

# Oakland County Parks 2017 Business Survey

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Findings  
Report

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

ETC Institute  
725 W. Frontier Lane,  
Olathe, Kansas  
66061

**December 2017**



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# Oakland County Parks 2017 Business Survey Executive Summary Report

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## Overview and Methodology

ETC Institute administered a comprehensive park and recreation needs assessment survey for the Oakland County Parks and Recreation Commission during the fall of 2017. The purpose of the survey was to establish priorities for improvements to the parks system over the coming years.

**Methodology.** A five-page survey was mailed to a random sample of business leaders in Oakland County. The mailed survey included a postage-paid return envelope, a cover letter explaining the purpose of the survey, and a link to the online version of the survey (<http://oaklandcountyparkbusiness.org>). Approximately seven days after the surveys were mailed, leaders who received the survey were contacted by phone. Those who indicated that they had not returned the survey or completed it online were given the option of completing it by phone.

The goal was to receive at least 400 completed surveys. This goal was met, with a total of 404 business leaders completing a survey. The results for the random sample of 404 responses have a 95% level of confidence with a precision of at least +/- 4.8%.

This report contains:

- an executive summary of the methodology for administering the survey and key findings
- charts showing the overall results of the survey (Section 1)
- tabular data that shows the overall results for each question on the survey (Section 2)
- a copy of the survey instrument (Section 3)

## Parks and Facilities Visited

Nearly two-thirds (66%) of respondents indicated they had visited a local city, village, or township park in the past 12 months. Other parks and facilities visited include: a State of Michigan park and recreation area (63%) and an Oakland County Parks and Recreation facility (56%).

## Awareness of Benefits to Business

Thirty-nine percent (39%) of respondents surveyed were “very aware,” “aware,” or “somewhat aware” of the benefits to their business from the parks and recreation programs offered by the Oakland County Parks; 23% indicated they were “not aware” of the benefits, 33% were “not at all aware” and 5% were “not sure.”

## Awareness of Park Amenities/Items

Fifty percent (50%) of the respondents surveyed were “very aware” or “aware” of public golf courses in Oakland County, and 50% were “very aware” or “aware” of the quality of walking and biking trails. Other amenities/items offered by Oakland County Parks and Recreation that respondents were “very aware” or “aware” of include: outdoor waterparks (44%), maintenance of County parks (41%), number of County parks (36%), and number of walking and biking trails (36%). Respondents were least aware of the availability of meeting space/conference centers (63% “not aware” or “not at all aware”).

## Priorities for Parks and Recreation Amenities/Items

Based on the sum of their top three choices, the parks and recreation amenities/items that business leaders thought should receive the most emphasis over the next two years were 1) maintenance of County parks, 2) quality of walking and biking trails and 3) quality of recreation programs.

## Agreement with Benefits Being Provided by Parks and Recreation

Business leaders were asked to provide their level of agreement with various benefits that may be provided by Oakland County Parks and Recreation programs and facilities. Most (93%) either “strongly agreed” or “agreed” that Parks and Recreation preserves open space and the environment, and 93% “strongly agreed” or “agreed” that it provides healthy recreation opportunities. Other statements about the benefits of Oakland County Parks and Recreation in which respondents “strongly agreed” or “agreed” include: improves the quality of life in Oakland County (92%), improves physical health and fitness (91%), makes Oakland County a more desirable place to live (90%), and increases property values in surrounding area (86%).

## Benefits Most Important to Businesses

Based on the sum of their top three choices, the parks and recreation benefits that business leaders thought were most important were: 1) improving physical health and fitness, 2) making Oakland County a more desirable place to live, and 3) improving the quality of life in Oakland County.

## Parks and Green Space Areas

Nearly half (47%) of respondents felt there were sufficient parks and green space areas *within a 10-minute walk* of their business; 39% felt that there were not, and 14% were not sure. More than three-fourths (78%) felt there were sufficient parks and green space areas *within a 15-minute drive* of their business; 9% felt that there were not, and 12% were not sure.

## Financial Support for Parks and Recreation Programs or Events

Forty percent (40%) of business leaders were “very likely,” “likely,” or “somewhat likely” to financially support Oakland County Parks and Recreation programs or events in exchange for sponsorship recognition; 27% were “not likely,” 18% were “not at all likely,” and 14% were not sure. Nineteen percent (19%) of respondents were “very likely,” “likely,” or “somewhat likely” to financially support Oakland County Parks and Recreation as a sponsor of a facility or building in exchange for naming rights; 32% were “not likely,” 36% were “not at all likely,” and 14% were not sure.

## Communication from Parks and Recreation

More than half (56%) of respondents indicated the best way for Oakland County Parks and Recreation to communicate with businesses or get important information to them is through direct mail. Other ways businesses leaders prefer to receive communication include: e-mail (47%), Oakland County Parks website (18%), newsletters (15%), and Facebook (12%).

When respondents were asked to rate the job that Oakland County Parks and Recreation does in communicating with business owners and managers, 25% answered “excellent” or “good,” 32% were “neutral,” 10% answered “below average,” 16% answered “poor,” and 17% did not have an opinion.

## Support for Using Tax Dollars to Fund Various Items

Eighty-seven percent (87%) of business leaders were “very supportive” or “somewhat supportive” of having Oakland County Parks and Recreation use tax dollars to fix up and repair roads and parking lots. Other items or improvements respondents were “very supportive” or “supportive” of funding with the use of tax dollars include: fixing up and repairing existing structures and playgrounds (85%), improving existing park trails (82%), making facilities accessible for persons of all abilities (82%), new playgrounds (74%), and new trails and boardwalks (73%).

## Actions Business Leaders Are Most Willing to Fund with Tax Dollars

Based on the sum of their top four choices, the items and improvements business leaders were most willing to have Oakland County Parks and Recreation fund with tax dollars were: 1) fixing up and repairing existing structures and playgrounds, 2) fixing up and repairing roads and parking lots, 3) improving existing park trails, and 4) making facilities accessible for persons of all abilities.

## Other Findings

- Sixteen percent (16%) of business leaders felt that Oakland County Parks and Recreation is a good recruitment tool for their business in recruiting employees; 47% felt it is not a good recruitment tool, and 37% were not sure.
- Forty-six percent (46%) of respondents were “very satisfied” or “somewhat satisfied” with the overall value that Oakland County Parks and Recreation provides for businesses; 36% were “neutral,” 3% were “dissatisfied,” and 16% did not have an opinion.
- More than one-third (36%) of business leaders surveyed were “very interested,” “interested” or “somewhat interested” in corporate volunteer opportunities for employees at Oakland County Parks and Recreation; 26% were “not interested,” 25% were “not at all interested,” and 13% were “not sure.”
- Fifty-one percent (51%) of respondents indicated they are aware that Oakland County Parks and Recreation facilities can be rented for business functions; 41% were not aware, and 8% were not sure.
- More than half (54%) of business leaders surveyed believe the Oakland County Parks and Recreation system is “very important,” “important,” or “somewhat important” to their business compared to other County services; 21% think it is “not important,” 14% think it is “not at all important,” and 11% are not sure how important the parks and recreation system is compared to other County services.

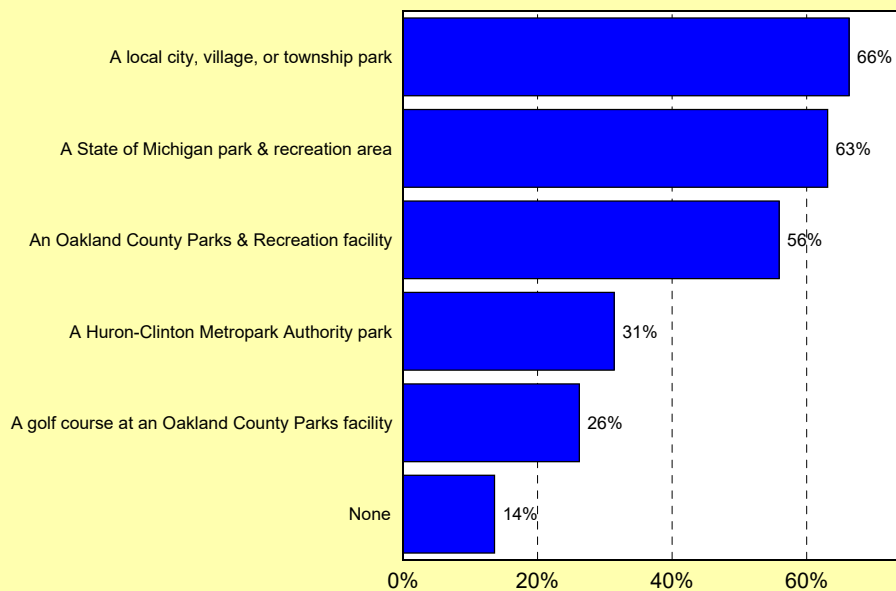
## **Section 1:**

# **Charts and Graphs**

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## Q1. Parks and Facilities Businesses Have Visited in the Past 12 Months

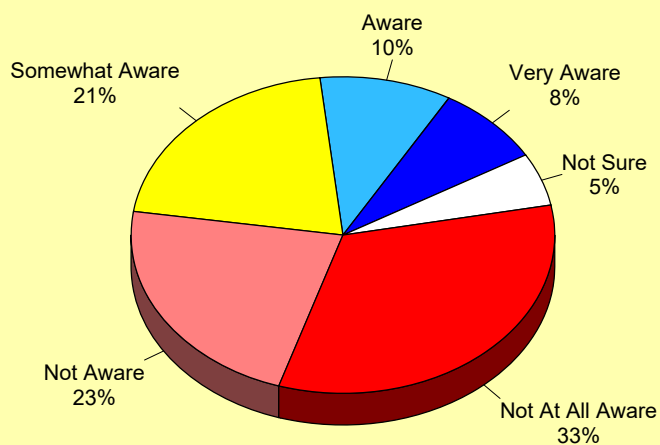
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2017)

## Q2. Level of Awareness of Benefits to Business

by percentage of respondents

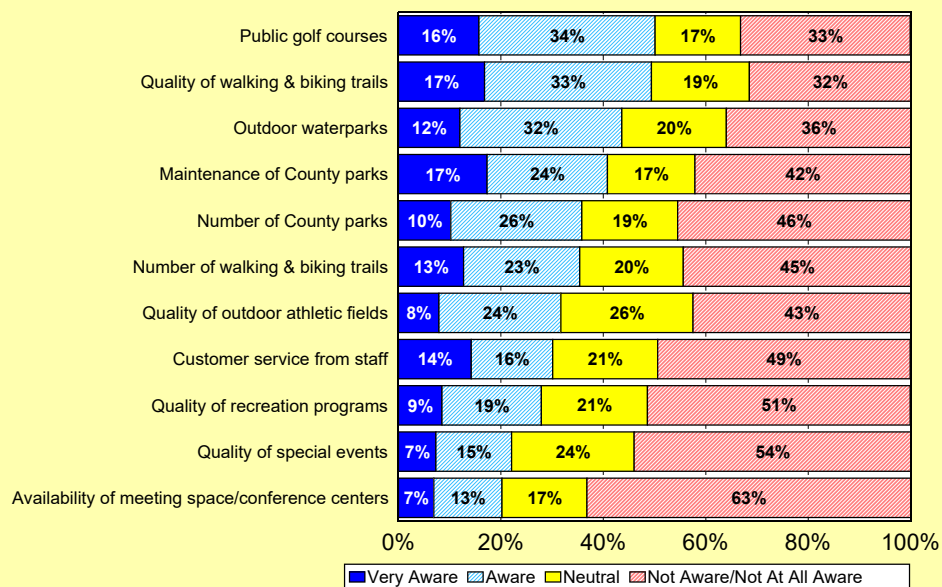


Source: ETC Institute (2017)



### Q3. Level of Awareness of Items Provided by Oakland County Parks

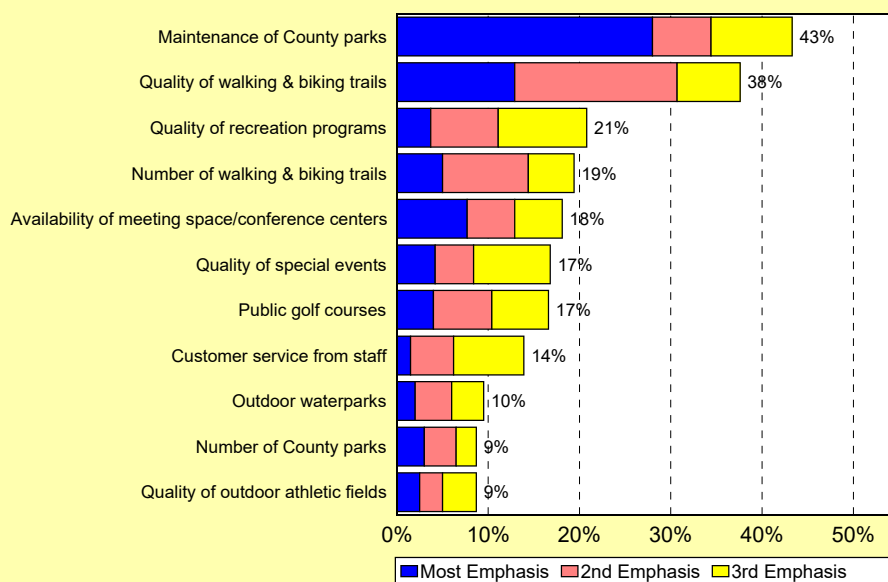
by percentage of respondents (excluding "not sure")



Source: ETC Institute (2017)

### Q4. Parks and Recreation Items That Should Receive the Most Emphasis From County Leaders Over the Next Two Years

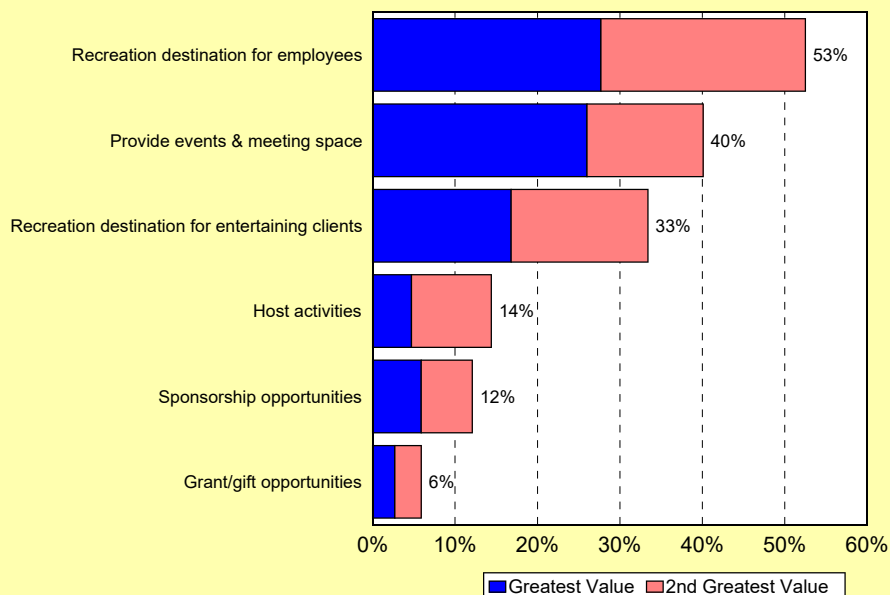
by percentage of respondents who selected the items as one of their top three choices



Source: ETC Institute (2017)

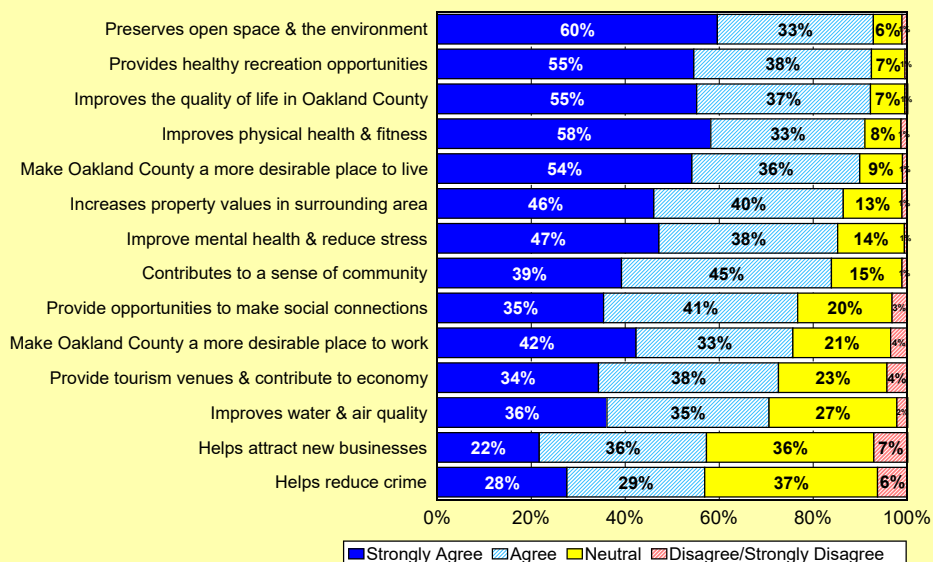
### Q5. Source of Greatest Value to Businesses

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



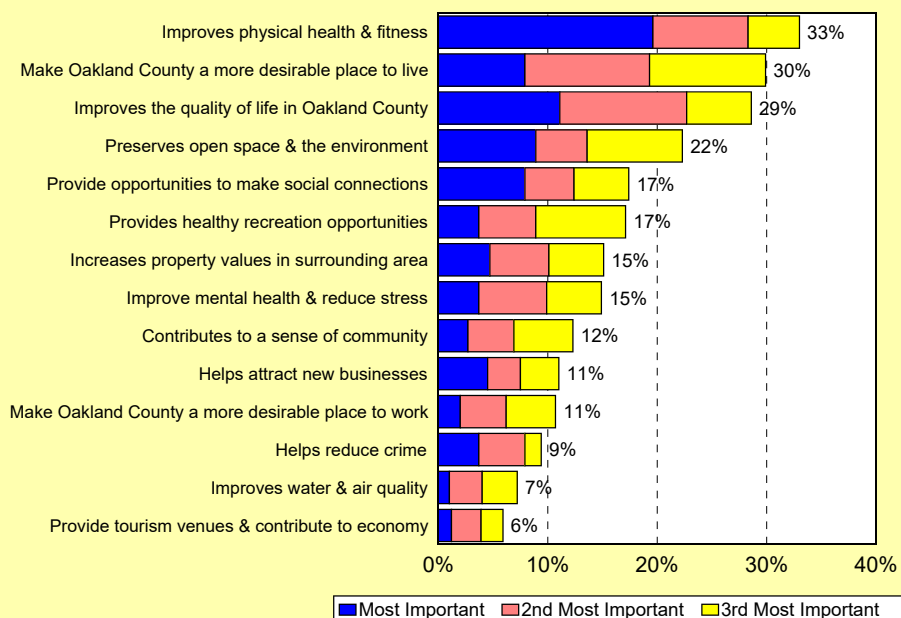
### Q6. Agreement With Benefits Being Provided by Oakland County Parks and Recreation

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



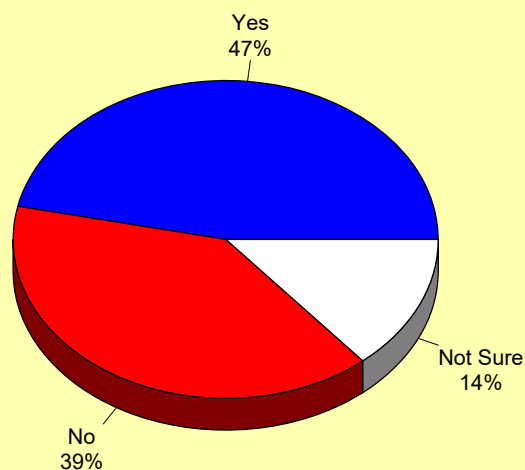
### Q7. Benefits Most Important to Businesses

by percentage of respondents that selected the item as one of their top three choices



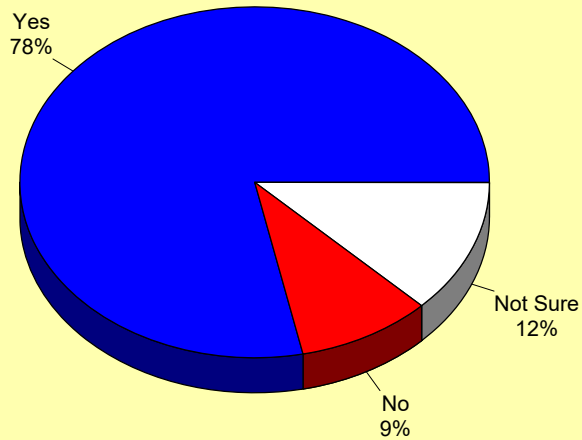
### Q8. Do you feel that there are sufficient parks and green space areas within a 10-minute walk of your business?

by percentage of respondents



**Q9. Do you feel that there are sufficient parks and green space areas within a 15-minute drive of your business?**

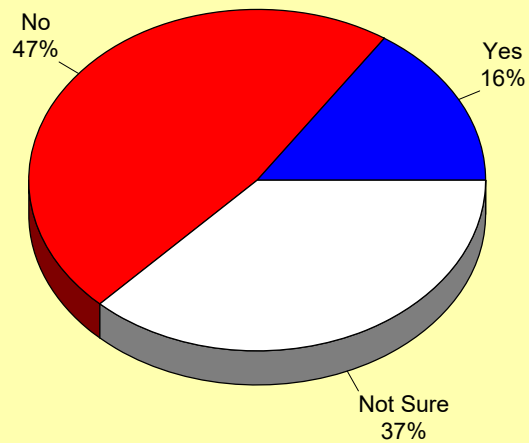
by percentage of respondents



Source: ETC Institute (2017)

**Q10. Do you feel that Oakland County Parks and Recreation is a good recruitment tool for your business in recruiting employees?**

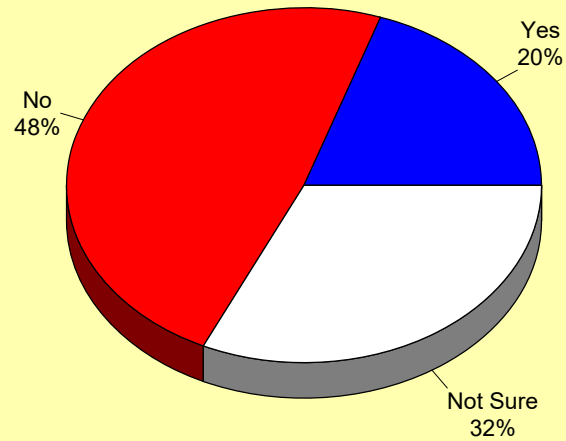
by percentage of respondents



Source: ETC Institute (2017)

**Q11. Do you feel that Oakland County Parks and Recreation is a good recruitment tool for your business in retaining employees?**

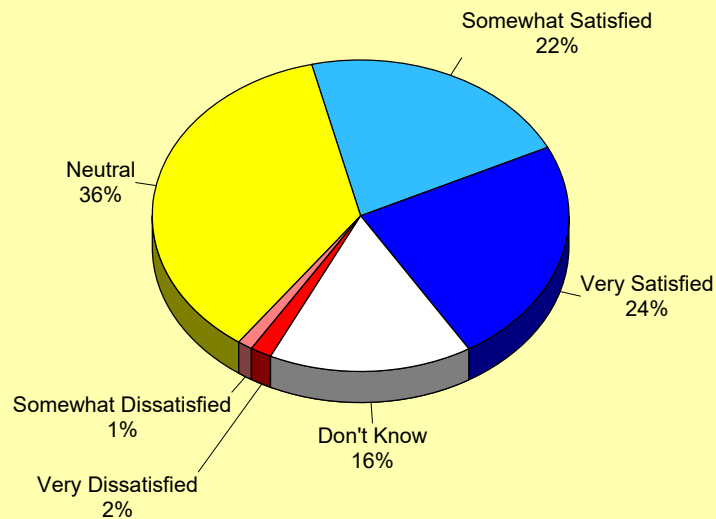
by percentage of respondents



Source: ETC Institute (2017)

**Q14. How satisfied are you with the overall value that Oakland County Parks and Recreation provides for businesses in Oakland County?**

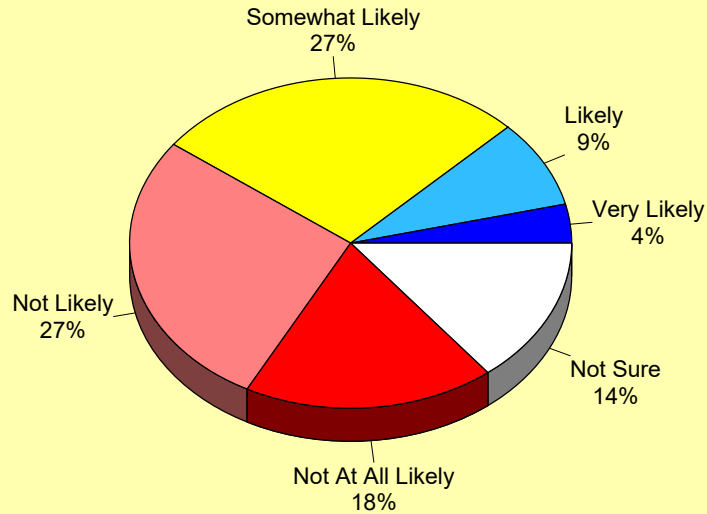
by percentage of respondents



Source: ETC Institute (2017)

**Q15. Likelihood of Businesses to Financially Support Oakland County Parks and Recreation Programs or Events in Exchange for Sponsorship Recognition**

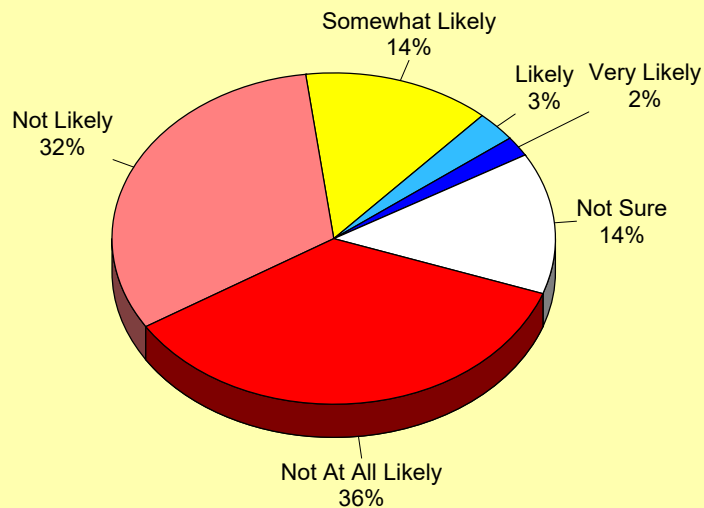
by percentage of respondents



Source: ETC Institute (2017)

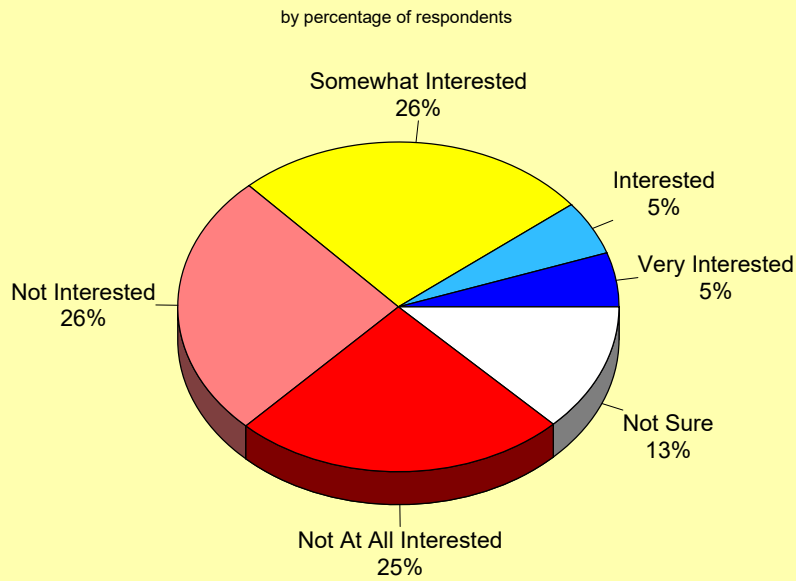
**Q16. Likelihood of Businesses to Financially Support Oakland County Parks and Recreation as a Sponsor of a Facility or Building in Exchange for Naming Rights**

by percentage of respondents



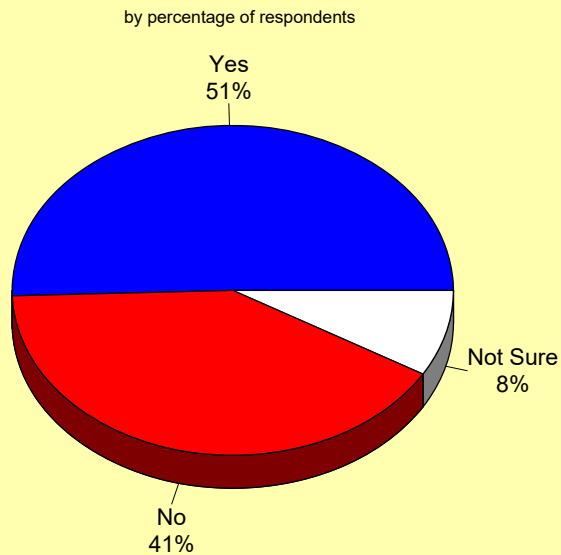
Source: ETC Institute (2017)

**Q17. Level of Interest in Corporate Volunteer Opportunities for Employees at the Oakland County Parks and Recreation**



Source: ETC Institute (2017)

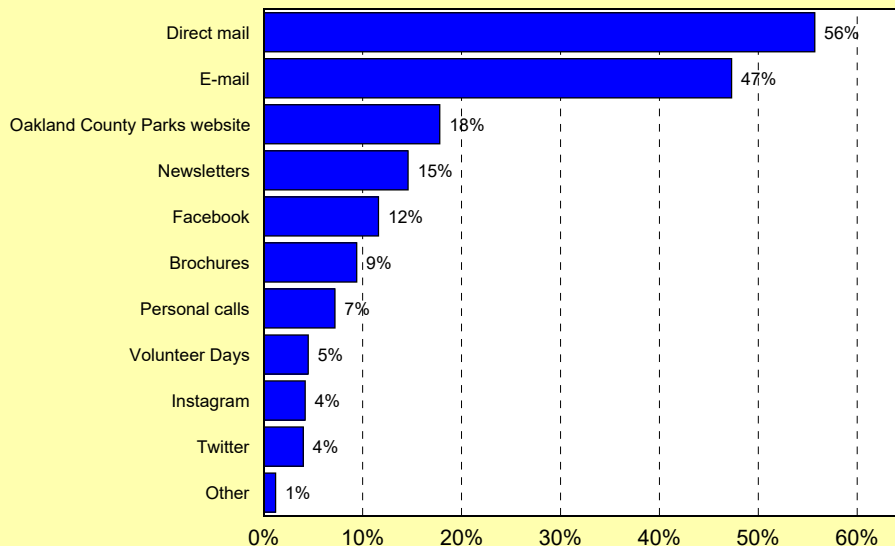
**Q18. Are you aware that Oakland County Parks and Recreation facilities can be rented for business functions?**



Source: ETC Institute (2017)

### Q19. Best Ways For Oakland County Parks and Recreation to Communicate With Businesses or Get Important Information to Businesses

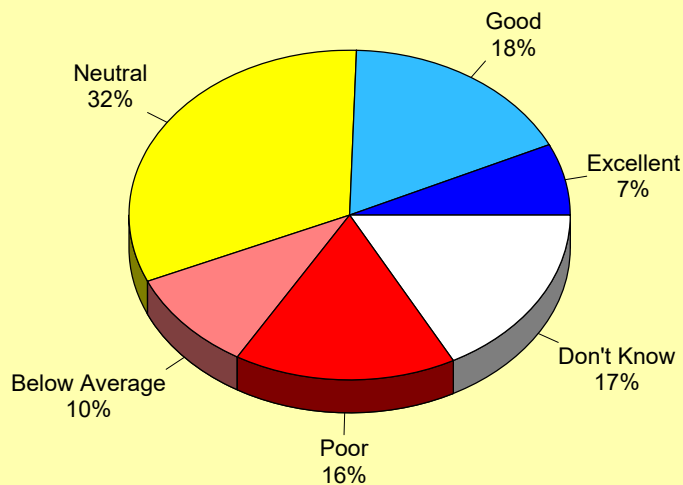
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2017)

### Q20. How would you rate the job that Oakland County Parks and Recreation does in communicating with business owners and managers?

by percentage of respondents

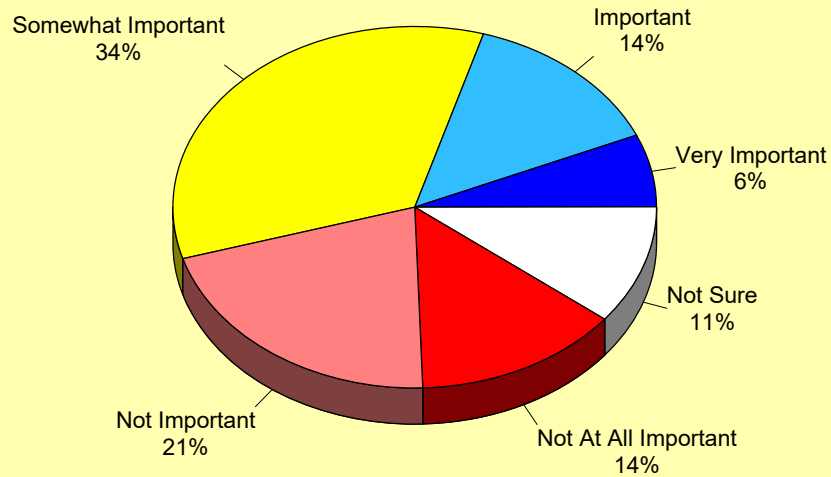


Source: ETC Institute (2017)



### Q21. How important is the Oakland County Parks and Recreation System to your business compared to other County services?

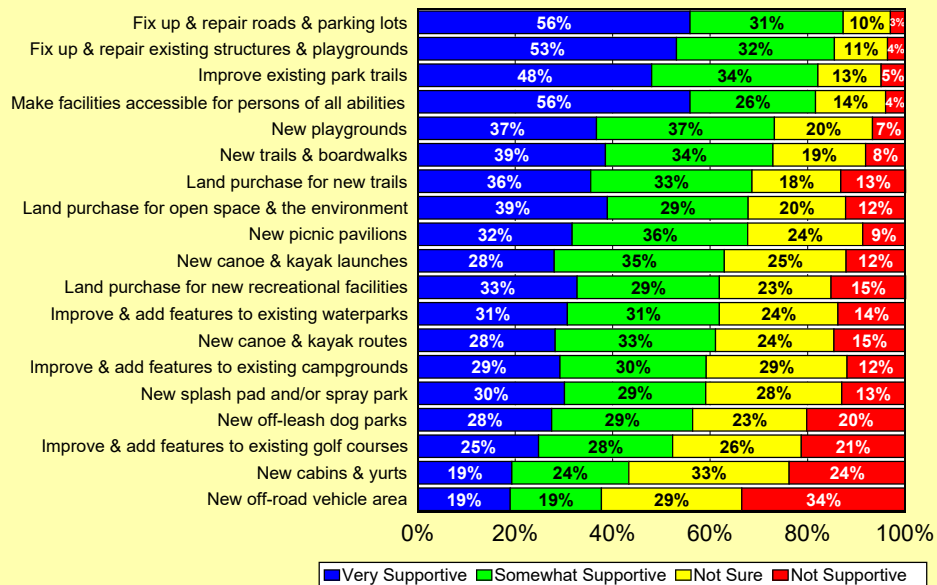
by percentage of respondents



Source: ETC Institute (2017)

### Q22. Level of Support for Having Oakland County Parks and Recreation Use Tax Dollars to Fund Various Items

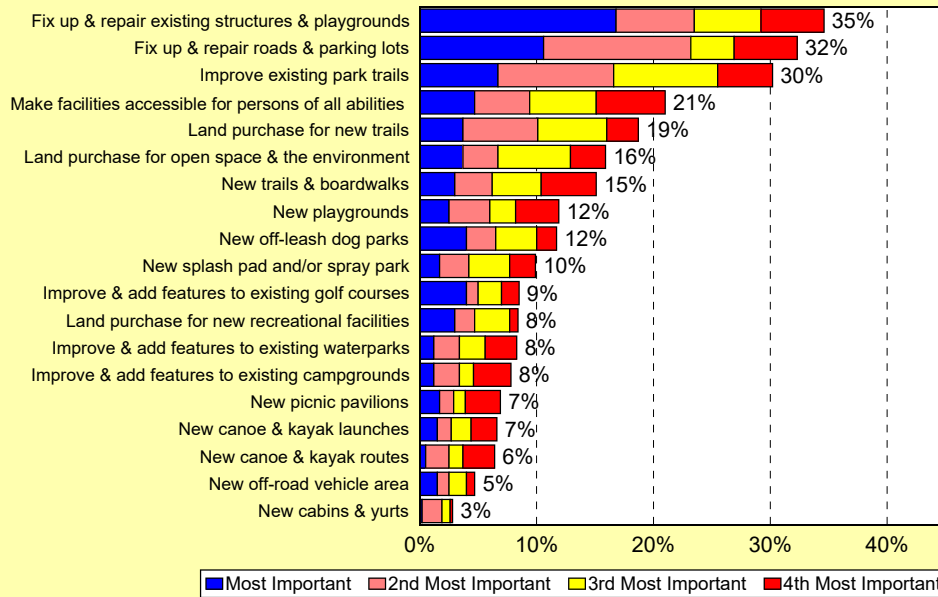
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2017)

### Q23. Actions Most Willing to Fund With Tax Dollars

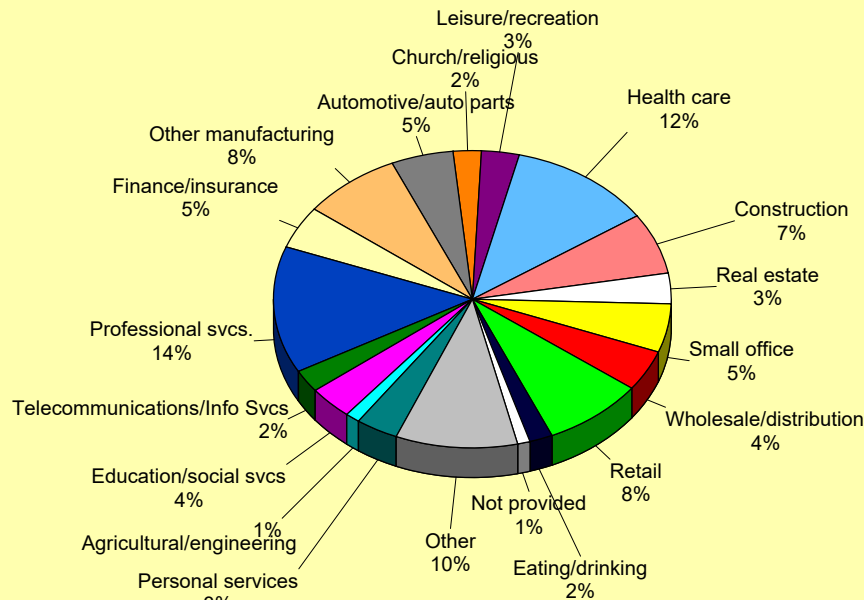
by percentage of respondent households that selected the item as one of their top four choices



Source: ETC Institute (2017)

### Q24. Demographics: What type of business is your establishment?

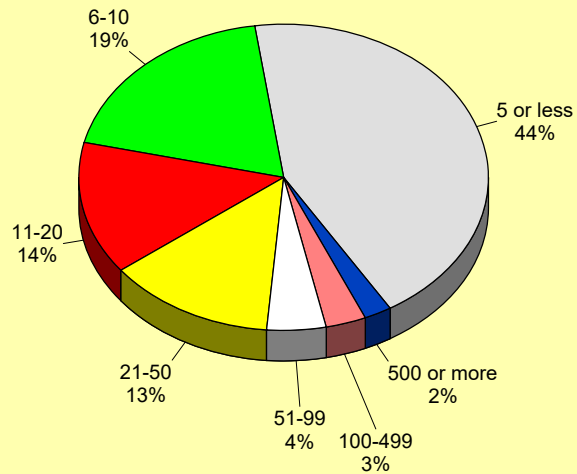
by percentage of respondents



Source: ETC Institute (2017)

**Q25. Demographics: How many full and part-time employees does your business currently employ at the location where you received this survey?**

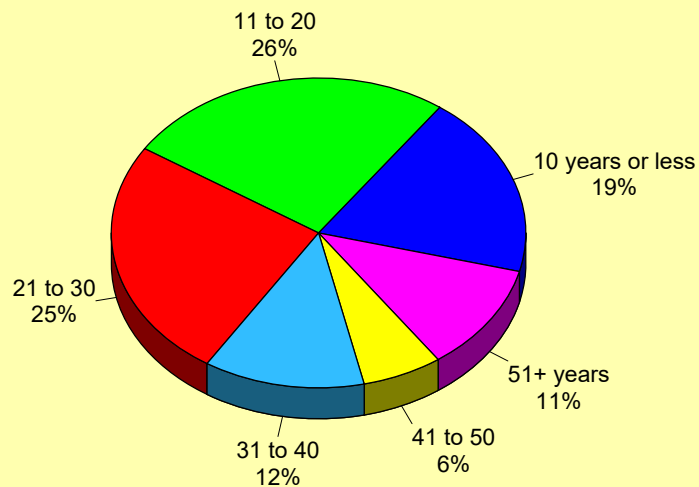
by percentage of respondents



Source: ETC Institute (2017)

**Q26. Demographics: How many years has your business been in Oakland County?**

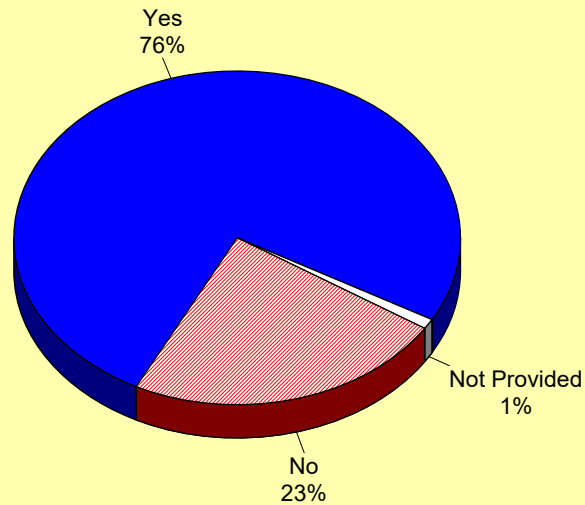
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2017)

**Q27. Demographics: Do you live in Oakland County?**

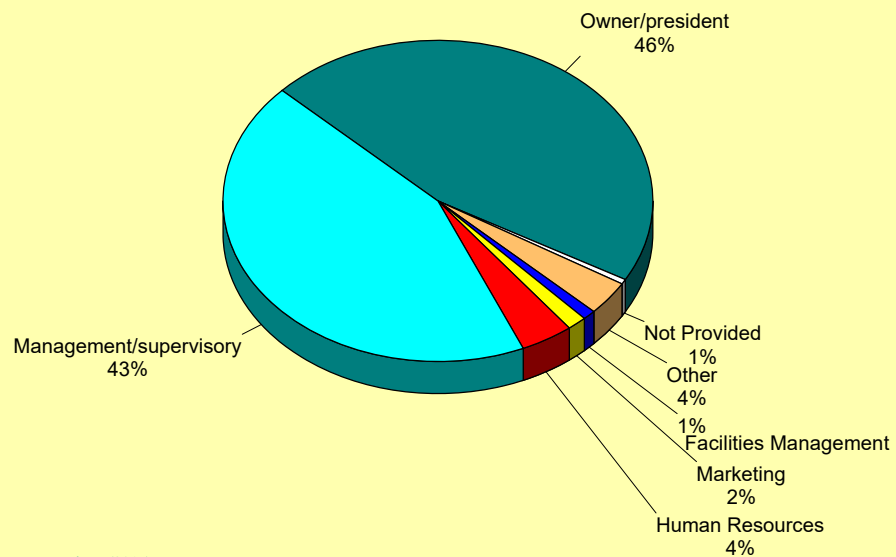
by percentage of respondents



Source: ETC Institute (2017)

**Q28. Demographics: Which of the following best describes your role within your company?**

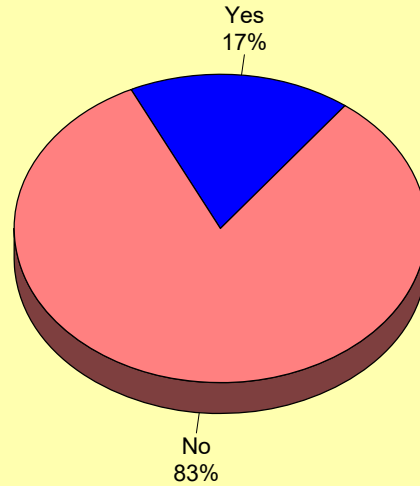
by percentage of respondents



Source: ETC Institute (2017)

**Q29. Demographics: Does your business offer any sort of wellness program involving fitness, nutrition, and/or healthy lifestyle benefits for employees?**

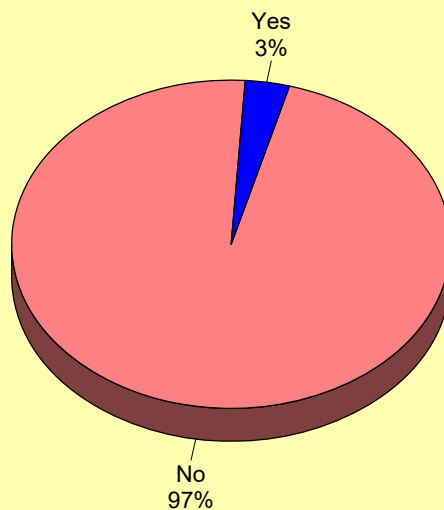
by percentage of respondents



Source: ETC Institute (2017)

**Q30. Demographics: Is your firm based in a foreign country or a subsidiary of a firm based in a foreign country that may have unique or specific recreation needs?**

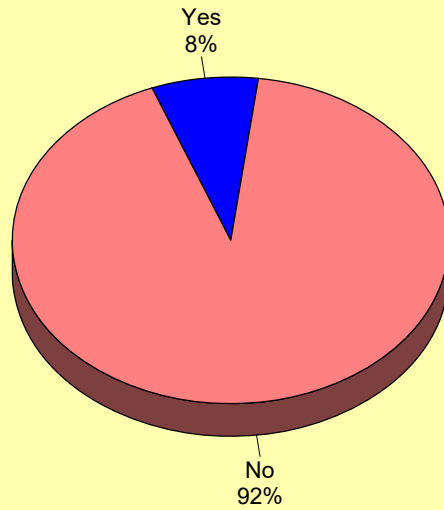
by percentage of respondents



Source: ETC Institute (2017)

**Q30a. Demographics: Are there particular sports facilities or recreational activities you would like to see offered at Oakland County Parks?**

by percentage of respondents who answered "yes" to Question 30



Source: ETC Institute (2017)

## **Section 2:**

# **Tabular Data**

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**Q1. Please CHECK ALL of the following that you have visited in Oakland County in the past 12 months.**

Q1. All you have visited in Oakland County in past 12 months	Number	Percent
An Oakland County Parks & Recreation facility	226	55.9 %
A Golf course at an Oakland County Parks facility	106	26.2 %
A Huron-Clinton Metropark Authority park	127	31.4 %
A State of Michigan park & recreation area	255	63.1 %
A local City, Village, or Township park	268	66.3 %
None	55	13.6 %
Total	1037	

**Q2. How would you describe your level of awareness of benefits to your business from the parks and programs offered by the Oakland County Parks?**

Q2. Your level of awareness of benefits to your business from parks & programs offered by Oakland County Parks	Number	Percent
Very aware	34	8.4 %
Aware	40	9.9 %
Somewhat aware	85	21.0 %
Not aware	91	22.5 %
Not at all aware	132	32.7 %
Not sure	22	5.4 %
Total	404	100.0 %



**Q3. Using a scale of 5 to 1, where 5 means "Very Aware" and 1 means "Not at All Aware," please rate your level of awareness of each of the following items provided by Oakland County Parks.**

(N=404)

	Very aware	Aware	Neutral	Not aware	Not at all aware	Not sure
Q3-1. Maintenance of County parks	16.6%	22.5%	16.3%	17.8%	22.5%	4.2%
Q3-2. Number of County parks	9.9%	24.8%	18.1%	23.0%	21.0%	3.2%
Q3-3. Quality of walking & biking trails	16.3%	31.7%	18.6%	16.1%	14.6%	2.7%
Q3-4. Number of walking & biking trails	12.1%	21.8%	19.3%	21.5%	21.0%	4.2%
Q3-5. Availability of meeting space/ conference centers	6.7%	12.9%	16.1%	29.2%	31.9%	3.2%
Q3-6. Outdoor waterparks	11.6%	30.7%	19.8%	19.1%	16.1%	2.7%
Q3-7. Public golf courses	15.1%	33.2%	16.1%	13.6%	18.3%	3.7%
Q3-8. Quality of outdoor athletic fields	7.7%	23.0%	25.0%	22.0%	19.1%	3.2%
Q3-9. Quality of recreation programs	8.2%	18.6%	19.8%	24.0%	25.0%	4.5%
Q3-10. Quality of special events	6.9%	14.1%	22.8%	26.0%	25.5%	4.7%
Q3-11. Customer service from staff	12.9%	14.4%	18.6%	19.6%	25.0%	9.7%

**WITHOUT DON'T KNOW**

**Q3. Using a scale of 5 to 1, where 5 means "Very Aware" and 1 means "Not at All Aware," please rate your level of awareness of each of the following items provided by Oakland County Parks. (without "not sure")**

(N=404)

	Very aware	Aware	Neutral	Not aware	Not at all aware
Q3-1. Maintenance of County parks	17.3%	23.5%	17.1%	18.6%	23.5%
Q3-2. Number of County parks	10.2%	25.6%	18.7%	23.8%	21.7%
Q3-3. Quality of walking & biking trails	16.8%	32.6%	19.1%	16.5%	15.0%
Q3-4. Number of walking & biking trails	12.7%	22.7%	20.2%	22.5%	22.0%
Q3-5. Availability of meeting space/conference centers	6.9%	13.3%	16.6%	30.2%	33.0%
Q3-6. Outdoor waterparks	12.0%	31.6%	20.4%	19.6%	16.5%
Q3-7. Public golf courses	15.7%	34.4%	16.7%	14.1%	19.0%
Q3-8. Quality of outdoor athletic fields	7.9%	23.8%	25.8%	22.8%	19.7%
Q3-9. Quality of recreation programs	8.5%	19.4%	20.7%	25.1%	26.2%
Q3-10. Quality of special events	7.3%	14.8%	23.9%	27.3%	26.8%
Q3-11. Customer service from staff	14.2%	15.9%	20.5%	21.6%	27.7%

**Q4. Which THREE of the Parks and Recreation items listed in Question 3 do you think should receive the MOST EMPHASIS from County leaders over the next TWO years?**

Q4. Top choice	Number	Percent
Maintenance of County parks	113	28.0 %
Number of County parks	12	3.0 %
Quality of walking & biking trails	52	12.9 %
Number of walking & biking trails	20	5.0 %
Availability of meeting space/conference centers	31	7.7 %
Outdoor waterparks	8	2.0 %
Public golf courses	16	4.0 %
Quality of outdoor athletic fields	10	2.5 %
Quality of recreation programs	15	3.7 %
Quality of special events	17	4.2 %
Customer service from staff	6	1.5 %
None chosen	104	25.7 %
Total	404	100.0 %

**Q4. Which THREE of the Parks and Recreation items listed in Question 3 do you think should receive the MOST EMPHASIS from County leaders over the next TWO years?**

Q4. 2nd choice	Number	Percent
Maintenance of County parks	26	6.4 %
Number of County parks	14	3.5 %
Quality of walking & biking trails	72	17.8 %
Number of walking & biking trails	38	9.4 %
Availability of meeting space/conference centers	21	5.2 %
Outdoor waterparks	16	4.0 %
Public golf courses	26	6.4 %
Quality of outdoor athletic fields	10	2.5 %
Quality of recreation programs	30	7.4 %
Quality of special events	17	4.2 %
Customer service from staff	19	4.7 %
None chosen	115	28.5 %
Total	404	100.0 %

**Q4. Which THREE of the Parks and Recreation items listed in Question 3 do you think should receive the MOST EMPHASIS from County leaders over the next TWO years?**

Q4. 3rd choice	Number	Percent
Maintenance of County parks	36	8.9 %
Number of County parks	9	2.2 %
Quality of walking & biking trails	28	6.9 %
Number of walking & biking trails	20	5.0 %
Availability of meeting space/conference centers	21	5.2 %
Outdoor waterparks	14	3.5 %
Public golf courses	25	6.2 %
Quality of outdoor athletic fields	15	3.7 %
Quality of recreation programs	39	9.7 %
Quality of special events	34	8.4 %
Customer service from staff	31	7.7 %
None chosen	132	32.7 %
Total	404	100.0 %

**SUM OF TOP 3 CHOICES**

**Q4. Which THREE of the Parks and Recreation items listed in Question 3 do you think should receive the MOST EMPHASIS from County leaders over the next TWO years? (top 3)**

Q4. Sum of Top 3 Choices	Number	Percent
Maintenance of County parks	175	43.3 %
Number of County parks	35	8.7 %
Quality of walking & biking trails	152	37.6 %
Number of walking & biking trails	78	19.3 %
Availability of meeting space/conference centers	73	18.1 %
Outdoor waterparks	38	9.4 %
Public golf courses	67	16.6 %
Quality of outdoor athletic fields	35	8.7 %
Quality of recreation programs	84	20.8 %
Quality of special events	68	16.8 %
Customer service from staff	56	13.9 %
None chosen	104	25.7 %
Total	965	

**Q5. Which TWO of the following items provided by Oakland County Parks and Recreation do you feel provide the greatest value to your business?**

<u>Q5. Top choice</u>	<u>Number</u>	<u>Percent</u>
Provide events & meeting spaces	105	26.0 %
Sponsorship opportunities	24	5.9 %
Host activities	19	4.7 %
Grant/gift opportunities	11	2.7 %
Recreation destination for entertaining clients	68	16.8 %
Recreation destination for employees	112	27.7 %
None chosen	65	16.1 %
Total	404	100.0 %

**Q5. Which TWO of the following items provided by Oakland County Parks and Recreation do you feel provide the greatest value to your business?**

<u>Q5. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Provide events & meeting spaces	57	14.1 %
Sponsorship opportunities	25	6.2 %
Host activities	39	9.7 %
Grant/gift opportunities	13	3.2 %
Recreation destination for entertaining clients	67	16.6 %
Recreation destination for employees	100	24.8 %
None chosen	103	25.5 %
Total	404	100.0 %

**SUM OF TOP 2 CHOICES****Q5. Which TWO of the following items provided by Oakland County Parks and Recreation do you feel provide the greatest value to your business? (top 2)**

<u>Q5. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Provide events & meeting spaces	162	40.1 %
Sponsorship opportunities	49	12.1 %
Host activities	58	14.4 %
Grant/gift opportunities	24	5.9 %
Recreation destination for entertaining clients	135	33.4 %
Recreation destination for employees	212	52.5 %
None chosen	65	16.1 %
Total	705	

**Q6. The following are some of the benefits that may be provided by Oakland County Parks and Recreation programs and facilities. For each potential benefit, please indicate your level of agreement with the benefits being provided by Oakland County Parks and Recreation.**

(N=404)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q6-1. Improves physical health & fitness	54.5%	30.7%	7.2%	0.5%	0.7%	6.4%
Q6-2. Helps reduce crime	23.8%	25.2%	31.7%	3.7%	1.7%	13.9%
Q6-3. Helps attract new businesses	19.3%	31.7%	31.7%	3.2%	3.2%	10.9%
Q6-4. Provide opportunities for people to make social connections & strengthen social fabric of community	33.2%	38.6%	18.8%	2.5%	0.5%	6.4%
Q6-5. Improves quality of life in Oakland County	52.7%	35.4%	6.9%	0.2%	0.2%	4.5%
Q6-6. Increases property values in surrounding areas	42.8%	37.4%	11.6%	0.5%	0.5%	7.2%
Q6-7. Improve mental health & reduce stress	44.3%	35.6%	13.4%	0.0%	0.5%	6.2%
Q6-8. Make Oakland County a more desirable place to live	51.5%	33.9%	8.7%	0.5%	0.5%	5.0%
Q6-9. Make Oakland County a more desirable place to work	38.9%	30.7%	19.1%	1.7%	1.5%	8.2%
Q6-10. Improves water & air quality	31.9%	30.4%	24.0%	1.5%	0.5%	11.6%
Q6-11. Contributes to a sense of community	36.9%	42.1%	14.1%	0.7%	0.2%	5.9%
Q6-12. Provide tourism venues & contribute to County's tourism economy	31.7%	35.4%	21.3%	3.2%	0.7%	7.7%
Q6-13. Provides healthy recreation opportunities	51.5%	35.6%	6.7%	0.0%	0.5%	5.7%
Q6-14. Preserves open space & environment	55.9%	31.2%	5.7%	0.5%	0.5%	6.2%

**WITHOUT DON'T KNOW**

**Q6. The following are some of the benefits that may be provided by Oakland County Parks and Recreation programs and facilities. For each potential benefit, please indicate your level of agreement with the benefits being provided by Oakland County Parks and Recreation. (without "don't know")**

(N=404)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q6-1. Improves physical health & fitness	58.2%	32.8%	7.7%	0.5%	0.8%
Q6-2. Helps reduce crime	27.6%	29.3%	36.8%	4.3%	2.0%
Q6-3. Helps attract new businesses	21.7%	35.6%	35.6%	3.6%	3.6%
Q6-4. Provide opportunities for people to make social connections & strengthen social fabric of community	35.4%	41.3%	20.1%	2.6%	0.5%
Q6-5. Improves quality of life in Oakland County	55.2%	37.0%	7.3%	0.3%	0.3%
Q6-6. Increases property values in surrounding areas	46.1%	40.3%	12.5%	0.5%	0.5%
Q6-7. Improve mental health & reduce stress	47.2%	38.0%	14.2%	0.0%	0.5%
Q6-8. Make Oakland County a more desirable place to live	54.2%	35.7%	9.1%	0.5%	0.5%
Q6-9. Make Oakland County a more desirable place to work	42.3%	33.4%	20.8%	1.9%	1.6%
Q6-10. Improves water & air quality	36.1%	34.5%	27.2%	1.7%	0.6%
Q6-11. Contributes to a sense of community	39.2%	44.7%	15.0%	0.8%	0.3%
Q6-12. Provide tourism venues & contribute to County's tourism economy	34.3%	38.3%	23.1%	3.5%	0.8%
Q6-13. Provides healthy recreation opportunities	54.6%	37.8%	7.1%	0.0%	0.5%
Q6-14. Preserves open space & environment	59.6%	33.2%	6.1%	0.5%	0.5%

**Q7. Which THREE of the benefits from the list in Question 6 are MOST IMPORTANT to your business?**

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Improves physical health & fitness	79	19.6 %
Helps reduce crime	15	3.7 %
Helps attract new businesses	18	4.5 %
Provide opportunities for people to make social connections & strengthen social fabric of community	32	7.9 %
Improves quality of life in Oakland County	45	11.1 %
Increases property values in surrounding areas	19	4.7 %
Improve mental health & reduce stress	15	3.7 %
Make Oakland County a more desirable place to live	32	7.9 %
Make Oakland County a more desirable place to work	8	2.0 %
Improves water & air quality	4	1.0 %
Contributes to a sense of community	11	2.7 %
Provide tourism venues & contribute to County's tourism economy	5	1.2 %
Provides healthy recreation opportunities	15	3.7 %
Preserves open space & environment	36	8.9 %
<u>None chosen</u>	<u>70</u>	<u>17.3 %</u>
Total	404	100.0 %

**Q7. Which THREE of the benefits from the list in Question 6 are MOST IMPORTANT to your business?**

<u>Q7. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Improves physical health & fitness	35	8.7 %
Helps reduce crime	17	4.2 %
Helps attract new businesses	12	3.0 %
Provide opportunities for people to make social connections & strengthen social fabric of community	18	4.5 %
Improves quality of life in Oakland County	47	11.6 %
Increases property values in surrounding areas	22	5.4 %
Improve mental health & reduce stress	25	6.2 %
Make Oakland County a more desirable place to live	46	11.4 %
Make Oakland County a more desirable place to work	17	4.2 %
Improves water & air quality	12	3.0 %
Contributes to a sense of community	17	4.2 %
Provide tourism venues & contribute to County's tourism economy	11	2.7 %
Provides healthy recreation opportunities	21	5.2 %
Preserves open space & environment	19	4.7 %
<u>None chosen</u>	<u>85</u>	<u>21.0 %</u>
Total	404	100.0 %



**Q7. Which THREE of the benefits from the list in Question 6 are MOST IMPORTANT to your business?**

<u>Q7. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Improves physical health & fitness	19	4.7 %
Helps reduce crime	6	1.5 %
Helps attract new businesses	14	3.5 %
Provide opportunities for people to make social connections & strengthen social fabric of community	20	5.0 %
Improves quality of life in Oakland County	24	5.9 %
Increases property values in surrounding areas	20	5.0 %
Improve mental health & reduce stress	20	5.0 %
Make Oakland County a more desirable place to live	43	10.6 %
Make Oakland County a more desirable place to work	18	4.5 %
Improves water & air quality	13	3.2 %
Contributes to a sense of community	22	5.4 %
Provide tourism venues & contribute to County's tourism economy	8	2.0 %
Provides healthy recreation opportunities	33	8.2 %
Preserves open space & environment	35	8.7 %
<u>None chosen</u>	<u>109</u>	<u>27.0 %</u>
Total	404	100.0 %

**SUM OF TOP 3 CHOICES****Q7. Which THREE of the benefits from the list in Question 6 are MOST IMPORTANT to your business? (top 3)**

<u>Q7. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Improves physical health & fitness	133	32.9 %
Helps reduce crime	38	9.4 %
Helps attract new businesses	44	10.9 %
Provide opportunities for people to make social connections & strengthen social fabric of community	70	17.3 %
Improves quality of life in Oakland County	116	28.7 %
Increases property values in surrounding areas	61	15.1 %
Improve mental health & reduce stress	60	14.9 %
Make Oakland County a more desirable place to live	121	30.0 %
Make Oakland County a more desirable place to work	43	10.6 %
Improves water & air quality	29	7.2 %
Contributes to a sense of community	50	12.4 %
Provide tourism venues & contribute to County's tourism economy	24	5.9 %
Provides healthy recreation opportunities	69	17.1 %
Preserves open space & environment	90	22.3 %
<u>None chosen</u>	<u>70</u>	<u>17.3 %</u>
Total	1018	

**Q8. Do you feel that there are sufficient parks and green space areas within a 10-minute walk of your business?**

Q8. Are there sufficient parks & green space areas within a 10-minute walk of your business?	Number	Percent
Yes	189	46.8 %
No	159	39.4 %
Not sure	56	13.9 %
Total	404	100.0 %

**Q9. Do you feel that there are sufficient parks and green space areas with a 15-minute drive of your business?**

Q9. Are there sufficient parks & green space areas with a 15-minute drive of your business?	Number	Percent
Yes	316	78.2 %
No	38	9.4 %
Not sure	50	12.4 %
Total	404	100.0 %

**Q10. Do you feel that Oakland County Parks and Recreation is a good recruitment tool for your business in recruiting employees?**

Q10. Is Oakland County Parks & Recreation a good recruitment tool for your business in recruiting employees?	Number	Percent
Yes	63	15.6 %
No	192	47.5 %
Not sure	149	36.9 %
Total	404	100.0 %

**Q11. Do you feel that Oakland County Parks and Recreation is a good recruitment tool for your business in retaining employees?**

Q11. Is Oakland County Parks & Recreation a good recruitment tool for your business in retaining employees?

	Number	Percent
Yes	80	19.8 %
No	196	48.5 %
Not sure	128	31.7 %
Total	404	100.0 %

**Q12. What type of parks/programs would you like to see to help with employee attraction and retention?**

- Activities for people 40 and older.
- Advertise, explain them more.
- Advertising meeting space opportunities
- after work activities
- Any program that shows improvement to their quality of life or positive income.
- ANYTHING IMPROVING PROPERTY VALUE
- ATV-ORV PARK
- BASEBALL,SOFTBALL FIELDS AND PROGRAMS
- Better communication of where the parks are located.
- BIKE PATHS/PUBLIC TRANSPORTATION
- Boating
- BROADER SUPPORT FOR BASKETBALL
- CATALPA PARK
- COMMUNICATION ABOUT EVENTS & TRAILS
- COMMUNITY EVENTS
- company competitions to increase physical health, fitness, exercise
- Concerts. Educational activities and seminars.
- CONNECTING OF BIKE PATHS
- DAYCARE
- Discount program/free day/after work clubs.
- Discounts.
- DOWNTOWN ROCHESTER PARK IS EXCELLENT WALKING TO IT
- Employees are online.
- encourage companies to sponsorship maintenance/cleanup of parks
- Family activities like free spray pool.
- FAMILY SCAVENGER HUNTS. MORE MARKETING OF FAMILY EVENTS.
- Fitness activities, bike trails, etc.
- FITNESS PROGRAMS

**Q12. What type of parks/programs would you like to see to help with employee attraction and retention? (cont.)**

- Fitness programs, social events.
- FLOWERS,NATURE PARKS
- FOOD TRUCK PARKS/VENUES/GOOD FOR SURROUNDING BUSINESS
- Free tryouts of programs.
- golf outings
- Health/fitness programs/gym membership deals for Oakland County employees.
- HIKING AND BIKING
- Horse riding.
- Host job fairs for laborers at parks.
- I'm not sure how you could, maybe a bulletin board.
- INDOOR SWIMMING/PLACE FOR KIDS TO USE/DOG FRIENDLY PARKS
- Lunch and Learn.
- MAINTAIN WALKING TRAILS. EMPLOYEE EVENTS EVENING AND WEEK-ENDS.
- Make complete bike trail path east/west, north/south throughout northern Oakland county
- Meetings. Communication.
- MORE ADVERTISING OF SPACE AVAILABLE
- More after school programs.
- MORE COMMUNICATION ON EXISTING PROGRAMS
- More communication on existing programs.
- MORE DOG PARKS
- More dog parks.
- More events "publicity" of them.
- More events/classes that are free to residents
- More information on existing programs.
- More of the same.
- MORE OUTDOOR EDUCATION CLASSES
- More parks.
- More Pavilions to rent, handicap-accessible from parking with electricity available.
- More pet friendly parks.
- More pools at parks.
- More Scenic venues, places for people to visit and have their photo taken. Something memorial.
- More signage in parks about plants, animals, bugs.
- More skateboard parks.
- movie house
- Music
- NATURE PROGRAMS AND FITNESS PROGRAMS
- Organized walking/hiking/biking club
- Parks are not relevant to my business.
- Parks near business, there are none.
- Parks with fishing.

**Q12. What type of parks/programs would you like to see to help with employee attraction and retention? (cont.)**

- partnerships with local orgs and events
- PICNIC AREAS,WALKING AND TRAILS
- Plant identification, insect/disease identification.
- PROGRAMS FOR CHILDREN
- PROGRAMS GEARED TOWARD GROUP RECREATION AND COMPETITION.
- Programs that promote environmental awareness.
- PROGRAMS THEY COULD PARTICIPATE IN AFTER WORK
- Promote outdoor meeting venues; encourage workplace recreation opportunities (team-building activities, after-work activities); family programming
- Public gym
- Recreation opportunity.
- Softball competitive leagues.
- Something closer to our business.
- Special needs individual.
- Sports.
- Stress reduction.
- Swim
- Team building activities in the parks.
- Trails.
- Walking trails and biking trails.
- We are small, but in the future perhaps a golf league.
- Winter activity groups.
- WORK WITH PERSONAL TRAINERS TO HOST EVENTS AT PARKS.
- Yoga at the park and scavenger hunts (painted rocks)

**Q13. What type of park amenities would you like to see to promote to your employees?**

- A ROPE COURSE
- Anything with skateboarding.
- ATV-ORV TRAILS SCRAMBLER AREA
- BASEBALL,SOFTBALL FIELDS AND PROGRAMS
- BASKETBALL COURTS OUTSIDE
- bathrooms, wifi
- Bike paths connecting to shopping, neighborhoods. It's dangerous to ride in streets!
- Biking trails wide enough for people and bikes.
- Bocce Ball/
- CAMPING AT METRO PARKS
- CLEAN PARKS
- COMMUNICATION
- Communication of current ones.
- CONCERT VENUES
- Concessions
- Conference center/golf.
- COUNTY FARM
- Covered pavilions.
- Disc Golf!
- DISCOUNT CARD
- Dog areas.
- dog park
- Don't know what amenities the offer.
- Dry paths for biking, walking and running
- EMPLOYEES JUST WANT TO GO HOME
- Entertainment and fitness.
- Events
- Events
- events and trails
- Events
- Family areas.
- Fishing.
- FITNESS FACILITY
- Fitness info on trails; variety of activities
- Free Admission Days
- Fun new games to play at the park or exercise classes
- GYM-POOL AND WALK & RUN TRACK
- Health and fitness memberships.
- HIGHER QUALITY AND BROADER SELECTION OF FOOD TRUCKS
- HIKING

**Q13. What type of park amenities would you like to see to promote to your employees? (cont.)**

- hiking and biking trails
- Horse riding and trails.
- HOW COULD HOST PICNIC
- I JUST WANT MY EMPLOYEES AT WORK, NOT AT A PARK
- Improving physical health.
- Large group gathering areas/pavilions.
- Lunch time programs or specials, for example driving range.
- Meeting spaces and exercise classes.
- membership drives
- More dog parks.
- More fishing opportunities.
- More quality walking and biking paths or trails.
- MORE RAIL SERVICE/PAVED TRAILS
- MOUNTAIN BIKE TRAILS
- MUSIC
- Nature walks.
- Outdoor concert venues.
- Outdoor ice rink....
- Outdoor workout facilities/parks
- picnic
- PICNIC FACILITIES
- picnic shelters with electricity and grills
- PLACES TO HOST WEIGHTLIFTING EVENTS
- Places to rent little houses/camp fires/places to sit along the trails. Golf cart trails for older people. More restrooms along the trails.
- Pools.
- Programming
- PROGRAMS
- Programs around physical health and fitness.
- PROGRAMS AVAILABLE
- RECREATION PROGRAMS
- River walks, canoe rental, special events, beaches
- Serene peaceful surroundings.
- Special events, community outreach.
- STUFF FOR KIDS
- The walking trails.
- THINK SPACE
- Trails
- Trails
- TREES/SHADE/SHELTER IN THE DOG PARK

**Q13. What type of park amenities would you like to see to promote to your employees? (cont.)**

- WALK TO PARK AND RIVER
- walking / bike paths
- WALKING AND BIKE PATHS
- Walking paths.
- Walking trails
- Walking trails
- Walking trails and biking trails.
- Walking trails
- Walking/running trails.
- Water attractions.

**Q14. How satisfied are you with the overall value that Oakland County Parks and Recreation provides for businesses in Oakland County?**

Q14. How satisfied are you with overall value that  
Oakland County Parks & Recreation provides for  
businesses in Oakland County?

	Number	Percent
Very satisfied	95	23.5 %
Somewhat satisfied	87	21.5 %
Neutral	147	36.4 %
Somewhat dissatisfied	5	1.2 %
Very dissatisfied	7	1.7 %
Don't know	63	15.6 %
Total	404	100.0 %

**Q15. How likely would your business be to financially support Oakland County Parks and Recreation programs (nature programs, camps) or events (festivals, concerts) in exchange for sponsorship recognition?**

Q15. How likely would your business be to  
financially support Oakland County Parks &  
Recreation programs or events in exchange for  
sponsorship recognition?

	Number	Percent
Very likely	15	3.7 %
Likely	35	8.7 %
Somewhat likely	111	27.5 %
Not likely	111	27.5 %
Not at all likely	74	18.3 %
Not sure	58	14.4 %
Total	404	100.0 %



**Q16. How likely would your business be to financially support Oakland County Parks and Recreation as a sponsor of a facility or building in exchange for naming rights?**

Q16. How likely would your business be to financially support Oakland County Parks & Recreation as a sponsor of a facility or building in exchange for naming rights?

	Number	Percent
Very likely	8	2.0 %
Likely	12	3.0 %
Somewhat likely	55	13.6 %
Not likely	129	31.9 %
Not at all likely	145	35.9 %
Not sure	55	13.6 %
Total	404	100.0 %

**Q17. How interested would your business be in corporate volunteer opportunities for your employees at the Oakland County Parks and Recreation?**

Q17. How interested would your business be in corporate volunteer opportunities for your employees at Oakland County Parks & Recreation?

	Number	Percent
Very interested	21	5.2 %
Interested	22	5.4 %
Somewhat interested	106	26.2 %
Not interested	105	26.0 %
Not at all interested	99	24.5 %
Not sure	51	12.6 %
Total	404	100.0 %

**Q18. Are you aware that Oakland County Parks and Recreation facilities can be rented for business functions?**

Q18. Are you aware that Oakland County Parks & Recreation facilities can be rented for business

Functions?	Number	Percent
Yes	204	50.5 %
No	166	41.1 %
Not sure	34	8.4 %
Total	404	100.0 %

**Q19. What are the best ways for Oakland County Parks and Recreation to communicate with your business or get important information to your business?**

Q19. Best ways for Oakland County Parks & Recreation to communicate with your business or get important information to your business

	Number	Percent
Direct mail	225	55.7 %
Oakland County Parks website	72	17.8 %
Email	191	47.3 %
Volunteer days	18	4.5 %
Brochures	38	9.4 %
Personal calls	29	7.2 %
Newsletters	59	14.6 %
Facebook	47	11.6 %
Twitter	16	4.0 %
Instagram	17	4.2 %
Other	5	1.2 %
Total	717	

**Q19. Other**

Q19. Other	Number	Percent
Local newspaper	2	40.0 %
Regular mail	1	20.0 %
Local news	1	20.0 %
Fax	1	20.0 %
Total	5	100.0 %

**Q20. Overall, how would you rate the job that Oakland County Parks and Recreation does in communicating with business owners and managers?**

Q20. How would you rate the job Oakland County  
Parks & Recreation does in communicating with  
business owners & managers?

	Number	Percent
Excellent	28	6.9 %
Good	71	17.6 %
Neutral	129	31.9 %
Below average	41	10.1 %
Poor	65	16.1 %
Don't know	70	17.3 %
Total	404	100.0 %

**Q21. How important is the Oakland County Parks and Recreation system to your business compared to other County services (e.g. Sheriff, Planning & Economic Development, Road Commission, etc.)**

Q21. How important is Oakland County Parks &  
Recreation system to your business compared to  
other County services?

	Number	Percent
Very important	26	6.4 %
Important	57	14.1 %
Somewhat important	137	33.9 %
Not important	85	21.0 %
Not at all important	56	13.9 %
Not sure	43	10.6 %
Total	404	100.0 %

**Q22. Using a scale of 4 to 1, where 4 means "Very Supportive" and 1 means "Not Supportive", 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=404)

	Very supportive	Somewhat supportive	Not sure	Not supportive	Don't know
Q22-1. Fix up & repair existing structures & playgrounds	48.3%	29.5%	9.9%	3.2%	9.2%
Q22-2. Fix up & repair roads & parking lots	51.2%	28.7%	8.9%	2.7%	8.4%
Q22-3. Improve existing park trails	43.8%	31.2%	11.9%	4.5%	8.7%
Q22-4. Improve & add features to existing campgrounds	26.2%	27.0%	26.0%	10.6%	10.1%
Q22-5. Improve & add features to existing golf courses	22.3%	24.8%	23.8%	19.1%	10.1%
Q22-6. Improve & add features to existing waterparks	27.5%	28.0%	21.8%	12.4%	10.4%
Q22-7. Land purchase for new recreational facilities	29.7%	26.5%	20.8%	13.9%	9.2%
Q22-8. Land purchase for new trails	32.4%	30.2%	16.6%	12.1%	8.7%
Q22-9. Land purchase for open space & environment	35.6%	26.5%	18.3%	11.1%	8.4%
Q22-10. Make facilities accessible for persons of all abilities	51.7%	23.8%	13.4%	3.7%	7.4%
Q22-11. New cabins & yurts	17.3%	21.5%	29.5%	21.3%	10.4%
Q22-12. New canoe & kayak launches	25.2%	31.4%	22.5%	10.9%	9.9%
Q22-13. New canoe & kayak routes	25.2%	29.5%	21.8%	13.1%	10.4%
Q22-14. New off-leash dog parks	25.0%	26.2%	21.3%	18.3%	9.2%
Q22-15. New off-road vehicle area	17.1%	16.8%	26.0%	30.2%	9.9%
Q22-16. New picnic pavilions	29.0%	32.9%	21.5%	7.9%	8.7%
Q22-17. New playgrounds	33.9%	33.7%	18.6%	6.2%	7.7%
Q22-18. New splash pad and/or spray park	27.2%	26.2%	25.2%	11.6%	9.7%
Q22-19. New trails & boardwalks	35.1%	31.4%	17.3%	7.4%	8.7%

**WITHOUT DON'T KNOW**

**Q22. Using a scale of 4 to 1, where 4 means "Very Supportive" and 1 means "Not Supportive", please indicate how supportive you would be of having Oakland County Parks and Recreation use your tax dollars to fund each of the following. (without "don't know")**

(N=404)

	Very supportive	Somewhat supportive	Not sure	Not supportive
Q22-1. Fix up & repair existing structures & playgrounds	53.1%	32.4%	10.9%	3.5%
Q22-2. Fix up & repair roads & parking lots	55.9%	31.4%	9.7%	3.0%
Q22-3. Improve existing park trails	48.0%	34.1%	13.0%	4.9%
Q22-4. Improve & add features to existing campgrounds	29.2%	30.0%	28.9%	11.8%
Q22-5. Improve & add features to existing golf courses	24.8%	27.5%	26.4%	21.2%
Q22-6. Improve & add features to existing waterparks	30.7%	31.2%	24.3%	13.8%
Q22-7. Land purchase for new recreational facilities	32.7%	29.2%	22.9%	15.3%
Q22-8. Land purchase for new trails	35.5%	33.1%	18.2%	13.3%
Q22-9. Land purchase for open space & environment	38.9%	28.9%	20.0%	12.2%
Q22-10. Make facilities accessible for persons of all abilities	55.9%	25.7%	14.4%	4.0%
Q22-11. New cabins & yurts	19.3%	24.0%	32.9%	23.8%
Q22-12. New canoe & kayak launches	28.0%	34.9%	25.0%	12.1%
Q22-13. New canoe & kayak routes	28.2%	32.9%	24.3%	14.6%
Q22-14. New off-leash dog parks	27.5%	28.9%	23.4%	20.2%
Q22-15. New off-road vehicle area	19.0%	18.7%	28.8%	33.5%
Q22-16. New picnic pavilions	31.7%	36.0%	23.6%	8.7%
Q22-17. New playgrounds	36.7%	36.5%	20.1%	6.7%
Q22-18. New splash pad and/or spray park	30.1%	29.0%	27.9%	12.9%
Q22-19. New trails & boardwalks	38.5%	34.4%	19.0%	8.1%

**Q23. Which FOUR of the actions listed in Question 22 would you be MOST WILLING to fund with your Oakland County Parks and Recreation tax dollars?**

Q23. Top choice	Number	Percent
Fix up & repair existing structures & playgrounds	68	16.8 %
Fix up & repair roads & parking lots	43	10.6 %
Improve existing park trails	27	6.7 %
Improve & add features to existing campgrounds	5	1.2 %
Improve & add features to existing golf courses	16	4.0 %
Improve & add features to existing waterparks	5	1.2 %
Land purchase for new recreational facilities	12	3.0 %
Land purchase for new trails	15	3.7 %
Land purchase for open space & environment	15	3.7 %
Make facilities accessible for persons of all abilities	19	4.7 %
New cabins & yurts	1	0.2 %
New canoe & kayak launches	6	1.5 %
New canoe & kayak routes	2	0.5 %
New off-leash dog parks	16	4.0 %
New off-road vehicle area	6	1.5 %
New picnic pavilions	7	1.7 %
New playgrounds	10	2.5 %
New splash pad and/or spray park	7	1.7 %
New trails & boardwalks	12	3.0 %
None chosen	112	27.7 %
Total	404	100.0 %

**Q23. Which FOUR of the actions listed in Question 22 would you be MOST WILLING to fund with your Oakland County Parks and Recreation tax dollars?**

Q23. 2nd choice	Number	Percent
Fix up & repair existing structures & playgrounds	27	6.7 %
Fix up & repair roads & parking lots	51	12.6 %
Improve existing park trails	40	9.9 %
Improve & add features to existing campgrounds	9	2.2 %
Improve & add features to existing golf courses	4	1.0 %
Improve & add features to existing waterparks	9	2.2 %
Land purchase for new recreational facilities	7	1.7 %
Land purchase for new trails	26	6.4 %
Land purchase for open space & environment	12	3.0 %
Make facilities accessible for persons of all abilities	19	4.7 %
New cabins & yurts	7	1.7 %
New canoe & kayak launches	5	1.2 %
New canoe & kayak routes	8	2.0 %
New off-leash dog parks	10	2.5 %
New off-road vehicle area	4	1.0 %
New picnic pavilions	5	1.2 %
New playgrounds	14	3.5 %
New splash pad and/or spray park	10	2.5 %
New trails & boardwalks	13	3.2 %
None chosen	124	30.7 %
Total	404	100.0 %

**Q23. Which FOUR of the actions listed in Question 22 would you be MOST WILLING to fund with your Oakland County Parks and Recreation tax dollars?**

Q23. 3rd choice	Number	Percent
Fix up & repair existing structures & playgrounds	23	5.7 %
Fix up & repair roads & parking lots	15	3.7 %
Improve existing park trails	36	8.9 %
Improve & add features to existing campgrounds	5	1.2 %
Improve & add features to existing golf courses	8	2.0 %
Improve & add features to existing waterparks	9	2.2 %
Land purchase for new recreational facilities	12	3.0 %
Land purchase for new trails	24	5.9 %
Land purchase for open space & environment	25	6.2 %
Make facilities accessible for persons of all abilities	23	5.7 %
New cabins & yurts	3	0.7 %
New canoe & kayak launches	7	1.7 %
New canoe & kayak routes	5	1.2 %
New off-leash dog parks	14	3.5 %
New off-road vehicle area	6	1.5 %
New picnic pavilions	4	1.0 %
New playgrounds	9	2.2 %
New splash pad and/or spray park	14	3.5 %
New trails & boardwalks	17	4.2 %
None chosen	145	35.9 %
Total	404	100.0 %



**Q23. Which FOUR of the actions listed in Question 22 would you be MOST WILLING to fund with your Oakland County Parks and Recreation tax dollars?**

Q23. 4th choice	Number	Percent
Fix up & repair existing structures & playgrounds	22	5.4 %
Fix up & repair roads & parking lots	22	5.4 %
Improve existing park trails	19	4.7 %
Improve & add features to existing campgrounds	13	3.2 %
Improve & add features to existing golf courses	6	1.5 %
Improve & add features to existing waterparks	11	2.7 %
Land purchase for new recreational facilities	3	0.7 %
Land purchase for new trails	11	2.7 %
Land purchase for open space & environment	12	3.0 %
Make facilities accessible for persons of all abilities	24	5.9 %
New cabins & yurts	1	0.2 %
New canoe & kayak launches	9	2.2 %
New canoe & kayak routes	11	2.7 %
New off-leash dog parks	7	1.7 %
New off-road vehicle area	3	0.7 %
New picnic pavilions	12	3.0 %
New playgrounds	15	3.7 %
New splash pad and/or spray park	9	2.2 %
New trails & boardwalks	19	4.7 %
None chosen	175	43.3 %
Total	404	100.0 %

**SUM OF TOP 4 CHOICES**

**Q23. Which FOUR of the actions listed in Question 22 would you be MOST WILLING to fund with your Oakland County Parks and Recreation tax dollars? (top 4)**

Q23. Sum of Top 4 Choices	Number	Percent
Fix up & repair existing structures & playgrounds	140	34.7 %
Fix up & repair roads & parking lots	131	32.4 %
Improve existing park trails	122	30.2 %
Improve & add features to existing campgrounds	32	7.9 %
Improve & add features to existing golf courses	34	8.4 %
Improve & add features to existing waterparks	34	8.4 %
Land purchase for new recreational facilities	34	8.4 %
Land purchase for new trails	76	18.8 %
Land purchase for open space & environment	64	15.8 %
Make facilities accessible for persons of all abilities	85	21.0 %
New cabins & yurts	12	3.0 %
New canoe & kayak launches	27	6.7 %
New canoe & kayak routes	26	6.4 %
New off-leash dog parks	47	11.6 %
New off-road vehicle area	19	4.7 %
New picnic pavilions	28	6.9 %
New playgrounds	48	11.9 %
New splash pad and/or spray park	40	9.9 %
New trails & boardwalks	61	15.1 %
None chosen	112	27.7 %
Total	1172	

**Q24. What type of business is your establishment?**

<u>Q24. What type of business is your establishment?</u>	<u>Number</u>	<u>Percent</u>
Eating & drinking establishment	8	2.0 %
Retail establishment	34	8.4 %
Wholesale/distribution	18	4.5 %
Small office	21	5.2 %
Real estate management	13	3.2 %
Construction	27	6.7 %
Health care	48	11.9 %
Leisure/recreation	12	3.0 %
Church/religious organizations	9	2.2 %
Automotive & auto parts manufacturing	20	5.0 %
Other manufacturing	33	8.2 %
Finance/insurance	19	4.7 %
Professional services	55	13.6 %
Telecommunications/information services	10	2.5 %
Education/social services	15	3.7 %
Agricultural/engineering services	5	1.2 %
Personal services	14	3.5 %
Other	39	9.7 %
<u>Not provided</u>	<u>4</u>	<u>1.0 %</u>
Total	404	100.0 %

**Q24. Other**

<u>Q24. Other</u>	<u>Number</u>	<u>Percent</u>
Assisted Living	1	2.6 %
Both manufacturing and retail	1	2.6 %
COMMERCIAL PRINTER	1	2.6 %
Commercial trucking	1	2.6 %
Direct mailing	1	2.6 %
Electrical Services	1	2.6 %
Entertainment	1	2.6 %
Fitness	1	2.6 %
HOTEL	1	2.6 %
HVAC	1	2.6 %
Heavy equipment repair and sales	1	2.6 %
Hotel/hospitality	1	2.6 %
Industrial Machinery Moving	1	2.6 %
Local government	1	2.6 %
Mailing service	1	2.6 %
Marketing	2	5.3 %
Mechanical Contractor	1	2.6 %
Municipality	1	2.6 %
Non profit	1	2.6 %
Non profit environmental organization	1	2.6 %
PR AND MARKETING	1	2.6 %
Pet Care Facility	1	2.6 %
Photo, video, media	1	2.6 %
Plumbing	1	2.6 %
REAL ESTATE SERVICES	1	2.6 %
Real Estate Brokerage	1	2.6 %
Recruitment	1	2.6 %
SALES AGENT	1	2.6 %
SPORT NON-PROFIT 501	1	2.6 %
Service	1	2.6 %
Software	1	2.6 %
TELEMARKETING/MARKETING SERVICES	1	2.6 %
TOURING CHILDREN'S THEATER CO	1	2.6 %
TRANSPORTATION SERVICE	1	2.6 %
UNCON HALL	1	2.6 %
UNION	1	2.6 %
Waste Removal & Portable Toilets	1	2.6 %
Total	38	100.0 %

**Q25. How many full and part time employees does your business currently employ at the location where you received this survey?**

Q25. How many full & part time employees does your business currently employ at location where you received this survey?

	Number	Percent
Less than 5	176	43.6 %
6-10	78	19.3 %
11-20	56	13.9 %
21-50	54	13.4 %
51-99	18	4.5 %
100-499	13	3.2 %
500-999	2	0.5 %
1000-4999	2	0.5 %
5000+	5	1.2 %
Total	404	100.0 %

**WITHOUT NOT PROVIDED****Q26. How many years has your business been in Oakland County? (without "not provided")**

Q26. How many years has your business been in Oakland County?

	Number	Percent
10 or less	75	19.0 %
11-20	102	25.8 %
21-30	99	25.1 %
31-40	49	12.4 %
41-50	25	6.3 %
51+	45	11.4 %
Total	395	100.0 %

**Q27. Do you live in Oakland County?**

<u>Q27. Do you live in Oakland County?</u>	<u>Number</u>	<u>Percent</u>
Yes	306	75.7 %
No	94	23.3 %
Not provided	4	1.0 %
Total	404	100.0 %

**Q28. Which of the following best describes your role within your company?**

<u>Q28. What is your role within your company?</u>	<u>Number</u>	<u>Percent</u>
Owner/President	185	45.8 %
Management/Supervisory	175	43.3 %
Human Resources	16	4.0 %
Marketing	6	1.5 %
Production	1	0.2 %
Public Affairs	1	0.2 %
Facilities Management	4	1.0 %
Other	14	3.5 %
Not provided	2	0.5 %
Total	404	100.0 %

**Q28. Other**

<u>Q28. Other</u>	<u>Number</u>	<u>Percent</u>
Attorney	1	7.1 %
BOARD MEMBER	1	7.1 %
Business Administrator	1	7.1 %
Controller	2	14.3 %
DIRECTOR	1	7.1 %
FIELD AND OFFICE MANAGER	1	7.1 %
Priest	1	7.1 %
SALES MANAGER	1	7.1 %
Sr Administrator	1	7.1 %
Sr Associate	1	7.1 %
Sr Pastor	1	7.1 %
VP	1	7.1 %
VP OPERATIONS	1	7.1 %
Total	14	100.0 %

**Q29. Does your business offer any sort of wellness program involving fitness, nutrition, and/or healthy lifestyle benefits for employees at the location where you received this survey?**

Q29. Does your business offer any sort of wellness program involving fitness, nutrition, and/or healthy lifestyle benefits for employees at location where you received this survey?

	Number	Percent
Yes	70	17.3 %
No	334	82.7 %
Total	404	100.0 %

**Q30. Is your firm based in a foreign country or a subsidiary of a firm based in a foreign country that may have unique or specific recreation needs?**

Q30. Is your firm based in a foreign country or a subsidiary of a firm based in a foreign country that may have unique or specific recreation needs?

	Number	Percent
Yes	13	3.2 %
No	391	96.8 %
Total	404	100.0 %

**Q30a. Are there particular sports facilities or recreational activities you would like to see offered at Oakland County Parks?**

Q30a. Are there particular sports facilities or recreational activities you would like to see offered at Oakland County Parks?

	Number	Percent
Yes	1	7.7 %
No	12	92.3 %
Total	13	100.0 %

**Q30a-1. If YES, which ones?**

Q30a-1. What particular sports facilities or recreational activities you would like to see offered at Oakland County Parks?

	Number	Percent
FAMILY SCAVENGER HUNTS	1	100.0 %
Total	1	100.0 %

**Q31. Do you have any other comments or suggestions for improving Oakland County Parks and Recreation parks, facilities, and programs?**

- ACCOUNT BETTER FOR HISTORICAL BUILDINGS
- Add the second water slide back to the water park.
- AS A RESIDENT OF OAKLAND COUNTY THE PARKS ARE VERY IMPORTANT TO ME.
- BETTER COMMUNICATION OF EVENTS.
- Bicycle rentals, more promotion on Facebook-Increase mailing lists-maybe coupon in sale circulars for a free park admission. (Monthly shopper, Save on)
- Commerce Road to the trail network.
- Communicate with businesses on special events better.
- Create a user fee for companies for their employees, base on number of employees signing up for use facilities.
- Disc golf IS a big up and coming sport and we need more places we can play, especially in Oakland County. We're behind the other counties. Pay to Play Parks can support their own maintenance.
- Doing a great job.
- Due to a complete lack of awareness to: location, numbers, options, facility types. I think there is a need to first learn about what is available and then to make a better assessment of what to improve.
- ENJOY THE PARK IN BIRMINGHAM AND SUMMER CONCERTS.
- Ferris wheel and merry-go-round near beautiful lake areas. Food trucks/DIY sellers. Attractions to send tourists.
- I enjoy Oakland County parks for personal use, especially the trails and off-leash dog park
- I like the painted trail.
- I NEED MORE INFORMATION TO GET TO PATIENTS ON TRAILS AND ACTIVITIES FOR PEOPLE WHO WANT TO GET HEALTHY
- I think a quarterly news letter with information about what is available would be in order!
- Improve communication.
- Improve roads.
- Improve the dog park in Madison.
- Innovative ideas work well with my community
- I've lived in Oakland County my whole life and I absolutely love the park system. The walking trails are my favorite thing. I like the way the trails mark the distance walked.
- KEEP UP THE GOOD WORK AND IMPROVE ON EXISTING.
- KEEP UP THE GREAT WORK!
- LIKE TO SEE A REGULATED DEER HUNT TO RAISE MONEY FOR THE PARKS AND REC INSTEAD PAYING PROFESSIONAL HUNTERS AT LOTTERY FOR DEER HUNTING PASS \$100 TICKETS
- LOOK FOR PRIVATE FUNDING
- LOVE THE IDEA OF PARKS AND OPEN SPACE,BUT HAVE NEVER USED THEM.
- Love the parks system and enjoy their use.
- MAKE EQUIPMENT AVAILABLE FOR SPORTS FIELDS LIKE A CHECK OUT SYSTEM
- Make more aware how businesses can utilize the park services.
- Make programs available for businesses to promote for employee wellness.
- Make them better than they are.
- MORE in SOUTH end of Oakland County.
- More of a police presence in parks and on trails.



**Q31. Do you have any other comments or suggestions for improving Oakland County Parks and Recreation parks, facilities, and programs? (cont.)**

- More open/saved land for all.
- More options to keep kids busy.
- More security at parks & better police presence.
- More skate parks for kids who do not participate in organized sports.
- MORE X-C SKY TRAILS
- NEED TO MAINTAIN EXISTING PARKS, NO NEED FOR MORE.
- Oakland county needs attractions like the beaches in Holland, Meijer Gardens in Grand Rapids, Art Museums or other attractions to make Oakland county a desired destination for tourism AND Business events.
- OAKLAND COUNTY PARKS COULD GROW IN HIGHLAND AREA.
- Off road vehicles with a permit needs to be offered.
- Perhaps you might be able to offer discounted annual passes through companies like ours so that we can offer them to our employees.
- PICKLEBALL
- Place to do team building activities at park areas, large group areas and pavilions for employee gatherings.
- Please have community outreach, place information in free newspapers and social media. Many events are not advertised enough.
- PROVIDE A MAP WITH EXISTING OAKLAND COUNTY PARKS MAKING BROOKS PATERSON RETIRE.
- Purchase land in urban areas to create green, open spaces where people can gather before or after dinner/show etc. More urban green spaces, rain gardens to make cities more livable, counteract pollution from vehicles and offer beautiful natural space amidst concrete.
- SKATEBOARDING, MORE PRIVACY FOR CAMPING
- SOMETHING THEY COULD EXPERIENCE FROM THE CO THAT THEY COULD SHARE WITH THEIR GUESTS AT THE HOTEL, SNACKS AND FREE GIVE AWAYS WOLD BE NICE TOUCH, CUP WITH CANDY WITH CO LOGO
- Springfield Oaks needs neatened up. More accommodations for special needs and horse riders.
- Stop cutting down the trees on the west side of Novi.
- THANK YOU FOR DOING A GOOD JOB AND THANK YOU FOR TRYING TO DO BETTER.
- THE ONLY PARK I GO TO IS DOWNTOWN ROCHESTER PARK.
- THEY ARE GOOD AND BEAUTIFUL
- THIS HAS NOTHING TO DO WITH MY BUSINESS
- Try to make businesses aware of available conference space.
- WANTED TO SAY I GO TO INDEPENDENCE OAKS AND I LOVE IT.
- We love parks and keep up the great job!
- We use the bike trails, (Clinton River, Paint Creek), often and would love an extension to the west. Riding through Pontiac is a real mess. Also needed is dog parks!
- Would like to see a golf cart path to ride through to see all the things I used to hike through and you could get older people to pay for this. Ask older people, we love the outdoors. You build it, we pay for it. Give this idea a try, would be good for the handicapped. Also, just like a golf course but for people that can't hike like we did!! They will support this. I hike everyday and I am 80 but soon will miss the parks. I always wanted a park for older people so this is my chance to tell someone - give it a try PLEASE. Older people have the money and what better place to spend it.
- YOGA

## **Section 3:**

# **Survey Instrument**

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Dear Oakland County Business Leader,

***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 specifically for our business community. The results of this survey will be used to establish priorities for improvements to our park system over the coming years. The Oakland County Parks comprise 6,743 acres of parkland including trails and open space, golf courses, waterparks, dog parks, nature centers and campgrounds. We also offer unique and exciting programs, educational opportunities, and special events throughout Oakland County.

Your business 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 better understand the needs of the business community in relation to parks and recreation in Oakland County, and will assist us in 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 prefer, you can also complete the survey online at <http://oaklandcountyparkbusinesss.org/>.

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

Sincerely,

A handwritten signature in black ink, appearing to read "Daniel J. Stencil", 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  
Jim Nash  
David W. Potts

Daniel J. Stencil  
Executive Officer



# OAKLAND COUNTY PARKS 2017 Business 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 businesses. 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.oaklandcountyparkbusiness.org](http://www.oaklandcountyparkbusiness.org).

## Awareness

1. Please CHECK ALL of the following that you have visited in Oakland County in the past 12 months.

- |  |   |
|--|---|
| <input type="checkbox"/> (1) An Oakland County Parks and Recreation facility   | <input type="checkbox"/> (4) A State of Michigan park and recreation area |
| <input type="checkbox"/> (2) A Golf course at an Oakland County Parks facility | <input type="checkbox"/> (5) A local city, village, or township park      |
| <input type="checkbox"/> (3) A Huron-Clinton Metropark Authority park          | <input type="checkbox"/> (6) None   |

2. How would you describe your level of awareness of benefits to your business from the parks and programs offered by the Oakland County Parks?

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> (5) Very Aware | <input type="checkbox"/> (3) Somewhat Aware | <input type="checkbox"/> (1) Not at All Aware |
| <input type="checkbox"/> (4) Aware      | <input type="checkbox"/> (2) Not Aware      | <input type="checkbox"/> (9) Not Sure         |

3. Using a scale of 5 to 1, where 5 means "Very Aware" and 1 means "Not at All Aware", please rate your level of awareness of each of the following items provided by Oakland County Parks.

How aware are you of...	Very Aware	Aware	Neutral	Not Aware	Not at All Aware	Not Sure
01. Maintenance of County parks	5	4	3	2	1	9
02. Number of County parks	5	4	3	2	1	9
03. Quality of walking and biking trails	5	4	3	2	1	9
04. Number of walking and biking trails	5	4	3	2	1	9
05. Availability of meeting space/conference centers	5	4	3	2	1	9
06. Outdoor waterparks	5	4	3	2	1	9
07. Public golf courses	5	4	3	2	1	9
08. Quality of outdoor athletic fields	5	4	3	2	1	9
09. Quality of recreation programs	5	4	3	2	1	9
10. Quality of special events	5	4	3	2	1	9
11. Customer service from staff	5	4	3	2	1	9

4. Which THREE of the Parks and Recreation items listed in Question 3 do you think should receive the MOST EMPHASIS from County leaders over the next TWO years? [Write-in your answers below using the numbers from the list in Question 3.]

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_

## Potential Benefits

5. Which TWO of the following items provided by Oakland County Parks and Recreation do you feel provide the greatest value to your business? [Write-in your answers using the numbers from the list below.]

- |                                      |  |
|--------------------------------------|--|
| 1. Provide events and meetings space | 4. Grant/gift opportunities                        |
| 2. Sponsorship opportunities         | 5. Recreation destination for entertaining clients |
| 3. Host activities                   | 6. Recreation destination for employees            |

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_

6. The following are some of the benefits that may be provided by Oakland County Parks and Recreation programs and facilities. For each potential benefit, please indicate your level of agreement with the benefits being provided by Oakland County Parks and Recreation.

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
01.	Improves physical health and fitness	5	4	3	2	1	9
02.	Helps reduce crime	5	4	3	2	1	9
03.	Helps attract new businesses	5	4	3	2	1	9
04.	Provide opportunities for people to make social connections and strengthen the social fabric of the community	5	4	3	2	1	9
05.	Improves the quality of life in Oakland County	5	4	3	2	1	9
06.	Increases property values in the surrounding area	5	4	3	2	1	9
07.	Improve mental health and reduce stress	5	4	3	2	1	9
08.	Make Oakland County a more desirable place to live	5	4	3	2	1	9
09.	Make Oakland County a more desirable place to work	5	4	3	2	1	9
10.	Improves water and air quality	5	4	3	2	1	9
11.	Contributes to a sense of community	5	4	3	2	1	9
12.	Provide tourism venues and contribute to the County's tourism economy	5	4	3	2	1	9
13.	Provides healthy recreation opportunities	5	4	3	2	1	9
14.	Preserves open space and the environment	5	4	3	2	1	9

7. Which **THREE** of the benefits from the list in Question 6 are **MOST IMPORTANT** to your business?  
*[Write-in your answers below using the numbers from the list in Question 6.]*

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

8. Do you feel that there are sufficient parks and green space areas within a 10-minute walk of your business? \_\_\_\_ (1) Yes \_\_\_\_ (2) No \_\_\_\_ (3) Not Sure

9. Do you feel that there are sufficient parks and green space areas with a 15-minute drive of your business? \_\_\_\_ (1) Yes \_\_\_\_ (2) No \_\_\_\_ (3) Not Sure

10. Do you feel that Oakland County Parks and Recreation is a good recruitment tool for your business in recruiting employees? \_\_\_\_ (1) Yes \_\_\_\_ (2) No \_\_\_\_ (3) Not Sure

11. Do you feel that Oakland County Parks and Recreation is a good recruitment tool for your business in retaining employees? \_\_\_\_ (1) Yes \_\_\_\_ (2) No \_\_\_\_ (3) Not Sure

12. What type of parks/programs would you like to see to help with employee attraction and retention?
- 

13. What type of park amenities would you like to see to promote to your employees?
- 

14. How satisfied are you with the overall value that Oakland County Parks and Recreation provides for businesses in Oakland County?

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

## Engaging The Business Community

*With a range of parks, programs, and special events, Oakland County Parks and Recreation has many options for engaging with the business community.*

- 15. How likely would your business be to financially support Oakland County Parks and Recreation programs (nature programs, camps) or events (festivals, concerts) in exchange for sponsorship recognition?**

\_\_\_\_(5) Very Likely      \_\_\_\_ (3) Somewhat Likely      \_\_\_\_ (1) Not at all Likely  
\_\_\_\_(4) Likely      \_\_\_\_ (2) Not Likely      \_\_\_\_ (9) Not Sure

- 16. How likely would your business be to financially support Oakland County Parks and Recreation as a sponsor of a facility or building in exchange for naming rights?**

\_\_\_\_(5) Very Likely      \_\_\_\_ (3) Somewhat Likely      \_\_\_\_ (1) Not at all Likely  
\_\_\_\_(4) Likely      \_\_\_\_ (2) Not Likely      \_\_\_\_ (9) Not Sure

- 17. How interested would your business be in corporate volunteer opportunities for your employees at the Oakland County Parks and Recreation?**

\_\_\_\_(5) Very Interested      \_\_\_\_ (3) Somewhat Interested      \_\_\_\_ (1) Not at all Interested  
\_\_\_\_(4) Interested      \_\_\_\_ (2) Not Interested      \_\_\_\_ (9) Not Sure

- 18. Are you aware that Oakland County Parks and Recreation facilities can be rented for business functions?**

\_\_\_\_ (1) Yes      \_\_\_\_ (2) No      \_\_\_\_ (3) Not Sure

## Communication

- 19. What are the best ways for Oakland County Parks and Recreation to communicate with your business or get important information to your business? [Check all that apply.]**

\_\_\_\_ (01) Direct mail      \_\_\_\_ (07) Newsletters  
\_\_\_\_ (02) Oakland County Parks website      \_\_\_\_ (08) Facebook  
\_\_\_\_ (03) E-mail      \_\_\_\_ (09) Twitter  
\_\_\_\_ (04) Volunteer Days      \_\_\_\_ (10) Instagram  
\_\_\_\_ (05) Brochures      \_\_\_\_ (11) Other: \_\_\_\_\_  
\_\_\_\_ (06) Personal calls

- 20. Overall, how would you rate the job that Oakland County Parks and Recreation does in communicating with business owners and managers?**

\_\_\_\_ (5) Excellent      \_\_\_\_ (3) Neutral      \_\_\_\_ (1) Poor  
\_\_\_\_ (4) Good      \_\_\_\_ (2) Below Average      \_\_\_\_ (9) Don't Know

## Priorities

21. How important is the Oakland County Parks and Recreation system to your business compared to other County services (e.g. Sheriff, Planning & Economic Development, Road Commission, etc.)

\_\_\_\_(5) Very Important

\_\_\_\_(3) Somewhat Important

\_\_\_\_(1) Not at All Important

\_\_\_\_(4) Important

\_\_\_\_(2) Not Important

\_\_\_\_(9) Not Sure

22. Using a scale of 4 to 1, where 4 means "Very Supportive" and 1 means "Not Supportive", 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	Don't Know
01. Fix up and repair existing structures and playgrounds	4	3	2	1	9
02. Fix up and repair roads and parking lots	4	3	2	1	9
03. Improve existing park trails	4	3	2	1	9
04. Improve and add features to existing campgrounds	4	3	2	1	9
05. Improve and add features to existing golf courses	4	3	2	1	9
06. Improve and add features to existing waterparks	4	3	2	1	9
07. Land purchase for new recreational facilities	4	3	2	1	9
08. Land purchase for new trails	4	3	2	1	9
09. Land purchase for open space and the environment	4	3	2	1	9
10. Make facilities accessible for persons of all abilities	4	3	2	1	9
11. New cabins and yurts	4	3	2	1	9
12. New canoe and kayak launches	4	3	2	1	9
13. New canoe and kayak routes	4	3	2	1	9
14. New off-leash dog parks	4	3	2	1	9
15. New off-road vehicle area	4	3	2	1	9
16. New picnic pavilions	4	3	2	1	9
17. New playgrounds	4	3	2	1	9
18. New splash pad and/or spray park	4	3	2	1	9
19. New trails and boardwalks	4	3	2	1	9

23. Which FOUR of the actions listed in Question 22 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 Question 22, or circle "NONE".]

1st: \_\_\_\_

2nd: \_\_\_\_

3rd: \_\_\_\_

4th: \_\_\_\_

NONE

## Demographics

24. What type of business is your establishment?

\_\_\_\_(01) Eating and drinking establishment

\_\_\_\_(02) Retail establishment

\_\_\_\_(03) Wholesale/distribution

\_\_\_\_(04) Small office

\_\_\_\_(05) Real estate management

\_\_\_\_(06) Construction

\_\_\_\_(07) Health Care

\_\_\_\_(08) Leisure/recreation

\_\_\_\_(09) Church/religious organizations

\_\_\_\_(10) Automotive and auto parts manufacturing

\_\_\_\_(11) Other manufacturing

\_\_\_\_(12) Finance/insurance

\_\_\_\_(13) Professional services

\_\_\_\_(14) Telecommunications/information services

\_\_\_\_(15) Education/social services

\_\_\_\_(16) Agricultural/Engineering services

\_\_\_\_(17) Personal services

\_\_\_\_(18) Other: \_\_\_\_\_

**25. How many full and part-time employees does your business currently employ at the location where you received this survey?**

\_\_\_\_(1) Less than 5      \_\_\_\_ (4) 21-50      \_\_\_\_ (6) 100-499      \_\_\_\_ (8) 1000-4999  
\_\_\_\_(2) 6-10      \_\_\_\_ (5) 51-99      \_\_\_\_ (7) 500-999      \_\_\_\_ (9) 5000 or more  
\_\_\_\_(3) 11-20

**26. How many years has your business been in Oakland County?** \_\_\_\_\_ years

**27. Do you live in Oakland County?** \_\_\_\_ (1) Yes      \_\_\_\_ (2) No

**28. Which of the following best describes your role within your company? [Check only ONE.]**

\_\_\_\_(1) Owner/president      \_\_\_\_ (4) Marketing      \_\_\_\_ (7) Public Affairs  
\_\_\_\_(2) Management/supervisory      \_\_\_\_ (5) Production      \_\_\_\_ (8) Facilities Management  
\_\_\_\_(3) Human Resources      \_\_\_\_ (6) IT      \_\_\_\_ (9) Other: \_\_\_\_\_

**29. Does your business offer any sort of wellness program involving fitness, nutrition, and/or healthy lifestyle benefits for employees at the location where you received this survey?**

\_\_\_\_ (1) Yes      \_\_\_\_ (2) No

**30. Is your firm based in a foreign country or a subsidiary of a firm based in a foreign country that may have unique or specific recreation needs?**

\_\_\_\_ (1) Yes [Answer Q30a]      \_\_\_\_ (2) No [Skip to Q31.]

**30a. Are there particular sports facilities or recreational activities you would like to see offered at Oakland County Parks?**

\_\_\_\_ (1) Yes – Which ones? \_\_\_\_\_  
\_\_\_\_ (2) No

**31. Do you have any other comments or suggestions for improving Oakland County Parks and Recreation parks, facilities, and programs?**

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**This concludes the survey – Thank you for your time!**

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

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