

Community Attitude and Interest Citizen Survey

Executive Summary of Citizen Survey Results (Final Report)

Overview of the Methodology

The Aberdeen Parks, Recreation and Forestry Department conducted a Community Attitude and Interest Survey during August and September of 2003 to help establish priorities for the future development of parks and recreation facilities, programs and services within the community. The survey was designed to obtain statistically valid results from households throughout the City of Aberdeen and Brown County. The survey was administered by a combination of mail and phone.

Leisure Vision worked extensively with Aberdeen Parks, Recreation and Forestry Department officials as well as members of the GreenPlay, LLC project team in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the future system.

The goal was to obtain at least 500 completed surveys. This goal was far exceeded, with 877 surveys being completed, including 775 from residents living in the City of Aberdeen. The results of the random sample of 877 households have a 95% level of confidence with a precision of at least +/-3.3%.

This Final Report contains the following four sections: 1) an executive summary of survey results; 2) crosstabular analysis by gender, where respondents live, respondent household size, and age of respondents; 3) national benchmarking comparisons to Aberdeen; and 4) a copy of the survey instrument.

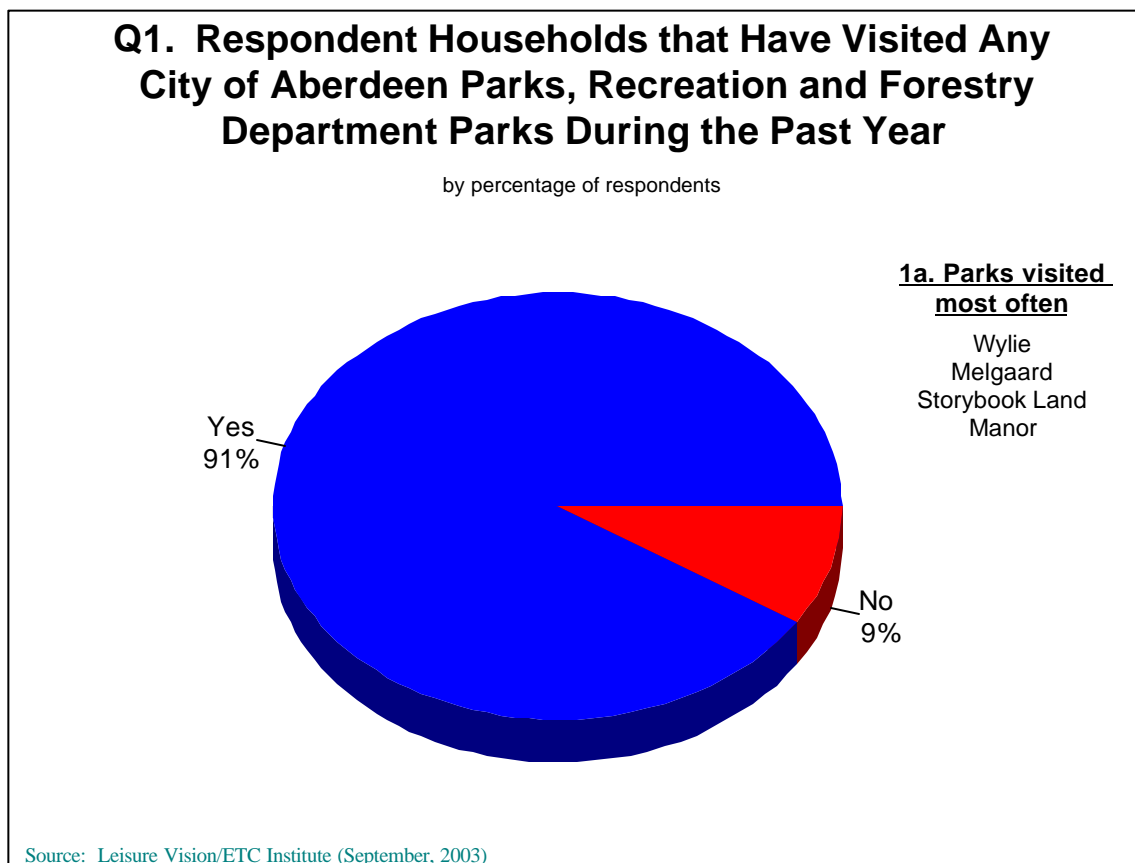
The following pages summarize major survey findings:

Visitation of Aberdeen Parks During the Past Year

Respondents were asked if they or members of their household have visited any City of Aberdeen Parks, Recreation and Forestry Department parks during the past year. Respondent households that have visited a City of Aberdeen park during the past year were then asked to indicate the two parks they visit most often. The following summarizes key findings:

Ninety-one percent (91%) of respondent households indicated they have visited a City of Aberdeen park during the past year, and only 9% of respondent households have not visited any City of Aberdeen parks during the past year.

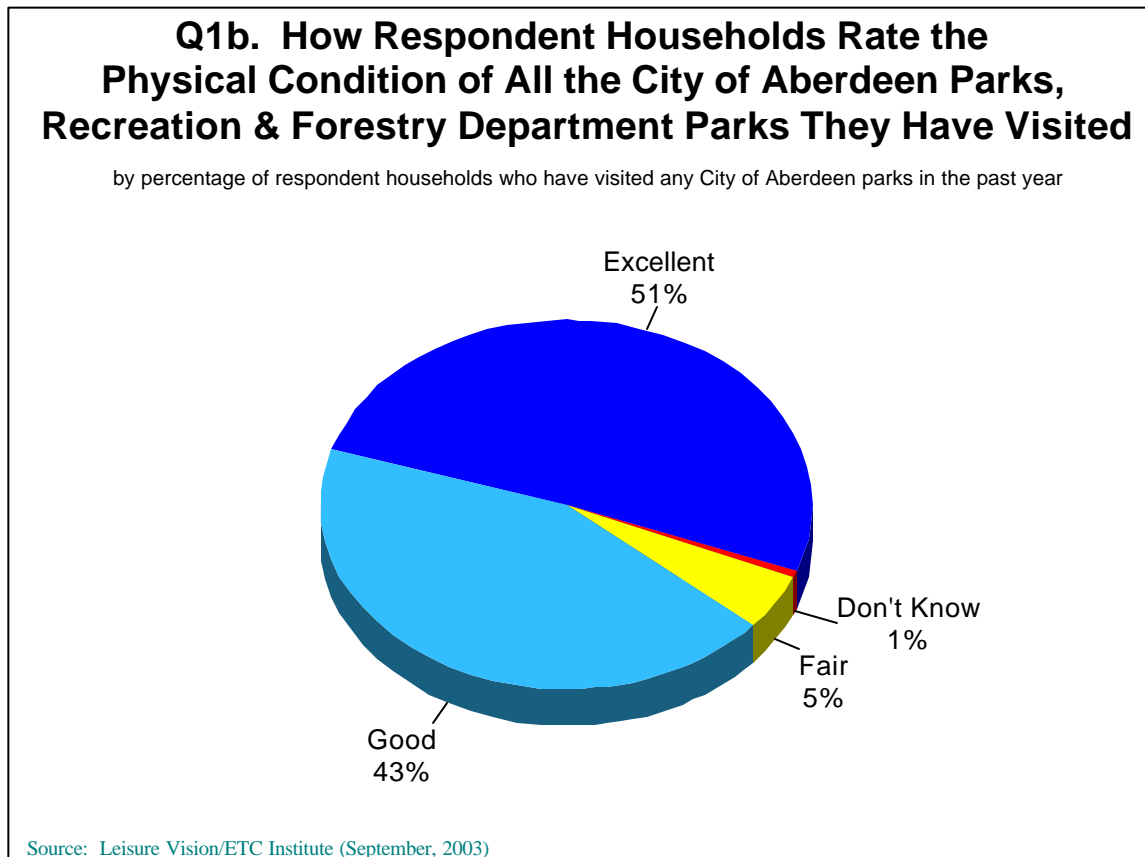
Wylie Park is the park that the highest percentage of respondents indicated as one of the two they visit most often. Other parks that a high percentage of respondents indicated as one of the two they visit most often include Melgaard, Storybook Land, and Manor.



Physical Condition of Aberdeen Parks

Respondent households who have visited City of Aberdeen Parks, Recreation and Forestry Department parks during the past year were asked how they would rate the physical condition of all the parks they had visited. The following summarizes key findings:

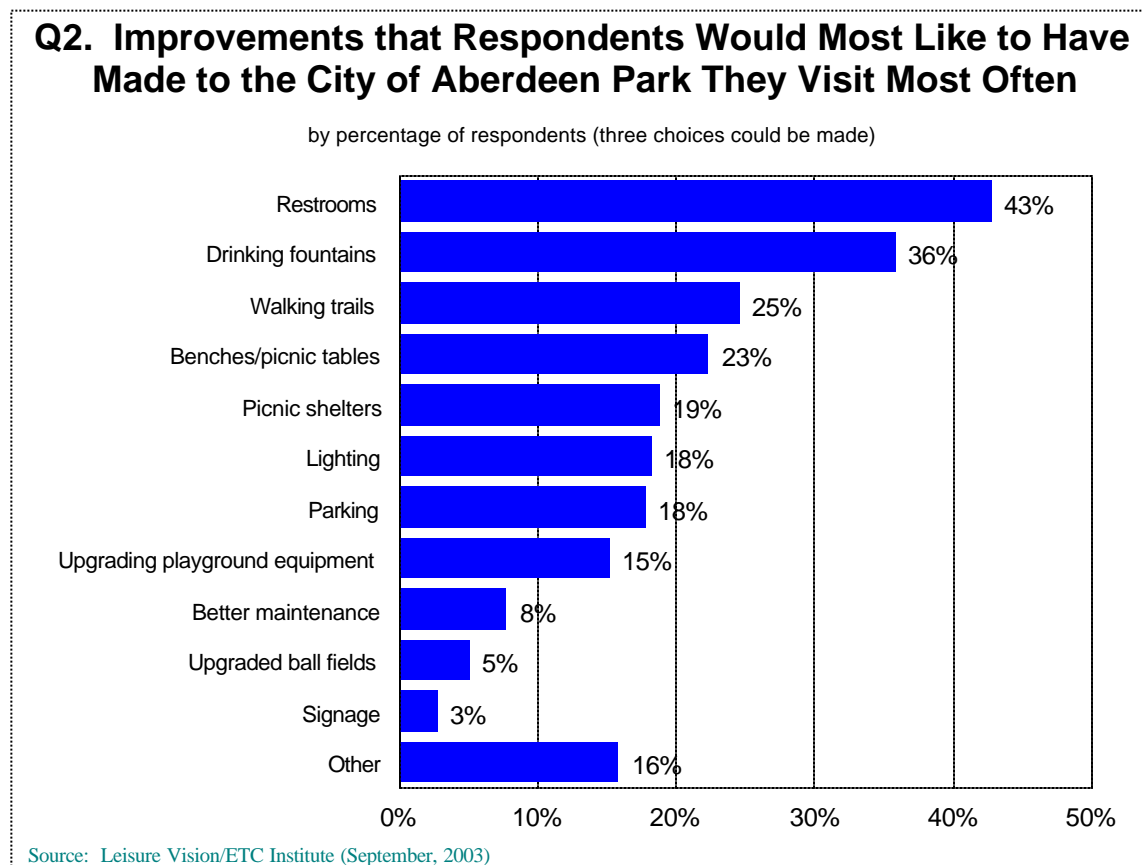
Over half (51%) of respondent households rated the physical condition of all the Aberdeen parks they have visited as excellent, and an additional 43% rated them as good. In addition, 5% rated the physical condition of the parks as fair and less than 1% rated them as poor. The remaining 1% indicated “don’t know”.



Improvements to Aberdeen Parks

From a list of 11 possible improvements to City of Aberdeen Parks, Recreation and Forestry Department parks, respondents were asked to indicate the three improvements they would most like to have made to the park they visit most often. Respondents who do not currently use Aberdeen parks were asked to indicate the three improvements that would encourage them to use the parks. The following summarizes key findings:

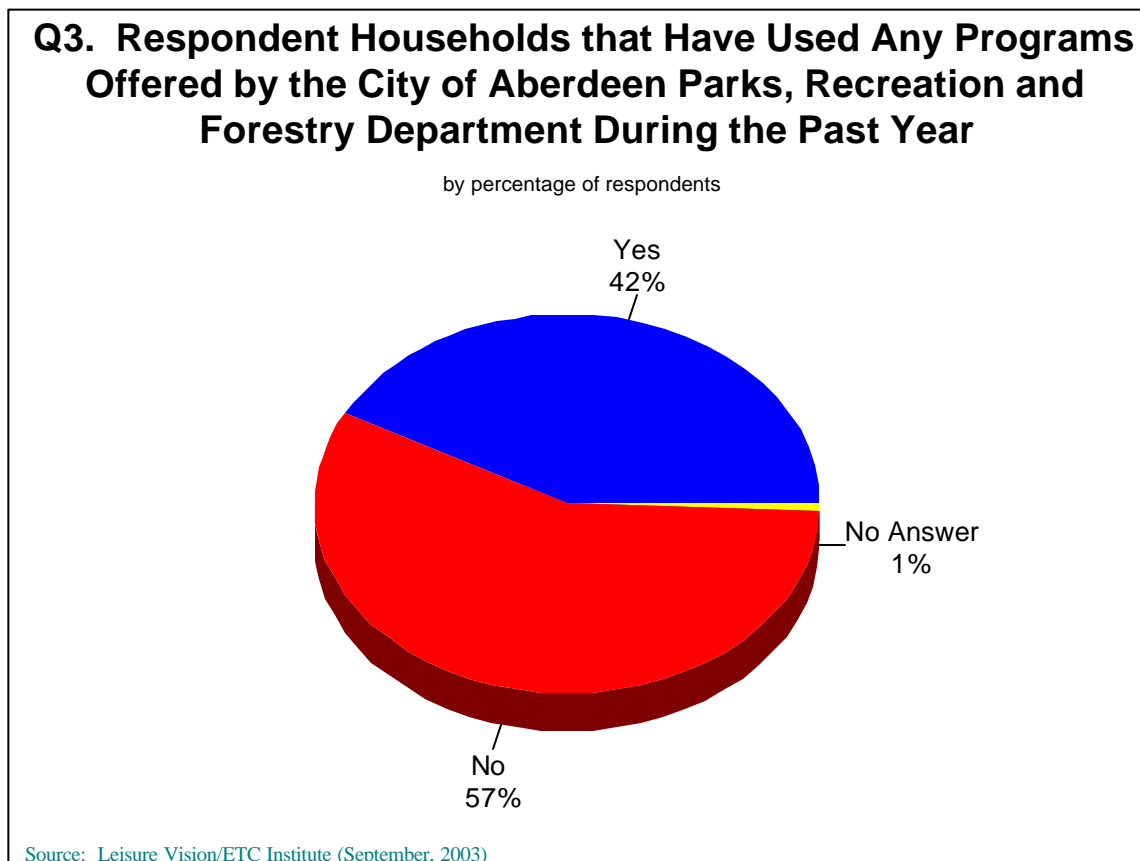
Restrooms (43%) had the highest percentage of respondents select it as one of the three improvements they would most like to have made to the park they visit most often. There are three other improvements that over 20% of respondents selected as one of the three they would like to have made, including: drinking fountains (36%); walking trails (25%); and benches/picnic tables (23%).



Participation in Programs Offered by Aberdeen

Respondents were asked if they or other members of their household have participated in any programs offered by the City of Aberdeen Parks, Recreation and Forestry Department during the past 12 months. The following summarizes key findings:

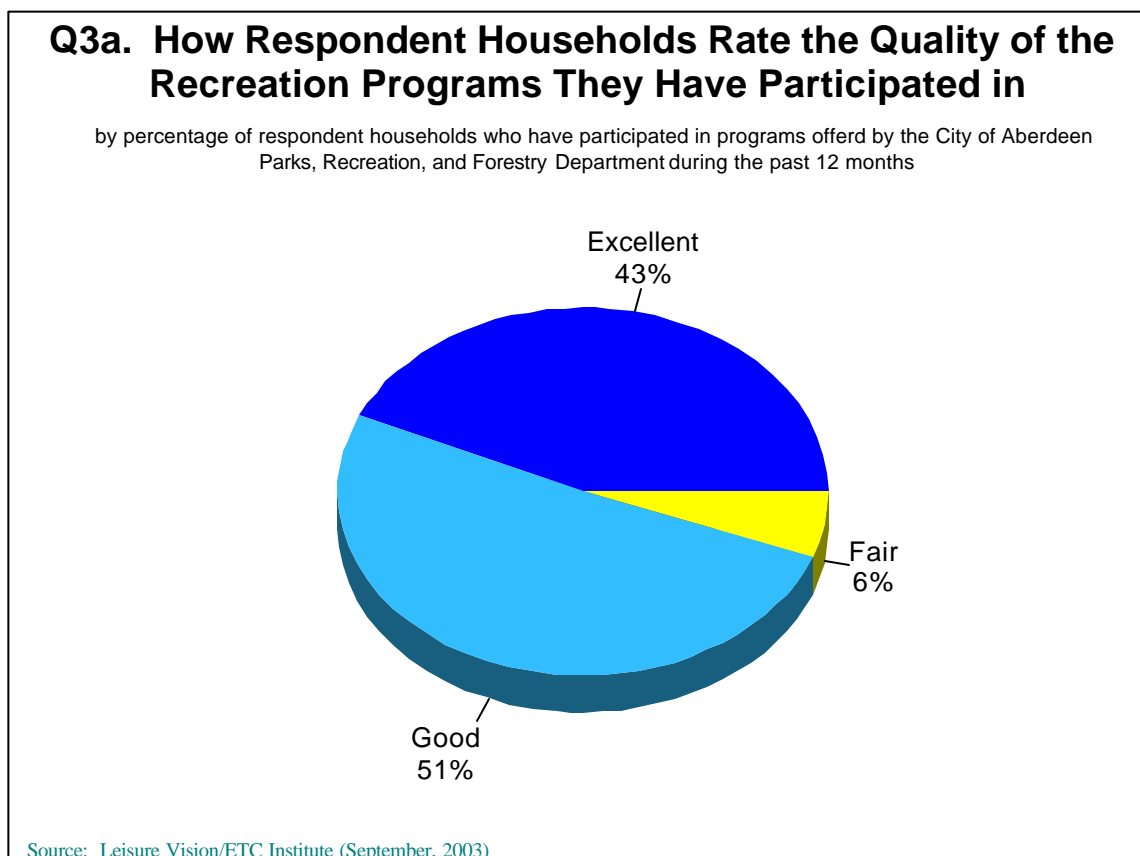
Forty-two percent (42%) of respondent households have participated in programs offered by the City of Aberdeen during the past 12 months, and 57% of respondent households have not participated in programs. The remaining 1% did not provide an answer.



Quality of Aberdeen's Programs

Respondent households that have participated in programs offered by the City of Aberdeen Parks, Recreation and Forestry Department during the past year were asked to rate the quality of the programs they have participated in. The following summarizes key findings:

Forty-three percent (43%) of respondent households rated the quality of programs that they have participated in as excellent, and an additional 51% rated them as good. In addition, 6% rated the programs as fair and less than 1% rated them as poor.



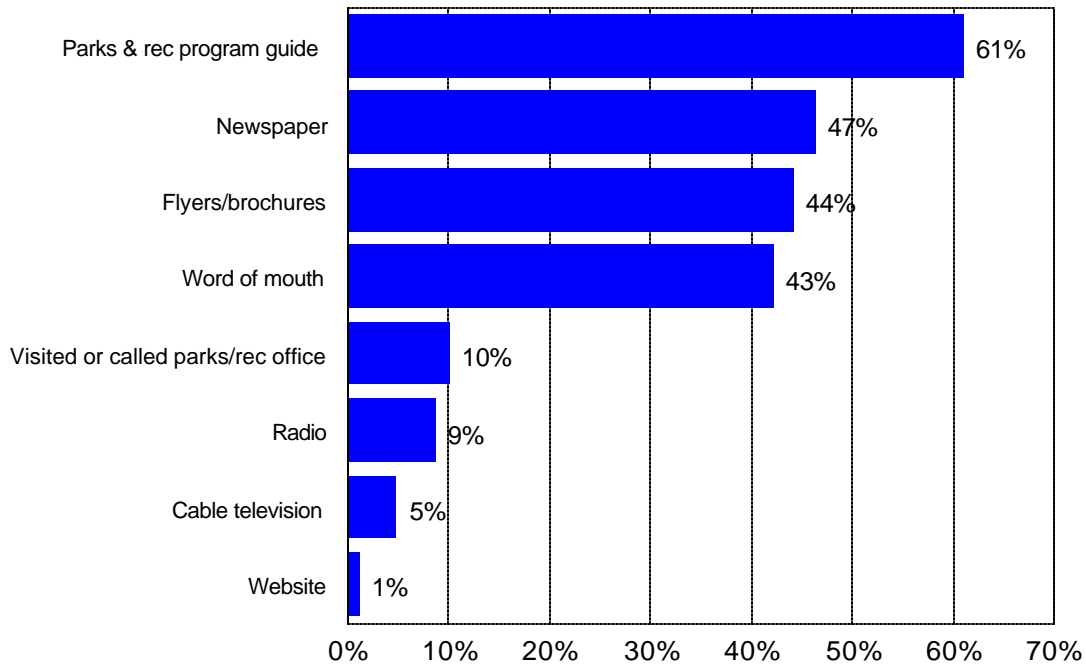
Where Respondents Learned About Aberdeen's Programs

From a list of eight options, respondents that have participated in programs offered by the City of Aberdeen Parks, Recreation and Forestry Department during the past year were asked to indicate all of the ways they have learned about the programs. The following summarizes key findings:

The parks and recreation program guide (61%) is the most frequently mentioned way that respondents have learned about recreation programs. There are three other ways that over 40% of respondents have learned about recreation programs, including: newspaper (47%); flyers/brochures (44%); and word of mouth (43%).

Q3b. How Respondents Learned About Recreation Programs

by percentage of respondent households who have participated in programs offered by the City of Aberdeen Parks, Recreation, and Forestry Department during the past 12 months (multiple choices could be made)

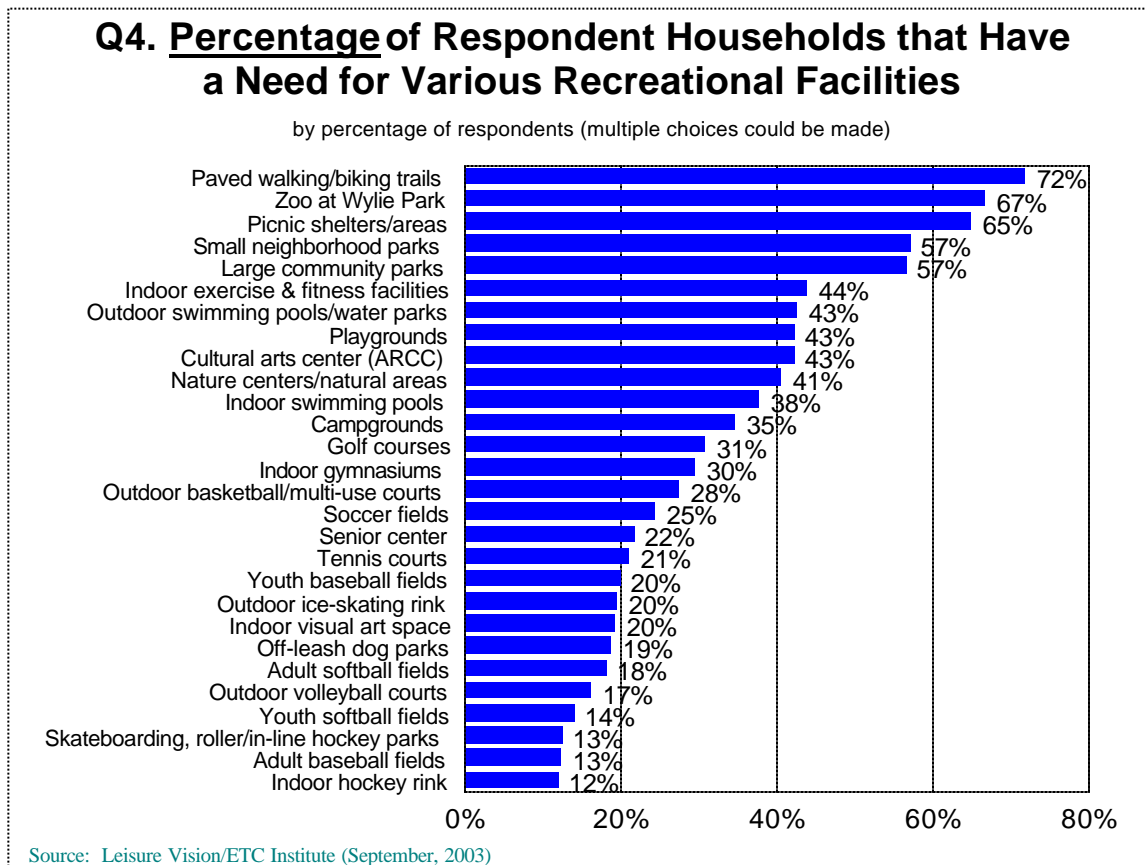


Source: Leisure Vision/ETC Institute (September, 2003)

Recreational Facilities that Respondent Households Have a Need for

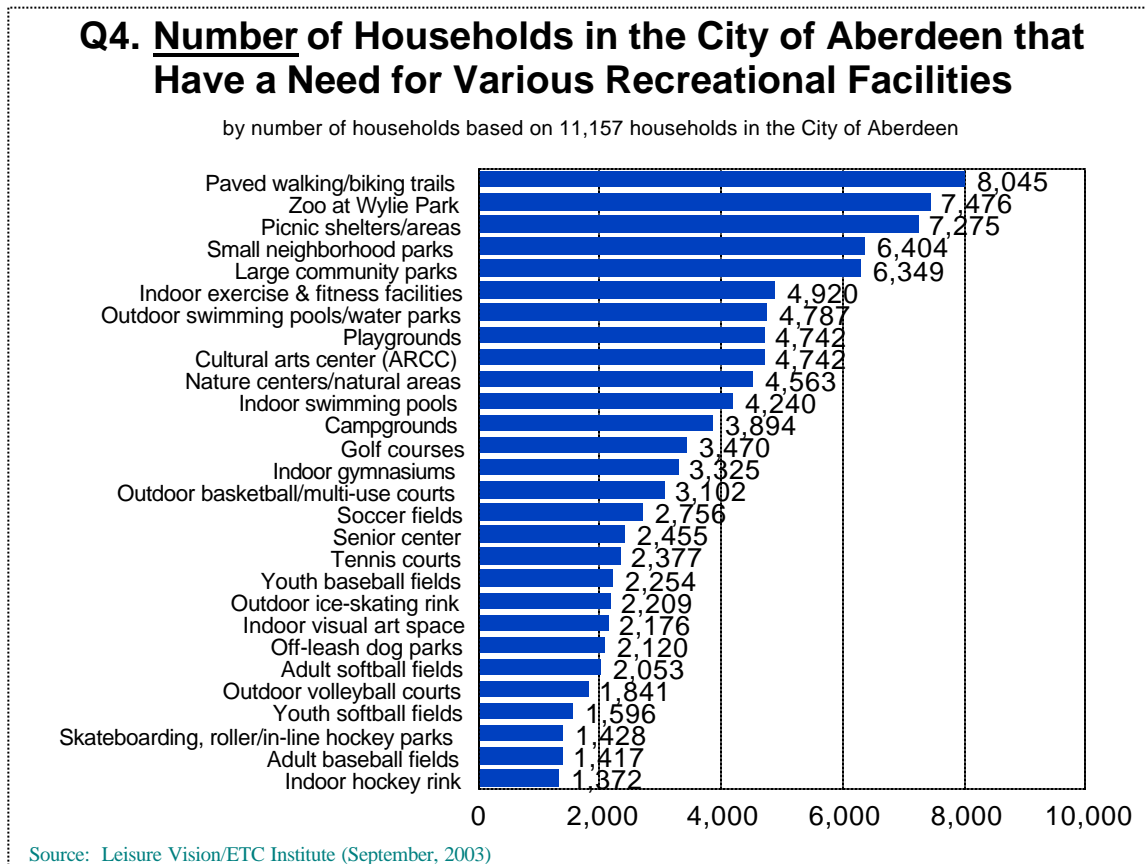
From a list of 28 existing recreational facilities, respondents were asked to indicate which ones they and members of their household have a need for. The following summarizes key findings:

Five of the 28 recreational facilities had over half of respondent households indicate they have a need for the facility. The facilities that the highest percentage of respondent households indicated they have a need for include: paved walking/biking trails (72%); Zoo at Wylie Park (67%); picnic shelters/areas (65%); small neighborhood parks (57%); and large community parks (57%).



Recreational Facilities that Households in Aberdeen Have a Need For

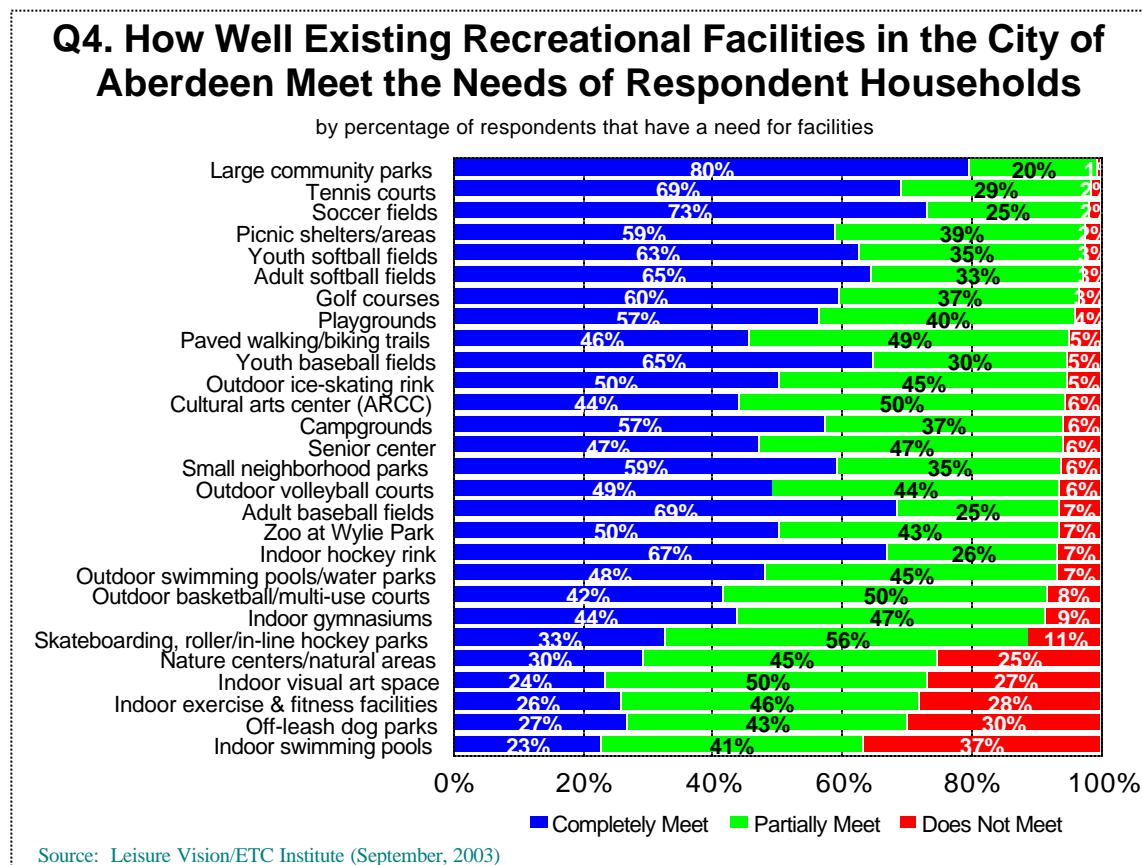
From the list of 28 existing recreational facilities, respondents were asked to indicate which ones they and members of their household have a need for. The graph below summarizes key findings on the previous page by the number of households having a need for various recreational facilities in the City of Aberdeen, based on 11,157 households in Aberdeen.



How Well Existing Facilities Meet Respondent Household Needs

From the list of 28 existing recreational facilities, respondents were asked to indicate how well each facility meets the needs of their household. The following summarizes key findings:

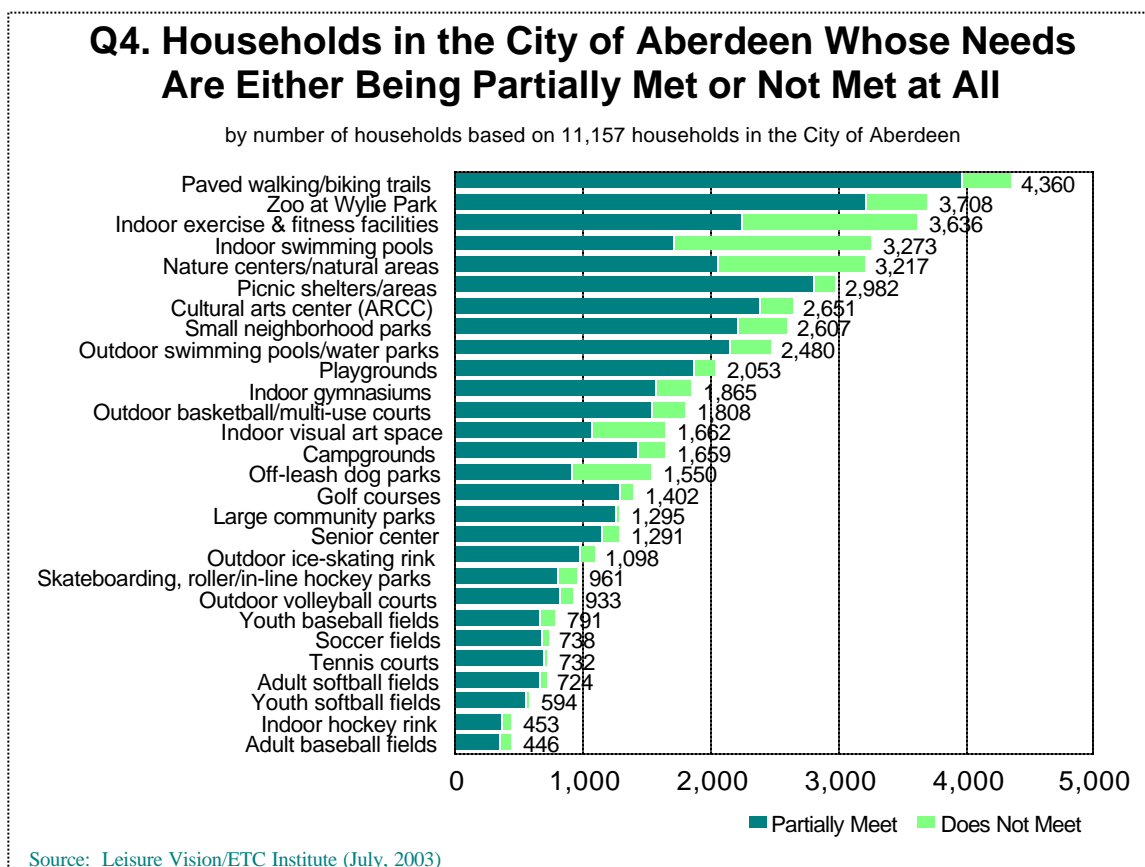
Five of the 28 recreational facilities had over two-thirds of respondents indicate that the facility completely meets the needs of their household. The facilities that had the highest percentage of respondent households indicate that the facility completely meets their needs includes: large community parks (80%); soccer fields (73%); tennis courts (69%); adult baseball fields (69%); and indoor hockey rink (67%). It should also be noted that for 13 of the 28 facilities, less than 50% of respondent households indicated that their needs are being completely met.



Households in Aberdeen Whose Needs for Various Facilities Are Only Being Partially Met or Not Met at All

From the list of 28 existing recreational facilities, respondents were asked to indicate how well each facility meets the needs of their household. The graph below shows the number of households in the City of Aberdeen whose needs are either being partially met or not met at all, based on 11,157 households in the City.

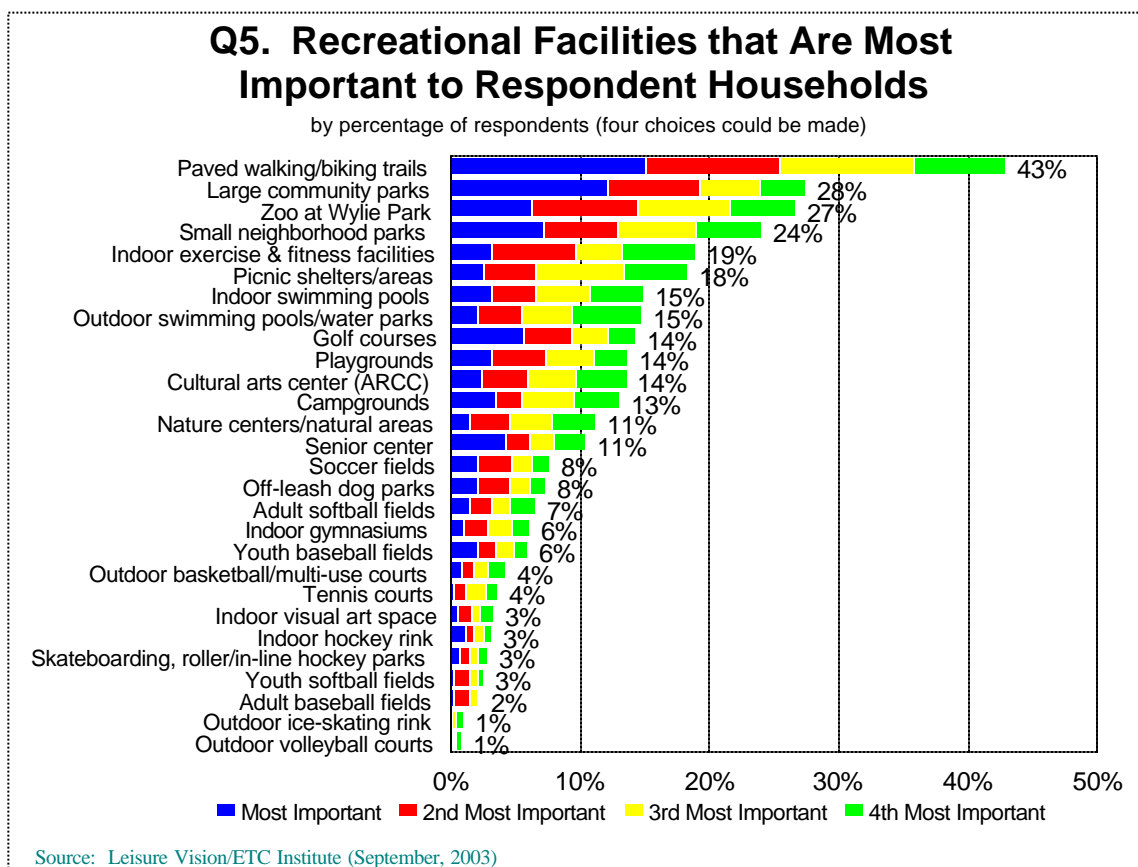
✍ The three facilities having the highest number of households in the City of Aberdeen whose needs are being only partially met or not met at all are: paved walking/biking trails (4,360); Zoo at Wylie Park (3,708), and indoor exercise and fitness facilities (3,636).



Facilities Most Important to Respondents Households

From the list of 28 existing recreational facilities, respondents were asked to select the four that are most important to them and members of their household. The following summarizes key findings:

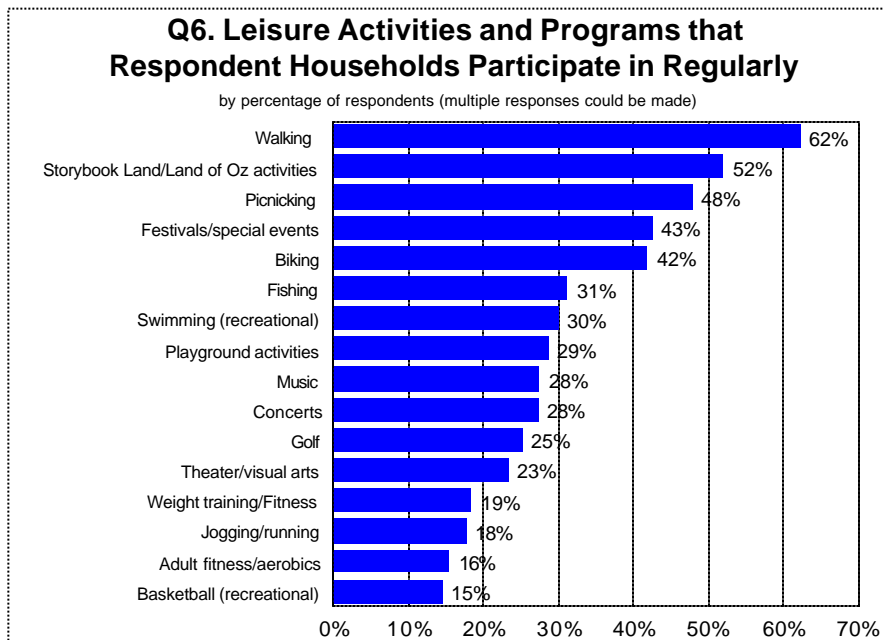
Paved walking/biking trails (43%) had the highest percentage of respondents rate it as one of the four most important facilities to them and their household. There are three other facilities that over 20% of respondents rated as one of the four most important, including: large community parks (28%); Zoo at Wylie Park (27%); and small neighborhood parks (24%). It should also be noted that paved walking/biking trails had the highest percentage of respondents rate it as the number one most important facility.



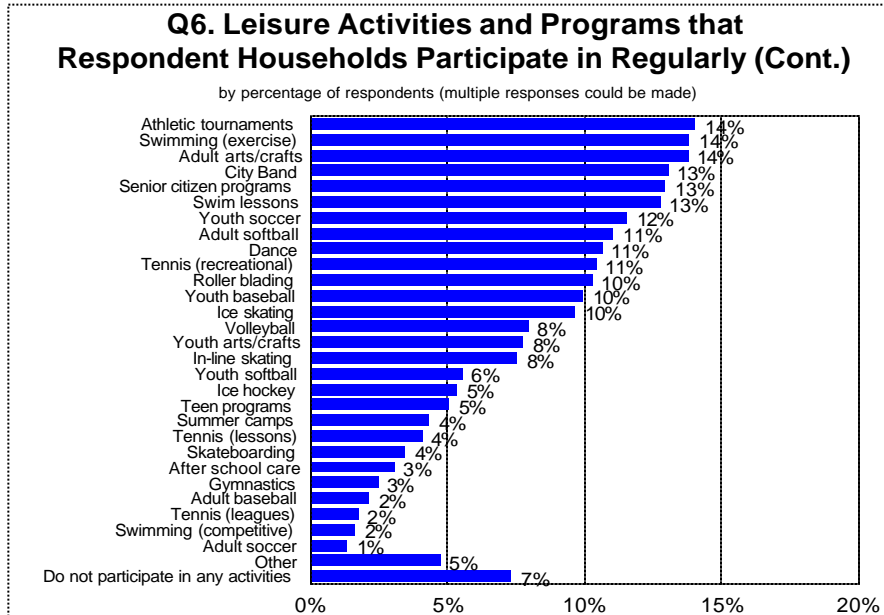
Participation in Leisure Activities and Programs

From a list of 44 leisure activities and programs, respondents were asked to indicate which ones they and members of their household participate in regularly. The following summarizes key findings:

Five of the 44 activities and programs had over 40% of respondent households indicate that they participate in them regularly. The activities/programs that the highest percentage of respondent households indicated they participate in regularly include: walking (62%); Storybook Land/Land of Oz activities (52%); picnicking (48%); festivals/special events (43%); and biking (42%).



Source: Leisure Vision/ETC Institute (September, 2003)

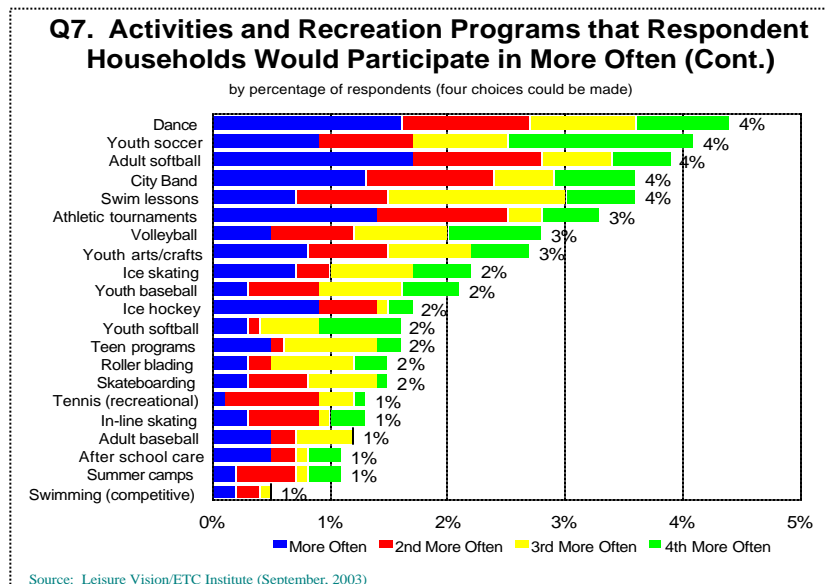
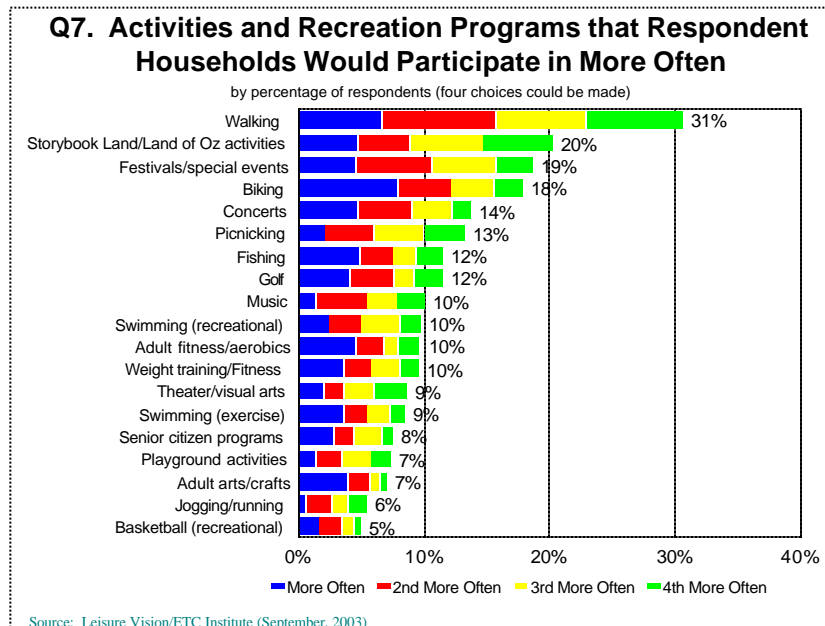


Source: Leisure Vision/ETC Institute (September, 2003)

Activities/Programs Respondent Households Would Participate in Most Often

From the list of 44 leisure activities and programs, respondents were asked to indicate the four that they and members of their household would participate in more often if more programming were available in the City of Aberdeen. The following summarizes key findings:

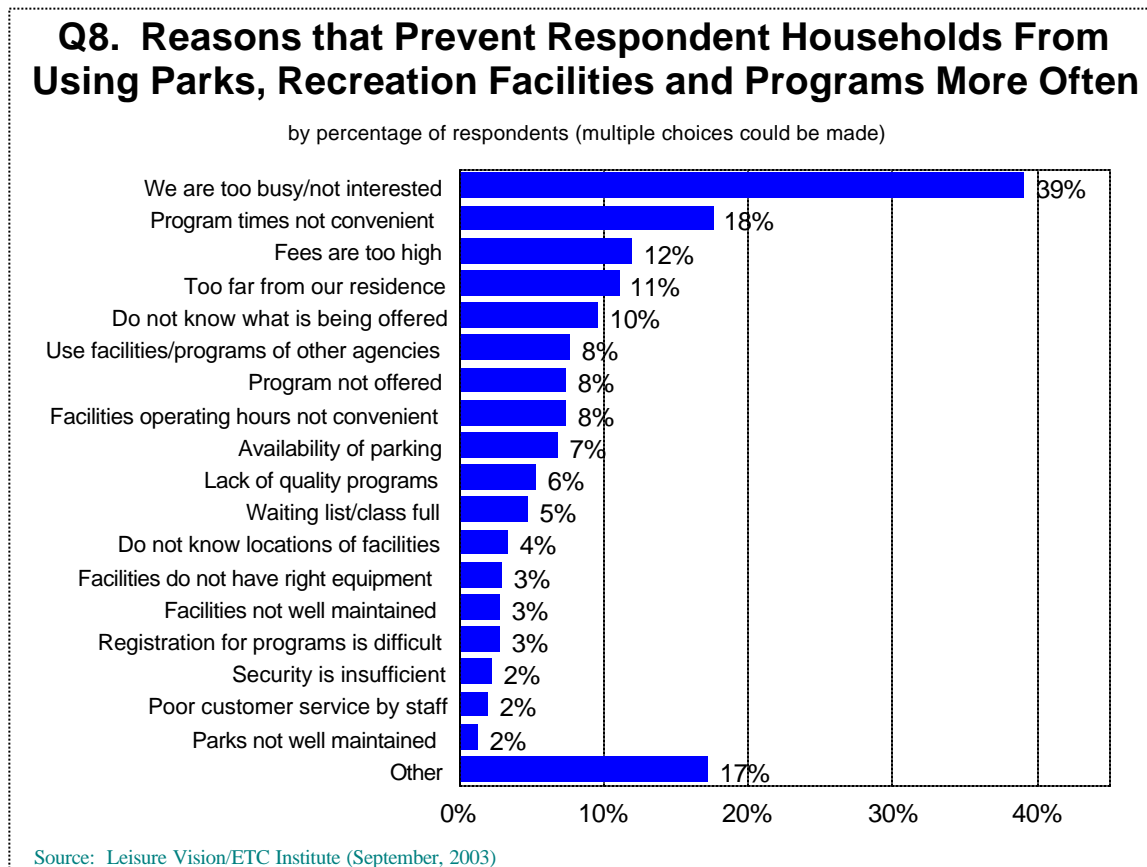
Walking (31%) had the highest percentage of respondents select it as one of the four activities and programs they would participate in more often if more programming were available. Other activities/programs that a high percentage of respondent households selected as one of the four they would participate in more often include: Storybook Land/Land of Oz activities (20%); festivals/special events (19%); and biking (18%). It should also be noted that biking had the highest percentage of respondents select it as number one activity/program they would participate in more often.



Reasons that Prevent Respondents from Using Parks, Recreation Facilities and Programs More Often

From a list of 18 reasons, respondents were asked to indicate all of the ones that keep them and members of their household from using parks, recreation facilities and programs in the City of Aberdeen more often. The following summarizes key findings:

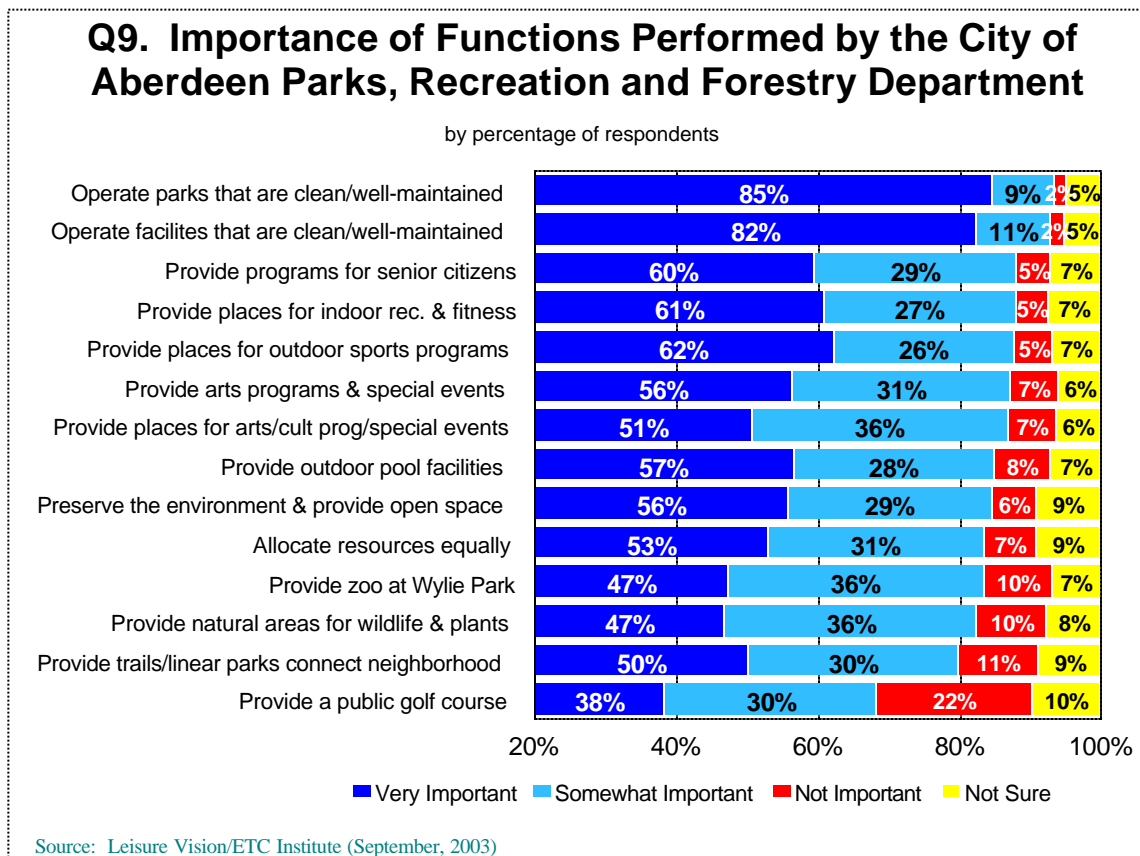
✍️ **“We are too busy or not interested” (39%) is by a wide margin the reason that prevents the highest percentage of respondent households from using parks, recreation facilities, and programs in Aberdeen more often.** The only other reason that prevents more than 15% of respondent households from using parks, facilities, and programs more often is “program times not convenient” (18%). It should also be noted that only 2% of respondent households indicated “poor customer service by staff” and “parks not well maintained” as reasons that prevent them from using parks, facilities, and programs more often.



Importance of Functions Performed by the Aberdeen Parks, Recreation and Forestry Department

From a list of 14 functions performed by the Aberdeen Parks, Recreation and Forestry Department, respondents were asked to rate the importance of each one. The following summarizes key findings:

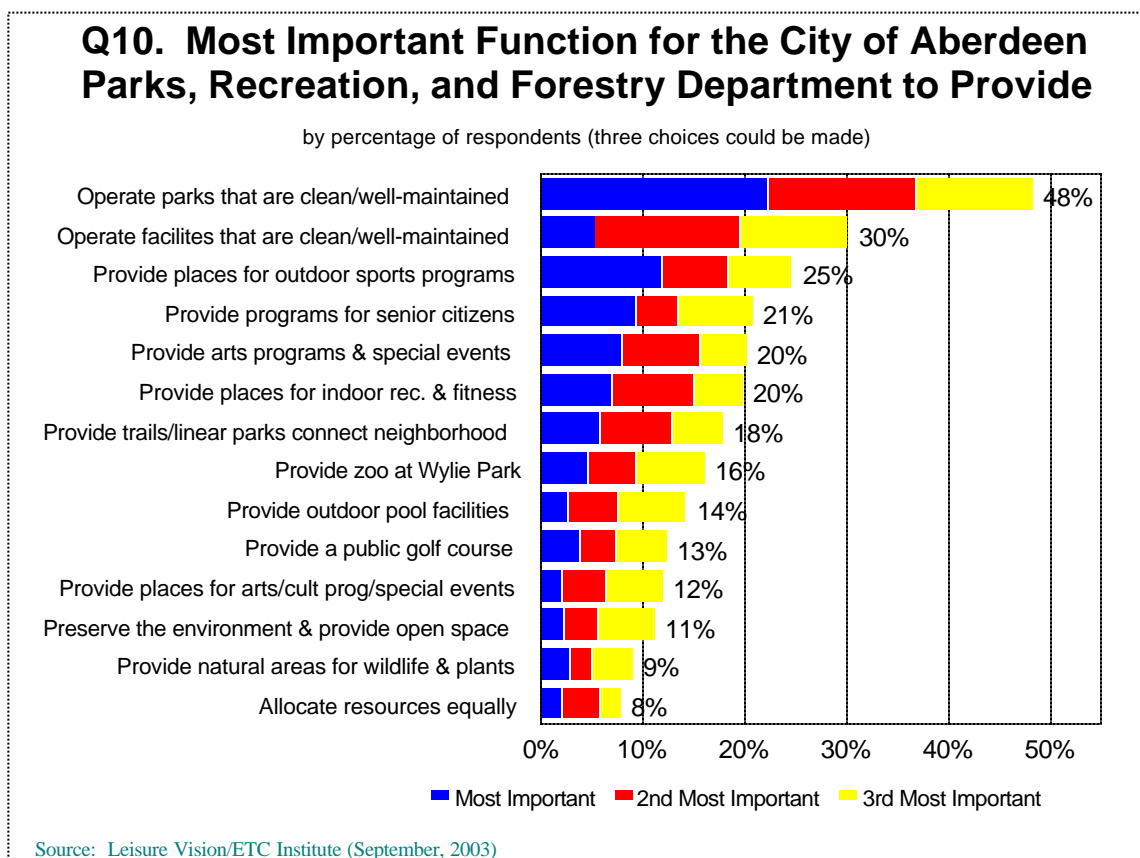
Five of the 14 functions had at least 60% of respondents rate them as being very important. The functions that received the highest very important ratings are: operating parks that are clean/well maintained (85%); operate facilities that are clean/well maintained (82%); provide places for outdoor sports programs (62%); provide places for indoor recreation and fitness (61%); and provide programs for senior citizens (60%). It should also be noted that 13 of the 14 functions had at least 80% of respondents rate them as being either very important or somewhat important.



Most Important Functions for Aberdeen Parks, Recreation and Forestry Department to Provide

From the list of 14 functions performed by the Aberdeen Parks, Recreation and Forestry Department, respondents were asked to select the top three most important functions for them to provide. The following summarizes key findings:

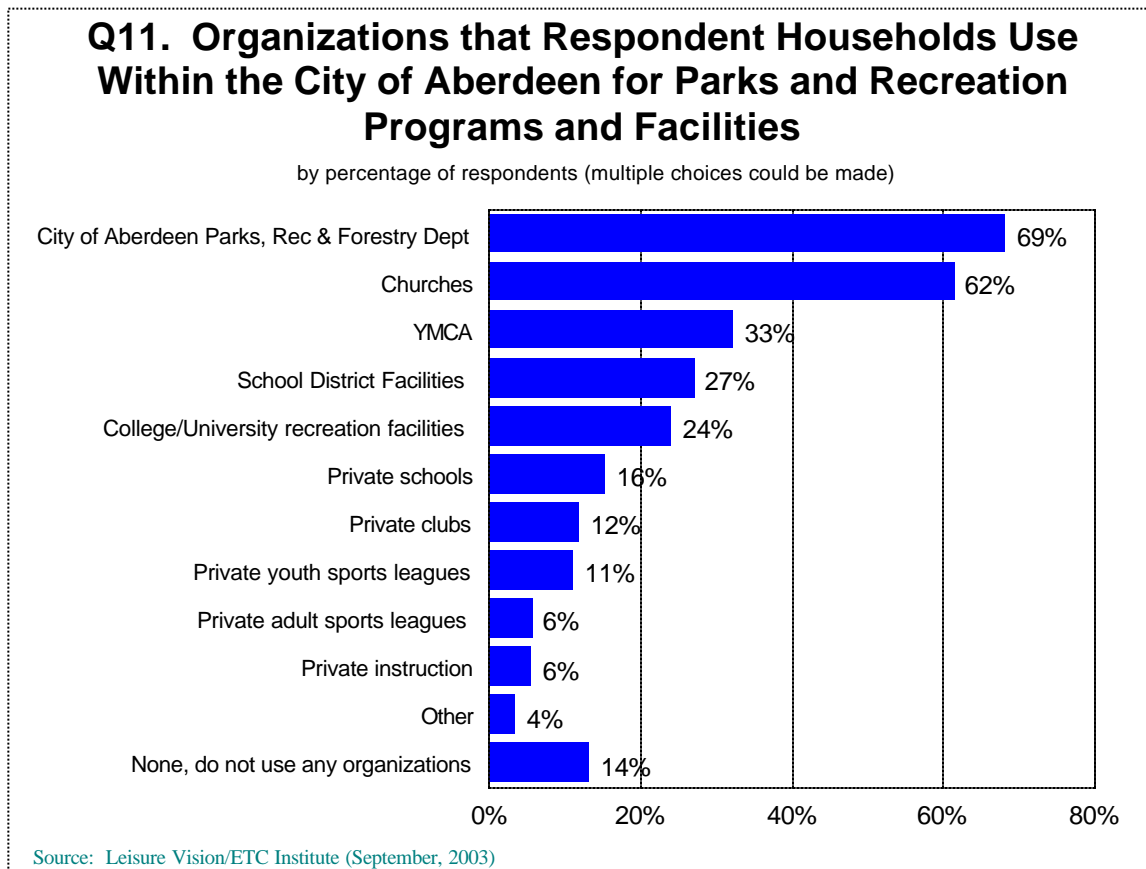
Operating parks that are clean/well maintained (48%) had the highest percentage of respondents select it as one of the three most important functions for the Aberdeen Parks, Recreation and Forestry Department to provide. There are two other functions that at least one-fourths of respondents selected as one of the three most important to provide, including: operate facilities that are clean/well-maintained (30%); and provide places for outdoor sports programs (25%). It should also be noted that operating parks that are clean/well maintained had the highest percentage of respondents select it as the number one most important function to provide.



Use of Organizations for Recreation Programs and Facilities

From a list of 10 options, respondent households were asked to select all of the organizations they use within the City of Aberdeen for recreation programs & facilities. The following summarizes key findings:

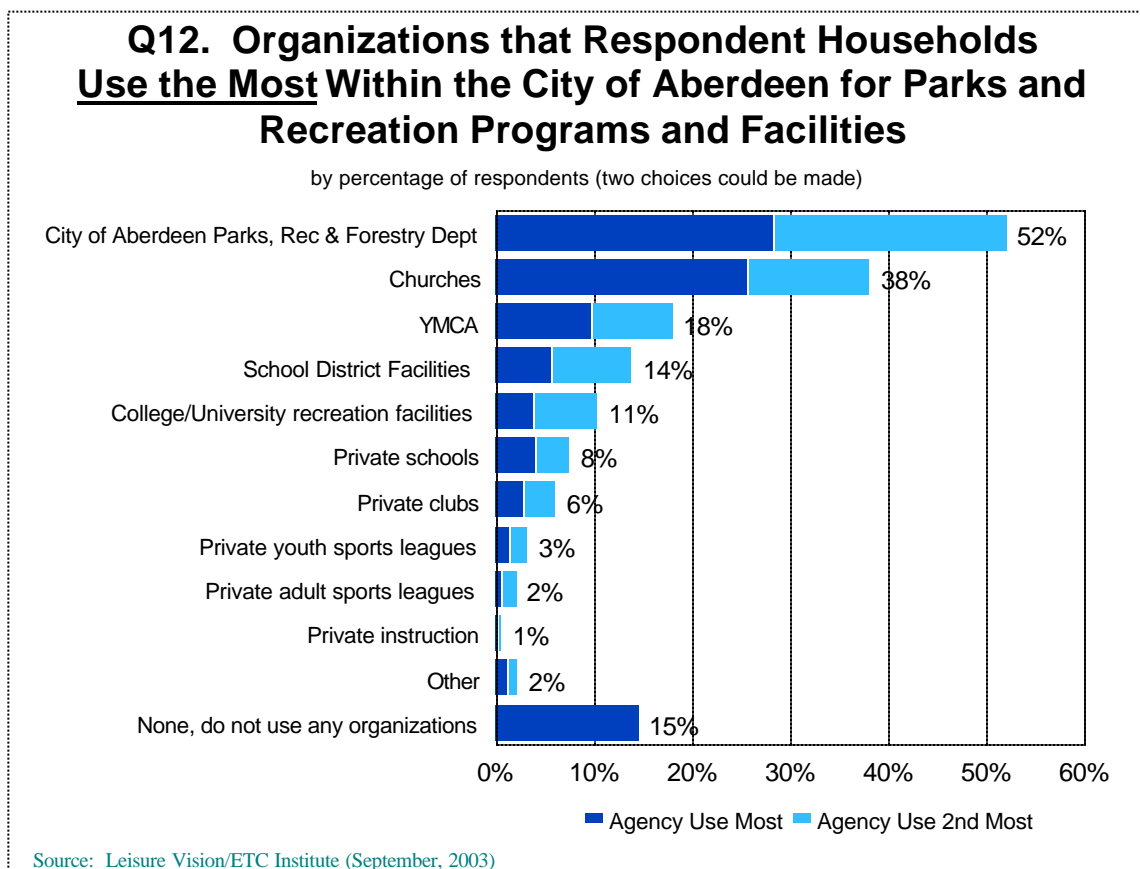
The City of Aberdeen Parks, Recreation and Forestry Department (69%) is the organization used by the highest percentage of respondent households. There are two other organizations that at least one-third of respondent households indicated they use, including: churches (62%); and the YMCA (33%).



Organizations that Respondents Use the Most for Recreation Programs and Facilities

From the list of 10 options, respondent households were asked to select the two organizations they use the most for recreation programs and facilities. The following summarizes key findings:

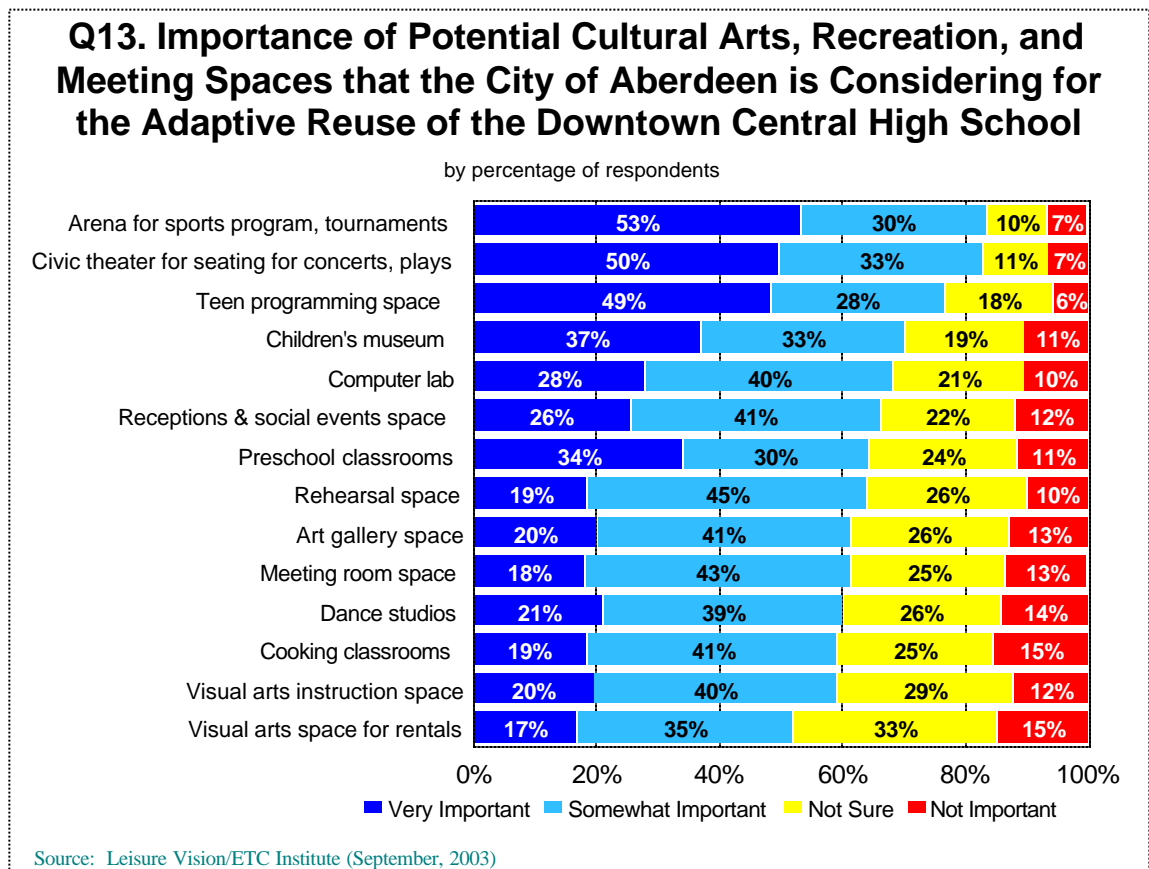
✍ The City of Aberdeen Parks, Recreation and Forestry Department (52%) had the highest percentage of respondent households select it as one of the two organizations they use the most. Other organizations that a high percentage of respondent households indicated as one of the two they use the most include: churches (38%) and YMCA (18%).



Importance of Potential Arts, Recreation, and Meeting Spaces

From a list of 14 potential cultural arts, recreation, and meeting spaces, respondents were asked to rate the importance of each one being included in the adaptive reuse of the downtown Central High School Complex. The following summarizes key findings:

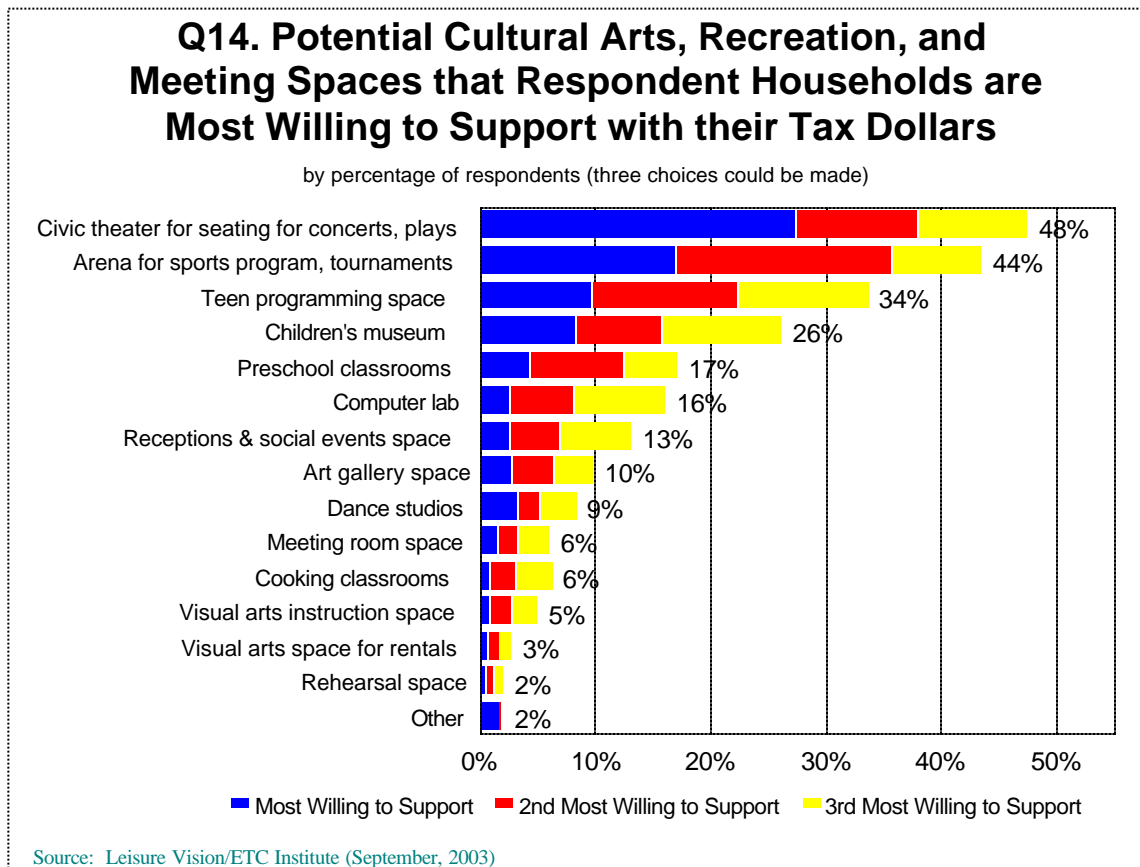
Five of the 14 potential programming spaces had over one-third of respondents rate them as being very important. The programming spaces that received the highest very important ratings are: arena for sports programs, tournaments, etc. (53%); civic theater for seating for concerts, plays, etc. (50%); teen programming space (49%); children’s museum (37%); and preschool classrooms (34%). It should also be noted that all 14 functions had over half of respondents rate them as being either very important or somewhat important.



Programming Spaces that Respondents Would Be Most Willing to Support with Tax Dollars

From the list of 14 potential cultural arts, recreation, and meeting spaces, respondents were asked to select the top three they would be most willing to support with their tax dollars. The following summarizes key findings:

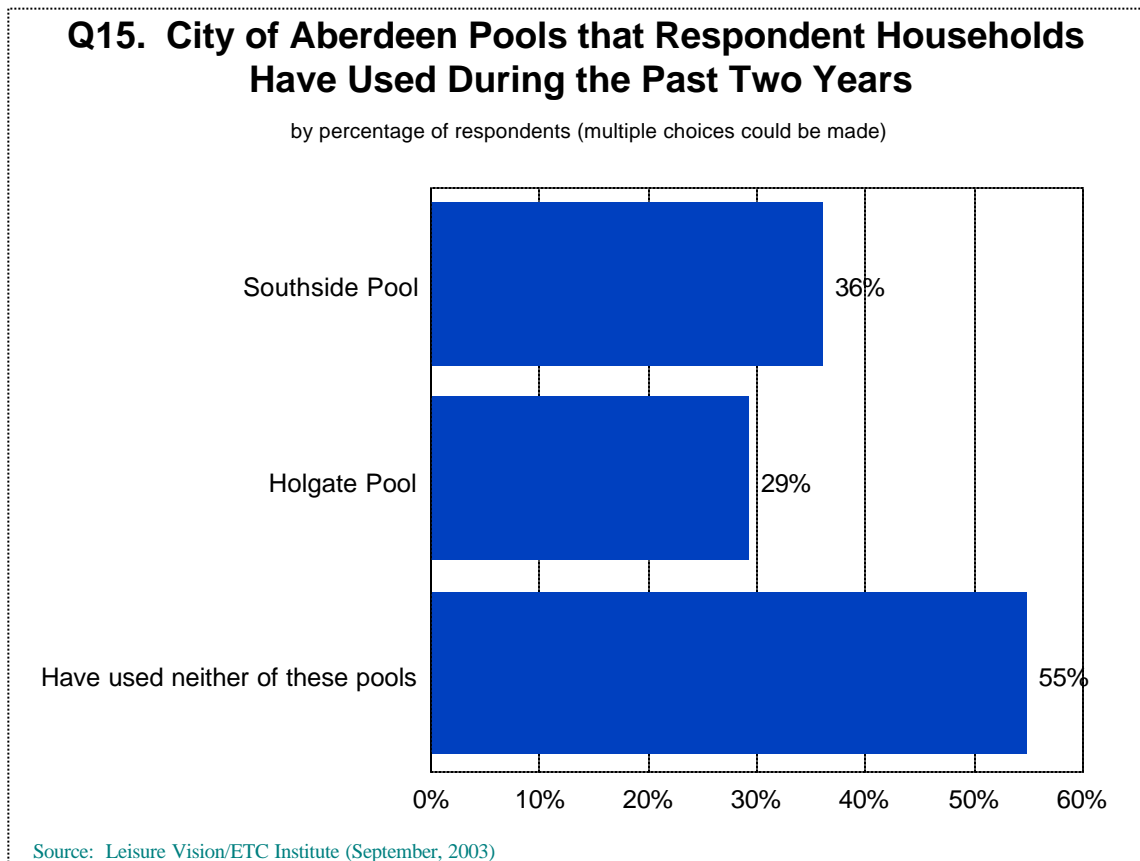
~~✎~~ **A civic theater for seating for concerts, plays, etc. (48%) had the highest percentage of respondents select it as one of the three programming spaces they would be most willing to support with tax dollars.** There are three other programming spaces that over one-fourth of respondents selected as one of the three they would support with tax dollars, including: arena for sports programs, tournaments, etc. (44%); teen programming space (34%); and children’s museum (26%). It should also be noted that a civic theater for seating for concerts, plays, etc. had the highest percentage of respondents select it as the number one programming space they would be most willing to support with tax dollars.



Use of City of Aberdeen Swimming Pools

From a list of two options, respondents were asked to indicate all of the City of Aberdeen swimming pools they and members of their household have used during the past two years. The following summarizes key findings:

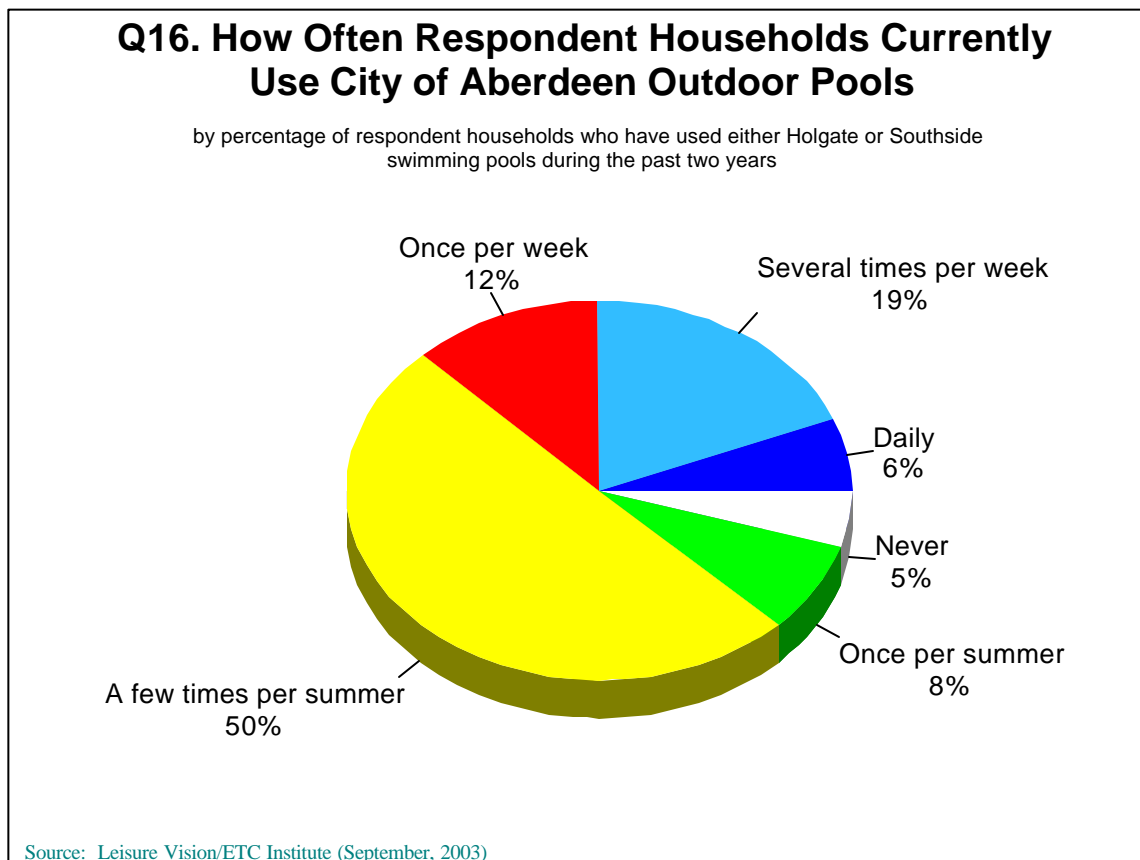
Thirty-six percent (36%) of respondent households indicated they have used Southside Pool during the past two years, and 29% indicated they have used Holgate Pool. It should also be noted that over half (55%) of respondent households have not used either pool during the past two years.



How Frequently Respondents Currently Use Aberdeen Swimming Pools

From a list of six options, respondents who indicated they have used City of Aberdeen swimming pools during the past two years were then asked to indicate how often they currently use those pools. The following summarizes key findings:

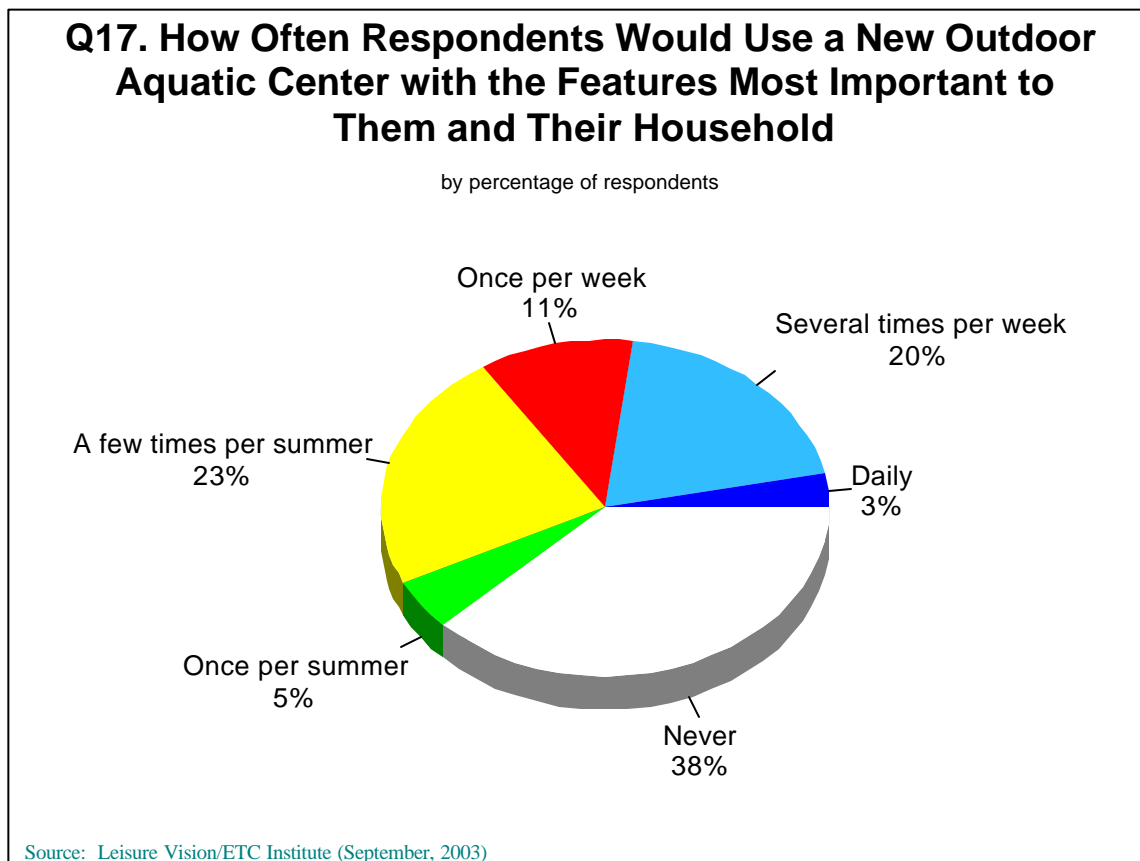
✍ Thirty-seven percent (37%) of respondents indicated they currently use City of Aberdeen swimming pools at least once per week. This group includes 6% who use pools daily; 19% who use pools several times per week; and 12% who use them once per week. In addition, 50% of respondents indicated they use pools a few times per summer, and 8% use them once per summer. The remaining 5% indicated they never use pools.



How Frequently Respondents Would Use a New Outdoor Aquatic Center

From a list of six options, respondents were asked to indicate how often they would use a new outdoor aquatic center that had the types of features that were most important to them and their household. The following summarizes key findings:

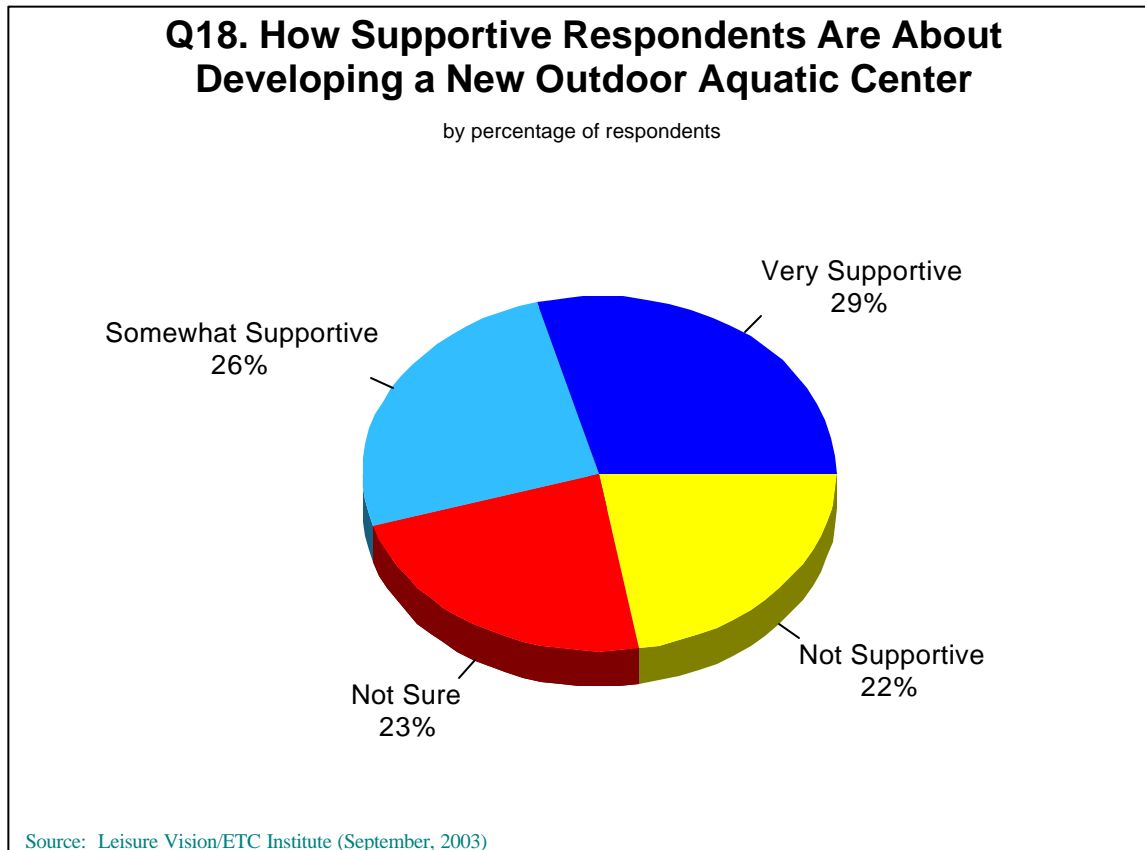
✍️ Thirty-four percent (34%) of respondents indicated they would use a new outdoor aquatic center with the features they most prefer at least once per week. This group includes 3% who would use the aquatic center daily; 20% who would use it several times per week; and 11% who would use it once per week. In addition, 23% of respondents indicated they would use the aquatic center a few times per summer, and 5% would use it once per summer. The remaining 38% indicated they would not use a new outdoor aquatic center.



Support For Developing a New Outdoor Aquatic Center

From a list of four options, respondents were asked to indicate how supportive they are of developing a new outdoor aquatic center in the City of Aberdeen, even if it requires closing down one of the two existing city pools. The following summarizes key findings:

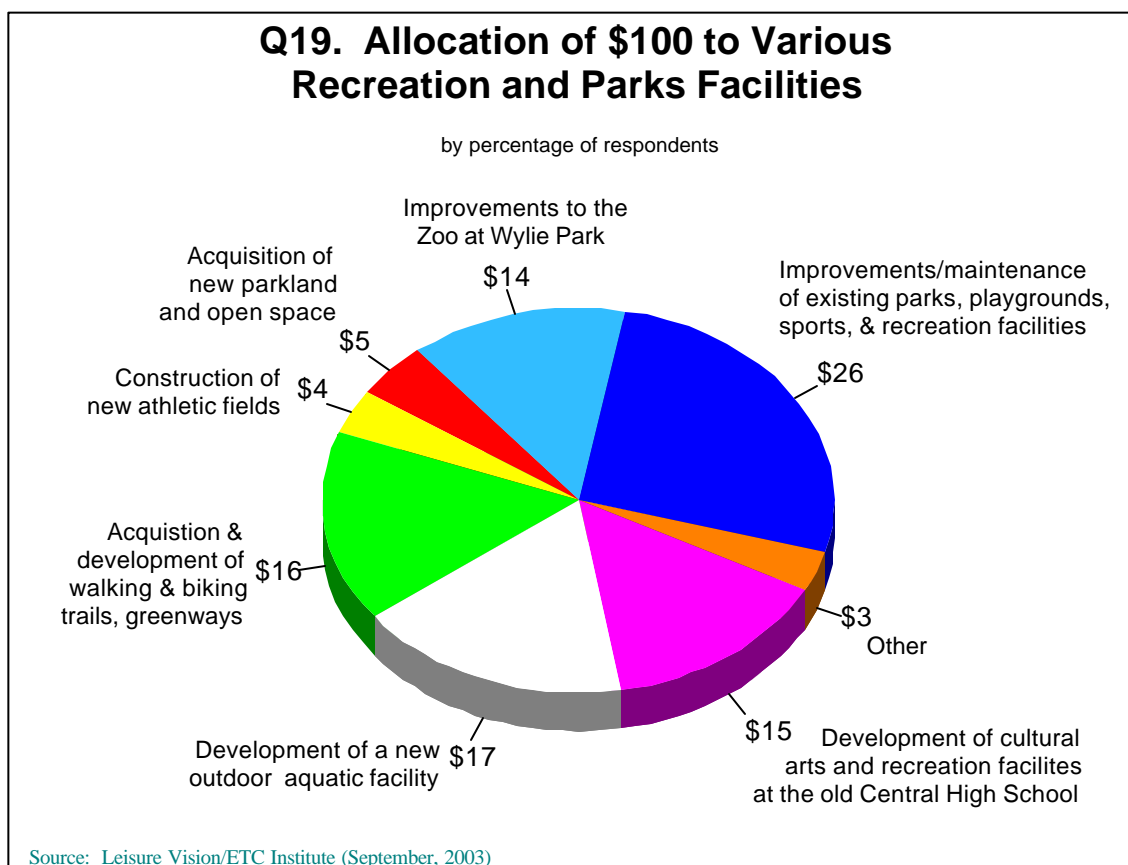
Over half (55%) of respondents indicated they are either very supportive (29%) or somewhat supportive (26%) of the City developing a new outdoor aquatic center. An additional 22% are not supportive, and the remaining 23% indicated “not sure”.



Allocation of \$100 Among Various Parks and Recreation Categories

Respondents were asked how they would allocate \$100 among various parks and recreation categories. The following summarizes key findings:

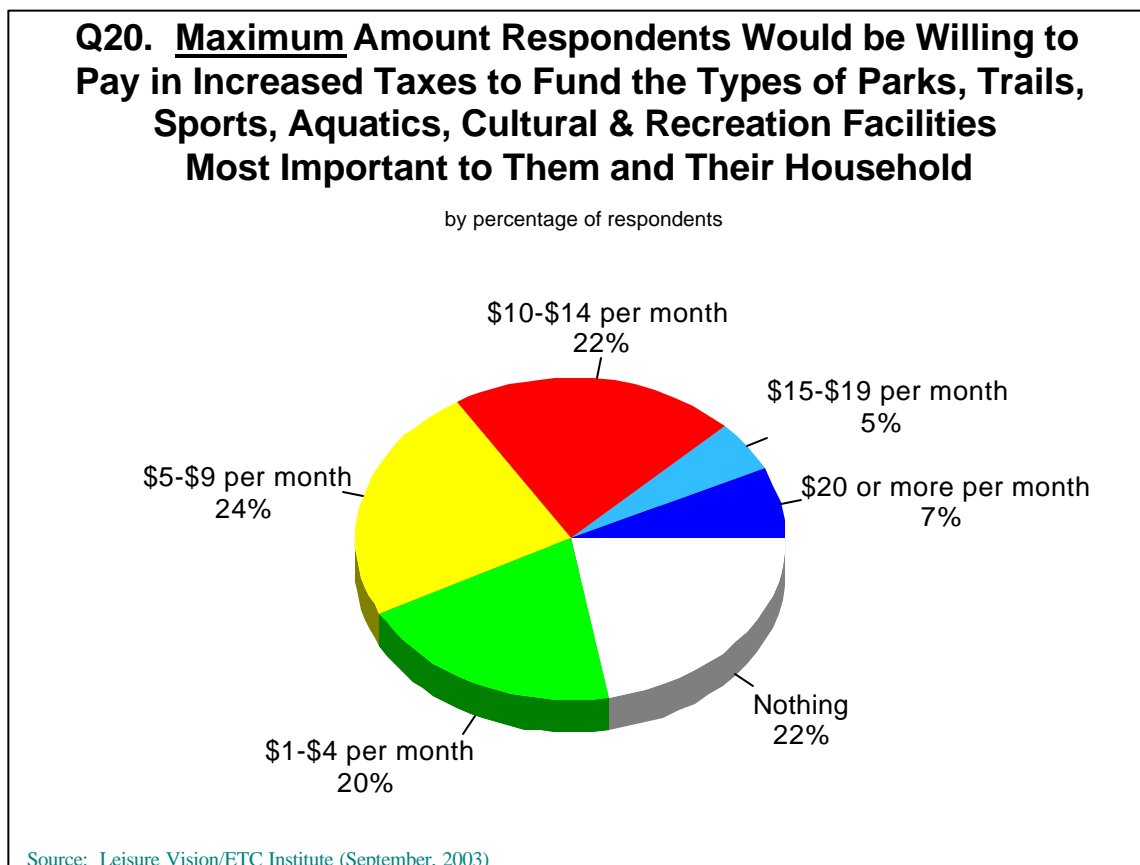
Respondents indicated they would allocate \$26 out of every \$100 to improvements/maintenance of existing parks, playgrounds, sports, & recreation facilities. The remaining \$74 were allocated as follows: development of a new outdoor aquatic facility (\$17); acquisition and development of walking and biking trails, greenways (\$16); development of cultural arts and recreation facilities at the old Central High School (\$15); improvements to the Zoo at Wylie Park (\$14); acquisition of new parkland and open space (\$5); and construction of new athletic fields (\$4). The remaining \$3 were allocated to “other”.



Amount Respondents Would Pay in Increased Taxes to Fund the Most Important Types of Parks, Trails, Sports, Aquatics, Cultural & Rec Facilities

From a list of 5 options, respondents were asked to indicate the maximum amount they would be willing to pay in increased taxes to fund the types of parks, trails, sports, aquatics, cultural and recreation facilities most important to them and their household. The following summarizes key findings:

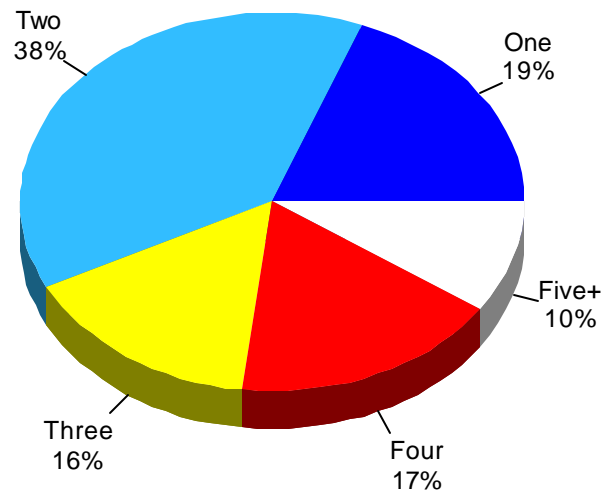
Thirty-four percent (34%) of respondents indicated they would pay at least \$10 per month in increased property taxes to fund the most important types of parks, trails, sports, aquatics, cultural and recreation facilities. This group includes 7% who would pay \$20 or more per month, 5% who would pay \$15-\$19, and 22% who would pay \$10-\$14 per month. In addition, 24% would pay \$5-\$9 and 20% would pay \$1-\$4. It should also be noted that 78% of respondents indicated they would pay some level of increase in taxes to fund the types of parks, trails, sports, aquatics, cultural and recreation facilities most important to them and their household.



Demographics

Q21. Demographics: Number of People in Household

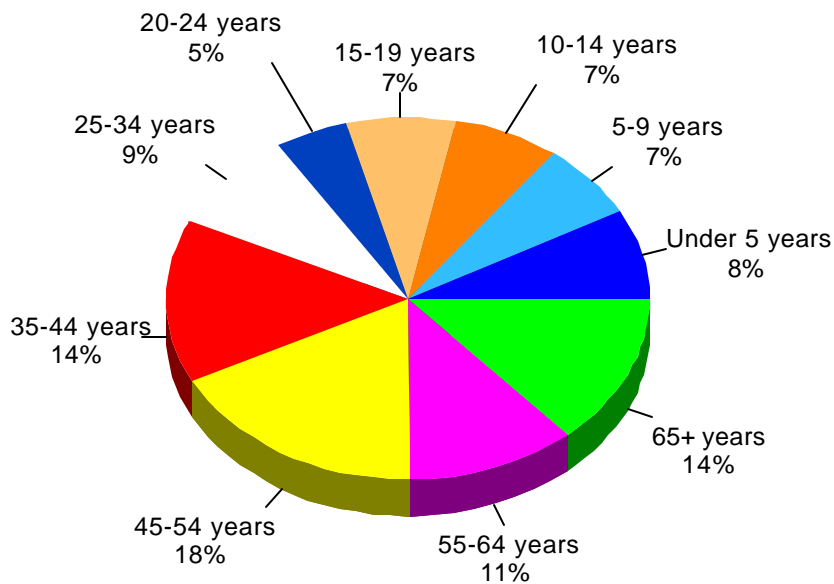
by percentage of respondents



Source: Leisure Vision/ETC Institute (September, 2003)

Q22. Demographics: Ages of People in Household

by percentage of household occupants

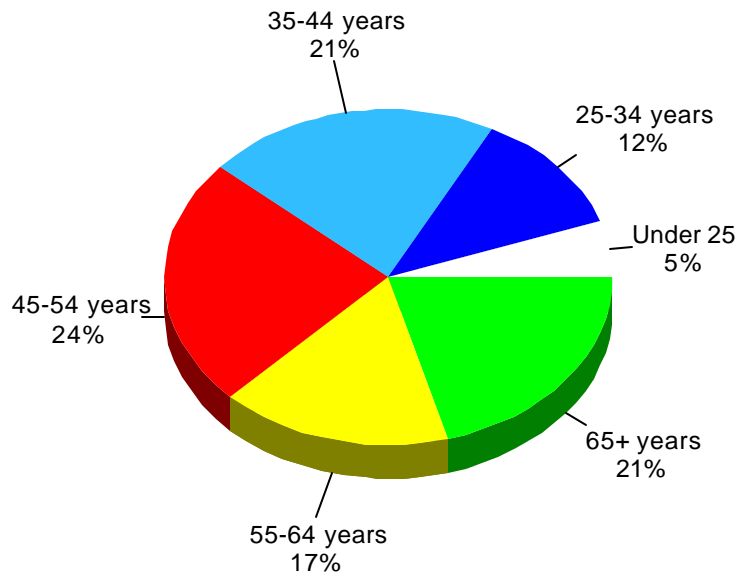


Source: Leisure Vision/ETC Institute (September, 2003)

Demographics (Continued)

Q23. Demographics: Ages of Respondents

by percentage of respondents



Source: Leisure Vision/ETC Institute (September, 2003)

Q24. Demographics: Best Description of Where Respondents Live

by percentage of respondents

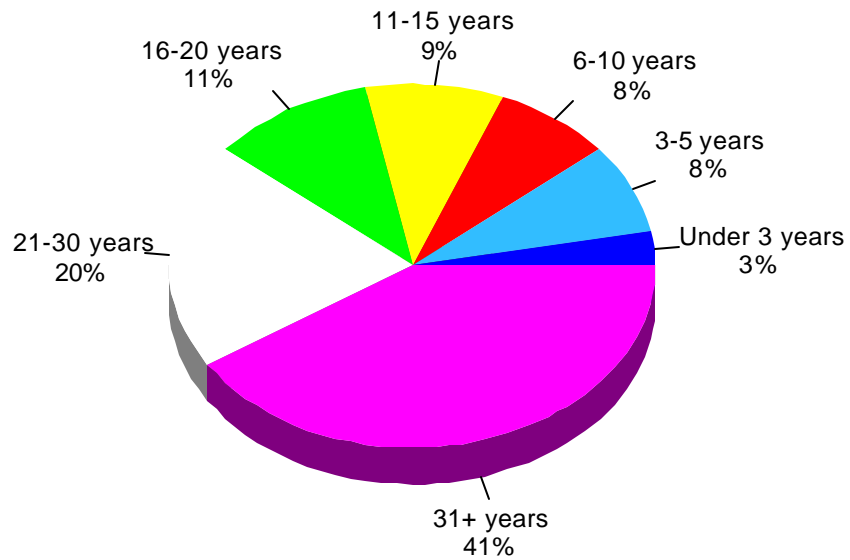


Source: Leisure Vision/ETC Institute (September, 2003)

Demographics (Continued)

Q25. Demographics: Years Lived in the Community

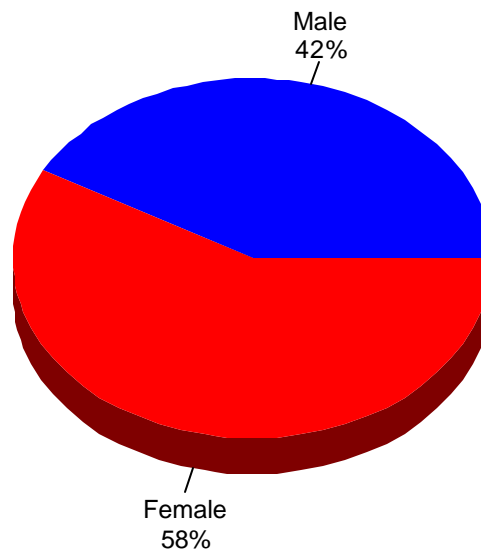
by percentage of respondents



Source: Leisure Vision/ETC Institute (September, 2003)

Q28. Demographics: Respondent Gender

by percentage of respondents



Source: Leisure Vision/ETC Institute (September, 2003)

Demographics (Continued)

