

Woodridge Park District Citizen Survey

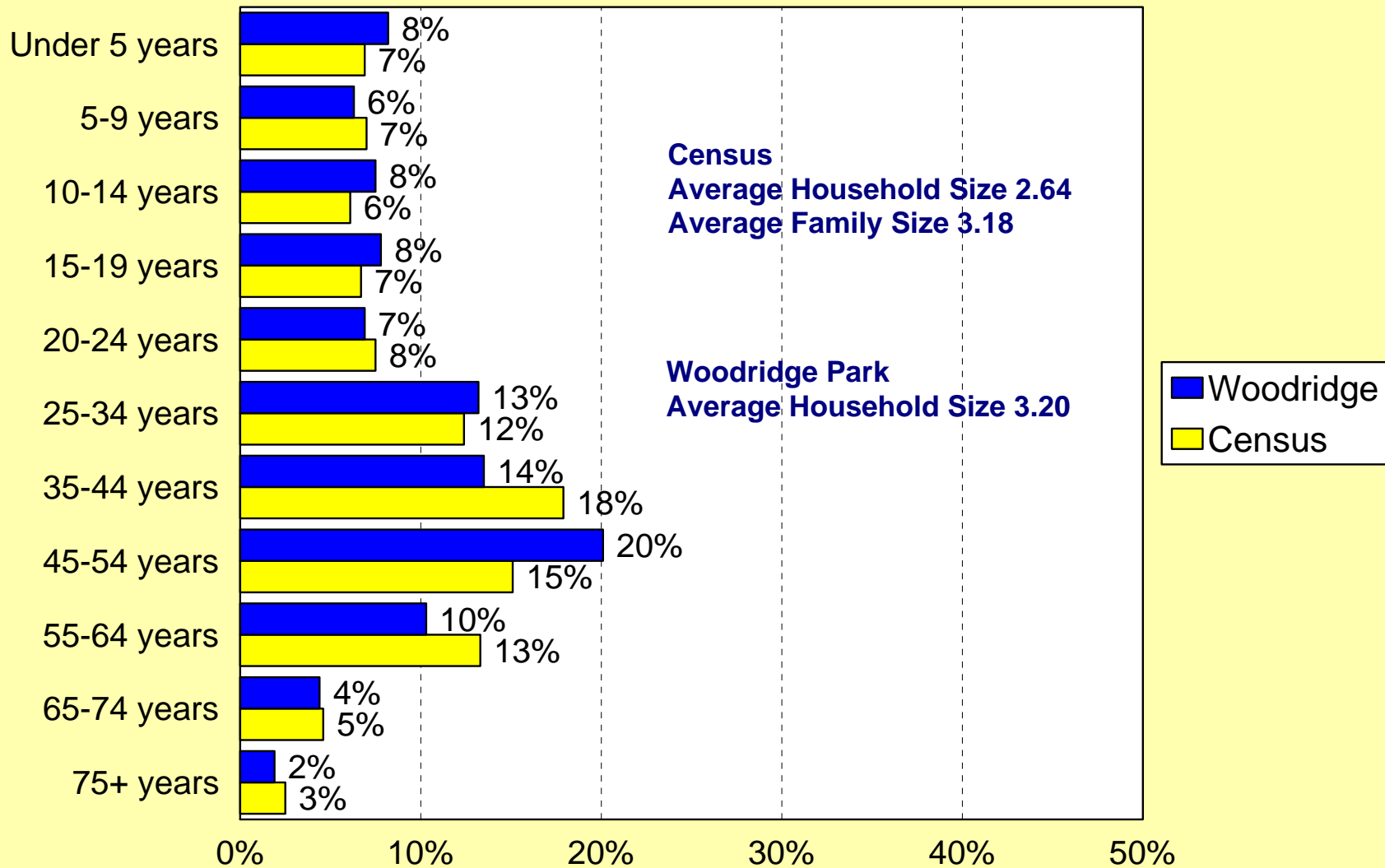
- *Questions on full range of usage, customer satisfaction, needs, unmet needs, and priorities questions*
- *Goal of 500 completed surveys.*
- *Actually completed 508 surveys. Results have 95% level of confidence with a margin of error of +/-4.4%*

Special Demographic Breakdowns

- *Household type*
- *Age of respondent*
- *Gender*
- *Neighborhood*
- *Household income*
- *Participation in programs*
- *Usage of parks*

Q2. Demographics: Ages of People in Household

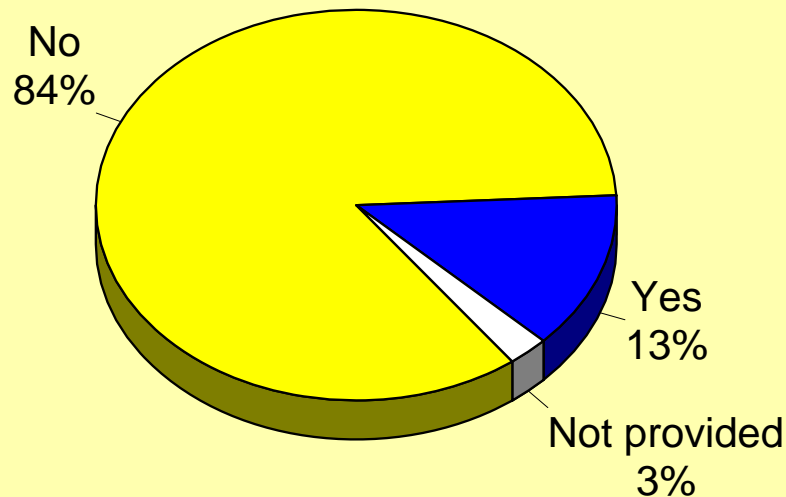
by percentage of household occupants



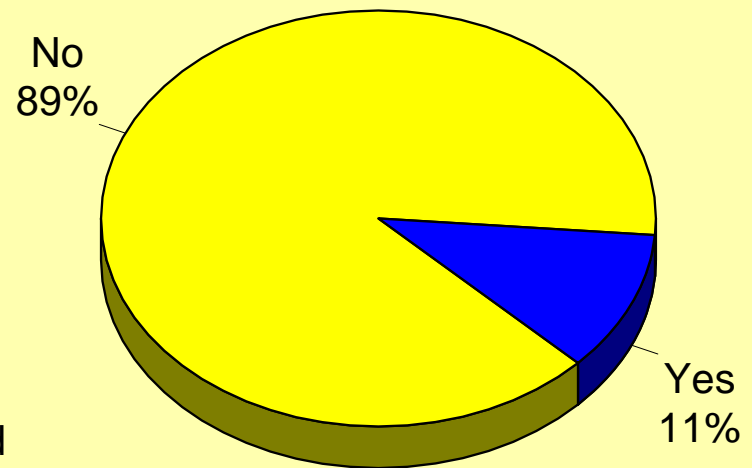
Q26. Demographics: Are You or Members of Your Household of Hispanic or Latin Ancestry?

by percentage of respondents

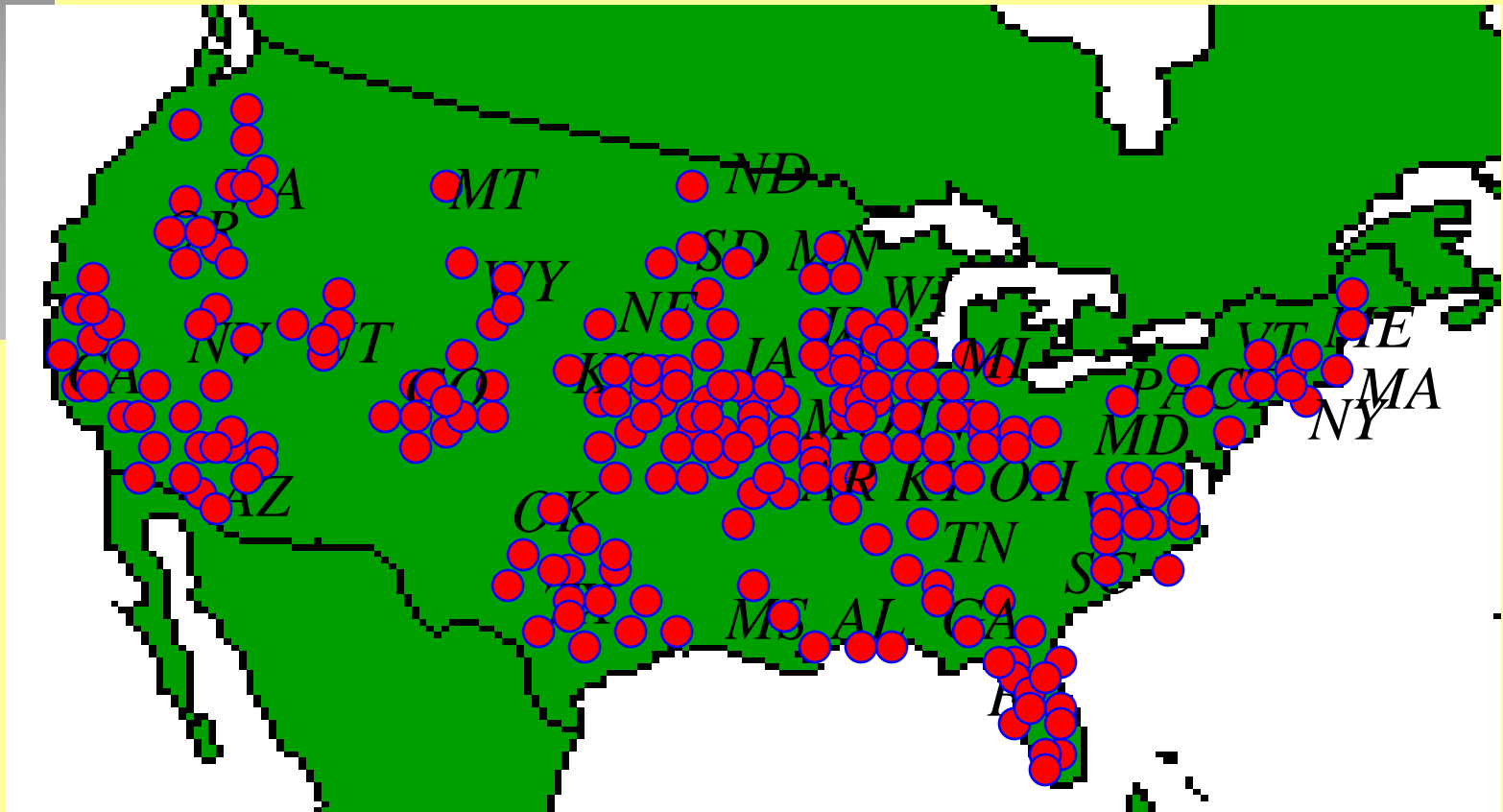
Survey



U.S. Census



*Leisure Vision- More than 600 Needs
Assessment Surveys in 46 States*



*Benchmarking Comparisons to
Illinois and National Clients*

Leisure Vision

Illinois Clients Include:

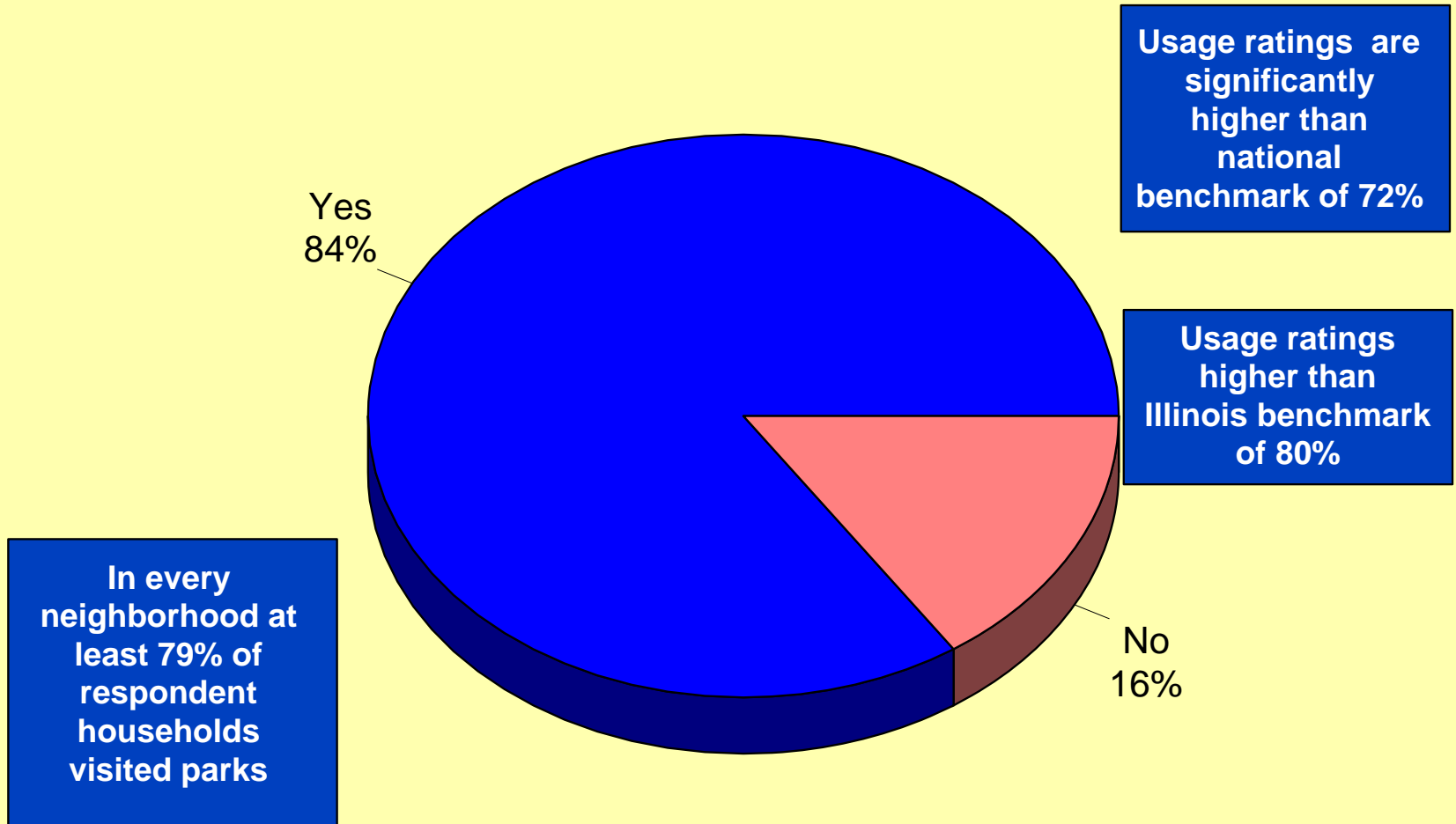
- *Wheeling Park Dist.*
- *Champaign Park Dist.*
- *Mundelein Park Dist.*
- *Schaumburg Park Dist.*
- *Elk Grove Park Dist.*
- *Highland Park District*
- *City of Rock Island
Parks and Rec. Dept.*
- *Winnetka Park Dist.*
- *Gurnee Park Dist.*
- *River Trails Park Dist.*
- *Hoffman Estates*
- *Deerfield Park Dist.*
- *Lindenhurst Park Dist.*
- *Carol Stream Park Dist.*
- *Urbana Park Dist.*
- *Downers Grove Park Dist.*
- *Lisle Park Dist*
- *Freeport Park Dist.*
- *Northbrook Park District*
- *Park District of Oak Park*
- *Des Plaines Park Dist.*
- *Glenview Park District*
- *Sugar Grove Park Dist.*
- *Lake Bluff Park District*

Presentation

- *Usage and satisfaction with current Park District services*
- *Needs, unmet needs, and priorities for Park District services*
- *Indoor recreation spaces*
- *Questions*

Q3. Have You or Members of Your Households Visited Any Woodridge Park District Parks During the Past Year?

by percentage of respondents

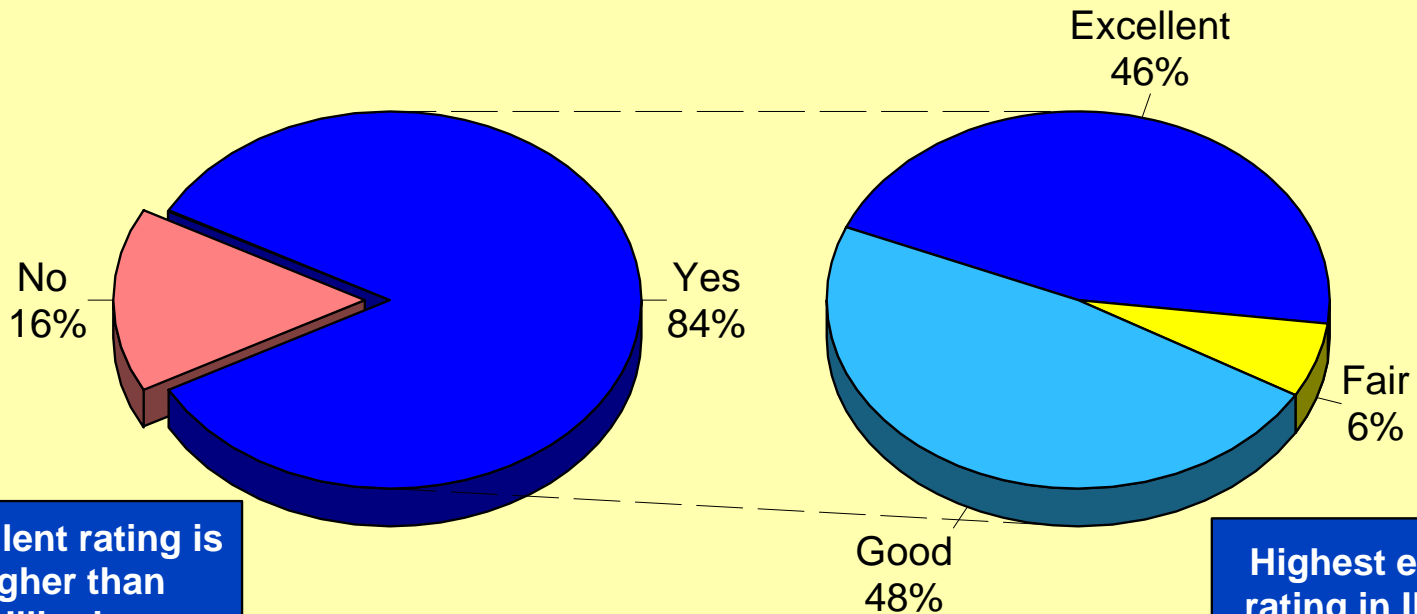


Q3. Have You or Members of Your Households Visited Any Woodridge Park District Parks During the Past Year?

by percentage of respondents

Excellent rating is higher than national benchmark of 31%

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



Excellent rating is higher than Illinois benchmark of 37%

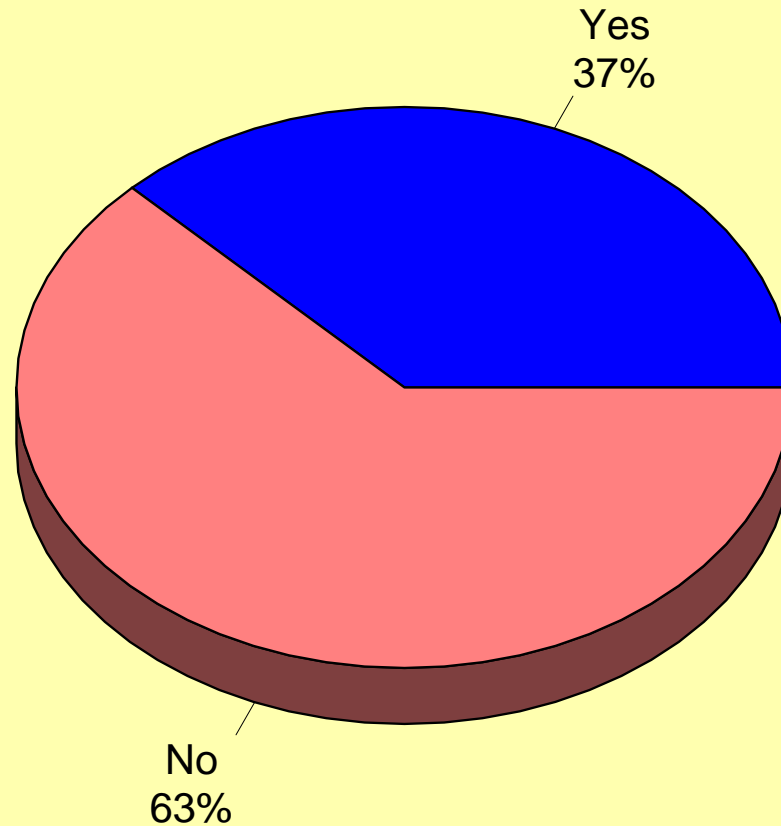
Highest excellent rating in Illinois is 48%

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

by percentage of respondents

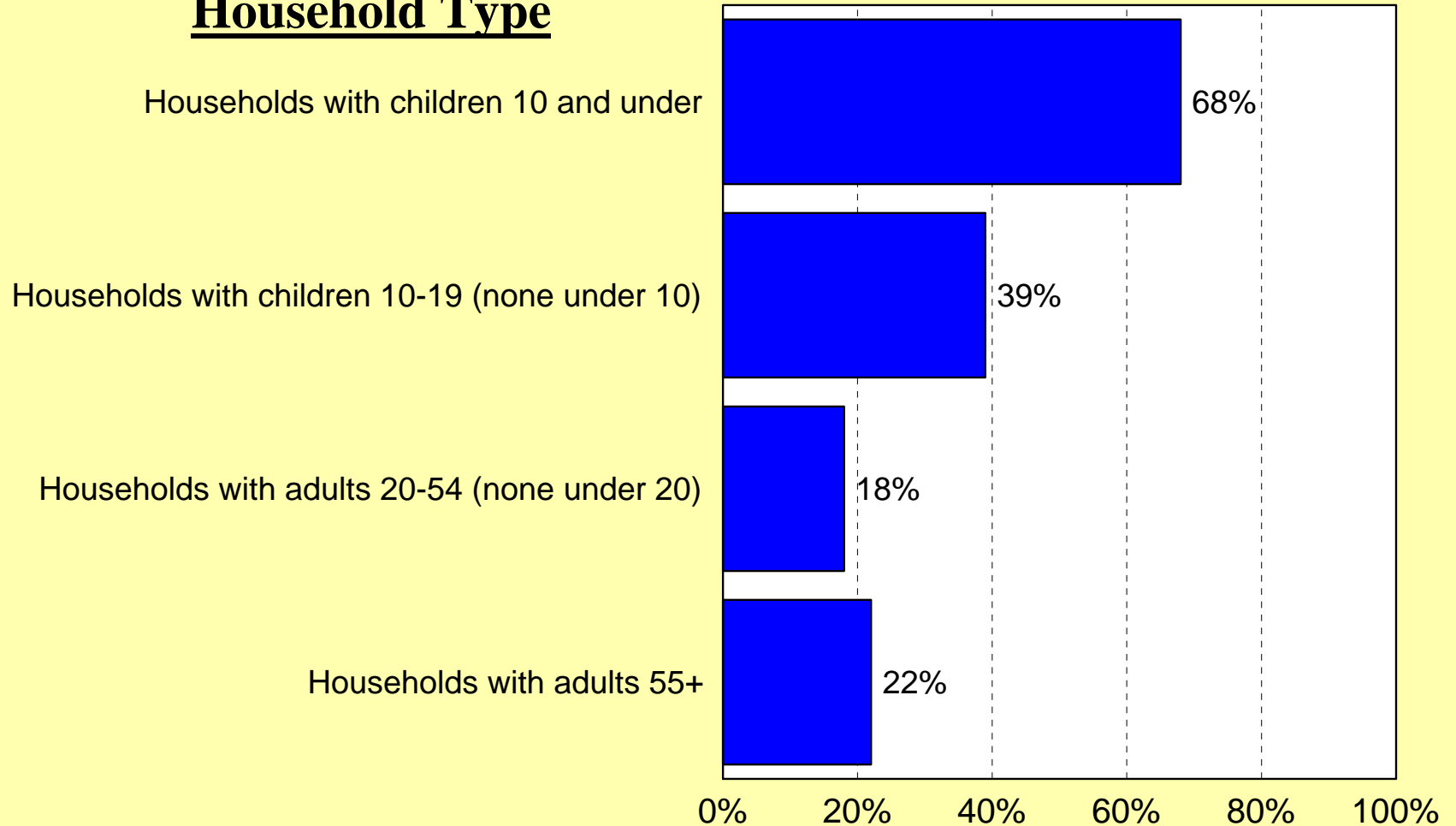
Participation in programs is higher than national benchmark of 30%

Excellent rating is comparable to Illinois benchmark of 38%



Q4. Have You or Members of Your Households Participated in Any Recreation Programs or Utilized Any Recreation Facilities Offered by the Woodridge Park District During the Past 12 Months?

Household Type

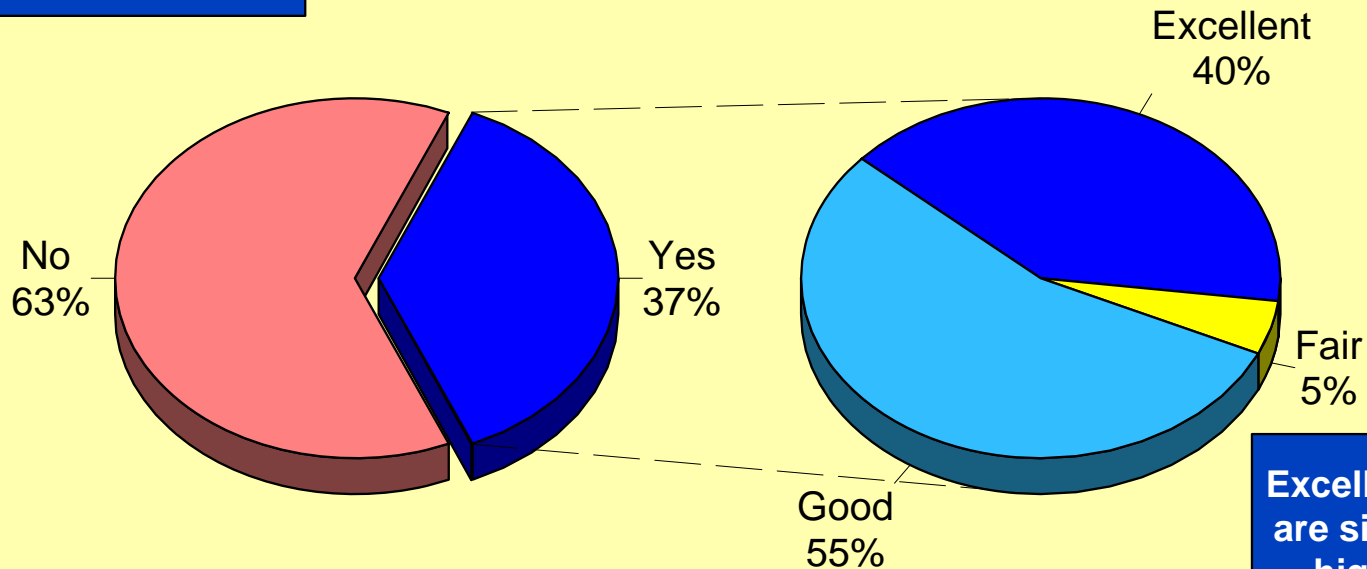


Q4. Have You or Members of Your Households Participated in Any Recreation Programs Offered by the Woodridge Park District During the Past 12 Months?

by percentage of respondents

Excellent ratings are significantly higher than national benchmark of 34%

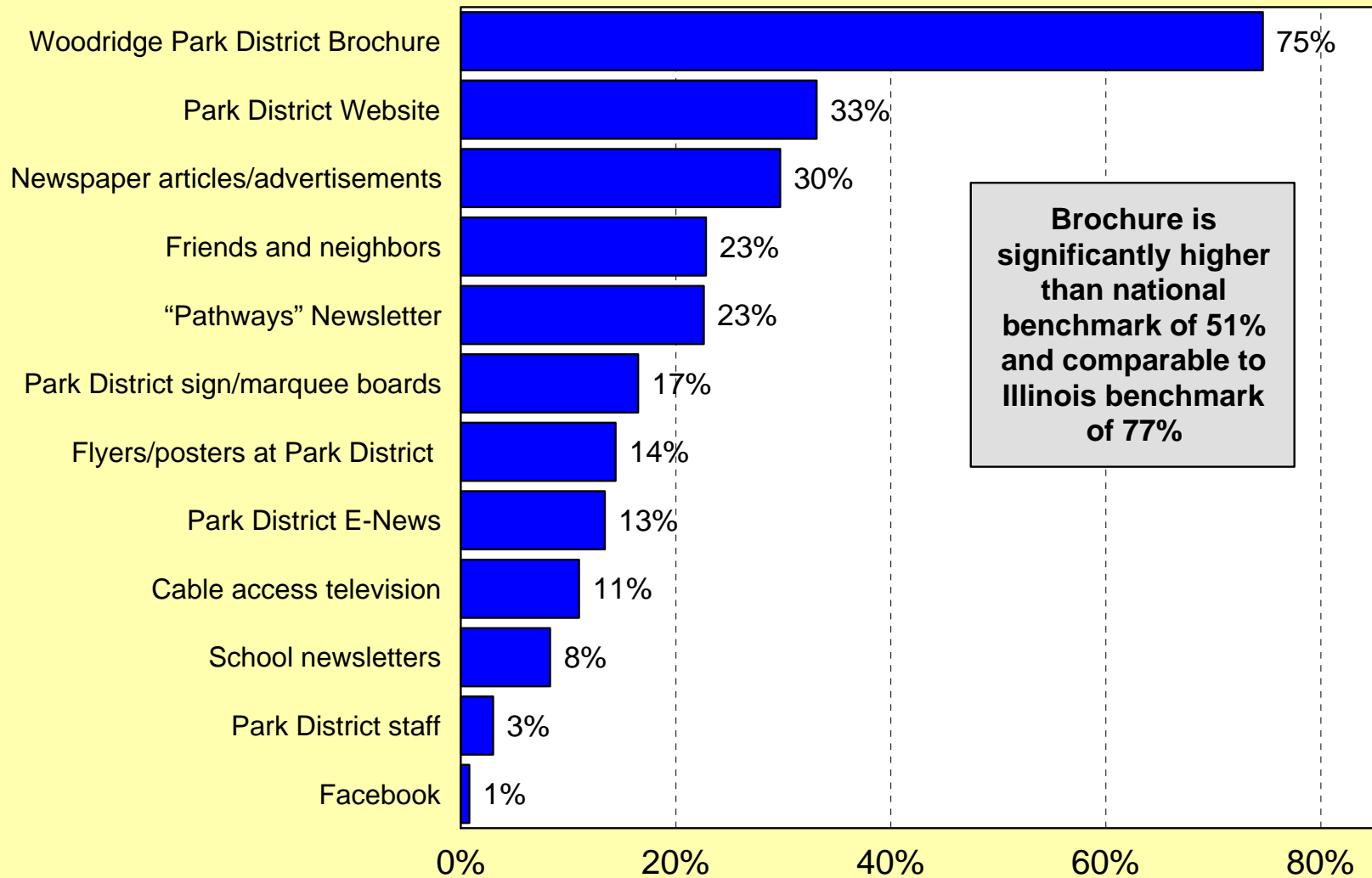
Q4a. How Would You Rate the Overall Quality of Programs That Your Household Has Participated in?



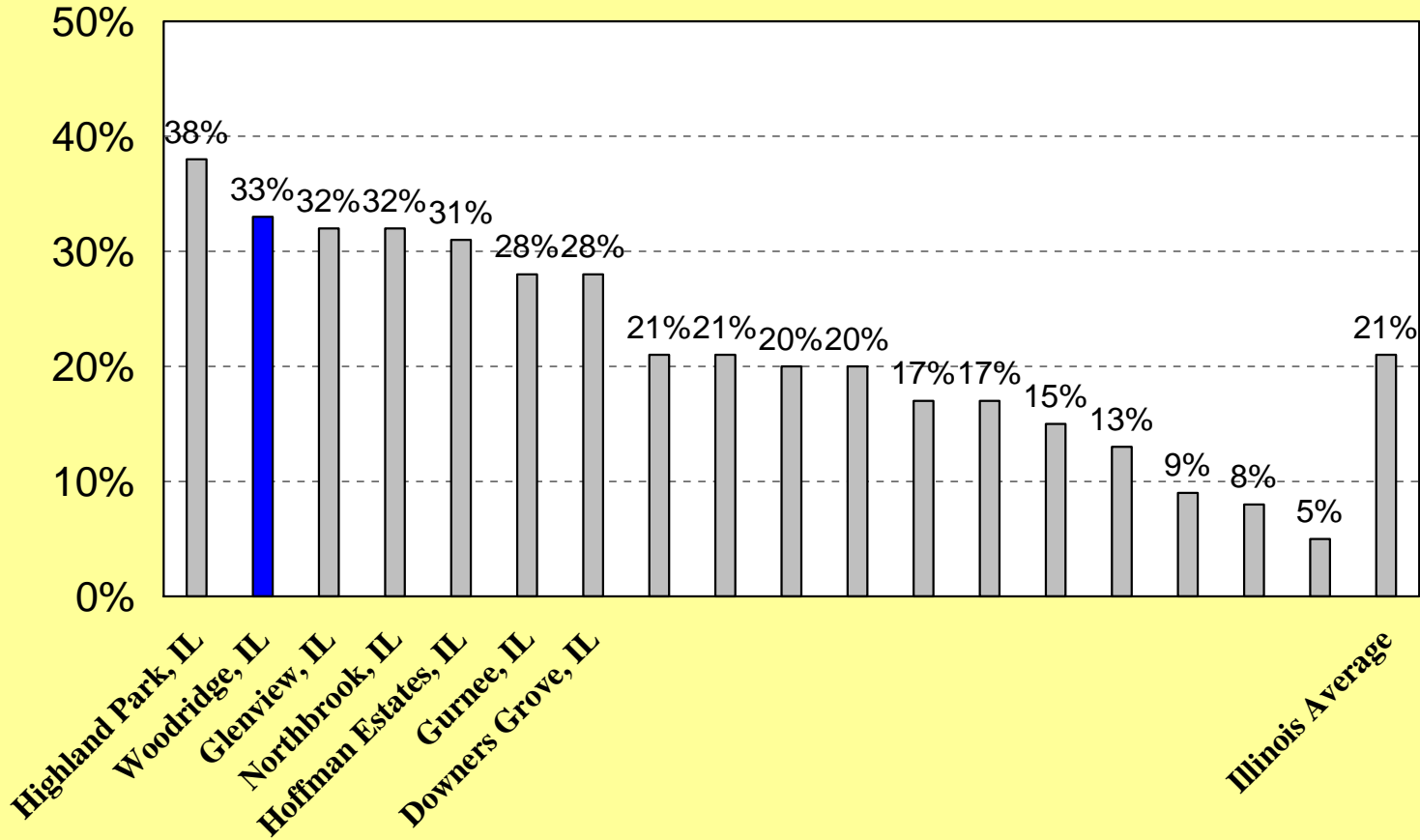
Excellent ratings are significantly higher than Illinois benchmark of 36%

Q7. Ways Respondents Learn About Woodridge Park District Programs and Activities

by percentage of respondents (multiple choices could be made)



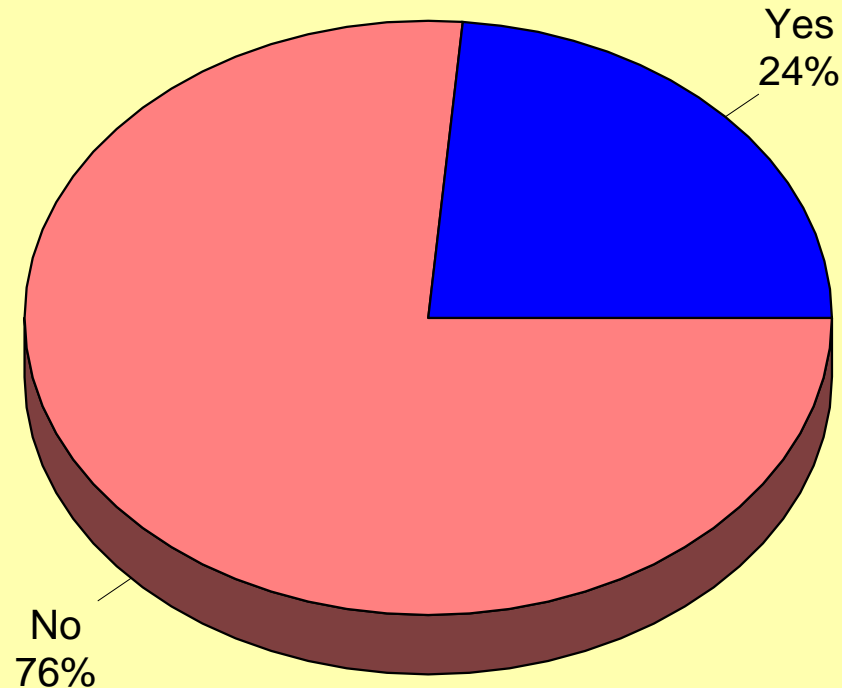
Use of Website in Top Illinois Communities Compared to National Benchmarks



Source: Leisure Vision (2009)

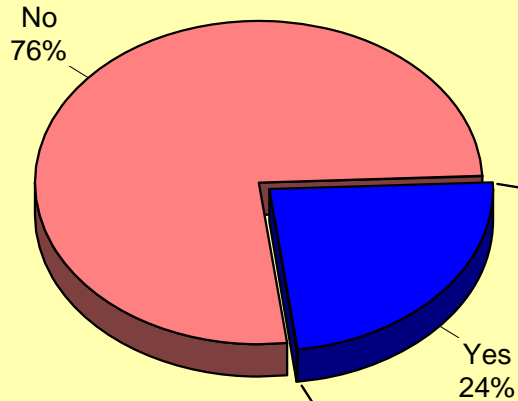
Q5. Are There Any Reasons That Prevent You or Members of Your Household From Using Parks, Recreation and Sports Facilities, or Programs of the Woodridge Park District More Often?

by percentage of respondents

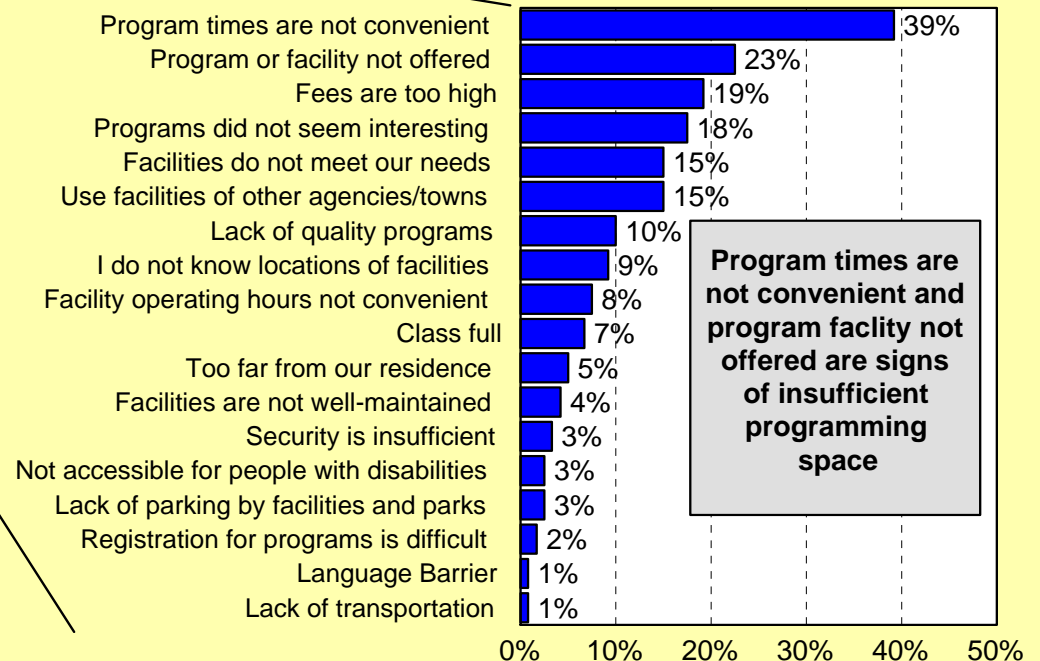


Q5. Are There Any Reasons That Prevent You or Members of Your Household From Using Parks, Recreation and Sports Facilities, or Programs of the Woodridge Park District More Often?

by percentage of respondents



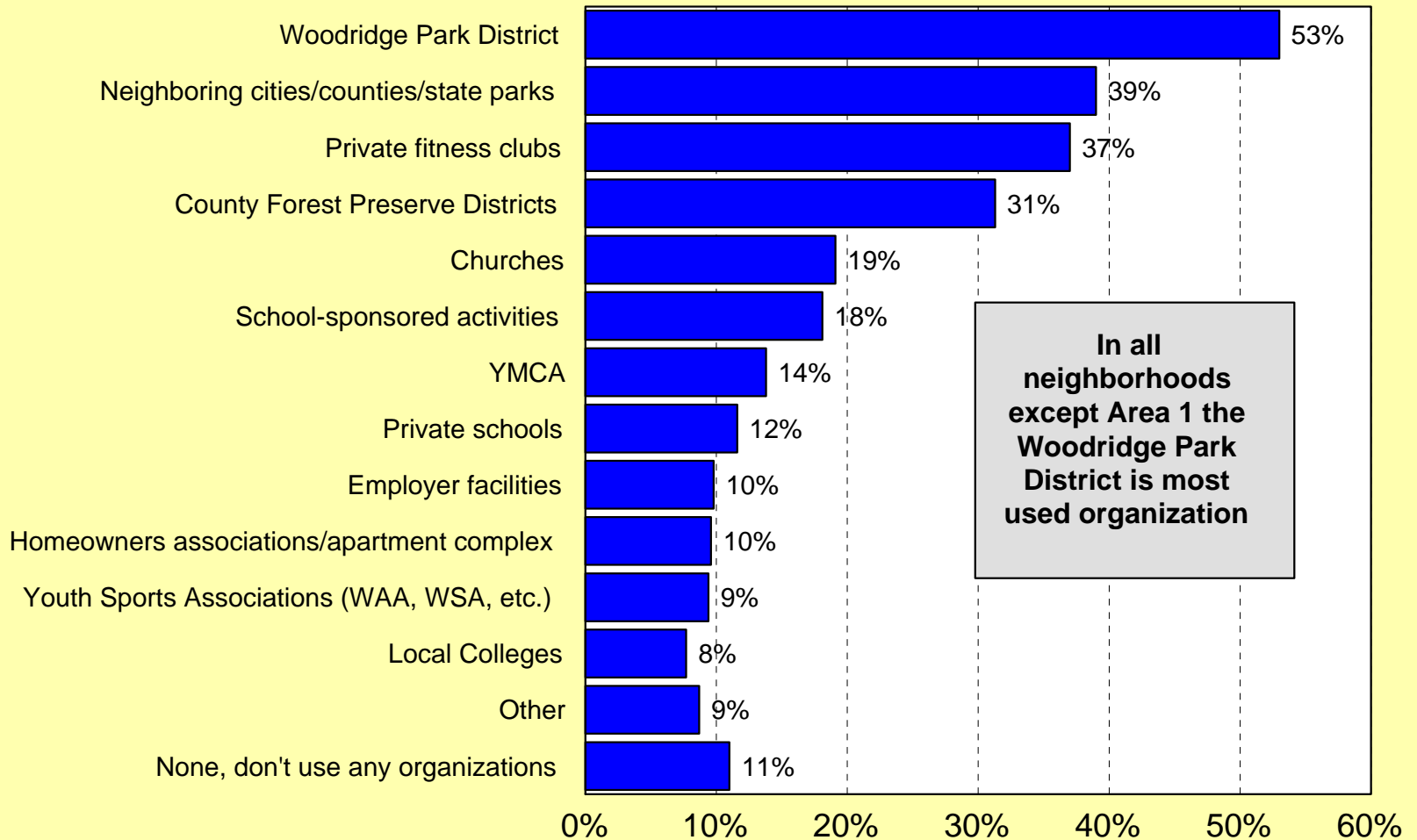
Q6. Reasons Preventing Households From Using Park District Parks, Recreation & Sports Facilities or Programs More Often



Program times are not convenient and program facility not offered are signs of insufficient programming space

Q21. Organizations Used for Indoor and Outdoor Recreation Activities During the Past 12 Months

by percentage of respondents (multiple choices could be made)



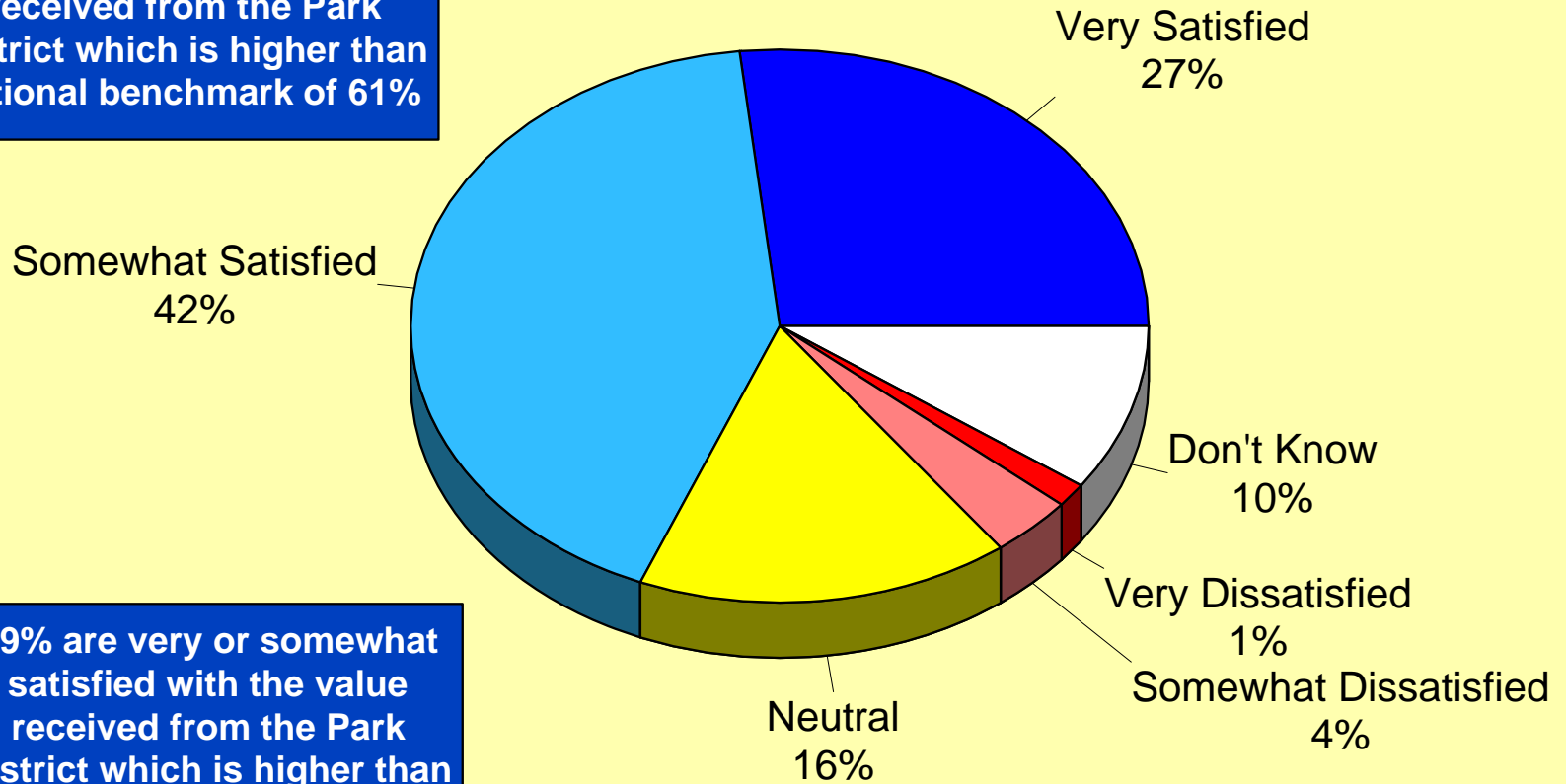
Source: Leisure Vision/ETC Institute (January 2010)

Q22. Level of Satisfaction with the Overall Value Households Receive from the Woodridge Park District

by percentage of respondents

69% are very or somewhat satisfied with the value received from the Park District which is higher than national benchmark of 61%

69% are very or somewhat satisfied with the value received from the Park District which is higher than Illinois benchmark of 67%

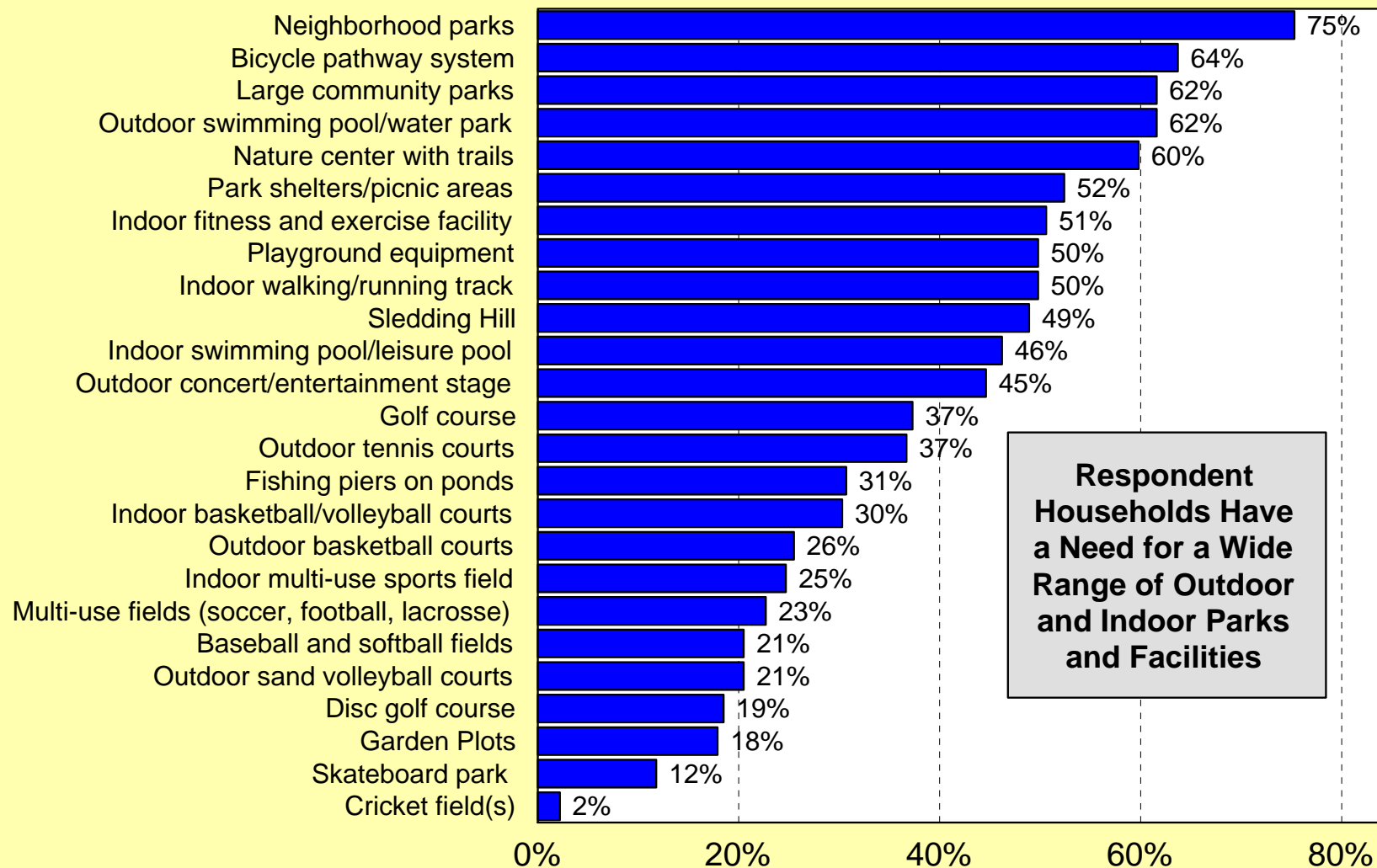


Presentation

- *Usage and satisfaction with current Park District services*
- ***Needs, unmet needs, and priorities for Park District services***
- *Indoor recreation spaces*
- *Questions*

Q10. Respondent Households That Have a Need for Various Parks and Recreation Facilities

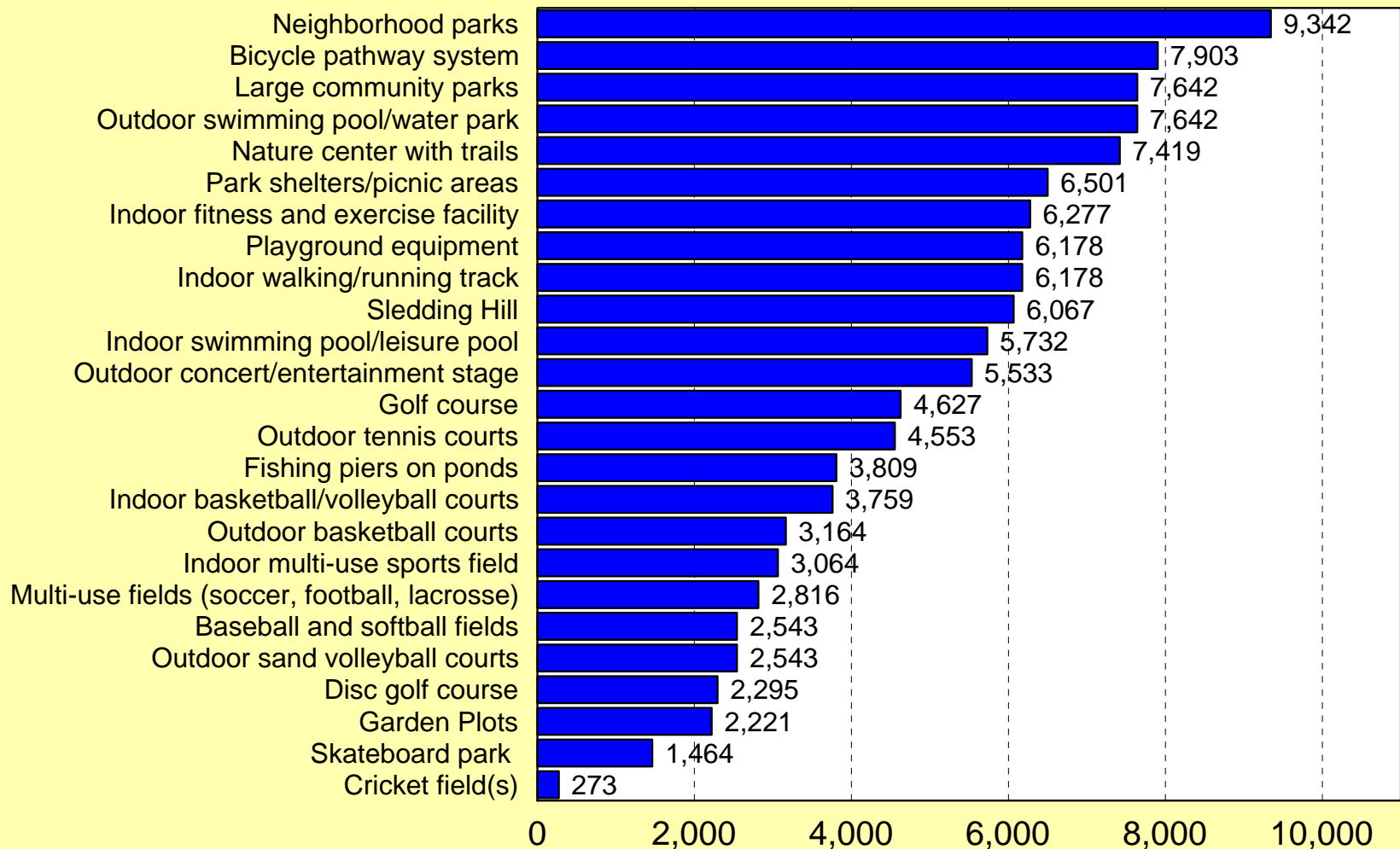
by percentage of respondents (multiple choices could be made)



Respondent Households Have a Need for a Wide Range of Outdoor and Indoor Parks and Facilities

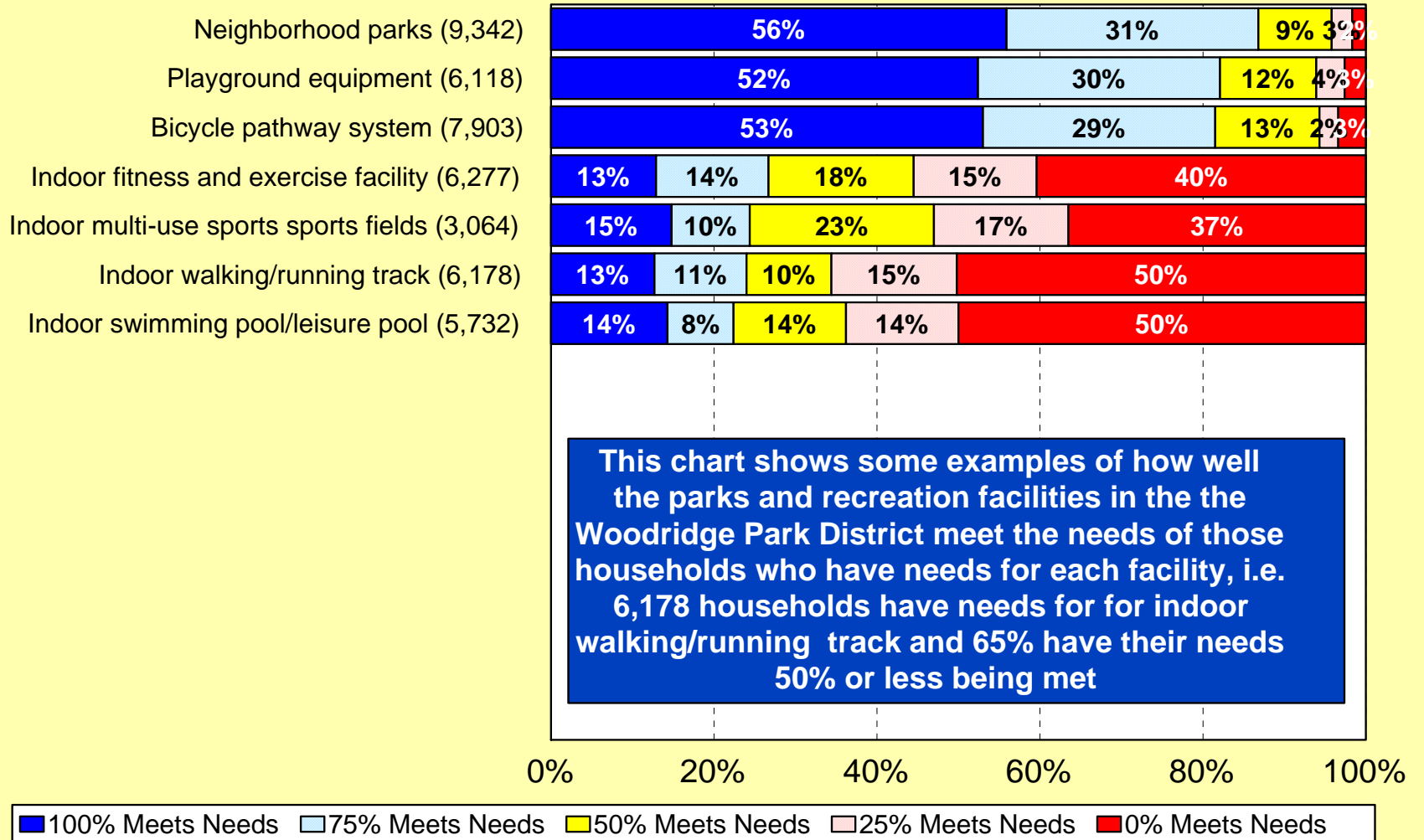
Q10a. Estimated Number of Households in the Woodridge Park District That Have a Need for Various Parks and Recreation Facilities

by number of households based on 12,406 households in the Woodridge Park District



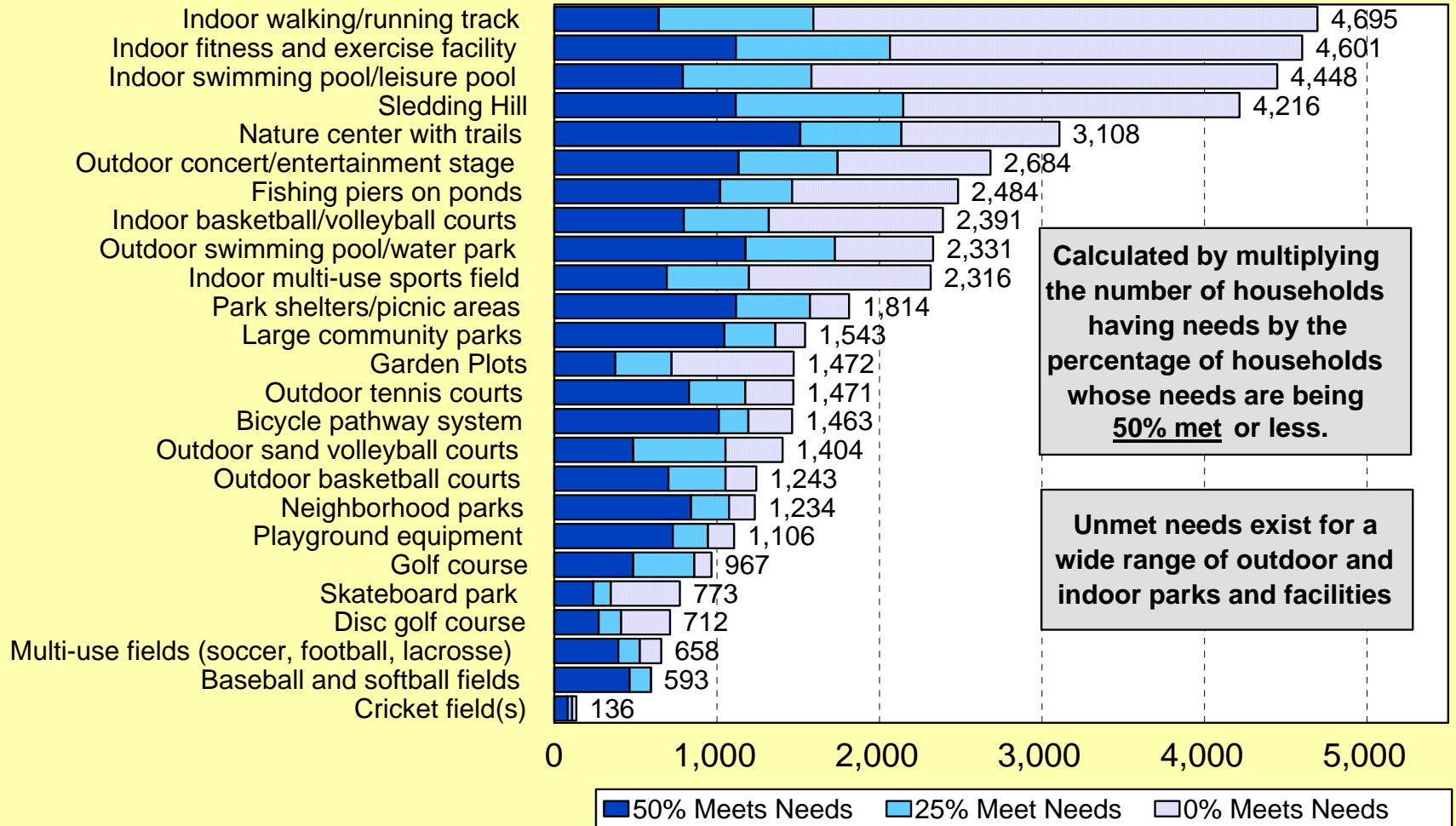
Q10b. How Well Parks & Recreation Facilities in the Woodridge Park District Meet the Needs of Households

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



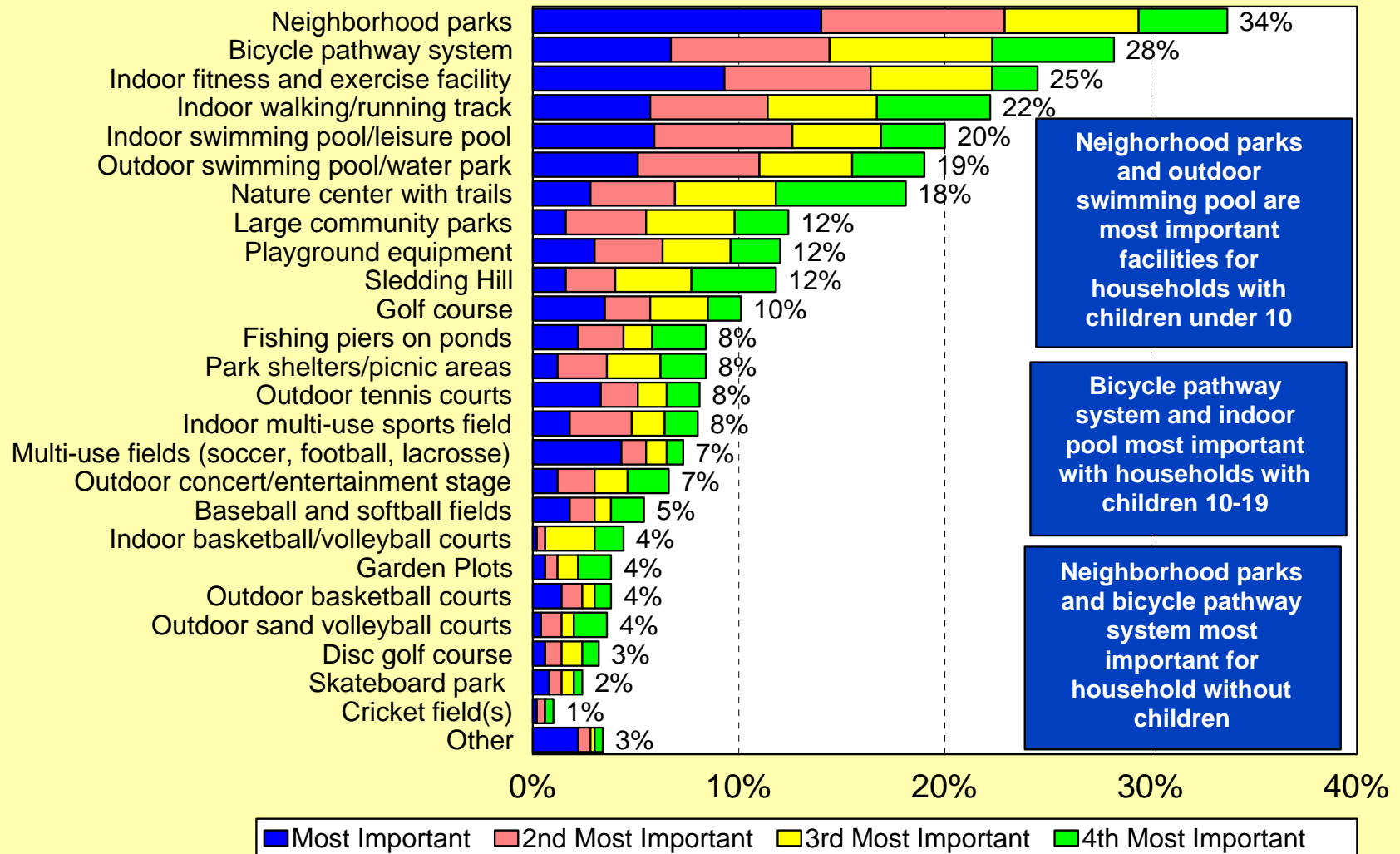
Q10c. Estimated Number of Households in the Woodridge Park District Whose Needs for Parks and Recreation Facilities Are Only Being 50% Met or Less

by number of households based on 12,406 households in the Woodridge Park District



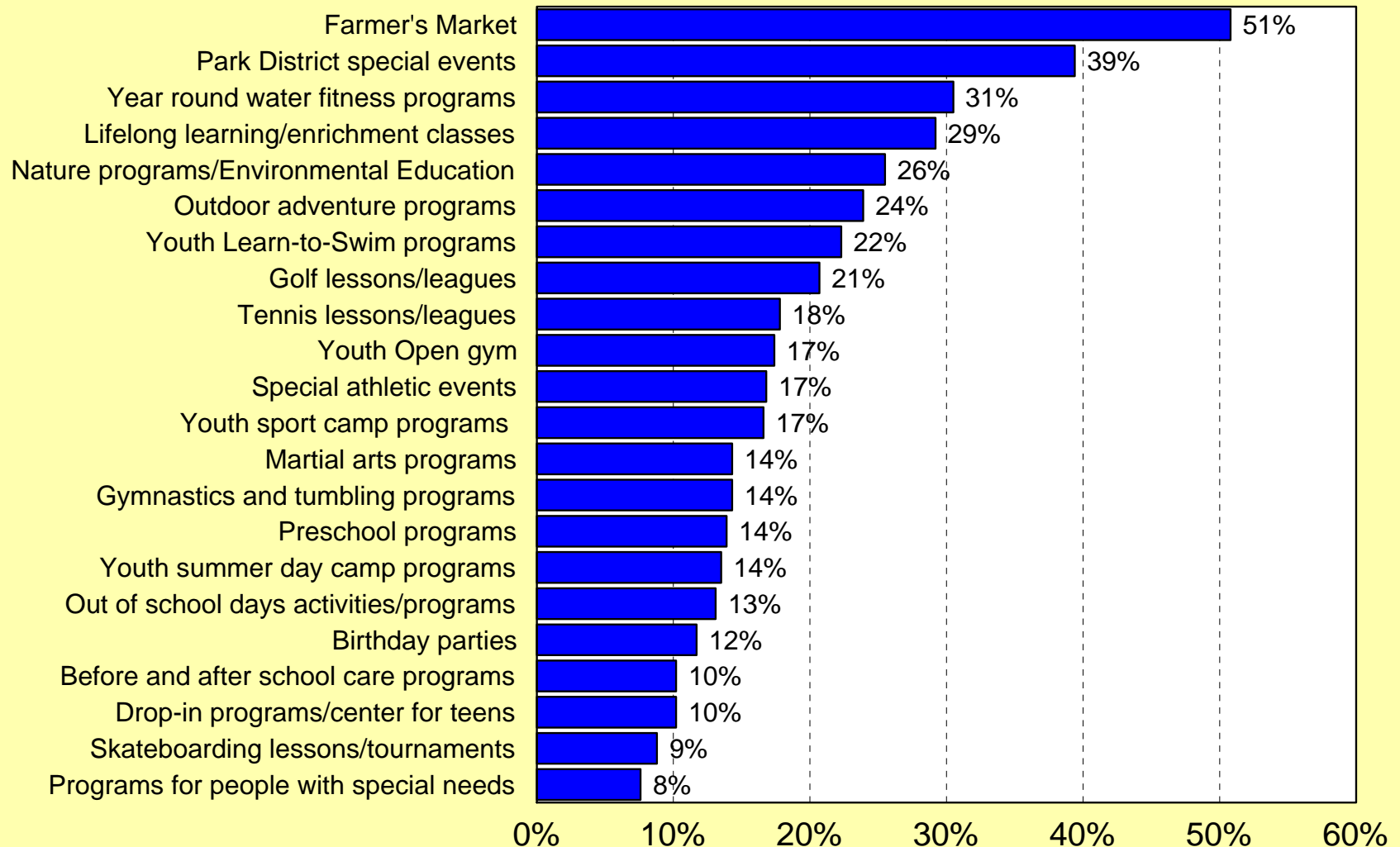
Q11. Parks and Recreation Facilities That Are Most Important to Respondent Households

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



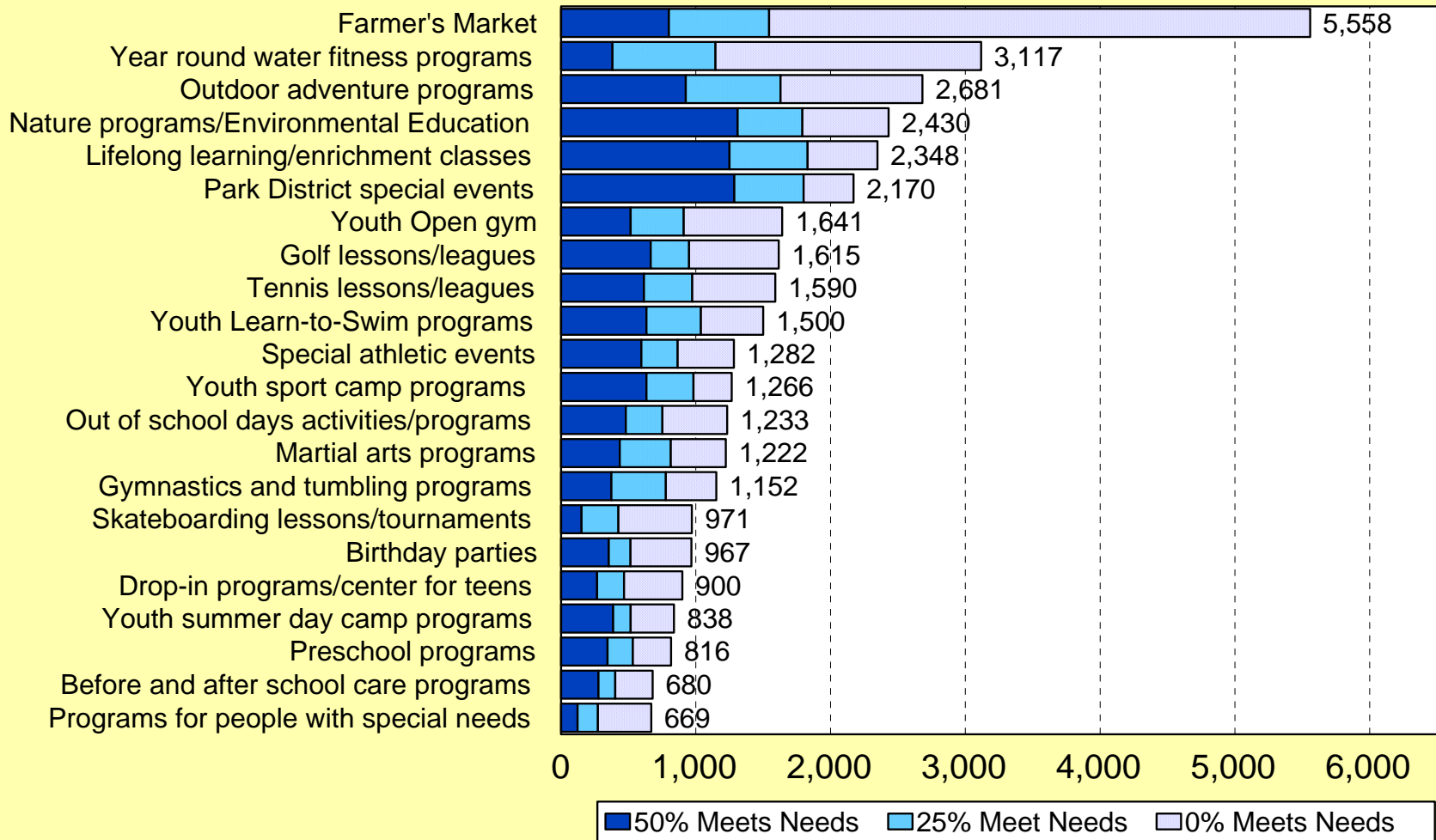
Q12. Respondent Households That Have a Need for Various Recreation Programs/Activities

by percentage of respondents (multiple choices could be made)



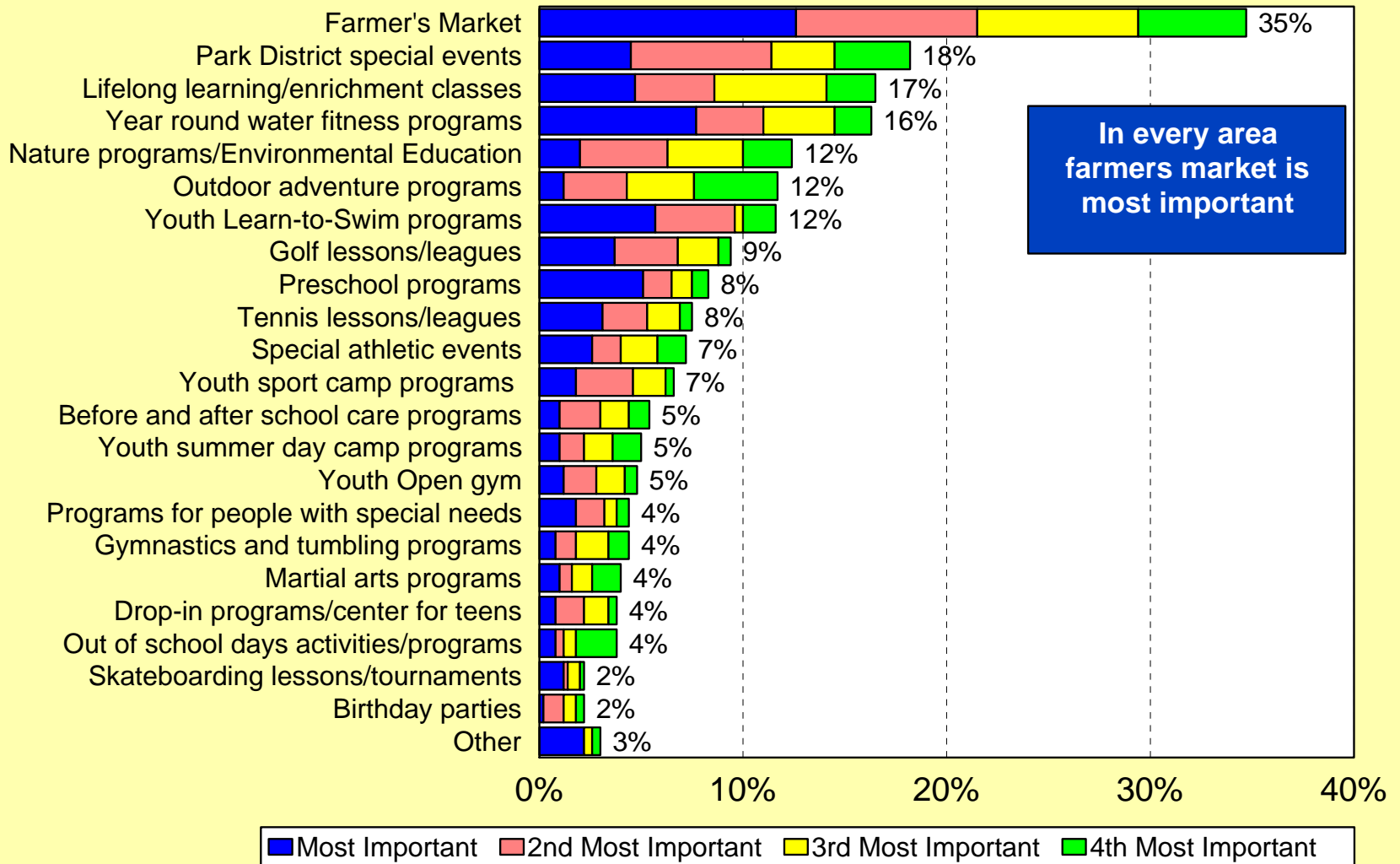
Q12c. Estimated Number of Households in the Woodridge Park District Whose Needs for Recreation Programs/Activities Are Only Being 50% Met or Less

by number of households based on 12,406 households in the Woodridge Park District



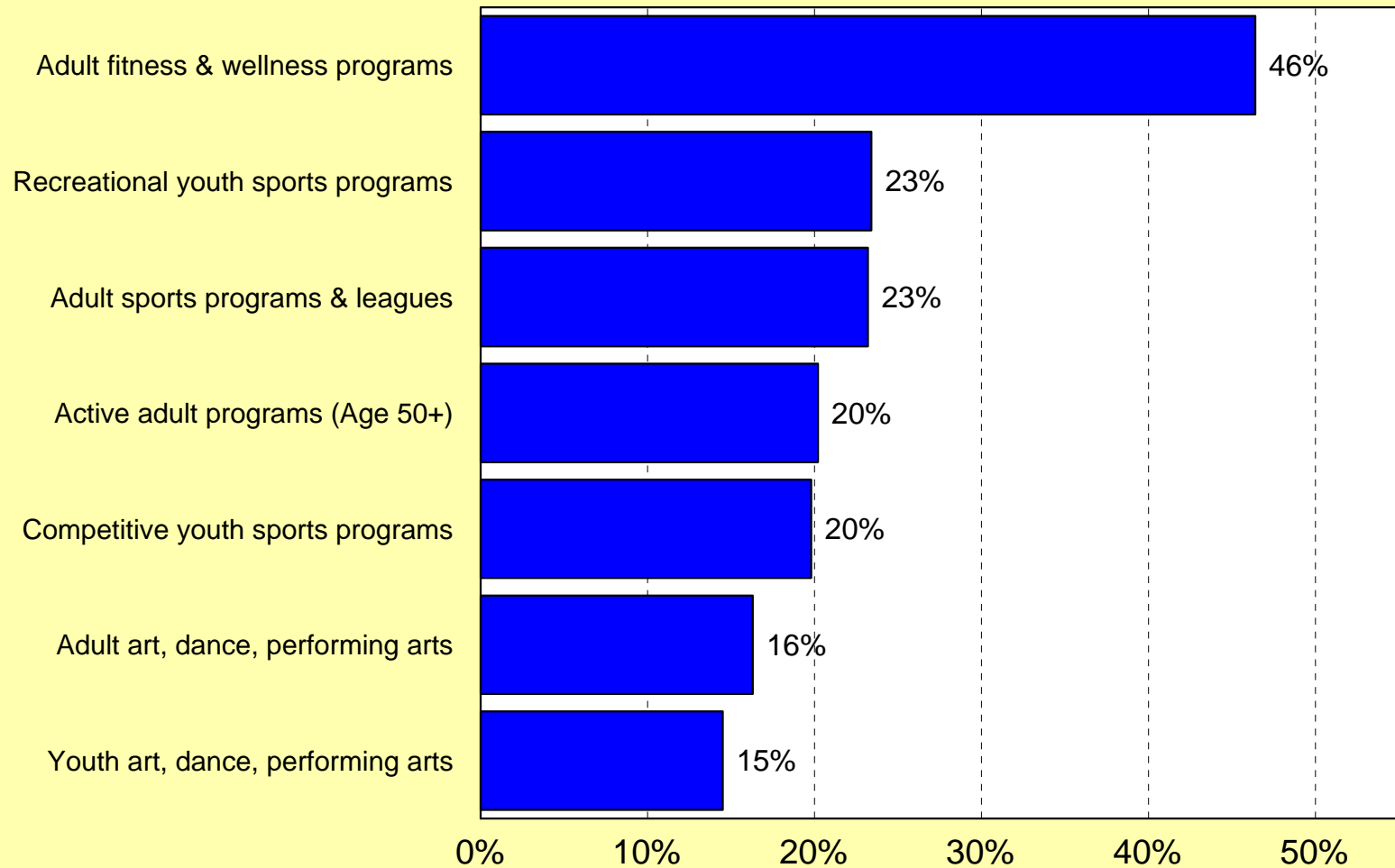
Q13. Recreation Programs/Activities That Are Most Important to Respondent Households

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



Q15. Respondent Households That Have a Need for Various Youth and Adult Recreation Programs/Activities

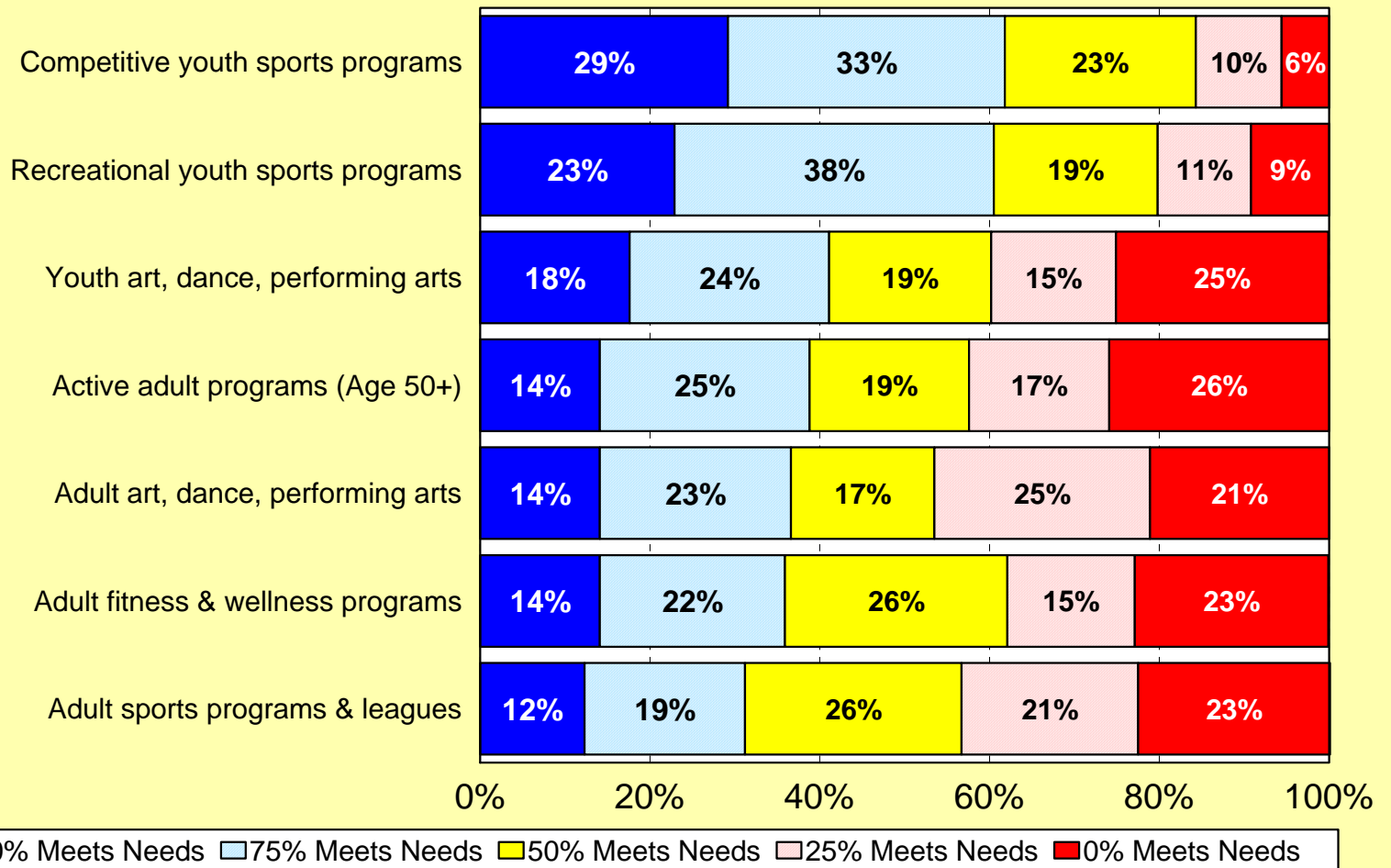
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (January 2010)

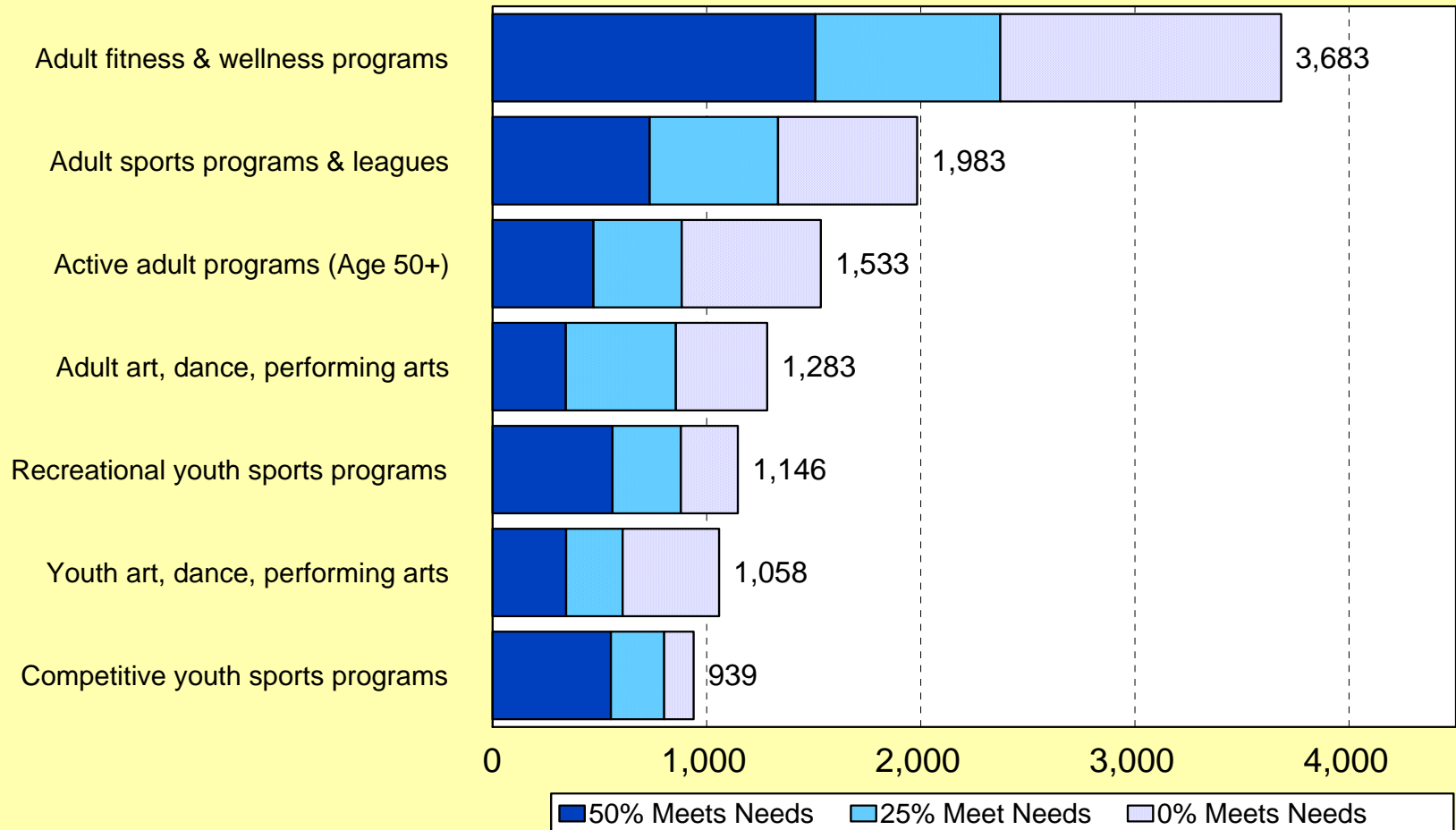
Q15b. How Well Youth and Adult Recreation Programs/Activities Meet the Needs of Households

by percentage of respondent households that have a need for programs



Q15c. Estimated Number of Households in the Woodridge Park District Whose Needs for Youth and Adult Recreation Programs/Activities Are Only Being 50% Met or Less

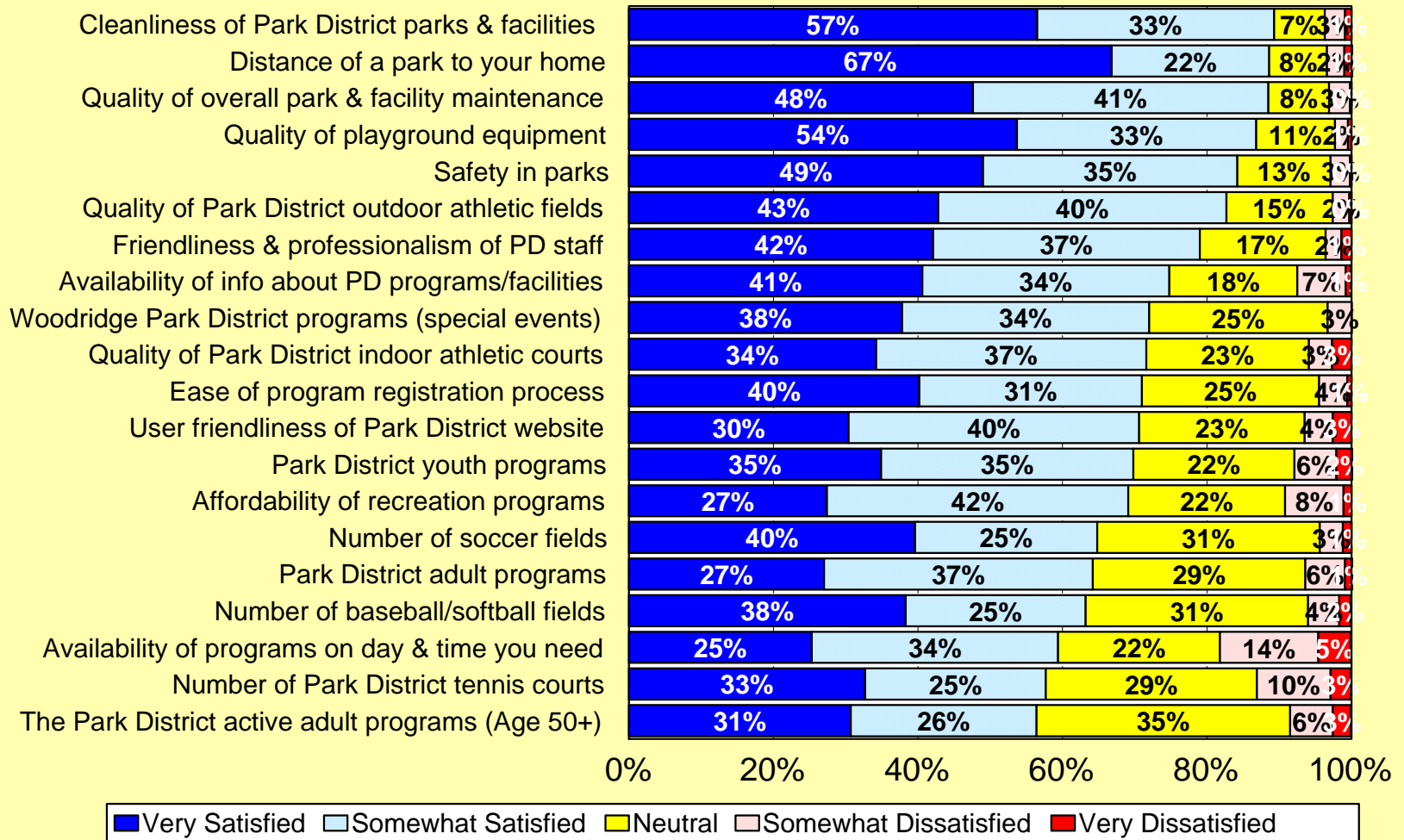
by number of households based on 12,406 households in the Woodridge Park District



Source: Leisure Vision/ETC Institute (January 2010)

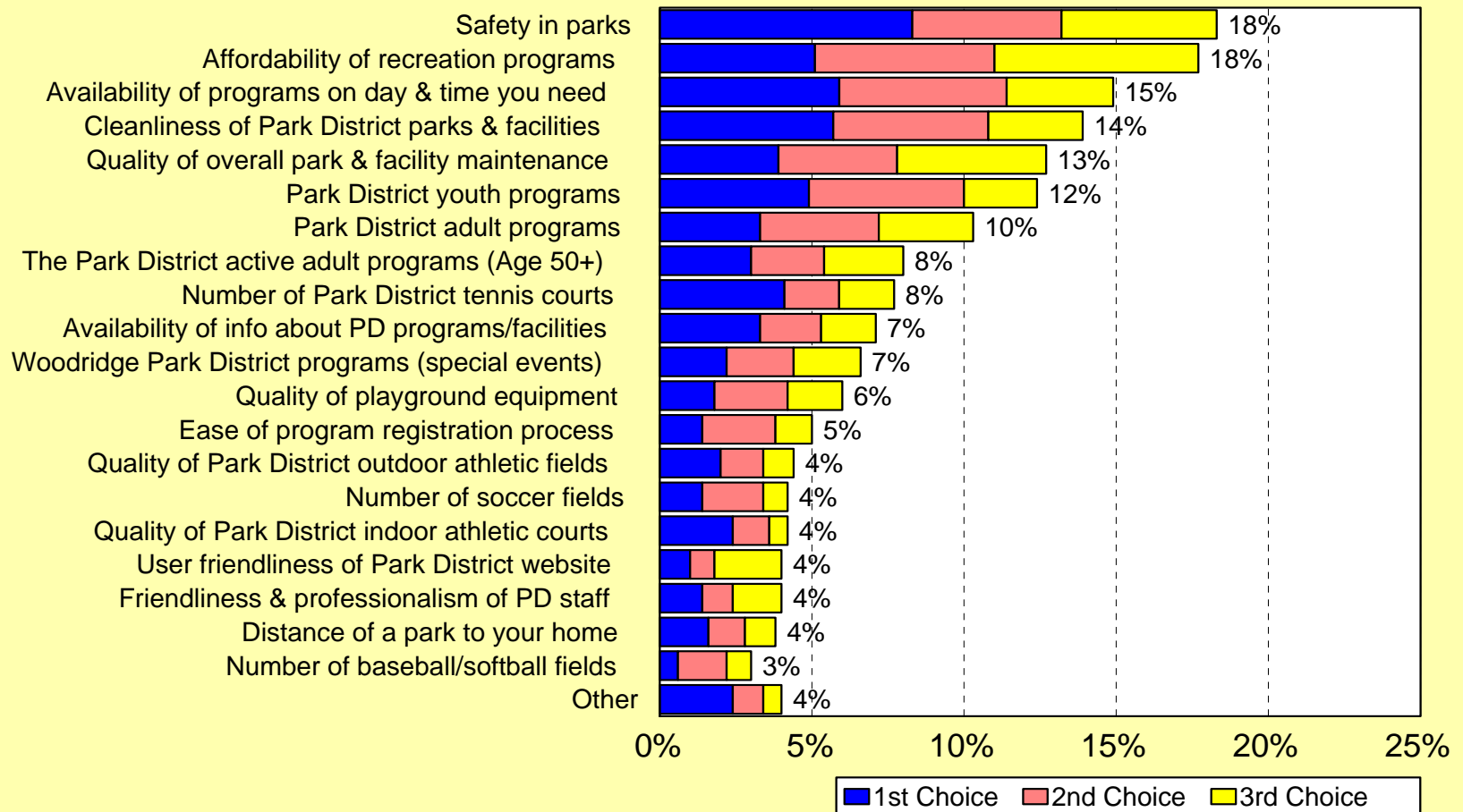
Q8. Level of Satisfaction with Various Parks and Recreation Services Provided by the Woodridge Park District

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



Q9. Parks and Recreation Services That Households Think Should Receive the Most Attention from Park District Officials Over the Next Three Years

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

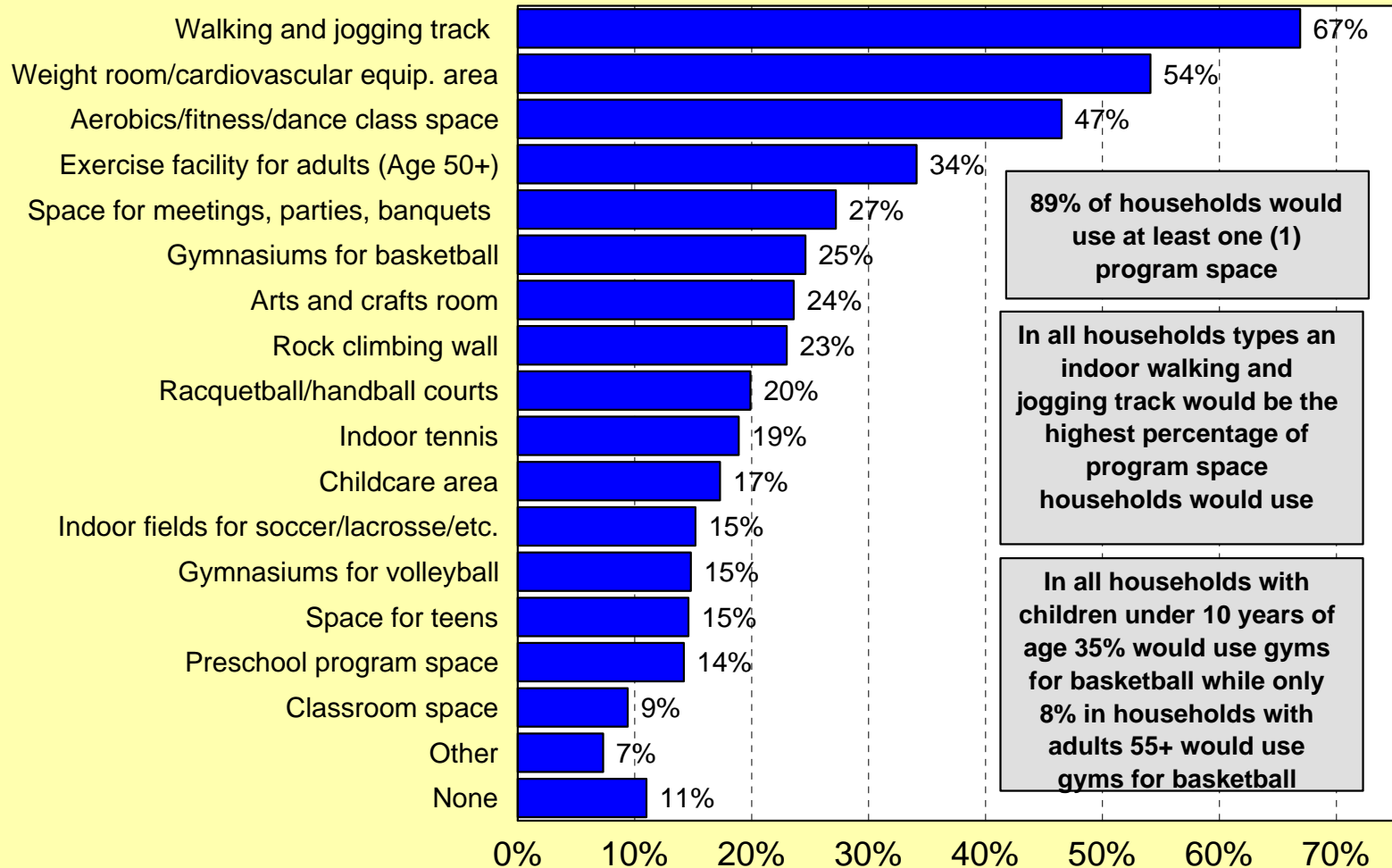


Presentation

- *Usage and satisfaction with current Park District services*
- *Needs, unmet needs, and priorities for Park District services*
- ***Indoor recreation spaces***
- *Questions*

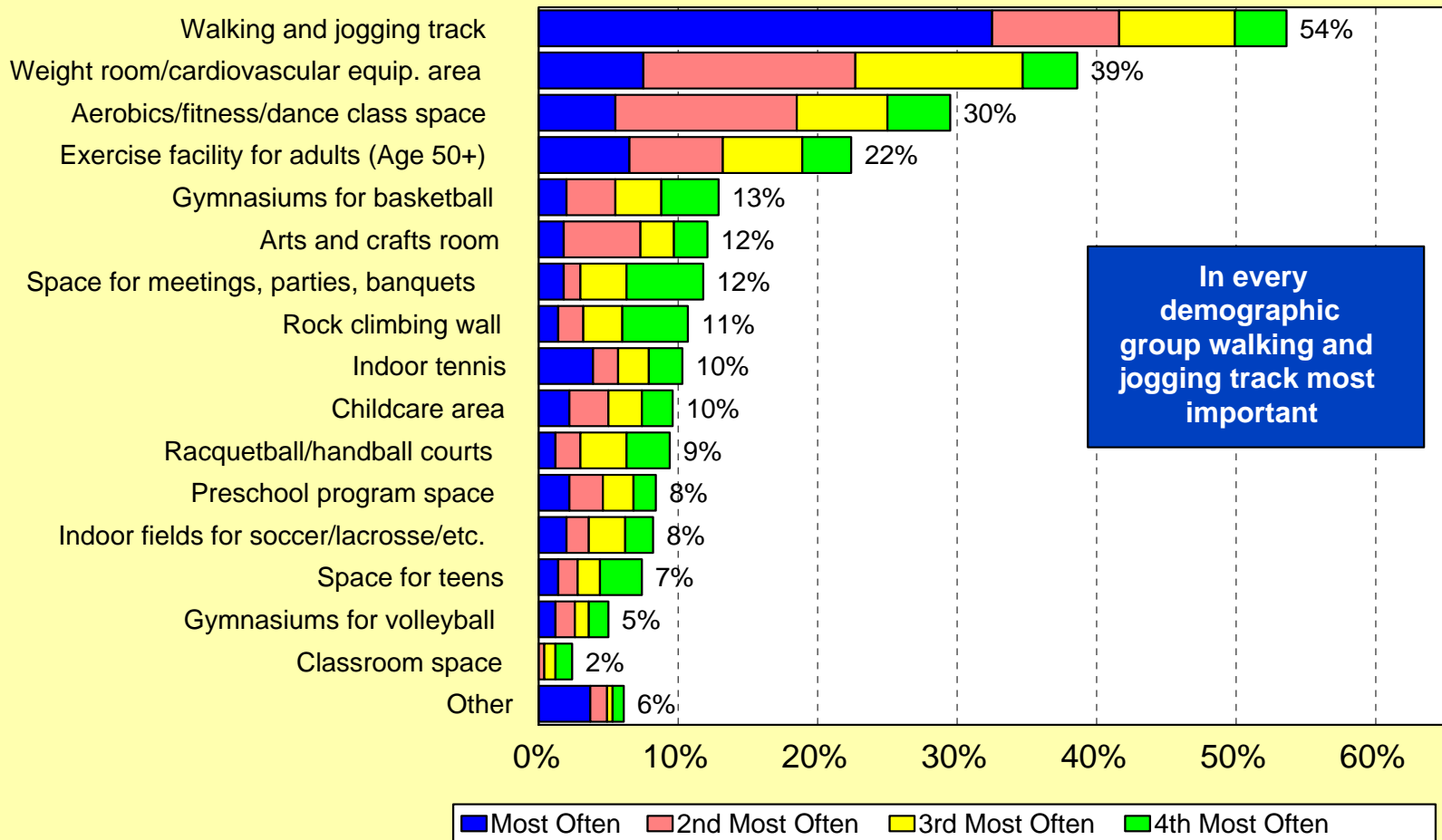
Q17. Potential Indoor Programming Spaces That Households Would Use

by percentage of respondents (multiple choices could be made)



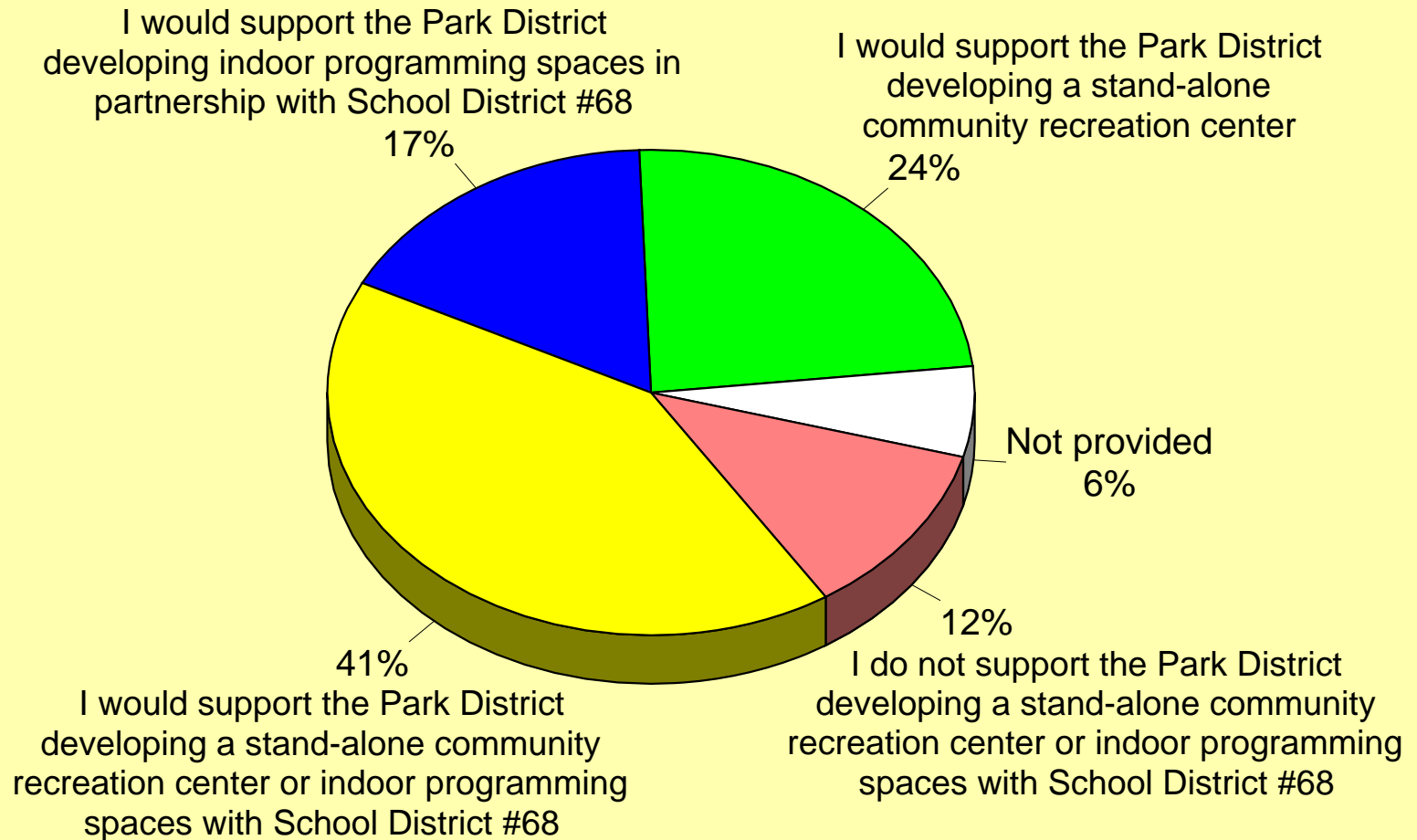
Q18. Potential Indoor Programming Spaces That Households Would Use Most Often

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



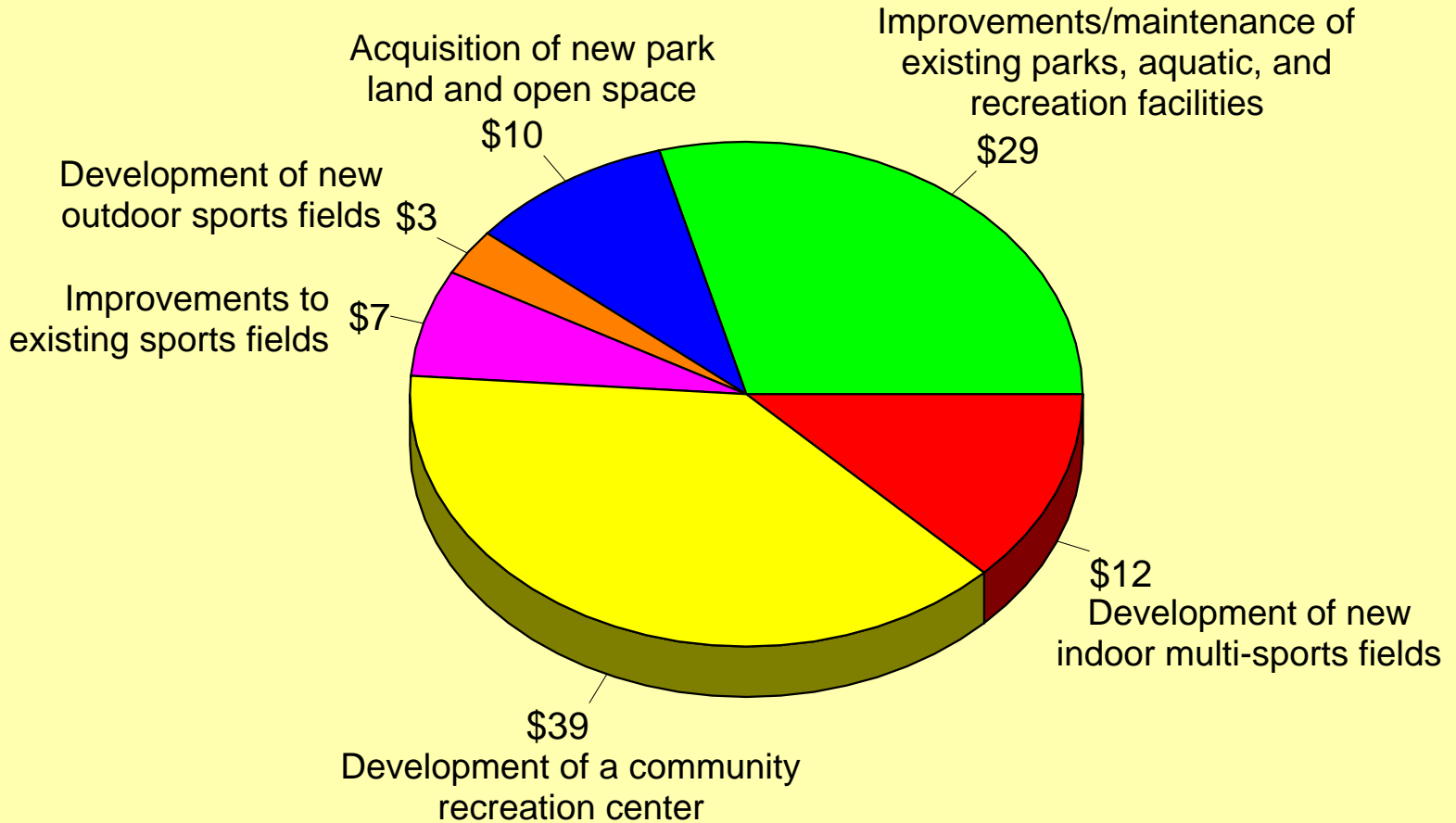
Q19. Options Respondents Most Prefer Regarding New Indoor Programming Spaces

by percentage of respondents



Q20. Allocation of \$100 Among Various Park District Parks, Trails, Sports, or Recreation Facilities

by percentage of respondents



Major Survey Findings

- *Participation in programs is very high with good satisfaction and opportunities for program growth in programs for adults*
- *Usage of parks and facilities is high with excellent satisfaction*

Major Survey Findings

- *The Woodridge Park District is the primary provider of parks and recreation services in the community*
- *Use of the program brochure and website to learn about programs is very high*

Major Survey Findings

- *20% of respondents indicated there are some reasons that impact their using the Woodridge Park District more often. Reasons preventing usage that are indicated by the highest percentage of households are program times are not convenient and program or facility not offered*

Major Survey Findings

- *69% of household respondents are very or somewhat satisfied with the overall value they receive from the Woodridge Park District and only 5% are very or somewhat dissatisfied*

Major Survey Findings

- *Respondents indicated there is a wide range of needs and unmet needs for parks, trails, and recreation facilities and programs in the Woodridge Park District*

Major Survey Findings

- *Neighborhood parks, bicycle pathway system, indoor fitness and exercise facilities and indoor walking and running track are the most important parks and facilities to respondents*

Major Survey Findings

- *Farmers market, park district special events, lifelong learning classes, year round water fitness programs, and nature programs/environmental programs are the most important programs to respondents*

Major Survey Findings

- *There are considerable opportunities to grow programs at Woodridge Park District facilities including adult fitness & wellness programs, adults sports leagues, active adult programs (Ages 50+) and adult art, dance, performing arts programs*

Major Survey Findings

- *Safety in parks, affordability of recreation programs, and availability of programs on days and times you need are current parks and recreation services that should receive the most attention over the next three years by Park District officials*

Major Survey Findings

- *89% of households would use indoor programming spaces. A indoor walking and jogging track would be the most used program space. A weight room and cardiovascular equipment area and aerobics/fitness/dance class space would be most used program spaces. Households with children are much more likely to use a gym for basketball or volleyball than households with only adults.*

Major Survey Findings

- *82% of household respondents would support the Park District developing a community center or indoor programming spaces either as a stand alone facility and/or in conjunction with School District #68. 12% do not support any type of indoor programming spaces. The other respondents fairly equally support either developing indoor program spaces in conjunction with the School District or in a stand alone facility.*

Major Survey Findings

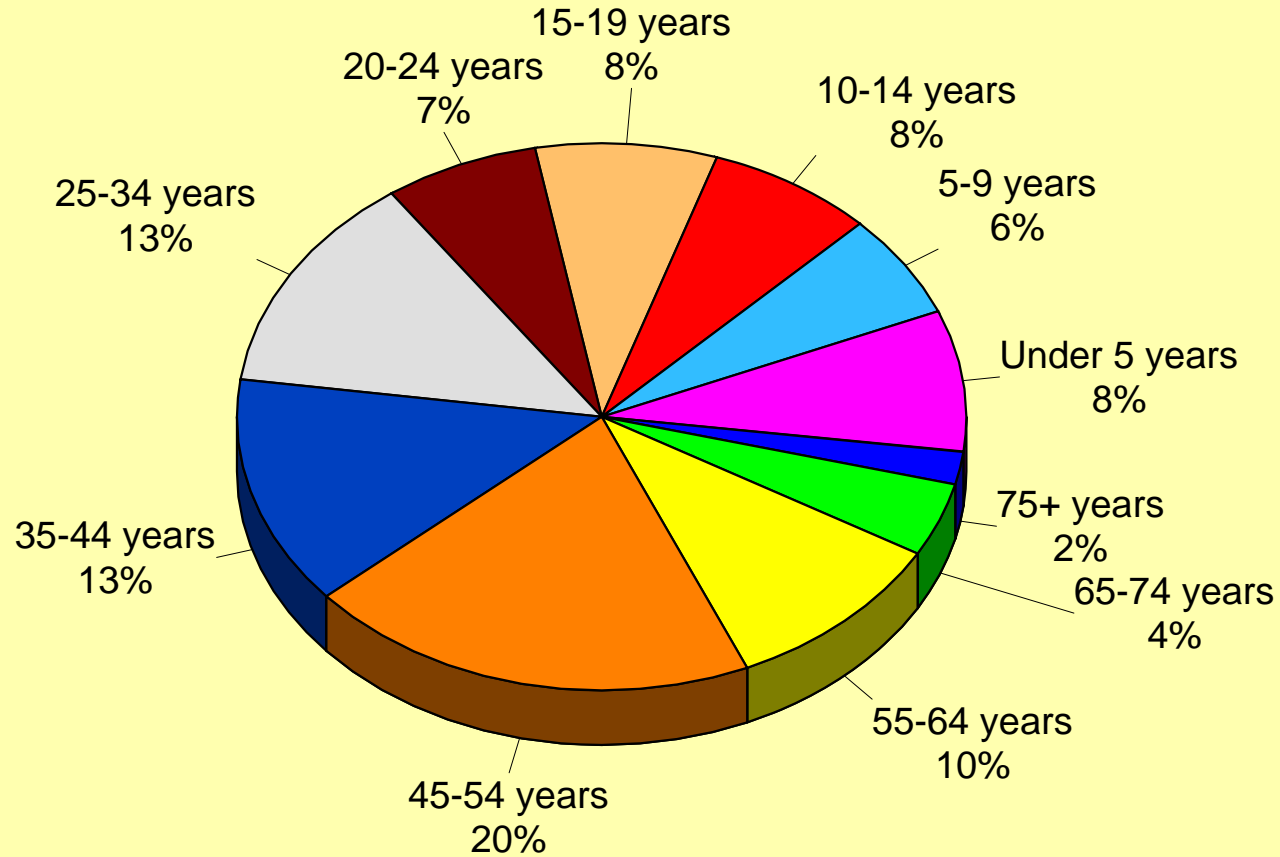
- *Out of \$100 in investments, household respondents would support \$39 going to the development of an indoor recreation center with an additional \$29 going to improvements and maintenance of existing parks and facilities.*



Demographics

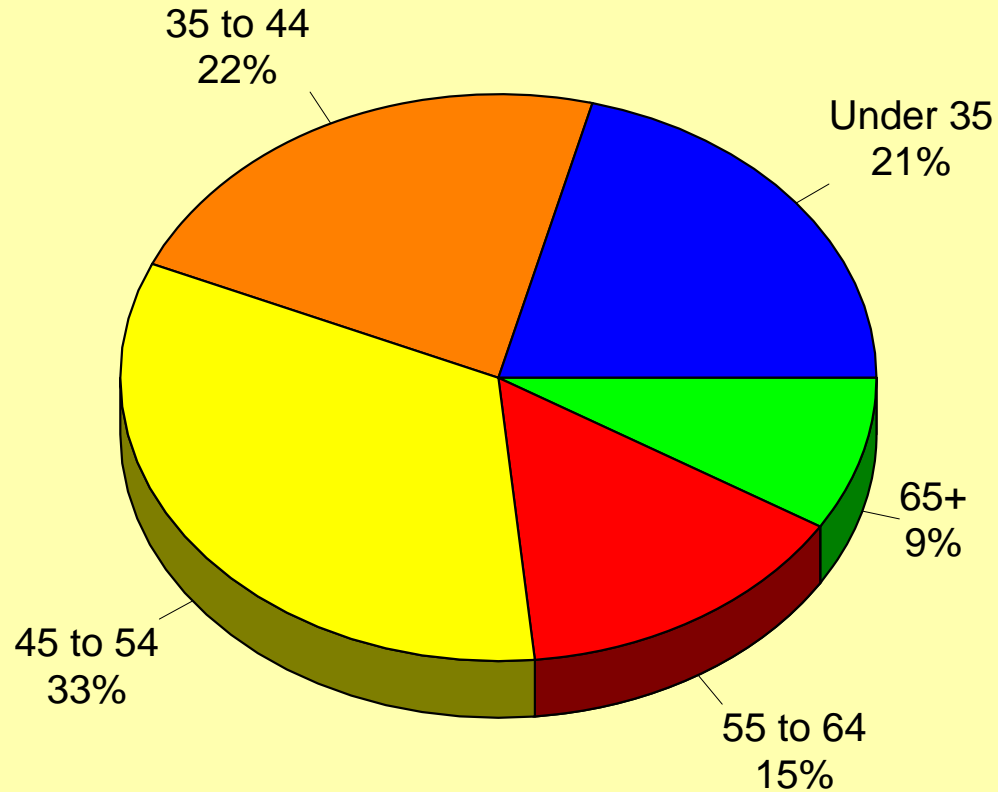
Q2. Demographics: Ages of People in Household

by percentage of household occupants



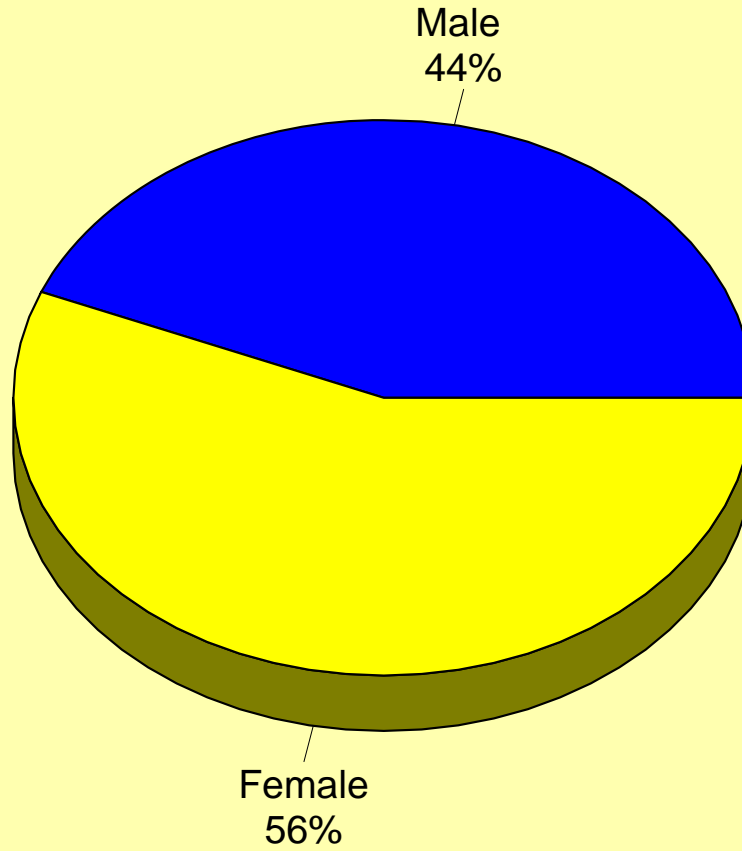
Q23. Demographics: Age of Respondents

by percentage of respondents



Q24. Demographics: Gender

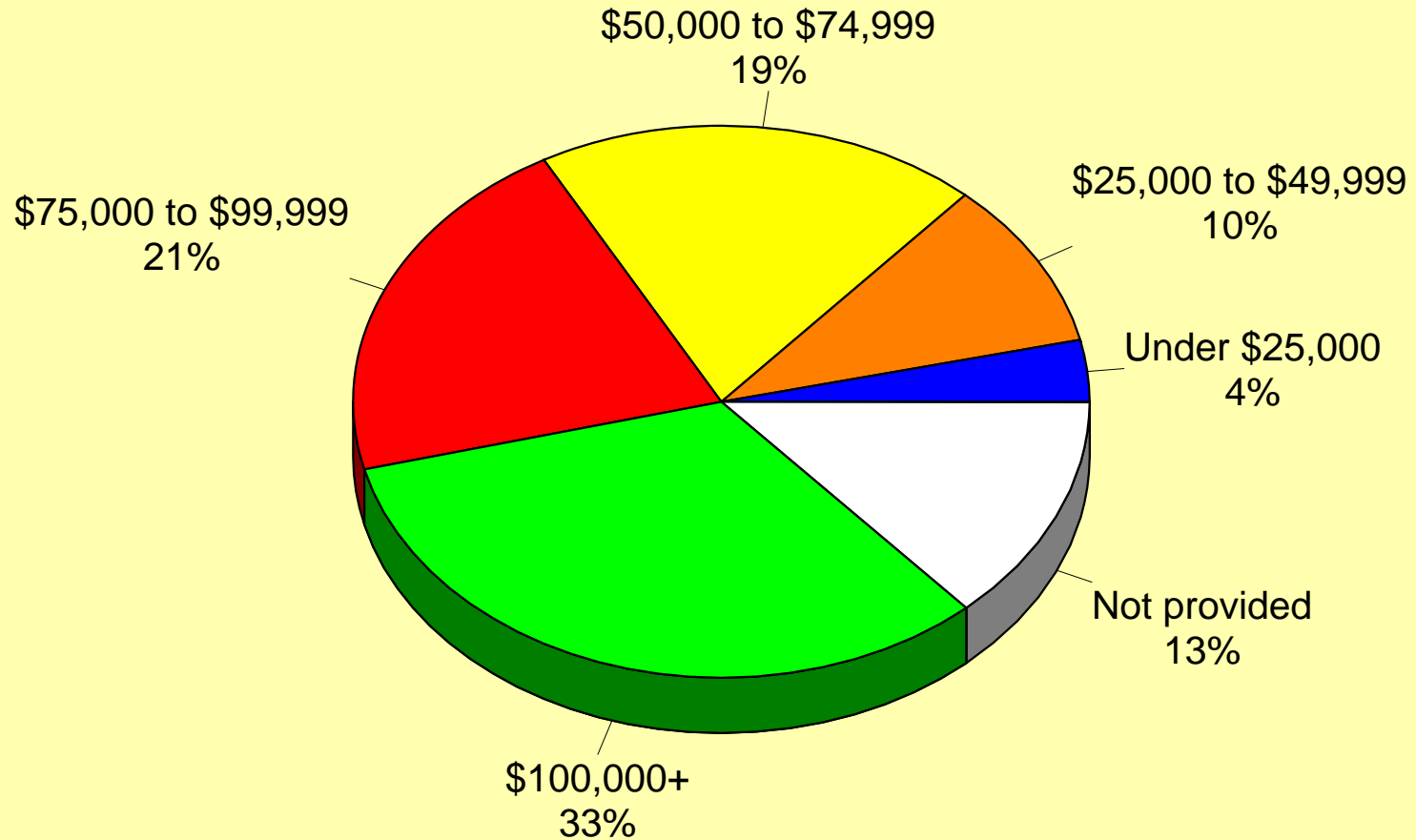
by percentage of respondents



Source: Leisure Vision/ETC Institute (January 2010)

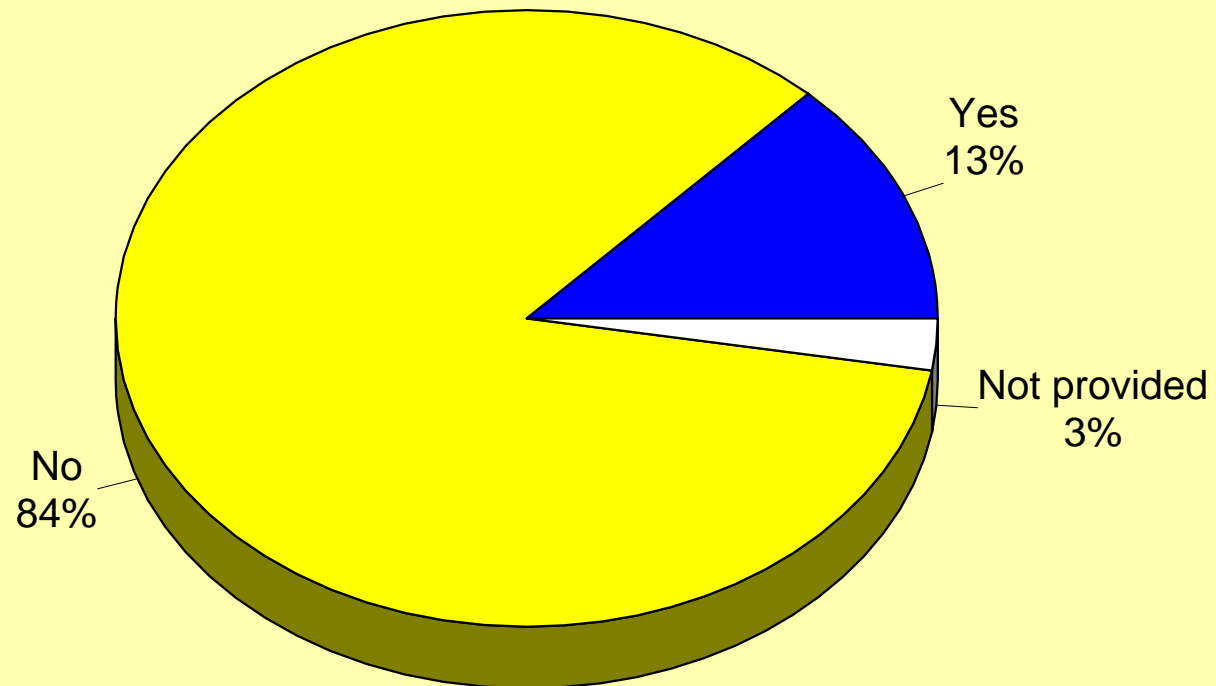
Q25. Demographics: Household Income

by percentage of respondents



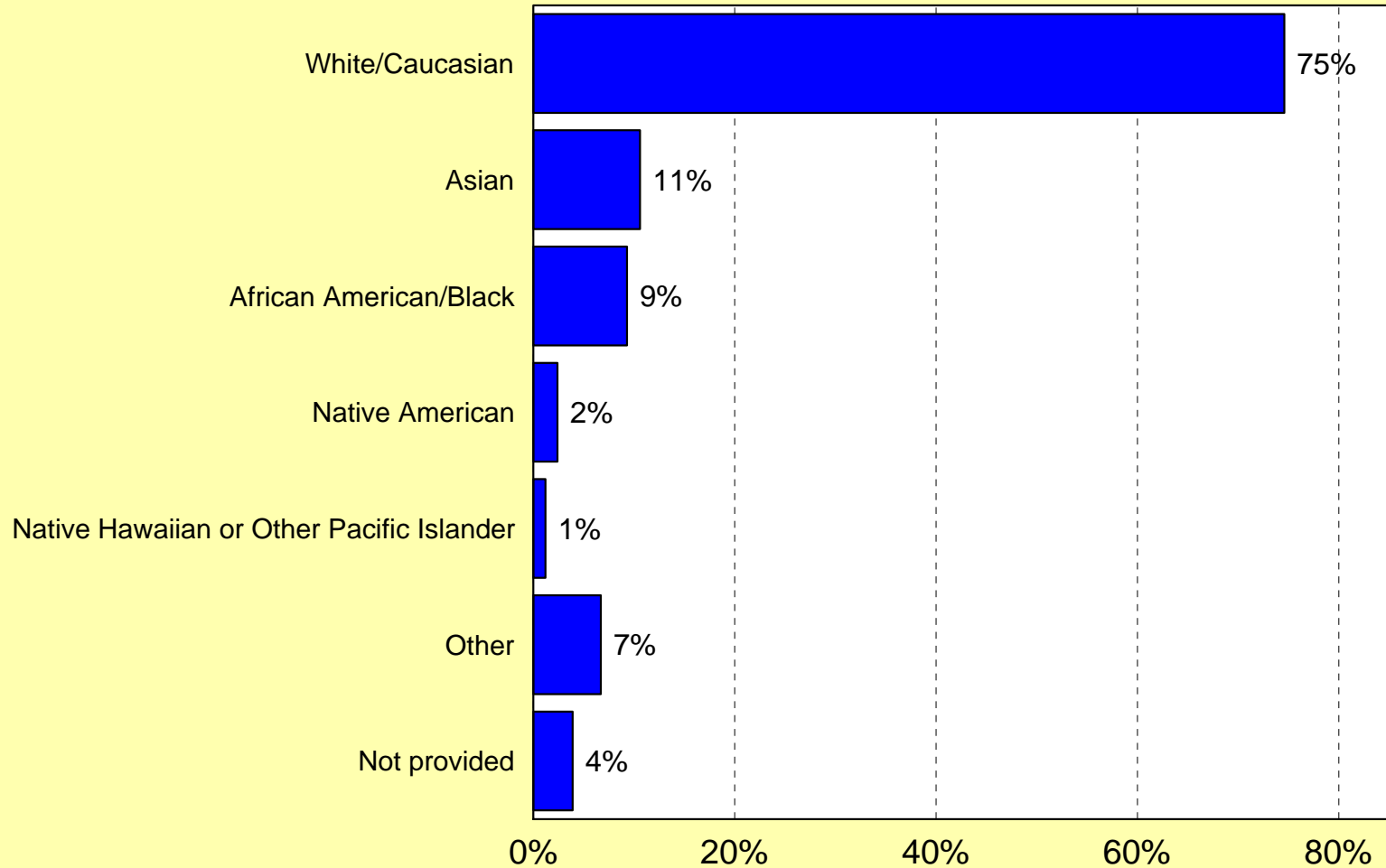
Q26. Demographics: Are You or Members of Your Household of Hispanic or Latin Ancestry?

by percentage of respondents



Q27. Demographics: Race/Ethnicity

by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (January 2010)

Q28. Demographics: Location of Residence

by percentage of respondents

