



Park District of Oak Park 2010 Attitude & Interest Survey Highlights

Continuing its commitment to involve the community in determining the future of its parks, the Park District of Oak Park initiated a community Attitude & Interest Survey. Conducted by Leisure Vision in fall 2010, it collected valuable input on how residents use Park District parks and facilities; what they believe unmet needs exist for services and facilities; and what the community priorities are in determining the future of Ridgeland Common.

The survey drew strong participation from residents who live throughout the Village and who represent the diversity of our community. In all 1,251 surveys were collected representing a 25% rate of return.

Below are the highlights of the survey results.

- Oak Park residents use their parks more than the national average, with 85% using District parks, facilities or programs. That usage exceeds the national average of 72% and is higher than the Illinois benchmark of 77%.
- According to survey results, a greater proportion of residents now rate the physical condition of the parks as excellent (31%) than they did in the last Attitude & Interest Survey conducted in 2004 (24%). During that time, the District has used the referendum-funded Capital Improvement Plan to make major upgrades and renovations to 11 parks and 8 facilities.
- Households with children under 10 are the heaviest park users at 74%. This is encouraging since health, fitness and sports programs are important to the well being of children and help to prevent childhood obesity. 48% of all survey respondents feel the Park District helps them maintain a healthy lifestyle and 14% feel it has improved their health or the health of someone in their household.
 - Residents who visit parks and participate in programs the least are the aging Baby Boomers and seniors who are in or reaching the 55 and older category of respondents. The Park District recently established the Senior Advisory Committee to improve programming for this age group.
- The survey shows residents put walking trails (74%) and a nature center (60%) top on their list of amenities that they need the most. The need for walking trails was identified as the second most wanted amenity in the 2004 survey. Since that time the Park District has completed 17 park site master plans identifying future park improvements. Additional paved walkways are planned, which will create looped walking paths, in Mills Park, Rehm Park, Scoville Park and Lindberg Park. A path to connect the northeast to the southeast side of Maple Park will be completed in May 2011.

In partnership with the community, we provide quality parks and recreation experiences for the residents of Oak Park.

- More than 80% of the survey respondents who utilize the Oak Park Gymnastics Center said they are not satisfied with the size of the facility or the availability of classes. For many years the Park District has recognized that the popularity and demand for its gymnastics programs requires a newer, expanded facility. The current facility serves an average of 1,400 gymnastics students per season. An expanded facility will allow the District to address consistently long waiting lists, on average 100 to 200 students per season. The Oak Park Gymnastics Center is a priority for the Park District. The District will continue to seek a solution which will meet community needs while staying within the constraints of its capital budget.

Ridgeland Common

One of the goals of the Attitude & Interest Survey was to gather input which will assist the Park Board in determining the future of Ridgeland Common; the District's most heavily used facility. Respondents were asked to identify their two top choices for addressing the facility needs at Ridgeland Common. Their choices:

- 1) Repair and maintain the existing Ridgeland Common – 60%
- 2) Build a new Ridgeland Common with an outdoor swimming pool and indoor ice arena, replicating the existing amenities but adding no new features – 40%
- 3) The other three options provided scored low in the survey results. These included building an ice rink but no pool; building a pool and no ice rink; or building a new facility with a skating rink, outdoor pool and additional amenities such as a gymnasium and fitness facilities.

The results of the community survey provide a clear direction to the Park Board for narrowing the options to be considered in planning for the future of Ridgeland Common. The Park Board will be exploring the feasibility of these top two options through more research and analysis to assess the costs of each approach. Next steps will include getting solid cost estimates to help inform the public and to help the Park Board make the best decision for the community.

Survey Summary

Park Board President Mark Gartland stated, "The survey results tell us that residents are using the parks and that the Park District is doing a good job providing the community with quality programs. We are fortunate to have broad public support. We want to use this data to determine how we can continue to meet the needs of the community."

For further information about the Park District of Oak Park please visit www.oakparkparks.com.

2010 Community Survey

Findings Report

Submitted to
The Park District of Oak Park



by
Leisure Vision
(a division of ETC Institute)
725 W. Frontier
Olathe, KS 66061
(913) 829- 1215

February 2011

Section 1:
Executive Summary

2010 Community Survey Executive Summary Report

Overview of the Methodology

During the fall of 2010, Leisure Vision conducted a Community Survey for the Park District of Oak Park. The purpose of the survey was to help identify parks and recreation needs and establish priorities for the future development of facilities, programs and services within the community. The survey was designed to obtain statistically valid results from households throughout the Park District of Oak Park. The survey was administered by a combination of mail and phone.

Leisure Vision worked extensively with Park District of Oak Park officials in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the future system.

Leisure Vision mailed surveys to a random sample of 5,000 households throughout the Park District of Oak Park. Approximately three days after the surveys were mailed, each household that received a survey also received an automated voice message encouraging them to complete the survey. In addition, about two weeks after the surveys were mailed, Leisure Vision began contacting households by phone. Those who indicated they had not returned the survey were given the option of completing it by phone.

The goal is to obtain a total of at least 1,000 completed surveys from Park District of Oak Park households. This goal was far exceeded, with a total of 1,251 surveys having been completed. The results of the random sample of 1,251 households have a 95% level of confidence with a precision of at least +/-3.4%. The survey results were weighted so that the demographics of survey respondents were very similar to the demographics of Oak Park, based on the U.S. Census, for all demographic questions on the survey.

The following pages summarize major survey findings.

Major Survey Findings

- **Visiting Park District Parks.** Eighty-five percent (85%) of households have visited Park District of Oak Park parks during the past year. This is significantly higher than the national benchmarking average of 72%, and higher than the Illinois benchmarking average of 77%.

Of the 85% of households that have visited Park District parks during the past year, 85% rated the physical condition of the parks they've visited as either excellent (31%) or good (54%).

- **Participation in Park District Programs.** Thirty-eight percent (38%) of households have participated in Park District of Oak Park programs during the past 12 months. This is higher than the national benchmarking average of 30%, and slightly lower than the Illinois benchmarking average of 39%.

Of the 38% of households that have participated in Park District programs during the past year, 89% rated the quality of the programs as either excellent (36%) or good (53%).

- **Level of Satisfaction with Programs/Facilities for Various Age Groups.** Seventy-nine percent (79%) of households are either very satisfied or somewhat satisfied with the current level of programming and facilities serving elementary school youth grades K-5th. The other age groups that received the highest satisfaction ratings for the current level of programming and facilities are: pre-school age children (70%), adults ages 25-64 (68%), senior adults ages 65+ (66%), and families (64%).

- **Need for Parks and Recreation Facilities.** The parks and recreation facilities that the highest percentage of households have a need for are: walking trails (74%), nature center/trails (60%), Oak Park Conservatory (58%), indoor fitness and exercise facilities (51%), outdoor recreational pools (50%), community gardens (47%), indoor swimming pool (45%), and indoor running track/walking track (44%).

- **Most Important Parks and Recreation Facilities.** Based on the sum of their top four choices, the parks and recreation facilities that households rated as the most important are: walking trails (36%), nature center/trails (23%), indoor swimming pool (23%), Oak Park Conservatory (21%), indoor fitness and exercise facilities (21%), outdoor recreational pools (21%), playgrounds (19%), and community gardens (19%).

- **Gymnastics Facility.** Seven percent (7%) of households have used the Park District gymnastics facility or enrolled in the gymnastics programs during the past year. In addition, 13% of households have used the facility or enrolled in programs more than a year ago, and 80% have not used the facility or enrolled in programs.
- **Ridgeland Common Facilities.** The facilities that the highest percentage of households have used at Ridgeland Common during the past 12 months are: parking lot (47%), restrooms (44%), 50-meter outdoor pool (38%), indoor ice rink (31%), concession stand (30%), and sled hill (30%).
- **Level of Satisfaction with Ridgeland Common Facilities.** Fifty-seven percent (57%) of households are either very satisfied (23%) or somewhat satisfied (34%) with the facilities they have used at Ridgeland Common. Twenty-five percent (25%) of households are either somewhat dissatisfied (16%) or very dissatisfied (9%) with the facilities they have used at Ridgeland Common, and 18% indicated “neutral”.
- **Ways Respondents Learn about Park District Plans, Programs and Activities.** The most frequently mentioned ways that respondents learn about Park District of Oak Park plans, programs and activities are: the Park District brochure (78%), the newspaper (41%), from friends and neighbors (39%), and the Park District website (38%).
- **Master Planning Process Involvement.** Fifty-two percent (52%) of households are not aware of the master plan process, 39% have not attended a master plan meeting but have heard or read about the master plans, and 9% have attended a master plan meeting.
- **Level of Satisfaction with the Park District Managing Capital Resources.** Forty-four percent (44%) of households are either very satisfied (16%) or somewhat satisfied (28%) with how the Park District has managed its capital resources. Only 9% of households are either somewhat dissatisfied (6%) or very dissatisfied (3%) with how the Park District has managed its capital resources. In addition, 17% indicated “neutral” and 30% indicated “don’t know”.
- **Park District Impact on Health.** Forty-eight percent (48%) of respondents feel that the Park District helps them to maintain a healthy lifestyle, and 14% feel the Park District has improved their health or the health of someone in their household. In addition, 16% of respondents feel the Park District makes little difference, and 15% feel the Park District makes no difference. The remaining 7% indicated “don’t know”.

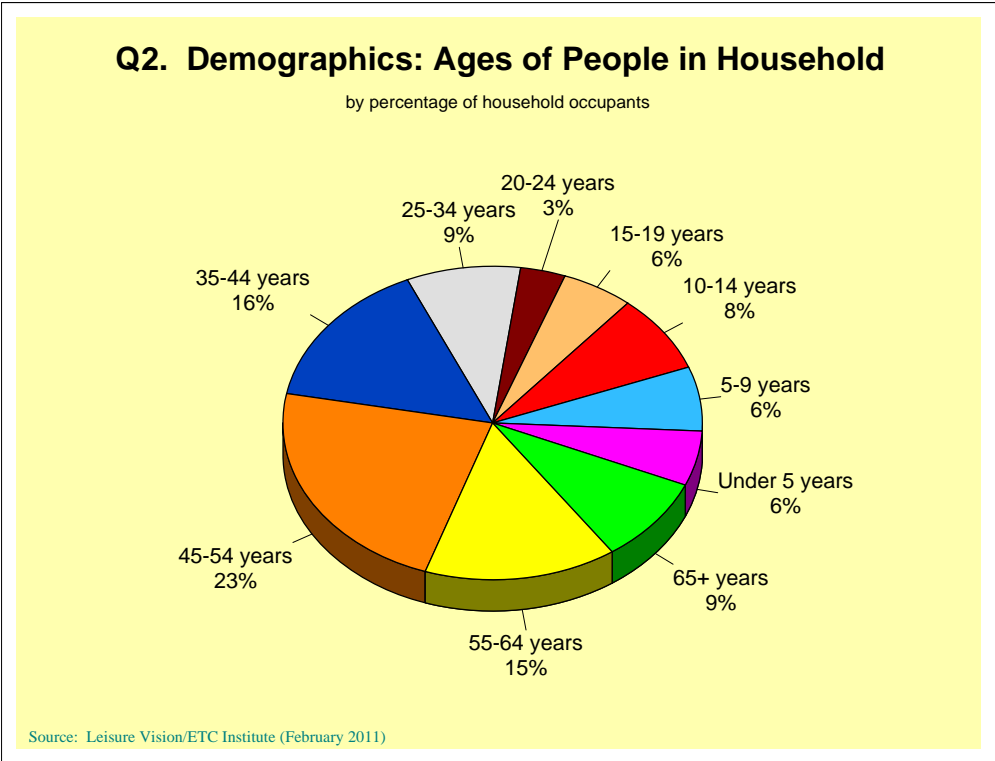
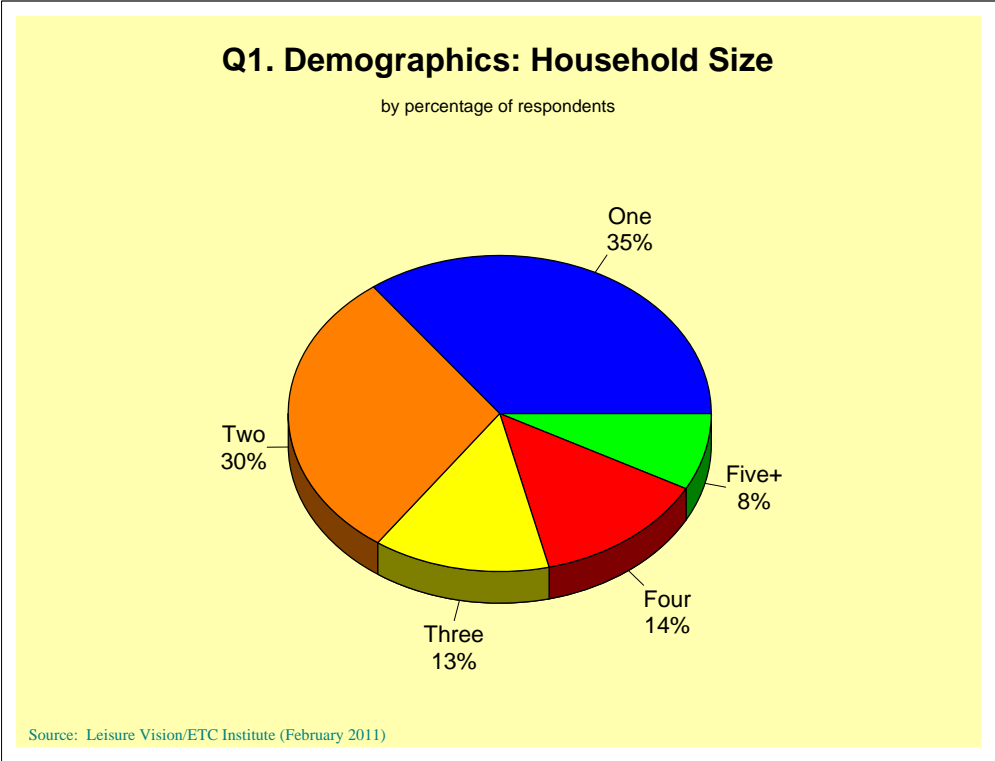
- **Level of Satisfaction with Various Parks and Recreation Services.** The Park District parks and recreation services that the highest percentage of households are either very satisfied or somewhat satisfied with are: availability of information about Park District programs and facilities (74%), accessibility of facilities (72%), quality of early childhood programs for ages 6 and under (69%), and quality of youth programs (68%).
- **Most Important Parks and Recreation Services.** Based on the sum of their top two choices, the Park District parks and recreation services that households rated as the most important are: quality of youth programs (28%), quality of adult programs (23%), quality of early childhood programs for ages 6 and under (14%), quality of programs/facilities for adults ages 55+ (14%), and fees charged for recreation programs (14%).
- **Level of Satisfaction with the Overall Value Received from the Park District.** Sixty-two percent (62%) of households are either very satisfied (26%) or somewhat satisfied (36%) with the overall value their household receives from the Park District of Oak Park. Only 8% of households are either somewhat dissatisfied (5%) or very dissatisfied (3%) with the Park District. In addition, 16% of respondents rated the Park District as “neutral”, and 14% indicated “don’t know”.
- **Level of Support for Repairing/Maintaining Ridgeland Common.** Sixty-nine percent (69%) of households are either very supportive (44%) or somewhat supportive (25%) of repairing and maintaining Ridgeland Common and not building a new facility. In addition, 15% of households are not supportive of repairing and maintaining Ridgeland Common, and 16% indicated “not sure”.
- **Level of Support for Building a New Ridgeland Common with an Outdoor Swimming Pool.** Twenty-six percent (26%) of households are either very supportive (9%) or somewhat supportive (17%) of building a new Ridgeland Common with an outdoor swimming pool. In addition, 51% of households are not supportive of building a new Ridgeland Common with an outdoor swimming pool, and 23% indicated “not sure”.
- **Level of Support for Building a New Ridgeland Common with an Indoor Ice Arena.** Fifteen percent (15%) of households are either very supportive (4%) or somewhat supportive (11%) of building a new Ridgeland Common with an indoor ice arena. In addition, 64% of households are not supportive of building a new Ridgeland Common with an indoor ice arena, and 21% indicated “not sure”.

- **Level of Support for Building a New Ridgeland Common with an Outdoor Swimming Pool and Indoor Ice Arena.** Forty-five percent (45%) of households are either very supportive (22%) or somewhat supportive (23%) of building a new Ridgeland Common with an outdoor swimming pool and an indoor ice arena. In addition, 31% of households are not supportive of building a new Ridgeland Common with an outdoor swimming pool and an indoor ice arena, and 24% indicated “not sure”.

- **Level of Support for Building a New Ridgeland Common with an Outdoor Swimming Pool, Indoor Ice Arena and Other Amenities.** Thirty-five percent (35%) of households are either very supportive (20%) or somewhat supportive (15%) of building a new Ridgeland Common with an outdoor swimming pool, an indoor ice arena, and other amenities. In addition, 45% of households are not supportive of building a new Ridgeland Common with an outdoor swimming pool, an indoor ice arena and other amenities, and 20% indicated “not sure”.

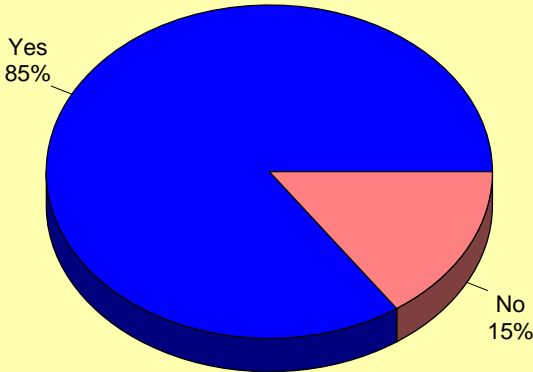
- **Ridgeland Common Options Most Supported.** Based on the sum of their top two choices, the options for Ridgeland Common that households most support are: repair and maintain Ridgeland Common and don’t build a new facility (60%), build a new Ridgeland Common with an outdoor swimming pool and an indoor ice arena (40%), and build a new Ridgeland Common with an outdoor swimming pool, an indoor ice arena, and other new amenities (31%). It should also be noted that repair and maintain Ridgeland Common had by a wide margin the highest percentage of respondents select it as their first choice as the option they most support.

Section 2:
Charts and Graphs



Q3. Have You or Members of Your Household Visited Park District of Oak Park Parks Over the Past Year?

by percentage of respondents

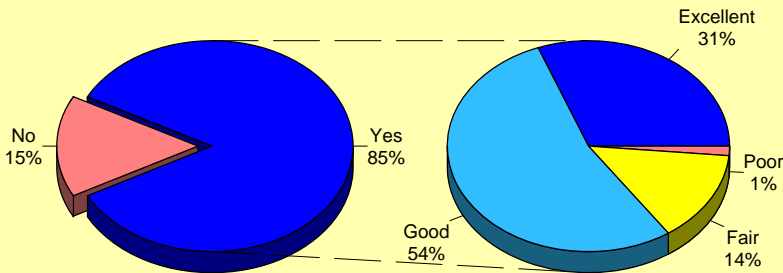


Source: Leisure Vision/ETC Institute (February 2011)

Q3. Have You or Members of Your Household Visited Park District of Oak Park Parks Over the Past 12 Months?

by percentage of respondents

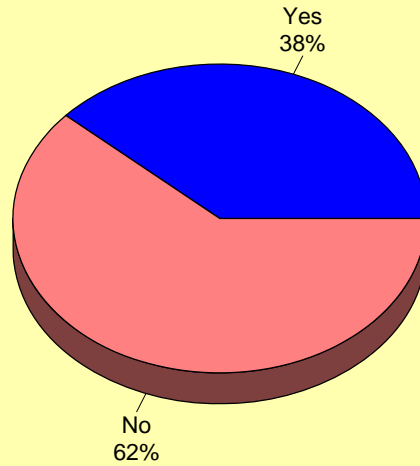
Q3a. How Would You Rate the Physical Condition of the Park District Parks Your Household Have Visited?



Source: Leisure Vision/ETC Institute (February 2011)

Q4. Have Any Members of Your Households Participated in Any Programs Offered by the Park District of Oak Park During the Past 12 Months?

by percentage of respondents

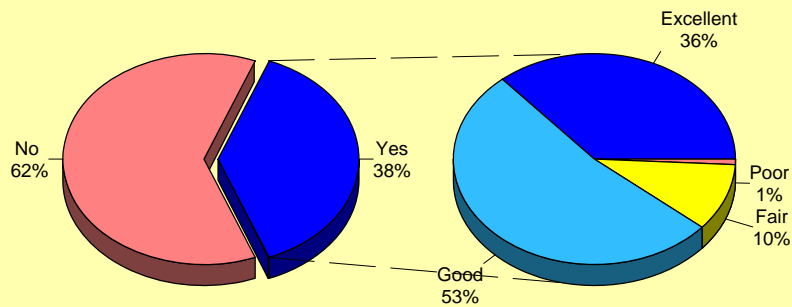


Source: Leisure Vision/ETC Institute (February 2011)

Q4. Have Any Members of Your Households Participated in Any Programs Offered by the Park District of Oak Park During the Past 12 Months?

by percentage of respondents

Q4a. How Would You Rate the Quality of the Park District Programs Your Household Have Participated in?

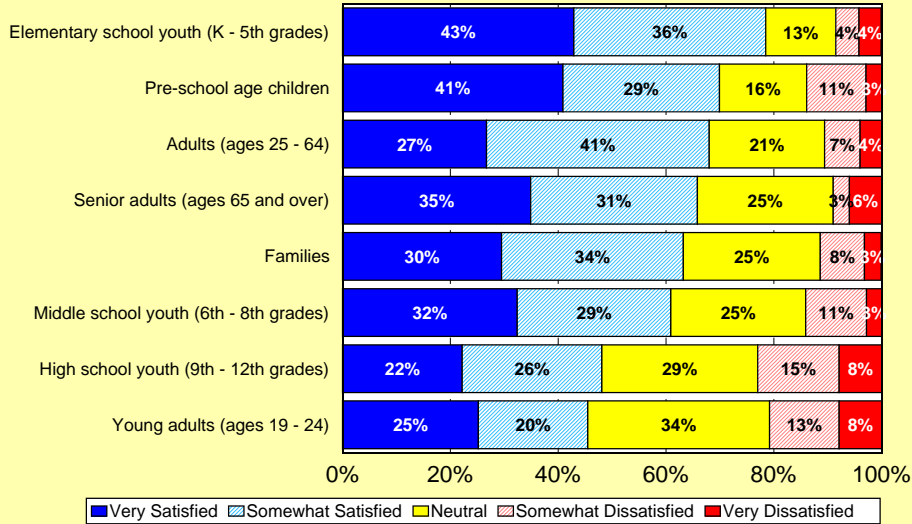


Source: Leisure Vision/ETC Institute (February 2011)

2010 Community Survey for the Park District of Oak Park

Q5. Level of Satisfaction with the Current Level of Park District Recreational Programming and Facilities Serving Various Groups of Residents

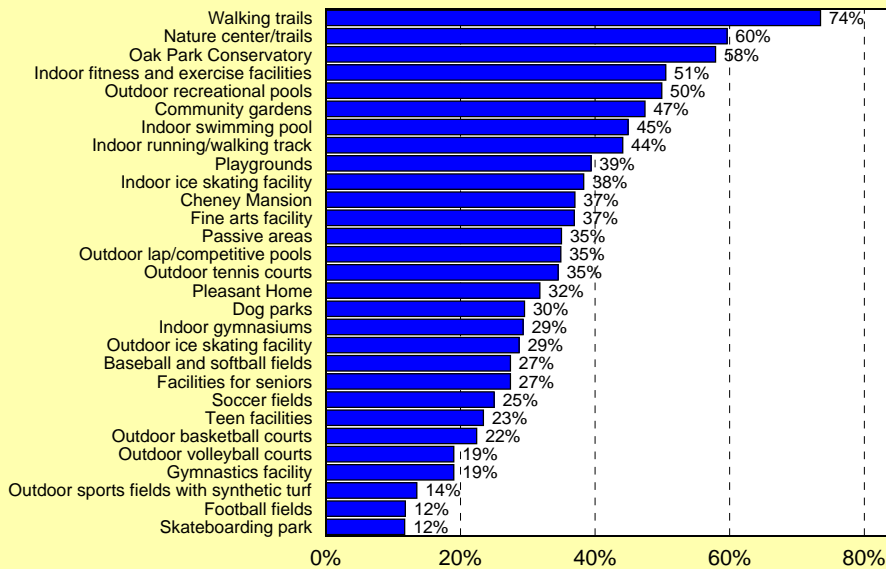
by percentage of respondents (excluding "don't know" responses)



Source: Leisure Vision/ETC Institute (February 2011)

Q6. Households That Have a Need for Various Parks and Recreation Facilities

by percentage of respondents (multiple choices could be made)

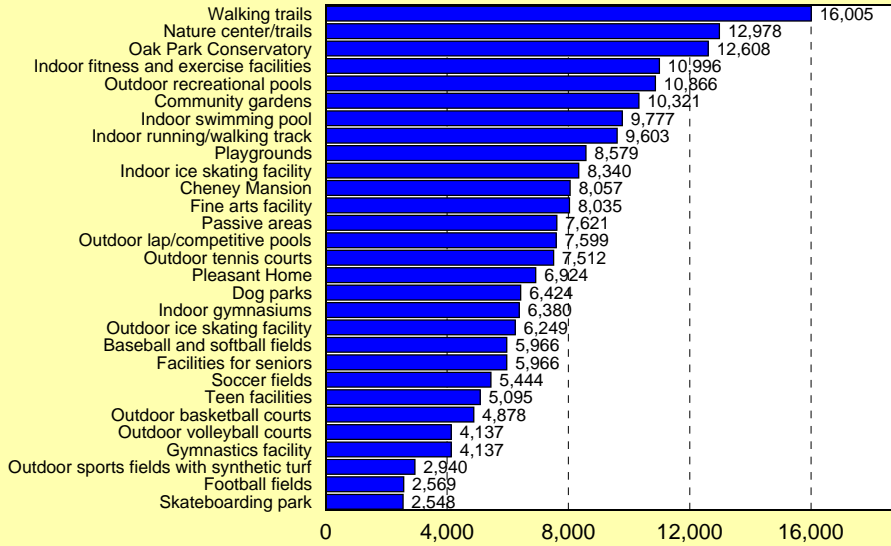


Source: Leisure Vision/ETC Institute (February 2011)

2010 Community Survey for the Park District of Oak Park

Q6a. Estimated Number of Households in the Park District of Oak Park That Have a Need for Various Parks and Recreation Facilities

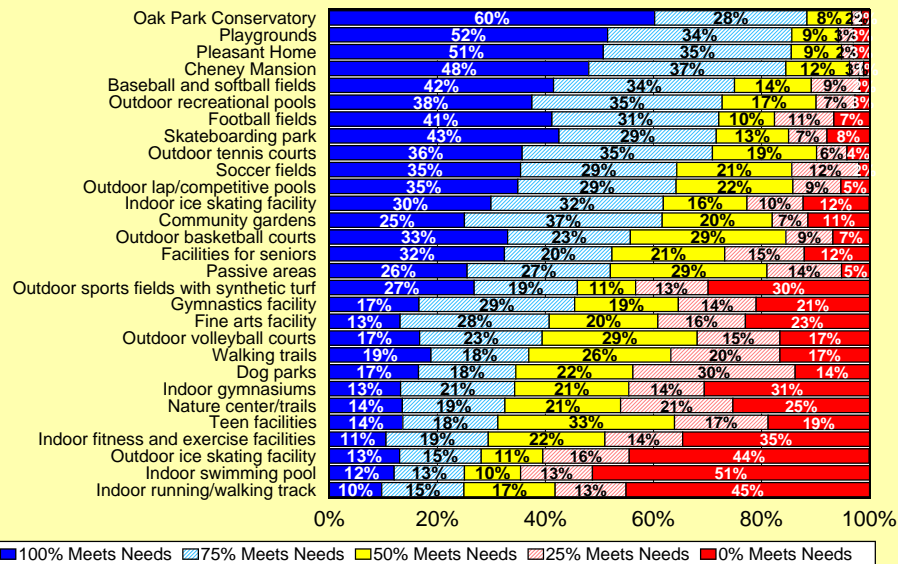
by number of households based on 21,775 households in the Park District of Oak Park



Source: Leisure Vision/ETC Institute (February 2011)

Q6b. How Well Parks and Recreation Facilities in the Park District of Oak Park Meet the Needs of Households

by percentage of households that have a need for parks/facilities

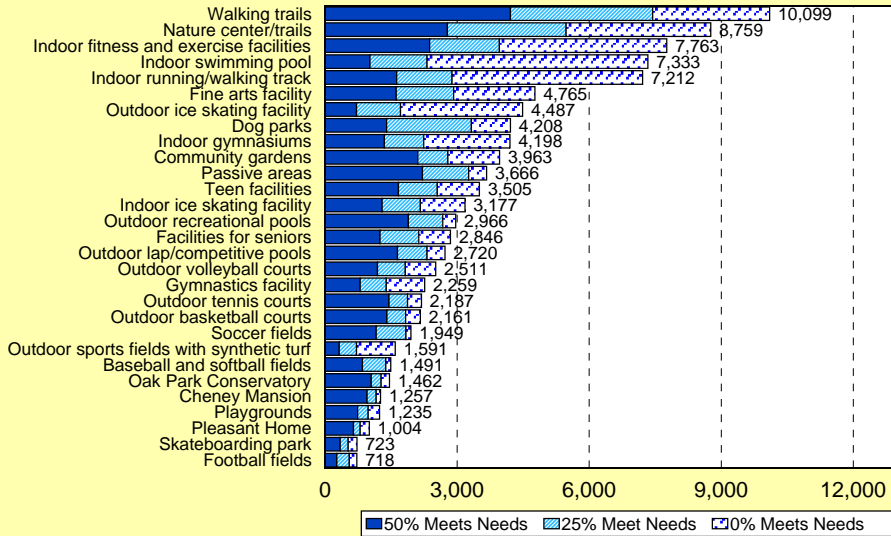


Source: Leisure Vision/ETC Institute (February 2011)

2010 Community Survey for the Park District of Oak Park

Q6c. Estimated Number of Households in the Park District of Oak Park Whose Needs for Parks and Recreation Facilities Are Only Being 50% Met or Less

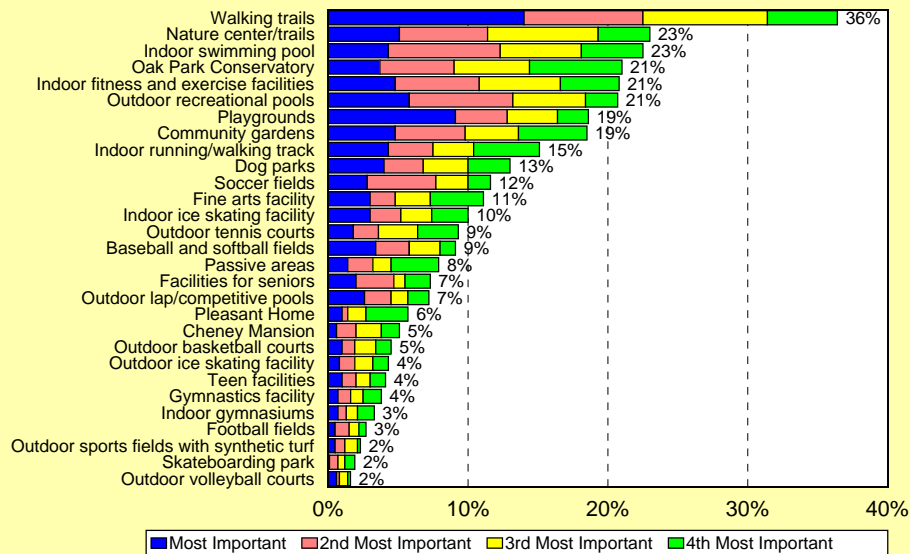
by number of households based on 21,775 households in the Park District of Oak Park



Source: Leisure Vision/ETC Institute (February 2011)

Q7. Parks and Recreation Facilities That Are Most Important to Households

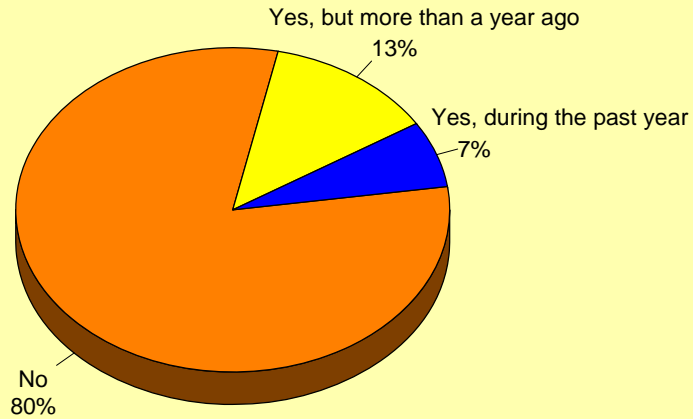
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (February 2011)

Q8. Have You or Members of Your Household Used the Park District Gymnastics Facility or Enrolled in Any of the Gymnastics Programs?

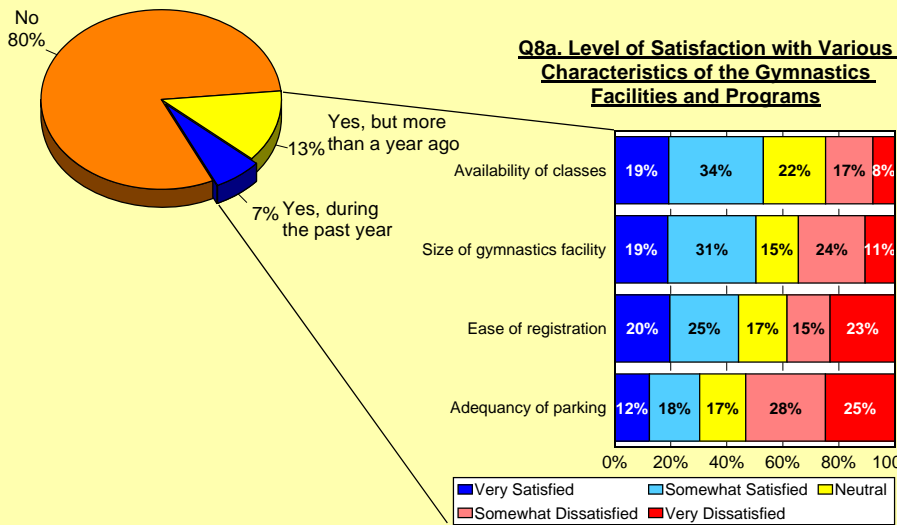
by percentage of respondents



Source: Leisure Vision/ETC Institute (February 2011)

Q8. Have You or Members of Your Household Used the Park District Gymnastics Facility or Enrolled in Any of the Gymnastics Programs?

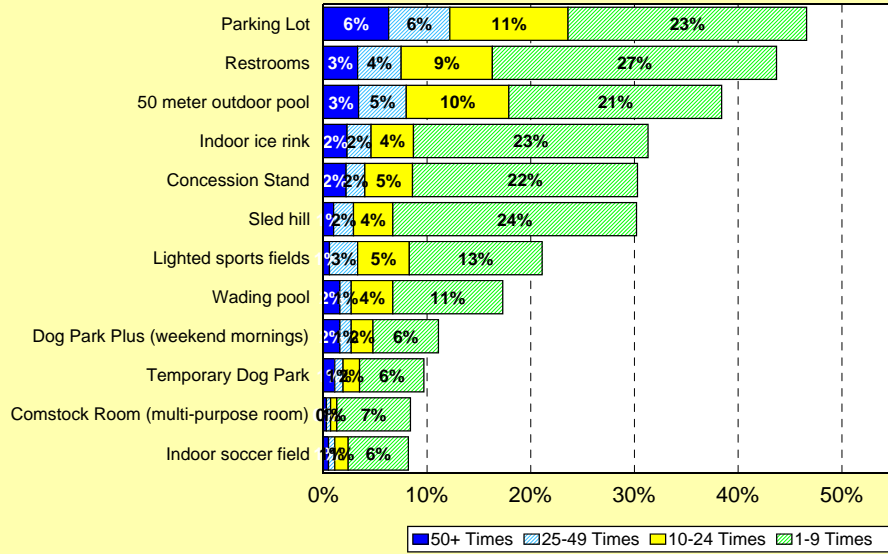
by percentage of respondents



Source: Leisure Vision/ETC Institute (February 2011)

Q9. How Often Households Have Used Various Facilities at Ridgeland Common During the Past 12 Months

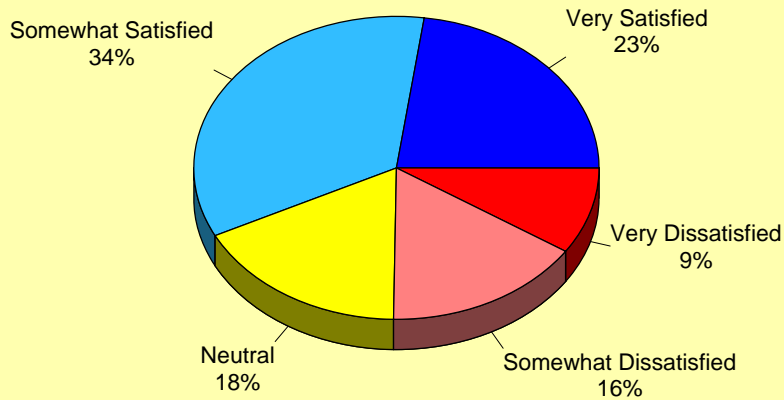
by percentage of respondents



Source: Leisure Vision/ETC Institute (February 2011)

Q10. Level of Satisfaction with the Ridgeland Common Facilities That Households Have Used

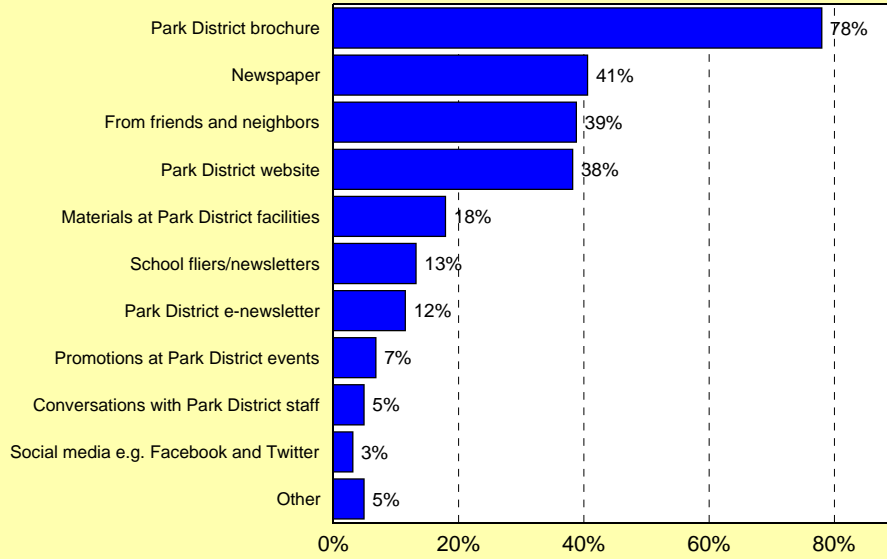
by percentage of respondents that have used facilities at Ridgeland Common



Source: Leisure Vision/ETC Institute (February 2011)

Q11. Ways Respondents Have Learned About Park District of Oak Park Plans, Programs and Activities

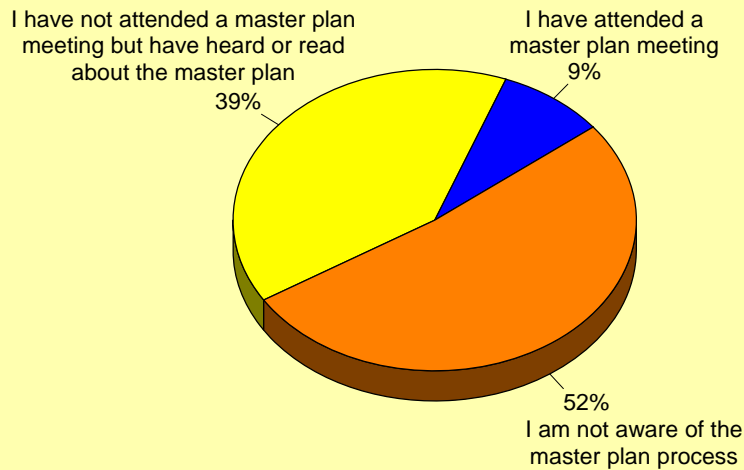
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (February 2011)

Q12. Which of the Following Statements Describes Your Involvement in the Master Planning Process for Parks and Facilities?

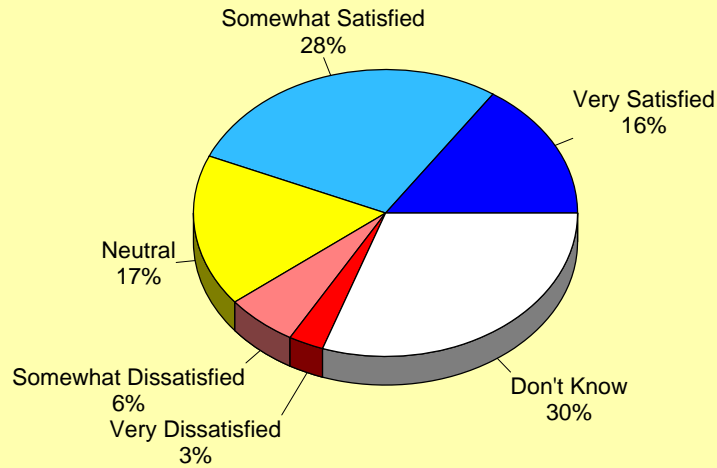
by percentage of respondents



Source: Leisure Vision/ETC Institute (February 2011)

Q13. How Satisfied Are You with the Manner in Which the Park District Has Managed its Capital Resources and Directed its Expenditures in Seeking a Balanced Approach to Renovation and Improvements?

by percentage of respondents



Source: Leisure Vision/ETC Institute (February 2011)

Q14. To What Extend Does the Park District of Oak Park Make a Difference in the Health of You or Other Members of Your Households?

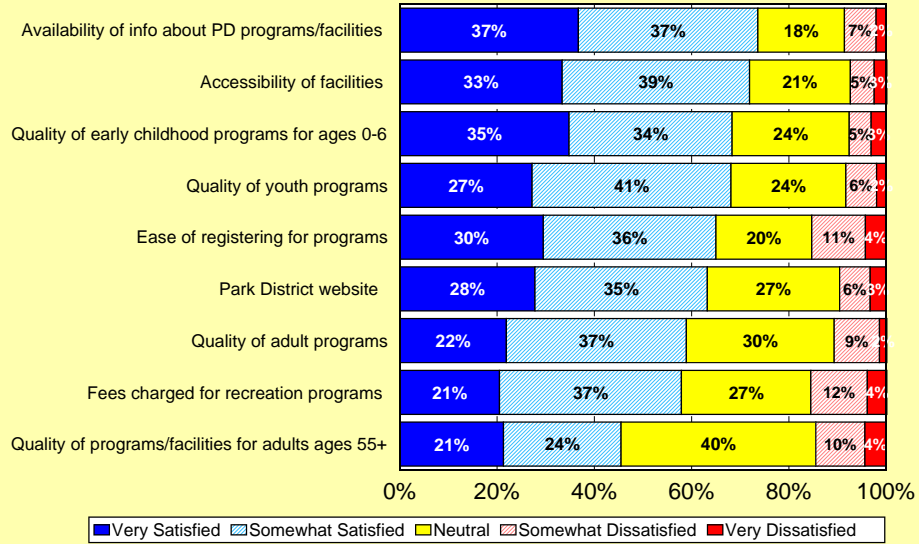
by percentage of respondents



Source: Leisure Vision/ETC Institute (February 2011)

Q15. Level of Satisfaction with Various Parks and Recreation Services Provided by the Park District of Oak Park

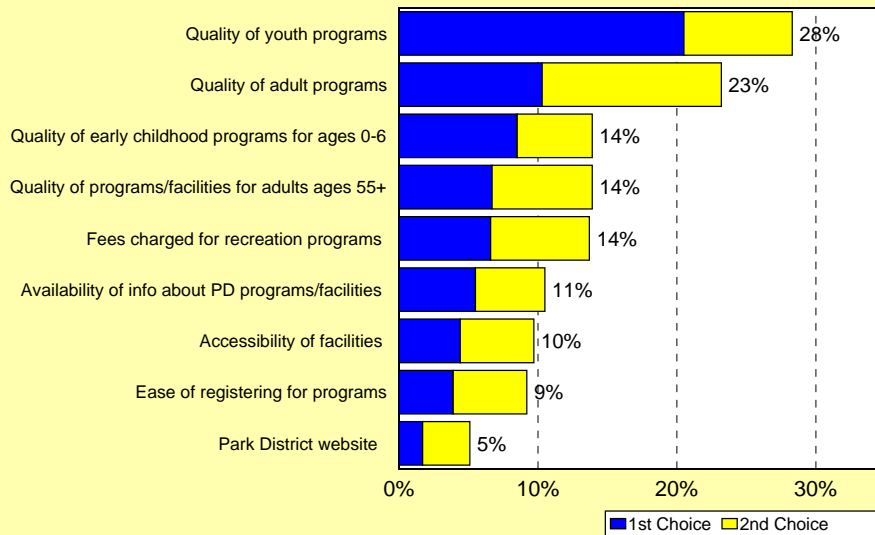
by percentage of respondents (excluding "don't know" responses)



Source: Leisure Vision/ETC Institute (February 2011)

Q16. Parks and Recreation Services That Should Receive the Most Attention from Park District of Oak Park Officials Over the Next Two Years

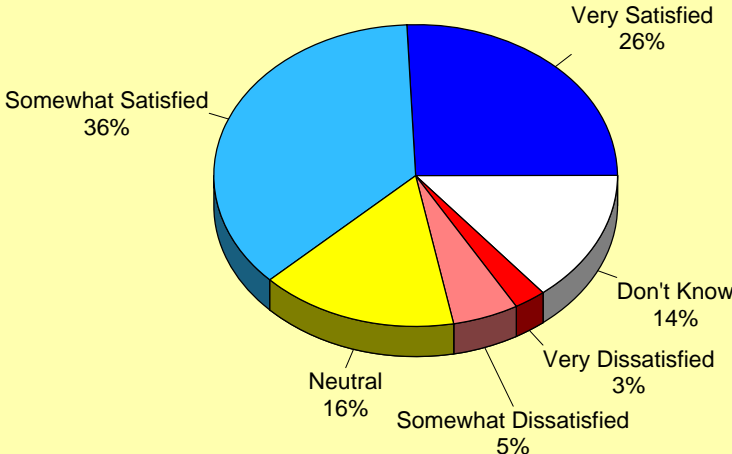
by percentage of respondents who selected the item as one of their top two choices



Source: Leisure Vision/ETC Institute (February 2011)

Q17. Level of Satisfaction with the Overall Value Households Receive from the Park District of Oak Park

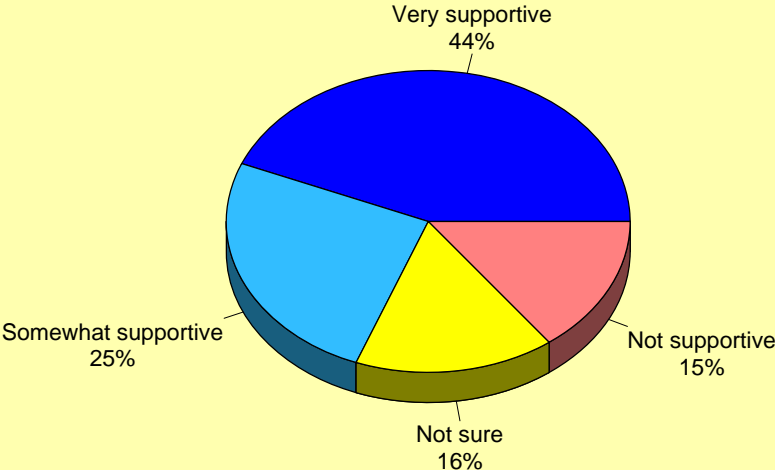
by percentage of respondents



Source: Leisure Vision/ETC Institute (February 2011)

Q18a. Level of Support for Repairing and Maintaining the Existing Ridgeland Common Facility, and Not Building a New Facility

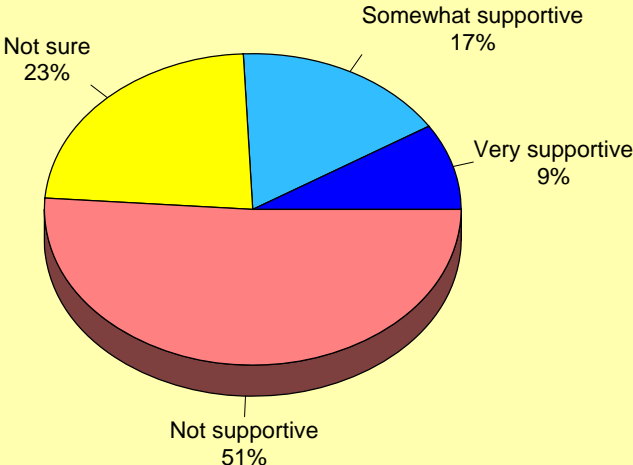
by percentage of respondents



Source: Leisure Vision/ETC Institute (February 2011)

Q18b. Level of Support for Building a New Ridgeland Common That Includes an Outdoor Swimming Pool, But Does Not Include an Indoor Ice Arena

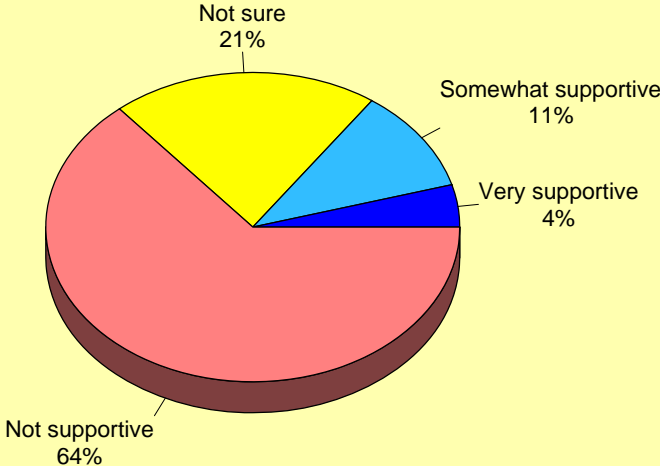
by percentage of respondents



Source: Leisure Vision/ETC Institute (February 2011)

Q18c. Level of Support for Building a New Ridgeland Common That Includes an Indoor Ice Arena, But Does Not Include an Outdoor Swimming Pool

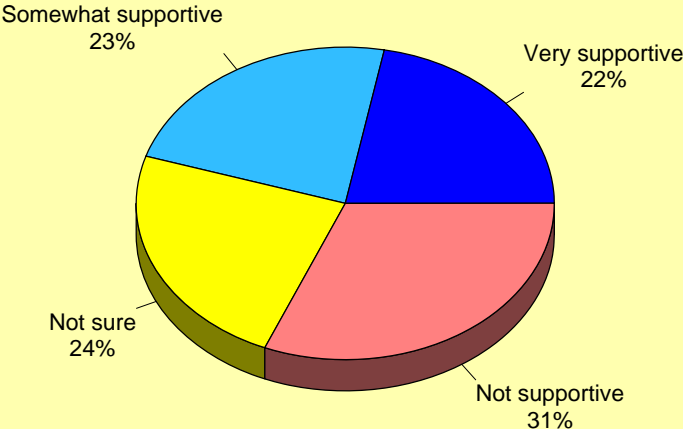
by percentage of respondents



Source: Leisure Vision/ETC Institute (February 2011)

Q18d. Level of Support for Building a New Ridgeland Common That Includes an Indoor Ice Arena and an Outdoor Swimming Pool

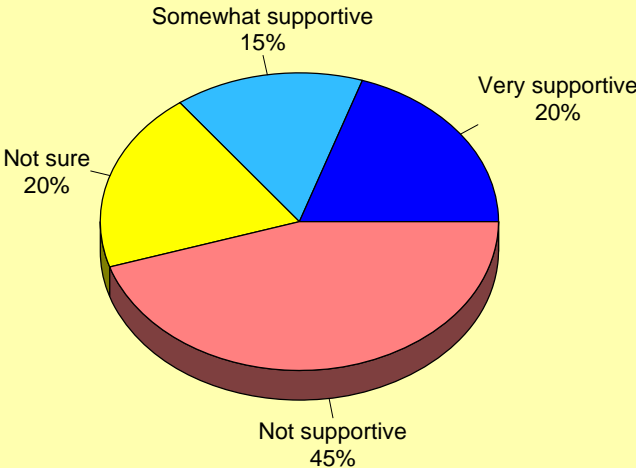
by percentage of respondents



Source: Leisure Vision/ETC Institute (February 2011)

Q18e. Level of Support for Building a New Ridgeland Common That Includes an Indoor Ice Arena, Outdoor Swimming Pool, and New Amenities Such as a Gymnasium, Fitness Facilities and Other Amenities

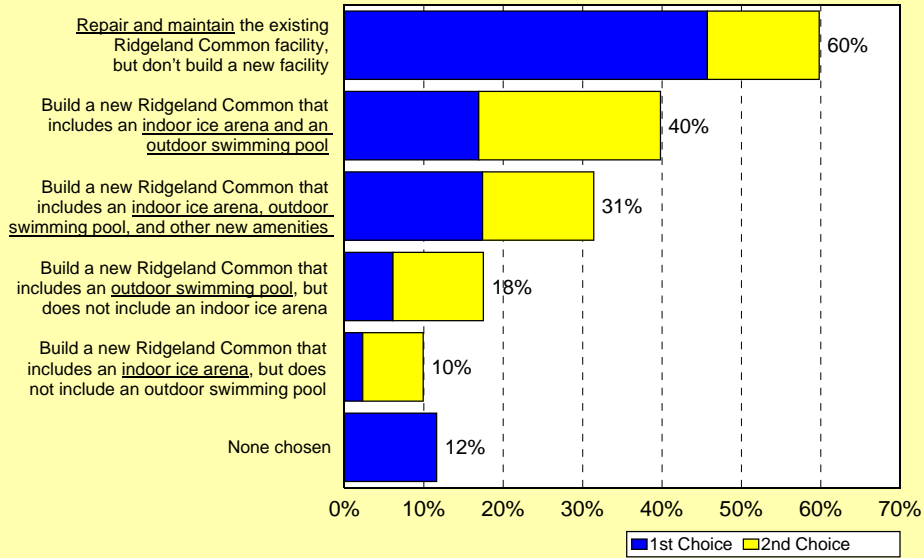
by percentage of respondents



Source: Leisure Vision/ETC Institute (February 2011)

Q19. Ridgeland Common Options That Households Most Support

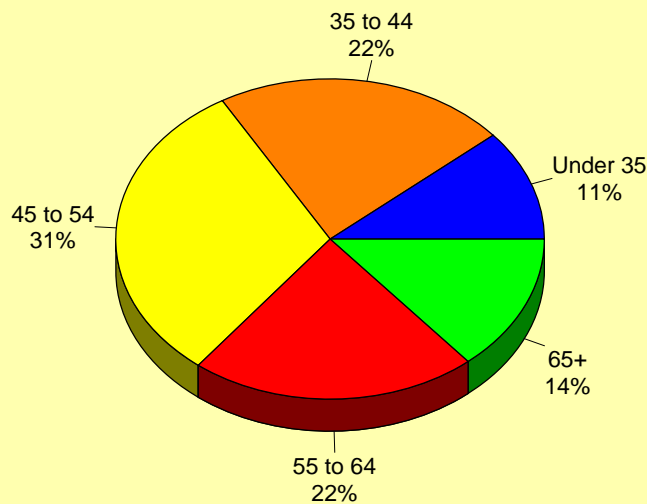
by percentage of respondents who selected the item as one of their top two choices



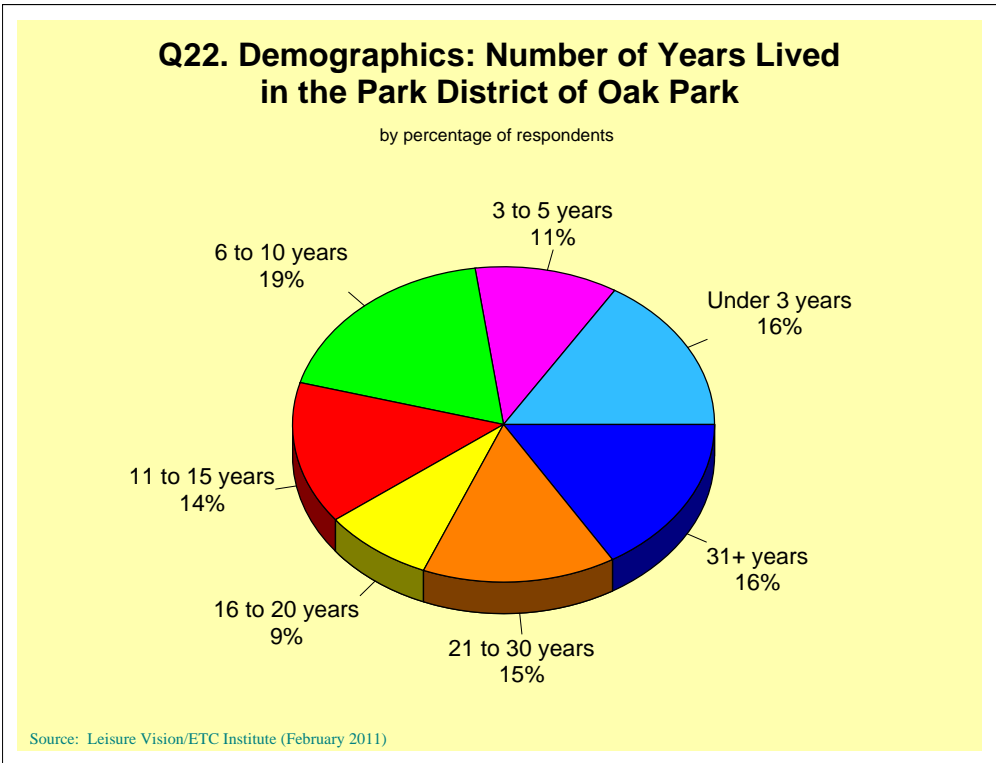
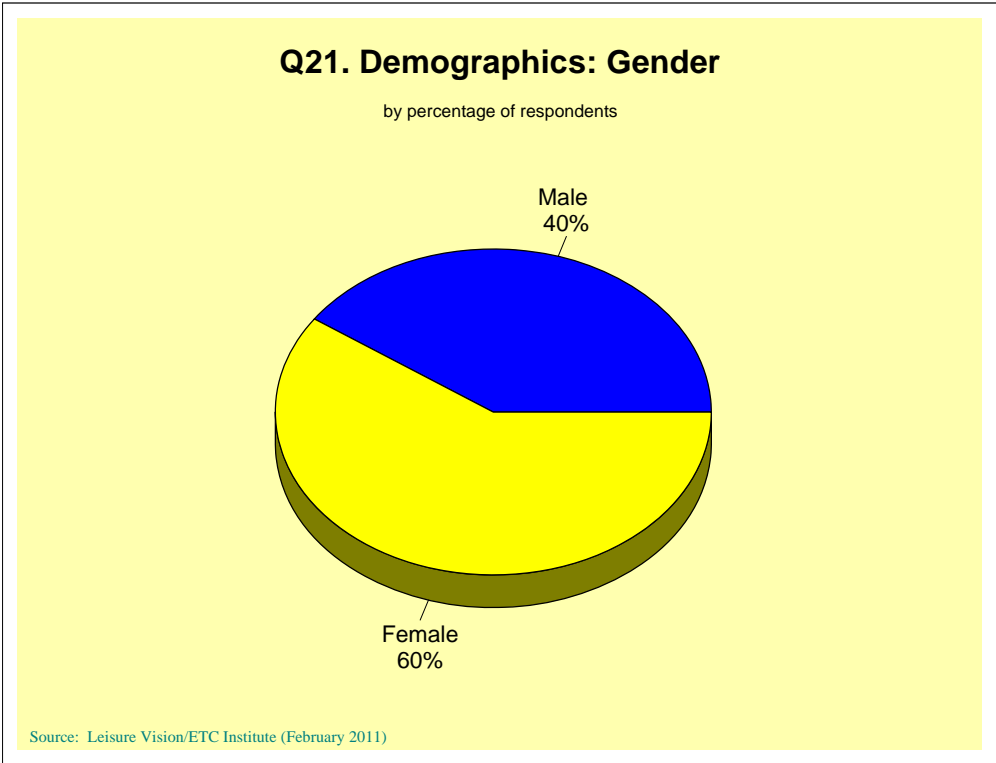
Source: Leisure Vision/ETC Institute (February 2011)

Q20. Demographics: Age of Respondents

by percentage of respondents

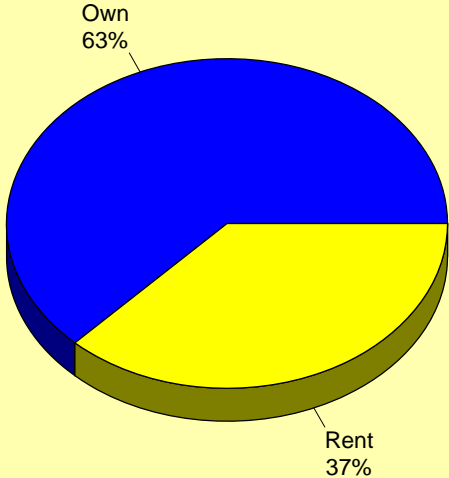


Source: Leisure Vision/ETC Institute (February 2011)



Q23. Demographics: Do You Own or Rent Your Residence?

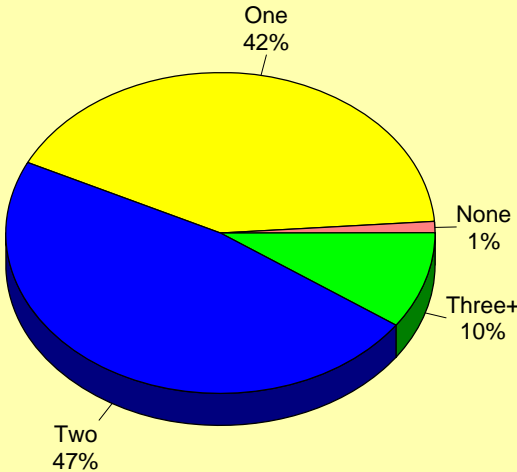
by percentage of respondents



Source: Leisure Vision/ETC Institute (February 2011)

Q24. Demographics: How Many Members of Your Household Are Registered Voters?

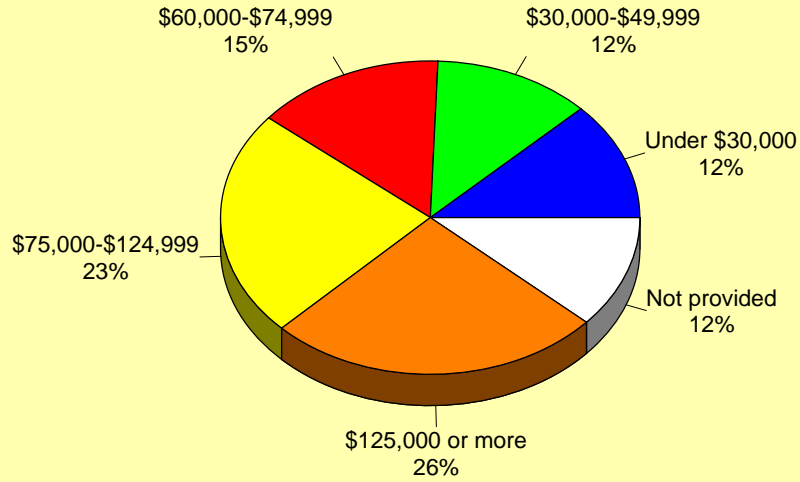
by percentage of respondents



Source: Leisure Vision/ETC Institute (February 2011)

Q25. Demographics: Total Annual Household Income

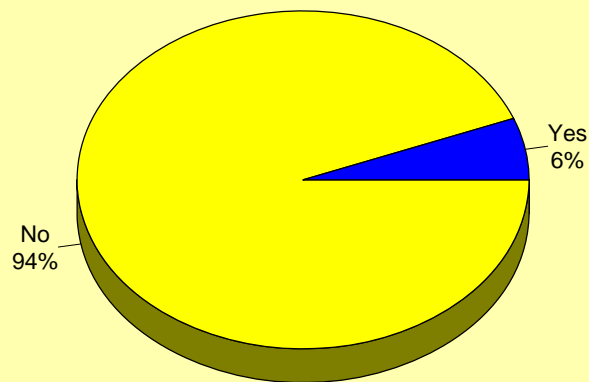
by percentage of respondents



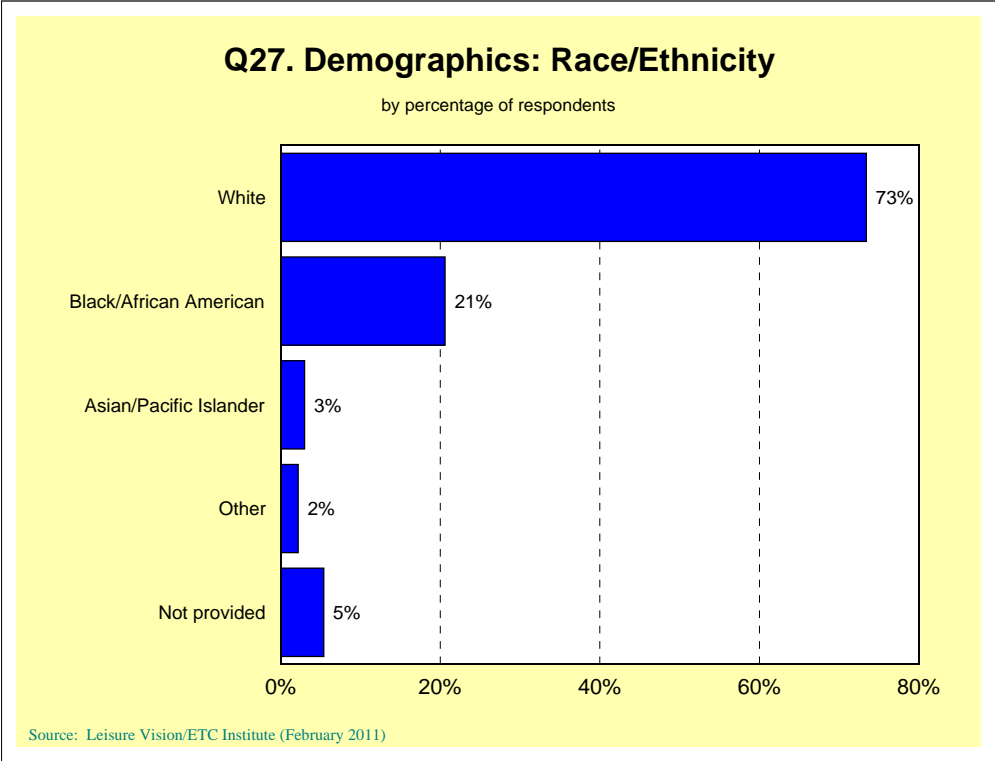
Source: Leisure Vision/ETC Institute (February 2011)

Q26. Demographics: Are You or Members of Your Household of Hispanic or Latin Ancestry?

by percentage of respondents



Source: Leisure Vision/ETC Institute (February 2011)



Section 3:
Benchmarking Comparisons

National and Illinois Benchmarking

Since 1998, Leisure Vision (a division of 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 600 communities in over 46 states across the country.

The results of these surveys has provided an unparalleled data base of information to compare responses from household residents in client communities to “National Averages” and therefore provide 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.

Communities within the following states are included within the National Benchmarking data base.

- **Arizona**
- **Arkansas**
- **California**
- **Colorado**
- **Connecticut**
- **Florida**
- **Georgia**
- **Kansas**
- **Kentucky**
- **Idaho**
- **Illinois**
- **Indiana**
- **Iowa**
- **Maine**
- **Massachusetts**
- **Michigan**
- **Minnesota**
- **Mississippi**
- **Missouri**
- **Montana**
- **Nevada**
- **New Hampshire**
- **New Jersey**
- **North Carolina**
- **Ohio**
- **Oklahoma**
- **Oregon**
- **Pennsylvania**
- **Rhode Island**
- **South Carolina**
- **Texas**
- **Utah**
- **Vermont**
- **Virginia**
- **Washington**
- **Wyoming**

“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.

The National Benchmarking Average includes the results of numerous communities from the State of Illinois. Results from household responses in the Park District of Oak Park were compared to the National Benchmarking Average, as well as the average of those communities with the State of Illinois to gain further strategic information. A summary of all tabular comparisons are shown on pages 3-6.

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 Park District of Oak Park is not authorized without written consent from Leisure Vision/ETC Institute.

Parks and Recreation Benchmarking for Needs Assessment Surveys				
		Oak Park	Illinois Average	National Average
Have you or members of your household visited any City/County/ Park District <u>parks</u> over the past year?				
	Yes	85%	77%	72%
	No	15%	23%	28%
How would you rate the quality of all the <u>parks</u> you've visited?				
	Excellent	31%	36%	31%
	Good	54%	53%	54%
	Fair	14%	10%	12%
	Poor	1%	1%	2%
	Don't know	0%	0%	1%
Have you or members of your household participated in City/County/Park District recreation <u>programs</u> during the past year?				
	Yes	38%	39%	30%
	No	62%	61%	70%
How would you rate the quality of all the <u>recreation programs</u> you've participated in?				
	Excellent	36%	37%	34%
	Good	53%	53%	54%
	Fair	10%	8%	10%
	Poor	1%	1%	2%
	Don't Know	0%	1%	1%

Parks and Recreation Benchmarking for Needs Assessment Surveys

	Oak Park	Illinois Average	National Average
Parks and recreation facilities that respondent households have a need for			
Walking trails	74%	73%	69%
Nature center/trails	60%	56%	55%
Oak Park Conservatory	58%	NA	NA
Indoor fitness and exercise facilities	51%	48%	46%
Outdoor recreational pools	50%	51%	44%
Community gardens	47%	NA	NA
Indoor swimming pool	45%	46%	44%
Indoor running/walking track	44%	44%	41%
Playgrounds	39%	45%	43%
Indoor ice skating facility	38%	30%	25%
Cheney Mansion	37%	NA	NA
Fine arts facility	37%	34%	35%
Passive areas	35%	NA	NA
Outdoor lap/competitive pools	35%	31%	28%
Outdoor tennis courts	35%	31%	26%
Pleasant Home	32%	NA	NA
Dog parks	30%	25%	26%
Indoor gymnasiums	29%	26%	26%
Outdoor ice skating facility	29%	25%	27%
Baseball and softball fields	27%	29%	28%
Facilities for seniors	27%	20%	23%
Soccer fields	25%	22%	22%
Teen facilities	23%	19%	19%
Outdoor basketball courts	22%	23%	24%
Outdoor volleyball courts	19%	15%	17%
Gymnastics facility	19%	17%	15%
Outdoor sports fields with synthetic turf	14%	NA	NA
Football fields	12%	10%	14%
Skateboarding park	12%	12%	13%

Parks and Recreation Benchmarking for Needs Assessment Surveys

	Oak Park	Illinois Average	National Average
Most important parks and recreation <u>facilities</u> (sum of top choices)			
Walking trails	36%	43%	42%
Nature center/trails	23%	21%	20%
Indoor swimming pool	23%	20%	17%
Oak Park Conservatory	21%	NA	NA
Indoor fitness and exercise facilities	21%	23%	19%
Outdoor recreational pools	21%	24%	18%
Playgrounds	19%	21%	21%
Community gardens	19%	NA	NA
Indoor running/walking track	15%	17%	15%
Dog parks	13%	12%	12%
Soccer fields	12%	9%	8%
Fine arts facility	11%	10%	11%
Indoor ice skating facility	10%	8%	6%
Outdoor tennis courts	9%	8%	7%
Baseball and softball fields	9%	13%	12%
Passive areas	8%	NA	NA
Facilities for seniors	7%	8%	9%
Outdoor lap/competitive pools	7%	9%	8%
Pleasant Home	6%	NA	NA
Cheney Mansion	5%	NA	NA
Outdoor basketball courts	5%	4%	5%
Outdoor ice skating facility	4%	5%	6%
Teen facilities	4%	5%	5%
Gymnastics facility	4%	3%	4%
Indoor gymnasiums	3%	6%	7%
Football fields	3%	2%	3%
Outdoor sports fields with synthetic turf	2%	NA	NA
Skateboarding park	2%	2%	3%
Outdoor volleyball courts	2%	1%	3%

Parks and Recreation Benchmarking for Needs Assessment Surveys

	Oak Park	Illinois Average	National Average
Ways respondents learn about recreation programs and activities			
Park District brochure	78%	77%	53%
Newspaper	41%	33%	40%
From friends and neighbors	39%	36%	42%
Park District website	38%	23%	16%
Materials at Park District facilities	18%	19%	18%
School fliers/newsletters	13%	19%	17%
Park District e-newsletter	12%	NA	NA
Promotions at Park District events	7%	11%	13%
Conversations with Park District staff	5%	7%	6%
Social media e.g. Facebook and Twitter	3%	NA	NA
Satisfaction with the overall value received from the parks and recreation department			
Very Satisfied	26%	31%	26%
Somewhat Satisfied	36%	35%	35%
Neutral	16%	17%	19%
Somewhat Dissatisfied	5%	5%	5%
Very Dissatisfied	3%	4%	3%
Don't Know	14%	10%	12%

Section 13:
Survey Instrument



Park District of Oak Park

218 Madison Street • Oak Park, Illinois 60302 • Phone: (708) 383-0002 • Fax: (708) 383-5702 • www.oakparkparks.com

park districts:

- reduce crime
- lower healthcare costs
- build self-esteem
- boost local economies
- increase property values
- promote healthy lifestyles
- encourage community pride
- strengthen neighborhoods
- provide jobs
- attract new business
- lengthen lives
- provide nature education
- increase accessibility
- protect the environment
- preserve land
- bring happiness
- reduce stress
- control weight
- conquer boredom
- offer safe play areas
- believe fun is essential
- build family unity
- increase tourism
- diminish gangs
- promote cultural diversity
- the benefits are endless**

Help Shape the Future of Parks & Recreation in Oak Park!

October 2010

Dear Oak Park Resident:

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

The Park District of Oak Park is conducting a Community Attitude and Interest Survey to identify parks and recreation needs and establish priorities for the future development of facilities, programs and services 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.

For additional information...

Certain survey questions refer to master plans and capital improvement projects. If you want additional information regarding these Park District efforts before completing the questions, please visit www.oakparkparks.com and select Future Plans/Current Projects in the footer.

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

Leisure Vision/ETC Institute, an independent research firm specializing in parks and recreation systems, has been selected to conduct this survey. Follow-up phone calls will be made by Leisure Vision following this mailing to encourage completion of the survey and/or collect data by phone. The data received will be compiled, and the results will be presented to the Park District. **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 contact Diane Stanke, Manager of Communications, at 708.725.2022 or dianes@oakparkparks.com. Your input is critical in setting the future direction of the Park District of Oak Park. Please take this opportunity to let your voice be heard!

Sincerely,

Mark Gartland, President
Board of Park Commissioners
Park District of Oak Park





The Park District of Oak Park would like your input to help determine parks and recreation priorities throughout our community over the next several years. This survey will take approximately 10-15 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. Counting yourself, how many people live in your household? _____

2. Counting yourself, how many people in your household are ...?

Under 5 years _____ 15 - 19 years _____ 35 - 44 years _____ 65+ years _____
 5 - 9 years _____ 20 - 24 years _____ 45 - 54 years _____
 10 - 14 years _____ 25 - 34 years _____ 55 - 64 years _____

3. Have you or members of your household visited any of the Park District of Oak Park parks during the past year?

____(1) Yes (Please answer question #3a) _____(2) No (Please go to question #4)

3a. Overall how would you rate the physical condition of ALL the parks in Oak Park that you have visited?

____(1) Excellent _____(3) Fair (need some improvements)
 ____ (2) Good _____(4) Poor (need many improvements)

4. Have you or other members of your household participated in any programs offered by the Park District during the past 12 months?

____(1) Yes (Please answer question #4a) _____(2) No (Please go to question #5)

4a. How would you rate the quality of the programs you and members of your household participated in?

____(1) Excellent _____ (3) Fair
 ____ (2) Good _____ (4) Poor

5. The Park District offers a variety of programs for all age groups and household types. On a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied" please circle the number which corresponds to you and your household's satisfaction with the CURRENT LEVEL of recreational programming and facilities at the Park District that serve the following age groups.

	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Don't Know
(A) Pre-school age children	5	4	3	2	1	9
(B) Elementary school youth (K-5 th grades)	5	4	3	2	1	9
(C) Middle school youth (6th-8th grades).....	5	4	3	2	1	9
(D) High school youth (9th-12th grades)	5	4	3	2	1	9
(E) Young adults (ages 19-24).....	5	4	3	2	1	9
(F) Adults (ages 25-64).....	5	4	3	2	1	9
(G) Senior Adults (ages 65 and over).....	5	4	3	2	1	9
(H) Families.....	5	4	3	2	1	9

6. Please indicate if YOU or any member of your HOUSEHOLD has a need for each of the parks and recreation facilities listed below by circling the YES or NO next to the park/facility.

If YES, you have a need, please rate to what extent the Park District meets the needs of you and your household on a scale of 1 to 5, where 5 means “100% Meets Needs” and 1 means “Does Not Meet Needs.”

Type of Facility	Do You Have a Need for this Facility?		If YES You Have a Need, To What Extent Does the Park District Meet Your Needs?				
	Yes	No	100% Met	75% Met	50% Met	25% Met	0% Met
A. Community gardens	Yes	No	5	4	3	2	1
B. Nature center/trails	Yes	No	5	4	3	2	1
C. Walking trails	Yes	No	5	4	3	2	1
D. Dog parks	Yes	No	5	4	3	2	1
E. Playgrounds	Yes	No	5	4	3	2	1
F. Skateboarding park	Yes	No	5	4	3	2	1
G. Soccer fields	Yes	No	5	4	3	2	1
H. Baseball and softball fields	Yes	No	5	4	3	2	1
I. Football fields	Yes	No	5	4	3	2	1
J. Outdoor sports fields with synthetic turf	Yes	No	5	4	3	2	1
K. Outdoor tennis courts	Yes	No	5	4	3	2	1
L. Outdoor lap/competitive pools	Yes	No	5	4	3	2	1
M. Outdoor recreational pools	Yes	No	5	4	3	2	1
N. Outdoor basketball courts	Yes	No	5	4	3	2	1
O. Outdoor volleyball courts	Yes	No	5	4	3	2	1
P. Outdoor ice skating facility	Yes	No	5	4	3	2	1
Q. Indoor ice skating facility	Yes	No	5	4	3	2	1
R. Indoor swimming pool	Yes	No	5	4	3	2	1
S. Indoor gymnasiums	Yes	No	5	4	3	2	1
T. Indoor fitness and exercise facilities	Yes	No	5	4	3	2	1
U. Indoor running/walking track	Yes	No	5	4	3	2	1
V. Gymnastics facility	Yes	No	5	4	3	2	1
W. Facilities for seniors	Yes	No	5	4	3	2	1
X. Oak Park Conservatory	Yes	No	5	4	3	2	1
Y. Cheney Mansion	Yes	No	5	4	3	2	1
1. Pleasant Home	Yes	No	5	4	3	2	1
2. Fine arts facility	Yes	No	5	4	3	2	1
3. Teen facilities	Yes	No	5	4	3	2	1
4. Passive areas	Yes	No	5	4	3	2	1

7. Which **FOUR** of the facilities from the list in Question #6 are most important to your household?
 [Please write in the letters/numbers below for your 1st, 2nd, 3rd and 4th choices from Question #6 above, or select NONE.]

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

8. The Park District maintains a gymnastics facility and conducts gymnastics programs for youth from toddlers to teenagers. Have you or any members of your household utilized this gymnastics facility or enrolled in any of the gymnastics programs?

- ___ (1) Yes, during the past year (Please answer question #8a)
- ___ (2) Yes, but more than a year ago (Please answer question #8a)
- ___ (3) No (Please go to question #9)

8a. On a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied” please circle the number which corresponds to you and your household’s satisfaction with the following characteristics of the current gymnastics facility and programming.

	<u>Very Satisfied</u>	<u>Somewhat Satisfied</u>	<u>Neutral</u>	<u>Somewhat Dissatisfied</u>	<u>Very Dissatisfied</u>	<u>Don't Know</u>
(A) The size of the gymnastics facility	5	4	3	2	1	9
(B) The adequacy of parking	5	4	3	2	1	9
(C) Availability of classes to meet your household's needs	5	4	3	2	1	9
(D) Ease of registration	5	4	3	2	1	9

9. The Park District also operates Ridgeland Common as a core recreation complex with a number of facilities including an outdoor 50-meter pool, a seasonal indoor ice rink, lighted sports fields, a seasonal indoor soccer arena, a temporary dog park and more. From the following list, please indicate how often you and members of your household have used each of the following facilities at Ridgeland Common during the past 12 months by circling the appropriate number to the right of each facility.

<u>Times your household used facility during past 12 months</u>	<u>Never</u>	<u>1-9 times</u>	<u>10-24 times</u>	<u>25-49 times</u>	<u>50+ times</u>
(A) Indoor ice rink	1	2	3	4	5
(B) Indoor soccer field	1	2	3	4	5
(C) 50 meter outdoor pool	1	2	3	4	5
(D) Wading pool.....	1	2	3	4	5
(E) Lighted sports fields.....	1	2	3	4	5
(F) Sled hill	1	2	3	4	5
(G) Comstock Room (multi-purpose room)	1	2	3	4	5
(H) Temporary Dog Park	1	2	3	4	5
(I) Dog Park Plus (weekend mornings).....	1	2	3	4	5
(J) Parking Lot	1	2	3	4	5
(K) Restrooms	1	2	3	4	5
(L) Concession Stand	1	2	3	4	5

10. Overall, how satisfied are you with the Ridgeland Common facilities mentioned above that are used by you and members of your household? Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

- | | |
|---|---|
| <input type="checkbox"/> (5) Very Satisfied | <input type="checkbox"/> (2) Somewhat Dissatisfied |
| <input type="checkbox"/> (4) Somewhat Satisfied | <input type="checkbox"/> (1) Very Dissatisfied |
| <input type="checkbox"/> (3) Neutral | <input type="checkbox"/> (9) Don't Know/Have not visited Ridgeland Common |

11. Please check ALL of the ways you learn about Park District of Oak Park plans, programs and activities.

- | | |
|--|--|
| <input type="checkbox"/> (01) Park District brochure | <input type="checkbox"/> (07) School fliers/newsletters |
| <input type="checkbox"/> (02) Park District website | <input type="checkbox"/> (08) Promotions at Park District events |
| <input type="checkbox"/> (03) Newspaper | <input type="checkbox"/> (09) Conversations with Park District staff |
| <input type="checkbox"/> (04) Social media e.g. Facebook and Twitter | <input type="checkbox"/> (10) Park District e-newsletter |
| <input type="checkbox"/> (05) Materials at Park District facilities | <input type="checkbox"/> (11) Other _____ |
| <input type="checkbox"/> (06) From friends and neighbors | |

12. Following a tax referendum in 2005 to provide greater public funding for capital projects the the Park District determined that rather than focusing on just a few major building and renovation projects, it would implement a program of renovating parks and park facilities following a "balanced approach" that would stretch its increased funding capability over time by phasing renovations and repairs of facilities, such as sports fields, playgrounds, community centers, historical properties, etc. in all parks.

Most of these improvements have been guided by the development of park and facilities master plans that have been shaped with public input in a series of community meetings. Which ONE of the following statements describes your involvement in the master planning process for parks and facilities?

- | |
|--|
| <input type="checkbox"/> (1) I have attended a master plan meeting |
| <input type="checkbox"/> (2) I have not attended a master plan meeting but have heard or read about the master plans |
| <input type="checkbox"/> (3) I am not aware of the master plan process. |

13. Overall, how satisfied are you with the manner in which the Park District has managed its capital resources and directed its expenditures in seeking a "balanced approach" to renovation and improvement for such things as parks, sports fields, playgrounds, tot lots, recreation centers and historic properties?

- | | |
|---|--|
| <input type="checkbox"/> (5) Very Satisfied | <input type="checkbox"/> (2) Somewhat Dissatisfied |
| <input type="checkbox"/> (4) Somewhat Satisfied | <input type="checkbox"/> (1) Very Dissatisfied |
| <input type="checkbox"/> (3) Neutral | <input type="checkbox"/> (9) Don't Know |

14. To what extent does the Park District of Oak Park make a difference in the health of you or other members of your household? (Please check one)

- ____(1) The Park District makes no difference.
- ____(2) The Park District makes little difference.
- ____(3) The Park District helps to maintain a healthy lifestyle.
- ____(4) The Park District has actually improved my health or the health of someone in my household.
- ____(5) Don't know.

15. On a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied" please rate your satisfaction with the following parks and recreation services provided by the Park District of Oak Park.

<u>Park District of Oak Park Facilities and Services</u>		Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Don't Know
A.	Quality of early childhood programs for 0-6 years of age	5	4	3	2	1	9
B.	Quality of youth programs	5	4	3	2	1	9
C.	Quality of adult programs	5	4	3	2	1	9
D.	Quality of programs and facilities for adults 55 years of age and older	5	4	3	2	1	9
E.	Ease of registering for programs	5	4	3	2	1	9
F.	Availability of information about Park District programs and facilities	5	4	3	2	1	9
G.	Park District website	5	4	3	2	1	9
H.	Fees charged for recreation programs	5	4	3	2	1	9
I.	Accessibility of facilities	5	4	3	2	1	9

16. Which TWO of the parks and recreation services listed in Question #15 do you think should receive the most attention from Park District of Oak Park officials over the next TWO years?

[Please write in the letters below for your 1st and 2nd choices using the letters in Question #15 above, or select 'NONE'.]

1st: _____ 2nd: _____ NONE: _____

17. Considering all of the facilities and programs it offers, how satisfied are you with the overall value your household receives from the Park District of Oak Park? Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

- ____ (5) Very Satisfied
- ____ (4) Somewhat Satisfied
- ____ (3) Neutral
- ____ (2) Somewhat Dissatisfied
- ____ (1) Very Dissatisfied
- ____ (9) Don't Know

Please tell us a little about yourself

20. What is your age? _____

21. Your sex: ____(1) Male ____(2) Female

22. How long have you lived in Oak Park? _____ years

23. Do you own or rent your residence? (check one)
 ____(1) Own ____(2) Rent

24. How many members of your household are registered voters? _____

25. What is your total annual household income? (check one)
 ____(1) Under \$30,000 ____(3) \$50,000-\$74,999 ____(5) Over \$125,000
 ____(2) \$30,000-\$49,999 ____(4) \$75,000-\$124,999

26. Are you or members of your household of Hispanic or Latin ancestry?
 ____(1) Yes ____(2) No

27. How would you describe your race? [please check all that apply]
 ____ (1) Asian/Pacific Islander ____ (4) Black/African American
 ____ (2) White ____ (5) Other: _____
 ____ (3) American Indian

28. Do you have any other comments:

This concludes the survey. Thank you for your time.
Please return your completed survey in the enclosed return-reply envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your response will remain *Completely Confidential*.
The information printed on the sticker to the right will ONLY be used to help identify which areas of Oak Park have different needs for programs and services. If your address is not correct, please provide the correct information.
Thank you