
2009-2010 Community Survey **Executive Summary Report**

Overview of the Methodology

The Woodridge Park District conducted a Community Survey as part of a Strategic Plan during November and December of 2009. The purpose of the survey was to establish priorities for the future improvement of parks and recreation facilities, programs and services within the community. The survey was designed to obtain statistically valid results from households throughout the Woodridge Park District. The survey was administered by a combination of mail and phone.

Leisure Vision worked extensively with Woodridge Park District 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 2,500 households throughout the Woodridge Park District. Approximately three days after the surveys were mailed each household that received a survey also received an electronic 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 was to obtain a total of at least 500 completed surveys from Woodridge Park District households. This goal was accomplished, with a total of 508 surveys having been completed. The results of the random sample of 508 households have a 95% level of confidence with a precision of at least +/-4.3%.

The following pages summarize major survey findings.

Major Survey Findings

- **Visiting Park District Parks.** Eighty-four percent (84%) of households have visited Woodridge Park District parks during the past year. This is significantly higher than the national benchmarking average of 72%.

Of the 84% of households that have visited Park District parks during the past year, 94% rated the physical condition of the parks they've visited as either excellent (46%) or good (48%). This is significantly higher than the national benchmarking average of 85% of households who rated the physical condition of parks as either excellent or good. In addition, 6% of households rated the physical condition of parks as fair and less than 1% rated them as poor.

- **Participating in Park District Programs.** Thirty-seven percent (37%) of households have participated in Woodridge Park District recreation programs during the past year. This is higher than the national benchmarking average of 30%.

Of the 37% of households that have participated in Park District recreation programs during the past year, 95% rated the overall quality of the programs they've participated in as either excellent (40%) or good (55%). This is higher than the national benchmarking average of 87% of households who rated the quality of programs as either excellent or good. In addition, 5% of households rated the quality of programs as fair and less than 1% rated them as poor.

- **Reasons Preventing Households from Using Park District Parks, Facilities and Programs.** Twenty-four percent (24%) of households indicated there are reasons they don't use Woodridge Park District parks, recreation and sports facilities and programs more often. Of this 24%, the most frequently mentioned reasons preventing households from using parks, facilities and programs more often are: program times are not convenient (39%), program or facility not offered (23%), fees are too high (19%), and programs did not seem interesting (18%).

- **Ways Respondents Learn about Programs and Activities.** Seventy-five percent (75%) of respondents have learned about Woodridge Park District programs and activities through the Woodridge Park District Brochure. The other most frequently mentioned ways that respondents have learned about Park District programs and activities are: Park District website (33%), newspaper articles/advertisements (30%), friends and neighbors (23%), and the "Pathways" newsletter (23%).

- **Level of Satisfaction with Various Parks and Recreation Services.** The Woodridge Park District parks and recreation services that the highest percentage of households are very or somewhat satisfied with are: cleanliness of parks and facilities (90%), distance of a park to your home (89%), quality of overall park and facility maintenance (89%), quality of playground equipment (87%), and safety in parks (84%) and quality of outdoor athletic fields (83%).
- **Need for Parks and Recreation Facilities.** The parks and recreation facilities that the highest percentage of households have a need for are: neighborhood parks (75%), bicycle pathway system (64%), large community parks (62%), outdoor swimming pool/water park (62%) and a nature center with trails (60%).
- **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: neighborhood parks (34%), bicycle pathway system (28%), indoor fitness and exercise facility (25%), indoor running and walking track (22%), and an indoor swimming pool/leisure pool (20%).
- **Need for Recreation Programs/Activities.** The recreation programs/activities that the highest percentage of households have a need for are: Farmer's Market (51%), Park District special events (39%), year round water fitness programs (31%), and lifelong learning/enrichment classes (29%).
- **Most Important Recreation Programs/Activities.** Based on the sum of their top four choices, the recreation programs/activities that households rated as the most important are: Farmer's Market (35%), Park District special events (18%), lifelong learning/enrichment classes (17%), and year round water fitness programs (16%).
- **Recreation Programs/Activities Participated in Most Often at Park District Facilities.** Based on the sum of their top four choices, the recreation programs/activities that households participate in most often at Woodridge Park District facilities are: Park District special events (19%), youth learn-to-swim programs (6%), Farmer's Market (5%), and special athletic events (5%).
- **Need for Youth/Adult Programs/Activities.** The youth/adult recreation programs/activities that the highest percentage of households have a need for are: adult fitness and wellness programs (46%), recreational youth sports programs (23%), and adult sports programs and leagues (23%).

- **Potential Indoor Programming Spaces.** The potential indoor programming spaces that the highest percentage of households would use are: walking and jogging track (67%), weight room/cardiovascular equipment area (54%), aerobics/fitness/dance class space (47%), and exercise facility for adults age 50+ (34%).
- **Most Preferred Options Regarding Indoor Programming Space.** Eighty-two percent (82%) of respondents support some method of developing indoor programming spaces. This includes 41% who support either the Park District developing a stand-alone community center or developing indoor programming spaces in partnership with School District #68, 24% who prefer the Park District developing a stand-alone community center, and 17% who prefer developing indoor programming spaces in partnership with School District #68. Only 12% do not support the Park District developing a stand-alone community center or developing indoor programming spaces in partnership with School District #68, and 6% did not provide a response.
- **Allocation of \$100 among Various, Parks, Trails, Sports and Recreation Facilities.** Respondents would allocate \$39 out of \$100 towards the development of a community recreation center. The remaining \$61 was allocated as follows: improvements/maintenance of existing parks, aquatic, and recreation facilities (\$29), development of new indoor multi-sports fields (\$12), acquisition of new park land and open space (\$10), improvements to existing sports fields (\$7), development of new outdoor sports fields (\$3).
- **Organizations Used for Indoor and Outdoor Recreation Activities.** Fifty-three percent (53%) of households have used the Woodridge Park District for indoor and outdoor recreation activities during the past 12 months. The other most frequently mentioned organizations that households have used are: neighboring cities/counties/state parks (39%), private fitness clubs (37%), and County Forest Preserve Districts (31%).
- **Level of Satisfaction with the Overall Value Received from the Woodridge Park District.** Sixty-nine percent (69%) of respondents are either very satisfied (27%) or somewhat satisfied (42%) with the overall value their household receives from the Woodridge Park District. Only 5% of respondents are either somewhat dissatisfied (4%) or very dissatisfied (1%). In addition, 16% of respondents rated the Park District as “neutral”, and 10% indicated “don’t know”.