



## Community Survey 2017

### Methodology:

Frederick County Parks and Recreation conducted a Community Survey during the summer of 2017 to 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 Frederick County. The survey was administered by mail and responses were received via return mail (95%) or an online option (5%).

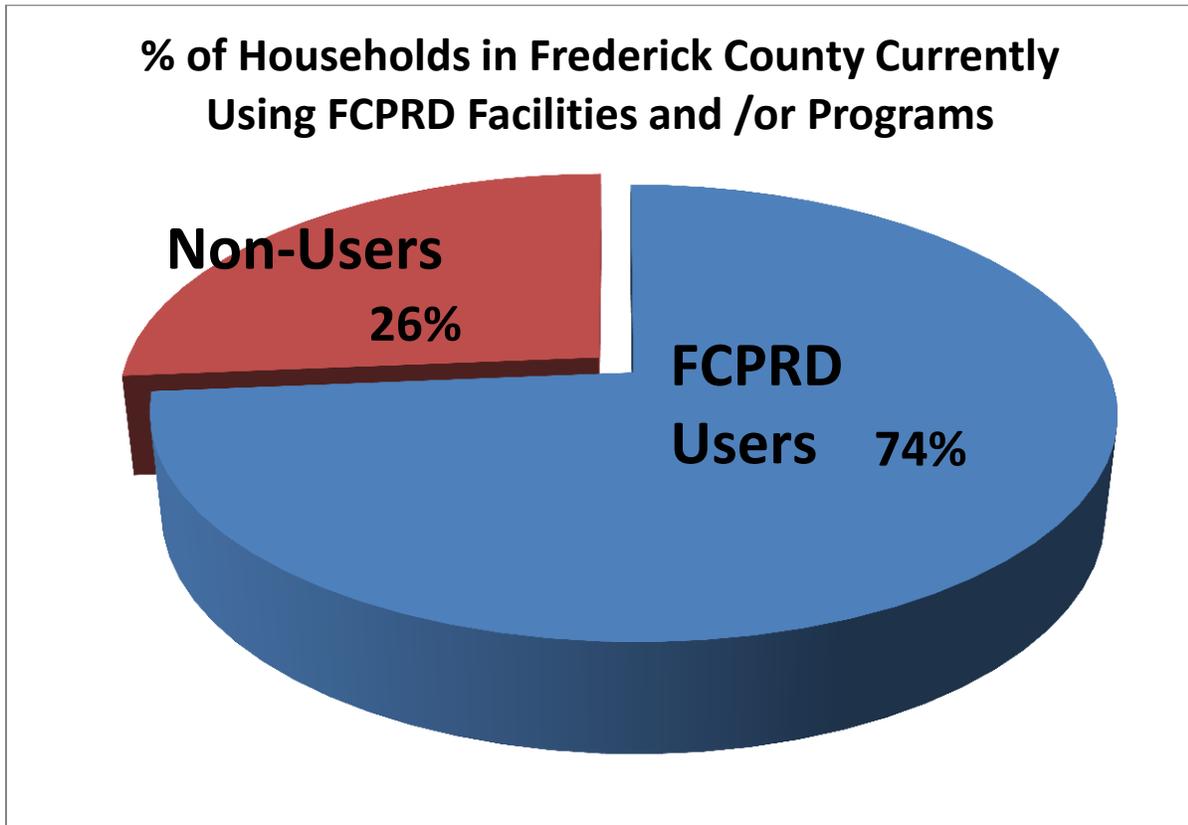
Staff worked with the Parks and Recreation Commission in the development of the survey questionnaire. This work included a series of stakeholder meetings held in the spring of 2017. The meetings and work allowed the survey to reflect a variety of interests, all to be tested through the administration of the survey.

Surveys were mailed to approximately 2,800 randomly selected households in Frederick County. The goal was to obtain a total of at least 384 completed surveys. 414 surveys were returned; providing a 95% confidence level and margin of error of +/-4.8%.

The following pages summarize major survey findings:

**Respondent households currently using FCPRD Facilities and/or Programs:**

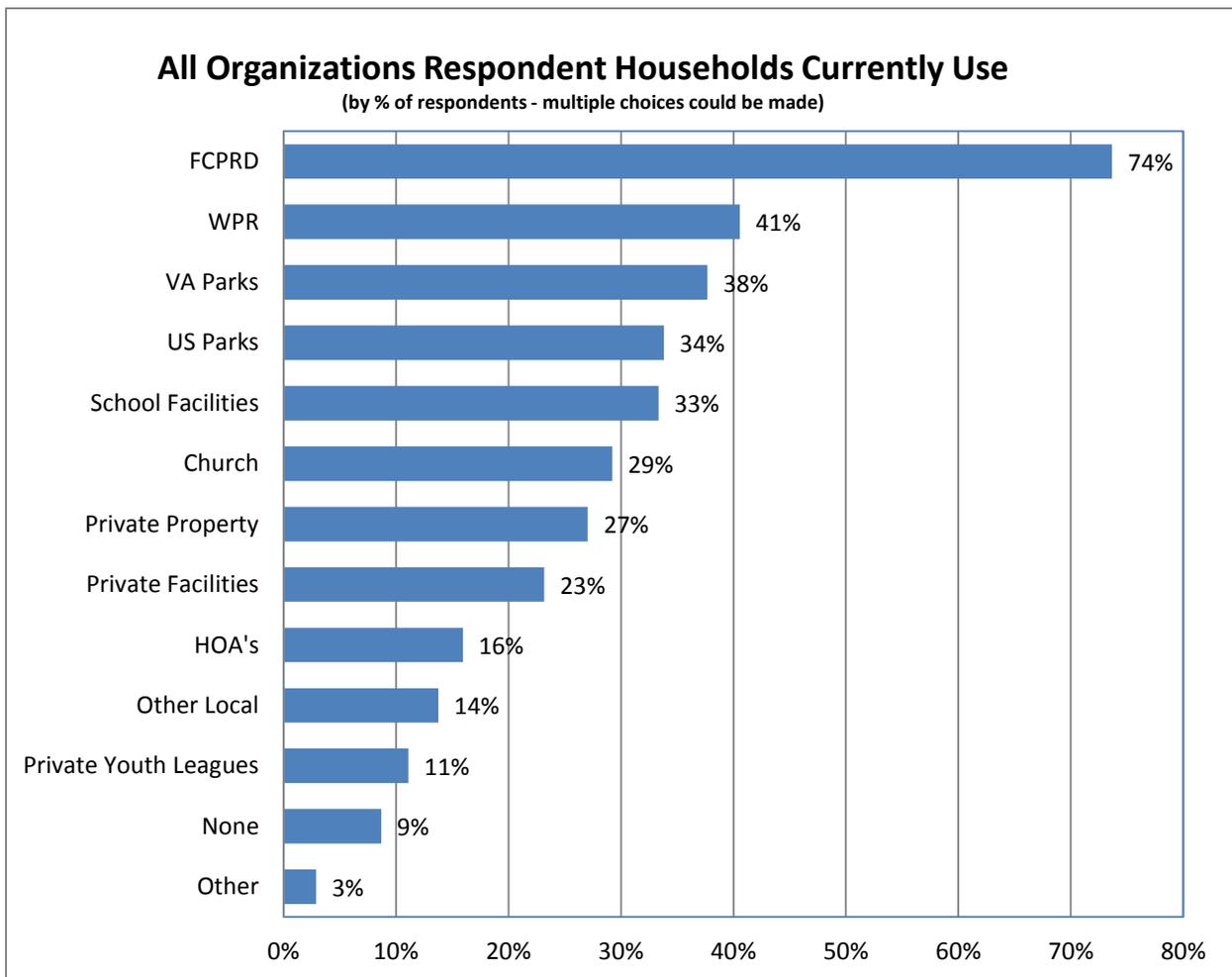
74% of respondent households report they currently (within the past 12 months) use FCPRD Facilities and/or Programs:



## 2. Organizations used for Indoor or Outdoor Recreation and Sports Activities in the past 12 Months

Respondents were asked to indicate ALL of the organizations they and members of their household currently use in Frederick County and surrounding area for recreation activities. The following summarizes key findings:

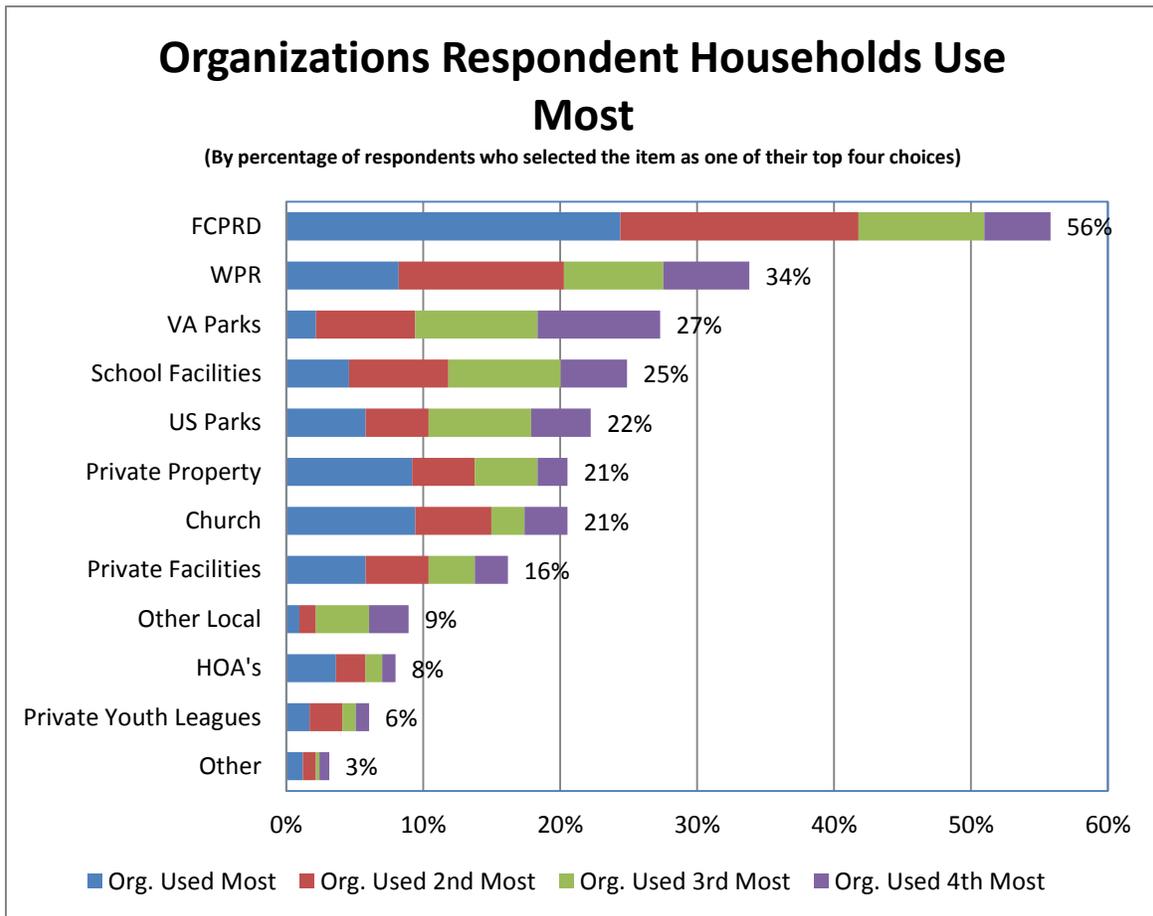
- **Frederick County Parks and Recreation, FCPRD (74%) is the most frequently cited recreation provider respondents currently use.** The second most used recreation provider is Winchester Parks and Recreation, WPR (41%).



### 3. Organizations used MOST for Indoor or Outdoor Recreation and Sports Activities

From the list of 12 options, respondents were asked to select the four organizations that they or their households use the most for indoor or outdoor recreation and sports activities. The following summarizes key findings:

- Based on the sum of their top 4 choices, the organization that respondents use the most for indoor or outdoor recreation and sports activities is FCPRD, Frederick County Parks and Recreation (56%). WPR, Winchester Parks and Recreation followed (34%).

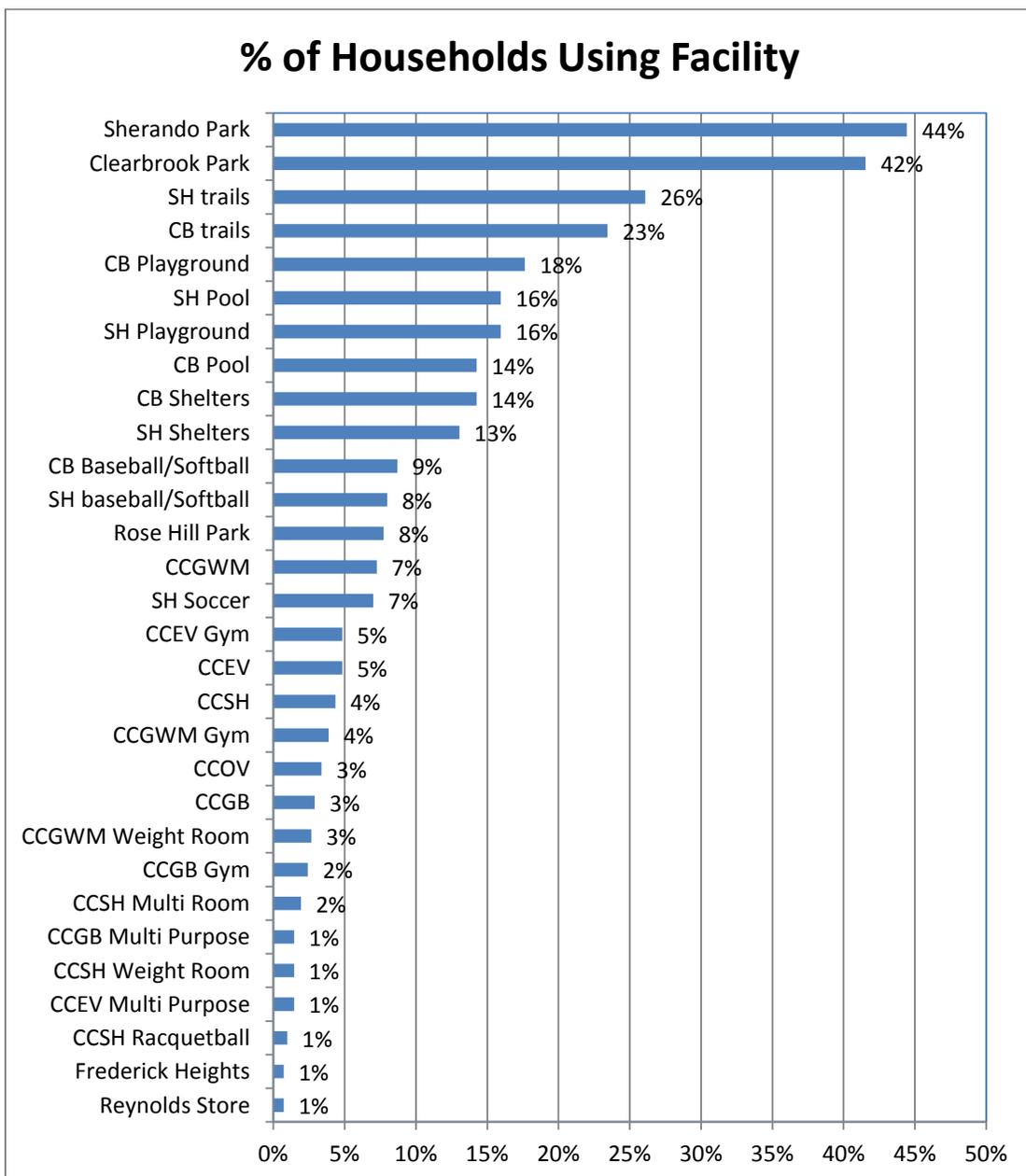


# PARKS & FACILITIES

## 4a. Frederick County Parks and Recreation Facilities used during the Past 12 Months

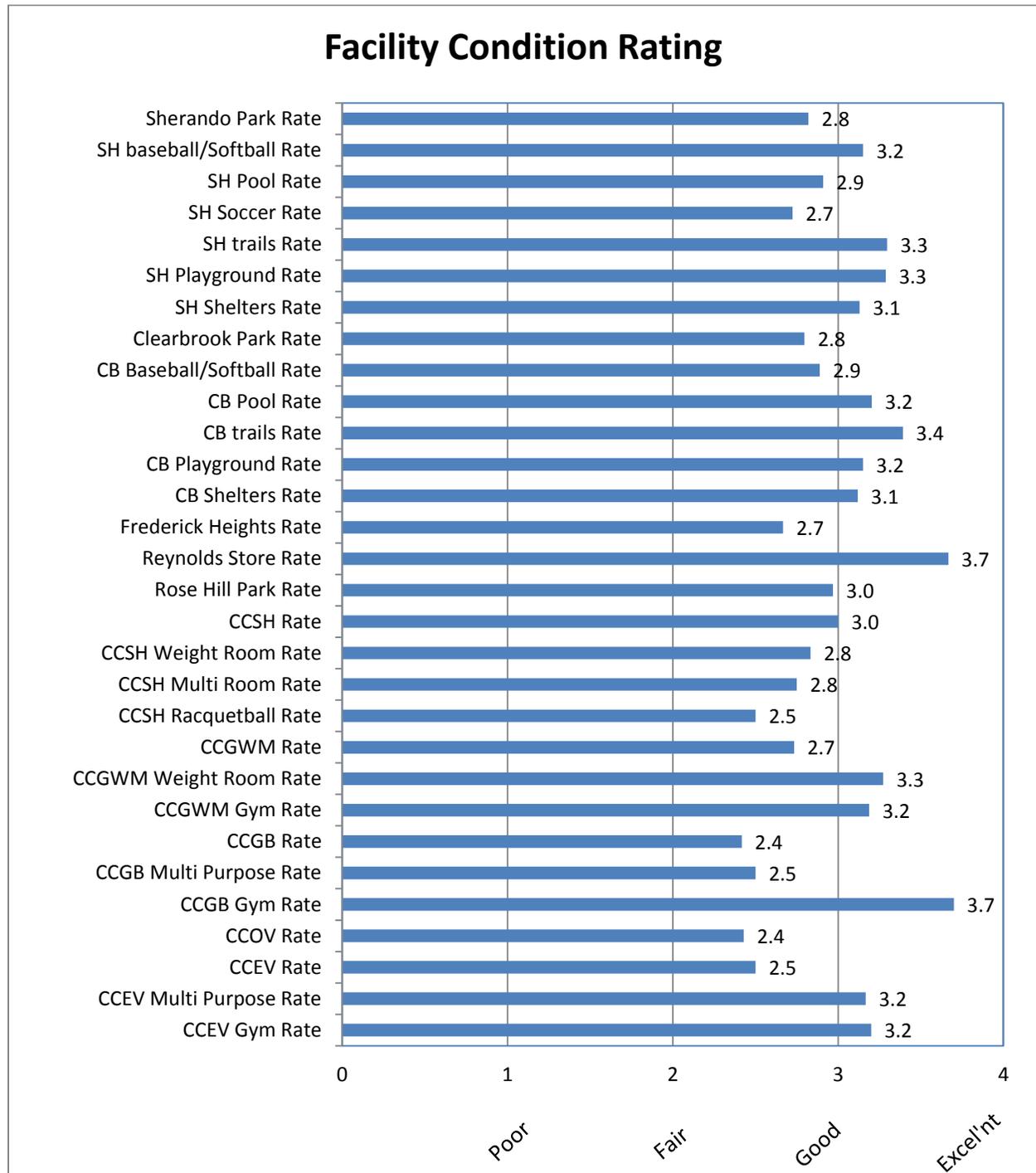
Respondents were provided a list of 30 FCPRD facilities and asked to indicate ALL facilities their household has used in the past 12 months. The following summarizes key findings:

- **Sherando Park (44%) and Clearbrook Park (42%) are the Facilities used most by Frederick County Residents.**



## 4b. Condition rating of Frederick County Parks and Recreation Facilities, reported by Facility Users in the Past 12 Months

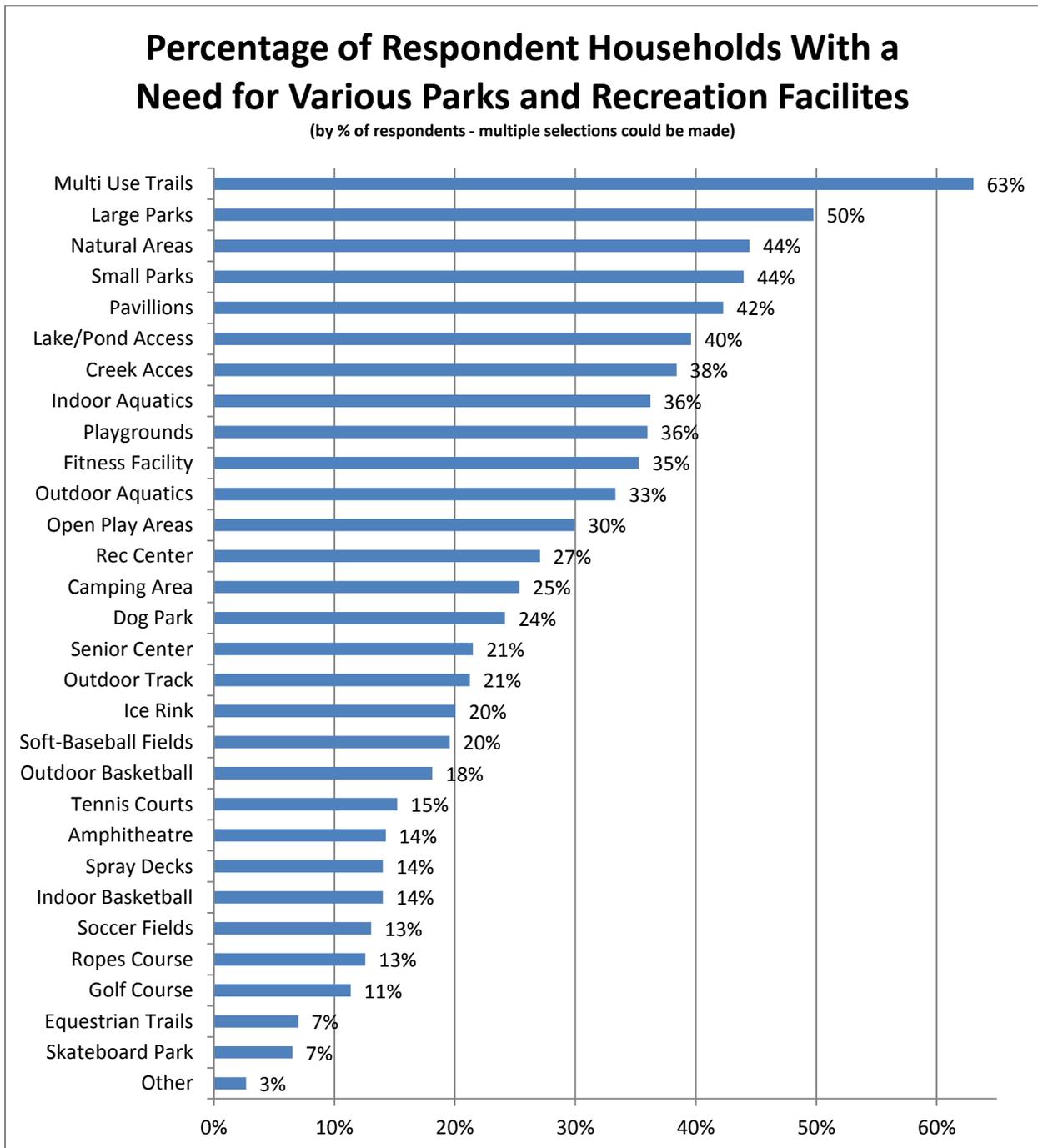
Respondents indicating use of a facility were asked to rate the condition of the facility on a scale from 1 (Poor) to 4 (Excellent). The following summarizes findings:



## 5a. Need for Parks and Recreation Facilities

From a list of 29 various parks and recreation facilities, respondents were asked to indicate ALL of the facilities they and members of their household have a need for. The following summarizes key findings:

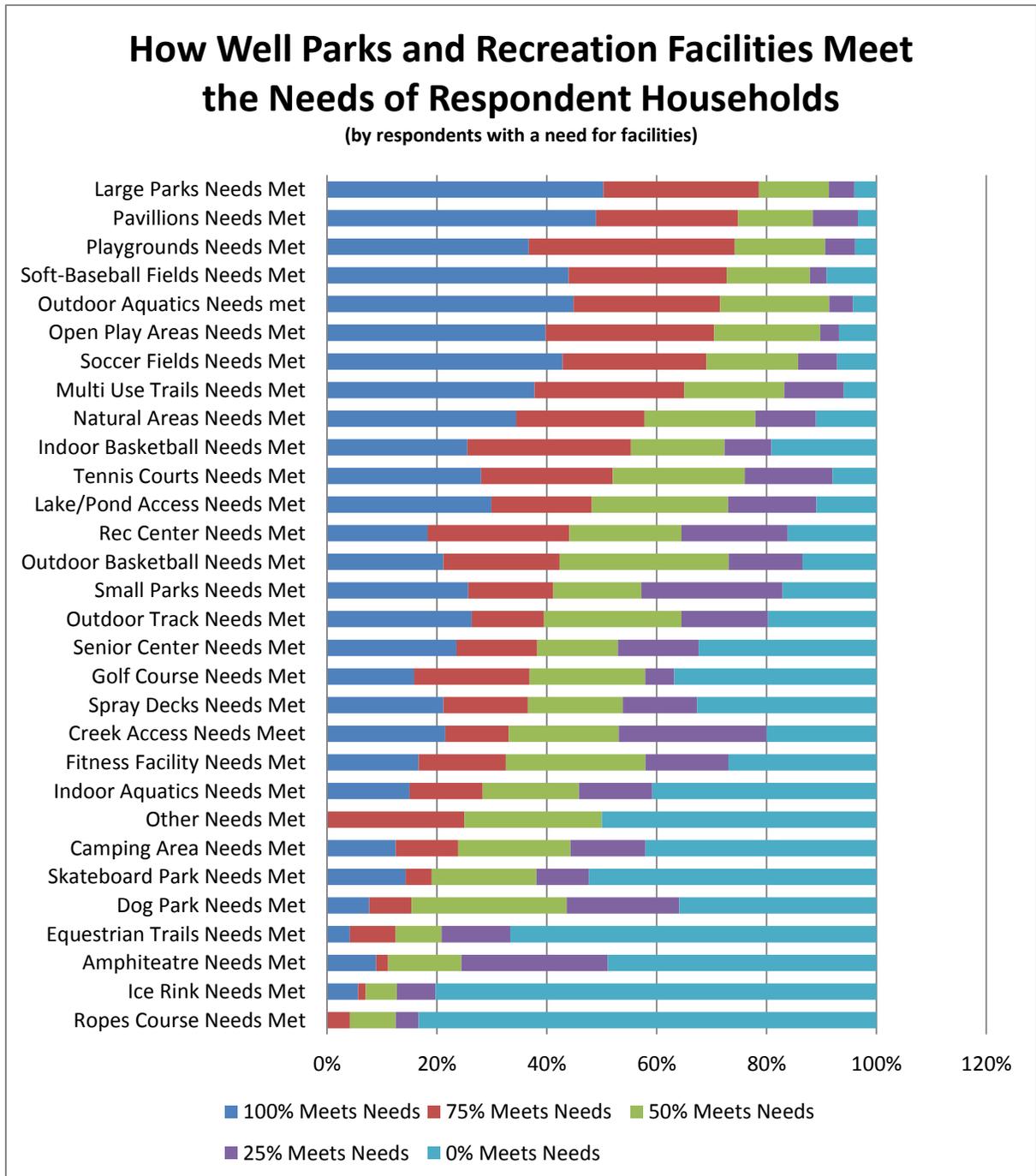
- **A majority of respondent households indicate they have a need for Multi Use Trails (63%).** Large Parks (50%), followed by Natural Areas and Small Parks (44% each).



## 5b. How Well Parks and Recreation Facilities Meet Needs

From a list of 29 various parks and recreation facilities, respondents with a facility need were asked how well their needs are currently being met. The following summarizes key findings:

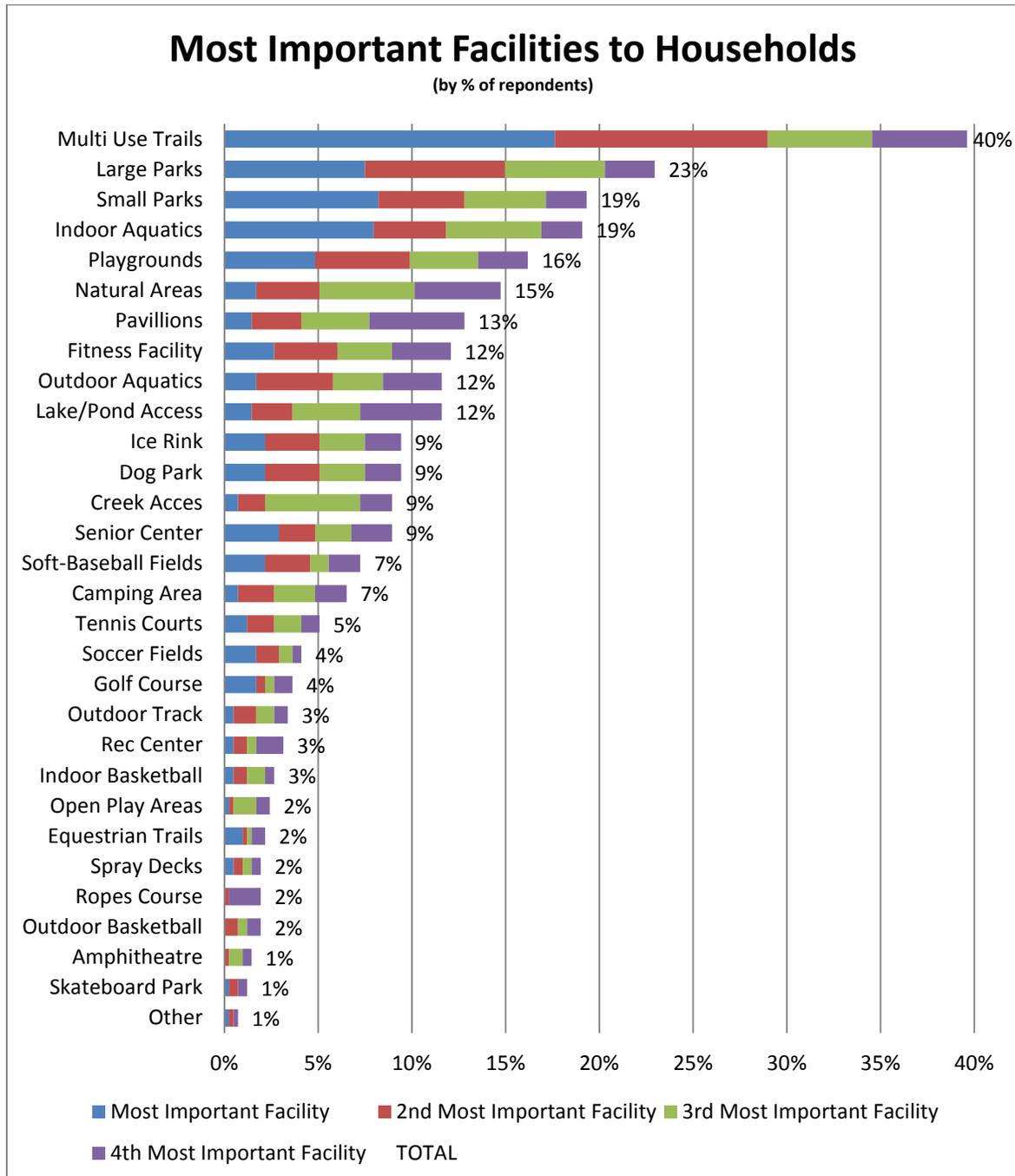
- **Of the facilities that respondents have a need for, those of the top of the list indicate facility needs completely or mostly being met.** Conversely those at the bottom of the list represent unmet facility needs.



## 6. Most Important Parks and Recreation Facilities to Households

From a list of 29 various parks and recreation facilities, respondents were asked to select the four facilities most important to their households. The following summarizes key findings:

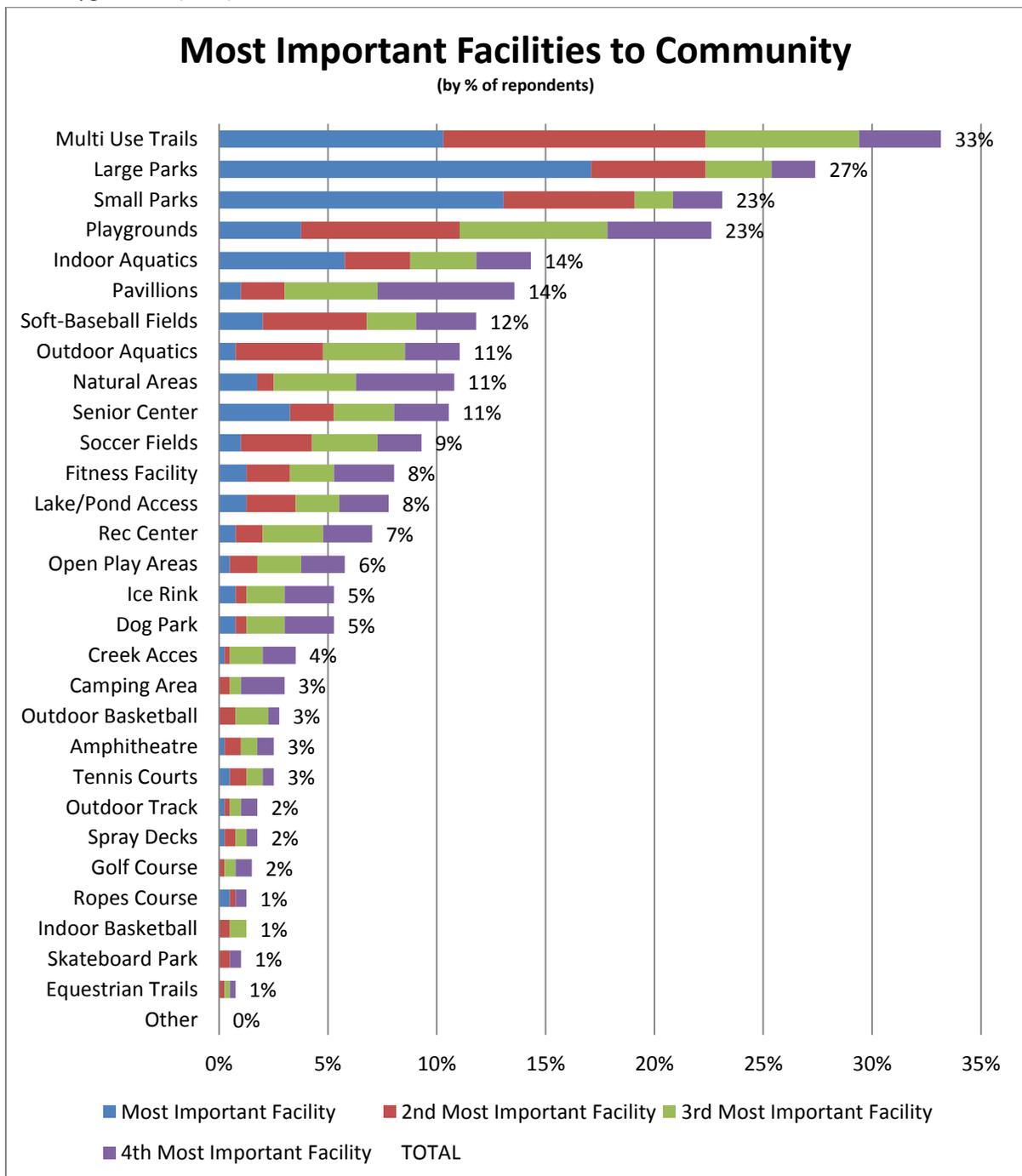
- **Based on the sum of their top 4 choices, the facility respondents rated as the most important to their households was Multi Use Trails (40%).** Large Parks (23%) was the second most cited facility.



## 7. Most Important Parks and Recreation Facilities to Community

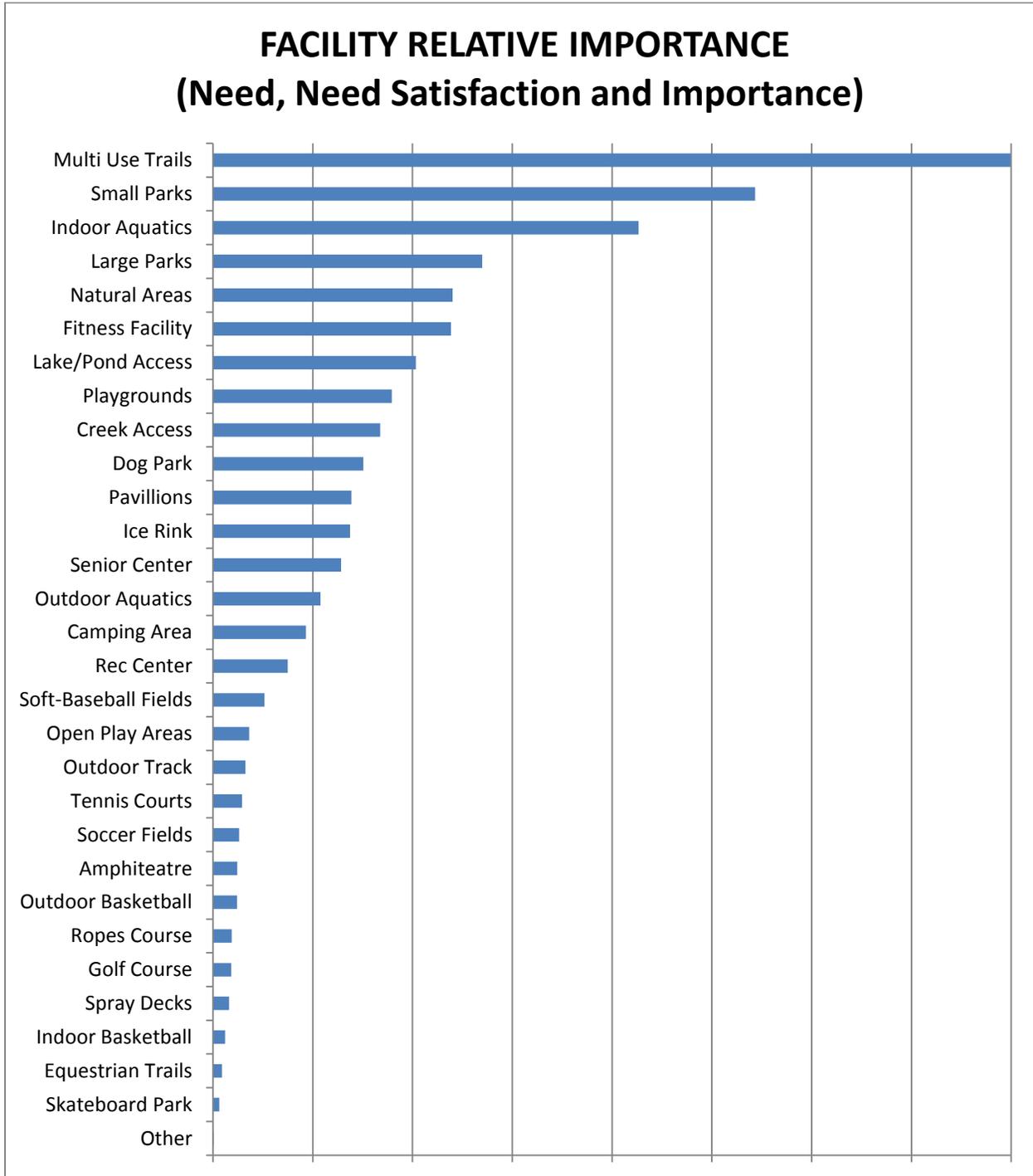
From a list of 29 various parks and recreation facilities, respondents were asked to select the four most facilities most important to the Community. The following summarizes key findings:

- Based on the sum of their top 4 choices, the facilities respondents rated as the most important to the Community are: **Multi Use Trails (33%)** and **Large Parks (27%)**. Small Parks (23%) and Playgrounds (23%) follow.



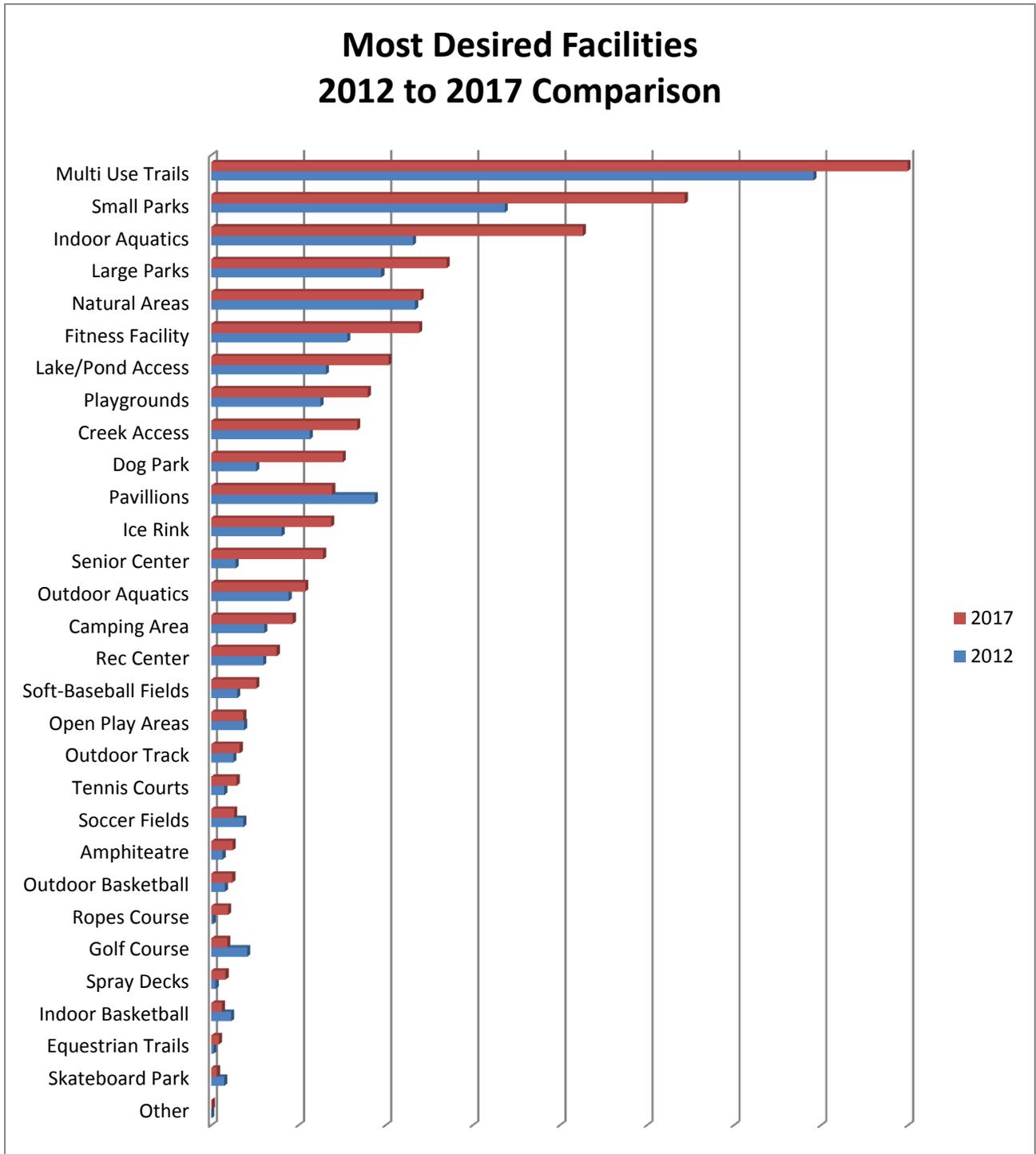
## Overall Most Desired Facilities:

The previous facility findings (5-7) in combination provide an opportunity to discover the relative importance of the 29 identified facilities. Identified need, unmet need, and importance were combined to determine a facility ranking. The ranking follows:



## Comparison of Overall Most Desired Facilities 2012 - 2017:

The following graph shows desire and ranking changes from the 2012 survey to 2017 results.

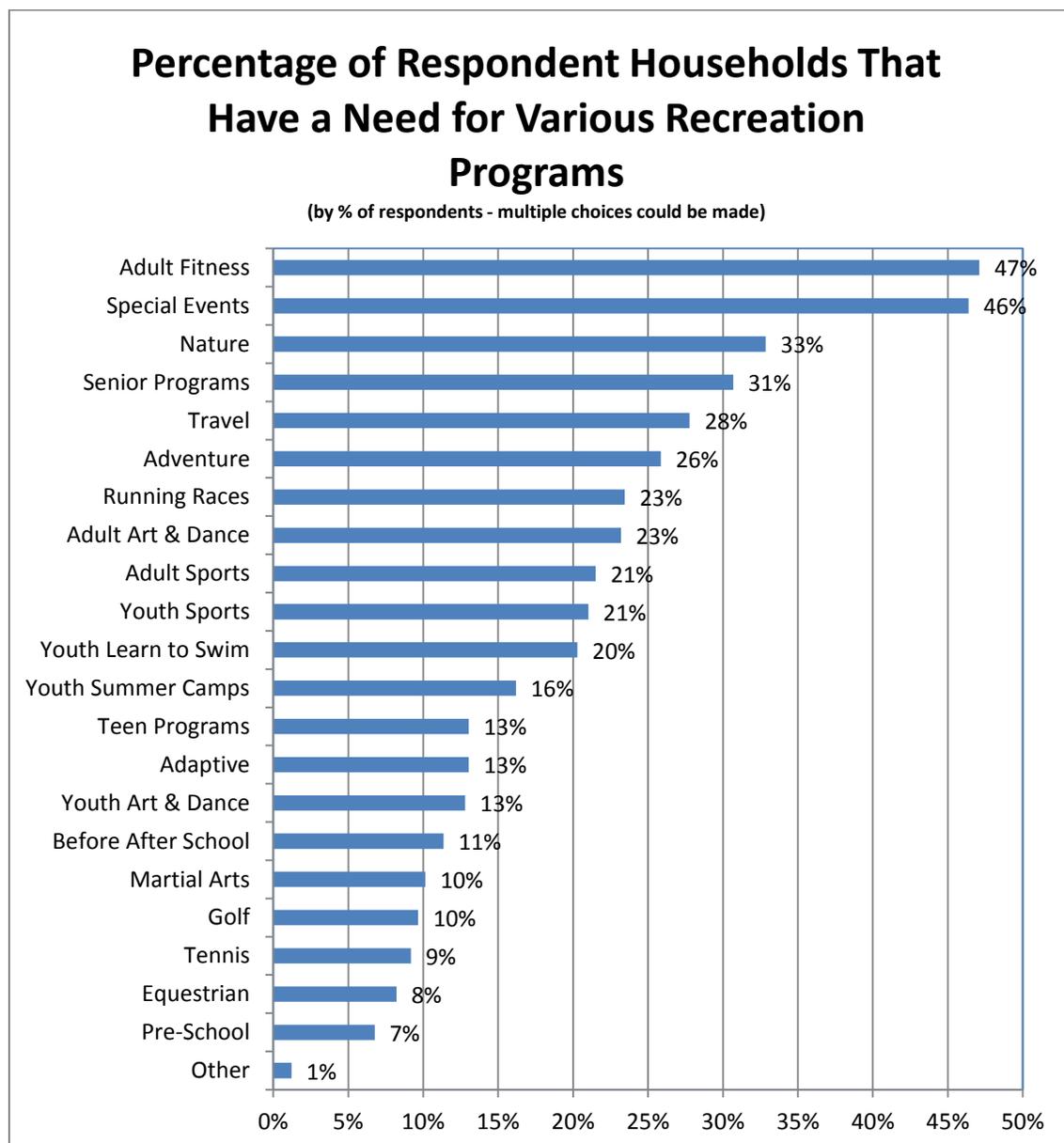


# RECREATION

## 8a. Need for Recreation Programs

From a list of 23 various recreation programs, respondents were asked to indicate all of the programs they and members of their household have a need for. The following summarizes key findings:

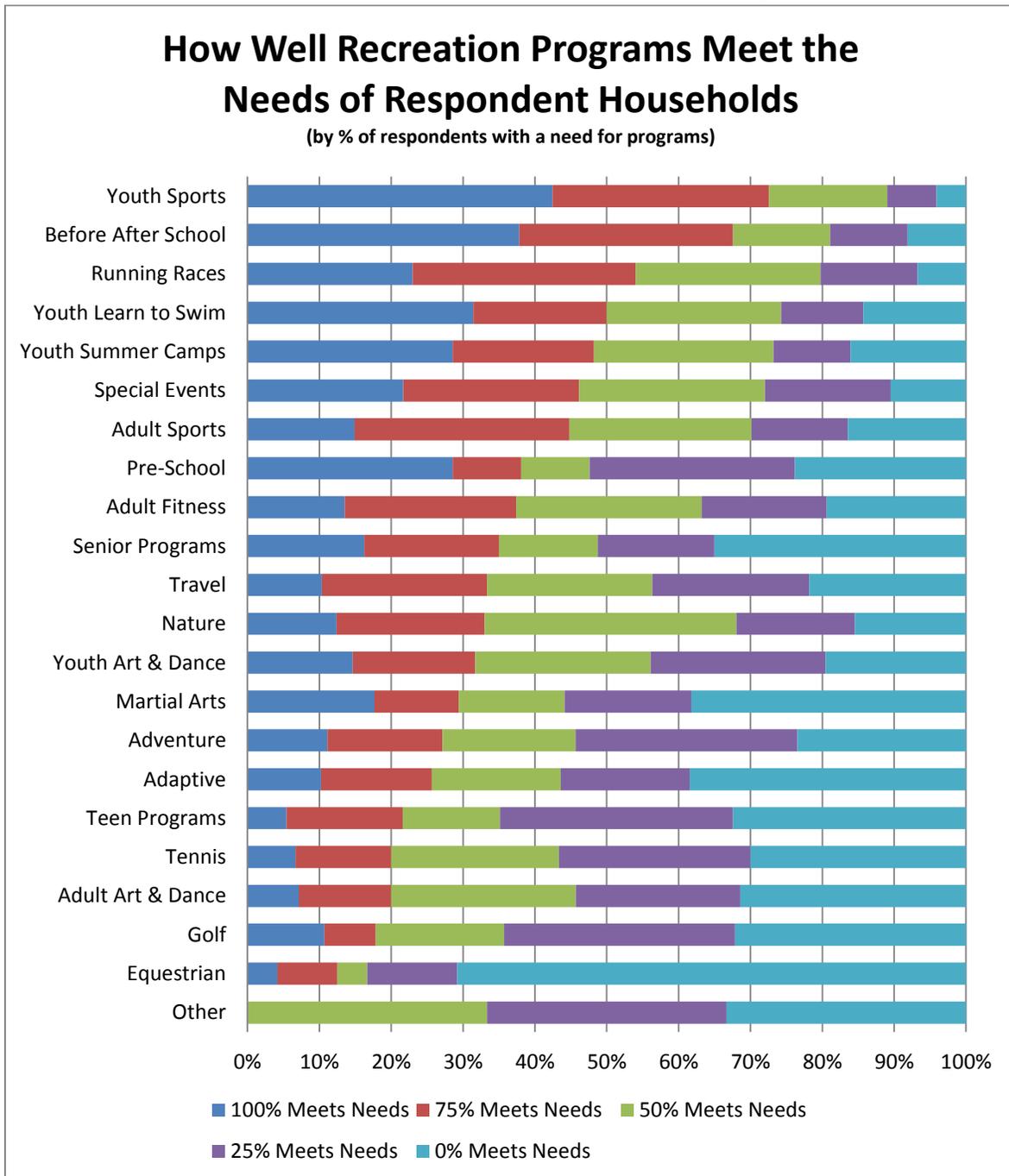
- Respondent households indicate they have a need for **Adult Fitness (47%)** and **Special Events (46%)**.



## 8b. How Well Recreation Programs Meet Needs

From a list of 23 various recreation programs, respondents with a recreation need were asked how well their needs are currently being met. The following summarizes key findings:

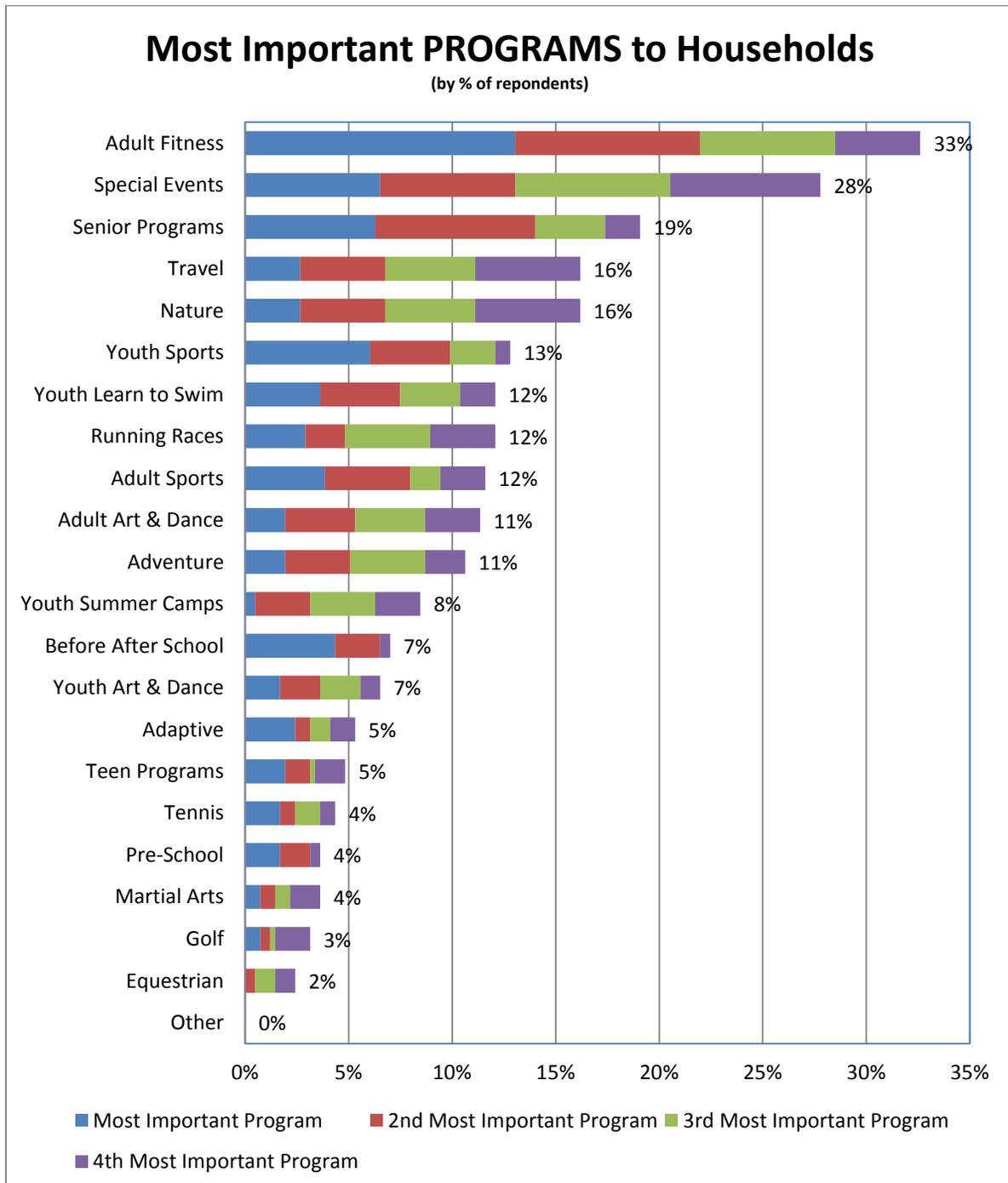
- **Of the programs that respondents have a need for, top listed items are meeting community needs the most. Conversely, items listed at the bottom are meeting needs the least.**



## 9. Most Important Recreation Programs to Households

From a list of 23 various parks and recreation programs, respondents were asked to select the four programs most important to their households. The following summarizes key findings:

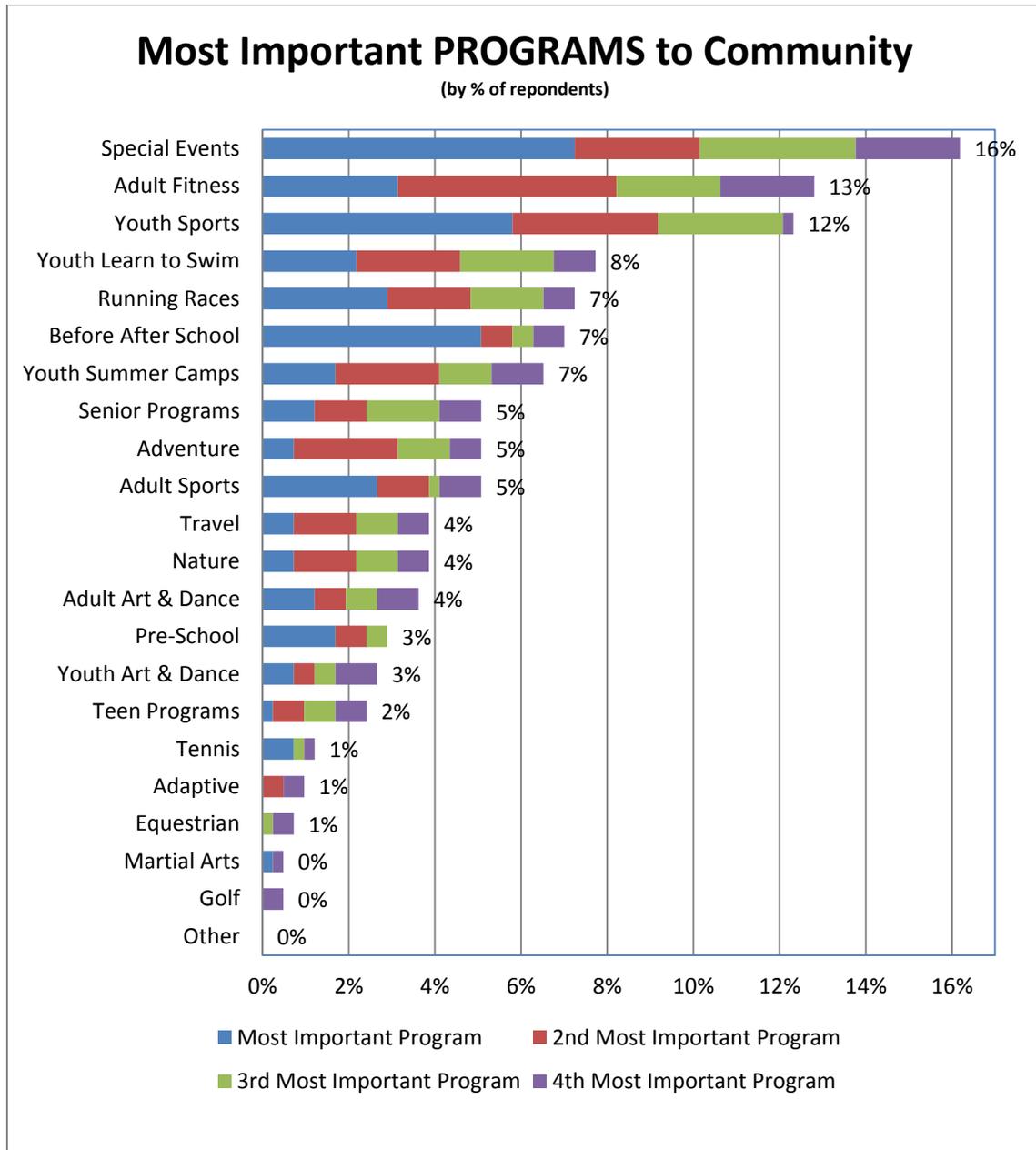
- Based on the sum of their top 4 choices, the program respondents rated as the most important to their households was **Adult Fitness (33%)**. Special Events (28%) was the second most cited program followed by Senior Programs (19%).



## 10. Most Important Recreation Programs to Community

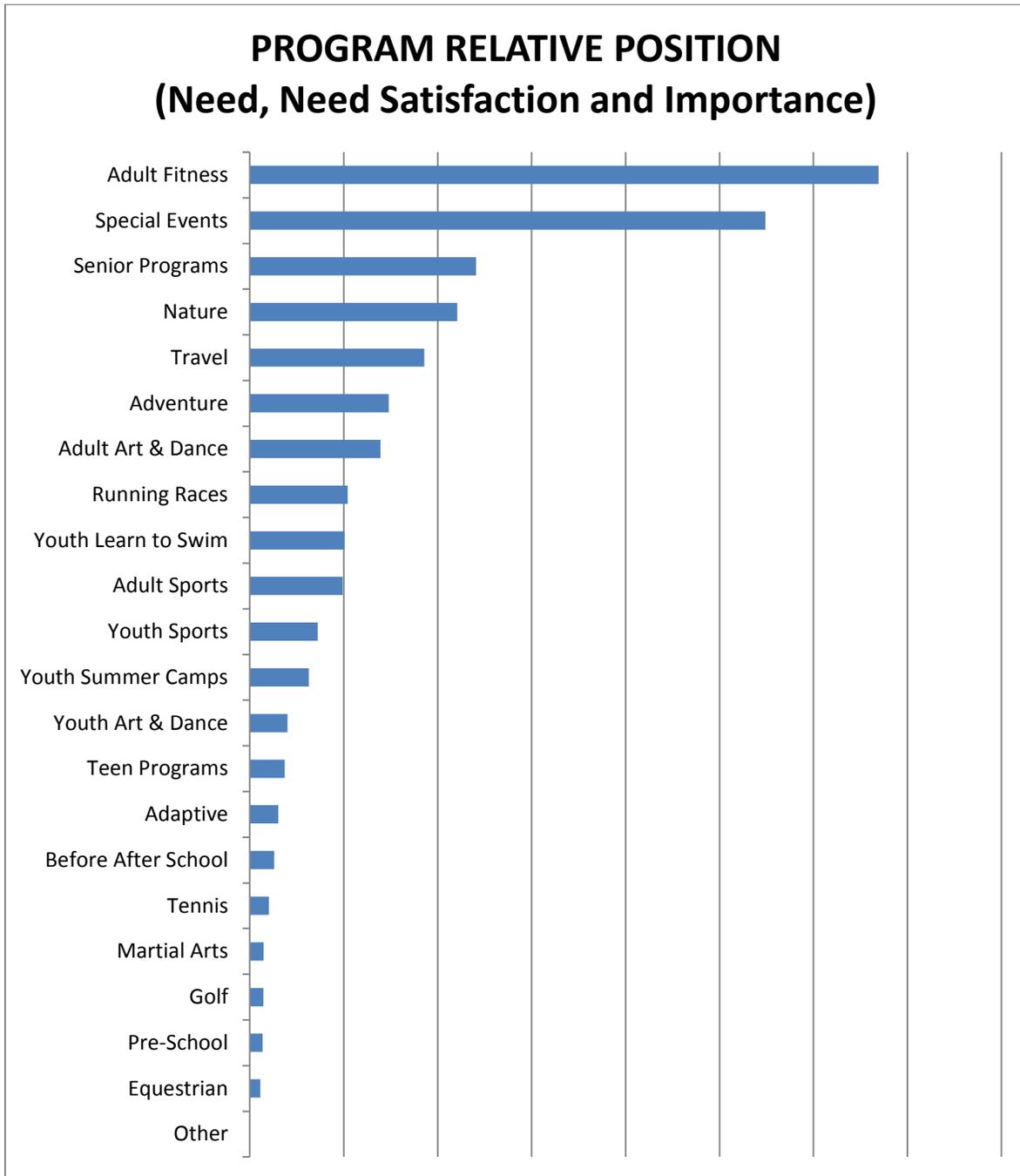
From a list of 23 various parks and recreation programs, respondents were asked to select the four programs most important to their community. The following summarizes key findings:

- Based on the sum of their top 4 choices, the program respondents rated as the most important to their Community was Special Events (16%). Adult Fitness (13%) was the second most cited program followed by Youth Sports (12%).



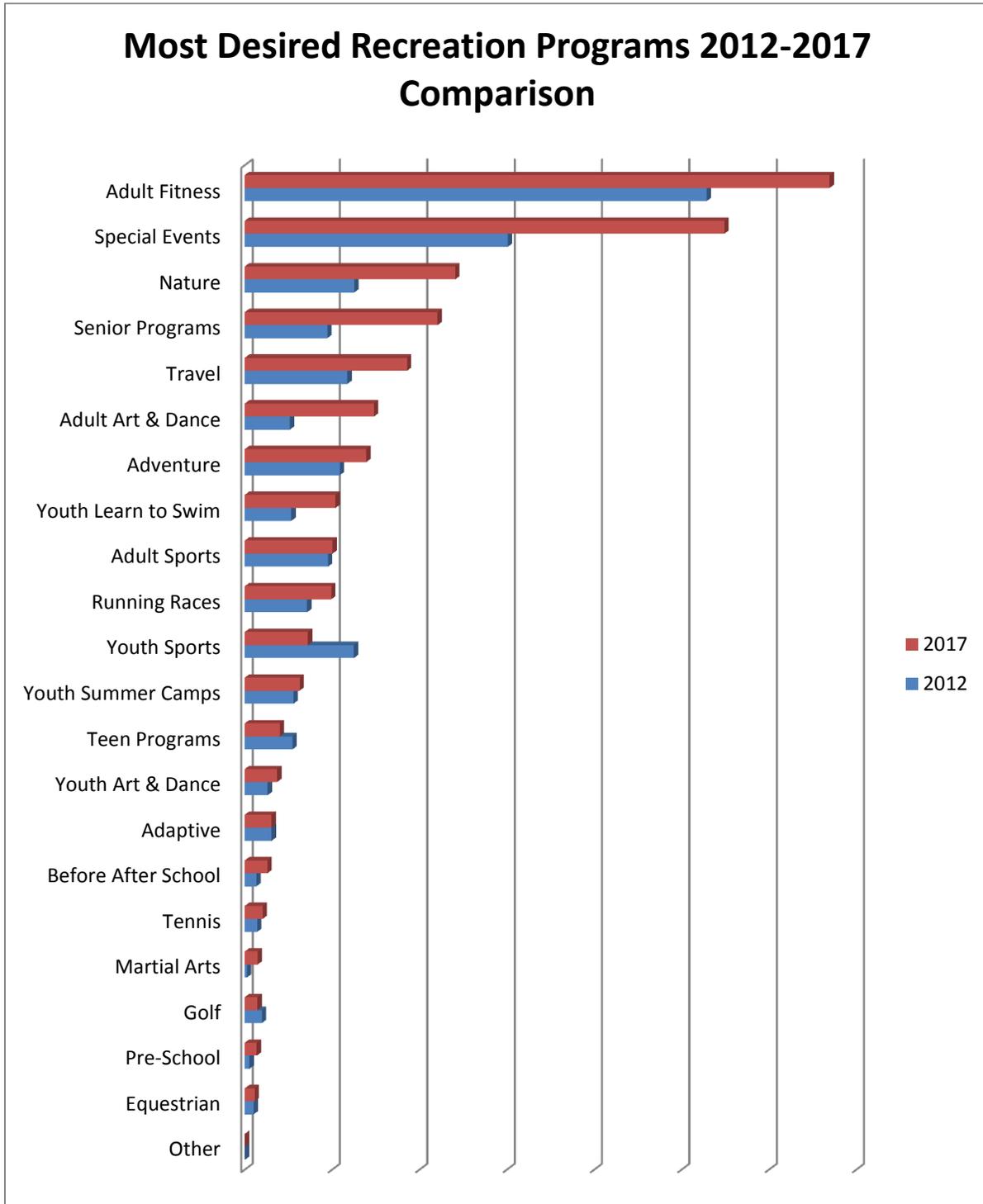
## Overall Most Desired Programs:

The previous recreation findings (8-10) in combination provide an opportunity to discover the relative importance of the 23 identified programs. Identified need, unmet need, and importance were combined to determine a program ranking. The ranking follows:



## Comparison of Overall Most Desired Facilities 2012 - 2017:

The following graph shows desire and ranking changes from the 2012 survey to 2017 results.



**11. Respondent households rating of Programs their households participate in most:**

**88% of respondent households report their experience with recreation programs as either Good or Excellent:**



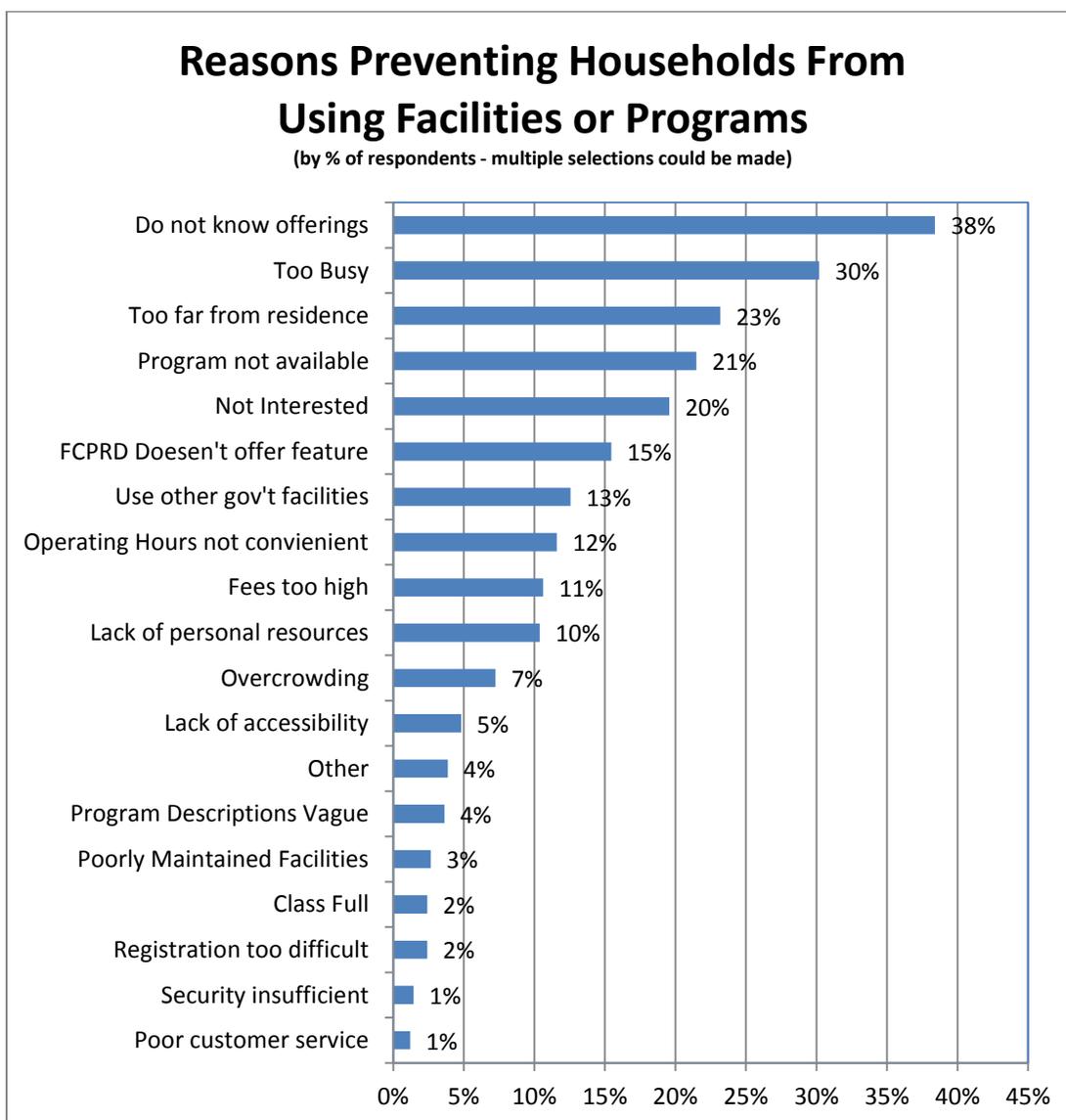
	2012	2017
Excellent	36%	28%
Good	52%	60%
Fair	11%	11%
Poor	1%	1%

# COMMUNICATION / MARKETING

## 12. Reasons preventing use of FCPRD Facilities and / or Programs

From a list of 19 potential reasons for not using facilities or programs respondents were asked to select all reasons relevant to them or their households. The following summarizes key findings:

- **Based on responses the identified reasons preventing households from using facilities or programs are Not Knowing Offerings (38%) and Too Busy (30%).** Other reasons include Too Far From Residence (23%) and Program Not Available (21%).

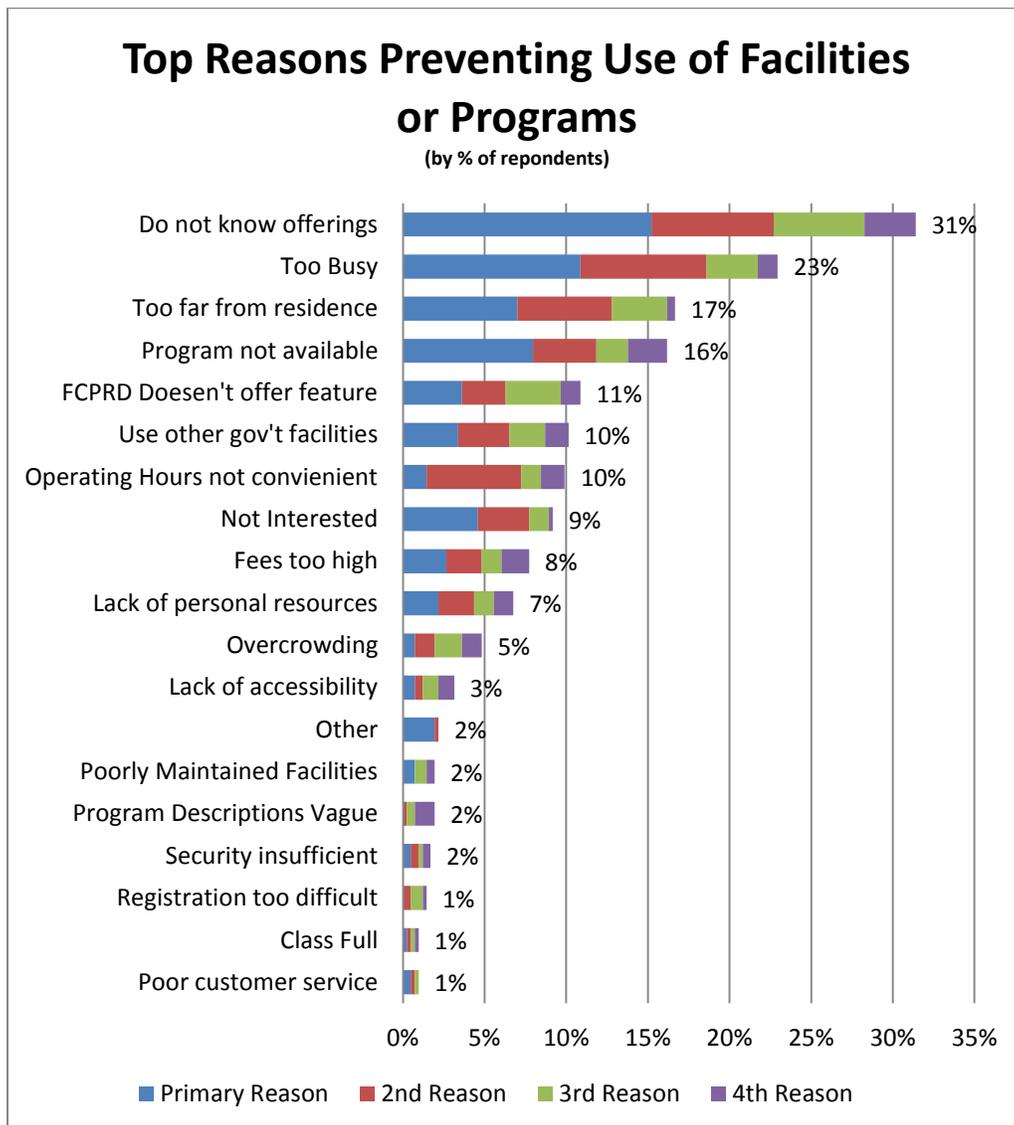


(2012: Too Busy – 35%, Do Not Know Offerings – 33%, Not Interested 25%)

### 13. Most Common Reasons Preventing Household Members from Using Facilities or Programs

From a list of 19 various reasons, respondents were asked to select the four most common reasons preventing them or their households from using Parks and Recreation facilities and / or programs. The following summarizes key findings:

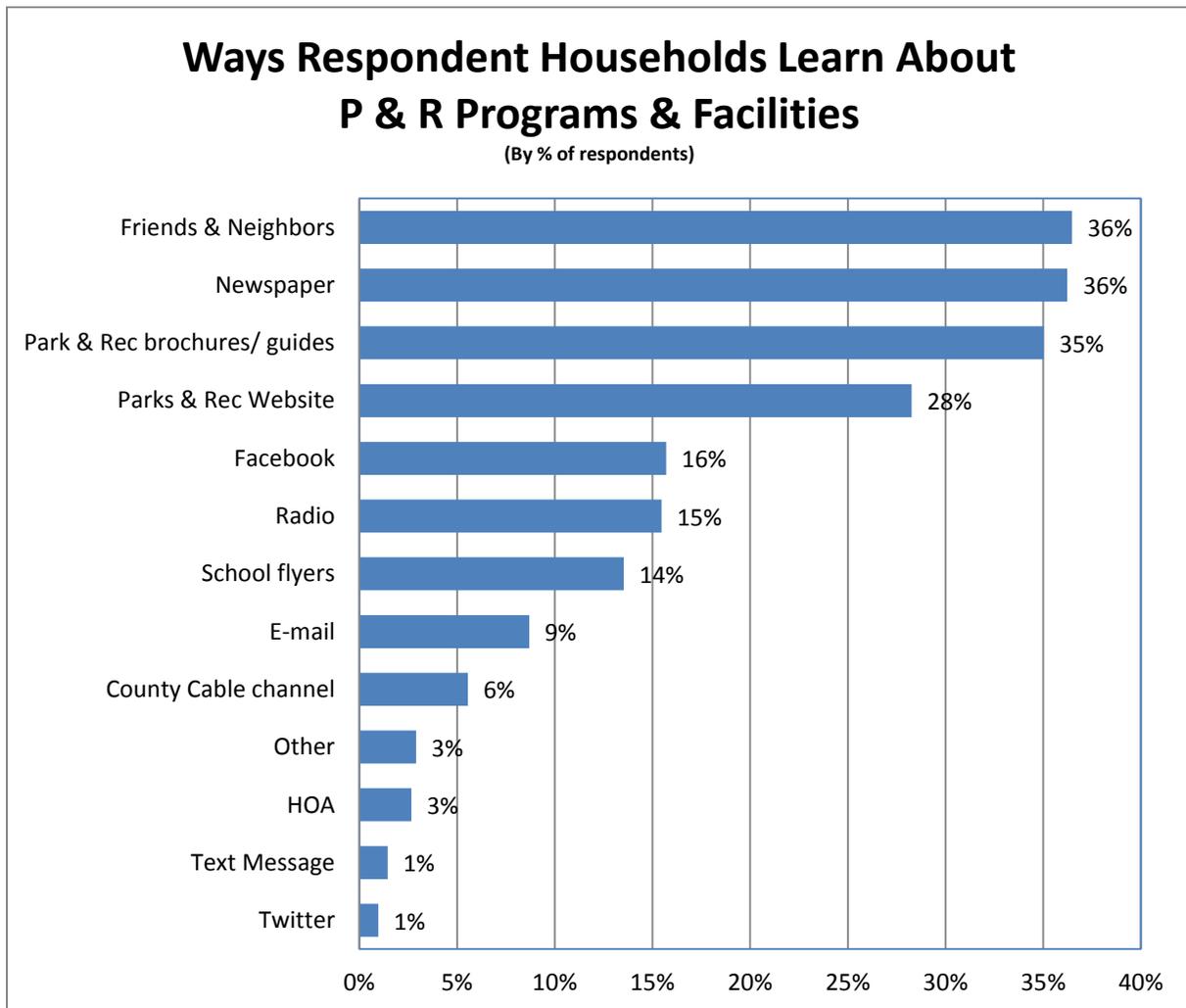
- **Based on the sum of their top 4 choices, the reasons respondents rated as the largest to their households was Do Not Know Offerings (31%) and Too Busy (23%).** Too far from Residence (17%) and Program Not Available (16%) follow.



## 14. Communicating FCPRD Facilities and Programs

From a list of 13 potential communication channels respondents were asked to select how they learn about FCPRD facilities and programs. Multiple selections were allowed. The following summarizes key findings:

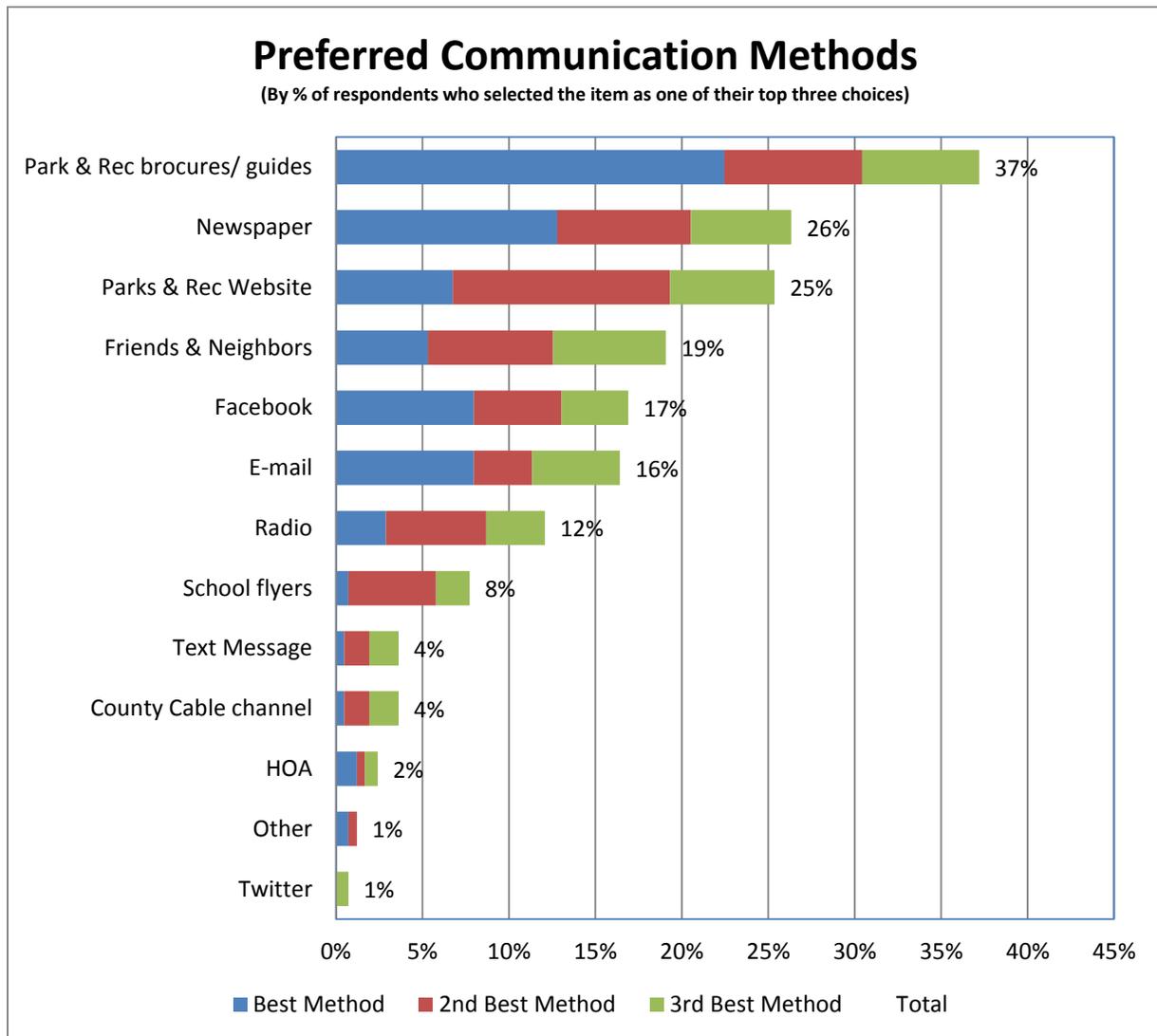
- **Based on selections, households indicate they learn mostly from Friends and Neighbors and Newspaper (36%).** Other learning methods include Park & Recreation Brochures and Guides (35%) and FCPRD Website (28%).



## 15. Preferred Communication Methods

From a list of 13 various communication methods, respondents were asked to select the three best methods for their household to learn about FCPRD facilities and programs. The following summarizes key findings:

- **Based on the sum of their top 3 choices, the communication method rated as the best to their households are FCPRD Brochures / Guides (37%) and Newspaper (26%).** Following these were FCPRD Website (25%), Friends and Neighbors (19%) and Facebook (17%).

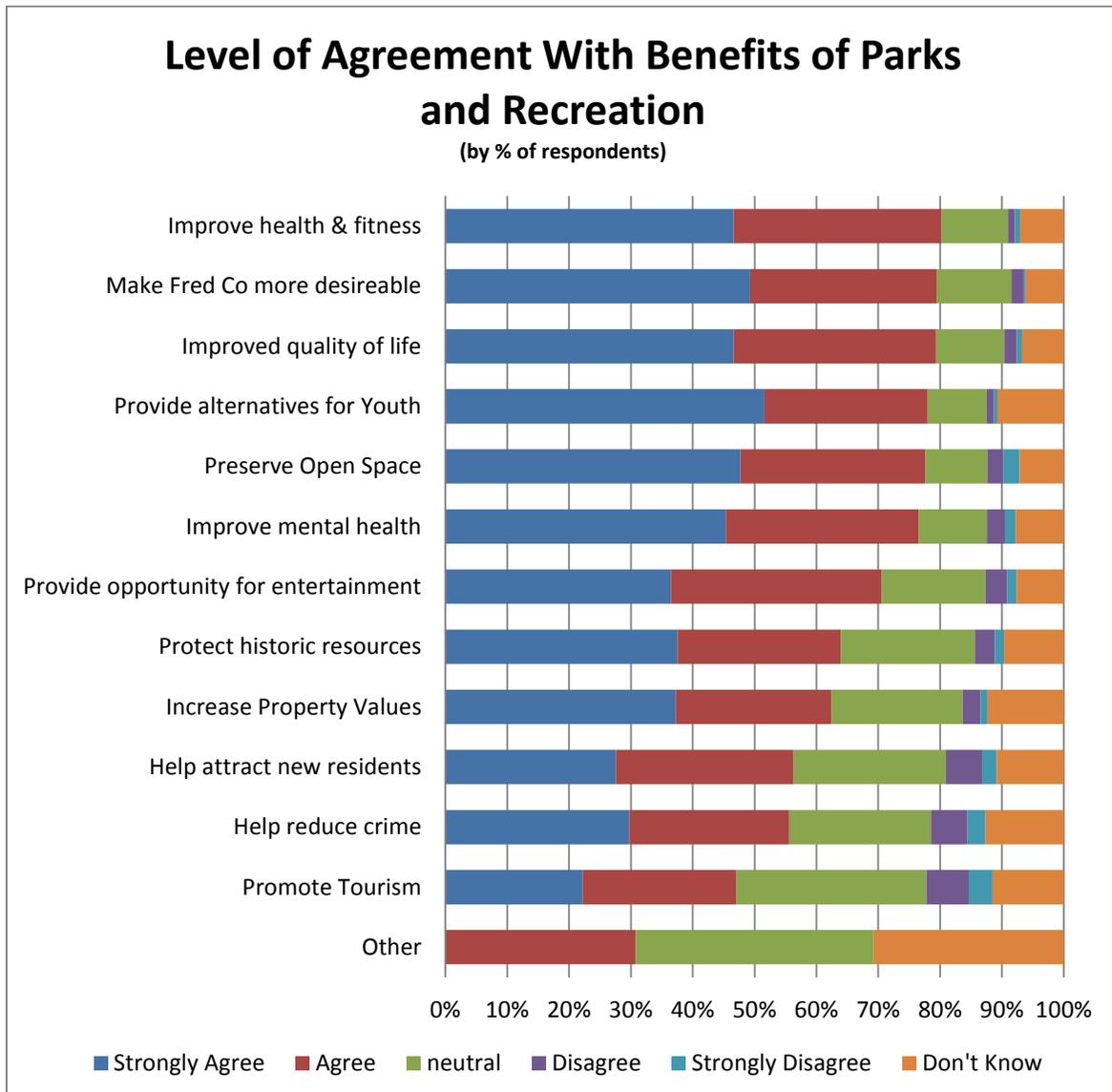


# COMMUNITY BENEFITS

## 16. Benefits Derived from Parks and Recreation

From a list of 13 key benefits provided by Parks and Recreation, respondents were asked to indicate their level of agreement with each benefit. The following summarizes key findings:

- High levels of Agreement or Strong Agreement with many key benefits was identified.** Highest agreement was among; Improve Health and Fitness (81%), Make Frederick County More Desirable (79%), Improved Quality of Life (79%), Provide Alternatives for Youth (78%), and Preserve Open Space (78%).

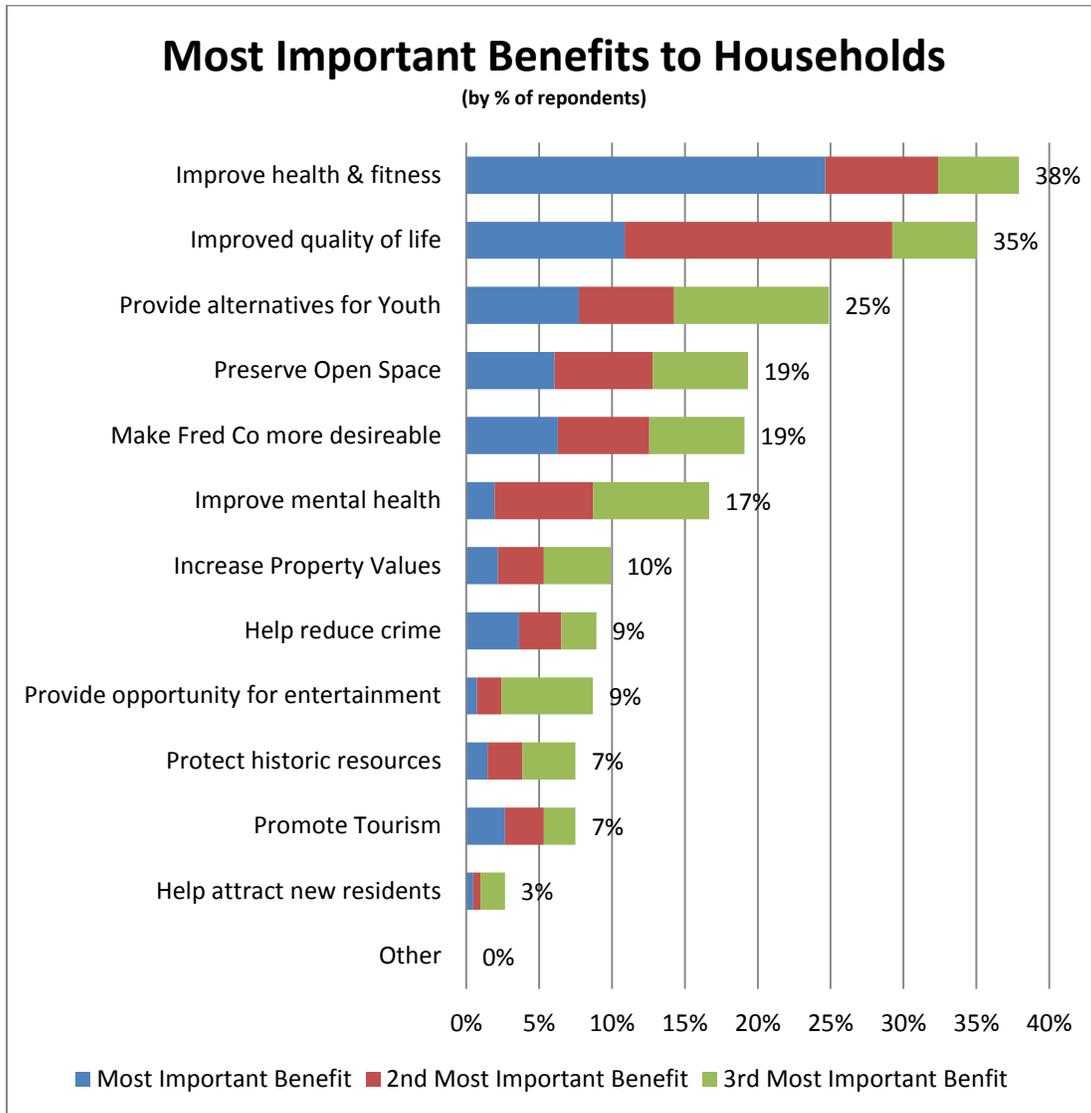


\*sorted by 'Strongly Agree' and 'Agree' combined

## 17. Most Important Benefits for Households

From a list of 13 key community benefits respondents were asked to select the three most important benefits Parks and Recreation provides for their households. The following summarizes key findings:

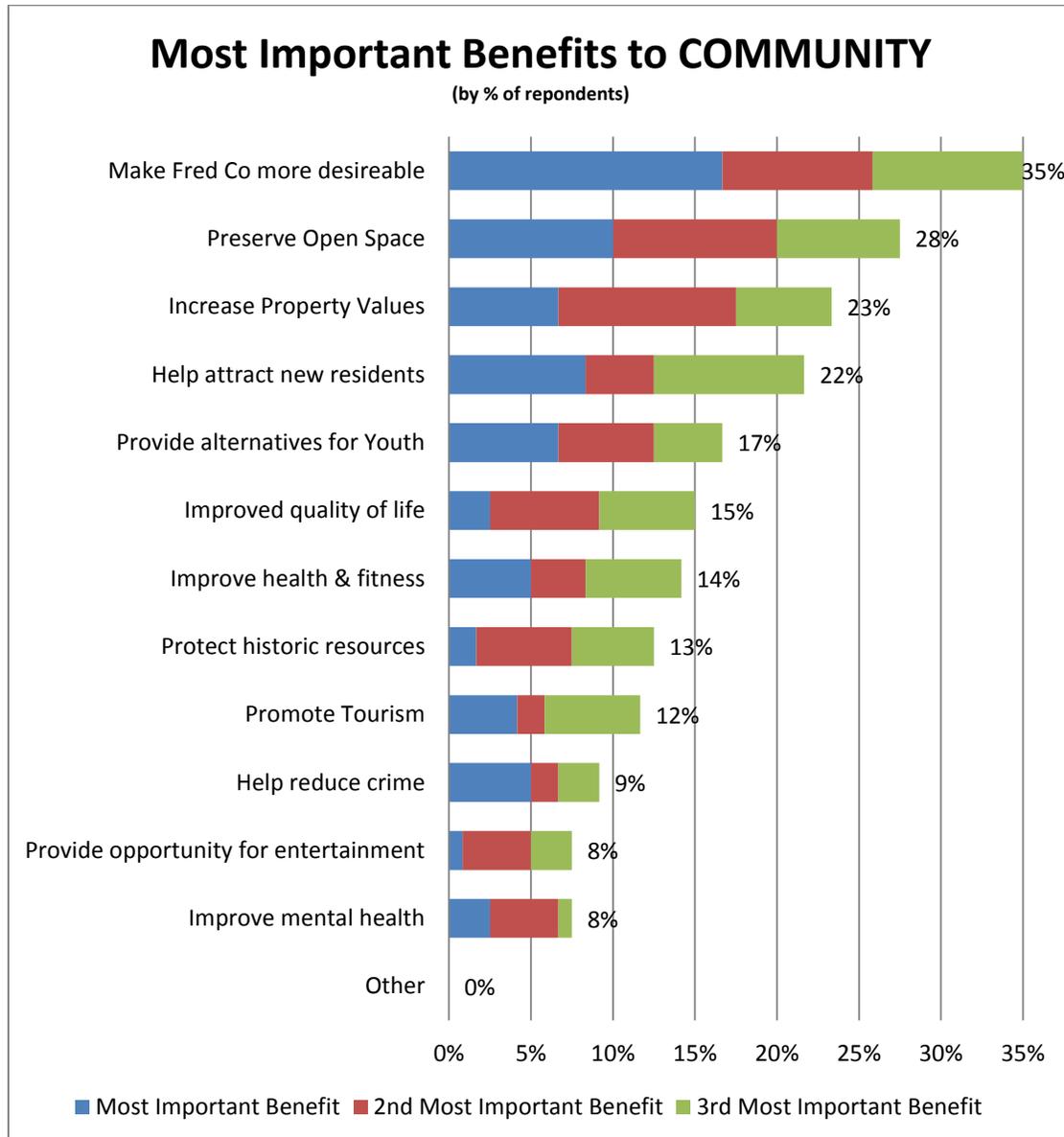
- **Based on the sum of their top 3 choices, the key park and recreation benefit to households is Improve Health and Fitness (38%).** Improved Quality of Life (35%), Provide Alternatives for Youth (25%), and Make Frederick County More Desirable (19%) follow.



## 18. Most Important Benefits for Community

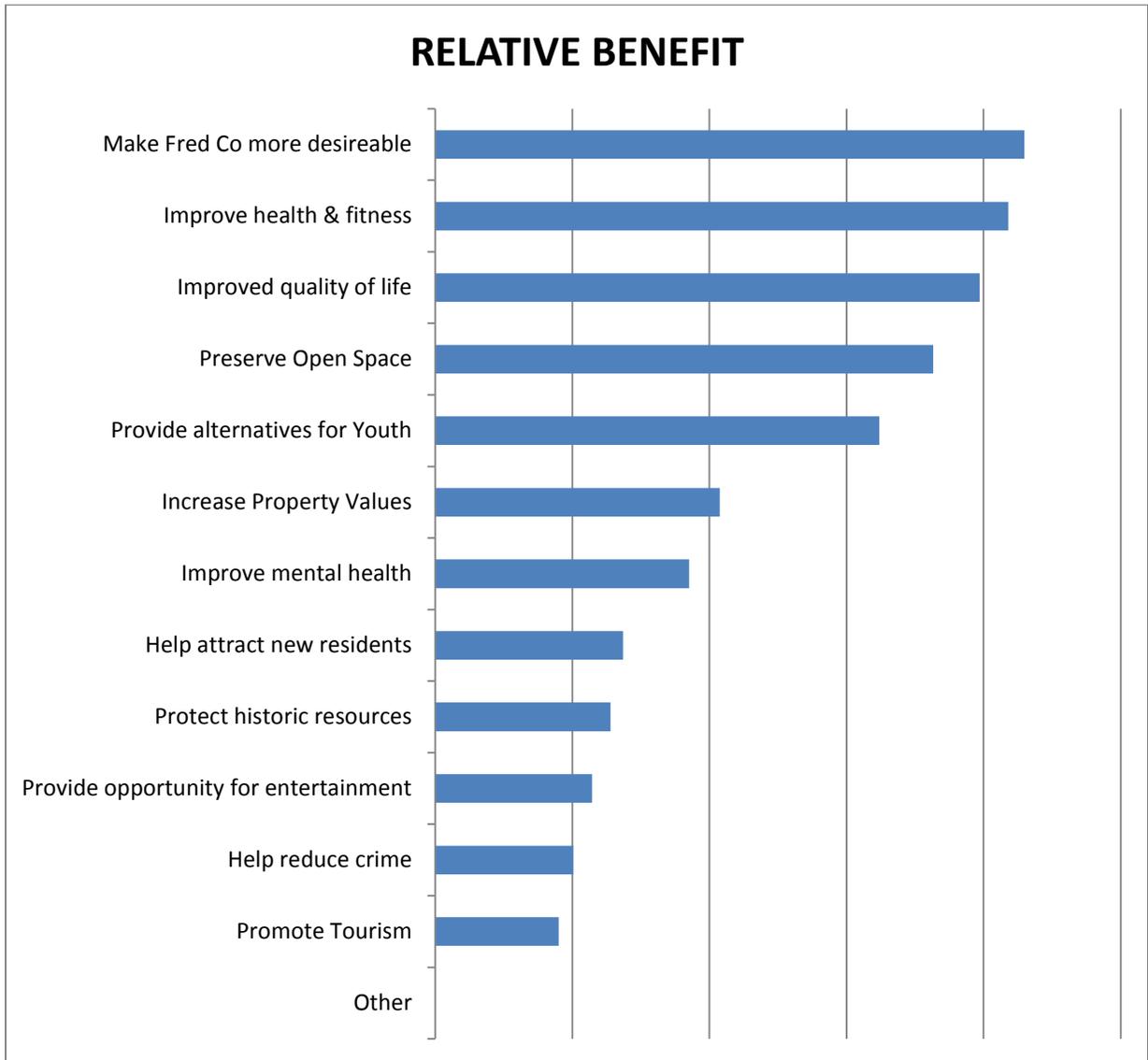
From a list of 13 key community benefits respondents were asked to select the three most important benefits Parks and Recreation provides for the Community. The following summarizes key findings:

- **Based on the sum of their top 3 choices, the key park and recreation benefit for the Community is Make Frederick County More Desirable (35%).** Preserve Open Space (28%), Increase Property Values (23%), and Help Attract New Residents (22%) follow.



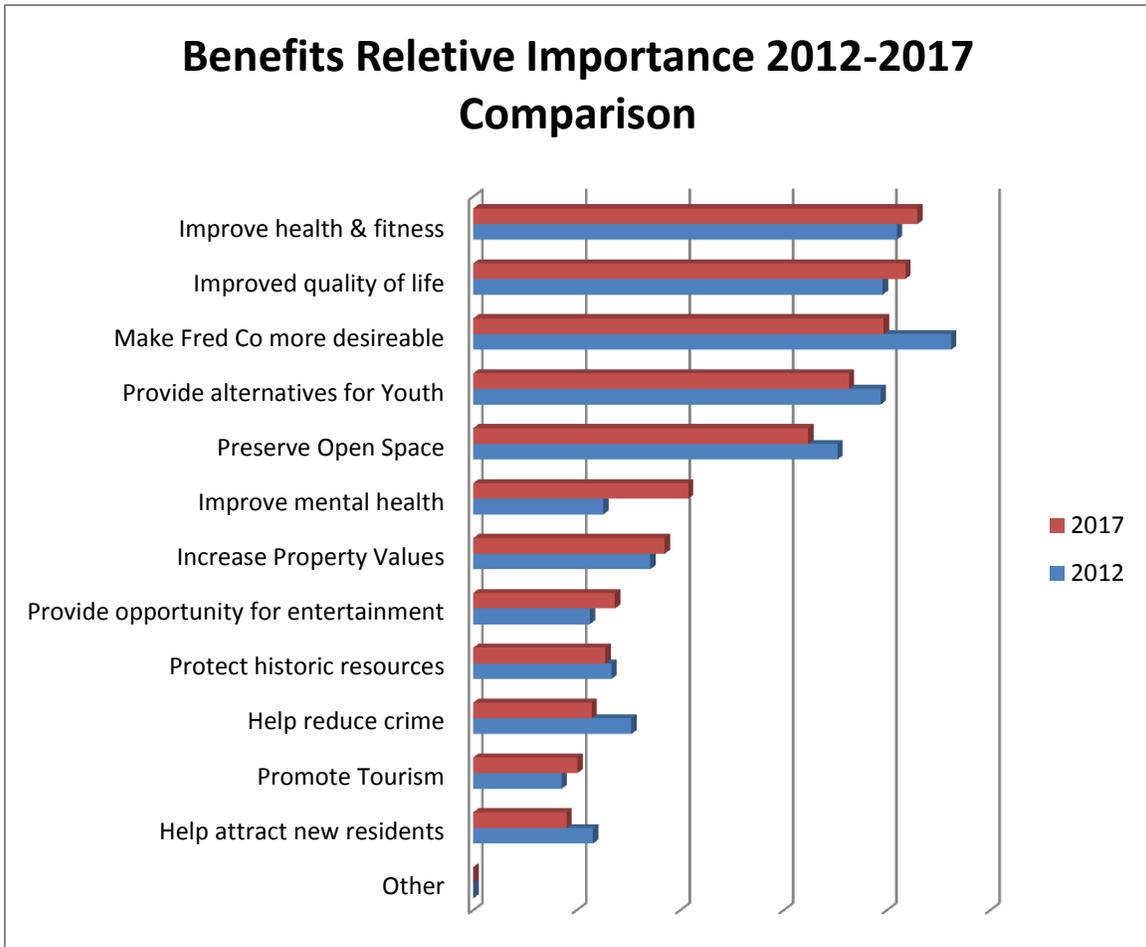
## Overall Greatest Benefits:

The previous benefits findings (16-18) in combination provide an opportunity to discover the relative importance of the 12 identified benefits. Agreement with Benefit and importance were combined to determine a benefit ranking. The ranking follows:



## Comparison of Overall Most Desired Facilities 2012 - 2017:

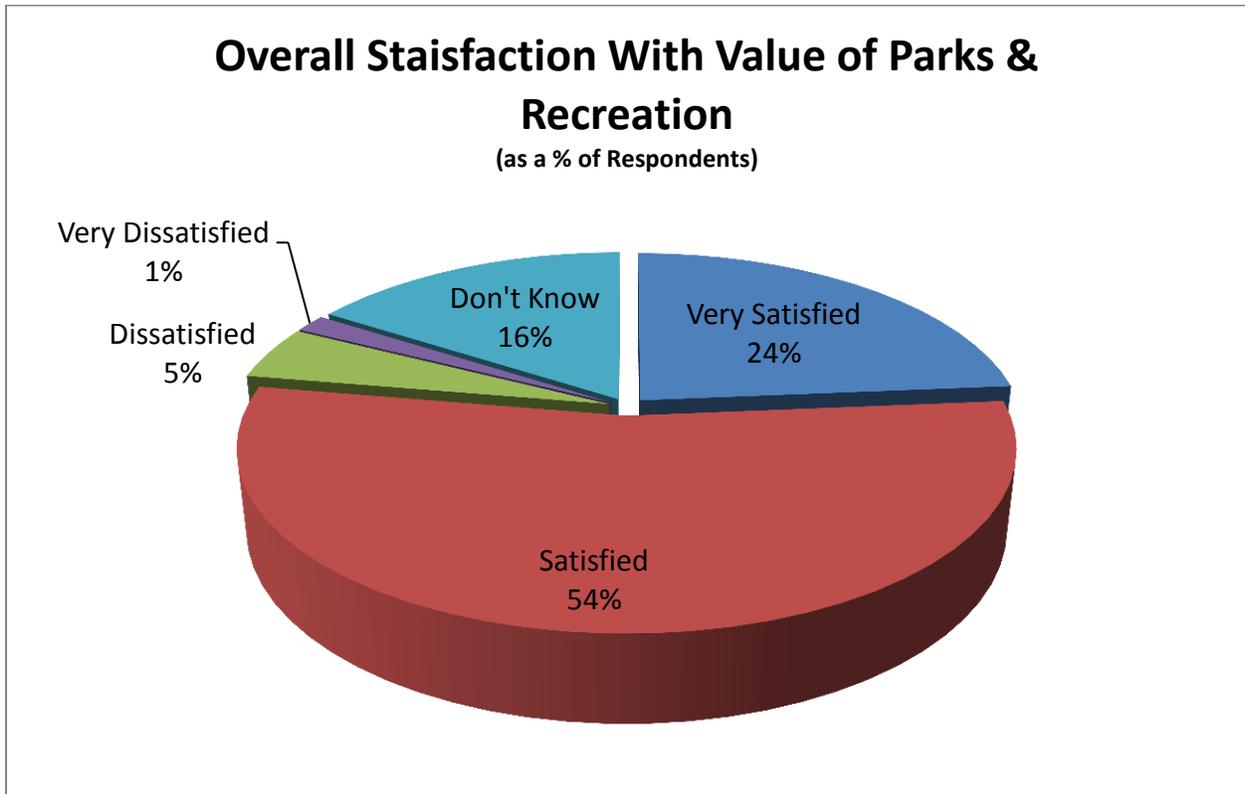
The following graph shows desire and ranking changes from the 2012 survey to 2017 results.



# OVERALL SATISFACTION

## 19. Satisfaction with Parks and Recreation

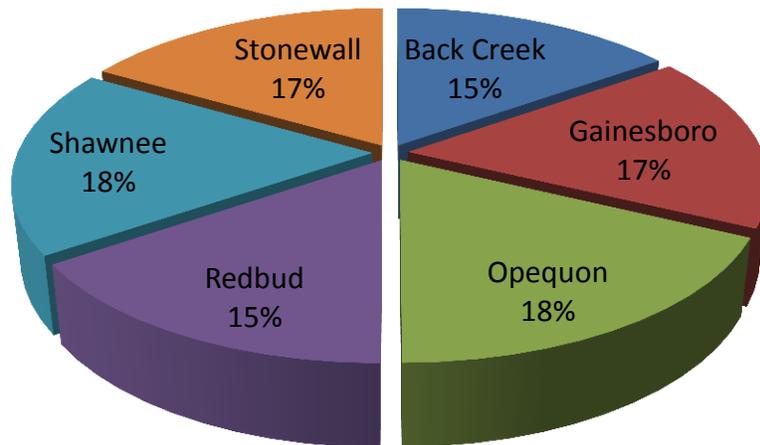
78% of respondent households report their overall satisfaction with Parks and Recreation as either Satisfied or Very Satisfied.



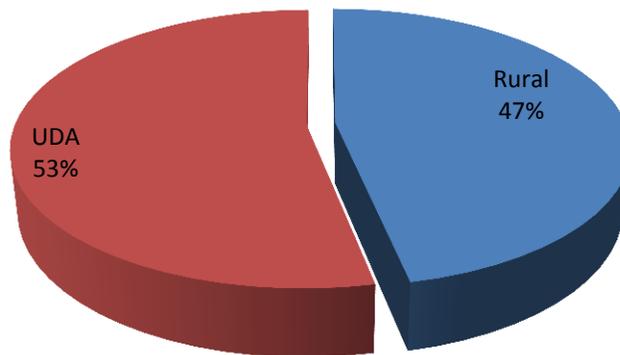
	2012	2017
Very Satisfied	20%	21%
Satisfied	51%	49%
Dissatisfied	3%	4%
Very Dissatisfied	1%	1%
Don't Know	15%	14%

# DEMOGRAPHICS

**Respondents by District**  
(as a % of Respondents)



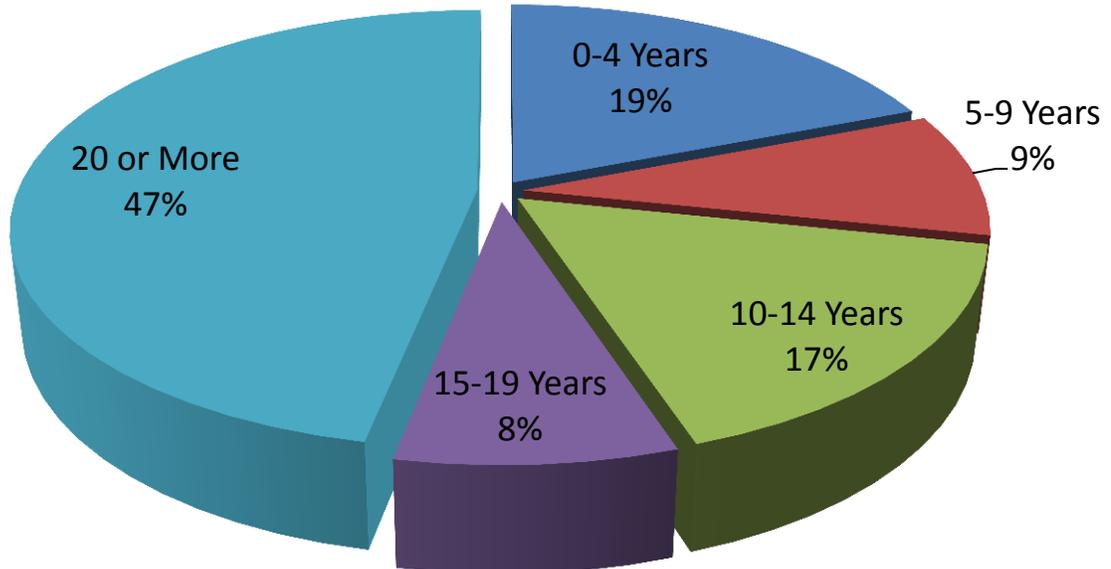
**Respondents in UDA or Rural Areas**



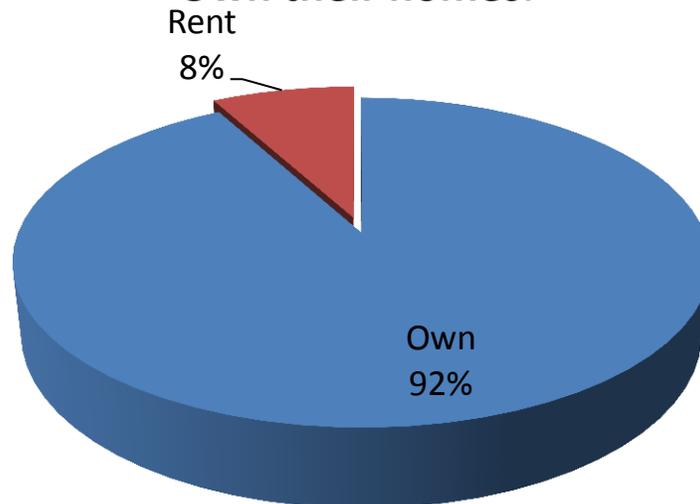
(2012: UDA 47%, Rural 53%)

## 20. How Long Respondents Have Lived in Frederick County

(as a % of Respondents)

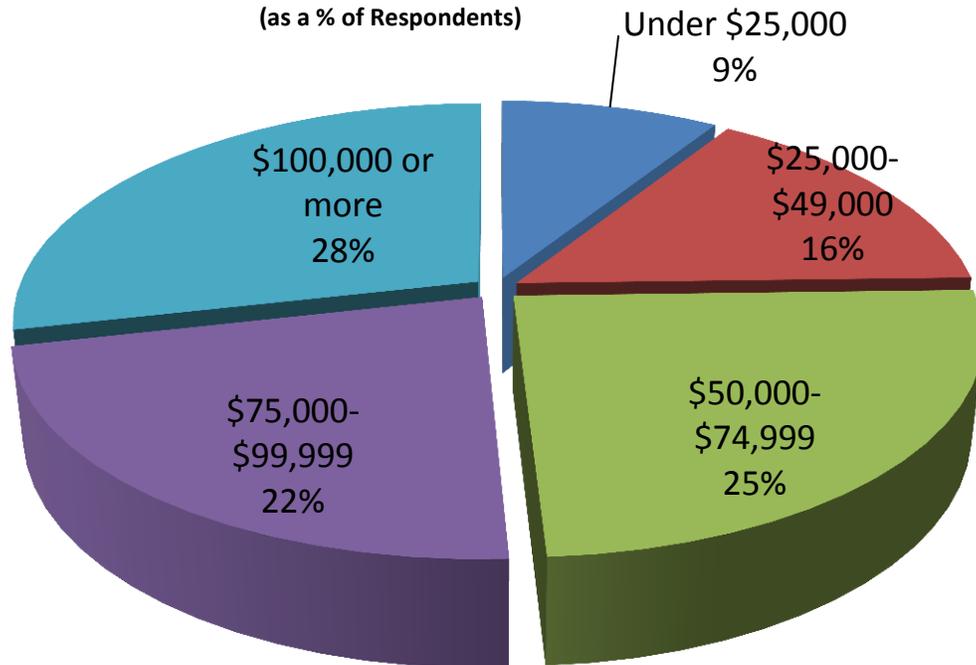


## 21. Percent of Respondents Who Rent or Own their homes.

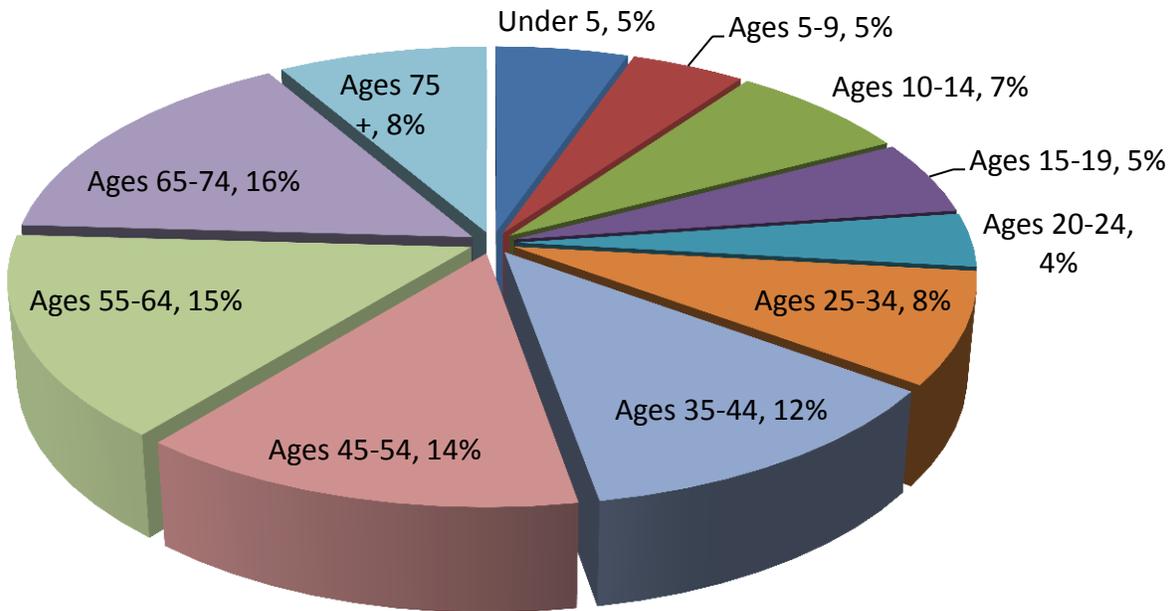


## 22. Respondent Household Income

(as a % of Respondents)

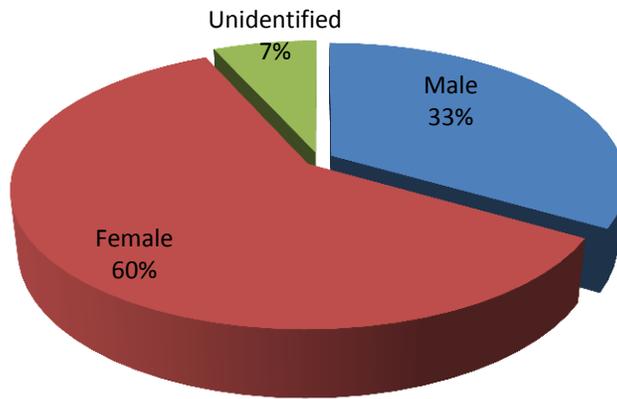


### 23. Age of Respondent Household Members



24. Average Respondent Age: **56**  
(2012: 57)

### 25. Respondent Gender



## DEMOGRAPHIC COMPARISON

DISTRICT	Actual	Survey	Difference
Back Creek	17%	15%	-1.5%
Gainesboro	16%	17%	0.5%
Opequon	16%	18%	1.6%
Red Bud	16%	15%	-0.9%
Shawnee	17%	18%	0.4%
Stonewall	17%	17%	-0.1%

### UDA / RURAL

Rural	51%	47%	-4.0%
UDA	49%	53%	3.5%

### MALE / FEMALE

Male	50%	33%	-16.4%
Female	50%	60%	9.6%

### HOUSEHOLD AGE DISTRIBUTION\*

Under 18	25%	23%	-2.3%
20-24	5%	4%	-1.4%
25-34	12%	8%	-3.5%
35-49	23%	26%	3.0%
50-64	20%	15%	-4.6%
65 & Over	13%	24%	11.4%

\*Approximation between survey and census data ranges

### RENT / OWN

Rent	21%	8%	-13.3%
Own	78%	92%	14.5%

### HOUSEHOLD INCOME

Under \$25,000	15%	8%	-7.2%
\$25,000-\$49,000	25%	13%	-11.7%
\$50,000-\$74,999	20%	21%	1.3%
\$75,000-\$99,999	15%	19%	4.0%
\$100,000 or more	25%	24%	-0.8%

Comparisons made to 2010 US Census Data