

# Northbrook Park District 2016 Community Survey Executive Summary Report

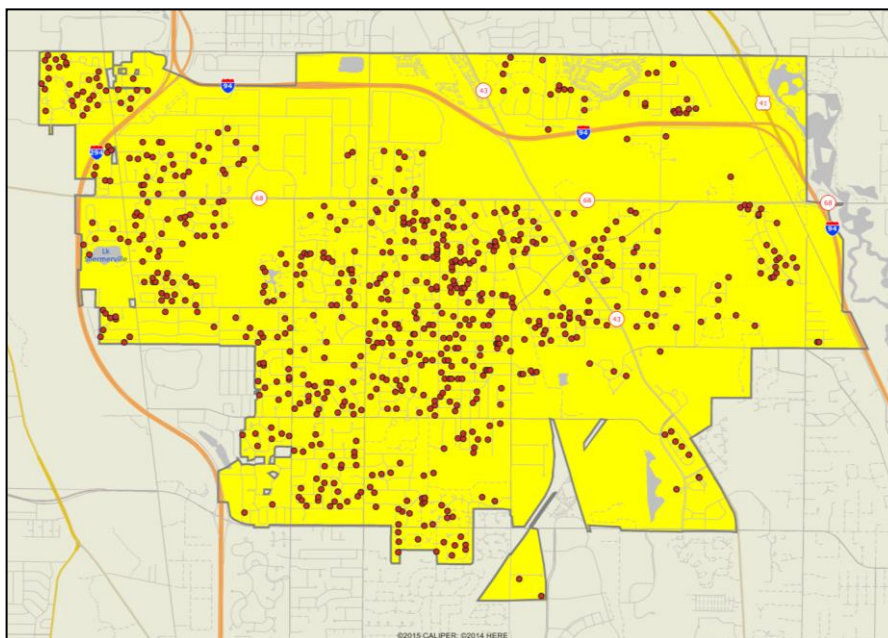
## Overview and Methodology

ETC Institute administered a community survey for the Northbrook Park District during January and February of 2016. The survey was administered as part of the Park District's community-based planning process to update the Comprehensive Master Plan, which will help guide the District for the next 10 years.

**Methodology.** A six-page survey was mailed to a random sample of households throughout the Northbrook Park District. The mailed survey included a postage paid return envelope and a cover letter. The cover letter explained the purpose of the survey, encouraged residents to return their surveys in the mail, and provided a link to an online survey for those that preferred to fill out the survey online. Approximately 10 days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey by mail or completed it online were given the option of completing it by phone.

The goal was to receive at least 600 completed surveys. This goal was far exceeded, with a total of 723 households completing a survey. The results for the random sample of 723 households have a 95% level of confidence with a precision of at least  $\pm 3.6\%$ .

In order to better understand the needs of residents in different areas of the Park District, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of respondents to the resident survey based on the location of their home.



This report contains the following:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results of the survey (Section 1)
- benchmarking data that shows how the results for the Northbrook Park District compare to other communities on both a national and regional basis (Section 2)
- priority investment rating that identifies priorities for facilities and programs (Section 3)
- tabular data showing the overall results for all questions on the survey (Section 4)
- a copy of the cover letter and survey instrument (Section 5)

## Major Findings by Category

### Park Usage

- Eight-five percent (85%) of households have used Northbrook Park District parks during the past 12 months. Of the households that have used Park District parks, 98% rated the parks as “excellent” (50%) or “good” (48%), 2% rated the parks as “fair”, and no households rated the parks as “poor”. The percentage of households that rated Park District parks as “excellent” (50%) is significantly higher than the national average (32%) and the Illinois average (39%).
- Of the 85% of households that have used Park District parks, 79% have used Village Green Park. The other parks used by the highest percentage of households includes: Techny Prairie Park and Fields (64%), Meadowhill Park (47%), and Wood Oaks Green Park (43%).

### Program Participation

- Forty-six percent (46%) of households have participated in Northbrook Park District recreation programs during the past 12 months. Of the households that have participated in Park District recreation programs, 96% rated the programs as “excellent” (56%) or “good” (40%), 3% rated the programs as “fair”, and only 1% rated the programs as “poor”. The percentage of households that rated Park District programs as “excellent” or “good” (96%) is higher than the national average (89%) and the Illinois average (91%).
- Of the 46% of households that have participated in Park District recreation programs, 66% participated in Park District programs because of the location of the program/facility, and 54% participated because of reasonable fees.



### **Need for Facilities/Amenities**

- The facilities and amenities that the highest percentage of households have a need for include: walking/biking trails (67%), Techny Prairie Park and Fields-Trail Through Time (48%), Meadowhill Park Pool (46%), Sportsman's Country Club-Golf Courses (44%), and Sportsman's County Club-Practice Range (44%).
- The facilities and amenities with the highest number of Park District households whose needs are being only partly met or not met include: walking/biking trails (1,567 households), sports center-pool (1,039 households), dog park (742 households), leisure center-general programs (713 households) and Sportsman's County Club-Practice Range (695 households).

### **Importance of Facilities/Amenities**

- Based on the sum of their top four choices, the facilities and amenities that respondents rated as the most important for their household include: walking/biking trails (45%), Sportsman's County Club-Golf Course (28%), Meadowhill Park Pool (27%), Playgrounds (23%), and Techny Prairie Park and Fields-Trail Through Time (22%).

### **Need for Programs**

- The programs that the highest percentages of households have a need for include: fitness and wellness (45%), active adult programs (35%), indoor lap swimming (26%), and open gyms (25%).
- The programs with the highest number of Park District households whose needs are being only partly met or not met include: fitness and wellness (3,184 households), indoor lap swimming (2,340 households), active adult programming (2,283 households), and open gyms (1,700 households).

### **Importance of Programs**

- Based on the sum of their top four choices, the programs that respondents rated as the most important for their household include: fitness and wellness (28%), active adult programs (23%), senior programs (14%), and senior programs (14%).

### **Organizations Used for Indoor and Outdoor Recreation**

- The organizations the highest percentage of households have used for indoor and outdoor recreation activities during the past 12 months include: the Northbrook Park District (57%), fitness centers (37%), places of worship (29%), North Suburban YMCA (28%), and the Glenview Park Center (28%).

**Reasons Preventing Households from Using Park District Facilities and Programs**

- The most frequently mentioned reasons preventing households from using Northbrook Park District parks, facilities, and programs more often include: program/facility not offered (32%), program times are not convenient (23%), too busy (18%), and not interested (17%).

**Potential Indoor and Outdoor Programming Spaces**

- The potential indoor and outdoor programming spaces that the highest percentage of households would use include: walking and biking trails (71%), running and walking track (63%), and fitness and exercise facility (58%).

**Actions Households Would Be Most Willing to Fund with Tax Dollars**

- Based on the sum of their top three choices, the actions that households would be most willing to fund with their tax dollars includes: developing new and/or connecting existing walking and biking trails (51%), developing a new community center (36%), and upgrading existing indoor programming spaces (31%).

**Ways Households Learn About Park District Programs, Parks, Activities and News**

- The most frequently mentioned ways that households learn about Park District programs, parks, activities, and news include: seasonal program guide (84%), friends and neighbors (35%), the newspaper (35%), the Northbrook Park District website (28%), and the Northbrook Park District E-News (27%).

**Satisfaction with the Overall Value Received from the Park District**

- Sixty-eight percent (68%) of households are “very satisfied” or “satisfied” with the overall value they receive from the Park District; 8% are “dissatisfied” or “very dissatisfied” with the value received from the Park District, 18% gave a rating of “neutral”, and 6% indicated “don’t know”. The percentage of households who are “very satisfied” or “satisfied” with the overall value received from the Park District (68%), is higher than the national average (64%) and the Illinois average (66%).

## Priority Investment Rating (PIR)

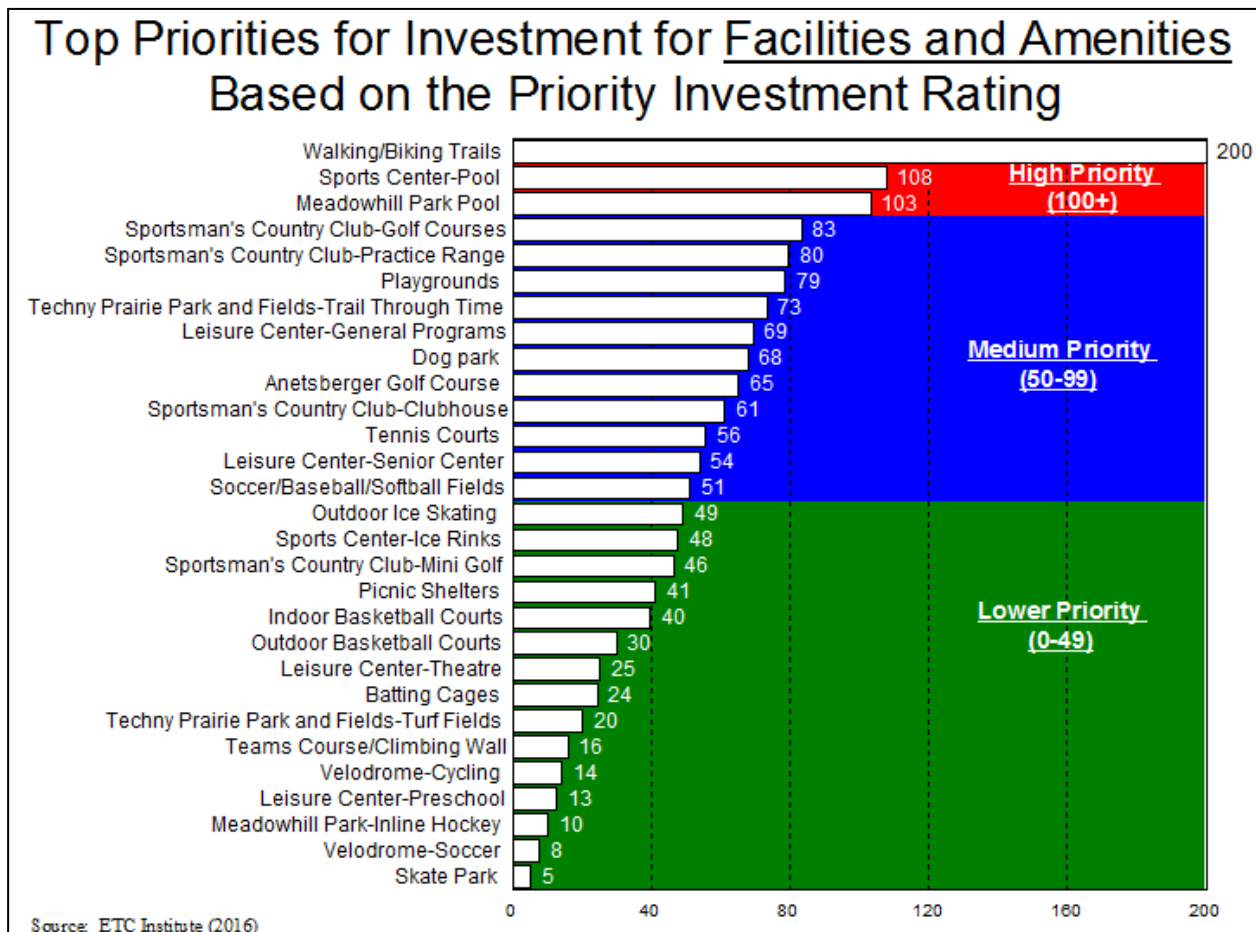
The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide governments with an objective tool for evaluating the priority that should be placed on parks and recreation investments. The Priority Investment Rating was developed by ETC Institute to identify the facilities and programs 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 partly met or not met) for each facility/program relative to the facility/program that rated the highest overall. Details regarding the methodology for the analysis are provided in Section 3 of this report.

### (PIR) for Facilities and Amenities

Based the priority investment rating, there are three facilities and amenities that are rated as a high priority for investment:

- Walking/Biking Trails
- Sports Center-Pool
- Meadowhill Park Pool

The chart below shows the priority investment rating for each of the 29 facilities/amenities that were rated:

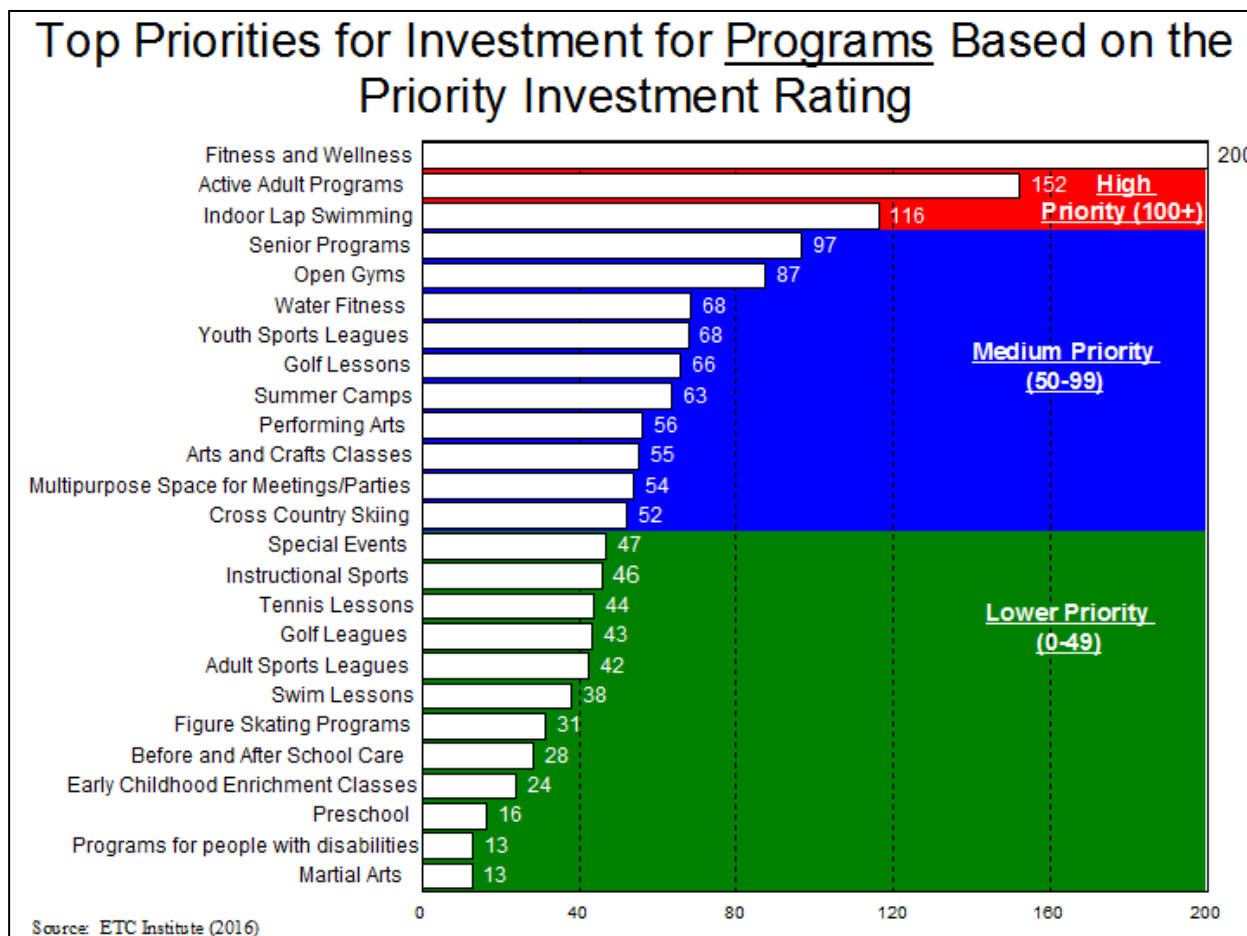


### (PIR) for Programs

Based the priority investment rating, there are three programs that are rated as a high priority for investment:

- Fitness and Wellness
- Active Adult Programs
- Indoor Lap Swimming

The chart below shows the priority investment rating for each of the 25 programs that were rated:



## Section 1:

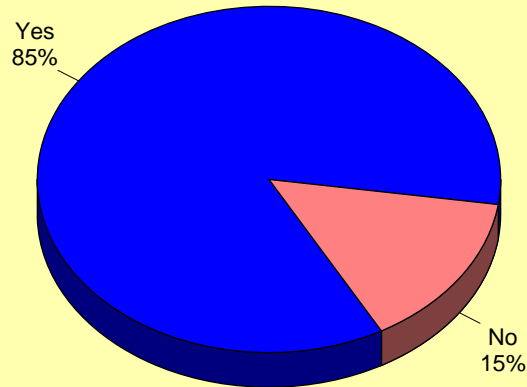
# Charts and Graphs

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### Q1. Have You or Members of Your Household Visited Any Northbrook Park District Parks During the Past 12 Months?

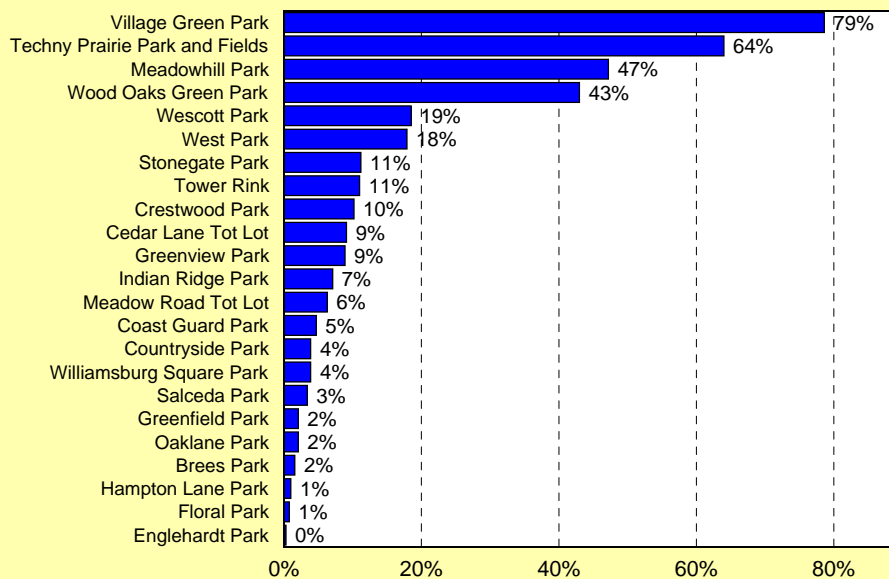
by percentage of respondents



Source: ETC Institute (2016)

### Q1-2. Parks Respondent Households Have Used During the Past Year

by percentage of respondents who have used parks during the past 12 months



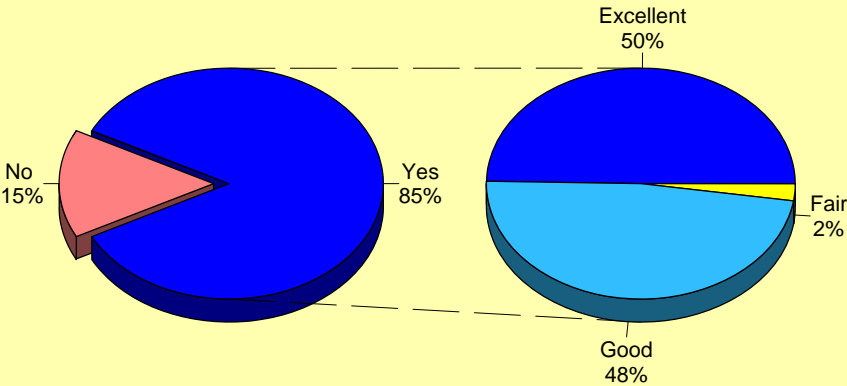
Source: ETC Institute (2016)



**Q1. Have You or Members of Your Household Visited Any Northbrook Park District Parks During the Past 12 Months?**

by percentage of respondents

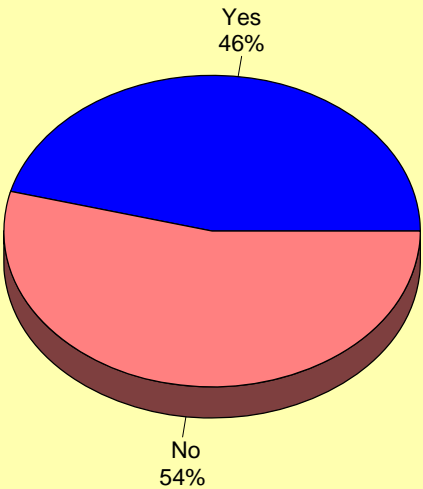
**Q1-3. How Would You Rate the Overall Condition of All the Northbrook Park District Parks You Have Visited?**



Source: ETC Institute (2016)

**Q2. Have You or Members of Your Households Participated in Any Recreation Programs or Activities Offered by the Northbrook Park District During the Past 12 Months?**

by percentage of respondents

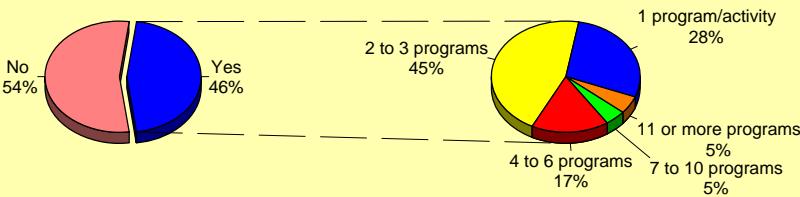


Source: ETC Institute (2016)

**Q2. Have You or Members of Your Households Participated in Any Recreation Programs or Utilized Any Recreation Facilities Offered by the Northbrook Park District During the Past 12 Months?**

by percentage of respondents

**Q2-2. How many different recreation programs or activities offered by the Northbrook Park District has your household participated in during the past 12 months?**

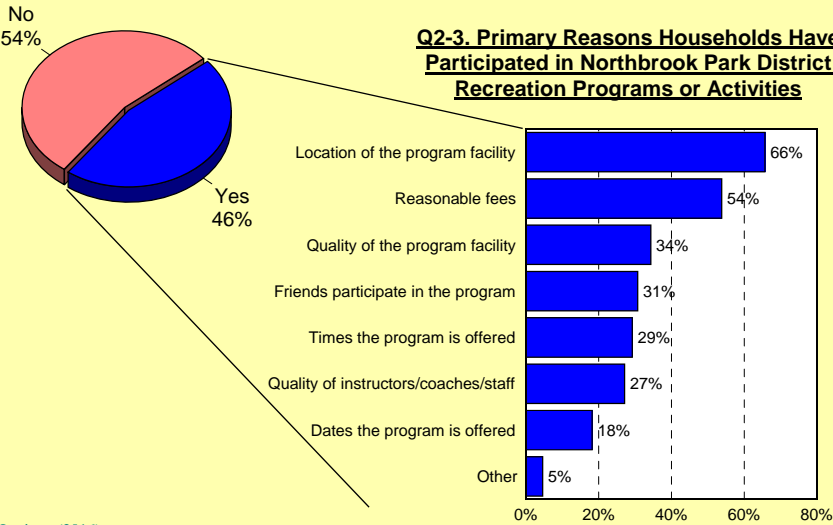


Source: ETC Institute (2016)

**Q2. Have You or Members of Your Households Participated in Any Recreation Programs or Utilized Any Recreation Facilities Offered by the Northbrook Park District During the Past 12 Months?**

by percentage of respondents

**Q2-3. Primary Reasons Households Have Participated in Northbrook Park District Recreation Programs or Activities**

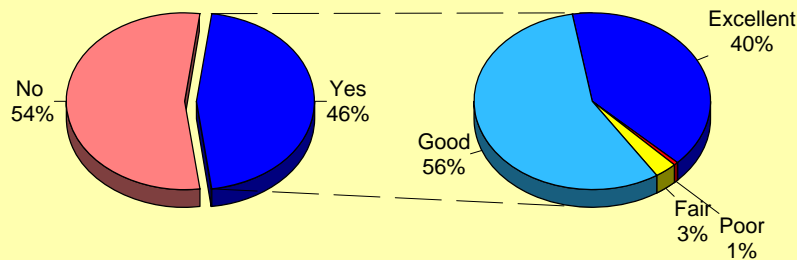


Source: ETC Institute (2016)

**Q2. Have You or Members of Your Households Participated in Any Recreation Programs or Utilized Any Recreation Facilities Offered by the Northbrook Park District During the Past 12 Months?**

by percentage of respondents

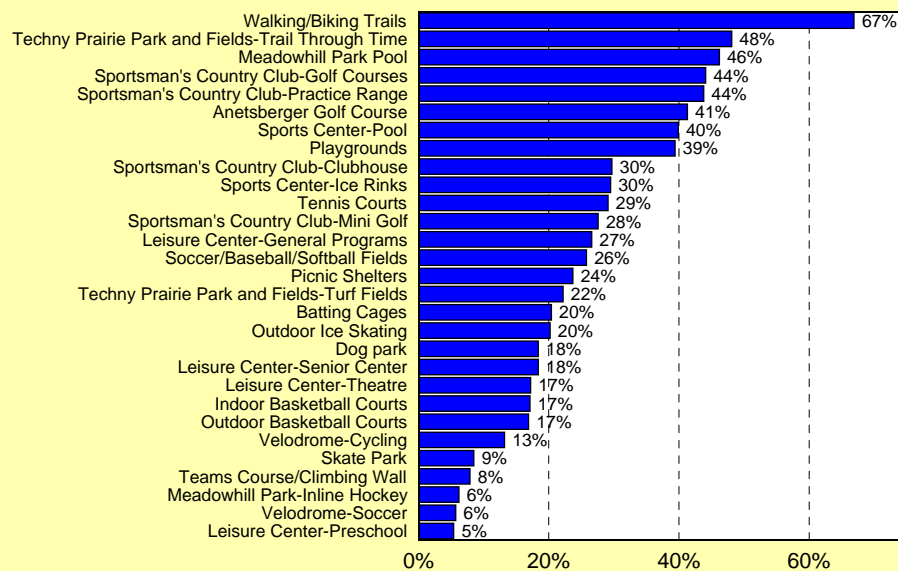
**Q2-4. How Would You Rate the Overall Quality of Recreation Programs or Activities in Which Your Household has Participated?**



Source: ETC Institute (2016)

**Q3-1. Northbrook Park District Facilities/Amenities Respondent Households Have a Need For**

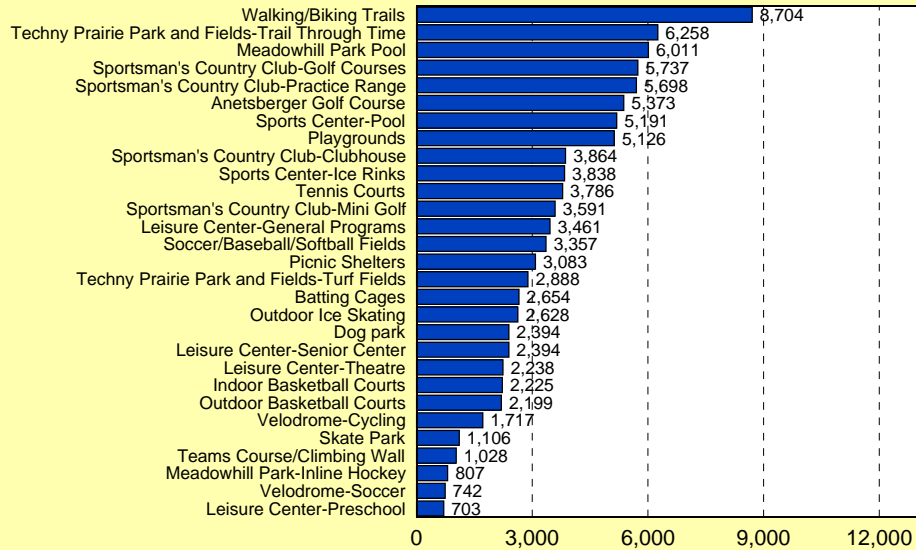
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

### Q3-1. Estimated Number of Households in the Northbrook Park District That Have a Need for Various Facilities/Amenities

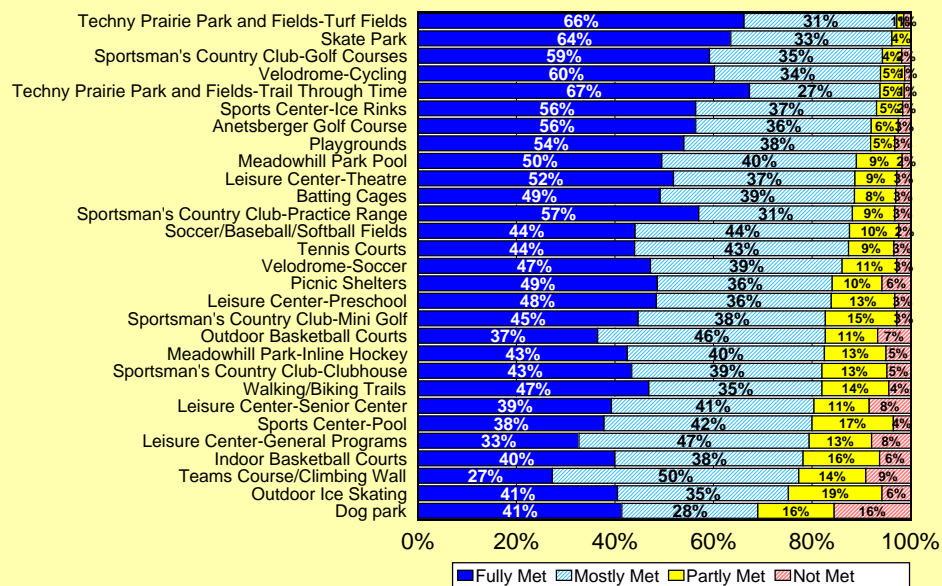
by number of households based on 13,010 households in the Northbrook Park District



Source: ETC Institute (2016)

### Q3-2. How Well Parks and Recreation Facilities/Amenities Meet the Needs of Respondent Households

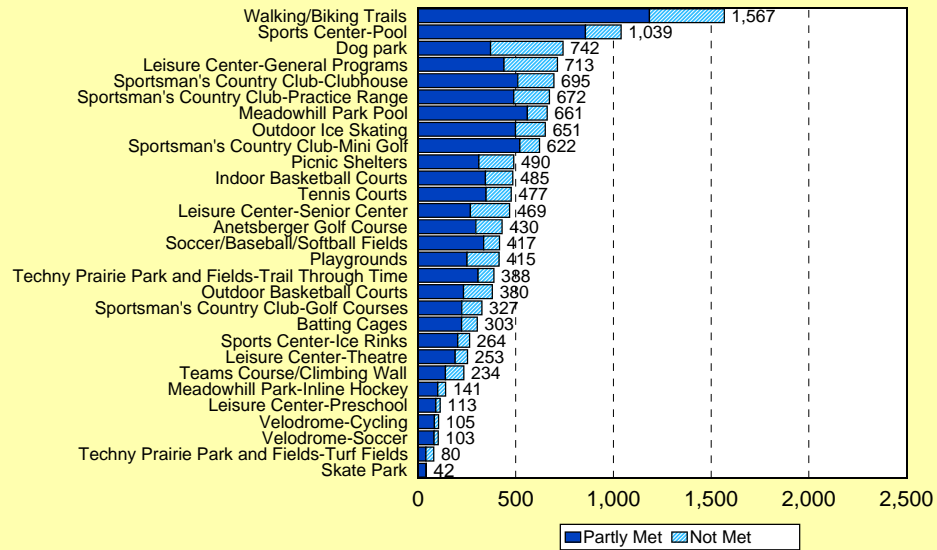
by percentage of respondents with a need for facilities/amenities



Source: ETC Institute (2016)

### Q3-2. Estimated Number of Households in the Northbrook Park District Whose Needs for Facilities/Amenities Are Being Partly Met or Not Met

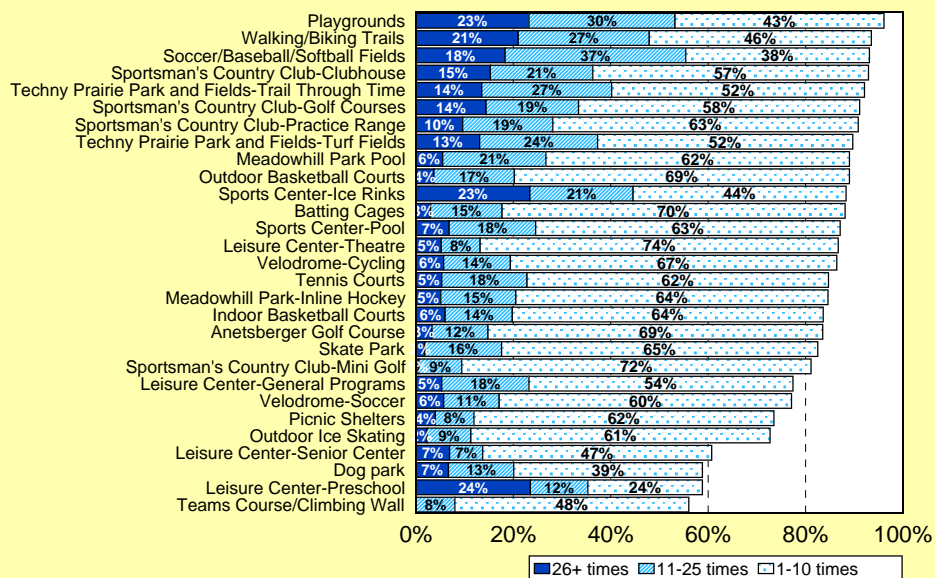
by number of households based on 13,010 households in the Northbrook Park District



Source: ETC Institute (2016)

### Q3-3. How Many Times Used Facility/Amenity During the Past 12 Months?

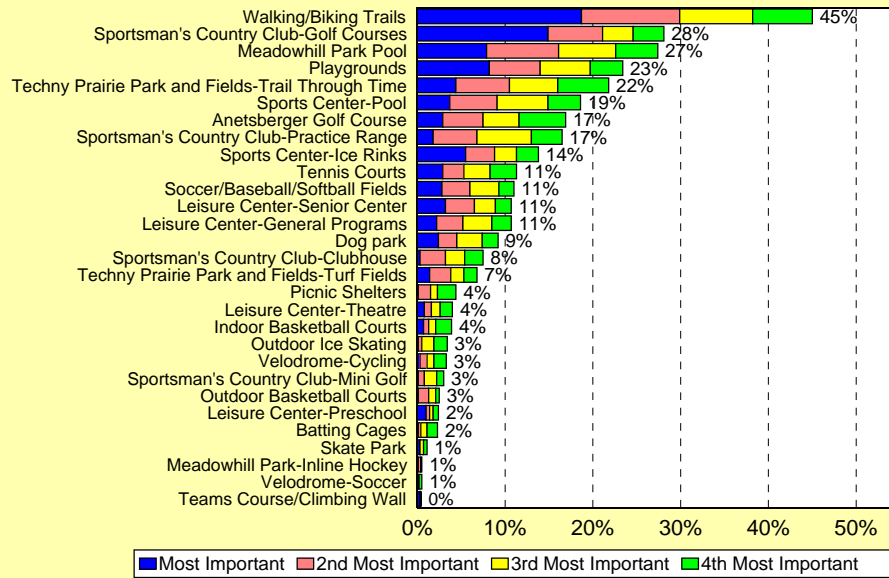
by percentage of respondents with a need for facilities/amenities



Source: ETC Institute (2016)

### Q4. Facilities/Amenities That Are Most Important to Households

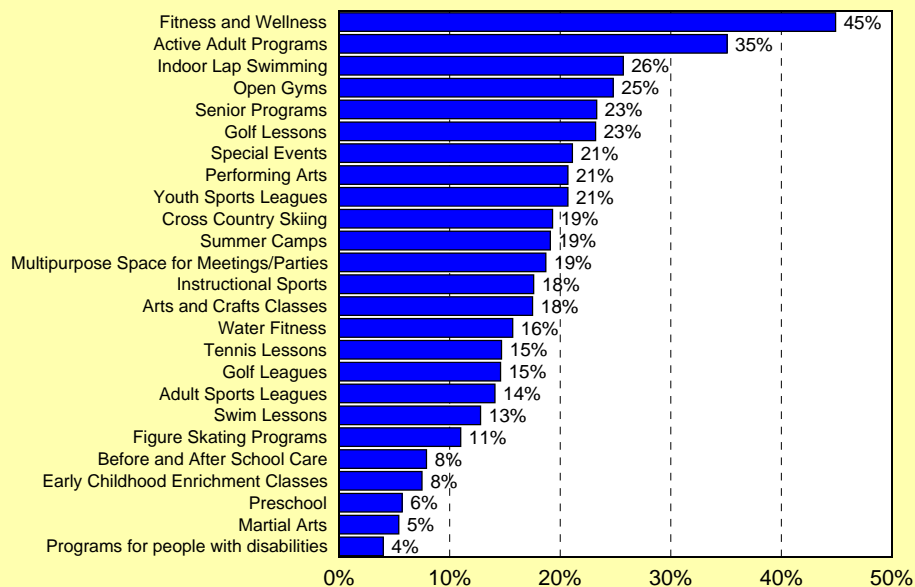
by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2016)

### Q5. Programs That Respondent Households Have a Need For

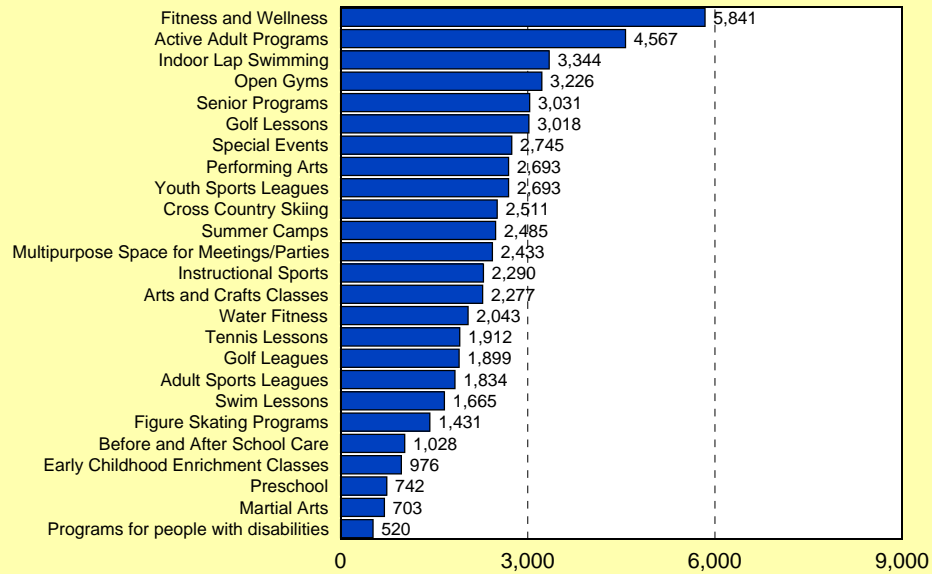
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

### Q5a. Estimated Number of Households in the Northbrook Park District That Have a Need for Various Programs

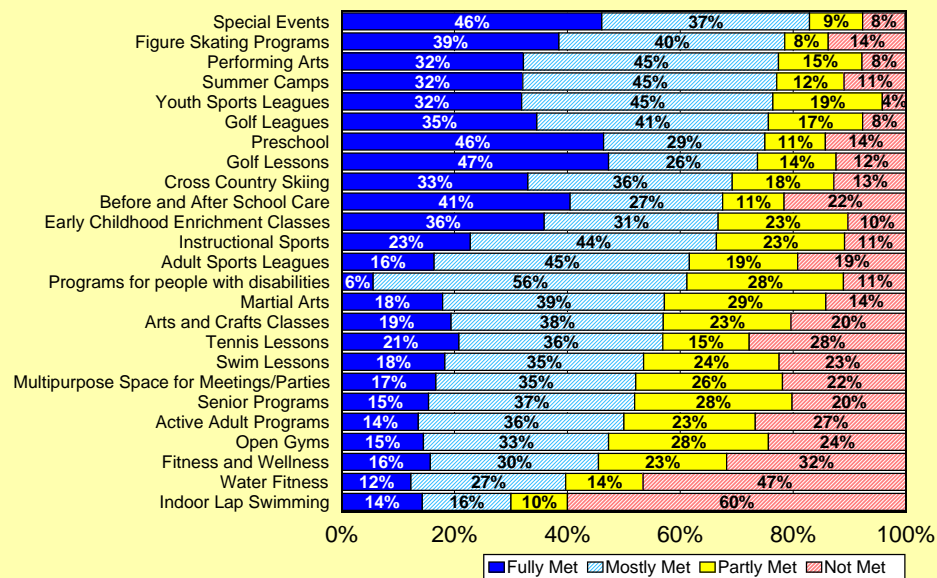
by number of households based on 13,010 households in the Northbrook Park District



Source: ETC Institute (2016)

### Q5. How Well Programs Meet the Needs of Respondent Households

by percentage of respondents with a need for programs

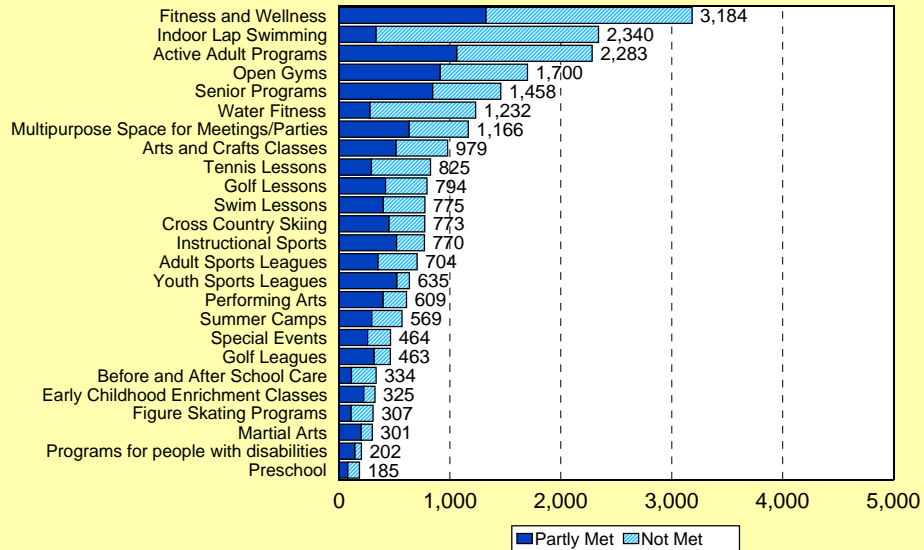


Source: ETC Institute (2016)



### Q5-2. Estimated Number of Households in the Northbrook Park District Whose Needs for Programs Are Being Partly Met or Not Met

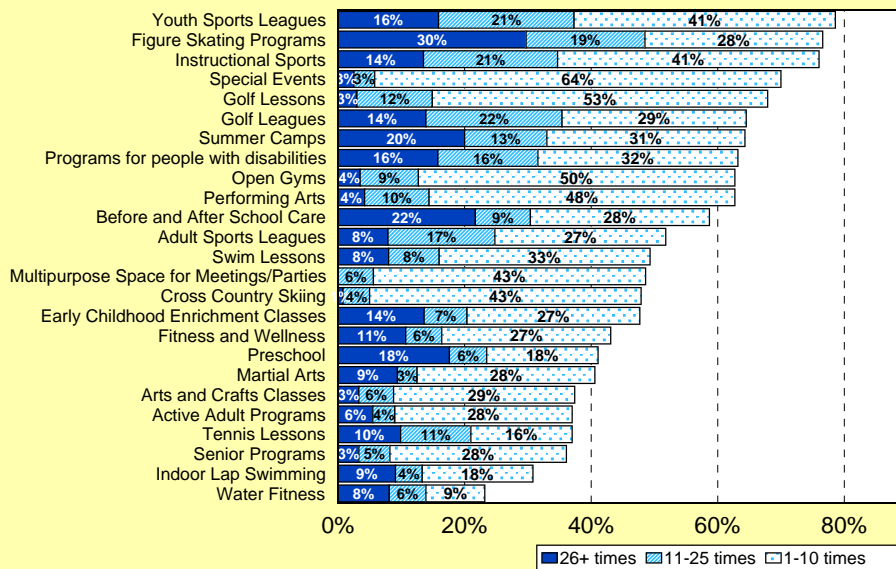
by number of households based on 13,010 households in the Northbrook Park District



Source: ETC Institute (2016)

### Q5c. How Many Times Used Programs During the Past 12 Months?

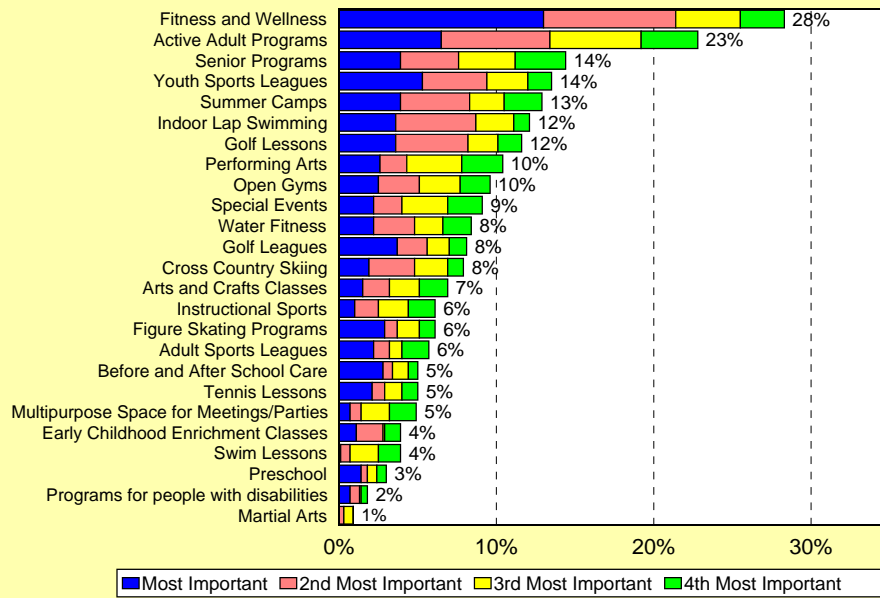
by percentage of respondents with a need for programs



Source: ETC Institute (2016)

## Q6. Programs That Are Most Important to Households

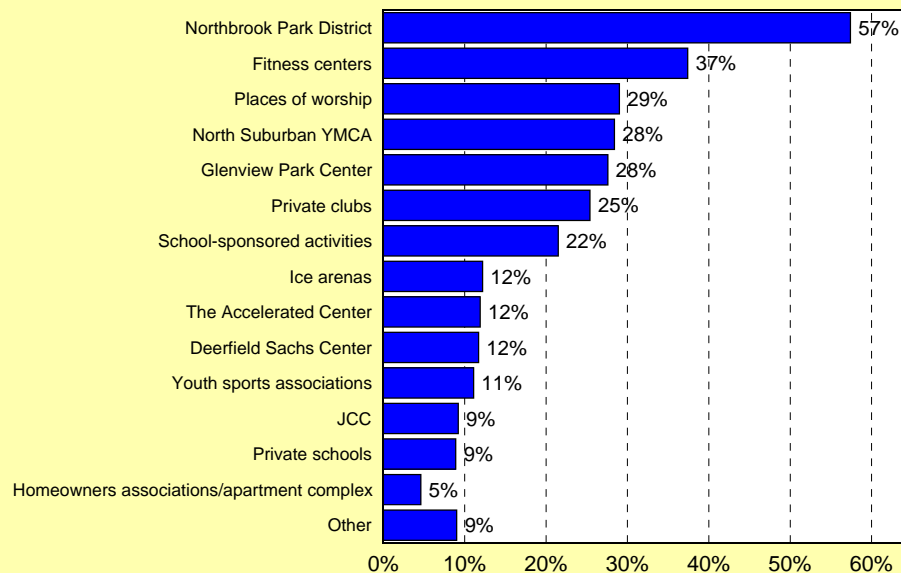
by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2016)

## Q7. Organizations Have Used for Indoor and Outdoor Recreation Activities During the Past 12 Months

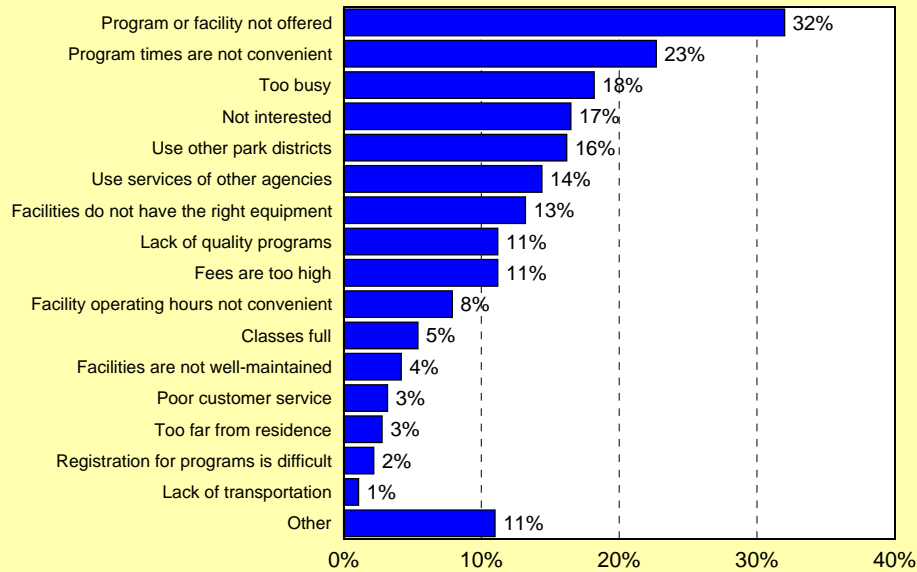
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

### Q8. Reasons Households Do Not Use Northbrook Park District Parks, Facilities, Programs or Activities More Often

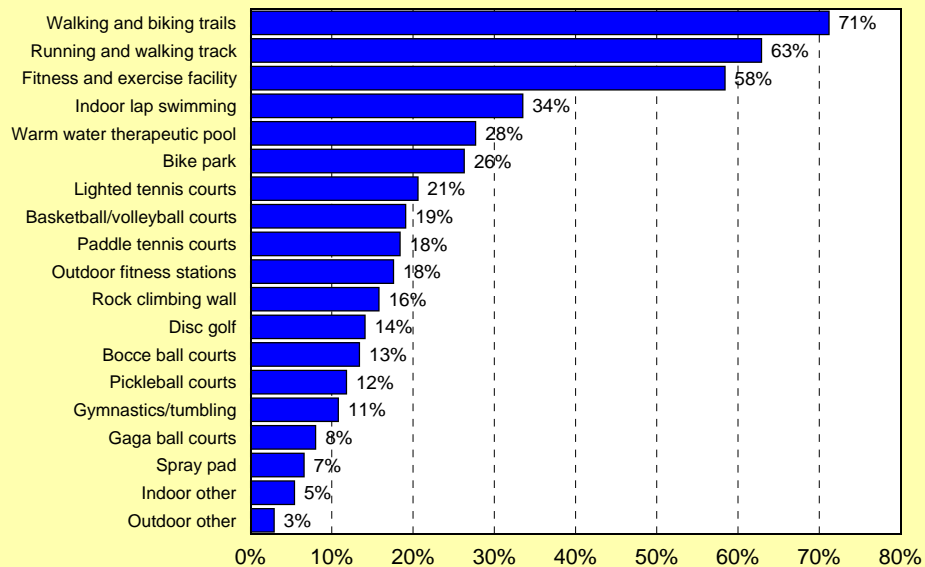
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

### Q9. Potential Indoor and Outdoor Programming Spaces Households Would Use

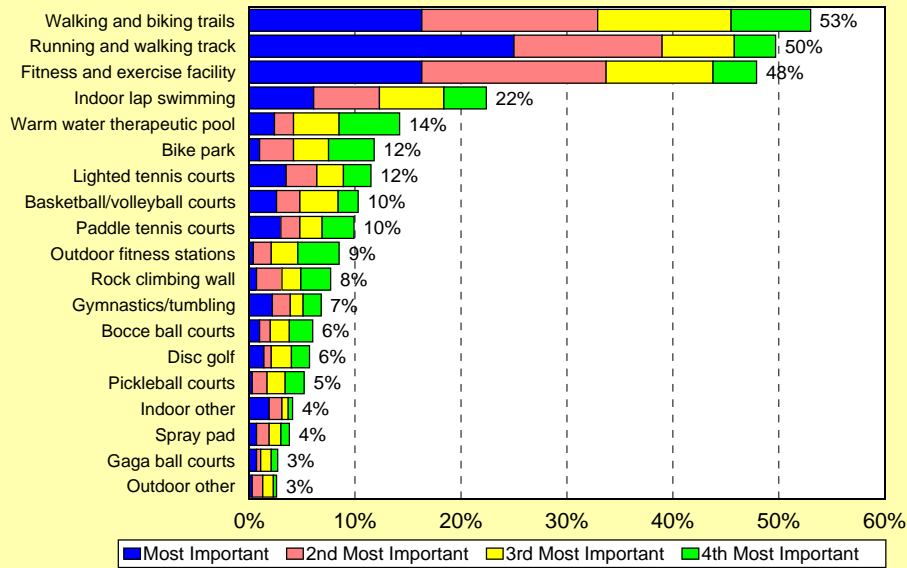
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

### Q10. Indoor/Outdoor Facilities That Households Would Use Most Often

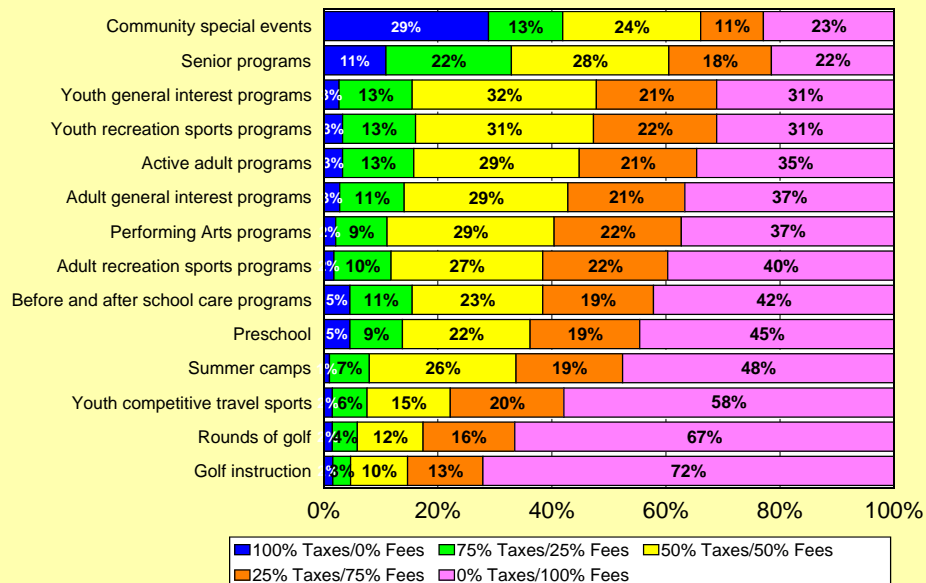
by percentage of respondent households that selected the item as one of their top four choices



Source: ETC Institute (2016)

### Q11. How Respondents Believe the Direct Costs Required to Run Activities/Programs Should Be Paid

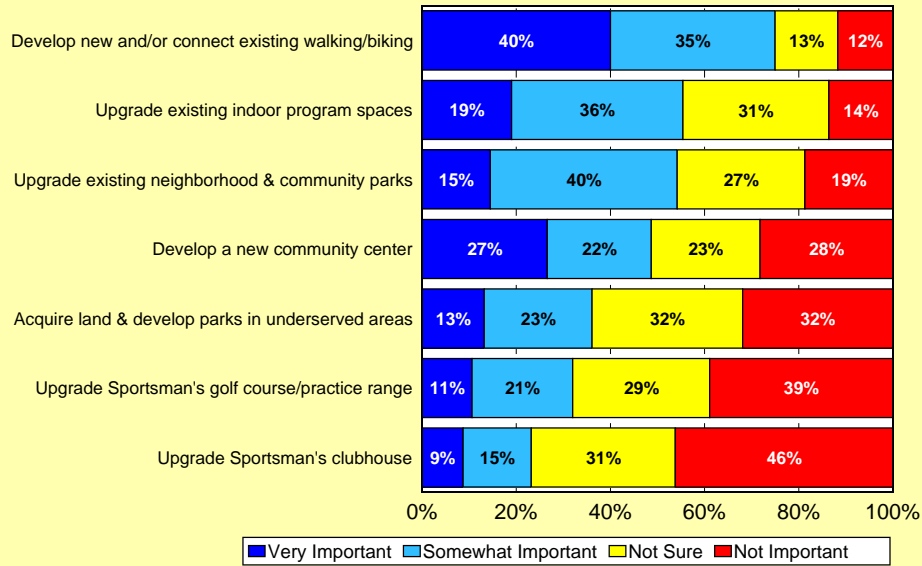
by percentage of respondents



Source: ETC Institute (2016)

### Q12. Importance of Various Actions the Northbrook Park District Could Take

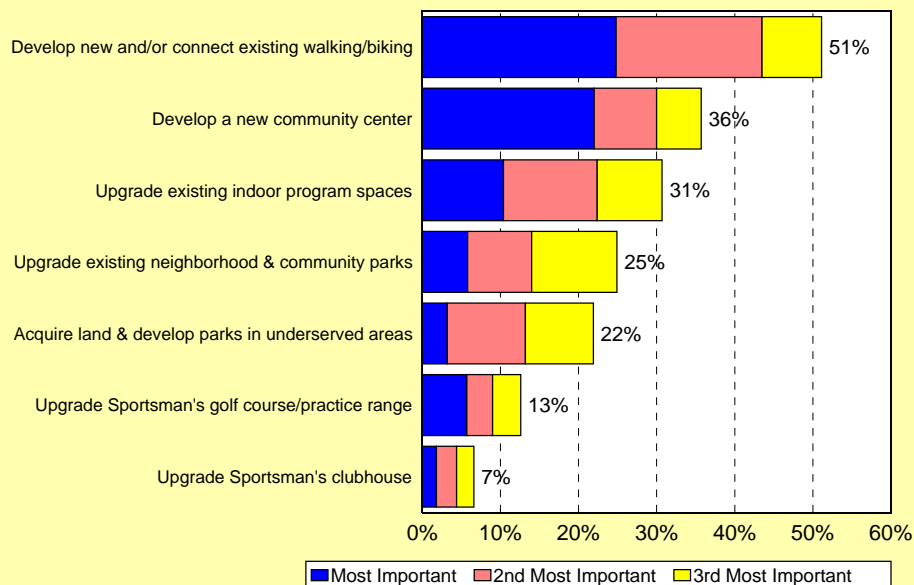
by percentage of respondents



Source: ETC Institute (2016)

### Q13. Actions Most Willing to Fund With Tax Dollars

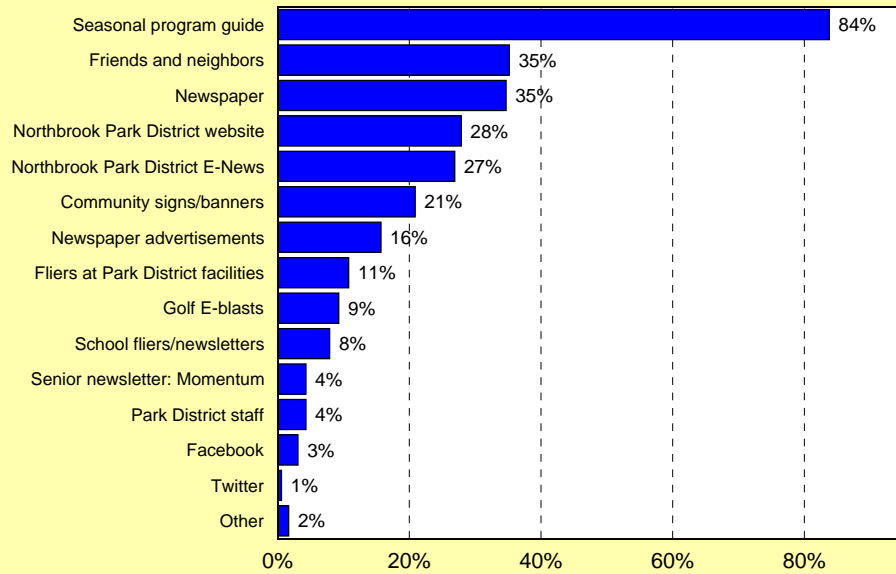
by percentage of respondent households that selected the item as one of their top three choices



Source: ETC Institute (2016)

### Q14. How Respondent Households Learn About Northbrook Park District's Programs, Parks, Activities and News

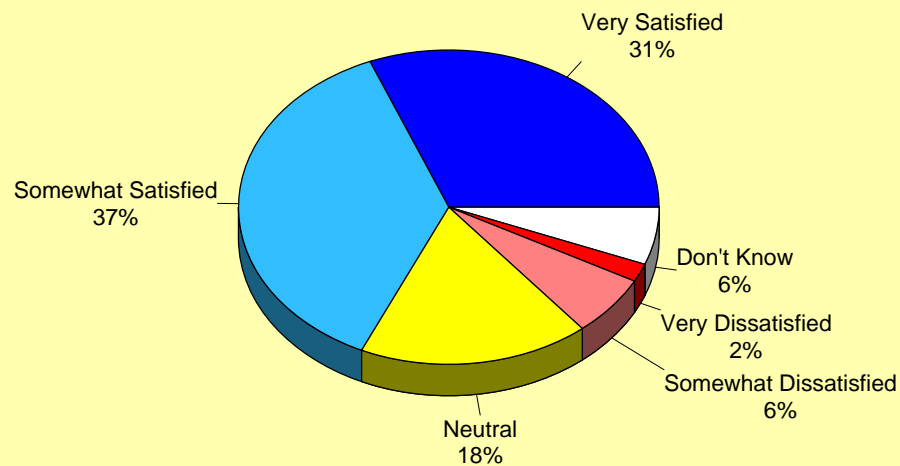
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

### Q15. Level of Satisfaction with the Overall Value Households Receive From the Northbrook Park District

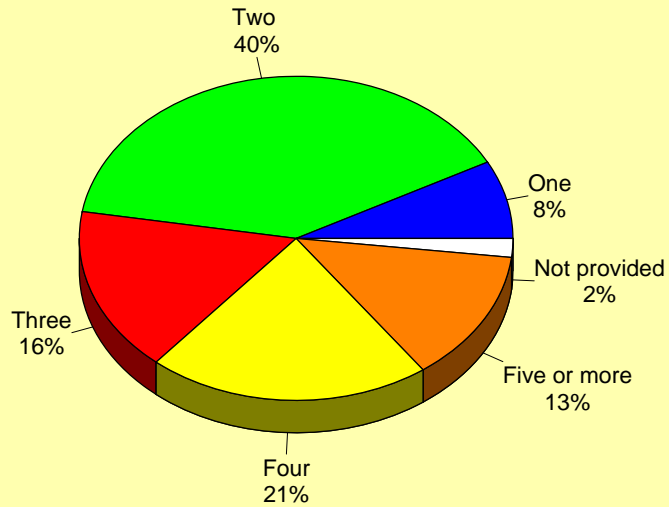
by percentage of respondents



Source: ETC Institute (2016)

### Q16. Demographics: Number of People in Household

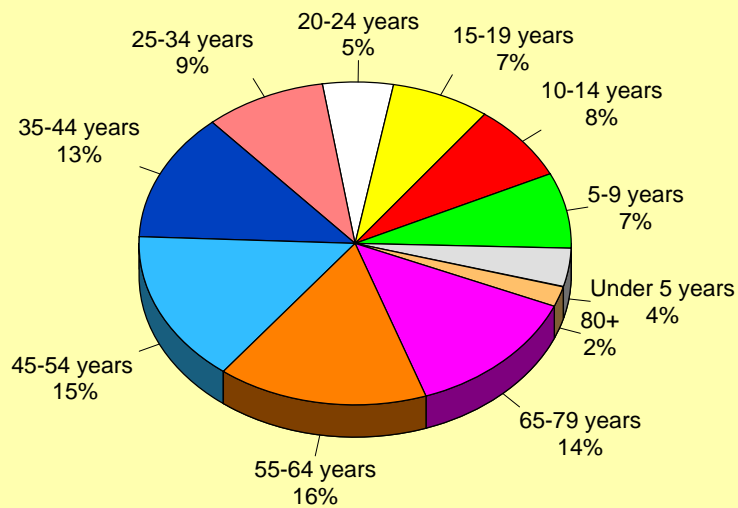
by percentage of respondents



Source: ETC Institute (2016)

### Q17. Demographics: Ages of People in Household

by percentage of household occupants

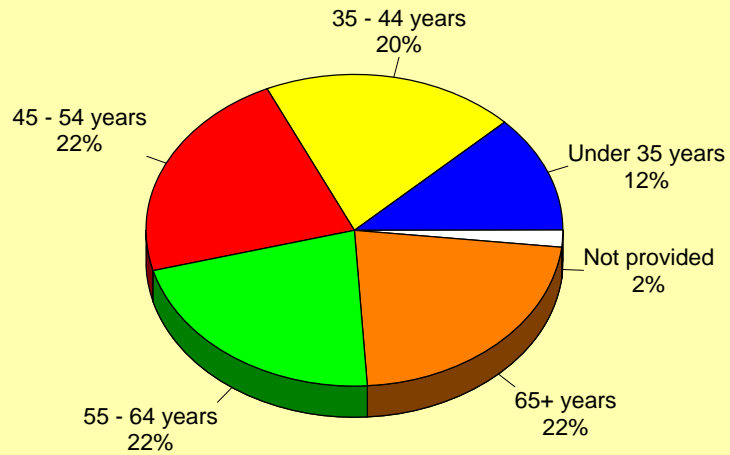


Source: ETC Institute (2016)



### Q18. Demographics: What is your age?

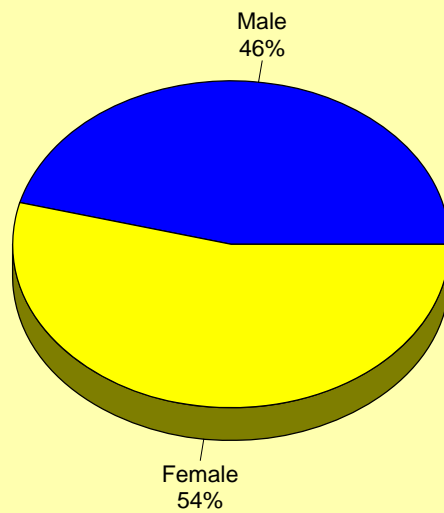
by percentage of respondents



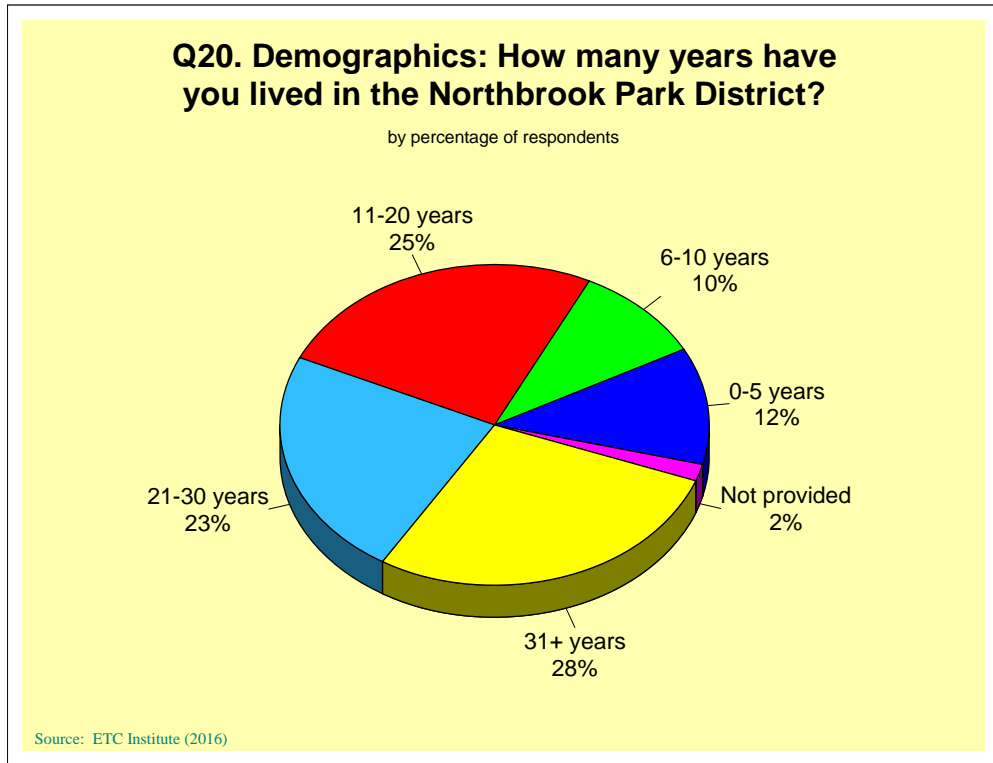
Source: ETC Institute (2016)

### Q19. Demographics: What is your gender?

by percentage of respondents



Source: ETC Institute (2016)



## Section 2: **Benchmarking Analysis**

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## **National Benchmarking**

*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 700 communities in over 45 states across the country.*

The results of these surveys has provided an unparalleled data base of information to compare responses from households in client communities to the “National Average”, and therefore provides 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.

*To keep the benchmarking data base current with changing trends*, ETC Institute’s benchmarking data base is updated on an annual basis. The “National Average” and “Illinois Average” included on the following pages only include the results of surveys ETC Institute has administered in the past five years.

*Results from households in the Northbrook Park District were compared to the results from communities across the country where ETC Institute has administered surveys (National Average) and communities in Illinois where ETC Institute has administered surveys (Illinois Average) to gain further strategic information.* A summary of all comparisons to the “National Average” and the “Illinois Average” are shown on the following pages.

**Note: 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 Northbrook Park District is not authorized without written consent from ETC Institute.**

## Parks and Recreation Benchmarking for Needs Assessment Surveys

	Northbrook Park District	National Average	Illinois Average
<b>Have you or members of your household visited any City/County/Park District <u>parks</u> over the past year?</b>			
Yes	85%	81%	84%
No	15%	18%	16%
<b>How would you rate the quality of all the <u>parks</u> you've visited?</b>			
Excellent	50%	32%	39%
Good	48%	54%	53%
Fair	2%	11%	7%
Poor	0%	1%	1%
<b>Have you or members of your household participated in City/County/Park District recreation <u>programs</u> during the past year?</b>			
Yes	46%	34%	38%
No	54%	65%	58%
<b>How would you rate the quality of all the recreation <u>programs</u> you've participated in?</b>			
Excellent	40%	36%	39%
Good	56%	53%	52%
Fair	3%	9%	8%
Poor	1%	2%	1%
<b>Ways respondents learn about recreation programs and activities</b>			
Departmental Brochure (Seasonal program guide)	84%	53%	74%
Newspaper	35%	36%	35%
Word of Mouth/Friends/Coworkers	35%	43%	38%
Website	28%	32%	32%
E-mail bulletins/notification (Email)	27%	12%	13%
Newspaper Advertisements	16%	25%	18%
Flyers/Materials at City/County/Park District facilities	11%	19%	19%
School flyers (Program fliers at school)	8%	13%	14%
Conversations with City/County/Park District staff	4%	7%	7%
Social media - Facebook/Twitter	3%	12%	5%

## Parks and Recreation Benchmarking for Needs Assessment Surveys

	Northbrook Park District	National Average	Illinois Average
<b>Organizations used for parks and recreation programs and facilities</b>			
City/County Parks & Recreation Department	57%	45%	55%
Churches	29%	27%	24%
Other Cities/Park Districts	28%	24%	19%
YMCA	28%	16%	12%
Private Clubs	25%	20%	19%
School District	22%	30%	30%
Youth Sports Leagues	11%	16%	17%
Private schools	9%	9%	9%
Homeowners Associations/Similar	5%	14%	8%
<b>Reasons preventing the use of parks and recreation facilities and programs more often</b>			
Programs I am interested in are not offered	32%	16%	20%
Program times are not convenient	23%	16%	19%
We are too busy	18%	34%	34%
We are not interested	17%	18%	22%
Use facilities in other Cities/Park Districts	16%	10%	10%
Use services of other agencies	14%	10%	11%
Facilities do not have right equipment	13%	8%	8%
Fees are too expensive	11%	15%	18%
Lack of quality programs	11%	9%	8%
Facility operating hours are not convenient	8%	8%	7%
Waiting list/programs were full	5%	5%	4%
Facilities are not well maintained	4%	7%	5%
Poor customer service by staff	3%	3%	2%
Too far from residence	3%	13%	7%
Registration for programs is difficult	2%	3%	2%
Lack of transportation	1%	3%	2%

## Parks and Recreation Benchmarking for Needs Assessment Surveys

	Northbrook Park District	National Average	Illinois Average
<b>Recreation <u>programs</u> that respondent households have a need for</b>			
Adult fitness and wellness programs	45%	46%	47%
Golf lessons and leagues (Golf lessons)	23%	17%	18%
Seniors/Adult programs for 50 years and older	23%	25%	19%
Special events	21%	39%	32%
Youth sports programs	21%	25%	26%
Youth summer camp programs	19%	20%	18%
Water fitness programs	16%	29%	29%
Tennis lessons and leagues	15%	17%	16%
Adult sports programs	14%	23%	19%
Before and after school programs	8%	15%	12%
Preschool programs	6%	14%	12%
Martial arts programs	5%	14%	13%
Programs for people with disabilities	4%	12%	8%
<b>Most important recreation <u>programs</u> (sum of top choices)</b>			
Adult fitness and wellness programs	28%	30%	33%
Seniors/Adult programs for 50 years and older	14%	15%	11%
Youth sports programs	14%	14%	17%
Youth summer camp programs	13%	9%	9%
Golf lessons and leagues	12%	7%	9%
Special events	9%	22%	18%
Water fitness programs	8%	14%	17%
Adult sports programs	6%	9%	8%
Before and after school programs	5%	7%	7%
Tennis lessons and leagues	5%	6%	8%
Preschool programs	3%	7%	7%
Programs for people with special needs/disabled	2%	5%	3%
Martial arts programs	1%	4%	5%



## Parks and Recreation Benchmarking for Needs Assessment Surveys

	Northbrook Park District	National Average	Illinois Average
<b>Parks and recreation <u>facilities</u> that respondent households have a need for</b>			
Walking & Biking Trails	67%	71%	72%
Outdoor Swimming Pools/Aquatic Center	46%	43%	49%
18 Hole Golf Course	44%	27%	36%
Golf Driving Range	44%	22%	24%
Playground Equipment for Children	39%	42%	43%
Indoor Ice-Skating Rinks	30%	25%	32%
Tennis Courts (outdoor)	29%	25%	26%
Soccer, Lacrosse Fields (Outdoor field space)	26%	21%	19%
Picnic Areas and Shelters	24%	52%	50%
Outdoor Ice-Skating Rinks	20%	24%	27%
Off-leash dog parks	18%	28%	26%
Senior Centers (Senior activity space)	18%	23%	21%
Outdoor basketball/multi-use courts	17%	23%	23%
Indoor basketball/volleyball courts (Gymnasiums)	17%	23%	24%
Skateboarding Park/Area	9%	12%	12%
Indoor Inline Skating/Hockey	6%	10%	10%
Indoor sports complex (Indoor sports fields)	6%	18%	20%

## Parks and Recreation Benchmarking for Needs Assessment Surveys

	Northbrook Park District	National Average	Illinois Average
<b>Most important parks and recreation <u>facilities</u> (sum of top choices)</b>			
Walking and Biking Trails	45%	45%	46%
18 Hole Golf Course	28%	11%	15%
Outdoor Swimmimg Pools/Aquatic Facilities	27%	19%	25%
Playground Equipment for Children	23%	17%	17%
Indoor Swimming Pools/Aquatic Facilities	19%	16%	19%
Golf Driving Range	17%	10%	11%
Indoor Ice-Skating Rinks	14%	7%	9%
Senior Centers (Senior activity space)	11%	9%	6%
Soccer, Lacrosse Fields (Outdoor field space)	11%	8%	8%
Tennis Courts (outdoor)	11%	7%	7%
Off-Leash Dog Park	9%	14%	12%
Picnic Areas and Shelters	4%	15%	14%
Indoor basketball/volleyball courts (Gymnasiums)	4%	6%	6%
Outdoor Basketball Courts	3%	4%	4%
Outdoor Ice-Skating Rinks	3%	5%	6%
Indoor Inline Skating/Hockey	1%	2%	1%
Indoor sports complex (Indoor sports fields)	1%	4%	5%
Skateboarding Area	1%	2%	2%
<b>Satisfaction with the overall value received from the parks and recreation department</b>			
Very Satisfied	31%	29%	31%
Somewhat Satisfied	37%	35%	35%
Neutral	18%	19%	18%
Somewhat Dissatisfied	6%	6%	6%
Very Dissatisfied	2%	3%	3%
Don't Know	6%	8%	7%

## Section 3:

# Priority Investment Rating

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## Priority Investment Rating

### Northbrook Park District, Illinois

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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 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 partly met or not met) for each facility/program relative to the facility/program that rated the highest overall. Since decisions related to future investments should consider both the level of unmet need and the importance of facilities and programs, the PIR weights each of these components equally.

The PIR reflects the sum of the Unmet Needs Rating and the Importance Rating as shown in the equation below:

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

For example, suppose the Unmet Needs Rating for playgrounds is 26.5 (out of 100) and the Importance Rating for playgrounds is 52 (out of 100), the Priority Investment Rating for playgrounds would be 78.5 (out of 200).

#### How to Analyze the Charts:

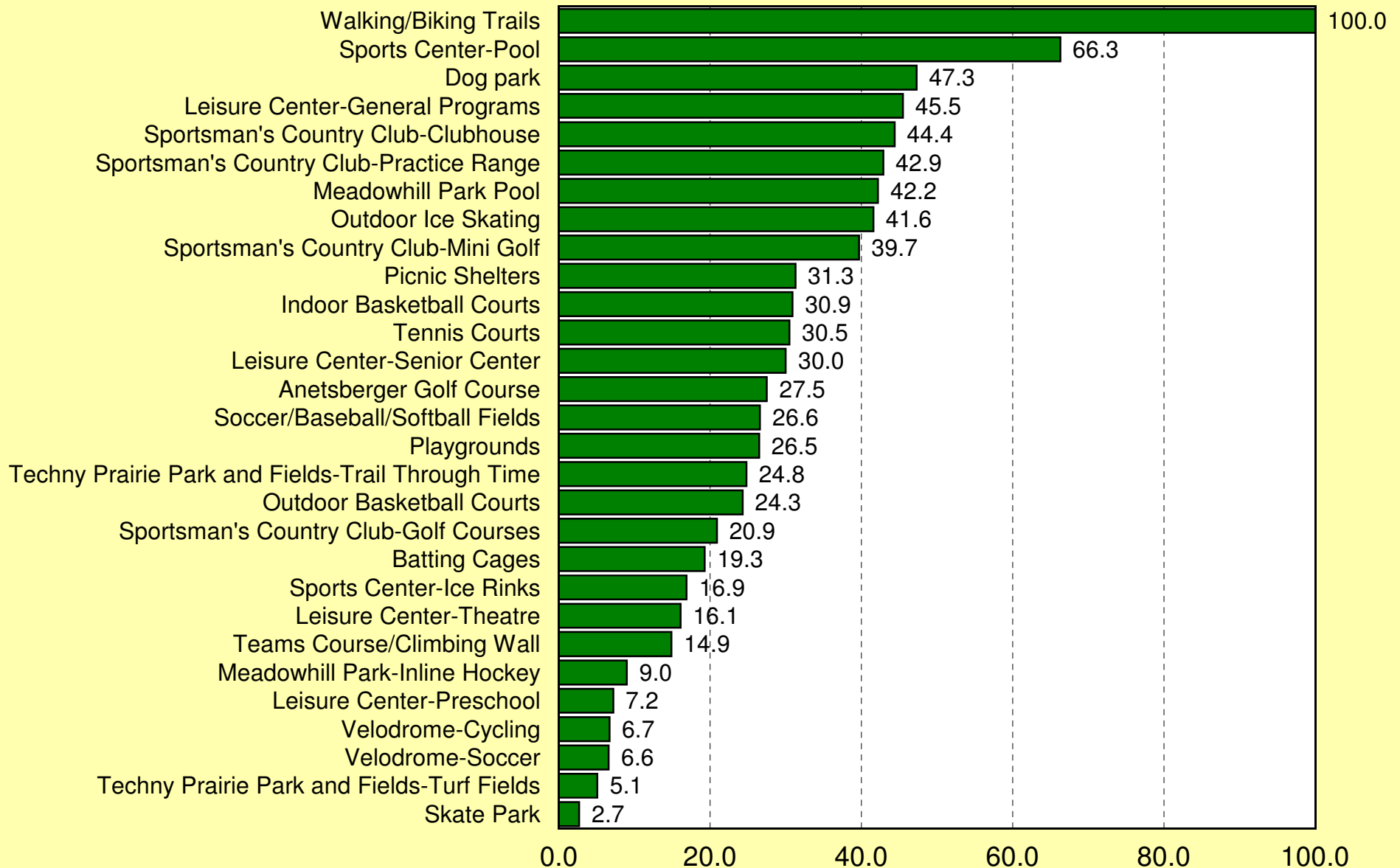
- **High Priority Areas** are those with a PIR of at least 100. A rating of 100 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact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

# Unmet Needs Rating for Facilities and 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



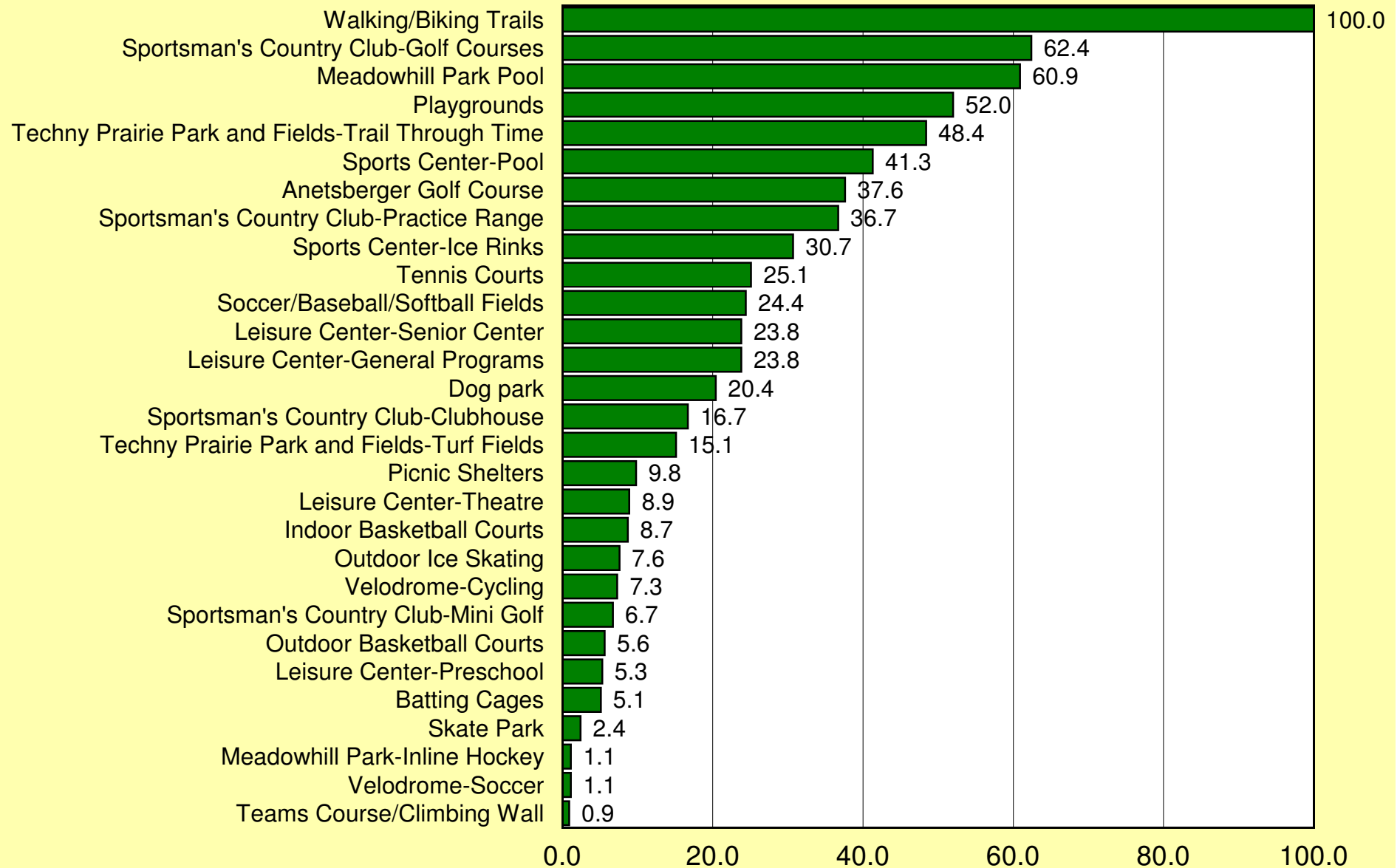
Source: ETC Institute (2016)

ETC Institute (2016)

# Importance Rating for Facilities and Amenities

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

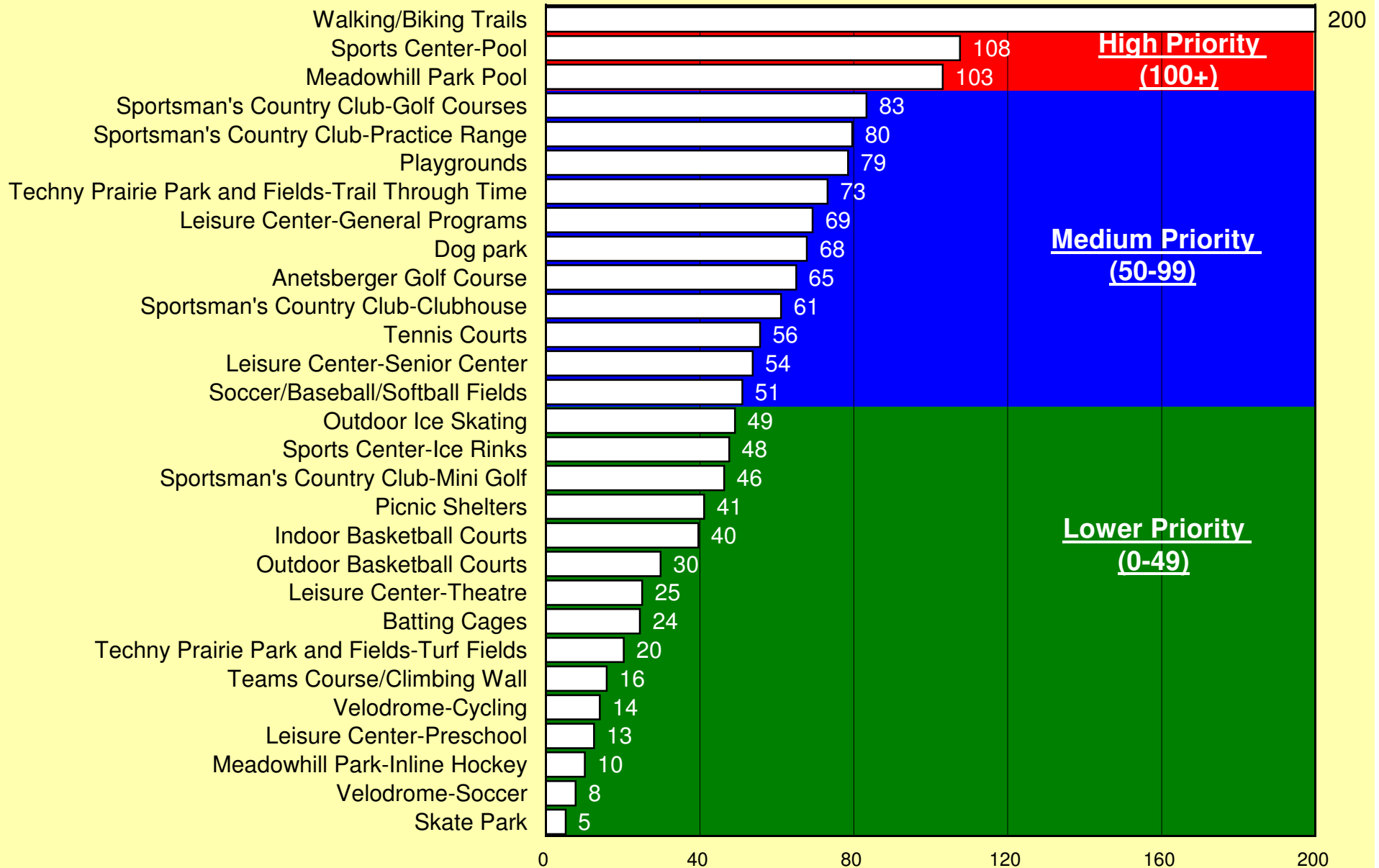
the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Source: ETC Institute (2016)

ETC Institute (2016)

# Top Priorities for Investment for Facilities and Amenities Based on the Priority Investment Rating

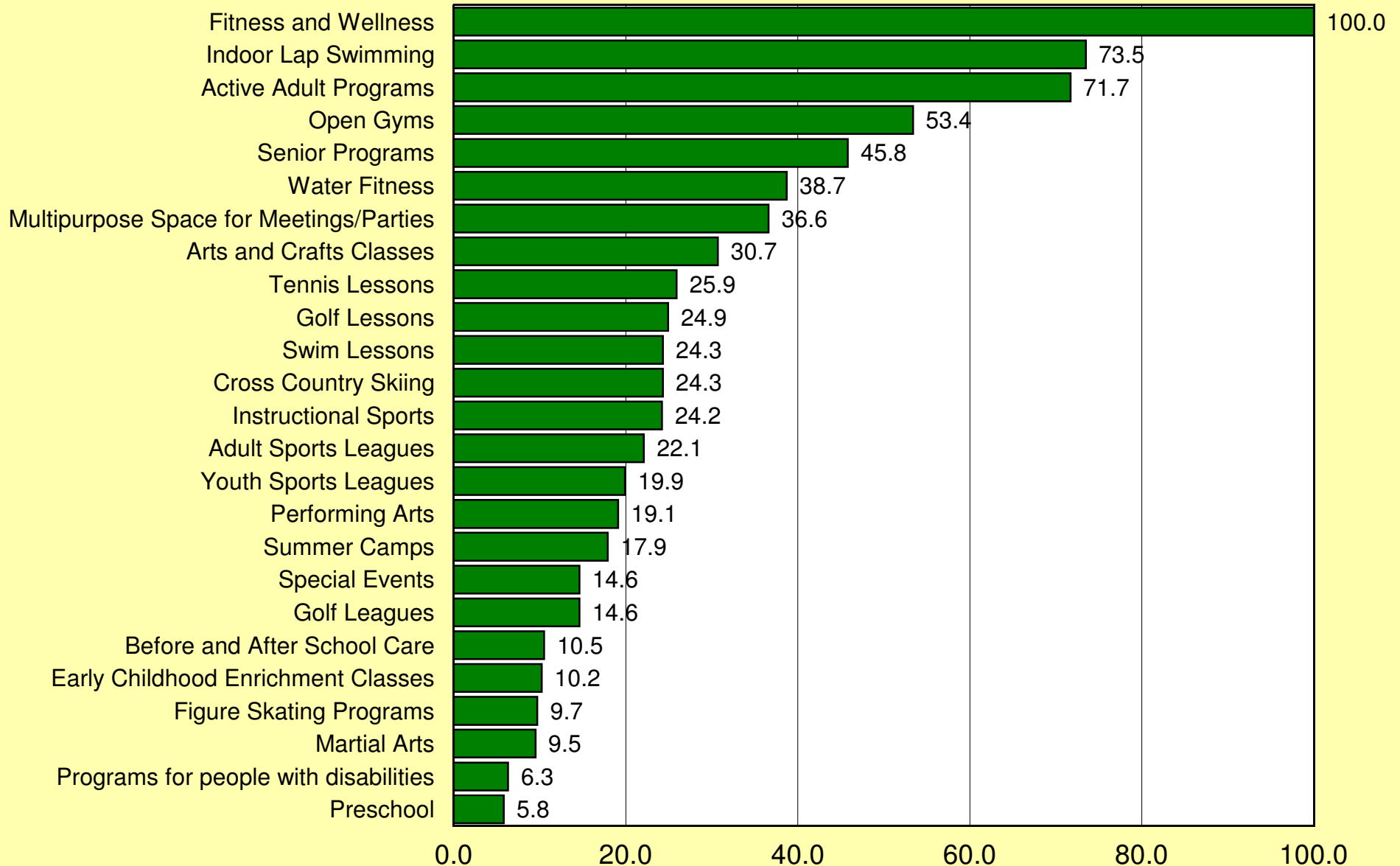




# Unmet Needs Rating for Programs

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



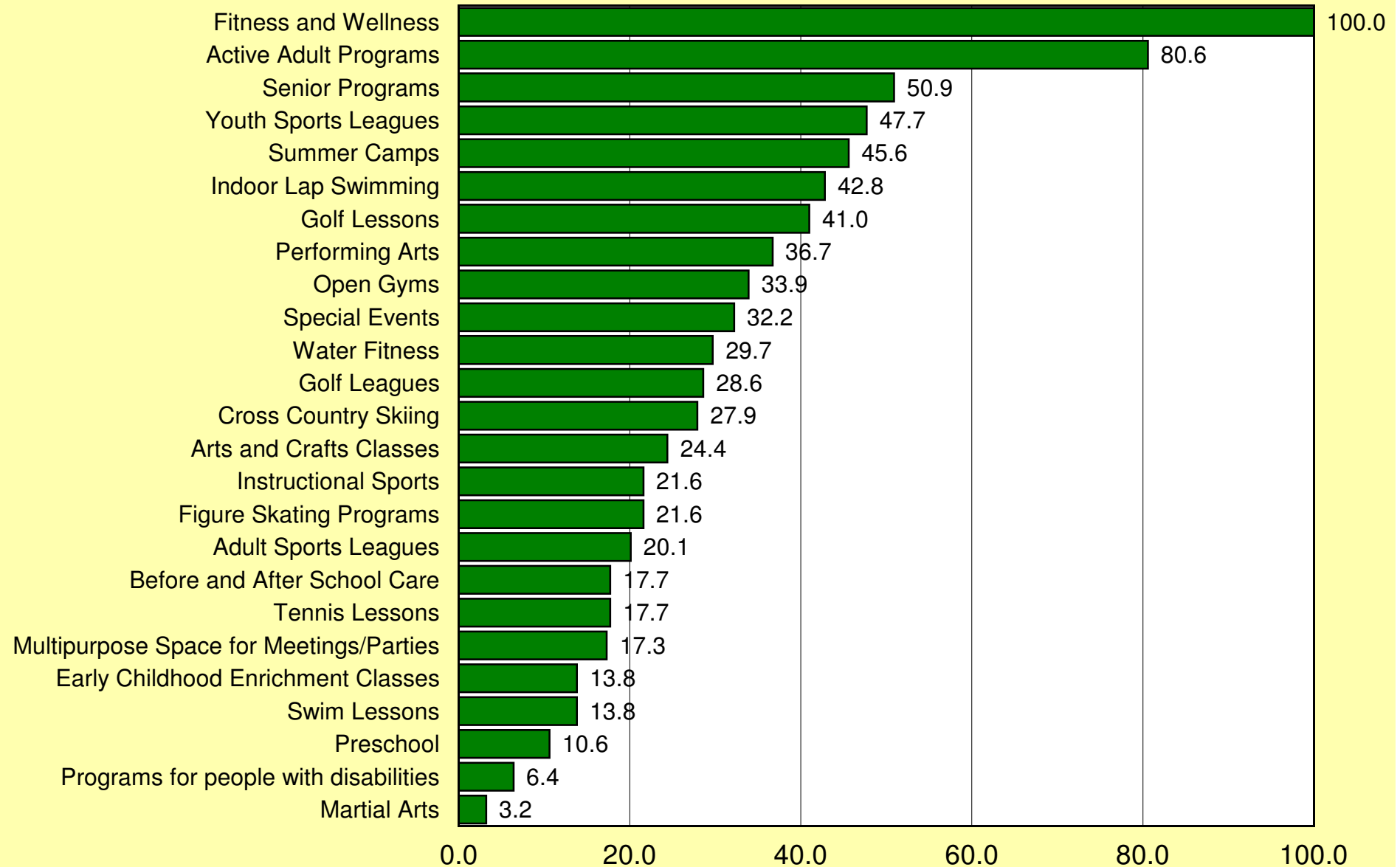
Source: ETC Institute (2016)

ETC Institute (2016)

# Importance Rating for 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 (2016)

ETC Institute (2016)

# Top Priorities for Investment for Programs Based on the Priority Investment Rating

