

Presentation of Results for the
“2017 Resident Survey”

Quincy Park District

By

Ron Vine and Associates



Quincy Park District Resident Survey

- * Methodology
- * Key Findings from Statistically Valid Survey
- * Comparisons to Findings from Non-Statistical Survey
- * Questions and Answers



Quincy Park District Methodology for Statistically Valid Survey

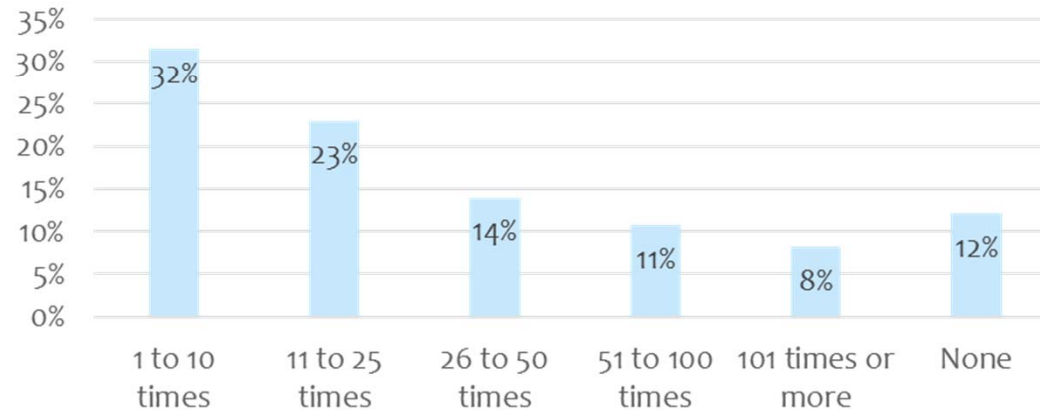
- * Survey questions developed by Ron Vine and Associates and the Quincy Park District
- * Survey questions addressed comprehensive range of issues impacting usage, satisfaction and priorities
- * Survey administered by mail and web by Eppley Institute out of Indiana University
- * 4,001 surveys were mailed out
- * Contract goal was completion of 300 surveys
- * Actually completed 440 surveys
- * 95% level of confidence with a margin of error of +/-4.7%



Quincy Park District Summary of Key Findings

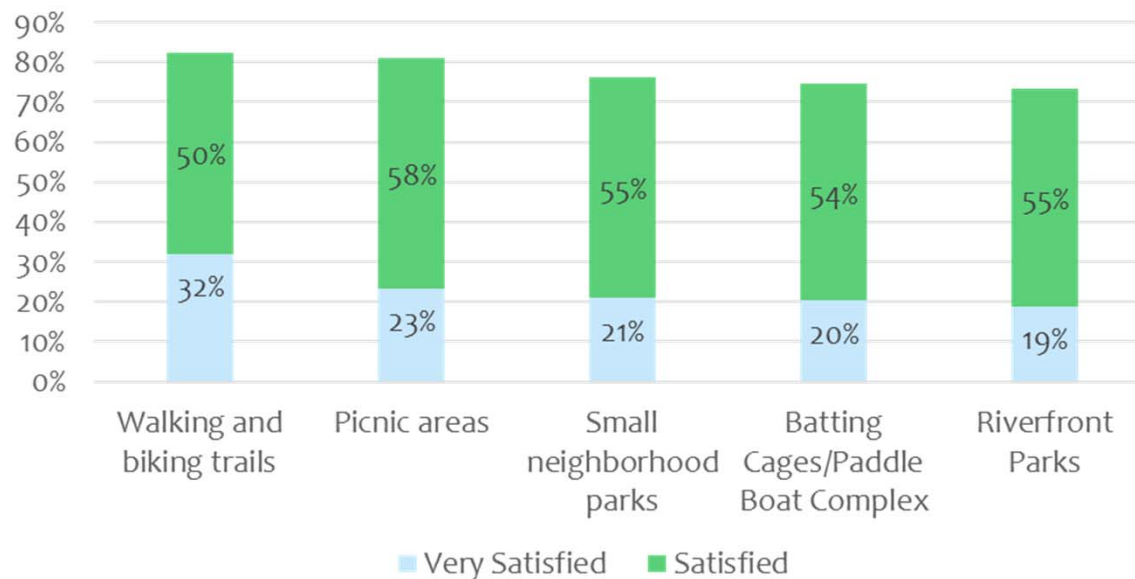
- * Usage of Park District Parks and Facilities is very high (88%)

How often did you and members of your household use Quincy Park District Parks Over the Past 12 Months?



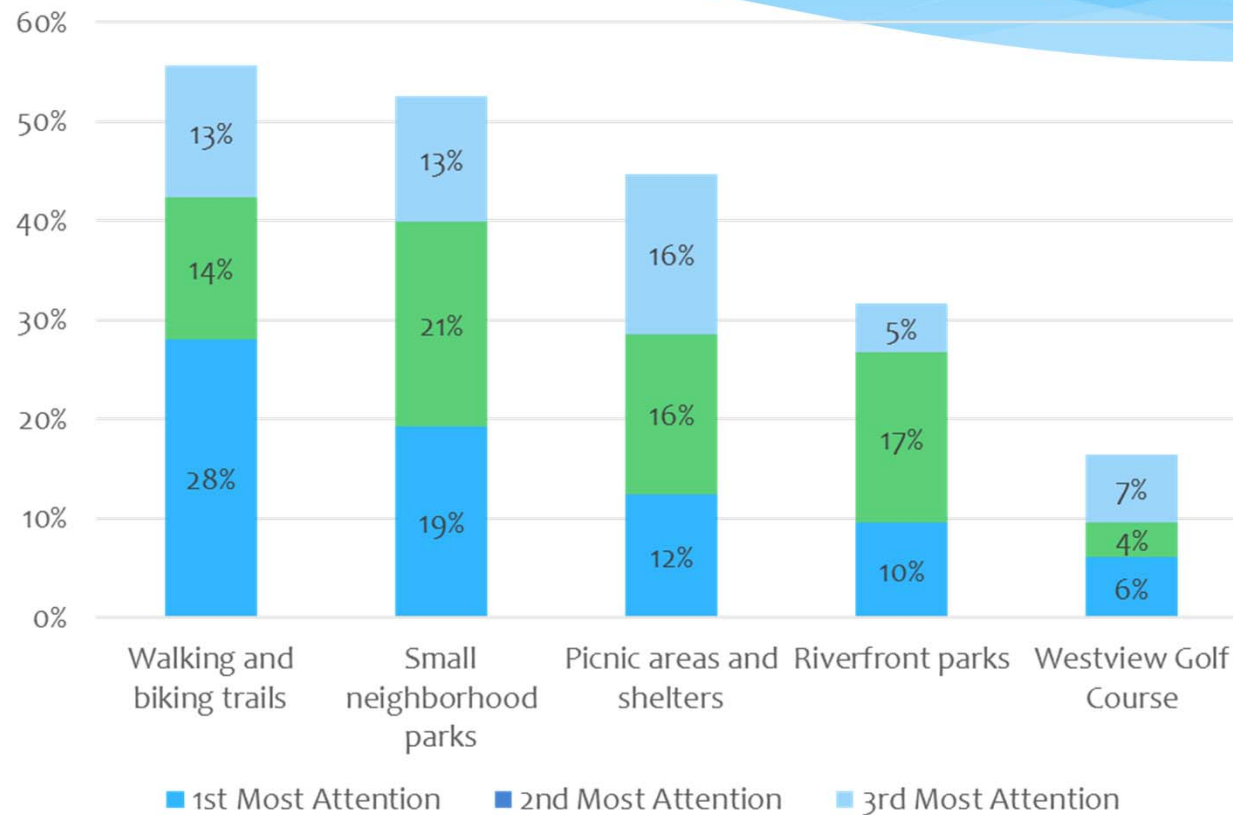
Quincy Park District Summary of Key Findings

- * Out of 17 major facilities measured, satisfaction was the highest with walking and biking trails, picnic areas, small neighborhood parks, Batting Cages/Paddle Boat Complex and riverfront parks



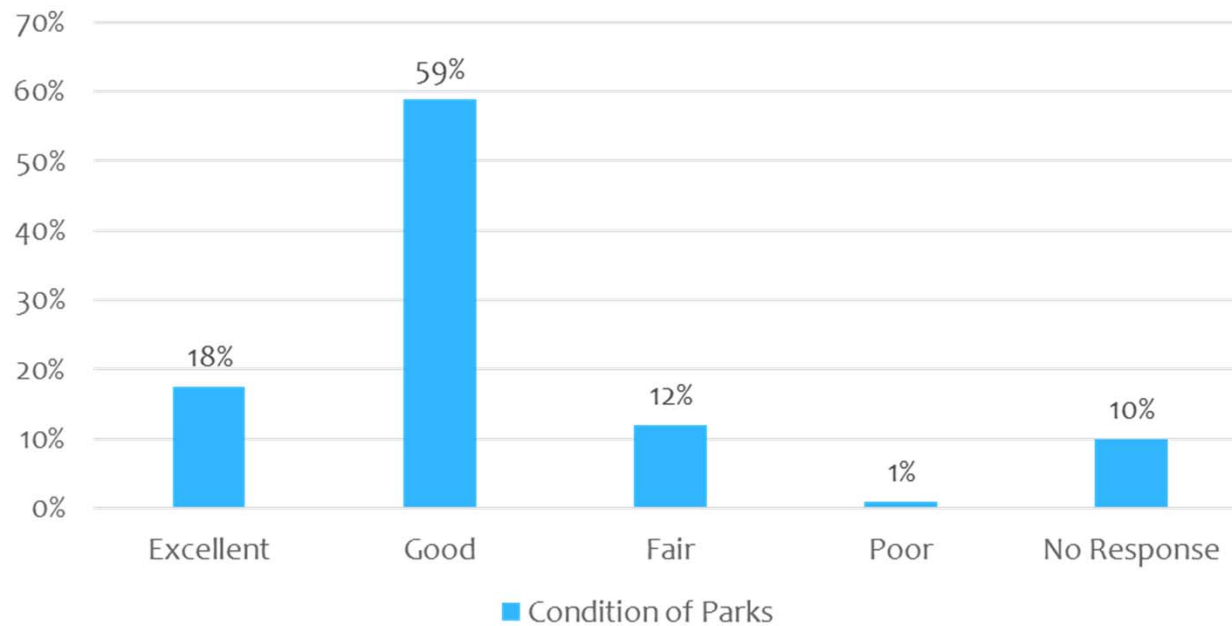
Quincy Park District Summary of Key Findings

- Walking and biking trails, small neighborhood parks, picnic areas and shelters, riverfront parks, and the Westview Golf Course were facilities residents felt the Quincy Park District should pay the most attention to over the next 2 years



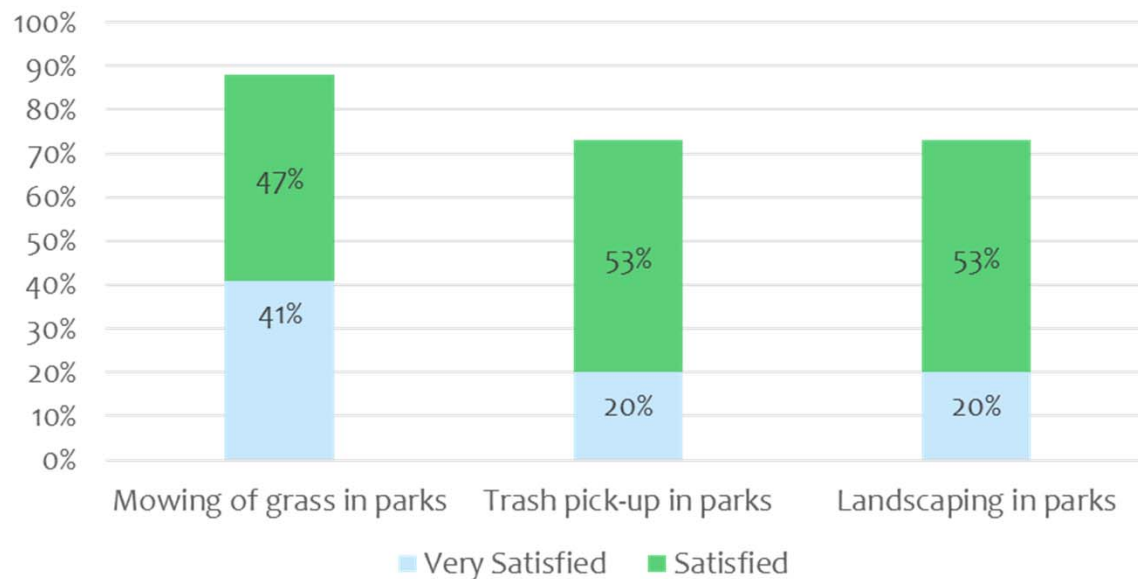
Quincy Park District Summary of Key Findings

- * 77% of respondents rated the condition of parks, trails and facilities as “excellent” or “good”



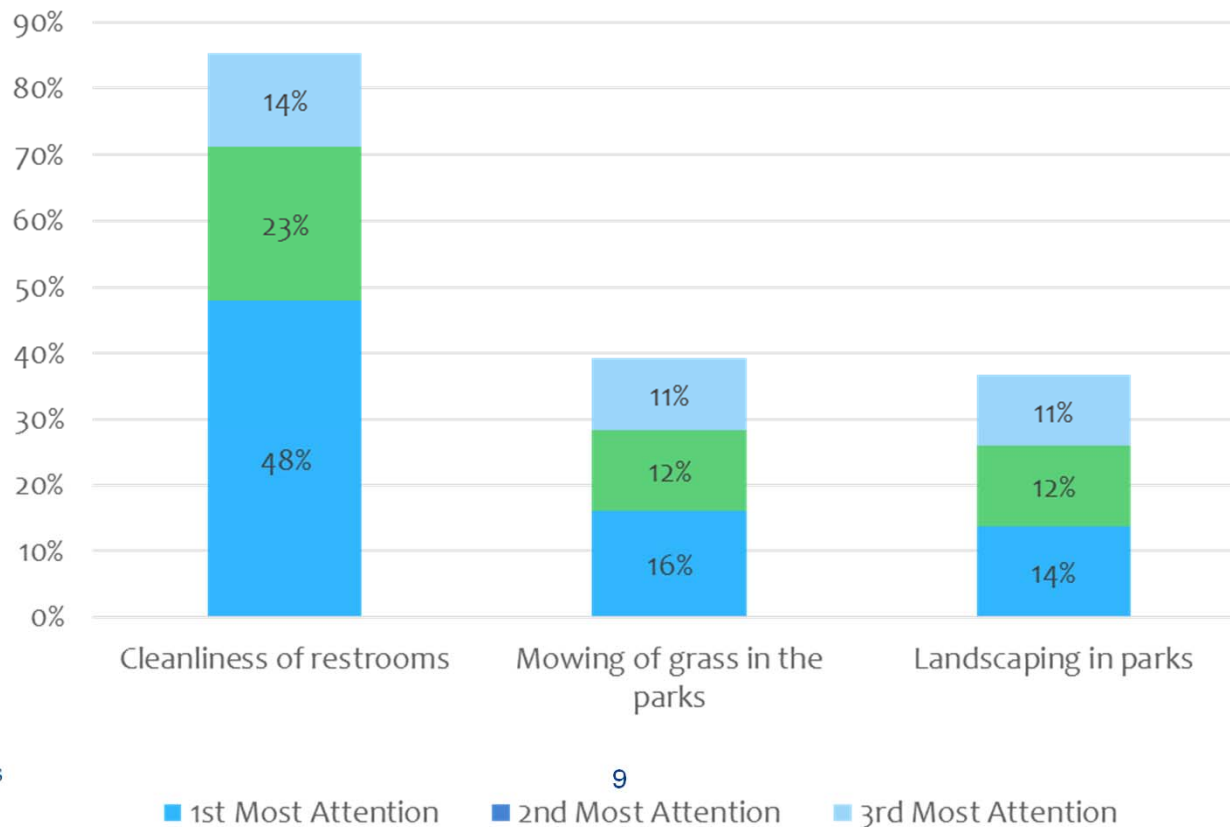
Quincy Park District Summary of Key Findings

- * Satisfaction with maintenance services is highest for “mowing of grass in parks”, “trash pick-up in parks” and “landscaping in parks”



Quincy Park District Summary of Key Findings

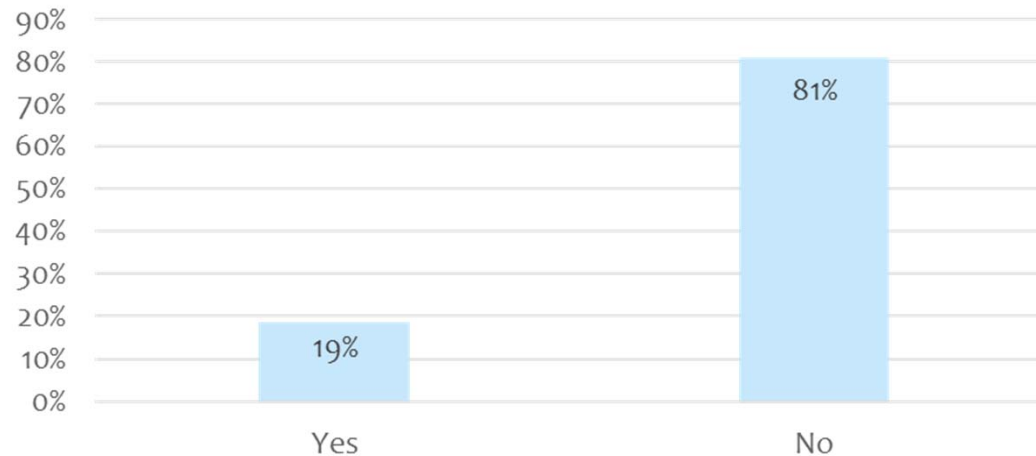
- * Respondents indicated that “cleanliness of restrooms in parks”, “landscaping in parks”, and “mowing of grass in the parks” are the three maintenance services that should receive the most attention over the next 2 years



Quincy Park District Summary of Key Findings

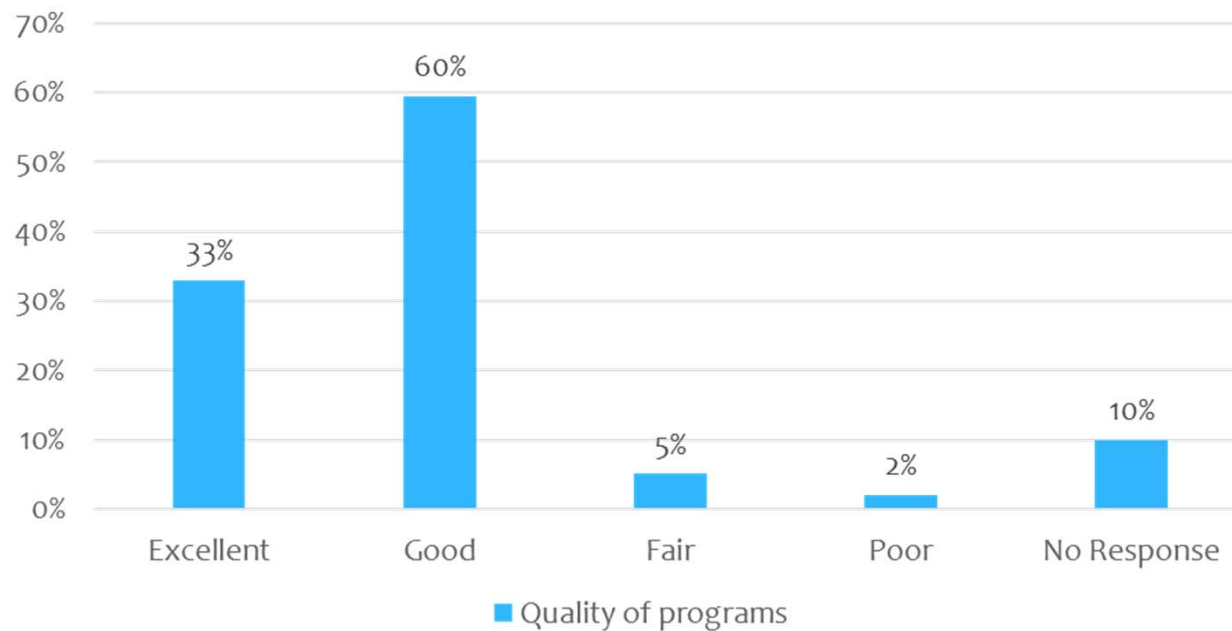
- * Participation in programs is low with 19% of households participating over the past 12 months

Have you or any member of your households participated in any recreation programs offered by the Quincy Park District during the past 12 months?



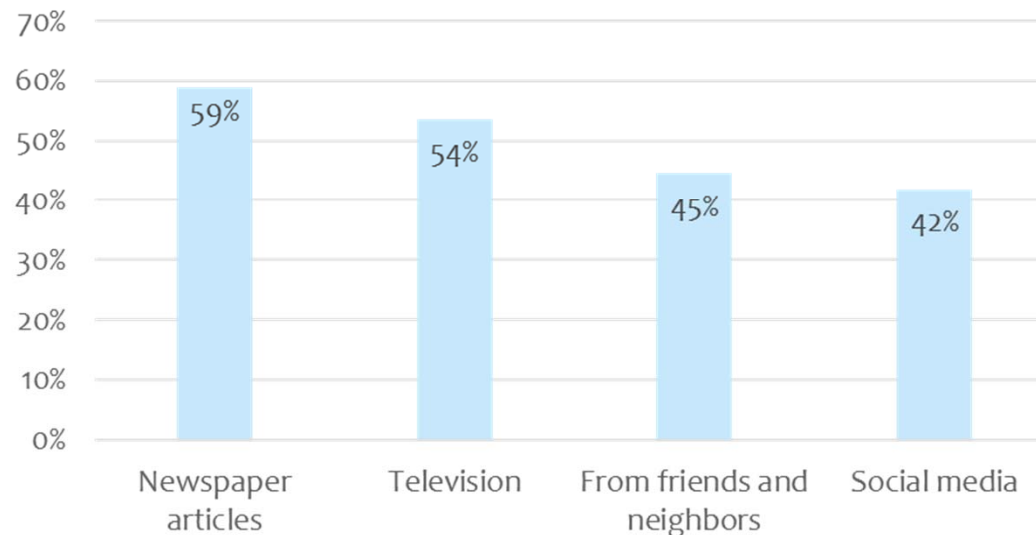
Quincy Park District Summary of Key Findings

- * Over 90% of program participant households rate the programs as “excellent” or “good”



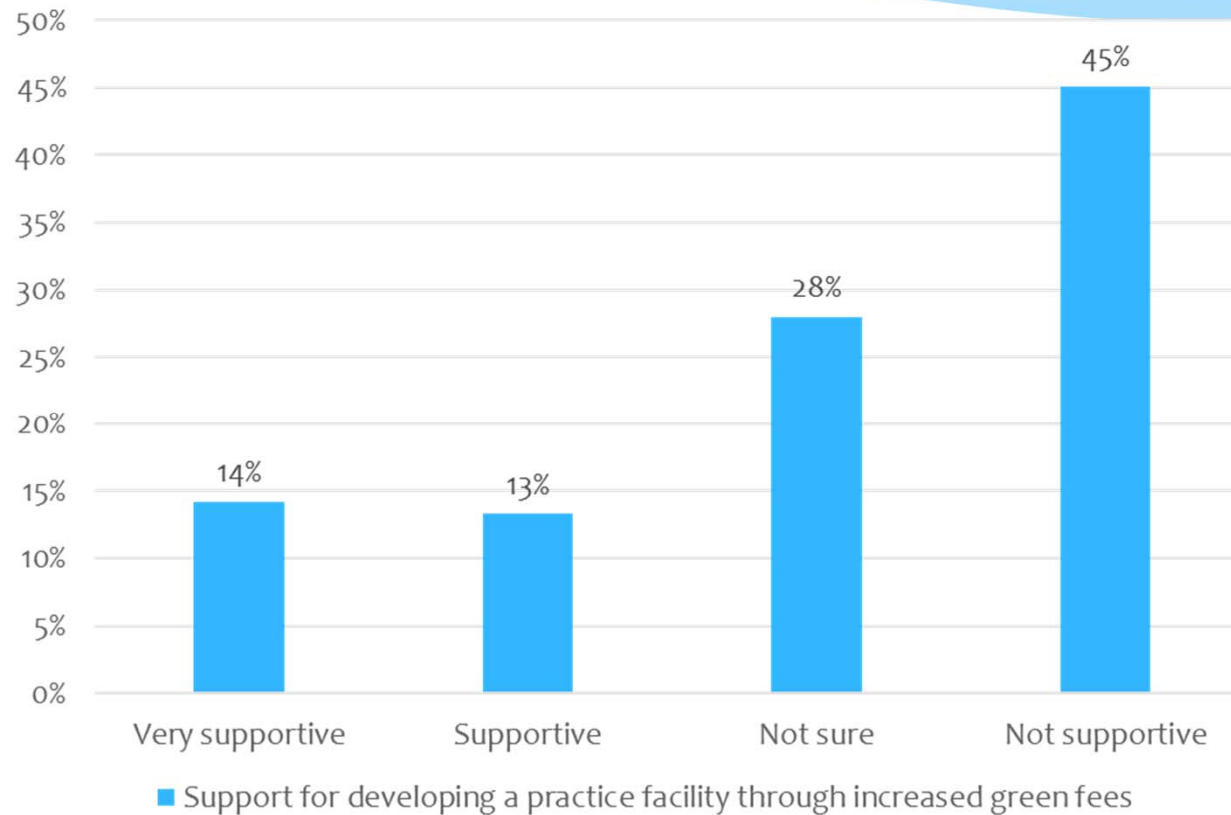
Quincy Park District Summary of Key Findings

- * Newspaper articles (59%), television (54%), from friends and neighbors (45%) and social media (42%) are major sources of residents learning about Quincy Park District programs and activities



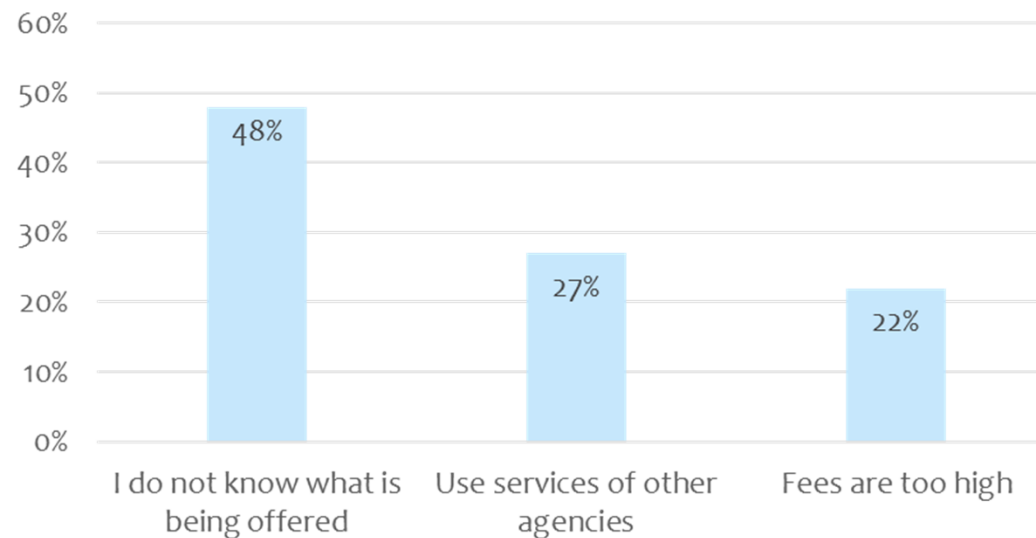
Quincy Park District Summary of Key Findings

- * Only 27% of golfers were “very supportive” or “somewhat supportive” of building a practice facility driving range through increased green fees. Over 25% were not sure



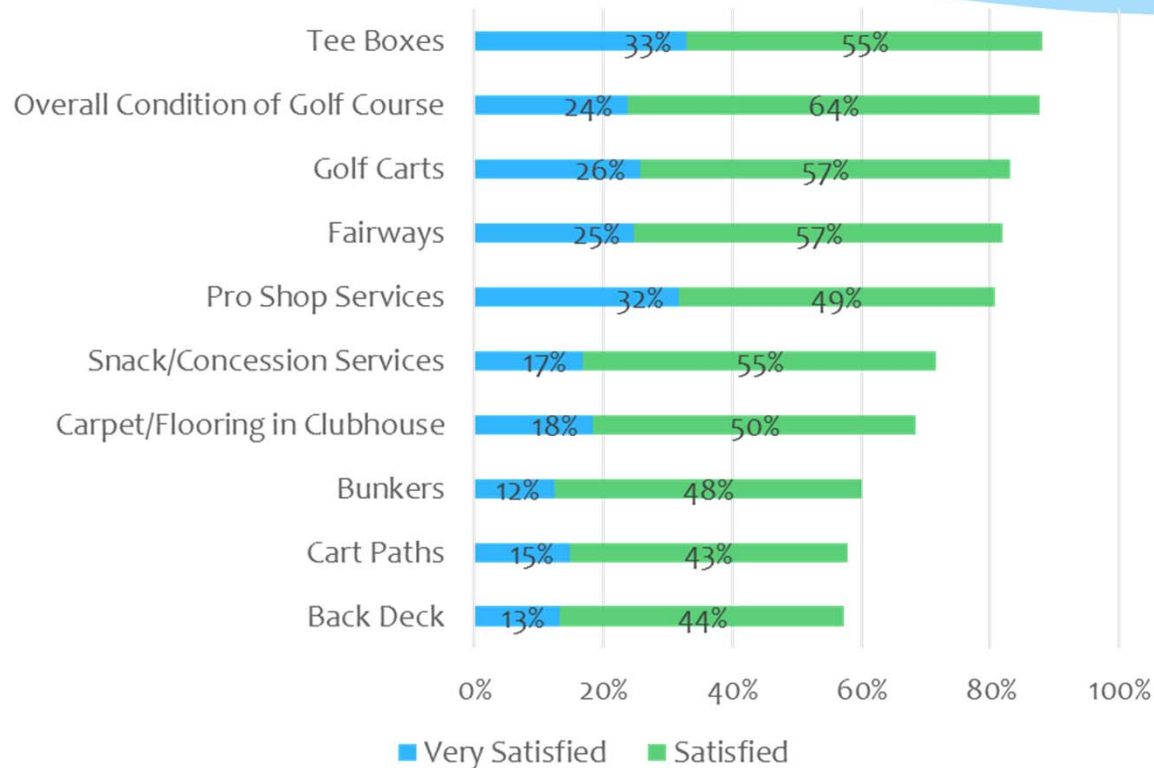
Quincy Park District Summary of Key Findings

- * Major reason residents did not use the Quincy Park District program services at all or more was “I do not know what is being offered,” use services of other agencies” and “fees are too high”



Quincy Park District Summary of Key Findings

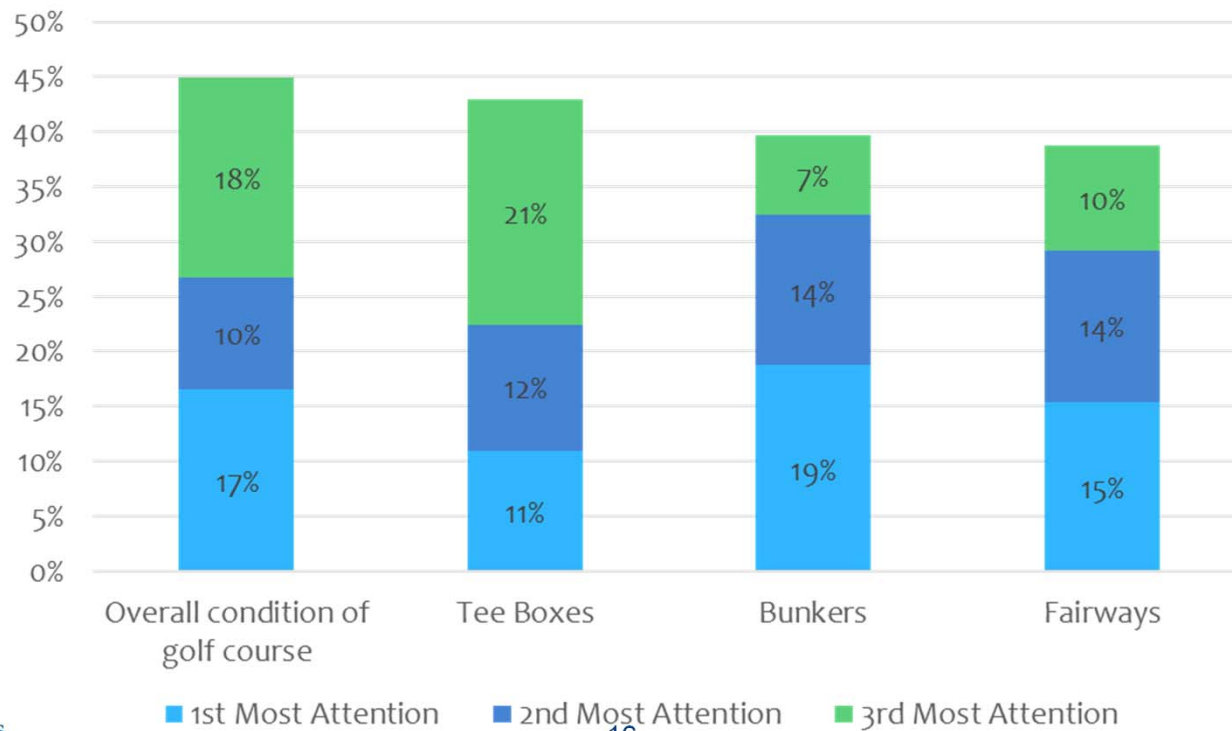
- * A majority of respondents were either “very satisfied” or “satisfied” with all of the 10 major service areas for the Westview Golf Course. Satisfaction was highest with the overall condition of the golf course



Quincy Park District Summary of Key Findings

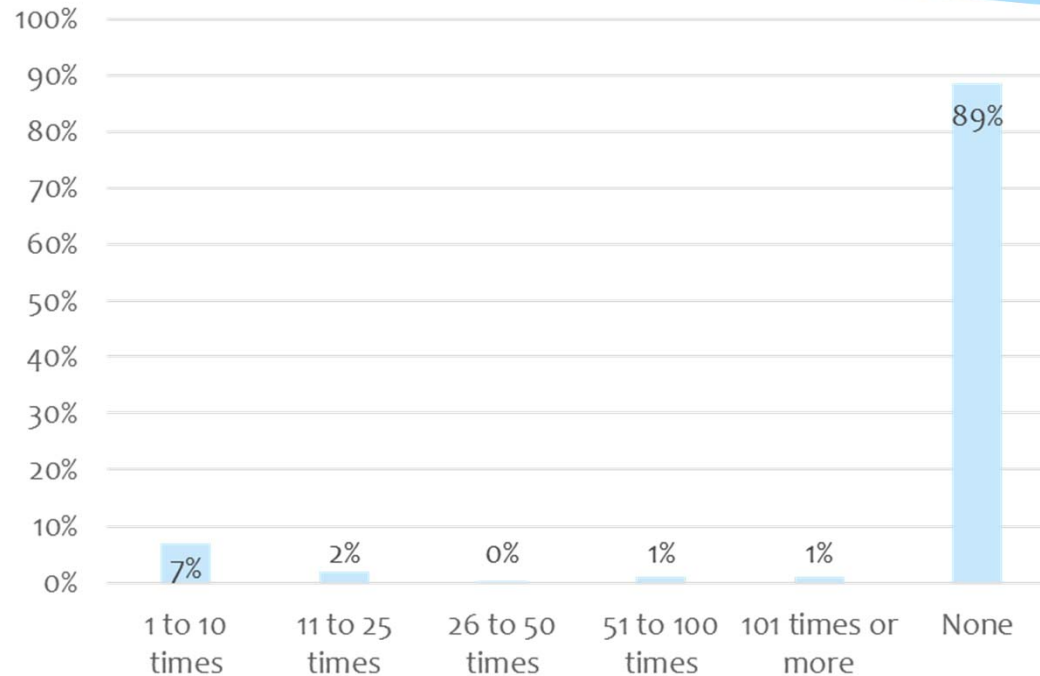
- * The overall condition of the Westview Golf Course, tee-boxes, bunkers, and fairways are the most important services to receive attention from the Park District over the next 2 years

Services to Receive the Most Attention



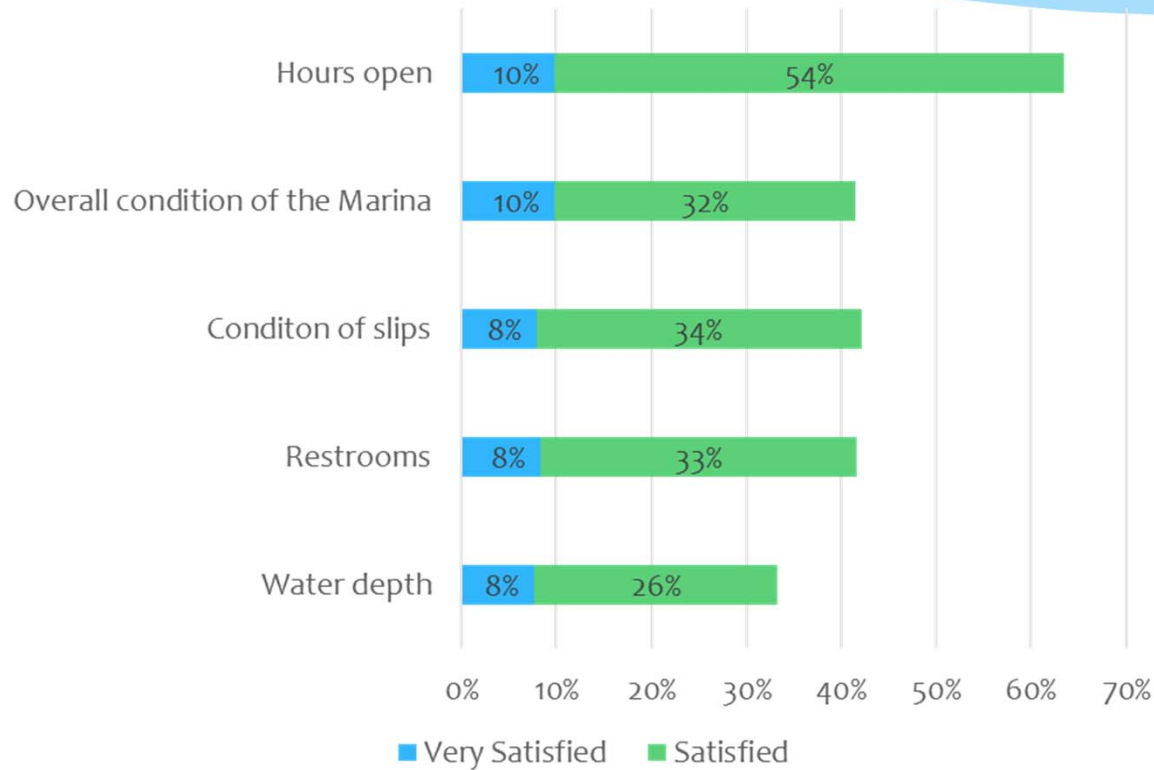
Quincy Park District Summary of Key Findings

- * Only 11% of respondents utilized the Art Keller Marina over the past 12 months



Quincy Park District Summary of Key Findings

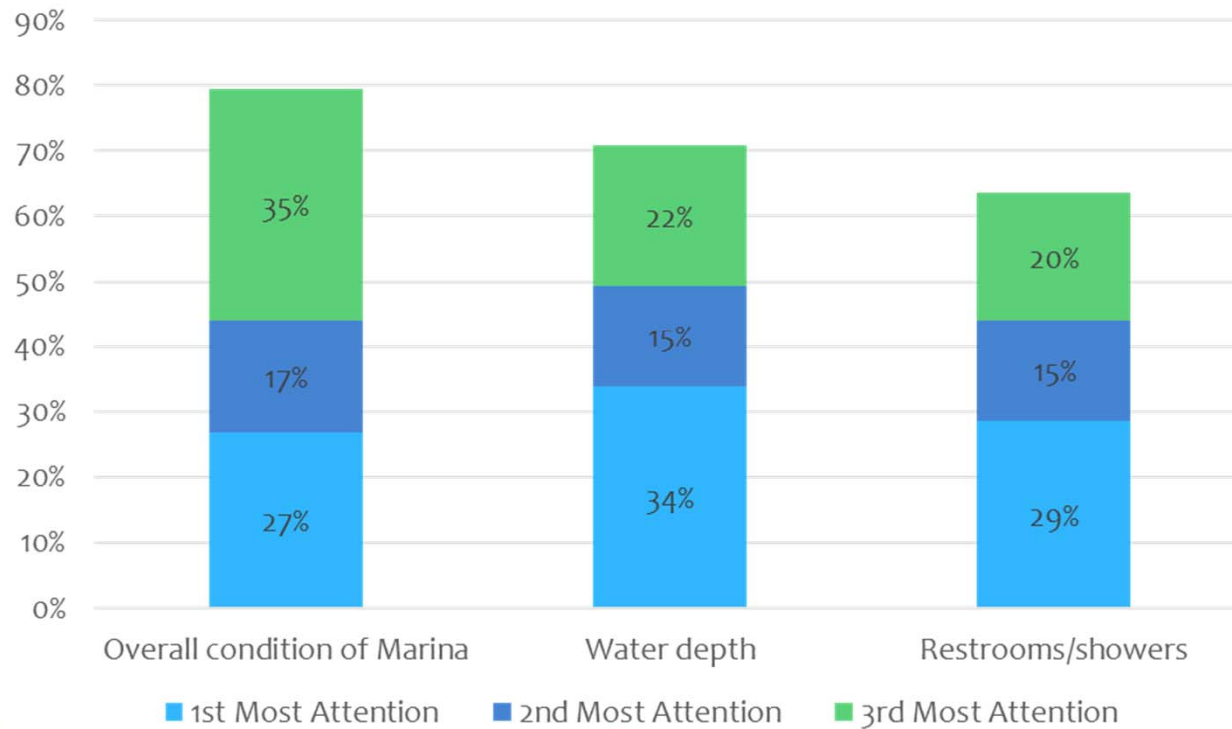
- * “Very satisfied” and “satisfied” ratings are lower than 50% for 4 out of 5 Marina services



Quincy Park District Summary of Key Findings

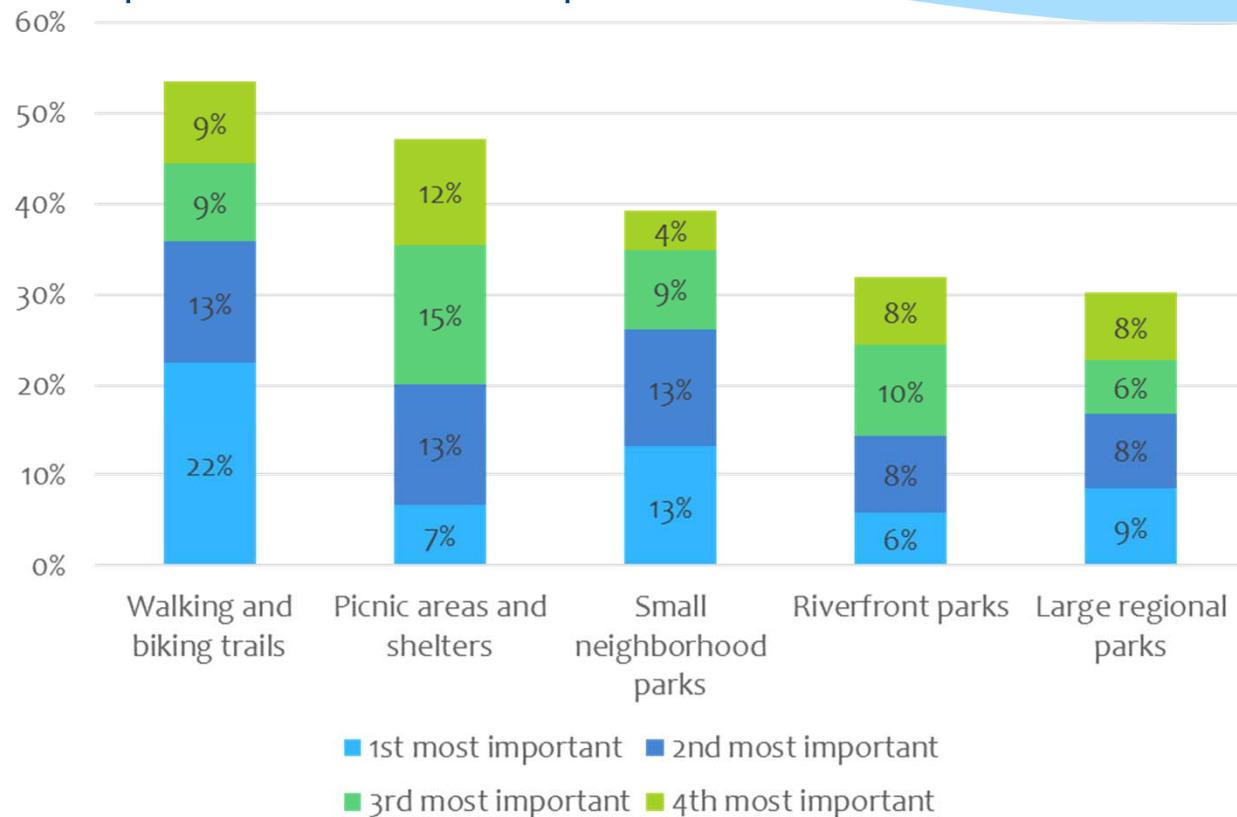
- * Out of 5 evaluated services, “water depth”, “overall condition of the Marina” and “restrooms/showers” were the top 3 services that should receive attention from Park District officials

Services to Receive the Most Attention



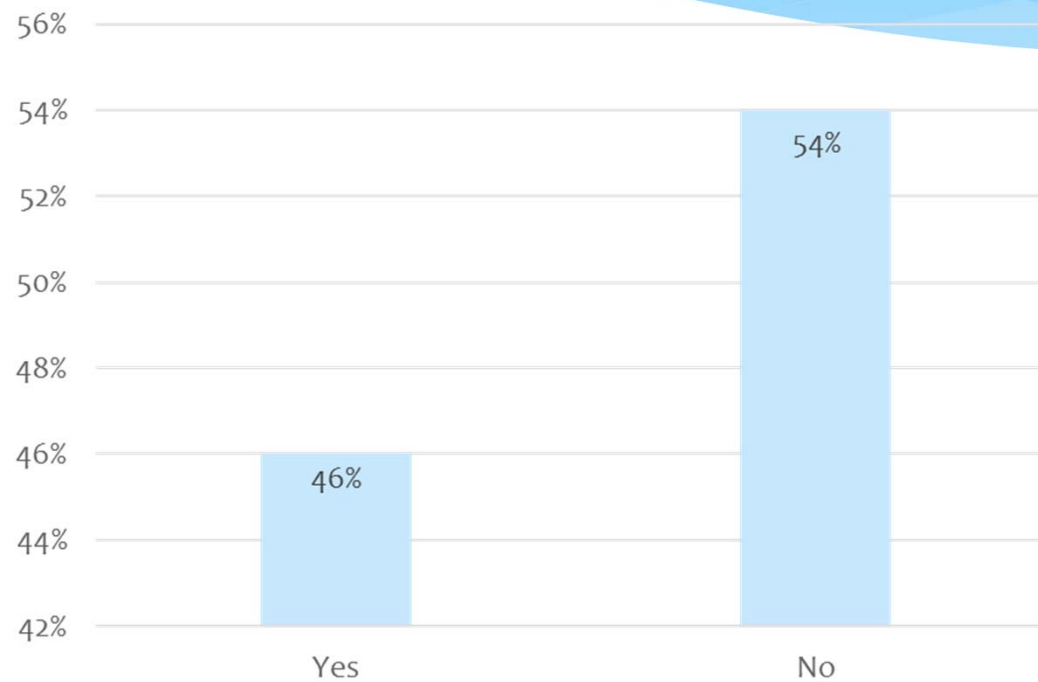
Quincy Park District Summary of Key Findings

- * Out of 22 types of facilities, walking and biking trails, small neighborhood parks, large regional parks, picnic areas and shelters, and river front parks are the most important to households



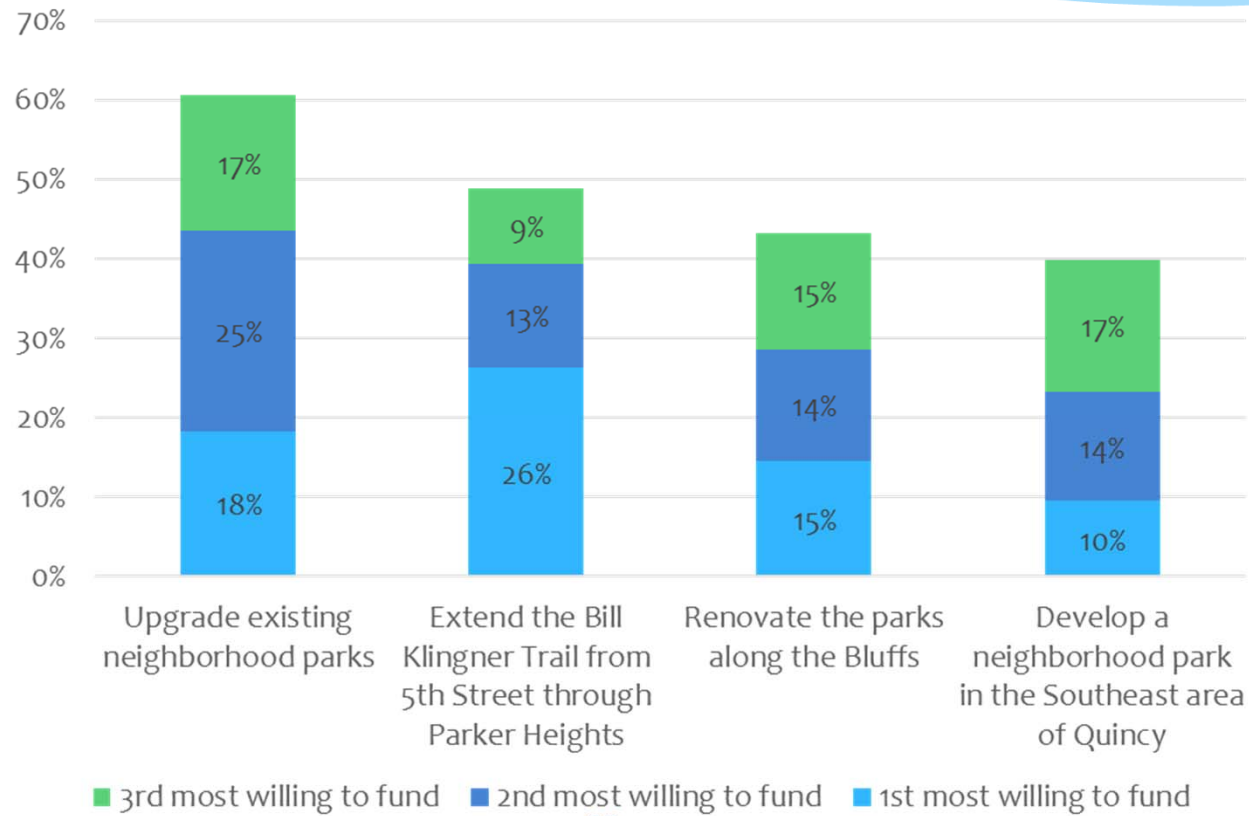
Quincy Park District Summary of Key Findings

* 46% of households have used the Bill Klingner Trail over the past 2 years



Quincy Park District Summary of Key Findings

- Out of 8 potential actions, the actions respondents would be most willing to fund with their tax dollars are extend the Bill Klingner Trail from 5th street through Parker Heights, upgrade existing neighborhood parks, renovate the parks along the Bluffs, i.e. Riverview, Sunset and Gardner Park, and develop a neighborhood park in the Southeast area of Quincy



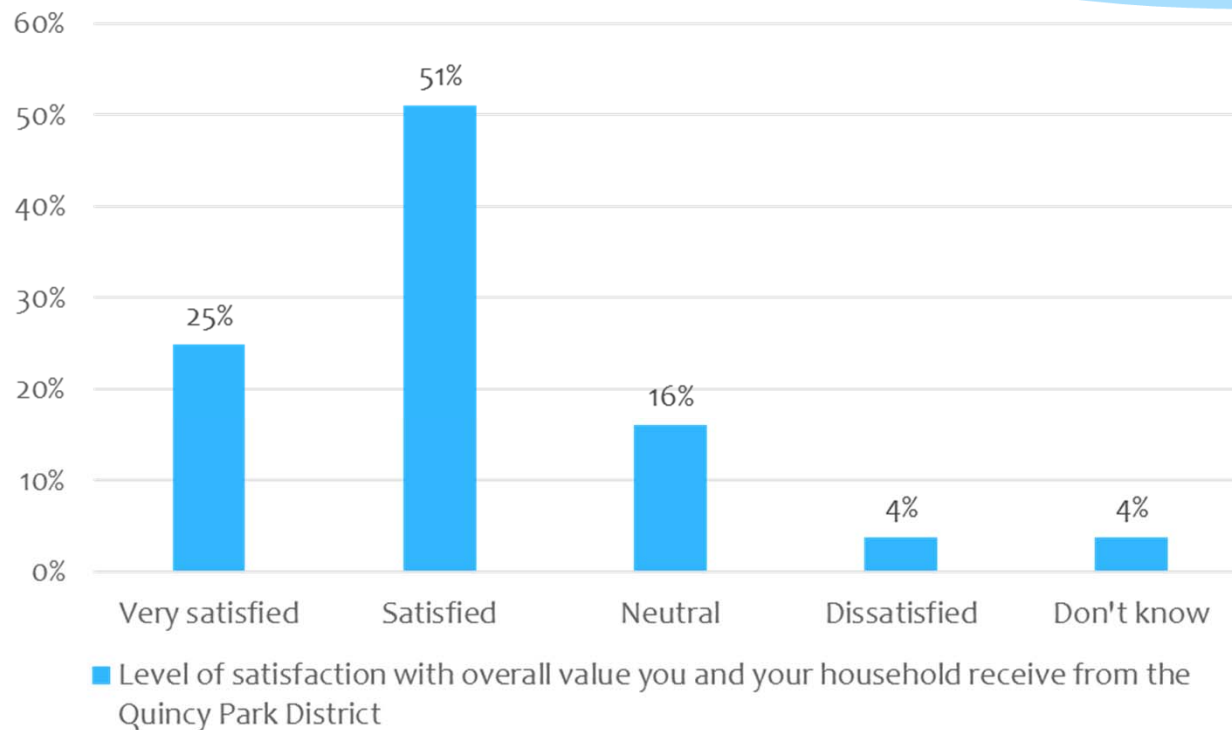
Quincy Park District Summary of Key Findings

- * 69% of respondents would be willing to pay some level of increased property tax funding for the types of projects that were rated as their top 3 choices in Q23 (previous slide)



Quincy Park District Summary of Key Findings

- * 76% of respondents are either “very satisfied” (25%) or “satisfied” (51%) with the overall value they receive from parks, recreation facilities and programs provided by the Quincy Park District





Questions

Quincy Park District

Methodology for Non-Statistically Valid Survey

- * Survey questions were the same as on the statistically valid survey
- * Survey administered by web by Ron Vine and Associates
- * 2,257 surveys were sent out by e-mail to group members from the Westview Golf Course, Art Keller Marina, community leaders and others. The e-mail addresses were from the data-base of the Quincy Park District
- * The survey was open for 3 weeks and 3 reminders were sent to each e-mail address receiving a survey
- * Contract goal was completion of 200 surveys
- * Actually received 383 completed surveys, with an additional 210 partially completed surveys



Quincy Park District

Key Findings from Non-Statistical Survey that Were Similar to the Statistically Valid Survey

- * Usage of Park District Parks and Facilities was slightly higher (95%) than in the statistical survey (87%)
- * The same 2 facilities were selected as the most important to receive attention over the next 2 years, i.e. walking and biking trails and small neighborhood parks
- * Cleanliness of restrooms in the parks remained the most important maintenance service to receive attention
- * Overall condition of golf course and bunkers remained in the top 3 services to receive attention
- * Overall condition of the Marina and water depth remained the top 2 services to receive attention



Quincy Park District

Key Findings from Non-Statistical Survey that Were Similar to the Statistically Valid Survey

- * Walking and biking trails and neighborhood parks remained the most important facilities
- * “I do not know what is being offered” remained the top reason for not using Park District more often
- * Usage of the Bill Klinger Trail remained high (54% of respondents)
- * “Extend the Bill Klingner Trail” and “upgrade existing neighborhood parks” remained the top 2 actions to support with tax dollars



Quincy Park District

Key Findings from Non-Statistical Survey that Were Different than the Statistically Valid Survey

- * Attention to the overall condition of the Art Keller Marina was significantly higher
- * Attention to snacks/concessions services at the Westview Golf Course were more important
- * The importance of the Westview Golf Course was significantly higher
- * Participation in programs were significantly higher
- * Greater support for developing a neighborhood park in SE Quincy
- * More respondents would be willing to pay a property tax increase

