

## Residents Want In

Making community voices part of planning improves quality and directs resources where they belong. Learn what residents think about facility and program quality, what drives their opinions about overall quality of community life, what their priorities are for programs and which resident groups are most or least active.

PARCS™ is a quality survey service provided by National Research Center, Inc. (NRC), an independent, nationally recognized survey research firm, in partnership with the National Recreation and Park Association (NRPA). When you sign up for PARCS™ you get:

- ✓ **A survey designed and tested to capture community opinion about parks and recreation**
- ✓ **Low cost due to well-designed efficiency**
- ✓ **Customer service and research consultation**
- ✓ **Comparability to results from other jurisdictions and districts**
- ✓ **Results that help drive planning and performance measurement**

## Who Wants to Know

- ✓ **Parks, Recreation and Leisure Services Staff** to improve programs, policies and facilities
- ✓ **Elected Officials** to understand the best strategic alternatives for setting the right course
- ✓ **The Public** to receive improved programs and better health

## NRC and NRPA

**A partnership to support the quality of parks and recreation services.**

NRC is a highly regarded national survey research and evaluation firm for local governments and NRPA is the leading advocacy organization dedicated to the advancement of public parks and recreation opportunities. Together, we are offering a valuable new tool to assess and track parks and recreation needs and performance.



[www.n-r-c.com](http://www.n-r-c.com) | [www.nrpa.org](http://www.nrpa.org)



**PARCS™**  
Parks and Recreation  
Community Survey™

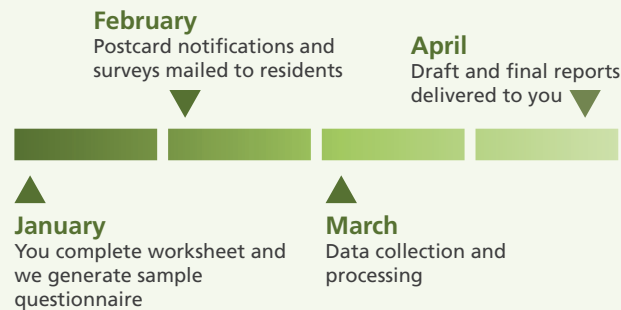
## PARCS™ Can Tell You

- ✓ The roles residents want parks and recreation to serve.
- ✓ How widely facilities and programs are used by different resident groups.
- ✓ What services need the most improvement and are most important to residents.
- ✓ If residents support specific improvements being considered.
- ✓ The activity level and self reported health of various resident groups.
- ✓ What percent of your adult population is at a healthy weight.

**Answers to these and dozens of other questions come only through the results of a scientific survey of your target population.**

**PARCS™ is a turnkey scientific survey at a fraction of the cost for consultant services of similar quality.**

### A Sample Timeline:



### PARCS™ results will provide support for:

- ✓ Planning
- ✓ Performance measurement
- ✓ Evaluation of program, facility and policy changes
- ✓ Budgeting and overall resource allocation
- ✓ Priority setting
- ✓ Service improvement
- ✓ Communication

### The PARCS™ Basic Service

- Customized survey form to reference your facilities and programs
- Customized cover letter
- Customized mailing materials with your logo
- Targeted questionnaire developed and tested by renowned survey researchers
- Maximized response rate with three mailings to 1,200 households selected at random: a pre-survey notification postcard followed by two mailings of the survey
- A margin of error of five to six percent
- Data cleaning and input
- Data weighting to reflect the demographic profile of your population
- Customer service and survey research consultation from NRC research professionals

### Optional Additions

- Larger mailing (3,000)
- Phone data collection
- Web data collection
- Spanish language version
- Demographic and geographic crosstabulations
- Open-ended questions
- Additional page(s) of questions
- In-person presentation of results to key stakeholders

