

Appendix D – Community Attitude and Interest Survey

***A Few Minutes of Your Time Will Help Make Franklin Township a
Better Place to Live, Work and Play!***

Dear Franklin Township Resident:

Your response to the enclosed survey is extremely important...

The Franklin Township Council is conducting a Community Attitude and Interest Survey to establish priorities for the future development of parks and recreation facilities, programs and services, and preservation of farmland and historic resources within the community. Your household was one of a limited number selected at random to receive this survey, therefore, it is very important that you participate.

We appreciate your time...

We realize that this survey will take approximately 10 minutes to complete, but each question is important. The time you invest in completing this survey will aid the Township in taking a resident-driven approach to making decisions that will enrich the future of our community and positively affect the lives of its residents.

Please complete and return your survey within the next two weeks...

We have selected Leisure Vision/ETC Institute, an independent consulting company, as our partner to administer this survey. They will compile the data received and present the results to the Franklin Township Council, Land Use Committee, and Staff. **Your responses will remain confidential.** Please return your completed survey in the enclosed postage-paid envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061.

If you have any questions, please feel free to contact Mark Healey, AICP/PP, Director of Planning at 732-873-2500 extension 271.

The Community Attitude and Interest Survey is a tool that will benefit all Franklin Township residents. Please take this opportunity to let your voice be heard!

Sincerely,
Franklin Township

Appendix D – Community Attitude and Interest Survey

The Franklin Township Council and the Department of Recreation would like your input to help determine parks, recreation, open space, and preservation priorities for Franklin Township. This survey will take approximately 10 minutes to complete. When you are finished, please return your survey in the enclosed postage-paid, return-reply envelope. We greatly appreciate your time.

1. Have you or any member of your household visited any of the publicly operated parks, open spaces, or recreation facilities in Franklin Township during the past 12 months (see list in #2 below)?

___ (1) Yes (Please answer Questions 1a and 1b.)

___ (2) No (Please skip to Question 2.)

- 1a. Approximately how often did you or members of your household visit a publicly operated park, open space, or recreation facility in Franklin Township during the past year?

___ (1) 1 to 5 visits

___ (3) 11-19 visits

___ (5) Don't know

___ (2) 6 to 10 visits

___ (4) 20 or more visits

- 1b. Overall, how would you rate the physical condition of ALL the Franklin Township parks and recreation facilities you have visited?

___ (1) Excellent

___ (3) Fair

___ (2) Good

___ (4) Poor

2. From the following list, please check ALL of the parks, open spaces, and recreation facilities that you or members of your household have visited in the past 12 months.

Township Owned Parks & Open Space.

___ (01) Bascom Park

___ (02) Castleton Park

___ (03) Consovoy Park

___ (04) Delar Park (Franklin Park)

___ (05) Dunham-Lebed Park

___ (06) East Millstone Park

___ (07) Guglielmo Marconi Park

___ (08) Hutchinson Memorial Forest

___ (09) Inman (Quarry) Park

___ (10) Kingston School Park

___ (11) Middlebush Park

___ (12) Naaman Williams Park

___ (13) Nassau Park

___ (14) Rutgers Heights Park

___ (15) Tulip Wood

___ (16) Van Wickle House

___ (17) Bunkerhill Environmental Center

___ (18) Flemer Preserve (Kingston)

___ (19) Franklin Little League Fields

___ (20) Franklin Township/South Bound Brook Little League Fields

___ (21) Ten Mile Run Greenway

___ (22) Community/Senior Center

___ (23) Griggstown Native Grassland Preserve

___ (24) Bunker Hill Natural Area

___ (25) Franklin Preserve Open Space

___ (26) Negri-Nepote Native Grassland Preserve

___ (27) Weston Road Park

___ (28) Butler Rd. Natural Area

___ (29) Franklin Township School District Sites

Somerset County Parks

___ (30) Colonial Park

___ (31) Spooky Brook Golf Course

___ (32) Quail Brook Golf Course

___ (33) Spieden Preserve

State Parks

___ (34) Delaware & Raritan Canal State Park

___ (35) Six Mile Run State Reservoir

___ (36) Parks by Others

3. Which three of the facilities from the list in Question #2 did you visit the most in the last 12 months? [Please write in the numbers below for your 1st, 2nd, and 3rd most visited facilities using the numbers in Question #2 above or circle NONE.]

1st most visited: ___ 2nd: ___ 3rd: ___ NONE

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4. Listed below are potential improvements that could be made to existing Franklin Township parks. Please check ALL the improvements you would most like to have made to Franklin Township parks.

- | | | |
|---|--|---|
| <input type="checkbox"/> (01) Park entrance signs | <input type="checkbox"/> (09) Tennis courts | <input type="checkbox"/> (17) Park security lighting |
| <input type="checkbox"/> (02) Paved parking | <input type="checkbox"/> (10) Playground equipment | <input type="checkbox"/> (18) Landscaping |
| <input type="checkbox"/> (03) Sidewalks | <input type="checkbox"/> (11) Bike racks | <input type="checkbox"/> (19) Bike trails & bike lanes |
| <input type="checkbox"/> (04) Trails | <input type="checkbox"/> (12) Picnic shelters | <input type="checkbox"/> (20) Increased programs |
| <input type="checkbox"/> (05) Drinking fountains | <input type="checkbox"/> (13) Picnic tables/benches | <input type="checkbox"/> (21) Additional staff presence |
| <input type="checkbox"/> (06) Restrooms | <input type="checkbox"/> (14) Sports fields | <input type="checkbox"/> (22) Security cameras |
| <input type="checkbox"/> (07) Trail lighting | <input type="checkbox"/> (15) Sports field lighting | <input type="checkbox"/> (23) Other _____ |
| <input type="checkbox"/> (08) Natural areas | <input type="checkbox"/> (16) Handicap accessibility | |

5. Have you or other members of your household participated in any recreation programs / events / festivals / classes or leagues offered by Franklin Township over the past 12 months?

- (1) Yes (Please answer Questions 5a.)
 (2) No (Please skip to Question 6.)

5a. How would you rate the quality of the recreation programs you and members of your household participated in?

- | | |
|--|-----------------------------------|
| <input type="checkbox"/> (1) Excellent | <input type="checkbox"/> (3) Fair |
| <input type="checkbox"/> (2) Good | <input type="checkbox"/> (4) Poor |

6. For each of the following functions that could be performed by Franklin Township, please indicate if you feel the function is very important, somewhat important, not important, or not sure by circling the corresponding number.

	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Important</u>	<u>Not Sure</u>
(A) Providing places for outdoor sports programs	1	2	3	4
(B) Providing places for indoor recreation and fitness activities	1	2	3	4
(C) Providing programs for residents of all ages and families	1	2	3	4
(D) Operating and maintaining parks and facilities	1	2	3	4
(E) Allocating park facilities equally in the Township	1	2	3	4
(F) Providing trail systems (e.g. walk/bike trails, creek corridors, etc.) ..	1	2	3	4
(G) Providing places for cultural programs, e.g. theater, arts, dance	1	2	3	4
(H) Providing programs for seniors	1	2	3	4
(I) Providing programs for teens	1	2	3	4
(J) Preserving the environment and providing open space/green space ..	1	2	3	4
(K) Preserving historic properties, structures, sites, and resources	1	2	3	4
(L) Preserving farm land.....	1	2	3	4

7. Which THREE of the functions listed in Question #6 do you think should be most important for Franklin Township to provide? [Please write in the letters below for your 1st, 2nd, and 3rd choices using the letters from the list in Question #6 above.]

1st

2nd

3rd

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8. Please indicate if you or any member of your household has a need for each of the parks and recreational facilities listed below by circling the YES or NO next to the park/facility.

If YES, please rate ALL of the following Parks and Recreation facilities of this type in Franklin Township on a scale of 5 to 1, where 5 means “100% Meets Needs” and 1 means “Does Not Meet Needs” of your household.

Type of Facility	Do You Have a Need for this Facility?		If YES You Have a Need, How Well Are Your Needs Being Met by Facilities?				
	Yes	No	100% Met	75% Met	50% Met	25% Met	0% Met
A. Small neighborhood parks	Yes	No	5	4	3	2	1
B. Large community and/or County parks	Yes	No	5	4	3	2	1
C. Baseball and softball fields	Yes	No	5	4	3	2	1
D. Lacrosse fields	Yes	No	5	4	3	2	1
E. Youth football fields	Yes	No	5	4	3	2	1
F. Outdoor soccer fields	Yes	No	5	4	3	2	1
G. Off-leash dog parks	Yes	No	5	4	3	2	1
H. Walking and hiking trails	Yes	No	5	4	3	2	1
I. Paved bike trails	Yes	No	5	4	3	2	1
J. Mountain bike trails	Yes	No	5	4	3	2	1
K. Natural areas/nature parks	Yes	No	5	4	3	2	1
L. Playgrounds	Yes	No	5	4	3	2	1
M. Picnic shelters / picnic areas	Yes	No	5	4	3	2	1
N. Skateboarding area	Yes	No	5	4	3	2	1
O. Boating and / or fishing access areas	Yes	No	5	4	3	2	1
P. Cricket Pitch	Yes	No	5	4	3	2	1
Q. Outdoor swimming pools/aquatic centers	Yes	No	5	4	3	2	1
R. Outdoor stage or amphitheater	Yes	No	5	4	3	2	1
S. Tennis courts	Yes	No	5	4	3	2	1
T. Recreation / Community Center	Yes	No	5	4	3	2	1
U. Indoor swimming pools / water parks	Yes	No	5	4	3	2	1
V. Outdoor basketball courts	Yes	No	5	4	3	2	1
W. Golf courses	Yes	No	5	4	3	2	1
X. Equestrian trails and facilities	Yes	No	5	4	3	2	1
Y. Spraygrounds / water playgrounds	Yes	No	5	4	3	2	1
1. Rental facility for banquets, receptions.	Yes	No	5	4	3	2	1
2. Handicapped accessible parks/facilities	Yes	No	5	4	3	2	1
3. BMX Track	Yes	No	5	4	3	2	1

9. Which FOUR of the facilities from the list in Question #8 are most important to your household? [Using the letters and numbers in the left hand column of Question #8 above, please write in the letters and numbers below for your 1st, 2nd, 3rd, and 4th choices, or circle 'NONE'.]

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

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10. Please indicate if you or any member of your household has a need for each of the recreation programs listed below by circling the YES or NO next to the recreation program.

If YES, please rate the following recreation programs on a scale of 5 to 1, where 5 means “100% Meets Needs” and 1 means “Does Not Meet Needs” of your household.

Type of Program	Do You Have a Need for this Program?		If YES You Have a Need, How Well Are Your Needs Being Met by Programs				
	Yes	No	100% Met	75% Met	50% Met	25% Met	0% Met
			5	4	3	2	1
A. Youth Learn to Swim programs	Yes	No	5	4	3	2	1
B. Pre-school programs	Yes	No	5	4	3	2	1
C. Babysitting/ child care	Yes	No	5	4	3	2	1
D. Before and after school programs	Yes	No	5	4	3	2	1
E. Youth summer camp programs	Yes	No	5	4	3	2	1
F. Youth sports programs	Yes	No	5	4	3	2	1
G. Youth fitness and wellness programs	Yes	No	5	4	3	2	1
H. Martial arts programs	Yes	No	5	4	3	2	1
I. Adult fitness and wellness programs	Yes	No	5	4	3	2	1
J. Water fitness programs	Yes	No	5	4	3	2	1
K. Youth art, dance, performing arts	Yes	No	5	4	3	2	1
L. Adult art, dance, performing arts	Yes	No	5	4	3	2	1
M. Adult sports programs	Yes	No	5	4	3	2	1
N. Senior programs	Yes	No	5	4	3	2	1
O. Programs for mental/physically challenged	Yes	No	5	4	3	2	1
P. Birthday parties	Yes	No	5	4	3	2	1
Q. Pet exercise	Yes	No	5	4	3	2	1
R. Teen programs	Yes	No	5	4	3	2	1
S. Special events	Yes	No	5	4	3	2	1
T. Nature programs	Yes	No	5	4	3	2	1
U. Adult day trips	Yes	No	5	4	3	2	1
V. Other: _____	Yes	No	5	4	3	2	1

11. Which **FOUR** of the programs from the list in Question #10 are *most important* to your household? [Using the letters in Question #10 above, please write in the letters below for your 1st, 2nd, 3rd, and 4th choices, or circle ‘NONE’.]

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

12. Which **FOUR** of the programs from the list in Question #10 do you currently participate in **MOST OFTEN**? [Using the letters in Question #10 above, please write in the letters below for your 1st, 2nd, 3rd, and 4th choices, or circle ‘NONE’.]

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

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13. Please check ALL the ways you learn about Franklin Township programs or activities.

- | | |
|--|---|
| <input type="checkbox"/> (01) Private schools
<input type="checkbox"/> (02) Churches
<input type="checkbox"/> (03) Private youth sports leagues
<input type="checkbox"/> (04) Franklin Township School District
<input type="checkbox"/> (05) Franklin Township Parks & Recreation
<input type="checkbox"/> (06) Somerset County Parks
<input type="checkbox"/> (07) College or University
<input type="checkbox"/> (08) Public & private golf courses
<input type="checkbox"/> (09) Senior Citizen Center | <input type="checkbox"/> (10) Private clubs and sites (tennis, health & fitness, soccer, swim clubs, ice rink, etc.)
<input type="checkbox"/> (11) State Parks
<input type="checkbox"/> (12) Other School Districts (Outside of Franklin Township)
<input type="checkbox"/> (13) Homeowner Association Facilities
<input type="checkbox"/> (14) Neighboring towns/counties
<input type="checkbox"/> (15) Other: _____
<input type="checkbox"/> (16) Local access television channel |
|--|---|

14. From the list in Question #13, which THREE organizations do you and your household USE THE MOST for recreation and parks programs and facilities? [Write in the numbers from the list in Question #13 for the THREE agencies you use most.]

_____ Organization Used Most
 _____ Organization Used 2nd Most
 _____ Organization Used 3rd Most

15. Please check ALL the ways you learn about Franklin Township programs or activities.

- | | |
|---|--|
| <input type="checkbox"/> (01) Newspaper
<input type="checkbox"/> (02) Franklin Times Newsletter
<input type="checkbox"/> (03) Word of mouth
<input type="checkbox"/> (04) Website / Email
<input type="checkbox"/> (05) Chamber of Commerce/Tourism
<input type="checkbox"/> (06) Youth sports organizations | <input type="checkbox"/> (07) Visited or called a Township office
<input type="checkbox"/> (08) Through the schools
<input type="checkbox"/> (09) Brochures / Fliers
<input type="checkbox"/> (10) Radio
<input type="checkbox"/> (11) Local access television channel
<input type="checkbox"/> (12) Other: _____ |
|---|--|

16. If you controlled \$100 in funding, how would you allocate the \$100 among the following types of expenditures for parks, recreation, open space, and preservation in Franklin Township? [Use multiples of \$5 or \$10. Please be sure your total adds up to \$100.]

- \$ _____ Acquisition of land for open space/green space for preservation and environmental purposes
- \$ _____ Development of walking and biking trails
- \$ _____ Improvements and maintenance of existing parks, fields, playgrounds, and picnic areas
- \$ _____ Development of new active and passive recreation and park facilities (new parks, game courts, athletic fields, picnic areas, playgrounds, nature education areas, etc.)
- \$ _____ Preservation of historic sites
- \$ _____ Preservation of farm land
- \$ _____ Other: _____
- \$ 100 TOTAL**

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Parks and Recreation Benchmarking			
		National Average	Franklin Township
Have you or members of your household visited any City/County/ Park District <u>parks</u> over the past year?			
	Yes	72%	79%
	No	28%	21%
How would you rate the quality of all the <u>parks</u> you've visited?			
	Excellent	31%	27%
	Good	54%	60%
	Fair	12%	12%
	Poor	2%	1%
	Don't know	1%	0%
Have you or members of your household participated in City/County/Park District recreation <u>programs</u> during the past year?			
	Yes	30%	31%
	No	70%	69%
How would you rate the quality of all the <u>recreation programs</u> you've participated in?			
	Excellent	34%	32%
	Good	54%	54%
	Fair	10%	12%
	Poor	2%	2%
	Don't Know	1%	0%
Ways respondents learn about recreation programs and activities			
	Franklin Times Newsletter	53%	58%
	Word of mouth	41%	41%
	Newspaper	40%	35%
	Brochures / Fliers	32%	34%
	Website / Email	16%	30%
	Through the schools	17%	19%
	Local access television channel	9%	10%
	Youth sports organizations	NA	9%
	Visited or called a Township office	16%	8%
	Radio	10%	5%
	Chamber of Commerce/Tourism	NA	1%

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Parks and Recreation Benchmarking			
		National Average	Franklin Township
Organizations used for parks and recreation programs and facilities			
	Franklin Township Parks & Recreation	48%	46%
	Somerset County Parks	NA	45%
	State Parks	35%	33%
	Private clubs and sites	22%	26%
	Franklin Township School District	27%	22%
	Churches	30%	21%
	Homeowner Association Facilities	13%	18%
	Neighboring towns/counties	23%	16%
	Public & private golf courses	NA	16%
	College or University	16%	13%
	Senior Citizen Center	8%	10%
	Private youth sports leagues	13%	10%
	Private schools	9%	10%
	Other School Districts	NA	5%
Reasons preventing the use of parks and recreation facilities and programs more often			
	We are too busy	34%	36%
	I do not know what is being offered	22%	27%
	I do not know locations of facilities	12%	21%
	Program or facility not offered	13%	15%
	Too far from our residence	13%	13%
	Lack of quality programs	7%	12%
	Facilities are not well maintained	6%	10%
	We are not interested	14%	9%
	Use facilities in other park & recreation systems	9%	9%
	Facilities do not have the right equipment	7%	8%
	Security is insufficient	7%	8%
	Facilities' operating hours not convenient	6%	5%
	Costs too much to participate	12%	4%
	Lack of transportation or accessibility	3%	4%
	Availability of parking	4%	3%
	Design not conducive to disabled use	3%	3%
	Use other agencies in Franklin Township	7%	2%
	Poor customer service by staff	3%	2%

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Parks and Recreation Benchmarking			
		National Average	Franklin Township
Recreation <u>programs</u> that respondent households have a need for			
	Adult fitness and wellness programs	47%	53%
	Youth sports programs	27%	35%
	Nature programs	31%	35%
	Adult sports programs	22%	31%
	Youth Learn to Swim programs	23%	30%
	Water fitness programs	29%	30%
	Adult art, dance, performing arts	20%	30%
	Youth summer camp programs	19%	30%
	Youth fitness and wellness programs	19%	29%
	Adult day trips	NA	28%
	Special events	39%	28%
	Senior programs	23%	27%
	Martial arts programs	15%	26%
	Before and after school programs	15%	23%
	Teen programs	16%	23%
	Youth art, dance, performing arts	17%	23%
	Pre-school programs	14%	20%
	Babysitting/ child care	15%	18%
	Birthday parties	16%	17%
	Pet exercise	NA	17%
	Programs for mental/physically challenged	11%	14%
Most important recreation <u>programs</u> (sum of top choices)			
	Adult fitness and wellness programs	30%	36%
	Youth sports programs	15%	17%
	Nature programs	13%	15%
	Adult sports programs	9%	14%
	Youth Learn to Swim programs	13%	14%
	Senior programs	13%	14%
	Youth summer camp programs	8%	13%
	Adult day trips	NA	12%
	Water fitness programs	12%	12%
	Before and after school programs	7%	11%
	Adult art, dance, performing arts	9%	10%
	Teen programs	7%	10%
	Pre-school programs	7%	10%
	Youth fitness and wellness programs	6%	10%
	Special events	20%	8%
	Babysitting/ child care	6%	7%
	Youth art, dance, performing arts	6%	6%
	Martial arts programs	4%	6%
	Pet exercise	NA	5%
	Birthday parties	4%	3%
	Programs for mental/physically challenged	4%	3%

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Parks and Recreation Benchmarking			
		National Average	Franklin Township
Parks and recreation <u>facilities</u> that respondent households have a need for			
	Large community and/or County parks	55%	70%
	Walking and hiking trails	69%	65%
	Small neighborhood parks	60%	61%
	Natural areas/nature parks	50%	57%
	Playgrounds	43%	56%
	Paved bike trails	54%	54%
	Picnic shelters / picnic areas	53%	53%
	Recreation / Community Center	43%	49%
	Indoor swimming pools / water parks	43%	45%
	Tennis courts	26%	38%
	Outdoor swimming pools/aquatic centers	44%	37%
	Outdoor basketball courts	24%	36%
	Outdoor stage or amphitheater	35%	32%
	Mountain bike trails	22%	31%
	Outdoor soccer fields	22%	30%
	Rental facility for banquets, receptions	NA	29%
	Golf courses	30%	28%
	Baseball and softball fields	21%	27%
	Boating and / or fishing access areas	28%	27%
	Spraygrounds / water playgrounds	23%	25%
	Handicapped accessible parks/facilities	NA	25%
	Off-leash dog parks	26%	24%
	Skateboarding area	13%	21%
	Youth football fields	14%	19%
	Cricket Pitch	5%	17%
	Equestrian trails and facilities	12%	17%
	Lacrosse fields	5%	7%
	BMX Track	9%	5%

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Parks and Recreation Benchmarking			
		National Average	Franklin Township
Most important parks and recreation <u>facilities</u> (sum of top choices)			
	Walking and hiking trails	42%	37%
	Large community and/or County parks	19%	30%
	Small neighborhood parks	29%	26%
	Natural areas/nature parks	16%	20%
	Paved bike trails	NA	18%
	Playgrounds	20%	18%
	Picnic shelters / picnic areas	17%	15%
	Outdoor swimming pools/aquatic centers	18%	15%
	Indoor swimming pools / water parks	17%	14%
	Recreation / Community Center	13%	13%
	Golf courses	14%	12%
	Outdoor soccer fields	8%	11%
	Tennis courts	7%	9%
	Baseball and softball fields	7%	7%
	Outdoor basketball courts	5%	7%
	Handicapped accessible parks/facilities	NA	7%
	Off-leash dog parks	12%	7%
	Outdoor stage or amphitheater	9%	7%
	Boating and / or fishing access areas	8%	6%
	Mountain bike trails	6%	6%
	Spraygrounds / water playgrounds	6%	4%
	Rental facility for banquets, receptions	4%	4%
	Youth football fields	3%	4%
	Cricket Pitch	1%	4%
	Equestrian trails and facilities	3%	2%
	Lacrosse fields	1%	1%
	Skateboarding area	3%	1%
	BMX Track	2%	0%