



MEMO

To: Parks and Recreation Planning Committee
From: Jon Turkel, Assistant Director
Subject: 2022 Parks and Recreation Community Survey
Date: February 16, 2022

The Planning Committee is scheduled to meet at 11am on Tuesday February 22, 2022 in the 1st Floor Conference Room (Purple Room); 107 N. Kent St. Winchester, VA 22601. Agenda includes:

Items:

1. Parks and Recreation is due to send out its community survey based on a five-year cycle. The first community survey was conducted in 2012 and at that time the survey instrument was designed to provide actionable information for the department with a vision to track result changes in subsequent survey cycles. There were no changes in the survey instrument from 2012-2017. After assessing the value of specific results to the department and looking to facilitate survey completion for recipients, changes are proposed for 2022. A copy of the 2017 Survey and proposed 2022 survey with modifications is attached.

Changes to question numbers on the 2017 Survey:

- #3. Remove
- #4. Remove Sub-categories of specific parks
- #4. Remove Condition Rating
- #4. Add Bowman Lake Trail
- #4. Add "Park" to Reynolds Store
- #5. Add Pickleball
- #8. Alphabetize program list
Heading: "Communications/Marketing" to: "Participation"
- #13. Remove
- #14. Remove
- #16. Combine 2+4
- #20. Remove
- #22. Remove
- #23. Consolidate age groups
- #24. Remove

For reference the 2017 Community Survey results summary is attached. Please let me know if you have any questions.

Park and Recreation Resident Survey

All responses will remain confidential. 2017

Frederick County would like your input to help determine park and recreation priorities for our community. This survey will take 5-10 minutes to complete. When you are finished, please return your survey in the enclosed postage-paid return-reply envelope. We greatly appreciate your time!

To fill Survey On-Line go to:
<http://www.fcva.us/pkssrv>
 Enter Code: 521567

1. Are you a resident of Frederick County (✓ one)
 ___ Yes (Please continue with the survey)
 ___ No (Please discontinue the survey. This survey is only for residents of Frederick County)

2. Please indicate with a "✓" any organization you or your household has used for indoor or outdoor recreation and sports activities in the past 12 months:

	✓	ORGANIZATION
1.		Frederick County Parks & Recreation
2.		Winchester City Parks & Recreation
3.		Other local Parks & Recreation Agency
4.		Virginia State Parks
5.		Federal Parks & Forests
6.		School Facilities
7.		Private Clubs / Recreation Facilities
8.		Private Youth Sports Leagues
9.		Homeowners Association
10.		Church
11.		Private Property
12.		Other:
13.		None, don't use any facilities

3. Which FOUR of the organizations from the list in Question #2 are the most common for your household to use? (Please write the number for your 1st, 2nd, 3rd, and 4th choices, or mark 'NONE')
 1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE

FREDERICK COUNTY PARKS & FACILITIES

4. Below please indicate if your household has used any of the recreation facilities listed during the past 12 months by circling YES or NO next to the facility.

If YES, please indicate how you would rate the condition of the recreation facility by circling the corresponding number to the right of the facility.

NAME OF FACILITY		Do you use this facility?		If YES, rate the condition of the facility			
				Excellent	Good	Fair	Poor
1.	Sherando Park (SH)	Yes	No	4	3	2	1
a.	SH Baseball / Softball fields	Yes	No	4	3	2	1
b.	SH Pool	Yes	No	4	3	2	1
c.	SH Soccer fields	Yes	No	4	3	2	1
d.	SH Walking/biking trails	Yes	No	4	3	2	1
e.	SH Playground	Yes	No	4	3	2	1
f.	SH Picnic Shelters	Yes	No	4	3	2	1
2.	Clearbrook Park (CB)	Yes	No	4	3	2	1
a.	CB Baseball / Softball fields	Yes	No	4	3	2	1
b.	CB Pool	Yes	No	4	3	2	1
c.	CB Walking/biking trails	Yes	No	4	3	2	1
d.	CB Playground	Yes	No	4	3	2	1
e.	CB Picnic Shelters	Yes	No	4	3	2	1
3.	Frederick Hgts. Park	Yes	No	4	3	2	1
4.	Reynolds Store	Yes	No	4	3	2	1
5.	Rose Hill Park	Yes	No	4	3	2	1
6.	Sherando Community Ctr. (SHCC)	Yes	No	4	3	2	1
a.	SHCC Weight Room	Yes	No	4	3	2	1
b.	SHCC Multi Purpose Room	Yes	No	4	3	2	1
c.	SHCC Racquetball Courts	Yes	No	4	3	2	1
7.	Greenwood Mill Community Ctr. (GMCC)	Yes	No	4	3	2	1
a.	GMCC Weight Rm	Yes	No	4	3	2	1
b.	GMCC Gymnasium	Yes	No	4	3	2	1
8.	Gainesboro Community Ctr. (GBCC)	Yes	No	4	3	2	1
a.	GBCC Multi Purpose Room	Yes	No	4	3	2	1
b.	GBCC Gymnasium	Yes	No	4	3	2	1
9.	Orchard View Ctr.	Yes	No	4	3	2	1
10.	Evendale Community Ctr. (EVCC)	Yes	No	4	3	2	1
a.	EVCC Multi Purpose Room	Yes	No	4	3	2	1
b.	EVCC Gymnasium	Yes	No	4	3	2	1

5. Please indicate if you or any member of your household HAS A NEED for each of the parks and recreation facilities listed below by **circling the YES or NO** next to the park/facility.

If YES, please rate your selected parks and recreation facilities of this type in Frederick County on a scale of 5 to 1, where 5 means "100% Meets Needs" and 1 means "Does Not Meet Needs" of your household.

TYPE OF FACILITY		Do you or household members have a need for this Facility?		If YES, How Well Are Your Needs Currently Being Met?				
				100% Met	75% Met	50% Met	25% Met	0% Met
1.	Small Neighborhood Parks	Yes	No	5	4	3	2	1
2.	Large Community Parks	Yes	No	5	4	3	2	1
3.	Walking/Biking Trails	Yes	No	5	4	3	2	1
4.	Indoor Aquatics	Yes	No	5	4	3	2	1
5.	Outdoor Aquatics	Yes	No	5	4	3	2	1
6.	Water Spray Decks	Yes	No	5	4	3	2	1
7.	Soft/Baseball Fields	Yes	No	5	4	3	2	1
8.	Soccer Fields	Yes	No	5	4	3	2	1
9.	Play Grounds	Yes	No	5	4	3	2	1
10.	Open Play Areas	Yes	No	5	4	3	2	1
11.	Skateboard Park	Yes	No	5	4	3	2	1
12.	Tennis Courts	Yes	No	5	4	3	2	1
13.	Outdoor Bsktball Crts	Yes	No	5	4	3	2	1
14.	Indoor Bsktball Crts	Yes	No	5	4	3	2	1
15.	Shelters/Picnic Areas	Yes	No	5	4	3	2	1
16.	Senior Center	Yes	No	5	4	3	2	1
17.	Amphitheatre	Yes	No	5	4	3	2	1
18.	Dog Park Area	Yes	No	5	4	3	2	1
19.	Ice Rink	Yes	No	5	4	3	2	1
20.	Recreation Center	Yes	No	5	4	3	2	1
21.	Outdoor Track	Yes	No	5	4	3	2	1
22.	Equestrian Trails	Yes	No	5	4	3	2	1
23.	Ropes Course	Yes	No	5	4	3	2	1
24.	Exercise/Fitness Facility	Yes	No	5	4	3	2	1
25.	Natural Areas	Yes	No	5	4	3	2	1
26.	Creek/Stream Access Sites	Yes	No	5	4	3	2	1
27.	Lake/Pond Access	Yes	No	5	4	3	2	1
28.	Golf Course	Yes	No	5	4	3	2	1
29.	Camping Areas	Yes	No	5	4	3	2	1
30.	Other	Yes	No	5	4	3	2	1

6. Which FOUR of the facilities from the list in Question #5 are most important to **YOUR HOUSEHOLD**? (Please write the letter for your 1st, 2nd, 3rd, and 4th choices, or mark 'NONE')

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

7. Which FOUR of the facilities from the list in Question #5 are most important to **YOUR COMMUNITY**? (Please write the letter for your 1st, 2nd, 3rd, and 4th choices, or mark 'NONE')

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

This concludes the PARKS section. If you have any comments specific to PARKS please provide them here. Otherwise please continue to Question #8.

FREDERICK COUNTY RECREATION

8. Please indicate if you or any member of your household HAS A NEED for each of the recreation programs listed below by **circling the YES or NO** next to the recreation program.

If YES, please rate your selected parks and recreation programs of this type in Frederick County on a scale of 5 to 1, where 5 means "100% Meets Needs" and 1 means "Does Not Meet Needs" of your household:

TYPE OF PROGRAM		Do you or household members have a need for this Program?		If YES, How Well Are Your Needs Currently Being Met?				
				100% Met	75% Met	50% Met	25% Met	0% Met
1.	Before & After School Programs	Yes	No	5	4	3	2	1
2.	Pre-School Programs	Yes	No	5	4	3	2	1
3.	Swim Lessons/ Swim Team	Yes	No	5	4	3	2	1
4.	Youth Summer Camps	Yes	No	5	4	3	2	1
5.	Youth Sports	Yes	No	5	4	3	2	1
6.	Youth Art, Dance, Performing Arts	Yes	No	5	4	3	2	1
7.	Teen Programs	Yes	No	5	4	3	2	1
8.	Adult Sports	Yes	No	5	4	3	2	1
9.	Adult Fitness & Wellness	Yes	No	5	4	3	2	1
10.	Adult Art, Dance, Performing Arts	Yes	No	5	4	3	2	1
11.	Senior Adult Programs	Yes	No	5	4	3	2	1
12.	Adventure Recreation	Yes	No	5	4	3	2	1
13.	Tennis Lessons & Leagues	Yes	No	5	4	3	2	1
14.	Golf Lessons & Leagues	Yes	No	5	4	3	2	1
15.	Equestrian Lessons	Yes	No	5	4	3	2	1

16.	Running/Walking Races	Yes	No	5	4	3	2	1
17.	Special Events / Festivals	Yes	No	5	4	3	2	1
18.	Travel Programs	Yes	No	5	4	3	2	1
19.	Nature Programs	Yes	No	5	4	3	2	1
20.	Programs for people with disabilities	Yes	No	5	4	3	2	1
21.	Martial Arts Programs	Yes	No	5	4	3	2	1
23.	Other	Yes	No	5	4	3	2	1

9. Which FOUR of the programs from the list in Question #8 are most important to your household? (Please write the number for your 1st, 2nd, 3rd, and 4th choices, or mark 'NONE')

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

10. Which FOUR of the programs from the list in Question #8 do you currently participate in MOST OFTEN with Frederick County Parks and Recreation? (Please write the number for your 1st, 2nd, 3rd, and 4th choices, or mark 'NONE')

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

11. Please rate the overall quality of the programs you or your household have participated in most, (as listed in Question #10): (√ one)

Excellent (4)	Good (3)	Fair (2)	Poor (1)	Not Participated (6)

This concludes the RECREATION section. If you have any comments specific to RECREATION please provide them here. Otherwise please continue to Question #12.

COMMUNICATIONS / MARKETING

12. Please CHECK ALL the reasons that PREVENT you or members of your household from using Frederick County parks, recreation facilities, or programs more often:

√	REASON:
1.	Not Interested
2.	Facilities are poorly maintained
3.	Program or service is not available
4.	FCPRD doesn't offer desired features or facility
5.	Security is insufficient
6.	Too far from our residence
7.	Lack of accessibility
8.	Fees are too high

9.	Operating hours are not convenient
10.	Use other Federal/State/Local lands/facilities
11.	Too busy - not enough time
12.	Do not know what is being offered
13.	Program descriptions vague or difficult to understand
14.	Poor customer service by staff
15.	Overcrowding
16.	Lack of personal resources (money, equipment)
17.	Class/Program Full
18.	Registration too difficult
19.	Other

13. Which FOUR reasons from the list in Question #12 are the most common for your household? (Please write the number for your 1st, 2nd, 3rd, and 4th choices, or mark 'NONE')

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

14. Please CHECK (√) the ways YOU learn about Frederick County programs, parks and facilities:

√	LEARN FROM:
1.	Park & Recreation brochures / guides
2.	Parks & Recreation Website
3.	Newspaper
4.	Radio
5.	Television
6.	From friends and neighbors
7.	E-mail Newsletter (Rec Reminder)
8.	Twitter
9.	Facebook
10.	School flyers, Peach Jar or newsletters
11.	From Home Owners Association (HOA)
12.	Text Messages
13.	Other:

15. Which THREE of the communication methods from the list in Question #14 are the best for your household? (Please write the number for your 1st, 2nd, and 3rd choices, or mark 'NONE')

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

This concludes the COMMUNICATIONS/MARKETING section. If you have comments specific to COMMUNICATIONS/MARKETING please provide them here. Otherwise please continue to Question #16.

COMMUNITY BENEFITS

Survey continued on next page.

16. From the options below please indicate your level of agreement with the benefits being provided by parks and recreation

BENEFITS		Level of Agreement with Potential Benefit					
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1.	Improve physical health and fitness	5	4	3	2	1	6
2.	Improve quality of life through recreation/leisure	5	4	3	2	1	6
3.	Provide healthy & positive alternatives for youth	5	4	3	2	1	6
4.	Make Frederick County a more desirable place to live	5	4	3	2	1	6
5.	Promote tourism	5	4	3	2	1	6
6.	Help reduce crime	5	4	3	2	1	6
7.	Preserve open space and the environment	5	4	3	2	1	6
8.	Improve mental health and reduce stress	5	4	3	2	1	6
9.	Increase property values in surrounding area	5	4	3	2	1	6
10.	Provide / Increase opportunity for entertainment	5	4	3	2	1	6
11.	Protect historic resources	5	4	3	2	1	6
12.	Help attract new residents and businesses	5	4	3	2	1	6
13.	Other:	5	4	3	2	1	6

17. Which THREE of the benefits from the list in Question #16 are the most important FOR YOUR HOUSEHOLD? (Please write the number for your 1st, 2nd, and 3rd choices, or mark 'NONE')

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

19. Please rate your satisfaction with the overall value of the Parks & Recreation Department. (√ one)

Very Satisfied (4)	Satisfied (3)	Dissatisfied (2)	Very Dissatisfied (1)	Don't Know (6)

This concludes the BENEFITS section. If you have any comments specific to BENEFITS please provide them here. Otherwise please continue to Question #20.

DEMOGRAPHICS

Demographic questions are asked to ensure the survey population represents Frederick County. Your responses will remain confidential.

20. How long have you lived in Frederick County? (√ one)

0-4 Years (1)	5-9 Years (2)	10-14 Years (3)	15-19 Years (4)	20+ Years (5)

21. Do you own or rent your home? Own ___ Rent ___

22. What is your household income? (√ one)

Under \$25,000 (1)	\$25,000 – \$49,999 (2)	\$50,000 – \$74,999 (3)	\$75,000 – \$99,999 (4)	over \$100,000 (5)

23. Counting yourself, how many people in your household are the following ages:

0-5	5-9	10-14	15-19	20-24	25-34	35-44	45-54	55-64	65-74	75+

24. What is your age? _____

25. Your gender: Male _____ Female _____

Please provide any comments you feel could assist Frederick County Parks and Recreation in improving parks, trails, open space, recreation programs, facilities, and community benefits.

Thank you! Please return completed survey in the envelope provided. **To receive survey results, please provide your email:**

Park and Recreation - Resident Survey

Frederick County would like your input to help determine park and recreation priorities for our community. This survey will take 5-10 minutes to complete. When you are finished, please return your survey in the enclosed postage-paid, return-reply envelope. We appreciate your help, thank you for your time!

1. Are you a resident of Frederick County?

Yes (Please continue with the survey)

No (Please discontinue the survey. This survey is only for residents of Frederick County)

2. Please indicate with a "✓" any organization you or your household has used for indoor or outdoor recreation and sports activities in the past 12 Months:

	✓	Organization:
1.		Frederick County Parks & Recreation
2.		Winchester City Parks & Recreation
3.		Other local Parks & Recreation Agency
4.		Virginia State Parks
5.		Federal Parks & Forests
6.		School Facilities
7.		Private Clubs / Recreation Facilities
8.		Private Youth Sports Leagues
9.		Homeowners Association
10.		Church
11.		Private Property
12.		Other _____
13.		None, don't use any facilities

3. Please indicate if your household has used any of the parks or facilities listed below during the past 12 months by circling YES or NO next to the facility.

NAME OF FACILITY		Do you use this facility?	
1.	Sherando Park	Yes	No
2.	Clearbrook Park	Yes	No
3.	Frederick Heights Park	Yes	No
4.	Rose Hill Park	Yes	No
5.	Stonewall Park	Yes	No
6.	Bowman Lake Trail	Yes	No
7.	Reynolds Store Park	Yes	No
8.	Sherando H. S. Community Center	Yes	No
9.	Greenwood Mill Elem. Community Center	Yes	No
10.	Gainesboro Elem. Community Center	Yes	No
11.	Orchard View Elem. Community Center	Yes	No
12.	Evendale Elem. Community Center	Yes	No

4. Please indicate if you or any member of your household HAS A NEED for each of the parks and recreation facilities listed below by circling the YES or NO next to the park/facility.

If YES, please rate ALL the following facilities of this type in Frederick County on a scale of 5 to 1, where 5 means "100% Meets Needs" and 1 means "Does Not Meet Needs" of your household.

TYPE OF FACILITY	Do you or members of your household have a Need for this Facility?		If <u>YES</u> , How Well Are Your Needs Currently Being Met?				
			100% Met	75% Met	50% Met	25% Met	0% Met
1. Small Neighborhood Parks	Yes	No	5	4	3	2	1
2. Large Community Parks	Yes	No	5	4	3	2	1
3. Walking and Biking Trails	Yes	No	5	4	3	2	1
4. Indoor Aquatics Facility	Yes	No	5	4	3	2	1
5. Outdoor Aquatics Facility	Yes	No	5	4	3	2	1
6. Splashpad/ Sprayground	Yes	No	5	4	3	2	1
7. Softball/ Baseball Fields	Yes	No	5	4	3	2	1
8. Soccer/ Football/ Sport Fields	Yes	No	5	4	3	2	1
9. Play Grounds	Yes	No	5	4	3	2	1
10. Open Play Areas	Yes	No	5	4	3	2	1
12. Tennis / Pickleball Courts	Yes	No	5	4	3	2	1
13. Outdoor Basketball Courts	Yes	No	5	4	3	2	1
14. Indoor Basketball Courts	Yes	No	5	4	3	2	1
15. Pavilions/Picnic Areas	Yes	No	5	4	3	2	1
16. Senior Center	Yes	No	5	4	3	2	1
17. Amphitheatre	Yes	No	5	4	3	2	1
18. Dog Park Area	Yes	No	5	4	3	2	1
19. Ice Rink	Yes	No	5	4	3	2	1
20. Recreation Center	Yes	No	5	4	3	2	1
21. Outdoor Track	Yes	No	5	4	3	2	1
24. Exercise/ Fitness Facility	Yes	No	5	4	3	2	1
25. Natural Areas	Yes	No	5	4	3	2	1
26. Creek/Stream Access Sites	Yes	No	5	4	3	2	1
27. Lake/Pond Access	Yes	No	5	4	3	2	1
29. Camping Areas	Yes	No	5	4	3	2	1
30. Other _____	Yes	No	5	4	3	2	1

5. Which FOUR of the facilities from the list in Question #5 are most important to your HOUSEHOLD? (Please write the number for your 1st, 2nd, 3rd, and 4th choices, or mark 'NONE')

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

6. Which FOUR of the facilities from the list in Question #5 are most important to your COMMUNITY? (Please write the number for your 1st, 2nd, 3rd, and 4th choices, or mark 'NONE')

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

This concludes the PARKS section. If you have any comments specific to PARKS please provide them here. Otherwise please continue to Question #8.

FREDERICK COUNTY RECREATION

7. Please indicate if you or any member of your household HAS A NEED for each of the recreation programs listed below by circling the YES or NO next to the recreation program.

If YES, please rate ALL the following parks and recreation programs of this type in Frederick County on a scale of 5 to 1, where 5 means "100% Meets Needs" and 1 means "Does Not Meet Needs" of your household.

TYPE OF PROGRAM		Do you or members of your household have a Need for this Program?		If YES You Have a Need, How Well Are Your Needs Currently Being Met?				
				100% Met	75% Met	50% Met	25% Met	0% Met
1.	Before & After School Programs	Yes	No	5	4	3	2	1
2.	Adult Art, Dance, Performing Arts	Yes	No	5	4	3	2	1
3.	Adult Fitness & Wellness	Yes	No	5	4	3	2	1
4.	Adult Sports	Yes	No	5	4	3	2	1
5.	Adventure Recreation	Yes	No	5	4	3	2	1
6.	Golf Lessons & Leagues	Yes	No	5	4	3	2	1
7.	Martial Arts Programs	Yes	No	5	4	3	2	1
8.	Nature Programs	Yes	No	5	4	3	2	1
9.	Pre-School Programs	Yes	No	5	4	3	2	1
10.	Programs for people with disabilities	Yes	No	5	4	3	2	1
11.	Running/Walking Races	Yes	No	5	4	3	2	1
12.	Senior Adult Programs	Yes	No	5	4	3	2	1
13.	Special Events / Festivals	Yes	No	5	4	3	2	1
14.	Teen Programs	Yes	No	5	4	3	2	1
15.	Tennis Lessons & Leagues	Yes	No	5	4	3	2	1
16.	Travel Programs (Trips/Excursions)	Yes	No	5	4	3	2	1
17.	Youth Art, Dance, Performing Arts	Yes	No	5	4	3	2	1
18.	Youth Learn to Swim	Yes	No	5	4	3	2	1
19.	Youth Sports	Yes	No	5	4	3	2	1
20.	Youth Summer Camps	Yes	No	5	4	3	2	1
21.	Other _____	Yes	No	5	4	3	2	1

8. Which FOUR of the programs from the list in Question #8 are most important to your household? (Please write the number for your 1st, 2nd, 3rd, and 4th choices, or mark 'NONE')

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

9. Which FOUR of the programs from the list in Question #8 are most important to the community?
 (Please write the number for your 1st, 2nd, 3rd, and 4th choices, or mark 'NONE')

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

10. Please rate the overall quality of the programs you or your household have participated in most, (as listed in Question #10):

Circle One:

Excellent (4)	Good (3)	Fair (2)	Poor (1)	Not Participated (6)
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This concludes the RECREATION section. If you have any comments specific to RECREATION please provide them here. Otherwise please continue to Question #12.

PARTICIPATION

11. Please CHECK ALL the reasons that PREVENT you or members of your household from using Frederick County parks, recreation facilities, or programs more often.

	✓	Reason:
1.		Not Interested
2.		Facilities are poorly maintained
3.		Program or service is not available
4.		FCPRD doesn't offer desired features or facility
5.		Security is insufficient
6.		Too far from our residence
7.		Lack of accessibility
8.		Fees are too high
9.		Operating hours are not convenient
10.		Use other Federal/State/Local lands/facilities
11.		Too busy – not enough time
12.		Do not know what is being offered
13.		Program descriptions vague or difficult to understand
14.		Poor customer service by staff
15.		Overcrowding
16.		Lack of personal resources (money, equipment)
17.		Class/Program Full
18.		Registration too difficult
19.		Other

This concludes the PARTICIPATION section. If you have comments specific to PARTICIPATION please provide them. Otherwise please continue to Question #16.

BENEFITS

12. From the options below please indicate your level of agreement with the benefits being provided by parks and recreation

POTENTIAL BENEFITS		Level of Agreement with Potential Benefit					
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1.	Improve physical health and fitness	5	4	3	2	1	6
2.	Improve quality of life through recreation, leisure, and parks	5	4	3	2	1	6
3.	Provide healthy & positive alternatives for youth	5	4	3	2	1	6
4.	Promote tourism	5	4	3	2	1	6
5.	Help reduce crime	5	4	3	2	1	6
6.	Preserve open space and the environment	5	4	3	2	1	6
7.	Improve mental health and reduce stress	5	4	3	2	1	6
8.	Increase property values in surrounding area	5	4	3	2	1	6
9.	Provide / Increase opportunity for entertainment	5	4	3	2	1	6
10.	Protect historic resources	5	4	3	2	1	6
11.	Help attract new businesses	5	4	3	2	1	6
12.	Other: _____	5	4	3	2	1	6

13. Which THREE of the benefits from the list in Question #16 are the most important FOR YOUR HOUSEHOLD? (Please write the number for your 1st, 2nd, and 3rd choices, or mark 'NONE')

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

14. Which THREE of the benefits from the list in Question #16 are the most important to the FUTURE OF FREDERICK COUNTY? (Please write the number for your 1st, 2nd, and 3rd choices, or mark 'NONE')

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

15. Please rate your satisfaction with the overall value of the Parks & Recreation Department:

Circle One:

Very Satisfied (4)	Satisfied (3)	Dissatisfied (2)	Very Dissatisfied (1)	Don't Know (6)
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This concludes the BENEFITS section. If you have any comments specific to BENEFITS please provide them here. Otherwise please continue to Question #20.

DEMOGRAPHICS

Demographic questions are asked to ensure the survey population represents Frederick County. Your responses will remain confidential.

16. Counting yourself, how many people in your household are:

Under Age 18 ____ Ages 20–34 ____ Ages 35-64 ____ Ages 65+ ____

17. What is your age? (check one): 20-34 ____ 35-64 ____ 65+ ____

18. Your gender: 1) Male ____ 2) Female ____

Please provide any comments you feel could assist Frederick County Parks and Recreation in improving parks, trails, open space, recreation programs and facilities, and community benefits.

Time to return the survey! Thank you for your time!

Please return survey in pre-paid envelope to: Frederick County Parks and Recreation
107 N. Kent St., Winchester, VA 22601



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%).

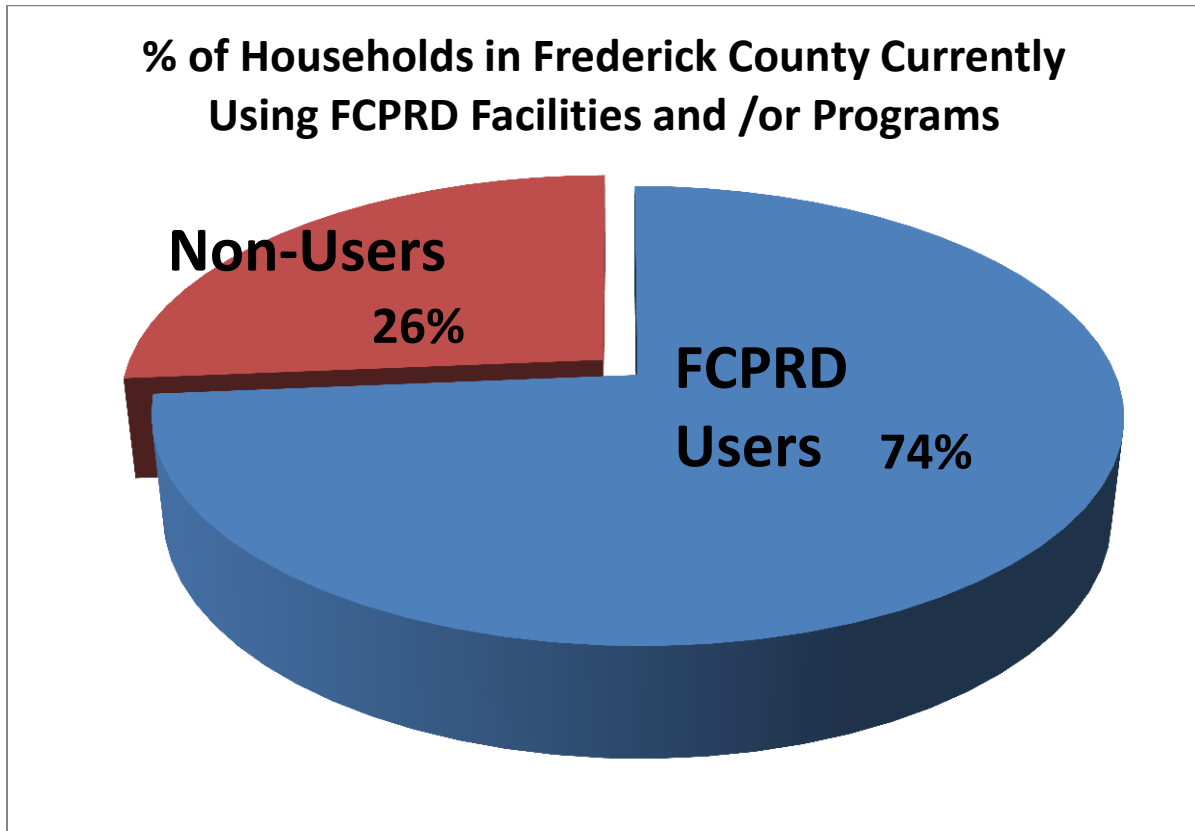
Staff worked with the Parks and Recreation Commission in the development of the survey questionnaire. This work included a series of stakeholder meetings held in the spring of 2017. The meetings and work allowed the survey to reflect a variety of interests, all to be tested through the administration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

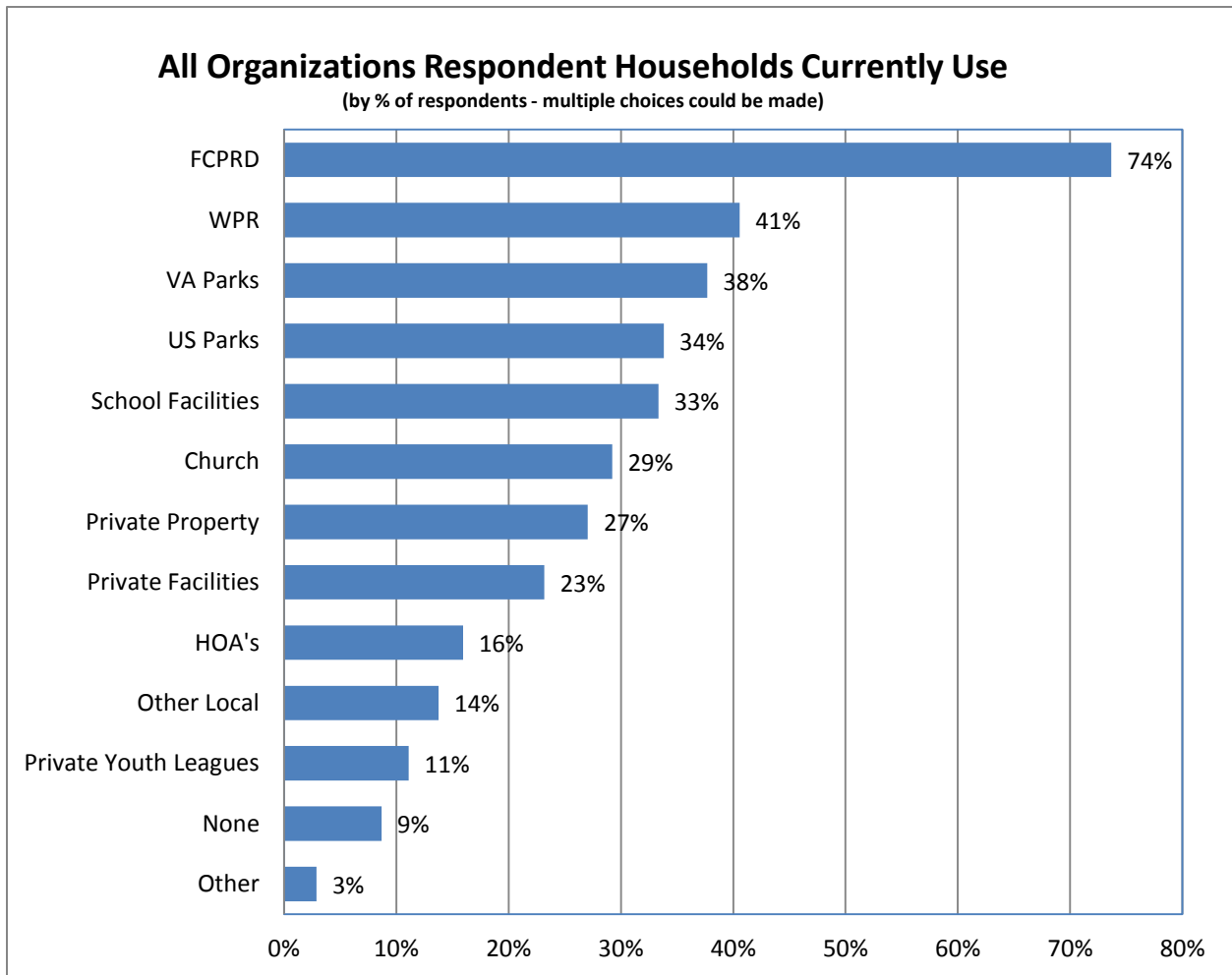
74% of respondent households report they currently (within the past 12 months) use FCPRD Facilities and/or Programs:



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:

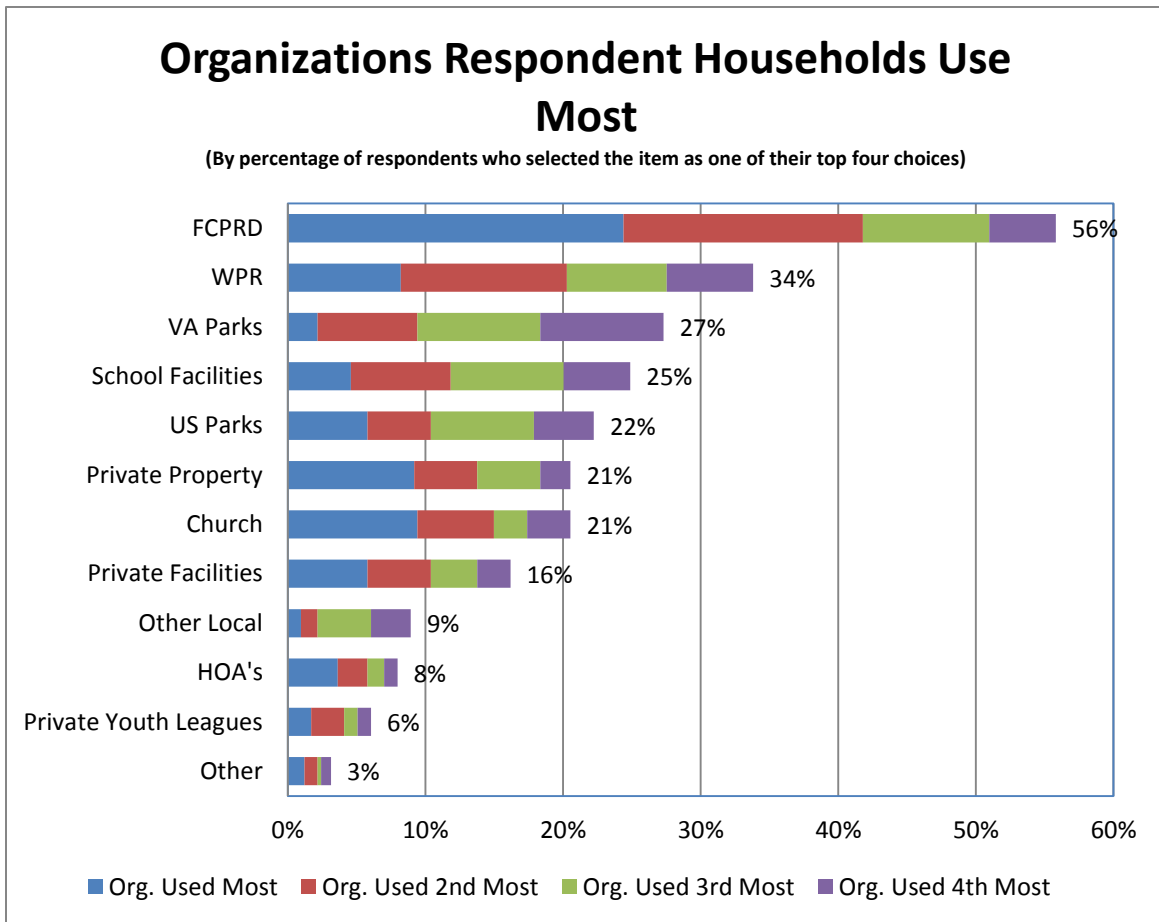
- **Frederick County Parks and Recreation, FCPRD (74%) is the most frequently cited recreation provider respondents currently use.** The second most used recreation provider is Winchester Parks and Recreation, WPR (41%).



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%).

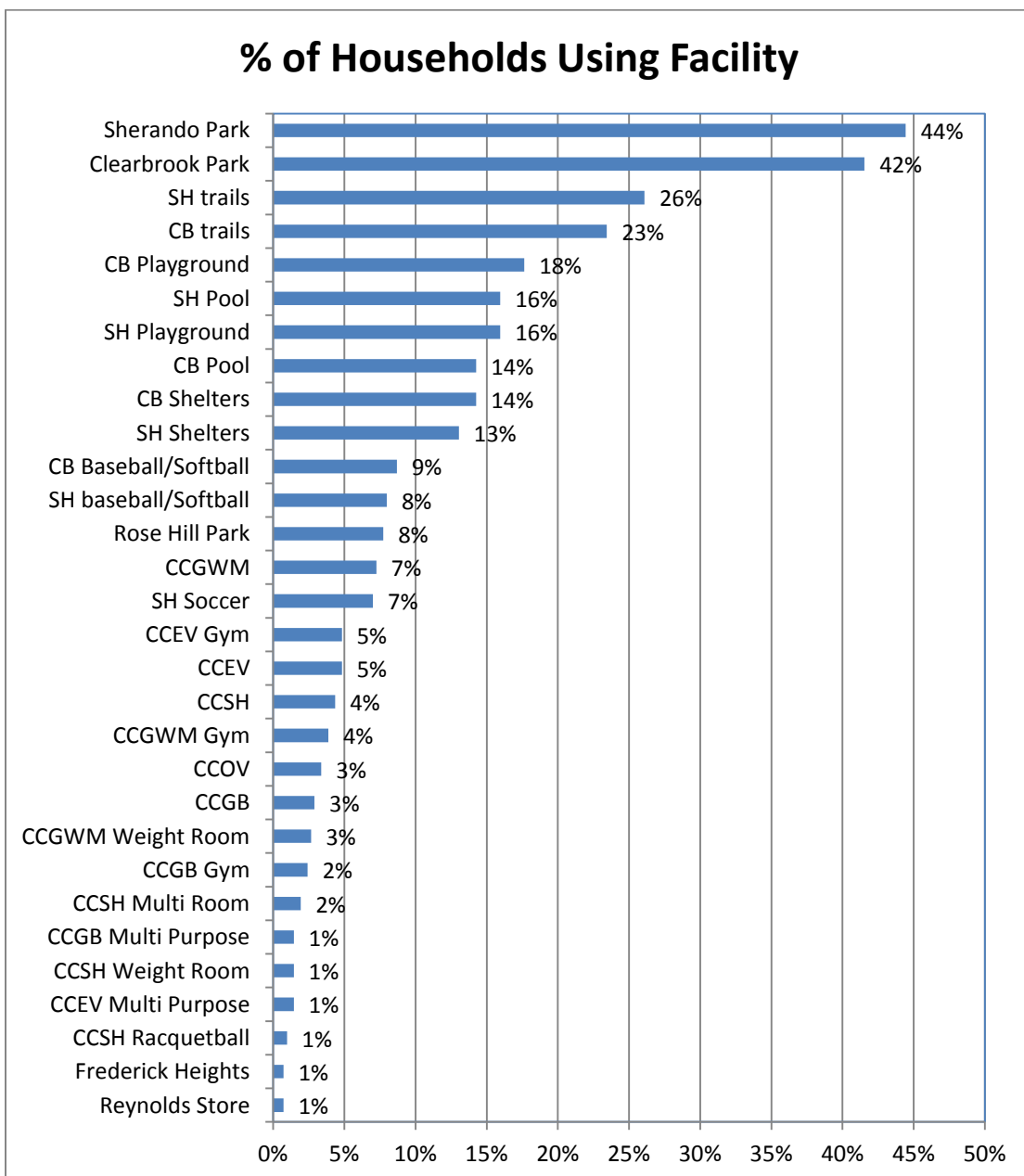


PARKS & FACILITIES

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

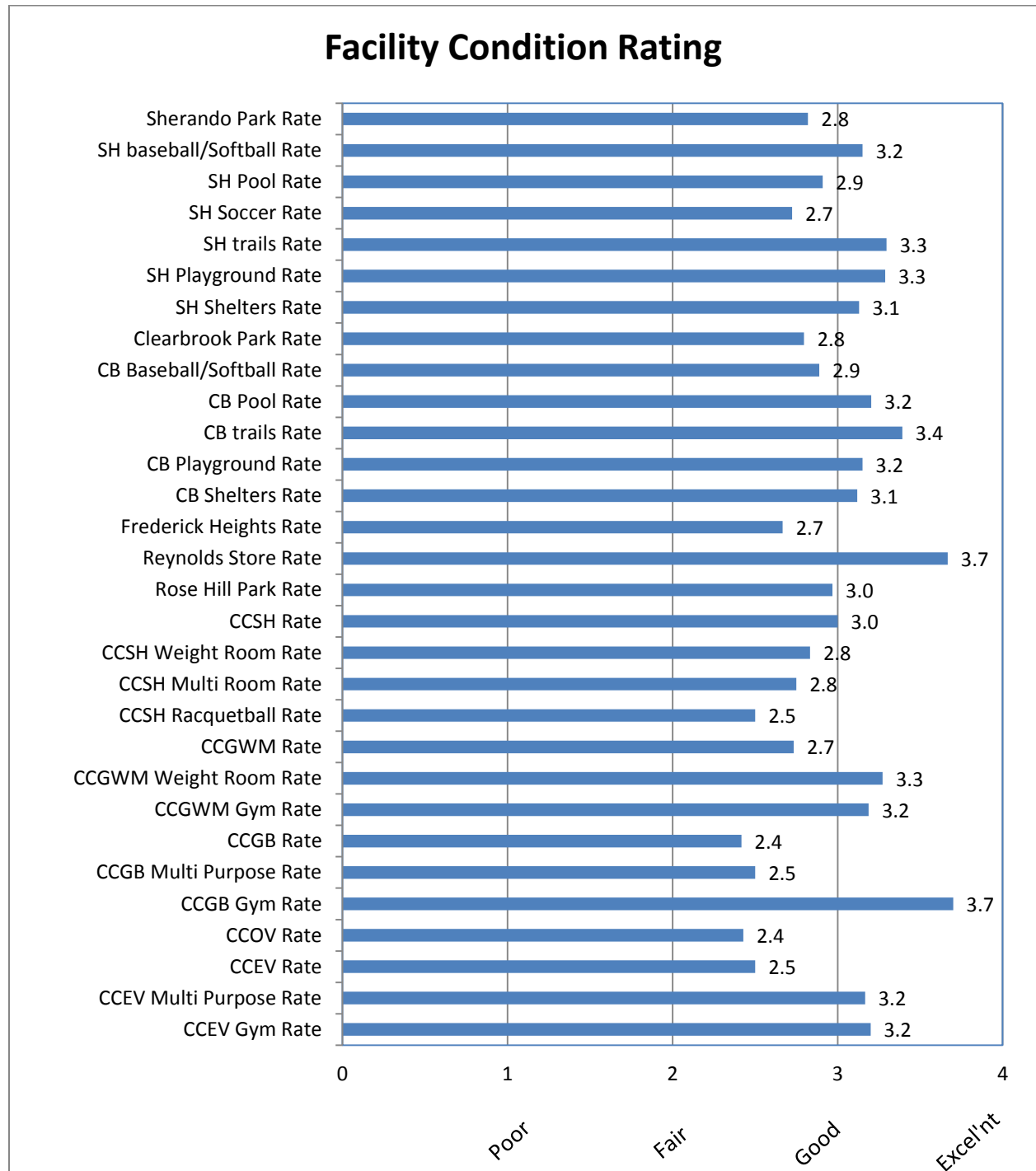
Respondents were provided a list of 30 FCPRD facilities and asked to indicate ALL facilities their household has used in the past 12 months. The following summarizes key findings:

- **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

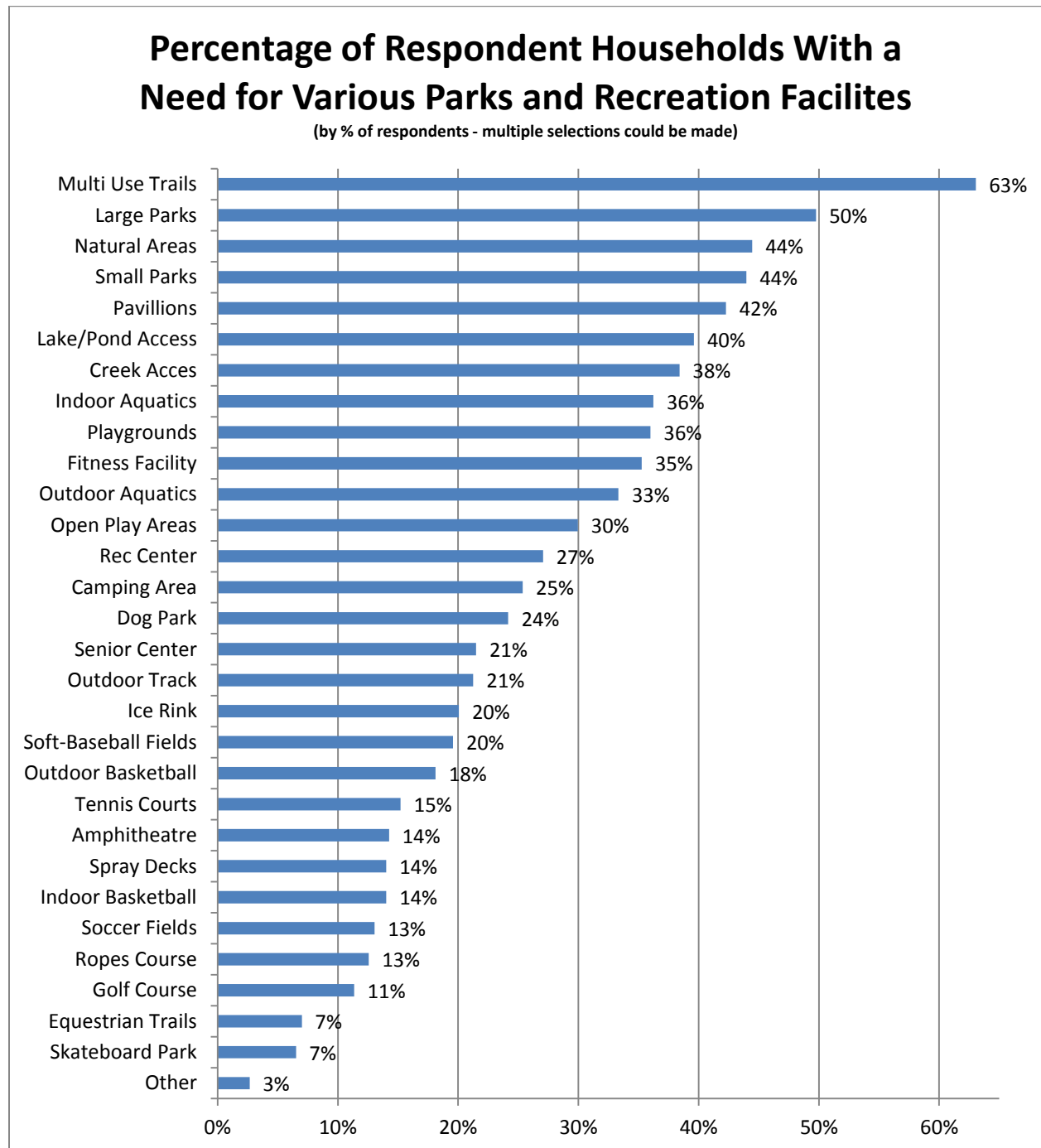
Respondents indicating use of a facility were asked to rate the condition of the facility on a scale from 1 (Poor) to 4 (Excellent). The following summarizes findings:



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:

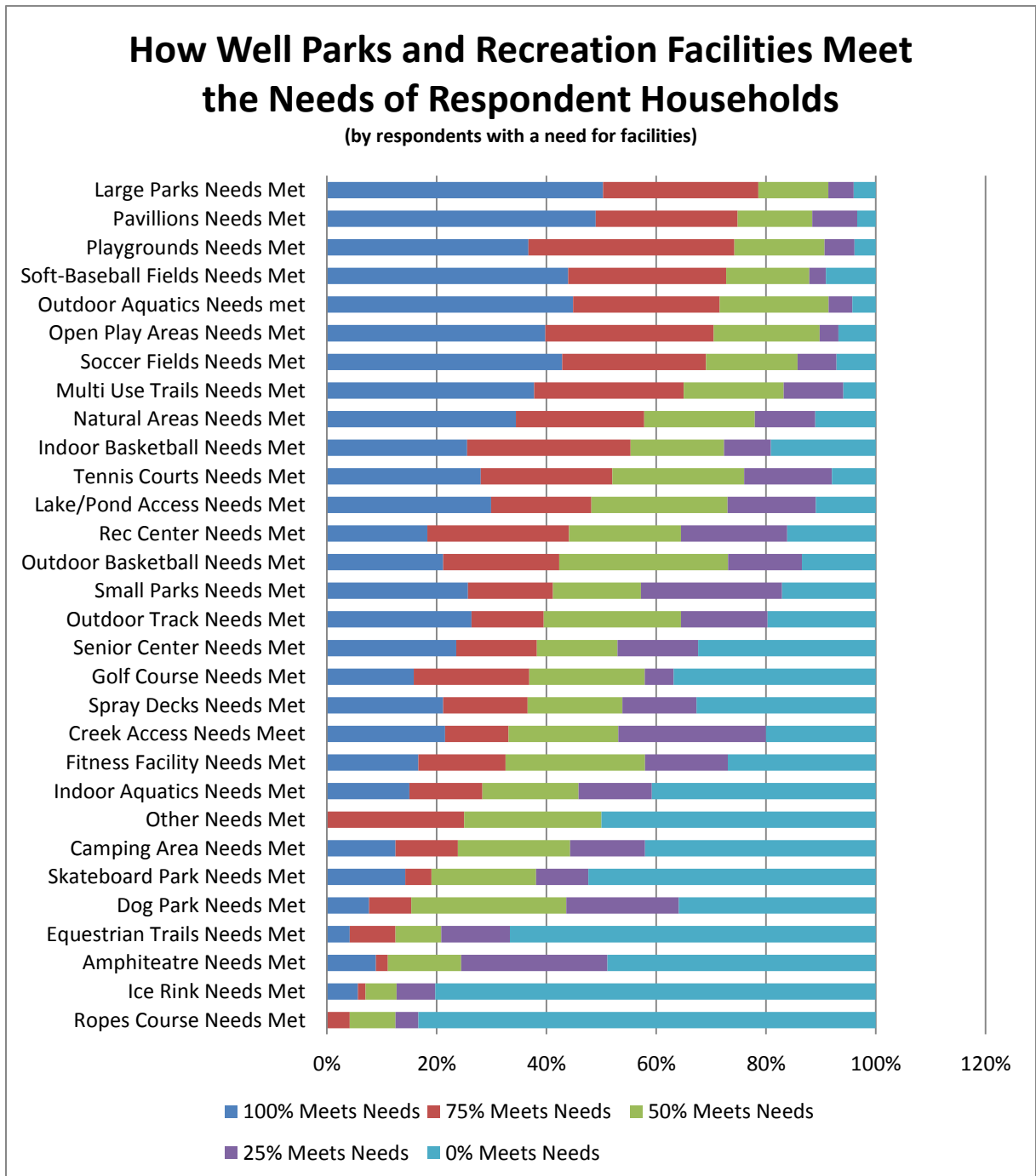
- **A majority of respondent households indicate they have a need for Multi Use Trails (63%).** Large Parks (50%), followed by Natural Areas and Small Parks (44% each).



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:

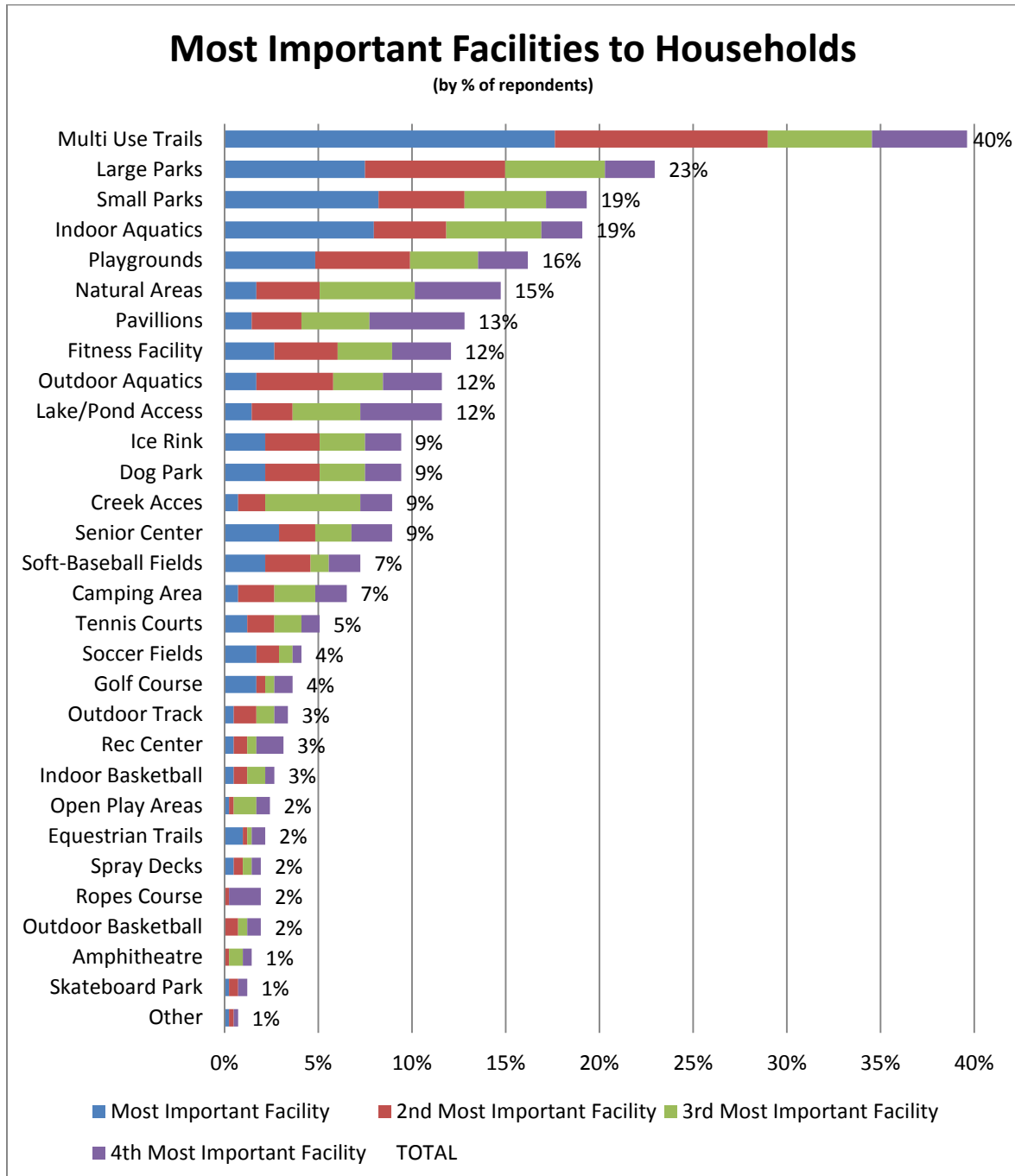
- **Of the facilities that respondents have a need for, those of the top of the list indicate facility needs completely or mostly being met.** Conversely those at the bottom of the list represent unmet facility needs.



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:

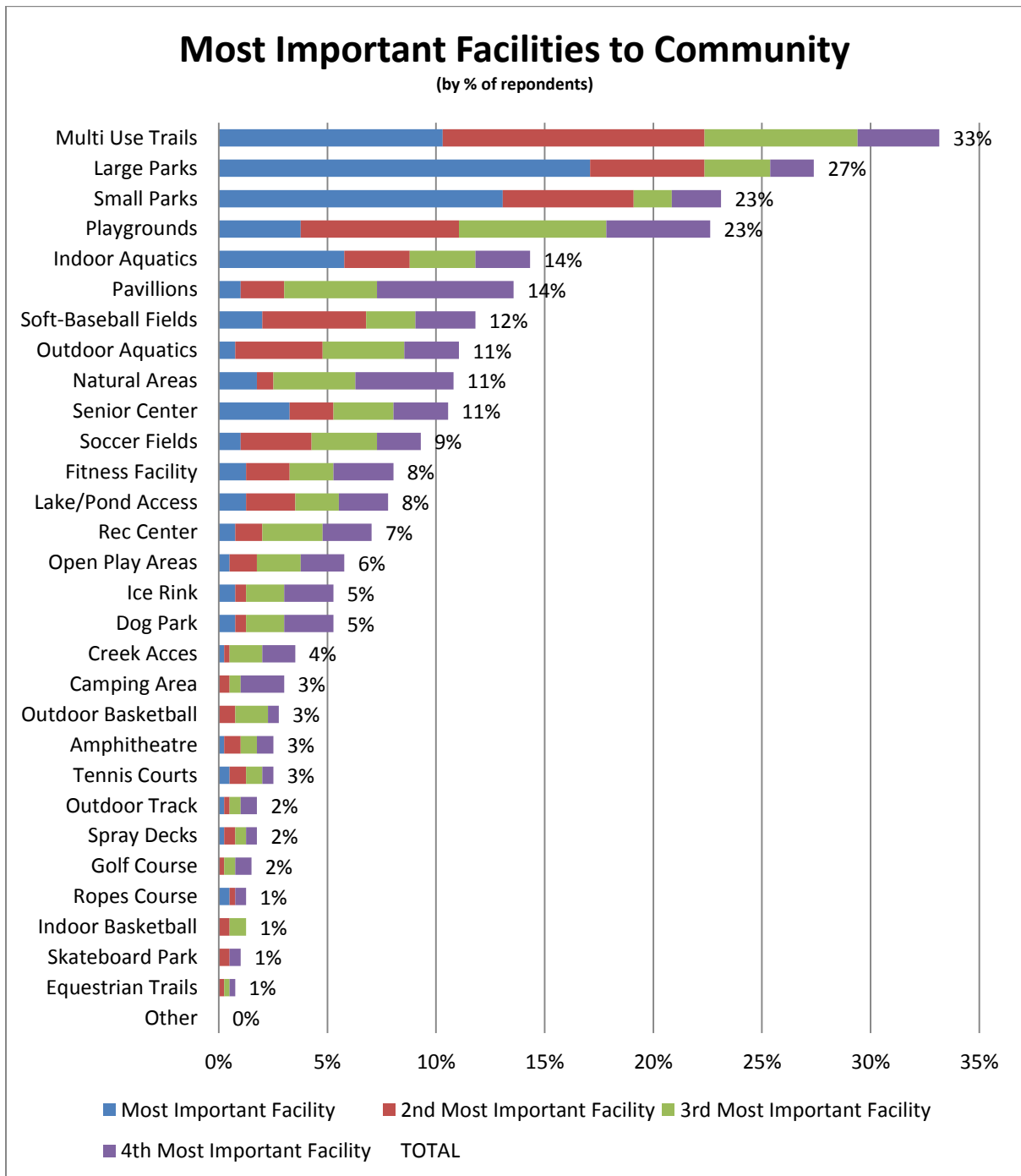
- Based on the sum of their top 4 choices, the facility respondents rated as the most important to their households was **Multi Use Trails (40%)**. Large Parks (23%) was the second most cited facility.



7. Most Important Parks and Recreation Facilities to Community

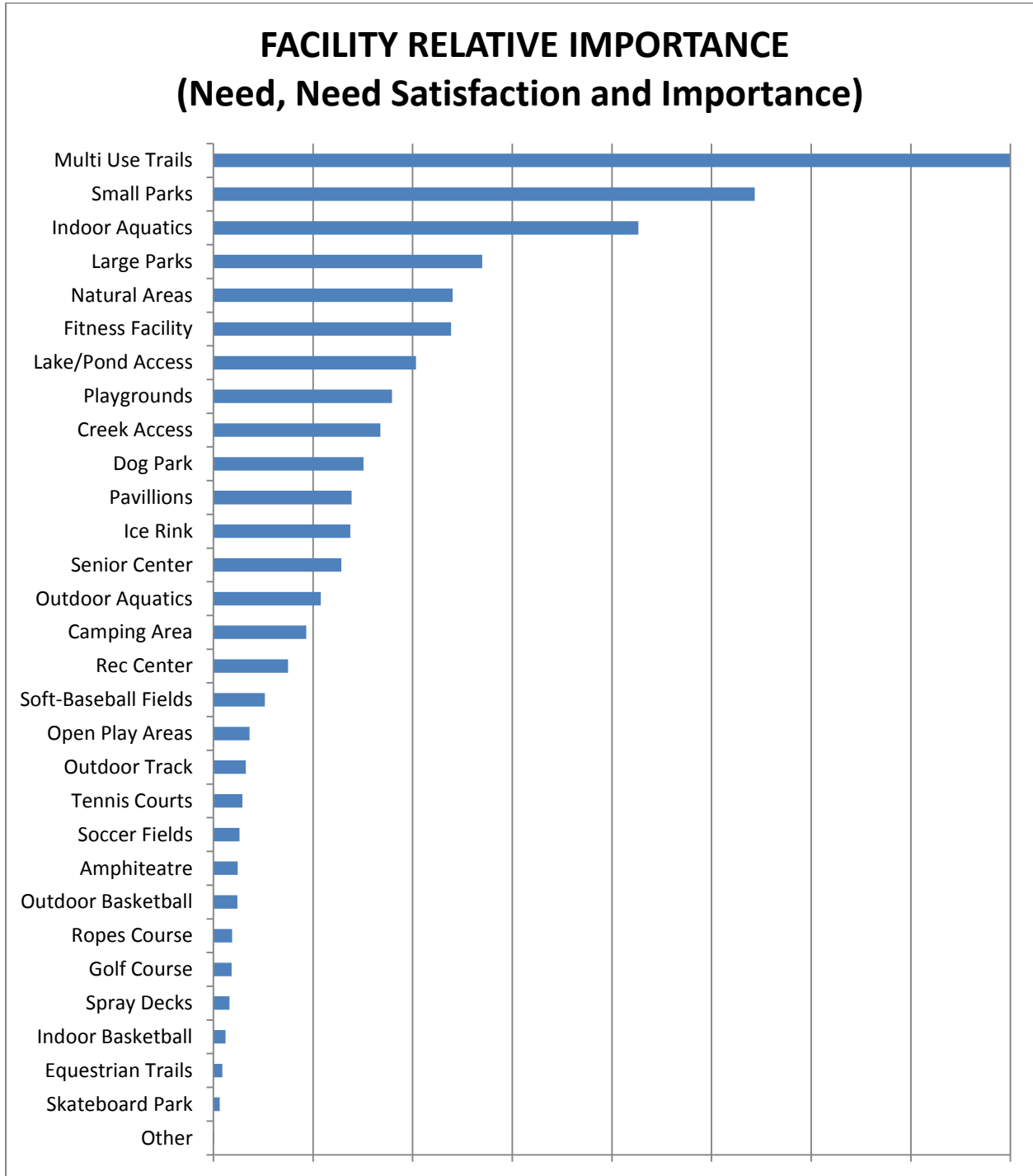
From a list of 29 various parks and recreation facilities, respondents were asked to select the four most facilities most important to the Community. The following summarizes key findings:

- 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.



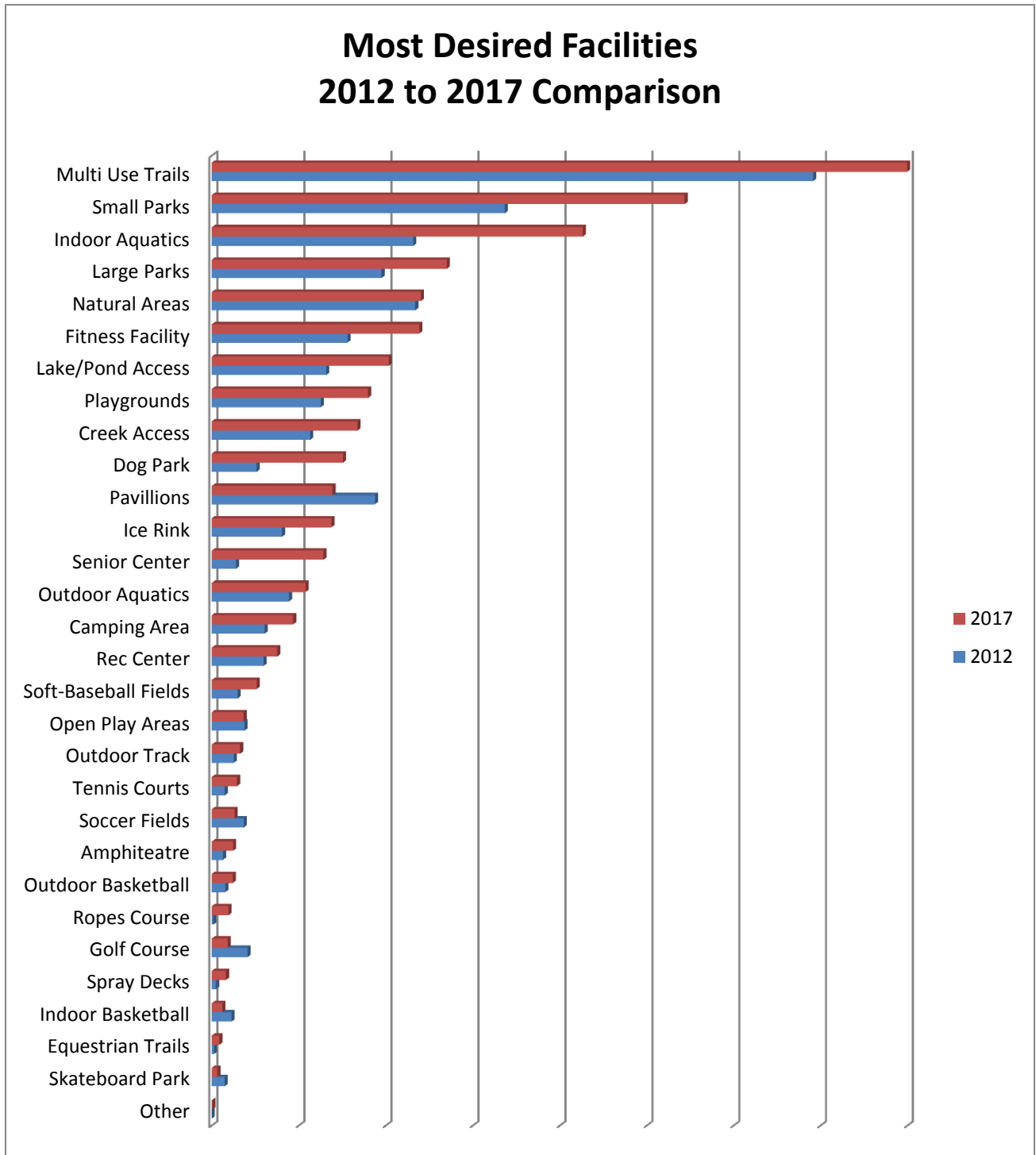
Overall Most Desired Facilities:

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.

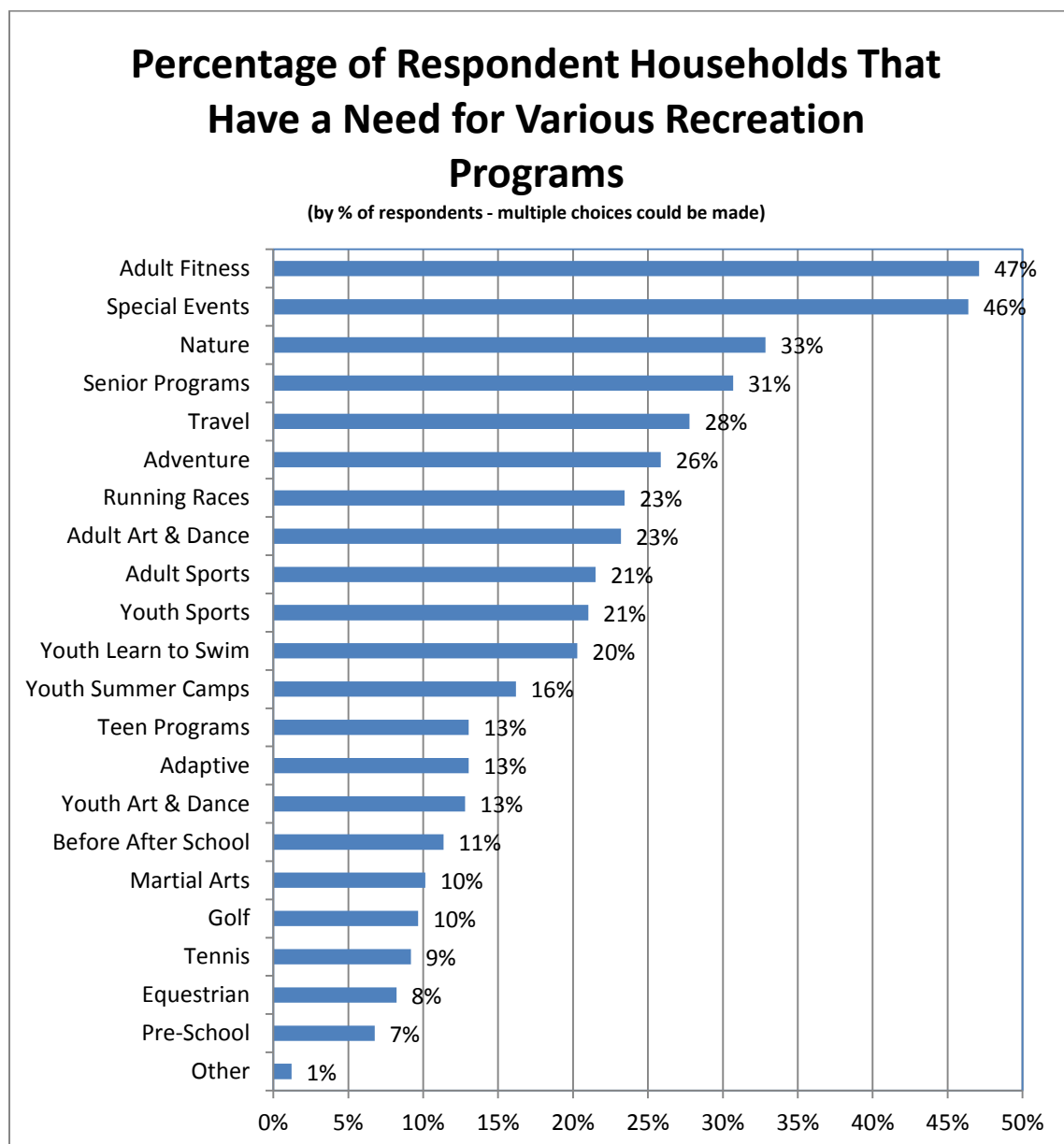


RECREATION

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:

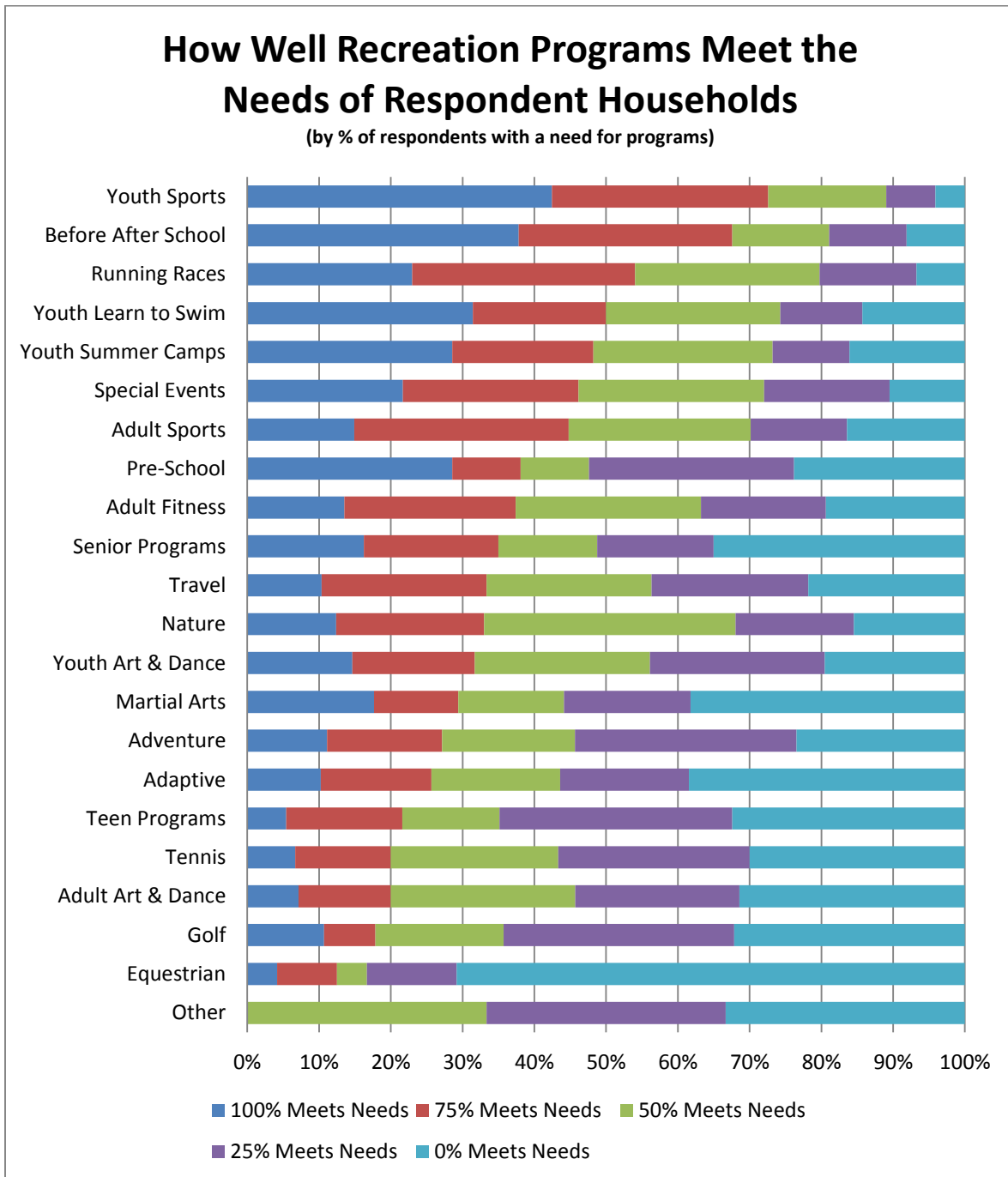
- Respondent households indicate they have a need for **Adult Fitness (47%)** and **Special Events (46%)**.



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:

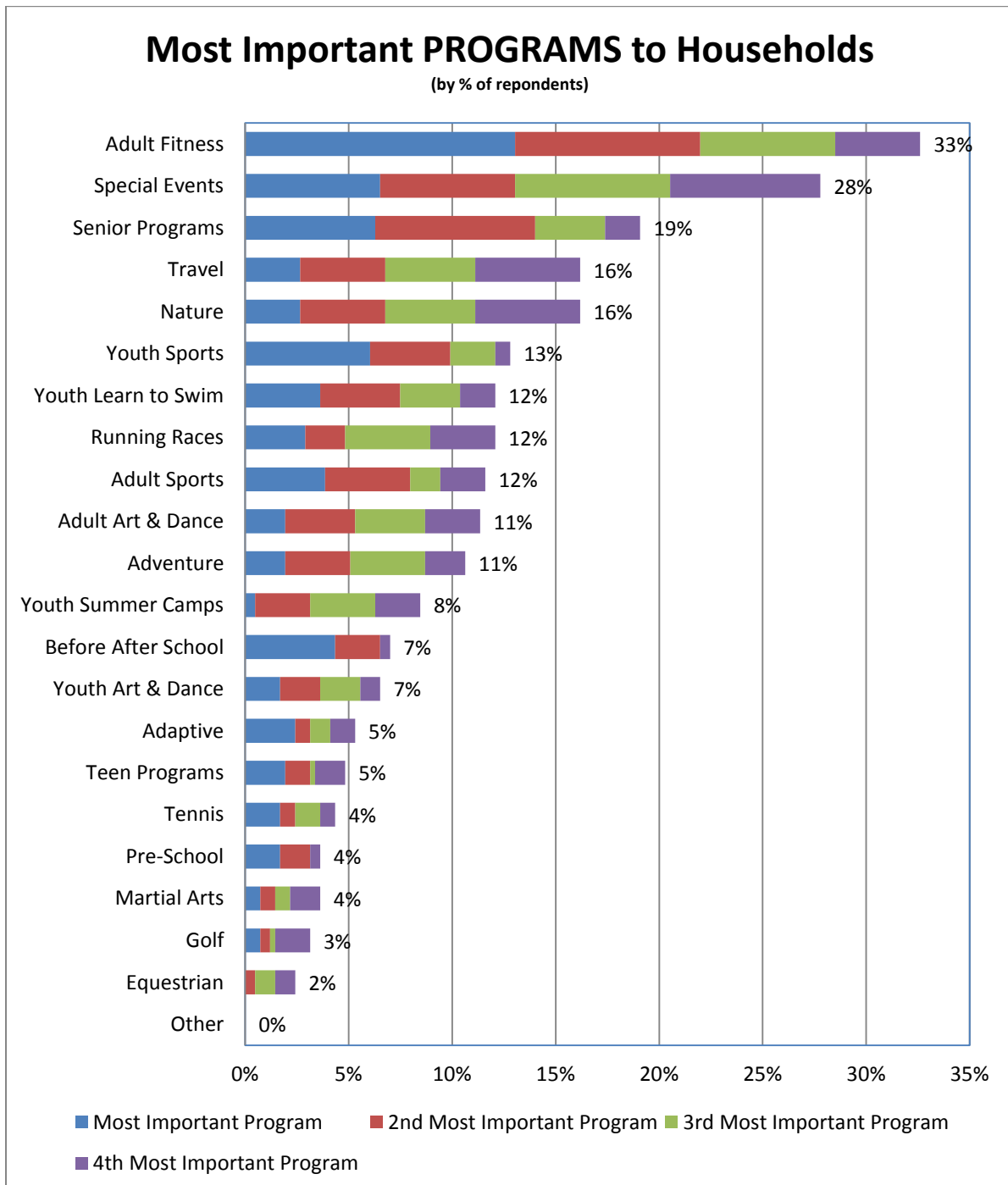
- **Of the programs that respondents have a need for, top listed items are meeting community needs the most. Conversely, items listed at the bottom are meeting needs the least.**



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:

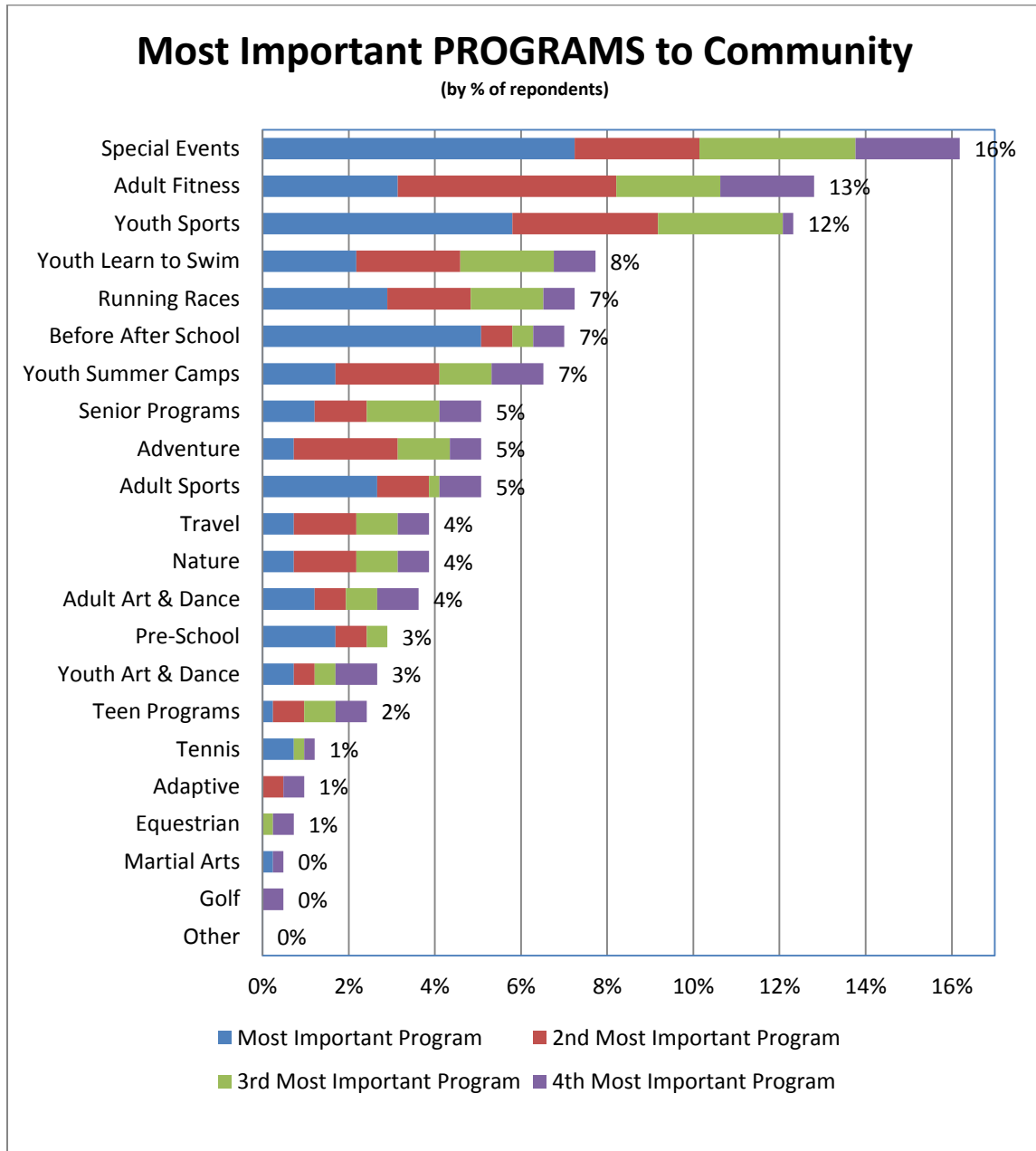
- Based on the sum of their top 4 choices, the program respondents rated as the most important to their households was **Adult Fitness (33%)**. Special Events (28%) was the second most cited program followed by Senior Programs (19%).



10. Most Important Recreation Programs to Community

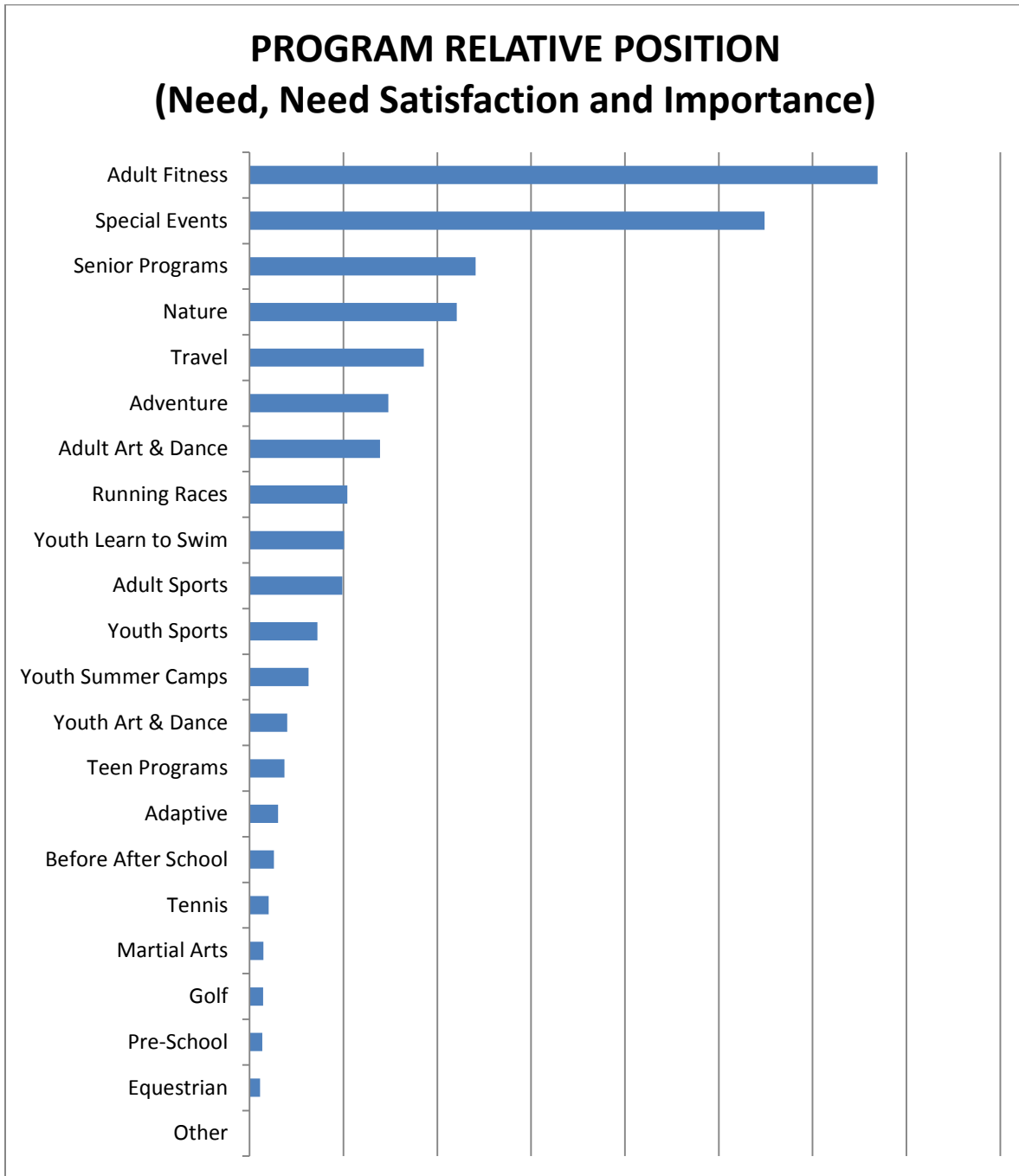
From a list of 23 various parks and recreation programs, respondents were asked to select the four programs most important to their community. The following summarizes key findings:

- 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%).



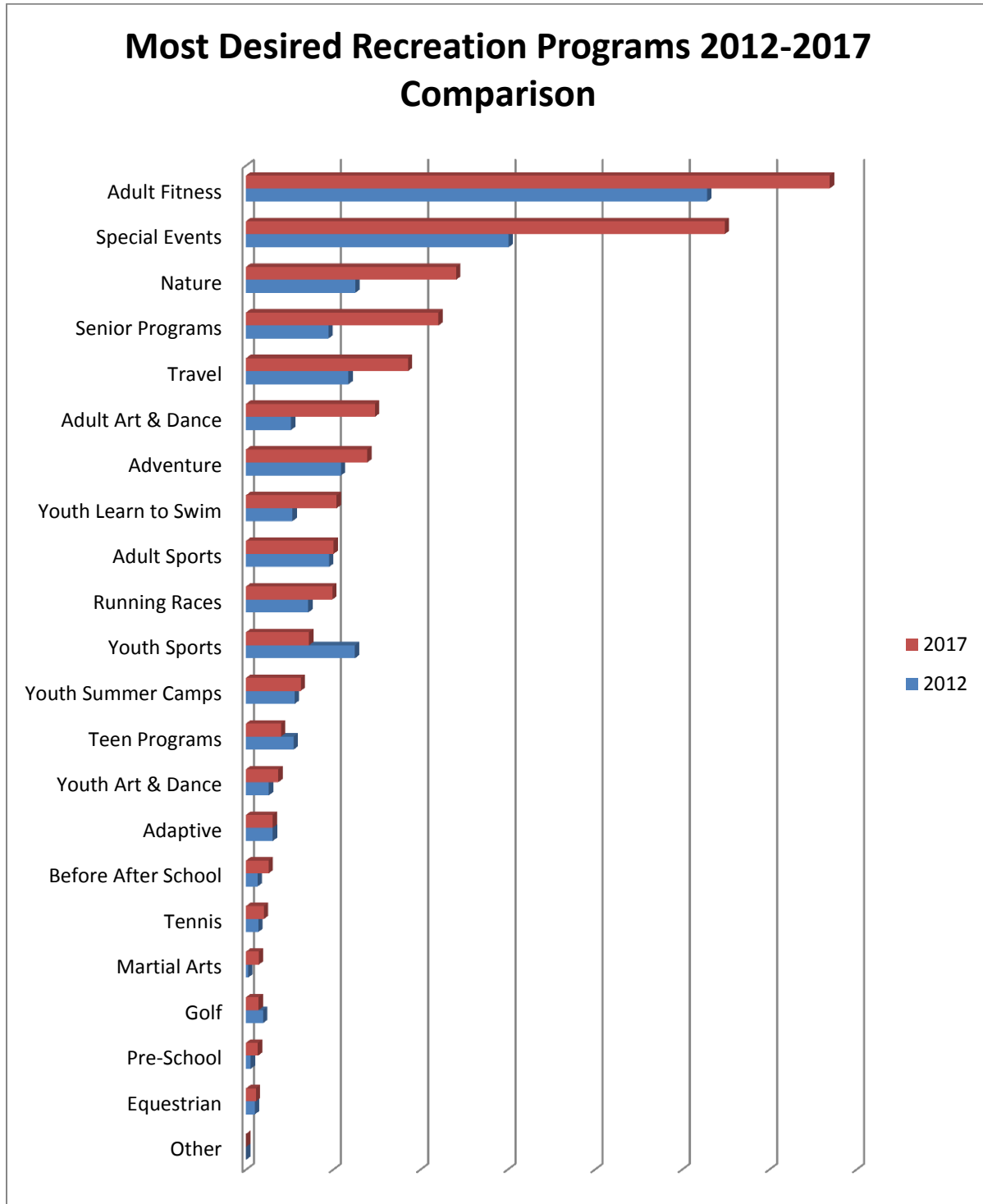
Overall Most Desired Programs:

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:



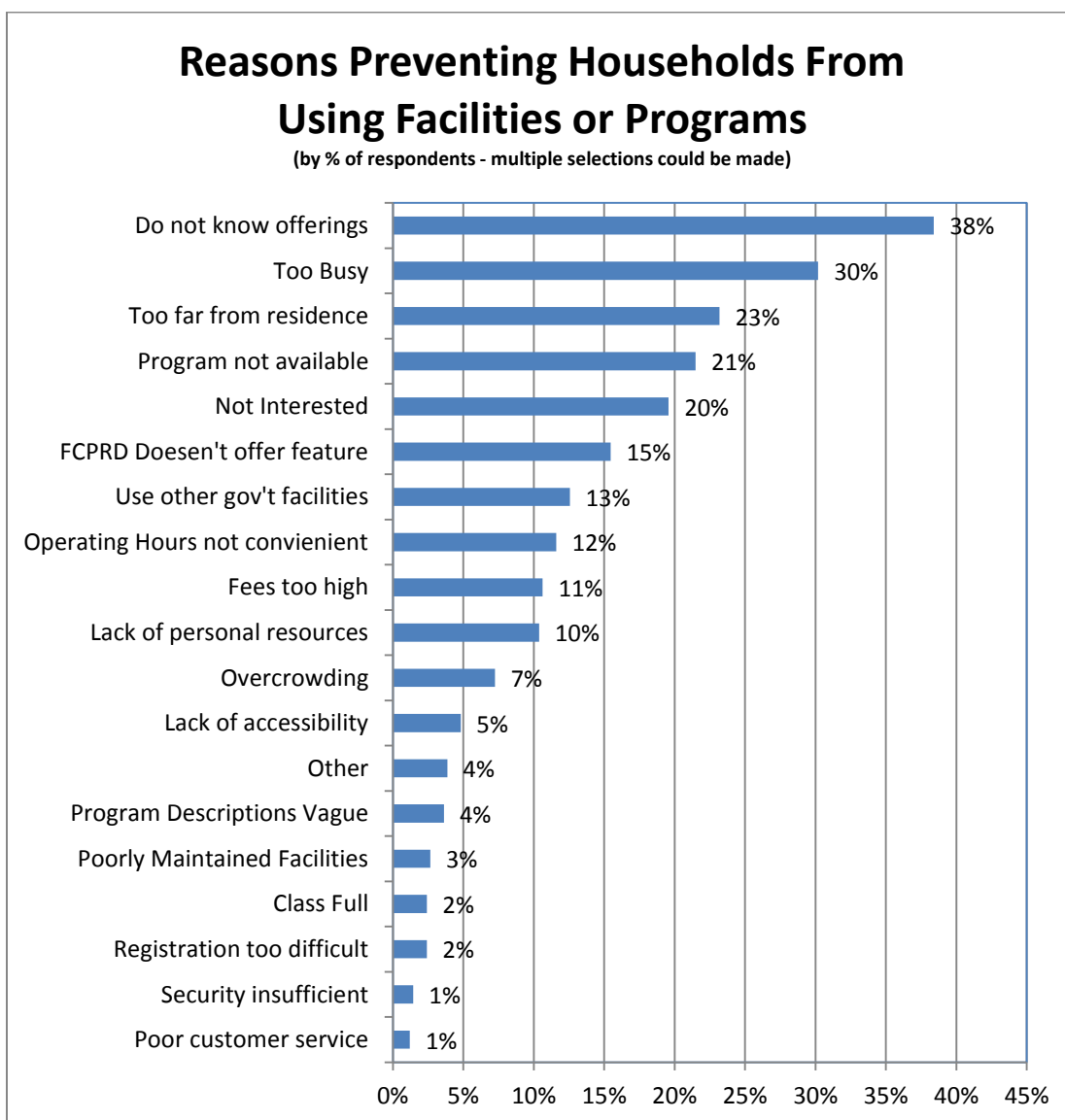
	2012	2017
Excellent	36%	28%
Good	52%	60%
Fair	11%	11%
Poor	1%	1%

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%).

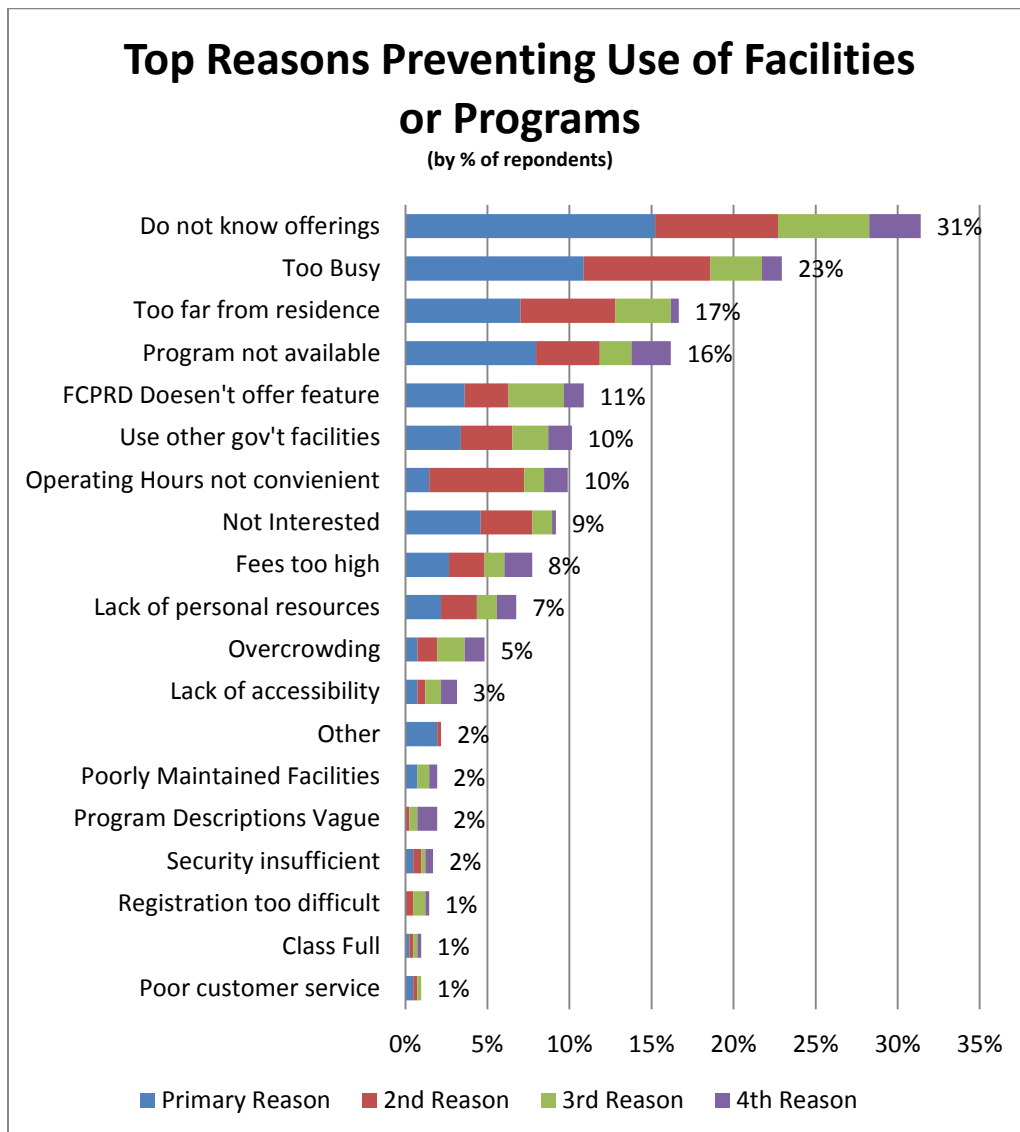


(2012: Too Busy – 35%, Do Not Know Offerings – 33%, Not Interested 25%)

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:

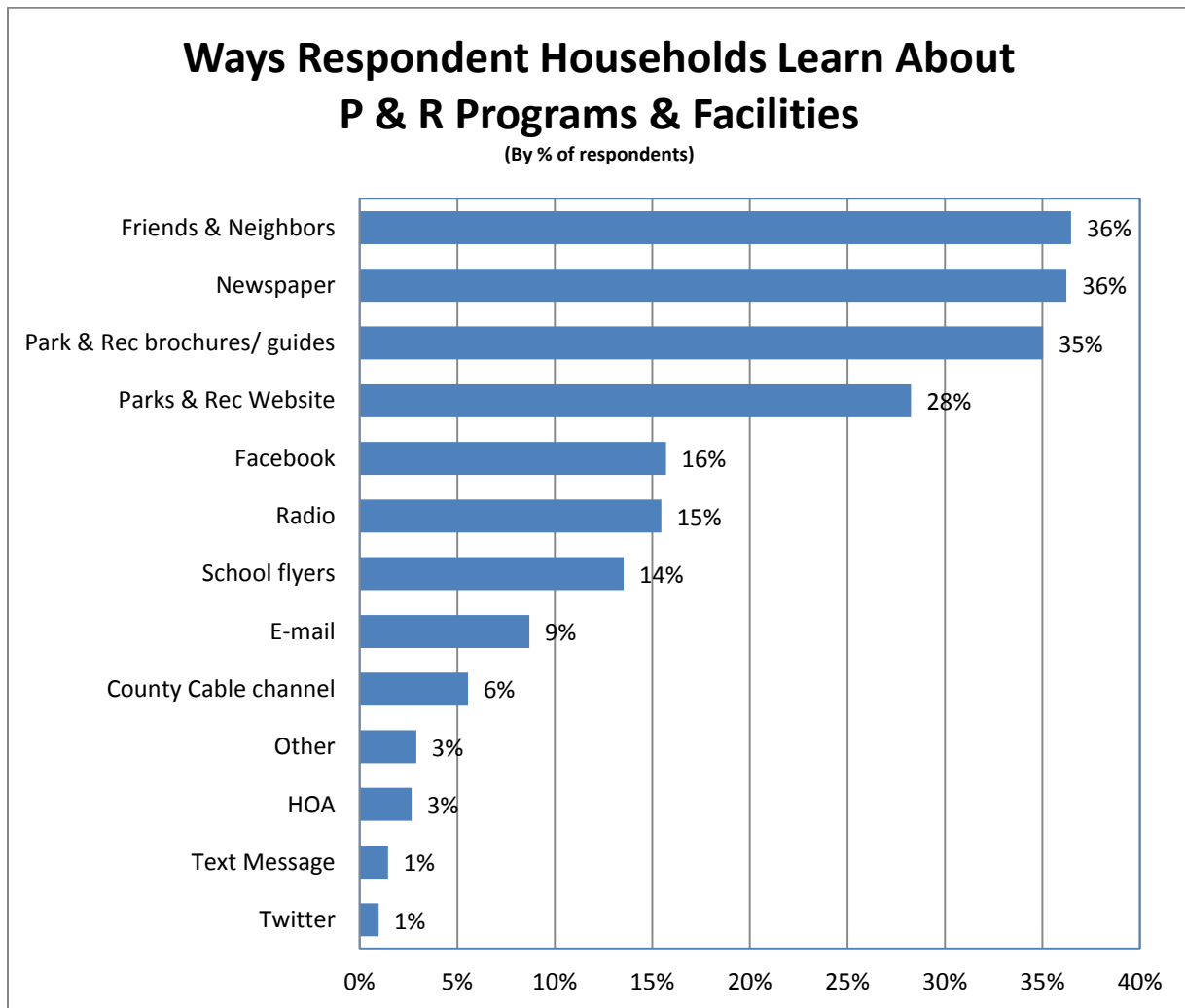
- **Based on the sum of their top 4 choices, the reasons respondents rated as the largest to their households was Do Not Know Offerings (31%) and Too Busy (23%).** Too far from Residence (17%) and Program Not Available (16%) follow.



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:

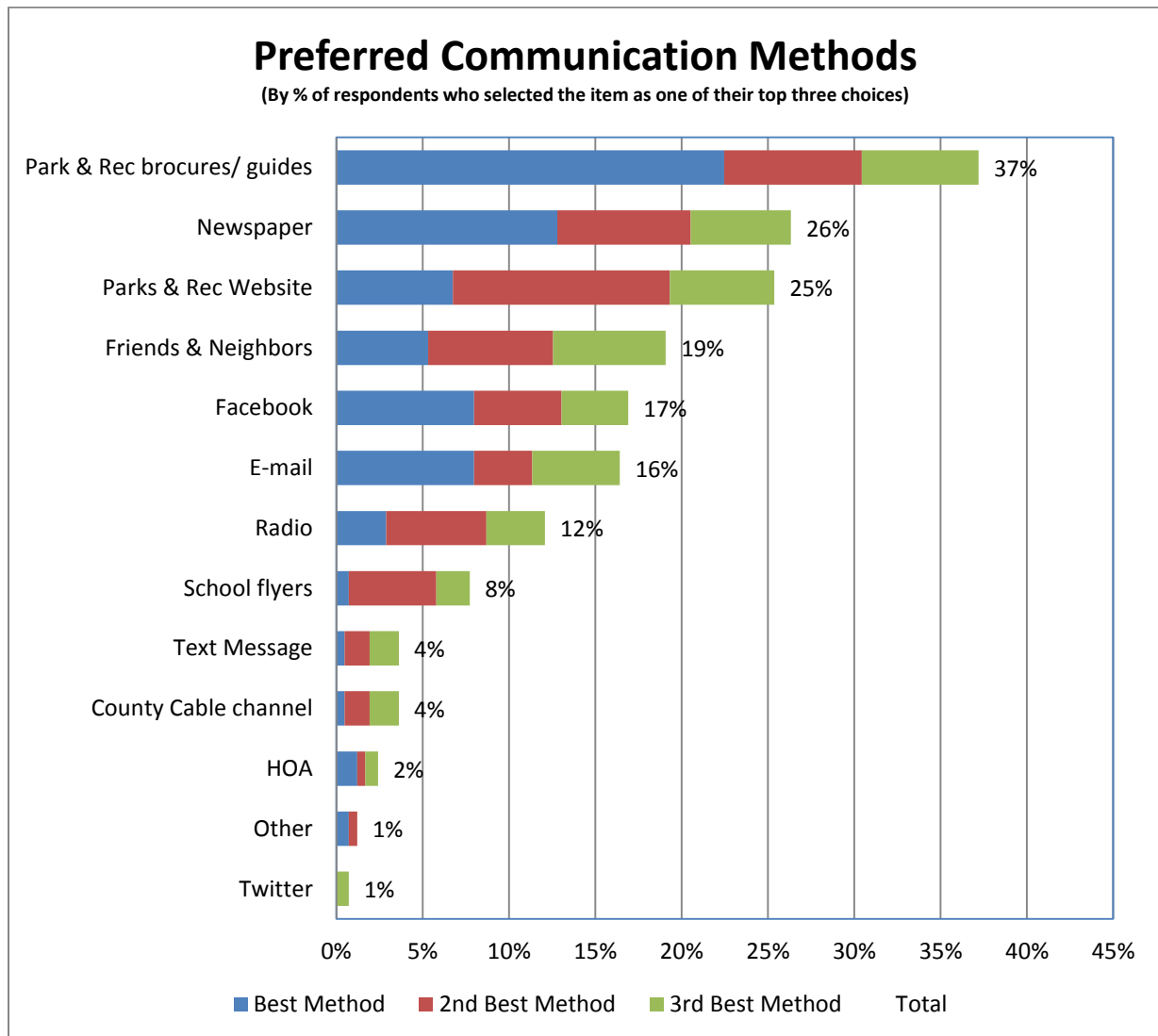
- **Based on selections, households indicate they learn mostly from Friends and Neighbors and Newspaper (36%).** Other learning methods include Park & Recreation Brochures and Guides (35%) and FCPRD Website (28%).



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%).

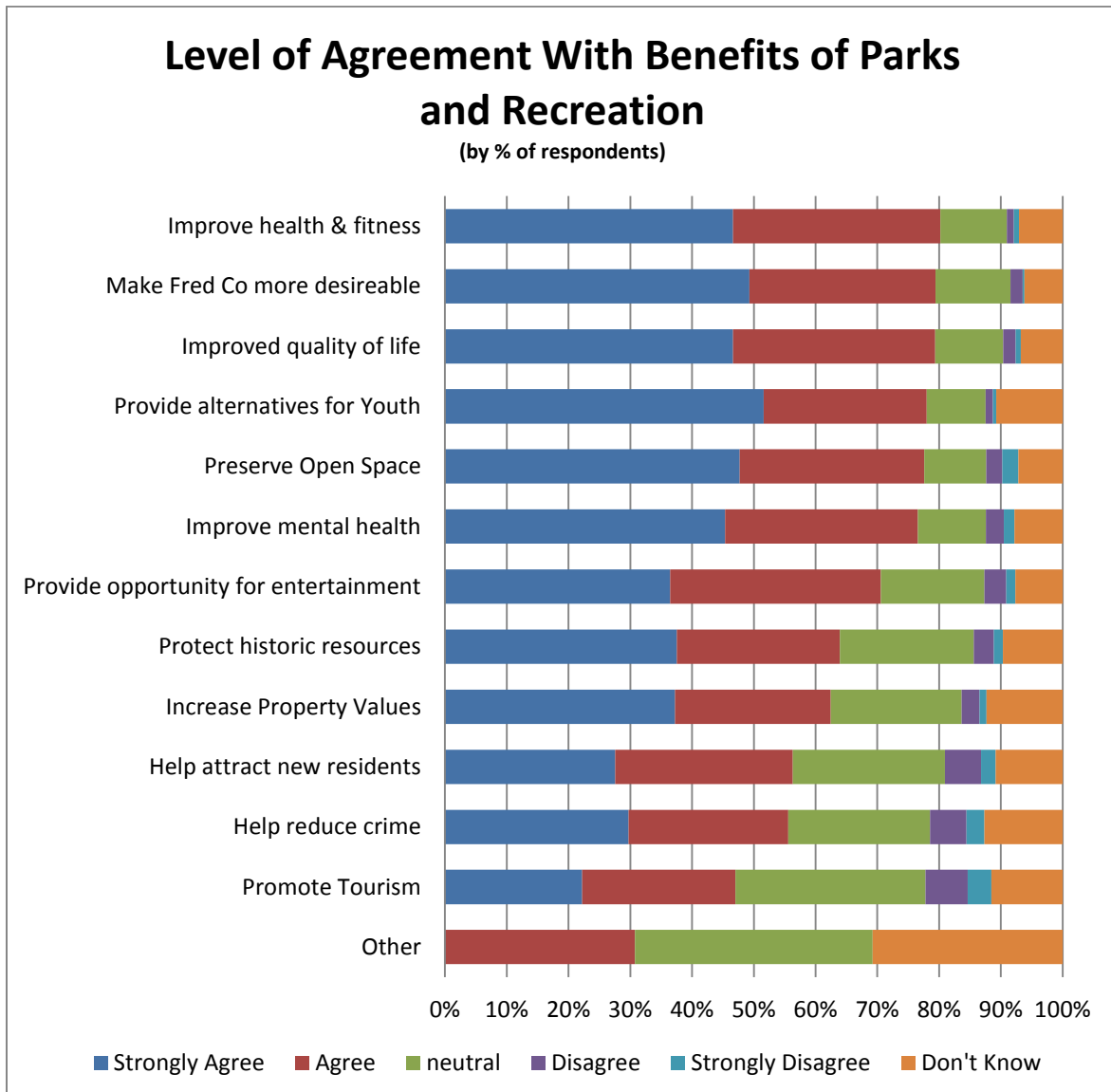


COMMUNITY BENEFITS

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%).

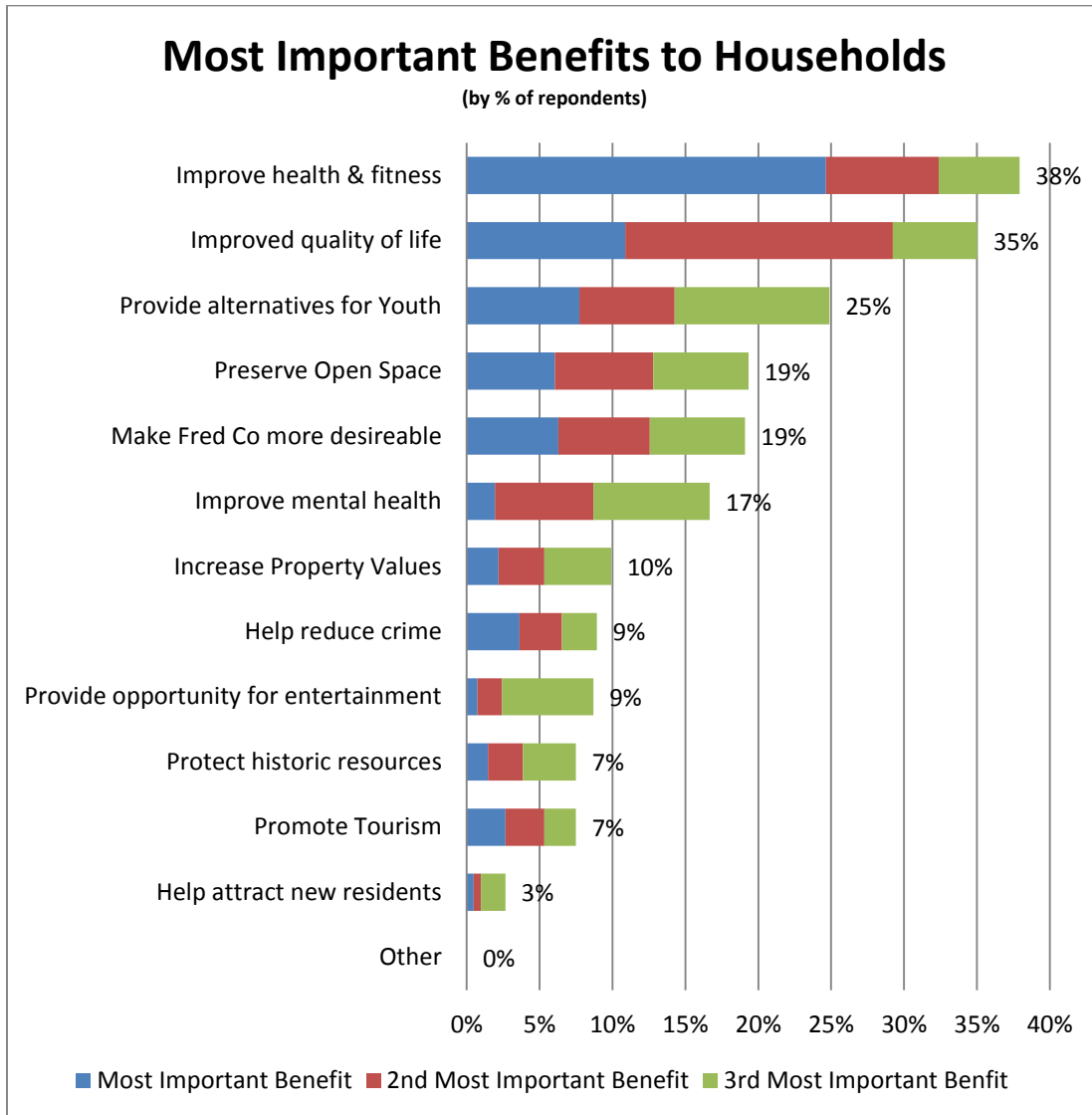


*sorted by 'Strongly Agree' and 'Agree' combined

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:

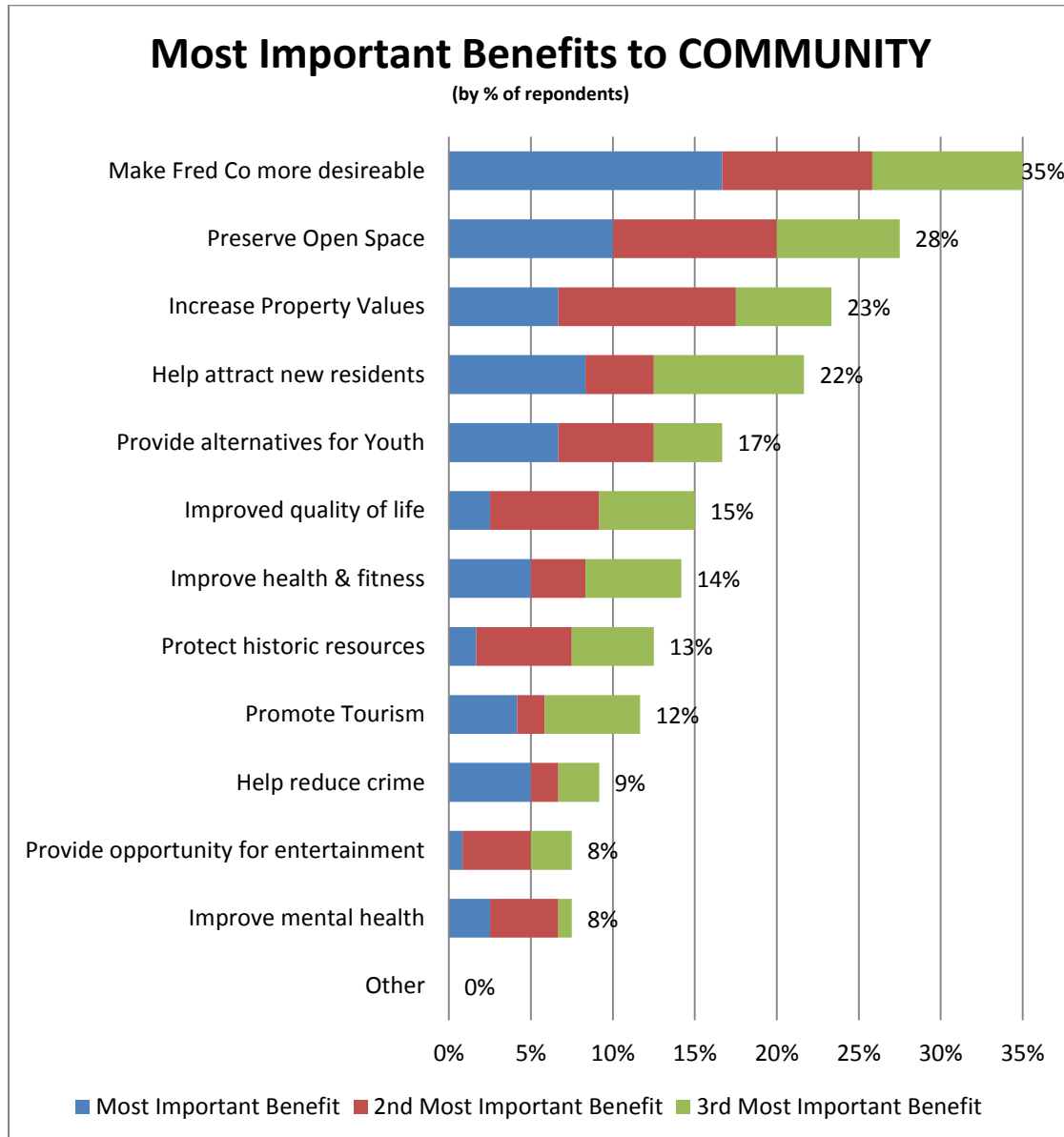
- **Based on the sum of their top 3 choices, the key park and recreation benefit to households is Improve Health and Fitness (38%).** Improved Quality of Life (35%), Provide Alternatives for Youth (25%), and Make Frederick County More Desirable (19%) follow.



18. Most Important Benefits for Community

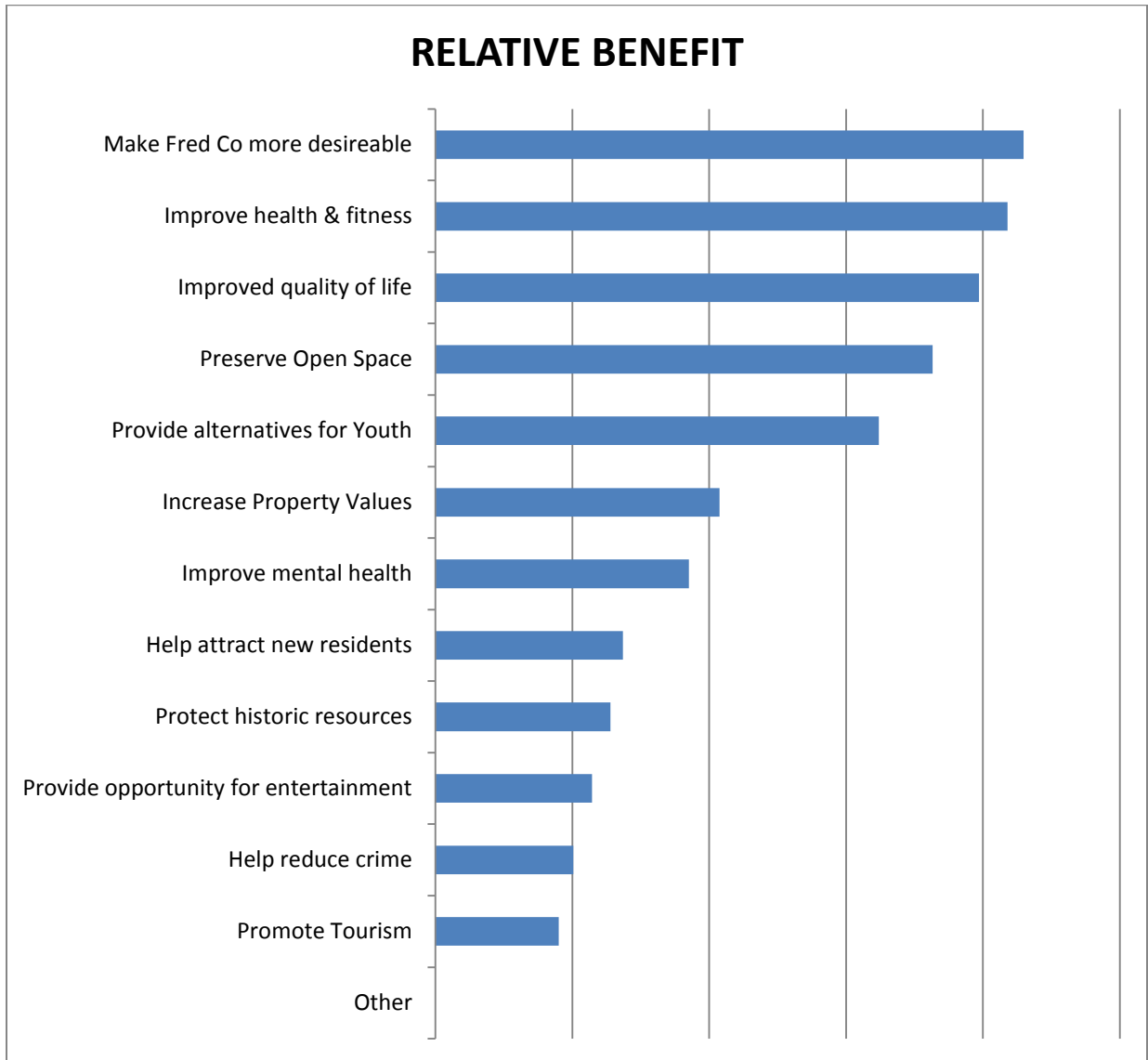
From a list of 13 key community benefits respondents were asked to select the three most important benefits Parks and Recreation provides for the Community. The following summarizes key findings:

- **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.



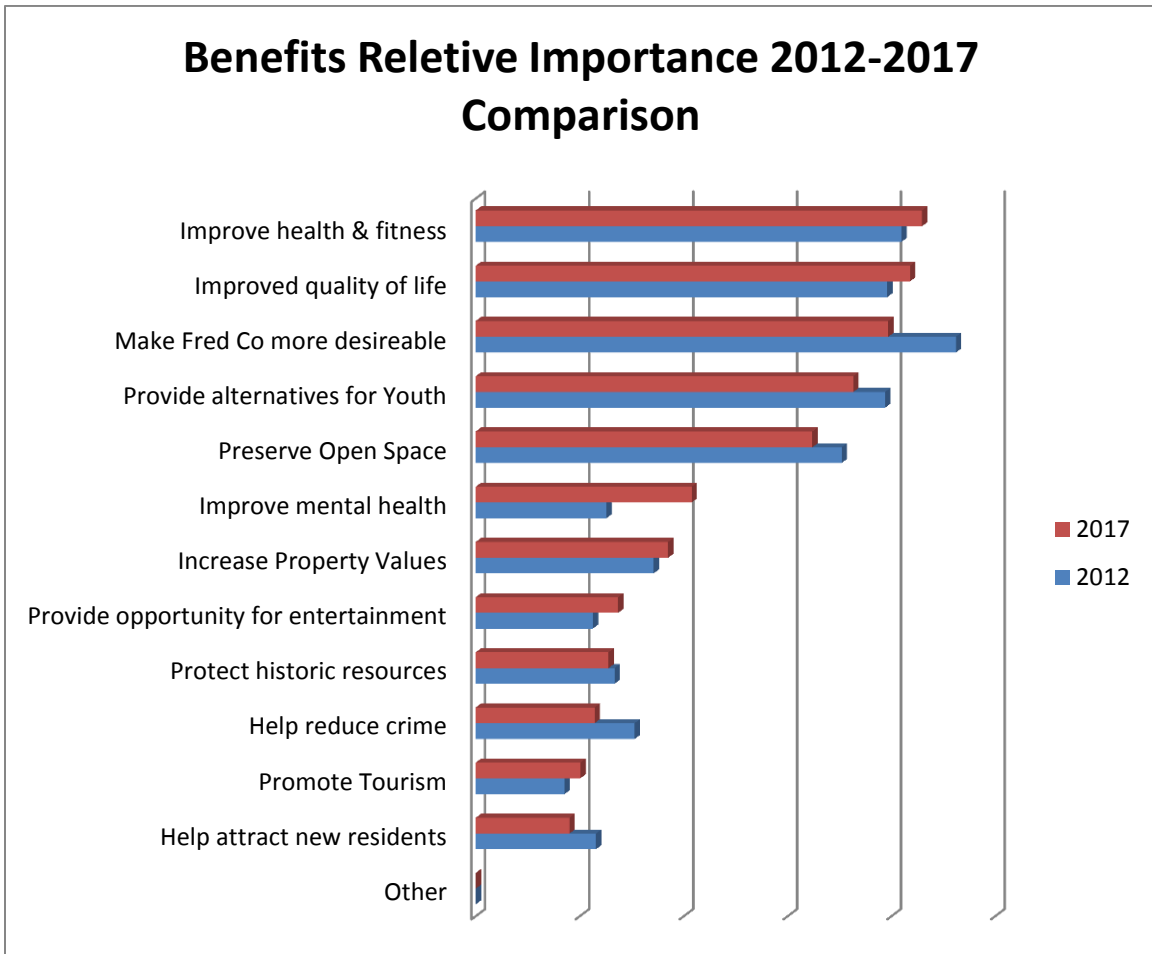
Overall Greatest Benefits:

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:

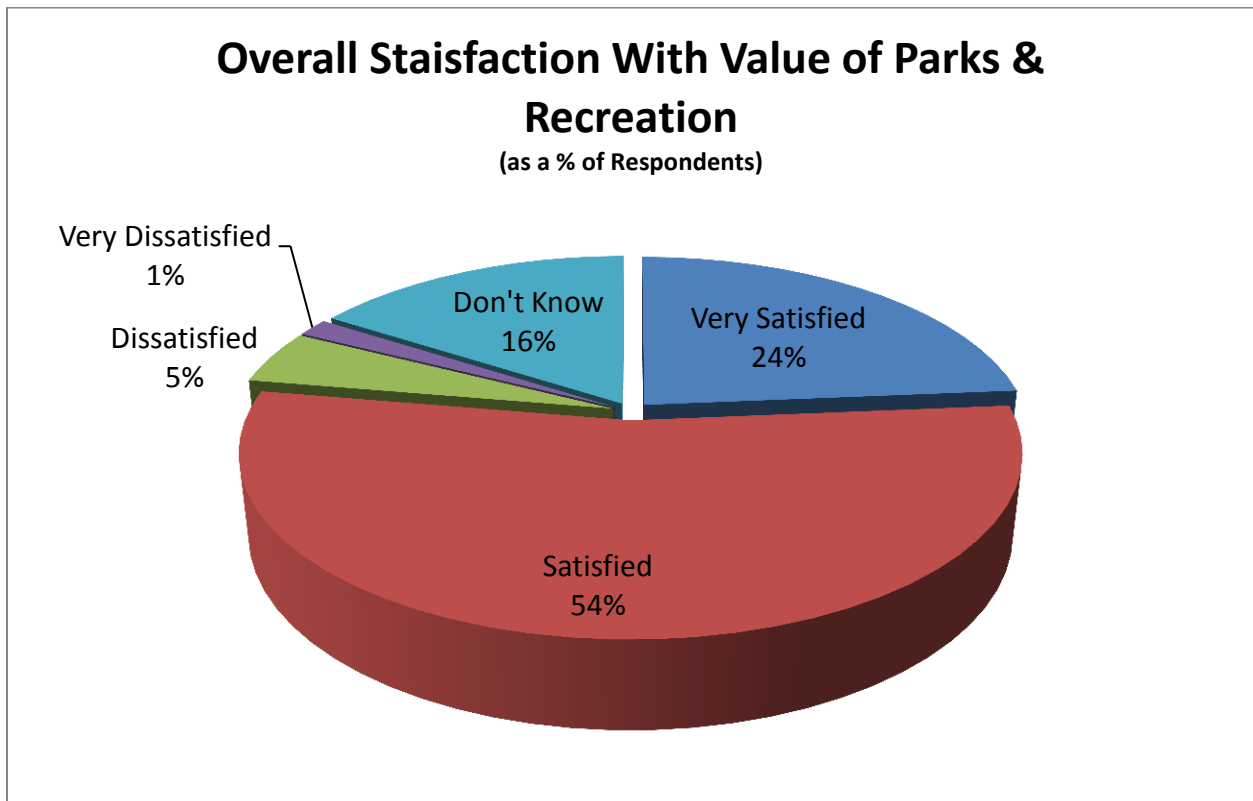
The following graph shows desire and ranking changes from the 2012 survey to 2017 results.



OVERALL SATISFACTION

19. Satisfaction with Parks and Recreation

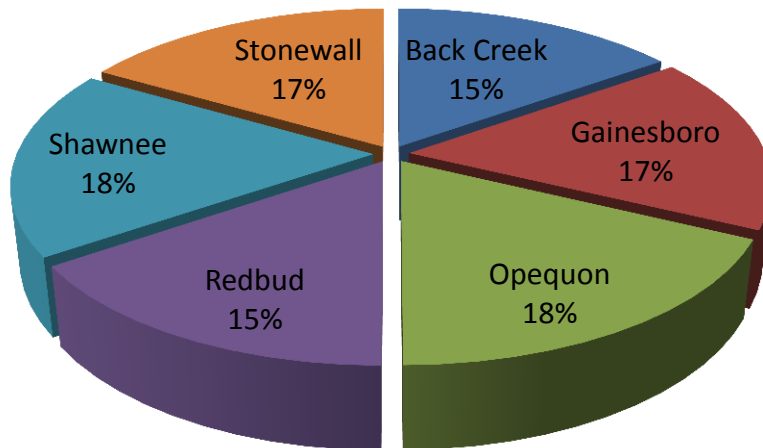
78% of respondent households report their overall satisfaction with Parks and Recreation as either Satisfied or Very Satisfied.



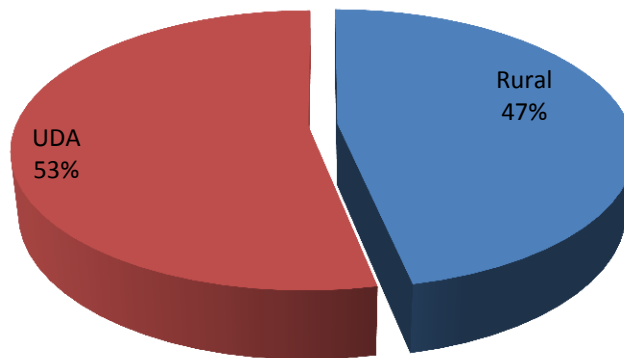
	2012	2017
Very Satisfied	20%	21%
Satisfied	51%	49%
Dissatisfied	3%	4%
Very Dissatisfied	1%	1%
Don't Know	15%	14%

DEMOGRAPHICS

Respondents by District (as a % of Respondents)



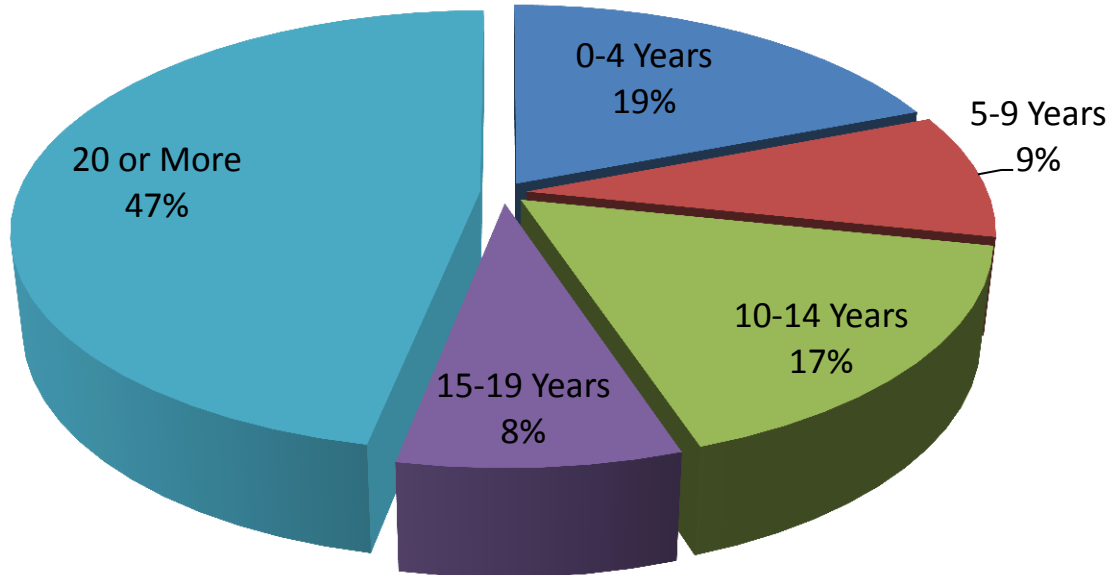
Respondents in UDA or Rural Areas



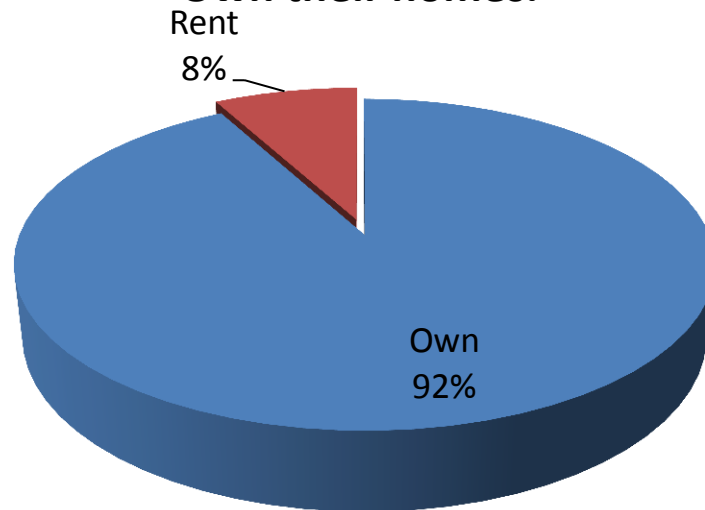
(2012: UDA 47%, Rural 53%)

20. How Long Respondents Have Lived in Frederick County

(as a % of Respondents)

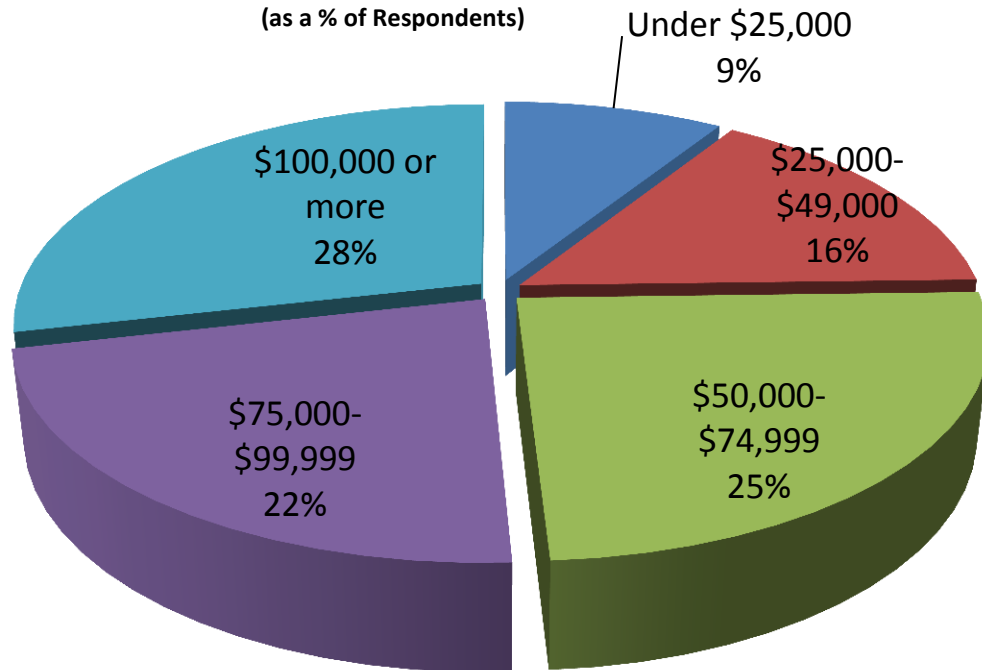


21. Percent of Respondents Who Rent or Own their homes.

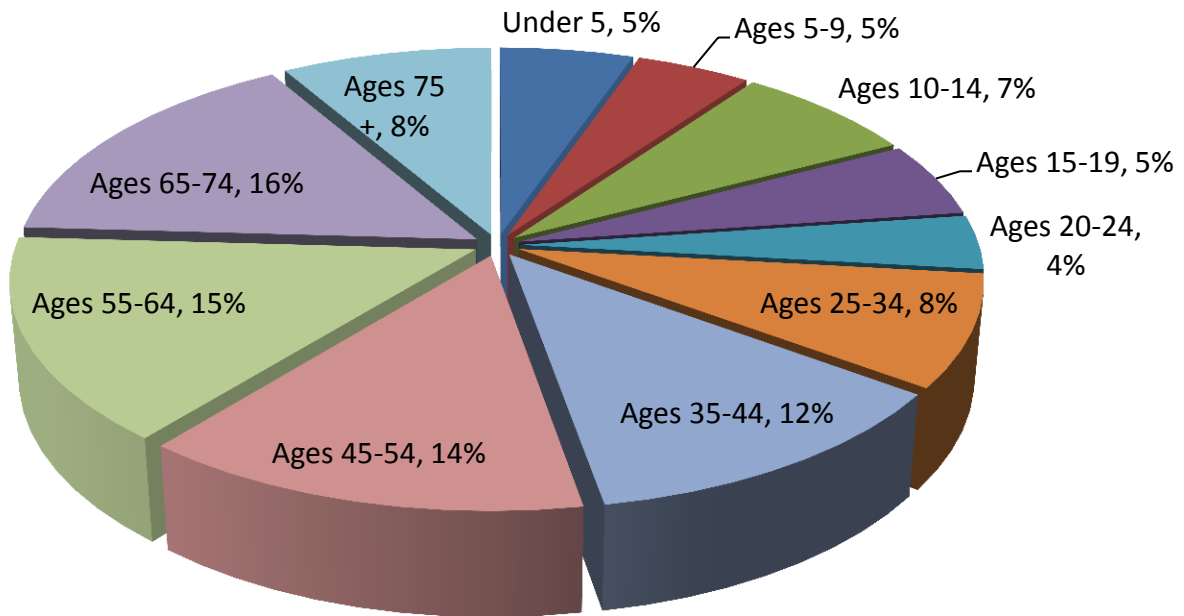


22. Respondent Household Income

(as a % of Respondents)



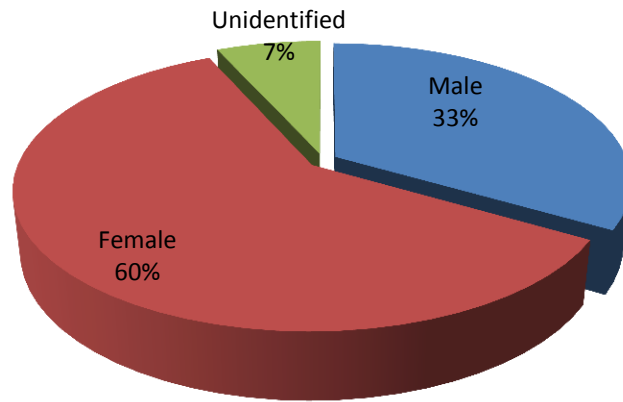
23. Age of Respondent Household Members



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