

# City of Kentwood Parks and Recreation Needs Assessment Survey

## Findings Report

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2018

**Submitted to the City of Kentwood, Michigan:**

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

**June 2018**





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# City of Kentwood

## Parks and Recreation Needs Assessment Survey

### Executive Summary

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#### Overview

ETC Institute administered a needs assessment survey for the City of Kentwood Parks and Recreation Department during the spring of 2018. The survey was administered as part of the City's efforts to establish priorities for the future improvement of parks, recreation facilities, programs, and services within the community. The survey and its results will guide the Kentwood City in taking a community values-driven approach to making decisions that will guide the future of the parks system and recreation programs, enriching the lives of residents, and enhancing the community.

#### Methodology

ETC Institute mailed a survey packet to a random sample of households throughout the City of Kentwood. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it on-line.

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

The goal was to obtain completed surveys from at least 350 residents. The goal was accomplished, with a total of 351 residents completing the survey. The overall results for the sample of 351 households have a precision of at least +/-5.2% at the 95% level of confidence.

This report contains the following:

- Charts showing the overall results of the survey (Section 1)
- Priority Investment Rating (PIR) that identifies priorities for facilities and programs (Section 2)
- Importance-satisfaction analysis; this analysis was completed to determine priority actions for the City to address based upon the survey results (Section 3)
- Benchmarking analysis comparing the City's results to national results (Section 4)
- Tabular data showing the overall results for all questions on the survey (Section 5)
- A copy of the survey instrument (Section 6)

## Overall Facility Use

The most used Kentwood City parks and facilities include: Paul Henry Trail (32%), Pinewood Park (23%), and East West Trail (20%). Summerwood Park (1%) and Rondo Street Station (2%) were the least used facilities during the past 12 months. Burgis Park (100%), Summerwood Park (100%), East West Trail (96%) and Paul Henry Trail (95%) received the highest “excellent” and “good” responses when respondents were asked to rate the condition of the parks and facilities they have used.

## Program Participation and Ratings

Twelve percent (12%) of respondents indicated they have participated in at least one recreation or sports program offered by the City of Kentwood Parks and Recreation Department during the past 12 months. All respondents participated in three or fewer programs or activities during the past 12 months. Ninety-five percent (95%) of respondents rated the overall quality of the programs and activities they have participated in as either “excellent” or “good”. Most respondents (68%) indicated their primary reason they have participated in recreation programs or activities is due to the location of the facility.

## Organizations Used for Indoor and Outdoor Recreation

Twenty-seven percent (27%) of respondents indicated their household has used the City of Kentwood Parks and Recreation Department for indoor and outdoor recreation and sports activities during the past 12 months. The other organizations that households use the most include: churches (23%), County parks (23%), and school district facilities (22%).

## Barriers to Park, Facility and Program Usage

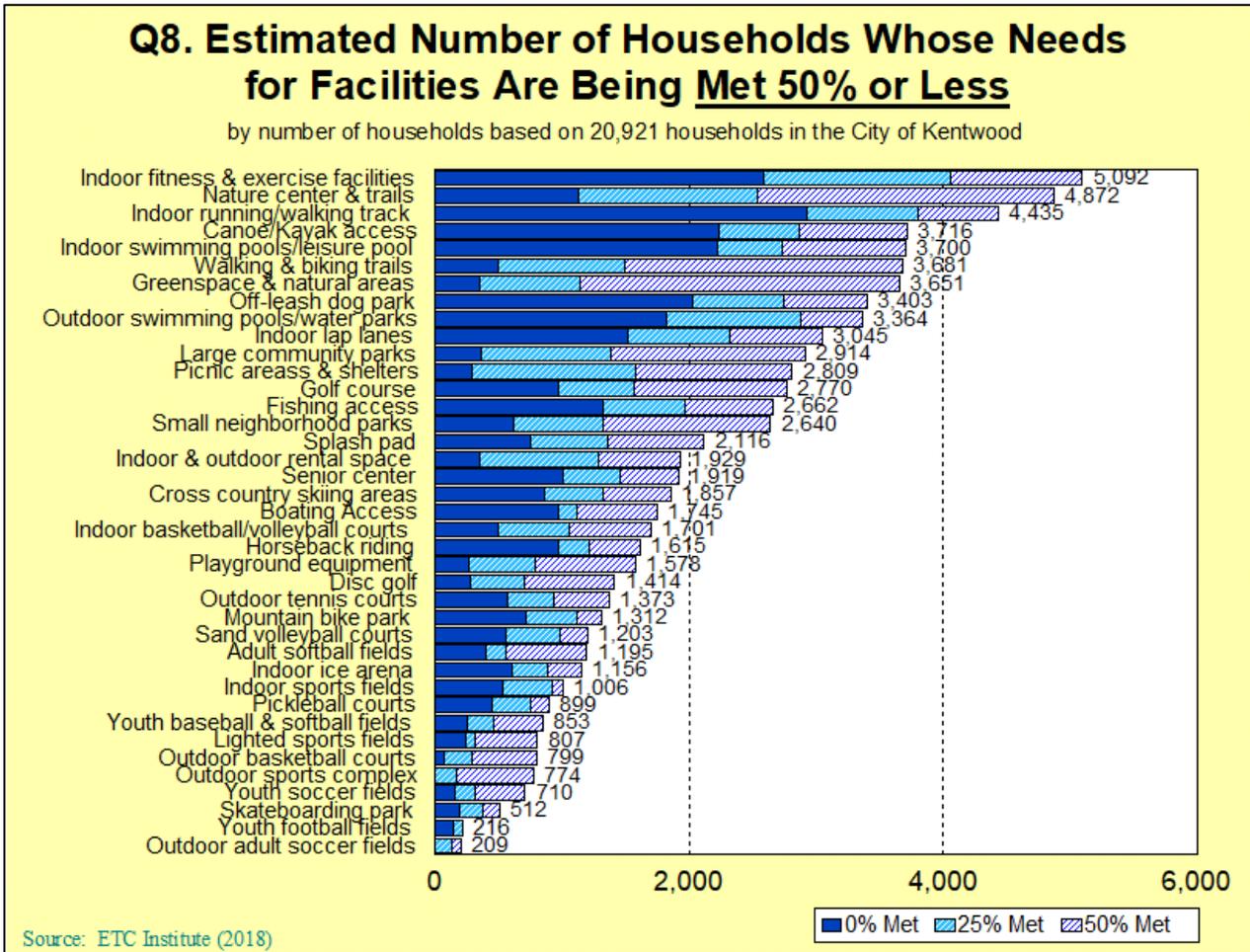
Respondents were asked from a list of 18 potential reasons to identify what prevents them from using parks, recreation facilities, or programs of the City of Kentwood more often. The top two reasons by a wide margin were: “I do not know what is being offered” (40%) and “I do not know location of facilities” (30%). Only 1% listed “customer service by staff” as a reason preventing them from using City parks, facilities or programs more often.

## Facility Needs and Priorities

**Facility Needs:** Respondents were asked to identify if their household had a need for 39 recreation facilities and amenities and rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various facilities.

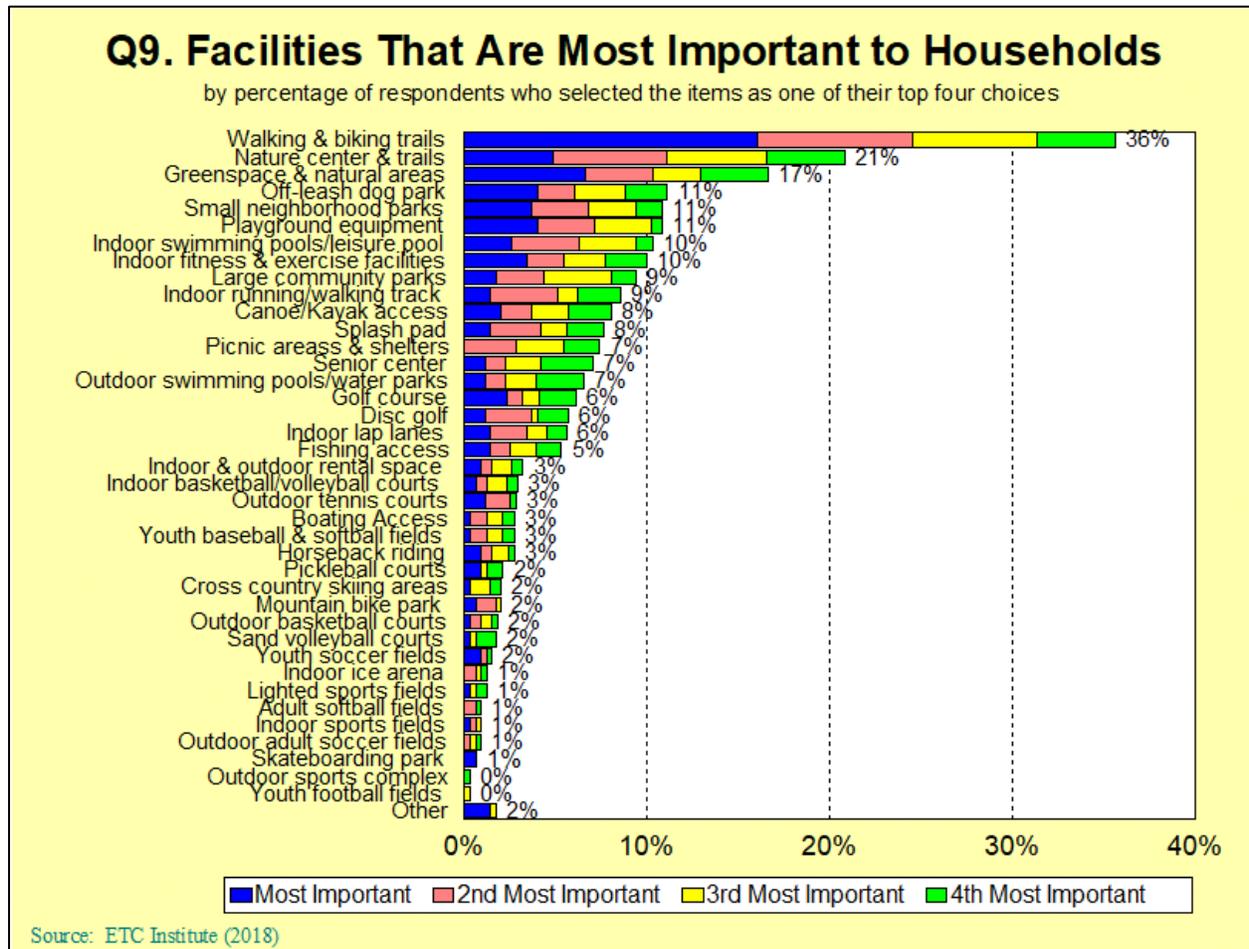
The three recreation facilities with the highest percentage of households that indicated a need for the facility were: walking and biking trails (52%), nature center and trails (46%), and greenspace and natural areas (39%). When analyzing the needs in the community, ETC Institute determined that the facilities with the highest level of unmet needs are: indoor fitness and exercise facilities (5,092 households), nature center and trails (4,872 households) and indoor

running/walking track (4,435 households). The estimated number of households that have unmet needs for each of the 39 facilities that were assessed is shown in the chart below.



**Facility Importance:** In addition to assessing the needs for each facility, ETC Institute also assessed the importance that residents placed on each facility. Based on the sum of respondents’ top four choices, the three most important facilities to residents were: walking and biking trails (36%), nature center and trails (21%), and greenspace and natural areas (17%). The percentage of residents who selected each facility as one of their top four choices is shown in the chart at the top of the following page.

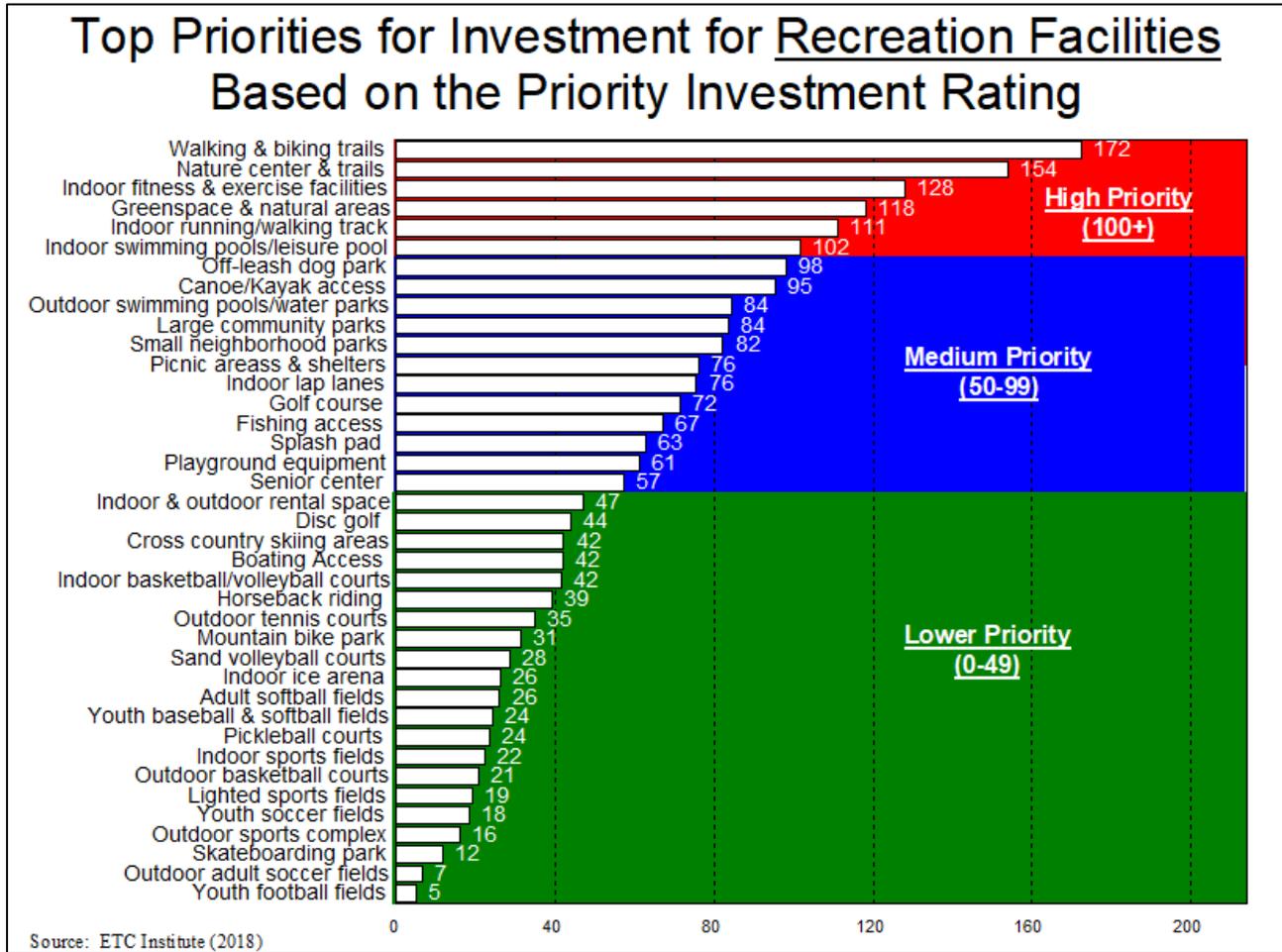
**Priorities for Facility Investments:** The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on Parks, Recreation and Forestry investments. The Priority Investment Rating (PIR) equally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



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

- Walking and biking trails (PIR=172)
- Nature centers and trails (PIR=154)
- Indoor fitness and exercise facilities (PIR=128)
- Greenspace and natural areas (PIR=118)
- Indoor running/walking track (PIR=111)
- Indoor swimming pools/leisure pool (PIR=102)

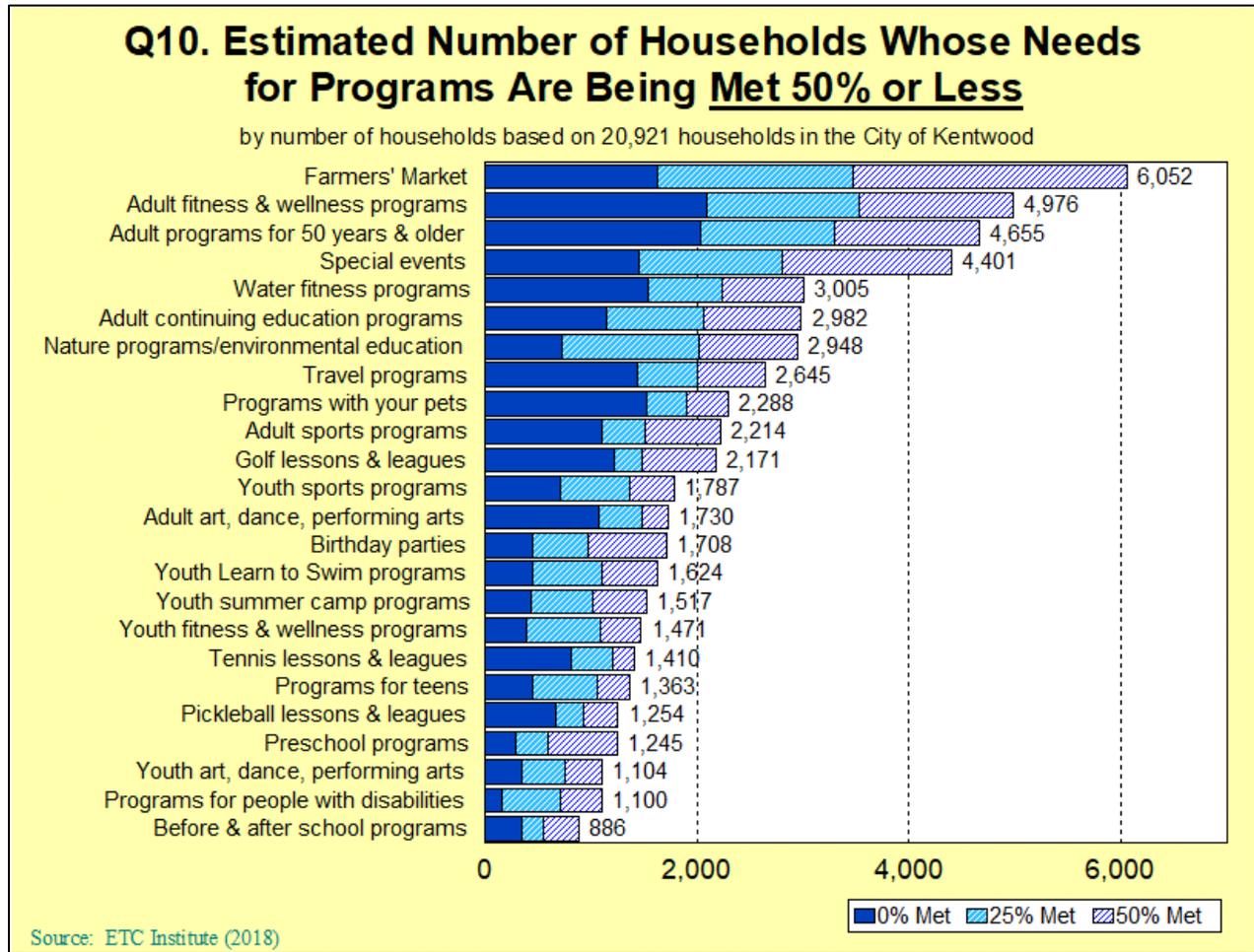
The chart on the following page shows the Priority Investment Rating for each of the 39 facilities that were assessed on the survey.



## Programming Needs and Priorities

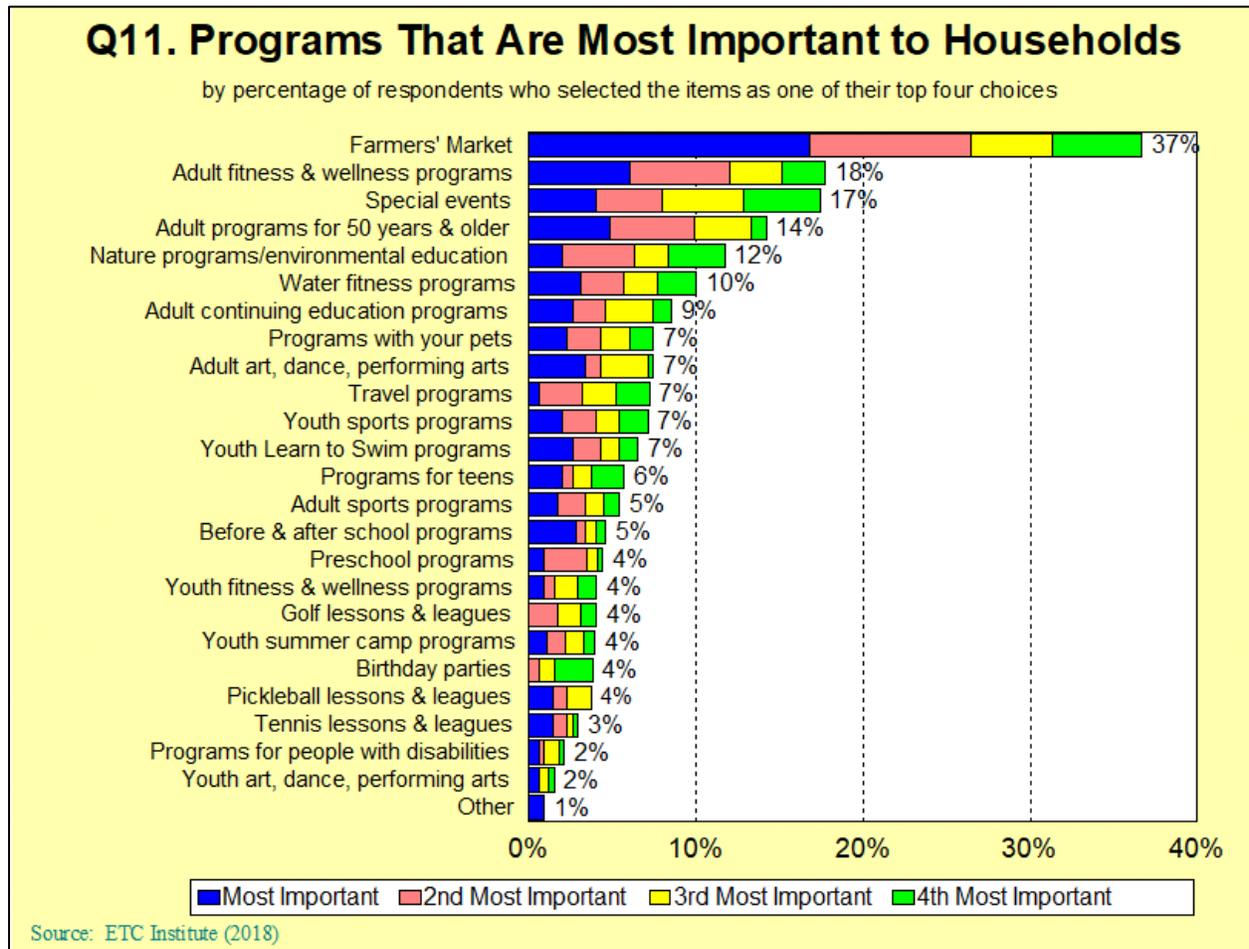
**Programming Needs.** Respondents were also asked to identify if their household had a need for 24 recreational programs and rate how well their needs for each program were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had “unmet” needs for each program.

The three programs with the highest percentage of households that had needs were: Farmers’ market (50%), adult fitness and wellness programs (31%), and special events (31%). When analyzing the needs in the community, ETC Institute determined that the programs with the highest level of unmet needs are: Farmers’ market (6,052 households), adult fitness and wellness programs (4,976 households) and adult programs for ages 50 years and older (4,655 households). The estimated number of households that have unmet needs for each of the 24 programs that were assessed is shown in the chart at the top of the following page.



**Program Importance.** In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents place on each program. Based on the sum of respondents' top four choices, the three most important programs to residents were: Farmers' Market (37%), adult fitness and wellness programs (18%), and special events (17%).

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

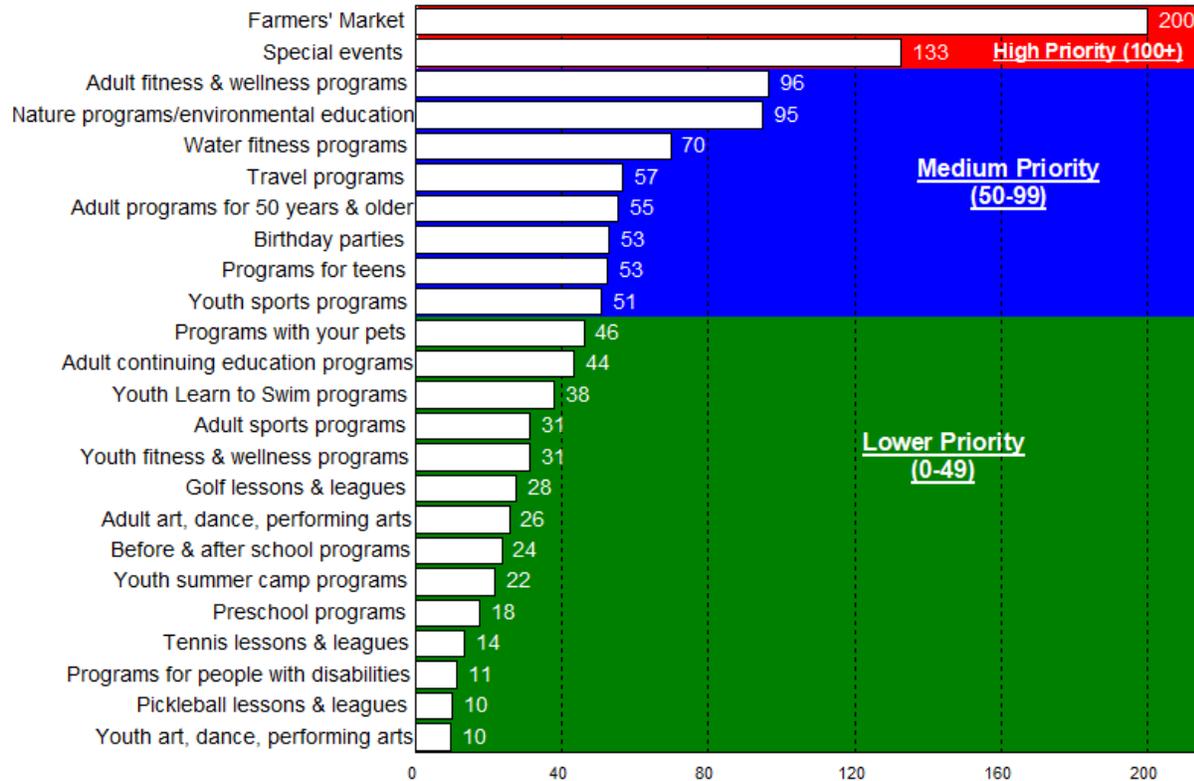


**Priorities for Programming Investments.** Based the priority investment rating (PIR), which was described briefly on page iv of this Executive Summary and is described in more detail in Section 2 of this report, the following two programs were rated as “high priorities” for investment:

- Farmers’ Market (PIR=200)
- Special events (PIR=133)

The chart on the following page shows the Priority Investment Rating (PIR) for each of the 24 programs that were rated.

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



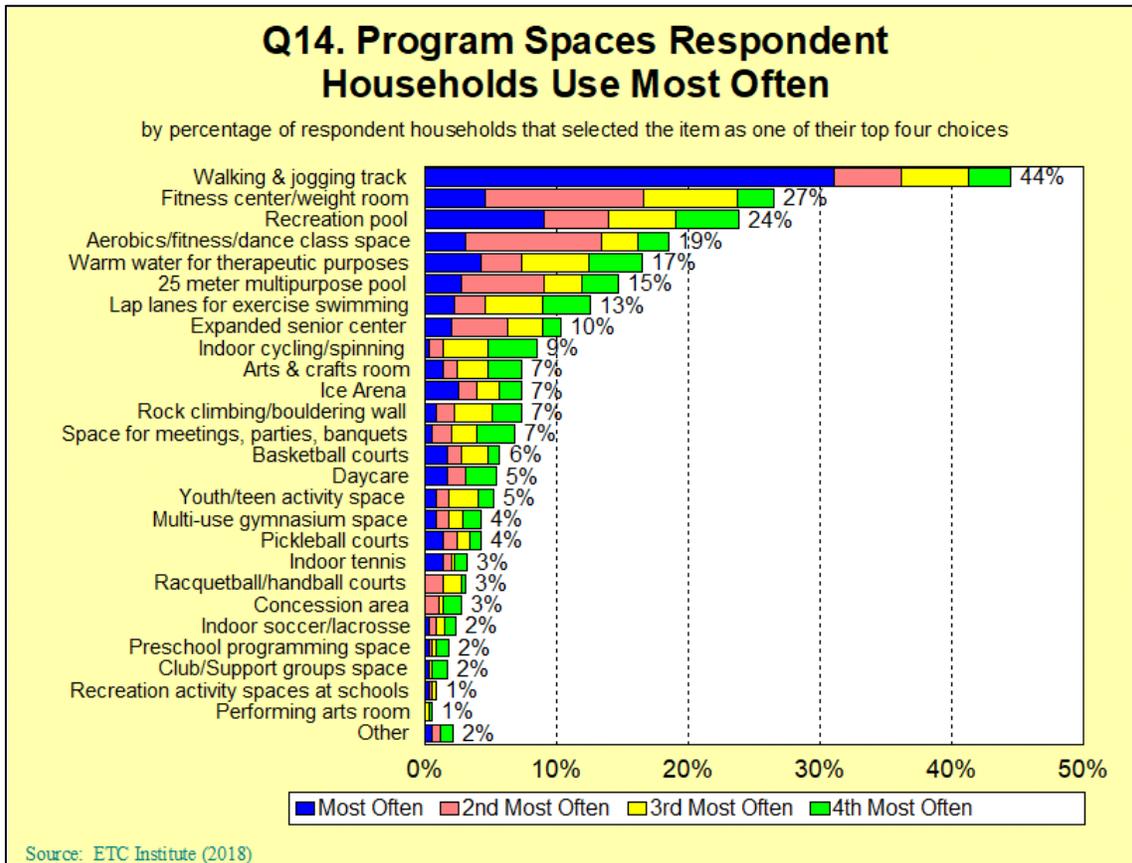
Source: ETC Institute (2018)

## Overall Satisfaction with Kentwood City Services

Respondents were asked to rate their satisfaction with the overall value their household receives from the City of Kentwood Parks and Recreation Department. Thirty-seven percent (37%) of households are “very satisfied” or “somewhat satisfied” with the overall value they receive from the Parks and Recreation Department, compared to only 9% that are “very dissatisfied” of “somewhat dissatisfied”. An additional 28% gave a rating of “neutral” and 26% indicated “don’t know”.

## Potential Program Spaces Households Would Use Most Often

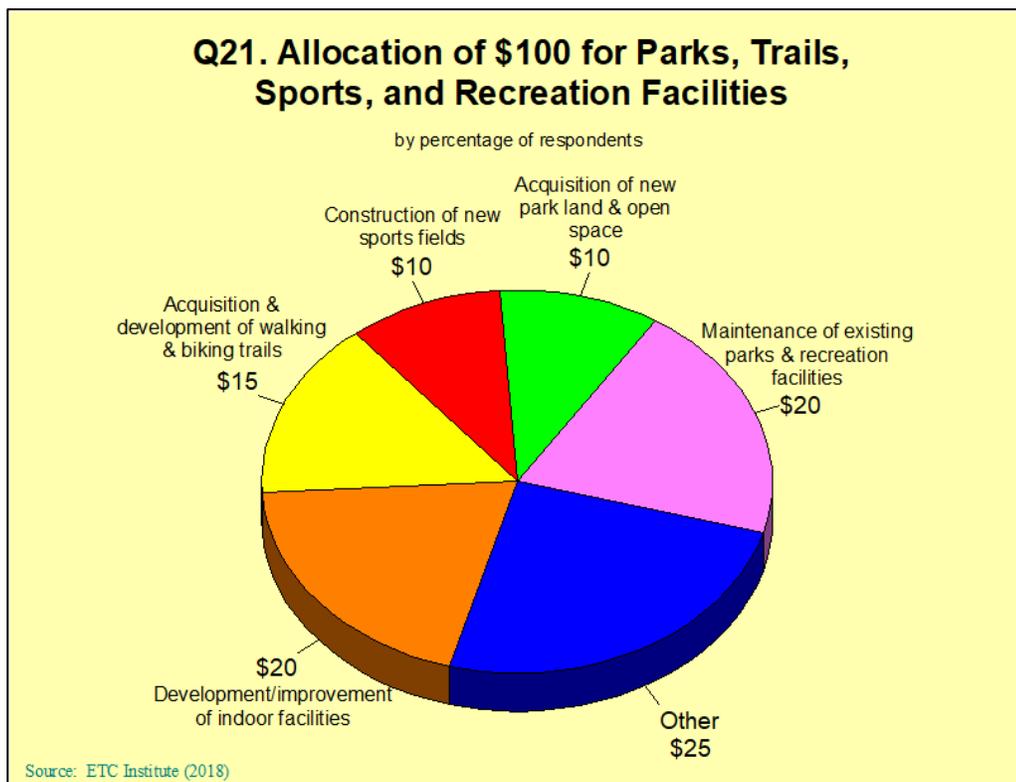
From a list of 26 program spaces that could be added if the City built additional indoor fitness, aquatic or recreation space, households were asked to indicate which four facilities they would use the most. Based on the sum of their top 4 choices, the types of program spaces that households would use the most are: walking and jogging track (44%), fitness center/weight room (27%), and recreation pool (24%). The percentage of households who selected each item as one of their top four most important is shown in the chart below.



## Additional Findings

- Respondents were asked to indicate how their household learns about City of Kentwood Parks and Recreation Department programs and activities. The most frequently mentioned methods were: from friends and neighbors (30%), City website (30%), and parks and recreation program guide (29%).
- Respondents were asked to indicate their level of support for the City developing a youth sports association to assist in coordinating various programs offered in the community. Fifty-eight percent (58%) of households were “very supportive” or “somewhat supportive”, compared to 10% who were “not supportive”; 32% indicated “not sure”.

- Respondents were given a hypothetical situation where an extra \$100 is available for City of Kentwood parks, trails, sports, and recreation facilities. They were asked to indicate, among five categories, how they would allocate the funds. The pie chart below shows how respondents would allocate the funds among the five categories of funding.



- Compared to other priorities for the City (i.e. police, fire, streets), 85% of households feel it’s “very important” or “somewhat important” to fund parks and recreation services; only 6% feel it’s not important, and 9% indicated “not sure”.
- Households were asked how supportive they would be of a millage to improve city parks and recreation opportunities with the City of Kentwood. Over two thirds (68%) were “very supportive” or “somewhat supportive”; only 15% were “not supportive”, and 17% indicated “not sure”.

## Conclusions

In order to ensure that the City of Kentwood continues to meet the needs and expectations of the community, ETC Institute recommends that the City sustain and/or improve the performance in areas that were identified as “high priorities” by the Priority Investment Rating (PIR). The facilities and programs with the highest PIR ratings are listed below.

### Facility Priorities

- Walking and biking trails (PIR=172)
- Nature centers and trails (PIR=154)
- Indoor fitness and exercise facilities (PIR=128)

- Greenspace and natural areas (PIR=118)
- Indoor running/walking track (PIR=111)
- Indoor swimming pools/leisure pool (PIR=102)

**Programming Priorities**

- Farmers' Market (PIR=200)
- Special events (PIR=133)

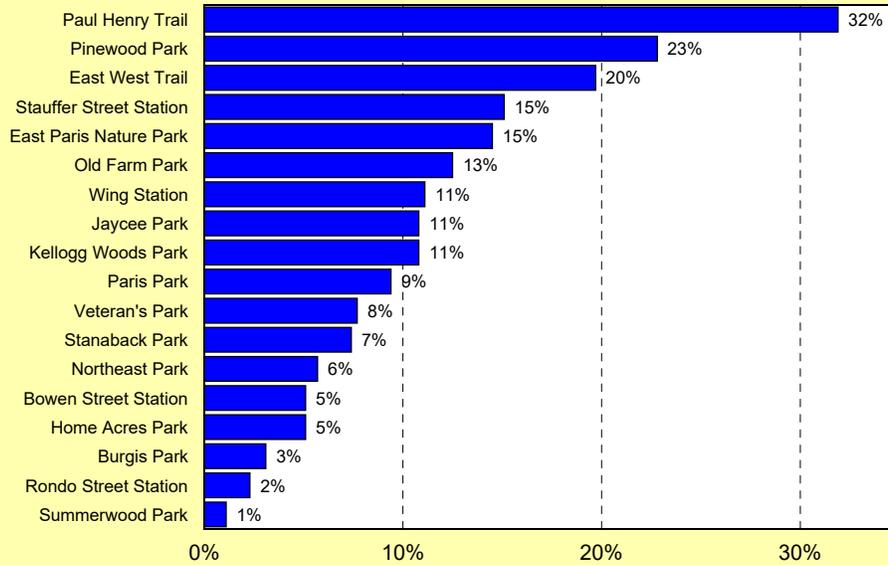
# **Section 1**

## ***Charts and Graphs***

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### Q1. Parks or Facilities Respondent Households Have Used in the Past 12 Months

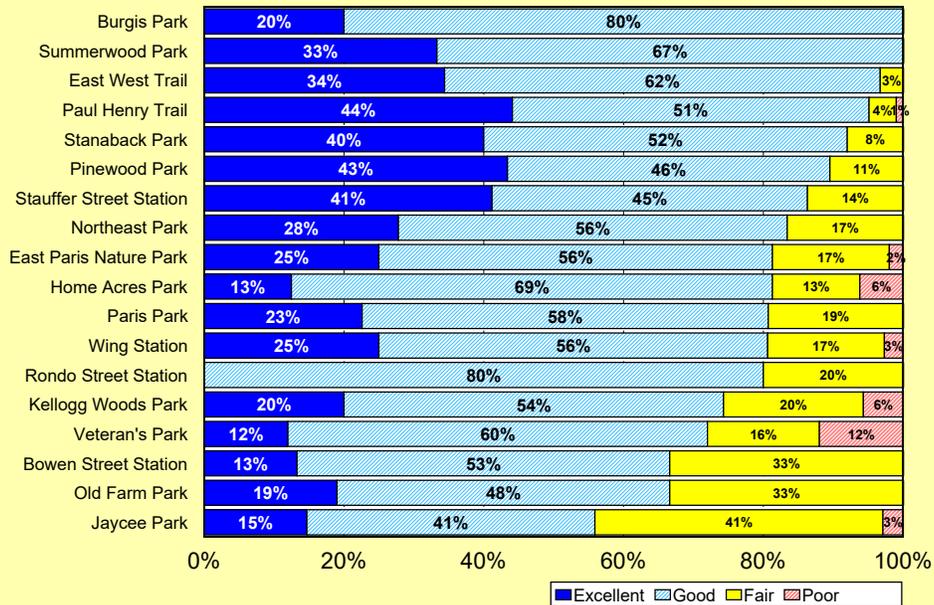
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2018)

### Q1. Condition of Parks or Facilities

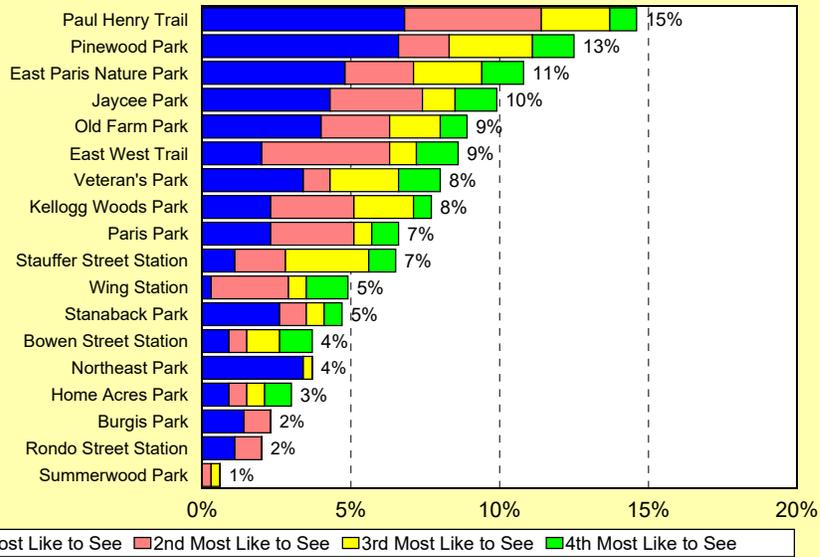
by percentage of respondents who have used during the past 12 months



Source: ETC Institute (2018)

### Q2. Parks/Facilities Respondent Households Would Most Like to See Expanded or Improved

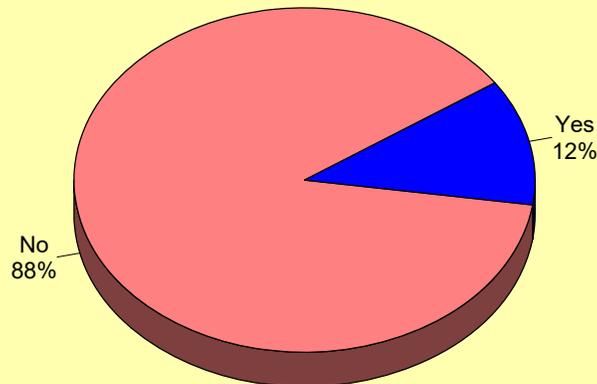
by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2018)

### Q3. Have you or other members of your household participated in any recreation or sports programs offered by the City of Kentwood Parks & Recreation Department during the past 12 months?

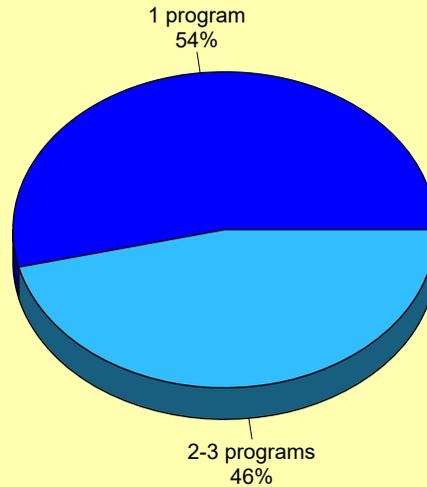
by percentage of respondents



Source: ETC Institute (2018)

**Q3a. Approximately how many different recreation or sports programs offered by the City of Kentwood Parks & Recreation Department have you or members of your household participated in over the past 12 months?**

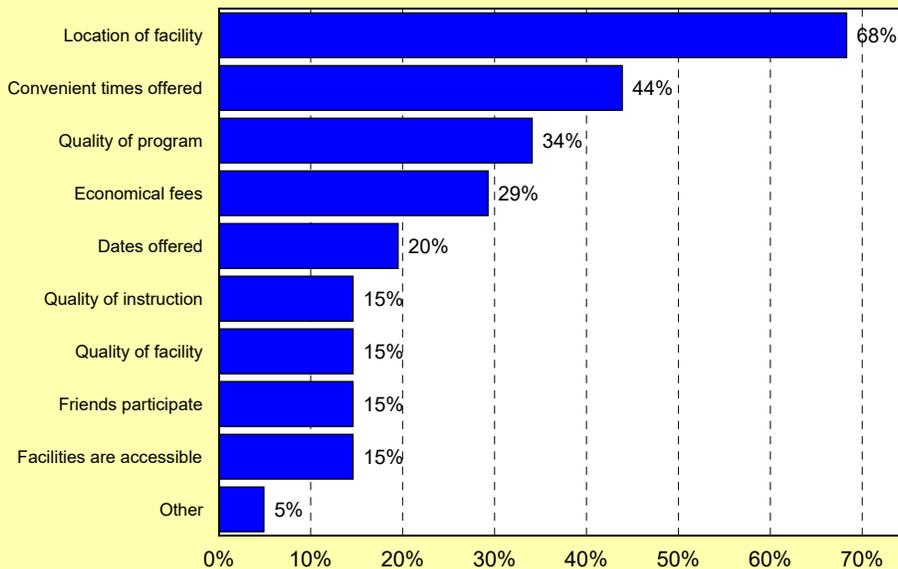
by percentage of households that have participated in programs in the past 12 months



Source: ETC Institute (2018)

**Q3b. Reasons Preventing Households From Participating in City of Kentwood Recreation Programs**

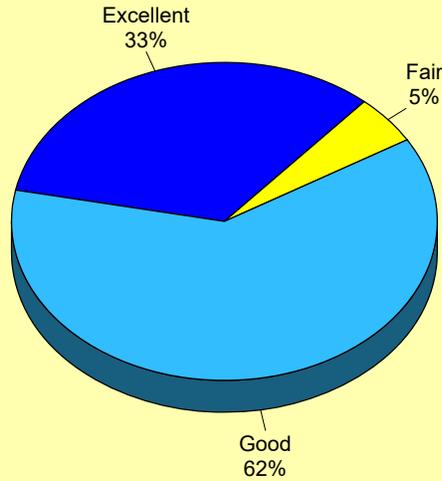
by percentage of households that have participated in programs in the past 12 months



Source: ETC Institute (2018)

**Q3c. How would you rate the overall quality of the recreation programs that you and members of your household have participated in?**

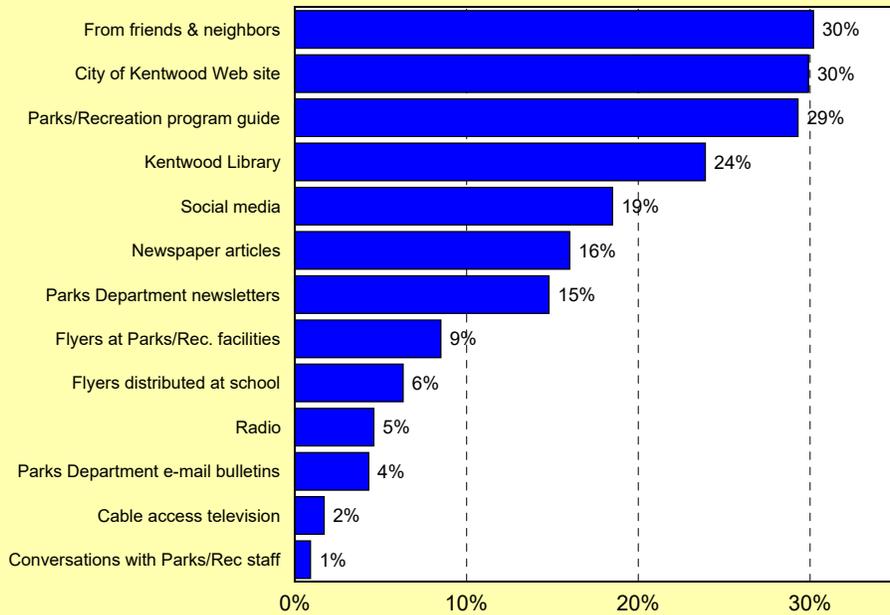
by percentage of households that have participated in programs in the past 12 months



Source: ETC Institute (2018)

**Q4. Ways Respondents Learn About Programs and Activities**

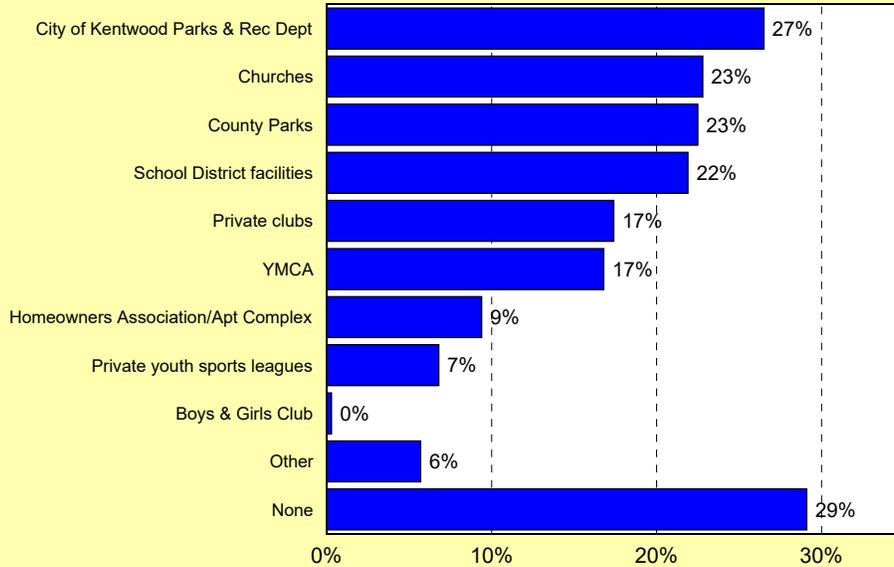
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2018)

### Q5. Organizations Respondent Households Have Used for Indoor & Outdoor Recreation & Sports Activities

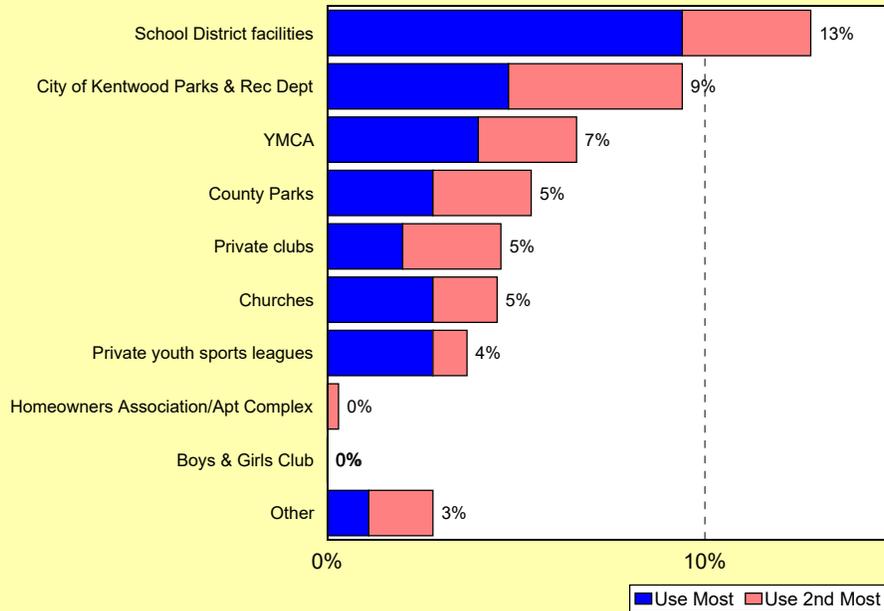
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2018)

### Q6. Organizations Respondents Ages 0 to 17 Use Most

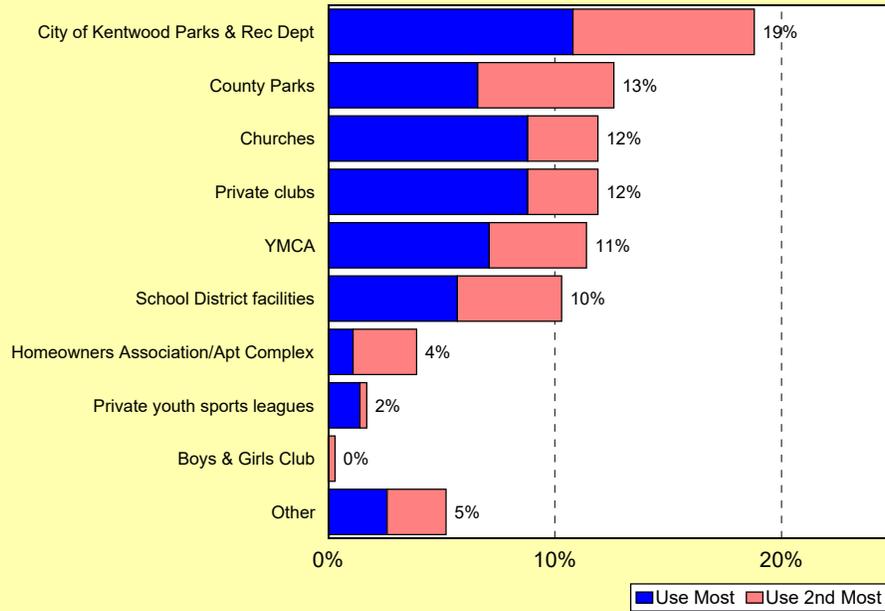
by percentage of respondents who selected the items as one of their top two choices



Source: ETC Institute (2018)

### Q6. Organizations Respondents Ages 18 & Older Use Most

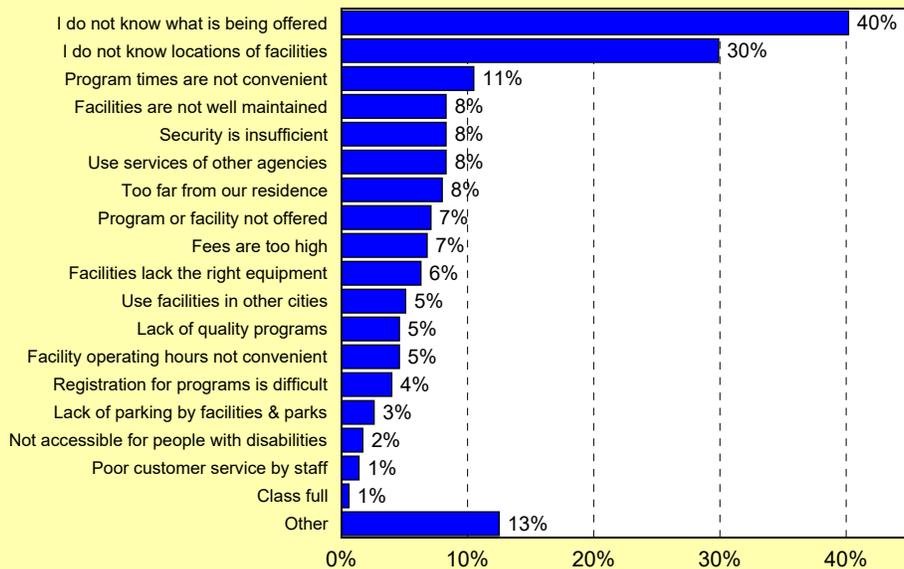
by percentage of respondents who selected the items as one of their top two choices



Source: ETC Institute (2018)

### Q7. Reasons Preventing Households From Using Parks, Recreation & Sports Facilities

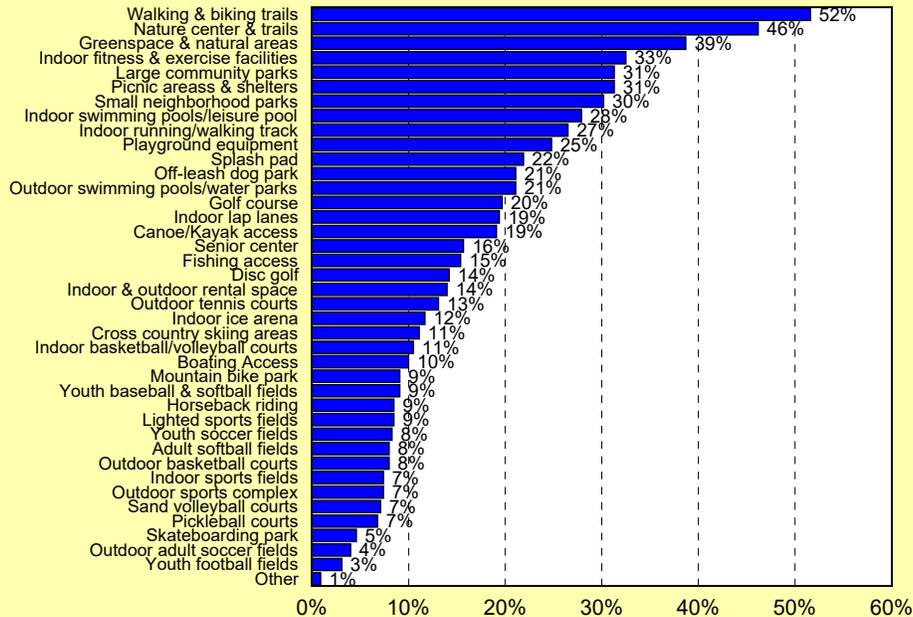
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2018)

### Q8. Facilities That Respondent Households Have a Need For

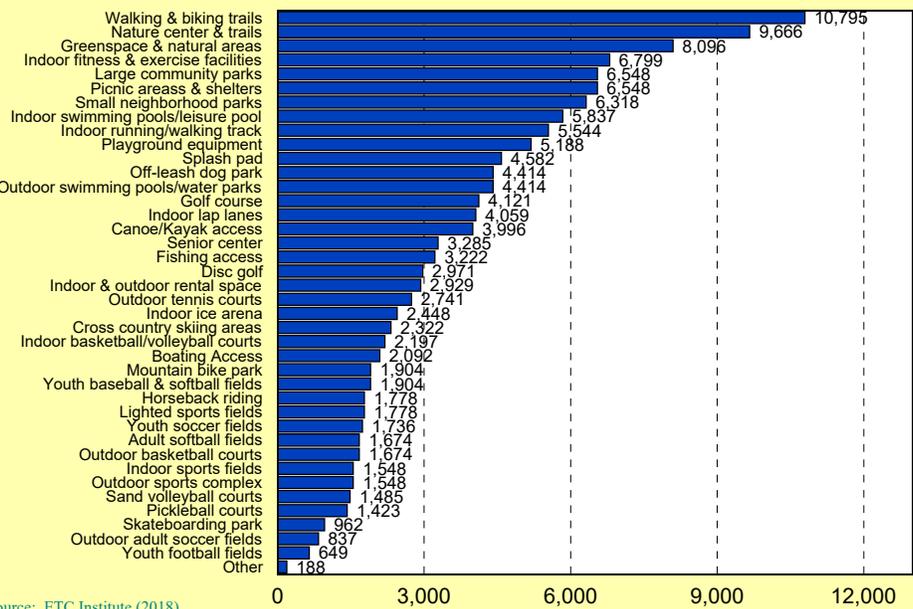
by percentage of respondents (multiple choices could be made)



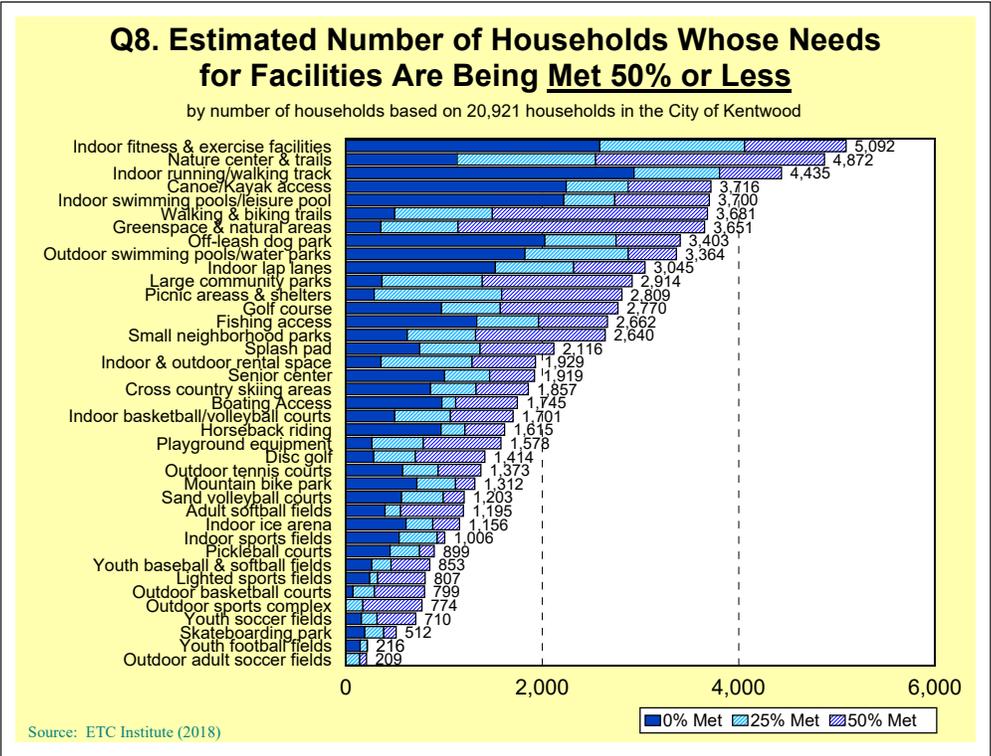
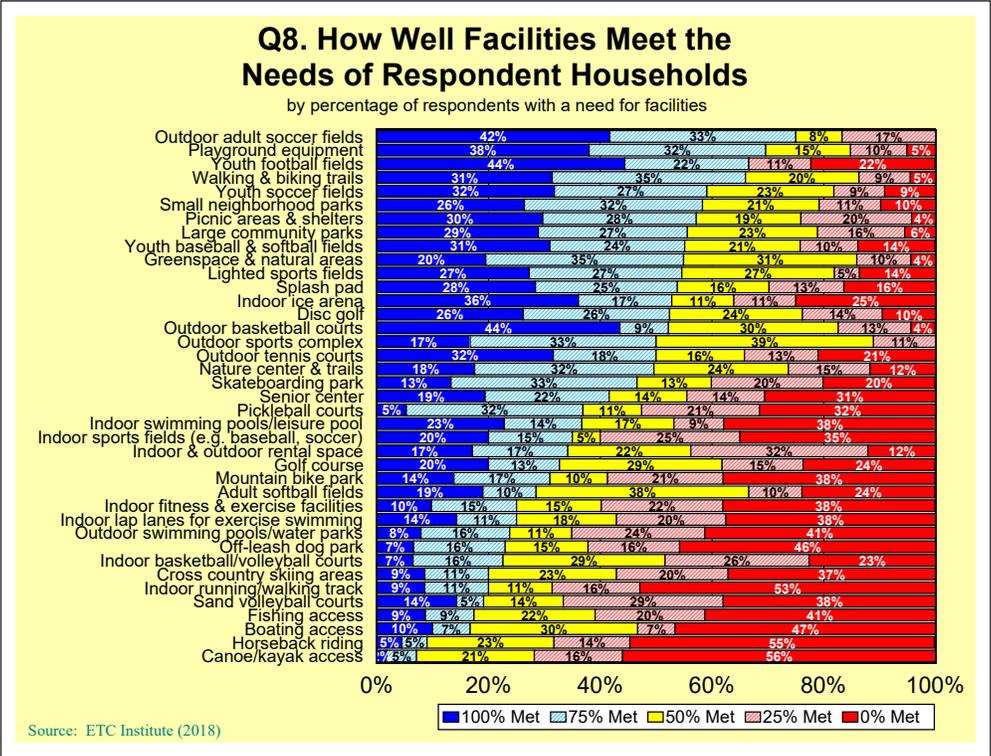
Source: ETC Institute (2018)

### Q8. Estimated Number of Households That Have a Need for Various Facilities

by number of households based on 20,921 households in the City of Kentwood

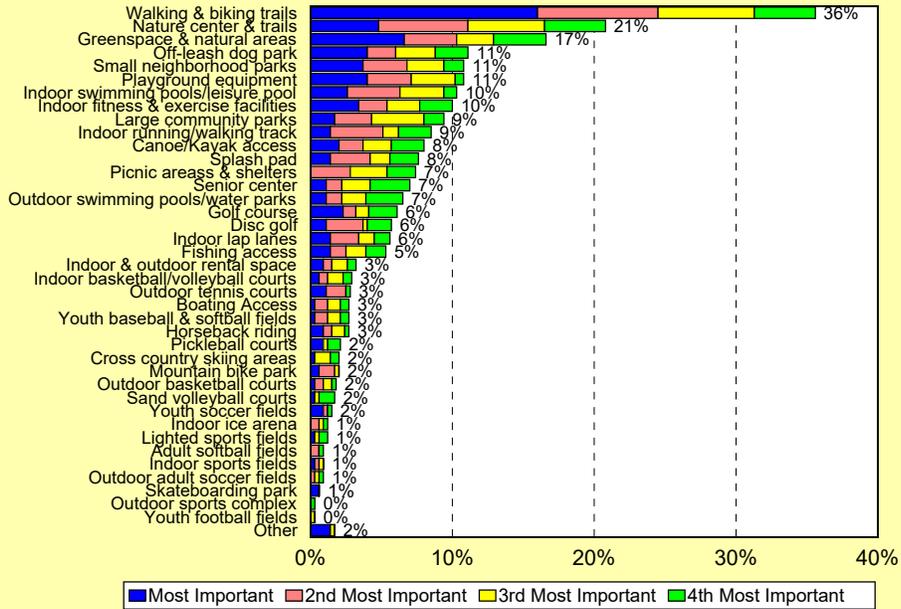


Source: ETC Institute (2018)



### Q9. Facilities That Are Most Important to Households

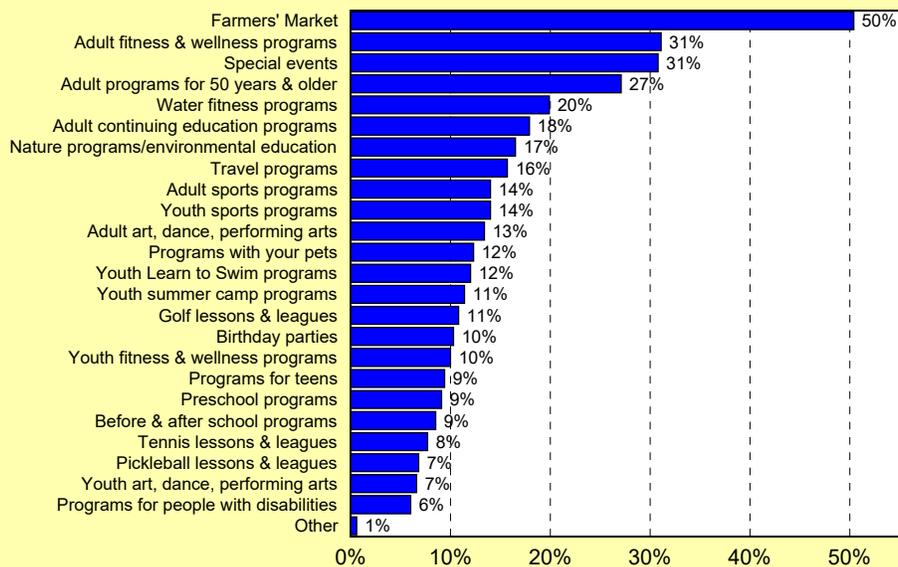
by percentage of respondents who selected the items as one of their top four choices



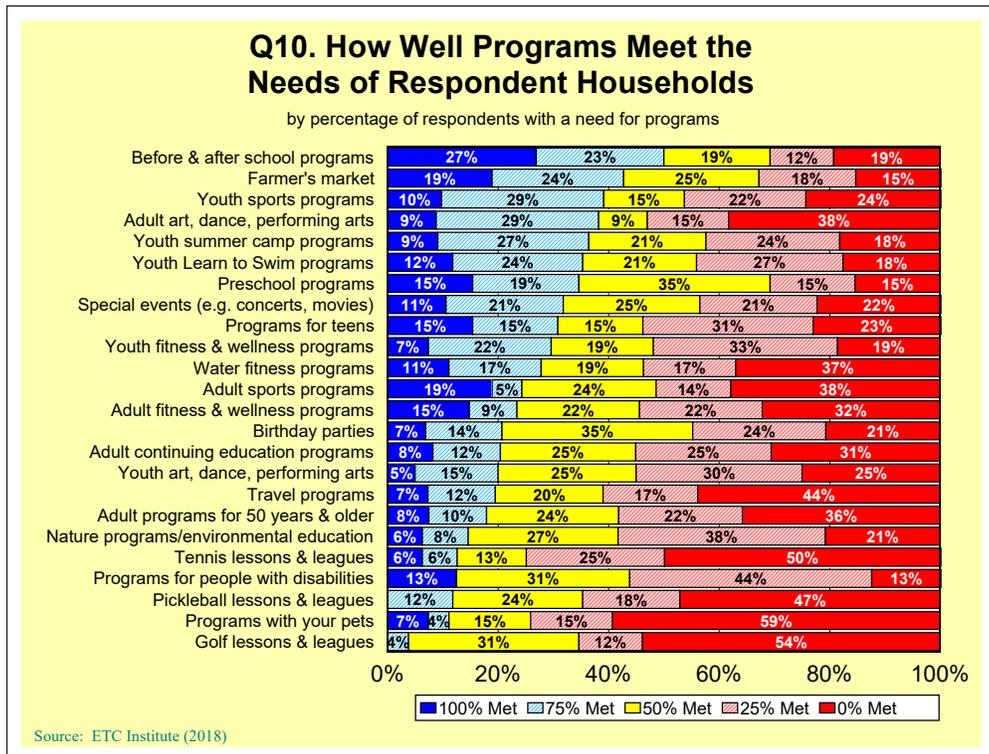
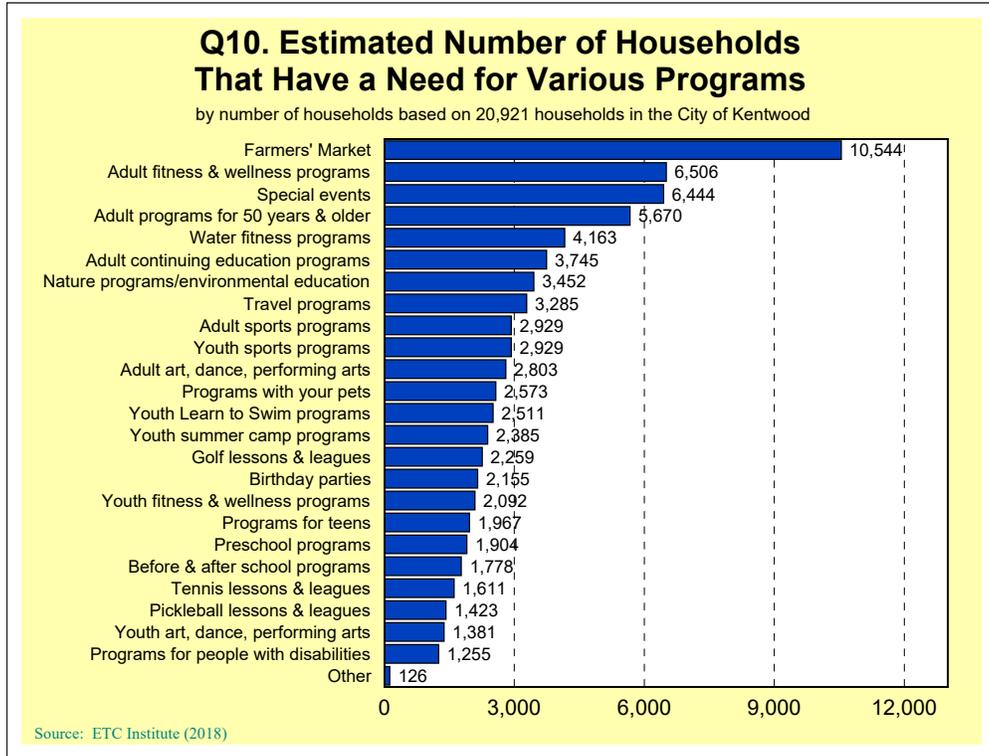
Source: ETC Institute (2018)

### Q10. Sports & Recreation Programs Respondent Households Have a Need For

by percentage of respondents (multiple choices could be made)

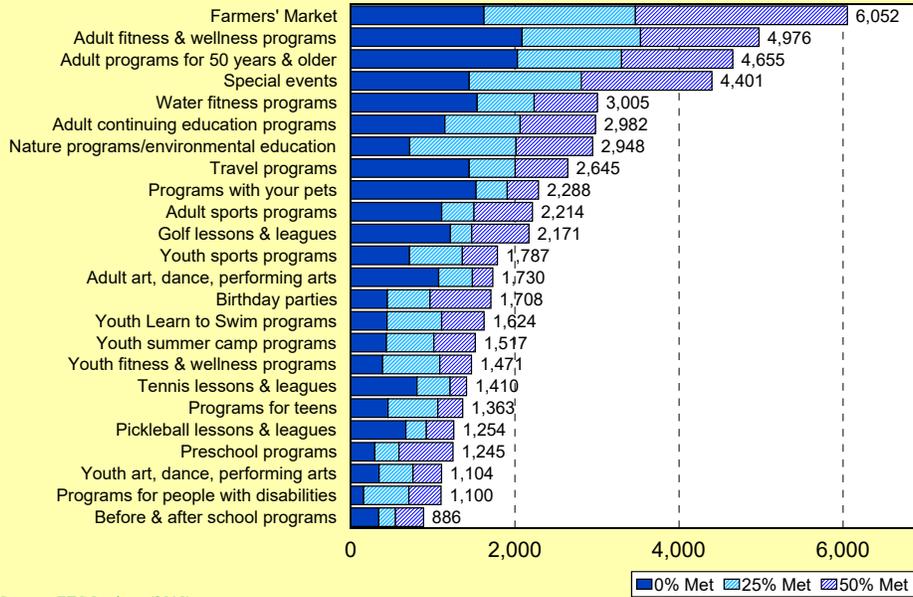


Source: ETC Institute (2018)



### Q10. Estimated Number of Households Whose Needs for Programs Are Being Met 50% or Less

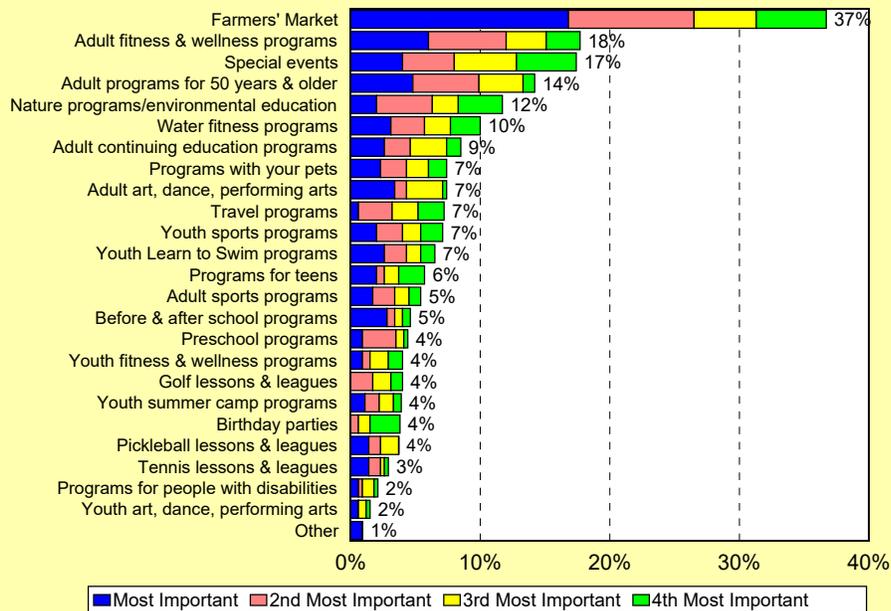
by number of households based on 20,921 households in the City of Kentwood



Source: ETC Institute (2018)

### Q11. Programs That Are Most Important to Households

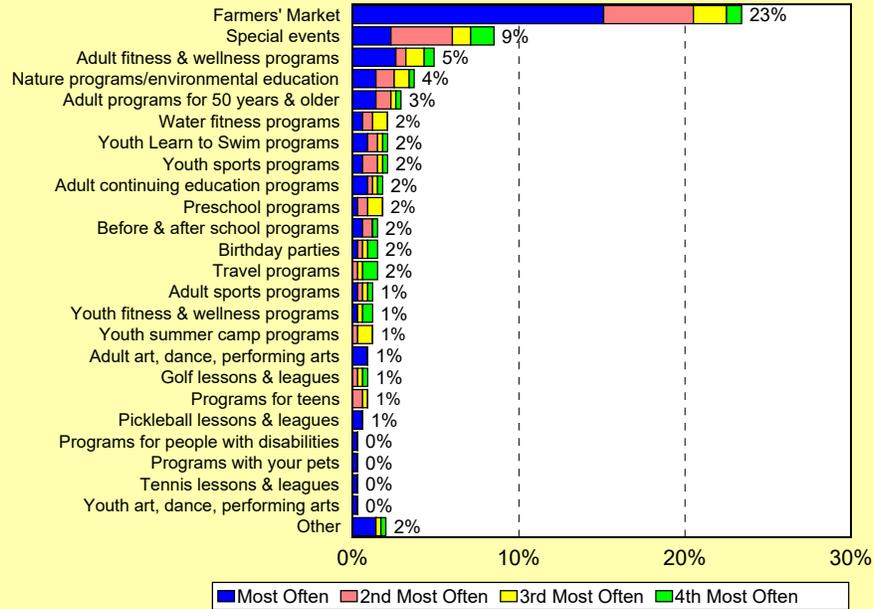
by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2018)

### Q12. Programs Households Participate in Most Often

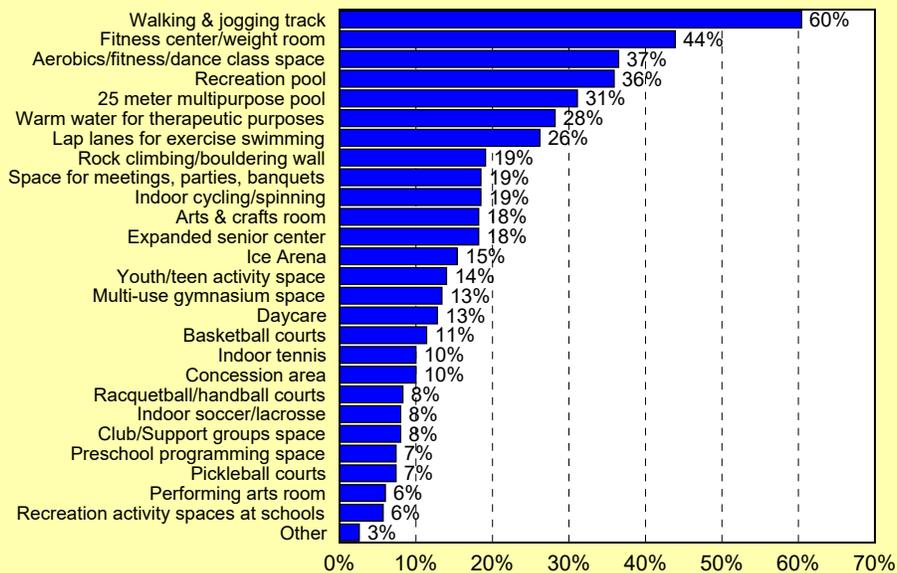
by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2018)

### Q13. Potential Indoor Program Spaces Respondent Households Would Use

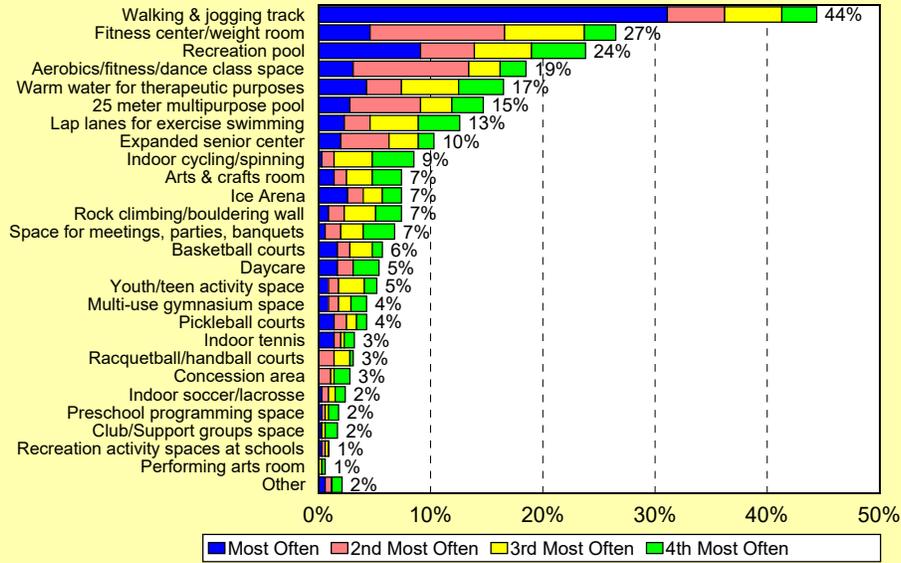
by percentage of respondents



Source: ETC Institute (2018)

### Q14. Program Spaces Respondent Households Use Most Often

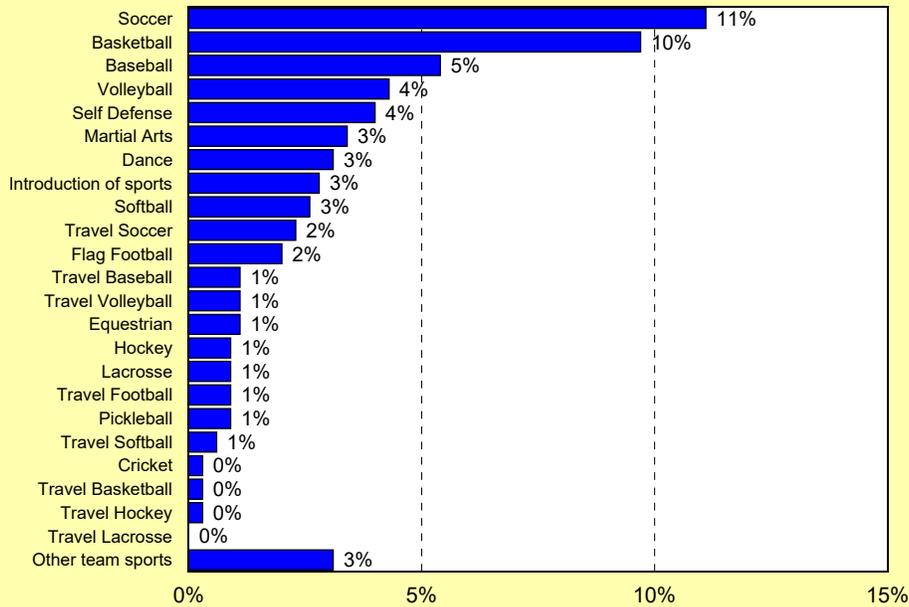
by percentage of respondent households that selected the item as one of their top four choices



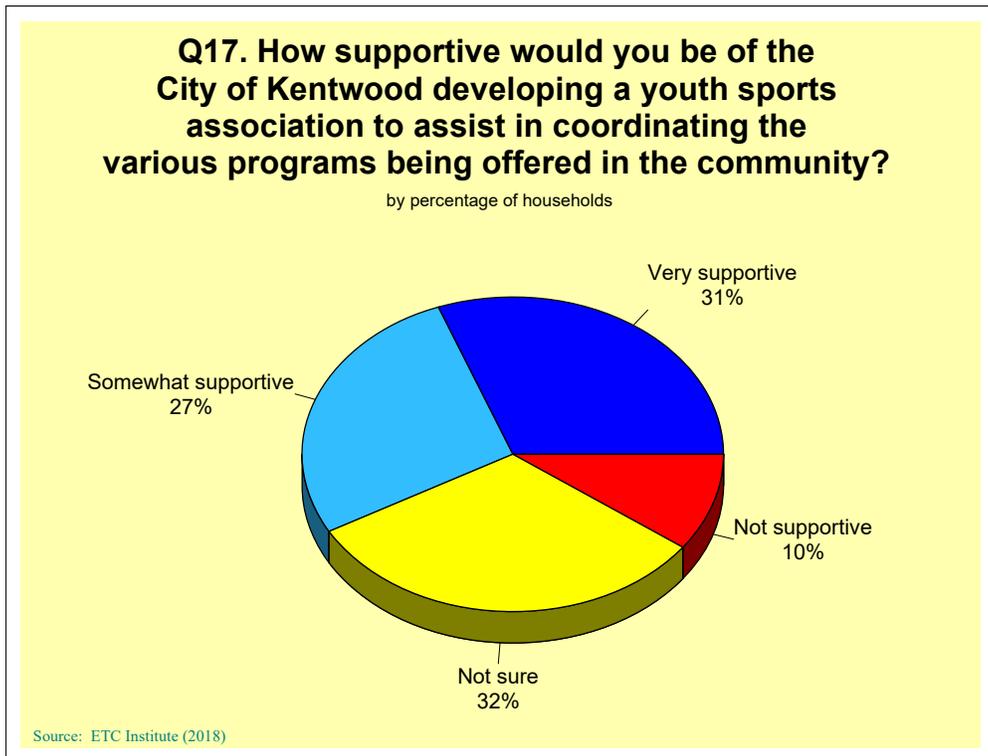
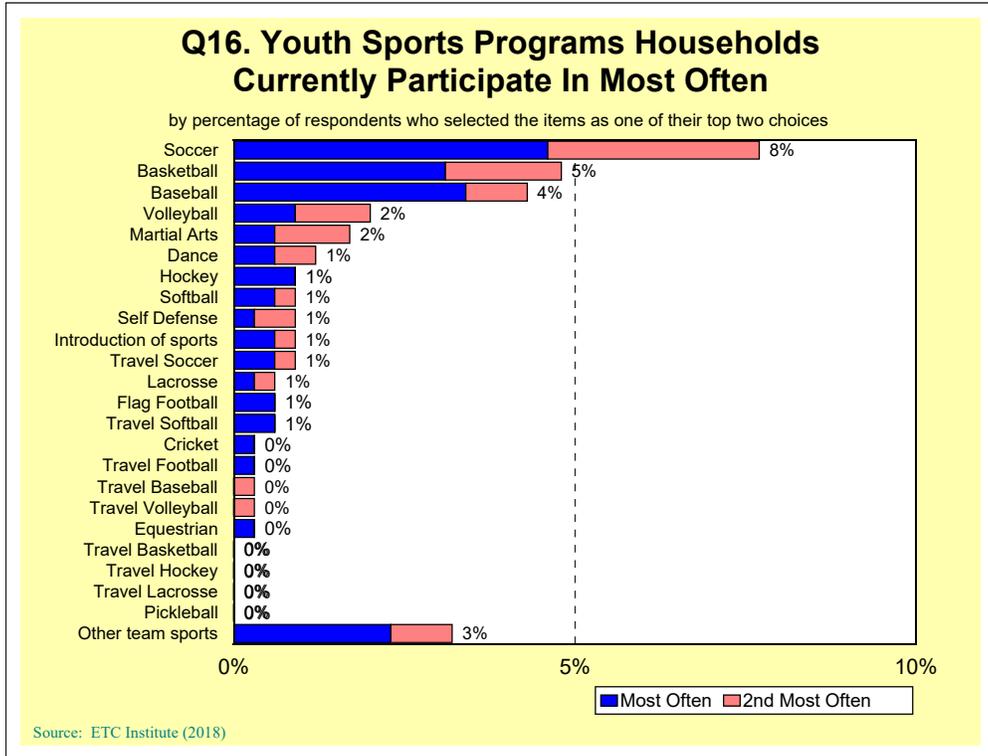
Source: ETC Institute (2018)

### Q15. Sports Programs Youth Participated in Over Past 2 Years

by percentage of respondents (multiple choices could be made)

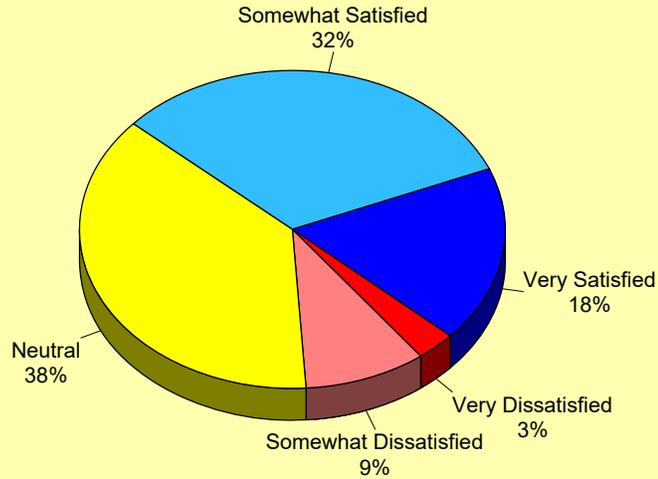


Source: ETC Institute (2018)



### Q18. Overall Value Household Receives From City of Kentwood Parks & Recreation Department

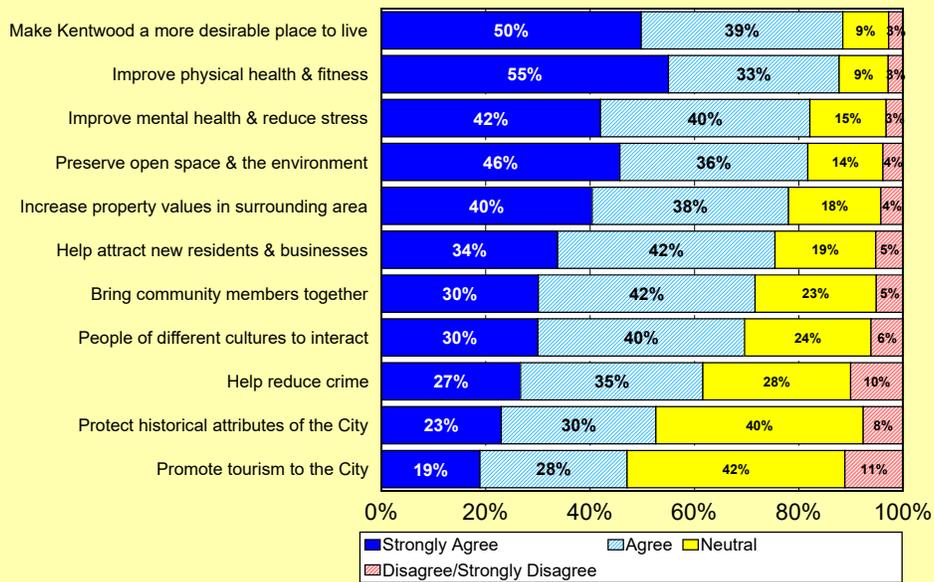
by percentage of households



Source: ETC Institute (2018)

### Q19. Level of Agreement With Benefits Being Provided By Parks, Trails, & Recreation Facilities

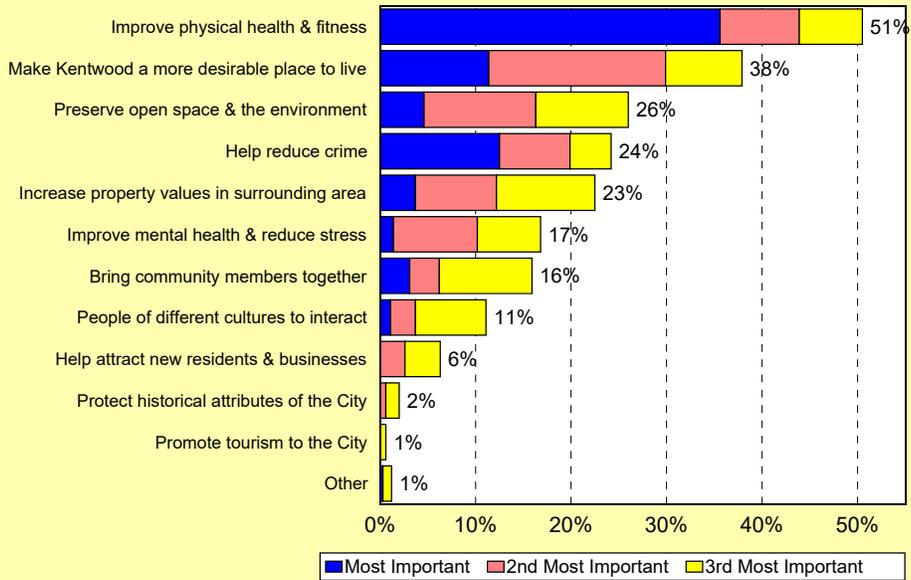
by percentage of households



Source: ETC Institute (2018)

### Q20. Benefits Most Important to Respondent Households

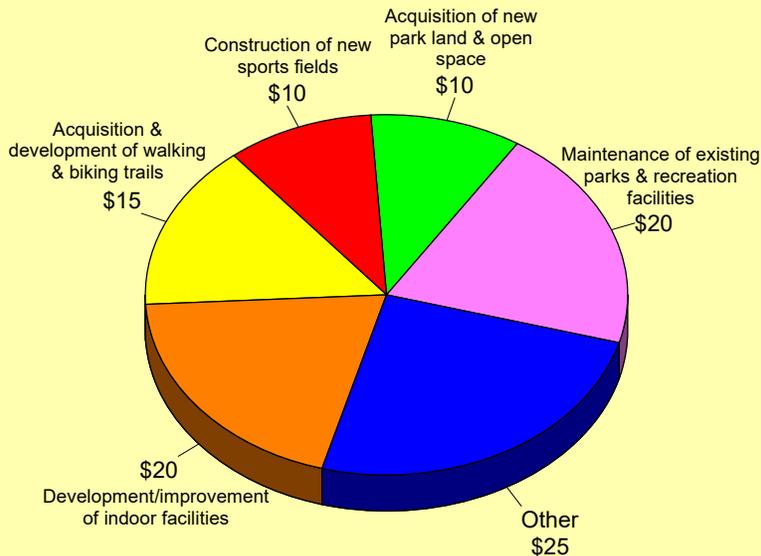
by percentage of respondent households that selected the item as one of their top three choices



Source: ETC Institute (2018)

### Q21. Allocation of \$100 for Parks, Trails, Sports, and Recreation Facilities

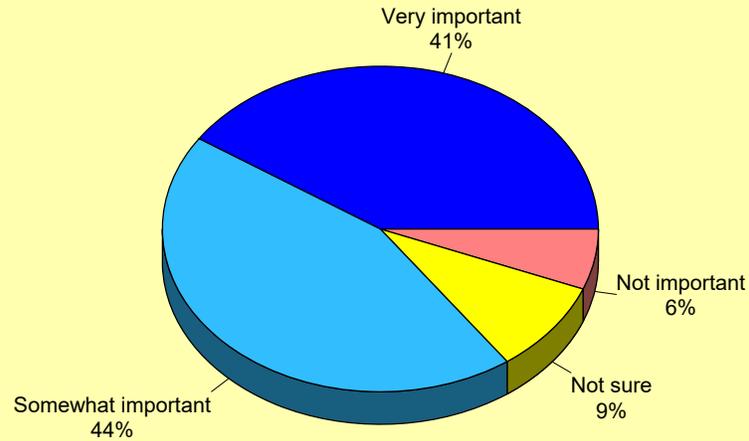
by percentage of respondents



Source: ETC Institute (2018)

**Q22. Compared to other priorities for the City of Kentwood such as police, fire, and streets, how important do you think it is to fund parks and recreation services?**

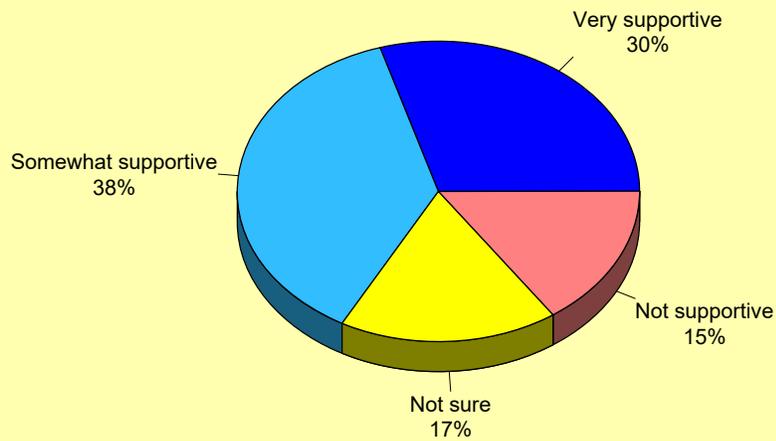
by percentage of households



Source: ETC Institute (2018)

**Q23. In general, how supportive would you be of a millage to improve City parks and recreational opportunities within the City of Kentwood?**

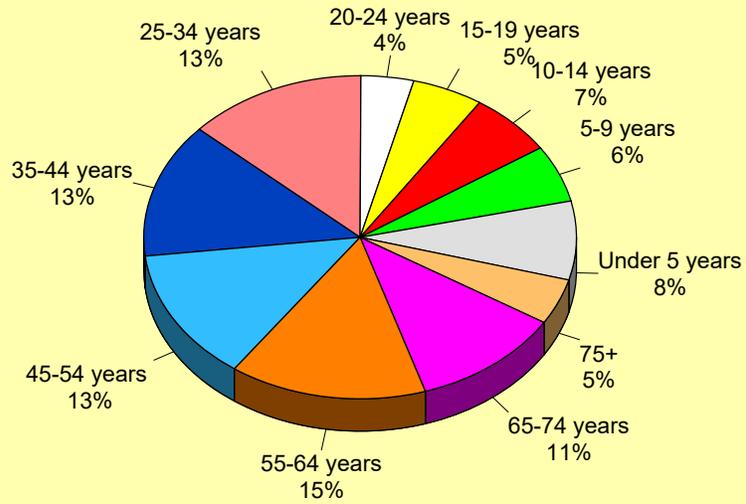
by percentage of households



Source: ETC Institute (2018)

### Q24. Demographics: Ages of People in Household

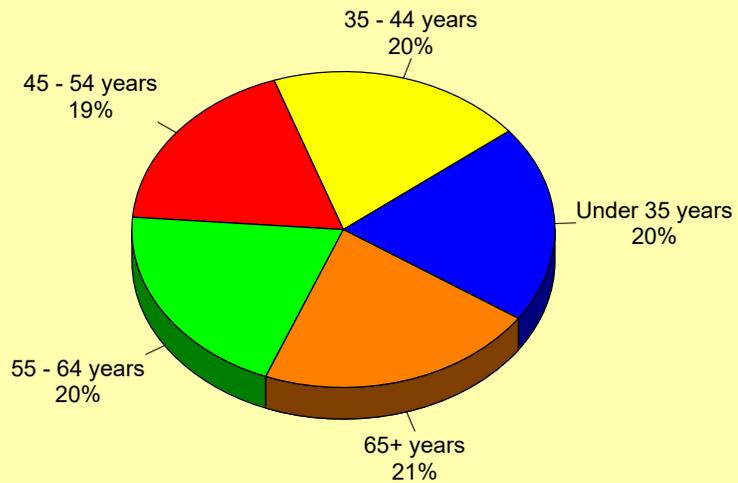
by percentage of household occupants



Source: ETC Institute (2018)

### Q25. Demographics: What is your age?

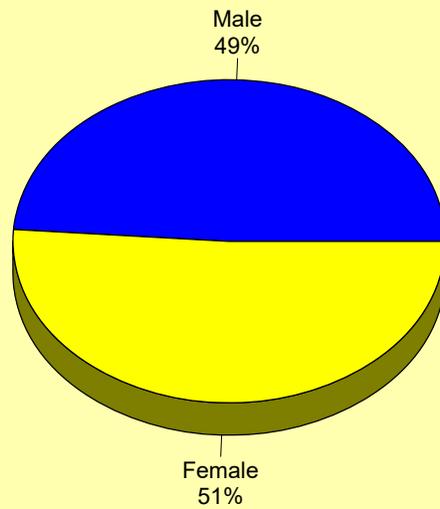
by percentage of respondents



Source: ETC Institute (2018)

### Q26. Demographics: What is your gender?

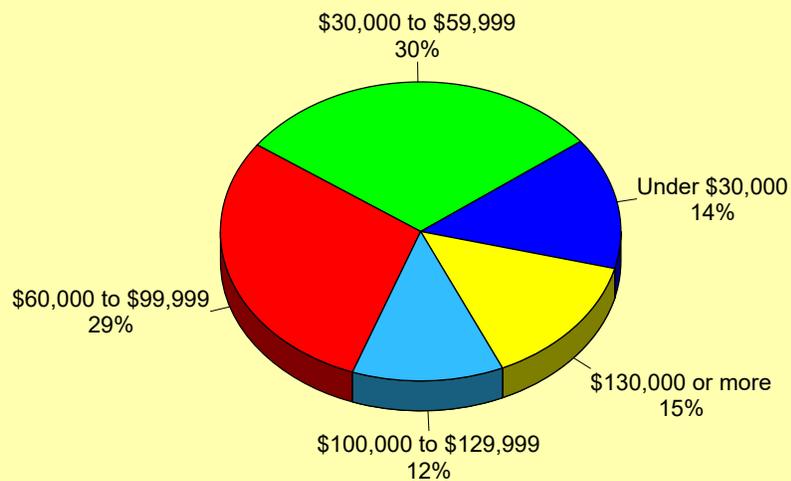
by percentage of respondents



Source: ETC Institute (2018)

### Q27. Demographics: What is your household income?

by percentage of respondents



Source: ETC Institute (2018)

## **Section 2**

# ***Priority Investment Rating***

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# Priority Investment Rating

## City of Kentwood Parks and Recreation Department

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

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

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

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

### How to Analyze the Charts:

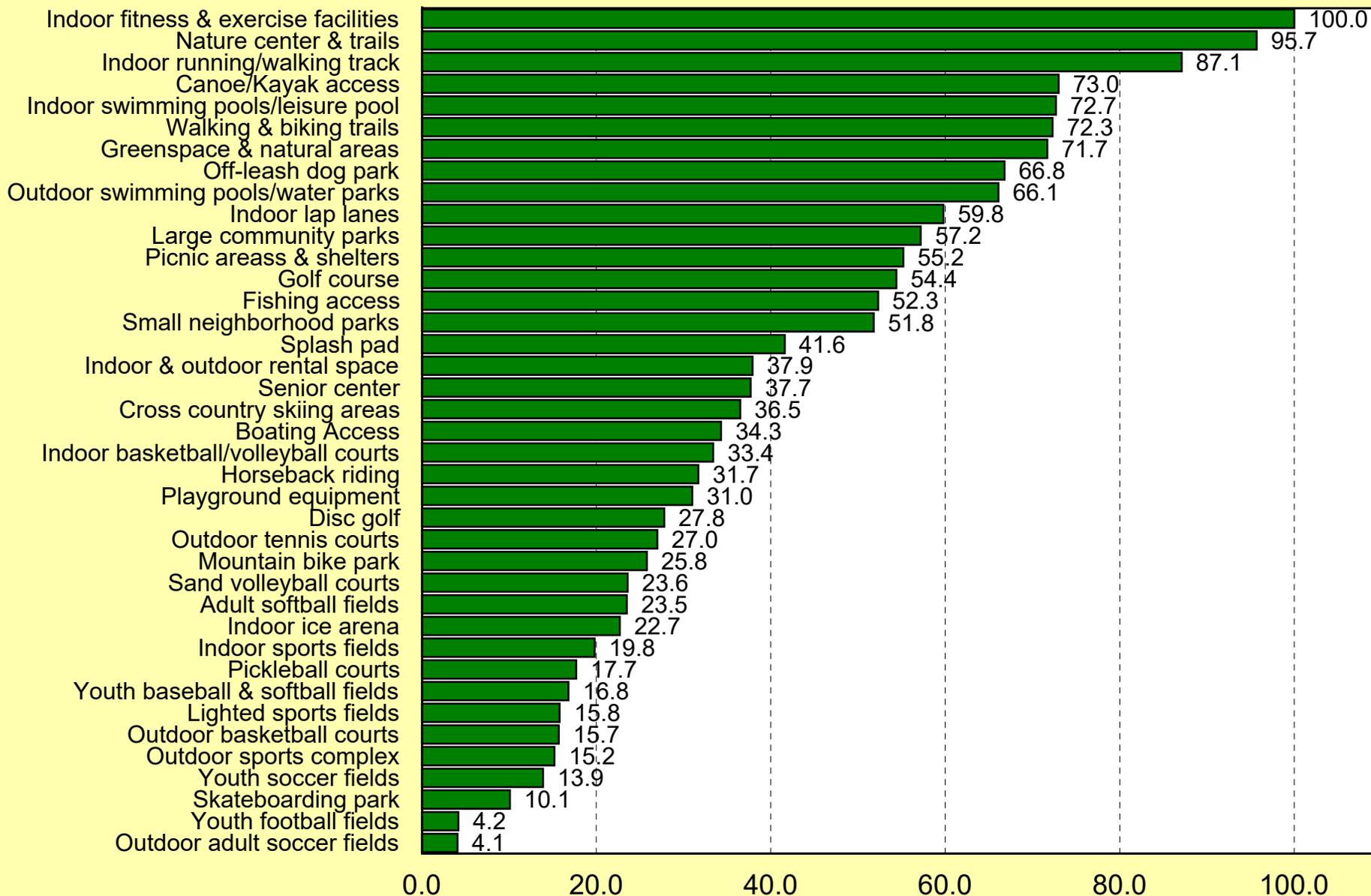
- **High Priority Areas** are those with a PIR of at least 100. A rating of 100 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact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

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

# Unmet Needs Rating for Recreation Facilities

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

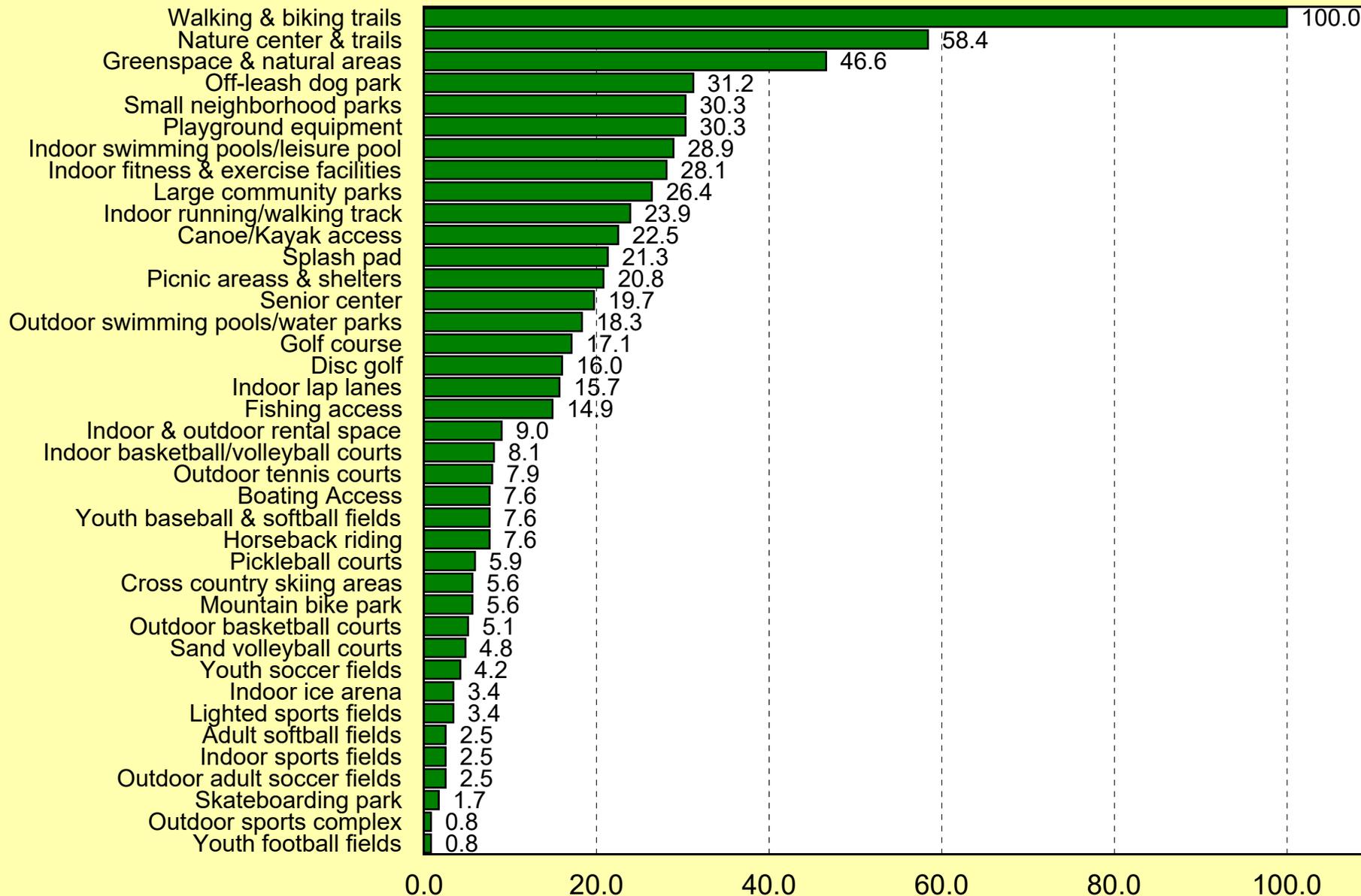
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



# Importance Rating for Recreation Facilities

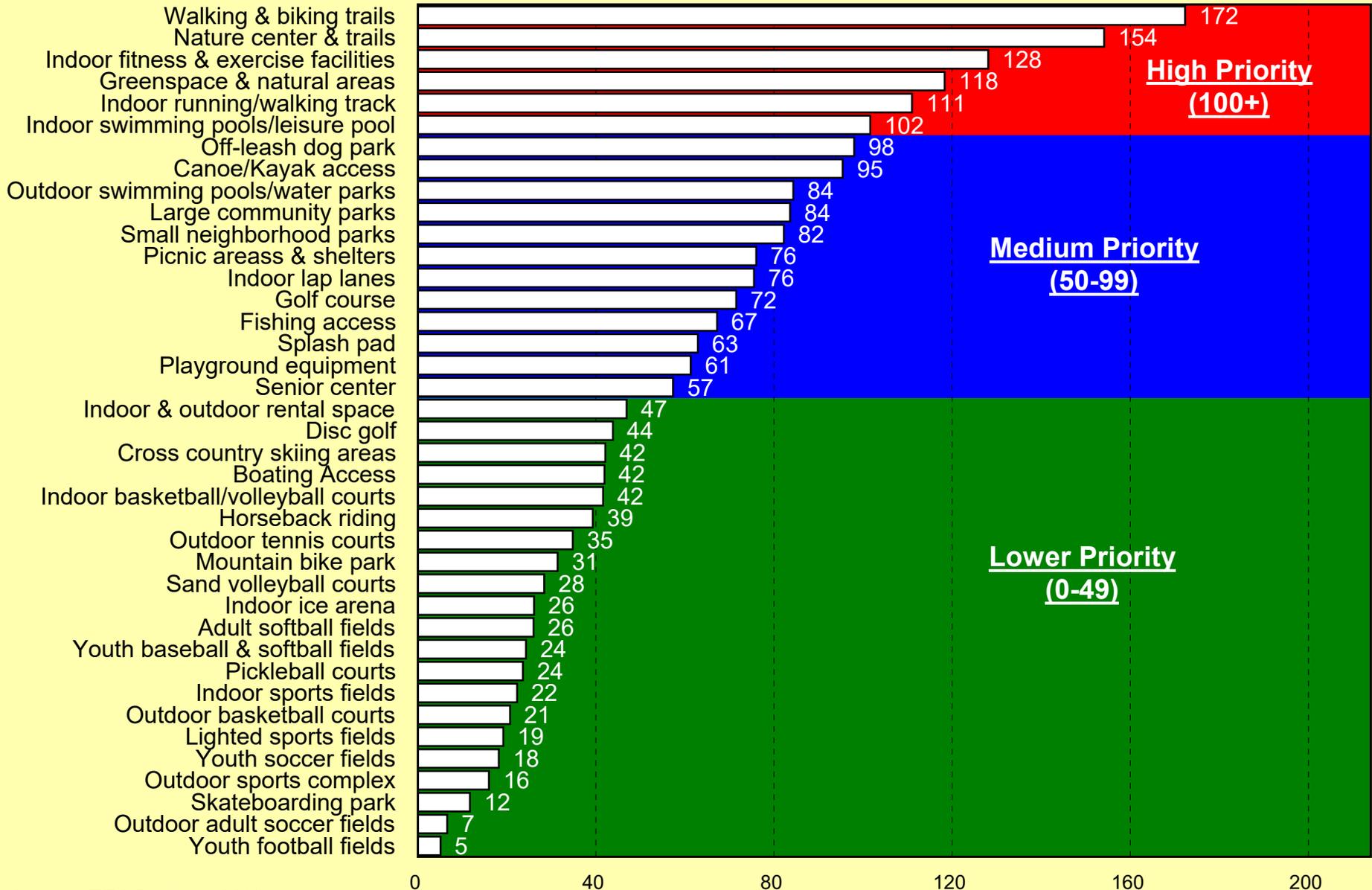
the rating for the item rated as the most important=100

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



Source: ETC Institute (2018)

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

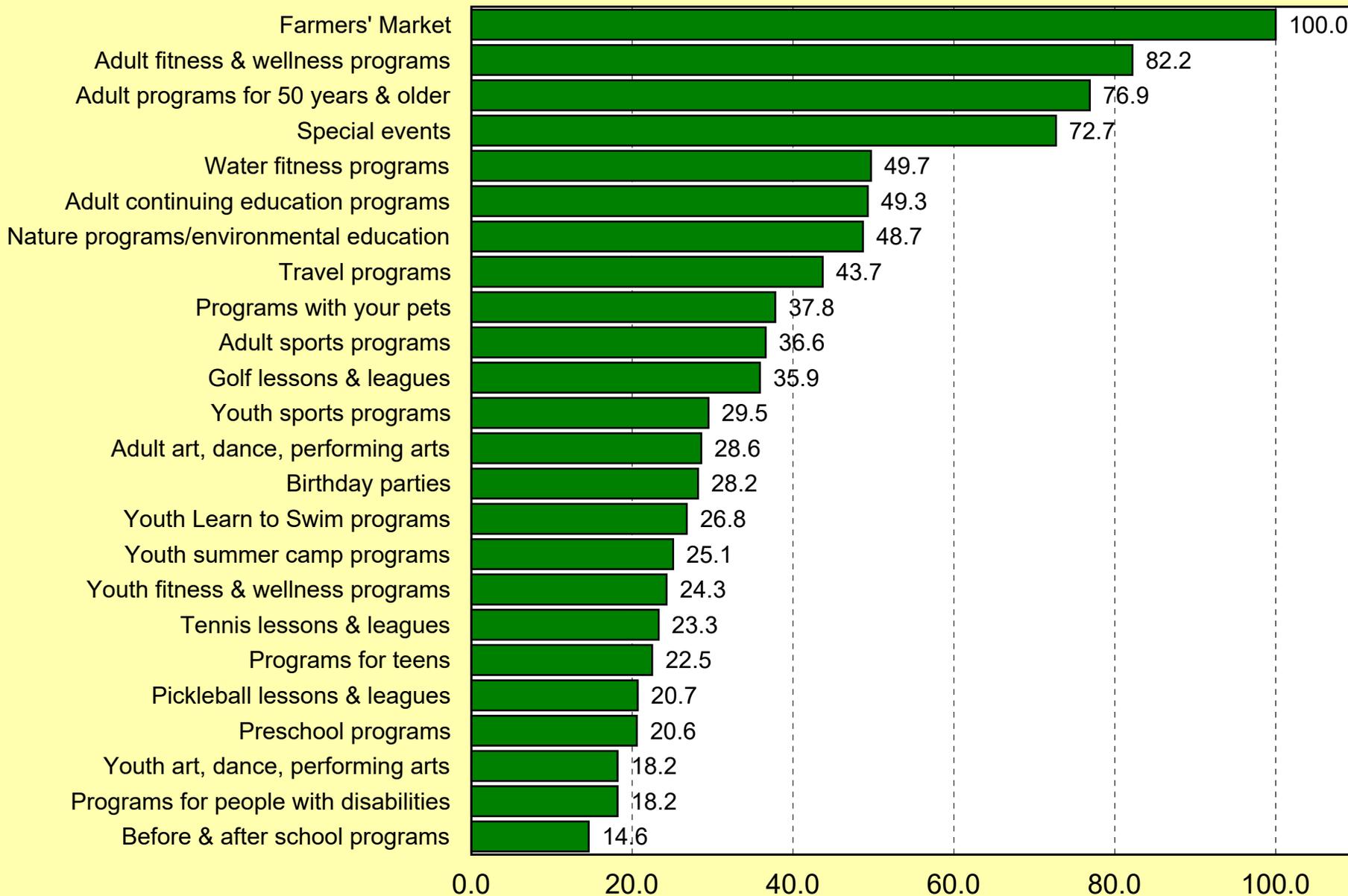


Source: ETC Institute (2018)  
ETC Institute (2018)

# Unmet Needs Rating for Recreation Programs

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

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

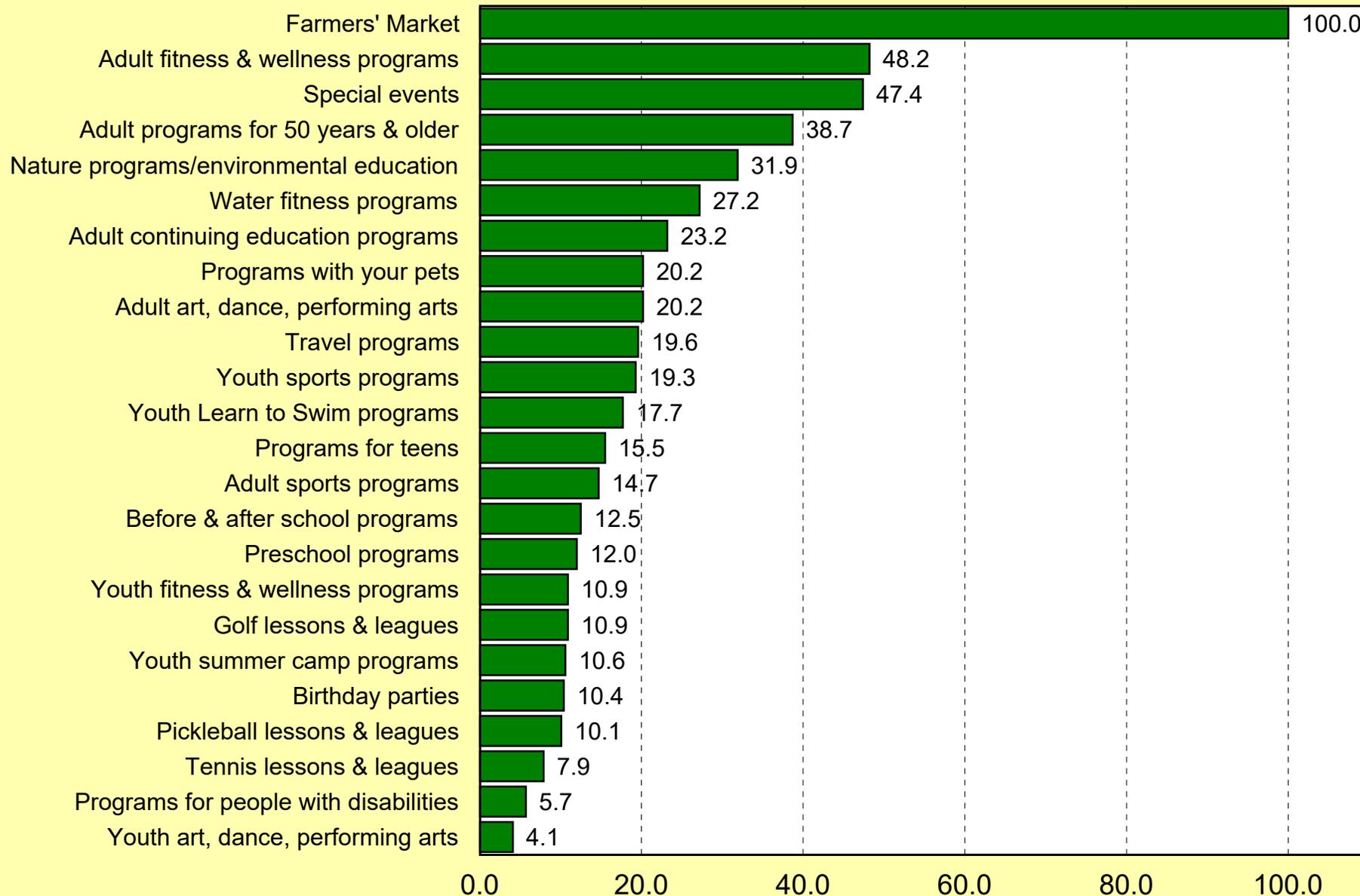


Source: ETC Institute (2018)

# Importance Rating for Recreation Programs

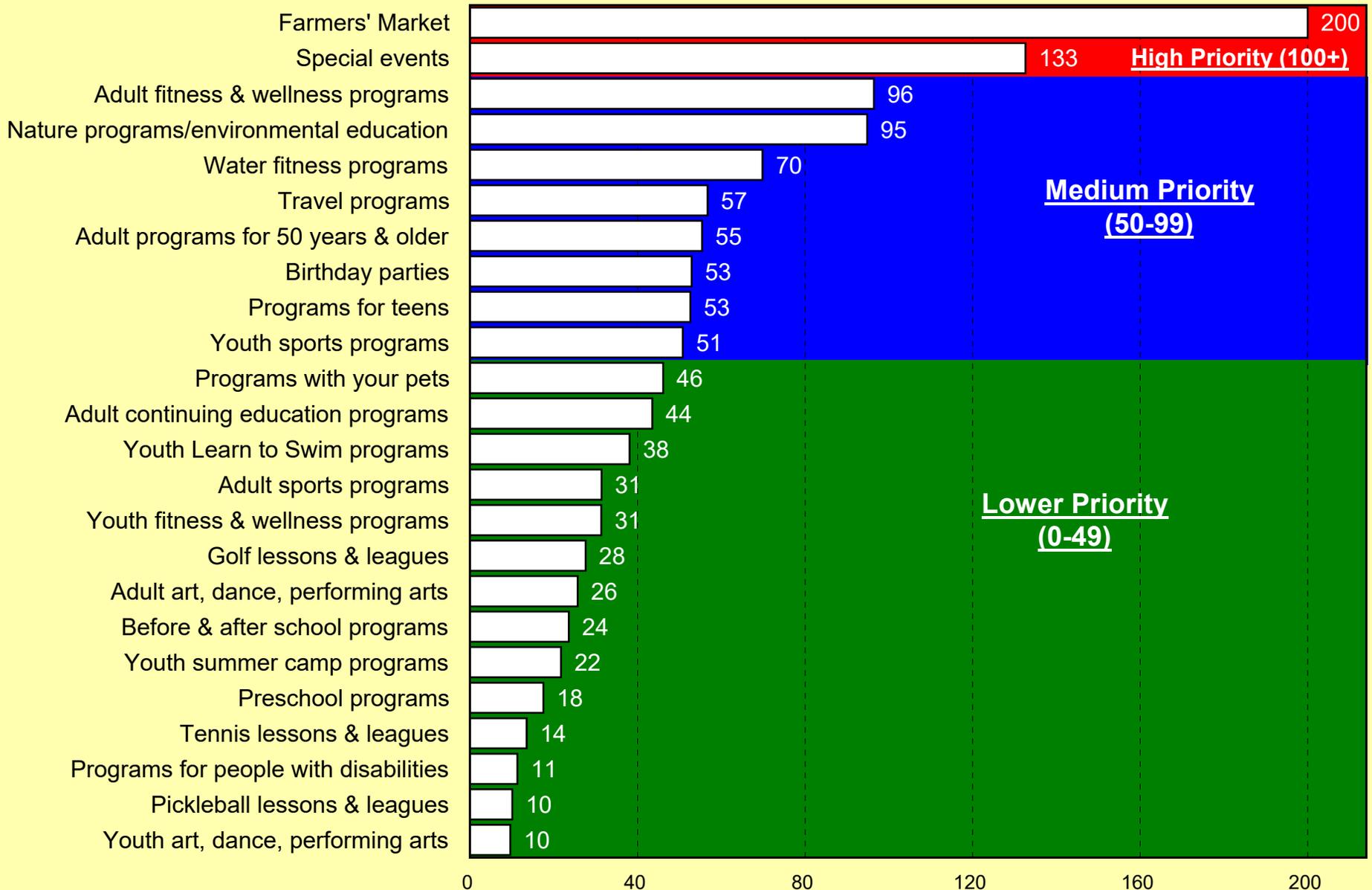
the rating for the item rated as the most important=100

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



Source: ETC Institute (2018)

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



## **Section 3**

# ***Benchmarking Analysis***

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## Benchmarking Summary Report

### City of Kentwood Parks and Recreation Department

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

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

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

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

*Results from household responses for the City of Kentwood were compared to National Benchmarks to gain further strategic information.* A summary of all tabular comparisons are shown on the following page.

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

<b>Benchmarking for the City of Kentwood</b>		
	<b><i>National Average</i></b>	<b><i>Kentwood, MI</i></b>
<b>Have you or members of your household participated in City/County/Park District recreation programs during the past year?</b>		
Yes	34%	<b>12%</b>
No	65%	<b>88%</b>
<b>How would you rate the quality of all the recreation programs you've participated in?</b>		
Excellent	36%	<b>33%</b>
Good	53%	<b>62%</b>
Fair	9%	<b>5%</b>
Poor	1%	<b>0%</b>
<b>Ways respondents learn about recreation programs and activities</b>		
Website	31%	<b>30%</b>
Word of Mouth/Friends/Coworkers	43%	<b>30%</b>
Departmental Brochure (Seasonal program guide)	54%	<b>29%</b>
Social media - Facebook	11%	<b>19%</b>
Flyers/Materials at City/County/Park District facilities	18%	<b>9%</b>
School flyers (Program fliers at school)	14%	<b>6%</b>
Newspaper Advertisements	24%	<b>6%</b>
Radio	13%	<b>5%</b>
E-mail bulletins/notification (Email)	11%	<b>4%</b>
Conversations with City/County/Park District staff	6%	<b>1%</b>

<b>Benchmarking for the City of Kentwood</b>		
	<b><i>National Average</i></b>	<b><i>Kentwood, MI</i></b>
<b>Organizations used for parks and recreation programs and facilities</b>		
City of Kentwood Parks & Rec Dept.	46%	27%
Churches	28%	23%
County parks	24%	23%
School District	30%	22%
Private Clubs	21%	17%
Private sports clubs	18%	17%
YMCA	16%	17%
Homeowners Associations/Similar	13%	9%
<b>Reasons preventing the use of parks and recreation facilities and programs more often</b>		
I do not know what is being offered	24%	40%
I do not know location of facilities	12%	30%
Program times are not convenient	16%	11%
Facilities are not well maintained	7%	8%
Security is insufficient	9%	8%
Too far from residence	12%	8%
Use services of other agencies	10%	8%
Fees are too expensive	15%	7%
Programs I am interested in are not offered	16%	7%
Facilities do not have right equipment	8%	6%
Facility operating hours are not convenient	7%	5%
Lack of quality programs	8%	5%
Use facilities in other cities	10%	5%
Registration for programs is difficult	3%	4%
Lack of parking	6%	3%
Poor customer service by staff	3%	1%

<b>Benchmarking for the City of Kentwood</b>		
	<b><i>National Average</i></b>	<b><i>Kentwood, MI</i></b>
<b>Recreation programs that respondent households have a need for</b>		
Adult fitness and wellness programs	46%	31%
Special events	40%	31%
Seniors/Adult programs for 50 years and older	25%	27%
Water fitness programs	29%	20%
Adult continuing education programs	29%	18%
Nature programs/environmental education	31%	17%
Adult sports programs	22%	14%
Youth sports programs	26%	14%
Adult arts, dance, performing arts	21%	13%
Youth Learn to Swim programs	25%	12%
Golf lessons and leagues (Golf lessons)	18%	11%
Youth summer camp programs	19%	11%
Birthday parties	17%	10%
Youth fitness and wellness programs	19%	10%
Before and after school programs	16%	9%
Preschool programs	14%	9%
Teen programs	17%	9%
Tennis lessons and leagues	16%	8%
Youth art, dance, performing arts	18%	7%
Programs for people with disabilities	12%	6%

<b>Benchmarking for the City of Kentwood</b>		
	<b><i>National Average</i></b>	<b><i>Kentwood, MI</i></b>
<b>Most important recreation programs (sum of top choices)</b>		
Adult fitness and wellness programs	30%	18%
Special events	21%	17%
Seniors/Adult programs for 50 years and older	15%	14%
Nature programs/environmental education	13%	12%
Water fitness programs	14%	10%
Adult continuing education programs	13%	9%
Adult arts, dance, performing arts	8%	7%
Youth Learn to Swim programs	14%	7%
Youth sports programs	14%	7%
Teen programs	7%	6%
Adult sports programs	9%	5%
Before and after school programs	7%	5%
Birthday parties	4%	4%
Golf lessons and leagues	8%	4%
Preschool programs	8%	4%
Youth fitness and wellness programs	7%	4%
Youth summer camp programs	9%	4%
Tennis lessons and leagues	6%	3%
Programs for people with special needs/disabled	5%	2%
Youth art, dance, performing arts	6%	2%

<b>Benchmarking for the City of Kentwood</b>		
	<b><i>National Average</i></b>	<b><i>Kentwood, MI</i></b>
<b>Parks and recreation facilities that respondent households have a need for</b>		
Walking & Biking Trails	70%	52%
Nature Center/Nature Trails	51%	46%
Greenspace and natural areas	50%	39%
Indoor Fitness and Exercise Facilities	46%	33%
Large Multi Use Community Parks	56%	31%
Picnic Areas and Shelters	52%	31%
Small neighborhood parks	59%	30%
Indoor Swimming Pools/Aquatic Center	41%	28%
Indoor running/walking track	40%	27%
Playground Equipment for Children	43%	25%
Splash park/pad	28%	22%
Off-leash dog parks	28%	21%
Outdoor Swimming Pools/Aquatic Center	43%	21%
18 Hole Golf Course	28%	20%
Lap Lanes for Swimming (indoor)	30%	19%
Senior Centers (Senior activity space)	22%	16%
Fishing areas (Fishing piers)	35%	15%
Ultimate Frisbee/Disc Golf	15%	14%
Tennis Courts (outdoor)	26%	13%
Indoor Ice-Skating Rinks	26%	12%
Indoor basketball/volleyball courts (Gymnasiums)	23%	11%
Boat Facilities/Paddle Boats	29%	10%
Equestrian Facility/Trails	10%	9%
Mountain bike trails	21%	9%
Adult Softball Fields	13%	8%
Outdoor basketball/multi-use courts	23%	8%
Soccer, Lacrosse Fields (Outdoor field space)	21%	8%
Indoor sports complex (Indoor sports fields)	17%	7%
Skateboarding Park/Area	12%	5%
Football Fields	14%	3%

<b>Benchmarking for the City of Kentwood</b>		
	<b><i>National Average</i></b>	<b><i>Kentwood, MI</i></b>
<b>Most important parks and recreation facilities (sum of top choices)</b>		
Walking and Biking Trails	44%	36%
Nature Center/Nature Trails (Nature trails/nature parks)	19%	21%
Greenspace and natural areas	17%	17%
Off-Leash Dog Park	14%	11%
Playground Equipment for Children	18%	11%
Small Neighborhood Parks	26%	11%
Indoor Fitness and Exercise Facilities	19%	10%
Indoor Swimming Pools/Aquatic Facilities	16%	10%
Large Community Parks	19%	9%
Splash park/pad	9%	8%
Picnic Areas and Shelters	15%	7%
Senior Centers (Senior activity space)	9%	7%
Golf Driving Range	9%	6%
Lap lanes for swimming (indoor)	8%	6%
Ultimate Frisbee/Disc Golf	3%	6%
Fishing areas	12%	5%
Boat Facilities/Paddle Boats	9%	3%
Equestrian Facility/Trails	3%	3%
Tennis Courts (outdoor)	7%	3%
Indoor basketball/volleyball courts (Gymnasiums)	6%	3%
Mountain bike trails	6%	2%
Outdoor Basketball Courts	4%	2%
Soccer, Lacrosse Fields (Outdoor field space)	8%	2%
Adult Softball Fields	3%	1%
Indoor Ice-Skating Rinks	7%	1%
Skateboarding Area	2%	1%
Football fields	3%	0%

## **Section 4**

### ***Tabular Data***

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**Q1. Please indicate if you or any member of your household have used each of the City parks or facilities listed below.**

(N=351)

	Yes	No
Q1-1. Bowen Street Station	5.1%	94.9%
Q1-2. Burgis Park	3.1%	96.9%
Q1-3. East Paris Nature Park	14.5%	85.5%
Q1-4. East West Trail	19.7%	80.3%
Q1-5. Home Acres Park	5.1%	94.9%
Q1-6. Jaycee Park	10.8%	89.2%
Q1-7. Kellogg Woods Park	10.8%	89.2%
Q1-8. Northeast Park	5.7%	94.3%
Q1-9. Old Farm Park	12.5%	87.5%
Q1-10. Paris Park	9.4%	90.6%
Q1-11. Paul Henry Trail	31.9%	68.1%
Q1-12. Pinewood Park	22.8%	77.2%
Q1-13. Rondo Street Station	2.3%	97.7%
Q1-14. Stanaback Park	7.4%	92.6%
Q1-15. Stauffer Street Station	15.1%	84.9%
Q1-16. Summerwood Park	1.1%	98.9%
Q1-17. Veteran's Park	7.7%	92.3%
Q1-18. Wing Station	11.1%	88.9%

**Q1. If "Yes," please indicate how you would rate the condition of the park/facility.**

(N=241)

	Excellent	Good	Fair	Poor
Q1-1. Bowen Street Station	13.3%	53.3%	33.3%	0.0%
Q1-2. Burgis Park	20.0%	80.0%	0.0%	0.0%
Q1-3. East Paris Nature Park	25.0%	56.3%	16.7%	2.1%
Q1-4. East West Trail	34.4%	62.3%	3.3%	0.0%
Q1-5. Home Acres Park	12.5%	68.8%	12.5%	6.3%
Q1-6. Jaycee Park	14.7%	41.2%	41.2%	2.9%
Q1-7. Kellogg Woods Park	20.0%	54.3%	20.0%	5.7%
Q1-8. Northeast Park	27.8%	55.6%	16.7%	0.0%
Q1-9. Old Farm Park	19.0%	47.6%	33.3%	0.0%
Q1-10. Paris Park	22.6%	58.1%	19.4%	0.0%
Q1-11. Paul Henry Trail	44.1%	51.0%	3.9%	1.0%
Q1-12. Pinewood Park	43.4%	46.1%	10.5%	0.0%
Q1-13. Rondo Street Station	0.0%	80.0%	20.0%	0.0%
Q1-14. Stanaback Park	40.0%	52.0%	8.0%	0.0%
Q1-15. Stauffer Street Station	41.2%	45.1%	13.7%	0.0%
Q1-16. Summerwood Park	33.3%	66.7%	0.0%	0.0%
Q1-17. Veteran's Park	12.0%	60.0%	16.0%	12.0%
Q1-18. Wing Station	25.0%	55.6%	16.7%	2.8%

**Q2. Which FOUR of the parks/facilities listed in Question 1 would you MOST LIKE to see expanded or improved?**

Q2. Top choice	Number	Percent
Bowen Street Station	3	0.9 %
Burgis Park	5	1.4 %
East Paris Nature Park	17	4.8 %
East West Trail	7	2.0 %
Home Acres Park	3	0.9 %
Jaycee Park	15	4.3 %
Kellogg Woods Park	8	2.3 %
Northeast Park	12	3.4 %
Old Farm Park	14	4.0 %
Paris Park	8	2.3 %
Paul Henry Trail	24	6.8 %
Pinewood Park	23	6.6 %
Rondo Street Station	4	1.1 %
Stanaback Park	9	2.6 %
Stauffer Street Station	4	1.1 %
Veteran's Park	12	3.4 %
Wing Station	1	0.3 %
None chosen	182	51.9 %
Total	351	100.0 %

**Q2. Which FOUR of the parks/facilities listed in Question 1 would you MOST LIKE to see expanded or improved?**

Q2. 2nd choice	Number	Percent
Bowen Street Station	2	0.6 %
Burgis Park	3	0.9 %
East Paris Nature Park	8	2.3 %
East West Trail	15	4.3 %
Home Acres Park	2	0.6 %
Jaycee Park	11	3.1 %
Kellogg Woods Park	10	2.8 %
Old Farm Park	8	2.3 %
Paris Park	10	2.8 %
Paul Henry Trail	16	4.6 %
Pinewood Park	6	1.7 %
Rondo Street Station	3	0.9 %
Stanaback Park	3	0.9 %
Stauffer Street Station	6	1.7 %
Summerwood Park	1	0.3 %
Veteran's Park	3	0.9 %
Wing Station	9	2.6 %
None chosen	235	67.0 %
Total	351	100.0 %

**Q2. Which FOUR of the parks/facilities listed in Question 1 would you MOST LIKE to see expanded or improved?**

Q2. 3rd choice	Number	Percent
Bowen Street Station	4	1.1 %
East Paris Nature Park	8	2.3 %
East West Trail	3	0.9 %
Home Acres Park	2	0.6 %
Jaycee Park	4	1.1 %
Kellogg Woods Park	7	2.0 %
Northeast Park	1	0.3 %
Old Farm Park	6	1.7 %
Paris Park	2	0.6 %
Paul Henry Trail	8	2.3 %
Pinewood Park	10	2.8 %
Stanaback Park	2	0.6 %
Stauffer Street Station	10	2.8 %
Summerwood Park	1	0.3 %
Veteran's Park	8	2.3 %
Wing Station	2	0.6 %
None chosen	273	77.8 %
Total	351	100.0 %

**Q2. Which FOUR of the parks/facilities listed in Question 1 would you MOST LIKE to see expanded or improved?**

Q2. 4th choice	Number	Percent
Bowen Street Station	4	1.1 %
East Paris Nature Park	5	1.4 %
East West Trail	5	1.4 %
Home Acres Park	3	0.9 %
Jaycee Park	5	1.4 %
Kellogg Woods Park	2	0.6 %
Old Farm Park	3	0.9 %
Paris Park	3	0.9 %
Paul Henry Trail	3	0.9 %
Pinewood Park	5	1.4 %
Stanaback Park	2	0.6 %
Stauffer Street Station	3	0.9 %
Veteran's Park	5	1.4 %
Wing Station	5	1.4 %
None chosen	298	84.9 %
Total	351	100.0 %

**SUM OF TOP 4 CHOICES**

**Q2. Which FOUR of the parks/facilities listed in Question 1 would you MOST LIKE to see expanded or improved? (top 4)**

Q2. Sum of Top 4 Choices	Number	Percent
Bowen Street Station	13	3.7 %
Burgis Park	8	2.3 %
East Paris Nature Park	38	10.8 %
East West Trail	30	8.5 %
Home Acres Park	10	2.8 %
Jaycee Park	35	10.0 %
Kellogg Woods Park	27	7.7 %
Northeast Park	13	3.7 %
Old Farm Park	31	8.8 %
Paris Park	23	6.6 %
Paul Henry Trail	51	14.5 %
Pinewood Park	44	12.5 %
Rondo Street Station	7	2.0 %
Stanaback Park	16	4.6 %
Stauffer Street Station	23	6.6 %
Summerwood Park	2	0.6 %
Veteran's Park	28	8.0 %
Wing Station	17	4.8 %
None chosen	182	51.9 %
Total	598	

**Q3. Have you or other members of your household participated in any recreation or sports programs offered by the City of Kentwood Parks and Recreation Department during the past 12 months?**

Q3. Have you participated in any recreation or sports programs offered by City Parks & Recreation Department during past 12 months

	Number	Percent
Yes	41	11.7 %
No	310	88.3 %
Total	351	100.0 %

**Q3a. Approximately how many different recreation or sports programs offered by the City of Kentwood Parks and Recreation Department have you or members of your household participated in over the past 12 months?**

Q3a. How many different recreation or sports programs have you participated in over past 12 months

	Number	Percent
1 program	22	53.7 %
2 to 3 programs	19	46.3 %
Total	41	100.0 %

**Q3b. From the following list, please check the THREE primary reasons why your household has participated in City of Kentwood recreation programs.**

Q3b. What are the primary reasons your household has participated in City recreation programs

	Number	Percent
Quality of instruction	6	14.6 %
Location of facility	28	68.3 %
Quality of facility	6	14.6 %
Economical fees	12	29.3 %
Convenient times offered	18	43.9 %
Quality of program	14	34.1 %
Dates offered	8	19.5 %
Friends participate	6	14.6 %
Facilities are accessible	6	14.6 %
Other	2	4.9 %
Total	106	

**Q3b. Other**

	Number	Percent
Q3b. Other		
KBL Fun times	1	50.0 %
TBI clinics	1	50.0 %
Total	2	100.0 %

**Q3c. How would you rate the overall quality of the recreation programs that you and members of your household have participated in? (without "not provided")**

Q3c. How would you rate overall quality of recreation programs you have participated in

	Number	Percent
Excellent	13	33.3 %
Good	24	61.5 %
Fair	2	5.1 %
Total	39	100.0 %

**Q4. Please CHECK ALL of the ways you learn about City of Kentwood Parks and Recreation Department programs and activities.**

Q4. What are the ways you learn about City Parks & Recreation Department programs & activities

	Number	Percent
Parks & Recreation program guide	103	29.3 %
City of Kentwood website	105	29.9 %
Newspaper articles	56	16.0 %
Radio	16	4.6 %
Cable access television	6	1.7 %
Flyers at Parks & Recreation facilities	30	8.5 %
From friends and neighbors	106	30.2 %
Flyers distributed at school	22	6.3 %
Parks Department email bulletins	15	4.3 %
Conversations with Parks & Recreation staff	3	0.9 %
Social media	65	18.5 %
Parks Department newsletters	52	14.8 %
Kentwood Library	84	23.9 %
Total	663	

**Q5. From the following list, please CHECK ALL of the organizations that you or members of your household have used for indoor and outdoor recreation and sports activities during the last 12 months.**

Q5. What are the organizations you have used for indoor & outdoor recreation & sports activities during last 12 months

	Number	Percent
School district facilities	77	21.9 %
Churches	80	22.8 %
Private youth sports leagues	24	6.8 %
YMCA	59	16.8 %
County parks	79	22.5 %
Boys & Girls Club	1	0.3 %
Private clubs (tennis, health, fitness, golf)	61	17.4 %
City of Kentwood Parks & Recreation Department	93	26.5 %
Homeowners Association/apartment complex	33	9.4 %
Other	20	5.7 %
None, do not use any organizations	102	29.1 %
Total	629	

**Q5. Other**

<u>Q5. Other</u>	<u>Number</u>	<u>Percent</u>
EAST KENTWOOD FOR SWIM LESSONS	1	5.0 %
GOLF CLUBS	1	5.0 %
GRAND RAPIDS PARKS/REC	1	5.0 %
GRAND RAPIDS SPORT AND SOCIAL CLUB	1	5.0 %
Goldfish Swim School, From the Heart Yoga & Tai Chi, The Studio Yoga	1	5.0 %
KBL	1	5.0 %
KDL LIBRARY	1	5.0 %
KHS Aquatic Center	1	5.0 %
Kroc Center	2	10.0 %
Library	2	10.0 %
MVP	1	5.0 %
Mary Free Bed	1	5.0 %
REVELATION WELLNESS.ORG	1	5.0 %
SALVATION ARMY CTR	1	5.0 %
SPORT AND SOCIAL CLUB	1	5.0 %
Special Olympics	1	5.0 %
WALKING THE NEIGHBORHOOD	1	5.0 %
YOGA STUDIOS	1	5.0 %
Total	20	100.0 %

**Q6. For the age group of 0 to 17, please indicate which TWO organizations listed in Question 5 you and your household USE THE MOST for sports and recreation programs and services.**

Q6. Top choice	Number	Percent
School district facilities	33	9.4 %
Churches	10	2.8 %
Private youth sports leagues	10	2.8 %
YMCA	14	4.0 %
County parks	10	2.8 %
Private clubs (tennis, health, fitness, golf)	7	2.0 %
City of Kentwood Parks & Recreation Department	17	4.8 %
Other	4	1.1 %
None chosen	246	70.1 %
Total	351	100.0 %

**Q6. For the age group of 0 to 17, please indicate which TWO organizations listed in Question 5 you and your household USE THE MOST for sports and recreation programs and services.**

Q6. 2nd choice	Number	Percent
School district facilities	12	3.4 %
Churches	6	1.7 %
Private youth sports leagues	3	0.9 %
YMCA	9	2.6 %
County parks	9	2.6 %
Private clubs (tennis, health, fitness, golf)	9	2.6 %
City of Kentwood Parks & Recreation Department	16	4.6 %
Homeowners Association/apartment complex	1	0.3 %
Other	6	1.7 %
None chosen	280	79.8 %
Total	351	100.0 %

**SUM OF TOP 2 CHOICES**

**Q6. For the age group of 0 to 17, please indicate which TWO organizations listed in Question 5 you and your household USE THE MOST for sports and recreation programs and services. (top 2)**

<u>Q6. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
School district facilities	45	12.8 %
Churches	16	4.6 %
Private youth sports leagues	13	3.7 %
YMCA	23	6.6 %
County parks	19	5.4 %
Private clubs (tennis, health, fitness, golf)	16	4.6 %
City of Kentwood Parks & Recreation Department	33	9.4 %
Homeowners Association/apartment complex	1	0.3 %
Other	10	2.8 %
<u>None chosen</u>	<u>246</u>	<u>70.1 %</u>
Total	422	

**Q6. For the age group of 18 and older, please indicate which TWO organizations listed in Question 5 you and your household USE THE MOST for sports and recreation programs and services.**

Q6. Top choice	Number	Percent
School district facilities	20	5.7 %
Churches	31	8.8 %
Private youth sports leagues	5	1.4 %
YMCA	25	7.1 %
County parks	23	6.6 %
Private clubs (tennis, health, fitness, golf)	31	8.8 %
City of Kentwood Parks & Recreation Department	38	10.8 %
Homeowners Association/apartment complex	4	1.1 %
Other	9	2.6 %
None chosen	165	47.0 %
Total	351	100.0 %

**Q6. For the age group of 18 and older, please indicate which TWO organizations listed in Question 5 you and your household USE THE MOST for sports and recreation programs and services.**

Q6. 2nd choice	Number	Percent
School district facilities	16	4.6 %
Churches	11	3.1 %
Private youth sports leagues	1	0.3 %
YMCA	15	4.3 %
County parks	21	6.0 %
Boys & Girls Club	1	0.3 %
Private clubs (tennis, health, fitness, golf)	11	3.1 %
City of Kentwood Parks & Recreation Department	28	8.0 %
Homeowners Association/apartment complex	10	2.8 %
Other	9	2.6 %
None chosen	228	65.0 %
Total	351	100.0 %

**SUM OF TOP 2 CHOICES**

**Q6. For the age group of 18 and older, please indicate which TWO organizations listed in Question 5 you and your household USE THE MOST for sports and recreation programs and services. (top 2)**

<u>Q6. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
School district facilities	36	10.3 %
Churches	42	12.0 %
Private youth sports leagues	6	1.7 %
YMCA	40	11.4 %
County parks	44	12.5 %
Boys & Girls Club	1	0.3 %
Private clubs (tennis, health, fitness, golf)	42	12.0 %
City of Kentwood Parks & Recreation Department	66	18.8 %
Homeowners Association/apartment complex	14	4.0 %
Other	18	5.1 %
<u>None chosen</u>	<u>165</u>	<u>47.0 %</u>
Total	474	

**Q7. Please CHECK ALL of the following reasons that prevent you or other members of your household from using the parks, recreation and sports facilities, or programs of the City of Kentwood Parks and Recreation Department MORE OFTEN.**

Q7. What are the reasons that prevent you from using parks, recreation & sports facilities, or programs more often

	Number	Percent
Facilities are not well maintained	29	8.3 %
Program or facility not offered	25	7.1 %
Facilities lack right equipment	22	6.3 %
Security is insufficient	29	8.3 %
Lack of quality programs	16	4.6 %
Too far from our residence	28	8.0 %
Class full	2	0.6 %
Program times are not convenient	37	10.5 %
Use facilities in other cities	18	5.1 %
Fees are too high	24	6.8 %
Poor customer service by staff	5	1.4 %
I do not know locations of facilities	105	29.9 %
Use services of other agencies	29	8.3 %
Not accessible for people with disabilities	6	1.7 %
I do not know what is being offered	141	40.2 %
Facility operating hours not convenient	16	4.6 %
Registration for programs is difficult	14	4.0 %
Lack of parking by facilities parks	9	2.6 %
Other	44	12.5 %
Total	599	

**Q7. Other**

Q7. Other	Number	Percent
BUSY	2	4.5 %
CURRENT HEALTH ISSUES	1	2.3 %
DOGS OFF LEASH	1	2.3 %
DON'T CARE	1	2.3 %
HAVEN'T LOOKED INTO THEM	1	2.3 %
HEALTH	1	2.3 %
I DO NOT HAVE CHILDREN	1	2.3 %
I DON'T GO ANYWHERE	1	2.3 %
I don't think tax dollars should be spent on any of these parks or organizations	1	2.3 %
Just don't use them	2	4.5 %
Lack of time	3	6.8 %
My outdoor recreation is very limited due to age	1	2.3 %
Need more shaded areas. Need soap in the bathrooms	1	2.3 %
Never done it before fear of unknown maybe	1	2.3 %
NEVER HOME	1	2.3 %
NOT ENOUGH TODDLER FRIENDLY PLAY AREAS	1	2.3 %
NOTHING PREVENTS ME	1	2.3 %
Need more trash barrels and signage telling people not to litter	1	2.3 %
Need more variety of activities and playground equipment	1	2.3 %
No desire to	1	2.3 %
No interest	2	4.5 %
Not very active	1	2.3 %
OTHER OPTIONS	1	2.3 %
PLAYGROUND AT JAYCEE PARK COVERED IN BROKEN LIQUOR BOTTLES	1	2.3 %
PROGRAM GETS CANCELLED	1	2.3 %
THEY ARE FOR CHILDREN AND SENIORS	1	2.3 %
TIME	1	2.3 %
TOO BUSY WITH OTHER ACTIVITIES	1	2.3 %
TOO OLD	1	2.3 %
Teens are unruly and can be intimidating to children	1	2.3 %
Too far advanced in age	1	2.3 %
Transportation	1	2.3 %
Trash	1	2.3 %
USE PARKS AND REC IN KALAMOZOO	1	2.3 %
Very busy lifestyle	1	2.3 %
WE PREFER TO WALK CYCLE AND RUN	1	2.3 %
WORK ODD HOURS	1	2.3 %
We don't leave the house	1	2.3 %
<u>We just don't use any of the facilities</u>	1	2.3 %
Total	44	100.0 %

**Q8. Please indicate if you or any member of your household has a need for each of the Parks and Recreation facilities below.**

(N=351)

	Yes	No
Q8-1. Adult softball fields	8.0%	92.0%
Q8-2. Boating access	10.0%	90.0%
Q8-3. Canoe/kayak access	19.1%	80.9%
Q8-4. Cross country skiing areas	11.1%	88.9%
Q8-5. Disc golf	14.2%	85.8%
Q8-6. Fishing access	15.4%	84.6%
Q8-7. Golf course	19.7%	80.3%
Q8-8. Greenspace & natural areas	38.7%	61.3%
Q8-9. Horseback riding	8.5%	91.5%
Q8-10. Indoor & outdoor rental space	14.0%	86.0%
Q8-11. Indoor basketball/volleyball courts	10.5%	89.5%
Q8-12. Indoor fitness & exercise facilities	32.5%	67.5%
Q8-13. Indoor ice arena	11.7%	88.3%
Q8-14. Indoor lap lanes for exercise swimming	19.4%	80.6%
Q8-15. Indoor running/walking track	26.5%	73.5%
Q8-16. Indoor sports fields (e.g. baseball, soccer)	7.4%	92.6%
Q8-17. Indoor swimming pools/leisure pool	27.9%	72.1%
Q8-18. Large community parks	31.3%	68.7%
Q8-19. Lighted sports fields	8.5%	91.5%
Q8-20. Mountain bike park	9.1%	90.9%
Q8-21. Nature center & trails	46.2%	53.8%

**Q8. Please indicate if you or any member of your household has a need for each of the Parks and Recreation facilities below.**

	Yes	No
Q8-22. Off-leash dog park	21.1%	78.9%
Q8-23. Outdoor adult soccer fields	4.0%	96.0%
Q8-24. Outdoor basketball courts	8.0%	92.0%
Q8-25. Outdoor sports complex	7.4%	92.6%
Q8-26. Outdoor swimming pools/water parks	21.1%	78.9%
Q8-27. Outdoor tennis courts	13.1%	86.9%
Q8-28. Pickleball courts	6.8%	93.2%
Q8-29. Picnic areas & shelters	31.3%	68.7%
Q8-30. Playground equipment	24.8%	75.2%
Q8-31. Sand volleyball courts	7.1%	92.9%
Q8-32. Senior center	15.7%	84.3%
Q8-33. Skateboarding park	4.6%	95.4%
Q8-34. Small neighborhood parks	30.2%	69.8%
Q8-35. Splash pad	21.9%	78.1%
Q8-36. Walking & biking trails	51.6%	48.4%
Q8-37. Youth baseball & softball fields	9.1%	90.9%
Q8-38. Youth football fields	3.1%	96.9%
Q8-39. Youth soccer fields	8.3%	91.7%
Q8-40. Other	0.9%	99.1%

**Q8. If "Yes," please rate ALL of the Parks and Recreation facilities of this type in Kentwood on a scale of 1 to 5, where 5 means the needs of your household are "100% Met" and 1 means "0% Met."**

(N=294)

	100% met	75% met	50% met	25% met	0% met
Q8-1. Adult softball fields	19.0%	9.5%	38.1%	9.5%	23.8%
Q8-2. Boating access	10.0%	6.7%	30.0%	6.7%	46.7%
Q8-3. Canoe/kayak access	1.8%	5.3%	21.1%	15.8%	56.1%
Q8-4. Cross country skiing areas	8.6%	11.4%	22.9%	20.0%	37.1%
Q8-5. Disc golf	26.2%	26.2%	23.8%	14.3%	9.5%
Q8-6. Fishing access	8.7%	8.7%	21.7%	19.6%	41.3%
Q8-7. Golf course	20.0%	12.7%	29.1%	14.5%	23.6%
Q8-8. Greenspace & natural areas	19.5%	35.4%	31.0%	9.7%	4.4%
Q8-9. Horseback riding	4.5%	4.5%	22.7%	13.6%	54.5%
Q8-10. Indoor & outdoor rental space	17.1%	17.1%	22.0%	31.7%	12.2%
Q8-11. Indoor basketball/volleyball courts	6.5%	16.1%	29.0%	25.8%	22.6%
Q8-12. Indoor fitness & exercise facilities	9.8%	15.2%	15.2%	21.7%	38.0%
Q8-13. Indoor ice arena	36.1%	16.7%	11.1%	11.1%	25.0%
Q8-14. Indoor lap lanes for exercise swimming	14.3%	10.7%	17.9%	19.6%	37.5%
Q8-15. Indoor running/walking track	8.6%	11.4%	11.4%	15.7%	52.9%
Q8-16. Indoor sports fields (e.g. baseball, soccer)	20.0%	15.0%	5.0%	25.0%	35.0%
Q8-17. Indoor swimming pools/leisure pool	22.8%	13.9%	16.5%	8.9%	38.0%
Q8-18. Large community parks	28.9%	26.7%	23.3%	15.6%	5.6%
Q8-19. Lighted sports fields	27.3%	27.3%	27.3%	4.5%	13.6%
Q8-20. Mountain bike park	13.8%	17.2%	10.3%	20.7%	37.9%
Q8-21. Nature center & trails	17.5%	32.1%	24.1%	14.6%	11.7%

**Q8. If "Yes," please rate ALL of the Parks and Recreation facilities of this type in Kentwood on a scale of 1 to 5, where 5 means the needs of your household are "100% Met" and 1 means "0% Met."**

	100% met	75% met	50% met	25% met	0% met
Q8-22. Off-leash dog park	6.6%	16.4%	14.8%	16.4%	45.9%
Q8-23. Outdoor adult soccer fields	41.7%	33.3%	8.3%	16.7%	0.0%
Q8-24. Outdoor basketball courts	43.5%	8.7%	30.4%	13.0%	4.3%
Q8-25. Outdoor sports complex	16.7%	33.3%	38.9%	11.1%	0.0%
Q8-26. Outdoor swimming pools/water parks	7.9%	15.9%	11.1%	23.8%	41.3%
Q8-27. Outdoor tennis courts	31.6%	18.4%	15.8%	13.2%	21.1%
Q8-28. Pickleball courts	5.3%	31.6%	10.5%	21.1%	31.6%
Q8-29. Picnic areas & shelters	29.7%	27.5%	18.7%	19.8%	4.4%
Q8-30. Playground equipment	38.0%	31.6%	15.2%	10.1%	5.1%
Q8-31. Sand volleyball courts	14.3%	4.8%	14.3%	28.6%	38.1%
Q8-32. Senior center	19.4%	22.2%	13.9%	13.9%	30.6%
Q8-33. Skateboarding park	13.3%	33.3%	13.3%	20.0%	20.0%
Q8-34. Small neighborhood parks	26.4%	31.9%	20.9%	11.0%	9.9%
Q8-35. Splash pad	28.4%	25.4%	16.4%	13.4%	16.4%
Q8-36. Walking & biking trails	31.4%	34.6%	20.3%	9.2%	4.6%
Q8-37. Youth baseball & softball fields	31.0%	24.1%	20.7%	10.3%	13.8%
Q8-38. Youth football fields	44.4%	22.2%	0.0%	11.1%	22.2%
Q8-39. Youth soccer fields	31.8%	27.3%	22.7%	9.1%	9.1%
Q8-40. Other	0.0%	33.3%	0.0%	33.3%	33.3%

**Q8. Other**

Q8-40. Other	Number	Percent
Accessibility for wheelchairs	1	33.3 %
Running dirt trails	1	33.3 %
Tennis	1	33.3 %
Total	3	100.0 %

**Q9. Which FOUR of the facilities from the list in Question 8 are MOST IMPORTANT to your household?**

<u>Q9. Top choice</u>	<u>Number</u>	<u>Percent</u>
Boating access	1	0.3 %
Canoe/kayak access	7	2.0 %
Cross country skiing areas	1	0.3 %
Disc golf	4	1.1 %
Fishing access	5	1.4 %
Golf course	8	2.3 %
Greenspace & natural areas	23	6.6 %
Horseback riding	3	0.9 %
Indoor & outdoor rental space	3	0.9 %
Indoor basketball/volleyball courts	2	0.6 %
Indoor fitness & exercise facilities	12	3.4 %
Indoor lap lanes for exercise swimming	5	1.4 %
Indoor running/walking track	5	1.4 %
Indoor sports fields (e.g. baseball, soccer)	1	0.3 %
Indoor swimming pools/leisure pool	9	2.6 %
Large community parks	6	1.7 %
Lighted sports fields	1	0.3 %
Mountain bike park	2	0.6 %
Nature center & trails	17	4.8 %
Off-leash dog park	14	4.0 %
Outdoor basketball courts	1	0.3 %
Outdoor swimming pools/water parks	4	1.1 %
Outdoor tennis courts	4	1.1 %
Pickleball courts	3	0.9 %
Playground equipment	14	4.0 %
Sand volleyball courts	1	0.3 %
Senior center	4	1.1 %
Skateboarding park	2	0.6 %
Small neighborhood parks	13	3.7 %
Splash pad	5	1.4 %
Walking & biking trails	56	16.0 %
Youth baseball & softball fields	1	0.3 %
Youth soccer fields	3	0.9 %
Other	5	1.4 %
<u>None chosen</u>	<u>106</u>	<u>30.2 %</u>
Total	351	100.0 %

**Q9. Which FOUR of the facilities from the list in Question 8 are MOST IMPORTANT to your household?**

Q9. 2nd choice	Number	Percent
Adult softball fields	2	0.6 %
Boating access	3	0.9 %
Canoe/kayak access	6	1.7 %
Disc golf	9	2.6 %
Fishing access	4	1.1 %
Golf course	3	0.9 %
Greenspace & natural areas	13	3.7 %
Horseback riding	2	0.6 %
Indoor & outdoor rental space	2	0.6 %
Indoor basketball/volleyball courts	2	0.6 %
Indoor fitness & exercise facilities	7	2.0 %
Indoor ice arena	2	0.6 %
Indoor lap lanes for exercise swimming	7	2.0 %
Indoor running/walking track	13	3.7 %
Indoor sports fields (e.g. baseball, soccer)	1	0.3 %
Indoor swimming pools/leisure pool	13	3.7 %
Large community parks	9	2.6 %
Mountain bike park	4	1.1 %
Nature center & trails	22	6.3 %
Off-leash dog park	7	2.0 %
Outdoor adult soccer fields	1	0.3 %
Outdoor basketball courts	2	0.6 %
Outdoor swimming pools/water parks	4	1.1 %
Outdoor tennis courts	5	1.4 %
Picnic areas & shelters	10	2.8 %
Playground equipment	11	3.1 %
Senior center	4	1.1 %
Small neighborhood parks	11	3.1 %
Splash pad	10	2.8 %
Walking & biking trails	30	8.5 %
Youth baseball & softball fields	3	0.9 %
Youth soccer fields	1	0.3 %
<u>None chosen</u>	<u>128</u>	<u>36.5 %</u>
Total	351	100.0 %

**Q9. Which FOUR of the facilities from the list in Question 8 are MOST IMPORTANT to your household?**

Q9. 3rd choice	Number	Percent
Boating access	3	0.9 %
Canoe/kayak access	7	2.0 %
Cross country skiing areas	4	1.1 %
Disc golf	1	0.3 %
Fishing access	5	1.4 %
Golf course	3	0.9 %
Greenspace & natural areas	9	2.6 %
Horseback riding	3	0.9 %
Indoor & outdoor rental space	4	1.1 %
Indoor basketball/volleyball courts	4	1.1 %
Indoor fitness & exercise facilities	8	2.3 %
Indoor ice arena	1	0.3 %
Indoor lap lanes for exercise swimming	4	1.1 %
Indoor running/walking track	4	1.1 %
Indoor sports fields (e.g. baseball, soccer)	1	0.3 %
Indoor swimming pools/leisure pool	11	3.1 %
Large community parks	13	3.7 %
Lighted sports fields	1	0.3 %
Mountain bike park	1	0.3 %
Nature center & trails	19	5.4 %
Off-leash dog park	10	2.8 %
Outdoor adult soccer fields	1	0.3 %
Outdoor basketball courts	2	0.6 %
Outdoor swimming pools/water parks	6	1.7 %
Pickleball courts	1	0.3 %
Picnic areas & shelters	9	2.6 %
Playground equipment	11	3.1 %
Sand volleyball courts	1	0.3 %
Senior center	7	2.0 %
Small neighborhood parks	9	2.6 %
Splash pad	5	1.4 %
Walking & biking trails	24	6.8 %
Youth baseball & softball fields	3	0.9 %
Youth football fields	1	0.3 %
Other	1	0.3 %
<u>None chosen</u>	<u>154</u>	<u>43.9 %</u>
Total	351	100.0 %

**Q9. Which FOUR of the facilities from the list in Question 8 are MOST IMPORTANT to your household?**

Q9. 4th choice	Number	Percent
Adult softball fields	1	0.3 %
Boating access	2	0.6 %
Canoe/kayak access	8	2.3 %
Cross country skiing areas	2	0.6 %
Disc golf	6	1.7 %
Fishing access	5	1.4 %
Golf course	7	2.0 %
Greenspace & natural areas	13	3.7 %
Horseback riding	1	0.3 %
Indoor & outdoor rental space	2	0.6 %
Indoor basketball/volleyball courts	2	0.6 %
Indoor fitness & exercise facilities	8	2.3 %
Indoor ice arena	1	0.3 %
Indoor lap lanes for exercise swimming	4	1.1 %
Indoor running/walking track	8	2.3 %
Indoor swimming pools/leisure pool	3	0.9 %
Large community parks	5	1.4 %
Lighted sports fields	2	0.6 %
Nature center & trails	15	4.3 %
Off-leash dog park	8	2.3 %
Outdoor adult soccer fields	1	0.3 %
Outdoor basketball courts	1	0.3 %
Outdoor sports complex	1	0.3 %
Outdoor swimming pools/water parks	9	2.6 %
Outdoor tennis courts	1	0.3 %
Pickleball courts	3	0.9 %
Picnic areas & shelters	7	2.0 %
Playground equipment	2	0.6 %
Sand volleyball courts	4	1.1 %
Senior center	10	2.8 %
Small neighborhood parks	5	1.4 %
Splash pad	7	2.0 %
Walking & biking trails	15	4.3 %
Youth baseball & softball fields	2	0.6 %
Youth soccer fields	1	0.3 %
<u>None chosen</u>	<u>179</u>	<u>51.0 %</u>
Total	351	100.0 %

**SUM OF TOP 4 CHOICES**

**Q9. Which FOUR of the facilities from the list in Question 8 are MOST IMPORTANT to your household? (top 4)**

Q9. Sum of Top 4 Choices	Number	Percent
Adult softball fields	3	0.9 %
Boating access	9	2.6 %
Canoe/kayak access	28	8.0 %
Cross country skiing areas	7	2.0 %
Disc golf	20	5.7 %
Fishing access	19	5.4 %
Golf course	21	6.0 %
Greenspace & natural areas	58	16.5 %
Horseback riding	9	2.6 %
Indoor & outdoor rental space	11	3.1 %
Indoor basketball/volleyball courts	10	2.8 %
Indoor fitness & exercise facilities	35	10.0 %
Indoor ice arena	4	1.1 %
Indoor lap lanes for exercise swimming	20	5.7 %
Indoor running/walking track	30	8.5 %
Indoor sports fields (e.g. baseball, soccer)	3	0.9 %
Indoor swimming pools/leisure pool	36	10.3 %
Large community parks	33	9.4 %
Lighted sports fields	4	1.1 %
Mountain bike park	7	2.0 %
Nature center & trails	73	20.8 %
Off-leash dog park	39	11.1 %
Outdoor adult soccer fields	3	0.9 %
Outdoor basketball courts	6	1.7 %
Outdoor sports complex	1	0.3 %
Outdoor swimming pools/water parks	23	6.6 %
Outdoor tennis courts	10	2.8 %
Pickleball courts	7	2.0 %
Picnic areas & shelters	26	7.4 %
Playground equipment	38	10.8 %
Sand volleyball courts	6	1.7 %
Senior center	25	7.1 %
Skateboarding park	2	0.6 %
Small neighborhood parks	38	10.8 %
Splash pad	27	7.7 %
Walking & biking trails	125	35.6 %
Youth baseball & softball fields	9	2.6 %
Youth football fields	1	0.3 %
Youth soccer fields	5	1.4 %
Other	6	1.7 %
None chosen	106	30.2 %
Total	943	

**Q10. Please indicate if you or any member of your household has a need for each of the sports and recreation programs below.**

(N=351)

	Yes	No
Q10-1. Adult art, dance, performing arts	13.4%	86.6%
Q10-2. Adult continuing education programs	17.9%	82.1%
Q10-3. Adult fitness & wellness programs	31.1%	68.9%
Q10-4. Adult programs for 50 years & older	27.1%	72.9%
Q10-5. Adult sports programs	14.0%	86.0%
Q10-6. Before & after school programs	8.5%	91.5%
Q10-7. Birthday parties	10.3%	89.7%
Q10-8. Farmer's market	50.4%	49.6%
Q10-9. Golf lessons & leagues	10.8%	89.2%
Q10-10. Nature programs/environmental education	16.5%	83.5%
Q10-11. Pickleball lessons & leagues	6.8%	93.2%
Q10-12. Preschool programs	9.1%	90.9%
Q10-13. Programs for people with disabilities	6.0%	94.0%
Q10-14. Programs for teens	9.4%	90.6%
Q10-15. Programs with your pets	12.3%	87.7%
Q10-16. Special events (e.g. concerts, movies)	30.8%	69.2%
Q10-17. Tennis lessons & leagues	7.7%	92.3%
Q10-18. Travel programs	15.7%	84.3%
Q10-19. Water fitness programs	19.9%	80.1%
Q10-20. Youth art, dance, performing arts	6.6%	93.4%
Q10-21. Youth fitness & wellness programs	10.0%	90.0%

**Q10. Please indicate if you or any member of your household has a need for each of the sports and recreation programs below.**

	Yes	No
Q10-22. Youth Learn to Swim programs	12.0%	88.0%
Q10-23. Youth sports programs	14.0%	86.0%
Q10-24. Youth summer camp programs	11.4%	88.6%
Q10-25. Other	0.6%	99.4%

**Q10. If "Yes," please rate the recreation program on a scale of 1 to 5, where 5 means the needs of your household are "100% Met" and 1 means "0% Met."**

(N=266)

	100% met	75% met	50% met	25% met	0% met
Q10-1. Adult art, dance, performing arts	8.8%	29.4%	8.8%	14.7%	38.2%
Q10-2. Adult continuing education programs	8.2%	12.2%	24.5%	24.5%	30.6%
Q10-3. Adult fitness & wellness programs	14.8%	8.6%	22.2%	22.2%	32.1%
Q10-4. Adult programs for 50 years & older	7.5%	10.4%	23.9%	22.4%	35.8%
Q10-5. Adult sports programs	18.9%	5.4%	24.3%	13.5%	37.8%
Q10-6. Before & after school programs	26.9%	23.1%	19.2%	11.5%	19.2%
Q10-7. Birthday parties	6.9%	13.8%	34.5%	24.1%	20.7%
Q10-8. Farmer's market	18.9%	23.8%	24.5%	17.5%	15.4%
Q10-9. Golf lessons & leagues	0.0%	3.8%	30.8%	11.5%	53.8%
Q10-10. Nature programs/environmental education	6.3%	8.3%	27.1%	37.5%	20.8%
Q10-11. Pickleball lessons & leagues	0.0%	11.8%	23.5%	17.6%	47.1%
Q10-12. Preschool programs	15.4%	19.2%	34.6%	15.4%	15.4%
Q10-13. Programs for people with disabilities	12.5%	0.0%	31.3%	43.8%	12.5%
Q10-14. Programs for teens	15.4%	15.4%	15.4%	30.8%	23.1%
Q10-15. Programs with your pets	7.4%	3.7%	14.8%	14.8%	59.3%
Q10-16. Special events (e.g. concerts, movies)	10.6%	21.2%	24.7%	21.2%	22.4%
Q10-17. Tennis lessons & leagues	6.3%	6.3%	12.5%	25.0%	50.0%
Q10-18. Travel programs	7.3%	12.2%	19.5%	17.1%	43.9%
Q10-19. Water fitness programs	11.1%	16.7%	18.5%	16.7%	37.0%
Q10-20. Youth art, dance, performing arts	5.0%	15.0%	25.0%	30.0%	25.0%
Q10-21. Youth fitness & wellness programs	7.4%	22.2%	18.5%	33.3%	18.5%

**Q10. If "Yes," please rate the recreation program on a scale of 1 to 5, where 5 means the needs of your household are "100% Met" and 1 means "0% Met."**

	100% met	75% met	50% met	25% met	0% met
Q10-22. Youth Learn to Swim programs	11.8%	23.5%	20.6%	26.5%	17.6%
Q10-23. Youth sports programs	9.8%	29.3%	14.6%	22.0%	24.4%
Q10-24. Youth summer camp programs	9.1%	27.3%	21.2%	24.2%	18.2%
Q10-25. Other	0.0%	50.0%	0.0%	0.0%	50.0%

**Q10. Other**

Q10-25. Other	Number	Percent
LEARN TO USE COMPUTER	1	50.0 %
Outdoor paved walking trails and indoor walking tracks	1	50.0 %
Total	2	100.0 %

**Q11. Which FOUR of the programs from the list in Question 10 are MOST IMPORTANT to your household?**

Q11. Top choice	Number	Percent
Adult art, dance, performing arts	12	3.4 %
Adult continuing education programs	9	2.6 %
Adult fitness & wellness programs	21	6.0 %
Adult programs for 50 years & older	17	4.8 %
Adult sports programs	6	1.7 %
Before & after school programs	10	2.8 %
Farmer's market	59	16.8 %
Nature programs/environmental education	7	2.0 %
Pickleball lessons & leagues	5	1.4 %
Preschool programs	3	0.9 %
Programs for people with disabilities	2	0.6 %
Programs for teens	7	2.0 %
Programs with your pets	8	2.3 %
Special events (e.g. concerts, movies)	14	4.0 %
Tennis lessons & leagues	5	1.4 %
Travel programs	2	0.6 %
Water fitness programs	11	3.1 %
Youth art, dance, performing arts	2	0.6 %
Youth fitness & wellness programs	3	0.9 %
Youth Learn to Swim programs	9	2.6 %
Youth sports programs	7	2.0 %
Youth summer camp programs	4	1.1 %
Other	3	0.9 %
None chosen	125	35.6 %
Total	351	100.0 %

**Q11. Which FOUR of the programs from the list in Question 10 are MOST IMPORTANT to your household?**

Q11. 2nd choice	Number	Percent
Adult art, dance, performing arts	3	0.9 %
Adult continuing education programs	7	2.0 %
Adult fitness & wellness programs	21	6.0 %
Adult programs for 50 years & older	18	5.1 %
Adult sports programs	6	1.7 %
Before & after school programs	2	0.6 %
Birthday parties	2	0.6 %
Farmer's market	34	9.7 %
Golf lessons & leagues	6	1.7 %
Nature programs/environmental education	15	4.3 %
Pickleball lessons & leagues	3	0.9 %
Preschool programs	9	2.6 %
Programs for people with disabilities	1	0.3 %
Programs for teens	2	0.6 %
Programs with your pets	7	2.0 %
Special events (e.g. concerts, movies)	14	4.0 %
Tennis lessons & leagues	3	0.9 %
Travel programs	9	2.6 %
Water fitness programs	9	2.6 %
Youth fitness & wellness programs	2	0.6 %
Youth Learn to Swim programs	6	1.7 %
Youth sports programs	7	2.0 %
Youth summer camp programs	4	1.1 %
None chosen	161	45.9 %
Total	351	100.0 %

**Q11. Which FOUR of the programs from the list in Question 10 are MOST IMPORTANT to your household?**

Q11. 3rd choice	Number	Percent
Adult art, dance, performing arts	10	2.8 %
Adult continuing education programs	10	2.8 %
Adult fitness & wellness programs	11	3.1 %
Adult programs for 50 years & older	12	3.4 %
Adult sports programs	4	1.1 %
Before & after school programs	2	0.6 %
Birthday parties	3	0.9 %
Farmer's market	17	4.8 %
Golf lessons & leagues	5	1.4 %
Nature programs/environmental education	7	2.0 %
Pickleball lessons & leagues	5	1.4 %
Preschool programs	2	0.6 %
Programs for people with disabilities	3	0.9 %
Programs for teens	4	1.1 %
Programs with your pets	6	1.7 %
Special events (e.g. concerts, movies)	17	4.8 %
Tennis lessons & leagues	1	0.3 %
Travel programs	7	2.0 %
Water fitness programs	7	2.0 %
Youth art, dance, performing arts	2	0.6 %
Youth fitness & wellness programs	5	1.4 %
Youth Learn to Swim programs	4	1.1 %
Youth sports programs	5	1.4 %
Youth summer camp programs	4	1.1 %
None chosen	198	56.4 %
Total	351	100.0 %

**Q11. Which FOUR of the programs from the list in Question 10 are MOST IMPORTANT to your household?**

Q11. 4th choice	Number	Percent
Adult art, dance, performing arts	1	0.3 %
Adult continuing education programs	4	1.1 %
Adult fitness & wellness programs	9	2.6 %
Adult programs for 50 years & older	3	0.9 %
Adult sports programs	3	0.9 %
Before & after school programs	2	0.6 %
Birthday parties	8	2.3 %
Farmer's market	19	5.4 %
Golf lessons & leagues	3	0.9 %
Nature programs/environmental education	12	3.4 %
Preschool programs	1	0.3 %
Programs for people with disabilities	1	0.3 %
Programs for teens	7	2.0 %
Programs with your pets	5	1.4 %
Special events (e.g. concerts, movies)	16	4.6 %
Tennis lessons & leagues	1	0.3 %
Travel programs	7	2.0 %
Water fitness programs	8	2.3 %
Youth art, dance, performing arts	1	0.3 %
Youth fitness & wellness programs	4	1.1 %
Youth Learn to Swim programs	4	1.1 %
Youth sports programs	6	1.7 %
Youth summer camp programs	2	0.6 %
None chosen	224	63.8 %
Total	351	100.0 %

**SUM OF TOP 4 CHOICES**

**Q11. Which FOUR of the programs from the list in Question 10 are MOST IMPORTANT to your household? (top 4)**

Q11. Sum of Top 4 Choices	Number	Percent
Adult art, dance, performing arts	26	7.4 %
Adult continuing education programs	30	8.5 %
Adult fitness & wellness programs	62	17.7 %
Adult programs for 50 years & older	50	14.2 %
Adult sports programs	19	5.4 %
Before & after school programs	16	4.6 %
Birthday parties	13	3.7 %
Farmer's market	129	36.8 %
Golf lessons & leagues	14	4.0 %
Nature programs/environmental education	41	11.7 %
Pickleball lessons & leagues	13	3.7 %
Preschool programs	15	4.3 %
Programs for people with disabilities	7	2.0 %
Programs for teens	20	5.7 %
Programs with your pets	26	7.4 %
Special events (e.g. concerts, movies)	61	17.4 %
Tennis lessons & leagues	10	2.8 %
Travel programs	25	7.1 %
Water fitness programs	35	10.0 %
Youth art, dance, performing arts	5	1.4 %
Youth fitness & wellness programs	14	4.0 %
Youth Learn to Swim programs	23	6.6 %
Youth sports programs	25	7.1 %
Youth summer camp programs	14	4.0 %
Other	3	0.9 %
None chosen	125	35.6 %
Total	821	

**Q12. Which FOUR of the programs from the list in Question 10 do you currently participate in MOST OFTEN at City of Kentwood Parks and Recreation Department facilities?**

Q12. Top choice	Number	Percent
Adult art, dance, performing arts	3	0.9 %
Adult continuing education programs	3	0.9 %
Adult fitness & wellness programs	9	2.6 %
Adult programs for 50 years & older	5	1.4 %
Adult sports programs	1	0.3 %
Before & after school programs	2	0.6 %
Birthday parties	1	0.3 %
Farmer's market	53	15.1 %
Nature programs/environmental education	5	1.4 %
Pickleball lessons & leagues	2	0.6 %
Preschool programs	1	0.3 %
Programs for people with disabilities	1	0.3 %
Programs with your pets	1	0.3 %
Special events (e.g. concerts, movies)	8	2.3 %
Tennis lessons & leagues	1	0.3 %
Water fitness programs	2	0.6 %
Youth art, dance, performing arts	1	0.3 %
Youth fitness & wellness programs	1	0.3 %
Youth Learn to Swim programs	3	0.9 %
Youth sports programs	2	0.6 %
Other	5	1.4 %
None chosen	241	68.7 %
Total	351	100.0 %

**Q12. Which FOUR of the programs from the list in Question 10 do you currently participate in MOST OFTEN at City of Kentwood Parks and Recreation Department facilities?**

Q12. 2nd choice	Number	Percent
Adult continuing education programs	1	0.3 %
Adult fitness & wellness programs	2	0.6 %
Adult programs for 50 years & older	3	0.9 %
Adult sports programs	1	0.3 %
Before & after school programs	2	0.6 %
Birthday parties	1	0.3 %
Farmer's market	19	5.4 %
Golf lessons & leagues	1	0.3 %
Nature programs/environmental education	4	1.1 %
Preschool programs	2	0.6 %
Programs for teens	2	0.6 %
Special events (e.g. concerts, movies)	13	3.7 %
Travel programs	1	0.3 %
Water fitness programs	2	0.6 %
Youth Learn to Swim programs	2	0.6 %
Youth sports programs	3	0.9 %
Youth summer camp programs	1	0.3 %
<u>None chosen</u>	<u>291</u>	<u>82.9 %</u>
Total	351	100.0 %

**Q12. Which FOUR of the programs from the list in Question 10 do you currently participate in MOST OFTEN at City of Kentwood Parks and Recreation Department facilities?**

Q12. 3rd choice	Number	Percent
Adult continuing education programs	1	0.3 %
Adult fitness & wellness programs	4	1.1 %
Adult programs for 50 years & older	1	0.3 %
Adult sports programs	1	0.3 %
Birthday parties	1	0.3 %
Farmer's market	7	2.0 %
Golf lessons & leagues	1	0.3 %
Nature programs/environmental education	3	0.9 %
Preschool programs	3	0.9 %
Programs for teens	1	0.3 %
Special events (e.g. concerts, movies)	4	1.1 %
Travel programs	1	0.3 %
Water fitness programs	3	0.9 %
Youth fitness & wellness programs	1	0.3 %
Youth Learn to Swim programs	1	0.3 %
Youth sports programs	1	0.3 %
Youth summer camp programs	3	0.9 %
Other	1	0.3 %
None chosen	313	89.2 %
Total	351	100.0 %

**Q12. Which FOUR of the programs from the list in Question 10 do you currently participate in MOST OFTEN at City of Kentwood Parks and Recreation Department facilities?**

Q12. 4th choice	Number	Percent
Adult continuing education programs	1	0.3 %
Adult fitness & wellness programs	2	0.6 %
Adult programs for 50 years & older	1	0.3 %
Adult sports programs	1	0.3 %
Before & after school programs	1	0.3 %
Birthday parties	2	0.6 %
Farmer's market	3	0.9 %
Golf lessons & leagues	1	0.3 %
Nature programs/environmental education	1	0.3 %
Special events (e.g. concerts, movies)	5	1.4 %
Travel programs	3	0.9 %
Youth fitness & wellness programs	2	0.6 %
Youth Learn to Swim programs	1	0.3 %
Youth sports programs	1	0.3 %
Other	1	0.3 %
<u>None chosen</u>	<u>325</u>	<u>92.6 %</u>
Total	351	100.0 %

**SUM OF TOP 4 CHOICES**

**Q12. Which FOUR of the programs from the list in Question 10 do you currently participate in MOST OFTEN at City of Kentwood Parks and Recreation Department facilities? (top 4)**

Q12. Sum of Top 4 Choices	Number	Percent
Adult art, dance, performing arts	3	0.9 %
Adult continuing education programs	6	1.7 %
Adult fitness & wellness programs	17	4.8 %
Adult programs for 50 years & older	10	2.8 %
Adult sports programs	4	1.1 %
Before & after school programs	5	1.4 %
Birthday parties	5	1.4 %
Farmer's market	82	23.4 %
Golf lessons & leagues	3	0.9 %
Nature programs/environmental education	13	3.7 %
Pickleball lessons & leagues	2	0.6 %
Preschool programs	6	1.7 %
Programs for people with disabilities	1	0.3 %
Programs for teens	3	0.9 %
Programs with your pets	1	0.3 %
Special events (e.g. concerts, movies)	30	8.5 %
Tennis lessons & leagues	1	0.3 %
Travel programs	5	1.4 %
Water fitness programs	7	2.0 %
Youth art, dance, performing arts	1	0.3 %
Youth fitness & wellness programs	4	1.1 %
Youth Learn to Swim programs	7	2.0 %
Youth sports programs	7	2.0 %
Youth summer camp programs	4	1.1 %
Other	7	2.0 %
None chosen	241	68.7 %
Total	475	

**Q13. The City of Kentwood is studying the possibility of building additional indoor fitness, aquatic and recreation program space. From the following list, please CHECK ALL the potential indoor program space you and members of your household would use.**

Q13. What are the potential indoor program space you would use	Number	Percent
Walking & jogging track	212	60.4 %
Arts & crafts room	64	18.2 %
Aerobics/fitness/dance class space	128	36.5 %
Youth/teen activity space	49	14.0 %
Fitness center/weight room	154	43.9 %
Ice arena	54	15.4 %
Expanded senior center	64	18.2 %
25 meter multi-purpose pool	109	31.1 %
Warm water for therapeutic purposes	99	28.2 %
Recreation activity spaces at schools	20	5.7 %
Rock climbing/bouldering wall	67	19.1 %
Racquetball/handball courts	29	8.3 %
Indoor soccer/lacrosse	28	8.0 %
Multi-use gymnasium space	47	13.4 %
Recreation pool (water slides, sprays)	126	35.9 %
Space for meetings, parties, banquets	65	18.5 %
Preschool programming space	26	7.4 %
Indoor cycling/spinning	65	18.5 %
Indoor tennis	35	10.0 %
Lap lanes for exercise swimming	92	26.2 %
Pickleball courts	26	7.4 %
Basketball courts	40	11.4 %
Concession area	35	10.0 %
Daycare	45	12.8 %
Performing arts room	21	6.0 %
Club/support groups space	28	8.0 %
Other	9	2.6 %
Total	1737	

**Q13. Other**

<u>Q13. Other</u>	<u>Number</u>	<u>Percent</u>
HOMESCHOOL SPACE	1	11.1 %
PRACTICE WALL FOR TENNIS	1	11.1 %
Pool accessible to the disabled	1	11.1 %
Senior activities	1	11.1 %
Special room for table tennis	1	11.1 %
VERY POOR HEALTH	1	11.1 %
VOLLEYBALL	1	11.1 %
Wheelchair walkways	1	11.1 %
YMCA	1	11.1 %
Total	9	100.0 %

**Q14. Which FOUR of the program spaces from the list in Question 13 would you and members of your household use the MOST OFTEN?**

Q14. Top choice	Number	Percent
Walking & jogging track	109	31.1 %
Arts & crafts room	5	1.4 %
Aerobics/fitness/dance class space	11	3.1 %
Youth/teen activity space	3	0.9 %
Fitness center/weight room	16	4.6 %
Ice arena	9	2.6 %
Expanded senior center	7	2.0 %
25 meter multi-purpose pool	10	2.8 %
Warm water for therapeutic purposes	15	4.3 %
Recreation activity spaces at schools	1	0.3 %
Rock climbing/bouldering wall	3	0.9 %
Indoor soccer/lacrosse	1	0.3 %
Multi-use gymnasium space	3	0.9 %
Recreation pool (water slides, sprays)	32	9.1 %
Space for meetings, parties, banquets	2	0.6 %
Preschool programming space	1	0.3 %
Indoor cycling/spinning	1	0.3 %
Indoor tennis	5	1.4 %
Lap lanes for exercise swimming	8	2.3 %
Pickleball courts	5	1.4 %
Basketball courts	6	1.7 %
Daycare	6	1.7 %
Club/support groups space	1	0.3 %
Other	2	0.6 %
None chosen	89	25.4 %
Total	351	100.0 %

**Q14. Which FOUR of the program spaces from the list in Question 13 would you and members of your household use the MOST OFTEN?**

Q14. 2nd choice	Number	Percent
Walking & jogging track	18	5.1 %
Arts & crafts room	4	1.1 %
Aerobics/fitness/dance class space	36	10.3 %
Youth/teen activity space	3	0.9 %
Fitness center/weight room	42	12.0 %
Ice arena	5	1.4 %
Expanded senior center	15	4.3 %
25 meter multi-purpose pool	22	6.3 %
Warm water for therapeutic purposes	11	3.1 %
Recreation activity spaces at schools	1	0.3 %
Rock climbing/bouldering wall	5	1.4 %
Racquetball/handball courts	5	1.4 %
Indoor soccer/lacrosse	2	0.6 %
Multi-use gymnasium space	3	0.9 %
Recreation pool (water slides, sprays)	17	4.8 %
Space for meetings, parties, banquets	5	1.4 %
Preschool programming space	1	0.3 %
Indoor cycling/spinning	4	1.1 %
Indoor tennis	2	0.6 %
Lap lanes for exercise swimming	8	2.3 %
Pickleball courts	4	1.1 %
Basketball courts	4	1.1 %
Concession area	4	1.1 %
Daycare	5	1.4 %
Other	2	0.6 %
<u>None chosen</u>	<u>123</u>	<u>35.0 %</u>
Total	351	100.0 %

**Q14. Which FOUR of the program spaces from the list in Question 13 would you and members of your household use the MOST OFTEN?**

Q14. 3rd choice	Number	Percent
Walking & jogging track	18	5.1 %
Arts & crafts room	8	2.3 %
Aerobics/fitness/dance class space	10	2.8 %
Youth/teen activity space	8	2.3 %
Fitness center/weight room	25	7.1 %
Ice arena	6	1.7 %
Expanded senior center	9	2.6 %
25 meter multi-purpose pool	10	2.8 %
Warm water for therapeutic purposes	18	5.1 %
Recreation activity spaces at schools	1	0.3 %
Rock climbing/bouldering wall	10	2.8 %
Racquetball/handball courts	5	1.4 %
Indoor soccer/lacrosse	2	0.6 %
Multi-use gymnasium space	4	1.1 %
Recreation pool (water slides, sprays)	18	5.1 %
Space for meetings, parties, banquets	7	2.0 %
Preschool programming space	1	0.3 %
Indoor cycling/spinning	12	3.4 %
Indoor tennis	1	0.3 %
Lap lanes for exercise swimming	15	4.3 %
Pickleball courts	3	0.9 %
Basketball courts	7	2.0 %
Concession area	1	0.3 %
Performing arts room	1	0.3 %
Club/support groups space	1	0.3 %
None chosen	150	42.7 %
Total	351	100.0 %

**Q14. Which FOUR of the program spaces from the list in Question 13 would you and members of your household use the MOST OFTEN?**

Q14. 4th choice	Number	Percent
Walking & jogging track	11	3.1 %
Arts & crafts room	9	2.6 %
Aerobics/fitness/dance class space	8	2.3 %
Youth/teen activity space	4	1.1 %
Fitness center/weight room	10	2.8 %
Ice arena	6	1.7 %
Expanded senior center	5	1.4 %
25 meter multi-purpose pool	10	2.8 %
Warm water for therapeutic purposes	14	4.0 %
Rock climbing/bouldering wall	8	2.3 %
Racquetball/handball courts	1	0.3 %
Indoor soccer/lacrosse	3	0.9 %
Multi-use gymnasium space	5	1.4 %
Recreation pool (water slides, sprays)	17	4.8 %
Space for meetings, parties, banquets	10	2.8 %
Preschool programming space	3	0.9 %
Indoor cycling/spinning	13	3.7 %
Indoor tennis	3	0.9 %
Lap lanes for exercise swimming	13	3.7 %
Pickleball courts	3	0.9 %
Basketball courts	3	0.9 %
Concession area	5	1.4 %
Daycare	8	2.3 %
Performing arts room	1	0.3 %
Club/support groups space	4	1.1 %
Other	3	0.9 %
<u>None chosen</u>	<u>171</u>	<u>48.7 %</u>
Total	351	100.0 %

**SUM OF TOP 4 CHOICES**

**Q14. Which FOUR of the program spaces from the list in Question 13 would you and members of your household use the MOST OFTEN? (top 4)**

Q14. Sum of Top 4 Choices	Number	Percent
Walking & jogging track	156	44.4 %
Arts & crafts room	26	7.4 %
Aerobics/fitness/dance class space	65	18.5 %
Youth/teen activity space	18	5.1 %
Fitness center/weight room	93	26.5 %
Ice arena	26	7.4 %
Expanded senior center	36	10.3 %
25 meter multi-purpose pool	52	14.8 %
Warm water for therapeutic purposes	58	16.5 %
Recreation activity spaces at schools	3	0.9 %
Rock climbing/bouldering wall	26	7.4 %
Racquetball/handball courts	11	3.1 %
Indoor soccer/lacrosse	8	2.3 %
Multi-use gymnasium space	15	4.3 %
Recreation pool (water slides, sprays)	84	23.9 %
Space for meetings, parties, banquets	24	6.8 %
Preschool programming space	6	1.7 %
Indoor cycling/spinning	30	8.5 %
Indoor tennis	11	3.1 %
Lap lanes for exercise swimming	44	12.5 %
Pickleball courts	15	4.3 %
Basketball courts	20	5.7 %
Concession area	10	2.8 %
Daycare	19	5.4 %
Performing arts room	2	0.6 %
Club/support groups space	6	1.7 %
Other	7	2.0 %
None chosen	89	25.4 %
Total	960	

**Q15. From the following list, please CHECK ALL of the sports programs that YOUTH in your household have participated in over the past TWO years.**

Q15. What are the sports programs youth in your household have participated in over past two years	Number	Percent
Baseball	19	5.4 %
Hockey	3	0.9 %
Softball	9	2.6 %
Self defense	14	4.0 %
Soccer	39	11.1 %
Lacrosse	3	0.9 %
Introduction of sports for youth 5 & under	10	2.8 %
Cricket	1	0.3 %
Volleyball	15	4.3 %
Basketball	34	9.7 %
Dance	11	3.1 %
Flag football	7	2.0 %
Travel football	3	0.9 %
Travel baseball	4	1.1 %
Travel basketball	1	0.3 %
Travel hockey	1	0.3 %
Travel softball	2	0.6 %
Travel soccer	8	2.3 %
Travel volleyball	4	1.1 %
Equestrian	4	1.1 %
Pickleball	3	0.9 %
Martial arts	12	3.4 %
Other team sports	11	3.1 %
None	196	55.8 %
Total	414	

**Q15. Other team sports**

Q15. Other team sports	Number	Percent
GYMNASTICS/TENNIS	1	9.1 %
Golf/bowling	1	9.1 %
ICE SKATING	1	9.1 %
Swimming	5	45.5 %
Swimming and track	1	9.1 %
TRACK CROSS COUNTRY	1	9.1 %
Wrestling track	1	9.1 %
Total	11	100.0 %

**Q16. Which TWO of the youth sports programs from the list in Question 15 do youth in your household currently participate in MOST OFTEN?**

Q16. Top choice	Number	Percent
Baseball	12	3.4 %
Hockey	3	0.9 %
Softball	2	0.6 %
Self defense	1	0.3 %
Soccer	16	4.6 %
Lacrosse	1	0.3 %
Introduction of sports for youth 5 & under	2	0.6 %
Cricket	1	0.3 %
Volleyball	3	0.9 %
Basketball	11	3.1 %
Dance	2	0.6 %
Flag football	2	0.6 %
Travel football	1	0.3 %
Travel softball	2	0.6 %
Travel soccer	2	0.6 %
Equestrian	1	0.3 %
Martial arts	2	0.6 %
Other team sports	8	2.3 %
None	3	0.9 %
None chosen	276	78.6 %
Total	351	100.0 %

**Q16. Which TWO of the youth sports programs from the list in Question 15 do youth in your household currently participate in MOST OFTEN?**

Q16. 2nd choice	Number	Percent
Baseball	3	0.9 %
Softball	1	0.3 %
Self defense	2	0.6 %
Soccer	11	3.1 %
Lacrosse	1	0.3 %
Introduction of sports for youth 5 & under	1	0.3 %
Volleyball	4	1.1 %
Basketball	6	1.7 %
Dance	2	0.6 %
Travel baseball	1	0.3 %
Travel soccer	1	0.3 %
Travel volleyball	1	0.3 %
Martial arts	4	1.1 %
Other team sports	3	0.9 %
<u>None chosen</u>	<u>310</u>	<u>88.3 %</u>
Total	351	100.0 %

**SUM OF TOP 2 CHOICES**

**Q16. Which TWO of the youth sports programs from the list in Question 15 do youth in your household currently participate in MOST OFTEN? (top 2)**

Q16. Sum of Top 2 Choices	Number	Percent
Baseball	15	4.3 %
Hockey	3	0.9 %
Softball	3	0.9 %
Self defense	3	0.9 %
Soccer	27	7.7 %
Lacrosse	2	0.6 %
Introduction of sports for youth 5 & under	3	0.9 %
Cricket	1	0.3 %
Volleyball	7	2.0 %
Basketball	17	4.8 %
Dance	4	1.1 %
Flag football	2	0.6 %
Travel football	1	0.3 %
Travel baseball	1	0.3 %
Travel softball	2	0.6 %
Travel soccer	3	0.9 %
Travel volleyball	1	0.3 %
Equestrian	1	0.3 %
Martial arts	6	1.7 %
Other team sports	11	3.1 %
None	3	0.9 %
None chosen	276	78.6 %
Total	392	

**Q17. How supportive would you be of the City of Kentwood developing a youth sports association to assist in coordinating the various sports programs being offered in the community?**

Q17. How supportive would you be of City developing a youth sports association	Number	Percent
Very supportive	95	27.1 %
Somewhat supportive	85	24.2 %
Not sure	99	28.2 %
Not supportive	31	8.8 %
Not provided	41	11.7 %
Total	351	100.0 %

**WITHOUT NOT PROVIDED**

**Q17. How supportive would you be of the City of Kentwood developing a youth sports association to assist in coordinating the various sports programs being offered in the community? (without "not provided")**

Q17. How supportive would you be of City developing a youth sports association	Number	Percent
Very supportive	95	30.6 %
Somewhat supportive	85	27.4 %
Not sure	99	31.9 %
Not supportive	31	10.0 %
Total	310	100.0 %

**Q18. Please rate your level of satisfaction with the overall value your household receives from the City of Kentwood Parks and Recreation Department.**

Q18. Your level of satisfaction with overall value your household receives from City Parks & Recreation Department	Number	Percent
Very satisfied	46	13.1 %
Somewhat satisfied	84	23.9 %
Neutral	97	27.6 %
Somewhat dissatisfied	24	6.8 %
Very dissatisfied	8	2.3 %
Don't know	92	26.2 %
Total	351	100.0 %

**Q19. The following are some of the benefits that you and your household may receive from parks, trails, and recreation facilities and services. For each potential benefit, please indicate your level of agreement with the benefits being provided by parks, trails, and recreation facilities.**

(N=351)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q19-1. Improve physical health & fitness	43.6%	25.9%	7.4%	0.9%	1.4%	20.8%
Q19-2. Help reduce crime	19.7%	25.6%	20.8%	6.0%	1.4%	26.5%
Q19-3. Make Kentwood a more desirable place to live	40.5%	31.3%	7.1%	0.9%	1.4%	18.8%
Q19-4. Preserve open space & environment	36.2%	28.5%	11.4%	1.7%	1.4%	20.8%
Q19-5. Increase property values in surrounding area	32.5%	30.2%	14.2%	2.0%	1.4%	19.7%
Q19-6. Improve mental health & reduce stress	32.8%	31.3%	11.4%	1.1%	1.4%	21.9%
Q19-7. Increase opportunities for people of different cultures to interact	23.4%	30.8%	18.8%	3.1%	1.7%	22.2%
Q19-8. Help attract new residents & businesses	25.9%	31.9%	14.8%	2.6%	1.4%	23.4%
Q19-9. Protect historical attributes of City	16.8%	21.7%	29.1%	4.8%	0.9%	26.8%
Q19-10. Promote tourism to City	14.0%	20.8%	30.8%	5.7%	2.6%	26.2%
Q19-11. Bring community members together, neighbors meeting neighbors	23.4%	32.2%	17.9%	1.7%	2.3%	22.5%
Q19-12. Other	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%

**Q19. The following are some of the benefits that you and your household may receive from parks, trails, and recreation facilities and services. For each potential benefit, please indicate your level of agreement with the benefits being provided by parks, trails, and recreation facilities. (without "don't know")**

(N=351)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q19-1. Improve physical health & fitness	55.0%	32.7%	9.4%	1.1%	1.8%
Q19-2. Help reduce crime	26.7%	34.9%	28.3%	8.1%	1.9%
Q19-3. Make Kentwood a more desirable place to live	49.8%	38.6%	8.8%	1.1%	1.8%
Q19-4. Preserve open space & environment	45.7%	36.0%	14.4%	2.2%	1.8%
Q19-5. Increase property values in surrounding area	40.4%	37.6%	17.7%	2.5%	1.8%
Q19-6. Improve mental health & reduce stress	42.0%	40.1%	14.6%	1.5%	1.8%
Q19-7. Increase opportunities for people of different cultures to interact	30.0%	39.6%	24.2%	4.0%	2.2%
Q19-8. Help attract new residents & businesses	33.8%	41.6%	19.3%	3.3%	1.9%
Q19-9. Protect historical attributes of City	23.0%	29.6%	39.7%	6.6%	1.2%
Q19-10. Promote tourism to City	18.9%	28.2%	41.7%	7.7%	3.5%
Q19-11. Bring community members together, neighbors meeting neighbors	30.1%	41.5%	23.2%	2.2%	2.9%
Q19-12. Other	100.0%	0.0%	0.0%	0.0%	0.0%

**Q19. Other**

Q19-12. Other	Number	Percent
GIVE KIDS SOMETHING TO DO OUTSIDE HOME	1	33.3 %
IMPORTANT TO HAVE OUTDOOR SPACE	1	33.3 %
OUTDOOR ACTIVITY OPTIONS THAT ARE FREE	1	33.3 %
Total	3	100.0 %

**Q20. Which THREE of the benefits from the list in Question 19 are MOST IMPORTANT to you and members of your household?**

Q20. Top choice	Number	Percent
Improve physical health & fitness	125	35.6 %
Help reduce crime	44	12.5 %
Make Kentwood a more desirable place to live	40	11.4 %
Preserve open space & environment	16	4.6 %
Increase property values in surrounding area	13	3.7 %
Improve mental health & reduce stress	5	1.4 %
Increase opportunities for people of different cultures to interact	4	1.1 %
Bring community members together, neighbors meeting neighbors	11	3.1 %
Other	1	0.3 %
None chosen	92	26.2 %
Total	351	100.0 %

**Q20. Which THREE of the benefits from the list in Question 19 are MOST IMPORTANT to you and members of your household?**

Q20. 2nd choice	Number	Percent
Improve physical health & fitness	29	8.3 %
Help reduce crime	26	7.4 %
Make Kentwood a more desirable place to live	65	18.5 %
Preserve open space & environment	41	11.7 %
Increase property values in surrounding area	30	8.5 %
Improve mental health & reduce stress	31	8.8 %
Increase opportunities for people of different cultures to interact	9	2.6 %
Help attract new residents & businesses	9	2.6 %
Protect historical attributes of City	2	0.6 %
Bring community members together, neighbors meeting neighbors	11	3.1 %
None chosen	98	27.9 %
Total	351	100.0 %

**Q20. Which THREE of the benefits from the list in Question 19 are MOST IMPORTANT to you and members of your household?**

Q20. 3rd choice	Number	Percent
Improve physical health & fitness	23	6.6 %
Help reduce crime	15	4.3 %
Make Kentwood a more desirable place to live	28	8.0 %
Preserve open space & environment	34	9.7 %
Increase property values in surrounding area	36	10.3 %
Improve mental health & reduce stress	23	6.6 %
Increase opportunities for people of different cultures to interact	26	7.4 %
Help attract new residents & businesses	13	3.7 %
Protect historical attributes of City	5	1.4 %
Promote tourism to City	2	0.6 %
Bring community members together, neighbors meeting neighbors	34	9.7 %
Other	3	0.9 %
None chosen	109	31.1 %
Total	351	100.0 %

**SUM OF TOP 3 CHOICES**

**Q20. Which THREE of the benefits from the list in Question 19 are MOST IMPORTANT to you and members of your household? (top 3)**

Q20. Sum of Top 3 Choices	Number	Percent
Improve physical health & fitness	177	50.4 %
Help reduce crime	85	24.2 %
Make Kentwood a more desirable place to live	133	37.9 %
Preserve open space & environment	91	25.9 %
Increase property values in surrounding area	79	22.5 %
Improve mental health & reduce stress	59	16.8 %
Increase opportunities for people of different cultures to interact	39	11.1 %
Help attract new residents & businesses	22	6.3 %
Protect historical attributes of City	7	2.0 %
Promote tourism to City	2	0.6 %
Bring community members together, neighbors meeting neighbors	56	16.0 %
Other	4	1.1 %
None chosen	92	26.2 %
Total	846	

**Q21. If an additional \$100 were available for City of Kentwood parks, trails, sports, and recreation facilities, how would you allocate the funds among the categories of funding listed below?**

	Mean
Maintenance of existing Parks & Recreation facilities	40.48
Acquisition of new park land & open space	20.24
Construction of new sports fields (e.g. softball, soccer, baseball)	19.89
Acquisition & development of walking & biking trails	30.06
Development/improvement of indoor facilities (e.g. Community Center, indoor track, fitness centers, pool, gyms)	40.26
Other	50.42

**Q21. Other**

Q21. Other	Number	Percent
A place for playing serious table tennis	1	9.1 %
Cleanup/filters to catch plastics/foam	1	9.1 %
More programs for the disabled	1	9.1 %
OUTDOOR POOLS	1	9.1 %
RETURN TO TAX PAYERS	1	9.1 %
SWIMMING POOLS AND TENNIS COURTS	1	9.1 %
Save and use for good opportunities of land purchase	1	9.1 %
Security	2	18.2 %
Walking/biking paths in East Paris Park, and fix part of the Paul Henry Trail	1	9.1 %
Where needed most	1	9.1 %
Total	11	100.0 %

**Q22. Compared to other priorities for the City of Kentwood, such as police, fire, and streets, how important do you think it is to fund Parks and Recreation services?**

Q22. How important is it to fund Parks & Recreation services	Number	Percent
Very important	131	37.3 %
Somewhat important	142	40.5 %
Not sure	30	8.5 %
Not important	19	5.4 %
Not provided	29	8.3 %
Total	351	100.0 %

**WITHOUT NOT PROVIDED**

**Q22. Compared to other priorities for the City of Kentwood, such as police, fire, and streets, how important do you think it is to fund Parks and Recreation services? (without "not provided")**

Q22. How important is it to fund Parks & Recreation services	Number	Percent
Very important	131	40.7 %
Somewhat important	142	44.1 %
Not sure	30	9.3 %
Not important	19	5.9 %
Total	322	100.0 %

**Q23. In general, how supportive would you be of a millage to improve city parks and recreation opportunities within the City of Kentwood?**

Q23. How supportive would you be of a millage to improve City parks & recreation opportunities	Number	Percent
Very supportive	96	27.4 %
Somewhat supportive	122	34.8 %
Not sure	57	16.2 %
Not supportive	50	14.2 %
Not provided	26	7.4 %
Total	351	100.0 %

**WITHOUT NOT PROVIDED**

**Q23. In general, how supportive would you be of a millage to improve city parks and recreation opportunities within the City of Kentwood? (without "not provided")**

Q23. How supportive would you be of a millage to improve City parks & recreation opportunities	Number	Percent
Very supportive	96	29.5 %
Somewhat supportive	122	37.5 %
Not sure	57	17.5 %
Not supportive	50	15.4 %
Total	325	100.0 %

**Q24. Counting yourself, how many people in your household are...**

	Mean	Sum
number	2.61	899
Under age 5	0.20	69
Ages 5-9	0.15	52
Ages 10-14	0.17	57
Ages 15-19	0.14	50
Ages 20-24	0.10	35
Ages 25-34	0.35	122
Ages 35-44	0.35	120
Ages 45-54	0.35	120
Ages 55-64	0.38	131
Ages 65-74	0.30	103
Ages 75+	0.12	40

**Q25. What is your age?**

Q25. Your age	Number	Percent
18-34	69	19.7 %
35-44	67	19.1 %
45-54	64	18.2 %
55-64	70	19.9 %
65+	74	21.1 %
Not provided	7	2.0 %
Total	351	100.0 %

**WITHOUT NOT PROVIDED**

**Q25. What is your age? (without "not provided")**

Q25. Your age	Number	Percent
18-34	69	20.1 %
35-44	67	19.5 %
45-54	64	18.6 %
55-64	70	20.3 %
65+	74	21.5 %
Total	344	100.0 %

**Q26. Your gender:**

Q26. Your gender	Number	Percent
Male	170	48.4 %
Female	178	50.7 %
Not provided	3	0.9 %
Total	351	100.0 %

**WITHOUT NOT PROVIDED**

**Q26. Your gender: (without "not provided")**

Q26. Your gender	Number	Percent
Male	170	48.9 %
Female	178	51.1 %
Total	348	100.0 %

**Q27. What is your household income?**

Q27. Your household income	Number	Percent
Under \$30K	40	11.4 %
\$30K-\$59,999	85	24.2 %
\$60K-\$99,999	83	23.6 %
\$100K-\$129,999	34	9.7 %
\$130K+	41	11.7 %
Not provided	68	19.4 %
Total	351	100.0 %

**WITHOUT NOT PROVIDED**

**Q27. What is your household income? (without "not provided")**

Q27. Your household income	Number	Percent
Under \$30K	40	14.1 %
\$30K-\$59,999	85	30.0 %
\$60K-\$99,999	83	29.3 %
\$100K-\$129,999	34	12.0 %
\$130K+	41	14.5 %
Total	283	100.0 %

## **Section 5**

# ***Survey Instrument***

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April 2018

*A Few Minutes of Your Time Will Help Make the  
the City of Kentwood a Better Place to Live, Work and Play!*

Dear City of Kentwood Resident:

*Your response to the enclosed survey is extremely important...*

The City of Kentwood is conducting a Citizen Survey to help establish priorities for the development of parks, trails, indoor and outdoor recreation facilities and programs to its residents and your input is a critical component of this effort. To that end, we are conducting a Community Interest and Opinion Survey to establish priorities for the future needs of residents for recreation facilities, programs and services. Your household was selected as part of the total households to receive this survey, therefore, it is very important that you participate.

*We appreciate your time...*

We realize the survey will take approximately 10-12 minutes to complete, but each question is important. The time you invest providing us with your input will help us develop a community-driven approach to making decisions that will guide the future of recreation facilities and recreation services, enriching the lives of our residents and enhancing the quality of life for residents. If there is more than one adult (aged 18 or older) living in your household, please have the adult who most recently had a birthday complete this survey.

*Please complete and return your survey within the next two weeks...*

We are working with 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 Commission. **Your responses will remain confidential.** Please return your completed survey in the enclosed postage-paid envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061.

If you have any questions, please feel free to contact Val Romeo, at email address [Romeov@kentwood.us](mailto:Romeov@kentwood.us). Please take this opportunity to let your voice be heard!

Sincerely,

Val Romeo

Director of Parks and Recreation

# 2018 Kentwood Community Interest and Opinion Survey

*Let your voice be heard today!*

The City of Kentwood Parks and Recreation Department would like your input to help determine park and recreation priorities for our community. This survey will take 10-15 minutes to complete. When you are finished, please return your survey in the enclosed postage-paid, return-reply envelope. If you prefer, you can also complete the survey online at [kentwoodsurvey.org](http://kentwoodsurvey.org). We greatly appreciate your time.

**1. Please indicate if you or any member of your household have used each of the city parks or facilities listed below during the past 12 months by circling either "Yes" or "No."**

**If "Yes," please indicate how you would rate the condition of the park/facility by circling the corresponding number to the right.**

Name of Park/Facility	Do you use this park/facility?		If "Yes," how would you rate the condition of the park/facility?			
			Excellent	Good	Fair	Poor
01. Bowen Street Station	Yes	No	4	3	2	1
02. Burgis Park	Yes	No	4	3	2	1
03. East Paris Nature Park	Yes	No	4	3	2	1
04. East West Trail	Yes	No	4	3	2	1
05. Home Acres Park	Yes	No	4	3	2	1
06. Jaycee Park	Yes	No	4	3	2	1
07. Kellogg Woods Park	Yes	No	4	3	2	1
08. Northeast Park	Yes	No	4	3	2	1
09. Old Farm Park	Yes	No	4	3	2	1
10. Paris Park	Yes	No	4	3	2	1
11. Paul Henry Trail	Yes	No	4	3	2	1
12. Pinewood Park	Yes	No	4	3	2	1
13. Rondo Street Station	Yes	No	4	3	2	1
14. Stanaback Park	Yes	No	4	3	2	1
15. Stauffer Street Station	Yes	No	4	3	2	1
16. Summerwood Park	Yes	No	4	3	2	1
17. Veteran's Park	Yes	No	4	3	2	1
18. Wing Station	Yes	No	4	3	2	1

**2. Which FOUR of the parks/facilities listed above would you MOST LIKE to see expanded or improved? [Write in your answers below using the numbers from the list in Question 1, or circle "NONE."]**

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_ 4th: \_\_\_\_ NONE

**3. Have you or other members of your household participated in any recreation or sports programs offered by the City of Kentwood Parks and Recreation Department during the past 12 months?**

\_\_\_\_(1) Yes [Answer Q3a-3c.] \_\_\_\_ (2) No [Skip to Q4.]

**3a. Approximately how many different recreation or sports programs offered by the City of Kentwood Parks and Recreation Department have you or members of your household participated in over the past 12 months?**

\_\_\_\_(1) 1 program                      \_\_\_\_ (3) 4 to 6 programs                      \_\_\_\_ (5) 11 or more programs  
 \_\_\_\_ (2) 2 to 3 programs                      \_\_\_\_ (4) 7 to 10 programs

**3b. From the following list, please check the THREE primary reasons why your household has participated in City of Kentwood recreation programs.**

- (01) Quality of instruction
- (02) Location of facility
- (03) Quality of facility
- (04) Economical fees
- (05) Convenient times offered
- (06) Quality of program
- (07) Dates offered
- (08) Friends participate
- (09) Facilities are accessible
- (10) Other: \_\_\_\_\_

**3c. How would you rate the overall quality of the recreation programs that you and members of your household have participated in?**

- (1) Excellent
- (2) Good
- (3) Fair
- (4) Poor

**4. Please CHECK ALL of the ways you learn about City of Kentwood Parks and Recreation Department programs and activities.**

- (01) Parks/Recreation program guide
- (02) City of Kentwood web site
- (03) Newspaper articles
- (04) Radio
- (05) Cable access television
- (06) Flyers at Parks/Rec. facilities
- (07) From friends and neighbors
- (08) Flyers distributed at school
- (09) Parks Department e-mail bulletins
- (10) Conversations with Parks and Rec. staff
- (11) Social media
- (12) Parks Department newsletters
- (13) Kentwood Library

**5. From the following list, please CHECK ALL of the organizations that you or members of your household have used for indoor and outdoor recreation and sports activities during the last 12 months.**

- (01) School District facilities
- (02) Churches
- (03) Private youth sports leagues
- (04) YMCA
- (05) County parks
- (06) Boys and Girls Club
- (07) Private clubs (tennis, health, fitness, golf)
- (08) City of Kentwood Parks and Recreation Department
- (09) Homeowners Association/Apartment Complex
- (10) Other: \_\_\_\_\_
- (11) None; do not use any organizations

**6. For each of the age groups shown below, please indicate which TWO organizations listed in Question 5 you and your household USE THE MOST for sports and recreation programs and services. [Write in your answers below using the numbers from the list in Question 5. If there is no one in your household ages 0 to 17, write "NONE" in the space provided for ages 0 to 17.]**

	Agency Used Most:	Agency Used 2nd Most:
Ages 0 to 17 years	_____	_____
Ages 18 years and older	_____	_____

**7. Please CHECK ALL of the following reasons that prevent you or other members of your household from using the parks, recreation and sports facilities, or programs of the City of Kentwood Parks and Recreation Department MORE OFTEN.**

- (01) Facilities are not well maintained
- (02) Program or facility not offered
- (03) Facilities lack the right equipment
- (04) Security is insufficient
- (05) Lack of quality programs
- (06) Too far from our residence
- (07) Class full
- (08) Program times are not convenient
- (09) Use facilities in other cities
- (10) Fees are too high
- (11) Poor customer service by staff
- (12) I do not know locations of facilities
- (13) Use services of other agencies
- (14) Not accessible for people with disabilities
- (15) I do not know what is being offered
- (16) Facility operating hours not convenient
- (17) Registration for programs is difficult
- (18) Lack of parking by facilities and parks
- (19) Other: \_\_\_\_\_

8. Please indicate if you or any member of your household has a need for each of the Parks and Recreation facilities below by circling either "Yes" or "No." If "Yes," please rate ALL of the Parks and Recreation facilities of this type in Kentwood on a scale of 1 to 5, where 5 means the needs of your household are "100% Met" and 1 means "0%Met."

Type of Facility	Do you have a need for this facility?		If "Yes," how well are your needs being met?				
	Yes	No	100% Met	75% Met	50% Met	25% Met	0% Met
01. Adult softball fields	Yes	No	5	4	3	2	1
02. Boating Access	Yes	No	5	4	3	2	1
03. Canoe/Kayak access	Yes	No	5	4	3	2	1
04. Cross country skiing areas	Yes	No	5	4	3	2	1
05. Disc golf	Yes	No	5	4	3	2	1
06. Fishing access	Yes	No	5	4	3	2	1
07. Golf course	Yes	No	5	4	3	2	1
08. Greenspace and natural areas	Yes	No	5	4	3	2	1
09. Horseback riding	Yes	No	5	4	3	2	1
10. Indoor and outdoor rental space	Yes	No	5	4	3	2	1
11. Indoor basketball/volleyball courts	Yes	No	5	4	3	2	1
12. Indoor fitness and exercise facilities	Yes	No	5	4	3	2	1
13. Indoor ice arena	Yes	No	5	4	3	2	1
14. Indoor lap lanes for exercise swimming	Yes	No	5	4	3	2	1
15. Indoor running/walking track	Yes	No	5	4	3	2	1
16. Indoor sports fields (e.g. baseball, soccer)	Yes	No	5	4	3	2	1
17. Indoor swimming pools/leisure pool	Yes	No	5	4	3	2	1
18. Large community parks	Yes	No	5	4	3	2	1
19. Lighted sports fields	Yes	No	5	4	3	2	1
20. Mountain bike park	Yes	No	5	4	3	2	1
21. Nature center and trails	Yes	No	5	4	3	2	1
22. Off-leash dog park	Yes	No	5	4	3	2	1
23. Outdoor adult soccer fields	Yes	No	5	4	3	2	1
24. Outdoor basketball courts	Yes	No	5	4	3	2	1
25. Outdoor sports complex	Yes	No	5	4	3	2	1
26. Outdoor swimming pools/water parks	Yes	No	5	4	3	2	1
27. Outdoor tennis courts	Yes	No	5	4	3	2	1
28. Pickleball courts	Yes	No	5	4	3	2	1
29. Picnic areas and shelters	Yes	No	5	4	3	2	1
30. Playground equipment	Yes	No	5	4	3	2	1
31. Sand volleyball courts	Yes	No	5	4	3	2	1
32. Senior center	Yes	No	5	4	3	2	1
33. Skateboarding park	Yes	No	5	4	3	2	1
34. Small neighborhood parks	Yes	No	5	4	3	2	1
35. Splash pad	Yes	No	5	4	3	2	1
36. Walking and biking trails	Yes	No	5	4	3	2	1
37. Youth baseball and softball fields	Yes	No	5	4	3	2	1
38. Youth football fields	Yes	No	5	4	3	2	1
39. Youth soccer fields	Yes	No	5	4	3	2	1
40. Other: _____	Yes	No	5	4	3	2	1

9. Which FOUR of the facilities from the list above are MOST IMPORTANT to your household? [Write in your answers below using the numbers from the list in Question 8, or circle "NONE."]

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_ 4th: \_\_\_\_\_ NONE

10. Please indicate if you or any member of your household has a need for each of the sports and recreation programs below by circling either "Yes" or "No." If "Yes," please rate the recreation program on a scale of 1 to 5, where 5 means the needs of your household are "100% Met" and 1 means "0%Met."

Type of Program	Do you have a need for this program?		If "Yes," how well are your needs being met?				
	Yes	No	100% Met	75% Met	50% Met	25% Met	0% Met
01. Adult art, dance, performing arts	Yes	No	5	4	3	2	1
02. Adult continuing education programs	Yes	No	5	4	3	2	1
03. Adult fitness and wellness programs	Yes	No	5	4	3	2	1
04. Adult programs for 50 years and older	Yes	No	5	4	3	2	1
05. Adult sports programs	Yes	No	5	4	3	2	1
06. Before and after school programs	Yes	No	5	4	3	2	1
07. Birthday parties	Yes	No	5	4	3	2	1
08. Farmers' Market	Yes	No	5	4	3	2	1
09. Golf lessons and leagues	Yes	No	5	4	3	2	1
10. Nature programs/environmental education	Yes	No	5	4	3	2	1
11. Pickleball lessons and leagues	Yes	No	5	4	3	2	1
12. Preschool programs	Yes	No	5	4	3	2	1
13. Programs for people with disabilities	Yes	No	5	4	3	2	1
14. Programs for teens	Yes	No	5	4	3	2	1
15. Programs with your pets	Yes	No	5	4	3	2	1
16. Special events (e.g. concerts, movies)	Yes	No	5	4	3	2	1
17. Tennis lessons and leagues	Yes	No	5	4	3	2	1
18. Travel programs	Yes	No	5	4	3	2	1
19. Water fitness programs	Yes	No	5	4	3	2	1
20. Youth art, dance, performing arts	Yes	No	5	4	3	2	1
21. Youth fitness and wellness programs	Yes	No	5	4	3	2	1
22. Youth Learn to Swim programs	Yes	No	5	4	3	2	1
23. Youth sports programs	Yes	No	5	4	3	2	1
24. Youth summer camp programs	Yes	No	5	4	3	2	1
25. Other: _____	Yes	No	5	4	3	2	1

11. Which FOUR of the programs from the list above are MOST IMPORTANT to your household? [Write in your answers below using the numbers from the list in Question 10, or circle "NONE."]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_ 4th: \_\_\_\_ NONE

12. Which FOUR of the programs from the list in Question 10 do you currently participate in MOST OFTEN at City of Kentwood Parks and Recreation Department facilities? [Write in your answers below using the numbers from the list in Question 10, or circle "NONE."]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_ 4th: \_\_\_\_ NONE

13. **The City of Kentwood is studying the possibility of building additional indoor fitness, aquatic and recreation program space. From the following list, please CHECK ALL the potential indoor program space you and members of your household would use.**

- |   |  |
|---|--|
| <input type="checkbox"/> (01) Walking and jogging track             | <input type="checkbox"/> (15) Recreation pool (water slides, sprays) |
| <input type="checkbox"/> (02) Arts and crafts room                  | <input type="checkbox"/> (16) Space for meetings, parties, banquets  |
| <input type="checkbox"/> (03) Aerobics/fitness/dance class space    | <input type="checkbox"/> (17) Preschool programming space            |
| <input type="checkbox"/> (04) Youth/teen activity space             | <input type="checkbox"/> (18) Indoor cycling/spinning                |
| <input type="checkbox"/> (05) Fitness center/weight room            | <input type="checkbox"/> (19) Indoor tennis                          |
| <input type="checkbox"/> (06) Ice Arena                             | <input type="checkbox"/> (20) Lap lanes for exercise swimming        |
| <input type="checkbox"/> (07) Expanded senior center                | <input type="checkbox"/> (21) Pickleball courts                      |
| <input type="checkbox"/> (08) 25 meter multipurpose pool            | <input type="checkbox"/> (22) Basketball courts                      |
| <input type="checkbox"/> (09) Warm water for therapeutic purposes   | <input type="checkbox"/> (23) Concession area                        |
| <input type="checkbox"/> (10) Recreation activity spaces at schools | <input type="checkbox"/> (24) Daycare                                |
| <input type="checkbox"/> (11) Rock climbing/bouldering wall         | <input type="checkbox"/> (25) Performing arts room                   |
| <input type="checkbox"/> (12) Racquetball/handball courts           | <input type="checkbox"/> (26) Club/Support groups space              |
| <input type="checkbox"/> (13) Indoor soccer/lacrosse                | <input type="checkbox"/> (27) Other: _____                           |
| <input type="checkbox"/> (14) Multi-use gymnasium space             |  |

14. **Which FOUR of the program spaces from the list above would you and members of your household use the MOST OFTEN? [Write in your answers below using the numbers from the list in Question 13, or circle "NONE."]**

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_ 4th: \_\_\_\_\_ NONE

15. **From the following list, please CHECK ALL of the sports programs that YOUTH in your household have participated in over the past TWO years.**

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> (01) Baseball  | <input type="checkbox"/> (09) Volleyball        | <input type="checkbox"/> (18) Travel Soccer            |
| <input type="checkbox"/> (02) Hockey  | <input type="checkbox"/> (10) Basketball        | <input type="checkbox"/> (19) Travel Lacrosse          |
| <input type="checkbox"/> (03) Softball  | <input type="checkbox"/> (11) Dance             | <input type="checkbox"/> (20) Travel Volleyball        |
| <input type="checkbox"/> (04) Self Defense                                    | <input type="checkbox"/> (12) Flag Football     | <input type="checkbox"/> (21) Equestrian               |
| <input type="checkbox"/> (05) Soccer  | <input type="checkbox"/> (13) Travel Football   | <input type="checkbox"/> (22) Pickleball               |
| <input type="checkbox"/> (06) Lacrosse  | <input type="checkbox"/> (14) Travel Baseball   | <input type="checkbox"/> (23) Martial Arts             |
| <input type="checkbox"/> (07) Introduction of sports<br>for youth 5 and under | <input type="checkbox"/> (15) Travel Basketball | <input type="checkbox"/> (24) Other team sports: _____ |
| <input type="checkbox"/> (08) Cricket   | <input type="checkbox"/> (16) Travel Hockey     | <input type="checkbox"/> (25) None                     |
|   | <input type="checkbox"/> (17) Travel Softball   |  |

16. **Which TWO of the youth sports programs from the list above do youth in your household currently participate in MOST OFTEN? [Write in your answers below using the numbers from the list in Question 15, or circle "NONE."]**

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ NONE

17. **How supportive would you be of the City of Kentwood developing a youth sports association to assist in coordinating the various sports programs being offered in the community?**

- (1) Very supportive       (2) Somewhat supportive       (3) Not sure       (4) Not supportive

18. **Please rate your level of satisfaction with the overall value your household receives from the City of Kentwood Parks and Recreation Department.**

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

19. The following are some of the benefits that you and your household may receive from parks, trails, and recreation facilities and services. For each potential benefit, please indicate your level of agreement with the benefits being provided by parks, trails, and recreation facilities.

Benefits	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
01. Improve physical health and fitness	5	4	3	2	1	9
02. Help reduce crime	5	4	3	2	1	9
03. Make Kentwood a more desirable place to live	5	4	3	2	1	9
04. Preserve open space and the environment	5	4	3	2	1	9
05. Increase property values in surrounding area	5	4	3	2	1	9
06. Improve mental health and reduce stress	5	4	3	2	1	9
07. Increase opportunities for people of different cultures to interact	5	4	3	2	1	9
08. Help attract new residents and businesses	5	4	3	2	1	9
09. Protect historical attributes of the city	5	4	3	2	1	9
10. Promote tourism to the city	5	4	3	2	1	9
11. Bring community members together, neighbors meeting neighbors	5	4	3	2	1	9
12. Other: _____	5	4	3	2	1	9

20. Which THREE of the benefits from the list above are MOST IMPORTANT to you and members of your household? [Write in your answers below using the numbers from the list in Question 19, or circle "NONE."]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_ NONE

21. If an additional \$100 were available for City of Kentwood parks, trails, sports, and recreation facilities, how would you allocate the funds among the categories of funding listed below? [Please be sure your total adds up to \$100.]

- \$\_\_\_\_\_ Maintenance of existing Parks and Recreation facilities
- \$\_\_\_\_\_ Acquisition of new park land and open space
- \$\_\_\_\_\_ Construction of new sports fields (e.g. softball, soccer, baseball)
- \$\_\_\_\_\_ Acquisition and development of walking and biking trails
- \$\_\_\_\_\_ Development/improvement of indoor facilities (e.g. Community Center, indoor track, fitness centers, pool, gyms)
- \$\_\_\_\_\_ Other: \_\_\_\_\_

**\$100 total**

22. Compared to other priorities for the City of Kentwood, such as police, fire, and streets, how important do you think it is to fund Parks and Recreation services?

\_\_\_\_(1) Very important      \_\_\_\_ (2) Somewhat important      \_\_\_\_ (3) Not sure      \_\_\_\_ (4) Not important

23. In general, how supportive would you be of a millage to improve city parks and recreation opportunities within the City of Kentwood?

\_\_\_\_(1) Very supportive      \_\_\_\_ (2) Somewhat supportive      \_\_\_\_ (3) Not sure      \_\_\_\_ (4) Not supportive

**Demographics**

**24. Counting yourself, how many people in your household are...**

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

**25. What is your age?**      \_\_\_\_ years

**26. Your gender:**      \_\_\_\_ (1) Male      \_\_\_\_ (2) Female

**27. What is your household income?**

\_\_\_\_ (1) Under \$30,000      \_\_\_\_ (3) \$60,000-\$99,999      \_\_\_\_ (5) \$130,000 or more  
\_\_\_\_ (2) \$30,000-\$59,999      \_\_\_\_ (4) \$100,000-\$129,999

**28. Please share any additional comments that could assist the City of Kentwood Parks and Recreation Department in improving parks, trails, open space, or recreational facilities and services.**

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