



2021

The City of Hilliard Recreation and Parks Survey Findings Report

Presented to the
City of Hilliard, Ohio

March 2021



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Executive Summary

Purpose and Methodology



Purpose

ETC Institute administered a parks and recreation needs assessment in January 2021 for the City of Hilliard, Ohio. This study was administered as part of the City's efforts in updating its Recreation and Parks Master Plan and Community Plan. In this process, it is important for the City to identify future priorities of recreation and parks amenities, facilities, programs, and activities. Information compiled from the assessment will provide data that will help determine priorities which then leaders can use to make decisions that will meet community and resident needs.

Methodology

ETC Institute mailed a survey packet to a random sample of households in the City of Hilliard, Ohio. 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 online at www.HilliardParkSurvey.org.

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



The goal was to obtain 300 completed surveys from City residents. A total of 427 surveys were collected.



The overall results for a sample of 427 surveys have a precision of at least +/- 4.7% at the 95% level of confidence.

This report contains:

- Charts showing the overall results of the survey (Section 1)
- Benchmark Analysis comparing the City's results to national results (Section 2)
- Priority Investment Ratings (PIR) Analysis that identifies priorities for facilities/amenities and programs/activities in the community (Section 3)
- Tabular Data showing the overall results for all questions on the survey (Section 4)
- A copy of the survey instrument (Section 5)

Amenity, Facility, and Park Use and Ratings



City Park Use. Residents were asked how many times they or members of their household had visited a City park in the past 24-months. During the past two years, almost a quarter of residents (23%) indicated they had visited a City park weekly, 19% visited a City park at least once a month, 20% visited a park 7 to 11 times, 16% visited a park 4 to 6 times, and 13% visited a City park 1 to 3 times during the past two years. Nine percent (9%) of residents indicated they had never visited a City park during the past 24 months.

City Park Satisfaction. Residents that had used City parks during the past 24 months were asked to rate their level of satisfaction with various items relating to their experience. The items with the highest ratings of satisfaction, based on the sum of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: park maintenance (85%), multi-use trails (82%), outdoor pools (80%), and park shelters/picnic areas (79%). Items with the highest ratings of dissatisfaction were adult sports leagues (17%), tennis (16%), and basketball (14%). Figure 1 below shows respondents’ level of satisfaction for each item.

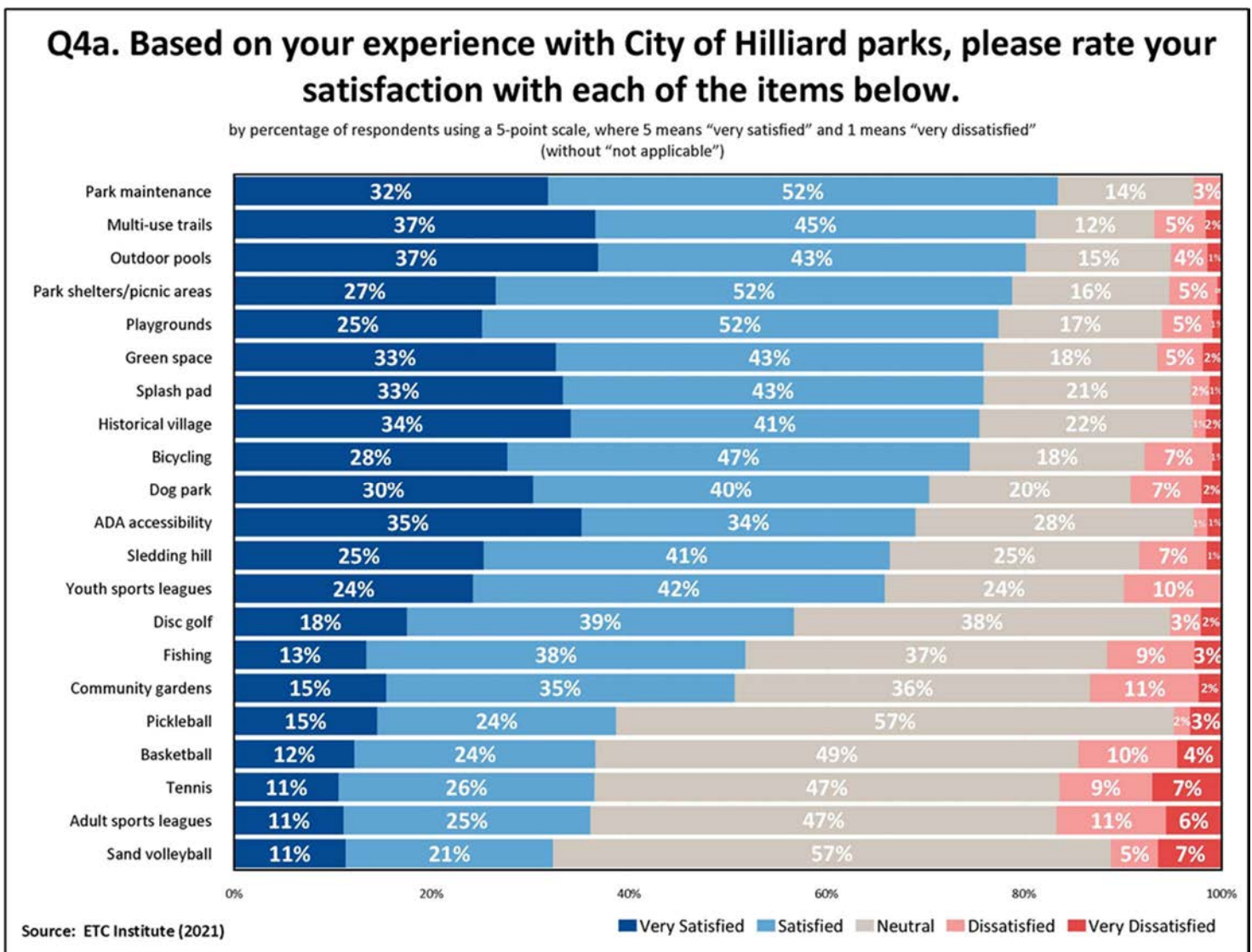


Figure 1

Amenity, Facility, and Park Needs and Priorities



Amenity Needs. Respondents were asked to identify if their household had a need for 34 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 amenities. The four amenities with the highest percentage of households whose needs for amenities are being met 50% or less are listed below.

- Nature trails: approximately 6,539 households (or 46%)
- Multi-use trails: approximately 4,452 households (or 31%)
- Bicycling paths: approximately 4,002 households (or 28%)
- Large community parks (10-50 acres): approximately 3,919 households (28%)

The estimated number of households that have unmet needs for each of the 34 amenities that were assessed is shown in Figure 2 below.

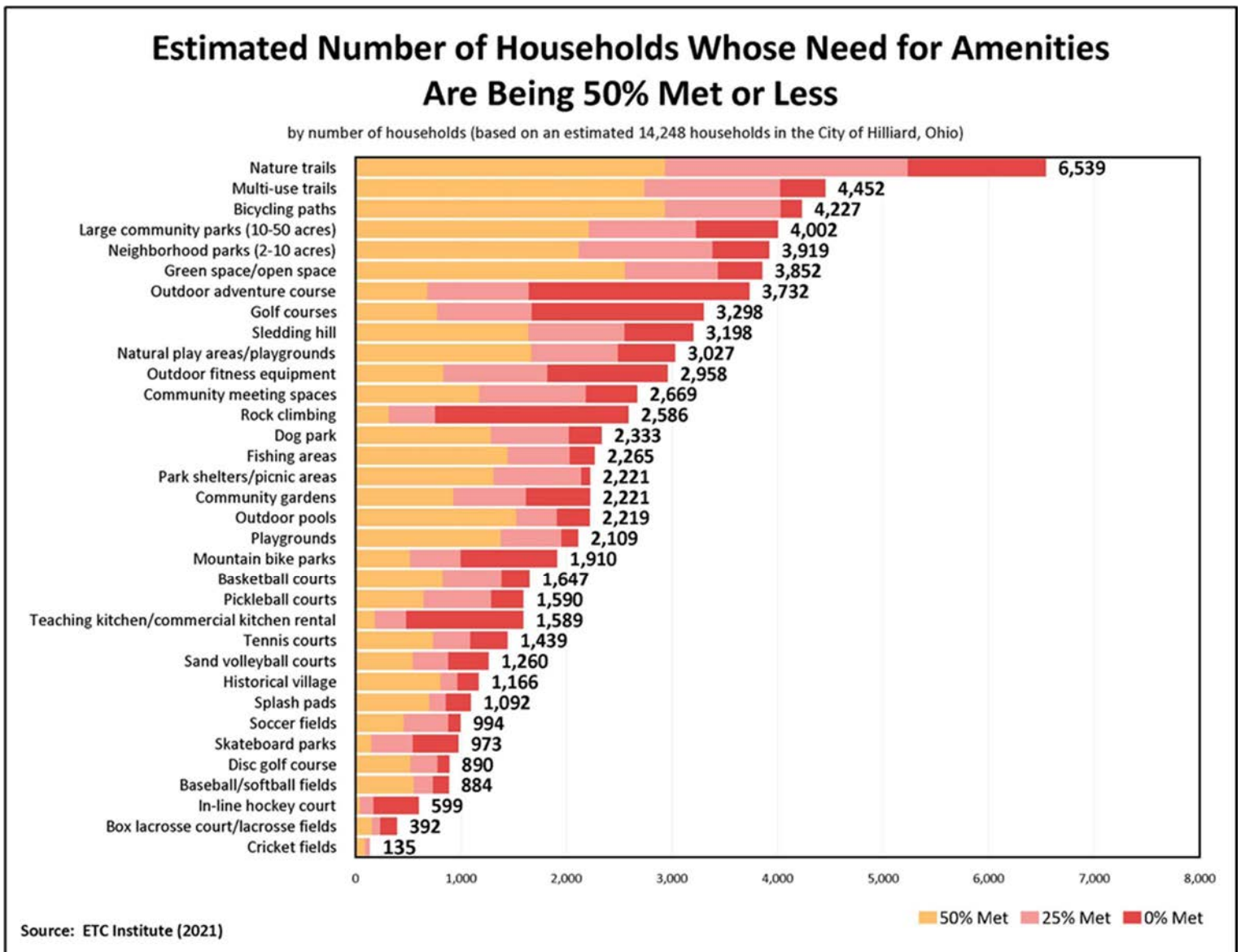


Figure 2

Amenity, Facility, and Park Needs and Priorities



Amenity Importance. In addition to assessing the needs for each amenity, ETC Institute also assessed the importance that residents placed on each parks and recreation amenity. Based on the sum of respondents' top four choices, the most important amenities to residents were:

- bicycling paths (34%),
- multi-use trails (34%),
- nature trails (28%), and
- outdoor pools (27%).

The percentage of residents who selected each amenity as one of their top four choices is depicted in Figure 3 below.

Q10. Parks and Recreation Amenities That Are Most Important to Households

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

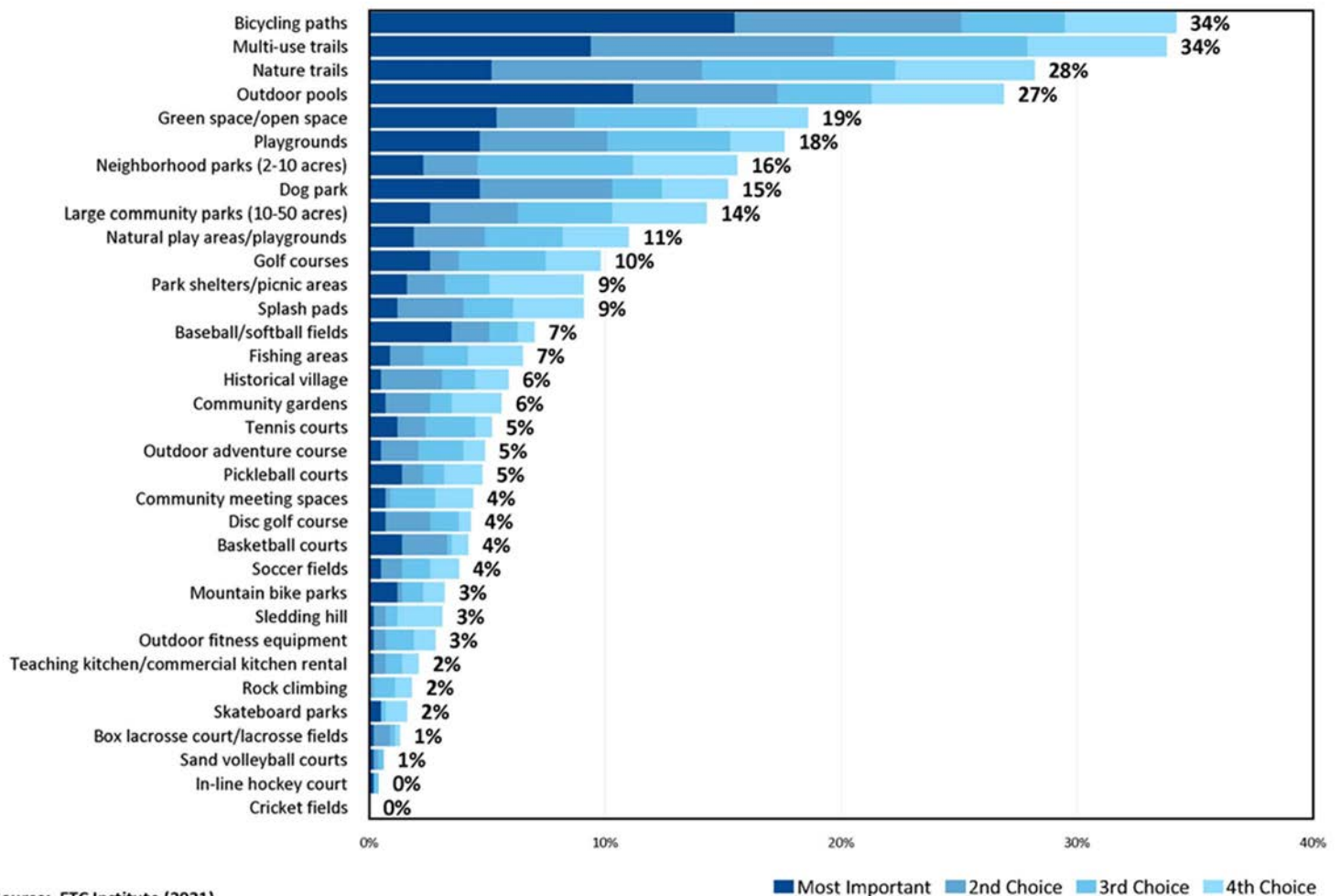


Figure 3

Amenity, Facility, and Park Needs and Priorities



Priorities for Amenity 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 and Recreation investments. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on each facility/amenity/program and (2) how many residents have unmet needs for the facility/amenity/program. Details regarding the methodology for this analysis are provided in Section 3 of the report. Based on the Priority Investment Rating (PIR), the seven amenities were rated as high priorities for investment are listed below.

- Nature trails (PIR=182.5)
- Multi-use trails (PIR=166.9)
- Bicycling paths (PIR=164.6)
- Green space/open space (PIR=113.3)
- Outdoor pools (PIR=112.6)
- Neighborhood parks (2-10 acres) (PIR=105.6)
- Large community parks (10-50 acres) (PIR=103.0)

Figure 4 below shows the PIR for each amenity that was rated.

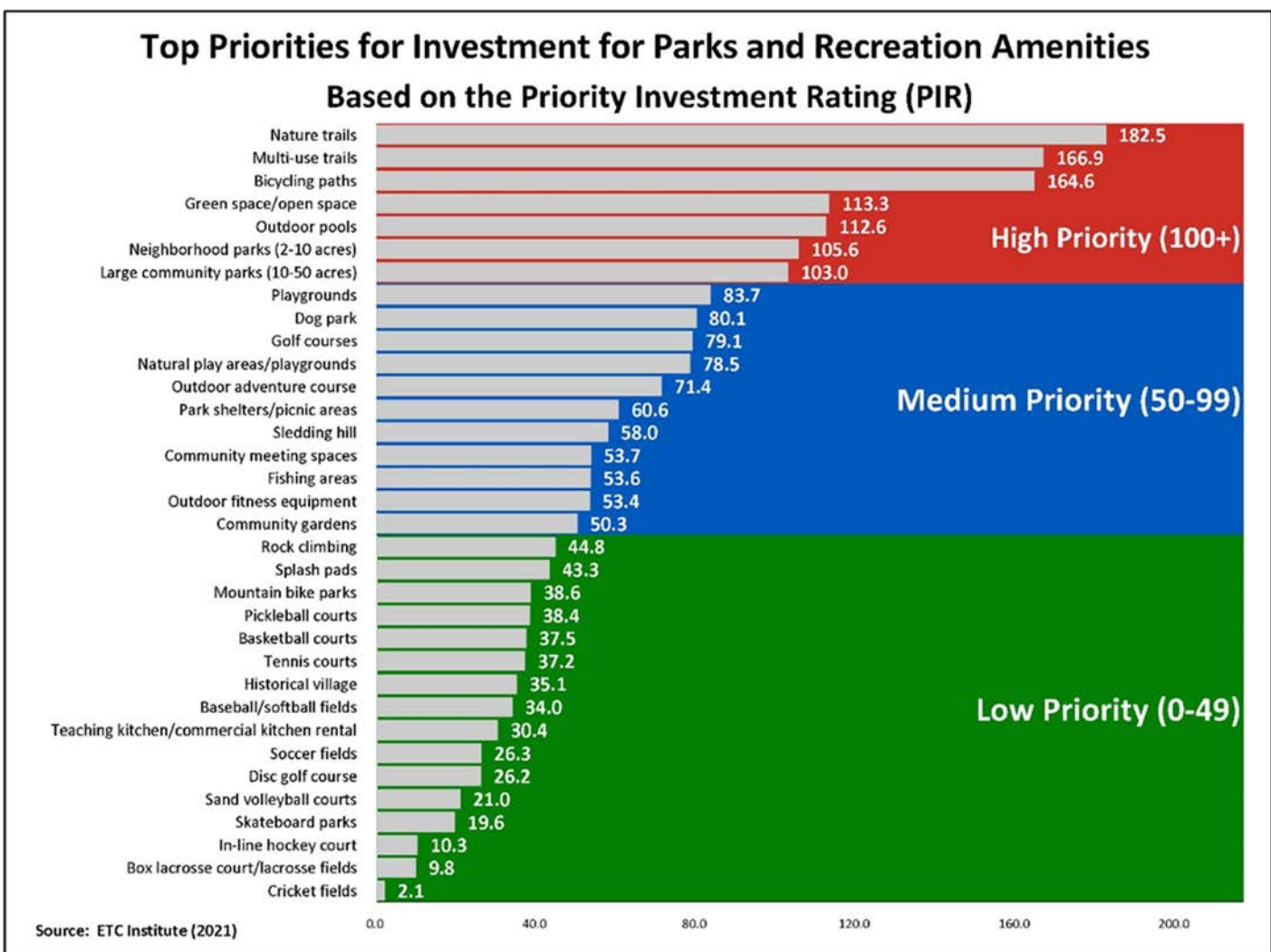


Figure 4

Program and Activity Use and Ratings



Indoor Classes, Program, Activity Participation. Residents were asked, in the past 24 months, how many members of their household have participated in any indoor classes, programs, or activities offered by the City Recreation and Parks Department.

- Eight percent (8%) of residents indicated that one member of their household participated in City Recreation and Parks indoor classes, programs, or activities.
- Seven percent (7%) of residents indicated two members of their household participated in City Recreation and Parks indoor classes, programs, or activities.
- Three percent (3%) of residents indicated three members of their household participated in City Recreation and Parks indoor classes, programs, or activities.
- Two percent (2%) of residents indicated four or more members of their household participated in City Recreation and Parks indoor classes, programs, or activities.
- Eight out of ten residents (81%) indicated none of their household members participated.

Of the respondents (19%) that indicated members of their household participated in indoor classes, programs, or activities offered by the City Recreation and Parks Department; respondent households were asked how many they participated in during the last 24 months. Half (50%) of respondents indicated one, 19% of respondents indicated two, 11% of respondents indicated three, 7% indicated four, and 12% indicated they had participated in five or more.

Satisfaction with Indoor Classes, Programs, Activities. The respondents who (or members of their household) had participated in indoor classes, programs, or activities, during the past 24 months, were asked to rate their overall satisfaction with their experiences. Forty-four percent (44%) of participating respondents indicated they were very satisfied, 39% of participating respondents were satisfied, 10% indicated they were neutral, 5% indicated they were dissatisfied, and 2% did not provide their opinion.

Outdoor Classes, Program, Activity Participation. Residents were asked, in the past 24 months, how many members of their household have participated in any outdoor classes, programs, or activities offered by the City Recreation and Parks Department.

- Nine percent (9%) of residents indicated that one member of their household participated in City Recreation and Parks outdoor classes, programs, or activities.
- Eight percent (8%) of residents indicated two members of their household participated in City Recreation and Parks outdoor classes, programs, or activities.
- Four percent (4%) of residents indicated three members of their household participated in City Recreation and Parks outdoor classes, programs, or activities.
- Seven percent (7%) of residents indicated four or more members of their household participated in City Recreation and Parks outdoor classes, programs, or activities.
- Seven out of ten residents (72%) indicated none of their household members participated.

Of the respondents (28%) that indicated members of their household participated in outdoor classes, programs, or activities offered by the City Recreation and Parks Department; respondent households were asked how many they participated in during the last 24 months. Three out of ten (31%) residents indicated one, 25% of respondents indicated two, 12% of respondents indicated three, 12% indicated four, and 12% indicated they had participated in five or more. Two percent (2%) of residents did not provide an opinion.

Program and Activity Use and Ratings



Satisfaction with Outdoor Classes, Programs, Activities. The respondents who (or members of their household) had participated in outdoor classes, programs, or activities, during the past 24 months, were asked to rate their overall satisfaction with their experiences. Forty-seven percent (47%) of participating respondents indicated they were very satisfied, 40% of participating respondents were satisfied, 8% indicated they were neutral, 2% indicated they were dissatisfied, and 3% indicated they were very dissatisfied.

Respondents were asked to indicate all factors that determine whether they or members of their household participate in recreation classes, programs, or activities. The factors assessed are indicated below with the response percentage and is displayed in Figure 5 below.

- Program subject matter (54%)
- Times program is offered (50%)
- Program cost (44%)
- Location of facility (34%)
- Dates program is offered (26%)
- Quality of the facility (17%)
- Quality of the instructor/coach (17%)

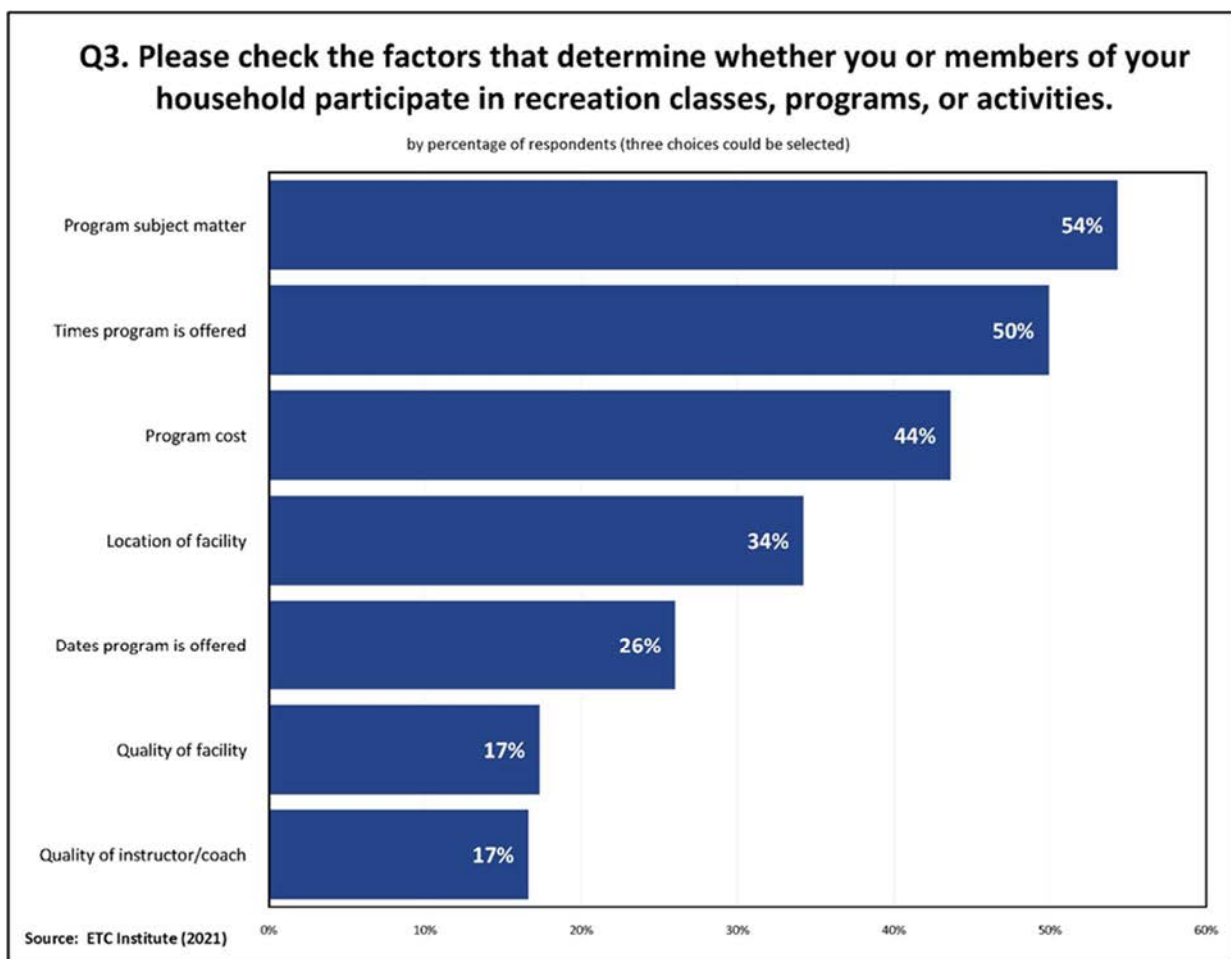


Figure 5

Program and Activity Needs and Priorities



Program Needs. Respondents were asked to identify if their household had a need for 37 programs 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 parks and recreation programs. The four programs with the highest percentage of households whose needs for them are being met 50% or less are listed below.

- Adventure programming: approximately 4,782 households (or 34%)
- Food truck programming: approximately 4,451 households (or 31%)
- Group fitness programs: approximately 4,427 households (or 31%)
- Outdoor fitness/yoga classes: approximately 3,940 households (or 28%)

The estimated number of households that have unmet needs for each of the 26 activities that were assessed is shown in Figure 6 below.

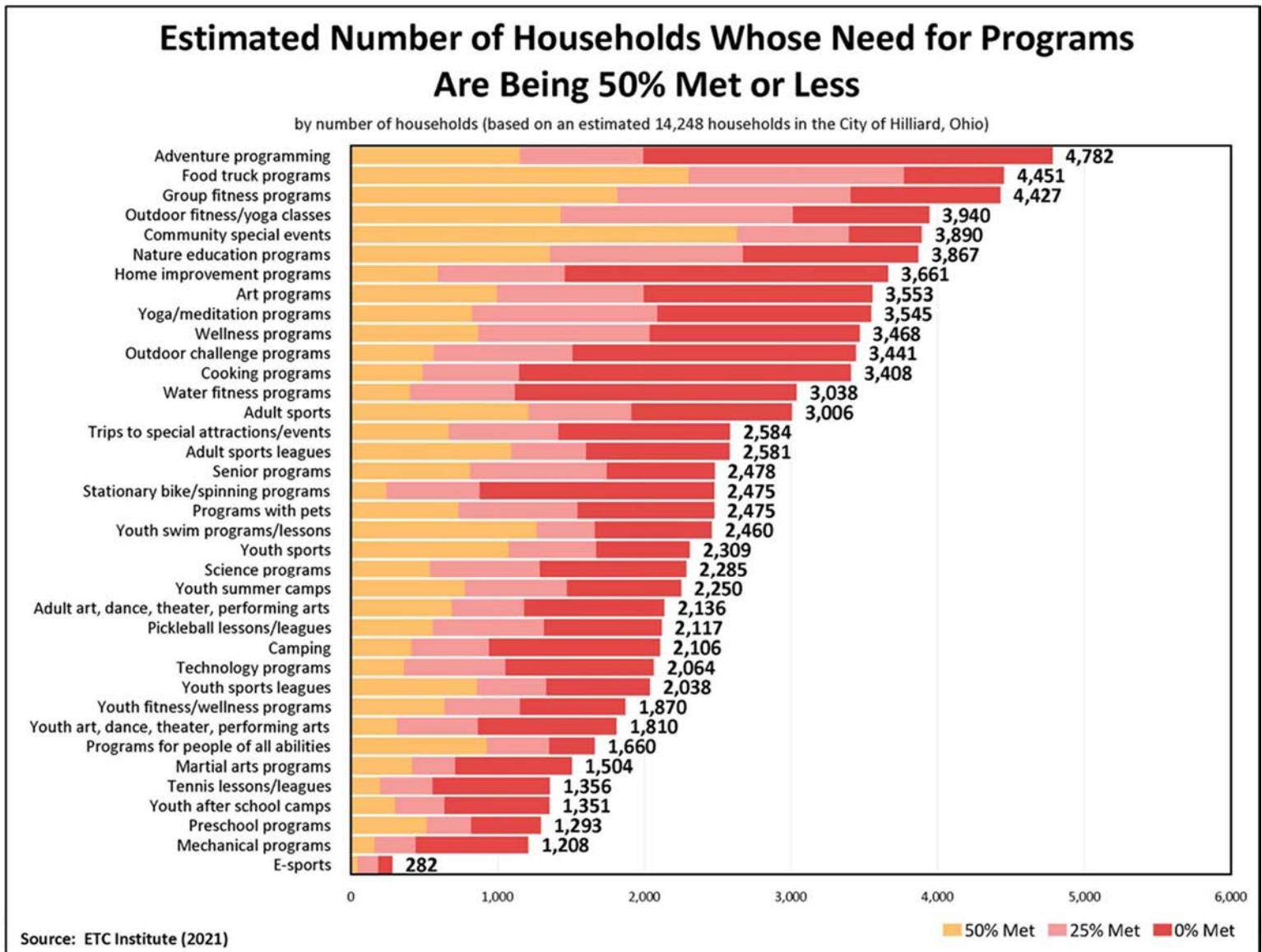


Figure 6

Program and Activity Needs and Priorities



Program Importance. In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents placed on each parks and recreation program. Based on the sum of respondents' top four choices, the most important programs to residents were:

- community special events (26%),
- food truck programming (17%),
- adventure programming (13%), and
- group fitness programs (13%).

The percentage of residents who selected each program as one of their top four choices is depicted in Figure 7 below.

Q8. Parks and Recreation Programs That Are Most Important to Households

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

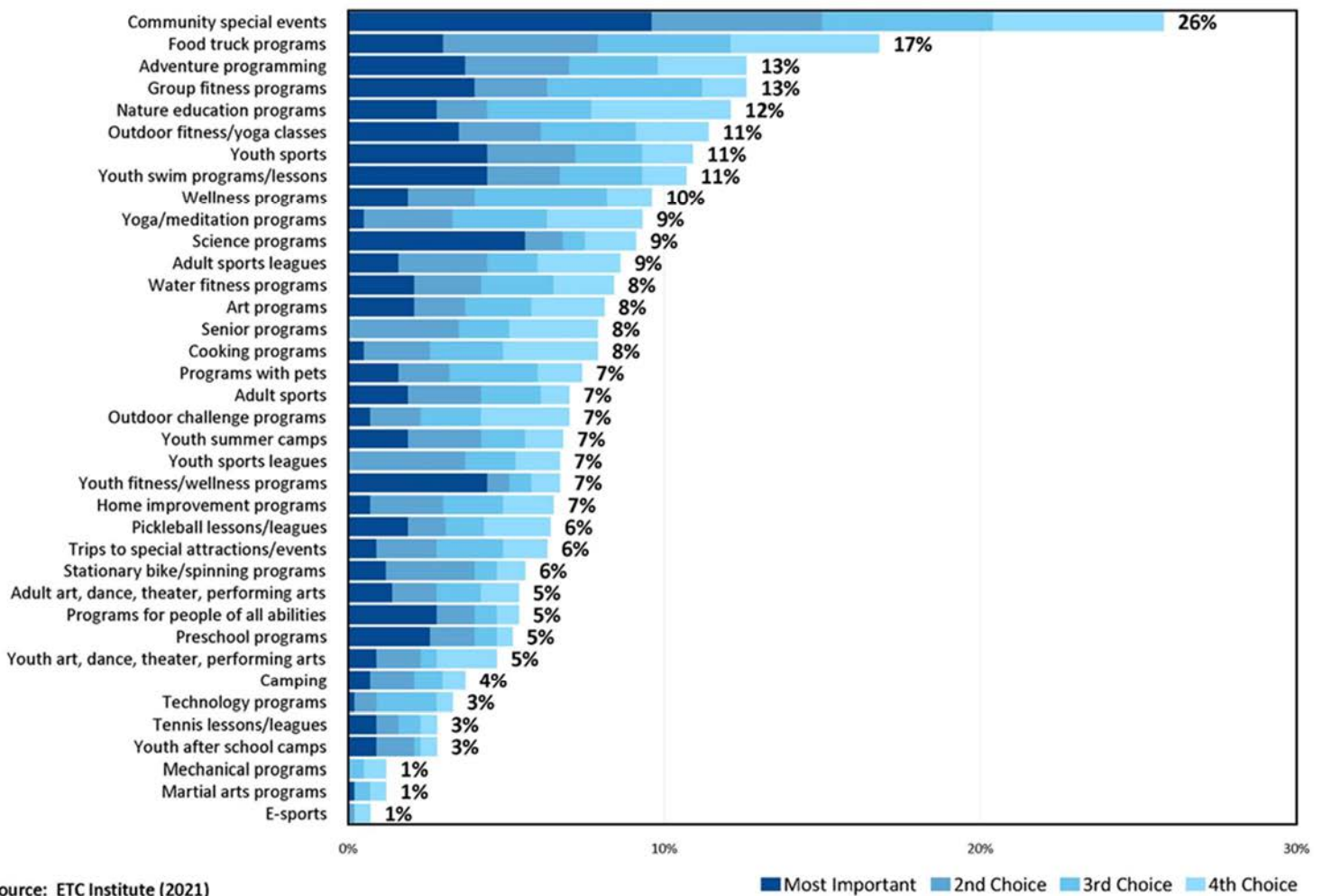


Figure 7

Program and Activity Needs and Priorities



Priorities for Program Investments. Based on the Priority Investment Rating (PIR), which was briefly described in the Executive Summary and is described in more detail in Section 3 of this report, the following eleven parks and recreation programs listed below were rated as high priorities for investment.

- Community special events (PIR=181.3)
- Food truck programs (PIR=158.2)
- Adventure programming (PIR=148.8)
- Group fitness programs (PIR=141.4)
- Nature education programs (PIR=127.8)
- Outdoor fitness/yoga classes (PIR=126.6)
- Yoga/meditation programs (PIR=110.2)
- Wellness programs (PIR=109.7)
- Art programs (PIR=105.7)
- Cooking programs (PIR=101.9)
- Home improvement programs (PIR=101.7)

Figure 8 below shows the PIR for each activity that was rated.

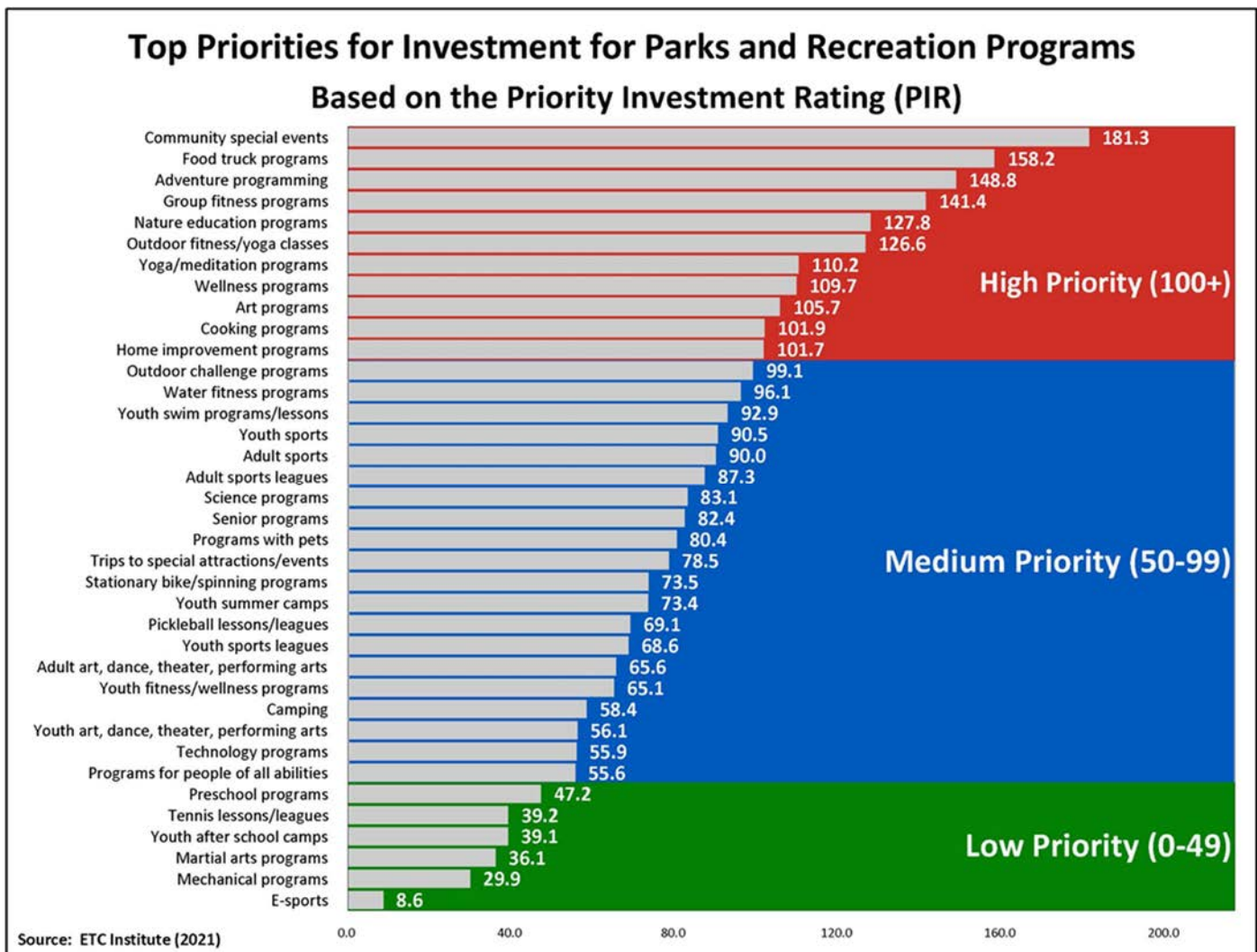


Figure 8

Additional Findings



Organizations Used for Recreation and Parks Use. Respondents were asked to select all of the organizations they/members of their household have used for parks and recreation classes, programs, activities, and facilities. The five organizations that are used most, as indicated by responding households, were: the City of Hilliard Recreation and Parks (72%), Columbus Metropolitan Library (65%), Columbus and Franklin County Metro Parks (53%), places of worship (41%), and City of Columbus Recreation and Parks (38%).

Barriers to Facility, Amenity, and Program Use/Participation. Respondents were asked to indicate what their reasons are that prevent them or members of their household from using facilities, amenities, and programs offered by the City of Hilliard more often. The top four reasons, as indicated by responding households, were: unaware of existing facilities/programs (35%), classes are not available at convenient time (28%), classes are not available on a convenient day (22%), and no time to participate (22%).

Residents' Perception on Allocation of Funds Priorities. Residents were asked, hypothetically speaking, if they were given \$100 to allocate for the City of Hilliard parks, trails, sports, and recreation, how much they would give to each of the priorities assessed. Based on the mean of residents' responses, the order of priority and 'suggestive' amount, allocated from \$100, are as follows:

- \$26.98 to develop a new Community Center.
- \$24.63 to improve/maintain existing parks and recreation facilities.
- \$23.18 to acquire and develop additional multi-use trails (biking and walking trails).
- \$14.74 to acquire and develop additional parkland and open space.
- \$10.48 to build new sports fields.

The chart to the right, Figure 9, shows Question 18 which shows how much respondents would give per priority.

All items referring to the Community Center (unmet needs, priorities, potential funding, etc.) are found on the following pages.

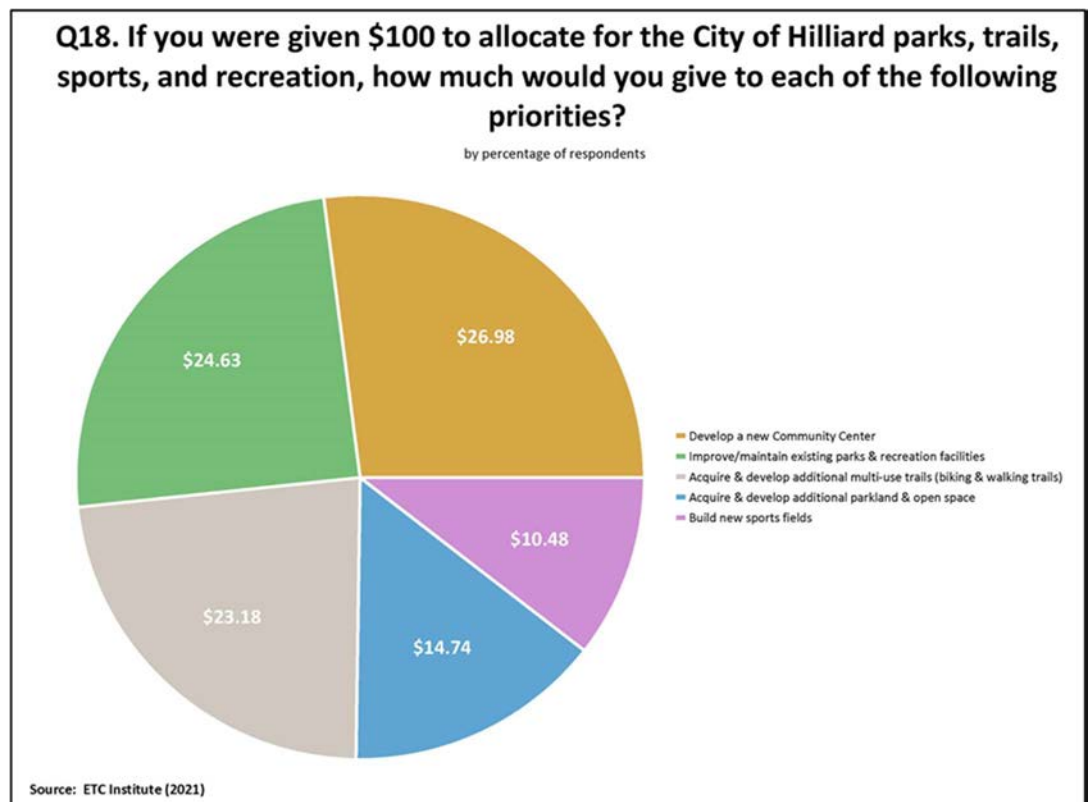


Figure 9

Amenity, Facility, and Park Needs and Priorities



Community Center Amenity/Program Needs. The City is considering developing a new Community Center with a focus on health and wellness. The new Community Center could include some of the amenities that are assessed. Therefore, the City wanted to evaluate which amenities/programs would be valuable and important to residents that would be included in a new Community Center. Respondents were asked to identify if their household had a need for 25 amenities/programs 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 amenities/programs. The amenities/programs with the highest percentage of households whose needs are being met 50% or less are listed below.

- Indoor running/walking track: approximately 7,878 households (or 55%)
- Indoor aquatics/swimming facility: approximately 7,427 households (or 52%)
- Aquatics for adults: approximately 7,159 households (or 50%)
- Aerobics/yoga/fitness/dance space:

The estimated number of households that have unmet needs for each of the 34 amenities that were assessed is shown in Figure 10 below.

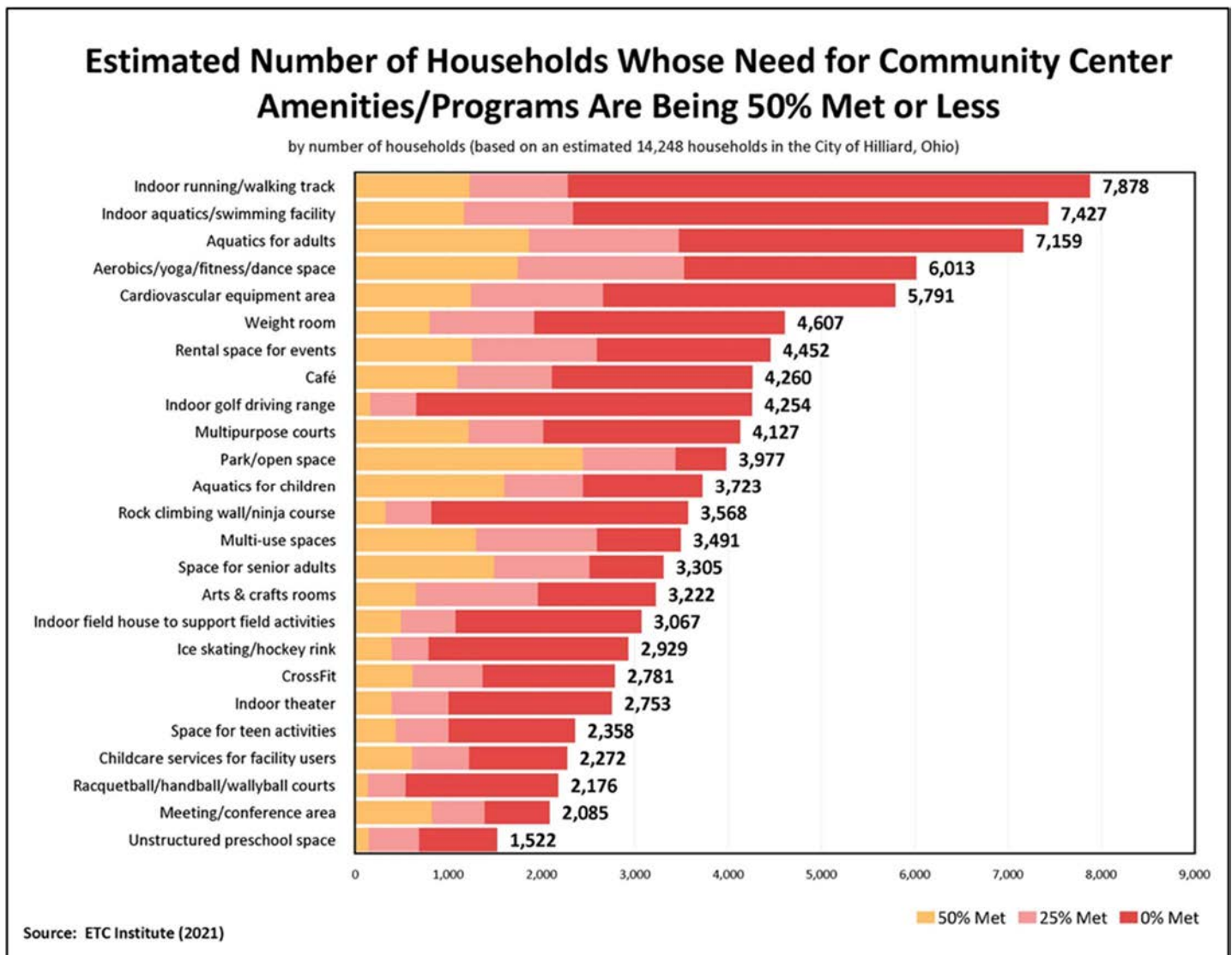


Figure 10

Amenity, Facility, and Park Needs and Priorities



Community Center Amenity/Program Importance. In addition to assessing the needs for each amenity and program that could be incorporated in a new Community Center, ETC Institute also assessed the importance that residents placed on each Community Center amenity/program. Based on the sum of respondents' top four choices, the most important amenities/programs to residents were:

- indoor running/walking track (32%),
- indoor aquatics/swimming facility (32%),
- aquatics for adults (29%), and
- aerobics/yoga/fitness/dance space (21%).

The percentage of residents who selected each amenity/program as one of their top four choices is depicted in Figure 11 below.

Q12. Community Center Amenities/Programs That Are Most Important to Households

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

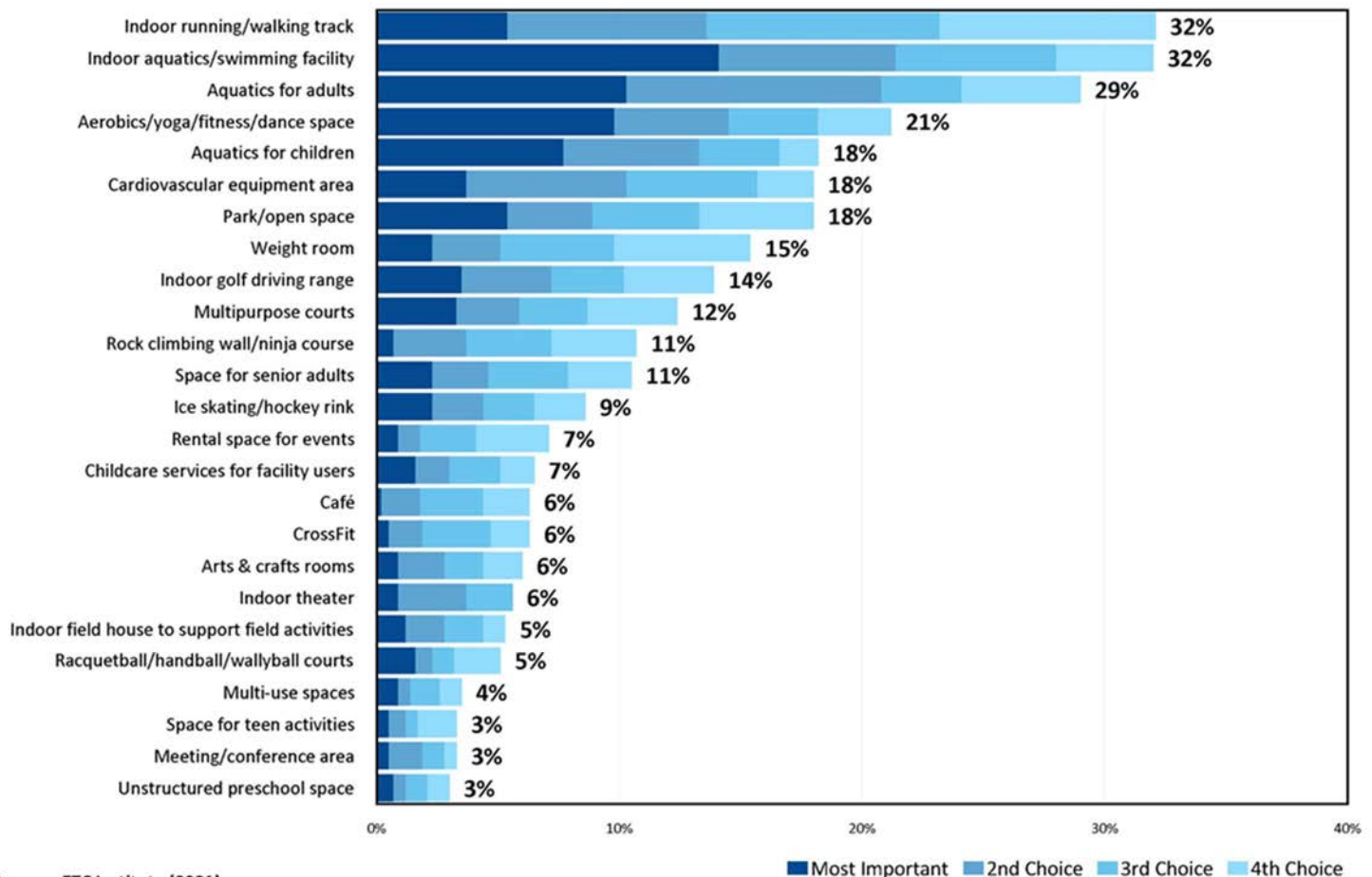


Figure 11

Amenity, Facility, and Park Needs and Priorities



Priorities for Community Center Amenity/Program Investments. Based on the Priority Investment Rating (PIR), which was briefly described in the Executive Summary and is described in more detail in Section 3 of this report, the following eight Community Center amenities/programs listed below were rated as high priorities for investment.

- Indoor running/walking track (PIR=200.0)
- Indoor aquatics/swimming facility (PIR=193.9)
- Aquatics for adults (PIR=181.2)
- Aerobics/yoga/fitness/dance space (PIR=142.4)
- Cardiovascular equipment area (PIR=129.6)
- Park/open space (PIR=106.6)
- Weight room (PIR=106.5)
- Aquatics for children (PIR=104.0)

Figure 12 below shows the PIR for each activity that was rated.

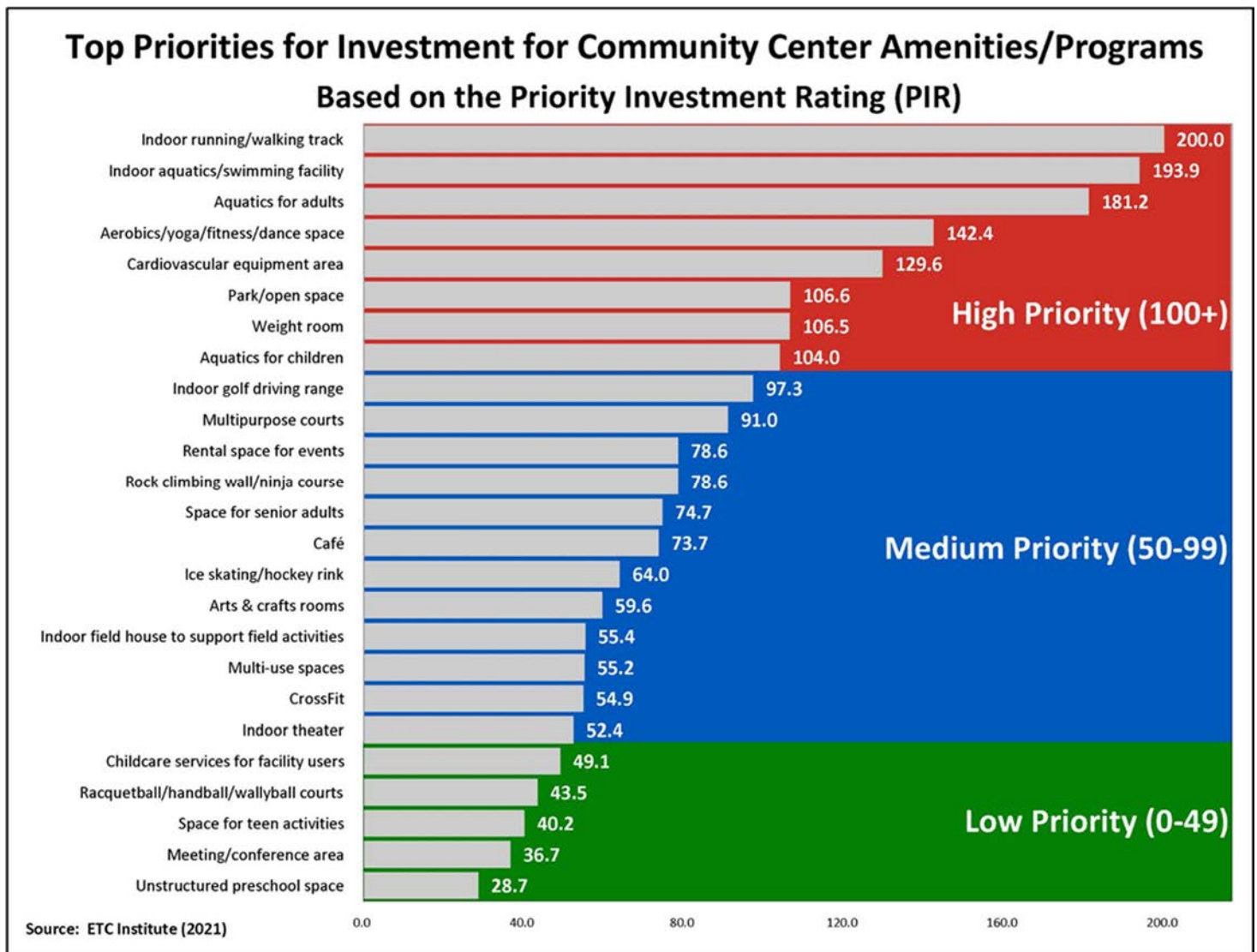


Figure 12

Additional Findings



Community Center Amenities/Programs for Adults. Respondent households were asked what amenities/programs that adults (18 years or older) would use the most if the City of Hilliard were to offer them in a new Community Center. The four amenities/programs that adults would use the most, as indicated by the sum of respondents' top four choices, in a new Community Center were:

- aquatics for adults (33%),
- indoor running/walking track (33%),
- indoor aquatics/swimming facility (27%), and
- aerobics/yoga/fitness/dance space (25%).

The percentage of residents who selected each amenity/program as one of their top four choices that adults would use the most is depicted in Figure 13 below.

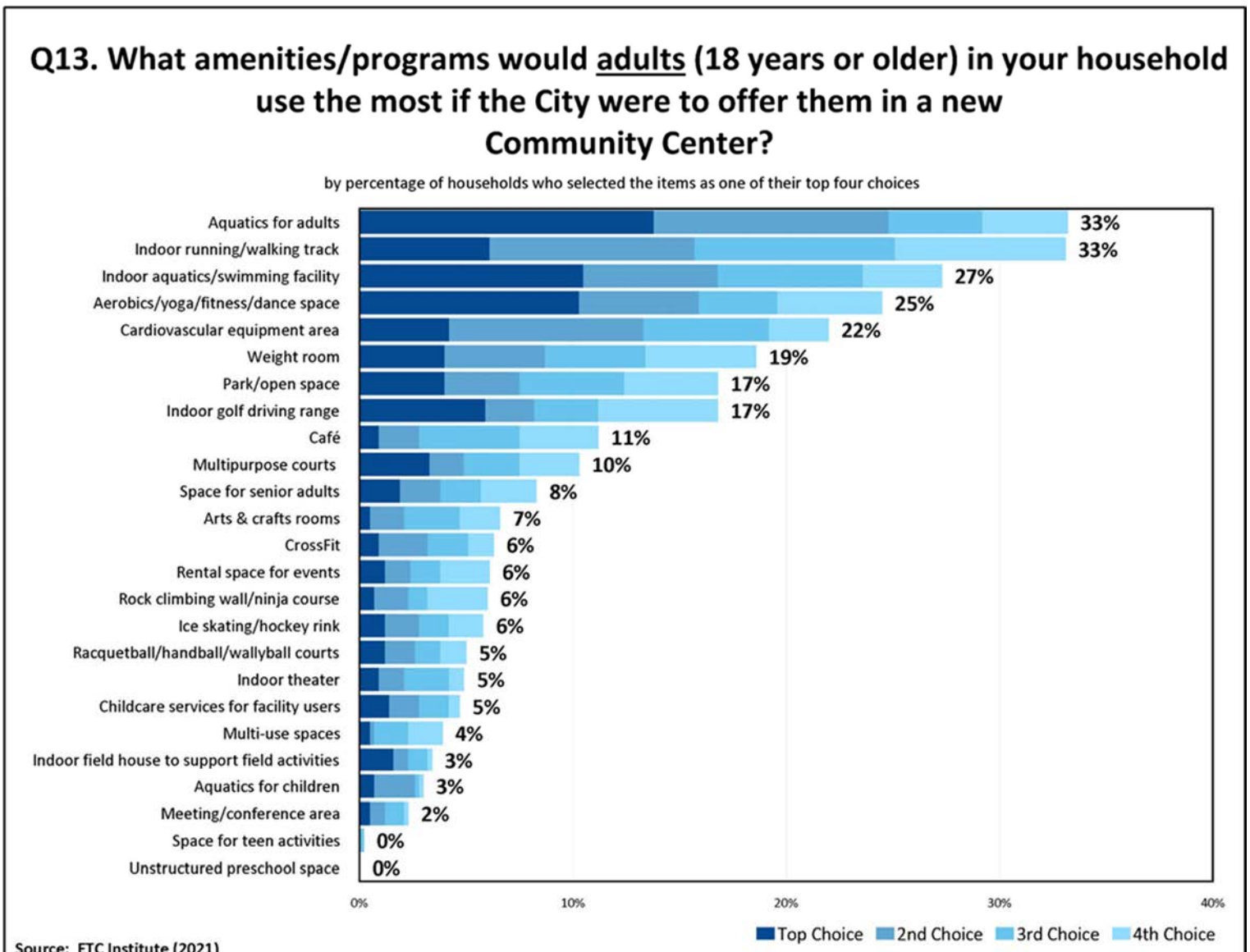


Figure 13

Additional Findings



Community Center Amenities/Programs for Youth. Respondent households were asked what amenities/programs that youth (17 years or younger) would use the most if the City of Hilliard were to offer them in a new Community Center. The four amenities/programs that youth would use the most, as indicated by the sum of respondents' top four choices, in a new Community Center were:

- aquatics for children (24%),
- indoor aquatics/swimming facility (17%),
- rock climbing wall/ninja course (12%), and
- multipurpose courts for basketball/volleyball/pickleball/badminton (9%).

The percentage of residents who selected each amenity/program as one of their top four choices that youth would use the most is depicted in Figure 14 below.

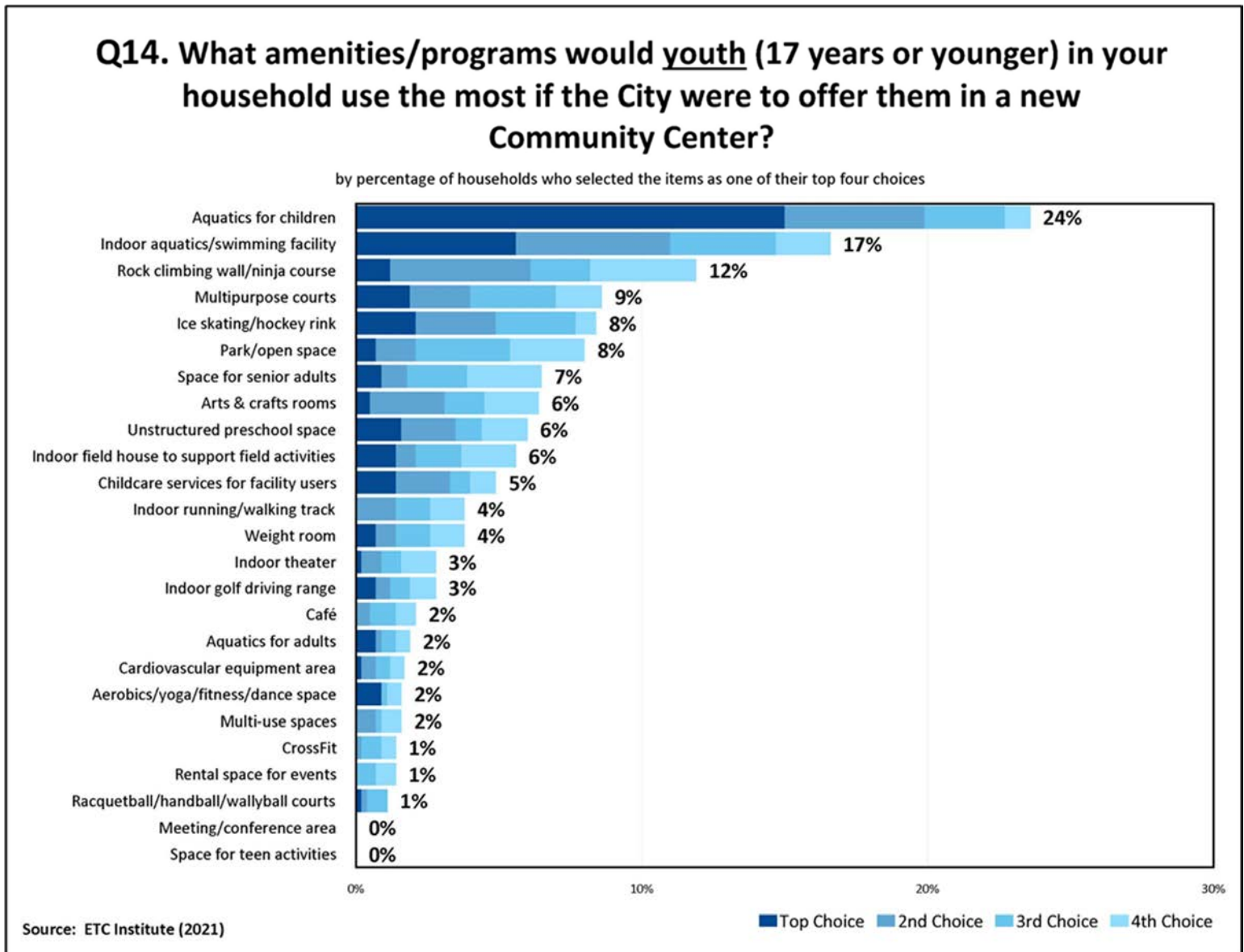


Figure 14

Additional Findings



Community Center Membership. Respondent households were asked to give their opinion about paying \$260 annually for an individual adult membership to a new Community Center. This would be under the assumption that a new Community Center would include the amenities that are most important to them and members of their household.

- Thirty-seven percent (37%) of respondents think \$260 is about right,
- 21% think \$260 is too high,
- 13% would be open to paying more than \$260 if the Community Center included the items most important to them,
- 9% would be interested in daily passes only,
- 9% would not be interested regardless of the price or the amenities offered,
- 5% would be interested in individual classes/programs only,
- 2% would be interested in facility rentals/meeting space rentals only,
- 1% would be interested in group fitness classes only, and
- 3% did not provide their opinion.

Level of Support for Increase in Income Tax. Respondent households were asked how supportive they would be of an additional 0.5% income tax for individuals working in the City if it was dedicated to recreation and parks, including the construction and operation of a new Community Center.

- Twenty three percent (23%) of residents are very supportive,
- 27% of residents are supportive,
- 15% of residents are not supportive,
- 19% of residents are not at all supportive, and
- 17% of residents indicated that they do not know.

Residents that indicated they were “not supportive” or “not at all supportive” were asked to select all the reasons why they do not support this additional income tax. The reasons with the percentage of responses are indicated below.

- I do not support any increase to income taxes (52%).
- Those who use a new Community Center should support it with user fees (48%).
- I would not use a new Community Center (21%).
- I work in Hilliard and do not want to see an increase to my income taxes (18%).
- I need more information before I can respond (12%).

Level of Priority for a New Community Center. Compared to other priorities in the City, respondent households were asked to give their opinion about how important the developing and operating a new Community Center should be to the City.

- Fifteen percent (15%) of residents feel it is a very high priority,
- 39% of residents feel it is a high priority,
- 21% of residents feel it is a low priority,
- 8% of residents feel it is a very low priority, and
- 16% of residents indicated that they do not know.

Conclusions



Recommendations

In addition to evaluating residents' recreation and parks needs, the study was also tied to the possible construction of a new Community Center. Based on the residents' needs and level of importance for various Community Center amenities and programs, the Priority Investment Ratings (PIR) were analyzed. The eleven amenities and programs with the highest PIR ratings are listed below.

- Community special events (PIR=181.3)
- Food truck programs (PIR=158.2)
- Adventure programming (PIR=148.8)
- Group fitness programs (PIR=141.4)
- Nature education programs (PIR=127.8)
- Outdoor fitness/yoga classes (PIR=126.6)
- Yoga/meditation programs (PIR=110.2)
- Wellness programs (PIR=109.7)
- Art programs (PIR=105.7)
- Cooking programs (PIR=101.9)
- Home improvement programs (PIR=101.7)

To ensure that the City of Hilliard continues to meet the needs and expectations of the community, ETC Institute recommends that the Parks and Recreation Department sustain and/or improve the performance in the areas that were high priorities, as indicated by the Priority Investment Rating (PIR). The facility/amenity and program/activity priorities with the highest PIR ratings are listed below.



Amenity Priority Investments

- Nature trails (PIR=182.5)
- Multi-use trails (PIR=166.9)
- Bicycling paths (PIR=164.6)
- Green space/open space (PIR=113.3)
- Outdoor pools (PIR=112.6)
- Neighborhood parks (2-10 acres)
(PIR=105.6)
- Large community parks (10-50 acres)
(PIR=103.0)



Program Priority Investments

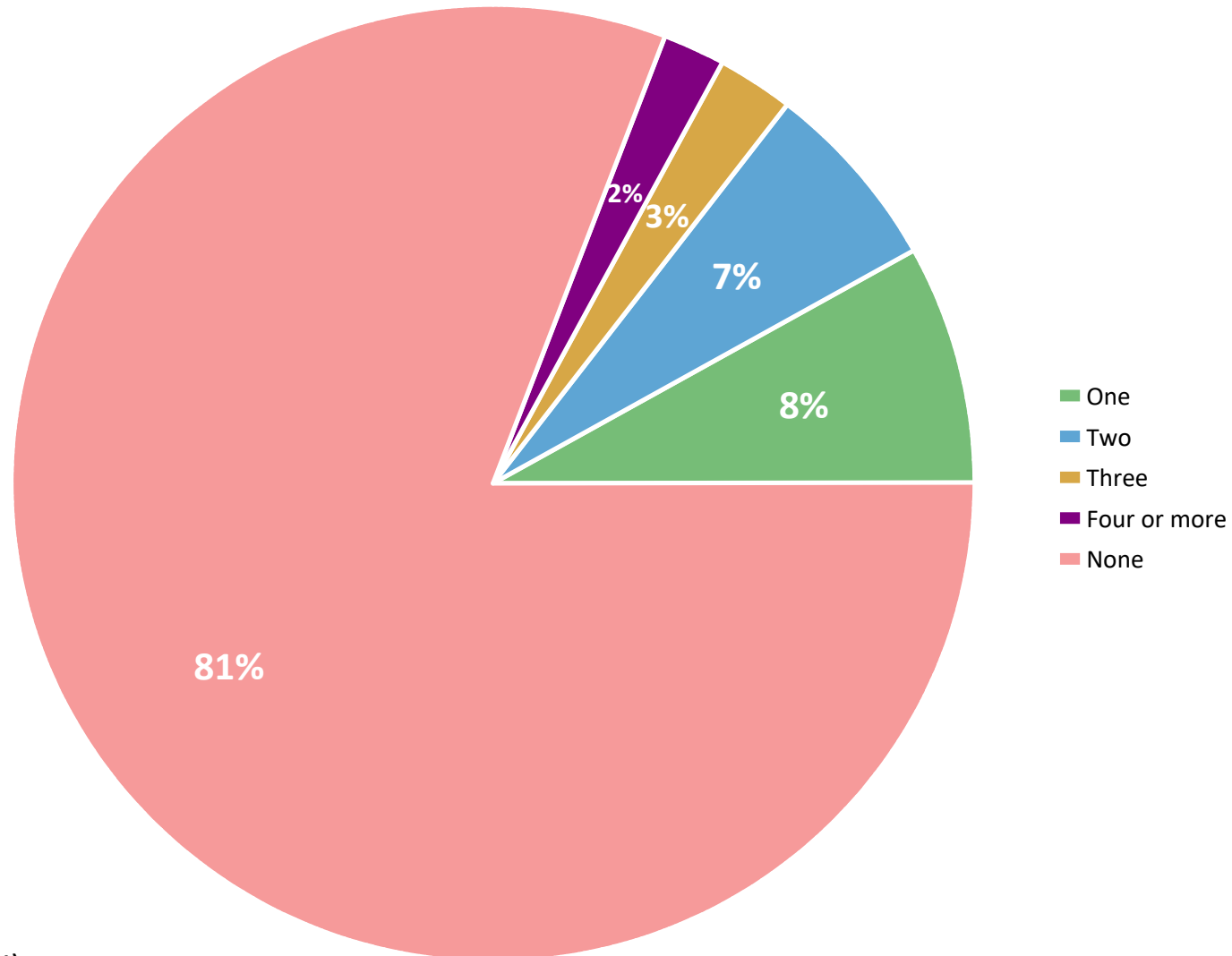
- Community special events (PIR=181.3)
- Food truck programs (PIR=158.2)
- Adventure programming (PIR=148.8)
- Group fitness programs (PIR=141.4)
- Nature education programs (PIR=127.8)
- Outdoor fitness/yoga classes (PIR=126.6)
- Yoga/meditation programs (PIR=110.2)
- Wellness programs (PIR=109.7)
- Art programs (PIR=105.7)
- Cooking programs (PIR=101.9)
- Home improvement programs (PIR=101.7)

1

Overall Results

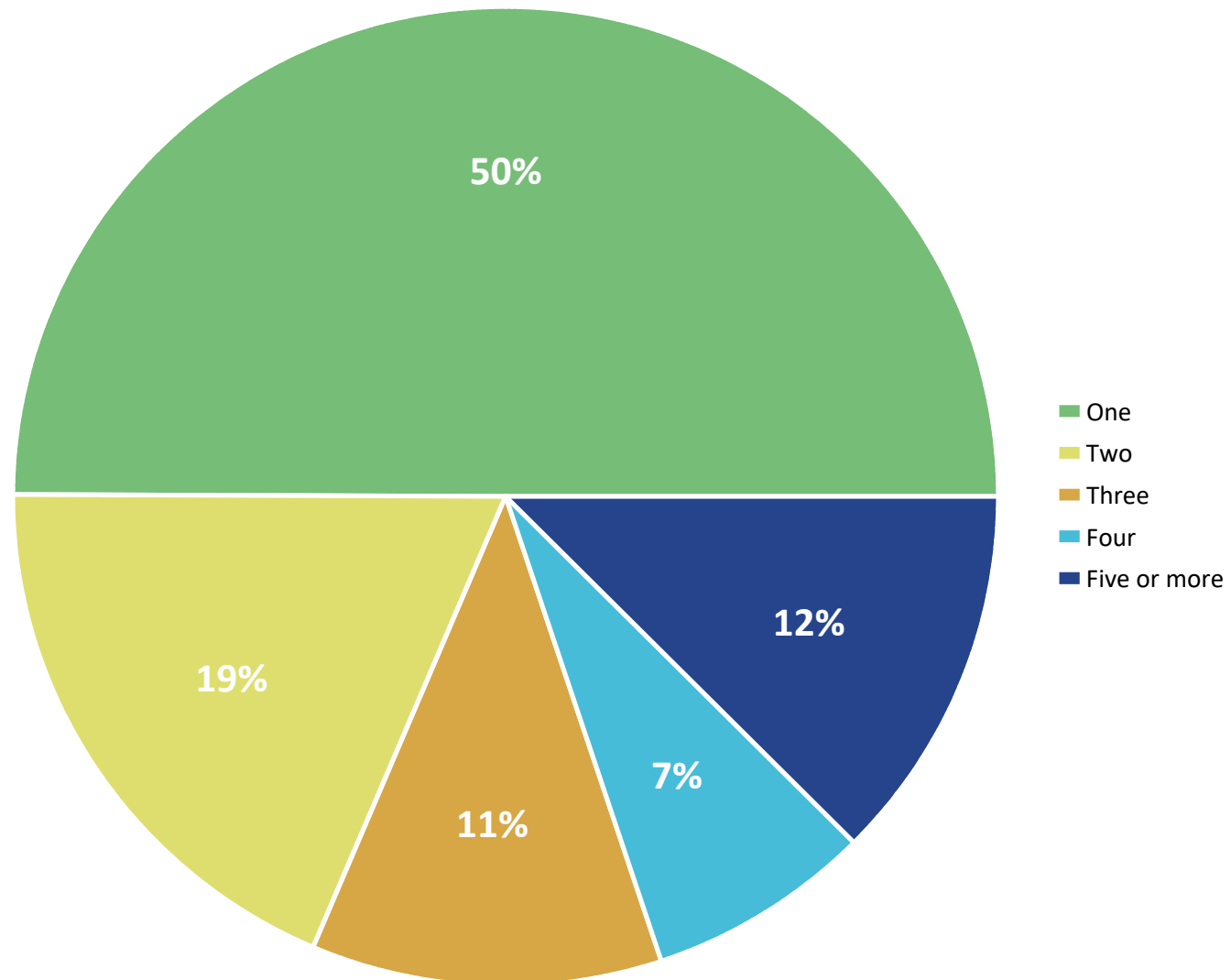
Q1. In the past 24 months, how many members of your household have participated in any of the indoor classes, programs, or activities offered by the City of Hilliard Recreation and Parks?

by percentage of respondents



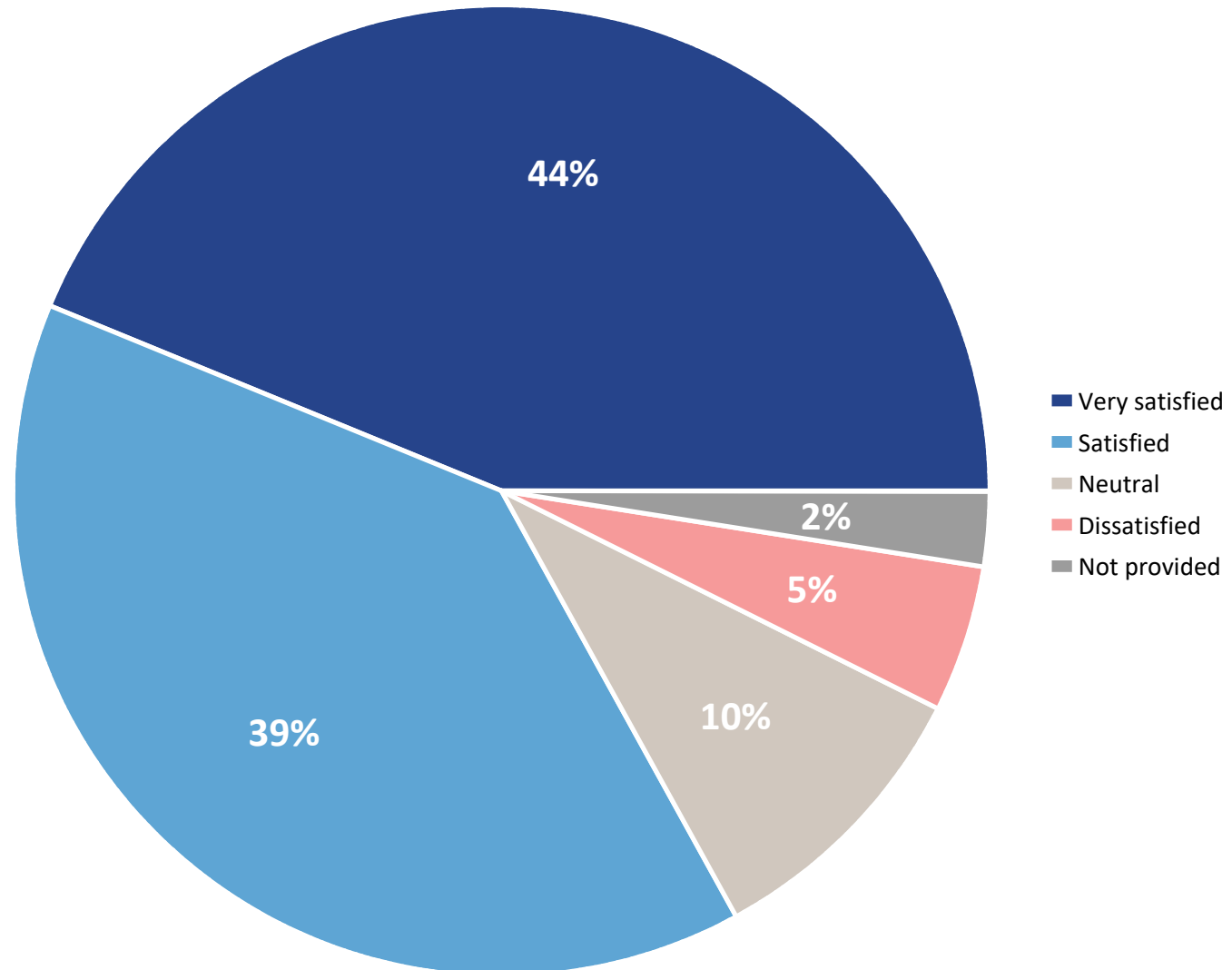
Q1a. In the past 24 months, how many indoor classes, programs, or activities offered by the City of Hilliard Recreation and Parks have you or members of your household participated in?

by percentage of respondents who (or members of their household) had participated in indoor classes/programs/activities offered by the City



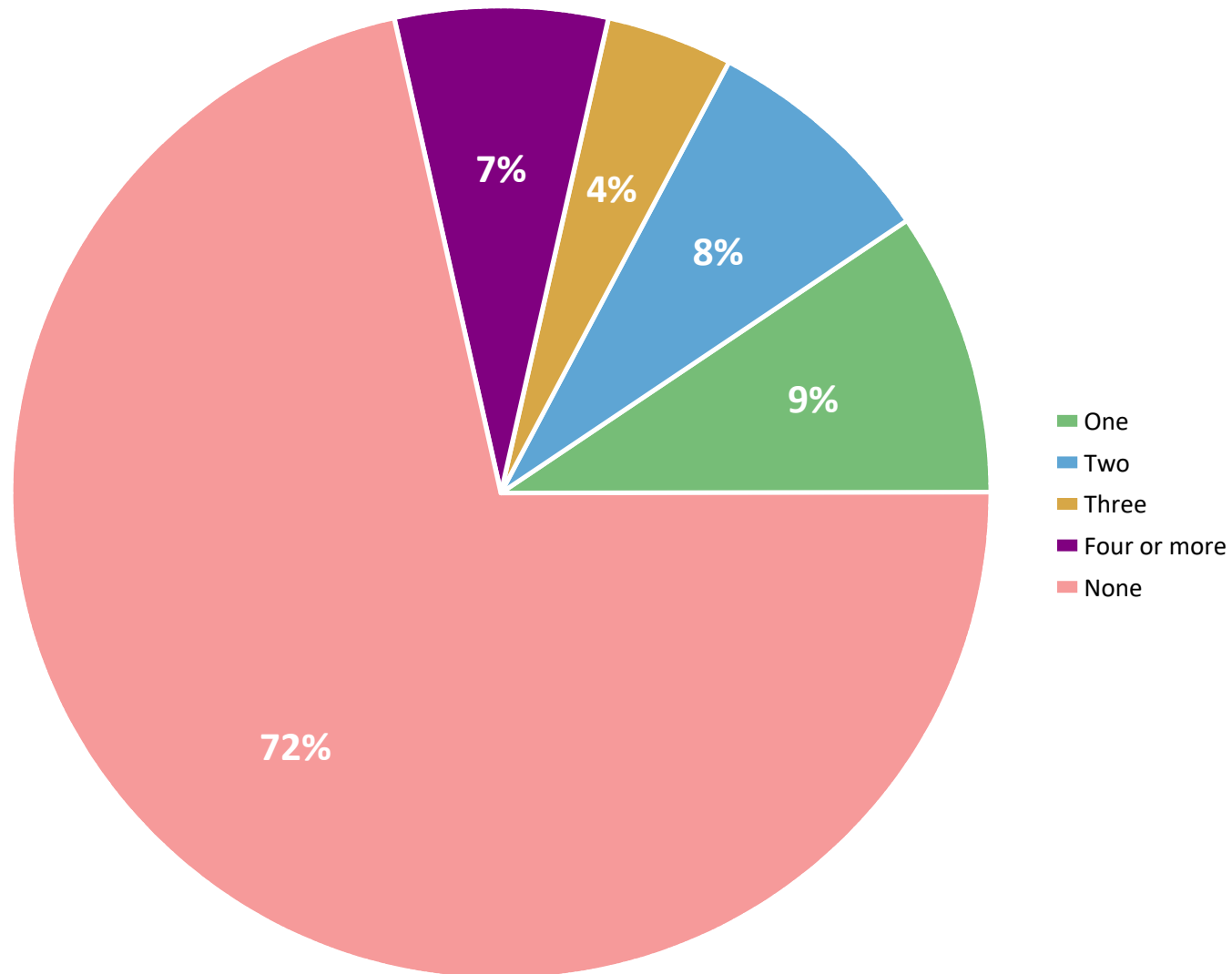
Q1b. Please rate your overall satisfaction with all the indoor classes, programs, or activities offered by the City of Hilliard Recreation and Parks you or members of your household have participated in.

by percentage of respondents who (or members of their household) had participated in indoor classes/programs/activities offered by the City



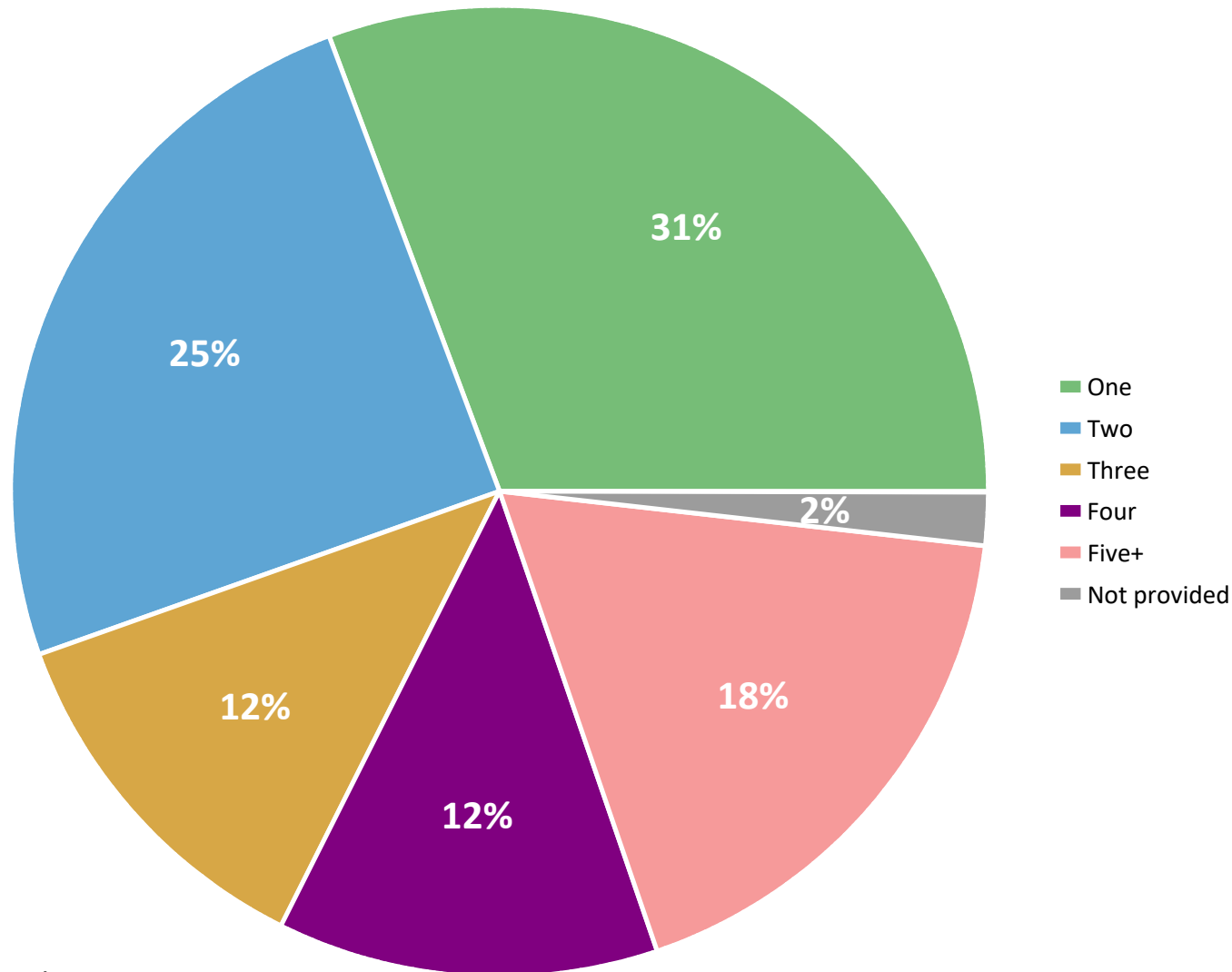
Q2. In the past 24 months, how many members of your household have participated in any of the outdoor classes, programs, or activities offered by the City of Hilliard Recreation and Parks?

by percentage of respondents



Q2a. In the past 24 months, how many outdoor classes, programs, or activities offered by the City of Hilliard Recreation and Parks have you or members of your household participated in?

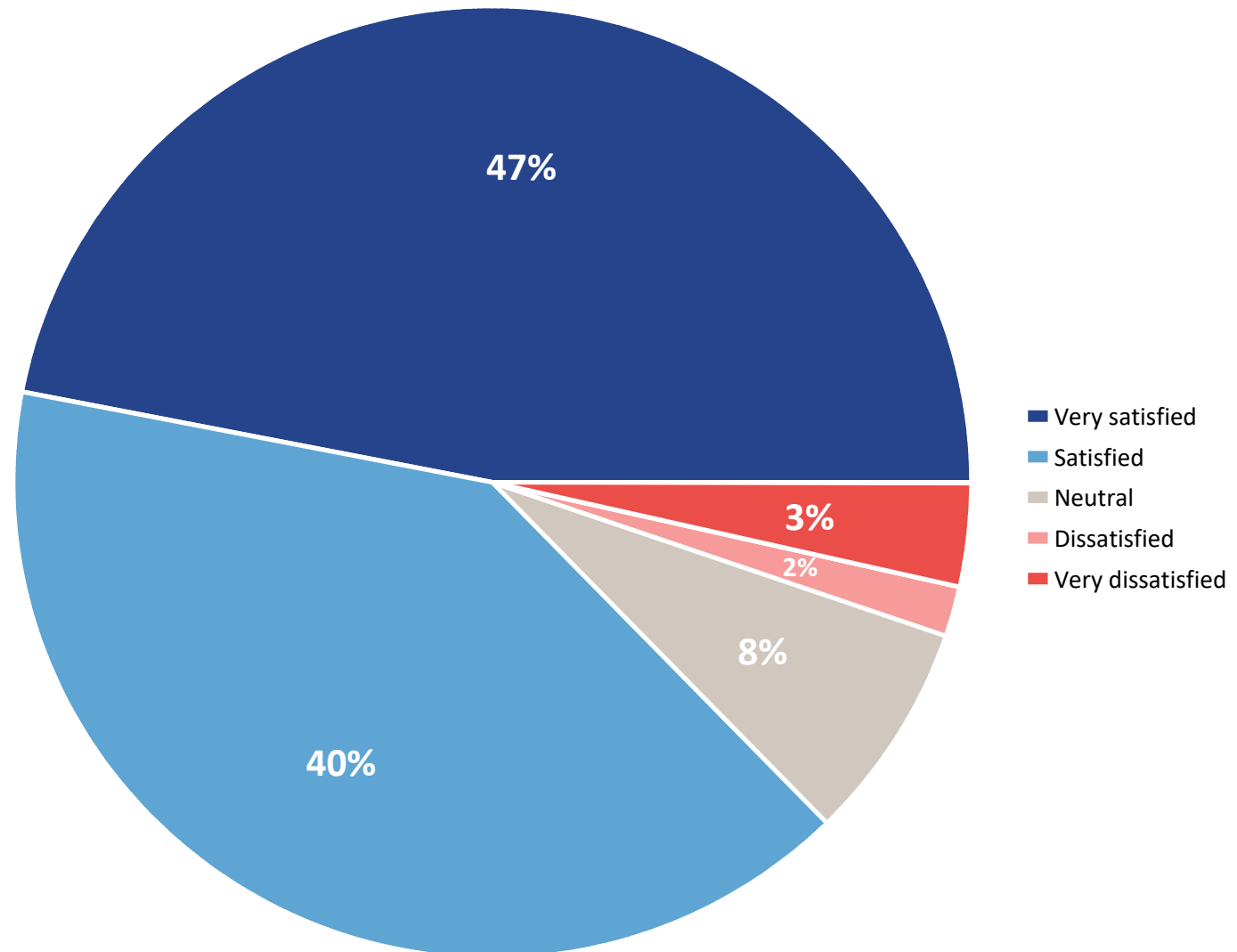
by percentage of respondents who (or members of their household) had participated in outdoor classes/programs/activities offered by the City



Source: ETC Institute (2021)

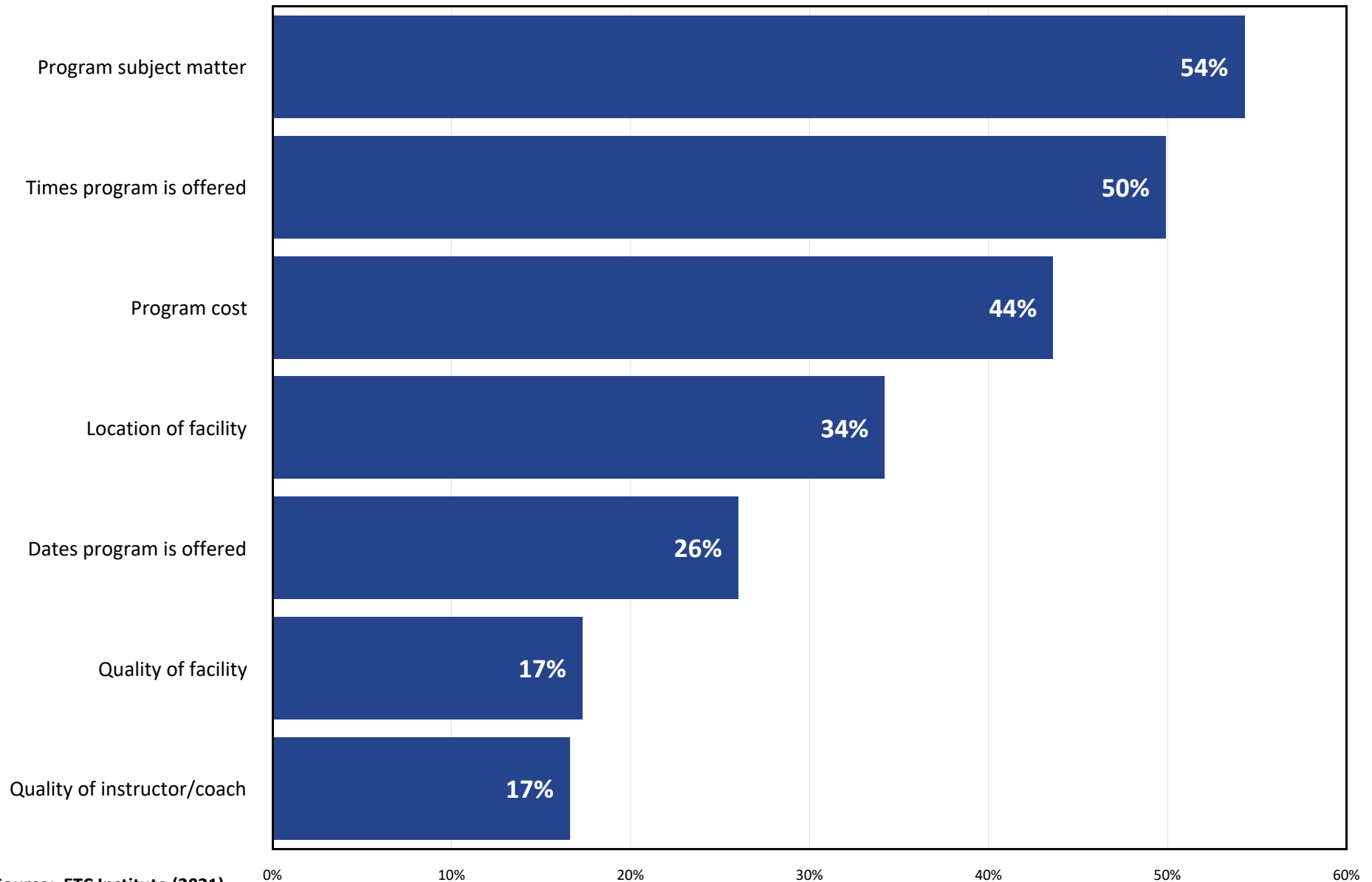
Q2b. Please rate your overall satisfaction with all the outdoor classes, programs, or activities offered by the City of Hilliard Recreation and Parks you or members of your household have participated in.

by percentage of respondents who (or members of their household) had participated in outdoor classes/programs/activities offered by the City
(without "not provided")



Q3. Please check the factors that determine whether you or members of your household participate in recreation classes, programs, or activities.

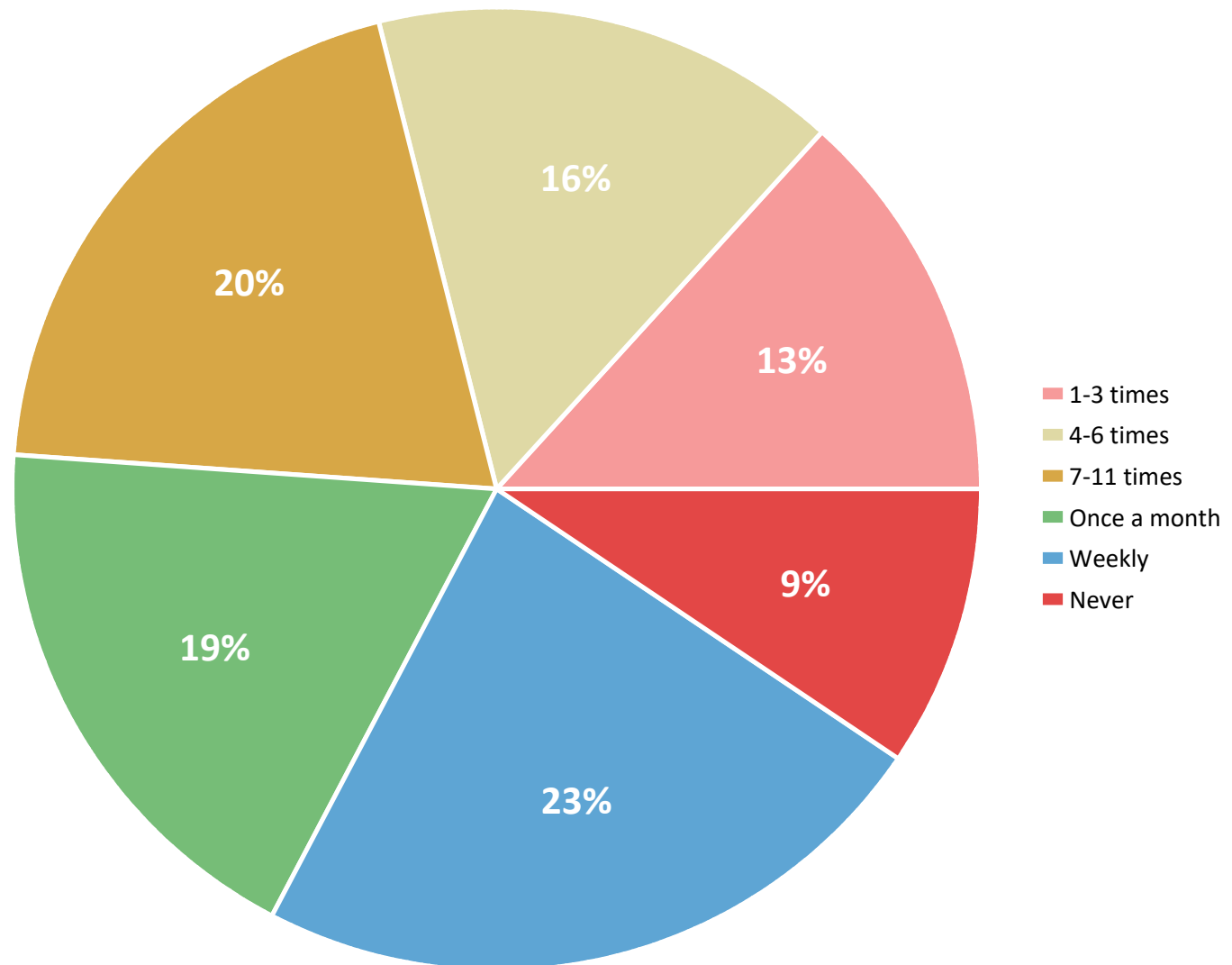
by percentage of respondents (three choices could be selected)



Source: ETC Institute (2021)

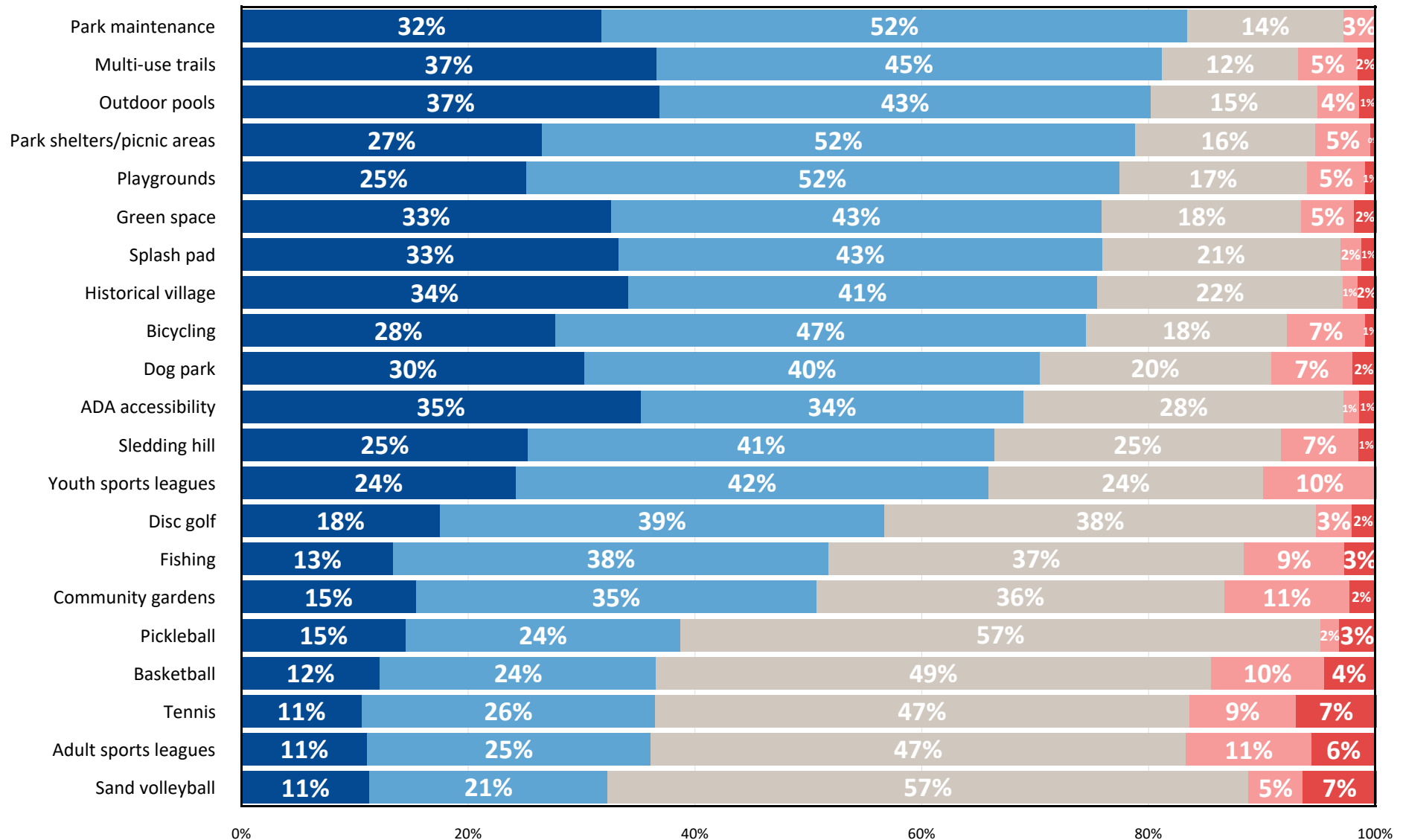
Q4. In the past 24 months, how many times have you or members of your household visited a City of Hilliard park?

by percentage of respondents



Q4a. Based on your experience with City of Hilliard parks, please rate your satisfaction with each of the items below.

by percentage of respondents using a 5-point scale, where 5 means “very satisfied” and 1 means “very dissatisfied”
(without “not applicable”)

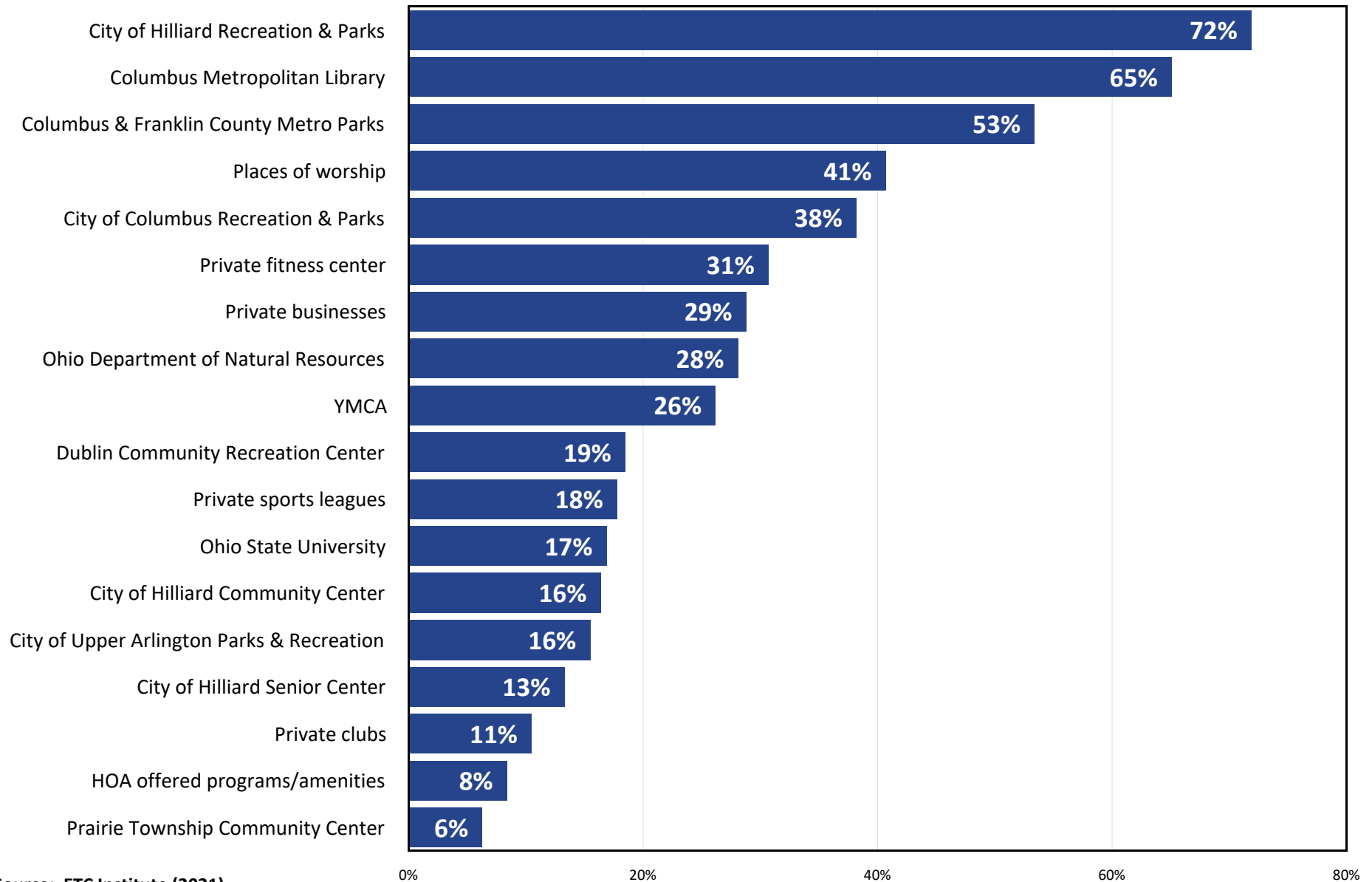


Source: ETC Institute (2021)

Very Satisfied Satisfied Neutral Dissatisfied Very Dissatisfied

Q5. Please CHECK ALL the organizations you and the members of your household use for parks and recreation classes, programs, activities, and facilities.

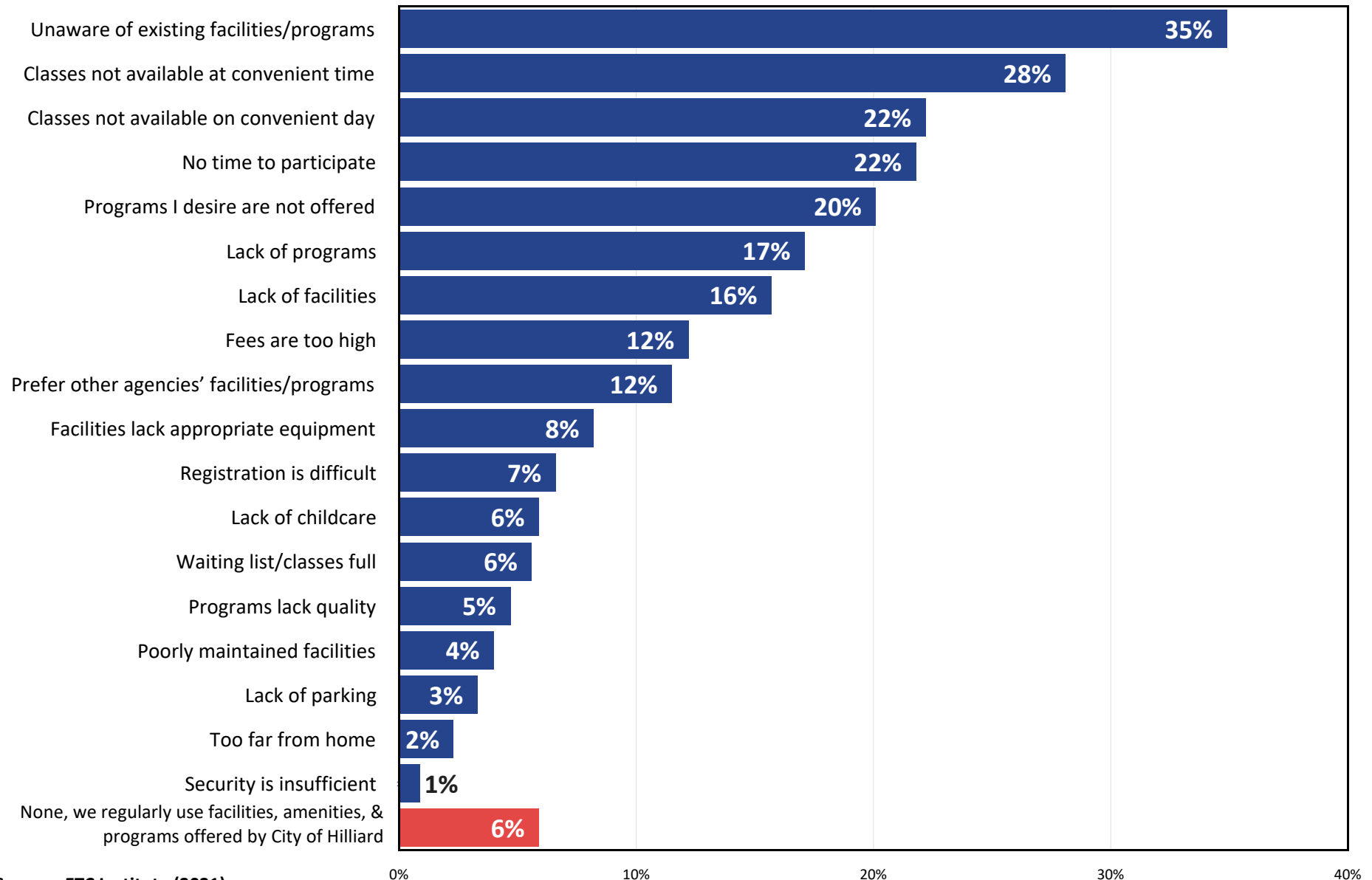
by percentage of respondents (multiple choices could be selected)



Source: ETC Institute (2021)

Q6. What are the reasons that prevent you or other members of your household from using facilities, amenities, and programs offered by the City more often?

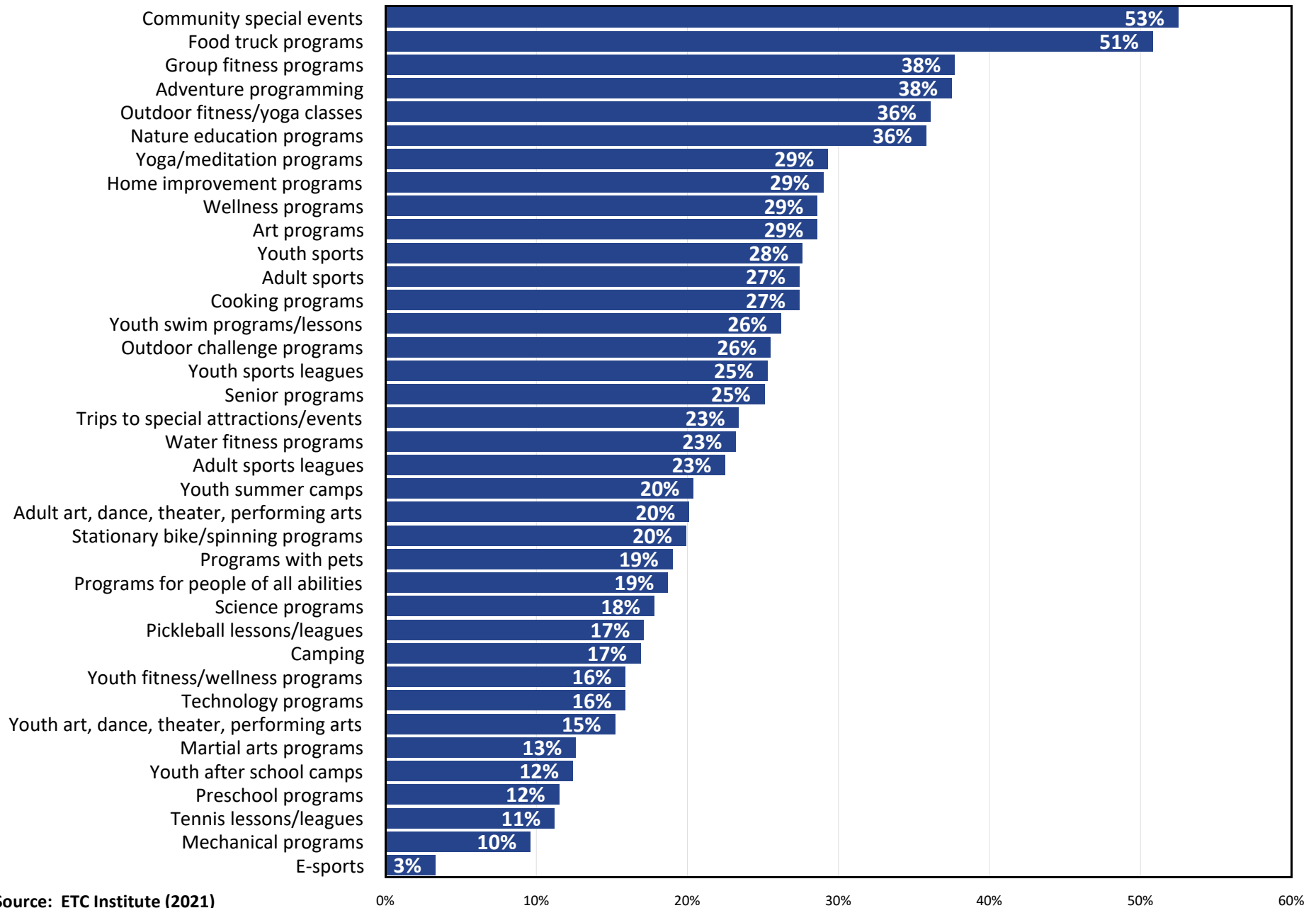
by percentage of respondents (multiple choices could be selected)



Source: ETC Institute (2021)

Q7. Households' Need for Parks and Recreation Programs

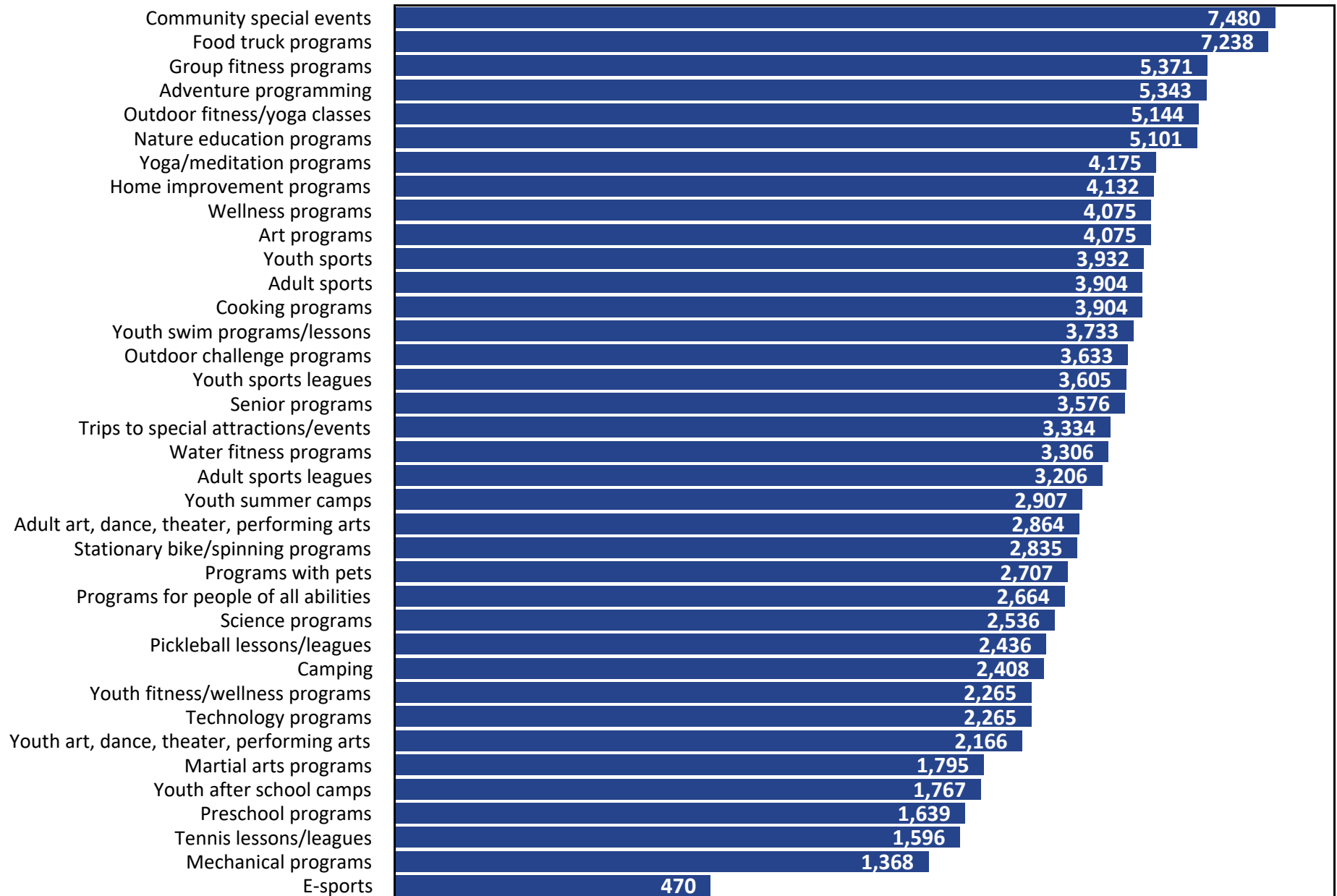
by percentage of respondents that responded "yes" to having a need (multiple choices could be selected)



Source: ETC Institute (2021)

Estimated Number of Households That Have a Need for Programs

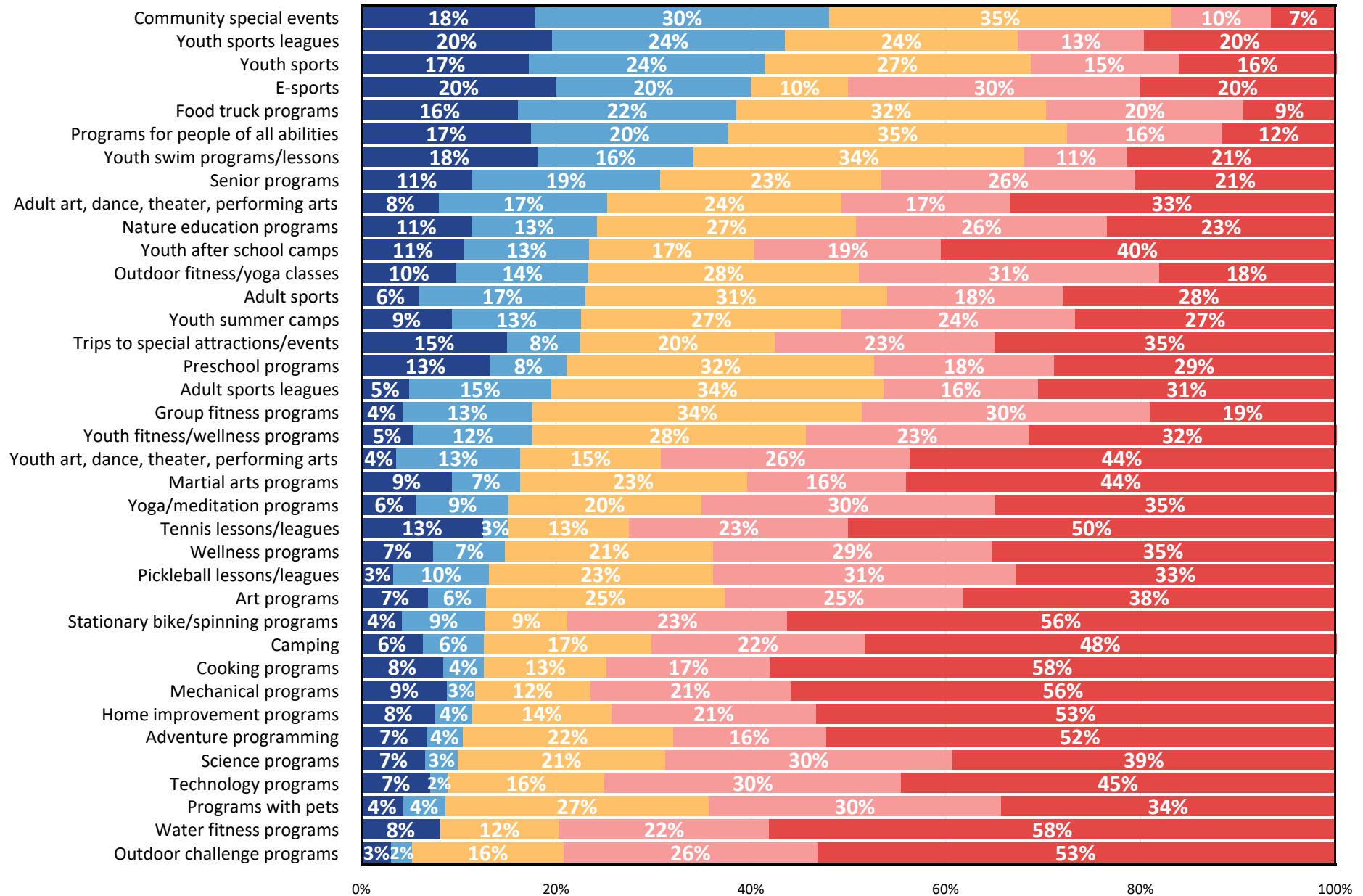
by number of households (based on an estimated 14,248 households in the City of Hilliard, Ohio)



Source: ETC Institute (2021)

Q7. How Well Households' Need for Programs Are Being Met

by percentage of respondents, using a 5-point scale, where 5 means "100% Met" and 1 means "0% Met"

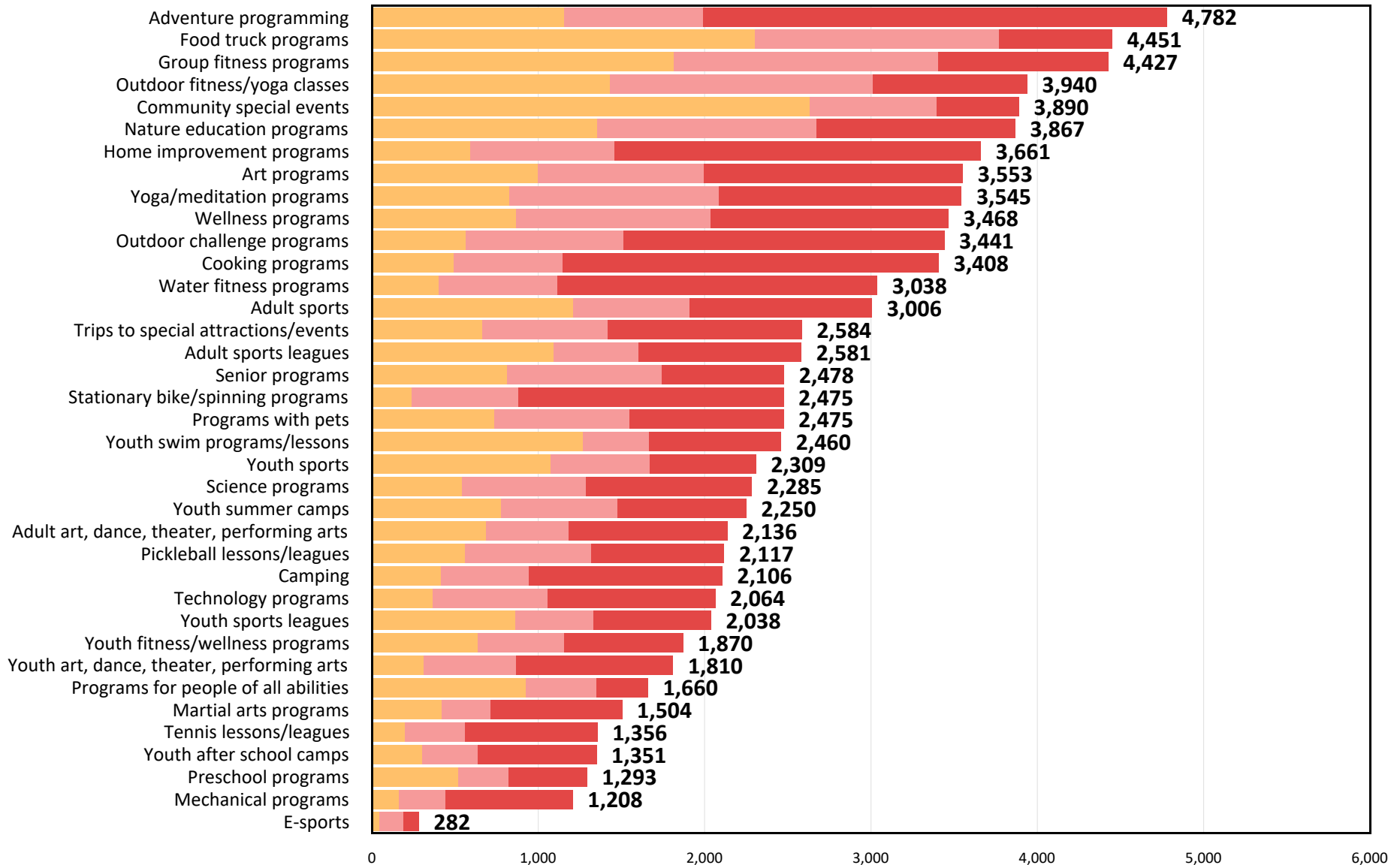


Source: ETC Institute (2021)

100% Met 75% Met 50% Met 25% Met 0% Met

Estimated Number of Households Whose Need for Programs Are Being 50% Met or Less

by number of households (based on an estimated 14,248 households in the City of Hilliard, Ohio)

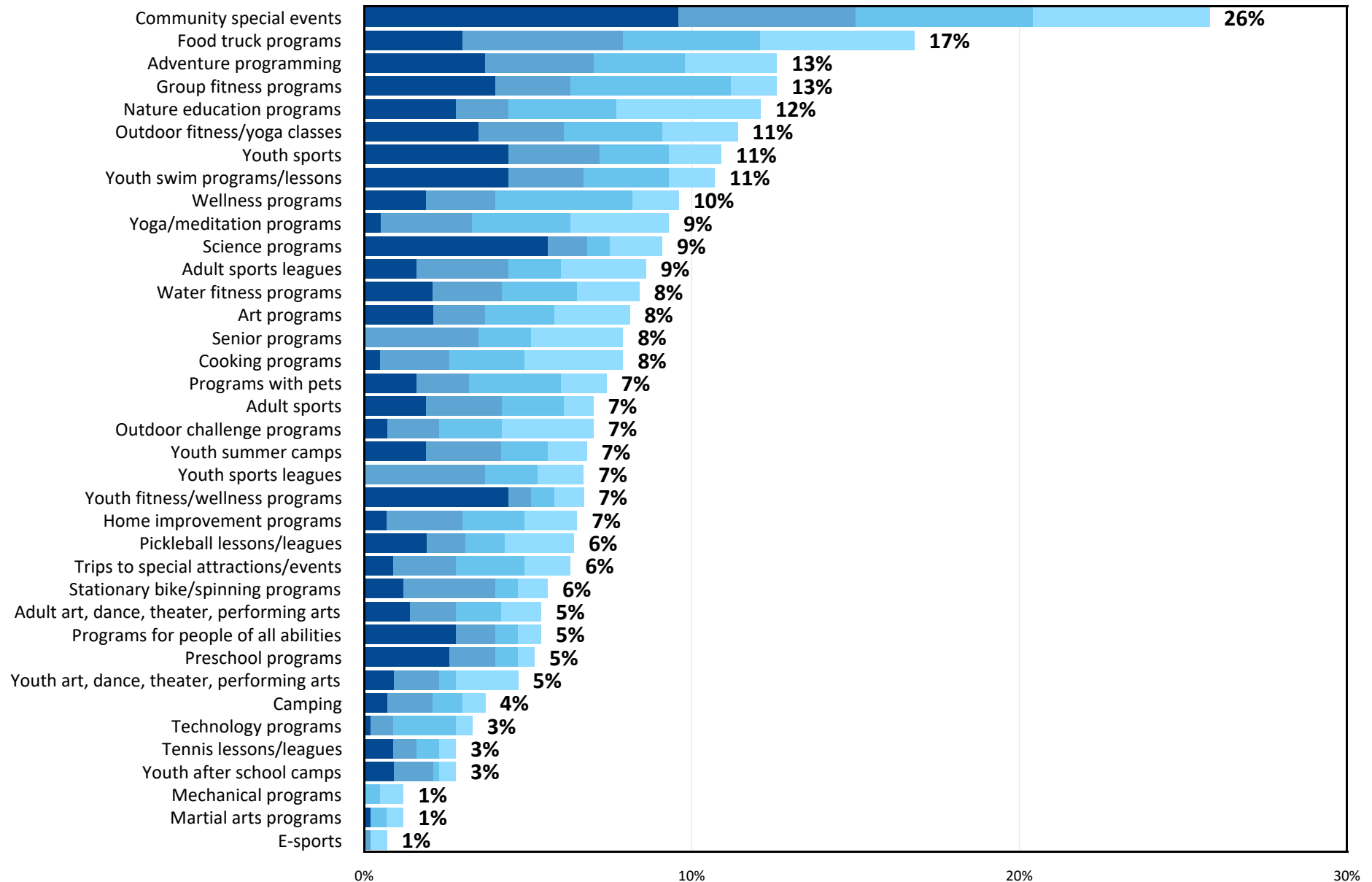


Source: ETC Institute (2021)

50% Met 25% Met 0% Met

Q8. Parks and Recreation Programs That Are Most Important to Households

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

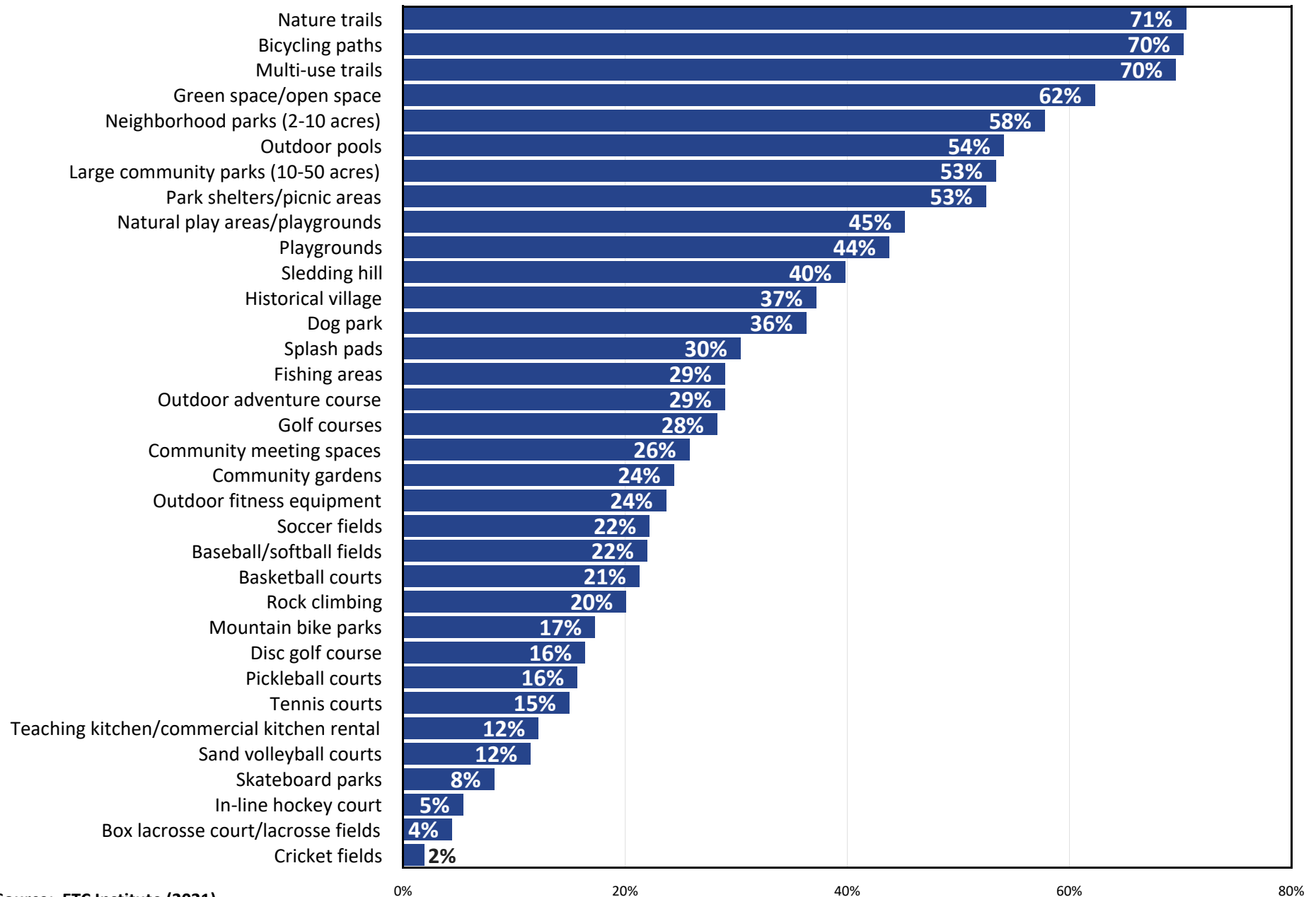


Source: ETC Institute (2021)

Most Important 2nd Choice 3rd Choice 4th Choice

Q9. Households' Need for Parks and Recreation Amenities

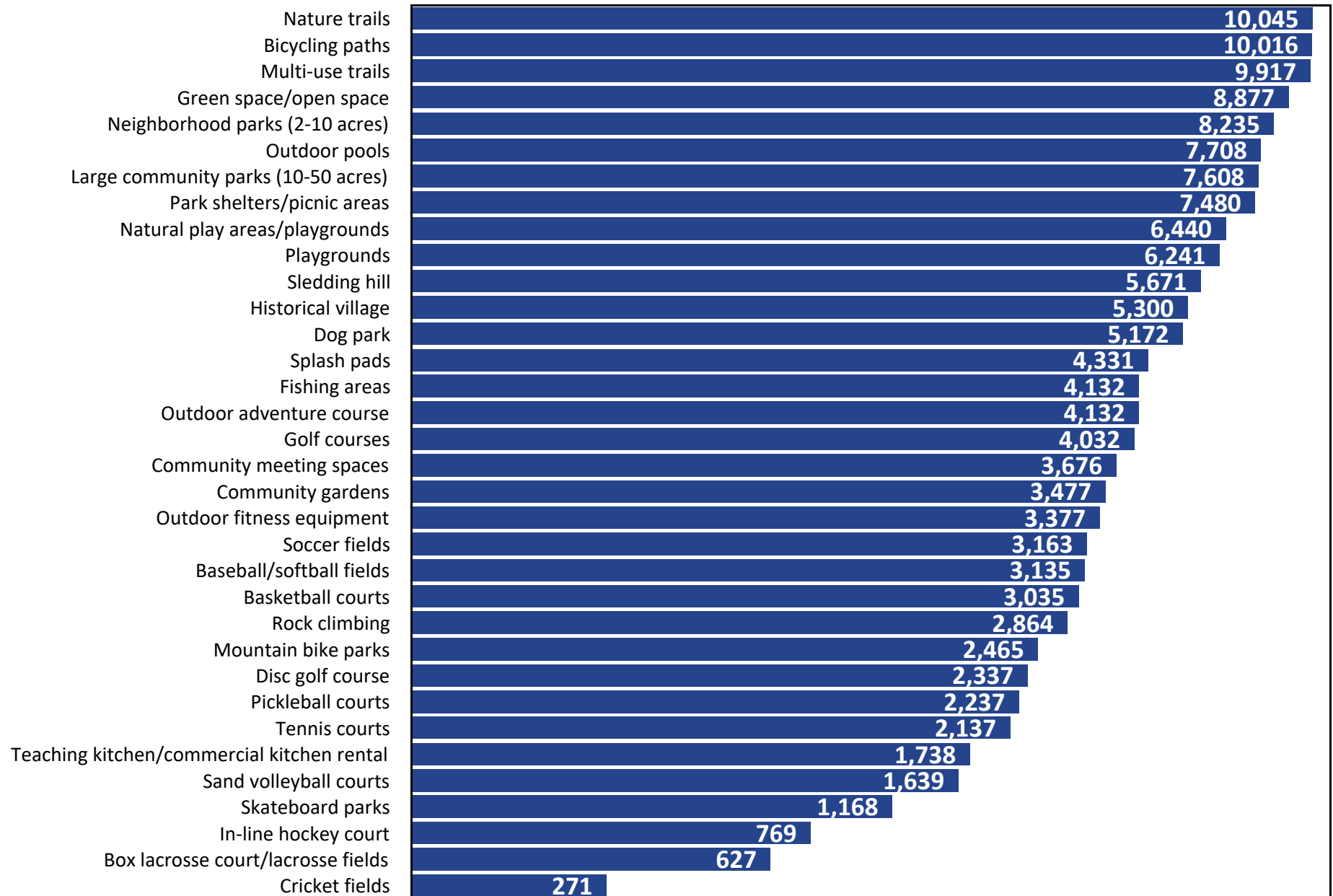
by percentage of respondents that responded "yes" to having a need (multiple choices could be selected)



Source: ETC Institute (2021)

Estimated Number of Households That Have a Need for Amenities

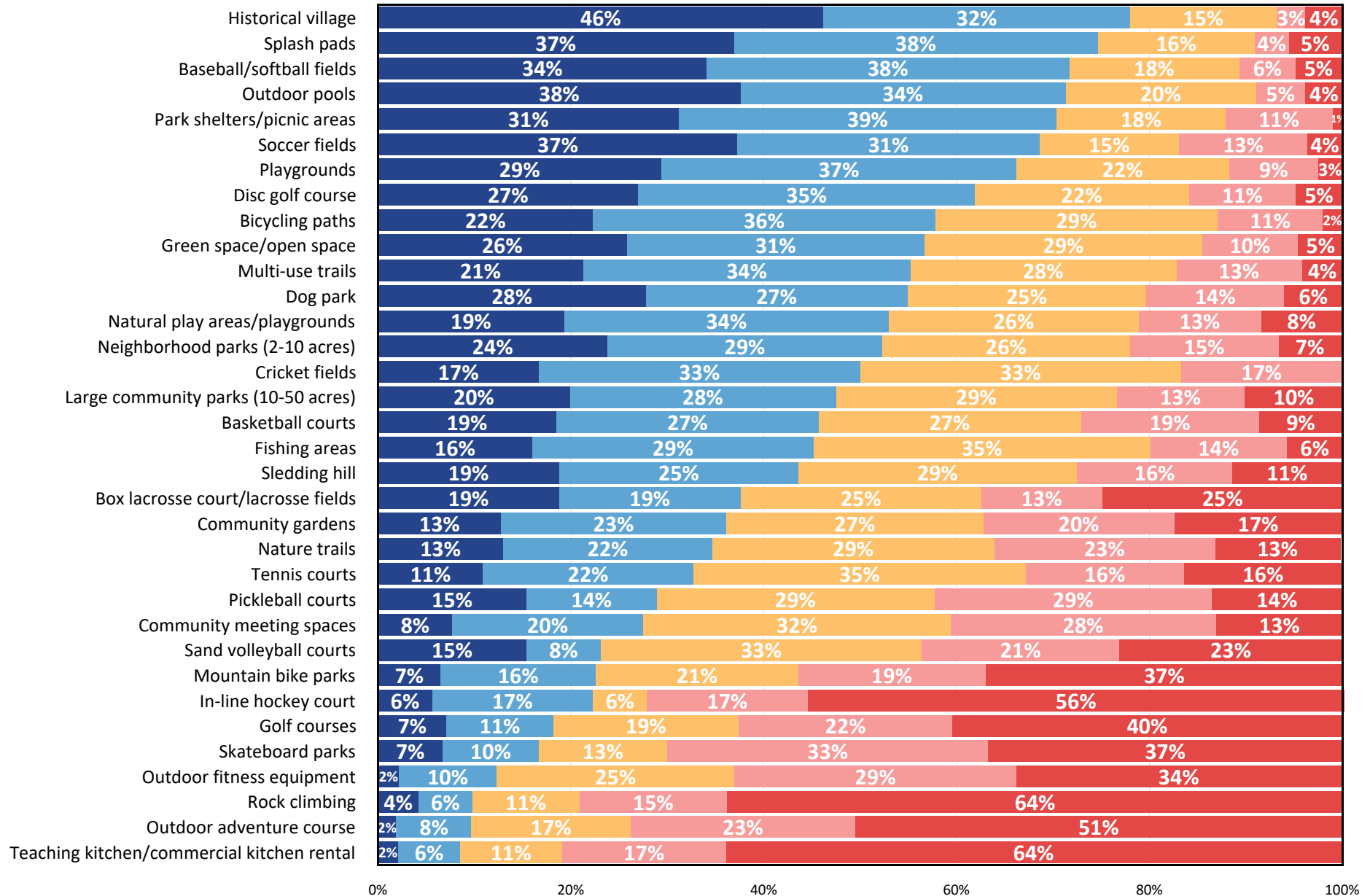
by number of households (based on an estimated 14,248 households in the City of Hilliard, Ohio)



Source: ETC Institute (2021)

Q9. How Well Households' Need for Amenities Are Being Met

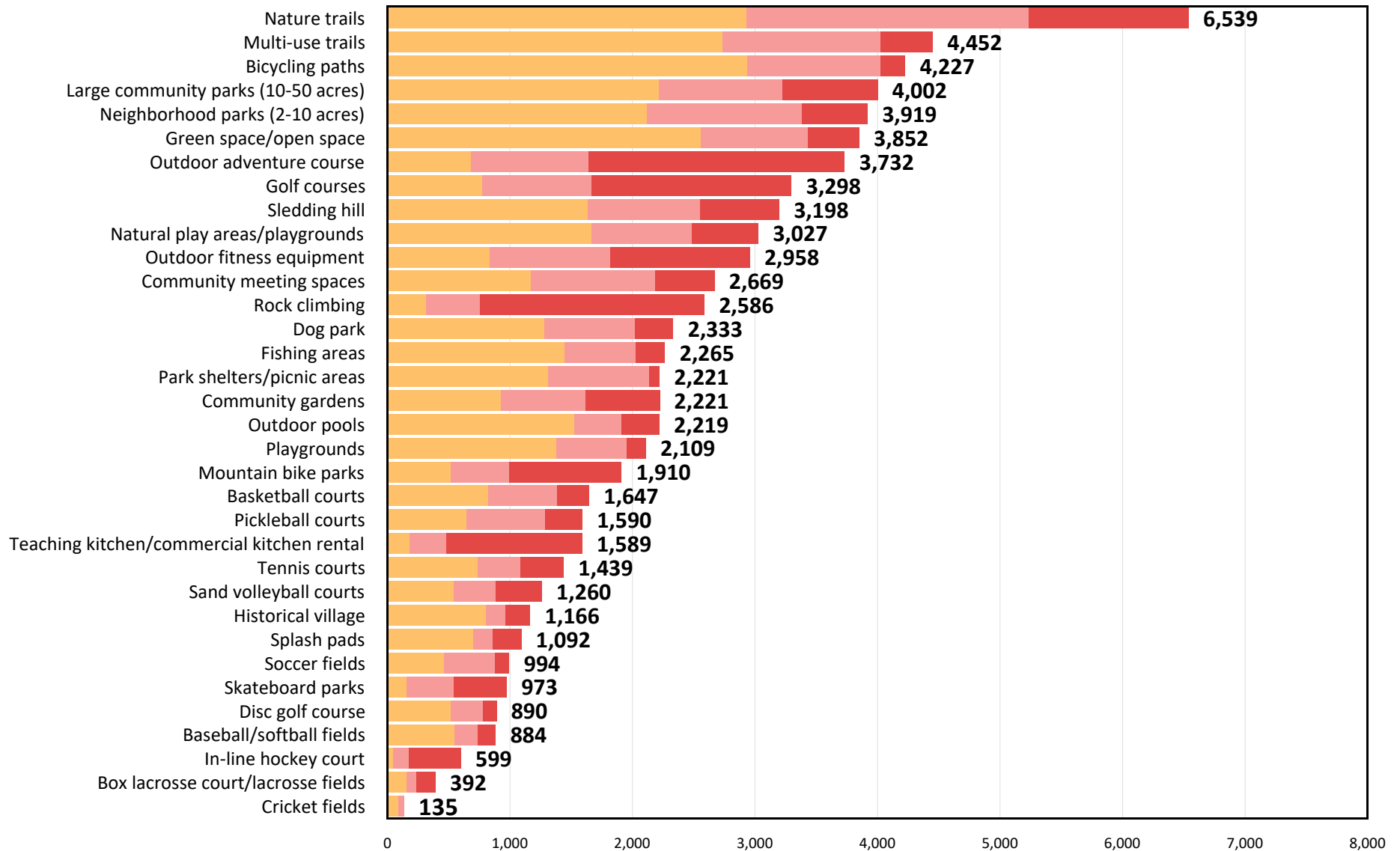
by percentage of respondents, using a 5-point scale, where 5 means "100% Met" and 1 means "0% Met"



Source: ETC Institute (2021)

Estimated Number of Households Whose Need for Amenities Are Being 50% Met or Less

by number of households (based on an estimated 14,248 households in the City of Hilliard, Ohio)

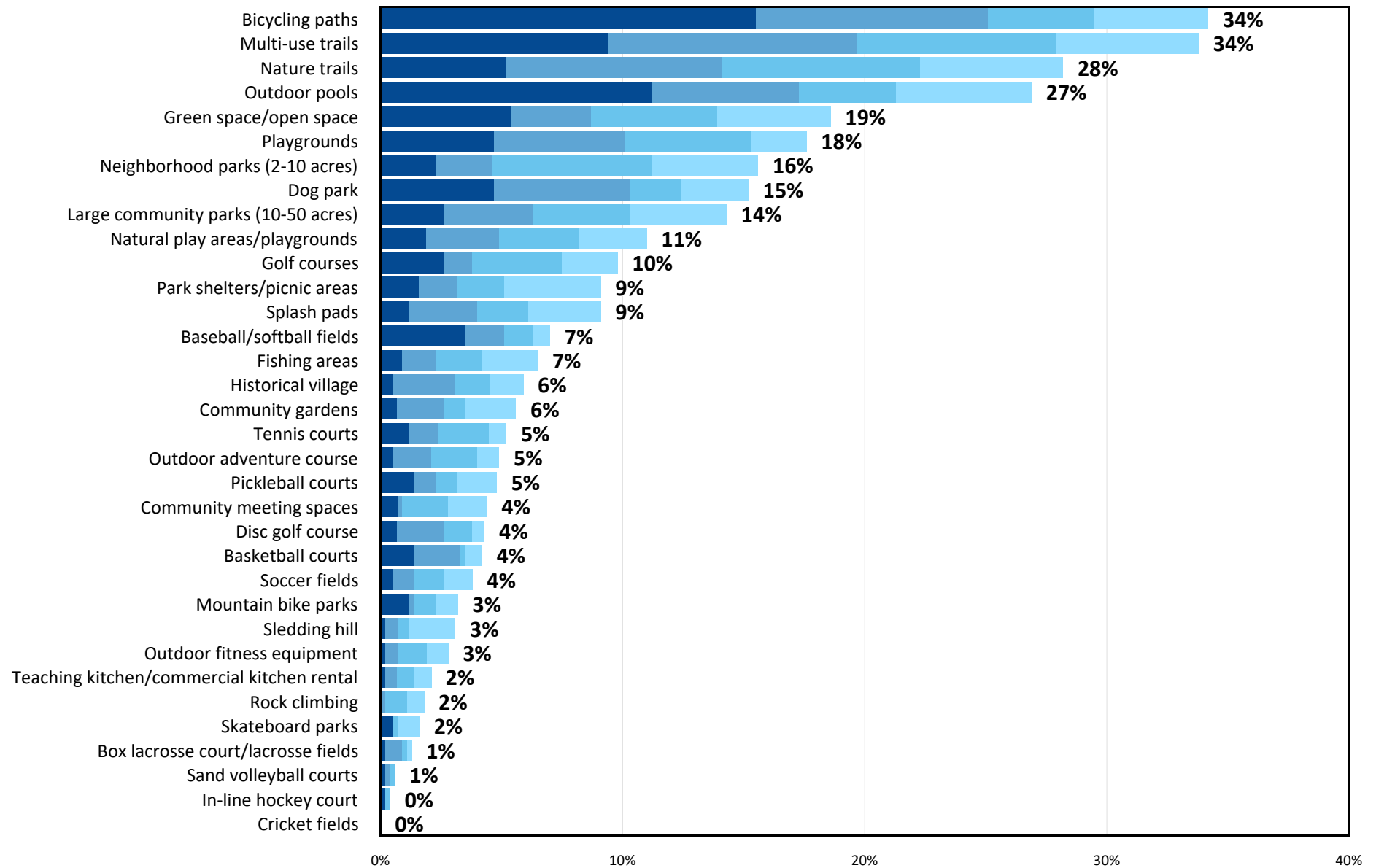


Source: ETC Institute (2021)

50% Met 25% Met 0% Met

Q10. Parks and Recreation Amenities That Are Most Important to Households

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

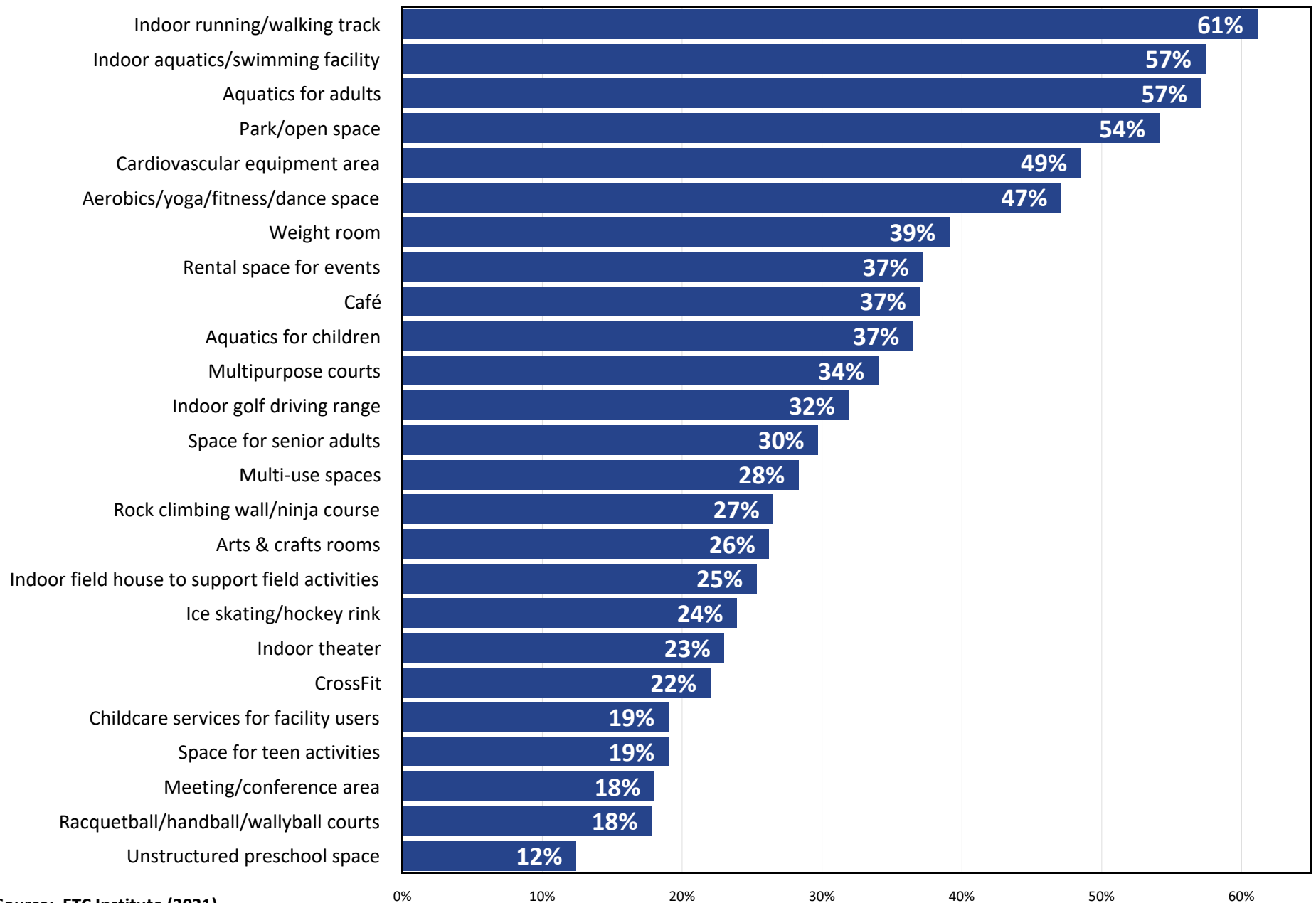


Source: ETC Institute (2021)

■ Most Important ■ 2nd Choice ■ 3rd Choice ■ 4th Choice

Q11. Households' Need for Community Center Amenities/Programs

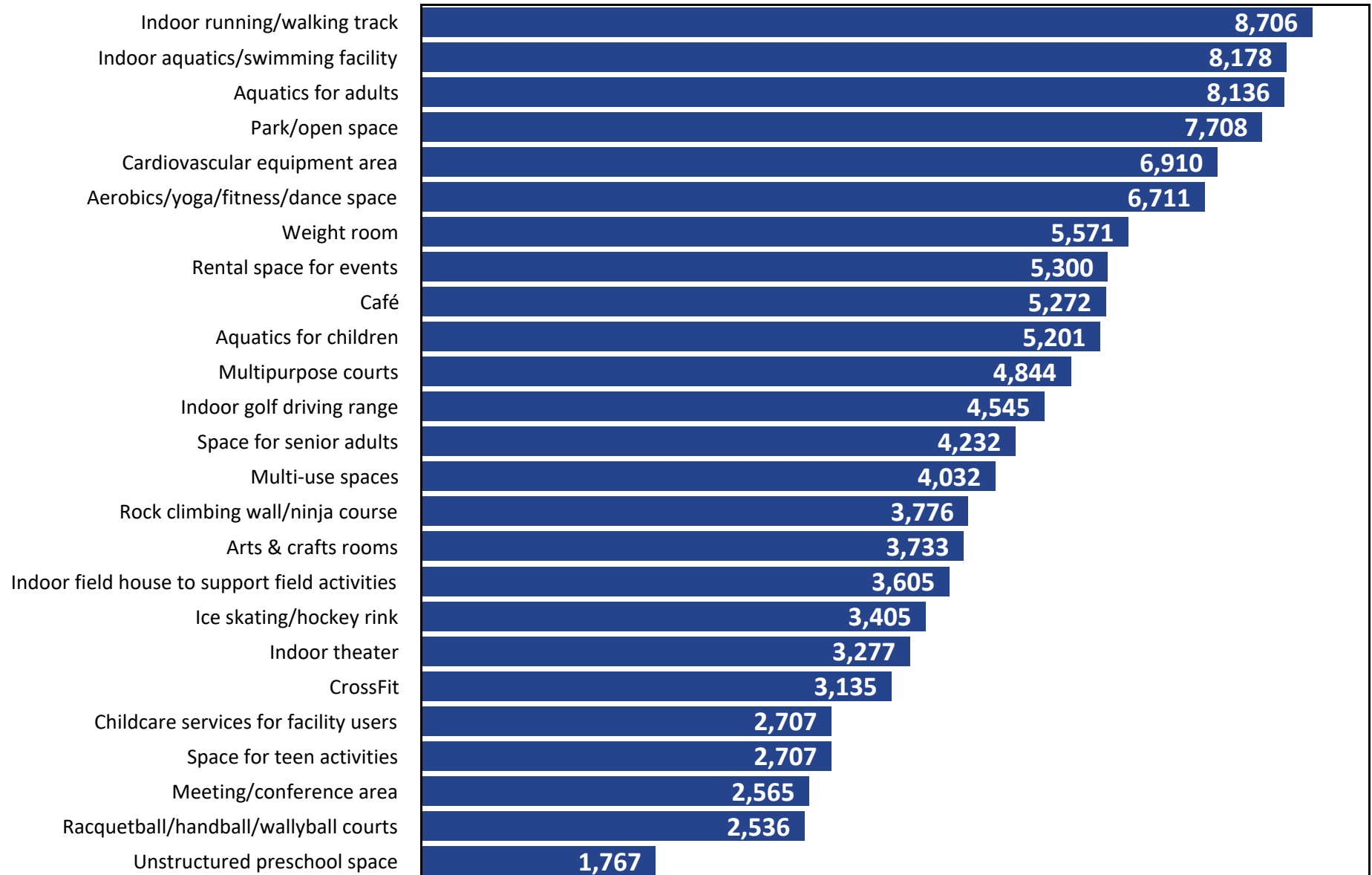
by percentage of respondents that responded "yes" to having a need (multiple choices could be selected)



Source: ETC Institute (2021)

Estimated Number of Households That Have a Need for Community Center Amenities/Programs

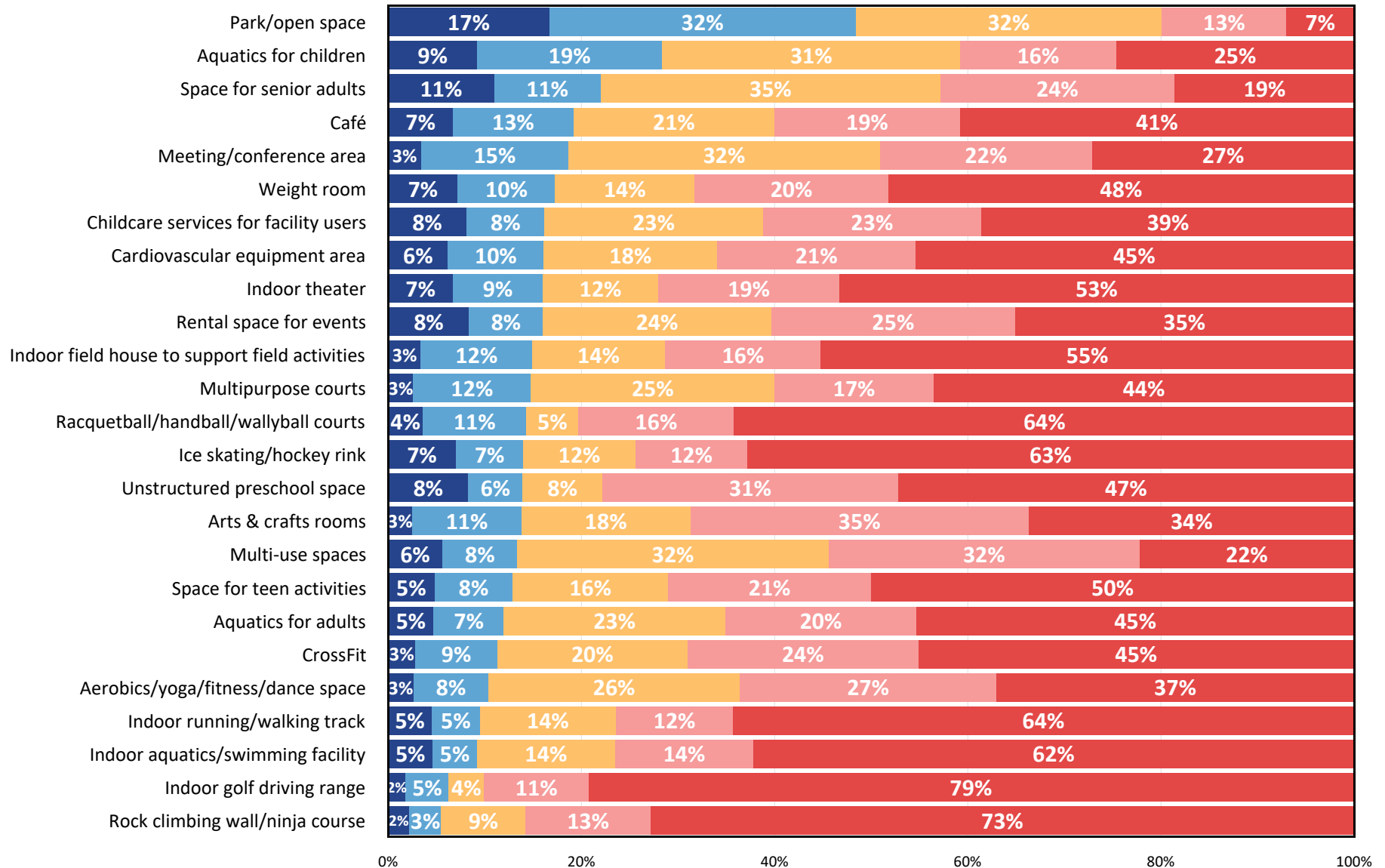
by number of households (based on an estimated 14,248 households in the City of Hilliard, Ohio)



Source: ETC Institute (2021)

Q11. How Well Households' Need for Community Center Amenities/Programs

by percentage of respondents, using a 5-point scale, where 5 means "100% Met" and 1 means "0% Met"

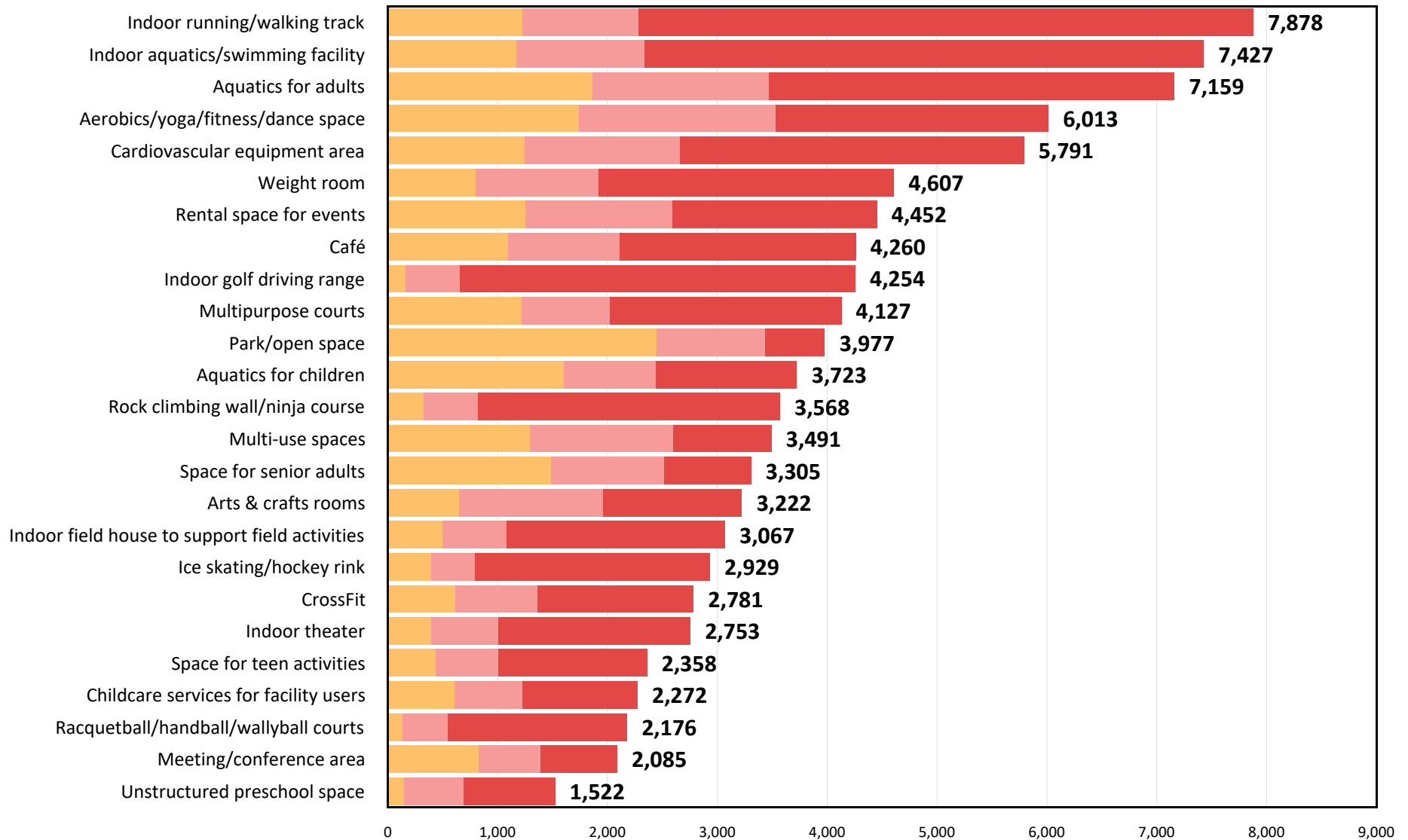


Source: ETC Institute (2021)

100% Met 75% Met 50% Met 25% Met 0% Met

Estimated Number of Households Whose Need for Community Center Amenities/Programs Are Being 50% Met or Less

by number of households (based on an estimated 14,248 households in the City of Hilliard, Ohio)

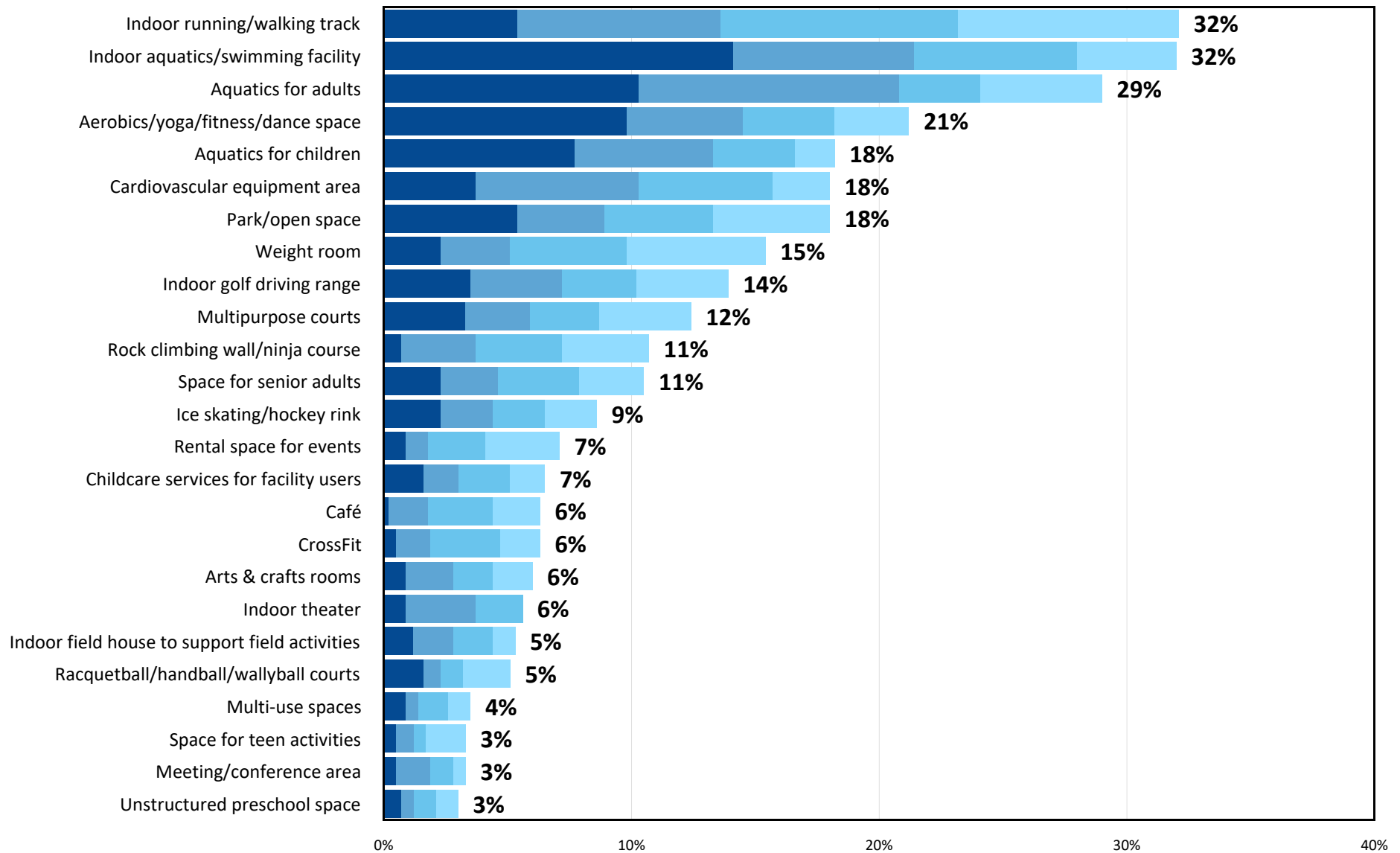


Source: ETC Institute (2021)

50% Met 25% Met 0% Met

Q12. Community Center Amenities/Programs That Are Most Important to Households

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

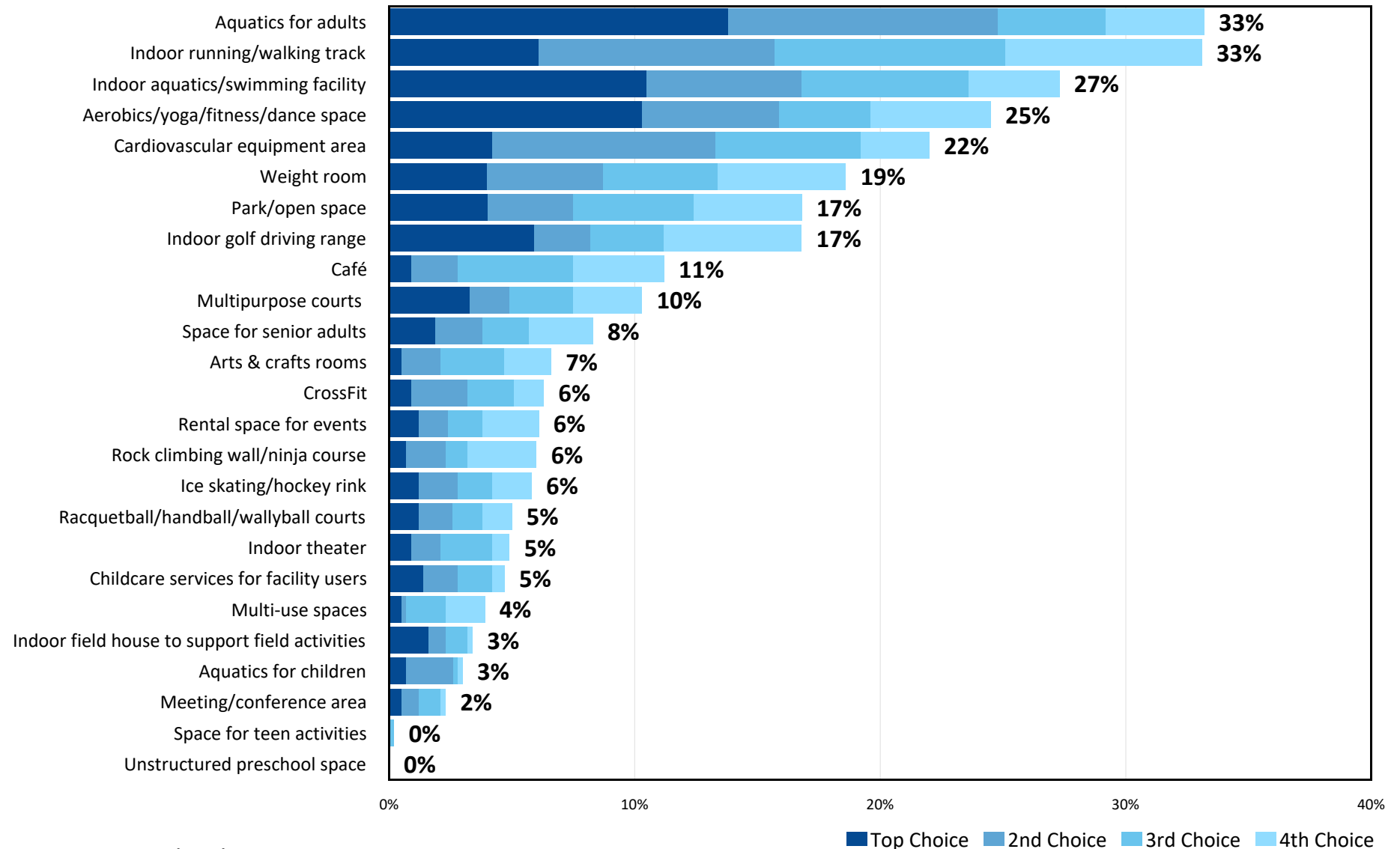


Source: ETC Institute (2021)

■ Most Important ■ 2nd Choice ■ 3rd Choice ■ 4th Choice

Q13. What amenities/programs would adults (18 years or older) in your household use the most if the City were to offer them in a new Community Center?

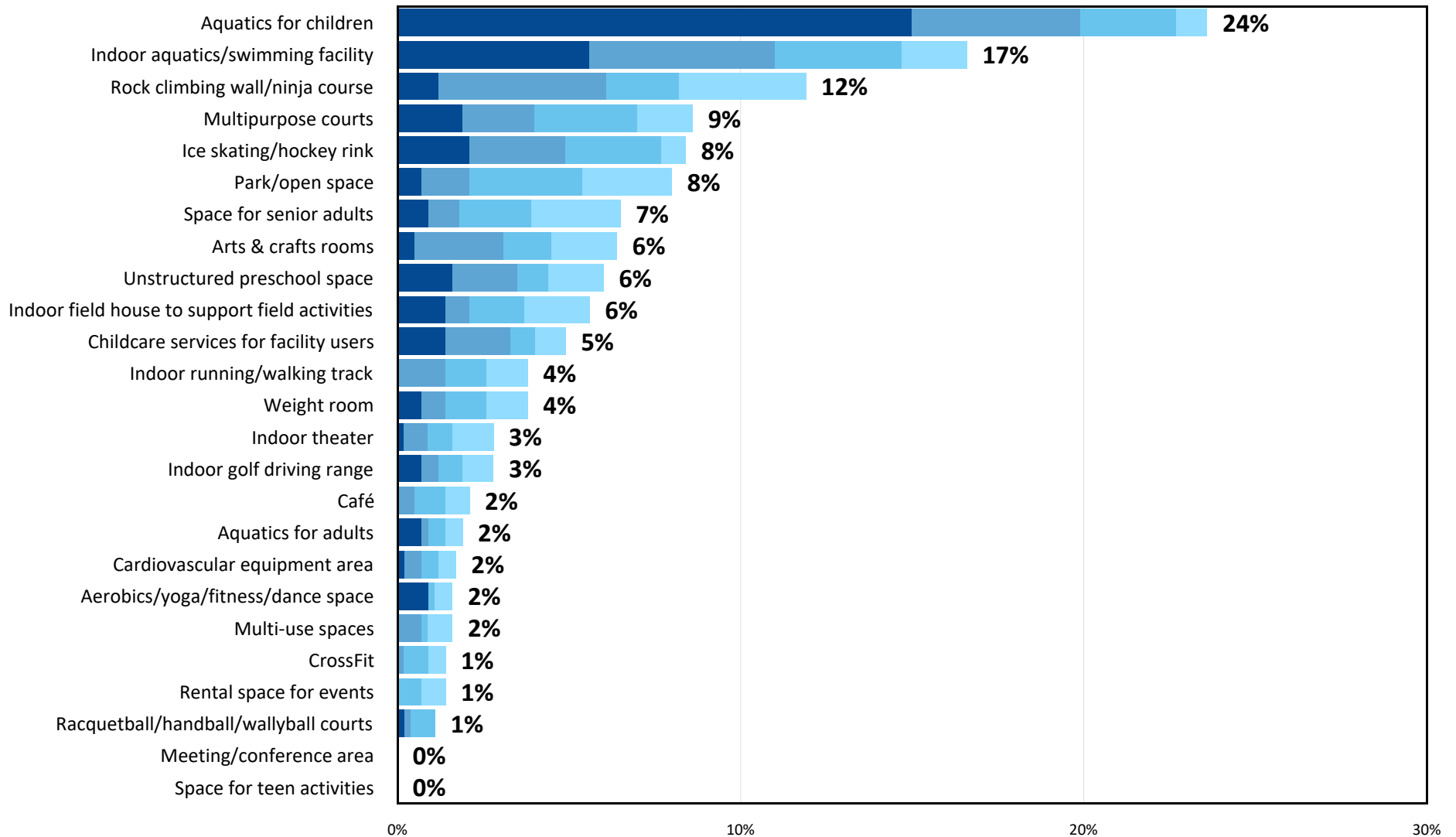
by percentage of households who selected the items as one of their top four choices



Source: ETC Institute (2021)

Q14. What amenities/programs would youth (17 years or younger) in your household use the most if the City were to offer them in a new Community Center?

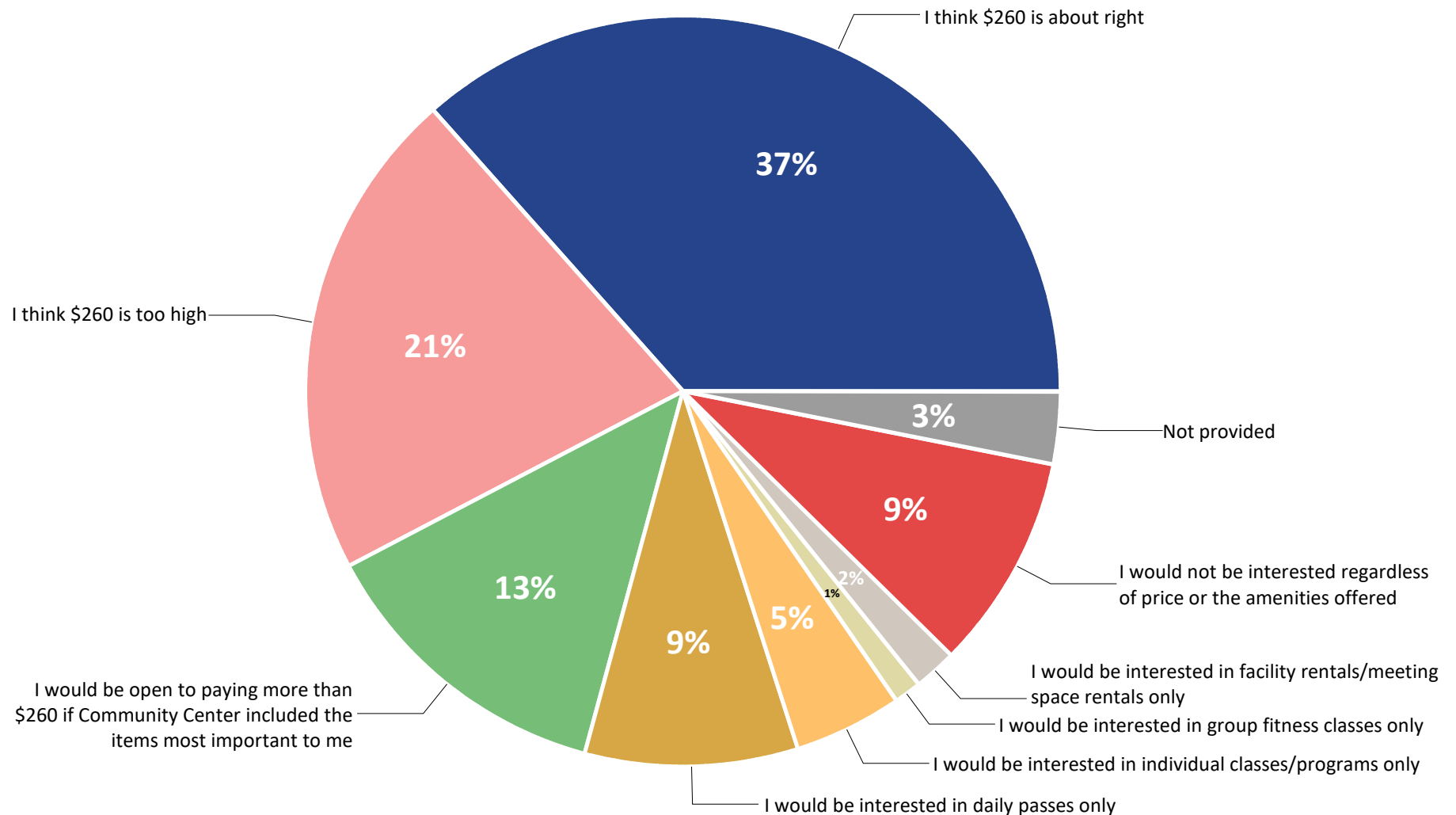
by percentage of households who selected the items as one of their top four choices



Source: ETC Institute (2021)

Q15. Assuming the City constructed a new Community Center that included the amenities that are most important to you and the members of your household, how would you feel about paying \$260 annually for an individual adult membership?

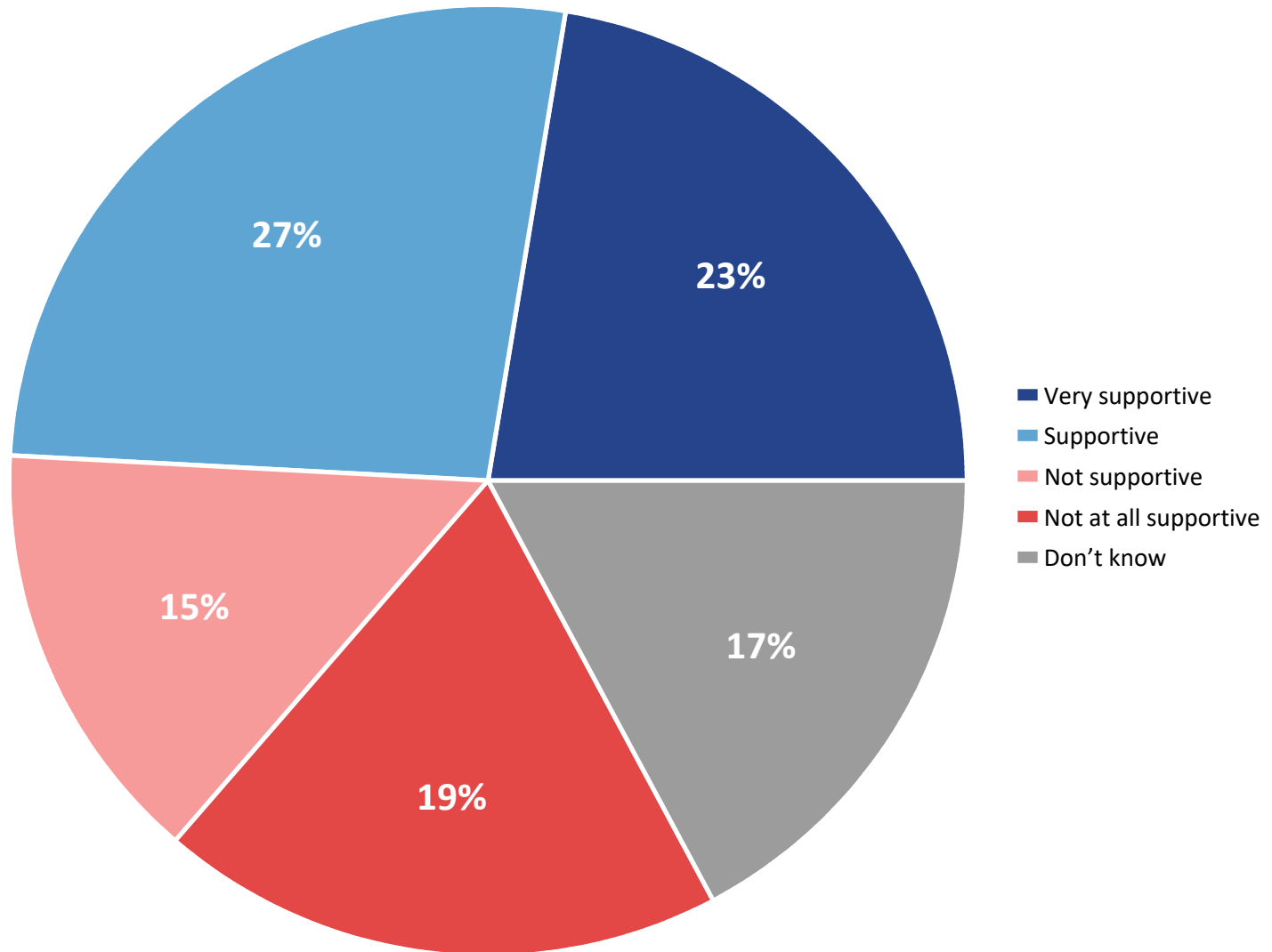
by percentage of respondents



Source: ETC Institute (2021)

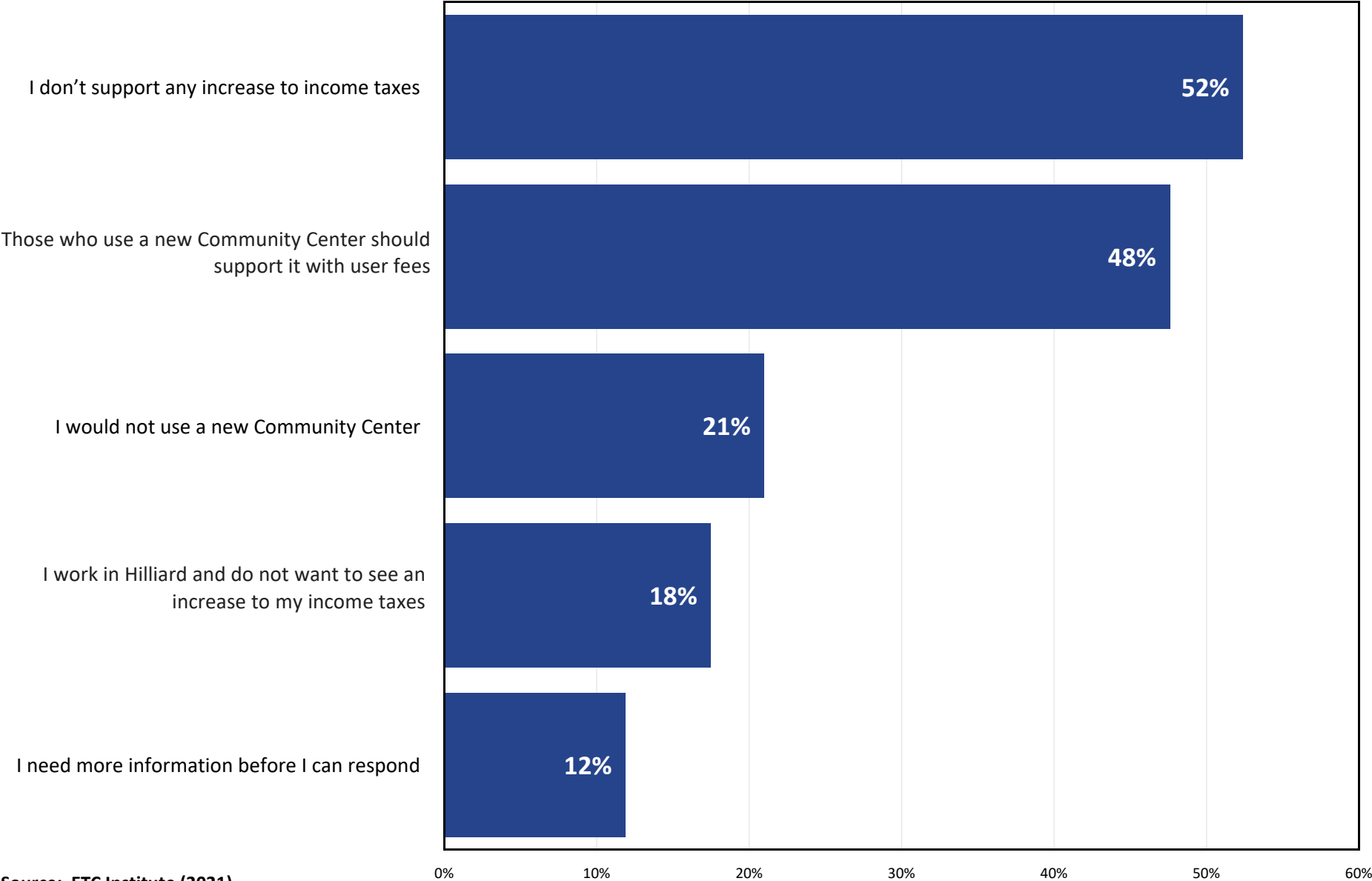
Q16. How supportive would you be of an additional 0.5% income tax for individuals working in the City if it was dedicated to recreation and parks, including the construction and operation of a new Community Center that would meet your household's needs?

by percentage of respondents



Q16a. If you answered "not supportive" or "not at all supportive" to Question 16, please select all the reasons why.

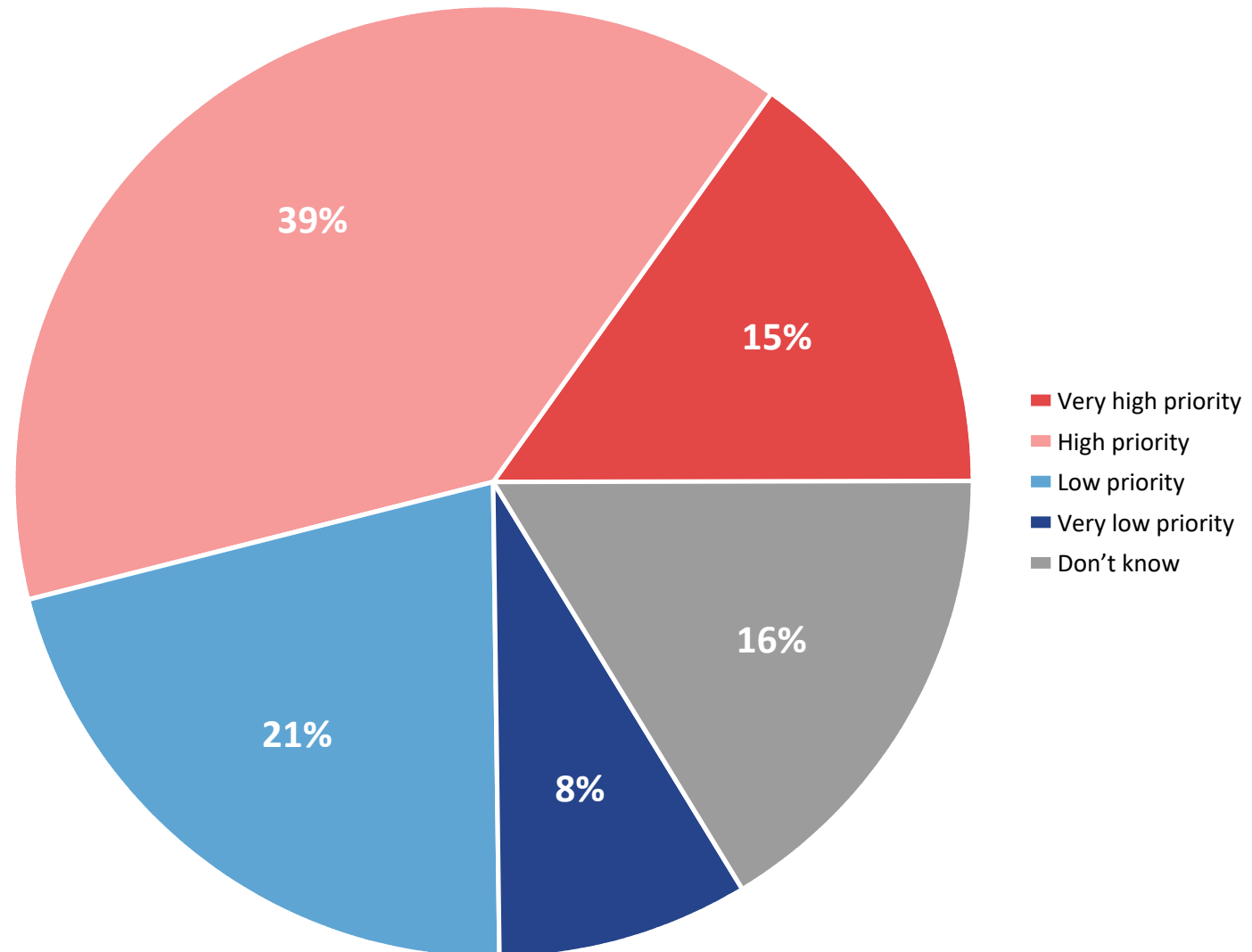
by percentage of respondents who are not supportive of an increase income tax (multiple choices could be selected)



Source: ETC Institute (2021)

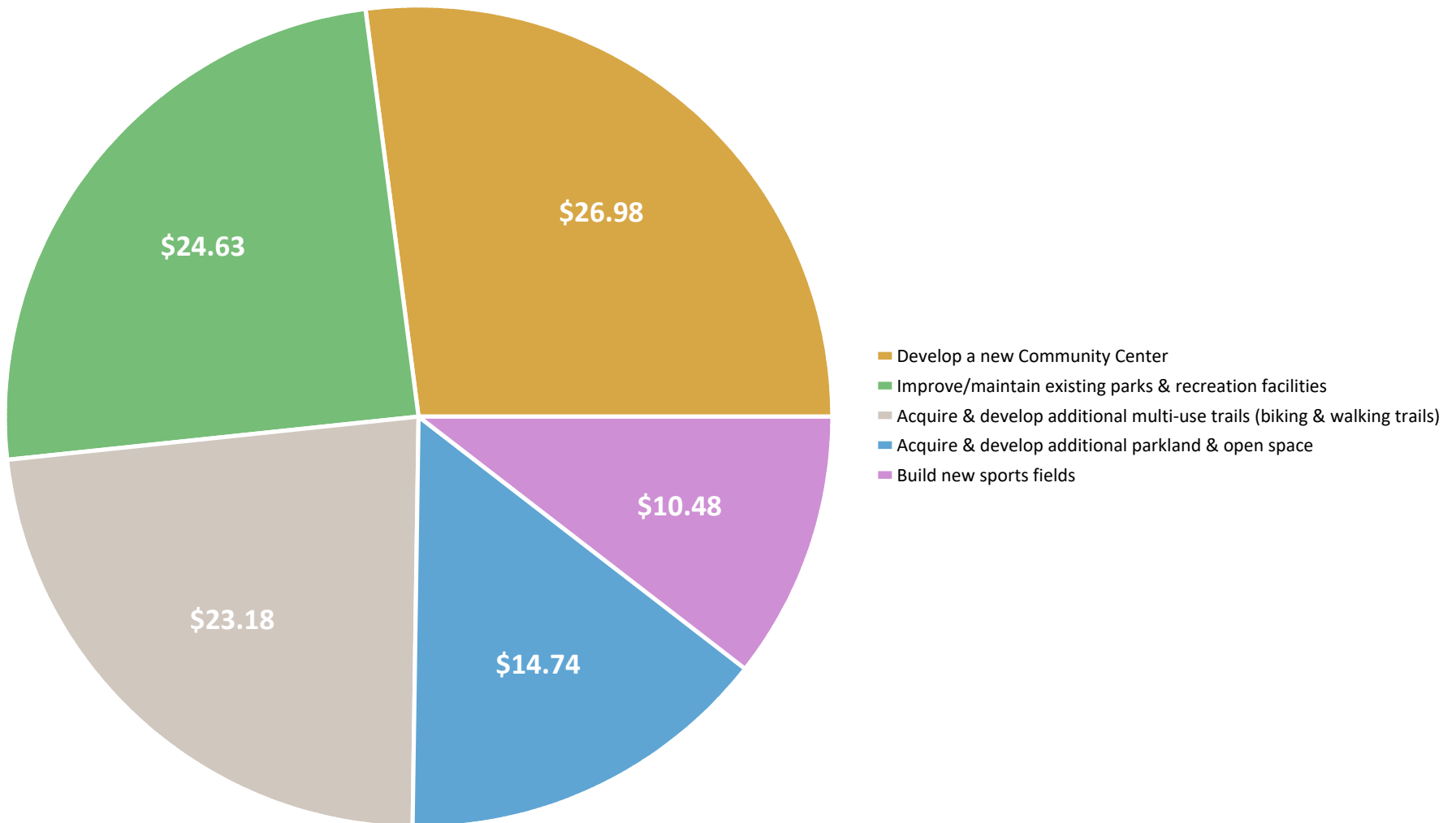
Q17. Compared to other priorities in the City of Hilliard, how important do you think developing and operating a new Community Center should be?

by percentage of respondents



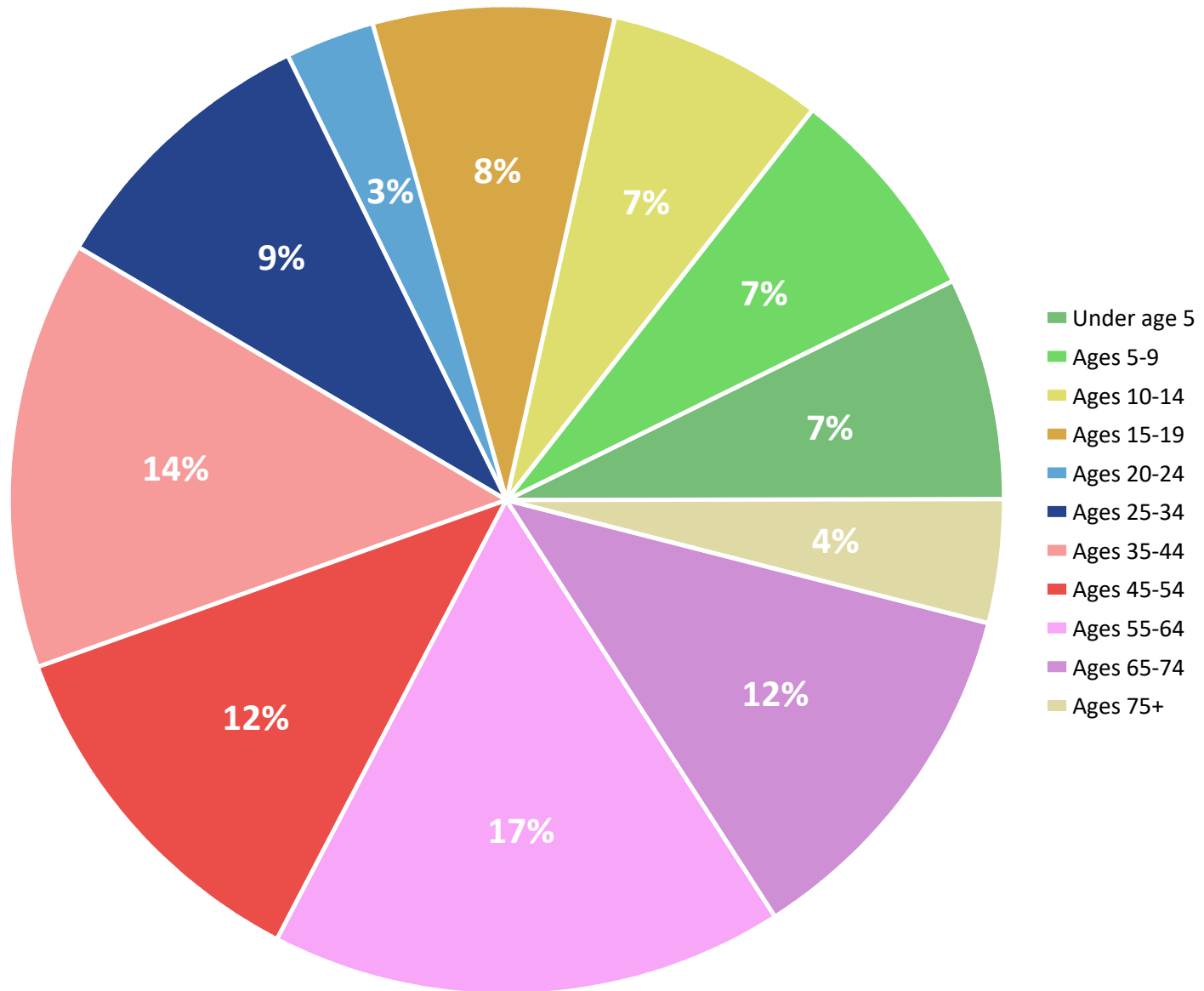
Q18. If you were given \$100 to allocate for the City of Hilliard parks, trails, sports, and recreation, how much would you give to each of the following priorities?

by percentage of respondents



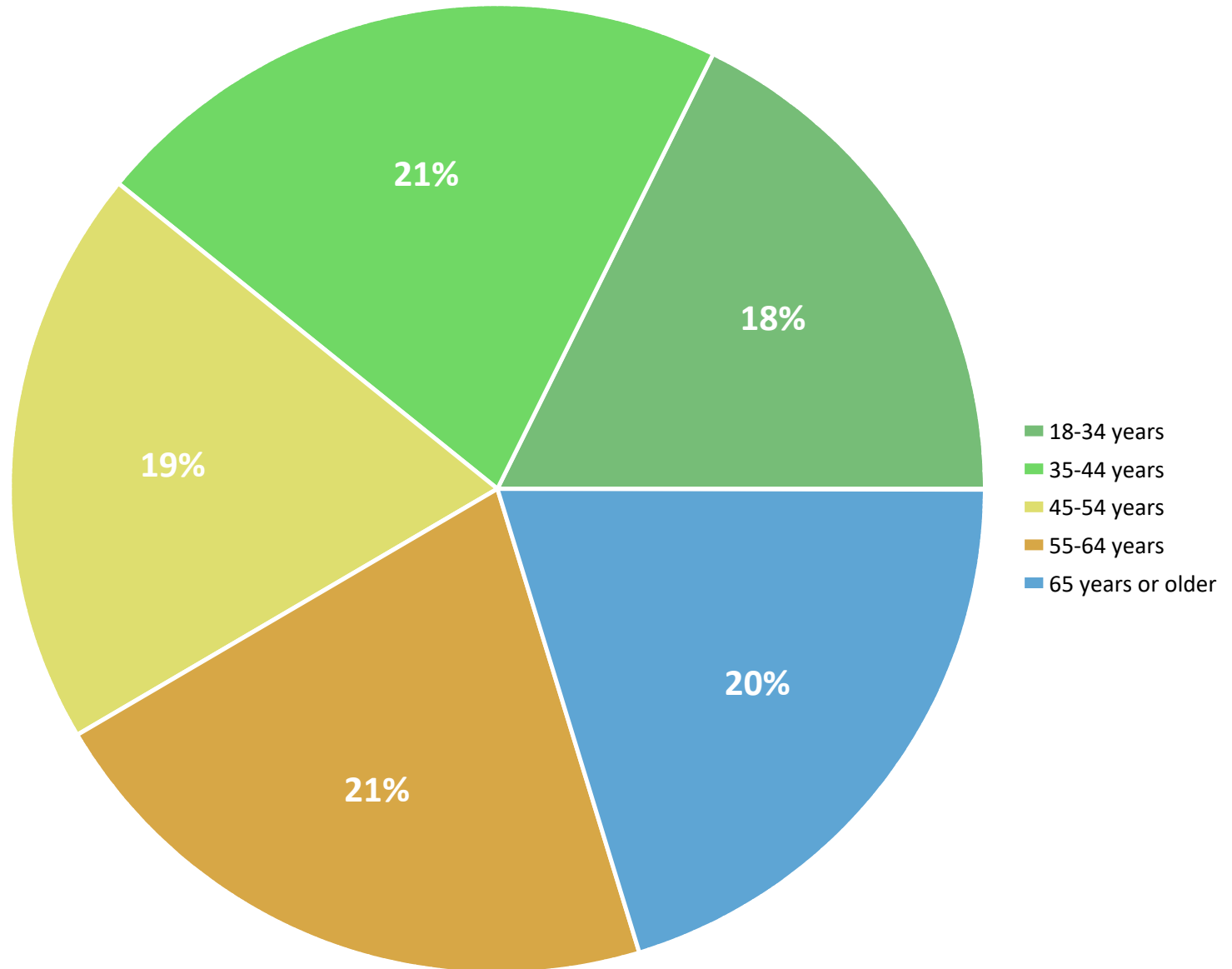
Demographics: Q19. Including yourself, how many people in your household are...

by percentage of respondents



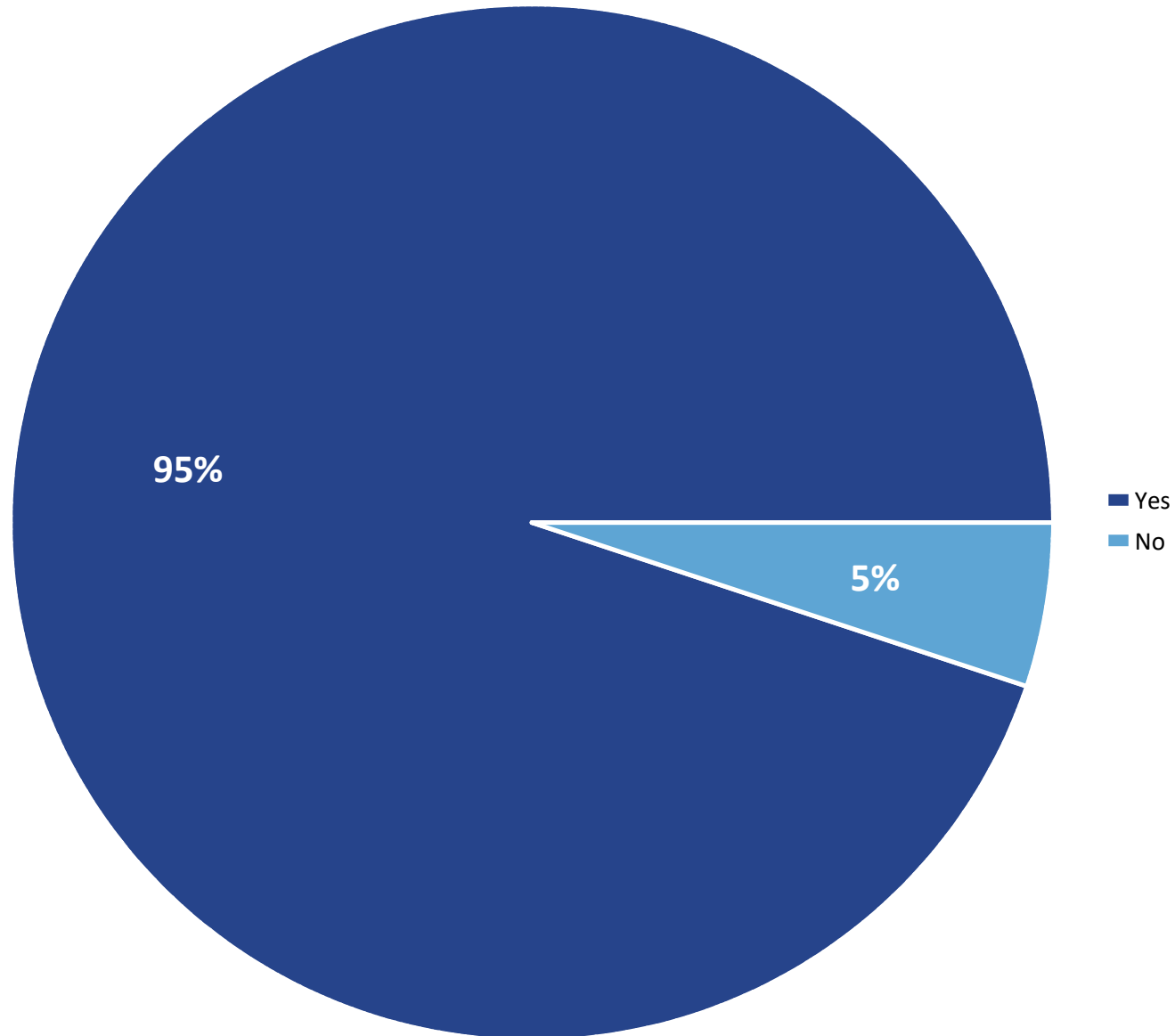
Demographics: Q20. What is your age?

by percentage of respondents (without "not provided")



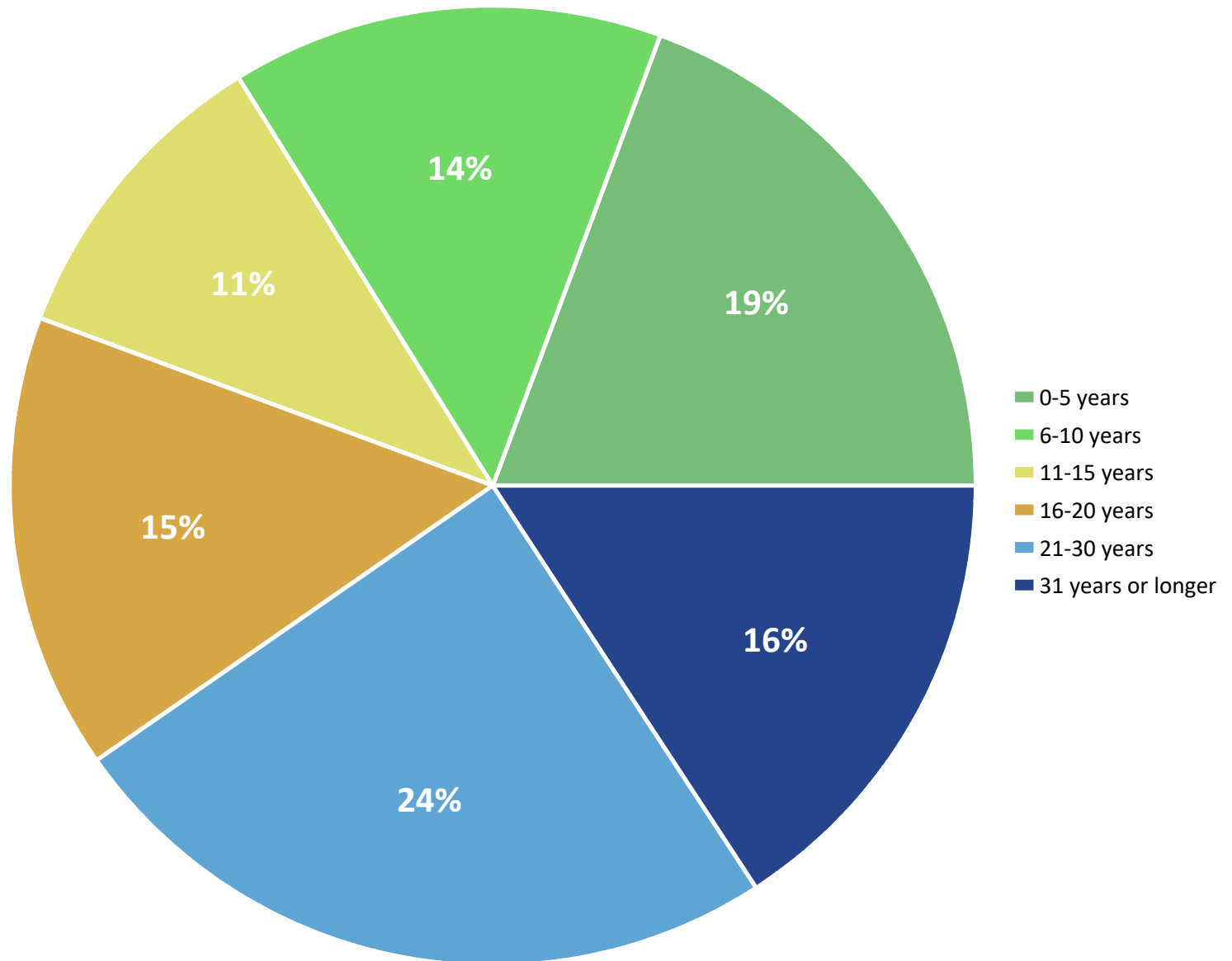
Demographics: Q21. Are you registered to vote in the City of Hilliard?

by percentage of respondents (without "not provided")



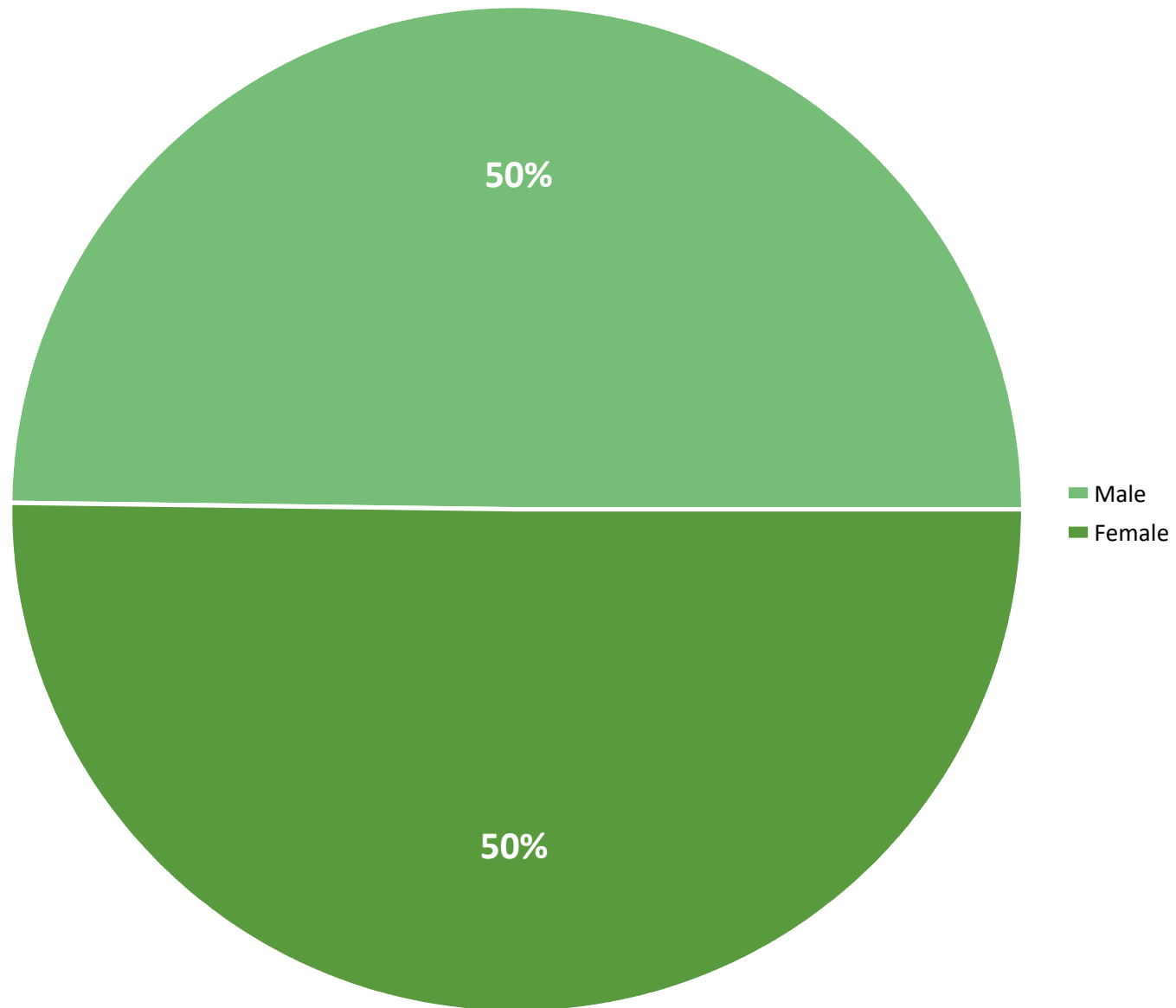
Demographics: Q22. How many years have you lived in the City of Hilliard?

by percentage of respondents (without “not provided”)



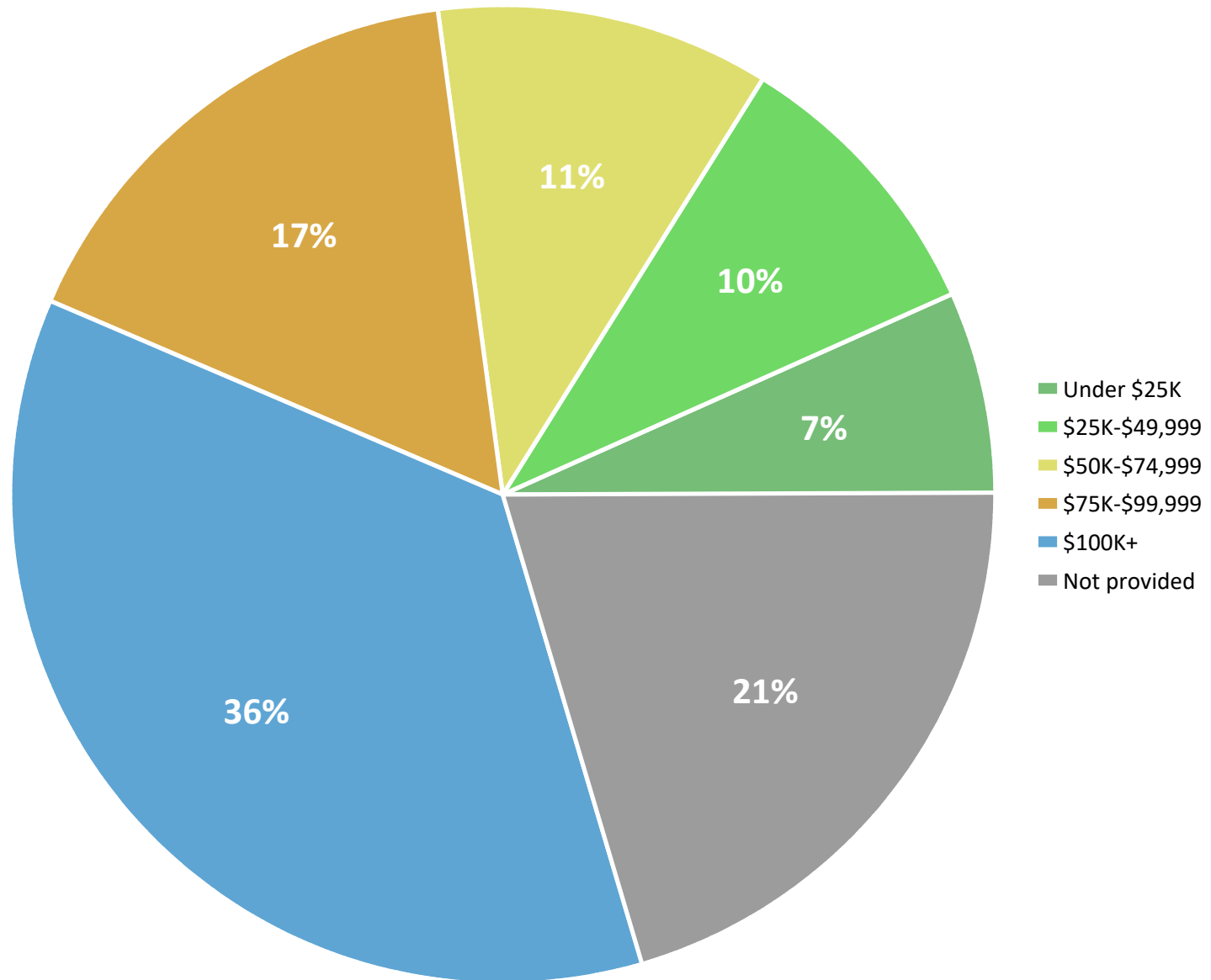
Demographics: Q23. What is your gender?

by percentage of respondents (without "prefer not to answer")



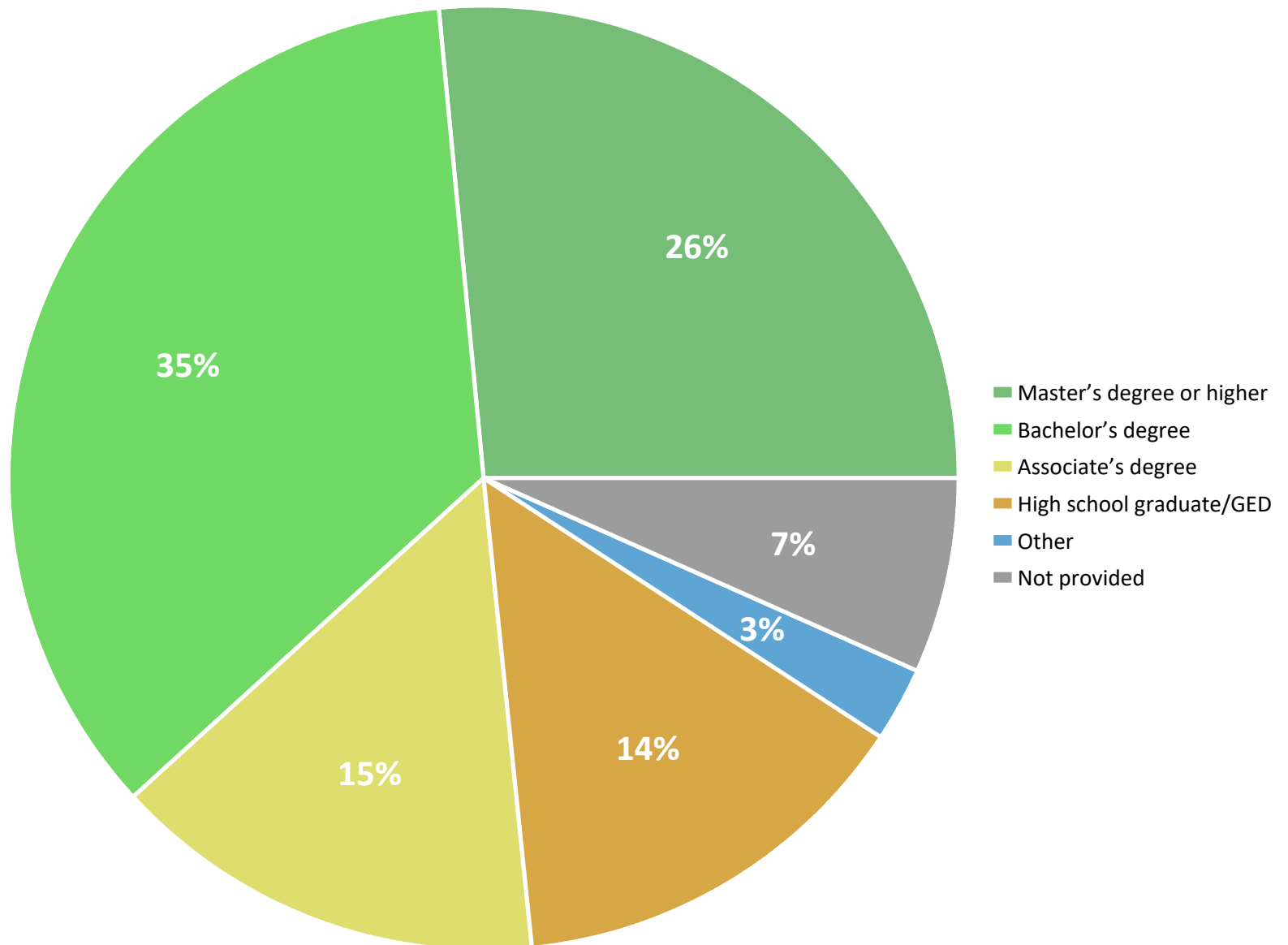
Demographics: Q24. Which of the following best describes your total annual household income?

by percentage of respondents



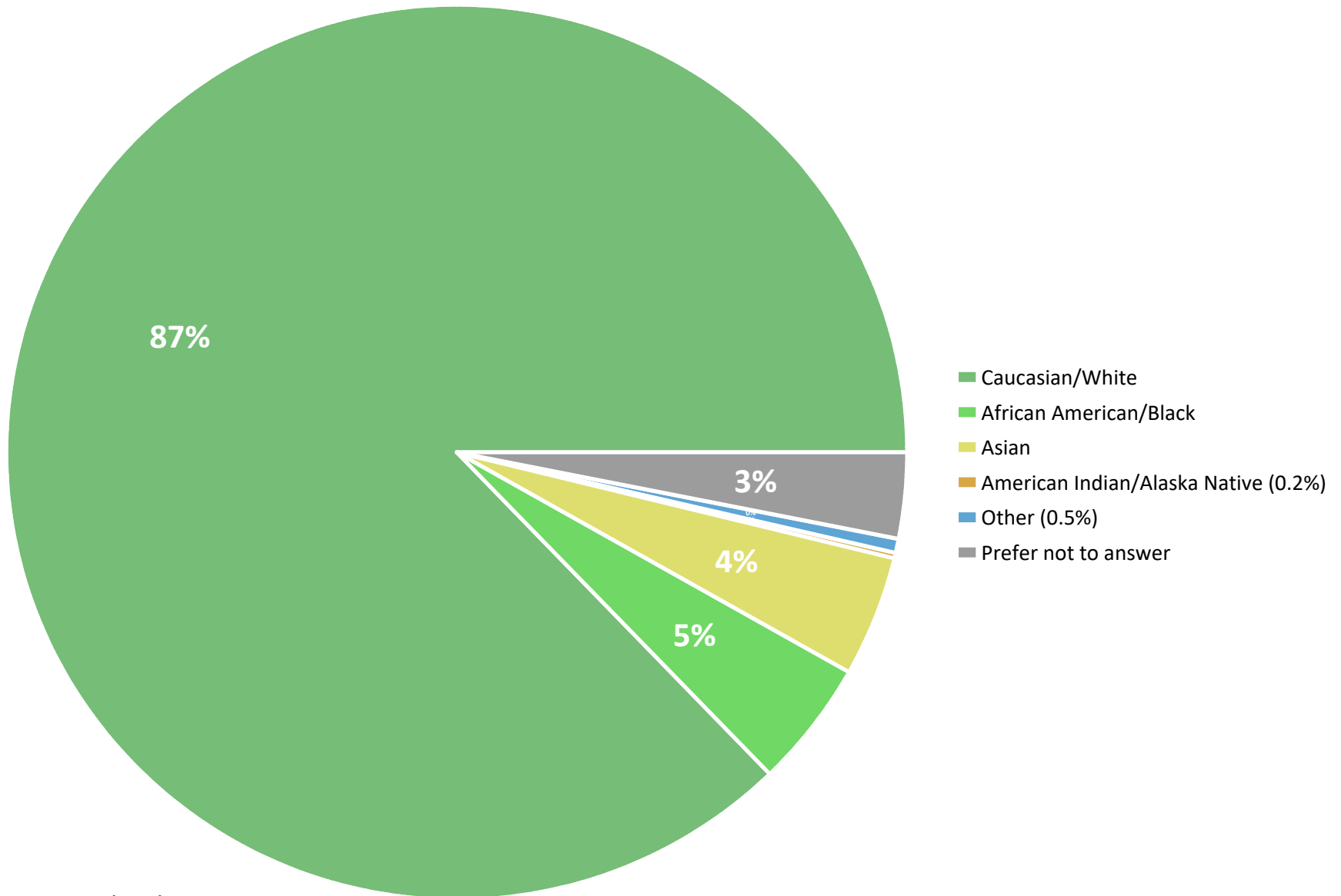
Demographics: Q25. What is the highest level of education you have achieved?

by percentage of respondents



Demographics: Q26. Which of the following best describes your race/ethnicity?

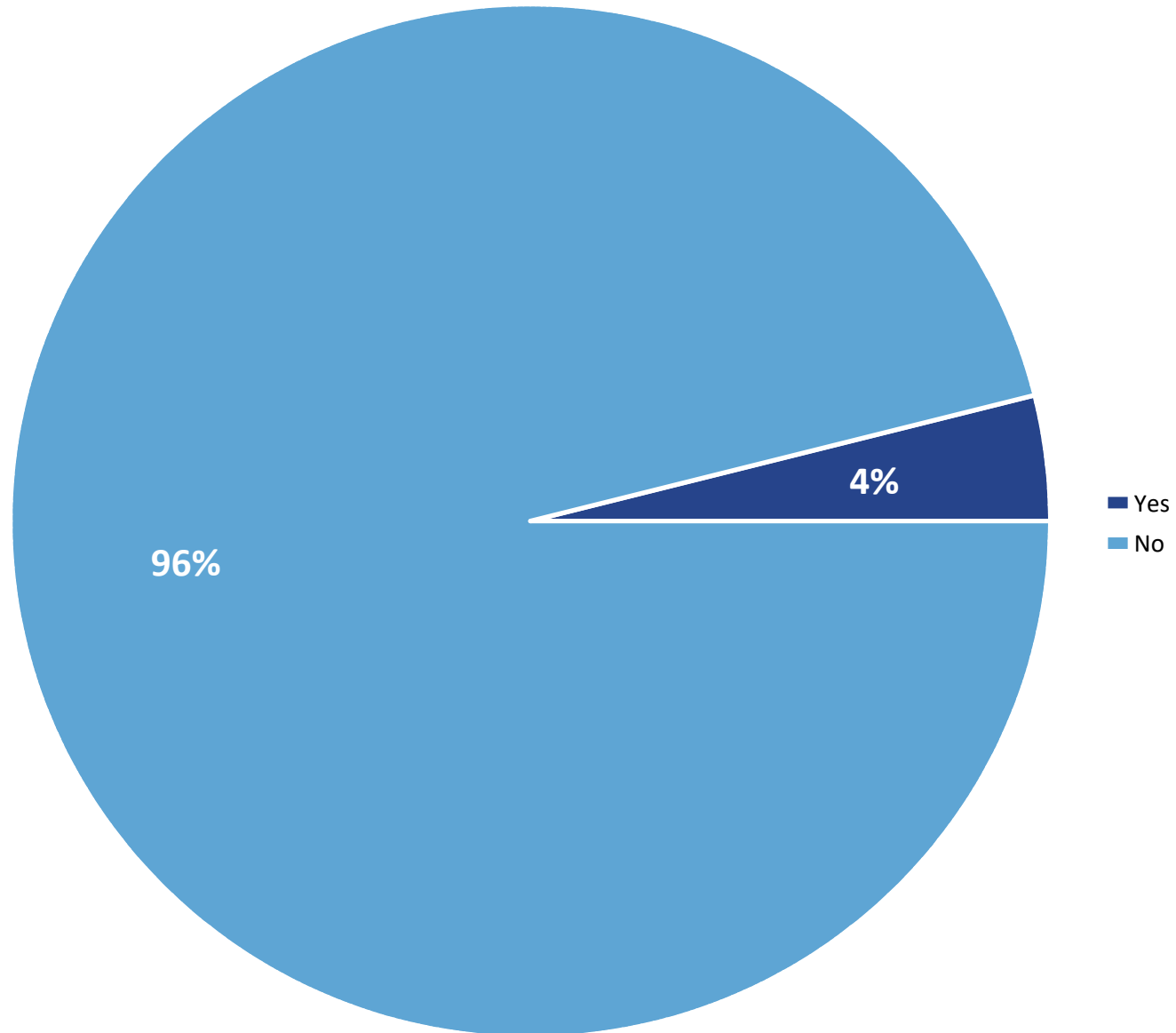
by percentage of respondents



Source: ETC Institute (2021)

Demographics: Q27. Are you of Hispanic, Latino, or Spanish origin?

by percentage of respondents (without "not provided")



2 Benchmark Analysis

Benchmark Analysis Summary



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 has 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.

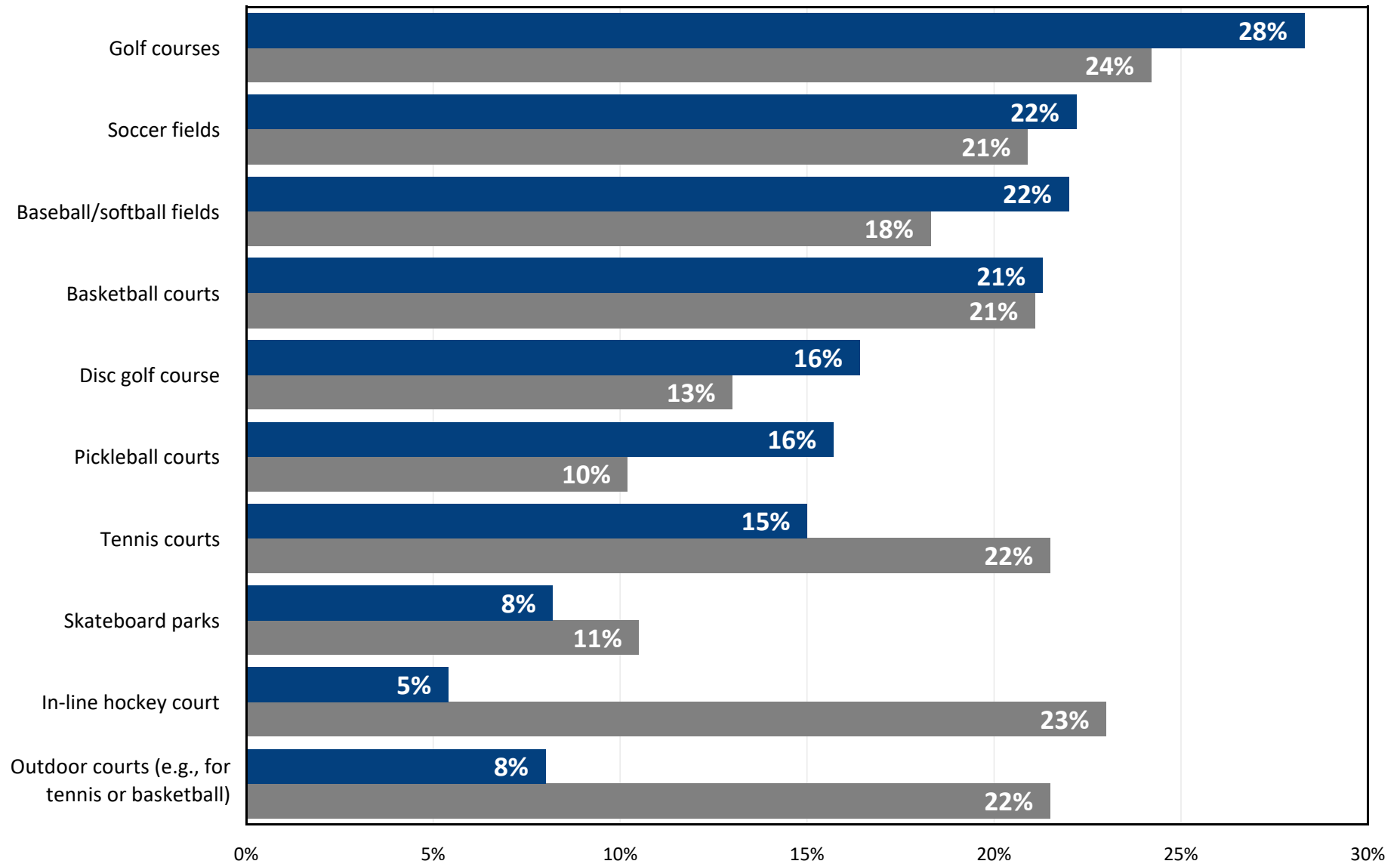
“National Averages” have been developed for numerous strategically important parks and recreation planning and management issues including: customer satisfaction and usage of parks and programs; methods for receiving marketing information; reasons that prevent members of households from using parks and 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 Hilliard, Ohio were compared to National Benchmarks to gain further strategic information. A summary of all tabular comparisons are shown on the following page.

: 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 Hilliard, Ohio is not authorized without written consent from ETC Institute.

Households with Needs for Sports Facilities Hilliard, Ohio vs. National Average

by percentage of respondents with a need for sports facilities

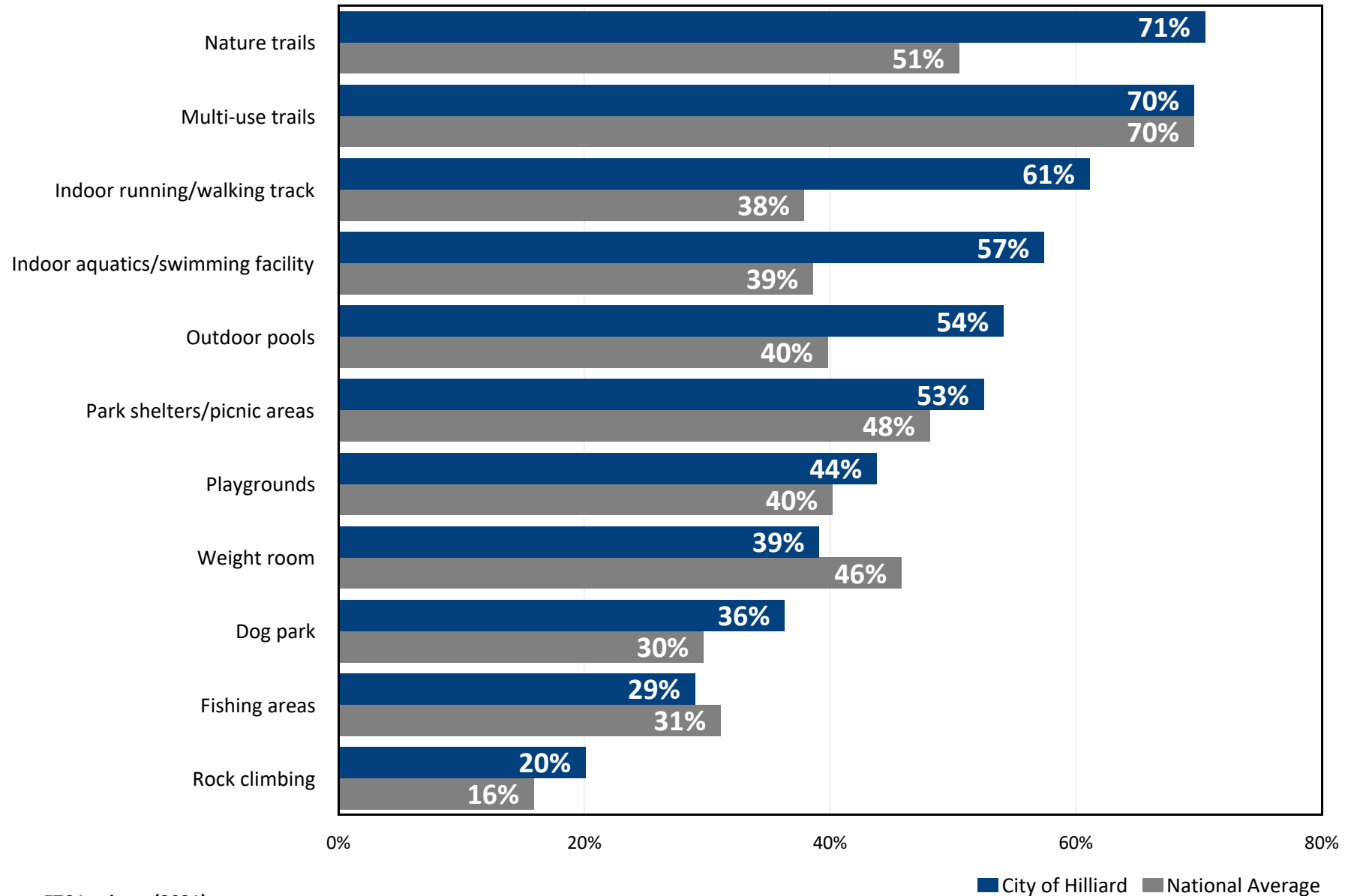


Source: ETC Institute (2021)

■ City of Hilliard ■ National Average

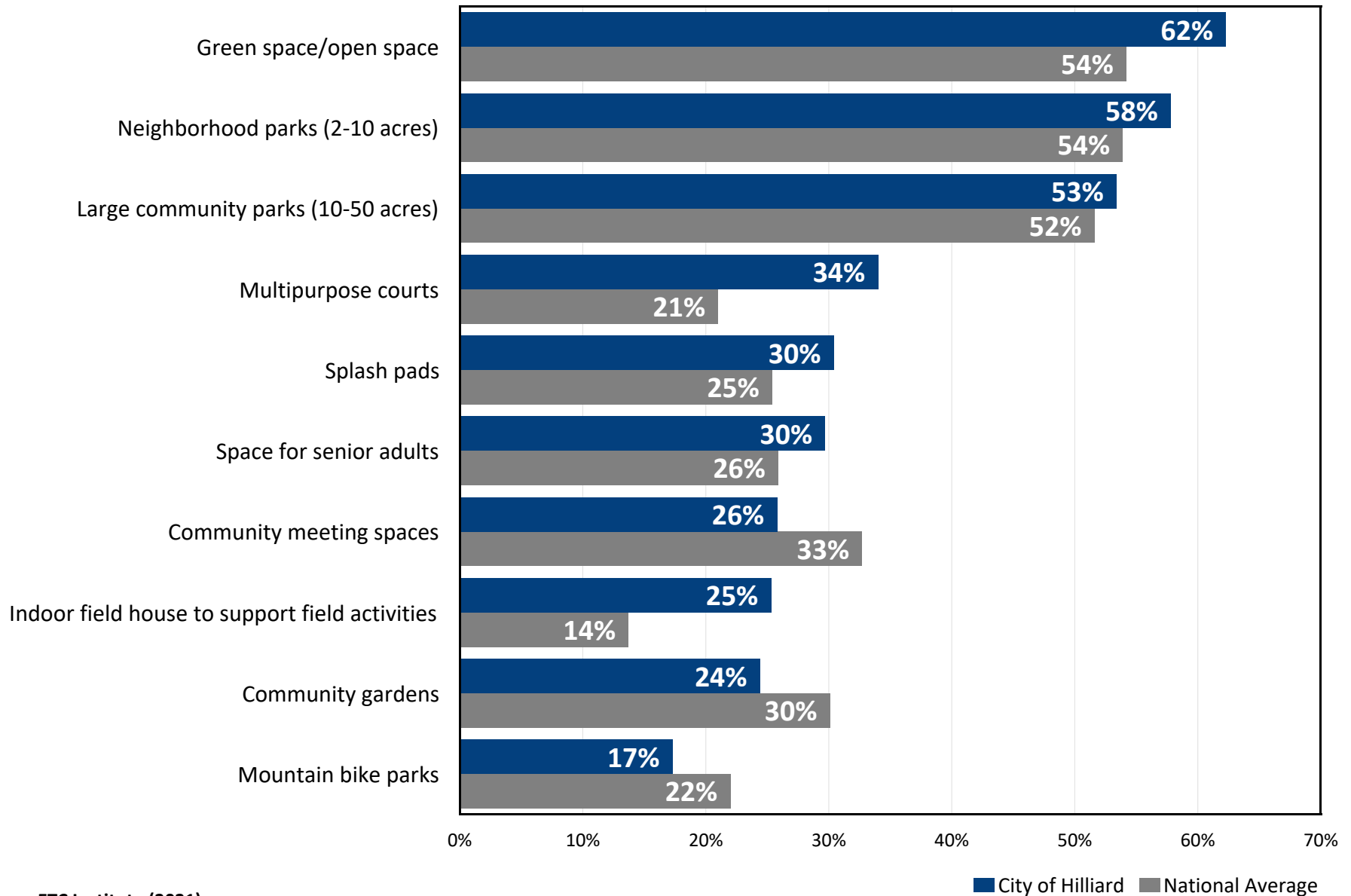
Households with Needs for Other Recreation Facilities Hilliard, Ohio vs. National Average

by percentage of respondents with a need for other recreation facilities



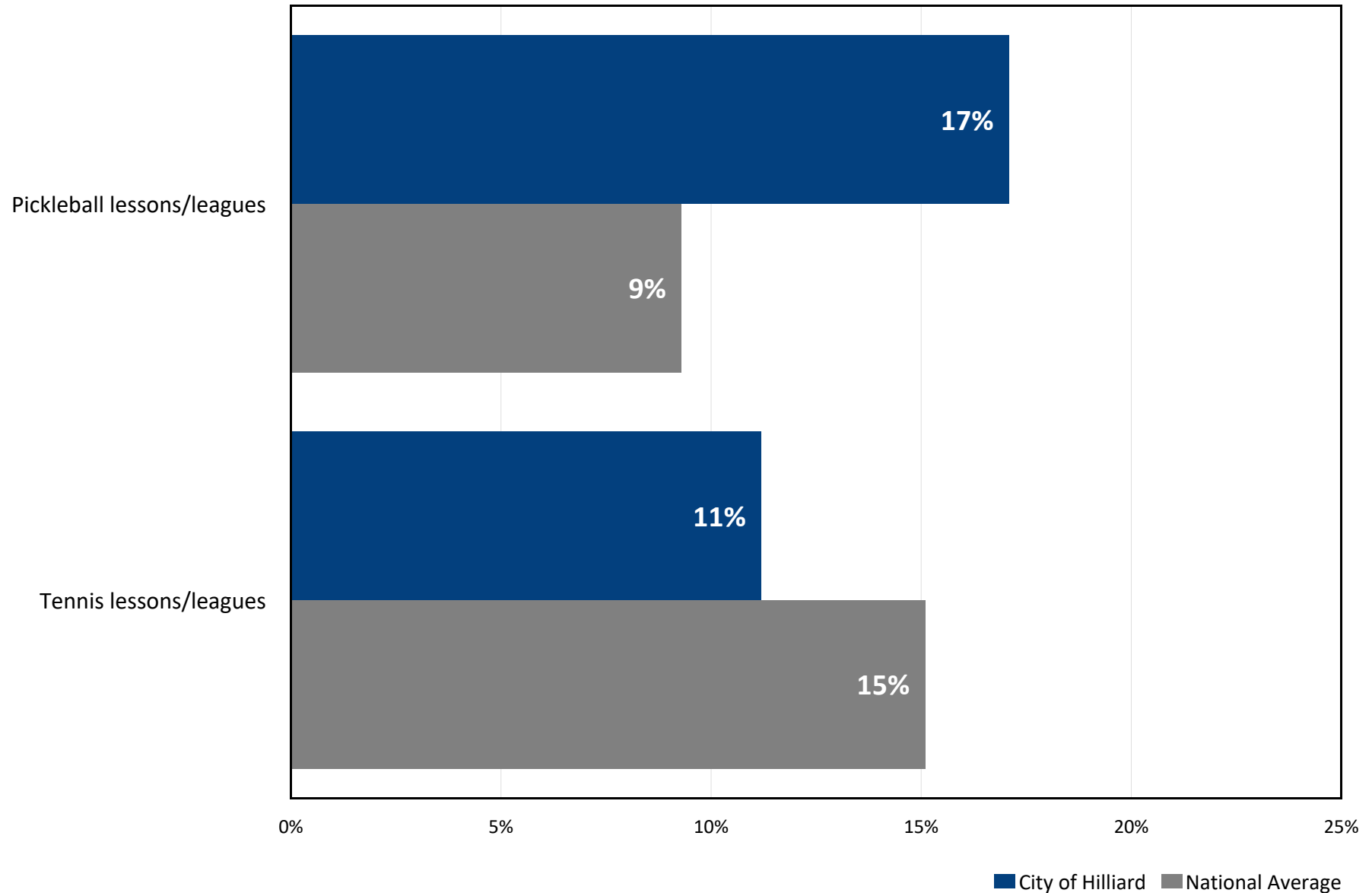
Households with Needs for Other Recreation Facilities Hilliard, Ohio vs. National Average

by percentage of respondents with a need for other recreation facilities



Households with Needs for Sports Programs Hilliard, Ohio vs. National Average

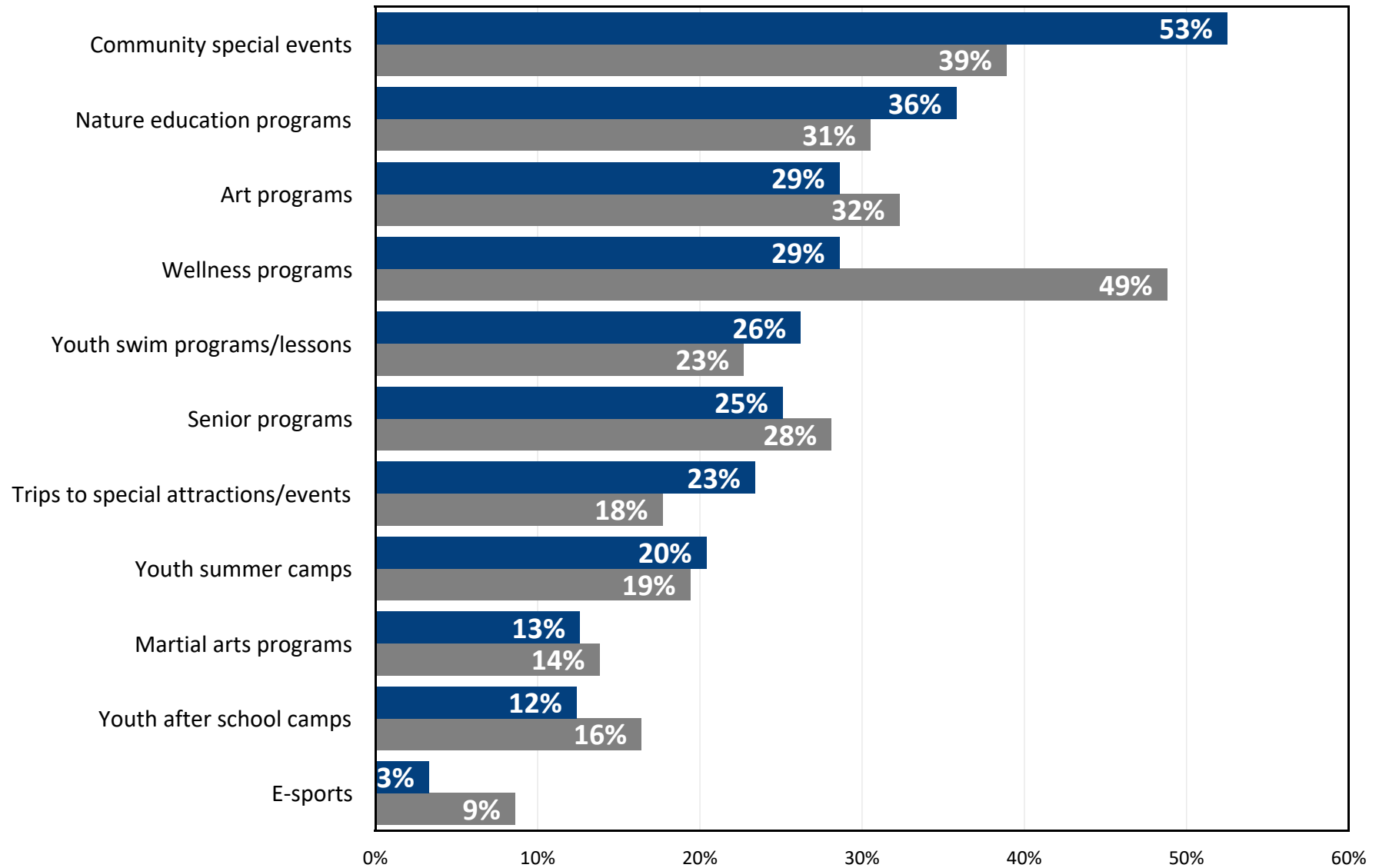
by percentage of respondents with a need for sports programs



Source: ETC Institute (2021)

Households with Needs for Other Recreation Programs Hilliard, Ohio vs. National Average

by percentage of respondents with a need for other recreation programs

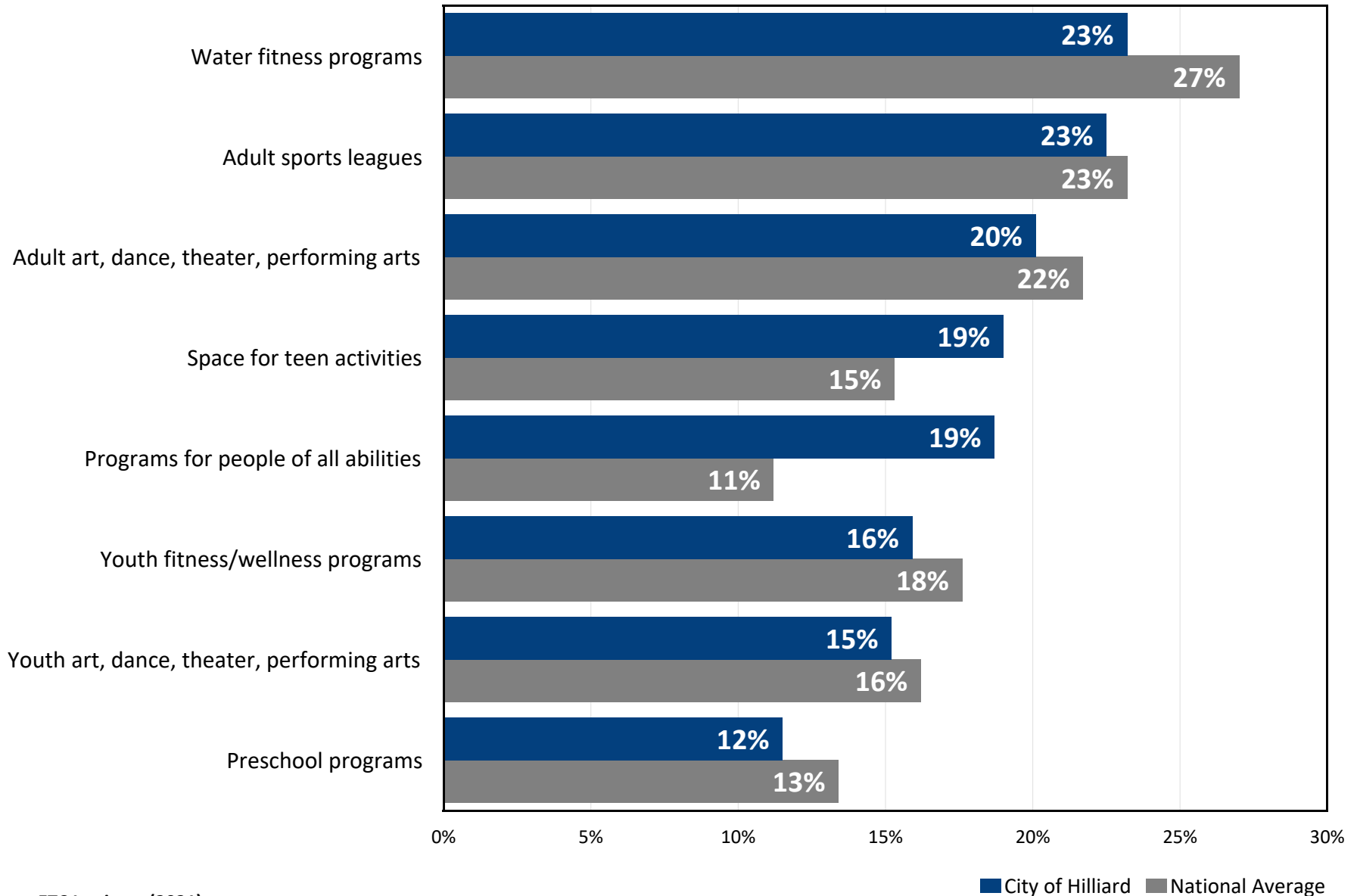


Source: ETC Institute (2021)

■ City of Hilliard ■ National Average

Households with Needs for Other Recreation Programs Hilliard, Ohio vs. National Average

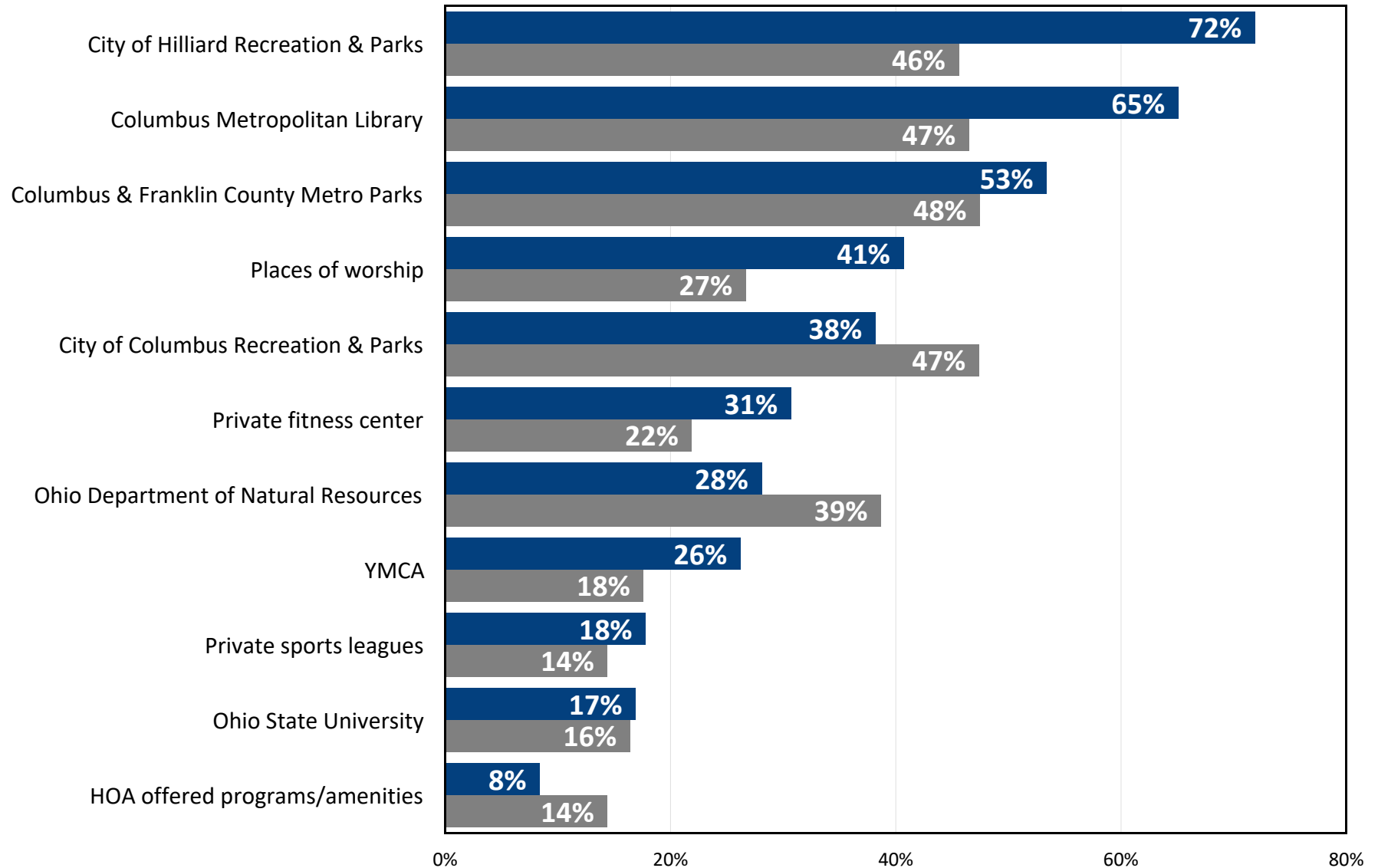
by percentage of respondents with a need for other recreation programs



Source: ETC Institute (2021)

Organizations Used for Parks and Recreation Programs and Facilities Hilliard, Ohio vs. National Average

by percentage of respondents who reported using the organization



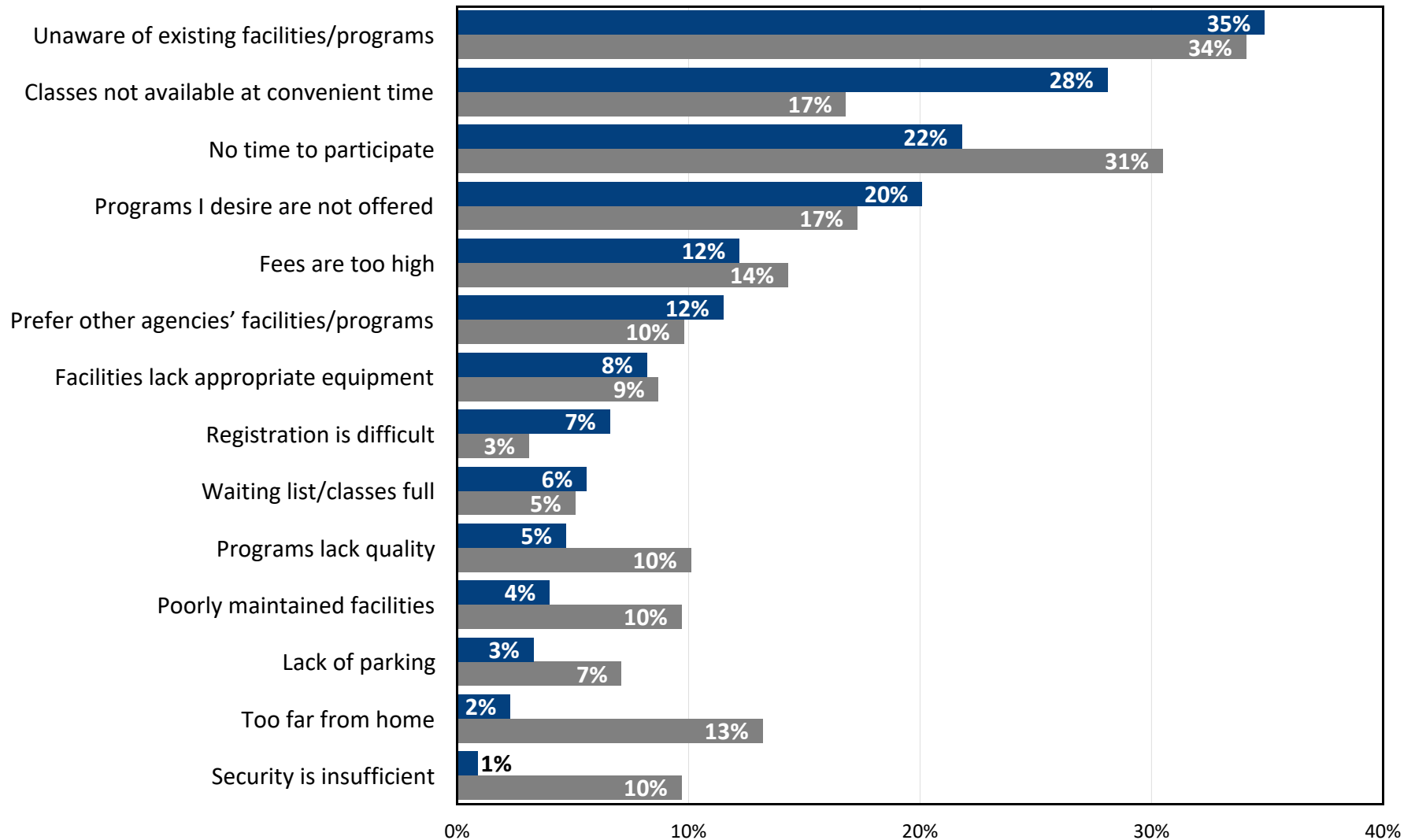
Source: ETC Institute (2021)

■ City of Hilliard ■ National Average

Reasons Preventing the Use of Parks and Recreation Facilities and Programs

Hilliard, Ohio vs. National Average

by percentage of respondents



Source: ETC Institute (2020)

■ City of Hilliard
 ■ National Average

3

Priority Investment Ratings

Priority Investment Rating Summary



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/amenities 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 met 50% or less). Since decisions related to future investments should consider both the level of unmet need and the importance of facilities/amenities and programs, the PIR weights each of these components equally.

The Priority Investment Rating (PIR) reflects the sum of the Unmet Needs Rating (UNR) and the Importance Rating (IR) as shown in the equation below:

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

For example, suppose the Unmet Needs Rating for adventure programming is 100.0 (out of 100) and the Importance Rating for adventure programming is 48.8 (out of 100), the Priority Investment Rating for adventure programming is 148.8 (out of 200).

How to Analyze the Charts:

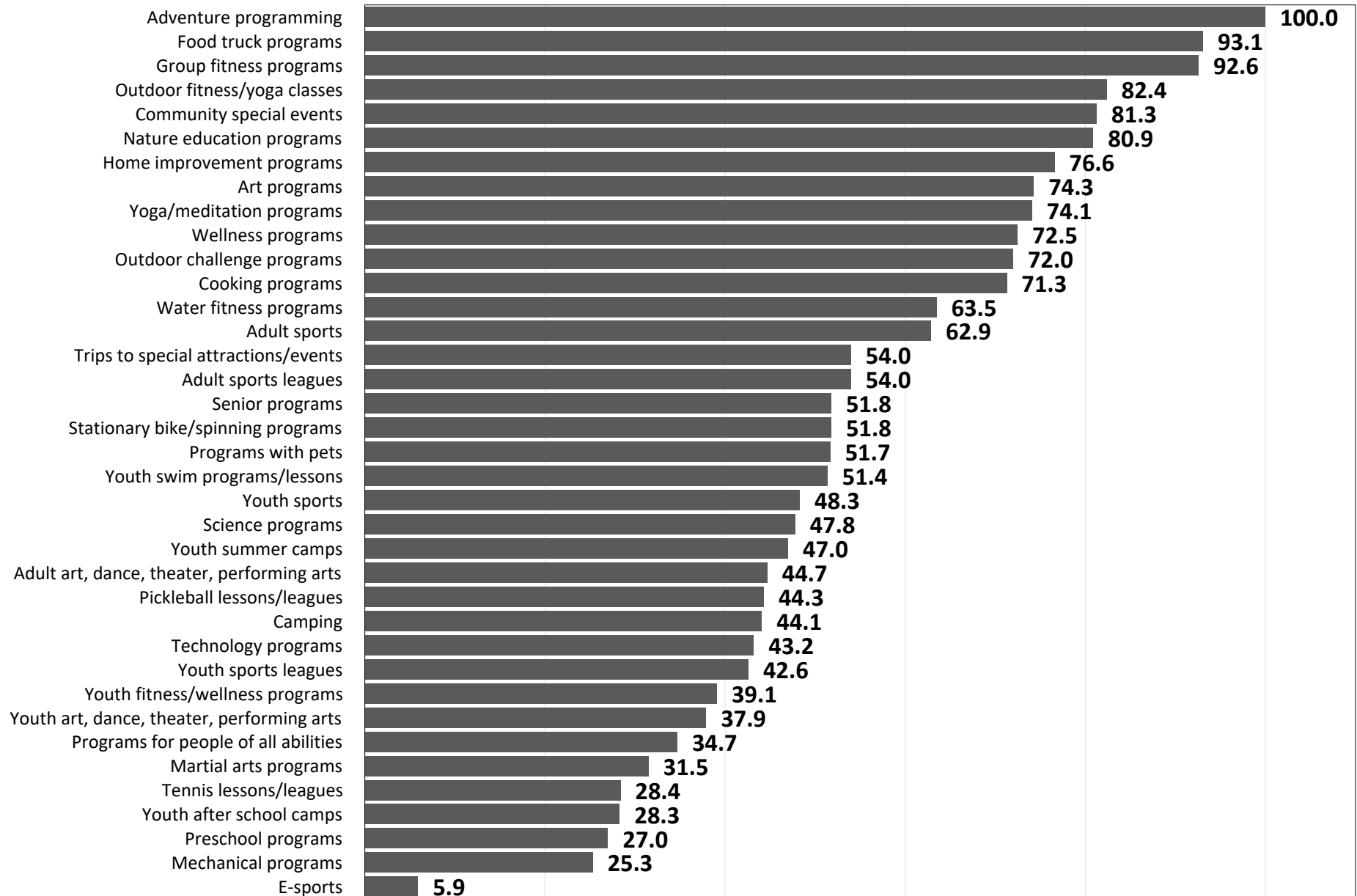
- **High Priority Areas** are those with a PIR of at least 100. A rating of 100 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact 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 (PIR) for park and recreation amenities, programs, and Community Center amenities/programs.

Unmet Needs Rating for Parks and 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 (2021)

0.0

20.0

40.0

60.0

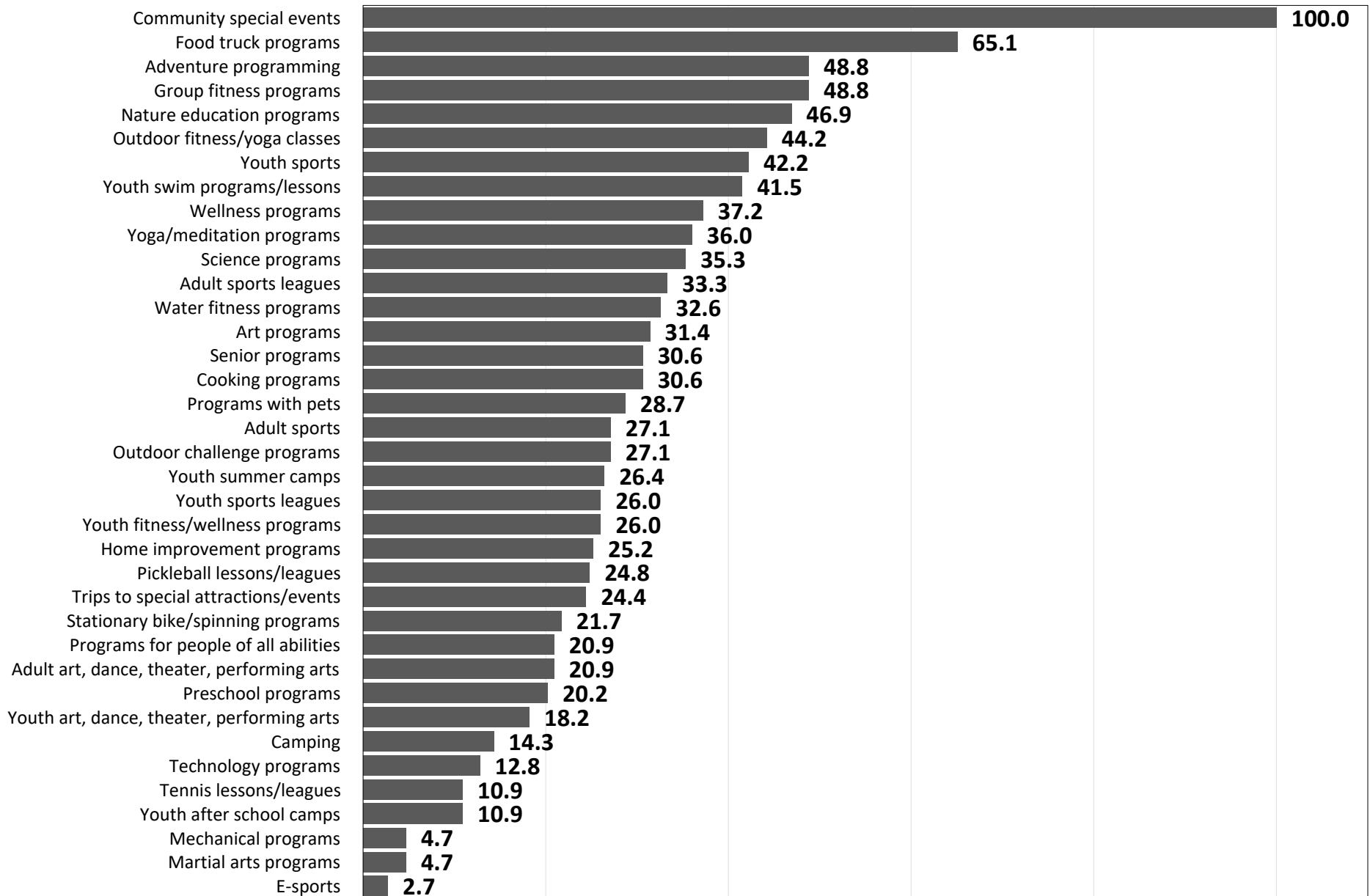
80.0

100.0

Importance Rating for Parks and 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 (2021)

0.0

20.0

40.0

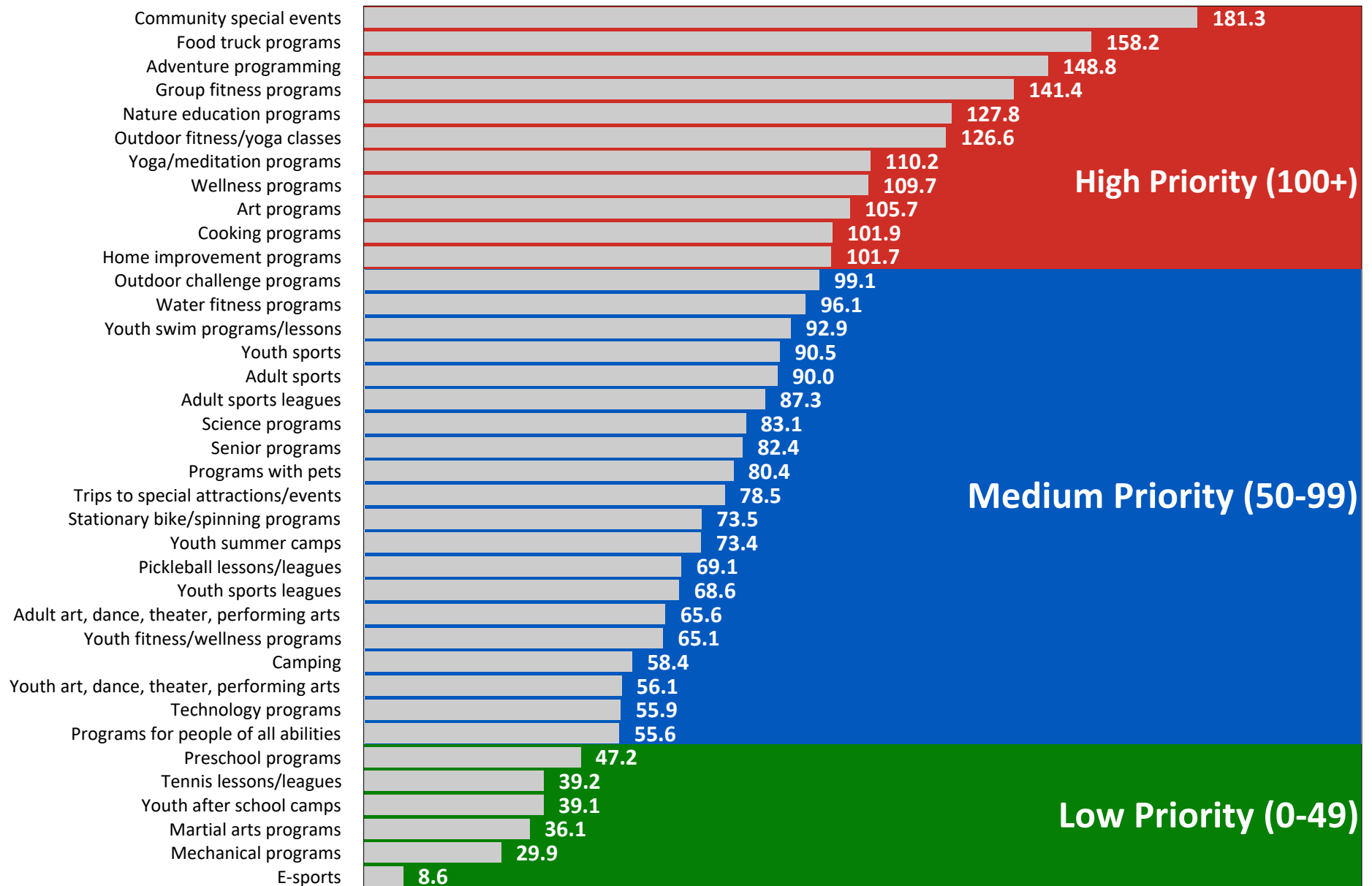
60.0

80.0

100.0

Top Priorities for Investment for Parks and Recreation Programs

Based on the Priority Investment Rating (PIR)



Source: ETC Institute (2021)

0.0

40.0

80.0

120.0

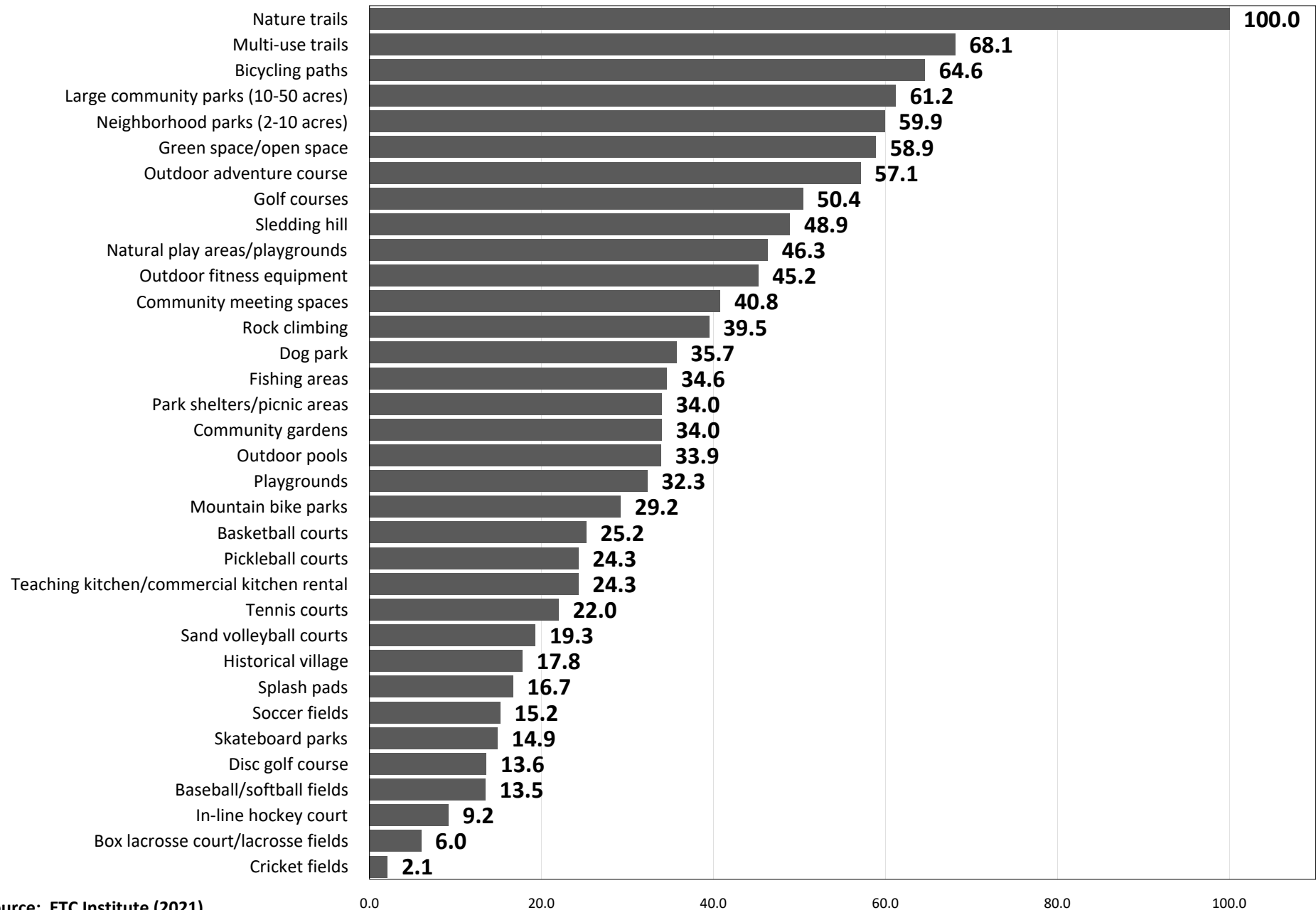
160.0

200.0

Unmet Needs Rating for Parks and Recreation Amenities

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

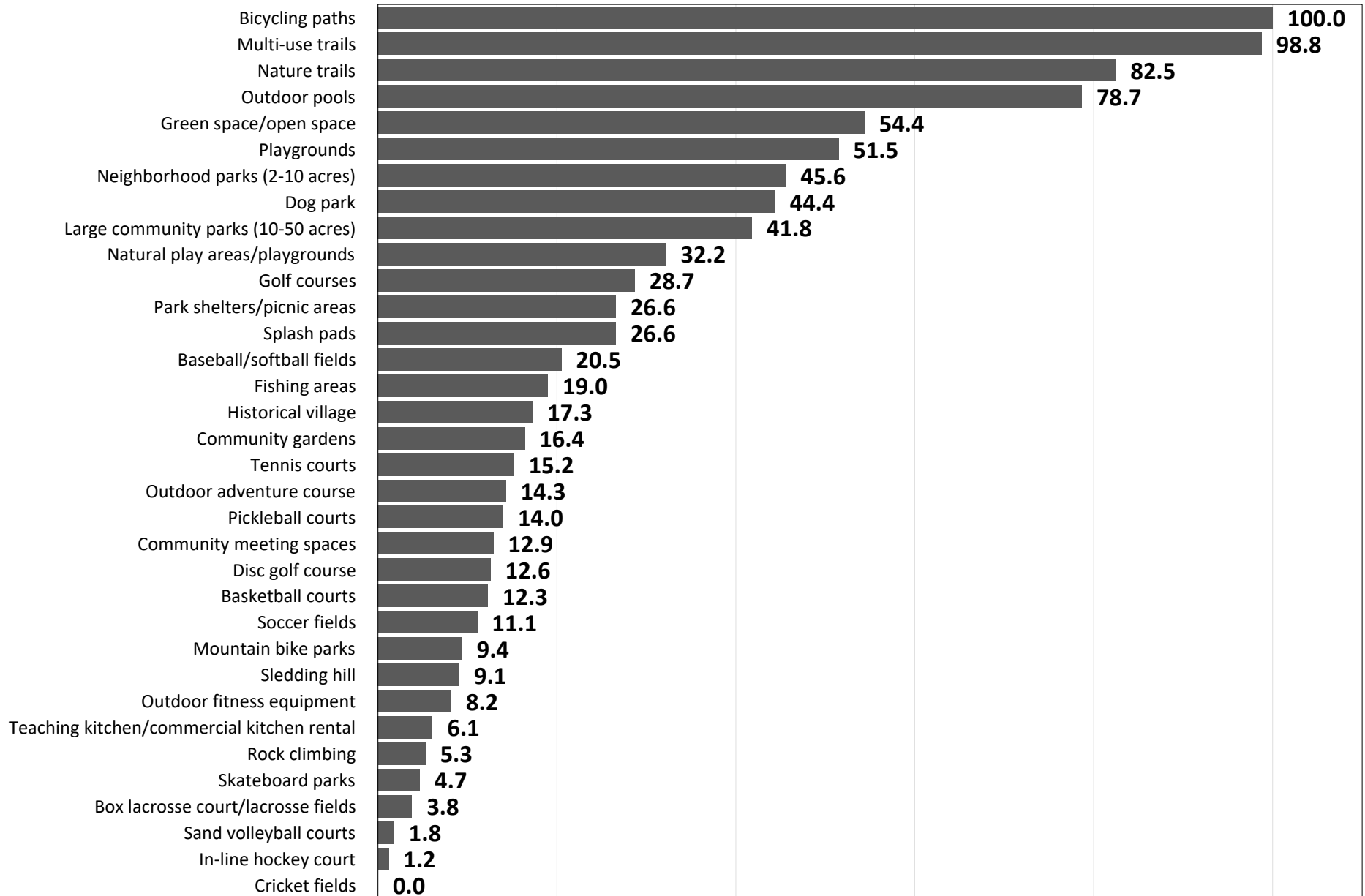


Source: ETC Institute (2021)

Importance Rating for Parks and Recreation Amenities

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 (2021)

0.0

20.0

40.0

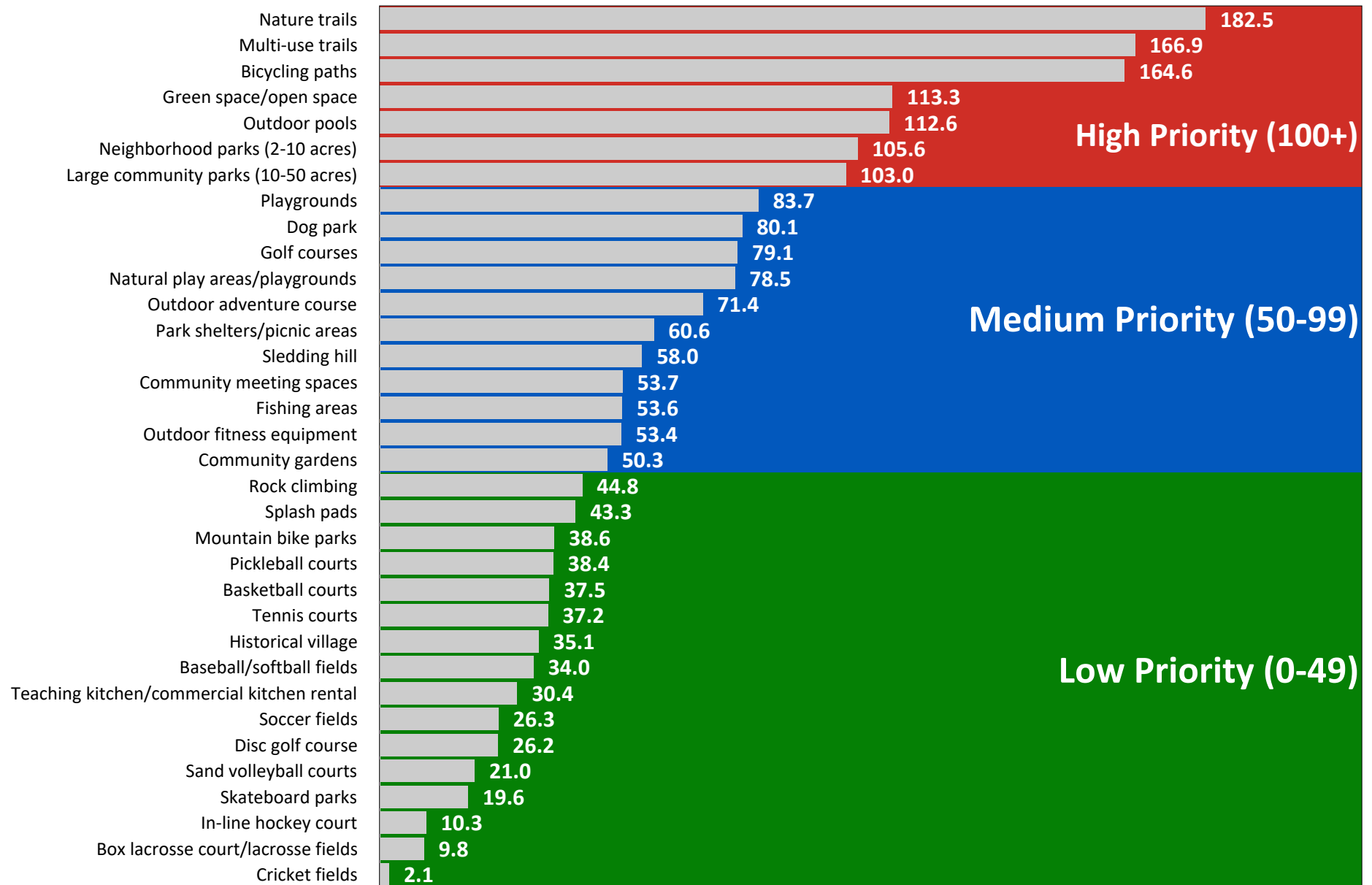
60.0

80.0

100.0

Top Priorities for Investment for Parks and Recreation Amenities

Based on the Priority Investment Rating (PIR)



Source: ETC Institute (2021)

0.0

40.0

80.0

120.0

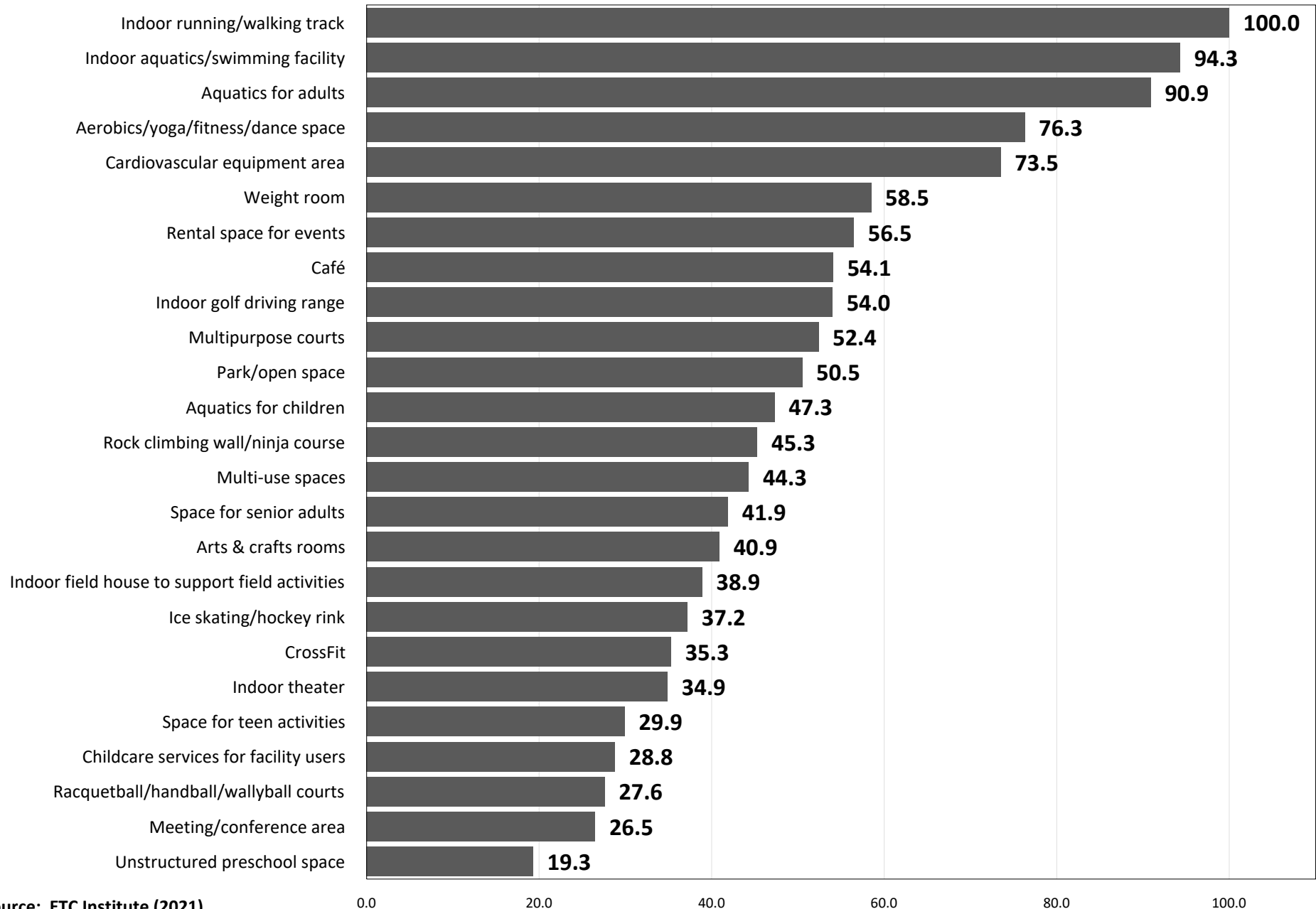
160.0

200.0

Unmet Needs Rating for Community Center Amenities/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

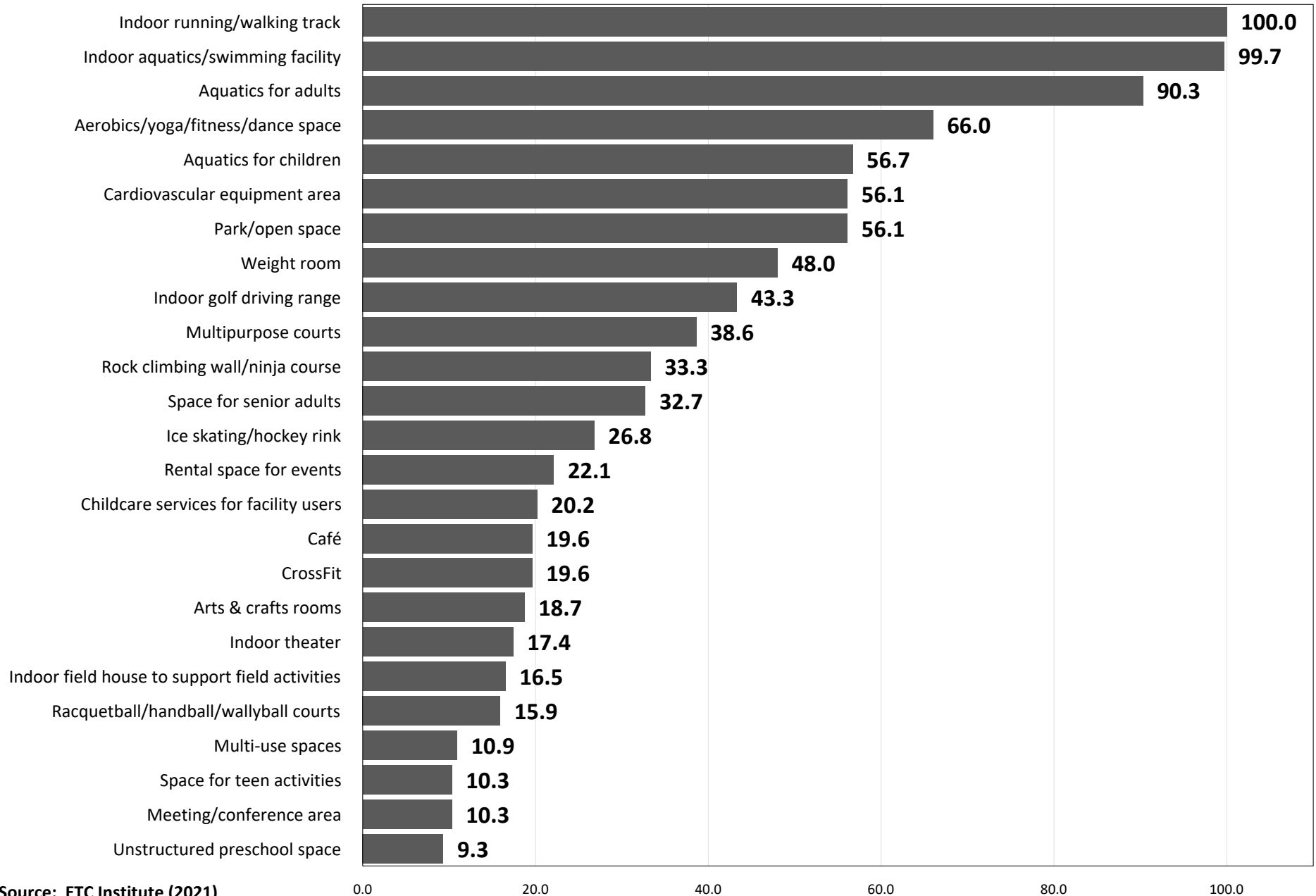


Source: ETC Institute (2021)

Importance Rating for Community Center Amenities/Programs

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

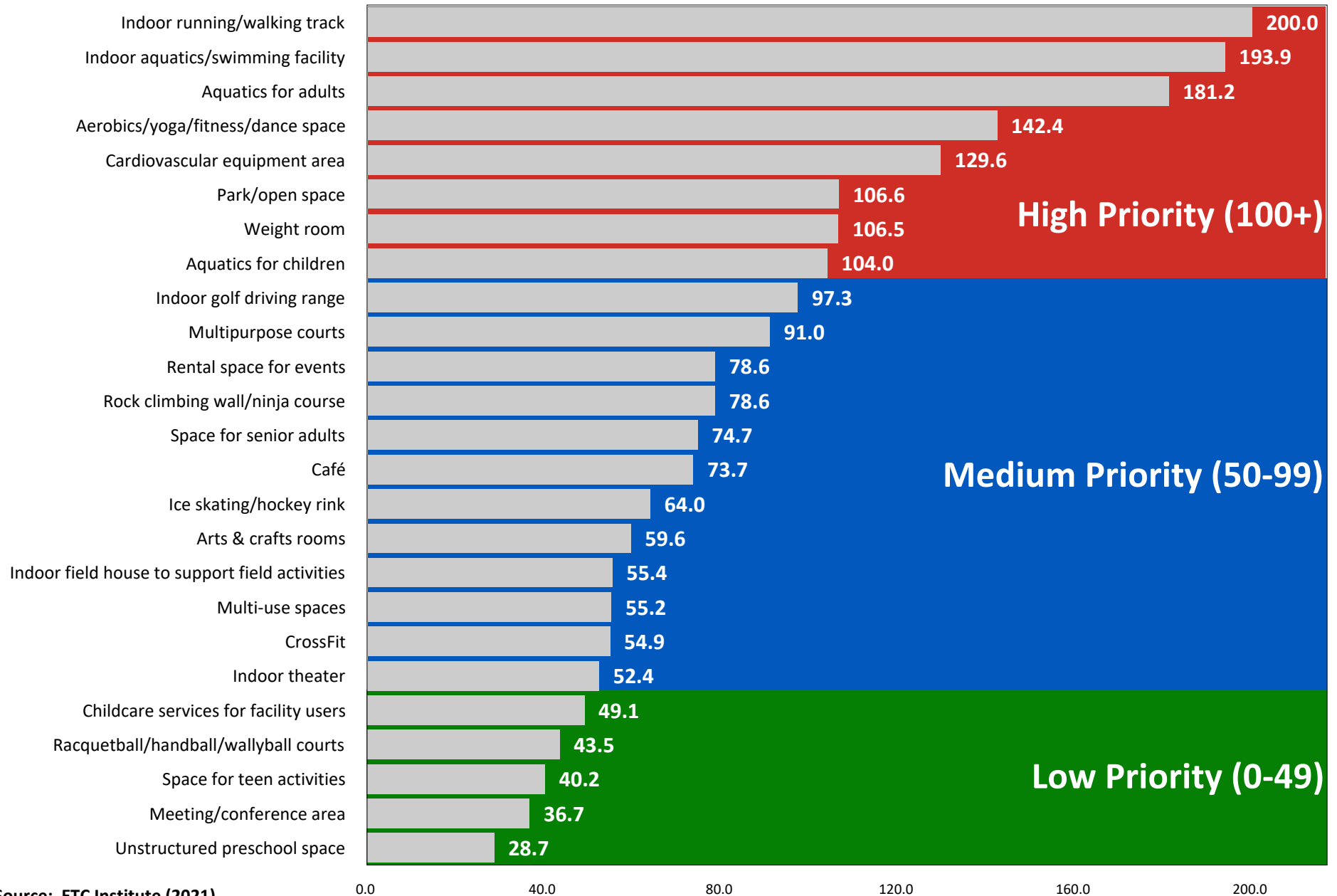
the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Source: ETC Institute (2021)

Top Priorities for Investment for Community Center Amenities/Programs

Based on the Priority Investment Rating (PIR)



Source: ETC Institute (2021)

4

Tabular Data

Q1. In the past 24 months, how many members of your household have participated in any of the indoor classes, programs, or activities offered by the City of Hilliard Recreation and Parks?

Q1. How many members of your household have participated in any indoor classes, programs, or activities in past 24 months?	Number	Percent
One	34	8.0%
Two	28	6.6%
Three	11	2.6%
Four+	9	2.1%
None	345	80.8%
Total	427	100.0%

Q1a. In the past 24 months, how many indoor classes, programs, or activities offered by the City of Hilliard Recreation and Parks have you or members of your household participated in?

Q1a. How many indoor classes, programs, or activities have you participated in?	Number	Percent
One	40	48.8%
Two	15	18.3%
Three	9	11.0%
Four	6	7.3%
Five+	10	12.2%
Not provided	2	2.4%
Total	82	100.0%

WITHOUT "NOT PROVIDED"

Q1a. In the past 24 months, how many indoor classes, programs, or activities offered by the City of Hilliard Recreation and Parks have you or members of your household participated in? (without "not provided")

Q1a. How many indoor classes, programs, or activities have you participated in?	Number	Percent
One	40	50.0%
Two	15	18.8%
Three	9	11.3%
Four	6	7.5%
Five+	10	12.5%
Total	80	100.0%

Q1b. Please rate your overall satisfaction with all the indoor classes, programs, or activities offered by the City of Hilliard Recreation and Parks you or members of your household have participated in.

Q1b. Your overall satisfaction with all indoor classes, programs, or activities.	Number	Percent
Very satisfied	36	43.9%
Satisfied	32	39.0%
Neutral	8	9.8%
Dissatisfied	4	4.9%
Not provided	2	2.4%
Total	82	100.0%

WITHOUT "NOT PROVIDED"

Q1b. Please rate your overall satisfaction with all the indoor classes, programs, or activities offered by the City of Hilliard Recreation and Parks you or members of your household have participated in. (without "not provided")

Q1b. Your overall satisfaction with all indoor classes, programs, or activities.	Number	Percent
Very satisfied	36	45.0%
Satisfied	32	40.0%
Neutral	8	10.0%
Dissatisfied	4	5.0%
Total	80	100.0%

Q2. In the past 24 months, how many members of your household have participated in any of the outdoor classes, programs, or activities offered by the City of Hilliard Recreation and Parks?

Q2. How many members of your household have participated in any outdoor classes, programs, or activities in past 24 months?	Number	Percent
One	40	9.4%
Two	34	8.0%
Three	18	4.2%
Four+	29	6.8%
None	306	71.7%
Total	427	100.0%

Q2a. In the past 24 months, how many outdoor classes, programs, or activities offered by the City of Hilliard Recreation and Parks have you or members of your household participated in?

Q2a. How many outdoor classes, programs, or activities have you participated in?	Number	Percent
One	37	30.6%
Two	30	24.8%
Three	15	12.4%
Four	15	12.4%
Five+	22	18.2%
Not provided	2	1.7%
Total	121	100.0%

WITHOUT "NOT PROVIDED"

Q2a. In the past 24 months, how many outdoor classes, programs, or activities offered by the City of Hilliard Recreation and Parks have you or members of your household participated in? (without "not provided")

Q2a. How many outdoor classes, programs, or activities have you participated in?	Number	Percent
One	37	31.1%
Two	30	25.2%
Three	15	12.6%
Four	15	12.6%
Five+	22	18.5%
Total	119	100.0%

Q2b. Please rate your overall satisfaction with all the outdoor classes, programs, or activities offered by the City of Hilliard Recreation and Parks you or members of your household have participated in.

Q2b. Your overall satisfaction with all outdoor classes, programs, or activities.	Number	Percent
Very satisfied	56	46.3%
Satisfied	48	39.7%
Neutral	9	7.4%
Dissatisfied	2	1.7%
Very dissatisfied	4	3.3%
Not provided	2	1.7%
Total	121	100.0%

WITHOUT "NOT PROVIDED"

Q2b. Please rate your overall satisfaction with all the outdoor classes, programs, or activities offered by the City of Hilliard Recreation and Parks you or members of your household have participated in. (without "not provided")

Q2b. Your overall satisfaction with all outdoor classes, programs, or activities.	Number	Percent
Very satisfied	56	47.1%
Satisfied	48	40.3%
Neutral	9	7.6%
Dissatisfied	2	1.7%
Very dissatisfied	4	3.4%
Total	119	100.0%

Q3. Please check the TOP THREE factors that determine whether you or members of your household participate in recreation classes, programs, or activities.

Q3. Top factors that determine whether you participate in recreation classes, programs, or activities	Number	Percent
Program subject matter	232	54.3%
Times program is offered	213	49.9%
Program cost	186	43.6%
Location of facility	146	34.2%
Dates program is offered	111	26.0%
Quality of facility	74	17.3%
Quality of instructor/coach	71	16.6%
Other	47	11.0%
Total	1080	

Q3-8. Other

Q3-8. Other	Number	Percent
No interest	9	19.1%
Covid	4	8.5%
Age, disability, no interest	1	2.1%
Never looked for programs or checked into program offerings	1	2.1%
Have plenty of things to do at home	1	2.1%
Have not lived here long enough	1	2.1%
Too busy	1	2.1%
Awareness of programs	1	2.1%
Plenty of activities to participate in without wasting tax payer money	1	2.1%
Grand kids desire	1	2.1%
Probably wouldn't use it	1	2.1%
Just don't use them	1	2.1%
Plan to participate in activities as our toddler and baby get older	1	2.1%
Have not considered before but will look into it	1	2.1%
Hearing that it is being offered	1	2.1%
We haven't participated	1	2.1%
Just haven't looked at a list of what is offered	1	2.1%
No time	1	2.1%
Knowledge of the program	1	2.1%
Classes offered	1	2.1%
I am not aware of any programs	1	2.1%
Belong to a gym so have not used programs	1	2.1%
No knowledge of senior center activities or programs	1	2.1%
Knowing it is available	1	2.1%
Date and time	1	2.1%
Age of my kids, Covid	1	2.1%
Not sure of what is offered	1	2.1%
Age restrictions	1	2.1%
What is offered and when and where	1	2.1%
To support friend performing	1	2.1%
No kids at home	1	2.1%
Facility is too out dated	1	2.1%
We moved here in 2020	1	2.1%
Knowing about the classes	1	2.1%
No need	1	2.1%
Not aware	1	2.1%
Total	47	100.0%

Q4. In the past 24 months, how many times have you or members of your household visited a City of Hilliard park?

Q4. How many times have you visited a City park in past 24 months?	Number	Percent
1-3 times	57	13.3%
4-6 times	66	15.5%
7-11 times	86	20.1%
Once a month	79	18.5%
Weekly	99	23.2%
Never	40	9.4%
Total	427	100.0%

Q4a. Based on your experience with City of Hilliard parks, please rate your satisfaction with each of the items below.

(N=387)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Not Applicable
Q4a-1. ADA accessibility	6.5%	6.2%	5.2%	0.3%	0.3%	81.7%
Q4a-2. Adult sports leagues	2.1%	4.7%	8.8%	2.1%	1.0%	81.4%
Q4a-3. Youth sports leagues	7.5%	12.9%	7.5%	3.1%	0.0%	69.0%
Q4a-4. Basketball	2.8%	5.7%	11.4%	2.3%	1.0%	76.7%
Q4a-5. Bicycling	16.5%	27.9%	10.6%	4.1%	0.5%	40.3%
Q4a-6. Community gardens	5.4%	12.4%	12.7%	3.9%	0.8%	64.9%
Q4a-7. Disc golf	4.4%	9.8%	9.6%	0.8%	0.5%	74.9%
Q4a-8. Dog park	11.9%	15.8%	8.0%	2.8%	0.8%	60.7%
Q4a-9. Fishing	3.9%	11.1%	10.6%	2.6%	0.8%	71.1%
Q4a-10. Green space	25.8%	34.4%	14.0%	3.6%	1.6%	20.7%
Q4a-11. Historical village	20.4%	24.8%	12.9%	0.8%	1.0%	40.1%
Q4a-12. Multi-use trails	30.7%	37.5%	10.1%	4.4%	1.3%	16.0%
Q4a-13. Outdoor pools	20.7%	24.3%	8.3%	2.1%	0.8%	43.9%
Q4a-14. Park shelters/picnic areas	18.1%	35.7%	10.9%	3.4%	0.3%	31.8%
Q4a-15. Park maintenance	26.1%	42.4%	11.4%	2.3%	0.0%	17.8%
Q4a-16. Pickleball	2.3%	3.9%	9.0%	0.3%	0.5%	84.0%
Q4a-17. Playgrounds	15.2%	31.8%	10.1%	3.1%	0.5%	39.3%
Q4a-18. Sand volleyball	1.8%	3.4%	9.0%	0.8%	1.0%	84.0%
Q4a-19. Sledding hill	9.6%	15.5%	9.6%	2.6%	0.5%	62.3%
Q4a-20. Splash pad	14.0%	17.8%	8.8%	0.8%	0.5%	58.1%
Q4a-21. Tennis	2.3%	5.7%	10.3%	2.1%	1.6%	78.0%
Q4a-22. Other	33.3%	50.0%	0.0%	0.0%	16.7%	0.0%

WITHOUT "NOT APPLICABLE"

Q4a. Based on your experience with City of Hilliard parks, please rate your satisfaction with each of the items below. (without "not applicable")

(N=387)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q4a-1. ADA accessibility	35.2%	33.8%	28.2%	1.4%	1.4%
Q4a-2. Adult sports leagues	11.1%	25.0%	47.2%	11.1%	5.6%
Q4a-3. Youth sports leagues	24.2%	41.7%	24.2%	10.0%	0.0%
Q4a-4. Basketball	12.2%	24.4%	48.9%	10.0%	4.4%
Q4a-5. Bicycling	27.7%	46.8%	17.7%	6.9%	0.9%
Q4a-6. Community gardens	15.4%	35.3%	36.0%	11.0%	2.2%
Q4a-7. Disc golf	17.5%	39.2%	38.1%	3.1%	2.1%
Q4a-8. Dog park	30.3%	40.1%	20.4%	7.2%	2.0%
Q4a-9. Fishing	13.4%	38.4%	36.6%	8.9%	2.7%
Q4a-10. Green space	32.6%	43.3%	17.6%	4.6%	2.0%
Q4a-11. Historical village	34.1%	41.4%	21.6%	1.3%	1.7%
Q4a-12. Multi-use trails	36.6%	44.6%	12.0%	5.2%	1.5%
Q4a-13. Outdoor pools	36.9%	43.3%	14.7%	3.7%	1.4%
Q4a-14. Park shelters/picnic areas	26.5%	52.3%	15.9%	4.9%	0.4%
Q4a-15. Park maintenance	31.8%	51.6%	13.8%	2.8%	0.0%
Q4a-16. Pickleball	14.5%	24.2%	56.5%	1.6%	3.2%
Q4a-17. Playgrounds	25.1%	52.3%	16.6%	5.1%	0.9%
Q4a-18. Sand volleyball	11.3%	21.0%	56.5%	4.8%	6.5%
Q4a-19. Sledding hill	25.3%	41.1%	25.3%	6.8%	1.4%
Q4a-20. Splash pad	33.3%	42.6%	21.0%	1.9%	1.2%
Q4a-21. Tennis	10.6%	25.9%	47.1%	9.4%	7.1%
Q4a-22. Other	33.3%	50.0%	0.0%	0.0%	16.7%

Q4a-22. Other

Q4a-22. Other	Number	Percent
Historical Village needs to be renovated & offer more activities to public	1	16.7%
Swimming lessons	1	16.7%
Veteran's park	1	16.7%
Bike path	1	16.7%
Veterans memorial	1	16.7%
Horseshoes	1	16.7%
Total	6	100.0%

Q5. Please CHECK ALL the organizations you and the members of your household use for parks and recreation classes, programs, activities, and facilities.

Q5. All organizations you use for parks & recreation classes, programs, activities, & facilities.	Number	Percent
City of Hilliard Recreation & Parks	307	71.9%
City of Hilliard Community Center	70	16.4%
City of Hilliard Senior Center	57	13.3%
City of Columbus Recreation & Parks	163	38.2%
City of Upper Arlington Parks & Recreation	66	15.5%
Dublin Community Recreation Center	79	18.5%
Prairie Township Community Center	27	6.3%
Columbus & Franklin County Metro Parks	228	53.4%
YMCA	112	26.2%
Ohio State University	72	16.9%
Ohio Department of Natural Resources	120	28.1%
Private businesses (trampoline park, art studios, etc.)	123	28.8%
Private fitness center	131	30.7%
Private sports leagues	76	17.8%
Private clubs	45	10.5%
HOA offered programs/amenities	36	8.4%
Columbus Metropolitan Library	278	65.1%
Places of worship	174	40.7%
Other	11	2.6%
Total	2175	

Q5-19. Other

Q5-19. Other	Number	Percent
City of Dublin Parks and Rec	1	9.1%
Employer	1	9.1%
Upper arlington senior center	1	9.1%
Soccer first, dublin	1	9.1%
Mostly just frisbee golf and bike trails	1	9.1%
Hilliard area garden club	1	9.1%
Sidewalks, trails	1	9.1%
Bourbon tasting, beer tastings, Dublin Bridge Park area	1	9.1%
Hilliard library	1	9.1%
Chiller	1	9.1%
Moose Lodge and American Legion	1	9.1%
Total	11	100.0%

Q6. Please CHECK ALL the reasons that prevent you or other members of your household from using facilities, amenities, and programs offered by the City of Hilliard MORE OFTEN.

Q6. Reasons that prevent you from using City facilities, amenities, & programs more often.	Number	Percent
Classes not available on convenient day	95	22.2%
Classes not available at convenient time	120	28.1%
Facilities lack appropriate equipment	35	8.2%
Fees are too high	52	12.2%
Lack of facilities	67	15.7%
Lack of parking	14	3.3%
Lack of childcare	25	5.9%
No time to participate	93	21.8%
Poorly maintained facilities	17	4.0%
Lack of programs	73	17.1%
Prefer other agencies' facilities/programs	49	11.5%
Programs lack quality	20	4.7%
Programs I desire are not offered	86	20.1%
Registration is difficult	28	6.6%
Waiting list/classes full	24	5.6%
Too far from home	10	2.3%
Security is insufficient	4	0.9%
Unaware of existing facilities/programs	149	34.9%
Other	65	15.2%
None, we regularly use facilities, amenities, & programs offered by City of Hilliard	25	5.9%
Total	1051	

WITHOUT "NONE"

Q6. Please CHECK ALL the reasons that prevent you or other members of your household from using facilities, amenities, and programs offered by the City of Hilliard MORE OFTEN. (without "none")

Q6. Reasons that prevent you from using City facilities, amenities, & programs more often.	Number	Percent
Classes not available on convenient day	95	23.6%
Classes not available at convenient time	120	29.9%
Facilities lack appropriate equipment	35	8.7%
Fees are too high	52	12.9%
Lack of facilities	67	16.7%
Lack of parking	14	3.5%
Lack of childcare	25	6.2%
No time to participate	93	23.1%
Poorly maintained facilities	17	4.2%
Lack of programs	73	18.2%
Prefer other agencies' facilities/programs	49	12.2%
Programs lack quality	20	5.0%
Programs I desire are not offered	86	21.4%
Registration is difficult	28	7.0%
Waiting list/classes full	23	5.7%
Too far from home	10	2.5%
Security is insufficient	4	1.0%
Unaware of existing facilities/programs	148	36.8%
Other	63	15.7%
Total	1022	

Q7. From the list of parks and recreation programs below, please indicate whether you or the members of your household have a need for each by circling "Yes" or "No" next to each item.

(N=427)

	Yes	No
Q7-1. Programs for people of all abilities	18.7%	81.3%
Q7-2. Adult art, dance, theater, performing arts	20.1%	79.9%
Q7-3. Adult sports	27.4%	72.6%
Q7-4. Adult sports leagues	22.5%	77.5%
Q7-5. Adventure programming (wilderness, kayaking)	37.5%	62.5%
Q7-6. Camping	16.9%	83.1%
Q7-7. Community special events	52.5%	47.5%
Q7-8. E-sports	3.3%	96.7%
Q7-9. Food truck programs	50.8%	49.2%
Q7-10. Group fitness programs	37.7%	62.3%
Q7-11. Home improvement programs	29.0%	71.0%
Q7-12. Mechanical programs (auto/motor maintenance)	9.6%	90.4%
Q7-13. Nature education programs (wildlife, trees, plant species)	35.8%	64.2%
Q7-14. Outdoor challenge programs (high ropes, rock climbing)	25.5%	74.5%
Q7-15. Outdoor fitness/yoga classes	36.1%	63.9%
Q7-16. Pickleball lessons/leagues	17.1%	82.9%
Q7-17. Preschool programs	11.5%	88.5%
Q7-18. Programs with pets	19.0%	81.0%
Q7-19. Science programs	17.8%	82.2%
Q7-20. Senior programs	25.1%	74.9%
Q7-21. Stationary bike/spinning programs	19.9%	80.1%
Q7-22. Tennis lessons/leagues	11.2%	88.8%
Q7-23. Trips to special attractions/events	23.4%	76.6%
Q7-24. Water fitness programs	23.2%	76.8%

Q7. From the list of parks and recreation programs below, please indicate whether you or the members of your household have a need for each by circling "Yes" or "No" next to each item.

(N=427)

	Yes	No
Q7-25. Wellness programs	28.6%	71.4%
Q7-26. Yoga/meditation programs	29.3%	70.7%
Q7-27. Youth after-school camps	12.4%	87.6%
Q7-28. Youth art, dance, theater, performing arts	15.2%	84.8%
Q7-29. Youth fitness/wellness programs	15.9%	84.1%
Q7-30. Youth sports	27.6%	72.4%
Q7-31. Youth sports leagues	25.3%	74.7%
Q7-32. Youth summer camps	20.4%	79.6%
Q7-33. Youth swim programs/lessons	26.2%	73.8%
Q7-34. Technology programs	15.9%	84.1%
Q7-35. Art programs (painting, drawing, ceramics)	28.6%	71.4%
Q7-36. Cooking programs	27.4%	72.6%
Q7-37. Martial arts programs	12.6%	87.4%
Q7-38. Other	3.5%	96.5%

Q7. If "Yes," please indicate how well your needs are being met using a scale of 1 to 5, where 5 means "100% Met" and 1 means "0% Met."

(N=371)

	100% Met	75% Met	50% Met	25% Met	0% Met
Q7-1. Programs for people of all abilities	17.4%	20.3%	34.8%	15.9%	11.6%
Q7-2. Adult art, dance, theater, performing arts	8.0%	17.3%	24.0%	17.3%	33.3%
Q7-3. Adult sports	6.0%	17.0%	31.0%	18.0%	28.0%
Q7-4. Adult sports leagues	4.9%	14.6%	34.1%	15.9%	30.5%
Q7-5. Adventure programming (wilderness, kayaking)	6.7%	3.7%	21.6%	15.7%	52.2%
Q7-6. Camping	6.3%	6.3%	17.2%	21.9%	48.4%
Q7-7. Community special events	17.9%	30.1%	35.2%	10.2%	6.6%
Q7-8. E-sports	20.0%	20.0%	10.0%	30.0%	20.0%
Q7-9. Food truck programs	16.1%	22.4%	31.8%	20.3%	9.4%
Q7-10. Group fitness programs	4.2%	13.4%	33.8%	29.6%	19.0%
Q7-11. Home improvement programs	7.6%	3.8%	14.3%	21.0%	53.3%
Q7-12. Mechanical programs (auto/motor maintenance)	8.8%	2.9%	11.8%	20.6%	55.9%
Q7-13. Nature education programs (wildlife, trees, plant species)	11.3%	12.9%	26.6%	25.8%	23.4%
Q7-14. Outdoor challenge programs (high ropes, rock climbing)	3.1%	2.1%	15.6%	26.0%	53.1%
Q7-15. Outdoor fitness/yoga classes	9.8%	13.5%	27.8%	30.8%	18.0%
Q7-16. Pickleball lessons/leagues	3.3%	9.8%	23.0%	31.1%	32.8%
Q7-17. Preschool programs	13.2%	7.9%	31.6%	18.4%	28.9%
Q7-18. Programs with pets	4.3%	4.3%	27.1%	30.0%	34.3%
Q7-19. Science programs	6.6%	3.3%	21.3%	29.5%	39.3%
Q7-20. Senior programs	11.4%	19.3%	22.7%	26.1%	20.5%
Q7-21. Stationary bike/spinning programs	4.2%	8.5%	8.5%	22.5%	56.3%
Q7-22. Tennis lessons/leagues	12.5%	2.5%	12.5%	22.5%	50.0%
Q7-23. Trips to special attractions/events	15.0%	7.5%	20.0%	22.5%	35.0%
Q7-24. Water fitness programs	8.1%	0.0%	12.2%	21.6%	58.1%

Q7. If "Yes," please indicate how well your needs are being met using a scale of 1 to 5, where 5 means "100% Met" and 1 means "0% Met."

(N=371)

	100% Met	75% Met	50% Met	25% Met	0% Met
Q7-25. Wellness programs	7.4%	7.4%	21.3%	28.7%	35.1%
Q7-26. Yoga/meditation programs	5.7%	9.4%	19.8%	30.2%	34.9%
Q7-27. Youth after-school camps	10.6%	12.8%	17.0%	19.1%	40.4%
Q7-28. Youth art, dance, theater, performing arts	3.6%	12.7%	14.5%	25.5%	43.6%
Q7-29. Youth fitness/wellness programs	5.3%	12.3%	28.1%	22.8%	31.6%
Q7-30. Youth sports	17.2%	24.2%	27.3%	15.2%	16.2%
Q7-31. Youth sports leagues	19.6%	23.9%	23.9%	13.0%	19.6%
Q7-32. Youth summer camps	9.3%	13.3%	26.7%	24.0%	26.7%
Q7-33. Youth swim programs/lessons	18.1%	16.0%	34.0%	10.6%	21.3%
Q7-34. Technology programs	7.1%	1.8%	16.1%	30.4%	44.6%
Q7-35. Art programs (painting, drawing, ceramics)	6.9%	5.9%	24.5%	24.5%	38.2%
Q7-36. Cooking programs	8.4%	4.2%	12.6%	16.8%	57.9%
Q7-37. Martial arts programs	9.3%	7.0%	23.3%	16.3%	44.2%
Q7-38. Other	18.2%	9.1%	18.2%	9.1%	45.5%

Q7-38. Other

Q7-38. Other	Number	Percent
Zumba	2	13.3%
Hilliard rec camp is our favorite so are outdoor hilliard pools	1	6.7%
Biking trails	1	6.7%
Need an indoor pool	1	6.7%
Wood working	1	6.7%
Foreign language with cultured kids club	1	6.7%
Rc flying park area	1	6.7%
Medical and financial topics	1	6.7%
Fishing	1	6.7%
Infant programs	1	6.7%
Outdoor programs for elders like snowshoe, paddleboard, etc.	1	6.7%
Quilting	1	6.7%
Financial education programs	1	6.7%
Sewing, knitting, quilting	1	6.7%
Total	15	100.0%

Q8. Which FOUR programs from the list in Question 7 are MOST IMPORTANT to you and the members of your household?

Q8. Top choice	Number	Percent
Programs for people of all abilities	12	2.8%
Adult art, dance, theater, performing arts	6	1.4%
Adult sports	8	1.9%
Adult sports leagues	7	1.6%
Adventure programming (wilderness, kayaking)	16	3.7%
Camping	3	0.7%
Community special events	41	9.6%
Food truck programs	13	3.0%
Group fitness programs	17	4.0%
Home improvement programs	3	0.7%
Nature education programs (wildlife, trees, plant species)	12	2.8%
Outdoor challenge programs (high ropes, rock climbing)	3	0.7%
Outdoor fitness/yoga classes	15	3.5%
Pickleball lessons/leagues	8	1.9%
Preschool programs	11	2.6%
Programs with pets	7	1.6%
Senior programs	24	5.6%
Stationary bike/spinning programs	5	1.2%
Tennis lessons/leagues	4	0.9%
Trips to special attractions/events	4	0.9%
Water fitness programs	9	2.1%
Wellness programs	8	1.9%
Yoga/meditation programs	2	0.5%
Youth after school camps	4	0.9%
Youth art, dance, theater, performing arts	4	0.9%
Youth sports	19	4.4%
Youth sports leagues	19	4.4%
Youth summer camps	8	1.9%
Youth swim programs/lessons	19	4.4%
Technology programs	1	0.2%
Art programs (painting, drawing, ceramics)	9	2.1%
Cooking programs	2	0.5%
Martial arts programs	1	0.2%
Other	3	0.7%
None chosen	100	23.4%
Total	427	100.0%

Q8. Which FOUR programs from the list in Question 7 are MOST IMPORTANT to you and the members of your household?

Q8. 2nd choice	Number	Percent
Programs for people of all abilities	5	1.2%
Adult art, dance, theater, performing arts	6	1.4%
Adult sports	10	2.3%
Adult sports leagues	12	2.8%
Adventure programming (wilderness, kayaking)	14	3.3%
Camping	6	1.4%
Community special events	23	5.4%
E-sports	1	0.2%
Food truck programs	21	4.9%
Group fitness programs	10	2.3%
Home improvement programs	10	2.3%
Nature education programs (wildlife, trees, plant species)	7	1.6%
Outdoor challenge programs (high ropes, rock climbing)	7	1.6%
Outdoor fitness/yoga classes	11	2.6%
Pickleball lessons/leagues	5	1.2%
Preschool programs	6	1.4%
Programs with pets	7	1.6%
Science programs	5	1.2%
Senior programs	15	3.5%
Stationary bike/spinning programs	12	2.8%
Tennis lessons/leagues	3	0.7%
Trips to special attractions/events	8	1.9%
Water fitness programs	9	2.1%
Wellness programs	9	2.1%
Yoga/meditation programs	12	2.8%
Youth after school camps	5	1.2%
Youth art, dance, theater, performing arts	6	1.4%
Youth fitness/wellness programs	3	0.7%
Youth sports	12	2.8%
Youth sports leagues	16	3.7%
Youth summer camps	10	2.3%
Youth swim programs/lessons	10	2.3%
Technology programs	3	0.7%
Art programs (painting, drawing, ceramics)	7	1.6%
Cooking programs	9	2.1%
Other	2	0.5%
None chosen	110	25.8%
Total	427	100.0%

Q8. Which FOUR programs from the list in Question 7 are MOST IMPORTANT to you and the members of your household?

Q8. 3rd choice	Number	Percent
Programs for people of all abilities	3	0.7%
Adult art, dance, theater, performing arts	6	1.4%
Adult sports	8	1.9%
Adult sports leagues	7	1.6%
Adventure programming (wilderness, kayaking)	12	2.8%
Camping	4	0.9%
Community special events	23	5.4%
Food truck programs	18	4.2%
Group fitness programs	21	4.9%
Home improvement programs	8	1.9%
Mechanical programs (auto/motor maintenance)	2	0.5%
Nature education programs (wildlife, trees, plant species)	14	3.3%
Outdoor challenge programs (high ropes, rock climbing)	8	1.9%
Outdoor fitness/yoga classes	13	3.0%
Pickleball lessons/leagues	5	1.2%
Preschool programs	3	0.7%
Programs with pets	12	2.8%
Science programs	3	0.7%
Senior programs	7	1.6%
Stationary bike/spinning programs	3	0.7%
Tennis lessons/leagues	3	0.7%
Trips to special attractions/events	9	2.1%
Water fitness programs	10	2.3%
Wellness programs	18	4.2%
Yoga/meditation programs	13	3.0%
Youth after school camps	1	0.2%
Youth art, dance, theater, performing arts	2	0.5%
Youth fitness/wellness programs	3	0.7%
Youth sports	9	2.1%
Youth sports leagues	7	1.6%
Youth summer camps	6	1.4%
Youth swim programs/lessons	11	2.6%
Technology programs	8	1.9%
Art programs (painting, drawing, ceramics)	9	2.1%
Cooking programs	10	2.3%
Martial arts programs	2	0.5%
None chosen	126	29.5%
Total	427	100.0%

Q8. Which FOUR programs from the list in Question 7 are MOST IMPORTANT to you and the members of your household?

Q8. 4th choice	Number	Percent
Programs for people of all abilities	3	0.7%
Adult art, dance, theater, performing arts	5	1.2%
Adult sports	4	0.9%
Adult sports leagues	11	2.6%
Adventure programming (wilderness, kayaking)	12	2.8%
Camping	3	0.7%
Community special events	23	5.4%
E-sports	2	0.5%
Food truck programs	20	4.7%
Group fitness programs	6	1.4%
Home improvement programs	7	1.6%
Mechanical programs (auto/motor maintenance)	3	0.7%
Nature education programs (wildlife, trees, plant species)	19	4.4%
Outdoor challenge programs (high ropes, rock climbing)	12	2.8%
Outdoor fitness/yoga classes	10	2.3%
Pickleball lessons/leagues	9	2.1%
Preschool programs	2	0.5%
Programs with pets	6	1.4%
Science programs	7	1.6%
Senior programs	12	2.8%
Stationary bike/spinning programs	4	0.9%
Tennis lessons/leagues	2	0.5%
Trips to special attractions/events	6	1.4%
Water fitness programs	8	1.9%
Wellness programs	6	1.4%
Yoga/meditation programs	13	3.0%
Youth after school camps	2	0.5%
Youth art, dance, theater, performing arts	8	1.9%
Youth fitness/wellness programs	4	0.9%
Youth sports	7	1.6%
Youth sports leagues	6	1.4%
Youth summer camps	5	1.2%
Youth swim programs/lessons	6	1.4%
Technology programs	2	0.5%
Art programs (painting, drawing, ceramics)	10	2.3%
Cooking programs	13	3.0%
Martial arts programs	2	0.5%
Other	3	0.7%
None chosen	144	33.7%
Total	427	100.0%

SUM OF THE TOP FOUR CHOICES

Q8. Which FOUR programs from the list in Question 7 are MOST IMPORTANT to you and the members of your household? (top 4)

Q8. Sum of the top four choices	Number	Percent
Programs for people of all abilities	23	5.4%
Adult art, dance, theater, performing arts	23	5.4%
Adult sports	30	7.0%
Adult sports leagues	37	8.7%
Adventure programming (wilderness, kayaking)	54	12.6%
Camping	16	3.7%
Community special events	110	25.8%
E-sports	3	0.7%
Food truck programs	72	16.9%
Group fitness programs	54	12.6%
Home improvement programs	28	6.6%
Mechanical programs (auto/motor maintenance)	5	1.2%
Nature education programs (wildlife, trees, plant species)	52	12.2%
Outdoor challenge programs (high ropes, rock climbing)	30	7.0%
Outdoor fitness/yoga classes	49	11.5%
Pickleball lessons/leagues	27	6.3%
Preschool programs	22	5.2%
Programs with pets	32	7.5%
Science programs	15	3.5%
Senior programs	58	13.6%
Stationary bike/spinning programs	24	5.6%
Tennis lessons/leagues	12	2.8%
Trips to special attractions/events	27	6.3%
Water fitness programs	36	8.4%
Wellness programs	41	9.6%
Yoga/meditation programs	40	9.4%
Youth after school camps	12	2.8%
Youth art, dance, theater, performing arts	20	4.7%
Youth fitness/wellness programs	10	2.3%
Youth sports	47	11.0%
Youth sports leagues	48	11.2%
Youth summer camps	29	6.8%
Youth swim programs/lessons	46	10.8%
Technology programs	14	3.3%
Art programs (painting, drawing, ceramics)	35	8.2%
Cooking programs	34	8.0%
Martial arts programs	5	1.2%
Other	8	1.9%
None chosen	100	23.4%
Total	1328	

Q9. From the list of parks and recreation amenities below, please indicate whether you or the members of your household have a need for each by circling "Yes" or "No" next to each item.

(N=427)

	Yes	No
Q9-1. Baseball/softball fields	22.0%	78.0%
Q9-2. Basketball courts	21.3%	78.7%
Q9-3. Bicycling paths	70.3%	29.7%
Q9-4. Box lacrosse court/lacrosse fields	4.4%	95.6%
Q9-5. Community gardens	24.4%	75.6%
Q9-6. Cricket fields	1.9%	98.1%
Q9-7. Disc golf course	16.4%	83.6%
Q9-8. Dog park	36.3%	63.7%
Q9-9. Fishing areas	29.0%	71.0%
Q9-10. Golf courses	28.3%	71.7%
Q9-11. Green space/open space	62.3%	37.7%
Q9-12. Historical village	37.2%	62.8%
Q9-13. In-line hockey court	5.4%	94.6%
Q9-14. Large community parks (10-50 acres)	53.4%	46.6%
Q9-15. Mountain bike parks	17.3%	82.7%
Q9-16. Multi-use trails	69.6%	30.4%
Q9-17. Natural play areas/playgrounds	45.2%	54.8%
Q9-18. Nature trails	70.5%	29.5%
Q9-19. Neighborhood parks (2-10 acres)	57.8%	42.2%
Q9-20. Outdoor adventure course	29.0%	71.0%
Q9-21. Outdoor fitness equipment	23.7%	76.3%
Q9-22. Outdoor pools	54.1%	45.9%
Q9-23. Park shelters/picnic areas	52.5%	47.5%
Q9-24. Pickleball courts	15.7%	84.3%

Q9. From the list of parks and recreation amenities below, please indicate whether you or the members of your household have a need for each by circling "Yes" or "No" next to each item.

(N=427)

	Yes	No
Q9-25. Playgrounds	43.8%	56.2%
Q9-26. Rock climbing	20.1%	79.9%
Q9-27. Sand volleyball courts	11.5%	88.5%
Q9-28. Skateboard parks	8.2%	91.8%
Q9-29. Sledding hill	39.8%	60.2%
Q9-30. Soccer fields	22.2%	77.8%
Q9-31. Splash pads	30.4%	69.6%
Q9-32. Teaching kitchen/commercial kitchen rental	12.2%	87.8%
Q9-33. Tennis courts	15.0%	85.0%
Q9-34. Community meeting spaces	25.8%	74.2%
Q9-35. Other	3.3%	96.7%

Q9. If "Yes," please indicate how well your needs are being met using a scale of 1 to 5, where 5 means "100% Met" and 1 means "0% Met."

(N=399)

	100% Met	75% Met	50% Met	25% Met	0% Met
Q9-1. Baseball/softball fields	34.1%	37.6%	17.6%	5.9%	4.7%
Q9-2. Basketball courts	18.5%	27.2%	27.2%	18.5%	8.6%
Q9-3. Bicycling paths	22.3%	35.5%	29.3%	10.9%	2.0%
Q9-4. Box lacrosse court/lacrosse fields	18.8%	18.8%	25.0%	12.5%	25.0%
Q9-5. Community gardens	12.8%	23.3%	26.7%	19.8%	17.4%
Q9-6. Cricket fields	16.7%	33.3%	33.3%	16.7%	0.0%
Q9-7. Disc golf course	27.0%	34.9%	22.2%	11.1%	4.8%
Q9-8. Dog park	27.8%	27.1%	24.8%	14.3%	6.0%
Q9-9. Fishing areas	16.0%	29.2%	34.9%	14.2%	5.7%
Q9-10. Golf courses	7.1%	11.1%	19.2%	22.2%	40.4%
Q9-11. Green space/open space	25.8%	30.9%	28.8%	9.9%	4.7%
Q9-12. Historical village	46.2%	31.8%	15.2%	3.0%	3.8%
Q9-13. In-line hockey court	5.6%	16.7%	5.6%	16.7%	55.6%
Q9-14. Large community parks (10-50 acres)	19.9%	27.6%	29.1%	13.3%	10.2%
Q9-15. Mountain bike parks	6.5%	16.1%	21.0%	19.4%	37.1%
Q9-16. Multi-use trails	21.3%	33.9%	27.6%	13.0%	4.3%
Q9-17. Natural play areas/playgrounds	19.3%	33.7%	25.9%	12.7%	8.4%
Q9-18. Nature trails	13.0%	21.7%	29.2%	22.9%	13.0%
Q9-19. Neighborhood parks (2-10 acres)	23.8%	28.5%	25.7%	15.4%	6.5%
Q9-20. Outdoor adventure course	1.9%	7.8%	16.5%	23.3%	50.5%
Q9-21. Outdoor fitness equipment	2.2%	10.1%	24.7%	29.2%	33.7%
Q9-22. Outdoor pools	37.6%	33.7%	19.8%	5.0%	4.0%
Q9-23. Park shelters/picnic areas	31.2%	39.2%	17.5%	11.1%	1.1%
Q9-24. Pickleball courts	15.4%	13.5%	28.8%	28.8%	13.5%

Q9. If "Yes," please indicate how well your needs are being met using a scale of 1 to 5, where 5 means "100% Met" and 1 means "0% Met."

(N=399)

	100% Met	75% Met	50% Met	25% Met	0% Met
Q9-25. Playgrounds	29.4%	36.8%	22.1%	9.2%	2.5%
Q9-26. Rock climbing	4.2%	5.6%	11.1%	15.3%	63.9%
Q9-27. Sand volleyball courts	15.4%	7.7%	33.3%	20.5%	23.1%
Q9-28. Skateboard parks	6.7%	10.0%	13.3%	33.3%	36.7%
Q9-29. Sledding hill	18.8%	24.8%	28.9%	16.1%	11.4%
Q9-30. Soccer fields	37.3%	31.3%	14.5%	13.3%	3.6%
Q9-31. Splash pads	36.9%	37.8%	16.2%	3.6%	5.4%
Q9-32. Teaching kitchen/commercial kitchen rental	2.1%	6.4%	10.6%	17.0%	63.8%
Q9-33. Tennis courts	10.9%	21.8%	34.5%	16.4%	16.4%
Q9-34. Community meeting spaces	7.7%	19.8%	31.9%	27.5%	13.2%
Q9-35. Other	0.0%	0.0%	11.1%	11.1%	77.8%

Q9-35. Other

Q9-35. Other	Number	Percent
Indoor pool	3	21.4%
Indoor fitness, there is not a dedicated space for fitness classes	1	7.1%
BMX bike park	1	7.1%
Indoor and outdoor swimming pools	1	7.1%
Spinning, indoor pool	1	7.1%
Batting cages	1	7.1%
Library only	1	7.1%
Wood working	1	7.1%
Senior center	1	7.1%
Rc flying park area	1	7.1%
Outdoor ice rink in winter time	1	7.1%
More senior activities	1	7.1%
Total	14	100.0%

Q10. Which FOUR amenities from the list in Question 9 are MOST IMPORTANT to you and the members of your household?

Q10. Top choice	Number	Percent
Baseball/softball fields	15	3.5%
Basketball courts	6	1.4%
Bicycling paths	66	15.5%
Box lacrosse court/lacrosse fields	1	0.2%
Community gardens	3	0.7%
Disc golf course	3	0.7%
Dog park	20	4.7%
Fishing areas	4	0.9%
Golf courses	11	2.6%
Green space/open space	23	5.4%
Historical village	2	0.5%
In-line hockey court	1	0.2%
Large community parks (10-50 acres)	11	2.6%
Mountain bike parks	5	1.2%
Multi-use trails	40	9.4%
Natural play areas/playgrounds	8	1.9%
Nature trails	22	5.2%
Neighborhood parks (2-10 acres)	10	2.3%
Outdoor adventure course	2	0.5%
Outdoor fitness equipment	1	0.2%
Outdoor pools	48	11.2%
Park shelters/picnic areas	7	1.6%
Pickleball courts	6	1.4%
Playgrounds	20	4.7%
Sand volleyball courts	1	0.2%
Skateboard parks	2	0.5%
Sledding hill	1	0.2%
Soccer fields	2	0.5%
Splash pads	5	1.2%
Teaching kitchen/commercial kitchen rental	1	0.2%
Tennis courts	5	1.2%
Community meeting spaces	3	0.7%
Other	7	1.6%
None chosen	65	15.2%
Total	427	100.0%

Q10. Which FOUR amenities from the list in Question 9 are MOST IMPORTANT to you and the members of your household?

Q10. 2nd choice	Number	Percent
Baseball/softball fields	7	1.6%
Basketball courts	8	1.9%
Bicycling paths	41	9.6%
Box lacrosse court/lacrosse fields	3	0.7%
Community gardens	8	1.9%
Disc golf course	8	1.9%
Dog park	24	5.6%
Fishing areas	6	1.4%
Golf courses	5	1.2%
Green space/open space	14	3.3%
Historical village	11	2.6%
Large community parks (10-50 acres)	16	3.7%
Mountain bike parks	1	0.2%
Multi-use trails	44	10.3%
Natural play areas/playgrounds	13	3.0%
Nature trails	38	8.9%
Neighborhood parks (2-10 acres)	10	2.3%
Outdoor adventure course	7	1.6%
Outdoor fitness equipment	2	0.5%
Outdoor pools	26	6.1%
Park shelters/picnic areas	7	1.6%
Pickleball courts	4	0.9%
Playgrounds	23	5.4%
Rock climbing	1	0.2%
Sand volleyball courts	1	0.2%
Sledding hill	2	0.5%
Soccer fields	4	0.9%
Splash pads	12	2.8%
Teaching kitchen/commercial kitchen rental	2	0.5%
Tennis courts	5	1.2%
Community meeting spaces	1	0.2%
None chosen	73	17.1%
Total	427	100.0%

Q10. Which FOUR amenities from the list in Question 9 are MOST IMPORTANT to you and the members of your household?

Q10. 3rd choice	Number	Percent
Baseball/softball fields	5	1.2%
Basketball courts	1	0.2%
Bicycling paths	19	4.4%
Box lacrosse court/lacrosse fields	1	0.2%
Community gardens	4	0.9%
Disc golf course	5	1.2%
Dog park	9	2.1%
Fishing areas	8	1.9%
Golf courses	16	3.7%
Green space/open space	22	5.2%
Historical village	6	1.4%
In-line hockey court	1	0.2%
Large community parks (10-50 acres)	17	4.0%
Mountain bike parks	4	0.9%
Multi-use trails	35	8.2%
Natural play areas/playgrounds	14	3.3%
Nature trails	35	8.2%
Neighborhood parks (2-10 acres)	28	6.6%
Outdoor adventure course	8	1.9%
Outdoor fitness equipment	5	1.2%
Outdoor pools	17	4.0%
Park shelters/picnic areas	8	1.9%
Pickleball courts	4	0.9%
Playgrounds	22	5.2%
Rock climbing	4	0.9%
Sand volleyball courts	1	0.2%
Skateboard parks	1	0.2%
Sledding hill	2	0.5%
Soccer fields	5	1.2%
Splash pads	9	2.1%
Teaching kitchen/commercial kitchen rental	3	0.7%
Tennis courts	9	2.1%
Community meeting spaces	8	1.9%
Other	1	0.2%
None chosen	90	21.1%
Total	427	100.0%

Q10. Which FOUR amenities from the list in Question 9 are MOST IMPORTANT to you and the members of your household?

Q10. 4th choice	Number	Percent
Baseball/softball fields	3	0.7%
Basketball courts	3	0.7%
Bicycling paths	20	4.7%
Box lacrosse court/lacrosse fields	1	0.2%
Community gardens	9	2.1%
Disc golf course	2	0.5%
Dog park	12	2.8%
Fishing areas	10	2.3%
Golf courses	10	2.3%
Green space/open space	20	4.7%
Historical village	6	1.4%
Large community parks (10-50 acres)	17	4.0%
Mountain bike parks	4	0.9%
Multi-use trails	25	5.9%
Natural play areas/playgrounds	12	2.8%
Nature trails	25	5.9%
Neighborhood parks (2-10 acres)	19	4.4%
Outdoor adventure course	4	0.9%
Outdoor fitness equipment	4	0.9%
Outdoor pools	24	5.6%
Park shelters/picnic areas	17	4.0%
Pickleball courts	7	1.6%
Playgrounds	10	2.3%
Rock climbing	3	0.7%
Skateboard parks	4	0.9%
Sledding hill	8	1.9%
Soccer fields	5	1.2%
Splash pads	13	3.0%
Teaching kitchen/commercial kitchen rental	3	0.7%
Tennis courts	3	0.7%
Community meeting spaces	7	1.6%
None chosen	117	27.4%
Total	427	100.0%

SUM OF THE TOP FOUR CHOICES

Q10. Which FOUR amenities from the list in Question 9 are MOST IMPORTANT to you and the members of your household? (top 4)

Q10. Sum of the top four choices	Number	Percent
Baseball/softball fields	30	7.0%
Basketball courts	18	4.2%
Bicycling paths	146	34.2%
Box lacrosse court/lacrosse fields	6	1.4%
Community gardens	24	5.6%
Disc golf course	18	4.2%
Dog park	65	15.2%
Fishing areas	28	6.6%
Golf courses	42	9.8%
Green space/open space	79	18.5%
Historical village	25	5.9%
In-line hockey court	2	0.5%
Large community parks (10-50 acres)	61	14.3%
Mountain bike parks	14	3.3%
Multi-use trails	144	33.7%
Natural play areas/playgrounds	47	11.0%
Nature trails	120	28.1%
Neighborhood parks (2-10 acres)	67	15.7%
Outdoor adventure course	21	4.9%
Outdoor fitness equipment	12	2.8%
Outdoor pools	115	26.9%
Park shelters/picnic areas	39	9.1%
Pickleball courts	21	4.9%
Playgrounds	75	17.6%
Rock climbing	8	1.9%
Sand volleyball courts	3	0.7%
Skateboard parks	7	1.6%
Sledding hill	13	3.0%
Soccer fields	16	3.7%
Splash pads	39	9.1%
Teaching kitchen/commercial kitchen rental	9	2.1%
Tennis courts	22	5.2%
Community meeting spaces	19	4.4%
Other	8	1.9%
None chosen	65	15.2%
Total	1428	

Q11. The City of Hilliard is considering developing a new Community Center with a focus on health and wellness. The new Community Center could include some of the amenities in the list below. From the list of items below, please indicate whether you or the members of your household have a need for each by circling "Yes" or "No" next to each item.

(N=427)

	Yes	No
Q11-1. Aerobics/yoga/fitness/dance space	47.1%	52.9%
Q11-2. Aquatics for adults (whirlpool/hot tub, family-oriented pool with various features, water fitness, water areas for therapeutic purposes, lap lanes)	57.1%	42.9%
Q11-3. Aquatics for children (family-oriented pool with various features, water fitness, water areas for therapeutic purposes, lap lanes)	36.5%	63.5%
Q11-4. Arts & crafts rooms	26.2%	73.8%
Q11-5. Café	37.0%	63.0%
Q11-6. Cardiovascular equipment area	48.5%	51.5%
Q11-7. Childcare services for facility users	19.0%	81.0%
Q11-8. CrossFit	22.0%	78.0%
Q11-9. Ice skating/hockey rink	23.9%	76.1%
Q11-10. Indoor aquatics/swimming facility	57.4%	42.6%
Q11-11. Indoor field house to support field activities	25.3%	74.7%
Q11-12. Indoor golf driving range	31.9%	68.1%
Q11-13. Indoor running/walking track	61.1%	38.9%
Q11-14. Indoor theater	23.0%	77.0%
Q11-15. Meeting/conference area	18.0%	82.0%
Q11-16. Multipurpose courts for basketball/volleyball/pickleball/badminton	34.0%	66.0%
Q11-17. Multi-use spaces	28.3%	71.7%
Q11-18. Park/open space	54.1%	45.9%
Q11-19. Racquetball/handball/wallyball courts	17.8%	82.2%
Q11-20. Rental space for events (parties, receptions, kitchen)	37.2%	62.8%
Q11-21. Rock climbing wall/ninja course	26.5%	73.5%
Q11-22. Space for senior adults	29.7%	70.3%
Q11-23. Space for teen activities	19.0%	81.0%
Q11-24. Weight room	39.1%	60.9%
Q11-25. Unstructured preschool space	12.4%	87.6%
Q11-26. Other	0.9%	99.1%

Q11. If "Yes," please indicate how well your needs are being met using a scale of 1 to 5, where 5 means "100% Met" and 1 means "0% Met."

(N=381)

	100% Met	75% Met	50% Met	25% Met	0% Met
Q11-1. Aerobics/yoga/fitness/dance space	2.6%	7.8%	26.0%	26.6%	37.0%
Q11-2. Aquatics for adults (whirlpool/hot tub, family-oriented pool with various features, water fitness, water areas for therapeutic purposes, lap lanes)	4.7%	7.3%	22.9%	19.8%	45.3%
Q11-3. Aquatics for children (family-oriented pool with various features, water fitness, water areas for therapeutic purposes, lap lanes)	9.2%	19.2%	30.8%	16.2%	24.6%
Q11-4. Arts & crafts rooms	2.5%	11.3%	17.5%	35.0%	33.8%
Q11-5. Café	6.7%	12.5%	20.8%	19.2%	40.8%
Q11-6. Cardiovascular equipment area	6.2%	9.9%	18.0%	20.5%	45.3%
Q11-7. Childcare services for facility users	8.1%	8.1%	22.6%	22.6%	38.7%
Q11-8. CrossFit	2.8%	8.5%	19.7%	23.9%	45.1%
Q11-9. Ice skating/hockey rink	7.0%	7.0%	11.6%	11.6%	62.8%
Q11-10. Indoor aquatics/swimming facility	4.6%	4.6%	14.3%	14.3%	62.2%
Q11-11. Indoor field house to support field activities	3.4%	11.5%	13.8%	16.1%	55.2%
Q11-12. Indoor golf driving range	1.8%	4.5%	3.6%	10.9%	79.1%
Q11-13. Indoor running/walking track	4.5%	5.0%	14.1%	12.1%	64.3%
Q11-14. Indoor theater	6.7%	9.3%	12.0%	18.7%	53.3%
Q11-15. Meeting/conference area	3.4%	15.3%	32.2%	22.0%	27.1%
Q11-16. Multipurpose courts for basketball/volleyball/pickleball/badminton	2.6%	12.2%	25.2%	16.5%	43.5%
Q11-17. Multi-use spaces	5.6%	7.8%	32.2%	32.2%	22.2%
Q11-18. Park/open space	16.7%	31.7%	31.7%	12.9%	7.0%
Q11-19. Racquetball/handball/wallyball courts	3.6%	10.7%	5.4%	16.1%	64.3%
Q11-20. Rental space for events (parties, receptions, kitchen)	8.4%	7.6%	23.7%	25.2%	35.1%
Q11-21. Rock climbing wall/ninja course	2.2%	3.3%	8.7%	13.0%	72.8%
Q11-22. Space for senior adults	11.0%	11.0%	35.2%	24.2%	18.7%
Q11-23. Space for teen activities	4.8%	8.1%	16.1%	21.0%	50.0%
Q11-24. Weight room	7.2%	10.1%	14.4%	20.1%	48.2%
Q11-25. Unstructured preschool space	8.3%	5.6%	8.3%	30.6%	47.2%
Q11-26. Other	33.3%	0.0%	0.0%	0.0%	66.7%

Q11-26. Other

Q11-26. Other	Number	Percent
Batting cages	1	25.0%
Stock fishing ponds	1	25.0%
Senior bus services for senior appts	1	25.0%
Quilting community	1	25.0%
Total	4	100.0%

Q12. Which FOUR amenities from the list in Question 11 are MOST IMPORTANT to you and the members of your household?

Q12. Top choice	Number	Percent
Aerobics/yoga/fitness/dance space	42	9.8%
Aquatics for adults (whirlpool/hot tub, family-oriented pool with various features, water fitness, water areas for therapeutic purposes, lap lanes)	44	10.3%
Aquatics for children (family-oriented pool with various features, water fitness, water areas for therapeutic purposes, lap lanes)	33	7.7%
Arts & crafts rooms	4	0.9%
Café	1	0.2%
Cardiovascular equipment area	16	3.7%
Childcare services for facility users	7	1.6%
CrossFit	2	0.5%
Ice skating/hockey rink	10	2.3%
Indoor aquatics/swimming facility	60	14.1%
Indoor field house to support field activities	5	1.2%
Indoor golf driving range	15	3.5%
Indoor running/walking track	23	5.4%
Indoor theater	4	0.9%
Meeting/conference area	2	0.5%
Multipurpose courts for basketball/volleyball/pickleball/badminton	14	3.3%
Multi-use spaces	4	0.9%
Park/open space	23	5.4%
Racquetball/handball/wallyball courts	7	1.6%
Rental space for events (parties, receptions, kitchen)	4	0.9%
Rock climbing wall/ninja course	3	0.7%
Space for senior adults	10	2.3%
Space for teen activities	2	0.5%
Weight room	10	2.3%
Unstructured preschool space	3	0.7%
Other	2	0.5%
None chosen	77	18.0%
Total	427	100.0%

Q12. Which FOUR amenities from the list in Question 11 are MOST IMPORTANT to you and the members of your household?

Q12. 2nd choice	Number	Percent
Aerobics/yoga/fitness/dance space	20	4.7%
Aquatics for adults (whirlpool/hot tub, family-oriented pool with various features, water fitness, water areas for therapeutic purposes, lap lanes)	45	10.5%
Aquatics for children (family-oriented pool with various features, water fitness, water areas for therapeutic purposes, lap lanes)	24	5.6%
Arts & crafts rooms	8	1.9%
Café	7	1.6%
Cardiovascular equipment area	28	6.6%
Childcare services for facility users	6	1.4%
CrossFit	6	1.4%
Ice skating/hockey rink	9	2.1%
Indoor aquatics/swimming facility	31	7.3%
Indoor field house to support field activities	7	1.6%
Indoor golf driving range	16	3.7%
Indoor running/walking track	35	8.2%
Indoor theater	12	2.8%
Meeting/conference area	6	1.4%
Multipurpose courts for basketball/volleyball/pickleball/badminton	11	2.6%
Multi-use spaces	2	0.5%
Park/open space	15	3.5%
Racquetball/handball/wallyball courts	3	0.7%
Rental space for events (parties, receptions, kitchen)	4	0.9%
Rock climbing wall/ninja course	13	3.0%
Space for senior adults	10	2.3%
Space for teen activities	3	0.7%
Weight room	12	2.8%
Unstructured preschool space	2	0.5%
Other	1	0.2%
None chosen	91	21.3%
Total	427	100.0%

Q12. Which FOUR amenities from the list in Question 11 are MOST IMPORTANT to you and the members of your household?

Q12. 3rd choice	Number	Percent
Aerobics/yoga/fitness/dance space	16	3.7%
Aquatics for adults (whirlpool/hot tub, family-oriented pool with various features, water fitness, water areas for therapeutic purposes, lap lanes)	14	3.3%
Aquatics for children (family-oriented pool with various features, water fitness, water areas for therapeutic purposes, lap lanes)	14	3.3%
Arts & crafts rooms	7	1.6%
Café	11	2.6%
Cardiovascular equipment area	23	5.4%
Childcare services for facility users	9	2.1%
CrossFit	12	2.8%
Ice skating/hockey rink	9	2.1%
Indoor aquatics/swimming facility	28	6.6%
Indoor field house to support field activities	7	1.6%
Indoor golf driving range	13	3.0%
Indoor running/walking track	41	9.6%
Indoor theater	8	1.9%
Meeting/conference area	4	0.9%
Multipurpose courts for basketball/volleyball/pickleball/badminton	12	2.8%
Multi-use spaces	5	1.2%
Park/open space	19	4.4%
Racquetball/handball/wallyball courts	4	0.9%
Rental space for events (parties, receptions, kitchen)	10	2.3%
Rock climbing wall/ninja course	15	3.5%
Space for senior adults	14	3.3%
Space for teen activities	2	0.5%
Weight room	20	4.7%
Unstructured preschool space	4	0.9%
None chosen	106	24.8%
Total	427	100.0%

Q12. Which FOUR amenities from the list in Question 11 are MOST IMPORTANT to you and the members of your household?

Q12. 4th choice	Number	Percent
Aerobics/yoga/fitness/dance space	13	3.0%
Aquatics for adults (whirlpool/hot tub, family-oriented pool with various features, water fitness, water areas for therapeutic purposes, lap lanes)	21	4.9%
Aquatics for children (family-oriented pool with various features, water fitness, water areas for therapeutic purposes, lap lanes)	7	1.6%
Arts & crafts rooms	7	1.6%
Café	8	1.9%
Cardiovascular equipment area	10	2.3%
Childcare services for facility users	6	1.4%
CrossFit	7	1.6%
Ice skating/hockey rink	9	2.1%
Indoor aquatics/swimming facility	17	4.0%
Indoor field house to support field activities	4	0.9%
Indoor golf driving range	16	3.7%
Indoor running/walking track	38	8.9%
Meeting/conference area	2	0.5%
Multipurpose courts for basketball/volleyball/pickleball/badminton	16	3.7%
Multi-use spaces	4	0.9%
Park/open space	20	4.7%
Racquetball/handball/wallyball courts	8	1.9%
Rental space for events (parties, receptions, kitchen)	13	3.0%
Rock climbing wall/ninja course	15	3.5%
Space for senior adults	11	2.6%
Space for teen activities	7	1.6%
Weight room	24	5.6%
Unstructured preschool space	4	0.9%
None chosen	140	32.8%
Total	427	100.0%

SUM OF THE TOP FOUR CHOICES

Q12. Which FOUR amenities from the list in Question 11 are MOST IMPORTANT to you and the members of your household? (top 4)

Q12. Sum of the top four choices	Number	Percent
Aerobics/yoga/fitness/dance space	91	21.3%
Aquatics for adults (whirlpool/hot tub, family-oriented pool with various features, water fitness, water areas for therapeutic purposes, lap lanes)	124	29.0%
Aquatics for children (family-oriented pool with various features, water fitness, water areas for therapeutic purposes, lap lanes)	78	18.3%
Arts & crafts rooms	26	6.1%
Café	27	6.3%
Cardiovascular equipment area	77	18.0%
Childcare services for facility users	28	6.6%
CrossFit	27	6.3%
Ice skating/hockey rink	37	8.7%
Indoor aquatics/swimming facility	136	31.9%
Indoor field house to support field activities	23	5.4%
Indoor golf driving range	60	14.1%
Indoor running/walking track	137	32.1%
Indoor theater	24	5.6%
Meeting/conference area	14	3.3%
Multipurpose courts for basketball/volleyball/pickleball/badminton	53	12.4%
Multi-use spaces	15	3.5%
Park/open space	77	18.0%
Racquetball/handball/wallyball courts	22	5.2%
Rental space for events (parties, receptions, kitchen)	31	7.3%
Rock climbing wall/ninja course	46	10.8%
Space for senior adults	45	10.5%
Space for teen activities	14	3.3%
Weight room	66	15.5%
Unstructured preschool space	13	3.0%
Other	3	0.7%
None chosen	77	18.0%
Total	1371	

Q13. Which FOUR amenities from the list in Question 11 would the ADULTS in your household (ages 18 and older) USE THE MOST if the City of Hilliard were to offer them in a new Community Center?

Q13. Top choice (adults 18 & older)	Number	Percent
Aerobics/yoga/fitness/dance space	44	10.3%
Aquatics for adults (whirlpool/hot tub, family-oriented pool with various features, water fitness, water areas for therapeutic purposes, lap lanes)	59	13.8%
Aquatics for children (family-oriented pool with various features, water fitness, water areas for therapeutic purposes, lap lanes)	3	0.7%
Arts & crafts rooms	2	0.5%
Café	4	0.9%
Cardiovascular equipment area	18	4.2%
Childcare services for facility users	6	1.4%
CrossFit	4	0.9%
Ice skating/hockey rink	5	1.2%
Indoor aquatics/swimming facility	45	10.5%
Indoor field house to support field activities	7	1.6%
Indoor golf driving range	25	5.9%
Indoor running/walking track	26	6.1%
Indoor theater	4	0.9%
Meeting/conference area	2	0.5%
Multipurpose courts for basketball/volleyball/pickleball/badminton	14	3.3%
Multi-use spaces	2	0.5%
Park/open space	17	4.0%
Racquetball/handball/wallyball courts	5	1.2%
Rental space for events (parties, receptions, kitchen)	5	1.2%
Rock climbing wall/ninja course	3	0.7%
Space for senior adults	8	1.9%
Weight room	17	4.0%
Other	2	0.5%
None chosen	100	23.4%
Total	427	100.0%

Q13. Which FOUR amenities from the list in Question 11 would the ADULTS in your household (ages 18 and older) USE THE MOST if the City of Hilliard were to offer them in a new Community Center?

Q13. 2nd choice (adults 18 & older)	Number	Percent
Aerobics/yoga/fitness/dance space	24	5.6%
Aquatics for adults (whirlpool/hot tub, family-oriented pool with various features, water fitness, water areas for therapeutic purposes, lap lanes)	47	11.0%
Aquatics for children (family-oriented pool with various features, water fitness, water areas for therapeutic purposes, lap lanes)	8	1.9%
Arts & crafts rooms	7	1.6%
Café	8	1.9%
Cardiovascular equipment area	39	9.1%
Childcare services for facility users	6	1.4%
CrossFit	10	2.3%
Ice skating/hockey rink	7	1.6%
Indoor aquatics/swimming facility	27	6.3%
Indoor field house to support field activities	3	0.7%
Indoor golf driving range	10	2.3%
Indoor running/walking track	41	9.6%
Indoor theater	5	1.2%
Meeting/conference area	3	0.7%
Multipurpose courts for basketball/volleyball/pickleball/badminton	7	1.6%
Multi-use spaces	1	0.2%
Park/open space	15	3.5%
Racquetball/handball/wallyball courts	6	1.4%
Rental space for events (parties, receptions, kitchen)	5	1.2%
Rock climbing wall/ninja course	7	1.6%
Space for senior adults	8	1.9%
Weight room	20	4.7%
Other	1	0.2%
None chosen	112	26.2%
Total	427	100.0%

Q13. Which FOUR amenities from the list in Question 11 would the ADULTS in your household (ages 18 and older) USE THE MOST if the City of Hilliard were to offer them in a new Community Center?

Q13. 3rd choice (adults 18 & older)	Number	Percent
Aerobics/yoga/fitness/dance space	16	3.7%
Aquatics for adults (whirlpool/hot tub, family-oriented pool with various features, water fitness, water areas for therapeutic purposes, lap lanes)	19	4.4%
Aquatics for children (family-oriented pool with various features, water fitness, water areas for therapeutic purposes, lap lanes)	1	0.2%
Arts & crafts rooms	11	2.6%
Café	20	4.7%
Cardiovascular equipment area	25	5.9%
Childcare services for facility users	6	1.4%
CrossFit	8	1.9%
Ice skating/hockey rink	6	1.4%
Indoor aquatics/swimming facility	29	6.8%
Indoor field house to support field activities	4	0.9%
Indoor golf driving range	13	3.0%
Indoor running/walking track	40	9.4%
Indoor theater	9	2.1%
Meeting/conference area	4	0.9%
Multipurpose courts for basketball/volleyball/pickleball/badminton	11	2.6%
Multi-use spaces	7	1.6%
Park/open space	21	4.9%
Racquetball/handball/wallyball courts	5	1.2%
Rental space for events (parties, receptions, kitchen)	6	1.4%
Rock climbing wall/ninja course	4	0.9%
Space for senior adults	8	1.9%
Space for teen activities	1	0.2%
Weight room	20	4.7%
None chosen	133	31.1%
Total	427	100.0%

Q13. Which FOUR amenities from the list in Question 11 would the ADULTS in your household (ages 18 and older) USE THE MOST if the City of Hilliard were to offer them in a new Community Center?

Q13. 4th choice (adults 18 & older)	Number	Percent
Aerobics/yoga/fitness/dance space	21	4.9%
Aquatics for adults (whirlpool/hot tub, family-oriented pool with various features, water fitness, water areas for therapeutic purposes, lap lanes)	17	4.0%
Aquatics for children (family-oriented pool with various features, water fitness, water areas for therapeutic purposes, lap lanes)	1	0.2%
Arts & crafts rooms	8	1.9%
Café	16	3.7%
Cardiovascular equipment area	12	2.8%
Childcare services for facility users	2	0.5%
CrossFit	5	1.2%
Ice skating/hockey rink	7	1.6%
Indoor aquatics/swimming facility	16	3.7%
Indoor field house to support field activities	1	0.2%
Indoor golf driving range	24	5.6%
Indoor running/walking track	34	8.0%
Indoor theater	3	0.7%
Meeting/conference area	1	0.2%
Multipurpose courts for basketball/volleyball/pickleball/badminton	12	2.8%
Multi-use spaces	7	1.6%
Park/open space	19	4.4%
Racquetball/handball/wallyball courts	5	1.2%
Rental space for events (parties, receptions, kitchen)	10	2.3%
Rock climbing wall/ninja course	12	2.8%
Space for senior adults	11	2.6%
Weight room	22	5.2%
None chosen	161	37.7%
Total	427	100.0%

SUM OF THE TOP FOUR CHOICES

Q13. Which FOUR amenities from the list in Question 11 would the ADULTS in your household (ages 18 and older) USE THE MOST if the City of Hilliard were to offer them in a new Community Center? (top 4)

Q13. Sum of the top four choices (adults 18 & older)	Number	Percent
Aerobics/yoga/fitness/dance space	105	24.6%
Aquatics for adults (whirlpool/hot tub, family-oriented pool with various features, water fitness, water areas for therapeutic purposes, lap lanes)	142	33.3%
Aquatics for children (family-oriented pool with various features, water fitness, water areas for therapeutic purposes, lap lanes)	13	3.0%
Arts & crafts rooms	28	6.6%
Café	48	11.2%
Cardiovascular equipment area	94	22.0%
Childcare services for facility users	20	4.7%
CrossFit	27	6.3%
Ice skating/hockey rink	25	5.9%
Indoor aquatics/swimming facility	117	27.4%
Indoor field house to support field activities	15	3.5%
Indoor golf driving range	72	16.9%
Indoor running/walking track	141	33.0%
Indoor theater	21	4.9%
Meeting/conference area	10	2.3%
Multipurpose courts for basketball/volleyball/pickleball/badminton	44	10.3%
Multi-use spaces	17	4.0%
Park/open space	72	16.9%
Racquetball/handball/wallyball courts	21	4.9%
Rental space for events (parties, receptions, kitchen)	26	6.1%
Rock climbing wall/ninja course	26	6.1%
Space for senior adults	35	8.2%
Space for teen activities	1	0.2%
Weight room	79	18.5%
Unstructured preschool space	1	0.2%
Other	2	0.5%
None chosen	100	23.4%
Total	1302	

Q14. Which FOUR amenities from the list in Question 11 would the YOUTH in your household (ages 17 and under) USE THE MOST if the City of Hilliard were to offer them in a new Community Center?

Q14. Top choice (youth 17 & under)	Number	Percent
Aerobics/yoga/fitness/dance space	4	0.9%
Aquatics for adults (whirlpool/hot tub, family-oriented pool with various features, water fitness, water areas for therapeutic purposes, lap lanes)	3	0.7%
Aquatics for children (family-oriented pool with various features, water fitness, water areas for therapeutic purposes, lap lanes)	64	15.0%
Arts & crafts rooms	2	0.5%
Cardiovascular equipment area	1	0.2%
Childcare services for facility users	6	1.4%
Ice skating/hockey rink	9	2.1%
Indoor aquatics/swimming facility	24	5.6%
Indoor field house to support field activities	6	1.4%
Indoor golf driving range	3	0.7%
Indoor theater	1	0.2%
Multipurpose courts for basketball/volleyball/pickleball/badminton	8	1.9%
Park/open space	3	0.7%
Racquetball/handball/wallyball courts	1	0.2%
Rock climbing wall/ninja course	5	1.2%
Space for teen activities	4	0.9%
Weight room	3	0.7%
Unstructured preschool space	7	1.6%
Other	1	0.2%
None chosen	272	63.7%
Total	427	100.0%

Q14. Which FOUR amenities from the list in Question 11 would the YOUTH in your household (ages 17 and under) USE THE MOST if the City of Hilliard were to offer them in a new Community Center?

Q14. 2nd choice (youth 17 & under)	Number	Percent
Aquatics for adults (whirlpool/hot tub, family-oriented pool with various features, water fitness, water areas for therapeutic purposes, lap lanes)	1	0.2%
Aquatics for children (family-oriented pool with various features, water fitness, water areas for therapeutic purposes, lap lanes)	21	4.9%
Arts & crafts rooms	11	2.6%
Café	2	0.5%
Cardiovascular equipment area	2	0.5%
Childcare services for facility users	8	1.9%
CrossFit	1	0.2%
Ice skating/hockey rink	12	2.8%
Indoor aquatics/swimming facility	23	5.4%
Indoor field house to support field activities	3	0.7%
Indoor golf driving range	2	0.5%
Indoor running/walking track	6	1.4%
Indoor theater	3	0.7%
Multipurpose courts for basketball/volleyball/pickleball/badminton	9	2.1%
Multi-use spaces	3	0.7%
Park/open space	6	1.4%
Racquetball/handball/wallyball courts	1	0.2%
Rock climbing wall/ninja course	21	4.9%
Space for teen activities	4	0.9%
Weight room	3	0.7%
Unstructured preschool space	8	1.9%
None chosen	277	64.9%
Total	427	100.0%

Q14. Which FOUR amenities from the list in Question 11 would the YOUTH in your household (ages 17 and under) USE THE MOST if the City of Hilliard were to offer them in a new Community Center?

Q14. 3rd choice (youth 17 & under)	Number	Percent
Aerobics/yoga/fitness/dance space	1	0.2%
Aquatics for adults (whirlpool/hot tub, family-oriented pool with various features, water fitness, water areas for therapeutic purposes, lap lanes)	2	0.5%
Aquatics for children (family-oriented pool with various features, water fitness, water areas for therapeutic purposes, lap lanes)	12	2.8%
Arts & crafts rooms	6	1.4%
Café	4	0.9%
Cardiovascular equipment area	2	0.5%
Childcare services for facility users	3	0.7%
CrossFit	3	0.7%
Ice skating/hockey rink	12	2.8%
Indoor aquatics/swimming facility	16	3.7%
Indoor field house to support field activities	7	1.6%
Indoor golf driving range	3	0.7%
Indoor running/walking track	5	1.2%
Indoor theater	3	0.7%
Multipurpose courts for basketball/volleyball/pickleball/badminton	13	3.0%
Multi-use spaces	1	0.2%
Park/open space	14	3.3%
Racquetball/handball/wallyball courts	3	0.7%
Rental space for events (parties, receptions, kitchen)	3	0.7%
Rock climbing wall/ninja course	9	2.1%
Space for teen activities	9	2.1%
Weight room	5	1.2%
Unstructured preschool space	4	0.9%
None chosen	287	67.2%
Total	427	100.0%

Q14. Which FOUR amenities from the list in Question 11 would the YOUTH in your household (ages 17 and under) USE THE MOST if the City of Hilliard were to offer them in a new Community Center?

Q14. 4th choice (youth 17 & under)	Number	Percent
Aerobics/yoga/fitness/dance space	2	0.5%
Aquatics for adults (whirlpool/hot tub, family-oriented pool with various features, water fitness, water areas for therapeutic purposes, lap lanes)	2	0.5%
Aquatics for children (family-oriented pool with various features, water fitness, water areas for therapeutic purposes, lap lanes)	4	0.9%
Arts & crafts rooms	8	1.9%
Café	3	0.7%
Cardiovascular equipment area	2	0.5%
Childcare services for facility users	4	0.9%
CrossFit	2	0.5%
Ice skating/hockey rink	3	0.7%
Indoor aquatics/swimming facility	8	1.9%
Indoor field house to support field activities	8	1.9%
Indoor golf driving range	4	0.9%
Indoor running/walking track	5	1.2%
Indoor theater	5	1.2%
Multipurpose courts for basketball/volleyball/pickleball/badminton	7	1.6%
Multi-use spaces	3	0.7%
Park/open space	11	2.6%
Rental space for events (parties, receptions, kitchen)	3	0.7%
Rock climbing wall/ninja course	16	3.7%
Space for teen activities	11	2.6%
Weight room	5	1.2%
Unstructured preschool space	7	1.6%
None chosen	304	71.2%
Total	427	100.0%

SUM OF THE TOP FOUR CHOICES

Q14. Which FOUR amenities from the list in Question 11 would the YOUTH in your household (ages 17 and under) USE THE MOST if the City of Hilliard were to offer them in a new Community Center? (top 4)

Q14. Sum of the top four choices (youth 17 & under)	Number	Percent
Aerobics/yoga/fitness/dance space	7	1.6%
Aquatics for adults (whirlpool/hot tub, family-oriented pool with various features, water fitness, water areas for therapeutic purposes, lap lanes)	8	1.9%
Aquatics for children (family-oriented pool with various features, water fitness, water areas for therapeutic purposes, lap lanes)	101	23.7%
Arts & crafts rooms	27	6.3%
Café	9	2.1%
Cardiovascular equipment area	7	1.6%
Childcare services for facility users	21	4.9%
CrossFit	6	1.4%
Ice skating/hockey rink	36	8.4%
Indoor aquatics/swimming facility	71	16.6%
Indoor field house to support field activities	24	5.6%
Indoor golf driving range	12	2.8%
Indoor running/walking track	16	3.7%
Indoor theater	12	2.8%
Multipurpose courts for basketball/volleyball/pickleball/badminton	37	8.7%
Multi-use spaces	7	1.6%
Park/open space	34	8.0%
Racquetball/handball/wallyball courts	5	1.2%
Rental space for events (parties, receptions, kitchen)	6	1.4%
Rock climbing wall/ninja course	51	11.9%
Space for teen activities	28	6.6%
Weight room	16	3.7%
Unstructured preschool space	26	6.1%
Other	1	0.2%
None chosen	272	63.7%
Total	840	

Q15. In community centers in Dublin, Worthington, Westerville, and Prairie Township, the average cost for an individual adult membership is \$260 per year. Assuming the City of Hilliard constructed a new Community Center that included the amenities that are most important to you and the members of your household, how would you feel about paying \$260 annually for an individual adult membership?

Q15. How would you feel about paying \$260 annually for an individual adult membership for using the new Community Center?	Number	Percent
I think \$260 is about right	156	36.5%
I think \$260 is too high	90	21.1%
I would be open to paying more than \$260 if Community Center included the items most important to me	57	13.3%
I would be interested in daily passes only	38	8.9%
I would be interested in individual classes/programs only	20	4.7%
I would be interested in group fitness classes only	5	1.2%
I would be interested in facility rentals/meeting space rentals only	8	1.9%
I would not be interested regardless of price or the amenities offered	40	9.4%
Not provided	13	3.0%
Total	427	100.0%

WITHOUT "NOT PROVIDED"

Q15. In community centers in Dublin, Worthington, Westerville, and Prairie Township, the average cost for an individual adult membership is \$260 per year. Assuming the City of Hilliard constructed a new Community Center that included the amenities that are most important to you and the members of your household, how would you feel about paying \$260 annually for an individual adult membership? (without "not provided")

Q15. How would you feel about paying \$260 annually for an individual adult membership for using the new Community Center?	Number	Percent
I think \$260 is about right	156	37.7%
I think \$260 is too high	90	21.7%
I would be open to paying more than \$260 if Community Center included the items most important to me	57	13.8%
I would be interested in daily passes only	38	9.2%
I would be interested in individual classes/programs only	20	4.8%
I would be interested in group fitness classes only	5	1.2%
I would be interested in facility rentals/meeting space rentals only	8	1.9%
I would not be interested regardless of price or the amenities offered	40	9.7%
Total	414	100.0%

Q16. The City of Hilliard's primary funding source is a 2% income tax, paid by individuals who work in the community (regardless of where they live). How supportive would you be of an additional 0.5% income tax for individuals working in the City of Hilliard if it was dedicated to recreation and parks, including the construction and operation of a new Community Center that would meet your household's needs?

Q16. How supportive would you be of an additional 0.5% income tax for individuals working in City of Hilliard?	Number	Percent
Very supportive	96	22.5%
Supportive	114	26.7%
Not supportive	62	14.5%
Not at all supportive	81	19.0%
Don't know	74	17.3%
Total	427	100.0%

WITHOUT "DON'T KNOW"

Q16. The City of Hilliard's primary funding source is a 2% income tax, paid by individuals who work in the community (regardless of where they live). How supportive would you be of an additional 0.5% income tax for individuals working in the City of Hilliard if it was dedicated to recreation and parks, including the construction and operation of a new Community Center that would meet your household's needs? (without "don't know")

Q16. How supportive would you be of an additional 0.5% income tax for individuals working in City of Hilliard?	Number	Percent
Very supportive	96	27.2%
Supportive	114	32.3%
Not supportive	62	17.6%
Not at all supportive	81	22.9%
Total	353	100.0%

Q16a. If you answered "not supportive" or "not at all supportive" to Question 16, please select all the reasons why.

Q16a. Reasons why you answered Not Supportive or Not at All Supportive to Question 16	Number	Percent
I work in Hilliard and do not want to see an increase to my income taxes	25	17.5%
I don't support any increase to income taxes	75	52.4%
I would not use a new Community Center	30	21.0%
Those who use a new Community Center should support it with user fees	68	47.6%
I need more information before I can respond	17	11.9%
Other	19	13.3%
Total	234	

Q17. Compared to other priorities in the City of Hilliard, how important do you think developing and operating a new Community Center should be?

Q17. How important should developing & operating a new Community Center be?	Number	Percent
Very high priority	65	15.2%
High priority	165	38.6%
Low priority	91	21.3%
Very low priority	36	8.4%
Don't know	70	16.4%
Total	427	100.0%

WITHOUT "DON'T KNOW"

Q17. Compared to other priorities in the City of Hilliard, how important do you think developing and operating a new Community Center should be? (without "don't know")

Q17. How important should developing & operating a new Community Center be?	Number	Percent
Very high priority	65	18.2%
High priority	165	46.2%
Low priority	91	25.5%
Very low priority	36	10.1%
Total	357	100.0%

Q18. If you were given \$100 to allocate for the City of Hilliard parks, trails, sports, and recreation, how much would you give to each of the following priorities?

	Mean	Percentage (%)	Allocation Amount (\$)	
Acquire & develop additional multi-use trails (biking & walking trails)	36.77	23.18%	\$	23.18
Acquire & develop additional parkland & open space	23.38	14.74%	\$	14.74
Build new sports fields	16.62	10.48%	\$	10.48
Develop a new Community Center	42.8	26.98%	\$	26.98
Improve/maintain existing parks & recreation facilities	39.08	24.63%	\$	24.63
Total	158.65	100.0%	\$	100.00

DEMOGRAPHICS

Q19. Including yourself, how many people in your household are...

	Mean	Sum	Percentage (%)
number	2.8	1177	100.0%
Age 5 or under	0.2	85	7.2%
Ages 5-9	0.2	86	7.3%
Ages 10-14	0.2	84	7.1%
Ages 15-19	0.2	89	7.6%
Ages 20-24	0.1	34	2.9%
Ages 25-34	0.3	111	9.4%
Ages 35-44	0.4	163	13.8%
Ages 45-54	0.3	142	12.1%
Ages 55-64	0.5	194	16.5%
Ages 65-74	0.3	143	12.1%
Ages 75+	0.1	46	3.9%

Q20. What is your age?

Q20. Your age:	Number	Percent
18-34 years	74	17.3%
35-44 years	89	20.8%
45-54 years	80	18.7%
55-64 years	88	20.6%
65 years or older	85	19.9%
Not provided	11	2.6%
Total	427	100.0%

WITHOUT "NOT PROVIDED"**Q20. What is your age? (without "not provided")**

Q20. Your age	Number	Percent
18-34 years	74	17.8%
35-44 years	89	21.4%
45-54 years	80	19.2%
55-64 years	88	21.2%
65 years or older	85	20.4%
Total	416	100.0%

Q21. Are you registered to vote in the City of Hilliard?

Q21. Are you registered to vote in City of Hilliard?	Number	Percent
Yes	405	94.8%
No	21	4.9%
Not provided	1	0.2%
Total	427	100.0%

WITHOUT "NOT PROVIDED"**Q21. Are you registered to vote in the City of Hilliard? (without "not provided")**

Q21. Are you registered to vote in City of Hilliard?	Number	Percent
Yes	405	95.1%
No	21	4.9%
Total	426	100.0%

Q22. How many years have you lived in the City of Hilliard?

Q22. How many years have you lived in City of Hilliard?	Number	Percent
0-5 years	82	19.2%
6-10 years	60	14.1%
11-15 years	45	10.5%
16-20 years	64	15.0%
21-30 years	103	24.1%
31 years or longer	67	15.7%
Not provided	6	1.4%
Total	427	100.0%

WITHOUT "NOT PROVIDED"**Q22. How many years have you lived in the City of Hilliard? (without "not provided")**

Q22. How many years have you lived in City of Hilliard?	Number	Percent
0-5 years	82	19.5%
6-10 years	60	14.3%
11-15 years	45	10.7%
16-20 years	64	15.2%
21-30 years	103	24.5%
31 years or longer	67	15.9%
Total	421	100.0%

Q23. What is your gender?

Q23. Your gender:	Number	Percent
Male	209	48.9%
Female	211	49.4%
Prefer not to answer	7	1.6%
Total	427	100.0%

WITHOUT "PREFER NOT TO ANSWER"**Q23. What is your gender? (without "prefer not to answer")**

Q23. Your gender:	Number	Percent
Male	209	49.8%
Female	211	50.2%
Total	420	100.0%

Q24. Which of the following best describes your total annual household income?

Q24. Your total annual household income:	Number	Percent
Under \$25K	28	6.6%
\$25K-\$49,999	41	9.6%
\$50K-\$74,999	46	10.8%
\$75K-\$99,999	71	16.6%
\$100K+	153	35.8%
Not provided	88	20.6%
Total	427	100.0%

WITHOUT "NOT PROVIDED"**Q24. Which of the following best describes your total annual household income? (without "not provided")**

Q24. Your total annual household income:	Number	Percent
Under \$25K	28	8.3%
\$25K-\$49,999	41	12.1%
\$50K-\$74,999	46	13.6%
\$75K-\$99,999	71	20.9%
\$100K+	153	45.1%
Total	339	100.0%

Q25. What is the highest level of education you have achieved?

Q25. Highest level of education you have achieved:	Number	Percent
Master's degree or higher	113	26.5%
Bachelor's degree	151	35.4%
Associate's degree	63	14.8%
High school graduate/GED	61	14.3%
Other	11	2.6%
Not provided	28	6.6%
Total	427	100.0%

WITHOUT "NOT PROVIDED"**Q25. What is the highest level of education you have achieved? (without "not provided")**

Q25. Highest level of education you have achieved:	Number	Percent
Master's degree or higher	113	28.3%
Bachelor's degree	151	37.8%
Associate's degree	63	15.8%
High school graduate/GED	61	15.3%
Other	11	2.8%
Total	399	100.0%

Q25-5. Other

Q25-5. Other	Number	Percent
Some college	5	45.5%
10th grade	2	18.2%
Some college but no degree	1	9.1%
Nursing diploma	1	9.1%
Did not graduate high school	1	9.1%
11th grade	1	9.1%
Total	11	100.0%

Q26. Which of the following best describes your race/ethnicity?

Q26. Your race/ethnicity:	Number	Percent
Asian	19	4.4%
African American/Black	20	4.7%
American Indian/Alaska Native	1	0.2%
Caucasian/White	373	87.4%
Other	2	0.5%
Prefer not to answer	13	3.0%
Total	428	

WITHOUT "PREFER NOT TO ANSWER"**Q26. Which of the following best describes your race/ethnicity? (without "prefer not to answer")**

Q26. Your race/ethnicity:	Number	Percent
Asian	19	4.6%
African American/Black	20	4.8%
American Indian/Alaska Native	1	0.2%
Caucasian/White	373	90.1%
Other	2	0.5%
Total	415	

Q26-6. Other

Q26-6. Other	Number	Percent
Multiple races	1	50.0%
Mixed	1	50.0%
Total	2	100.0%

Q27. Are you of Hispanic, Latino, or Spanish origin?

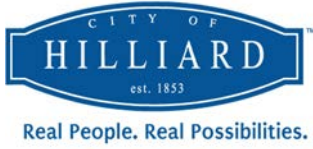
Q27. Are you of Hispanic, Latino, or Spanish origin?	Number	Percent
Yes	16	3.7%
No	404	94.6%
Not provided	7	1.6%
Total	427	100.0%

WITHOUT "NOT PROVIDED"**Q27. Are you of Hispanic, Latino, or Spanish origin? (without "not provided")**

Q27. Are you of Hispanic, Latino, or Spanish origin?	Number	Percent
Yes	16	3.8%
No	404	96.2%
Total	420	100.0%

5

Survey Instrument



January 2021

Dear City of Hilliard Resident,

In 2021, the City of Hilliard will be performing a feasibility study tied to the possible construction of a new Community Center. It also will be updating its Recreation and Parks Master Plan and overall long-range Community Plan.

As part of this important process, we are asking members of our community to take a quick survey that will help us identify future priorities in the areas of recreation and parks amenities, facilities, programs and activities. These questions cover topics that include our Community Center, Senior Center, aquatics facilities, and 24 parks.

Your household has been randomly selected to participate in this survey, so your voice is important to Hilliard's future! By giving us a few minutes of your time, you will help us chart a resident-driven course for the future of our community.

Please complete this survey in the coming week, then return it in the enclosed postage-paid envelope. Alternately, you may take this survey online at HilliardParkSurvey.org.

Thank you for helping us create future opportunities for the Hilliard community!

Regards,



Michelle Crandall

City Manager



Ed Merritt

Director of Recreation and Parks

2021 City of Hilliard Recreation and Parks Survey

Talk to us, we're listening! The City of Hilliard would like your input to help determine recreation and park priorities for our community. Recreation and park facilities contribute significantly to your quality of life, and your opinions are very important to us. This survey will take 10-15 minutes to complete. We greatly appreciate your time. If you would prefer to complete the survey on-line, please go to [HilliardParkSurvey.org](https://hilliardparksurvey.org).

- 1. In the past 24 months, how many members of your household have participated in any of the indoor classes, programs, or activities offered by the City of Hilliard Recreation and Parks?**

____(1) One ____ (2) Two ____ (3) Three ____ (4) Four or more ____ (5) None *[Skip to Q2.]*

- 1a. In the past 24 months, how many indoor classes, programs, or activities offered by the City of Hilliard Recreation and Parks have you or members of your household participated in?**

____(1) One ____ (2) Two ____ (3) Three ____ (4) Four ____ (5) Five or more

- 1b. Please rate your overall satisfaction with all the indoor classes, programs, or activities offered by the City of Hilliard Recreation and Parks you or members of your household have participated in.**

____(1) Very satisfied ____ (3) Neutral ____ (5) Very dissatisfied
____ (2) Satisfied ____ (4) Dissatisfied

- 2. In the past 24 months, how many members of your household have participated in any of the outdoor classes, programs, or activities offered by the City of Hilliard Recreation and Parks?**

____(1) One ____ (2) Two ____ (3) Three ____ (4) Four or more ____ (5) None *[Skip to Q3.]*

- 2a. In the past 24 months, how many outdoor classes, programs, or activities offered by the City of Hilliard Recreation and Parks have you or members of your household participated in?**

____(1) One ____ (2) Two ____ (3) Three ____ (4) Four ____ (5) Five or more

- 2b. Please rate your overall satisfaction with all the outdoor classes, programs, or activities offered by the City of Hilliard Recreation and Parks you or members of your household have participated in.**

____(1) Very satisfied ____ (3) Neutral ____ (5) Very dissatisfied
____ (2) Satisfied ____ (4) Dissatisfied

- 3. Please check the TOP THREE factors that determine whether you or members of your household participate in recreation classes, programs, or activities.**

____ (1) Location of facility	____ (5) Quality of instructor/coach
____ (2) Program cost	____ (6) Times the program is offered
____ (3) Program subject matter	____ (7) Dates the program is offered
____ (4) Quality of facility	____ (8) Other: _____

- 4. In the past 24 months, how many times have you or members of your household visited a City of Hilliard park?**

____(1) 1-3 times ____ (3) 7-11 times ____ (5) Weekly
____ (2) 4-6 times ____ (4) Once a month ____ (6) Never *[Skip to Q5.]*

4a. Based on your experience with City of Hilliard Parks, please rate your satisfaction with each of the items below. If you or members of your household have not experienced or used one of the items below, please select "Not Applicable."

Park Amenities	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Not Applicable
01. ADA accessibility	5	4	3	2	1	9
02. Adult sports leagues	5	4	3	2	1	9
03. Youth sports leagues	5	4	3	2	1	9
04. Basketball	5	4	3	2	1	9
05. Bicycling	5	4	3	2	1	9
06. Community gardens	5	4	3	2	1	9
07. Disc golf	5	4	3	2	1	9
08. Dog park	5	4	3	2	1	9
09. Fishing	5	4	3	2	1	9
10. Green space	5	4	3	2	1	9
11. Historical village	5	4	3	2	1	9
12. Multi-use trails	5	4	3	2	1	9
13. Outdoor pools	5	4	3	2	1	9
14. Park shelters/picnic areas	5	4	3	2	1	9
15. Park maintenance	5	4	3	2	1	9
16. Pickleball	5	4	3	2	1	9
17. Playgrounds	5	4	3	2	1	9
18. Sand volleyball	5	4	3	2	1	9
19. Sledding hill	5	4	3	2	1	9
20. Splash pad	5	4	3	2	1	9
21. Tennis	5	4	3	2	1	9
22. Other: _____	5	4	3	2	1	9

5. Please CHECK ALL the organizations you and the members of your household use for parks and recreation classes, programs, activities, and facilities.

- | | |
|---|--|
| ____(01) City of Hilliard Recreation and Parks | ____(11) Ohio Department of Natural Resources |
| ____(02) City of Hilliard Community Center | ____(12) Private businesses (trampoline park, art studios, etc.) |
| ____(03) City of Hilliard Senior Center | ____(13) Private fitness center |
| ____(04) City of Columbus Recreation and Parks | ____(14) Private sports leagues |
| ____(05) City of Upper Arlington Parks and Recreation | ____(15) Private clubs |
| ____(06) Dublin Community Recreation Center | ____(16) HOA offered programs/amenities |
| ____(07) Prairie Township Community Center | ____(17) Columbus Metropolitan Library |
| ____(08) Columbus and Franklin County Metro Parks | ____(18) Places of worship |
| ____(09) YMCA | ____(19) Other: _____ |
| ____(10) Ohio State University | |

6. Please CHECK ALL the reasons that prevent you or other members of your household from using facilities, amenities, and programs offered by the City of Hilliard MORE OFTEN.

- | | |
|---|---|
| ____(01) Classes not available on convenient day | ____(12) Programs lack quality |
| ____(02) Classes not available at convenient time | ____(13) Programs I desire are not offered |
| ____(03) Facilities lack appropriate equipment | ____(14) Registration is difficult |
| ____(04) Fees are too high | ____(15) Waiting list/classes full |
| ____(05) Lack of facilities | ____(16) Too far from home |
| ____(06) Lack of parking | ____(17) Security is insufficient |
| ____(07) Lack of childcare | ____(18) Unaware of existing facilities/programs |
| ____(08) No time to participate | ____(19) Other: _____ |
| ____(09) Poorly maintained facilities | ____(20) None, we regularly use facilities, amenities, and programs offered by the City of Hilliard |
| ____(10) Lack of programs | |
| ____(11) Prefer other agencies' facilities/programs | |

7. From the list of parks and recreation programs below, please indicate whether you or the members of your household have a need for each by circling "Yes" or "No" next to each item. If "Yes," please indicate how well your needs are being met using a scale of 1 to 5, where 5 means "100% Met" and 1 means "0% Met."

Program	Do you have a need for this program?		If "Yes," how well are your needs being met?				
			100% Met	75% Met	50% Met	25% Met	0% Met
01. Programs for people of all abilities	Yes	No	5	4	3	2	1
02. Adult art, dance, theater, performing arts	Yes	No	5	4	3	2	1
03. Adult sports	Yes	No	5	4	3	2	1
04. Adult sports leagues	Yes	No	5	4	3	2	1
05. Adventure programming (wilderness, kayaking)	Yes	No	5	4	3	2	1
06. Camping	Yes	No	5	4	3	2	1
07. Community special events	Yes	No	5	4	3	2	1
08. E-sports	Yes	No	5	4	3	2	1
09. Food truck programs	Yes	No	5	4	3	2	1
10. Group fitness programs	Yes	No	5	4	3	2	1
11. Home improvement programs	Yes	No	5	4	3	2	1
12. Mechanical programs (auto/motor maintenance)	Yes	No	5	4	3	2	1
13. Nature education programs (wildlife, trees, plant species)	Yes	No	5	4	3	2	1
14. Outdoor challenge programs (high ropes, rock climbing)	Yes	No	5	4	3	2	1
15. Outdoor fitness/yoga classes	Yes	No	5	4	3	2	1
16. Pickleball lessons/leagues	Yes	No	5	4	3	2	1
17. Preschool programs	Yes	No	5	4	3	2	1
18. Programs with pets	Yes	No	5	4	3	2	1
19. Science programs	Yes	No	5	4	3	2	1
20. Senior programs	Yes	No	5	4	3	2	1
21. Stationary bike/spinning programs	Yes	No	5	4	3	2	1
22. Tennis lessons/leagues	Yes	No	5	4	3	2	1
23. Trips to special attractions/events	Yes	No	5	4	3	2	1
24. Water fitness programs	Yes	No	5	4	3	2	1
25. Wellness programs	Yes	No	5	4	3	2	1
26. Yoga/meditation programs	Yes	No	5	4	3	2	1
27. Youth after-school camps	Yes	No	5	4	3	2	1
28. Youth art, dance, theater, performing arts	Yes	No	5	4	3	2	1
29. Youth fitness/wellness programs	Yes	No	5	4	3	2	1
30. Youth sports	Yes	No	5	4	3	2	1
31. Youth sports leagues	Yes	No	5	4	3	2	1
32. Youth summer camps	Yes	No	5	4	3	2	1
33. Youth swim programs/lessons	Yes	No	5	4	3	2	1
34. Technology programs	Yes	No	5	4	3	2	1
35. Art programs (painting, drawing, ceramics)	Yes	No	5	4	3	2	1
36. Cooking programs	Yes	No	5	4	3	2	1
37. Martial arts programs	Yes	No	5	4	3	2	1
38. Other: _____	Yes	No	5	4	3	2	1

8. Which **FOUR** programs from the list in Question 7 are **MOST IMPORTANT** to you and the members of your household? [Write in your answers below using the numbers from the list in Question 7, or circle "NONE."]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE

9. From the list of parks and recreation amenities below, please indicate whether you or the members of your household have a need for each by circling "Yes" or "No" next to each item. If "Yes," please indicate how well your needs are being met using a scale of 1 to 5, where 5 means "100% Met" and 1 means "0% Met."

Amenities	Do you have a need for this amenity?		If "Yes," how well are your needs being met?				
	Yes	No	100% Met	75% Met	50% Met	25% Met	0% Met
01. Baseball/softball fields	Yes	No	5	4	3	2	1
02. Basketball courts	Yes	No	5	4	3	2	1
03. Bicycling paths	Yes	No	5	4	3	2	1
04. Box lacrosse court/lacrosse fields	Yes	No	5	4	3	2	1
05. Community gardens	Yes	No	5	4	3	2	1
06. Cricket fields	Yes	No	5	4	3	2	1
07. Disc golf course	Yes	No	5	4	3	2	1
08. Dog park	Yes	No	5	4	3	2	1
09. Fishing areas	Yes	No	5	4	3	2	1
10. Golf courses	Yes	No	5	4	3	2	1
11. Green space/open space	Yes	No	5	4	3	2	1
12. Historical village	Yes	No	5	4	3	2	1
13. In-line hockey court	Yes	No	5	4	3	2	1
14. Large community parks (10-50 acres)	Yes	No	5	4	3	2	1
15. Mountain bike parks	Yes	No	5	4	3	2	1
16. Multi-use trails	Yes	No	5	4	3	2	1
17. Natural play areas/playgrounds	Yes	No	5	4	3	2	1
18. Nature trails	Yes	No	5	4	3	2	1
19. Neighborhood parks (2-10 acres)	Yes	No	5	4	3	2	1
20. Outdoor adventure course	Yes	No	5	4	3	2	1
21. Outdoor fitness equipment	Yes	No	5	4	3	2	1
22. Outdoor pools	Yes	No	5	4	3	2	1
23. Park shelters/picnic areas	Yes	No	5	4	3	2	1
24. Pickleball courts	Yes	No	5	4	3	2	1
25. Playgrounds	Yes	No	5	4	3	2	1
26. Rock climbing	Yes	No	5	4	3	2	1
27. Sand volleyball courts	Yes	No	5	4	3	2	1
28. Skateboard parks	Yes	No	5	4	3	2	1
29. Sledding hill	Yes	No	5	4	3	2	1
30. Soccer fields	Yes	No	5	4	3	2	1
31. Splash pads	Yes	No	5	4	3	2	1
32. Teaching kitchen/commercial kitchen rental	Yes	No	5	4	3	2	1
33. Tennis courts	Yes	No	5	4	3	2	1
34. Community meeting spaces	Yes	No	5	4	3	2	1
35. Other: _____	Yes	No	5	4	3	2	1

10. Which FOUR amenities from the list in Question 9 are MOST IMPORTANT to you and the members of your household? [Write in your answers below using the numbers from the list in Question 9, or circle "NONE."]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE

- 11. The City of Hilliard is considering developing a new Community Center with a focus on health and wellness. The new Community Center could include some of the amenities in the list below. From the list of items below, please indicate whether you or the members of your household have a need for each by circling "Yes" or "No" next to each item. If "Yes," please indicate how well your needs are being met using a scale of 1 to 5, where 5 means "100% Met" and 1 means "0% Met."**

Community Center Amenities/Programs	Do you have a need for this item?		If "Yes," how well are your needs being met?				
	Yes	No	100% Met	75% Met	50% Met	25% Met	0% Met
01. Aerobics/yoga/fitness/dance space	Yes	No	5	4	3	2	1
02. Aquatics for adults (whirlpool/hot tub, family-oriented pool with various features, water fitness, water areas for therapeutic purposes, lap lanes)	Yes	No	5	4	3	2	1
03. Aquatics for children (family-oriented pool with various features, water fitness, water areas for therapeutic purposes, lap lanes)	Yes	No	5	4	3	2	1
04. Arts and crafts rooms	Yes	No	5	4	3	2	1
05. Café	Yes	No	5	4	3	2	1
06. Cardiovascular equipment area	Yes	No	5	4	3	2	1
07. Childcare services for facility users	Yes	No	5	4	3	2	1
08. CrossFit™	Yes	No	5	4	3	2	1
09. Ice skating/hockey rink	Yes	No	5	4	3	2	1
10. Indoor aquatics/swimming facility	Yes	No	5	4	3	2	1
11. Indoor field house to support field activities	Yes	No	5	4	3	2	1
12. Indoor golf driving range	Yes	No	5	4	3	2	1
13. Indoor running/walking track	Yes	No	5	4	3	2	1
14. Indoor theater	Yes	No	5	4	3	2	1
15. Meeting/conference area	Yes	No	5	4	3	2	1
16. Multipurpose courts for basketball/volleyball/pickleball/badminton	Yes	No	5	4	3	2	1
17. Multi-use spaces	Yes	No	5	4	3	2	1
18. Park/open space	Yes	No	5	4	3	2	1
19. Racquetball/handball/wallyball courts	Yes	No	5	4	3	2	1
20. Rental space for events (parties, receptions, kitchen)	Yes	No	5	4	3	2	1
21. Rock climbing wall/ninja course	Yes	No	5	4	3	2	1
22. Space for senior adults	Yes	No	5	4	3	2	1
23. Space for teen activities	Yes	No	5	4	3	2	1
24. Weight room	Yes	No	5	4	3	2	1
25. Unstructured preschool space	Yes	No	5	4	3	2	1
26. Other: _____	Yes	No	5	4	3	2	1

- 12. Which FOUR amenities from the list in Question 11 are MOST IMPORTANT to you and the members of your household? [Write in your answers below using the numbers from the list in Question 11, or circle "NONE."]**

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE

- 13. Which FOUR amenities from the list in Question 11 would the ADULTS in your household (ages 18 and older) USE THE MOST if the City of Hilliard were to offer them in a new Community Center? [Write in your answers below using the numbers from the list in Question 11, or circle "NONE."]**

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE

14. Which **FOUR** amenities from the list in Question 11 would the **YOUTH** in your household (ages 17 and under) **USE THE MOST** if the City of Hilliard were to offer them in a new Community Center? *[Write in your answers below using the numbers from the list in Question 11, or circle "No youth in household."]*

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ No youth in household

15. In community centers in Dublin, Worthington, Westerville, and Prairie Township the average cost for an individual adult membership is \$260 per year. Assuming the City of Hilliard constructed a new Community Center that included the amenities that are most important to you and the members of your household, how would you feel about paying \$260 annually for an individual adult membership?

- ____(1) I think \$260 is about right
 ____ (2) I think \$260 is too high
 ____ (3) I would be open to paying more than \$260 if the Community Center included the items most important to me
 ____ (4) I would be interested in daily passes only
 ____ (5) I would be interested in individual classes/programs only
 ____ (6) I would be interested in group fitness classes only
 ____ (7) I would be interested in facility rentals/meeting space rentals only
 ____ (8) I would not be interested regardless of price or the amenities offered

16. The City of Hilliard's primary funding source is a 2% income tax, paid by individuals who work in the community (regardless of where they live). How supportive would you be of an additional 0.5% income tax for individuals working in the City of Hilliard if it was dedicated to recreation and parks, including the construction and operation of a new Community Center that would meet your household's needs?

- ____(1) Very supportive *[Skip to Q17.]* ____ (3) Not supportive ____ (9) Don't know
 ____ (2) Supportive *[Skip to Q17.]* ____ (4) Not at all supportive

- 16a. If you answered "not supportive" or "not at all supportive" to Question 16 above, please select all the reasons why.

- ____ (1) I work in Hilliard and do not want to see an increase to my income taxes
 ____ (2) I don't support any increase to income taxes
 ____ (3) I would not use a new community center
 ____ (4) Those who use a new community center should support it with user fees
 ____ (5) I need more information before I can respond
 ____ (6) Other: _____

17. Compared to other priorities in the City of Hilliard, how important do you think developing and operating a new Community Center should be?

- ____ (1) Very high priority ____ (3) Low priority ____ (9) Don't know
 ____ (2) High priority ____ (4) Very low priority

18. If you were given \$100 to allocate for the City of Hilliard parks, trails, sports, and recreation, how much would you give to each of the following priorities? *[Make sure your total adds up to \$100.]*

- \$ _____ Acquire and develop additional multi-use trails (biking and walking trails)
 \$ _____ Acquire and develop additional parkland and open space
 \$ _____ Build new sports fields
 \$ _____ Develop a new Community Center
 \$ _____ Improve/maintain existing parks and recreation facilities

\$100 total

19. Including 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: ____

20. What is your age? _____ years**21. Are you registered to vote in the City of Hilliard? ____ (1) Yes ____ (2) No****22. How many years have you lived in the City of Hilliard? _____ years****23. What is your gender?**

____ (1) Male ____ (2) Female ____ (3) Prefer not to answer ____ (4) Other: _____

24. Which of the following best describes your total annual household income?

____ (1) Under \$25,000 ____ (3) \$50,000-\$74,999 ____ (5) \$100,000 or more
 ____ (2) \$25,000-\$49,999 ____ (4) \$75,000-\$99,000 ____ (6) Prefer not to answer

25. What is the highest level of education you have achieved?

____ (1) Master's degree or higher ____ (4) High school graduate/GED
 ____ (2) Bachelor's degree ____ (5) Other: _____
 ____ (3) Associate's degree ____ (6) None of the above

26. Which of the following best describes your race/ethnicity? [Check all that apply.]

____ (1) Asian ____ (4) Caucasian/White
 ____ (2) African American/Black ____ (5) Native Hawaiian/Pacific Islander
 ____ (3) American Indian/Alaska Native ____ (6) Other: _____

27. Are you of Hispanic, Latino, or Spanish origin? ____ (1) Yes ____ (2) No**28. Please share any additional comments that could assist the City of Hilliard in improving parks, trails, open space, or recreational facilities and programs.**

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage-paid envelope addressed to:
 ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061