



**ETC INSTITUTE**

MARKETING RESEARCH, DEMOGRAPHY, STATISTICAL APPLICATIONS

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November 10, 2013

Mr. Tony LaFrence, Executive Director  
Schaumburg Park District  
235 East Beech  
Schaumburg, Illinois 60193  
(847) 985-2115

RE: MANAGEMENT LETTER REGARDING MAJOR FINDINGS OF CITIZEN SURVEY

Dear Tony:

I am pleased to present this “Management Letter” regarding major findings of the citizen survey. The “Management Letter contains three (3) Sections, those being:

- Overview of the Methodology
- Major Findings
- Summary

### **Overview of the Methodology**

Leisure Vision (a Division of ETC Institute) conducted a Parks and Recreation Needs Assessment Survey between September and October of 2013 to help establish usage and satisfaction for current parks and facilities and to determine priorities for the future development of parks and recreation facilities, programs and services within the Schaumburg Park District. The survey was administered by mail and phone.

Leisure Vision worked extensively with Schaumburg 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.

Surveys were mailed to a random sample of 3500 households in Schaumburg. The same day the surveys were mailed, each household that was to receive a survey also received an electronic voice message encouraging them to complete the survey.

The goal was to obtain a total of at least 600 completed surveys. A total of 708 were actually completed. The results of the random sample of 708 households have a 95% level of confidence with a precision of at least +/-3.8%.

Results from the overall survey were analyzed by major demographic factors including:

- Households with Children and Without Children
- Gender and Age of Respondent
- Users and Non-Users of Parks
- Participants and Non-Participants in Programs
- Value Received from Programs

Results were also compared to Leisure Vision’s national data base of more than 400 parks and recreation surveys conducted for communities across the country and more than 3 dozen parks and recreation surveys conducted for park districts in Illinois. Finally, results from the 2013 survey were compared to citizen findings from the 2006 survey conducted for the Schaumburg Park District by Leisure Vision.

## Major Findings

1. Household usage of Schaumburg Park District parks in 2013 is higher than usage of parks in the 2006 survey and comparable to National and Illinois benchmarks. Ratings of “excellent” regarding the conditions of parks that were visited were higher than excellent ratings in the 2006, as well as being higher than excellent ratings from National and Illinois Park Districts and agencies.

	<u>Usage of Parks</u>	<u>Ratings of Excellent</u>
Schaumburg Park District 2013	79%	43%
Schaumburg Park District 2006	73%	40%
National Benchmarks	78%	34%
Illinois Benchmarks	78%	36%

2. Household participation in Schaumburg Park District programs in 2013 is comparable to participation in the 2006 survey and higher than both National and Illinois benchmarks. Ratings of “excellent” regarding the quality of programs that were used were higher than excellent ratings in the 2006 survey, as well as being higher than excellent ratings from National and Illinois Park Districts and agencies.

	<u>Participation in Programs</u>	<u>Ratings of Excellent</u>
Schaumburg Park District 2013	42%	44%
Schaumburg Park District 2006	43%	39%
National Benchmarks	30%	37%
Illinois Benchmarks	39%	37%

3. Participation in programs is significantly higher in households that have children under 10 years of age than households with children 10-19 and households that do not have any children. At the same time, participation in programs in all age groups is at least 30%.

	<u>Participation in Programs</u>
Households with children under 10	76%
Households with children 10-19	50%
Households with no children and adults 25-54	30%
Households with no children and adults 55+	42%

4. Learning about programs through the Park District Brochure remains the highest rated means that households learn about programs. Usage of the web-set is significantly higher than usage in the 2006 survey and of National and Illinois Park Districts and agencies.

	<u>Brochure</u>	<u>Website</u>
Schaumburg Park District 2013	86%	43%
Schaumburg Park District 2006	85%	26%
National Benchmarks	78%	25%
Illinois Benchmarks	32%	28%

5. Out of eighteen (18) indoor and outdoor Schaumburg Park District facilities that were rated, for both households with and without children, the Community Recreation Center was the facility that the highest percentage of households felt should receive the most emphasis from the Schaumburg Park District over the next two years. Fully 20% of households felt it was the most important facility to receive emphasis. The Spring Valley Nature Center at 9% was the 2<sup>nd</sup> most important facility to receive emphasis.

1<sup>st</sup> Most Important Facility to Receive Emphasis  
Percentage for Community Recreation Center

Households with children under 10	23%
Households with children 10-19	21%
Households with no children and adults 25-54	19%
Households with no children and adults 55+	20%

6. The Schaumburg Park District is the organization that households use the most for parks and recreation programs and facilities. Equally important, those indicating that they used the Schaumburg Park District for programs and facilities increased from 48% of households in 2006 to 59% in 2013. Usage is also higher than the benchmark for both Illinois Park Districts and national agencies.

Organizations Used for Parks and Recreation  
Programs and Facilities

Schaumburg Park District 2013	59%
Schaumburg Park District 2006	48%
National Benchmarks	49%
Illinois Benchmarks	55%

7. The Schaumburg Park District is the organization that households use the most for parks and recreation programs and facilities. Equally important, those indicating that they used the Schaumburg Park District for programs and facilities increased from 48% of households in 2006 to 59% in 2013. Usage is also higher than the benchmark for both Illinois Park Districts and national agencies. At least 49% of all households with children use the Schaumburg Park District for parks and recreation programs and facilities.

Organizations Used for Parks and Recreation  
Programs and Facilities

Schaumburg Park District 2013	59%
Schaumburg Park District 2006	48%
National Benchmarks	49%
Illinois Benchmarks	55%

8. Program times are not convenient is the #1 barrier that prevents households from using facilities or programs more often. That percentage has increased from 2006 and is also higher than Illinois and National benchmarks. Fees are too high is also a barrier that has increased since 2006 and is higher than Illinois and National benchmarks.

Program Times are Not Convenient

Schaumburg Park District 2013	33%
Schaumburg Park District 2006	24%
National Benchmarks	16%
Illinois Benchmarks	20%

Fees Are Too High

Schaumburg Park District 2013	26%
Schaumburg Park District 2006	16%
National Benchmarks	18%
Illinois Benchmarks	13%

9. Out of twenty six (26) parks, trails, indoor and outdoor recreation facilities, respondents were asked to indicate the four (4) types of parks, trails, indoor and outdoor recreation facilities that are most important to their household. Listed below are the three (3) most important parks, trails and facilities for households with and without children.

Household Type

Households with children under 10  
 Households with children 10-19  
 Households with no children and adults 25-54  
 Households with no children and adults 55+

1<sup>st</sup> Most Important Parks and Recreation Facility

Small neighborhood parks  
 Walking and biking trails  
 Walking and biking trails  
 Walking and biking trails

Household Type

Households with children under 10  
 Households with children 10-19  
 Households with no children and adults 25-54  
 Households with no children and adults 55+

2<sup>nd</sup> Most Important Parks and Recreation Facility

Playground Equipment  
 Outdoor swimming pools/water parks  
 Indoor fitness trails and exercise facilities  
 Nature center and trails

Household Type

Households with children under 10  
 Households with children 10-19  
 Households with no children and adults 25-54  
 Households with no children and adults 55+

3<sup>rd</sup> Most Important Parks and Recreation Facility

Outdoor swimming pools/water parks  
 Indoor fitness and exercise facilities  
 Nature center and trails  
 Small neighborhood parks

10. Out of twenty two (22) program areas respondents were asked to indicate the four (4) types of programs that are most important to their household. Listed below are the 3 most important programs for households with and without children.

Household Type

Households with children under 10  
 Households with children 10-19  
 Households with no children and adults 25-54  
 Households with no children and adults 55+

1<sup>st</sup> Most Important Program

Youth learn to swim  
 Adult fitness and wellness programs  
 Adult fitness and wellness programs  
 Adult fitness and wellness programs

Household Type

Households with children under 10  
 Households with children 10-19  
 Households with no children and adults 25-54  
 Households with no children and adults 55+

2<sup>nd</sup> Most Important Program

Youth sports programs  
 Youth sports programs  
 Nature programs  
 Senior adult programs and trips

Household Type

Households with children under 10  
 Households with children 10-19  
 Households with no children and adults 25-54  
 Households with no children and adults 55+

3<sup>rd</sup> Most Important Program

Youth summer camps  
 Youth fitness and wellness programs  
 Water fitness programs  
 Nature programs

11. Respondent households rated the level of satisfaction with the value they received from the Schaumburg Park District (based on very satisfaction and somewhat satisfaction) higher than National and Illinois benchmarks. Overall satisfaction was not measured in the 2006 survey for the Schaumburg Park District.

Very Satisfied With Value

Schaumburg Park District 2013	35%
Schaumburg Park District 2006	NA
National Benchmarks	27%
Illinois Benchmarks	30%

Somewhat Satisfied With Value

Schaumburg Park District 2013	37%
Schaumburg Park District 2006	NA
National Benchmarks	34%
Illinois Benchmarks	35%

12. Opportunities exist for the Schaumburg Park District to grow programs of importance to respondent households. The two major examples are adult fitness and wellness programs and senior adult programs and trips.

- 46% of households indicated that adult fitness and wellness programs were among their 4 most important programs. Currently a little over half (28%) indicated they participated in adult fitness and wellness programs most often at Schaumburg Park District facilities, showing there are significant opportunities to grow this program area by the Schaumburg Park District.
- 16% of households indicated that senior adult programs and trips were among their four most important programs, while only 8% indicated they participated in senior adult programs and trips through the Schaumburg Park District.

13. 71% of households have heard of the Schaumburg Athletic Association and the vast majority of households are either very or somewhat satisfied with the partnership of the Schaumburg Park District and the Schaumburg Athletic Association. Satisfaction is highest in households with youth 10-19 years of age, with 41% of these households being very satisfied and 24% being somewhat satisfied with the partnership

Soccer is the youth program that respondent households currently participate in the most often, followed by basketball, baseball, cheer/dance, softball, and travel soccer. Satisfaction is high for the facilities provided for these sports by the Schaumburg Park District. For example, 36% of those having a need for soccer fields are very satisfied with the overall quality of soccer fields and an additional 43% are satisfied. Only 1% are very dissatisfied and 6% dissatisfied, with 14% being neutral.

14. Out of 17 parks and recreation services provided by the Schaumburg Park District at least 2/3rds of households were very satisfied or somewhat satisfied with the overall quality of 16 of the services. The highest satisfaction was with the number of Schaumburg parks (89% being very or somewhat satisfied), the maintenance of Schaumburg parks (88% of households being very or somewhat satisfied), and the number of walking and biking trails (76% of households being very or somewhat satisfied).

The two areas with the lowest satisfaction were quality of programs and facilities for adults 55+ (67% households being very or somewhat satisfied) and fees charged for recreation programs (51% of households being very or somewhat satisfied).

Importantly, the four areas that respondent households indicated Park District officials should pay the most attention to over the next two years were maintenance of Schaumburg parks, number of walking and biking trails, fees charged for programs, and quality of programs and facilities for adults 55+.

15. If they had a budget of \$100, respondent households would invest \$40 out of the \$100 budget for maintaining existing parks and walking and biking trails. They would invest \$17 on indoor facilities with the remainder going to a combination of indoor and outdoor nature areas, existing outdoor pools and aquatic facilities, existing outdoor sports fields, golf courses and others.

## Summary

Results from the citizen survey clearly show that the Schaumburg Park District is highly used, their parks and programs are considered of high quality, with over 70% of households being very or somewhat satisfied with the overall value they receive from the Schaumburg Park District and only 6% being very or somewhat dissatisfied. The Schaumburg Park District consistently rated higher than National and Illinois benchmarks in numerous important areas, including usage and conditions of parks, and participation and quality of programs. Respondent households gave the quality of youth sports facilities high ratings as well as being very supportive of the current partnership between the Schaumburg Park District and the Schaumburg Athletic Association.

Opportunities continue to exist to provide additional services to resident households. In particular, growth opportunities exist for adult programming and quality of programs and facilities for adults 55+. While participation in programs is high as are quality ratings of programs, respondent households indicated attention needed to be paid to fees charged for recreation programs. Last, while respondent households rate highly maintenance of the current system, continued maintenance remains the top service they would like Schaumburg Park District officials to pay attention to over the next two years.

I greatly appreciated the opportunity to work in partnership with the Schaumburg Park District on your 2013 citizen survey effort. Clearly the Schaumburg Park District is a very citizen driven agency.

Sincerely,

Ronald A. Vine, Senior Vice-President

# *2013 Community Interest Survey*

## **Findings Report**

*Submitted to the*

*Schaumburg Park District*

### **Leisure Vision**

(a division of ETC Institute)

725 W. Frontier Circle

Olathe, KS 66061

(913) 829- 1215

November 2013



**Section 1:**

**Executive Summary**

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# *Schaumburg Park District*

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## *A Community Interest Survey* **Executive Summary Report**

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### **Overview of the Methodology**

Leisure Vision conducted a Community Interest Survey between September and October of 2013 to help establish usage and satisfaction for current parks and facilities and to determine priorities for the future development of parks and recreation facilities, programs and services within the Schaumburg Park District. The survey was designed to obtain statistically valid results from households throughout the Schaumburg Park District. The survey was administered by mail and phone.

Leisure Vision worked extensively with Schaumburg 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.

A seven-page survey was mailed to a random sample of 3500 households within the Schaumburg Park District boundaries. 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 had 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 600 completed surveys. A total of 708 surveys were actually completed. The results of the random sample of 708 households have a 95% level of confidence with a precision of at least +/-3.8%.

The following pages summarize major survey findings.

- ❖ **Have You or Members of Your Household Visited any Schaumburg Park District Parks Over the Past 12 Months? Of Respondents who Visited Parks, How Would You Rate the Overall Physical Condition of the Parks Visited?** Seventy-nine percent (79%) of respondents visited Schaumburg Park District parks over the past year. Of those (79%) of respondents who visited the parks; Forty three percent (43%) rated the physical condition of the parks as “excellent,” fifty-three percent (53%) of respondents rated the overall physical condition of the parks as “good” and (4%) of respondents rate the overall physical condition of the parks visited as “fair.” Less than (1%) of respondents rated the parks overall physical condition as “poor.”
- ❖ **Respondent Participation and Rating of Recreation Programs Offered by the Schaumburg Park District Over the Past 12 Months?** Forty-two percent (42%) of respondents participated in programs offered by the Schaumburg Park District over the past year. Of those (42%) of respondents who participated in programs; Forty-two percent (42%) of respondents participated in between 2-3 programs, (28%) participated in 1 program and 21% participated in 4-6 programs. Of those respondents who participated in programs; Forty-four percent (44%) rated the quality of the program as “excellent.” Fifty-one percent (51%) rated the overall quality of the programs they had participated in as “good” and the remaining respondents rated the overall quality of programs they had participated in as either “fair” (4%) or “don’t know” (1%).
- ❖ **Overall Satisfaction with the Services of Programs Respondents Have Participated in Over the Past 12 Months:** Ninety-three percent (93%) of respondents were either “very satisfied” (50%) or “satisfied” (43%) with the *location of programs* they have participated in over the past year. Ninety percent (90%) of respondents are either “very satisfied” (41%) or “satisfied” (49%) with the quality of the facility. Eighty-six percent (86%) of respondents were either “very satisfied” (39%) or “satisfied” (47%) with the *quality of instructors*. Eighty-three percent (83%) of respondents were either “very satisfied” (35%) or “satisfied” (48%) with *dates the program is offered*.
- ❖ **Top Two Most Important Services to Respondent Households:** Based on the sum of respondent top two choices, (55%) of respondents said the most important service is *times programs are offered*. Forty-one percent (41%) of respondents stated that the *quality of instructors* was the most important. Thirty-six percent (36%) of clients stated that the *fees charged for the value received* was the most important.
- ❖ **Respondent Overall Satisfaction with Major Facilities Provided by the Schaumburg Park District:** Ninety percent (90%) of respondents are either “very satisfied” or “satisfied” with the Meineke Pool. Similar satisfaction levels of major Schaumburg Park District facilities include: Community Recreation Center (88%), Spring Valley Heritage Farm (87%), Volkening Lake (86%) and Olympic Park (86%).

- ❖ **Facilities that Respondents Believe Should Receive the Most Emphasis From the Schaumburg Park District Over the Next Two Years:** Based on the sum of respondent top three choices, thirty-six percent (36%) of respondents believe that Schaumburg Park District should focus the most attention on the *Community Recreation Center*. Other facilities that respondents believe the Schaumburg Park District should place the most emphasis on over the next two years include the Spring Valley Nature Center in which (27%) of respondents place the most emphasis.
- ❖ **Facilities Respondents Use for Indoor and Outdoor Recreation Activities:** The majority of respondents (59%) use the *Schaumburg Park District* for indoor and outdoor recreation activities. Thirty-three percent (33%) of respondents use *neighboring cities, counties and state parks*. Twenty-six percent (26%) of respondents use *church facilities*. Twenty-five percent (25%) of respondents use the *school district*.
- ❖ **Facilities Respondents Use for Indoor and Outdoor Recreation Activities 18 Years and Younger:** Eleven percent (11%) of household members 18 or younger use the Schaumburg Park District for indoor and outdoor recreation activities. Five percent (5%) use Schaumburg Athletic Association. Four percent (4%) use the School District for their indoor and outdoor recreation activities.
- ❖ **Facilities Respondents Use for Indoor and Outdoor Recreation Activities 19 Years and Older:** Twenty-six percent (26%) of household members 19 years and older use the Schaumburg Park District for their indoor and outdoor recreation activity needs. Other facilities household members 19 years or older use for their indoor and outdoor recreation activities include: Private clubs (8%), Churches (6%) and neighboring cities, counties and state parks (5%).
- ❖ **Respondents Need for Schaumburg Park District Facilities:** Sixty-eight percent (68%; 21,510 households) of respondents have needs for walking and biking trails. Other respondent needs include: Nature Center and trails (65%; 20,500 households), small neighborhood parks (58%; 18,135 households), large community parks (53%; 16,747 households) and indoor fitness and exercise facilities (52%; 16,526 households).
- ❖ **How Well the Parks District Facilities Meet the Needs of Households:** Eighty-six percent (86%) of respondents who have a need for community parks need is being met 75% or more. Similar met needs include: Youth football fields (84%), Nature center and trails (83%), small neighborhood parks (83%) and playground equipment (82%).
- ❖ **Estimated Number of Households in the Schaumburg Park District Whose Needs for Parks and Recreation Facilities are Only Being met 50% or Less:** Of respondents who have a need for walking and biking trails, 5,377 households feel their needs are only being met 50% or less. Other similar unmet respondent needs include: Off-leash dog parks 5,282 households, indoor running and walking track (4,447 households), indoor fitness and exercise facilities (3,818 households) and picnic areas and shelters (3,491 households).

- ❖ **Park District Facilities that are Most Important to Respondent Households:** Based on the sum of respondents top four choices, the most important Schaumburg Park District facility to respondent households is walking and biking trails (46%). Other facilities that are important to respondents include: Small neighborhood parks (34%), nature center and trails (30%) and indoor fitness and exercise facilities (30%).
- ❖ **Respondents Need for Schaumburg Park District Programs:** Fifty-six percent (57%; 17,914 households) of respondents have needs for adult fitness and wellness programs. Other needs respondents have include: Nature programs (37%; 11,764 households), park district special events (34%; 10,818 households), water fitness programs (32%; 9,935 households) and general interest programs (31%; 9,619 households).
- ❖ **How Well Schaumburg Park District Programs Meet the Needs of Respondent Households:** Seventy-nine percent (79%) of respondents who have a need for park district special events need is being met 75% or higher. Other similar met needs include: Pre-school programs (76%), birthday parties (74%), youth sports programs (74%), nature programs (72%) and gymnastics and tumbling programs (71%).
- ❖ **Estimated Number of Households in the Schaumburg Park District Whose Needs for Parks and Recreation Programs are Only Being Met 50% or Less:** Of respondents who have a need for adult fitness and wellness programs, 6,271 households need is only being met 50% or less. Similar unmet needs include: Park District special events (3,818 households), general interest programs (3,501 households), water fitness programs (3,268 households) and nature programs (3,235 households).
- ❖ **Park District Programs that are Most Important to Respondent Households:** Based on the sum of respondent top four choices, the most important program to respondent households is adult fitness and wellness programs (46%). Other important programs to respondents include: Nature programs (23%), park district special events (19%), water fitness programs (17%) and general interest programs (16%).
- ❖ **Programs Respondents Currently Participate in Most Often at Schaumburg Park District Facilities:** Based on the sum of respondent top four choices the program that respondents participate in most often is adult fitness and wellness programs (28%). Other programs that respondents participate in the most often include: Park district special events (17%), nature programs (17%) and youth sports programs (9%).
- ❖ **Programs that Youth in Respondent Households Have Participated in Over the Past Two Years:** Ten percent (10%) of respondent household's youth have participated in soccer programs over the past two years. Seven percent (7%) of households have participated in basketball programs or baseball programs over the past two years. Six percent (6%) of respondent households have participated in cheer and dance or other sports teams.

- ❖ **Sports Programs Youth in Respondent Households Currently Participate in Most Often:** Base on the sum of respondent top two choices, the program respondents currently participate in the most often is soccer (8%). Other programs respondents participate in most often include: Basketball (5%), baseball (4%) and cheer and dance (4%).
- ❖ **Level of Satisfaction with the Overall Quality of Youth Sports Facilities Respondent Households Have Participated:** Eighty percent (80%) of respondents are either “very satisfied” or “somewhat satisfied” with *youth football field facilities*. Similar satisfaction levels include: Youth soccer fields (79%), youth softball fields (74%) and youth baseball fields (65%).
- ❖ **Have Respondents Heard of the Schaumburg Athletic Association?** Seventy-one percent (71%) of respondents have heard of the Schaumburg Athletic Association. Twenty-seven percent (27%) of respondents have not heard of the Schaumburg Athletic Association and (2%) of respondent indicated “don’t know.”
- ❖ **Respondent Satisfaction with the Sports Programs that are Provided by the Partnership of the Schaumburg Athletic Association and the Schaumburg Park District:** Forty-seven percent (47%) of respondents were “very satisfied” with the sports programs and (27%) were “somewhat satisfied” with the programs being offered through the partnership between Schaumburg Athletic Association and Schaumburg Park District. The remaining levels of satisfaction that respondents indicated include: “Neutral” (19%), “dissatisfied” (2%) and “very dissatisfied” (5%).
- ❖ **Ways Respondents Learn About Schaumburg Park District Programs and Activities:** Eighty-six percent (86%) of respondents learn about Schaumburg Park District programs and activities through the *Schaumburg Park District Brochure*. Other ways respondents learn about programs and activities the Schaumburg Park District offers include: Park district website (42%), from friends and neighbors (37%) and flyers at park district facilities.
- ❖ **Ways Respondents Prefer to Receive Information Regarding Schaumburg Park District Programs and Activities:** Seventy-eight percent (78%) of respondents would prefer to learn about programs and activities offered by the Schaumburg Park District through the *Schaumburg Park District brochure*. Other ways respondents prefer to receive their information about programs and activities include: Park district website (35%) and Park District newsletter (23%).
- ❖ **Reasons that Prevent Respondent Households from Using Parks, Recreation Facilities or Programs of the Schaumburg Park District More Often:** Thirty-three percent (33%) of respondents are prevented from utilizing parks, recreation facilities or programs more often because the *times are not convenient*. Other reasons that prevent respondent households from utilizing the Schaumburg Park District parks, recreation facilities or programs more often include: We are too busy (33%) and fees are too high (26%).

- ❖ **Respondent Level of Satisfaction with the Overall Quality of Parks and Recreation Services Provided by the Schaumburg Park District:** Eighty-nine percent (89%) of respondents are either “very satisfied” or “somewhat satisfied” with *the number of Schaumburg parks*. Other similar satisfaction levels include: Maintenance of Schaumburg parks (88%), number of walking and biking trails (76%), number of nature conservation areas (76%), availability of information about Schaumburg programs (76%), and ease of registering for programs (76%).
- ❖ **Respondents Emphasis on the Most Important Parks and Recreation Services that Should Receive the Most Attention From Schaumburg Park District Officials Over the Next Two Years:** Based on the sum of respondent top three choices, respondents feel that park district officials should provide the most attention too *maintenance of Schaumburg parks* (25%). Other services respondents feel should receive the most emphasis over the next two years include: Number of walking/biking trails (25%) and fees charged for recreation programs (23%).
- ❖ **Allocation of \$100 Among Schaumburg Park District Services:** Respondents would allocate (\$21) out of \$100 in funds *to maintain and improve existing neighborhood parks*. Other respondent allocations include: Maintain and improve walking and biking trails (\$18), maintain and improve existing indoor facilities (\$17), maintain and improve indoor and outdoor nature areas (\$14), maintain and improve existing outdoor pool and aquatic facilities (\$13), maintain and improve existing outdoor sports fields (\$7), maintain and improve existing golf courses (\$6) and (\$4) toward maintaining and improving other services.
- ❖ **Level of Satisfaction with the Overall Value Respondents Receive from the Schaumburg Park District:** Thirty-seven percent (37%) of respondent were “somewhat satisfied” with the overall value they receive from the Schaumburg Park District. Thirty-five percent (35%) of respondents were “very satisfied” with the overall value their households receive from the Schaumburg Park District. Ten percent (10%) of respondents were “neutral”, (11%) “didn’t know”, (4%) were “somewhat dissatisfied” and only (2%) of respondents were “very dissatisfied.”

**Section 2:**

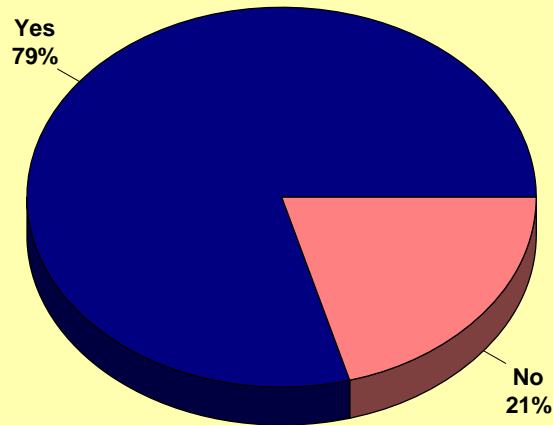
**Charts and Graphs**

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**Q1. Have You or Members of Your Household Visited any Schaumburg Park District Parks Over the Past 12 Months?**

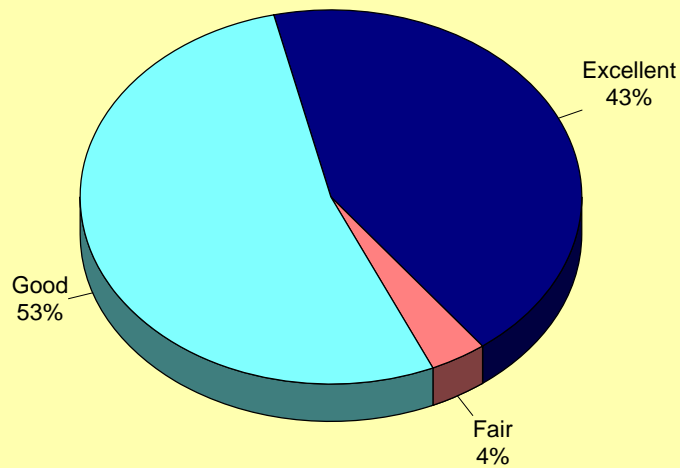
by percentage of respondents



Source: Leisure Vision/ETC Institute (October 2013)

**Q1a. Overall How Would You Rate the Physical Condition of all the Parks Your Household Visited Over the Past 12 Months?**

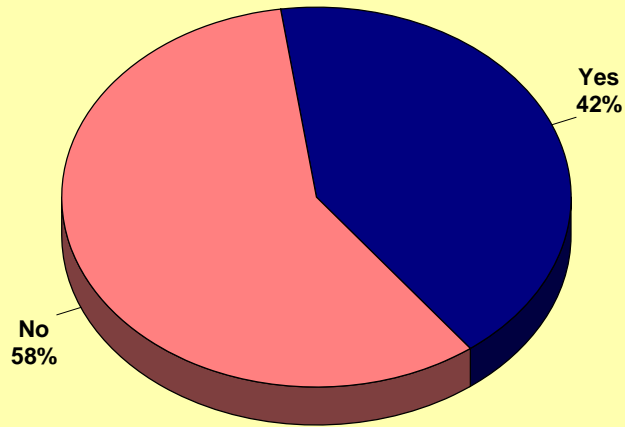
by percentage of respondents



Source: Leisure Vision/ETC Institute (October 2013)

**Q2. Respondent Participation in Recreation Programs Offered by the Schaumburg Park District During the Past 12 Months**

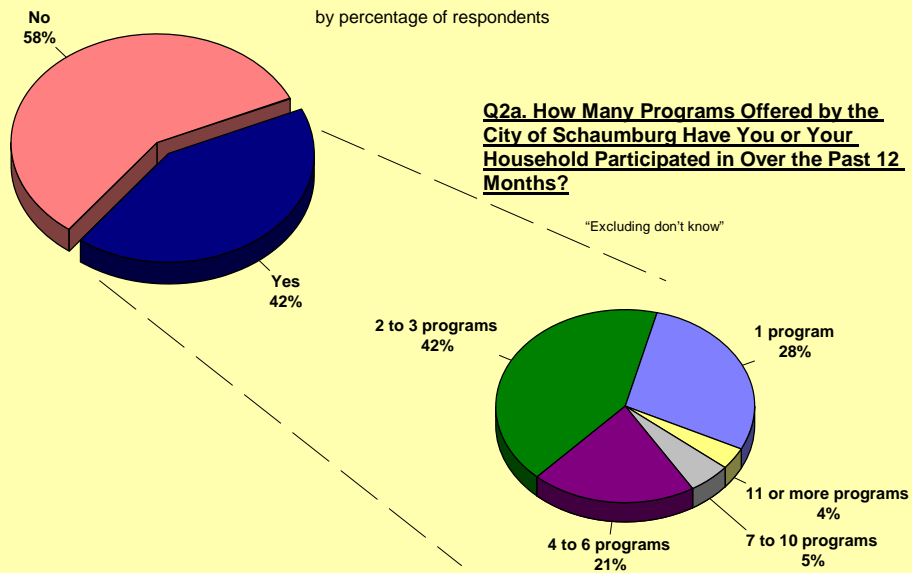
by percentage of respondents



Source: Leisure Vision/ETC Institute (October 2013)

**Q2. Respondent Participation in Recreation Programs Offered by the Schaumburg Park District Over the Past 12 Months**

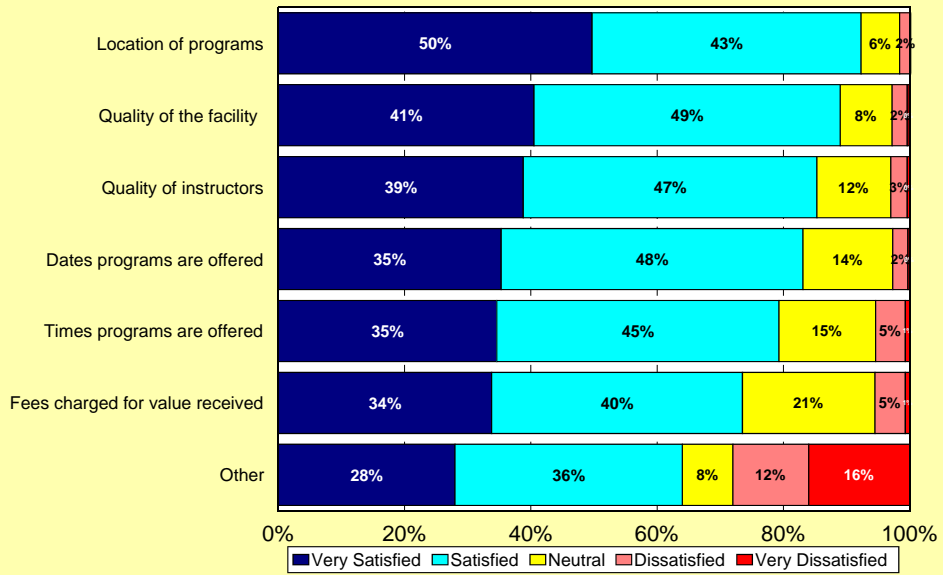
by percentage of respondents



Source: Leisure Vision/ETC Institute (October 2013)

### Q2b. Respondent Overall Satisfaction with the Services of Programs they Have Participated in Over the Past 12 Months

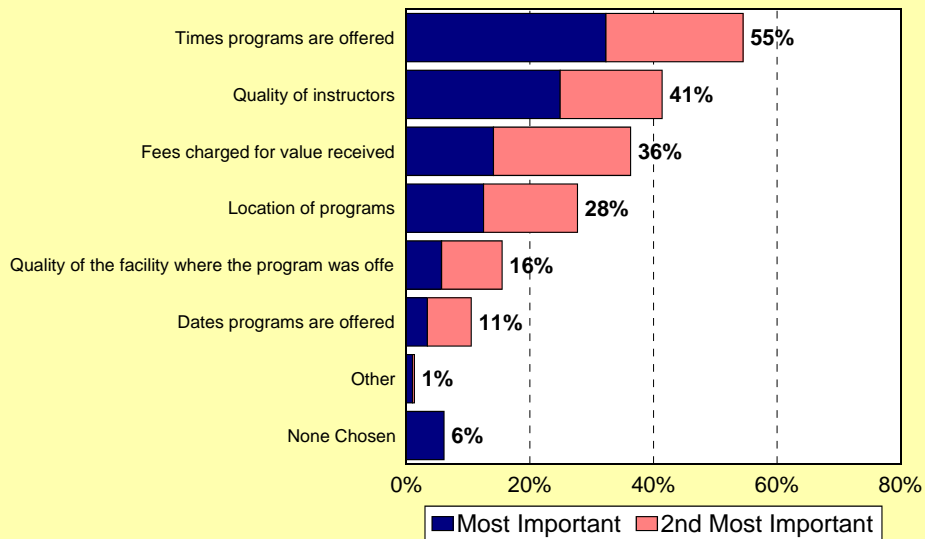
by percentage of respondents with a need for programs



Source: Leisure Vision/ETC Institute (October 2013)

### Q2c. Which TWO Program Services Listed are the Most Important to Respondents

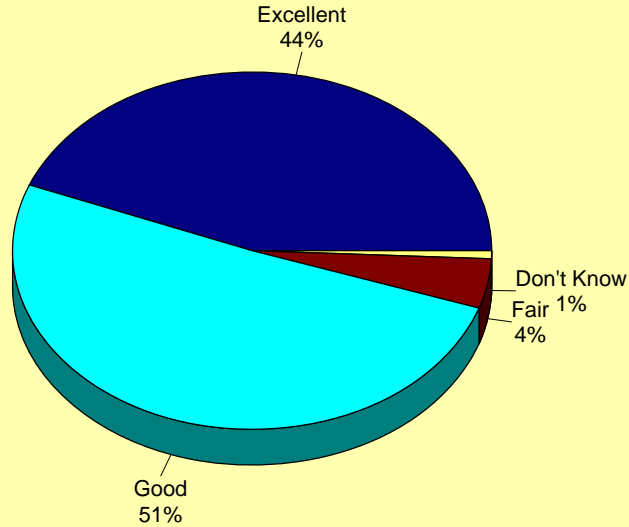
by percentage of respondents (based on top two choices)



Source: Leisure Vision/ETC Institute (October 2013)

**Q2d. How Would You Rate the Overall Quality of the Programs You or Members of Your Household Have Participated in Over the Past 12 Months?**

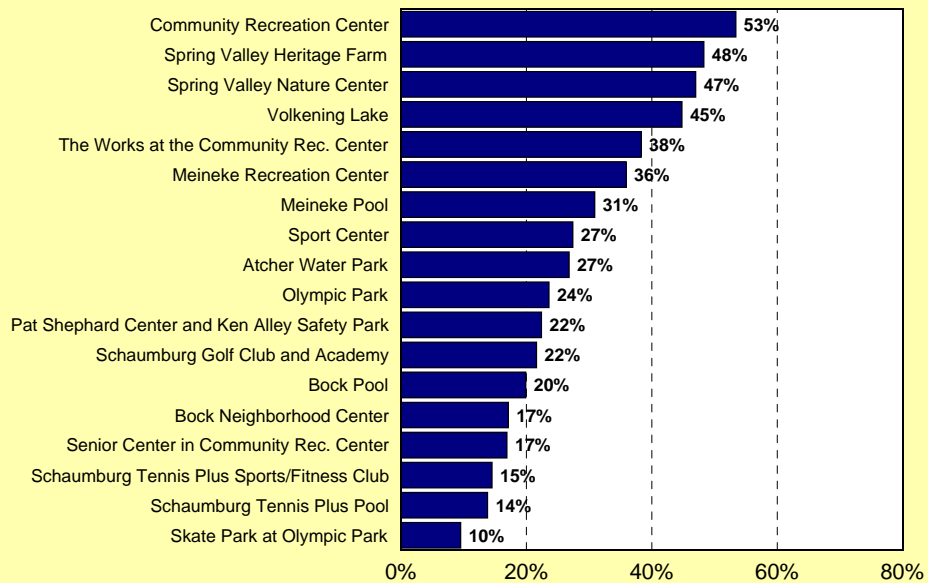
by percentage of respondents



Source: Leisure Vision/ETC Institute (October 2013)

**Q3. Facilities Respondents Use for Indoor and Outdoor Recreation Activities**

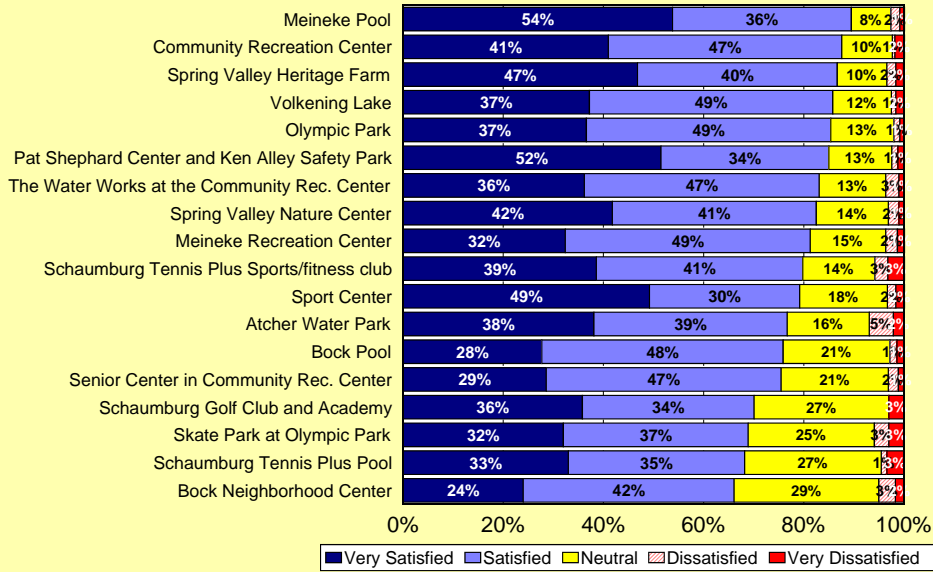
by percentage of respondents (based on percent of respondents who use facilities)



Source: Leisure Vision/ETC Institute (October 2013)

### Q3. Respondent Overall Satisfaction with Major Facilities Provided by the Schaumburg Park District

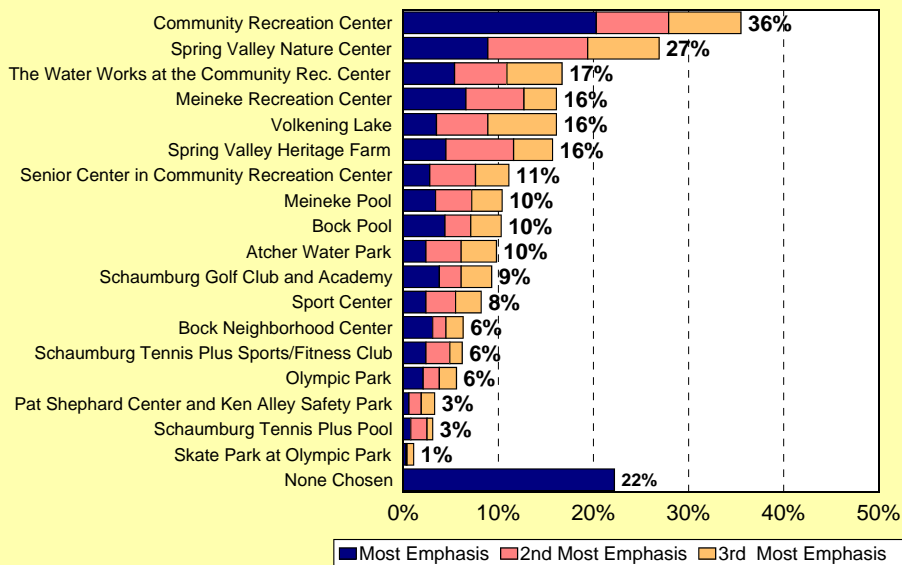
by percentage of respondents with a need for programs



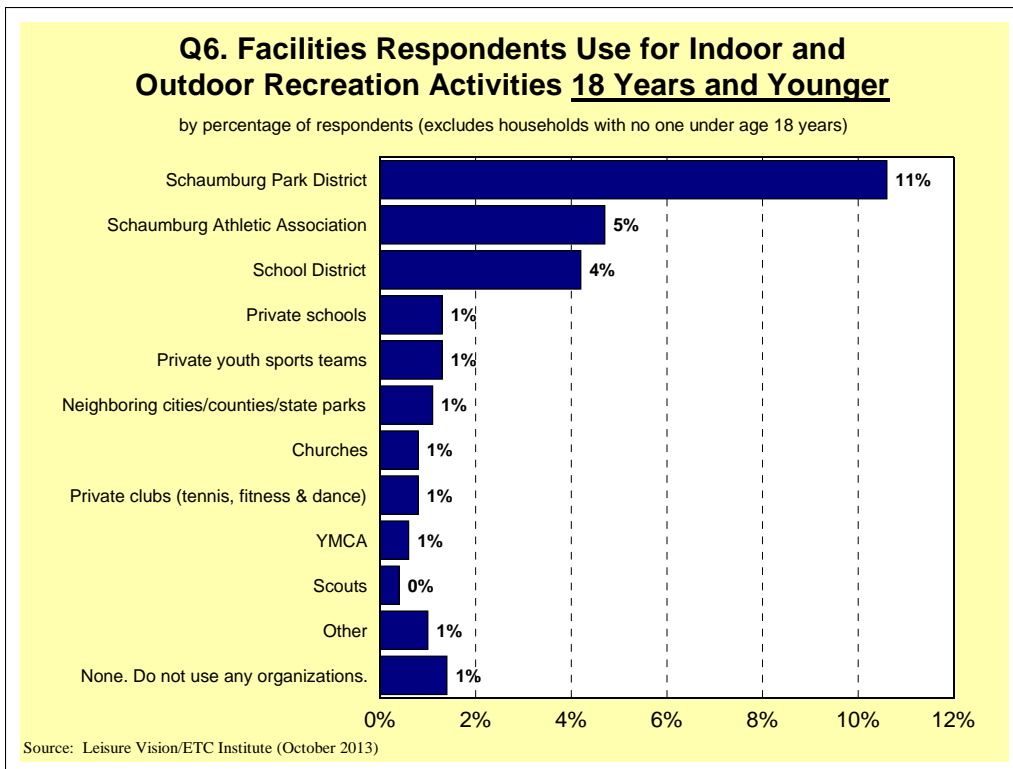
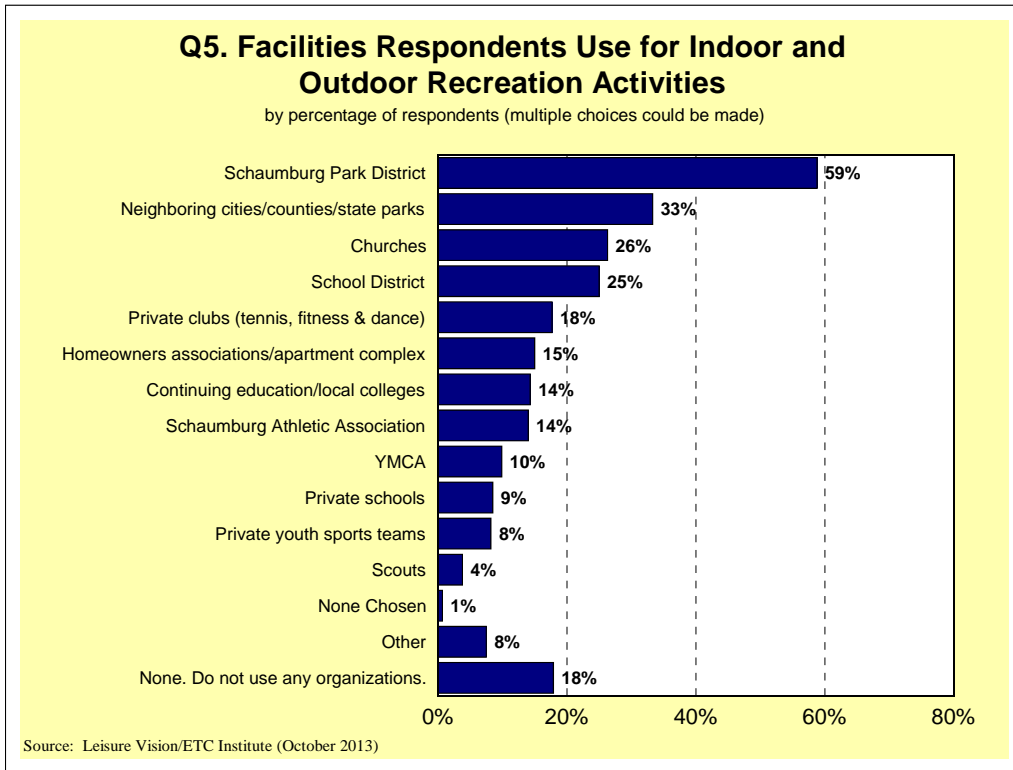
Source: Leisure Vision/ETC Institute (October 2013)

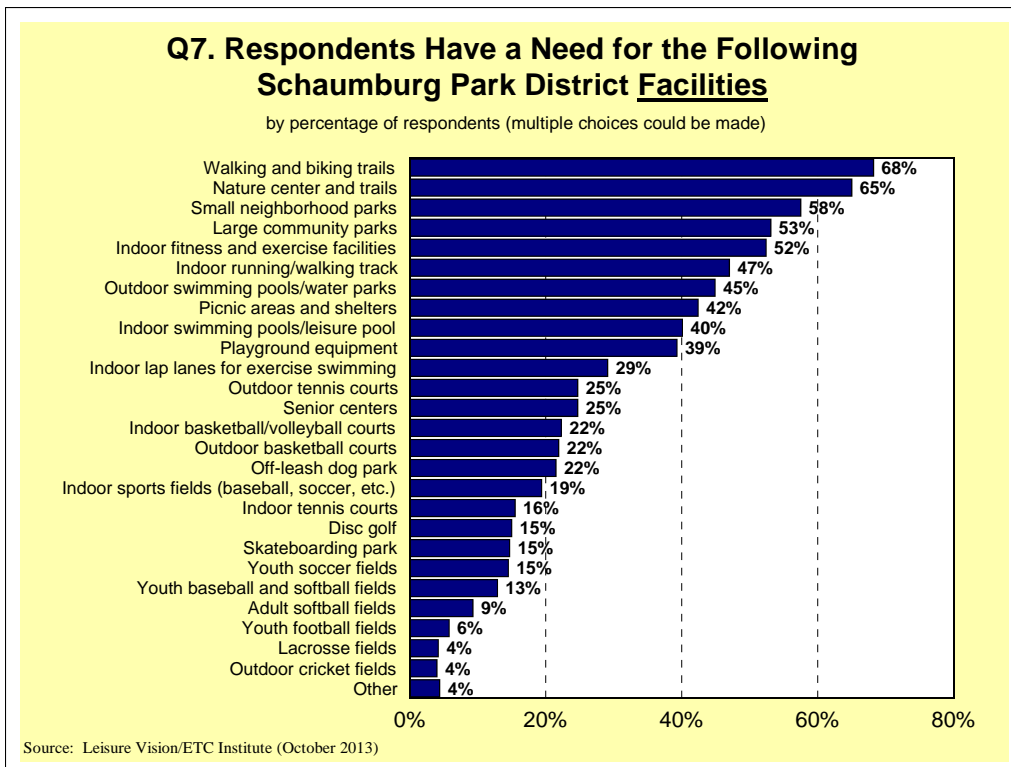
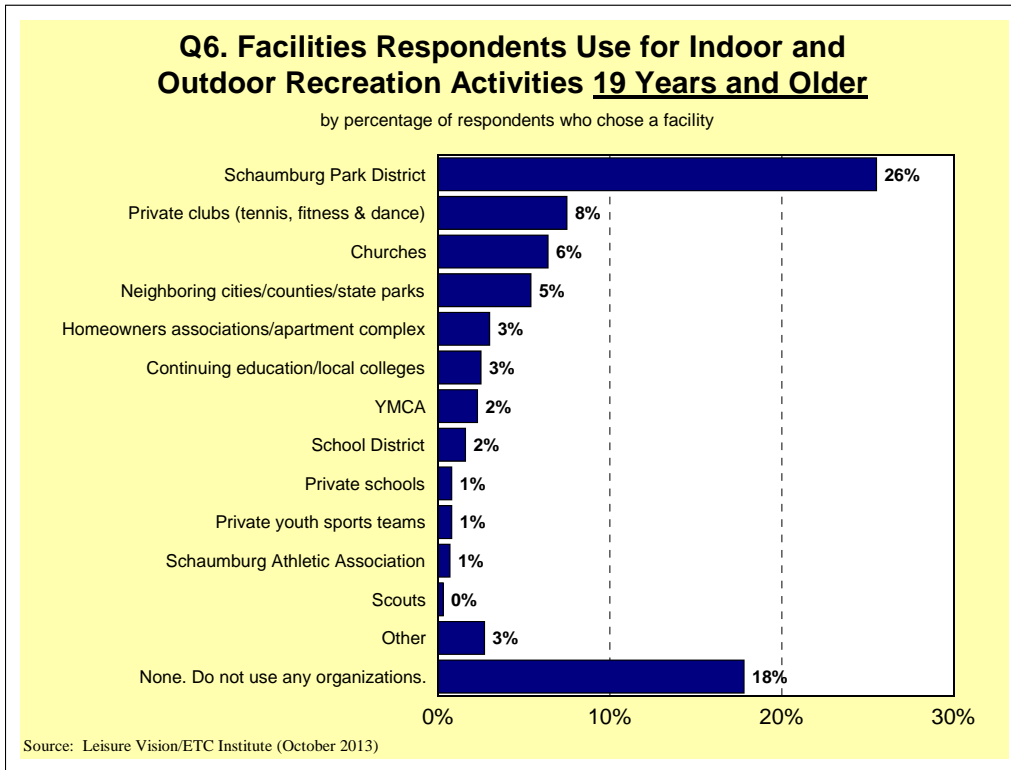
### Q4. Facilities that Respondents Believe Should Receive the Most Emphasis From the Schaumburg Park District Over the Next Two Years

by percentage of respondents (based on sum of top three choices)



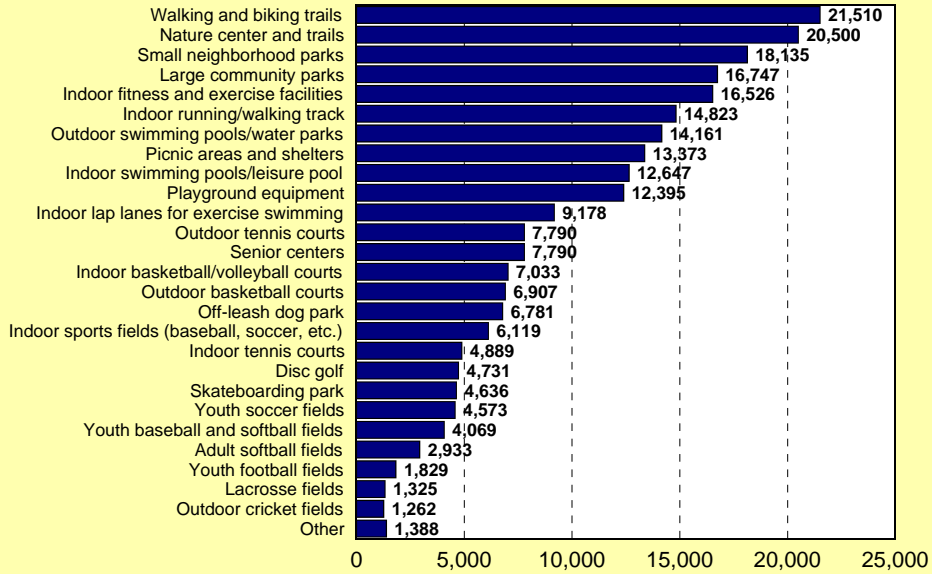
Source: Leisure Vision/ETC Institute (October 2013)





### Q7. Respondents Have a Need for the Following Park District Facilities

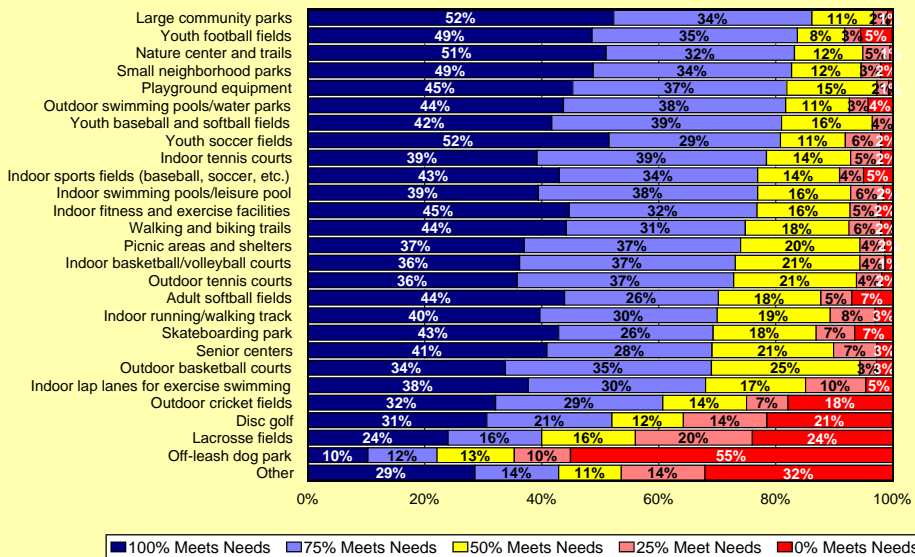
by number of households based on 31,539 households in the Schaumburg Park District



Source: Leisure Vision/ETC Institute (October 2013)

### Q7b. How Well the Parks District Facilities Meet the Needs of Households

by percentage of respondents with a need for facilities

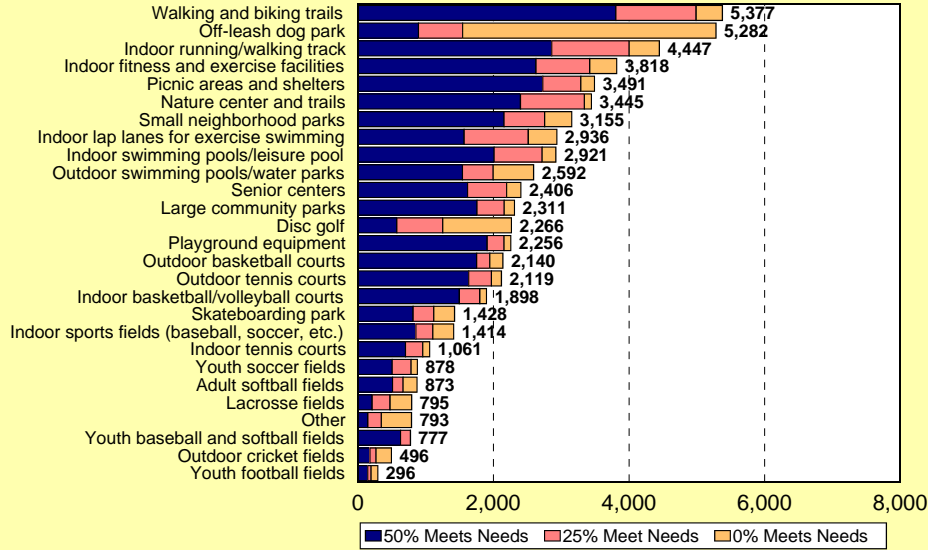


Source: Leisure Vision/ETC Institute (October 2013)



### Q7c. Estimated Number of Households in the Schaumburg Park District Whose Needs for Parks and Recreation Facilities are Only Being 50% Met or Less

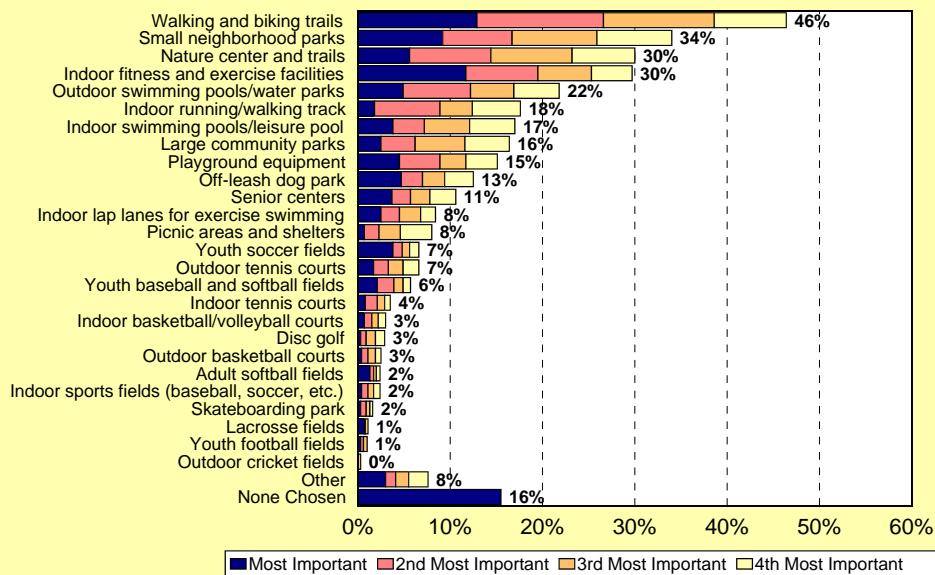
by number of households based on 31,539 in the Schaumburg Park District



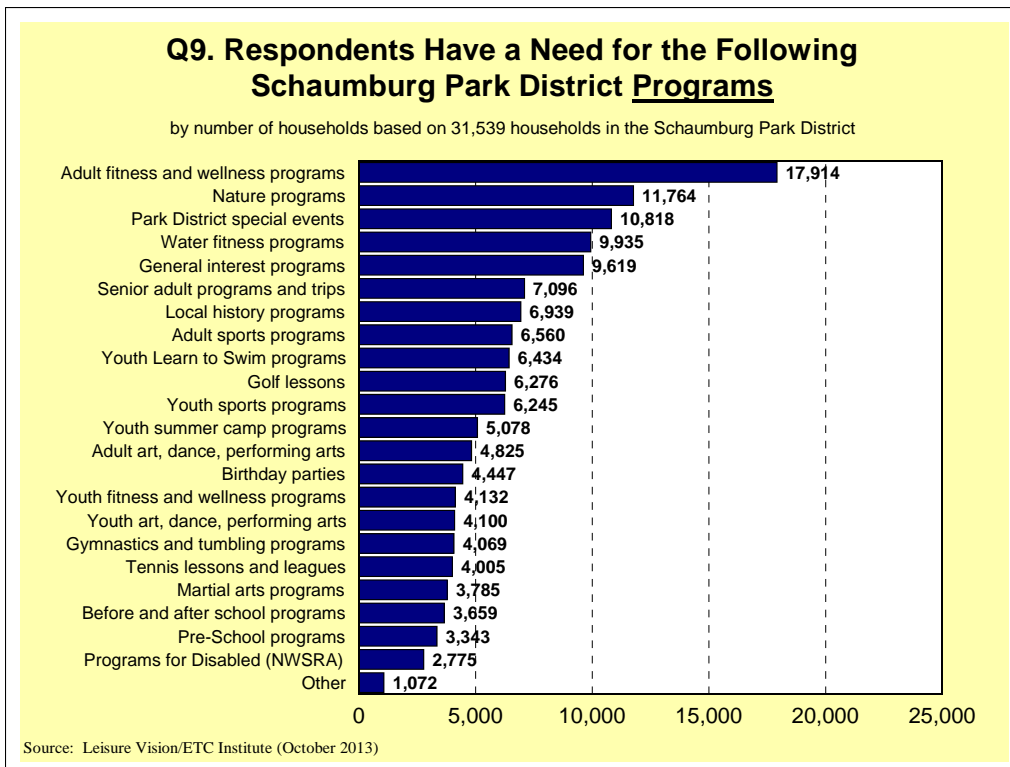
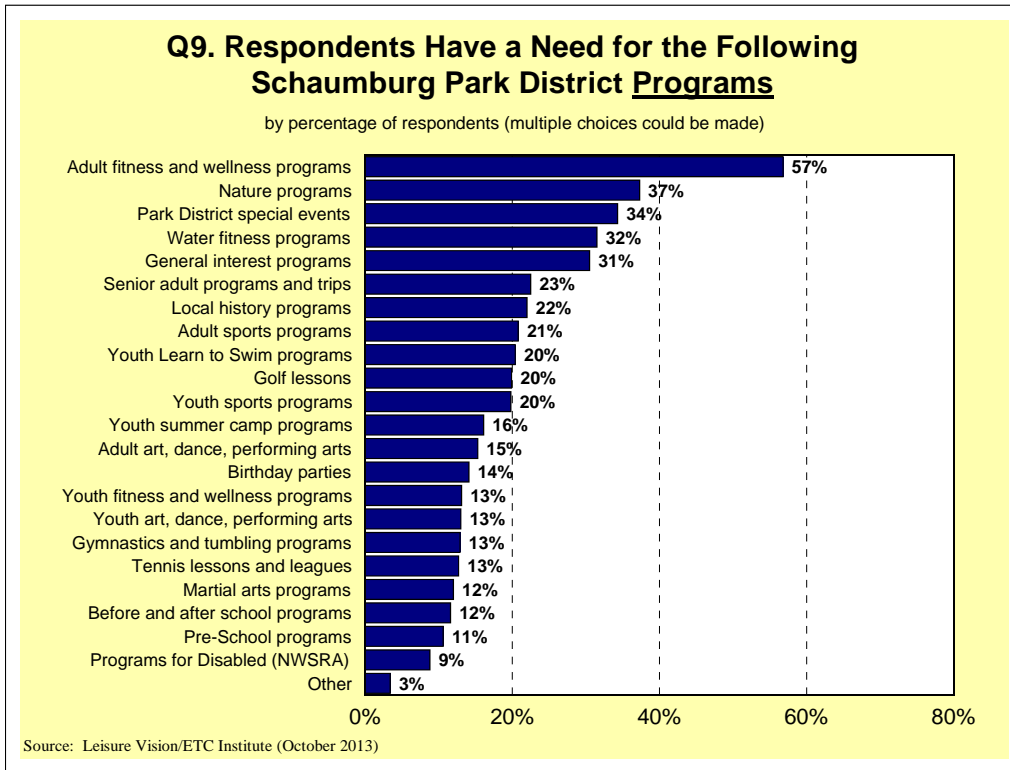
Source: Leisure Vision/ETC Institute (October 2013)

### Q8. Park District Facilities that are Most Important to Respondent Households

by percentage of respondents (sum of top four choices)

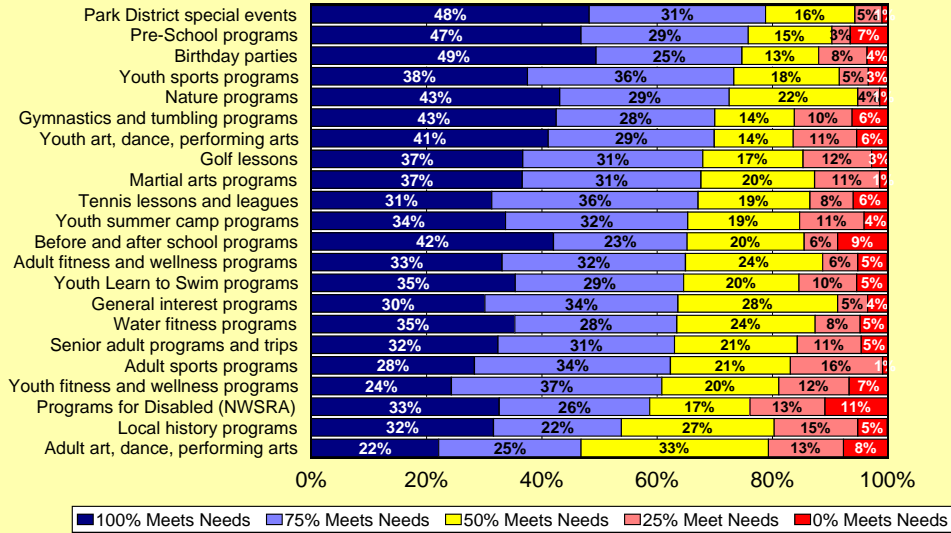


Source: Leisure Vision/ETC Institute (October 2013)



### Q9b. How Well the Schaumburg Parks District Programs Meet the Needs of Households

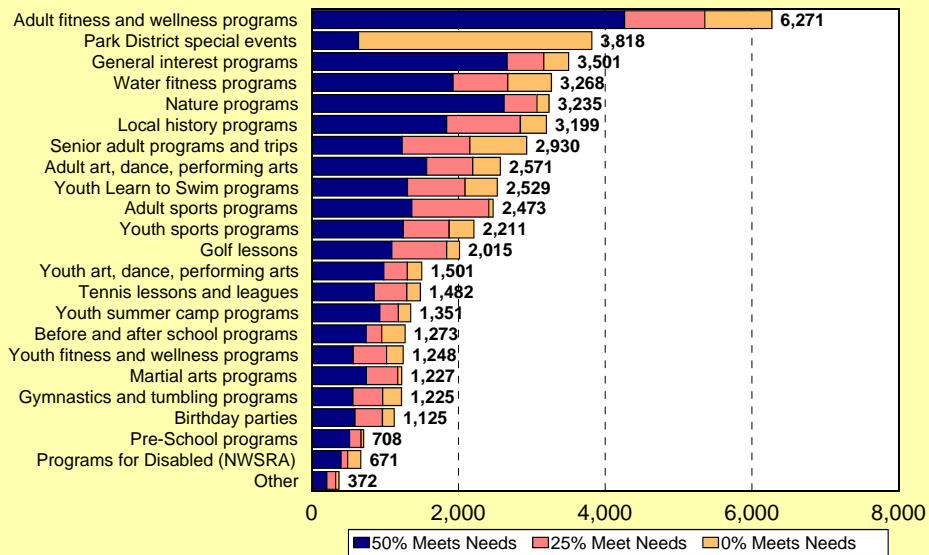
by percentage of respondents with a need for programs



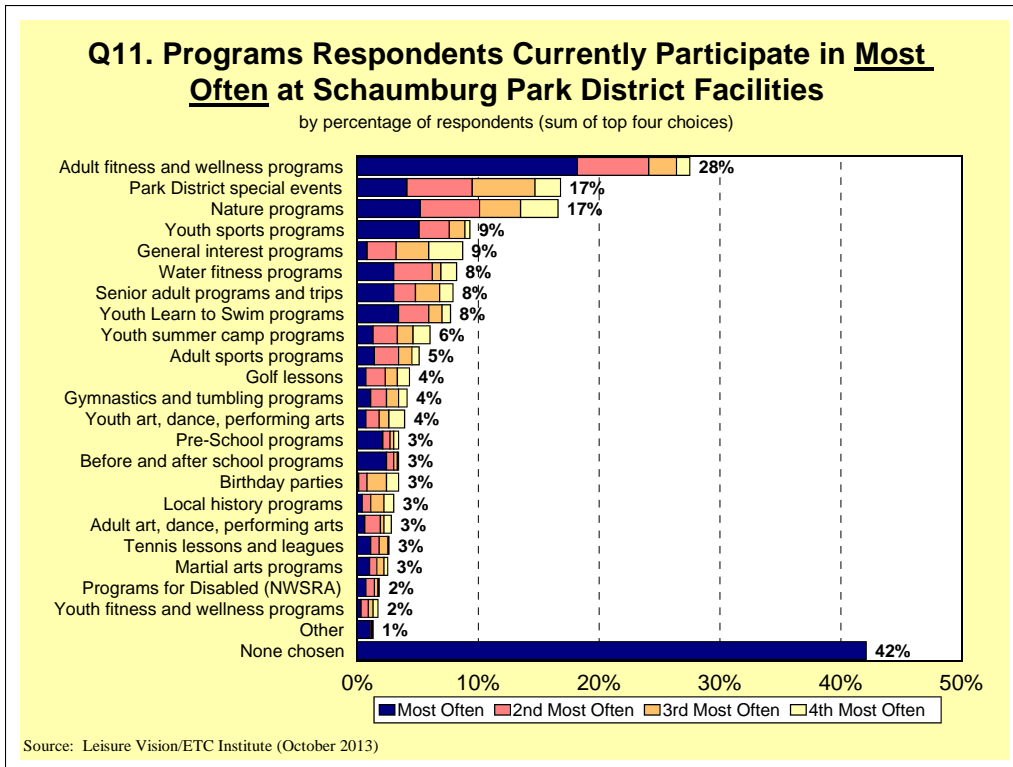
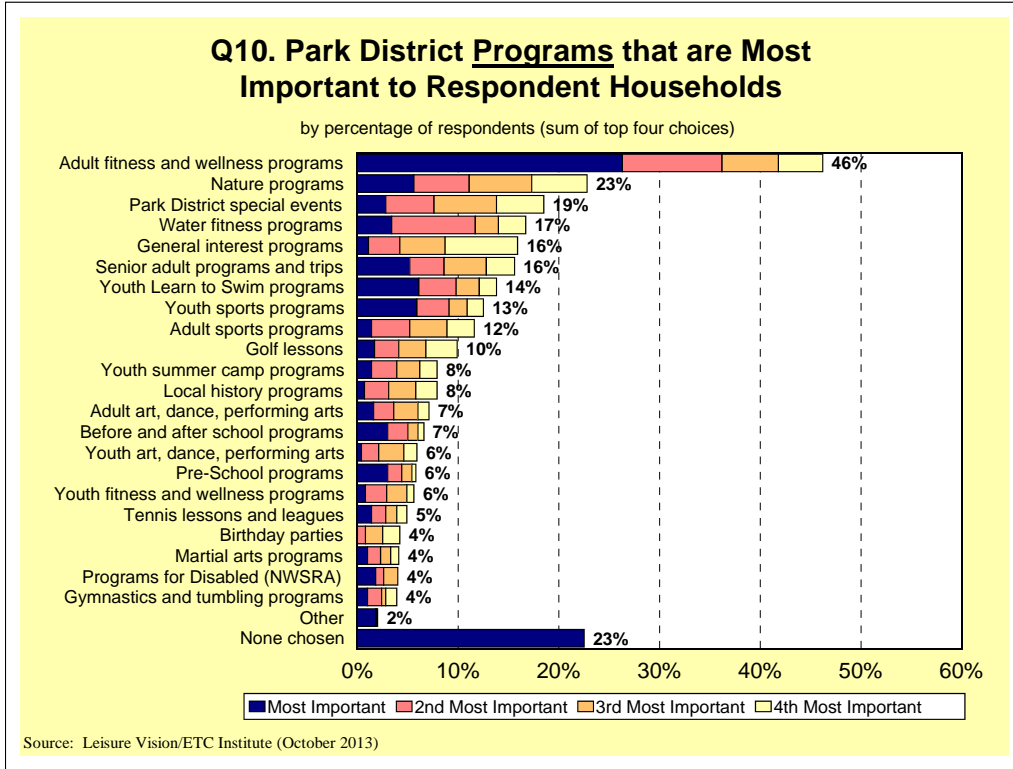
Source: Leisure Vision/ETC Institute (October 2013)

### Q9c. Estimated Number of Households in the Schaumburg Park District Whose Needs for Parks and Recreation Programs are Only Being 50% Met or Less

by number of households based on 31,539 in the Schaumburg Park District

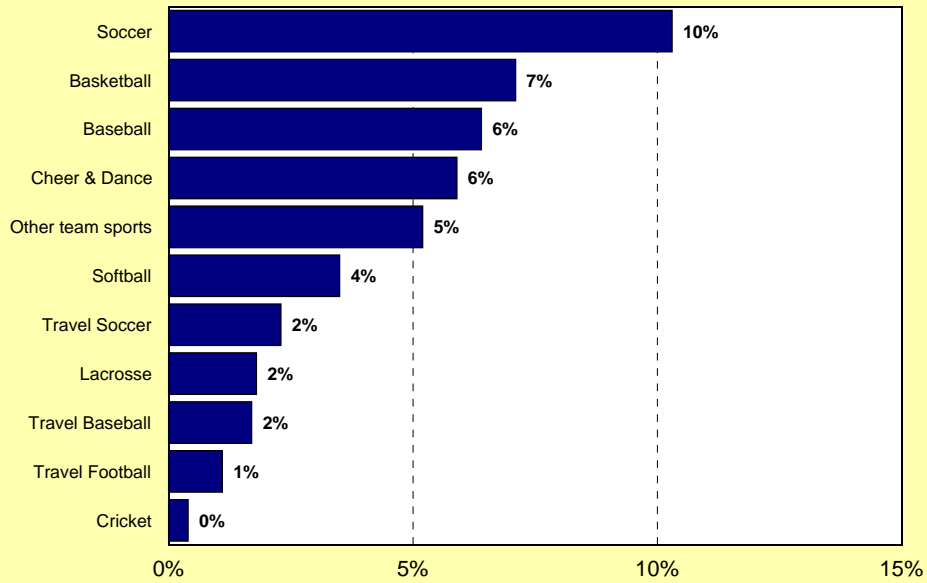


Source: Leisure Vision/ETC Institute (October 2013)



**Q12. List of Sports Programs YOUTH in Respondent Households Have Participated in Over the Past Two Years**

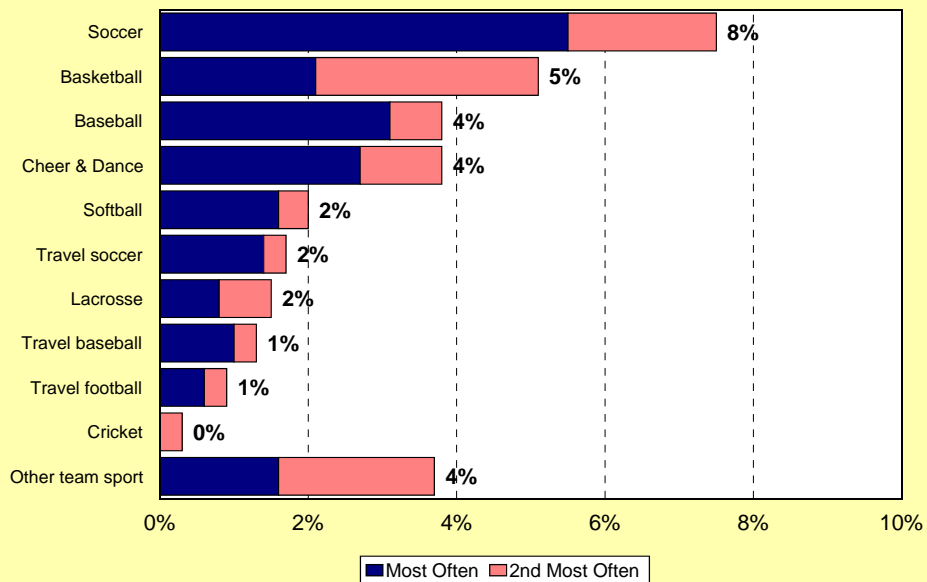
by percentage of respondents (multiple choices could be made; excludes non chosen)



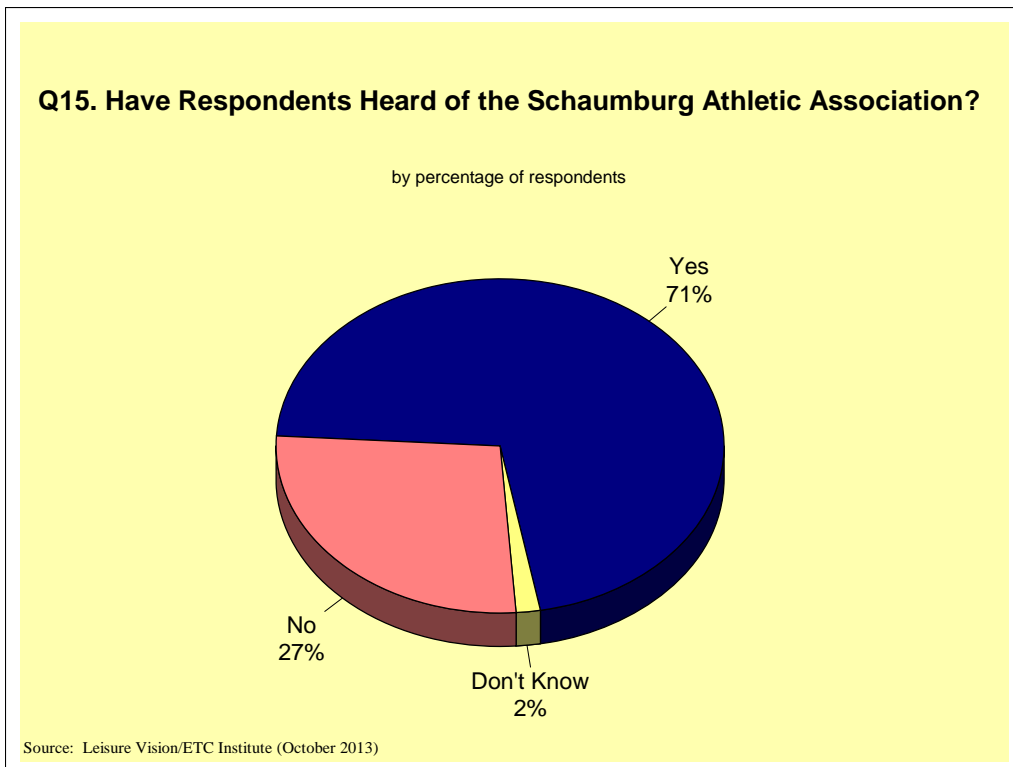
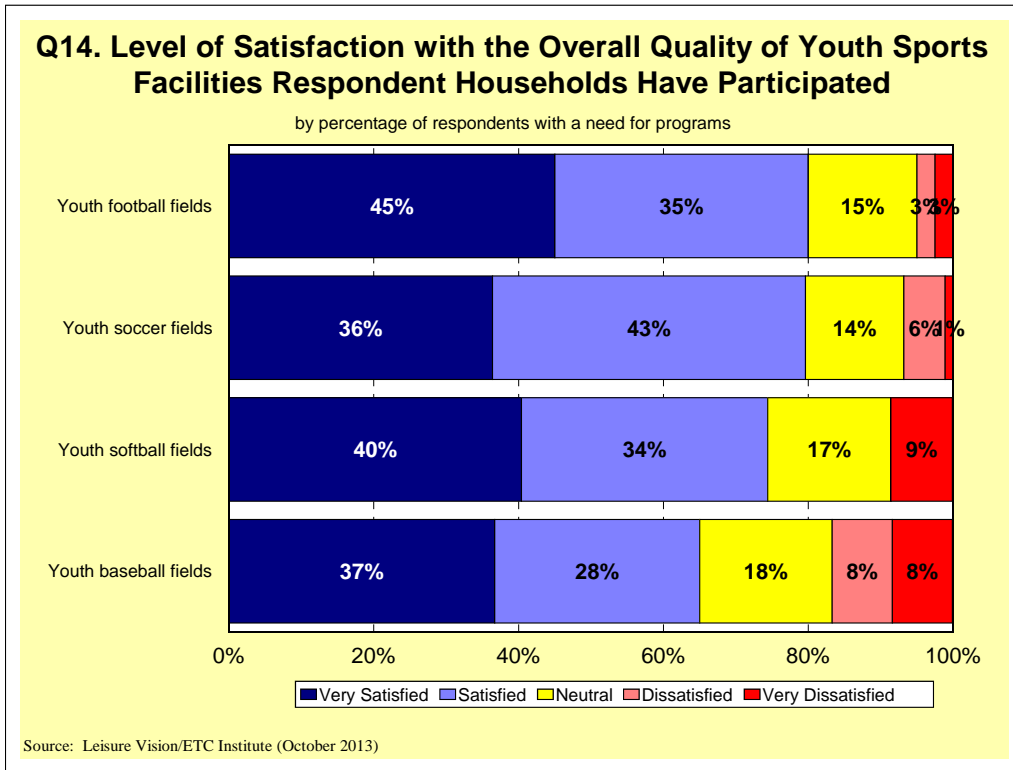
Source: Leisure Vision/ETC Institute (October 2013)

**Q13. Sports Programs Respondent YOUTH in Households Currently Participate in Most Often**

by percentage of respondents (sum of top two choices)

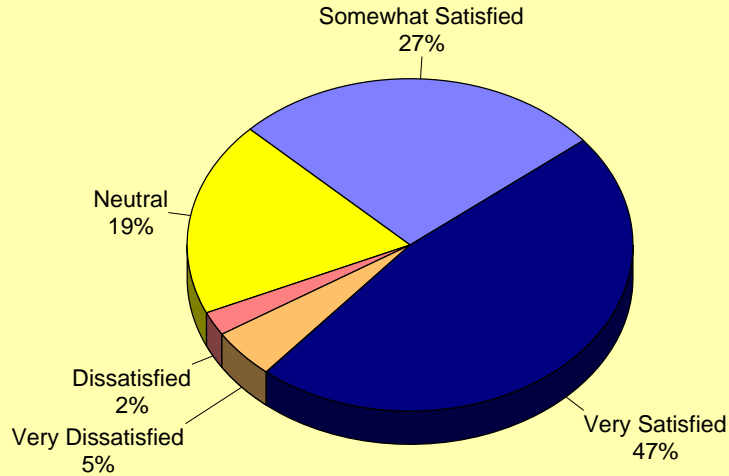


Source: Leisure Vision/ETC Institute (October 2013)



**Q16. Respondent Satisfaction with the Sports Programs that are Provided by the Partnership of the Schaumburg Athletic Association and the Schaumburg Park District**

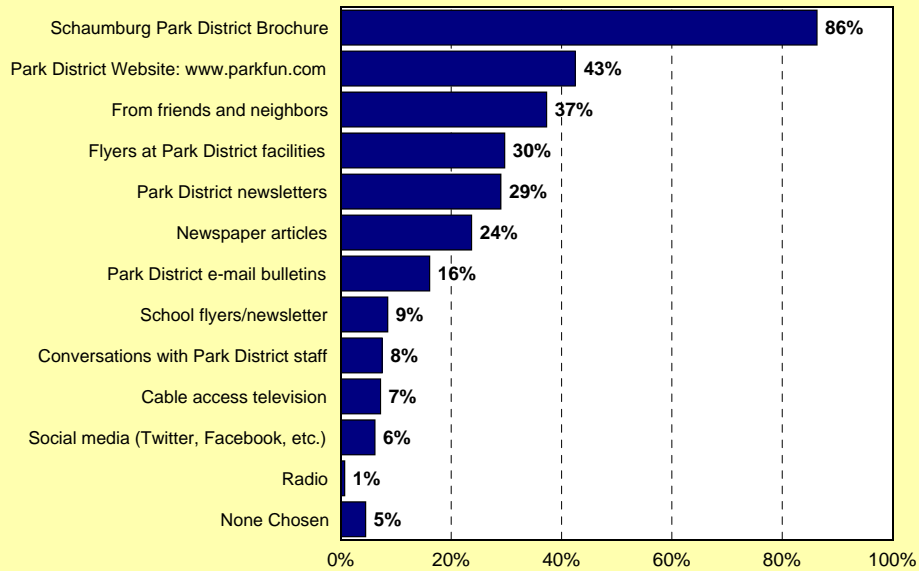
by percentage of respondents (without 'non chosen')



Source: Leisure Vision/ETC Institute (October 2013)

**Q17. Ways Respondents Learn About Schaumburg Park District Programs and Activities**

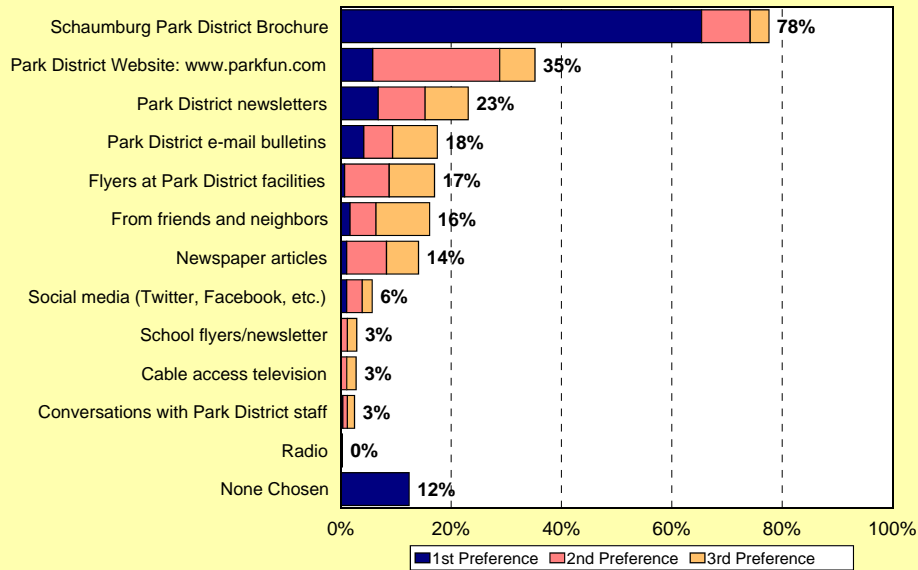
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (October 2013)

### Q18. Ways Respondents Prefer to Receive Information Regarding Programs and Activities

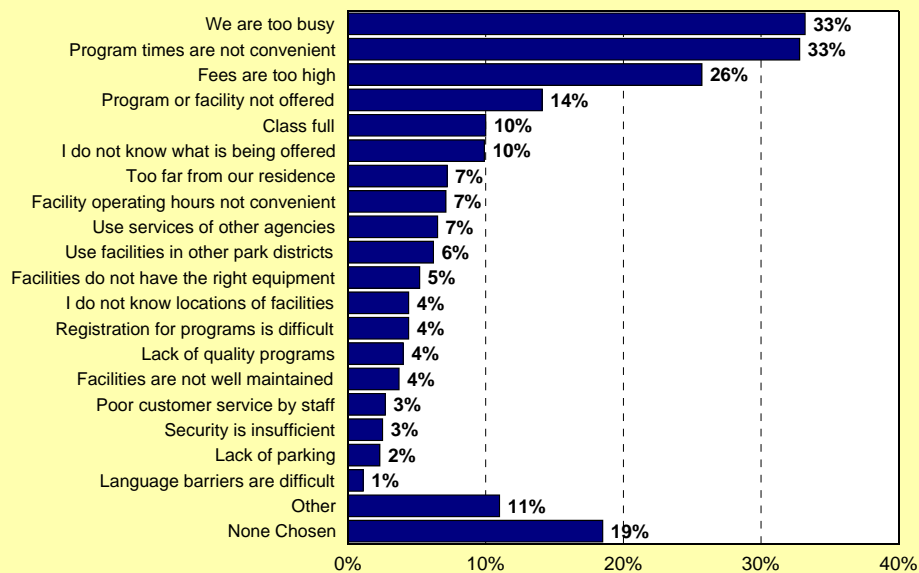
by percentage of respondents (based on top 3 choices)



Source: Leisure Vision/ETC Institute (October 2013)

### Q19. Reasons that Prevent Households from Using Parks, Recreation Facilities or Programs of the Schaumburg Park District More Often

by percentage of respondents (multiple choices could be made)

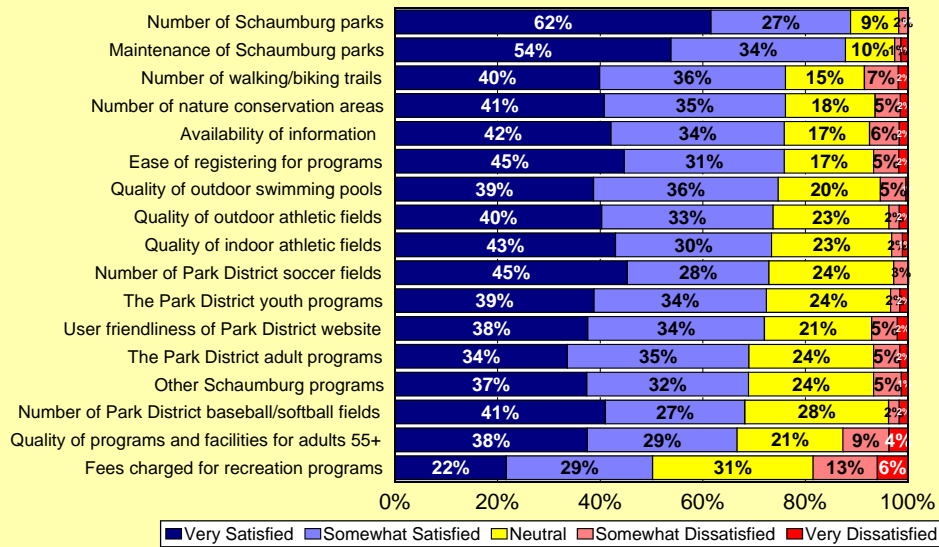


Source: Leisure Vision/ETC Institute (October 2013)



### Q20. Respondent Level of Satisfaction with the Overall Quality of Parks and Recreation Services Provided by Schaumburg Park District

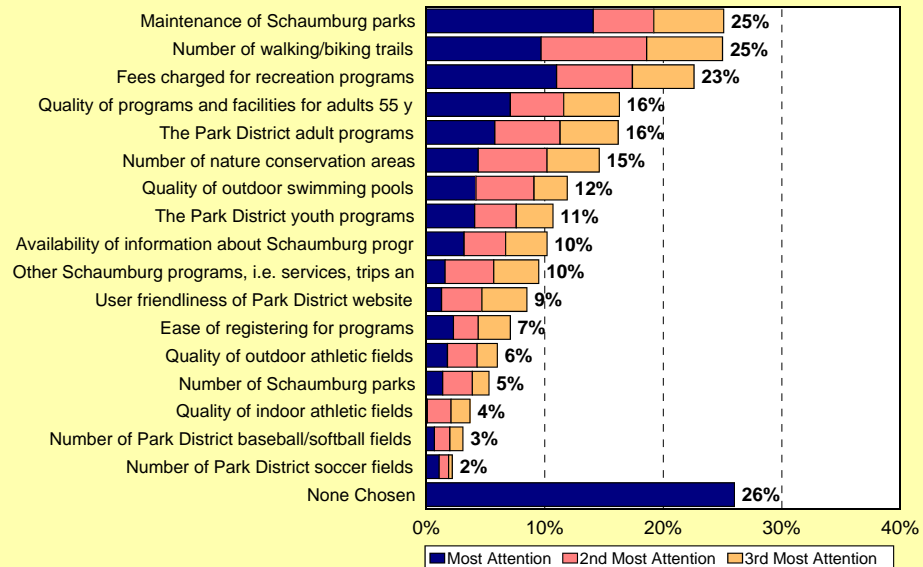
by percentage of respondents with a need for programs



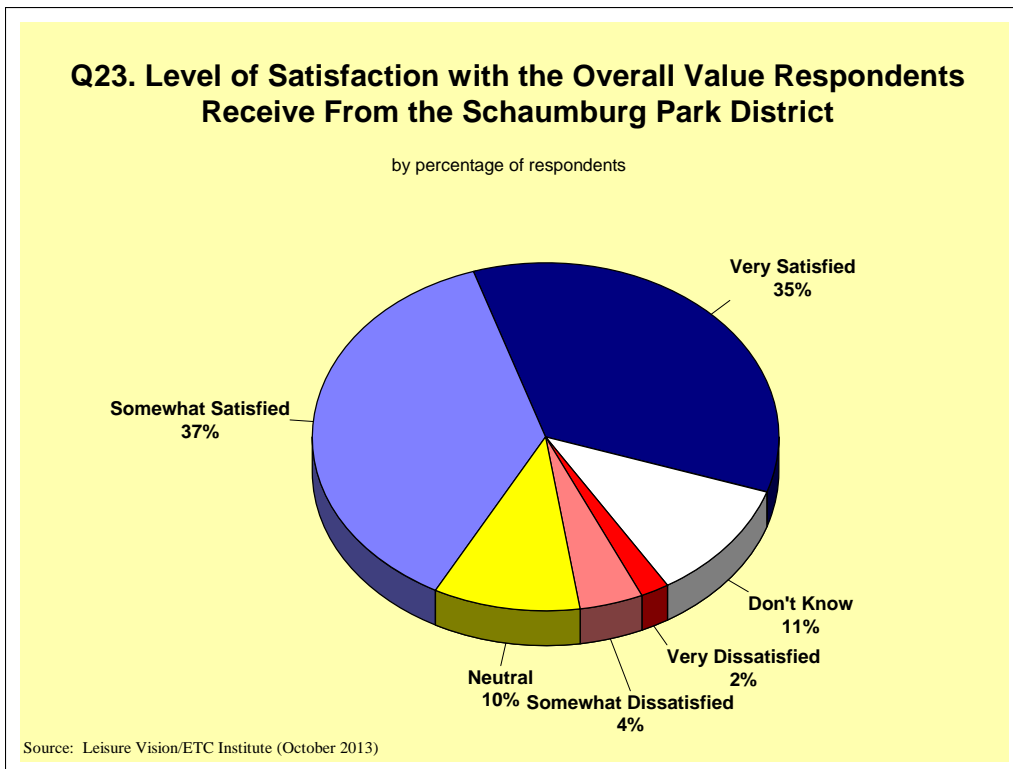
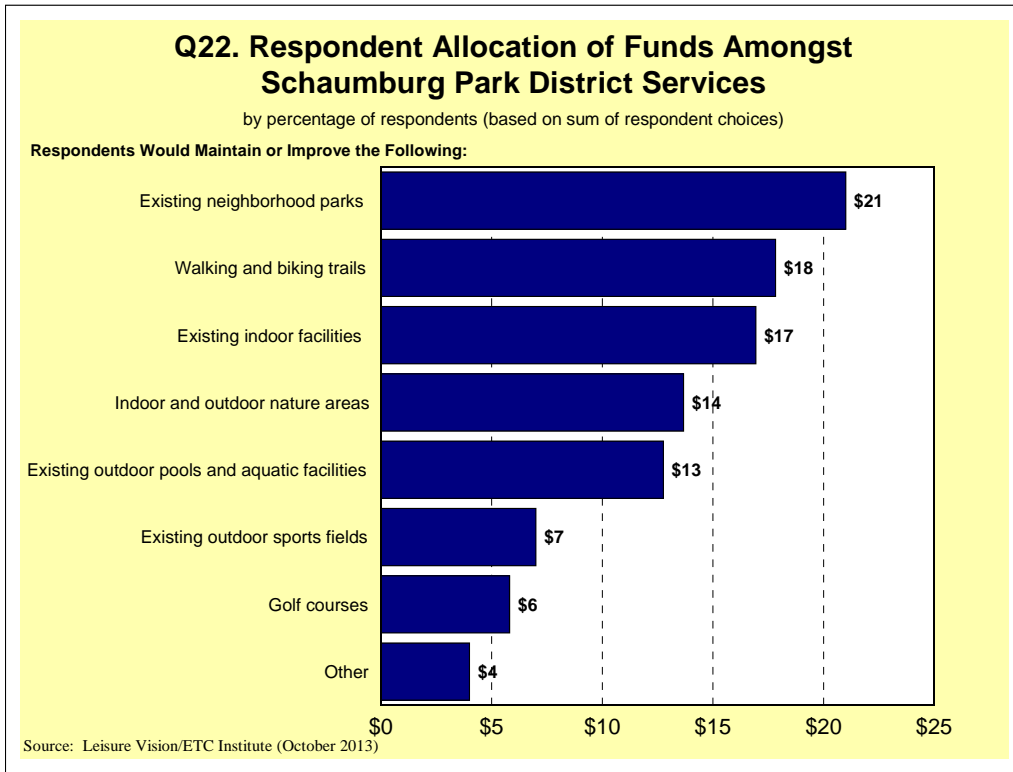
Source: Leisure Vision/ETC Institute (October 2013)

### Q21. Respondent Emphasis on the Most Important Parks and Recreation Services that Should Receive the Most Attention From Park District Officials Over the Next TWO Years

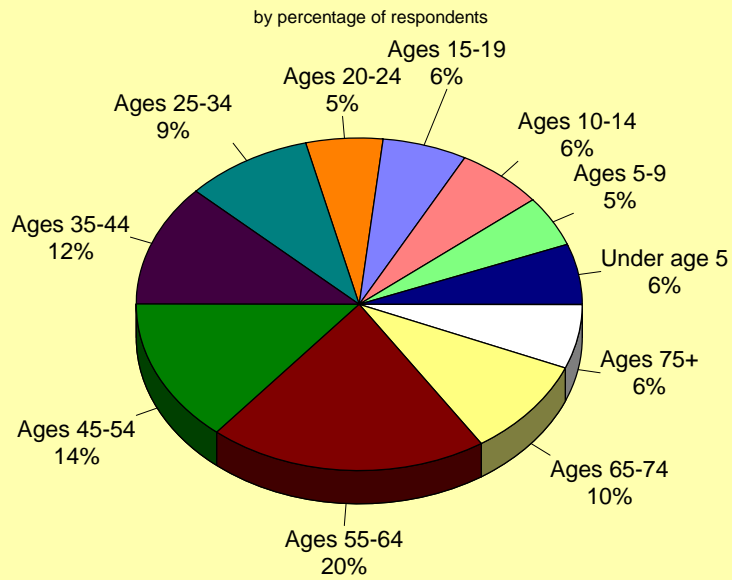
by percentage of respondents (based on top 3 choices)



Source: Leisure Vision/ETC Institute (October 2013)

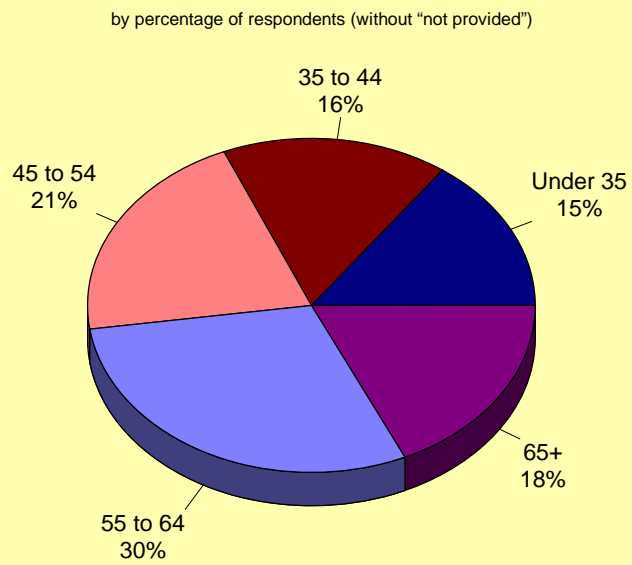


**Q24. Demographics: Ages of People in Household**



Source: Leisure Vision/ETC Institute (October 2013)

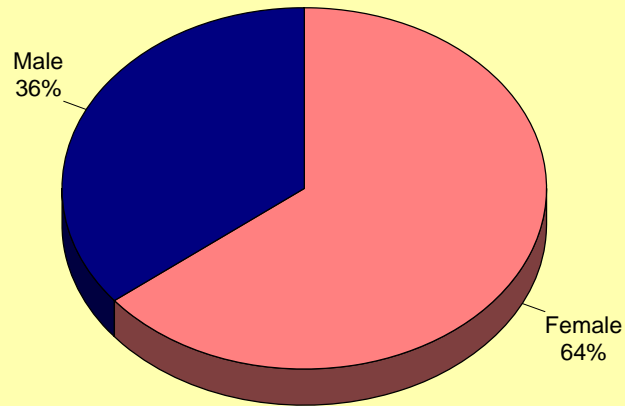
**Q25. Demographics: Age of Respondents**



Source: Leisure Vision/ETC Institute (October 2013)

### Q26. Demographics: Gender of Respondents

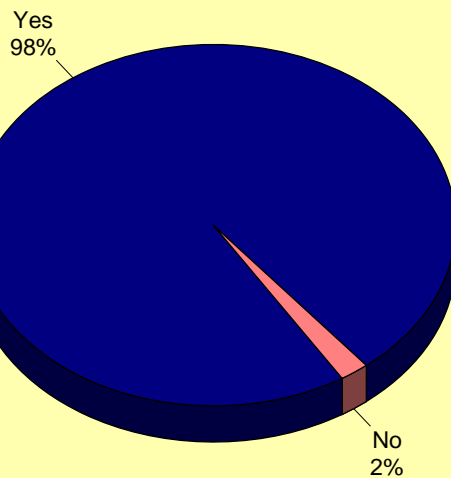
by percentage of respondents



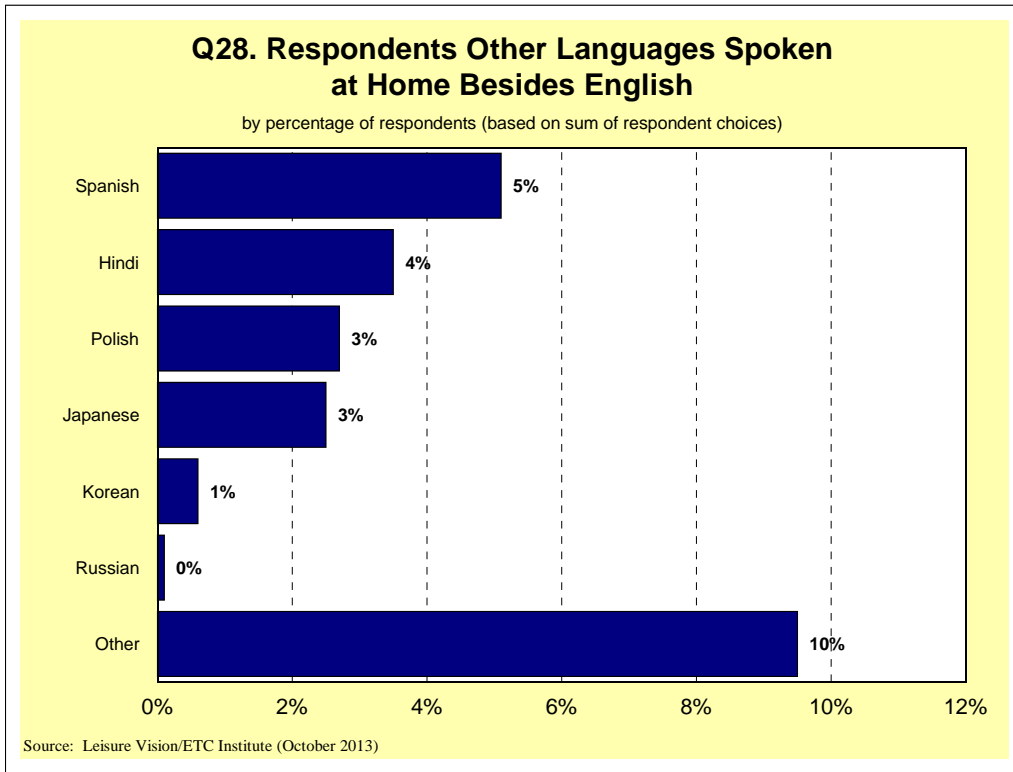
Source: Leisure Vision/ETC Institute (October 2013)

### Q27. Demographics: Do You Live Within Schaumburg Park District Boundaries?

by percentage of respondents



Source: Leisure Vision/ETC Institute (October 2013)



**Section 3:**

**Benchmarks**

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## National 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 700 communities in over 45 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.

*“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.

*To keep the benchmarking data base current with changing trends,* Leisure Vision’s benchmarking data base is updated on an annual basis and we only use citizen survey results going back a maximum of five years in our current benchmarking averages.

*Results from household responses for the Schaumburg Park District were compared to National Benchmarks, Illinois Benchmarks as well as the results from the 2006 Schaumburg Park District survey to gain further strategic information.* A summary of all tabular comparisons are shown on pages 2-9.

**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 Schaumburg Park District is not authorized without written consent from Leisure Vision/ETC Institute.**

## Benchmarking for Parks and Recreation Needs Assessment Surveys

		<i>National Average</i>	<i>Illinois Average</i>	<i>Schaumburg 2006</i>	<i>Schaumburg 2013</i>
<b>Has your household visited any City/County/Park District <u>parks</u> over the past year?</b>					
Yes		78%	78%	73%	79%
No		22%	22%	27%	21%
<b>How would you rate the condition of all the <u>parks</u> you've visited?</b>					
Excellent		34%	36%	40%	43%
Good		54%	54%	54%	53%
Fair		11%	9%	4%	4%
Poor		1%	1%	2%	N/A
<b>Has your household participated in City/County/Park District recreation <u>programs</u> during the past year?</b>					
Yes		30%	39%	43%	42%
No		70%	61%	56%	58%
<b>How would you rate the quality of all the recreation <u>programs</u> you've participated in?</b>					
Excellent		37%	37%	39%	44%
Good		53%	53%	55%	51%
Fair		8%	8%	5%	4%
Poor		1%	1%	1%	N/A



## Benchmarking for Parks and Recreation Needs Assessment Surveys

	<i>National Average</i>	<i>Illinois Average</i>	<i>Schaumburg 2006</i>	<i>Schaumburg 2013</i>
<b>Ways respondents learn about recreation programs and activities</b>				
From friends and neighbors	40%	36%	32%	37%
Web site	28%	25%	26%	43%
Newspaper articles	37%	34%	25%	24%
Flyers/posters at Parks/Rec. facilities	18%	17%	23%	30%
Cable access television	10%	N/A	14%	7%
Social media	6%	N/A	N/A	6%
Parks District Brochure	32%	78%	85%	86%
Flyers distributed at school	15%	18%	12%	9%
Conversations with Parks/Rec staff	6%	5%	8%	8%
Parks District newsletters	11%	N/A	27%	29%
<b>Organizations used for parks and recreation programs and facilities</b>				
Schaumburg Park District	49%	55%	48%	59%
YMCA	13%	14%	7%	10%
State or Regional Parks	33%	N/A	23%	33%
Homeowners associations/apartment complex	12%	9%	9%	15%
Parks and recreation facilities in other cities	26%	26%	23%	33%
Private clubs (tennis, health, fitness, golf)	21%	N/A	18%	18%
School District facilities	28%	28%	19%	25%
Churches	30%	27%	22%	26%

## Benchmarking for Parks and Recreation Needs Assessment Surveys

	<i>National Average</i>	<i>Illinois Average</i>	<i>Schaumburg 2006</i>	<i>Schaumburg 2013</i>
<b>Recreation <u>programs</u> that respondent households have a need for</b>				
Special events	39%	37%	N/A	34%
Nature programs/environmental ed.	31%	N/A	N/A	37%
Adult art, dance, performing arts	19%	16%	N/A	15%
Water fitness programs	29%	26%	N/A	32%
Adult organized athletic programs	22%	20%	N/A	21%
Youth athletic programs	27%	28%	N/A	20%
Tennis lessons and leagues	17%	16%	N/A	13%
Youth learn to swim programs	24%	22%	N/A	20%
Youth art, dance, performing arts	20%	17%	N/A	13%
Before and after school programs	15%	12%	N/A	12%
Youth fitness and wellness programs	19%	18%	N/A	13%
Preschool programs	14%	12%	N/A	11%
Youth gymnastics programs	15%	16%	N/A	13%
Programs for people with disabilities	10%	7%	N/A	9%
Adult fitness and wellness programs	48%	48%	N/A	57%
Birthday Parties	16%	N/A	N/A	14%
Martial Arts Programs	15%	12%	N/A	12%
Youth Summer Camp Programs	20%	17%	N/A	16%
Golf lessons	20%	22%	N/A	20%

## Benchmarking for Parks and Recreation Needs Assessment Surveys

	<i>National Average</i>	<i>Illinois Average</i>	<i>Schaumburg 2006</i>	<i>Schaumburg 2013</i>
<b>Most important recreation <u>programs</u> (sum of top choices)</b>				
Youth learn to swim programs	14%	13%	N/A	14%
Water fitness programs	13%	13%	N/A	17%
Tennis lessons & leagues	7%	7%	N/A	5%
Preschool programs	8%	7%	N/A	6%
Before & after school programs	7%	7%	N/A	7%
Youth athletic programs	15%	18%	N/A	13%
Youth fitness & wellness programs	6%	6%	N/A	6%
Youth gymnastics programs	4%	6%	N/A	4%
Youth art, dance, performing arts	6%	7%	N/A	6%
Adult art, dance, performing arts	3%	7%	N/A	7%
Adult organized athletic programs	10%	10%	N/A	12%
Programs for people with disabilities	4%	3%	N/A	4%
Special events	20%	18%	N/A	19%
Nature programs/environmental education	32%	N/A	N/A	23%
Adult fitness and wellness programs	30%	33%	N/A	46%
Golf lessons and leagues	9%	11%	N/A	10%
Youth summer camp programs	9%	9%	N/A	8%
History programs	18%	N/A	N/A	8%
Marital arts programs	4%	4%	N/A	4%
Birthday parties	4%	N/A	N/A	4%

## Benchmarking for Parks and Recreation Needs Assessment Surveys

	<i>National Average</i>	<i>Illinois Average</i>	<i>Schaumburg 2006</i>	<i>Schaumburg 2013</i>
<b>Recreation facilities that respondent households have a need for</b>				
Paved walking and biking trails	70%	72%	66%	68%
Park shelters and picnic areas	51%	45%	N/A	42%
Indoor fitness and exercise facilities	46%	48%	46%	52%
Playground equipment and play areas	43%	44%	42%	39%
Indoor swimming pools/leisure pool	43%	45%	44%	40%
Indoor running/walking track	43%	44%	N/A	47%
Outdoor Swimming Pools/Aquatic Center	44%	48%	42%	45%
Outdoor tennis courts	28%	30%	24%	25%
Outdoor basketball courts	23%	23%	26%	22%
Skateboard park	13%	12%	N/A	15%
Lacrosse and cricket fields	7%	10%	N/A	4%
Nature Center and trails	53%	N/A	58%	65%
Small neighborhood parks	60%	62%	N/A	58%
Large community parks	55%	55%	N/A	53%
Indoor lap lanes for exercise swimming	29%	N/A	N/A	29%
Senior Centers	22%	18%	N/A	25%
Indoor basketball/volleyball courts	27%	25%	28%	22%
Off-leash dog park	27%	25%	24%	22%
Indoor sports fields	20%	N/A	N/A	19%
Adult softball fields	15%	12%	16%	9%

## Benchmarking for Parks and Recreation Needs Assessment Surveys

	<i>National Average</i>	<i>Illinois Average</i>	<i>Schaumburg 2006</i>	<i>Schaumburg 2013</i>
<b>Most important parks and recreation <u>facilities</u> (sum of top choices)</b>				
Outdoor swimming pools/aquatic facilities	20%	23%	17%	22%
Outdoor basketball courts	4%	4%	6%	3%
Soccer/lacrosse fields	1%	N/A	8%	1%
Skateboard parks	2%	3%	4%	2%
Indoor swimming pool	18%	20%	18%	17%
Indoor exercise & fitness facilities	21%	23%	20%	30%
Walking and biking trails	42%	43%	40%	46%
Small neighborhood parks	28%	28%	N/A	34%
Nature Center and trails	19%	N/A	22%	30%
Indoor running and walking track	15%	17%	N/A	18%
Large community parks	19%	17%	N/A	16%
Playground equipment	20%	20%	23%	15%
Off-leash dog park	12%	12%	11%	13%
Senior centers	9%	8%	N/A	11%
Indoor lap lanes for exercise swimming	8%	N/A	N/A	8%
Outdoor tennis courts	7%	7%	7%	7%
Youth soccer fields	15%	N/A	N/A	7%
Indoor tennis courts	6%	N/A	N/A	4%
Adult softball fields	4%	3%	5%	2%
Picnic areas and shelters	17%	10%	N/A	8%
Youth football fields	3%	3%	3%	1%

## Benchmarking for Parks and Recreation Needs Assessment Surveys

	<i>National Average</i>	<i>Illinois Average</i>	<i>Schaumburg 2006</i>	<i>Schaumburg 2013</i>
<b>Barriers that prevent households from using facilities or programs of the Schaumburg Park District more often</b>				
We are too busy	34%	36%	40%	33%
Program times are not convenient	16%	20%	24%	33%
Fees are too high	13%	18%	16%	26%
Program or facility not offered	14%	17%	10%	14%
Class full	N/A	6%	7%	10%
Don't know what is being offered	22%	13%	10%	10%
Too far from residence	13%	8%	7%	7%
Facility operating hours not convenient	7%	7%	6%	7%
Use services of other agencies	8%	10%	6%	7%
Use facilities in other Park Districts	9%	10%	6%	6%
Facilities lack the right equipment	7%	7%	7%	5%
I do not know locations or facilities	14%	N/A	5%	4%
Registration process is difficult	3%	4%	3%	4%
Lack of quality programs	7%	8%	4%	4%
Facilities are not well maintained	6%	5%	5%	4%
Poor customer service by staff	3%	3%	3%	3%
Security is insufficient	7%	N/A	3%	3%
Lack of parking	5%	N/A	4%	2%
Language barriers	N/A	N/A	N/A	1%

<b>Benchmarking for Parks and Recreation Needs Assessment Surveys</b>					
		<i>National Average</i>	<i>Illinois Average</i>	<i>Schaumburg 2006</i>	<i>Schaumburg 2013</i>
<b>Respondent level of satisfaction with the overall value they receive from the Schaumburg Park District</b>					
Very Satisfied		27%	30%	N/A	35%
Somewhat Satisfied		34%	35%	N/A	37%
Neutral		20%	17%	N/A	10%
Somewhat Dissatisfied		6%	5%	N/A	4%
Very Dissatisfied		3%	4%	N/A	2%