



# COMMUNITY ATTITUDE & INTEREST SURVEY FOR MT. PROSPECT PARK DISTRICT

DECEMBER 2017

*aQity Research & Insights*

*Evanston, IL*


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## Research Methods

- District-wide sample of n=423 households.
- Data collection between October 26 through November 27, 2017.
- Residents were given several response options:

n= **ONLINE**  
**257**



**MAILED**  
**QUESTIONNAIRE**  
**151**



**PHONE**  
**INTERVIEW**  
**15**



- Average survey length was approximately 15 minutes.
- The respondent sample was weighted to match updated US Census data for the Park District (by region, gender, age, ethnicity, and percentage of households with children).
- Assuming no sample bias, the margin of error is +/- 4.8% (at the 95% confidence level) \*.

\* In addition to sampling error, question wording, respondent error, and practical difficulties in conducting surveys may introduce error or bias in any opinion poll.

## Methods: Sample Demographics

(weighted to reflect US Census data for Mt. Prospect)

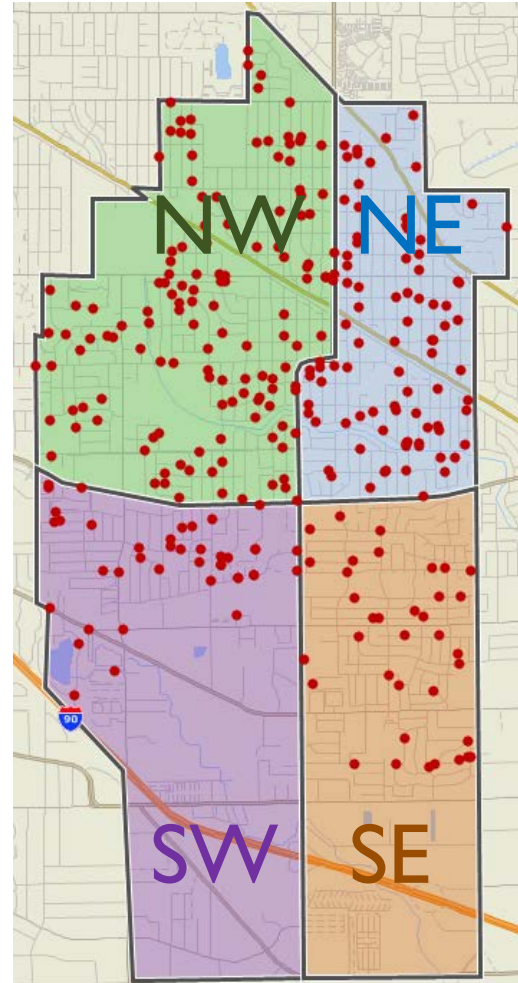
Gender*	
Male	47%
Female	53%
Age*	
Under 35	20%
35-44	20%
45-54	20%
55-64	17%
65+	22%
Mean (years)	51
Children in Household*	
Yes	36%
No	64%

Length of Residence in Area	
Less than 5 years	15%
5-14 years	20%
15-24 years	18%
25-34 years	20%
35 years+	17%
Mean (years)	21
Ethnicity*	
White	85%
Hispanic	5%
Asian	8%
Black/African American	1%
Other	1%

\*Weighted to 2016 Census data.

## Methods: Regional Distribution of Survey Respondents

Regions*	
Northeast	17%
Northwest	32%
Southeast	23%
Southwest	28%



\*Weighted to 2016 Census data.

# Executive Summary: Key Findings

## Overall Opinions: Mt. Prospect Park District

### Residents In the Mt. Prospect Park District Rate the Agency Very Favorably Overall

- On a zero through ten scale, the Mt. Prospect Park District averages a very positive rating of 7.7. It's ratio of favorable to unfavorable ratings is 14:1. <pg. 17>
  - Eighty-six percent rate the District positively (including 38% who give ratings of 9 or 10), vs. 6% who have negative opinions overall.
  - Only local high schools receive higher ratings (8.4 on average). However, residents are much more familiar with the Park District (only 4% are unfamiliar, vs. 21% who are not familiar enough with local high schools to give a rating).
- All groups of residents rate the Park District favorably. The lowest average ratings (7.3 or higher -- still positive) come from residents west of Elmhurst Road/Main Street, and ages 45-54. Residents in the Southeast region give the highest ratings. <pg. 18>
- The Park District's high esteem ratings match or exceed local and statewide benchmarks. <pg. 19>

## Overall Opinions: Mt. Prospect Park District Strengths and Weaknesses

### Residents Most Often Appreciate The District's Programming and Events, Followed by its Facilities and Parks

- When asked what they like most about the Mt. Prospect Park District and what represents its strengths, the most frequent responses are:
  - Programs and events (57%), especially the variety and number offered, and youth programming specifically;
  - Its facilities (29%), especially RecPlex, the pools and water facilities, overall maintenance, and the Golf Club;
  - Its parks (24%), seen as well-maintained and abundant in number and variety.
- Fourteen percent also like the District staff and administration (friendly, helpful, good communications).
- In terms of dislikes or weaknesses associated with the Park District, nearly half offered no comments (33%) or said there is nothing they dislike at all (13%).
- The remaining 54% offering dislikes focus on a variety of topics (no consensus). About one in four each mention:
  - Facility issues (RecPlex maintenance, cost of the Golf Club improvements, need for better maintenance overall and at the pools);
  - Staff and administrative concerns (more organization, need to reduce waste and spending, inexperienced or impolite staff);
  - Cost of programs and memberships.
- One in five also cite issues with programming (requests for specific added activities, very scattered) and accessibility (inconvenient scheduling, facilities too far away).

<pp. 20-23>

<pp. 24-28>



## Overall Opinions: Overall Mt. Prospect Park District Value

**Residents Feel the  
Park District  
Represents a Good  
(But Not “Great”)  
Value For Its Share of  
Property Taxes**

- On average, residents estimate that the Park District receives 8% of their property taxes (slightly higher than the actual 6% going to the District). <pg. 29>
- When informed that the actual share is six percent, residents rate the overall value of the Mt. Prospect Park District a positive 7.0 on average (using a 0-10 scale). <pg. 31>
  - Seven out of ten rate the District a “good” value or higher, compared to one in ten (11%) who say it represents a “poor” value”.
  - Value ratings are highest among women, newer residents to the area, and both younger (ages 35-44) and the oldest adults (age 65+).
  - Lower scores (though still positive ratings) come from men, middle-age residents, and households without children under age 18.
- The Mt. Prospect Park District’s overall value rating is in line with the statewide benchmark from 2013, but slightly lags the ratings from nearby agencies in that same 2013 survey. <pg. 30>

## Overall Opinions: Mt. Prospect Park District Park and Facility Usage

### Most Households Report Using/Visiting A Park District Park or Facility In the Past Year

- Neighborhood parks and area playgrounds are the most widely used Mt. Prospect Park District properties visited. RecPlex is also a frequent destination, with 49% of respondents reporting using or visiting this facility (especially the fitness center). <pp. 33-35>
- At least one in five have also been to:
  - Friendship Park Conservatory (37%)
  - Lions Memorial Park and Bandshell (33%)
  - Athletic fields (24%)
  - Big Surf Wave Pool (22%)
  - Mt. Prospect Golf Club/driving range (20%)
  - Central Community Center (19%, again mostly the fitness center).
- When rating their experience at District parks and facilities, recent users give very high scores (almost always 8.0 average or higher on a 0-10 scale). They are especially pleased with the overall accessibility and safety at these parks and facilities. <pg. 36>
  - The one exception is the average score for service from District staff (7.6 -- still very strong). The reason is a large number giving “neutral” ratings (suggesting they could not offer an opinion due to limited staff interaction).
- Those expressing dissatisfaction with any parks or facilities most often mention: <pg. 37>
  - A need for updates and features (especially Big Surf, Busse and Melas parks);
  - More maintenance and upkeep (most often Friendship and Melas parks).

## Overall Opinions: Indoor Facility Needs Assessment

### Residents Are Most Interested in Fitness Facilities and Indoor Water/Splash Parks

- Most residents express a need or interest in fitness facilities in general (61%). Interest in an indoor water park or splash park ranks a distant second (36%).
  - Other indoor facilities and improvements generated far less demand, most often fine arts programming space (26%), indoor turf (21%), and facility rentals for parties and events (18%).
  - The remaining options (childcare space, indoor pickleball) generated interest from just 11% each.
- In general, residents feel that the indoor facilities tested are relatively available in the community currently. The one potential opportunity is an indoor water/splash park.
- When asked what the top priority should be for the Mt. Prospect Park District, fitness centers (32%) and an indoor water/splash park (25%) emerge as the top two choices.
  - About one in seven each mention fine arts program space or indoor turf fields as their number one priority for the Park District.

<pg. 41>

<pp. 44-45>

<pg. 46>

## Overall Opinions: Outdoor Facility Needs Assessment

### Outdoor Facilities Are Likewise in Demand And Seen as Readily Available Currently

- Nearly half of Mt. Prospect Park District residents express a need or interest in an outdoor general recreation swimming pool (46%) or a water park/wave pool (43%).
  - Nearly as many are interested in playground equipment (39%).
  - One in four express a need or usage of sports fields for soccer, football, and lacrosse.
  - The remaining outdoor facilities tested are cited by fewer residents (13% or less) as an interest or need (regulation size baseball fields, adult 12-inch softball fields, paddle courts, and cricket fields).
- As with the indoor facilities, none of the outdoor facilities tested represent significant “gaps” or unmet needs. In fact, those interested in playgrounds and outdoor water facilities feel their needs are already mostly/completely being met.

<pp. 49-50>

<pp. 51-52>

## Overall Opinions: Program Usage and Needs Assessment

### Seven in Ten Respondents Report Participating in Recent Mt. Prospect Park District Programs/Events

- Roughly one in three households report: <pg. 56>
  - A membership to a Park District fitness facility (39%);
  - Attending summer concerts (31%) and other Park District events (31%, e.g., Mardi Gras, 5K run, Fall Fest);
  - Participation in youth sports and athletic programs (31%).
- Satisfaction with District programs and events is very high, especially the location of these activities and ease of registration. <pg. 57>
  - Most register online via computer (66%), and 24% use mobile device to sign up. At least two in five prefer registering in-person at a District facility. <pg. 58>
- Lower satisfaction scores are given to the scheduling of District programs (7.5), and program fees (7.4 – consistent with earlier open-ended feedback).
- Among non-program participants, the top barriers reported include: <pg. 60>
  - Not having children under age 18 (indicating that they feel District programs are primarily youth-focused);
  - Busy personal schedules/lack of time to participate;
  - Usage of other facilities (nearby park districts or the Forest Preserve District, and other fitness facilities including the YMCA, private health clubs). <pg. 39>
- Residents feel that adult programming represents the biggest “gap” currently, especially for ages 40-64. A wide range of suggestions are offered for this group (mostly fitness activities). <pp. 61-63>

## Overall Opinions: Importance of Potential Facility Improvements

### Residents Are Divided on the Need to Maintain/Improve Big SurfWave Pool

- Half of the survey respondents were asked to rate the importance of performing basic maintenance to Big SurfWave Pool (improving the bath house, pool shell, and mechanics). <pp. 65-66>
- The other half were asked to rate the importance of these improvements at Big Surf, as well as adding more features and activities (adding a climbing wall, spray features, diving board, sloped entry to the 10-foot deep pool, water slides, and a zero-depth pool with tot slides).
- Regardless of which option is tested, about as many (roughly 40% each) feel these improvements are important vs. unimportant.
  - Not surprisingly, recent Big SurfWave Pool users place higher importance on these improvements (two-thirds support), with only 6% to 12% saying they are not important.
  - Older residents tend to feel these improvements are unnecessary.

### Other Possible Projects are Deemed Less Important

- Roughly three in ten residents feel that renovating Lions Recreation Center to offer more programming, dance and theater space is important (29%), but 44% disagree (including 28% who say it is not at all important). <pg. 67>
- Replacing the ball fields at Kopp Park Athletic Center with four adult 12-inch softball fields is even less of a priority (9% important vs. 67% not important overall).
  - Recall that only 11% of households expressed a need or interest in adult 12-inch softball facilities in an earlier question.

## Overall Opinions: Mt. Prospect Park District Communications

### Residents Clearly Rely On the Printed Program Guide For Park District Information

- Most residents currently refer to the printed program guide (84%), with about half as many using the District website (47%) when seeking information. <pg. 70>
  - One in four (28%) rely on word of mouth from friends and neighbors regarding Park District activities and facilities.
  - One in five report getting their information from other District sources (signage at facilities, posters and flyers, emails).

- When asked which one is their preferred source, a majority cite the printed program guide (62%, especially among older adults and women). <pg. 71>
  - The Mt. Prospect Park District website ranks second at 19% (usually from residents ages 35-54).
  - The remaining channels are cited by no more than 5% overall.

### Relatively Few Offer Final Added Comments

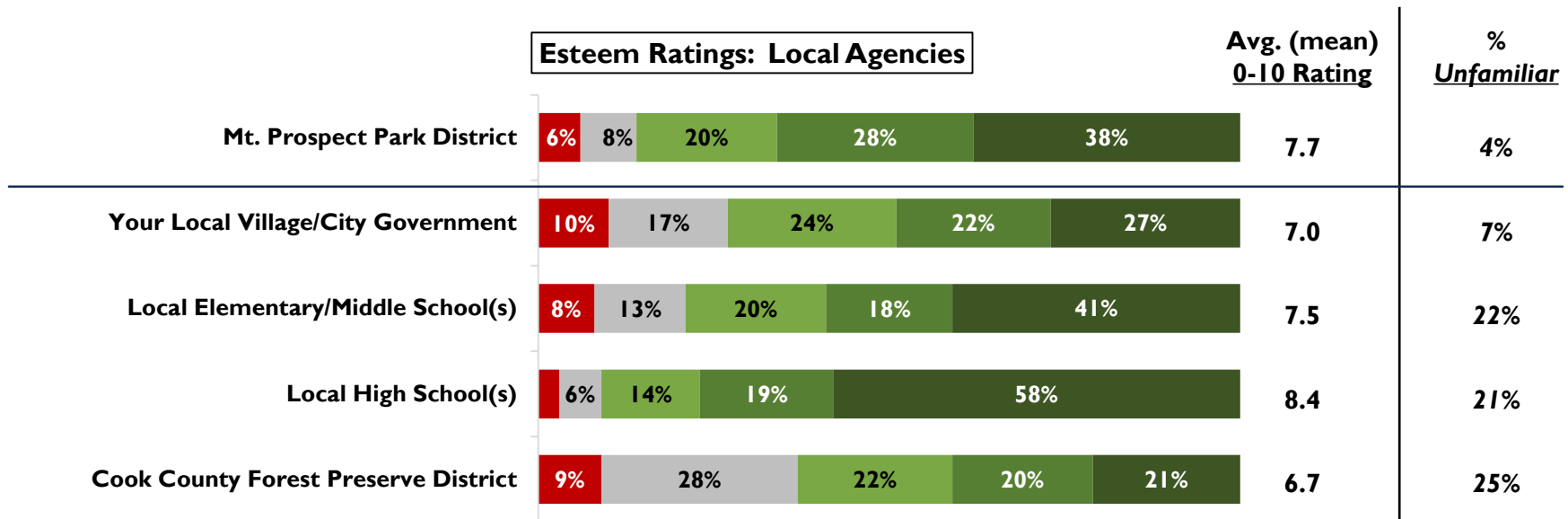
- Roughly one in three gave final suggestions at the end of the survey, usually repeating a wide range of previous insights and requests: <pp. 73-76>
  - Lower programming fees and/or more discounts (16%);
  - The need to update and maintain facilities better (13%);
  - New facilities or features they would like to see (12%, such as ice rink, splash pads, cricket fields, etc.);
  - Better maintenance of local parks (10%).
- The remaining suggestions were each offered by 8% or fewer residents.

# I. Overall Opinions of the Mt. Prospect Park District



## Residents give the Mt. Prospect Park District very positive ratings overall, second only to local high schools.

- Nearly nine out of ten hold the Park District in favorable esteem, vs. only 6% of offered negative opinions.
  - Nearly two in five give the District the highest scores possible (9 or 10).
- Note also that the Mt. Prospect Park District is the most well-known local agency, with only 4% saying that are not familiar enough to offer it a rating.



■ % Negative (0-4)   ■ % Neutral (5)   ■ % Somewhat Positive (6-7)   ■ % Very Positive (8)   ■ % Highest Regard (9-10)

## All groups of residents give the Mt. Prospect Park District positive scores

- Highest ratings tend to come from residents in the Southeast part of the District, while those living west of Elmhurst Road tend to give slightly lower (still positive scores).
- Still, the lowest ratings from any single subgroup are still very favorable (7.3 from those ages 45-54 and residents who moved to the area 20-29 years ago).

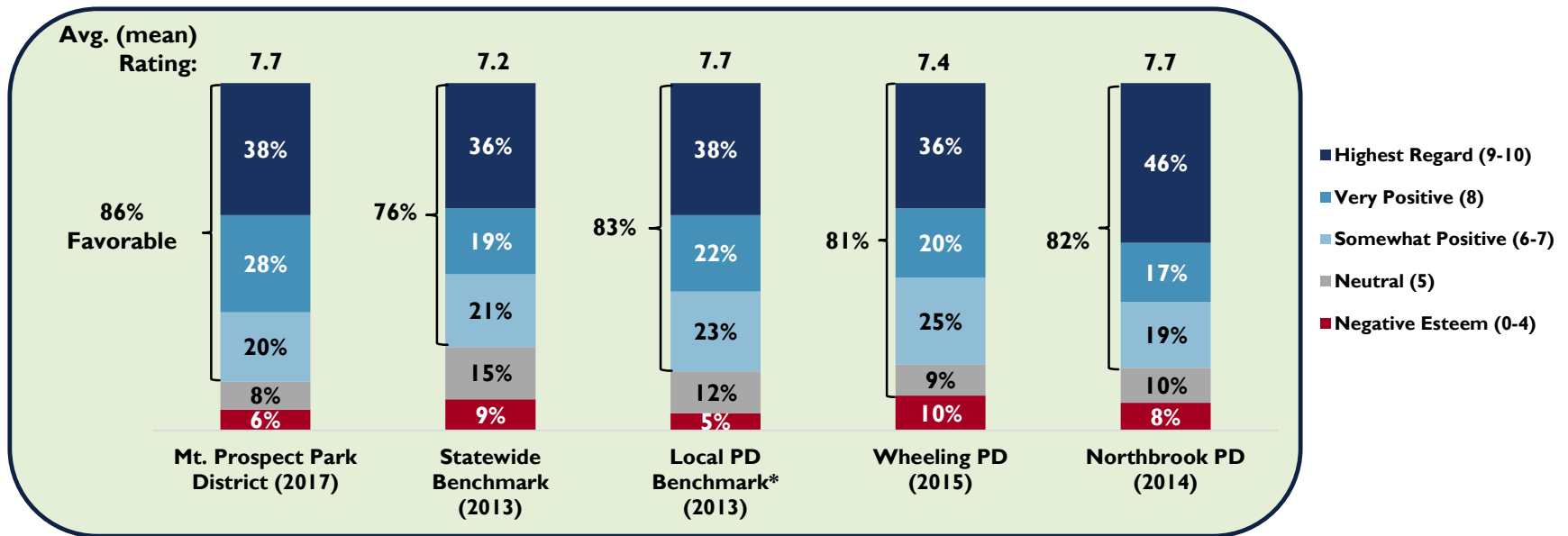
### Differences by Subgroups: Overall Esteem Ratings

	Overall Avg. Rating (0-10)	Lower Esteem	Higher Esteem
<b>Mt. Prospect Park District</b>	<b>7.7</b>	<ul style="list-style-type: none"> <li>- Ages 45-54 (7.3)</li> <li>- NW (7.4) and SW (7.5) regions</li> <li>- Lived in area 20-29 yrs. (7.3)</li> </ul>	<ul style="list-style-type: none"> <li>- SE Region (8.4)</li> <li>- Lived in area 10-19 yrs. (8.2)</li> <li>- Asian-Americans (8.9)*</li> </ul>
<b>Your Local Village/City Government</b>	<b>7.0</b>	<ul style="list-style-type: none"> <li>- Ages 45-54 (6.4)</li> <li>- NW (6.7) region</li> <li>- Lived in area 20-29 yrs. (6.5), 30+ yrs. (6.8)</li> </ul>	<ul style="list-style-type: none"> <li>- Ages 35-44 (7.6), 55-64 (7.7)</li> <li>- Lived in area &lt; 20 yrs. (7.5)</li> <li>- Asian Americans (8.3)*</li> </ul>
<b>Local Elementary/Middle School(s)</b>	<b>7.5</b>	<ul style="list-style-type: none"> <li>- Ages 45-54 (7.2)</li> <li>- SW region (6.9)</li> <li>- Women (7.3)</li> <li>- Lived in area &lt; 10 yrs. (6.9)</li> </ul>	<ul style="list-style-type: none"> <li>- Ages 55-64 (8.0)</li> <li>- NE region (8.3)</li> <li>- Men (7.8)</li> <li>- Lived in area 10-19 yrs. (7.9), 30+ yrs. (7.8)</li> </ul>
<b>Local High School(s)</b>	<b>8.4</b>	<ul style="list-style-type: none"> <li>- SE region (7.8)</li> <li>- No children in HH (8.2)</li> </ul>	<ul style="list-style-type: none"> <li>- NE region (8.8)</li> <li>- Children in HH (8.7)</li> </ul>
<b>Cook County Forest Preserve District</b>	<b>6.7</b>	<ul style="list-style-type: none"> <li>- NW region (6.2)</li> <li>- Men (6.3)</li> <li>- Lived in area 20-29 yrs. (5.9), 30+ yrs. (6.5)</li> </ul>	<ul style="list-style-type: none"> <li>- SE region (7.2)</li> <li>- Women (7.0)</li> <li>- Lived in area 10-19 yrs. (7.6)</li> </ul>

## The Park District's overall esteem ratings compare favorably with local benchmarks.

- The average rating for the Mt. Prospect Park District is identical to those given to nearby park agencies, and surpasses the statewide benchmark from four years ago.

### Mt. Prospect Park District Esteem Compared to Benchmarks



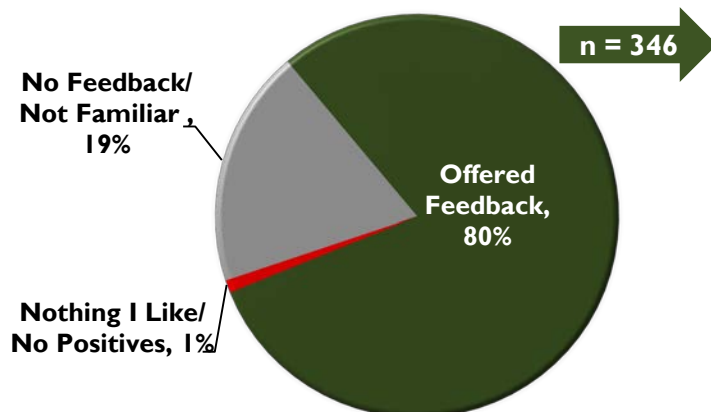
Q2. Please rate your overall opinion of each group or agency in your community on a 0-10 scale (0=dislike completely, 5=neutral, 10=highest regard).

\* The 2013 local Park District benchmark includes agencies in Arlington Heights, Des Plaines, Elk Grove Village, Northbrook, Palatine, Prospect Heights, River Trails, Rolling Meadows, Schaumburg, and Wheeling.

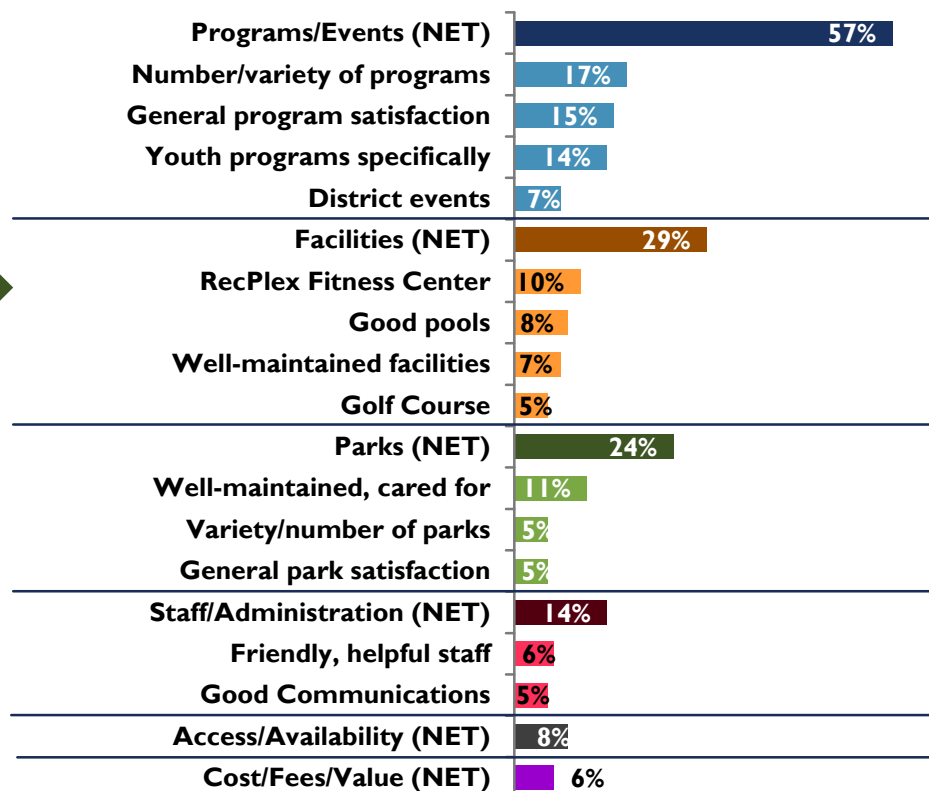
## Residents most often cite the District's programs and events as its top strengths, followed by its facilities and its parks.

- The variety of programs is clearly a frequent strength, as are the District's youth programs (quality, general satisfaction).
- In terms of facilities, the RecPlex fitness center comes up often, followed by water facilities overall.

### Feedback on Mt. Prospect Park District Strengths?



### Top Strengths (open-ended)



Q3. What do you like most about the Mt. Prospect Park District, or what does it do particularly well? (most frequent multiple open-ended responses)

## Sample Verbatims

### **Programs/Events (57%):**

*"Involves community members in a variety of activities, offers classes for physical fitness and provides art classes for all ages. It also offers support services to families, like babysitting."*

*"I like the wide range of offerings from exercise to art classes to other interesting things."*

*"Good variety of programs, including seasonal celebrations. Something for all age groups is offered all the time. Good job!"*

*"Offer many program and activities for every age. Listens and takes suggestions."*

*"The Park District does a great job of reaching a diverse population with a great variety of programs. They strive to engage the community with outstanding special events especially the summer concert series."*

*"Variety of classes and activities that are affordable."*

*"The park district offers a lot of different programs (sports, aquatics, classes, etc.) and the programs cover all ages so there really is something for everyone."*

*"The Mt. Prospect Park District offers many programs to keep both children, teens, and adults occupied and entertained."*

*"There are many programs, the price is right. The art programs offered are excellent."*

*"I love the variety of offerings, how the Park District works with neighboring park districts to expand what it offers to residents."*

*"Regarding the children, it is very good at placing children from various schools together so that they get to know others outside of their everyday circle. It also offers a variety of activities for children to try."*

*"When my kids were little, there were many opportunities through the park district, e.g., baseball, softball, soccer, swimming classes, classes for little kids."*

*"There were a lot of activities for children. This was great when my children were younger."*

*"When the kids were younger, lots of good programs, facilities, etc. Now, it seems like younger families are having the same good times."*

*"The studio programs were cute when my kids were little."*

*"Opportunities for sports participation to kids of all levels of skill."*

*"Preschool and ballet programs have been very good."*

## Sample Verbatims (cont'd)

### **Facilities/Buildings (29%):**

*"RecPlex! Inexpensive. Available. Clean."*

*"We love the activities available at the RecPlex."*

*"Use the RecPlex weekly. Excellent facilities, good staff, easy to get on basketball court, swimming, etc."*

*"Excellent facilities, particularly RecPlex, excellent fitness programs, health club."*

*"Provide variety of facilities and well maintained."*

*"They keep the building very clean."*

*"They're good, clean, nice pools."*

*"Swimming pools, baseball diamond."*

*"CCC and RecPlex facilities are very nice."*

*"Maintains great golf course and swimming pools!"*

*"Love the golf course and all the programs they provide. I would really love if some tennis courts were made into pickleball courts like Palatine has."*

*"The beautiful golf course, vocational activities at RecPlex."*

*"Love the golf course. My husband has been a member of Monday Night League for years. We also enjoy the parks and my science club uses the RecPlex kiddie pool! You do a great job - we are very happy and proud of our Park District."*

*"We like the golf course & clubhouse. Golf course is well maintained. Clubhouse is a great meeting place. I like that it's small. The restaurant is a plus. Wish it accommodated private parties (inside)."*

### **Parks (24%):**

*"Clean, well-maintained parks and access to them. I really like the Melas dog park."*

*"Parks are clean and well maintained. Good bike path at Melas."*

*"They maintain the parks, nice flowers and decorations."*

*"Keeps our town beautiful and shows we care about our community."*

*"I love having access to a number of different parks. I am right by Melas and We-Go Park, and my 1-year-old son loves to play at these facilities. They are clean and safe. I also enjoy the running trail at Melas."*

*"We have a lot of great parks, that we have a cooperative relationship with the River Trails Park District."*

*"Many locations of parks are close to my home."*

*"Parks are clean and well maintained."*

*"They keep their parks nice and clean. Also if there is something broken they come and fix it"*

## Sample Verbatims (cont'd)

### **Staff/Administration (14%):**

*"Employees are kind and work hard. I think when things seems appear to go smoothly people do not take notice until there is a problem."*

*"The personal trainers, especially Ken Winans. He has changed my life!"*

*"The park district seems to be well run and offers lots of activities."*

*"Friendliness of CCC staff."*

*"The way they support the local organizations in the village. High grades."*

*"Keeps me informed of upcoming events."*

*"Communication with residents. Explanatory brochures and wide variety of choices of activities and events."*

*"The friendliness and willingness to give assistance of park district employees (RecPlex)."*

*"All the instructors were very good."*

### **Access/Availability (8%):**

*"There is a facility close to my house. There are many different opportunities available."*

*"The many small to medium areas well placed within the community."*

*"Convenience and diversity of facilities"*

*"All the locations are close to my house."*

### **Cost/Fees/Value (6%):**

*"Affordable pricing for monthly gym membership."*

*"Usually good value, clean and friendly."*

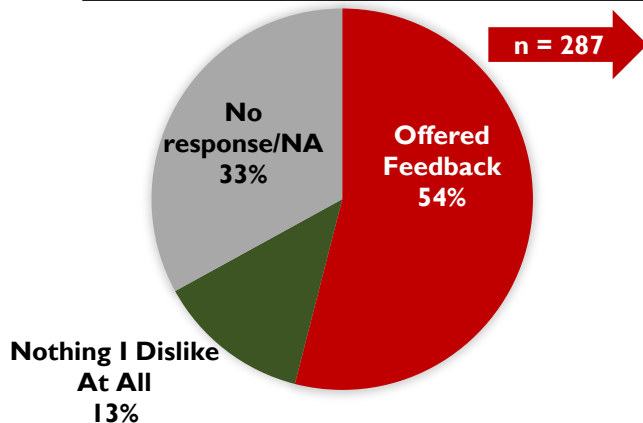
*"Keeping taxes low."*

*"I like that there are affordable facilities for residents to use."*

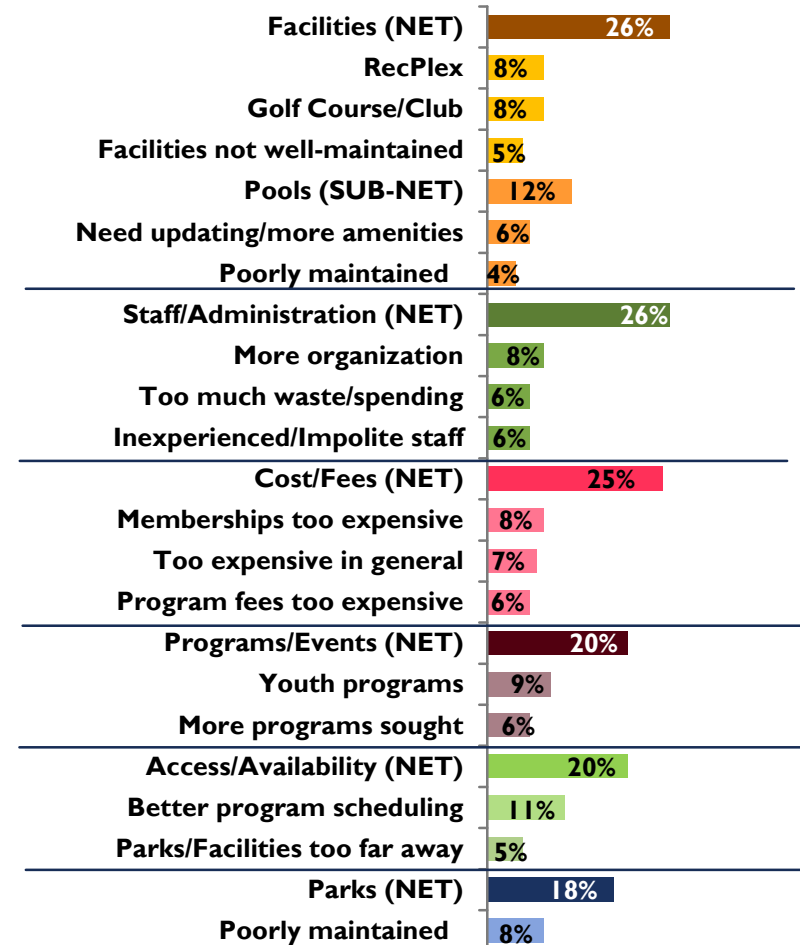
## Nearly half were unable to cite any weakness or dislike about the Park District. Those who did gave scattered responses.

- Roughly one in four each mentioned issues or dislikes regarding Park District:
  - Facilities (26%) – mostly needed pool updates and maintenance, RecPlex upkeep, and concerns about recent golf course improvements (mostly the costs);
  - Staff and admin issues (26%) – usually more organization, reduced waste, and better service;
  - Costs/Fees (25%) -- memberships specifically and program fees in general.

### Weaknesses/Improvements Sought From Mt. Prospect Park District



### Top Weaknesses/Improvement Opportunities (open-ended)





## Sample Verbatims

### **Facilities (26%):**

*"I wish there was a sauna and a whirlpool at RecPlex. In addition, another outdoor pool is needed."*

*"RecPlex getting a little dated."*

*"The locker rooms in the RecPlex need updating. It would be nice to offer fitness/spin classes in the afternoon."*

*"RecPlex Pool is too focused on classes, so there's not enough lanes for lap swimming except at odd hours."*

*"I would like the CCC to extend their Sunday hours."*

*"The money spent on upgrading the golf course took money away from many other facilities. Then the Park District raised the rates. Don't know if revenue is at the level that was advertised."*

*"The investment in the golf course was ridiculous. It was decided by a minority group of insiders who did not take the best interests of the residents of Mount Prospect into consideration. I am extremely displeased that my tax dollars were misused and mismanaged in this regard."*

*"Too much emphasis on the golf course and not enough on facilities for kids sports. Especially lacking in soccer fields."*

*"Golf course maintenance could and should improve."*

*"Pickle ball courts would be great."*

*"Eliminate the outdoor swimming pools. They are an expense whose use is limited to a few months."*

*"Could update facilities, such as public pools available for little kids."*

*"Needs more swimming pools – heated."*

*"I think the wave pool is dated & dangerous."*

*"Some of their facilities are really outdated, like their wave pool."*

*"The indoor pool could be warmer. My wife and I had our daughter signed up for parent tot swim class and the pool was really cold."*

*"I don't like that Big Surf pool closes in mid-August. I think Big Surf needs to stay open until Labor Day. I also think the reduced hours at Meadows pool are too reduced before Labor Day on weekdays."*

*"Need another public pool and NOT on the south side. Replace the wave pool."*

*"The pools. Meadows is boring and over-crowded. The wave pool is a lawsuit waiting to happen. Tear it down and build something more family friendly with slides."*

## Sample Verbatims (cont'd)

### Staff/Administration (26%):

*"We've been involved with the baseball and softball program for many years and overall everything has been great. A few things that could be improved: make sure an ump shows up to every game, make sure the fields are in good shape, make sure the port-a-potties are there and clean and stocked."*

*"Finding coaches. Maybe provide an incentive?"*

*"Fitness class instructors are hit or miss. Some are great but can't get classes, and others are horrible but are not replaced."*

*"RecPlex check-in needs to be improved. Paid up members should not have to wait at the front desk while the workers tend to other tasks, such as registration for various services. I once had to wait 5 minutes while the front desk people took care of other tasks. Should not happen!"*

*"My husband is very unhappy with the Mt. Prospect Golf Club. Pros don't organize any events, or minimally. Players organize most events. Becker Tournament has been poorly attended for the past few years. Their salaries are online and it's unbelievable considering they don't work for a full year. Shame on the Park District!"*

*"Men's 16-inch softball program is broken! Can't even post standings each week. Classic league costs \$2,000 per team and we're told to look on website for standings. Bob Ancona posted them weekly."*

*"Not as organized as other park districts I've seen or been living amongst."*

*"Some of the kids sports classes have been disorganized, teachers not showing up, class not starting on time, etc. Many classes are offered in times during the day that are not convenient for people who work full time. The passport fitness program is great, but don't like that some classes on the chart have an extra fee; this is misleading."*

*"Some poor instructors in the jazz dance programs. Unprofessional and condescending towards the students."*

*"Some front desk staff at CCC and RecPlex over the years have been absolutely unpleasant. Lions (staff) have always been pleasant."*

*"Sometimes staff aren't friendly at the front desk of RecPlex."*

*"Crunch your dollars better. Too much waste in labor."*

*"Stop investing in large expensive projects that require high maintenance costs"*

*"Reduce spending. Reduce reliance on taxpayers for funding. Focus on providing only the basics. I dislike the Mt. Prospect Park District's focus on wanting to always provide more and more at taxpayer's expense, when more than ample services and opportunities are already present. Reduce spending. Reduce reliance on taxpayers for funding."*

*"Communication. Why isn't there a 'What's happening at Mt. Prospect Park District' email like every other park district in the area? I literally get one from Arlington Heights, Schaumburg, Salt Creek, Hoffman Estates, Rolling Meadows, Niles, etc. All we get are incessant lacrosse messages or Turkey Trot. (Also,) Why aren't there soccer evaluations at any level for house league? It's very unbalanced below 5th grade. I understand Green and White runs the travel league, but soccer is a big program and shouldn't be a second class sport.. (Also) Why is in-person registration required for soccer and Kids' Klub, and Kids' Klub is only at Rec Plex to boot? It's 2017. On-line registration should be a given. The supplemental forms can be handled with a survey or even a free Google form."*

*"Communication should improve, especially for summer camp and adult tennis"*

## Sample Verbatims (cont'd)

### **Cost/Fees/Value (25%)**

*"Price of classes are high for seniors (on) limited income."*

*"Pricing could be better for the programs. Slightly on the expensive side."*

*"Fees for activities that would be of interest to senior citizens, including fitness activities."*

*"My husband and I are golfers. Our five children are golfers. We live across the street from the golf course club house which is a two minute walk from the course. We choose to golf at other courses because it is too expensive. I know there are discount passes but it does not help to lower the price enough. So we choose to go to other cities in the area to golf and that is a shame."*

*"Golf course fees are too high."*

*"High rates to use services like the swimming pool that my taxes pay for. High membership fees for exercise equipment."*

*"Other facilities and programs are too expensive. Can get a better deal with health clubs."*

*"We have always been disappointed that the roller skating at the Central Community Center is so expensive. We would love to make that a grandkid activity, but it's just too pricey. Also, River Trails Park District offers evening swimming for \$3.00, and we wish Mt. Prospect Park District did likewise."*

### **Programs/Events (20%):**

*"I do wish programs for young children were offered in the early evening, like 4 or 5pm for young families and not just during the day."*

*"The hockey program, while new, is horribly unorganized. The swimming pool at RecPlex is one of the worst when hosting swim meets."*

*"More theater and music programming."*

*"As kids get older, options are limited."*

*"More activities for children on weekends/evenings would be nice, as would additional classes for children under age one."*

*"I had the absolute worst experience of my parenting life when my son attended Kid's Club last year. I wouldn't recommend those programs to anyone."*

*"Gymnastics program - have more options."*

*"I would like to see more of a variety of exercise classes at the RecPlex. Some different instructors would be nice."*

*"Offer off-school programming for D57 students (full and half days)."*

*"More yoga classes!"*

*"Spread the adult evening activities out more evenly throughout the year. I can only afford a few events per month."*

*"Would offering programs for seniors in early evening be possible? I am 60 and would still like to take advantage of some of the classes, but I still work and they aren't available in evenings."*

*"More classes for kids on weekends."*

## Sample Verbatims (cont'd)

### **Access/Availability (20%):**

*"No access to ice rinks in the winter. Not a lot offered at night for working families. Wave pool needs to be upgraded."*

*"Can't swim due to time used by scheduled groups."*

*"Dates and times of classes, especially for children with working parents. Baby-sitting services ending at 7pm while some great adult classes begin at that time."*

*"Open the golf course at night for walking or running."*

*"Have more day time programs for seniors."*

*"I have a swimmer. Too much pool time is devoted to the adult swim lanes that are underutilized."*

*"I would like more consistency with facility hours. It seems each location is different or times vary by season."*

*"I am sorry that Mt. Prospect's water aerobics classes are scheduled too late. I have switched to Arlington Heights Park District's Olympic pool because class is at 6:45 and I can buy coupons 5-10-20 so I can go when I want to and not lose out, instead of paying for a class I can't make all the time."*

*"It would be great if there was a playground or park in the neighborhood near St. Raymond Church. There isn't anything close to here."*

### **Parks (18%):**

*"Need to do a better job with athletic fields. Mt. Prospect has the worst soccer and baseball fields around. Please look to have turf fields."*

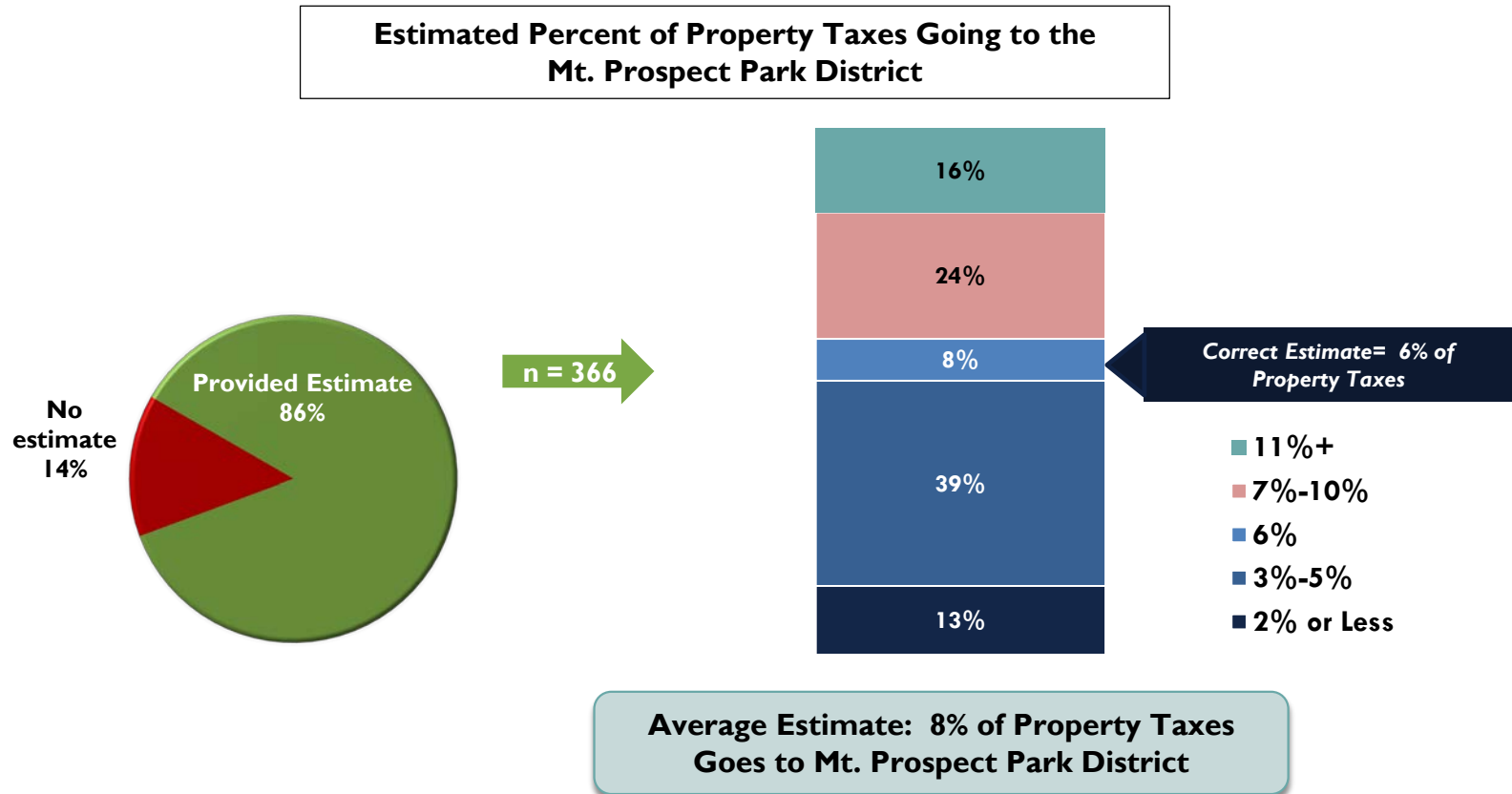
*"Has handled specific projects poorly and with poor forethought and lack of taxpayer input (golf course, golf course building (a lot of board personal agendas). Also football fields & the thought they could manage a facility like a water park is unbelievable."*

*"Maybe the lights on soccer and tennis fields need to improve, like installing LED for example."*

*"Better maintenance of the athletic fields."*

## On average, residents estimate that the Park District represents eight percent of their property tax bill.

- Relatively few (8% overall) estimated correctly that the actual share going to the Park District is 6% of property taxes.
- Note that roughly half of those offering an estimate (52%) believe the District's share is less than six percent.



Q5. About what percent of your property taxes do you think goes to the Mt. Prospect Park District?

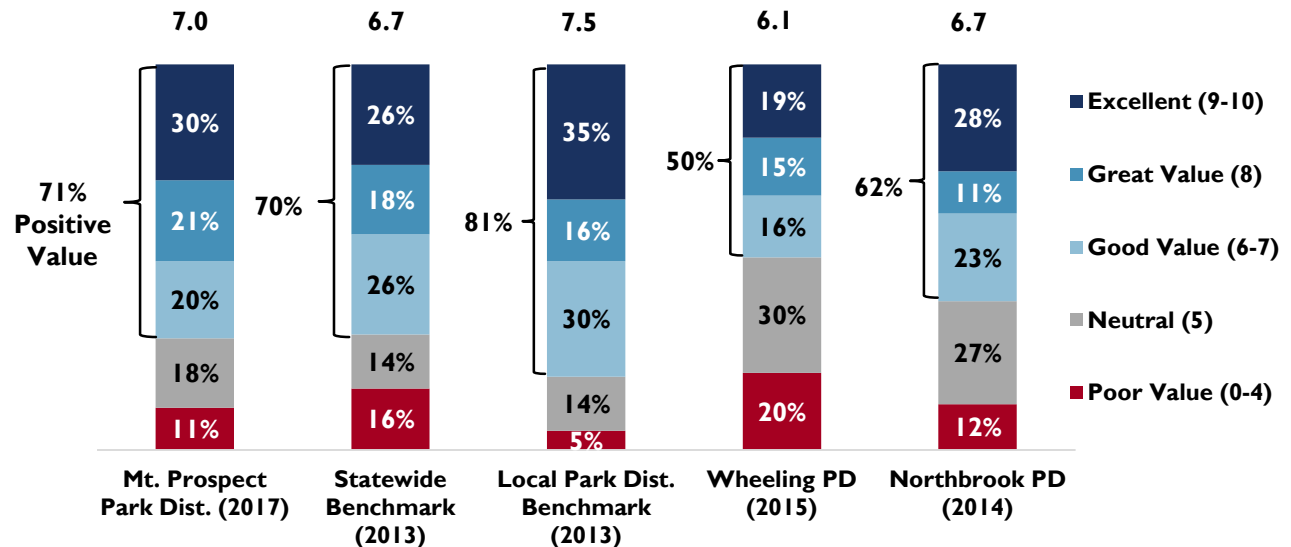
## When informed that the District represents 6% of their property taxes, nearly three in four residents feel it represents a good to excellent value.

- This includes 30% who say the Park District is an excellent value for the programs, parks, facilities and services that it provides.
  - By comparison, only about one in ten (11%) feel it represents a poor value.
- The Mt. Prospect Park District's value ratings compare favorably to most benchmarks.

### Perceived Value of Mt. Prospect Park District Relative to Property Tax Share

**Avg. (mean) Rating:**

Q5. Approximately 6% of your property taxes goes to the Mt. Prospect Park District. Thinking about the programs, parks, facilities, and services that the Park District provides, please rate the overall value that it represents given its share of property taxes.

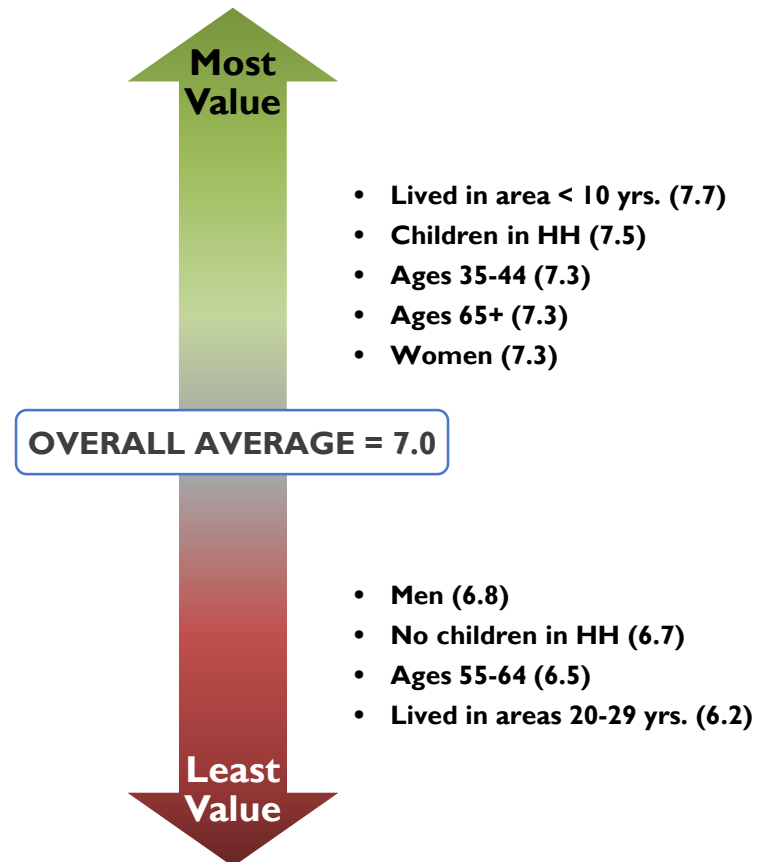


NOTE: 2013 Statewide survey and local Park District benchmark referenced a 2% property tax share (averaged) for parks agencies statewide. The 2013 local Park District benchmark includes agencies in Arlington Heights, Des Plaines, Elk Grove Village, Northbrook, Palatine, Prospect Heights, River Trails, Rolling Meadows, Schaumburg, and Wheeling. The Wheeling PD (2015) and Northbrook PD (2014) surveys both referenced a 7% share of property taxes.

## Both younger and the oldest District residents tend to give higher-than-average value ratings to the Mt. Prospect Park District.

- Similar, the newest area residents tend to give higher scores, as do women.
- Conversely, lower ratings tend to come from men, middle-aged adults, and those with no young children in the household.
  - Note, however, that even among these segments, the District still receives positive scores on average (6.2 or higher on a 0-10 scale).

### Significant Differences: Value of Property Taxes to Mt. Prospect Park District



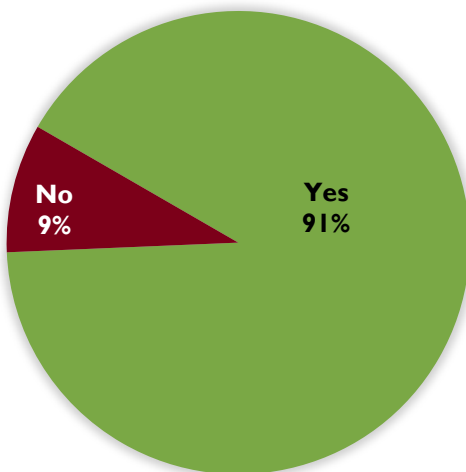
## II. Mt. Prospect Park District Park and Facility Usage



## Most residents have visited or used a Mt. Prospect Park District property in the past year, most often neighborhood parks and playgrounds

- RecPlex is the most heavily used facility, with almost half (49%) reporting recent usage of visits. The Fitness Center in particular is often cited.
- At least a third have also been to the Conservatory or Lions Memorial Park and bandshell.

### Used or Visited a Mt. Prospect Park District Park or Facility in Past 12 Months?



Visited or Used Facility/Park in Past 12 Months	% Reporting * (n=386)
Neighborhood park(s)	60%
Playground(s)	48%
RecPlex (NET)	49%
Fitness Center	41%
Indoor Pool	22%
Friendship Park Conservatory	37%
Lions Memorial Park/Bandshell	33%
Athletic fields	24%
Big Surf Wave Pool	22%
Mt. Prospect Golf Club/driving range	20%
Central Community Center (NET)	19%
Fitness Center	14%
Inline Skating Rink	7%
Meadows Aquatic Center	15%
Dog park at Melas	10%
Art Studio	8%
Other*	6%

\* All others used/visited by fewer than 5% each.

## Neighborhood parks and playgrounds are evenly used throughout the District (no differences by region).

- Likewise, the RecPlex Fitness Center is widely used regardless of where one lives, though residents in the Northwest region tend to use the indoor pool. The Golf Club draws heavily from the Northwest as well.
- The CCC and art studio tend to attract those living north of Golf Road. Residents in the Southeast are more likely than average to visit Friendship Park Conservatory. The dog park at Melas largely attracts Southwest households.

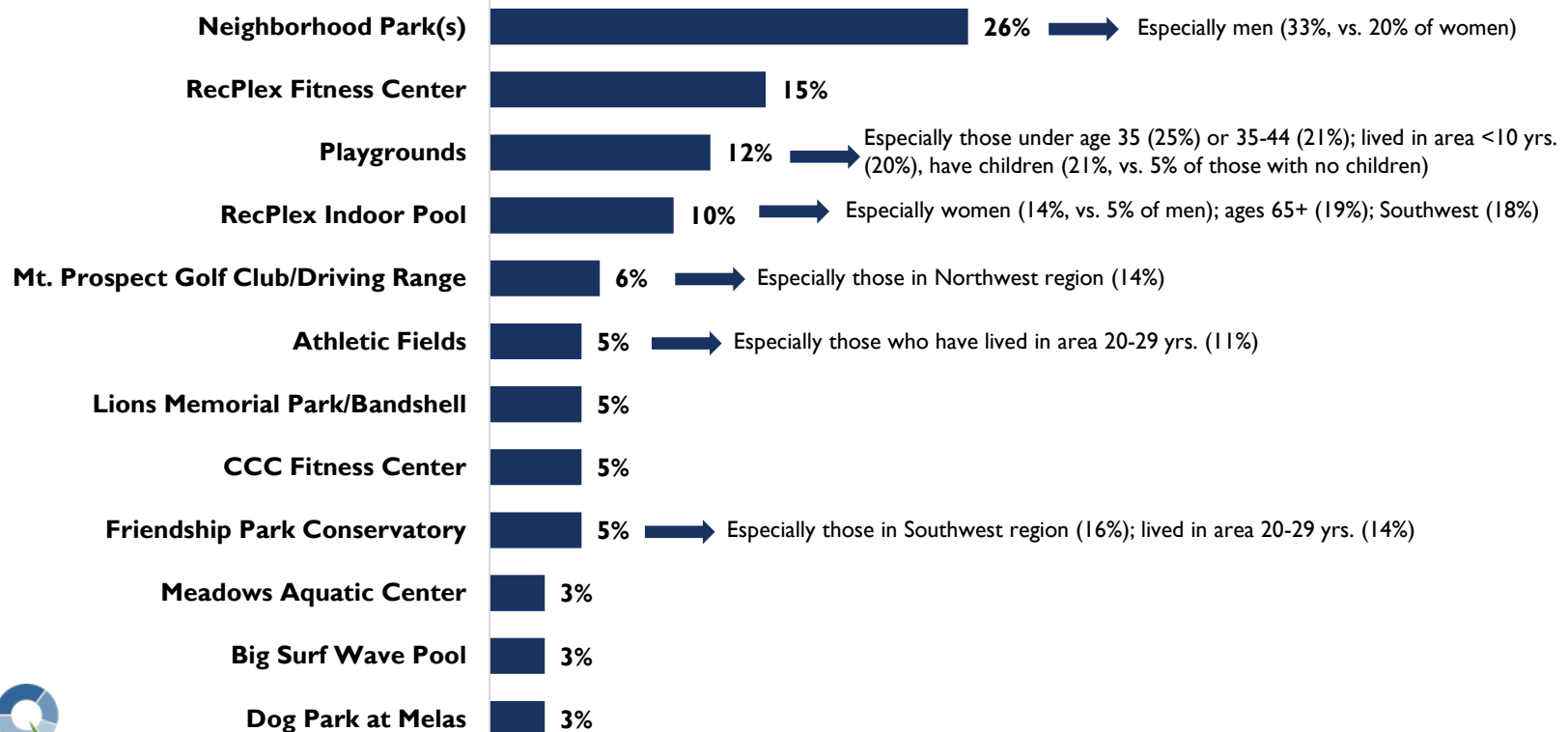
Region (overall row %):	NE (17%)	NW (32%)	SE (23%)	SW (28%)	(= 100%)
Neighborhood Parks	18%	33	24	25	= 100%
Playground(s)	18%	32	27	23	= 100%
RecPlex Fitness Center	13%	26	29	33	= 100%
RecPlex Indoor Pool	11%	42	21	26	= 100%
Friendship Park Conservatory	9%	21	40	29	= 100%
Lions Memorial Park/Bandshell	23%	38	16	23	= 100%
Athletic Fields	18%	33	24	25	= 100%
Big Surf Wave Pool	15%	30	24	32	= 100%
Mt. Prospect Golf Club/driving range	17%	61	5	17	= 100%
Meadows Aquatic Center	29%	51	11	9	= 100%
Central Community Fitness Center	25%	48	6	21	= 100%
Dog park at Melas	10%	18	23	48	= 100%
Art Studio	28%	54	0	17	= 100%

○ Higher than average response by region

## Residents report that their most frequent destinations are neighborhood parks and playgrounds, along with the RecPlex Fitness Center.

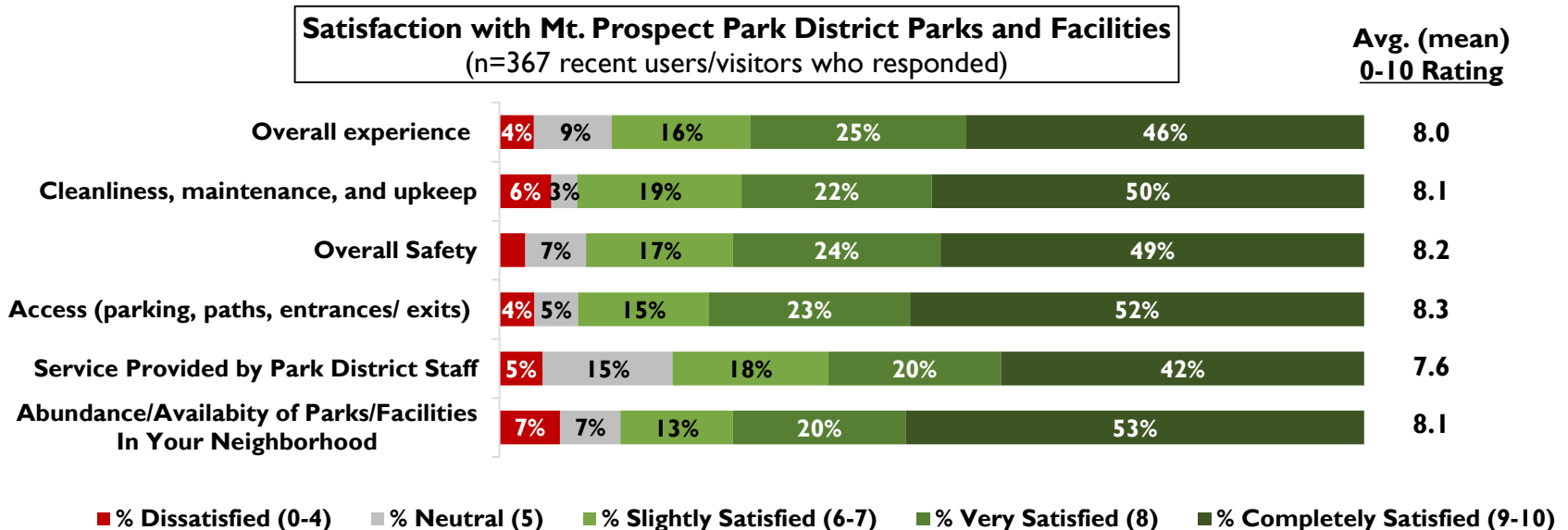
- Not surprisingly, younger residents and those with children most often visit local playgrounds.
- The RecPlex Fitness Center is the top destination across all groups and segments (no meaningful differences by age, gender, region, etc.). The indoor pool at RecPlex is visited most often by one in ten overall, especially older adults, women, and those in the Southwest region.

### Mt. Prospect Park District Park/Facility Used Most Often (n=333 recent park/facility users)



## Recent users and visitors of these parks and facilities are very satisfied with their overall experience on average.

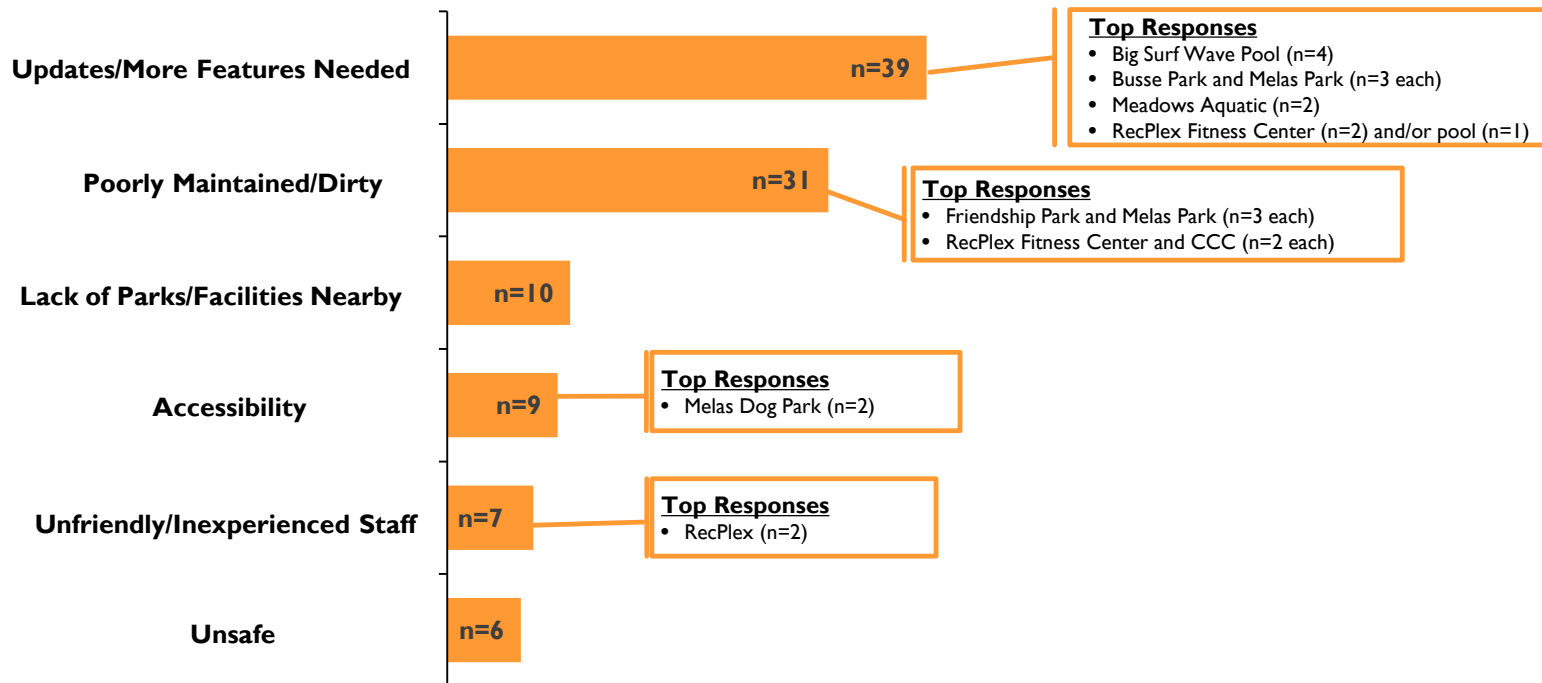
- At least four in five consistently express satisfaction with the upkeep, safety, accessibility, service, and variety of parks and facilities. Nearly half (and often a majority) are completely satisfied with each of these attributes.
- The District performs especially well in terms of ensuring accessibility, safety, cleanliness, and a wide number of parks and facilities.
  - While service receives slightly lower ratings, this area receives a large number of “neutral” ratings (suggesting that some visitors may not interact with staff and therefore cannot offer a rating).



## Roughly 21% of respondents reported issues or offered suggested improvements for specific Mt. Prospect Park District parks and facilities.

- Most often they cite the need to update parks and facilities, or improve the maintenance and upkeep of these assets.
- Many gave general responses across a wide range of parks and facilities. Note that comments regarding facility updates and maintenance tend to focus on Big Surf, Melas Park (including the dog park), and the RecPlex Fitness Center.

### Reasons for Dissatisfaction with Parks or Facilities (top responses, unweighted n of cases)

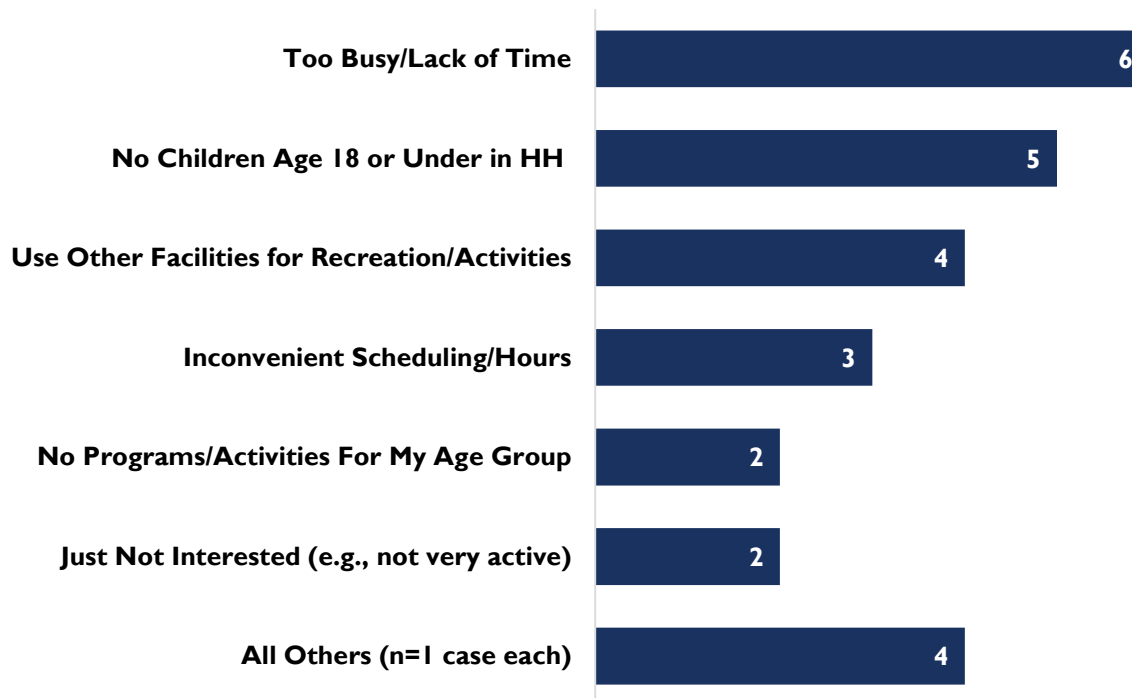


Q10. Which specific parks or facilities are you dissatisfied with, any why? (open-ended, multiple responses)

## The relatively few non-users of Mt. Prospect Park District facilities and parks either cite busy schedules or not having children as reasons.

- Relatively few cite lack of programming or program/event scheduling as barriers to usage. No one mentioned fees or cost as a reason for non-participation.

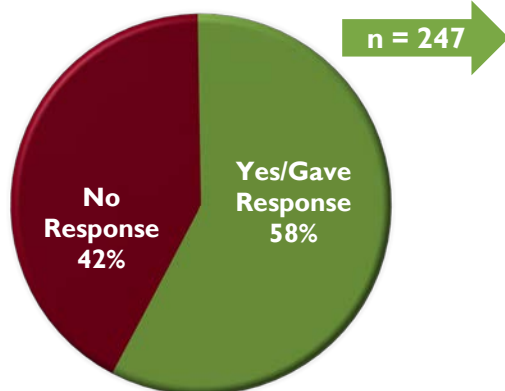
### Top Reasons: Not Using Mt. Prospect Park District Parks/Facilities in Past Year (multiple open-ended responses, n=13 cases)



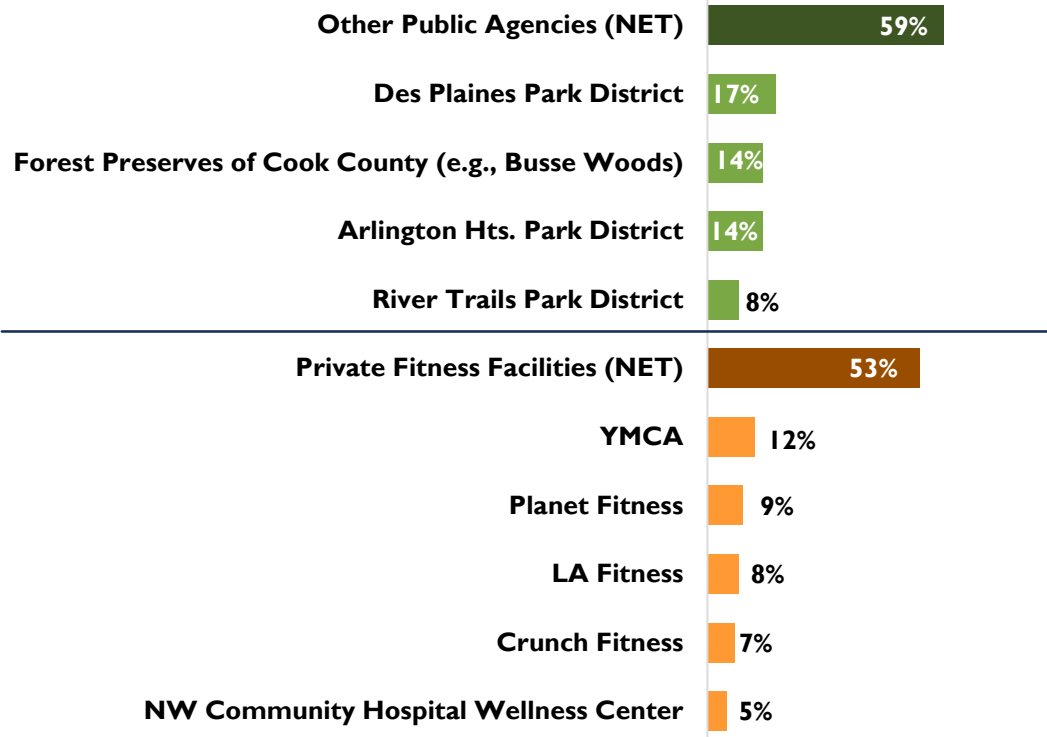
## Among all respondents, roughly three in five report using other sources for recreation and fitness activities.

- Most often they go to a wide range of nearby park districts or the Forest Preserves of Cook County.
- Nearly as many rely on private facilities (mostly health clubs and the YMCA).

### Use Other Facilities for Recreation or Fitness?



### Other Sources for Recreation/Fitness (multiple open-ended responses)



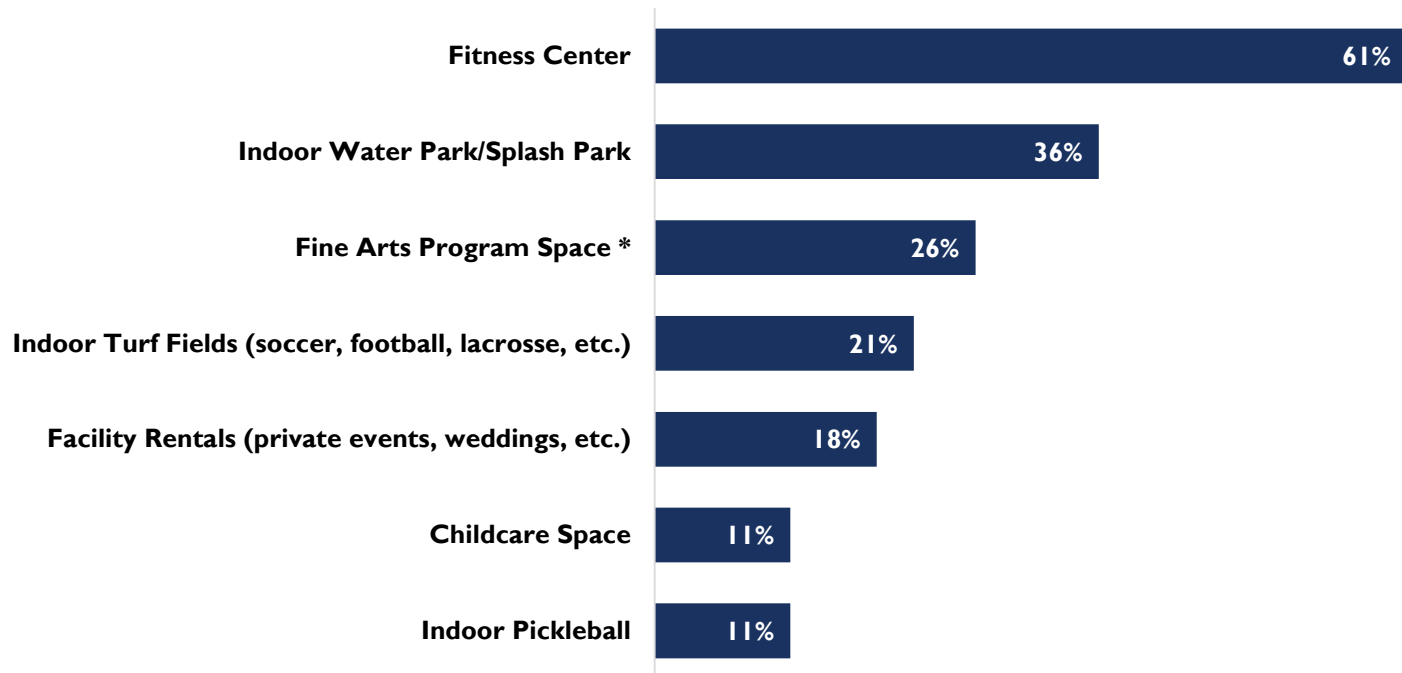
### III. Levels of Interest and Unmet Needs Among Indoor Recreational Facilities



## Most households express a current interest or need in a fitness facility.

- An indoor water park or splash park ranked a distant second, followed by indoor space for fine arts programs and activities.
- One in five are interested in indoor turf, as well as facilities available for rental.

### Indoor Facilities of Interest/Need Among Residents (% “Yes”)



## Significant Differences: Interest/Need/Use of Indoor Facilities

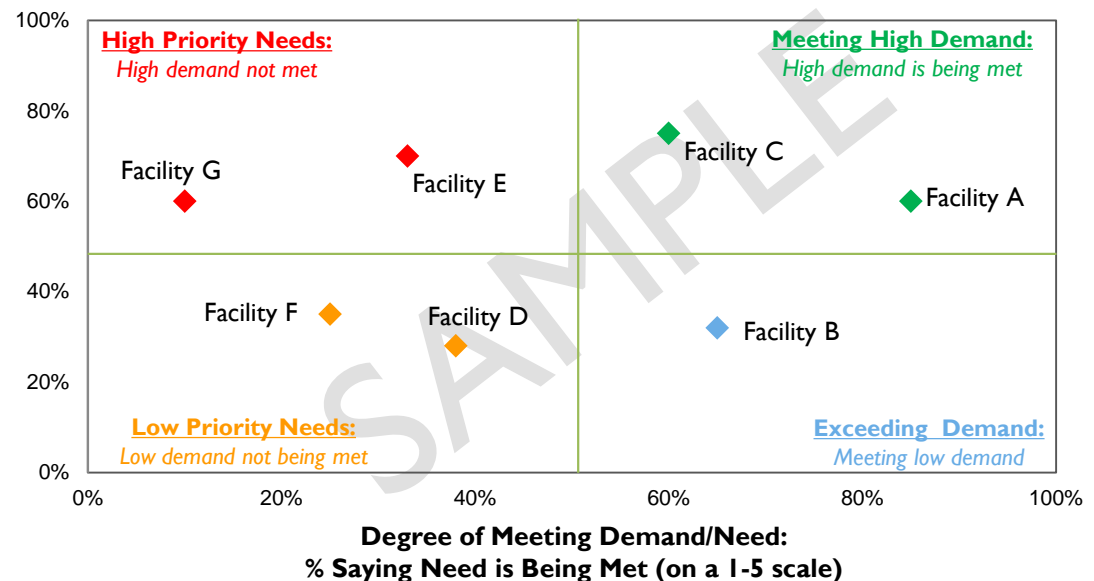
- As a general rule, most of these indoor facilities are of greatest interest to younger adults, and also households with children under age 18.
- However, interest in a fitness center is broad, with relative few meaningful differences by subgroups (including none by age).
- Men tend to be more interested in indoor turf, while women are especially interested in an indoor water/splash park.

	Overall	Most Likely to Express Interest/Need/Use
<b>Fitness Center</b>	<b>61%</b>	<ul style="list-style-type: none"> <li>- Lived in area 10-19 yrs. (71%)</li> <li>- Hispanic residents (91%)*</li> </ul>
<b>Indoor Water/Splash Park</b>	<b>36%</b>	<ul style="list-style-type: none"> <li>- Women (42%, vs. 30% of men)</li> <li>- Under age 35 (41%), 35-44 (71%)</li> <li>- Children in HH (64%, vs. 19% of those without children)</li> <li>- Asian-Americans (60%)*</li> <li>- Southeast region (43%)</li> </ul>
<b>Fine Arts Program Space</b>	<b>26%</b>	<ul style="list-style-type: none"> <li>- Under age 35 (37%), 35-44 (38%)</li> <li>- Lived in area &lt;10 yrs. (40%)</li> <li>- Children in HH (38%, vs. 20% of those without children)</li> </ul>
<b>Indoor Turf Fields</b>	<b>21%</b>	<ul style="list-style-type: none"> <li>- Men (27%, vs. 17% of women)</li> <li>- Under age 35 (37%), 35-44 (49%)</li> <li>- Lived in area &lt;20 yrs. (34%)</li> <li>- Children in HH (48%, vs. 6% of those without children)</li> </ul>
<b>Facility Rentals</b>	<b>18%</b>	<ul style="list-style-type: none"> <li>- Ages 35-49 (32%)</li> </ul>
<b>Childcare Space</b>	<b>11%</b>	<ul style="list-style-type: none"> <li>- Under age 35 (19%), 35-44 (26%)</li> <li>- Lived in area &lt;10 yrs. (27%)</li> <li>- Children in HH (22%, vs. 4% of those without children)</li> </ul>
<b>Indoor Pickleball</b>	<b>11%</b>	<no meaningful differences>

## Quadrant Analysis: Determining if Demand for Facilities is Being Met

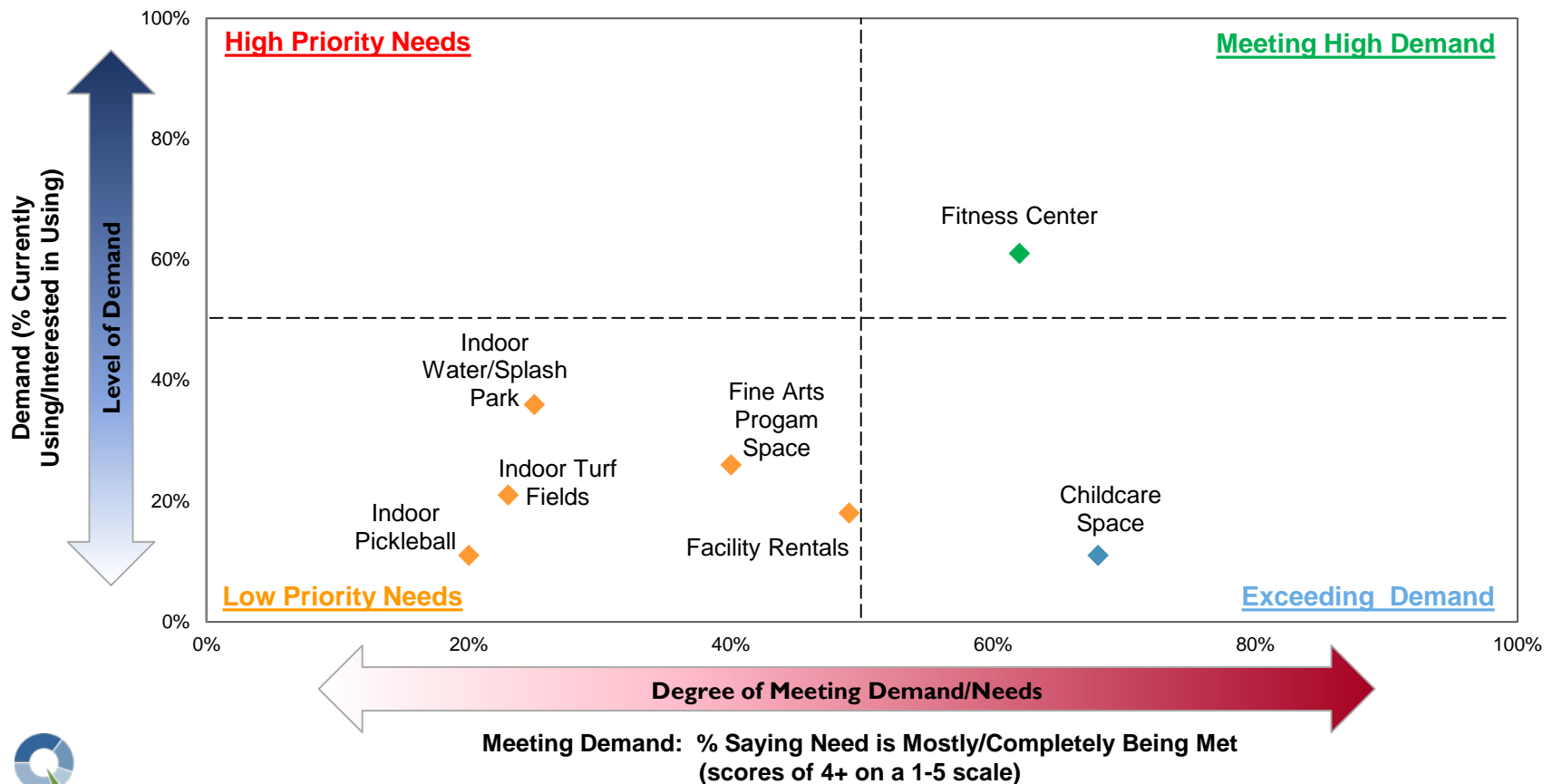
- Respondents who report use or interest in each type of facility were also asked how well needs are currently being met.
  - Using a 1-5 scale, a score of “4” means their needs are mostly met, and a “5” means they are completely met.
- The results are reported on the following pages using a scatter plot that shows both:
  - The overall demand for each facility (vertical axis) based on the % of respondents who indicate usage or interest;
  - And the % who report that this “need” is currently being met (horizontal axis) using the 1-5 scale.
- In the example below, facilities A and C in the upper right quadrant are in high demand and sufficient supply, whereas facilities E and G in the upper left represents opportunity (high demand that is not currently being met).
  - Facilities to the bottom (B, D, and F) are in lower demand.

**Level of Demand**  
(% Currently Using/Interested  
In Using)



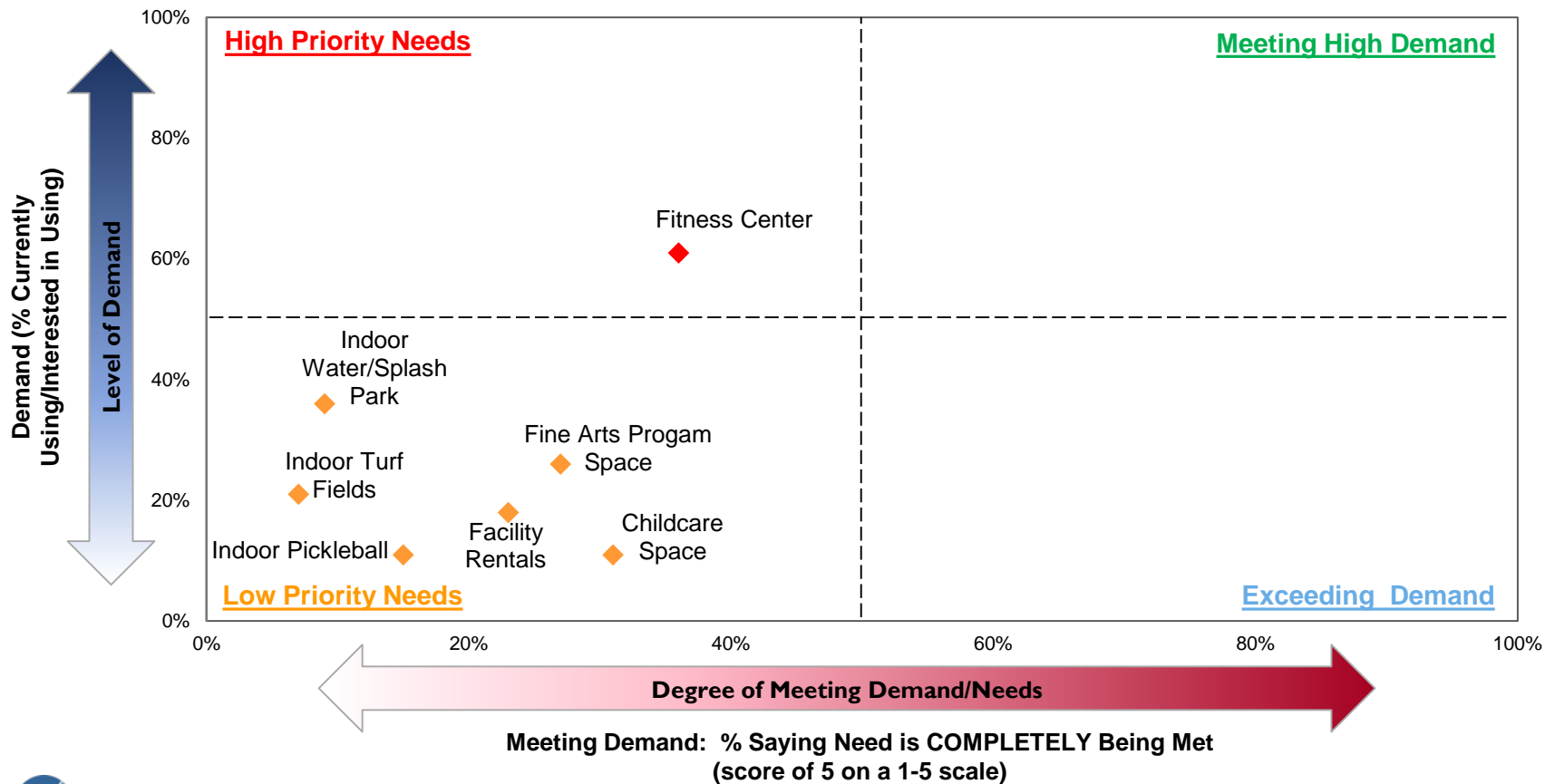
## This analysis shows no serious “gaps” in terms of indoor recreational facilities.

- Most of those interested in a fitness center (the top indoor need) feel this need is already being mostly or completely met. Likewise, the relatively few who express a need for childcare space feel very well-served.
- Among the lower priority options, an indoor water/splash park represents a potential unmet need. Note that the remaining features are based on relatively few who express a need or interest in each.



**Focusing on those who feel these needs are being met completely, only indoor fitness represents a possible gap.**

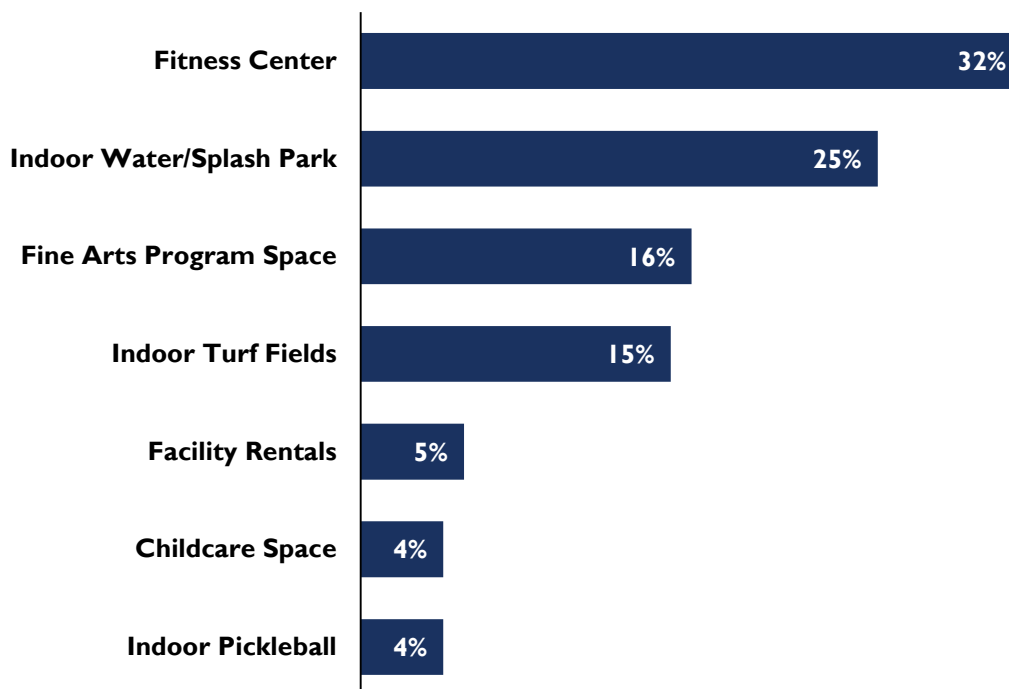
- Among lower priority needs, indoor water/splash parks and indoor turf fields are clearly not “completely” meeting interest or demand.



## When asked which one indoor facility represents a top priority for the Mt. Prospect Park District, no single option emerges.

- Nearly a third feel that indoor fitness remains the top priority for the District to provide/expand/improve, followed closely by an indoor water park/splash park.
- Roughly one in seven feel indoor space for fine arts programming or indoor turf fields rank as the top priority.

### Top Priority: Most Important Indoor Facility/Amenity For Mt. Prospect Park District To Provide/Expand/Improve



## Clearly older and long-term residents are most focused on indoor fitness as the top facility need for the Park District.

- Conversely, women, and those with children are most interested in an indoor water park/splash park.
- Turf fields tend to be mentioned by younger men and likewise households with children. Interest in fine arts programming space is evenly spread across all ages (no differences).

### Differences by Subgroups: Top Indoor Priority

	Overall	Most Likely to Express Interest/Need/Use
<b>Fitness Center</b>	<b>32%</b>	<ul style="list-style-type: none"> <li>- Ages 55-64 (64%), 65+ (45%)</li> <li>- Lived in area 10-19 yrs. (36%), 30+ yrs. (52%)</li> <li>- No children in HH (52%)</li> </ul>
<b>Indoor Water/Splash Park</b>	<b>25%</b>	<ul style="list-style-type: none"> <li>- Women (32%, vs. 17% of men)</li> <li>- Ages 35-44 (42%)</li> <li>- Lived in area &lt;10 yrs. (41%)</li> <li>- Children in HH (37%, vs. 14% of those without children)</li> </ul>
<b>Fine Arts Program Space</b>	<b>16%</b>	<no meaningful differences>
<b>Indoor Turf Fields</b>	<b>15%</b>	<ul style="list-style-type: none"> <li>- Men (25%, vs. 7% of women)</li> <li>- Under age 35 (28%), 35-44 (22%)</li> <li>- Lived in area 10-19 yrs. (23%)</li> <li>- Children in HH (24%, vs. 6% of those without children)</li> </ul>
<b>Facility Rentals</b>	<b>5%</b>	<no meaningful differences>
<b>Childcare Space</b>	<b>4%</b>	<no meaningful differences>
<b>Indoor Pickleball</b>	<b>4%</b>	<no meaningful differences>

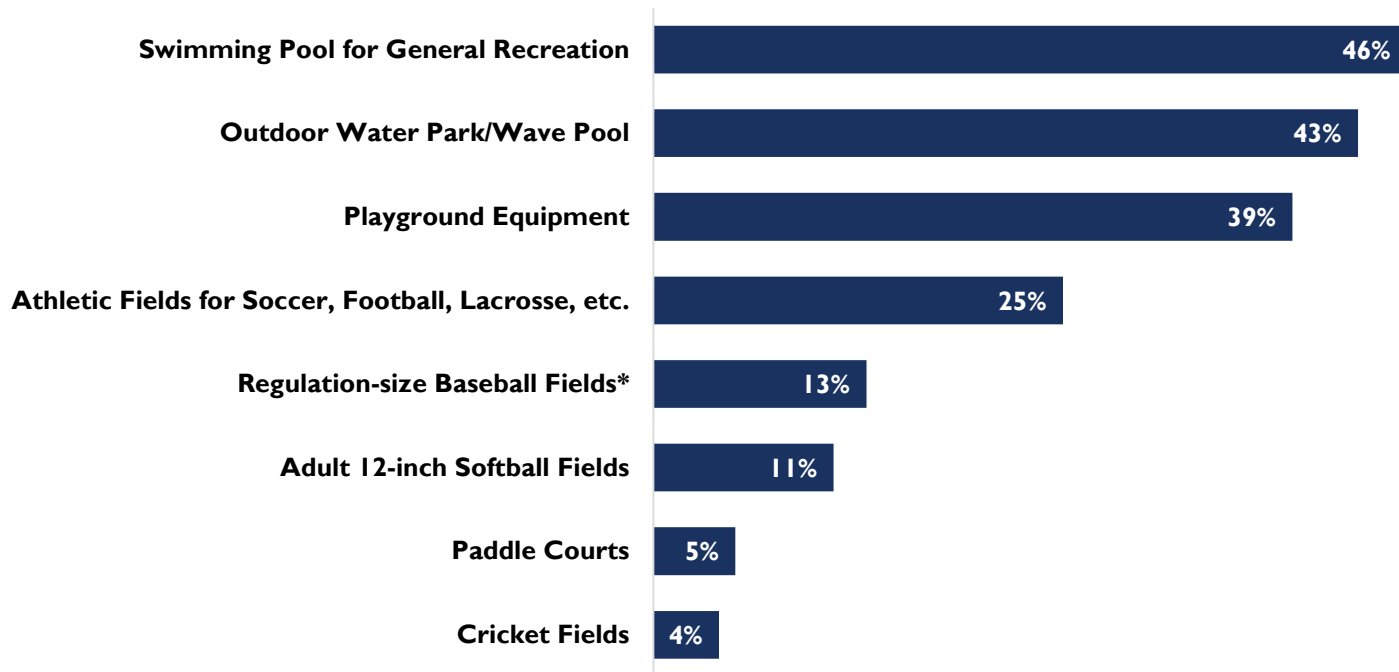
## IV. Levels of Interest and Unmet Needs Among Outdoor Recreational Facilities



## Nearly half of District residents express a need or interest in outdoor water, either an open pool or a water park/wave pool.

- Over a third also use or need playground equipment, and one in four are interested in sports/athletic fields.
- Regulation fields for adult baseball and softball (12-inch) are of interest to roughly one in nine households.
  - No more than five percent express a need or interest in paddle courts or cricket fields.

**Outdoor Facilities of Interest/Need Among Residents (% “Yes”)**



Q16. Which of the following outdoor facilities do you or your household have a need or interest in?

\* (...for high schoolers and adults)

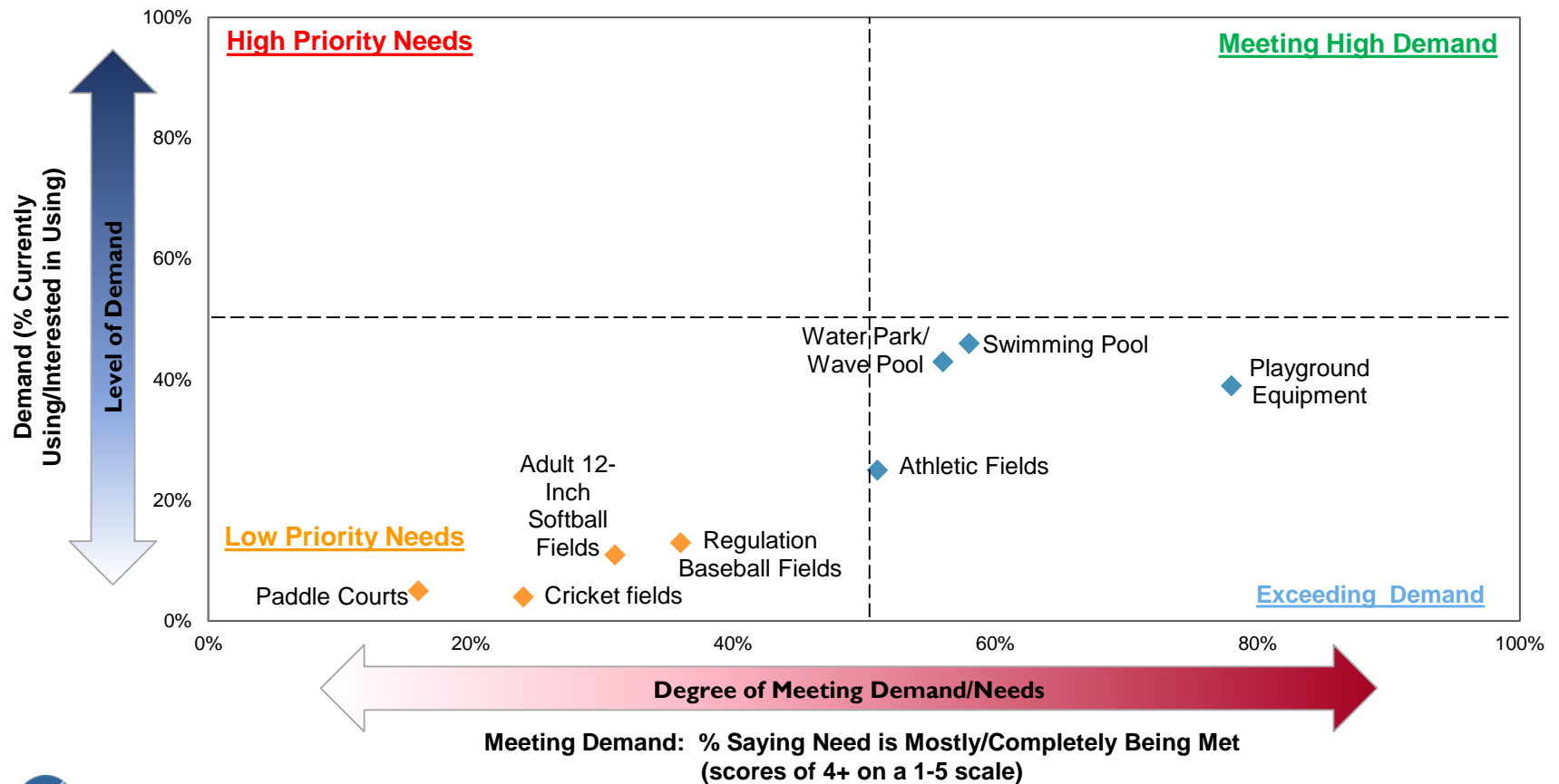
## Significant Differences: Interest/Need/Use of Outdoor Facilities

- In general, younger adults (under age 45) and those with children are most interested in outdoor water, playgrounds, and sports fields. Slightly older residents (ages 45-54) tend to be interested in regulation-size baseball fields.
- While the number of cases are small, Asian-Americans (especially men) tend to be more interested than average in cricket fields, and Hispanics tend to express interest in sports fields in general.

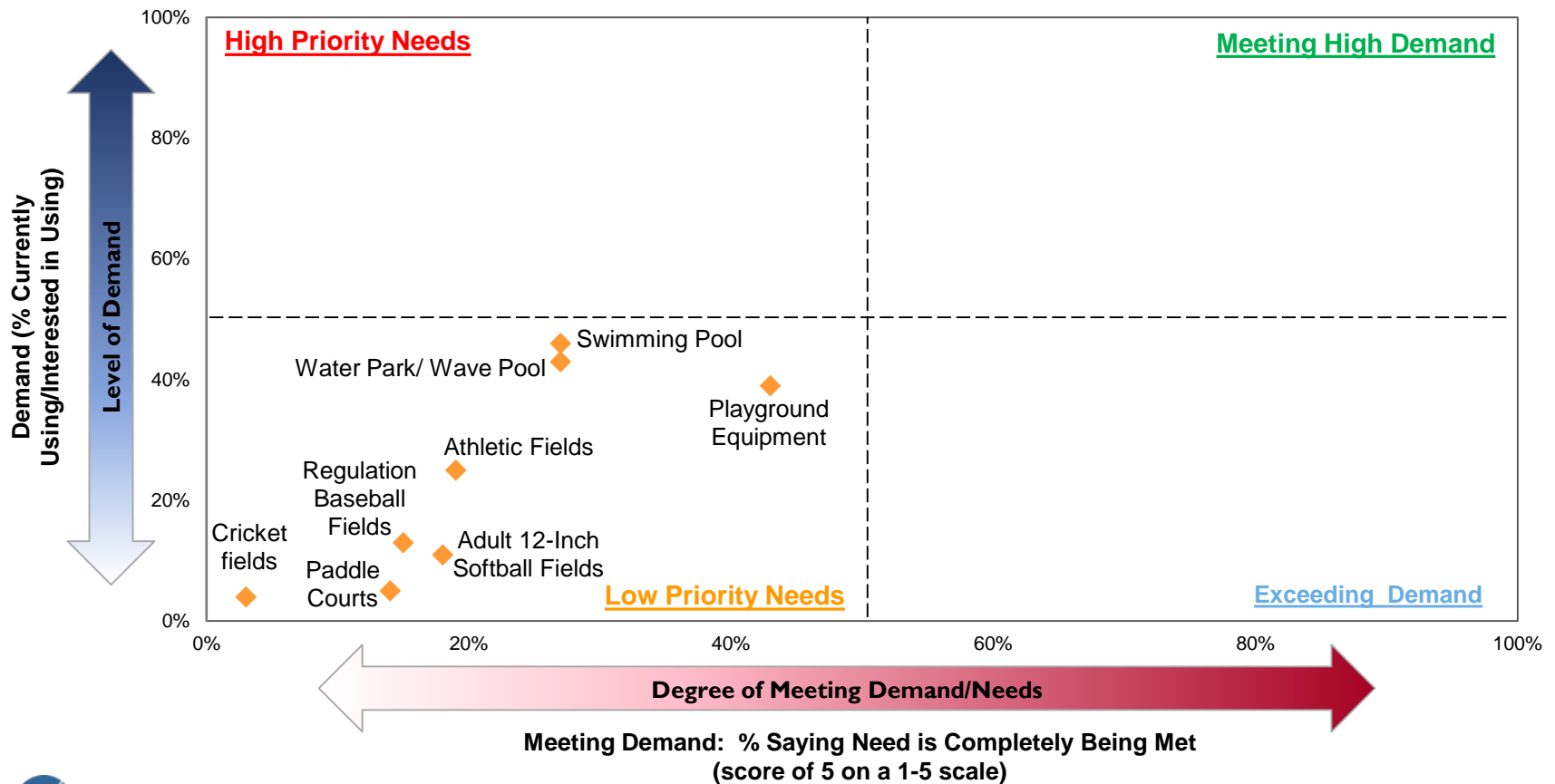
	Overall	Most Likely to Express Interest/Need/Use
<b>Swimming Pool for General Recreation</b>	<b>46%</b>	<ul style="list-style-type: none"> <li>- Under age 35 (55%), 35-44 (72%); Lived in area &lt;10 yrs. (61%), 10-19 yrs. (54%)</li> <li>- Children in HH (69%, vs. 33% of those without children)</li> <li>- Northwest region (53%)</li> </ul>
<b>Outdoor Water Park/Wave Pool</b>	<b>43%</b>	<ul style="list-style-type: none"> <li>- Under age 35 (53%), 35-44 (77%)</li> <li>- Lived in area &lt;10 yrs. (56%), 10-19 yrs. (59%)</li> <li>- Children in HH (76%, vs. 25% of those without children)</li> </ul>
<b>Playground Equipment</b>	<b>39%</b>	<ul style="list-style-type: none"> <li>- Under age 35 (56%), 35-44 (79%); Lived in area &lt;10 yrs. (63%)</li> <li>- Hispanic residents (70%)*</li> <li>- Children in HH (66%, vs. 24% of those without children)</li> </ul>
<b>Athletic Fields for Soccer, Football, Lacrosse, etc.</b>	<b>25%</b>	<ul style="list-style-type: none"> <li>- Under age 35 (37%), 35-44 (43%), 45-54 (31%)</li> <li>- Hispanic residents (59%)*</li> <li>- Lived in area &lt;10 yrs. (37%), 10-19 yrs. (42%)</li> <li>- Children in HH (51%, vs. 11% of those without children)</li> </ul>
<b>Regulation-size Baseball Fields for High Schoolers and Adults</b>	<b>13%</b>	<ul style="list-style-type: none"> <li>- Ages 45-54 (23%); Lived in area 10-19 yrs. (25%)</li> <li>- Children in HH (22%, vs. 8% of those without children)</li> </ul>
<b>Adult 12-inch Softball Fields</b>	<b>11%</b>	<ul style="list-style-type: none"> <li>- Children in HH (18%, vs. 7% of those without children)</li> </ul>
<b>Paddle Courts</b>	<b>5%</b>	<no meaningful differences>
<b>Cricket Fields</b>	<b>4%</b>	<ul style="list-style-type: none"> <li>- Ages 45-54 (13%); Lived in area 10-29 yrs. (7%)</li> <li>- Asian-Americans (39%)*</li> <li>- Men (6% vs. 2% of women)</li> </ul>

**None of the outdoor facilities tested represent high priority unmet needs. In fact, many (pools, playgrounds, sports fields) are readily available.**

- Among the low priority needs, each option (baseball and softball fields, cricket fields, paddle courts) are of interest to no more than 13% of residents overall.



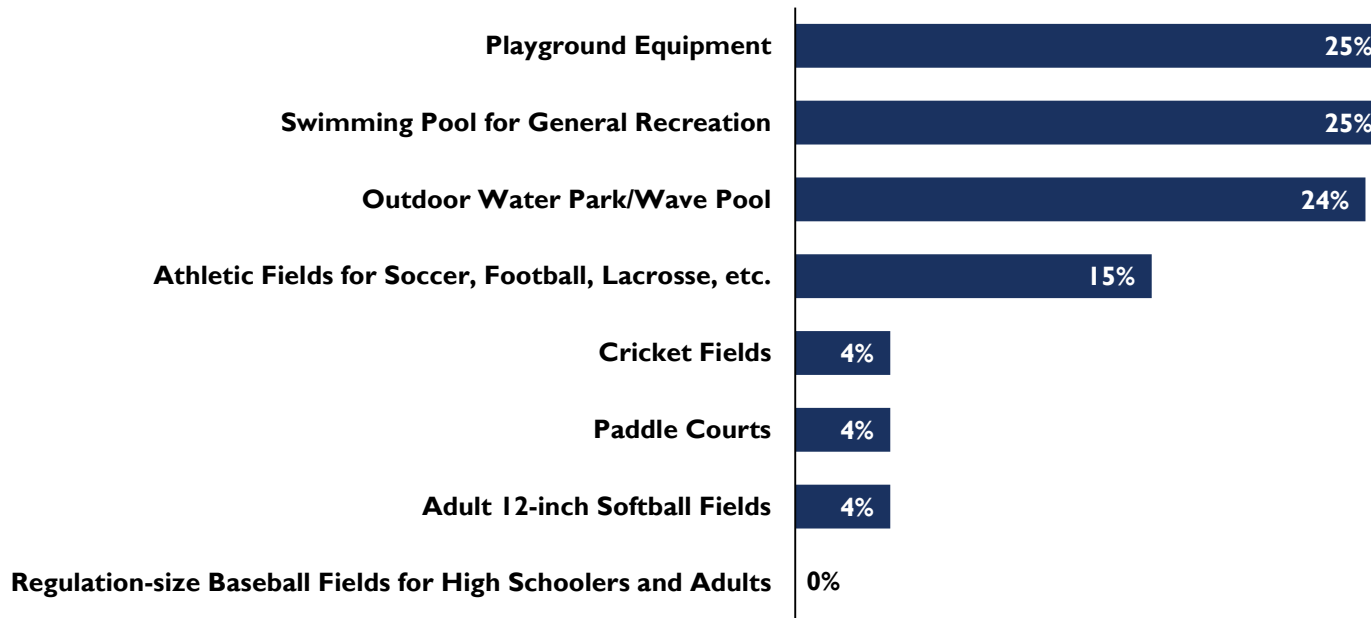
Even when looking at which needs are completely being met or not, none of these outdoor facilities represent high priorities.



## No single outdoor facility option registers as a clear choice in terms of priorities for the Mt. Prospect Park District.

- One in four residents indicate that playgrounds and outdoor water facilities (general recreation pool and an outdoor water park/wave pool) are each considered most important.
- Sports/athletic fields rank a distant fourth. The remaining features are most important to fewer than 5% of residents overall.

### Top Priority: Most Important Outdoor Facility/Amenity For Mt. Prospect Park District To Provide/Expand/Improve



## Significant Differences: Top Outdoor Facility Priority

- Playground equipment is important to both younger adults and the oldest residents.
- Note that women and those without children tend to place higher priority on an open pool for general recreation. A water park/wave pool as equal appeal among all subgroups.

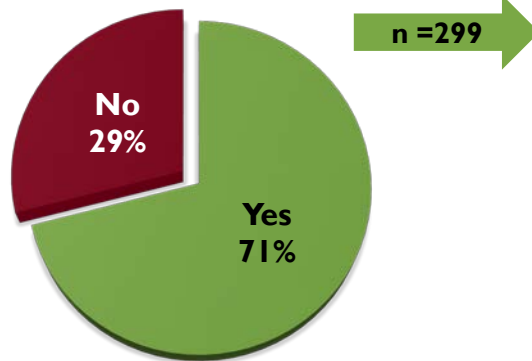
	Overall	Most Likely to Express Interest/Need/Use
<b>Playground Equipment</b>	<b>25%</b>	<ul style="list-style-type: none"> <li>- Under age 35 (29%), 35-44 (38%), 65+ (30%)</li> <li>- NW Region (36%)</li> </ul>
<b>Swimming Pool for General Recreation</b>	<b>25%</b>	<ul style="list-style-type: none"> <li>- Women (32% vs. 15% of men)</li> <li>- No children (34%, vs. 18% of households with children)</li> </ul>
<b>Outdoor Water Park/Wave Pool</b>	<b>24%</b>	<no meaningful differences>
<b>Athletic Fields for Soccer/Football/Lacrosse</b>	<b>15%</b>	<ul style="list-style-type: none"> <li>- Men (22%, vs. 9% of women)</li> <li>- Under age 35 (23%), 45-64 (22%)</li> <li>- Lived in area &lt;10 yrs. (17%), 10-19 yrs. (20%)</li> </ul>
<b>Cricket Fields</b>	<b>4%</b>	<ul style="list-style-type: none"> <li>- Ages 45-54 (17%)</li> <li>- Asian Americans (40%)*</li> <li>- Lived in area 10-19 yrs. (11%)</li> </ul>
<b>Paddle Courts</b>	<b>4%</b>	<no meaningful differences>
<b>Adult 12-inch Softball Fields</b>	<b>4%</b>	<ul style="list-style-type: none"> <li>- Under age 35 (13%)</li> </ul>
<b>Regulation-size Baseball Fields</b>	<b>0%</b>	

## V. Mt. Prospect Park District Program/ Event Participation

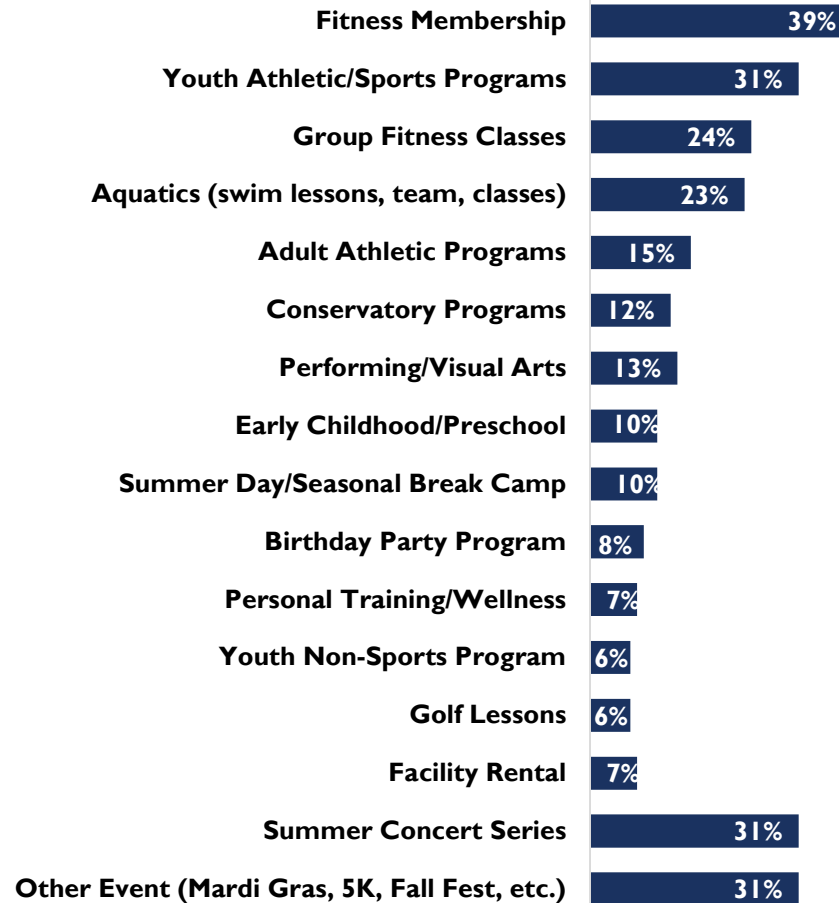
## Most residents report taking part in a Mt. Prospect Park District program or event in the past year.

- Most often these include a fitness membership, attending a summer concert (or other Park District event), and youth sports programs.

Any household member participated in Mt. Prospect Park District program/event in past year?



### Top Responses: Recent Program/ Event Participation



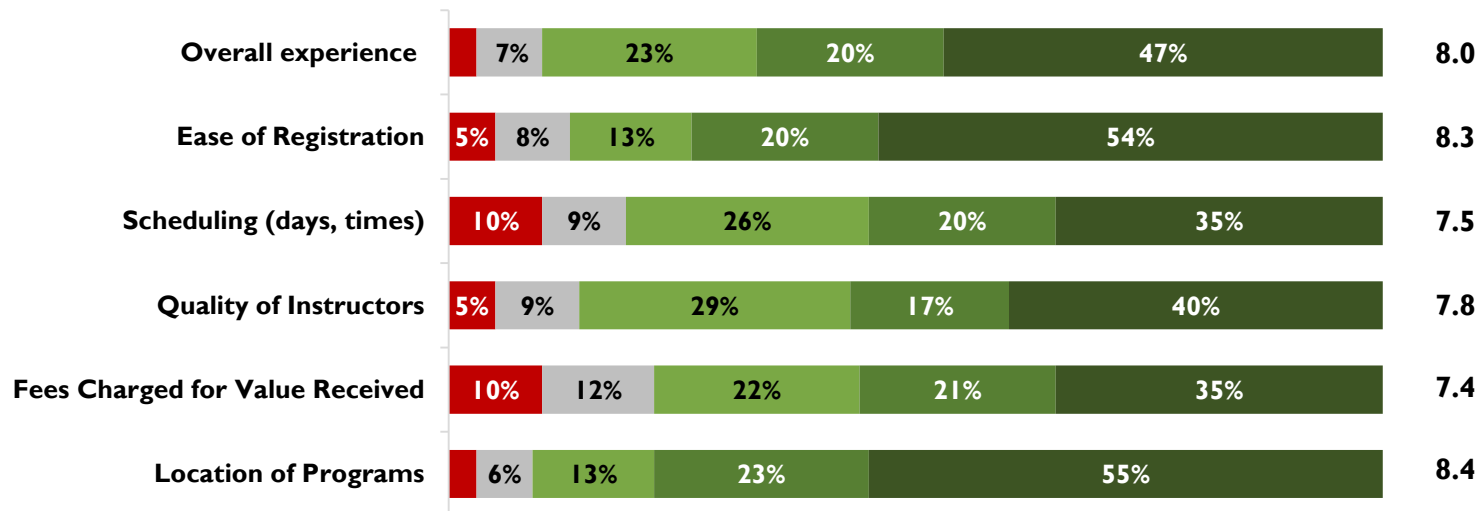


## Again, the Park District gets very strong satisfaction scores among recent program and event participants.

- This is especially true for the location of these programs, the ease of registration, and the overall quality of instructors.
- While the overall satisfaction ratings for the scheduling and value of these programs (relative to fees) are likewise very positive, one in ten recent participants are dissatisfied with these attributes.

### Satisfaction with Mt. Prospect Park District Programs and Events (n=283 recent users/visitors who responded)

**Avg. (mean)  
0-10 Rating**

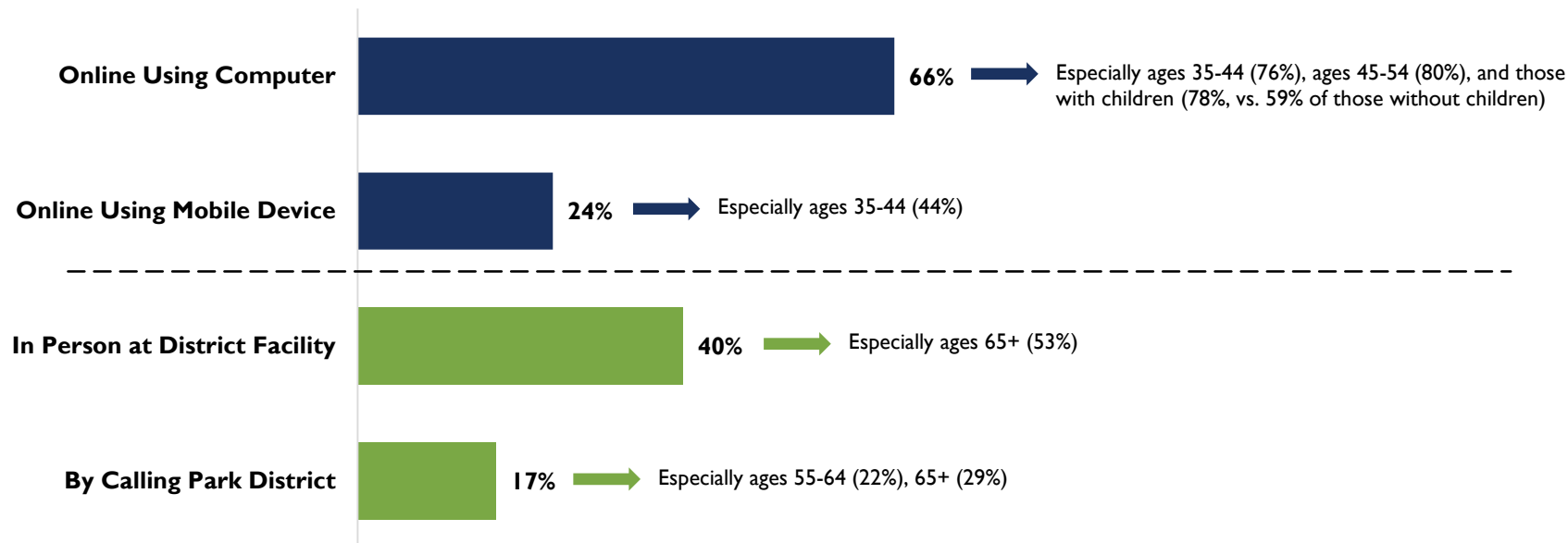


■ % Dissatisfied (0-4)   ■ % Neutral (5)   ■ % Slightly Satisfied (6-7)   ■ % Very Satisfied (8)   ■ % Completely Satisfied (9-10)

## When registering for a Park District program, most do so online using a computer (66%), with 24% also registering via a mobile device.

- At least three-quarters of adults ages 35-54 register online.
- By comparison, 40% of program attendees prefer to register in person, including a slight majority of the oldest residents (53%).
  - Similarly, older participants tend to sign up over the phone more than average.

### Preferred Method(s) of Registering for Park District Programs (multiple responses)



Q23. Which way(s) do you prefer to register for programs?

## Overall, 11% (n=47) of survey respondents report sources of dissatisfaction with Park District programs or events.

➤ Most often, these concerned:

### Scheduling/Inconvenient Hours (n=19 responses)

- Youth sports/programming schedules (n=5)
- Fitness classes (n=3)
- Golf hours (n=2)

### Poorly Managed/Disorganized (n=4):

- Kids Klub (n=2)
- Youth swim (n=1)
- Golf (n=1)

### Cost/Fees Too High (n=11)

- Fitness (n=8)
- Golf (n=2)

### Bad Location (n=3)

- Sports/Fitness (n=2)
- Youth swim (n=1)

### Inexperienced/Impolite Instructors (n=8)

- Youth sports/programs (n=6)
- Youth swim lessons (n=2)
- Fitness instructors (n=2)

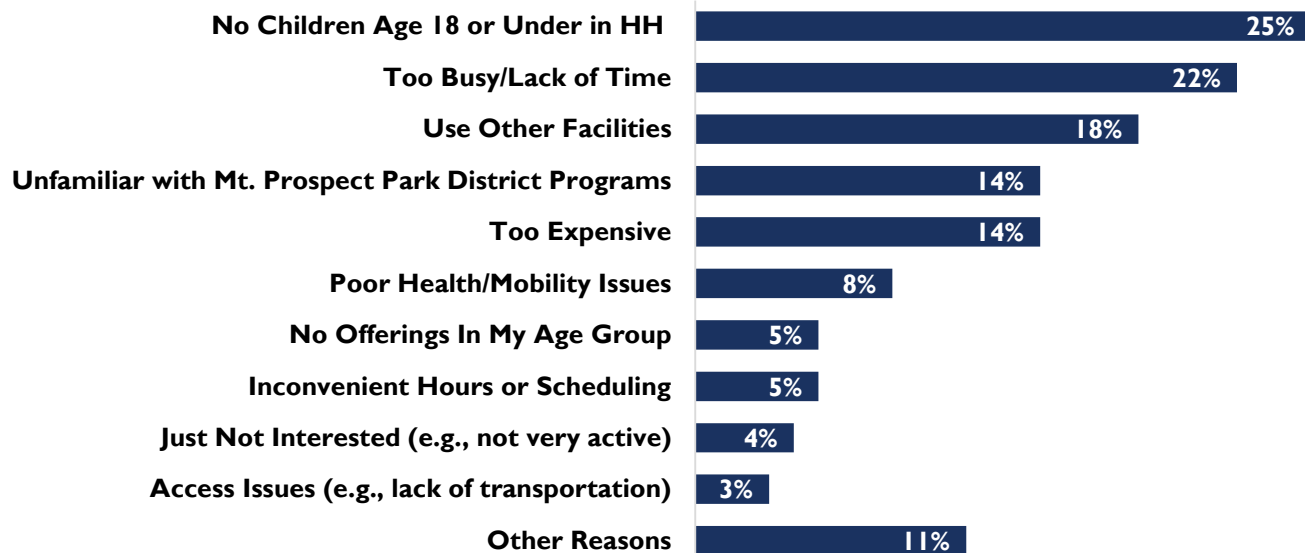
### General Poor Quality (n=3)

- Youth programs (n=2)
- Senior programs (n=1)

## Non-attendees to Park District programs and events most often attribute this to not having (or no longer having) children in the household.

- This suggests that these non-participants feel the Park District is primarily geared toward children or young families, and therefore does not offer much for older adults and/or empty-nesters.
- Nearly as many (22%) simply lack the time to participate (22%), while one in five go to other facilities (18%).
- Most of the remaining responses cite a lack of awareness of these programs and opportunities, or feel they are cost prohibitive (14% each).

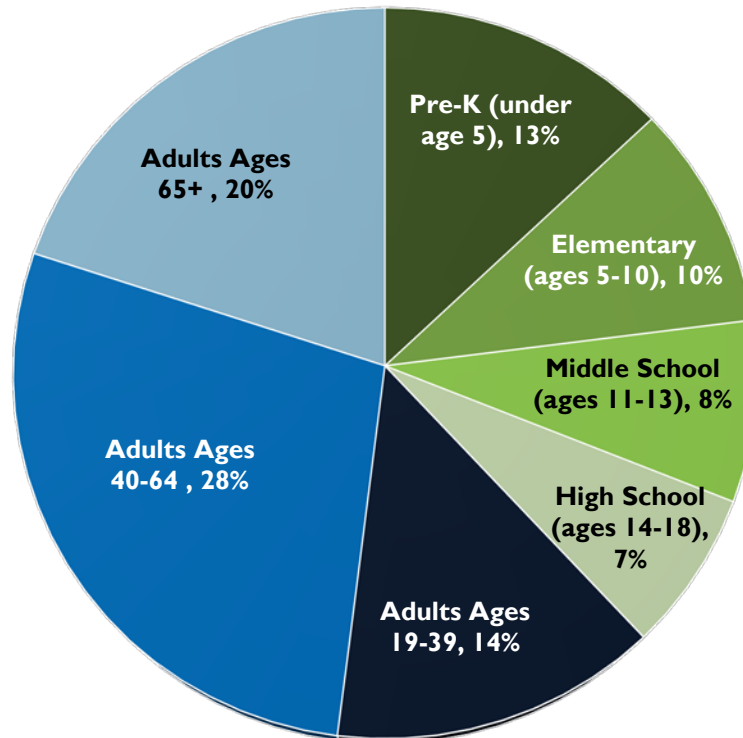
### Top Reasons: Not Participating in Park District Programs/Events in Past Year (multiple open-ended responses, n=131 cases)



**Similarly, residents feel that more adult programming is needed over more youth programming, by nearly 2:1 (62% vs. 38%, respectively).**

- This is especially true for programming that targets adults ages 40-64.

**Biggest Programming Need/"Gap" By Age Segment**



Q24. Thinking about your household, which represents the age group with the biggest need for programming?

## Across the youth age groups cited for programming needs, both sports and arts-and-crafts activities are often mentioned for younger children.

- Residents had an easier time identifying possible activities for pre-K and elementary children. There was less consensus among those offering ideas for middle school and high school programming.

Age Group Programming Needs	Most Frequent Suggestions (unweighted n of cases)
<b>Pre-K (under age 15): 13% Overall</b>	<ul style="list-style-type: none"> <li>• Music/Music lessons (n=7)</li> <li>• Activities in general for infants/preschoolers (n=4)</li> <li>• General athletics/sports (n=4)</li> <li>• General arts/crafts (n=4)</li> <li>• Swim classes/activities (n=3)</li> <li>• Better scheduling/times (n=4)</li> <li>• Childcare (n=3)</li> <li>• Soccer (n=3)</li> </ul>
<b>Elementary (ages 5-10): 10% Overall</b>	<ul style="list-style-type: none"> <li>▪ General arts/crafts (n=4)</li> <li>▪ Dance (n=3)</li> <li>▪ Basketball (n=3)</li> <li>▪ Gymnastics (n=3)</li> <li>▪ Soccer (n=3)</li> <li>▪ STEM programs (n=3)</li> </ul>
<b>Middle School (ages 11-13): 8% Overall</b>	<ul style="list-style-type: none"> <li>▪ General athletics/sports (n=3)</li> <li>▪ General group events (n=3)</li> </ul>
<b>High School (ages 14-18): 7% Overall</b>	<ul style="list-style-type: none"> <li>▪ Tennis, group events, day camps (n=2 cases each)</li> <li>▪ All other suggestions come from n=1 respondent each</li> </ul>

## Expanded fitness programs (including yoga, Pilates, Zumba) are clearly the top choices for suggested adult activities.

- As one's age increases, hiking and walking become more important as well. Residents offer a wide range of suggestions for active and older adults.

Age Group Programming Needs	Most Frequent Suggestions (unweighted n of cases)
<b>Young Adults Ages 19-39</b> <b>14% Overall</b>	<ul style="list-style-type: none"> <li>• Fitness programs (n=5)</li> <li>• General athletics/sports (n=3)</li> <li>• Better scheduling/times, general arts/crafts (n=2 each)</li> </ul>
<b>Adults Ages 40-64:</b> <b>28% Overall</b>	<ul style="list-style-type: none"> <li>▪ Fitness programs (n=19)</li> <li>▪ Yoga/Pilates/Zumba (n=10)</li> <li>▪ Better scheduling/times (n=8)</li> <li>▪ Walking programs/free track (n=6)</li> <li>▪ General arts/crafts (n=5)</li> <li>▪ Better pricing (n=5)</li> <li>▪ Outdoor activities/hiking/biking (n=4)</li> <li>▪ Cooking classes (n=4)</li> <li>▪ Enrichment (CPR, how-to, obedience training, computers – n=4)</li> <li>▪ General athletics/sports; Martial arts/Tai Chi; Nutrition/wellness; Dance; Group events; More variety of classes (n=3 each)</li> </ul>
<b>Adults Ages 65+:</b> <b>20% Overall</b>	<ul style="list-style-type: none"> <li>▪ Fitness programs (n=25)</li> <li>▪ Yoga/Pilates/Zumba (n=9)</li> <li>▪ Trips (n=9)</li> <li>▪ Walking programs/free track (n=7)</li> <li>▪ Swim/Water programs (n=7)</li> <li>▪ Pickleball (n=5)</li> <li>▪ General arts/crafts (n=5)</li> <li>▪ Group events (n=4)</li> <li>▪ Better scheduling/times (n=3)</li> </ul>

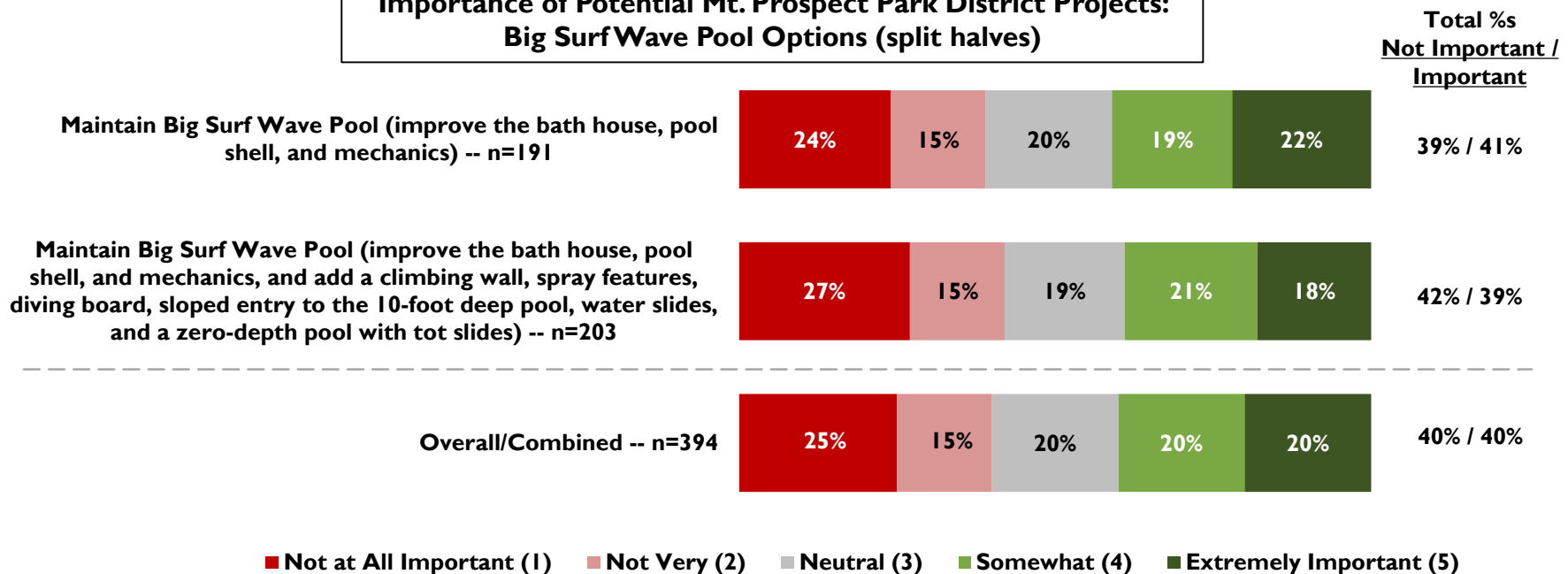
## VI. Importance of Potential Park District Capital Improvements



## Residents are divided on the need to improve Big Surf Wave Pool, regardless of whether improvements are basic upkeep vs. adding features.

- Approximately half of the survey respondents gauged the importance of basic improvements to this facility (bath house, pool shell, and mechanics). The remaining respondents rated the importance of these improvements along with added features at the facility (see description below).
- Regardless of which option was tested, roughly two in five feel the improvements are important, with another two in five saying the are not. The rest (approximately 20% overall) are neutral (no opinion either way). Note that the proportion who say these improvements are “not at all important” outnumber those who say they are “extremely important”.

### Importance of Potential Mt. Prospect Park District Projects: Big Surf Wave Pool Options (split halves)



## Opinions on the importance of improving Big SurfWave Pool split sharply by age, presence of children, and usage/non-usage of this facility.

- The younger one is and the more likely they are to have children (and therefore use Big Surf), the bigger the need to improve Big SurfWave Pool.
  - In fact, two-thirds of recent users report that improving Big Surf (either basic improvements or with added features) is at least somewhat important. No more than 12% of recent users feel either option is not very/not at all important.
  - However, among non-users, roughly half (48%+) feel either option is not a priority. Only 30% to 35% recognize the importance of upgrading Big Surf.

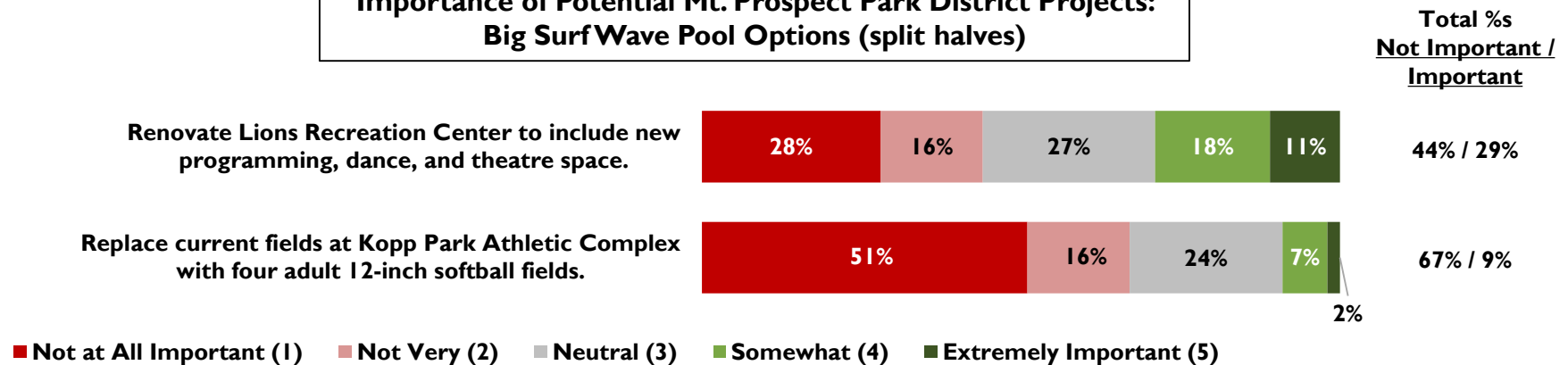
### Significant Differences: Importance of Big SurfWave Pool Improvement Options

	Avg. Importance Score Overall (1-5 scale)	Least Important (lower ratings)	Most Important (higher ratings)
<b>Basic Improvements (bath house, shell, mechanics)</b>	<b>3.0</b>	<ul style="list-style-type: none"> <li>- Ages 65+ (2.6)</li> <li>- No children in HH (2.5)</li> <li>- Non-user of Big Surf (2.7)</li> </ul>	<ul style="list-style-type: none"> <li>- Under age 35 (3.5)</li> <li>- Children in HH (3.8)</li> <li>- Recent Big Surf user (4.1)</li> </ul>
<b>Basic Improvements Plus New Features (climbing wall, spray features, diving board, sloped entry to 10-foot deep pool, water slides, zero-depth pool with tot slides)</b>	<b>2.9</b>	<ul style="list-style-type: none"> <li>- Men (2.6)</li> <li>- Ages 65+ (2.3)</li> <li>- Lived in area 20-29 yrs. (2.1), 30+ yrs. (2.3)</li> <li>- Southwest region (2.6)</li> <li>- Non-user of Big Surf (2.6)</li> </ul>	<ul style="list-style-type: none"> <li>- Women (3.2)</li> <li>- Under age 45 (3.5)</li> <li>- Lived in area &lt; 10 yrs. (3.6), 10-19 yrs. (3.4)</li> <li>- Northeast region (3.4)</li> <li>- Recent Big Surf user (3.9)</li> </ul>

## The remaining potential improvements tested are considered far less important overall.

- Just over a quarter of respondents (29%) feel that renovating Lions Recreation Center with new program and performance space is a priority.
  - The strongest levels of support come from adults ages 35-44 (38% very/somewhat important). Note that there are no meaningful differences between households with our without children.
- Even fewer adults (9% overall) feel that transforming Kopp Park Athletic Complex with adult 12-inch softball fields is important. In fact no more than 18% of any subgroup (ages 45-54) indicate that this is very/somewhat important.
  - Keep in mind that in an earlier question, only 11% of all respondents expressed a need or interest in adult 12-inch softball facilities in general.

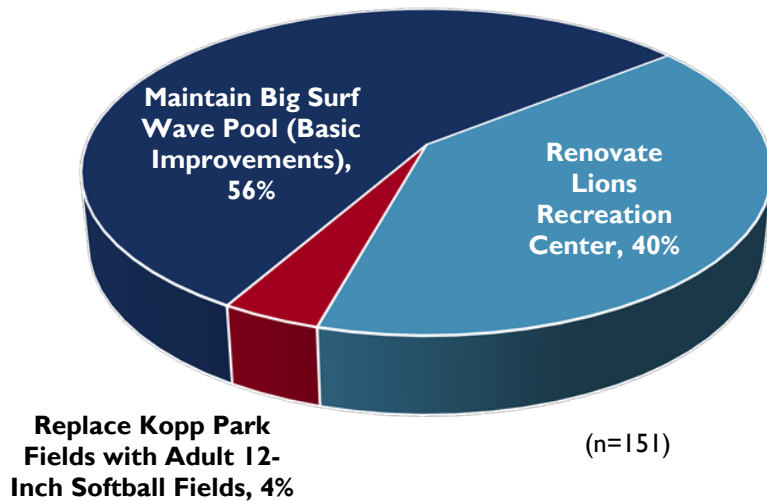
### Importance of Potential Mt. Prospect Park District Projects: Big Surf Wave Pool Options (split halves)



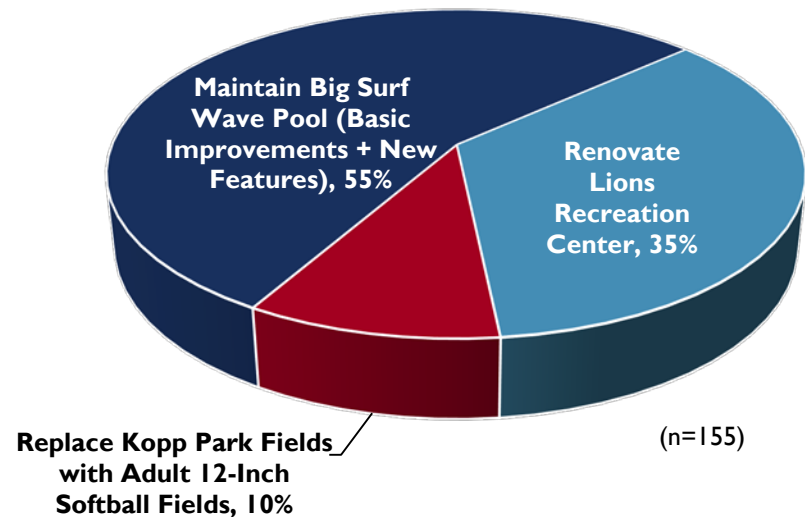
## Regardless of which Big Surf Wave Pool option was tested, most residents feel improving this facility is a higher priority over the others.

- Consistently, younger adults under age 55 tended to express strongest support for improvements at Big Surf Wave pool (across both options).
- Long-term residents (30+ years in the area) tend to place a renovated Lions Recreation facility as the top priority.
- Note that overall, 306 of the 423 respondents answered this question. The remaining 117 respondents (28% overall) left it blank (some of whom may have done so because they feel that none of these options are a priority for the District).

**Top Priority For Mt. Prospect Park District  
(With Basic Maintenance Option for Big Surf)**



**Top Priority For Mt. Prospect Park District  
(With Basic Maintenance Plus New Feature Option for Big Surf)**

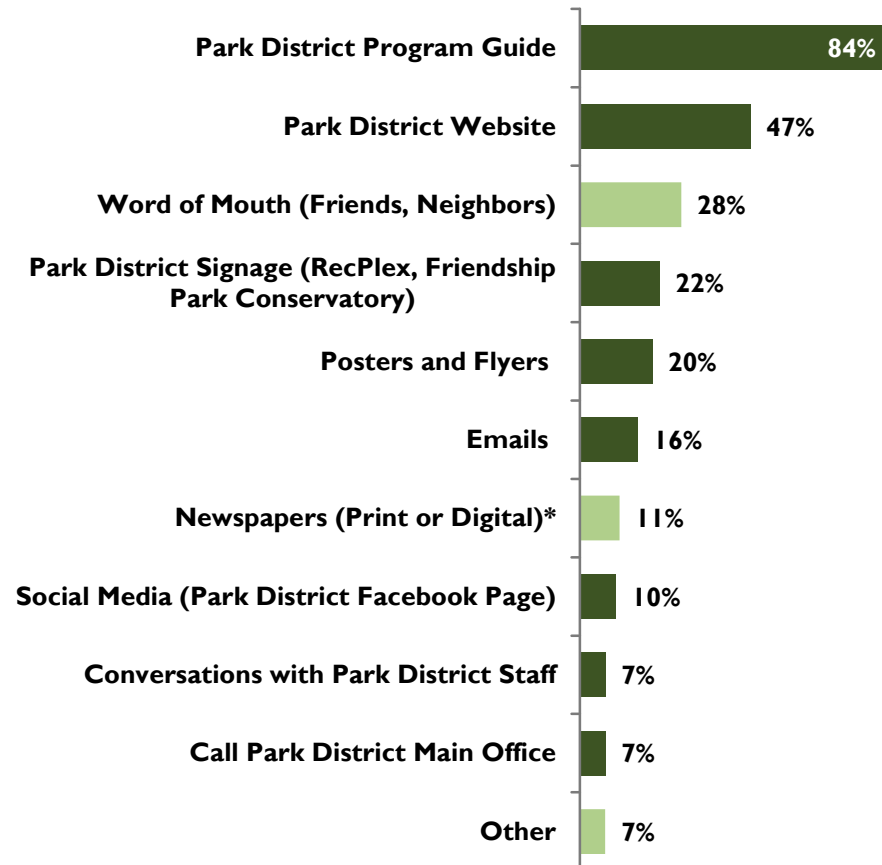


## VII. Mt. Prospect Park District Communications

## Park District residents rely mostly on the program guide, with about half overall also citing the District website as a source for information.

- Note that word of mouth from neighbors and friends ranks third as a source about Mt. Prospect program and facility information.
- One in five report seeing information on signage at District facilities, as well as from flyers and notices posted (most likely at similar facilities).
- Only one in ten rely on social media for Park District information.

### Most Used Current Sources for Park District Information (n=321)



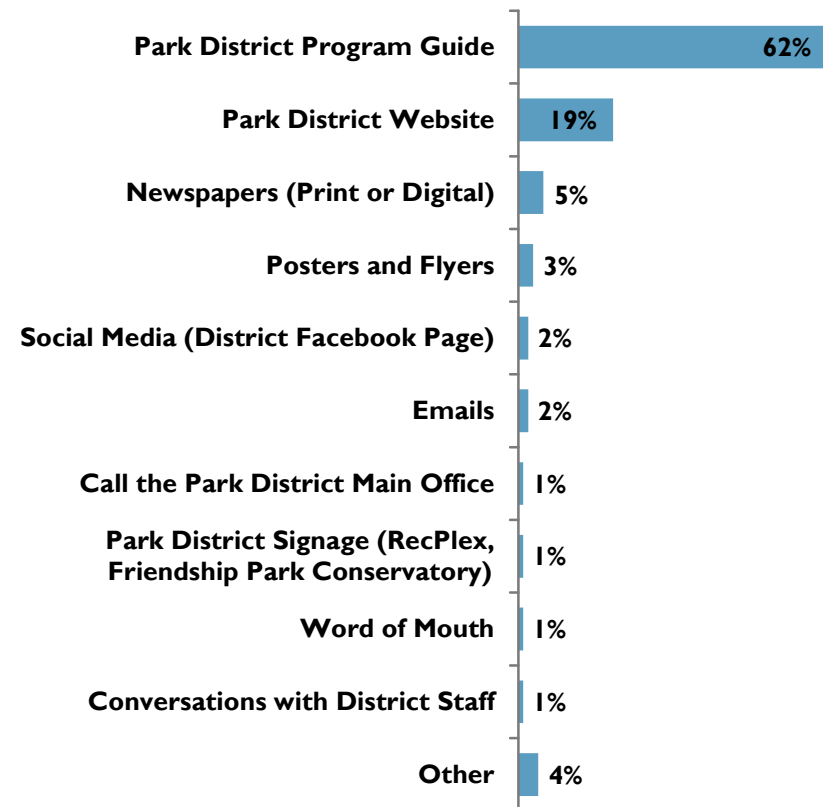
\* Primarily the Daily Herald (n=19), followed by the Mt. Prospect Journal (n=2) or the Des Plaines Journal (n=1)

Q28. From what sources do you get information about the Mt. Prospect Park District and its programs, parks, facilities, or services?

## When asked to identify their preferred channel for information about the Park District, the program guide again emerges as the clear top choice.

- At least half of all subgroups (50%+) cite the guide as their preferred source. Those most likely to do so are:
  - Women (67%, vs. 53% of men)
  - Older adults (74% of those ages 65+)
  - Households without children (68%, vs. 50% of those with children).
- Roughly one in five respondents said the Park District website is their go-to source for information, especially:
  - Adults ages 35-44 (33%) and 45-54 (26%);
  - Households with children (28%, vs. 14% of those with no children under age 18).
- The remaining channels tested each garnered only 5% or less of responses.

### Preferred Sources for Mt. Prospect Park District Information



Q29. What is your preferred source of information about the Mt. Prospect Park District?

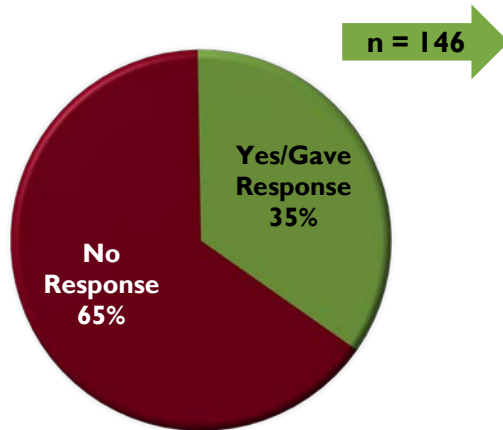
## VIII. Final Comments/Suggestions



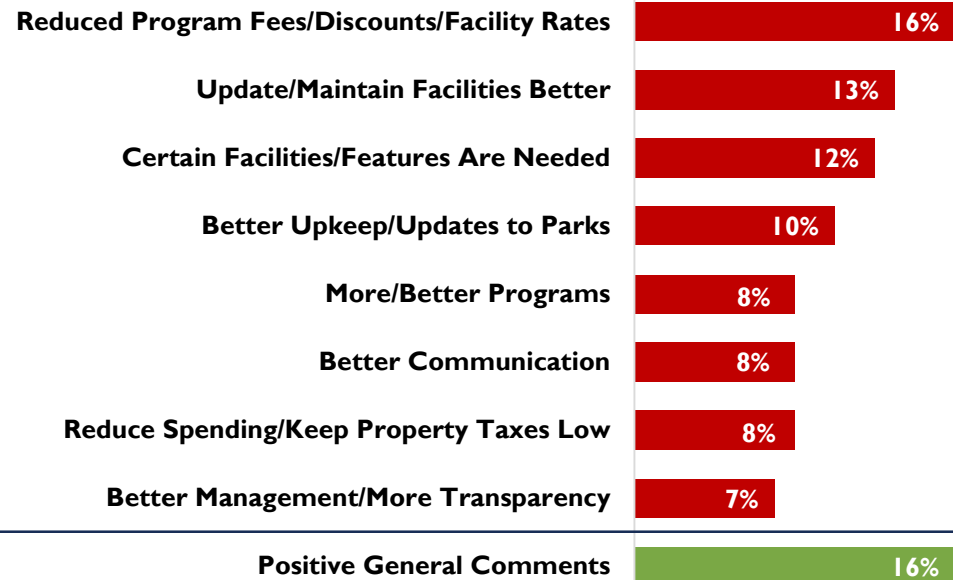
## At the conclusion of the survey, roughly one in three respondents offered final comments and feedback.

- Of these, 16% reinforced earlier positive comments regarding their appreciation for the Park District and what it offers.
- As many (16%) want to see lower costs and/or discounts on programming and membership fees (including 31% of those ages 55-64). The rest tend to focus on:
  - Better facility upkeep and maintenance (13%, including 28% of those in the area 10-19 yrs.);
  - Adding specific features/amenities (12%, e.g., ice rinks, splash pads, cricket fields, basketball courts, etc.);
  - Better maintenance of parks (10%, especially ages 35-44 at 21%).

### Have Additional Comments/Feedback?



### Most Frequent Comments/Suggestions (multiple open-ended responses)



## Sample Verbatims

### **Lower Fees/More Discounts (16%):**

*"Make the passport classes not expire since they are so expensive."*

*"Did I mention cheaper swimming and roller skating?"*

*"Again, eliminate the purchase of resident pass at Golf Course. Lower green fees for residents."*

*"Offer a better discount at the golf course."*

*"Your fitness programs are only for the younger, rich crowd. What about older, unhealthy people on limited incomes? What do you offer for them?"*

*"I was a member of the RecPlex for many, many years and really liked it. I participated in passport classes and used the weight machines and track. When they changed the prices for members on the passport classes, I could no longer justify what would now be about \$720/year when I can go to LA Fitness for \$240/year. Plus the passport system is a pain to use where at LA Fitness you have unlimited classes in your membership fee."*

*"Understand that all Mt. Prospect residents are not wealthy. Many retirees cannot afford your programs and are therefore left out. Neither the Village or the Park District care about seniors."*

*"I have purchased swimming pool passes in Arlington Heights for the family for years. Less expensive, more pools and they are all heated."*

### **Update/Maintain Facilities (13%):**

*"Pay more attention to the CCC."*

*"Poor condition of the studio."*

*"A sauna room at the RecPlex would be great. Also major refacing of the concession building at the wave pool. It needs some class."*

*"Possibly brighter paint colors at RecPlex when it needs to be repainted."*

*"I think improvements in wave pool water park are a great idea."*

*"Take better care of the new golf course fairways by reseeding divots. There are way to many divots all over the golf course that are never addressed that make the course look too chewed up."*

*"The wave pool is a major priority. Kids enjoy it, but it is also seemingly very dangerous. Better safety measures and more responsible staff would help the situation."*

### **Specific Facilities/Features Needed (12%):**

*"The community needs indoor and outdoor pickle ball courts. This is fastest growing sport in America. With the excess of unused tennis courts in community that could be relined for pickleball at very low cost, why has no one listened to multiple requests from community?"*

*"Focus on the area south of Algonquin. The only facility in the area is RecPlex, which has expensive membership fees. Fix up the 'park' under the HV lines."*

*"There is a lack of basketball courts and indoor parkour facilities."*

*"The building at the golf course should have had banquet facilities included. A tent in the parking lot is a joke."*

*"We do not have cricket fields, so the youth are playing on the walking trail which is causing serious problems for walking people."*

*"Need to add a swimming area for small children."*

*"The Park District is okay but I wish there was a splash pad or fountains. And the pool at the RecPlex needs better family bathrooms."*

## Sample Verbatims (cont'd)

### **Better Upkeep/Updates to Parks (10%):**

*"Please give us more parks and playgrounds, and update the equipment."*

*"We-Go Park is the only park where the landscaping looks a little shabby."*

*"Would LOVE water availability at the dog park."*

*"Bathroom facilities are not open at most parks. No drinking fountains are available at the parks either."*

*"Keep the weeds down along my fence separating Busse Park from my property."*

*"A water fountain or two for drinking could be used at Clearwater Park."*

### **More/Better Programs (8%):**

*"More yoga classes and fitness classes for adults at Central Community Center."*

*"Need environmental education and interpretation in all parks and buildings! Also need another plant sale (twice a year)."*

*"Please offer adult day trips to the theatre, concerts, nature walks etc."*

*"If they have music programs, not modern. Semi-classic, Nelson Eddy, show tunes."*

*"Arts & crafts for adults. Scrapbooking nights."*

*"Serve residents of all ages in various programs."*

### **Better Communication (8%)**

*"I can't get emails. Have given my address 3-4 times, but someone drops the ball every time. Allow me to do it online."*

*"Mail the program guides. Have not received one in two years."*

*"Easier access to information on the website."*

*"Please replace the website. It is antiquated and difficult to navigate."*

*"I received the last program guide a month after registration began. How come?"*

*"Communicate with the people who sign up for classes."*

*"Improve communication. The program guide should go out earlier. The web store should provide access to all of our Park District purchases. I wish I could have access to all my purchases either in person or online."*

*"Offering maps and lists of where other programs are located and offered. Did not know they had pools and wave pools and other programs. More publicity."*

## Sample Verbatims (cont'd)

### **Reduce Spending/Control Taxes (8%):**

*"Maintain and hold costs down. No new tax. We have tax fatigue."*

*"You are over taxing the homeowners. Raise the fees for programs, for non residents."*

*"Cut your cost. Lower my taxes and charge people higher fees. You want to use it, pay for it. Don't expect every one else to foot the bill."*

*"I think you offer great parks and facilities, but I am most concerned with keeping down my property taxes. In my opinion, the most important goals of a park district are to offer public spaces that are safe and enjoyable for the community. Other than that, I am not interested in investing tax dollars for programming I feel would be more appropriately conducted by private organizations."*

*"Do not want to pay more taxes. Reallocate funds & cut out programs to use monies to pay for your targeted projects. Raise user fees."*

*"Raise fees substantially for non-resident users at RecPlex."*

### **Better Management/More Transparency (7%):**

*"Be more transparent. Don't railroad projects just to leave your mark on the city. Know the difference between a want and a need. Our taxes are quite high, don't raise them just to fund a want."*

*"Take this survey seriously and look at other park districts as examples."*

*"When considering capital expenditures, projects that benefit the most number of citizens or fix safety issues should be giving higher priority."*

*"I don't like all the money spent by the Park District, when School District 57 is in such dire need of funds. Educating our children should take priority over all the Park District programs."*

*"Why are your meetings setup so that taxpayers can't speak out on issues?"*

### **General Positive Comments (16%):**

*"Keep up the good work. We just moved from Chicago and I cannot believe how wonderful the playgrounds are here in Mt. Prospect. If there is one suggestion it would be opening a playground with sand, or maybe sand and water like the Bison Bluff at the Spring Valley in Schaumburg."*

*"Just thank you! So happy to be a resident of this park district."*

*"I love the annual plant sale at the Conservatory. Excellent staff at Conservatory."*

*"Over all great job, but always room to improve."*

*"Appreciate your gathering information Always room for improvement, and need to keep current."*

*"Grateful to have you! Many thanks."*

## IX. Appendix



## Mount Prospect Park District 2017 Community Survey

### —Initial Topline Results—

(Random Survey: n=423 surveys; completed between October 26 and November 27, 2017)

(Public Survey: n=121 surveys; completed between November 27, 2017 and January 17, 2018)

#### 1. How many years have you lived in Mount Prospect?

	Random Sample (weighted)	Public Survey (unweighted)
Less than 5 years	15%	15%
5 - 14 years	20%	24%
15 - 24 years	28%	20%
25-34 years	20%	15%
35+ years	17%	25%
<b>Mean</b>	<b>21 years</b>	<b>22 years</b>

#### 2. Please rate your overall opinion of each group or agency in your community. (0-10 scale)

	Random Sample (weighted)	Public Survey (unweighted)
<b>A. Local city/ village government</b>		
Highest regard (9-10)	27%	23%
Very positive (8)	22%	19%
Somewhat positive (6-7)	24%	26%
Neutral (5)	17%	21%
Negative (0-4)	10%	11%
<b>Mean</b>	<b>7.0</b>	<b>6.8</b>
<b>Unfamiliar*</b>	<b>n=30</b>	<b>n=7</b>
<b>B. Mount Prospect Park District</b>		
Highest regard (9-10)	38%	38%
Very positive (8)	28%	26%
Somewhat positive (6-7)	20%	18%
Neutral (5)	8%	8%
Negative (0-4)	6%	10%
<b>Mean</b>	<b>7.7</b>	<b>7.6</b>
<b>Unfamiliar*</b>	<b>n=19</b>	<b>n=6</b>

TOPLINE RESULTS: 01.18.2018

<b>C. Local elementary/ middle school(s)</b>		
Highest regard (9-10)	41%	46%
Very positive (8)	18%	18%
Somewhat positive (6-7)	20%	19%
Neutral (5)	13%	7%
Negative (0-4)	8%	10%
<b>Mean</b>	<b>7.5</b>	<b>7.8</b>
<b>Unfamiliar*</b>	<b>n=93</b>	<b>n=18</b>
<b>D. Local high school(s)</b>		
Highest regard (9-10)	58%	62%
Very positive (8)	19%	15%
Somewhat positive (6-7)	14%	10%
Neutral (5)	6%	8%
Negative (0-4)	3%	5%
<b>Mean</b>	<b>8.4</b>	<b>8.3</b>
<b>Unfamiliar*</b>	<b>n=88</b>	<b>n=19</b>
<b>E. Cook County Forest Preserve District</b>		
Highest regard (9-10)	21%	20%
Very positive (8)	20%	16%
Somewhat positive (6-7)	22%	29%
Neutral (5)	28%	29%
Negative (0-4)	9%	6%
<b>Mean</b>	<b>6.7</b>	<b>6.7</b>
<b>Unfamiliar*</b>	<b>n=104</b>	<b>n=38</b>

\* Excluded from base

TOPLINE RESULTS: 01.18.2018

### 3. What do you like most about the Mount Prospect Park District?

	Random Sample (weighted)	Public Survey (unweighted)
<b>PROGRAMS/EVENTS (net)</b>	<b>57%</b>	Not coded. Responses provided separately.
Number/variety of programs	17%	
Pleased with activities/ programs, general	15%	
Youth programs	14%	
Events	7%	
<b>FACILITIES (net)</b>	<b>29%</b>	
Pleased with RecPlex Fitness Center	10%	
Good pools (net)	8%	
Well maintained/ updated facilities	7%	
<b>PARKS (net)</b>	<b>24%</b>	
Parks are clean/ well-maintained/ cared for	11%	
Variety/ number of parks	5%	
Good parks, general	5%	
<b>STAFF/ MANAGEMENT (net)</b>	<b>14%</b>	
Friendly, helpful staff	6%	
Good communications	5%	
<b>ACCESS/ AVAILABILITY (net)</b>	<b>8%</b>	
Facilities/ parks are easily accessible, good location	5%	
Good scheduling, lots of times/ options	3%	
<b>COSTS/ FEES (net)</b>	<b>6%</b>	
<b>NEGATIVE COMMENTS (nothing positive)</b>	<b>1%</b>	
Unfamiliar/NA/Refused	2%	

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### 4. What do you dislike most about the Mount Prospect Park District?

	Random Sample (weighted)	Public Survey (unweighted)
<b>FACILITIES (net)</b>	<b>26%</b>	Not coded. Responses provided separately.
Unhappy with Golf Course	8%	
Unhappy with RecPlex	8%	
Facilities are not well maintained	5%	
<b>Pools (net)</b>	<b>12%</b>	
Pools need updating/ additional amenities	6%	
Poorly maintained	4%	
<b>STAFF/ MANAGEMENT (net)</b>	<b>26%</b>	
Not well managed, poorly organized	8%	
Wasteful	6%	
Inexperienced/ impolite staff	6%	
<b>COSTS/ FEES (net)</b>	<b>25%</b>	
Memberships are too expensive (i.e. pool, fitness)	8%	
Too expensive in general	7%	
Program fees are too expensive	6%	
<b>PROGRAMS/EVENTS (net)</b>	<b>20%</b>	
Youth programs	9%	
More programs (specific classes wanted)	6%	
<b>ACCESS/ AVAILABILITY (net)</b>	<b>20%</b>	
Improve class scheduling	11%	
Parks/ facilities are inconvenient, too far away	5%	
<b>PARKS (net)</b>	<b>18%</b>	
Poorly maintained parks	8%	
More trails	3%	
Not safe (dangerous equipment, vandalism, theft, etc.)	3%	
Want a dog park/ more dog-friendly parks	3%	
<b>POSITIVE COMMENTS (nothing negative)</b>	<b>19%</b>	
Unfamiliar/NA/Refused	6%	

### 5. About what percent of your property taxes do you think goes to the McHenry Parks & Recreation Department?

	Random Sample (weighted)	Public Survey (unweighted)
0-2%	13%	14%
3-5%	39%	30%
<b>6% (correct answer)</b>	<b>8%</b>	<b>10%</b>
7-10%	24%	25%
11-20%	10%	16%
Over 20%	6%	5%
<b>Mean</b>	<b>8%</b>	<b>9%</b>

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TOPLINE RESULTS: 01.18.2018

6. Approximately 6% of your property taxes go to the Mount Prospect Park District. Thinking about the programs, parks, facilities, and services that the Park District provides, please rate the overall value that it represents to you given its share of property taxes.

	Random Sample (weighted)	Public Survey (unweighted)
Excellent value (9-10)	30%	29%
Great value (8)	21%	19%
Good value (6-7)	20%	20%
Neutral (5)	18%	20%
Poor value (0-4)	11%	12%
Mean	7.0	7.0

7. Which of these facilities have you or other household members visited in the past 12 months?

	Random Sample (weighted)	Public Survey (unweighted)
Playgrounds	48%	50%
Neighborhood park(s)	60%	61%
Athletic fields	24%	25%
Meadows Aquatic Center	15%	31%
Big Surf Wave Pool	22%	34%
RecPlex Fitness Center	41%	44%
RecPlex indoor pool	22%	31%
Mt. Prospect Golf Club/driving range	20%	22%
Dog Park at Melas	10%	7%
Art Studio	8%	17%
Lions Memorial Park and Bandshell	33%	46%
Central Community Center inline skating rink	7%	18%
Central Community Center Fitness Center	14%	22%
Friendship Park Conservatory	37%	37%
Preschool facilities	6%	11%
Other facilities	6%	8%
None	9%	8%

\*Based on multiple responses (% selected)

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8. Which park/facility do you use most often?

	Random Sample (weighted) (n=333)	Public Survey (unweighted) (n=104)
Playgrounds	12%	12%
Neighborhood park(s)	26%	26%
Athletic fields	5%	5%
Meadows Aquatic Center	3%	3%
Big Surf Wave Pool	3%	3%
RecPlex Fitness Center	15%	15%
RecPlex indoor pool	10%	10%
Mt. Prospect Golf Club/driving range	6%	6%
Dog Park at Melas	3%	3%
Art Studio	1%	1%
Lions Memorial Park and Bandshell	5%	5%
Central Community Center inline skating rink	0%	0%
Central Community Center Fitness Center	5%	5%
Friendship Park Conservatory	5%	5%
Preschool facilities	1%	1%
Other facilities	2%	2%

9. Please rate your satisfaction with each of the following in regards to the Park District parks and facilities you visited. (0-10 scale)

	Random Sample (weighted)	Public Survey (unweighted)
<b>A. Overall experience</b>		
Extremely satisfied (9-10)	46%	46%
Very satisfied (8)	25%	28%
Somewhat satisfied (6-7)	16%	15%
Neither satisfied nor dissatisfied (5)	9%	6%
Dissatisfied (0-4)	4%	5%
Mean	8.03	8.04
<b>B. Overall cleanliness, maintenance, and upkeep</b>		
Extremely satisfied (9-10)	50%	45%
Very satisfied (8)	22%	22%
Somewhat satisfied (6-7)	19%	21%
Neither satisfied nor dissatisfied (5)	3%	2%
Dissatisfied (0-4)	6%	10%
Mean	8.15	7.93
<b>C. Overall safety</b>		
Extremely satisfied (9-10)	49%	56%
Very satisfied (8)	24%	17%
Somewhat satisfied (6-7)	17%	17%
Neither satisfied nor dissatisfied (5)	7%	5%
Dissatisfied (0-4)	3%	5%
Mean	8.17	8.15



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D. Overall access (parking, paths, entrances/exits)		
Extremely satisfied (9-10)	52%	46%
Very satisfied (8)	23%	25%
Somewhat satisfied (6-7)	15%	19%
Neither satisfied nor dissatisfied (5)	5%	3%
Dissatisfied (0-4)	4%	7%
Mean	8.29	8.04
E. Level of service provided by Mount Prospect Park District staff		
Extremely satisfied (9-10)	42%	40%
Very satisfied (8)	20%	22%
Somewhat satisfied (6-7)	18%	22%
Neither satisfied nor dissatisfied (5)	15%	8%
Dissatisfied (0-4)	5%	8%
Mean	7.64	7.77
F. Abundance/availability of parks or facilities in your local neighborhood		
Extremely satisfied (9-10)	53%	43%
Very satisfied (8)	20%	21%
Somewhat satisfied (6-7)	13%	18%
Neither satisfied nor dissatisfied (5)	7%	9%
Dissatisfied (0-4)	7%	9%
Mean	8.06	7.69

10. Which specific parks or facilities are you dissatisfied with, and why?

Random Sample (weighted)	Public Survey (unweighted)
Few scattered responses; results will be in the final report.	Not coded. Responses provided separately.

11. Why haven't you visited a Park District park or facility?  
(non-visitors only) (total n reporting)

	Random Sample (unweighted)	Public Survey (unweighted)
I use other facilities	4	2
Unfamiliar with Mt. Prospect Park District offerings	-	-
Poor health/mobility issues	1	1
Uninterested in general	2	1
Expensive costs/fees	1	1
Bad experience(s) with the Park District	-	-
Access issues (e.g., lack of transportation)	1	-
Too busy/don't have time	6	-
No offerings for my age group	2	1
Inconvenient hours or scheduling	3	-
No children (18 or younger) in household	5	3
Poorly maintained park/facility	-	-
Other reason	1	-

\*Based on multiple responses

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12. Other than Mt. Prospect Park District parks and facilities, what facilities does your household use for recreation or fitness?

	Random Sample (weighted)	Public Survey (unweighted)
PARK DISTRICTS/ FORESTPRESERVES (net)	59%	Not coded. Responses provided separately.
Des Plaines Park District	17%	
Forest Preserves of Cook County (Busse Woods)	14%	
Arlington Heights Park District	14%	
River Trails Park District	8%	
FITNESS (net)	53%	
YMCA	12%	
Planet Fitness	9%	
LA Fitness	8%	
Crunch Fitness	7%	
Northwestern Community Hospital Wellness Center	5%	

13. Which of the following indoor recreational facilities do you or your household have a need or interest in?

	Random Sample (weighted)	Public Survey (unweighted)
Fine arts program space (auditorium, dance studios, theater and music rooms, etc.)	26%	41%
Fitness center	61%	60%
Childcare space	11%	22%
Indoor water park/splash park	36%	46%
Facility rentals (private events, weddings, etc.)	18%	17%
Indoor turf fields (soccer, football, lacrosse, etc.)	21%	20%
Indoor pickleball	11%	4%

\*Based on multiple responses (% selected)

14. How well is your need or interest in each indoor facility being met (whether provided by Mount Prospect Park District or any other source)?

	Random Sample (weighted)	Public Survey (unweighted)
A. Fine arts program space (auditorium, dance studios, theater and music rooms, etc.)	(n=97)	(n=50)
Completely met (5)	27%	16%
Somewhat met (4)	13%	24%
Average (3)	43%	36%
Not very well met (2)	12%	14%
Not at all met (1)	5%	10%
Mean	3.46	3.22

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<b>B. Fitness center</b>			(n=229)	(n=71)
Completely met (5)	36%	36%		
Somewhat met (4)	26%	27%		
Average (3)	25%	27%		
Not very well met (2)	6%	4%		
Not at all met (1)	7%	6%		
Mean	3.77	3.85		
<b>C. Childcare space</b>			(n=32)	(n=25)
Completely met (5)	31%	20%		
Somewhat met (4)	37%	16%		
Average (3)	15%	56%		
Not very well met (2)	15%	0%		
Not at all met (1)	2%	8%		
Mean	3.82	3.40		
<b>D. Indoor water park/splash park</b>			(n=113)	(n=54)
Completely met (5)	9%	15%		
Somewhat met (4)	16%	11%		
Average (3)	25%	15%		
Not very well met (2)	12%	13%		
Not at all met (1)	38%	46%		
Mean	2.47	2.35		
<b>E. Facility rentals (private events, weddings, etc.)</b>			(n=69)	(n=20)
Completely met (5)	23%	5%		
Somewhat met (4)	26%	20%		
Average (3)	22%	35%		
Not very well met (2)	10%	20%		
Not at all met (1)	19%	20%		
Mean	3.23	2.70		
<b>F. Indoor turf fields (soccer, football, lacrosse, etc.)</b>			(n=55)	(n=23)
Completely met (5)	7%	4%		
Somewhat met (4)	16%	9%		
Average (3)	31%	22%		
Not very well met (2)	23%	30%		
Not at all met (1)	23%	35%		
Mean	2.61	2.17		
<b>G. Indoor pickleball</b>			(n=48)	(n=4)
Completely met (5)	15%	0%		
Somewhat met (4)	5%	25%		
Average (3)	18%	25%		
Not very well met (2)	15%	25%		
Not at all met (1)	47%	25%		
Mean	2.26	2.50		

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TOPLINE RESULTS: 01.18.2018

15. Which indoor recreational facility do you think should be a top priority for the Park District to provide, add, or improve?

	Random Sample (weighted)	Public Survey (unweighted)
Fitness center	32%	27%
Indoor water park/splash park	25%	33%
Fine arts program space (auditorium, dance studios, theater and music rooms, etc.)	16%	14%
Indoor turf fields (soccer, football, lacrosse, etc.)	15%	9%
Facility rentals (private events, weddings, etc.)	5%	6%
Childcare space	4%	11%
Indoor pickleball	4%	0%

16. Which of the following outdoor facilities do you or your household have a need or interest in? Select all that apply.

	Random Sample (weighted)	Public Survey (unweighted)
Playground equipment	39%	46%
Outdoor water park/wave pool	43%	55%
Swimming pool for general recreation	46%	60%
Athletic fields for soccer, football, lacrosse, etc.	25%	26%
Adult 12-inch softball fields	11%	8%
Regulation-size baseball fields for high schoolers and adults	13%	10%
Cricket fields	4%	2%
Paddle courts	5%	7%

\*Based on multiple responses (% selected)

17. How well is your need or interest in each outdoor facility being met (whether provided by Mount Prospect Park District any other source)?

	Random Sample (weighted)	Public Survey (unweighted)
<b>A. Playground equipment</b>		
Completely met (5)	43%	33%
Somewhat met (4)	35%	45%
Average (3)	17%	9%
Not very well met (2)	2%	13%
Not at all met (1)	3%	0%
Mean	4.13	3.98

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<b>B. Outdoor water park/wave pool</b> (n=155) (n=67)		
Completely met (5)	27%	17%
Somewhat met (4)	29%	34%
Average (3)	29%	31%
Not very well met (2)	10%	17%
Not at all met (1)	5%	1%
<b>Mean</b>	<b>3.62</b>	<b>3.48</b>
<b>C. Swimming pool for general recreation</b> (n=179) (n=71)		
Completely met (5)	27%	21%
Somewhat met (4)	31%	41%
Average (3)	33%	24%
Not very well met (2)	7%	11%
Not at all met (1)	1%	3%
<b>Mean</b>	<b>3.75</b>	<b>3.66</b>
<b>D. Athletic fields for soccer, football, lacrosse, etc.</b> (n=79) (n=31)		
Completely met (5)	19%	32%
Somewhat met (4)	32%	42%
Average (3)	35%	16%
Not very well met (2)	13%	10%
Not at all met (1)	1%	0%
<b>Mean</b>	<b>3.54</b>	<b>3.97</b>
<b>E. Adult 12-inch softball fields</b> (n=39) (n=9)		
Completely met (5)	18%	4%
Somewhat met (4)	13%	11%
Average (3)	54%	33%
Not very well met (2)	11%	0%
Not at all met (1)	3%	11%
<b>Mean</b>	<b>3.33</b>	<b>3.78</b>
<b>F. Regulation-size baseball fields for high schoolers and adults</b> (n=41) (n=8)		
Completely met (5)	15%	25%
Somewhat met (4)	21%	13%
Average (3)	41%	62%
Not very well met (2)	19%	0%
Not at all met (1)	4%	0%
<b>Mean</b>	<b>3.24</b>	<b>3.63</b>
<b>G. Cricket fields</b> (n=8) (n=2)		
Completely met (5)	3%	50%
Somewhat met (4)	21%	50%
Average (3)	0%	0%
Not very well met (2)	52%	0%
Not at all met (1)	23%	0%
<b>Mean</b>	<b>2.28</b>	<b>4.50</b>
<b>H. Paddle courts</b> (n=28) (n=8)		
Completely met (5)	14%	12%
Somewhat met (4)	2%	38%
Average (3)	22%	25%
Not very well met (2)	4%	0%
Not at all met (1)	57%	25%
<b>Mean</b>	<b>2.11</b>	<b>3.13</b>

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TOPLINE RESULTS: 01.18.2018

18. Which outdoor recreation facility do you think should be a top priority for the Park District to provide, add, or improve?

	Random Sample (weighted)	Public Survey (unweighted)
Playground equipment	25%	17%
Swimming pool for general recreation	25%	31%
Outdoor water park/wave pool	24%	41%
Athletic fields for soccer, football, lacrosse, etc.	15%	4%
Cricket fields	4%	1%
Paddle courts	4%	1%
Adult 12-inch softball fields	4%	1%
Regulation-size baseball fields for high schoolers and adults	-	4%

19. Have you or any household member participated in the Mount Prospect Park District programs or events *in the past 12 months*?

	Random Sample (weighted)	Public Survey (unweighted)
Youth athletics	31%	40%
Adult athletics	15%	12%
Fitness membership	39%	35%
Group fitness classes	24%	24%
Personal training/ wellness classes and services	7%	9%
Performing/ Visual Arts	13%	18%
Conservatory programs (garden/ nature classes)	12%	18%
Aquatics (swim lessons, swim team, adult swim classes)	23%	30%
Early childhood programming/ preschool	10%	15%
Before/ after school care	5%	7%
Youth programming (classes for ages 6 and up)	6%	13%
Summer day camps and seasonal break camps	10%	15%
Golf lessons (youth and adult)	6%	12%
Babysitting	2%	5%
Birthday party program (any facility including Art Studio)	8%	9%
Facility rentals (for weddings, private or corporate events, etc.)	7%	5%
Summer concert series at Lions Park/ Veterans Memorial Bandshell	31%	47%
Seasonal events (Mardi Gras, 5K, Fall Fest, Holiday Open House)	31%	32%
Other program/ event	4%	9%
None	29%	17%

\* Coding of open-ends is in progress; results will be included in the final report.

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20. Please rate your overall satisfaction with Park District programs or events .

	Random Sample (weighted)	Public Survey (unweighted)
<b>A. Overall experience</b>		
Extremely satisfied (9-10)	47%	44%
Very satisfied (8)	20%	24%
Somewhat satisfied (6-7)	23%	16%
Neither satisfied nor dissatisfied (5)	7%	11%
Dissatisfied (0-4)	3%	5%
<b>Mean</b>	<b>8.03</b>	<b>7.92</b>
<b>B. Ease of registration</b>		
Extremely satisfied (9-10)	54%	54%
Very satisfied (8)	20%	8%
Somewhat satisfied (6-7)	13%	15%
Neither satisfied nor dissatisfied (5)	8%	12%
Dissatisfied (0-4)	5%	11%
<b>Mean</b>	<b>8.27</b>	<b>7.71</b>
<b>C. Scheduling (days/ times)</b>		
Extremely satisfied (9-10)	35%	35%
Very satisfied (8)	20%	12%
Somewhat satisfied (6-7)	26%	27%
Neither satisfied nor dissatisfied (5)	9%	8%
Dissatisfied (0-4)	10%	14%
<b>Mean</b>	<b>7.46</b>	<b>7.15</b>
<b>D. Quality of instructors</b>		
Extremely satisfied (9-10)	40%	40%
Very satisfied (8)	17%	17%
Somewhat satisfied (6-7)	29%	19%
Neither satisfied nor dissatisfied (5)	9%	15%
Dissatisfied (0-4)	5%	9%
<b>Mean</b>	<b>7.80</b>	<b>7.53</b>
<b>E. Fees charged for value received</b>		
Extremely satisfied (9-10)	35%	34%
Very satisfied (8)	21%	17%
Somewhat satisfied (6-7)	22%	20%
Neither satisfied nor dissatisfied (5)	12%	7%
Dissatisfied (0-4)	10%	22%
<b>Mean</b>	<b>7.36</b>	<b>6.93</b>
<b>F. Location of programs</b>		
Extremely satisfied (9-10)	55%	55%
Very satisfied (8)	23%	14%
Somewhat satisfied (6-7)	13%	17%
Neither satisfied nor dissatisfied (5)	6%	8%
Dissatisfied (0-4)	3%	6%
<b>Mean</b>	<b>8.40</b>	<b>8.14</b>

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21. If you are dissatisfied with any program or event, indicate which one(s) and why .

Random Sample (weighted)	Public Survey (unweighted)
Few scattered responses; results will be in the final report.	Not coded. Responses provided separately.

22. Why haven't you participated in a Park District program or event?

	Random Sample (weighted) (n=131)	Public Survey (unweighted) (n=21)
I use other facilities	18%	14%
Unfamiliar with Mt. Prospect program offerings	14%	-
Poor health/mobility issues	8%	-
Uninterested in general	4%	19%
Expensive costs/fees	14%	5%
Bad experience(s) with the Park District	-	-
Access issues (e.g., lack of transportation)	3%	-
Too busy/don't have time	22%	24%
No offerings for my age group	5%	-
Inconvenient hours or scheduling	5%	10%
No children (18 or younger) in household	25%	19%
Other reason	11%	10%

\*Based on multiple responses (% selected)

23. Which way(s) do you prefer to register for programs?

	Random Sample (weighted)	Public Survey (unweighted)
In person at a facility	40%	50%
Online, using a computer	66%	65%
Online, using a mobile device	24%	29%
By calling the Park District	17%	21%

\*Based on multiple responses (% selected)

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24. Thinking about your household, which represents the age group with the biggest need for programming?

	Random Sample (weighted)	Public Survey (unweighted)
Pre-K (under age 5)	13%	16%
Elementary school (5-10)	10%	17%
Middle school (11-13)	8%	15%
High school (14-18)	7%	2%
Adults ages 19-39	14%	6%
Adults ages 40-64	28%	24%
Adults ages 65+	20%	21%

25. What program would you like offered for the age group above?

Random Sample (weighted)	Public Survey (unweighted)
<i>Few scattered responses; results will be in the final report.</i>	<b>Not coded.</b> Responses provided separately.

26. Below is a list of potential Mt. Prospect Park District projects. Knowing these goals could mean higher costs or property taxes, please rate the importance of each.

	Random Sample (weighted)	Public Survey (unweighted)
<b>A1. Maintain Big Surf Wave Pool (improving the bath house, pool shell, and mechanics).</b>	(n=191)	(n=64)
Extremely important (5)	22%	24%
Very important (4)	19%	17%
Neutral (3)	20%	28%
Not very important (2)	15%	11%
Not at all important (1)	24%	20%
<b>Mean</b>	<b>3.02</b>	<b>3.13</b>
<b>A2. Maintain Big Surf Wave Pool (improving the bath house, pool shell, and mechanics) and add a climbing wall, spray features, diving board, sloped entry to the 10-foot deep pool, water slides, and a zero-depth pool with tot slides.</b>	(n=203)	(n=52)
Extremely important (5)	18%	44%
Very important (4)	21%	33%
Neutral (3)	19%	15%
Not very important (2)	15%	14%
Not at all important (1)	27%	14%
<b>Mean</b>	<b>2.88</b>	<b>3.62</b>

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<b>B. Replace current fields at Kopp Park Athletic Complex with four adult 12-inch softball fields.</b>	(n=389)	(n=117)
Extremely important (5)	2%	3%
Very important (4)	7%	4%
Neutral (3)	24%	18%
Not very important (2)	16%	20%
Not at all important (1)	51%	55%
<b>Mean</b>	<b>1.94</b>	<b>1.79</b>
<b>C. Renovate Lions Recreation Center to include new programming, dance, and theatre space.</b>	(n=391)	(n=116)
Extremely important (5)	11%	15%
Very important (4)	18%	19%
Neutral (3)	27%	28%
Not very important (2)	16%	14%
Not at all important (1)	28%	24%
<b>Mean</b>	<b>2.66</b>	<b>2.88</b>

27. (V1) Which one do you think should be a top priority for the Park District?

	Random Sample (weighted)	Public Survey (unweighted)
Maintain Big Surf Wave Pool (improving the bath house, pool shell, and mechanics)	56%	56%
Replace current fields at Kopp Park Athletic Complex with four adult 12-inch softball fields.	4%	4%
Renovate Lions Recreation Center to include new programming, dance, and theatre space	40%	40%

27. (V2) Which one do you think should be a top priority for the Park District?

	Random Sample (weighted)	Public Survey (unweighted)
Maintain Big Surf Wave Pool (improving the bath house, pool shell, and mechanics) and add a climbing wall, spray features, diving board, sloped entry to the 10-foot deep pool, water slides, and a zero-depth pool with tot slides	55%	71%
Replace current fields at Kopp Park Athletic Complex with four adult 12-inch softball fields.	10%	5%
Renovate Lions Recreation Center to include new programming, dance, and theatre space	35%	24%

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28. From what sources do you get information about the Mount Prospect Park District and its programs, parks, facilities, or services?

	Random Sample (weighted)	Public Survey (unweighted)
Park District Program Guide	84%	84%
Park District website	47%	53%
Emails	16%	19%
Social media (District Facebook page)	10%	14%
Word of mouth (friends, neighbors)	28%	29%
Newspapers (digital or print)	11%	11%
Park District signage at the RecPlex or Friendship Park Conservatory	22%	19%
Posters and flyers	20%	18%
Conversations with the Park District staff	7%	20%
Call the Park District main office	7%	13%
Other	7%	3%

\*Based on multiple responses (% selected)

29. Which of the following is your primary source when seeking information about the Mt. Prospect Park District?

	Random Sample (weighted)	Public Survey (unweighted)
Park District Program Guide	62%	66%
Park District website	19%	18%
Newspapers (digital or print)	5%	3%
Posters and flyers	3%	1%
Social media (District Facebook page)	2%	3%
Emails	2%	2%
Call the Park District main office	1%	1%
Park District signage at the RecPlex or Friendship Park Conservatory	1%	-
Word of mouth (friends, neighbors)	1%	1%
Conversations with the Park District staff	1%	3%
Other	4%	2%

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30. Do you have any additional comments, suggestions, or feedback for the Mt. Prospect Park District? (Random n=146) (open-end)

	Random Sample (weighted)	Public Survey (unweighted)
Offer more reduced program/ facility rates/ fees	16%	Not coded. Responses provided separately.
Facilities need updating/ maintenance	13%	
Certain facilities/ features are missing	12%	
Parks need better maintenance/ updates	10%	
Offer more/ better programs	8%	
Better communication efforts (program guide/website/emails/ social media)	8%	
Keep property taxes down/ reduce spending	8%	
Better management/ more transparency	7%	
<b>POSITIVE COMMENTS (nothing negative)</b>	<b>16%</b>	

## DEMOGRAPHICS

31. What is your age? (In what year were you born?)

	Random Sample (weighted)	Public Survey (unweighted)
Under 35	20%	13%
35 - 44	20%	20%
45 - 54	20%	23%
55 - 64	17%	19%
65+	22%	25%
<b>Mean</b>	<b>51</b>	<b>53</b>

32. What is your gender?

	Random Sample (weighted)	Public Survey (unweighted)
Male	47%	32%
Female	53%	68%

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33. Including yourself, how many people...

	<b>0</b>		<b>1</b>		<b>2</b>		<b>3+</b>	
	Random	Public	Random	Public	Random	Public	Random	Public
... live in your household?	-	-	15%	9%	32%	31%	53%	60%
... are under age 18?	64%	57%	12%	9%	18%	22%	6%	12%
... are 65 or older?	74%	73%	15%	8%	11%	18%	1%	1%

34. Which of the following identifies your ethnicity?

	Random Sample (weighted)	Public Survey (unweighted)
White/Caucasian	83%	90%
Hispanic	5%	3%
Asian	8%	6%
Black/African American	1%	1%
Other	1%	2%

Based on multiple responses.

35. Please list any language(s) spoken in your home (other than English):

Random Sample (weighted)	Public Survey (unweighted)
Few scattered responses; results will be in the final report.	Not coded. Responses provided separately.