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*The following is a presentation of survey results and recommendations made to the Park Board by Ron Vine, President of Leisure Vision, at a public meeting on Thursday, January 21.*

*To see a copy of the complete survey with charts and graphs of the results follow the ‘Survey Questions & Results’ link.*

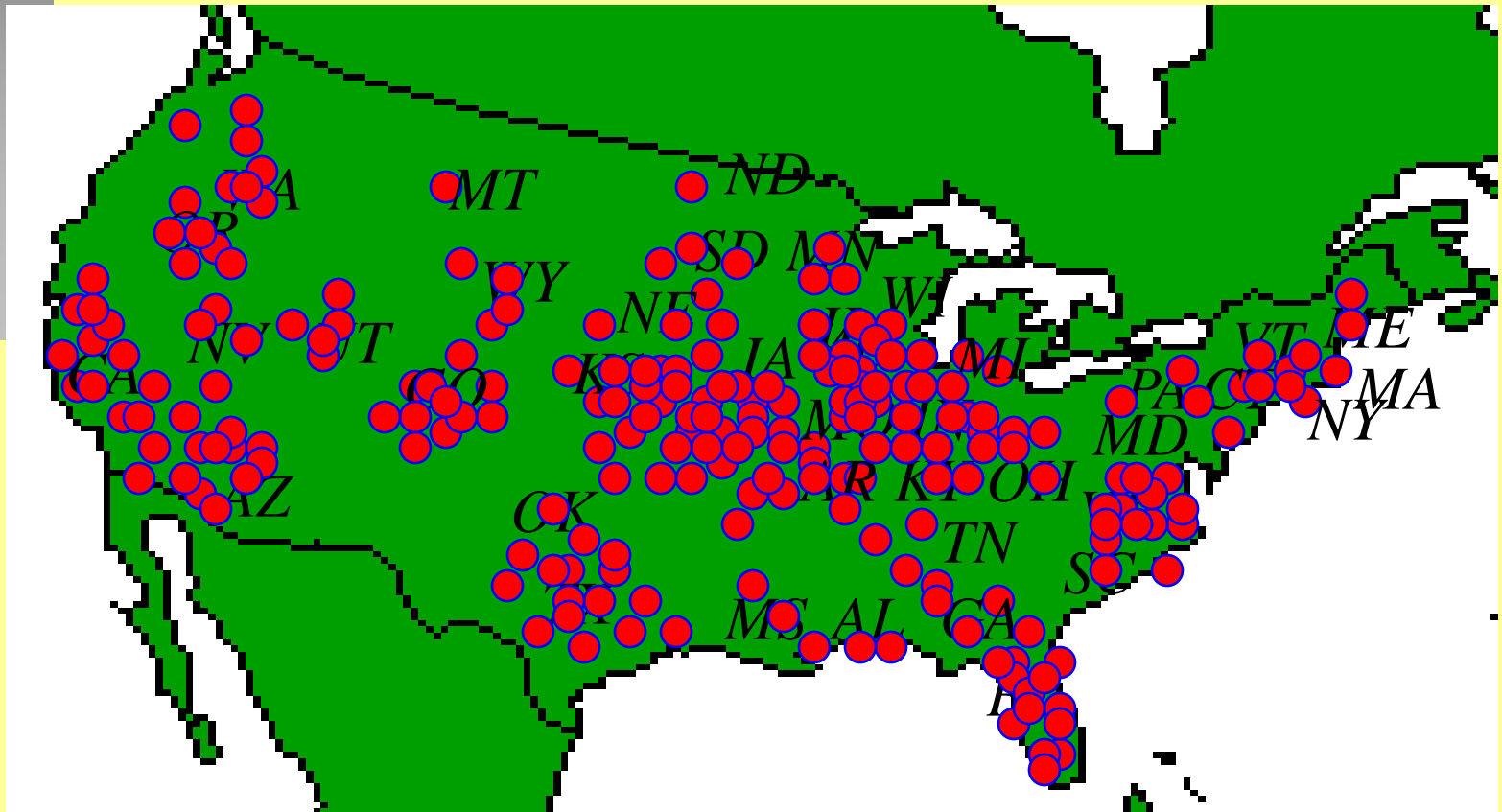
# *Park District of Highland Park Citizen Survey*

- *Questions on full range of usage, customer satisfaction, needs, unmet needs, and priorities questions*
- *Goal of 800 completed surveys*
- *Actually completed 853 surveys. Results have 95% level of confidence with margin of error of +/-3.4%*

# *Special Demographic Breakdowns*

- *Household type*
- *Age of respondent and gender*
- *Participation in programs*
- *Usage of parks*
- *Household income*
- *Support for annual tax increase*

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



*Benchmarking Comparisons  
to National, Illinois, and North Suburban Clients*

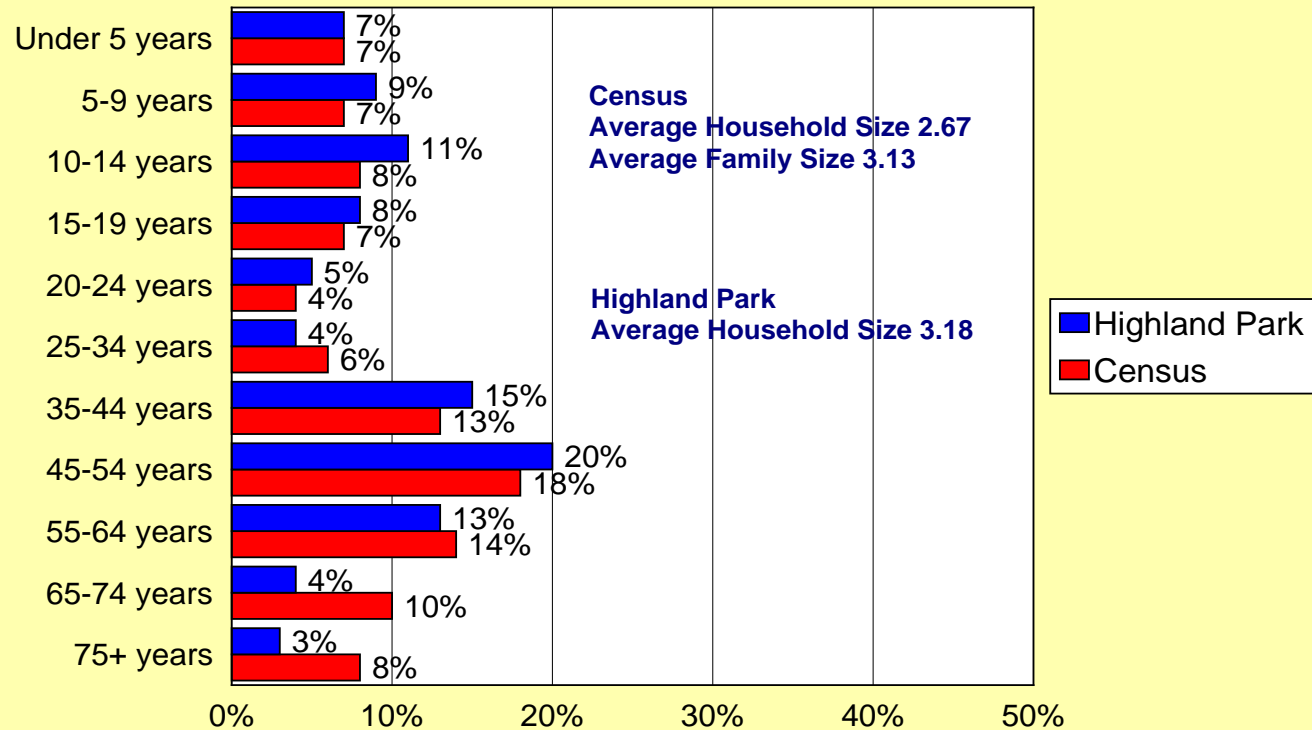
# *Leisure Vision Illinois Clients Over Past 5 Years Include:*

- *Champaign Park Dist.*
- *Schaumburg Park Dist.*
- *Wheeling Park Dist.*
- *Glenview Park District*
- *Winnetka Park District*
- *Des Plaines Park Dist.*
- *Highland Park Dist.*
- *Lake Bluff Park Dist.*
- *River Forest Park Dist*
- *NW Special Rec. Assoc*
- *Urbana Park Dist.*
- *Lindenhurst Park Dist.*
- *Carol Stream Park Dist.*
- *Deerfield Park Dist.*
- *Downers Grove Park Dist.*
- *Lisle Park Dist*
- *Freeport Park Dist.*
- *River Trails Park Dist.*
- *Hoffman Estates Park Dist*
- *River Trails Park Dist.*
- *Fox Valley Spec. Rec.*

# Demographics

## Q24. Demographics: Ages of People in Household

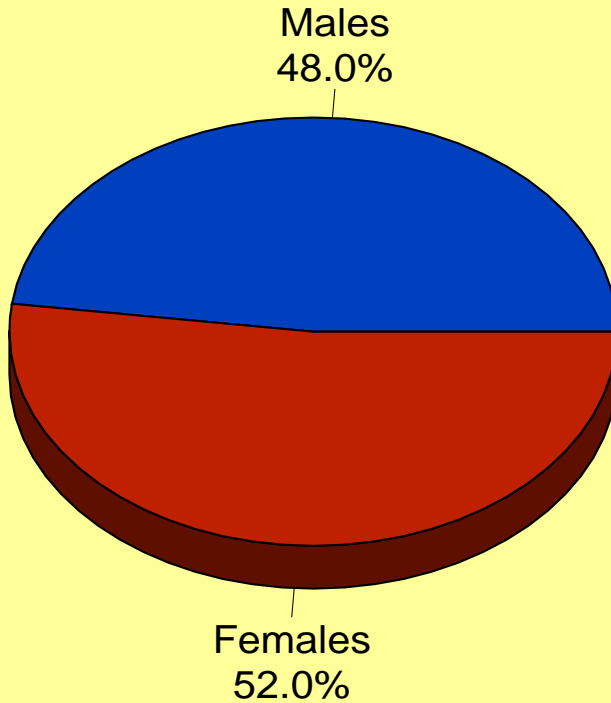
by percentage of household occupants



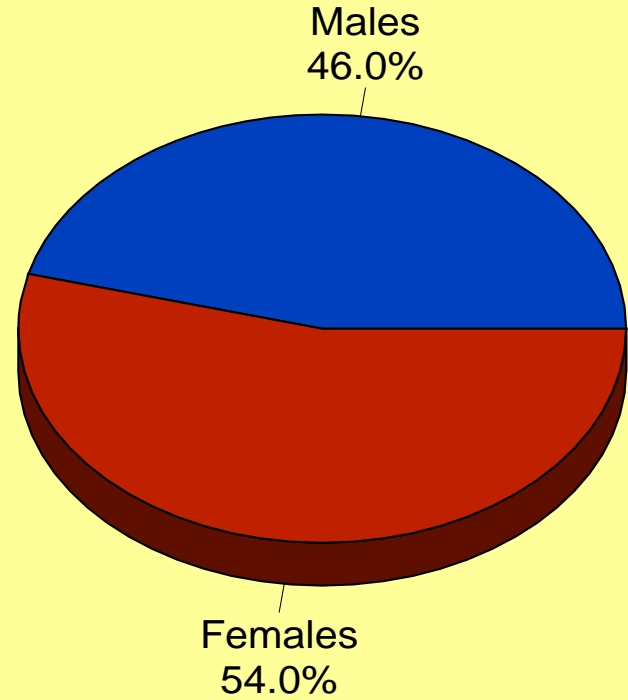
Source: Leisure Vision/ETC Institute (December 2009)

# Demographics

**Census**



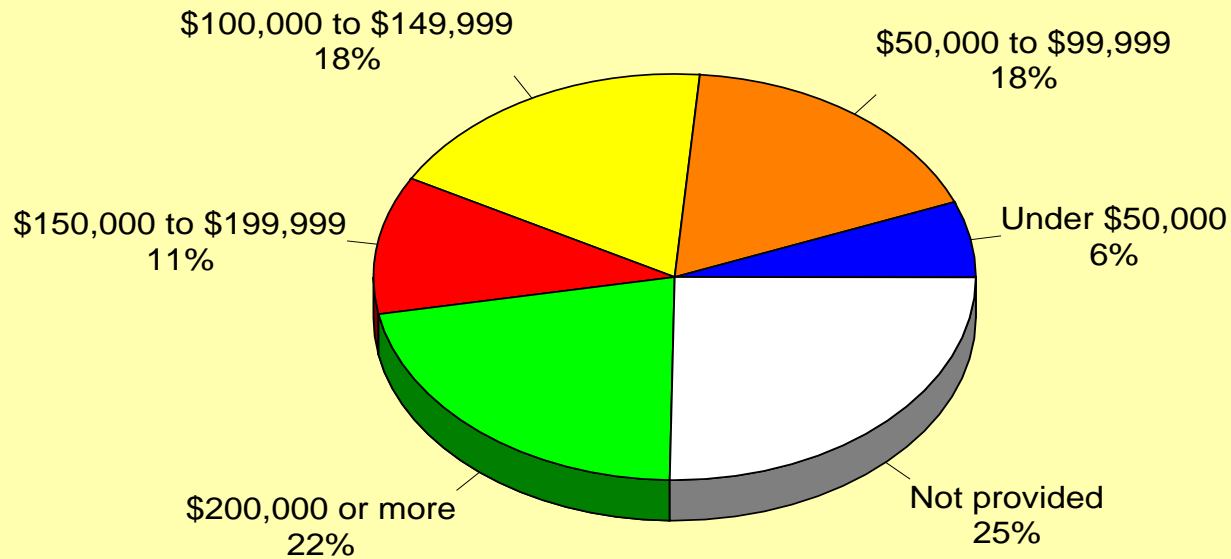
**Highland Park Survey**



# Demographics

## Q28. Demographics: Household Income

by percentage of respondents



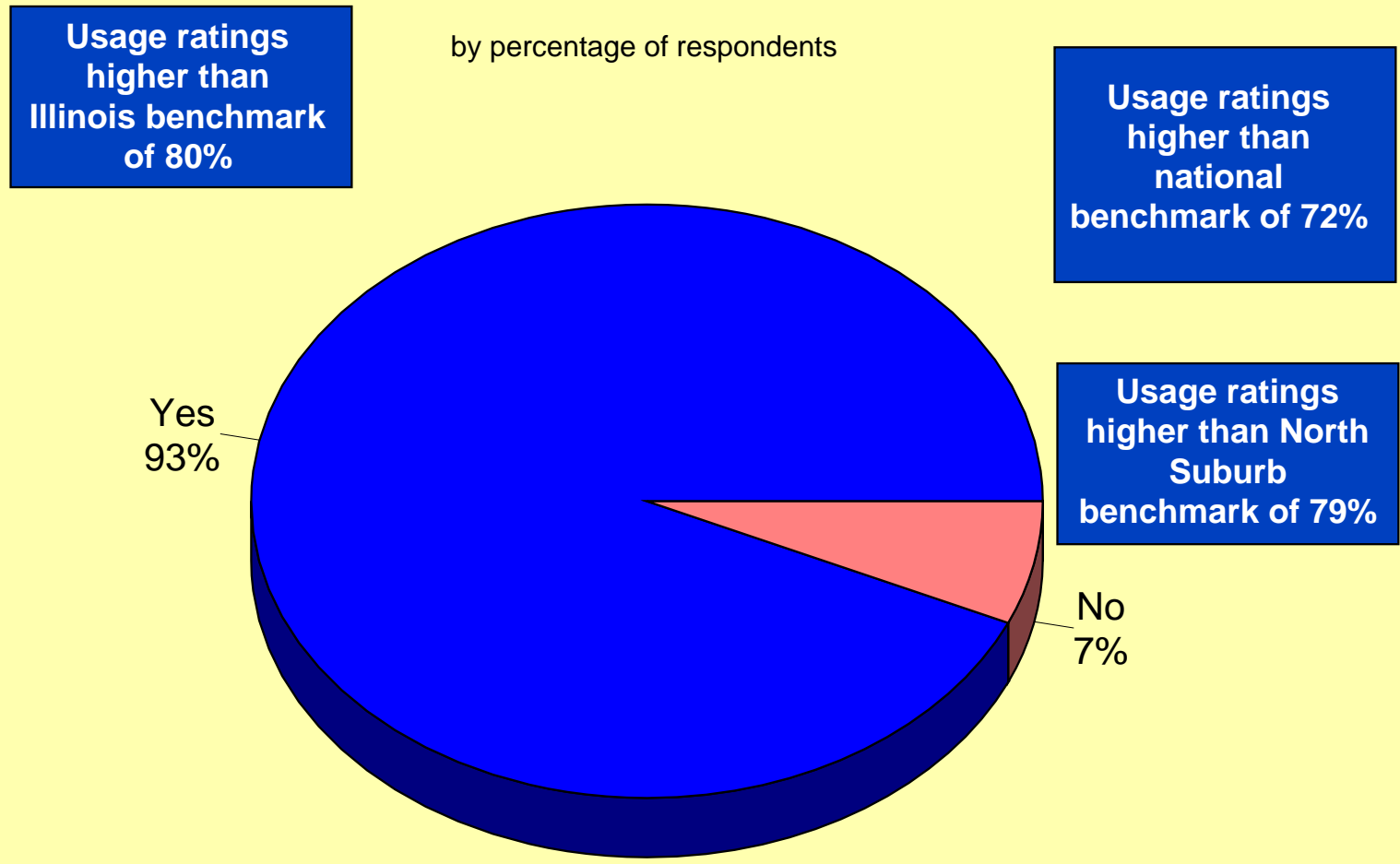
Source: Leisure Vision/ETC Institute (December 2009)

# *Presentation*

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- *Usage of current system*
- *Needs, unmet needs and priorities*
- *Funding support and priorities*
- *Top 9 recommended actions*

# Q1. Have You or Members of Your Households Visited Any Parks of the Park District of Highland Park Over the Past 12 Months?



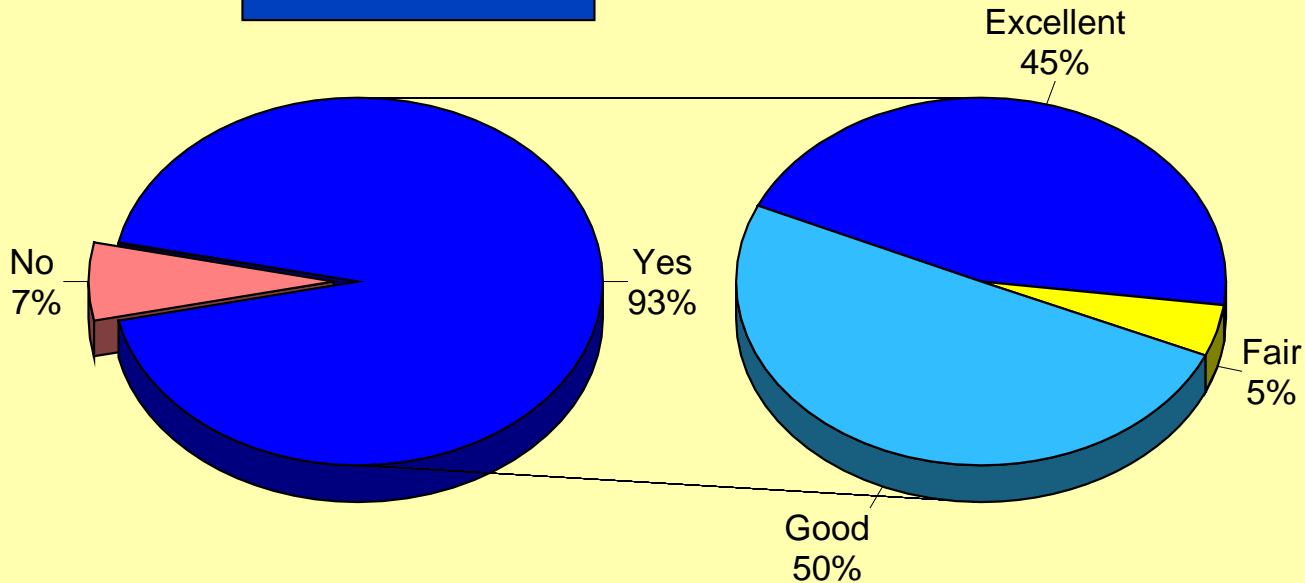
# Q1. Have You or Members of Your Households Visited Any Parks of the Park District of Highland Park Over the Past 12 Months?

Excellent rating is higher than national benchmark of 31%

Excellent rating is higher than Illinois benchmark of 34% and North Suburb of 43%

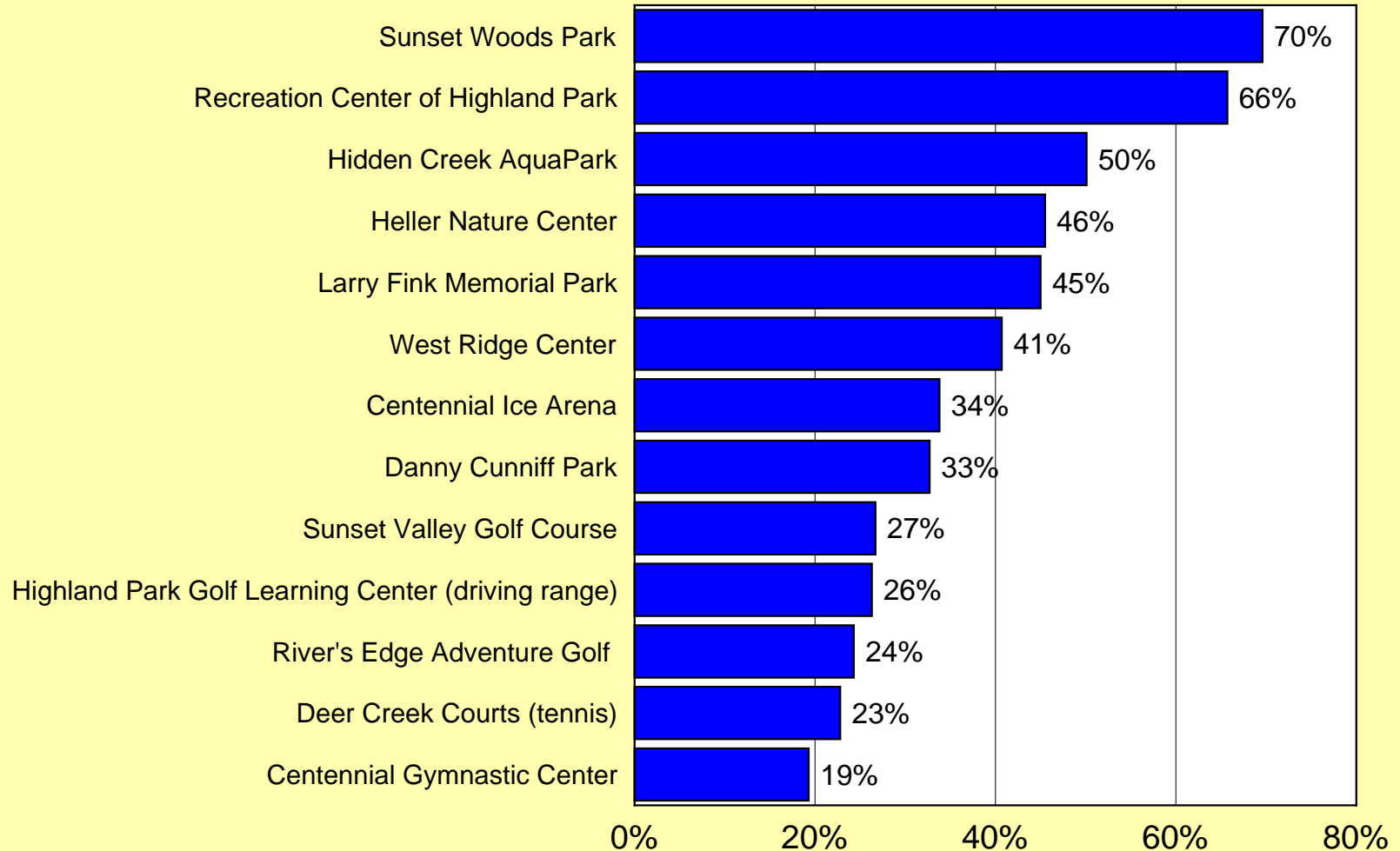
Percentage of respondents

## Q2. How Respondents Rate the Physical Condition of the Parks of the Highland Park District Their Household Has Visited



# Q3. Park District Parks & Recreation Facilities That Households Have Used During the Past 12 Months

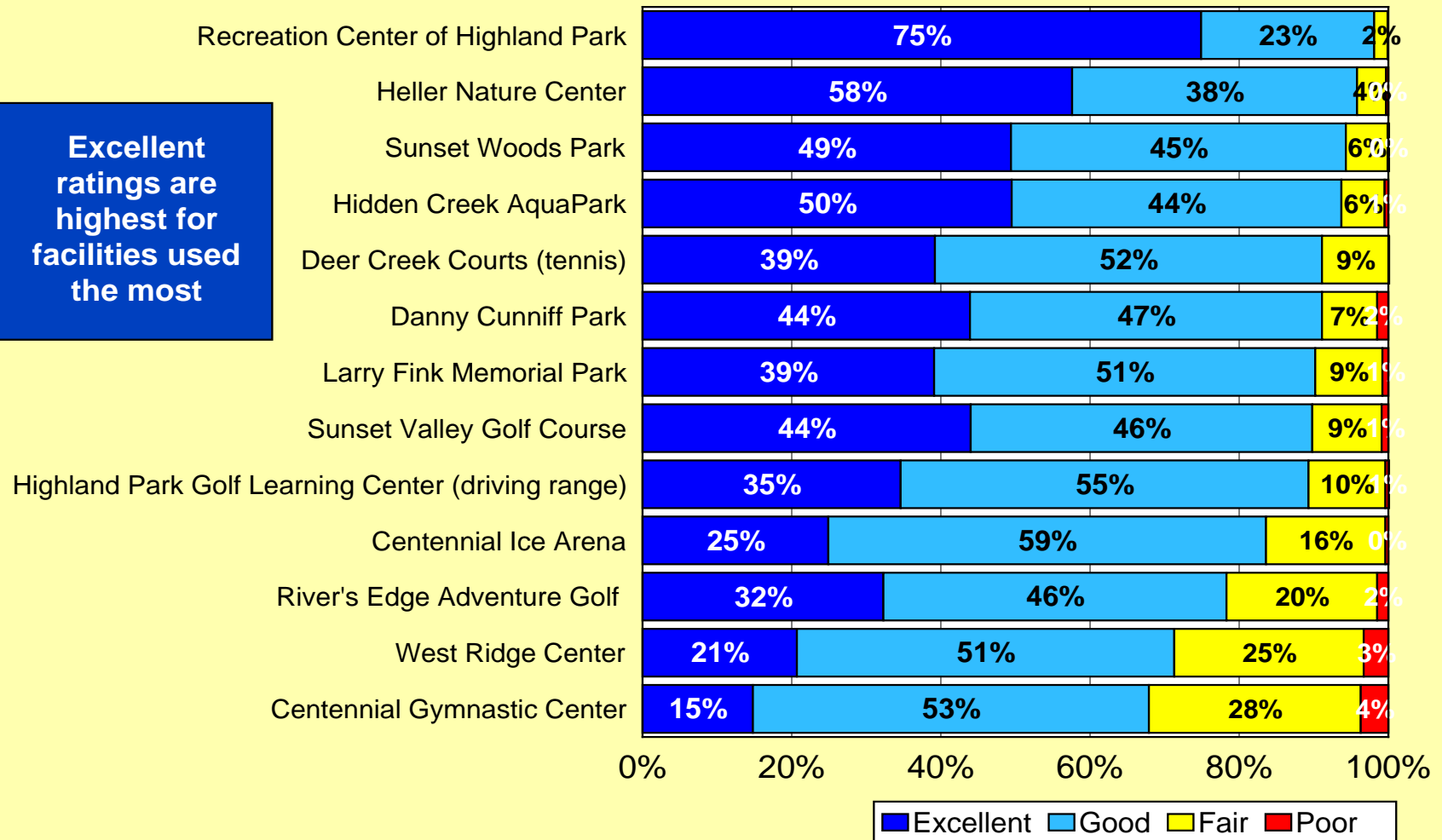
by percentage of respondents (multiple choices could be made)



# Q3a. How Households Rate the Condition of the Park District Parks and Recreation Facilities They Have Used

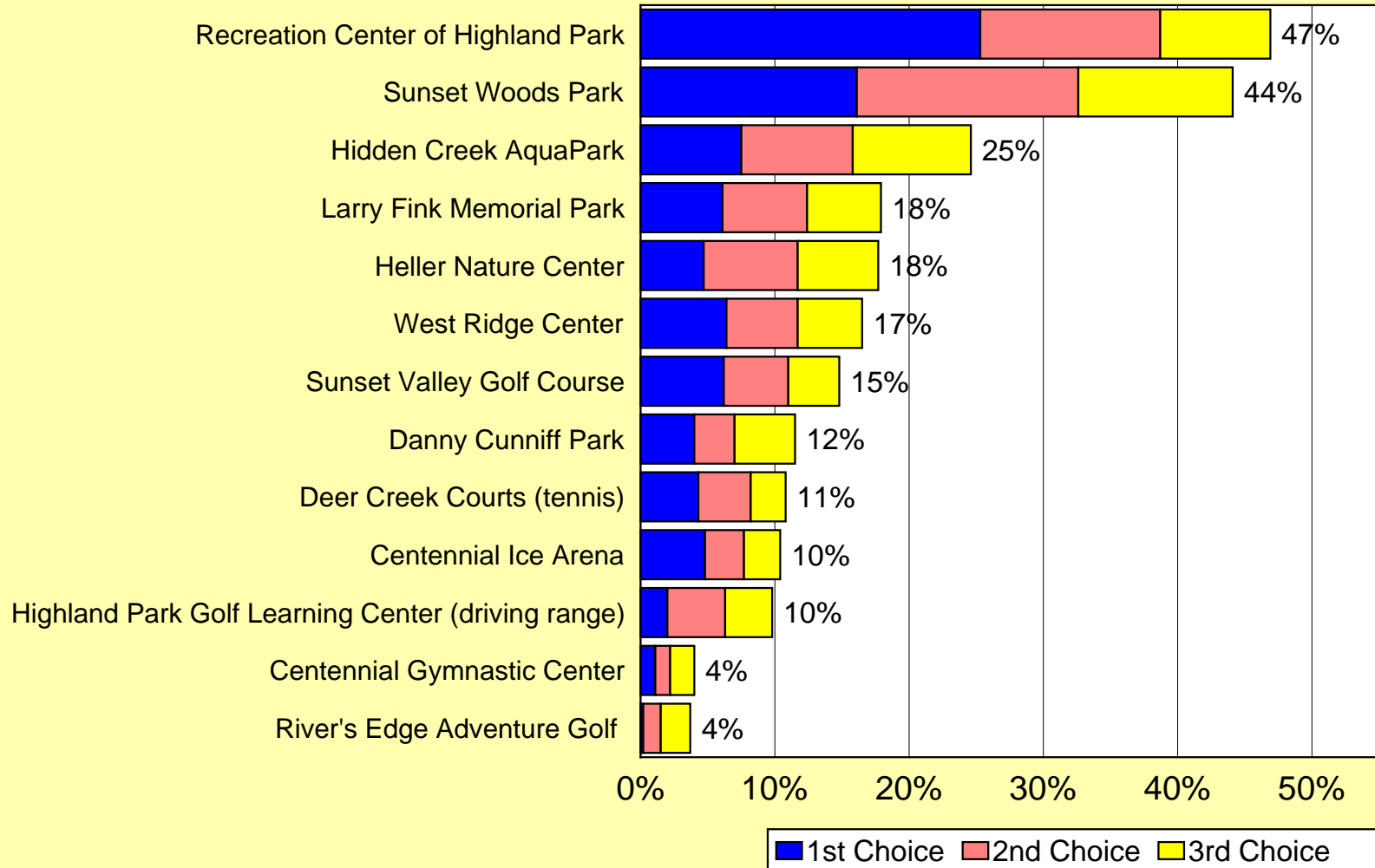
by percentage of households that used parks/facilities

**Excellent ratings are highest for facilities used the most**



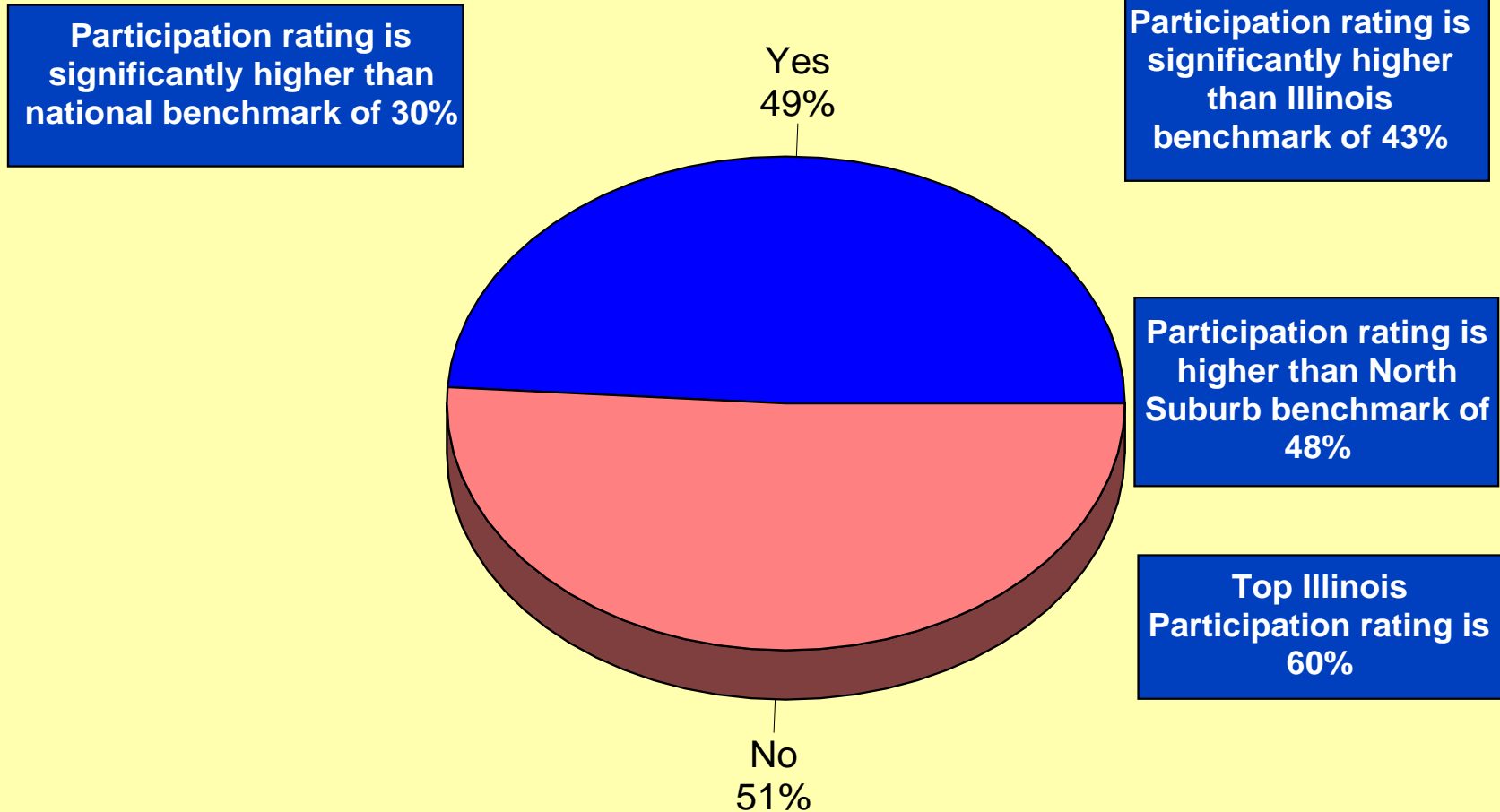
# Q4. Park District Parks and Recreation Facilities That Households Have Used the Most During the Past Year

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

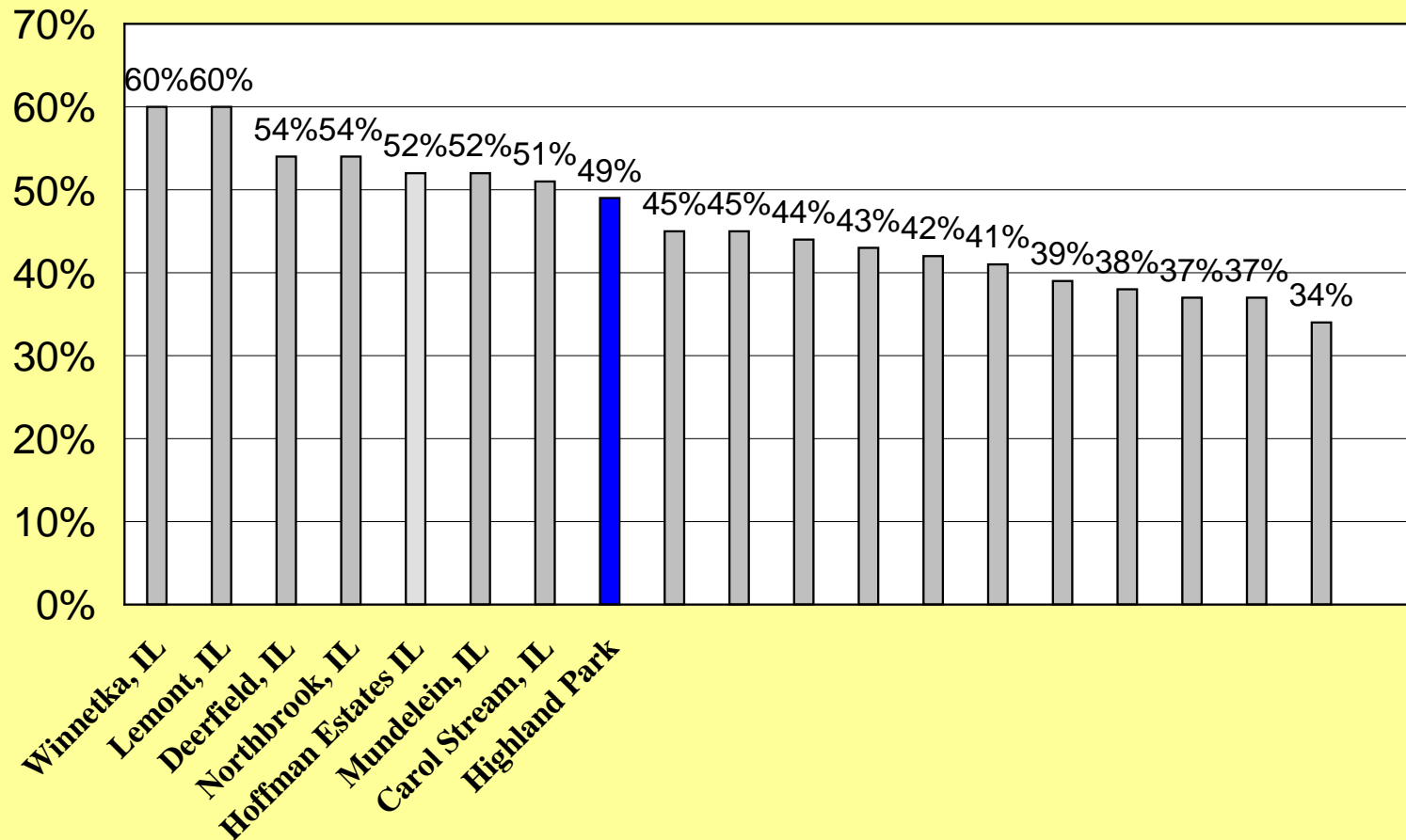


# Q7. Have You or Members of Your Households Participated in Any Recreation or Sports Programs Offered by the Park District of Highland Park During the Past 12 Months?

by percentage of respondents



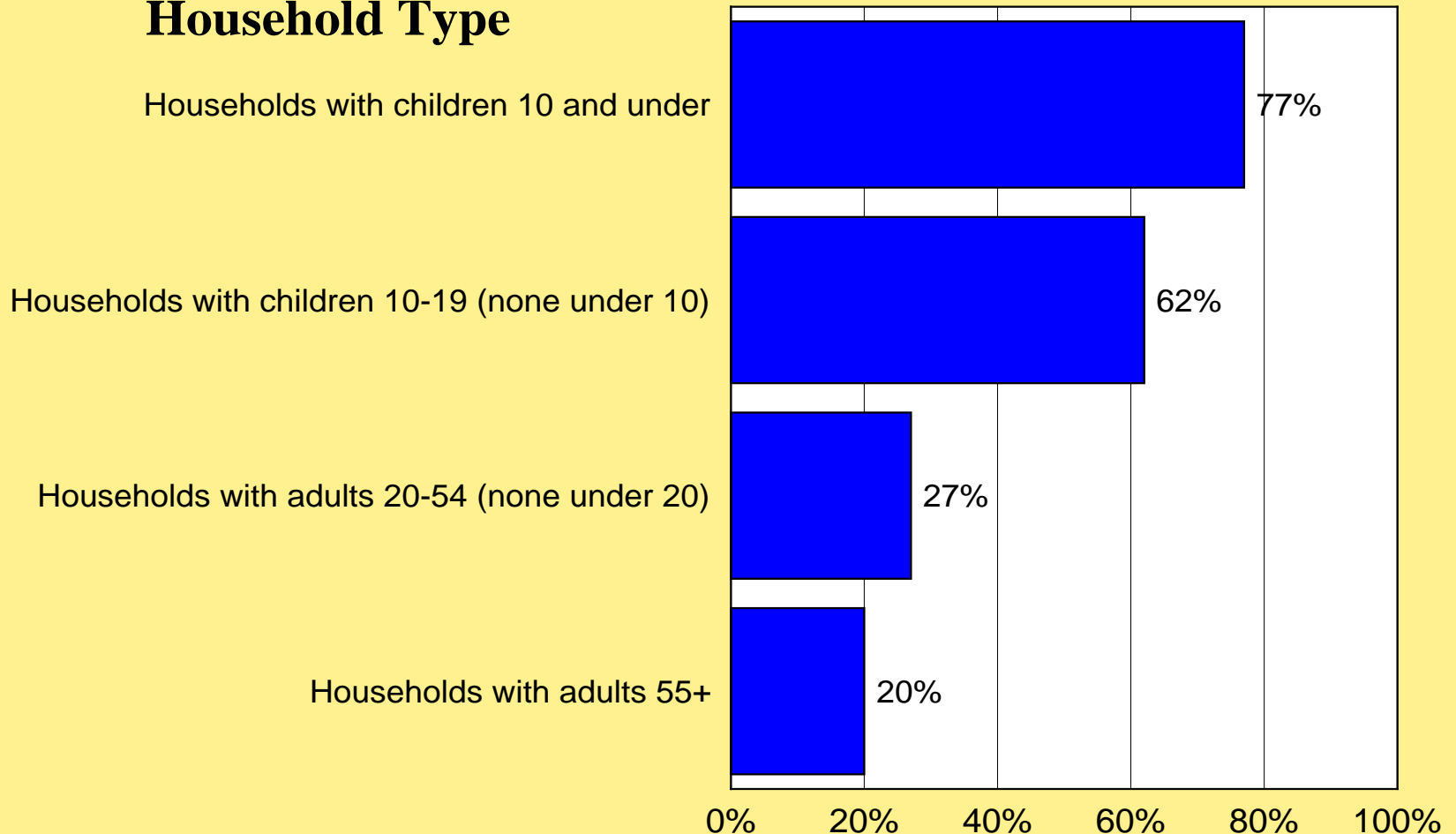
# Participation in Programs in Illinois Communities In 12 Month Period Compared to National Benchmarks



Source: Leisure Vision (2009)

# Q7. Have You or Members of Your Households Participated in Any Recreation or Sports Programs Offered by the Park District of Highland Park During the Past 12 Months?

## Household Type



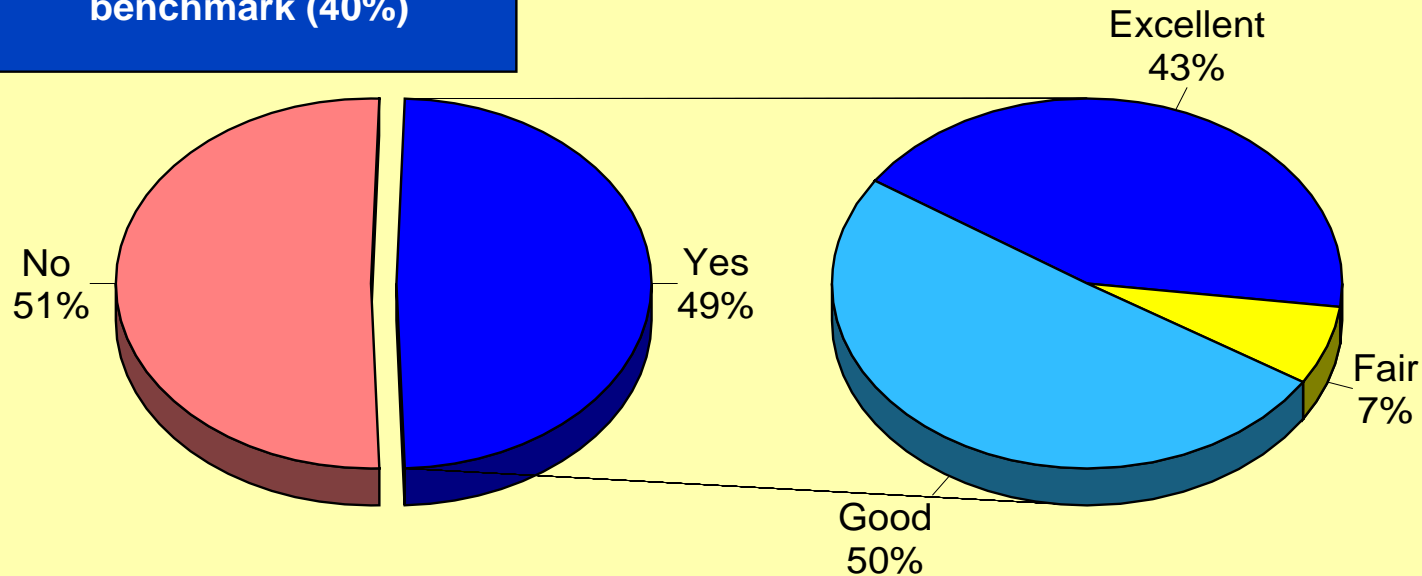
Source: Leisure Vision/ETC Institute (January 2009)

# Q7. Have You or Members of Your Households Participated in Any Recreation or Sports Programs Offered by the Park District of Highland Park During the Past 12 Months?

by percentage of respondents

Excellent ratings are higher than national benchmarks (33%), Illinois benchmark (36%) and North Suburb benchmark (40%)

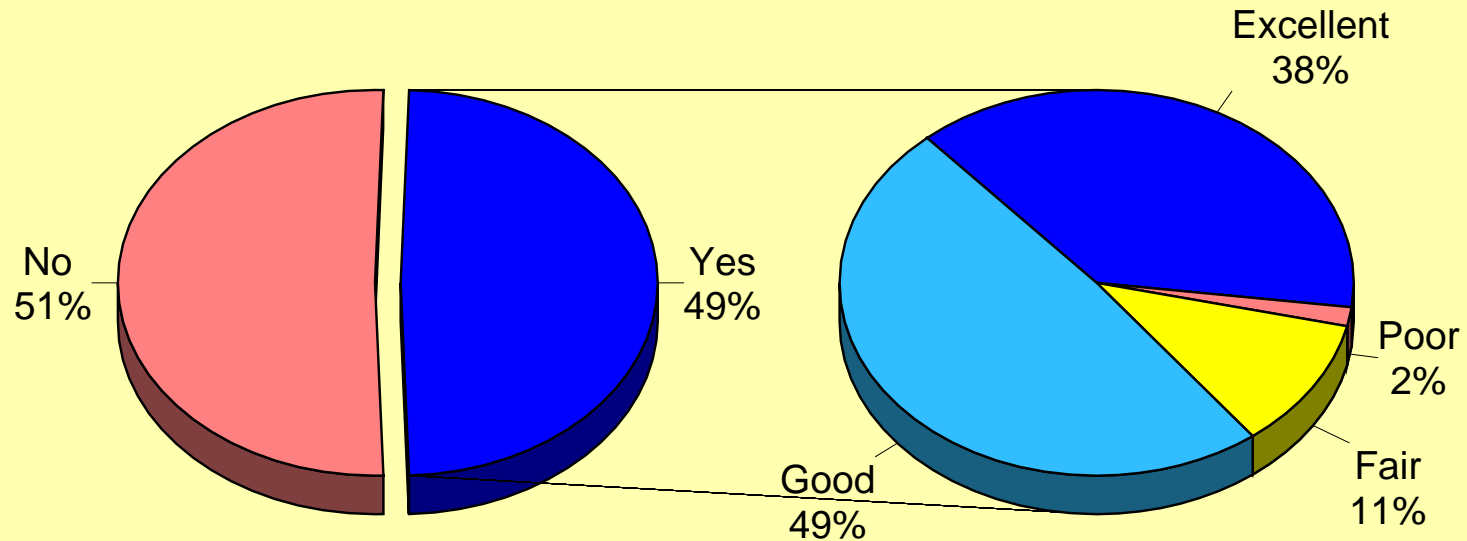
## Q7a. How Respondents Rate the Overall Quality of the *RECREATION* Programs Their Household Has Participated in



# Q7. Have You or Members of Your Households Participated in Any Recreation or Sports Programs Offered by the Park District of Highland Park During the Past 12 Months?

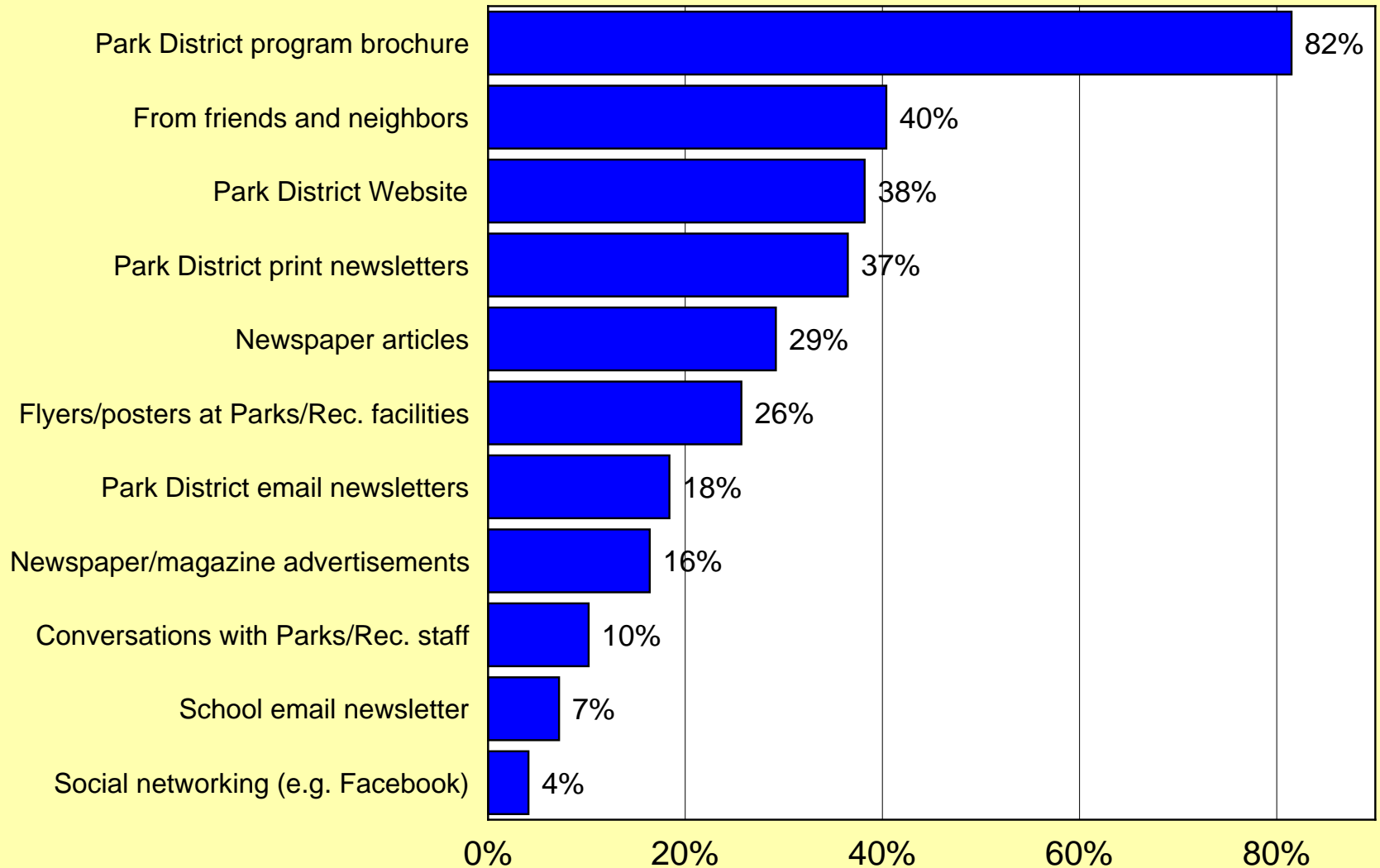
by percentage of respondents

## Q7b. How Respondents Rate the Overall Quality of the *SPORTS* Programs Their Household Has Participated in

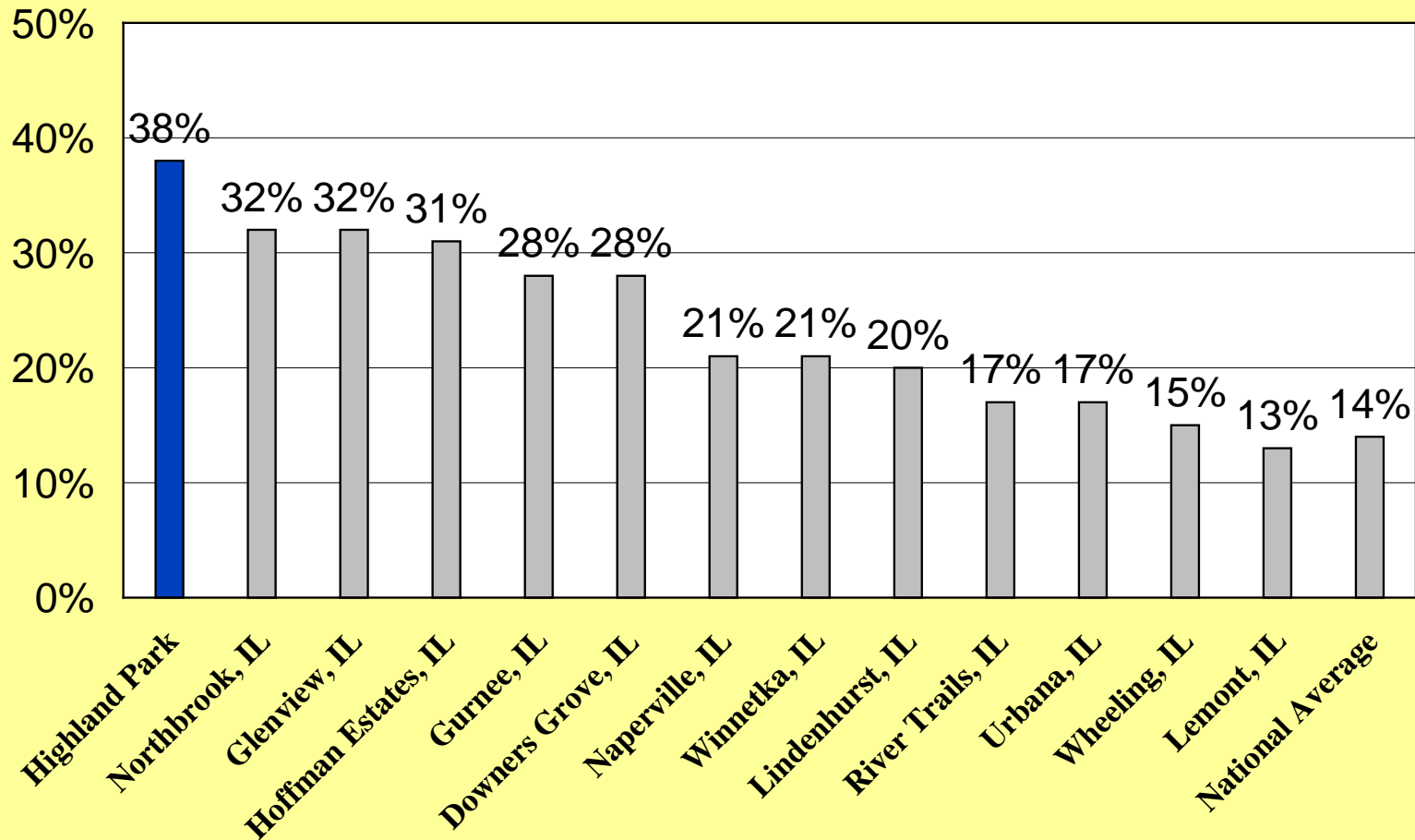


# Q8. Ways Respondents Have Learned About Park District of Highland Park Programs and Activities

by percentage of respondents (multiple choices could be made)



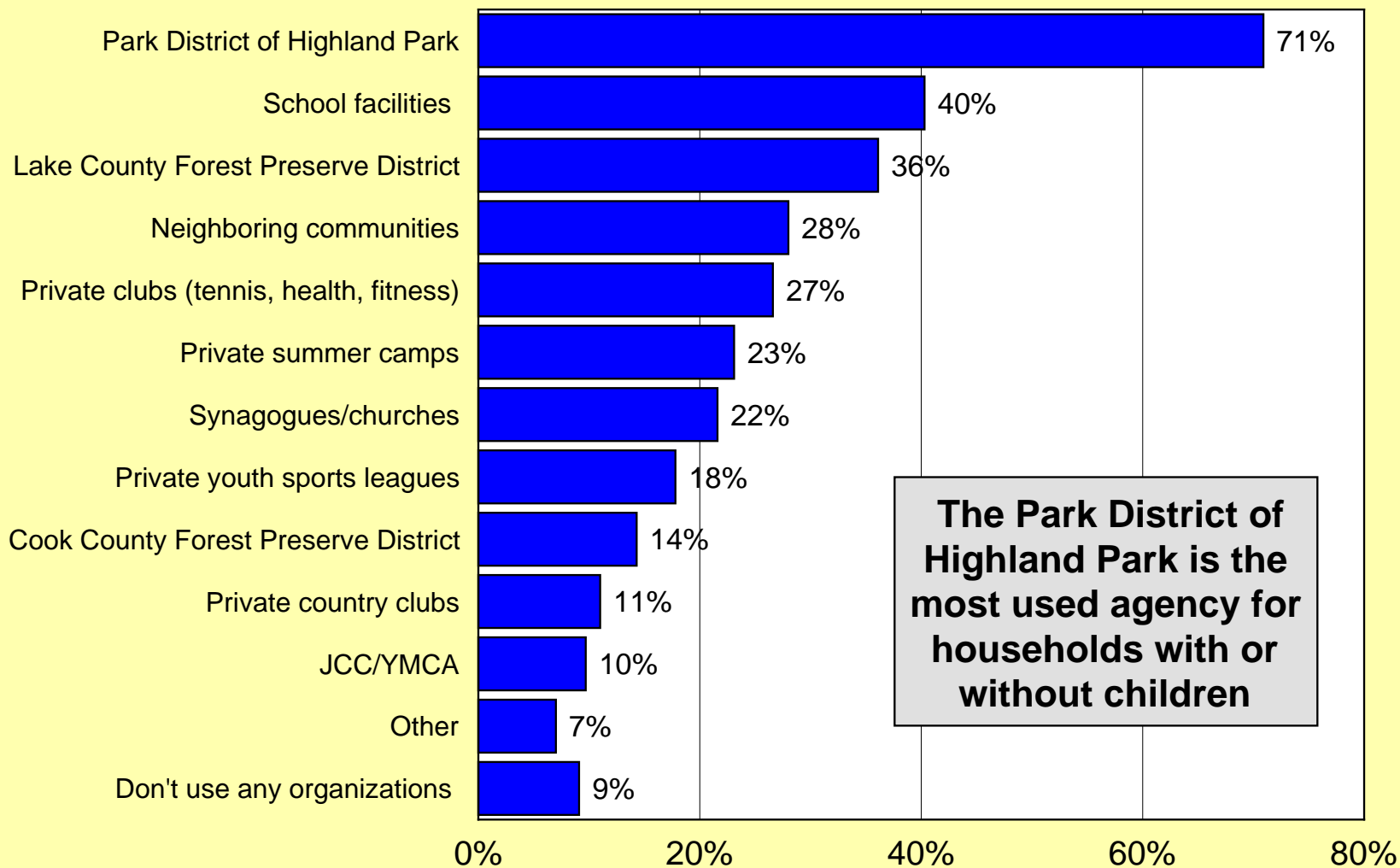
# Use of Website in Top Illinois Communities Compared to National Benchmarks



Source: Leisure Vision (2009)

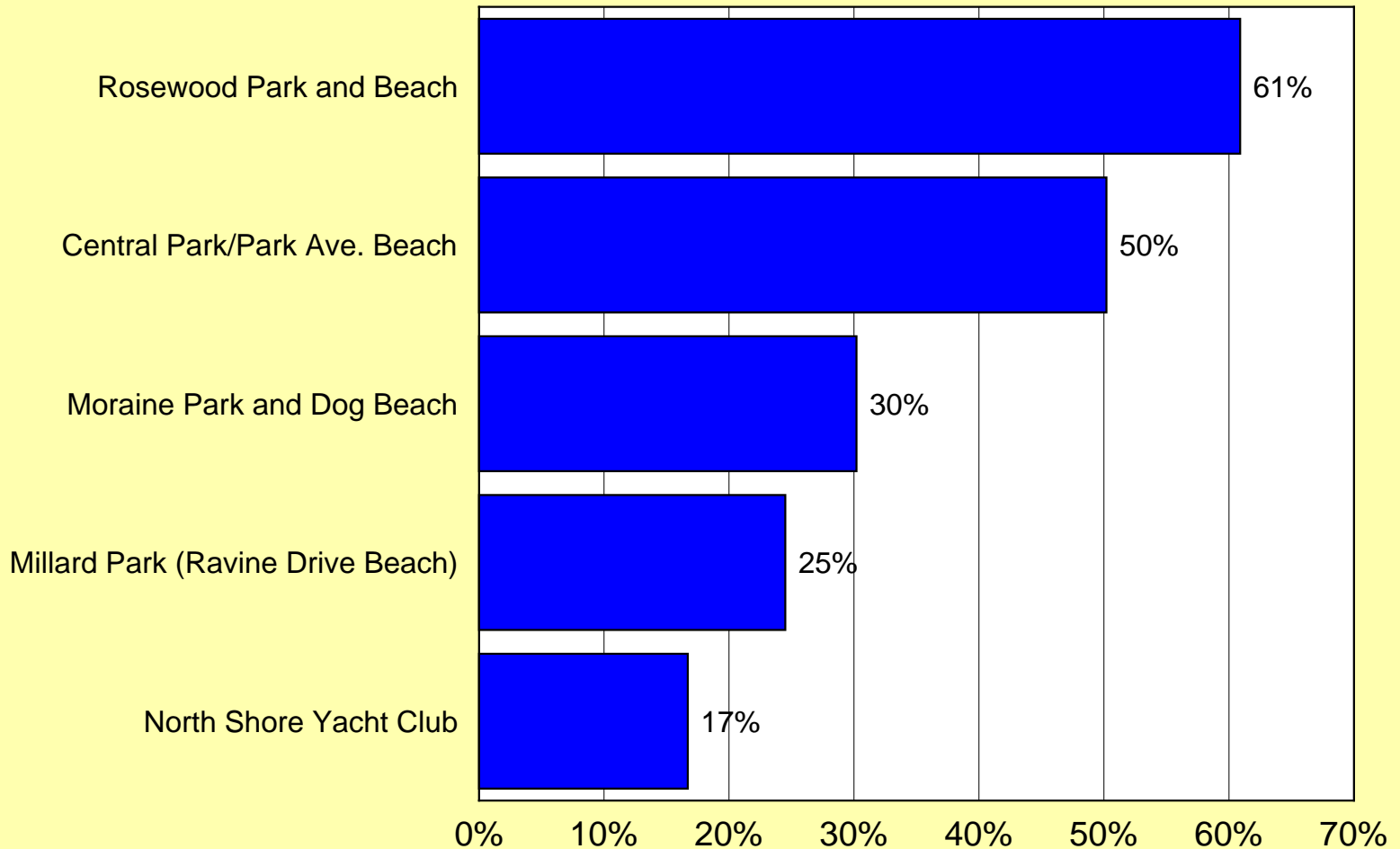
# Q9. Organizations Used for Indoor and Outdoor Recreation and Sports Activities During the Past 12 Months

by percentage of respondents (multiple choices could be made)



# Q10. Lakefront Parks and Facilities That Households Have Used During the Past 12 Months

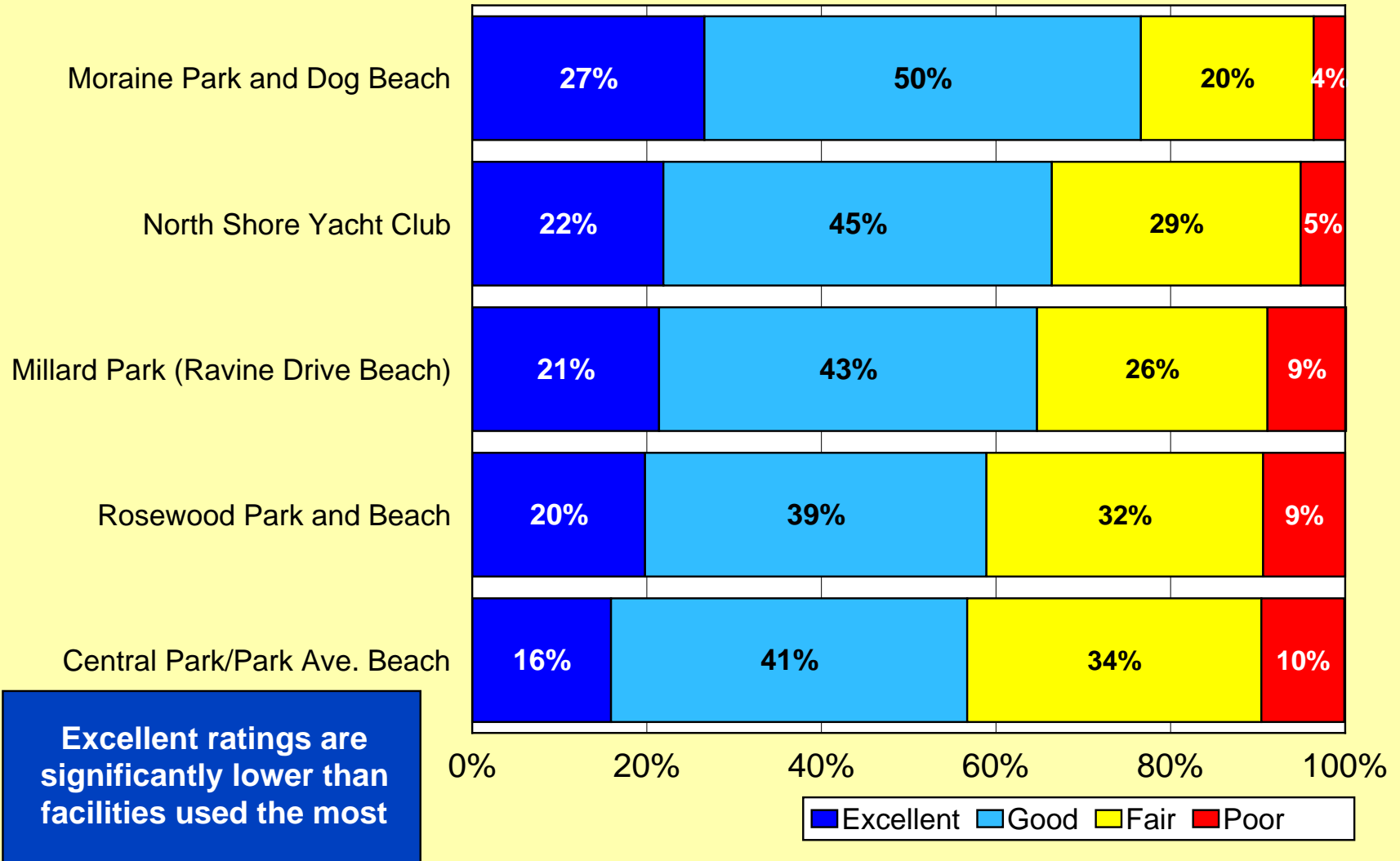
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (December 2009)

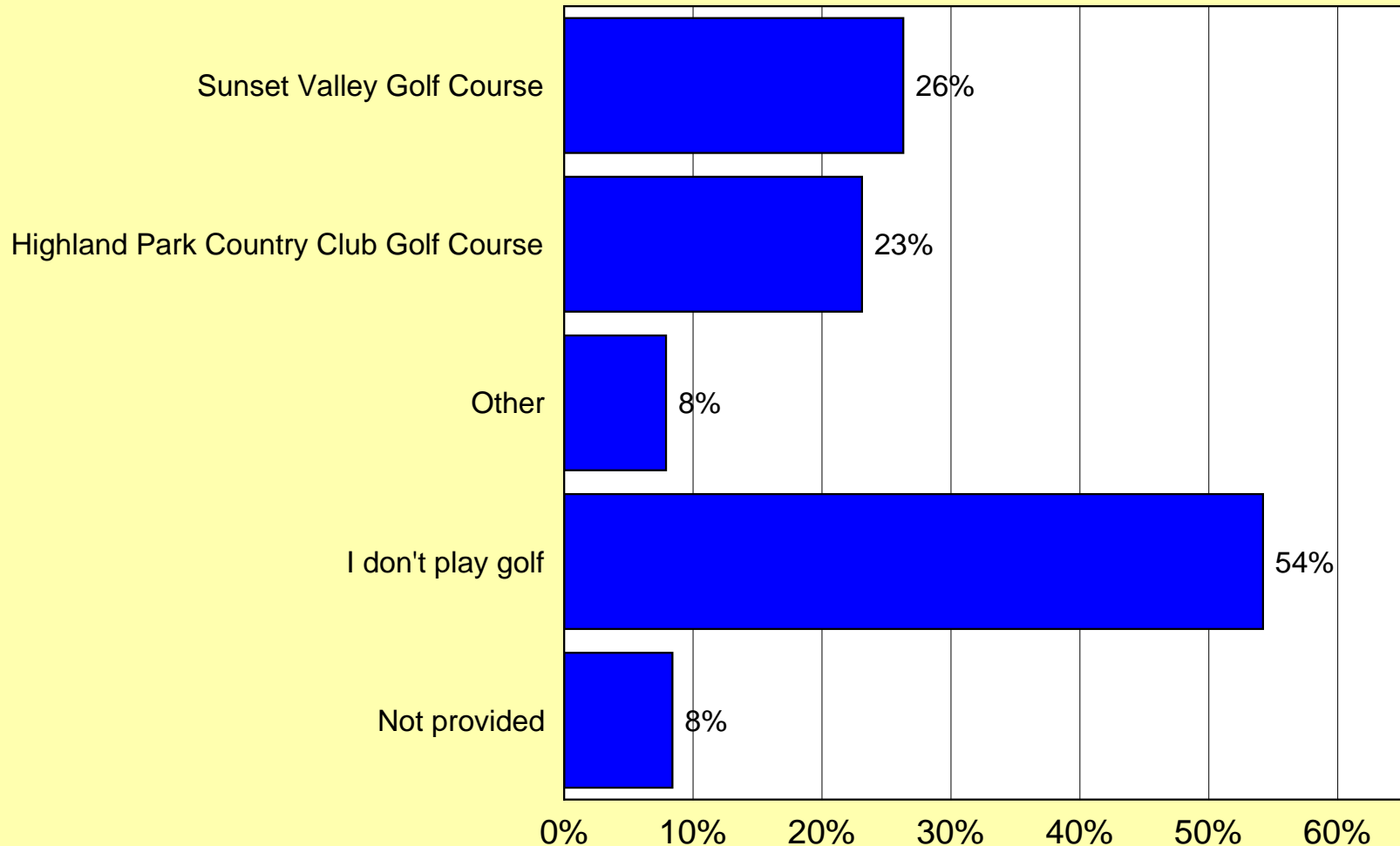
# Q10a. How Households Rate the Condition of Lakefront Parks and Facilities They Have Used During the Past 12 Months

by percentage of households that have used lakefront parks/facilities



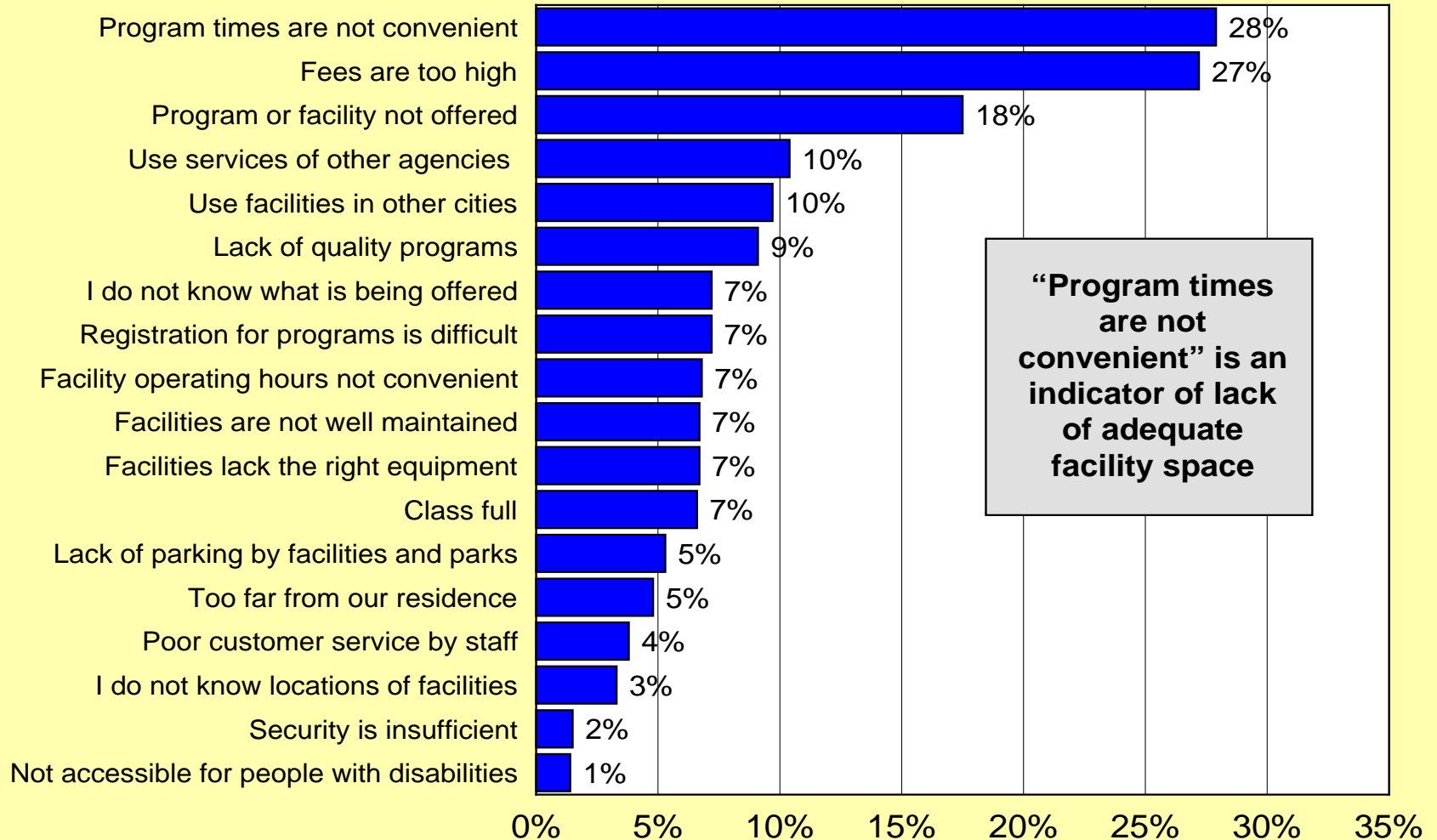
# Q14. Golf Courses That Households Have Played in the Past 12 Months

by percentage of respondents (multiple choices could be made)



# Q22. Reasons Preventing Households From Using Park District Parks, Recreation & Sports Facilities or Programs More Often

by percentage of respondents (multiple choices could be made)



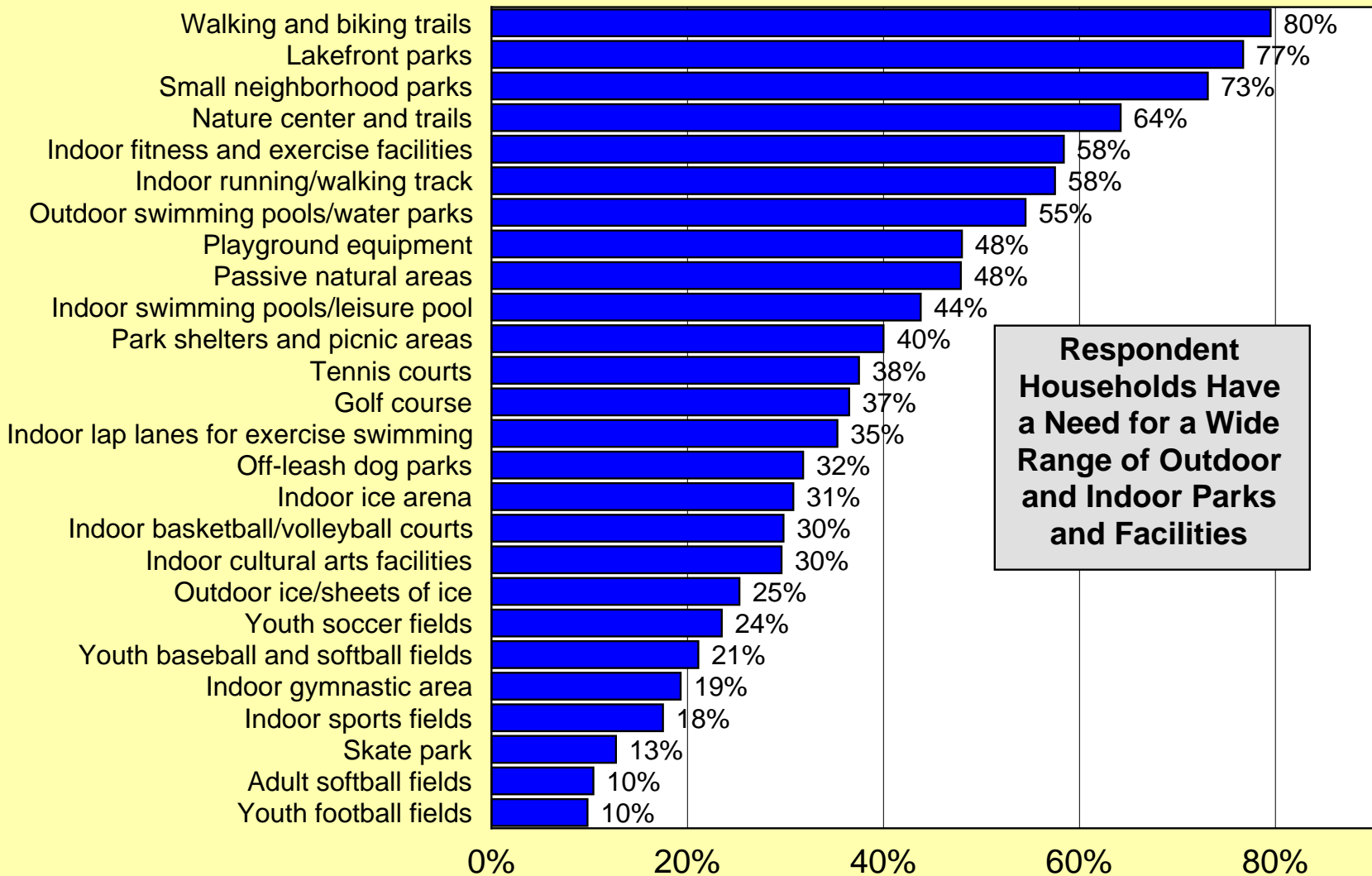
# *Presentation*

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- *Needs, unmet needs and priorities*

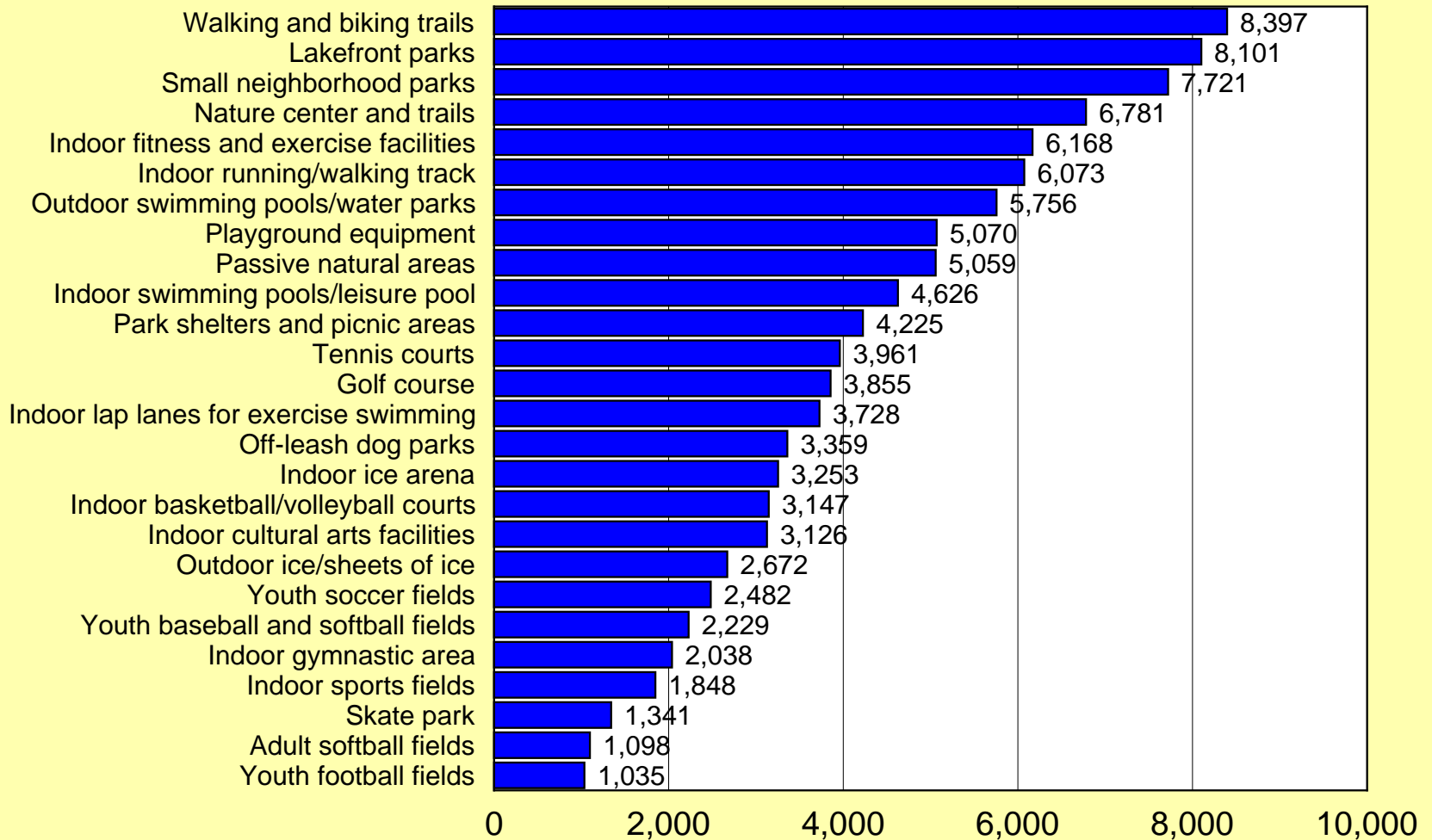
# Q5. Respondent Households That Have a Need for Various Parks and Recreation Facilities

by percentage of respondents (multiple choices could be made)



# Q5a. Estimated Number of Households in the Park District of Highland Park That Have a Need for Various Parks and Recreation Facilities

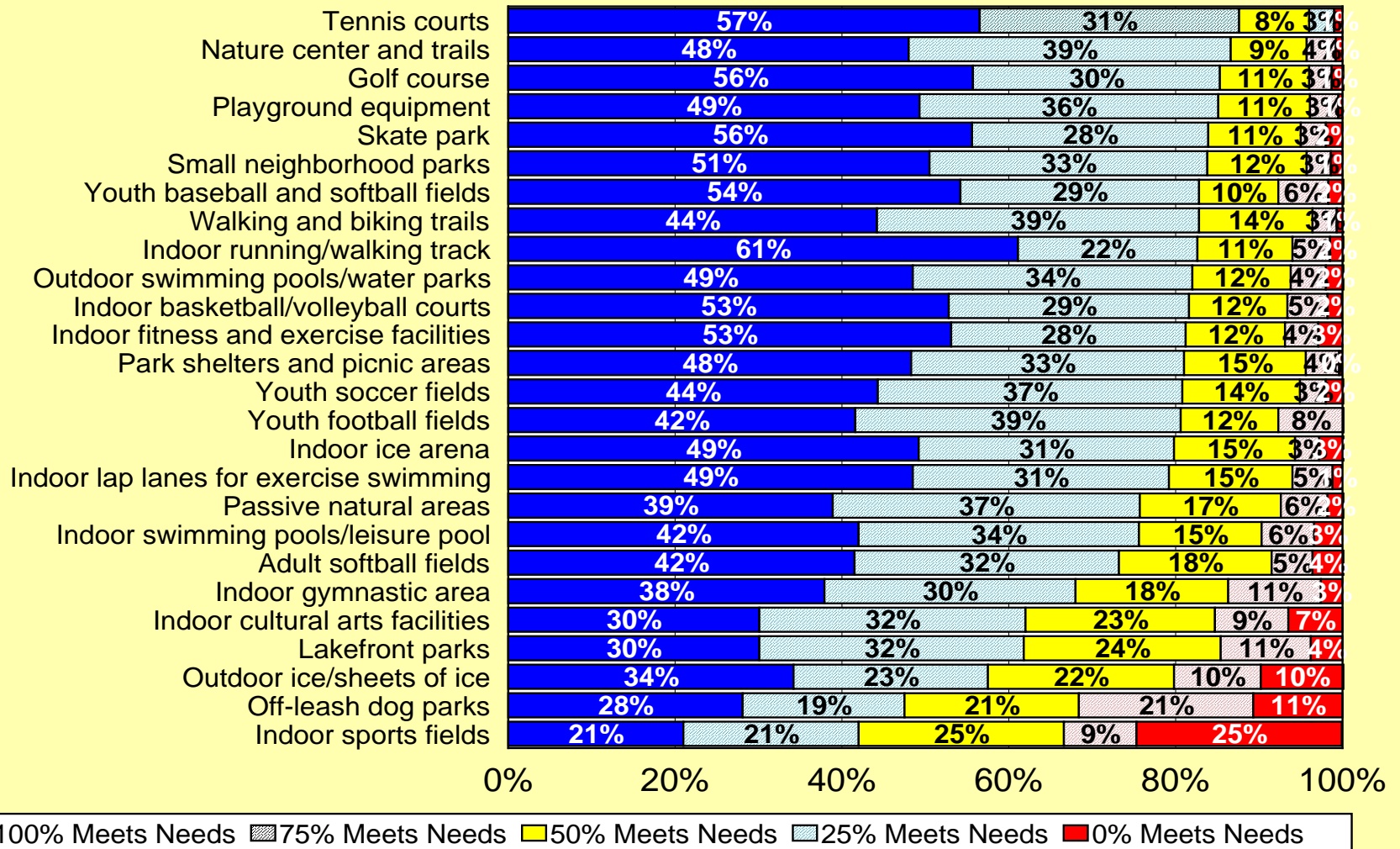
by number of households based on 10,562 households in the Park District of Highland Park



Source: Leisure Vision/ETC Institute (December 2009)

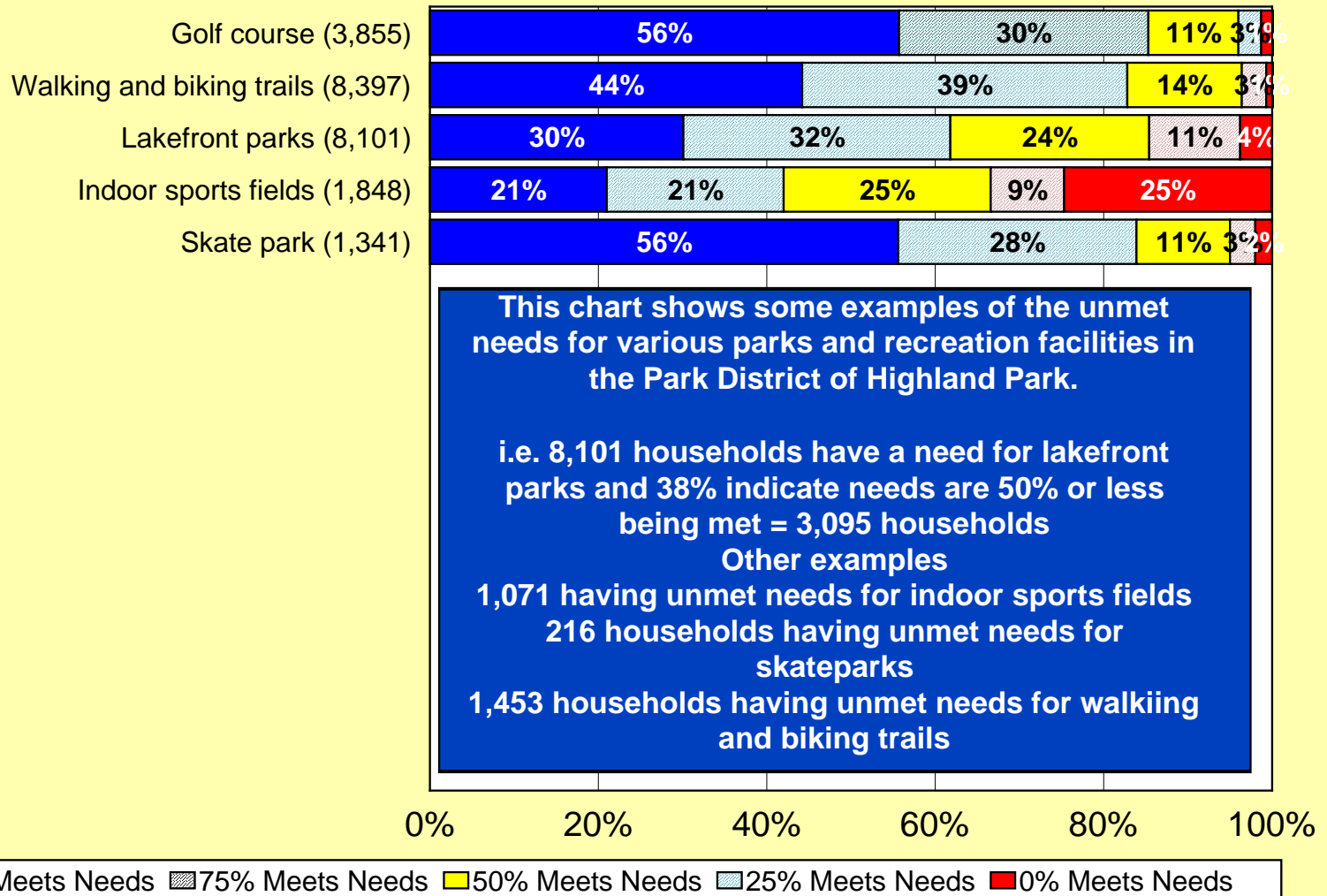
# Q5b. How Well Parks & Recreation Facilities in the Park District of Highland Park Meet the Needs of Respondent Households

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



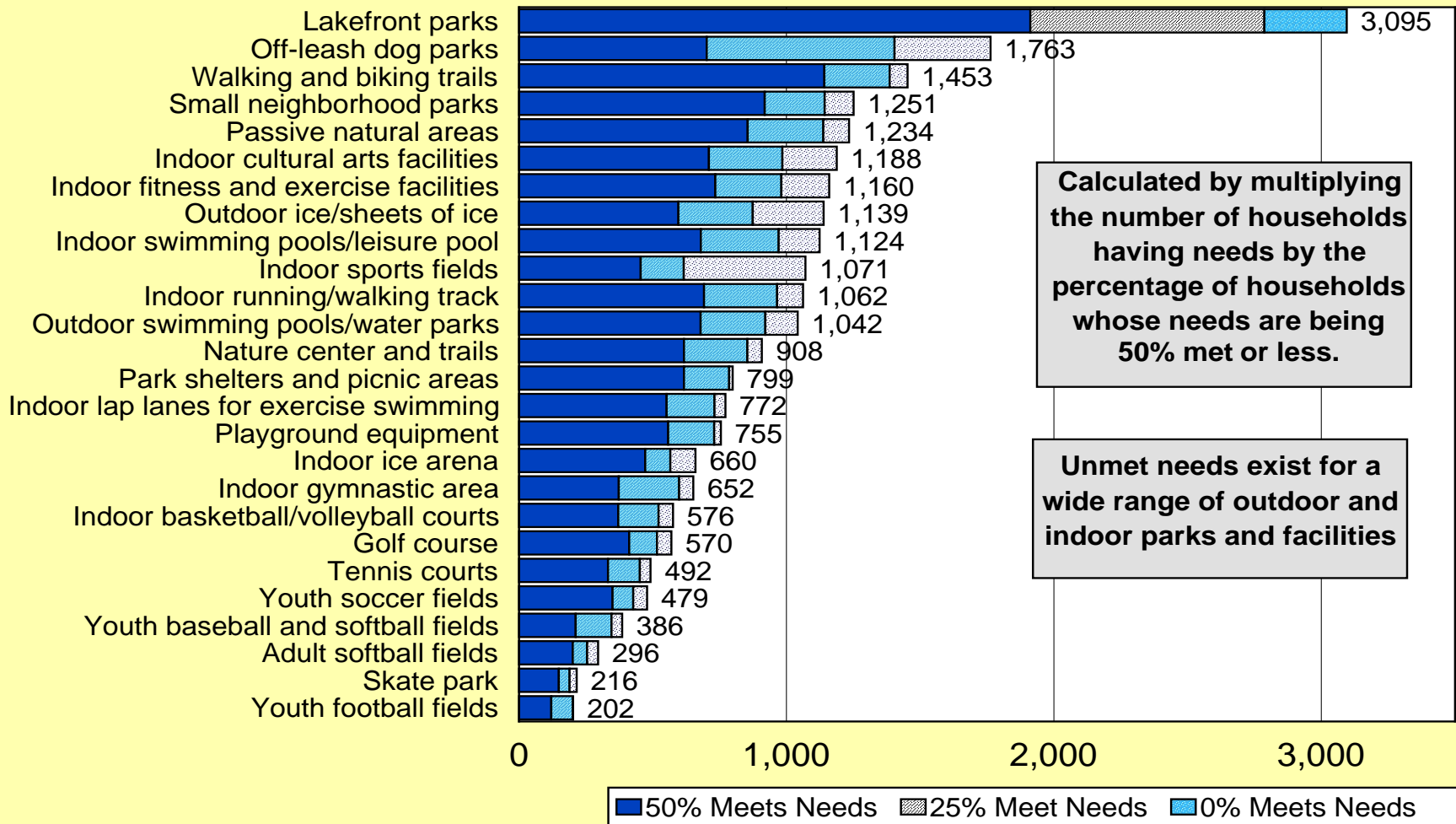
# Q5b. How Well Parks & Recreation Facilities in the Park District of Highland Park Meet the Needs of Respondent Households

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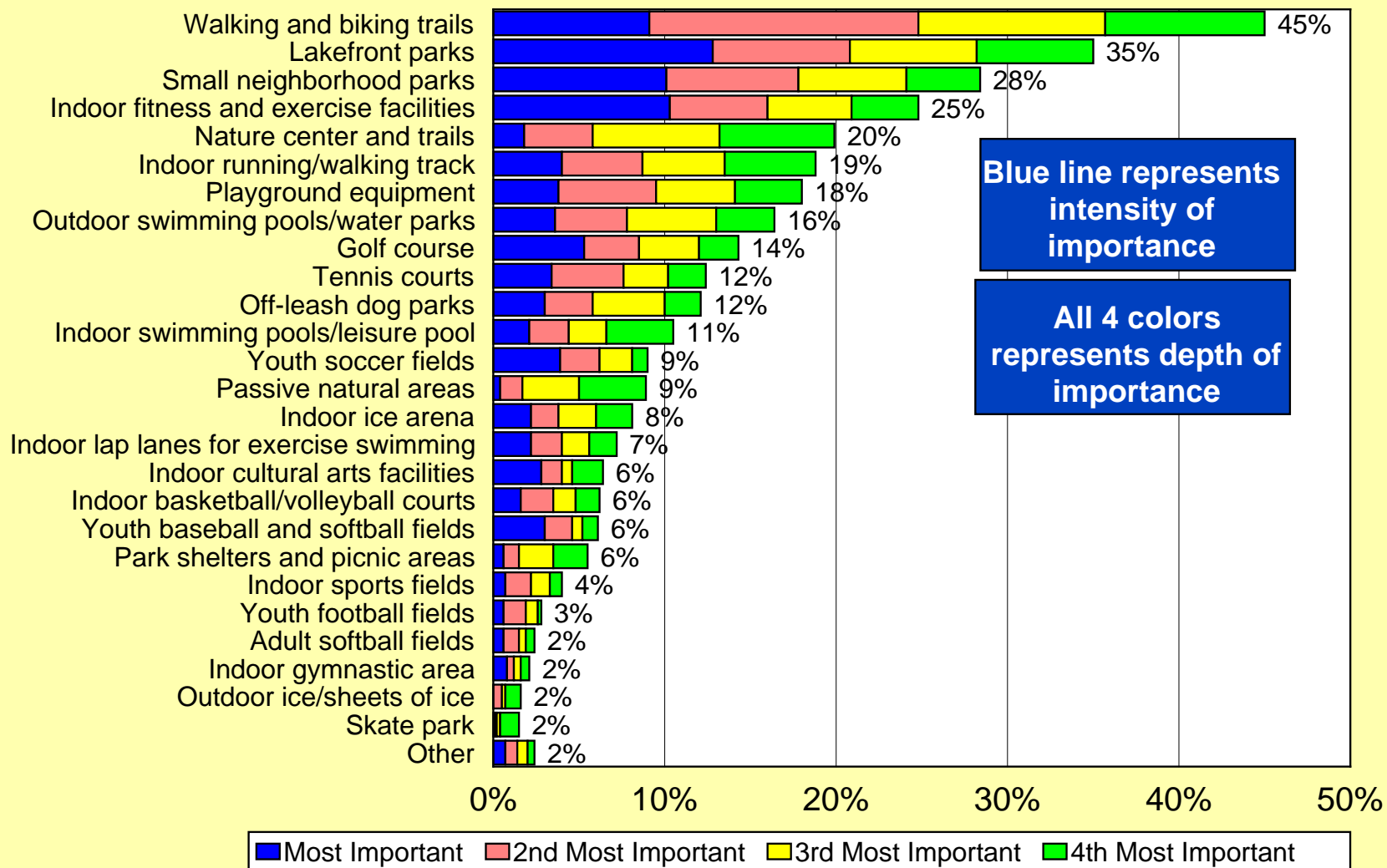
# Q5c. Estimated Number of Households in the Park District of Highland Park Whose Needs for Parks and Recreation Facilities Are Only Being 50% Met or Less

by number of households based on 10,562 households in the Park District of Highland Park



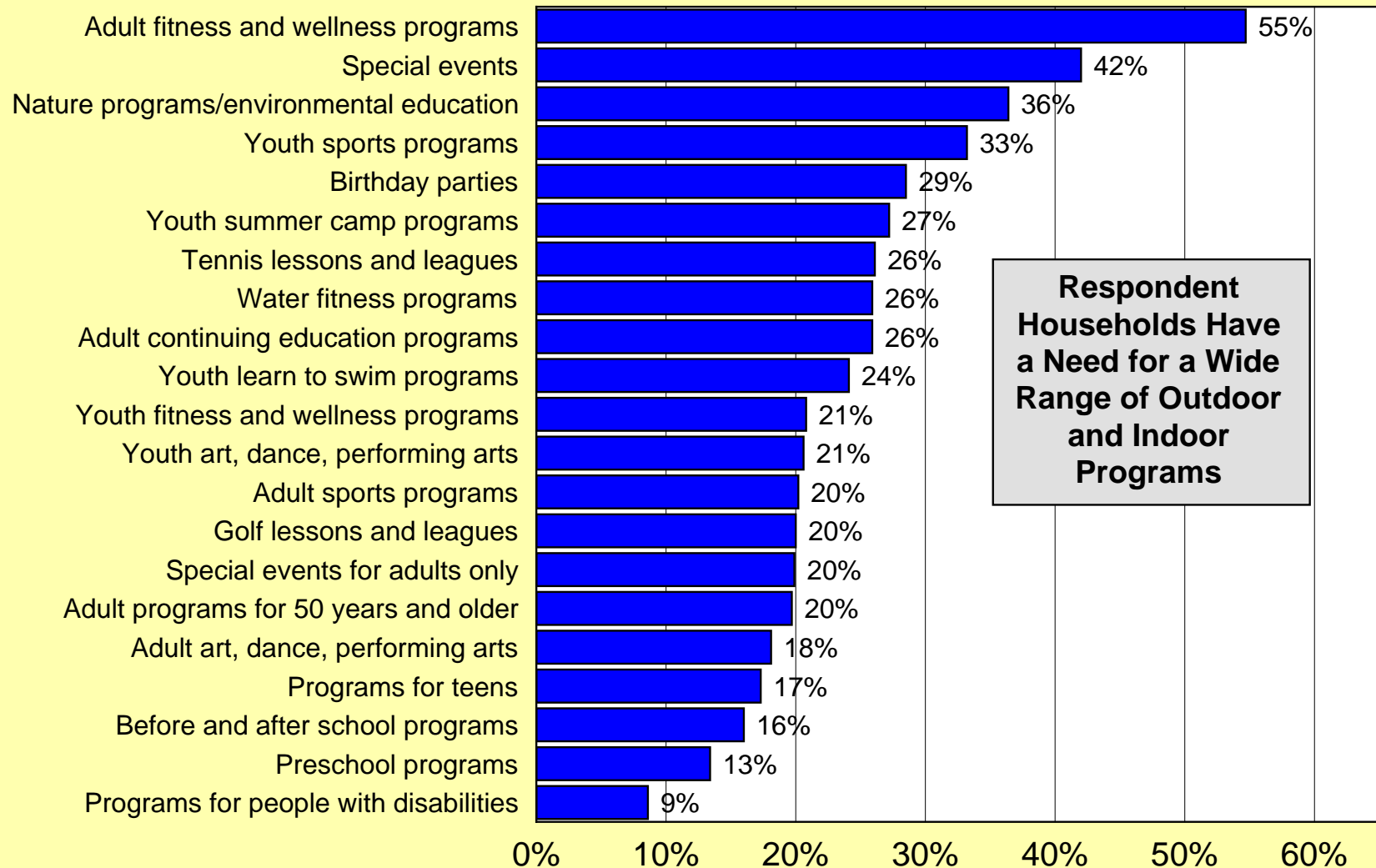
# Q6. Parks and Recreation Facilities That Are Most Important to Respondent Households

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



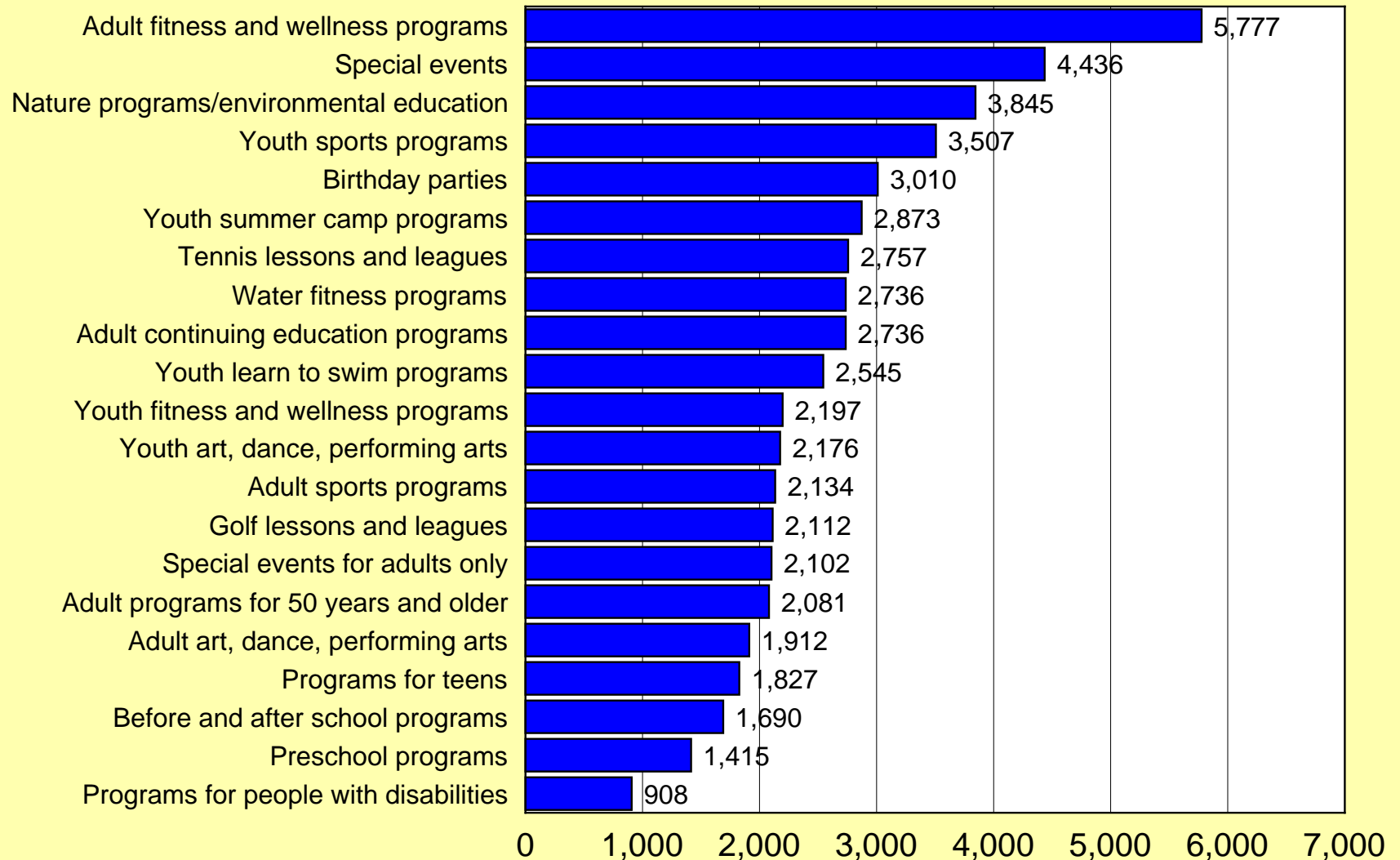
# Q11. Respondent Households That Have a Need for Various Recreation Programs

by percentage of respondents (multiple choices could be made)



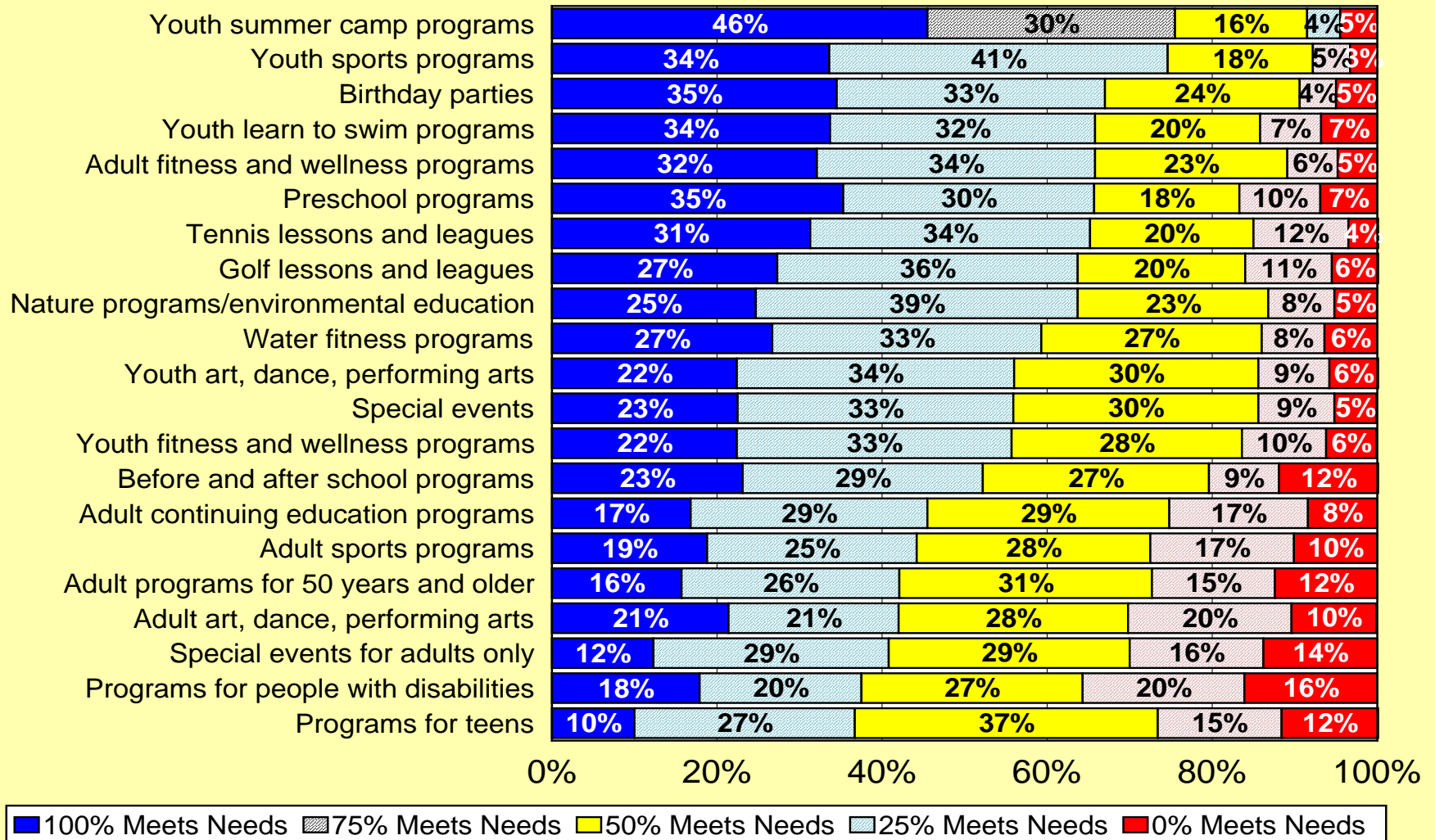
# Q11a. Estimated Number of Households in the Park District of Highland Park That Have a Need for Various Programs

by number of households based on 10,562 households in the Park District of Highland Park



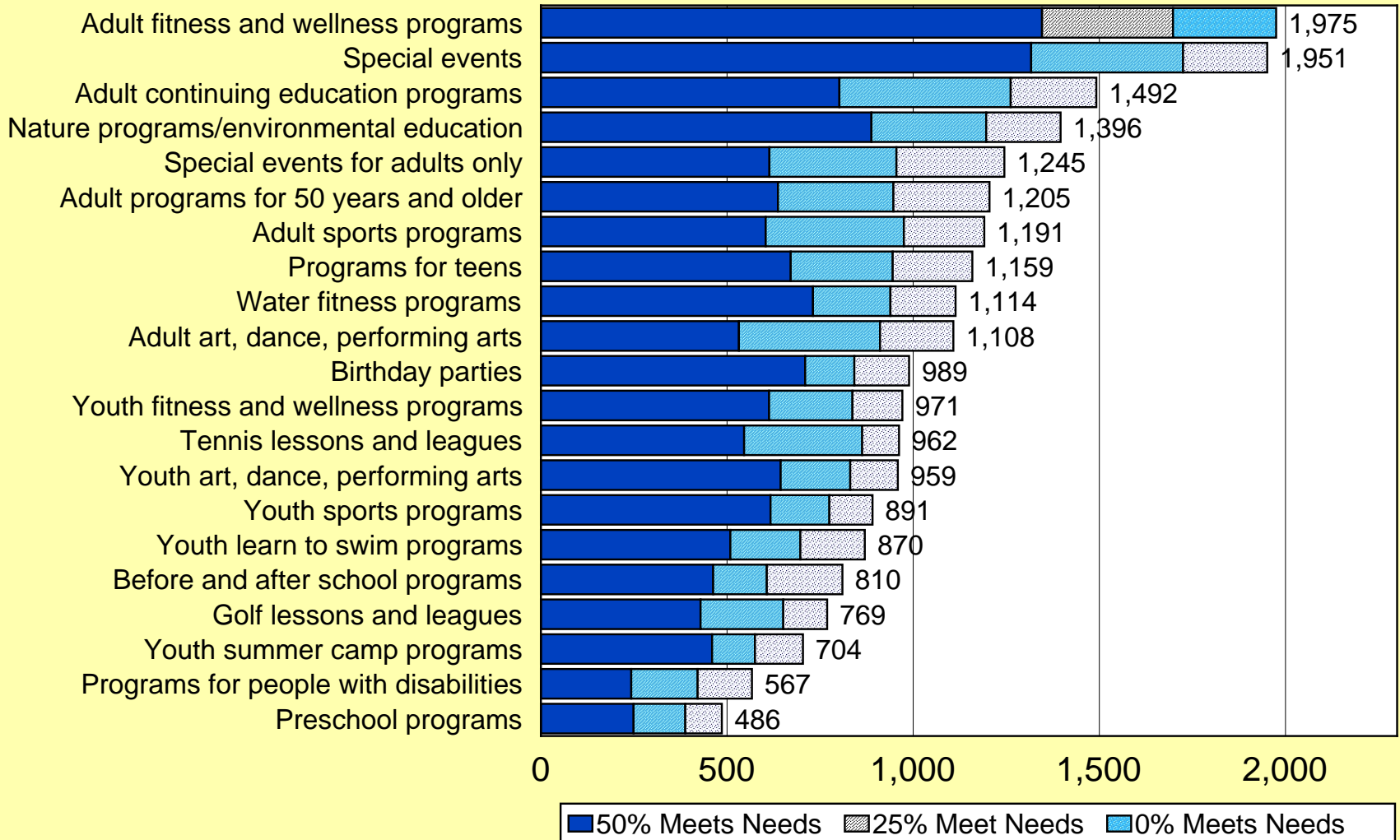
# Q11b. How Well Recreation Programs Meet the Needs of Respondent Households

by percentage of respondent households that have a need for recreation programs



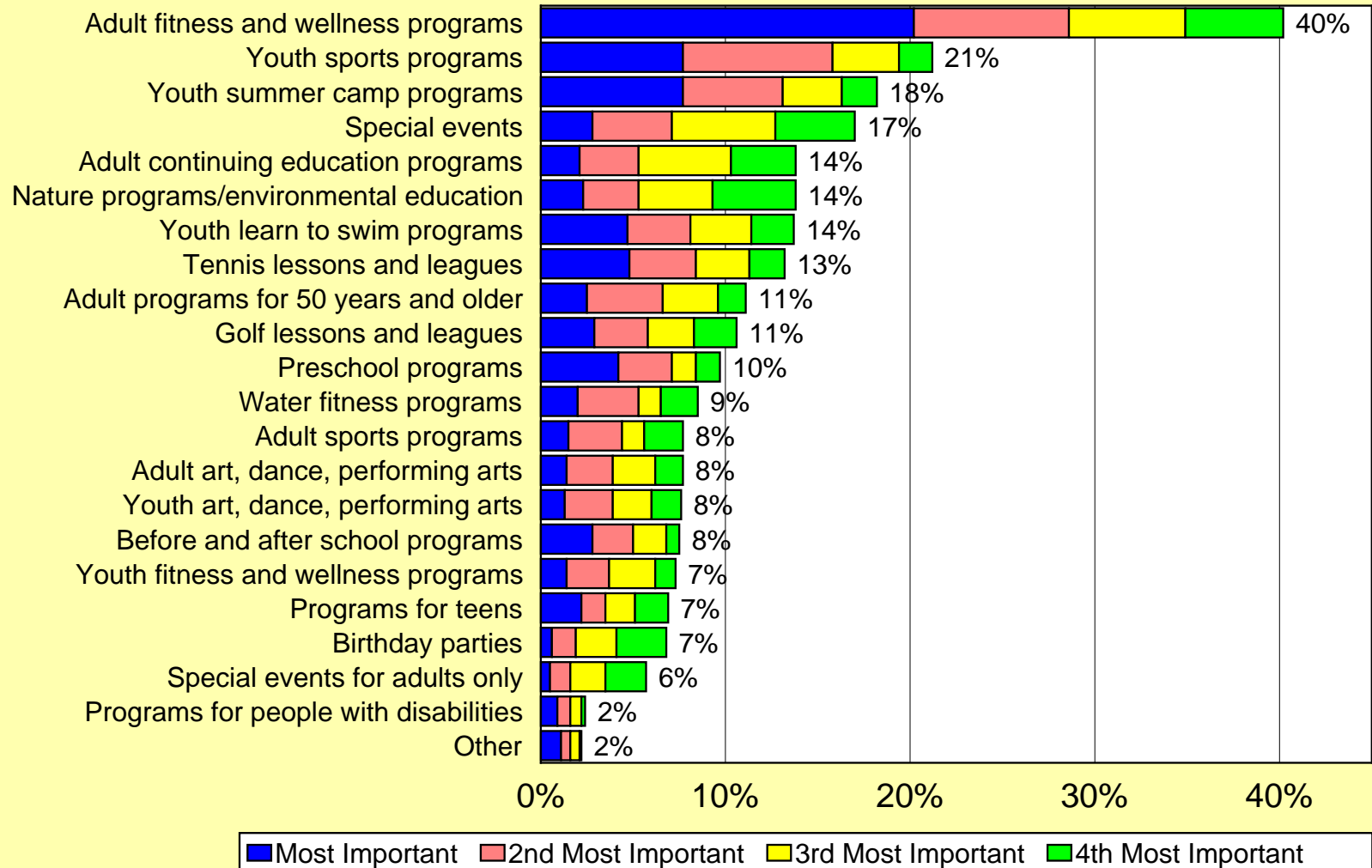
# Q11c. Estimated Number of Households in the Park District of Highland Park Whose Needs for Recreation Programs Are Only Being 50% Met or Less

by number of households based on 10,562 households in the Park District of Highland Park



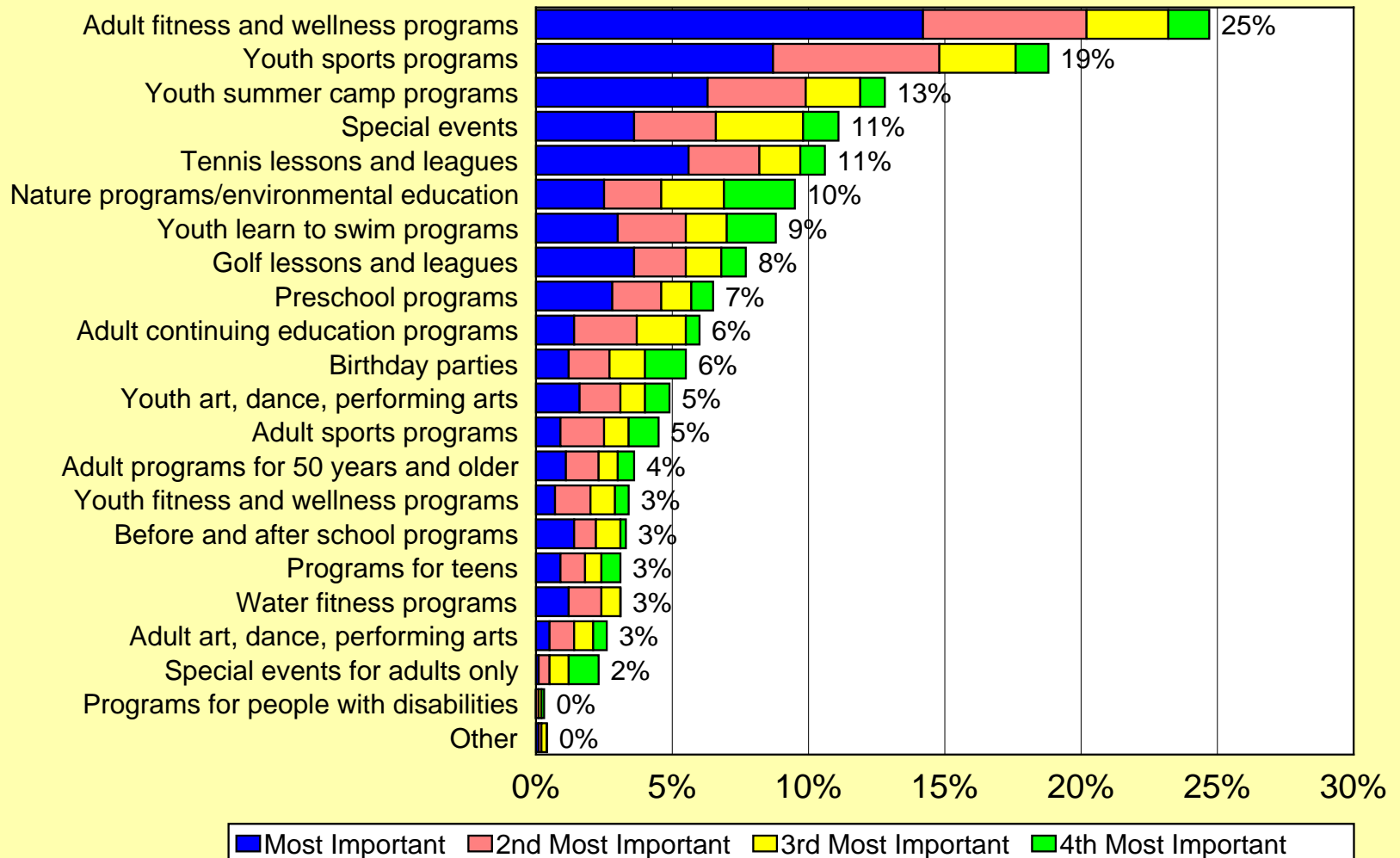
# Q12. Recreation Programs That Are Most Important to Respondent Households

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



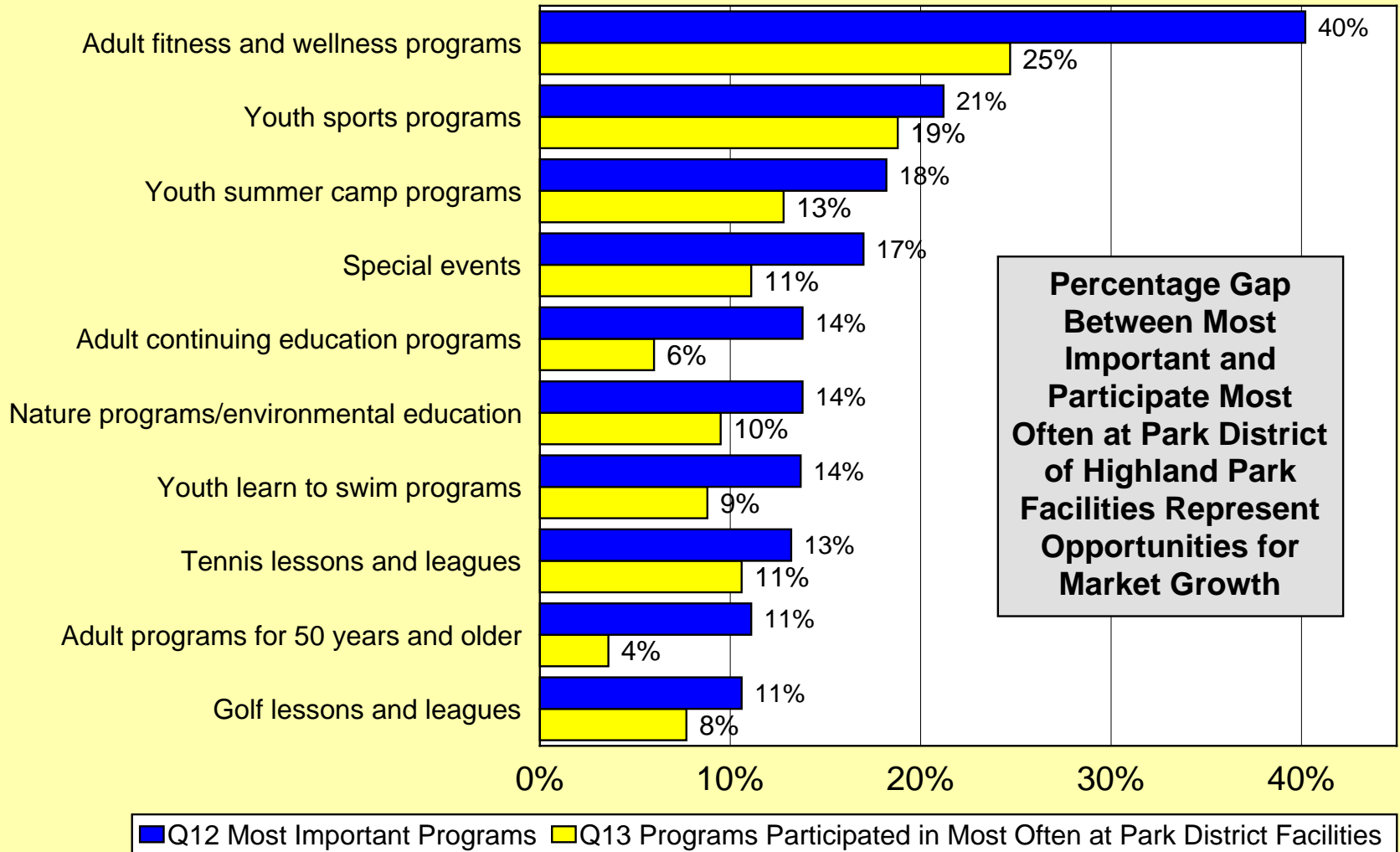
# Q13. Programs That Respondent Households Participate in Most Often at Park District of Highland Park Facilities

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



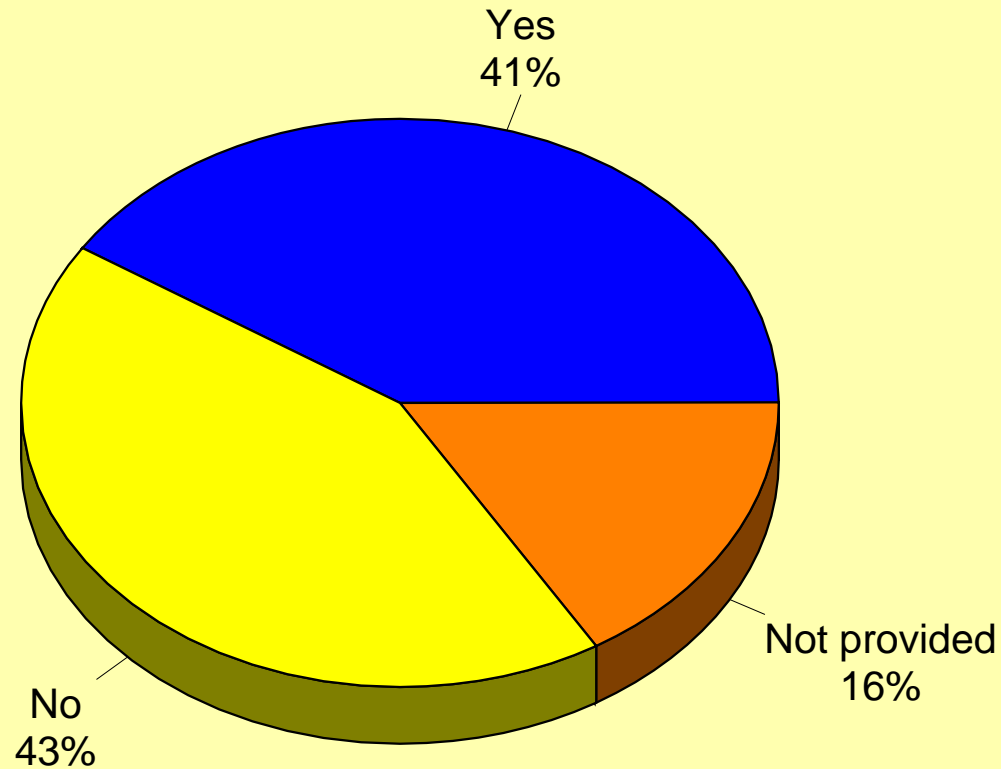
## Q12. Recreation Programs That Are Most Important to Respondent Households

## Q13. Programs That Respondent Households Participate in Most Often at Park District of Highland Park Facilities



# Q15. Do You Think the Community Needs Two Municipal Golf Courses?

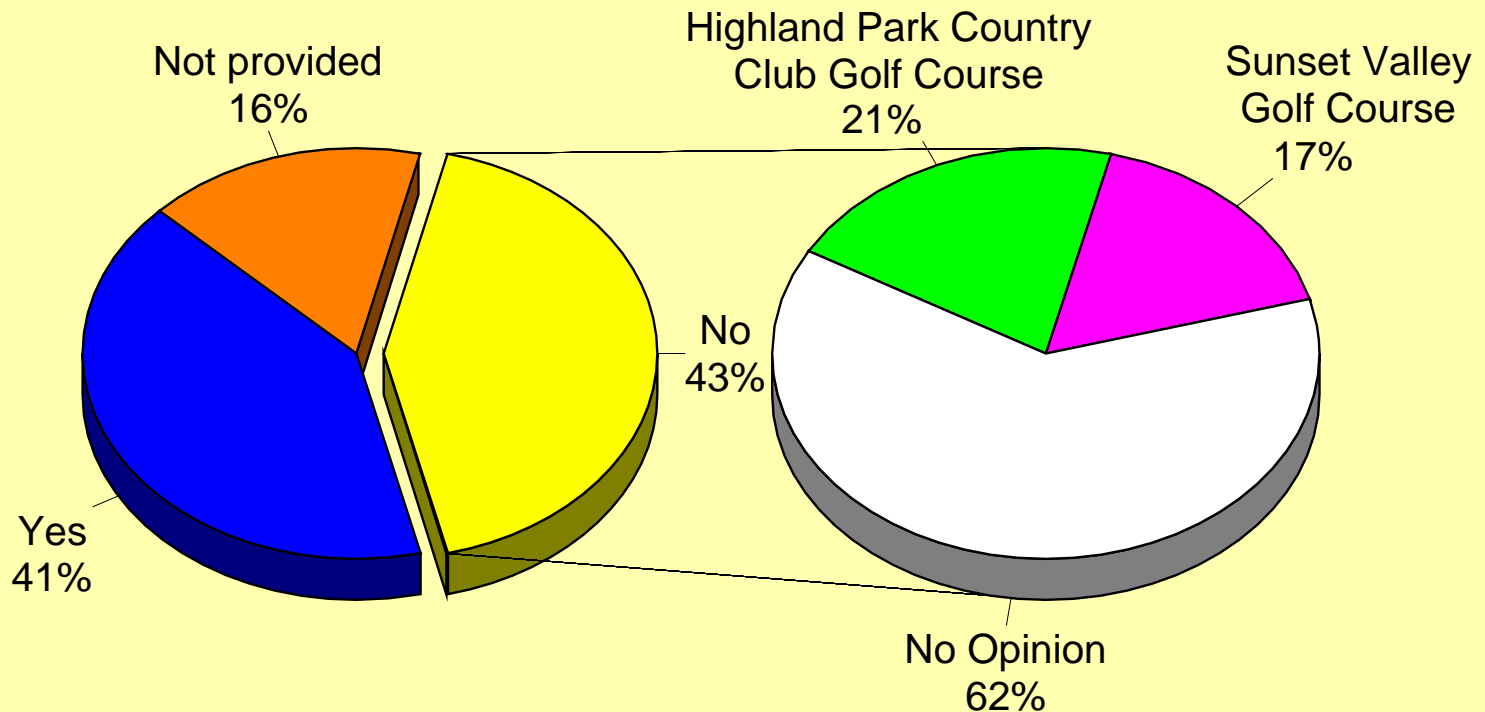
by percentage of respondents



# Q15. Do You Think the Community Needs Two Municipal Golf Courses?

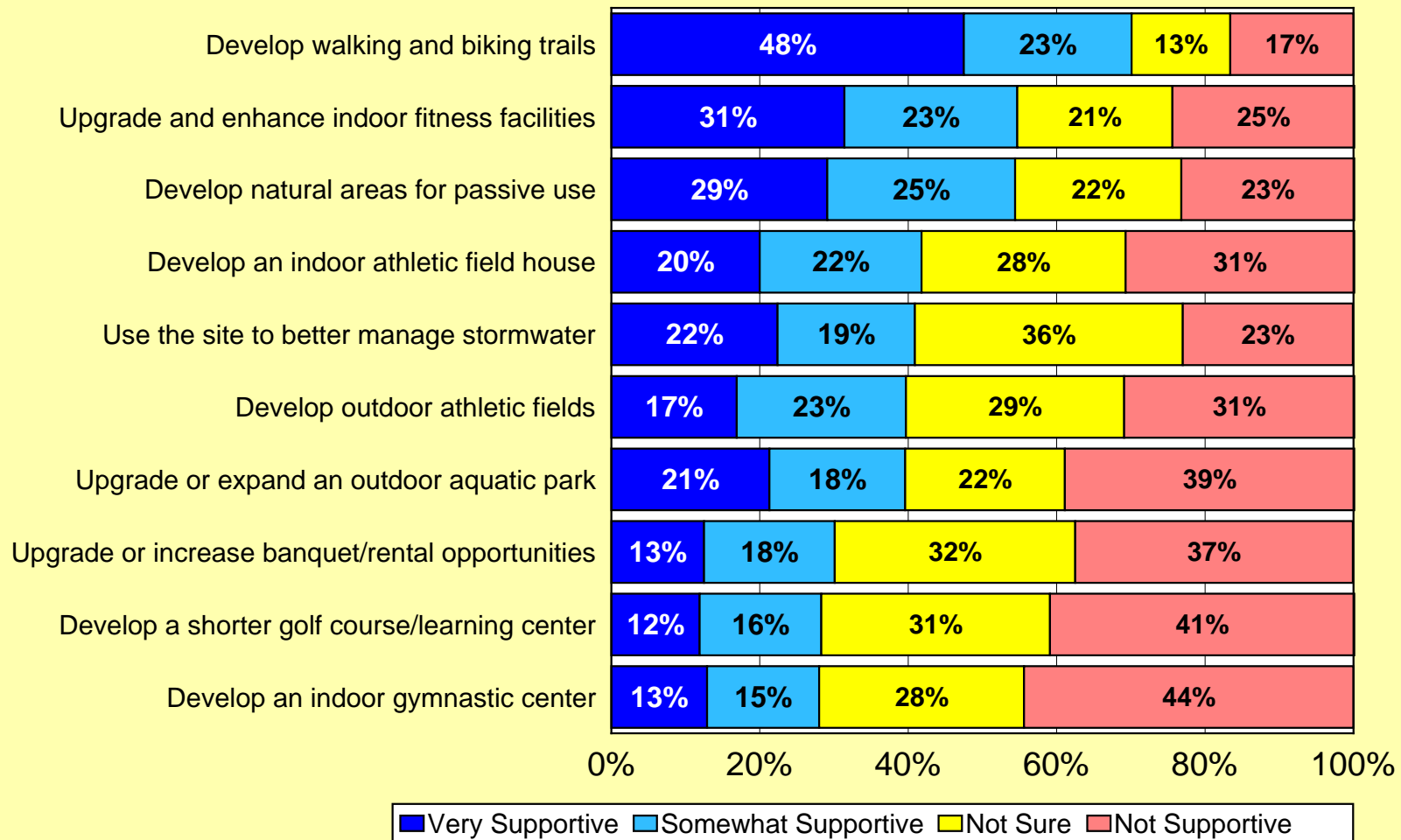
by percentage of respondents

## Q15a. Which Golf Course Do You Feel Should Be Closed and Converted to an Alternative Use?



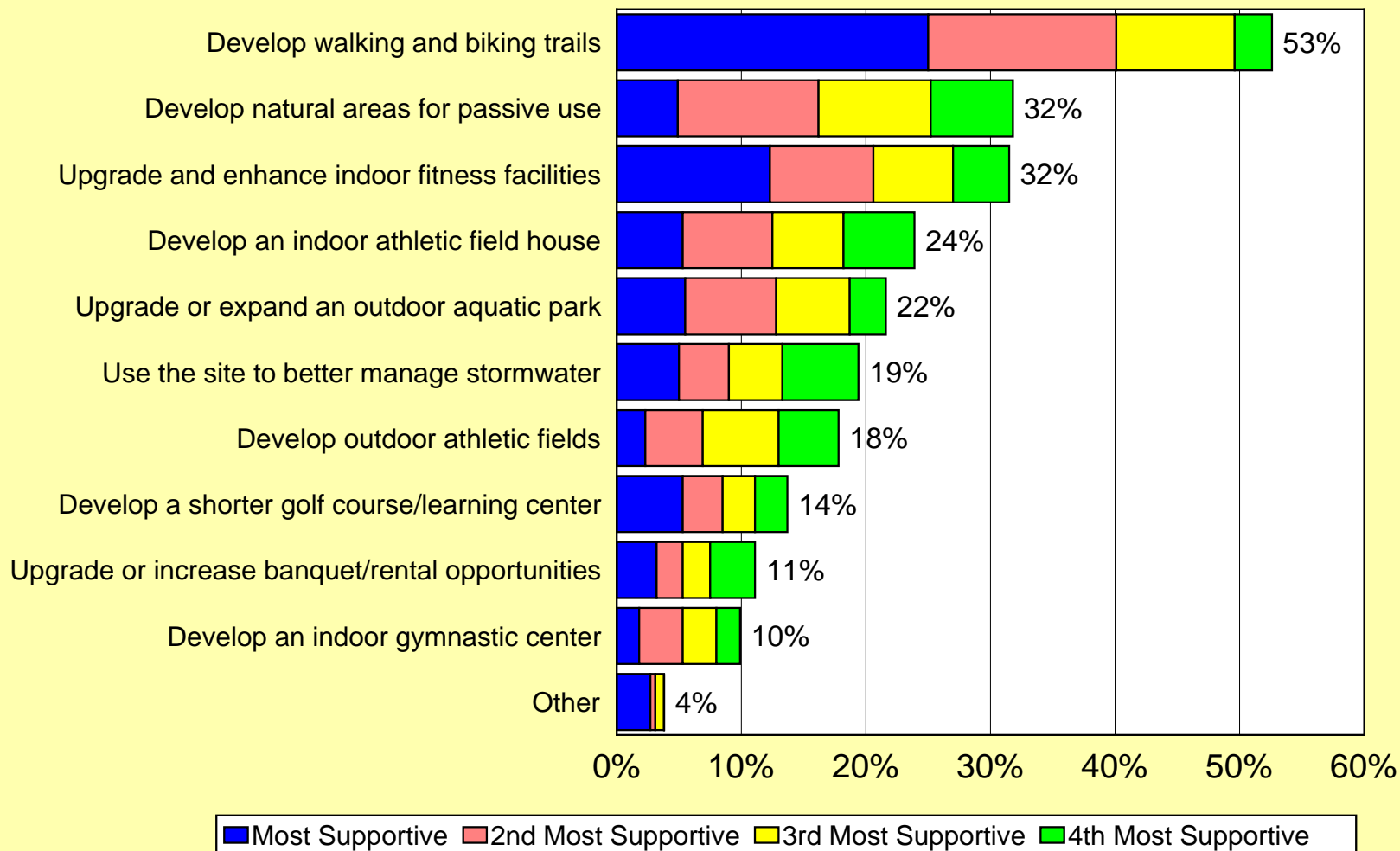
# Q16. Level of Support for Various Alternative Uses the Park District Could Make at a Closed Golf Course

by percentage of respondents



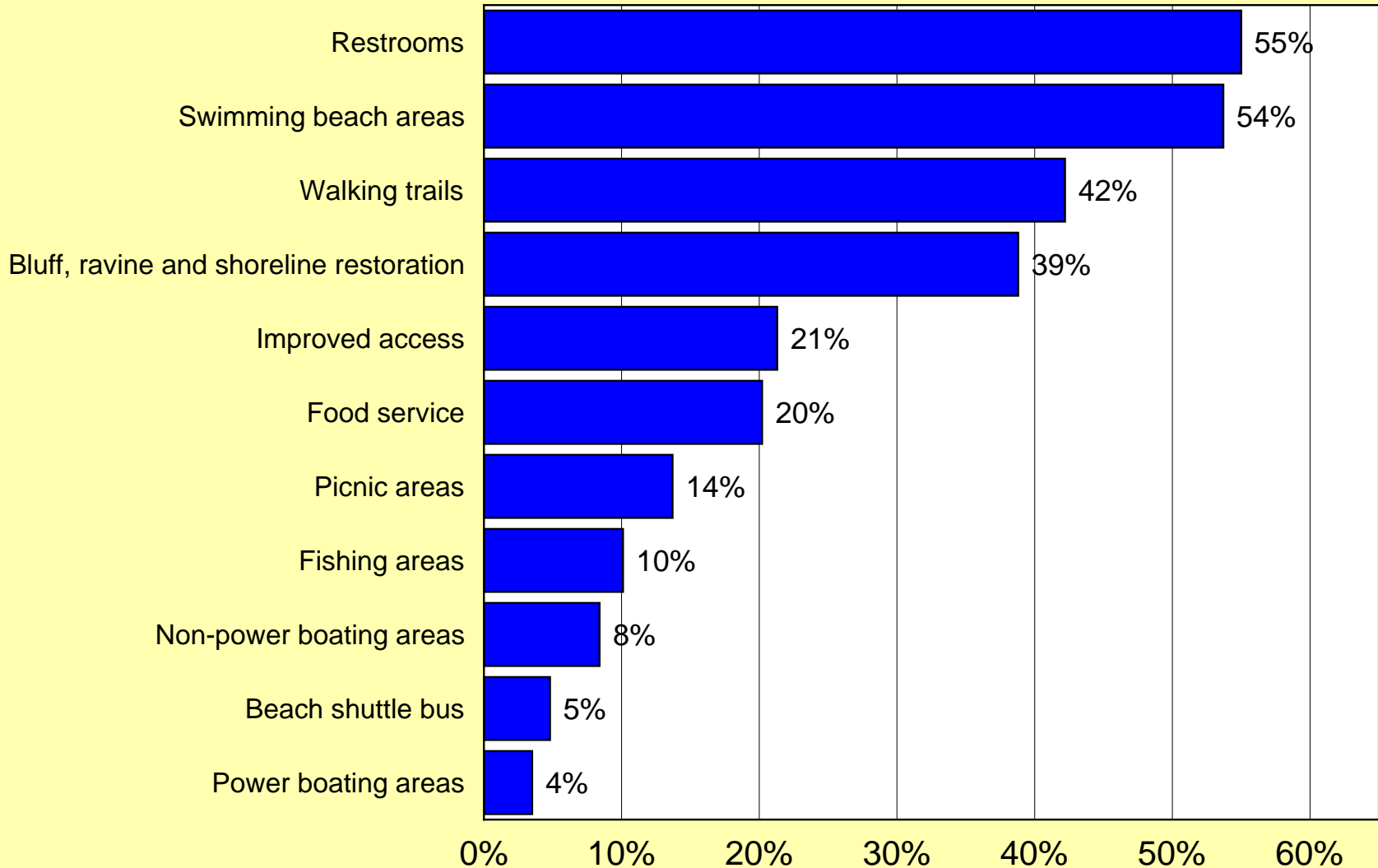
# Q17. Items Respondents Would Be Most Supportive of Developing or Upgrading at the Converted Golf Course

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



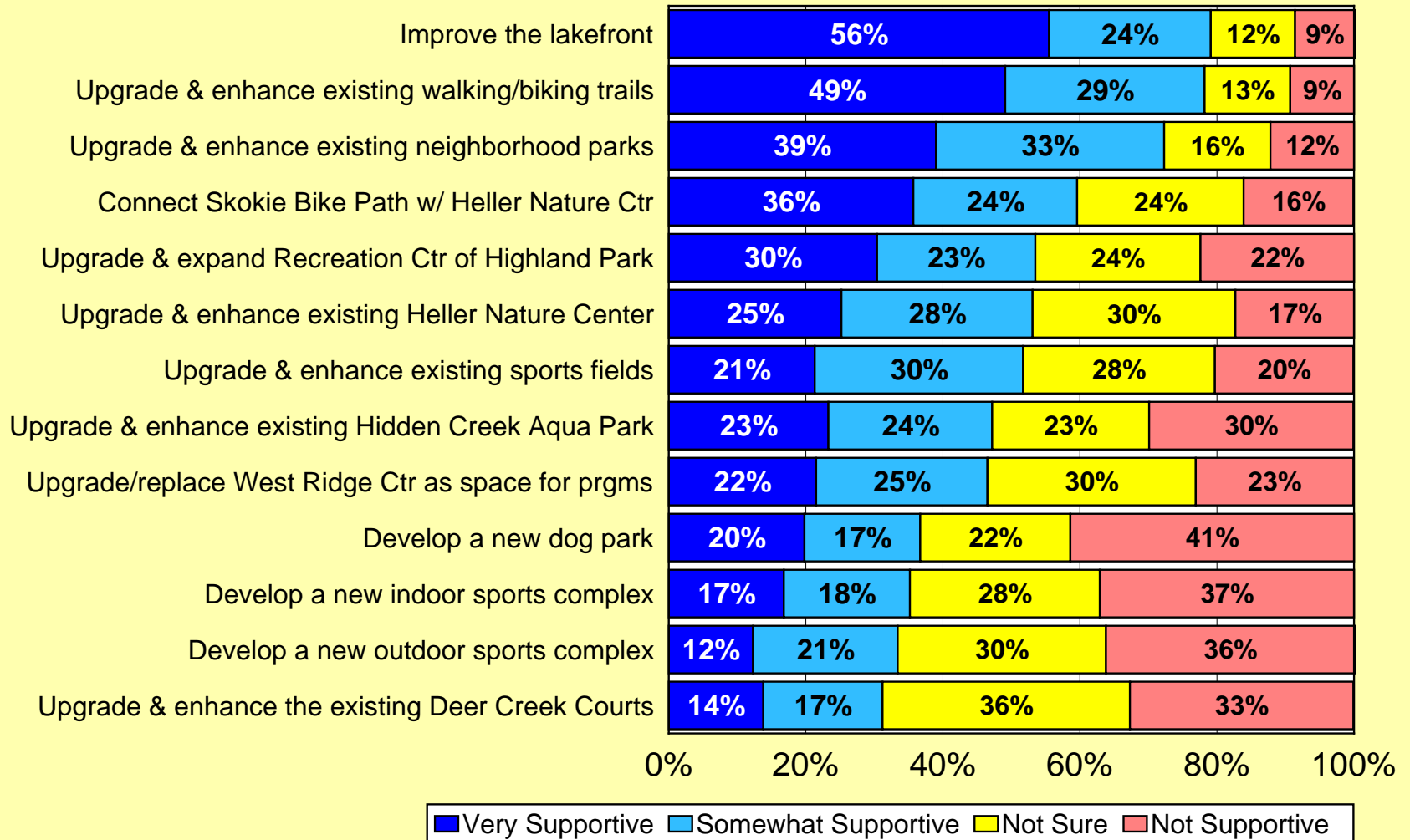
# Q18. Potential Improvements to Park District Lakefront Parks That Are Most Important to Households

by percentage of respondents (multiple choices could be made)



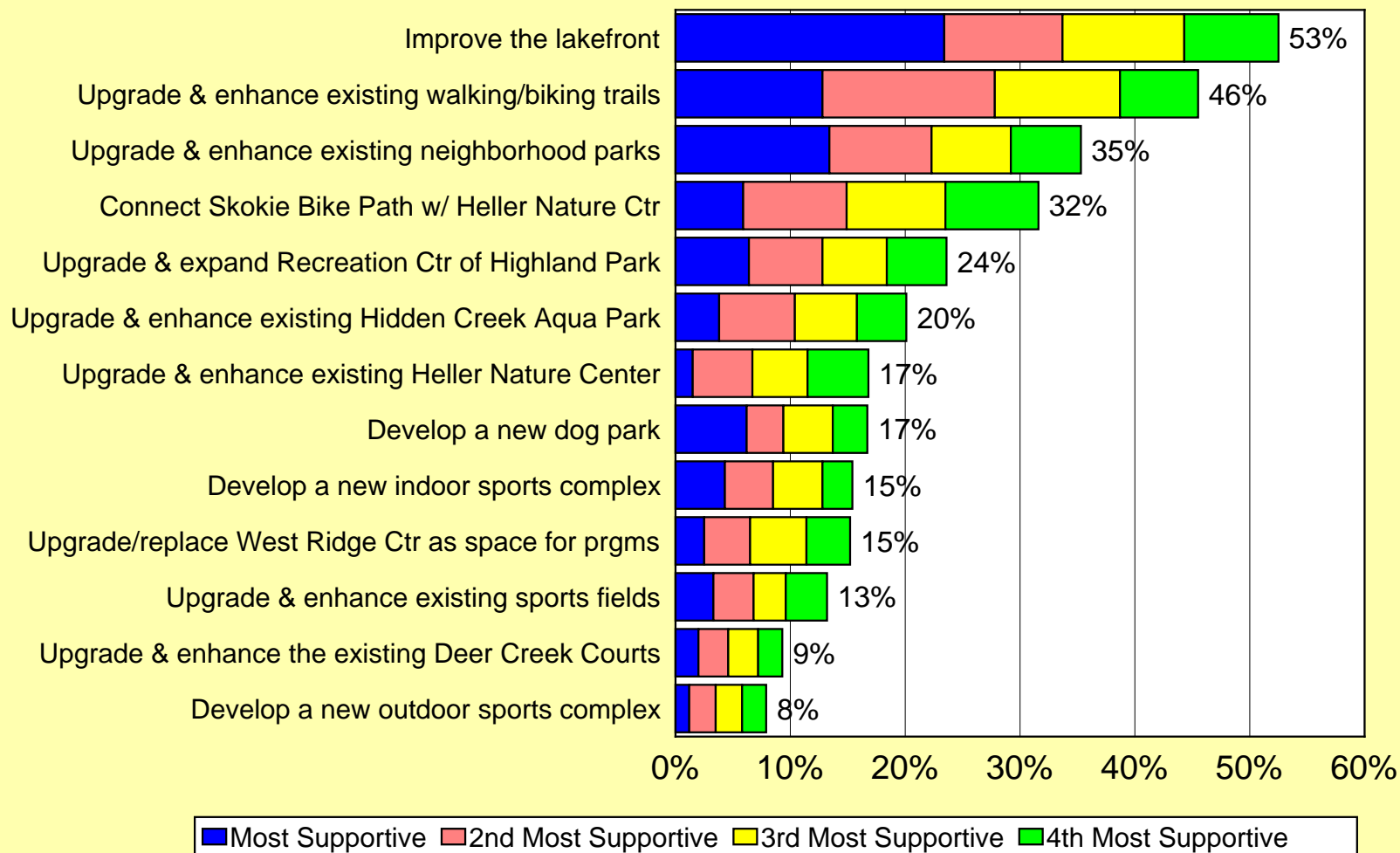
# Q19. Level of Support for Various Actions the Park District Could Take to Improve the Parks and Recreation System

by percentage of respondents



# Q20. Actions the Park District Could Take to Improve the Parks and Recreation System That Households Are Most Supportive of

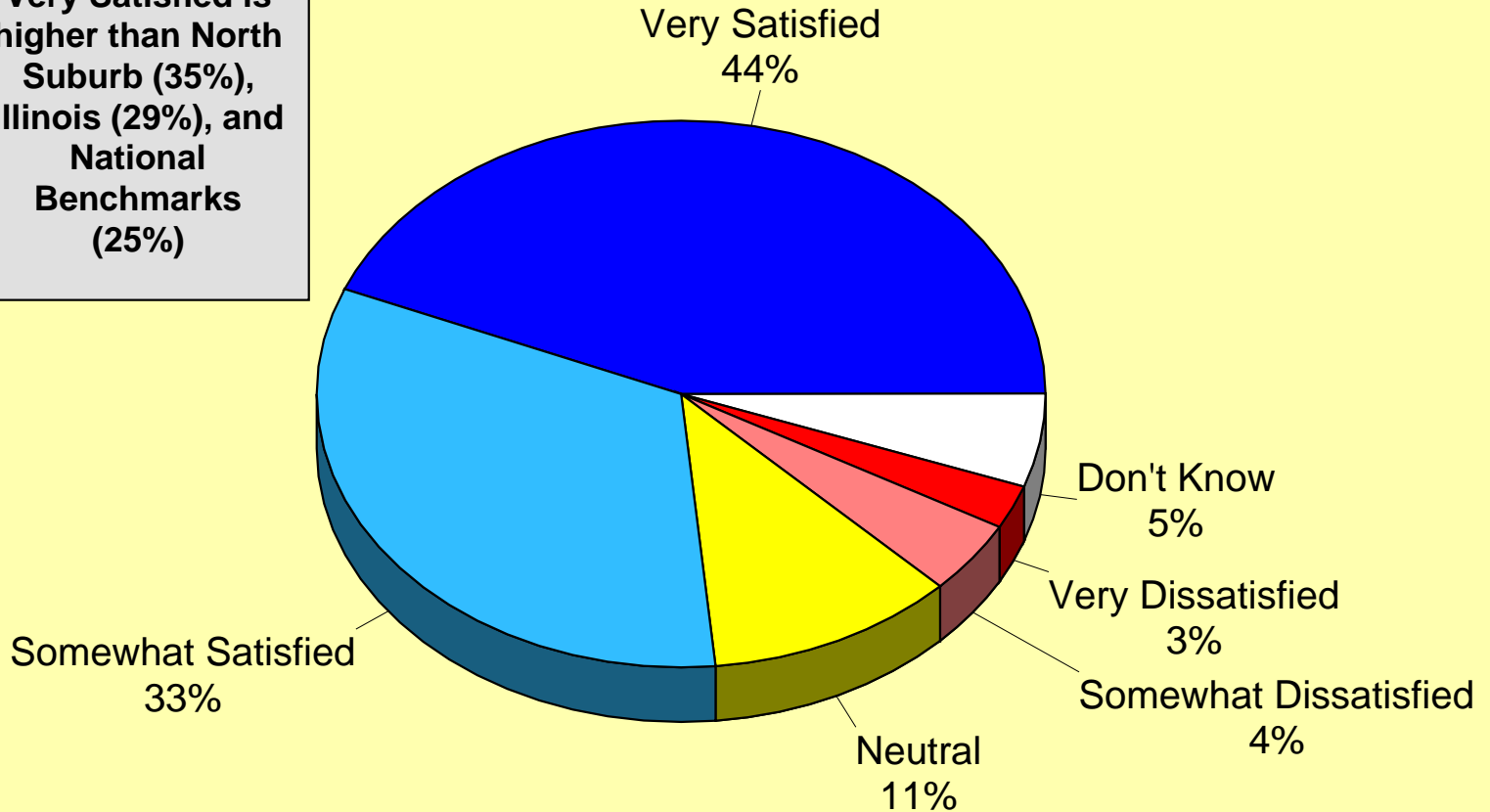
by percentage of respondents who selected it as one of their top four choices



# Q23. Level of Satisfaction with the Overall Value Households Receive from the Park District of Highland Park

by percentage of respondents

**Very Satisfied is higher than North Suburb (35%), Illinois (29%), and National Benchmarks (25%)**



# *Parks, Facilities, and Programs That Are Most Important to Respondents*

## ■ *Parks and Facilities*

*Walking and biking trails*

*Lakefront parks*

*Small neighborhood parks*

*Indoor fitness and exercise facilities*

*Nature center and trails*

## ■ *Recreation Programs*

*Adult fitness and wellness*

*Youth sports*

*Youth summer camps*

*Special events*

*Adult continuing education*

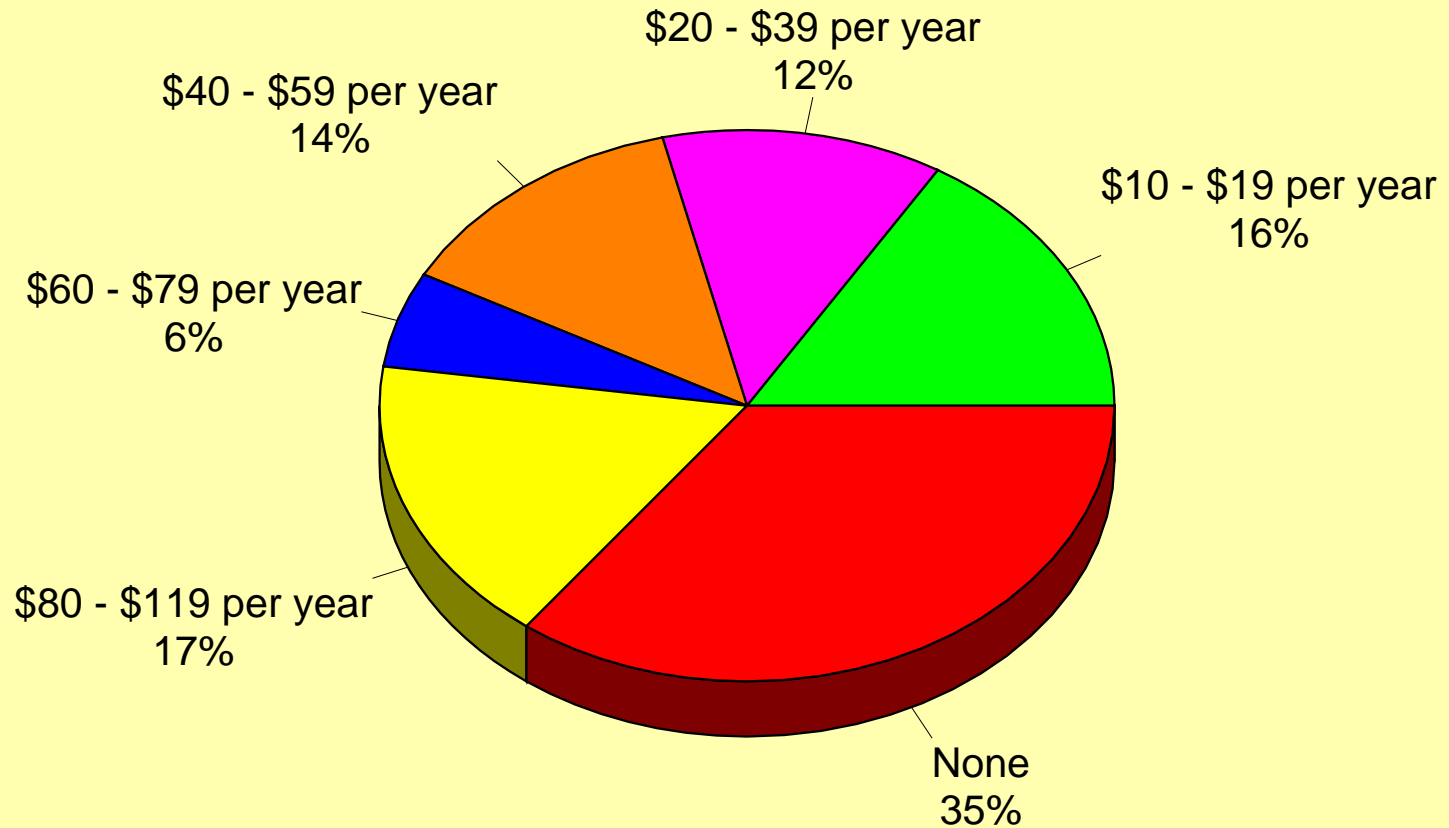
# *Presentation*

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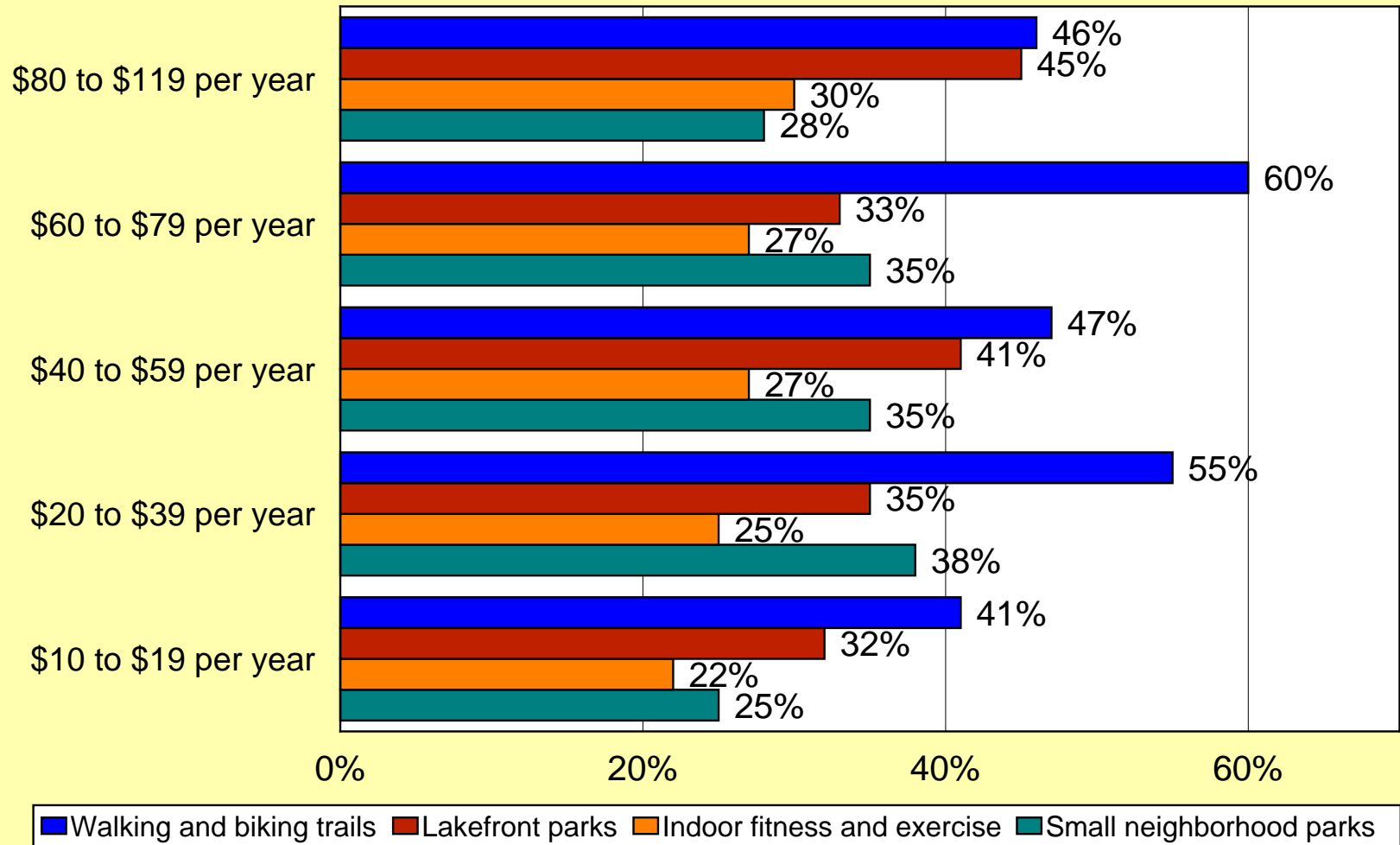
- *Funding support and priorities*

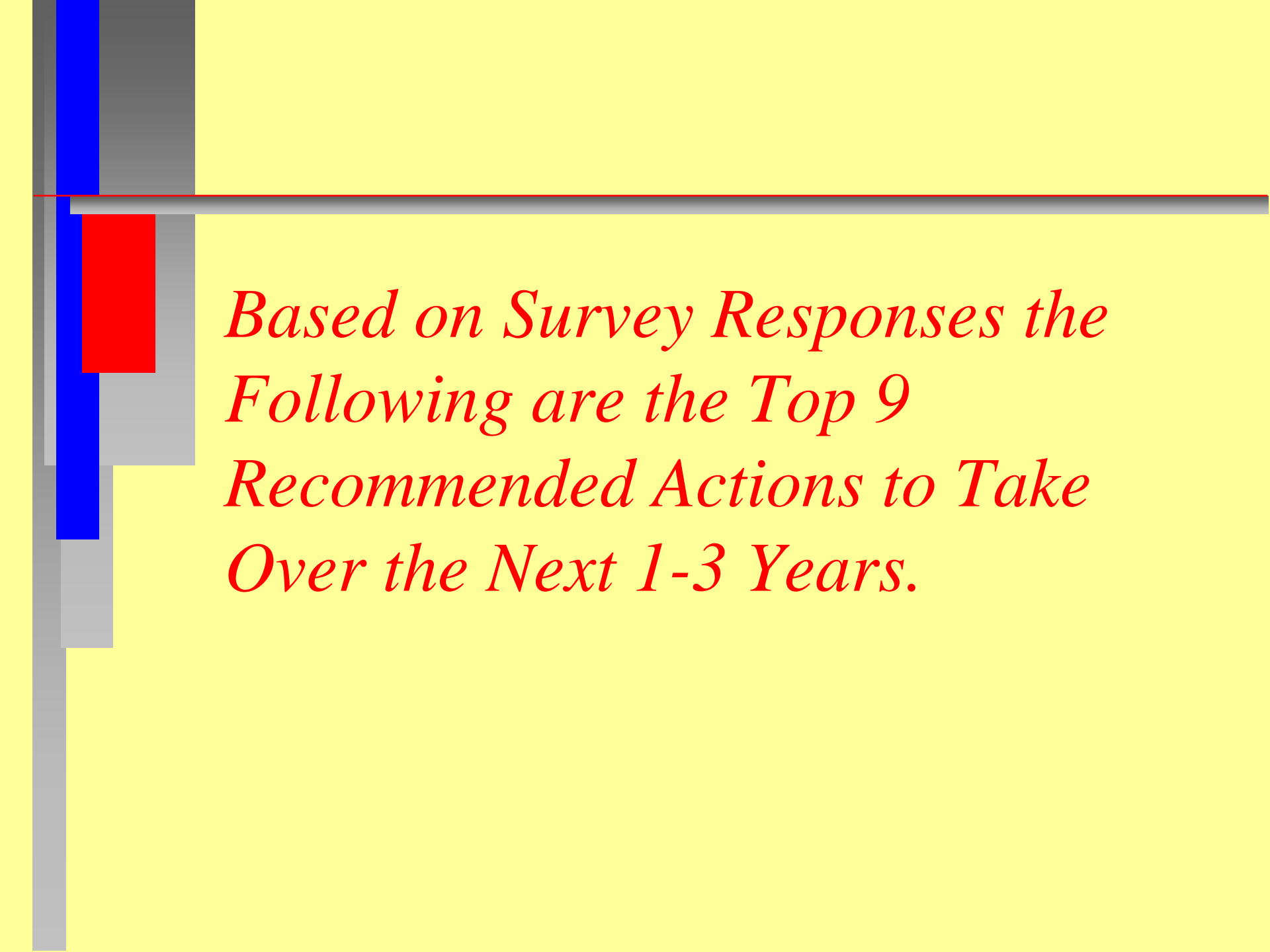
# Q21. Maximum Annual Tax Increase Respondents Would Approve for Bonds to Pay for Major Construction and Development Costs of Current and/or New Facilities

by percentage of respondents



# Q21. Maximum Annual Tax Increase Respondents Would Approve for Bonds to Pay for Major Construction and Development Costs of Current and/or New Facilities That Respondents Rated as Most Important





*Based on Survey Responses the  
Following are the Top 9  
Recommended Actions to Take  
Over the Next 1-3 Years.*



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*Continued emphasis on most  
important current services*

# *Recommended Actions*

- *Continue concentrating attention on maintaining existing parks. (over 90% of households used park district parks over the past 12 months, an exceedingly high percentage. Upgrading and enhancing neighborhood parks is one of the top three actions most supported by respondent households.)*

# *Recommended Actions*

- *Continue current emphasis on the program brochure and website for marketing parks and recreation programs and activities. (by a wide margin the program brochure is considered the top means for marketing programs. Usage of the web-site is the highest in the state and should be further emphasized as more residents will likely make use of the web.)*

# *Recommended Actions*

- ***Continue emphasis on overall value of Park District of Highland Park services.*** (currently respondent households are overwhelming very satisfied or somewhat satisfied with the value they receive from Park District services. These ratings are significantly higher than benchmarks of Illinois and national park systems. Continued realistic performance goals should be established regarding very satisfied and somewhat satisfied ratings.)



*Most important new initiatives*

# *Recommended Actions*

- *Continue to emphasize and improve the top 4 facilities that are most important to households (By a wide margin walking and biking trails, lakefront parks, small neighborhood parks, and indoor fitness and exercise facilities are considered the most important facilities to responding households. 1-3 year action plans for these parks, trails and facilities should be developed.)*

# *Recommended Actions*

- *A particular emphasis should be made on improving the Lakefront with facilities that are most important to responding households (over 70% of responding households indicated a need for lakefront parks and more than 3,000 households indicated their needs are 50% or less being met with low ratings for the conditions of current lakefront parks. Improving the lakefront parks is rated by responding as the top priority action to take.)*

# *Recommended Actions*

- *Increase program participation by adults while maintaining high programming rates for households with children (Current program levels for households without children are less than 1/3<sup>rd</sup> of participation levels for households with children. As part of this recommendation a careful study needs to be made regarding duplication of programs, both within and outside of the Park District, without inhibiting reacting to expanding markets.)*

# *Recommended Actions*

- *Build consensus regarding operating 1 or 2 golf courses (The community is split fairly equally on whether two public golf courses are needed and nearly 2/3rds of respondents have no opinion regarding which course should be closed. A feasibility study should be completed regarding the market and costs for maintaining two golf courses and the Park District and City should develop a 1-3 year action plan regarding the courses.)*

# *Recommended Actions*

- *Expand adult fitness and wellness programs. (Adult fitness programming is by a wide margin the most important program area for households. Currently the Park District is a major program provider with additional opportunities to grow programming. Adult fitness and wellness programs should be at the forefront of increasing adult programming.)*

# *Recommended Actions*

- *Based on results from the next 1-3 years of action planning consideration should be given to the feasibility of pursuing an annual tax increase. (65% of households indicated they would support some level of tax increase for the types of parks, trails, facilities, and programs that are most important to their household.)*