

Your Parks Help Define Your Community

Let Your Community Help Define Your Parks

There are two things every Parks and Recreation Department should know...

First, you need to know the preferences of your present and potential customers. Surveys can benchmark and track the perceptions of residents regarding existing programs and their interest in new services.

Second, you need to know the extent to which voters would support tax or fee increases for expansions and additional programs.

With statistically valid surveys you'll know the preferences of the community. The findings will help you foresee obstacles, win public support and get your plan approved.

If you are considering a major capital project, a survey should be part of your planning process.

SDG and its partners recently conducted a survey on the perceptions of Indiana residents regarding their local parks.

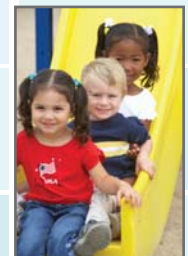
The survey consisted of a scientific sample of 400 residents with a 5% margin of error. Some of our findings included:

- Almost half of the respondents indicated that they were willing to support a tax increase for additional parks opportunities.
- Women were more likely than men to perceive a need for additional sports opportunities for their children.
- Newer residents were more likely to support tax increases for parks than long time residents.

For more detailed information on the results of this survey, please contact Senior Project Manager Brian O'Neill by email or the number listed below.



Call SDG at 1-800-939-2449
or boneill@sdg.us



A Collaboration of Public Input Specialists

SDG (www.sdg.us)

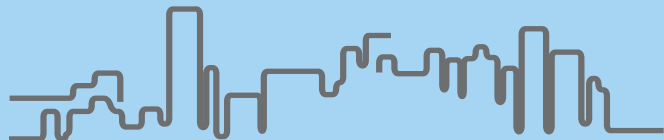
Strategic Development Group, Inc. is one of Indiana's most respected consulting firms. We have worked in more than 100 communities with clients in government, business and the non-profit sector. Our services include research, strategic planning, and project management.

JEM Research

JEM Research Inc., located in Valparaiso, Indiana, is a well established data collection firm serving communities across the United States. With over 50 years of combined experience, our project management staff has successfully managed research projects both qualitative and quantitative. JEM Research Inc. is a quality driven enterprise that provides clients with accurate, reliable and actionable research data.

Center For Community Opinion (www.communityopinion.com)

The Center for Community Opinion offers quality survey research to government agencies. Each survey is preceded by careful background research and attention to detail as survey questions are developed. The results and analysis promote sound decision-making in policy development.



When it matters...

A parks and recreation department sees the need for a new public project. Staff begins the process of creating a plan. They include opportunities for citizen input. An engineering firm is hired. Property is identified and plans are drawn up. It seems like a sure thing.

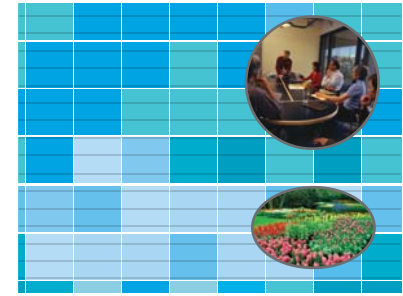
On the evening of the council vote to authorize, a local tax-payers organization protests the project. They have dozens of supporters. They are angry and the council is not prepared for their opposition. The project dies after months of preparation and hard work.

Sound Familiar?

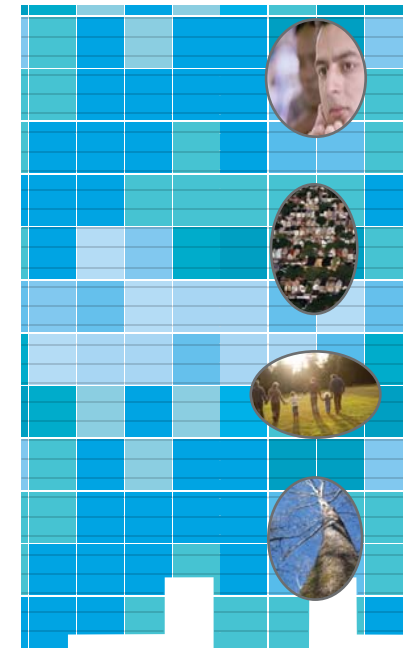


Ensuring public support can be invaluable. A statistically valid survey might have identified this core opposition early in the planning process. It might have documented the fact that the group was impassioned but small – providing council members with some reassurance. Or it might have indicated that opposition would lessen with a targeted public education effort. **SDG can help.**

... don't let your plans fall apart.



Public Surveys for Parks Projects



Strategic Development Group, Inc.



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