

# **Helena Township Parks and Recreation**

## **Community Survey**

**(October 3 – November 3, 2011)**

## **Quantitative Results**

**(Numeric Data and Graphs)**

# Summary Survey Statistics

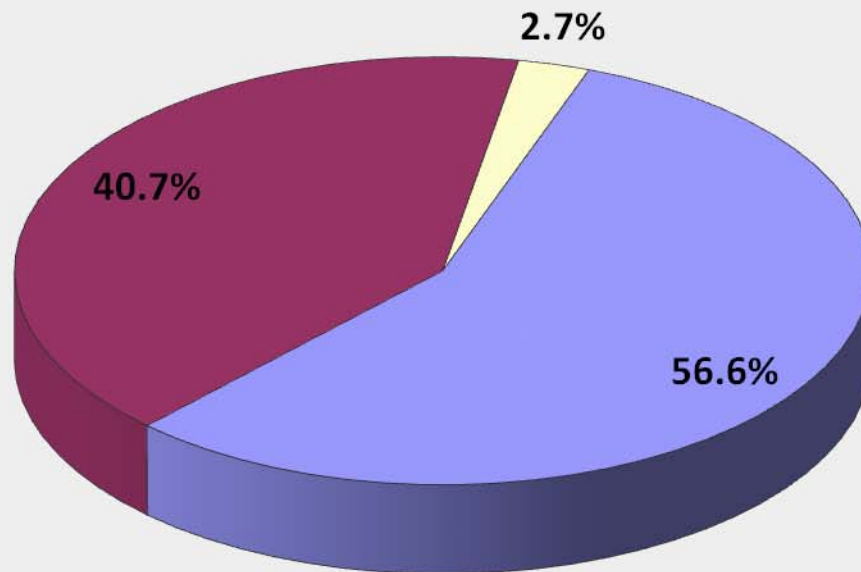
- **Sent informational postcards to 1030 residents/taxpayers of Helena Township providing details on how and when to take the survey**
- **18 postcards “returned to sender” (net 1012 residents/taxpayers)**
- **3 Ads placed: Antrim Review (2) and Elk Rapids News (1)**
- **30+ Flyers posted around the community**
- **Highlighted throughout the Helena Township Website**
- **Survey available from October 3, 2011 – November 3, 2011 (30 days)**
- **191 responded to the survey via the online tool**
  - **155 answered every question (81.2%)**
- **30 responded to the survey via hardcopy**
  - **Either downloaded from Parks/Recreation website or picked up copy at Library**
  - **15 answered every question (50%)**
- **Total of 221 responded to the survey driving a 22%\* response rate!**
  - **170 answered every question (77%)**
- **46 (21%) Survey respondents provided their contact information**

\* Does not validate whether people responded to the survey more than once, nor is the 1012 necessarily the absolute denominator based on other means in which Helena Township residence and non-residence may have been informed about the survey.

**Q1: Please check the living situation that best describes you?**

<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
My primary residence is located in Helena Township for greater than six (6) months per year	56.6%	125
I own property in Helena Township, but it is not my primary residence	40.7%	90
I don't reside or own property in Helena Township, but I utilize the park resources	2.7%	6
<b><i>answered question</i></b>		<b>221</b>
<b><i>skipped question</i></b>		<b>0</b>

**Q1:** Please check the living situation that best describes you?

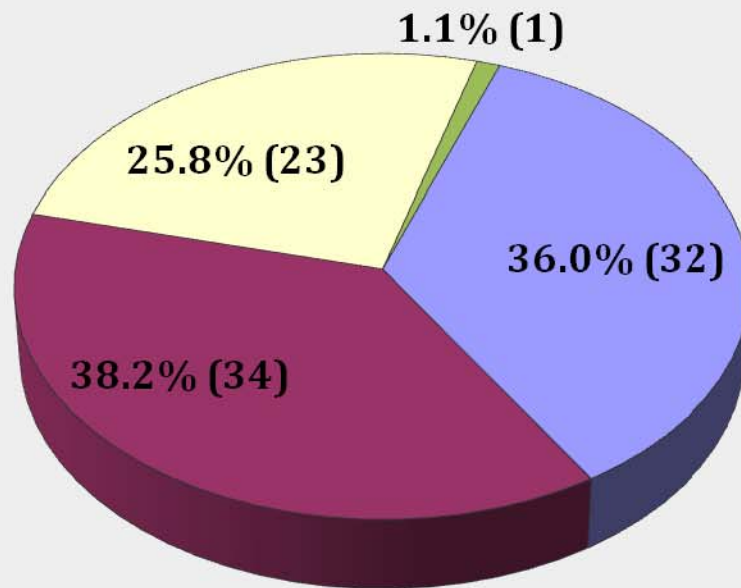


- ☐ My primary residence is located in Helena Township for greater than six (6) months per year
- ☐ I own property in Helena Township, but it is not my primary residence
- ☐ I don't reside or own property in Helena Township, but I utilize the park resources

**Q2: If Helena Township is NOT your primary residence, please choose below how often you use this property/residence?**

<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
I reside at this property/residence approximately 1 – 8 weeks per year	35.6%	32
I reside at this property/residence approximately 9 – 16 weeks per year	37.8%	34
I reside at this property/residence approximately 17 – 25 weeks per year	25.6%	23
I don't reside at this property	1.1%	1
<b><i>answered question</i></b>		<b>90</b>
<b><i>skipped question</i></b>		<b>103</b>

**Q2:** If Helena Township is **NOT** your primary residence, please choose below how often you use this property/residence?

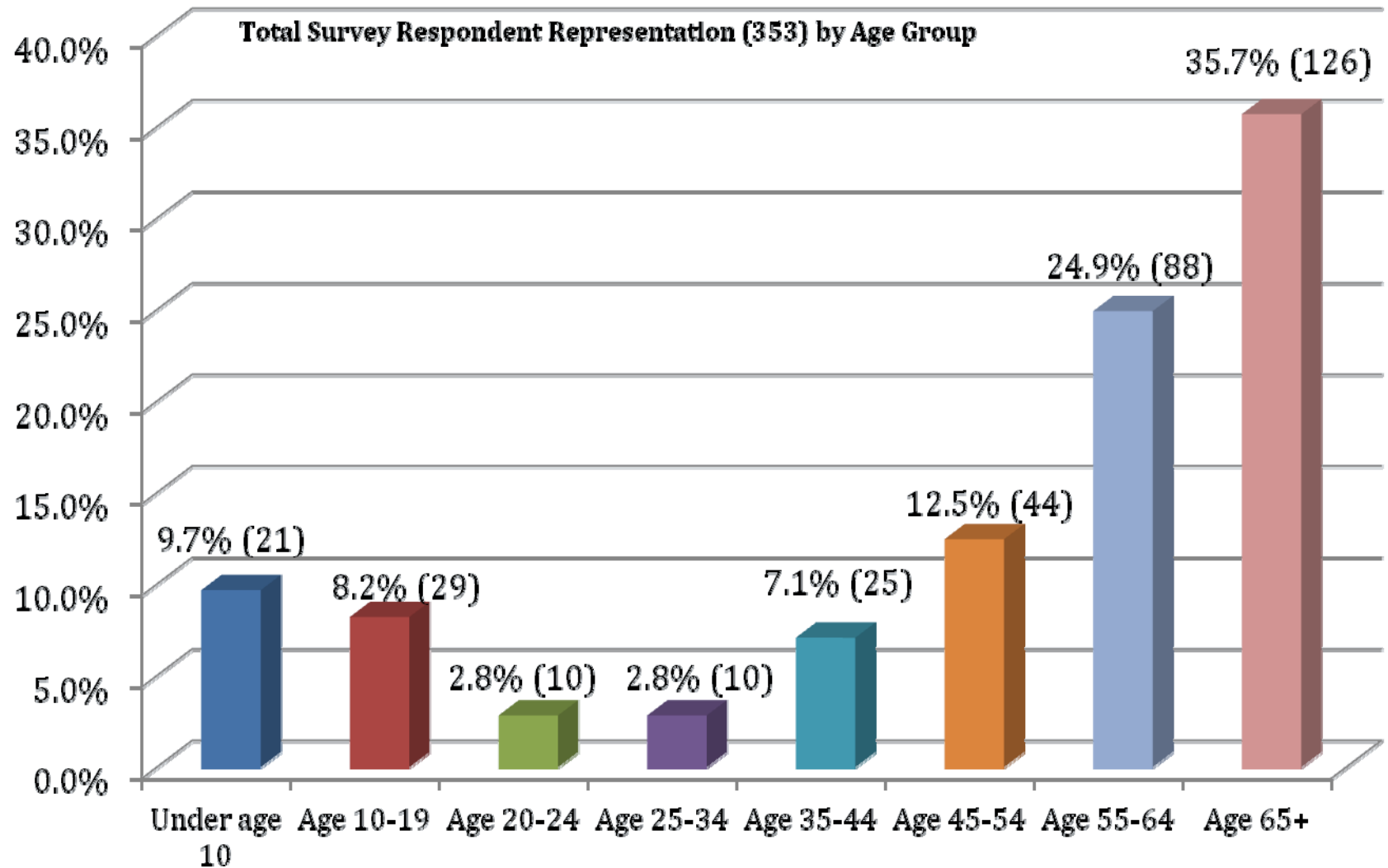


- I reside at this property/residence approximately 1 – 8 weeks per year
- I reside at this property/residence approximately 9 – 16 weeks per year
- I reside at this property/residence approximately 17 – 25 weeks per year
- I don't reside at this property

**Q3:** Please tell us the number of persons living in your household, including yourself, who are:

Answer Options		# of Household Members for each Age Group
Under age 10	5.9%	21
Age 10-19	8.2%	29
Age 20-24	2.8%	10
Age 25-34	2.8%	10
Age 35-44	7.1%	25
Age 45-54	12.5%	44
Age 55-64	24.9%	88
Age 65+	35.7%	126
<b>Total Representation</b>		<b>353</b>
<b>answered question</b>		<b>217</b>
<b>skipped question</b>		<b>4</b>

**Q3: Please tell us the number of persons living in your household, including yourself, who are:**

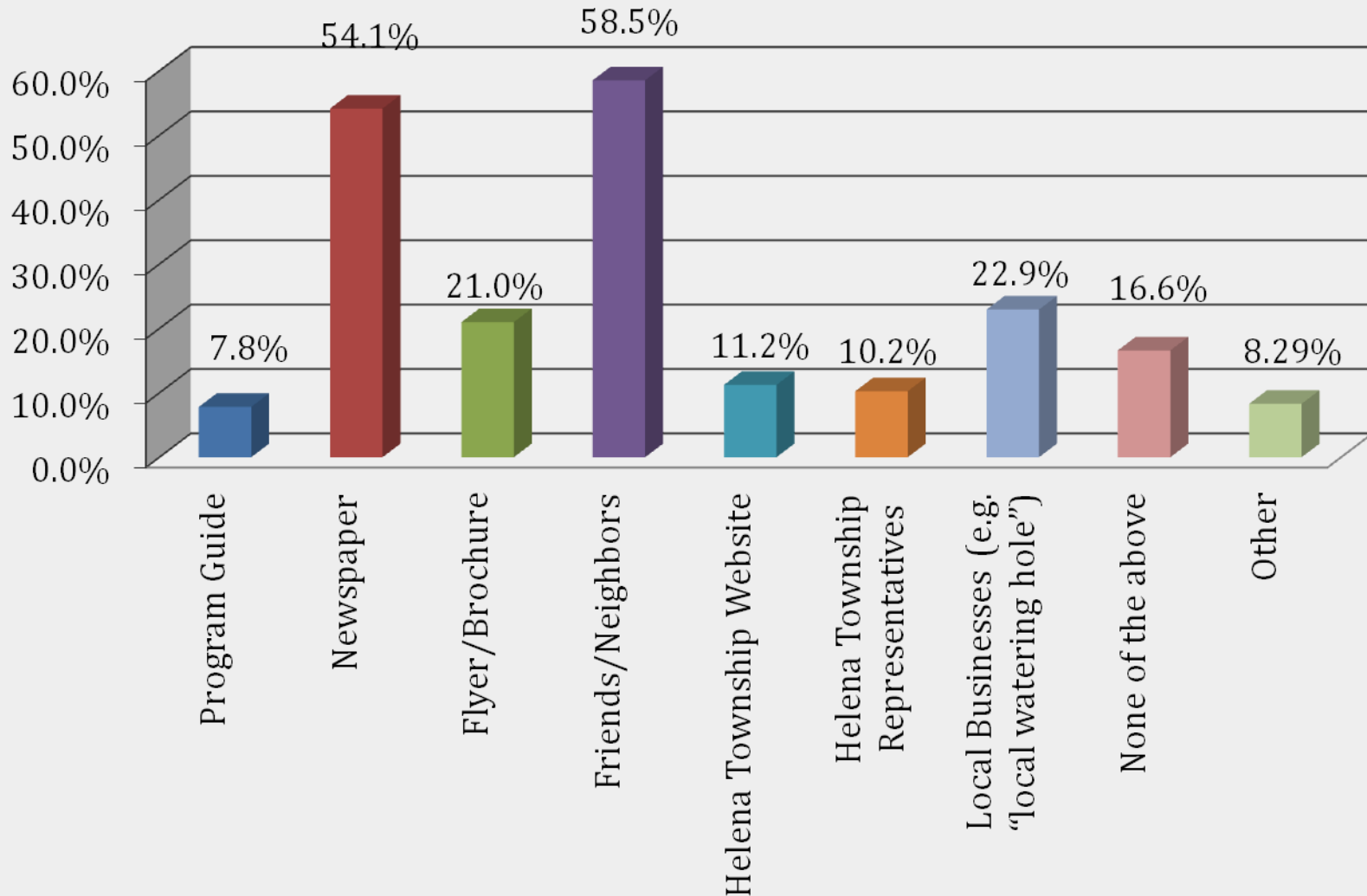




**Q4: Please select the ways you learn about Helena Township parks and recreation programs, activities, and resources. (Please select all that apply)**

<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Program Guide	7.8%	16
Newspaper	54.1%	111
Flyer/Brochure	21.0%	43
Friends/Neighbors	58.5%	120
Helena Township Website	11.2%	23
Helena Township Representatives	10.2%	21
Local Businesses (e.g. "local watering hole")	22.9%	47
None of the above	16.6%	34
Other	8.29%	17
<b><i>answered question</i></b>		<b>205</b>
<b><i>skipped question</i></b>		<b>16</b>

**Q4:** Please select the ways you learn about Helena Township parks and recreation programs, activities, and resources.



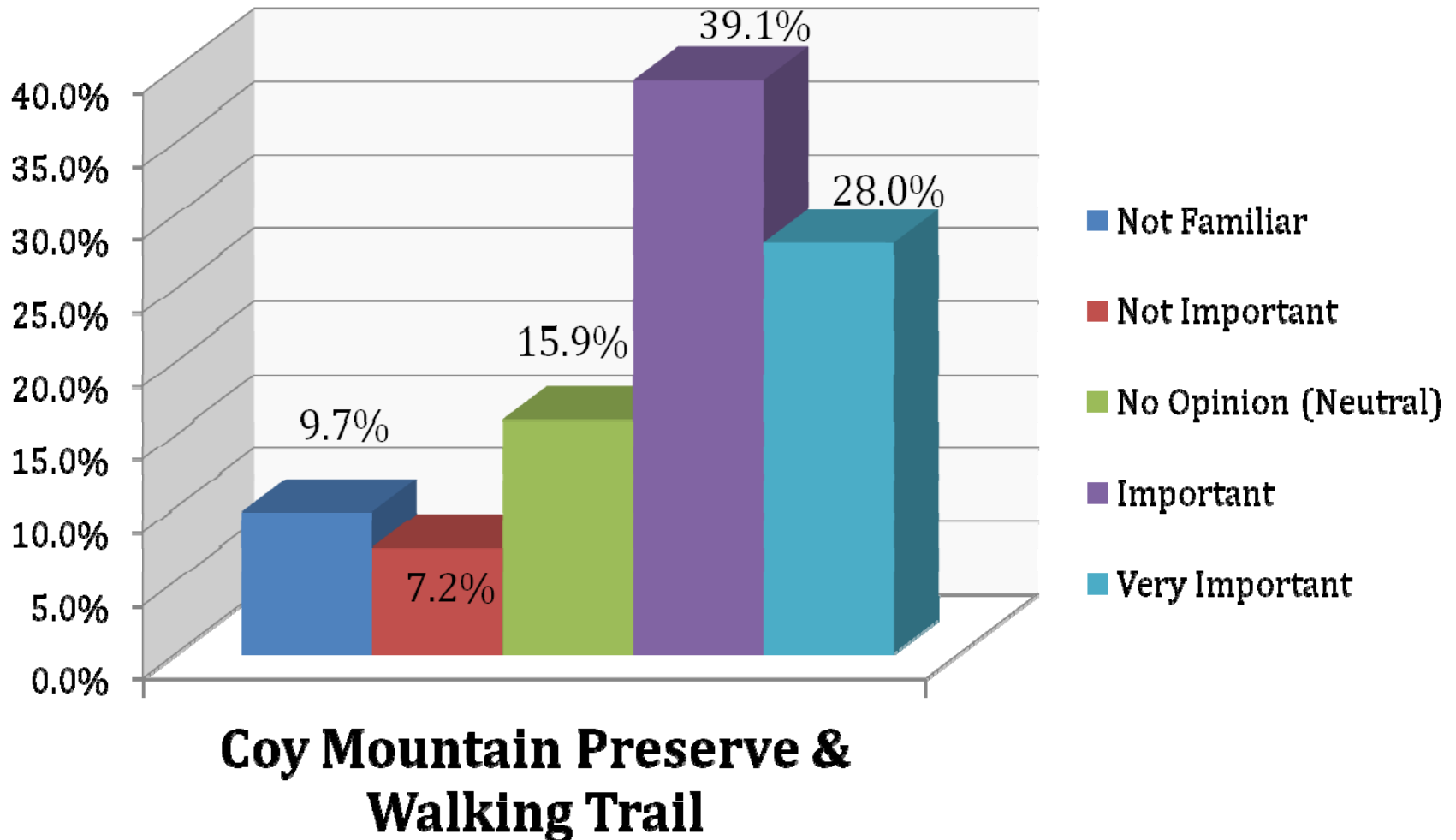
**Q5: Please select for EACH ROW (Helena Township Public Resource) that best indicates how important each of the following resource is to you/your family.**

Answer Options	Not Familiar		Not important		No Opinion (Neutral)		Important		Very important	
Coy Mountain Preserve & Walking Trail	20	9.7%	15	7.2%	33	15.9%	81	39.1%	58	28.0%
Depot Park	3	1.4%	5	2.4%	18	8.6%	86	41.1%	97	46.4%
Tennis Court Park	1	0.5%	22	10.5%	39	18.6%	79	37.6%	69	32.9%
Ball Diamond Park	2	1.0%	38	18.1%	66	31.4%	72	34.3%	32	15.2%
Helena Township Community Center	7	3.4%	6	2.9%	31	15.0%	66	31.9%	97	46.9%
Harbor & Harbor Park	8	3.8%	13	6.2%	21	10.0%	65	31.1%	102	48.8%
Public Road End Lake Accesses	8	3.9%	37	18.0%	29	14.1%	53	25.7%	79	38.3%

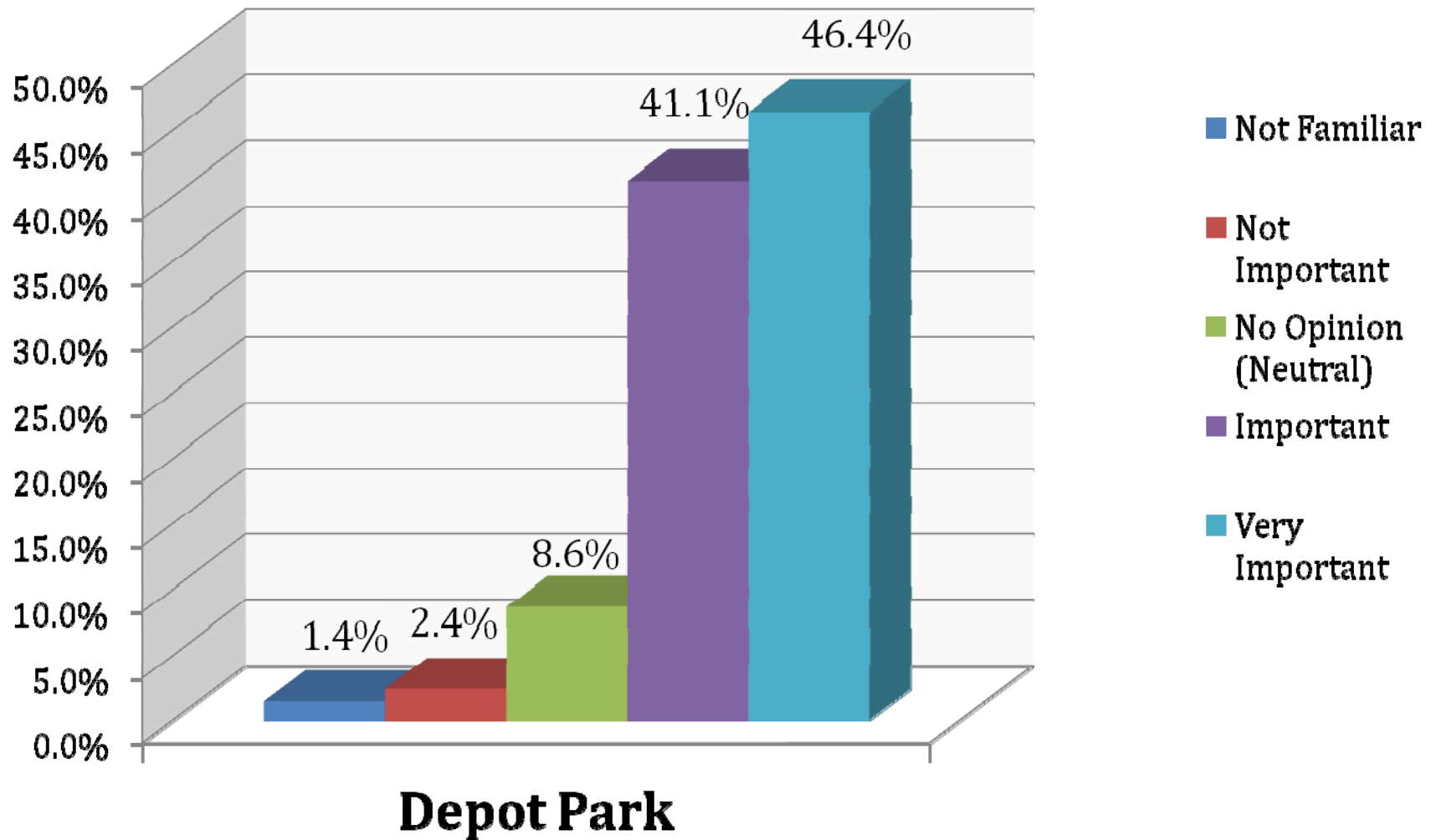
***answered question*    210**

***skipped question*    11**

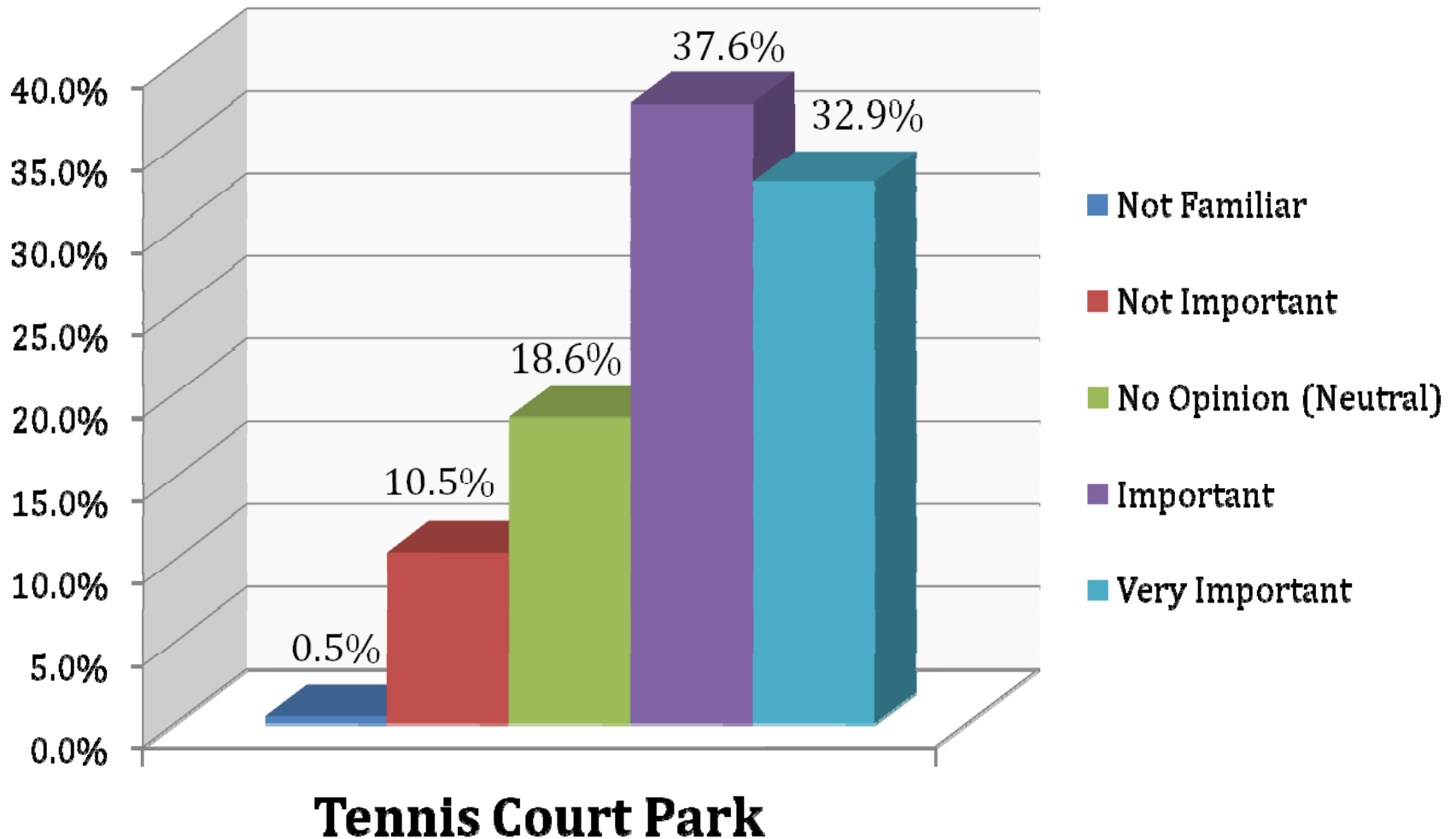
**Q5:** Please select for EACH ROW (Helena Township Public Resource) that best indicates how important each of the following resource is to you/your family.



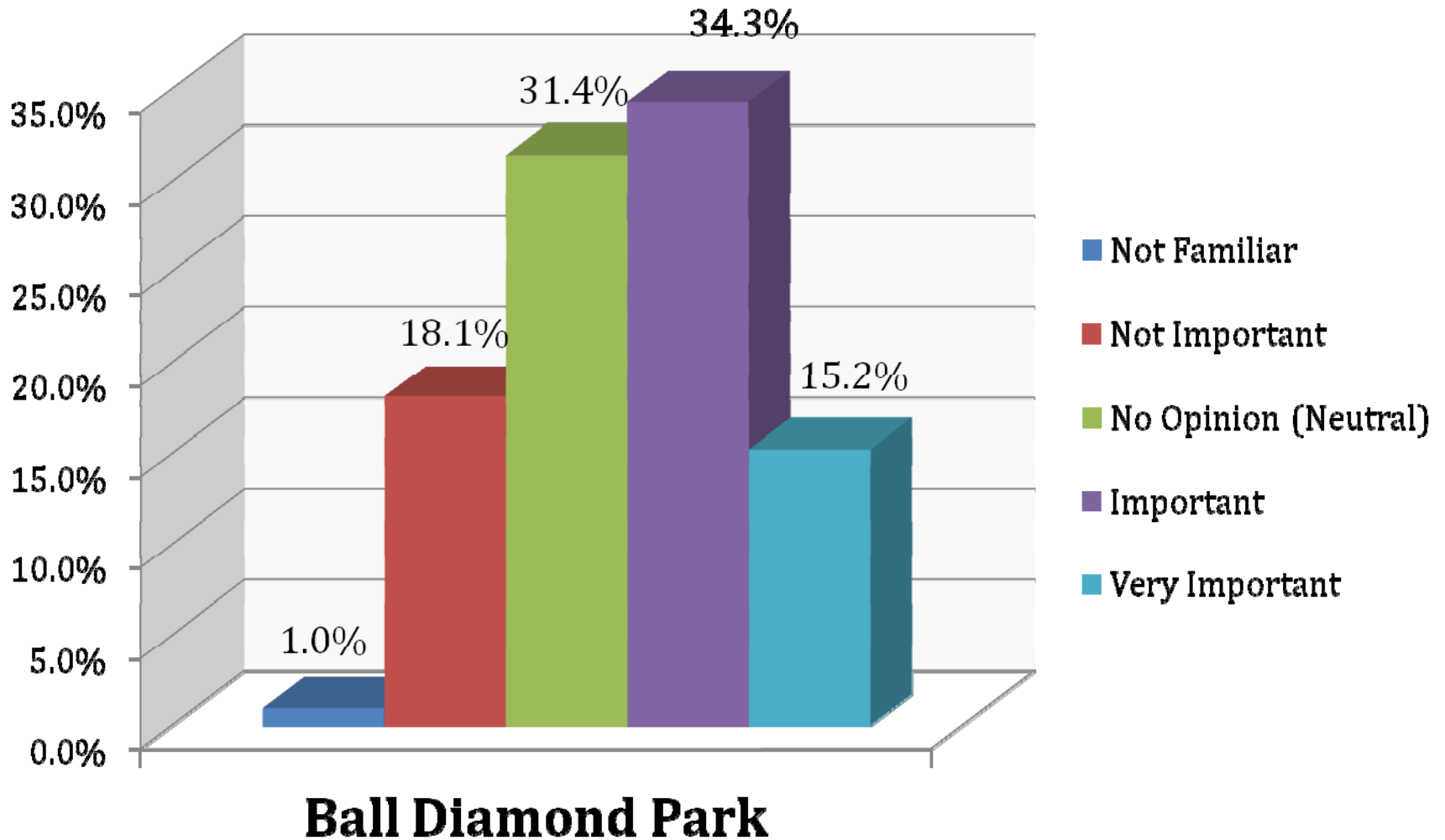
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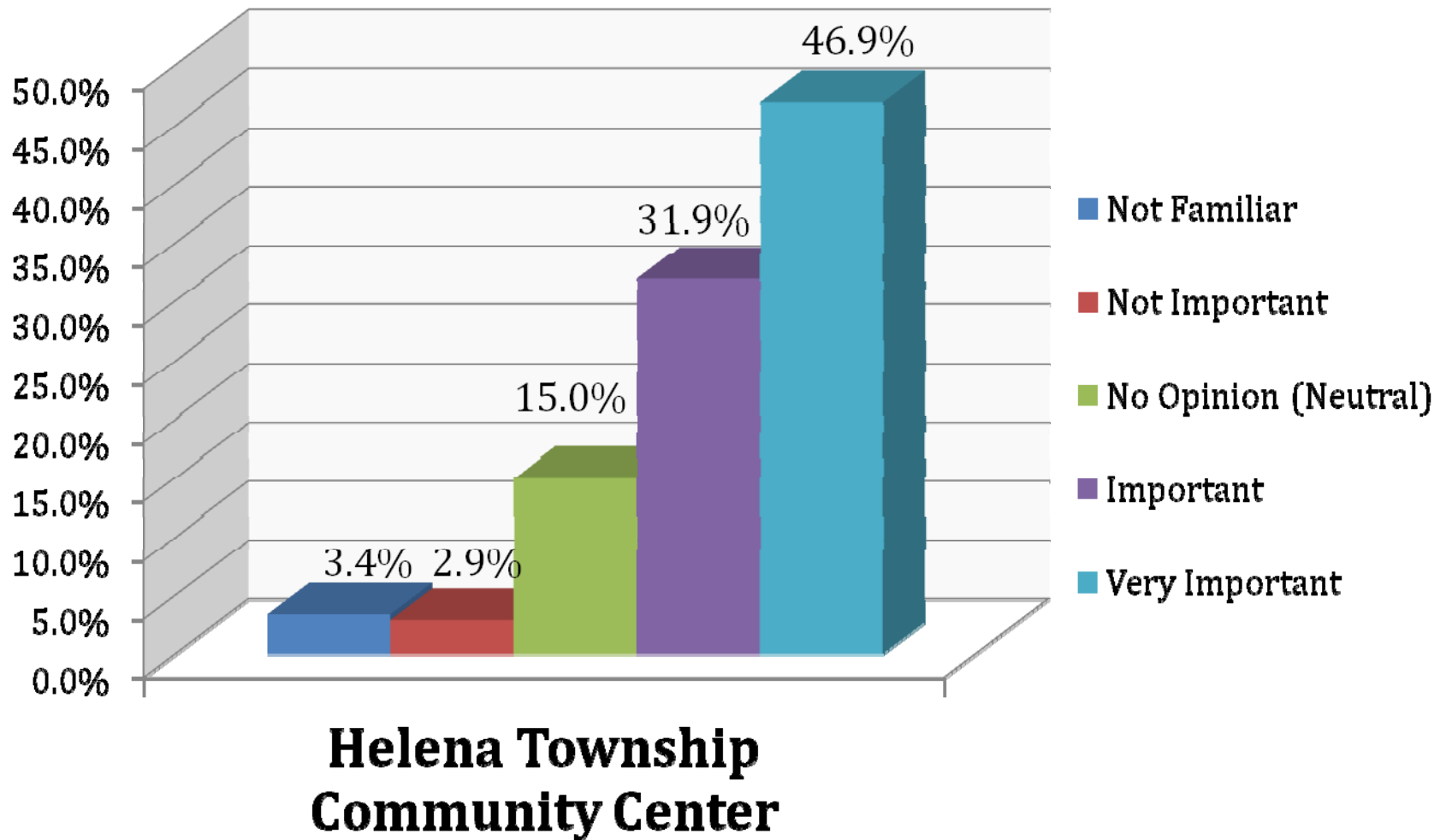
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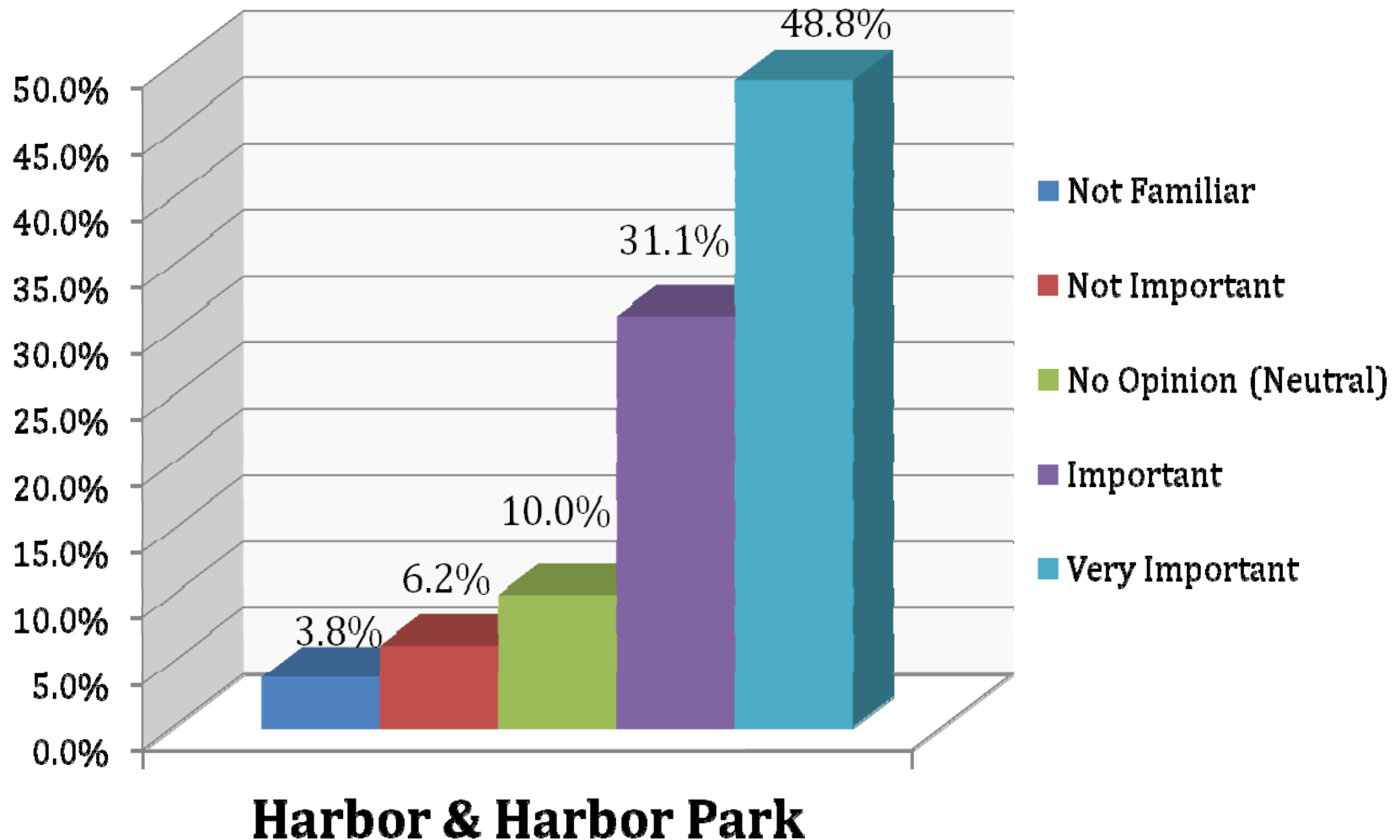


**Q5:** Please select for EACH ROW (Helena Township Public Resource) that best indicates how important each of the following resource is to you/your family.

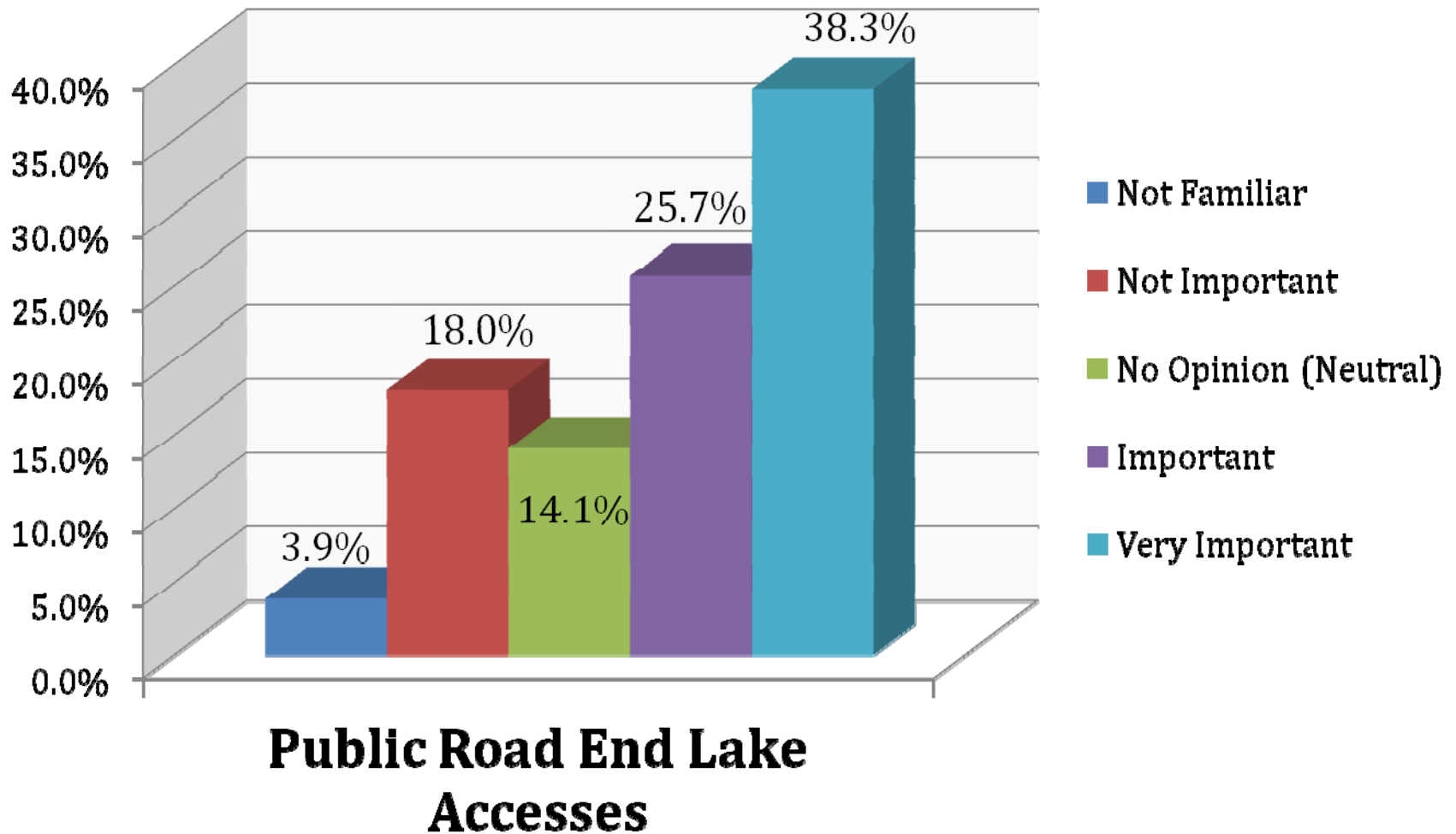




**Q5:** Please select for EACH ROW (Helena Township Public Resource) that best indicates how important each of the following resource is to you/your family.



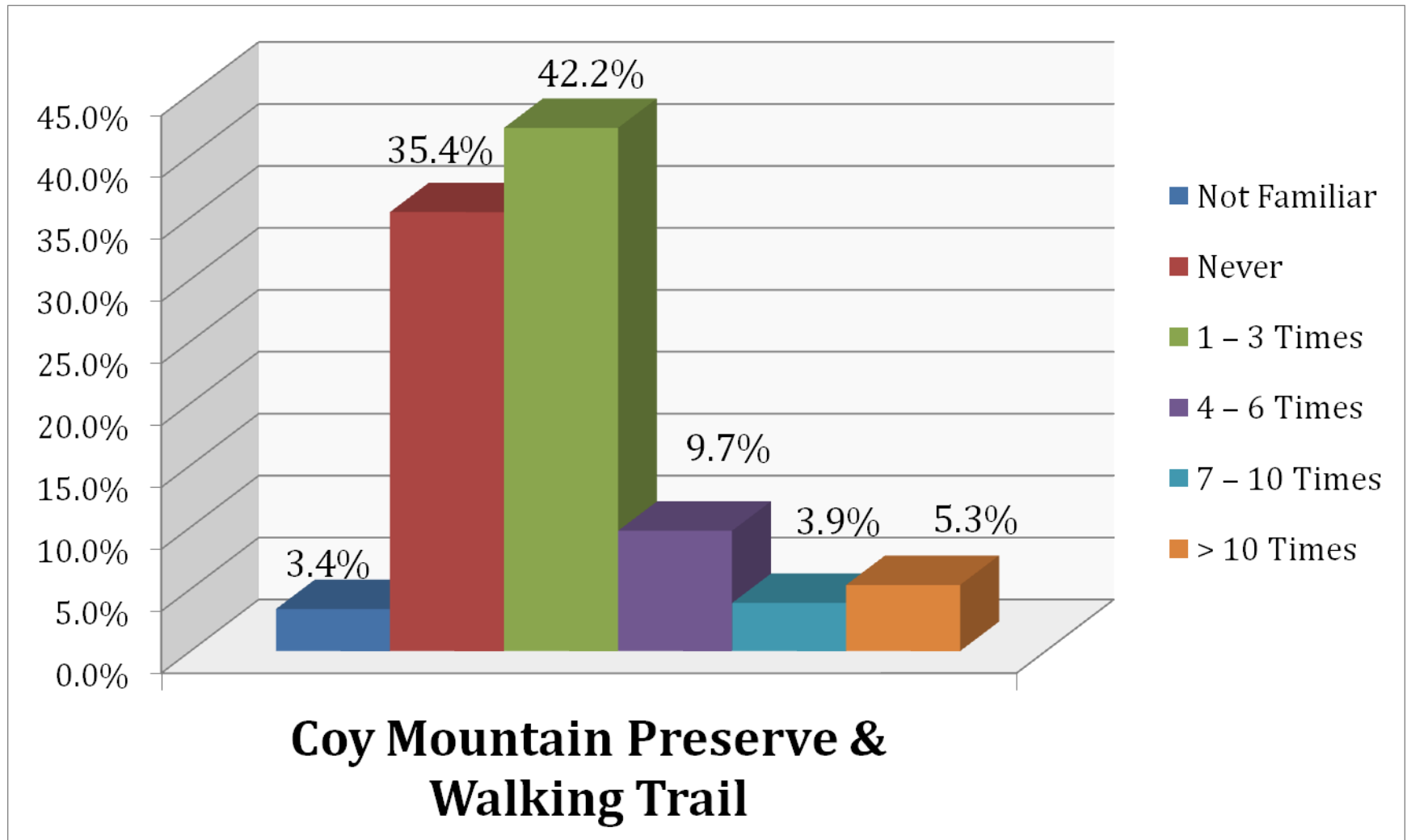
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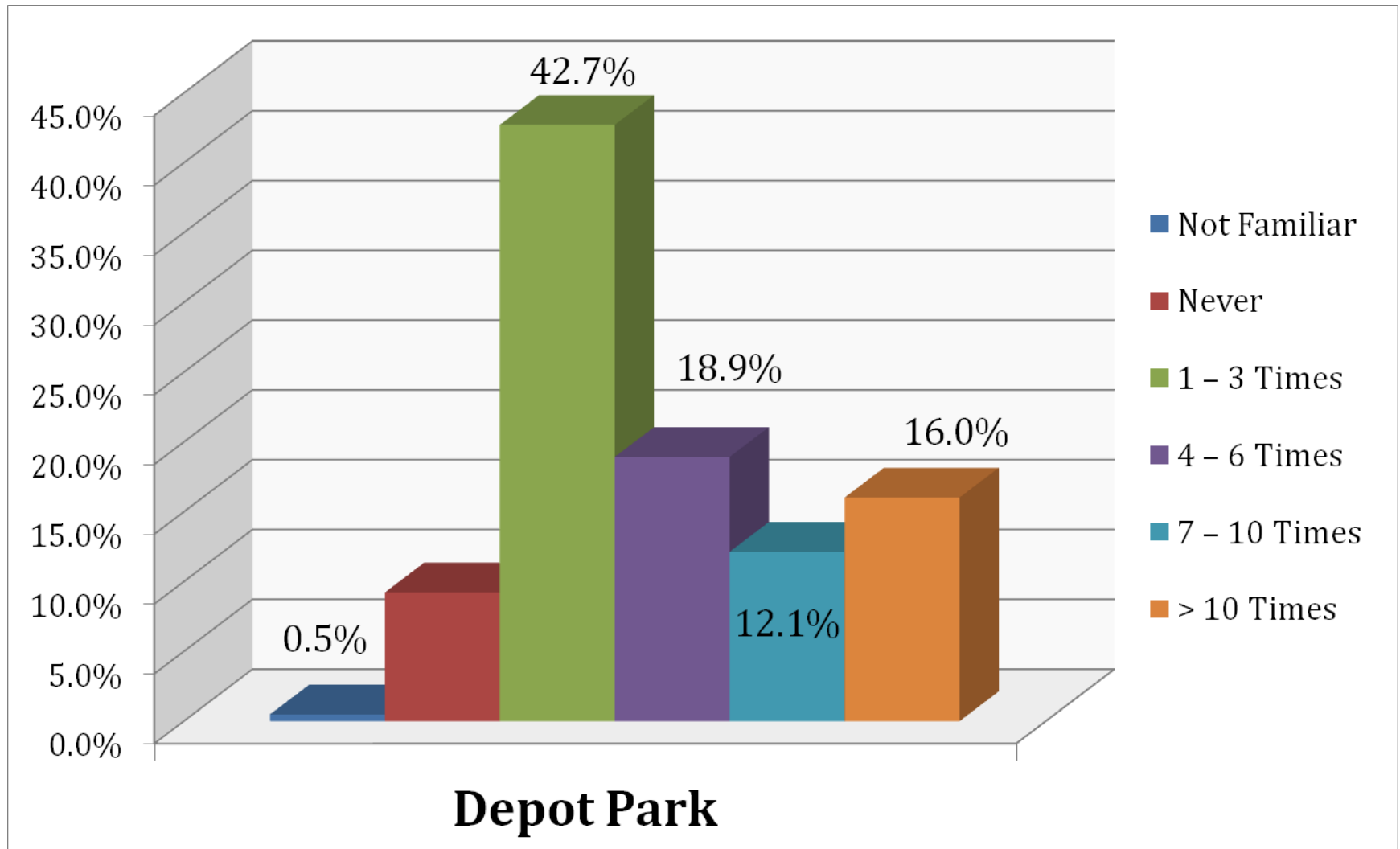
**Q6: Please select for EACH ROW (Helena Township Public Resource) that best indicates how often in the past 12 months you have used each of the following resources?**

Answer Options		Not Familiar	Never	1 – 3 Times	4 – 6 Times	7 – 10 Times	> 10 Times						Response Count
Coy Mountain Preserve & Walking Trail	7	3.4%	73	35.4%	87	42.2%	20	9.7%	8	3.9%	11	5.3%	206
Depot Park	1	0.5%	19	9.2%	88	42.7%	39	18.9%	25	12.1%	33	16.0%	206
Tennis Court Park	1	0.5%	75	36.6%	61	29.8%	31	15.1%	18	8.8%	19	9.3%	205
Ball Diamond Park	5	2.4%	133	64.6%	51	24.8%	9	4.4%	5	2.4%	3	1.5%	206
Helena Township Community Center	5	2.4%	38	18.1%	38	18.1%	27	12.9%	25	11.9%	76	36.2%	210
Harbor & Harbor Park	6	2.9%	34	16.3%	68	32.5%	38	18.2%	25	12.0%	38	18.2%	209
Public Road End Lake Accesses	5	2.4%	74	35.9%	47	22.8%	18	8.7%	19	9.2%	43	20.9%	206

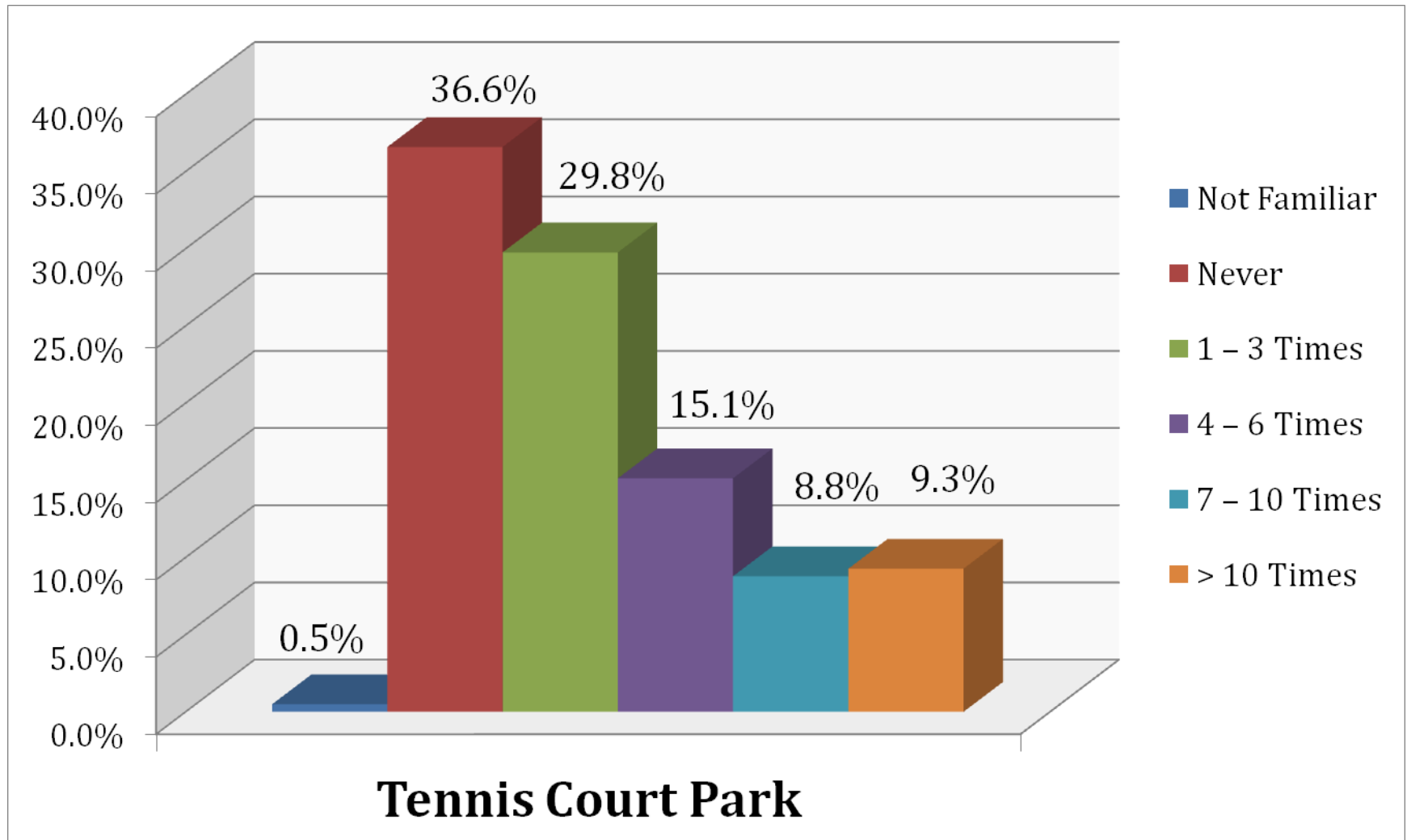
**Q6:** Please select for EACH ROW (Helena Township Public Resource) that best indicates how often in the past 12 months you have used each of the following resources?



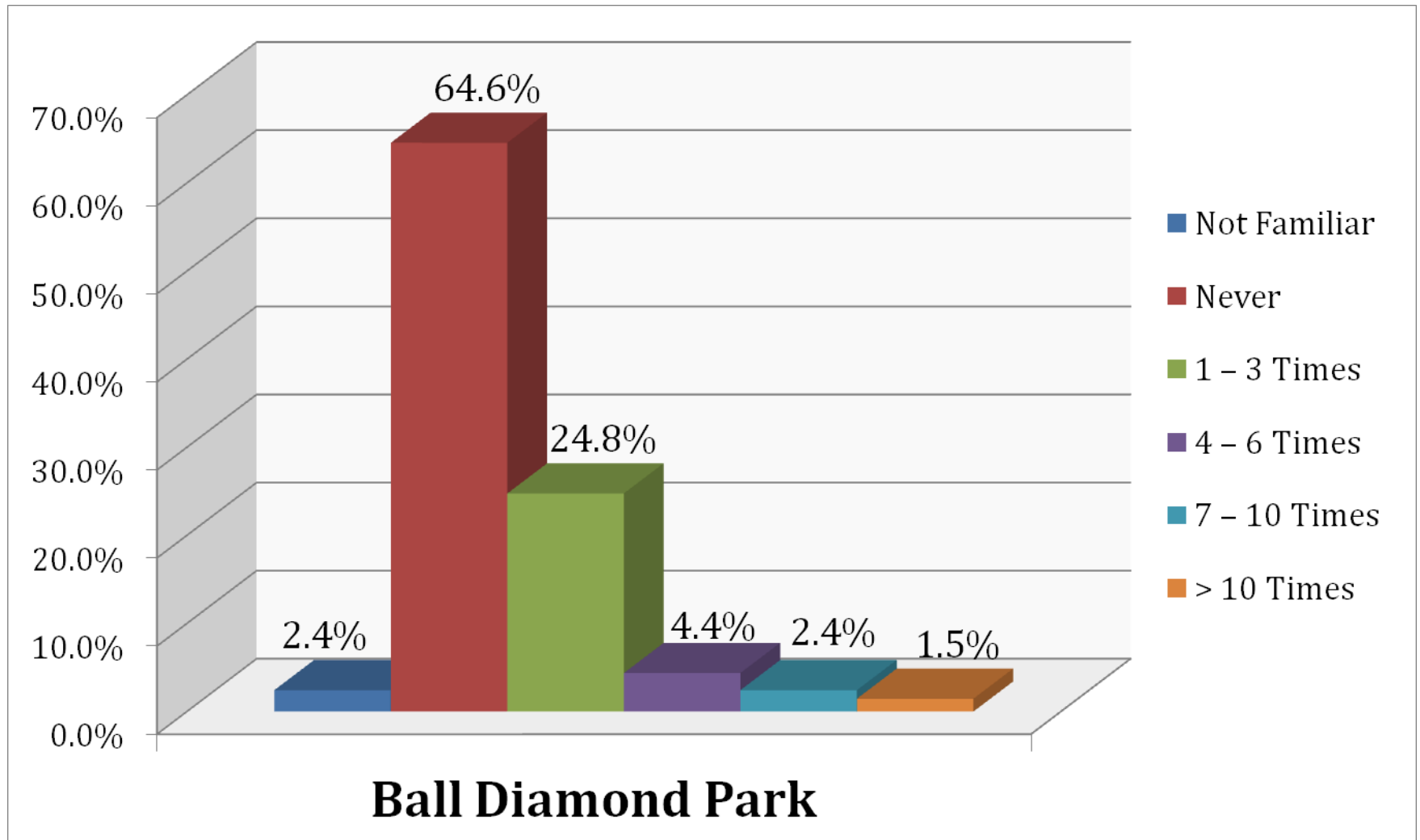
**Q6:** Please select for EACH ROW (Helena Township Public Resource) that best indicates how often in the past 12 months you have used each of the following resources?



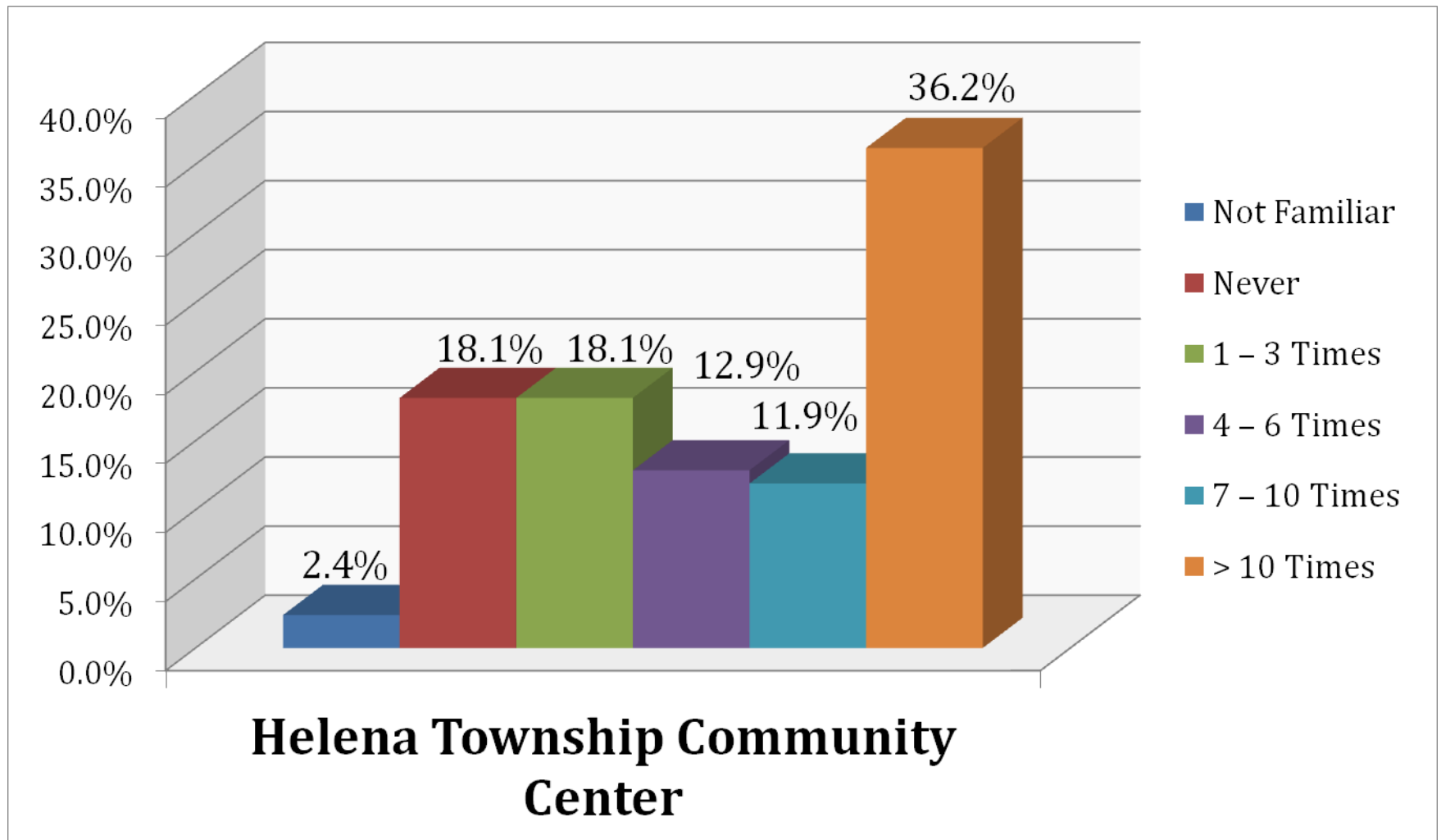
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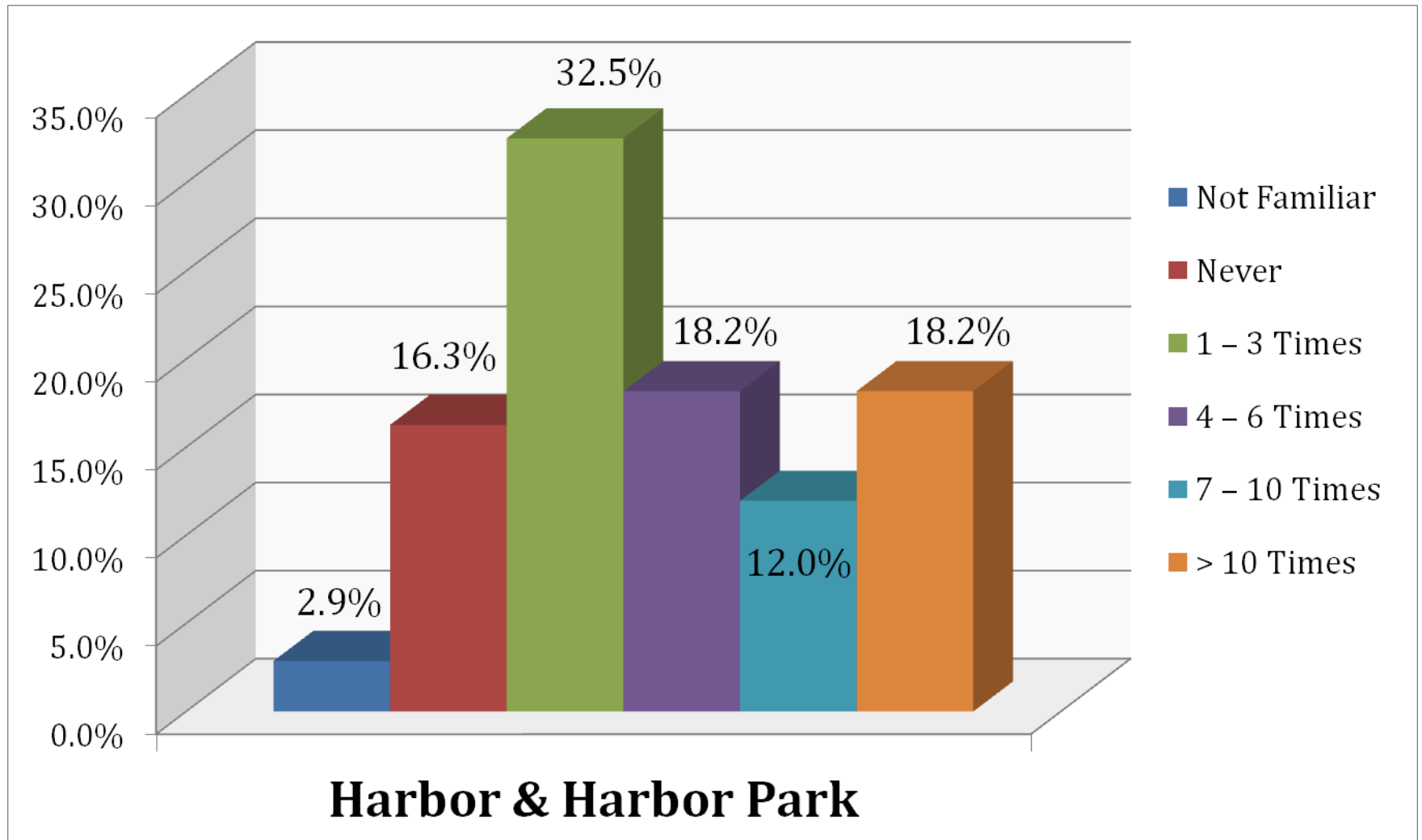


**Q6:** Please select for EACH ROW (Helena Township Public Resource) that best indicates how often in the past 12 months you have used each of the following resources?

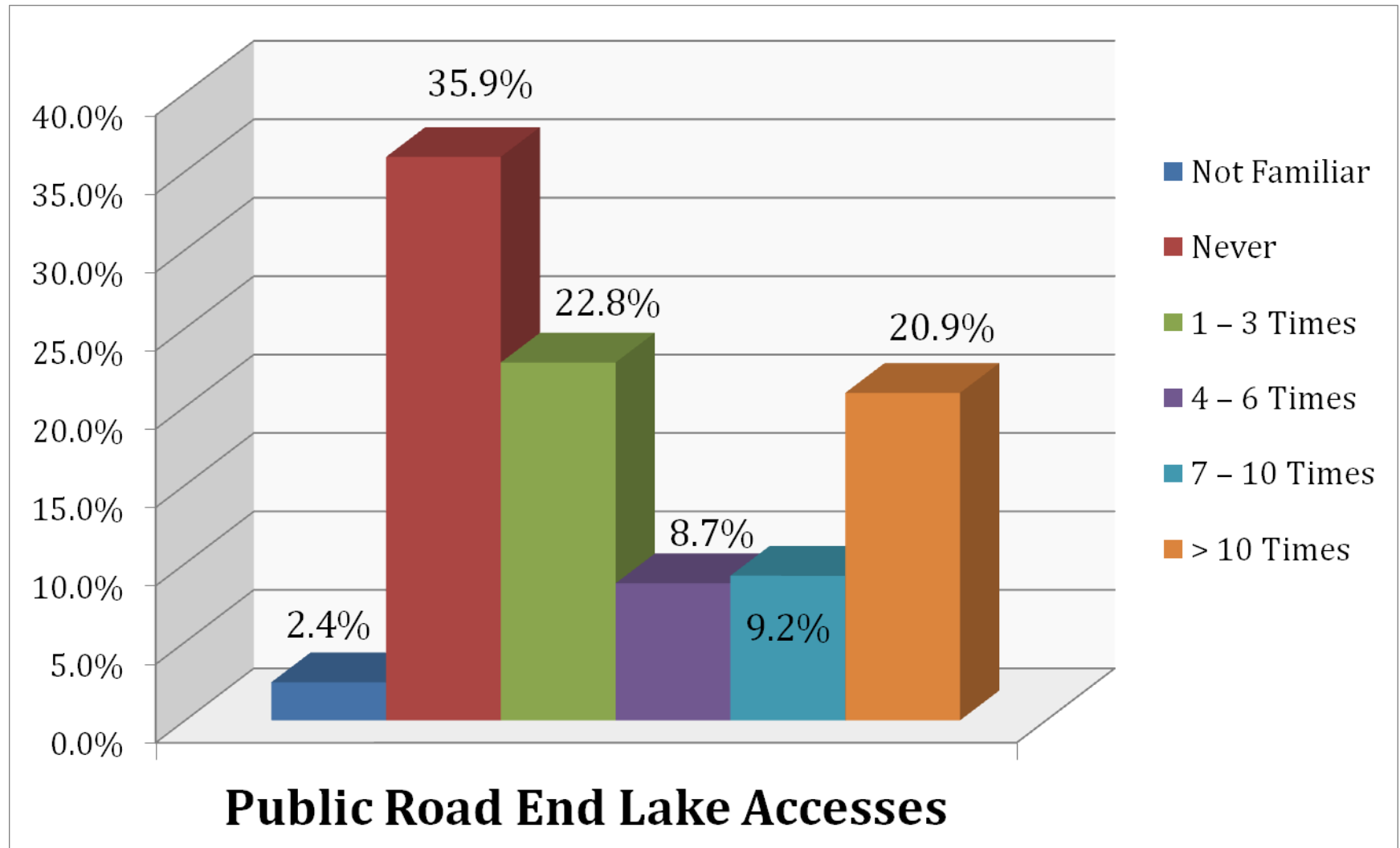




**Q6:** Please select for EACH ROW (Helena Township Public Resource) that best indicates how often in the past 12 months you have used each of the following resources?



**Q6:** Please select for EACH ROW (Helena Township Public Resource) that best indicates how often in the past 12 months you have used each of the following resources?



**Q7:** When you think about your experience at any of Helena Township's park resources, what suggestions would you make to improve the community center, parks, trails, and/or lake accesses that you utilized. (Please skip this question and proceed to question 8 if you have not utilized any of Helena Township parks/recreation resources)

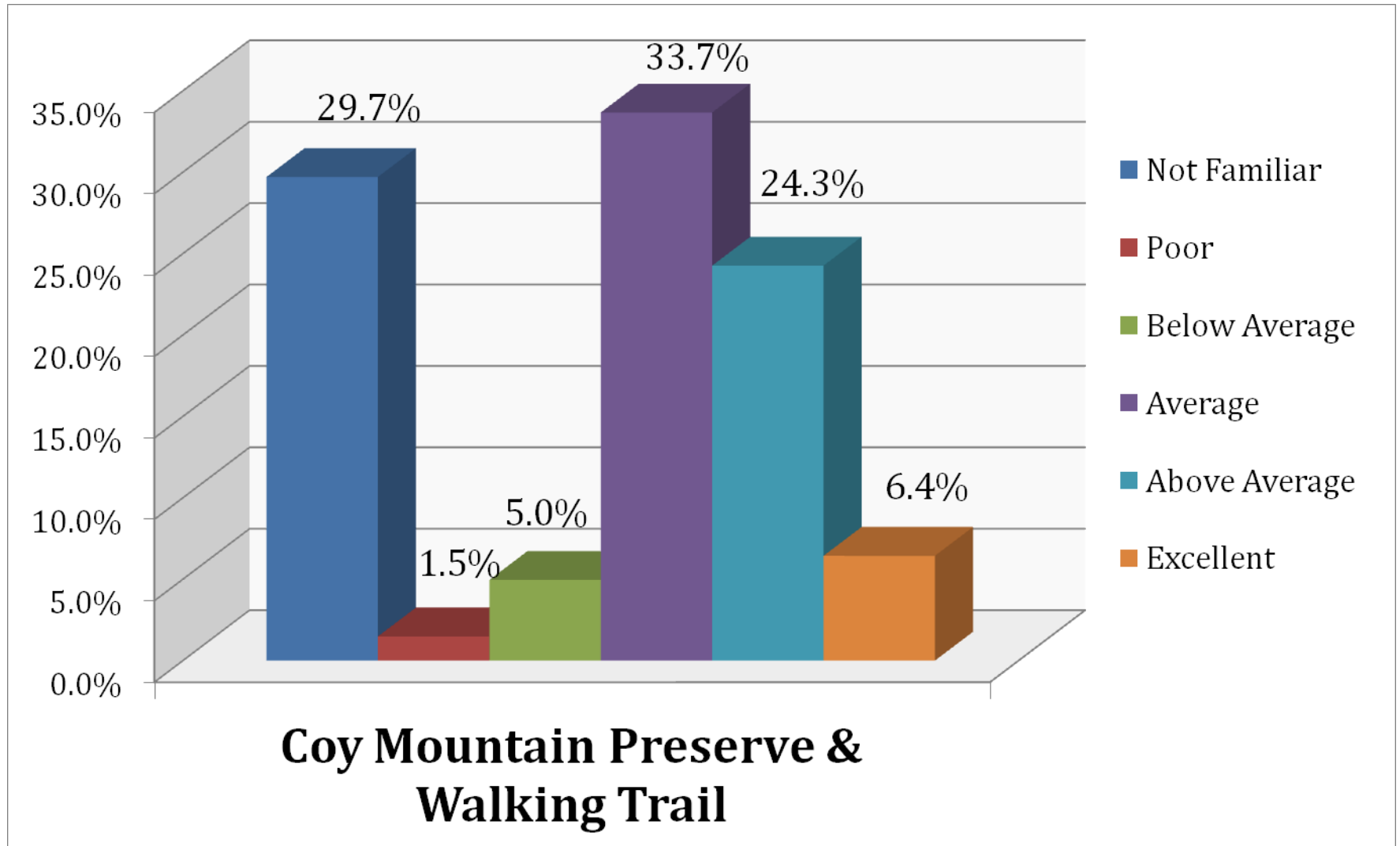
**Note:**

*All write-in comments/text (qualitative responses) associated with each question, and in particular **questions 7 & 19**, are on file and available at the Helena Township Community Center and online located in the Parks & Recreation section of the Helena Township website .*

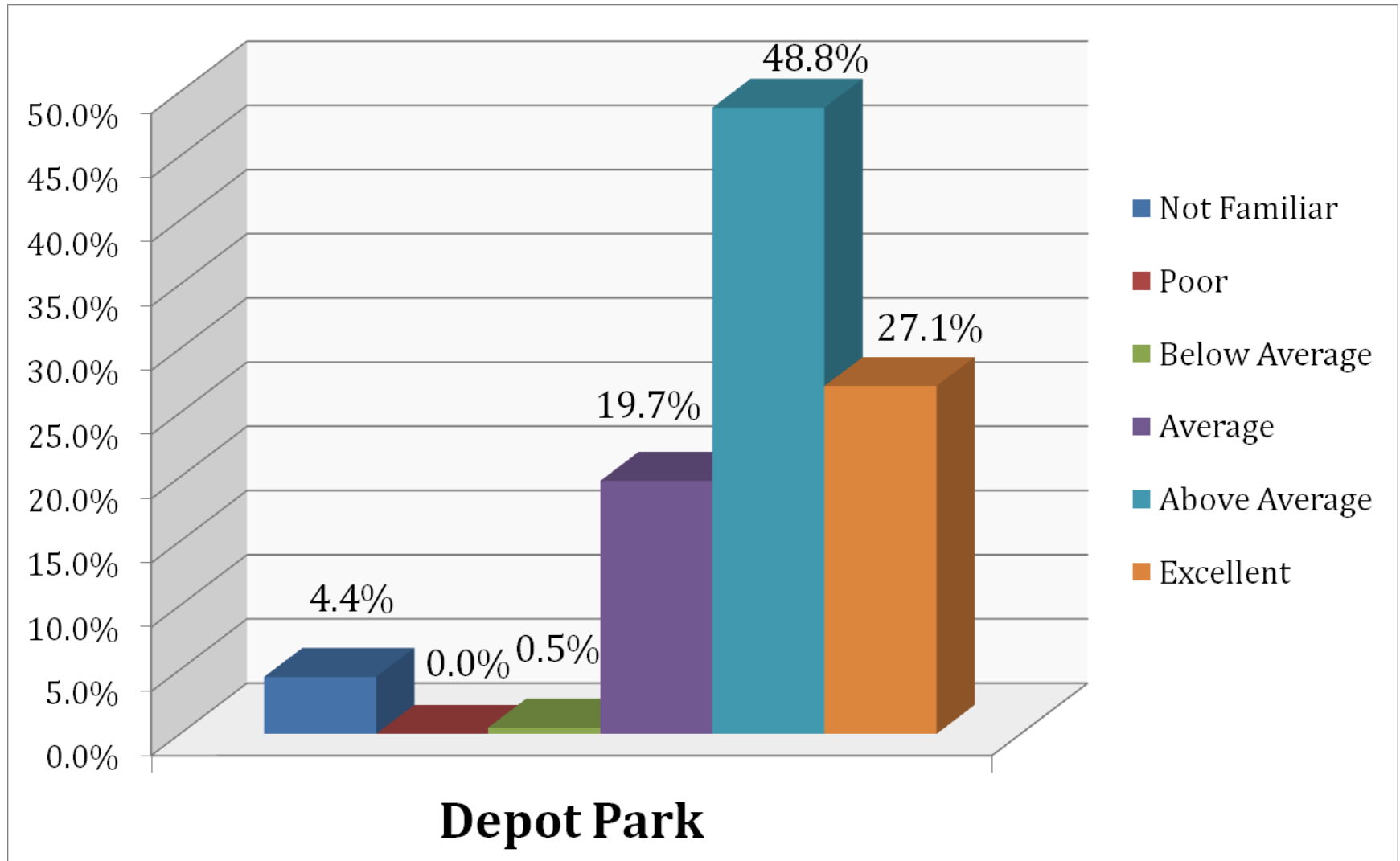
**Q8: Please select for EACH ROW (Helena Township Public Resource) that best indicates your opinion of the condition and maintenance for each of the following resources?**

Answer Options	Not Familiar		Poor		Below Average		Average		Above Average		Excellent		Response Count
Coy Mountain Preserve & Walking Trail	60	29.7%	3	1.5%	10	5.0%	68	33.7%	49	24.3%	13	6.4%	202
Depot Park	9	4.4%	0	0.0%	1	0.5%	40	19.7%	99	48.8%	55	27.1%	203
Tennis Court Park	40	19.7%	0	0.0%	4	2.0%	50	24.6%	80	39.4%	29	14.3%	203
Ball Diamond Park	73	36.9%	3	1.5%	10	5.1%	59	29.8%	40	20.2%	14	7.1%	198
Helena Township Community Center	30	14.9%	1	0.5%	4	2.0%	45	22.3%	89	44.1%	34	16.8%	202
Harbor & Harbor Park	25	12.5%	2	1.0%	4	2.0%	47	23.5%	87	43.5%	36	18.0%	200
Public Road End Lake Accesses	50	24.8%	10	5.0%	15	7.4%	78	38.6%	35	17.3%	15	7.4%	202
Other (please specify) and/or Comment (optional)												21	
answered question													205
skipped question													16

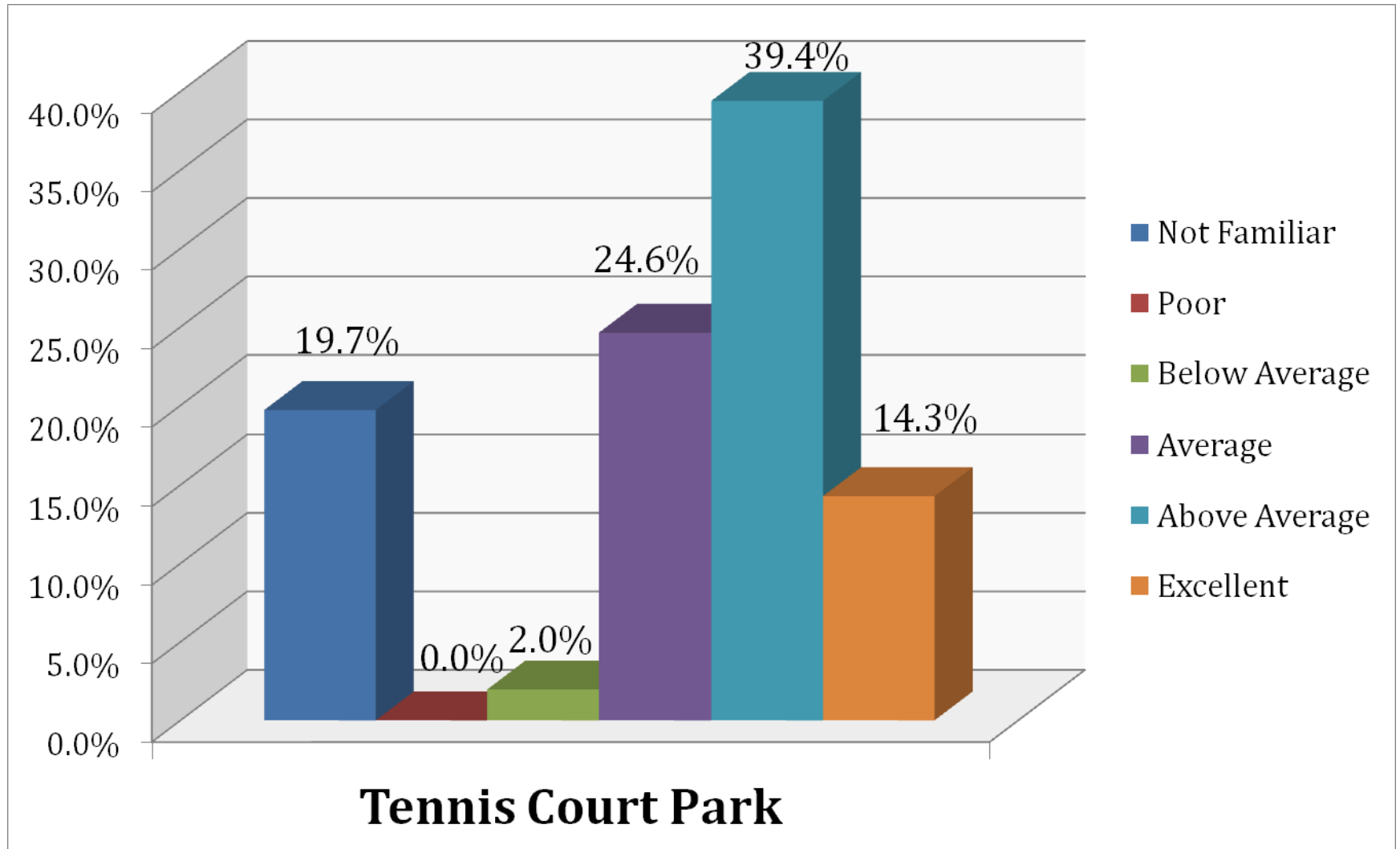
**Q8:** Please select for EACH ROW (Helena Township Public Resource) that best indicates your opinion of the condition and maintenance for each of the following resources?



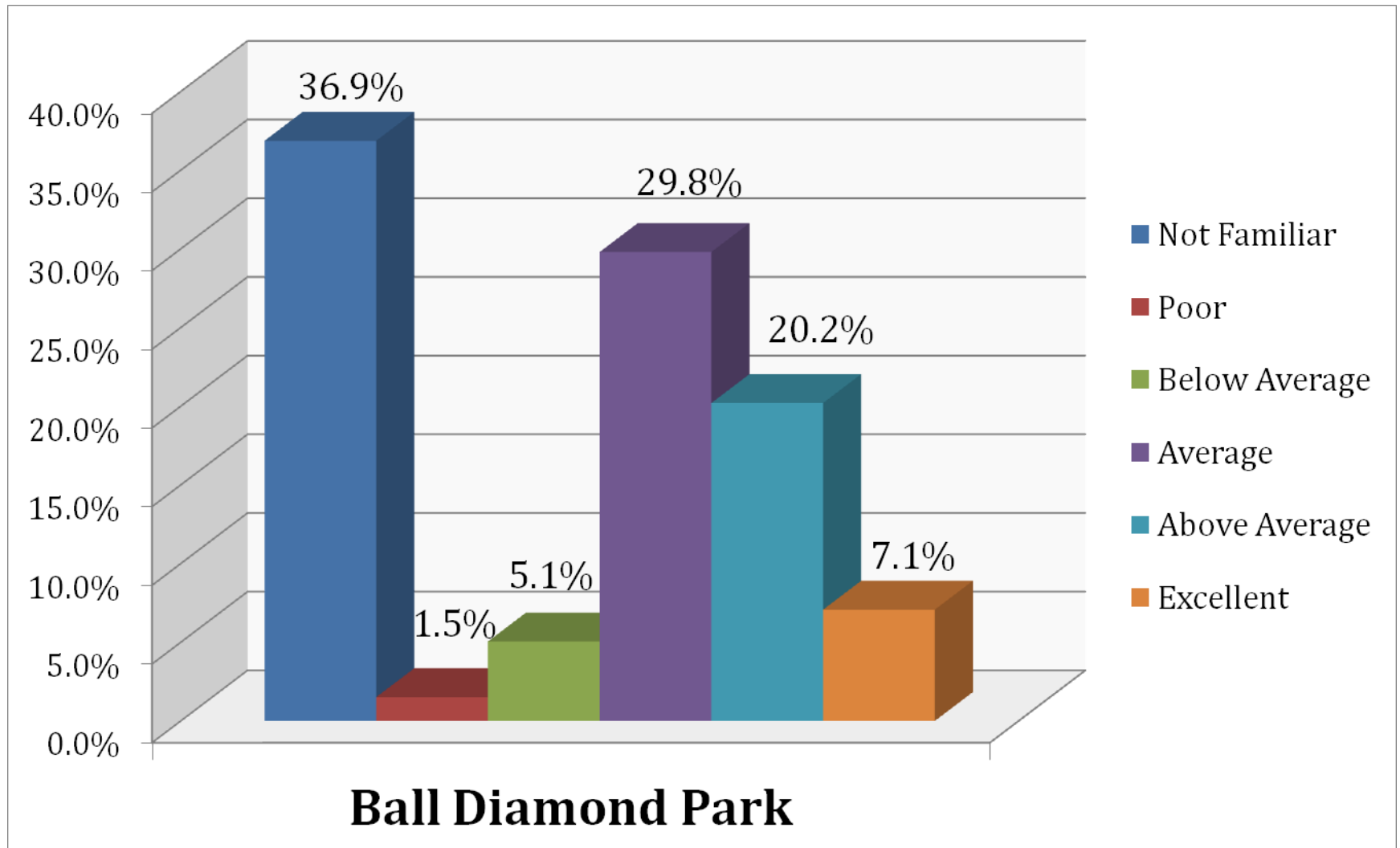
**Q8:** Please select for EACH ROW (Helena Township Public Resource) that best indicates your opinion of the condition and maintenance for each of the following resources?



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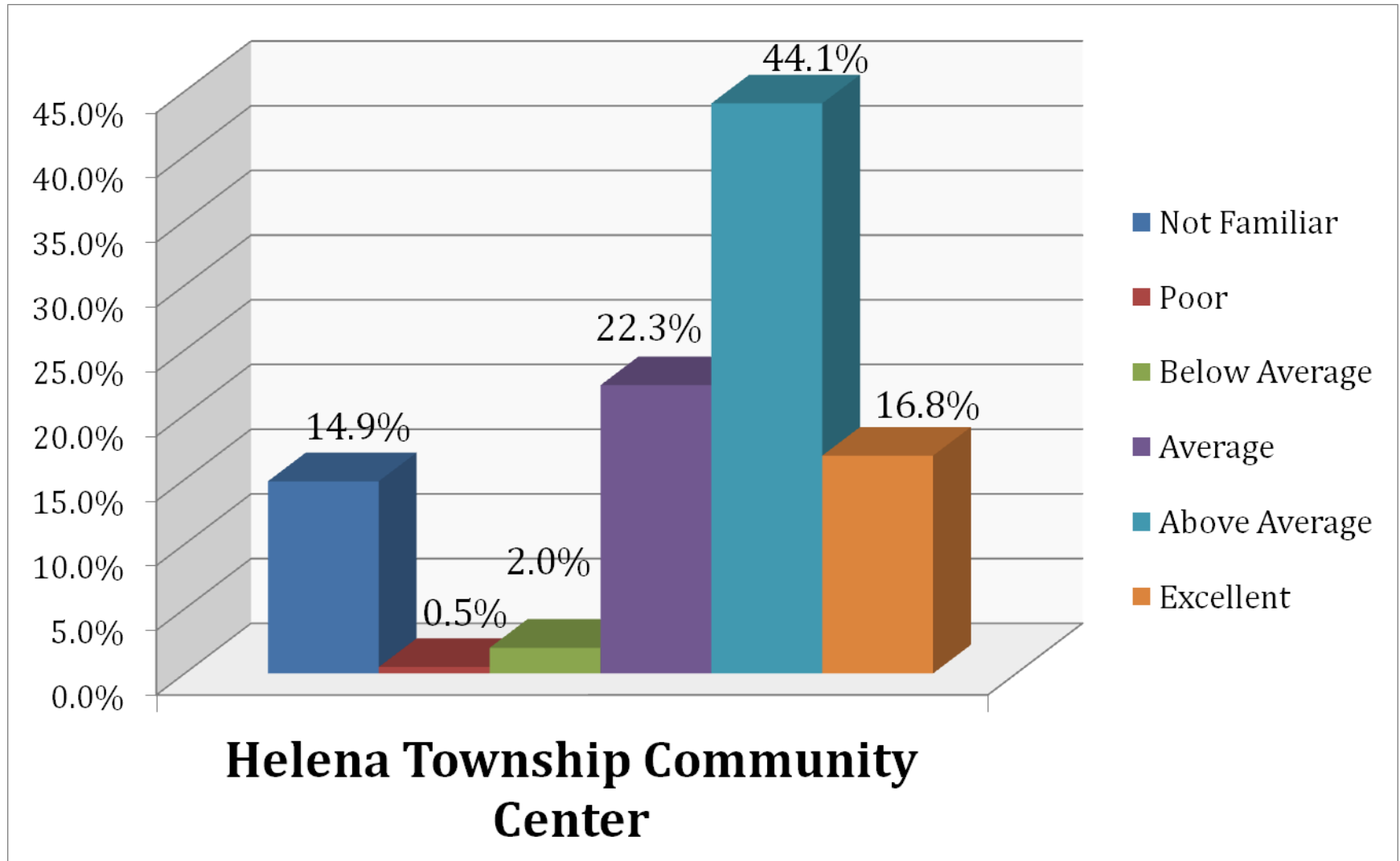


**Q8:** Please select for EACH ROW (Helena Township Public Resource) that best indicates your opinion of the condition and maintenance for each of the following resources?

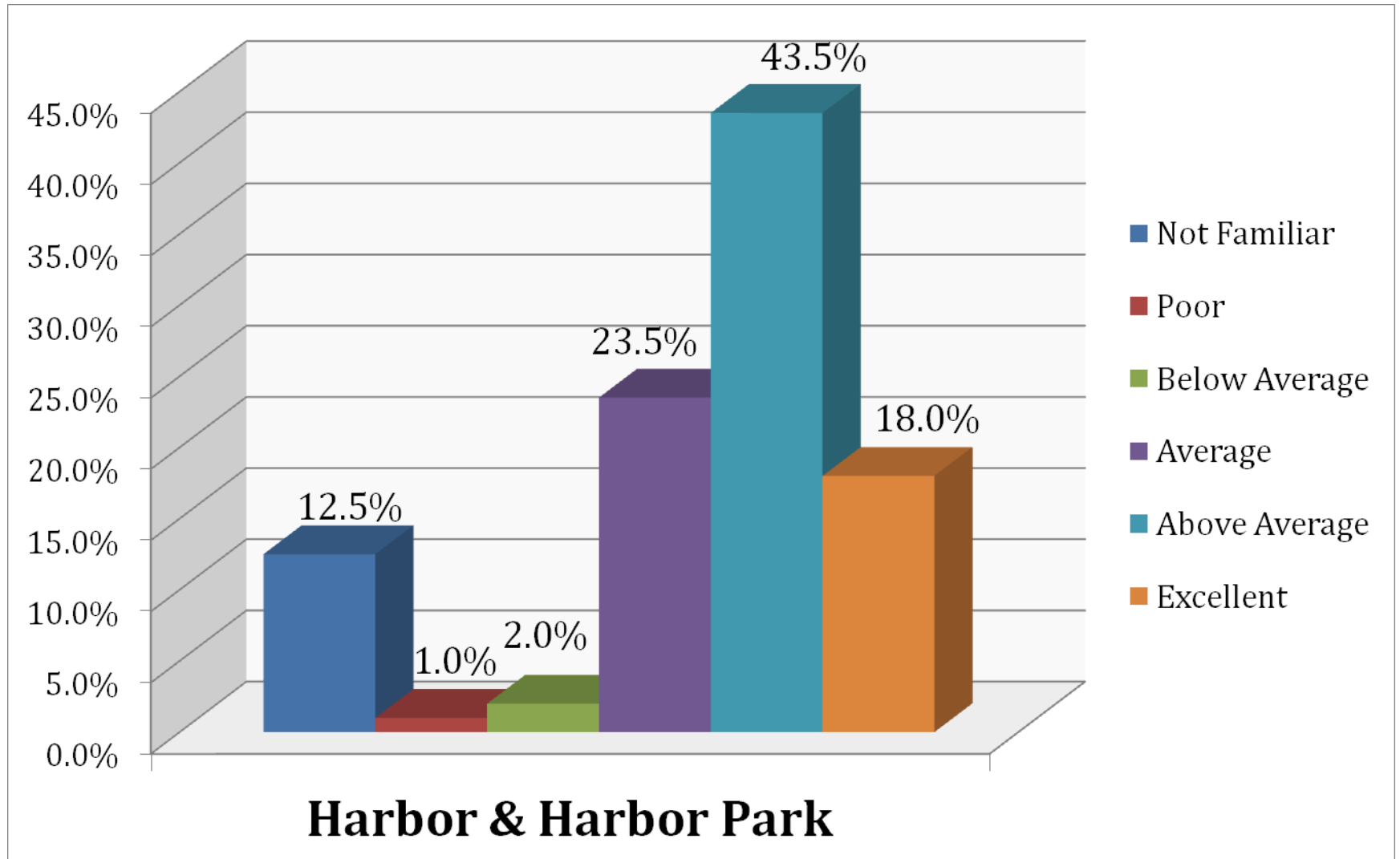




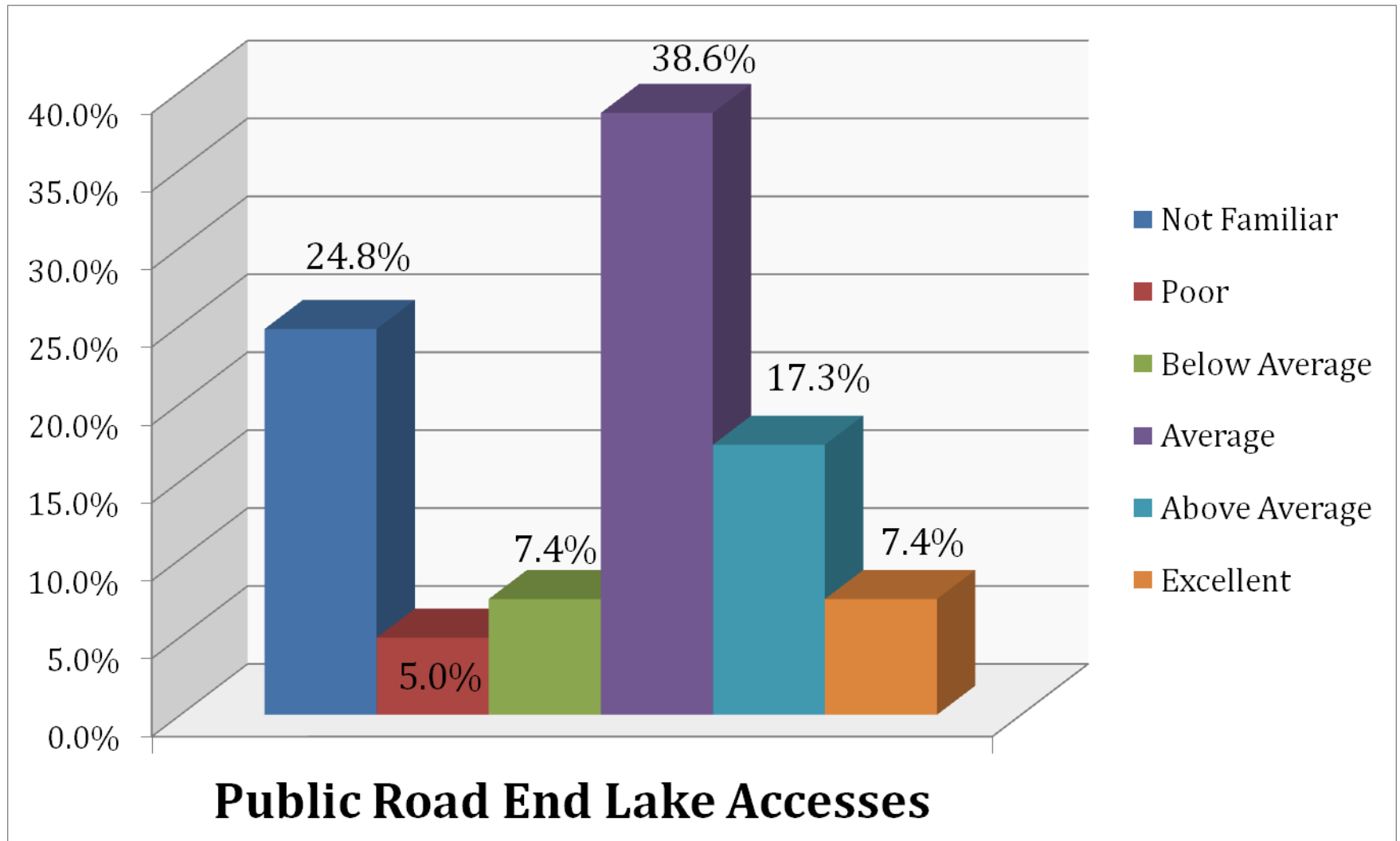
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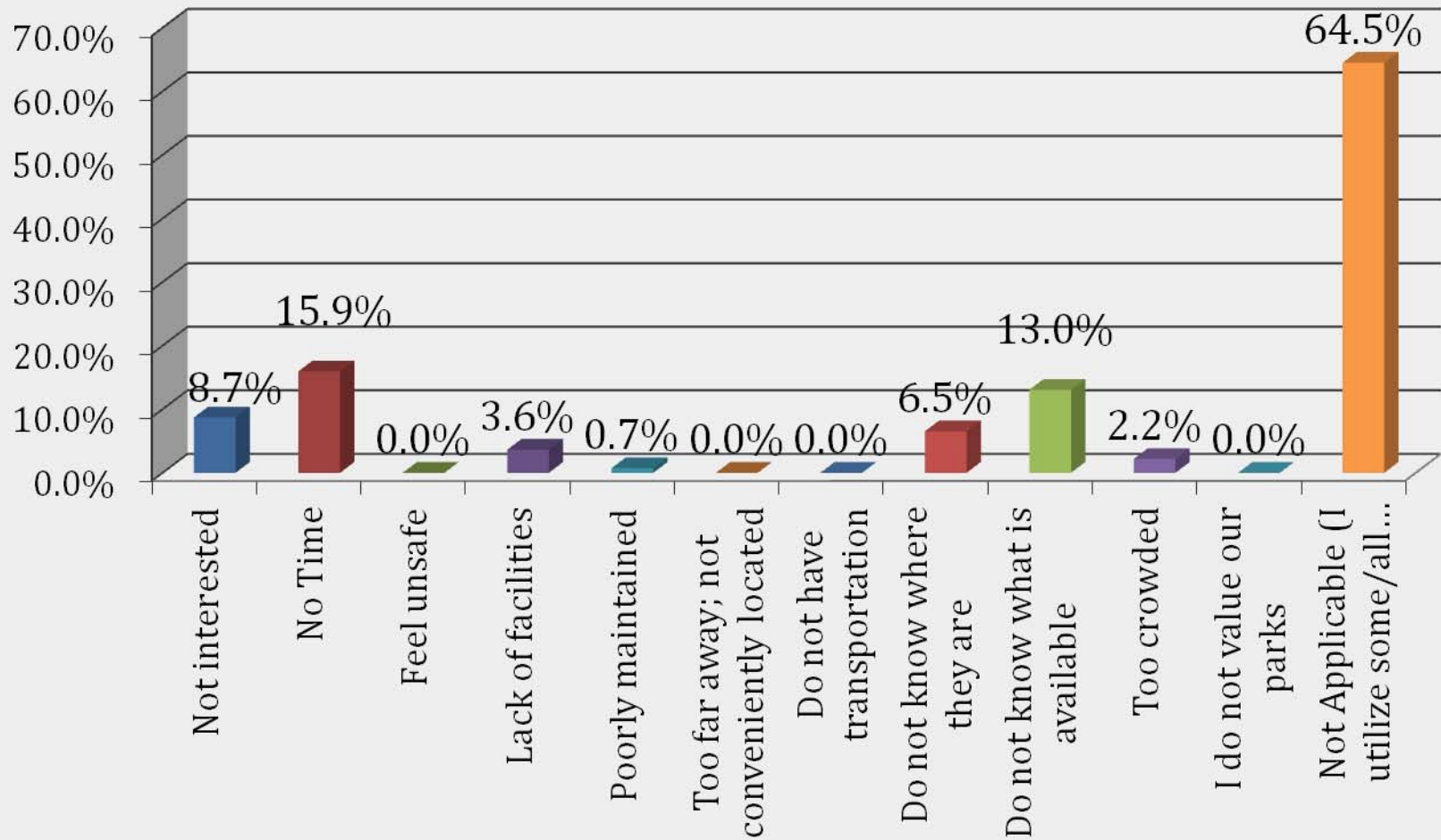
**Q8:** Please select for EACH ROW (Helena Township Public Resource) that best indicates your opinion of the condition and maintenance for each of the following resources?



**Q9: If you seldom or never use the community center, parks, trails, and/or lake accesses in Helena Township, what are your reasons? (Please select all that apply)**

<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Not interested	8.7%	12
No Time	15.9%	22
Feel unsafe	0.0%	0
Lack of facilities	3.6%	5
Poorly maintained	0.7%	1
Too far away; not conveniently located	0.0%	0
Do not have transportation	0.0%	0
Do not know where they are	6.5%	9
Do not know what is available	13.0%	18
Too crowded	2.2%	3
I do not value our parks	0.0%	0
Not Applicable (I utilize some/all resources)	64.5%	89
Other (please specify) and/or Comment (optional)		8
<b><i>answered question</i></b>		<b>138</b>
<b><i>skipped question</i></b>		<b>83</b>

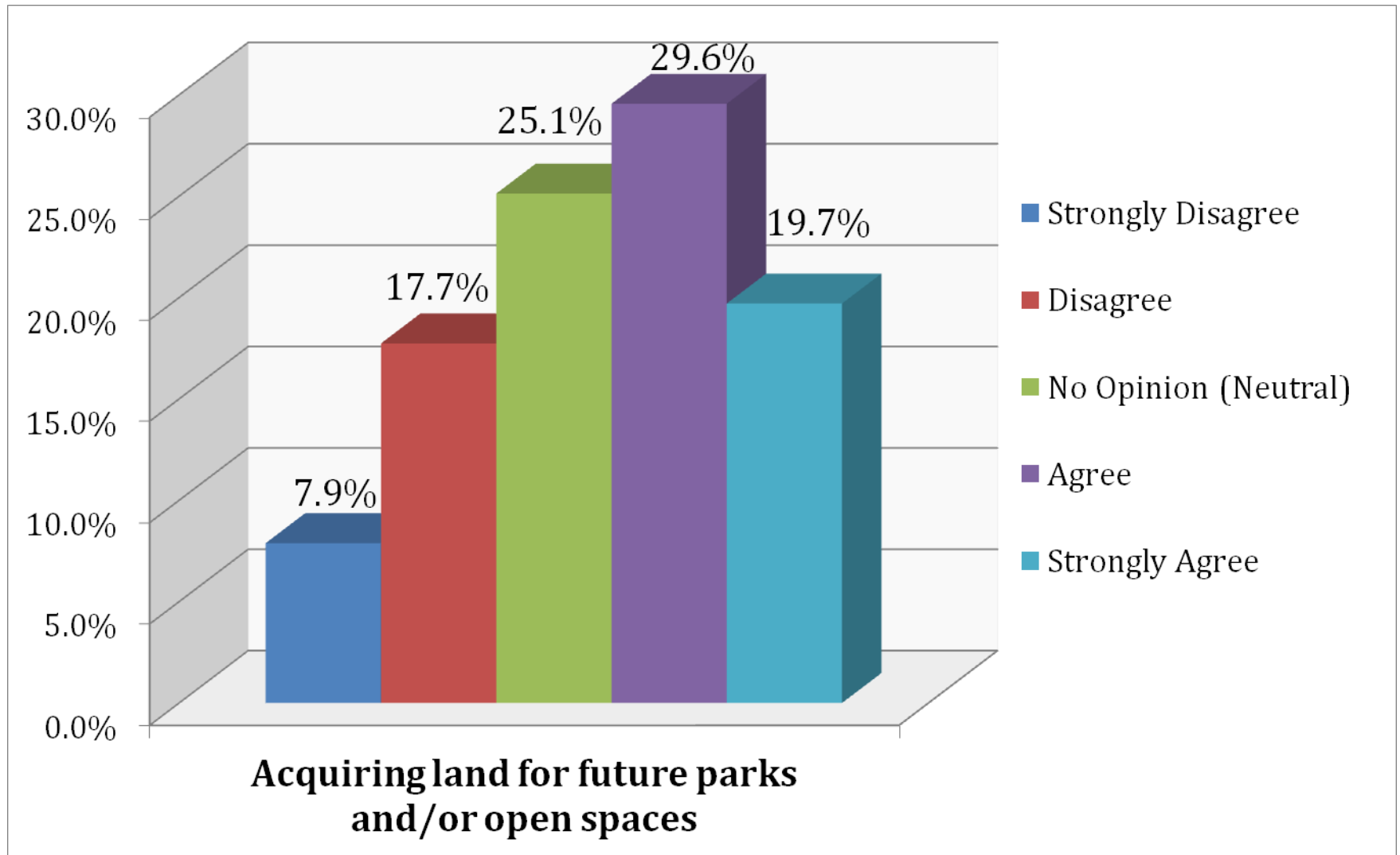
**Q9:** If you seldom or never use the community center, parks, trails, and/or lake accesses in Helena Township, what are your reasons?



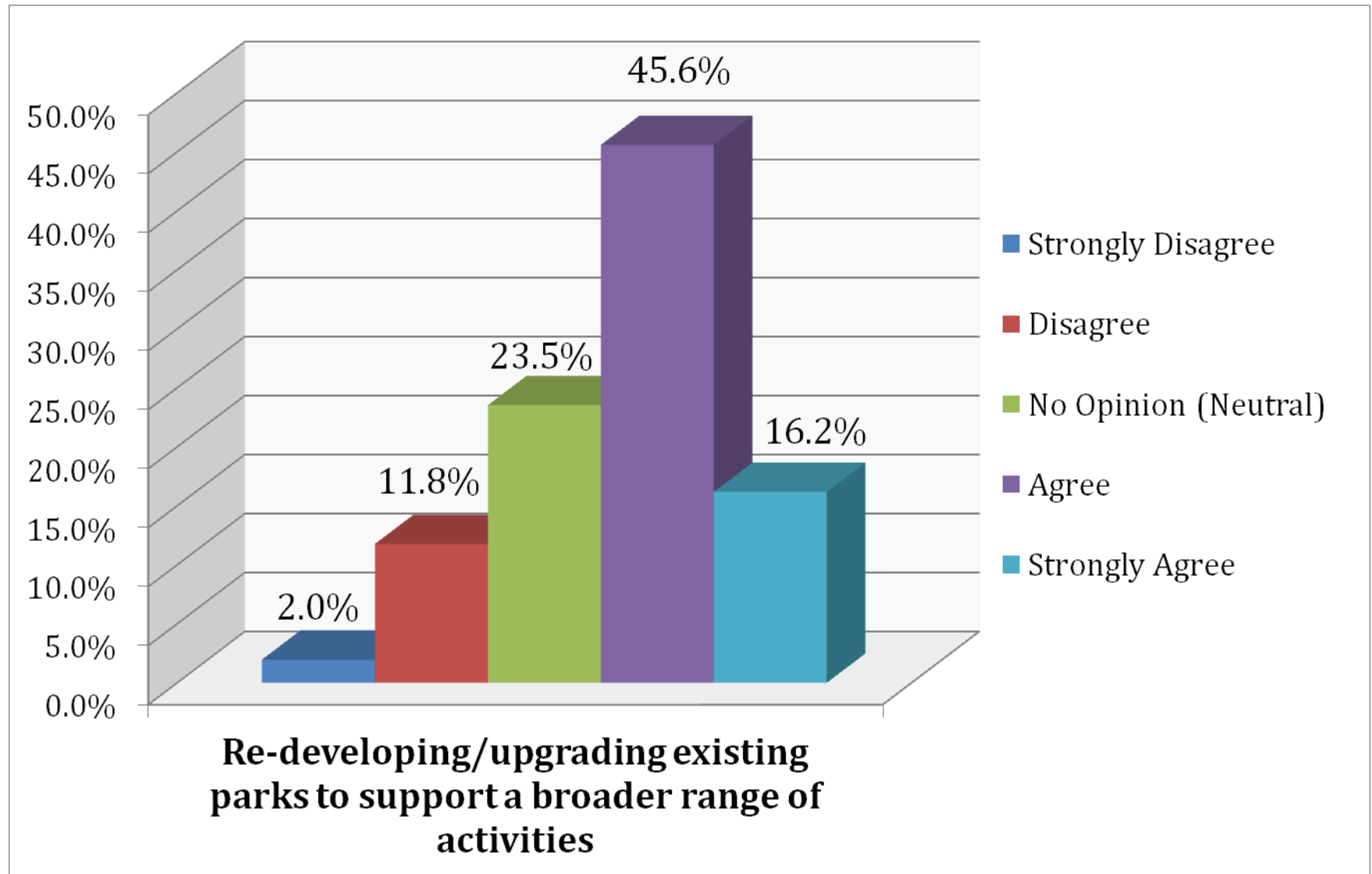
**Q10: Indicate your level of agreement with each of the following hypothetical actions to improve our park system.**

Answer Options	Strongly Disagree		Disagree		No Opinion (Neutral)		Agree		Strongly Agree		Response Count
Acquiring land for future parks and/or open spaces	16	7.9%	36	17.7%	51	25.1%	60	29.6%	40	19.7%	203
Re-developing/upgrading existing parks to support a broader range of activities	4	2.0%	24	11.8%	48	23.5%	93	45.6%	33	16.2%	204
Better maintenance of existing parks and facilities	6	3.0%	23	11.3%	64	31.5%	84	41.4%	26	12.8%	203
Provide recreation programs and activities	2	1.0%	20	9.9%	82	40.4%	78	38.4%	20	9.9%	203
Develop new trails	6	2.9%	23	11.3%	57	27.9%	80	39.2%	38	18.6%	204
No additional parks or changes to current resources are needed	34	17.3%	59	29.9%	68	34.5%	24	12.2%	12	6.1%	197
Other (please specify) and/or Comment (optional)										22	

**Q10:** Indicate your level of agreement with each of the following hypothetical actions to improve our park system.

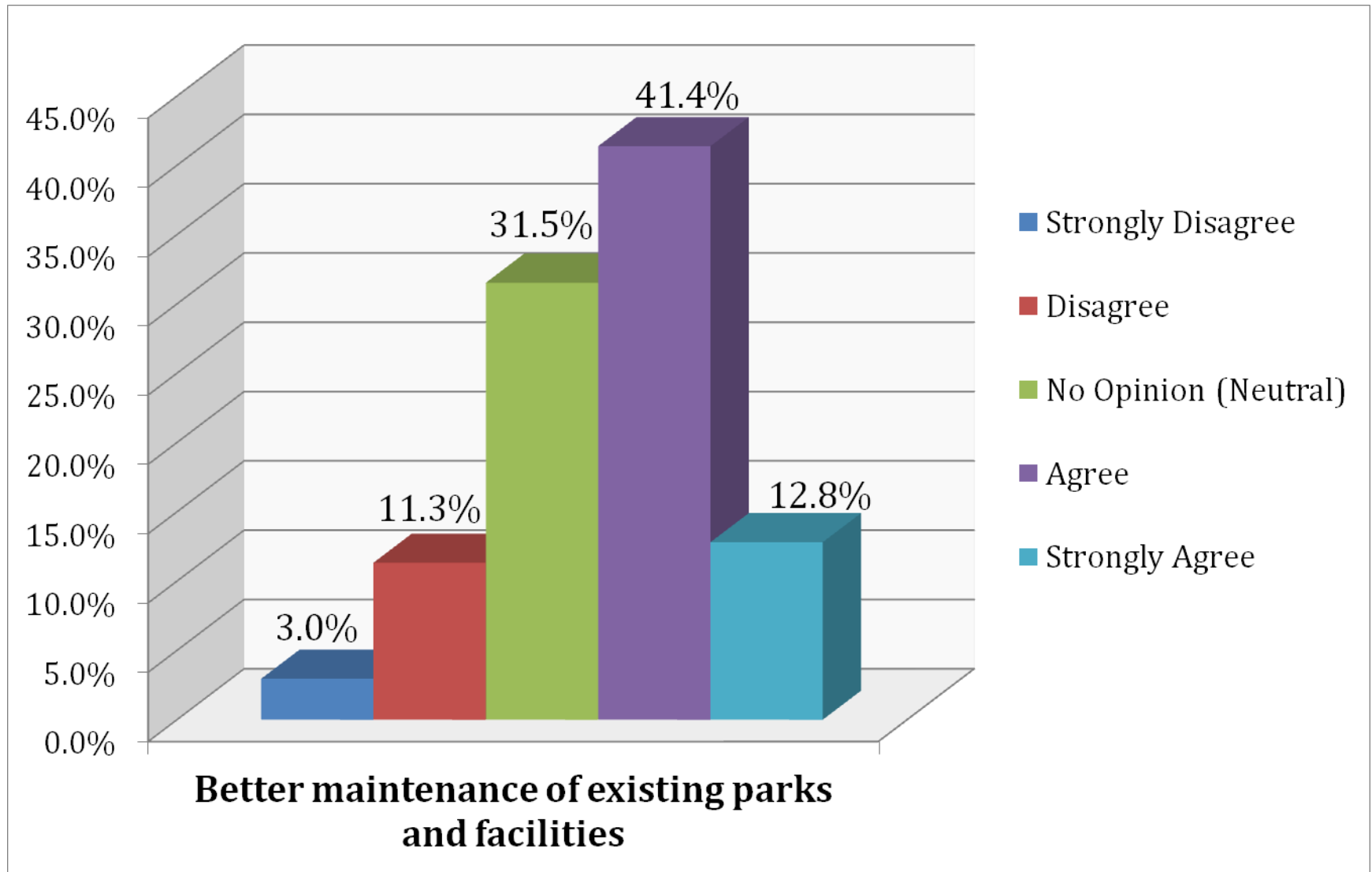


**Q10:** Indicate your level of agreement with each of the following hypothetical actions to improve our park system.

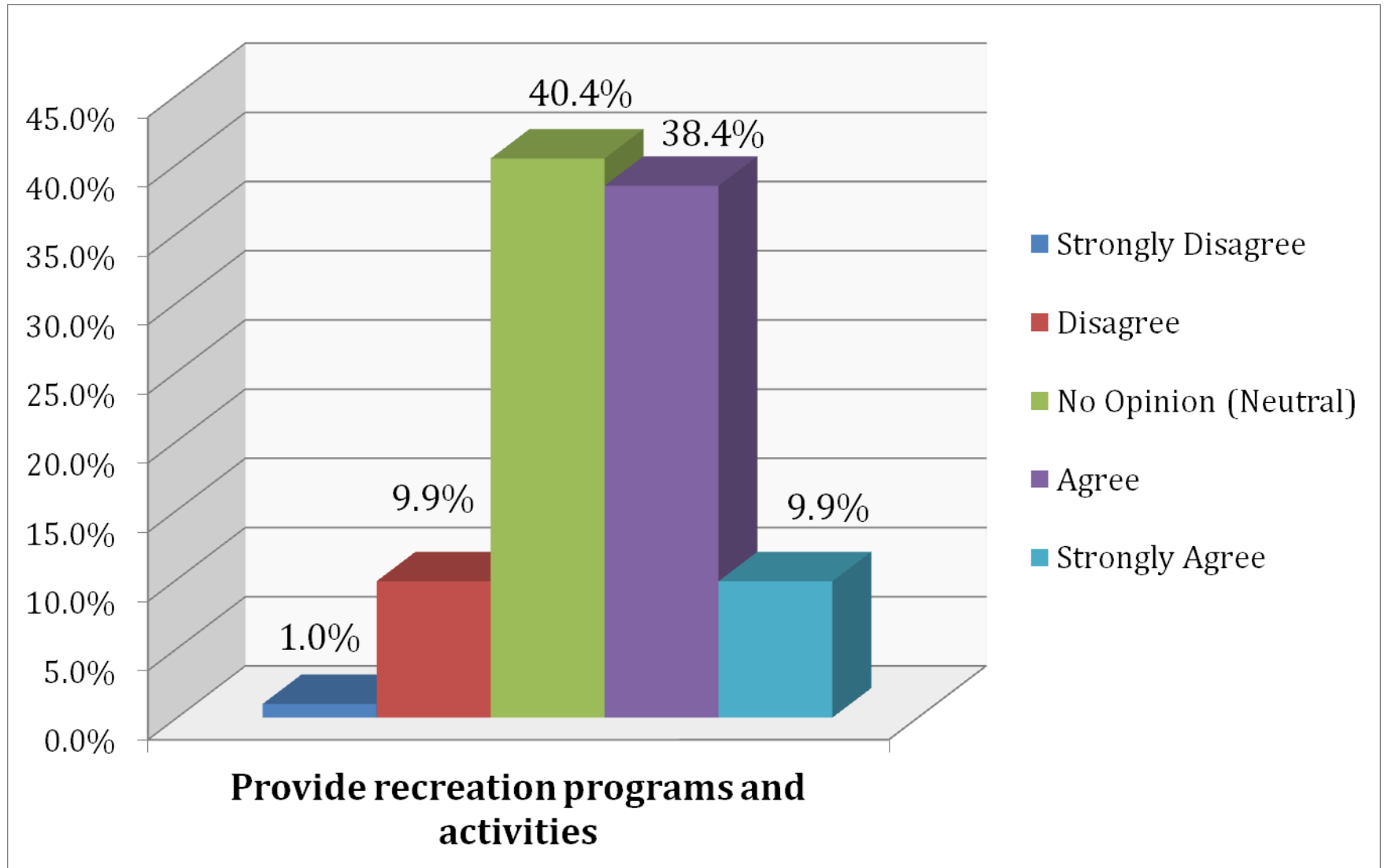




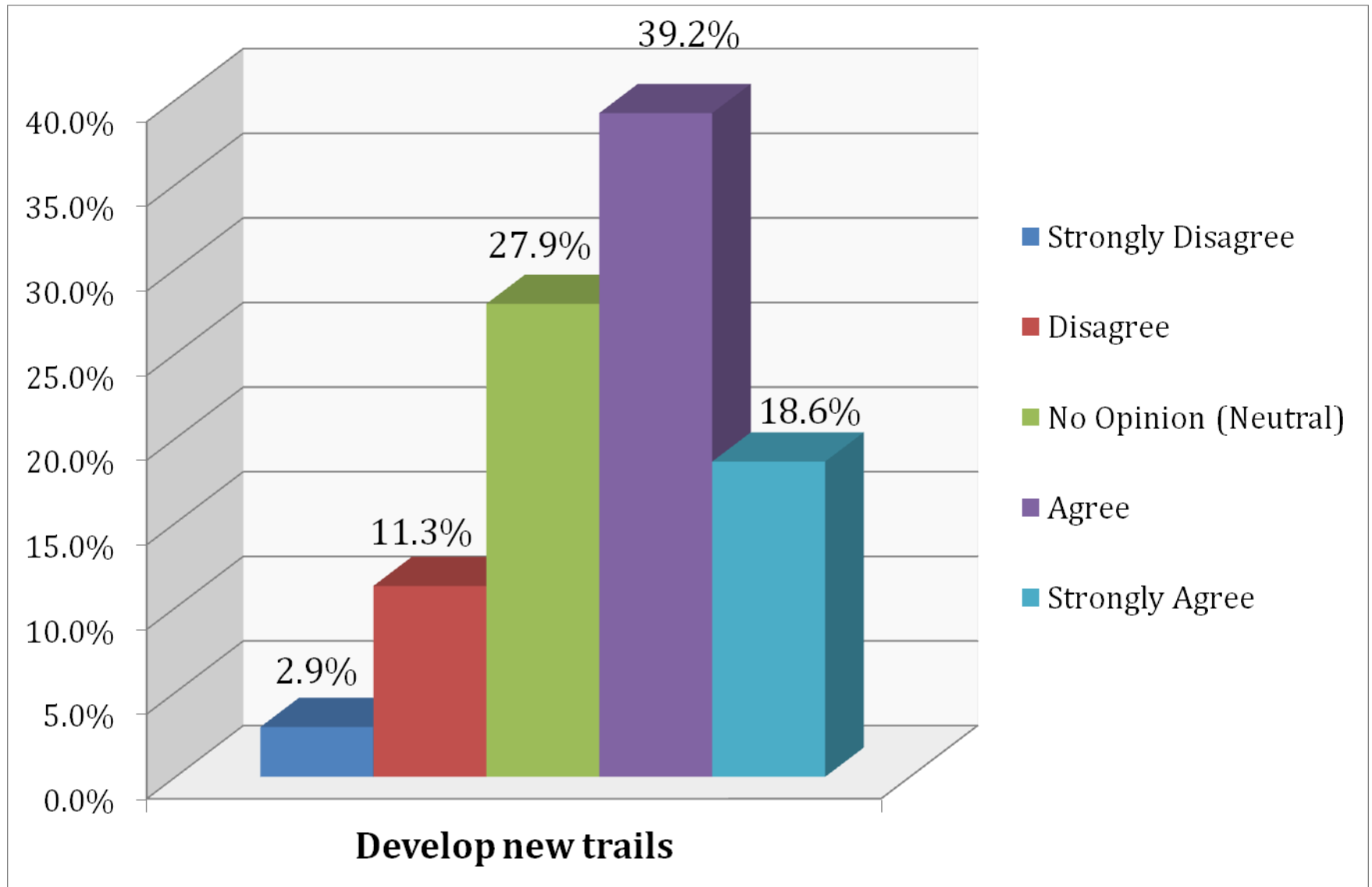
**Q10:** Indicate your level of agreement with each of the following hypothetical actions to improve our park system.



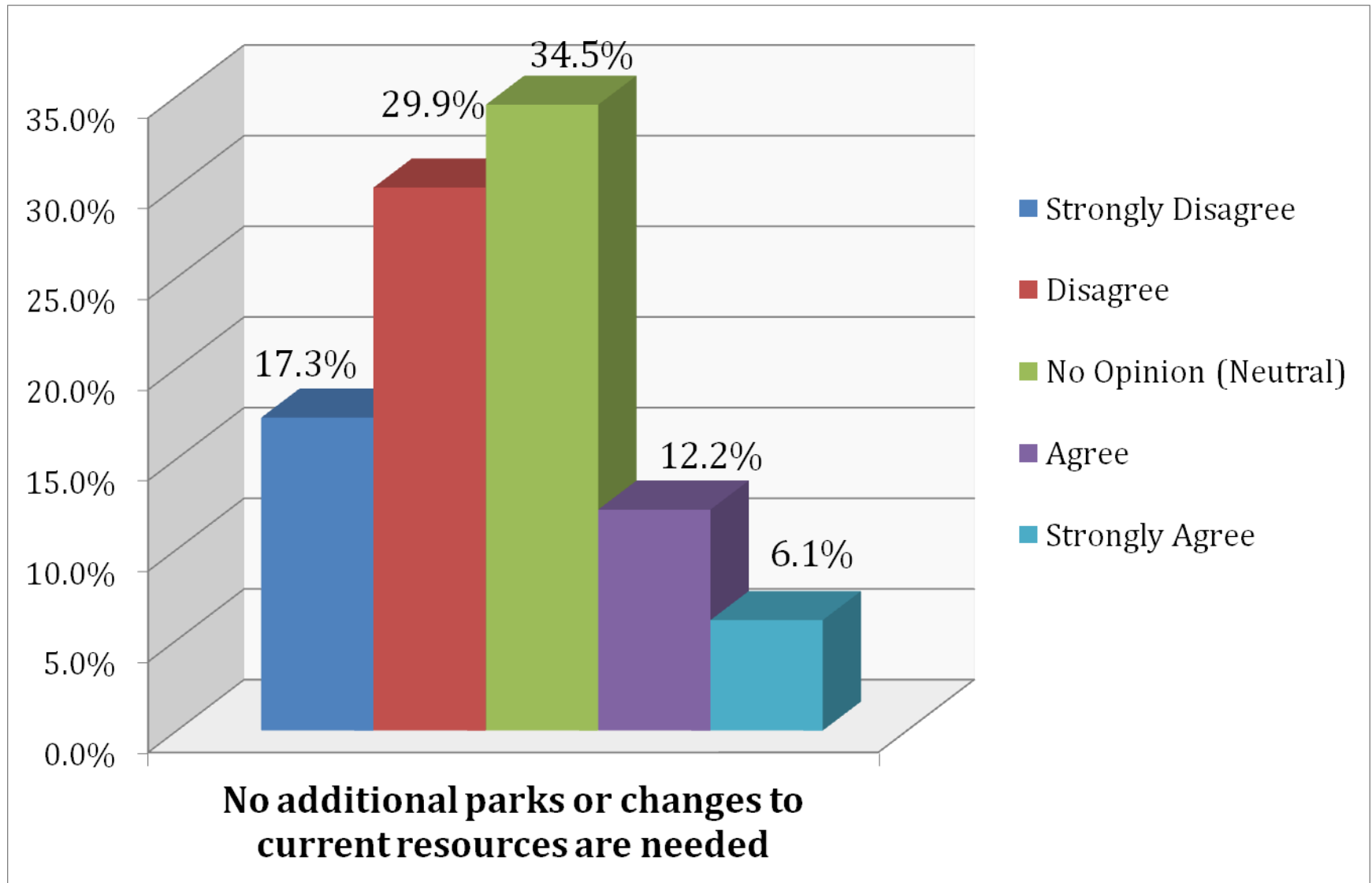
**Q10:** Indicate your level of agreement with each of the following hypothetical actions to improve our park system.



**Q10:** Indicate your level of agreement with each of the following hypothetical actions to improve our park system.



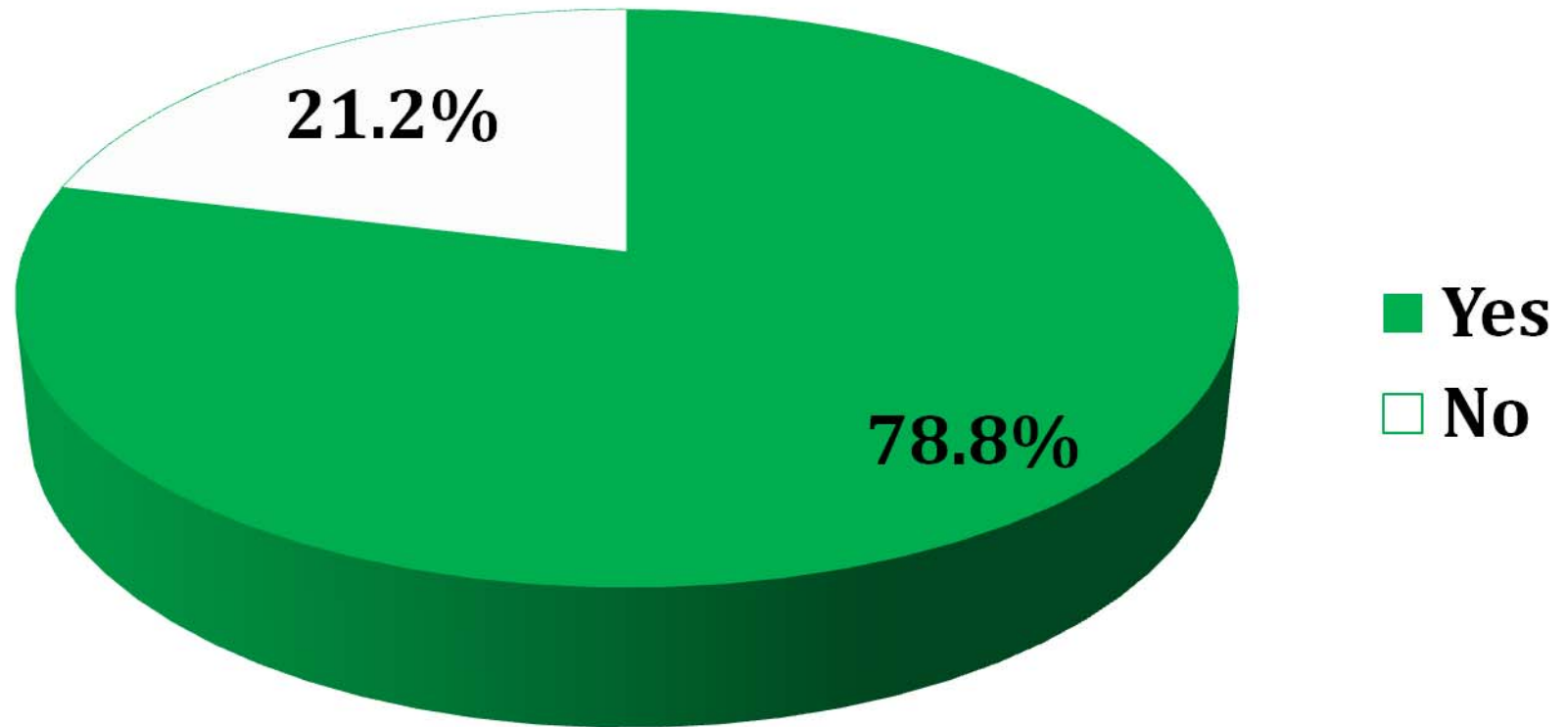
**Q10:** Indicate your level of agreement with each of the following hypothetical actions to improve our park system.



Q11: Do you support the development of a recreational trail system in Helena Township?

Answer Options	Response Percent	Response Count
Yes	78.8%	160
No	21.2%	43
answered question		203
skipped question		18

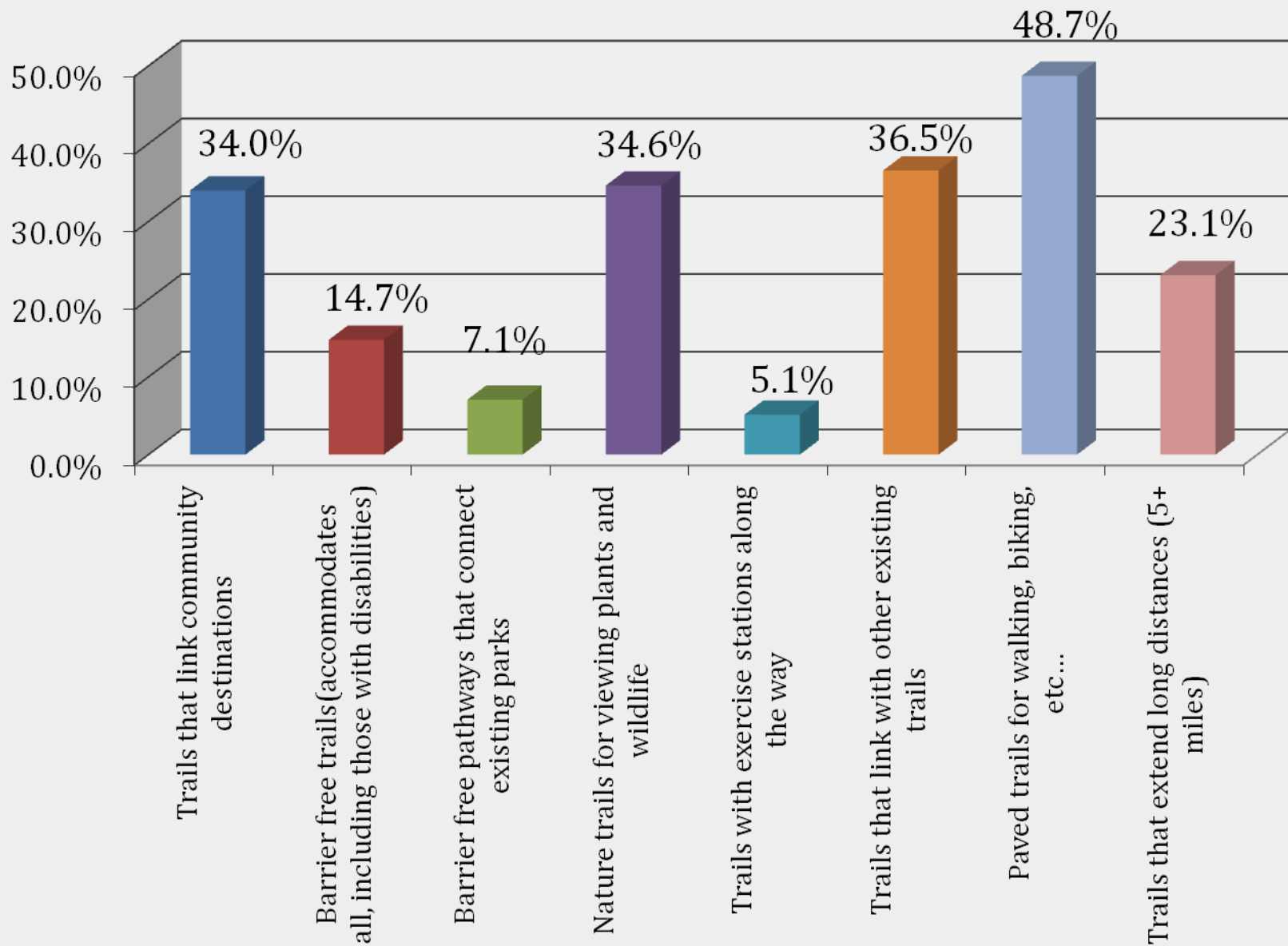
**Q11:** Do you support the development of a recreational trail system in Helena Township?



**Q12: If you support the development of a trail system, what type of trail(s) should have the highest priority in Helena Township? (Please select your top TWO (2) choices)**

<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Trails that link community destinations	34.0%	53
Barrier free trails(accommodates all, including those with disabilities)	14.7%	23
Barrier free pathways that connect existing parks	7.1%	11
Nature trails for viewing plants and wildlife	34.6%	54
Trails with exercise stations along the way	5.1%	8
Trails that link with other existing trails	36.5%	57
Paved trails for walking, biking, etc...	48.7%	76
Trails that extend long distances (5+ miles)	23.1%	36
Other (please specify) and/or Comment (optional)		21
<b><i>answered question</i></b>		<b>156</b>
<b><i>skipped question</i></b>		<b>65</b>

**Q12: If you support the development of a trail system, what type of trail(s) should have the highest priority in Helena Township?**

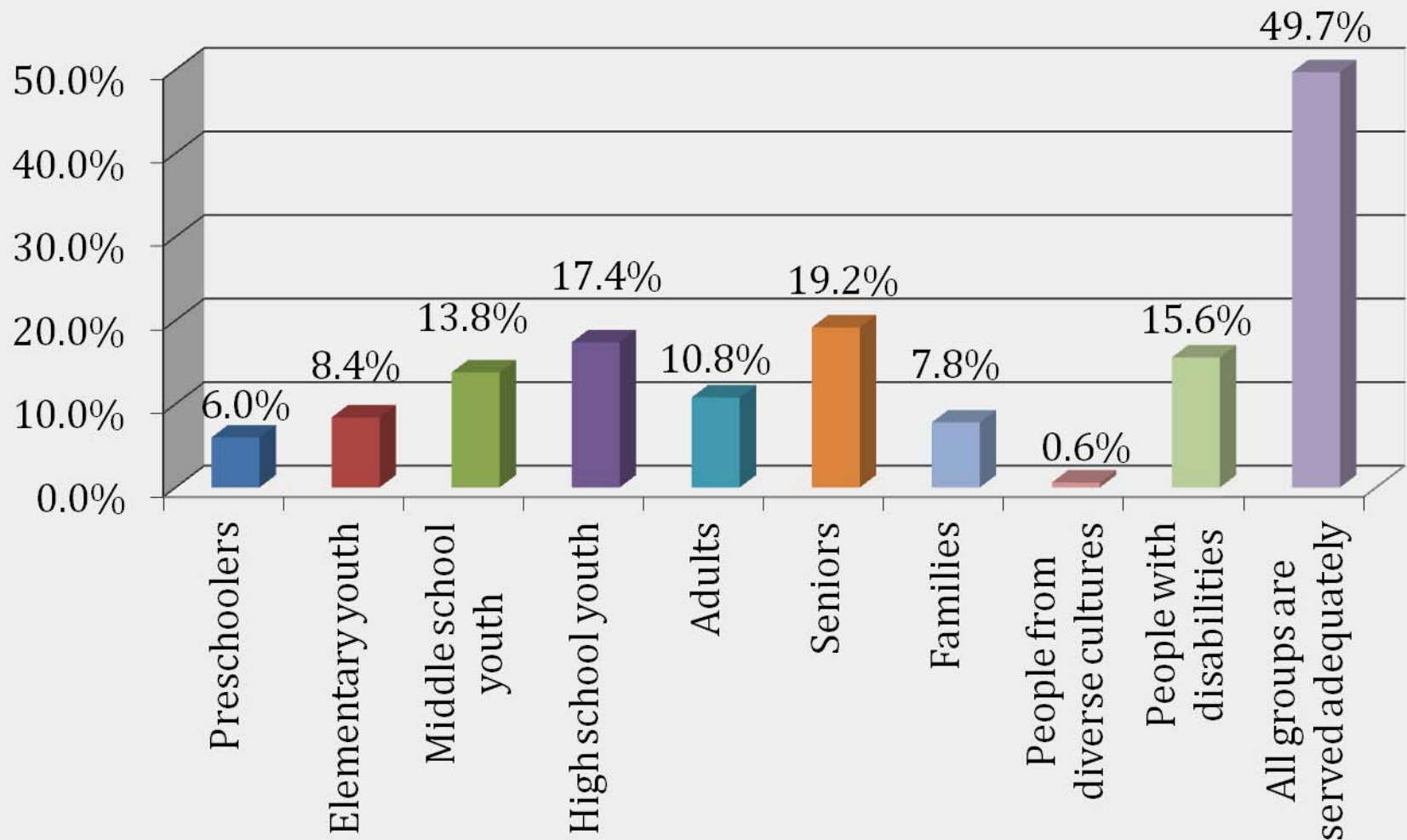




**Q13: Which groups do you believe are under-served by our current recreation resources and/or programs? (Please select all that apply)**

<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Preschoolers	6.0%	10
Elementary youth	8.4%	14
Middle school youth	13.8%	23
High school youth	17.4%	29
Adults	10.8%	18
Seniors	19.2%	32
Families	7.8%	13
People from diverse cultures	0.6%	1
People with disabilities	15.6%	26
All groups are served adequately	49.7%	83
Other (Please specify) and/or Comment (optional)		20
<b><i>answered question</i></b>		<b>167</b>
<b><i>skipped question</i></b>		<b>54</b>

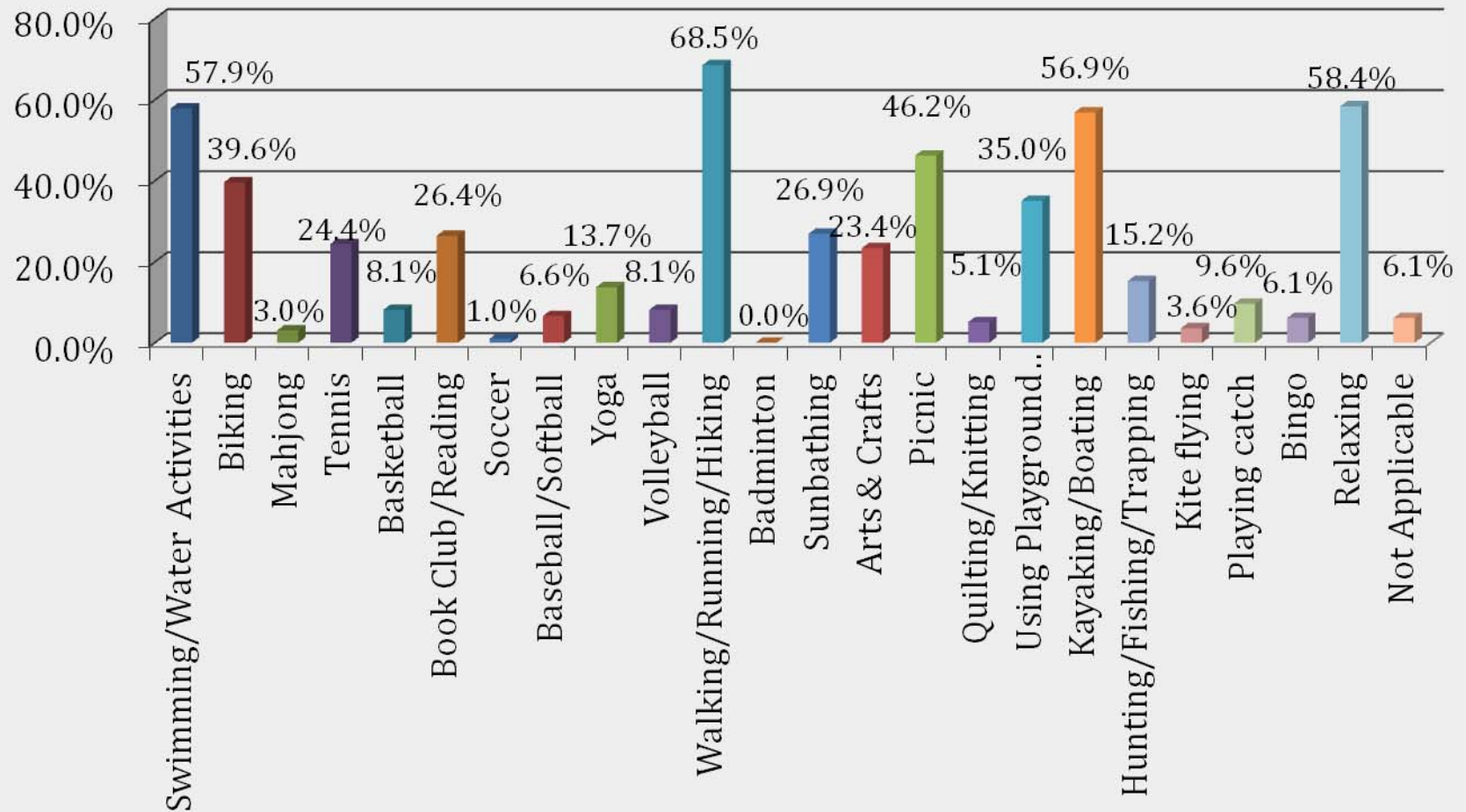
**Q13: Which groups do you believe are under-served by our current recreation resources and/or programs?**



## Q14: When you visit our community center, parks, trails, and/or lake accesses, what activities do you participate in? (Please select all that apply)

Answer Options	Response Percent	Response Count
Swimming/Water Activities	57.9%	114
Biking	39.6%	78
Mahjong	3.0%	6
Tennis	24.4%	48
Basketball	8.1%	16
Book Club/Reading	26.4%	52
Soccer	1.0%	2
Baseball/Softball	6.6%	13
Yoga	13.7%	27
Volleyball	8.1%	16
Walking/Running/Hiking	68.5%	135
Badminton	0.0%	0
Sunbathing	26.9%	53
Arts & Crafts	23.4%	46
Picnic	46.2%	91
Quilting/Knitting	5.1%	10
Using Playground Equipment	35.0%	69
Kayaking/Boating	56.9%	112
Hunting/Fishing/Trapping	15.2%	30
Kite flying	3.6%	7
Playing catch	9.6%	19
Bingo	6.1%	12
Relaxing	58.4%	115
Not Applicable	6.1%	12
Other activities (please specify) and/or Comment (optional)		18
<b>answered question</b>		<b>197</b>
<b>skipped question</b>		<b>24</b>

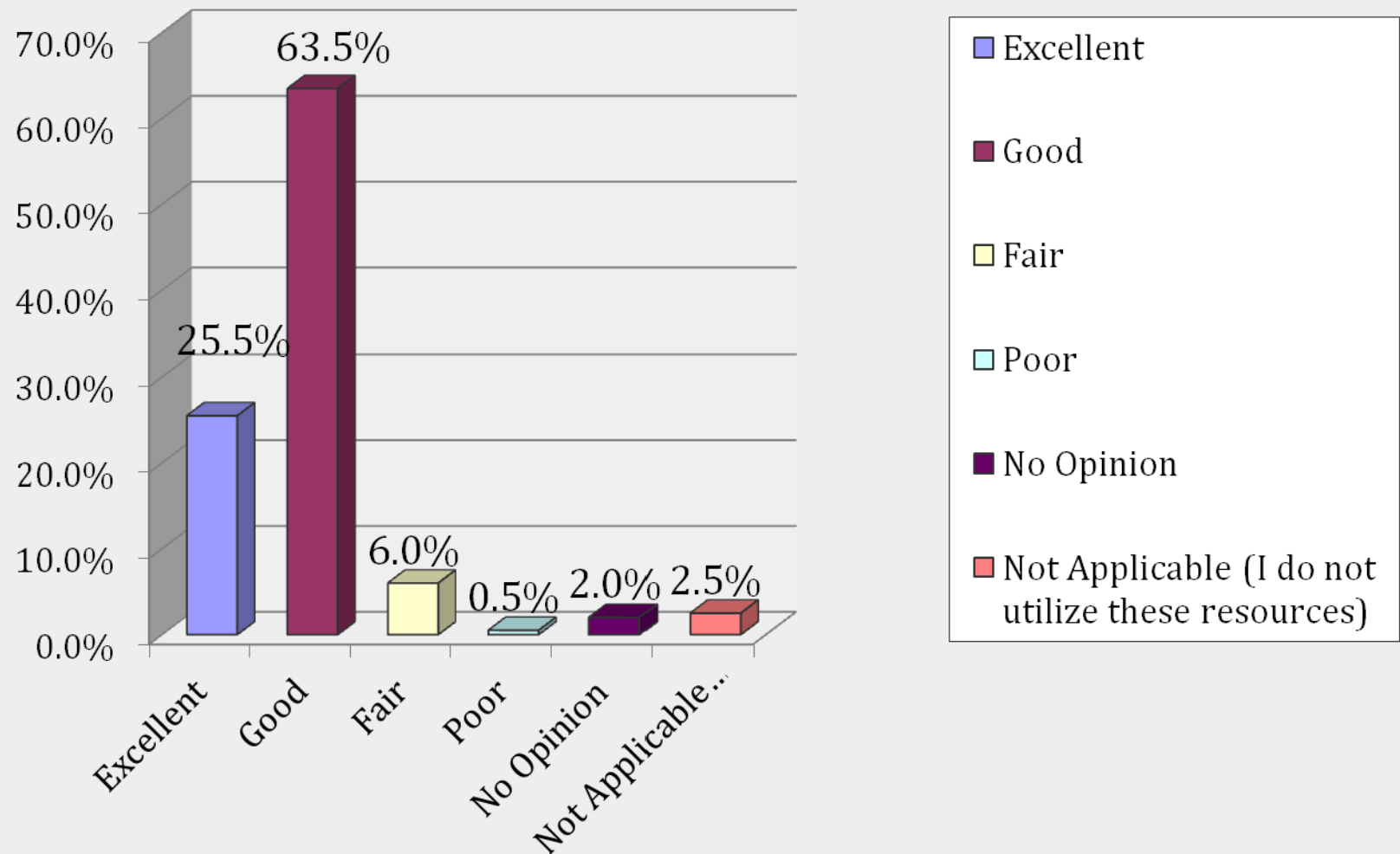
**Q14:** When you visit our community center, parks, trails, and/or lake accesses, what activities do you participate in?



**Q15: When you consider the above activity(s) and the community center, parks, trails, and/or lake accesses where you participated, how would you rate the overall quality of your experience? (Please select only one)**

Answer Options	Response Percent	Response Count
Excellent	25.5%	51
Good	63.5%	127
Fair	6.0%	12
Poor	0.5%	1
No Opinion	2.0%	4
Not Applicable (I do not utilize these resources)	2.5%	5
Comment (optional)		6
<i>answered question</i>		<b>200</b>
<i>skipped question</i>		<b>21</b>

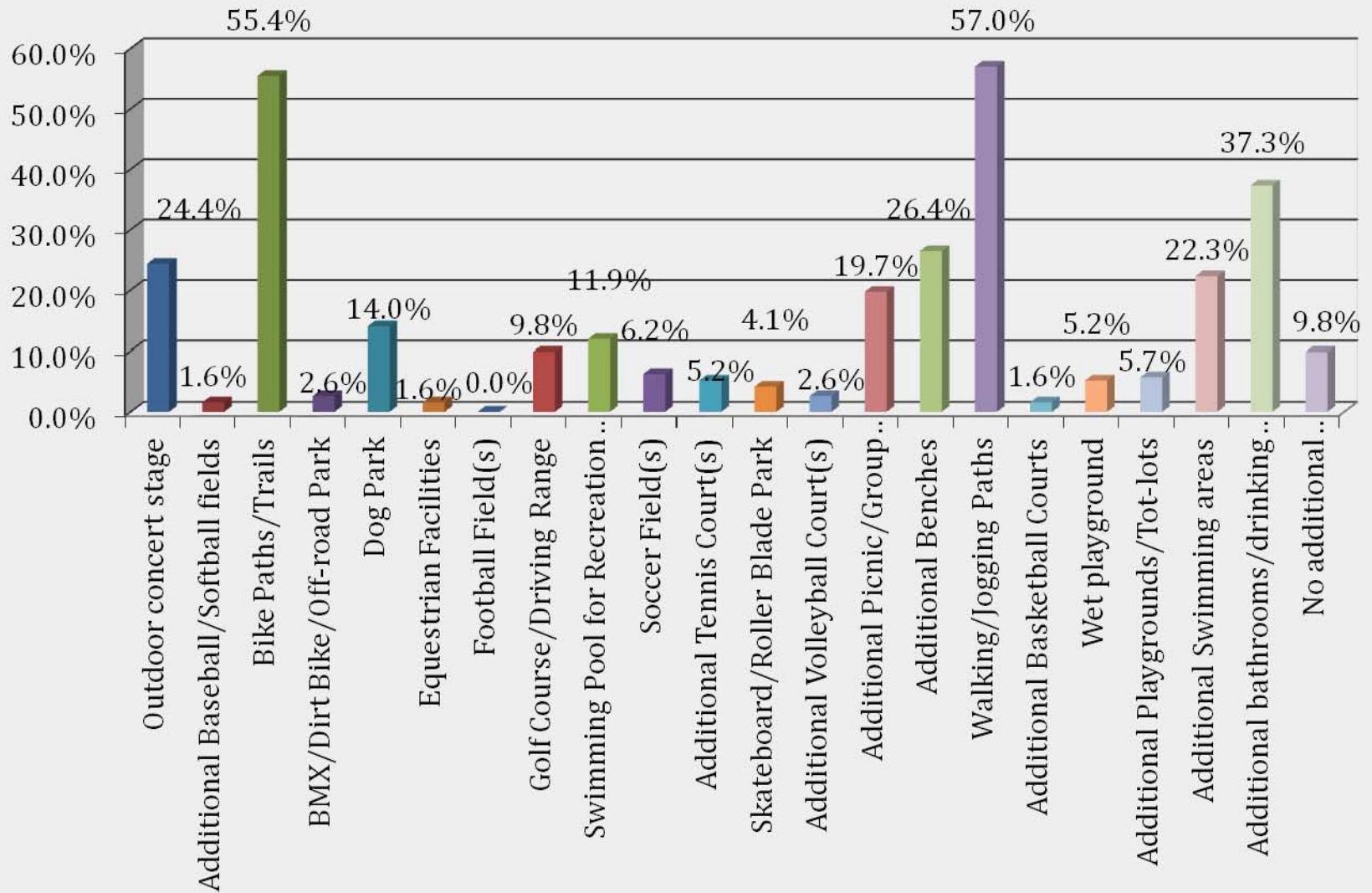
**Q15:** When you consider the above activity(s) and the community center, parks, trails, and/or lake accesses where you participated, how would you rate the overall quality of your experience?



## Q16: What are the recreation facilities/resources you would MOST like to see added in Helena Township to meet the needs of the members of your household? (Please select all that apply)

Answer Options	Response Percent	Response Count
Outdoor concert stage	24.4%	47
Additional Baseball/Softball fields	1.6%	3
Bike Paths/Trails	55.4%	107
BMX/Dirt Bike/Off-road Park	2.6%	5
Dog Park	14.0%	27
Equestrian Facilities	1.6%	3
Football Field(s)	0.0%	0
Golf Course/Driving Range	9.8%	19
Swimming Pool for Recreation or Lessons	11.9%	23
Soccer Field(s)	6.2%	12
Additional Tennis Court(s)	5.2%	10
Skateboard/Roller Blade Park	4.1%	8
Additional Volleyball Court(s)	2.6%	5
Additional Picnic/Group Facilities (Pavilions)	19.7%	38
Additional Benches	26.4%	51
Walking/Jogging Paths	57.0%	110
Additional Basketball Courts	1.6%	3
Wet playground	5.2%	10
Additional Playgrounds/Tot-lots	5.7%	11
Additional Swimming areas	22.3%	43
Additional bathrooms/drinking fountains	37.3%	72
No additional facilities/resources should be added	9.8%	19
Other (please specify) and/or Comment (optional)		23
<b>answered question</b>		<b>193</b>
<b>skipped question</b>		<b>28</b>

**Q16:** What are the recreation facilities/resources you would MOST like to see added in Helena Township to meet the needs of the members of your household?

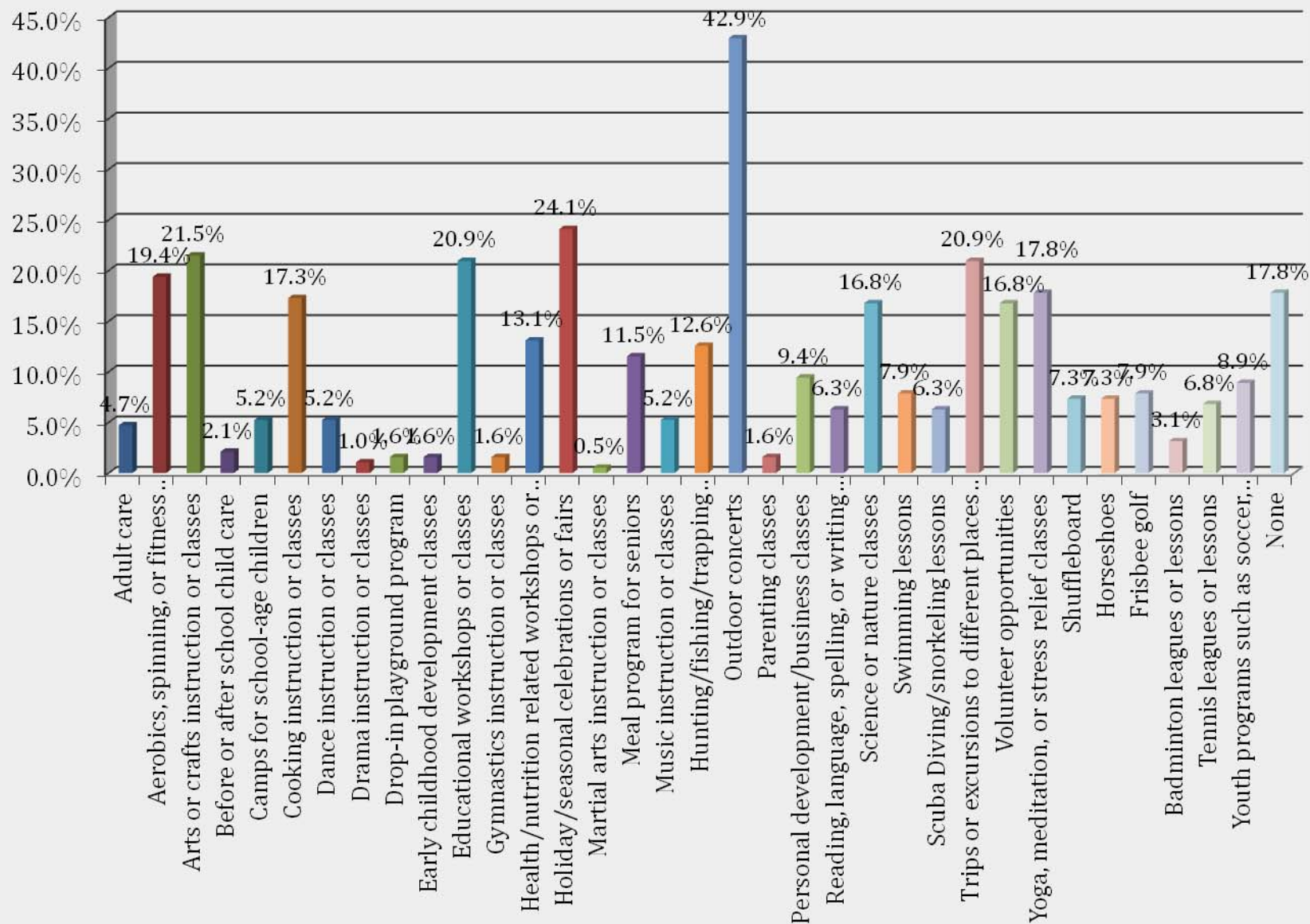




## Q17: What are the programs, classes, or activities your household would MOST like to see in Helena Township to meet the needs of the members of your household? (Please select all that apply)

Answer Options	Response Percent	Response Count
Adult care	4.7%	9
Aerobics, spinning, or fitness instruction/classes	19.4%	37
Arts or crafts instruction or classes	21.5%	41
Before or after school child care	2.1%	4
Camps for school-age children	5.2%	10
Cooking instruction or classes	17.3%	33
Dance instruction or classes	5.2%	10
Drama instruction or classes	1.0%	2
Drop-in playground program	1.6%	3
Early childhood development classes	1.6%	3
Educational workshops or classes	20.9%	40
Gymnastics instruction or classes	1.6%	3
Health/nutrition related workshops or classes	13.1%	25
Holiday/seasonal celebrations or fairs	24.1%	46
Martial arts instruction or classes	0.5%	1
Meal program for seniors	11.5%	22
Music instruction or classes	5.2%	10
Hunting/fishing/trapping instruction/classes	12.6%	24
Outdoor concerts	42.9%	82
Parenting classes	1.6%	3
Personal development/business classes	9.4%	18
Reading, language, spelling, or writing classes	6.3%	12
Science or nature classes	16.8%	32
Swimming lessons	7.9%	15
Scuba Diving/snorkeling lessons	6.3%	12
Trips or excursions to different places or events	20.9%	40
Volunteer opportunities	16.8%	32
Yoga, meditation, or stress relief classes	17.8%	34
Shuffleboard	7.3%	14
Horseshoes	7.3%	14
Frisbee golf	7.9%	15
Badminton leagues or lessons	3.1%	6
Tennis leagues or lessons	6.8%	13
Youth programs such as soccer, basketball, football, etc...	8.9%	17
None	17.8%	34
Other (please specify) and/or Comment (optional)		14
<b>answered question</b>		<b>191</b>
<b>skipped question</b>		<b>30</b>

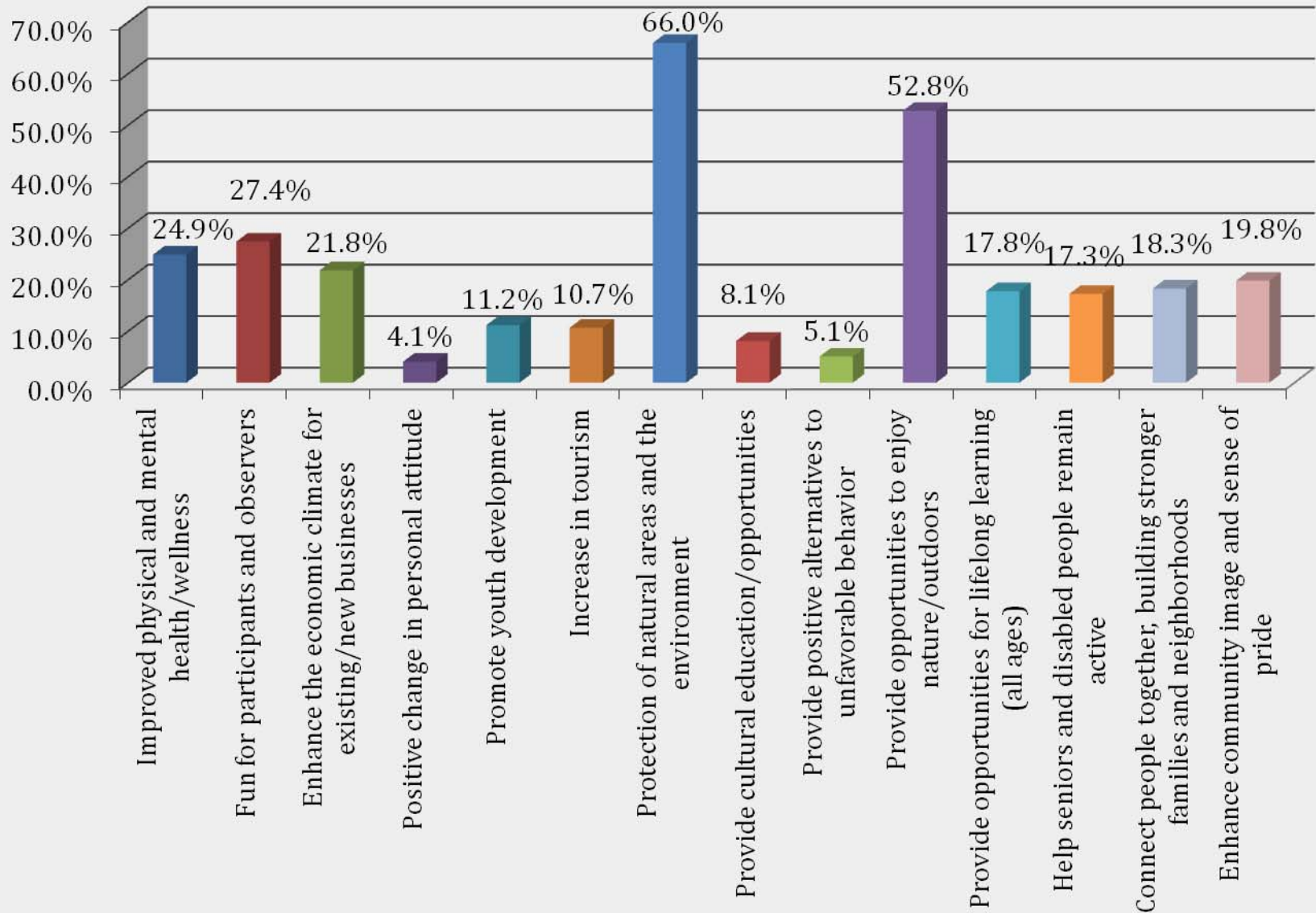
**Q17:** What are the programs, classes, or activities your household would MOST like to see in Helena Township to meet the needs of the members of your household?



**Q18: What are the most important priorities Helena Township Parks and Recreation should consider when providing services to our residents? (Please select the THREE (3) most important)**

Answer Options	Response Percent	Response Count
Improved physical and mental health/wellness	24.9%	49
Fun for participants and observers	27.4%	54
Enhance the economic climate for existing/new businesses	21.8%	43
Positive change in personal attitude	4.1%	8
Promote youth development	11.2%	22
Increase in tourism	10.7%	21
Protection of natural areas and the environment	66.0%	130
Provide cultural education/opportunities	8.1%	16
Provide positive alternatives to unfavorable behavior	5.1%	10
Provide opportunities to enjoy nature/outdoors	52.8%	104
Provide opportunities for lifelong learning (all ages)	17.8%	35
Help seniors and disabled people remain active	17.3%	34
Connect people together, building stronger families & neighborhoods	18.3%	36
Enhance community image and sense of pride	19.8%	39
Other (please specify) and/or Comment (optional)		5
<b><i>answered question</i></b>		<b>197</b>
<b><i>skipped question</i></b>		<b>24</b>

**Q18: What are the most important priorities Helena Township Parks and Recreation should consider when providing services to our residents?**



**Q19:** Please provide any additional information, opinions, or comments related to Helena Township's Parks and Recreation resources (parks, trails, lake accesses and related facilities and activities) and/or the direction and priorities of the parks and recreation committee.

**Note:**

*All write-in comments/text (qualitative responses) associated with each question, and in particular **questions 7 & 19**, are on file and available at the Helena Township Community Center and online located in the Parks & Recreation section of the Helena Township website.*

Q20: (Optional) I would like to be contacted about:

Answer Options	Response Percent	Response Count
This survey/responses	19.6%	32
Future surveys	16.6%	27
Focus groups/Public forums	8.0%	13
Parks and recreation committee participation	5.5%	9
No thank you...I prefer to remain anonymous	71.2%	116
Other (please specify) and/or Comment (optional)		6
<i>answered question</i>		<b>163</b>
<i>skipped question</i>		<b>58</b>

## Q20: (Optional) I would like to be contacted about:

