

Community Survey

Findings Report

Submitted to

The Lindenhurst Park District



by

Leisure Vision

(a division of ETC Institute)

725 W. Frontier

Olathe, KS 66061

(913) 829- 1215

September 2010

September 10, 2010

Lindenhurst Park District
Board of Park Commissioners
Mr. Tom Lippert, Executive Director
2200 East Grass Lake Road
Lindenhurst, Illinois 60046

RE: MANAGEMENT LETTER FOR THE CITIZEN SURVEY

Dear Park Board Members and Staff:

The Park District Board and staff of the Lindenhurst Park District should be congratulated for your leadership and proactive interest in conducting the "Community Attitude & Interest Citizen Survey".

Please accept this Management Letter as a brief summary of the Citizen Survey document. The Management Letter is divided into six (6) sections, those being: A) Survey Methodology; B) Current Usage and Satisfaction with the Lindenhurst Park District; C) Marketing the Lindenhurst Park District; D) Needs and Priorities for Programs; (E) the Impact of Improvements to the Lindenhurst Community Center; and F) Final Conclusions.

A. Methodology

The Lindenhurst Park District conducted a Community Survey during the summer of 2010. The purpose of the survey was to establish priorities for the future development of recreation facilities, programs and services within the community. The survey was designed to obtain statistically valid results from households throughout the Lindenhurst Park District and the surrounding area. The survey was administered by a combination of mail and phone.

Leisure Vision mailed surveys to a random sample of 2,000 households throughout the Lindenhurst Park District and in the surrounding area. 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.

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The goal was to obtain a total of at least 400 completed surveys, including at least 300 from Lindenhurst Park District households and at least 100 from households outside of the Park District but in the surrounding area. These goals were accomplished, with a total of 604 surveys being completed, including 504 from households in the Park District and 100 from households outside of the Park District. The results of the random sample of 604 households have a 95% level of confidence with a precision of at least +/-4.0%

Additionally, survey results from key questions in the Lindenhurst survey were compared to a “National Benchmarking Average” of more than 300 communities in over 40 states across the country, and also an “Illinois Benchmarking Average” including numerous Illinois Park Districts, such as Northbrook, Lake Bluff, Elk Grove, Wheeling, Gurnee, Schaumburg, Champaign, Urbana, Hoffman Estates, Woodridge, Glenview, Geneva, and others.

B. Current Usage and Satisfaction with Recreation Programs and Facilities

The survey responses show that usage and satisfaction with programs and facilities of the Lindenhurst Park District are high. Importantly, household usage of Lindenhurst Park District programs and facilities has increased since the 2004 survey and satisfaction has also increased. Usage and satisfaction with programs and facilities are also higher than both the “National Benchmarking Average” and the “Illinois Benchmarking Average”. A few key findings are as follows:

- ◆ In the 2010 survey, 50% of household respondents indicated that have participated in programs and facilities offered by the Lindenhurst Park District over the past 12 months. In 2004, 41% of household respondents indicated that they had participated in programs and facilities offered by the Lindenhurst Park District over the past 12 months.

In the 2010 survey, 94% of participants indicated that the quality of the programs and facilities were excellent (43%) or good (51%). In 2004, 93% of participants indicated the quality of the programs and facilities were excellent (39%) or good (54%).

Comparisons to National and Illinois benchmarking averages – The participation in programs and facility ratings are significantly higher than the national benchmarking average of 30% and the Illinois benchmark of 39%.

The quality of programs and facilities for the Lindenhurst Park District are also higher than the national benchmarking average and the Illinois benchmarking average. Nationally, 88% of households rated the quality of programs and facilities as either excellent (34%) or good (54%). The Illinois benchmark is 90% of households rating the quality of programs and facilities as either excellent (37%) or good (53%).

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- ◆ Out of 15 public, private and non-profit organizations serving Lindenhurst Park District residents and residents in the surrounding area, 48% of households indicated that the Lindenhurst Park District was the organization used the most or 2nd most by members of their household for indoor and outdoor recreation programs and facilities. This was the highest percentage of any of the 15 public, private and non-profit organizations.

C. Marketing the Lindenhurst Park District

The Lindenhurst Park District markets its programs and activities in a wide variety of ways. In particular two (2) of the marketing means are very successful:

- ◆ 82% of households indicated that the Park District Seasonal Brochure was one of the means that they learned about programs and activities. This is higher than the Illinois benchmark of 78% and the national benchmark of 52%. We have found that direct mailing brochures is the most successful way of reaching citizen households.
- ◆ 32% of households indicated that the Park District website was one of the means that they learned about programs and activities. This is higher than the Illinois benchmark of 22% and the national benchmark of 15%.

D. Needs and Priorities for Programs

While the Lindenhurst Park District is currently doing an excellent job, the survey clearly showed opportunities for improvements to program services. A few key findings are as follows:

- ◆ Adult fitness and wellness programs (45% of households); youth sports programs (39% of households); indoor sports programs (36%) of households; and community special events (32%) of households were the four types of PROGRAMS for which resident households have the most needs.
- ◆ Youth sports programs (30% of households); adult fitness and wellness programs (29% of households); indoor sports programs (19% of households); and community special events (18%) of households are the four types of PROGRAMS that are the highest priorities for residents.
- ◆ Unmet needs for programs still exist. The highest unmet needs are for adult fitness and wellness programs (1,406 of households) and indoor sports programs (1,135 of households).

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E. The Market for Improvements to the Lindenhurst Community Center

Frequent usage of the Lindenhurst Community Center has remained fairly steady from 2004 to 2010. In 2004, 19% of resident households used the Lindenhurst Community Center at least 11 or more times during the past year. In 2010, 15% of resident households used the Lindenhurst Community Center at least 10 or more times in the past year. In the 2010 survey, the most frequently used facilities were the gymnasium (by 64% of Community Center users) and the walking and jogging track (by 34% of Community Center users).

In order to understand whether there is a market to expand programming spaces at the Lindenhurst Community Center and ensure that the additional program spaces could be paid 100% through user fees a series of questions on these issues were asked. Findings from these questions were as follows:

- ◆ There is a market for increasing programming spaces for weight room and cardiovascular space. 25% of household respondents indicated they would use these program spaces at least 2-3 times per week, which is higher than current usage. 10% of household respondents indicated they would use aerobics/dance space at least 2-3 times per week. Usage 2 to 3 times per week would be significantly lower for other new or expanded program spaces.
- ◆ Only 26% of household respondents would be willing to pay either \$13-\$15 or more per month (10% of respondents) or \$10-\$12 per month (16% of respondents) in additional user fees to expand the Lindenhurst Community Center with the types of programming spaces, classes and activities that members of their household would use the most often. 40% of household respondents would pay \$6-\$9 more and 34% would pay nothing more.

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F. Final Conclusions

Results from the citizen survey clearly show that the Lindenhurst Park District is doing an excellent job in providing recreation programs and facilities to residents of the Park District and the surrounding area. This is evident both from the high percentage of households participating in programs and using facilities and also through the high ratings of program and facility quality.

Importantly, the percentage of households participating in programs and using facilities and rating the quality of programs and facilities as excellent or good are higher than the percentages for the 2004 survey and also higher than the National and Illinois benchmarking averages.

Out of 15 public, private and non-profit organizations serving Lindenhurst Park District residents and residents in the surrounding area, 48% of households indicated that the Lindenhurst Park District was the organization used the most or 2nd most by members of their household for parks and recreation programs and facilities. The Lindenhurst Park District is the agency used the most of the 15 public, private and non-profit organizations.

The Lindenhurst Park District markets its programs and activities in a wide variety of ways. In particular marketing through use of the Park District Seasonal Brochure and website are very successful

While the Lindenhurst Park District is currently doing an excellent job, the survey clearly showed program areas having unmet needs still exist. The highest unmet needs are for adult fitness and wellness programs (1,406 of households) and indoor sports programs (1,135 of households).

There is a market for increasing programming spaces for weight room and cardiovascular space at the Lindenhurst Community Center. 25% of household respondents indicated they would use these program spaces at least 2-3 times per week, which is higher than current usage. 10% of household respondents indicated they would use aerobics/dance space at least 2-3 times per week. Usage 2 to 3 times per week would be significantly lower for other new or expanded program spaces.

However, only 26% of household respondents would be willing to pay either \$13-\$15 or more per month (10%) or \$10-\$12 per month (16%) in additional user fees to expand the Lindenhurst Community Center with the types of programming spaces, classes and activities that members of their household would use the most often. 40% of households would pay \$6-\$9 more and 34% would pay nothing more.

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We would encourage Park District officials to utilize the results from the Citizen Survey as the basis of future Master Planning efforts, program development, grant applications, and overall strategic decision-making.

It has been our pleasure to work with the Lindenhurst Park District on your “Community Attitude & Interest Citizen Survey”. We wish you continued success in serving the residents of your community with the highest quality recreation and facilities programs and services.

Sincerely,

Ronald A. Vine, President
Leisure Vision

Section 1:
Executive Summary

2010 Community Survey Executive Summary Report

Overview of the Methodology

The Lindenhurst Park District conducted a Community Survey during the summer of 2010. The purpose of the survey was to establish priorities for the future development of parks and recreation facilities, programs and services within the community. The survey was designed to obtain statistically valid results from households throughout the Lindenhurst Park District and the surrounding area. The survey was administered by a combination of mail and phone.

Leisure Vision worked extensively with Lindenhurst 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 2,000 households throughout the Lindenhurst Park District and in the surrounding area. 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 was to obtain a total of at least 400 completed surveys, including at least 300 from Lindenhurst Park District households and at least 75 from households outside of the Park District but in the surrounding area. These goals were accomplished, with a total of 604 surveys having been completed, including 504 from households in the Park District and 100 from households outside of the Park District. The results of the random sample of 604 households have a 95% level of confidence with a precision of at least +/-4.0%.

The following pages summarize major survey findings.

Major Survey Findings

- **Participation in Park District Programs.** Fifty percent (50%) of households have participated in Lindenhurst Park District programs during the past 12 months. This is significantly higher than the national benchmarking average of 30%, and the Illinois benchmarking average of 39%.

Of the 50% of households that have participated in Park District programs during the past year, 94% rated the quality of the programs as either excellent (43%) or good (51%). This is higher than the national benchmarking average (88%) and Illinois benchmarking average (90%) of households who rated the quality of programs as either excellent or good.

- **Organizations Used for Indoor and Outdoor Recreation Activities.** The organizations used by the highest percentage of households for indoor and outdoor recreation activities are: the Lindenhurst Park District (48%), Lake Villa District Library (44%), Lake County Forest Preserve District (43%), and neighboring park districts/communities (31%).

- **Reasons Preventing Households from Using Park District Parks, Facilities & Programs.** The most frequently mentioned reasons preventing households from using Lindenhurst Park District parks, recreation facilities and programs more often are: “we are too busy” (36%), “program times are not convenient” (26%), “program or facility is not offered” (23%) and “we are not interested” (22%).

- **Need for Sports and Recreation Programs.** The sports and recreation programs that the highest percentage of households have a need for are: adult fitness and wellness programs (45%), youth sports programs (39%), indoor sports programs (36%), community special events (32%), and adult sports programs (26%).

- **Most Important Sports and Recreation Programs.** Based on the sum of their top four choices, the sports and recreation programs that households rated as the most important are: youth sports programs (30%), adult fitness and wellness programs (29%), indoor sports programs (19%), community special events (18%), and adult sports programs (14%).

- **Sports and Recreation Programs Participated in Most Often at Park District Facilities.** Based on the sum of their top four choices, the sports and recreation programs that households participate in most often at Lindenhurst Park District facilities are: youth sports programs (24%), community special events (11%), adult fitness and wellness programs (10%), and indoor sports programs (10%).

- **Ways Respondents Learn about Park District Programs and Activities.** The most frequently mentioned ways that respondents learn about Lindenhurst Park District programs and activities are: Park District Seasonal Brochure (82%), Park District website (32%), and from friends and neighbors (31%).

- **Lindenhurst Park District Users.** Twenty-nine percent (29%) of households have used the Lindenhurst Community Center during the past 12 months.

Of the 29% of households that have used the community center during the past 12 months, the most frequently mentioned areas that households have used in the center are the gymnasium (64%) and walking/jogging track (34%).

Also, of the 29% of households that have used the community center during the past 12 months, the services that households feel are most important in using the community center are: costs of fees for classes and activities (47%), facilities and programs for children (37%), quality of instructors (36%), and hours that the community center is open (32%).

- **Programming Spaces in the Lindenhurst Community Center.** Based on the sum of their top four choices, the programming spaces that households would use most often in the Lindenhurst Community Center are: weight room/cardiovascular equipment space (39%), rock climbing wall (28%), and additional aerobics/dance space (28%).

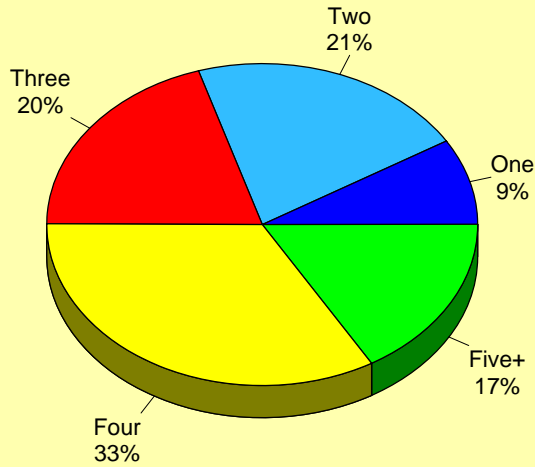
- **Paying Additional User Fees to Expand the Lindenhurst Community Center.** Sixty-six percent (66%) of respondents would pay some amount of additional user fees per month to expand the Lindenhurst Community Center. This includes 26% that would pay \$10 or more per month, 18% that would pay \$7 - \$9 per month, and 22% that would pay \$4 - \$6 per month.

- **Level of Satisfaction with the Overall Value Received from the Parks and Recreation Department.** Fifty-three percent (53%) of households are either very satisfied (25%) or somewhat satisfied (28%) with the overall value their household receives from the Lindenhurst Park District. Nine percent (9%) of households are either somewhat dissatisfied (5%) or very dissatisfied (4%) with the Park District. In addition, 22% of respondents rated the Park District as “neutral”, and 16% indicated “don’t know”.

Section 2:
Charts and Graphs

Q1. Demographics: Number of People in Household

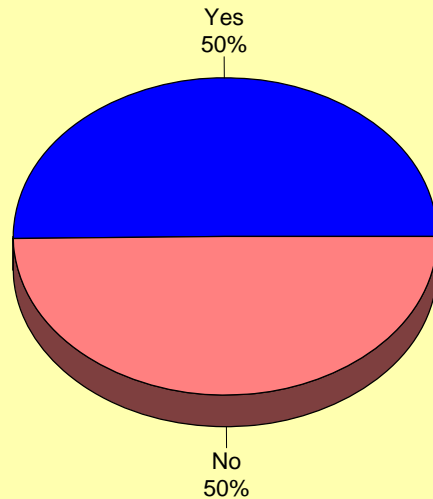
by percentage of respondents



Source: Leisure Vision/ETC Institute (September 2010)

Q2. Have Any Members of Your Households Participated in Recreation Programs or Used Recreation Facilities Offered by the Lindenhurst Park District During the Past 12 Months?

by percentage of respondents

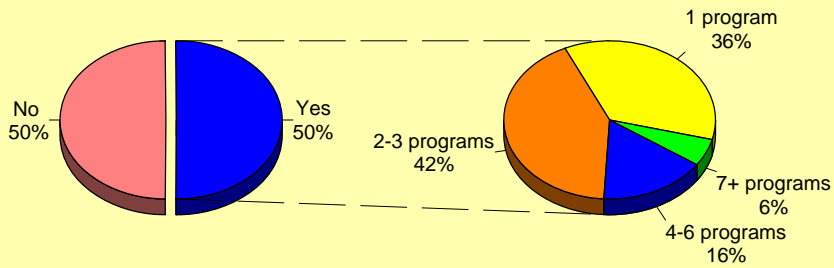


Source: Leisure Vision/ETC Institute (September 2010)

Q2. Have Any Members of Your Households Participated in Recreation Programs or Used Recreation Facilities Offered by the Lindenhurst Park District During the Past 12 Months?

by percentage of respondents

Q2a. Number of Different Recreation Programs/Activities Participated in During the Past 12 Months



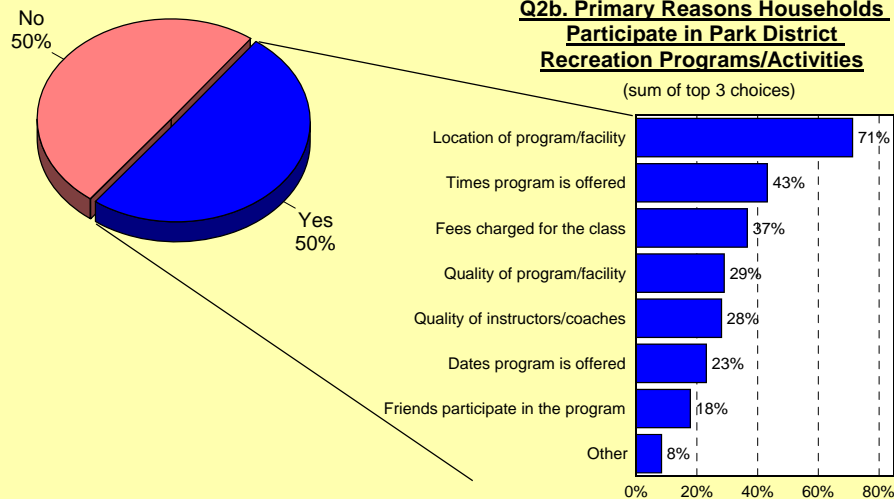
Source: Leisure Vision/ETC Institute (September 2010)

Q2. Have Any Members of Your Households Participated in Recreation Programs or Used Recreation Facilities Offered by the Lindenhurst Park District During the Past 12 Months?

by percentage of respondents

Q2b. Primary Reasons Households Participate in Park District Recreation Programs/Activities

(sum of top 3 choices)

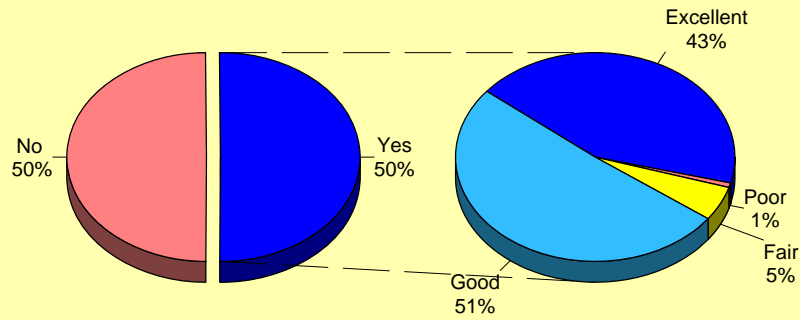


Source: Leisure Vision/ETC Institute (September 2010)

Q2. Have Any Members of Your Households Participated in Recreation Programs or Used Recreation Facilities Offered by the Lindenhurst Park District During the Past 12 Months?

by percentage of respondents

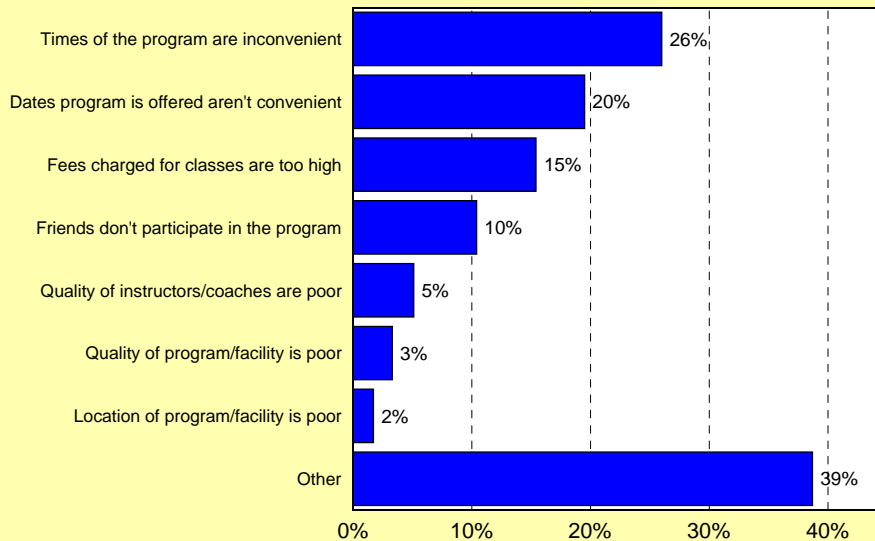
Q2c. How Respondents Rate the Overall Quality of the Recreation Programs/Activities Their Household Has Participated in



Source: Leisure Vision/ETC Institute (September 2010)

Q3. Primary Reasons That Households Do Not Participate in Park District Recreation Programs or Activities

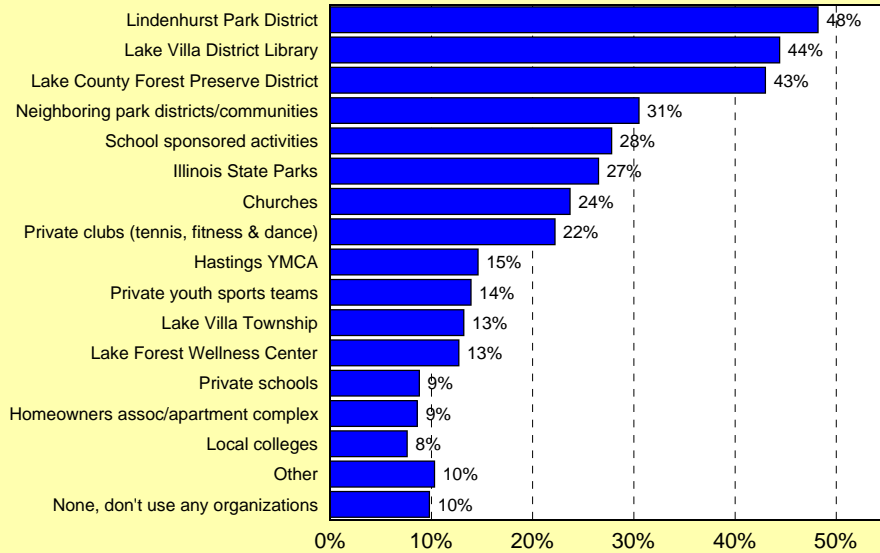
by percentage of respondents (sum of top 3 choices)



Source: Leisure Vision/ETC Institute (September 2010)

Q4. Organizations Used for Indoor and Outdoor Recreation Activities During the Past 12 Months

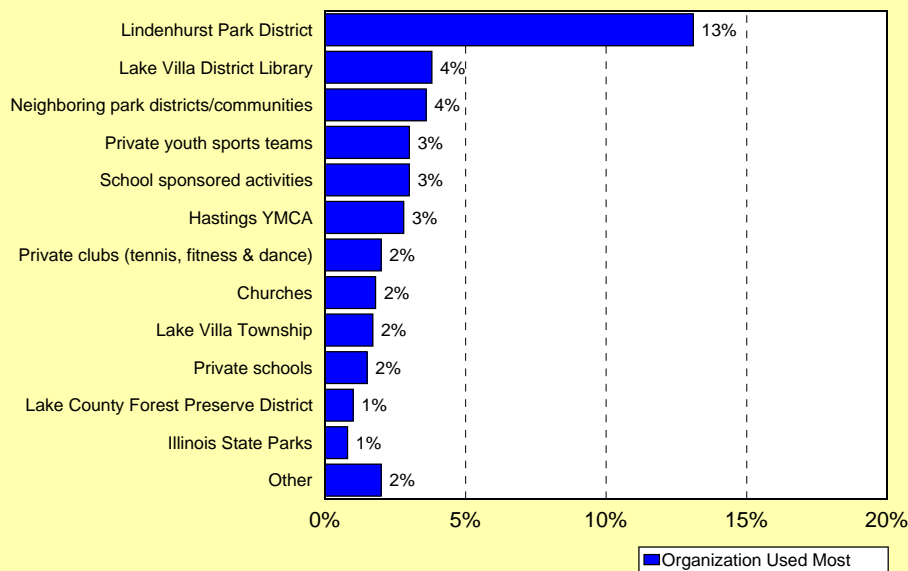
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (September 2010)

Q5. Organizations That Household Members Age 11 or Under Use the Most for Sports and Recreation Programs and Services

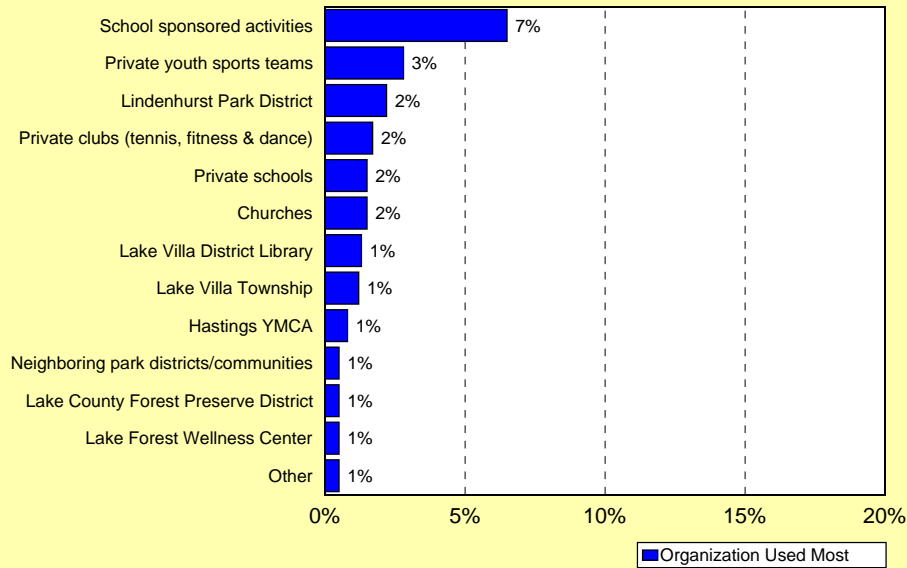
by percentage of respondents



Source: Leisure Vision/ETC Institute (September 2010)

Q5. Organizations That Household Members Ages 12 to 17 Use the Most for Sports and Recreation Programs and Services

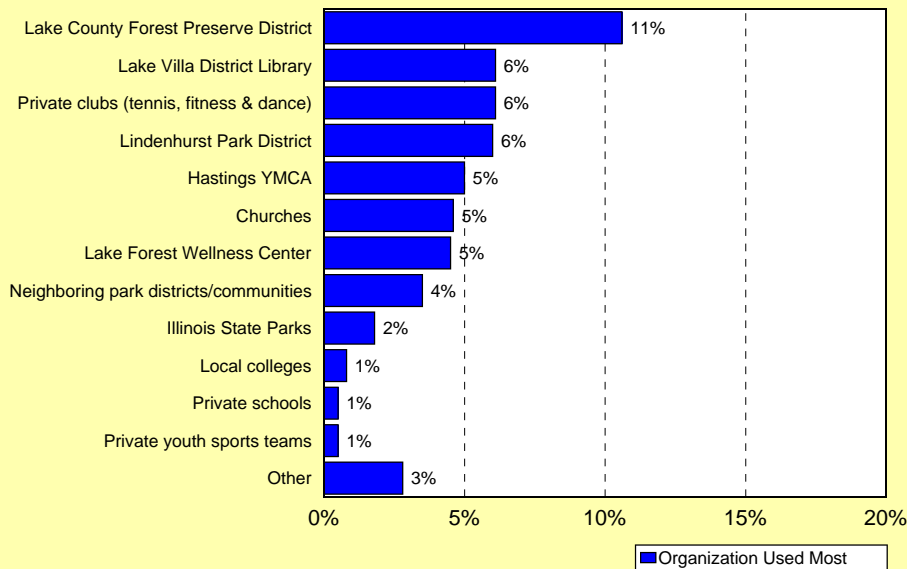
by percentage of respondents



Source: Leisure Vision/ETC Institute (September 2010)

Q5. Organizations That Household Members Ages 18 to 54 Use the Most for Sports and Recreation Programs and Services

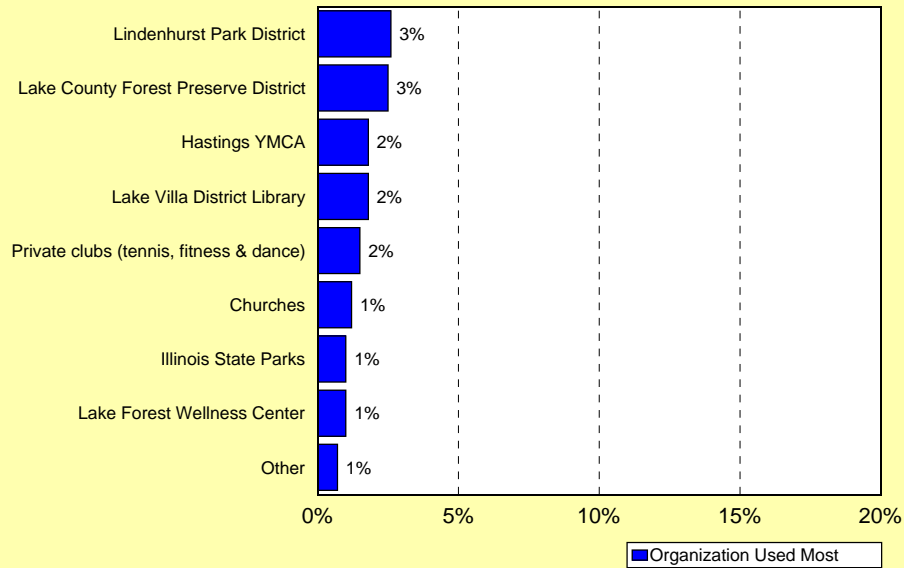
by percentage of respondents



Source: Leisure Vision/ETC Institute (September 2010)

Q5. Organizations That Household Members Ages 55+ Use the Most for Sports and Recreation Programs and Services

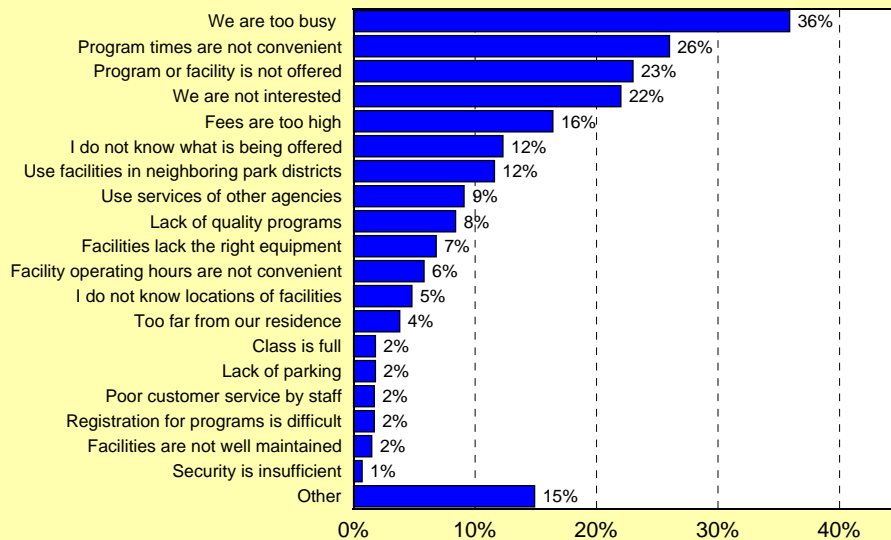
by percentage of respondents



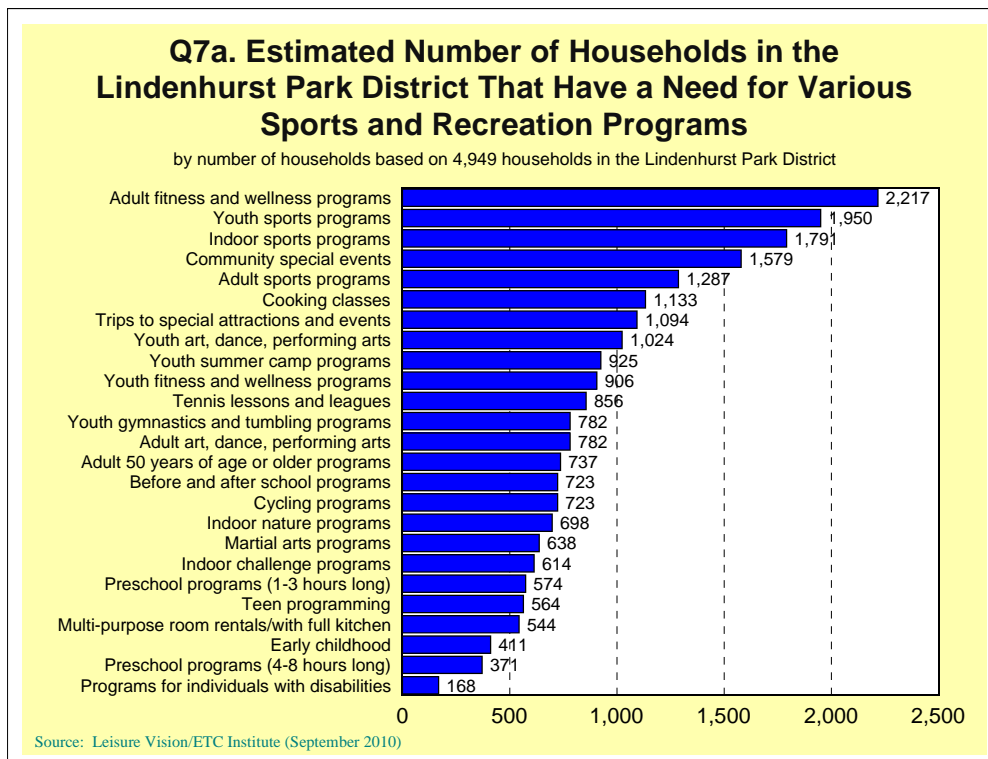
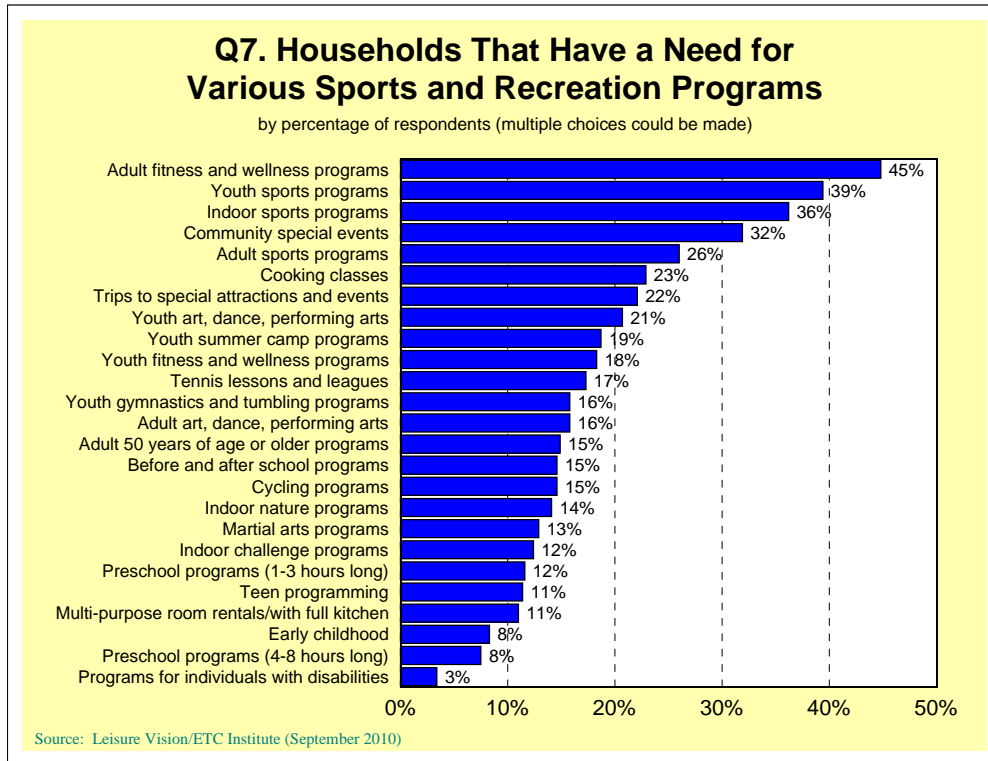
Source: Leisure Vision/ETC Institute (September 2010)

Q6. Reasons Preventing Households from Using Lindenhurst Park District Parks, Recreation Facilities or Programs More Often

by percentage of respondents (multiple choices could be made)

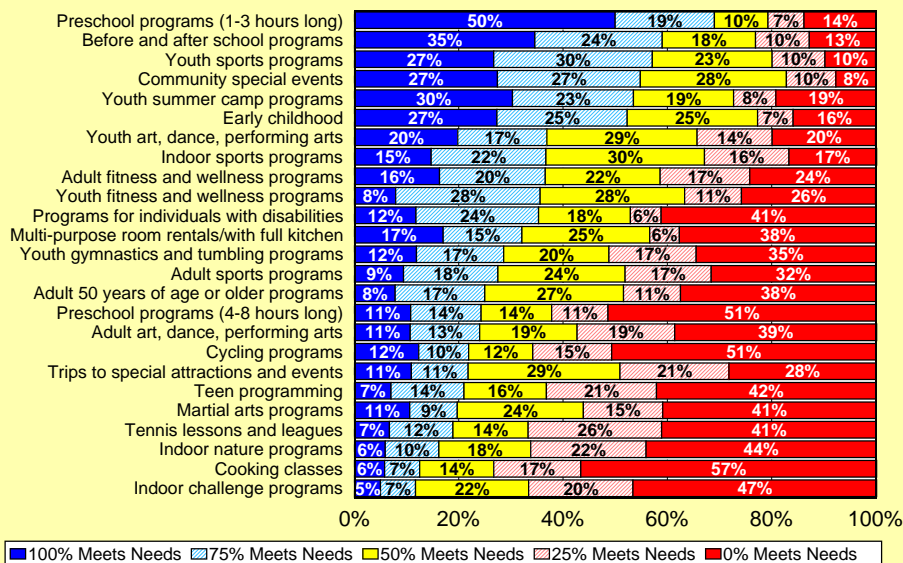


Source: Leisure Vision/ETC Institute (September 2010)



Q7b. How Well Sports and Recreation Programs Meet the Needs of Households

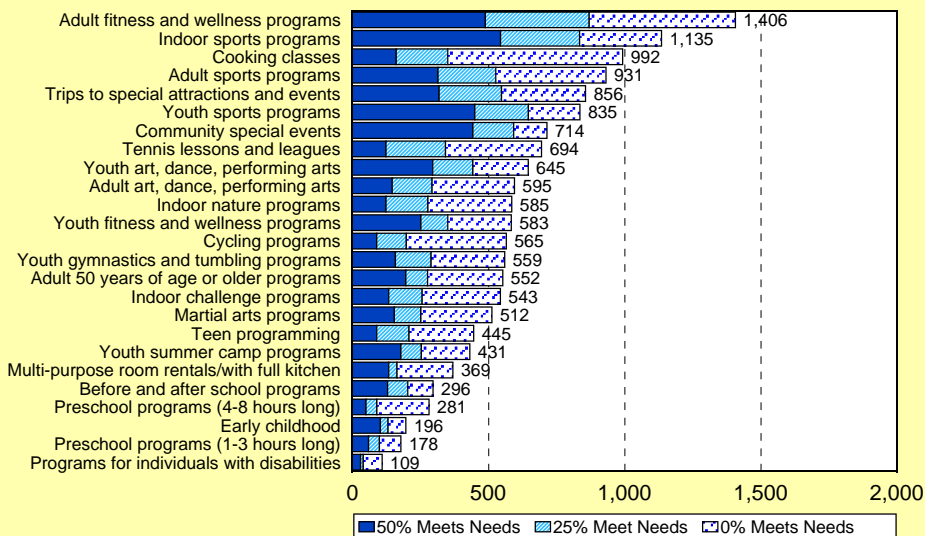
by percentage of respondent households that have a need for programs



Source: Leisure Vision/ETC Institute (September 2010)

Q7c. Estimated Number of Households in the Lindenhurst Park District Whose Needs for Sports and Recreation Programs Are Only Being 50% Met or Less

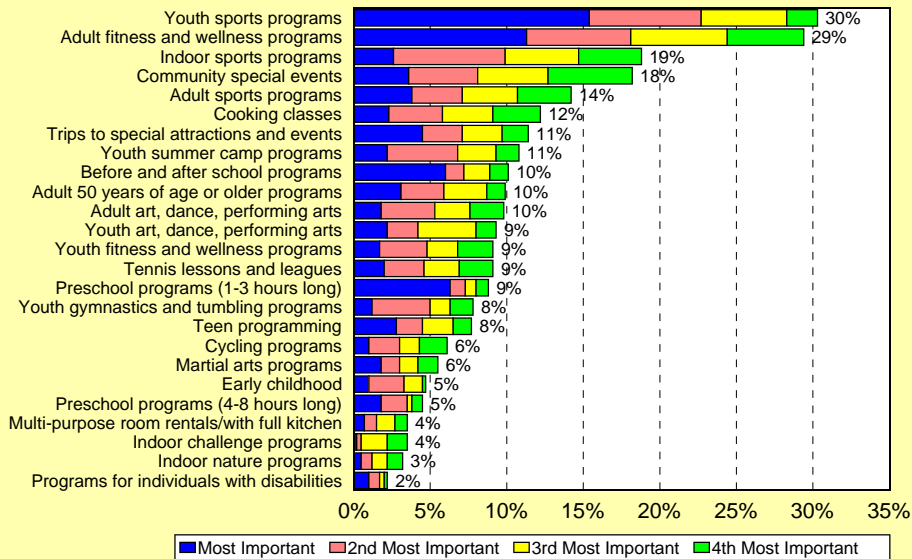
by number of households based on 4,949 households in the Lindenhurst Park District



Source: Leisure Vision/ETC Institute (September 2010)

Q8. Sports and Recreation Programs That Are Most Important to Households

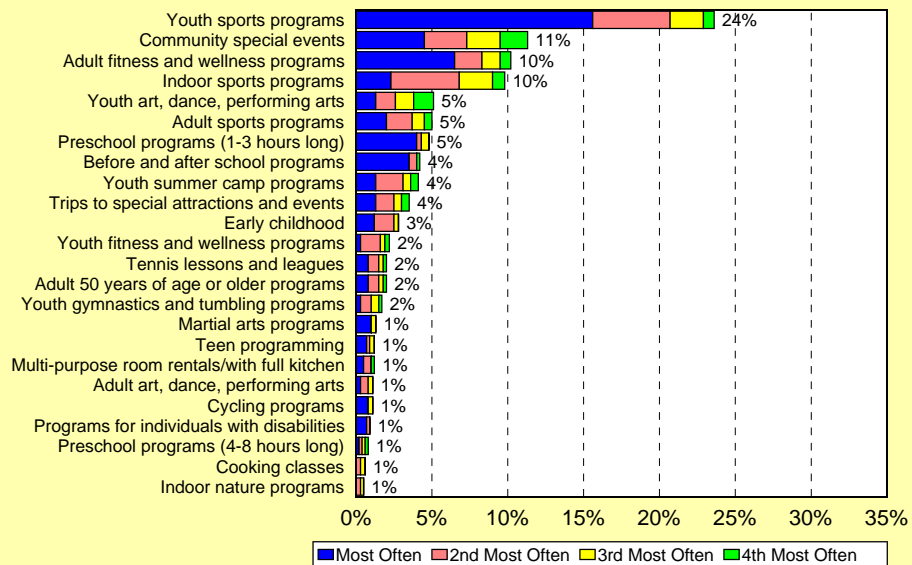
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (September 2010)

Q9. Sports and Recreation Programs That Households Participate in Most Often at Lindenhurst Park District Facilities

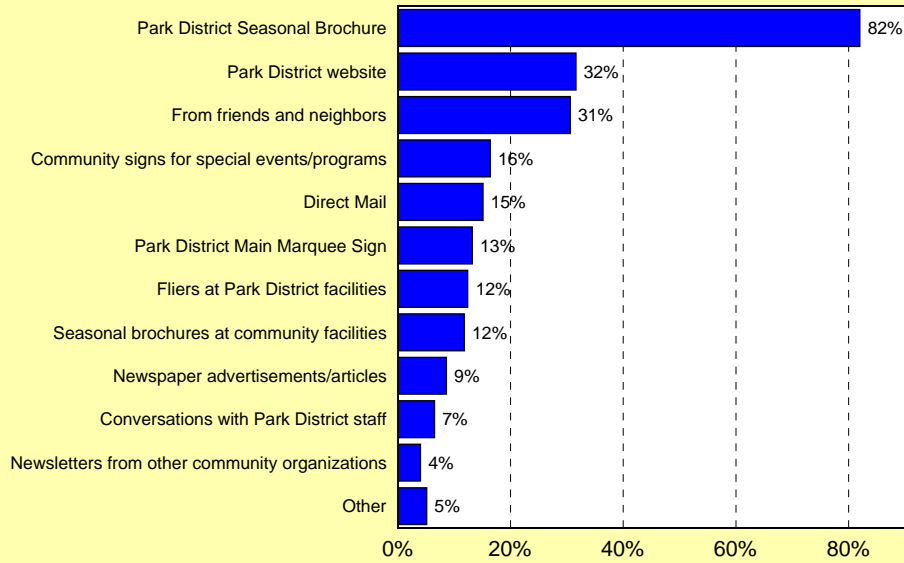
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (September 2010)

Q10. Ways Respondents Have Learned About Lindenhurst Park District Programs and Activities

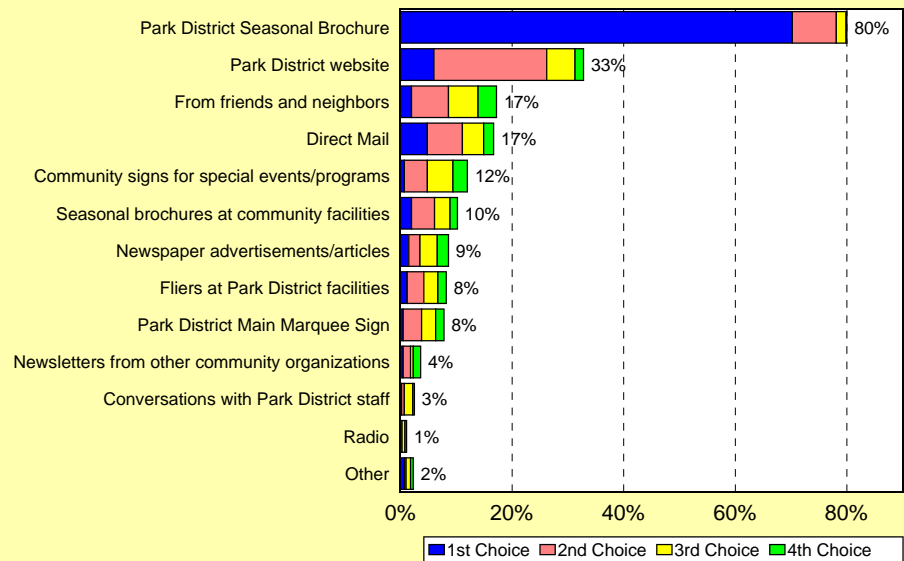
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (September 2010)

Q11. Ways Respondents Most Prefer to Learn About Lindenhurst Park District Programs and Activities

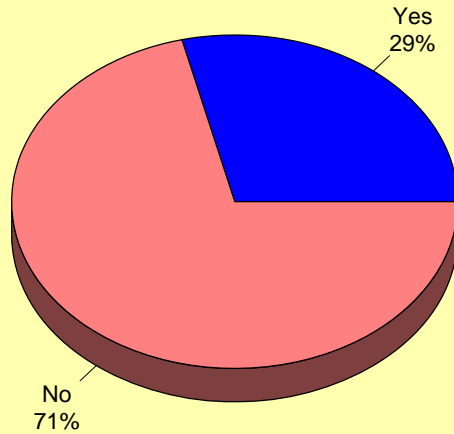
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (September 2010)

Q12. During the Past 12 Months Have You or Members of Your Household Used the Lindenhurst Community Center?

by percentage of respondents

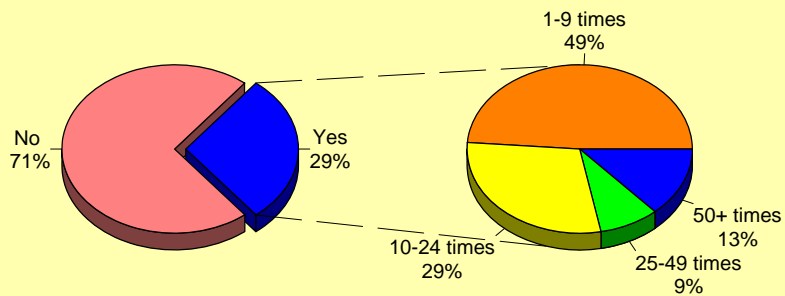


Source: Leisure Vision/ETC Institute (September 2010)

Q12. During the Past 12 Months Have You or Members of Your Household Used the Lindenhurst Community Center?

by percentage of respondents

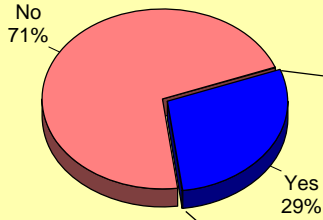
Q13. During the Past 12 Months Have You or Members of Your Household Used the Lindenhurst Community Center?



Source: Leisure Vision/ETC Institute (September 2010)

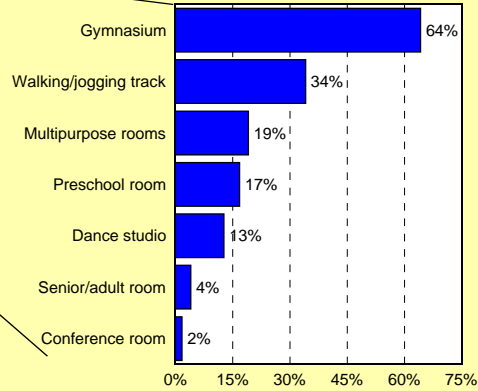
Q12. During the Past 12 Months Have You or Members of Your Household Used the Lindenhurst Community Center?

by percentage of respondents



Q14. Areas in the Lindenhurst Community Center That Households Have Used in the Past 12 Months

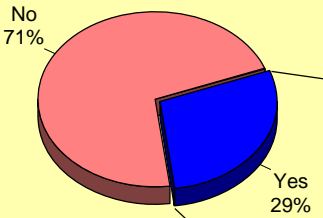
(multiple choices could be made)



Source: Leisure Vision/ETC Institute (September 2010)

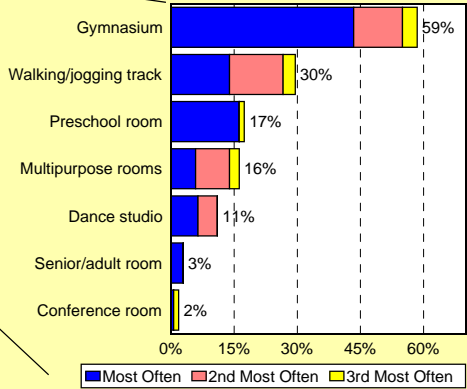
Q12. During the Past 12 Months Have You or Members of Your Household Used the Lindenhurst Community Center?

by percentage of respondents



Q15. Areas in the Lindenhurst Community Center That Households Use Most Often

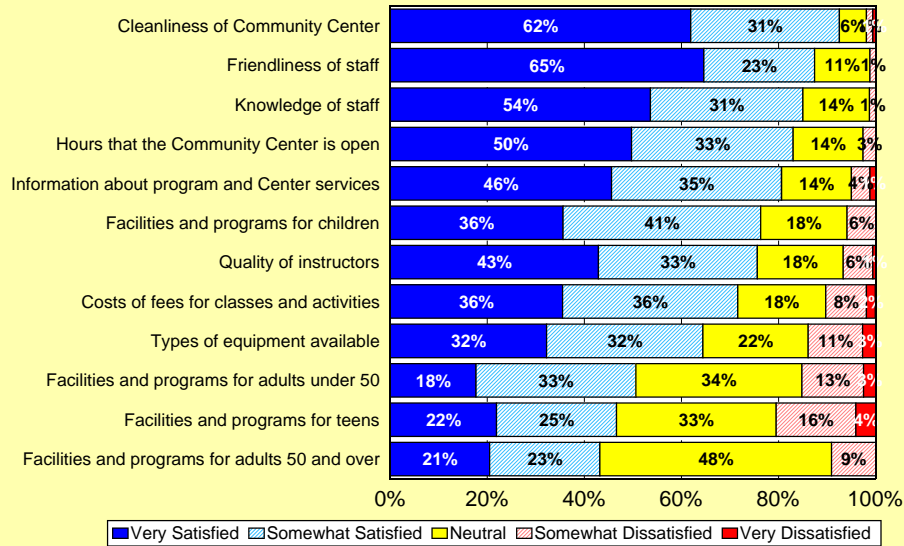
(sum of top 3 choices)



Source: Leisure Vision/ETC Institute (September 2010)

Q16. Level of Satisfaction with Various Services Provided by the Lindenhurst Community Center

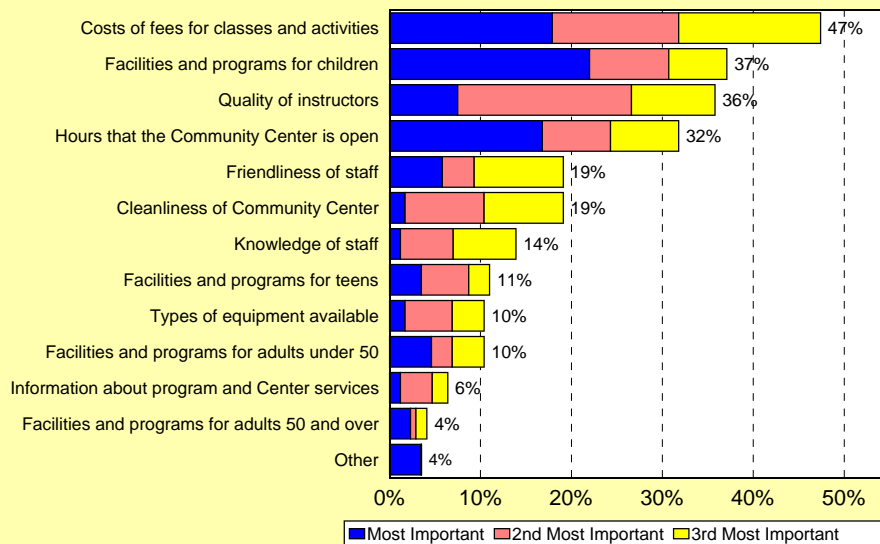
by percentage of households that have used the Lindenhurst Community Center during the past 12 months (excluding "don't know" responses)



Source: Leisure Vision/ETC Institute (September 2010)

Q17. Services That Are Most Important to Households in Using the Lindenhurst Community Center

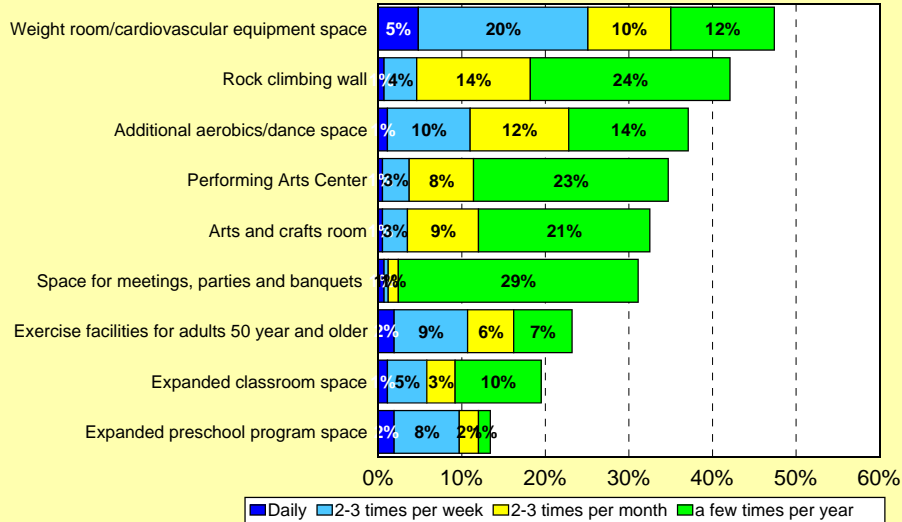
by percentage of households that have used the Lindenhurst Community Center during the past 12 months (sum of top 3 choices)



Source: Leisure Vision/ETC Institute (September 2010)

Q18. How Often Households Would Use Various Programming Spaces That Could Be Developed and Operated at the Lindenhurst Community Center

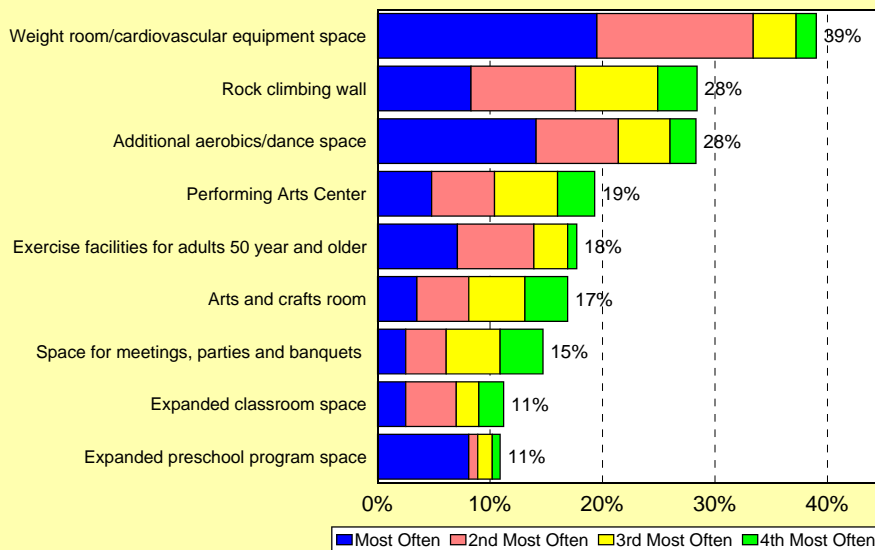
by percentage of respondents



Source: Leisure Vision/ETC Institute (September 2010)

Q19. Programming Spaces That Households Would Use Most Often at the Lindenhurst Community Center

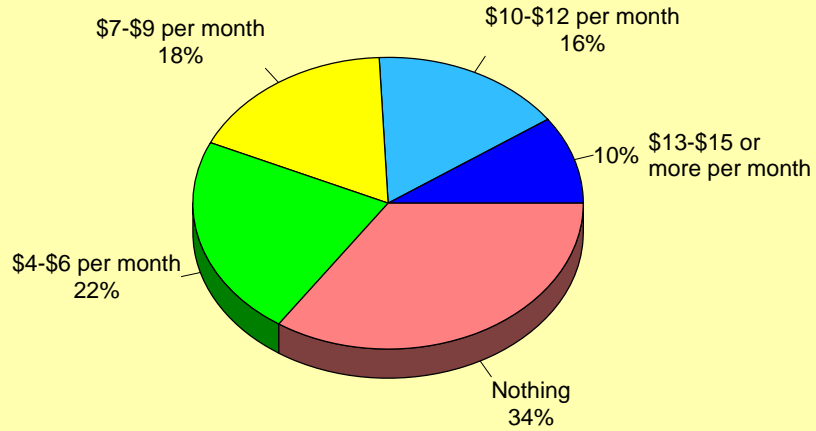
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (September 2010)

Q20. What Is the Amount of Additional User Fees You Would Anticipate Paying Per Month to Expand the Lindenhurst Community Center with the Types of Spaces, Classes and Activities Your Household Would Use Most Often?

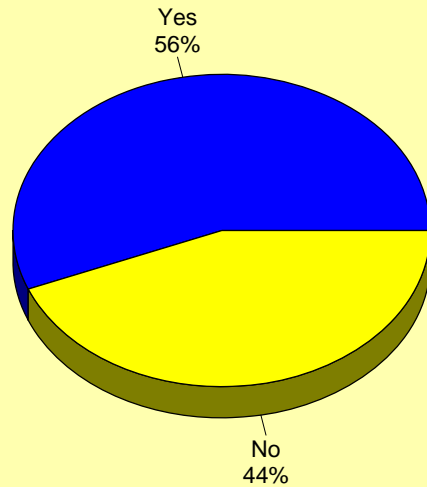
by percentage of respondents



Source: Leisure Vision/ETC Institute (September 2010)

Q21. Are You Aware That the Lindenhurst Park District Is a Separate Unit of Government from the Village of Lindenhurst with its Own Elected Board?

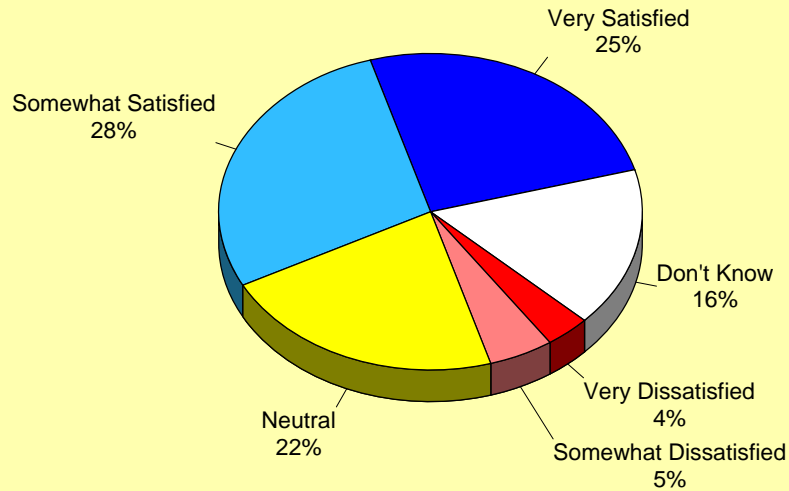
by percentage of respondents



Source: Leisure Vision/ETC Institute (September 2010)

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

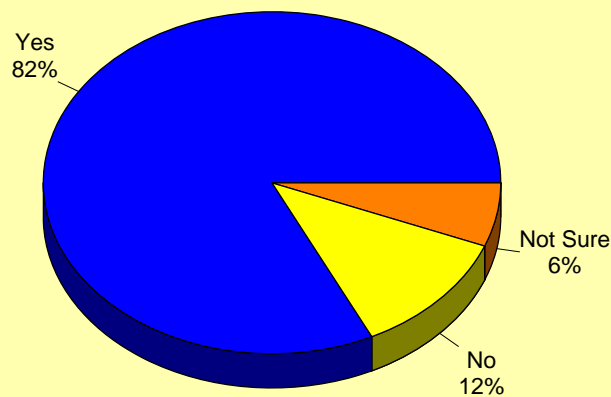
by percentage of respondents



Source: Leisure Vision/ETC Institute (September 2010)

Q23. Demographics: Do You Live within the Boundaries of the Lindenhurst Park District?

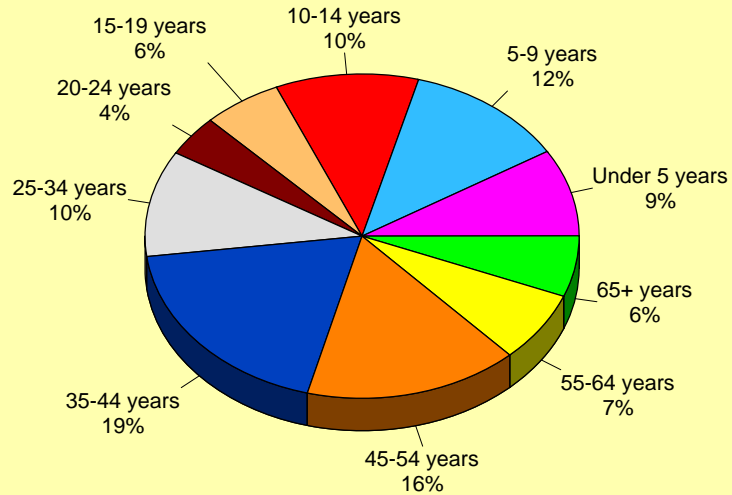
by percentage of respondents



Source: Leisure Vision/ETC Institute (August 2010)

Q24. Demographics: Ages of People in Household

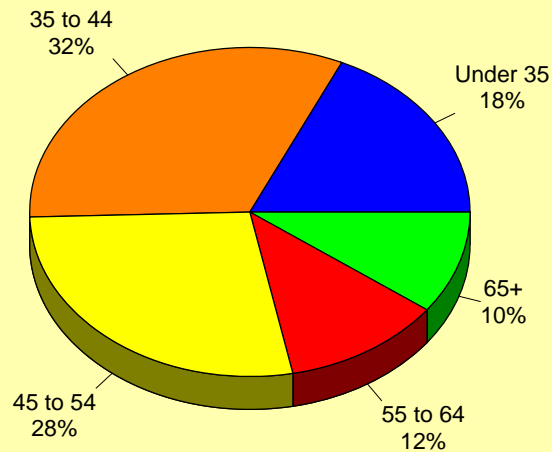
by percentage of household occupants



Source: Leisure Vision/ETC Institute (September 2010)

Q25. Demographics: Age of Respondents

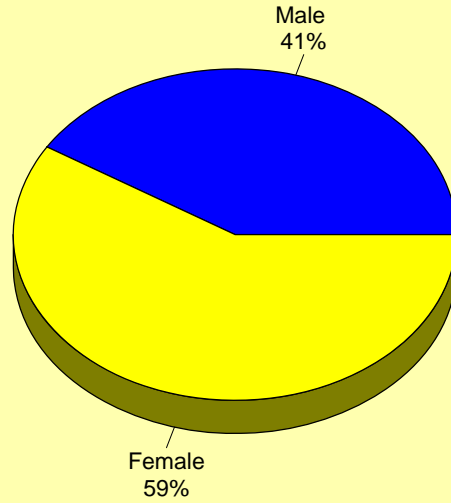
by percentage of respondents



Source: Leisure Vision/ETC Institute (September 2010)

Q26. Demographics: Gender

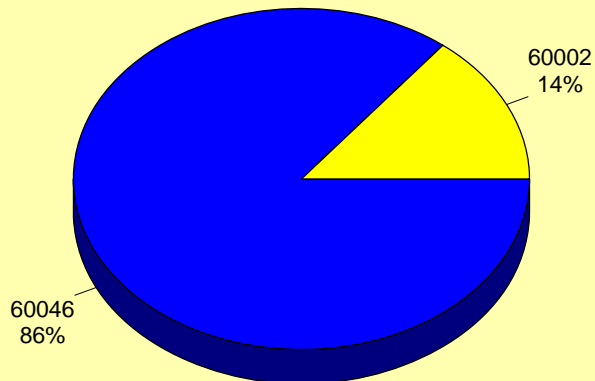
by percentage of respondents



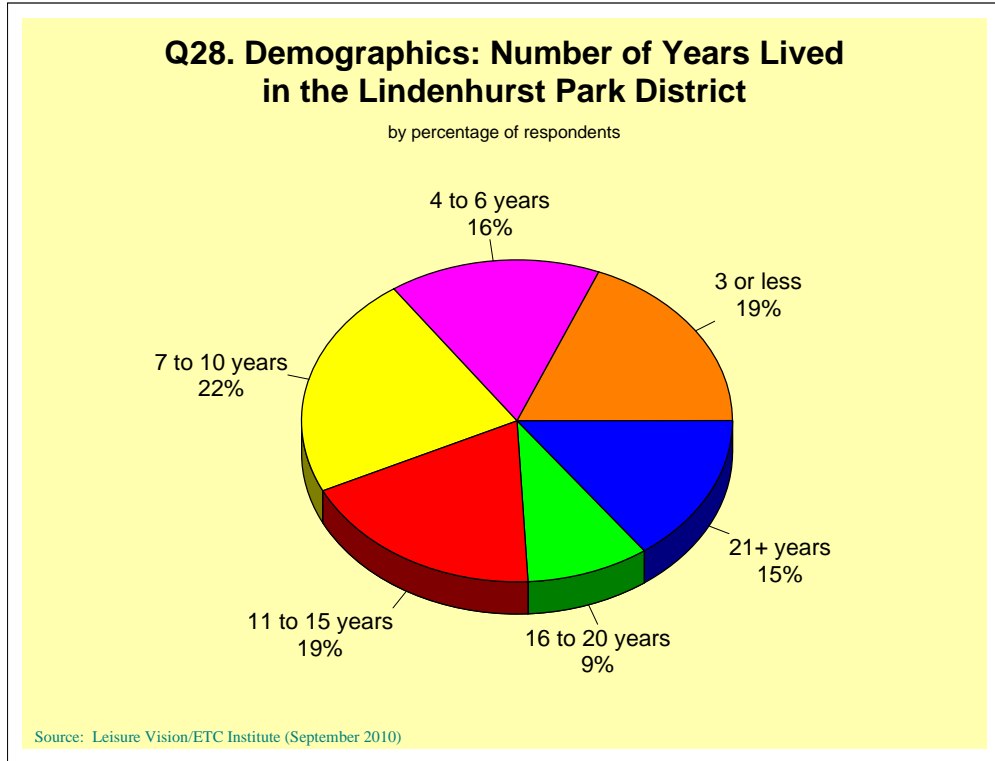
Source: Leisure Vision/ETC Institute (September 2010)

Q27. Demographics: Zip Code

by percentage of respondents



Source: Leisure Vision/ETC Institute (September 2010)



Section 7:
Survey Instrument



Lindenhurst Park District

2200 East Grass Lake Road, Lindenhurst, Illinois 60046

847.356.6011 847.356.6063 Fax

www.lindenhurstparks.org

Late Spring/Early Summer 2010

*A Few Minutes of Your Time Will Help Make the Lindenhurst Park District
a Better Place to Live, Work and Play!*

Dear Lindenhurst Park District and Area Resident:

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

The Lindenhurst Park District is conducting a Needs Assessment Survey to establish priorities for the future development of parks and recreation facilities, programs and services within our 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 Lindenhurst Park District in taking a resident-driven approach to making decisions that will enrich the lives of its residents.

Please complete and return your survey within the next two (2) 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 us.

Your responses will remain confidential. Please return your completed survey in the enclosed postage-paid envelope addressed to: Leisure Vision/ETC Institute, 725 W. Frontier Circle, Olathe, Kansas 66061.

If you have any questions, please feel free to contact Tom Lippert, Director, at the Lindenhurst Park District office. The Needs Assessment Survey is a tool that will benefit all residents. Please take this opportunity to let your voice be heard!

Sincerely,

Board of Park Commissioners
Lindenhurst Park District

Dean A. Parkman, President

Todd Solbrig, Vice President

Christine Hunecke, Treasurer

Lisa Behnke, Commissioner

James H. Stout, Commissioner

surveylet10/lindam



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Community Interest and Opinion Survey: Let your voice be heard today!

The Lindenhurst Park District would like your input to help determine park and recreation priorities for our community. This survey will take 12-15 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. Including yourself, how many people live in your household? _____

2. Has your household participated in any recreation programs or utilized any recreation facilities offered by the Lindenhurst Park District during the past 12 months?
 - ____ (1) Yes [Please answer Questions #2a-c.]
 - ____ (2) No [Please go to Question #3.]

 - 2a. How many different recreation programs or activities offered by the Lindenhurst Park District has your household participated in during the past 12 months?
 - ____ (1) 1 program/activity
 - ____ (2) 2 to 3 programs/activities
 - ____ (3) 4 to 6 programs/activities
 - ____ (4) 7 to 10 programs/activities
 - ____ (5) 11 or more programs/activities

 - 2b. From the following list, please check the **THREE** primary reasons why your household **HAS PARTICIPATED** in Lindenhurst Park District recreation programs or recreation activities.

____ (1) Quality of instructors/coaches	____ (5) Times the program is offered
____ (2) Location of the program facility	____ (6) Friends participate in the program
____ (3) Quality of the program facility	____ (7) Dates the program is offered
____ (4) Fees charged for the class	____ (8) Other: _____

 - 2c. How would you rate the overall quality of recreation programs or recreation activities in which your household has participated?

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

3. From the following list, please check the **THREE** primary reasons why your household **DOES NOT PARTICIPATE** in Lindenhurst Park District recreation programs or recreation activities.

____ (1) Quality of instructors/coaches are poor	____ (5) Times of the program are inconvenient
____ (2) Location of the program facility is poor	____ (6) Friends don't participate in the program
____ (3) Quality of the program facility is poor	____ (7) Dates program is offered are not convenient
____ (4) Fee charged for classes are too high	____ (8) Other: _____

4. From the following list, please check ALL the organizations that you and members of your household have used for indoor and outdoor recreation activities during the last 12 months.

- | | |
|---|---|
| <input type="checkbox"/> (01) Private schools | <input type="checkbox"/> (10) Private clubs (tennis, fitness & dance) |
| <input type="checkbox"/> (02) Churches | <input type="checkbox"/> (11) Neighboring park districts/communities |
| <input type="checkbox"/> (03) Private youth sports teams | <input type="checkbox"/> (12) Lake County Forest Preserve District |
| <input type="checkbox"/> (04) Hastings YMCA | <input type="checkbox"/> (13) Homeowners associations/apartment complex |
| <input type="checkbox"/> (05) School sponsored activities | <input type="checkbox"/> (14) Lake Villa Township |
| <input type="checkbox"/> (06) Lindenhurst Park District | <input type="checkbox"/> (15) Lake Forest Wellness Center |
| <input type="checkbox"/> (07) Local colleges | <input type="checkbox"/> (16) Other: _____ |
| <input type="checkbox"/> (08) Lake Villa District Library | <input type="checkbox"/> (17) None. Do not use any organizations |
| <input type="checkbox"/> (09) Illinois State Parks | |

5. For each of the age groups shown below, please indicate which Organization listed in Question #4 you and your household USE THE MOST for sports and recreation programs and services. [Use the number by each organization in Question #4. If there is no one in your household in the age group, check NONE in the space provided below.]

	<u>Agency Used Most in Question #4</u>	<u>NONE in household this age</u>
Ages 0 to 11 years	_____	_____
Ages 12 - 17 years	_____	_____
Ages 18 - 54 years	_____	_____
Ages 55 years and older	_____	_____

6. Please CHECK ALL the reasons that prevent you or other members of your household from using parks, recreation facilities or programs of the Lindenhurst Park District more often.

- | | |
|---|---|
| <input type="checkbox"/> (01) Facilities are not well maintained | <input type="checkbox"/> (11) Poor customer service by staff |
| <input type="checkbox"/> (02) Program or facility not offered | <input type="checkbox"/> (12) I do not know locations of facilities |
| <input type="checkbox"/> (03) Facilities lack the right equipment | <input type="checkbox"/> (13) We are too busy |
| <input type="checkbox"/> (04) Security is insufficient | <input type="checkbox"/> (14) We are not interested |
| <input type="checkbox"/> (05) Lack of quality programs | <input type="checkbox"/> (15) I do not know what is being offered |
| <input type="checkbox"/> (06) Too far from our residence | <input type="checkbox"/> (16) Facility operating hours not convenient |
| <input type="checkbox"/> (07) Class full | <input type="checkbox"/> (17) Registration for programs is difficult |
| <input type="checkbox"/> (08) Fees are too high | <input type="checkbox"/> (18) Lack of parking |
| <input type="checkbox"/> (09) Program times are not convenient | <input type="checkbox"/> (19) Use services of other agencies |
| <input type="checkbox"/> (10) Use facilities in neighboring
park districts/communities | <input type="checkbox"/> (20) Other: _____ |

7. Please indicate if your household has a need for each of the sports and recreation programs listed below by circling 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, How Well Are Your Needs Being Met?				
	Yes	No	100% Met	75% Met	50% Met	25% Met	0% Met
A. Preschool programs (1-3 hours long)	Yes	No	5	4	3	2	1
B. Preschool programs (4-8 hours long)	Yes	No	5	4	3	2	1
C. Early childhood	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 gymnastics and tumbling programs	Yes	No	5	4	3	2	1
H. Youth fitness and wellness programs	Yes	No	5	4	3	2	1
I. Youth art, dance, performing arts	Yes	No	5	4	3	2	1
J. Indoor sports programs	Yes	No	5	4	3	2	1
K. Teen programming	Yes	No	5	4	3	2	1
L. Martial arts programs	Yes	No	5	4	3	2	1
M. Tennis lessons and leagues	Yes	No	5	4	3	2	1
N. Adult sports programs	Yes	No	5	4	3	2	1
O. Adult fitness and wellness programs	Yes	No	5	4	3	2	1
P. Adult 50 years of age or older programs	Yes	No	5	4	3	2	1
Q. Adult art, dance, performing arts	Yes	No	5	4	3	2	1
R. Cooking classes	Yes	No	5	4	3	2	1
S. Programs for individuals with disabilities (SRSNLC)	Yes	No	5	4	3	2	1
T. Community special events	Yes	No	5	4	3	2	1
U. Multi-purpose room rentals/with full kitchen	Yes	No	5	4	3	2	1
V. Cycling programs	Yes	No	5	4	3	2	1
W. Indoor challenge programs	Yes	No	5	4	3	2	1
X. Indoor nature programs	Yes	No	5	4	3	2	1
Y. Trips to special attractions and events	Yes	No	5	4	3	2	1

8. Which FOUR types of programs from the list in Question #7 are most important to your household? [Using the letters and numbers in Question #7 above, please write in the letters below for your 1st, 2nd, 3rd, and 4th choices, or circle 'NONE'.]

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

9. Which FOUR types of programs from the list in Question #7 do you currently participate in MOST OFTEN at Lindenhurst Park District facilities? [Using the letters in Question #7 above, please write in the letters below for your 1st, 2nd, 3rd, and 4th choices, or circle 'NONE'.]

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

10. From the following list, please check ALL the ways that your household has learned about Lindenhurst Park District's programs and activities during the past 12 months.

- ___ (01) Park District Seasonal Brochure (Direct mailed to residence)
- ___ (02) From friends and neighbors
- ___ (03) Park District Main Marquee Sign
- ___ (04) Park District website
- ___ (05) Conversations with Park District staff
- ___ (06) Fliers at Park District facilities
- ___ (07) Community signs temporarily put up for special events/programs
- ___ (08) Direct Mail
- ___ (09) Radio
- ___ (10) Seasonal brochures at community facilities
- ___ (11) Newspaper advertisements/articles
- ___ (12) Newsletters from other community organizations
- ___ (13) Other: _____

11. From the list in Question #10 above please indicate which methods of learning about Lindenhurst Park District's programs and activities you and members of your household most prefer. Using the numbers in Question #10 above, please write in the numbers below for your 1st, 2nd, 3rd, and 4th choices, or circle 'NONE.'

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

12. During the past 12 months have you or members of your household used the Lindenhurst Community Center?

- ___ (1) Yes [Please answer Questions 13-16]
- ___ (2) No [Please skip to Question 17]

13. During the past 12 months, approximately how many times have you and members of your household visited the Lindenhurst Community Center?

- ___ (1) 1-9 times
- ___ (2) 10-24 times
- ___ (3) 25-49 times
- ___ (4) 50+ times

14. From the following major areas in the Lindenhurst Community Center , please check ALL the areas you and members of your household have used during the past 12 months.

- ___ (1) Gymnasium
- ___ (2) Walking and jogging track
- ___ (3) Dance studio
- ___ (4) Senior/adult room
- ___ (5) Preschool room
- ___ (6) Multipurpose rooms
- ___ (7) Conference room

15. Which **THREE** of the INDOOR recreation features I just read do you and members of your household use the most often at the Lindenhurst Community Center? [Please write in the numbers from question #14 on the lines below for respondent's 1st, 2nd, and 3rd choices.]

_____ Most Often

_____ 2nd Most Often

_____ 3rd Most Often

16. From the following list of services provided at the Lindenhurst Community Center, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

	<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) Hours that the Community Center is open.....	5.....	4.....	3.....	2.....	1.....	9
(B) Friendliness of staff.....	5.....	4.....	3.....	2.....	1.....	9
(C) Knowledge of staff	5.....	4.....	3.....	2.....	1.....	9
(D) Cleanliness of Community Center	5.....	4.....	3.....	2.....	1.....	9
(E) Costs of fees for classes and activities	5.....	4.....	3.....	2.....	1.....	9
(F) Information about program and Center services..	5.....	4.....	3.....	2.....	1.....	9
(G) Quality of instructors	5.....	4.....	3.....	2.....	1.....	9
(H) Types of equipment available	5.....	4.....	3.....	2.....	1.....	9
(I) Facilities and programs for children	5.....	4.....	3.....	2.....	1.....	9
(J) Facilities and programs for teens.....	5.....	4.....	3.....	2.....	1.....	9
(K) Facilities and programs for adults under 50.....	5.....	4.....	3.....	2.....	1.....	9
(L) Facilities and programs for adults 50 and over	5.....	4.....	3.....	2.....	1.....	9
(M) Other: _____	5.....	4.....	3.....	2.....	1.....	9

17. Which **THREE** of the **SERVICES** from the list in Question 16 are most important to you and members of your household in using the Lindenhurst Community Center? [Please write in the letters from question #16 on the lines below for respondent's 1st, 2nd, and 3rd choices.]

 Most Important

 2nd Most Important

 3rd Most Important

18. The Lindenhurst Park District is considering expanding the Lindenhurst Community Center. Costs to build and operate an expanded Lindenhurst Community Center would need to be funded 100% through user fees.

From the following list of programming spaces that could be developed and operated at an expanded Lindenhurst Community Center, please indicate how often you and members of your household would use each programming space by circling the appropriate number to the right of each space.

	<u>Daily</u>	<u>2-3 times per week</u>	<u>2-3 times per month</u>	<u>a few times per year</u>	<u>Never</u>
(A) Expanded preschool program space	1	2	3	4	5
(B) Expanded classroom space	1	2	3	4	5
(C) Additional aerobics/dance space.....	1	2	3	4	5
(D) Weight room/cardiovascular equipment space	1	2	3	4	5
(E) Performing Arts Center	1	2	3	4	5
(F) Exercise facilities for adults 50 year and older.....	1	2	3	4	5
(G) Rock climbing wall	1	2	3	4	5
(H) Space for meetings, parties and banquets, with a full kitchen	1	2	3	4	5
(I) Arts and crafts room.....	1	2	3	4	5

19. Which FOUR of the indoor spaces from the list in Question #18 would you or members of your household use the MOST OFTEN? [Using the numbers in Question #18 above, please write in the numbers below for your 1st, 2nd, 3rd, and 4th choices, or circle 'NONE.']

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

20. Costs to develop and operate new indoor programming spaces would need to be paid 100% THROUGH USER FEES. The higher the amount of program revenue and rental usage the greater would be the amount of programming spaces that could be developed.

Knowing that, on average what is the amount of ADDITIONAL USER FEES you would anticipate paying PER MONTH to expand the Lindenhurst Community Center with the types of programming spaces, classes and activities you and members of your household would use the most often?

- | | |
|--------------------------------------|----------------------------|
| ____ (1) \$13-\$15 or more per month | ____ (4) \$5-\$4 per month |
| ____ (2) \$10-\$12 per month | ____ (5) Nothing |
| ____ (3) \$7- \$9 per month | |

21. Are you aware that the Lindenhurst Park District is a separate unit of government from the Village of Lindenhurst with its own elected board?
- ____ (1) Yes
- ____ (2) No

22. Please rate your level of satisfaction with the overall value that your household receives from the Lindenhurst Park District.
- | | |
|---|--|
| <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 |

Demographics

23. Do you live within the boundaries of the Lindenhurst Park District?
- (1) Yes
 (2) No
 (3) Not Sure

24. How many people in your household are:
- | | | | |
|--------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| Under age 5 <input type="checkbox"/> | Ages 15-19 <input type="checkbox"/> | Ages 35-44 <input type="checkbox"/> | Ages 55-64 <input type="checkbox"/> |
| Ages 5-9 <input type="checkbox"/> | Ages 20-24 <input type="checkbox"/> | Ages 45-54 <input type="checkbox"/> | Ages 65+ <input type="checkbox"/> |
| Ages 10-14 <input type="checkbox"/> | Ages 25-34 <input type="checkbox"/> | | |

25. What is your age? _____

26. What is your gender? (1) Male (2) Female

27. What is your home zip code? _____

28. How many years have you lived in the Lindenhurst Park District? _____ years

Please share any additional comments that can assist the Lindenhurst Park District in improving recreation facilities, programs, parks, trails, open space, and services.

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 address information on the sticker to the right will
ONLY be used to help identify areas with special interests.