

## 1.1 ONLINE COMMUNITY SURVEY

An online survey (powered by SurveyMonkey) was deployed to gain a better understanding of the characteristics, preferences, and satisfaction levels of Great Neck Park District users. The survey was available for nine weeks and was closed on July 7, 2019. A total of 572 responses were received.

The online survey emulated the statistically-valid survey questions distributed by ETC. This allowed other residents another opportunity to provide input even if they did not receive the statistically-valid survey.



An important distinction is made between the general online community survey and the statistically-valid survey completed (besides the statistical validity of the results); that is, 36% of the statistically-valid survey were current or recent users of the system compared with 58% of the general online survey were current or recent users. Therefore, the statistically-valid survey provides a more representative sample of the District's population as a whole and the general online survey provides (potentially) more insight to existing user opinion.

Overall, the findings from the online community survey are rather similar to the statistically-valid survey results. In many instances, the results mirror each other. Below are some of the key takeaways from both the surveys.

### 1.1.1 KEY SURVEY SIMILARITIES

The following response areas generated similar results between both surveys.

#### BARRIERS TO USE

The top five barriers reflect the same barriers as the statistically-valid survey with only two areas reversed. The top barrier indicated was:

##### Online Community Survey



1. Program times not being convenient
2. Programs/facilities not being offered
3. I do not know what is being offered
4. Fees are too high
5. Lack of quality programs

##### Statistically-Valid Survey



1. Program times not being convenient
2. I do not know what is being offered
3. Fees are too high
4. Programs/facilities not being offered
5. Lack of quality programs

#### PARKS/FACILITIES NEEDS

The top six most "needed" facilities/amenities were the same as the statistically-valid survey with only two areas reversed:

##### Online Community Survey



1. Walking and biking trails
2. Outdoor swimming pools
3. Indoor fitness and exercise facilities
4. Indoor swimming pools and aquatics
5. Outdoor playgrounds
6. Picnic areas & shelters

##### Statistically-Valid Survey



1. Walking and biking trails
2. Outdoor swimming pools
3. Indoor swimming pools and aquatics
4. Indoor fitness and exercise facilities
5. Picnic areas & shelters
6. Outdoor playground

**PROGRAM NEEDS**

The top six most “needed” programs were also very similar with only a couple areas out of order:

**Online Community Survey**

1. Farmer’s Markets
2. Fitness and wellness programs
3. Enrichment programs
4. Adult programs
5. Special Events
6. Theater/performing arts programs

**Statistically-Valid Survey**

1. Farmer’s Markets
2. Fitness and wellness programs
3. Adult programs
4. Senior programs
5. Enrichment programs
6. Theater/performing arts programs

**TAX SUPPORT VS. USER FEES**

Both surveys indicate very similar perceptions to the degree of tax subsidy provided for various program areas.

**SATISFACTION WITH PARKS AND RECREATION SERVICES**

Both surveys indicated the same three services as having the highest level of satisfaction:

1. Number of parks
2. Maintenance of parks
3. Amount of open spaces

**LEVEL OF SUPPORT FOR VARIOUS ACTIONS**

Both surveys indicate high support for two actions:

1. Develop new facilities (indoor/outdoor pool, community/recreation center, gyms, etc.)
2. Improvements/maintenance of existing parks and recreation facilities

Both surveys indicate low support (along with the most “not sure” response) for:

1. Construction of new sports fields (softball, soccer, baseball, etc.)

**ACTIONS MOST WILLING TO FUND WITH TAX DOLLARS**

Both surveys indicate a high willingness to fund the same amenities/facilities with tax dollars:

**Online Community Survey**

1. Indoor pool
2. Exercise facility for adults 50+ years
3. Indoor workout/fitness area
4. Indoor recreation/community center
5. Walking and jogging track

**Statistically-Valid Survey**

1. Indoor pool
2. Exercise facility for adults 50+ years
3. Walking and jogging track
4. Indoor workout/fitness area
5. Indoor recreation/community center

**PREFERRED COMMUNICATION METHODS**

Both surveys resulted in the same top three and bottom two preferences regarding preferred communication methods:

**Online Community Survey**

1. Park District program catalog/brochure
2. Park District website
3. Park District e-mail bulletins
1. Conversations with parks/rec. staff
2. Flyer distributed at school

**Statistically-Valid Survey**

1. Park District program catalog/brochure
2. Park District e-mail bulletins
3. Park District website
1. Flyer distributed at school
2. Conversations with parks/rec. staff

## 1.2 IMPLICATIONS

After analyzing the data collected from the public engagement process, there are several public priorities that rose to the surface:

- Fitness programming and re-instituting a Farmer's Market are top community priorities
- The community understands there is a need for tax subsidy AND user fees to help sustain the system; additionally, there is commonality among the type of services that should be more user fee-based and those that should be funded more with tax dollars
- Aquatics, fitness, trails, playgrounds, and picnic shelters are important facility needs
- There is a willingness to financially support developing new facilities and maintaining the existing system
- Focusing on the District's website will be an important communication method