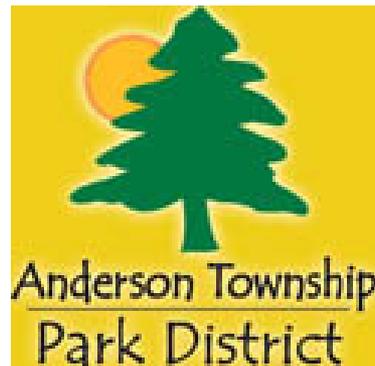




Park District/Rec Center Research Analysis

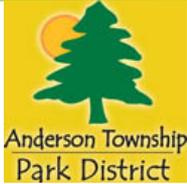
Prepared for:



April 10, 2015



- **Objectives & Methodology**
- **Executive Summary**
- **Detailed Findings
(in the order of survey questions)**
- **Interviewee Demographics**



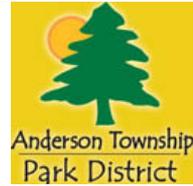
Objectives And Methodology



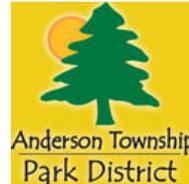
- Overall, secure opinions from the Anderson Township voting community regarding the current rec center (RecPlex) and plans for a potential bond issue as early as November 2015, to fund a new rec center and other parks' improvements.
- This plan was presented in the research as:
 - Purchasing the RecPlex and the land next to Beech Acres Park
 - Making basic upgrades to the RecPlex and extending the Beech Acres Park trail through this land
 - Building a new indoor recreation center to add to the existing RecPlex (including multi-use athletic courts/event space, activity rooms and an indoor walking trail)
 - Improving the eight existing outdoor parks, including trail extensions, shade structures, rest rooms, infrastructure and land acquisition adjacent to the existing parks.
- The total cost of this plan was presented in the research at approximately \$23 million dollars. Its funding would be through a 20-year bond levy to be voted on in November of 2015, which would result in a property tax increase of \$35 dollars per \$100,000 home value per year, for 20 years.

- Major goals/actionability:

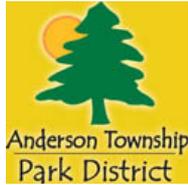
- Assist in a “go/no go” decision to place a bond issue on the ballot, saving costs and preventing negative repercussions if it were to be on the ballot and fail
- Provide guidance for bond issue communications programs, based on the reasons for voting in favor or against (in interviewees’ own words first, then testing hypotheses on the key issues, positive and negative), including differences by demographic and geographic market segments and by awareness of various key issues.
- Serve as a needs assessment study for the rec center, identifying the specific facilities, features and services desired by the community, and testing if it would be willing to spend more for a more enhanced facility than originally planned (as well as reaction to lower-cost plans)
- Involve the community in the entire decision making process related to anything that is put up for a vote, using the research to let them know this is what they want, not just what the park district administration or its board wants.



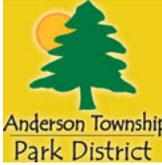
- **401 completed telephone and online interviews**
 - 268 completed telephone interviews conducted March 18 through April 6, among a random sample of households from lists of registered voters
 - 133 completed online interviews, selected at random from 900+ surveys completed March 18 through April 6, from a link sent to the community via e-mails, the Township/Parks website and other publicity (a topline summary of findings, including results from all online responses, has been forwarded separately).
 - Represented by a cross-section of genders, age groups and geography.
- All participants were screened for being a resident of Anderson Township, a registered voter, and planning to vote in a November, 2015 election if there were important issues.
- All multi-part questions (hypotheses, importance and awareness) were presented in a different random rotation each interview, to avoid order bias.



- **The total sample's error range is plus or minus 4.9% at the 95% confidence level (the standard level of the research industry)**
 - **This means that were the study to be replicated, the results would fall within approximately 5 percentage points of those reported here, 19 out of 20 times.**
 - **For comparisons within a single question, approximately 9 to 10 points of difference are necessary for statistical significance.**
 - **For comparisons between two questions in this study, approximately 7 points of difference are necessary for statistical significance.**
 - **Cross-tabulations of the data by demographics and other break-outs of the data are noted when there is significance at the 95% confidence level.**



Executive Summary

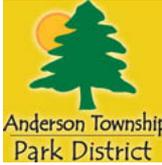


- **Major conclusions/indicated actions from the research:**
 - The Anderson Parks research shows strong community support for the proposed parks/rec center improvement plan (full plan at \$23 million).
 - Two other lower-cost plans were also presented (without any outdoor park improvements and without a new rec center), and neither of these received as much support as the full parks/rec center improvement plan.
 - These results would tend to indicate that the proposed full plan can be placed on the November ballot.
- **Key supporting data:**
 - The question on intent to vote for or against the parks/rec center plan (historically predictable for school-related studies) shows 63% in favor (32% strongly), 29% against (15% strongly), 7% have no opinion/don't know/need more information.
 - For perspective, the 2014 Forest Hills School District research showed 59% in favor of the “lower cost”/\$103 million schools renovation plan. This was then placed on the November ballot, asking for nearly four times the tax increase requested here, and it passed by a 54% to 46% margin.



● Key supporting data (continued):

- The two follow-up questions on intent to vote for/against lower-cost rec center plans show:
 - \$19 million plan to include the land and RecPlex purchase and new rec center, but not any outdoor park improvements, with a property tax increase of \$28 dollars per \$100,000 home value per year for 20 years: 54% in favor (23% strongly)
 - \$10 million plan to include just purchasing the land and RecPlex, but not any outdoor park improvements or new rec center, with a property tax increase of \$21 per \$100,000 home value per year for 15 years: 52% in favor (22% strongly).
- Interest in the full parks/rec center plan is even stronger among females, younger households with children, and those who have used the current RecPlex more frequently.
- Support for the parks/rec center improvement plan can be found in the unaided reasons for voting intent, and some hypotheses specifically tested.
 - The main reasons volunteered for being in favor of the plan are that it's good for the community (noted by 39%), and needed (26%).
 - When probed specifically, there is a recognized need for improvements in the current RecPlex among a good portion of the population (33% ratings of fair or poor, compared to 42% excellent or good)

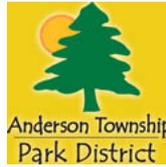


● Key supporting data (continued):

- 72% say they see a need for a year-round, multi-use indoor facility in Anderson that could hold events like the Daddy Daughter Dance, plus recreational activities such as volleyball, basketball, and an indoor walking trail.
- Among 6 specific hypotheses tested, the strongest agreement by far is with the notion that the Park District should take advantage of the opportunity to purchase the land and RecPlex owned by the Beech Acres Parenting Center, to meet the immediate and future recreational needs of the community (71% agree, 46% strongly; 21% disagree, 11% strongly).
- This factor (land availability) is also deemed one of the most important “selling points” for the proposed plan, along with needing this plan for the long-term future of the Township and needing indoor facilities of the same quality as outdoor/park facilities.

● On the negative side:

- (As seen in historical school-related research as well) By far the major reason for voting against the plan relates to personal financial/tax issues.
 - Unaided, 64% of those opposed volunteer a reason related to the cost or taxes, followed by 38% indicating that it's not needed and 15% who only like parts of the plan.
 - Regarding the Township having been taxed enough including the recent school bond issue, 54% agree, 37% strongly; 33% disagree, 13% strongly.



- **There are also some awareness issues regarding the plan in general and some issues in specific, that will need to be addressed in communication programs:**
 - Overall knowledge of the Anderson Township Park District's recreation center situation, including the current RecPlex, intentions for a new indoor recreational center, and how it might be funded: only 19% say they are highly aware; 66% somewhat aware; and 14 totally unaware.
 - 19% are highly aware that the RecPlex and surrounding acreage can be used for other purposes, potentially eliminating the RecPlex and the opportunity to expand Beech Acres Park or build any new indoor recreational facilities there (compared to 34% totally unaware)
 - 25% are highly aware that the Beech Acres Parenting Center property is the only large area of land in the central part of the township available to expand Beech Acres Park and include future indoor recreational facilities (26% totally unaware).
 - More than one-third of the sample admits to being less than highly aware in terms of familiarity with the Beech Acres Parenting Center's property on Beechmont Avenue, next to Beech Acres Park (which may become available for purchase by the Park District).



- **Awareness Issues/Opportunities (continued):**

- Nearly half of the sample is not aware that the Park District does not own the RecPlex or the surrounding land on Beechmont Avenue (i.e., that the Park District has just rented the RecPlex from the Beech Acres Parenting Center organization since 1990).

- **Other Findings**

- There is more disagreement than agreement that there are enough other indoor recreational and event facilities and parks in or near Anderson Township, such that it doesn't need a new rec center, or more park land (54% disagree, 24% strongly; 34% agree, 16% strongly).
- There are similar opinions regarding if there is a new rec center in Anderson Township, it should have even more facilities and activities than what is being proposed here, even if it costs more (50% disagree, 27% strongly; 32% agree, 14% strongly).
- The interviewees volunteer a highly fragmented list of suggested improvements, facilities and activities for a new rec center, such that there does not appear to be one pressing need for something specific.



- The top information sources regarding the Anderson Township parks and recreational activities are the Forest Hills Journal/Community Press (particularly among older people) and the “Park Guide” magazine (particularly among younger people, who also are more inclined to see e-/online newsletters and the Parks website).



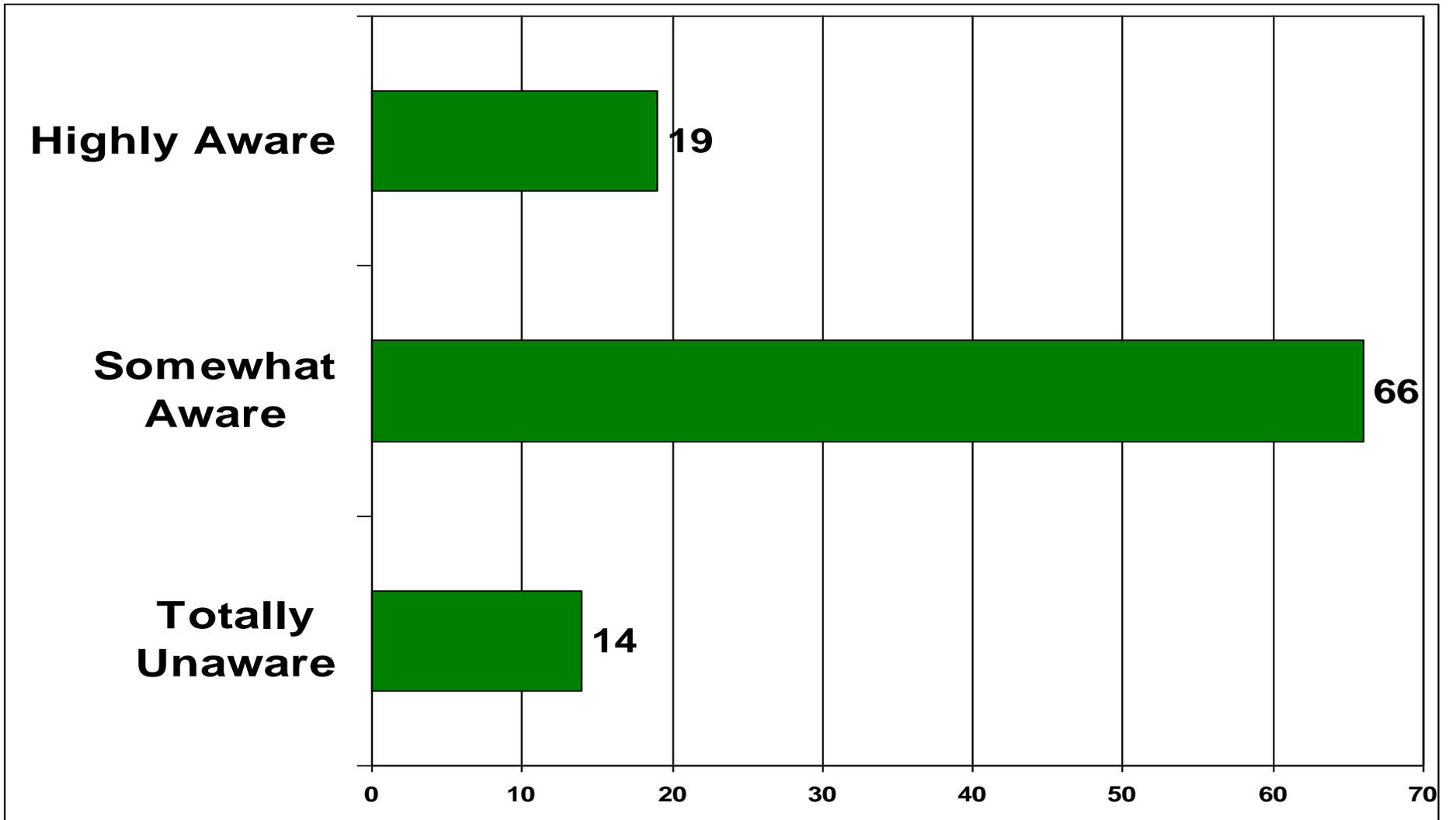
Detailed Findings

(In the approximate order of survey questions)

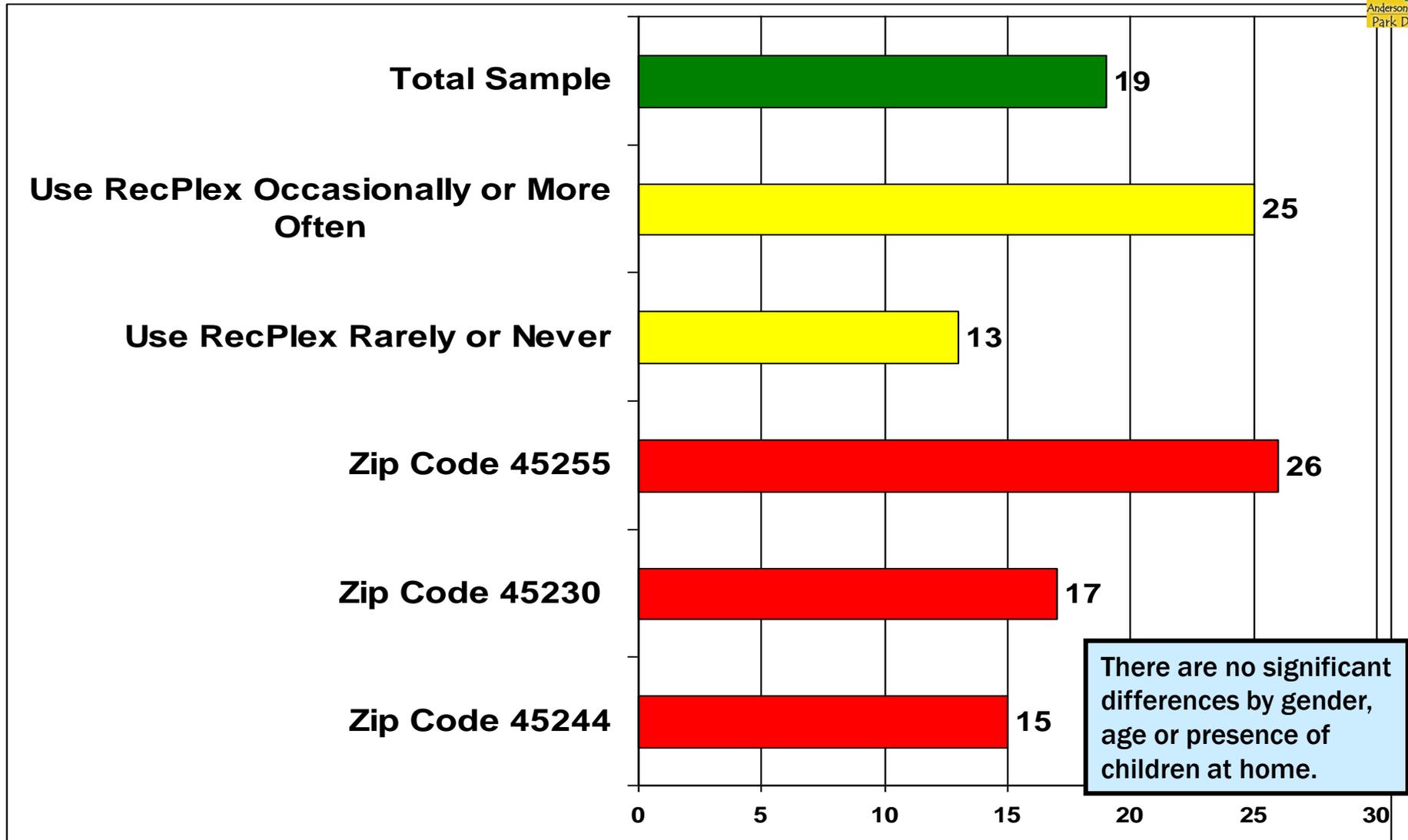
Overall Awareness (%)



How knowledgeable would you say you are regarding the Anderson Township Park District's recreation center situation, including the current RecPlex, intentions for a new indoor recreational center, and how it might be funded?

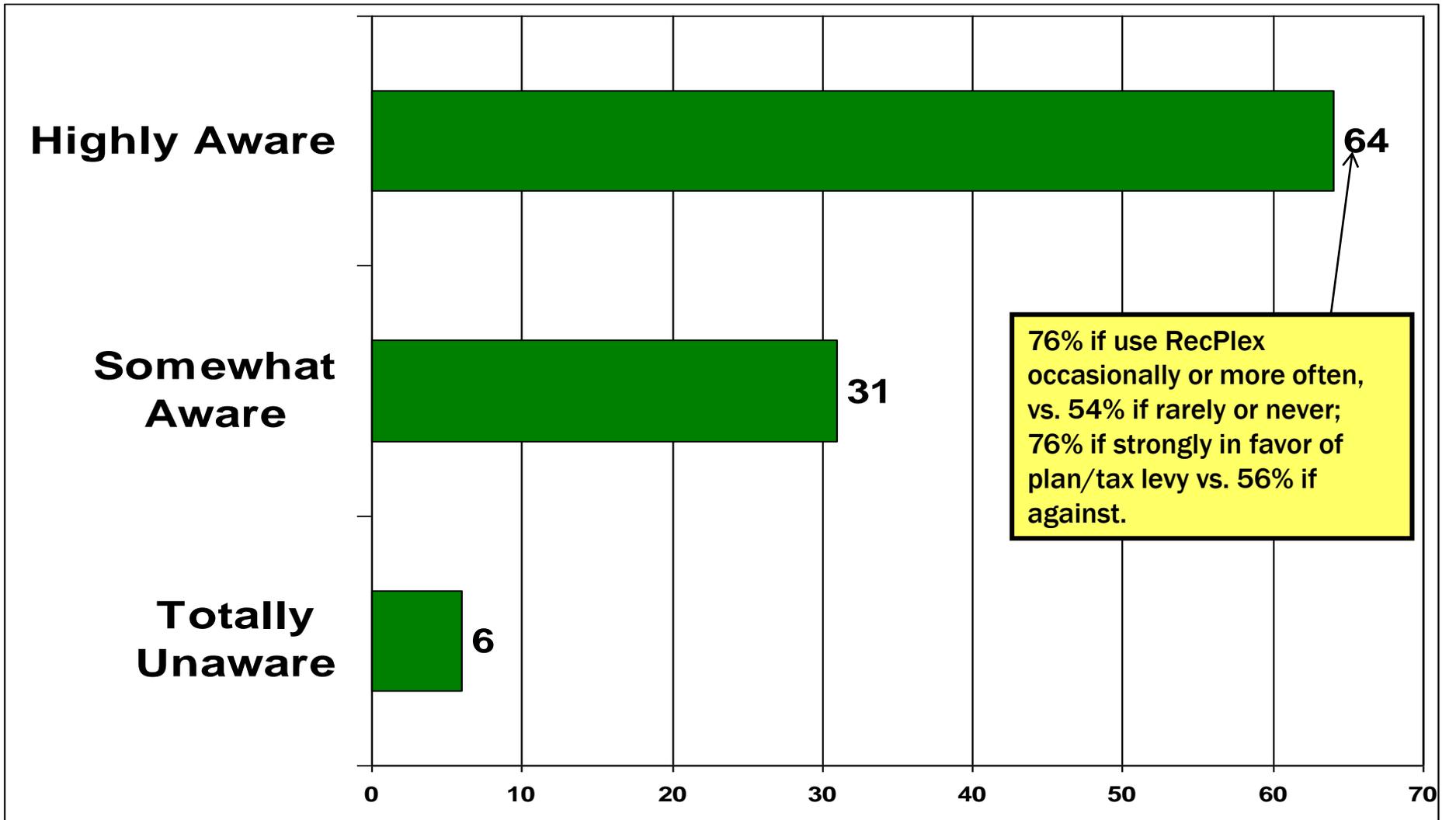


Highly Aware of Rec Center's Situation: Cross-tabulation Differences (%)



Awareness of Beech Acres Property

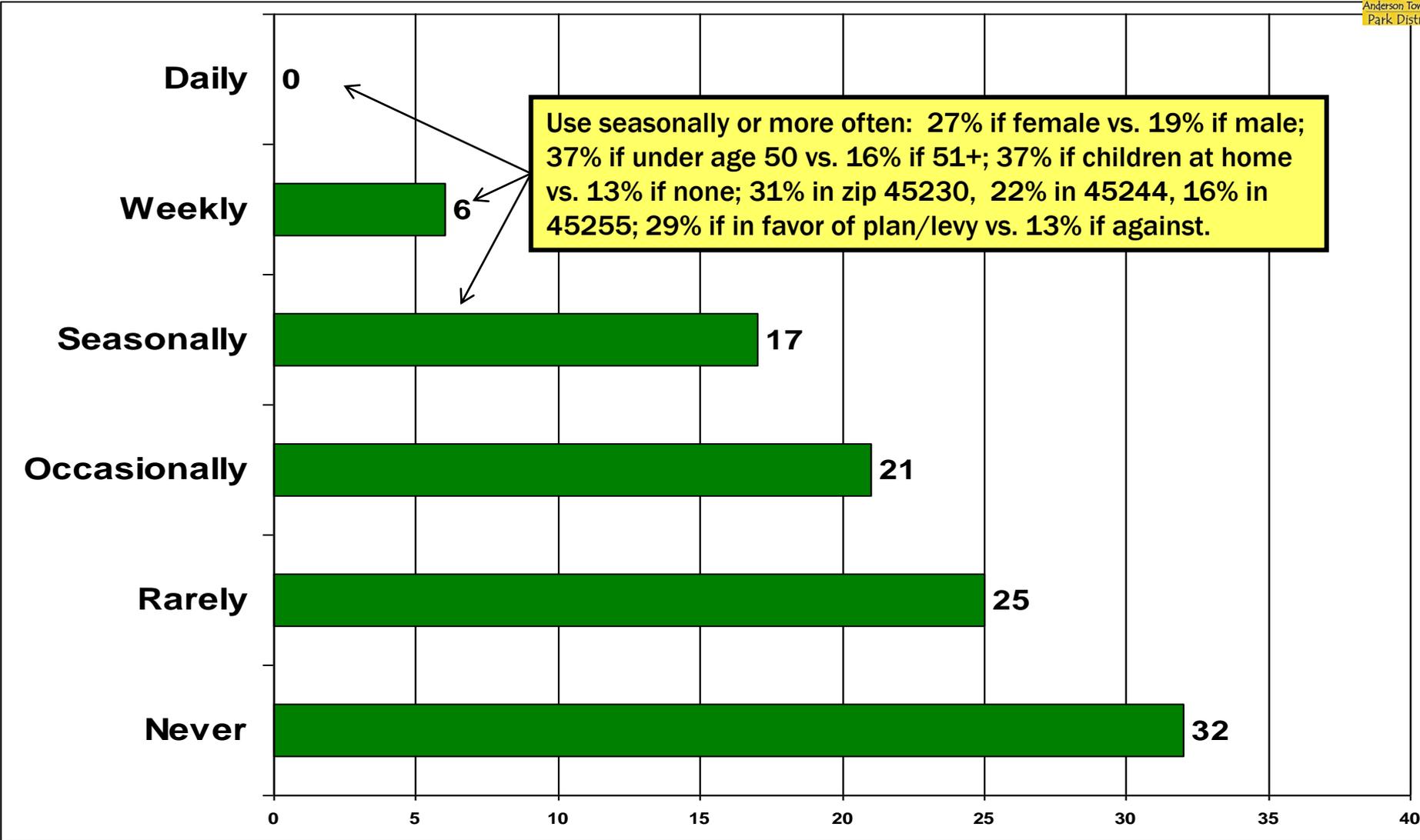
The Beech Acres Parenting Center's property on Beechmont Avenue, next to Beech Acres Park may become available for purchase by the Park District. Through the years this property has been known as: the Beech Acres Parenting Center, the Beech Acres General Protestant Orphans Home, the old orphanage, the Geiger Center, the Geiger gym, the Beech Acres Park RecPlex, the Park District gym, etc. How familiar are you with this property?



RecPlex Usage (%)

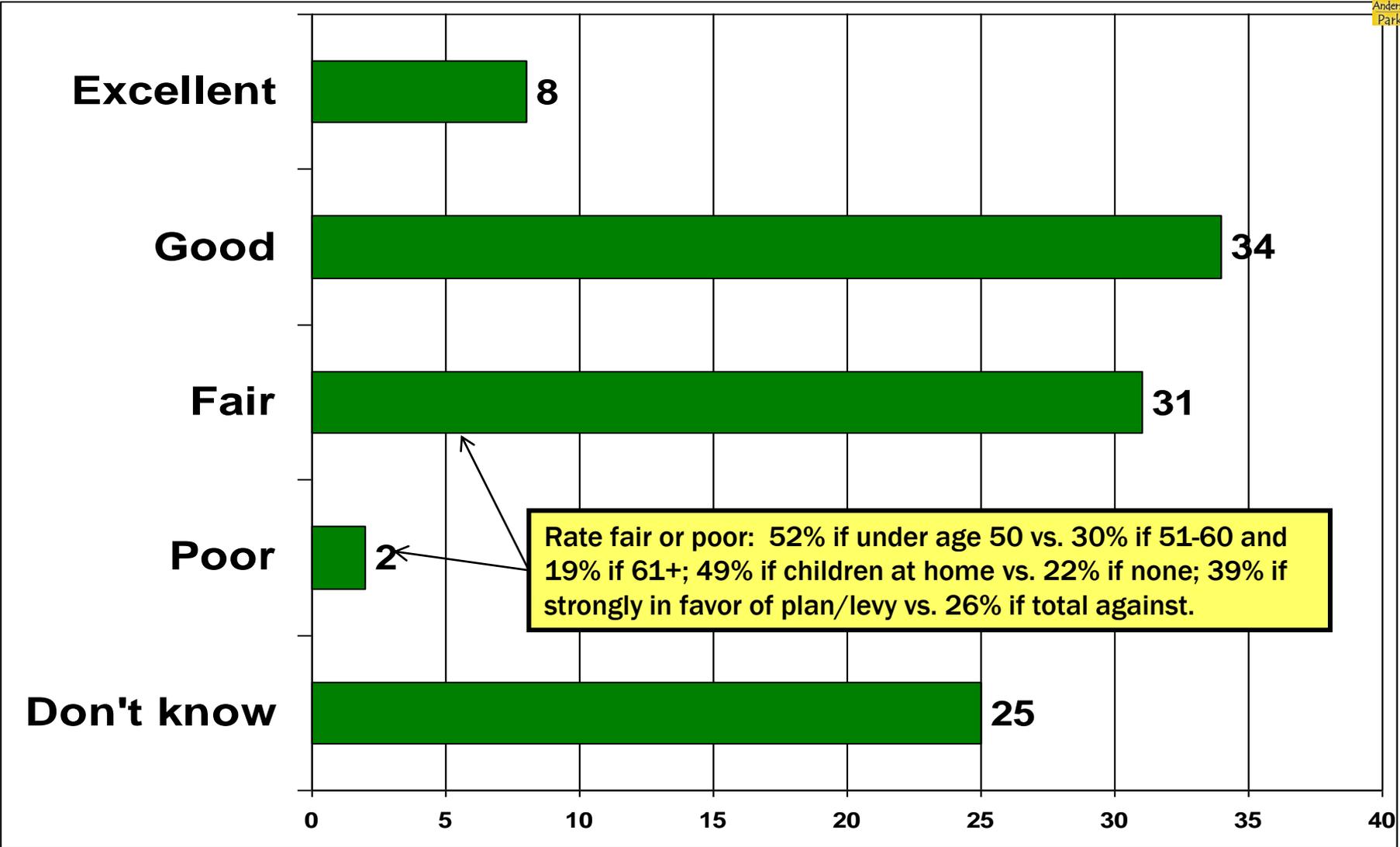


As you may know, the RecPlex is an indoor recreation center located next to Beech Acres Park, managed by the Anderson Township Park District. Do you visit or use the RecPlex...?



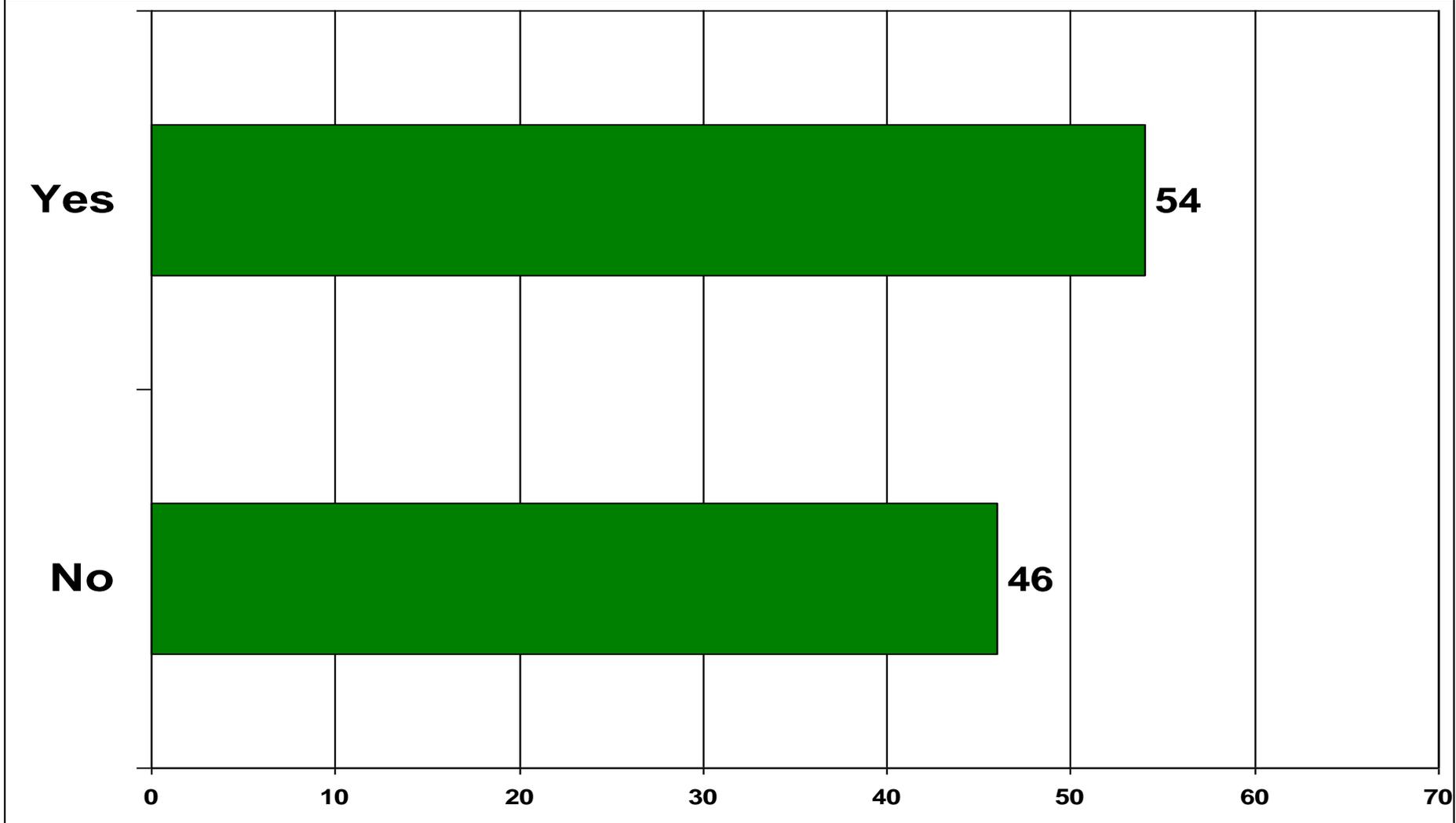
Appearance/Facilities Rating (%)

Based on your personal experience or what you have heard from others, how would you rate the RecPlex, its appearance and facilities, overall?



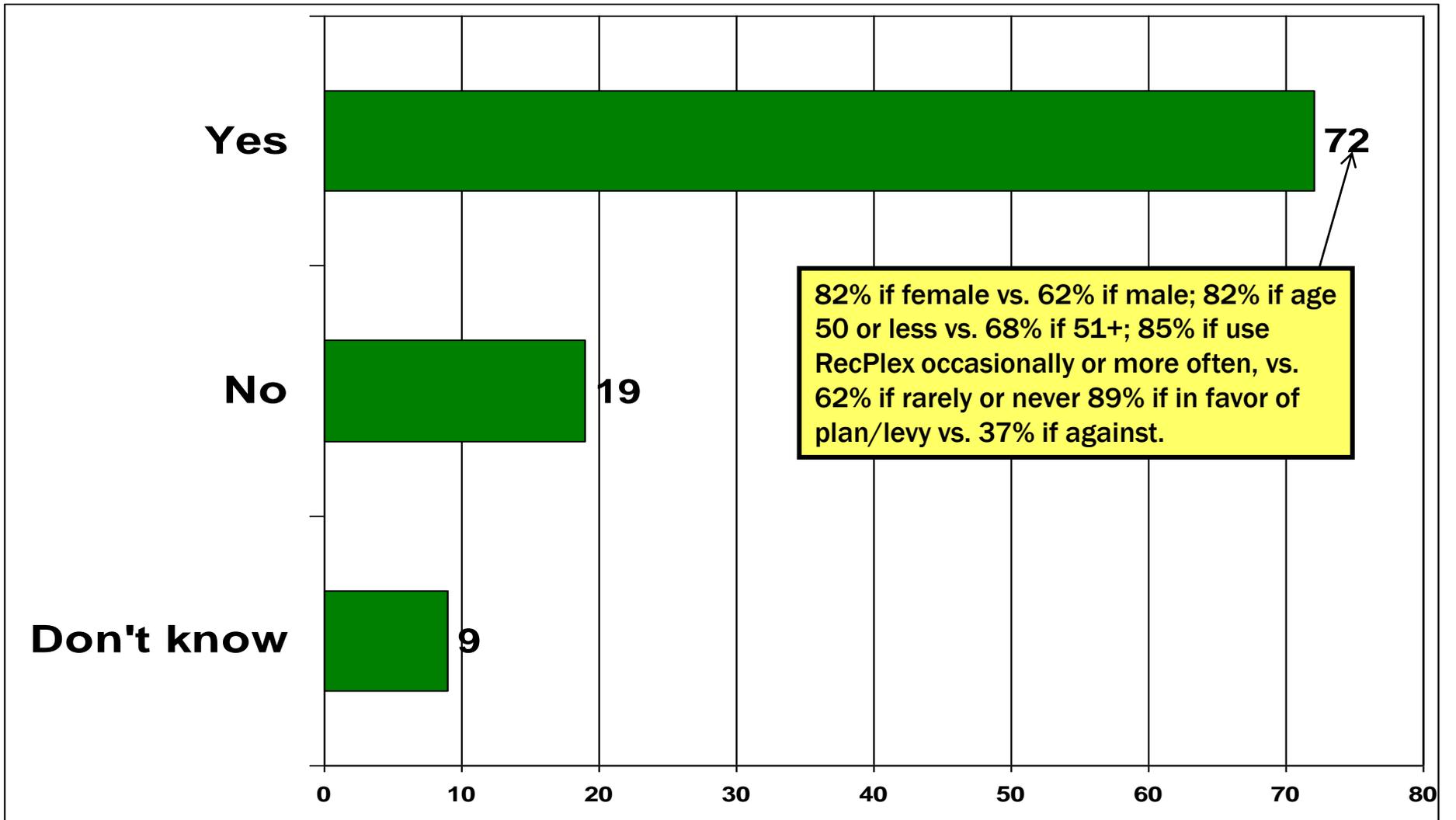
Awareness Park District Does Not Own RecPlex

The Anderson Township Park District has rented the RecPlex from the Beech Acres Parenting Center organization since 1990. Are you aware that the Park District does not own the RecPlex or the surrounding land on Beechmont Avenue?



Need For Year-Round Indoor Facility

Anderson Township does not have an available indoor facility that can accommodate large events, such as the annual Daddy Daughter Dance which has been held at Northern Kentucky University. Do you see a need for a year-round, multi-use indoor facility in Anderson that could hold events like this, plus recreational activities such as volleyball, basketball, and an indoor walking trail?



PARKS/REC CENTER IMPROVEMENT **PLAN CONCEPT STATEMENT**



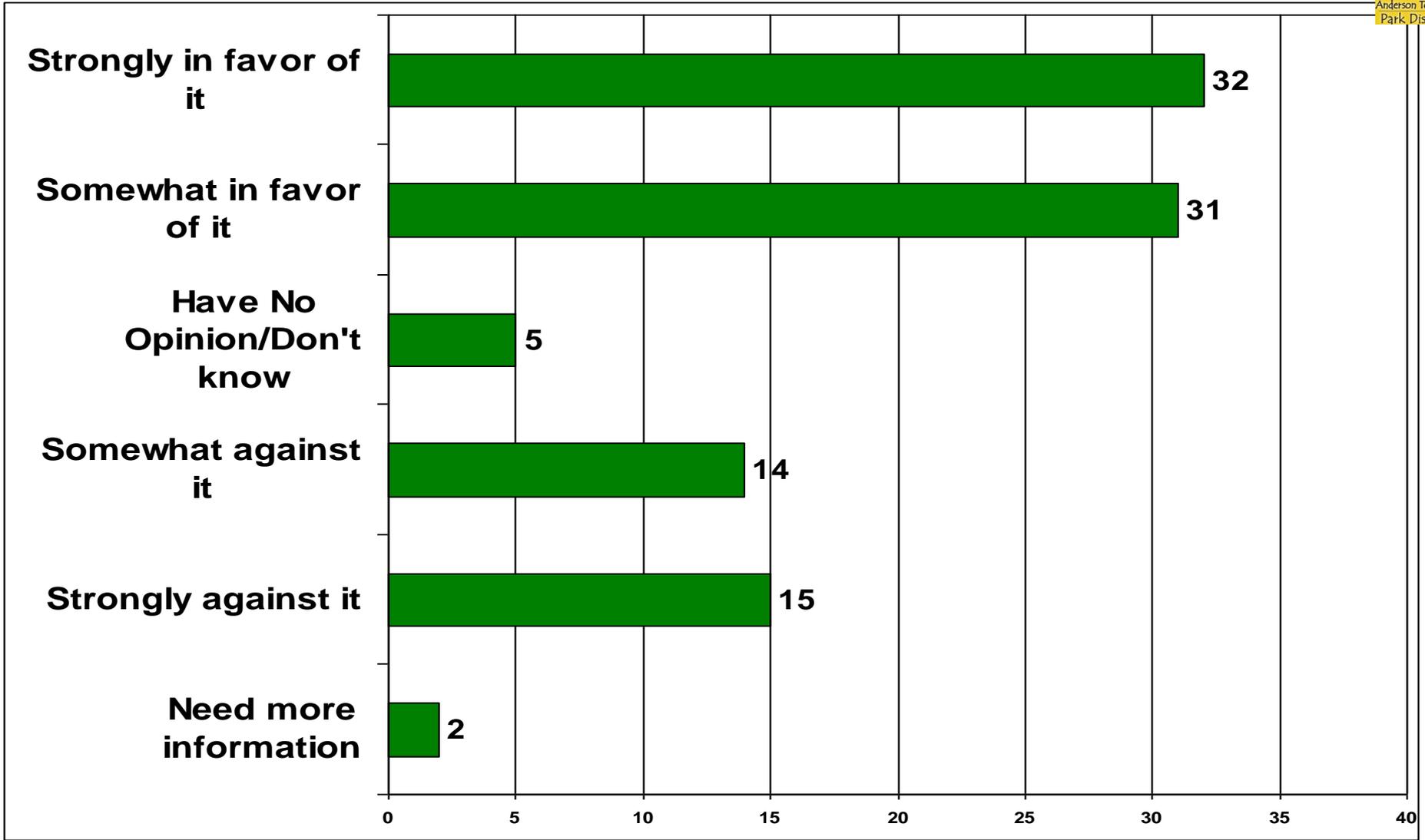
The Anderson Township Park District is considering a plan with three parts, to improve the parks:

1. Purchase the RecPlex and the land next to Beech Acres Park (owned by the Beech Acres Parenting Center organization), make basic upgrades to the RecPlex, and extend the Beech Acres Park trail through this land.
2. Build a new indoor recreation center to add to the existing RecPlex. The primary facilities in this proposed rec center would be multi-use athletic courts/event space, activity rooms, and an indoor walking trail. This option requires the land purchase from part 1.
3. Improve the eight existing outdoor parks, including: trail extensions, shade structures, rest rooms, infrastructure, and land acquisition adjacent to the existing parks.

The total cost of this full three-part plan, which includes purchasing the RecPlex and accompanying land, building a new indoor rec center, and improvements to the outdoor parks, is approximately \$23 million dollars. Its funding would be through a 20-year bond levy to be voted on in November of 2015, which would result in a property tax increase of \$35 dollars per \$100,000 home value per year, for 20 years. If this bond levy were not to pass, it is possible that the land for this new rec center and the current RecPlex could be sold for non-recreational purposes.

Parks/Rec Center Plan Vote Intent (%)

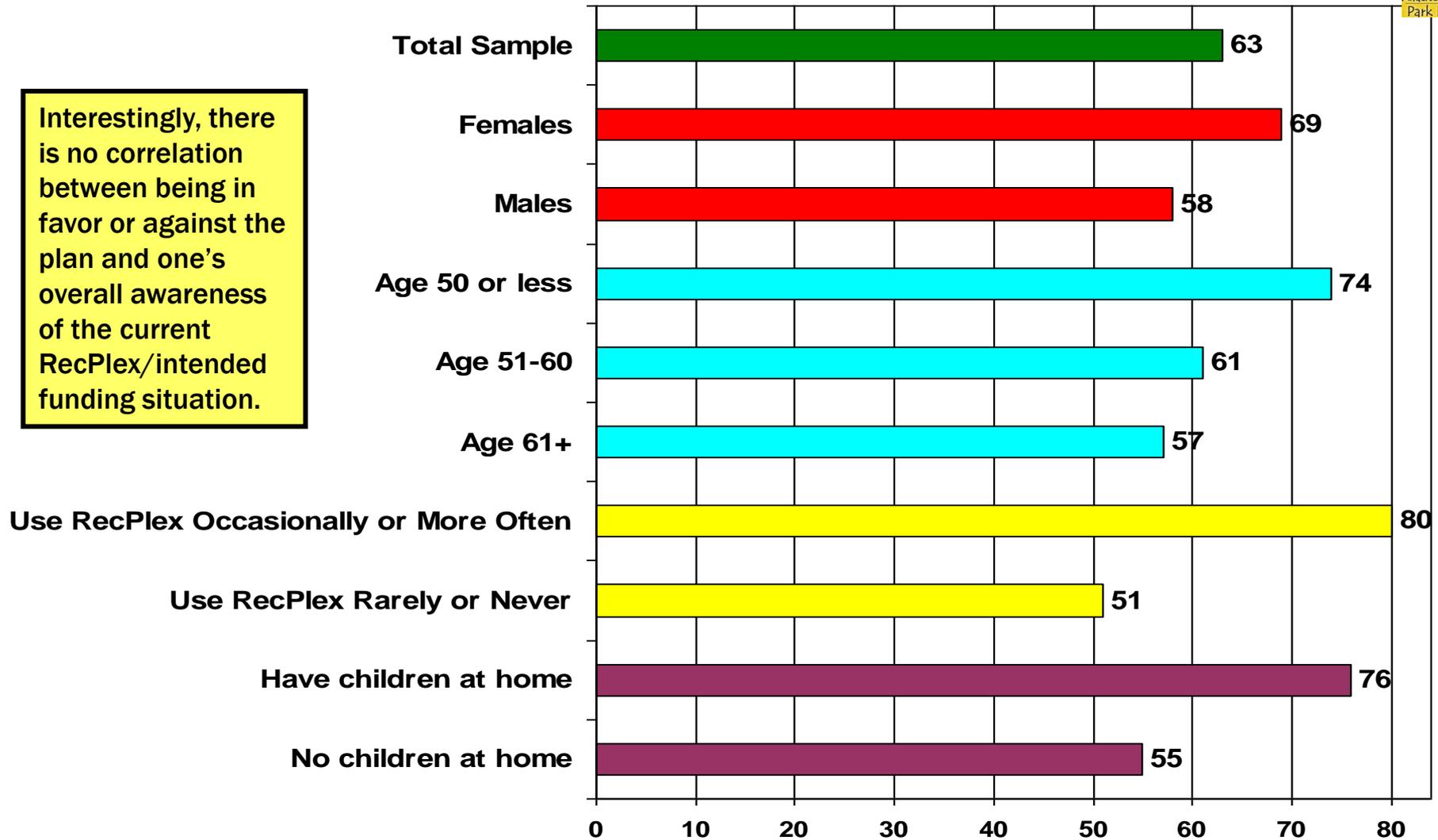
If the vote for this bond levy to purchase the land and the RecPlex, build a new indoor rec center, and make outdoor park improvements were held tomorrow, would you say you would be...?



Strongly or Somewhat in Favor of Parks/ Rec Center Plan, By Cross-tabs (%)

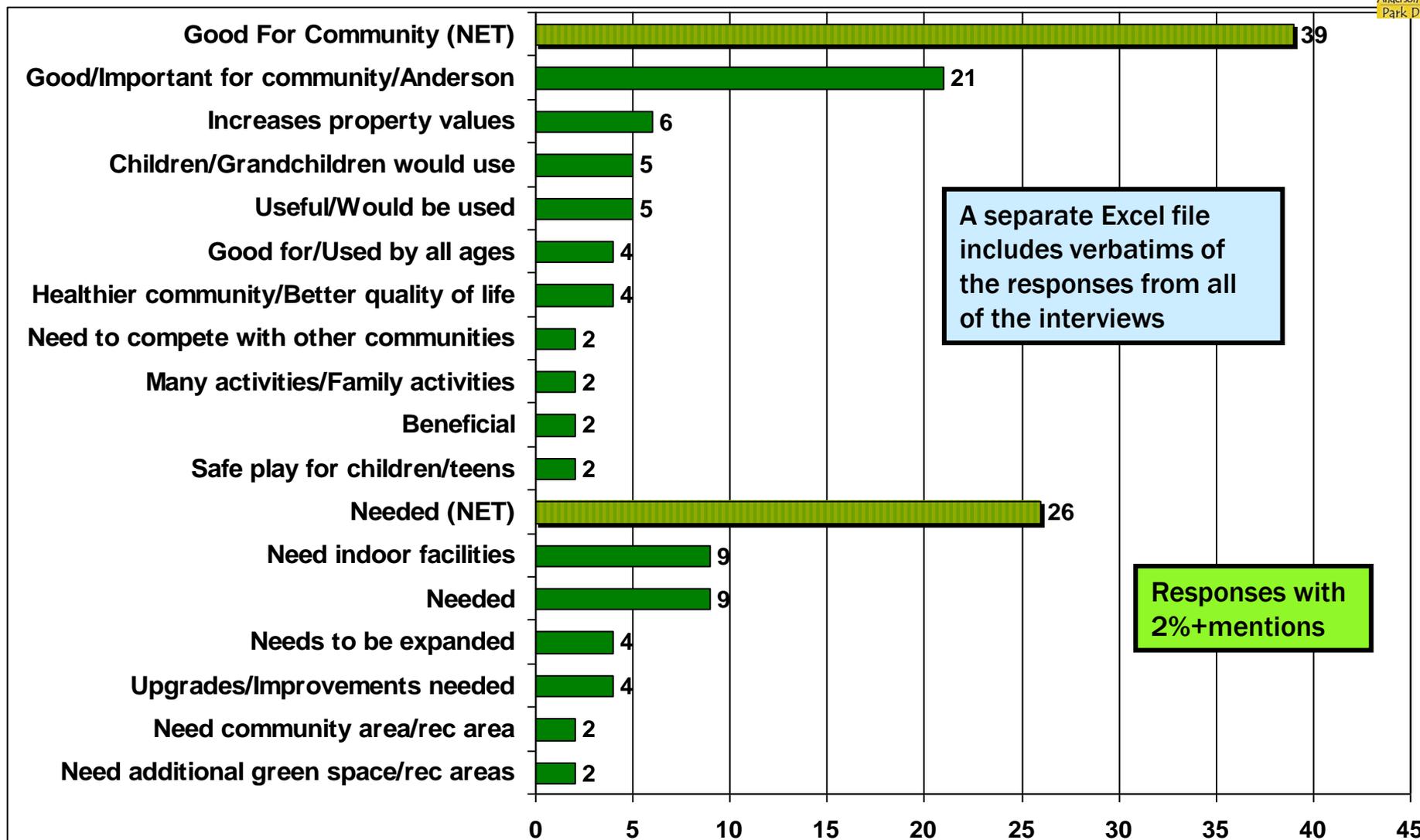


Interestingly, there is no correlation between being in favor or against the plan and one's overall awareness of the current RecPlex/intended funding situation.

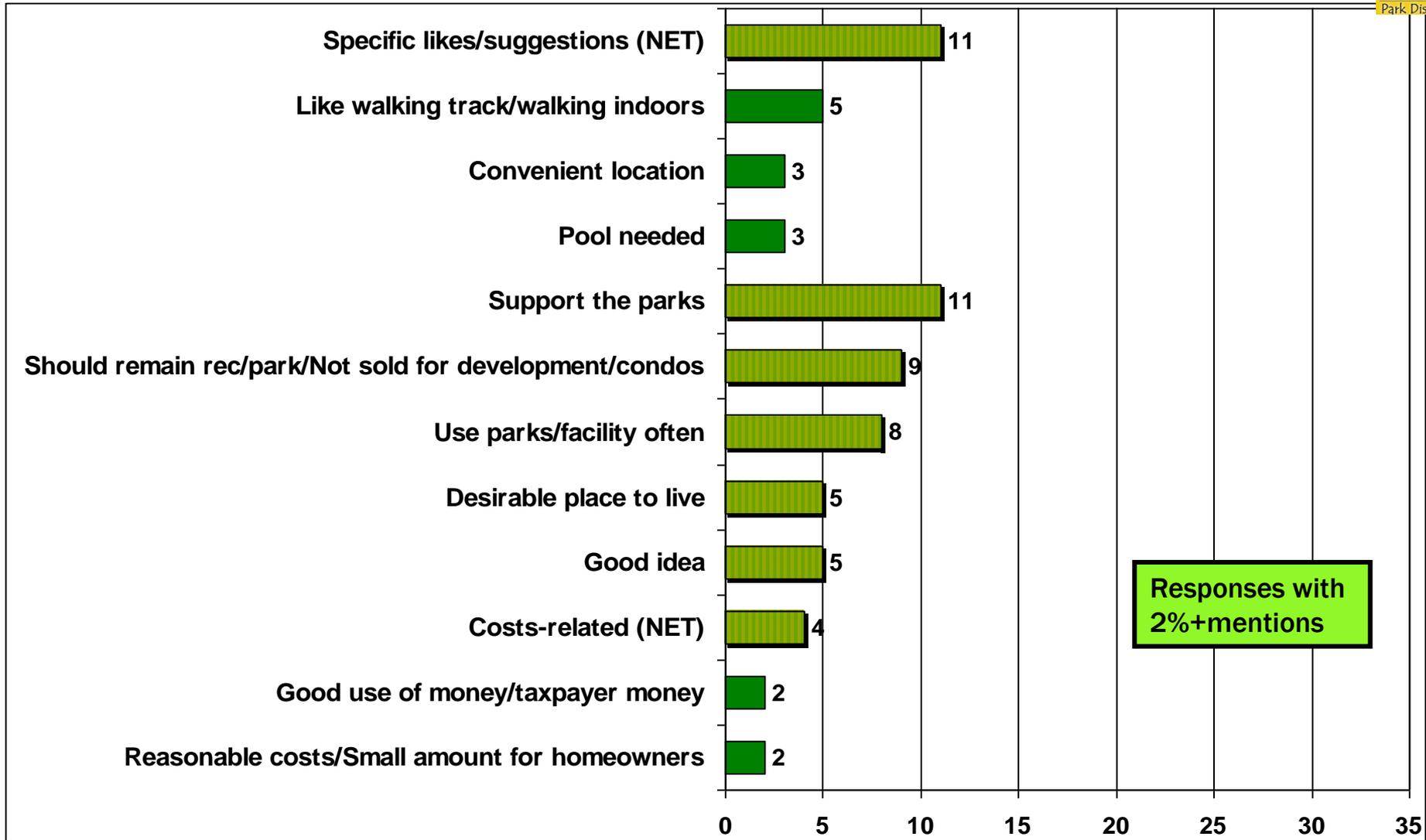


(Unaided) Reasons In Favor Of Plan (%)

Regarding this plan for a new indoor rec center, land & RecPlex purchase & outdoor park improvements, why do you say you are **strongly or somewhat in favor**? Why else? Any other reasons for your opinion, having to do with either the bond levy or proposed land, RecPlex purchase, park improvements or new rec center? (n=247)

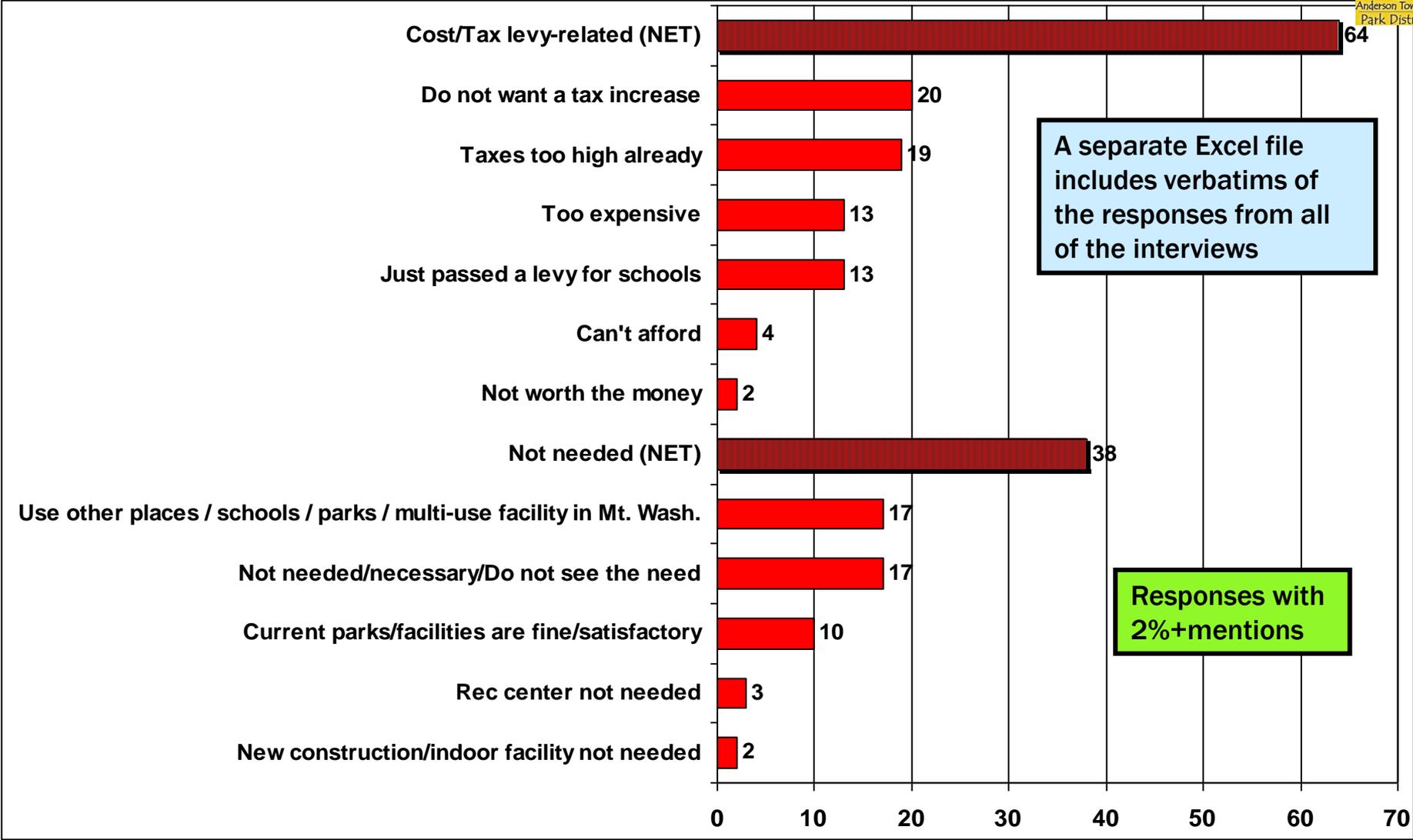


Reasons In Favor Of Plan—Continued (%)



(Unaided) Reasons Against Plan (%)

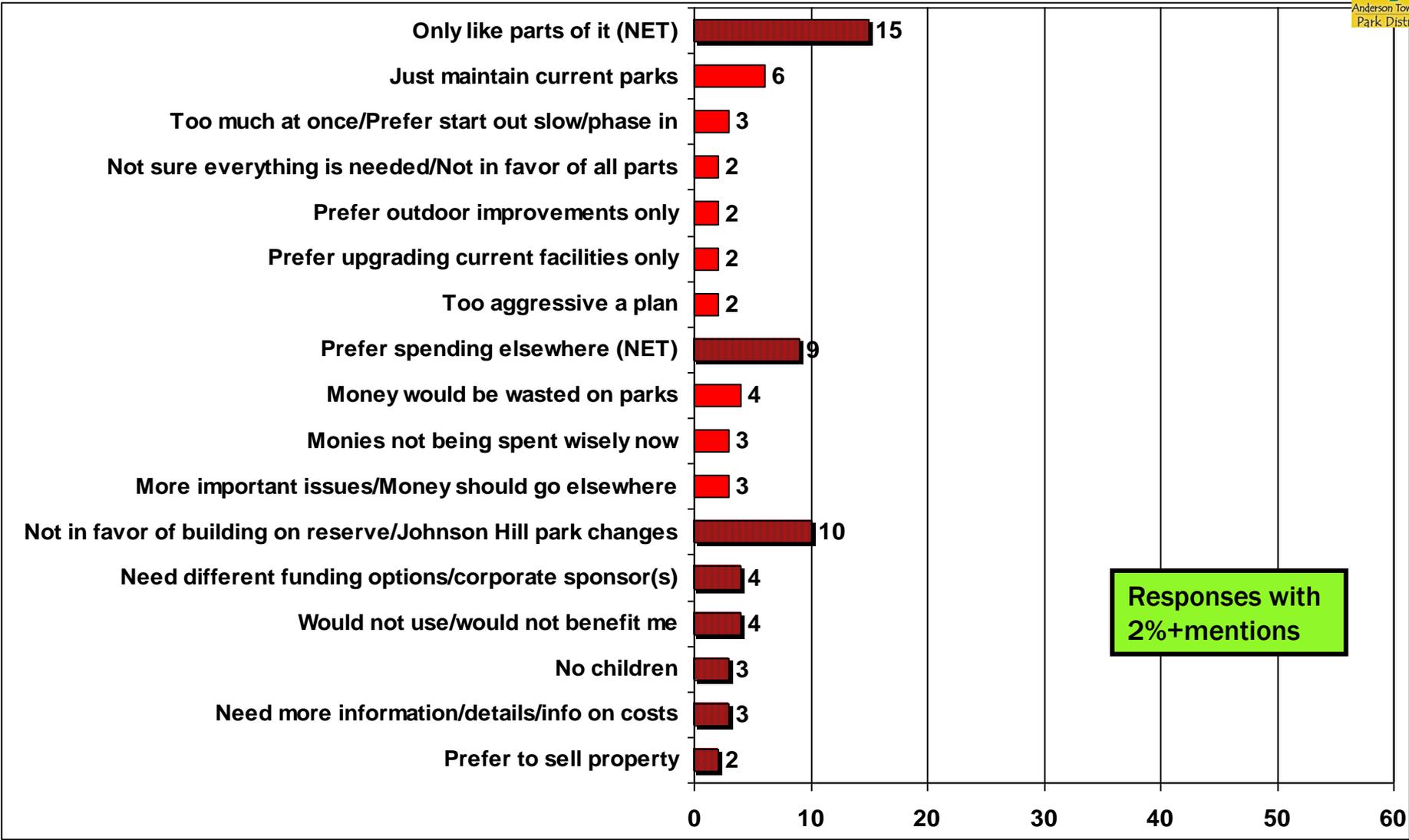
Regarding this plan for a new indoor rec center, land & RecPlex purchase & outdoor park improvements, why do you say you are strongly or somewhat against? Why else? Any other reasons for your opinion, having to do with either the bond levy or proposed land, RecPlex purchase, park improvements or new rec center? (n=113)



A separate Excel file includes verbatims of the responses from all of the interviews

Responses with 2%+mentions

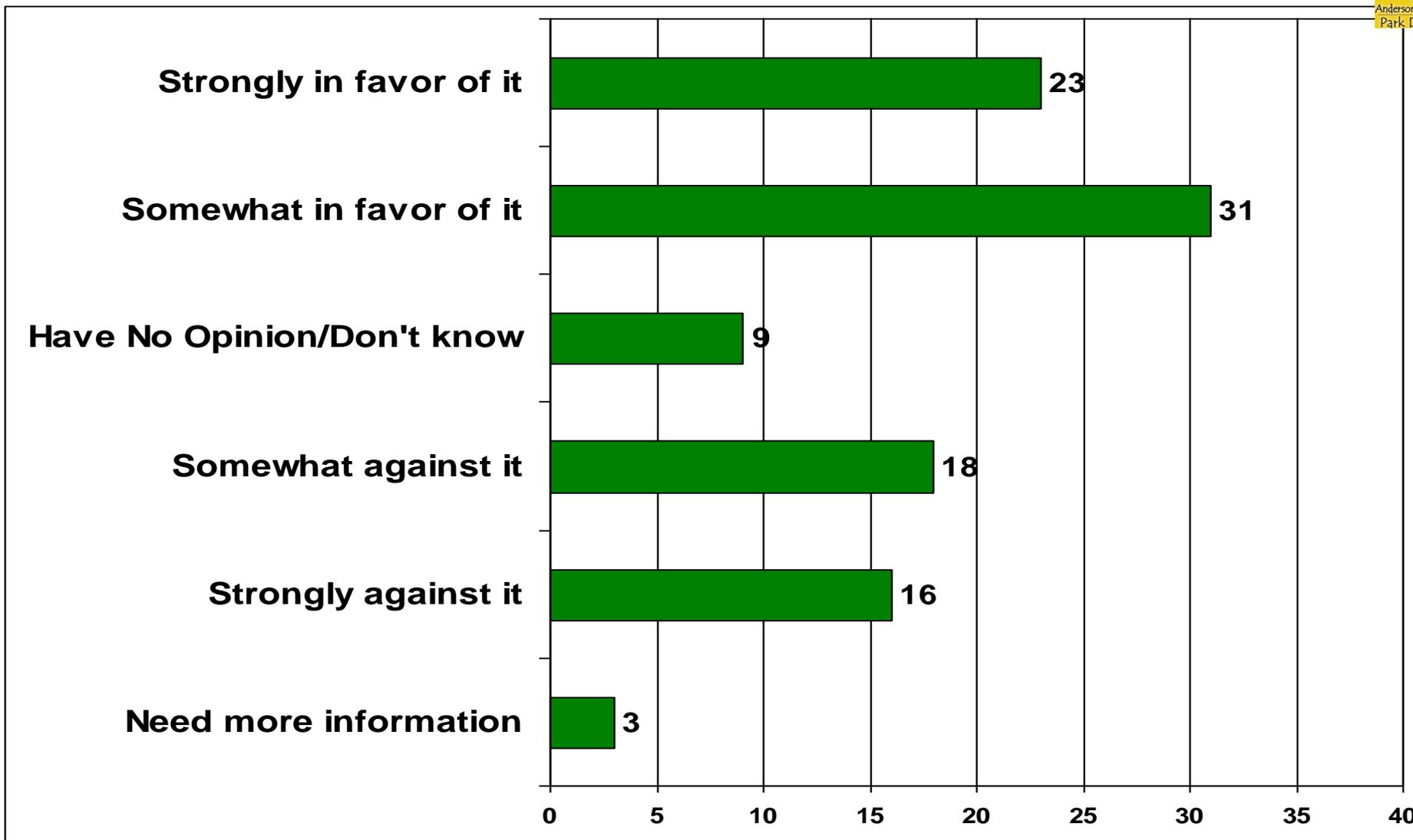
Reasons Against Plan—Continued (%)



Responses with 2%+mentions

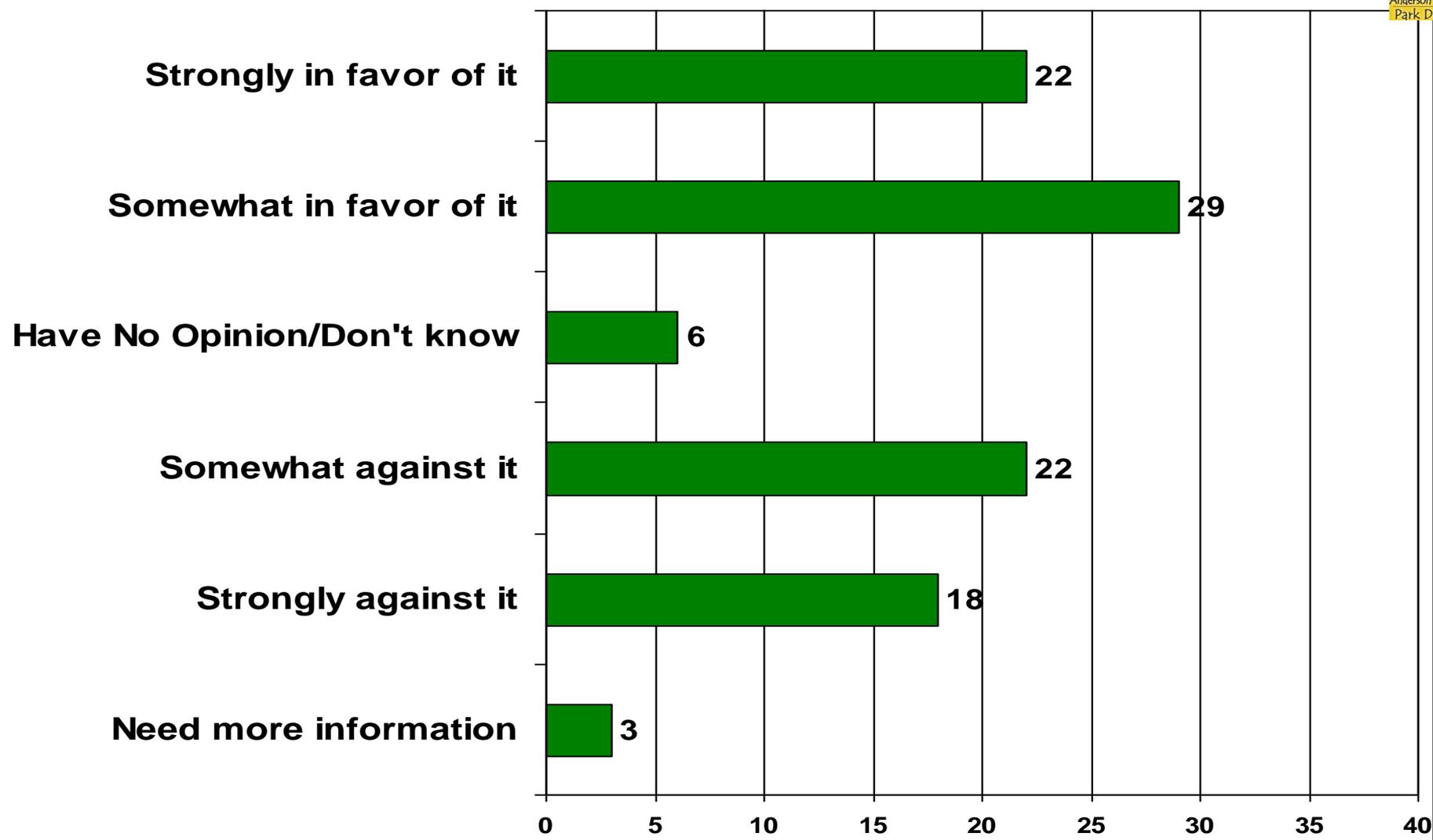
Lower Cost Plan Vote Intent (%)

Looking at a lower-cost option, if the proposed plan were to include the land and RecPlex purchase and new rec center, but not any outdoor park improvements, at a total cost of approximately \$19 million, with a property tax increase of \$28 dollars per \$100,000 home value per year for 20 years, would you say you would be...?



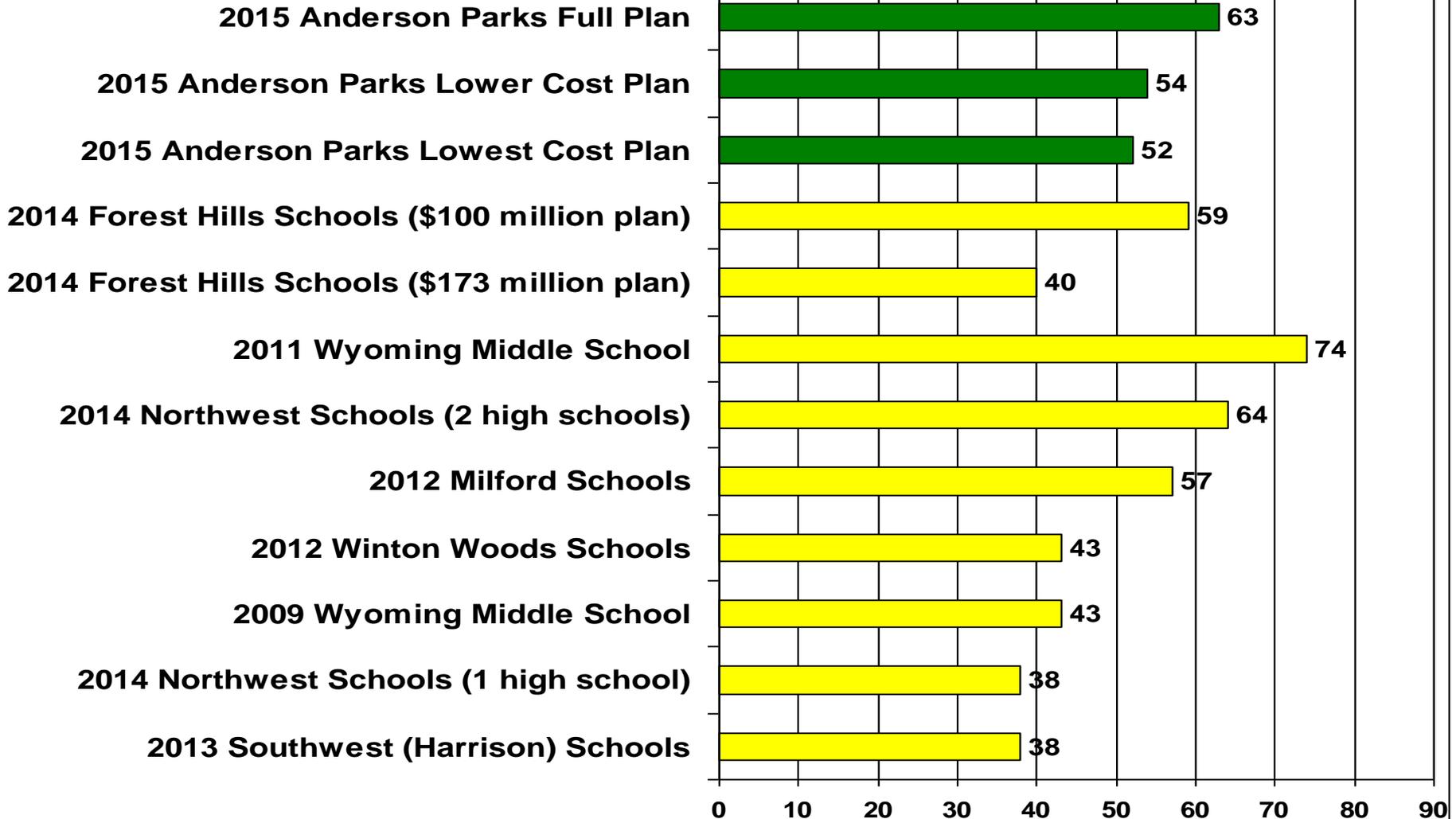
Lowest Cost Plan Vote Intent (%)

Looking at an even lower-cost option, if the proposed plan were to include just purchasing the land & RecPlex, but not any outdoor park improvements or new rec center, at a total cost of approximately \$10 million, with a property tax increase of \$21 dollars per \$100,000 home value per year for 15 years, would you say you would be...?



Comparison Vs. School Research (%)

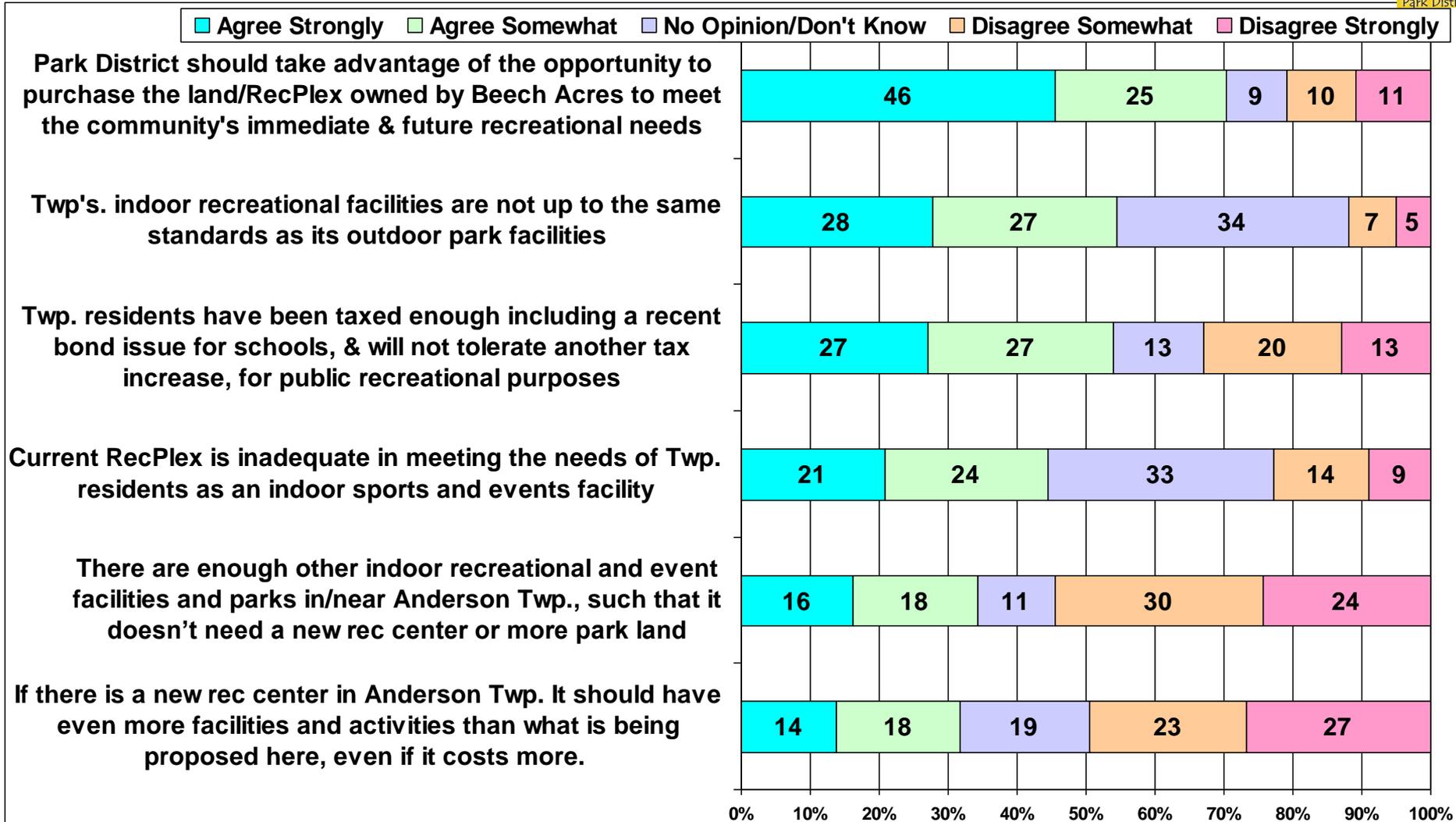
(Strongly Or Somewhat In Favor, versus historical school district tax levy or bond issue research)



Agreement On Issues (%)



Using the scale Agree Strongly, Agree Somewhat, Have No Opinion, Disagree Somewhat or Disagree Strongly, please tell me how strongly you agree or disagree with the following statements: (RANKED BY AGREE STRONGLY + SOMEWHAT)





As might be expected:

- The following statements correlate strongly with intent to vote in favor of the parks/rec center improvement plan:
 - The Park District should take advantage of the opportunity to purchase the available land and RecPlex
 - Township's indoor recreational facilities are not up to the same standards as outdoor park facilities
- The following statements correlate strongly with intent to vote against the parks/rec center improvement plan:
 - Anderson Township residents have been taxed enough
 - There are enough other indoor recreational and event facilities and parks in or near the Township such that it doesn't need a new rec center or more park land

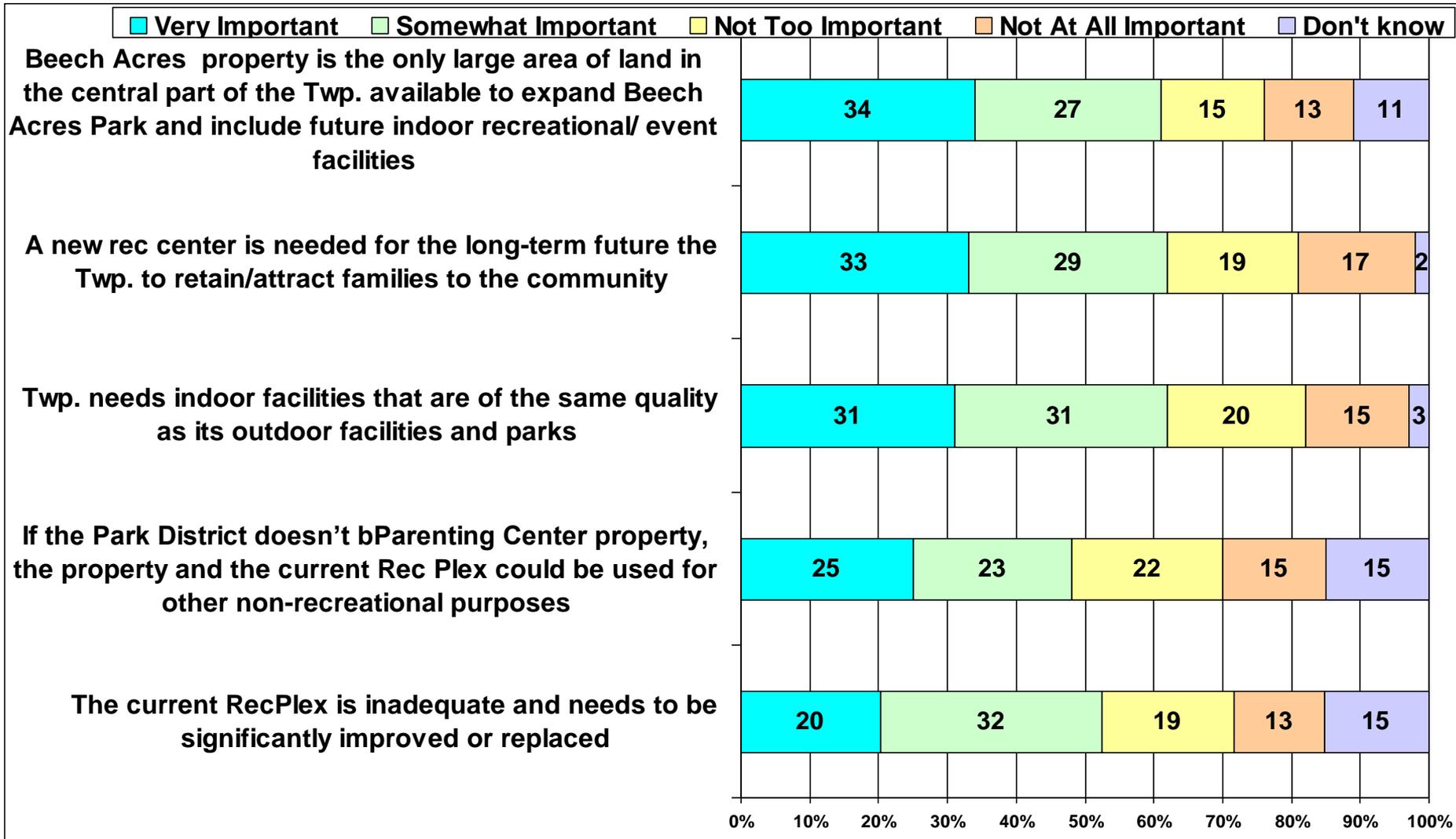
Demographically:

- Females see more inadequacy in the current RecPlex than do males.
- Older people feel they have been taxed enough and that there are enough other facilities around than do younger people.

Importance of Selling Points (%)



With regard to the plan for the land and RecPlex purchase, a new indoor rec center, and park improvements, please state your opinion on whether each of the following statements is Very Important, Somewhat Important, Not Too Important or Not At All Important to you.



Selling Points Importance: Cross-tabulations



- While all five of these questions' "very important" responses correlate strongly with the inclination to vote in favor of the plan/levy, the strongest relationships are for the points on:
 - Needing this for the long-term future of the Township
 - Needing indoor facilities of the same quality as outdoor/park facilities
 - Beech Acres being the only land available for this
- Females place more importance than males on Beech Acres being the only land available for this and needing indoor facilities of the same quality as outdoor/park facilities.
- Younger people (and those with children at home) place more importance than older people on needing this for the long-term future of the Township and needing indoor facilities of the same quality as outdoor/park facilities.

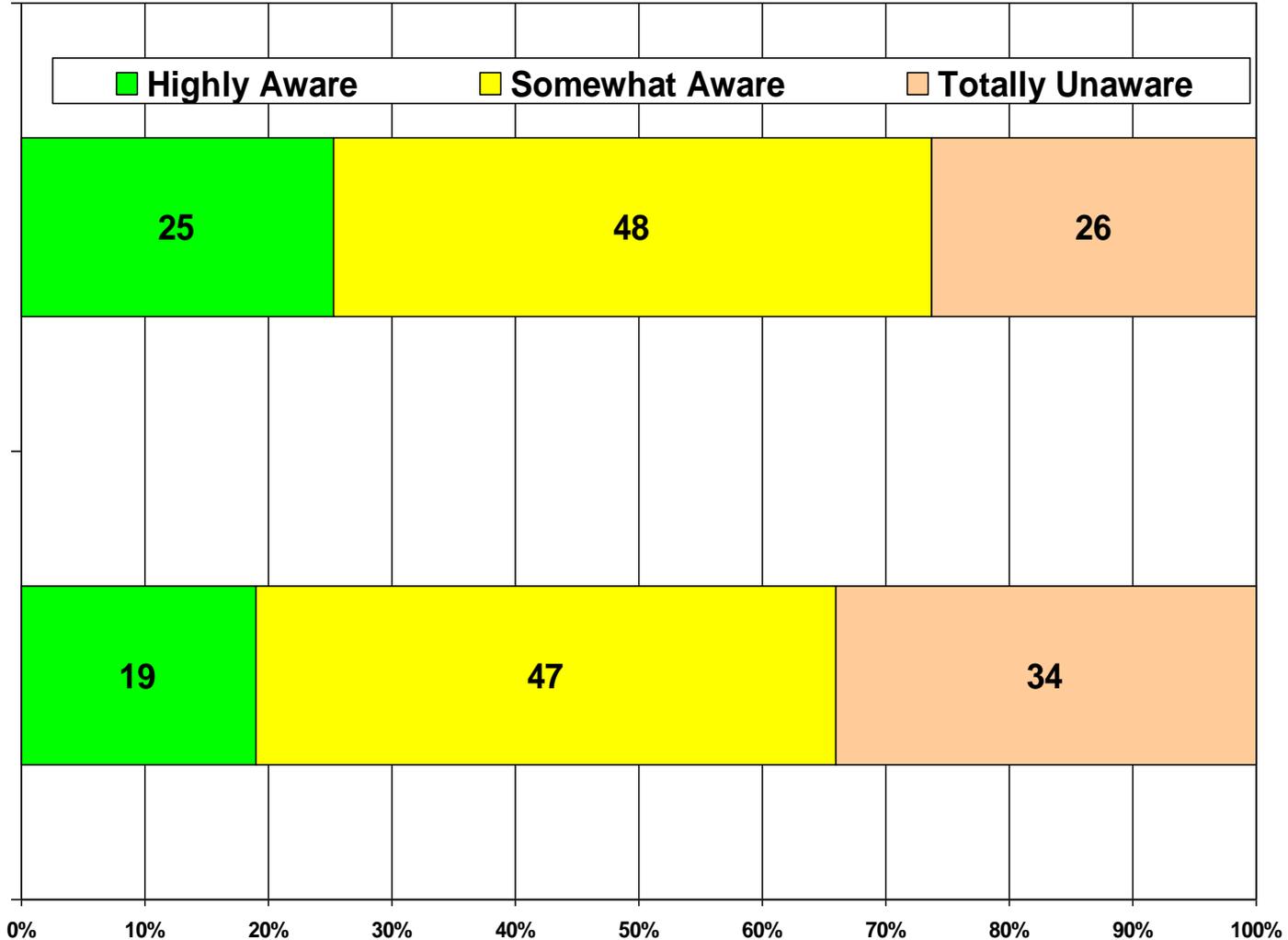
Awareness Of Specific Issues (%)

Please tell me how aware you were, before today, of each of the following factors relating to the Wyoming Civic Center situation, using a scale of Totally Unaware, Somewhat Aware or Highly Aware.



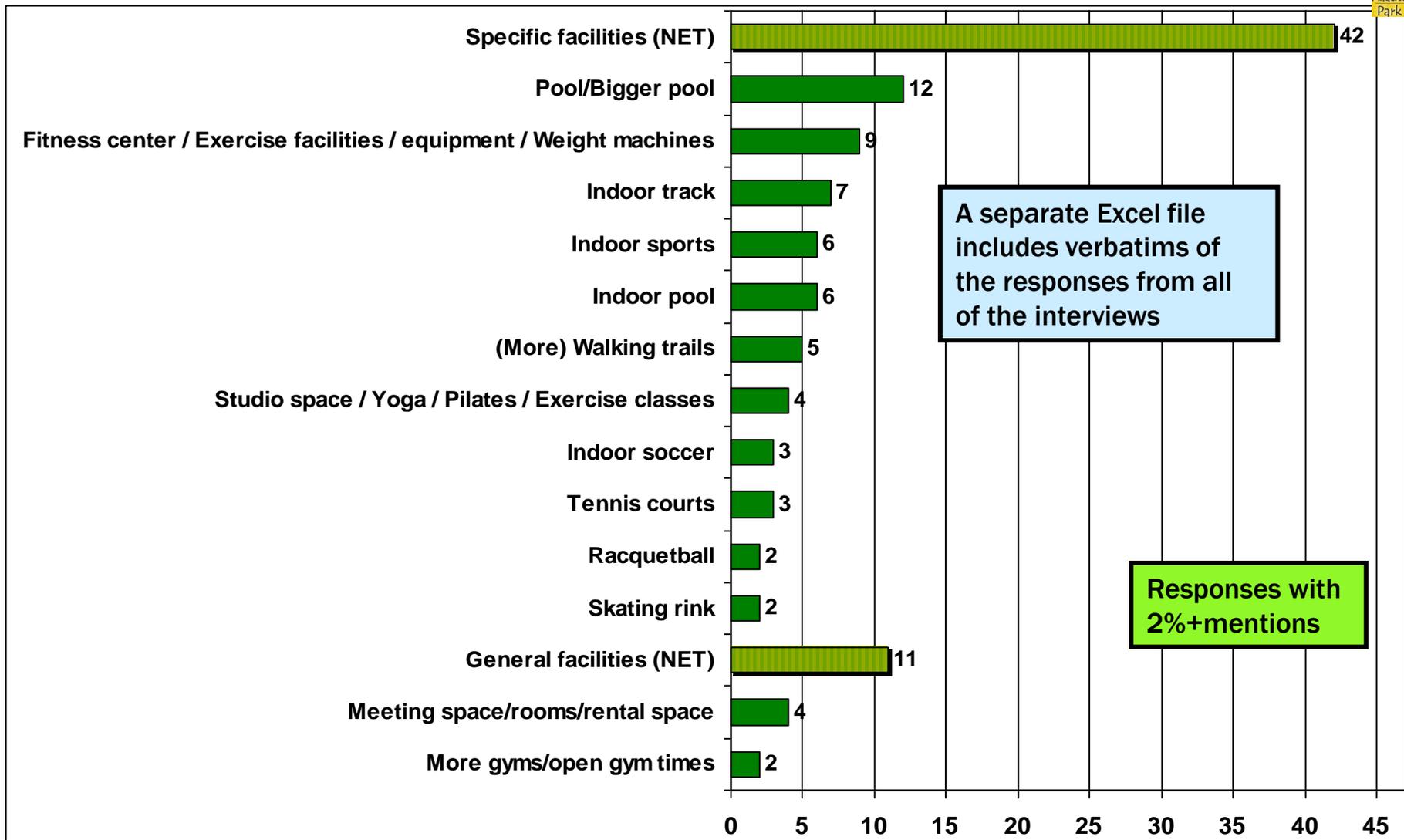
The Beech Acres Parenting Center property is the only large area of land in the central part of the township available to expand Beech Acres Park and include future indoor recreational facilities

The RecPlex and surrounding acreage can be used for other purposes, potentially eliminating the RecPlex and the opportunity to expand Beech Acres Park or build any new indoor recreational facilities there

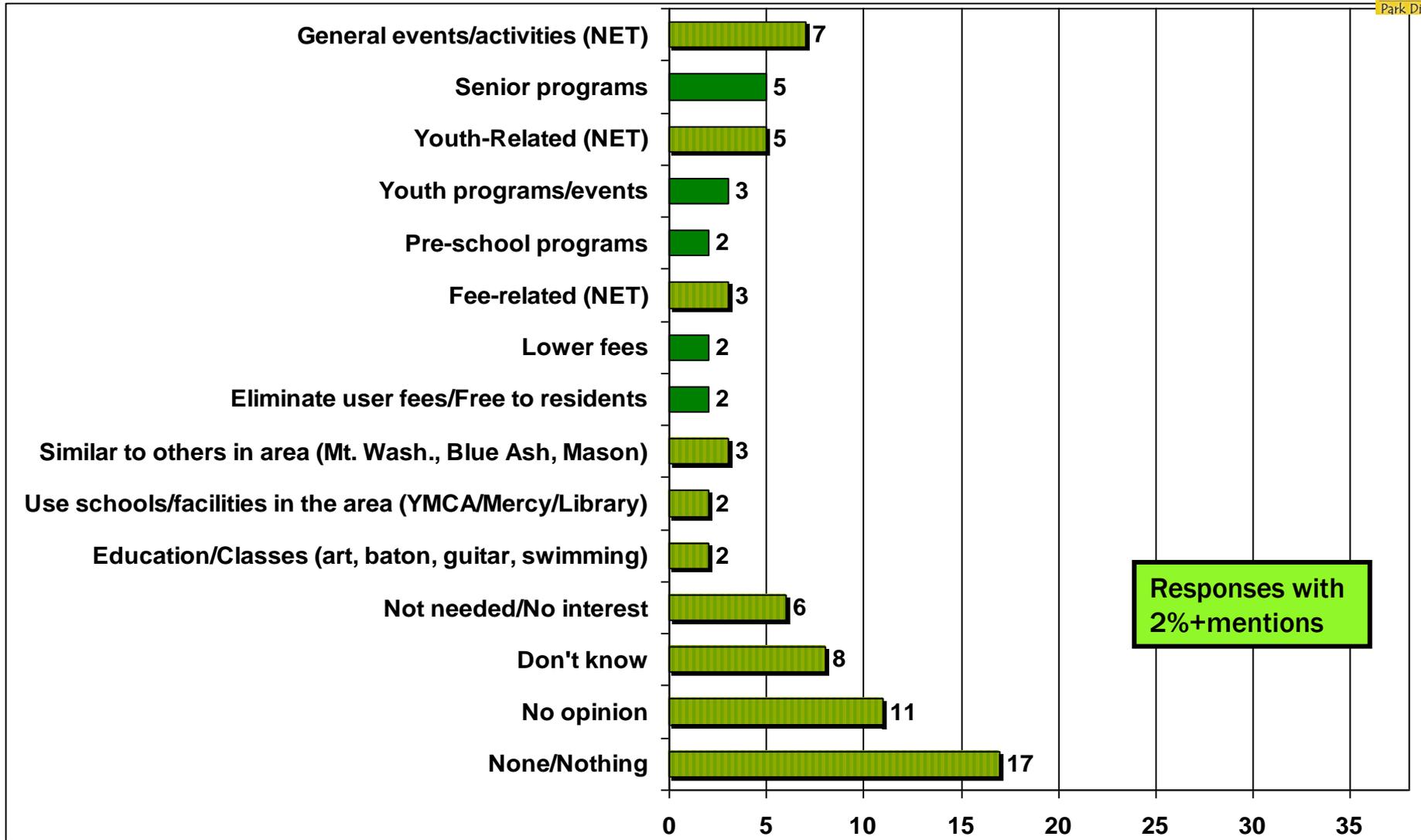


(Unaided) Suggested Improvements (%)

Within reason, what other facilities or activities would you like to see included in a new recreation center, recognizing that some could have additional costs associated with them? (n=310)



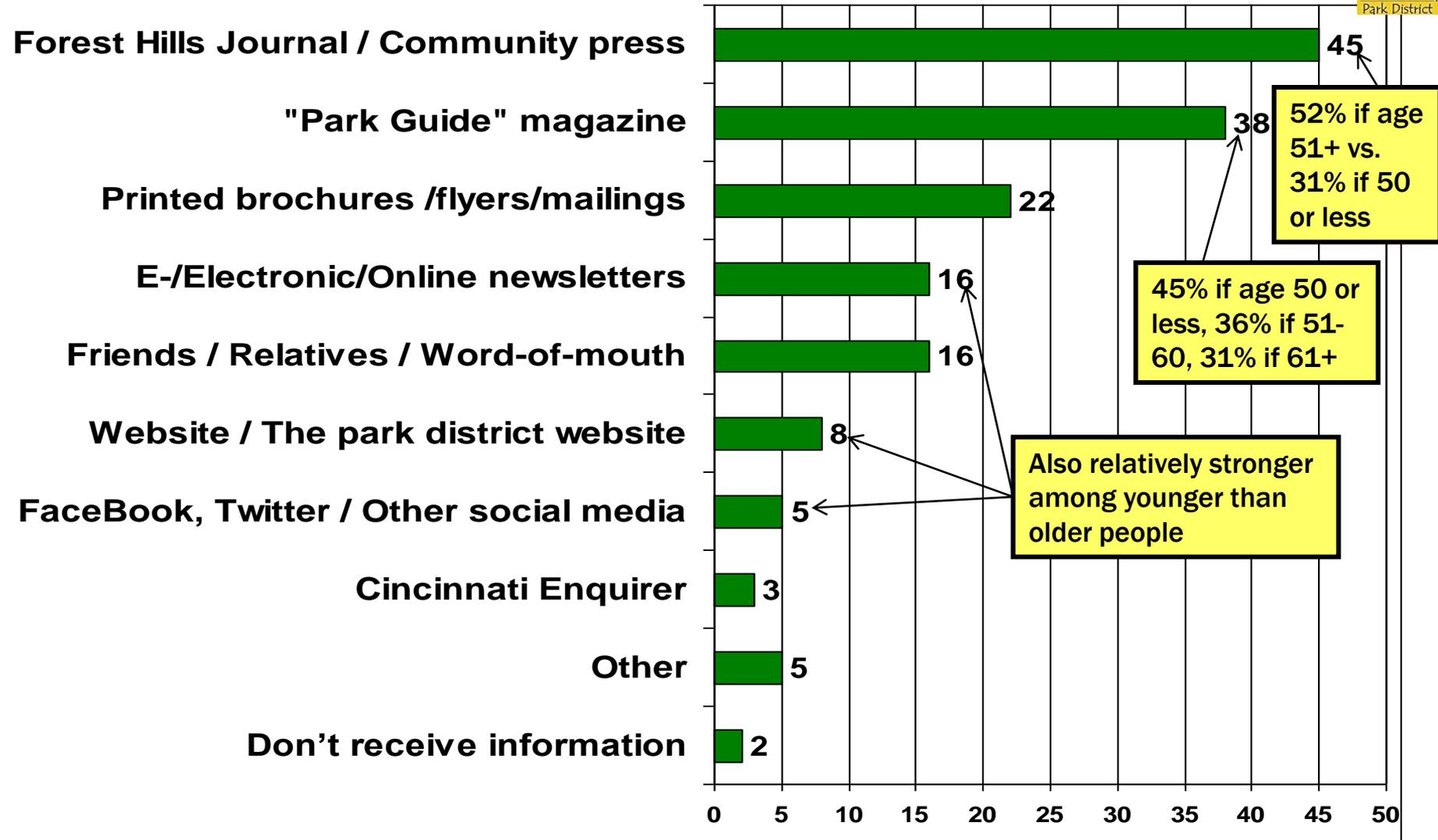
Suggested Improvements –Continued(%)

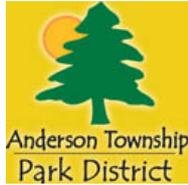


Information Sources (%)



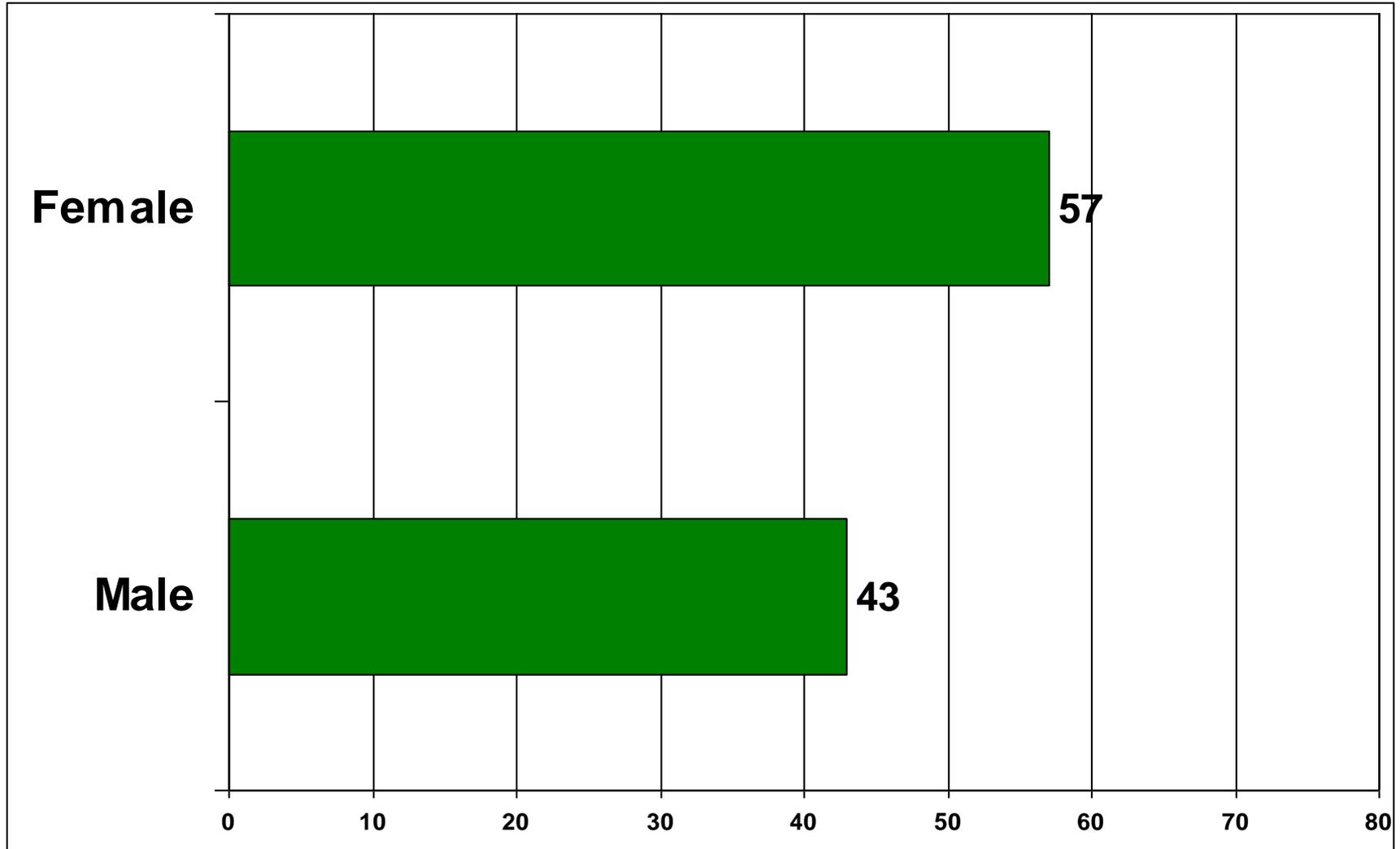
Where do you get most of your information regarding the Anderson Township parks and recreational activities?

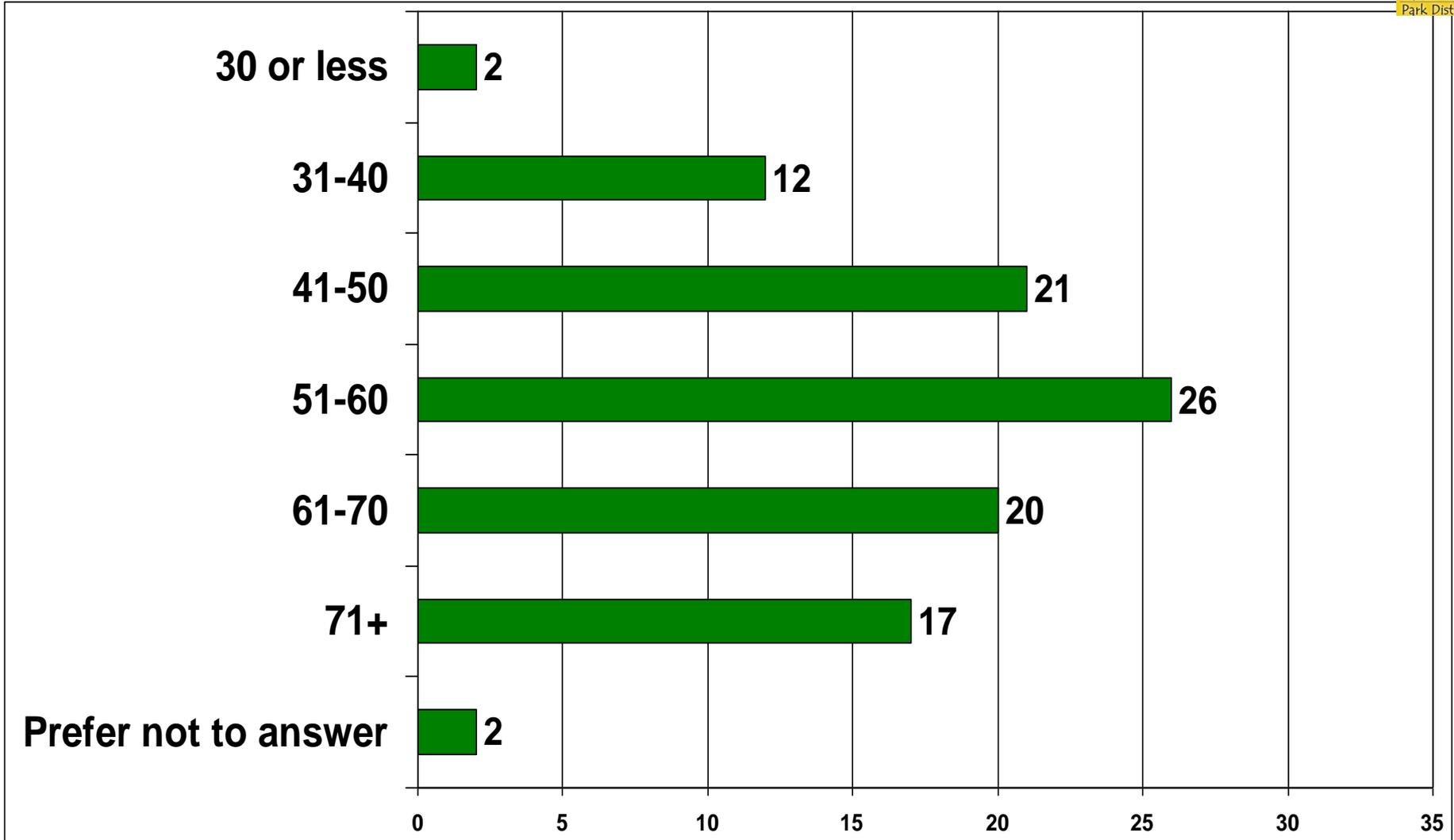




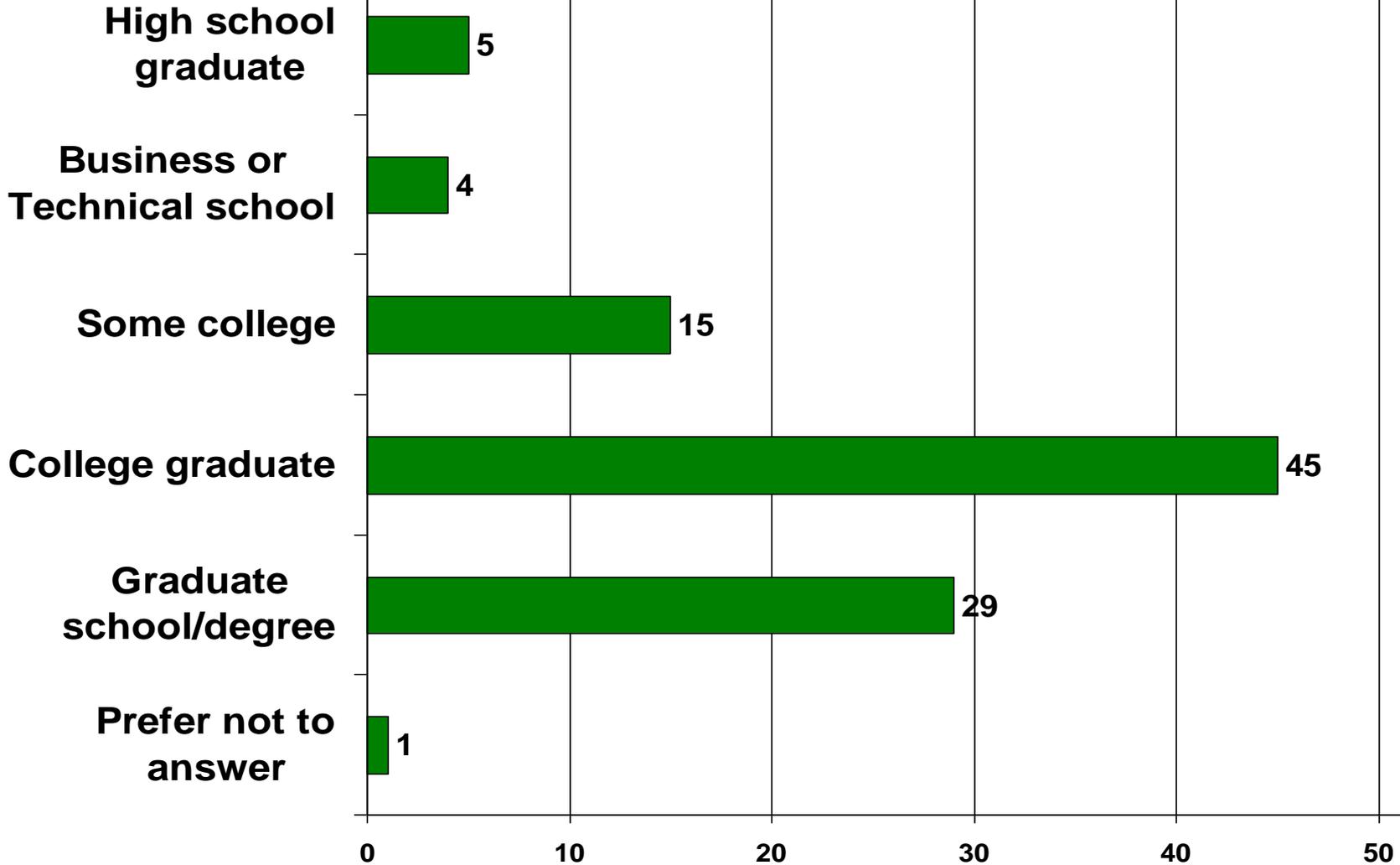
Interviewee Demographics

Gender (%)

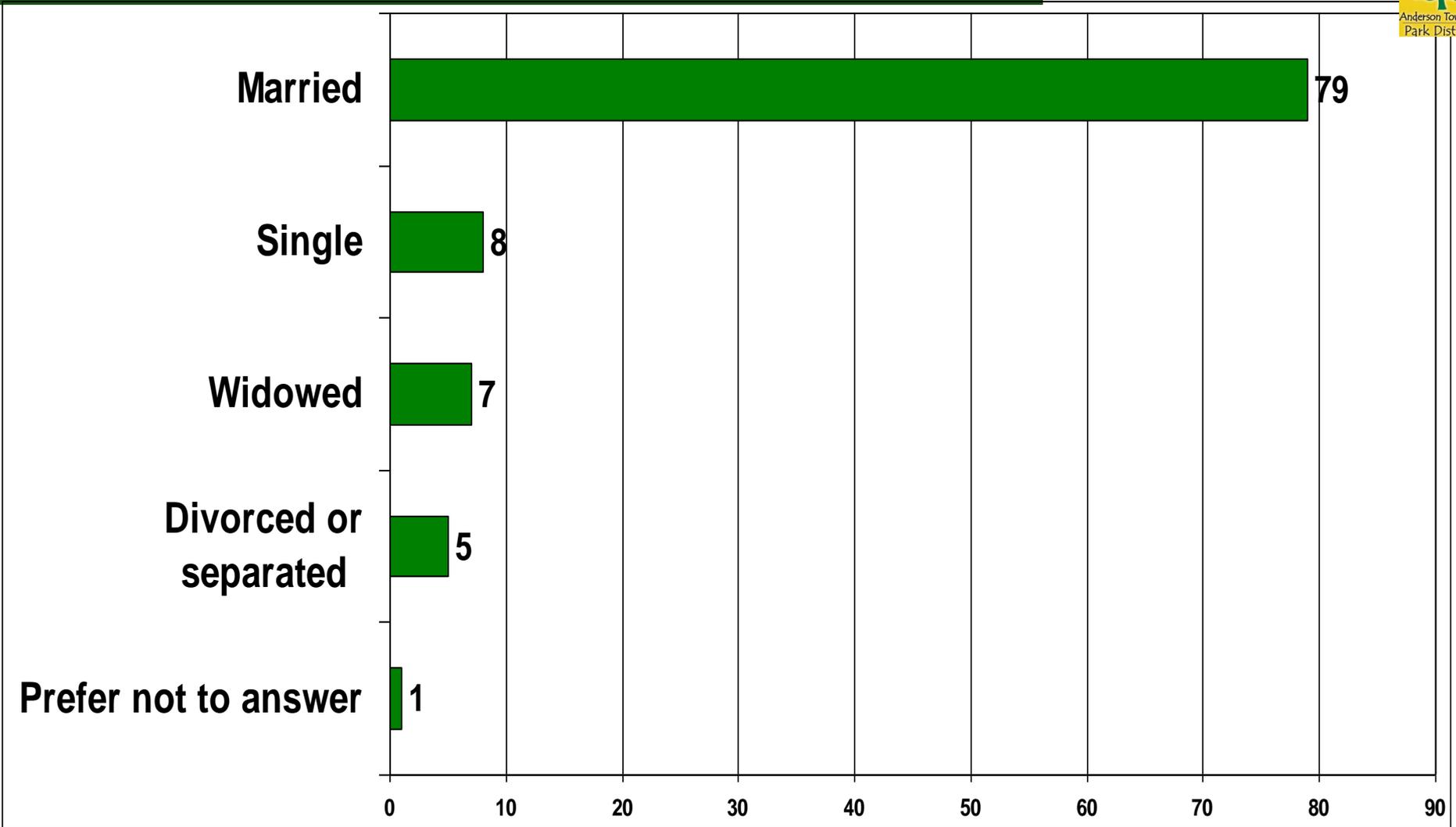




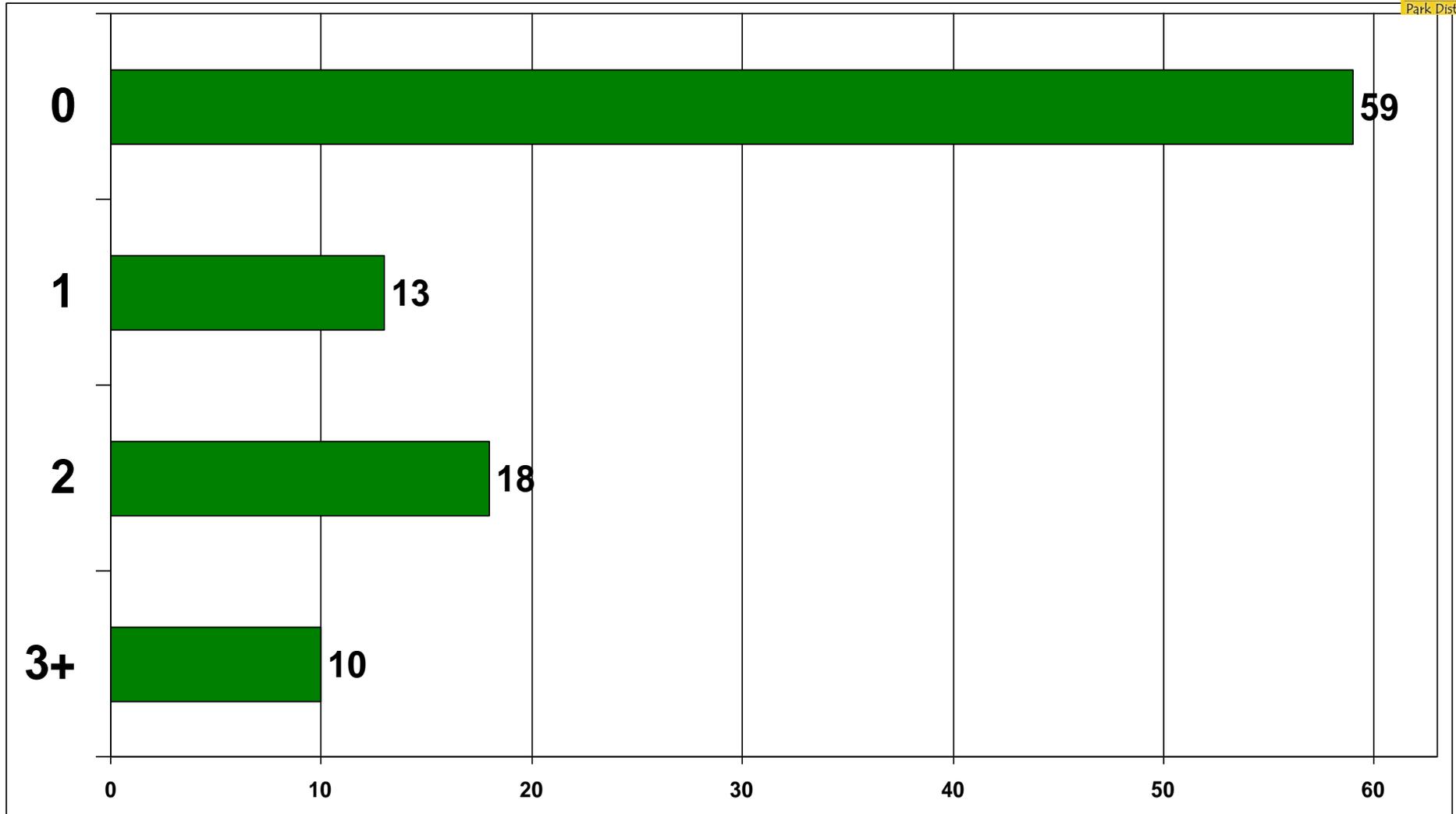
Education (%)



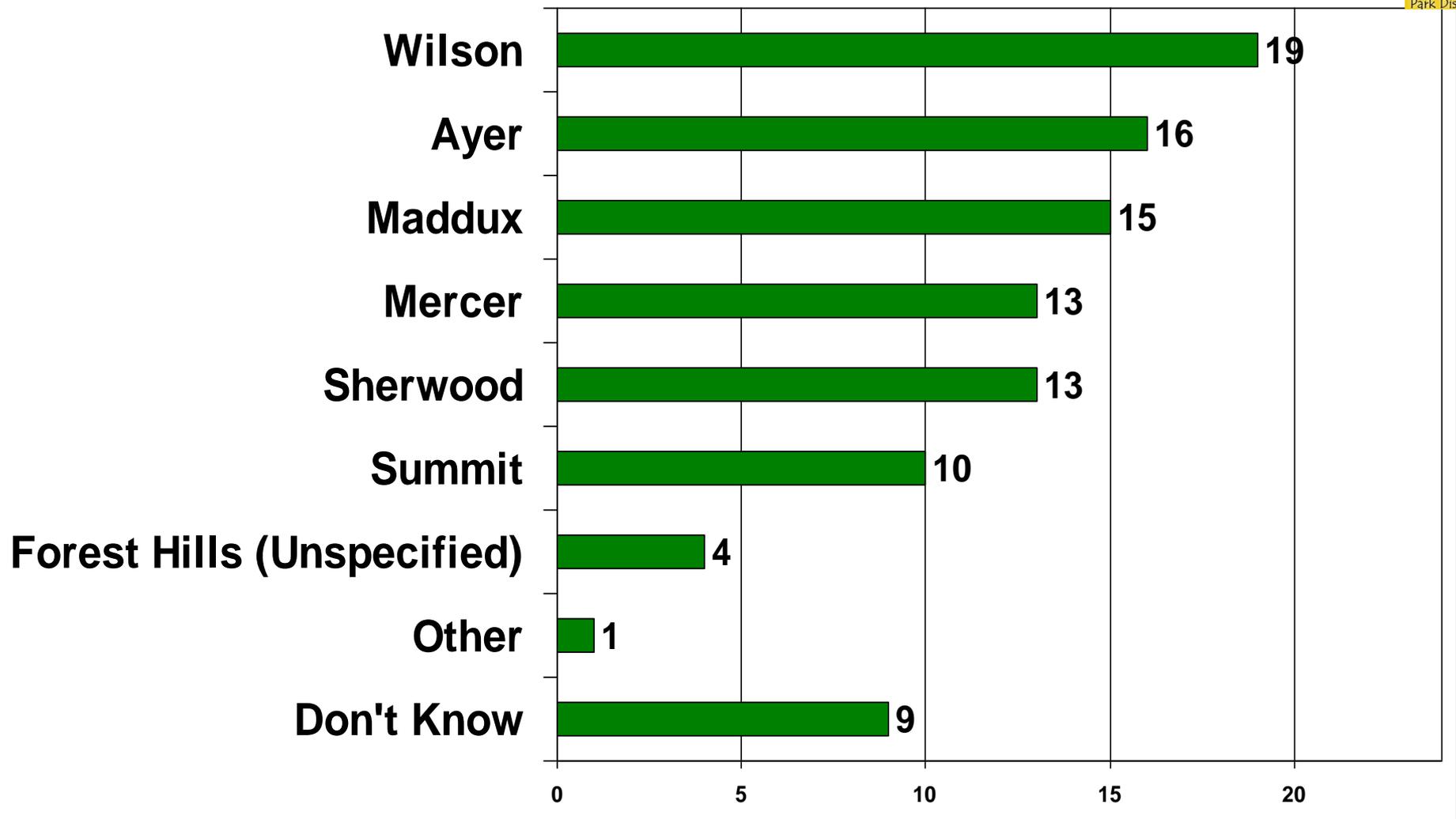
Marital Status (%)



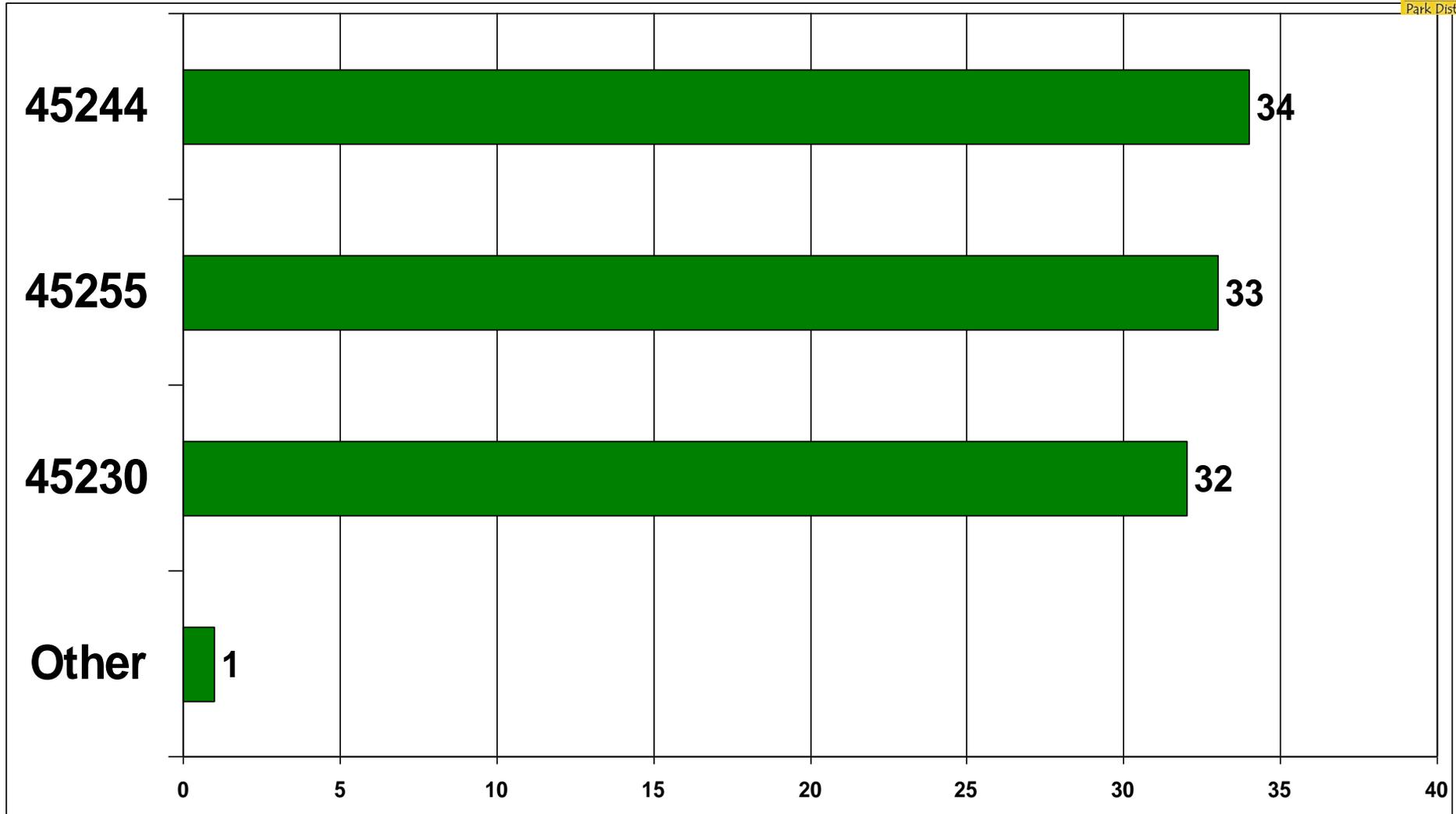
Number Of Children At Home Age 18 or Under (%)



Elementary School District (%)



Zip Code (%)





**If there are any questions or comments about this research,
please contact John Fox**

John@JohnFoxMktg.com

(513) 658-3699

www.JohnFoxMktg.com

