

Oakland County Parks and Recreation Community Needs Assessment Survey

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Findings
Report

**Submitted to the Oakland County
Parks and Recreation Commission:**

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Contents

Executive Summary	i
Charts and Graphs	1
Priority Investment Rating.....	19
Benchmarking Analysis.....	27
Tabular Data	32
Survey Instrument	87

Oakland County Parks and Recreation Community Needs Assessment Survey Executive Summary

Overview

ETC Institute administered a needs assessment survey for Oakland County during the summer of 2017. The survey was administered as part of the City's efforts to establish priorities for improvements to the park system, which will be included in the 5-Year Park and Recreation Master Plan. The survey and its results will guide Oakland County in taking a resident-driven approach to making decisions about the future of the county park system.

Methodology

ETC Institute mailed a survey packet to a random sample of households in Oakland County. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it on-line at www.OaklandCountyParks2017Survey.org.

Ten days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the households that received the survey to encourage participation. The emails contained a link to the on-line version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Oakland County from participating, everyone who completed the survey on-line was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered on-line with the addresses that were originally selected for the random sample. If the address from a survey completed on-line did not match one of the addresses selected for the sample, the on-line survey was not counted.

The goal was to obtain completed surveys from at least 800 residents. The goal was exceeded with a total of 812 residents completing the survey. The overall results for the sample of 812 households have a precision of at least +/-3.4% at the 95% level of confidence.

This report contains the following:

- Charts showing the overall results of the survey (Section 1)
- Priority Investment Rating (PIR) that identifies priorities for facilities and programs (Section 2)
- Benchmarking analysis comparing the County's results to national results (Section 3)
- Tabular data showing the overall results for all questions on the survey (Section 4)
- A copy of the survey instrument (Section 5)

The major findings of the survey are summarized below and on the following pages.

Overall Facility Use and Ratings

Respondents were asked to indicate which facilities their household use most often. Based on the sum of respondents' top four choices, the three most used facilities are: Independence Oaks Park, Addison Oaks Park, and the Oakland County Farmers Market.

Fifty-one percent (51%) of respondents indicated that their household visited an Oakland County park or facility less than once a month during the past 12 months. Seventy-seven percent (77%) of respondents indicated the physical condition of all the Oakland County Parks and Recreation parks and facilities they have visited are either "excellent" (28%) or "good" (49%).

The table below shows the percentage of respondents who have visited each park or facility during the past 12 months.

Parks		Nature Centers	
Independence Oaks Park	17%	Red Oaks Nature Center	6%
Addison Oaks Park	12%	Independence Oaks Nature Center	10%
Waterford Oaks Park	12%		
Red Oaks Park	9%	Sports Fields	
Catalpa Oaks Park	8%	Catalpa Oaks Soccer Fields	3%
Orion Oaks Park	8%	Catalpa Oaks Ball Diamonds	2%
Lyon Oaks Park	8%	Red Oaks Youth Soccer Fields	2%
Groveland Oaks Park	5%	Lyon Oaks Soccer Fields	2%
Highland Oaks Park	5%	Lyon Oaks Cricket Pitch	1%
Springfield Oaks Rotary Park	4%		
Rose Oaks Park	1%	Water Parks	
		Red Oaks Waterpark	9%
Dog Parks		Waterford Oaks Waterpark	11%
Orion Oaks Park	9%		
Red Oaks Park	3%	Banquet Centers	
Lyons Oaks Park	3%	Addison Oaks Conference Center	3%
		White Lake Oaks Conference Center	2%
Campgrounds		Glen Oaks Conference Center	2%
Addison Oaks Campground	4%	Lyon Oaks Conference Center	1%
Groveland Oaks Campground	4%		
Independence Oaks Campground	2%	Other	
Springfield Oaks Event Campground	1%	Oakland County Farmers Market	22%
		Springfield Oaks Fairground	4%
Golf Courses		Waterford Oaks Activity Center	2%
Glen Oaks Golf Course	6%	Waterford Oaks BMX Course	2%
White Lake Oaks Golf Course	5%	Waterford Oaks Lookout Lodge	1%
Springfield Oaks Golf Course	4%	Springfield Oaks Activity Center	1%
Red Oaks Golf Course	4%	Other	4%
Lyon Oaks Golf Course	3%		

Tax Support

Respondents were asked to indicate how supportive they would be of having Oakland County Parks and Recreation use their tax dollars to fund 18 different investments. Based on the sum of “very supportive” and “somewhat supportive” responses the four most supportive investments were: fix up and repair older structures and playgrounds (76%), fix up and repair roads and parking lots (75%), make facilities accessible for persons of all abilities (68%), and new trails and boardwalks (67%). Respondents were then asked to indicate which four actions would they be most willing to fund with their tax dollars. Based on the sum of respondents’ top four choices, the three most supported investments were: fix up and repair older structures and playgrounds (35%), fix up and repair roads and parking lots (31%), and new trails and boardwalks (29%).

Respondents were informed that funding for operations and capital improvements for parks, trails, facilities and services provided to the Oakland County Parks and Recreation Commission comes through a combination of user fees, dedicated tax millage, grants and donations. The major tax funding comes from a dedicated millage equal to an annual tax of less than \$25 on a \$200,000 home in Oakland County. This tax expires in 2021. Knowing this, respondents were asked to indicate how they would vote if an election was held to renew the current millage for funding operations and capital improvements. Eighty-one percent (81%) of respondents indicated they would either “vote in favor” or “might vote in favor” of renewing the current millage, only 6% would vote against. Respondents were then asked to indicate how they would vote to increase the millage between \$25 and \$35 on a \$200,000 home. Seventy-one percent (71%) of respondents indicated they would either “vote in favor” or “might vote in favor” of increasing the millage.

Barriers to Park, Facility and Program Usage

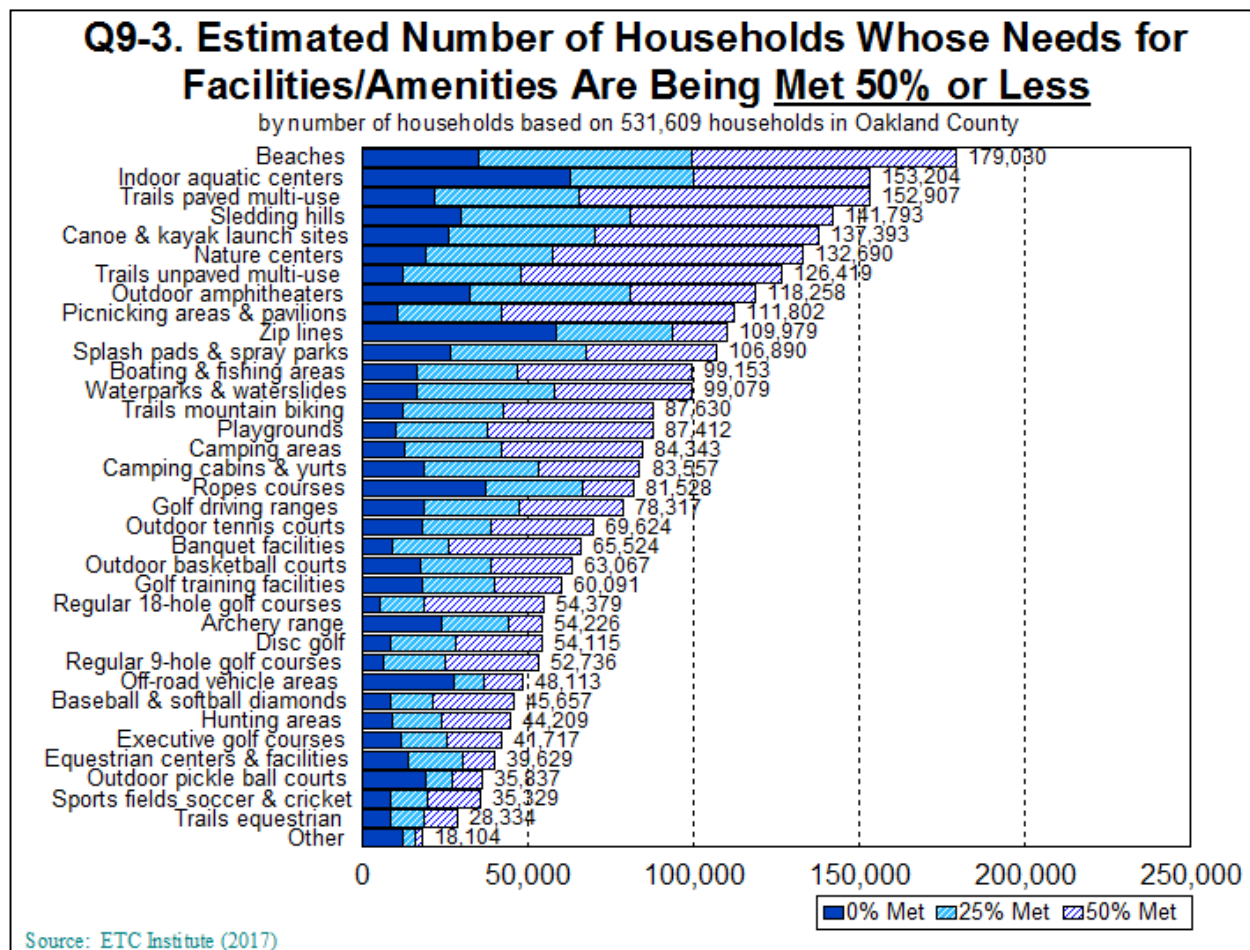
Respondents were given a list of 16 reasons that may limit their participation in outdoor recreation and asked to indicate how strongly they agree with each reason. Based on the sum of “strongly agree” and “agree” responses the three most prevalent reasons limiting participation in outdoor recreation are: lack of time (46%), dislike of outdoor pests, such as mosquitos (37%), and a lack of information (26%). Ninety percent (90%) of respondents indicated they “disagree” or “strongly disagree” with the statement regarding a lack of transportation and 85% “disagree” or “strongly disagree” with the statement regarding feeling unwelcome or uncomfortable.

Facility Needs and Priorities

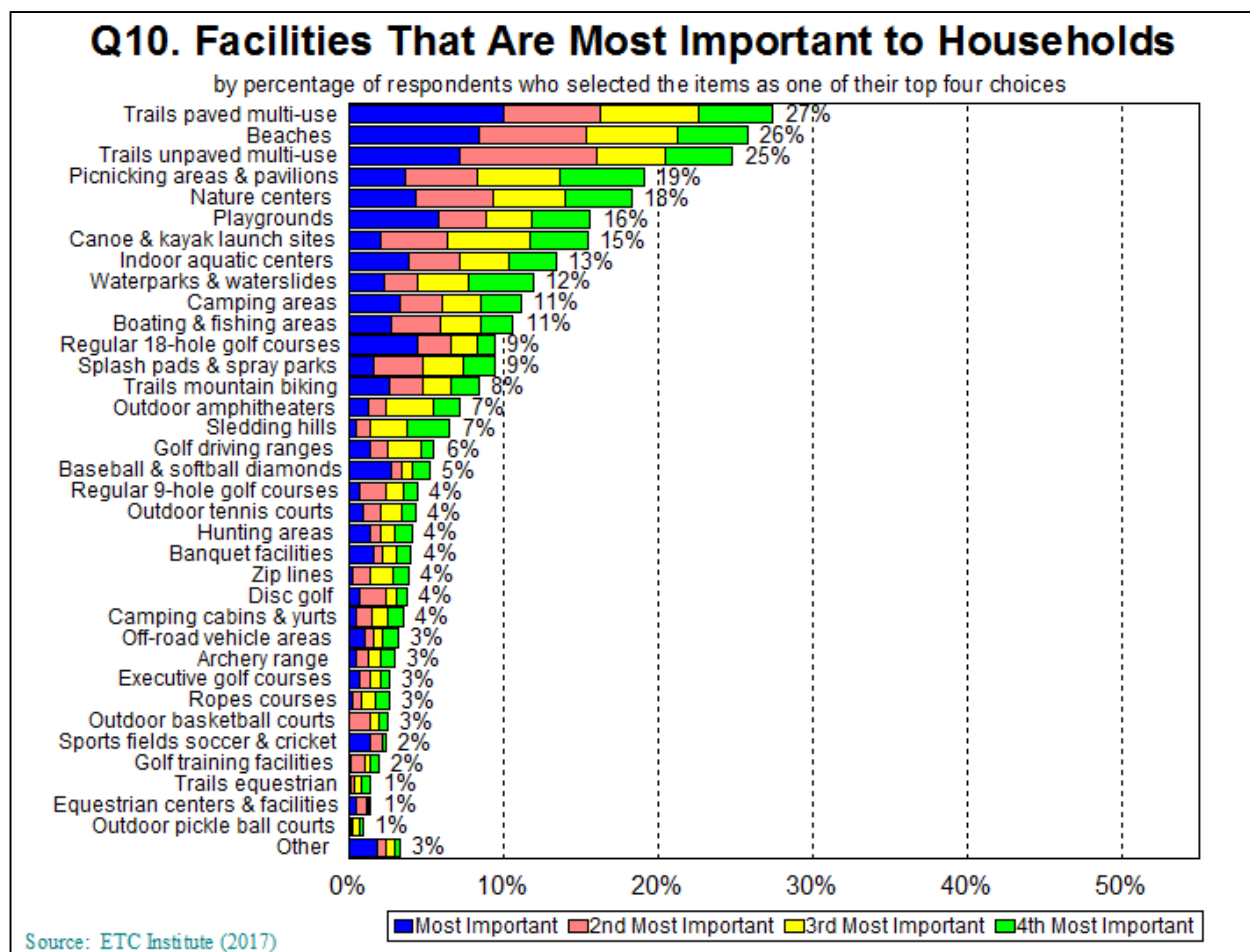
Facility Needs: Respondents were asked to identify if their household had a need for 36 recreation facilities and amenities and rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various facilities.

The three recreation facilities with the highest percentage of households that indicated a need for the facility were: beaches (60%), nature centers (52%), and picnicking areas and pavilions (52%). When ETC Institute analyzed the needs in the community, only one facility, beaches, had a need that affected more than 300,000 households. ETC Institute estimates a total of 179,030

households in Oakland County have unmet needs for beaches. The estimated number of households that have unmet needs for each of the 36 facilities that were assessed is shown in the chart below.



Facility Importance: In addition to assessing the needs for each facility, ETC Institute also assessed the importance that residents placed on each facility. Based on the sum of respondents' top four choices, the three most important facilities to residents were: trails paved multi-use (27%), beaches (26%), and trails unpaved multi-use (25%). The percentage of residents who selected each facility as one of their top four choices is shown in the chart at the top of the following page.

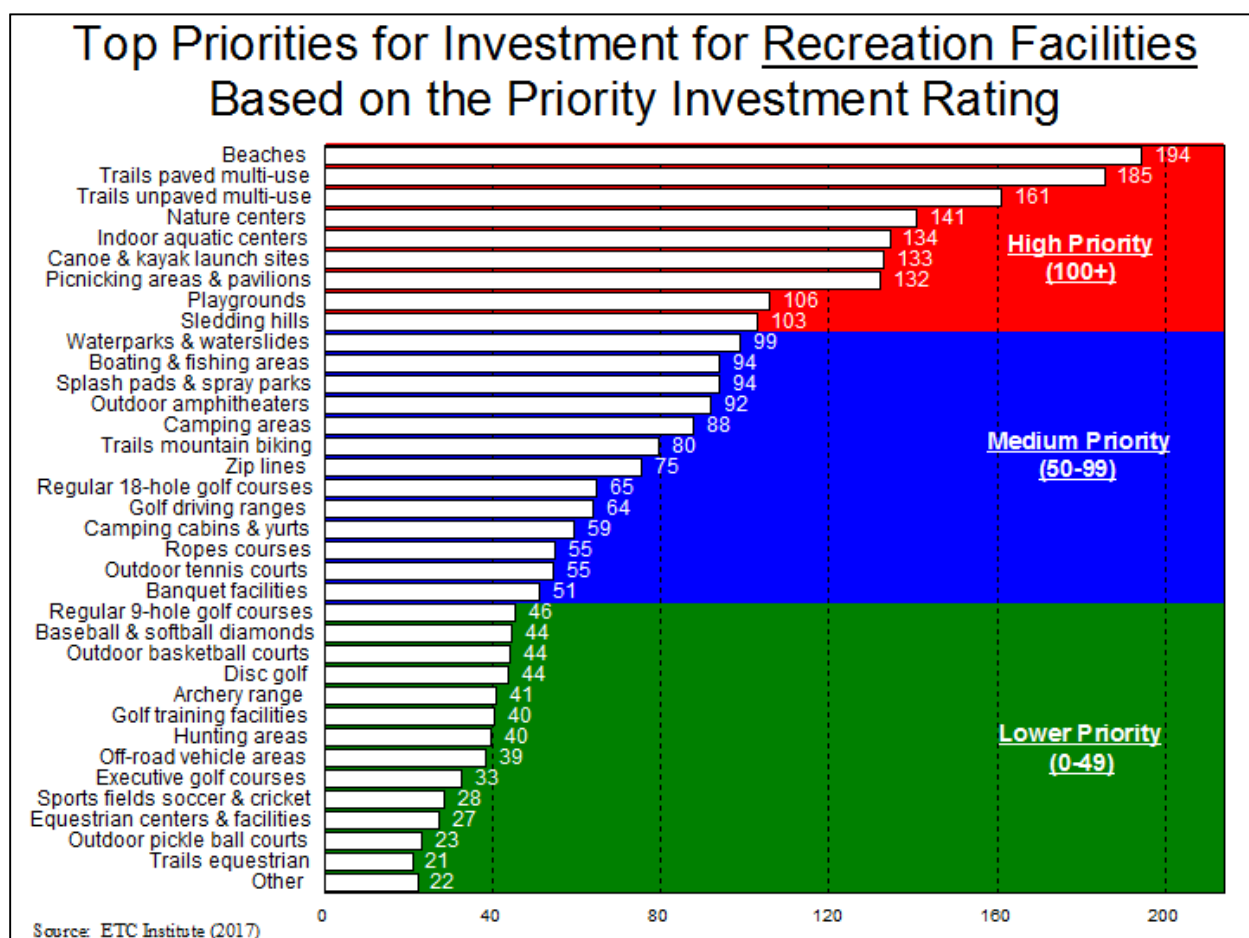


Priorities for Facility Investments: The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on parks and recreation investments. The Priority Investment Rating (PIR) equally weights (1)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

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

- Beaches (PIR=194)
- Trails paved multi-use (PIR=185)
- Trails unpaved multi-use (PIR=161)
- Nature centers (PIR=141)
- Indoor aquatic centers (PIR=134)
- Canoe and kayak launch sites (PIR=133)
- Picnicking areas and pavilions (PIR=132)
- Playgrounds (PIR=106)
- Sledding hills (PIR=103)

The chart on the following page shows the Priority Investment Rating for each of the 36 facilities/amenities that were assessed on the survey.



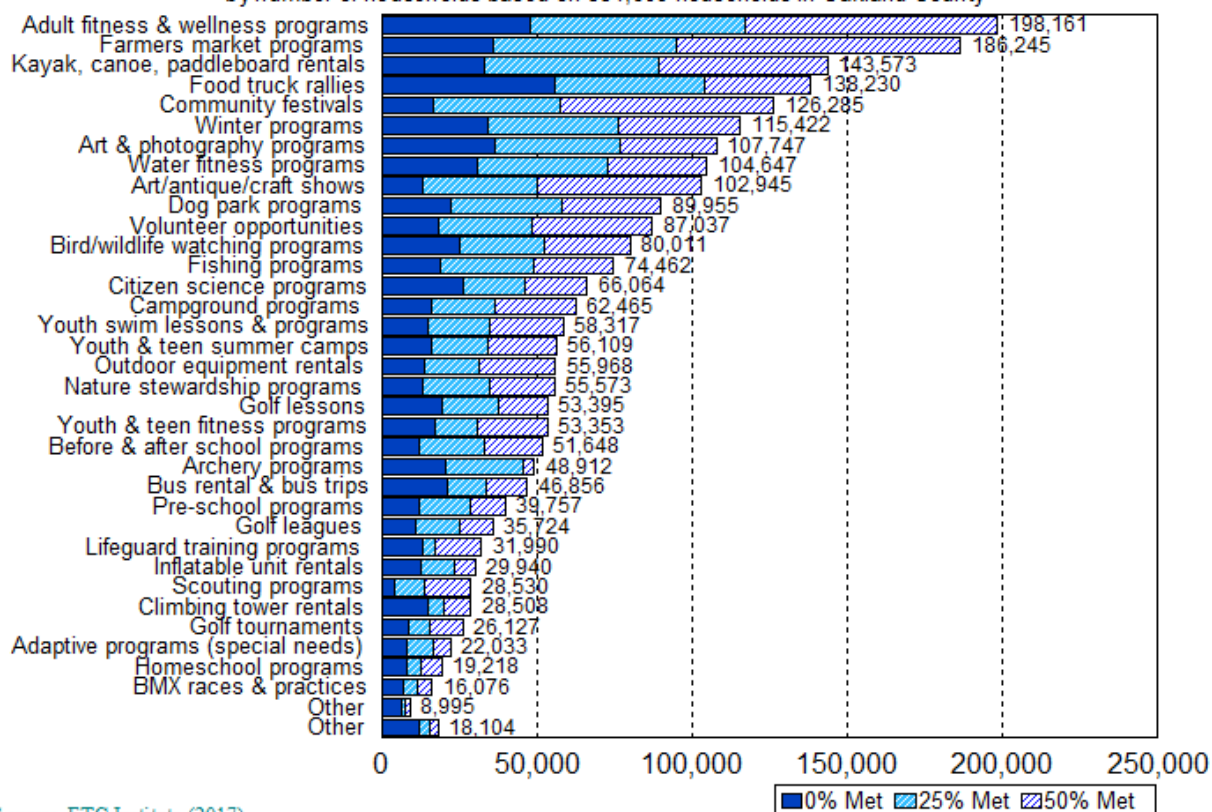
Programming Needs and Priorities

Programming Needs. Respondents were also asked to identify if their household had a need for 35 recreational programs and rate how well their needs for each program were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had “unmet” needs for each program.

The three programs with the highest percentage of households that had needs were: farmers market programs (58%), adult fitness and wellness programs (52%), and community festivals (40%). In addition to having the highest total need, the top two programs also have the highest unmet need among the 35 programming-related areas that were assessed. ETC Institute estimates a total of 198,161 households have unmet needs for adult fitness and wellness programs and 186,245 households have unmet needs for farmers market programs. The estimated number of households that have unmet needs for each of the 35 programs that were assessed is shown in the chart at the top of the following page.

Q12-3. Estimated Number of Households Whose Needs for Programs Are Being Met 50% or Less

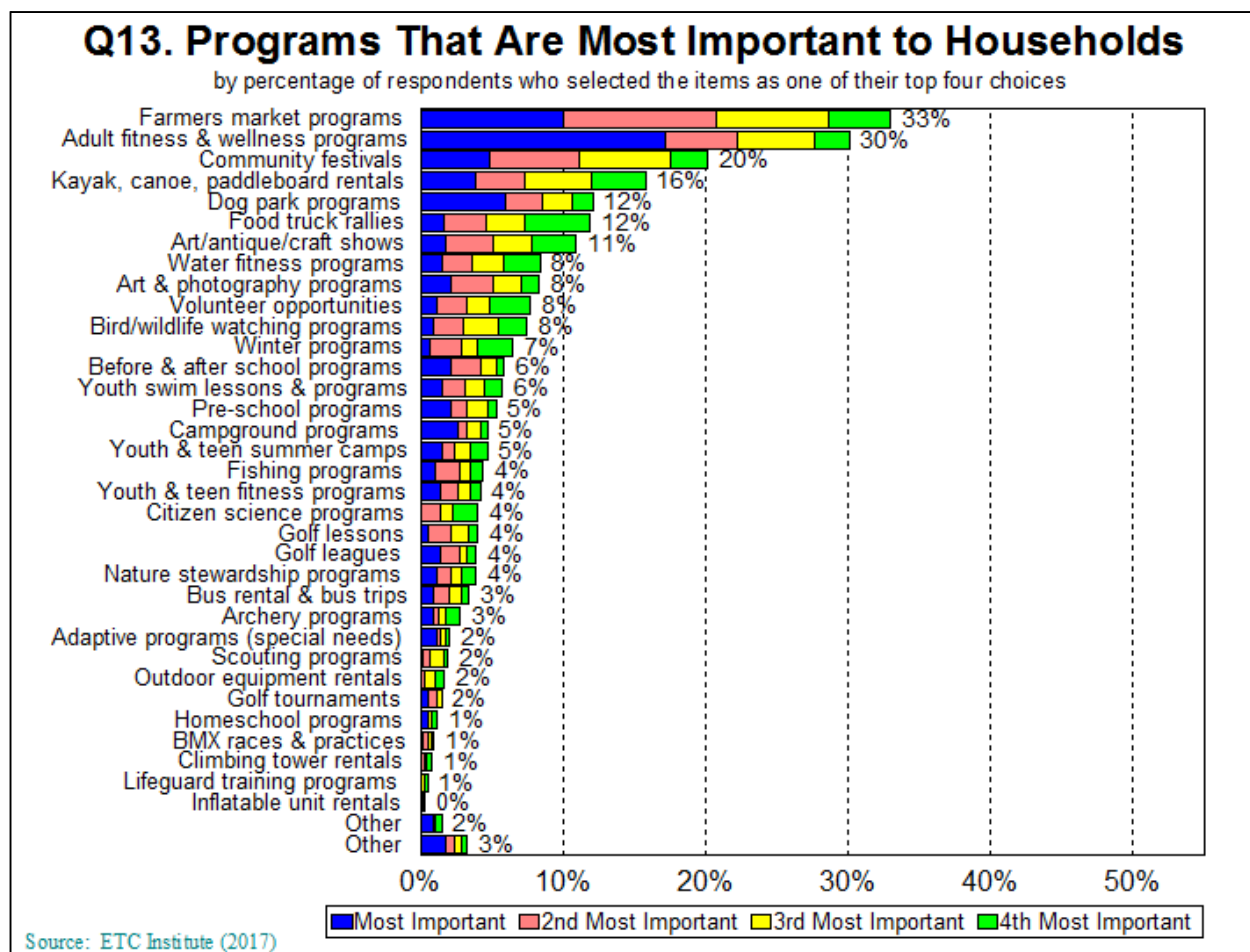
by number of households based on 531,609 households in Oakland County



Source: ETC Institute (2017)

Program Importance. In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents place on each program. Based on the sum of respondents' top four choices, the three most important programs to residents were: farmers market programs (33%), adult fitness and wellness programs (30%), and community festivals (20%).

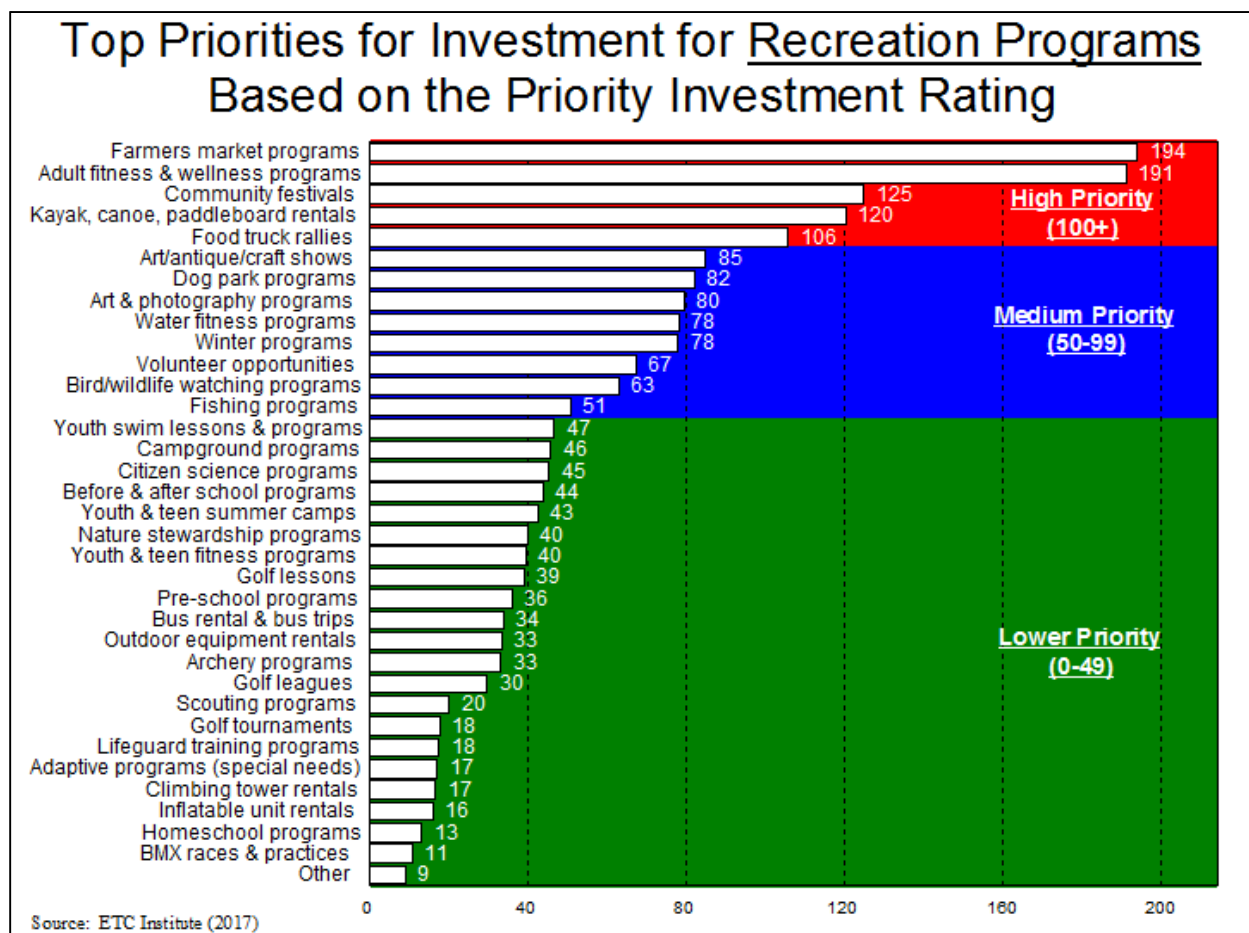
The percentage of residents who selected each program as one of their top four choices is shown in the table at the top of the following page.



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

- Farmers market programs (PIR=194)
- Adult fitness and wellness programs (PIR=191)
- Community festivals (PIR=125)
- Kayak, canoe, paddleboard rentals (PIR=120)
- Food truck rallies (PIR=106)

The chart on the following page shows the Priority Investment Rating (PIR) for each of the 35 programs that were rated.



Additional Findings

Forty-seven percent (47%) of respondents feel there are sufficient parks and green space within a 10-minute walk of their residence and 72% of respondents feel there are sufficient parks and green space within a 15-minute drive of their residence.

Respondents were informed that the Oakland County Parks and Recreation Commission has many options regarding developing open space for parks and recreation purposes. Knowing this, respondents were asked to indicate two open space options that their household would support the most. Based on the sum of respondents' top two choices respondents most support the following two items: open space should be acquired and improved for passive usage, i.e. trails and picnicking (50%) and open space should be acquired and left undeveloped for future generations (38%).

Forty-six percent (46%) of respondents indicated they hear about Oakland County Parks and Recreation from friends, family, and coworkers, 27% use the Oakland County Parks website, 26% have seen ads in a publication, and 23% have seen direct mail about Oakland County parks and Recreation.

Conclusions

Overall, 38% of respondents are either “very satisfied” (16%) or “satisfied” (22%) with the overall value their household receives from the Oakland County Parks and Recreation Commission. In order to ensure that the Oakland County Parks and Recreation Commission continues to meet the needs and expectations of the community, ETC Institute recommends that they sustain and/or improve the performance in areas that were identified as “high priorities” by the Priority Investment Rating (PIR). The facilities and programs with the highest PIR ratings are listed below.

Facility Priorities

- Beaches (PIR=194)
- Trails paved multi-use (PIR=185)
- Trails unpaved multi-use (PIR=161)
- Nature centers (PIR=141)
- Indoor aquatic centers (PIR=134)
- Canoe and kayak launch sites (PIR=133)
- Picnicking areas and pavilions (PIR=132)
- Playgrounds (PIR=106)
- Sledding hills (PIR=103)

Programming Priorities

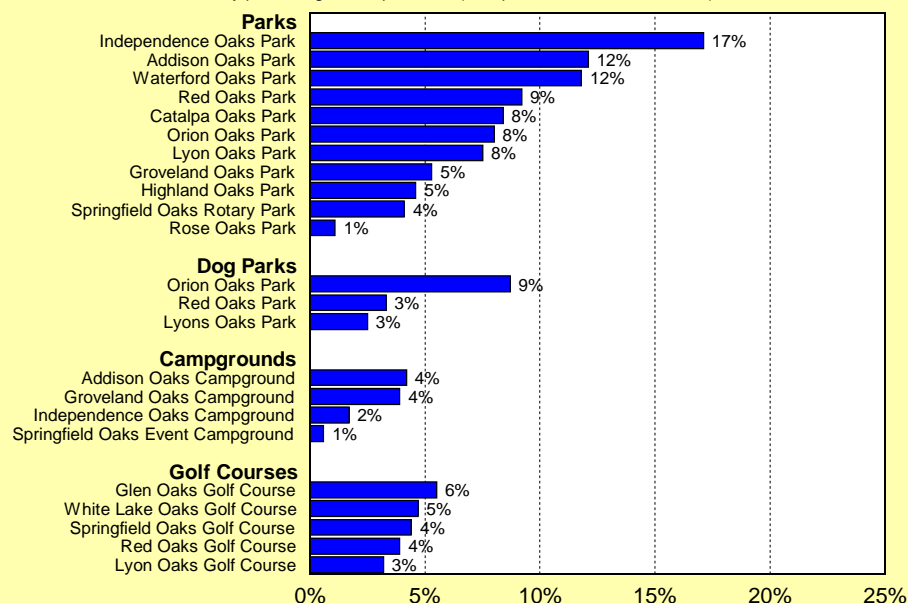
- Farmers market programs (PIR=194)
- Adult fitness and wellness programs (PIR=191)
- Community festivals (PIR=125)
- Kayak, canoe, paddleboard rentals (PIR=120)
- Food truck rallies (PIR=106)

Section 1

Charts and Graphs

Q1. All of the Oakland County parks and facilities your household have visited over the past 12 months

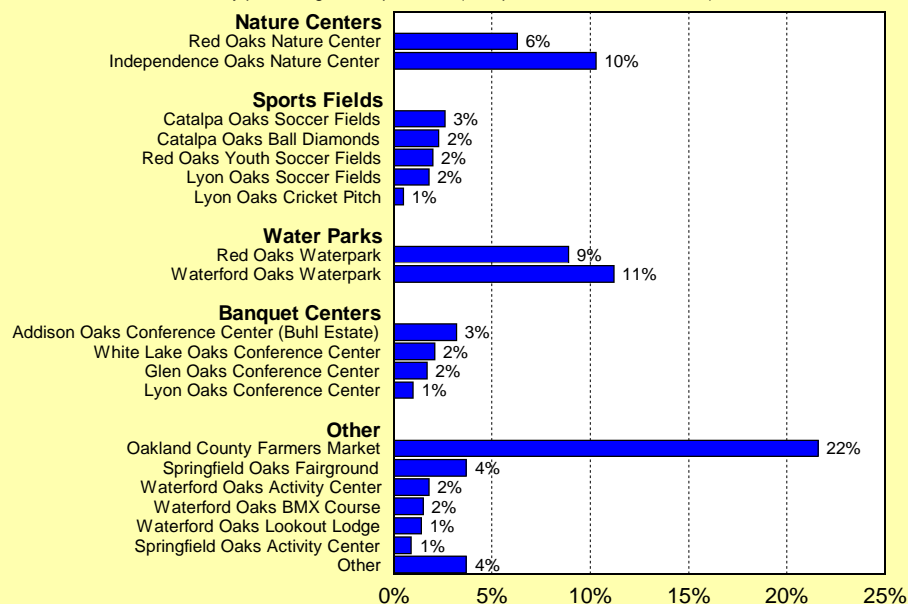
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2017)

Q1. All of the Oakland County parks and facilities your household have visited over the past 12 months

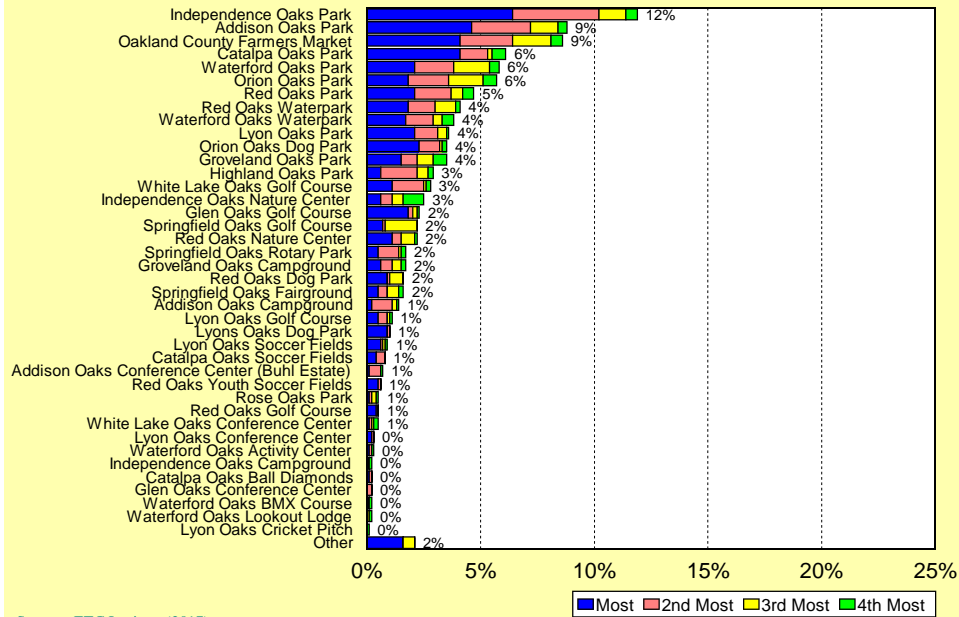
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2017)

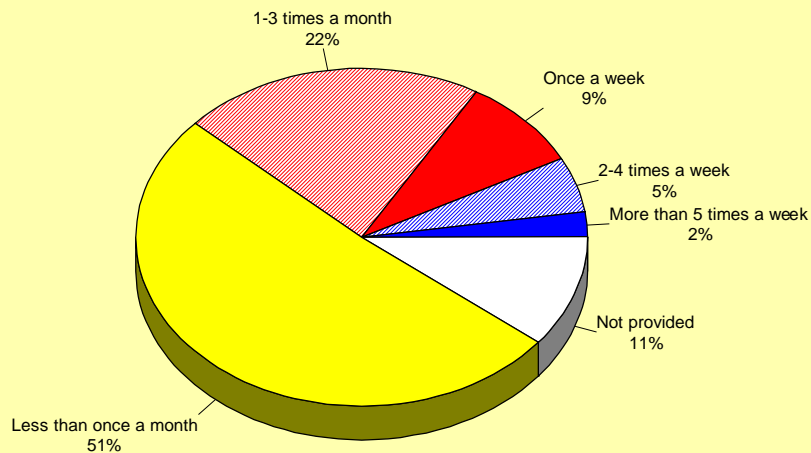
Q2. Which parks and facilities does your household use most often?

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



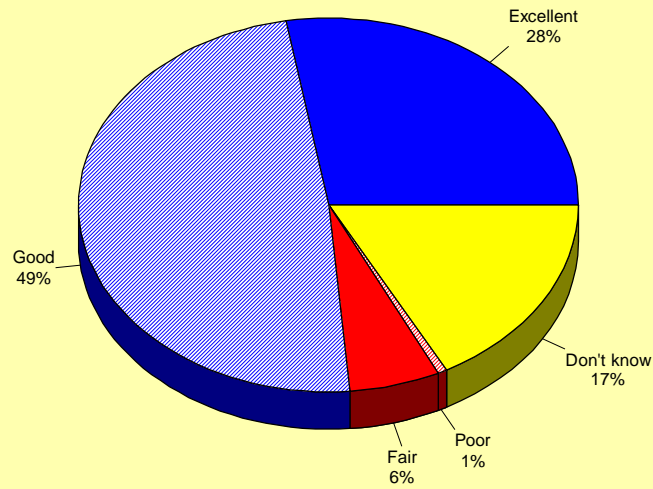
Q3. How many times, in the past 12 months, has your household visited an Oakland County park or facility?

by percentage of respondents



Q4. Overall, how would you rate the physical condition of all the Oakland County Parks and Recreation parks and facilities that you have visited?

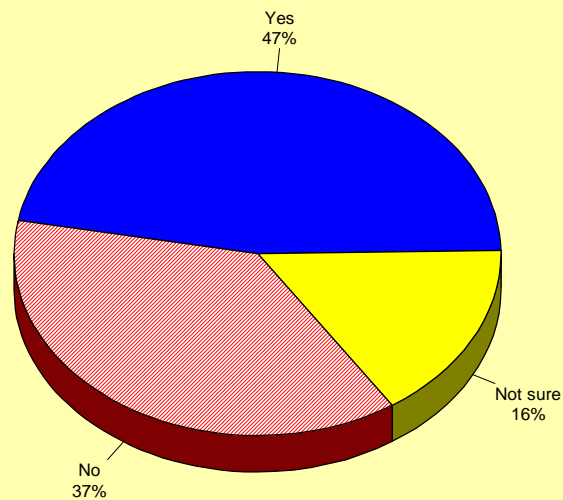
by percentage of respondents



Source: ETC Institute (2017)

Q5. Do you feel that there are sufficient parks and green space areas within a 10-minute walk of your residence?

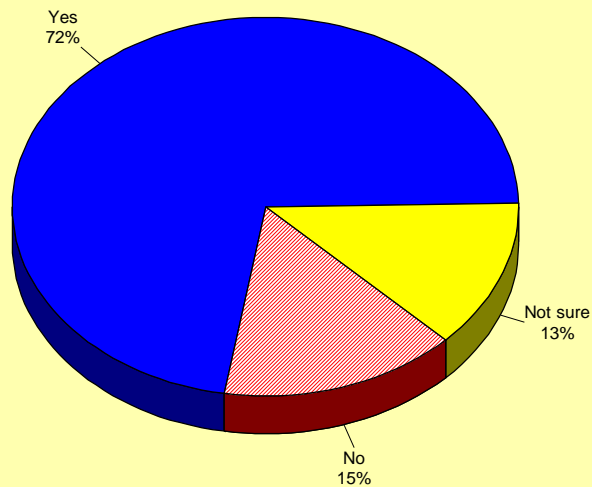
by percentage of respondents



Source: ETC Institute (2017)

Q6. Do you feel that there are sufficient parks and green space areas within a 15-minute drive of your residence?

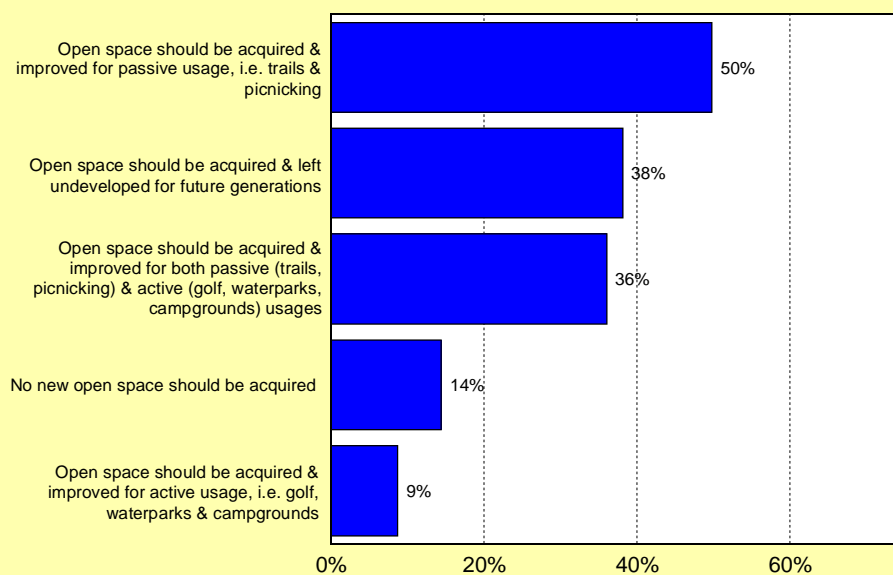
by percentage of respondents



Source: ETC Institute (2017)

Q7. Which two open space options would your household support the most?

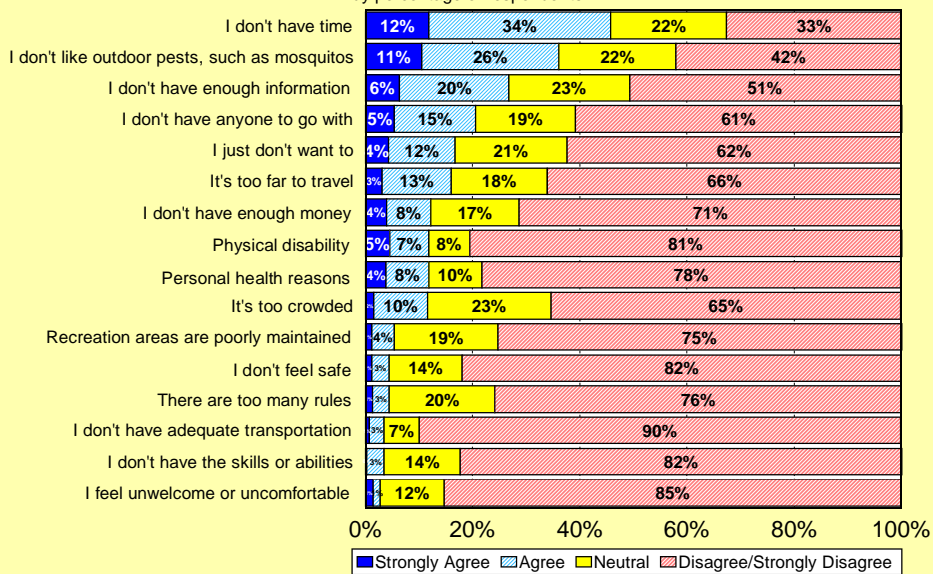
by percentage of respondents who selected the items as one of their top two choices



Source: ETC Institute (2017)

Q8. Please rate your level of agreement with the following statements regarding reasons that limit participation in outdoor recreation

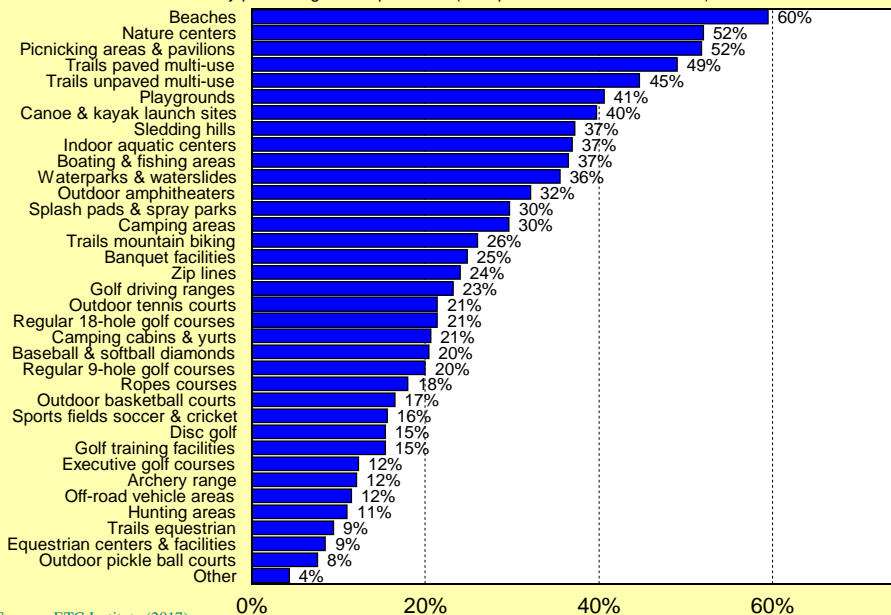
by percentage of respondents



Source: ETC Institute (2017)

Q9. Facilities/Amenities Respondent Households Have a Need For

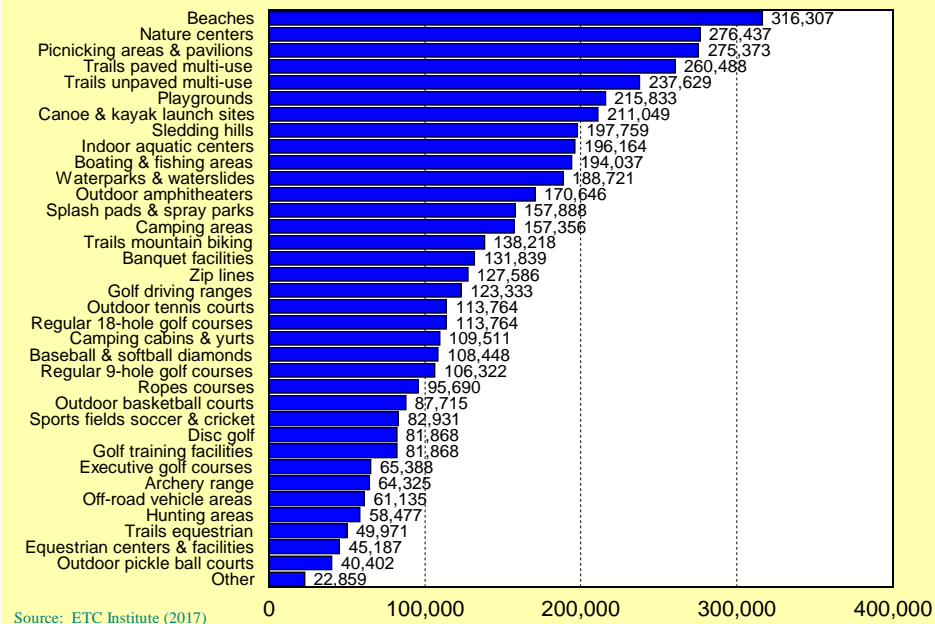
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2017)

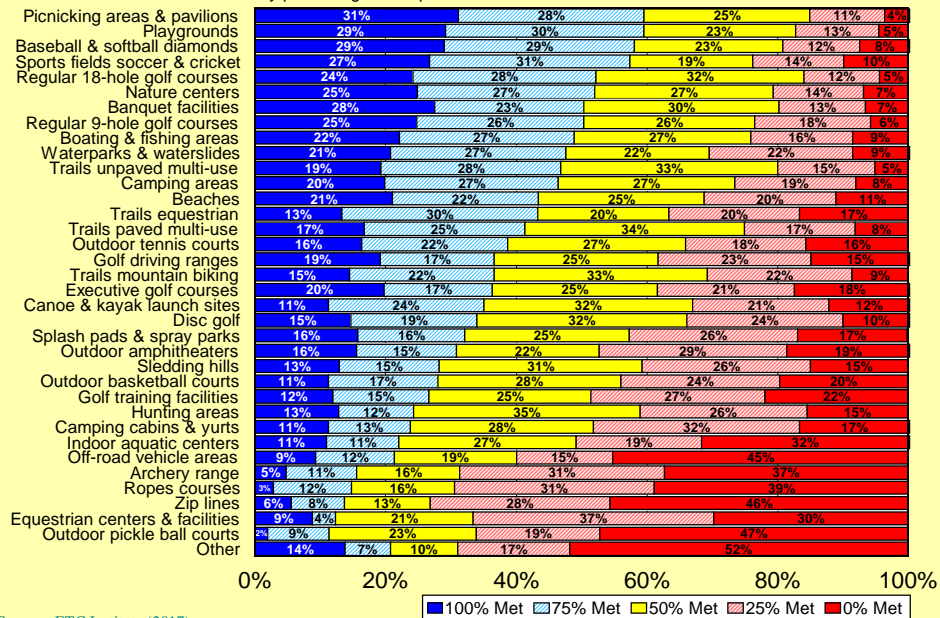
Q9-1. Estimated Number of Households That Have a Need for Various Facilities/Amenities

by number of households based on 531,609 households in Oakland County



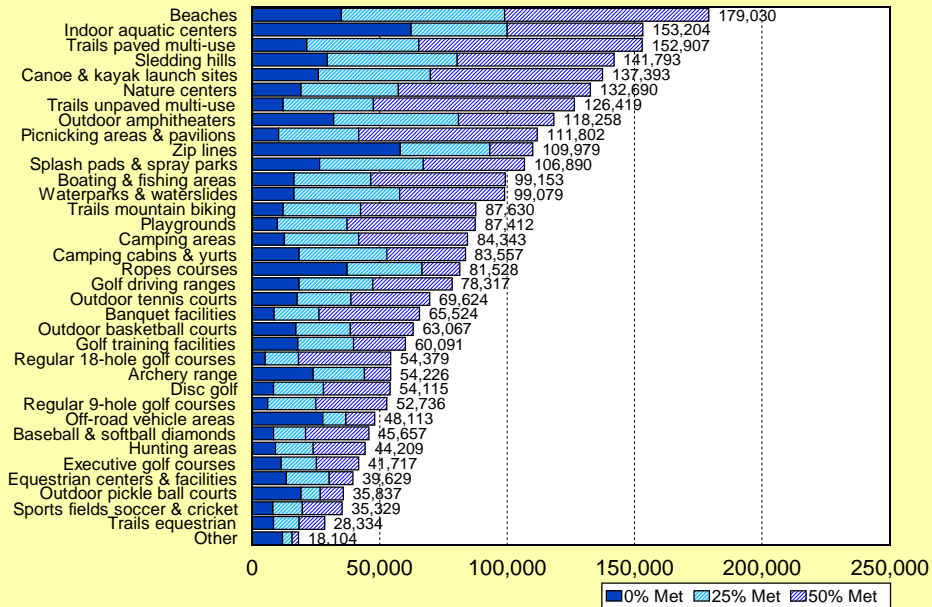
Q9-2. How Well Parks and Recreation Facilities/Amenities Meet the Needs of Respondent Households

by percentage of respondents with a need for facilities



Q9-3. Estimated Number of Households Whose Needs for Facilities/Amenities Are Being Met 50% or Less

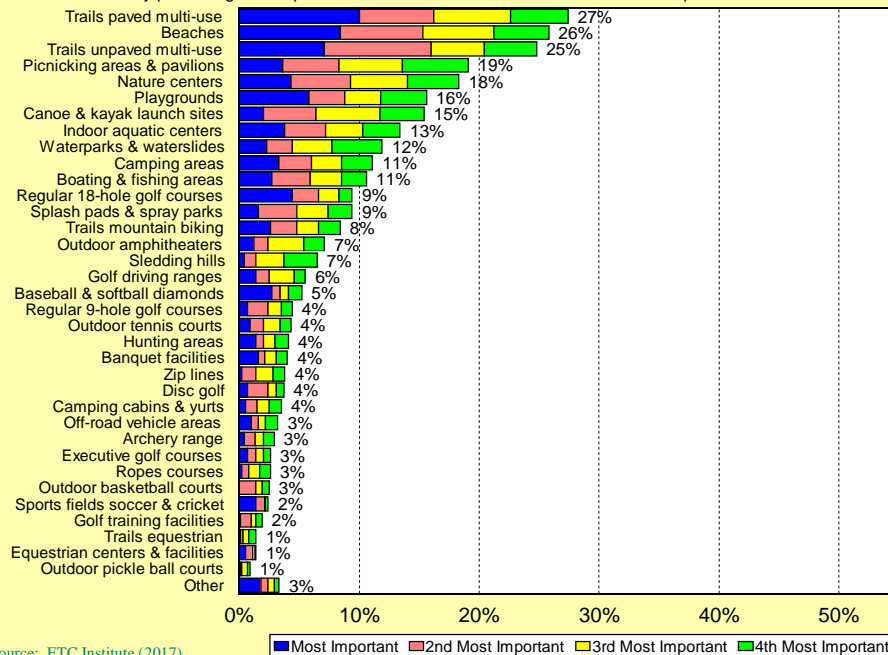
by number of households based on 531,609 households in Oakland County



Source: ETC Institute (2017)

Q10. Facilities That Are Most Important to Households

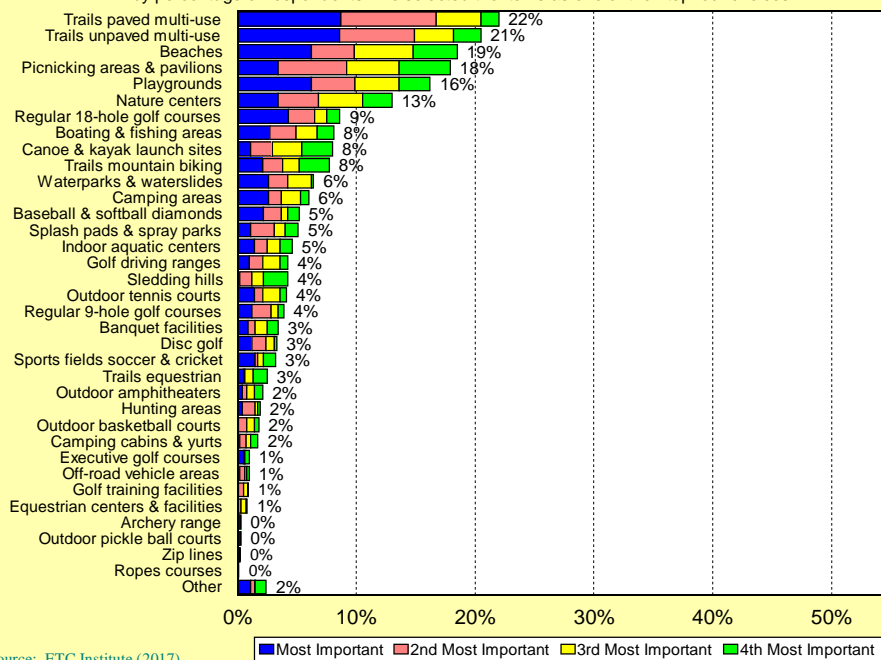
by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2017)

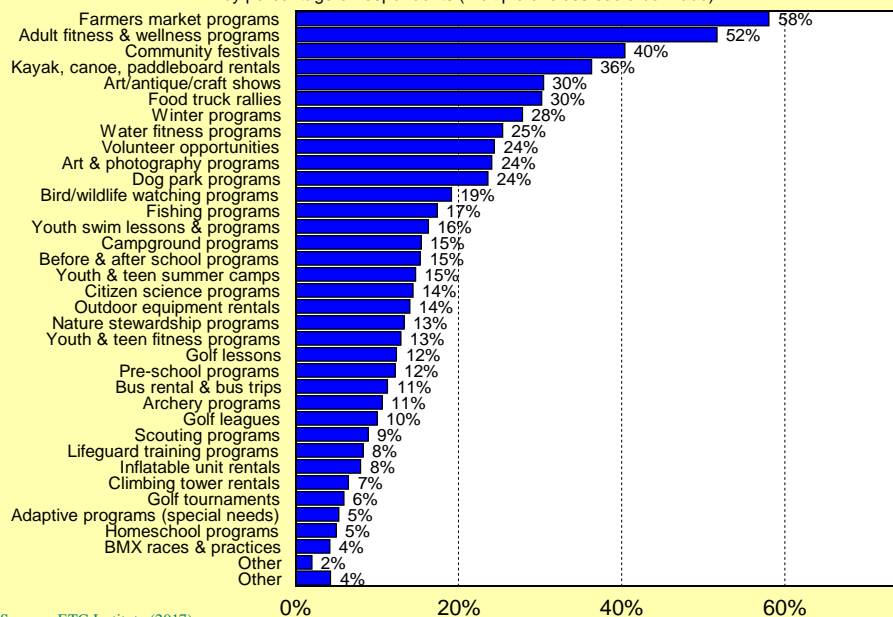
Q11. Facilities Your Household Currently Use Most

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



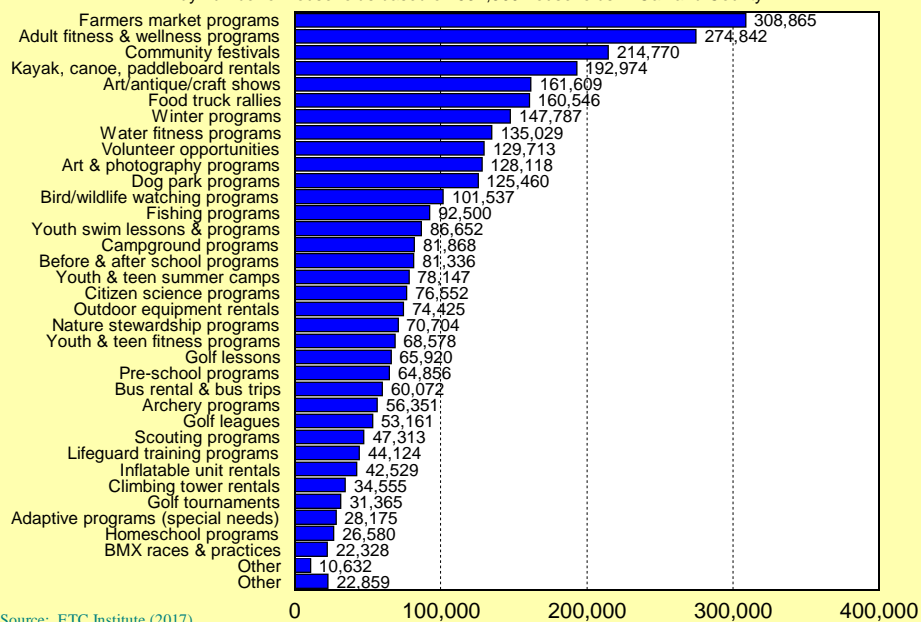
Q12. Programs Respondent Households Have a Need For

by percentage of respondents (multiple choices could be made)



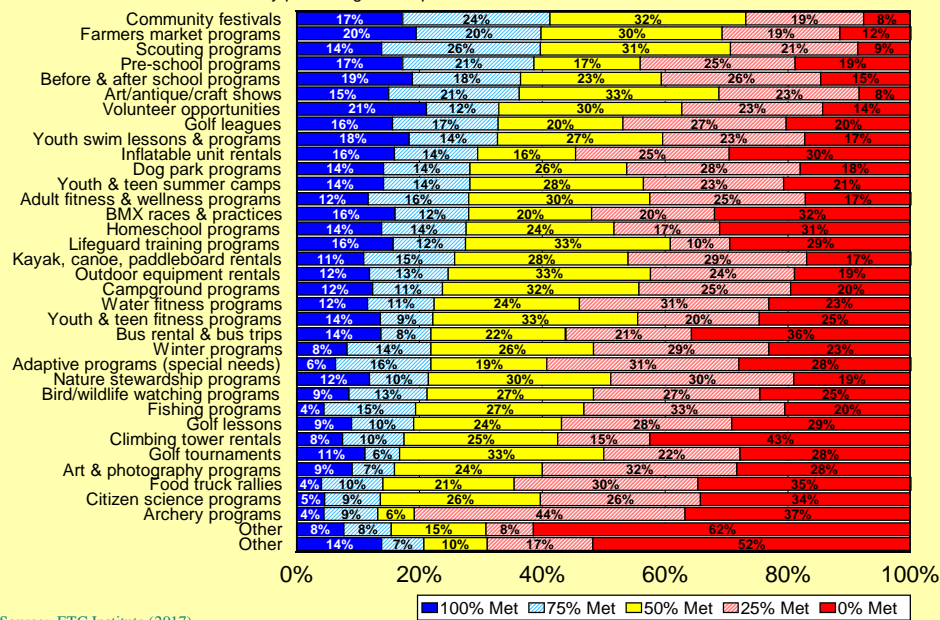
Q12-1. Estimated Number of Households That Have a Need for Various Programs

by number of households based on 531,609 households in Oakland County



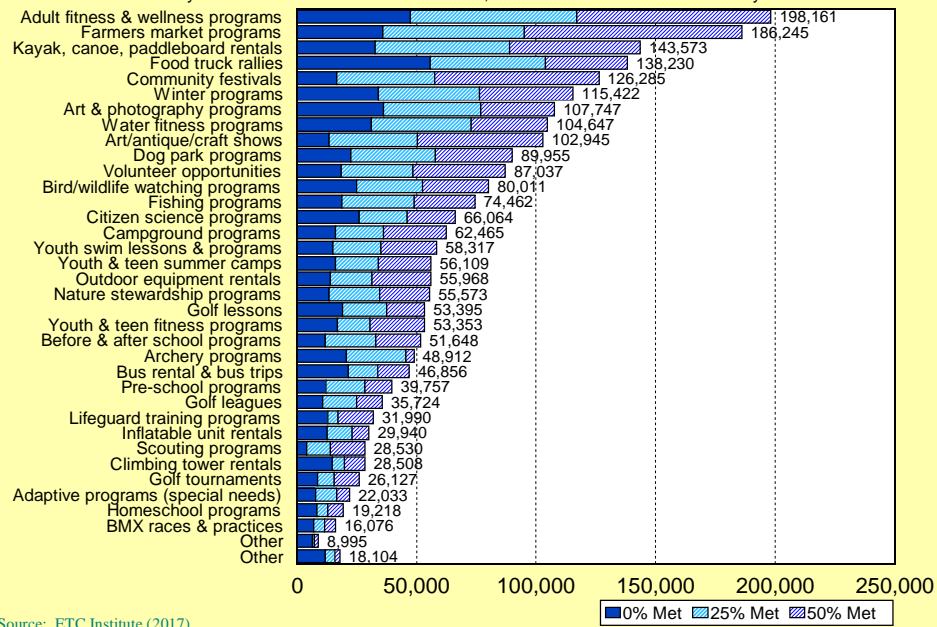
Q12-2. How Well Parks and Recreation Programs Meet the Needs of Respondent Households

by percentage of respondents with a need for facilities



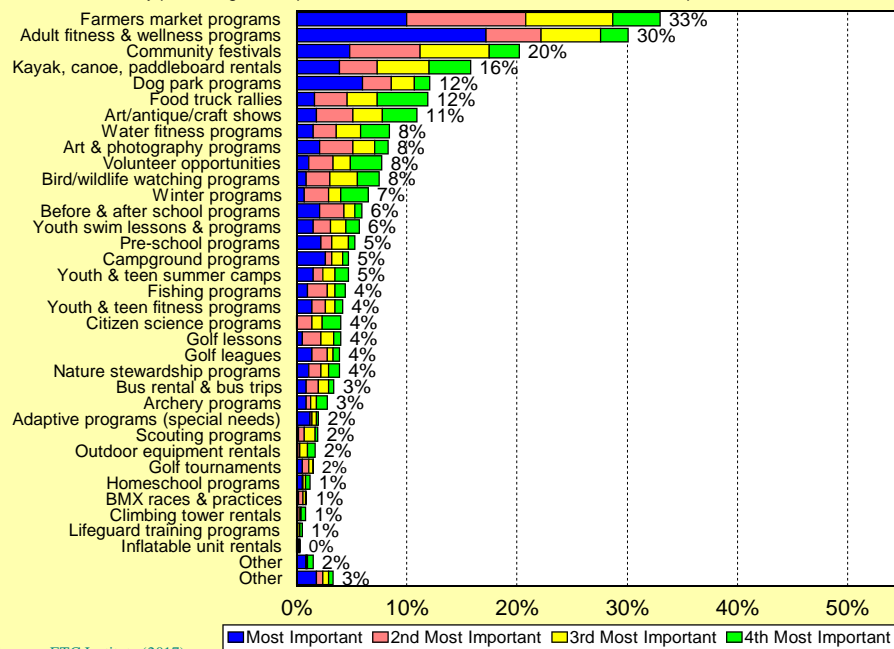
Q12-3. Estimated Number of Households Whose Needs for Programs Are Being Met 50% or Less

by number of households based on 531,609 households in Oakland County



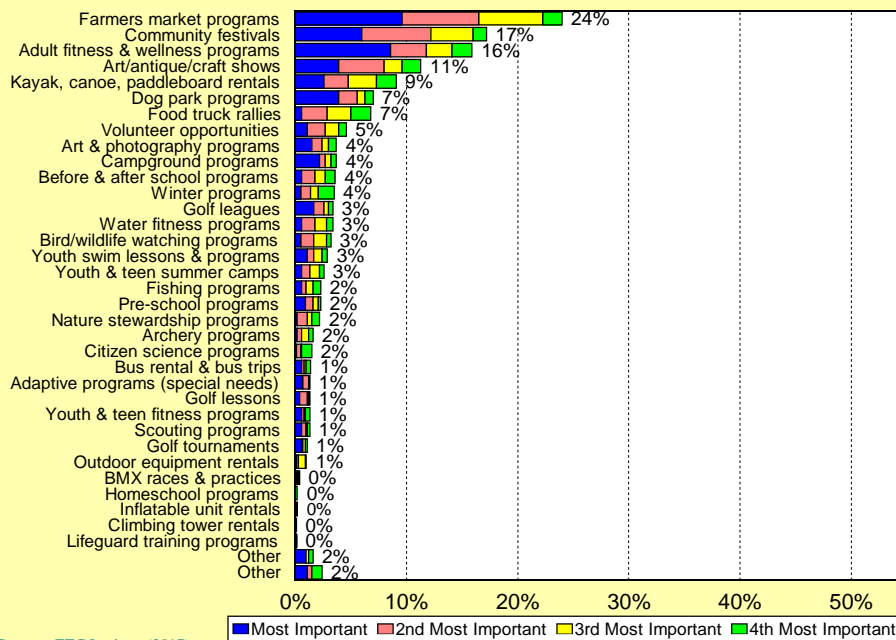
Q13. Programs That Are Most Important to Households

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



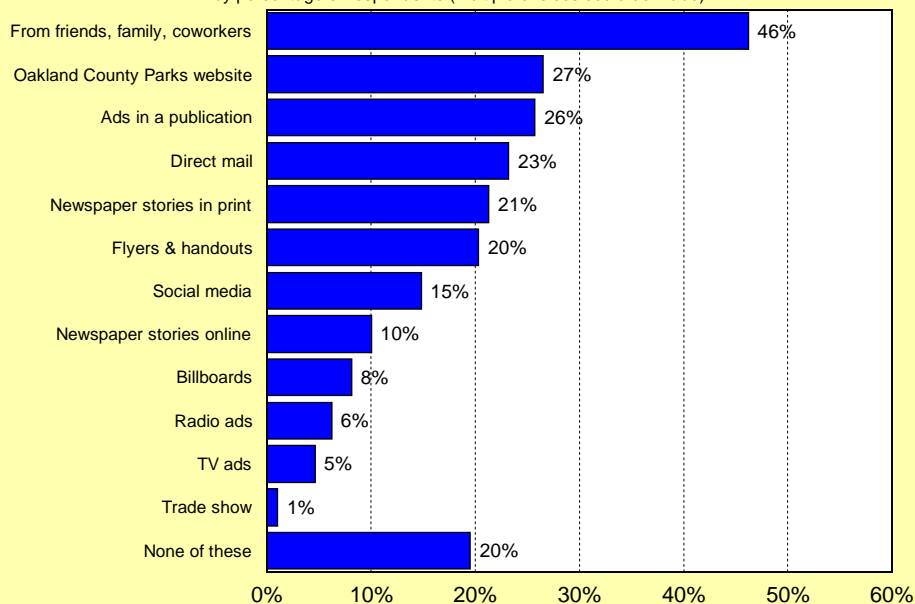
Q14. Facilities That Are Most Important to Households

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



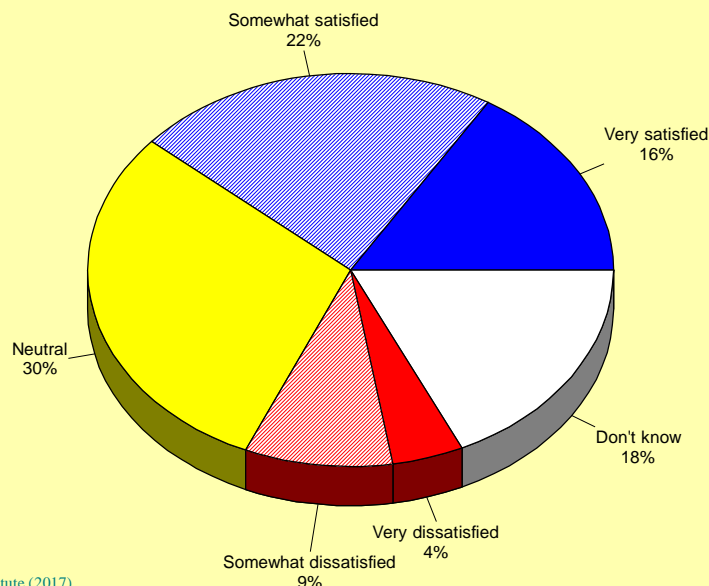
Q15. All the ways you have heard about Oakland County Parks and Recreation

by percentage of respondents (multiple choices could be made)



Q16. How satisfied are you with the overall value your household receives from the Oakland County Parks and Recreation Commission?

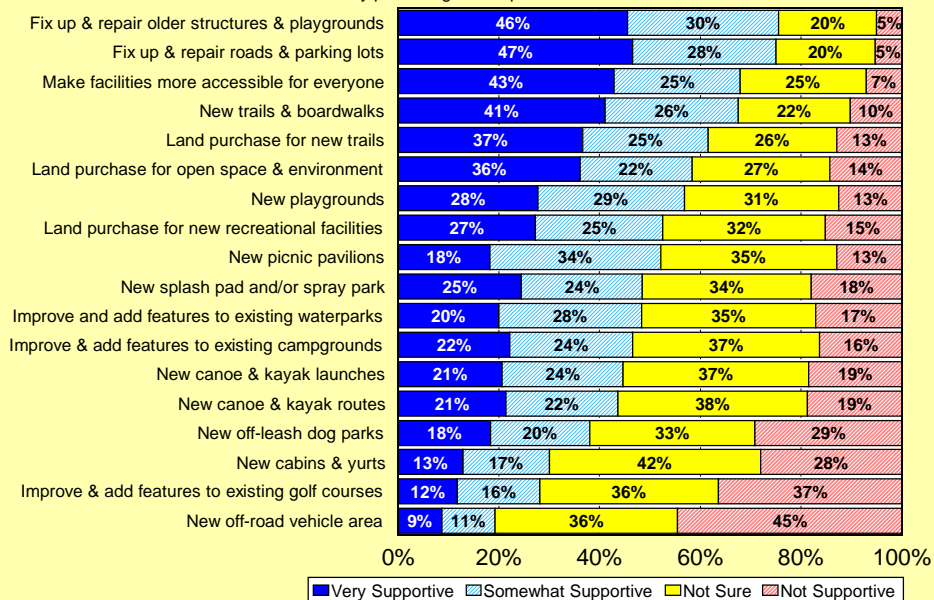
by percentage of respondents



Source: ETC Institute (2017)

Q17. Level of support for having Oakland County Parks and Recreation use tax dollars to fund each of the following

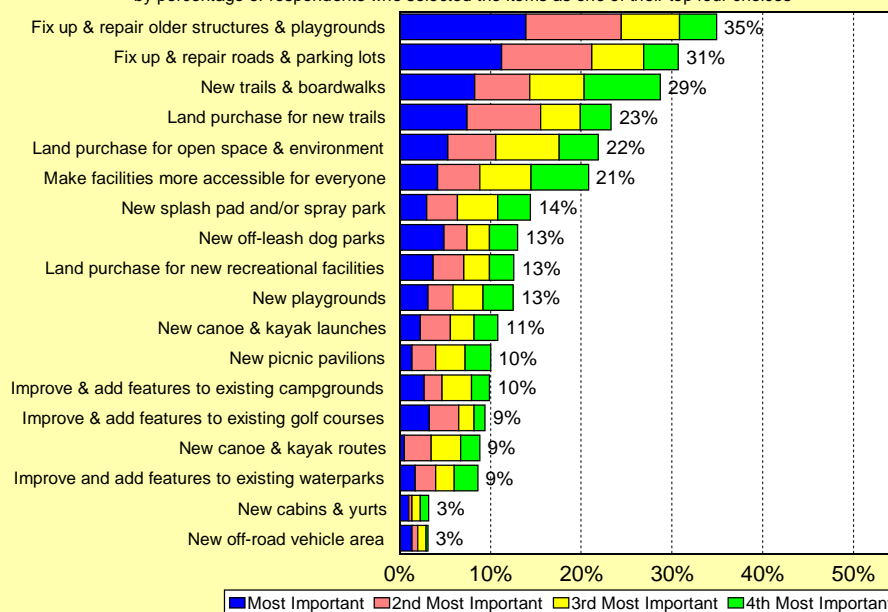
by percentage of respondents



Source: ETC Institute (2017)

Q18. Actions respondents would be most willing to fund with Oakland County Parks and Recreation tax dollars

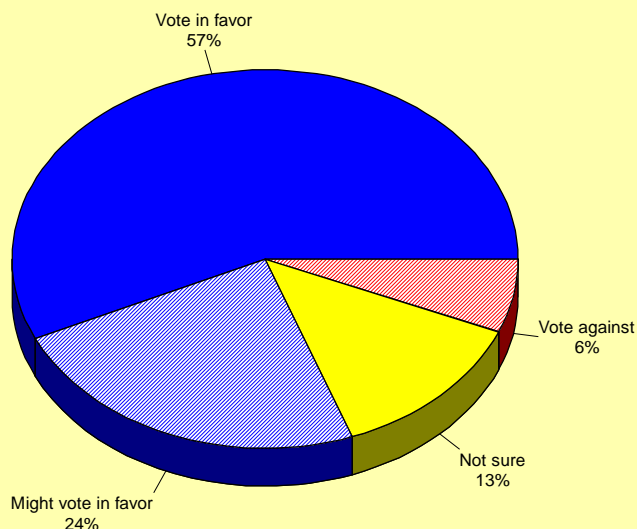
by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2017)

Q19. If an election was held to renew the current millage for funding operations and capital improvements for the Oakland County Parks and Recreation Commission, how would you vote in the election?

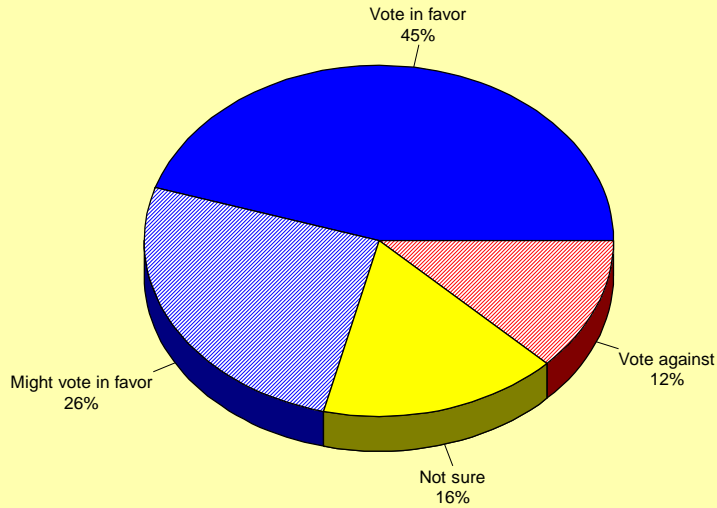
by percentage of respondents (excluding "not provided" responses)



Source: ETC Institute (2017)

Q20. Additional funding would be beneficial for providing new parks, trails, and facilities for the residents of Oakland County, while continuing to maintain and upgrade the older facilities already in place. If an election was held for an increased millage of between \$25 and \$35 annually on a \$200,000 home in Oakland County, how would you vote in the election?

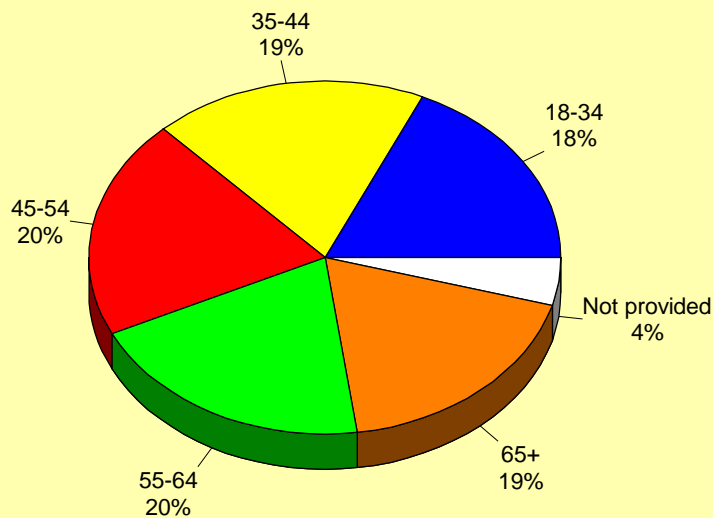
by percentage of respondents (excluding "not provided" responses)



Source: ETC Institute (2017)

Q21. Demographics: What is your age?

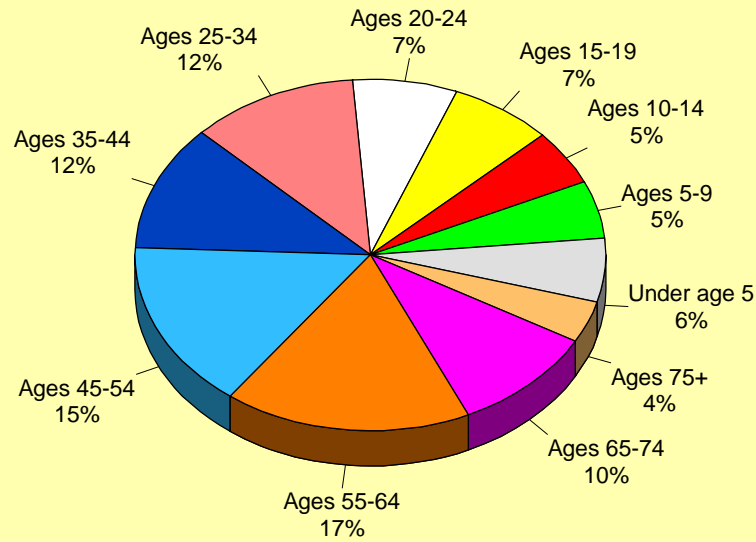
by percentage of respondents



Source: ETC Institute (2017)

Q22. Demographics: Ages of People in Household

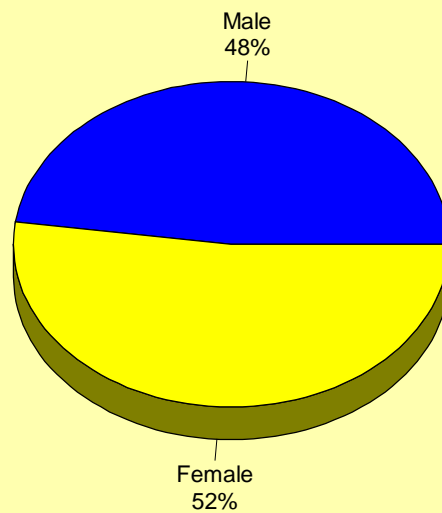
by percentage of household occupants



Source: ETC Institute (2017)

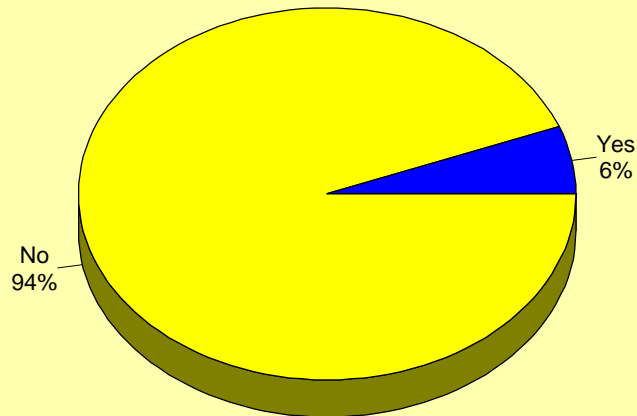
Q23. Demographics: What is your gender?

by percentage of respondents



Source: ETC Institute (2017)

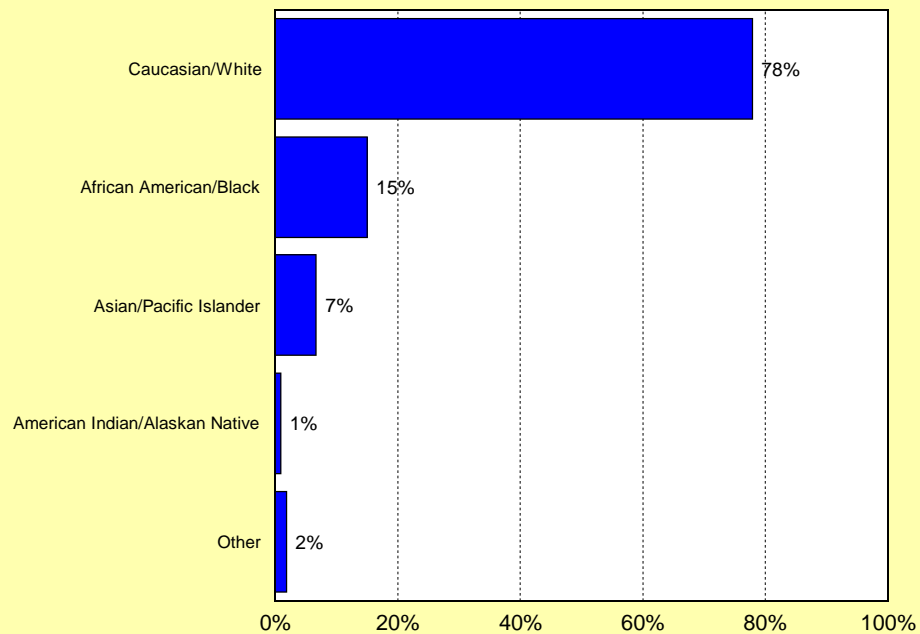
Q24. Demographics: Are you or any member of your household of Hispanic/Latino Ancestry?



Source: ETC Institute (2017)

Q25. Demographics: Race/Ethnicity

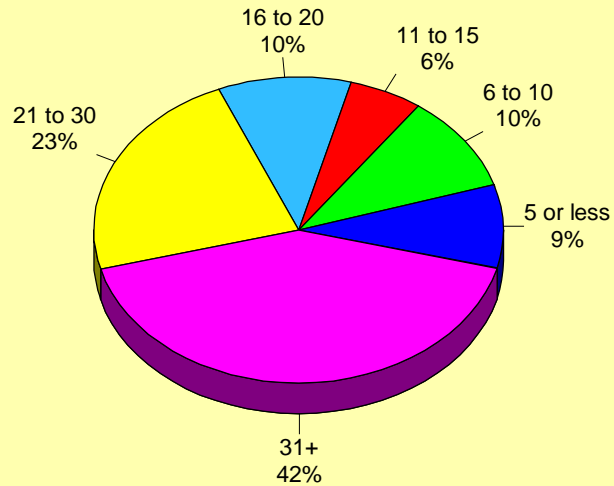
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2017)

Q26. Demographics: How many years have you lived in Oakland County?

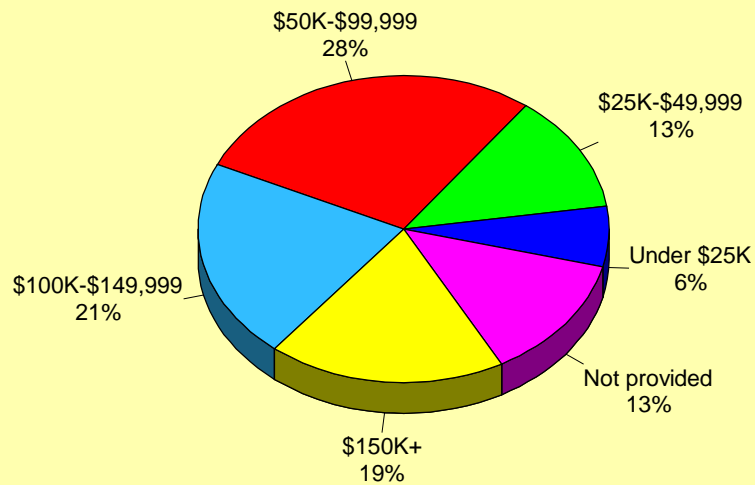
by percentage of respondents



Source: ETC Institute (2017)

Q27. Demographics: Approximately, what is your household income?

by percentage of respondents



Source: ETC Institute (2017)

Section 2

Priority Investment Rating

Priority Investment Rating

Oakland County

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

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

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

For example, suppose the Unmet Needs Rating for playgrounds is 26.5 (out of 100) and the Importance Rating for playgrounds is 52 (out of 100), the Priority Investment Rating for playgrounds would be 78.5 (out of 200).

How to Analyze the Charts:

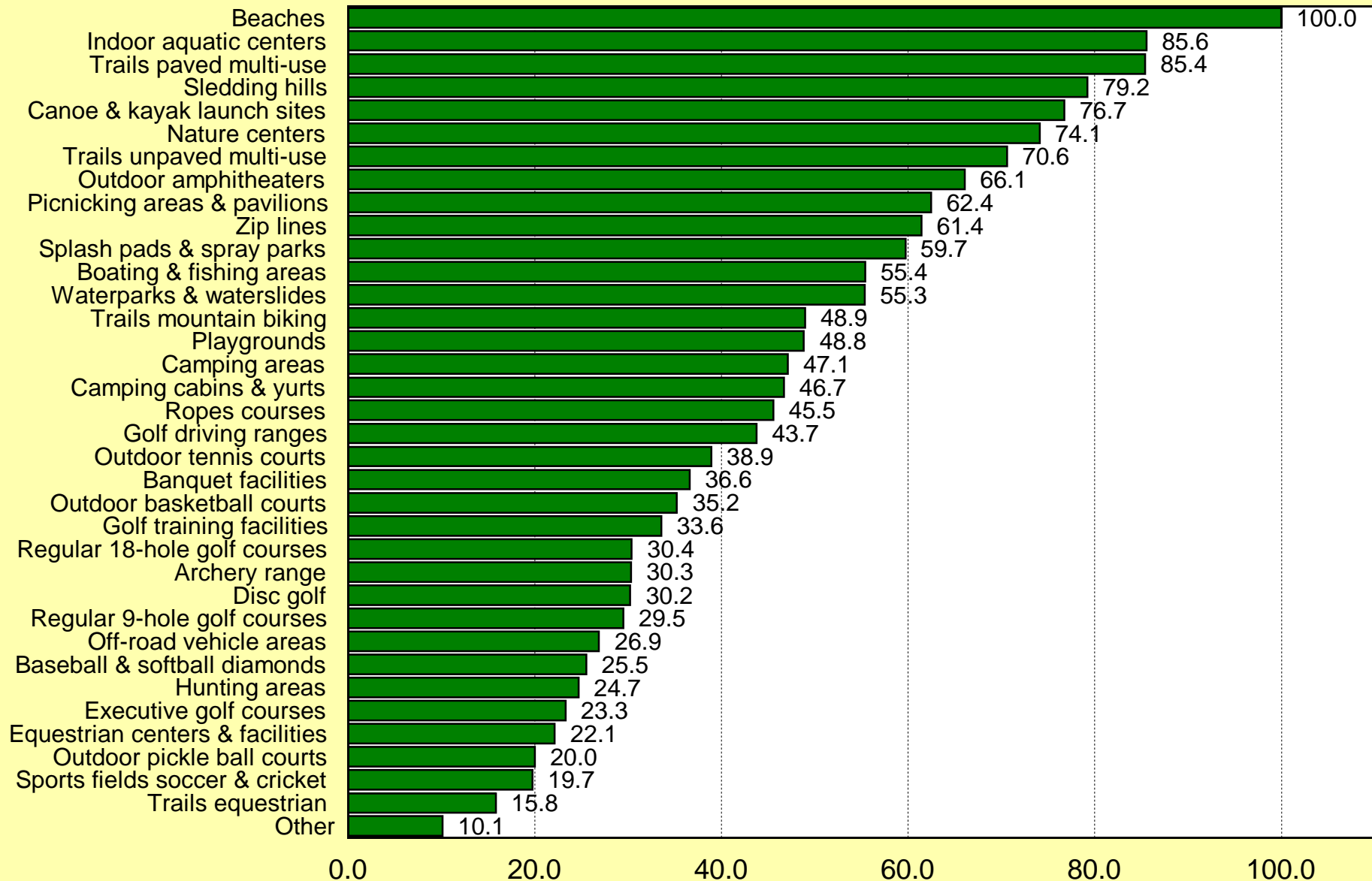
- **High Priority Areas** are those with a PIR of at least 100. A rating of 100 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact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

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

Unmet Needs Rating for Recreation Facilities

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

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

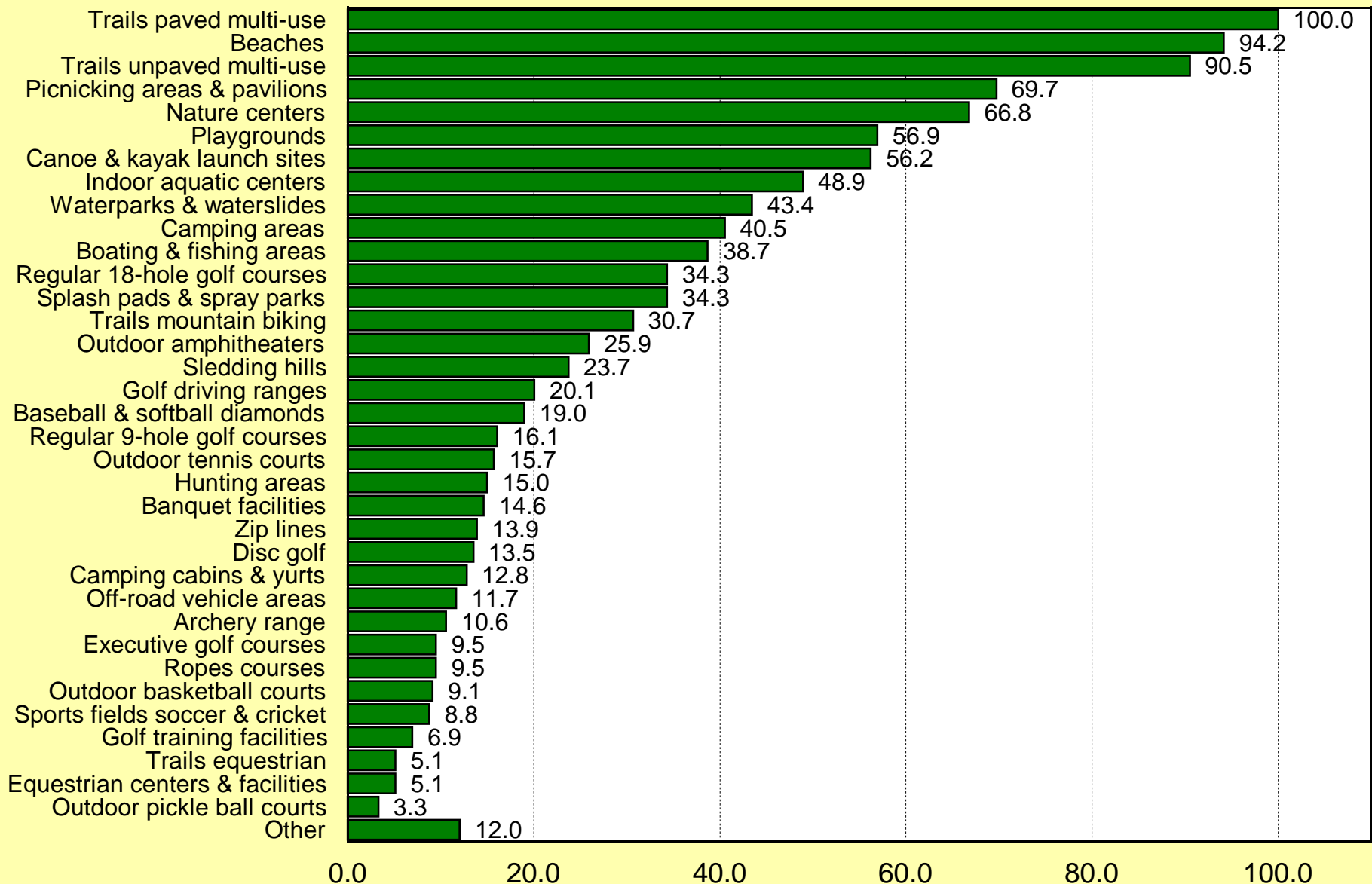


Source: ETC Institute (2017)

Importance Rating for Recreation Facilities

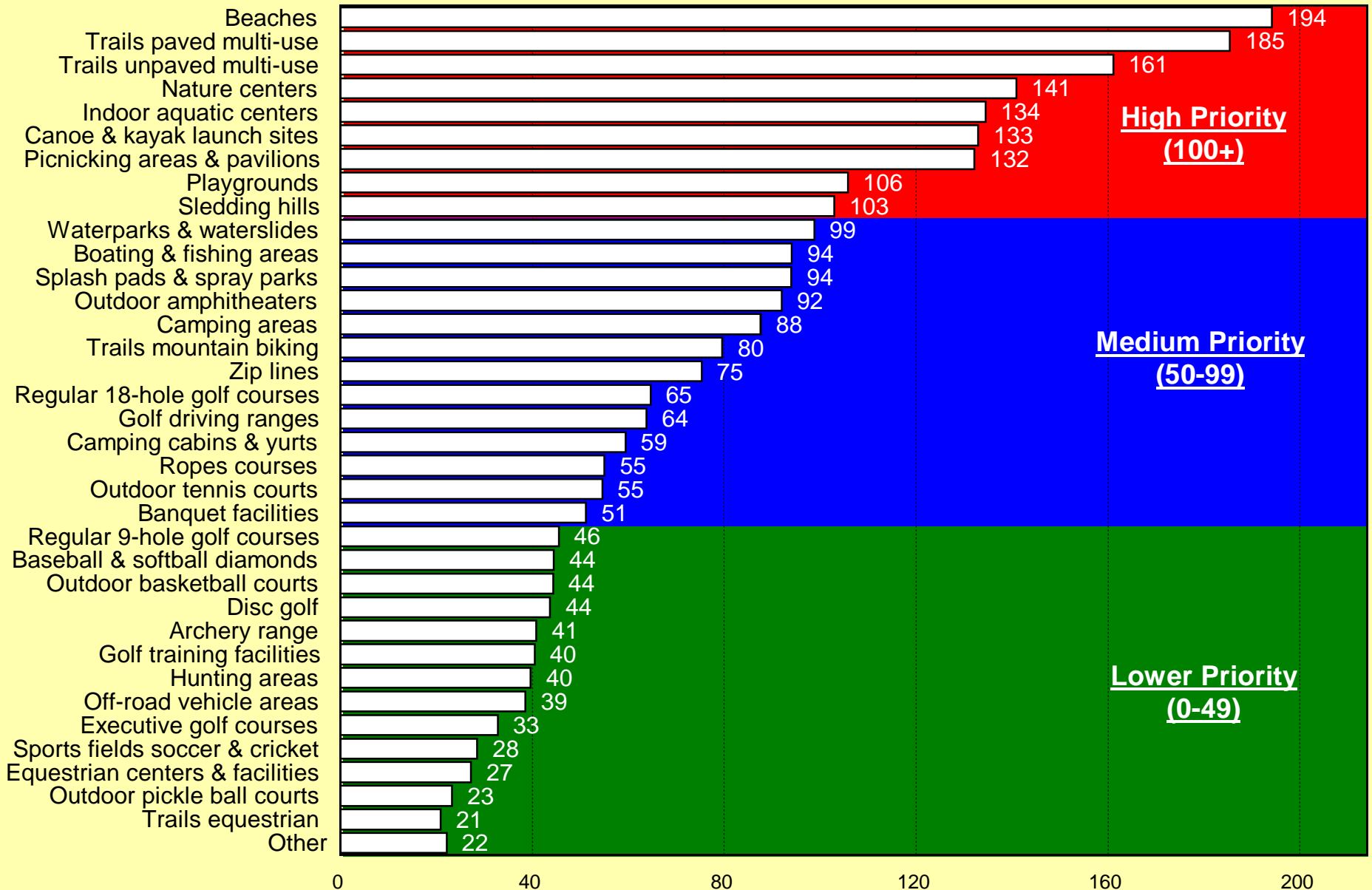
the rating for the item rated as the most important=100

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



Source: ETC Institute (2017)

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

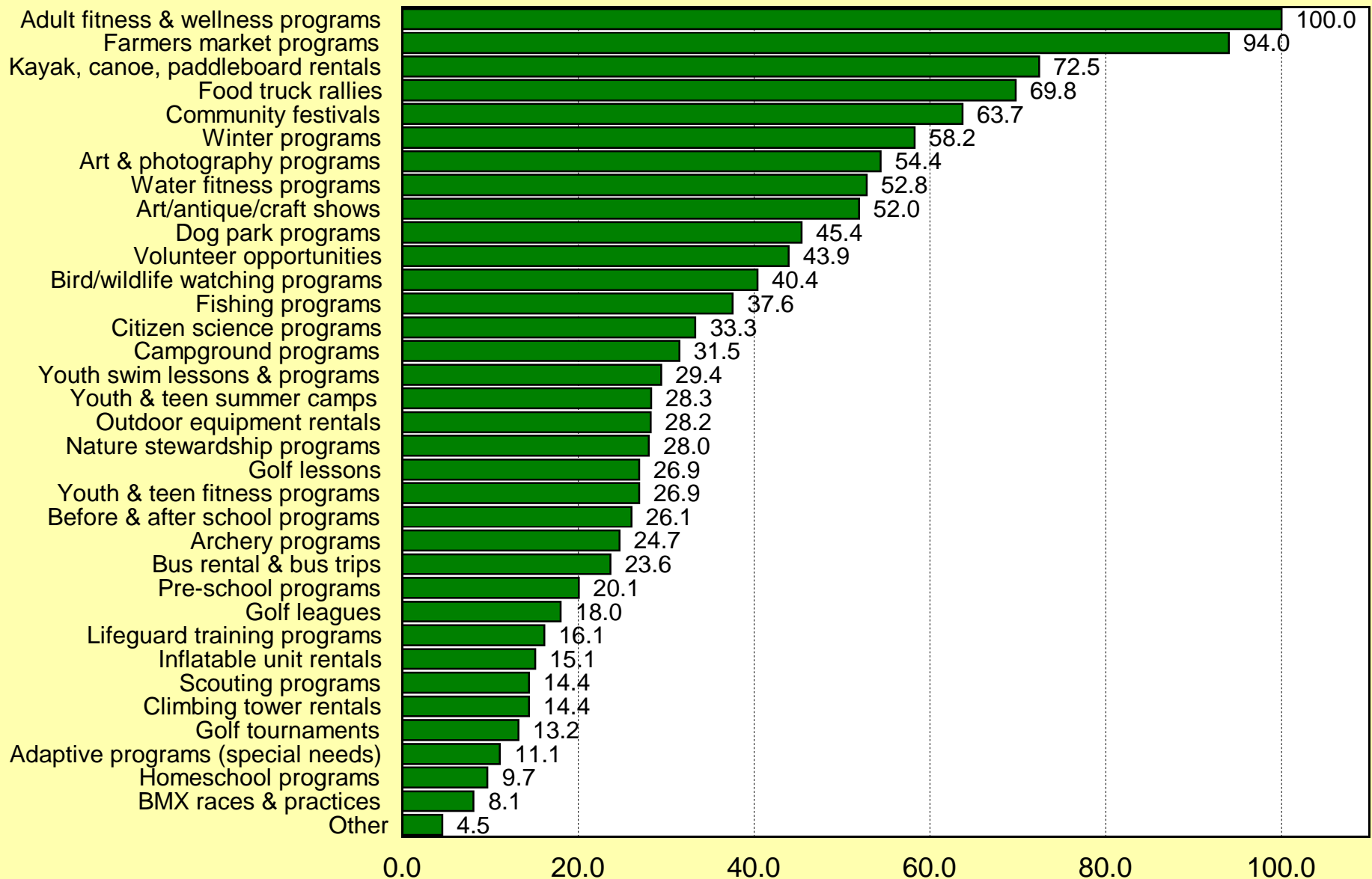


Source: ETC Institute (2017)

Unmet Needs Rating for Recreation Programs

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

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

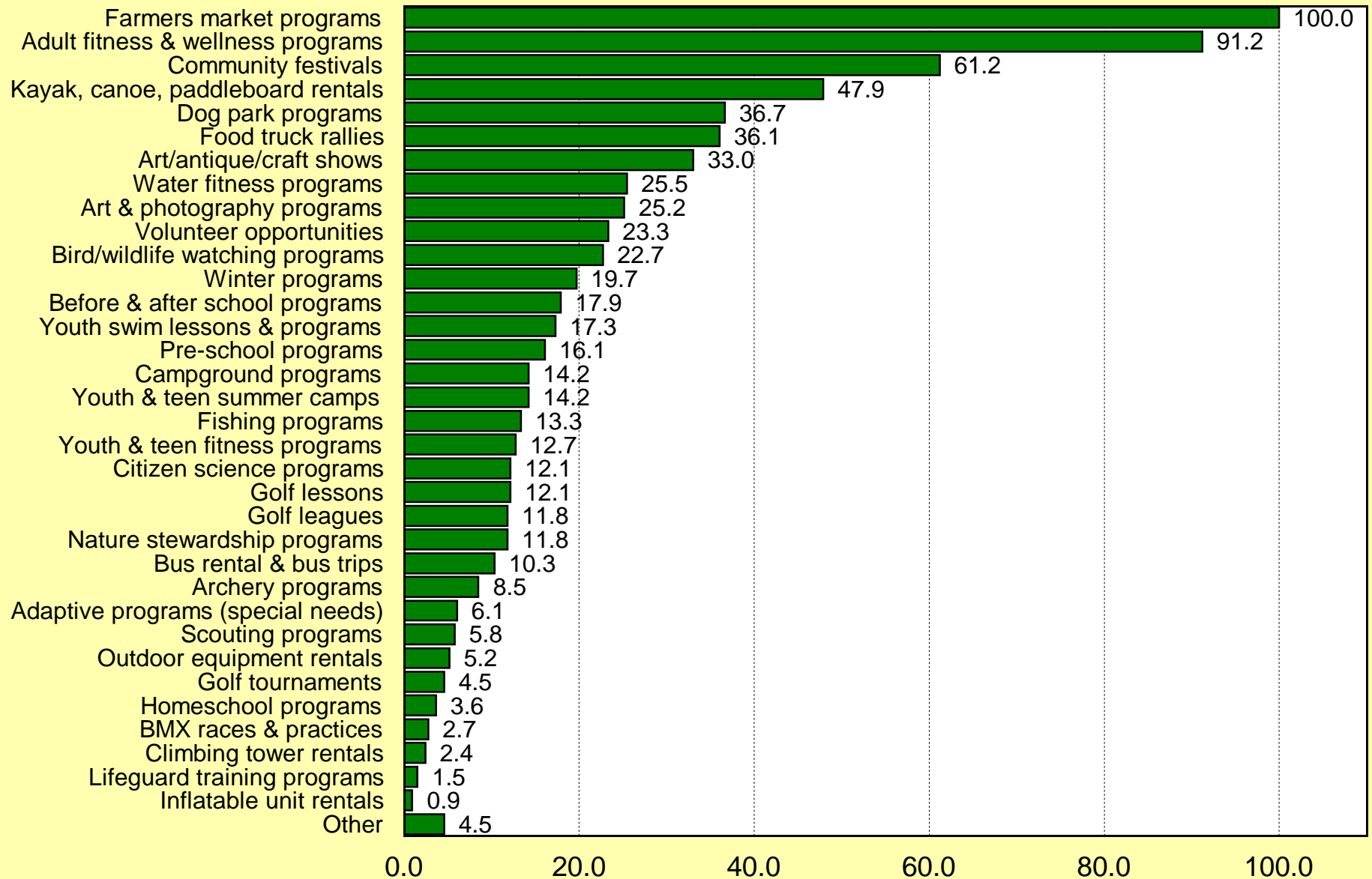


Source: ETC Institute (2017)

Importance Rating for Recreation Programs

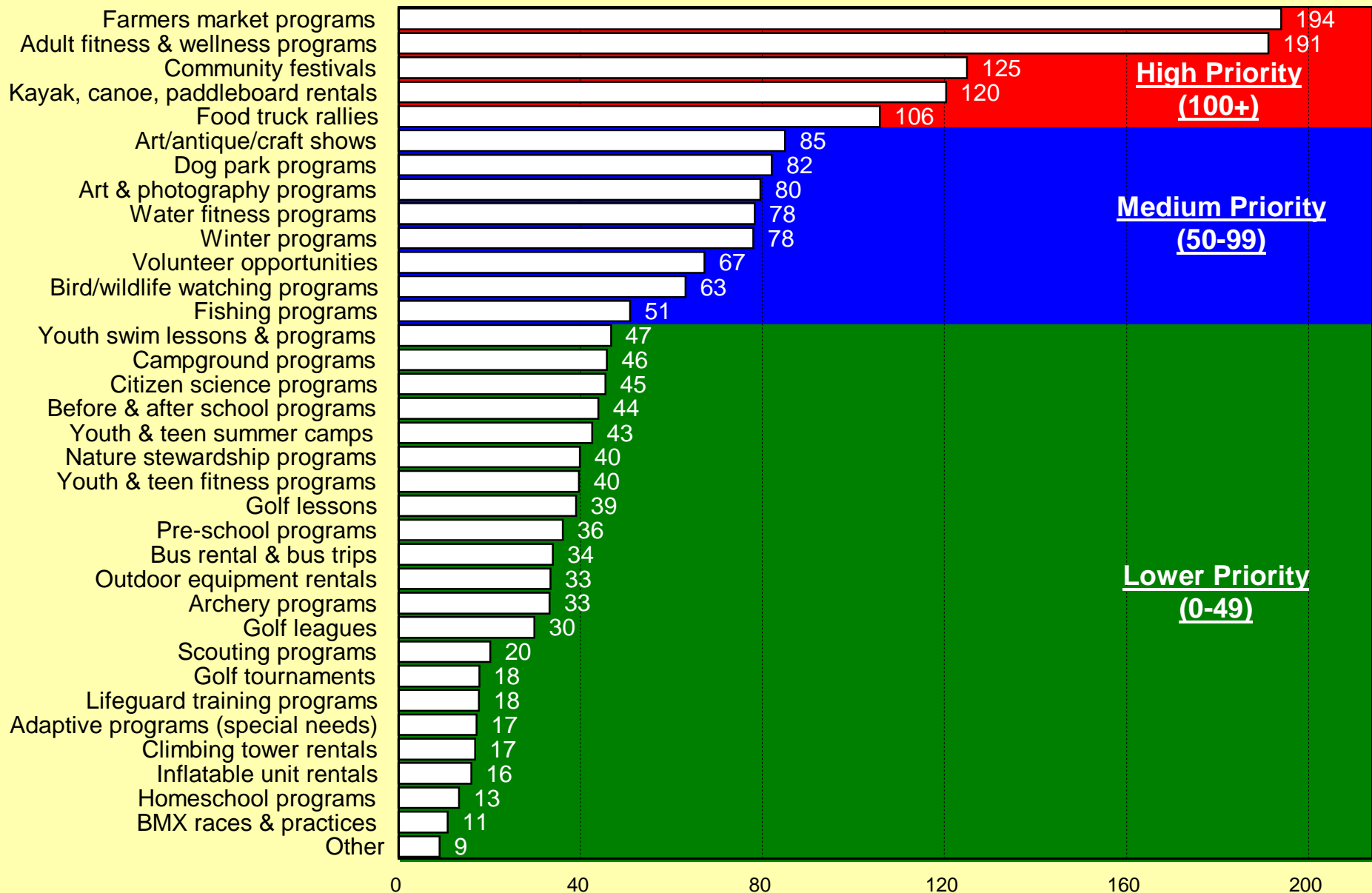
the rating for the item rated as the most important=100

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



Source: ETC Institute (2017)

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



Source: ETC Institute (2017)

Section 3

Benchmarking Analysis

Benchmarking Summary Report

Oakland County

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

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

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

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

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

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with Oakland County, Michigan is not authorized without written consent from ETC Institute.

Benchmarking for Oakland County, Michigan			
	<i>National Average</i>	<i>Oakland County 2017</i>	<i>Oakland County 2010</i>
How would you rate the quality of all the parks you've visited?			
Excellent	31%	33%	39%
Good	54%	59%	56%
Fair	12%	7%	4%
Poor	1%	1%	1%
Ways respondents learn about recreation programs and activities			
Direct Mail	29%	23%	-
Flyers/Materials at City/County/Park District facilities	18%	20%	-
Newspaper - Print	37%	21%	35%
Radio	13%	6%	8%
TV/Cable Access	13%	5%	14%
Website	31%	27%	26%
Word of Mouth/Friends/Coworkers	43%	46%	38%
Print Advertisements	24%	26%	-
Social media - Facebook/Twitter	11%	15%	2%
Satisfaction with the overall value received from the parks and recreation department			
Very Satisfied	29%	16%	29%
Somewhat Satisfied	34%	22%	28%
Neutral	20%	30%	26%
Somewhat Dissatisfied	6%	9%	5%
Very Dissatisfied	3%	4%	3%
Don't Know	7%	18%	9%

Benchmarking for Oakland County, Michigan			
	<i>National Average</i>	<i>Oakland County 2017</i>	<i>Oakland County 2010</i>
Recreation programs that respondent households have a need for			
Adult fitness and wellness programs	46%	52%	29%
Before and after school programs	16%	15%	11%
Golf lessons	18%	12%	16%
Nature programs/environmental education	31%	13%	25%
Preschool programs	14%	12%	11%
Adaptive programs	12%	5%	14%
Water fitness programs	29%	25%	19%
Youth fitness and wellness programs	19%	13%	11%
Youth Learn to Swim programs	25%	16%	14%
Youth summer camp programs	19%	15%	11%
Most important recreation programs (sum of top choices)			
Adult fitness and wellness programs	30%	30%	21%
Before and after school programs	7%	6%	5%
Golf lessons	8%	4%	9%
Nature programs/environmental education	13%	4%	13%
Preschool programs	8%	5%	7%
Adaptive programs	5%	2%	6%
Water fitness programs	14%	8%	9%
Youth fitness and wellness programs	7%	4%	3%
Youth Learn to Swim programs	14%	6%	9%
Youth summer camp programs	9%	5%	4%

Benchmarking for Oakland County, Michigan			
	<i>National Average</i>	<i>Oakland County 2017</i>	<i>Oakland County 2010</i>
Parks and recreation facilities that respondent households have a need for			
18 Hole Golf Course	28%	21%	30%
Campground	25%	30%	-
Equestrian Facility	10%	9%	6%
Golf Driving Range	22%	23%	-
Indoor Swimming Pools/Aquatic Center	41%	37%	33%
Mountain bike trails	21%	26%	23%
Nature Center/Nature Trails	51%	52%	33%
Outdoor Amphitheater	33%	32%	29%
Outdoor basketball/multi-use courts	23%	17%	19%
Picnic Areas and Shelters	52%	52%	51%
Playground Equipment for Children	43%	41%	31%
Soccer, Lacrosse Fields (Outdoor field space)	21%	16%	20%
Splash park/pad	28%	30%	32%
Tennis Courts (outdoor)	26%	21%	23%
Ultimate Frisbee/Disc Golf	15%	15%	-
Unpaved hiking/walking/mountain biking trails	48%	45%	66%
Most important parks and recreation facilities (sum of top choices)			
18 Hole Golf Course	11%	9%	17%
Campgrounds	6%	11%	-
Equestrian Facility	3%	1%	1%
Golf Driving Range	9%	6%	-
Indoor Swimming Pools/Aquatic Facilities	16%	13%	12%
Mountain bike trails	6%	8%	9%
Nature Center/Nature Trails (Nature trails/nature parks)	19%	18%	10%
Outdoor Amphitheater	8%	7%	7%
Outdoor basketball/multi-use courts	4%	3%	4%
Picnic Areas and Shelters	15%	19%	19%
Playground Equipment for Children	18%	16%	15%
Soccer, Lacrosse Fields (Outdoor field space)	8%	2%	8%
Splash park/pad	9%	9%	11%
Tennis Courts (outdoor)	7%	4%	6%
Ultimate Frisbee/Disc Golf	3%	4%	-
Unpaved hiking/walking/mountain bike trails	16%	25%	50%

Section 4

Tabular Data

Q1. From the following list, please CHECK ALL of the Oakland County parks and facilities you or members of your household have visited over the past 12 months. (Parks)

Q1. All County parks & facilities you have visited
over past 12 months (Parks)

	Number	Percent
Addison Oaks Park	98	12.1 %
Catalpa Oaks Park	68	8.4 %
Groveland Oaks Park	43	5.3 %
Highland Oaks Park	37	4.6 %
Independence Oaks Park	139	17.1 %
Lyon Oaks Park	61	7.5 %
Orion Oaks Park	65	8.0 %
Red Oaks Park	75	9.2 %
Rose Oaks Park	9	1.1 %
Springfield Oaks Rotary Park	33	4.1 %
Waterford Oaks Park	96	11.8 %
Total	724	

Q1. From the following list, please CHECK ALL of the Oakland County parks and facilities you or members of your household have visited over the past 12 months. (Dog parks)

Q1. All County parks & facilities you have visited
over past 12 months (Dog parks)

	Number	Percent
Lyons Oaks Park	20	2.5 %
Orion Oaks Park	71	8.7 %
Red Oaks Park	27	3.3 %
Total	118	

Q1. From the following list, please CHECK ALL of the Oakland County parks and facilities you or members of your household have visited over the past 12 months. (Campgrounds)

Q1. All County parks & facilities you have visited
over past 12 months (Campgrounds)

	Number	Percent
Addison Oaks Campground	34	4.2 %
Groveland Oaks Campground	32	3.9 %
Independence Oaks Campground	14	1.7 %
Springfield Oaks Event Campground	5	0.6 %
Total	85	

Q1. From the following list, please CHECK ALL of the Oakland County parks and facilities you or members of your household have visited over the past 12 months. (Golf courses)

Q1. All County parks & facilities you have visited
over past 12 months (Golf courses)

	Number	Percent
Glen Oaks Golf Course	45	5.5 %
Lyon Oaks Golf Course	26	3.2 %
Red Oaks Golf Course	32	3.9 %
Springfield Oaks Golf Course	36	4.4 %
White Lake Oaks Golf Course	38	4.7 %
Total	177	

Q1. From the following list, please CHECK ALL of the Oakland County parks and facilities you or members of your household have visited over the past 12 months. (Nature centers)

Q1. All County parks & facilities you have visited
over past 12 months (Nature centers)

	Number	Percent
Red Oaks Nature Center	51	6.3 %
Independence Oaks Nature Center	84	10.3 %
Total	135	

Q1. From the following list, please CHECK ALL of the Oakland County parks and facilities you or members of your household have visited over the past 12 months. (Sports fields)Q1. All County parks & facilities you have visited
over past 12 months (Sports fields)

	Number	Percent
Catalpa Oaks Soccer Fields	21	2.6 %
Catalpa Oaks Ball Diamonds	19	2.3 %
Lyon Oaks Soccer Fields	15	1.8 %
Lyon Oaks Cricket Pitch	4	0.5 %
Red Oaks Youth Soccer Fields	16	2.0 %
Total	75	

Q1. From the following list, please CHECK ALL of the Oakland County parks and facilities you or members of your household have visited over the past 12 months. (Water parks)Q1. All County parks & facilities you have visited
over past 12 months (Water parks)

	Number	Percent
Red Oaks Waterpark	72	8.9 %
Waterford Oaks Waterpark	91	11.2 %
Total	163	

Q1. From the following list, please CHECK ALL of the Oakland County parks and facilities you or members of your household have visited over the past 12 months. (Banquet centers)Q1. All County parks & facilities you have visited
over past 12 months (Banquet centers)

	Number	Percent
Addison Oaks Conference Center (Buhl Estate)	26	3.2 %
Glen Oaks Conference Center	14	1.7 %
Lyon Oaks Conference Center	8	1.0 %
White Lake Oaks Conference Center	17	2.1 %
Total	65	

Q1. From the following list, please CHECK ALL of the Oakland County parks and facilities you or members of your household have visited over the past 12 months. (Other)

Q1. All County parks & facilities you have visited
over past 12 months (Other)

	Number	Percent
Oakland County Farmers Market	175	21.6 %
Springfield Oaks Activity Center	7	0.9 %
Springfield Oaks Fairground	30	3.7 %
Waterford Oaks Activity Center	15	1.8 %
Waterford Oaks BMX Course	12	1.5 %
Waterford Oaks Lookout Lodge	11	1.4 %
Other	30	3.7 %
None, we don't use any Oakland County parks or facilities	280	34.5 %
Total	560	

Q1. Other

Q1. Other	Number	Percent
Bald Mountain	1	3.3 %
Bedford	1	3.3 %
Bicentennial Park, Hazel Park	1	3.3 %
Camp Agawam	1	3.3 %
Circumstances have derailed our plans for the past couple of years	1	3.3 %
Clawson Park	1	3.3 %
Dodge Park Waterford	1	3.3 %
Drayton Plains Nature Center & Dodge Park #4	1	3.3 %
Easter Egg Hunt	1	3.3 %
Farmington Hills Park	1	3.3 %
Firefighters Park	1	3.3 %
Firefighters Park, Troy Nature Center	1	3.3 %
HESS-HATHAWAY,BAY COURT PARK	1	3.3 %
Hawkwood Nature Center	1	3.3 %
Hazel Park	1	3.3 %
Heritage Park, Farmington Hills, Carpenter Lake Nature Preserve	1	3.3 %
IN SOUTHFIELD AREA	1	3.3 %
Inglenook Park, Burgh Valley Woods	1	3.3 %
Kensington Park, Heritage Park	1	3.3 %
Lakeshore Park, Drake Sports Park	1	3.3 %
Pontiac Lake Park	1	3.3 %
Pontiac Lake Rec Area	2	6.7 %
Robinwood Park	1	3.3 %
Royal Oak Farmer's Market	2	6.7 %
Shephard Park	1	3.3 %
Stoney Creek	2	6.7 %
West Bloomfield Parks	1	3.3 %
Total	30	100.0 %

Q2. Which of the parks and facilities from the list in Question 1 does your household use MOST OFTEN?

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Addison Oaks Park	37	4.6 %
Catalpa Oaks Park	33	4.1 %
Groveland Oaks Park	12	1.5 %
Highland Oaks Park	5	0.6 %
Independence Oaks Park	52	6.4 %
Lyon Oaks Park	17	2.1 %
Orion Oaks Park	15	1.8 %
Red Oaks Park	17	2.1 %
Rose Oaks Park	1	0.1 %
Springfield Oaks Rotary Park	4	0.5 %
Waterford Oaks Park	17	2.1 %
Lyons Oaks Park	7	0.9 %
Orion Oaks Park	19	2.3 %
Red Oaks Park	7	0.9 %
Addison Oaks Campground	2	0.2 %
Groveland Oaks Campground	5	0.6 %
Independence Oaks Campground	1	0.1 %
Glen Oaks Golf Course	15	1.8 %
Lyon Oaks Golf Course	4	0.5 %
Red Oaks Golf Course	3	0.4 %
Springfield Oaks Golf Course	6	0.7 %
White Lake Oaks Golf Course	9	1.1 %
Red Oaks Nature Center	9	1.1 %
Independence Oaks Nature Center	5	0.6 %
Catalpa Oaks Soccer Fields	3	0.4 %
Catalpa Oaks Ball Diamonds	1	0.1 %
Lyon Oaks Soccer Fields	5	0.6 %
Red Oaks Youth Soccer Fields	4	0.5 %
Red Oaks Waterpark	15	1.8 %
Waterford Oaks Waterpark	14	1.7 %
Addison Oaks Conference Center (Buhl Estate)	1	0.1 %
Lyon Oaks Conference Center	2	0.2 %
White Lake Oaks Conference Center	1	0.1 %
Oakland County Farmers Market	33	4.1 %
Springfield Oaks Fairground	4	0.5 %
Waterford Oaks Activity Center	1	0.1 %
Waterford Oaks BMX Course	1	0.1 %
Other	13	1.6 %
<u>None chose</u>	<u>412</u>	<u>50.7 %</u>
Total	812	100.0 %

Q2. Which of the parks and facilities from the list in Question 1 does your household use MOST OFTEN?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Addison Oaks Park	21	2.6 %
Catalpa Oaks Park	10	1.2 %
Groveland Oaks Park	6	0.7 %
Highland Oaks Park	13	1.6 %
Independence Oaks Park	31	3.8 %
Lyon Oaks Park	8	1.0 %
Orion Oaks Park	15	1.8 %
Red Oaks Park	13	1.6 %
Rose Oaks Park	1	0.1 %
Springfield Oaks Rotary Park	7	0.9 %
Waterford Oaks Park	14	1.7 %
Lyons Oaks Park	1	0.1 %
Orion Oaks Park	7	0.9 %
Red Oaks Park	1	0.1 %
Addison Oaks Campground	7	0.9 %
Groveland Oaks Campground	4	0.5 %
Glen Oaks Golf Course	2	0.2 %
Lyon Oaks Golf Course	3	0.4 %
Red Oaks Golf Course	1	0.1 %
Springfield Oaks Golf Course	1	0.1 %
White Lake Oaks Golf Course	11	1.4 %
Red Oaks Nature Center	3	0.4 %
Independence Oaks Nature Center	4	0.5 %
Catalpa Oaks Soccer Fields	3	0.4 %
Catalpa Oaks Ball Diamonds	1	0.1 %
Lyon Oaks Soccer Fields	1	0.1 %
Red Oaks Youth Soccer Fields	1	0.1 %
Red Oaks Waterpark	10	1.2 %
Waterford Oaks Waterpark	10	1.2 %
Addison Oaks Conference Center (Buhl Estate)	4	0.5 %
Glen Oaks Conference Center	2	0.2 %
Lyon Oaks Conference Center	1	0.1 %
White Lake Oaks Conference Center	1	0.1 %
Oakland County Farmers Market	19	2.3 %
Springfield Oaks Fairground	3	0.4 %
Waterford Oaks Activity Center	1	0.1 %
<u>None chosen</u>	<u>571</u>	<u>70.3 %</u>
Total	812	100.0 %

Q2. Which of the parks and facilities from the list in Question 1 does your household use MOST OFTEN?

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Addison Oaks Park	10	1.2 %
Catalpa Oaks Park	2	0.2 %
Groveland Oaks Park	6	0.7 %
Highland Oaks Park	4	0.5 %
Independence Oaks Park	10	1.2 %
Lyon Oaks Park	3	0.4 %
Orion Oaks Park	12	1.5 %
Red Oaks Park	4	0.5 %
Rose Oaks Park	2	0.2 %
Springfield Oaks Rotary Park	1	0.1 %
Waterford Oaks Park	13	1.6 %
Orion Oaks Park	1	0.1 %
Red Oaks Park	5	0.6 %
Addison Oaks Campground	2	0.2 %
Groveland Oaks Campground	3	0.4 %
Glen Oaks Golf Course	2	0.2 %
Lyon Oaks Golf Course	1	0.1 %
Springfield Oaks Golf Course	11	1.4 %
White Lake Oaks Golf Course	1	0.1 %
Red Oaks Nature Center	5	0.6 %
Independence Oaks Nature Center	4	0.5 %
Lyon Oaks Soccer Fields	1	0.1 %
Red Oaks Waterpark	7	0.9 %
Waterford Oaks Waterpark	3	0.4 %
White Lake Oaks Conference Center	1	0.1 %
Oakland County Farmers Market	14	1.7 %
Springfield Oaks Fairground	4	0.5 %
Waterford Oaks Lookout Lodge	1	0.1 %
Other	4	0.5 %
None chosen	675	83.1 %
Total	812	100.0 %

Q2. Which of the parks and facilities from the list in Question 1 does your household use MOST OFTEN?

<u>Q2. 4th choice</u>	<u>Number</u>	<u>Percent</u>
Addison Oaks Park	3	0.4 %
Catalpa Oaks Park	5	0.6 %
Groveland Oaks Park	5	0.6 %
Highland Oaks Park	2	0.2 %
Independence Oaks Park	4	0.5 %
Lyon Oaks Park	1	0.1 %
Orion Oaks Park	5	0.6 %
Red Oaks Park	4	0.5 %
Rose Oaks Park	1	0.1 %
Springfield Oaks Rotary Park	2	0.2 %
Waterford Oaks Park	3	0.4 %
Orion Oaks Park	2	0.2 %
Addison Oaks Campground	1	0.1 %
Groveland Oaks Campground	2	0.2 %
Independence Oaks Campground	1	0.1 %
Glen Oaks Golf Course	1	0.1 %
Lyon Oaks Golf Course	1	0.1 %
White Lake Oaks Golf Course	2	0.2 %
Red Oaks Nature Center	1	0.1 %
Independence Oaks Nature Center	7	0.9 %
Lyon Oaks Soccer Fields	1	0.1 %
Lyon Oaks Cricket Pitch	1	0.1 %
Red Oaks Waterpark	2	0.2 %
Waterford Oaks Waterpark	4	0.5 %
Addison Oaks Conference Center (Buhl Estate)	1	0.1 %
White Lake Oaks Conference Center	2	0.2 %
Oakland County Farmers Market	4	0.5 %
Springfield Oaks Fairground	2	0.2 %
Waterford Oaks Activity Center	1	0.1 %
Waterford Oaks BMX Course	1	0.1 %
Waterford Oaks Lookout Lodge	1	0.1 %
None chosen	739	91.0 %
Total	812	100.0 %

SUM OF TOP 4 CHOICES**Q2. Which of the parks and facilities from the list in Question 1 does your household use MOST OFTEN? (top 4)**

<u>Q2. Sum of Top 4 Choices</u>	<u>Number</u>	<u>Percent</u>
Addison Oaks Park	71	8.7 %
Catalpa Oaks Park	50	6.2 %
Groveland Oaks Park	29	3.6 %
Highland Oaks Park	24	3.0 %
Independence Oaks Park	97	11.9 %
Lyon Oaks Park	29	3.6 %
Orion Oaks Park	47	5.8 %
Red Oaks Park	38	4.7 %
Rose Oaks Park	5	0.6 %
Springfield Oaks Rotary Park	14	1.7 %
Waterford Oaks Park	47	5.8 %
Lyons Oaks Park	8	1.0 %
Orion Oaks Park	29	3.6 %
Red Oaks Park	13	1.6 %
Addison Oaks Campground	12	1.5 %
Groveland Oaks Campground	14	1.7 %
Independence Oaks Campground	2	0.2 %
Glen Oaks Golf Course	20	2.5 %
Lyon Oaks Golf Course	9	1.1 %
Red Oaks Golf Course	4	0.5 %
Springfield Oaks Golf Course	18	2.2 %
White Lake Oaks Golf Course	23	2.8 %
Red Oaks Nature Center	18	2.2 %
Independence Oaks Nature Center	20	2.5 %
Catalpa Oaks Soccer Fields	6	0.7 %
Catalpa Oaks Ball Diamonds	2	0.2 %
Lyon Oaks Soccer Fields	8	1.0 %
Lyon Oaks Cricket Pitch	1	0.1 %
Red Oaks Youth Soccer Fields	5	0.6 %
Red Oaks Waterpark	34	4.2 %
Waterford Oaks Waterpark	31	3.8 %
Addison Oaks Conference Center (Buhl Estate)	6	0.7 %
Glen Oaks Conference Center	2	0.2 %
Lyon Oaks Conference Center	3	0.4 %
White Lake Oaks Conference Center	5	0.6 %
Oakland County Farmers Market	70	8.6 %
Springfield Oaks Fairground	13	1.6 %
Waterford Oaks Activity Center	3	0.4 %
Waterford Oaks BMX Course	2	0.2 %
Waterford Oaks Lookout Lodge	2	0.2 %
Other	17	2.1 %
None chose	412	50.7 %
Total	1263	

Q3. In the past 12 months, how often have you or other members of your household visited one or more of the Oakland County parks and facilities listed in Question 1? (without "not provided")

Q3. How often have you visited one or more of Oakland County parks & facilities in past 12 months	Number	Percent
More than 5 times a week	12	2.3 %
2-4 times a week	28	5.3 %
Once a week	48	9.0 %
1-3 times a month	115	21.6 %
Less than once a month	272	51.1 %
Not provided	57	10.7 %
Total	532	100.0 %

Q4. Overall, how would you rate the physical condition of ALL the Oakland County Parks and Recreation parks and facilities that you have visited?

Q4. How would you rate physical condition of all Oakland County Parks & Recreation parks & facilities	Number	Percent
Excellent	147	27.6 %
Good	259	48.7 %
Fair	31	5.8 %
Poor	3	0.6 %
Don't know	92	17.3 %
Total	532	100.0 %

Q5. Do you feel that there are sufficient parks and green space areas within a 10-minute walk of your residence?

Q5. Are there sufficient parks & green space areas within a 10-minute walk of your residence	Number	Percent
Yes	381	46.9 %
No	301	37.1 %
Not sure	130	16.0 %
Total	812	100.0 %

Q6. Do you feel that there are sufficient parks and green space areas with a 15-minute drive of your residence?

Q6. Are there sufficient parks & green space areas with a 15-minute drive of your residence	Number	Percent
Yes	586	72.2 %
No	123	15.1 %
Not sure	103	12.7 %
Total	812	100.0 %

Q7. The Oakland County Parks and Recreation Commission has many options regarding acquiring and developing open space for parks and recreation purposes. From the following list, which TWO open space options would you and members of your family support the most?

Q7. Which open space options would you support the most	Number	Percent
Open space should be acquired & left undeveloped for future generations	309	38.1 %
Open space should be acquired & improved for passive usage, i.e. trails & picnicking	404	49.8 %
Open space should be acquired & improved for active usage, i.e. golf, waterparks & campgrounds	71	8.7 %
Open space should be acquired & improved for both passive (trails, picnicking) & active (golf, waterparks, campgrounds) usages	292	36.0 %
No new open space should be acquired	117	14.4 %
Total	1193	

Q8. People have various reasons that limit their participation in outdoor recreation. To indicate which, if any, reasons apply to you, please rate your level of agreement with the following statements.

(N=812)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q8-1. I don't have time	10.3%	29.6%	18.8%	17.1%	11.2%	12.9%
Q8-2. I don't have enough money	3.2%	6.9%	13.7%	28.4%	30.7%	17.1%
Q8-3. I don't have anyone to go with	4.6%	12.9%	15.8%	24.3%	27.5%	15.0%
Q8-4. I don't have adequate transportation	0.6%	2.3%	5.4%	27.8%	46.3%	17.5%
Q8-5. It's too far to travel	2.6%	10.8%	15.1%	25.0%	30.4%	16.0%
Q8-6. I don't have enough information	5.3%	16.9%	18.6%	20.2%	21.6%	17.5%
Q8-7. I just don't want to	3.6%	10.2%	17.2%	20.3%	31.2%	17.5%
Q8-8. I don't have the skills or abilities	0.2%	2.6%	11.6%	25.9%	41.4%	18.3%
Q8-9. I don't feel safe because of other people that go there	1.0%	2.6%	11.1%	27.8%	38.4%	19.1%
Q8-10. I or a member of my household have personal health reasons	3.2%	6.7%	8.3%	21.9%	43.2%	16.7%
Q8-11. I or a member of my household have a physical disability	3.7%	6.0%	6.4%	20.3%	46.3%	17.2%
Q8-12. It's too crowded	1.2%	7.8%	17.7%	26.6%	23.9%	22.8%
Q8-13. There are too many rules	1.0%	2.3%	15.1%	29.7%	28.3%	23.5%
Q8-14. Recreation areas are poorly maintained	0.9%	3.1%	14.2%	29.2%	26.1%	26.6%
Q8-15. I don't like outdoor pests, such as mosquitos	8.7%	21.4%	18.3%	16.3%	18.8%	16.4%
Q8-16. I feel unwelcome or uncomfortable	1.1%	1.1%	9.4%	28.7%	38.4%	21.3%

WITHOUT DON'T KNOW

Q8. People have various reasons that limit their participation in outdoor recreation. To indicate which, if any, reasons apply to you, please rate your level of agreement with the following statements. (without "don't know")

(N=812)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q8-1. I don't have time	11.9%	33.9%	21.6%	19.7%	12.9%
Q8-2. I don't have enough money	3.9%	8.3%	16.5%	34.3%	37.0%
Q8-3. I don't have anyone to go with	5.4%	15.2%	18.6%	28.6%	32.3%
Q8-4. I don't have adequate transportation	0.7%	2.8%	6.6%	33.7%	56.1%
Q8-5. It's too far to travel	3.1%	12.9%	18.0%	29.8%	36.2%
Q8-6. I don't have enough information	6.4%	20.4%	22.5%	24.5%	26.1%
Q8-7. I just don't want to	4.3%	12.4%	20.9%	24.6%	37.8%
Q8-8. I don't have the skills or abilities	0.3%	3.2%	14.2%	31.7%	50.7%
Q8-9. I don't feel safe because of other people that go there	1.2%	3.2%	13.7%	34.4%	47.5%
Q8-10. I or a member of my household have personal health reasons	3.8%	8.0%	9.9%	26.3%	51.9%
Q8-11. I or a member of my household have a physical disability	4.5%	7.3%	7.7%	24.6%	56.0%
Q8-12. It's too crowded	1.6%	10.0%	23.0%	34.4%	30.9%
Q8-13. There are too many rules	1.3%	3.1%	19.8%	38.8%	37.0%
Q8-14. Recreation areas are poorly maintained	1.2%	4.2%	19.3%	39.8%	35.6%
Q8-15. I don't like outdoor pests, such as mosquitos	10.5%	25.6%	21.9%	19.4%	22.5%
Q8-16. I feel unwelcome or uncomfortable	1.4%	1.4%	11.9%	36.5%	48.8%

Q9. Facility Needs. Please indicate if you or other members of your HOUSEHOLD have a need for each of the facilities listed below by circling either "Yes" or "No."

(N=812)

	Yes	No
Q9-1. Archery range	12.1%	87.9%
Q9-2. Banquet facilities	24.8%	75.2%
Q9-3. Baseball & softball diamonds	20.4%	79.6%
Q9-4. Beaches	59.5%	40.5%
Q9-5. Boating & fishing areas	36.5%	63.5%
Q9-6. Camping areas	29.6%	70.4%
Q9-7. Camping cabins & yurts	20.6%	79.4%
Q9-8. Canoe & kayak launch sites	39.7%	60.3%
Q9-9. Disc golf	15.4%	84.6%
Q9-10. Equestrian centers & facilities	8.5%	91.5%
Q9-11. Executive golf courses	12.3%	87.7%
Q9-12. Golf driving ranges	23.2%	76.8%
Q9-13. Golf training facilities	15.4%	84.6%
Q9-14. Hunting areas	11.0%	89.0%
Q9-15. Indoor aquatic centers	36.9%	63.1%
Q9-16. Nature centers	52.0%	48.0%
Q9-17. Off-road vehicle areas	11.5%	88.5%
Q9-18. Outdoor amphitheaters	32.1%	67.9%
Q9-19. Outdoor basketball courts	16.5%	83.5%
Q9-20. Outdoor pickle ball courts	7.6%	92.4%
Q9-21. Outdoor tennis courts	21.4%	78.6%

Q9. Facility Needs. Please indicate if you or other members of your HOUSEHOLD have a need for each of the facilities listed below by circling either "Yes" or "No."

	Yes	No
Q9-22. Picnicking areas & pavilions	51.8%	48.2%
Q9-23. Playgrounds	40.6%	59.4%
Q9-24. Regular 18-hole golf courses	21.4%	78.6%
Q9-25. Regular 9-hole golf courses	20.0%	80.0%
Q9-26. Ropes courses	18.0%	82.0%
Q9-27. Sledding hills	37.2%	62.8%
Q9-28. Splash pads & spray parks	29.7%	70.3%
Q9-29. Sports fields soccer & cricket	15.6%	84.4%
Q9-30. Trails equestrian	9.4%	90.6%
Q9-31. Trails mountain biking	26.0%	74.0%
Q9-32. Trails paved multi-use	49.0%	51.0%
Q9-33. Trails unpaved multi-use	44.7%	55.3%
Q9-34. Waterparks & waterslides	35.5%	64.5%
Q9-35. Zip lines	24.0%	76.0%
Q9-36. Other	4.3%	95.7%

Q9. If "Yes," please rate how well the needs of your household are currently being met in Oakland County using a scale of 1 to 5, where 5 means your needs are being "100% Met" and 1 means they are being "0% Met." (without "not provided")

(N=725)

	100% Met	75% Met	50% Met	25% Met	0% Met
Q9-1. Archery range	4.8%	10.8%	15.7%	31.3%	37.3%
Q9-2. Banquet facilities	27.5%	22.8%	29.9%	13.2%	6.6%
Q9-3. Baseball & softball diamonds	29.0%	29.0%	22.8%	11.7%	7.6%
Q9-4. Beaches	21.0%	22.4%	25.3%	20.2%	11.1%
Q9-5. Boating & fishing areas	22.1%	26.7%	27.1%	15.5%	8.5%
Q9-6. Camping areas	19.9%	26.5%	27.0%	18.5%	8.1%
Q9-7. Camping cabins & yurts	11.2%	12.6%	28.0%	31.5%	16.8%
Q9-8. Canoe & kayak launch sites	11.2%	23.8%	32.0%	20.8%	12.3%
Q9-9. Disc golf	14.7%	19.3%	32.1%	23.9%	10.1%
Q9-10. Equestrian centers & facilities	8.8%	3.5%	21.1%	36.8%	29.8%
Q9-11. Executive golf courses	19.8%	16.5%	25.3%	20.9%	17.6%
Q9-12. Golf driving ranges	19.2%	17.4%	25.1%	23.4%	15.0%
Q9-13. Golf training facilities	11.9%	14.7%	24.8%	26.6%	22.0%
Q9-14. Hunting areas	12.8%	11.5%	34.6%	25.6%	15.4%
Q9-15. Indoor aquatic centers	11.0%	11.0%	27.1%	19.2%	31.8%
Q9-16. Nature centers	24.9%	27.1%	27.3%	13.8%	6.9%
Q9-17. Off-road vehicle areas	9.3%	12.0%	18.7%	14.7%	45.3%
Q9-18. Outdoor amphitheaters	15.6%	15.2%	21.9%	28.6%	18.8%
Q9-19. Outdoor basketball courts	11.2%	16.8%	28.0%	24.3%	19.6%
Q9-20. Outdoor pickle ball courts	1.9%	9.4%	22.6%	18.9%	47.2%
Q9-21. Outdoor tennis courts	16.3%	22.4%	27.2%	18.4%	15.6%

Q9. If "Yes," please rate how well the needs of your household are currently being met in Oakland County using a scale of 1 to 5, where 5 means your needs are being "100% Met" and 1 means they are being "0% Met." (without "not provided")

	100% Met	75% Met	50% Met	25% Met	0% Met
Q9-22. Picnicking areas & pavilions	31.1%	28.4%	25.4%	11.4%	3.8%
Q9-23. Playgrounds	29.2%	30.3%	23.2%	12.7%	4.6%
Q9-24. Regular 18-hole golf courses	24.2%	28.0%	31.8%	11.5%	4.5%
Q9-25. Regular 9-hole golf courses	24.8%	25.5%	26.2%	17.7%	5.7%
Q9-26. Ropes courses	2.8%	12.0%	15.7%	30.6%	38.9%
Q9-27. Sledding hills	12.9%	15.3%	31.0%	25.8%	14.9%
Q9-28. Splash pads & spray parks	15.8%	16.3%	25.2%	25.7%	16.8%
Q9-29. Sports fields soccer & cricket	26.7%	30.7%	18.8%	13.9%	9.9%
Q9-30. Trails equestrian	13.3%	30.0%	20.0%	20.0%	16.7%
Q9-31. Trails mountain biking	14.5%	22.1%	32.6%	22.1%	8.7%
Q9-32. Trails paved multi-use	16.7%	24.6%	33.6%	16.9%	8.2%
Q9-33. Trails unpaved multi-use	19.3%	27.5%	33.2%	14.9%	5.1%
Q9-34. Waterparks & waterslides	20.7%	26.9%	21.9%	21.9%	8.7%
Q9-35. Zip lines	5.6%	8.1%	13.1%	27.5%	45.6%
Q9-36. Other	13.8%	6.9%	10.3%	17.2%	51.7%

Q9. Other

Q9-36. Other	Number	Percent
DOG PARK	9	25.7 %
Shooting range	4	11.4 %
Snowmobiling	2	5.7 %
R/C tracks	1	2.9 %
FISHING	1	2.9 %
SKATEBOARD/BMX	1	2.9 %
biking trails paved	1	2.9 %
OFF LEASH DOG AREAS	1	2.9 %
Road lanes-bicycles	1	2.9 %
PETTING ZOO	1	2.9 %
more dog parks and walking trails	1	2.9 %
Outdoor pool	1	2.9 %
walking trails	1	2.9 %
DOG BEACHES	1	2.9 %
Paved trail/track for roller skates, blades, walking	1	2.9 %
BOYS/GIRLS CLUB	1	2.9 %
SENIOR CENTER	1	2.9 %
More options for teenagers	1	2.9 %
bike paths	1	2.9 %
kit flying zone	1	2.9 %
TRAILS UNPACED WALKING ONLY	1	2.9 %
QUIET PLACE	1	2.9 %
TRAILS, CROSS COUNTRY SKIING	1	2.9 %
Total	35	100.0 %

Q10. Regardless of their availability in Oakland County, which FOUR of the facilities listed in Question 9 are MOST IMPORTANT to your household?

Q10. Top choice	Number	Percent
Archery range	3	0.4 %
Banquet facilities	13	1.6 %
Baseball & softball diamonds	22	2.7 %
Beaches	68	8.4 %
Boating & fishing areas	22	2.7 %
Camping areas	27	3.3 %
Camping cabins & yurts	4	0.5 %
Canoe & kayak launch sites	16	2.0 %
Disc golf	6	0.7 %
Equestrian centers & facilities	4	0.5 %
Executive golf courses	6	0.7 %
Golf driving ranges	11	1.4 %
Golf training facilities	1	0.1 %
Hunting areas	11	1.4 %
Indoor aquatic centers	31	3.8 %
Nature centers	35	4.3 %
Off-road vehicle areas	8	1.0 %
Outdoor amphitheaters	10	1.2 %
Outdoor pickle ball courts	1	0.1 %
Outdoor tennis courts	7	0.9 %
Picnicking areas & pavilions	29	3.6 %
Playgrounds	47	5.8 %
Regular 18-hole golf courses	36	4.4 %
Regular 9-hole golf courses	6	0.7 %
Ropes courses	2	0.2 %
Sledding hills	3	0.4 %
Splash pads & spray parks	13	1.6 %
Sports fields soccer & cricket	11	1.4 %
Trails equestrian	1	0.1 %
Trails mountain biking	21	2.6 %
Trails paved multi-use	81	10.0 %
Trails unpaved multi-use	58	7.1 %
Waterparks & waterslides	19	2.3 %
Zip lines	2	0.2 %
Other	15	1.8 %
None chosen	162	20.0 %
Total	812	100.0 %

Q10. Regardless of their availability in Oakland County, which FOUR of the facilities listed in Question 9 are MOST IMPORTANT to your household?

<u>Q10. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Archery range	7	0.9 %
Banquet facilities	4	0.5 %
Baseball & softball diamonds	6	0.7 %
Beaches	56	6.9 %
Boating & fishing areas	26	3.2 %
Camping areas	22	2.7 %
Camping cabins & yurts	8	1.0 %
Canoe & kayak launch sites	36	4.4 %
Disc golf	14	1.7 %
Equestrian centers & facilities	5	0.6 %
Executive golf courses	6	0.7 %
Golf driving ranges	9	1.1 %
Golf training facilities	7	0.9 %
Hunting areas	5	0.6 %
Indoor aquatic centers	28	3.4 %
Nature centers	41	5.0 %
Off-road vehicle areas	5	0.6 %
Outdoor amphitheaters	10	1.2 %
Outdoor basketball courts	11	1.4 %
Outdoor pickle ball courts	1	0.1 %
Outdoor tennis courts	9	1.1 %
Picnicking areas & pavilions	38	4.7 %
Playgrounds	24	3.0 %
Regular 18-hole golf courses	18	2.2 %
Regular 9-hole golf courses	14	1.7 %
Ropes courses	5	0.6 %
Sledding hills	8	1.0 %
Splash pads & spray parks	26	3.2 %
Sports fields soccer & cricket	6	0.7 %
Trails equestrian	2	0.2 %
Trails mountain biking	18	2.2 %
Trails paved multi-use	50	6.2 %
Trails unpaved multi-use	72	8.9 %
Waterparks & waterslides	17	2.1 %
Zip lines	10	1.2 %
Other	5	0.6 %
None chosen	183	22.5 %
Total	812	100.0 %

Q10. Regardless of their availability in Oakland County, which FOUR of the facilities listed in Question 9 are MOST IMPORTANT to your household?

<u>Q10. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Archery range	6	0.7 %
Banquet facilities	8	1.0 %
Baseball & softball diamonds	6	0.7 %
Beaches	48	5.9 %
Boating & fishing areas	21	2.6 %
Camping areas	20	2.5 %
Camping cabins & yurts	8	1.0 %
Canoe & kayak launch sites	43	5.3 %
Disc golf	6	0.7 %
Equestrian centers & facilities	2	0.2 %
Executive golf courses	5	0.6 %
Golf driving ranges	17	2.1 %
Golf training facilities	3	0.4 %
Hunting areas	8	1.0 %
Indoor aquatic centers	25	3.1 %
Nature centers	38	4.7 %
Off-road vehicle areas	5	0.6 %
Outdoor amphitheaters	24	3.0 %
Outdoor basketball courts	4	0.5 %
Outdoor pickle ball courts	4	0.5 %
Outdoor tennis courts	11	1.4 %
Picnicking areas & pavilions	43	5.3 %
Playgrounds	24	3.0 %
Regular 18-hole golf courses	14	1.7 %
Regular 9-hole golf courses	9	1.1 %
Ropes courses	7	0.9 %
Sledding hills	19	2.3 %
Splash pads & spray parks	21	2.6 %
Sports fields soccer & cricket	1	0.1 %
Trails equestrian	4	0.5 %
Trails mountain biking	15	1.8 %
Trails paved multi-use	52	6.4 %
Trails unpaved multi-use	36	4.4 %
Waterparks & waterslides	27	3.3 %
Zip lines	11	1.4 %
Other	4	0.5 %
<u>None chosen</u>	<u>213</u>	<u>26.2 %</u>
Total	812	100.0 %

Q10. Regardless of their availability in Oakland County, which FOUR of the facilities listed in Question 9 are MOST IMPORTANT to your household?

<u>Q10. 4th choice</u>	<u>Number</u>	<u>Percent</u>
Archery range	7	0.9 %
Banquet facilities	7	0.9 %
Baseball & softball diamonds	9	1.1 %
Beaches	37	4.6 %
Boating & fishing areas	17	2.1 %
Camping areas	21	2.6 %
Camping cabins & yurts	8	1.0 %
Canoe & kayak launch sites	30	3.7 %
Disc golf	5	0.6 %
Equestrian centers & facilities	1	0.1 %
Executive golf courses	5	0.6 %
Golf driving ranges	7	0.9 %
Golf training facilities	4	0.5 %
Hunting areas	9	1.1 %
Indoor aquatic centers	25	3.1 %
Nature centers	35	4.3 %
Off-road vehicle areas	8	1.0 %
Outdoor amphitheaters	14	1.7 %
Outdoor basketball courts	5	0.6 %
Outdoor pickle ball courts	2	0.2 %
Outdoor tennis courts	7	0.9 %
Picnicking areas & pavilions	45	5.5 %
Playgrounds	31	3.8 %
Regular 18-hole golf courses	9	1.1 %
Regular 9-hole golf courses	7	0.9 %
Ropes courses	7	0.9 %
Sledding hills	23	2.8 %
Splash pads & spray parks	16	2.0 %
Sports fields soccer & cricket	2	0.2 %
Trails equestrian	5	0.6 %
Trails mountain biking	15	1.8 %
Trails paved multi-use	39	4.8 %
Trails unpaved multi-use	36	4.4 %
Waterparks & waterslides	34	4.2 %
Zip lines	8	1.0 %
Other	3	0.4 %
None chosen	269	33.1 %
Total	812	100.0 %

SUM OF TOP 4 CHOICES

Q10. Regardless of their availability in Oakland County, which FOUR of the facilities listed in Question 9 are MOST IMPORTANT to your household? (top 4)

Q10. Sum of Top 4 Choices	Number	Percent
Archery range	23	2.8 %
Banquet facilities	32	3.9 %
Baseball & softball diamonds	43	5.3 %
Beaches	209	25.7 %
Boating & fishing areas	86	10.6 %
Camping areas	90	11.1 %
Camping cabins & yurts	28	3.4 %
Canoe & kayak launch sites	125	15.4 %
Disc golf	31	3.8 %
Equestrian centers & facilities	12	1.5 %
Executive golf courses	22	2.7 %
Golf driving ranges	44	5.4 %
Golf training facilities	15	1.8 %
Hunting areas	33	4.1 %
Indoor aquatic centers	109	13.4 %
Nature centers	149	18.3 %
Off-road vehicle areas	26	3.2 %
Outdoor amphitheaters	58	7.1 %
Outdoor basketball courts	20	2.5 %
Outdoor pickle ball courts	8	1.0 %
Outdoor tennis courts	34	4.2 %
Picnicking areas & pavilions	155	19.1 %
Playgrounds	126	15.5 %
Regular 18-hole golf courses	77	9.5 %
Regular 9-hole golf courses	36	4.4 %
Ropes courses	21	2.6 %
Sledding hills	53	6.5 %
Splash pads & spray parks	76	9.4 %
Sports fields soccer & cricket	20	2.5 %
Trails equestrian	12	1.5 %
Trails mountain biking	69	8.5 %
Trails paved multi-use	222	27.3 %
Trails unpaved multi-use	202	24.9 %
Waterparks & waterslides	97	11.9 %
Zip lines	31	3.8 %
Other	27	3.3 %
None chosen	162	20.0 %
Total	2583	

Q11. Which FOUR of the facilities listed in Question 9 do you and members of your household currently use the MOST?

Q11. Top choice	Number	Percent
Banquet facilities	7	0.9 %
Baseball & softball diamonds	18	2.2 %
Beaches	50	6.2 %
Boating & fishing areas	22	2.7 %
Camping areas	21	2.6 %
Camping cabins & yurts	2	0.2 %
Canoe & kayak launch sites	9	1.1 %
Disc golf	10	1.2 %
Equestrian centers & facilities	1	0.1 %
Executive golf courses	4	0.5 %
Golf driving ranges	8	1.0 %
Golf training facilities	1	0.1 %
Hunting areas	3	0.4 %
Indoor aquatic centers	11	1.4 %
Nature centers	28	3.4 %
Off-road vehicle areas	2	0.2 %
Outdoor amphitheaters	3	0.4 %
Outdoor basketball courts	1	0.1 %
Outdoor tennis courts	11	1.4 %
Picnicking areas & pavilions	28	3.4 %
Playgrounds	50	6.2 %
Regular 18-hole golf courses	35	4.3 %
Regular 9-hole golf courses	10	1.2 %
Sledding hills	2	0.2 %
Splash pads & spray parks	9	1.1 %
Sports fields soccer & cricket	12	1.5 %
Trails equestrian	4	0.5 %
Trails mountain biking	17	2.1 %
Trails paved multi-use	71	8.7 %
Trails unpaved multi-use	70	8.6 %
Waterparks & waterslides	21	2.6 %
Other	9	1.1 %
<u>None chosen</u>	<u>262</u>	<u>32.3 %</u>
Total	812	100.0 %

Q11. Which FOUR of the facilities listed in Question 9 do you and members of your household currently use the MOST?

Q11. 2nd choice	Number	Percent
Banquet facilities	5	0.6 %
Baseball & softball diamonds	12	1.5 %
Beaches	29	3.6 %
Boating & fishing areas	18	2.2 %
Camping areas	9	1.1 %
Camping cabins & yurts	4	0.5 %
Canoe & kayak launch sites	15	1.8 %
Disc golf	10	1.2 %
Equestrian centers & facilities	2	0.2 %
Executive golf courses	1	0.1 %
Golf driving ranges	9	1.1 %
Golf training facilities	3	0.4 %
Hunting areas	9	1.1 %
Indoor aquatic centers	9	1.1 %
Nature centers	28	3.4 %
Off-road vehicle areas	3	0.4 %
Outdoor amphitheaters	3	0.4 %
Outdoor basketball courts	6	0.7 %
Outdoor pickle ball courts	2	0.2 %
Outdoor tennis courts	6	0.7 %
Picnicking areas & pavilions	47	5.8 %
Playgrounds	30	3.7 %
Regular 18-hole golf courses	18	2.2 %
Regular 9-hole golf courses	13	1.6 %
Sledding hills	8	1.0 %
Splash pads & spray parks	16	2.0 %
Sports fields soccer & cricket	2	0.2 %
Trails equestrian	1	0.1 %
Trails mountain biking	14	1.7 %
Trails paved multi-use	65	8.0 %
Trails unpaved multi-use	51	6.3 %
Waterparks & waterslides	13	1.6 %
Zip lines	2	0.2 %
Other	3	0.4 %
None chosen	346	42.6 %
Total	812	100.0 %

Q11. Which FOUR of the facilities listed in Question 9 do you and members of your household currently use the MOST?

Q11. 3rd choice	Number	Percent
Archery range	2	0.2 %
Banquet facilities	8	1.0 %
Baseball & softball diamonds	4	0.5 %
Beaches	41	5.0 %
Boating & fishing areas	15	1.8 %
Camping areas	13	1.6 %
Camping cabins & yurts	3	0.4 %
Canoe & kayak launch sites	20	2.5 %
Disc golf	6	0.7 %
Executive golf courses	3	0.4 %
Golf driving ranges	12	1.5 %
Golf training facilities	3	0.4 %
Hunting areas	2	0.2 %
Indoor aquatic centers	9	1.1 %
Nature centers	30	3.7 %
Off-road vehicle areas	2	0.2 %
Outdoor amphitheaters	5	0.6 %
Outdoor basketball courts	5	0.6 %
Outdoor tennis courts	12	1.5 %
Picnicking areas & pavilions	36	4.4 %
Playgrounds	30	3.7 %
Regular 18-hole golf courses	8	1.0 %
Regular 9-hole golf courses	5	0.6 %
Ropes courses	1	0.1 %
Sledding hills	8	1.0 %
Splash pads & spray parks	7	0.9 %
Sports fields soccer & cricket	4	0.5 %
Trails equestrian	6	0.7 %
Trails mountain biking	11	1.4 %
Trails paved multi-use	31	3.8 %
Trails unpaved multi-use	27	3.3 %
Waterparks & waterslides	16	2.0 %
<u>None chosen</u>	<u>427</u>	<u>52.6 %</u>
Total	812	100.0 %

Q11. Which FOUR of the facilities listed in Question 9 do you and members of your household currently use the MOST?

Q11. 4th choice	Number	Percent
Archery range	1	0.1 %
Banquet facilities	7	0.9 %
Baseball & softball diamonds	8	1.0 %
Beaches	30	3.7 %
Boating & fishing areas	11	1.4 %
Camping areas	6	0.7 %
Camping cabins & yurts	5	0.6 %
Canoe & kayak launch sites	21	2.6 %
Disc golf	2	0.2 %
Equestrian centers & facilities	1	0.1 %
Executive golf courses	3	0.4 %
Golf driving ranges	5	0.6 %
Hunting areas	2	0.2 %
Indoor aquatic centers	8	1.0 %
Nature centers	20	2.5 %
Off-road vehicle areas	2	0.2 %
Outdoor amphitheaters	6	0.7 %
Outdoor basketball courts	3	0.4 %
Outdoor pickle ball courts	1	0.1 %
Outdoor tennis courts	4	0.5 %
Picnicking areas & pavilions	35	4.3 %
Playgrounds	21	2.6 %
Regular 18-hole golf courses	9	1.1 %
Regular 9-hole golf courses	4	0.5 %
Sledding hills	16	2.0 %
Splash pads & spray parks	9	1.1 %
Sports fields soccer & cricket	8	1.0 %
Trails mountain biking	10	1.2 %
Trails paved multi-use	20	2.5 %
Trails unpaved multi-use	12	1.5 %
Waterparks & waterslides	19	2.3 %
Zip lines	2	0.2 %
Other	7	0.9 %
<u>None chosen</u>	494	60.8 %
Total	812	100.0 %

SUM OF TOP 4 CHOICES

Q11. Which FOUR of the facilities listed in Question 9 do you and members of your household currently use the MOST? (top 4)

Q11. Sum of Top 4 Choices	Number	Percent
Archery range	3	0.4 %
Banquet facilities	27	3.3 %
Baseball & softball diamonds	42	5.2 %
Beaches	150	18.5 %
Boating & fishing areas	66	8.1 %
Camping areas	49	6.0 %
Camping cabins & yurts	14	1.7 %
Canoe & kayak launch sites	65	8.0 %
Disc golf	28	3.4 %
Equestrian centers & facilities	4	0.5 %
Executive golf courses	11	1.4 %
Golf driving ranges	34	4.2 %
Golf training facilities	7	0.9 %
Hunting areas	16	2.0 %
Indoor aquatic centers	37	4.6 %
Nature centers	106	13.1 %
Off-road vehicle areas	9	1.1 %
Outdoor amphitheaters	17	2.1 %
Outdoor basketball courts	15	1.8 %
Outdoor pickle ball courts	3	0.4 %
Outdoor tennis courts	33	4.1 %
Picnicking areas & pavilions	146	18.0 %
Playgrounds	131	16.1 %
Regular 18-hole golf courses	70	8.6 %
Regular 9-hole golf courses	32	3.9 %
Ropes courses	1	0.1 %
Sledding hills	34	4.2 %
Splash pads & spray parks	41	5.0 %
Sports fields soccer & cricket	26	3.2 %
Trails equestrian	11	1.4 %
Trails mountain biking	52	6.4 %
Trails paved multi-use	187	23.0 %
Trails unpaved multi-use	160	19.7 %
Waterparks & waterslides	69	8.5 %
Zip lines	4	0.5 %
Other	19	2.3 %
None chosen	262	32.3 %
Total	1981	

Q12. Program Needs. Please indicate if you or other members of your HOUSEHOLD have a need for each of the programs listed below by circling either "Yes" or "No."

(N=812)

	Yes	No
Q12-1. Adaptive programs (special needs)	5.3%	94.7%
Q12-2. Adult fitness & wellness programs	51.7%	48.3%
Q12-3. Archery programs	10.6%	89.4%
Q12-4. Art & photography programs	24.1%	75.9%
Q12-5. Art/antique/craft shows	30.4%	69.6%
Q12-6. Before & after school programs	15.3%	84.7%
Q12-7. Bird/wildlife watching programs	19.1%	80.9%
Q12-8. BMX races & practices	4.2%	95.8%
Q12-9. Bus rental & bus trips	11.3%	88.7%
Q12-10. Campground programs	15.4%	84.6%
Q12-11. Citizen science programs	14.4%	85.6%
Q12-12. Climbing tower rentals	6.5%	93.5%
Q12-13. Community festivals	40.4%	59.6%
Q12-14. Dog park programs	23.6%	76.4%
Q12-15. Farmers market programs	58.1%	41.9%
Q12-16. Fishing programs	17.4%	82.6%
Q12-17. Food truck rallies	30.2%	69.8%
Q12-18. Golf leagues	10.0%	90.0%
Q12-19. Golf lessons	12.4%	87.6%
Q12-20. Golf tournaments	5.9%	94.1%
Q12-21. Homeschool programs	5.0%	95.0%

Q12. Program Needs. Please indicate if you or other members of your HOUSEHOLD have a need for each of the programs listed below by circling either "Yes" or "No."

	Yes	No
Q12-22. Inflatable unit rentals	8.0%	92.0%
Q12-23. Kayak, canoe, paddleboard rentals	36.3%	63.7%
Q12-24. Lifeguard training programs	8.3%	91.7%
Q12-25. Nature stewardship programs	13.3%	86.7%
Q12-26. Outdoor equipment rentals	14.0%	86.0%
Q12-27. Pre-school programs	12.2%	87.8%
Q12-28. Scouting programs	8.9%	91.1%
Q12-29. Volunteer opportunities	24.4%	75.6%
Q12-30. Water fitness programs	25.4%	74.6%
Q12-31. Winter programs	27.8%	72.2%
Q12-32. Youth & teen fitness programs	12.9%	87.1%
Q12-33. Youth & teen summer camps	14.7%	85.3%
Q12-34. Youth swim lessons & programs	16.3%	83.7%
Q12-35. Other	2.0%	98.0%

Q12. If "Yes," please rate how well the needs of your household are currently being met in Oakland County using a scale of 1 to 5, where 5 means your needs are being "100% Met" and 1 means they are being "0% Met." (without "not provided")

(N=699)

	100% Met	75% Met	50% Met	25% Met	0% Met
Q12-1. Adaptive programs (special needs)	6.3%	15.6%	18.8%	31.3%	28.1%
Q12-2. Adult fitness & wellness programs	11.6%	16.4%	29.5%	25.3%	17.3%
Q12-3. Archery programs	4.4%	8.8%	5.9%	44.1%	36.8%
Q12-4. Art & photography programs	9.0%	6.9%	24.1%	31.7%	28.3%
Q12-5. Art/antique/craft shows	15.0%	21.2%	32.6%	22.8%	8.3%
Q12-6. Before & after school programs	18.8%	17.7%	22.9%	26.0%	14.6%
Q12-7. Bird/wildlife watching programs	8.5%	12.7%	27.1%	27.1%	24.6%
Q12-8. BMX races & practices	16.0%	12.0%	20.0%	20.0%	32.0%
Q12-9. Bus rental & bus trips	13.7%	8.2%	21.9%	20.5%	35.6%
Q12-10. Campground programs	12.4%	11.3%	32.0%	24.7%	19.6%
Q12-11. Citizen science programs	4.5%	9.1%	26.1%	26.1%	34.1%
Q12-12. Climbing tower rentals	7.5%	10.0%	25.0%	15.0%	42.5%
Q12-13. Community festivals	17.3%	23.9%	32.0%	19.1%	7.7%
Q12-14. Dog park programs	14.1%	14.1%	25.6%	28.2%	17.9%
Q12-15. Farmers market programs	19.5%	20.3%	29.5%	19.2%	11.6%
Q12-16. Fishing programs	4.4%	15.0%	27.4%	32.7%	20.4%
Q12-17. Food truck rallies	4.0%	10.0%	21.4%	29.9%	34.8%
Q12-18. Golf leagues	15.6%	17.2%	20.3%	26.6%	20.3%
Q12-19. Golf lessons	8.9%	10.1%	24.1%	27.8%	29.1%
Q12-20. Golf tournaments	11.1%	5.6%	33.3%	22.2%	27.8%
Q12-21. Homeschool programs	13.8%	13.8%	24.1%	17.2%	31.0%

Q12. If "Yes," please rate how well the needs of your household are currently being met in Oakland County using a scale of 1 to 5, where 5 means your needs are being "100% Met" and 1 means they are being "0% Met." (without "not provided")

	100% Met	75% Met	50% Met	25% Met	0% Met
Q12-22. Inflatable unit rentals	15.9%	13.6%	15.9%	25.0%	29.5%
Q12-23. Kayak, canoe, paddleboard rentals	10.9%	14.8%	28.3%	29.1%	17.0%
Q12-24. Lifeguard training programs	15.7%	11.8%	33.3%	9.8%	29.4%
Q12-25. Nature stewardship programs	11.9%	9.5%	29.8%	29.8%	19.0%
Q12-26. Outdoor equipment rentals	11.8%	12.9%	32.9%	23.5%	18.8%
Q12-27. Pre-school programs	17.3%	21.3%	17.3%	25.3%	18.7%
Q12-28. Scouting programs	13.8%	25.9%	31.0%	20.7%	8.6%
Q12-29. Volunteer opportunities	21.1%	11.8%	29.8%	23.0%	14.3%
Q12-30. Water fitness programs	11.5%	10.9%	23.6%	30.9%	23.0%
Q12-31. Winter programs	8.2%	13.7%	26.4%	28.6%	23.1%
Q12-32. Youth & teen fitness programs	13.6%	8.6%	33.3%	19.8%	24.7%
Q12-33. Youth & teen summer camps	14.1%	14.1%	28.3%	22.8%	20.7%
Q12-34. Youth swim lessons & programs	18.3%	14.4%	26.9%	23.1%	17.3%
Q12-35. Other	7.7%	7.7%	15.4%	7.7%	61.5%

Q12. Other

<u>Q12-35. Other</u>	<u>Number</u>	<u>Percent</u>
DOG PARK	1	6.3 %
SENIOR ADULT SWIM LESSONS	1	6.3 %
WALKING AND JOGGING TRAIL	1	6.3 %
bike trails	1	6.3 %
Pickleball leagues/courts	1	6.3 %
SUMMER PROGRAMS	1	6.3 %
SOFTBALL LEAGUES	1	6.3 %
Shooting range	1	6.3 %
More affordable family fitness programs	1	6.3 %
BUS AND TRIPS FOR ADULTS THAT ARE NOT SENIORS	1	6.3 %
Off roading program	1	6.3 %
Summer school addition learning classes/review classes for kids	1	6.3 %
paddle boat rental	1	6.3 %
BOYS/GIRLS CLUB	1	6.3 %
FIREARMS TRAINING	1	6.3 %
OBSTACLE COURSE	1	6.3 %
Total	16	100.0 %

Q13. Regardless of their availability in Oakland County, which FOUR of the programs listed in Question 12 are MOST IMPORTANT to your household?

Q13. Top choice	Number	Percent
Adaptive programs (special needs)	10	1.2 %
Adult fitness & wellness programs	140	17.2 %
Archery programs	7	0.9 %
Art & photography programs	17	2.1 %
Art/antique/craft shows	15	1.8 %
Before & after school programs	17	2.1 %
Bird/wildlife watching programs	7	0.9 %
BMX races & practices	2	0.2 %
Bus rental & bus trips	7	0.9 %
Campground programs	21	2.6 %
Climbing tower rentals	1	0.1 %
Community festivals	39	4.8 %
Dog park programs	49	6.0 %
Farmers market programs	81	10.0 %
Fishing programs	8	1.0 %
Food truck rallies	13	1.6 %
Golf leagues	11	1.4 %
Golf lessons	4	0.5 %
Golf tournaments	4	0.5 %
Homeschool programs	4	0.5 %
Kayak, canoe, paddleboard rentals	32	3.9 %
Lifeguard training programs	1	0.1 %
Nature stewardship programs	9	1.1 %
Outdoor equipment rentals	1	0.1 %
Pre-school programs	18	2.2 %
Scouting programs	2	0.2 %
Volunteer opportunities	9	1.1 %
Water fitness programs	12	1.5 %
Winter programs	6	0.7 %
Youth & teen fitness programs	11	1.4 %
Youth & teen summer camps	12	1.5 %
Youth swim lessons & programs	12	1.5 %
Other	7	0.9 %
<u>None chosen</u>	<u>223</u>	<u>27.5 %</u>
Total	812	100.0 %

Q13. Regardless of their availability in Oakland County, which FOUR of the programs listed in Question 12 are MOST IMPORTANT to your household?

Q13. 2nd choice	Number	Percent
Adaptive programs (special needs)	2	0.2 %
Adult fitness & wellness programs	41	5.0 %
Archery programs	3	0.4 %
Art & photography programs	24	3.0 %
Art/antique/craft shows	27	3.3 %
Before & after school programs	18	2.2 %
Bird/wildlife watching programs	17	2.1 %
BMX races & practices	3	0.4 %
Bus rental & bus trips	9	1.1 %
Campground programs	5	0.6 %
Citizen science programs	11	1.4 %
Climbing tower rentals	2	0.2 %
Community festivals	52	6.4 %
Dog park programs	21	2.6 %
Farmers market programs	88	10.8 %
Fishing programs	15	1.8 %
Food truck rallies	24	3.0 %
Golf leagues	11	1.4 %
Golf lessons	14	1.7 %
Golf tournaments	5	0.6 %
Homeschool programs	1	0.1 %
Inflatable unit rentals	2	0.2 %
Kayak, canoe, paddleboard rentals	28	3.4 %
Nature stewardship programs	9	1.1 %
Outdoor equipment rentals	2	0.2 %
Pre-school programs	8	1.0 %
Scouting programs	4	0.5 %
Volunteer opportunities	18	2.2 %
Water fitness programs	17	2.1 %
Winter programs	18	2.2 %
Youth & teen fitness programs	10	1.2 %
Youth & teen summer camps	7	0.9 %
Youth swim lessons & programs	13	1.6 %
<u>None chosen</u>	<u>283</u>	<u>34.9 %</u>
Total	812	100.0 %

Q13. Regardless of their availability in Oakland County, which FOUR of the programs listed in Question 12 are MOST IMPORTANT to your household?

Q13. 3rd choice	Number	Percent
Adaptive programs (special needs)	3	0.4 %
Adult fitness & wellness programs	44	5.4 %
Archery programs	4	0.5 %
Art & photography programs	16	2.0 %
Art/antique/craft shows	22	2.7 %
Before & after school programs	8	1.0 %
Bird/wildlife watching programs	20	2.5 %
BMX races & practices	2	0.2 %
Bus rental & bus trips	7	0.9 %
Campground programs	8	1.0 %
Citizen science programs	7	0.9 %
Climbing tower rentals	1	0.1 %
Community festivals	51	6.3 %
Dog park programs	17	2.1 %
Farmers market programs	64	7.9 %
Fishing programs	6	0.7 %
Food truck rallies	22	2.7 %
Golf leagues	4	0.5 %
Golf lessons	10	1.2 %
Golf tournaments	3	0.4 %
Homeschool programs	2	0.2 %
Inflatable unit rentals	1	0.1 %
Kayak, canoe, paddleboard rentals	38	4.7 %
Lifeguard training programs	2	0.2 %
Nature stewardship programs	6	0.7 %
Outdoor equipment rentals	6	0.7 %
Pre-school programs	12	1.5 %
Scouting programs	8	1.0 %
Volunteer opportunities	13	1.6 %
Water fitness programs	18	2.2 %
Winter programs	9	1.1 %
Youth & teen fitness programs	7	0.9 %
Youth & teen summer camps	9	1.1 %
Youth swim lessons & programs	11	1.4 %
Other	1	0.1 %
None chosen	350	43.1 %
Total	812	100.0 %

Q13. Regardless of their availability in Oakland County, which FOUR of the programs listed in Question 12 are MOST IMPORTANT to your household?

Q13. 4th choice	Number	Percent
Adaptive programs (special needs)	2	0.2 %
Adult fitness & wellness programs	20	2.5 %
Archery programs	8	1.0 %
Art & photography programs	10	1.2 %
Art/antique/craft shows	25	3.1 %
Before & after school programs	5	0.6 %
Bird/wildlife watching programs	16	2.0 %
BMX races & practices	1	0.1 %
Bus rental & bus trips	4	0.5 %
Campground programs	4	0.5 %
Citizen science programs	14	1.7 %
Climbing tower rentals	3	0.4 %
Community festivals	22	2.7 %
Dog park programs	11	1.4 %
Farmers market programs	35	4.3 %
Fishing programs	7	0.9 %
Food truck rallies	37	4.6 %
Golf leagues	5	0.6 %
Golf lessons	5	0.6 %
Homeschool programs	3	0.4 %
Kayak, canoe, paddleboard rentals	31	3.8 %
Lifeguard training programs	2	0.2 %
Nature stewardship programs	8	1.0 %
Outdoor equipment rentals	6	0.7 %
Pre-school programs	5	0.6 %
Scouting programs	2	0.2 %
Volunteer opportunities	23	2.8 %
Water fitness programs	21	2.6 %
Winter programs	20	2.5 %
Youth & teen fitness programs	6	0.7 %
Youth & teen summer camps	10	1.2 %
Youth swim lessons & programs	10	1.2 %
Other	4	0.5 %
<u>None chosen</u>	<u>427</u>	<u>52.6 %</u>
Total	812	100.0 %

SUM OF TOP 4 CHOICES

Q13. Regardless of their availability in Oakland County, which FOUR of the programs listed in Question 12 are MOST IMPORTANT to your household? (top 4)

Q13. Sum of Top 4 Choices	Number	Percent
Adaptive programs (special needs)	17	2.1 %
Adult fitness & wellness programs	245	30.2 %
Archery programs	22	2.7 %
Art & photography programs	67	8.3 %
Art/antique/craft shows	89	11.0 %
Before & after school programs	48	5.9 %
Bird/wildlife watching programs	60	7.4 %
BMX races & practices	8	1.0 %
Bus rental & bus trips	27	3.3 %
Campground programs	38	4.7 %
Citizen science programs	32	3.9 %
Climbing tower rentals	7	0.9 %
Community festivals	164	20.2 %
Dog park programs	98	12.1 %
Farmers market programs	268	33.0 %
Fishing programs	36	4.4 %
Food truck rallies	96	11.8 %
Golf leagues	31	3.8 %
Golf lessons	33	4.1 %
Golf tournaments	12	1.5 %
Homeschool programs	10	1.2 %
Inflatable unit rentals	3	0.4 %
Kayak, canoe, paddleboard rentals	129	15.9 %
Lifeguard training programs	5	0.6 %
Nature stewardship programs	32	3.9 %
Outdoor equipment rentals	15	1.8 %
Pre-school programs	43	5.3 %
Scouting programs	16	2.0 %
Volunteer opportunities	63	7.8 %
Water fitness programs	68	8.4 %
Winter programs	53	6.5 %
Youth & teen fitness programs	34	4.2 %
Youth & teen summer camps	38	4.7 %
Youth swim lessons & programs	46	5.7 %
Other	12	1.5 %
None chosen	223	27.5 %
Total	2188	

Q14. Which FOUR of the programs listed in Question 12 do you and members of your household currently participate in the MOST?

Q14. Top choice	Number	Percent
Adaptive programs (special needs)	6	0.7 %
Adult fitness & wellness programs	70	8.6 %
Archery programs	2	0.2 %
Art & photography programs	12	1.5 %
Art/antique/craft shows	32	3.9 %
Before & after school programs	5	0.6 %
Bird/wildlife watching programs	4	0.5 %
BMX races & practices	2	0.2 %
Bus rental & bus trips	5	0.6 %
Campground programs	18	2.2 %
Citizen science programs	1	0.1 %
Community festivals	49	6.0 %
Dog park programs	32	3.9 %
Farmers market programs	78	9.6 %
Fishing programs	5	0.6 %
Food truck rallies	5	0.6 %
Golf leagues	14	1.7 %
Golf lessons	3	0.4 %
Golf tournaments	5	0.6 %
Kayak, canoe, paddleboard rentals	21	2.6 %
Lifeguard training programs	1	0.1 %
Nature stewardship programs	2	0.2 %
Outdoor equipment rentals	1	0.1 %
Pre-school programs	7	0.9 %
Scouting programs	5	0.6 %
Volunteer opportunities	9	1.1 %
Water fitness programs	5	0.6 %
Winter programs	4	0.5 %
Youth & teen fitness programs	5	0.6 %
Youth & teen summer camps	5	0.6 %
Youth swim lessons & programs	9	1.1 %
Other	8	1.0 %
<u>None chosen</u>	<u>382</u>	<u>47.0 %</u>
Total	812	100.0 %

Q14. Which FOUR of the programs listed in Question 12 do you and members of your household currently participate in the MOST?

<u>Q14. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Adaptive programs (special needs)	4	0.5 %
Adult fitness & wellness programs	26	3.2 %
Archery programs	3	0.4 %
Art & photography programs	7	0.9 %
Art/antique/craft shows	33	4.1 %
Before & after school programs	10	1.2 %
Bird/wildlife watching programs	10	1.2 %
Bus rental & bus trips	2	0.2 %
Campground programs	4	0.5 %
Citizen science programs	3	0.4 %
Community festivals	50	6.2 %
Dog park programs	14	1.7 %
Farmers market programs	56	6.9 %
Fishing programs	3	0.4 %
Food truck rallies	19	2.3 %
Golf leagues	7	0.9 %
Golf lessons	6	0.7 %
Golf tournaments	1	0.1 %
Inflatable unit rentals	2	0.2 %
Kayak, canoe, paddleboard rentals	18	2.2 %
Nature stewardship programs	7	0.9 %
Outdoor equipment rentals	2	0.2 %
Pre-school programs	6	0.7 %
Scouting programs	3	0.4 %
Volunteer opportunities	13	1.6 %
Water fitness programs	10	1.2 %
Winter programs	7	0.9 %
Youth & teen fitness programs	2	0.2 %
Youth & teen summer camps	6	0.7 %
Youth swim lessons & programs	5	0.6 %
None chosen	473	58.3 %
Total	812	100.0 %

Q14. Which FOUR of the programs listed in Question 12 do you and members of your household currently participate in the MOST?

Q14. 3rd choice	Number	Percent
Adult fitness & wellness programs	19	2.3 %
Archery programs	5	0.6 %
Art & photography programs	5	0.6 %
Art/antique/craft shows	13	1.6 %
Before & after school programs	7	0.9 %
Bird/wildlife watching programs	9	1.1 %
BMX races & practices	1	0.1 %
Bus rental & bus trips	2	0.2 %
Campground programs	4	0.5 %
Citizen science programs	1	0.1 %
Community festivals	31	3.8 %
Dog park programs	6	0.7 %
Farmers market programs	47	5.8 %
Fishing programs	5	0.6 %
Food truck rallies	17	2.1 %
Golf leagues	3	0.4 %
Golf lessons	1	0.1 %
Golf tournaments	2	0.2 %
Kayak, canoe, paddleboard rentals	20	2.5 %
Nature stewardship programs	3	0.4 %
Outdoor equipment rentals	5	0.6 %
Pre-school programs	4	0.5 %
Scouting programs	1	0.1 %
Volunteer opportunities	10	1.2 %
Water fitness programs	8	1.0 %
Winter programs	6	0.7 %
Youth & teen fitness programs	1	0.1 %
Youth & teen summer camps	7	0.9 %
Youth swim lessons & programs	6	0.7 %
Other	2	0.2 %
None chosen	561	69.1 %
Total	812	100.0 %

Q14. Which FOUR of the programs listed in Question 12 do you and members of your household currently participate in the MOST?

Q14. 4th choice	Number	Percent
Adaptive programs (special needs)	1	0.1 %
Adult fitness & wellness programs	15	1.8 %
Archery programs	3	0.4 %
Art & photography programs	6	0.7 %
Art/antique/craft shows	14	1.7 %
Before & after school programs	7	0.9 %
Bird/wildlife watching programs	3	0.4 %
BMX races & practices	1	0.1 %
Bus rental & bus trips	3	0.4 %
Campground programs	4	0.5 %
Citizen science programs	7	0.9 %
Climbing tower rentals	1	0.1 %
Community festivals	10	1.2 %
Dog park programs	6	0.7 %
Farmers market programs	14	1.7 %
Fishing programs	6	0.7 %
Food truck rallies	15	1.8 %
Golf leagues	3	0.4 %
Golf lessons	1	0.1 %
Golf tournaments	2	0.2 %
Homeschool programs	2	0.2 %
Kayak, canoe, paddleboard rentals	15	1.8 %
Nature stewardship programs	6	0.7 %
Outdoor equipment rentals	1	0.1 %
Pre-school programs	2	0.2 %
Scouting programs	2	0.2 %
Volunteer opportunities	6	0.7 %
Water fitness programs	5	0.6 %
Winter programs	11	1.4 %
Youth & teen fitness programs	3	0.4 %
Youth & teen summer camps	3	0.4 %
Youth swim lessons & programs	4	0.5 %
Other	3	0.4 %
<u>None chosen</u>	<u>627</u>	<u>77.2 %</u>
Total	812	100.0 %

SUM OF TOP 4 CHOICES**Q14. Which FOUR of the programs listed in Question 12 do you and members of your household currently participate in the MOST? (top 4)**

Q14. Sum of Top 4 Choices	Number	Percent
Adaptive programs (special needs)	11	1.4 %
Adult fitness & wellness programs	130	16.0 %
Archery programs	13	1.6 %
Art & photography programs	30	3.7 %
Art/antique/craft shows	92	11.3 %
Before & after school programs	29	3.6 %
Bird/wildlife watching programs	26	3.2 %
BMX races & practices	4	0.5 %
Bus rental & bus trips	12	1.5 %
Campground programs	30	3.7 %
Citizen science programs	12	1.5 %
Climbing tower rentals	1	0.1 %
Community festivals	140	17.2 %
Dog park programs	58	7.1 %
Farmers market programs	195	24.0 %
Fishing programs	19	2.3 %
Food truck rallies	56	6.9 %
Golf leagues	27	3.3 %
Golf lessons	11	1.4 %
Golf tournaments	10	1.2 %
Homeschool programs	2	0.2 %
Inflatable unit rentals	2	0.2 %
Kayak, canoe, paddleboard rentals	74	9.1 %
Lifeguard training programs	1	0.1 %
Nature stewardship programs	18	2.2 %
Outdoor equipment rentals	9	1.1 %
Pre-school programs	19	2.3 %
Scouting programs	11	1.4 %
Volunteer opportunities	38	4.7 %
Water fitness programs	28	3.4 %
Winter programs	28	3.4 %
Youth & teen fitness programs	11	1.4 %
Youth & teen summer camps	21	2.6 %
Youth swim lessons & programs	24	3.0 %
Other	13	1.6 %
None chosen	382	47.0 %
Total	1587	

Q15. Please CHECK ALL the ways you have heard about Oakland County Parks and Recreation.

Q15. All the ways you have heard about Oakland

County Parks & Recreation

	Number	Percent
Ads in a publication	209	25.7 %
Billboards	66	8.1 %
Direct mail	188	23.2 %
Flyers & handouts	165	20.3 %
From friends, family, coworkers	375	46.2 %
Newspaper stories in print	173	21.3 %
Newspaper stories online	81	10.0 %
Oakland County Parks website	215	26.5 %
Radio ads	50	6.2 %
Social media	120	14.8 %
Trade show	8	1.0 %
TV ads	37	4.6 %
I haven't heard about Oakland County Parks & Recreation from any of these	158	19.5 %
Total	1845	

Q16. How satisfied are you with the overall value your household receives from the Oakland County Parks and Recreation Commission?Q16. How satisfied are you with overall value
your household receives from Oakland County

Parks & Recreation Commission

	Number	Percent
Very satisfied	132	16.3 %
Somewhat satisfied	182	22.4 %
Neutral	243	29.9 %
Somewhat dissatisfied	72	8.9 %
Very dissatisfied	36	4.4 %
Don't know	147	18.1 %
Total	812	100.0 %

Q17. Please indicate how supportive you would be of having Oakland County Parks and Recreation use your tax dollars to fund each of the following.

(N=812)

	Very supportive	Somewhat supportive	Not sure	Not supportive
Q17-1. Fix up & repair older structures & playgrounds	45.6%	29.9%	19.5%	5.0%
Q17-2. Fix up & repair roads & parking lots	46.6%	28.4%	19.7%	5.3%
Q17-3. Improve & add features to existing campgrounds	22.2%	24.4%	37.1%	16.4%
Q17-4. Improve & add features to existing golf courses	11.8%	16.3%	35.5%	36.5%
Q17-5. Improve and add features to existing waterparks	20.0%	28.3%	34.6%	17.1%
Q17-6. Land purchase for new recreational facilities	27.3%	25.2%	32.3%	15.1%
Q17-7. Land purchase for new trails	36.6%	24.9%	25.6%	12.9%
Q17-8. Land purchase for open space & environment	36.1%	22.3%	27.3%	14.3%
Q17-9. Make facilities accessible for persons of all abilities	42.9%	25.0%	25.0%	7.1%
Q17-10. New cabins & yurts	12.9%	17.1%	41.9%	28.1%
Q17-11. New canoe & kayak launches	20.7%	23.9%	36.9%	18.5%
Q17-12. New canoe & kayak routes	21.4%	22.2%	37.6%	18.8%
Q17-13. New off-leash dog parks	18.3%	19.7%	32.8%	29.2%
Q17-14. New off-road vehicle area	8.7%	10.5%	36.3%	44.5%
Q17-15. New picnic pavilions	18.2%	33.9%	35.0%	12.9%
Q17-16. New playgrounds	27.7%	29.1%	30.7%	12.6%
Q17-17. New splash pad and/or spray park	24.5%	24.0%	33.5%	18.0%
Q17-18. New trails & boardwalks	41.1%	26.4%	22.2%	10.3%

Q18. Which FOUR of the actions listed in Question 17 would you be MOST willing to fund with your Oakland County Parks and Recreation tax dollars?

Q18. Top choice	Number	Percent
Fix up & repair older structures & playgrounds	113	13.9 %
Fix up & repair roads & parking lots	91	11.2 %
Improve & add features to existing campgrounds	22	2.7 %
Improve & add features to existing golf courses	27	3.3 %
Improve and add features to existing waterparks	14	1.7 %
Land purchase for new recreational facilities	30	3.7 %
Land purchase for new trails	60	7.4 %
Land purchase for open space & environment	43	5.3 %
Make facilities accessible for persons of all abilities	34	4.2 %
New cabins & yurts	8	1.0 %
New canoe & kayak launches	19	2.3 %
New canoe & kayak routes	4	0.5 %
New off-leash dog parks	40	4.9 %
New off-road vehicle area	11	1.4 %
New picnic pavilions	11	1.4 %
New playgrounds	25	3.1 %
New splash pad and/or spray park	24	3.0 %
New trails & boardwalks	67	8.3 %
None chosen	169	20.8 %
Total	812	100.0 %

Q18. Which FOUR of the actions listed in Question 17 would you be MOST willing to fund with your Oakland County Parks and Recreation tax dollars?

Q18. 2nd choice	Number	Percent
Fix up & repair older structures & playgrounds	85	10.5 %
Fix up & repair roads & parking lots	81	10.0 %
Improve & add features to existing campgrounds	16	2.0 %
Improve & add features to existing golf courses	26	3.2 %
Improve and add features to existing waterparks	19	2.3 %
Land purchase for new recreational facilities	28	3.4 %
Land purchase for new trails	66	8.1 %
Land purchase for open space & environment	43	5.3 %
Make facilities accessible for persons of all abilities	37	4.6 %
New cabins & yurts	3	0.4 %
New canoe & kayak launches	27	3.3 %
New canoe & kayak routes	24	3.0 %
New off-leash dog parks	20	2.5 %
New off-road vehicle area	5	0.6 %
New picnic pavilions	21	2.6 %
New playgrounds	23	2.8 %
New splash pad and/or spray park	28	3.4 %
New trails & boardwalks	49	6.0 %
None chosen	211	26.0 %
Total	812	100.0 %

Q18. Which FOUR of the actions listed in Question 17 would you be MOST willing to fund with your Oakland County Parks and Recreation tax dollars?

Q18. 3rd choice	Number	Percent
Fix up & repair older structures & playgrounds	52	6.4 %
Fix up & repair roads & parking lots	46	5.7 %
Improve & add features to existing campgrounds	26	3.2 %
Improve & add features to existing golf courses	14	1.7 %
Improve and add features to existing waterparks	16	2.0 %
Land purchase for new recreational facilities	23	2.8 %
Land purchase for new trails	36	4.4 %
Land purchase for open space & environment	57	7.0 %
Make facilities accessible for persons of all abilities	46	5.7 %
New cabins & yurts	7	0.9 %
New canoe & kayak launches	21	2.6 %
New canoe & kayak routes	26	3.2 %
New off-leash dog parks	20	2.5 %
New off-road vehicle area	7	0.9 %
New picnic pavilions	26	3.2 %
New playgrounds	27	3.3 %
New splash pad and/or spray park	36	4.4 %
New trails & boardwalks	49	6.0 %
None chosen	277	34.1 %
Total	812	100.0 %

Q18. Which FOUR of the actions listed in Question 17 would you be MOST willing to fund with your Oakland County Parks and Recreation tax dollars?

Q18. 4th choice	Number	Percent
Fix up & repair older structures & playgrounds	33	4.1 %
Fix up & repair roads & parking lots	31	3.8 %
Improve & add features to existing campgrounds	16	2.0 %
Improve & add features to existing golf courses	10	1.2 %
Improve and add features to existing waterparks	21	2.6 %
Land purchase for new recreational facilities	22	2.7 %
Land purchase for new trails	28	3.4 %
Land purchase for open space & environment	35	4.3 %
Make facilities accessible for persons of all abilities	51	6.3 %
New cabins & yurts	7	0.9 %
New canoe & kayak launches	21	2.6 %
New canoe & kayak routes	17	2.1 %
New off-leash dog parks	25	3.1 %
New off-road vehicle area	2	0.2 %
New picnic pavilions	23	2.8 %
New playgrounds	27	3.3 %
New splash pad and/or spray park	29	3.6 %
New trails & boardwalks	68	8.4 %
None chosen	346	42.6 %
Total	812	100.0 %

SUM OF TOP 4 CHOICES**Q18. Which FOUR of the actions listed in Question 17 would you be MOST willing to fund with your Oakland County Parks and Recreation tax dollars? (top 4)**

<u>Q18. Sum of Top 4 Choices</u>	<u>Number</u>	<u>Percent</u>
Fix up & repair older structures & playgrounds	283	34.9 %
Fix up & repair roads & parking lots	249	30.7 %
Improve & add features to existing campgrounds	80	9.9 %
Improve & add features to existing golf courses	77	9.5 %
Improve and add features to existing waterparks	70	8.6 %
Land purchase for new recreational facilities	103	12.7 %
Land purchase for new trails	190	23.4 %
Land purchase for open space & environment	178	21.9 %
Make facilities accessible for persons of all abilities	168	20.7 %
New cabins & yurts	25	3.1 %
New canoe & kayak launches	88	10.8 %
New canoe & kayak routes	71	8.7 %
New off-leash dog parks	105	12.9 %
New off-road vehicle area	25	3.1 %
New picnic pavilions	81	10.0 %
New playgrounds	102	12.6 %
New splash pad and/or spray park	117	14.4 %
New trails & boardwalks	233	28.7 %
None chosen	169	20.8 %
Total	2414	

Q19. If an election was held to renew the current millage for funding operations and capital improvements for the Oakland County parks and Recreation Commission, how would you vote in the election?

Q19. How would you vote in the election to renew current millage for funding operations & capital improvements for County Parks & Recreation

Commission	Number	Percent
Vote in favor	442	54.4 %
Might vote in favor	184	22.7 %
Not sure	104	12.8 %
Vote against	48	5.9 %
Not provided	34	4.2 %
Total	812	100.0 %

Q20. Additional funding would be beneficial for providing new parks, trails, and facilities for the residents of Oakland County, while continuing to maintain and upgrade the older facilities already in place. If an election was held for an increased millage of between \$25 and \$35 annually on a \$200,000 home in Oakland County, how would you vote in the election?

Q20. How would you vote in the election for an increased millage of between \$25 and \$35 annually on a \$200,000 home in Oakland County

	Number	Percent
Vote in favor	353	43.5 %
Might vote in favor	204	25.1 %
Not sure	128	15.8 %
Vote against	96	11.8 %
Not provided	31	3.8 %
Total	812	100.0 %

Q21. What is your age?

<u>Q21. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	149	18.3 %
35-44	152	18.7 %
45-54	162	20.0 %
55-64	163	20.1 %
65+	151	18.6 %
Not provided	35	4.3 %
Total	812	100.0 %

Q22. Counting yourself, how many people in your household are:

	<u>Mean</u>	<u>Sum</u>
number	2.67	2123
Under age 5	0.15	119
Ages 5-9	0.14	112
Ages 10-14	0.14	110
Ages 15-19	0.19	153
Ages 20-24	0.19	150
Ages 25-34	0.31	246
Ages 35-44	0.31	247
Ages 45-54	0.41	329
Ages 55-64	0.45	358
Ages 65-74	0.27	216
Ages 75+	0.10	83

Q23. Your gender:

Q23. Your gender	Number	Percent
Male	389	47.9 %
Female	423	52.1 %
Total	812	100.0 %

Q24. Are you or any member of your household of Hispanic/Latino ancestry?

Q24. Are you of Hispanic/Latino ancestry	Number	Percent
Yes	47	5.8 %
No	765	94.2 %
Total	812	100.0 %

Q25. Which of the following best describes your race?

Q25. Your race	Number	Percent
African American/Black	116	15.0 %
American Indian/Alaskan Native	7	0.9 %
Asian/Pacific Islander	52	6.7 %
Caucasian/White	602	77.9 %
Other	14	1.8 %
Total	791	

Q25. Other

Q25. Other	Number	Percent
Bi-racial	1	14.3 %
Hispanic	2	28.6 %
Middle Eastern	1	14.3 %
Puerto Rican	1	14.3 %
Spanish Mestizo	1	14.3 %
WESTERN ASIAN	1	14.3 %
Total	7	100.0 %

Q26. How long have you lived in Oakland County?

<u>Q26. How long have you lived in Oakland County</u>	<u>Number</u>	<u>Percent</u>
5 or less	65	8.6 %
6 to 10	79	10.4 %
11 to 15	45	5.9 %
16 to 20	78	10.3 %
21 to 30	173	22.8 %
31+	320	42.1 %
Total	760	100.0 %

Q27. Approximately, what is your household income?

<u>Q27. Your household income</u>	<u>Number</u>	<u>Percent</u>
Under \$25K	50	6.2 %
\$25K-\$49,999	102	12.6 %
\$50K-\$99,999	230	28.3 %
\$100K-\$149,999	171	21.1 %
\$150K+	151	18.6 %
Not provided	108	13.3 %
Total	812	100.0 %

Section 5

Survey Instrument



2017 Community Needs Assessment Survey

Your input is an important part of the Oakland County Parks and Recreation Commission's ongoing efforts to provide quality parks, recreation, and other services for Oakland County residents. This survey will take only 10-15 minutes to complete. When you are finished, please return your survey in the enclosed postage-paid, return-reply envelope. You may also complete the survey on-line at www.oaklandcountyparks.org.

1. From the following list, please **CHECK ALL** of the Oakland County parks and facilities you or members of your household have visited over the past 12 months.

PARKS

- ☐ (01) Addison Oaks Park
☐ (02) Catalpa Oaks Park
☐ (03) Groveland Oaks Park
☐ (04) Highland Oaks Park
☐ (05) Independence Oaks Park
☐ (06) Lyon Oaks Park
☐ (07) Orion Oaks Park
☐ (08) Red Oaks Park
☐ (09) Rose Oaks Park
☐ (10) Springfield Oaks Rotary Park
☐ (11) Waterford Oaks Park

DOG PARKS

- ☐ (12) Lyons Oaks Park
☐ (13) Orion Oaks Park
☐ (14) Red Oaks Park

CAMPGROUNDS

- ☐ (15) Addison Oaks Campground
☐ (16) Groveland Oaks Campground
☐ (17) Independence Oaks Campground
☐ (18) Springfield Oaks Event Campground

GOLF COURSES

- ☐ (19) Glen Oaks Golf Course
☐ (20) Lyon Oaks Golf Course
☐ (21) Red Oaks Golf Course
☐ (22) Springfield Oaks Golf Course
☐ (23) White Lake Oaks Golf Course

NATURE CENTERS

- ☐ (24) Red Oaks Nature Center
☐ (25) Independence Oaks Nature Center

SPORTS FIELDS

- ☐ (26) Catalpa Oaks Soccer Fields
☐ (27) Catalpa Oaks Ball Diamonds
☐ (28) Lyon Oaks Soccer Fields
☐ (29) Lyon Oaks Cricket Pitch
☐ (30) Red Oaks Youth Soccer Fields

WATER PARKS

- ☐ (31) Red Oaks Waterpark
☐ (32) Waterford Oaks Waterpark

BANQUET CENTERS

- ☐ (33) Addison Oaks Conference Center (Buhl Estate)
☐ (34) Glen Oaks Conference Center
☐ (35) Lyon Oaks Conference Center
☐ (36) White Lake Oaks Conference Center

OTHER

- ☐ (37) Oakland County Farmers Market
☐ (38) Springfield Oaks Activity Center
☐ (39) Springfield Oaks Fairground
☐ (40) Waterford Oaks Activity Center
☐ (41) Waterford Oaks BMX Course
☐ (42) Waterford Oaks Lookout Lodge
☐ (43) Other: _____
☐ (00) NONE – We don't use any Oakland County parks or facilities [Skip to Q5.]

2. Which of the parks and facilities from the list in Question 1 does your household use **MOST OFTEN?** [Write-in your answers below using the numbers from the list in Q2, or circle "NONE."]

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

3. In the past 12 months, how often have you or other members of your household visited one or more of the Oakland County parks and facilities listed in Question 1?

- ☐ (1) More than 5 times a week ☐ (3) Once a week ☐ (5) Less than once a month
☐ (2) 2-4 times a week ☐ (4) 1-3 times a month

4. Overall how would you rate the physical condition of **ALL** the Oakland County Parks and Recreation parks and facilities that you have visited?

☐ (4) Excellent ☐ (3) Good ☐ (2) Fair ☐ (1) Poor ☐ (9) Don't know

5. Do you feel that there are sufficient parks and green space areas within a 10-minute walk of your residence?

____(1) Yes ____ (2) No ____ (3) Not Sure

6. Do you feel that there are sufficient parks and green space areas with a 15-minute drive of your residence?

____(1) Yes ____ (2) No ____ (3) Not Sure

7. The Oakland County Parks and Recreation Commission has many options regarding acquiring and developing open space for parks and recreation purposes.

From the following list, which TWO open space options would you and members of your family support the most? [Check only two.]

- ____(1) Open space should be acquired and left undeveloped for future generations
 ____ (2) Open space should be acquired and improved for passive usage, i.e. trails and picnicking
 ____ (3) Open space should be acquired and improved for active usage, i.e. golf, waterparks and campgrounds
 ____ (4) Open space should be acquired and improved for both passive (trails, picnicking) and active (golf, waterparks, campgrounds) usages
 ____ (5) No new open space should be acquired

8. People have various reasons that limit their participation in outdoor recreation. To indicate which, if any, reasons apply to you, please rate your level of agreement with the following statements.

Barrier to recreation:		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
01.	I don't have time	5	4	3	2	1	9
02.	I don't have enough money	5	4	3	2	1	9
03.	I don't have anyone to go with	5	4	3	2	1	9
04.	I don't have adequate transportation	5	4	3	2	1	9
05.	It's too far to travel	5	4	3	2	1	9
06.	I don't have enough information	5	4	3	2	1	9
07.	I just don't want to	5	4	3	2	1	9
08.	I don't have the skills or abilities	5	4	3	2	1	9
09.	I don't feel safe because of the other people that go there	5	4	3	2	1	9
10.	I or a member of my household have personal health reasons	5	4	3	2	1	9
11.	I or a member of my household have a physical disability	5	4	3	2	1	9
12.	It's too crowded	5	4	3	2	1	9
13.	There are too many rules	5	4	3	2	1	9
14.	Recreation areas are poorly maintained	5	4	3	2	1	9
15.	I don't like outdoor pests, such as mosquitos	5	4	3	2	1	9
16.	I feel unwelcome or uncomfortable	5	4	3	2	1	9

9. **Facility Needs.** Please indicate if you or other members of your HOUSEHOLD have a need for each of the facilities listed below by circling either "Yes" or "No." If "Yes," please rate how well the needs of your household are currently being met in Oakland County using a scale of 1 to 5, where "5" means your needs are being "100% Met" and "1" means they are being "0% Met."

Facility:	Do you have a need for this facility?		If "Yes," how well are your needs being met in Oakland County?				
	Yes	No	100% Met	75% Met	50% Met	25% Met	0% Met
01. Archery range	Yes	No	5	4	3	2	1
02. Banquet facilities	Yes	No	5	4	3	2	1
03. Baseball and softball diamonds	Yes	No	5	4	3	2	1
04. Beaches	Yes	No	5	4	3	2	1
05. Boating and fishing areas	Yes	No	5	4	3	2	1
06. Camping areas	Yes	No	5	4	3	2	1
07. Camping cabins and yurts	Yes	No	5	4	3	2	1
08. Canoe and kayak launch sites	Yes	No	5	4	3	2	1
09. Disc golf	Yes	No	5	4	3	2	1
10. Equestrian centers and facilities	Yes	No	5	4	3	2	1
11. Executive golf courses	Yes	No	5	4	3	2	1
12. Golf driving ranges	Yes	No	5	4	3	2	1
13. Golf training facilities	Yes	No	5	4	3	2	1
14. Hunting areas	Yes	No	5	4	3	2	1
15. Indoor aquatic centers	Yes	No	5	4	3	2	1
16. Nature centers	Yes	No	5	4	3	2	1
17. Off-road vehicle areas	Yes	No	5	4	3	2	1
18. Outdoor amphitheaters	Yes	No	5	4	3	2	1
19. Outdoor basketball courts	Yes	No	5	4	3	2	1
20. Outdoor pickle ball courts	Yes	No	5	4	3	2	1
21. Outdoor tennis courts	Yes	No	5	4	3	2	1
22. Picnicking areas and pavilions	Yes	No	5	4	3	2	1
23. Playgrounds	Yes	No	5	4	3	2	1
24. Regular 18-hole golf courses	Yes	No	5	4	3	2	1
25. Regular 9-hole golf courses	Yes	No	5	4	3	2	1
26. Ropes courses	Yes	No	5	4	3	2	1
27. Sledding hills	Yes	No	5	4	3	2	1
28. Splash pads and spray parks	Yes	No	5	4	3	2	1
29. Sports fields – soccer and cricket	Yes	No	5	4	3	2	1
30. Trails – equestrian	Yes	No	5	4	3	2	1
31. Trails – mountain biking	Yes	No	5	4	3	2	1
32. Trails – paved multi-use	Yes	No	5	4	3	2	1
33. Trails – unpaved multi-use	Yes	No	5	4	3	2	1
34. Waterparks and waterslides	Yes	No	5	4	3	2	1
35. Zip lines	Yes	No	5	4	3	2	1
36. Other: _____	Yes	No	5	4	3	2	1

10. **Regardless of their availability in Oakland County, which FOUR of the facilities listed in Question 9 are MOST IMPORTANT to your household?** [Write-in your answers below using the numbers from the list in Q9, or circle "NONE."]

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

11. **Which FOUR of the facilities listed in Question 9 do you and members of your household currently use the MOST?** [Write-in your answers below using the numbers from the list in Q9, or circle "NONE."]

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

- 12. Program Needs.** Please indicate if you or other members of your **HOUSEHOLD** have a need for each of the programs listed below by circling either "Yes" or "No." If "Yes," please rate how well the needs of your household are currently being met in Oakland County using a scale of 1 to 5, where "5" means your needs are being "100% Met" and "1" means they are being "0% Met."

Program:	Do you have a need for this program?		If "Yes," how well are your needs being met in Oakland County?				
	Yes	No	100% Met	75% Met	50% Met	25% Met	0% Met
01. Adaptive programs (special needs)	Yes	No	5	4	3	2	1
02. Adult fitness and wellness programs	Yes	No	5	4	3	2	1
03. Archery programs	Yes	No	5	4	3	2	1
04. Art and photography programs	Yes	No	5	4	3	2	1
05. Art/antique/craft shows	Yes	No	5	4	3	2	1
06. Before and after school programs	Yes	No	5	4	3	2	1
07. Bird/wildlife watching programs	Yes	No	5	4	3	2	1
08. BMX races and practices	Yes	No	5	4	3	2	1
09. Bus rental and bus trips	Yes	No	5	4	3	2	1
10. Campground programs	Yes	No	5	4	3	2	1
11. Citizen science programs	Yes	No	5	4	3	2	1
12. Climbing tower rentals	Yes	No	5	4	3	2	1
13. Community festivals	Yes	No	5	4	3	2	1
14. Dog park programs	Yes	No	5	4	3	2	1
15. Farmers market programs	Yes	No	5	4	3	2	1
16. Fishing programs	Yes	No	5	4	3	2	1
17. Food truck rallies	Yes	No	5	4	3	2	1
18. Golf leagues	Yes	No	5	4	3	2	1
19. Golf lessons	Yes	No	5	4	3	2	1
20. Golf tournaments	Yes	No	5	4	3	2	1
21. Homeschool programs	Yes	No	5	4	3	2	1
22. Inflatable unit rentals	Yes	No	5	4	3	2	1
23. Kayak, canoe, paddleboard rentals	Yes	No	5	4	3	2	1
24. Lifeguard training programs	Yes	No	5	4	3	2	1
25. Nature stewardship programs	Yes	No	5	4	3	2	1
26. Outdoor equipment rentals	Yes	No	5	4	3	2	1
27. Pre-school programs	Yes	No	5	4	3	2	1
28. Scouting programs	Yes	No	5	4	3	2	1
29. Volunteer opportunities	Yes	No	5	4	3	2	1
30. Water fitness programs	Yes	No	5	4	3	2	1
31. Winter programs	Yes	No	5	4	3	2	1
32. Youth and teen fitness programs	Yes	No	5	4	3	2	1
33. Youth and teen summer camps	Yes	No	5	4	3	2	1
34. Youth swim lessons and programs	Yes	No	5	4	3	2	1
35. Other: _____	Yes	No	5	4	3	2	1

- 13. Regardless of their availability in Oakland County, which FOUR of the programs listed in Question 12 are MOST IMPORTANT to your household?** *[Write-in your answers below using the numbers from the list in Q12, or circle "NONE."]*

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

- 14. Which FOUR of the programs listed in Question 12 do you and members of your household currently participate in the MOST?** *[Write-in your answers below using the numbers from the list in Q12, or circle "NONE."]*

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

15. Please CHECK ALL the ways you have heard about Oakland County Parks and Recreation.

- | | |
|---|---|
| <input type="checkbox"/> (01) Ads in a publication | <input type="checkbox"/> (08) Oakland County Parks web site |
| <input type="checkbox"/> (02) Billboards | <input type="checkbox"/> (09) Radio ads |
| <input type="checkbox"/> (03) Direct mail | <input type="checkbox"/> (10) Social media |
| <input type="checkbox"/> (04) Flyers and handouts | <input type="checkbox"/> (11) Trade show |
| <input type="checkbox"/> (05) From friends, family, coworkers | <input type="checkbox"/> (12) TV ads |
| <input type="checkbox"/> (06) Newspaper stories in print | <input type="checkbox"/> (13) I haven't heard about Oakland County Parks and Recreation from any of these |
| <input type="checkbox"/> (07) Newspaper stories online | |

16. How satisfied are you with the overall value your household receives from the Oakland County Parks and Recreation Commission?

- | | | |
|---|--|--|
| <input type="checkbox"/> (5) Very Satisfied | <input type="checkbox"/> (3) Neutral | <input type="checkbox"/> (1) Very Dissatisfied |
| <input type="checkbox"/> (4) Somewhat Satisfied | <input type="checkbox"/> (2) Somewhat Dissatisfied | <input type="checkbox"/> (9) Don't Know |

17. Please indicate how supportive you would be of having Oakland County Parks and Recreation use your tax dollars to fund each of the following.

Investment	Very Supportive	Somewhat Supportive	Not Sure	Not Supportive
01. Fix up and repair older structures and playgrounds	4	3	2	1
02. Fix up and repair roads and parking lots	4	3	2	1
03. Improve and add features to existing campgrounds	4	3	2	1
04. Improve and add features to existing golf courses	4	3	2	1
05. Improve and add features to existing waterparks	4	3	2	1
06. Land purchase for new recreational facilities	4	3	2	1
07. Land purchase for new trails	4	3	2	1
08. Land purchase for open space and the environment	4	3	2	1
09. Make facilities accessible for persons of all abilities	4	3	2	1
10. New cabins and yurts	4	3	2	1
11. New canoe and kayak launches	4	3	2	1
12. New canoe and kayak routes	4	3	2	1
13. New off-leash dog parks	4	3	2	1
14. New off-road vehicle area	4	3	2	1
15. New picnic pavilions	4	3	2	1
16. New playgrounds	4	3	2	1
17. New splash pad and/or spray park	4	3	2	1
18. New trails and boardwalks	4	3	2	1

18. Which FOUR of the actions listed in Question 17 would you be MOST willing to fund with your Oakland County Parks and Recreation tax dollars? [Write-in your answers below using the numbers from the list in Q17, or circle "NONE."]

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

Funding for operations and capital improvements for parks, trails, facilities and services provided to the Oakland County Parks and Recreation Commission comes through a combination of user fees, dedicated tax millage, grants and donations. The major tax funding comes from a dedicated millage equal to an annual tax of less than \$25 on a \$200,000 home in Oakland County. This tax expires in 2021.

19. If an election was held to renew the current millage for funding operations and capital improvements for the Oakland County parks and Recreation Commission, how would you vote in the election?

- | | | | |
|--|--|---------------------------------------|---|
| <input type="checkbox"/> (1) Vote in Favor | <input type="checkbox"/> (2) Might Vote in Favor | <input type="checkbox"/> (3) Not Sure | <input type="checkbox"/> (4) Vote Against |
|--|--|---------------------------------------|---|

- 20. Additional funding would be beneficial for providing new parks, trails, and facilities for the residents of Oakland County, while continuing to maintain and upgrade the older facilities already in place. If an election was held for an increased millage of between \$25 and \$35 annually on a \$200,000 home in Oakland County, how would you vote in the election?**

____(1) Vote in Favor ____ (2) Might Vote in Favor ____ (3) Not Sure ____ (4) Vote Against

- 21. What is your age?** _____ years old

- 22. Counting yourself, how many people in your household are:**

Under age 5: ____	Ages 15-19: ____	Ages 35-44: ____	Ages 65-74: ____
Ages 5-9: ____	Ages 20-24: ____	Ages 45-54: ____	Ages 75+: ____
Ages 10-14: ____	Ages 25-34: ____	Ages 55-64: ____	

- 23. Your gender:** ____ (1) Male ____ (2) Female

- 24. Are you or any member of your household of Hispanic/Latino ancestry?** ____ (1) Yes ____ (2) No

- 25. Which of the following best describes your race? [Check all that apply.]**

____ (1) African American/Black	____ (3) Asian/Pacific Islander	____ (5) Other: _____
____ (2) American Indian/Alaskan Native	____ (4) Caucasian/White	

- 26. How long have you lived in Oakland County?** _____ years

- 27. Approximately, what is your household income?**

____ (1) Under \$25,000	____ (3) \$50,000-\$99,999	____ (5) \$150,00 or more
____ (2) \$25,000-\$49,999	____ (4) \$100,000-\$149,999	

- 28. If you have any other comments or suggestions for improving Oakland County Parks and Recreation parks, facilities and programs, please write them in the space provided.**

This concludes the survey – Thank you for your time!

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



Dear Oakland County Resident,

Your response to the attached/linked survey is very important.

The Oakland County Parks and Recreation Commission is conducting a comprehensive park and recreation needs assessment survey. The results of this survey will be used to establish priorities for improvements to our park system, which will be included in our 5-Year Park and Recreation Master Plan. The Oakland County Parks comprises 6,743 acres of parkland including trails and open space, golf courses, waterparks, dog parks, nature centers and campgrounds.

Your household was one of a limited number selected at random to receive this survey, therefore it is very important that you participate. We greatly value your time and feedback.

We have selected ETC Institute, an independent consulting company, as our partner to administer this survey. They will compile the data received and present the results to the Oakland County Parks and Recreation Commission later this year. **Your responses will remain confidential.**

We expect this survey to take approximately 10-15 minutes to complete, however, each question is important. The time you invest in completing this survey will help us take a resident-driven approach to making decisions about the future of our county park system.

Please return your completed survey in the enclosed postage-paid envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061. If you would like to take the survey over the web, the address is www.oaklandcountyparks2017survey.org.

If you have questions, please feel free to contact Melissa Prowse, Parks and Recreation Planning Supervisor, at prowsem@oakgov.com or 248-249-2801.

Sincerely,

A handwritten signature in black ink, appearing to read "Daniel J. Stencil", is written over a light blue circular background.

Daniel J. Stencil, Executive Officer

Gerald A. Fisher
Chairman
J. David VanderVeen
Vice Chairman
Ron Fowkes
Secretary

A. David Baumhart III
Hugh D. Crawford
Robert E. Kostin
Christine Long
Gary R. McGillivray
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David W. Potts

Daniel J. Stencil
Executive Officer

