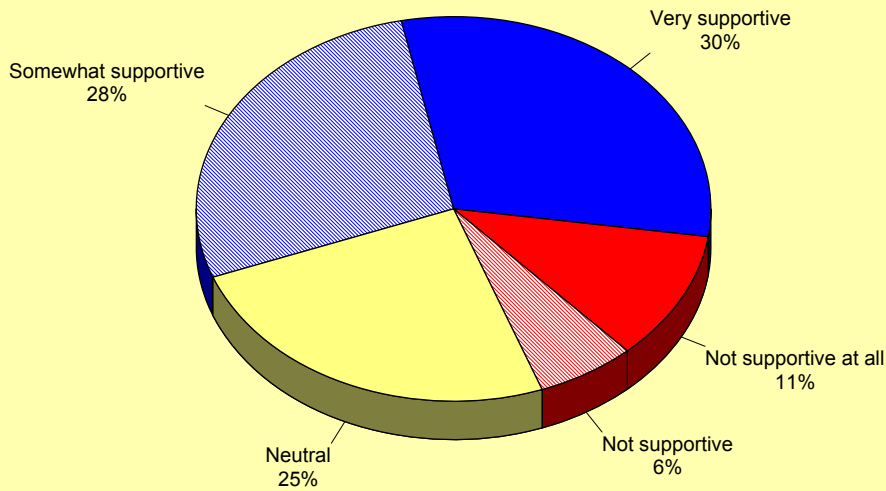
Q16. Parks and Recreation Services Respondent Households Think Should Receive the Most Attention

by percentage of respondents who selected the items as one of their top three choices



Q17. How supportive would you be of the Township undertaking a process (which would include public involvement) to explore the feasibility of a multi-purpose community building?

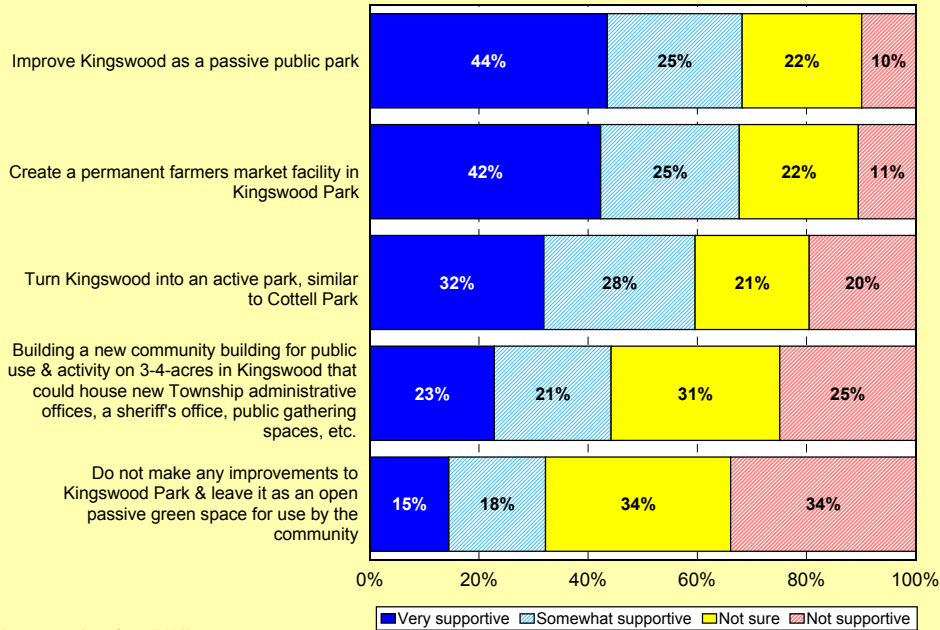
by percentage of respondents



Source: ETC Institute (2018)

Q18. Level of Support for Potential Options for Kingswood

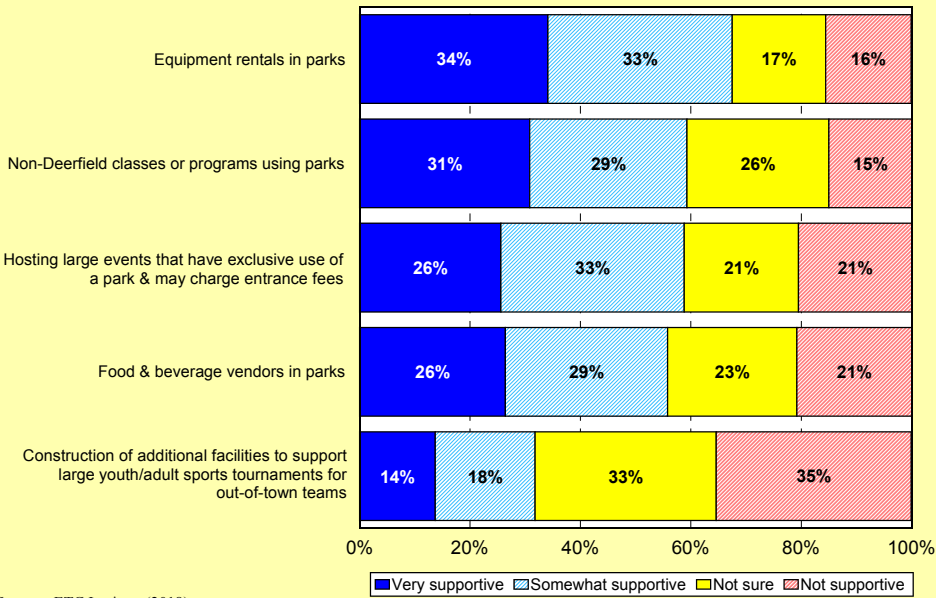
by percentage of respondents



Source: ETC Institute (2018)

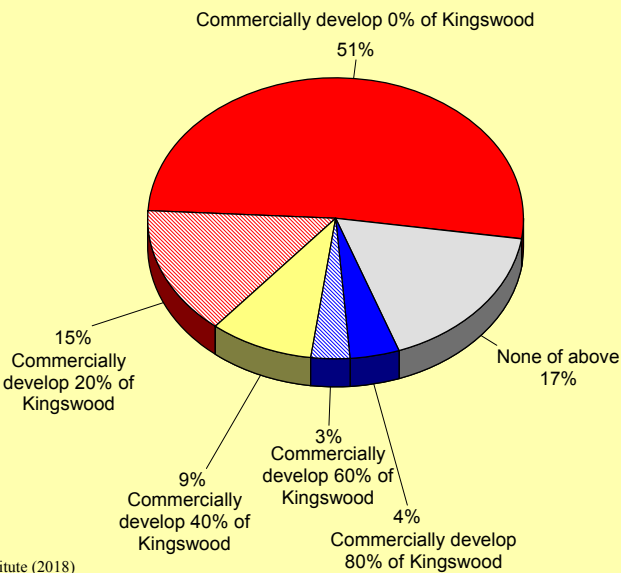
Q19. Level of Support for Actions Taken at Kingswood that Would Generate Revenue

by percentage of respondents



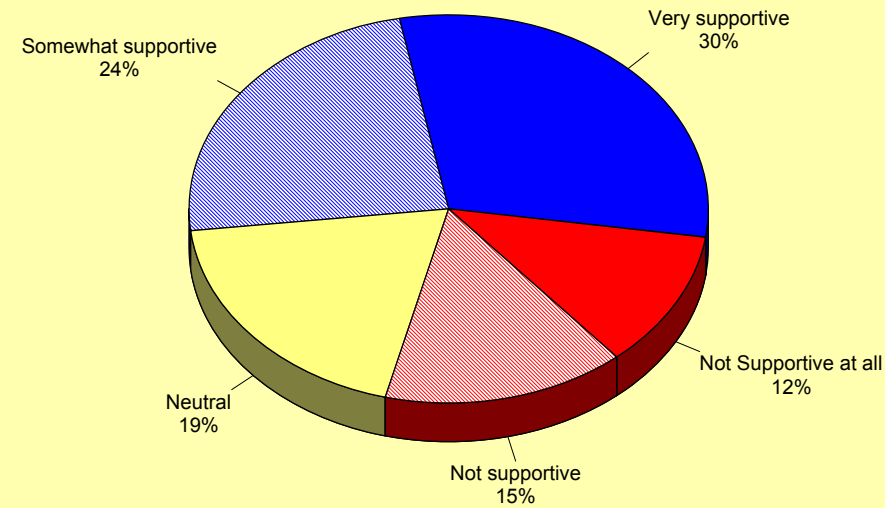
Q20. Should a portion of the debt-free Kingswood property be sold or leased for commercial development, which of the following commercial development options would you most favor?

by percentage of respondents



Q21. How supportive you would be of changing the current renewable parks tax levy to a permanent parks tax levy?

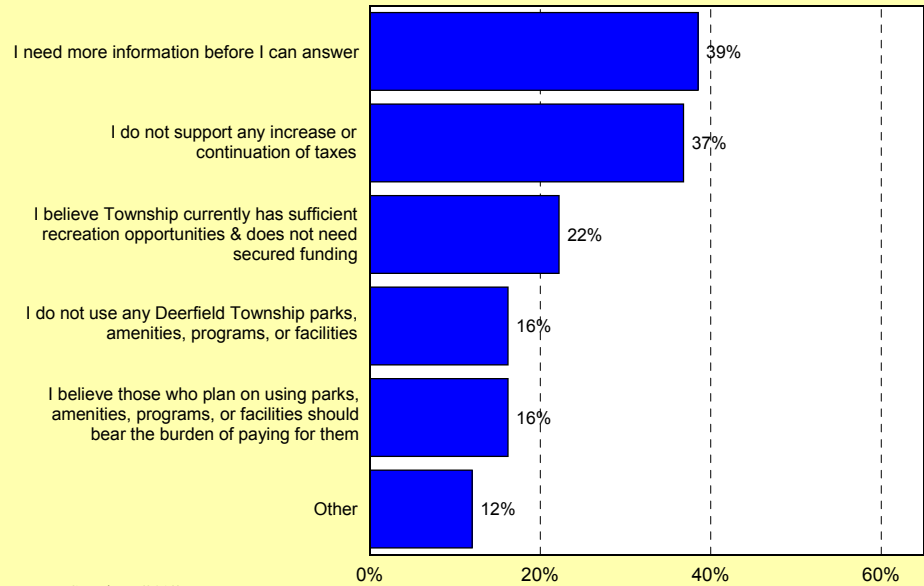
by percentage of respondents



Source: ETC Institute (2018)

Q21a. Reason Why Household is Not Supportive of Changing the Parks Tax Levy

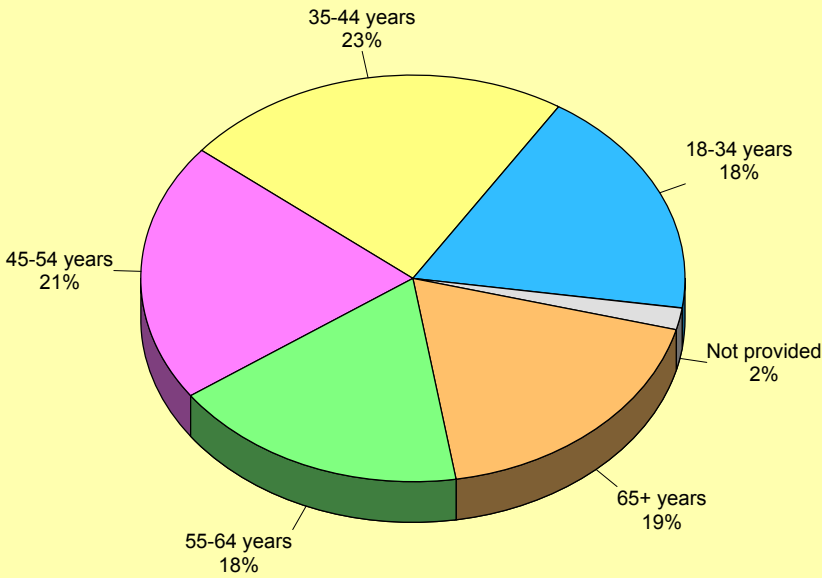
by percentage of respondents that are not in support of a change in the parks tax levy



Source: ETC Institute (2018)

Q22. Demographics: What is your age?

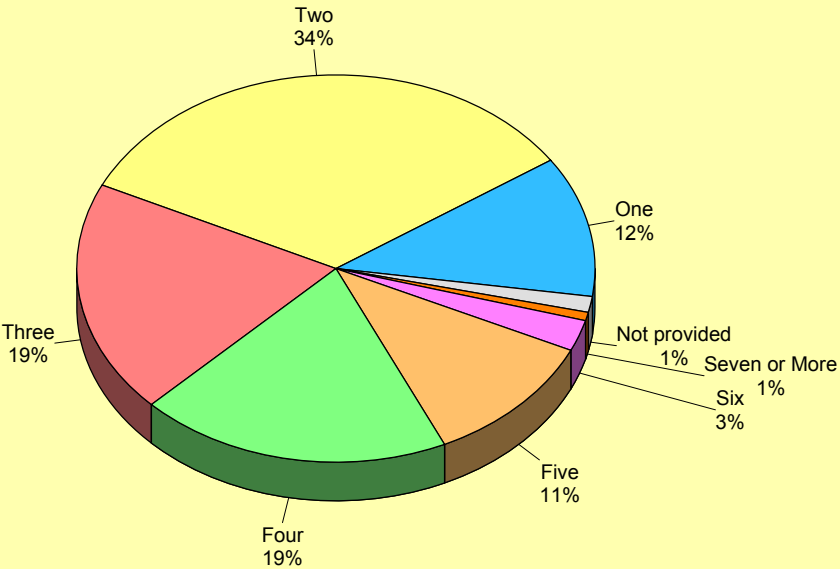
by percentage of respondents



Source: ETC Institute (2018)

Q23. Demographics: Counting yourself, how many people live in your household?

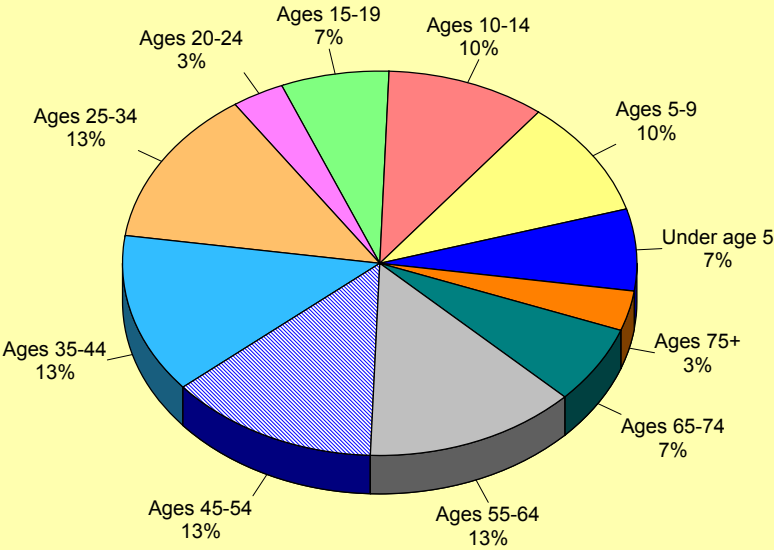
by percentage of respondents



Source: ETC Institute (2018)

Q24. Demographics: Counting yourself, how old are the members of your household?

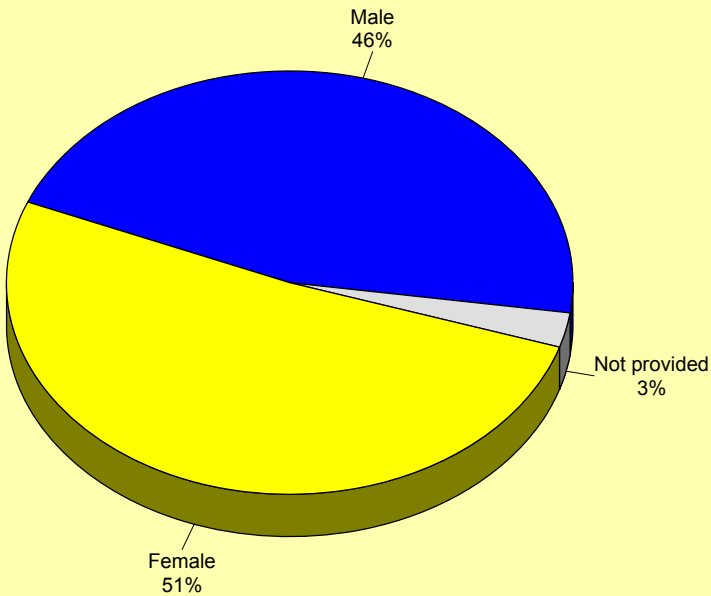
by percentage of respondents



Source: ETC Institute (2018)

Q25. Demographics: Your gender:

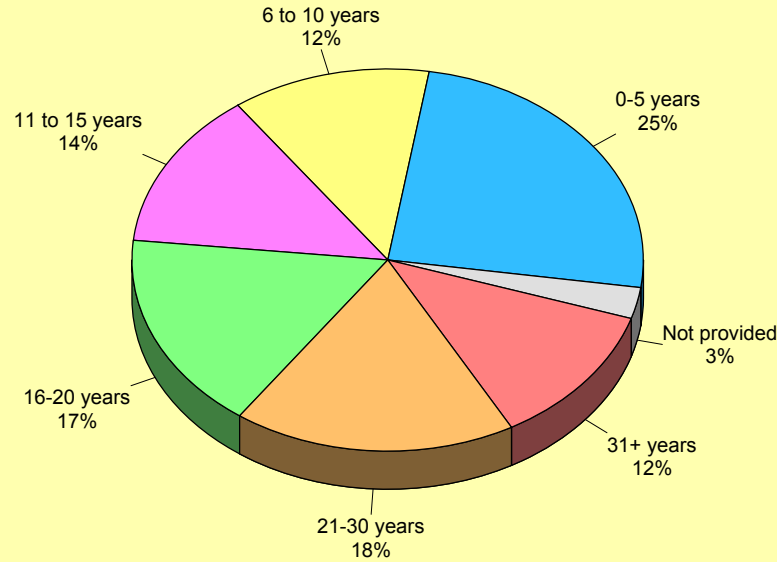
by percentage of respondents



Source: ETC Institute (2018)

Q26. Demographics: How many years have you lived in Deerfield Township?

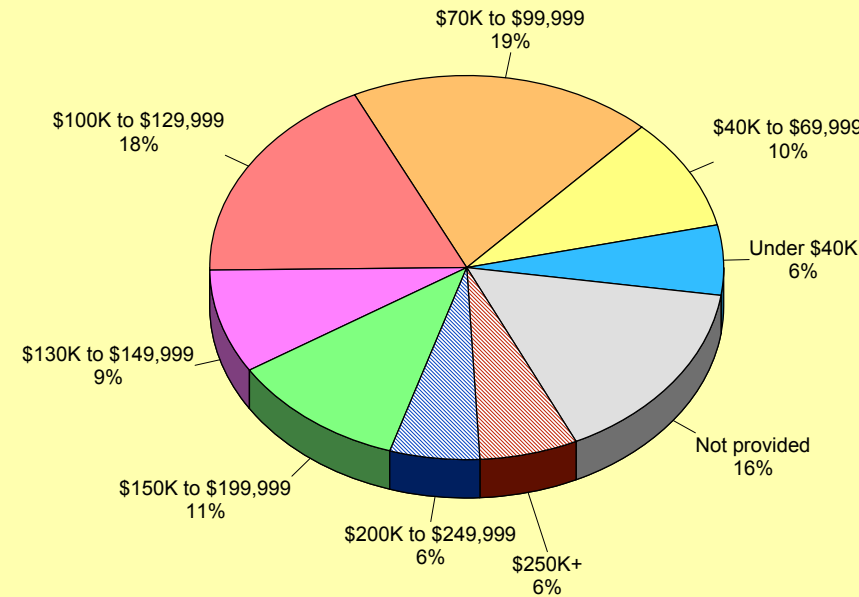
by percentage of respondents



Source: ETC Institute (2018)

Q27. Demographics: What is your total annual income?

by percentage of respondents



Source: ETC Institute (2018)

Section 2

Priority Investment Rating

Priority Investment Rating

Deerfield Township, Ohio

The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide governments with an objective tool for evaluating the priority that should be placed on parks and recreation investments. The Priority Investment Rating was developed by ETC Institute to identify the amenities and programs residents think should receive the highest priority for investment. The priority investment rating reflects the importance residents place on items (sum of top 4 choices) and the unmet needs (needs that are only being partly or not met) for each amenity/program relative to the amenity/program that rated the highest overall. Since decisions related to future investments should consider both the level of unmet need and the importance of amenities and programs, the PIR weights each of these components equally.

The PIR reflects the sum of the Unmet Needs Rating and the Importance Rating as shown in the equation below:

$$\text{PIR} = \text{UNR} + \text{IR}$$

For example, suppose the Unmet Needs Rating for walking trails is 95.8 (out of 100) and the Importance Rating for walking trails is 100.0 (out of 100), the Priority Investment Rating for walking trails is 195.8 (out of 200).

How to Analyze the Charts:

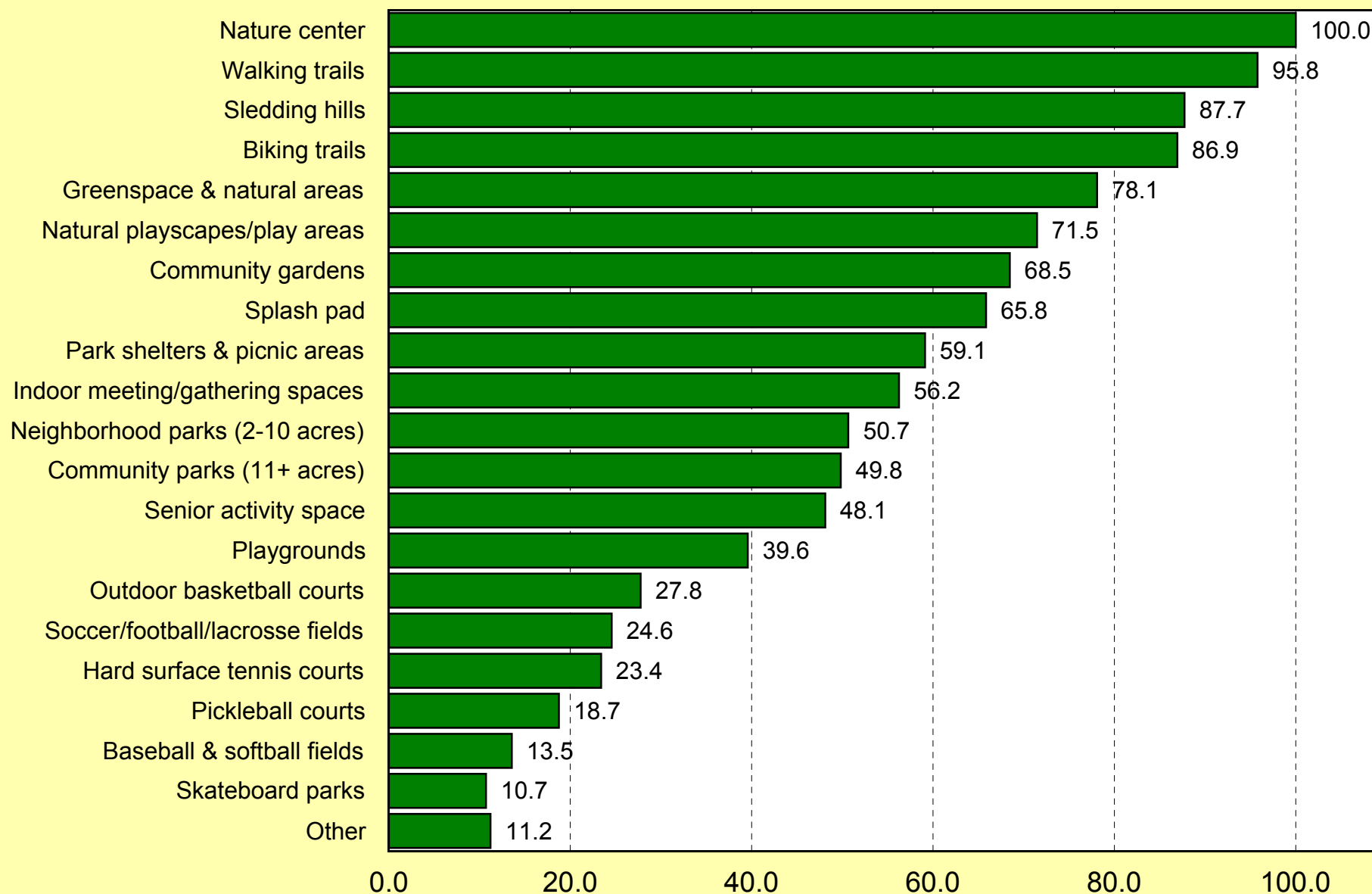
- **High Priority Areas** are those with a PIR of at least 100. A rating of 100 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact on the greatest number of households.
- **Medium Priority Areas** are those with a PIR of 50-99. A rating in this range generally indicates there is a medium to high level of unmet need or a significant percentage of residents generally think it is important to fund improvements in these areas.
- **Low Priority Areas** are those with a PIR below 50. A rating in this range generally indicates there is a relatively low level of unmet need and residents do not think it is important to fund improvements in these areas. Improvements may be warranted if the needs of very specialized populations are being targeted.

The following pages show the Unmet Needs Rating, Importance Rating, and Priority Investment Rating for amenities and programs.

Unmet Needs Rating for Recreation Amenities

the rating for the item with the most unmet need=100

the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need

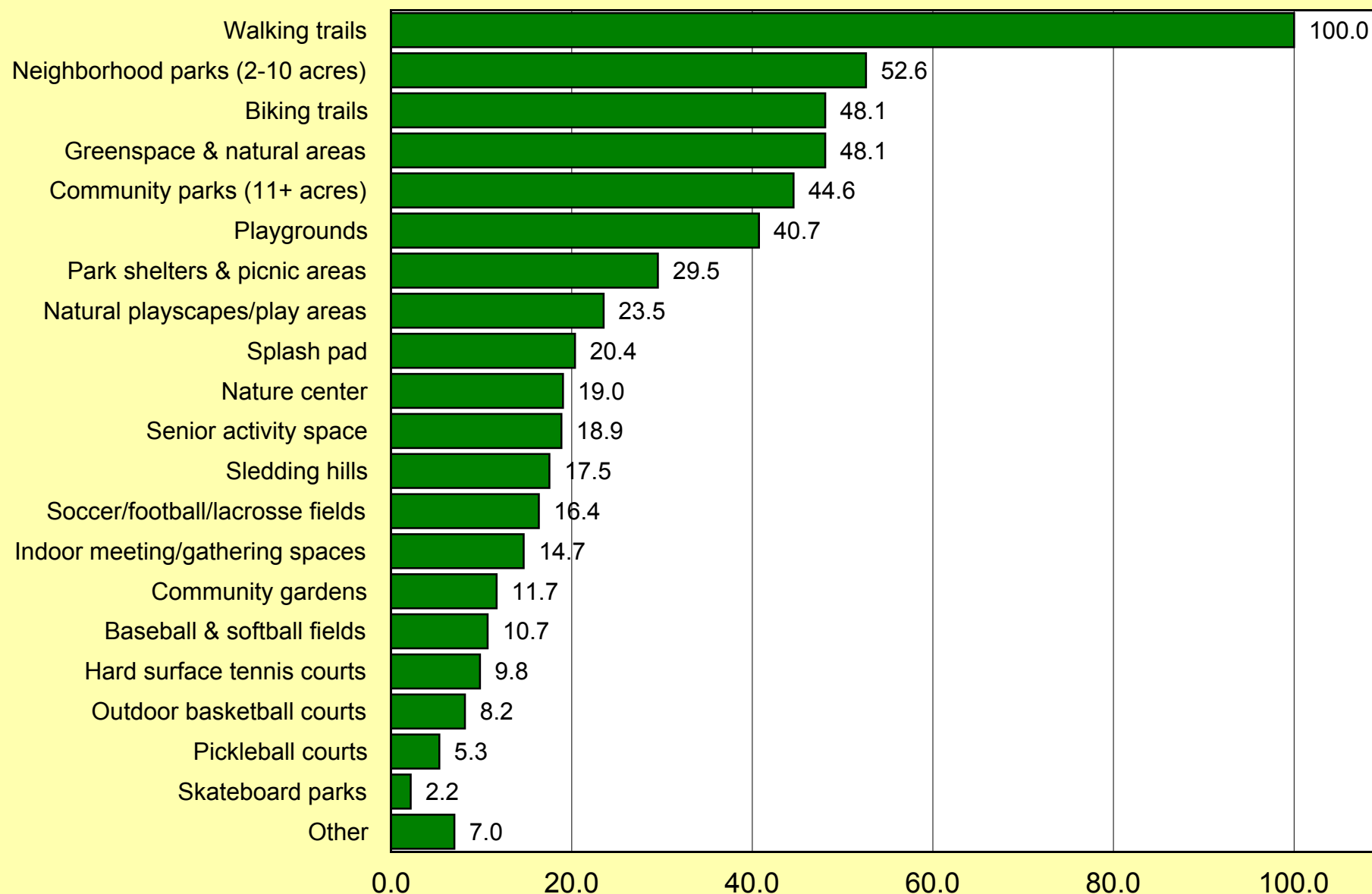


Source: ETC Institute (2018)

Importance Rating for Recreation Amenities

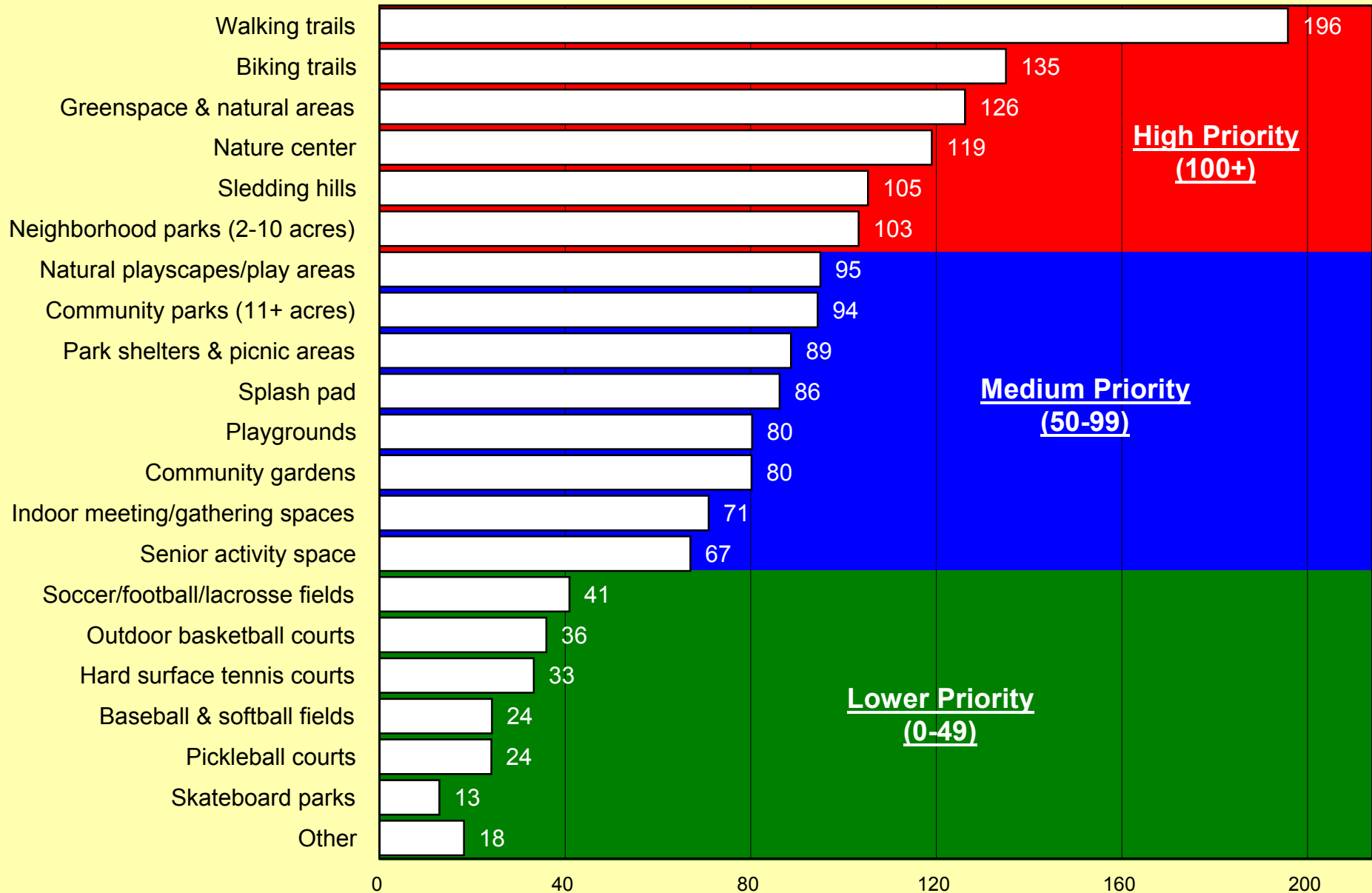
the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Source: ETC Institute (2018)

Top Priorities for Investment for Recreation Amenities Based on the Priority Investment Rating

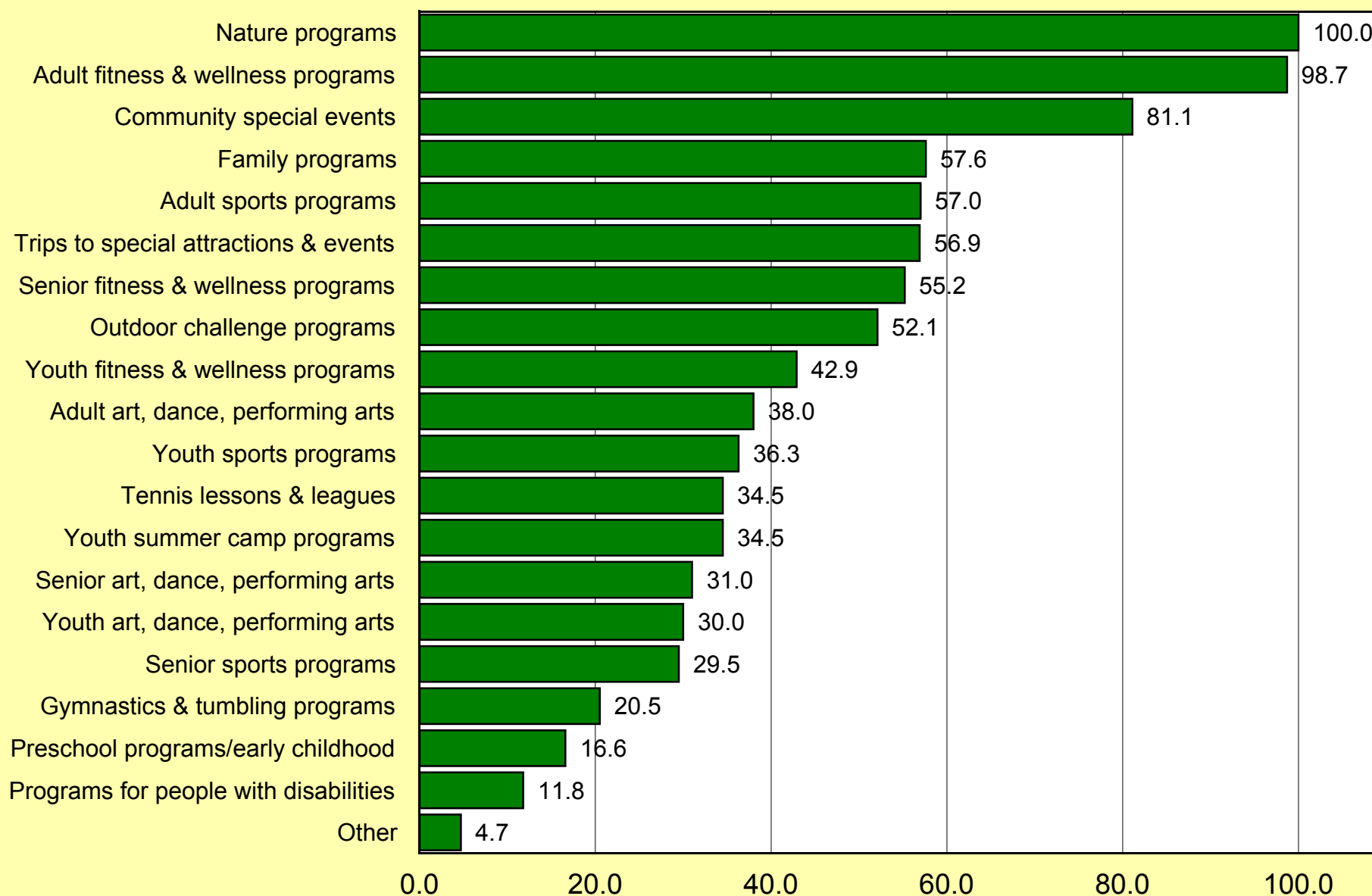


Source: ETC Institute (2018)

Unmet Needs Rating for Recreation Programs

the rating for the item with the most unmet need=100

the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need

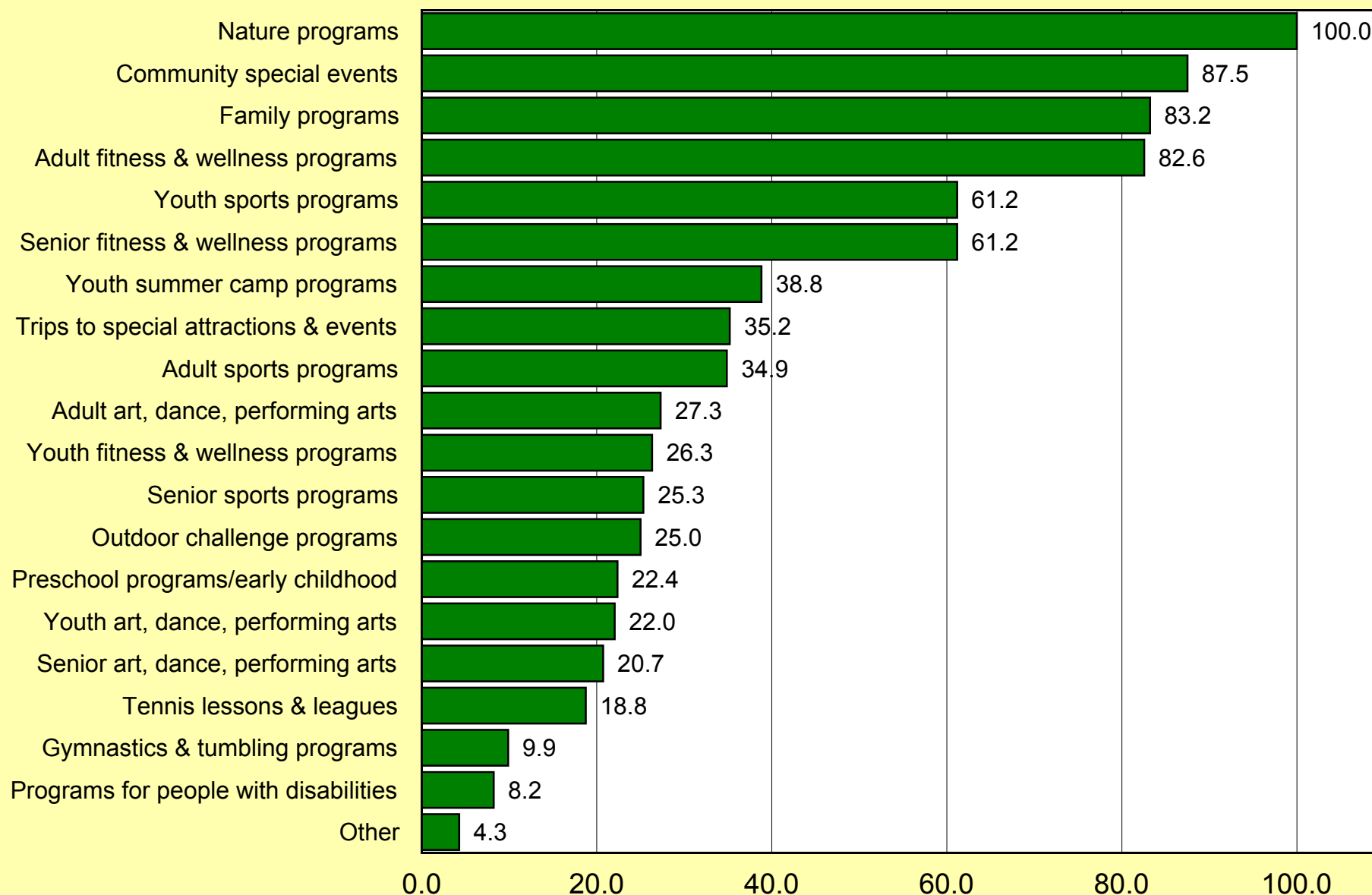


Source: ETC Institute (2018)

Importance Rating for Recreation Programs

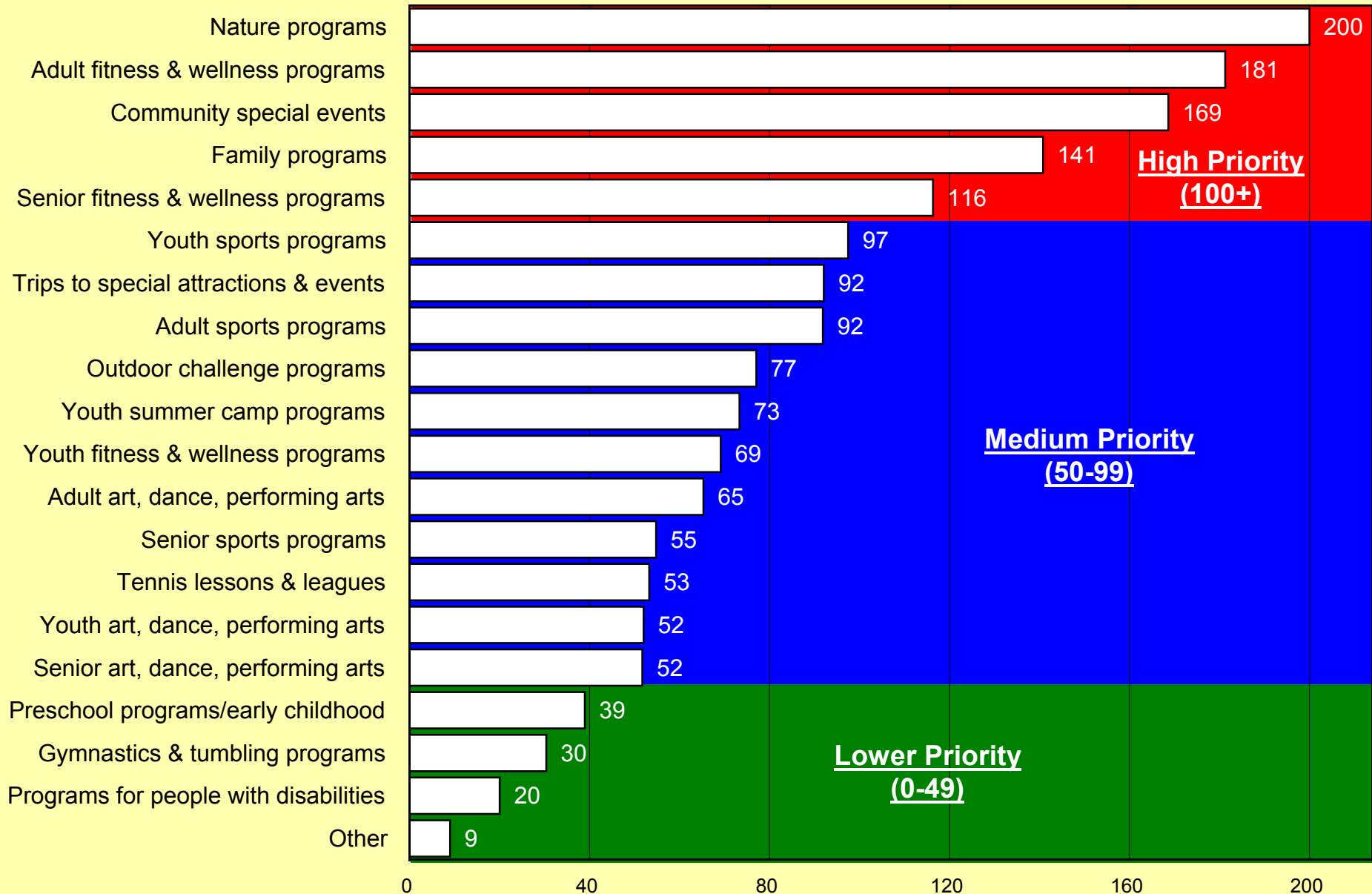
the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Source: ETC Institute (2018)

Top Priorities for Investment for Recreation Programs Based on the Priority Investment Rating



Source: ETC Institute (2018)

Section 3

Benchmarking Analysis

Benchmarking Summary Report

Deerfield Township, Ohio

Since 1998, ETC Institute has conducted household surveys for needs assessments, feasibility studies, customer satisfaction, fees and charges comparisons, and other parks and recreation issues in more than 400 communities in 49 states across the country.

The results of these surveys have provided an unparalleled data base of information to compare responses from household residents in client communities to “National Averages” and therefore provide a unique tool to “assist organizations in better decision making.”

Communities within the data base include a full-range of municipal and county governments from 20,000 in population through over 1 million in population. They include communities in warm weather climates and cold weather climates, mature communities and some of the fastest growing cities and counties in the country.

“National Averages” have been developed for numerous strategically important parks and recreation planning and management issues including: customer satisfaction and usage of parks and programs; methods for receiving marketing information; reasons that prevent members of households from using parks and recreation facilities more often; priority recreation programs, parks, facilities and trails to improve or develop; priority programming spaces to have in planned community centers and aquatic facilities; potential attendance for planned indoor community centers and outdoor aquatic centers; etc.

Results from household responses for Deerfield Township, Ohio were compared to National Benchmarks to gain further strategic information. A summary of all tabular comparisons are shown on the following page.

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with Deerfield Township Parks and Recreation is not authorized without written consent from ETC Institute.

Benchmarking for Deerfield Township, Ohio		
	National Average	Deerfield Township 2018
How would you rate the quality of all the recreation programs you've participated in?		
Excellent	34%	25%
Good	54%	65%
Fair	10%	9%
Poor	2%	1%
Ways respondents learn about recreation programs and activities		
Word of Mouth/Friends/Coworkers	49%	34%
Website	37%	33%
Flyers/Materials at City/County/Park District facilities	22%	28%
Departmental Brochure (Seasonal program guide)	42%	26%
Newsletters/Flyers/Brochures	24%	21%
Newspaper Advertisements	16%	17%
E-mail bulletins/notification (Email)	15%	12%
School Website	12%	7%
Conversations with City/County/Park District staff	6%	1%

Benchmarking for Deerfield Township, Ohio		
	National Average	Deerfield Township 2018
Reasons preventing the use of parks and recreation facilities and programs more often		
I do not know what is being offered	34%	36%
We are too busy	33%	25%
I do not know location of facilities	15%	19%
Too far from residence	14%	19%
Use services of other agencies	9%	18%
Use facilities/programs of other organizations	11%	13%
Programs I am interested in are not offered	19%	7%
We are not interested	20%	7%
Facilities are not well maintained	10%	6%
Lack of quality programs	11%	5%
Lack of parking	8%	5%
Program times are not convenient	19%	4%
Fees are too expensive	16%	3%
Registration for programs is difficult	3%	2%
Security is insufficient	9%	2%
Waiting list/programs were full	6%	1%
Facility operating hours are not convenient	10%	1%
Poor customer service by staff	4%	1%

Benchmarking for Deerfield Township, Ohio		
	National Average	Deerfield Township 2018
Recreation programs that respondent households have a need for		
Special events	39%	44%
Nature programs/environmental education	30%	43%
Adult fitness and wellness programs	49%	42%
Youth sports programs	22%	25%
Adult sports programs	23%	24%
Youth summer camp programs	19%	20%
Youth fitness and wellness programs	17%	18%
Adult arts, dance, performing arts	21%	16%
Youth art, dance, performing arts	15%	16%
Tennis lessons and leagues	15%	13%
Preschool programs	13%	11%
Gymnastics/tumbling programs	13%	10%
Programs for people with disabilities	10%	5%
Most important recreation programs (sum of top choices)		
Nature programs/environmental education	14%	30%
Special events	21%	27%
Adult fitness and wellness programs	30%	25%
Youth sports programs	12%	19%
Youth summer camp programs	8%	12%
Adult sports programs	10%	11%
Adult arts, dance, performing arts	9%	8%
Youth fitness and wellness programs	6%	8%
Preschool programs	6%	7%
Youth art, dance, performing arts	5%	7%
Tennis lessons and leagues	5%	6%
Gymnastics/tumbling programs	4%	3%
Programs for people with special needs/disabled	4%	2%

Benchmarking for Deerfield Township, Ohio		
	National Average	Deerfield Township 2018
Parks and recreation facilities that respondent households have a need for		
Walking Trails	70%	76%
Natural areas/wildlife habitats (Greenspace and natural areas)	54%	60%
Small neighborhood parks	55%	60%
Large Multi Use Community Parks	51%	56%
Biking Trails	54%	54%
Playground Equipment for Children	41%	48%
Picnic Areas and Shelters	49%	48%
Nature Center/Nature Trails	51%	40%
Community Gardens	31%	30%
Splash park/pad	25%	28%
Meeting Space/conference center	33%	25%
Soccer, Lacrosse Fields (Outdoor field space)	21%	25%
Senior Centers (Senior activity space)	24%	22%
Outdoor basketball/multi-use courts	20%	21%
Baseball & Softball Fields	12%	20%
Tennis Courts (outdoor)	21%	18%
Skateboarding Park/Area	11%	5%

Benchmarking for Deerfield Township, Ohio		
	National Average	Deerfield Township 2018
Most important parks and recreation facilities (sum of top choices)		
Walking Trails	45%	60%
Small Neighborhood Parks	24%	31%
Natural areas/wildlife habitats (Greenspace and natural areas)	21%	29%
Biking Trails	30%	29%
Large Community Parks	20%	27%
Playground Equipment for Children	18%	25%
Picnic Areas and Shelters	14%	18%
Splash park/pad	8%	12%
Nature Center/Nature Trails (Nature trails/nature parks)	20%	11%
Senior Centers (Senior activity space)	10%	11%
Soccer, Lacrosse Fields (Outdoor field space)	7%	10%
Meeting Space/conference center	8%	9%
Community Gardens	9%	7%
Baseball & Softball Fields	3%	6%
Tennis Courts (outdoor)	6%	6%
Outdoor Basketball Courts	4%	5%
Skateboarding Area	2%	1%
Satisfaction with the overall value received from the parks and recreation department		
Very Satisfied	24%	37%
Somewhat Satisfied	35%	31%
Neutral	22%	20%
Somewhat Dissatisfied	6%	2%
Very Dissatisfied	3%	1%
Don't Know	12%	9%

Section 4

Tabular Data

Q1. Please indicate if you or any member of your household has used any of the following Deerfield Township parks/facilities during the past 12 months.

(N=458)

	Yes	No
Q1-1. Cottell (Irwin Simpson at Snyder)	60.3%	39.7%
Q1-2. Fleckenstein (3834 Mason-Montgomery)	11.8%	88.2%
Q1-3. Carter (1772 King Ave. at Little Miami R.)	12.2%	87.8%
Q1-4. Roberts (Butler-Warren at Princeton Rd.)	2.8%	97.2%
Q1-5. Schappacher (4686 Old Irwin-Simpson)	14.4%	85.6%
Q1-6. Kingswood (4188 Irwin Simpson)	24.9%	75.1%
Q1-7. Landen-Deerfield (2258 US-22)	52.4%	47.6%
Q1-8. Craig Minard Memorial (Fields Ertel)	5.0%	95.0%

Q1. If "Yes," please rate the condition of the parks/facilities you have used.

(N=382)

	Excellent	Good	Fair	Poor
Q1-1. Cottell (Irwin Simpson at Snyder)	70.6%	26.8%	1.1%	1.5%
Q1-2. Fleckenstein (3834 Mason-Montgomery)	62.3%	30.2%	7.5%	0.0%
Q1-3. Carter (1772 King Ave. at Little Miami R.)	24.1%	55.6%	16.7%	3.7%
Q1-4. Roberts (Butler-Warren at Princeton Rd.)	22.2%	55.6%	22.2%	0.0%
Q1-5. Schappacher (4686 Old Irwin-Simpson)	28.1%	43.8%	25.0%	3.1%
Q1-6. Kingswood (4188 Irwin Simpson)	17.9%	39.6%	27.4%	15.1%
Q1-7. Landen-Deerfield (2258 US-22)	34.9%	45.3%	18.1%	1.7%
Q1-8. Craig Minard Memorial (Fields Ertel)	15.0%	55.0%	25.0%	5.0%

Q2. Which THREE of the parks/facilities listed in Question 1 have you or members of your household USED MOST during the past YEAR?

Q2. Top choice	Number	Percent
Cottell (Irwin Simpson at Snyder)	146	31.9 %
Fleckenstein (3834 Mason-Montgomery)	13	2.8 %
Carter (1772 King Ave. at Little Miami R.)	19	4.1 %
Roberts (Butler-Warren at Princeton Rd.)	8	1.7 %
Schappacher (4686 Old Irwin-Simpson)	16	3.5 %
Kingswood (4188 Irwin Simpson)	28	6.1 %
Landen-Deerfield (2258 US-22)	144	31.4 %
None chosen	84	18.3 %
Total	458	100.0 %

Q2. Which THREE of the parks/facilities listed in Question 1 have you or members of your household USED MOST during the past YEAR?

Q2. 2nd choice	Number	Percent
Cottell (Irwin Simpson at Snyder)	91	19.9 %
Fleckenstein (3834 Mason-Montgomery)	21	4.6 %
Carter (1772 King Ave. at Little Miami R.)	19	4.1 %
Roberts (Butler-Warren at Princeton Rd.)	4	0.9 %
Schappacher (4686 Old Irwin-Simpson)	15	3.3 %
Kingswood (4188 Irwin Simpson)	41	9.0 %
Landen-Deerfield (2258 US-22)	55	12.0 %
Craig Minard Memorial (Fields Ertel)	4	0.9 %
None chosen	208	45.4 %
Total	458	100.0 %

Q2. Which THREE of the parks/facilities listed in Question 1 have you or members of your household USED MOST during the past YEAR?

Q2. 3rd choice	Number	Percent
Cottell (Irwin Simpson at Snyder)	24	5.2 %
Fleckenstein (3834 Mason-Montgomery)	12	2.6 %
Carter (1772 King Ave. at Little Miami R.)	17	3.7 %
Roberts (Butler-Warren at Princeton Rd.)	3	0.7 %
Schappacher (4686 Old Irwin-Simpson)	11	2.4 %
Kingswood (4188 Irwin Simpson)	30	6.6 %
Landen-Deerfield (2258 US-22)	26	5.7 %
Craig Minard Memorial (Fields Ertel)	4	0.9 %
None chosen	331	72.3 %
Total	458	100.0 %

Q2. Which THREE of the parks/facilities listed in Question 1 have you or members of your household USED MOST during the past YEAR? (top 3)

Q2. Sum of top 3 choices	Number	Percent
Cottell (Irwin Simpson at Snyder)	261	57.0 %
Fleckenstein (3834 Mason-Montgomery)	46	10.0 %
Carter (1772 King Ave. at Little Miami R.)	55	12.0 %
Roberts (Butler-Warren at Princeton Rd.)	15	3.3 %
Schappacher (4686 Old Irwin-Simpson)	42	9.2 %
Kingswood (4188 Irwin Simpson)	99	21.6 %
Landen-Deerfield (2258 US-22)	225	49.1 %
Craig Minard Memorial (Fields Ertel)	8	1.7 %
None chosen	84	18.3 %
Total	835	

Q3. Which of the following statements best describes how close your residence is to a park?

<u>Q3. How close is your residence to a park</u>	<u>Number</u>	<u>Percent</u>
Adjacent to a park	37	8.1 %
Within a 10-minute walk to a park	152	33.2 %
More than a 10-minute walk to a park	262	57.2 %
Not provided	7	1.5 %
Total	458	100.0 %

WITHOUT "NOT PROVIDED"**Q3. Which of the following statements best describes how close your residence is to a park? (without "not provided")**

<u>Q3. How close is your residence to a park</u>	<u>Number</u>	<u>Percent</u>
Adjacent to a park	37	8.2 %
Within a 10-minute walk to a park	152	33.7 %
More than a 10-minute walk to a park	262	58.1 %
Total	451	100.0 %

Q4. Please rate your satisfaction with the overall value your household receives from Deerfield Township Parks & Recreation.

Q4. Your satisfaction with overall value your household receives from Deerfield Township Parks & Recreation

	Number	Percent
Very satisfied	168	36.7 %
Somewhat satisfied	140	30.6 %
Neutral	92	20.1 %
Somewhat dissatisfied	10	2.2 %
Very dissatisfied	6	1.3 %
Don't know	42	9.2 %
Total	458	100.0 %

WITHOUT "DON'T KNOW"

Q4. Please rate your satisfaction with the overall value your household receives from Deerfield Township Parks & Recreation. (without "don't know")

Q4. Your satisfaction with overall value your household receives from Deerfield Township

	Number	Percent
Very satisfied	168	40.4 %
Somewhat satisfied	140	33.7 %
Neutral	92	22.1 %
Somewhat dissatisfied	10	2.4 %
Very dissatisfied	6	1.4 %
Total	416	100.0 %

Q5. Please CHECK ALL of the following reasons that prevent you or other members of your household from using the parks, recreation facilities, or programs of the Deerfield Township Parks & Recreation Department MORE OFTEN.

Q5. Reasons that prevent you from using parks, recreation facilities, or programs more often	Number	Percent
Facilities are not well maintained	28	6.1 %
Lack of adequate facilities	43	9.4 %
Program not offered	32	7.0 %
Program times are not convenient	19	4.1 %
Lack of quality programs	24	5.2 %
Too far from our residence	85	18.6 %
Class full	6	1.3 %
Fees are too high	12	2.6 %
Security is insufficient	9	2.0 %
Use facilities in other communities	58	12.7 %
Poor customer service by staff	4	0.9 %
I do not know locations of facilities	85	18.6 %
We are too busy	116	25.3 %
We are not interested	32	7.0 %
I do not know what is being offered	164	35.8 %
Operating hours not convenient	4	0.9 %
Registration for programs is difficult	9	2.0 %
Lack of parking	21	4.6 %
Use services of others (school, library, private fitness club)	82	17.9 %
No safe route to walk/bike to the facility	96	21.0 %
Other	58	12.7 %
Total	987	

Q5. Other

Q5. Other	Number	Percent
Age	2	3.4 %
Members of the community who don't pay dues use the facility instead of residents	1	1.7 %
Lack of publicity for programs/activities	1	1.7 %
Tennis courts are always full	1	1.7 %
No problems for access	1	1.7 %
Health	1	1.7 %
No use for them, our children are grown	1	1.7 %
I find out about programs too late	1	1.7 %
Retired, not easy to get out	1	1.7 %
Don't get info on programs	1	1.7 %
Not enough shady walkways	1	1.7 %
Just moved here 6 months ago	1	1.7 %
Would love to use Landen for community Lacrosse Practices & games	1	1.7 %
Indoor play options in the cold or rainy weather	1	1.7 %
Too much bird droppings	1	1.7 %
No shade	1	1.7 %
Too many organized sports not enough space for just family activities	1	1.7 %
Lack of restrooms	1	1.7 %
Take hikes away from residence	1	1.7 %
Lack of shaded areas at Landen Deerfield	1	1.7 %
Need more shades for hot days	1	1.7 %
Landen is usually too packed with soccer teams or softball	1	1.7 %
Only use close one when great grandkids are here	1	1.7 %
Restrooms not open during day recently	1	1.7 %
Out dated	1	1.7 %
Would love sidewalks to parks and more trails to run and walk	1	1.7 %
Location	1	1.7 %
Kingswood ruined for biking from recent semi demolition	1	1.7 %
Cannot reserve shelters	1	1.7 %
No bathrooms available	1	1.7 %
Happy w/#7 so keep using it	1	1.7 %
Gravel driveway makes my clean car dusty	1	1.7 %
Belong to G.E. Fitness Center	1	1.7 %
Bike trails don't connect too much over the road riding	1	1.7 %
Tear down 20 year old barn	1	1.7 %
Unaware of other parks	1	1.7 %
Too busy	1	1.7 %
Would love a better park close by	1	1.7 %
Not enough shade at Fleckenstein	1	1.7 %
Age and health	1	1.7 %
The wooded trails behind Landen-Deerfield are not ideal	1	1.7 %

Q5. Other

<u>Q5. Other</u>	<u>Number</u>	<u>Percent</u>
Would love to see more programs and events	1	1.7 %
Only location I know is too far	1	1.7 %
Would use tennis courts if they had lights	1	1.7 %
We used to frequent Kingswood on a weekly basis	1	1.7 %
Bathroom in Landen is locked	1	1.7 %
We use them as often as we can	1	1.7 %
Serve our needs as is	1	1.7 %
Safety	1	1.7 %
Physically impaired	1	1.7 %
Use Hamilton Parks	1	1.7 %
Programs for seniors close to us	1	1.7 %
Wasn't aware other parks existed	1	1.7 %
Have used in the past, just not recently	1	1.7 %
Age of our children	1	1.7 %
We like to go to the same parks	1	1.7 %
<u>Cottell meets our needs</u>	<u>1</u>	<u>1.7 %</u>
Total	58	100.0 %

Q6. Please indicate if you or any member of your household has a need for each of the parks and recreation amenities listed below.

(N=458)

	Yes	No
Q6-1. Community parks (11+ acres)	55.5%	44.5%
Q6-2. Neighborhood parks (2-10 acres)	59.6%	40.4%
Q6-3. Park shelters & picnic areas	47.8%	52.2%
Q6-4. Outdoor basketball courts	21.0%	79.0%
Q6-5. Splash pad	28.2%	71.8%
Q6-6. Hard surface tennis courts	17.7%	82.3%
Q6-7. Pickleball courts	7.2%	92.8%
Q6-8. Baseball & softball fields	19.9%	80.1%
Q6-9. Soccer/football/lacrosse fields	24.5%	75.5%
Q6-10. Skateboard parks	4.8%	95.2%
Q6-11. Sledding hills	38.6%	61.4%
Q6-12. Playgrounds	48.0%	52.0%
Q6-13. Natural playscapes/play areas	41.7%	58.3%
Q6-14. Nature center	40.2%	59.8%
Q6-15. Walking trails	76.4%	23.6%
Q6-16. Biking trails	54.4%	45.6%
Q6-17. Greenspace & natural areas	60.0%	40.0%
Q6-18. Senior activity space	21.6%	78.4%
Q6-19. Indoor meeting/gathering spaces	24.5%	75.5%
Q6-20. Community gardens	29.5%	70.5%
Q6-21. Other	5.7%	94.3%

Q6. If "Yes," please rate ALL of the parks and recreation amenities of this type in Deerfield Township using a scale of 1 to 5, where 5 means the needs of your household are "100% Met" and 1 means "0% Met."

(N=415)

	100% met	75% met	50% met	25% met	0% met
Q6-1. Community parks (11+ acres)	37.3%	30.9%	18.5%	6.9%	6.4%
Q6-2. Neighborhood parks (2-10 acres)	36.0%	34.0%	17.8%	9.1%	3.2%
Q6-3. Park shelters & picnic areas	30.7%	25.4%	30.2%	11.2%	2.4%
Q6-4. Outdoor basketball courts	33.0%	20.2%	25.5%	14.9%	6.4%
Q6-5. Splash pad	7.4%	9.8%	21.3%	13.9%	47.5%
Q6-6. Hard surface tennis courts	29.9%	23.4%	31.2%	10.4%	5.2%
Q6-7. Pickleball courts	0.0%	7.7%	19.2%	19.2%	53.8%
Q6-8. Baseball & softball fields	49.4%	26.4%	14.9%	6.9%	2.3%
Q6-9. Soccer/football/lacrosse fields	42.1%	22.4%	30.8%	4.7%	0.0%
Q6-10. Skateboard parks	10.5%	10.5%	15.8%	31.6%	31.6%
Q6-11. Sledding hills	9.5%	10.1%	23.1%	24.9%	32.5%
Q6-12. Playgrounds	36.4%	34.4%	21.5%	5.3%	2.4%
Q6-13. Natural playscapes/play areas	15.0%	24.3%	21.4%	20.8%	18.5%
Q6-14. Nature center	5.6%	6.3%	20.0%	23.1%	45.0%
Q6-15. Walking trails	29.4%	26.1%	24.2%	14.1%	6.1%
Q6-16. Biking trails	19.0%	24.3%	25.2%	16.4%	15.0%
Q6-17. Greenspace & natural areas	30.3%	23.6%	25.2%	13.4%	7.5%
Q6-18. Senior activity space	12.5%	8.8%	18.8%	26.3%	33.8%
Q6-19. Indoor meeting/gathering spaces	9.4%	9.4%	27.1%	24.0%	30.2%
Q6-20. Community gardens	7.6%	10.2%	22.9%	23.7%	35.6%
Q6-21. Other	26.1%	4.3%	0.0%	17.4%	52.2%

Q6-21. Other

<u>Q6-21. Other</u>	<u>Number</u>	<u>Percent</u>
Dog park	6	23.1 %
Fishing	4	15.4 %
Horse back riding trails	1	3.8 %
Amphitheaters	1	3.8 %
Frisbee golf	1	3.8 %
Archery range	1	3.8 %
Sidewalks	1	3.8 %
Trees	1	3.8 %
Paths to parks. Connect to Mason paths.	1	3.8 %
Outdoor/indoor pool	1	3.8 %
Need more shade	1	3.8 %
Cyclo-cross Kingswood	1	3.8 %
Gaga ball pit	1	3.8 %
Special needs park	1	3.8 %
Health/wellness activiites	1	3.8 %
Rifle range	1	3.8 %
Camp site for scouting groups	1	3.8 %
Farmer's market	1	3.8 %
Total	26	100.0 %

Q7. Which FOUR amenities listed in Question 6 are MOST IMPORTANT to you and members of your household?

Q7. Top choice	Number	Percent
Community parks (11+ acres)	44	9.6 %
Neighborhood parks (2-10 acres)	46	10.0 %
Park shelters & picnic areas	11	2.4 %
Outdoor basketball courts	5	1.1 %
Splash pad	12	2.6 %
Hard surface tennis courts	11	2.4 %
Pickleball courts	3	0.7 %
Baseball & softball fields	10	2.2 %
Soccer/football/lacrosse fields	8	1.7 %
Sledding hills	1	0.2 %
Playgrounds	32	7.0 %
Natural playscapes/play areas	16	3.5 %
Nature center	5	1.1 %
Walking trails	115	25.1 %
Biking trails	21	4.6 %
Greenspace & natural areas	40	8.7 %
Senior activity space	10	2.2 %
Indoor meeting/gathering spaces	6	1.3 %
Community gardens	4	0.9 %
Other	10	2.2 %
None chosen	48	10.5 %
Total	458	100.0 %

Q7. Which FOUR amenities listed in Question 6 are MOST IMPORTANT to you and members of your household?

Q7. 2nd choice	Number	Percent
Community parks (11+ acres)	22	4.8 %
Neighborhood parks (2-10 acres)	36	7.9 %
Park shelters & picnic areas	16	3.5 %
Outdoor basketball courts	2	0.4 %
Splash pad	21	4.6 %
Hard surface tennis courts	5	1.1 %
Pickleball courts	4	0.9 %
Baseball & softball fields	10	2.2 %
Soccer/football/lacrosse fields	12	2.6 %
Skateboard parks	1	0.2 %
Sledding hills	14	3.1 %
Playgrounds	27	5.9 %
Natural playscapes/play areas	19	4.1 %
Nature center	15	3.3 %
Walking trails	79	17.2 %
Biking trails	51	11.1 %
Greenspace & natural areas	32	7.0 %
Senior activity space	11	2.4 %
Indoor meeting/gathering spaces	5	1.1 %
Community gardens	6	1.3 %
Other	5	1.1 %
None chosen	65	14.2 %
Total	458	100.0 %

Q7. Which FOUR amenities listed in Question 6 are MOST IMPORTANT to you and members of your household?

Q7. 3rd choice	Number	Percent
Community parks (11+ acres)	26	5.7 %
Neighborhood parks (2-10 acres)	37	8.1 %
Park shelters & picnic areas	21	4.6 %
Outdoor basketball courts	8	1.7 %
Splash pad	13	2.8 %
Hard surface tennis courts	3	0.7 %
Pickleball courts	4	0.9 %
Baseball & softball fields	6	1.3 %
Soccer/football/lacrosse fields	16	3.5 %
Skateboard parks	5	1.1 %
Sledding hills	13	2.8 %
Playgrounds	35	7.6 %
Natural playscapes/play areas	13	2.8 %
Nature center	16	3.5 %
Walking trails	46	10.0 %
Biking trails	35	7.6 %
Greenspace & natural areas	36	7.9 %
Senior activity space	19	4.1 %
Indoor meeting/gathering spaces	9	2.0 %
Community gardens	5	1.1 %
Other	3	0.7 %
None chosen	89	19.4 %
Total	458	100.0 %

Q7. Which FOUR amenities listed in Question 6 are MOST IMPORTANT to you and members of your household?

Q7. 4th choice	Number	Percent
Community parks (11+ acres)	30	6.6 %
Neighborhood parks (2-10 acres)	25	5.5 %
Park shelters & picnic areas	33	7.2 %
Outdoor basketball courts	8	1.7 %
Splash pad	10	2.2 %
Hard surface tennis courts	8	1.7 %
Pickleball courts	3	0.7 %
Baseball & softball fields	3	0.7 %
Soccer/football/lacrosse fields	9	2.0 %
Sledding hills	20	4.4 %
Playgrounds	18	3.9 %
Natural playscapes/play areas	17	3.7 %
Nature center	16	3.5 %
Walking trails	35	7.6 %
Biking trails	25	5.5 %
Greenspace & natural areas	24	5.2 %
Senior activity space	12	2.6 %
Indoor meeting/gathering spaces	20	4.4 %
Community gardens	17	3.7 %
Other	1	0.2 %
None chosen	124	27.1 %
Total	458	100.0 %

Q7. Which FOUR amenities listed in Question 6 are MOST IMPORTANT to you and members of your household? (top 4)

Q7. Sum of top 4 choices	Number	Percent
Community parks (11+ acres)	122	26.6 %
Neighborhood parks (2-10 acres)	144	31.4 %
Park shelters & picnic areas	81	17.7 %
Outdoor basketball courts	23	5.0 %
Splash pad	56	12.2 %
Hard surface tennis courts	27	5.9 %
Pickleball courts	14	3.1 %
Baseball & softball fields	29	6.3 %
Soccer/football/lacrosse fields	45	9.8 %
Skateboard parks	6	1.3 %
Sledding hills	48	10.5 %
Playgrounds	112	24.5 %
Natural playscapes/play areas	65	14.2 %
Nature center	52	11.4 %
Walking trails	275	60.0 %
Biking trails	132	28.8 %
Greenspace & natural areas	132	28.8 %
Senior activity space	52	11.4 %
Indoor meeting/gathering spaces	40	8.7 %
Community gardens	32	7.0 %
Other	19	4.1 %
None chosen	48	10.5 %
Total	1554	

Q8. The following are actions Deerfield Township could take to improve the parks and recreation system. Please indicate how supportive you would be of each action.

(N=458)

	Very supportive	Somewhat supportive	Not sure	Not supportive	Not provided
Q8-1. Acquire/preserve property to redevelop into parks for additional shaded areas, trails, picnicking, etc.	53.9%	19.2%	13.8%	8.5%	4.6%
Q8-2. Upgrade existing parks	53.5%	24.5%	13.3%	4.8%	3.9%
Q8-3. Light ball fields	15.5%	20.3%	35.2%	22.5%	6.6%
Q8-4. Increased connectivity to hiking/biking trails & parks	59.4%	17.9%	13.8%	5.0%	3.9%
Q8-5. Updated park facilities (playgrounds, shelters, restrooms, trails, fields, etc.)	45.9%	30.3%	15.1%	4.6%	4.1%
Q8-6. Rentable shelters/pavilions	26.2%	28.8%	27.3%	12.2%	5.5%
Q8-7. Increase events & programming	27.3%	24.9%	33.8%	8.5%	5.5%
Q8-8. Protect open & green space	61.4%	17.9%	12.9%	4.1%	3.7%
Q8-9. Other	82.1%	7.7%	7.7%	2.6%	0.0%

WITHOUT "NOT PROVIDED"

Q8. The following are actions Deerfield Township could take to improve the parks and recreation system. Please indicate how supportive you would be of each action. (without "not provided")

(N=458)

	Very supportive	Somewhat supportive	Not sure	Not supportive
Q8-1. Acquire/preserve property to redevelop into parks for additional shaded areas, trails, picnicking, etc.	56.5%	20.1%	14.4%	8.9%
Q8-2. Upgrade existing parks	55.7%	25.5%	13.9%	5.0%
Q8-3. Light ball fields	16.6%	21.7%	37.6%	24.1%
Q8-4. Increased connectivity to hiking/ biking trails & parks	61.8%	18.6%	14.3%	5.2%
Q8-5. Updated park facilities (playgrounds, shelters, restrooms, trails, fields, etc.)	47.8%	31.7%	15.7%	4.8%
Q8-6. Rentable shelters/pavilions	27.7%	30.5%	28.9%	12.9%
Q8-7. Increase events & programming	28.9%	26.3%	35.8%	9.0%
Q8-8. Protect open & green space	63.7%	18.6%	13.4%	4.3%
Q8-9. Other	82.1%	7.7%	7.7%	2.6%

Q8-9. Other

Q8-9. Other	Number	Percent
Youth fishing programs/youth fishing derby	1	2.6 %
Nature center	1	2.6 %
Camping	1	2.6 %
More dog parks and leash free areas	1	2.6 %
Additional security	1	2.6 %
Enforce leash law	1	2.6 %
Preserve and protect natural spaces	1	2.6 %
Sidewalks leading to parks	1	2.6 %
Skatepark	1	2.6 %
Add sidewalks from homes to parks	1	2.6 %
Create indoor play areas like Sharon Woods for colder and rainy weather	1	2.6 %
Fishing opportunities	1	2.6 %
Dog park	1	2.6 %
Add splash pad	1	2.6 %
Plant more trees and create wooded areas	1	2.6 %
Better access from neighborhoods via foot or bike	1	2.6 %
We are elderly and w/limited income	1	2.6 %
Stop developing strip malls	1	2.6 %
Add some trees	1	2.6 %
We need a splash pool	1	2.6 %
More mini parks to drop in to make phone calls or eat quickly	1	2.6 %
Rebuild the Kingswood Barn	1	2.6 %
Senior activities	1	2.6 %
Lights on basketball courts, tennis courts, baseball field	1	2.6 %
Lower fees for programs	1	2.6 %
Support and promote more community hiking/biking/kids events	1	2.6 %
More fenced in areas to run dogs	1	2.6 %
Nicer bike trail parking	1	2.6 %
Better inform residents of programs that are offered	1	2.6 %
Special needs park	1	2.6 %
Sell the ridiculous 20 mile stand park	1	2.6 %
Make Deerfield park locations smoke free	1	2.6 %
Fishing lake	1	2.6 %
Protect Kingswood prior golf course	1	2.6 %
Lights on basketball courts	1	2.6 %
Educating the community about programs and parks	1	2.6 %
Build camp site for scouting groups	1	2.6 %
Frisbee golf	1	2.6 %
Permanent farmers market pavillion	1	2.6 %
Total	39	100.0 %

Q9. Which THREE of the items listed in Question 8 are MOST IMPORTANT to your household for the Township to maintain and/or develop?

Q9. Top choice	Number	Percent
Acquire/preserve property to redevelop into parks for additional shaded areas, trails, picnicking, etc.	88	19.2 %
Upgrade existing parks	65	14.2 %
Light ball fields	10	2.2 %
Increased connectivity to hiking/biking trails & parks	86	18.8 %
Updated park facilities (playgrounds, shelters, restrooms, trails, fields, etc.)	38	8.3 %
Rentable shelters/pavilions	10	2.2 %
Increase events & programming	22	4.8 %
Protect open & green space	57	12.4 %
Other	16	3.5 %
None chosen	66	14.4 %
Total	458	100.0 %

Q9. Which THREE of the items listed in Question 8 are MOST IMPORTANT to your household for the Township to maintain and/or develop?

Q9. 2nd choice	Number	Percent
Acquire/preserve property to redevelop into parks for additional shaded areas, trails, picnicking, etc.	57	12.4 %
Upgrade existing parks	55	12.0 %
Light ball fields	10	2.2 %
Increased connectivity to hiking/biking trails & parks	82	17.9 %
Updated park facilities (playgrounds, shelters, restrooms, trails, fields, etc.)	59	12.9 %
Rentable shelters/pavilions	12	2.6 %
Increase events & programming	23	5.0 %
Protect open & green space	69	15.1 %
Other	1	0.2 %
None chosen	90	19.7 %
Total	458	100.0 %

Q9. Which THREE of the items listed in Question 8 are MOST IMPORTANT to your household for the Township to maintain and/or develop?

Q9. 3rd choice	Number	Percent
Acquire/preserve property to redevelop into parks for additional shaded areas, trails, picnicking, etc.	48	10.5 %
Upgrade existing parks	48	10.5 %
Light ball fields	10	2.2 %
Increased connectivity to hiking/biking trails & parks	51	11.1 %
Updated park facilities (playgrounds, shelters, restrooms, trails, fields, etc.)	56	12.2 %
Rentable shelters/pavilions	24	5.2 %
Increase events & programming	32	7.0 %
Protect open & green space	64	14.0 %
Other	7	1.5 %
None chosen	118	25.8 %
Total	458	100.0 %

Q9. Which THREE of the items listed in Question 8 are MOST IMPORTANT to your household for the Township to maintain and/or develop? (top 3)

Q9. Sum of top 3 choices	Number	Percent
Acquire/preserve property to redevelop into parks for additional shaded areas, trails, picnicking, etc.	193	42.1 %
Upgrade existing parks	168	36.7 %
Light ball fields	30	6.6 %
Increased connectivity to hiking/biking trails & parks	219	47.8 %
Updated park facilities (playgrounds, shelters, restrooms, trails, fields, etc.)	153	33.4 %
Rentable shelters/pavilions	46	10.0 %
Increase events & programming	77	16.8 %
Protect open & green space	190	41.5 %
Other	24	5.2 %
None chosen	66	14.4 %
Total	1166	

Q10. Please CHECK ALL of the following recreation programs offered or co-sponsored by Deerfield Township Parks & Recreation that your household has participated in during the past 12 months.

Q10. Recreation programs offered or co-sponsored by Deerfield Township Parks & Recreation your household has participated in during past 12 months	Number	Percent
50 Plus programs	12	2.6 %
Adult programs	17	3.7 %
Farmers market	182	39.7 %
Community youth athletics	61	13.3 %
Cultural arts	48	10.5 %
Family programs (Santa's workshop, paint your own pottery, etc.)	33	7.2 %
Special events (movies in the park, concerts in the park)	115	25.1 %
Tennis programs	9	2.0 %
Youth programs (nature camp, art programs, summer camp, etc.)	38	8.3 %
Other	12	2.6 %
None. Haven't participated in Deerfield Township recreation programs	191	41.7 %
Total	718	

WITHOUT "NONE"

Q10. Please CHECK ALL of the following recreation programs offered or co-sponsored by Deerfield Township Parks & Recreation that your household has participated in during the past 12 months. (without "none")

Q10. Recreation programs offered or co-sponsored by Deerfield Township Parks & Recreation your household has participated in during past 12 months	Number	Percent
50 Plus programs	12	4.5 %
Adult programs	17	6.4 %
Farmers market	182	68.2 %
Community youth athletics	61	22.8 %
Cultural arts	48	18.0 %
Family programs (Santa's workshop, paint your own pottery, etc.)	33	12.4 %
Special events (movies in the park, concerts in the park)	115	43.1 %
Tennis programs	9	3.4 %
Youth programs (nature camp, art programs, summer camp, etc.)	38	14.2 %
Other	12	4.5 %
Total	527	

Q10-10. Other

<u>Q10-11. Other</u>	<u>Number</u>	<u>Percent</u>
MYO Baseball	2	16.7 %
Activities offered by The Arts Alliance	1	8.3 %
Practicing at other locations for soccer due to parking chaos at Landen Park	1	8.3 %
Walking trails	1	8.3 %
Butterfly walk	1	8.3 %
Great adventure run at Cohelle Park	1	8.3 %
Touch-a-Truck	1	8.3 %
Run/bike in parks	1	8.3 %
Community yard sale	1	8.3 %
Loveland bike trail	1	8.3 %
Rent garden plot	1	8.3 %
Total	12	100.0 %

Q10a. How many different recreation programs or activities offered by Deerfield Township Parks and Recreation has your household participated in during the past 12 months?

Q10a. How many different recreation programs or activities has your household participated in during past 12 months

	Number	Percent
1 program/activity	81	30.3 %
2 to 3 programs/activities	100	37.5 %
4 to 6 programs/activities	43	16.1 %
7 to 10 programs/activities	5	1.9 %
11+ programs/activities	5	1.9 %
Not provided	33	12.4 %
Total	267	100.0 %

WITHOUT "NOT PROVIDED"

Q10a. How many different recreation programs or activities offered by Deerfield Township Parks and Recreation has your household participated in during the past 12 months? (without "not provided")

Q10a. How many different recreation programs or activities has your household participated in during past 12 months

	Number	Percent
1 program/activity	81	34.6 %
2 to 3 programs/activities	100	42.7 %
4 to 6 programs/activities	43	18.4 %
7 to 10 programs/activities	5	2.1 %
11+ programs/activities	5	2.1 %
Total	234	100.0 %

Q10b. Please check the THREE primary reasons why your household has participated in Deerfield Township Parks & Recreation programs/activities.

Q10b. Primary reasons why your household has participated in Deerfield Township Parks & Recreation programs/activities

	Number	Percent
Quality of instructors/coaches	10	3.7 %
Location of program	132	49.4 %
Quality of program	58	21.7 %
Fees charged for program	33	12.4 %
Times program is offered	28	10.5 %
Nowhere else to go for service	8	3.0 %
Location of facility	75	28.1 %
Quality of facility	19	7.1 %
Friends participate in program	50	18.7 %
Dates program is offered	30	11.2 %
It is of particular interest	96	36.0 %
Other	5	1.9 %
Total	544	

Q10b-12. Other

Q10b-12. Other	Number	Percent
Son has football practice	1	20.0 %
To support community	1	20.0 %
It was free	1	20.0 %
WE USE PARK B/C THATS WHERE OUR PROGRAMS SCHEDULED	1	20.0 %
LIKE TO BE LOCAL FARMER'S MARKET	1	20.0 %
Total	5	100.0 %

Q10c. How would you rate the overall quality of recreation programs/activities that you have participated in?

Q10c. How would you rate overall quality of recreation programs/activities you have participated in

	Number	Percent
Excellent	56	21.0 %
Good	144	53.9 %
Fair	21	7.9 %
Poor	2	0.7 %
Not provided	44	16.5 %
Total	267	100.0 %

WITHOUT "NOT PROVIDED"

Q10c. How would you rate the overall quality of recreation programs/activities that you have participated in? (without "not provided")

Q10c. How would you rate overall quality of recreation programs/activities you have participated in

	Number	Percent
Excellent	56	25.1 %
Good	144	64.6 %
Fair	21	9.4 %
Poor	2	0.9 %
Total	223	100.0 %

Q11. Please CHECK ALL the ways you learn about Deerfield Township Parks & Recreation programs and activities.

Q11. All the ways you learn about Deerfield Township Parks & Recreation programs & activities	Number	Percent
Activity guide program catalog	118	25.8 %
Deerfield Township website	153	33.4 %
School website	30	6.6 %
Conversations with Parks/Rec staff	6	1.3 %
Flyers in community	94	20.5 %
Parks sign boards	130	28.4 %
Twitter	19	4.1 %
Facebook	106	23.1 %
Instagram	4	0.9 %
e-Newsletter	56	12.2 %
Newspaper articles/advertisements	77	16.8 %
Community calendars	64	14.0 %
Friends & neighbors	154	33.6 %
Other	22	4.8 %
Total	1033	

Q11-14. Other

Q11-14. Other	Number	Percent
Center Point Magazine	4	19.0 %
Nextdoor	3	14.3 %
Mails	2	9.5 %
City Beat Magazine	1	4.8 %
Center Point, Mason Magazine	1	4.8 %
Emails	1	4.8 %
LinkedIn	1	4.8 %
Cincinnati Parent Magazine	1	4.8 %
Landen and Mason community magazines	1	4.8 %
Newsletter	1	4.8 %
Know knowledge of programs offered	1	4.8 %
Google	1	4.8 %
Didn't know about programs at all	1	4.8 %
I have to go to the Township website and search for programs	1	4.8 %
No idea where to find out about programs	1	4.8 %
Total	21	100.0 %

Q12. What THREE sources from the list in Question 11 are your MOST PREFERRED ways to learn about Deerfield Township Parks & Recreation programs and services?

Q12. Top choice	Number	Percent
Activity guide program catalog	68	14.8 %
Deerfield Township website	61	13.3 %
School website	9	2.0 %
Flyers in community	25	5.5 %
Parks sign boards	28	6.1 %
Twitter	4	0.9 %
Facebook	61	13.3 %
e-Newsletter	64	14.0 %
Newspaper articles/advertisements	15	3.3 %
Community calendars	13	2.8 %
Friends & neighbors	10	2.2 %
Other	9	2.0 %
None chosen	91	19.9 %
Total	458	100.0 %

Q12. What THREE sources from the list in Question 11 are your MOST PREFERRED ways to learn about Deerfield Township Parks & Recreation programs and services?

Q12. 2nd choice	Number	Percent
Activity guide program catalog	47	10.3 %
Deerfield Township website	58	12.7 %
School website	6	1.3 %
Conversations with Parks/Rec staff	2	0.4 %
Flyers in community	32	7.0 %
Parks sign boards	37	8.1 %
Twitter	7	1.5 %
Facebook	33	7.2 %
Instagram	2	0.4 %
e-Newsletter	33	7.2 %
Newspaper articles/advertisements	19	4.1 %
Community calendars	20	4.4 %
Friends & neighbors	33	7.2 %
Other	2	0.4 %
None chosen	127	27.7 %
Total	458	100.0 %

Q12. What THREE sources from the list in Question 11 are your MOST PREFERRED ways to learn about Deerfield Township Parks & Recreation programs and services?

Q12. 3rd choice	Number	Percent
Activity guide program catalog	26	5.7 %
Deerfield Township website	42	9.2 %
School website	10	2.2 %
Conversations with Parks/Rec staff	1	0.2 %
Flyers in community	26	5.7 %
Parks sign boards	26	5.7 %
Twitter	3	0.7 %
Facebook	19	4.1 %
Instagram	7	1.5 %
e-Newsletter	18	3.9 %
Newspaper articles/advertisements	25	5.5 %
Community calendars	33	7.2 %
Friends & neighbors	40	8.7 %
Other	2	0.4 %
None chosen	180	39.3 %
Total	458	100.0 %

Q12. What THREE sources from the list in Question 11 are your MOST PREFERRED ways to learn about Deerfield Township Parks & Recreation programs and services? (top 3)

Q12. Sum of top 3 choices	Number	Percent
Activity guide program catalog	141	30.8 %
Deerfield Township website	161	35.2 %
School website	25	5.5 %
Conversations with Parks/Rec staff	3	0.7 %
Flyers in community	83	18.1 %
Parks sign boards	91	19.9 %
Twitter	14	3.1 %
Facebook	113	24.7 %
Instagram	9	2.0 %
e-Newsletter	115	25.1 %
Newspaper articles/advertisements	59	12.9 %
Community calendars	66	14.4 %
Friends & neighbors	83	18.1 %
Other	13	2.8 %
None chosen	91	19.9 %
Total	1067	

Q13. Please indicate if you or any member of your household has a need for each of the recreation programs listed below.

(N=458)

	Yes	No
Q13-1. Preschool programs/early childhood	11.1%	88.9%
Q13-2. Youth art, dance, performing arts	16.4%	83.6%
Q13-3. Youth sports programs	24.9%	75.1%
Q13-4. Youth summer camp programs	20.3%	79.7%
Q13-5. Youth fitness & wellness programs	18.3%	81.7%
Q13-6. Gymnastics & tumbling programs	9.8%	90.2%
Q13-7. Adult art, dance, performing arts	16.4%	83.6%
Q13-8. Adult sports programs	23.6%	76.4%
Q13-9. Adult fitness & wellness programs	41.9%	58.1%
Q13-10. Senior art, dance, performing arts	13.5%	86.5%
Q13-11. Senior sports programs	14.6%	85.4%
Q13-12. Senior fitness & wellness programs	24.7%	75.3%
Q13-13. Programs for people with disabilities	5.2%	94.8%
Q13-14. Family programs	31.4%	68.6%
Q13-15. Nature programs	42.8%	57.2%
Q13-16. Tennis lessons & leagues	13.3%	86.7%
Q13-17. Community special events	44.1%	55.9%
Q13-18. Outdoor challenge programs	20.7%	79.3%
Q13-19. Trips to special attractions & events	23.1%	76.9%
Q13-20. Other	1.7%	98.3%

Q13. If "Yes", please rate the recreation program using a scale of 1 to 5, where 5 means the needs of your household are "100% Met" and 1 means "0% Met."

(N=351)

	100% met	75% met	50% met	25% met	0% met
Q13-1. Preschool programs/early childhood	14.0%	32.6%	16.3%	18.6%	18.6%
Q13-2. Youth art, dance, performing arts	13.8%	20.7%	24.1%	19.0%	22.4%
Q13-3. Youth sports programs	23.9%	23.9%	26.1%	10.9%	15.2%
Q13-4. Youth summer camp programs	20.3%	18.9%	25.7%	14.9%	20.3%
Q13-5. Youth fitness & wellness programs	6.5%	9.7%	32.3%	12.9%	38.7%
Q13-6. Gymnastics & tumbling programs	12.5%	12.5%	25.0%	12.5%	37.5%
Q13-7. Adult art, dance, performing arts	11.3%	5.7%	24.5%	18.9%	39.6%
Q13-8. Adult sports programs	6.8%	6.8%	16.2%	14.9%	55.4%
Q13-9. Adult fitness & wellness programs	5.5%	10.2%	22.7%	15.6%	46.1%
Q13-10. Senior art, dance, performing arts	5.9%	11.8%	17.6%	17.6%	47.1%
Q13-11. Senior sports programs	13.9%	13.9%	13.9%	16.7%	41.7%
Q13-12. Senior fitness & wellness programs	9.2%	10.8%	16.9%	20.0%	43.1%
Q13-13. Programs for people with disabilities	6.3%	12.5%	6.3%	18.8%	56.3%
Q13-14. Family programs	6.3%	27.9%	22.5%	19.8%	23.4%
Q13-15. Nature programs	5.0%	11.3%	23.4%	20.6%	39.7%
Q13-16. Tennis lessons & leagues	2.3%	4.7%	20.9%	20.9%	51.2%
Q13-17. Community special events	7.1%	27.0%	32.6%	17.7%	15.6%

Q13. If "Yes", please rate the recreation program using a scale of 1 to 5, where 5 means the needs of your household are "100% Met" and 1 means "0% Met."

	100% met	75% met	50% met	25% met	0% met
Q13-18. Outdoor challenge programs	2.8%	7.0%	21.1%	19.7%	49.3%
Q13-19. Trips to special attractions & events	4.4%	7.4%	13.2%	16.2%	58.8%
Q13-20. Other	0.0%	0.0%	16.7%	50.0%	33.3%

Q13-20. Other

Q13-20. Other	Number	Percent
Youth fishing programs	1	12.5 %
Hiking clubs/fitness clubs	1	12.5 %
Drone flight	1	12.5 %
Indoor play facility that is affordable and fun for cold or rainy weather	1	12.5 %
Running clubs, art shows	1	12.5 %
Pickleball league and lessons	1	12.5 %
COMMUNITY YARD SALES, CRAFT SHOWS	1	12.5 %
Beer gardens	1	12.5 %
Total	8	100.0 %

Q14. Which FOUR types of programs listed in Question 13 are MOST IMPORTANT to your household?

<u>Q14. Top choice</u>	<u>Number</u>	<u>Percent</u>
Preschool programs/early childhood	18	3.9 %
Youth art, dance, performing arts	7	1.5 %
Youth sports programs	43	9.4 %
Youth summer camp programs	18	3.9 %
Youth fitness & wellness programs	14	3.1 %
Gymnastics & tumbling programs	3	0.7 %
Adult art, dance, performing arts	10	2.2 %
Adult sports programs	11	2.4 %
Adult fitness & wellness programs	49	10.7 %
Senior art, dance, performing arts	6	1.3 %
Senior sports programs	10	2.2 %
Senior fitness & wellness programs	31	6.8 %
Programs for people with disabilities	3	0.7 %
Family programs	32	7.0 %
Nature programs	28	6.1 %
Tennis lessons & leagues	10	2.2 %
Community special events	22	4.8 %
Outdoor challenge programs	7	1.5 %
Trips to special attractions & events	8	1.7 %
Other	2	0.4 %
<u>None chosen</u>	<u>126</u>	<u>27.5 %</u>
Total	458	100.0 %

Q14. Which FOUR types of programs listed in Question 13 are MOST IMPORTANT to your household?

Q14. 2nd choice	Number	Percent
Preschool programs/early childhood	6	1.3 %
Youth art, dance, performing arts	8	1.7 %
Youth sports programs	16	3.5 %
Youth summer camp programs	20	4.4 %
Youth fitness & wellness programs	14	3.1 %
Gymnastics & tumbling programs	3	0.7 %
Adult art, dance, performing arts	11	2.4 %
Adult sports programs	19	4.1 %
Adult fitness & wellness programs	29	6.3 %
Senior art, dance, performing arts	12	2.6 %
Senior sports programs	14	3.1 %
Senior fitness & wellness programs	26	5.7 %
Programs for people with disabilities	4	0.9 %
Family programs	28	6.1 %
Nature programs	41	9.0 %
Tennis lessons & leagues	6	1.3 %
Community special events	31	6.8 %
Outdoor challenge programs	7	1.5 %
Trips to special attractions & events	6	1.3 %
None chosen	157	34.3 %
Total	458	100.0 %

Q14. Which FOUR types of programs listed in Question 13 are MOST IMPORTANT to your household?

Q14. 3rd choice	Number	Percent
Preschool programs/early childhood	3	0.7 %
Youth art, dance, performing arts	9	2.0 %
Youth sports programs	16	3.5 %
Youth summer camp programs	9	2.0 %
Youth fitness & wellness programs	4	0.9 %
Gymnastics & tumbling programs	4	0.9 %
Adult art, dance, performing arts	6	1.3 %
Adult sports programs	13	2.8 %
Adult fitness & wellness programs	23	5.0 %
Senior art, dance, performing arts	7	1.5 %
Senior sports programs	6	1.3 %
Senior fitness & wellness programs	20	4.4 %
Programs for people with disabilities	1	0.2 %
Family programs	35	7.6 %
Nature programs	45	9.8 %
Tennis lessons & leagues	5	1.1 %
Community special events	40	8.7 %
Outdoor challenge programs	9	2.0 %
Trips to special attractions & events	10	2.2 %
Other	1	0.2 %
<u>None chosen</u>	<u>192</u>	<u>41.9 %</u>
Total	458	100.0 %

Q14. Which FOUR types of programs listed in Question 13 are MOST IMPORTANT to your household?

Q14. 4th choice	Number	Percent
Preschool programs/early childhood	4	0.9 %
Youth art, dance, performing arts	7	1.5 %
Youth sports programs	10	2.2 %
Youth summer camp programs	7	1.5 %
Youth fitness & wellness programs	4	0.9 %
Gymnastics & tumbling programs	3	0.7 %
Adult art, dance, performing arts	11	2.4 %
Adult sports programs	6	1.3 %
Adult fitness & wellness programs	14	3.1 %
Senior art, dance, performing arts	4	0.9 %
Senior sports programs	5	1.1 %
Senior fitness & wellness programs	8	1.7 %
Programs for people with disabilities	3	0.7 %
Family programs	21	4.6 %
Nature programs	25	5.5 %
Tennis lessons & leagues	5	1.1 %
Community special events	29	6.3 %
Outdoor challenge programs	12	2.6 %
Trips to special attractions & events	25	5.5 %
Other	3	0.7 %
None chosen	252	55.0 %
Total	458	100.0 %

Q14. Which FOUR types of programs listed in Question 13 are MOST IMPORTANT to your household? (top 4)

Q14. Sum of top 4 choices	Number	Percent
Preschool programs/early childhood	31	6.8 %
Youth art, dance, performing arts	31	6.8 %
Youth sports programs	85	18.6 %
Youth summer camp programs	54	11.8 %
Youth fitness & wellness programs	36	7.9 %
Gymnastics & tumbling programs	13	2.8 %
Adult art, dance, performing arts	38	8.3 %
Adult sports programs	49	10.7 %
Adult fitness & wellness programs	115	25.1 %
Senior art, dance, performing arts	29	6.3 %
Senior sports programs	35	7.6 %
Senior fitness & wellness programs	85	18.6 %
Programs for people with disabilities	11	2.4 %
Family programs	116	25.3 %
Nature programs	139	30.3 %
Tennis lessons & leagues	26	5.7 %
Community special events	122	26.6 %
Outdoor challenge programs	35	7.6 %
Trips to special attractions & events	49	10.7 %
Other	6	1.3 %
None chosen	126	27.5 %
Total	1231	

Q15. Please rate your satisfaction with the following Parks & Recreation services provided by Deerfield Township Parks & Recreation using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=458)

	Very satisfied	somewhat satisfied	Neutral	Somewhat dissatisfied	Very dissatisfied	Don't know
Q15-1. Maintenance of Deerfield Township parks	35.8%	32.8%	10.9%	2.4%	0.4%	17.7%
Q15-2. Number of Deerfield Township parks	27.1%	30.6%	15.7%	7.2%	1.7%	17.7%
Q15-3. Quality of athletic fields	17.9%	21.8%	20.3%	3.1%	0.4%	36.5%
Q15-4. Number of multi-use fields (football, soccer, lacrosse)	16.6%	21.4%	19.9%	2.8%	0.7%	38.6%
Q15-5. Number of baseball/softball fields	16.2%	18.8%	20.7%	1.5%	0.7%	42.1%
Q15-6. Distribution of diamonds between Township parks	11.4%	10.9%	24.5%	2.2%	0.4%	50.7%
Q15-7. Quality of tennis courts	9.0%	14.2%	19.9%	3.9%	0.9%	52.2%
Q15-8. Quantity/quality of public art in public spaces	7.9%	9.6%	22.1%	10.7%	3.1%	46.7%
Q15-9. Accessibility (ADA) of parks & amenities	10.0%	11.6%	20.5%	3.9%	2.2%	51.7%
Q15-10. Amount of open green space	19.0%	24.9%	16.6%	13.5%	4.1%	21.8%
Q15-11. Connectivity of trails	8.1%	17.7%	21.0%	19.0%	9.2%	25.1%
Q15-12. Quality of programs for 50+	3.5%	4.4%	18.6%	5.7%	2.8%	65.1%
Q15-13. Deerfield Township youth programs	5.7%	11.4%	20.3%	4.1%	1.3%	57.2%
Q15-14. Deerfield Township adult programs	4.4%	6.6%	21.0%	6.6%	1.7%	59.8%
Q15-15. Ease of registering for programs	8.3%	10.7%	21.0%	4.4%	3.5%	52.2%

Q15. Please rate your satisfaction with the following Parks & Recreation services provided by Deerfield Township Parks & Recreation using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	Very satisfied	somewhat satisfied	Neutral	Somewhat dissatisfied	Very dissatisfied	Don't know
Q15-16. Availability of information about programs & facilities	6.6%	13.3%	20.5%	14.8%	10.5%	34.3%
Q15-17. User friendliness of Deerfield Township website	8.3%	15.5%	22.5%	7.0%	1.7%	45.0%
Q15-18. Fees charged for recreation programs	8.7%	10.5%	23.1%	3.5%	0.9%	53.3%
Q15-19. Customer service with staff	8.7%	11.4%	19.0%	1.1%	0.9%	59.0%
Q15-20. Shelter availability	5.9%	11.4%	22.9%	4.6%	2.0%	53.3%
Q15-21. Ease of contacting Parks & Recreation staff	6.3%	9.0%	19.4%	2.4%	1.1%	61.8%
Q15-22. How well Parks & Recreation staff give prompt, accurate, & complete answers to my questions	6.6%	8.7%	18.6%	0.7%	1.1%	64.4%

WITHOUT "DON'T KNOW"

Q15. Please rate your satisfaction with the following Parks & Recreation services provided by Deerfield Township Parks & Recreation using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=458)

	Very satisfied	somewhat satisfied	Neutral	Somewhat dissatisfied	Very dissatisfied
Q15-1. Maintenance of Deerfield Township parks	43.5%	39.8%	13.3%	2.9%	0.5%
Q15-2. Number of Deerfield Township parks	32.9%	37.1%	19.1%	8.8%	2.1%
Q15-3. Quality of athletic fields	28.2%	34.4%	32.0%	4.8%	0.7%
Q15-4. Number of multi-use fields (football, soccer, lacrosse)	27.0%	34.9%	32.4%	4.6%	1.1%
Q15-5. Number of baseball/softball fields	27.9%	32.5%	35.8%	2.6%	1.1%
Q15-6. Distribution of diamonds between Township parks	23.0%	22.1%	49.6%	4.4%	0.9%
Q15-7. Quality of tennis courts	18.7%	29.7%	41.6%	8.2%	1.8%
Q15-8. Quantity/quality of public art in public spaces	14.8%	18.0%	41.4%	20.1%	5.7%
Q15-9. Accessibility (ADA) of parks & amenities	20.8%	24.0%	42.5%	8.1%	4.5%
Q15-10. Amount of open green space	24.3%	31.8%	21.2%	17.3%	5.3%
Q15-11. Connectivity of trails	10.8%	23.6%	28.0%	25.4%	12.2%

WITHOUT "DON'T KNOW"

Q15. Please rate your satisfaction with the following Parks & Recreation services provided by Deerfield Township Parks & Recreation using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

	Very satisfied	somewhat satisfied	Neutral	Somewhat dissatisfied	Very dissatisfied
Q15-12. Quality of programs for 50+	10.0%	12.5%	53.1%	16.3%	8.1%
Q15-13. Deerfield Township youth programs	13.3%	26.5%	47.4%	9.7%	3.1%
Q15-14. Deerfield Township adult programs	10.9%	16.3%	52.2%	16.3%	4.3%
Q15-15. Ease of registering for programs	17.4%	22.4%	43.8%	9.1%	7.3%
Q15-16. Availability of information about programs & facilities	10.0%	20.3%	31.2%	22.6%	15.9%
Q15-17. User friendliness of Deerfield Township website	15.1%	28.2%	40.9%	12.7%	3.2%
Q15-18. Fees charged for recreation programs	18.7%	22.4%	49.5%	7.5%	1.9%
Q15-19. Customer service with staff	21.3%	27.7%	46.3%	2.7%	2.1%
Q15-20. Shelter availability	12.6%	24.3%	49.1%	9.8%	4.2%
Q15-21. Ease of contacting Parks & Recreation staff	16.6%	23.4%	50.9%	6.3%	2.9%
Q15-22. How well Parks & Recreation staff give prompt, accurate, & complete answers to my questions	18.4%	24.5%	52.1%	1.8%	3.1%

Q16. Which THREE parks and recreation services listed in Question 15 do you think should receive the MOST ATTENTION from Deerfield Township Parks & Recreation over the next TWO years?

Q16. Top choice	Number	Percent
Maintenance of Deerfield Township parks	80	17.5 %
Number of Deerfield Township parks	28	6.1 %
Quality of athletic fields	12	2.6 %
Number of multi-use fields (football, soccer, lacrosse)	7	1.5 %
Number of baseball/softball fields	2	0.4 %
Quality of tennis courts	5	1.1 %
Quantity/quality of public art in public spaces	6	1.3 %
Accessibility (ADA) of parks & amenities	8	1.7 %
Amount of open green space	40	8.7 %
Connectivity of trails	54	11.8 %
Quality of programs for 50+	15	3.3 %
Deerfield Township youth programs	13	2.8 %
Deerfield Township adult programs	3	0.7 %
Ease of registering for programs	1	0.2 %
Availability of information about programs & facilities	33	7.2 %
User friendliness of Deerfield Township website	4	0.9 %
Customer service with staff	2	0.4 %
Shelter availability	8	1.7 %
None chosen	137	29.9 %
Total	458	100.0 %

Q16. Which THREE parks and recreation services listed in Question 15 do you think should receive the MOST ATTENTION from Deerfield Township Parks & Recreation over the next TWO years?

Q16. 2nd choice	Number	Percent
Maintenance of Deerfield Township parks	40	8.7 %
Number of Deerfield Township parks	32	7.0 %
Quality of athletic fields	16	3.5 %
Number of multi-use fields (football, soccer, lacrosse)	3	0.7 %
Number of baseball/softball fields	4	0.9 %
Quality of tennis courts	9	2.0 %
Quantity/quality of public art in public spaces	7	1.5 %
Accessibility (ADA) of parks & amenities	13	2.8 %
Amount of open green space	40	8.7 %
Connectivity of trails	52	11.4 %
Quality of programs for 50+	17	3.7 %
Deerfield Township youth programs	17	3.7 %
Deerfield Township adult programs	9	2.0 %
Ease of registering for programs	5	1.1 %
Availability of information about programs & facilities	20	4.4 %
User friendliness of Deerfield Township website	4	0.9 %
Customer service with staff	2	0.4 %
Shelter availability	4	0.9 %
Ease of contacting Parks & Recreation staff	2	0.4 %
How well Parks & Recreation staff give prompt, accurate, & complete answers to my questions	1	0.2 %
None chosen	161	35.2 %
Total	458	100.0 %

Q16. Which THREE parks and recreation services listed in Question 15 do you think should receive the MOST ATTENTION from Deerfield Township Parks & Recreation over the next TWO years?

Q16. 3rd choice	Number	Percent
Maintenance of Deerfield Township parks	18	3.9 %
Number of Deerfield Township parks	27	5.9 %
Quality of athletic fields	11	2.4 %
Number of multi-use fields (football, soccer, lacrosse)	11	2.4 %
Number of baseball/softball fields	6	1.3 %
Distribution of diamonds between Township parks	2	0.4 %
Quality of tennis courts	3	0.7 %
Quantity/quality of public art in public spaces	11	2.4 %
Accessibility (ADA) of parks & amenities	4	0.9 %
Amount of open green space	27	5.9 %
Connectivity of trails	33	7.2 %
Quality of programs for 50+	10	2.2 %
Deerfield Township youth programs	12	2.6 %
Deerfield Township adult programs	17	3.7 %
Ease of registering for programs	5	1.1 %
Availability of information about programs & facilities	32	7.0 %
User friendliness of Deerfield Township website	5	1.1 %
Fees charged for recreation programs	5	1.1 %
Customer service with staff	4	0.9 %
Shelter availability	8	1.7 %
Ease of contacting Parks & Recreation staff	2	0.4 %
How well Parks & Recreation staff give prompt, accurate, & complete answers to my questions	2	0.4 %
None chosen	203	44.3 %
Total	458	100.0 %

Q16. Which THREE parks and recreation services listed in Question 15 do you think should receive the MOST ATTENTION from Deerfield Township Parks & Recreation over the next TWO years? (top 3)

Q16. Sum of top 3 choices	Number	Percent
Maintenance of Deerfield Township parks	138	30.1 %
Number of Deerfield Township parks	87	19.0 %
Quality of athletic fields	39	8.5 %
Number of multi-use fields (football, soccer, lacrosse)	21	4.6 %
Number of baseball/softball fields	12	2.6 %
Distribution of diamonds between Township parks	2	0.4 %
Quality of tennis courts	17	3.7 %
Quantity/quality of public art in public spaces	24	5.2 %
Accessibility (ADA) of parks & amenities	25	5.5 %
Amount of open green space	107	23.4 %
Connectivity of trails	139	30.3 %
Quality of programs for 50+	42	9.2 %
Deerfield Township youth programs	42	9.2 %
Deerfield Township adult programs	29	6.3 %
Ease of registering for programs	11	2.4 %
Availability of information about programs & facilities	85	18.6 %
User friendliness of Deerfield Township website	13	2.8 %
Fees charged for recreation programs	5	1.1 %
Customer service with staff	8	1.7 %
Shelter availability	20	4.4 %
Ease of contacting Parks & Recreation staff	4	0.9 %
How well Parks & Recreation staff give prompt, accurate, & complete answers to my questions	3	0.7 %
None chosen	137	29.9 %
Total	1010	

Q17. How supportive would you be of the Township undertaking a process (which would include public involvement) to explore the feasibility of a multi-purpose community building?

Q17. How supportive would you be of Township undertaking a process to explore feasibility of a multi-purpose community building

	Number	Percent
Very supportive	135	29.5 %
Somewhat supportive	122	26.6 %
Neutral	110	24.0 %
Not supportive	28	6.1 %
Not supportive at all	49	10.7 %
Not provided	14	3.1 %
Total	458	100.0 %

WITHOUT "NOT PROVIDED"

Q17. How supportive would you be of the Township undertaking a process (which would include public involvement) to explore the feasibility of a multi-purpose community building? (without "not provided")

Q17. How supportive would you be of Township undertaking a process to explore feasibility of a multi-purpose community building

	Number	Percent
Very supportive	135	30.4 %
Somewhat supportive	122	27.5 %
Neutral	110	24.8 %
Not supportive	28	6.3 %
Not supportive at all	49	11.0 %
Total	444	100.0 %

Q18. Please indicate how supportive you are of each of the following potential options for Kingswood, by rating each option on a scale of 1 to 4, where 4 means "Very Supportive" and 1 means "Not Supportive."

(N=458)

	Very supportive	Somewhat supportive	Not sure	Not supportive	Not provided
Q18-1. Building a new community building for public use & activity on 3-4-acres in Kingswood that could house new Township administrative offices, a sheriff's office, public gathering spaces, & other multi-purpose spaces for the public	21.4%	20.1%	29.0%	23.4%	6.1%
Q18-2. Turn Kingswood into an active park, similar to Cottell Park	29.7%	25.8%	19.4%	18.1%	7.0%
Q18-3. Improve Kingswood as a passive public park (i. e. including a new nature playground, developing natural trails, amphitheater, etc.)	40.4%	22.9%	20.3%	9.2%	7.2%
Q18-4. Create a permanent farmers market facility in Kingswood Park	39.3%	23.6%	20.3%	9.8%	7.0%
Q18-5. Do not make any improvements to Kingswood Park & leave it as an open passive green space for use by the community	12.9%	15.7%	30.1%	30.1%	11.1%
Q18-6. Other	81.3%	6.3%	9.4%	3.1%	0.0%

WITHOUT "NOT PROVIDED"

Q18. Please indicate how supportive you are of each of the following potential options for Kingswood, by rating each option on a scale of 1 to 4, where 4 means "Very Supportive" and 1 means "Not Supportive." (without "not provided")

(N=458)

	Very supportive	Somewhat supportive	Not sure	Not supportive
Q18-1. Building a new community building for public use & activity on 3-4-acres in Kingswood that could house new Township administrative offices, a sheriff's office, public gathering spaces, & other multi-purpose spaces for the public	22.8%	21.4%	30.9%	24.9%
Q18-2. Turn Kingswood into an active park, similar to Cottell Park	31.9%	27.7%	20.9%	19.5%
Q18-3. Improve Kingswood as a passive public park (i.e. including a new nature playground, developing natural trails, amphitheater, etc.)	43.5%	24.7%	21.9%	9.9%
Q18-4. Create a permanent farmers market facility in Kingswood Park	42.3%	25.4%	21.8%	10.6%
Q18-5. Do not make any improvements to Kingswood Park & leave it as an open passive green space for use by the community	14.5%	17.7%	33.9%	33.9%
Q18-6. Other	81.3%	6.3%	9.4%	3.1%

Q18-6. Other

<u>Q18-6. Other</u>	<u>Number</u>	<u>Percent</u>
Keep part of the acreage as a park and sell the rest for low impact development	1	3.1 %
I like that is it a natural space	1	3.1 %
Sell it and reduce township debt and expenses	1	3.1 %
No shopping center needed	1	3.1 %
Can not express enough support	1	3.1 %
Do not spend tax payers money to benefit administrators	1	3.1 %
Don't know where it is located	1	3.1 %
Make Apartments to live in at Kingswood	1	3.1 %
Indoor play area similar to Sharon Woods but bigger	1	3.1 %
New Kings High School location	1	3.1 %
Splash pad	1	3.1 %
Sidwalks on busy roads	1	3.1 %
Improve accessibility to Kingswood	1	3.1 %
I would support local business and public space at the park	1	3.1 %
Upgrade trails	1	3.1 %
Make change w/environmental impact in mind	1	3.1 %
Add cafes w/green space, trails and playgrounds	1	3.1 %
Connect paths to Landen and Mason	1	3.1 %
Fix the bike trails, connect and resurface	1	3.1 %
Offer space for elderly to get light exercise close to parking	1	3.1 %
More sand volleyball courts	1	3.1 %
Senior activities	1	3.1 %
Installation of a crosswalk over the new road	1	3.1 %
Dog parks for solo & groups	1	3.1 %
Depending on size and cost a wise combination of all or part of the above	1	3.1 %
Safety measures	1	3.1 %
Commercial development	1	3.1 %
Get taxes from businesses to add to the community	1	3.1 %
Community center with sports/activities	1	3.1 %
Develop the land w/shops, restaurants	1	3.1 %
MORE TIME NIGHT LIGHTS	1	3.1 %
Develop fitness/walking trails along old golf course	1	3.1 %
Total	32	100.0 %

Q19. Please indicate how supportive you are of each of the following revenue generating actions that could be taken at Kingswood, by rating each option on a scale of 1 to 4, where 4 means "Very Supportive" and 1 means "Not Supportive."

(N=458)

	Very supportive	Somewhat supportive	Not sure	Not supportive	Not provided
Q19-1. Food & beverage vendors in parks (food carts, concession stands, small spaces tied into a new Township building, etc.)	24.9%	27.7%	22.1%	19.7%	5.7%
Q19-2. Equipment rentals in parks (bikes, fishing equipment, paddle boats, etc.)	32.1%	31.4%	15.9%	14.6%	5.9%
Q19-3. Non-Deerfield classes or programs using parks (outdoor yoga, personal trainers, etc.)	28.8%	26.6%	24.0%	14.0%	6.6%
Q19-4. Construction of additional facilities to support large youth/adult sports tournaments for out-of-town teams	12.9%	17.0%	30.8%	33.2%	6.1%
Q19-5. Hosting large events that have exclusive use of a park & may charge entrance fees (cross-country races, concerts, festivals, etc.)	24.2%	31.4%	19.7%	19.4%	5.2%

WITHOUT "NOT PROVIDED"

Q19. Please indicate how supportive you are of each of the following revenue generating actions that could be taken at Kingswood, by rating each option on a scale of 1 to 4, where 4 means "Very Supportive" and 1 means "Not Supportive." (without "not provided")

(N=458)

	Very supportive	Somewhat supportive	Not sure	Not supportive
Q19-1. Food & beverage vendors in parks (food carts, concession stands, small spaces tied into a new Township building, etc.)	26.4%	29.4%	23.4%	20.8%
Q19-2. Equipment rentals in parks (bikes, fishing equipment, paddle boats, etc.)	34.1%	33.4%	16.9%	15.5%
Q19-3. Non-Deerfield classes or programs using parks (outdoor yoga, personal trainers, etc.)	30.8%	28.5%	25.7%	15.0%
Q19-4. Construction of additional facilities to support large youth/adult sports tournaments for out-of-town teams	13.7%	18.1%	32.8%	35.3%
Q19-5. Hosting large events that have exclusive use of a park & may charge entrance fees (cross-country races, concerts, festivals, etc.)	25.6%	33.2%	20.7%	20.5%

Q20. Should a portion of the debt-free Kingswood property be sold or leased for commercial development, not controlled by the Township, which of the following commercial development options would you most favor?

Q20. Which commercial development options would you most favor	Number	Percent
Commercially develop 0% of Kingswood	222	48.5 %
Commercially develop 20% of Kingswood	64	14.0 %
Commercially develop 40% of Kingswood	39	8.5 %
Commercially develop 60% of Kingswood	14	3.1 %
Commercially develop 80% of Kingswood	18	3.9 %
None of above	75	16.4 %
Not provided	26	5.7 %
Total	458	100.0 %

WITHOUT "NOT PROVIDED"

Q20. Should a portion of the debt-free Kingswood property be sold or leased for commercial development, not controlled by the Township, which of the following commercial development options would you most favor? (without "not provided")

Q20. Which commercial development options would you most favor	Number	Percent
Commercially develop 0% of Kingswood	222	51.4 %
Commercially develop 20% of Kingswood	64	14.8 %
Commercially develop 40% of Kingswood	39	9.0 %
Commercially develop 60% of Kingswood	14	3.2 %
Commercially develop 80% of Kingswood	18	4.2 %
None of above	75	17.4 %
Total	432	100.0 %

Q21. Deerfield Township currently has a 10-year renewable parks tax levy that is set to expire in 2022. Please indicate how supportive you would be of changing the current renewable parks tax levy to a permanent parks tax levy?

Q21. How supportive would you be of changing current renewable parks tax levy to a permanent parks tax levy

	Number	Percent
Very supportive	133	29.0 %
Somewhat supportive	105	22.9 %
Neutral	86	18.8 %
Not supportive	66	14.4 %
Not Supportive at all	51	11.1 %
Not provided	17	3.7 %
Total	458	100.0 %

WITHOUT "NOT PROVIDED"

Q21. Deerfield Township currently has a 10-year renewable parks tax levy that is set to expire in 2022. Please indicate how supportive you would be of changing the current renewable parks tax levy to a permanent parks tax levy? (without "not provided")

Q21. How supportive would you be of changing current renewable parks tax levy to a permanent parks tax levy

	Number	Percent
Very supportive	133	30.2 %
Somewhat supportive	105	23.8 %
Neutral	86	19.5 %
Not supportive	66	15.0 %
Not Supportive at all	51	11.6 %
Total	441	100.0 %

Q21a. If you answered "Not Supportive" or "Not Supportive at All" to Question 21, please indicate why you answered this way.

Q21a. Why did you answer "not supportive" or "not supportive at all"	Number	Percent
I need more information before I can answer	45	38.5 %
I do not use any Deerfield Township parks, amenities, programs, or facilities	19	16.2 %
I believe Township currently has sufficient recreation opportunities & does not need secured funding	26	22.2 %
I believe those who plan on using parks, amenities, programs, or facilities should bear the burden of paying for them	19	16.2 %
I do not support any increase or continuation of taxes	43	36.8 %
Other	14	12.0 %
Total	166	

Q21a-6. Other

Q21a-6. Other	Number	Percent
Park levy should not be permanent	1	7.1 %
Waste	1	7.1 %
I prefer a renewable levy where residents have a chance to periodically decide	1	7.1 %
Keep it as a renewable tax to maintain accountability of township to taxpayers	1	7.1 %
I would not support it permanently	1	7.1 %
If you can control outsiders from using the parks and lakes	1	7.1 %
Taxation is theft	1	7.1 %
Will not be living here	1	7.1 %
We already pay high property taxes	1	7.1 %
I'm not in favor of permanent taxes	1	7.1 %
I believe this should be left to voters to periodically review community needs	1	7.1 %
I would be amenable to another term-based levy not a permanent levy	1	7.1 %
Already over taxed	1	7.1 %
Parks are not a necessity and should not be supported by permanent levies	1	7.1 %
Total	14	100.0 %

Q22. What is your age?

<u>Q22. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	84	18.3 %
35-44	106	23.1 %
45-54	94	20.5 %
55-64	81	17.7 %
65+	85	18.6 %
Not provided	8	1.7 %
Total	458	100.0 %

WITHOUT "NOT PROVIDED"**Q22. What is your age? (without "not provided")**

<u>Q22. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	84	18.7 %
35-44	106	23.6 %
45-54	94	20.9 %
55-64	81	18.0 %
65+	85	18.9 %
Total	450	100.0 %

Q23. Counting yourself, how many people live in your household?

Q23. How many people live in your household	Number	Percent
1	53	11.6 %
2	154	33.6 %
3	89	19.4 %
4	89	19.4 %
5	52	11.4 %
6	12	2.6 %
7+	3	0.7 %
Not provided	6	1.3 %
Total	458	100.0 %

WITHOUT "NOT PROVIDED"**Q23. Counting yourself, how many people live in your household? (without "not provided")**

Q23. How many people live in your household	Number	Percent
1	53	11.7 %
2	154	34.1 %
3	89	19.7 %
4	89	19.7 %
5	52	11.5 %
6	12	2.7 %
7+	3	0.7 %
Total	452	100.0 %

Q24. Counting yourself, how many people in your household are...

	Mean	Sum
Under age 5	0.2	74
Ages 5-9	0.3	116
Ages 10-14	0.3	122
Ages 15-19	0.2	93
Ages 20-24	0.1	53
Ages 25-34	0.4	160
Ages 35-44	0.4	201
Ages 45-54	0.4	188
Ages 55-64	0.4	161
Ages 65-74	0.2	111
Ages 75+	0.1	59

Q25. Your gender:

<u>Q25. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	211	46.1 %
Female	235	51.3 %
Not provided	12	2.6 %
Total	458	100.0 %

WITHOUT "NOT PROVIDED"**Q25. Your gender: (without "not provided")**

<u>Q25. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	211	47.3 %
Female	235	52.7 %
Total	446	100.0 %

Q26. How many years have you lived in Deerfield Township?

Q26. How many years have you lived in Deerfield

Township	Number	Percent
0-5	113	24.7 %
6-10	57	12.4 %
11-15	62	13.5 %
16-20	77	16.8 %
21-30	81	17.7 %
31+	56	12.2 %
Not provided	12	2.6 %
Total	458	100.0 %

WITHOUT "NOT PROVIDED"**Q26. How many years have you lived in Deerfield Township? (without "not provided")**

Q26. How many years have you lived in Deerfield

Township	Number	Percent
0-5	113	25.3 %
6-10	57	12.8 %
11-15	62	13.9 %
16-20	77	17.3 %
21-30	81	18.2 %
31+	56	12.6 %
Total	446	100.0 %

Q27. What is your total annual household income?

Q27. Your total annual household income	Number	Percent
Under \$40K	26	5.7 %
\$40K to \$69,999	44	9.6 %
\$70K to \$99,999	87	19.0 %
\$100K to \$129,999	83	18.1 %
\$130K to \$149,999	40	8.7 %
\$150K to \$199,999	52	11.4 %
\$200K to \$249,999	25	5.5 %
\$250K+	28	6.1 %
Not provided	73	15.9 %
Total	458	100.0 %

WITHOUT “NOT PROVIDED”**Q27. What is your total annual household income? (without "not provided")**

Q27. Your total annual household income	Number	Percent
Under \$40K	26	6.8 %
\$40K to \$69,999	44	11.4 %
\$70K to \$99,999	87	22.6 %
\$100K to \$129,999	83	21.6 %
\$130K to \$149,999	40	10.4 %
\$150K to \$199,999	52	13.5 %
\$200K to \$249,999	25	6.5 %
\$250K+	28	7.3 %
Total	385	100.0 %

Section 5

Survey Instrument



Community Interest and Opinion Survey

Let Your Voice Be Heard!

Deerfield Township wants your input as part of the Parks & Recreation Comprehensive Plan to help determine parks and recreation priorities for our community. We encourage you to take 15 - 20 minutes to complete the survey. When you are finished, please return the survey in the enclosed postage-paid envelope. Thank you for helping us to create future opportunities for our community!

- 1. Please indicate if you or any member of your household has used any of the following Deerfield Township parks/facilities during the past 12 months by circling either "Yes" or "No." If "Yes," please rate the condition of the park/facility by circling the corresponding number to the right.**

Name of Park/Facility	Do you use this park/facility?		If "Yes", please rate the condition of the park/facility.			
			Excellent	Good	Fair	Poor
01. Cottell (Irwin Simpson at Snyder)	Yes	No	4	3	2	1
02. Fleckenstein (3834 Mason-Montgomery)	Yes	No	4	3	2	1
03. Carter (1772 King Ave. at Little Miami R.)	Yes	No	4	3	2	1
04. Roberts (Butler-Warren at Princeton Rd.)	Yes	No	4	3	2	1
05. Schappacher (4686 Old Irwin-Simpson)	Yes	No	4	3	2	1
06. Kingswood (4188 Irwin Simpson)	Yes	No	4	3	2	1
07. Landen-Deerfield* (2258 US-22)	Yes	No	4	3	2	1
08. Craig Minard Memorial* (Fields Ertel)	Yes	No	4	3	2	1

*These are Warren County Parks included in the Deerfield Township Parks & Recreation Plan

- 2. Which THREE of the parks/facilities listed in Question 1 have you or members of your household USED MOST during the past YEAR? [Write in your answers below using the numbers from the list in Question 1, or circle "NONE".]**

1st: _____ 2nd: _____ 3rd: _____ NONE

- 3. Which of the following statements best describes how close your residence is to a park?**

____(1) Adjacent to a park ____ (3) More than a 10-minute walk to a park
 ____ (2) Within a 10-minute walk to a park

- 4. Please rate your satisfaction with the overall value your household receives from Deerfield Township Parks & Recreation.**

____(5) Very Satisfied ____ (3) Neutral ____ (1) Very Dissatisfied
 ____ (4) Somewhat Satisfied ____ (2) Somewhat Dissatisfied ____ (9) Don't Know

- 5. Please CHECK ALL of the following reasons that prevent you or other members of your household from using the parks, recreation facilities, or programs of the Deerfield Township Parks & Recreation Department MORE OFTEN.**

____(01) Facilities are not well maintained ____ (12) I do not know locations of facilities
 ____ (02) Lack of adequate facilities ____ (13) We are too busy
 ____ (03) Program not offered ____ (14) We are not interested
 ____ (04) Program times are not convenient ____ (15) I do not know what is being offered
 ____ (05) Lack of quality programs ____ (16) Operating hours not convenient
 ____ (06) Too far from our residence ____ (17) Registration for programs is difficult
 ____ (07) Class full ____ (18) Lack of parking
 ____ (08) Fees are too high ____ (19) Use services of others (School, Library, Private Fitness Club)
 ____ (09) Security is insufficient ____ (20) No safe route to walk/bike to the facility
 ____ (10) Use facilities in other communities ____ (21) Other: _____
 ____ (11) Poor customer service by staff

6. Please indicate if you or any member of your household has a need for each of the parks and recreation amenities listed below by circling either "Yes" or "No".

If "Yes," please rate ALL of the parks and recreation amenities of this type in Deerfield Township using a scale of 1 to 5, where 5 means the needs of your household are "100% Met" and 1 means "0% Met."

Type of Amenity	Do you have a need for this Amenity?		If "Yes", how well are your needs being met?				
	Yes	No	100% Met	75% Met	50% Met	25% Met	0% Met
01. Community parks (11+ acres)	Yes	No	5	4	3	2	1
02. Neighborhood parks (2-10 acres)	Yes	No	5	4	3	2	1
03. Park shelters and picnic areas	Yes	No	5	4	3	2	1
04. Outdoor basketball courts	Yes	No	5	4	3	2	1
05. Splash pad	Yes	No	5	4	3	2	1
06. Hard surface tennis courts	Yes	No	5	4	3	2	1
07. Pickleball courts	Yes	No	5	4	3	2	1
08. Baseball and softball fields	Yes	No	5	4	3	2	1
09. Soccer/football/lacrosse fields	Yes	No	5	4	3	2	1
10. Skateboard parks	Yes	No	5	4	3	2	1
11. Sledding hills	Yes	No	5	4	3	2	1
12. Playgrounds	Yes	No	5	4	3	2	1
13. Natural playscapes/play areas	Yes	No	5	4	3	2	1
14. Nature Center	Yes	No	5	4	3	2	1
15. Walking trails	Yes	No	5	4	3	2	1
16. Biking trails	Yes	No	5	4	3	2	1
17. Greenspace and natural areas	Yes	No	5	4	3	2	1
18. Senior activity space	Yes	No	5	4	3	2	1
19. Indoor meeting/gathering spaces	Yes	No	5	4	3	2	1
20. Community gardens	Yes	No	5	4	3	2	1
21. Other: _____	Yes	No	5	4	3	2	1

7. Which **FOUR** amenities listed in Question 6 are **MOST IMPORTANT** to you and members of your household? [Write in your answers below using the numbers from the list in Question 6, or circle "NONE".]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE

8. The following are actions Deerfield Township could take to improve the parks and recreation system. Please indicate how supportive you would be of each action by circling the corresponding number to the right.

How supportive are you of having Deerfield Township...		Very Supportive	Somewhat Supportive	Not Sure	Not Supportive
01. Acquire/preserve property to redevelop into parks for additional shaded areas, trails, picnicking, etc.		4	3	2	1
02. Upgrade existing parks		4	3	2	1
03. Light ball fields		4	3	2	1
04. Increased connectivity to hiking/biking trails and parks		4	3	2	1
05. Updated park facilities (playgrounds, shelters, restrooms, trails, fields, etc.)		4	3	2	1
06. Rentable shelters/pavilions		4	3	2	1
07. Increase events and programming		4	3	2	1
08. Protect open and green space		4	3	2	1
09. Other: _____		4	3	2	1

9. Which **THREE** of the items listed in Question 8 are **MOST IMPORTANT** to your household for the Township to maintain and/or develop? *[Write in your answers below using the numbers from the list in Question 8, or circle "NONE".]*

1st: ____ 2nd: ____ 3rd: ____ NONE

10. Please **CHECK ALL** of the following recreation programs offered or co-sponsored by Deerfield Township Parks & Recreation that your household has participated in during the past 12 months.

- | | |
|---|---|
| ____(01) 50 Plus Programs | ____(07) Special Events (movies in the park, concerts in the park) |
| ____(02) Adult Programs | ____(08) Tennis Programs |
| ____(03) Farmers Market | ____(09) Youth Programs (nature camp, art programs, summer camp, etc.) |
| ____(04) Community Youth Athletics | ____(10) Other: _____ |
| ____(05) Cultural Arts | ____(11) None – haven't participated in Deerfield Township recreation programs <i>[Skip to Q11]</i> |
| ____(06) Family Programs (Santa's workshop, paint your own pottery, etc.) | |

- 10a. How many different recreation programs or activities offered by Deerfield Township Parks and Recreation has your household participated in during the past 12 months?

- | | | |
|------------------------------------|-------------------------------------|--|
| ____(1) 1 program/activity | ____(3) 4 to 6 programs/activities | ____(5) 11 or more programs/activities |
| ____(2) 2 to 3 programs/activities | ____(4) 7 to 10 programs/activities | |

- 10b. Please check the **THREE** primary reasons why your household has participated in Deerfield Township Parks & Recreation programs/activities. *[Check only THREE.]*

- | | |
|---|---|
| ____(01) Quality of instructors/coaches | ____(07) Location of the facility |
| ____(02) Location of the program | ____(08) Quality of the facility |
| ____(03) Quality of the program | ____(09) Friends participate in the program |
| ____(04) Fees charged for the program | ____(10) Dates the program is offered |
| ____(05) Times the program is offered | ____(11) It is of particular interest |
| ____(06) Nowhere else to go for the service | ____(12) Other: _____ |

- 10c. How would you rate the overall quality of recreation programs/activities that you have participated in?

- | | | | |
|-------------------|--------------|--------------|--------------|
| ____(4) Excellent | ____(3) Good | ____(2) Fair | ____(1) Poor |
|-------------------|--------------|--------------|--------------|

11. Please **CHECK ALL** the ways you learn about Deerfield Township Parks & Recreation programs and activities.

- | | |
|---|--|
| ____(01) Activity Guide program catalog | ____(08) Facebook |
| ____(02) Deerfield Township Website | ____(09) Instagram |
| ____(03) School Website | ____(10) e-Newsletter |
| ____(04) Conversations with Parks/Rec staff | ____(11) Newspaper articles/advertisements |
| ____(05) Flyers in the community | ____(12) Community calendars |
| ____(06) Parks sign boards | ____(13) Friends and neighbors |
| ____(07) Twitter | ____(14) Other: _____ |

12. What **THREE** sources from the list in Question 11 are your **MOST PREFERRED** ways to learn about Deerfield Township Parks & Recreation programs and services? *[Write in your answers below using the numbers from the list in Question 11, or circle "NONE".]*

1st: ____ 2nd: ____ 3rd: ____ NONE

- 13. Please indicate if you or any member of your household has a need for each of the recreation programs listed below by circling either "Yes" or "No." If "Yes", please rate the recreation program using a scale of 1 to 5, where 5 means the needs of your household are "100% Met" and 1 means "0% Met."**

Type of Program		Do you have a need for this program?		If "Yes", how well are your needs being met?				
				100% Met	75% Met	50% Met	25% Met	0% Met
01.	Preschool programs/early childhood	Yes	No	5	4	3	2	1
02.	Youth art, dance, performing arts	Yes	No	5	4	3	2	1
03.	Youth sports programs	Yes	No	5	4	3	2	1
04.	Youth summer camp programs	Yes	No	5	4	3	2	1
05.	Youth fitness and wellness programs	Yes	No	5	4	3	2	1
06.	Gymnastics and tumbling programs	Yes	No	5	4	3	2	1
07.	Adult art, dance, performing arts	Yes	No	5	4	3	2	1
08.	Adult sports programs	Yes	No	5	4	3	2	1
09.	Adult fitness and wellness programs	Yes	No	5	4	3	2	1
10.	Senior art, dance, performing arts	Yes	No	5	4	3	2	1
11.	Senior sports programs	Yes	No	5	4	3	2	1
12.	Senior fitness and wellness programs	Yes	No	5	4	3	2	1
13.	Programs for people with disabilities	Yes	No	5	4	3	2	1
14.	Family Programs	Yes	No	5	4	3	2	1
15.	Nature programs	Yes	No	5	4	3	2	1
16.	Tennis lessons and leagues	Yes	No	5	4	3	2	1
17.	Community special events	Yes	No	5	4	3	2	1
18.	Outdoor challenge programs	Yes	No	5	4	3	2	1
19.	Trips to special attractions and events	Yes	No	5	4	3	2	1
20.	Other: _____	Yes	No	5	4	3	2	1

- 14. Which FOUR types of programs listed in Question 13 are MOST IMPORTANT to your household?**
[Write in your answers below using the numbers from the list in Question 13, or circle "NONE".]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE

- 15. Please rate your satisfaction with the following Parks & Recreation services provided by Deerfield Township Parks & Recreation using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

Services	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Don't Know
01. Maintenance of Deerfield Township parks	5	4	3	2	1	9
02. Number of Deerfield Township parks	5	4	3	2	1	9
03. Quality of athletic fields	5	4	3	2	1	9
04. Number of multi-use fields (football, soccer, lacrosse)	5	4	3	2	1	9
05. Number of baseball/softball fields	5	4	3	2	1	9
06. Distribution of diamonds between Township parks	5	4	3	2	1	9
07. Quality of tennis courts	5	4	3	2	1	9
08. Quantity/quality of public art in public spaces	5	4	3	2	1	9
09. Accessibility (ADA) of parks and amenities	5	4	3	2	1	9
10. Amount of open green space	5	4	3	2	1	9
11. Connectivity of trails	5	4	3	2	1	9
12. Quality of programs for 50 Plus	5	4	3	2	1	9
13. The Deerfield Township youth programs	5	4	3	2	1	9
14. The Deerfield Township adult programs	5	4	3	2	1	9
15. Ease of registering for programs	5	4	3	2	1	9
16. Availability of information about programs and facilities	5	4	3	2	1	9
17. User friendliness of Deerfield Township website	5	4	3	2	1	9
18. Fees charged for recreation programs	5	4	3	2	1	9
19. Customer service with staff	5	4	3	2	1	9
20. Shelter availability	5	4	3	2	1	9
21. Ease of contacting Parks and Recreation staff	5	4	3	2	1	9
22. How well Parks and Recreation staff give prompt, accurate, and complete answers to my questions	5	4	3	2	1	9

- 16. Which THREE parks and recreation services listed in Question 15 do you think should receive the MOST ATTENTION from Deerfield Township Parks & Recreation over the next TWO years? [Write in your answers below using the numbers from the list in Question 15, or circle "NONE".]**

1st: ____ 2nd: ____ 3rd: ____ NONE

- 17. How supportive would you be of the Township undertaking a process (which would include public involvement) to explore the feasibility of a multi-purpose community building?**

____(5) Very Supportive ____ (3) Neutral ____ (1) Not Supportive at All
 ____ (4) Somewhat Supportive ____ (2) Not Supportive

- 18. Please indicate how supportive you are of each of the following potential options for Kingswood, by rating each option on a scale of 1 to 4, where 4 means "Very Supportive" and 1 means "Not Supportive."**

How supportive are you of having the Township...		Very Supportive	Somewhat Supportive	Not Sure	Not Supportive
1.	Building a new community building for public use and activity on 3-4-acres in Kingswood that could house new Township administrative offices, a sheriff's office, public gathering spaces, and other multi-purpose spaces for the public.	4	3	2	1
2.	Turn Kingswood into an active park, similar to Cottell Park	4	3	2	1
3.	Improve Kingswood as a passive public park (i.e., including a new nature playground, developing natural trails, amphitheater, etc.)	4	3	2	1
4.	Create a permanent farmers market facility in Kingswood Park	4	3	2	1
5.	Do not make any improvements to Kingswood Park and leave it as an open passive green space for use by the community	4	3	2	1
6.	Other: _____	4	3	2	1

- 19. Please indicate how supportive you are of each of the following revenue generating actions that could be taken at Kingswood, by rating each option on a scale of 1 to 4, where 4 means "Very Supportive" and 1 means "Not Supportive."**

How supportive are you of having the Township...		Very Supportive	Somewhat Supportive	Not Sure	Not Supportive
1.	Food and beverage vendors in parks (food carts, concession stands, small spaces tied into a new Township building, etc.)	4	3	2	1
2.	Equipment rentals in parks (bikes, fishing equipment, paddle boats, etc.)	4	3	2	1
3.	Non-Deerfield classes or programs using parks (outdoor yoga, personal trainers, etc.)	4	3	2	1
4.	Construction of additional facilities to support large youth/adult sports tournaments for out-of-town teams	4	3	2	1
5.	Hosting large events that have exclusive use of a park and may charge entrance fees (cross-country races, concerts, festivals, etc.)	4	3	2	1

- 20. Should a portion of the debt-free Kingswood property be sold or leased for commercial development, not controlled by the Township, which of the following commercial development options would you most favor? (Choose ONLY ONE)**

- ☐ (1) Commercially Develop 0% of Kingswood
 ☐ (4) Commercially Develop 60% of Kingswood
☐ (2) Commercially Develop 20% of Kingswood
 ☐ (5) Commercially Develop 80% of Kingswood
☐ (3) Commercially Develop 40% of Kingswood
 ☐ (6) None of the above

- 21. Deerfield Township currently has a 10-year renewable parks tax levy that is set to expire in 2022. Please indicate how supportive you would be of changing the current renewable parks tax levy to a permanent parks tax levy?**

- ☐ (5) Very Supportive
 ☐ (2) Not Supportive (Go to Q21a.)
☐ (4) Somewhat Supportive
 ☐ (1) Not Supportive at All (Go to Q21a.)
☐ (3) Neutral

- 21a. If you answered "Not Supportive" or "Not Supportive at All" to Question 21, please indicate why you answered this way. (Check all that apply)**

- ☐ (1) I need more information before I can answer
☐ (2) I do not use any Deerfield Township parks, amenities, programs, or facilities
☐ (3) I believe the Township currently has sufficient recreation opportunities and does not need secured funding
☐ (4) I believe those who plan on using parks, amenities, programs, or facilities should bear the burden of paying for them
☐ (5) I do not support any increase or continuation of taxes
☐ (6) Other: _____

22. What is your age? _____ years
23. Counting yourself, how many people live in your household? _____ people
24. Counting yourself, how many people in your household are...
- | | | | |
|--------------------|-------------------|-------------------|-------------------|
| Under age 5: _____ | Ages 15-19: _____ | Ages 35-44: _____ | Ages 65-74: _____ |
| Ages 5-9: _____ | Ages 20-24: _____ | Ages 45-54: _____ | Ages 75+: _____ |
| Ages 10-14: _____ | Ages 25-34: _____ | Ages 55-64: _____ | |
25. Your gender: _____(1) Male _____(2) Female
26. How many years have you lived in Deerfield Township? _____ years
27. What is your total annual household income? *[Check only one.]*
- | | | |
|--------------------------------|----------------------------------|----------------------------------|
| _____ (1) Under \$40,000 | _____ (4) \$100,000 to \$129,999 | _____ (7) \$200,000 to \$249,999 |
| _____ (2) \$40,000 to \$69,999 | _____ (5) \$130,000 to \$149,999 | _____ (8) \$250,000 or more |
| _____ (3) \$70,000 to \$99,999 | _____ (6) \$150,000 to \$199,999 | |

Please share any additional comments that could assist Deerfield Township in improving parks, trails, open space, or recreational facilities, programs, and services in the space below.

This concludes the survey – Thank you for your time!

Please return your completed survey in the enclosed return-reply envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The address information printed to the right will ONLY be used to help identify areas with specific needs. Thank you.