



## Community Survey 2022

### Methodology:

Frederick County Parks and Recreation conducted a Community Survey during the spring of 2022 to establish priorities for the future development of parks and recreation facilities, programs and services within the community. The survey was designed to obtain statistically valid results from households throughout Frederick County. The survey was administered by mail and responses were received via return mail (88%) or an online option (12%).

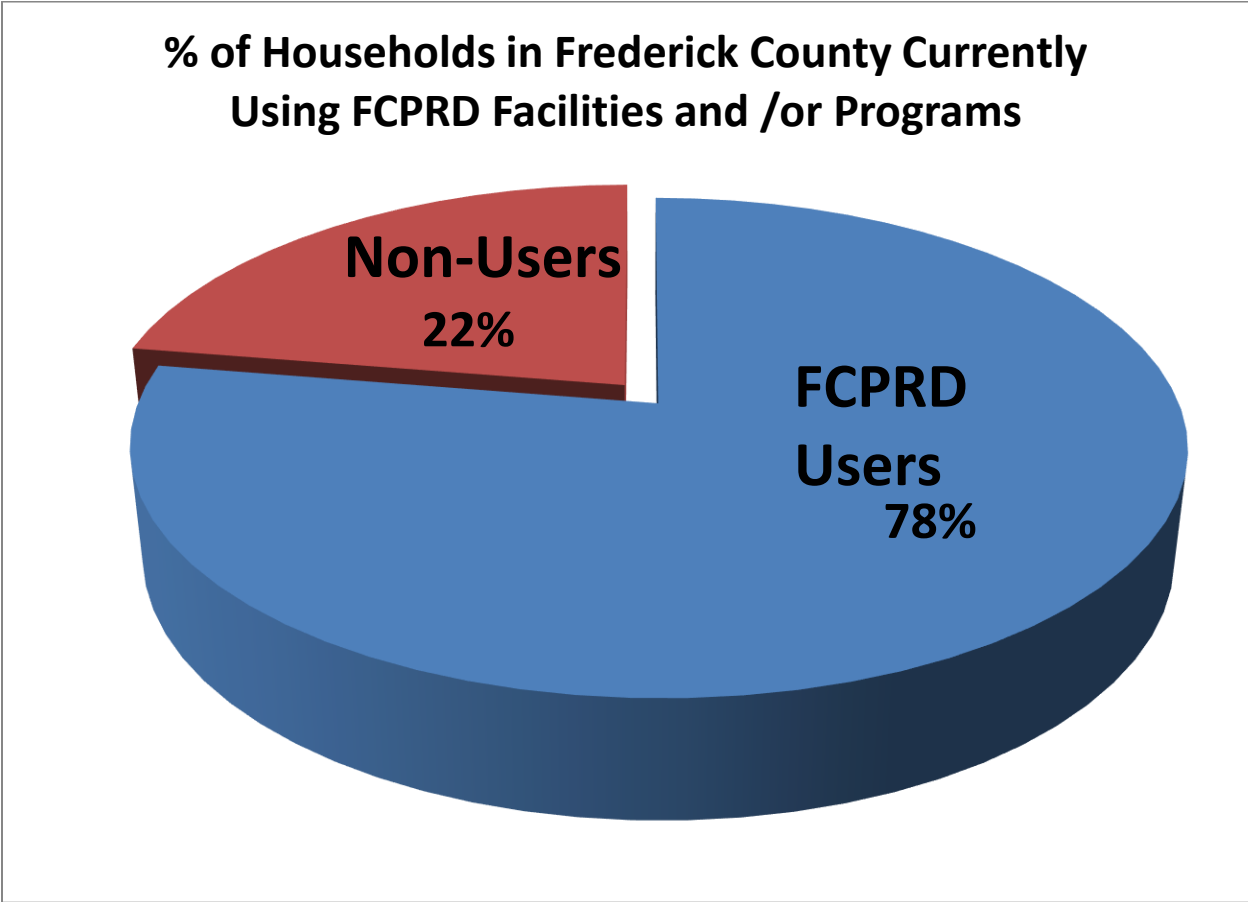
Staff worked with the Parks and Recreation Commission in the development of the survey questionnaire. The work allows the survey to reflect a variety of interests, all to be tested through the administration of the survey.

Surveys were mailed to approximately 3,100 randomly selected households in Frederick County. The goal was to obtain a total of at least 383 completed surveys. 412 surveys were returned; providing a 95% confidence level and margin of error of +/-4.8%.

The following pages summarize major survey findings:

**Respondent households currently using FCPRD Facilities and/or Programs:**

**78%** of respondent households report they currently (within the past 12 months) use FCPRD Facilities and/or Programs:

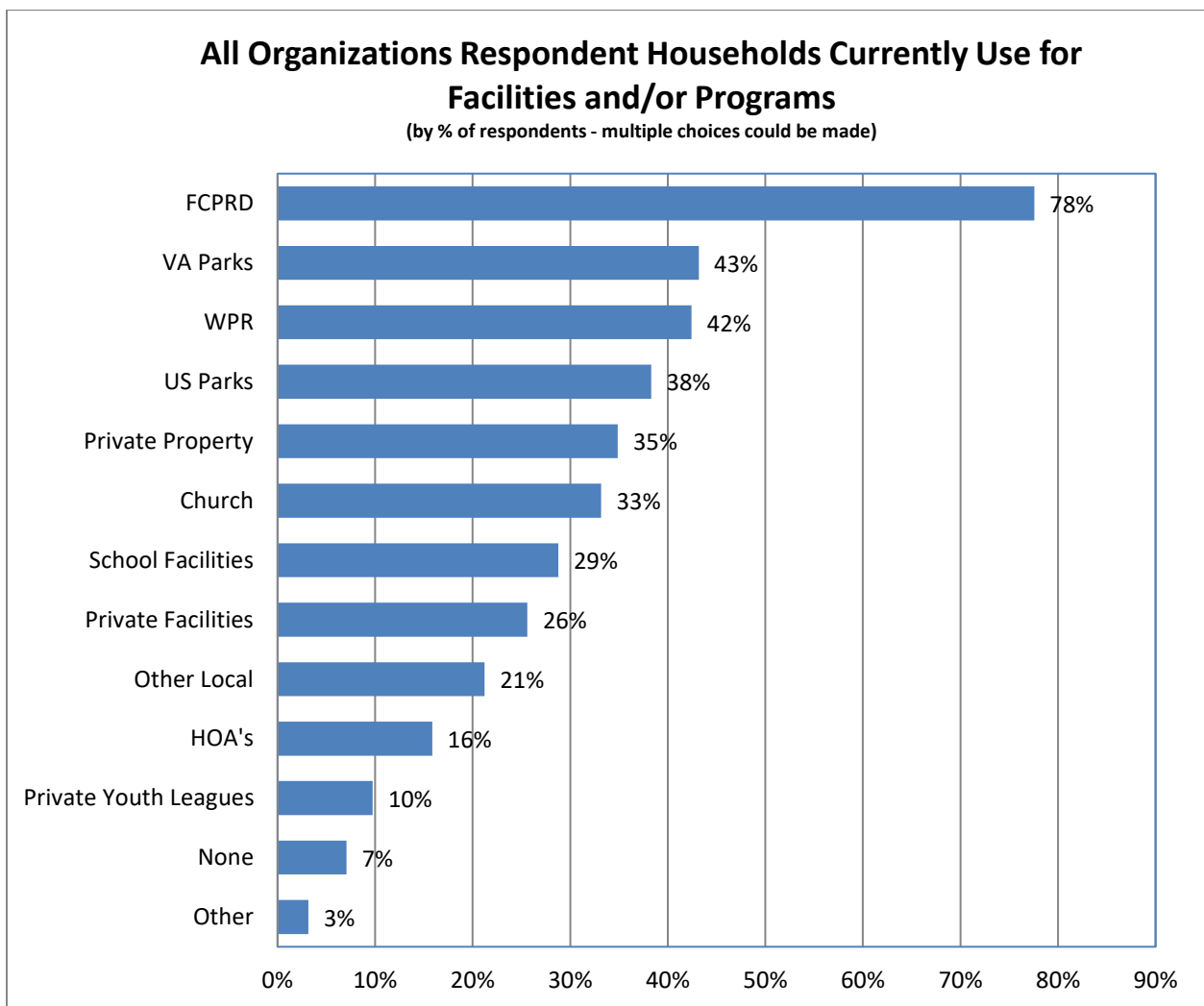


2022: 74%

## 2. Organizations used for Indoor or Outdoor Recreation and Sports Activities in the past 12 Months

Respondents were asked to indicate ALL of the organizations they and members of their household currently use in Frederick County and surrounding area for recreation activities. The following summarizes key findings:

- **Frederick County Parks and Recreation, FCPRD (78%) is the most frequently cited recreation provider respondents currently use.** The second most used recreation provider is Winchester Parks and Recreation, WPR (43%).

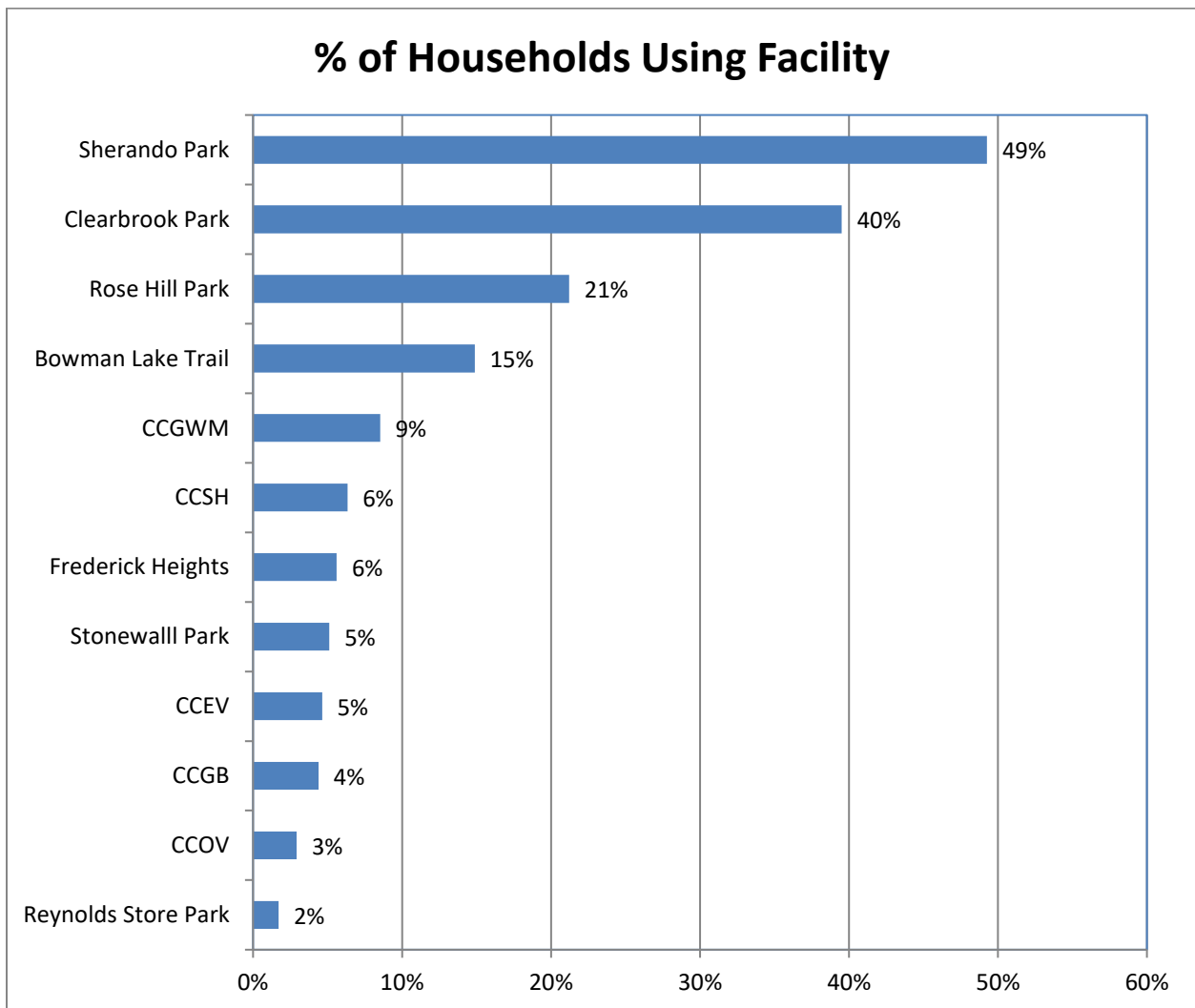


# PARKS & FACILITIES

## 3. Frederick County Parks and Recreation Facilities used during the Past 12 Months

Respondents were provided a list of 12 FCPRD facilities and asked to indicate ALL facilities their household has used in the past 12 months. The following summarizes key findings:

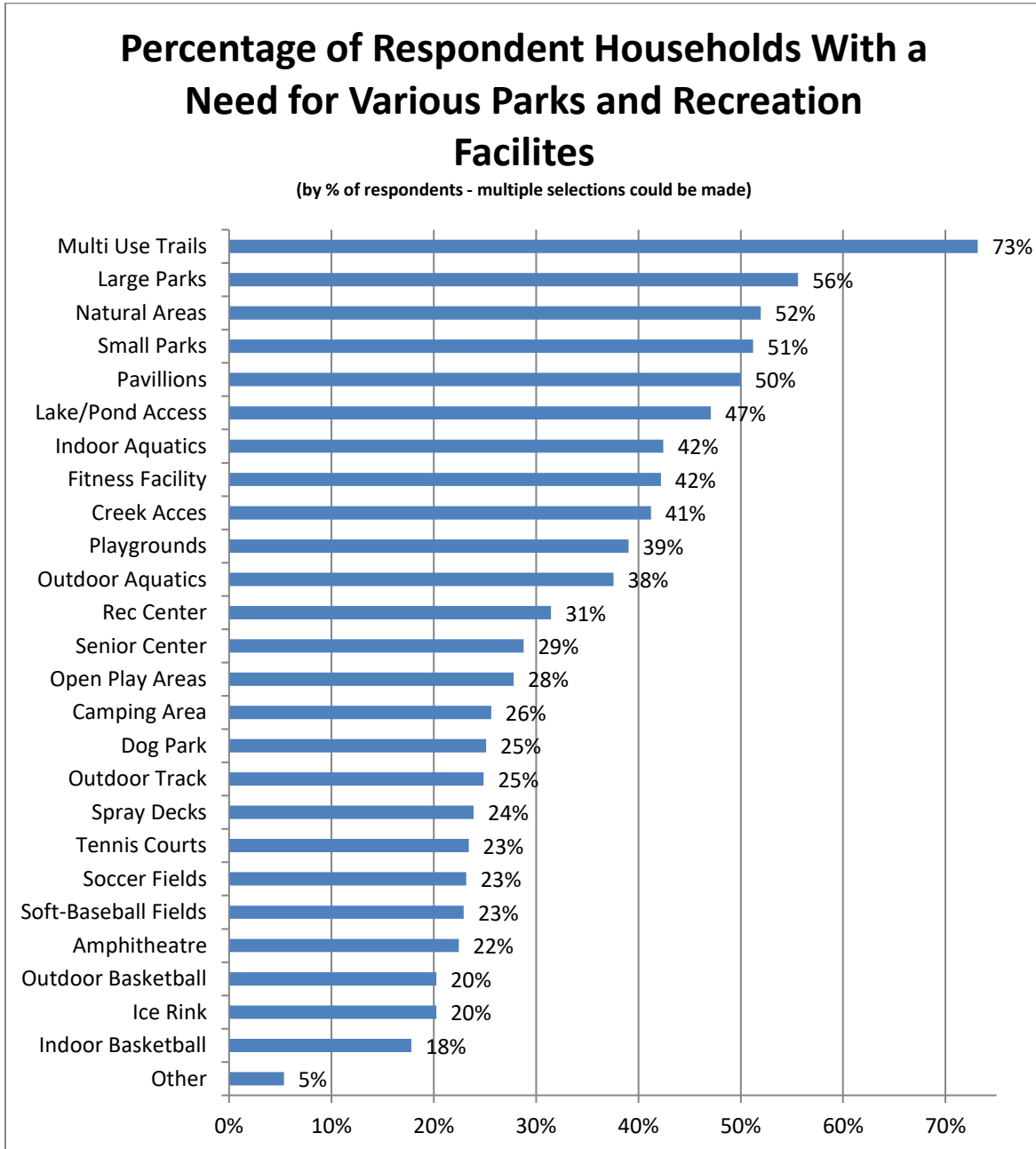
- **Sherando Park (49%) and Clearbrook Park (40%) are the Facilities used most by Frederick County Residents.**



#### 4. Need for Parks and Recreation Facilities

From a list of 26 various parks and recreation facilities, respondents were asked to indicate ALL of the facilities they and members of their household have a need for. The following summarizes key findings:

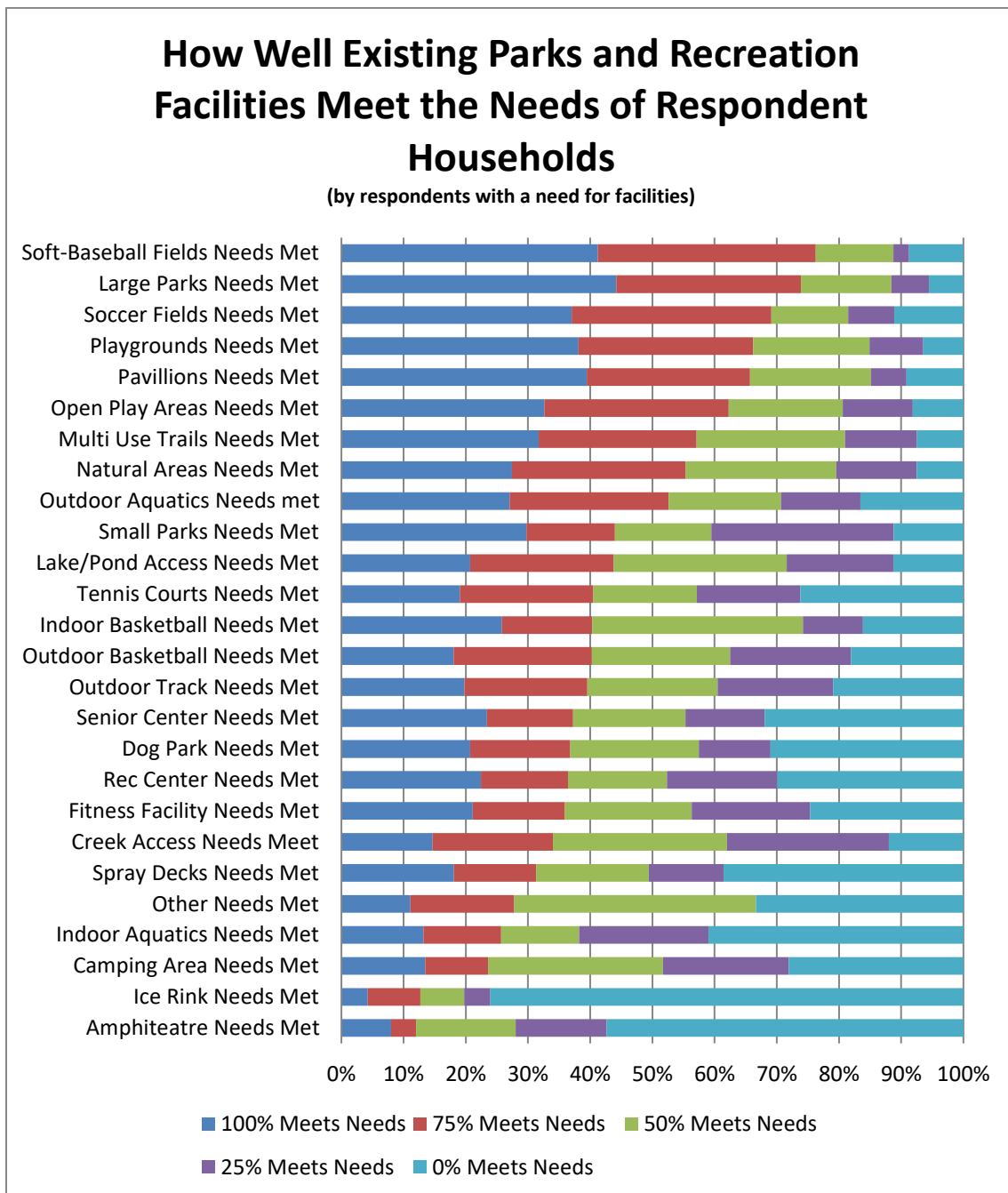
- **A majority of respondent households indicate they have a need for Multi Use Trails (73%).** Large Parks (56%), followed by Natural Areas (52%) and Small Parks (51%).



## 4b. How Well Parks and Recreation Facilities Meet Needs

From a list of 26 various parks and recreation facilities, respondents with a facility need were asked how well their needs are currently being met. The following summarizes key findings:

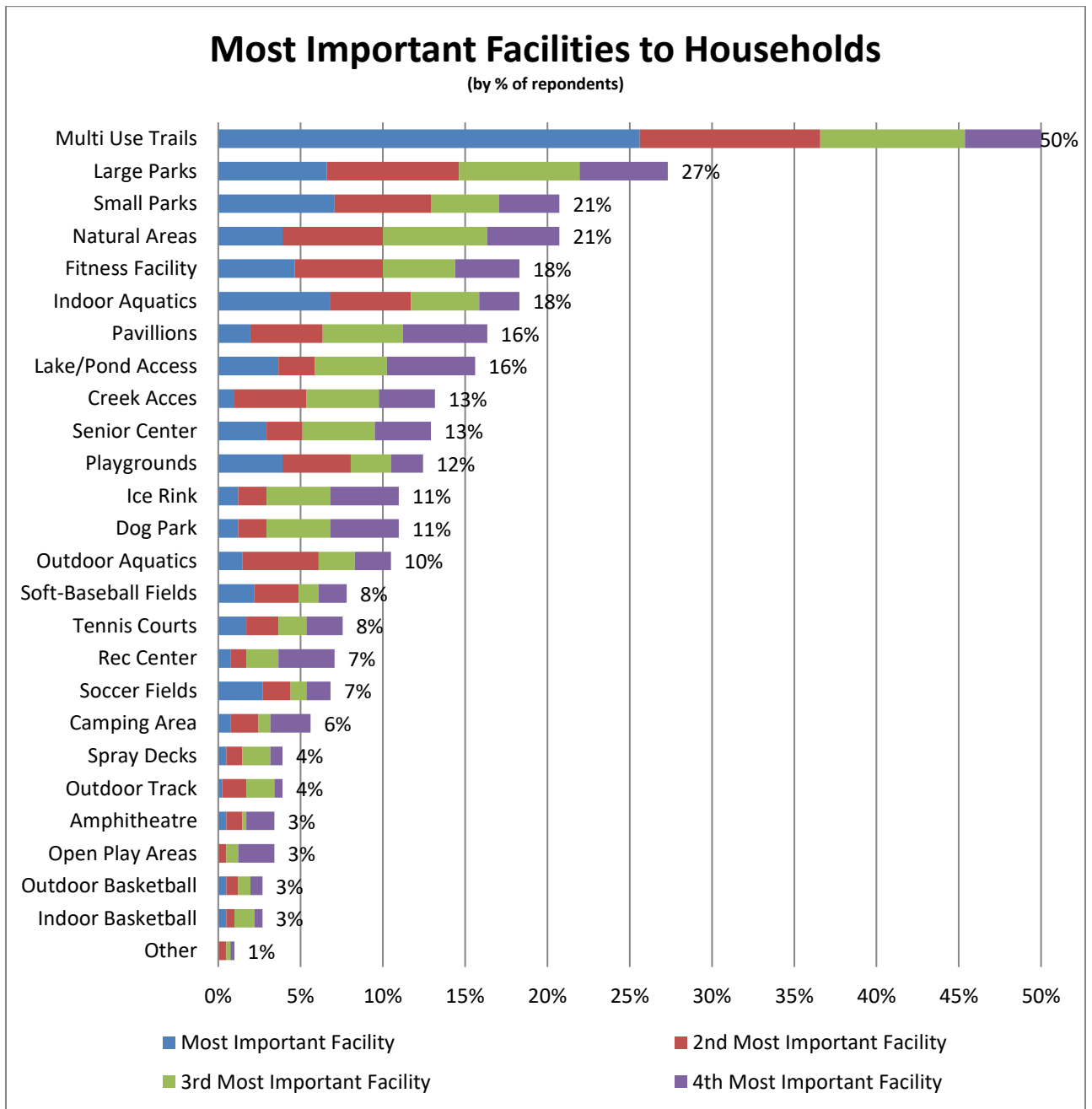
- **Of the facilities that respondents have a need for, those of the top of the list below indicate facility needs completely or mostly being met through existing facilities.** Conversely those at the bottom of the list represent unmet facility needs.



## 5. Most Important Parks and Recreation Facilities to Households

From a list of 26 various parks and recreation facilities, respondents were asked to select the four facilities most important to their households. The following summarizes key findings:

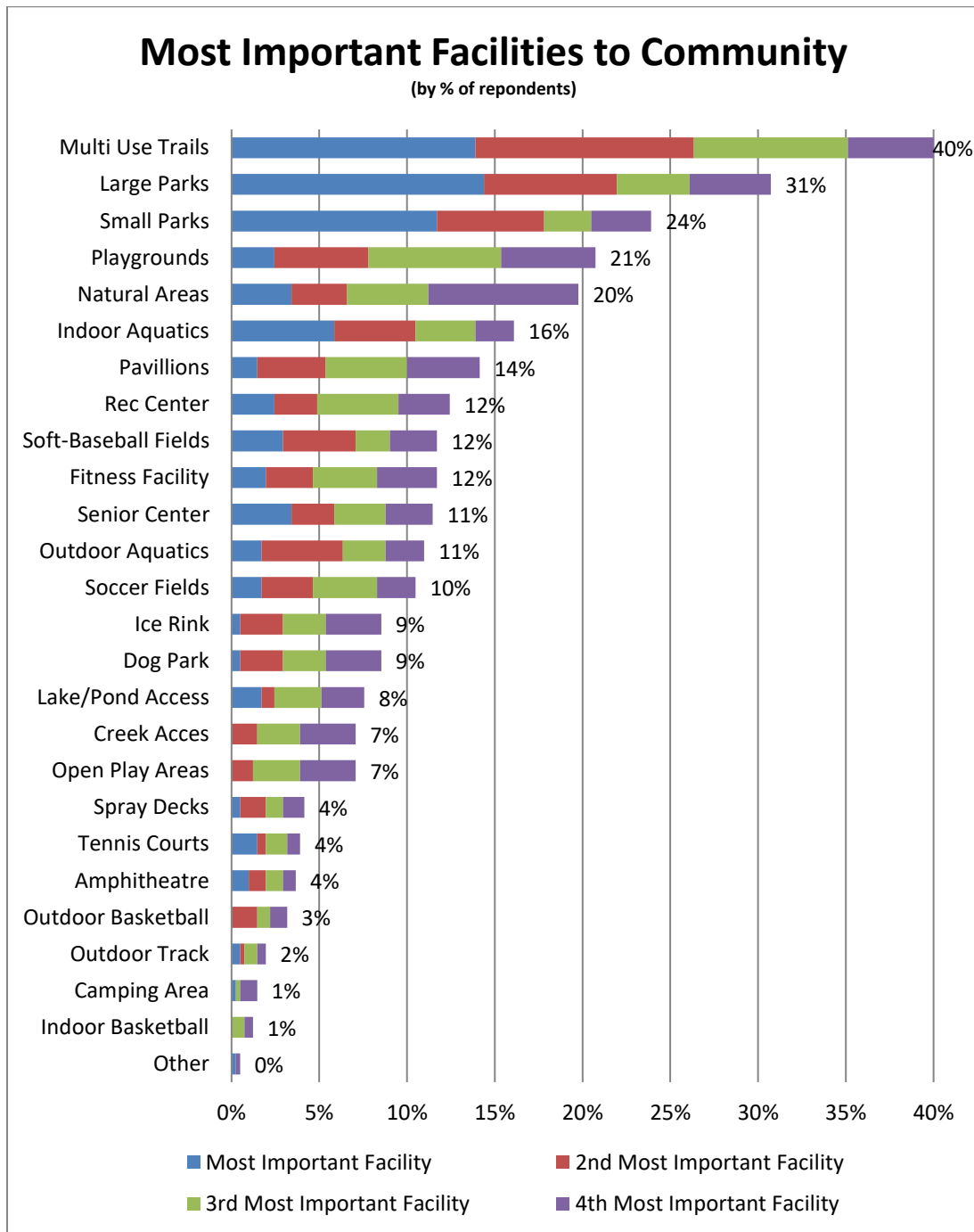
- Based on the sum of their top 4 choices, the facility respondents rated as the most important to their households was **Multi Use Trails (50%)**. Large Parks (27%) was the second most cited facility.



## 6. Most Important Parks and Recreation Facilities to Community

From a list of 26 various parks and recreation facilities, respondents were asked to select the four most facilities most important to the Community. The following summarizes key findings:

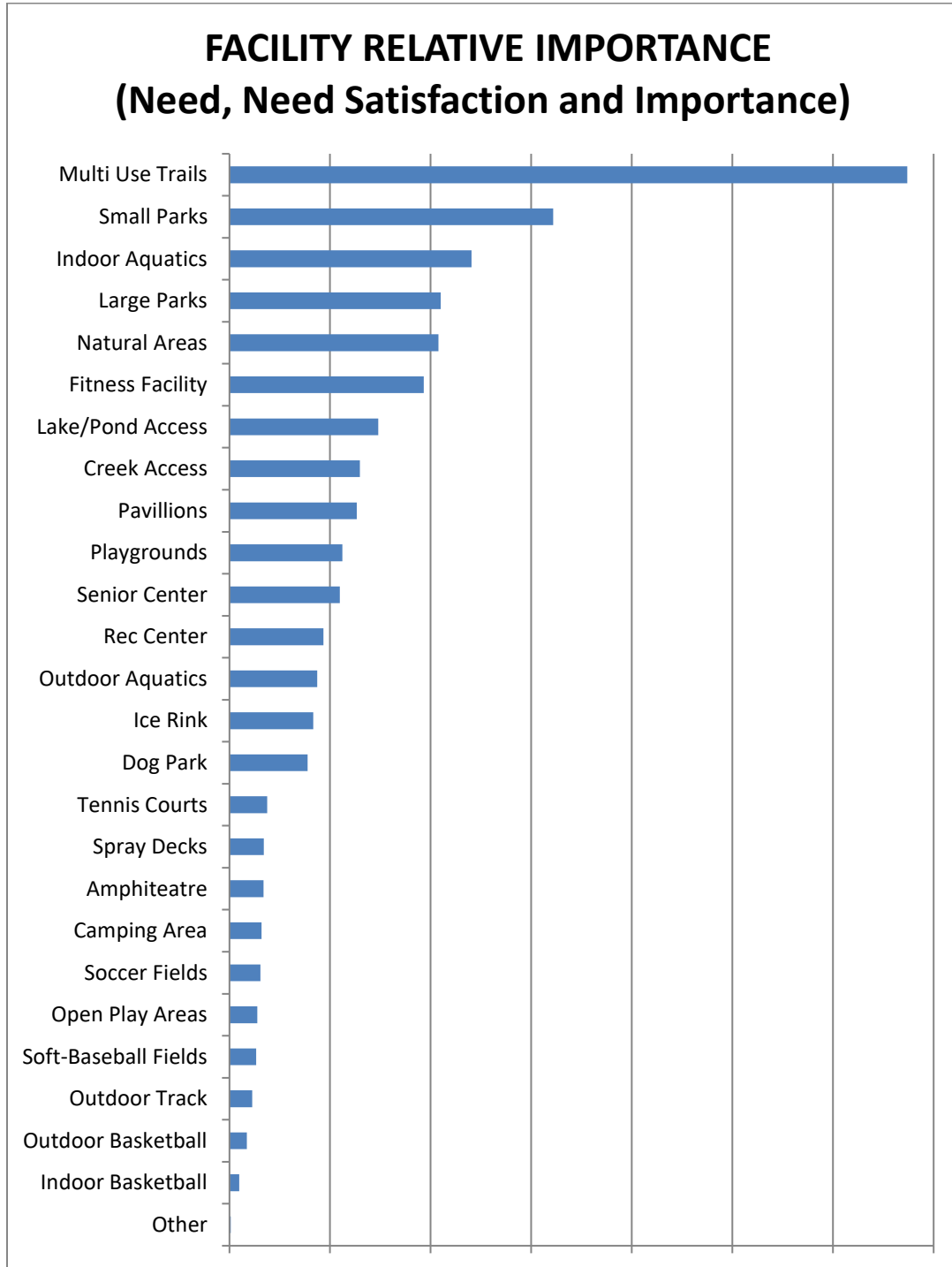
- Based on the sum of their top 4 choices, the facilities respondents rated as the most important to the Community are: **Multi Use Trails (40%)** and **Large Parks (31%)**. Small Parks (24%) and Playgrounds (21%) follow.





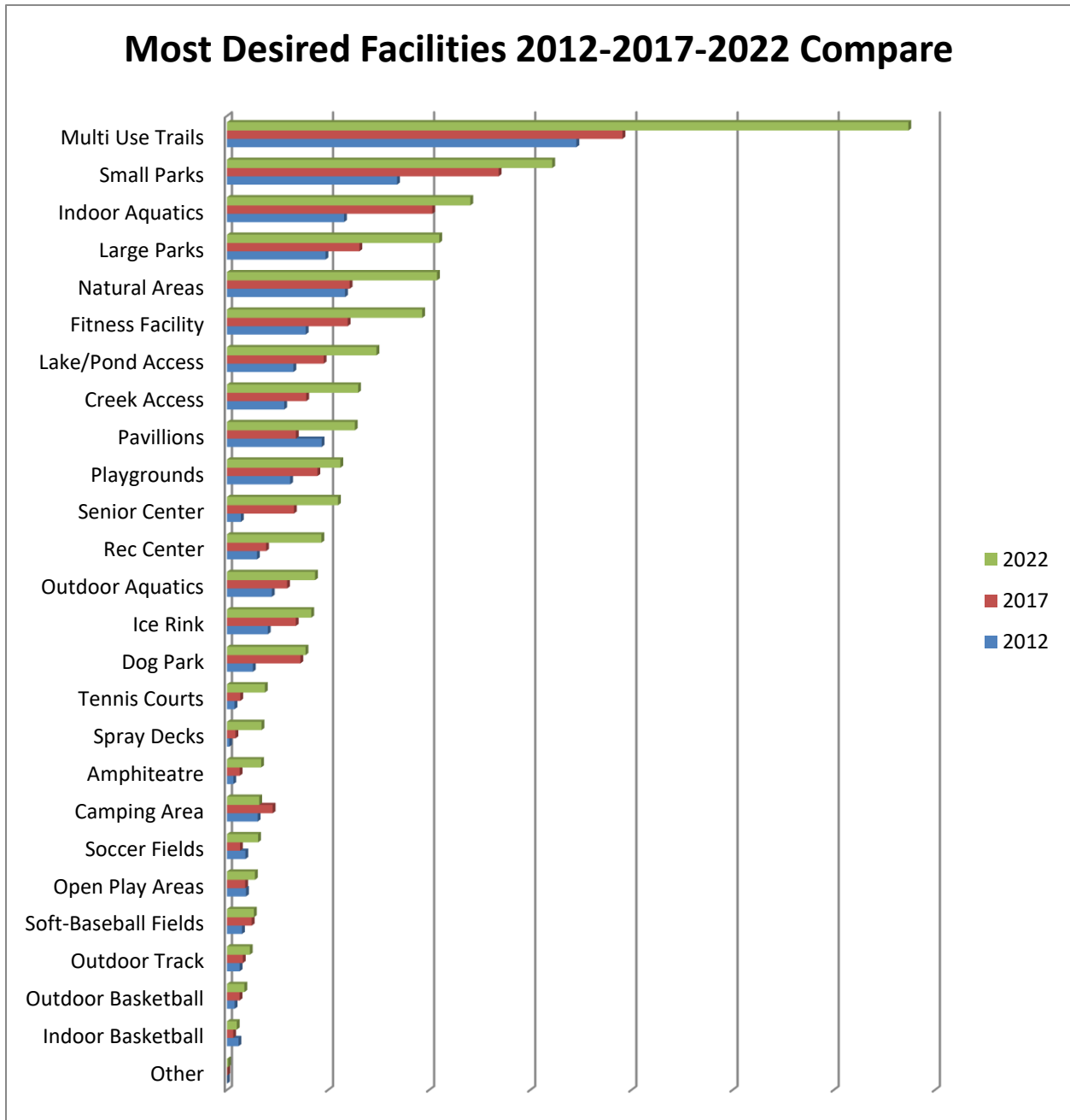
## Overall Most Desired Facilities:

The previous facility findings (4-6) in combination provide an opportunity to discover the relative importance of the 26 identified facilities. Identified need, unmet need, and importance were combined to determine a facility ranking. The ranking follows:



## Comparison of Overall Most Desired Facilities 2012, 2017, 2022:

The following graph shows desire and ranking changes from the 2012, 2017, and 2022 results.

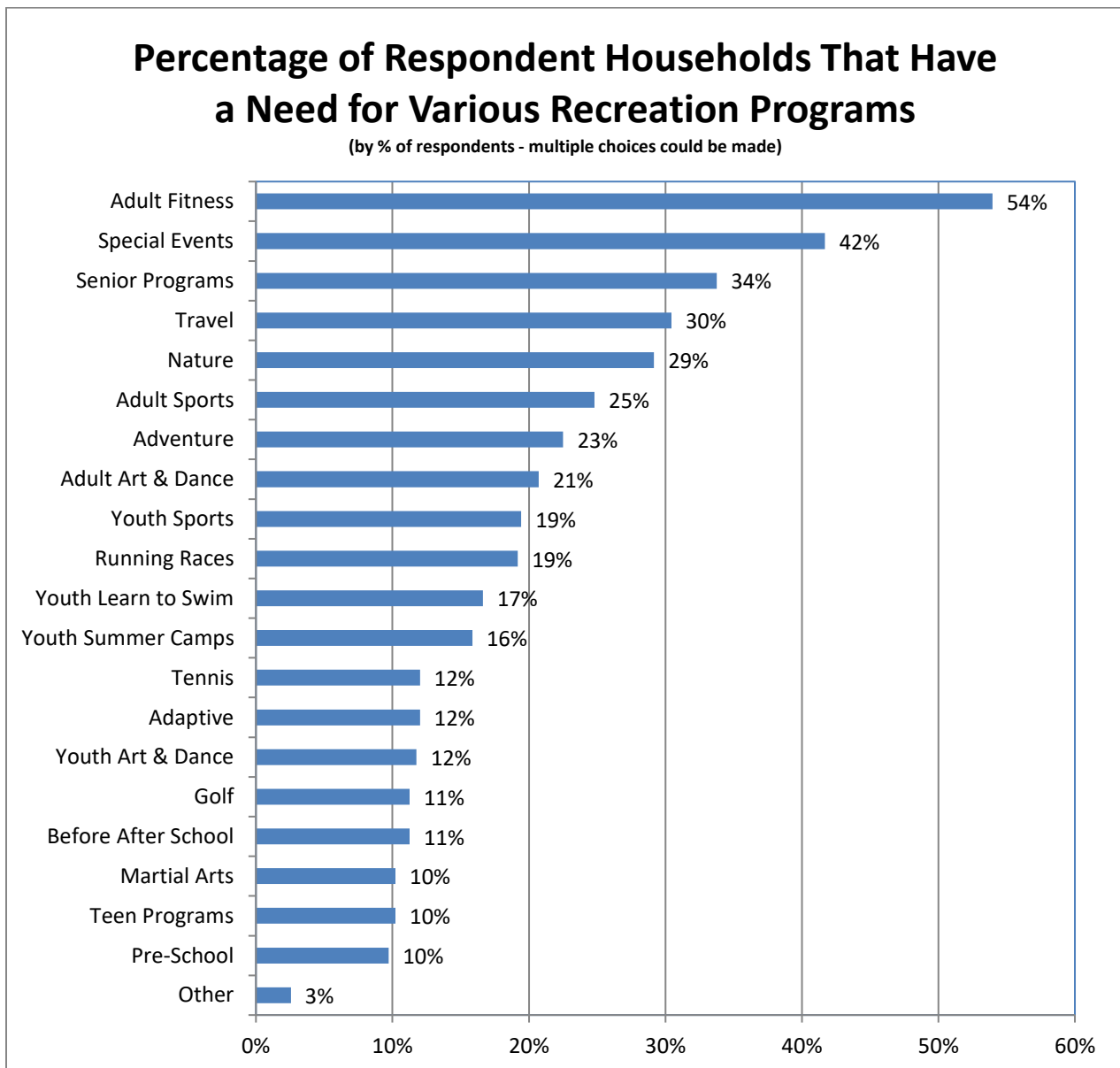


# RECREATION

## 7a. Need for Recreation Programs

From a list of 21 various recreation programs, respondents were asked to indicate all of the programs they and members of their household have a need for. The following summarizes key findings:

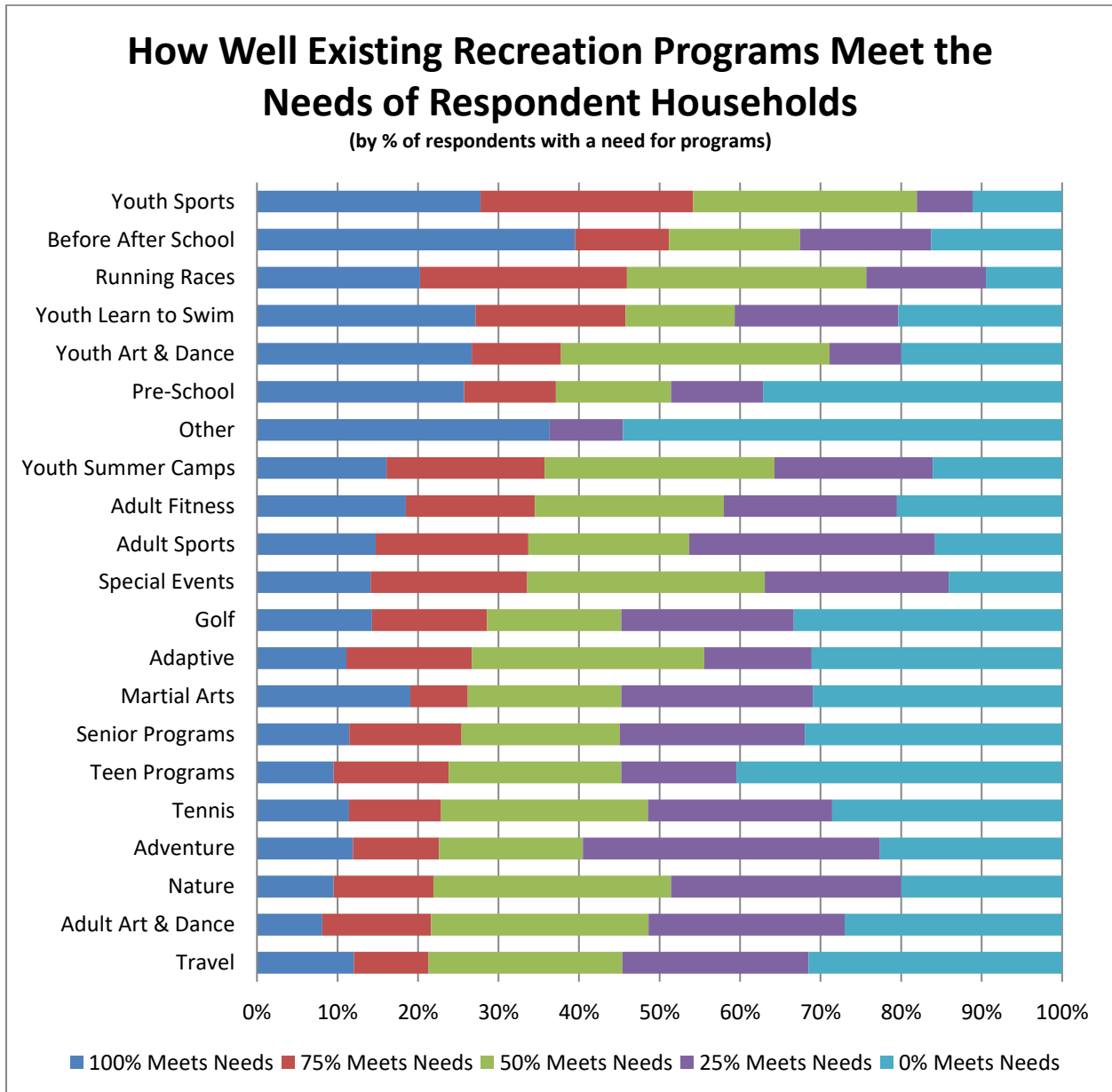
- Respondent households indicate they have a need for Adult Fitness (54%) and Special Events (42%).



## 7b. How Well Recreation Programs Meet Needs

From a list of 21 various recreation programs, respondents with a recreation need were asked how well their needs are currently being met. The following summarizes key findings:

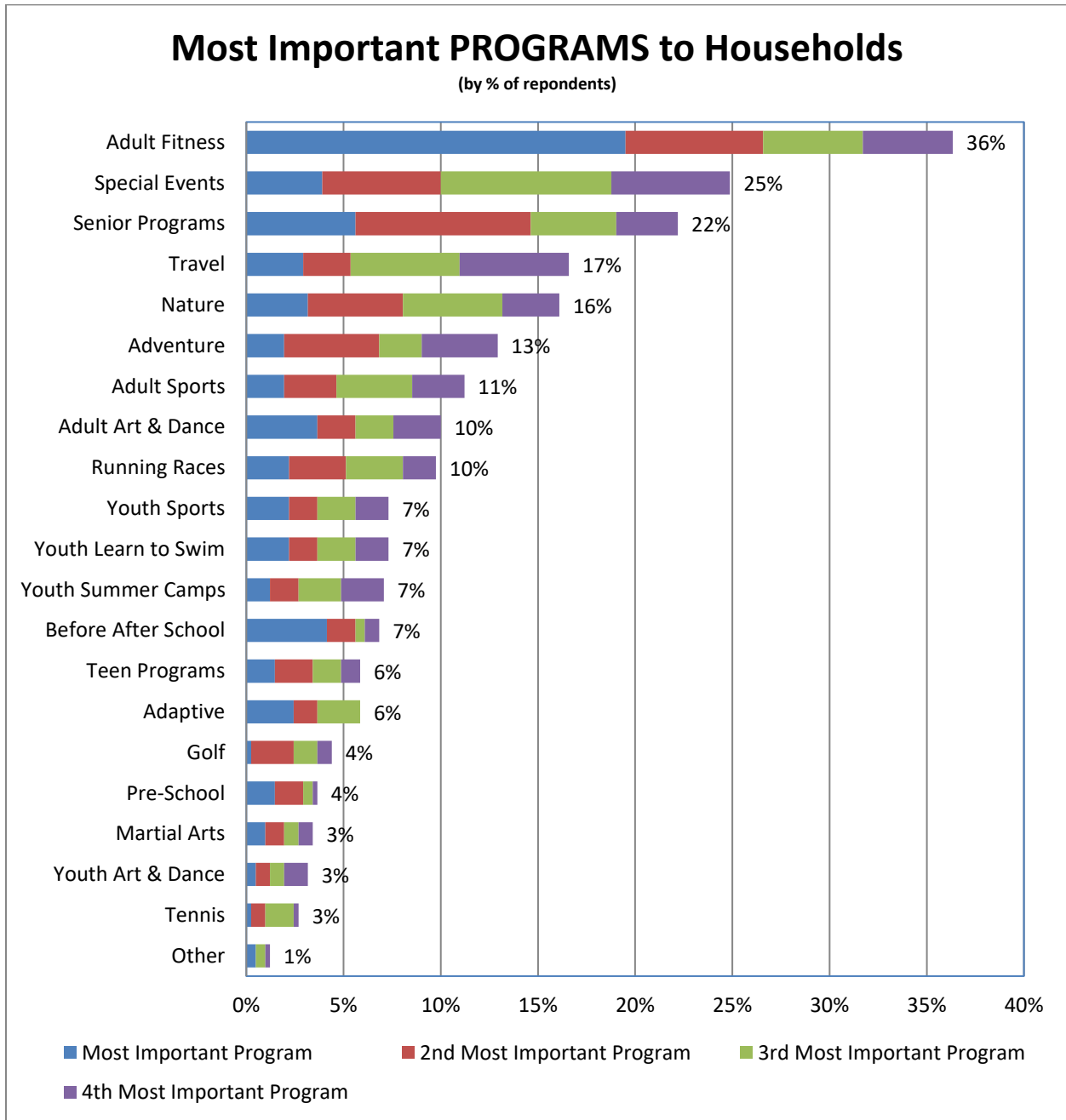
- **Of the programs that respondents have a need for, top listed items are meeting residents needs the most. Conversely, items listed at the bottom are meeting needs the least.**



## 8. Most Important Recreation Programs to Households

From a list of 21 various parks and recreation programs, respondents were asked to select the four programs most important to their households. The following summarizes key findings:

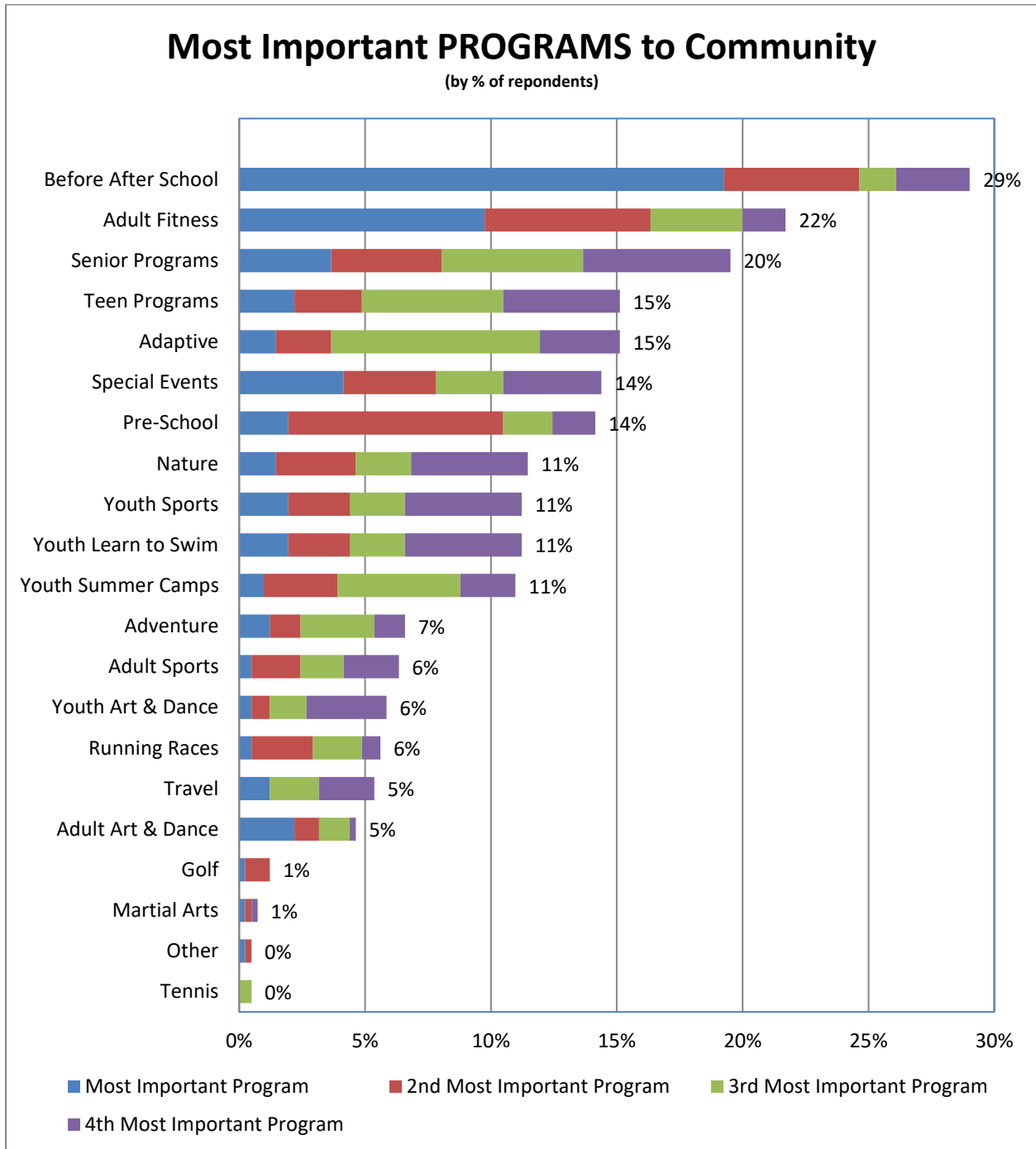
- **Based on the sum of their top 4 choices, the program respondents rated as the most important to their households was Adult Fitness (36%).** Special Events (24%) was the second most cited program followed by Senior Programs (22%).



## 9. Most Important Recreation Programs to Community

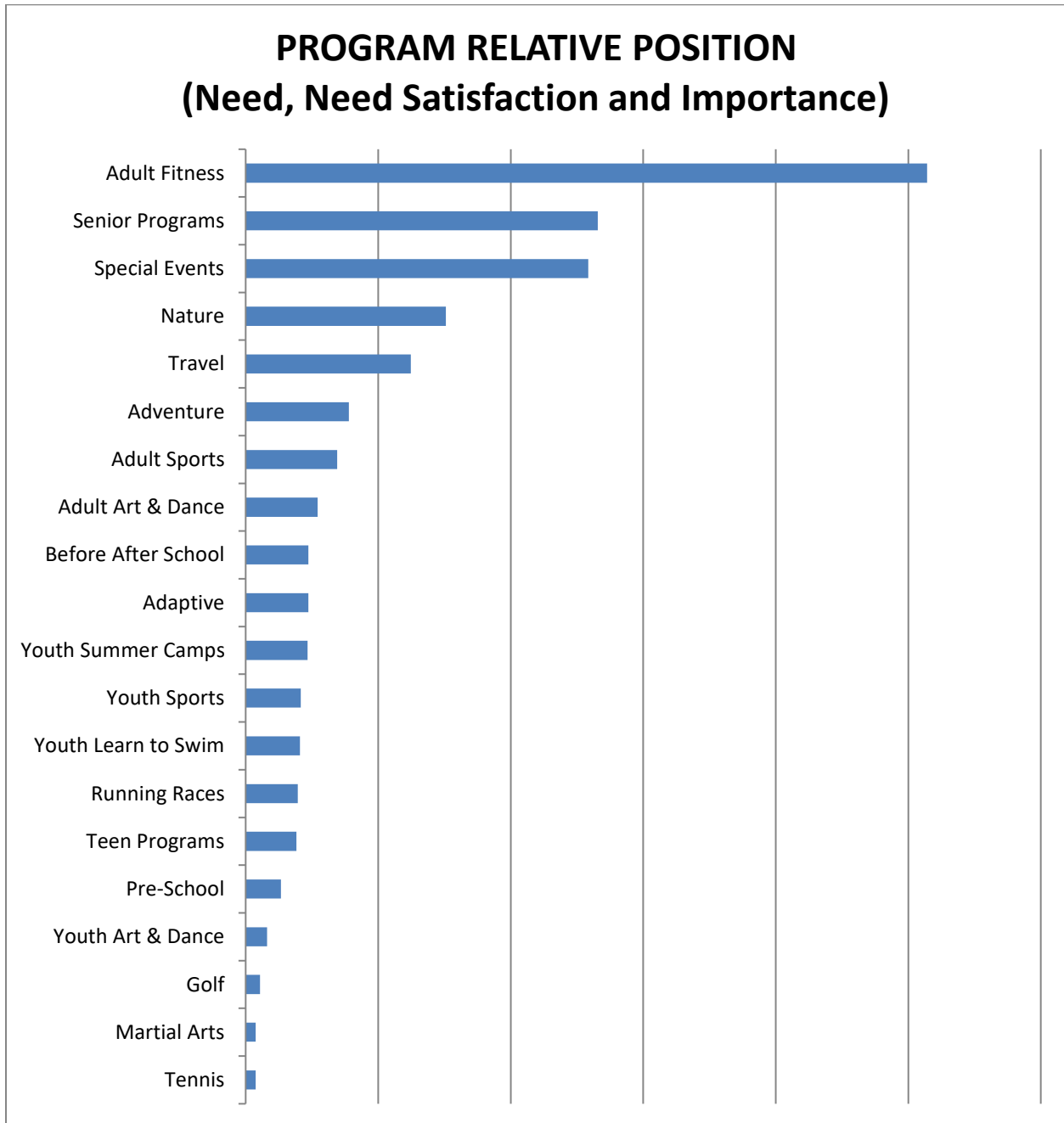
From a list of 21 various parks and recreation programs, respondents were asked to select the four programs most important to their community. The following summarizes key findings:

- **Based on the sum of their top 4 choices, the program respondents rated as the most important to their Community was Before and After School (29%).** Adult Fitness (22%) was the second most cited program followed by Senior Programs (20%).



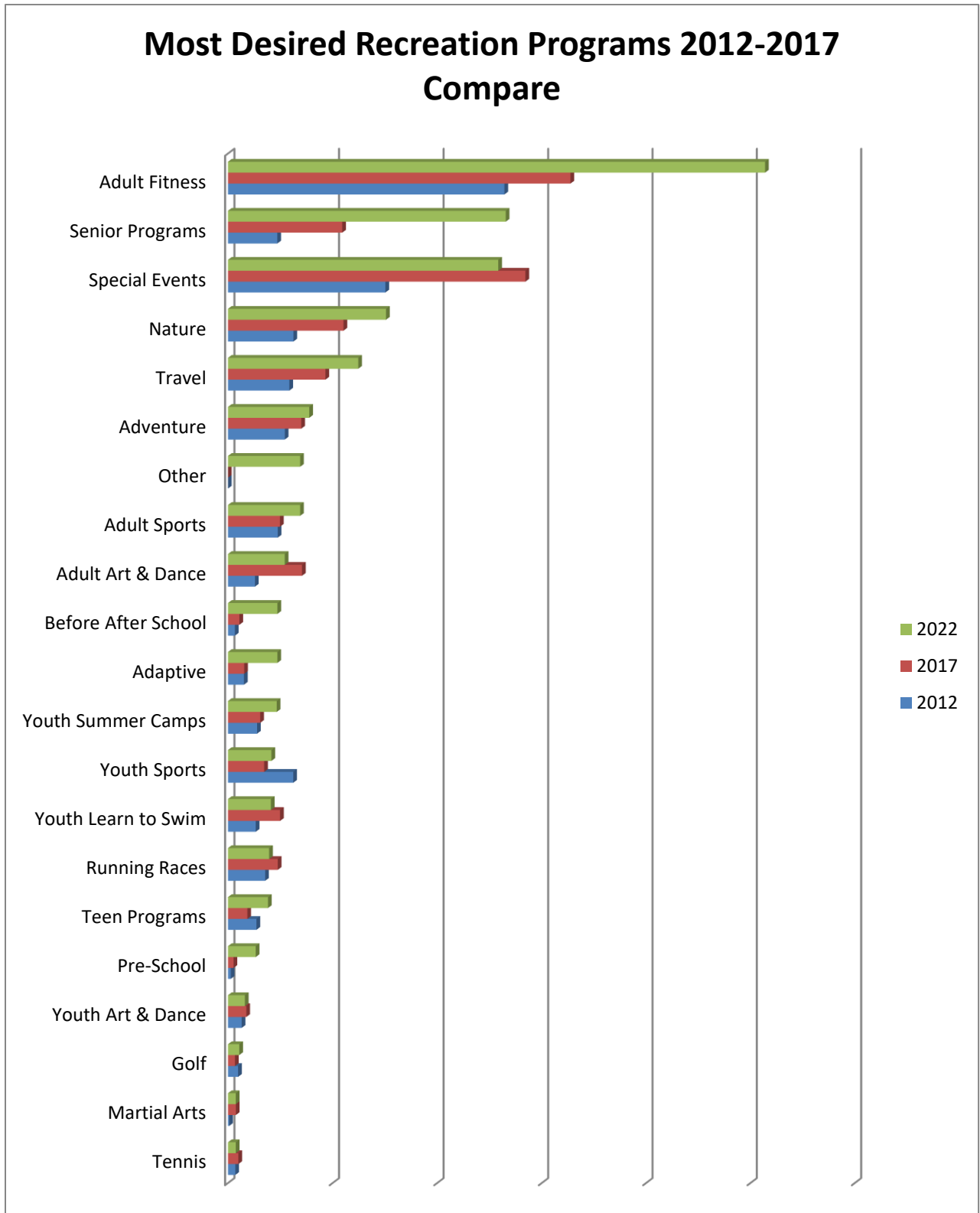
## Overall Most Desired Programs:

The previous recreation findings (8-10) in combination provide an opportunity to discover the relative importance of the 20 identified programs. Identified need, unmet need, and importance were combined to determine a program ranking. The ranking follows:



## Comparison of Overall Most Desired Facilities 2012 - 2022:

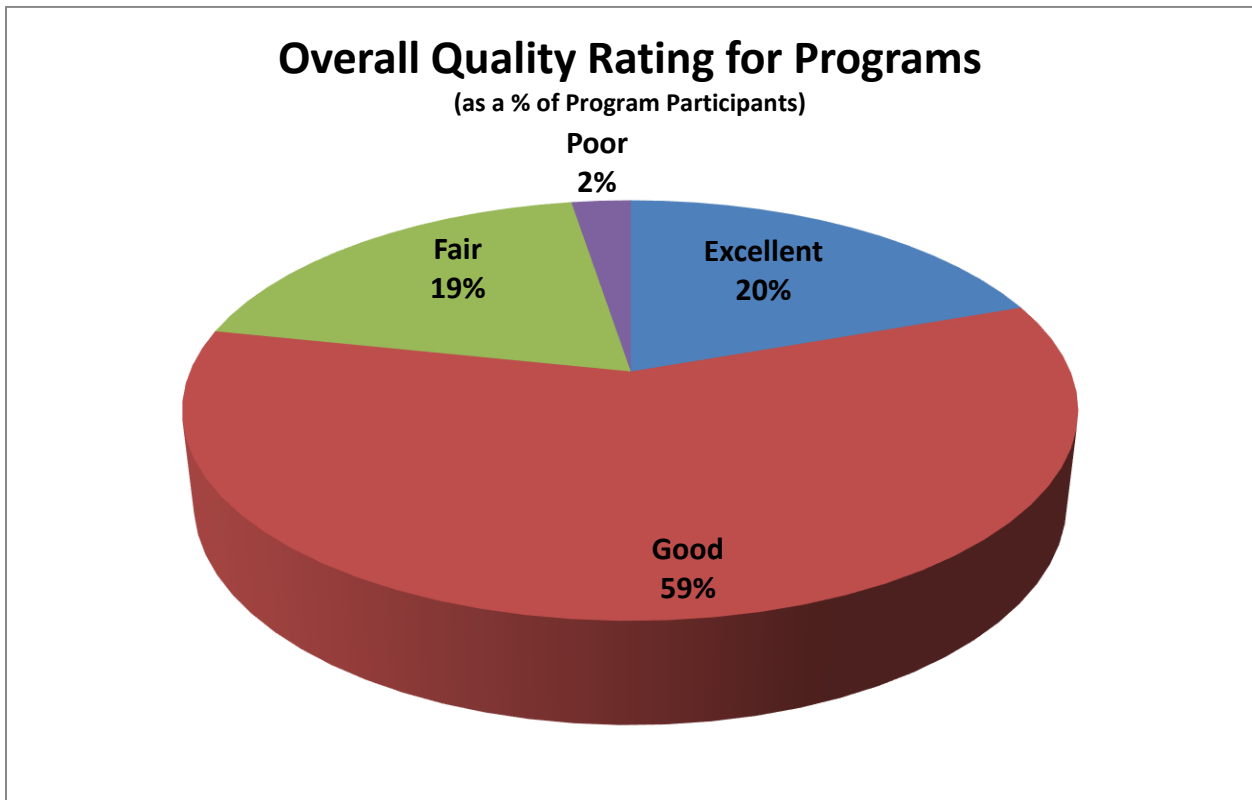
The following graph shows desire and ranking changes from the 2012, 2017, and 2022 survey results.





**10. Respondent households rating of Programs their households participate in most:**

79% of respondent households report their experience with recreation programs as either Good or Excellent:



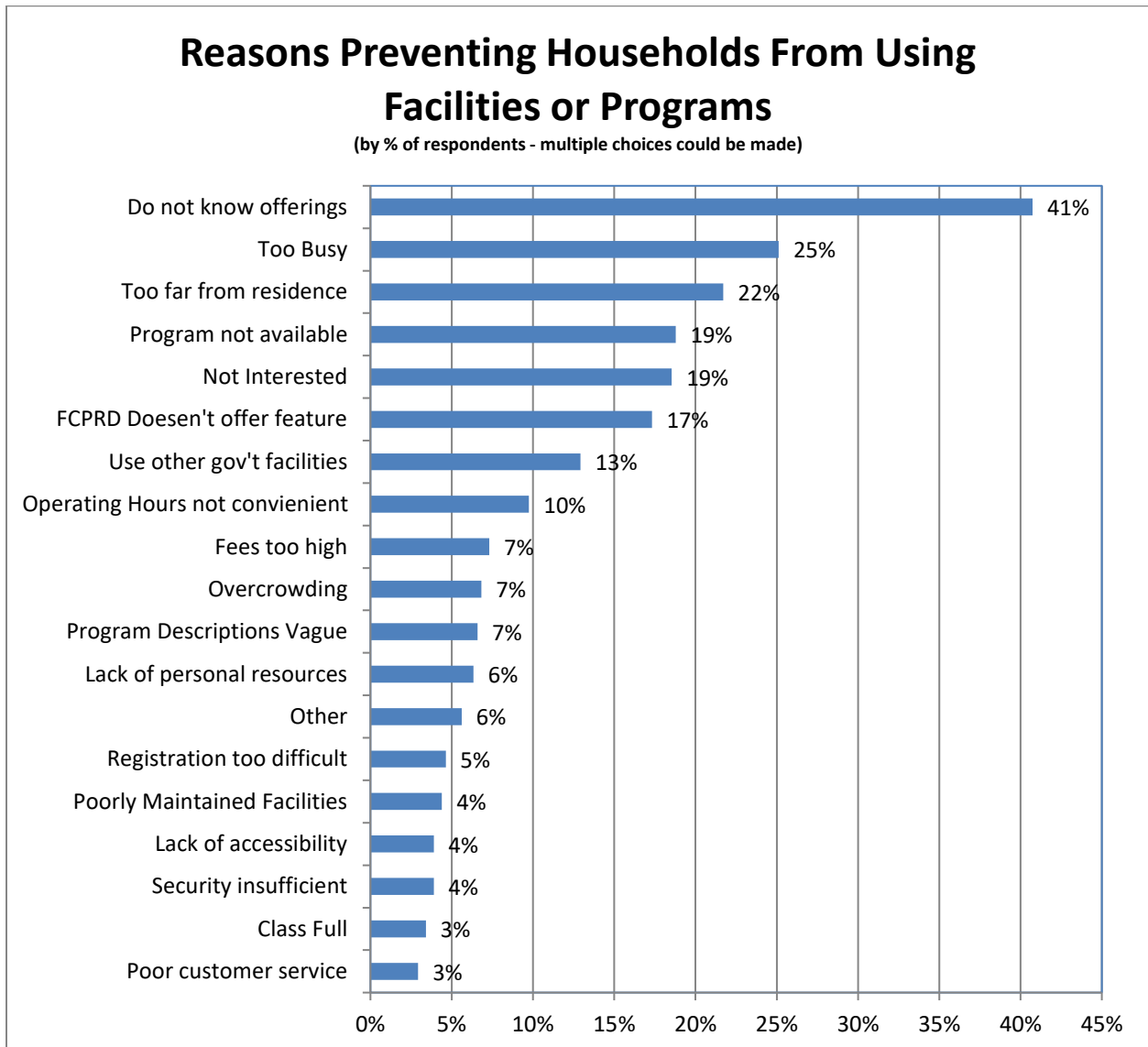
	2012	2017	2022
Excellent	36%	28%	20%
Good	52%	60%	59%
Fair	11%	11%	19%
Poor	1%	1%	2%

# COMMUNICATION / MARKETING

## 11. Reasons preventing use of FCPRD Facilities and / or Programs

From a list of 19 potential reasons for not using facilities or programs respondents were asked to select all reasons relevant to them or their households. The following summarizes key findings:

- Based on responses the identified reasons preventing households from using facilities or programs are **Not Knowing Offerings (41%)** and **Too Busy (25%)**.



(2012: Too Busy – 35%, Do Not Know Offerings – 33%, Not Interested 25%)

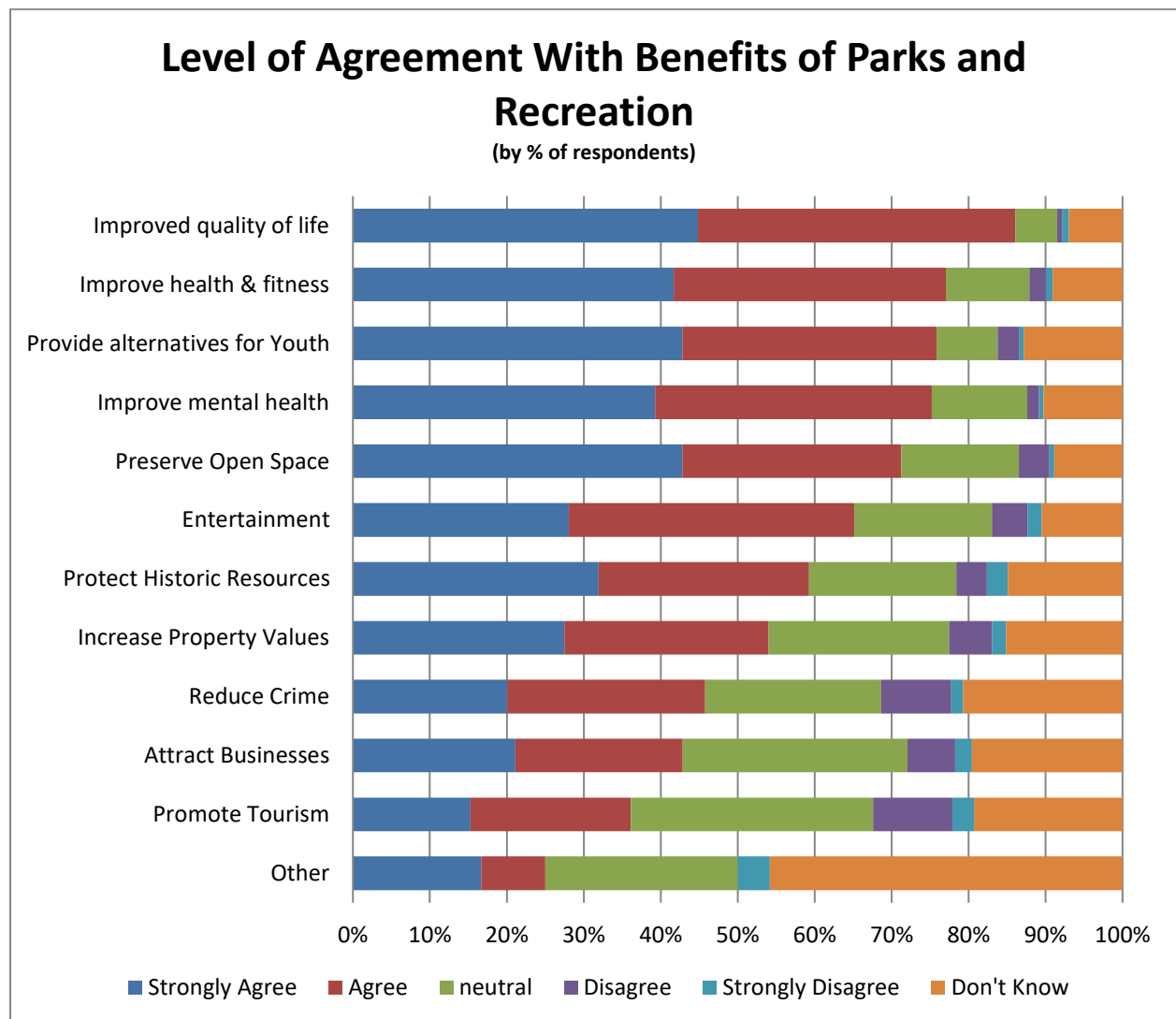
(2017: Do Not Know Offerings - 38%, Too Busy – 30%, Too far from Residence - 23%)

# COMMUNITY BENEFITS

## 12. Benefits Derived from Parks and Recreation

From a list of 12 key benefits provided by Parks and Recreation, respondents were asked to indicate their level of agreement with each benefit. The following summarizes key findings:

- High levels of Agreement or Strong Agreement with many key benefits was identified.** Highest agreement was among; Improve Quality of Life was the #1 (86%) with Improve Health and Fitness (77%), Provide Alternatives for Youth (76%), and Improve Mental Health (75%) following and close in ranking.

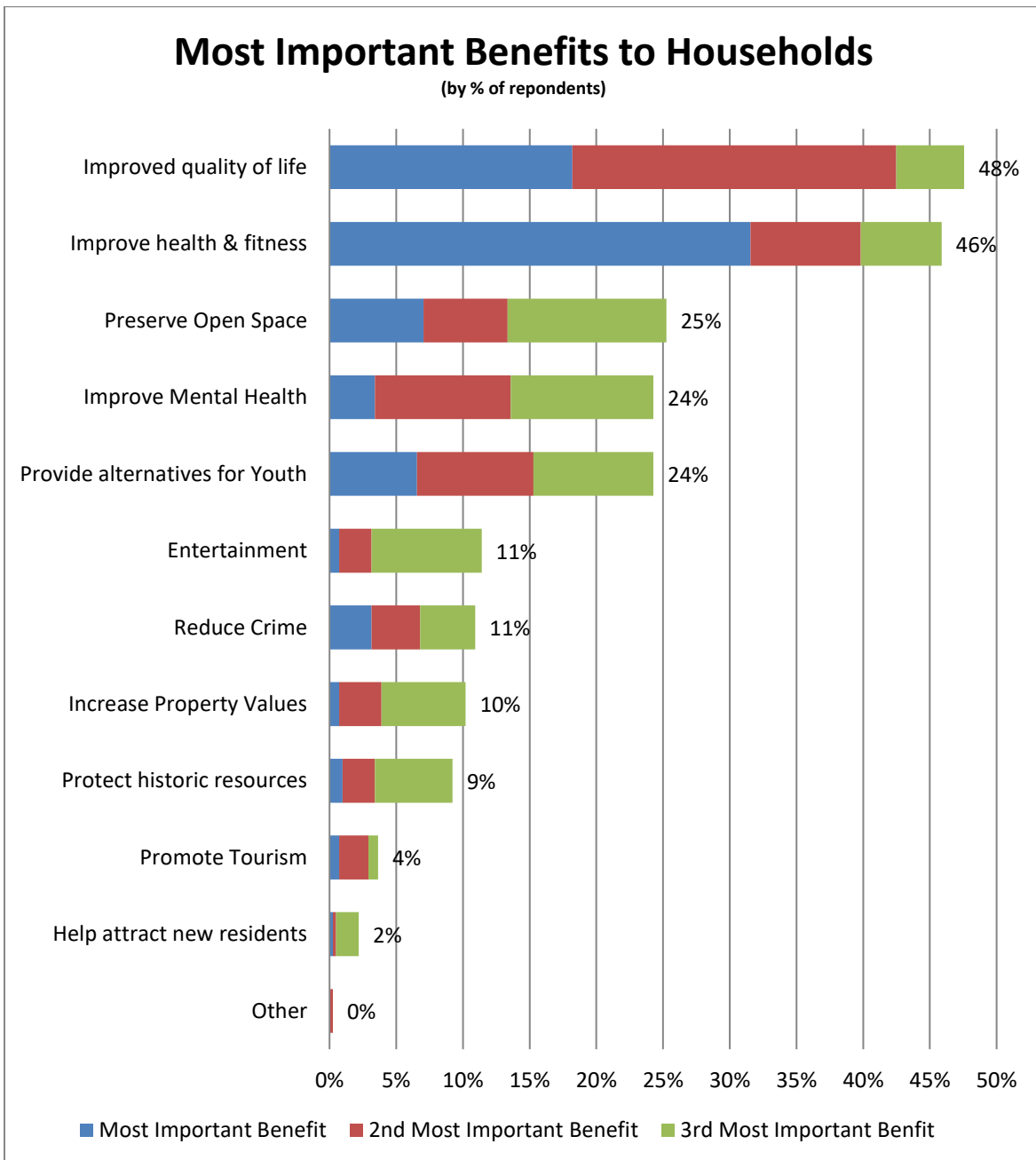


\*sorted by 'Strongly Agree' and 'Agree' combined

### 13. Most Important Benefits for Households

From a list of 11 key community benefits respondents were asked to select the three most important benefits Parks and Recreation provides for their households. The following summarizes key findings:

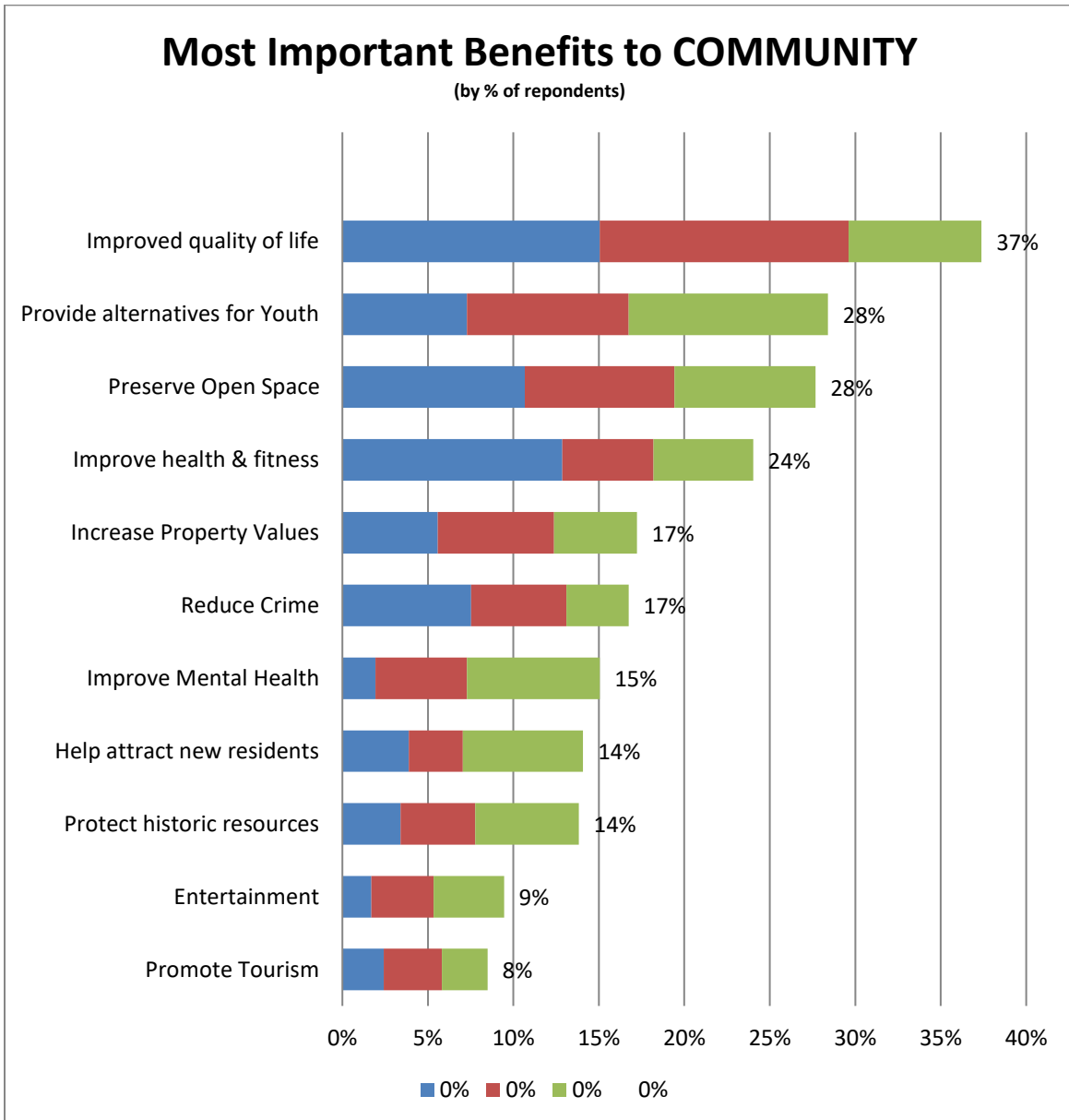
- Based on the sum of their top 3 choices, the key park and recreation benefit to households is **Improved Quality of Life (48%)**. Improve Health and Fitness (46%) is second.



## 14. Most Important Benefits for Community

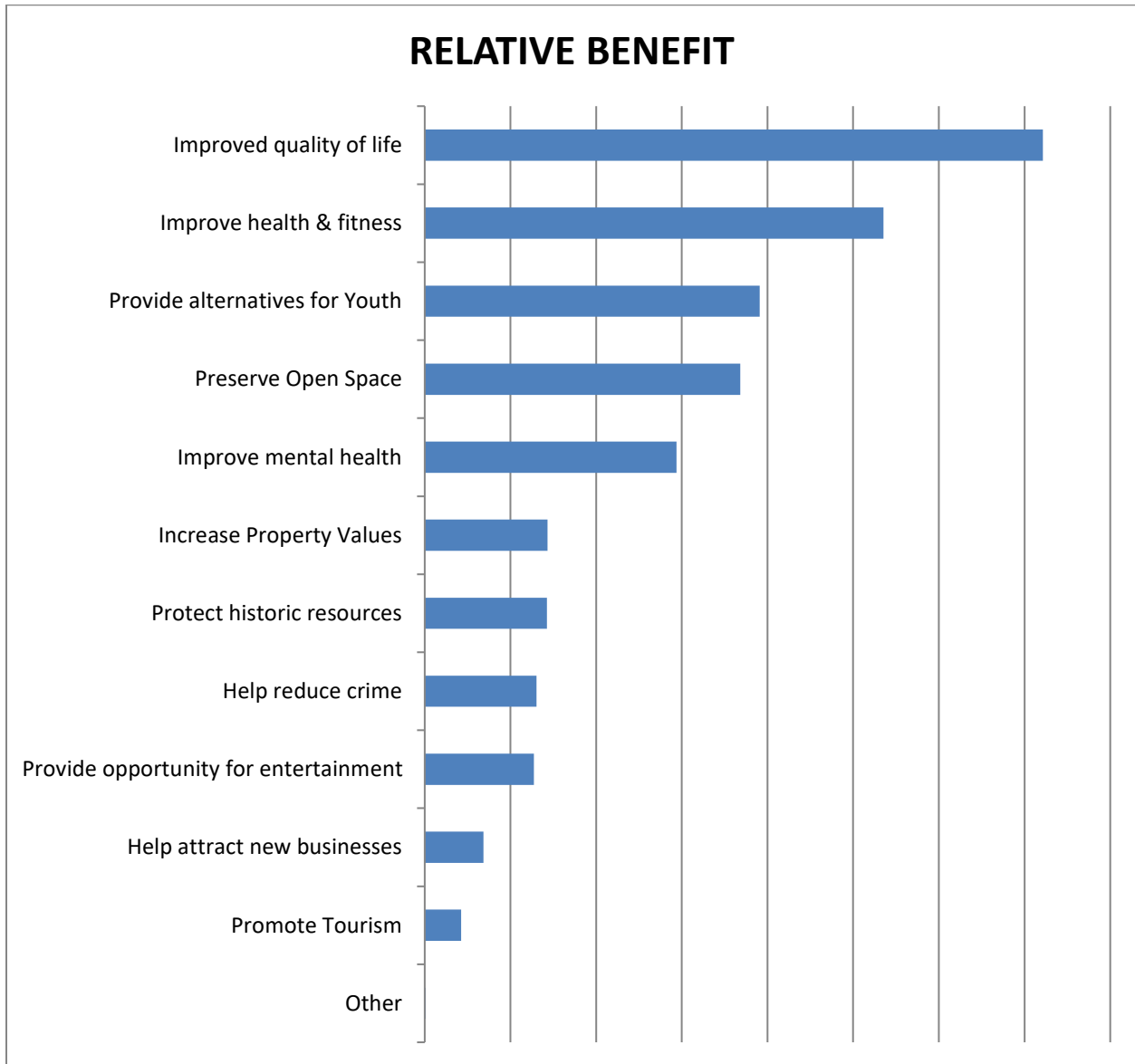
From a list of 11 key community benefits respondents were asked to select the three most important benefits Parks and Recreation provides for the Community. The following summarizes key findings:

- **Based on the sum of their top 3 choices, the key park and recreation benefit for the Community is Improved Quality of Life (37%).** Provide Alternatives for Youth (28%) was second followed closely by Preserve Open Space (28%).



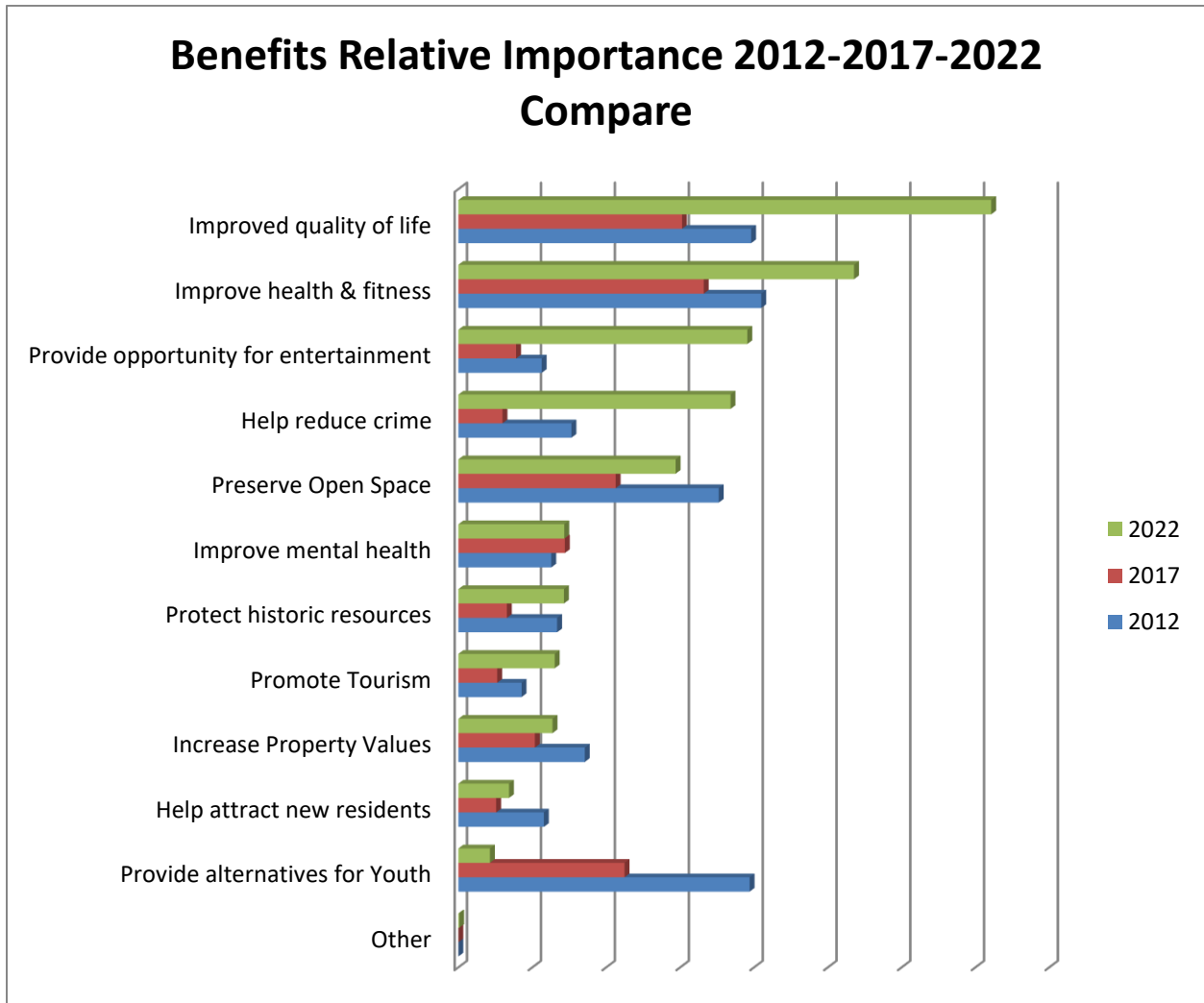
## Overall Greatest Benefits:

The previous benefits findings (12-14) in combination provide an opportunity to discover the relative importance of the 11 identified benefits. Agreement with Benefit and importance were combined to determine a benefit ranking. The ranking follows:



## Comparison of Overall Most Desired Facilities 2012 - 2017:

The following graph shows desire and ranking changes from the 2012 survey to 2017 results.

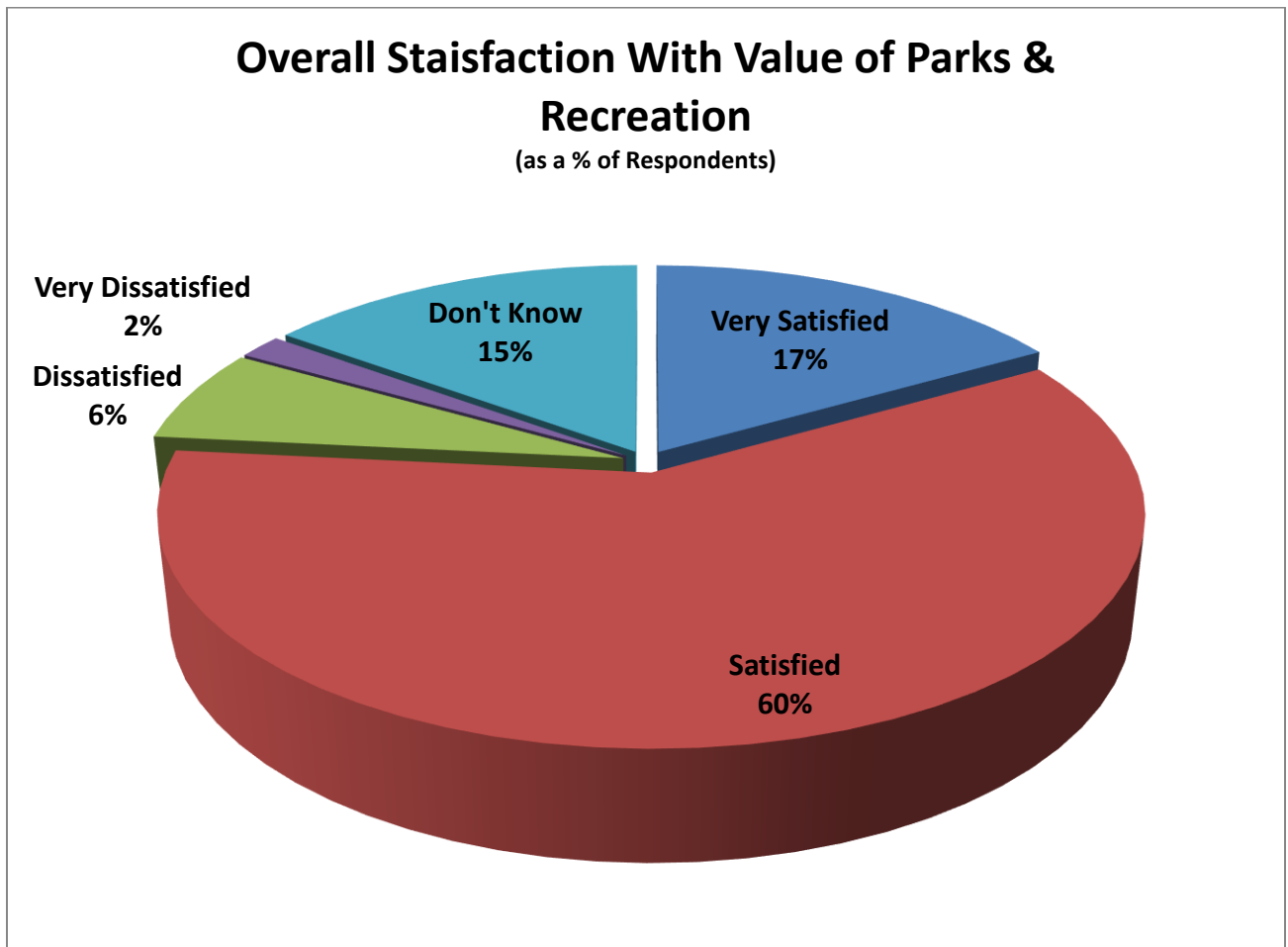


\*Option, "Make Frederick County More Desirable" was removed for the 2022 Survey

# OVERALL SATISFACTION

## 15. Satisfaction with Parks and Recreation

76% of respondent households report their overall satisfaction with Parks and Recreation as either Satisfied or Very Satisfied.

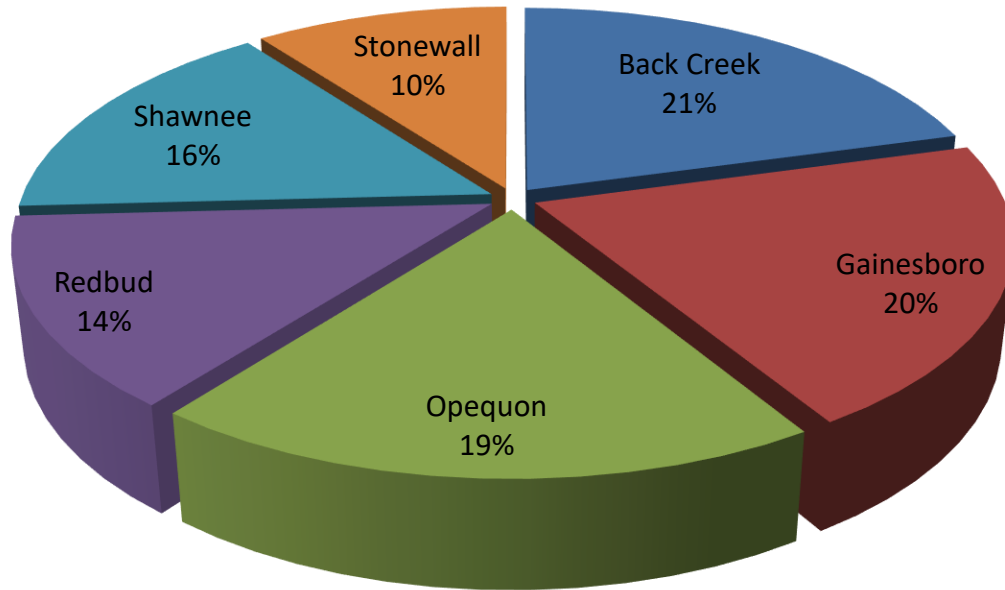


	2012	2017	2022
Very Satisfied	20%	21%	17%
Satisfied	51%	49%	60%
Dissatisfied	3%	4%	6%
Very Dissatisfied	1%	1%	2%
Don't Know	15%	14%	15%

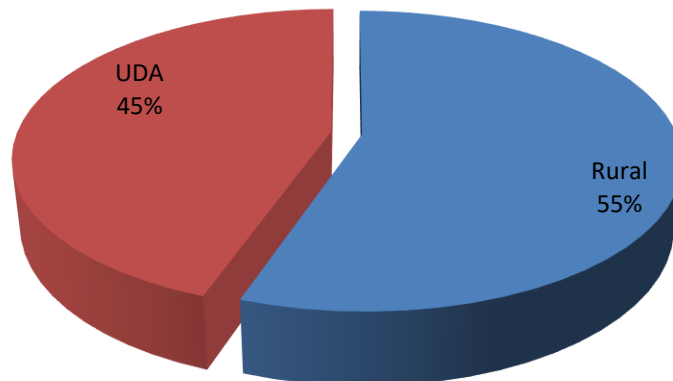


# DEMOGRAPHICS

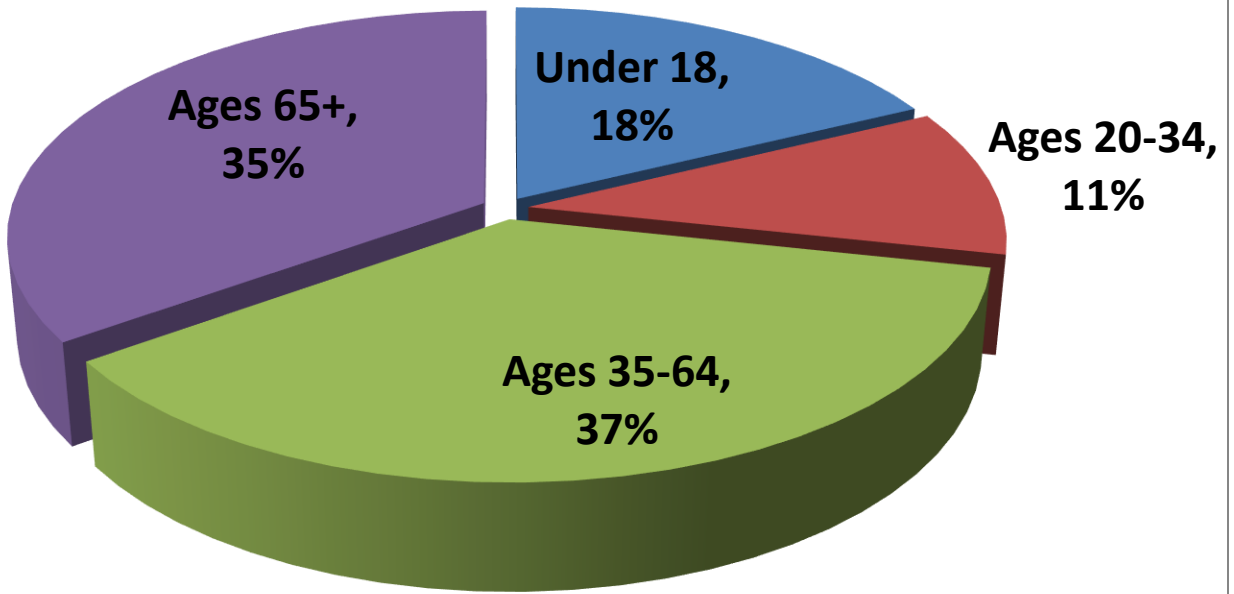
## Respondents by District (as a % of Respondents)



## Respondents in UDA or Rural Areas



### Age of Respondent Household Members



## DEMOGRAPHIC COMPARISON

DISTRICT	Actual	Survey	Difference
Back Creek	16%	21%	4.4%
Gainesboro	16%	20%	4.1%
Opequon	17%	19%	2.3%
Red Bud	16%	14%	-2.8%
Shawnee	17%	16%	-1.5%
Stonewall	17%	10%	-6.5%

UDA / RURAL	Actual	Survey	Difference
Rural	48%	55%	7.4%
UDA	52%	45%	-7.4%

## HOUSEHOLD AGE DISTRIBUTION

	Actual	Survey	Difference
Under 18	23%	18%	-5%
Ages 20-34	18%	11%	-7%
Ages 35-64	39%	37%	-2%
Ages 65+	19%	35%	16%

Comparisons made to 2020 US Census Data